

GENERAL PLAN UPDATE

March 9, 2011

Case No. PHG 09-0020, PHG 10-0016

Agenda Item #11

1. Endorse refinements to 11 General Plan land use study areas based on a preliminary evaluation and market feasibility analysis
2. Direct staff to proceed with preparation of the Environmental Impact Report (EIR)

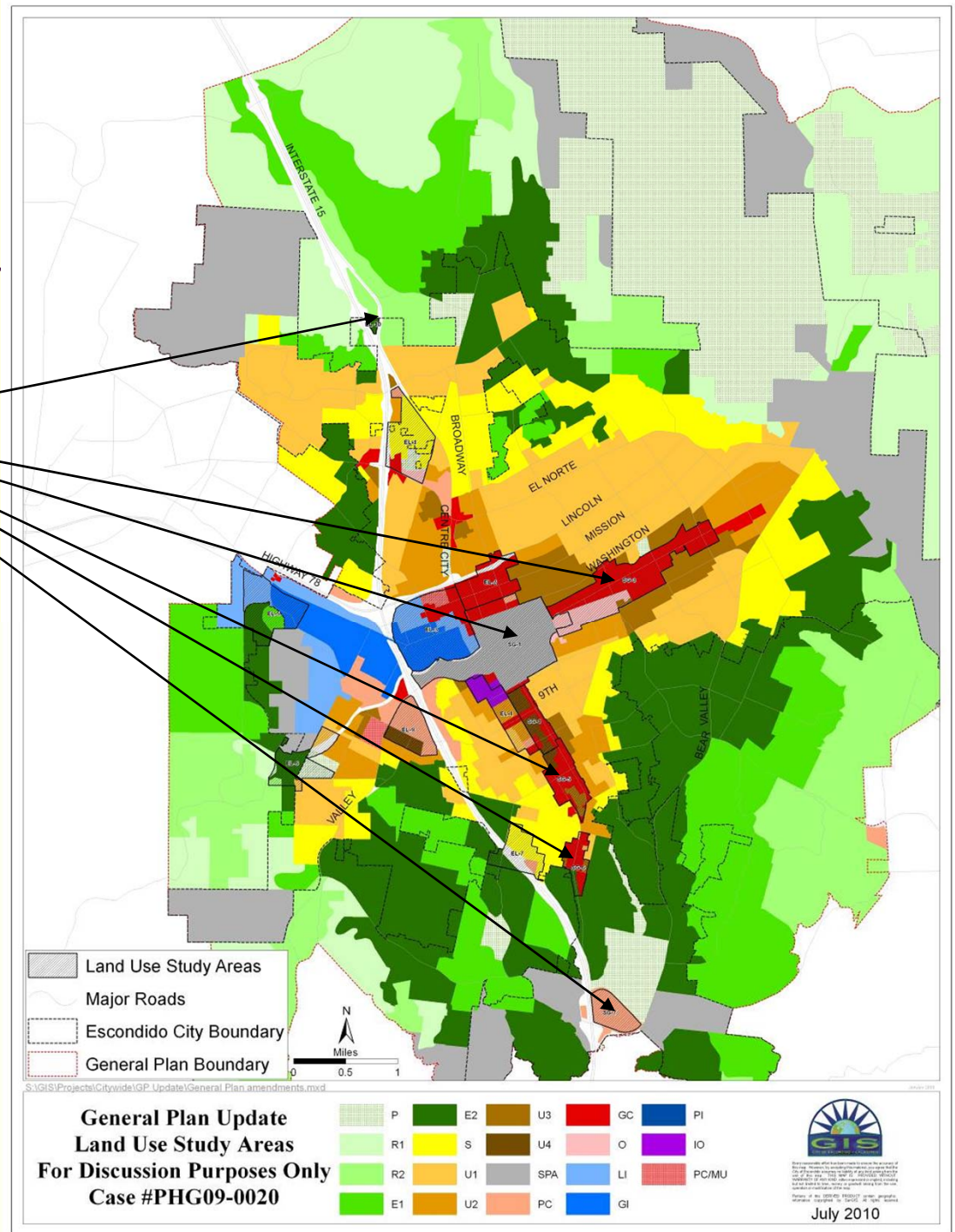
General Plan Land Use Alternatives

- 15 Land Use Study Areas Focused in Urban Core
 - Preserves / enhances single family neighborhoods
 - Transitions 450 new acres from residential to employment land
 - Intensifies 800 existing acres of employment land
 - Creates/intensifies transit-oriented nodes
 - Establishes East Valley Parkway Education Corridor
 - Includes regional attraction with ancillary mixed-use development
 - Residential scenarios range from 1,550 – 4,025 new units



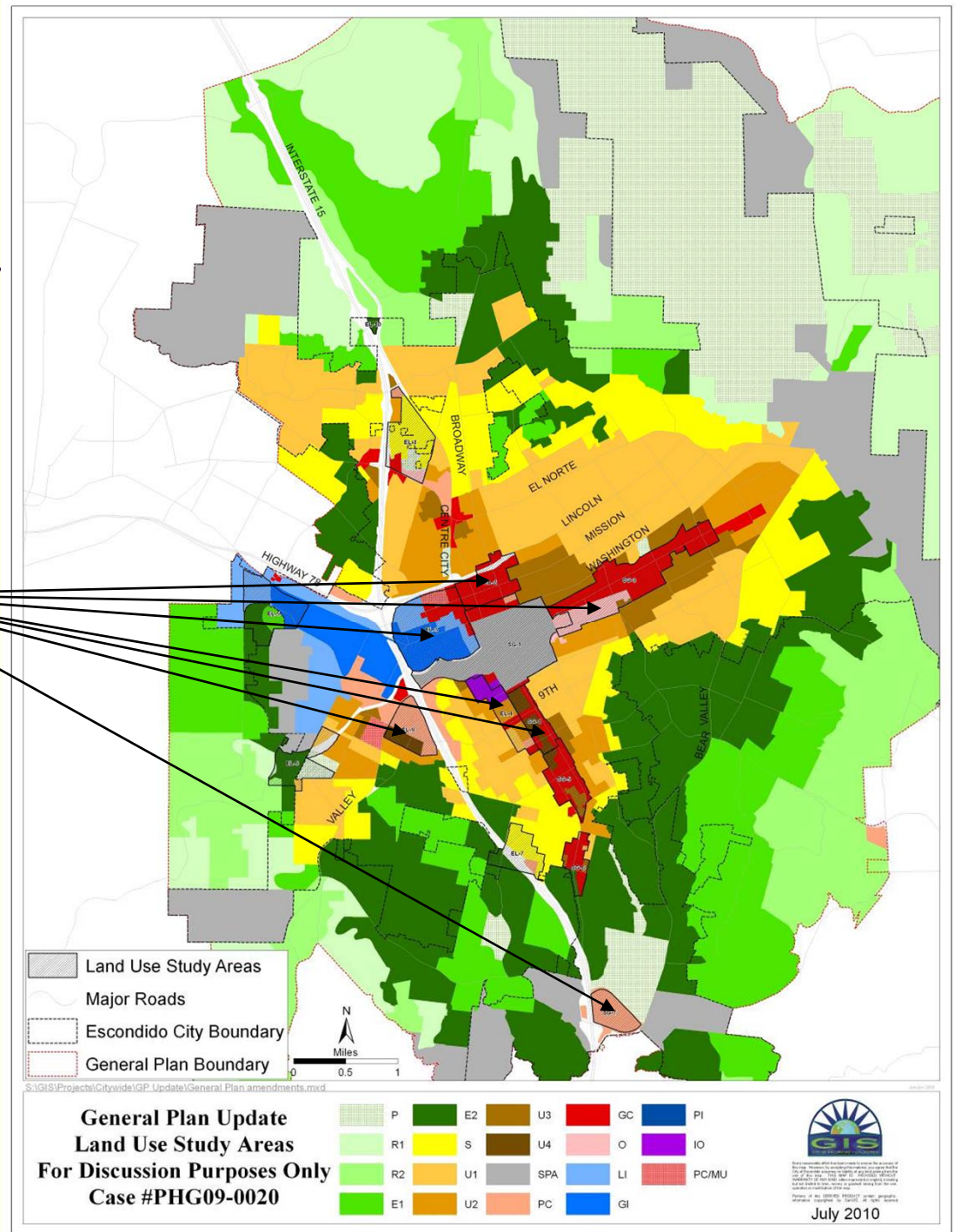
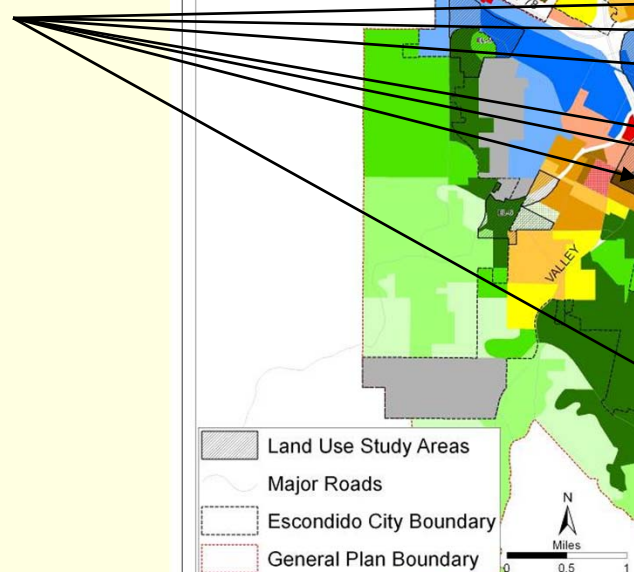
General Plan Amendment Study Areas

- Population Nodes
- Employment Focus
- Employment Redesignated
- Education Corridor



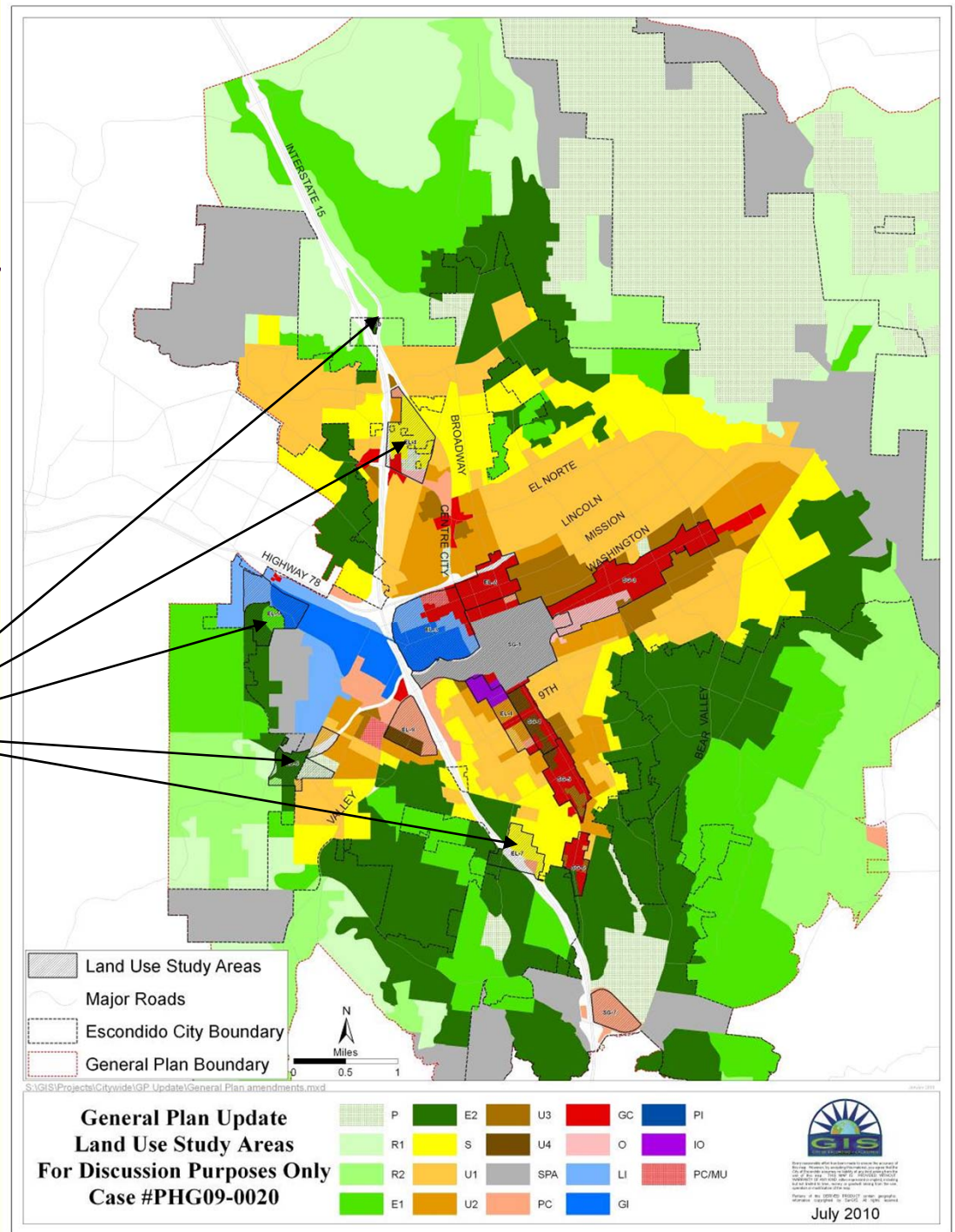
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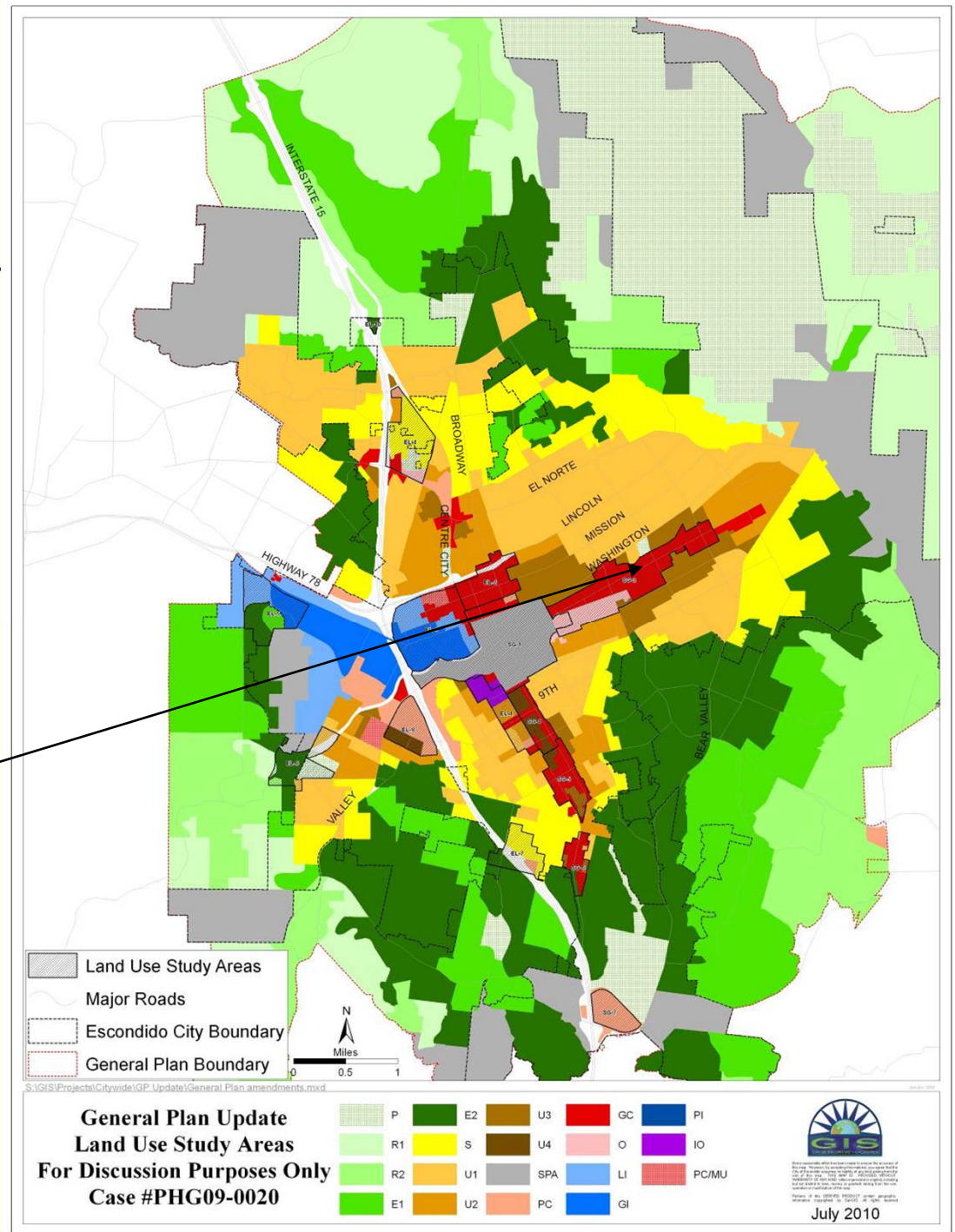
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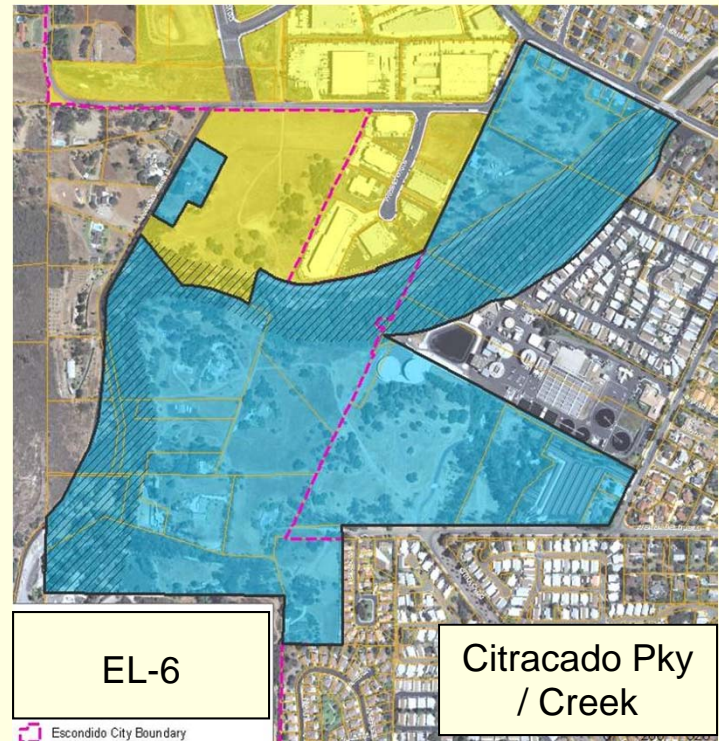
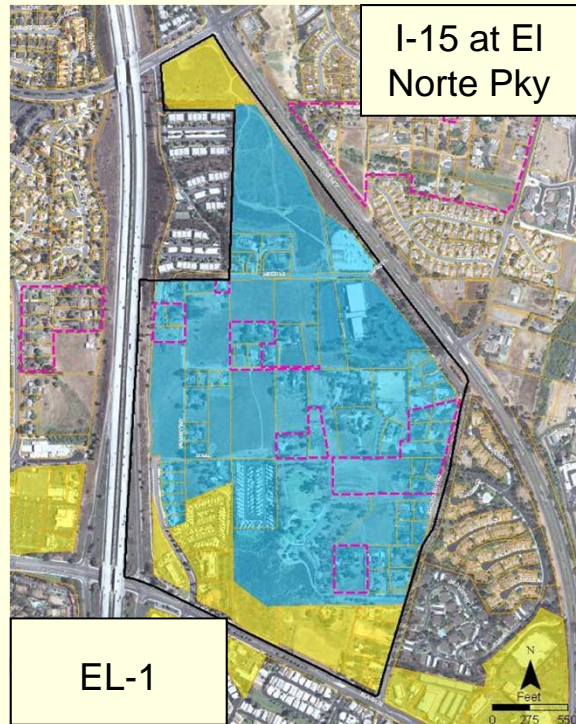
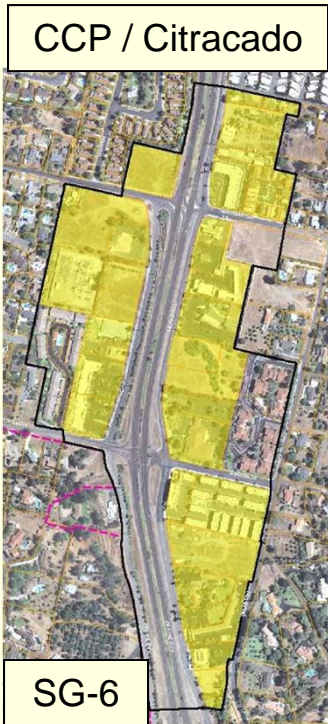
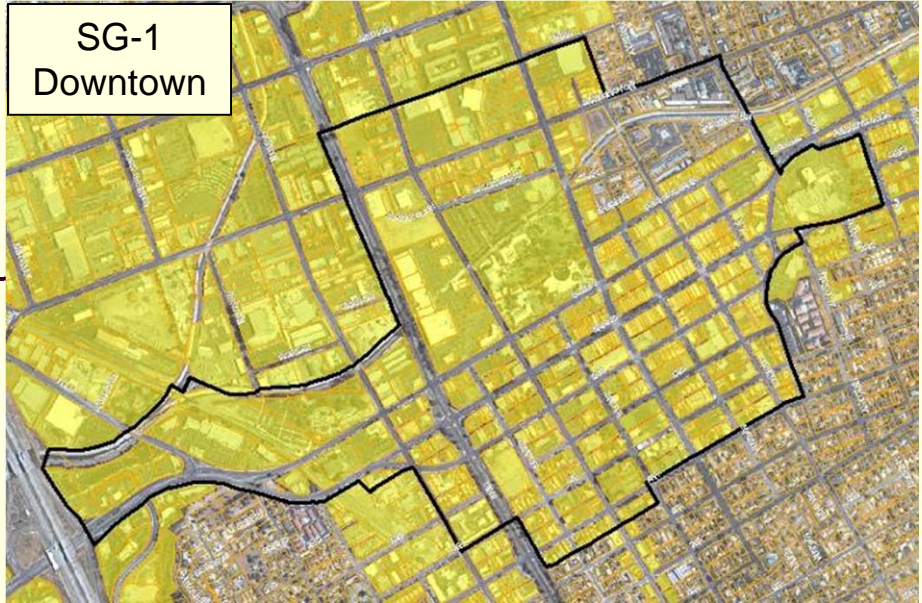
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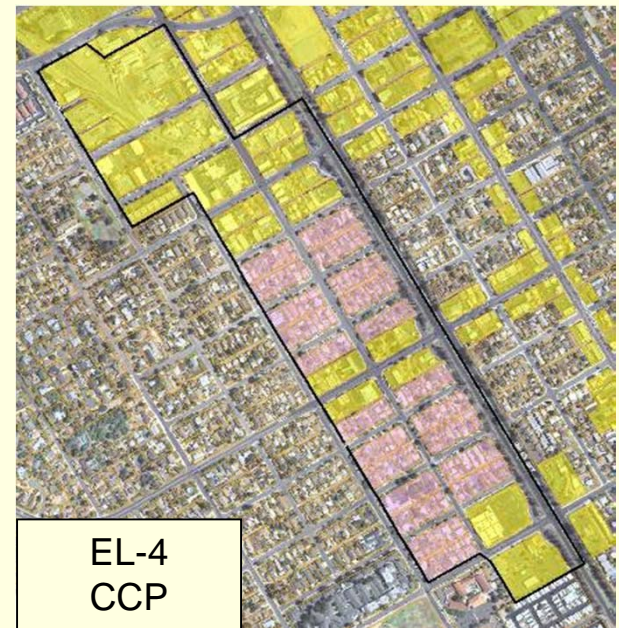
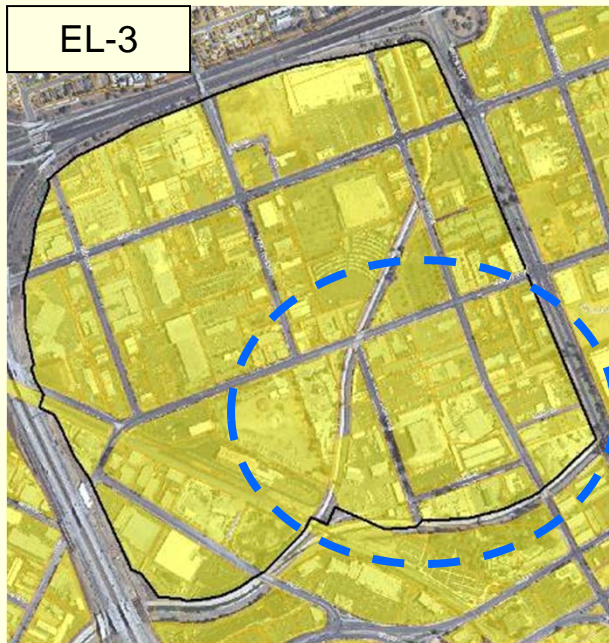
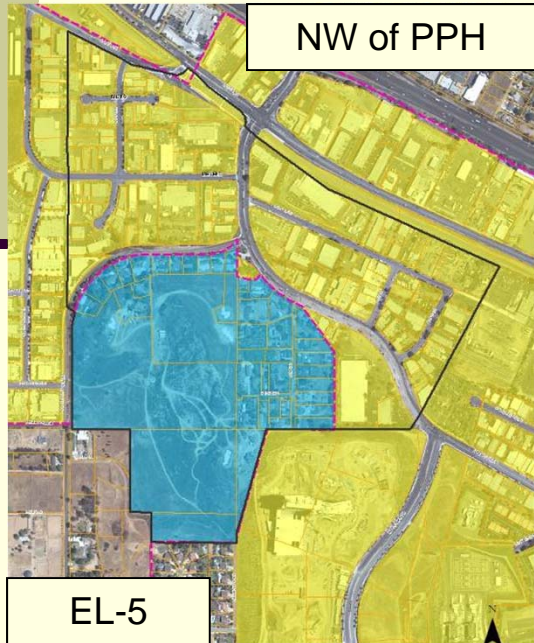
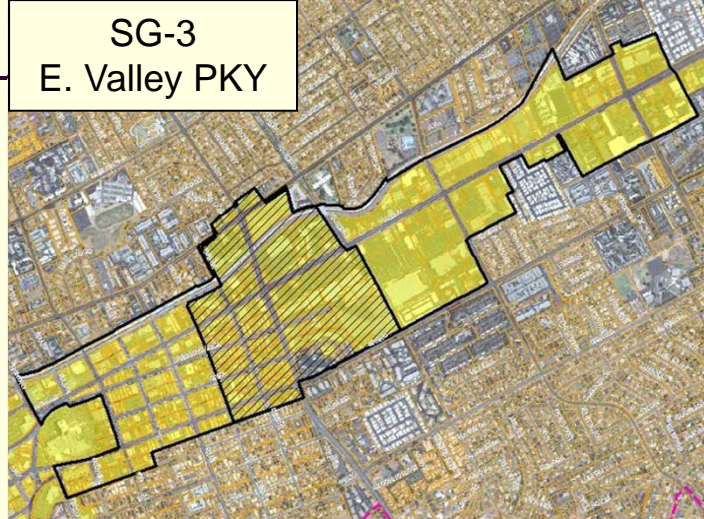
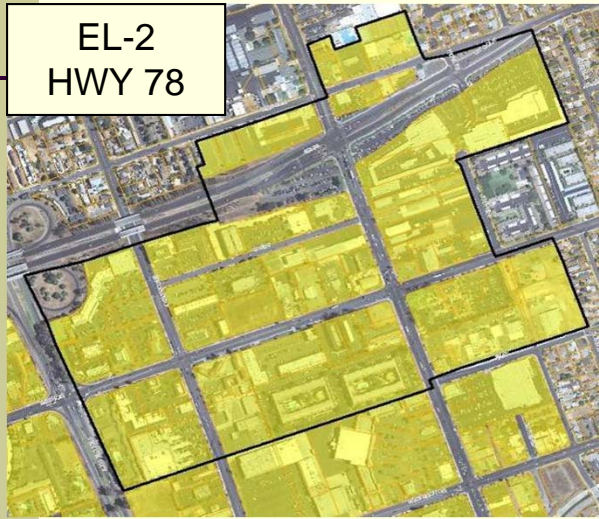
Recommendation

No change from previous direction



Recommendation

Increase Development Intensities



Mixed Use Development Intensities

**Low
(FAR 0.2-0.4)**



FROM THIS



1,550 – 4,025 units

TO THIS



3,350 – 5,825 units

**Low
(FAR 1.5)**



**Medium
(FAR 2.0)**



Office Development Intensities

**Low
(FAR 0.25-0.4)**



FROM THIS



TO THIS

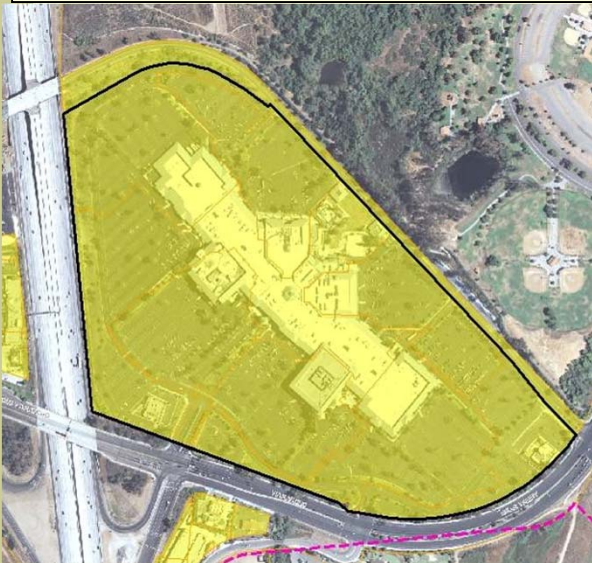


**Medium
(FAR 0.8-2.0)**



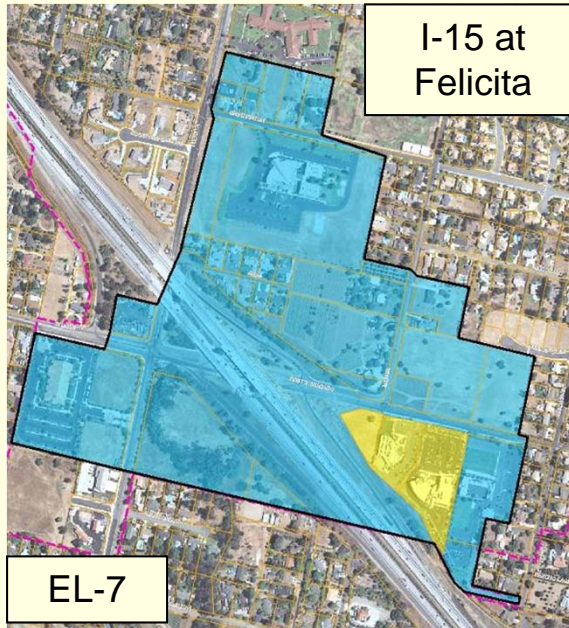
Recommendations

SG-7 Westfields



Eliminate residential options to preserve commercial flexibility

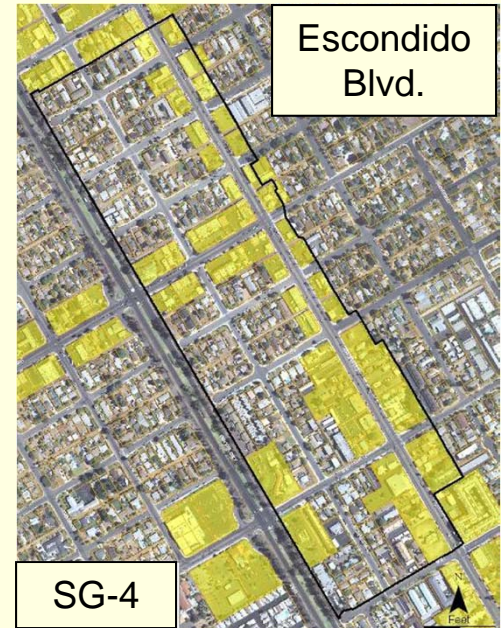
I-15 at Felicita



EL-7

Include opportunity for theme development such as "Restaurant Row"

Escondido Blvd.



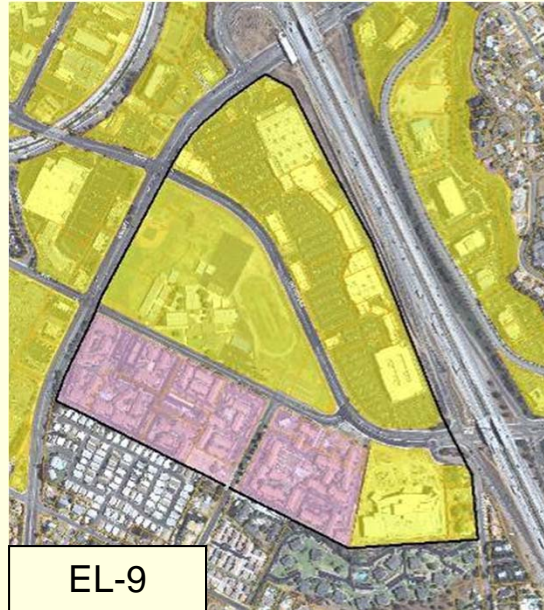
SG-4

Create Urban V Designation
Increasing Residential Densities to 30 du/acre

Recommendation



Eliminate office
and only include
residential
options of up to
50 units



Eliminate mixed
use residential
south of Ninth
Avenue

Alternative Recommendation:

Include original
land use direction
as EIR alternative

Downtown One-Way Couplet

- Evaluate two-way modification
- Alternatives / Opportunities
 - Modify Traffic Signal Timing
 - “Bulb” out intersections
 - Mid-block sidewalks widening



Anticipated Schedule

- Nov. 2011 - Screencheck EIR completion
- Jan. 2012 - Public Workshops
- Mar. 2012 - Final EIR completion
- May. 2012 - Commission Hearings
- Jun. 2012 - City Council Hearings
- Aug. 2012 - Transmit to County Clerk
for November 2012 election

