



# CITY OF ESCONDIDO

## General Plan Update

### Community Workshops

April 16, 2009

April 29, 2009

# General Plan Update

- The existing GP is 20 years old
- A Community should periodically affirm the existing goals or develop new ones
- Vision for the Community's future should be determined by its Citizens
- Council voted to update GP now
- They want your comments and ideas !

# Tonight's Meeting

## ➤ City Staff's Role

- Provide Background on the GP
- Legal Parameters and Trends
- Overview of Direction to Date



## ➤ Maximize PUBLIC INPUT

## ➤ Record/Analyze Input for Council

## ➤ Identify alternatives for consideration and direction

# What kind of input is the City looking for?

- The GP is a policy document. It is not very detailed so comments and ideas should focus on broader goals and policies that a major portion of the community can support:
- For example:
  - I want the GP to include goals for revitalizing older neighborhoods
- Rather than:
  - I want to make sure the sidewalk at 5<sup>th</sup> and Juniper gets repaired

# Tonight's Workshop Goals

- Solicit your input on how you want Escondido to grow and operate over the next 20-40 years



# What is a “General Plan?”

- **General Plans are:  
Comprehensive,  
General, Long-range**
- **It is a blueprint for  
development through-  
out the community**
- **It addresses all aspects  
of development:  
housing, traffic,  
resources, open space,  
safety, land use and  
public facilities**



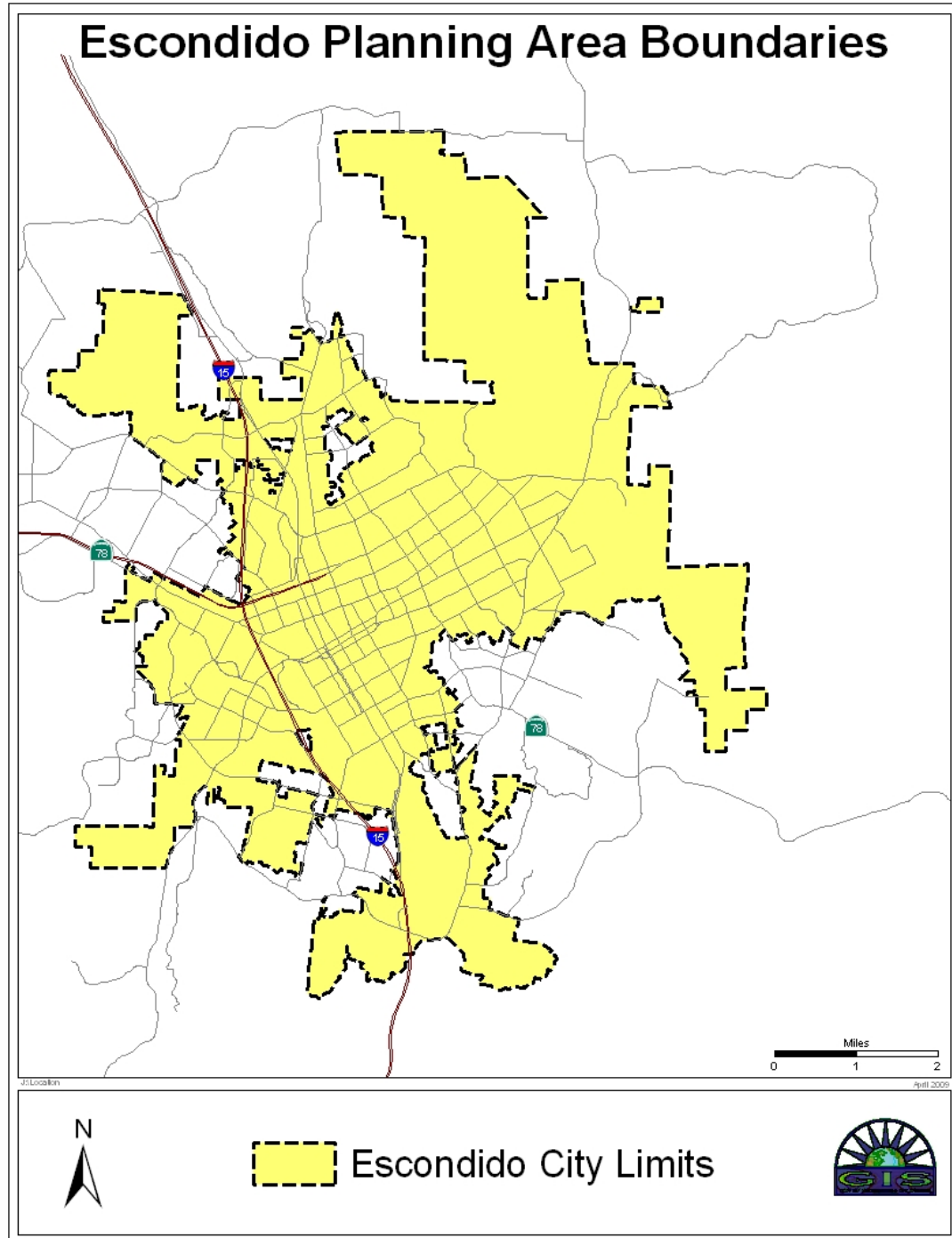


# Why Early Input is Needed

- Public input will be factored in framing primary and alternative recommendations
- Technical Studies will be needed to analyze alternatives for EIR
  - Noise, Air Quality, Infrastructure (Water, Sewer, Streets), Public Facilities/Services (Parks, Libraries, Police / Fire)

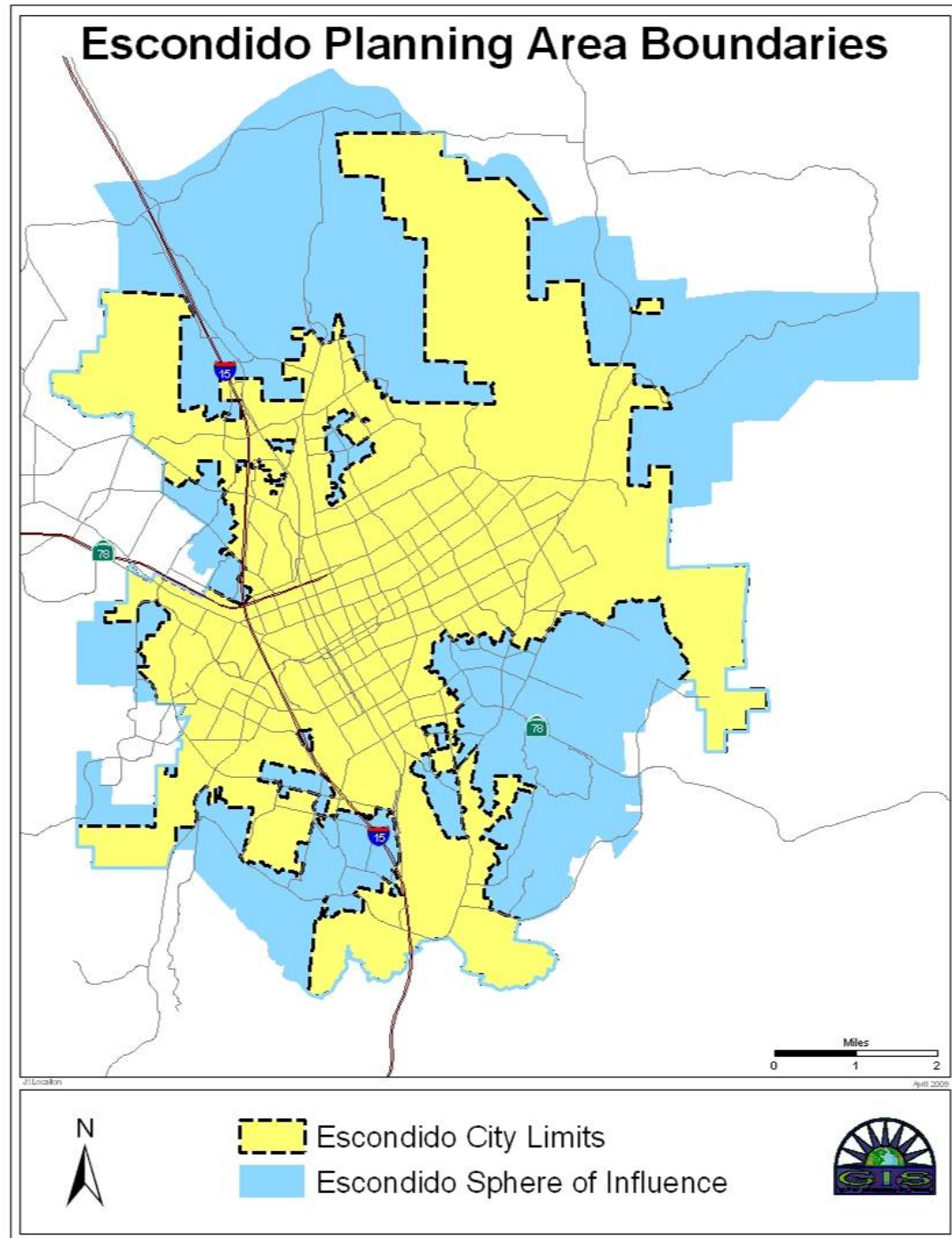


# City Limits, Sphere of Influence, General Plan

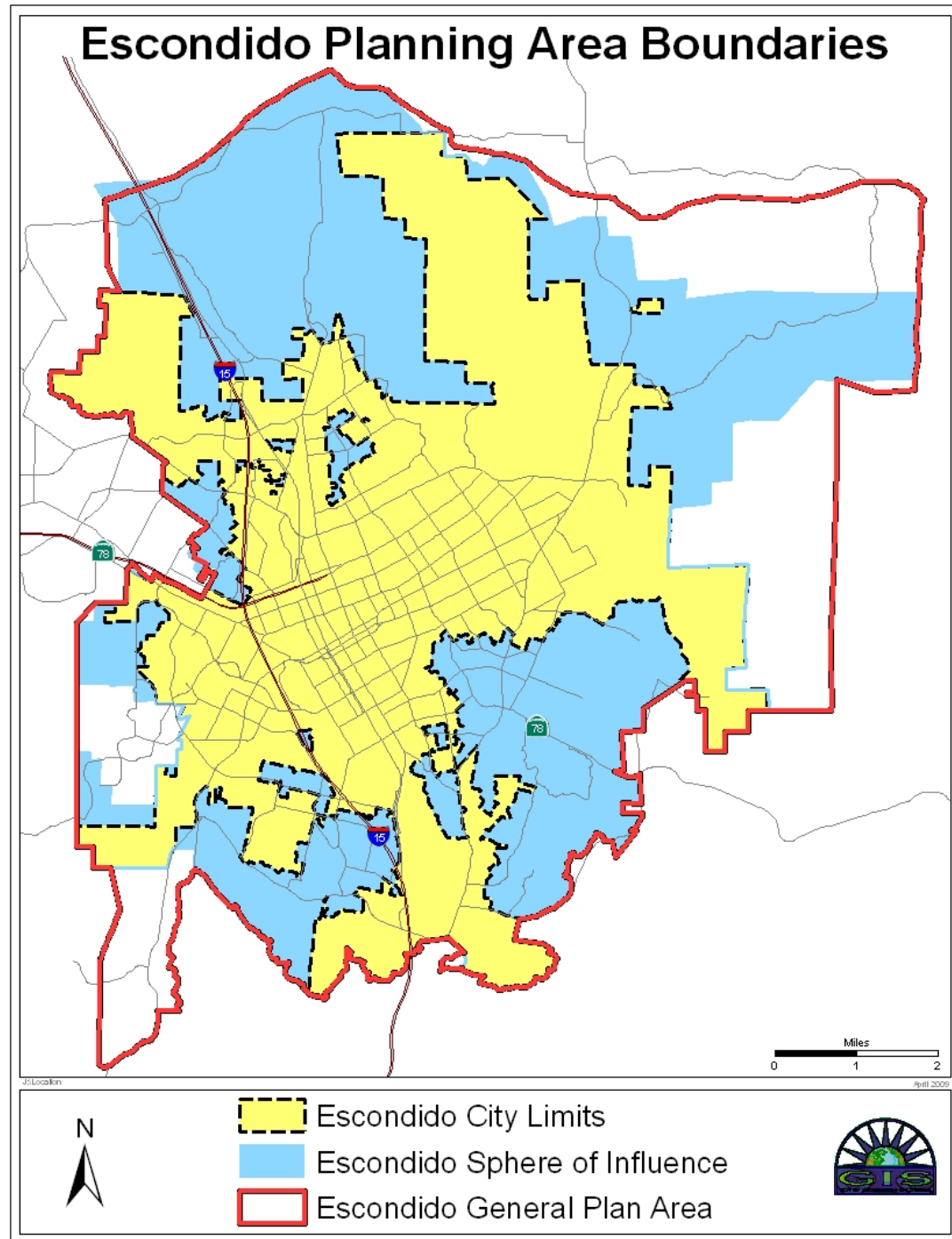




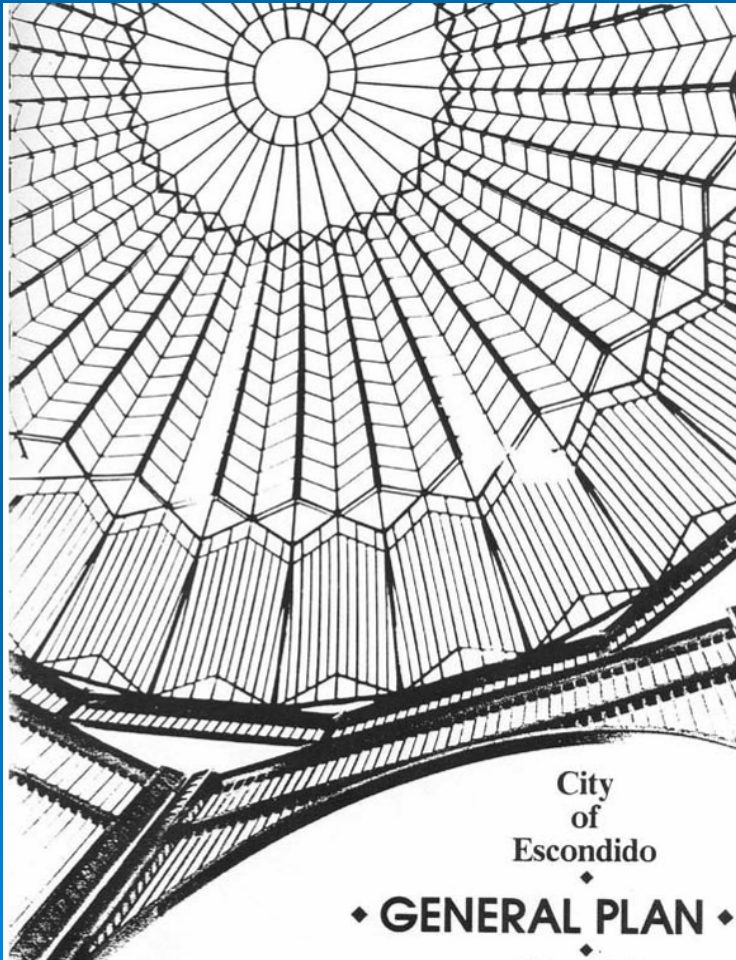
# City Limits, Sphere of Influence, General Plan



# City Limits, Sphere of Influence, General Plan



# All General Plans Must Contain Seven State-Mandated Elements



- 1) Land Use
- 2) Circulation
- 3) Housing
- 4) Conservation
- 5) Open Space
- 6) Noise
- 7) Safety

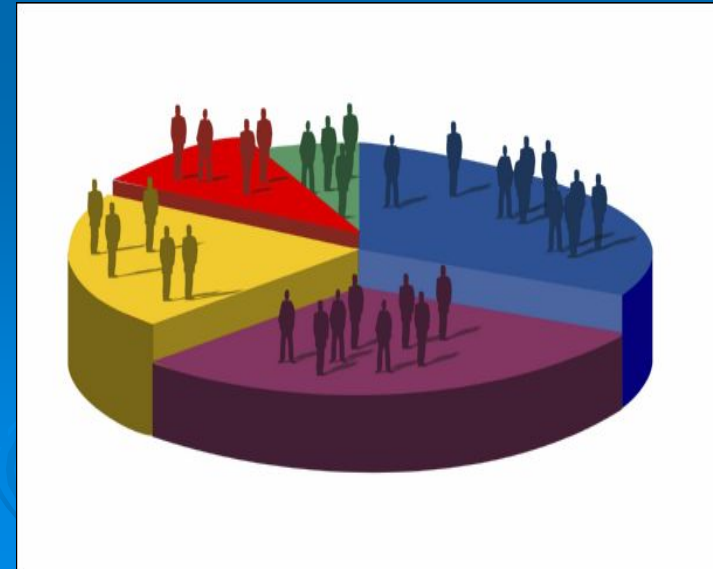
# Local Efforts Must Be Consistent With Regional Plans

- Local General Plans must accommodate regional growth forecasts in a manner consistent with new State Laws and Regional Plans



# Current 2030 Regional Forecasts

- The San Diego Region expects to add an additional one million people by 2030
- Population is expected to outpace the supply of housing
- SANDAG projects a population of 169,000 within our current City Limits
- Unincorporated area in Escondido's General Plan currently contains about 20,000 residents





# Regional Growth Projections Are Now Underway for 2050

- The San Diego region is projected to need 400,000+ housing units between 2004 and 2050
- Fertility and mortality rates account for nearly 2/3 of growth
- Existing General Plans are deficient 100,000-200,000 units
- Under the “No Growth” scenario
  - Housing prices would increase by 20 percent
  - Household size would increase by 10 percent
  - Substantial increase in interregional commuting





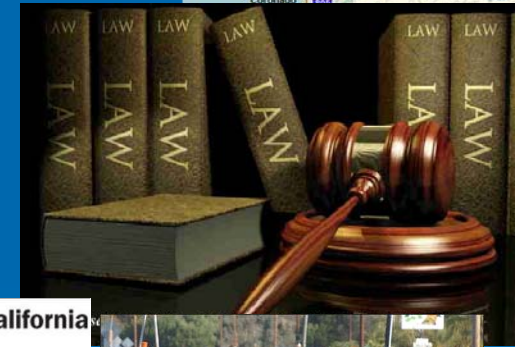
# Communities Have Latitude in Implementing State Law

- Where new growth should occur
- What that growth should look like
- What Facilities and services are needed



# New Challenges Affecting The General Plan Update

- Infrastructure Capacity
- Financing capital improvements and ongoing Maintenance and Operations
- Water Supply
- Building a sustainable Economic Base



'Critical habitat' for coastal California gnatcatcher



# New Challenges (Cont'd)

- Climate Change Legislation
- Limited Unconstrained Land
- Wild land Fire Interface/Habitat Issues



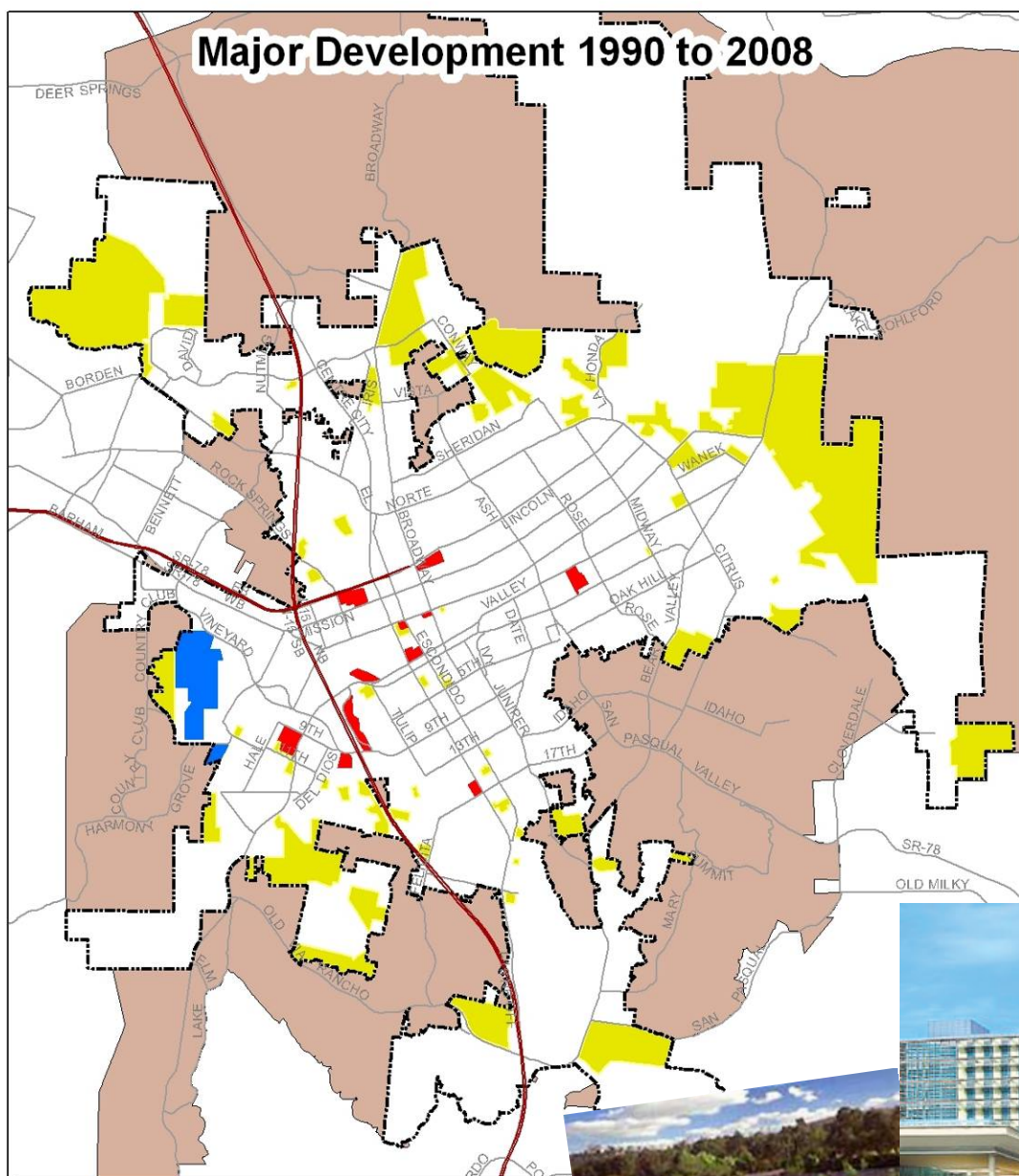
# 1990 General Plan Key Points

- Build-out population of 150,000-165,000
- Specific Quality of Life Standards
- Identification of Neighborhoods
- Large Specific Plan Areas
- Clarification of Development Standards
- Tiered Growth Management System
- Environmental Protection





# Major Development 1990 to 2008



**Development Since 1990**

- Commercial
- Industrial
- Residential
- City of Escondido
- General Plan Boundary
- Major Roads



# Major Development since 1990



# Escondido's Adopted Community Goals & Objectives

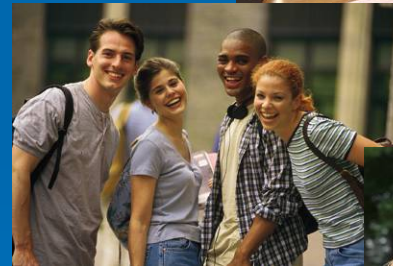


- 1) Ensure quality, managed growth
- 2) Provide circulation safety for pedestrians and vehicles
- 3) Enhance existing neighborhoods
- 4) Provide housing opportunities for all income groups



# Goals & Objectives (Cont'd)

- 5) Include high quality businesses
- 6) Maintain a viable urban downtown
- 7) Establish an aesthetically pleasing, culturally diverse community
- 8) Preserve natural & scenic resources



# Goals & Objectives (Cont'd)



- 9) Provide planning for possible transition from farmland to urban
- 10) Continue community and social services
- 11) Ensure a safe and healthy environment
- 12) Provide certainty in implementing the Plan

# Adopted Quality of Life Standards

Establishes thresholds of service levels for public facilities and improvements regarding:

- Traffic/Transportation
- Schools
- Fire Service
- Police
- Sewer System
- Parks
- Libraries
- Open Space
- Air Quality
- Water System
- Economic Prosperity



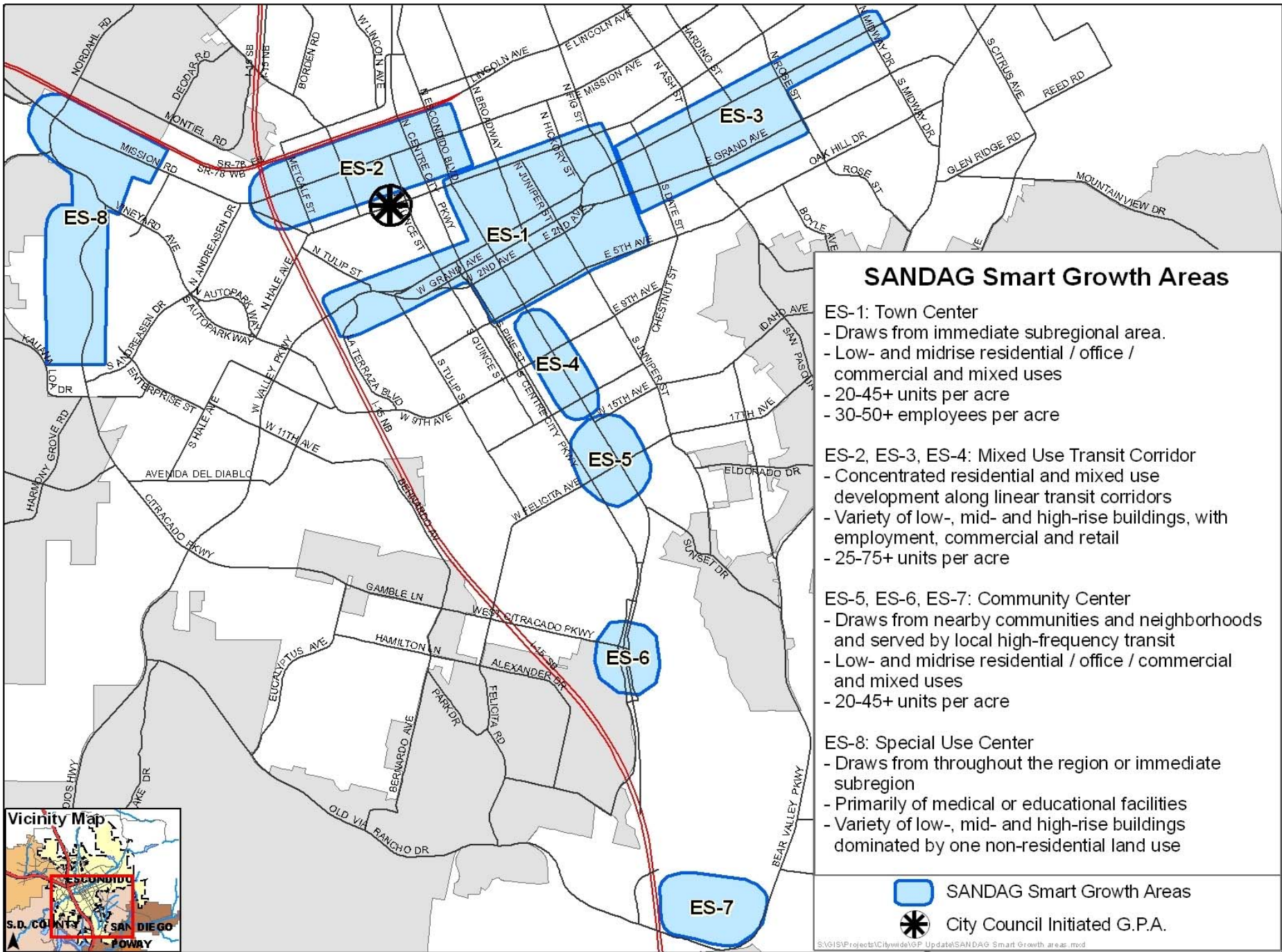


# Smart Growth Promotes Higher-Intensity Uses Close to Transit

High-intensity Land  
uses located within  
 $\frac{1}{4}$  to  $\frac{1}{2}$  mile from  
rail and bus stop  
transit locations

Proximity to transit  
will decrease  
vehicle trips and  
improve air quality

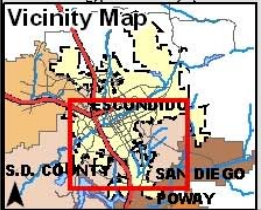




## SANDAG Smart Growth Areas

- ES-1: Town Center**
- Draws from immediate subregional area.
  - Low- and midrise residential / office / commercial and mixed uses
  - 20-45+ units per acre
  - 30-50+ employees per acre
- ES-2, ES-3, ES-4: Mixed Use Transit Corridor**
- Concentrated residential and mixed use development along linear transit corridors
  - Variety of low-, mid- and high-rise buildings, with employment, commercial and retail
  - 25-75+ units per acre
- ES-5, ES-6, ES-7: Community Center**
- Draws from nearby communities and neighborhoods and served by local high-frequency transit
  - Low- and midrise residential / office / commercial and mixed uses
  - 20-45+ units per acre
- ES-8: Special Use Center**
- Draws from throughout the region or immediate subregion
  - Primarily of medical or educational facilities
  - Variety of low-, mid- and high-rise buildings dominated by one non-residential land use

 SANDAG Smart Growth Areas  
 City Council Initiated G.P.A.





# General Plan and “Smart Growth” Principles

- Compact, Pedestrian- and Bicycle-Friendly
- Transit Oriented
- Provides housing choices for residents of all incomes
- Preserving Open Space
- Improves Existing Communities
- Jobs / Housing balance
- Vibrant public spaces





# SANDAG Smart Growth Simulations that Illustrate a “Sense of Place”



TRANSIT CENTER/POLICE STATION REDEVELOPMENT - ESCONDIDO



## ALPINE BOULEVARD – ALPINE





Urban Advantage

# OLD PALM AVENUE AND 2ND STREET – IMPERIAL BEACH

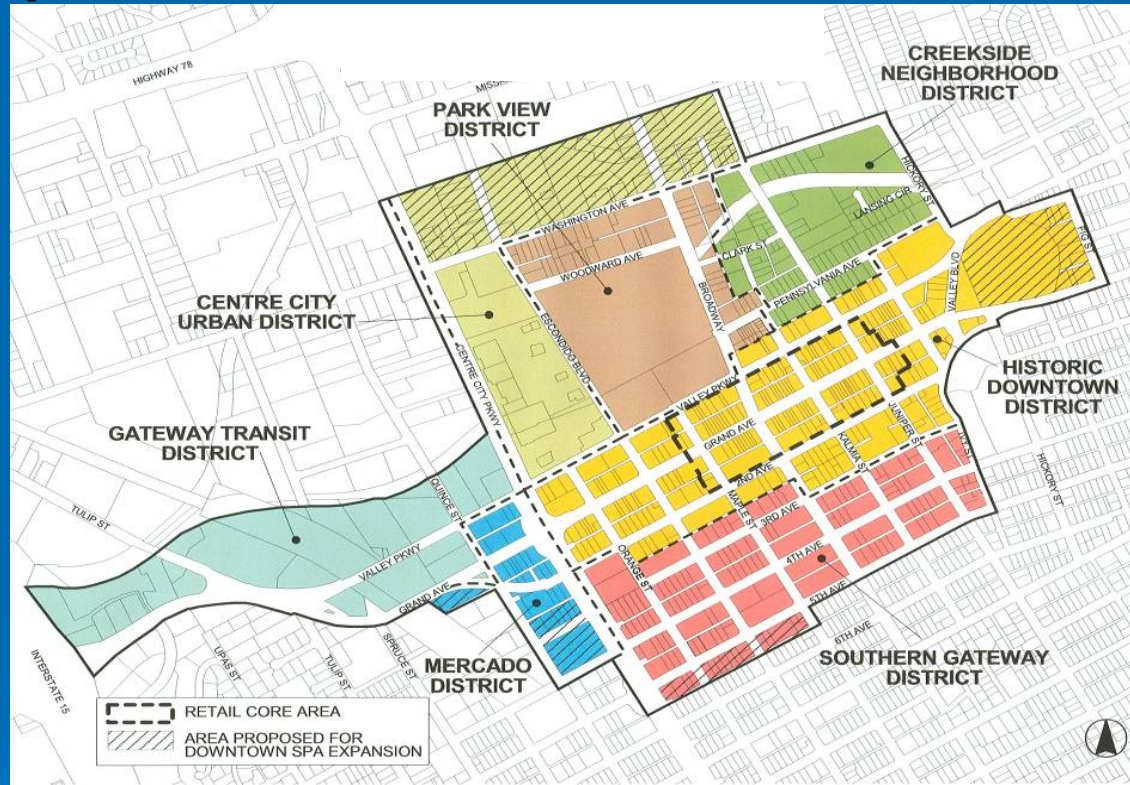




Urban Advantage

CESAR CHAVEZ PKWY AND MAIN ST.  
NEAR BARRIO LOGAN STATION – SAN DIEGO

# Downtown Specific Plan Area Incorporates Smart Growth Principles



- Intensity of land uses
- Incorporates flexibility
- Preserves historic/cultural character
- Compact growth
- Pedestrian-oriented

- Close to Transit
- Housing Opportunities
- Employment areas
- Mixed use
- Open Space





Gateway Transit District

Centre City Urban District

Parkview District

(Downtown Retail Core)

do District

Southern Gateway District

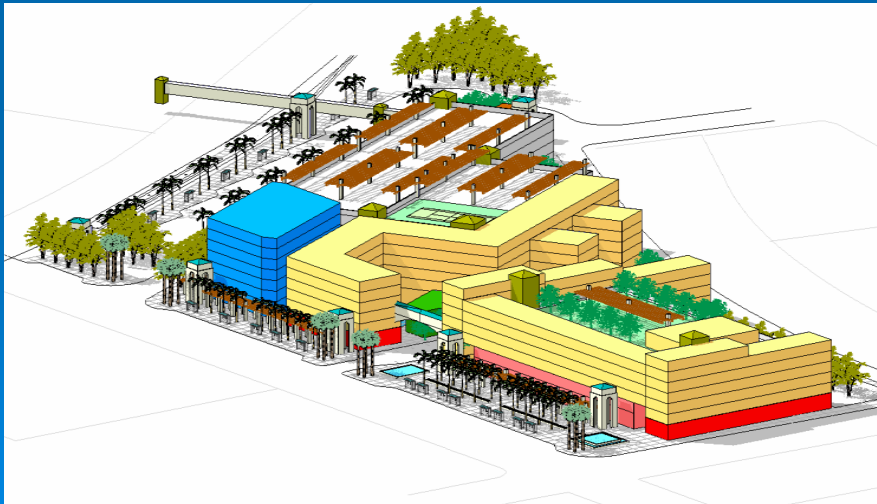




# ESCONDIDO TRANSIT CENTER



# PALOMAR MEDICAL CENTER



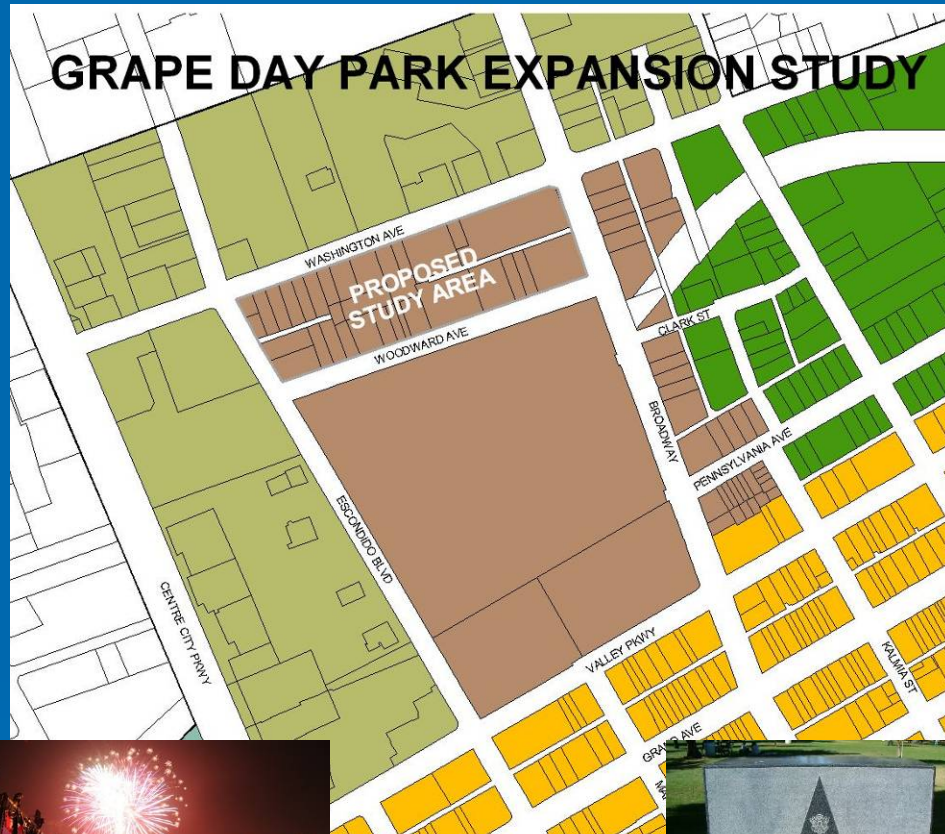
# Maximum Theoretical Totals

- 3,275 additional residential units
- 730,000 SF additional commercial & office space
- 1.2 MGD additional sewer flow generated
- 1.3 MGD additional water flow generated





# Grape Day Park Expansion Study Area



- Downtown Residential units downtown will generate park needs
- Plan provides opportunities for unique uses within and surrounding Grape Day Park
- Includes possibility of closing or partially closing Woodward Ave and extending open space corridors to the north



# General Plan Considerations

- **Whether current General Plan Boundaries and/or Sphere of Influence Area should be modified**
- **The degree to which existing General Plan's Goals and Objectives and Quality of Life Standards should be modified**
- **Whether the General Plan should provide for more than SANDAG's Fair Share allocation of Regional Population Growth**





# General Plan Considerations (Continued)

- **The degree to which population and housing growth should occur in the Downtown, Smart Growth Areas, or existing neighborhoods**
- **Whether changes to locations or amounts of commercial / industrial lands are needed**
- **Whether densities in outlying areas should be reduced**
- **The nature of sewer and water improvements**



# Next Steps

- Finalize public workshops/outreach
- Report to the City Council
- Goal & text preparation
- Identification of options
- Selection of consultants
- Prepare technical studies/EIR
- Workshops & Public Hearings
- Public Vote in 2012



# Ongoing Public Input is Encouraged

- General Plan Update Webpage

[www.ci.escondido.ca.us/gp-update](http://www.ci.escondido.ca.us/gp-update)

- Public Workshops / Meetings

- Correspondence

- Environmental Review Process

- Public Hearings



# Public Comments and Feedback



[www.ci.escondido.ca.us/gp-update](http://www.ci.escondido.ca.us/gp-update)

[generalplanupdate@escondido.org](mailto:generalplanupdate@escondido.org)