

# General Plan Update and Discussion

Agenda Item 20

June 10, 2009



# Purpose of This Agenda Item

- Review Status and Comments to Date
- Opportunity for the Council to discuss issues, provide direction on future steps, and methods for obtaining input and advice from stakeholders.

# Efforts to Date




- General Plan Website
  - Background Information and analysis
  - Posting of reports and presentations
  - 7/24 Survey and Comment Opportunities
- Email notification list
- Two Community Meetings
- Update to Neighborhood Leaders
- Update to Boards and Commission Members
- Display in the City Hall Lobby


# Key Comments

- General support for Smart Growth
- Maintain Escondido's Historic Character
- More quality retail/restaurants
- More night life and Community Events
- Build the Arts Community
- Densify the Downtown but look at other opportunities as well
- More parks and library services
- Preserve Open Space and Ridges

# Key Comments

- Good Design/improved appearance
  - Strong Marketing of Escondido
  - Range of jobs, housing types, and incomes.
  - Stress green, non-polluting, and high tech jobs
  - Clean, alternative energies
  - Improve mass transit, bicycle, and pedestrian opportunities
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# Key Comments

- Concerns about Water Availability/Sewer capacity
  - Concerns about population increases/desire for a holding capacity approach to control growth.
  - Concern about degrading current Quality of Life Standards.
  - Concern about blighted neighborhoods
  - Importance of upgrading schools
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# Goals

- Compliance with State Requirements.
- Prepare a Plan that Citizens believe is superior to the “No Project” alternative.

# Potential Benefits of a Revised General Plan

- Proactive response to changing trends and conditions
- Creating a more Vibrant Downtown
  - Wider variety of uses with greater appeal
  - More Varied housing types.
  - Grape Day Park expansion.
  - A more viable transit system.
- Planning for the High Speed Rail
- Planning for light rail to the southern city boundary
- Less overcrowding
- Incentives to rehab or replace blighted units
- Help with financing large capital projects



# Likely Technical Studies

- Noise
- Traffic
- Geotechnical
- Archaeology/Cultural Updates
- Safety
- Geological/Seismic Updates
- Greenhouse Gas and Air Quality Impacts

# Next Steps

- Updating the General Plan Goals and Objectives
- General Plan Logo/Branding
- Development of alternatives for study and comment
- Analysis of Alternatives and Quality of Life Standards
- Ongoing opportunities for public comment and Council direction.

# Options for Stakeholder Involvement

- Current approach with periodic Council updates and ongoing public input.
- Standing Citizen Committee
- One or more Ad-hoc Citizen Committees
- Series of Noticed Workshops where citizens with special expertise are invited to participate