

**CITY COUNCIL**

For City Clerk's Use:

**APPROVED**       **DENIED**

Reso No. \_\_\_\_\_ File No. \_\_\_\_\_

Ord No. \_\_\_\_\_

Agenda Item No.: 14  
September 22, 2010

TO:           Honorable Mayor and Members of the City Council

FROM:       Barbara Redlitz, Director of Community Development

SUBJECT:   General Plan Update Status and Climate Action Plan  
(Case No. PHG 09-0020, PHG 10-0016)

**RECOMMENDATION:**

It is requested that Council 1) Provide direction to staff regarding the range of alternatives to be refined in the General Plan Land Use analysis for the Environmental Impact Report (EIR); 2) direct staff to work with a consultant to prepare a scope of work for services involving preparation of the General Plan, EIR and Climate Action Plan; 3) Consider public comments solicited at two recently conducted public workshops; and, 4) Deny two individual requests to expand General Plan Update study areas.

**FISCAL ANALYSIS:**

A total of \$881,405.00 remains available for the General Plan Update for Fiscal Years 2010-2011. Expenses to date have been for the one staff position that includes the salary of the staff Project Manager and minor, incidental expenses. Completion of the General Plan Update will rely on the continuation of funding for staff support and anticipated consultant contracts to prepare technical studies and the Environmental Impact Report.

It is expected that the General Plan EIR could cost an additional \$300,000 and \$500,000 to complete based on the experience of other cities. Mandatory cost items will include the EIR, related technical studies for air quality, traffic, biology, archaeology/cultural resources, noise, and Housing Element analyses. Every attempt will be made to utilize past documentation.

**ENVIRONMENTAL REVIEW:**

Staff issued a Notice of Preparation (NOP) on July 26, 2010, informing agencies, organizations and individuals of the City's intent to prepare a Program Environmental Impact Report (EIR) for the General Plan Update. The NOP allowed 30 days for the views of interested parties to be submitted regarding topics for the City to be evaluated in the EIR. A "Program EIR" to assess the General Plan Update is considered the most appropriate document for analysis as it will be able to comprehensively examine the series of actions characterized by the build-out of the General Plan.

Staff issued a Request for Qualifications inviting consultants to assist in preparing the General Plan Update, a Climate Action Plan and Program EIR. Staff is in the process of interviewing five consulting firms and will negotiate a contract with the top candidate with City Council authorization anticipated in October. It is proposed that consultants will assist staff in the EIR's evaluation of up to five (5) General Plan alternatives. Included will be a "Preferred Alternative" and a "No Project Alternative" as required by the California Environmental Quality Act (CEQA).

**GENERAL PLAN ANALYSIS:**

State Law requires General Plans to be updated periodically. The State's Office of Planning and Research (OPR) monitors the status of General Plans and begins to encourage Cities to update their plans after 8 years. The pending General Plan update will not only meet current legal requirements but also develop the City's Vision for 2050, and addresses the City Council's Action Plan requirements.

The Housing Element has a separate, specific, update schedule. The next required update has been extended to December 2012 so it can be coordinated with other Regional Planning efforts. The required Housing Element Update will be coordinated with the remainder of the General Plan Update to ensure they are consistent.

**PREVIOUS ACTION:**

The City Council considered recommendations from the General Plan Issues Committee and directed staff to:

1. Evaluate eight Smart Growth Areas to identify the most desirable and feasible growth opportunities;
2. Study all feasible opportunities for creating and/or enhancing employment lands between Deer Springs/I-15 and Felicita/I-15;
3. Refine/update several of the Quality of Life Standards;
4. Proceed with edits to the General Plan Text as necessary to update, address legal requirements, and reflect the General Plan Issues Committee's Recommendations;
5. Develop at least three, Alternative Land Use Maps for Council and Public Review; and
6. Evaluate the appropriateness of converting the Second Avenue / Valley Parkway one-way couplet back to accommodate two-way traffic;
7. Schedule Council General Plan Updates on a regular basis, and assemble the Issues Committee as directed by the Council to address specific issues as they develop; and
8. Continue to post information and solicit public input on a regular basis.

**BACKGROUND:**

The 15 member, General Plan Issues Committee, met nine times to discuss a variety of issues pertaining to the General Plan Update between July 8, 2010, and October 22, 2009. All of the work done to date has been available to the public as all information, reports, and presentations have been posted on the General Plan website ([www.escondido.org/gp-update](http://www.escondido.org/gp-update)). Additionally, all reports, updates, and agendas continue to be transmitted to an email list of approximately 200 contacts. Ongoing opportunities to comment are also provided via the website.

Input from residents at community workshops and forums indicate a desire to enhance community aesthetics and maintain the character of established single family neighborhoods while allowing development to occur at existing residential densities. Residents' commuting patterns to high paying jobs outside the city, and enhancing the community's jobs / housing balance to improve Escondido's employment opportunities have also been cited as key issues at public workshops, and General Plan Citizen Issues Committee Meetings.

**COMMUNITY WORKSHOPS:**

Staff conducted Community Workshops in the California Center for the Arts to discuss the General Plan Update on August 30, and September 15, 2010. Each were attended by approximately 100 - 125 persons. General Plan comments included:

1. Non-conforming status for existing residential uses designated as employment land and the ability to make improvements or expand structures;
2. Concern that the City might condemn properties;
3. Resident concerns about the ability to reside in their home if their property is designated for non-residential uses;
4. Existing Area Plan permitted land uses being too restrictive, more flexibility is needed to allow a greater range of uses;
5. Potential restrictions on existing industrial businesses to expand or relocate if they are designated as non-conforming uses;
6. Concern that the General Plan Issues Committee membership was focused on business' rather than residents' interests;
7. Residents living in the unincorporated General Plan area should be allowed to vote on the plan's adoption, anticipated for the November 2012 election;
8. The General Plan should incorporate residents' desire to preserve the rural character in the Harmony Grove / Eden Valley area;
9. Centre City Parkway's landscaping plan is unattractive and should be upgraded;
10. Provisions must be included in the General Plan Update to ensure adequate public services are provided for residents in need;
11. Areas transitioning to employment land must include measures to ensure compatibility where they are adjacent to residential neighborhoods, (i.e. landscaped buffers, lower heights, building separation, reduced bulk and mass, etc.);
12. High intensity development in the urban core is too dense;
13. Surrounding agricultural needs to be supported and preserved to preserve Escondido's character and enhance sustainability;
14. Limits on water availability may impact existing and planned development;
15. Blighted areas in the community, insufficient lighting and crime require attention;
16. Existing traffic congestion and impacts on streets associated with increased build-out;
17. Support for the General Plan's long term vision; and,
18. Whether sufficient progress has been made in achieving the current General Plan's vision.

**DISCUSSION:**

**Land Use Study Areas:**

Fifteen (15) General Plan Land Use Study Areas are focused in the urban core and along transportation corridors where opportunity exists to enhance employment and residential mixed-use opportunities (see Exhibit 1). These land use study areas involve:

- 1) Amending approximately 450 of existing residentially designated properties to employment land uses (Business Park, Office, and Commercial). Re-designating these residential properties to employment land will reduce approximately 1,400 dwelling units from the city's current General Plan built-out.

- 2) Establishing Specific Plans, Area Plans or other types of "Overlay Districts" on approximately 800 acres of existing employment lands with goals of attracting high-wage employers, intensifying land uses to raise employee densities, improving linkage to transit, upgrading infrastructure, enhancing aesthetics and walkability, etc., while ensuring compatibility with adjacent residential areas.
- 3) Incentivizing educational institutions, vocational schools, and job training facilities to locate along the East Valley Parkway corridor providing residents opportunities to enhance their personal or professional skills resulting in a higher trained, better educated local labor force.
- 4) Establishing mixed-use residential nodes that focus compact, attractive, high intensity urban development in close proximity to employment, transit, services, shopping, recreation, and entertainment in walkable, pedestrian-friendly environments designed to reduce vehicle trips. These mixed-use nodes would be in
  - a. Downtown (SG-1);
  - b. East Valley Parkway at Ash Street (SG-3);
  - c. S. Escondido Boulevard at Felicita Avenue (SG-5);
  - d. Centre City Parkway at Citracado Parkway (SG-6);
  - e. Ninth Avenue at Del Dios Highway (EL-9);
  - f. West side of Centre City Parkway between 2<sup>nd</sup> and 13<sup>th</sup> Avenues (EL-4);
  - g. Westfield Shoppingtown (SG-7); and,
  - h. East of I-15, south of Hwy. 78 in concert with a regional sports facility (EL-3).

Staff anticipates that the EIR will evaluate at least four land use alternatives, as well as a "No Project" scenario that analyzes and compares the current General Plan. Staff will work with the EIR consultant to identify reasonable land use alternatives that include all 15 study areas in their analyses. Variations in the land use build-out scenarios will be in building intensities, the range of mixed use, and residential densities associated with each scenario ranging from 1,550 to 4,025 additional residential units to the General Plan's current build-out projection of 63,100 units (See Exhibit 2).

A "Preferred Alternative" involving 3,425 new dwelling units to the General Plan is proposed which will accommodate Escondido's projected growth needs, and is in concert with the anticipated build-out of the interim Downtown Specific Plan (SG-1) proposed for 3,275 dwelling units (of which 1,643 exist or are approved). This alternative also includes mixed-use residential at East Valley Parkway and Ash (SG-3), Escondido Boulevard and Felicita Avenue (SG-5), Centre City Parkway and Citracado Parkway (SG-6), and East of I-15, south of Hwy. 78 (EL-3).

Traffic Circulation Study Areas:

The General Plan Update will also assess Escondido's Circulation Element in relation to the proposed land use study areas described above. The analysis will also include the extension of light rail from the existing West Valley Parkway transit station to Westfield Shoppingtown pursuant to NCTD's master plan. The General Plan will also include policies that monitor and coordinate high speed rail efforts, as well as refine General Plan policies to identify appropriate land uses around the high speed rail station proposed in Escondido.

Included in the analysis will be an evaluation of converting the Second Avenue / Valley Parkway one-way couplet to accommodate two-way traffic. Staff proposes a phased feasibility analysis that first identifies anticipated intersection improvements, probable land acquisitions, necessary signal modifications, and estimated costs associated with the reconfiguration for Council consideration. If there remains consensus to reconfigure the downtown couplet, follow-up traffic modeling would be performed based on the ultimate plan to convert the streets to two-way traffic.

Climate Action Plan:

Assembly Bill 32 was passed by the state legislature in 2006 mandating that California cut its Green House Gas (GHG) emissions to 1990 levels by 2020, and 80 percent below 1990 levels by 2050. An initial step involves each jurisdiction preparing a local GHG Emissions Inventory that identifies and documents major sources of emissions affecting climate change within its boundaries. Results of that inventory will be the foundation for establishing a Climate Action Plan containing policies and measures to guide Escondido in reducing its GHG emissions.

The City has partnered with ICLEI, Local Governments for Sustainability and The San Diego Foundation to prepare the Escondido's GHG Inventory at no cost to the City. These agencies have prepared such inventories for every jurisdiction in San Diego County. The City's consultant will use information from the inventory to prepare the Climate Action Plan containing policies that promote sustainability and reduce GHG emissions, whose major source is automobile exhaust. The General Plan Update's focus on establishing "Smart Growth" areas, improving the jobs / housing balance and promoting transit, walking and bicycling will effectively shorten / eliminate automobile trips and reduce GHG emissions.

Individual General Plan Amendment Requests:

Two requests for General Plan Amendments were received after the General Plan Issues Committee concluded their meetings:

- 1) Request: Designate Citracado Parkway between I-15 and Centre City Parkway for employment land and a mixed-use transit corridor (see Exhibit 3). This segment of Citracado Parkway provides a convenient connection to the I-15 / Felicita Avenue interchange and is anticipated to experience additional traffic as the area develops.

Analysis: The area involves an established single family neighborhood (designated Suburban; up to 3.3 units per acre, and Estate II; up to 2 units per acre in the General Plan) with topographically steep terrain. Citracado Parkway is designated as a Collector in the General Plan Circulation Element that has not been fully widened and improved, although plans delineating the ultimate alignment and improvements have been prepared.

A mixed-use transit corridor for employment uses along this segment of Citracado Parkway would bisect and fragment the established neighborhood and impact the existing community character. Traffic volumes will likely increase on Citracado Parkway if the study areas SG-6 and EL-7 are approved. However, staff feels that the ultimate widening of this street, and maintaining single family development, would be more compatible than what would be anticipated with a higher intensity mixed-use environment.

Recommendation: Deny the applicant's request and maintain the existing single family residential designations along Citracado Parkway in this area based on the pattern of established development, single family character of the area, and steep topography.

- 2) Request: Expand Study Area EL-9 to include the entire landholding of an owner's two residential rental projects totaling 28 acres (see Exhibit 4). The owner's northern 14 areas are within EL-9, which is proposed for evaluating with mixed-use opportunities. The owner's southern 14 acres are outside the boundary of EL-9. The request states that the study area cuts the owner's property in half. Incorporating the entire 28 acres within EL-9 will facilitate master planning of the entire site and allow adequate buffers and transitioning to be accomplished comprehensively.

Analysis: The boundary of Study Area EL-9 follows existing property lines and General Plan Land Use designations without splitting properties. The owner's northern developed 14-acre site in EL-9 is designated Urban IV (multi-family; up to 24 units per acre) in the General Plan. The southern developed 14 acres is a separate property designated Urban II (multi-family; up to 12 units per acre). The two residential developments were constructed independently of each other and access between the two projects was not considered in their original approvals.

The General Plan Issues Committee originally considered Study Area EL-9 with 11<sup>th</sup> Avenue as its southern boundary. After discussion it was voted to move the boundary to its current location to ensure adequate buffers and land use separation was afforded to more suburban properties south of 11<sup>th</sup> Avenue.

Recommendation: Deny the applicant's request and maintain the existing boundary of Study Area EL-9 based on the pattern of existing lower intensity 12-unit per acre multi-family development that serves as an appropriate transition between the single family development further south, and the northern higher density and commercial development (Lexus Dealership). Staff also feels mixed-use and higher intensity development are more appropriate closer to Ninth Avenue where transit can be accommodated.

Next Steps In The Process:

Staff is interviewing consultants with the intent of selecting the most qualified to assist in preparing the General Plan, EIR and Climate Action Plan. The consultant's first task would be to work with staff in developing a detailed scope of work that delineates work products, refining the range of General Plan EIR alternatives, establishing milestones and identifying costs anticipated to keep the General Plan Update on track for the November 2012 election.

Respectfully Submitted,

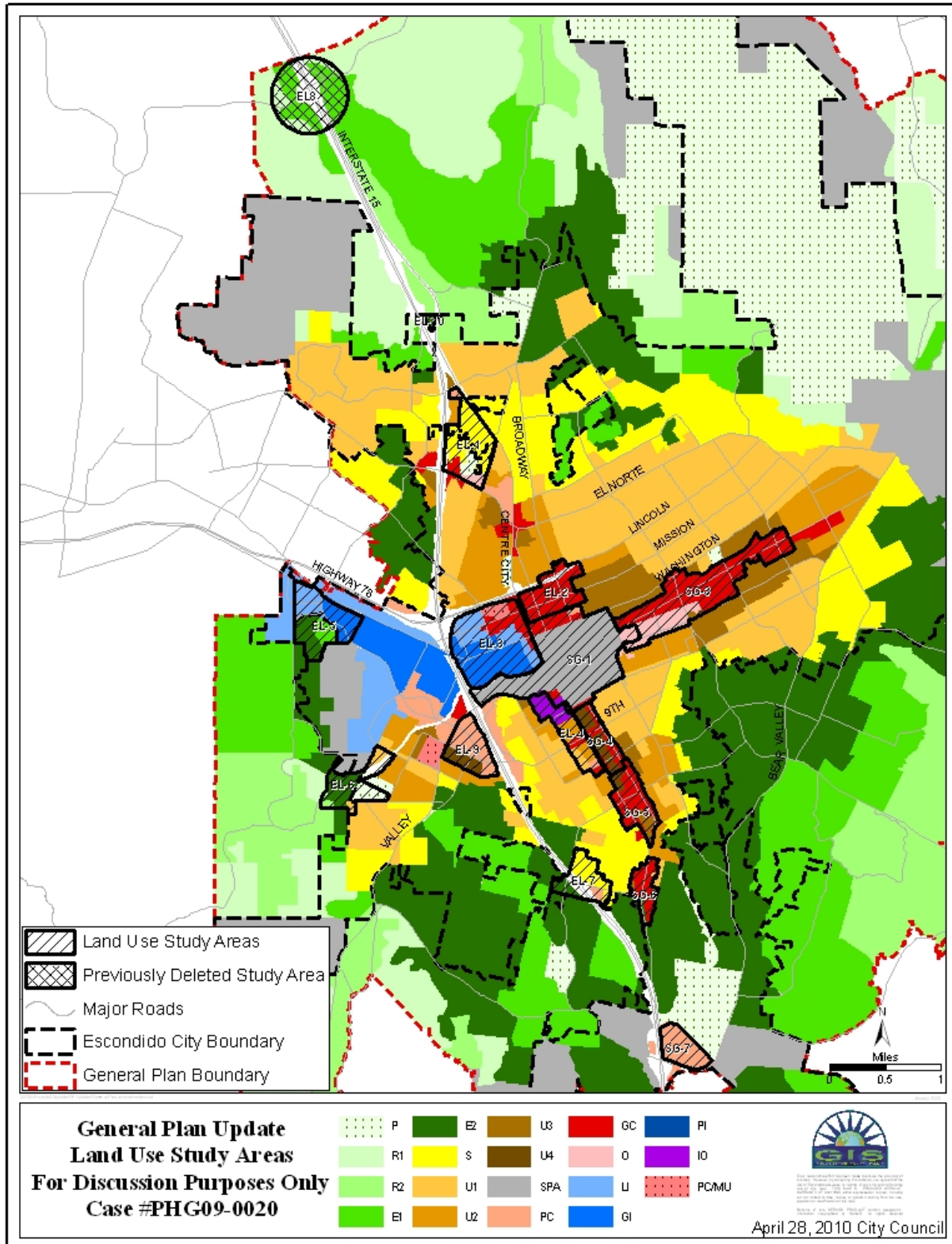


Barbara Redlitz  
Director of Community Development



Jay Petrek  
Principal Planner

## CITY COUNCIL STAFF REPORT EXHIBIT 1 GENERAL PLAN UPDATE STUDY AREAS



AREA	Acres & Parcels	Current GP Designation(s)	Proposed GP Designation(s)	Proposed Course of Study
EL-1	163 Acres  98 Parcels	Suburban: (S), General Commercial: (GC), Park: (P), Office: (O)	Specific Planning Area: (SPA)	<p><b>Proposal:</b>  <b>Land Uses:</b> Office, technology, bio-medical, Research &amp; Development, corporate headquarters, professional services, etc.  <b>Design Goals:</b> Master planned architecture, with coordinated building materials, entry and circulation, landscaping, signage, trail system.  <b>Specific Plan Targets:</b> Comprehensive design theme attracting high-wage employers, high employee densities, addressing non-conforming uses.  <b>Floor Area Ratio:</b> 0.5 - 1.0</p>
EL-2	122 Acres  89 Parcels	General Commercial: (GC)	General Commercial (CG) designation with General Plan Policy to establish Area Plan	<p><b>Proposal:</b>  <b>Land Uses:</b> Retain current General Plan designation and establish an "Area Plan" bolstering retail, commercial office, professional / personal services. Residential uses should not be allowed in order to preserve / enhance employment opportunities.  <b>Design Goals:</b> High quality architecture and landscaping, pedestrian friendly, access to transit and urban trails.  <b>Area Plan Targets:</b> High-wage employers, high employee densities.  <b>Floor Area Ratio:</b> 0.50 - 1.25</p>



EL-3	296 Acres	General Industrial: (GI), Light Industrial: (LI), General Commercial: (GC)	Planned Industrial: (PI) and Specific Planning Area: (SPA)	<p><b>Proposal:</b>  <b>Land Uses:</b> Commercial office, professional services Research &amp; Development, regional attraction with ancillary uses. A residential component would be included to complement regional attraction.</p> <p><b>Design Goals:</b> High quality architecture and landscaping, transit focused, pedestrian friendly (Incompatible uses phased out).</p> <p><b>Specific Plan Targets:</b> Comprehensive design theme, regional attraction (with residential component), visitor serving uses, linkages to transit and Downtown.</p> <p><b>Floor Area Ratio:</b> 0.75 - 1.75</p>			
	<b>Residential Alternatives for Study</b>						
	<b>ALT #1</b>			<b>ALT #2</b>	<b>ALT #3</b>	<b>ALT #4</b>	
	+ 0 units	+300 units	+300 units	+300 units			
EL-4	104 Acres  262 Parcels	Industrial Office: (IO), Urban I: (U1), Urban II: (U2), Planned Commercial: (PC), General Commercial: (GC)	Industrial Office: (IO) with General Plan Policy to establish Area Plan	<p><b>Proposal:</b>  <b>Land Uses:</b> Retain current General Plan designations and establish an "Area Plan" bolstering residential, mixed use residential, commercial office, Research &amp; Development, professional services, etc.</p> <p><b>Design Goals:</b> High quality architecture and landscaping, transit focused, pedestrian friendly.</p> <p><b>Area Plan Targets:</b> High-wage employers, high employee densities, linkage to transit, improve infrastructure &amp; streetscape, establish a gateway feature, integrate with Urban I and Urban II uses.</p> <p><b>Floor Area Ratio:</b> 0.50 - 1.0</p>			

<p>EL-5</p>	<p>170 Acres  159 Parcels</p>	<p>Light Industrial: (LI), General Industrial: (GI), Estate I: (E1), Estate II: (E2)</p>	<p>Industrial Office: (IO) with General Plan Policy to establish Medical Overlay Area Plan</p>	<p><b>Proposal:</b>  <b>Land Uses:</b>          Commercial and medical office, Research &amp; Development, professional services, etc. Intensify land uses along Auto Parkway given proximity to Nordahl Transit Station, freeway and gateway location.   <b>Design Goals:</b>          High quality architecture &amp; landscaping, transit focused, pedestrian friendly.   <b>Area Plan Targets:</b> High-wage employers, high employee densities, improve linkages to transit and hospital, phase out incompatible uses.   <b>Floor Area Ratio:</b> 0.75 - 1.75</p>
<p>EL-6</p>	<p>121 Acres  34 Parcels</p>	<p>Public: (P), Estate II: (E2), Specific Planning Area: (SPA)</p>	<p>Specific Planning Area: (SPA)</p>	<p><b>Proposal:</b>  <b>Land Uses:</b>          Consistent with ERTC Planning Area #8 based on proximity to services, Citracado Parkway, HARRF and to other industrial areas.   <b>Design Goals:</b> Master planned architecture, wall treatments, circulation, landscaping, signage, trail system, ensure neighborhood compatibility.   <b>Specific Plan Targets:</b>          Comprehensive design theme, high-wage employers, high employee densities.   <b>Floor Area Ratio:</b> 0.5 - 1.0</p>

AREA	Acres & Parcels	Current GP Designation(s)	Proposed GP Designation(s)	Proposed Course of Study															
EL-7	87 Acres  46 Parcels	Office: (O) Suburban: (S), Estate II: (E2)	Office: (O)	<p><b>Proposal:</b></p> <p><b>Land Uses:</b> Commercial and medical office, Research &amp; Development, professional services, etc. based on proximity to services, freeway, gateway location.</p> <p><b>Design Goals:</b> High quality architecture and landscaping, pedestrian friendly, compatibility with surrounding residential.</p> <p><b>Floor Area Ratio: 0.75 - 1.75</b></p>															
EL-9	106 Acres  52 Parcels	Planned Commercial: (PC), Estate II: (E2), Urban II: (U2), Urban IV: (U4)	Planned Commercial / Mixed Use: (PD/MU)	<p><b>Proposal:</b></p> <p><b>Land Uses:</b> Mixed-use commercial / office / residential, professional services south of Ninth Avenue, expansion of autopark along Auto Parkway.</p> <p><b>Design Goals:</b> High quality architecture and landscaping, pedestrian friendly, access to transit and urban trails, compatibility with surrounding residential.</p> <p><b>Floor Area Ratio: 0.25 - 1.5</b></p>															
EL-10	7 Acres  3 Parcels	Estate II: (E2)	Office: (O) or Urban II: (U2)	<p><b>Proposal:</b></p> <p><b>Land Uses:</b> Office or residential with Alternatives for study involving adding dwelling units (see below):</p> <p><b>Design Goals:</b> High quality architecture and landscaping.</p> <p><b>Floor Area Ratio: 0.25 - 1.0</b></p> <table border="1" data-bbox="781 1801 1508 1942"> <thead> <tr> <th colspan="4" data-bbox="781 1801 1508 1843">Residential Alternatives for Study</th> </tr> <tr> <th data-bbox="781 1843 954 1896">ALT #1</th> <th data-bbox="954 1843 1128 1896">ALT #2</th> <th data-bbox="1128 1843 1302 1896">ALT #3</th> <th data-bbox="1302 1843 1508 1896">ALT #4</th> </tr> </thead> <tbody> <tr> <td data-bbox="781 1896 954 1942">+50 units</td> <td data-bbox="954 1896 1128 1942">+50 units</td> <td data-bbox="1128 1896 1302 1942">+0 units</td> <td data-bbox="1302 1896 1508 1942">+50 units</td> </tr> </tbody> </table>				Residential Alternatives for Study				ALT #1	ALT #2	ALT #3	ALT #4	+50 units	+50 units	+0 units	+50 units
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SG-3	331 Acres  491 Parcels	General Commercial: (GC), Office: (O)	General Commercial (GC) and Office (O) Designations and amend EVP Area Plan to include Office area with residential village overlay	<p><b>Proposal:</b>  <b>Land Uses:</b>          Retain current General Plan designation and amend existing "Area Plan" boundaries and description establishing an "urban village" and encouraging educational facilities.</p> <p><b>Design Goals:</b>          High quality architecture and landscaping, pedestrian friendly, access to transit and urban trails (24-45 du/acre in Urban Village Area)</p> <p><b>Area Plan Targets:</b>          Establish a residential "urban village" overlay along Ash, between Washington Avenue, Grand Avenue, Cedar and Ohio allowing mixed-use residential / small retail / office uses. The EIR would evaluate the 400 dwelling units currently permitted in the entire Area SG-3 (for which no applications have been submitted) to be clustered in the proposed "urban village" with Alternatives for study involving adding more dwelling units (see below). Strengthen connection of the entire area to the Escondido Creek Channel Trail, Washington Park and Downtown. Residential development would be prohibited outside the proposed "urban village" area in order to preserve retail, office, and establish an educational focus.</p> <p><b>Floor Area Ratio: 0.25 - 1.25</b></p>			
				<b>Residential Alternatives for Study</b>			
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				<b>+0 units</b>	<b>+200 units</b>	<b>+500 units</b>	<b>+500 units</b>

SG-4	80 Acres  278 Parcels	General Commercial: (GC), Urban IV: (U4)	General Commercial (GC) and amend existing SEB Area Plan, Retain current Urban IV (U4) Designation	<p><b>Proposal:</b>  <b>Land Uses:</b>          Retail, multi-family, commercial office, professional services, etc.</p> <p><b>Design Goals:</b>          High quality architecture and landscaping, pedestrian friendly, access to transit and urban trails.</p> <p><b>Area Plan Targets:</b>          Amend existing "Area Plan" description to prohibit mixed-use residential use along Escondido Blvd, Fifth Avenue and Ninth Avenue, between 6<sup>th</sup> and 13<sup>th</sup> Avenues. Strengthen transit connections, ensure compatibility with adjacent residential, enhance housing stock in existing Urban IV area.</p> <p><b>Floor Area Ratio: 0.5 - 1.25</b></p>												
SG-5	112 Acres  251 Parcels	General Commercial: (GC), Urban II: (U2), Urban III: (U3), Urban IV: (U4)	Retain current General Commercial (GC) and amend existing SEB Area Plan and retain current Urban Designations	<p><b>Proposal:</b>  <b>Land Uses:</b>          Retail, multi-family, commercial office, professional services, etc.</p> <p><b>Design Goals:</b>          High quality architecture and landscaping, pedestrian friendly, access to transit and urban trails (70+ du/acre).</p> <p><b>Area Plan Targets:</b>          Encourage mixed-use residential, strengthen transit connections, ensure compatibility with adjacent residential, enhance housing stock. The EIR would evaluate the 400 dwelling units currently permitted in SG-4 and SG-5 (of which 220 exist or are approved) to be clustered in the SG-5 Area with Alternatives for study involving adding more units (see below).</p> <p><b>Floor Area Ratio: 0.5 - 1.50</b></p> <table border="1" data-bbox="769 1864 1507 2001"> <thead> <tr> <th colspan="4">Residential Alternatives for Study</th> </tr> <tr> <th>ALT #1</th> <th>ALT #2</th> <th>ALT #3</th> <th>ALT #4</th> </tr> </thead> <tbody> <tr> <td>+675 units</td> <td>+500 units</td> <td>+400 units</td> <td>+600 units</td> </tr> </tbody> </table>	Residential Alternatives for Study				ALT #1	ALT #2	ALT #3	ALT #4	+675 units	+500 units	+400 units	+600 units
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SG-6	55 Acres  247 Parcels	General Commercial: (GC), Urban III: (U3)	Retain current General Commercial (GC) and amend existing SEB Area Plan Retain current Urban Designation	<p><b>Proposal:</b>  <b>Land Uses:</b>          Retail, mixed multi-family &amp; commercial office, professional services, etc. based on proximity to services and gateway location.</p> <p><b>Design Goals:</b>          High quality architecture and landscaping, pedestrian friendly, access to transit and urban trails (70+ du/acre).</p> <p><b>Area Plan Targets:</b>          Encourage mixed-use residential, strengthen transit connections, ensure compatibility with adjacent residential, enhance housing stock. The EIR would evaluate the 400 dwelling units currently permitted in SG-6 (of which 115 exist or are approved) with Alternatives for study involving adding more units (see below).</p> <p><b>Floor Area Ratio: 0.5 - 1.25</b></p> <table border="1" data-bbox="769 1255 1507 1396"> <thead> <tr> <th colspan="4">Residential Alternatives for Study</th> </tr> <tr> <th>ALT #1</th> <th>ALT #2</th> <th>ALT #3</th> <th>ALT #4</th> </tr> </thead> <tbody> <tr> <td>+675 units</td> <td>+300 units</td> <td>+400 units</td> <td>+500 units</td> </tr> </tbody> </table>	Residential Alternatives for Study				ALT #1	ALT #2	ALT #3	ALT #4	+675 units	+300 units	+400 units	+500 units
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SG-7	77 Acres  8 Parcels	Planned Commercial: (PC)	Planned Commercial / Mixed Use: (PD/MU)	<p><b>Proposal:</b>  <b>Land Uses:</b>          Retail, commercial office, professional services, entertainment; with Alternatives for study involving adding more dwelling units (see below).</p> <p><b>Design Goals:</b>          High quality architecture and landscaping, pedestrian friendly, access to transit and urban trail.</p> <p><b>Floor Area Ratio: 0.5 - 1.25</b></p> <table border="1" data-bbox="769 1871 1507 2016"> <thead> <tr> <th colspan="4">Residential Alternatives for Study</th> </tr> <tr> <th>ALT #1</th> <th>ALT #2</th> <th>ALT #3</th> <th>ALT #4</th> </tr> </thead> <tbody> <tr> <td>+250 units</td> <td>+250 units</td> <td>+0 units</td> <td>+250 units</td> </tr> </tbody> </table>	Residential Alternatives for Study				ALT #1	ALT #2	ALT #3	ALT #4	+250 units	+250 units	+0 units	+250 units
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ALT #1	ALT #2	ALT #3	ALT #4													
+250 units	+250 units	+0 units	+250 units													

SG-1	457 Acres  852 Parcels	Specific Planning Area: (SPA), General Commercial: (GC), Office: (O)	Specific Planning Area: (SPA)	<p><b>Proposal:</b></p> <p><b>Land Uses:</b>        Retail, mixed multi-family (45-90+du/acre), commercial office, professional and personal services. The EIR would evaluate the 2,000 dwelling units currently permitted in SG-1 (of which 1,640 exist or are approved) with Alternatives for study involving adding more dwelling units (see below). Expand SPA boundary to include all of the Mercado area, areas north of Washington Avenue, south of Fifth Avenue and east of Palomar Hospital consistent with Interim Downtown Specific Plan in addition to evaluating provisions of the Interim Downtown Specific Plan to implement the vision.</p> <p><b>Design Goals:</b>        Compact, walkable downtown, high quality architecture and landscaping, pedestrian friendly, access to transit and urban trail, taller structures sited around Grape Day Park, along Valley Pky, Second Ave, and Escondido Blvd.</p> <p><b>Floor Area Ratio: 0.75 - 2.50+</b></p>							
<b>Residential Alternatives for Study</b>											
<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td data-bbox="769 1377 954 1423" style="text-align: center;"><b>ALT #1</b></td> <td data-bbox="954 1377 1140 1423" style="text-align: center;"><b>ALT #2</b></td> <td data-bbox="1140 1377 1325 1423" style="text-align: center;"><b>ALT #3</b></td> <td data-bbox="1325 1377 1513 1423" style="text-align: center;"><b>ALT #4</b></td> </tr> <tr> <td data-bbox="769 1423 954 1518" style="text-align: center;"><b>+1,350 units</b></td> <td data-bbox="954 1423 1140 1518" style="text-align: center;"><b>+2,500 units</b></td> <td data-bbox="1140 1423 1325 1518" style="text-align: center;"><b>+3,275 units</b></td> <td data-bbox="1325 1423 1513 1518" style="text-align: center;"><b>+3,275 units</b></td> </tr> </table>				<b>ALT #1</b>	<b>ALT #2</b>	<b>ALT #3</b>	<b>ALT #4</b>	<b>+1,350 units</b>	<b>+2,500 units</b>	<b>+3,275 units</b>	<b>+3,275 units</b>
<b>ALT #1</b>	<b>ALT #2</b>	<b>ALT #3</b>	<b>ALT #4</b>								
<b>+1,350 units</b>	<b>+2,500 units</b>	<b>+3,275 units</b>	<b>+3,275 units</b>								

**CITY COUNCIL STAFF REPORT  
 EXHIBIT 2  
 GENERAL PLAN UPDATE RESIDENTIAL ALTERNATIVES**

<b>General Plan Population Alternatives for Evaluation</b>	<b>Existing/ Approved Dwellings</b>	<b>Current GP Assumed Dwellings (No Project Alternative)</b>	<b>Alt. 1</b>	<b>Alt. 2</b>	<b>Alt. 3 (Preferred Alternative)</b>	<b>Alt. 4</b>
SG-1 (Downtown SPA)	1,632	2,000	+1,350	+2,500	+3,275	+3,275
SG-3 (East Valley Parkway)	0	400	+0	+200	+500	+500
SG-5 (South Esc. Blvd.)	219	400	+675	+500	+400	+600
SG-6 (Citradaco / CCP)	111	400	+675	+300	+400	+500
SG-7 (Westfields)	0	0	+250	+250	0	+250
EL-3 (Southeast I-15 / Hwy 78)	0	0	0	+300	+300	+300
EL 10 (Nutmeg / CCP)	0	10	+50	+50	0	+50
DU Totals:	1,962	3,210	+3,000	+4,100	+4875	+5,475
Study Areas that convert land from Residential to Employment	Not calculated at this time	Approx. 1,450	-1,450	-1,450	-1,450	-1,450
Net Unit change associated with GP Update:		3,210 <u>+1450</u> 4,660	3,000 <u>-1,450</u> +1,550	4,100 <u>-1,450</u> +2,650	4,575 <u>-1,450</u> +3,425	5,175 <u>-1,450</u> +4,025



**From:** "David R. Shibley" <Shibley1@cox.net>  
**To:** "Jay Petrek" <Jpetrek@ci.escondido.ca.us>  
**Date:** 9/8/2010 4:49 PM  
**Subject:** General Plan Update Stud Area EL-7

Jay: After attending the General Plan Update I would like to request that Study Area EL-7 be expanded along Gamble/Citracado so that it extends all the way from the east and west sides of I-15 at Citracado/Gamble to Centre City Parkway. Specifically and additionally I would like to encourage coordination with the North County Transit District to provide for bus transportation that would allow the currently designated Community Centers at North County Fair, Center City and Felicita and Citracado/Centre City Parkway to be moved from the SANDAG "Potential" category to the "Planned/Existing" category which places the City in a stronger category of financial assistance for SANDAG Smart Growth funds. I would specifically like staff to consider recommending to the Counsel that a designation of "Mixed Use Transit Corridor" and/or employment lands be assigned to Citracado from the existing SANDAG Smart Growth Village at Citracado and Center City Parkway west along the North and South sides of Citracado to the east and west sides of I-15 at the I-15 intersection with Citracado/Gamble and Felicita. I would then also request that the intersection at I-15 be designated a Smart Growth Community Center and that the Mixed Use Transit Employment Land Corridor then connects the two Centers. My reasons are as follows: When Centre City is congested at morning peak commute hours to South I-15, then Citracado from Center City to the on South ramp at I-15 has become a major shortcut and easier way to get on I-15 than the alternative of proceeding directly south on Center City. Several dangerous intersections are on that short stretch of residential from Center City to the eastern edge of the City proposed Study Area EL-7 and the grade is steep with visibility limitations as you crest the grades with four way and two way stop signs. Rezoning to mixed use and/or employment lands on the north and south sides of that short stretch and at the community centers could possibly warrant some smart growth funding for the road widening of Citracado as future projects are constructed. The re-designation would provide economic encouragement to those residential lots redesignated to mixed use or employment land to relocate when development occurs thus perhaps obviating any condemnation concerns. It could take 10 to 15 years to achieve this and by then some of those older homes along that short stretch would be even older and more amenable to relocation, particularly when accompanied with an up-zoned designation that increases the value of the underlying land.

When the new hospital and the new high school on Citracado are completed the City will need a direct connection from I-15 west across Del Dios to the hospital to take traffic off the I-15 intersections at Via Rancho Parkway, Ninth Ave, Valley Parkway, Route 78 and the intersection of Nordahl and Route 78. The City currently has only three east-west major connections within the city limits; one at Route 78, one at Valley Parkway and one at Ninth Ave. You have no east-west connection in the mid south area with the exception of Via Rancho which is the far south and the majority of that is in the unincorporated area. Citracado is the only direct I-15 connection into the hospital and when the hospital opens in 2012 and the new school in 2014 the City will be in dire need of a direct connection.

Page 18  
City Council  
September 22, 2010

David R. Shibley

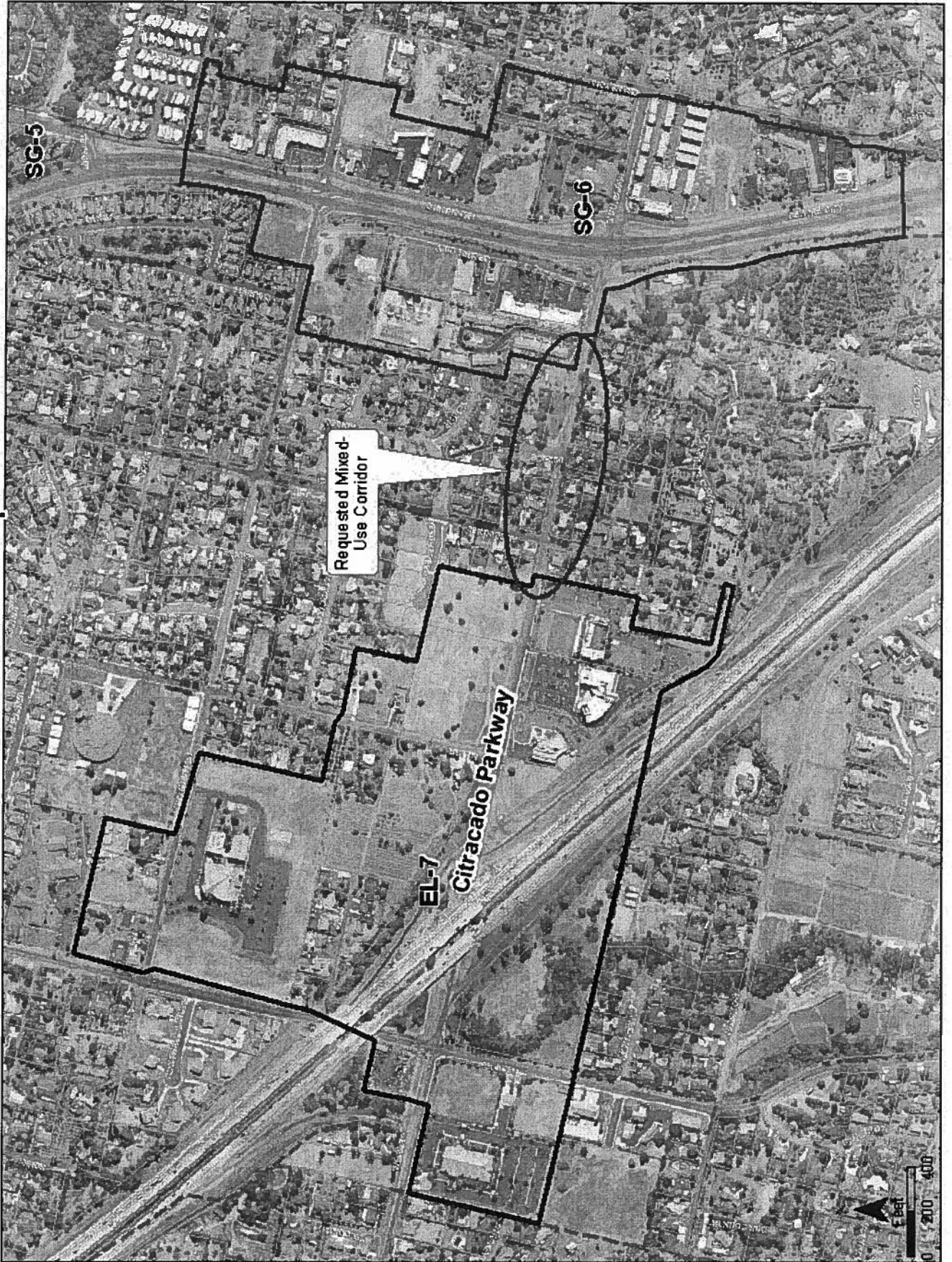
1923 Bedford Place

Escondido, California 92029

Ph: (760) 737-9007 Fax: (760) 737-9789

Shibley1@cox.net

**DRAFT General Plan Update**



**From:** David Ferguson <dwf@lfap.com>  
**To:** Jay Petrek <Jpetrek@ci.escondido.ca.us>  
**CC:** Lori Pfeiler <Lpfeiler@ci.escondido.ca.us>, "ddaniels@escondido.org" <dd...>  
**Date:** 9/15/2010 3:09 PM  
**Subject:** Escondido general Plan Update - EL9  
**Attachments:** EL9 with AIMCO properties.pdf; EL9 with revised study area.07072010.pdf

Dear Mr. Petrek,

This firm represents Apartment Investment and Management Company (AIMCO) with respect to its property in Escondido: Hidden Cove I at 910 Del Dios Hwy and Hidden Cove II at 1575 Tanglewood Lane (previously "The Acres"). A map of the AIMCO property is attached for your reference.

The recent introduction of the Lexus dealership next door to the AIMCO property has continued the transition of the Ninth Avenue corridor to more commercial, office, professional and freeway-oriented uses. Accordingly, AIMCO supports staff's proposal to designate the area along Ninth Avenue as Planned Commercial/Mixed Use as part of the General Plan Update.

AIMCO's concern is that the boundary of the study area cuts its property in half, putting 14 acres in the study area but leaving 14 acres out. AIMCO appreciates the need for a transition and buffer from the intense uses on Ninth Avenue to the low density residential uses along Eleventh Avenue. AIMCO believes, however, that the appropriate transitioning and buffer can best be accomplished if its entire 28 acres is studied comprehensively.

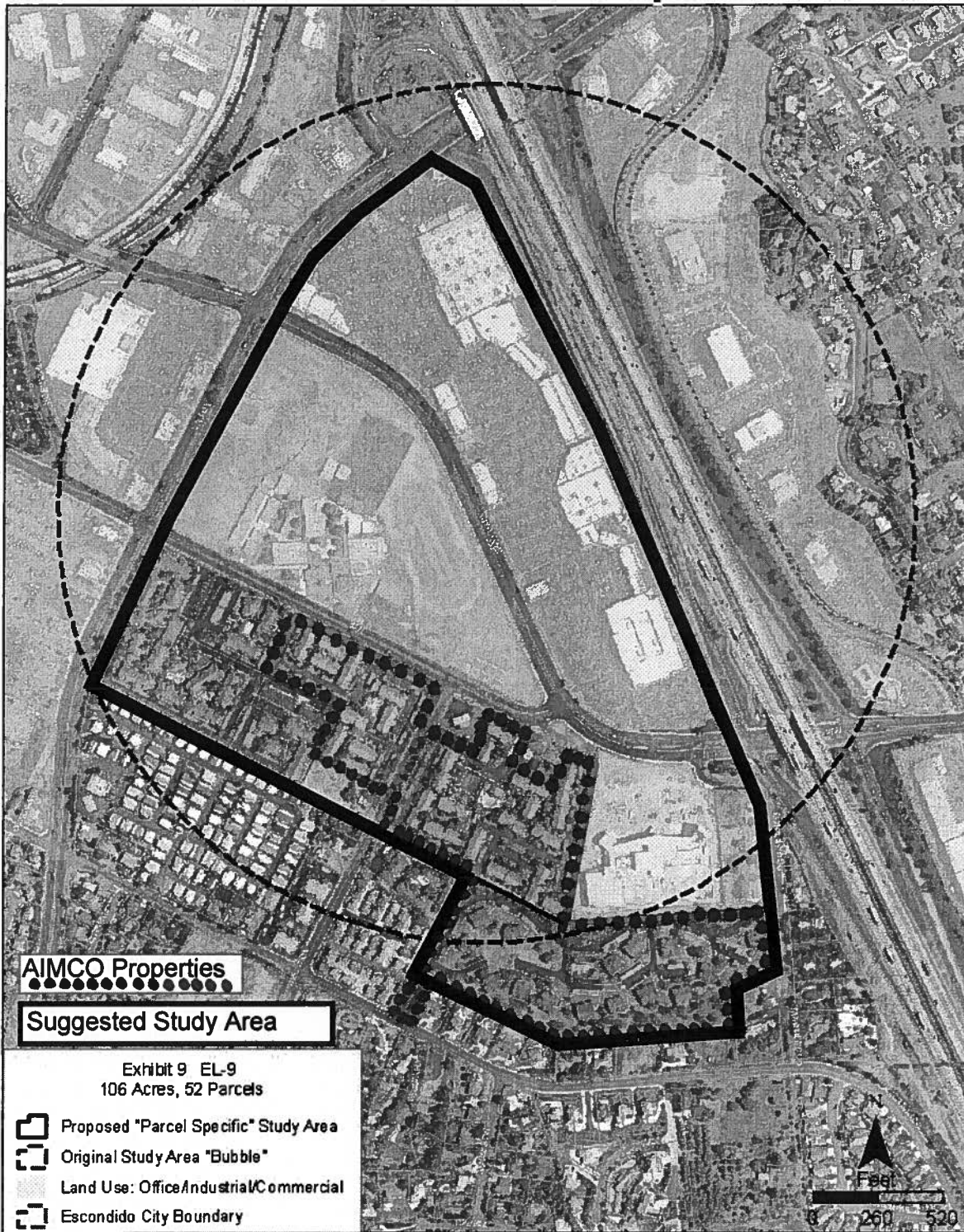
AIMCO currently has no development plans for its property. At the appropriate time in the future, however, it would like to propose a project that encompasses the entire 28 acres. AIMCO envisions that any project on its property will include an appropriate transition and buffer. The scope and nature of the buffer can best be determined by studying the property and neighborhood as a whole rather than piecemeal. Accordingly, we request that the boundary of EL-9 be modified to include the entire AIMCO property. A map of the revised boundary is attached for your reference.

Thank you for your consideration.

Dave

David W. Ferguson  
Lounsbery Ferguson Altona & Peak  
dwf@lfap.com<mailto:dwf@lfap.com>  
760-743-1201

## DRAFT General Plan Update



## DRAFT General Plan Update

