

TO: Honorable Mayor and Members of the City Council

FROM: Jonathan Brindle, Director of Community Development

SUBJECT: Direction to the General Plan Update Citizen's Committee

RECOMMENDATION:

It is requested that the City Council consider the Citizen's Committee's Survey Responses (Attachment 1) and approve their Scope of Discussion (Attachment 2)

FISCAL ANALYSIS:

None, other than staff time.

GENERAL PLAN ANALYSIS:

These actions will comply with Council Action Plan items to complete a General Plan Update

PREVIOUS ACTION:

The City Council's Action Plan establishes a timeframe calling for the completion of the update in the first quarter of 2012 so the General Plan can be placed on the November 2012 election. In light of the comprehensive nature of the last General Plan Update, the council has directed staff to conduct a focused rather than a complete revision.

On August 19, the City Council directed staff to schedule two to four Citizens' Committee Meetings to obtain their input on General Plan Update issues. Subsequent to the Council Meeting, a General Plan Survey was completed by the Committee Members. It dealt with a wide range of update issues. Their responses have been tabulated and appended to this report as Attachment 1.

BACKGROUND:

This item allows the Council to clarify what the Citizen's Committee should focus on, provide direction as to how their meetings should be structured. The Citizen's Committee is expected to assist the Council in determining the scope and direction of the update. To date, two Committee Meetings have been scheduled. They are scheduled on October 22nd and November 5. Times for two additional meetings have been reserved for November 19th and November 30th should additional meetings be needed.

The number and extent of items to be studied will directly affect the cost and timing of the process. A primary goal is to incorporate the type of changes that will be endorsed by the voters. It will be important to demonstrate that future growth can be accommodated in a compact, environmentally responsible manner that will create exciting places. Modifications to the Downtown Specific Plan are expected to be a cornerstone of the update process. It will also be important to demonstrate that adequate public services can still be provided.

Early policy direction will help screen requests and assist in developing alternatives to be studied. Once the universe of potential land use and policy changes is determined, existing Land Use Maps and General Plan Text will be amended. Although some analysis will occur as these changes are being made, final analysis will not occur, and the Environmental Impact Report will not occur until the public and Council have been able to review them in detail.

Examples of studies that have to be completed before adoption include traffic, sewer and water, parks, schools, noise, archaeology, geology, biology, water availability, wastewater disposal, air quality, climate change, visual impacts, effects on public services, etc. Secondary effects of providing the necessary infrastructure must also be addressed. The Updated General Plan document must meet specific content requirements and be internally consistent. The City will also be required to complete an updated Housing Element by no later than December of 2012.

DISCUSSION:

The Survey distributed to Committee Members addressed major update issues. It was intended to be more detailed than a typical visioning exercise. It allowed each member to state their initial position on each issue using a rating scale that ranged from -5 (strongly disagree) to +5 (strongly agree). Their responses allowed an average score to be calculated for each statement. An opportunity was also provided for them to clarify and or qualify their answer. Staff also tabulated the number of responses in each category to provide a more complete picture of the Committee responses.

The committee members' explanations often provided as much insight as their numerical rating. Both the ratings and the comments should be considered together. However, the responses to date should only be used as a tool to identify issues rather than being considered a final position statement. The individual responses and comments have been placed in the Council's reading file.

Based on a review of their preliminary responses, Staff has prepared a draft list of key discussion issues that could form the Agenda to guide the Citizen Committee's discussion. It is included at Attachment 2. Council input is requested on the content and number of issues the Committee should address. In light of time limitations, their agenda will need to focus on what the Council considers to be the most important update issues. In order to ensure that Committee Members get the opportunity to fully express their thoughts on all the issues, we propose to again provide them with the opportunity to score their preference for each discussion item under discussion and provide written comments. This form has been included as Attachment 3.

Prior to the commencement of Committee discussion, staff proposes to give them a brief introduction to each topic, identify the policy ramifications, and summarize the range of viewpoints expressed in the survey responses. A facilitated discussion would then occur that would seek to involve as many of the members as possible. Their positions would be captured and reported to the City Council for further direction. It is our understanding that the Council will not expect the Committee to take formal votes on the discussion items. All meeting comments and written responses to the supplemental survey will be transmitted for Council consideration. Opportunities to comment will continue to occur throughout the update process.

Respectfully submitted,

Jonathan Brindle
Director of Community Development

Jay Petrek Principal Planner

ATTACHMENT 1

General Plan Update Committee Survey Responses

			1
It is understood that the San	Rankings:	Votes	Committee Average
Diego Region will experience	-5 = very strongly disagree	(5)	-2.07
additional population growth	-4 = strongly disagree	(1)	
in the future. Most of that	-3 = disagree	(4)	
additional growth will be from	-2 = mildly disagree	(1)	
the natural increase of our	-1 = somewhat disagree	(1)	
existing population. Instead	0 = neutral		
of planning for more than our	+1 = somewhat agree		Committee Range
anticipated growth,	+2 = mildly agree		-5 to +5
Escondido's General Plan	+3 = agree	(1)	-3 to +3
Update should only plan for	+4 = strongly agree		
the smallest amount of future	+5 = very strongly agree	(2)	
growth that is required by			
State Law and Regional Plans.			
	additional population growth in the future. Most of that additional growth will be from the natural increase of our existing population. Instead of planning for more than our anticipated growth, Escondido's General Plan Update should only plan for the smallest amount of future growth that is required by	Diego Region will experience additional population growth in the future. Most of that additional growth will be from the natural increase of our existing population. Instead of planning for more than our anticipated growth, Escondido's General Plan Update should only plan for the smallest amount of future growth that is required by -5 = very strongly disagree -3 = disagree -1 = somewhat disagree 0 = neutral +1 = somewhat agree +2 = mildly agree +3 = agree +4 = strongly disagree -4 = strongly disagree -1 = somewhat disagree -1 = somewhat disagree +2 = mildly agree +3 = agree +3 = agree +5 = very strongly disagree -4 = strongly disagree -1 = somewhat disagree -2 = mildly disagree -1 = somewhat disagree -2 = mildly disagree -1 = somewhat disagree -2 = very strongly disagree -3 = very strongly disagree -1 = somewhat disagree -2 = mildly disagree -1 = somewhat agree +2 = mildly agree +2 = mildly agree +2 = mildly agree	Diego Region will experience additional population growth in the future. Most of that additional growth will be from the natural increase of our existing population. Instead of planning for more than our anticipated growth, Escondido's General Plan Update should only plan for the smallest amount of future growth that is required by -5 = very strongly disagree (1) -3 = disagree (4) -2 = mildly disagree (1) -1 = somewhat disagree (1) 0 = neutral +1 = somewhat agree +2 = mildly agree +3 = agree (1) +4 = strongly disagree (2)

Question #1 Comments:

- ❖ My concerns about development in the urban core are the availability of the types of residences that will appeal to those that wish to l live there. For example, I see this mostly as a location for young, single professionals, or married without children, but most especially for the empty nesters and retired. We need single level development for the seniors. If we don't provide the right mix of housing types, our urban core will become rentals which we do not need.
- ❖ If by "plan" you mean "allow," then I mildly agree. If by "plan" you mean "provide services and facilities for," then I mildly agree. (Staff Comment: the intent of "plan" was to mean provide services and facilities for).
- ❖ I think we should plan for the growth in population that we anticipate/envision and plan for services and facilities that will be needed to accommodate that growth.
- ❖ I believe that if you artificially hold down growth (i.e. via a restrictive GP) you end up with the wrong kind of growth.
- ❖ Don't necessarily believe "most of additional growth will be from the natural increase".

 Many of those born here leave the area after graduation (high school) the cost of living is extremely high in San Diego County. *Question:* What are the penalties for not meeting "State Law & Regional Plans?

2.	The General Plan Update	Rankings:	Votes	Committee Average
	should direct future	-5 = very strongly disagree		+1.87
	population growth to the	-4 = strongly disagree	(1)	
	Downtown and Smart	-3 = disagree	(1)	
	Growth Areas (i.e. along	-2 = mildly disagree		
	Escondido Boulevard north	-1 = somewhat disagree	(1)	
	of Felicita Avenue, and	0 = neutral	(1)	
	along Valley Parkway west	+1 = somewhat agree	(2)	Committee Bange
	of Midway Drive) rather	+2 = mildly agree	(1)	Committee Range -4 to +5
	than in existing residential	+3 = agree	(4)	-4 10 +3
	neighborhoods.	+4 = strongly agree		
		+5 = very strongly agree	(4)	

Question #2 Comments:

- ❖ Young married couples will not stay in Escondido if we do not have single family neighborhoods. It is part of the American dream to own that first home and a yard for the kids to play in. We are not living in reality if we plan everything around "if we build it they will come." We need to be careful what we wish for.
- ❖ If by "future population growth" you mean "any additions to the current build-out population," then I mildly agree. If by "future population growth" you mean "any addition to the current population," then I strongly disagree. (Staff Comment: "future population growth" is intended to mean additions to the current build-out population.)
- ❖ The increase in population growth over current General Plan build-out projections should be accommodated and/or directed into the "Smart Growth Areas."
- ❖ We also need to look at older neighborhoods and create opportunities for redevelopment in those neighborhoods. Whether it's commercial/high tech or just new homes on larger lots or some other mixed use. We also need to look at areas outside the current City limits that are conducive to single family housing.
- ❖ The GP Update should not concentrate on Downtown & SGA and essentially eliminate the possibility in "existing residential neighborhoods."
- ❖ To gain voter approval there must be guidelines regarding development of "Smart Growth Areas." There are many instances in San Diego County and in Escondido where "Smart Growth" developments are put where the infrastructure is woefully lacking thus degrading the quality of life for all residents.

	quality of fire for all resides			
3.	Increased development	Rankings:	Votes	Committee Average
	opportunities in the	-5 = very strongly disagree		
	Downtown and Smart	-4 = strongly disagree		+3.13
	Growth Areas will allow for	-3 = disagree		
	a wider range of housing	-2 = mildly disagree		
	types (i.e. town homes,	-1 = somewhat disagree		
	condominiums, flats,	0 = neutral	(2)	
	apartments, shopkeeper	+1 = somewhat agree	(2)	Committee Bonce
	units, mixed use, etc.)	+2 = mildly agree		Committee Range 0 to +5
	necessary to meet future	+3 = agree	(5)	0 10 +3
	needs.	+4 = strongly agree		
		+5 = very strongly agree	(6)	
1				

Ouestion #3 Comments:

- ❖ We need to channel growth to Smart Growth Areas in addition to surrounding areas. People still want and need yards and garages and I don't think the new GP should preclude this type of development.
- ❖ I somewhat agree. I believe those housing types can be integrated into existing neighborhoods giving the neighborhood a mix of residents.
- The new General Plan needs to have regulations on denser multi-story projects as to open space areas and adequate landscaping. I fear in years to come many of the developments in "Smart Growth" areas will become ghettos. Many of the current developments have nothing but buildings built out to the sidewalk, postage stamp areas of plantings and a plethora of cement and asphalt.

4.	Policies for high quality	Rankings:	Votes	Committee Average
	development in the	-5 = very strongly disagree		+4.27
	Downtown and Smart	-4 = strongly disagree		
	Growth Areas that create	-3 = disagree		
	exciting places to live, work,	-2 = mildly disagree		
	and shop should be included	-1 = somewhat disagree		
	(i.e. buildings oriented to the	0 = neutral		
	street and sensitive to	+1 = somewhat agree		Committee Range
	neighborhood character,	+2 = mildly agree		+3 to +5
	features such as pedestrian	+3 = agree	(3)	+3 10 +3
	orientation, walk-ability,	+4 = strongly agree	(5)	
	gathering places, shaded	+5 = very strongly agree	(7)	
	areas, etc.).			

Question #4 Comments:

❖ We need a mix of development – we should not concentrate on residential only.

Additionally, the City needs to increase its efforts towards amenities for these developments – residential and business – open space, pedestrian orientation (*Paramount Development* has little open space geared to serve hundreds and hundreds of residents – walk-ability is virtually nil).

5.	The General Plan should establish new employment centers that will lessen commutes and provide job opportunities for Escondido residents.	Rankings: -5 = very strongly disagree -4 = strongly disagree -3 = disagree -2 = mildly disagree -1 = somewhat disagree	Votes	Committee Average +4.28
		0 = neutral +1 = somewhat agree +2 = mildly agree +3 = agree +4 = strongly agree +5 = very strongly agree No comment	(1) (2) (3) (8) (1)	Committee Range +2 to +5

Question #5 Comments:

- ❖ While this is a noble goal and I agree with it, we should have discussions of where this should take place. I'd like to see overlays in existing old/rundown neighborhoods, like West of CCP from Valley Parkway to Felicita.
- ❖ Definitely. Residents have been eagerly waiting for this goal to be fulfilled.

1 The State forecasts nonviction		Votes	Committee Avenues
1. The State forecasts population	Rankings:	Votes	Committee Average
projections that each region is	-5 = very strongly disagree	(1)	+2.43
required to accept. The San Diego	-4 = strongly disagree	(1)	
Association of Governments works	-3 = disagree		
with Escondido to negotiate the city's	-2 = mildly disagree		
"fair share" of the region's	-1 = somewhat disagree		
anticipated growth. Almost two-	0 = neutral	(2)	
thirds of the growth will be generated	+1 = somewhat agree		Committee Range
by natural increase from Escondido's	+2 = mildly agree		-5 to +5
local population; the remaining	+3 = agree	(3)	-3 10 +3
increase will be from people moving	+4 = strongly agree	(1)	
into our area. It is responsible to plan	+5 = very strongly agree	(6)	
for this anticipated growth? <i>Note:</i>	No comment	(1)	
Although not known at this time,			
Escondido's fair share is anticipated			
to be between 2,000 and 4,000			
dwelling unit above the current			
General Plan which is approximately			
6,000-12,000 additional persons).			

Question #1 Comments:

- ❖ I believe it is responsible to plan for future growth.
- ❖ Planning for this growth is the responsible thing to do
- ❖ Of Course it's "responsible." However, whose definition of "fair share" should the residents (who live with the results of bad development & good development, of course) accept? *Question:* Whose definition of "fair share" will Escondido accept? *Question:* What are the penalties if the City does not meet SANDAG's "fair share" expectations?
- ❖ I would like to see in print the text of laws that allow the State and SANDAG to dictate to Escondido the amount of future growth it must supply. Also, regarding build-out in the new General Plan, it should be not more than 165,000. In the existing General Plan it is 135,000 to 165,000. I suggest that to stay under 165,000 the follow policy be used when increased density is allowed in certain planning areas ("Smart Growth" areas, downtown, etc.) other areas should have decreased density.

Population and Neighborhood Character

2.	Planned growth should be	Rankings:	Votes	Committee Average
	directed to "Smart Growth"	-5 = very strongly disagree		+1.60
	areas that are located in the	-4 = strongly disagree	(2)	
	City's urban core where	-3 = disagree	(2)	
	existing infrastructure, transit	-2 = mildly disagree		
	opportunities, and support	-1 = somewhat disagree		
	services exist (such as in the	0 = neutral	(1)	
	Downtown area, along South	+1 = somewhat agree	(1)	Committee Bange
	Escondido Boulevard, and	+2 = mildly agree	(1)	Committee Range
	East Valley Parkway) and not	+3 = agree	(2)	-4 to +5
	in established single family	+4 = strongly agree	(1)	
	neighborhoods.	+5 = very strongly agree	(5)	

Question #2 Comments:

- Growth in addition to the existing General Plan should be focused in "Smart Growth" areas.
- ***** Existing infrastructure has to be adequate.
- ❖ Definitely, maximizing existing infrastructure is idea. However, it would be short-sighted to "direct" planned growth to the areas referenced, while essentially ignoring the needs and possibilities of planned growth development in the "established single family neighborhoods." SFR's have needs that can be met through development. While the Country is looking at reducing commute times/emissions/etc, SFR's could do well with business amenities (dry cleaner, grocery store, coffee shop) within walking distance. The addition of "high quality" multi-family housing (for purchase) would put a diverse group of individuals in SFR neighborhoods − allowing for a mix of individuals/ideas.
- ❖ If by "future population growth" you mean "any additions to the current build-out population," then I mildly agree. If by "future population growth" you mean "any addition to the current population," then I strongly disagree. (Staff Comment: "future population growth" is intended to mean additions to the current build-out population.)
- ❖ I agree with this, but at the same time, we need to be looking at outlying areas that may not even be within the established City limits. We also should plan for the redevelopment of existing established neighborhoods.
- ❖ Except to the extent that some existing single family zoning may be located adjacent to transit, commercial, industrial, etc.
- ❖ We need to allow for infill development.

Population and Neighborhood Character

3. Escondido's Downtown	Rankings:	Votes	Committee Average
should be targeted for the	-5 = very strongly disagree	(1)	+1.93
largest share of planned	-4 = strongly disagree		
growth as long as the higher	-3 = disagree	(1)	
density and intensity of	-2 = mildly disagree		
development is marketable,	-1 = somewhat disagree		
that sufficient water, sewer,	0 = neutral	(2)	
and park land can be	+1 = somewhat agree	(1)	Committee Bange
provided, and that the	+2 = mildly agree	(1)	Committee Range -5 to +5
historic character can be	+3 = agree	(5)	-3 t0 +3
maintained.	+4 = strongly agree	(1)	
	+5 = very strongly agree	(3)	

Ouestion #3 Comments:

- ❖ I don't know enough about the pluses and minuses of each area in order to make an intelligent answer.
- ❖ I agree, although I would not want historic character to be such a dominant force that it keeps development from happening.
- ❖ We should not "target" downtown. Currently, our water supply, sewer capacity, public safety personnel, and library/recreation facilities are lacking! Escondido's target for development should focus on business development − cleaning up the existing virtually useless and undesirable office/commercial space in the downtown area − and those spaces with absentee landlords/owners. Escondido's target should focus on economic development − business development which brings revenue into our city...versus residential development (providing overall little revenue in comparison) and which brings people who need services that the City is struggling to provide.

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4.	Smart Growth Areas along	Rankings:	Votes	Committee Average
	South Escondido Boulevard	-5 = very strongly disagree	(2)	-2.15
	and East Valley Parkway	-4 = strongly disagree	(3)	
	should be the next areas for	-3 = disagree	(3)	
	targeting growth (after	-2 = mildly disagree	(1)	
	Downtown) rather than	-1 = somewhat disagree	(1)	
	equally spreading density	0 = neutral	(1)	
	throughout other Smart	+1 = somewhat agree		Committee Bange
	Growth Areas that are south	+2 = mildly agree		Committee Range -5 to +3
	Centre City Parkway,	+3 = agree	(2)	-3 t0 +3
	Westfield Shopping Town,	+4 = strongly agree		
	and area north of Downtown.	+5 = very strongly agree		
		No Comment	(2)	

Question #4 Comments:

- ❖ The one problem with Smart Growth being implemented within existing infrastructure is that now you are adding traffic volumes to streets and roads that are already maxed out. I think we really need to take a look at how we distribute and need to be sensitive to the existing infrastructure.
- ❖ I can't say these should be the "next areas" when I don't know that Downtown should be first.
- ❖ This suggestion/proposition seems short-sighted! SG should be equally spread throughout identified SGA's. It is hard to imagine that the City would deliberately put South Centre City Parkway the City's "Southern Gateway to the City" on the backburner! East Valley Parkway has received considerable attention/redevelopment over the last 8 years Time to Spread the Wealth!!!

Population and Neighborhood Character

5.	The character of existing	Rankings:	Votes	Committee Average
	neighborhoods should be	-5 = very strongly disagree		+1.07
	preserved.	-4 = strongly disagree		
		-3 = disagree	(2)	
		-2 = mildly disagree		
		-1 = somewhat disagree		
		0 = neutral	(3)	
		+1 = somewhat agree	(3)	Committee Range
		+2 = mildly agree	(3)	-3 to +5
		+3 = agree	(1)	-3 to +3
		+4 = strongly agree	(1)	
		+5 = very strongly agree	(1)	
		No Comment	(1)	

Ouestion #5 Comments:

- Preservation should only occur if the neighborhood character is of value to the community.
- ❖ If the "character" meets the needs of the people. If the "character" is desirable (not an area of blight).
- ❖ I think there are some neighborhoods that warrant preservation, but not all. Old Escondido is definitely one to preserve. No offense, but I don't think the flower streets or the areas west of CCP are that critical to Escondido's future and character.
- * "Smart Growth" area neighborhoods could experience significant changes.
- ❖ Depends on the character of the existing neighborhood.

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6.	Future development in	Rankings:	Votes	Committee Average
	Escondido's Downtown	-5 = very strongly disagree		+4.13
	and Smart Growth Areas	-4 = strongly disagree		
	(as defined above) should	-3 = disagree		
	result in exciting and	-2 = mildly disagree		
	interesting places that will	-1 = somewhat disagree		
	appeal to a wide range of	0 = neutral	(1)	
	residents and visitors.	+1 = somewhat agree		Committee Dance
		+2 = mildly agree		Committee Range 0 to +5
		+3 = agree	(3)	0 to +3
		+4 = strongly agree	(2)	
		+5 = very strongly agree	(9)	

Question #6 Comments:

- * "Exciting and interesting places" means very little if it does not include adequate infrastructure and room to breathe and enjoy beauty.
- ❖ Future development should include "Mixed Use."
- ❖ Most if not all future growth should result in exciting and interesting places that will appeal to a wide range of residents and visitors.

Population and Neighborhood Character

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7. Existing Escondido	Rankings:	Votes	Committee Average
neighborhoods with	-5 = very strongly disagree		+0.93
potential historic status	-4 = strongly disagree		
should be identified in the	-3 = disagree	(2)	
same manner done for the	-2 = mildly disagree	(1)	
Old Escondido	-1 = somewhat disagree	(2)	
Neighborhood.	0 = neutral	(2)	
	+1 = somewhat agree	(1)	Committee Dance
	+2 = mildly agree	(3)	Committee Range -3 to +5
	+3 = agree	(1)	-3 10 +3
	+4 = strongly agree	(1)	
	+5 = very strongly agree	(2)	

Question #7 Comments:

- Not sure what "manner" was used to establish Old Escondido neighborhood's historic status. Would like to review factors involved and discuss whether the identifying marks are applicable and whether other factors should be considered/updated.
- ❖ I'd be very careful about designating neighborhoods with "potential" historic value. I think it's best to build as much flexibility into the plan if possible. I'd hate to be locked in to preserving a bunch of run down houses when we could potentially rejuvenate the property with higher density residential or perhaps even a high tech business park.
- ❖ I am a little confused about "identification." I like the existing policy with the caveat that when someone asks for historic status, an informal review should look at the neighbors and consider polling the area to see if there is public support for a new district.

8.	The General Plan allows	Rankings:	Votes	Committee Average
	residential clustering so that	-5 = very strongly disagree		+2.53
	single family homes can be	-4 = strongly disagree		
	built on smaller lots in	-3 = disagree	(1)	
	order to preserve open	-2 = mildly disagree		
	space, steep slopes, and	-1 = somewhat disagree	(1)	
	other unique features. The	0 = neutral	(1)	
	General Plan Update should	+1 = somewhat agree	(4)	Committee Range
	clarify existing clustering	+2 = mildly agree		-3 to +5
	policies.	+3 = agree		-3 to +3
		+4 = strongly agree	(2)	
		+5 = very strongly agree	(6)	

Question #8 Comments:

- ❖ Developers currently can skirt the residential clustering provisions whereby they end up with more homes and preservation does not take place. I want <u>improved</u> clustering policies.
- ❖ I believe the GP clustering provisions work as they are.
- ❖ The GP should clarify. Often, recent development has planned for open space that is unusable or initially deemed human use prohibited (which indicates that this privilege is being used to the advantage of developers vs. the advantage of those residents which are to be served by the open space).

Population and Neighborhood Character

 Rather than designating	Rankings:	Votes	Committee Average
new commercial areas	-5 = very strongly disagree	(1)	-0.07
(such as along I-15, or in	-4 = strongly disagree	(2)	
the Bear Valley	-3 = disagree	(4)	
Parkway/San Pasqual	-2 = mildly disagree		
Valley Road area) the	-1 = somewhat disagree	(1)	
General Plan should	0 = neutral	(1)	
establish policies that	+1 = somewhat agree	(1)	Committee Range
reinforce existing	+2 = mildly agree		-5 to +5
commercial areas.	+3 = agree		-3 to +3
	+4 = strongly agree	(1)	
	+5 = very strongly agree	(4)	

Ouestion #9 Comments:

- ❖ We need to designate new areas for high end commercial/incubator/high tech.
- * "Smart Growth" areas may provide opportunity for new commercial development.
- ❖ That would be short-sighted Especially, since the GP is intended as a forward thinking document covering a 20-year period, with periodic minor updates. This is more than a minor update!
- Mixed use should be encouraged.
- ❖ I'm concerned that you mean "new commercial or industrial areas." We have way too much commercial zoning. Where that property is in the smart growth areas, it should be up zoned to mixed use, commercial and residential. Other (and maybe some of the above) should also be considered for a change to light industrial. We need more industrial and to promote the re-development of our older industrial areas. To the extent that multi-family zoning is in smart growth area, and/or re-development would be desirable, increased density should also be considered. The suggestion that multi-family can be re-developed by reducing the density should be ignored. The particular intersection you reference is a lightning rod for debate. How we address that is going to be a challenge.

Quality of Life Standards

Quality of Elife Statistical as			
10. The General Plan includes	Rankings:	Votes	Committee Average
Quality of Life Standards	-5 = very strongly disagree	(4)	-0.27
that establishes thresholds	-4 = strongly disagree		
for acceptable Police and	-3 = disagree	(2)	
Fire response times, park	-2 = mildly disagree		
acreage, and traffic flow,	-1 = somewhat disagree		
etc. Specific Quality of Life	0 = neutral	(2)	
Standards should not be	+1 = somewhat agree	(2)	Committee Bance
included in the General	+2 = mildly agree		Committee Range
Plan as they could be better	+3 = agree	(2)	-5 to +5
addressed in subsequent	+4 = strongly agree	(1)	
master plans.	+5 = very strongly agree	(2)	

Question #10 Comments:

- ❖ Not sure about this... Again, I think flexibility is what we need so we can adapt to market conditions and potential projects. Are there plans for future master plans? Do we anticipate overlay zones where master plans will be required?
- ❖ <u>Absolutely Disagree!</u> Without these standards, how will the residents gage the city's obligation to provide vital services? The elimination of these standards will be to the detriment of Escondido's resident's Quality of Life!
- ❖ If Quality of Life Standards are not established in the General Plan they will not be adequately addressed later.

Population and Neighborhood Character

11. Within "Smart Growth	Rankings:	Votes	Committee Average
Areas" the Quality of Life Standards could be modified to reflect the fact that taller buildings and	 -5 = very strongly disagree -4 = strongly disagree -3 = disagree -2 = mildly disagree 	(2)	+2.86
more compact development would be constructed, as long as equivalent measures for providing adequate service are incorporated.	-1 = somewhat disagree 0 = neutral +1 = somewhat agree +2 = mildly agree +3 = agree +4 = strongly agree +5 = very strongly agree	(1) (4) (1) (7)	Committee Range -5 to +5

Question #11 Comments:

- ❖ QOL standards do not normally get into the details of SGA design. Those standards are addressed in the city's Design Standards document, as well as Municipal Code and within SPA's. The City needs to improve their "adequate services" levels for today's residents while planning for tomorrow's population.
- Quality of Life Standards could be accommodated by equivalent services.

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1.	2. The <u>Library Quality of Life</u>	Rankings:	Votes	Committee Average		
	Standard pertaining to	-5 = very strongly disagree	(1)	+2.93		
	staffing needs, the number	-4 = strongly disagree				
	of volumes, and number of	-3 = disagree				
	branch libraries should be	-2 = mildly disagree				
	evaluated for possible	-1 = somewhat disagree				
	amendments to reflect	0 = neutral	(1)			
	recent changes in	+1 = somewhat agree	(1)	Committee Bonge		
	technology.	+2 = mildly agree	(1)	Committee Range -5 to +5		
		+3 = agree	(3)	-3 t0 +3		
		+4 = strongly agree	(3)			
		+5 = very strongly agree	(5)			
	1110.0			·		

Question #12 Comments:

❖ I agree that the standards should be evaluated. At the same time, I believe that any significant changes should reflect any change the American Library Association has implemented. Changes must be logical − and not implemented for the sheer purpose of lowering the standard in order to "meet the standard" (which are currently NOT being met).

Population and Neighborhood Character

Population and Neignbori	nooa Cnaracier		
13. The Parks Quality of Life	Rankings:	Votes	Committee Average
Standard establishing park	-5 = very strongly disagree	(1)	+2.80
acreage per residence	-4 = strongly disagree		
should be evaluated for	-3 = disagree	(1)	
possible amendments to	-2 = mildly disagree		
better reflect the more	-1 = somewhat disagree		
compact development	0 = neutral	(1)	
anticipated in the	+1 = somewhat agree		Committee Bonce
Downtown and "Smart	+2 = mildly agree	(1)	Committee Range
Growth Areas."	+3 = agree	(3)	-5 to +5
	+4 = strongly agree	(1)	
	+5 = very strongly agree	(7)	
l == =			

Ouestion #13 Comments:

- ❖ No but, do you mean more pocket parks? Then maybe yes.
- ❖ Park QOL standards should be evaluated. Standards for compact development should be upgraded to include more park acreage/open space − a small contribution towards a better quality of life for residents.

Population and Neighborhood Character

14. The Update should	Rankings:	Votes	Committee Average
maintain the School Quality	-5 = very strongly disagree		+3.40
of Life Standard that calls	-4 = strongly disagree		
for School Districts to	-3 = disagree		
maintain classroom space	-2 = mildly disagree		
and teacher ratios	-1 = somewhat disagree		
prescribed by state law	0 = neutral	(3)	
and/or local school board	+1 = somewhat agree		Committee Range
standards.	+2 = mildly agree	(1)	0 to +5
	+3 = agree	(2)	0 to +3
	+4 = strongly agree	(2)	
	+5 = very strongly agree	(7)	

Question #14 Comments:

- ❖ Definitely. The standards should be maintained. Unfortunately, these standards are not being met! The update should include stricter language regarding the "ability to serve" new students generated as a direct result of new residential development.
- ❖ There appears to be a serious problem here. According to information I was given, the school districts say they cannot accommodate future growth. They are already using portable classrooms. It seems that this Q of L needs to be improved.

General Plan Boundaries and Land Use

15. The Update should	Rankings:	Votes	Committee Average
discourage expanding the	-5 = very strongly disagree	(2)	-1.07
limits of the General Plan	-4 = strongly disagree		
beyond its current boundary	-3 = disagree	(3)	
and should re-examine	-2 = mildly disagree	(1)	
outlying areas that propose	-1 = somewhat disagree	(1)	
urban densities that appear to	0 = neutral	(4)	
be infeasible or have become	+1 = somewhat agree		Committee Range
inappropriate.	+2 = mildly agree	(2)	-5 to +3
	+3 = agree	(1)	-3 t0 +3
	+4 = strongly agree		
	+5 = very strongly agree		
	No Comment	(1)	

Question #15 Comments:

- ❖ I generally disagree with the first half but agree with the second half.
- ❖ I don't think the update should discourage expanding the limits. I think it should be reviewed to determine if the existing limits are practical, suitable, etc. We have to consider the growth requirements SANDAG & the State has placed on Escondido.
- ❖ There are two separate questions here: 1) The Update should discourage expanding the limits of the General Plan beyond its current boundary: mildly agree. 2) The Update should reexamine outlying areas that propose urban densities that appear to be infeasible or have become inappropriate: Disagree
- ❖ I disagree. I believe we need to be looking to expand our general plan area and we should be reexamining the outlying area for potential development.

General Plan Boundaries and Land Use

16. The Updated General Plan	Rankings:	Votes	Committee Average
should incorporate the State	-5 = very strongly disagree	(2)	+2.0
Mandated Housing Element	-4 = strongly disagree		
Update that addresses	-3 = disagree		
Escondido's housing needs	-2 = mildly disagree		
which is required to be	-1 = somewhat disagree		
completed by December	0 = neutral	(2)	
2012.	+1 = somewhat agree	(2)	Committee Range
	+2 = mildly agree		-5 to +5
	+3 = agree	(3)	-3 to +3
	+4 = strongly agree	(1)	
	+5 = very strongly agree	(5)	

Question #16 Comments:

- ❖ I think the plan should reflect the expectations. *Question:* What is the definition of "incorporate" in this circumstance (statement posed)?
- ❖ I want to see the text of this mandate.
- ❖ If it's required by the state, we should do it now.
- ❖ I don't fully understand this requirement.

General Plan Boundaries and Land Use

17. The Update should expand	Rankings:	Votes	Committee Average
the amount of employment	-5 = very strongly disagree	(2)	+1.64
lands to provide jobs for	-4 = strongly disagree		
local residents.	-3 = disagree		
	-2 = mildly disagree	(1)	
	-1 = somewhat disagree		
	0 = neutral	(1)	
	+1 = somewhat agree	(1)	Committee Range
	+2 = mildly agree		-5 to +5
	+3 = agree	(2)	-3 t0 +3
	+4 = strongly agree	(2)	
	+5 = very strongly agree	(4)	
	No Response	(1)	

Question #17 Comment:

❖ Unfortunately, I think the City has lagged to a fault. This goal is already part of the GP and has not been the focus of recent council members.

General Plan Boundaries and Land Use

18. Residential and non-	Rankings:	Votes	Committee Average
residential land uses should	-5 = very strongly disagree	(1)	+0.93
have clear provisions	-4 = strongly disagree	(1)	
regarding intensity (i.e.	-3 = disagree	(1)	
building height, lot coverage,	-2 = mildly disagree	(1)	
etc.) and capacity (i.e. water,	-1 = somewhat disagree		
sewer demand, etc.).	0 = neutral	(2)	
	+1 = somewhat agree	(1)	Committee Range
	+2 = mildly agree		-5 to +5
	+3 = agree	(6)	-3 to +3
	+4 = strongly agree	(1)	
	+5 = very strongly agree	(1)	

Question #18 Comments:

- Some of these don't seem practical.
- ❖ Zoning vs. General Plan question impact on CUP uses.
- ❖ In addition to these "clear provisions" there should be policies in place which prevent the development which do not meet the provisions of the GP.
- Again, I think we need flexibility. Perhaps we can build ranges into the general plan, but to me a General Plan should be general.

General Plan Boundaries and Land Use

19. General Plan land use	Rankings:	Votes	Committee Average
changes should be	-5 = very strongly disagree	(2)	-1.21
considered only if they	-4 = strongly disagree	(2)	
specifically address goals of	-3 = disagree	(2)	
the update.	-2 = mildly disagree		
	-1 = somewhat disagree	(2)	
	0 = neutral	(3)	
	+1 = somewhat agree		Committee Range
	+2 = mildly agree		-5 to +3
	+3 = agree	(3)	-3 to +3
	+4 = strongly agree		
	+5 = very strongly agree		
	No Response	(1)	

Question #19 Comments:

- ❖ General Plan land use changes should be considered also to keep buildout at fewer than 165,000.
- ❖ I believe that we need to take a look at the entire land use element of the general plan for inconsistencies and also for future redevelopment opportunities.
- ❖ Disagree. *Question:* Who determines if the changes are specific to the update? I would hope that these changes would be a concerted effort with a variety of voices and community input.

Municipal Facilities and Services

20. The <u>Hale Avenue Resource</u>	Rankings:	Votes	Committee Average
Recovery Facility	-5 = very strongly disagree		+3.53
(Escondido's sewer	-4 = strongly disagree		
treatment facility) and	-3 = disagree		
supporting infrastructure	-2 = mildly disagree		
must be carefully sized to	-1 = somewhat disagree		
match Escondido's planned	0 = neutral		
growth.	+1 = somewhat agree	(1)	Committee Range
	+2 = mildly agree	(1)	+1 to +5
	+3 = agree	(7)	11 to 15
	+4 = strongly agree	(1)	
	+5 = very strongly agree	(5)	

Question #20 Comments:

- ❖ Based on the population projections/expectations, it is obvious that HARRF cannot meet the needs of future development. The City acknowledged they have capacity for about 5,000 more homes.
- ❖ In addition to being carefully sized to match, planned growth must pay its fair share for the cost of any improvements to the HARRF and supporting infrastructure.
- ❖ Along with exploring other opportunities within the City with regard to treatment and reclamation.

Municipal Facilities and Services

municipal Lacinics and	JUI VICUS			
21. Sewer service boundaries	Rankings:	Votes	Committee Average	
that define the limits of	-5 = very strongly disagree		+2.21	
where sewer lines should	-4 = strongly disagree			
be extended should be	-3 = disagree	(1)		
developed as a means of	-2 = mildly disagree			
better estimating sewer	-1 = somewhat disagree			
demand.	0 = neutral	(3)		
	+1 = somewhat agree	(1)	Committee Bange	
	+2 = mildly agree		Committee Range -3 to +5	
	+3 = agree	(5)	-3 t0 +3	
	+4 = strongly agree	(2)		
	+5 = very strongly agree	(2)		
	No Response	(1)		
0				

Question #21 Comments:

- Not sure how establishing service boundaries has anything to do with measuring demand. Demand should be measured by number of units or SF or something else rather than where a service boundary lies.
- ❖ As long as it doesn't cost a great deal of money for the study/consultant.

Municipal Facilities and Services

Municipal Facilities and Services				
22. Wastewater treatment	Rankings:	Votes	Committee Average	
facilities should be	-5 = very strongly disagree		+4.40	
developed that recognize the	-4 = strongly disagree			
value of water and	-3 = disagree			
maximize its re-use.	-2 = mildly disagree			
	-1 = somewhat disagree			
	0 = neutral			
	+1 = somewhat agree		Committee Pance	
	+2 = mildly agree		Committee Range +3 to +5	
	+3 = agree	(4)	+3 t0 +3	
	+4 = strongly agree	(1)		
	+5 = very strongly agree	(10)		
O	·	-		

Question #22 Comment:

❖ Escondido is currently using only 1/3 of their allowed recycled water capabilities (mgd allowances)

Municipal Facilities and Services

23. The Update should study a	Rankings:	Votes	Committee Average
reasonable range of	-5 = very strongly disagree		+2.13
wastewater disposal options	-4 = strongly disagree		
but eliminate those with	-3 = disagree	(1)	
little potential because	-2 = mildly disagree		
since they will increase	-1 = somewhat disagree	(2)	
study costs and require	0 = neutral	(2)	
more time.	+1 = somewhat agree	(1)	Committee Range
	+2 = mildly agree		-3 to +5
	+3 = agree	(3)	-3 to +3
	+4 = strongly agree	(3)	
	+5 = very strongly agree	(3)	

Question #23 Comments:

- ❖ Any idea should only be studied until the first benchmark: is it practical? Impractical ideas should then be dropped.
- ❖ The City should study these options. However, the city should refrain from exorbitant consultant fees/studies and then be unable to finance any improvement options. Don't deplete the funds with the study and fail to act on the ultimate goal.
- ❖ I agree that we should study a reasonable range of options. I don't agree with eliminating options because we don't want to spend the time or money.

Growth Management

	Oromin Management			
Ī	24. The General Plan should	Rankings:	Votes	Committee Average
	provide the flexibility to	-5 = very strongly disagree	(3)	+0.53
	allow some development to	-4 = strongly disagree	(1)	
	proceed even though non-	-3 = disagree	(1)	
	critical deficiencies may	-2 = mildly disagree		
	exist (i.e. parkland, libraries,	-1 = somewhat disagree	(1)	
	etc.) but <u>restrict</u> development	0 = neutral		
	where there are critical	+1 = somewhat agree		Committee Range
	deficiencies (i.e. sewer,	+2 = mildly agree	(2)	-5 to +5
	water, etc.).	+3 = agree	(4)	-3 to +3
		+4 = strongly agree		
		+5 = very strongly agree	(3)	
- 1				

Question #24 Comments:

- ❖ I like the idea of providing flexibility. I don't like the idea of cart blanch restricting because of deficiencies. Deficiencies can be generated by tweaking various factors and inputs. We need flexibility.
- ❖ Absolutely NOT! That is currently happening. Historically, our schools & students have been forced into over-crowded conditions.

Growth Management

25. Water conservation	Rankings:	Votes	Committee Average
measures should be	-5 = very strongly disagree	(3)	-0.33
incorporated so that no	-4 = strongly disagree		
additional water will be	-3 = disagree	(3)	
required to serve future	-2 = mildly disagree		
growth beyond what is	-1 = somewhat disagree	(2)	
needed in Escondido's	0 = neutral	(1)	
current General Plan	+1 = somewhat agree	(1)	Committee Range
buildout.	+2 = mildly agree	(1)	-5 to +5
	+3 = agree		-3 10 +3
	+4 = strongly agree	(2)	
	+5 = very strongly agree	(2)	

Question #25 Comments:

- ❖ Conservation should mean re-use of water so that no net increase of raw water is required.
- ❖ Water conservation measures should be incorporated in the General Plan, but should not be foisted on new development nor used as a growth control tool.
- ❖ That doesn't make sense considering our population will exceed "current GP buildout". Unless the City adopts the same population limits as is currently reflected in the GP, we will be forced to provide water for additional growth this proposition could be detrimental to the business/development community. The question is too broad and doesn't reflect relevant factors.
- ❖ I agree that water conservation measures should be incorporated. I do not believe that we should utilize water conservation to hamper future growth and or our fair share of growth.

❖ I don't know how to answer this. I agree that water conservation measures need to be incorporated but at the same time there is an equally strong need for curtailment of building permits.

Sustainability

26. Policies that require	Rankings:	Votes	Committee Average
developments to focuses on	-5 = very strongly disagree		+3.47
energy efficiency, renewable	-4 = strongly disagree		
power, reducing waste	-3 = disagree	(1)	
generation, and re-recycling	-2 = mildly disagree		
(i.e. green sustainable	-1 = somewhat disagree		
planning and building	0 = neutral		
policies) should be included	+1 = somewhat agree	(1)	Committee Range
in the Update.	+2 = mildly agree		-3 to +5
	+3 = agree	(5)	-3 10 +3
	+4 = strongly agree	(1)	
	+5 = very strongly agree	(7)	

Question #26 Comments:

- ❖ Policies should be included. We would do well with the voice of experts in these areas.
- ❖ I agree with this approach, but I don't think it should be mandatory. Perhaps we can incentivize with fee rebates or some other trade-off.
- * We should favor but not require.
- ❖ In addition to policies described in this statement, there should also be a policy which does not allow a developer to be relieved of adhering to standards because he adds "green" aspects to the development.

Proposition "S"

	1 Toposition B	T		,
	27. Proposition "S"	Rankings:	Votes	Committee Average
	provisions that require	-5 = very strongly disagree	(3)	+0.80
	voter approval for	-4 = strongly disagree		
	amending the General	-3 = disagree	(1)	
	Plan should be eliminated	-2 = mildly disagree	(1)	
	in its entirety.	-1 = somewhat disagree		
		0 = neutral	(2)	
		+1 = somewhat agree	(1)	Committee Bance
		+2 = mildly agree	(1)	Committee Range
		+3 = agree		-5 to +5
		+4 = strongly agree	(1)	
		+5 = very strongly agree	(5)	
ı				

Question #27 Comments:

- This is not the appropriate forum to incorporate a review and or modification of Proposition "S."
- ❖ Proposition S should be reviewed sometime in the future, but not as part of this Update.
- ❖ ABSOLUTELY NOT. It is offensive to suggest eliminating a measure, which the citizens of Escondido voted to adopt. It is well-known that the current Council majority is opposed to Proposition S. It is nearly impossible to believe that the Proposition would be reflected in it's true light versus being skewed as a negative measure. Proposition S re-adopted and re-affirmed specific land use policies (Section II, GP) and gave voters the voice to reject development which had the potential to negatively impact the QOL of existing residents. It affords average residents the opportunity to reject proposals that a Developer-Friendly Council typically favors.
- ❖ Ballot box voting is ineffective- I've seen the results and don't like them. We need the ability to change the general plan to be competitive with other cities. Prop S has hampered our ability to make sound planning decisions.
- ❖ If this was done, there would not be voter approval for the update.

Mobility

Modilly			
28. Long term Transit District	Rankings:	Votes	Committee Average
plans call for extending the	-5 = very strongly disagree	(1)	+2.5
current light rail service	-4 = strongly disagree		
from the Transit Center to	-3 = disagree		
Westfield Shopping Town.	-2 = mildly disagree		
This should be factored in	-1 = somewhat disagree		
the General Plan Update.	0 = neutral	(1)	
_	+1 = somewhat agree	(3)	Committee Done
	+2 = mildly agree		Committee Range
	+3 = agree	(3)	-5 to +5
	+4 = strongly agree	(2)	
	+5 = very strongly agree	(4)	
	No response	(1)	
Question #28 Comment:	•		

❖ This should be funded with Westfield.

Mobility

Modiliy			
29. The General Plan Update	Rankings:	Votes	Committee Average
should monitor state and	-5 = very strongly disagree	(1)	+1.07
local efforts to implement	-4 = strongly disagree		
high speed rail service in	-3 = disagree	(3)	
Escondido but defer land	-2 = mildly disagree	(1)	
use changes until definitive	-1 = somewhat disagree		
plans exist.	0 = neutral	(1)	
	+1 = somewhat agree	(2)	Committee Bonge
	+2 = mildly agree		Committee Range -5 to +5
	+3 = agree	(2)	-3 t0 +3
	+4 = strongly agree	(1)	
	+5 = very strongly agree	(4)	

Question 29 Comments:

- ❖ I believe that we should monitor and to the extent known, we should build something into our general plan now. We also need to have the ability to change and adapt in the futureanother reason to get rid of Prop S.
- * Escondido should not defer land use changes. Perhaps, the City should designate an underlying zone designation for these likely plots of land.
- ❖ We should direct the path of high speed rail to the extent we can by land use planning.

Mobility

30. The Update should evaluate	Rankings:	Votes	Committee Average
Circulation Element Streets	-5 = very strongly disagree	(1)	-0.21
and downgrade certain	-4 = strongly disagree	(2)	
roadways which would	-3 = disagree	(2)	
avoid widening them in	-2 = mildly disagree		
areas where conditions	-1 = somewhat disagree		
warrant reclassification.	0 = neutral	(4)	
	+1 = somewhat agree	(1)	Committee Bonce
	+2 = mildly agree	(2)	Committee Range -5 to +4
	+3 = agree	(1)	-3 10 +4
	+4 = strongly agree	(2)	
	+5 = very strongly agree		
	No Response	(1)	

Question #30 Comments:

- ❖ It should also look at increasing certain roadway widths to accommodate the additional "smart growth" areas.
- ❖ If reclassification of Circulation Element Streets is warranted, whether as a downgrade or upgrade, it could be considered.
- ❖ What about upgrading them where conditions warrant reclassification?
- ❖ That's already happening to the dismay of many residents! Nobody likes waiting in traffic. This kind of mindset does nothing for our "Green" Efforts!

Parks & Open Space

_ i and a open space			
31. The Update should	Rankings:	Votes	Committee Average
incorporate region-wide	-5 = very strongly disagree	;	+1.67
habitat planning efforts that	-4 = strongly disagree		
contribute to the	-3 = disagree	(1)	
maintenance of biodiversity	-2 = mildly disagree		
and ecosystem health while	-1 = somewhat disagree	(1)	
maintaining quality of life	0 = neutral	(5)	
and economic growth	+1 = somewhat agree	(1)	Committee Range
opportunities.	+2 = mildly agree		-3 to +5
	+3 = agree	(3)	-5 to +5
	+4 = strongly agree	(1)	
	+5 = very strongly agree	(3)	

Ouestion #31 Comments:

- ❖ Yes, these efforts should be incorporated AND then acted upon!
- ❖ I'm not sure what this really means. Let's make sure Escondido gets taken care of first.
- ❖ We should coordinate our efforts with the regional plan, but given the history of that effort, we should not put our community planning at jeopardy.
- ❖ The Update should absolutely consider regional planning efforts, but should not be held hostage by them.

Parks & Open Space

32. The Update should address	Rankings:	Votes	Committee Average	
passive and active	-5 = very strongly disagree		+3.50	
recreational facility needs	-4 = strongly disagree			
in the Downtown area in an	-3 = disagree			
efficient and sustainable	-2 = mildly disagree			
manner to respond to the	-1 = somewhat disagree			
changing needs of the	0 = neutral	(1)		
community.	+1 = somewhat agree	(1)	Committee Range	
	+2 = mildly agree	(1)	+0 to +5	
	+3 = agree	(3)		
	+4 = strongly agree	(3)		
	+5 = very strongly agree	(5)		
	No response	(1)		
Question #32 Comment:				

Question #32 Comment:

❖ As well, the update should address the same throughout the City. The Westside is lacking passive & active recreational facilities – they are still waiting for their neighborhood park (which has been once again delayed).

Citizen's Committee General Comments:

- ❖ Many of these questions require either more information to be answered. It is my hope the task force will have the opportunity to discuss and modify many of these positions from the statements we see here.
- I do not intend to sound negative or harsh. I am trying to state what I know and what I believe. I am excited to hear the other voices and staff about the changes and such this update will experience. I appreciate the hard work of city staff and council members. Looking forward to our meetings and hope there will be many!
- Please consider having the members of this committee, as a group, tour the City on the North, South, East and West. The purpose would be to see all the areas in our City that need improvement. If the City chooses the "Downtown" to be the center of the Universe, as least we may be able to understand that we need all of our areas to be in the best of shape, we are all part of the whole.
- ❖ My ranking of "0" generally means I need more information before I form an opinion.
- The possibility of a stadium being built in Escondido could change the current approach to a General Plan.

ATTACHMENT 2

Discussion Topics for Committee Discussion

Long Term Population Needs

- 1. The General Plan Update should plan for at least Escondido's fair share, and possibly more, of the regional growth that is forecasted for 2050.
- 2. Any forecasted growth that can't be accommodated in the Downtown should be directed to prioritized Smart Growth Areas rather than studying all Smart Growth Areas, increasing the density of land use categories on a citywide basis (i.e. changing Suburban (3.3 du/ac) to Urban 1 (6.3du/ac.), or expanding the boundaries of the General Plan.

General Plan Boundaries and Land Use

- 3. Lands suitable for the creation of new employment areas should be studied as Part of the Update even to the extent they involve changing residential land to an employment category.
- 4. Rather than designating new commercial areas (such as along I-15 or in the area of Bear Valley and San Pasqual), the General Plan should continue policies of reinforcing existing commercial areas.

Municipal Services and Growth Management Policies

- 5. The General Plan's growth management system should ensure minimum service levels are maintained but provide for some level of development to proceed even to the extent that some, non-critical, infrastructure deficiencies exist.
- 6. In light of the issues with long-term water supply, the General Plan Update should establish some water use parameters to constrain planning efforts. One example would be to stay within the water use projections of the current General Plan.
- 7. Existing Quality of Life Standards should be modified to ensure they address forecasted needs.
- 8. Proposition "S" should be eliminated in its entirety as a part of this process.

Escondido's Circulation and Mobility Needs

- 9. The extension of rail to the Westfield's Shopping Town should be studied for inclusion in the Circulation Element.
- 10. Land Use changes around the potential High Speed Rail should be deferred until more details are known.

ATTACHMENT 3

Opportunity to Provide Written Comments and Rating of Committee Discussion Points

This is the second survey to be distributed to Committee Rank your support for each consideration Members. It is intended to ensure that Committee members -5 = very strongly disagree have an adequate opportunity to communicate their thoughts -4 = strongly disagree and positions on each discussion item. -3 = disagree-2 = mildly disagree -1 = somewhat disagree 0 = neutral+1 = somewhat agree+2 = mildly agree+3 = agree+4 = strongly agree+5 = very strongly agree**Long Term Population Needs** 1. The General Plan Update should plan for at least -5 -4 -3 -2 -1 0 +1 +2 +3 +4 +5 Escondido's fair share, and possibly more, of the regional growth that is forecasted for 2050. 2. Any forecasted growth that can't be accommodated in the Downtown should be directed to prioritized Smart Growth Areas rather than studying all Smart Growth Areas, -5 -4 -3 -2 -1 0 +1 +2 +3 +4 +5 increasing the density of land use categories on a citywide basis (i.e. changing Suburban (3.3 du/ac) to Urban 1 (6.3du/ac.), or expanding the boundaries of the General Plan. **General Plan Boundaries and Land Use** 3. Lands suitable for the creation of new employment areas should be studied as Part of the Update even to the extent they -5 -4 -3 -2 -1 0 +1 +2 +3 +4 +5 involve changing residential land to an employment category. 4. Rather than designating new commercial areas (such as along I-15 or in the area of Bear Valley and San Pasqual), -5 -4 -3 -2 -1 0 +1 +2 +3 +4 +5 the General Plan should continue policies of reinforcing existing commercial areas. **Municipal Services and Growth Management Policies** 5. The General Plan's growth management system should ensure minimum service levels are maintained but provide -5 -4 -3 -2 -1 0 +1 +2 +3 +4 +5 for some level of development to proceed even to the extent that some, non-critical, infrastructure deficiencies exist.

6. In light of the issues with long-term water supply, the General Plan Update should establish some water use parameters to constrain planning efforts. One example would be to stay within the water use projections of the current General Plan.	-5 -4 -3 -2 -1 0 +1 +2 +3 +4 +5		
7. Existing Quality of Life Standards should be modified to ensure they address forecasted needs.	-5 -4 -3 -2 -1 0 +1 +2 +3 +4 +5		
8. Proposition "S" should be eliminated in its entirety as a part of this process.	-5 -4 -3 -2 -1 0 +1 +2 +3 +4 +5		
Escondido's Circulation and Mobility Needs			
9. The extension of rail to the Westfield's Shopping Town should be studied for inclusion in the Circulation Element.	-5 -4 -3 -2 -1 0 +1 +2 +3 +4 +5		
10. Land Use changes around the potential High Speed Rail should be deferred until more details are known.	-5 -4 -3 -2 -1 0 +1 +2 +3 +4 +5		

Comments: