

CITY OF ESCONDIDO

General Plan Update

(December 17, 2008)



Tonight's Workshop Goals

- Obtain Council concurrence on the Public Participation process and next steps
- Discuss possible timeframes for completion
- Provide opportunity for discussion, questions, and Council direction.



Existing Council Direction

- Begin ongoing public process (January)
- Provide for a Focused GP Revision
- Use in-house staff, limited consultant role
- Coordinate with Long Range Utility Plans
- Earliest General Election Possible
- Committee ? Steering, Ad Hoc, monthly reports to Council



General Plan Review: Goals

- Maximize public input
- Create 2030+ Vision (goals and policies)
- Reflect changed conditions: legal, land use etc.
- Coordinate with updated regional plans
- Include an Economic Development Element
- Incorporate Green Policies



Public Outreach Goals

- Provide all segments of the population the opportunity to comment
- Focus discussion on areas where meaningful options exist
- Include low-tech comment options in addition to e-mail
- Provide assistance for language barriers



Potential General Plan Focus

- Economic Development
 - Job / Business Growth
 - Raising Median Income
- Focus on “core” areas
- Green goals and programs
- Q.O.L. Standards
- New Specific Plan Areas
 - HWY 78 / CCP



Opportunities for Public Input

- General Plan Update webpage
- Visioning Workshops
- Staff Outreach Presentations
- Environmental Review Process
- Public Hearings



Timeframe Considerations

- Draft GP needed prior to EIR
- EIR minimum 7-9 months
- GP & EIR review must include other concerned agencies
- Final Approvals needed 3 months before the election
- Next General Elections:
 - June and November of 2010 & 2012



Costs

- Use of in-house staff greatly reduces costs
- Consultants still needed for traffic, noise, air quality, geology, etc.
- EIR Costs



(Example of presentation for a public workshop)

City of Escondido

General Plan Review

Public Workshop



What is a “General Plan?”

- It is a blueprint for development throughout the community
- It addresses all aspects of development: housing, traffic, resources, open space, safety, land use and public facilities



General Plan Legal Requirements

- State Government Code:
 - General Plans must include a comprehensive, long-term plan for the physical development of the City and related planning area



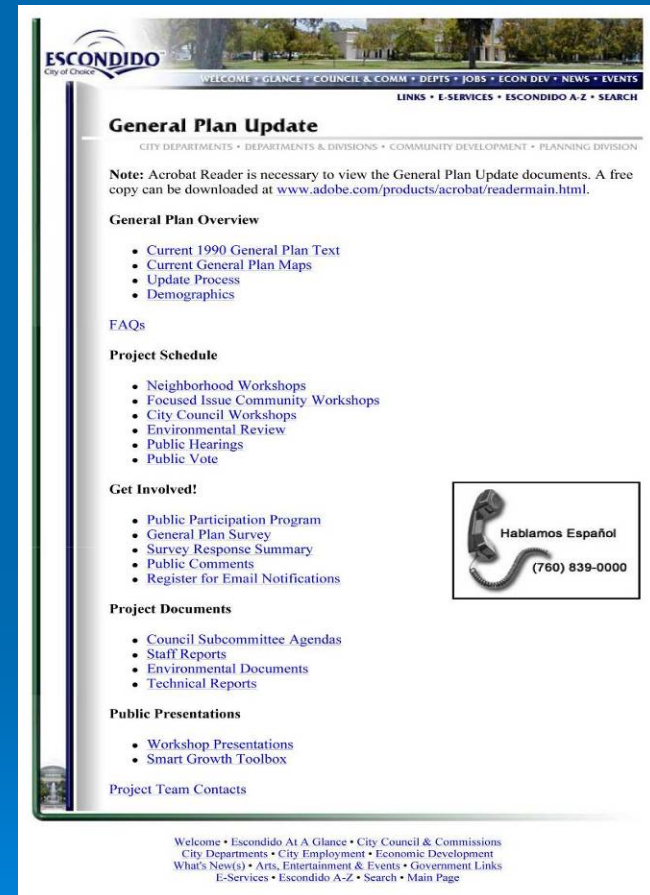
Why is the City undertaking a General Plan review now ?

- The last major update for the General Plan was 1990
- Communities are constantly changing.
- A new plan is needed to address the future of the City to the year 2030.
- The plan needs input and review by those affected the most, the citizens.



Opportunities for Public Input

- General Plan Update webpage
- Visioning Workshops
- Staff Presentations
- Environmental Review Process
- Public Hearings



The screenshot shows the Escondido City website's "General Plan Update" page. The page header includes the Escondido logo and navigation links: WELCOME, A GLANCE, COUNCIL & COMM, DEPTS, JOBS, ECON DEV, NEWS, EVENTS, LINKS, E-SERVICES, ESCONDIDO A-Z, and SEARCH. The main content area is titled "General Plan Update" and includes a note about Acrobat Reader, a "General Plan Overview" with links to the 1990 text, maps, update process, and demographics, "FAQs", a "Project Schedule" listing various workshops and hearings, a "Get Involved!" section with links to participation programs, surveys, and email registration, "Project Documents" like council agendas and reports, "Public Presentations" such as workshop presentations, and "Project Team Contacts". A "Hablaamos Español" phone icon with the number (760) 839-0000 is also present. The footer contains a comprehensive list of website navigation options.

Questions to Consider



Assets

- What do you consider to be Escondido's most important assets that should be preserved / enhanced for the future?



Challenges

- What do you think represent the most significant challenges for the City's future?



Perceptions

- If you had to select three phrases, which describe Escondido, of which you are proud, which three would you select?



Quality of Life

- What do you think are the most important features that could enhance the quality of life in Escondido?



Public Services

- Should we maintain the existing level of city services?
- What new or expanded services would you suggest?
- What services should be reduced or eliminated?



Future Growth

- Should future population growth be accommodated in specific areas other than the Downtown and Escondido Boulevard?



Economic Development

- What specific types of businesses and jobs should Escondido attract and retain?
- What should Escondido's role be in the regional economy?



Sustainability

- How should Escondido respond to State and Regional efforts to reduce greenhouse gas emissions and create a sustainable environment?



Sense of Community

- How can we enhance the sense of neighborhood and community in our City?



Next Steps

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



Discussion

