

GENERAL PLAN UPDATE WORKSHOP

Item #G.1

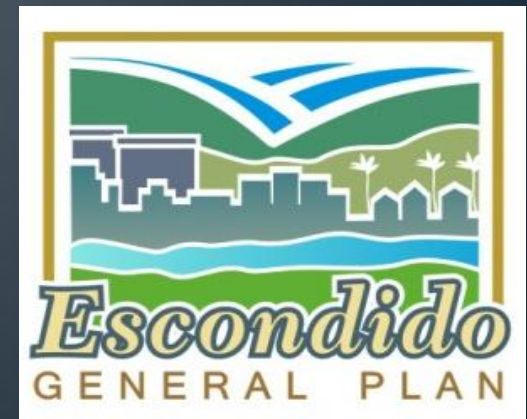
Planning Commission

January 24, 2012

Case No.: PHG 09-0020, PHG 10-0016

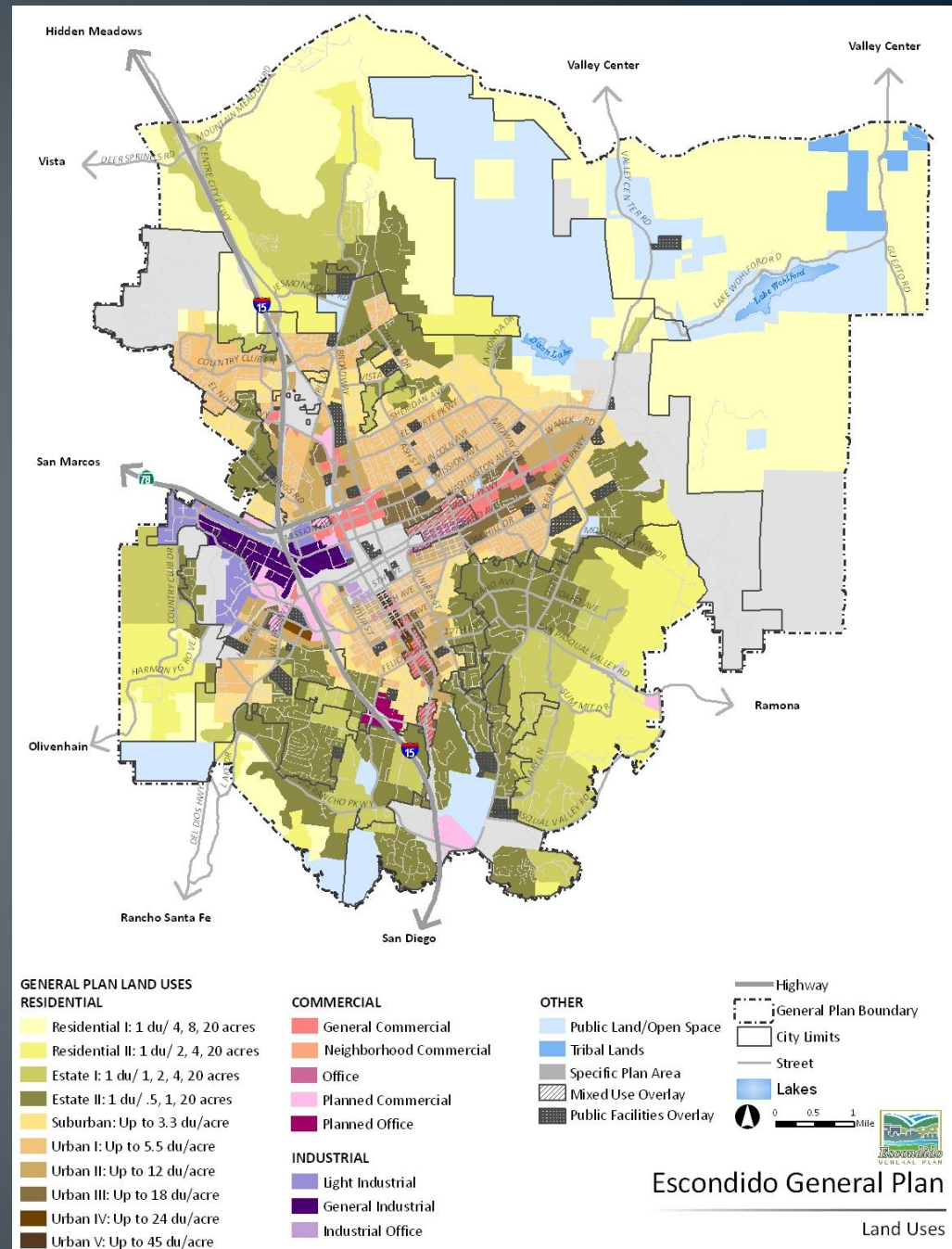
WORKSHOP GOALS

- Review information pertaining to:
 - Draft General Plan
 - Draft Downtown Specific Plan
 - Draft Climate Action Plan
 - Draft Environmental Impact Report
- Solicit Public Testimony
- Forward Commission Comments to City Council
- Discuss Format for Project Approval Process



Draft General Plan

- 2035 Planning Horizon
- Reorganizes Elements; adds two new Elements
- Refines QOL Standards
- Includes FAR thresholds for non-residential and mixed use
- Introduces New Land Use designations
- Incorporates Smart Growth Principles
- Establishes Opportunity Areas



Draft General Plan

- New Elements:
 - Community Health and Services – Establishes policies that influence good land use planning to enhance community health and welfare.
 - Economic Prosperity – Establishes policies that promote the long-term viability of the local economy.

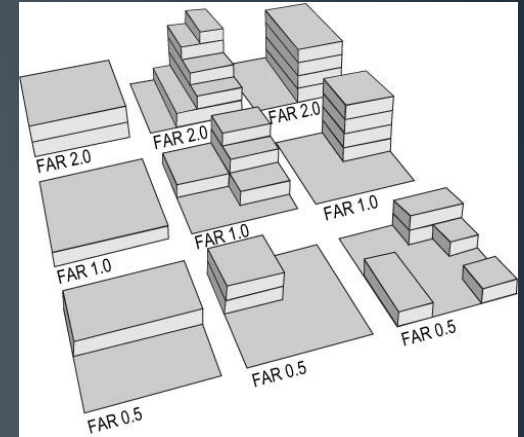


Draft General Plan

- Quality of Life Standards:
 - Traffic and Transportation – Establishes LOS “D” as threshold for implementing mitigation to reflect traffic modeling standards
 - Parks System – Prioritizes Grape Day Park expansion north of Woodward Avenue
 - Library Service – Establishes two (2) collection items per capita and prioritizes expansion of technology to disseminate information
 - Air Quality – Establishes CAP with measures for reducing greenhouse gas emissions
 - Water System – Establishes 540 gpd capacity to reflect conservation mandates

Draft General Plan

- FAR:
 - Thresholds of 0.35 – 3.0 proposed for non-residential and mixed use designations
- New Land Use Designations:
 - UV (Urban V multi-family; up to 45 du/acre)
 - P (Parks and Open Space)
 - PO (Planned Office)
 - TL (Tribal Lands)
 - Overlay Areas:
 - a) mixed use residential nodes
 - b) public facilities



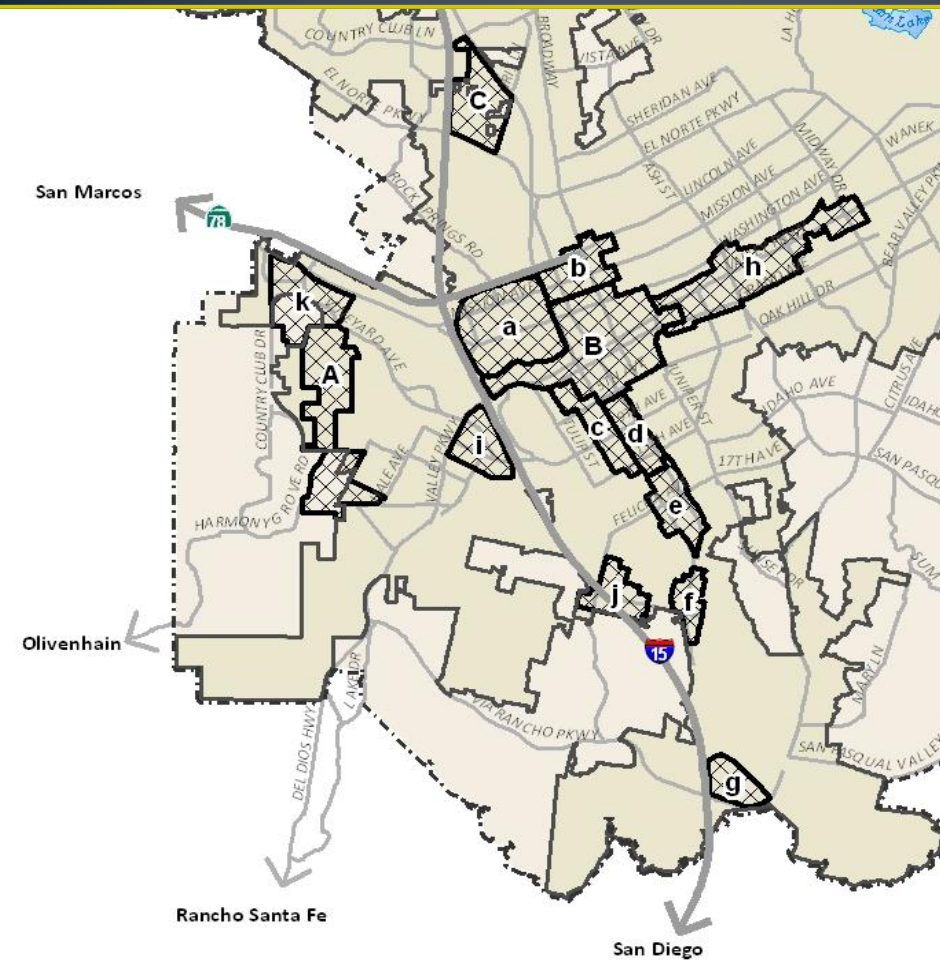
Draft General Plan

- Local Smart Growth Strategy – Capitalize on Escondido's infrastructure investment by:
 - Preserving and enhancing single family development patterns in established neighborhoods;
 - Maintaining residential densities in outlying areas to accommodate growth; and,
 - Guiding additional employment and residential growth toward downtown and urbanized sectors along key transportation corridors.



Draft General Plan

- Opportunity Areas:
 - Expands employment acreage
 - Intensifies employment lands
 - Identifies East Valley Parkway for educational/job training land uses
 - Establishes mixed-use residential nodes



Target Areas

- Downtown Transit Station
- Hwy 76/ Broadway
- S. Quince Street
- S. Escondido Blvd/ Centre City Pkwy
- S. Escondido Blvd/ Felicitita Ave
- Centre City Pkwy/Brotherton Rd
- Westfield Shoppingtown
- East Valley Parkway
- Promenade Retail Center & Vicinity
- Felicitita Corporate Office
- Nordahl Road Transit Station

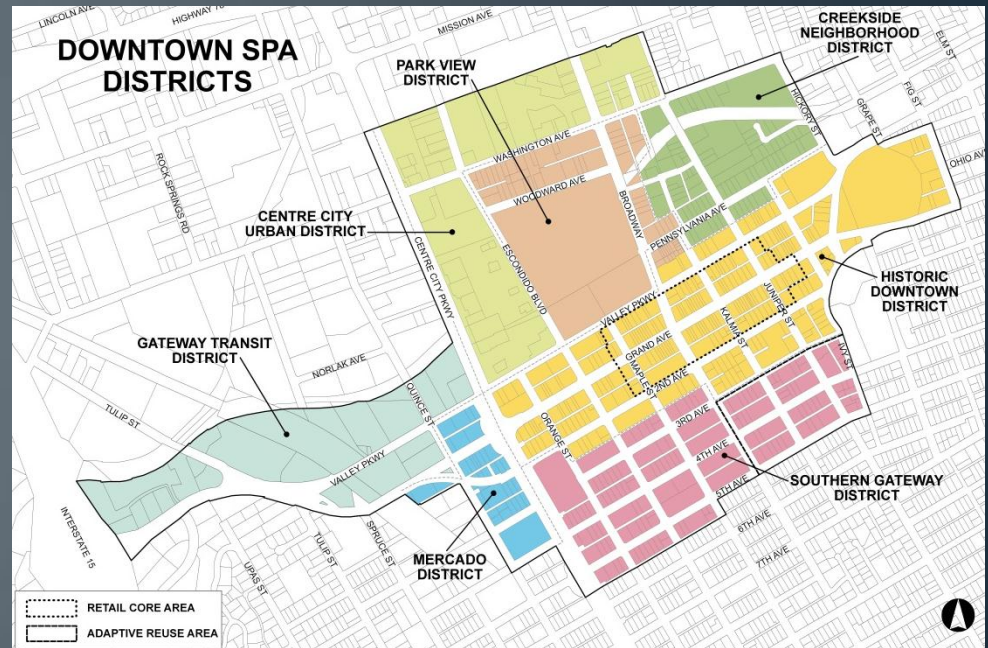
Specific Planning Areas

- Escondido Research Technology Center SPA #8
- Downtown SPA #9
- Imperial Oakes Corporate Center SPA #13

 Opportunity Areas

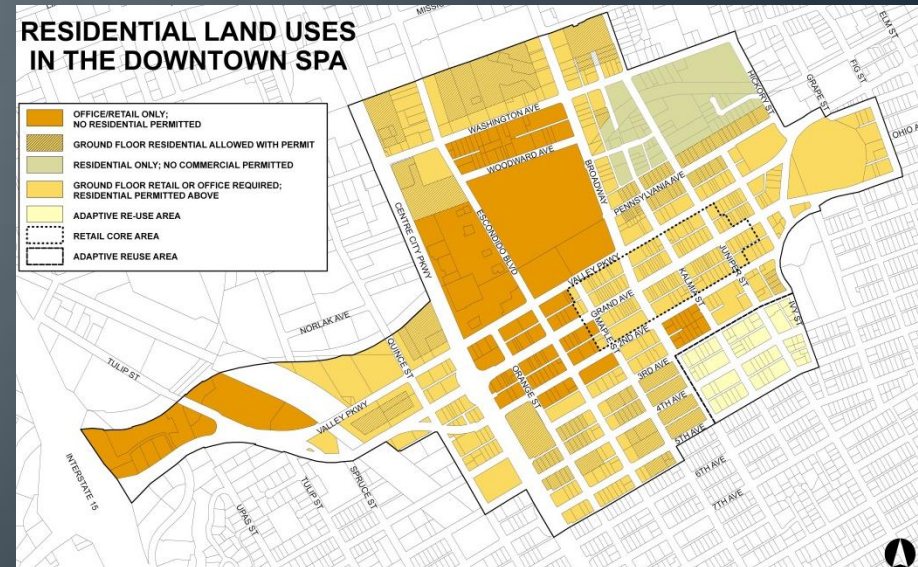
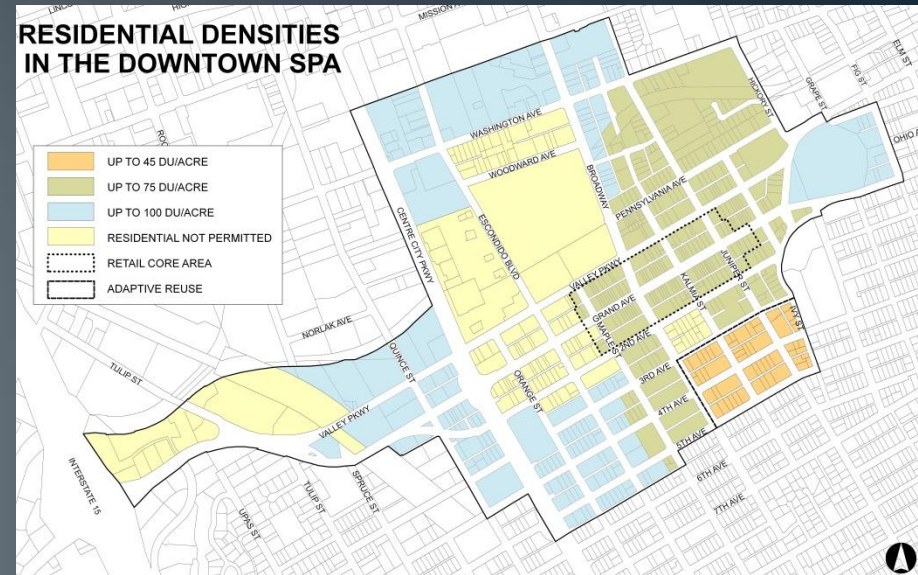
Draft Downtown Specific Plan

- Expands SPA boundaries
- Increases build-out by 3,275 units (5,275 capacity)
- Establishes residential locations, building heights, setbacks, and intensities
- Includes Complete Streets Policies
- Identifies LOS “E” as threshold determining significance for mitigation
- “Clean-up” edits (remove DRB, etc.) and minor amendments (includes wine/beer tasting establishments)



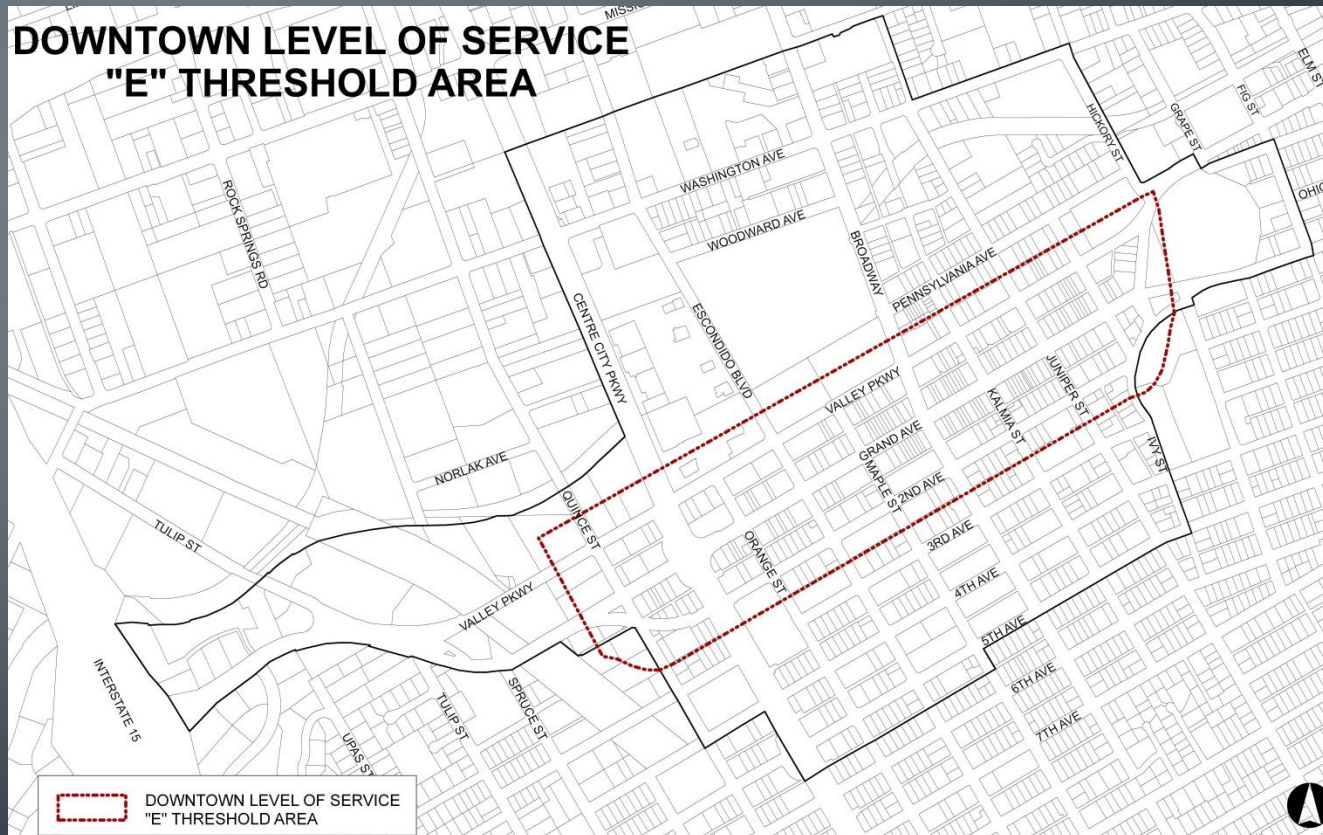
Draft Downtown Specific Plan

- Mixed-use orientation
- Higher intensities focused near Grape Day Park, PPH and transit facilities



Draft Downtown Specific Plan

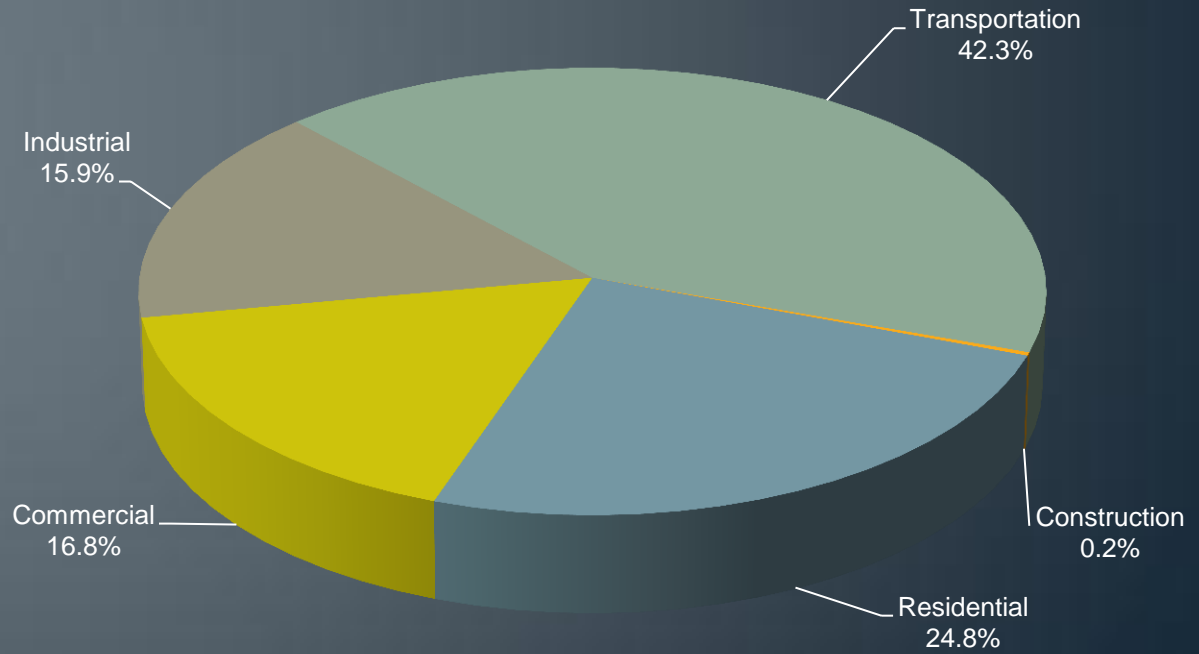
- LOS “E” as threshold determining significance for mitigation is consistent with traffic engineering standards in “downtown” urban environments.



Draft Climate Action Plan (E-CAP)

- Assembly Bill 32 mandates:
 - GHG emissions reductions to 1990 levels by 2020.
 - 1990 emissions reduction target = 20% below projected 2020 emissions (this is achievable with current technology).
 - GHG emissions reductions to 80% below 1990 levels by 2050 (this requires undeveloped technology).

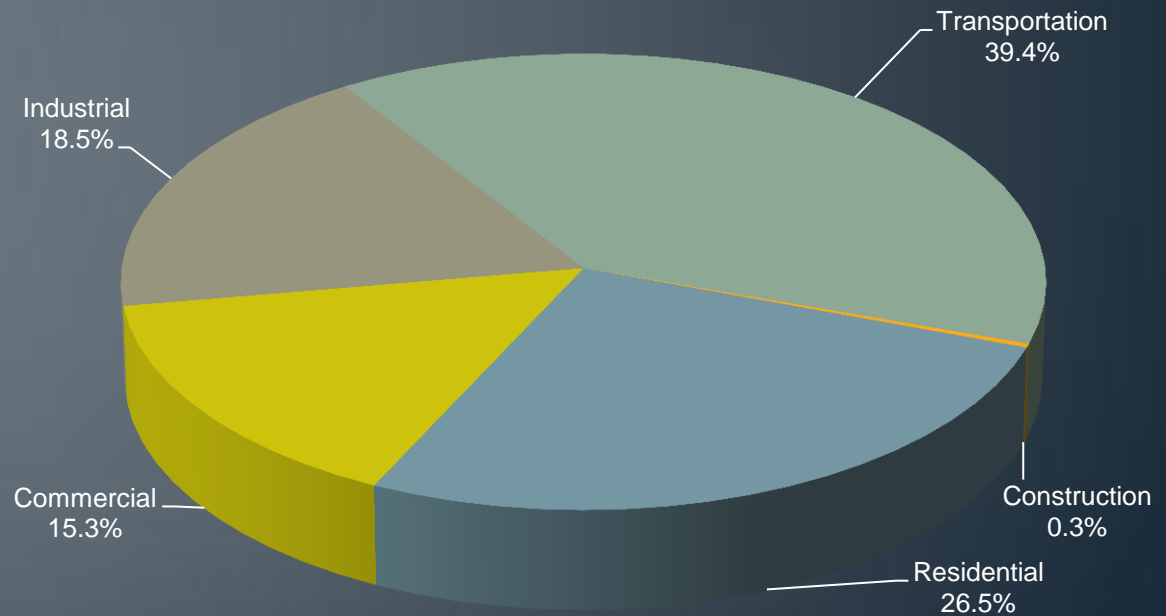
Projected 2020 GHG Emissions by Land Use
= 992,583 Metric Tons



Draft Climate Action Plan (E-CAP)

- Draft E-CAP:
 - Majority of GHG emissions reductions to meet 2020 target can be accomplished through adopted statewide measures.
 - Additional local reductions measures are required to achieve 5.2% shortfall (this is achievable with current technology).
 - Phase II of E-CAP will establish screening tables allowing developers to select their preferred GHG reduction measures from a “cafeteria style” program

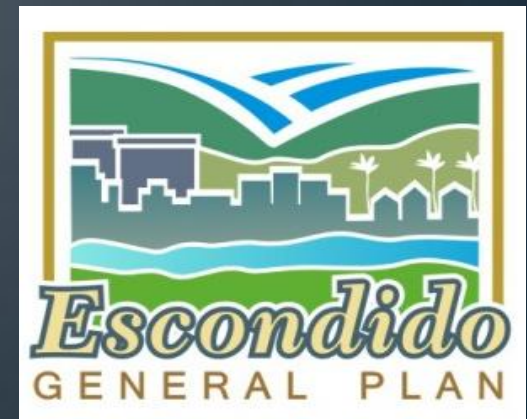
Reduced 2020 GHG Emissions by Land Use
= 788,127 Metric Tons



Draft Environmental Impact Report

- Analyzes Draft General Plan, Draft Downtown Specific Plan, and Draft Climate Action Plan; including alternatives
- Identifies Impacts and Mitigation Measures
 - Less Than Significant Impacts:
 - Aesthetics, Agricultural Resources, Cultural Resources, Geology and Soils, Greenhouse Gas Emissions, Hazards and Hazardous Materials, Hydrology and Water Quality, Land Use, Mineral Resources, Public Services, Recreation
 - Significant and Unavoidable Impacts:*

* Statement of Overriding Findings required



Anticipated Schedule

- Feb. 2012 - Conclude 45-day public review
- Mar. 2012 - Final EIR completion
- May 2012 - Commission Hearings
- July 2012 - City Council Hearings
- Aug. 2012 - Transmit to County Clerk for November 6, 2012 election



Recommendation

- Solicit public input
- Consider additional meetings to conduct Public Hearings
- Consider format for documents approvals:
 - Separate meetings to consider General Plan, E-CAP, and Downtown Specific Plan, EIR Certification
 - Separate review / approval of GP Elements
 - Single meeting to consider documents
- Forward comments to City Council

