

Community Alliance For Escondido (CAFÉ) Forum
East Valley Parkway Community Center Vineyard Room
January 29, 2010



**FOLLOWING ARE COMMENTS ON THE GENERAL PLAN UPDATE RECEIVED
AT THE COMMUNITY ALLIANCE FOR ESCONDIDO (CAFÉ) FORUM**

Comments regarding city identity / appearance/ vision / goals:

1. Public facilities should be prioritized for beautification to attract visitors, as well as prioritize shuttering facilities in times of economic crisis to minimize impact on residents.
2. More focus is needed for addressing trash, graffiti, and neighborhood appearance efforts.
3. Building placement, lighting, landscaping need to be considered for improving pedestrian environment and making neighborhoods feel more safe.
4. Public transit is crucial, and it must be pedestrian friendly and safe to encourage ridership.
5. Support expressed for urban-style “smart growth” projects such as City Square; but they must be developed with pedestrian scale in mind.
6. Escondido needs high quality businesses in the community that provides good jobs.
7. Downtown needs to provide more parking that is free on a longer basis (current limitations are deterring businesses from staying in downtown).
8. There are too many alcohol-related businesses on East Valley Parkway

Comments regarding community facilities and services:

1. More low- or no-cost youth-oriented programs and activities are needed. These were cited as a deterrent of crime and graffiti.
2. Recreational facilities in East Escondido seem to be lacking; more attention is needed.
3. Need programs to get kids out of their homes and involved with their community in a healthy, productive manner.
4. Concern expressed about closing parks and impacts it will have on youth-oriented facilities.
5. Work closer with schools to provide support programs for the youth.
6. Public restrooms should be provided (San Jose example cited).

Comments regarding community programs and outreach efforts

1. Support for more community outreach to solicit citizen input. Favorable comments received regarding Grove Park’s involvement of area residents in designing the facility.
2. Need better communication and collaboration between the City and Not-For-Profit agencies.
3. Suggestions for a “Walkability Audit” that gauges the community’s pedestrian-friendly facilities and provides a venue for making improvements.