
Escondido

Chamber of Commerce

February 11, 2010

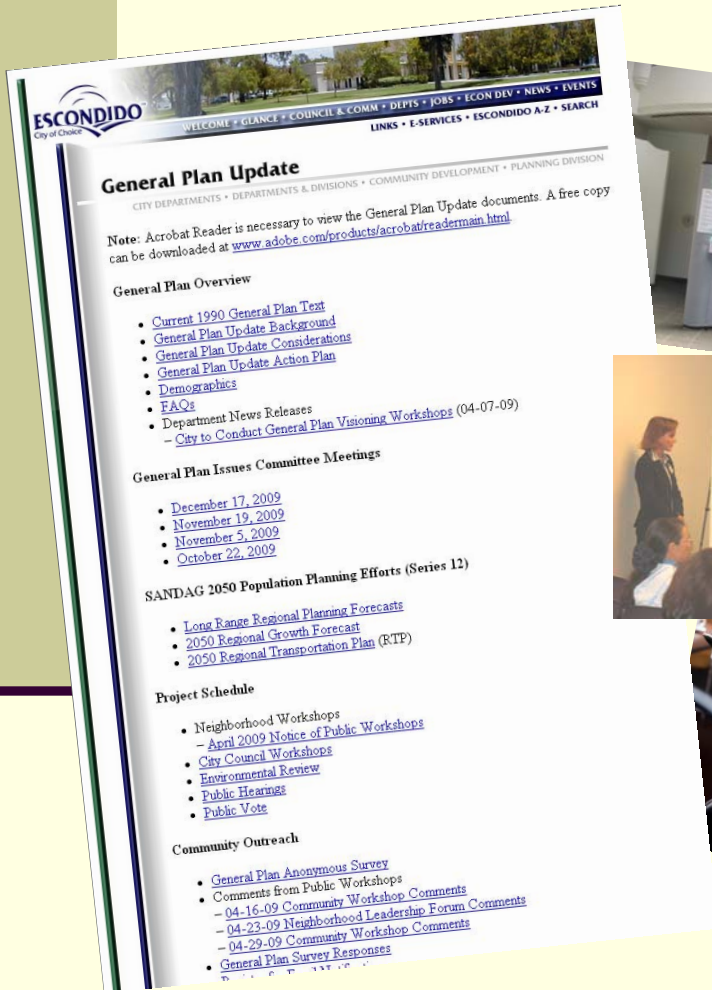
GENERAL PLAN UPDATE

Jay Petrek, AICP
Principal Planner

www.escondido.org/gp-update

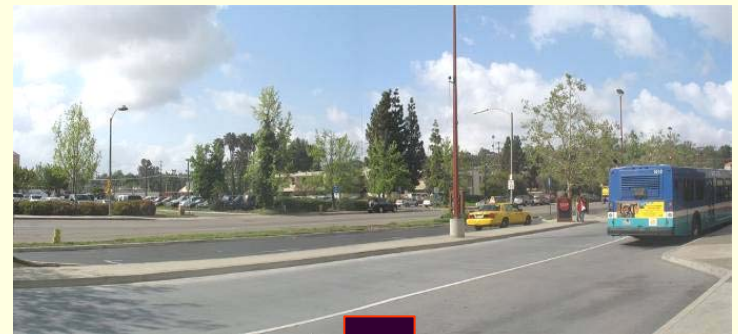
Summary of Efforts

- Community Meetings
- Street Fair Booth
- News Articles
- City Hall Display
- Public Survey
- Web Site
- Student Input
- Issues Committee



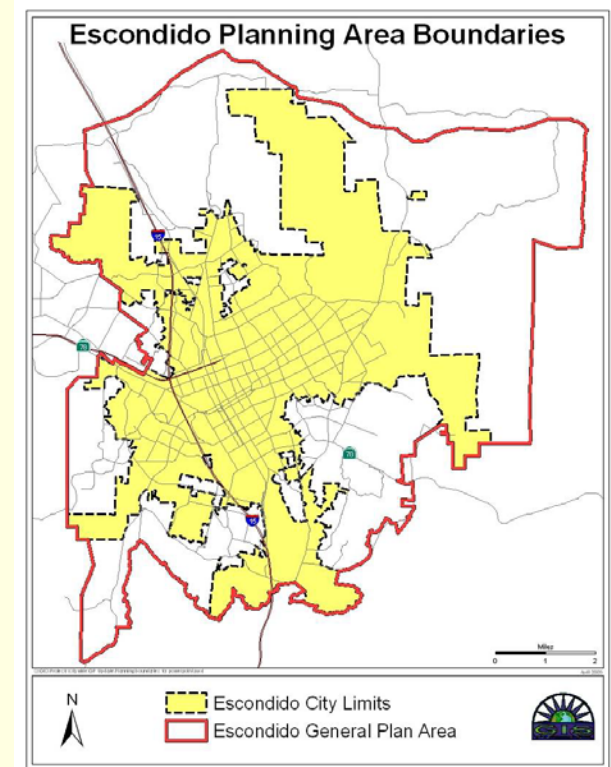
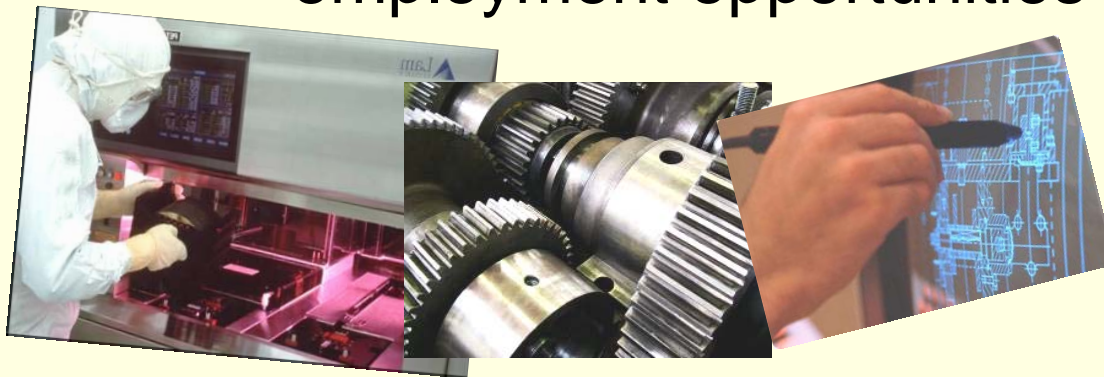
Committee Recommendations

- Long Term Population Needs
 - Incorporate land uses to reflect the community's vision rather than to meet a prescribed buildout population
 - Target Smart Growth Areas for planned growth rather than increasing densities elsewhere
 - Certain Smart Growth Areas may be prioritized and/or eliminated after analysis
 - Don't link potential density reductions to density increases elsewhere



Committee Recommendations (continued)

- General Plan Boundaries and Land Use
 - No major changes to boundaries
 - Increase employment land areas without tying them to any percentage of population or overall land use
 - Identify and evaluate full range of feasible areas for employment opportunities



Committee Recommendations (continued)

■ Municipal Services

- Retain QOL Standards in the General Plan
- Maintain current Fire, Police, Wastewater, and School QOL standards as adopted
- Modify Economic, Water, Air Quality, Parks, Circulation, and Open Space standards

■ Growth Management

- Replace current Growth Management provisions with a more workable solution
- Plan for community's water needs based on desired buildout vision



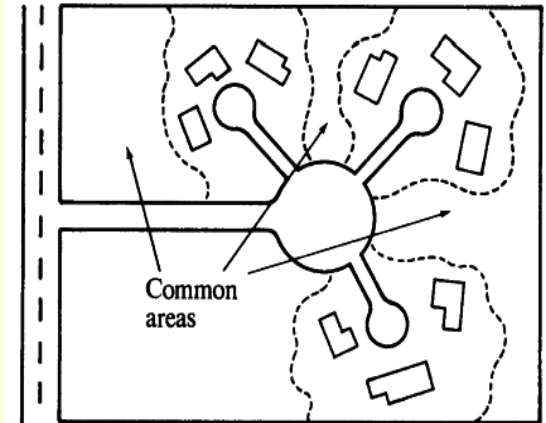
Committee Recommendations (continued)

- Update and amend all SPAs
- Annexation Policies:
 - More proactive annexation policies
 - Annexations in deficiency areas w/o requiring property owner improvements
 - Revisit fees



Committee Recommendations (continued)

- Clustering Policies:
 - Clarify development standards
 - Delete requirement for 50%+ units backing up to open space
- Address project-related design standards with Area Plan design guidelines and project conditions rather than General Plan policies.



Committee Recommendations (continued)

- Circulation and Mobility
 - Include future NCTD rail extension to Westfield's
 - Monitor and coordinate High Speed Rail efforts
 - Defer land use changes associated with HSR until more information is provided on station locations



Proposition “S” Background

- Approved by voters in 1998
- Establishes thresholds for voter consideration of General Plan Amendments (GPAs)
- Since 2000 election, 10 GPA Propositions have been placed on the ballot under Prop “S”;
 - One Proposition to facilitate resident ownership in mobile home parks (passed)
 - Nine Propositions to amend the General Plan designation for 18 properties (one passed involving 3 properties, eight failed)



Proposition “S”

Committee Discussion / Recommendation

DISCUSSION TOPIC:

- Whether Proposition “S” should be eliminated in its entirety concurrently with the General Plan Update.



OPTIONS:

- Place Prop “S” on ballot as a separate item.
- Link Prop “S” to the vote on the General Plan.

- Do not place an item on the Ballot pertaining to Prop “S”.

City Council Direction

- Utilize staff resources to evaluate all Smart Growth Areas and feasible employment lands detailing those that should be included in the Update
- Refine QOL Standards and General Plan Text in accordance with Committee recommendations and to address legal issues
- Develop at least three alternative land use maps for Council and public review
- Update City Council and General Plan website on regular basis
- Assemble Issues Committee as directed to address specific issues



Anticipated Schedule

- Apr. 2010 - Complete text amendments, land use scenarios & begin public review, Issue EIR Statement of Qualifications and Notice of Preparation
- July 2010 - Complete Public Workshops
- Aug. 2010 - Council selects alternatives for study
- Sep. 2010 - Execute Consultant Contracts
- Mar. 2011 - Screencheck EIR completion
- Sep. 2011 - Final EIR completion
- Jan. 2012 - Commission Hearings
- Mar. 2012 - City Council Hearings
- Aug. 2012 - Transmit to County Clerk for November 2012 election

