

## CITY COUNCIL

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Reso No. \_\_\_\_\_ File No. \_\_\_\_\_

Ord No. \_\_\_\_\_

**Agenda Item No.:** \_\_\_\_\_  
**Date:** June 10, 2009

**TO:** Honorable Mayor and Members of the City Council  
**FROM:** Jonathan Brindle, Director of Community Development  
**SUBJECT:** Status of the General Plan Update

**RECOMMENDATION:**

It is requested that the Council:

1. Consider the public comments received to date;
2. Provide direction regarding the use of focus groups or committees to assist in the plan preparation;
3. Direct staff to develop issue topics for Committee consideration;
4. Direct staff to proceed with the development of Draft General Plan Goals, Issue Papers and ongoing opportunities for public input.

**FISCAL ANALYSIS:**

To date, all work on the General Plan Update has been done by in-house staff. No expenditures for outside consulting are proposed at this time. Grant Funding on the order of \$50,000 is being sought for necessary air quality analyses dealing with Greenhouse Gas Emissions and reduction policies.

**GENERAL PLAN ANALYSIS:**

The General Plan Update is intended to implement Council Direction given during the last Action Plan Workshop held on February 3, 2009.

**BACKGROUND:**

The purpose of this agenda item is to provide a status report on the General Plan Update, provide the Council the opportunity to discuss some key issues, and seek City Council direction on the desired next steps. To date, staff has held two Community Workshops, and has given a presentations to neighborhood leaders on April 23, 2009, as well as Board and Commission Members at the May 13, 2009 Dessert and Dialogue Meeting. The presentations provided background on legal requirements, our current General Plan, and other factors shaping the General Plan Update process. Meeting Summaries and responses to a General Plan Survey have been appended to this staff report as Attachment 1.

Prior to the recent public meetings, a General Plan Update Webpage was developed and placed on the City's Website at: <http://www.ci.escondido.ca.us/gp-update/index.html>.

The site includes a variety of background information including a copy of the current General Plan, links to technical information, Frequently Asked Questions, the status of General Plan Quality of Life Standards, copies of presentations and reports, a General Plan Survey, and compilation of responses. The site will be updated on an ongoing basis.

### DISCUSSION:

Priority issues include refining the Goals/Guiding Principles to guide the update process, determine what, if any, committees the Council wants to utilize, select land use options for study, and evaluate current Quality of Life Standards. In the near future, a decision must also be made as to the desired level of consultant assistance.

### Land Use Options

The primary land use options developed to date include the various Smart Growth Alternatives developed in conjunction with SANDAG staff, recommended changes to the Downtown Specific Plan, and changes to the Escondido Swap Meet property. Other properties, including the City's Maintenance facility would also be evaluated in the update process. Although the Council's direction to date has been to limit the number of private General Plan land use changes, one request has been brought forward to evaluate properties abutting the proposed high school on the east side of West Valley Parkway, north of Citracado Parkway.

Staff is in the process of determining the buildout potential of the various land use changes. We are also monitoring the status of the SANDAG Series 12 Growth projections, which will estimate the 2050 Buildout for the San Diego Region. The City's General Plan will be expected to accommodate our fair share of the projected growth in a manner consistent with Smart Growth principles. SANDAG will coordinate a process for allocating the region's growth among the various cities.

Once these figures, and Goals and Objectives are determined, Land Use alternatives can be developed. Each land use alternative will have different implications on traffic, utilities, public services, noise, air quality, etc. The analyses would look at what physical improvements would be necessary to accommodate each option. Improvement costs and ongoing maintenance and operations will be a consideration. It is important to have a realistic buildout population since it shapes facility plans and, in turn, development fees.

## Branding

Gaining public support for this General Plan update is essential since its ultimate approval will rely on a citywide vote per Proposition "S". It is tentatively scheduled for the 2012 General Election. Some jurisdictions develop a Logo and "Branding Campaign" for their General Plan process that clearly communicates its vision and benefit. Ultimately, the voters must be convinced of the benefits of the planning efforts.

## Survey Results

Survey Results and comments received during the Community Meetings indicate that there are some concerns to address.

Examples of comments included:

1. Concerns about:
  - a. Population buildout beyond the 150,000-165,000 specified in the current General Plan;
  - b. Older, blighted neighborhoods and apartment units;
  - c. Necessary upgrades and expansions of older schools;
  - d. Water supply and sewer capacity;
  - e. Potential amendments to the current Quality of Life Standards thresholds;
2. The Desire for:
  - a. Exciting places for younger adults;
  - b. Downtown housing product types for the elderly and handicapped;
  - c. Capital improvements in older areas;
  - d. Better transit opportunities;
  - e. Consideration of the pedestrian environment in the Downtown;
  - f. Careful phasing of higher density development in the Downtown;
  - g. High quality jobs;
3. The need to evaluate what Escondido is as much as what it should be.

Ongoing public and Council input will determine what alternatives should be studied. One issue for consideration is whether additional public workshops are needed before Draft Goals and study alternatives are developed. In addition, General Plan efforts in other communities have included other strategies including workshops with various exercises used to formulate goals, highly structured design charrettes, formal public opinion surveys, and the use of steering committees. To date, Council direction has been to maximize public input yet still keep costs and timeframes at reasonable levels.

The preparation of issue papers and ongoing opportunities for comments would further broaden public participation. Issue papers would address a variety of topics including sewer and water issues, as well as each Quality of Life Standard.

Typically, an environmental consulting firm is hired to prepare the technical studies and put them into an Environmental Impact Report. The City of San Marcos provides recent example of a General Plan Update Scope contract. A copy of the consultant scope of work and cost proposal can be found on the City of San Marcos website at the following address:

[http://sanmarcos.granicus.com/MetaViewer.php?view\\_id=3&clip\\_id=114&meta\\_id=10169](http://sanmarcos.granicus.com/MetaViewer.php?view_id=3&clip_id=114&meta_id=10169)

It would be considered consultant intensive as consultants will be involved in every aspect of the process including public input, preparing a survey, working with a steering committee, preparing land use and design plans, preparing the Draft General Plan, and the EIR. The total cost of the contract was just over one million dollars. The City of Vista's update process is also underway and the costs are similar. The extensive use of in-house staff will likely keep our costs below those of San Marcos and Vista.

### Technical Studies

Once alternatives are developed, a number of technical studies will be needed. Their impacts on public services will be especially important. Even though detailed cost analyses and facility plans are typically not done for the General Plan level of detail, it is important to consider their feasibility and anticipate facility needs.

Typically, the Draft General Plan is completed before substantial work takes place on the EIR. This minimizes the need to redo technical studies associated with one or more alternatives. Examples of technical studies include air quality, greenhouse gas, traffic, archaeology, biology, sewer, water, public services, and noise.

### Timing

The next two election dates on which the City of Escondido's General Plan could be considered are in November of 2010 and November 2012. Council approval of the General Plan would have to occur by no later than August of the election year in order to make the November election. In light of the required Environmental Impact Report, it is unlikely that the update process could be completed in time for the 2010 election. A list of the steps in the EIR process has been included as Attachment 2.

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Specific timeframes will be presented during the City Council's consideration of the 2009-2010 Action Plan. Staff will be prepared to discuss any of these issues in more detail at the June 3, 2009 Council Meeting.

Respectfully submitted,

Jonathan Brindle  
Director of Community Development

**ATTACHMENT 1**  
**General Plan Community Workshop Comments**  
**East Valley Community Center**  
**April 16, 2009**



**COMMENTS RECEIVED AT THE GENERAL PLAN COMMUNITY WORKSHOP**

**Comments regarding city identity / vision / goals:**

1. The General Plan needs to reflect a vision of what Escondido wants to be
2. Citizens need to determine what Escondido is and why
3. There should be a focus on assets and opportunities

4. Analyze existing General Plan goals to determine those that have been successful and those that have not in order to avoid repeating mistakes
5. Keep the current Quality of Life response times
6. Cost of maintaining Quality of Life Standards needs to be sustainable - QOL standards may need amending if they are too costly to maintain
7. Identify and bolster gateway areas
8. Provide features that will draw people into town and get them to stay
9. Provide facilities that will help retain the younger population
10. There are no major issues with Smart Growth Concepts providing they are done well and buildings and properties are properly maintained
11. General Plan should be strategic regarding where higher densities will be allowed to avoid haphazard collection of tall buildings dispersed around town
12. Priority for higher density residential should be around Grape Day park and other appropriate locations
13. Downtown multi-family development needs to be senior friendly with elevators and other design features to attract empty nesters
14. Higher density is not objectionable if a project is designed properly with quality, aesthetics and long term maintenance in mind – (Centre City Row (de Freitas Project) was cited as a poor design with substandard maintenance; row homes at Midway near Grand Avenue were cited as out of character for the area, Project at Centre City Parkway and Second Avenue was cited as an attractive project that is appropriate for the area)
15. Address blighted conditions in older apartment areas
16. Smart Growth might actually improve response time because units are clustered
17. Historic areas need incentives that make people want to live in older neighborhoods
18. Incentives should be established to encourage more ownership
19. Population “cap” is less critical if infrastructure is in place and can adequately serve residents
20. Address overcrowding-ensure that infrastructure is provided – (Flower Streets are a concern)

**Comments regarding parks / open space / habitat:**

1. Coordinate with the County’s habitat planning efforts
2. Provide more pocket / urban area parks

**Comments regarding traffic / circulation / transit:**

1. Coordinate city/county roadway improvements
2. Narrower roadways to enhance pedestrian experience may be a trade-off for reduced vehicle level of service and increased congestion
3. Transit schedules must provide more frequent service

**Comments regarding utilities / infrastructure:**

1. Ensure reclaimed water is factored in the Quality of Life Standard
2. Consider use of grey water
3. Infrastructure (sidewalks and streets) need to be installed and or maintained in older areas

**Comments regarding land use:**

1. Need to be mindful of properties within Planning Area but outside City Limits...these areas are guided by county GP and zoning
2. Evaluate Nordahl / Autopark Way corridor as a potential transitional area for medical uses now that PPH is locating in ERTC
3. Control industrial uses next to “smart growth” development
4. Includes small commercial areas on corners serving high density neighborhood
5. Residential areas should be supported in their existing areas, don’t create isolated pockets of residential in existing commercial areas (Lowes / Residential mixed use was cited as a poor example)

**Comments regarding City appearance:**

1. Incentives should be considered for apartment owners to improve the appearance of their units
2. Improve existing aesthetics and curb appeal of properties, particularly along thoroughfares (Hwy 78 east of Broadway – was cited as an area that needs attention)
3. Enforce property maintenance and address abandoned structures

**Comments regarding economic development:**

1. Focus more on land uses that provide jobs rather than sales tax
2. Attract large scale commercial uses and provide opportunities for new business to open

**General Comments:**

1. Update should include City pre-zoning outlying areas within the General Plan
2. Lack of development community participation in the General Plan Update during the recession may result in skewed input

**OBSERVATIONS**

1. There was overall acceptance for incorporating Escondido’s portion of the anticipated regional population growth in the proposed Smart Growth areas
2. The character and densities of existing single family neighborhoods should be retained
3. Older neighborhoods need more sidewalks, street repair and maintenance in order to make them desirable places to live
4. The concept of higher densities / intensities in Smart Growth areas was not negatively received, provided that projects are attractively designed, maintained and can be provided with appropriate public services
5. There was no consensus of how to disperse the anticipated regional population growth in the proposed Smart Growth areas
6. Providing nodes of intensity was mentioned as more desirable than indiscriminately dispersing tall buildings throughout the community.
7. There is desire to strengthen policies on aesthetics and improving property appearances
8. There was sensitivity to amending the Quality of Life Standards but a recognition that the costs of maintaining those standards may warrant fine-tuning, particularly in more dense areas

*The following correspondence was received by a community workshop participant:*

### **Escondido Planning**

Planning for Escondido has to be more than deciding what building should be put where. In order to know what the city will need, we have to consider several trends.

**Movement from city to suburb is reversing.** In the 1960s people moved away from cities to the suburbs for affordable housing with room for children to play and make noise. Now those people have grown children, large yards they can no longer tend, huge homes and declining physical abilities. So the needs of a large segment of the population are changing. Now they need convenience, decreased maintenance, less space but active retirement activities. For these reasons it seems logical to expect people to want to move back toward a revitalized downtown living style. The recent trend to restoration of historic homes in downtown is the beginning wave of this trend. As the Baby Boomers move out of the suburbs, the homes in older housing tracts that may now need some rehab will become available to young families looking for starter homes. Incentives to rehab will become important.

**A new model of retirement living is emerging.** Don't mistake Boomers for renters. Living on fixed incomes, they won't be interested in escalating rents. They want the stability and benefits of ownership and will bring ownership pride to downtown. They have also had to warehouse their parents in assisted living facilities and won't want those high costs for themselves. A slightly different independent living model will emerge with more choice and convenience, less cloistering and convenient transportation being the cornerstones.

**Transportation is at a major change point.** While decreased gas prices may have given us a breather during the election, prices are edging up again and it is clear that we will be pushed to mass transportation usage. Our roads are already gigantic and future population growth can't be accommodated by continuously adding lanes. So whether we like it or not, the future for most of us will include some mass transportation, even if it means driving our cars a short distance to a hub and leaving them in parking while we take a bus, train, etc. for the longer distance. The problem to be solved is getting around on the other end. Employer operated van pools have sprung up and will probably continue, but my bet for short distances is on personal scooters on sidewalks. No driver's license or fossil fuel needed. They are quiet and don't pollute. The trend in big box stores is to temporary use portable scooters. This trend is here to stay and growing. We need to consider a future where many people will use them for shopping, and small radius transport. They go on busses and trains. Where once we had coat check rooms, we may someday need scooter and bicycle storage areas. Bicycles and the personal scooter solve the problem of how to get around at the end of your mass transit trip.

**Automobiles are also at a major change point.** We won't give up our gas hogs without a struggle but the future is clear. Lighter weight and more efficient personal carriers are on the horizon, at least for around town use. "Smart" (small) cars, electric cars, street legal golf carts are but a few options for local driving.

**Housing will change.** The need for mass transportation will make living near a transit center attractive. The high cost of building and population growth will make high density living necessary. The one-story three bedroom home in the suburb may become the one story three bedroom condo in a multistory building. Multistory townhouses might be cheap building, but the stairs aren't going to be attractive to an aging population. Quality of life issues must be considered so we don't build the ghettos of the future. High density living requires green spaces, sports fields, shade trees, and supervised youth activities. We may already have enough rental units. What we need are ownership units downtown, more sports-oriented parks and youth programs.

**Health Care will change.** Our present system costs more and provides poorer outcomes than many other countries around the world. Whether we call it socialized medicine, affordable health care or something else doesn't matter. Our system is broken. Count on change coming. That will have some impact on our old Palomar Medical Center. Urgent care is a model the public likes, but the emergency room can't handle that walk in care and catastrophic injury also. The two need to be separated. So does acute and chronic care. The ideal place to center chronic care is the old hospital. Physical therapy, cancer care, rehab, mental health, routine lab work, elder care etc. don't need to be housed with acute care and are ideal in the center of downtown.

**Technology is bringing more entertainment into the home.** Theatre and live performances are adult and boomer entertainment. But the younger generation is geared to music and movies on hand held devices or home theatres. Socioeconomic status is creating a huge gap in youth entertainment. Live celebrity concerts are priced out of the range for most young people. Allowing teenagers to have unsupervised time with nothing to do breeds gang membership and graffiti we have to prevent. Senior citizen centers and boys and girls clubs have met the needs of large segments of the population. But teenagers are underserved. They will need affordable date type entertainment venues; gone to yesterday are pool halls, bowling alleys, and teen clubs. Movie theatres and the skating rink aren't enough entertainment under \$25 geared for young people. We also need more ball fields and sports areas, especially in the older core areas that don't have easily accessed sports fields.

These trends make Escondido uniquely situated to become a baby boomer and young working adult hub. The intact central downtown area has mass transportation closely aligned. Recreational activities boomers enjoy include theatre, cafés, walking, bicycling, senior citizen activities, and recreational art outlets within blocks. Elder centered health care could be within walking or scooter range and major shopping is within a short car or bus run. The beach can be accessed by Sprinter, and hopefully soon the fair grounds as well. If the airport connection once envisioned by train from the transportation center becomes a reality, Escondido could become the number one choice for boomers and young working adults.

In summary, I believe Escondido has spread out enough and that we need to revitalize the core, but not with rental units.

**Neighborhood Leadership Forum  
City Hall Park View Room  
April 23, 2009**



**FOLLOWING ARE COMMENTS ON THE GENERAL PLAN UPDATE RECEIVED AT THE  
NEIGHBORHOOD LEADERSHIP FORUM**

**Comments regarding city identity / vision / goals:**

1. Questions were asked about “Mercado Escondido,” specifically where is it in the planning stages, what physical improvements are proposed, what is envisioned Oceanside’s Mercado was cited as a positive planning effort to emulate
2. The General Plan should be used to attract high tech industries that would mesh with Palomar Hospital’s activities
3. Widening streets to accommodate growth could adversely impact pedestrian environment
4. Will the General Plan use the upcoming census in its preparation
5. What is the percentage of Escondido’s workforce that lives in the city? (Unofficial tally from the Enterprise Zone application survey indicates 60%)

**Comments regarding Utilities:**

1. Is the City considering building other sewer treatment facilities versus upgrading and expanding the current HARRF?
2. Residents should have access to reclaimed water for irrigating their properties
3. City should consider restructuring its sewer billing for single family residents to reflect case-by-case usage; homes with more residents should pay more than those with fewer

**General Plan Community Workshop Comments  
City Hall Mitchell Room  
April 29, 2009**



**COMMENTS RECEIVED AT THE GENERAL PLAN COMMUNITY WORKSHOP**

**Comments regarding city identity / vision / goals:**

1. Maintain Quality of Life standards, concerns cited regarding schools, libraries, public safety and economic development
2. Several comments were raised regarding the state's population projection process and encouraged the City to challenge state and regional mandates to accommodate increases in population without regard to holding capacity / sustainability

3. The City should maintain its 165,000 General Plan population build-out and either not plan for expanded facilities or suffer diminished quality of life for increased growth
4. Increases in population are inevitable and that not planning for growth will lead to overcrowding, failing infrastructure and other undesirable effects
5. Smart Growth is too intense, the City will not have the ability to effectively implement Smart Growth policies, facilities won't be timed properly with growth, it won't attract transit, it will adversely change "small town" character of Escondido, etc.
6. Smart Growth will energize the community, provide entertainment and opportunities for younger population, small businesses can be established to cater to a new downtown population, it will allow opportunities for older citizens to stay in Escondido after selling their larger single family homes, etc.
7. There should be a focus on assets and opportunities; Grand Avenue, Grape Day Park, etc.
8. Arts and Culture needs to be a focus ...possibly a Quality of Life Standard
9. Downtown multi-family development needs to be senior friendly with elevators, single-level flats, and other design features to attract empty nesters
10. Ensure planned growth pays for itself
11. Smart Growth must include good design
12. Consider inclusionary housing policies/programs to maintain a full range of housing opportunities
13. Building fees need to be aligned with the true cost of growth
14. Sidewalks need to be wider in front of the Paramount housing project because pedestrians are too close to fast moving traffic.
15. The City's Capital Improvement Program should address older neighborhoods where opportunities for pedestrian orientation are lost due to a lack of sidewalks and street improvements
16. New development must upgrade antiquated schools; the Quality of Life Standard for schools needs to accommodate the ability to serve increased growth, playground facilities, modernization plans, and unreliable school funding because good schools are necessary to attract quality projects

**Comments regarding General Plan Boundaries:**

1. Rancho Guejito should not be included in Escondido's General Plan-- Rancho should be preserved.

**Comments regarding parks / open space / habitat:**

3. Restore / protect Escondido Creek headwaters
4. Provide better trail linkages to connect parks
5. Provide more pocket / urban area parks

**Comments regarding traffic / circulation / transit:**

4. Street Maintenance needs to be upgraded to improve quality of life
5. Improve street crossings at E. Valley Parkway, cited mid-block crossings as a safety hazard
6. Noise walls should be installed along Circulation Element Streets
7. Transit needs to better accommodate ridership; buses frequently run less than half-full and at inconvenient schedules

8. Provide pedestrian linkages for better access throughout the community, improve aesthetics along the Channel Trail
9. City should not look toward adding more traffic lanes to solve congestion; transit needs to be a focus...consider hubs for people to drive to in order to access mass transit
10. Prepare Circulation Element and downtown parking in advance of General Plan Update

**Comments regarding utilities / infrastructure:**

4. Recycled water should not be expanded for drinking purposes; health concerns cited
5. Reclaimed water should be included in the Water Quality of Life Standard
6. Include policies that prohibit water-intensive uses (lawns, etc.) and encourage solar generators
7. Consider more incentives promoting alternative energy, incorporate green sustainability policies General Plan should have an energy/climate change element
8. Assembly Bill 32 goals need to be addressed (the Global Warming Solutions Act of 2006, which set the 2020 greenhouse gas emissions reduction goal into law)

**Comments regarding land use:**

6. Undesirable land uses near residential need to be controlled; liquor stores, gasoline service stations, and businesses that require night time deliveries are inappropriate near homes.
7. Buffer between residential, commercial, and industrial uses. Particular attention should be paid to noise, lighting, traffic, and air quality
8. Grand Avenue should include more mid-priced restaurants to offer a wider dining variety and more nighttime uses to attract a younger crowd
9. Escondido needs to include attractions for every age group; not enough for younger population
10. Increasing densities in Smart Growth areas will impact school population; City needs to work closely with school district to ensure facilities are in place to accommodate students
11. Police station site (across from transit center) should be redeveloped with pedestrian bridge

**Comments regarding City appearance:**

4. Escondido should consider a “market branding” plan to improve city image
5. Don’t neglect appearance of the rest of the City when concentrating on Smart Growth

**Comments regarding economic development:**

3. The General Plan needs to include policies attracting bio-tech to the community
4. Tailor economic policies to our community...consider “Green Jobs” incubator businesses
5. Include policies that promote jobs centered around the arts industry
6. Escondido should work more closely with local universities to understand job growth
7. Streamline process for incoming business, provide better support for small businesses

**General Comments:**

3. In staff’s follow-up reports to decision-makers include all public comments that were not incorporated into the General Plan explaining rationale for staff recommendations

4. Implementation is vital to ensuring the General Plan is successful
5. Consider General Plan subcommittees by topic

### **OBSERVATIONS**

1. There was mixed reaction regarding Escondido needing to accommodate for a build-out population larger than 165,000 persons. Some felt that sizing facilities and infrastructure for our desired population will effectively control growth. Generally those opposed to increasing Escondido's build-out population did not favor Smart Growth.
2. Those who felt that Escondido should plan for serving a larger population seemed to endorse Smart Growth principles as a way to focus growth in key locations.
3. The character and densities of existing single family neighborhoods should be retained
4. Older neighborhoods need the city's attention with regard to capital improvements and maintaining and/or upgrading aesthetic qualities to make them desirable places to live
5. The City needs a variety of uses that can attract and sustain a population of all age groups
6. There was no consensus of how to disperse the anticipated regional population growth in the proposed Smart Growth areas
7. There is desire to strengthen policies on aesthetics and improving the City's image
8. There was sensitivity to amending the Quality of Life Standards

## GENERAL PLAN SURVEY COMMENTS RECEIVED

The City of Escondido is soliciting community feedback as part of the General Plan Update process. In addition to Community Workshops held in April 2009, an anonymous survey was prepared to aid the visioning phase. The survey is available [on-line](#), in the Planning Division at City Hall, and at both City Libraries. The eight survey questions presented for response are:

- 1. What do you consider to be Escondido's most important assets that should be preserved?*
- 2. What do you think represent the most significant challenges for Escondido's future?*
- 3. What do you think are the most important things that could be added to enhance Escondido's quality of life?*
- 4. Where should new housing be concentrated in Escondido?*
- 5. What about Escondido would you change?*
- 6. What about Escondido are you most proud?*
- 7. What specific types of industries and jobs should we attract to Escondido?*
- 8. How can we enhance the sense of community in Escondido?*

**This document includes responses to the survey grouped under each inquiry. This information will be incorporated with other public feedback to assist staff in achieving the following goals:**

- **Understanding what residents appreciate and value in Escondido.**
- **Gaining a sense of community perspectives on the challenges and issues facing the community.**
- **Creating a vision for the future of Escondido.**
- **Exploring opportunities to address challenges in fulfilling the future vision.**

**1. What do you consider to be Escondido's most important assets that should be preserved?**

- a. The historic preservation of the downtown corridor and Old Escondido.
- b. Downtown / Center Arts
- c. Historic homes & buildings, open and wild spaces, the Center for the Arts, Orfilia Winery, Prop "S," feel of downtown, the new Lake Hodges bike bridge
- d. Downtown / Old Escondido, and the urban core in general (including Grape day Park).
- e. Historic main street, historic district, Daley Ranch, & Kit Carson, Grape Day Park, Center for the Arts
- f. Undeveloped ridgelines and a comprehensive trail system that provides access to/through parks and open space preserves.
- g. Our libraries, our parks, our downtown and historic district
- h. Historic downtown, Lake Wohlford, Dixon Lake, Kit Carson Park, North County Fair, Felicita Park
- i. The quaint downtown Grand Avenue
- j. A "law and order" and "quality of life" centric City Council majority.
- k. Original downtown
- l. The surrounding hills. I don't think development should be prohibited. The occasional home and groves are fine. I think mass grading of the hills where visible from the majority of the city should be avoided. This maintains a sense of "separateness" from other adjacent areas.
- m. With respect to economic activity, I hope the City will do something about the Mall. The departure of major anchors has led to the closing of many stores, and the entry of others that are obviously cut rate and temporary. This means that lots of sales tax revenue is going elsewhere.
- n. Finally, downtown continues to need enhancing. It should be a bigger draw than it is.
- o. I think creating a downtown community in the center of town would be great. I have heard bad things regarding the city and hours of operation for this area. How is the community to thrive, if more businesses keep closing?
- p. Land for jobs and housing
- q. The people, the right of way, the roads, the water and sewer infrastructure.
- r. The historic downtown and historic "old" town. The City needs to do a better job of protecting these resources. We are so lucky to have them, but they are not much a priority.
- s. The new hospital

**2. What do you think represent the most significant challenges for Escondido's future?**

- a. Sprawl, fixing areas like East Valley Parkway that are an eyesore; focus on economic development (with little funding).
- b. Over crowded living units (houses and apartments). Do not close Valley Boulevard at Palomar Hospital.
- c. Address Climate Change
- d. Promote stable, diversified economy
- e. Support native habitats
- f. This will sound funny, but I think Escondido's biggest problem is a collective "inferiority complex." People both inside and out seem to look at Escondido in a negative light. We need to start thinking big and acting like what we are – an established, wonderful city with great qualities.
- g. Provincial, small town thinking. Short-term thinking. Insular perspective. Blaming all Hispanics for undocumented workers and gangs.
- h. The tunnel now being built linking Riverside County with San Diego County, bringing thousands of vehicles daily through Escondido
- i. Small town politics and racially divisive programs.
- j. Litter, city trashcans that are not emptied, empty buildings, poor schools
- k. Improving Escondido's appearance, improving the performance of the schools, improving Escondido's image, dealing with the 78 corridor through Escondido
- l. The economy, filling the vacant stores on Grand Avenue
- m. Zoning enforcement to keep all single family zoned dwellings, whether owned or rental properties, being SFR's rather than housing dozens of people in one SFR, overburdening the infrastructure.
- n. Water and sewer
- o. Providing a variety of housing in many different price ranges. I've only lived here since 1979, but Escondido has always struck me as having large lot agricultural/estate areas and low income apartments with little in between. I'd like to see more small lot housing for young families and/or empty nesters.
- p. The multiple cultures that live here must be integrated into the fabric of the City. Hispanic and Asian cultures can be incorporated into our social and governmental networks. It is important for all ethnic groups to "invest" themselves in our community...to be proud of it and to feel that they have opportunity.
- q. The breakdown within the city; poorer neighborhoods cannot keep up and more foreclosures. We should work together to build a better community as a whole.
- r. How to attract good employers. How to offer excellent public schools with utterly ridiculous shenanigans the norm in Sacramento.

- s. Existing demographics
- t. Constructing 8-foot bike paths on all the streets. The widening of the roads with buildings very close to the streets. Setting up a moratorium on housing because we don't have enough water and the sewer outfall is over capacity.
- u. Residents not caring about living in a clean, safe city.
- v. Maintaining or increasing property value while not upsetting the balance with lower-income housing

**3. What do you think are the most important things that could be added to enhance Escondido's quality of life?**

- a. Development need to have a higher percentage of landscaping requirements. The greenery through Centre City Parkway and downtown really add to the character of Escondido.
- b. More Code Enforcement, more open spaces (love Harding Street), charter schools, I like walk / bike path along creek / drain idea.
- c. More bike trails, more open space, and wild, natural areas. Expand Felicita Park, Expand Grape Day Park, and cleaner air, restore Escondido Creek.
- d. More Smart Growth (mixed commercial / retail / residential) along Grand Avenue.
- e. Larger Grape Day Park
- f. More high-tech / future-oriented jobs to attract young professionals
- g. A public, annual evaluation process for Council goals and action!
- h. Invest in the transit center and diverse public transportation choices
- i. Expand Grape Day Park and make it a real jewel
- j. More parks
- k. Improved signal timing, more bike facilities, and safer pedestrian environments.
- l. A new library, more public plantings, more trash cans, vegetable gardens in the schools, outreach into community by police so you feel welcome when you come into police station, street food vendors during Cruisin' Grand
- m. More quality retail, stricter design guidelines
- n. Transportation from sprinter to downtown for citizens
- o. Bring in a heavyweight Economic Development team and back them with a Redevelopment Authority with financing, financial incentives and condemnation powers for all the Smart growth pods. Create a new, clean high tech jobs center in the core area west of downtown adjacent to the rail/bus and highway crossroads.
- p. Enhance the sidewalk areas and intersections for pedestrians to sit and watch the world go by
- q. Improve mass transit. With the Sprinter, many routes were cut that make it impossible to get anywhere except Palomar College in any sort of reasonable time.

- r. We need a state of the art library...I think we should consider putting one at the Art Center. That would bring people in to that area constantly, and maybe improve overall use.
- s. I think a high end hotel is not going to be successful at this time...too early. A couple of small boutique hotels would be good...maybe one downtown near the Art Center and another near concentration of business?
- t. Better restaurants. What ever happened to PF Changs? You have to leave the community to get a variety of foods we should be able to find better chain restaurants in town.
- u. Changing existing demographics
- v. The parkway behind the street curb should be set at 15 minimum so 8-foot bike lanes/pedestrian and landscaping is provided. This will alleviate the box-in feeling especially downtown.
- w. Consistently, repetitively positive and creative marketing to drown out the naysayers and inspire the participation and optimism of the majority. The City wasted a huge marketing effort a few years back - Big mistake. We can't afford to NOT market actively precisely because there are so many challenges.
- x. More parks, open spaces, better standards on store fronts and curb appeal. Street sweeping and cleaning up store fronts and signage along major corridors - a lot of it just looks tacky! Better relationship with historic district - it's part of historic downtown, too. A lot of people live there and walk to downtown, but we are forgotten! A lot of cities like Orange, Mission Hills and Pasadena are so great because of their old homes. Help make this a lovely place to live, work, eat and shop!
- y. Parks and bike paths; and great events like Crusin' Grand

**4. Where should new housing be concentrated in Escondido?**

- a. Closer and within the downtown, but not apartments! The scale and design need to be closely managed to keep the character we are known for.
- b. Anywhere. Repeal Prop "S" – too micro management
- c. In transit corridor areas, back off the public streets, and no more than 6 stories (100 feet) for fire response. PLEASE establish minimum distances buffers between freeways / toxic emitting industries and people / schools.
- d. In and around downtown, in conjunction with new commercial, office, retail, etc. (i.e. "smart growth")
- e. Downtown, off Grand and around Westfield Mall.
- f. Reidy Creek
- g. In areas where infrastructure exists and public safety services can be delivered efficiently.
- h. In the downtown area
- i. Southern part of city, close to I-15, areas with good access to the 15 and 78
- j. Downtown condos

- k. Quality, high-rise, multifamily housing should be clustered around jobs centers and jobs centers should be clustered around regional transportation corridors and crossroads. Make neighborhoods walkable, self sustaining.
- l. East of Grape Day Park
- m. Everywhere! Escondido has opportunities for infill, for downtown condos, and for some additional estate housing.
- n. We should take advantage of all opportunities. Concentrating housing in one area usually results in either concentration of riches (more affluent people and lower crime) or of woes (putting all affordable housing in one area is NOT a good idea. Put the right kind of housing in the right areas. We need it...lets guide it and build it.
- o. Do we need any more housing? Concentrate on selling the houses we have.
- p. All over town
- q. High rise (20 stories+/-) buildings in downtown and near the transit center. Convert the old police building into an apartment complex so the City can generate some revenue.
- r. Let's identify the poorest areas (Mission Park and West of Downtown) and invest in these areas, which are our weakest link. Create incentives for property owners to wake up - both carrot and stick incentives - these people are obviously okay with making good money while leaving tons of social problems festering. I realize a lot of them are absentee. There must be something we can do to change this.
- s. Do we need new housing? Aren't there a lot of empty homes and unfinished condos currently vacant? How about finishing those up first?
- t. Downtown

##### **5. What about Escondido would you change?**

- a. Extend night life in downtown. Nee to attract businesses that will extend hours and increase nightlife.
- b. Reduce graffiti. Improve roads (surfaces) and traffic flow (signals)
- c. Restoring Escondido Creek to more natural status and improve more public uses of it.
- d. More business friendly policies and incentives for new businesses to start hear or established businesses to move here
- e. Enmity and fear by Anglos toward Hispanics. Let's set bolder goals for our city – more superlative! Move away from our over-reliance on sales tax for city services.
- f. City council seats should be elected by district and the funding priorities should be adjusted to reduce the over-commitment to public safety and the expense of other city services.
- g. The prejudice and low opinion so many people have of their own city.
- h. Appearance of the homes in the central part of town, the 78 corridor
- i. A lot to fix up on South Escondido Blvd

- j. Sweep out the hookers, gang bangers and street gangs, and engage a PR firm to alter the regional image of this hidden valley metropolis.
- k. Cleanup the way Grape Day Park is used by the homeless
- l. More street sweeping
- m. Provide more employment opportunities...variety, variety, variety! We have lots of service jobs...low skill level and low income. What are the largest and most successful majors at San Marcos State...aim for industries that need such people and keep them here.
- n. Palomar has a huge "craft" program...art glass, ceramics, etc. Many of those artists are successful, and live here. Let's play that up.
- o. SCHOOLS. The quality neighborhoods have great schools, but since we are near an underdeveloped neighborhood we have a poor school to go to. I commute to Poway 5 days a week so my daughter can go to a good Preschool. She's 3.5 and has been doing this more than half her life.
- p. Lack of nice downtown
- q. Add more bike lanes, also make Grand in downtown a two lane 15MPH road with no curbs so is more pedestrian friendly. Add more palm trees and keep the color of the median hardscape consistent for the entire length of the roads. Add better pedestrian and bike access from the downtown to the transit center.
- r. We have to think about the whole life cycle of our residents, which means posing questions about what couples with young children need and want; what teens need and want; what young adults need and want, working adults, seniors, etc. Similarly, we have to think about the totality of people - our city will thrive if it thinks carefully about how to create a setting that attracts and supports a multitude of activities. In other words, we need to think about art as well as potholes; education as well as police and fire; industry AND open space. Every Escondido resident who can will exercise the option to fill his or her needs and pursue their interests somewhere, so building diversity into our own city is an investment in our own people.
- s. Once and for all, can we get rid of the assumption that we are a bedroom community?! That is the opposite of smart growth! That role for the city is about 30 years out of date, and if city and business leaders (who are aging boomers now) let that continue, Escondido will fall farther and farther behind. Yes, it will cost money to turn this around, but it's either grow or die.
- t. I hope that more economic vitality will eventually drown out the tired xenophobic rants against all Latinos.
- u. Clean up certain parts - both residential and commercial. The main Esc Blvd corridor is so junky looking. Tighter restrictions on store-fronts and types of businesses. Enforce street parking and multi-tenant properties that are overflowing. Plant trees, help out historic district.

- v. Multiple-family living - The three families living in the house next door that is smaller than our 1000 sq ft house. The property is not large enough to accommodate all those people, so they typically branch out into adjacent yards and walkways and clog the street with cars.

**6. What about Escondido are you most proud?**

- a. Small town community feel.
- b. Sense of place / historic aspect. Smell of orange trees and avocado groves
- c. Historic Old Escondido, Daley Ranch, Queen Califa, San Dieguito River Park, Bernardo Mountain, Felicita Park, Farmers Market
- d. Its history and genuine nature. It's a real city with a real heart – nothing else in North County can claim this.
- e. Downtown, including the historic district and the art center. The beautiful hills and open space
- f. It's the second oldest city in the county.
- g. Our diversity
- h. The large number of parks and open spaces, the downtown area, the agricultural heritage
- i. Civic Center
- j. The City Council standing tall against illegal immigration and being law enforcement oriented.
- k. Great traditional town and friendly people
- l. Escondido is a City with many residents who are solid, grounded, and full of common sense. We have rich people, poor people and everything in between. Let's keep it that way.
- m. Wild Animal Park
- n. Development along I-15
- o. The people that work at City Hall. Bear Valley Parkway from Citrus to Boyle, in front of Orange Glen High School it is the most beautiful road in town. It should be the model for all the arterial roads in town.
- p. Historic downtown, downtown events, historic district, variety of restaurants, new hospital, Stone Brewery =)
- q. The heritage and Old Escondido - nothing can ever duplicate a hundred year-old home that is restored.

**7. What specific types of industries and jobs should we attract to Escondido?**

- a. We should build on the arts community by bringing more jobs in the arts and music industry including possibly movie industry. Keep it in the realm of creative “soft industry” not “hard” industry (high tech, medical, research).
- b. Retirement facilities, high tech / bio
- c. Green jobs, good paying jobs that don't require a lot of advanced degrees

- d. -High tech
- e. -Architecture / engineering
- f. -Alternative energy
- g. High tech, clean-tech, alternative energy and green sector jobs; blue collar jobs as well. We need a diversified economic base.
- h. Film, English-As-A-Second-Language academies, and specialty periodicals.
- i. Controversial ones, like stem cell research, would really put us on the map.
- j. Non-polluting industries....green jobs. All kinds. Focusing on one, as we see now with the car sales, can be a disaster when the market changes.
- k. Biotech, R&D
- l. Biotech, green industries
- m. Quality retail malls within the core and biotech, health tech, IT and electronics technology
- n. Variety, variety, variety. We have enough low income service jobs. However, not everyone can or should go to college. We need skilled craftsmen, artisans, mechanics and a host of other quality, mid-high level income businesses. We need businesses that require college graduates in more than just high tech.
- o. Where would you put them? Isn't Escondido already built up? Work on the businesses we have, so that no one else leaves or goes under.
- p. Medical, technology
- q. Clean Air industries. Escondido should continue to be a bedroom community. There is no need for more hotels.
- r. Health care, commercial, interesting restaurants, shopping.
- s. I would like to see more medical and engineering industries. They could support the new hospital or other on-going projects. If a medical-related engineering job was available, I would change my job location in a second - Carlsbad has sucked enough money out of me - wish I could give it to my own city.

**8. How can we enhance the sense of community in Escondido?**

- a. Leverage transit center to get people around our town, bike paths, walking paths, etc.
- b. Continue big events, parades, 1<sup>st</sup> Night, July 4<sup>th</sup> Fireworks
- c. Council should stop passing divisive immigration policies and seek to expand and cherish our diverse community. Ensure that public safety personnel and helped or encouraged to live in Escondido. Pay our City employees and public safety employees well.
- d. -Summer concerts in Grape Day Park (with popular acts, like Humphreys)
- e. -Reduce Grand Avenue to one lane in each direction, then add middle lanes to a LARGE median with fire pits / large trees, sitting areas, etc. I've seen this in the Bay Area and it created a community gathering spot-VERY SUCCESSFUL

- f. Community center placed strategically around the City of Escondido
- g. Make city government lean, meaning public employees don't deserve both cake benefits / job security and super high pay
- h. Use on-line surveys more so people can participate
- i. Bring together associations of Anglos and Mexicans
- j. Stop pursuing racist policies and come to grips with the fact that the Hispanic culture should be embraced, supported, and leveraged for the benefit of all.
- k. Have a friendlier attitude at city council meetings rather than always making people feel they are about to be reprimanded. The mayor could have a time once a month when people could actually come and talk about issues with her/him on an informal basis. Take the Neighborhood Porch trailer to the Farmers Market every week so people will know about it...never saw it until I looked it up today.
- l. Good question
- m. More signage embracing Escondido
- n. Establish and develop major gateways and launch a sustained PR campaign to alter the image of Escondido.
- o. Blend the activities of the high schools with the community events like the street fair and Cruzin' Grand
- p. Continue doing what we are doing.
- q. Community Enhancement Project. Beautify Escondido. Get the kids involved as a school project.
- r. Clean up Lincoln Avenue near HWY 78. Remove eyesore buildings between Valley Parkway and Grand Avenue, West of Centre City Parkway (near the transit center) and make this area an open space park with a few new restaurants (restaurant row) and bike paths. Have a Halloween parade in down town like a Carnival.
- s. A natural gas or electric "trolley style" bus fleet that makes it easy for people to get around and enjoy the city's wonderful amenities: all the resources at Kit Carson and the mall on the south...the commercial hub at El Norte and Center City, the transit center, east Valley Parkway, the historic district, West Valley Parkway, Lake Hodges... Small, clean vehicles run by the city because NCTD will NEVER do it on a regular and frequent schedule, so that it is easier for people to shop, dine and stroll on the trolley than getting in their car and jetting off to every other city in the county.
- t. More publicity of events. Summer concerts, movies in the park. Cruisin Grand is great - things you are doing, just continue them and market them more effectively. It's a tough job.
- u. One word: Oktoberfest! (with beer gardens of course)

## ATTACHMENT 2

### Steps in the EIR process:

1. Finalize the Options to be studied.
2. Issue the Notice of Preparation
3. Develop and issue the consultant (RFP) Request for Proposals.
4. Review consultant proposals and make a selection.
5. Develop and negotiate the Scope of Work, Cost, and Contract.
6. Obtain Council approval of the Contract.
7. Conduct the necessary technical studies.
8. Prepare the Screencheck EIR.
9. Complete Departmental review of the Screencheck Document.
10. Complete the Second Screencheck that responds to comments.
11. Finalize Departmental comments.
12. Prepare Draft EIR and send the Document out for the 45 Day Public Review.
13. Respond to Public Comments and prepare Draft Final EIR.
14. Complete Departmental comments of the FEIR.
15. Incorporate Departmental Comments.
16. Prepare Final Draft of the FEIR.
17. Finalize Document and mail responses to those who commented.
18. Conduct Public Hearings and Certify the EIR and Adopt the Mitigation Monitoring Program
19. File the Notice of Determination.