

# CITY COUNCIL

For City Clerk's Use:

**APPROVED**       **DENIED**

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

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

**Agenda Item No.:17**

**Date: July 13, 2011**

TO: Honorable Mayor and Members of the City Council

FROM: Barbara Redlitz, Director of Community Development

SUBJECT: General Plan Update Status and Climate Action Plan  
(Case No. PHG 09-0020, PHG 10-0016)

**RECOMMENDATION:**

It is requested that the City Council:

- 1) Review and endorse draft goals and policies intended for inclusion in the updated General Plan to be analyzed in the Environmental Impact Report; and,
- 2) Consider a request to initiate a private General Plan Amendment request involving 22 acres on Amanda Lane
- 3) Review progress on other activities pertaining to the General Plan Update

**FISCAL ANALYSIS:**

Three contracts were approved by the City Council with the consulting firm Atkins Environmental Inc. to conduct planning technical studies, prepare a Climate Action Plan, and Screencheck EIR totaling \$899,302.00 on December 15, 2010. The City Council approved an additional \$500,000.00 for the 2011-2012 FY Budget Process to complete the EIR, fund the staff Project Manager's salary, and related expenses in anticipation of a public vote for the November 2012 election.

**ENVIRONMENTAL REVIEW:**

Staff issued a Notice of Preparation (NOP) on July 26, 2010, informing agencies, organizations and individuals of the City's intent to prepare a Program Environmental Impact Report (EIR) that will comprehensively examine the series of actions characterized by the build-out of the General Plan.

**GENERAL PLAN ANALYSIS:**

The updated General Plan will meet current legal requirements, establish a framework for implementing the community's vision with a planning horizon year of 2035, and address the City Council's Action Plan requirements.

**PREVIOUS ACTION:**

The City Council has directed staff to modernize several Quality of Life Standards, perform General Plan text edits to incorporate updated legal requirements and a refined community vision for accommodating anticipated population increases and creating and/or enhancing employment lands. Fifteen (15) Land Use Study Areas are focused in the urban core and along transportation corridors where opportunity exists to enhance employment and residential mixed-use opportunities involving:

- 1) Amending approximately 450 acres of existing residentially designated properties to employment land uses (Business Park, Office, and Commercial);
- 2) Establishing Specific Plans, Area Plans or other types of "Overlay Districts" on approximately 800 acres of existing employment lands with goals of attracting high-wage employers, intensifying land uses to raise employee densities;

- 3) Incentivizing educational institutions, vocational schools, and job training facilities along the East Valley Parkway corridor providing residents opportunities to enhance their personal or professional skills resulting in a higher trained, better educated local labor force; and,
- 4) Establishing compact, high intensity urban mixed-use residential nodes in close proximity to employment, transit, services, shopping, recreation, and entertainment in pedestrian-friendly environments designed to reduce vehicle trips.

Based on Council direction from March 9, 2011, the General Plan EIR will evaluate variations in alternatives, building intensities, mixed-use development, and residential densities. A range of 3,350 to 5,825 net residential units will be studied for the planning horizon that would be added to the General Plan's current build-out projection of 67,700 units. The range of options being evaluated in the EIR will allow the community and City Council flexibility in determining the General Plan appropriate for voters to consider at the November 2012 election.

#### DISCUSSION:

The General Plan is a statement of long-range public policy to guide the use of private and public lands within the community. The goals and policies are intended to become the foundation for decisions by elected and appointed officials. Most of the current General Plan goals and policies have not changed since their original adoption 21 years ago. As part of the General Plan Update staff is reviewing and evaluating each policy for its appropriateness and consistency with state law, changed conditions, contemporary trends, community vision, and City Council direction.

All policies are proposed to be formatted as "action statements" which is a common style in modernized General Plans. In addition, the list of 11 General Plan Goals are proposed to be expanded to complement the scope of policies included in the Plan. Accompanying the staff report\* ([available on-line](#)) is a side-by-side matrix comparing the current wording of the General Plan policies with the proposed policy text, and comments discussing proposed changes. In general, the changes can be summarized as follows:

#### Restructured Policies:

Several policies, including the General Plan Land Use Policies are proposed to be restructured as a table (see attached Figure II-6). No changes are proposed that would change the definition of existing residential land uses. New General Plan Land Use categories and Overlays include:

1. Urban V Residential designation (up to 45 units per acre) is proposed for areas between Escondido Boulevard, Centre City Parkway, Sixth Avenue and Felicita Avenue (currently designated Urban IV (up to 24 units per acre));
2. Planned Office designation is proposed at the I-15 / Felicita Road interchange for up-scale office development to enhance employment opportunities;
3. Tribal Land designation is proposed for federally recognized Native American Tribal land;
4. Public Facility Overlay is proposed for single-use properties to identify individual public facilities such as fire stations, treatment plants, public school sites, etc.; and,
5. Mixed Use Overlay is proposed for nodes along Escondido Boulevard and East Valley Parkway that would accommodate employment/residential smart growth development opportunities in conjunction with their underlying General Plan designations.

\*<http://www.escondido.org/Data/Sites/1/pdfs/Planning/GPUpdate/071311GoalsAndPoliciesMatrix.pdf>

Edited Policies:

Policies proposed for editing typically reflect conditions that have changed since the last General Plan update, such as reference to a previously vacant site that is now developed, or a policy calling for an ordinance or other action that has since been implemented.

Additional Policies:

Additional policies are proposed throughout the text that do not currently exist and reflect new legislation, community vision, trends in planning, and City Council direction.

Deleted Policies:

Policies are proposed for deletions that are out-of-date, no longer practiced, or unable or inappropriate to be implemented based on changed conditions, legislation or circumstances. Other policies proposed for deletion are because the language has been consolidated in another policy. A comment is provided for every policy proposed for deleting explaining the rationale.

Other steps in the process:

Traffic Circulation Study Areas:

The City's Circulation Element is currently being evaluated based on the General Plan alternatives previously described. The analysis also includes evaluating the downtown Valley Parkway / Second Avenue one-way couplet and the extension of light rail from the existing West Valley Parkway transit station to Westfield Shoppingtown pursuant to NCTD's master plan.

Climate Action Plan:

The Climate Action Plan is underway and will provide appropriate measures for reducing GHG emissions improving the health and safety of the community, consistent with General Plan goals and policies. To the extent land uses can be arranged to minimize vehicle trips, and General Plan policies can be implemented that promote alternative transportation modes, positive air quality impacts can be attained.

Housing Element:

The Housing Element's update schedule is structured by the State Department of Housing and Community Development and has been extended to January 2013 in order to be coordinated with SANDAG's regional planning efforts. The required Housing Element Update will be coordinated with the remainder of Escondido's General Plan Update and analyzed in the EIR to ensure they are ultimately consistent. A joint Community Workshop / Planning Commission meeting are scheduled for July 26, 2010, and the City Council's first review of the Housing Element is scheduled for August 10, 2011.

General Plan Amendment Initiation Request:

Based on City Council direction given at the beginning of the General Plan Update process, staff has declined private property owner requests to intensify land use densities in order to: a) preserve existing single family residential densities; b) promote smart-growth mixed-use opportunities within Escondido urbanized core; and, c) evaluate areas that offer employment opportunities adjacent to existing transportation corridors.

Staff has recently received a request from the property owner of a single 11-acre parcel on Amanda Lane to redesignate property from Estate I (Single-family, 40,000 SF minimum lot size) to Estate II (Single-family 20,000 minimum lot size) (see exhibit). Criteria used to evaluate the merits of initiating GPA requests include: 1) Logical Boundary; 2) Services/Infrastructure; 3) Environmental Constraints; 4) Land Use Pattern; 5) General Plan Amendment Criteria; and, 6) General Plan Goals.

Staff adjusted the boundary to include an additional 11 acres to "round out" the area for consideration (6 properties total). If the City Council initiates the GPA request the applicant would be responsible for paying proportionate fees for processing his application. A notice of the requested GPA initiation was mailed to property owners within 500 feet surrounding the area. Staff has not performed a detailed analysis to recommend support or denial of the request at this time. Consideration for the request could be made based on:

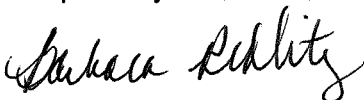
- The proposed area includes alignment of a circulation element street (Citracado Parkway) that terminates at the site; infrastructure is in close proximity;
- The surrounding land uses include densities/land uses that may be compatible with the individual request; and,
- Considering the General Plan Goals pertaining to orderly growth and development, the opportunity may exist for determining compatibility with surrounding areas. Separate project level environmental review would be required for the proposed amendment.

The EIR consultant indicates that the applicant's request can be included in the General Plan EIR Update at this time without compromising the 2012 ballot timeline. However, any other GPA requests added to the Update would delay the EIR processing and the 2012 timeframe could not be guaranteed.

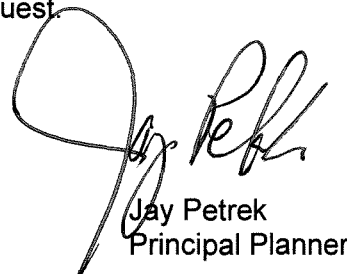
After the GPA request was mailed to the surrounding neighbors, staff received a petition from 7 property owners opposing the redesignation immediately adjacent to the subject site, including 3 who live within the expanded GPA area (see attached). In addition, another property owner within 500 feet of the applicant's property has expressed concern because she was declined by staff last year to be included in the General Plan Update process based on City Council's previous direction.

It should be noted that City Council's original direction to staff to decline additional GPA requests was in order to craft a General Plan that attained the broadest community support possible. Folding individual GPA requests into the citywide update could compromise public endorsement based on land use changes occurring within individual neighborhoods. The applicant has been advised that neighborhood opinions may factor in the City Council's decision to initiate the request. Additionally, that initiating the request for analysis in the EIR does not guarantee inclusion in the ultimate General Plan for the 2012 ballot, even if there are no significant environmental impacts associated with the request.

Respectfully Submitted,



Barbara Redlitz  
Director of Community Development



Jay Petrek  
Principal Planner

Figure 11-6

**General Plan Land Use Designations**


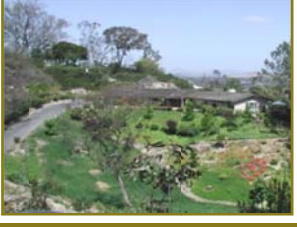


Land Use Designation	Required Standards: <i>Density and Design</i> <i>Minimum Lot Size</i> <i>Maximum Building Height</i> <i>(Also refer to policies)</i>	General Description of Uses	Recommended Urban Form Characteristics
<b>Large Lot Single Family Residential</b>			
<b>Rural</b>			
This designation applies to areas that are not intended to receive substantial urban services, distant from the developed valley floor; or steep (generally over 25% in slope) or contain sensitive natural resources. Development clustering is permitted pursuant to General Plan Land Use Policies			
<p style="text-align: center;"><b>Rural I</b></p> 	<p>Maximum densities allowed on the following slope categories: 0-25% - 1 du/4 ac; 25-35% - 1 du/8 ac; and 35%+ - 1 du/20 ac. Min lot size: 4 ac Building Height: 1-2 stories Zoning: Residential Agriculture (R-A)</p>	<p>A rural living environment in areas of agricultural production, rugged terrain, and/or environmentally constrained lands that are the most remote from urban development. This designation is typified by large lot single-family homes.</p>	<ul style="list-style-type: none"> <li>■ Large residential lots with low building coverage</li> <li>■ Maintains the natural and open space character of the parcel</li> <li>■ Agricultural properties</li> <li>■ Informal streets with rustic character</li> </ul>
<p style="text-align: center;"><b>Rural II</b></p> 	<p>Maximum densities allowed on the following slope categories: 0-25% - 1 du/2 ac; 25-35% - 1 du/4 ac; and 35%+ - 1 du/20 ac; Min lot size: 2 ac Building Height: 1-2 stories Zoning: Residential Agriculture (R-A)</p>	<p>A rural living environment in areas of agricultural production or rugged terrain that is remote from urban development. This designation is typified by large lot single-family homes.</p>	<ul style="list-style-type: none"> <li>■ Large residential lots with low building coverage</li> <li>■ Maintains the natural and open space character of the parcel</li> <li>■ Agricultural properties</li> <li>■ Informal streets with rustic character</li> </ul>
<b>Estate</b>			
This designation accommodates detached single-family homes on large lots. This designation applies to areas that are on the edge of urban development or in areas that are already characterized by an estate development pattern. Development clustering is permitted pursuant to General Plan Land Use Policies			
<p style="text-align: center;"><b>Estate I</b></p> 	<p>Maximum densities allowed on the following slope categories: 0-15% - 1 du/1 ac; 15-25% - 1 du/2 ac; 25-35% - 1 du/4 ac; and 35%+ - 1 du/20 ac. Min lot size: 40,000 sf Building Height: 1-2 stories Zoning: Residential Estate (R-E)</p>	<p>Large-lot, spaced single family development in areas bordering land designated as Rural.</p>	<ul style="list-style-type: none"> <li>■ Large residential lots with low building coverage</li> <li>■ Units set back from the street with extensive on-site landscaping</li> <li>■ Could include agricultural properties</li> <li>■ Informal streets with rustic character</li> </ul>
<p style="text-align: center;"><b>Estate II</b></p> 	<p>Maximum densities allowed on the following slope categories: 0-25% - 2 du/1 ac; 25-35% - 1 du/1 ac; and 35%+ - 1 du/20 ac. Min lot size: 20,000 sf Building Height: 1-2 stories Zoning: Residential Estate (R-E)</p>	<p>Spaced single family development on relatively large lots and properties that transition between more intensive suburban development and Estate I areas.</p>	<ul style="list-style-type: none"> <li>■ Large residential lots with low building coverage</li> <li>■ Units set back from the street with extensive on-site landscaping</li> <li>■ Semi-formal streets</li> </ul>

Figure II-6

**General Plan Land Use Designations**

Land Use Designation	Required Standards: <i>Density and Design</i> <i>Minimum Lot Size</i> <i>Maximum Building Height</i> <i>(Also refer to policies)</i>	General Description of Uses	Recommended Urban Form Characteristics
----------------------	--------------------------------------------------------------------------------------------------------------------------------------------------	-----------------------------	----------------------------------------

**Single Family Residential**

**Suburban**

This designation applies to areas that generally surround the urbanized core of the community and accommodates single family detached homes on relatively large lots. Development clustering is permitted pursuant to General Plan Land Use Policies

Suburban	<p>Maximum densities allowed on the following slope categories: 0-25% - 3.3 du/ac; 25-35% - 1.5 du/ac; and 35%+ - 1 du/20 ac. Min lot size: 10,000 sf Building Height: 1-2 stories Street designs support pedestrian and bicycle use along with vehicular circulation Zoning: R-1-10 or higher</p>	<p>Single family homes with a traditional residential neighborhood character.</p> 	<ul style="list-style-type: none"> <li>▪ Interconnected curvilinear street system facilitating traffic flow</li> <li>▪ Community services and neighborhood parks within walking distance of local residents, where feasible</li> <li>▪ Established street tree canopy providing shade and enhanced neighborhood character</li> </ul>
 			

**Urban I**

This designation applies to many residential areas of the main Escondido “valley floor” and accommodates single family detached homes on smaller urban lots. Development clustering is permitted pursuant to General Plan Land Use Policies



Urban I	<p>Maximum densities allowed: 5.5 du/ac; Min lot size: 6,000 sf Building Height: 1-3 stories Street designs support pedestrian and bicycle use along with vehicular circulation Zoning: R-1-9 or lower</p>	<p>Single family homes in a more urban, medium-density living environment, characteristic of much of Escondido. Mobile homes, patio homes, and zero-lot-line developments are also permitted.</p>	<ul style="list-style-type: none"> <li>▪ Highly interconnected linear street system facilitating traffic flow</li> <li>▪ Community services and neighborhood parks within walking distance of local residents, where feasible</li> <li>▪ Established street tree canopy providing shade and enhanced neighborhood character</li> <li>▪ Range of housing types and design consistent with existing forms and patterns where appropriate</li> <li>▪ Streets in older neighborhoods maintain limited curb cuts with rear, alley, and side garage access</li> </ul>
 			

Figure II-6

**General Plan Land Use Designations**

Land Use Designation	Required Standards: <i>Density and Design</i> <i>Minimum Lot Size</i> <i>Maximum Building Height</i> <i>(Also refer to policies)</i>	General Description of Uses	Recommended Urban Form Characteristics
----------------------	--------------------------------------------------------------------------------------------------------------------------------------------------	-----------------------------	----------------------------------------

**Medium Density Multi-Family Residential**

**Urban II and Urban III**  
 These designations accommodate a wide range of housing types and generally applies to transitional areas that between single family neighborhoods and higher density residential and commercial areas.

<p><b>Urban II</b></p> 	<p>Maximum densities allowed: 12 du/ac                      Building Height: 1-3 stories                      Street designs support pedestrian and bicycle use along with vehicular circulation                      Zoning: R-2-12</p>	<p>Single family, multi-family units and mobile homes. Development at the lower end of the density range would be appropriate adjacent to existing single family residential areas and characterized primarily by detached housing units, patio homes, and zero-lot-line projects. Higher densities are more appropriate adjacent to parks and open space, along transit routes and major and secondary thoroughfares, and near recreational activity centers, libraries, shopping centers, and entertainment areas. Higher densities would also be appropriate adjacent to existing and planned higher density development (e.g., mixed-use districts) to include semidetached or attached units, with duplexes, triplexes, and fourplexes.</p>	<ul style="list-style-type: none"> <li>▪ Highly interconnected linear street system facilitating traffic flow</li> <li>▪ Community services and neighborhood parks within walking distance of local residents, where feasible</li> <li>▪ Range of housing types and design consistent with existing forms and patterns, where appropriate</li> <li>▪ Established street tree canopy providing shade and enhanced neighborhood character</li> <li>▪ Streets in older neighborhoods maintain limited curb cuts with rear, alley, and side garage access</li> <li>▪ Larger parcels may incorporate multiple buildings with a coordinated vehicular and pedestrian circulation plan</li> <li>▪ Multi-family development includes common open space and recreational amenities</li> </ul>
<p><b>Urban III</b></p> 	<p>Maximum densities allowed: 18 du/ac                      Minimum densities allowed: 12.6 du/ac                      Building Height: 2-4 stories                      Street designs support pedestrian and bicycle use along with vehicular circulation                      Zoning: R-3-18</p>	<p>Multi-family residential units, town homes and apartments, flats and condominiums. This designation is appropriate in proximity to major community facilities and employment opportunities, and along major thoroughfares.</p>	

Figure II-6

General Plan Land Use Designations

Land Use Designation	Required Standards: <i>Density and Design</i> <i>Minimum Lot Size</i> <i>Maximum Building Height</i> <i>(Also refer to policies)</i>	General Description of Uses	Recommended Urban Form Characteristics
----------------------	--------------------------------------------------------------------------------------------------------------------------------------------------	-----------------------------	----------------------------------------

High Density Multi-Family Residential

**Urban IV and Urban V**  
 These designations accommodate higher densities for urban multifamily housing characterized by taller structures in more densely developed areas that provide convenient access to a wider range of facilities and services.

<p><b>Urban IV</b></p> 	<p>Maximum densities allowed: 24 du/ac                      Minimum densities allowed: 16.8 du/ac                      Building Height: 2-5 stories                      Street designs support pedestrian and bicycle use along with vehicular circulation                      Zoning: R-4-24</p> 	<p>Multi-family residential units, town homes and apartments, flats and condominiums. This designation is appropriate along major thorough-fares in close proximity to transit stops, shopping centers, entertainment, community facilities and employment opportunities to provide residents the opportunity to live near work and amenities.</p>	<ul style="list-style-type: none"> <li>■ Highly interconnected linear street system facilitating traffic flow</li> <li>■ Community services and neighborhood parks within walking distance of local residents, where feasible</li> <li>■ Range of housing types and design consistent with existing forms and patterns, where appropriate</li> <li>■ Established street tree canopy providing shade and enhanced neighborhood character</li> <li>■ Buildings located and designed to orient to primary street frontages, with either individual entries for each unit, or a common lobby entrance to access individual units</li> <li>■ Larger parcels may incorporate multiple buildings with a coordinated vehicular and pedestrian circulation plan</li> </ul>
<p><b>Urban V</b></p> 	<p>Maximum densities allowed: 45 du/ac                      Minimum densities allowed: 31.5 du/ac                      Building Height: 3-6 stories                      Street designs support pedestrian and bicycle use along with vehicular circulation                      Zoning R-5-45</p> 	<p>Higher density multi-family residential units, town homes and apartments, flats and condominiums. This designation is appropriate near the downtown core, transit stations, along major thorough-fares in close proximity to shopping centers, entertainment, community facilities and employment opportunities to provide residents the opportunity to live near work and amenities.</p>	<ul style="list-style-type: none"> <li>■ Multi-family development includes common open space and recreational amenities</li> <li>■ Off-street parking is integrated into the building or in separate parking structures</li> <li>■ Direct access to transit may be incorporated into the development</li> <li>■ Streets in older neighborhoods maintain limited curb cuts with rear, alley, and side garage access</li> </ul>

Figure 11-6

**General Plan Land Use Designations**

Land Use Designation	Required Standards: <i>Density and Design</i> <i>Minimum Lot Size</i> <i>Maximum Building Height</i> <i>(Also refer to policies)</i>	General Description of Uses	Recommended Urban Form Characteristics
<b>Commercial</b>			
<p><b>Neighborhood Commercial</b>                      This designation accommodates very small scale neighborhood-oriented limited retail and office activities designed to serve residents in the immediate vicinity.</p>			
<p><b>Neighborhood Commercial</b></p>	<p>Maximum Intensity: 0.35 FAR                      Building Height: 1 story                      Maximum Lot Size: 5 ac                      Location: Minimum One (1) mile from any other commercial center or commercial zone, and fronting on Major or Prime Arterial roadway.                      Design: Details of location, intensity, height, scale, circulation, signage architecture, and lighting to be provided upon application. Appropriate landscaped buffer adjacent to residential.                      Pedestrian- and bicycle-friendly with convenient non-vehicular access provided.                      Dispensing motor fuel prohibited.                      Zoning:                      Commercial Neighborhood (C-N)</p>	<p>Small scale limited service uses permitted in every land use category including large Specific Planning Areas (SPAs) but may not be an appropriate land use in many residential or industrial areas. Businesses are intended to serve the immediate neighborhood and may include child care facilities.</p>	<ul style="list-style-type: none"> <li>▪ Low scale, low intensity, low impact design</li> <li>▪ Signage, lighting, landscaping, businesses and hours of operation compatible with the surrounding residential densities and intensities</li> <li>▪ Parking areas heavily landscaped to reduce radiant heat effects</li> </ul>
<p><b>General Commercial</b>                      This designation accommodates a wide variety of retail and service activities intended to serve a broad customer base.</p>			
<p><b>General Commercial</b></p>	<p>Maximum Intensity: 0.5 FAR                      Building Height: 1-3 stories                      Buildings taller than 3 stories may be appropriate for tourist-serving facilities or in mixed use overlay areas                      Maximum Lot Size: None                      Location: Along major thoroughfares and in higher intensity urban nodes.                      Design: Details of location, scale, intensity, height, signage, lighting, circulation, and architecture shall be provided during application.                      Zoning:                      Commercial General (C-G)</p>	<p>A broad range of retail and service activities, including local-serving commercial, community shopping/ office complexes, automobile sales and service, eating and drinking establishments, entertainment facilities.</p>	<ul style="list-style-type: none"> <li>▪ Designed to promote pedestrian activity characterized by “store front” window displays and extensive landscaping</li> <li>▪ Located and designed to be compatible and transition with adjacent uses in scale, bulk, height</li> <li>▪ Buildings designed to orient to primary street frontages, with individual building entries</li> <li>▪ Parking areas heavily landscaped to reduce radiant heat effects</li> <li>▪ Internal vehicular access between sites is coordinated to facilitate parking and minimize curb cuts where feasible</li> </ul>

Figure II-6

**General Plan Land Use Designations**


Land Use Designation	Required Standards: <i>Density and Design</i> <i>Minimum Lot Size</i> <i>Maximum Building Height</i> <i>(Also refer to policies)</i>	General Description of Uses	Recommended Urban Form Characteristics
<b>Commercial</b>			
<p><b>Planned Commercial</b>                      This designation accommodates a variety of commercial activities within a self-contained comprehensively planned development.</p>			
<p><b>Planned Commercial</b></p> 	<p>Maximum Intensity: 1.5 FAR                      Building Height: 1-3 stories                      Maximum Lot Size: None                      Location: At city gateways, along major thoroughfares, at major roadway intersections and in higher intensity urban nodes served by transit.                      Design: Details regarding businesses, location of all buildings, height, architecture and building materials, landscaping, development features, scale, intensity, orientation for light and air, circulation and parking patterns, signage, lighting, land uses, buffers, open space, market analysis shall be provided during application.                      Zoning:                      Planned Development (P-D)</p>	<p>A variety of commercial activities within a unified planned commercial center. Appropriate uses may include general and professional offices, tourist serving facilities, specialty and automobile retail, and similar retail/service businesses.</p> <p>Refer to Planned Commercial Section of this Element for details on specific properties designated Planned Commercial.</p>	<ul style="list-style-type: none"> <li>▪ Designed to integrate multiple buildings and uses to be identifiable as a distinct place</li> <li>▪ Unified framework of pedestrian walkways, public plazas, open spaces, courtyards, and other elements are developed</li> <li>▪ Designed to promote pedestrian activity characterized by “store front” window displays and extensive landscaping</li> <li>▪ Public and internal right-of-ways developed with landscaping, street trees, and amenities to enhance character and identity</li> <li>▪ Site specific improvements may be required to preserve unique qualities and ensure compatibility with surrounding areas</li> <li>▪ Parking areas heavily landscaped to reduce radiant heat effects</li> </ul>

Figure 11-6

General Plan Land Use Designations


Land Use Designation	Required Standards: <i>Density and Design</i> <i>Minimum Lot Size</i> <i>Maximum Building Height</i> <i>(Also refer to policies)</i>	General Description of Uses	Recommended Urban Form Characteristics
<b>Office</b>			
<p><b>General Office, Planned Office</b>                      This designation accommodates a variety of activities in an office environment and in Mixed Use Overlay areas and is intended to prevent the proliferation of individual isolated offices.</p>			
<p style="text-align: center;"><b>General Office</b></p> 	<p>Maximum Intensity: 2.0 FAR                      Building Height: 2-6 stories                      Maximum Lot Size: None                      Location: Along major thoroughfares, at roadway intersections and in higher intensity urban nodes served by transit.                      Zoning:                      Commercial Professional(C-P)                      Hospital Professional (H-P)</p>	<p>Administrative and professional offices; business support services; financial, insurance, and real estate services; supportive commercial uses such as restaurants.                      Medical offices and health care services, short-term convalescent and long-term care facilities, re-search labs, medical supply, and similar uses.</p>	<ul style="list-style-type: none"> <li>▪ Compatible intensity with adjacent uses to maintain the character in scale, bulk, and height</li> <li>▪ Buildings oriented to the street frontage and designed to promote pedestrian interest through architectural articulation, attractive landscaping, and similar techniques</li> <li>▪ Parking located behind or within buildings, or accommodated in separate parking structures</li> <li>▪ Public and semi-public outdoor spaces are encouraged such as plazas and courtyards</li> <li>▪ Sidewalks incorporate landscaping, street furniture, lighting, public art, and similar amenities to establish an attractive place for walking and community activity</li> <li>▪ Parking areas heavily landscaped to reduce radiant heat effects</li> </ul>
<p style="text-align: center;"><b>Planned Office</b></p> 	<p>Maximum Intensity: 2.0 FAR                      Building Height: 1-3 stories                      Maximum Lot Size: None                      Location: City gateways, next to freeways and interchanges, along major thoroughfares, at major roadway intersections and in higher intensity urban nodes served by transit.                      Design: Details of building height location, architecture and landscaping, scale, intensity, light and air orientation, circulation and parking patterns, signage, lighting, land uses, buffers, open space, market analysis shall be provided during application                      Zoning:                      Planned Development (P-D)</p>	<p>Bio-technology, research and development, corporate office and related support office uses in a campus-like setting. Limited Support retail and service uses, such as restaurants, dry cleaners, gym / fitness centers, markets, and office services (e.g., printing / copying / shipping) as well as compatible public uses are also appropriate if integrated into larger facilities.                      Refer to Office Land Use Policies and Target Area Land Use Policies of this Land Use Element for details on specific properties designated Planned Office.</p>	<ul style="list-style-type: none"> <li>▪ Designed to integrate multiple buildings into a master planned development with coordinated architecture, lighting, signage, landscaping, etc. and a unifying theme that is identifiable as a distinct place</li> <li>▪ Buildings located and designed to promote pedestrian activity along their frontages</li> <li>▪ Parking located behind or within buildings, or accommodated in separate parking structures</li> <li>▪ Public and semi-public outdoor spaces are encouraged such as plazas and courtyards</li> <li>▪ Parking areas heavily landscaped to reduce radiant heat effects</li> </ul>

Figure 11-6

**General Plan Land Use Designations**

Land Use Designation	Required Standards: <i>Density and Design</i> <i>Minimum Lot Size</i> <i>Maximum Building Height</i> <i>(Also refer to policies)</i>	General Description of Uses	Recommended Urban Form Characteristics
<b>Industrial</b>			
<p><b>Industrial Office</b> This designation accommodates a variety of activities in an industrial environment adjacent to downtown near the transit station.</p>			
<p><b>Industrial Office</b></p>	<p>Maximum Intensity: 2.0 FAR Building Height: 1-4 stories Maximum Lot Size: None Location: Southwest of the Downtown Specific Planning Area between Centre City Parkway and Redwood Street north of Sixth Avenue. Land Uses: Manufacturing, warehouse / distribution, assembling, wholesaling, and support type uses on sites which are zoned M-2 &amp; M-1 zones). This land use designation accommodates the widest range of Industrial activities which conform to environmental laws and industry standards. It will also provide for Industrial Office land uses, as specified in the zoning code, on properties which transition from the existing M-2 or M-1 zones, to the I-O zone. Provisions: Properties may not "up-zone" from M-1 to M-2, but may "down-zone" from M-2 to M-1, or from M-1 and M-2 to I-O. While the I-O zone will contain stricter standards than the M-1 and M-2 zone (i.e. no outdoor storage), a wider range of permitted land uses will provide incentive to re-zone to I-O which will allow this industrial area to recycle to less intensive uses without creating non-conforming use restrictions on existing M-2 &amp; M-1 zoned properties. Zoning: Industrial Office (I-O) Light Industrial (M-1) General Industrial (M-2)</p>	<p>Office uses transitioning from older manufacturing uses adjacent to downtown and in a more urban setting with nearby residential uses and convenient access to transit.</p>	<ul style="list-style-type: none"> <li>▪ Generally buildings with ceiling heights to accommodate production and storage</li> <li>▪ Develop pedestrian connections to nearby transit</li> <li>▪ More articulation, detailing, and fenestration on facades visible from major thoroughfares and freeways</li> <li>▪ Landscaping and wall treatments incorporated to buffer adjacent sensitive uses</li> </ul>

Figure II-6

**General Plan Land Use Designations**


Land Use Designation	Required Standards: <i>Density and Design</i> <i>Minimum Lot Size</i> <i>Maximum Building Height</i> <i>(Also refer to policies)</i>	General Description of Uses	Recommended Urban Form Characteristics
<b>Industrial</b>			
<b>Light Industrial, General Industrial</b>			
These designations accommodate a variety of activities in an industrial environment.			
<p style="text-align: center;"><b>Light Industrial</b></p> 	<p>Maximum Intensity: 1.0 FAR                      Building Height: 1-4 stories                      Maximum Lot Size: None                      Location: Generally south side of Highway 78, west of Centre City Parkway and north of Escondido Creek.                      Land Uses: Manufacturing, warehousing, distributing, assembling, and wholesaling in a setting more restrictive than the General Industrial land use designation. This includes sites for lighter Industrial and office uses which can comply with the stricter development requirements of the Light Industrial (M-1) and Industrial Park (I-P) zones.                      Zoning:                      Light Industrial (M-1)                      Industrial Park (I-P)</p>	<p>Light manufacturing, warehouse, distribution, assembly, and wholesale uses in a more restrictive setting than the General Industrial designation. Lighter industrial and office type uses are intended as well as industries that generate moderate daytime and minimum nighttime noise levels, and require limited or no outside storage. Uses that provide supporting products or services for the primary businesses are also allowed.</p>	<ul style="list-style-type: none"> <li>▪ Generally buildings with ceiling heights to accommodate production and storage</li> <li>▪ Develop pedestrian connections to nearby transit</li> <li>▪ More articulation, detailing, and fenestration on facades visible from major thoroughfares and freeways</li> <li>▪ Landscaping and wall treatments incorporated to buffer adjacent sensitive uses</li> </ul>
<p style="text-align: center;"><b>General Industrial</b></p>	<p>Maximum Intensity: 1.0 FAR                      Building Height: 1-2 stories                      Maximum Lot Size: None                      Location: Generally south side of Highway 78, west of Centre City Parkway and north of Escondido Creek.                      Land Uses: Manufacturing, warehouse, distribution, assembling, and wholesaling accommodating a wide range of heavier industrial activities which conform to environmental laws and Industry standards. Also included are sites for companies which provide supporting products or services for the primary businesses of the zone.                      Zoning:                      General Industrial (M-2)</p>	<p>Intense manufacturing, warehouse and distribution, assembly, and wholesale industrial opportunities and allows outside storage. Uses that provide supporting products or services for the primary businesses are also allowed. This designation should generally not be located in proximity to residential uses.</p>	

Figure II-6

**General Plan Land Use Designations**

Land Use Designation	Required Standards: <i>Density and Design</i> <i>Minimum Lot Size</i> <i>Maximum Building Height</i> <i>(Also refer to policies)</i>	General Description of Uses	Recommended Urban Form Characteristics
<b>Mixed Use Residential Overlay</b>			
<b>Vertical Mixed Use Overlay, Horizontal Mixed Use Overlay</b>			
These overlay designations accommodate a combination of commercial and/or office activities that include a residential component within a self-contained comprehensively planned development in specified General Plan locations.			
<p><b>Vertical Mixed Use</b></p> 	<p>Minimum: 1.5 FAR Maximum 3.0 FAR Percentage non-residential: Minimum: 20% FAR Maximum: 35% FAR Location: At specified General Plan locations. Zoning: Mixed Use Overlay (M-U)</p> 	<p>Mixed-use structures that vertically integrate housing above ground floor commercial, office, other pedestrian-active uses. For mixed use structures, commercial uses characterized by noise, vibration, odors, or other activities that would adversely impact on-site residential units are prohibited. Details regarding businesses, location, intensity, height, scale, circulation, signage architecture, materials, and lighting shall be provided during application.</p>	<ul style="list-style-type: none"> <li>▪ Buildings located along and oriented toward street frontages, whose cumulative mass, establishes an “urban” or “village” character</li> <li>▪ Buildings designed to promote pedestrian interest through architectural articulation, attractive landscaping, and similar techniques</li> <li>▪ Parking located behind or within buildings, or accommodated in separate parking structures</li> <li>▪ Encourage pedestrian-oriented uses such as outdoor cafes in the ground floor of buildings</li> <li>▪ Internal and external sidewalks and walkways improved to establish an attractive place for walking and community activity including such elements as landscaping, street furniture, lighting, public art, and similar amenities</li> </ul>
<p><b>Horizontal Mixed Use</b></p>	<p><b>Mixed use development with combined exclusively residential and nonresidential buildings:</b> <b>Intensity of Exclusively Non Residential Buildings</b> Minimum: 0.5 FAR Maximum: 1.0 FAR <b>Density of Exclusively Residential Buildings:</b> Minimum: 45 units/acre Maximum: 80 units/acre <b>Mixed-Use Buildings:</b> Minimum: 1.5 FAR Maximum 2.0 FAR Percentage non-residential: Minimum: 20% FAR Maximum: 35% FAR Location: At specified General Plan locations Zoning: Mixed Use Overlay (MU-O)</p>	<p>A Mixed use development that <b>horizontally</b> distributes a mix of land uses, which may include residential, commercial, office, and/or buildings that may include vertically integrated land uses. For mixed use structures, commercial uses characterized by noise, vibration, odors, or other activities that would adversely impact on-site residential units are prohibited. Details regarding businesses, location, intensity, height, scale, circulation, signage architecture, materials, and lighting shall be provided during application.</p>	<ul style="list-style-type: none"> <li>▪ Develop pedestrian connections to nearby transit stations</li> <li>▪ Public and semi-public outdoor spaces such as plazas and courtyards are encouraged</li> <li>▪ Separate secured entrances and parking for residential and non-residential land uses</li> <li>▪ Adequate provisions to ensure compatibility with issues related to service deliveries, odors, trash, etc.</li> </ul>

Figure 11-6

**General Plan Land Use Designations**


Land Use Designation	Required Standards: <i>Density and Design</i> <i>Minimum Lot Size</i> <i>Maximum Building Height</i> <i>(Also refer to policies)</i>	General Description of Uses	Recommended Urban Form Characteristics
----------------------	--------------------------------------------------------------------------------------------------------------------------------------------------	-----------------------------	----------------------------------------

**Other Land Uses**


**Specific Planning Areas.**

<p><b>Specific Planning Areas</b></p>	<p>Development shall comply with adopted Planned Development or Specific Plan or standards which shall be provided during application processing as prescribed in this General Plan. Refer to General Plan Map and text for development application requirements</p> <p>Zoning: Specific Plan (S-P)</p>	<p>Accommodates areas which require submittal of Planned Development or Specific Plans prior to development as described in this General Plan. Refer to Specific Plan land use policies for details on specific properties designated Specific Planning Area.</p>	<ul style="list-style-type: none"> <li>Applications should demonstrate community benefit and furthering the community's interests</li> </ul>
---------------------------------------	-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	----------------------------------------------------------------------------------------------------------------------------------------------

**Public Facility Overlay.**

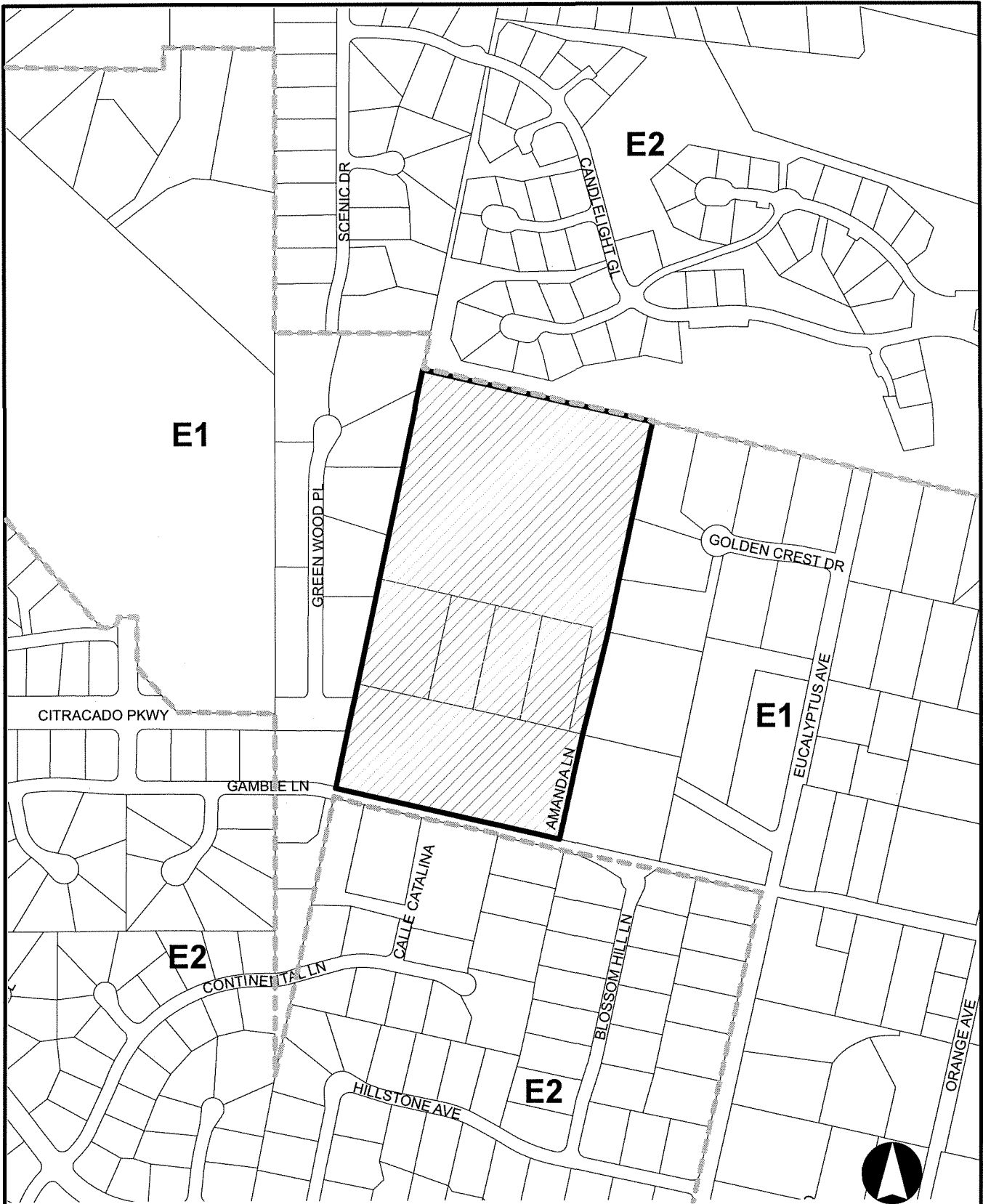
<p><b>Public Facilities</b></p> 	<p>Public facility design details shall be provided during application processing</p> <p>Zoning: Public Facility Overlay (PF-O) applies single-use facilities, underlying General Plan designation applies if land use is eliminated.</p>	<p>Overlay accommodates public facilities including, government facilities, libraries, community centers, and schools.</p>	<ul style="list-style-type: none"> <li>Public buildings designed to promote pedestrian interest through architectural articulation, attractive landscaping, and similar techniques</li> <li>Pedestrian- and bicycle-friendly with convenient non-vehicular access provided as appropriate</li> <li>Parking areas heavily landscaped to reduce radiant heat effects</li> </ul>
-------------------------------------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	----------------------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

**Parks and Open Space.**

<p><b>Parks and open space</b></p> 	<p>Parks and open space design details shall be provided during application processing</p> <p>Zoning: Open Space-Park (OS-P)</p>	<p>Accommodates land for public recreational activity and habitat preservation. Permitted uses include active and passive parks as well as land to protect, maintain, and enhance the community's natural resources and include detention basins and creek corridors.</p>	<ul style="list-style-type: none"> <li>Buildings with public parks designed to promote pedestrian interest through architectural articulation, attractive landscaping, and similar techniques</li> <li>Pedestrian- and bicycle-friendly with convenient non-vehicular access provided</li> <li>Parking areas heavily landscaped to reduce radiant heat effects</li> </ul>
-----------------------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

**Native American Tribal Lands.**

<p><b>Tribal Lands</b></p>		<p>Accommodates lands that are federally recognized reservations or Indian Villages. The city has no land use authority over Tribal Lands.</p>	
----------------------------	--	------------------------------------------------------------------------------------------------------------------------------------------------	--



Portions of this DERIVED PRODUCT contains geographic information copyrighted by SanGis. All rights reserved.

**PROPOSED PROJECT  
PHG 09-0020**



GENERAL PLAN

Date: June 23, 2011  
To: City of Escondido  
From: Gil Miltenberger, Applicant  
Re: Include approximately 22 acres in the City's General Plan Update  
Properties: APN 235-202-20, 35, 55 – 58 (Primary property 2115 Amanda Lane)

Details of request and substantiation:

I am requesting the City of Escondido to include the subject properties, approximately 22 acres, in the City's General Plan Update scheduled for city-wide vote November 2012. More particularly I am requesting the General Plan designation be changed from its current "Estate 1" to Estate 2".

Currently the properties are in the County of San Diego, but within the sphere of influence of the City. The City borders the properties on both the north and west property lines.

The primary property within the 22 acres is an eleven (11) acre property that has one single-family home that was build in the 1960s. This is the largest "infill" piece of property within this general area other than the future Citracado High School property located just to the west. Over the years the surrounding area has been developed into half-acre and one-acre lots taken on a "semi-rural" character. The 22 acres is only approximately 7/10<sup>th</sup> of a mile west of Interstate 15, making it a prime candidate for development since it has all the infrastructure, roadways, schools, and services close by. The future Citracado extension to I-15 is a City CIP project which aligns with today's Gamble Lane. This extension of Citracado abuts the southern portion of the 22 acres.

The request to change the General Plan designation from Estate 1 to Estate 2 would be consistent with the surrounding area, and stays within the "Estate Land-Use Category". Also the change to Estate 2 (half-acre lots) would be consistent with the Estate 2 designation that primarily surrounds the property within a one-mile radius. With this in mind changing these properties to Estate 2 would fulfill the City's goals to provide new housing next to existing infrastructure while being congruent with the character and makeup of the area.

# General Plan Update

Approximately 22 acres included in the General Plan Update to Estate 2 (half-acre lots)



This product may contain information which has been replicated with the permission granted by Thomas Brothers Maps. Map center: 33° 51' 50.58" #034; N, 117° 5' 59.28" #034; W

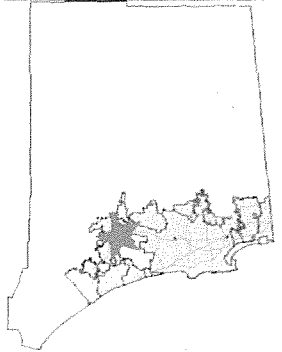
THIS MAP/DATA IS PROVIDED WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, INCLUDING BUT NOT LIMITED TO THE IMPLIED WARRANTIES OF MERCHANTABILITY AND FITNESS FOR A PARTICULAR PURPOSE. This product may contain information from the SANDAG Regional Information System which cannot be reproduced without the written permission of SANDAG.

## Legend

- Parcels
- ▬ Highways
- ▬ Freeways
- ▬ Streets
- ▬ Water Bodies
- ▬ Water Bodies
- ▬ Discretionary Permit Labels
- ▬ Discretionary Applications
- Done
- Open
- Cancelled/Expired/Void
- Unknown
- Other
- Topography - 40' Contour Interval
- Sponsor Groups
- Sponsor Groups
- Other
- Community Planning Area
- Community Planning Areas
- Incorporated Areas
- S.D. COUNTY
- Other



Scale: 1:3,882



APN 235-202-35  
11.25 ac

APN 235-202-56  
1.07 ac

APN 235-202-55  
1.8 ac

APN 235-202-57  
1.07 ac

APN 235-202-58  
1.14 ac

APN 235-202-20  
5.44 ac



June 25, 2011

# PETITION OPPOSING GPA REQUEST

To: Escondido City Mayor  
Escondido City Council  
City Planner Jay Petrek

Re: Homeowners Opposition to Developer Miltenberger Request for Change in City's  
General Plan Designation from Estate 1 to Estate 2  
APN 235-202, 35, 55-58

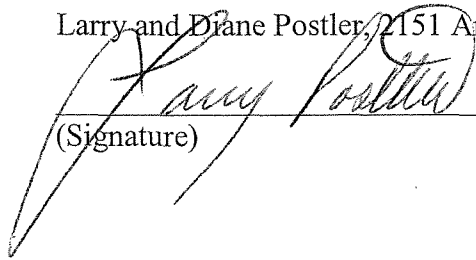
In response to Mr. Miltenberger's intent to seek annexation approval from the City of Escondido and the City Planner for designation of ½ acre parcels from the current 1 acre zoning on the General Plan, the following homeowners who either live immediate adjacent or within the 22 acre parcel of land in question, notice our ***unified opposition to the land use designation change request.***

The homeowners who signed this opposition document have lived in their current homes ranging from 7 to 35 years. The majority of the homeowners have lived in their current residences over 25 years. As homeowners, we purposely chose to live in our semi-rural acre parcels to raise our families in a more peaceful and certainly less congestion environment. Any consideration to endorse an annexation request and change to the General Plan would have an immediate and permanent adverse impact on our current lifestyle and enjoyments. Not only would the construction of twenty homes (verses 10 homes) create excessive construction and new homeowner traffic in the short-term, the long-term increase in traffic on both Gamble Ave. and Amanda Lane would quadruple from current levels and create significant adverse congestion for everyone in the area.

While we understand and accept that the developer has the right to build homes in compliance with current zoning and building regulations, we don't accept that a developer can unilaterally choose to change land use designations simply to support their profit objectives. We understand that there is protocol already established that requires any change in the General Plan to go before the voters. We also understand that any consideration by the City to place this matter on the upcoming general election would only take place if the City and City Planner believe the designation change would not have any adverse impact on the homeowners within or adjacent designated area. Please accept this document as evidence of our unified opposition to the developer's annexation Proposal and increasing the land intensification from 1 acre parcels to ½ acre parcels.

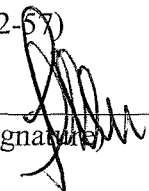
Thank you for your consideration of our opposition statement.

Larry and Diane Postler, 2151 Amanda Lane, Escondido, CA 92029 (APN 235-202-58)

  
\_\_\_\_\_  
(Signature)

6/25/11  
\_\_\_\_\_  
(Date)

Mr. and Mrs. Felipe Martinez, 2153 Amanda Lane, Escondido, CA 92029 (APN 235-202-57)

  
\_\_\_\_\_  
(Signature)

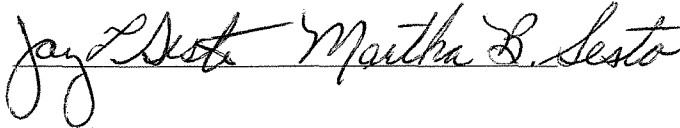
6-30-11  
\_\_\_\_\_  
(Date)

Mr. and Mrs. Don Portis, 1660 Gamble Lane, Escondido, CA 92029 (APN 235-202-20)

\_\_\_\_\_  
(Signature)

\_\_\_\_\_  
(Date)

Jay and Martha Sesto, 2155 Amanda Lane, Escondido, CA 92029 (APN 235-202-55)

 Martha S. Sesto 6-30-2011

(Signature)

(Date)

Ken and Twila Sanford, 2180 Amanda Lane, Escondido, CA 92029

  
\_\_\_\_\_  
(Signature)

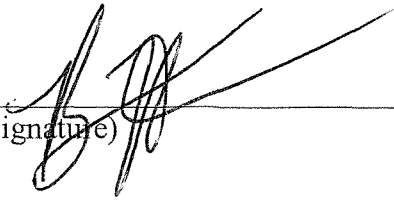
6-25-2011  
\_\_\_\_\_  
(Date)

Tom and Patsy Hamlin, 2148 Amanda Lane, Escondido, CA 92029

  
\_\_\_\_\_  
(Signature)

6/26/2011  
\_\_\_\_\_  
(Date)

Bruce and Maureen Hoppal, 1562 Golden Crest Dr., Escondido, CA 92029

  
\_\_\_\_\_  
(Signature)

6/25/11  
\_\_\_\_\_  
(Date)

Gloria and Paul Hendren, 1563 Golden Crest Dr., Escondido, CA 92029

\_\_\_\_\_  
(Signature)


\_\_\_\_\_  
(Date)

Paul and Sarah Decker, 1588 Golden Crest Drive, Escondido, CA 92029

\_\_\_\_\_  
(Signature)

\_\_\_\_\_  
(Date)

1587 GOLDEN CREST DRIVE ESCONDIDO, CA. 92029

x   
\_\_\_\_\_  
MICKEY WALKER

DATE 6/27/11

