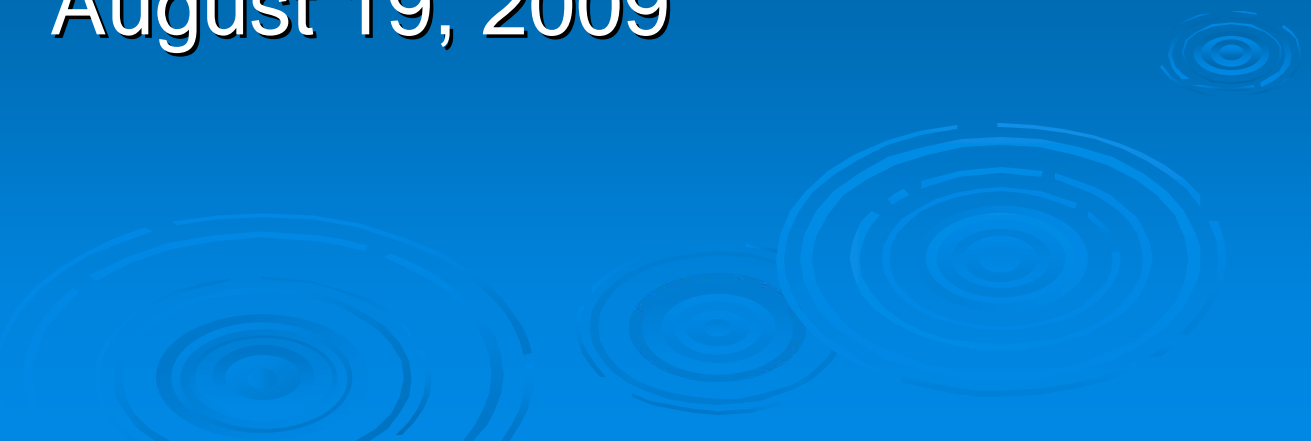


# General Plan Citizen Committee Duties and Selection

Agenda Item 14  
August 19, 2009



# General Plan Action Plan

- **September**
  - Obtain City Council direction on the land use alternatives, policies, facility and infrastructure needs to be studied
  - Issue the EIR Notice of Preparation
- **October 2009**
  - Identify staffing and/or consultant/contract planner needs
- **November 2009**
  - Develop a detailed work program, budget, and execute consultant contract
- **February 2010**
  - Complete initial analysis of General Plan alternatives and obtain Council direction on the preferred alternative
- **August 2010**
  - Complete Draft General Plan Document
- **November 2010**
  - Complete public and Council Workshops on the Draft General Plan document
- **December 2010**
  - Commence preparation of the EIR
- **September 2011**
  - Complete Final EIR
- **March 2012**
  - Complete City Council Hearings

# Potential Benefits of A Citizen Committee

- Means of involving stakeholders
- Forum to identify and discuss key issues
- Focusing the areas to be studied
- Indicator of public sentiment
- Technical Expertise

# General Plan Update Citizen Committee Recommendation

- Each Council Member select three members
- Hold 2-4 initial meetings to discuss Goals/Objectives and Land Use and Policy Amendments to be studied.
- City Council discussion after the Committee has discussed each task.
- Utilize the Committee to address issues that arise during the process.

# Recommendations to Expedite the Process

- Distribute draft Goals and Land Use/Policy Changes in advance of Meetings.
- Obtain recommendations and comments from Committee Members and the Public in advance of the meeting, analyze them, and focus on identified issues.
- Facilitate discussions but do not seek formal votes on each item.
- Schedule periodic City Council Updates.

The following sample General Plan Update considerations will be ranked by the Committee. The results will be tabulated and used to formulate the project description and goals.

**Proposed Consideration:**

*Rank your support for each consideration*

-5 = very strongly disagree

0 = neutral

+5 = very strongly agree

**A. Population and Neighborhood Character**

1) Plan for Escondido’s fair share of regional growth as defined through the Regional Growth Process.

Note: Escondido’s fair share is anticipated to be between 4,000 and 6,000 dwelling unit above the current General Plan (12,500 – 18,800 population).

-5 -4 -3 -2 -1 0 +1 +2 +3 +4 +5

2) Guide planned growth to the urban core in locations that will benefit from existing of infrastructure, transit, and support services.

-5 -4 -3 -2 -1 0 +1 +2 +3 +4 +5

3) Preserve the character and densities in existing neighborhoods.

-5 -4 -3 -2 -1 0 +1 +2 +3 +4 +5

4) Create exciting places with a mix of uses that appeal to a wide range of residents and visitors.

-5 -4 -3 -2 -1 0 +1 +2 +3 +4 +5

5) Increase intensities in the urban core without compromising historic character.

-5 -4 -3 -2 -1 0 +1 +2 +3 +4 +5

1) Identify additional neighborhoods with potential historic status.

-5 -4 -3 -2 -1 0 +1 +2 +3 +4 +5

1) Evaluate clustering provisions to clarify provisions pertaining to:

a) Yield

-5 -4 -3 -2 -1 0 +1 +2 +3 +4 +5

b) Open Space

-5 -4 -3 -2 -1 0 +1 +2 +3 +4 +5

c) Lot Width

-5 -4 -3 -2 -1 0 +1 +2 +3 +4 +5

d) Surrounding Neighborhood Character

-5 -4 -3 -2 -1 0 +1 +2 +3 +4 +5

3) Expand the amount of employment lands to provide jobs for local residents.	-5 -4 -3 -2 -1 0 +1 +2 +3 +4 +5
4) Establish clear intensity/capacity assumptions for each land use category.	-5 -4 -3 -2 -1 0 +1 +2 +3 +4 +5
5) Confine consideration of land use changes to a limited number key properties such as the swap meet site, Del Dios school site, Nutmeg / I-15, Nordahl Interchange, City Yard, etc).	-5 -4 -3 -2 -1 0 +1 +2 +3 +4 +5
<i>D. Municipal Facilities and Services</i>	
1) Ensure that the HARRF and supporting infrastructure are appropriately sizes for Escondido's planned development.	-5 -4 -3 -2 -1 0 +1 +2 +3 +4 +5
2) Establish clear sewer service boundaries.	-5 -4 -3 -2 -1 0 +1 +2 +3 +4 +5
3) Develop wastewater treatment facilities that recognize the value of water and maximize its re-use.	-5 -4 -3 -2 -1 0 +1 +2 +3 +4 +5

<b><i>E. Growth Management</i></b>	
1) Refine thresholds allowing limited development to proceed when non-critical deficiencies exist.	-5 -4 -3 -2 -1 0 +1 +2 +3 +4 +5
2) Define an urban service boundary to limit the extension of urban service standards.	-5 -4 -3 -2 -1 0 +1 +2 +3 +4 +5
<b><i>F. Sustainability</i></b>	
1) Implement sustainable planning and building policies focused on maximizing energy efficiency, reducing generated waster, incorporating renewable power, and enhancing recycling and reclaiming measures.	-5 -4 -3 -2 -1 0 +1 +2 +3 +4 +5
<b><i>G. Proposition "S"</i></b>	
1) Evaluate the appropriateness of Proposition "S."	-5 -4 -3 -2 -1 0 +1 +2 +3 +4 +5
<b><i>H. Mobility</i></b>	
1) Expand mobility and connectivity between different modes of travel to offer more transportation choices.	-5 -4 -3 -2 -1 0 +1 +2 +3 +4 +5
2) Evaluate the extension of NCTD's rail service from the Transit Center to Westfield North County.	-5 -4 -3 -2 -1 0 +1 +2 +3 +4 +5
3) Monitor state and local efforts to implement high speed rail service in Escondido.	-5 -4 -3 -2 -1 0 +1 +2 +3 +4 +5
<b><i>I. Parks &amp; Open Space</i></b>	
1) Preserve ridgelines, steep slopes and habitat and incorporate MHCP principles and policies.	-5 -4 -3 -2 -1 0 +1 +2 +3 +4 +5
2) Provide passive and active recreational facilities in the urban core in an efficient and sustainable manner to respond to the changing needs of the community.	-5 -4 -3 -2 -1 0 +1 +2 +3 +4 +5

# Ongoing Public Outreach Efforts

## ➤ General Plan Update Website

[www.escondido.org/gp-update/index.html](http://www.escondido.org/gp-update/index.html)

- Background information
- Survey opportunities
- Copies of reports and presentations

## ➤ Email distribution List

## ➤ Presentations to Groups as requested

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