



City of Escondido General Plan Update

NOTICE OF PREPARATION



Date: July 22, 2010



(California Code of regulations, Title 14 (CEQA Guidelines) Sections 15082, 15103, 15375)

To: State Agencies
Responsible Agencies
Local and Public Agencies
Trustee Agencies
Interested Parties

From: Jay Petrek AICP, Principal Planner
City of Escondido Planning Division
201 N. Broadway
Escondido, CA 92025

**Subject: NOTICE OF PREPARATION OF A PROGRAM ENVIRONMENTAL IMPACT REPORT
FOR A GENERAL PLAN UPDATE AND CLIMATE ACTION PLAN
City Case Numbers: PHG 09-0020, PHG 10-0016**

The City of Escondido will be the Lead Agency for the preparation of a Program Environmental Impact Report (EIR) for the City of Escondido 2050 General Plan Update and Climate Action Plan (proposed project). We need to know the views of your agency (and the views of other interested parties) as to the scope and content of the environmental information germane to your agency's statutory responsibilities in connection with the proposed project. Your agency will need to use the EIR prepared by our agency when considering your permit or other approvals associated with the proposed project.

The proposed description, location, alternatives, and the scope of the environmental assessment are contained in the attached materials. Since an EIR will be prepared the City is not required to complete an initial study. To assist agencies and the public in understanding what will be covered in the EIR, the attached materials contain the typical information covered by an initial study checklist as specified in Appendix G of the California Environmental Quality Act Guidelines.

Due to the time limits mandated by State Law, your response must be sent at the earliest possible date, but not received later than 5:00 p.m. August 30, 2010.

Please send your response to Jay Petrek, Principal Planner, City of Escondido Planning Division, at the address shown above. We will need the name for a contact person in your agency. Written comments may also be submitted via e-mail to jpetrek@escondido.org. Additional information about the proposed project may be obtained on the city's General Plan Update website at: <http://www.ci.escondido.ca.us/gp-update/index.html>

Project Title: City of Escondido General Plan Update & Climate Action Plan
Project Applicant: City of Escondido, Planning Division
Project Location: City of Escondido and surrounding Planning Area, San Diego County, California

Signature: Jay Petrek
Jay Petrek, Principal Planner
City of Escondido Planning Division
(760) 839-4556

Date: July 22, 2010



City of Escondido General Plan Update & EIR

NOTICE OF PREPARATION



DATE:
July 22, 2010

COMMENTS DUE:
August 30, 2010



ESCONDIDO 2050 GENERAL PLAN UPDATE (CASE No: PHG 09-0020) CLIMATE ACTION PLAN (CASE No: PHG 10-0016)

The City of Escondido will be the Lead Agency for the preparation of a Program Environmental Impact Report (EIR), as defined in Section 15168 of the CEQA Guidelines for a proposed update to the City's General Plan, which was adopted in 1990 and currently serves as Escondido's blueprint for development (Attachments 1 and 2 depict Escondido's Planning Area Boundaries and General Plan Land Use Map). It is anticipated that land use amendments associated with the Update would trigger a 1998 local initiative (Proposition "S"), which requires voter approval of the General Plan. The City Council has directed to prepare the Update in time for the November 2012 General Election.

The General Plan will include an updated vision, with goals, objectives, and policies anticipating a 2050 buildout reflecting the current needs and preferences of the community, and ensuring compliance with state law. The EIR will also include analysis of a Climate Action Plan for developing / implementing energy efficiency and conservation strategies to reduce fossil fuel emissions created as a result of transportation, building, and other appropriate sectors within the General Plan. Amendments are proposed involving the following elements:

- a) Land Use
- b) Housing
- c) Circulation
- d) Community Facilities and Services
- e) Community Protection and Safety (includes Noise)
- f) Community Open Space / Conservation
- g) Economic Prosperity
- h) Growth Management
- i) General Plan Implementation
- j) Specific Planning Areas

Pursuant to Section 15063 of the CEQA Guidelines an Initial Study has not been prepared for the plan. The EIR will consider all potential environmental effects of the plan to determine the level of significance of the environmental effect, and will analyze the potential effects to the detail necessary to make appropriate determinations on significance. In addition, the EIR may also consider those environmental issues which are raised by responsible agencies, trustee agencies, and members of the public or related agencies during the NOP process. Additional information on Escondido's General Plan Update efforts can be found on its website at: <http://www.ci.escondido.ca.us/gp-update/index.html>. An electronic version of this notice is posted at: www.escondido.org/gp-update/EIR-Notice-of-Preparation.pdf.

We need to know the views of your agency or organization as to the scope and content of the environmental information germane to your agency's statutory responsibilities or of interest to your organization, in connection with the proposed plan; specifically, we are requesting the following:

1. If you are a public agency, state if your agency will be a "responsible" or "trustee" agency for the plan and list your agency's permits or approvals that will be required for the project and its future actions;
2. Identify significant environmental effects and mitigation measures that you believe need to be explored in the EIR with supporting discussion of why you believe these effects may be significant;
3. Describe special studies and other information that you believe are necessary for the City to analyze the significant environmental effects, alternatives, and mitigation measures you have identified;
4. For public agencies that provide infrastructure and public services, identify any facilities that will be required to provide services;
5. Indicate whether a member(s) from your agency would like to meet with City staff to discuss the scope and content of the EIR's environmental information.
6. Provide the name, title, telephone number, postal and e-mail addresses of the contact person from your agency or organization that we can contact regarding your comments;
7. Identify alternatives that you believe need to be explored in further detail in the EIR. Due to the time limits mandated by State law, responses from responsible agencies, other agencies and organizations must be sent and received by the City of Escondido not later than 30 days following the publication of this Notice of Preparation (5:00 p.m. August 30, 2010). Comments may be sent to:

Jay Petrek, AICP
Project Manager
Escondido Planning Division
201 N. Broadway
Escondido, CA 92078
Jpetrek@escondido.org
tele: (760) 839-4556
fax: (760) 839-4313

If response from your agency or organization is not received, we will presume that your agency or organization has no response to make. A responsible agency, trustee agency, or other public agency may request a meeting with City representatives in accordance with Section 15082(c) of the CEQA Guidelines.

General Plan Preliminary Land Use Study Areas

A primary focus of the General Plan Update involves assuring the long-term sustainability of Escondido's future by promoting quality, managed growth, ensuring the adequate provision of infrastructure, preserving perimeter viewsheds, and respecting and enhancing the character of established single family neighborhoods. Staff has conducted a preliminary review and analysis of potential land use amendment areas involving Smart Growth areas, a full range of employment land use areas (see Attachment 3), and minor "clean-up" amendments to correct inconsistencies with current land use patterns. The nature of recommended Land Use Study Areas includes:

1. Employment Opportunity Areas

Several potential study areas involve expanding Escondido's employment lands by reassigning residentially designated areas (Attachment 3). These include areas east of I-15 along Imperial Drive; areas north and south of the Escondido Research Technology Center (ERTC); at the Felicita Avenue/I-15 interchange, and Nutmeg Street at Centre City Parkway. Based on prior research, Escondido's percentage of land devoted for employment purposes is comparably less than surrounding communities. This has been noted as an explanation for the out-migrating pattern of Escondido commuters involving a disproportionate number of residents seeking employment outside the community affecting the "jobs/housing" balance.

Additional study areas aimed at enhancing existing employment areas include south and east of the I-15/ Highway 78 interchange; properties south of the Mercado Area; and areas bounded by I-15, West Valley Parkway and Ninth Avenue, and Westfield's Shopping Town. An evaluation of these areas could include proximity to existing and planned transit facilities, lot consolidation incentives as a mechanism for attracting larger businesses, developing regional entertainment facilities, establishing a professional and business service "near-sourcing" center for regionally-based bio-technical and bio-medical firms, improving aesthetics and/or transitioning land uses to more employee-intensive, higher quality and higher paying employment.

2. Residential / Transit Intensification Areas

Accommodating additional population above Escondido's existing General Plan residential capacity is proposed to be clustered in specific mixed-use "nodes" in concert with "Smart Growth" principles (Attachment 3). Based on existing and projected transit patterns focused infill development will be close to jobs, services, and public facilities to maximize the use of existing infrastructure and preserve open space and natural resources. Study Areas for establishing these mixed-use development nodes are in the Downtown Specific Plan Area, East Valley Parkway near Ash Street, South Escondido Boulevard near Felicita Avenue and near Citracado Parkway, and Westfield's Shopping Town.

3. Educational Focus Area

The area between Palomar College's satellite campus (East Valley Parkway at Midway Drive) and Palomar Hospital's downtown facility is proposed for evaluating opportunities for attracting and clustering educational institutions (Attachment 3). Policies promoting East Valley Parkway as the area for attracting and locating higher educational universities, technical colleges, vocational schools, and job training facilities are recommended to foster Escondido's sustainability and promote a more educationally competitive environment that provides a direct path to employment.

4. Corrective / "Clean-Up" Amendment Areas

Several changes in land use and ownership patterns have occurred since the last General Plan Update that warrant re-designation. Most notably is the acquisition of several properties by public agencies (including the City) for dedication as either open space or other municipal/governmental purposes. Reclassifying properties to reflect their appropriate designation will establish a more accurate map for planning purposes. Note: These areas are not identified in Attachment 3.

5. Public Land Classifications

The General Plan currently includes "Public Land" (P) as the sole designation identifying properties owned by public entities that customarily serve a variety of purposes. In this manner, the City's police firing range, Hale Avenue Resource Recovery Facility, Daley Ranch Open Space Preserve, and active park sites are all identified with the same General Plan "P" land use designation. Refining the "Public Land" designation will provide a more detailed identification of the actual/intended land use for more accurate planning purposes. Note: These areas are not identified in Attachment 3.

Escondido's Climate Action Plan

The General Plan Update will include a number of goals, policies and programs that are aimed at reducing Escondido's greenhouse gas emissions both from the perspective of City operations and as they relate to community-wide transportation and development. In concert with the General Plan Update a strategic Climate Action Plan (CAP) will be developed and assessed in the EIR that will guide future efforts to reduce emissions and will help the City realize emissions reductions as quickly and cost-effectively as possible. The climate action planning process will serve as the City's program for setting more specific targets for reduction of greenhouse gas emissions and for discussing and selecting specific reduction measures that are practical and implementable in Escondido.

Features in the General Plan and Climate Action Plan that the EIR will assess includes:

- a) Escondido's share of regional growth as defined through the 2050 Regional Growth Process by guiding it to locations benefiting from existing or planned infrastructure, transit, and support services. Note: Escondido's fair share of regional growth is anticipated to be between 3,000 and 4,500 dwelling units above the current General Plan generating approximately 9,500 – 14,250 additional persons).
- b) Maintaining established Quality of Life Standards in outlying areas but re-evaluating standards for the urban core that reflect planning goals.
- c) Updating the Housing Element to meet state-mandated criteria.
- d) Evaluating clustering policies to ensure that the resulting development projects are compatible with surrounding areas pertaining to yield, open space, and lot width.
- e) Increasing residential densities and intensities in Smart Growth Areas in close proximity to transit without compromising the character of adjacent single family neighborhoods.
- f) Identifying additional neighborhoods with potential historic status.
- g) Establishing "Smart Growth" and "Healthy Community Concepts" that:
 - ❖ Create exciting places with a mix of uses that appeal to a wide range of residents and visitors.
 - ❖ Preserve existing neighborhood densities and improve their character.
 - ❖ Incorporate sustainability in new and retrofitted development.
 - ❖ Utilize energy efficient, green construction design principles.
 - ❖ Identify clear intensity/capacity assumptions for each land use category.
 - ❖ Recognize the value of potable water and treated wastewater and maximize their re-use.
 - ❖ Enhance accessibility to recreation and open space opportunities.
 - ❖ Improves opportunities for alternative transportation (walking, cycling, transit)
- h) Refining Growth Management provisions to ensure coordination of the pace/rate of development with the ability to provide necessary infrastructure and services.
- i) Refining General Plan boundaries and urban densities in outlying areas.
- j) Amending the land use designation from residential to employment (office, business park, research and development, entertainment, etc.) involving up to approximately 450 acres in several locations and establishing new General Plan Land Use categories depicting high-quality employment land uses.
- k) Establishing clear sewer service boundaries to ensure that the HARRF (City's sewer treatment facility) and supporting infrastructure are carefully sized.
- l) Incorporating energy efficiency and conservation strategies to reduce fossil fuel emissions created as a result of transportation, building, city operations, and other appropriate sectors within the General Plan. Note: A Greenhouse Gas Emissions study would evaluate fossil fuel emissions generated from activities within Escondido under current conditions, build-out conditions, and several alternative community "Smart Growth" land-use scenarios.
- m) Expanding the Downtown Specific Plan Area Boundary (SPA #9) to include the existing Palomar Hospital (west campus), areas north of Washington, south of Fifth Avenue, and west of Centre City Parkway.
- n) Expanding the Harmony Grove Specific Planning Area Boundary (SPA #8) to include areas north of the new Palomar Hospital (east campus) and south of Escondido Creek.
- o) Establishing new Area Plans in the vicinity of I-15 and Hwy 78 for the purpose of targeting desirable high-wage / high-quality employment opportunities.
- p) Incorporating regional transit facilities as identified in SANDAG's Regional Transportation Plan.

- q) Re-configuring all or a portion of the Second Avenue / Valley Parkway one-way couplet through Downtown to two-way traffic.
- r) Downgrading certain Circulation Element Streets where considerable constraints and/or lower traffic volumes warrant reclassification.
- s) Incorporating Multi-Habitat Conservation Program (MHCP) policies.
- t) Updating information pertaining to mineral resources.

Issues to be Addressed in the EIR

The EIR will address issues related to aesthetics, agricultural resources, air quality, biology, cultural resources, geology and soils, hazards and hazardous materials, hydrology and water quality, land use and planning, noise, population and housing, public services, recreation, transportation and circulation, public utilities and services systems, and greenhouse gas and global climate change.

Cumulative Impacts

This section will address the impacts associated with the General Plan build-out along with other known, approved or reasonably foreseeable development activity in the City and region. The analysis will be based on a list of known and foreseeable projects in the region as well as development forecasts. The analysis will address each identified issue area and will identify appropriate mitigation measures for any identified cumulative impacts.

Refining General Plan Land Use Alternatives, Text Preparation, and Consultant Selection

An appointed General Plan Issues Committee has been convened to recommend and comment on various alternative land use scenarios. Public outreach will occur to solicit input during the summer 2010. This information would be brought back to the City Council where recommendations would be made on the preferred and/or range of land use alternatives that would be selected for a thorough evaluation in the General Plan EIR.

The analysis will contain a qualitative and comparative evaluation of the land use alternatives to address the likely impacts associated with the various land use patterns. If one or more of the alternatives from the planning process are not sufficient to meet the legal requirements of alternatives (fail to meet project objectives or do not lessen an environmental impact), then different alternatives will be proposed for inclusion. The "No Project" alternative will analyze the development of the site based on existing land use and zoning designations. The City encourages suggestions and recommendations during the NOP comment period regarding the nature and content of the alternatives to be considered.

Staff has posted the Draft General Plan Introduction, Vision, Goals, & Quality of Life Standards, Economic Prosperity, and Growth Management Elements on the City's website for public review. Additional information on Escondido's General Plan Update efforts can be found on its website at: <http://www.ci.escondido.ca.us/gp-update/index.html>.

Escondido's Location and Population:

Escondido is located in northern San Diego County, approximately 30 miles north of downtown San Diego and 18 miles east of the Pacific Ocean (Attachment 1). Escondido's corporate boundaries encompass 37.36 square miles. The community is situated in a natural valley at approximately 615 MSL and surrounded by rolling hills and rugged terrain ranging up to 4,200 MSL. Escondido is bounded on the north by the unincorporated communities of Valley Center and Hidden Meadows, on the west by the City of San Marcos, on the south by Lake Hodges and San Diego's city limits, and on the east by unincorporated San Diego County. Interstate 15 bisects Escondido in a north-south direction and State Route 78 transitions from freeway to surface streets in an east-west direction through the community.

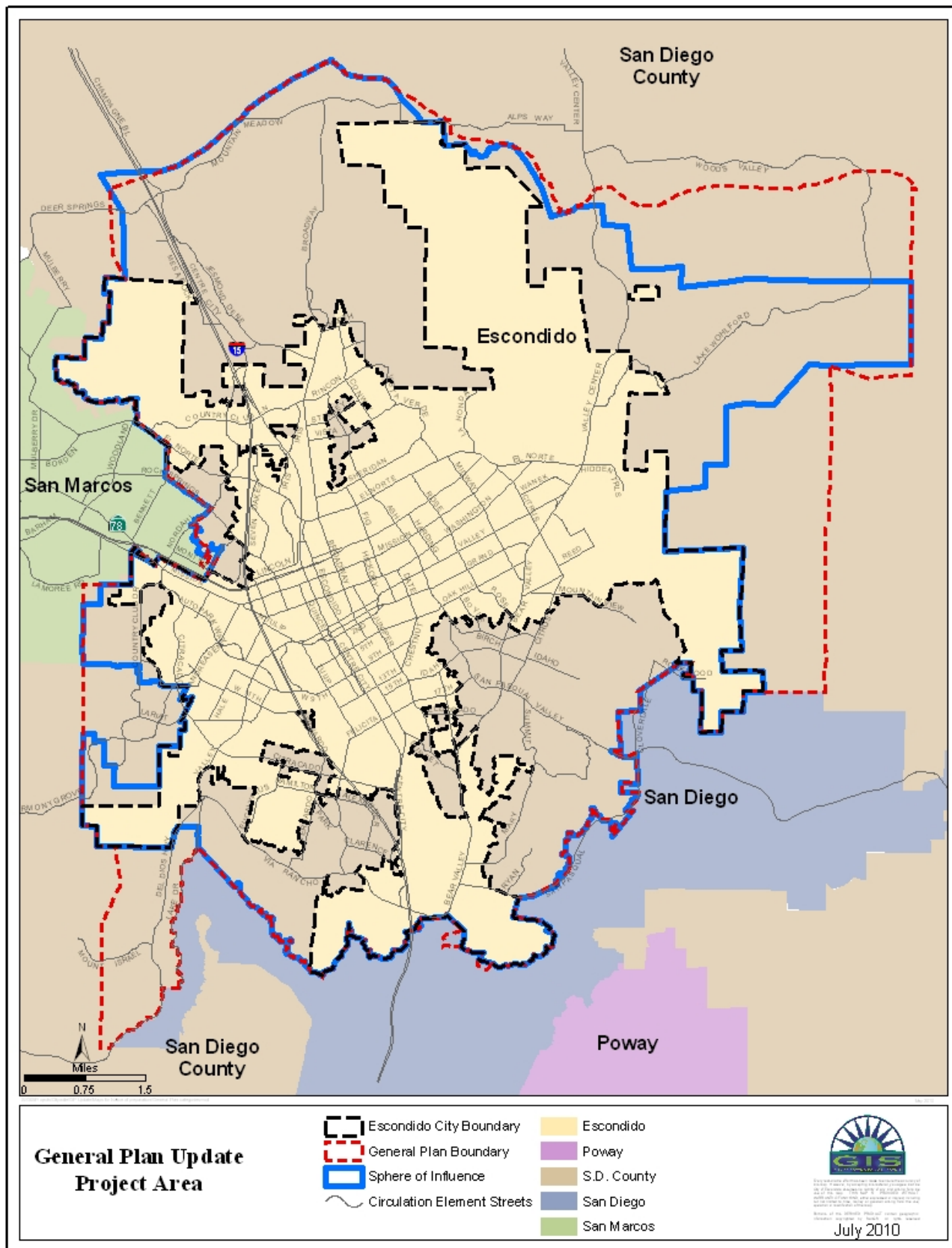
The General Plan Area that includes the city limits and surrounding county territory is approximately 80 square miles (Attachment 2). Approximately 144,800 residents live within Escondido's corporate boundaries with an additional 12,000 – 15,000 persons residing in Escondido's surrounding unincorporated General Plan Area. The community's median age is 32.3 and the household median size is 3.12 persons. Escondido's ethnicity is 45% White, 45% Latino, 5% Asian, 2% Black and the remaining classified as Native American, Hawaiian/Pacific Islander and Mixed Race/Other. The 2009 median household income is \$46,960.

Escondido's Modern History:

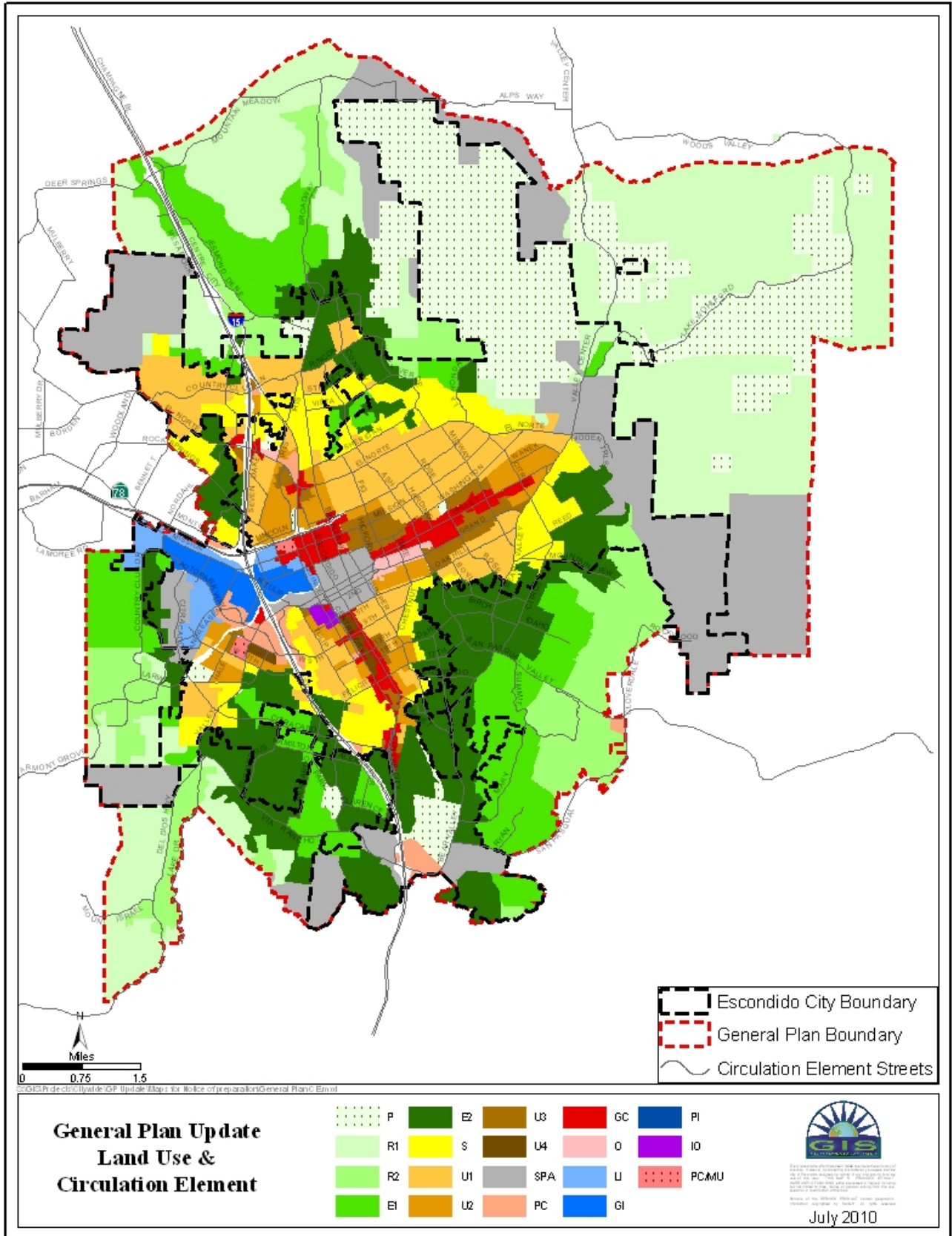
Escondido was founded in 1888. Origins of the City are directly traced to agricultural uses and production. Over time, Escondido's position has transitioned to become inland Northern San Diego County's vibrant center for retail, services, health care and cultural facilities while maintaining a special feeling of small-town living. Escondido maintains a vital, historic and walk-able downtown, a wide variety of services, recreational amenities, and family-oriented neighborhoods. Escondido is a full-service "general law" city with municipal police, fire, water, sewer, cultural arts center, parks and library services.

Several regional facilities are located in Escondido serving residents and the surrounding communities. These include Palomar Pomerado Hospital with 450+ patient beds and full trauma center (currently under construction), Westfield Shopping Town Regional Mall with 1.2 million square feet of retail space, Escondido Autopark a 60-acre master planned development containing numerous dealerships, California Center for the Arts that is the city-owned cultural facility containing a 2,500-seat performing arts center, 400-seat community theater, conference facilities, and 10,000 square foot children's museum, and Sempra Energy's 500-megawatt electric generating facility. Visit the City of Escondido's website at: www.ci.escondido.ca.us.

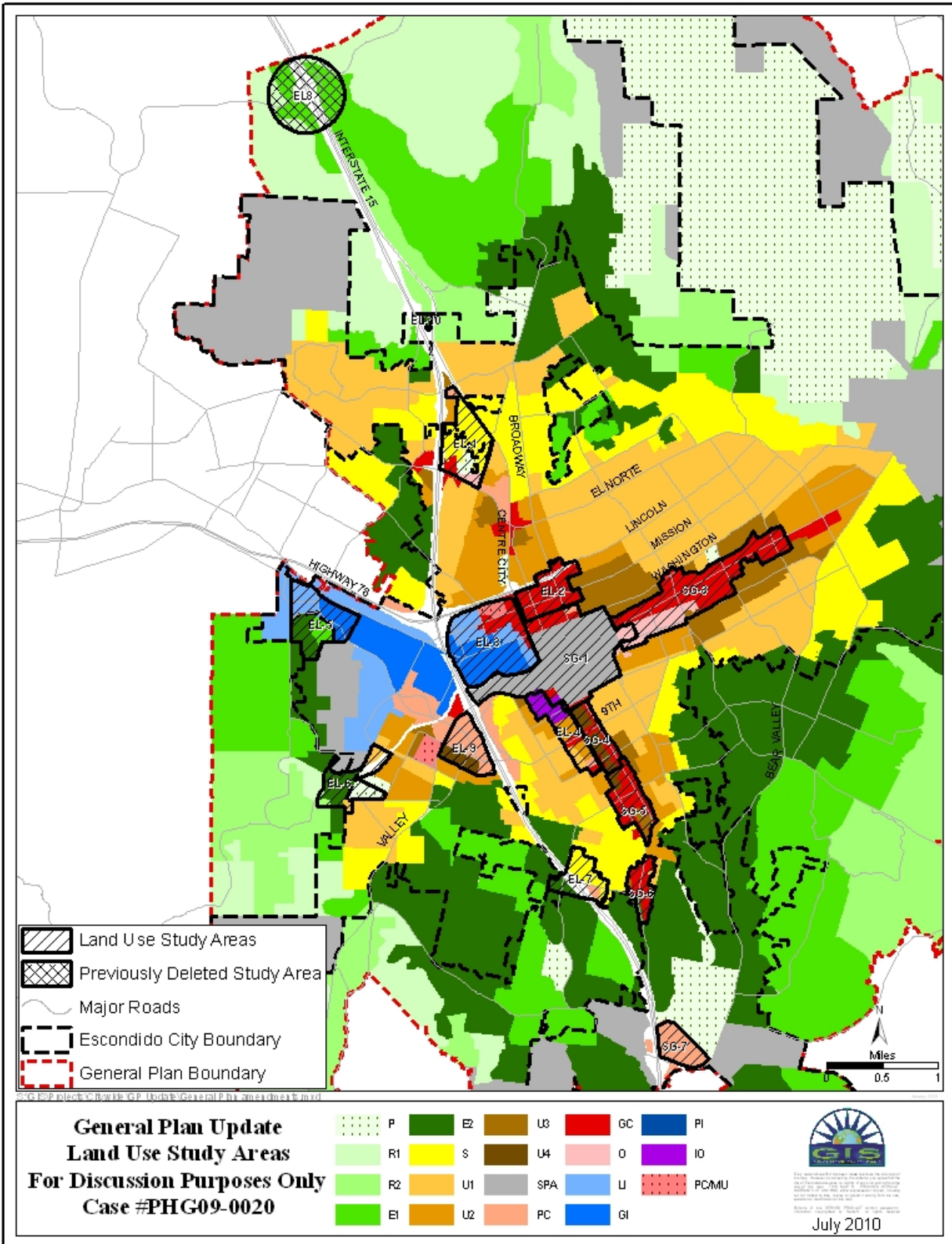
ATTACHMENT 1



ATTACHMENT 2



ATTACHMENT 3



Note: Detailed aerial image exhibits of Amendment Study Areas are on-line at:
www.escondido.org/gp-update/General-Plan-Amendment-Area-Exhibits.pdf

ATTACHMENT 3

(Continued)

Note: Detailed aerial image exhibits are on-line at:

www.escondido.org/gp-update/General-Plan-Amendment-Area-Exhibits.pdf

AREA	Acres & Parcels	Current GP Designation(s)	Proposed GP Designation(s)	Proposed Course of Study
EL-1 (Exhibit #1 On-Line)	163 acres 98 parcels	Suburban: (S), General Commercial: (GC), Park: (P), Office: (O)	Specific Planning Area: (SPA)	<p>General Plan Issues Committee & City Council Direction: Analyze to amend land use from residential to employment.</p> <p>Proposal: Land Uses: Office, Technology, Bio-Medical, Research & Development, corporate headquarters, professional services, etc.</p> <p>Design Goals: Master planned architecture, building materials, entry and circulation, landscaping, signage, trail system.</p> <p>Specific Plan Targets: Comprehensive design theme, high-wage employers, high employee densities.</p> <p>Floor Area Ratio: 0.5 - 1.0</p>
EL-2 (Exhibit #2 On-Line)	122 acres 89 parcels	General Commercial: (GC)	Retain General Commercial (CG) designation with General Plan Policy to establish Area Plan	<p>General Plan Issues Committee & City Council Direction: Retain current General Plan designation Candidate for "Mission Avenue Area Plan" that could extend from I-15 to Gamble that addresses land use and development standards, gateway features etc. Land use focus should be for employment uses, residential uses should not be allowed in this area in order to preserve / enhance employment opportunities.</p> <p>Proposal: Land Uses: Retail, commercial office, professional / personal services.</p> <p>Design Goals: High quality architecture and landscaping, pedestrian friendly, access to transit and urban trail.</p> <p>Area Plan Targets: high-wage employers, high employee densities.</p> <p>Floor Area Ratio: 0.50 - 1.25</p>
EL-3 (Exhibit #3 On-Line)	296 acres 200 parcels	General Industrial: (GI), Light Industrial: (LI), General Commercial: (GC)	Planned Industrial: (PI) and Specific Planning Area: (SPA)	<p>General Plan Issues Committee & City Council Direction: Analyze to amend from Industrial to Industrial Office based on proximity to services, freeway and central location. Land use focus should be for employment uses. Mixed-use residential uses would be allowed as an option in conjunction with a potential regional visitor-serving attraction.</p> <p>Proposal: Land Uses: Commercial office, Research & Development, Regional attraction with ancillary uses, Professional services. An option including residential uses would be clustered in a mixed-use environment supporting a regional visitor attraction development.</p> <p>Design Goals: High quality architecture and landscaping, transit focused, pedestrian friendly (Incompatible uses phased out).</p> <p>Specific Plan Targets: A comprehensive design targeting a regional visitor attraction with an option to include up to 300 residential dwelling units in mixed-use environment supported by ancillary commercial uses with linkages to transit and Downtown. Employment uses in the vicinity would target high-wage employers and high employee densities. Policies would be adopted to address potential non-conforming uses.</p> <p>Floor Area Ratio: 0.75 - 1.75</p>

ATTACHMENT 3

(Continued)

Note: Detailed aerial image exhibits are on-line at:

www.escondido.org/gp-update/General-Plan-Amendment-Area-Exhibits.pdf

AREA	Approx. Acres	Current GP Designation(s)	Proposed GP Designation(s)	Proposed Course of Study
EL-4 (Exhibit #4 On-Line)	104 acres 262 parcels	Industrial Office (IO), Urban I (U1), Urban II (U2), Planned Commercial (PC), General Commercial (GC)	Industrial Office: (IO) with General Plan Policy to establish Area Plan	<p>General Plan Issues Committee & City Council Direction: Retain current General Plan designations and establish an "Area Plan" to address land use and development standards, gateway features, etc. Extend area south along CCP.</p> <p>Proposal: Land Uses: Residential, Mixed use residential, Commercial office, Research & Development, Professional services, etc.</p> <p>Design Goals: High quality architecture and landscaping, transit focused, pedestrian friendly.</p> <p>Area Plan Targets: High-wage employers, high employee densities, linkage to transit, improve infrastructure & streetscape, integrate with Urban I and Urban II uses.</p> <p>Floor Area Ratio: 0.50 - 1.0</p>
EL-5 (Exhibit #5 On-Line)	170 acres 159 parcels	Light Industrial: (LI), General Industrial: (GI), Estate I: (E1), Estate II: (E2)	Industrial Office: (IO) with General Plan Policy to establish Medical Overlay Area Plan	<p>General Plan Issues Committee & City Council Direction: Analyze to amend from Industrial and Residential to Industrial Office with a Medical Office based on proximity to services, freeway and gateway location, and to other industrial areas. Consideration should be for strong intensification of development pattern along Auto Parkway given proximity to Nordahl Transit Station.</p> <p>Proposal: Land Uses: Commercial and medical office, Research & Development, Professional services, etc.</p> <p>Design Goals: High quality architecture & landscaping, transit focused, pedestrian friendly.</p> <p>Area Plan Targets: High-wage employers, high employee densities, improve linkages to transit and hospital, phase out incompatible uses.</p> <p>Floor Area Ratio: 0.75 - 1.75</p>
EL-6 (Exhibit #6 On-Line)	121 acres 34 parcels	Public: (P), Estate II: (E2), Specific Planning Area: (SPA)	Specific Planning Area: (SPA)	<p>General Plan Issues Committee & City Council Direction: Analyze to amend from Industrial and Residential to Specific Plan based on proximity to services, Citracado Parkway, HARRF and to other industrial areas.</p> <p>Proposal: Land Uses: Consistent with ERTC Planning Area #8.</p> <p>Design Goals: Master planned architecture, wall treatments, circulation, landscaping, signage, trail system, ensure neighborhood compatibility.</p> <p>Specific Plan Targets: Comprehensive design theme, high-wage employers, high employee densities.</p> <p>Floor Area Ratio: 0.5 - 1.0</p>

ATTACHMENT 3

(Continued)

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AREA	Approx. Acres	Current GP Designation(s)	Proposed GP Designation(s)	Proposed Course of Study
EL-7 (Exhibit #7 On-Line)	87 acres 46 parcels	Suburban: (S), Estate II: (E2)	Office (O)	<p>General Plan Issues Committee & City Council Direction: Analyze to amend from residential to Commercial Office use based on proximity to services, freeway and gateway location.</p> <p>Proposal: Land Uses: Commercial and medical office, Research & Development, Professional services, etc.</p> <p>Design Goals: High quality architecture and landscaping, pedestrian friendly, compatibility with surrounding residential.</p> <p>Floor Area Ratio: 0.75 - 1.75</p>
EL-8	100	Rural I: (R1) Rural II: (R2)	Employment, Biomedical, Office Park, Industrial Office	<p>General Plan Issues Committee & City Council Direction: This area has been deleted from further study due to remoteness, lack of infrastructure and past resident opposition.</p> <p>Proposal: Delete from further study.</p>
EL-9 (Exhibit #9 On-Line)	106 acres 52 parcels	Planned Commercial: (PC), Estate II: (E2), Urban II: (U2), Urban IV: (U4)	Planned Commercial / Mixed Use (PD/MU)	<p>General Plan Issues Committee & City Council Direction: Analyze as potential Smart Growth Area with focus on Mixed –Use Commercial / Office / Residential and /or expansion to autopark based on proximity to services, freeway and gateway location.</p> <p>Proposal: Land Uses: Retail, Multi-family & commercial office mixed use, professional services, Autopark expansion.</p> <p>Design Goals: High quality architecture and landscaping, pedestrian friendly, access to transit and urban trails, compatibility with surrounding residential.</p> <p>Floor Area Ratio: 0.25 - 1.5</p>
EL-10 (Exhibit #10 On-Line)	7 acres 3 parcels	Estate II: (E2)	Office: (O) or Urban II: (U2)	<p>General Plan Issues Committee & City Council Direction: Analyze to amend from residential to employment land use or higher density residential.</p> <p>Proposal: Land Uses: Commercial / Medical office or Residential; up to 12 du / acre (maximum 50 units).</p> <p>Design Goals: High quality architecture and landscaping.</p> <p>Floor Area Ratio: 0.25 - 1.0</p>

**ATTACHMENT 3
(Continued)**

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AREA	Approx. Acres	Current GP Designation(s)	Proposed GP Designation(s)	Proposed Course of Study
SG-3 {also includes former Area PN-2 (Urban Village) previously reviewed by the General Plan Issues Committee} (Exhibit #11 On-Line)	331 acres 491 parcels	General Commercial: (GC), Office: (O)	Retain General Commercial (GC) and Office (O) Designations, amend EVP Area Plan to include Office area with residential village overlay	<p>General Plan Issues Committee & City Council Direction: Include a General Plan implementation program establishing incentives for attracting and concentrating educational facilities and bolstering retail and office employment uses based on proximity to services and similar uses. Area in the vicinity of Ash Street & Valley Parkway would be analyzed as a potential "urban village" allowing Mixed-Use Residential / Small Retail / Office uses. In Area SG-3, Residential development would be prohibited outside the proposed "urban village" area in order to preserve retail, office, and educational character.</p> <p>Proposal: Land Uses: Retail, commercial / med. office, professional / personal services, education</p> <p>Design Goals: High quality architecture and landscaping, pedestrian friendly, access to transit and urban trails (24-45 du/acre in Urban Village Area)</p> <p>Area Plan Targets: Establish a residential "urban village" overlay along Ash, between Washington Avenue, Grand Avenue, Cedar and Ohio. The EIR would evaluate the 400 dwelling units currently permitted in the entire Area SG-3 (for which no applications have been submitted) to be clustered in the proposed "urban village" with options of adding 0, 200, and 500 more dwelling units. Strengthen connection of the entire area to the Escondido Creek Channel Trail, Washington Park and Downtown.</p> <p>Floor Area Ratio: 0.25 - 1.25</p>
SG-4 (Exhibit #12 On-Line)	80 acres 278 parcels	General Commercial: (GC) Urban IV: (U4)	Retain current General Commercial (GC) and amend existing SEB Area Plan, Retain current Urban IV (U4) Designation	<p>General Plan Issues Committee & City Council Direction: Include a General Plan implementation program bolstering this area for retail and office uses and prohibiting residential mixed use along Escondido Blvd, Fifth Avenue and Ninth Avenue, between 6th and 13th Avenues. Urban IV densities in this Area would be retained.</p> <p>Proposal: Land Uses: Retail, multi-family, commercial office, professional services, etc.</p> <p>Design Goals: High quality architecture and landscaping, pedestrian friendly, access to transit and urban trails.</p> <p>Area Plan Targets: Prohibit mixed-use residential, strengthen transit connections, ensure compatibility with adjacent residential, enhance housing stock in Urban IV area.</p> <p>Floor Area Ratio: 0.5 - 1.25</p>

ATTACHMENT 3

(Continued)

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www.escondido.org/gp-update/General-Plan-Amendment-Area-Exhibits.pdf

AREA	Approx. Acres	Current GP Designation(s)	Proposed GP Designation(s)	Proposed Course of Study
SG-5 (Exhibit #13 On-Line)	112 acres 251 parcels	General Commercial: (GC) Urban II: (U2) Urban III: (U3) Urban IV: (U4)	Retain current General Commercial (GC) and amend existing SEB Area Plan Retain current Urban Designations	<p>General Plan Issues Committee & City Council Direction: Analyze as a secondary node for Mixed-Use Retail / Office / Residential node based on proximity to services. This area would be considered as a secondary receptor for future population growth.</p> <p>Proposal: Land Uses: Retail, multi-family, commercial office, professional services, etc.</p> <p>Design Goals: High quality architecture and landscaping, pedestrian friendly, access to transit and urban trails (70+ du/acre).</p> <p>Area Plan Targets: Encourage residential, strengthen transit connections, ensure compatibility with adjacent residential, enhance housing stock. The EIR would evaluate the 400 dwelling units currently permitted in SG-4 and SG-5 (of which 220 exist or are approved) to be clustered in the SG-5 Area with options of adding 400, 500, and 675 more dwelling units.</p> <p>Floor Area Ratio: 0.5 - 1.50</p>
SG-6 (Exhibit #14 On-Line)	55 acres 247 parcels	General Commercial: (GC) Urban III: (U3)	Retain current General Commercial (GC) and amend existing SEB Area Plan Retain current Urban Designation	<p>General Plan Issues Committee & City Council Direction: Analyze as a node for Mixed-Use Retail / Office / Residential node based on proximity to services and gateway location. This area would be a receptor for future population growth.</p> <p>Proposal: Land Uses: Retail, mixed multi-family & commercial office, professional services, etc.</p> <p>Design Goals: High quality architecture and landscaping, pedestrian friendly, access to transit and urban trails (70+ du/acre).</p> <p>Area Plan Targets: Encourage residential, strengthen transit connections, ensure compatibility with adjacent residential, enhance housing stock. The EIR would evaluate the 400 dwelling units currently permitted in SG-6 (of which 115 exist or are approved) with options of adding 400, 500, and 675 more dwelling units.</p> <p>Floor Area Ratio: 0.5 - 1.25</p>
SG-7 (Exhibit #15 On-Line)	77 acres 8 parcels	Planned Commercial: (PC)	Planned Commercial / Mixed Use (PD/MU)	<p>General Plan Issues Committee & City Council Direction: Analyze to integrate residential and employment opportunities with existing and planned transit.</p> <p>Proposal: Land Uses: Retail, commercial office, professional services, entertainment. No residential is currently permitted, the EIR would evaluate adding a maximum of 250 dwelling units.</p> <p>Design Goals: High quality architecture and landscaping, pedestrian friendly, access to transit and urban trail</p> <p>Floor Area Ratio: 0.5 - 1.25</p>

ATTACHMENT 3

(Continued)

Note: Detailed aerial image exhibits are on-line at:

www.escondido.org/gp-update/General-Plan-Amendment-Area-Exhibits.pdf

<p>SG-1 (Exhibit #16 On-Line)</p>	<p>457 acres 852 parcels</p>	<p>Specific Planning Area: (SPA), General Commercial: (GC), Office: (O)</p>	<p>Specific Planning Area: (SPA)</p>	<p>General Plan Issues Committee & City Council Direction: Analyze as a primary node for Mixed-Use Retail / Office / Residential node. Expand SPA boundary to include all of the Mercado area, areas north of Washington Avenue, south of Fifth Avenue and east of Palomar Hospital consistent with Interim Downtown Specific Plan in addition to evaluating provisions of the Interim Downtown Specific Plan to implement the buildout vision. Consider this area as the primary receptor for additional population growth and focus it around an expanded Grape Day Park.</p> <p>Proposal: Land Uses: Retail, mixed multi-family (45-90+du/acre), commercial office, professional and personal services. The EIR would evaluate the 2,000 dwelling units currently permitted in SG-1 (of which 1,640 exist or are approved) with options of adding 1,350, 2,500, and 3,275 more dwelling units.</p> <p>Design Goals: Compact, walkable downtown, high quality architecture and landscaping, pedestrian friendly, access to transit and urban trail, taller structures sited around Grape Day Park, along Valley Pky, Second Ave, and Escondido Blvd.</p> <p>Floor Area Ratio: 0.75 - 2.50+</p>
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