



**COMMUNITY DEVELOPMENT DEPARTMENT
PLANNING DIVISION NEWS RELEASE**

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CITY TO CONDUCT GENERAL PLAN VISIONING WORKSHOPS

City staffs from various departments are seeking the community's input on what course Escondido's pending General Plan Revision should take. The first community workshop will be held at 6:30 PM. on April 16th in the East Valley Community Center Vineyard Room.

Escondido's General Plan will establish the city's "blueprint" for many decisions over the next 20-50 years. Public input is needed on a variety of issues including Escondido's ultimate build-out and boundaries, how specific areas should develop, how Escondido should look and feel, what public service standards should be planned for, how to increase the use of transit, desired housing opportunities, etc.

Although it is likely to be a 2-3 year process, citizen input is needed early in the process to determine what changes should and should not be studied. Preliminary estimates reveal that the San Diego Region will be expected to accommodate an additional 1.4 million residents over the next 40 years. Escondido, like other

communities, will be called upon to accept its share of the anticipated growth. Citizen input is sought to guide the location and manner of planned growth.

A team of City representatives will be on hand to discuss policies related to land use, Quality of Life thresholds; transportation, economic development, public services and safety, as well as other key topics addressing the long term-vision of the community. After public input is obtained, staff will report to the City Council and recommend what changes should be studied.

Once the scope of the General Plan is determined, a specific timeframe and cost estimate can be developed. Early input is necessary because changes for the General Plan require a great deal of study before they can be brought forward for potential action. It is anticipated that the scope of the General Plan update will require a citizens' vote of approval that would occur in 2012.

A second workshop will be held on April 29th in the City Hall Mitchell Room, at 6:30 PM. The public meetings are each planned to last up to two hours and no decisions regarding the General Plan will be made. Residents may attend one or both meetings. Information is also available on the city's General Plan Update website: www.escondido.org/gp-update or call (760) 839-4556. Early and continued input is welcome. Staff is available to meet with organizations or groups as requested.