

THE GENERAL PLAN'S VISION

Escondido's General Plan guides the use of public and private lands. It serves as a "blueprint" for the community's build-out and reflects the vision of its residents.

Based on public input, the General Plan capitalizes on existing assets by:

- Preserving and enhancing single family development patterns in established neighborhoods;
- Maintaining residential densities in outlying areas;
- Guiding additional employment and residential growth toward identified "Opportunity Areas" in downtown and urbanized sectors along key transportation corridors;
- Providing streets with attractive amenities for pedestrians and cyclists;
- Fostering policies that promote long term economic viability;
- Promoting opportunities for exciting places to live, work and play;
- Refining Quality of Life standards to reflect current trends and practices.

The City Council approved the General Plan on May 23, 2012. Portions of Escondido's General Plan will require voter approval.



FOR FURTHER INFORMATION:

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OUR GENERAL PLAN WEBSITE:

www.escondido.org/general-plan.aspx

DOCUMENTS ARE AVAILABLE AT:

Escondido City Hall
Planning Division
201 N. Broadway

Escondido Public Library
239 S. Kalmia Street



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CITY MANAGER

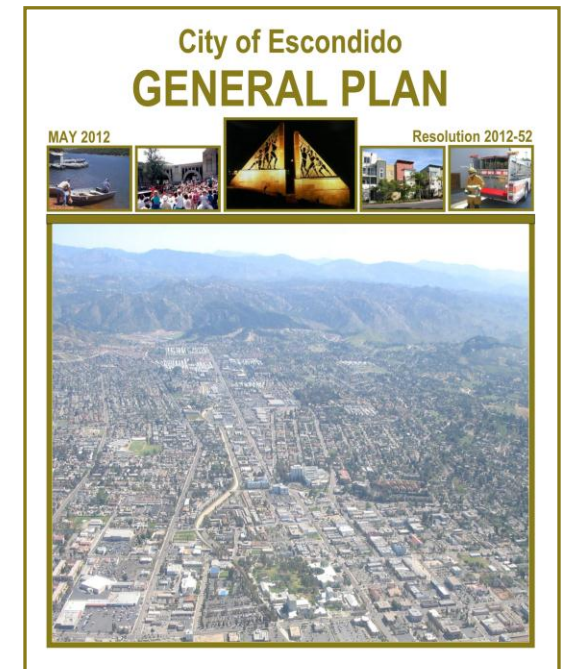
Clay Phillips

ASSISTANT CITY MANAGER

Charles Grimm

ESCONDIDO GENERAL PLAN

Proposed Amendments for Voter Consideration



***Let's make Escondido
a great place to live,
work, and play!***

***City of Escondido
Planning Division
201 N. Broadway
Escondido, CA 92025***

WHAT PORTIONS OF THE PLAN REQUIRE VOTER APPROVAL?

A local ballot initiative that passed in 1998 requires City voters to approve General Plan changes involving:

- Intensifying residential densities and / or residential land use categories; and,
- Modifying certain policy text.

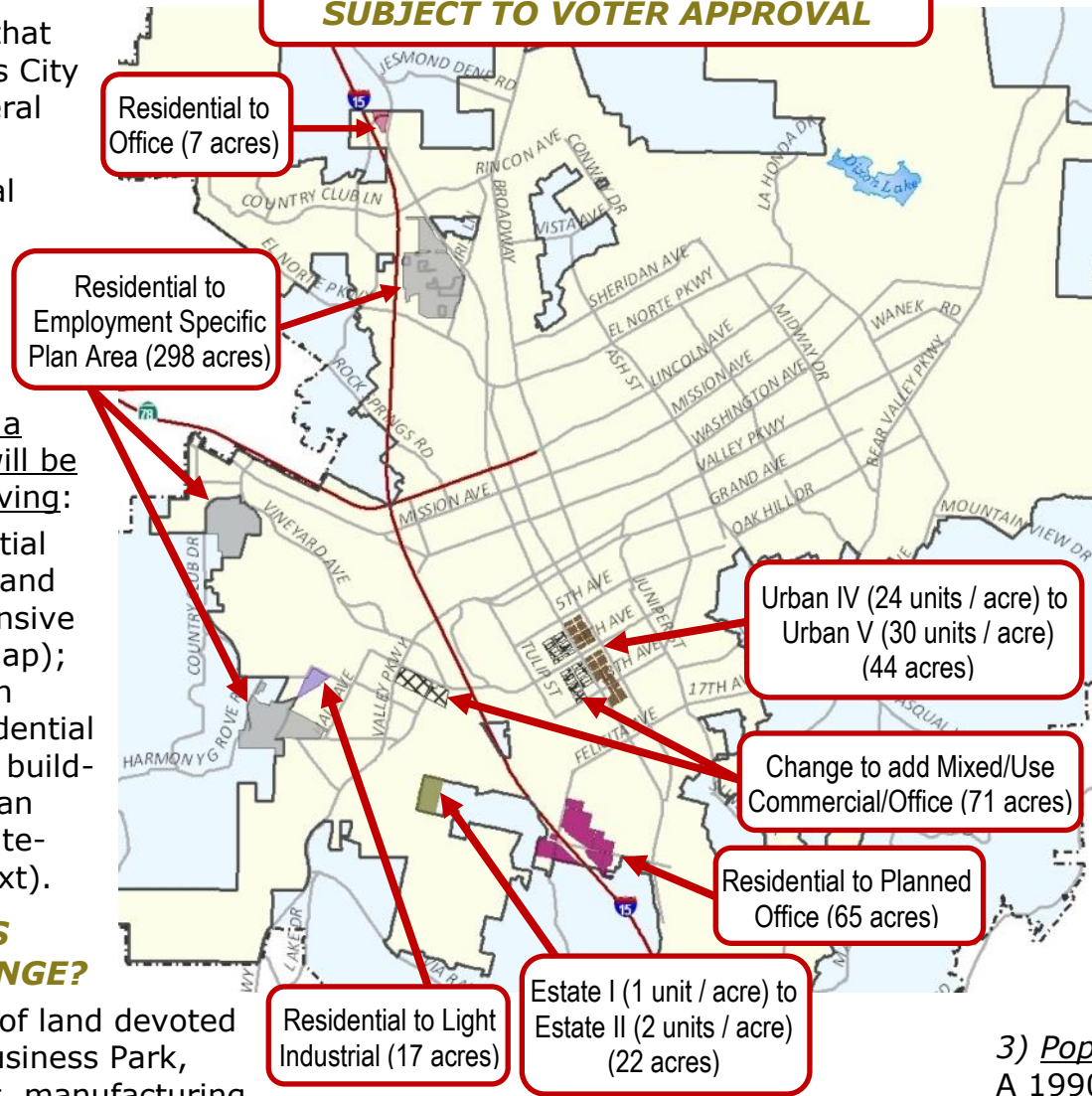
On November 6, 2012, a single ballot measure will be decided by voters involving:

- Changing 458 residential acres to employment and 66 acres to more intensive residential (refer to map);
- Changing General Plan policies involving residential clustering, population build-out, and establishing an Urban V residential category (see following text).

WHY ARE LAND USES PROPOSED FOR CHANGE?

Escondido's percentage of land devoted to employment uses (Business Park, research & development, manufacturing, office, assembly, etc.) lags behind North San Diego County communities. The proposal to designate up to 458 acres for high quality employment uses will enhance opportunities for attracting employers who provide local jobs that pay wages above Escondido's median income.

GENERAL PLAN LAND USE CHANGES SUBJECT TO VOTER APPROVAL



The proposal to increase residential densities on 66 acres close to urban services will expand the community's housing opportunities for residents.



WHAT POLICY CHANGES REQUIRE VOTER APPROVAL?

Changes to three (3) General Plan policies are proposed:

1) *Residential Clustering*: General Plan policies include standards for clustering single family units on smaller lots in order to preserve open space within the development. To allow flexibility, one clustering policy is proposed for deletion that requires 50% of residential lots to back up to open space areas. All other clustering policies remain unchanged.

2) *New Residential Designation*: Existing General Plan residential categories allow up to 24 units per acre. A new designation allowing up to 30 units per acre (Urban V) to expand housing opportunities near downtown is proposed. A corresponding land use change involving 44 acres south of downtown proposed for this designation is also subject to voter approval (see map).

3) *Population Build-out Objective*: A 1990 General Plan policy proposed for deletion directs the City to consider programs that meet a population objective of 155,000 residents. The current population exceeds the 1990 goal. The new General Plan includes a vision as well as policies to meet future residents' needs without prescribing a population cap.