

# I. Vision and Purpose



## Our Community's Vision for Escondido

Escondido is envisioned as the vibrant and dynamic cultural, economic, and recreational hub of inland North San Diego County. Our shared vision calls for an outstanding quality of life with exemplary public services. We enjoy a peaceful and safe environment. Our community supports a wide-range of housing types, quality educational facilities and diverse employment opportunities. Convenient transportation options and unique cultural and recreational amenities enhance Escondido as the perfect place to live, work and play.

Our lively downtown includes distinctive, exciting land uses and activities. Memorable streetscapes and pathways conveniently link downtown, thriving residential neighborhoods and panoramic wild lands. Our vision for quality and managed growth ensures the adequate provision of services, preserves viewsheds, respects and enhances the character of established single family neighborhoods, and assures sustainability for our children's future. Refer to Section E for more details about our community vision.

## The General Plan's Purpose

The General Plan is a statement of long-range public policy to guide the use of private and public lands within a community's boundaries. Escondido's General Plan reflects the aspirations and values of its residents. The Plan is adopted by the elected representatives with portions ratified by its citizens. The policies within the Plan are intended to become the foundation for decisions by elected and appointed officials. By these means, the values reflected in the General Plan shape the community and the quality of life sought by its residents.

The Plan is both general and comprehensive in that it provides broad guidelines for development in the city while addressing a wide range of issues that will affect the city's desirability as a place to live, work and play. The General Plan represents both an evaluation and vision of the future that for planning purposes establishes 2035 as the "horizon year." The goals and policies are aimed at guiding growth and development in that direction.

California planning law requires every city and county in the state to prepare and adopt a comprehensive long range General Plan for the jurisdiction's physical development. Consistency must be provided between the General Plan and its implementation programs; such as zoning and subdivision ordinances, building and housing codes, growth management policies, capital improvements programming, specific plans, environmental review procedures, and plans for re-development.

The General Plan is an internally consistent document in that the goals, objectives, policies, principles, and standards present a comprehensive, unified program for development. Thus, there is a strong connection between a community's policies and its regulatory system, with the General Plan serving as the city's blueprint for development.



The General Plan is a comprehensive document with policies not only guiding land use and private development, but also public facilities and services. Furthermore, it addresses community goals and issues regarding human needs such as education, employment, child and elder care, community health and housing, as well as recreation and cultural enhancement.

The General Plan should not be viewed as a final statement of Escondido's vision. With time the population will change, goals may be redefined, and the physical environment in which Escondidians live and work will be altered. This Plan represents a depiction at this particular point of planning policies applied to the future. As a result, the General Plan must be revised periodically to respond to and reflect changing conditions subject to full public participation as required by state law, and to the criteria identified in Chapter X Implementation of this Plan.



*Escondido's Civic Center*



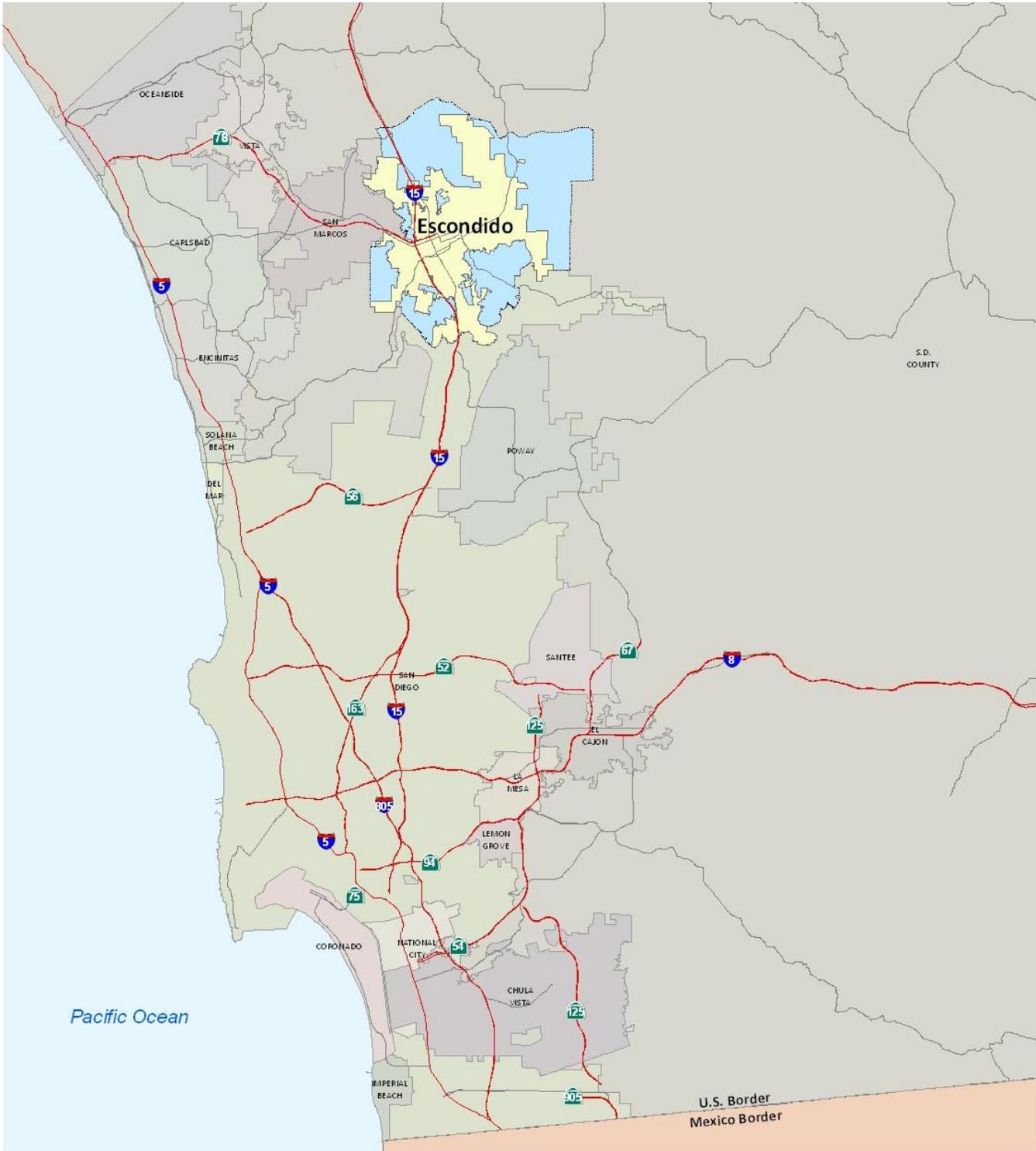
## A. Escondido's Planning Area

Escondido is located in northern San Diego County, approximately 30 miles north of downtown San Diego and 18 miles east of the Pacific Ocean (Figure I-1). The Planning Area encompasses about 80 square miles, of which 68 square miles are within the city's Sphere of Influence and 37.5 square miles are within the corporate boundaries. The community is situated in a natural valley at approximately 615 Mean Sea Level (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 the City of San Diego, 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.



*Grand Avenue on a busy  
summer Friday night  
(above)*

*Aerial view of Escondido  
looking east  
(above left)*



- Escondido City Boundary
- Freeways
- Escondido General Plan Area
- Highways



## Escondido General Plan

Regional Location

Figure I-1

Source: SanGIS, City of Escondido

Approximately 147,500 residents live within Escondido’s corporate boundaries (2010 Census) with an additional 12,000 – 15,000 persons residing in Escondido’s surrounding unincorporated General Plan Area. The community’s 2010 median age is 32.7 and the household median size is 3.23 persons. Escondido’s ethnicity is 49% Latino; 40% White; 6% Asian; 2% Black; and the remaining classified as Native American, Hawaiian/Pacific Islander and/or Mixed Race/Other (Figure I-2). The 2010 median household income is \$56,259.

## B. Escondido’s Historical Perspective

The region of Escondido was home to several Native American tribal groups for thousands of years prior to European settlement. The Native Americans used sophisticated tools and techniques for hunting, gathering, farming, milling and ceremonial events along Escondido Creek. From the late 18th century to the early 19th century the area was under Spanish control and many missions were established throughout California during this time to convert the indigenous people. In 1821 Mexico gained its independence from Spain and the local land was divided into large “ranchos.” Most of Escondido occupies the former Rancho Rincon del Diablo (“Devil’s Corner”) which was given to Juan Bautista Alvarado in 1843.

California became a United States territory after the Mexican-American war in 1848. During the following decades the Escondido rancho experienced several ownership transfers. Investors purchased the rancho, formed the Escondido Land and Town Company in 1886, and proceeded to subdivide the valley to include a downtown, neighborhood lots and small farm sites. Several model homes were built for prospective residents to temporarily locate while looking for property to buy. A branch line of the Santa Fe Railroad was extended to the community in 1887. Escondido was incorporated as San Diego County’s fourth municipality, and California’s 78<sup>th</sup> city, on October 8, 1888.

Escondido grew slowly during its first 70 years as a small, agriculturally based town, with several cycles of growth corresponding to Southern California’s rural economy. Escondido’s position matured to become inland Northern San Diego County’s center for retail, services, health care and cultural facilities while maintaining a special feeling of small-town living. Escondido maintains a vital, historic and walkable downtown, a wide variety of services, recreational amenities, and family-oriented neighborhoods. Escondido is a full-service city with municipal police, fire, water, sewer, cultural arts center, parks and library services.

**Community Racial Makeup**  
(2010 Census)

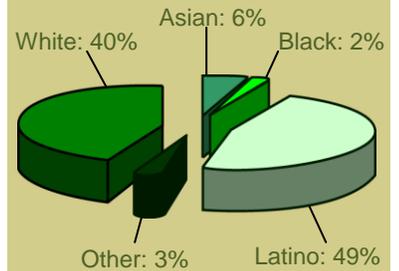
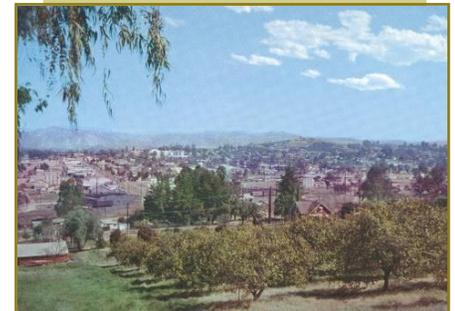


Figure I-2



Postcard images of Escondido,  
circa 1910s

## C. Associated Planning Efforts

As part of the greater San Diego Region, Escondido does not operate in a vacuum. Decisions made in the community affect the region, and activities that occur outside the city have varying impacts on Escondido. Achieving wide-ranging goals and attaining a broader regional vision requires cooperation and coordination with other agencies described below:

### 1. SANDAG and Regional Planning Efforts

The role of regional planning has expanded by virtue of mandates addressing climate change, habitat preservation, land use and transportation coordination, and allocating grants to jurisdictions. Escondido, along with the region's other cities and county government, forms the San Diego Association of Governments (SANDAG) serving as the forum for regional decision-making. SANDAG builds consensus, makes strategic plans, obtains and allocates resources, plans, engineers, and builds public transportation, and provides information on a broad range of topics pertinent to the region's quality of life.

SANDAG's planning effort provides the regional basis for allocating federal and state funds used for transportation facilities and, through its Regional Transportation Plan (RTP), Sustainable Communities Strategy (SCS), and Regional Comprehensive Plan (RCP), establish a planning frame-work based on a vision for the future. These plans provide regional guidance in the areas of sustainability, transportation, land use and urban form, housing, environment, economic development, regional public facilities, and interregional and bi-national issues. SANDAG is also responsible for coordinating Regional Housing Needs Allocation (RHNA) numbers for each municipality's housing requirements.

### 2. Local Agency Formation Commission

The State of California has established a Local Agency Formation Commission (LAFCO) for each county. LAFCO is responsible for establishing each city's Sphere of Influence (Figure I-1), which defines the boundary for future annexations and detachments. With the passage of the Cortese-Knox-Hertzberg Local Government Reorganization Act of 2000, LAFCOs are required to periodically update Spheres of Influence in conjunction with, or after completing, a Municipal Service Review, which evaluates the adequacy of governmental services being provided in the community.



LAFCO was established to:

- Encourage orderly development;
- Ensure that populations receive efficient and high quality governmental services; and
- Guide development away from open space and prime agricultural lands, unless such action promotes planned, orderly, and efficient development.

### 3. San Diego County

The County of San Diego is responsible for planning unincorporated areas of the county, which includes approximately 27,200 acres within Escondido’s General Plan area (Figure I-1). The County General Plan establishes the future growth and development pattern, focusing population growth in the western portion of the county near jurisdictions where infrastructure and services are available. The county maintains zoning and development standards separate from the city and works with citizen sponsor groups to establish individual community plans. Coordinating land use designations in the unincorporated area allows both agencies to adequately plan for anticipated facility and service requirements. Properties in the unincorporated area annexing to Escondido become subject to the city’s zoning and development standards.



### D. General Plan Community Involvement

Escondido’s General Plan is based on thorough research and analysis of existing conditions, changing local and regional circumstances, evolving trends in urban planning and a collaborative partnership with community members through an extensive public participation process. Developing the General Plan involved public participation in a multi-faceted approach. Staff conducted a series of community workshops involving the broader community including school students, the Chamber of Commerce, neighborhood leaders, and service organizations to identify General Plan issues and opportunities.



A representative selection of 15 citizens appointed by the City Council comprised the General Plan Issues Committee who worked with staff over the course of several months to address issues associated with the General Plan, including Quality of Life Standards, land use alternatives, and major policy refinements. A citizen survey was posted on-line, and also made available at City Hall and other city locations to provide residents a forum for sharing their vision for the General Plan.



Escondido General Plan Update Community Meetings

A General Plan display and information booth was erected at the city's annual street fair and at City Hall that gave residents an opportunity to informally discuss the update with staff, share their opinions and receive information. An extensive web site and e-mail address system was also employed to document the General Plan Update progress and keep citizens informed.

## E. Community Context and Vision

Escondido has transformed from a rural agricultural town into a vibrant urbanizing community with a 2012 population of almost 150,000. The growing process has brought master-planned neighborhoods and infill development, thoroughfares and freeways, major shopping centers, downtown revitalization, a beautiful city hall, a joint police and fire headquarters, a regional medical center, employment centers, main library, community centers, several neighborhood and community parks, a transit center with rail service, and a regional cultural and performing arts center. Escondido's General Plan includes Quality of Life Standards and a Growth Management Element to assist in sustaining its community standards.

With the land use designations, environmental policies, demographic trends and growth management policies, it is anticipated that the number of residential units and non-residential development associated with Escondido's General Plan build-out (including city limits and surrounding unincorporated area) by the year 2035 will be consistent with the development capacities depicted in Figure II-5. The implementation of the General Plan will result in land use ordinances that direct development and establish policies to manage growth and coordinate programs that complement each other rather than compete with each other. With implementation of the goals and policies of the General Plan, the following is envisioned for Escondido:

### 1. Downtown

Downtown Escondido is envisioned as a dynamic, attractive and vital city center providing social, cultural, economic, residential, and tourist-serving focus while respecting its historic character. City Hall, Grape Day Park, the performing arts and conference center (served by a high-quality hotel), central library, multi-modal transit center, museums, theaters, and an expanded office, financial/commercial employment base combine to establish downtown as a source of pride for residents. Land uses are pedestrian oriented, making downtown a destination for unique shops and exciting activities, attracting residents and tourists to experience an atmosphere that is entertaining and vibrant with activities occurring throughout the day, evening and weekend hours.



*Grape Day Park Festival  
(above)*

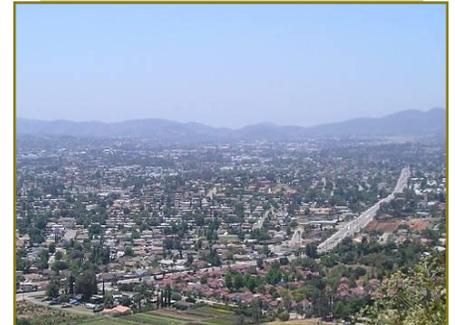
*Historic Grand Avenue,  
Downtown Escondido*

Escondido’s downtown is anticipated to add several thousand more residences during the build-out of the General Plan. A variety of housing types are focused in close proximity to Grape Day Park in developments incorporating ‘smart growth’ principles of compact design and transit-oriented land uses with pedestrian and bicycle-friendly streetscapes. Buildings are several stories in height and incorporate high quality design standards and innovative architecture that integrates well with street improvements including decorative paving, shade trees, street furniture, public art, and plazas. Shaded urban trails that radiate out from downtown and a walkway along Escondido Creek provide convenient pedestrian linkages to surrounding neighborhoods.

## 2. Urbanized Core

Escondido’s Urbanized Core surrounds downtown within the ‘valley floor’ of Escondido. It includes a variety of land uses including well-maintained new and established single- and multi-family neighborhoods as well as industrial and commercial developments offering a wide variety of employment opportunities. Additional population growth is focused along transit corridors such as Escondido Boulevard, East Valley Parkway and areas north of Downtown and incorporates ‘smart growth’ principles (as defined in the Land Use and Community Form Element). Historic and established residential neighborhoods are revitalized with appropriate infrastructure and pedestrian-friendly connections. The area is served by a network of parks, trails, community services and facilities conveniently accessed by efficient local transportation corridors that accommodate public transit linked to I-15 and Highway 78.

Revitalization efforts similar to those in downtown are applied in the Urbanized Core, especially along major thoroughfares where there is high visibility. Non-residential areas along Escondido Boulevard, Centre City Parkway and East Valley Parkway provide convenient shopping, recreational, educational and employment opportunities. Escondido’s industrial areas are desirable places to work and are convenient to transit. They seek to attract “green” industries that balance the local economy and promote economic and environmental sustainability. Established industrial employment areas are revitalized, providing opportunities for transitioning to high-tech design and manufacturing firms. New industrial development reflects high quality design standards and employee-intensive uses.



*Escondido Center for the Arts  
Civic Theater (above)*

*Escondido valley floor  
(El Norte Parkway in foreground)*

### 3. Perimeter Areas

Surrounding the urbanized core area are established neighborhoods with vacant or underdeveloped properties still available for growth. Implementation of the General Plan influences developments in the Perimeter Areas to ensure that compatibility with existing neighborhoods is achieved, adequate public services are provided, and sensitivity to the environment is maintained. These developing areas include lower density land use designations that may be more topographically constrained and further distanced from more intensive land uses found in the urban core. Adequate schools, infrastructure, services, and open space are provided in a timely and pedestrian-friendly manner, including street trees, walkable streets, trail linkages, appropriate signage, and convenient connections to transit.

To retain Escondido's visual backdrop of mountains and hillsides and preserve its natural terrain, General Plan policies call for strong measures to protect environmentally sensitive habitats, ridgelines, and steep slopes. Rural and Estate land use designations are applied in outlying areas to reduce potential conflicts with these policies and accommodate agricultural operations. Large areas of open space, such as Daley Ranch, San Dieguito River Valley, and land around Lake Wohlford connect Escondido's urbanized areas to recreational activities in the perimeter with hiking and multi-use trails. The coordinated efforts of city government, private development, existing residents, and other agencies providing facilities and services result in strategic planning to ensure a high quality of life.

### 4. Transportation and Mobility

Opportunities for a more robust multi-modal transportation system will be attained with additional population growth focused in Escondido's central core. Convenient commuting choices include the North County Transit District (NCTD) SPRINTER rail service, complemented by bus and shuttle lines providing frequent headways and conveniently sited bus shelters. Pedestrian and bicycle friendly streets and the Escondido Creek trail also work effectively to reduce automobile trips in the community.

Pedestrians' needs become the focus in downtown as streets are re-prioritized to facilitate moving people as well as vehicles. Sidewalks, pedestrian crossings and street lighting are enhanced for pedestrian safety. Enhanced bicycle routes, pedestrian walkways, and a network of urban trails, including the Escondido Creek Path and Escondido-Oceanside trail, improve the linkages that provide additional commuting and recreational opportunities and also foster better health.



*Perimeter areas of Escondido transition to estate and open space areas (above)*

*Escondido Creek bicycle path*

A variety of measures are implemented communitywide to enhance the efficient movement of pedestrians and vehicles along the network of streets and thoroughfares. Consolidating access driveways, installing raised medians, and coordinating traffic signals effectively reduce potential conflicts with motorized vehicles, bicyclists, and pedestrians. Park-and-ride facilities are coordinated with CalTrans to promote ride sharing and reduce vehicle miles traveled. Towards the end of the planning horizon year the NCTD SPRINTER is extended to Westfield Shopping Town and efforts to provide High Speed Rail are introduced to the community.



## 5. Parks, Trails, and Open Space

City parks are developed with an emphasis on neighborhood parks that are pedestrian oriented and promote a healthy lifestyle. Regional parks are recreational centers sensitive to existing water features and natural resources, while community and neighborhood parks and centers provide the more intensive recreational facilities. Grape Day Park is expanded to provide a connection to Washington Avenue. Urban-style recreational features including tree-lined walk-ways, plazas, and exercise stations are incorporated in the urbanized core to offer residents and visitors a variety of recreational amenities.

A convenient system of urban and rural trails provides residents with a variety of connections to city parks and large open space areas. Escondido Creek is enhanced as a shaded trail system that connects to other regional trails and open space systems and includes recreational improvements with exercise stations, seating areas, and mini-playgrounds. Particular attention will be given to protecting views of prominent hillsides and ridgelines, the San Dieguito River Regional Open Space Park, Daley Ranch, and Lake Wohlford areas to preserve the community's distinctive character and sensitive habitat.

*Escondido's Bus Rapid Transit (BRT) route between downtown's multi-modal transit station and Westfield's Shoppingtown provides convenient rail, bus, taxi, and bicycle path connections (above)*

*Iris Sankey Magical Garden Trail located in Kit Carson Regional Park displays environmentally-friendly and native plant species (above left)*

## 6. Community Identity and Sustainability

With the implementation of this General Plan, Escondido's appeal as a desirable place to live, work and play revolves around the community's quality of life. Escondido's healthy environment includes safe and livable neighborhoods with a variety of housing, competitive job opportunities, unique recreation and entertainment venues, excellent educational and community facilities, and a multi-modal transportation system that provides a variety of options for accessing work, school, shopping, and services.

Escondido's downtown area highlights this regional identity with its centralized location that provides large-scale community amenities and services. Preservation and rehabilitation of existing neighborhoods in the urbanized core enhances the community character and provides a wide range of housing opportunities in a livable manner. Development is balanced with the need to preserve and conserve natural resources to benefit current and future generations.

The city's ability to accommodate growth and sustain its quality of life enhances the community's desirability. Measured police, fire, and utility improvements are synchronized with population growth in order to maintain and improve Escondido's quality of life. Planning is coordinated on a continuous basis between city departments, school districts, service districts, the County, and regional entities to ensure the realization of the General Plan's goals. A strong sense of pride and participation exists as a result of fulfilling the community vision outlined in this plan.

## F. Quality of Life Standards

In conjunction with the General Plan Goals, Quality of Life Standards have been developed to establish minimum thresholds of service levels for various public improvements and facilities. Consistent with the policies set forth in the Growth Management Element (see Chapter VIII), the existing facilities will be evaluated and measures will be taken to ensure that adequate service levels are maintained.

The timing of development will rely upon the provision of facilities and services based upon these standards and will be used as the basis for capital improvement programs, impact fees, and other financing mechanisms established to provide facilities and services.



*Escondido's Farmer's Market on  
Grand Avenue (above)*

*Queen Califa's Magical Circle  
Kit Carson Park*

## Quality of Life Standard 1: Traffic and Transportation

Circulation Element streets and intersections shall be planned and developed to achieve a minimum level of service “C” defined by the Highway Capacity Manual as amended or updated, or such other national standard as deemed appropriate by the city. Level of service “C” may not be feasible in all areas at all times and level of service “D” shall be considered the threshold for determining significant impacts and appropriate mitigation. Due to physical design characteristics, implementation of pedestrian-oriented ‘smart growth’ and Complete Streets design improvements, high density infill areas, environmental resource considerations, existing development, freeway interchange impacts, and incomplete system improvements, alternative levels of service may be appropriate for isolated areas as determined by the city.

Where existing street or intersection capacities are below level of service “C,” street, operational or Transportation System Management improvements shall be required or planned to improve the service level to “C” whenever feasible based upon impacts of future development. Such requirements or plans may be incremental to accommodate future development or the recycling of existing development. Feasibility of level of service “C” shall be based on impacts upon existing development or environmental constraints along street segments or intersections.

Capital improvement programs and/or facility plans shall include Transportation System Management (TSM) measures designed to maintain or improve levels of service at existing or developed intersections that may be impacted by further development or traffic volume growth.

The city shall support public transportation facilities through such measures as requiring right-of-way for commuter rail or park-and-ride facilities, transit stops or facilities, or for other transportation needs. The city shall establish TSM measures and shall cooperate with agencies and coordinate with regional transportation plans and transportation agencies. Adopted SANDAG models shall be utilized to determine Quality of Life compliance.



*Auto Park Way (above)*

*Bus Rapid Transit (BRT) stop  
at Westfield Shoppingtown*

## Quality of Life Standard 2: Public Schools

The community shall have sufficient classroom space to meet state-mandated space requirements and teacher/student ratios, with student attendance calculated on prescribed state and/or local school board standards. Implementation of this standard shall be the responsibility of the school districts and other appropriate agencies.

## Quality of Life Standard 3: Fire Service

In urbanized areas of the city, an initial response time of seven and one-half (7½) minutes for all structure fire and emergency Paramedic Assessment Unit (PAU) calls and a maximum response time of ten (10) minutes for supporting companies shall be maintained. A minimum of seven (7) total fire stations each staffed with a PSU engine company shall be in place prior to General Plan build-out. For outlying areas beyond a five (5) minute travel time or further than three (3) miles from the nearest fire station, all new structures shall be protected by fire sprinkler systems or an equivalent system as approved by the Fire Chief. Travel time is the elapsed time from a verbal or computerized acknowledgment of the dispatch by the responding unit at the moment of departure from the station to its arrival at the scene. Response time is the elapsed time from receiving a call for service to the responding unit's arrival at the scene. In the case of single family residences "arrival at the scene" shall mean at the front door of the residence; for multi-family residences "arrival at the scene" shall mean at the street access to the involved building. The Fire Department intends to meet these times for no less than 90 percent of all emergency responses by engine companies.

## Quality of Life Standard 4: Police Service

The city shall maintain personnel staffing levels based on community-generated workloads and officer availability. Resources will be adjusted to maintain an initial response time for Priority 1 calls (crimes in progress or life threatening) of no more than five (5) minutes and an initial response time for Priority 2 calls (serious calls requiring rapid response but not life threatening incidents) of no more than six and one-half (6½) minutes. The Escondido Police standard includes the measurement of elapsed times from when the call is initially processed by the communication operator, the transfer of call information to the police officer, and the time of the field officer's arrival at the service call location. Resources will be allocated to organize patrol areas and to involve community members when appropriate to achieve Community Oriented Problem Solving (COPS) efforts. To the maximum economic extent



*Escondido Union School District's  
L.R. Green Middle School  
(above)*

*Officers at Escondido's Police and  
Fire Central Operations Facility  
grand opening ceremony*

feasible, the Police Department will take aggressive enforcement action against crime trends, including maintenance procedures and incorporating community involvement and education as a means to deter potential incidents.

### **Quality of Life Standard 5: Wastewater System**

The city wastewater system shall have adequate conveyance pipelines, pumping, outfall, and secondary treatment capacities to meet both normal and peak demands to avoid wastewater spills affecting stream courses and reservoirs. Capacity to treat a minimum of 250 gallons per day for each residence on said system or as established in the city’s Wastewater Master Plan shall be provided.

### **Quality of Life Standard 6: Parks System**

The city shall provide a minimum of 11.8 acres of active and passive parkland per 1,000 dwelling units. This parkland acreage shall involve a minimum of 5.9 acres of developed active neighborhood and community parks in addition to 5.9 acres of passive park land and/or open space for habitat preservation per 1,000 dwelling units. Urban recreational amenities such as exercise courses, urban trails, tree lined shaded walkways and plazas, etc. shall be focused in high intensity downtown and urban areas. Priority shall be given to acquiring land to expand Grape Day Park north of Woodward Avenue and developing neighborhood parks in urban areas with the greatest need. School playground areas may be included as park acreage, provided that neighborhood park amenities and facilities are accessible, approval is granted by the school district(s) and the facility is open to the public as determined by the City Council. Prior to build-out, the city shall provide a minimum of two (2) community centers. Other specialized recreation facilities shall be incorporated into the city’s Master Plan for Parks, Trails and Open Space.

### **Quality of Life Standard 7: Library Service**

The public library system shall maintain a stock and staffing of two (2) collection items per capita and three (3) public library staff per 8,000 residents of the City of Escondido. The city shall provide appropriate library facilities with a minimum of 1.6 square feet of library facility floor area per dwelling unit of the city prior to build-out of the General Plan where feasible. The city shall continue to expand the role of technology in providing library services and resources to Escondido residents.



*Recreation Department  
Swimming Lessons  
(above)*

*Escondido Public Library  
children’s reading area*

## Quality of Life Standard 8: Open Space System

A system of open space corridors, easements, acquisition programs and trails shall be established in the Resource Conservation Element. Sensitive lands including permanent bodies of water, floodways, wetlands, riparian and woodland areas, and slopes over 35 percent inclination shall be preserved. Significant habitat for rare or endangered species shall be protected in coordination with state and/or federal agencies having jurisdiction over such areas.

## Quality of Life Standard 9: Air Quality

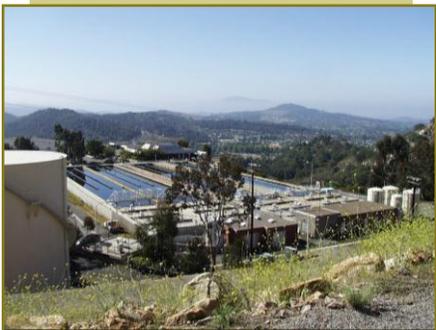
The city shall establish a Climate Action Plan with feasible and appropriate local policies and measures aimed at reducing regional greenhouse gas emissions. Measures shall include, but not limited to, reducing the number of vehicular miles traveled, supporting public transportation, participating in the development of park-and-ride facilities, coordinating land-use approvals, accommodating facilities for alternative fuel vehicles, maintaining and updating the city's traffic signal synchronization plan, promoting local agriculture, increasing landscaping standards, promoting landscaping programs, and encouraging non-polluting alternative energy systems.

## Quality of Life Standard 10: Water System

The city shall maintain provisions for an adequate water supply, pipeline capacity and storage capacity to meet normal and emergency situations and shall have the capacity to provide a minimum of 540 gallons per day per household or as established by the city's Water Master Plan. Federal and state drinking water quality standards shall be maintained. The city shall continue efforts to implement water reclamation and water conservation programs.

## Quality of Life Standard 11: Economic Prosperity

The city shall implement programs and support efforts to increase Escondido's median household income and per capita wage. Programs shall focus on actively fostering entrepreneurial opportunities, recruiting new businesses, and encouraging expansion of existing businesses to increase employment densities. Efforts shall support retaining skilled workers whose wages exceed the San Diego Region's median per capita income, and bringing new dollars into the local economy.



*Bicyclists in Daley Ranch  
Open Space Preserve  
(above)*

*Escondido's water  
treatment facility*

## G. Community Goals

The Escondido City Council has fully supported the need to solicit widespread community input on the goals that should direct the community's future. A Council-appointed General Plan Issues Committee was charged to recommend policy direction pertaining to updating the General Plan. A series of workshops and outreach efforts involving a variety of community groups including students were held to discuss citywide and neighborhood issues, community assets, liabilities, and land-use options. Information and recommendations from these meetings were instrumental in refining the General Plan's community goals and policies, standards, and guidelines for future growth and certainty in the General Plan's implementation.

### 1. LAND USE GOALS:

- GOAL 1:** A community composed of distinct residential neighborhoods, business districts, and employment centers, whose urban form reflects the natural environmental setting.
- GOAL 2:** Regulations that clearly and effectively implement land use development goals and objectives.
- GOAL 3:** Neighborhoods that provide a variety of housing types, densities, and design, and a mix of uses and services that support resident needs.
- GOAL 4:** Residential neighborhoods that are well-maintained and enduring, and continue to be great places to live for multiple generations.
- GOAL 5:** Clustering of single family residential units to maintain site topography, protect natural resources, and avoid hazards.
- GOAL 6:** Large scale, multi-use projects that are designed to create distinct districts that complement the existing community and urban form.
- GOAL 7:** Districts containing a mix of uses enabling residents to live close to their jobs, shopping, entertainment, and recreation reducing the need to use the automobile and promoting walking and healthy lifestyles.
- GOAL 8:** A diversity of economically prosperous and well-designed commercial districts providing a choice of uses for Escondido's residents and visitors.
- GOAL 9:** A diversity of office uses enabling residents to live and work in Escondido and attain good wages.

"Setting a goal is not the main thing. It is deciding how you will go about achieving it and staying with that plan."

*Tom Landry  
NFL Football Coach*



*Single family home in Old Escondido Neighborhood (above)*

*Westfield Shoppingtown*



*Early construction phase  
at the Eureka Springs  
residential development  
(above)*

*Aerial view of Escondido's  
Lake Wohlford*

- GOAL 10:** A variety of industrial uses located and designed to assure compatibility with adjoining land uses offering diverse jobs for the community.
- GOAL 11:** Large-scale, multi-use projects that create a sense of distinct identity, provide amenities, and are cohesively and comprehensively developed.
- GOAL 12:** Open space lands that provide an attractive environmental setting for Escondido and visual relief from development, protect the viability of natural resources and habitat, offer recreational opportunities for residents and visitors, and protect the public from the risks of natural hazards.
- GOAL 13:** Adequate and accessible civic, utility, institutional, educational, cultural, and service uses supporting the needs of Escondido's residents and businesses.
- GOAL 14:** Recognition of the jurisdictional authority of local Native American Tribes.
- GOAL 15:** Shared public and private commitments for large scale, multi-year, and multi-use projects to assure conformance with community development objectives.
- GOAL 16:** Annexation of properties for the provision of municipal services whose development shall complement and be compatible with adjoining areas without placing an undue financial burden on the city.
- GOAL 17:** A dynamic General Plan that is responsive to community values, visions, needs, economic conditions, resource availability, and state and federal legislation.
- GOAL 18:** Environmental quality regulations that mitigate for impacts associated with development to preserve and protect Escondido's unique environment.

## **2. MOBILITY AND INFRASTRUCTURE GOALS:**

- GOAL 1:** An accessible, safe, convenient, and integrated multi-modal network that connects all users and moves goods and people within the community and region efficiently.
- GOAL 2:** Adequate and sustainable infrastructure and water supply to serve a community that values and conserves water.
- GOAL 3:** Provision of adequate and sustainable wastewater infrastructure to serve residents, businesses and property.
- GOAL 4:** Provision of adequate and sustainable infrastructure that is environmentally sensitive to serve residents, businesses, and property.

- GOAL 5:** Reduction in the generation and disposal of solid waste.
- GOAL 6:** An increased use of renewable energy sources, and improved energy conservation and efficiency.
- GOAL 7:** Quality communication systems that enhance economic viability, governmental efficiency, and equitable access for all.

**3. HOUSING GOALS:**

- GOAL 1:** Quality, managed, and sustainable growth.
- GOAL 2:** A range of housing opportunities for all income groups and households with special needs.
- GOAL 3:** Quality housing stock that preserves the integrity of neighborhood character.

**4. COMMUNITY HEALTH AND SERVICES:**

- GOAL 1:** A healthy and livable Escondido complete with adequate and convenient access to community services and fresh food for all residents.
- GOAL 2:** A complete system of park and recreational facilities and programs to serve all users.
- GOAL 3:** An educated and informed citizenry through life-long learning opportunities and dissemination of information.
- GOAL 4:** Enhanced quality of life for all residents through the cultural arts.
- GOAL 5:** An educated and informed citizenry through quality education and lifelong learning opportunities.
- GOAL 6:** An engaged and informed citizenry with influence on policies and decisions at the local, state, and federal levels.
- GOAL 7:** Convenient and accessible childcare facilities for all residents.
- GOAL 8:** Adequate facilities and accessible services to meet the needs of older adults, disabled, and disadvantaged persons.

**5. COMMUNITY PROTECTION GOALS:**

- GOAL 1:** A prepared and responsive community in the event of disasters and emergencies.
- GOAL 2:** Protection of life and property through adequate fire protection and emergency medical services.



*Townhome development  
in downtown Escondido  
(above)*

*Palomar-Pomerado Hospital*



- GOAL 3:** Protection of life and property, and enforcement of law that enhances personal safety in the community.
- GOAL 4:** A safe and healthy environment through an aggressive code enforcement program.
- GOAL 5:** Protection of the community from excessive noise exposure.
- GOAL 6:** A safe community that is protected from potential flood hazards.
- GOAL 7:** Minimization of adverse effects to residents, property, and critical facilities caused by geologic and seismic hazards.
- GOAL 8:** A safe and healthy community and environment that is protected from the use, storage, and transport of hazardous materials.

**6. RESOURCE CONSERVATION GOALS:**

- GOAL 1:** Preservation and enhancement of Escondido's open spaces and significant biological resources as components of a sustainable community.
- GOAL 2:** A network of trails that connect the community and provide opportunities for recreation and alternative transportation use.
- GOAL 3:** Preservation of significant visual resources such as ridgelines, hillsides, and viewsheds that serve as a scenic amenity and contribute to the quality of life for residents.
- GOAL 4:** Preservation of agricultural resources and continuation of agricultural production in appropriate areas within Escondido.
- GOAL 5:** Preservation of important cultural and paleontological resources that contribute to the unique identity and character of Escondido.
- GOAL 6:** Preservation and protection of the city's surface water and groundwater quality and resources.
- GOAL 7:** Improved air quality in the city and the region to maintain the community's health and reduce greenhouse gas emissions that contribute to climate change.



*Escondido firefighter  
(above)*

*Bobcat at Daley Ranch  
Open Space Preserve*

## 7. GROWTH MANAGEMENT GOALS:

- GOAL 1:** Quality, managed, and sustainable growth that maintains and provides adequate public facilities for existing and future development.
- GOAL 2:** Predictable and fair implementation of the General Plan.

## 8. ECONOMIC PROSPERITY GOALS:

- GOAL 1:** High quality, diversified, and employee-intensive, industrial, retail, technology, manufacturing and service-oriented businesses that create and sustain a strong economic base and provide opportunities for the full employment of a diverse set of skills.
- GOAL 2:** A range and balance of job and housing opportunities for all residents.
- GOAL 3:** Economically viable incubators and small businesses that offer the opportunity for long-term diversification and growth.
- GOAL 4:** Businesses offering cutting-edge technology that enable Escondido to maintain a competitive position in attracting quality jobs and revenue.
- GOAL 5:** Viable tourist, recreation, and arts/cultural-based businesses.
- GOAL 6:** Vigorous and economically prosperous commercial and business districts.
- GOAL 7:** Distinct identities for the City and its centers, districts, and neighborhoods.
- GOAL 8:** A sustainable economy and businesses.
- GOAL 9:** Adequate infrastructure to support and maintain the economic vitality of Escondido's businesses.
- GOAL 10:** An educated and skilled workforce.
- GOAL 11:** Responsive and accessible governmental leadership that supports a vigorous local economy.
- GOAL 12:** An up-to-date database to enable the City to respond to evolving market demands and opportunities.



*Construction activity in  
downtown Escondido  
(above)*

*Grand Opening at a local  
office supply retail store*

## H. General Plan Organization

California state law requires that General Plans include seven topics or “elements:” Land Use, Circulation, Open Space, Conservation, Noise, Safety, and Housing. Jurisdictions also have the ability to include optional elements of local concern. Escondido’s General Plan contains all mandated elements and three optional elements: Community Health and Services, Growth Management, and Economic Prosperity. Other topics of local importance have been woven into elements involve Community Form, and Infrastructure. Figure I-3 demonstrates how Escondido’s General Plan corresponds to the state mandated General Plan Elements. The General Plan Implementation Program that prescribes the timeframes and responsible departments/agencies for implementing General Plan policies is located in Chapter X.

*Figure I-3*

**Relationship of State Mandated Elements  
with the Escondido General Plan**

State Mandated General Plan Element	Element in the Escondido General Plan
Land Use	II. Land Use and Community Form
Circulation	III. Mobility and Infrastructure
Housing	IV. Housing
Safety	VI. Community Protection
Noise	VI. Community Protection
Open Space	VII. Resource Conservation
Conservation	VII. Resource Conservation
<b>Optional Elements in the Escondido General Plan</b>	
	V. Community Health and Services
	VIII. Growth Management
	IX. Economic Prosperity