



NOTICE OF INTENT TO ADOPT A NEGATIVE DECLARATION

Pursuant to the State of California Public Resources Code of the California Environmental Quality Act (CEQA), as amended, the City of Escondido (City) has prepared an Initial Study for the project described below. Under CEQA, the City identified no significant impacts and proposes to adopt a Negative Declaration. The description of the project is as follows:

CASE NO.: South Centre City Specific Plan (PHG15-0003 / ENV17-0005)

DATE ISSUED: November 16, 2017

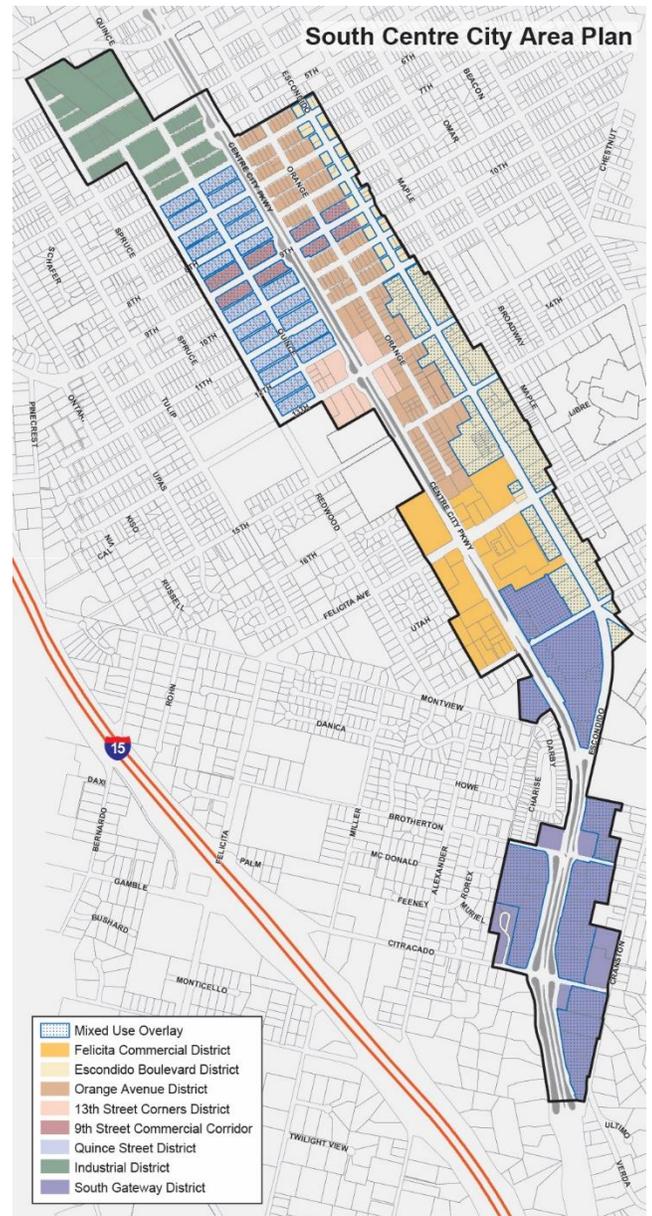
PUBLIC REVIEW PERIOD: November 20, 2017 to December 11, 2017

LOCATION: The South Centre City planning area is located in an area that is described by the General Plan as a future growth area (also called Target Area). The South Quince Street Target Area, South Escondido Boulevard Target Areas, and the Centre City Parkway Target Area are identified in the City's General Plan (Target Areas C, D, E, and F). These interconnected Target Areas comprise approximately 420 acres of Escondido's more established and older sectors of the city, located in the southerly part of the City of Escondido, generally located between 3rd Avenue to the north, and Citricado Parkway to the south, along Spruce Street, Redwood Street, Centre City Parkway, and Escondido Boulevard.

PROJECT DESCRIPTION: The overall effort to create a South Centre Center Area Plan, called *Envision South Centre City*, will culminate into something that is called a "specific plan." A specific plan is a planning document that consists of new zoning standards and design guidelines for a specific area of the city. Zoning standards define the allowable uses and bulk or scale of development, while design guidelines address the appearance and quality of development.

The draft South Centre City Specific Plan has been prepared to meet the minimum requirements of State law, while reflecting local community values. The Specific Plan includes an introduction, land use and development regulations, design standards, architectural standards, circulation system plan, infrastructure plan, community services and facilities plan, an implementation program, and other items to make the plan statutorily complete. The Specific Plan, once adopted, would promote a more functional and livable setting in the planning area, which will offer the sense of place commonly envisioned in the General Plan.

- 1) Incorporate smart growth principles, promote increased density and intensity near transit, encourage façade improvements, property revitalization and integrate public/private recreational space.
- 2) Consider opportunities and incentives for increasing employment densities and attracting businesses with salaries that raise the city's median income and improving the jobs/housing balance.



- 3) Provide adequate infrastructure and include strategies for the development of neighborhood parks.
- 4) Create standards to facilitate the establishment of child care homes and centers.
- 5) Establish development standards and design guidelines to ensure quality architecture and landscaping, adequate off-street parking, on-site open space and recreational areas.
- 6) Develop criteria for exclusively residential development along South Escondido Boulevard.

Please note that adoption of the Specific Plan would require several conforming and ancillary amendments to various planning documents to implement the specific plan. The Land Use portion of the General Plan will have to incorporate new language for the proposed specific plan. The South Escondido Boulevard Area Plan needs to be repealed since it covers a portion of the specific plan area. Future discretionary actions must also reconcile the alignment of the Old Escondido Neighborhood.

The City has completed the following Initial Study (IS) for the Proposed Project in accordance with the California Environmental Quality Act (CEQA) (Section 21000 et seq., California Public Resources Code), implementing State CEQA Guidelines (Section 15000 et seq. Title 14, California Code of Regulations). The IS for the proposed Project was prepared in accordance with the requirements set forth in Section 15063 of the State CEQA Guidelines. As determined in the IS, there is no substantial evidence that the Proposed Project may have a significant effect on the environment. Therefore, a Negative Declaration is hereby proposed in accordance to State CEQA Guidelines.

APPLICANT: City of Escondido

The review and comment period will end on December 11, 2017. A copy of the environmental Initial Study and the Negative Declaration are on file and available for public review in the Escondido Planning Division, at 201 North Broadway, Escondido, CA 92025, and online under "Projects" at <http://www.escondido.org/planning.aspx> or viewed at <https://www.escondido.org/south-centre-city-area-plan.aspx>. Written comments relevant to environmental issues will be considered if submitted to the Planning Division prior to **5:00 p.m., on December 11, 2017.**

Further information may be obtained by contacting Mike Strong at the Planning Division, telephone (760) 839-4556. Please refer to **Case No. PHG15-0003 / ENV17-0005.**

Bill Martin, AICP
Director of Community Development

DATED: November 15, 2017