

## OCTOBER 21, 2015 CITY COUNCIL CHAMBERS 3:30 P.M. Closed Session; 4:30 P.M. Regular Session 201 N. Broadway, Escondido, CA 92025

MAYOR Sam Abed

DEPUTY MAYOR Michael Morasco

COUNCIL MEMBERS Olga Diaz

**Ed Gallo** 

**John Masson** 

CITY MANAGER Clay Phillips

CITY CLERK **Diane Halverson** 

CITY ATTORNEY Jeffrey Epp

DIRECTOR OF COMMUNITY DEVELOPMENT Jay Petrek

DIRECTOR OF PUBLIC WORKS **Ed Domingue** 

#### **ELECTRONIC MEDIA:**

Electronic media which members of the public wish to be used during any public comment period should be submitted to the City Clerk's Office at least 24 hours prior to the Council meeting at which it is to be shown.

The electronic media will be subject to a virus scan and must be compatible with the City's existing system. The media must be labeled with the name of the speaker, the comment period during which the media is to be played and contact information for the person presenting the media.

The time necessary to present any electronic media is considered part of the maximum time limit provided to speakers. City staff will queue the electronic information when the public member is called upon to speak. Materials shown to the Council during the meeting are part of the public record and may be retained by the Clerk.

The City of Escondido is not responsible for the content of any material presented, and the presentation and content of electronic media shall be subject to the same responsibilities regarding decorum and presentation as are applicable to live presentations.



# October 21, 2015 3:30 P.M. Meeting

## **Escondido City Council**

### **CALL TO ORDER**

ROLL CALL: Diaz, Gallo, Masson, Morasco, Abed

### **ORAL COMMUNICATIONS**

In addition to speaking during particular agenda items, the public may address the Council on any item which is not on the agenda provided the item is within the subject matter jurisdiction of the City Council. State law prohibits the Council from discussing or taking action on such items, but the matter may be referred to the City Manager/staff or scheduled on a subsequent agenda. (Please refer to the back page of the agenda for instructions.) Speakers are limited to only one opportunity to address the Council under Oral Communications.

## CLOSED SESSION: (COUNCIL/SUCCESSOR AGENCY/RRB)

I. CONFERENCE WITH REAL PROPERTY NEGOTIATOR (Government Code §54956.8)

a. **Property:** 901 West Washington Avenue

City Negotiator: Debra Lundy, Real Property Manager

**Negotiating Parties:** Multiple Offers:

Finest City Realty Advisors

Newport National SR Commercial

North County Transit District

**Under Negotiation:** Price and Terms of Agreement

## II. PUBLIC EMPLOYEE PERFORMANCE EVALUATION (Government Code §54957)

- City Manager
- City Attorney

## **ADJOURNMENT**



# October 21, 2015 4:30 P.M. Meeting

## **Escondido City Council**

## **CALL TO ORDER**

#### **MOMENT OF REFLECTION:**

City Council agendas allow an opportunity for a moment of silence and reflection at the beginning of the evening meeting. The City does not participate in the selection of speakers for this portion of the agenda, and does not endorse or sanction any remarks made by individuals during this time. If you wish to be recognized during this portion of the agenda, please notify the City Clerk in advance.

#### **FLAG SALUTE**

ROLL CALL: Diaz, Gallo, Masson, Morasco, Abed

**PROCLAMATIONS:** Certificate of Recognition presented to Bob and Gale Pruitt

**PRESENTATIONS:** FC Heat Soccer Team - Steve Yorke

2015 Annual Report - California Center for the Arts, Escondido

#### **ORAL COMMUNICATIONS**

The public may address the Council on any item that is not on the agenda and that is within the subject matter jurisdiction of the legislative body. State law prohibits the Council from discussing or taking action on such items, but the matter may be referred to the City Manager/staff or scheduled on a subsequent agenda. (Please refer to the back page of the agenda for instructions.) NOTE: Depending on the number of requests, comments may be reduced to less than 3 minutes per speaker and limited to a total of 15 minutes. Any remaining speakers will be heard during Oral Communications at the end of the meeting.

## **CONSENT CALENDAR**

Items on the Consent Calendar are not discussed individually and are approved in a single motion. However, Council members always have the option to have an item considered separately, either on their own request or at the request of staff or a member of the public.

- 1. AFFIDAVITS OF PUBLICATION, MAILING AND POSTING (COUNCIL/SUCCESSOR AGENCY/RRB)
- 2. APPROVAL OF WARRANT REGISTER (Council/Successor Agency)
- 3. APPROVAL OF MINUTES: None Scheduled

## 4. <u>FISCAL YEAR 2015-2016 ROTARY CLUB OF ESCONDIDO GRANT AND BUDGET ADJUSTMENT -</u>

Request Council approve authorizing the Library Department to accept the Rotary Club of Escondido Grant in the amount of \$1,500 and approve the budget adjustments needed to spend the grant funds.

Staff Recommendation: Approval (Community Services Department: Loretta McKinney)

## 5. PURCHASE TWO GAPVAX COMBINATION SEWER JET TRUCKS FROM GAPVAX INC. OF JOHNSTOWN, PENNSYLVANIA -

Request Council approve authorizing the Fleet Services Division to purchase two GapVax Combination Sewer Jet trucks for a total amount of \$915,840 through a Cooperative Purchase Contract with Houston-Galveston Area Council.

Staff Recommendation: Approval (Public Works Department: Ed Domingue)

RESOLUTION NO. 2015-173

## 6. APPROVAL OF CALPERS INDUSTRIAL DISABILITY RETIREMENT FOR BRUCE MASTEN -

Request Council approve the California Public Employees' Retirement System (CalPERS) Industrial Disability Retirement for Police Officer Bruce Masten.

Staff Recommendation: Approval (Human Resources Department: Sheryl Bennett)

RESOLUTION NO. 2015-175

### 7. AWARD BID FOR THE PURCHASE OF SIXTEEN POLICE VEHICLES -

Request Council approve awarding the bid for the purchase of sixteen 2016 Ford Police Interceptor vehicles to Downtown Ford Sales in the amount of \$461,547.32 which includes sales tax, documentation, and California State Tire Recycling fees. This purchase is necessary to replace fourteen existing marked patrol units and two unmarked units. The existing vehicles have been in service between seven (7) and twelve (12) years and are being replaced due to exceeding their standard service life expectancy, excessive mileage, and rundown condition.

Staff Recommendation: Approval (Finance Department: Sheryl Bennett)

RESOLUTION NO. 2015-182

## 8. <u>VACATION OF RIGHT-OF-WAY AND DISPOSITION OF PROPERTY: 418 EAST SECOND</u> AVENUE -

Request Council approve authorizing the summary vacation of excess right-of-way and authorize the Real Property Manager and City Clerk to execute documents necessary to complete the sale of said right-of-way and surplus property 418 East Second Avenue.

Staff Recommendation: Approval (City Manager's Office: Joyce Masterson/Debra Lundy)

A) RESOLUTION NO. 2015-170 B) RESOLUTION NO. 2015-172

9. FIRST AMENDMENT TO LEASE AGREEMENT WITH CHARROS DE EL CABALLO PARK AT 3400 VALLEY CENTER ROAD (POR.) -

Request Council approve authorizing the Real Property Manager and City Clerk to execute a First Amendment to Lease Agreement with Charros de El Caballo Park at 3400 Valley Center Road (Por.)

Staff Recommendation: **Approval (City Manager's Office: Joyce Masterson/Debra Lundy)**RESOLUTION NO. 2015-181

## CONSENT – RESOLUTIONS AND ORDINANCES (COUNCIL/SUCCESSOR AGENCY/RRB)

The following Resolutions and Ordinances were heard and acted upon by the City Council/Successor Agency/RRB at a previous City Council/Successor Agency/Mobilehome Rent Review meeting. (The title of Ordinances listed on the Consent Calendar are deemed to have been read and further reading waived.)

10. <u>AMENDMENT OF ESCONDIDO MUNICIPAL CODE CHAPTER 1A ADMINISTRATIVE</u> REMEDIES -

Approved on October 7, 2015 with a vote of 5/0

ORDINANCE NO. 2015-19 (Second Reading and Adoption)

## **PUBLIC HEARINGS**

11. CONDUCT A PUBLIC HEARING TO CONSIDER RESOLUTIONS OF NECESSITY FOR EMINENT DOMAIN FOR THE EAST VALLEY PARKWAY/VALLEY CENTER ROAD PROJECT - ASSESSOR PARCEL NUMBERS: 240-020-23 [SERRATO]; 240-011-01 [TOSCANO]; 240-011-03 [HEATH]; AND 240-301-09 [JAUREQUI] -

Request Council approve authorizing the eminent domain proceedings and directing the City Attorney to commence actions in the Superior Court for the purpose of acquiring said real property.

Staff Recommendation: Approval (City Manager's Office: Joyce Masterson/Debra Lundy)

- A) RESOLUTION NO. 2015-176 B) RESOLUTION NO. 2015-177
- C) RESOLUTION NO. 2015-178 D) RESOLUTION NO. 2015-179

### **CURRENT BUSINESS**

12. <u>APPOINTMENT TO PLANNING COMMISSION -</u>

Request Council ratify the Mayor's appointment to fill an unscheduled vacancy on the Planning Commission, term to expire March 31, 2016.

Staff Recommendation: Ratify the Mayor's Appointment (City Clerk's Office: Diane Halverson)

### **WORKSHOP**

#### 13. WORKSHOP ON INNOVATE78 COLLABORATIVE -

Request Council receive a brief presentation on the status of the Innovate78 Collaborative.

Staff Recommendation: Receive and File (City Manager's Office: Joyce Masterson)

### **FUTURE AGENDA**

### 14. FUTURE AGENDA -

The purpose of this item is to identify issues presently known to staff or which members of the Council wish to place on an upcoming City Council agenda. Council comment on these future agenda items is limited by California Government Code Section 54954.2 to clarifying questions, brief announcements, or requests for factual information in connection with an item when it is discussed.

Staff Recommendation: None (City Clerk's Office: Diane Halverson)

## **COUNCIL MEMBERS SUBCOMMITTEE REPORTS**

## **CITY MANAGER'S UPDATE/BRIEFING**

The most current information from the City Manager regarding Economic Development, Capital Improvement Projects, Public Safety and Community Development.

CITY MANAGER'S UPDATE -

## **ORAL COMMUNICATIONS**

The public may address the Council on any item that is not on the agenda and that is within the subject matter jurisdiction of the legislative body. State law prohibits the Council from discussing or taking action on such items, but the matter may be referred to the City Manager/staff or scheduled on a subsequent agenda. Speakers are limited to only one opportunity to address the Council under Oral Communications.

### **ADJOURNMENT**

UPCOMING MEETING SCHEDULE				
Date	Day	Time	Meeting Type	Location
October 28	Wednesday	3:30 & 4:30 p.m.	Regular Meeting	Council Chambers
November 4	Wednesday	3:30 & 4:30 p.m.	Regular Meeting	Council Chambers
November 11	Wednesday	-	No Meeting	-
November 18	Wednesday	3:30 & 4:30 p.m.	Regular Meeting	Council Chambers

#### TO ADDRESS THE COUNCIL

The public may address the City Council on any agenda item. Please complete a Speaker's form and give it to the City Clerk. Submission of Speaker forms <u>prior</u> to the discussion of an item is highly encouraged. Comments are generally limited to 3 minutes.

If you wish to speak concerning an item not on the agenda, you may do so under "Oral Communications." Please complete a Speaker's form as noted above.

Nomination forms for Community Awards are available at the Escondido City Clerk's Office or at <a href="http://www.escondido.org/city-clerks-office.aspx">http://www.escondido.org/city-clerks-office.aspx</a>

Handouts for the City Council should be given to the City Clerk. To address the Council, use the podium in the center of the Chambers, STATE YOUR NAME FOR THE RECORD and speak directly into the microphone.

## AGENDA, STAFF REPORTS AND BACK-UP MATERIALS ARE AVAILABLE:

- Online at <a href="http://www.escondido.org/meeting-agendas.aspx">http://www.escondido.org/meeting-agendas.aspx</a>
- In the City Clerk's Office at City Hall
- In the Library (239 S. Kalmia) during regular business hours and
- Placed in the Council Chambers (See: City Clerk/Minutes Clerk) immediately before and during the Council meeting.

**AVAILABILITY OF SUPPLEMENTAL MATERIALS AFTER AGENDA POSTING:** Any supplemental writings or documents provided to the City Council regarding any item on this agenda will be made available for public inspection in the City Clerk's Office located at 201 N. Broadway during normal business hours, or in the Council Chambers while the meeting is in session.

#### LIVE BROADCAST

Council meetings are broadcast live on Cox Cable Channel 19 and U-verse Channel 99 – Escondido Gov TV. They can also be viewed the following Sunday and Monday evenings at 6:00 p.m. on those same channels. The Council meetings are also available live via the Internet by accessing the City's website at <a href="https://www.escondido.org">www.escondido.org</a>, and clicking the "Live Streaming –City Council Meeting now in progress" button on the home page.

Please turn off all cellular phones and pagers while the meeting is in session.

The City Council is scheduled to meet the first four Wednesdays of the month at 3:30 in Closed Session and 4:30 in Open Session.

(Verify schedule with City Clerk's Office)

Members of the Council also sit as the Successor Agency to the CDC, Escondido Joint Powers Financing Authority and the Mobilehome Rent Review Board.

CITY HALL HOURS OF OPERATION Monday-Friday 8:00 a.m. to 5:00 p.m.



If you need special assistance to participate in this meeting, please contact our ADA Coordinator at 839-4643. Notification 48 hours prior to the meeting will enable the City to make reasonable arrangements to ensure accessibility.

Listening devices are available for the hearing impaired – please see the City Clerk.



## **CITY COUNCIL**

For City Clerk's Use:	
APPROVED	DENIED
Reso No.	File No
Ord No.	

Agenda Item No.: 4
Date: October 21, 2015

TO:

Honorable Mayor and Members of the City Council

FROM:

Loretta McKinney, Director of Library and Community Services

SUBJECT:

Fiscal Year 2015-2016 Rotary Club of Escondido Grant and Budget Adjustment

## **RECOMMENDATION:**

It is requested that City Council authorize the Library Department to accept the Rotary Club of Escondido Grant in the amount of \$1,500 and approve the budget adjustments needed to spend the grant funds.

## FISCAL ANALYSIS:

No impact to the General Fund. Grant funds will be used to purchase new titles for several popular library programs.

## **BACKGROUND:**

Every year the Escondido Rotary Club's Community Services Committee meets to evaluate grant applications for philanthropic funding. Each application received is carefully weighed for: 1) specificity of program (intent); 2) consistency with the Rotary mission to serve the community's youth, aged, military, or disabled; 3) that the grant is focused on Escondido; 4) the breadth of the people served; and 5) the quality of recognition the Rotary would receive for its donation.

This year the Escondido Rotary Club granted the Escondido Public Library \$1,500 to provide needed funds to purchase books that support the "One Book One San Diego" County-wide collaborative as well as to purchase new, popular, and in-demand titles that are highly desired by the Escondido community. A part of the new purchases will be used to help build the collection for one of the newest and most successful library programs, "Book Club in a Bag".

Respectfully submitted,

Loretta McKinney

Director of Library and Community Services

Hertalling

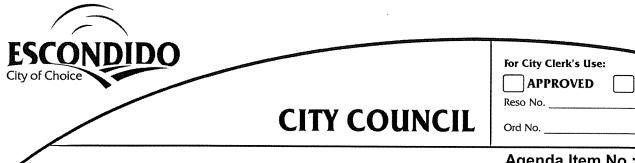




## CITY OF ESCONDIDO

## BUDGET ADJUSTMENT REQUEST

Date of Request: 10/21/15				
Department: Library and Commu	nity Services Dept.			or Finance Use Only BA 10-02
Division: <u>Library</u>				ear 2016
Project/Budget Manager: Loretta Name Council Date (if applicable):(attack	McKinney ch copy of staff report)	4871 Extension		Budget Balances General Fund Accts Revenue Interfund Transfers Fund Balance
Project/Account Description	Account Num	ber Am	ount of Increase	Amount of Decrease
Escondido Rotary Grant	<b>401</b> <del>904</del> NEW		\$1,500	200,000
Lecal Grants	401 4121-004-NE		\$1,500	
			1100	
**************************************			***************************************	
Explanation of Request:				
Budget adjustment needed to recei Rotary Grant.	ive grant funds and esta	ablish a spending ac	count for expense	es related to the
	ADDD			
" father &"		<u>OVALS</u>		
Department Head  Add Www	10/5/2015 Date	City Manager		Date
Finance	Date	City Clerk	100000000000000000000000000000000000000	Date
Distribution (after approval):	riginal: Finance			



Agenda Item No.: 5 **Date: October 21, 2015** 

**DENIED** 

File No.

TO:

Honorable Mayor and Members of the City Council

FROM:

Edward N. Domingue, Public Works Director/City Engineer

Joseph Goulart, Fleet Maintenance Superintendent

SUBJECT: Purchase Two GapVax Combination Sewer Jet Trucks from GapVax Inc. of Johnstown.

Pennsylvania

## **RECOMMENDATION:**

It is requested that City Council adopt Resolution No. 2015-173, authorizing the Fleet Services Division to purchase two GapVax Combination Sewer Jet trucks for a total amount of \$915,840 through a Cooperative Purchase Contract with Houston-Galveston Area Council (HGAC).

## FISCAL ANALYSIS:

Sufficient funds are available in Fleet Services Vehicle Replacement account number 5208-653-715 and in the Water Department Fiscal Year 2016 Operating Budget in account number 5209-555-410.

## **BACKGROUND:**

An existing 2004 International Vactor utilized by Wastewater Collections requires replacement due to excessive engine hours, increased downtime, costly repairs, and exceeding its standard life expectancy of ten years. Due to the corrosive nature of its work environment in a sewer application, a Combination Sewer Jet Truck has a serviceable life expectancy of ten years.

In addition, Water Distribution has requested to purchase a new Combination Sewer Jet truck with a Hydro Excavation package utilized for site excavations. The Water Department included the purchase in the Fiscal Year 2016 Operating Budget previously adopted by Council.

Upon approval from the Council, these two Combination Sewer Jet trucks will be purchased from GapVax Inc. through a Cooperative Purchasing Contract, HGAC Contract #SC01-15. Article 5 Chapter 10 of the City of Escondido's Municipal Code authorizes the purchase of supplies and equipment utilizing cooperative purchase programs.

Respectfully submitted,

Edward N. Domingue, R.E.

Public Works Director/City Engineer

Joseph Goulart

Fleet Maintenance Superintendent

Agenda Item No.: 5 Date: October 21, 2015

## RESOLUTION NO. 2015-173

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF ESCONDIDO, CALIFORNIA, AUTHORIZING THE PURCHASE OF TWO GAPVAX COMBINATION SEWER JET TRUCKS FROM GAPVAX INC. BY UTILIZING A COOPERATIVE PURCHASE CONTRACT WITH HOUSTON-GALVESTON AREA COUNCIL

WHEREAS, the Fleet Services Division is replacing one (1) existing 2004 Vactor Combination Sewer Jet Truck due to excessive engine hours, increased downtime, costly repairs, and exceeding the standard life expectancy of ten (10) years; and

WHEREAS, sufficient funds to replace the existing 2004 Vactor Combination Sewer Jet Truck are located in the Fleet Services Vehicle Replacement Fund, account number 5208-653-715; and

WHEREAS, Water Operations has requested to purchase one (1) new Combination Sewer Jet Truck with a Hydro Excavation package for site excavations; and

WHEREAS, Water Operations has line itemed the additional purchase of one (1) new Combination Sewer Jet Truck with a Hydro Excavation package for site excavations in Fiscal Year 2016 Operating Budget previously adopted by Council; and

WHEREAS, sufficient funds for the Water Operations purchase is available in account number 5209-555-410; and

WHEREAS, the Fleet Services Division is requesting to purchase the two (2) Combination Sewer Jet Trucks from GapVax Inc. of Johnstown, Pennsylvania; and

WHEREAS, GapVax Inc. is the manufacturer of the GapVax Combination Sewer Jet Truck; and

WHEREAS, the Houston-Galveston Area Council ("HGAC") conducted a competitive bid process for sewer equipment and GapVax Inc. was deemed to be the lowest responsive bidder; and

WHEREAS, the City of Escondido is a member of HGAC, member number 15-4548; and

WHEREAS, the City is utilizing cooperative purchasing with HGAC; and as per the Escondido Municipal Code Chapter 10 Article 5 Section 10-90, the City may utilize a cooperative contract, which has been conducted in a competitive manner by the state, county or any other public or municipal agency; and

WHEREAS, staff recommends purchasing two (2) GapVax Combination Trucks from GapVax Inc. for a total amount of \$915,840, which includes use tax and all other fees; and

WHEREAS, the City Council desires at this time and deems it to be the best public interest to authorize the purchase from GapVax Inc.

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Escondido, California, as follows:

- 1. That the above recitations are true.
- 2. That the City Council authorizes the Fleet Services Division to purchase two (2) GapVax Combination Sewer Jet Trucks from GapVax Inc., utilizing a cooperative purchase contract with HGAC, as allowed per Escondido Municipal Code

Chapter 10 Article 5 Section 10-90, for a total amount of \$915,840, which includes use tax and all other fees.



TO:

Honorable Mayor and Members of the City Council

FROM:

Sheryl Bennett, Director of Administrative Services

Jodi Vinson, Risk and Safety Manager

SUBJECT: Approval of CalPERS Industrial Disability Retirement for Bruce Masten

## **RECOMMENDATION:**

It is requested that Council adopt Resolution No. 2015-175 – approving the California Public Employees' Retirement System (CalPERS) Industrial Disability Retirement for Police Officer Bruce Masten.

## **BACKGROUND:**

Mr. Masten is a 62-year-old male Police Officer. He has been employed by the City of Escondido for 15 years. The basis for Mr. Masten's Industrial Disability Retirement application is confirmed by medical reports from Neville Alleyne, M.D. Mr. Masten's condition is orthopedic in nature. Accordingly, Mr. Masten is incapacitated within the meaning of the Public Employees' Retirement Law for the performance of his usual and customary duties in the position of Police Officer.

Under State Law, the City Council is required to adopt a Resolution determining that competent medical evidence supports the granting of an Industrial Disability Retirement. Based on medical evidence, staff recommends the City Council adopt Resolution No. 2015-175 approving the CalPERS Industrial Disability Retirement for Bruce Masten to be effective October 22, 2015.

Respectfully submitted,

Risk and Safety Manager

Sheryl Bennett

Director of Administrative Services

Date: October 21, 2015

Agenda Item No.: 6

Date: October 21, 2015

## RESOLUTION NO. 2015-175

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF ESCONDIDO, CALIFORNIA, APPROVING THE CALPERS INDUSTRIAL DISABILITY RETIREMENT FOR BRUCE MASTEN

WHEREAS, the City of Escondido (hereinafter referred to as "Agency") is a contracting agency of the California Public Employees' Retirement System (CalPERS); and

WHEREAS, the California Public Employees' Retirement Law requires that a contracting agency determine whether an employee of such agency in employment in which he is classified as a local safety member is disabled for purposes of the Public Employees' Retirement Law and whether such disability is "industrial" within the meaning of such law; and

WHEREAS, an application for Industrial Disability Retirement of Bruce Masten employed by the Agency in the position of Police Officer has been filed with CalPERS; and

WHEREAS, the City of Escondido has reviewed the medical and other evidence relevant to such alleged disability.

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Escondido, as follows:

- 1. That the above recitations are true.
- 2. The City Council of the City of Escondido does find and determine that Bruce Masten is incapacitated within the meaning of the Public Employees' Retirement Law for performance of his usual duties in the position of Police Officer; and

- 3. That the City Council of the City of Escondido does find and determine that such disability is a result of injury or disease arising out of and in the course of employment.
- 4. That neither Bruce Masten nor the agency, the City of Escondido, has applied to the Workers' Compensation Appeals Board for a determination pursuant to Section 21166 as to whether such disability is industrial.
  - 5. That there is not a possibility of third party liability.
- 6. Advanced disability pension payments will be made monthly in the amount of \$3,956.00 beginning November 1, 2015. Mr. Masten's last day on payroll will be October 21, 2015. A partial advanced disability pension payment for the remainder of October 2015 will be made in the amount of \$1276.13.
- 7. That the City Council of the City of Escondido finds that Mr. Masten's primary disability is orthopedic in nature and arose out of and in the course of employment.



## **CITY COUNCIL**

For City Clerk's Use:	
APPROVED	DENIED
Reso No.	File No
Ord No.	

Agenda Item No.: 7
Date: October 21, 2015

TO:

Honorable Mayor and Members of the City Council

FROM:

Sheryl Bennett, Director of Administrative Services

Joan Ryan, Assistant Finance Director

**SUBJECT:** Award Bid for the Purchase of Sixteen Police Vehicles

## **RECOMMENDATION:**

It is requested that Council adopt Resolution No. 2015-182 to award the bid for the purchase of sixteen 2016 Ford Police Interceptor vehicles to Downtown Ford Sales in the amount of \$461,547.32 which includes sales tax, documentation, and California State Tire Recycling fees. This purchase is necessary to replace fourteen existing marked patrol units and two unmarked units. The existing vehicles have been in service between seven (7) and twelve (12) years and are being replaced due to exceeding their standard service life expectancy, excessive mileage, and rundown condition.

## FISCAL ANALYSIS:

Sufficient funds are available in the Fleet Services Vehicle Replacement Fund.

## BACKGROUND:

Requests for bids were mailed to ten vendors on August 31, 2015 and five bids were received and opened on September 24, 2015. The bid results are as follows:

Vendor	Amount
Downtown Ford Sales	\$ 461,547.32
Kearny Pearson Ford	469,624.64
North County Ford	475,765.80
Wondries Fleet Group	488,052.68
Ford of Escondido	530,090.42

Joe Goulart, Fleet Services Superintendent, reviewed the bids and recommends the bid award to Downtown Ford Sales in the amount of \$461,547.32 as the lowest most responsive bidder who conformed to the City's bid specifications and requirements.

Respectfully submitted,

Sheryl Bennett,

Director of Administrative Services

∕∕Joan Ryan,

Assistant Finance Director

Agenda Item No.: 7 Date: October 21, 2015

## RESOLUTION NO. 2015-182

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF ESCONDIDO, CALIFORNIA, AUTHORIZING CITY COUNCIL TO APPROVE THE BID AWARD FOR THE PURCHASE OF SIXTEEN POLICE INTERCEPTOR UTILITY VEHICLES TO DOWNTOWN FORD SALES

WHEREAS, police vehicles are routinely replaced due to exceeding their standard service life expectancy, excessive mileage, and rundown conditions; and

WHEREAS, sufficient funds are available in the Fleet Services Vehicle Replacement Fund; and

WHEREAS, the City of Escondido duly published an invitation for bids for sixteen police interceptor utility vehicles to include detailed bid specifications and requirements; and

WHEREAS, request for bids for the purchase of sixteen 2016 police interceptor utility vehicles were mailed to vendors on August 31, 2015; and

WHEREAS, five bids were opened and evaluated on September 24, 2015; and

WHEREAS, Downtown Ford Sales was determined to be the lowest responsive and responsible bidder who conformed to the City's bid specifications and requirements; and

WHEREAS, staff recommends awarding the bid to Downtown Ford in the amount of \$461,547.32; and

WHEREAS, this City Council desires at this time and deems it to be in the best public interest to award the bid to Downtown Ford Sales.

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Escondido, California, as follows:

- 1. That the above recitations are true.
- 2. That City Council accepts the recommendation of staff and finds

  Downtown Ford Sales to be the lowest responsive and responsible bidder who

  conformed to the City's bid specifications and requirements.
- 3. That the City Council is authorized to approve on behalf of the City, the bid award to Downtown Ford Sales for the purchase of sixteen 2016 police interceptor utility vehicles.



Date: October 21, 2015

TO:

Honorable Mayor and Members of the City Council

FROM:

Debra Lundy, Real Property Manager

SUBJECT: Vacation of Right-of-Way and Disposition of Property: 418 East Second Avenue

## **RECOMMENDATION:**

It is requested that Council adopt Resolution No. 2015-172 authorizing the summary vacation of excess right-of-way (see map). It is further requested that Council adopt Resolution No. 2015-170 authorizing the Real Property Manager and City Clerk to execute documents necessary to complete the sale of said right-of-way and surplus property 418 East Second Avenue.

## **FISCAL ANALYSIS**:

Sales proceeds in the amount of \$120,000, less closing costs, will be deposited into the General Reserve Fund.

## PREVIOUS ACTION:

N/A

## **BACKGROUND:**

The subject properties were acquired in 1975 and are remnant parcels from the Second Avenue portion of the Downtown Street Systems Project. The land was improved as a parking lot and has been leased to Grand Dentistry and other businesses since April 1978. The perspective buyer, Talking Bibles International, made an unsolicited offer to purchase the parcels from the City for parking and potential future expansion of its operations. Talking Bibles paid the \$2500 fee for unsolicited offers, which was applied to the cost of an appraisal report. The properties were appraised at \$105,000, however competitive offers resulted in the current sales price of \$120,000.

In order to complete the sales transaction, the portion of the property vested as public right-of-way must first be vacated. The required notices have been sent to the public utilities and a public utility easement reservation is included in the vacation and subsequent sale documents. Pursuant to California Streets and Highways Code section 8334(a), this right-of-way vacation may be performed as a summary vacation and a public hearing is, therefore, not required.

The perspective buyer has been in discussions with Grand Dentistry and has agreed that upon close of escrow to lease a certain amount of parking spaces to them to meet their anticipated parking needs. Grand Dentistry has consented to terminating its lease agreement with the City at a date that

418 East Second Avenue October 21, 2015 Page 02

is concurrent with the close of escrow. Grand had been paying \$2,304 per year under its lease agreement, with annual payments due on April 1<sup>st</sup> each year. Depending on the date that escrow closes, a portion of the prepaid rent will be refunded to Grand Dentistry. Escrow is anticipated to be 60 days from the execution of the Purchase Agreement.

Respectfully submitted,

Debra Lundy

Real Property Manager

# LOCATION MAP STREET VACATION

A PORTION OF LOT 7, 19, 20 AND 21 IN BLOCK "N" OF MAP NO. 336



CITY COUNCIL MEETING 10-21-2015 REAL PROPERTY



Agenda Item No.: 8 Date: October 21, 2015

### RESOLUTION NO. 2015-170

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF ESCONDIDO, CALIFORNIA, AUTHORIZING THE REAL PROPERTY MANAGER TO EXECUTE, ON BEHALF OF THE CITY, A GRANT DEED AND NECESSARY ESCROW DOCUMENTS FOR THE SALE OF 418 EAST SECOND AVENUE TO TALKING BIBLES INTERNATIONAL

WHEREAS, there is a certain City-owned real property, 418 East Second Avenue, in Escondido, along with adjacent excess right-of-way (the "Property"); and

WHEREAS, the City received an offer from the abutting property owner, Talking Bibles International ("Buyer") to purchase the property for \$120,000, which represents the market value and exceeds the appraisal value commissioned by the City; and

WHEREAS, the City wishes to sell the Property for \$120,000 and to enter into escrow with the Buyer; and

WHEREAS, this City Council desires at this time and deems it to be in the best public interest to approve the sale of the Property to the Buyer.

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Escondido, California, as follows:

- 1. That the above recitations are true.
- 2. The Real Property Manager and City Clerk are authorized to execute, on behalf of the City, the Grant Deed attached to this resolution as Exhibit "1" and incorporated by this reference, and all necessary related escrow documents.

## RECORDING REQUESTED BY

And When Recorded Mail To:
City Clerk
City of Escondido
201 North Broadway
Escondido, CA 92025

Resolution No. 2015 - 17-C EXHIBIT \_\_\_\_\_ of \_\_\_\_

APN: 229-462-04

No recording fee required; this document exempt from fee pursuant to Section 27383 of the California Government Code.

# CITY OF ESCONDIDO GRANT DEED

## **ESC. DOCUMENT NO. M-31-15**

This deed exempt from tax - Section 11922 of the California Revenue and Taxation Code

**THE CITY OF ESCONDIDO**, a municipal corporation, for a valuable consideration, DOES HEREBY GRANT to

**TALKING BIBLES INTERNATIONAL**, a California non-profit corporation.

all that real property described as follows:

#### LEGAL DESCRIPTION ATTACHED

Reserving and excepting therefrom a public utilities easement, together with the right to construct, maintain, operate, remove, replace and enlarge sewer and water pipelines and drainage works and appurtenances thereto and pursuant to any existent franchise, the right to construct, maintain, operate, remove, replace and enlarge pipes, conduits, cables, wires, poles and other appurtenant structures and equipment for the operation of gas pipelines, telegraphic, telephone and electrical distribution lines including the right of ingress to and egress from said land to keep the property free from flammable materials and otherwise protect same from all hazards in, upon and over the above described property.

Resolution No.	2015-170
EXHIBIT /	
Page 2 o	f <u>9</u>

CITY OF ESCONDIDO DOC. NO. M-31-15 TITLE OR TYPE OF DOCUMENT: Grant Deed GRANTEE: Talking Bibles International

executed by its Real Property Manager	e City of Escondido has caused this deed to be ger and City Clerk, pursuant to City Council October 21, 2015, authorizing such execution, this		
	THE CITY OF ESCONDIDO		
	By: Debra Lundy Real Property Manager		
	By: Diane Halverson Citv Clerk		

Resolution	No.2015-170
EXHIBIT_	/
Page <u>3</u>	of

## **CALIFORNIA ALL-PURPOSE ACKNOWLEDGMENT**

STATE OF CALIFORNIA COUNTY OF SAN DIEGO

A notary public or other officer completing this certificate verifies only the identity of the individual who signed the document to which this certificate is attached, and not the truthfulness, accuracy, or validity of that document.

On	(date) before me,	, a Notary
Public, personally appeared	d C	
	(name(s) of signers)	
name(s), is/are subscribed he/she/they executed the his/her/their signature(s) on the person(s) acted, execut	F PERJURY under the laws of the State of Califorr	o me that nd that by alf of which
Witness my hand and official	al seal.	
Signature of Notary		

Resolution No. 205-17-0 EXHIBIT — of 4

## **EXHIBIT A**

Legal description to be provided by the Title Company

Agenda Item No.: 8 Date: October 21, 2015

## **RESOLUTION NO 2015-172**

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF ESCONDIDO, CALIFORNIA, AUTHORIZING SUMMARY VACATION OF A PORTION OF A PUBLIC STREET KNOWN AS VALLEY BOULEVARD ADJACENT TO 418 EAST SECOND AVENUE BETWEEN GRAND AVENUE AND SECOND AVENUE HEREIN SPECIFICALLY DESCRIBED

WHEREAS, the portion of Valley Boulevard located between Grand Avenue and Second Avenue (more particularly described in the legal description and map attached as Exhibits "A" and "B" and incorporated by this reference), which is to be vacated through this resolution, is excess right-of-way; and

WHEREAS, the proposed vacation area is eligible for consideration as a summary vacation pursuant to California Streets and Highway Code Section 8334(a) without the requirement of a public hearing; and

NOW, THEREFORE, BE IT RESOLVED, by the City Council of the City of Escondido, California, as follows:

- 1. That the above recitations are true.
- 2. This action is taken pursuant to the California Streets and Highways Code Section 8330, et seq.
- 3. It is hereby found and determined that the subject property meets the criteria set forth in the California Streets and Highways Code Section 8334(a), "excess right-of-way of a street or highway not required for street or highway purposes."

- 4. The summary vacation of a portion of Valley Parkway, between Grand Avenue and Second Avenue, more particularily described in the attached Exhibits "A" and "B," is authorized and approved and hereby declared vacated, subject to a Public Utilities Easement reservation.
  - 5. Fee title of the abandonment area is vested in: The City of Escondido.
- 6. All City departments and local utilities have been notified and there are no objections to the proposed vacation. A Public Utilities Easement is being reserved.
- 7. The City Clerk is hereby directed and authorized to record a certified copy of this resolution, with the effective date of the vacation of the above-described area to be the date of recordation of the certified copy of this resolution with the office of the County Recorder of San Diego County, and on said date, the subject vacation area shall no longer constitute a street pursuant to the provisions of the California Streets and Highways Code Section 8336.

# EXHIBIT 'A' VALLEY BLVD STREET VACATION

Resolution No. 205-172 EXHIBIT H Page — of —

THOSE PORTIONS OF LOT 7, 19, AND 20, ALONG WITH THE EASTERLY 10 FEET OF LOT 21, AND INCLUDING THOSE PORTIONS OF THE 20.00 FOOT WIDE VACATED ALLEY CLOSED TO PUBLIC USE ADJOINING LOTS 20 AND 21 TO THE SOUTH AND ALSO LOT 7 TO THE NORTH, ALL IN BLOCK 'N' OF MAP 336, FILED IN THE OFFICE OF THE COUNTY RECORDER OF SAN DIEGO COUNTY ON JULY 10, 1886, IN THE CITY OF ESCONDIDO, COUNTY OF SAN DIEGO, STATE OF CALIFORNIA, MORE PARTICULARLY DESCRIBED AS FOLLOWS:

COMMENCING AT THE NORTHWEST CORNER OF SAID BLOCK 'N' AS SHOWN ON RECORD OF SURVEY MAP NO. 17890, FILED IN THE OFFICE OF THE COUNTY REORDER OF SAN DIEGO COUNTY ON JULY 18, 2003 AS FILE NO. 2003-0858848; THENCE NORTHEASTERLY ALONG THE NORTHERLY LINE OF SAID BLOCK 'N', NORTH 59° 12'34" EAST, A DISTANCE OF 140.12 FEET TO THE NORTHEAST CORNER OF THAT PROPERTY DESCRIBED IN GRANT DEED TO AUDIO SCRIPTURES INTERNATIONAL AS DOCUMENT NO. 2000-0270981, SAID POINT ALSO BEING THE TRUE POINT OF BEGINNING; THENCE CONTINUING ALONG THE NORTHERLY LINE OF SAID BLOCK 'N', NORTH 59° 12'34" EAST, A DISTANCE OF 39.37 FEET TO THE BEGINNING OF A TANGENT 5.00 FOOT RADIUS CURVE CONCAVE SOUTHERLY; THENCE LEAVING SAID NORTHERLY LINE OF BLOCK 'N', EASTERLY AND SOUTHERLY ALONG ARC OF SAID CURVE, THROUGH A CENTRAL ANGLE OF 109° 05'47", A DISTANCE OF 9.52 FEET; THENCE SOUTH 11° 41'47" EAST, A DISTANCE OF 53.59 FEET TO THE BEGINNING OF A TANGENT 83.00 FOOT RADIUS CURVE CONCAVE EASTERLY; THENCE SOUTHERLY ALONG ARC OF SAID CURVE, THROUGH A CENTRAL ANGLE OF 20° 26'24", A DISTANCE OF 29.61 FEET TO A POINT OF REVERSE CURVATURE WITH A 67.00 FOOT RADIUS CURVE CONCAVE WESTERLY, A RADIAL BEARING TO SAID POINT BEARS NORTH 57° 51'49" EAST; THENCE SOUTHERLY ALONG ARC OF SAID CURVE THROUGH A CENTRAL ANGLE OF 32° 02'46", A DISTANCE OF 37.47 FEET TO A POINT OF COMPOUND CURVATURE WITH A 192.00 FOOT RADIUS CURVE CONCAVE WESTERLY, A RADIAL BEARING TO SAID POINT BEARS NORTH 89° 54'35" EAST; THENCE SOUTHERLY ALONG ARC OF SAID CURVE, THROUGH A CENTRAL ANGLE OF 1° 36'22", A DISTANCE OF 5.38 FEET TO THE WESTERLY LINE OF SAID LOT 7, A RADIAL BEARING TO SAID POINT BEARS SOUTH 88°29'03" EAST; THENCE NORTHERLY ALONG THE WESTERLY LINE OF LOT 7, NORTH 30°46'22" WEST, A DISTANCE OF 49.22 FEET TO A POINT ON THE CENTERLINE OF SAID 20.00 FOOT WIDE VACATED ALLEY; THENCE WESTERLY ALONG THE CENTERLINE OF SAID VACATED ALLEY, SOUTH 46°54'37" WEST, A DISTANCE OF 10.11 FEET; THENCE NORTHERLY ALONG THE EASTERLY LINE OF THAT PROPERTY DESCRIBED IN SAID DOCUMENT NO. 2000-0270981, A DISTANCE OF 79.68 FEET TO THE TRUE POINT OF BEGINNING.

DESCRIBED AREA CONTAINS APPROXIMATELY 3,023 SQUARE FEET, MORE OR LESS.

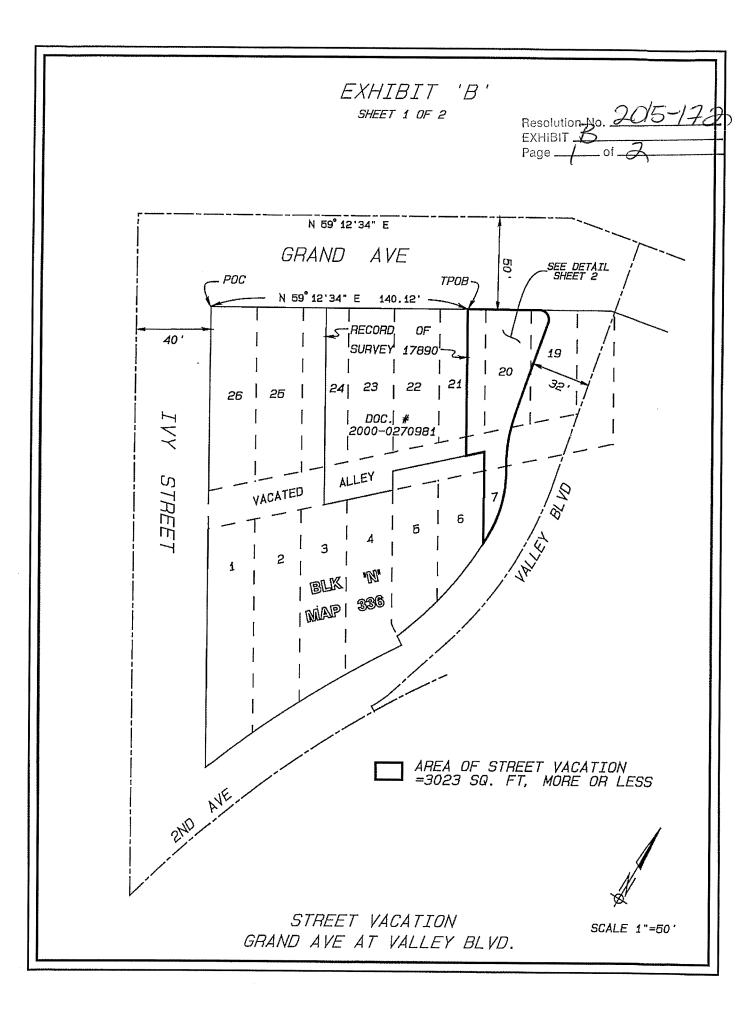
EXHIBIT 'B' ATTACHED HERETO AND BY THIS REFERENCE MADE A PART HEREOF.

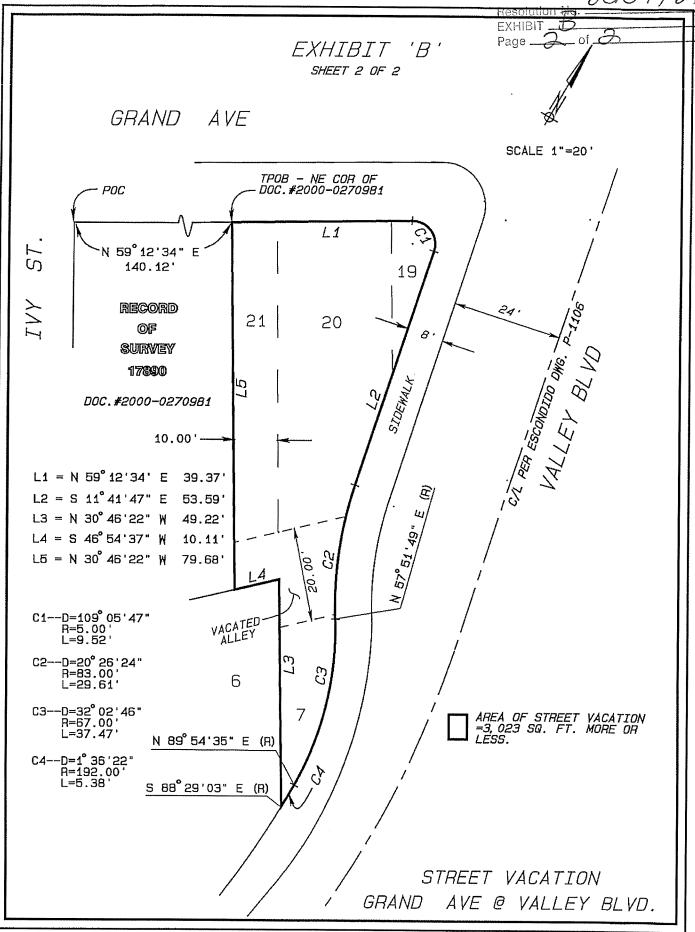
ETER FALCONIERI, LS 7943

MY LICENSE EXPIRES ON 12-31-2015

DATE









Agenda Item No.: Date: October 21, 2015

File No.

TO:

Honorable Mayor and Members of the City Council

FROM:

Debra Lundy, Real Property Manager

SUBJECT:

First Amendment to Lease Agreement with Charros de El Caballo Park at 3400 Valley

Center Road (Por.)

## **RECOMMENDATION:**

It is requested that Council adopt Resolution No. 2015-181 authorizing the Real Property Manager and City Clerk to execute a First Amendment to Lease Agreement with Charros de El Caballo Park at 3400 Valley Center Road (Por.).

## **FISCAL ANALYSIS**:

N/A

## **PREVIOUS ACTION:**

Resolution 2014-10 authorized the original lease agreement.

## **BACKGROUND:**

The Charros de El Caballo Park has leased the arena premises from the City since 2014 for charros sporting events, training and practices. The City has recently revised language in its standard lease agreement to improve the Americans with Disabilities Act clause and Termination clause, which are included in this proposed Amendment. Additionally, the leased premises is located within the Dixon Dam spillway. Due to anticipated heavy el Niño rains, this proposed lease also includes language to remind Lessee of the potential for water damage to the premises and any improvements thereon in the event water is required to be released from the dam. All other conditions of the Original Lease Agreement remain in full force and effect.

Respectfully submitted,

Debra Lundy

Real Property Manager

Agenda Item No.: 9

Date: October 21, 2015

## RESOLUTION NO. 2015-181

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF ESCONDIDO, CALIFORNIA, AUTHORIZING THE REAL PROPERTY MANAGER AND CITY CLERK TO EXECUTE, ON BEHALF OF THE CITY, A FIRST AMENDMENT TO THE LEASE AGREEMENT WITH CHARROS DE EL CABALLO PARK

WHEREAS, the City of Escondido ("City") owns the horse arena located on a portion of property located at 3400 Valley Center Road; and

WHEREAS, the City has been leasing a portion of this property to the Charros de El Caballo Park since 2014 ("Original Agreement"); and

WHEREAS, the City has made changes to its standard lease agreement to update the Americans with Disabilities Act and Termination Clauses and desires to incorporate these changes in the Charros de El Caballo Park Lease; and

WHEREAS, the Original Agreement does not address the fact that the leased premises is located within the Dixon Dam spillway, which will be subject to water inundation in the event of a requirement for water to be released from the dam due to heavy rains; and

WHEREAS, the parties desire to amend the Original Agreement with Charros de El Caballo Park accordingly; and

WHEREAS, this City Council desires at this time and deems it to be in the best public interest to approve the First Amendment to the Lease Agreement with Charros de El Caballo Park.

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Escondido, California, as follows:

- 1. That the above recitations are true.
- 2. That the Real Property Manager and City Clerk are authorized to execute, on behalf of the City, the First Amendment to the Lease Agreement with Charros de El Caballo Park, which is attached hereto as Exhibit "1" and incorporated by this reference.



### (Horse Arena 3400 Valley Center Road Por.)

This FIRST AMENDMENT	NT TO LEASE AGREEMENT	is made as of this
day of October, 2015.		

Between:

City of Escondido

201 North Broadway

Escondido, California 92025

("City")

And:

Charros de el Caballo Park P.O. Box 462004-2004 Escondido, CA 92046

("Lessee")

#### WITNESSESS THAT WHEREAS:

- A. City and Lessee entered into a Lease Agreement dated March 6, 2014 ("ORIGINAL AGREEMENT") for the lease of real property for the purpose of charros sporting events and training activities in the arena located at 3400 Valley Center Road ("Premises"); and
- B. The ORIGINAL AGREEMENT contains outdated termination and Americans with Disabilities Act language which has been replaced in the City's standard lease document; and
- C. The ORIGINAL AGREEMENT does not address the fact that the leased premises is situated in the Lake Dixon spillway; and
- D. City and Lessee desire to amend the ORIGINAL AGREEMENT to address these items; and

NOW THEREFORE, it is mutually agreed by and between City and Lessee as follows:

1. **Section 4 "Termination of Lease"** shall be deleted in its entirety and replaced with the following:

Section 4 Termination of Lease

Resolution No. 2015-181 Exhibit 1 Page 2 of 3

- 4.1 Each party shall have the right to terminate this Lease early without penalty by providing the other with a written notice 90 days in advance.
- 4.2 Default. If the City discovers at any time during the Lease Term that the Lessee or any other party has used, is using, or will used the Premises in an unlawful manner or for an unlawful purpose, or in any manner that is inconsistent with any provision of this Lease, City may notify Lessee of the failure to perform and terminate the Lease. Any such termination will be effective as of the date specified in such election. The City may allow time to cure any failure to perform in the City's sole discretion, which must be in writing.
- 2. Paragraph 1 of Section 12 "Acceptance and Maintenance" shall be deleted in its entirety and replaced as follows:

Lessee hereby acknowledges that Lessee has inspected the Premises, that the Premises is located within the Dixon Lake spillway, which, if needed will catch water released from Dixon Dam to protect the dam's integrity, that Lessee accepts said Premises "as is" and "where is," that the Premises are in a good and sanitary order, condition, and repair and suitable for the uses as specified in this Lease.

All other paragraphs in Section 12 remain unchanged.

3. **Section 27 "Americans with Disabilities Act"** shall be deleted in its entirety and replaced with the following:

Section 27 Americans with Disabilities Act

It is the duty of the Lessee while operating under this Lease to comply with all local, state, and federal laws, including, but not limited to, the Americans with Disabilities Act and to indemnify City from any violation of any such law. Failure to comply with a provision of local, state, or federal law is grounds for the Lease Administrator's immediate termination of this Lease. The Premises being leased has not undergone inspection by a Certified Access Specialist.

- 4. All other terms and condition of the ORIGINAL AGREEMENT shall remain in full force and effect.
- 5. This FIRST AMENDMENT and the ORIGINAL AGREEMENT, together with their respective attachments, are the entire understanding of the parties, and there are no other terms or conditions, written or oral, controlling this matter.

Resolution No. 2015-181 Exhibit 1 Page 3 of 3

IN WITNESS WHEREOF, the parties have executed this agreement as of the day and year noted below.

	CITY OF ESCONDIDO
Date:	
	Debra Lundy Real Property Manager
Date:	
	Diane Halverson City Clerk
	CHARROS DE EL CABALLO PARK
Date:	
	By (Print Name):
	Its (Print Title):
Date:	
	By (Print Name):
	Its (Print Title):
Approved as to Form:	
Office of the City Attorney JEFFERY R. EPP, City Attorney	
By:	
Deputy City Attorney	

Agenda Item No.: 10 Date: October 21, 2015

ORDINANCE NO. 2015-19

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF ESCONDIDO, CALIFORNIA, AMENDING ESCONDIDO MUNICIPAL CODE

CHAPTER 1A ADMINISTRATIVE REMEDIES

The City Council of the City of Escondido, California, DOES HEREBY ORDAIN AS

**FOLLOWS**:

SECTION 1. That Escondido Municipal Code Chapter 1A Administrative

Remedies, Section 1A-2 is hereby repealed and replaced as follows:

Sec. 1A-2. Administrative citations authorized.

Any person violating provisions of this code may be issued an administrative

citation, which is a civil penalty, by an enforcement officer as provided in sections

1A-6, 1A-7 and 1A-8 of this code. This chapter shall apply only to those titles and

chapters of this code for which the city council has prescribed a civil penalty.

SECTION 2. That Escondido Municipal Code Chapter 1A Administrative

Remedies, Section 1A-4, is hereby repealed and replaced as follows:

Sec. 1A-4. Definitions.

(a) City means the City of Escondido.

(b) Code means the Escondido Municipal Code, the Escondido Zoning Code, or

any law, rule, regulation, or code which is adopted by reference.

(c) Enforcement officer means any person authorized to enforce violations of this

code.

A COMPLETE COPY OF THIS ORDINANCE
IS ON FILE IN THE OFFICE OF THE CITY

**CLERK FOR YOUR REVIEW.** 



Agenda Item No.: 11
Date: October 21, 2015

TO:

Honorable Mayor and Members of the City Council

FROM:

Debra Lundy, Real Property Manager

SUBJECT:

Conduct a Public Hearing to Consider Resolutions of Necessity for Eminent Domain for the East Valley Parkway/Valley Center Road Project – Assessor Parcel Numbers: 240-020-23 [Serrato]; 240-011-01 [Toscano]; 240-011-03 [Heath]; and 240-301-09

[Jauregui]

#### **RECOMMENDATION:**

It is requested that Council adopt Resolution Numbers 2015-176, 177, 178 and 179, Resolutions of Necessity authorizing initiation of Eminent Domain Actions.

### FISCAL ANALYSIS:

Costs of the eminent domain actions and the property interest acquisitions will come from an existing Capital Improvement Fund called the East Valley Parkway/Valley Center Road Project #690219, which has an available balance of approximately \$6.4 million.

#### PREVIOUS ACTION:

On September 23, 2015, the City Council set this hearing date.

### BACKGROUND:

As part of the City's adopted Circulation Element, the East Valley Parkway/Valley Center Road Project ("Project") involves widening the street to six-lanes. The Project more specifically includes widening of the road to prime arterial standards, construction of a raised landscaped median, a single bike lane, curb, gutter and sidewalks in each direction.

Portions of San Diego County Assessor Parcel Numbers: 240-020-23 [Serrato]; 240-011-01 [Toscano]; 240-011-03 [Heath]; and 240-301-09 [Jauregui] are required for the construction of the East Valley Parkway/Valley Center Road Project. Appraisals were performed and offers have been made pursuant to California Government Code §7267.2(a).

Staff has made contact with each of the property owners to ensue negotiations, and to date has acquired four easements from two property owners. Staff continues to negotiate with the four remaining property owners to acquire both temporary easements and public right of way interests for the Project. However, in order to meet Project scheduling milestones provided by our funding

Citracado Parkway Extension Project Public Hearing Staff Report October 21, 2015 Page 2

sources, all right of way interests need to be secured by December 31, 2015. The requested Resolutions of Necessity will keep the Project on track and enable the City to secure the land rights needed for the Project by the end of the year.

Debra Lundy

Real Property Manager

Respectfully submitted,

Agenda Item No.: 11 Date: October 21, 2015

### RESOLUTION NO. 2015-176

A RESOLUTION OF NECESSITY BY THE CITY COUNCIL OF THE CITY OF ESCONDIDO, CALIFORNIA, TO ACQUIRE CERTAIN REAL PROPERTY BY EMINENT DOMAIN PROCEEDINGS AND DIRECTING THE CITY ATTORNEY TO COMMENCE AN ACTION IN THE SUPERIOR COURT FOR THE PURPOSE OF ACQUIRING SAID REAL PROPERTY

Hearing Date: October 21, 2015 Serrato Revocable Living Trust

APN: 240-020-23

BE IT RESOLVED by the City Council of the City of Escondido, California, as follows:

SECTION 1. The City Council of the City of Escondido, after Notice and Hearing pursuant to Code of Civil Procedure, Section 1245.235, finds and determines and hereby declares that:

- (a) The public interest and necessity require the proposed project, namely, the East Valley Parkway/Valley Center Road Project and property interests in a portion of property identified as Assessor Parcel Number 240-020-23 in the City of Escondido.
- (b) The proposed project is planned or located in the manner that will be most compatible with the greatest public good and least private injury.
- (c) The property sought to be acquired by this Resolution is necessary for the proposed project. Copies of the legal descriptions and plat maps are attached as Exhibit "1" and are incorporated by this reference.

SECTION 2. That the proposed uses of the property described in Exhibit "1" are public uses and are authorized by law; and that the acquisition and taking of the real property, described in Exhibit "1," is necessary to such public use and it is necessary that such real property is so acquired and taken.

SECTION 3. The property described in Exhibit "1" is being taken for the East Valley Parkway/Valley Center Road Project, pursuant to the following sections of law:

- (a) Article I, Section XIX, of the California Constitution;
- (b) Code of Civil Procedure Section 1240.010, and 1240.120; and
- (c) Government Code Section 37350.5.

SECTION 4. That an offer of just compensation as required by Government Code Section 7267.2 has been made to the owners of record and has not been accepted by them.

SECTION 5. That the City Attorney of the City of Escondido, be and is hereby authorized and directed to institute eminent domain proceedings in the Superior Court of the State of California in and for the County of San Diego, in the name and on behalf of the City of Escondido, against all owners and claimants of the property described in Exhibit "1," for the purposes of acquiring interest in such property for public use. This eminent domain proceeding shall be prosecuted in accordance with applicable provisions of law.

SECTION 6. That portions of the said real property sought to be acquired are appropriated to public use, and that the proposed use will not unreasonably interfere with or impair the continuance of the public use as it then exists or may reasonable be

expected to exist in the future. That pursuant to Code of Civil Procedure Section 1240.510, the City of Escondido is authorized to acquire said real property by eminent domain.

SECTION 7. That acquisitions are authorized to be paid out of the Capital Improvement Fund called East Valley Parkway/Valley Center Road, Project No. 690219.

Resolution No. 4 **EXHIBIT** Page \_

### EXHIBIT "A" RIGHT-OF-WAY DEDICATION APN 240-020-23

THAT PORTION OF PARCEL 1 OF PARCEL MAP NO. 10815, FILED IN THE OFFICE OF THE COUNTY RECORDER OF SAN DIEGO COUNTY ON DECEMBER 18, 1980, IN THE CITY OF ESCONDIDO, COUNTY OF SAN DIEGO, STATE OF CALIFORNIA, MORE PARTICULARLY DESCRIBED AS FOLLOWS:

BEGINNING AT THE SOUTHWEST CORNER OF PARCEL 1 OF SAID PARCEL MAP 10815 WHICH BEARS SOUTH 04°19'34" WEST 1001.67 FEET FROM THE REESTABLISHED LOCATION OF "SANFORD CORNER" AS SHOWN ON CORNER RECORD NO. 21773 FILED JANUARY 19, 2005 WITH COUNTY SURVEYOR OF SAID COUNTY; THENCE ALONG THE SOUTHERLY LINE OF SAID PARCEL SOUTH 89°35'00" EAST 30.07 FEET TO A 2" IRON PIPE WITH TAG SHOWN AS BEING STAMPED "LS 2804" ON SAID PARCEL MAP BEING THE TRUE POINT OF **BEGINNING:** 

- 1. THENCE ALONG A LINE THAT IS PARALLEL WITH, AND 30.00 FEET EASTERLY OF, THE CENTER LINE OF COUNTY HIGHWAY COMMISSION ROUTE 19, DIVISION NO. 1 NORTH 04°19'34" EAST 350.04 FEET TO THE NORTHERLY LINE OF SAID PARCEL:
- 2. THENCE ALONG SAID NORTHERLY LINE SOUTH 89°32'29" EAST 21.00 FEET;
- 3. THENCE LEAVING SAID NORTHERLY LINE SOUTH 04°14'37" WEST 305.98 FEET:
- 4. THENCE SOUTH 02°11'21" WEST 43.93 FEET TO THE SOUTHERLY LINE OF SAID PARCEL:
- 5. THENCE ALONG SAID SOUTHERLY LINE NORTH 89°35'00" WEST 23.08 FEET TO THE TRUE POINT OF BEGINNING:

AREA = 7,455 SQUARE FEET, MORE OR LESS

SEE EXHIBIT "B" ATTACHED AND BY THIS REFERENCE MADE A PART HEREOF.

THE BEARINGS AND DISTANCES USED IN THE ABOVE DESCRIPTION ARE BASED ON THE CALIFORNIA COORDINATE SYSTEM OF 1983, ZONE 6. MULTIPLY DISTANCES SHOWN BY 1.00007123 TO OBTAIN GROUND DISTANCES.

MICHAEL A. HAVENER

PLS 7354



Resolution No. 205-176 EXHIBIT — of 3

## EXHIBIT "A" TEMPORARY CONSTRUCTION EASEMENT APN 240-020-23

THAT PORTION OF PARCEL 1 OF PARCEL MAP NO. 10815, FILED IN THE OFFICE OF THE COUNTY RECORDER OF SAN DIEGO COUNTY ON DECEMBER 18, 1980, IN THE CITY OF ESCONDIDO, COUNTY OF SAN DIEGO, STATE OF CALIFORNIA, MORE PARTICULARLY DESCRIBED AS FOLLOWS:

BEGINNING AT THE SOUTHWEST CORNER OF PARCEL 1 OF SAID PARCEL MAP 10815 WHICH BEARS SOUTH 04°19'34" WEST 1001.67 FEET FROM THE REESTABLISHED LOCATION OF "SANFORD CORNER" AS SHOWN ON CORNER RECORD NO. 21773 FILED JANUARY 19, 2005 WITH COUNTY SURVEYOR OF SAID COUNTY; THENCE ALONG THE SOUTHERLY LINE OF SAID PARCEL SOUTH 89°35'00" EAST 30.07 FEET TO A 2" IRON PIPE WITH TAG SHOWN AS BEING STAMPED "LS 2804" ON SAID PARCEL MAP; THENCE ALONG A LINE THAT IS PARALLEL WITH, AND 30.00 FEET EASTERLY OF, THE CENTER LINE OF COUNTY HIGHWAY COMMISSION ROUTE 19, DIVISION NO. 1 NORTH 04°19'34" EAST 350.04 FEET TO THE NORTHERLY LINE OF SAID PARCEL; THENCE ALONG SAID NORTHERLY LINE SOUTH 89°32'29" EAST 21.00 FEET TO THE TRUE POINT OF BEGINNING;

- 1. THENCE CONTINUING ALONG SAID NORTHERLY LINE SOUTH 89°32'29" EAST 10.02 FEET;
- 2. THENCE LEAVING SAID NORTHERLY LINE SOUTH 04°14'37" WEST 306.47 FEET:
- 3. THENCE SOUTH 02°11'21" WEST 43.44 FEET TO THE SOUTHERLY LINE OF SAID PARCEL;
- 4. THENCE ALONG SAID SOUTHERLY LINE NORTH 89°35'00" WEST 10.00 FEET;
- 5. THENCE LEAVING SAID SOUTHERLY LINE NORTH 02°11'21" EAST 43.93 FEET;
- 6. THENCE NORTH 04°14'37" EAST 305.98 FEET TO THE TRUE POINT OF BEGINNING;

AREA = 3,499 SQUARE FEET, MORE OR LESS

SEE EXHIBIT "B" ATTACHED AND BY THIS REFERENCE MADE A PART HEREOF.

THE BEARINGS AND DISTANCES USED IN THE ABOVE DESCRIPTION ARE BASED ON THE CALIFORNIA COORDINATE SYSTEM OF 1983, ZONE 6. MULTIPLY DISTANCES SHOWN BY 1.00007123 TO OBTAIN GROUND DISTANCES.

**SIGNATURE** 

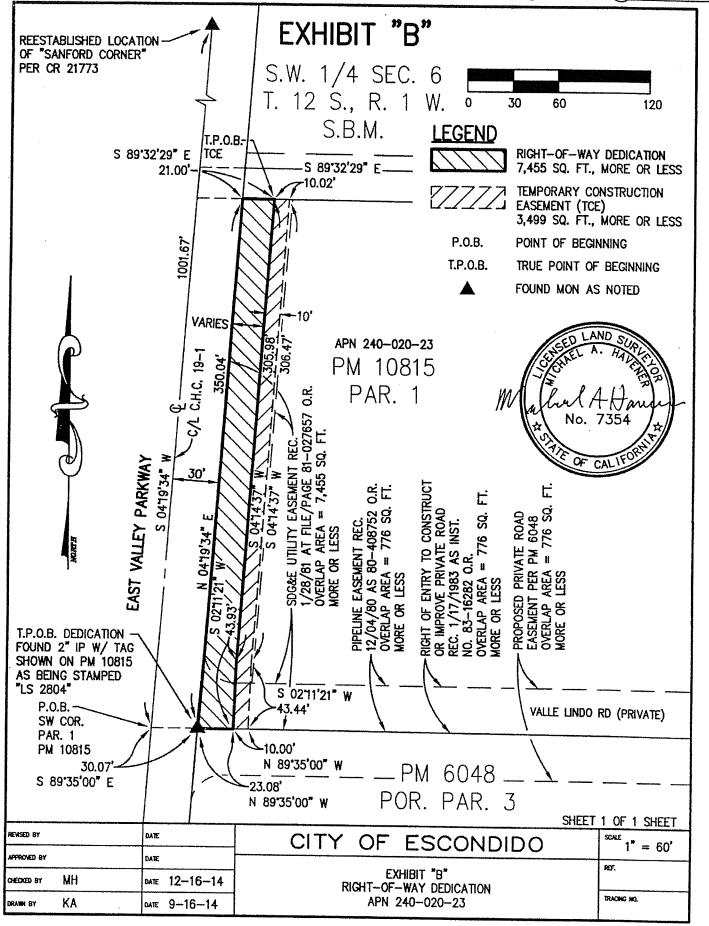
MICHAEL A. HAVENER

PLS 7354

DATE



Resolution No. 205-1+6 EXHIBIT Page 3 of 3



Agenda Item No.: 11 Date: October 21, 2015

#### RESOLUTION NO. 2015-177

A RESOLUTION OF NECESSITY BY THE CITY COUNCIL OF THE CITY OF ESCONDIDO, CALIFORNIA, TO ACQUIRE CERTAIN REAL PROPERTY BY EMINENT DOMAIN PROCEEDINGS AND DIRECTING THE CITY ATTORNEY TO COMMENCE AN ACTION IN THE SUPERIOR COURT FOR THE PURPOSE OF ACQUIRING SAID REAL PROPERTY

Hearing Date: October 21, 2015

Jose J. Toscano Sr. Family Trust

APN: 240-011-01

BE IT RESOLVED by the City Council of the City of Escondido, California, as follows:

SECTION 1. The City Council of the City of Escondido, after Notice and Hearing pursuant to Code of Civil Procedure, Section 1245.235, finds and determines and hereby declares that:

- (a) The public interest and necessity require the proposed project, namely, the East Valley Parkway/Valley Center Road Project and property interests in a portion of property identified as Assessor Parcel Number 240-011-01 in the City of Escondido.
- (b) The proposed project is planned or located in the manner that will be most compatible with the greatest public good and least private injury.
- (c) The property sought to be acquired by this Resolution is necessary for the proposed project. Copies of the legal descriptions and plat maps are attached as Exhibit "1" and are incorporated by this reference.

SECTION 2. That the proposed uses of the property described in Exhibit "1" are public uses and are authorized by law; and that the acquisition and taking of the real property, described in Exhibit "1," is necessary to such public use and it is necessary that such real property is so acquired and taken.

SECTION 3. The property described in Exhibit "1" is being taken for the East Valley Parkway/Valley Center Road Project, pursuant to the following sections of law:

- (a) Article I, Section XIX, of the California Constitution;
- (b) Code of Civil Procedure Section 1240.010, and 1240.120; and
- (c) Government Code Section 37350.5.

SECTION 4. That an offer of just compensation as required by Government Code Section 7267.2 has been made to the owners of record and has not been accepted by them.

SECTION 5. That the City Attorney of the City of Escondido, be and is hereby authorized and directed to institute eminent domain proceedings in the Superior Court of the State of California in and for the County of San Diego, in the name and on behalf of the City of Escondido, against all owners and claimants of the property described in Exhibit "1," for the purposes of acquiring interest in such property for public use. This eminent domain proceeding shall be prosecuted in accordance with applicable provisions of law.

SECTION 6. That portions of the said real property sought to be acquired are appropriated to public use, and that the proposed use will not unreasonably interfere with or impair the continuance of the public use as it then exists or may reasonable be

expected to exist in the future. That pursuant to Code of Civil Procedure Section 1240.510, the City of Escondido is authorized to acquire said real property by eminent domain.

SECTION 7. That acquisitions are authorized to be paid out of the Capital Improvement Fund called East Valley Parkway/Valley Center Road, Project No. 690219.

Resolution/No. 2015-177 EXHIBIT of 5

# EXHIBIT "A" RIGHT-OF-WAY DEDICATION APN 240-011-01

THAT PORTION OF THE NORTH HALF OF THE SOUTHWEST QUARTER OF SECTION 6, TOWNSHIP 12 SOUTH, RANGE 1 WEST, SAN BERNARDINO MERIDIAN, IN THE CITY OF ESCONDIDO, IN THE COUNTY OF SAN DIEGO, STATE OF CALIFORNIA, ACCORDING TO OFFICIAL PLAT THEREOF, MORE PARTICULARLY DESCRIBED AS FOLLOWS:

COMMENCING AT THE SOUTHWEST CORNER OF PARCEL 1 OF PARCEL MAP 10815 FILED DECEMBER 18, 1980 WITH THE COUNTY RECORDER OF SAID COUNTY WHICH BEARS SOUTH 04°19'34" WEST 1001.67 FEET FROM THE REESTABLISHED LOCATION OF "SANFORD CORNER" AS SHOWN ON CORNER RECORD NO. 21773 FILED JANUARY 19, 2005 WITH COUNTY SURVEYOR OF SAID COUNTY; THENCE ALONG THE SOUTHERLY LINE OF SAID PARCEL SOUTH 89°35'00" EAST 30.07 FEET TO A 2" IRON PIPE WITH TAG SHOWN AS BEING STAMPED "LS 2804" ON SAID PARCEL MAP; THENCE ALONG A LINE THAT IS PARALLEL WITH, AND 30.00 FEET EASTERLY OF, THE CENTER LINE OF COUNTY HIGHWAY COMMISSION ROUTE 19, DIVISION NO. 1 NORTH 04°19'34" EAST 380.11 FEET TO THE SOUTHERLY LINE OF LAND DESCRIBED IN DEED TO TOSCANO RECORDED SEPTEMBER 14, 1992 AS DOC. NO. 1992-0579416 OF OFFICIAL RECORDS AND THE POINT OF BEGINNING;

- 1. THENCE CONTINUING ALONG SAID PARALLEL LINE NORTH 04°19'34" EAST 184.21 FEET TO THE NORTHERLY LINE OF LAND PER SAID DEED;
- THENCE LEAVING SAID PARALLEL LINE ALONG SAID NORTHERLY LINE SOUTH 89°32'56" EAST 21.81 FEET TO THE BEGINNING OF A NON-TANGENT 1443.00-FOOT RADIUS CURVE CONCAVE EASTERLY, A RADIAL LINE TO SAID POINT BEARS NORTH 83°30'10" WEST;
- 3. THENCE LEAVING SAID NORTHERLY LINE SOUTHERLY ALONG THE ARC OF SAID CURVE THROUGH A CENTRAL ANGLE OF 2°15'13" A DISTANCE OF 56.76 FEET;
- 4. THENCE SOUTH 04°14'37" WEST 127.52 FEET TO THE SOUTHERLY LINE OF LAND PER SAID DEED;
- 5. THENCE ALONG SAID SOUTHERLY LINE NORTH 89°32'29" WEST 20.95 FEET TO THE **POINT OF BEGINNING**;

AREA = 3,847 SQUARE FEET, MORE OR LESS

SEE EXHIBIT "B" ATTACHED AND BY THIS REFERENCE MADE A PART HEREOF.

Resolution No. 2015-177
EXHIBIT Of 5

THE BEARINGS AND DISTANCES USED IN THE ABOVE DESCRIPTION ARE BASED ON THE CALIFORNIA COORDINATE SYSTEM OF 1983, ZONE 6. MULTIPLY DISTANCES SHOWN BY 1.00007123 TO OBTAIN GROUND DISTANCES.

SIGNATURE

MICHAEL A. HAVENER

PLS 7354

3-31-2015

DATE

Resolution No. 2015-177

EXHIBIT 1

Page 3 of 5

# EXHIBIT "A" TEMPORARY CONSTRUCTION EASEMENT APN 240-011-01

THAT PORTION OF THE NORTH HALF OF THE SOUTHWEST QUARTER OF SECTION 6, TOWNSHIP 12 SOUTH, RANGE 1 WEST, SAN BERNARDINO MERIDIAN, IN THE CITY OF ESCONDIDO, IN THE COUNTY OF SAN DIEGO, STATE OF CALIFORNIA, ACCORDING TO OFFICIAL PLAT THEREOF, MORE PARTICULARLY DESCRIBED AS FOLLOWS:

COMMENCING AT THE SOUTHWEST CORNER OF PARCEL 1 OF PARCEL MAP 10815 FILED DECEMBER 18, 1980 WITH THE COUNTY RECORDER OF SAID COUNTY WHICH BEARS SOUTH 04°19'34" WEST 1001.67 FEET FROM THE REESTABLISHED LOCATION OF "SANFORD CORNER" AS SHOWN ON CORNER RECORD NO. 21773 FILED JANUARY 19, 2005 WITH COUNTY SURVEYOR OF SAID COUNTY; THENCE ALONG THE SOUTHERLY LINE OF SAID PARCEL SOUTH 89°35'00" EAST 30.07 FEET TO A 2" IRON PIPE WITH TAG SHOWN AS BEING STAMPED "LS 2804" ON SAID PARCEL MAP; THENCE ALONG A LINE THAT IS PARALLEL WITH, AND 30.00 FEET EASTERLY OF, THE CENTER LINE OF COUNTY HIGHWAY COMMISSION ROUTE 19, DIVISION NO. 1 NORTH 04°19'34" EAST 564.32 FEET TO THE NORTHERLY LINE OF LAND DESCRIBED IN DEED TO TOSCANO RECORDED SEPTEMBER 14, 1992 AS DOC. NO. 1992-0579416 OF OFFICIAL RECORDS; THENCE LEAVING SAID PARALLEL LINE ALONG SAID NORTHERLY LINE SOUTH 89°32'56" EAST 21.81 TO THE POINT OF BEGINNING;

- 1. THENCE CONTINUING ALONG SAID NORTHERLY LINE SOUTH 89°32'56" EAST 35.20 FEET TO THE BEGINNING OF A NON-TANGENT 1408.00-FOOT RADIUS CURVE CONCAVE EASTERLY, A RADIAL LINE TO SAID POINT BEARS NORTH 83°21'07" WEST;
- 2. THENCE LEAVING SAID NORTHERLY LINE SOUTHERLY ALONG THE ARC OF SAID CURVE THROUGH A CENTRAL ANGLE OF 2°24'16" A DISTANCE OF 59.09 FEET;
- 3. THENCE SOUTH 04°14'37" WEST 125.21 FEET TO THE SOUTHERLY LINE OF LAND PER SAID DEED;
- 4. THENCE ALONG SAID SOUTHERLY LINE NORTH 89°32'29" WEST 35.08 FEET:
- 5. THENCE LEAVING SAID SOUTHERLY LINE NORTH 04°14'37" EAST 127.52 FEET TO THE BEGINNING OF A TANGENT 1443.00-FOOT RADIUS CURVE CONCAVE EASTERLY;
- 6. THENCE NORTHERLY ALONG THE ARC OF SAID CURVE THROUGH A CENTRAL ANGLE OF 2°15'13" A DISTANCE OF 56.76 FEET TO THE **POINT OF BEGINNING**;

AREA = 6,450 SQUARE FEET, MORE OR LESS

SEE EXHIBIT "B" ATTACHED AND BY THIS REFERENCE MADE A PART HEREOF.

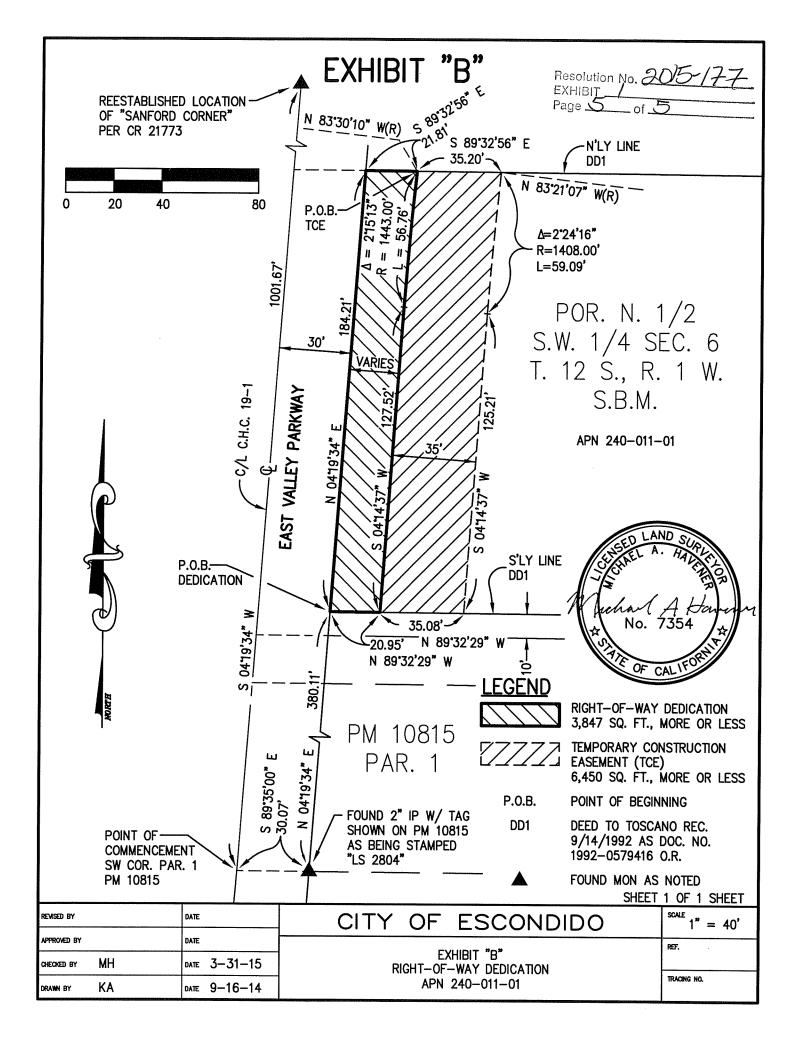
Resolution No. 20/2 Page\_

THE BEARINGS AND DISTANCES USED IN THE ABOVE DESCRIPTION ARE BASED ON THE CALIFORNIA COORDINATE SYSTEM OF 1983, ZONE 6. MULTIPLY DISTANCES SHOWN BY 1.00007123 TO OBTAIN GROUND DISTANCES.

PLS 7354

SIGNATURE Mulul A Harrin 3-31-2015

DATE



Agenda Item No.: 11 Date: October 21, 2015

### RESOLUTION NO. 2015-178

A RESOLUTION OF NECESSITY BY THE CITY COUNCIL OF THE CITY OF ESCONDIDO, CALIFORNIA, TO ACQUIRE CERTAIN REAL PROPERTY BY EMINENT DOMAIN PROCEEDINGS AND DIRECTING THE CITY ATTORNEY TO COMMENCE AN ACTION IN THE SUPERIOR COURT FOR THE PURPOSE OF ACQUIRING SAID REAL PROPERTY

Hearing Date: October 21, 2015

Heath Allan F., III & Michelle

APN: 240-011-03

BE IT RESOLVED by the City Council of the City of Escondido, California, as follows:

SECTION 1. The City Council of the City of Escondido, after Notice and Hearing pursuant to Code of Civil Procedure, Section 1245.235, finds and determines and hereby declares that:

- (a) The public interest and necessity require the proposed project, namely, the East Valley Parkway/Valley Center Road Project and property interests in a portion of property identified as Assessor Parcel Number 240-011-03 in the City of Escondido.
- (b) The proposed project is planned or located in the manner that will be most compatible with the greatest public good and least private injury.
- (c) The property sought to be acquired by this Resolution is necessary for the proposed project. Copies of the legal descriptions and plat maps are attached as Exhibit "1" and are incorporated by this reference.

SECTION 2. That the proposed uses of the property described in Exhibit "1" are public uses and are authorized by law; that the acquisition and taking of the real property, described in Exhibit "1," is necessary to such public use and it is necessary that such real property is so acquired and taken.

SECTION 3. The property described in Exhibit "1" is being taken for the East Valley Parkway/Valley Center Road Project, pursuant to the following sections of law:

- (a) Article I, Section XIX, of the California Constitution;
- (b) Code of Civil Procedure Section 1240.010, and 1240.120; and
- (c) Government Code Section 37350.5.

SECTION 4. That an offer of just compensation as required by Government Code Section 7267.2 has been made to the owners of record and has not been accepted by them.

SECTION 5. That the City Attorney of the City of Escondido, be and is hereby authorized and directed to institute eminent domain proceedings in the Superior Court of the State of California in and for the County of San Diego, in the name and on behalf of the City of Escondido, against all owners and claimants of the property described in Exhibit "1," for the purposes of acquiring interest in such property for public use. This eminent domain proceeding shall be prosecuted in accordance with applicable provisions of law.

SECTION 6. That portions of the said real property sought to be acquired are appropriated to public use, and that the proposed use will not unreasonably interfere with or impair the continuance of the public use as it then exists or may reasonable be

expected to exist in the future. That pursuant to Code of Civil Procedure Section 1240.510, the City of Escondido is authorized to acquire said real property by eminent domain.

SECTION 7. That acquisitions are authorized to be paid out of the Capital Improvement Fund called East Valley Parkway/Valley Center Road, Project No. 690219.

Resolution No. 2015-178
EXHIBIT of 5

## EXHIBIT "A" RIGHT-OF-WAY DEDICATION APN 240-011-03

THAT PORTION OF THE NORTH HALF OF THE SOUTHWEST QUARTER OF SECTION 6, TOWNSHIP 12 SOUTH, RANGE 1 WEST, SAN BERNARDINO MERIDIAN, IN THE CITY OF ESCONDIDO, IN THE COUNTY OF SAN DIEGO, STATE OF CALIFORNIA, ACCORDING TO UNITED STATES GOVERNMENT SURVEY APPROVED AUGUST 24, 1874, MORE PARTICULARLY DESCRIBED AS FOLLOWS:

COMMENCING AT THE SOUTHWEST CORNER OF PARCEL 1 OF PARCEL MAP 10815 FILED DECEMBER 18, 1980 WITH THE COUNTY RECORDER OF SAID COUNTY WHICH BEARS SOUTH 04°19'34" WEST 1001.67 FEET FROM THE REESTABLISHED LOCATION OF "SANFORD CORNER" AS SHOWN ON CORNER RECORD NO. 21773 FILED JANUARY 19, 2005 WITH COUNTY SURVEYOR OF SAID COUNTY; THENCE ALONG THE SOUTHERLY LINE OF SAID PARCEL SOUTH 89°35'00" EAST 30.07 FEET TO A 2" IRON PIPE WITH TAG SHOWN AS BEING STAMPED "LS 2804" ON SAID PARCEL MAP: THENCE ALONG A LINE THAT IS PARALLEL WITH, AND 30.00 FEET EASTERLY OF, THE CENTER LINE OF COUNTY HIGHWAY COMMISSION ROUTE 19, DIVISION NO. 1 NORTH 04°19'34" EAST 665.99 FEET TO THE BEGINNING OF A TANGENT 969.93-FOOT RADIUS CURVE CONCAVE EASTERLY; THENCE NORTHERLY ALONG THE ARC OF SAID CURVE THROUGH A CENTRAL ANGLE OF 2°18'07" A DISTANCE OF 38.97 FEET TO THE SOUTHERLY LINE OF LAND DESCRIBED IN QUITCLAIM DEED TO HEATH, ET AL. RECORDED AUGUST 4, 2006 AS DOC. NO. 2006-0553847 OF OFFICIAL RECORDS AND THE **POINT OF BEGINNING**:

- 1. THENCE CONTINUING NORTHERLY ALONG THE ARC OF SAID CURVE THROUGH A CENTRAL ANGLE OF 6°31'07" A DISTANCE OF 110.35 FEET TO THE NORTHERLY LINE OF LAND PER SAID DEED;
- THENCE ALONG SAID NORTHERLY LINE SOUTH 88°52'38" EAST 42.12 FEET TO THE BEGINNING OF A NON-TANGENT 1443.00-FOOT RADIUS CURVE CONCAVE SOUTHEASTERLY, A RADIAL LINE TO SAID POINT BEARS NORTH 73°25'58" WEST:
- 3. THENCE LEAVING SAID NORTHERLY LINE SOUTHERLY ALONG THE ARC OF SAID CURVE THROUGH A CENTRAL ANGLE OF 4°26'49" A DISTANCE OF 112.00 FEET TO SAID SOUTHERLY LINE OF LAND PER SAID DEED;
- 4. THENCE ALONG SAID SOUTHERLY LINE NORTH 88°52'38" WEST 33.32 FEET TO THE **POINT OF BEGINNING**;

AREA = 4,146 SQUARE FEET, MORE OR LESS

SEE EXHIBIT "B" ATTACHED AND BY THIS REFERENCE MADE A PART HEREOF.

Resolution No.2015 / 78
EXHIBIT
Page 2 of 5

THE BEARINGS AND DISTANCES USED IN THE ABOVE DESCRIPTION ARE BASED ON THE CALIFORNIA COORDINATE SYSTEM OF 1983, ZONE 6. MULTIPLY DISTANCES SHOWN BY 1.00007123 TO OBTAIN GROUND DISTANCES.

SIGNATURE

MICHAEL A. HAVENER

3-31-2015 DATE

PLS 7354

Resolution No. 2015-178 EXHIBIT Page 3 of 5

## EXHIBIT "A" TEMPORARY CONSTRUCTION EASEMENT APN 240-011-03

THAT PORTION OF THE NORTH HALF OF THE SOUTHWEST QUARTER OF SECTION 6, TOWNSHIP 12 SOUTH, RANGE 1 WEST, SAN BERNARDINO MERIDIAN, IN THE CITY OF ESCONDIDO, IN THE COUNTY OF SAN DIEGO, STATE OF CALIFORNIA, ACCORDING TO UNITED STATES GOVERNMENT SURVEY APPROVED AUGUST 24, 1874, MORE PARTICULARLY DESCRIBED AS FOLLOWS:

COMMENCING AT THE SOUTHWEST CORNER OF PARCEL 1 OF PARCEL MAP 10815 FILED DECEMBER 18, 1980 WITH THE COUNTY RECORDER OF SAID COUNTY WHICH BEARS SOUTH 04°19'34" WEST 1001.67 FEET FROM THE REESTABLISHED LOCATION OF "SANFORD CORNER" AS SHOWN ON CORNER RECORD NO. 21773 FILED JANUARY 19, 2005 WITH COUNTY SURVEYOR OF SAID COUNTY; THENCE ALONG THE SOUTHERLY LINE OF SAID PARCEL SOUTH 89°35'00" EAST 30.07 FEET TO A 2" IRON PIPE WITH TAG SHOWN AS BEING STAMPED "LS 2804" ON SAID PARCEL MAP; THENCE ALONG A LINE THAT IS PARALLEL WITH, AND 30.00 FEET EASTERLY OF, THE CENTER LINE OF COUNTY HIGHWAY COMMISSION ROUTE 19, DIVISION NO. 1 NORTH 04°19'34" EAST 665.99 FEET TO THE BEGINNING OF A TANGENT 969.93-FOOT RADIUS CURVE CONCAVE EASTERLY; THENCE NORTHERLY ALONG THE ARC OF SAID CURVE THROUGH A CENTRAL ANGLE OF 8°49'14" A DISTANCE OF 149.32 FEET TO THE NORTHERLY LINE OF LAND DESCRIBED IN QUITCLAIM DEED TO HEATH, ET AL. RECORDED AUGUST 4, 2006 AS DOC. NO. 2006-0553847 OF OFFICIAL RECORDS; THENCE ALONG SAID NORTHERLY LINE SOUTH 88°52'38" EAST 42.12 FEET TO THE POINT OF BEGINNING:

- 1. THENCE CONTINUING ALONG SAID NORTHERLY LINE SOUTH 88°52'38" EAST 100.00 FEET;
- 2. THENCE LEAVING SAID NORTHERLY LINE SOUTH 01°07'22" WEST 30.00 FEET;
- 3. THENCE NORTH 88°52'38" WEST 97.62 FEET TO THE BEGINNING OF A NON-TANGENT 1433.00-FOOT RADIUS CURVE CONCAVE SOUTHEASTERLY, A RADIAL LINE TO SAID POINT BEARS NORTH 74°33'50" WEST;
- 4. THENCE SOUTHERLY ALONG THE ARC OF SAID CURVE THROUGH A CENTRAL ANGLE OF 3°14'18" A DISTANCE OF 80.99 FEET TO THE SOUTHERLY LINE OF LAND PER SAID DEED:
- 5. THENCE ALONG SAID SOUTHERLY LINE NORTH 88°52'38" WEST 10.19 FEET TO THE BEGINNING OF A NON-TANGENT 1443.00-FOOT RADIUS CURVE CONCAVE SOUTHEASTERLY, A RADIAL LINE TO SAID POINT BEARS NORTH 77°52'47" WEST:
- 6. THENCE LEAVING SAID SOUTHERLY LINE NORTHERLY ALONG THE ARC OF SAID CURVE THROUGH A CENTRAL ANGLE OF 4°26'49" A DISTANCE OF 112.00 FEET TO THE **POINT OF BEGINNING**:

AREA = 3,931 SQUARE FEET, MORE OR LESS

SEE EXHIBIT "B" ATTACHED AND BY THIS REFERENCE MADE A PART HEREOF.

THE BEARINGS AND DISTANCES USED IN THE ABOVE DESCRIPTION ARE BASED ON THE CALIFORNIA COORDINATE SYSTEM OF 1983, ZONE 6. MULTIPLY DISTANCES SHOWN BY 1.00007123 TO OBTAIN GROUND DISTANCES.

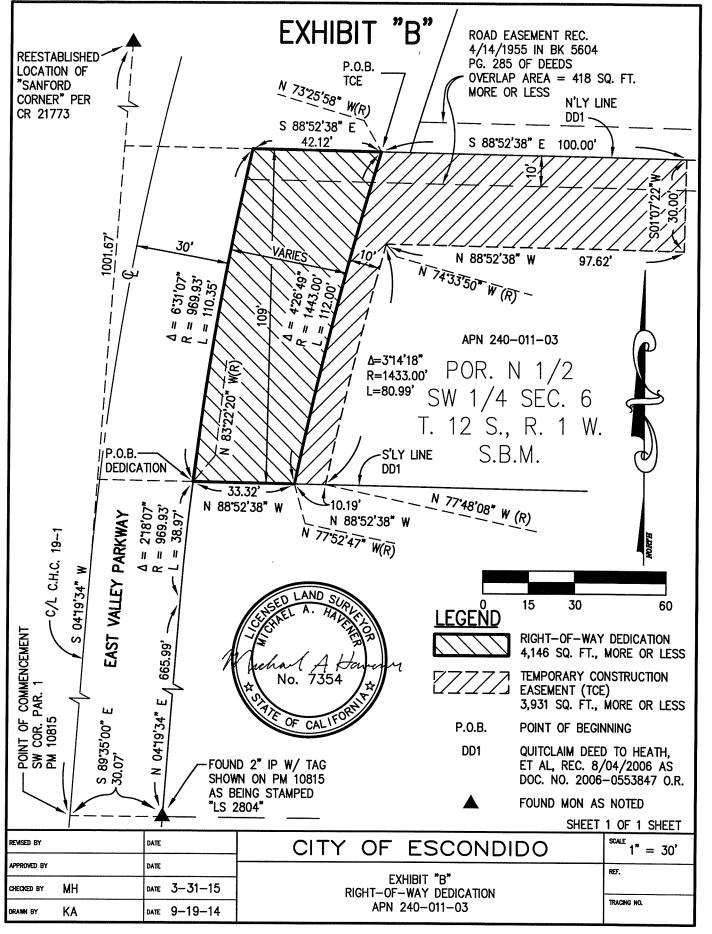
SIGNATURE /

MICHAEL A. HAVENER

PLS 7354

3.31.2015

DATE



Agenda Item No.: 11 Date: October 21, 2015

### RESOLUTION NO. 2015-179

A RESOLUTION OF NECESSITY BY THE CITY COUNCIL OF THE CITY OF ESCONDIDO, CALIFORNIA, TO ACQUIRE CERTAIN REAL PROPERTY BY EMINENT DOMAIN PROCEEDINGS AND DIRECTING THE CITY ATTORNEY TO COMMENCE AN ACTION IN THE SUPERIOR COURT FOR THE PURPOSE OF ACQUIRING SAID REAL PROPERTY

Hearing Date: October 21, 2015

Jauregui Family Trust, et. al.

APN: 240-301-09

BE IT RESOLVED by the City Council of the City of Escondido, California, as follows:

SECTION 1. The City Council of the City of Escondido, after Notice and Hearing pursuant to Code of Civil Procedure, Section 1245.235, finds and determines and hereby declares that:

- (a) The public interest and necessity require the proposed project, namely, the East Valley Parkway/Valley Center Road Project and property interests in a portion of property identified as Assessor Parcel Number 240-301-09 in the City of Escondido.
- (b) The proposed project is planned or located in the manner that will be most compatible with the greatest public good and least private injury.
- (c) The property sought to be acquired by this Resolution is necessary for the proposed project. Copies of the legal descriptions and plat maps are attached as Exhibit "1" and are incorporated by this reference.

SECTION 2. That the proposed uses of the property described in Exhibit "1" are public uses and are authorized by law; that the acquisition and taking of the real property, described in Exhibit "1," is necessary to such public use and it is necessary that such real property is so acquired and taken.

SECTION 3. The property described in Exhibit "1" is being taken for the East Valley Parkway/Valley Center Road Project, pursuant to the following sections of law:

- (a) Article I, Section XIX, of the California Constitution;
- (b) Code of Civil Procedure Section 1240.010, and 1240.120; and
- (c) Government Code Section 37350.5.

SECTION 4. That an offer of just compensation as required by Government Code Section 7267.2 has been made to the owners of record and has not been accepted by them.

SECTION 5. That the City Attorney of the City of Escondido, be and is hereby authorized and directed to institute eminent domain proceedings in the Superior Court of the State of California in and for the County of San Diego, in the name and on behalf of the City of Escondido, against all owners and claimants of the property described in Exhibit "1," for the purposes of acquiring interest in such property for public use. This eminent domain proceeding shall be prosecuted in accordance with applicable provisions of law.

SECTION 6. That portions of the said real property sought to be acquired are appropriated to public use, and that the proposed use will not unreasonably interfere with or impair the continuance of the public use as it then exists or may reasonable be

expected to exist in the future. That pursuant to Code of Civil Procedure Section 1240.510, the City of Escondido is authorized to acquire said real property by eminent domain.

SECTION 7. That acquisitions are authorized to be paid out of the Capital Improvement Fund called East Valley Parkway/Valley Center Road, Project No. 690219.

Resolution No. 2015-179
EXHIBIT \_\_\_\_\_\_ of \_\_\_\_\_

## EXHIBIT "A" RIGHT-OF-WAY DEDICATION APN 240-301-09

THAT PORTION OF LOT 1 OF VALE MANOR, IN THE CITY OF ESCONDIDO, COUNTY OF SAN DIEGO, STATE OF CALIFORNIA, ACCORDING TO MAP THEREOF NO. 4093, FILED IN THE OFFICE OF THE COUNTY RECORDER OF SAN DIEGO COUNTY, FEBRUARY 18, 1959, MORE PARTICULARLY DESCRIBED AS FOLLOWS:

COMMENCING AT A 5/8" IRON PIN AT THE INTERSECTION OF THE CENTERLINE OF EAST VALLEY PARKWAY (FORMERLY VALLEY CENTER ROAD PER SAID MAP) WITH THE CENTERLINE OF LAKE WOHLFORD ROAD AS SHOWN ON SAID MAP WHICH BEARS NORTH 88°52'10" WEST 878.17 FEET FROM A 3/4" IRON PIPE & TAG "CITY ESC." AS SHOWN ON CORNER RECORD NO. 1780 FILED MAY 9, 1984 WITH COUNTY SURVEYOR OF SAID COUNTY; THENCE ALONG SAID CENTER LINE OF EAST VALLEY PARKWAY NORTH 20°22'43" EAST 162.78 FEET; THENCE LEAVING SAID CENTERLINE SOUTH 69°37'17" EAST 50.00 FEET TO THE NORTHWEST CORNER OF LAND DESCRIBED IN DEED TO JAUREGI, ET AL, RECORDED JULY 3, 2012 AS DOC. NO. 2012-0386458 OF OFFICIAL RECORDS AND THE POINT OF BEGINNING:

- 1. THENCE ALONG THE NORTHERLY LINE OF LAND PER SAID DEED NORTH 65°59'46" EAST 17.89 FEET;
- THENCE LEAVING SAID NORTHERLY LINE SOUTH 20°19'55" WEST 47.65 FEET TO THE BEGINNING OF A TANGENT 45.00-FOOT RADIUS CURVE CONCAVE NORTHEASTERLY;
- THENCE SOUTHEASTERLY ALONG THE ARC OF SAID CURVE THROUGH A CENTRAL ANGLE OF 109°12'05" A DISTANCE OF 85.77 FEET TO THE SOUTHERLY LINE OF LAND PER SAID DEED;
- THENCE ALONG SAID SOUTHERLY LINE NORTH 88°52'10" WEST 6.54 FEET TO THE BEGINNING OF A TANGENT 50.00-FOOT RADIUS CURVE CONCAVE NORTHEASTERLY;
- 5. THENCE ALONG SAID LINE NORTHWESTERLY ALONG THE ARC OF SAID CURVE THROUGH A CENTRAL ANGLE OF 109°14'53" A DISTANCE OF 95.34 FEET TO THE WESTERLY LINE OF LAND PER SAID DEED:
- 6. THENCE ALONG SAID WESTERLY LINE NORTH 20°22'43" EAST 32.53 FEET TO THE **POINT OF BEGINNING**;

AREA = 1,155 SQUARE FEET, MORE OR LESS

SEE EXHIBIT "B" ATTACHED AND BY THIS REFERENCE MADE A PART HEREOF.

Resolution No. 205179 EXHIBIT / Page 2 of 5

THE BEARINGS AND DISTANCES USED IN THE ABOVE DESCRIPTION ARE BASED ON THE CALIFORNIA COORDINATE SYSTEM OF 1983, ZONE 6. MULTIPLY DISTANCES SHOWN BY 1.00007123 TO OBTAIN GROUND DISTANCES.

SIGNATURE\_M

MICHAEL A. HAVENER

DATE

PLS 7354

Exp. 12/31/15

No. 7354

Resolution Np. <u>2015-179</u>
EXHIBIT of 5

## EXHIBIT "A" TEMPORARY CONSTRUCTION EASEMENT APN 240-301-09

THAT PORTION OF LOT 1 OF VALE MANOR, IN THE CITY OF ESCONDIDO, COUNTY OF SAN DIEGO, STATE OF CALIFORNIA, ACCORDING TO MAP THEREOF NO. 4093, FILED IN THE OFFICE OF THE COUNTY RECORDER OF SAN DIEGO COUNTY, FEBRUARY 18, 1959, MORE PARTICULARLY DESCRIBED AS FOLLOWS:

COMMENCING AT A 5/8" IRON PIN AT THE INTERSECTION OF THE CENTERLINE OF EAST VALLEY PARKWAY (FORMERLY VALLEY CENTER ROAD PER SAID MAP) WITH THE CENTERLINE OF LAKE WOHLFORD ROAD AS SHOWN ON SAID MAP WHICH BEARS NORTH 88°52'10" WEST 878.17 FEET FROM A 3/4" IRON PIPE & TAG "CITY ESC." AS SHOWN ON CORNER RECORD NO. 1780 FILED MAY 9, 1984 WITH COUNTY SURVEYOR OF SAID COUNTY; THENCE ALONG SAID CENTER LINE OF EAST VALLEY PARKWAY NORTH 20°22'43" EAST 162.78 FEET; THENCE LEAVING SAID CENTERLINE SOUTH 69°37'17" EAST 50.00 FEET TO THE NORTHWEST CORNER OF LAND DESCRIBED IN DEED TO JAUREGI, ET AL, RECORDED JULY 3, 2012 AS DOC. NO. 2012-0386458 OF OFFICIAL RECORDS; THENCE ALONG THE NORTHERLY LINE OF LAND PER SAID DEED NORTH 65°59'46" EAST 17.89 FEET TO THE POINT OF BEGINNING;

- 1. THENCE CONTINUING ALONG SAID NORTHERLY LINE NORTH 65°59'46" EAST 13.98 FEET;
- 2. THENCE LEAVING SAID NORTHERLY LINE SOUTH 20°19'55" WEST 57.42 FEET TO THE BEGINNING OF A TANGENT 35.00-FOOT RADIUS CURVE CONCAVE NORTHEASTERLY;
- 3. THENCE SOUTHERLY ALONG THE ARC OF SAID CURVE THROUGH A CENTRAL ANGLE OF 109°12'05" A DISTANCE OF 66.71 FEET;
- 4. THENCE SOUTH 01°07'50" WEST 10.00 FEET TO THE SOUTHERLY LINE OF LAND PER SAID DEED, AND THE BEGINNING OF A NON-TANGENT 45.00-FOOT RADIUS CURVE CONCAVE NORTHEASTERLY, A RADIAL LINE TO SAID POINT BEARS SOUTH 01°07'50" WEST:
- 5. THENCE LEAVING SAID SOUTHERLY LINE WESTERLY ALONG THE ARC OF SAID CURVE THROUGH A CENTRAL ANGLE 109°12'05" A DISTANCE OF 85.77 FEET;
- 6. THENCE NORTH 20°19'55" EAST 47.65 FEET TO FEET TO THE **POINT OF BEGINNING**;

AREA = 1,288 SQUARE FEET, MORE OR LESS

SEE EXHIBIT "B" ATTACHED AND BY THIS REFERENCE MADE A PART HEREOF.

Resolution No. 2015-179 EXHIBIT 1 Page 4 of 5

THE BEARINGS AND DISTANCES USED IN THE ABOVE DESCRIPTION ARE BASED ON THE CALIFORNIA COORDINATE SYSTEM OF 1983, ZONE 6. MULTIPLY DISTANCES SHOWN BY 1.00007123 TO OBTAIN GROUND DISTANCES.

SIGNATURE Wahel A Hann

MICHAEL A. HAVENER

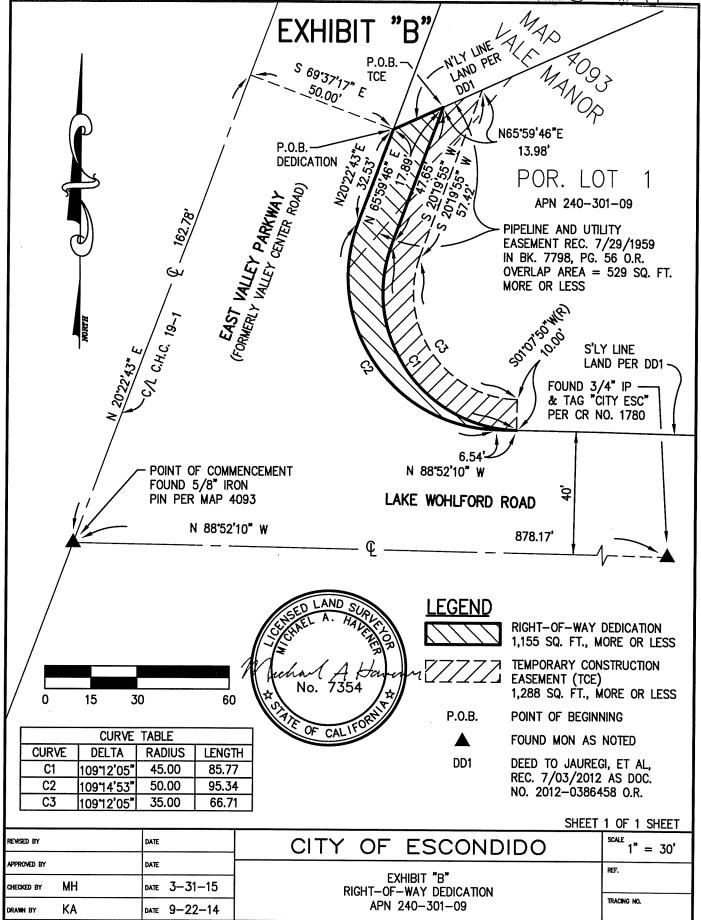
3-31-2015 DATE

PLS 7354

Exp. 12/31/15

No. 7354

Resolution No. 2015-17-9 N65'59'46"E 13.98 POR. LOT APN 240-301-09 PIPELINE AND UTILITY EASEMENT REC. 7/29/1959 IN BK. 7798, PG. 56 O.R. OVERLAP AREA = 529 SQ. FT. MORE OR LESS S'LY LINE LAND PER DD1 -FOUND 3/4" IP — & TAG "CITY ESC" PER CR NO. 1780 878.17 RIGHT-OF-WAY DEDICATION 1,155 SQ. FT., MORE OR LESS TEMPORARY CONSTRUCTION EASEMENT (TCE) 1,288 SQ. FT., MORE OR LESS POINT OF BEGINNING FOUND MON AS NOTED DEED TO JAUREGI, ET AL, REC. 7/03/2012 AS DOC. NO. 2012-0386458 O.R. SHEET 1 OF 1 SHEET 1" = 30'





Agenda Item No.: 12 Date: October 21, 2015

TO:

Honorable Mayor and Members of the City Council

FROM:

Diane Halverson, City Clerk

**SUBJECT:** Appointment to Planning Commission

### **RECOMMENDATION:**

Request that the City Council ratify the Mayor's appointment to fill an unscheduled vacancy on the Planning Commission, term to expire March 31, 2016.

### **BACKGROUND:**

Following a letter of resignation from Guy Winton III, indicating that he was no longer able to serve on the Planning Commission, a Notice of Unscheduled Vacancy was duly posted for a 10-day period in accordance with State law and City policy. Eleven applications were on file from the previous recruitment period and four applications were received during the noticing period:

- ♦ Jesse Abril
- ♦ Paul Brown (serves on Personnel Board of Review)
- ♦ Paul Conant-Guy
- Johnathan Fabela
- ♦ Robert Frey
- ◆ Luther Goodson (serves on Personnel Board of Review)

alvertor

- ♦ Michael Leonard
- ♦ Irene Lewis

- ♦ Robert McCullough (serves on Building Advisory & Appeals Board)
- ♦ Victor Smetana
- ♦ Mayra Salazar (serves on Library Board of Trustees)
- ♦ Chuck Voelker
- ♦ Mark Watson
- ♦ Stan Weiler
- ♦ Michael West

Respectfully submitted,

Diane Halverson, CMC

City Clerk



Agenda Item No.: /3 Date: October 21, 2015

TO:

Honorable Mayor and Members of the City Council

FROM:

Joyce Masterson, Director of Economic Development and Community Relations

SUBJECT: Workshop on Innovate78 Collaborative

### **RECOMMENDATION:**

It is requested that Council receive a brief presentation on the status of the Innovate78 Collaborative.

### FISCAL ANALYSIS:

None

### **PREVIOUS ACTION:**

On June 18, 2014, the City Council adopted Resolution No. 2014-77 approving a Memorandum of Understanding among the City of Escondido and the cities of Carlsbad, Oceanside, San Marcos and Vista, and authorized funding (\$23,000 annually for two years) for Escondido's share of the agreement with the San Diego Regional Economic Development Corporations to implement the collaborative.

### **BACKGROUND**:

The purpose of Innovate78 is to raise the profile of the 78 Corridor cities (Carlsbad, Escondido, Oceanside, San Marcos and Vista) and enhance their ability to attract companies and talent from across the country. The cities have contracted with the San Diego Regional Economic Development Corporation to assist in the strategy development and implementation of the regional economic development plan. Through the agreement, each city contributes equal funding to support a full-time position focused on the collaboration. San Diego Regional EDC established Matthew Sanford as the point person in August of 2014. Matthew Sanford will provide the update to the City Council.

Respectfully submitted,

Jupe Mosterson

Joyce Masterson

Director of Economic Development and Community Relations

Agenda Item No.: 14 Date: October 21, 2015



### FUTURE CITY COUNCIL AGENDA ITEMS October 15, 2015

AGENDA ITEMS AND COUNCIL MEETING DATES ARE SUBJECT TO CHANGE. CHECK WITH THE CITY CLERK'S OFFICE AT 839-4617

October 28, 2015 4:30 p.m.

### **PRESENTATION**

**SANDAG Presentation** 

### **CONSENT CALENDAR**

Initiation of Out-of-Agency Sewer Service Agreement and Irrevocable Offer to Annex (PHG 15-0034)

(J. Petrek)

The 12,763 SF County lot lies along the City's North Avenue jurisdictional boundary and is currently developed with a single-family residence. The property has a Department of Environmental Health letter verifying septic failure. The owner has begun the annexation process and is asking for an emergency connection to City sewer service which exists in the roadway in front of the residence.

Amendment to the Municipal Code to Add Portions of Second Avenue and Washington Avenue, and Remove Grand Avenue from the List of Established Truck Routes

(E. Domingue)

The Truck Route amendment recommends the following: (1) Add Second Avenue going eastbound to Valley Parkway and westbound Valley Parkway to Escondido Boulevard to improve East-West connectivity. (2) Add Washington Avenue to Mission Avenue to improve East-West connectivity. (3) Remove Grand Avenue from Quince to Escondido Boulevard, to eliminate the downtown shopping District that was inadvertently included.

### Notice of Completion for Escondido Tract SUB 12-0014, Located at 537 North Elm Street (San Diego Habitat for Humanity)

(E. Domingue)

Tract SUB 12-0014, a one lot, 11 unit residential condominium subdivision, located at 537 North Elm Street and developed by San Diego Habitat for Humanity. The project included the installation of approximately 500 feet of new City water main. All work was completed on private property by San Diego Habitat for Humanity.

# Amendment to the Municipal Code to Add Portions of 2<sup>nd</sup> Avenue and Washington Avenue, and Remove Grand Avenue from the List of Established Truck Routes

(E. Domingue)

The Truck Route amendment recommends the following: (1) Add 2<sup>nd</sup> Avenue going eastbound to Valley Parkway and westbound Valley Parkway to Escondido Boulevard to improve East-West connectivity.

(2) Add Washington Avenue to Mission Avenue to improve East —West connectivity. (3) Remove Grand Avenue from Quince to Escondido Boulevard, to eliminate the downtown shopping District that was inadvertently included.

### October 28, 2015 Continued

### **PUBLIC HEARINGS**

### **CURRENT BUSINESS**

### Financial Report for the Quarter Ending June 30, 2015

(S. Bennett & J. Ryan)

Quarterly financial reports present written financial updates to Council concerning certain funds of the City based on the most recent financial information available. These quarterly financial reports include budgetary information along with the actual resources received to date and the use of these resources in fulfilling each fund's financial plan. The report provides information for the General Fund, Recreation Fund, Reidy Creek, Successor Agency, and water and Wastewater funds.

### WORKSHOP

### 2015-16 City Council Action Plan - Fiscal Management

(S. Bennett & J. Ryan)

The 2015-16 City Council Action Plan was divided into four primary goal categories. One of the goal categories was Fiscal Management. On August 12, 2015, Council adopted the goals of the Plan and the primary goal of Fiscal Management was to establish an appropriate Reserve for the General Fund based on an analysis of risk factors. This Workshop will update Council on our risk factor analysis and request their direction to establish the appropriate target reserve based on this analysis.

**Future Agenda Items (D. Halverson)** 

### November 4, 2015 4:30 p.m.

### **PROCLAMATION**

**Escondido Shines** 

### **CONSENT CALENDAR**

Easement Deed to San Diego Gas & Electric Company for the Temporary Relocation of an Existing Overhead Electric Facility for the El Norte Bridge Project

(J. Masterson/D. Lundy)

SDG&E will be relocating an existing overhead line and related facilities for the City's El Norte Bridge Project. Once the bridge has been completed, the utility facilities will be converted to underground. This easement will be quitclaimed back to the City upon permanent relocation of SDG&E's facilities underground within the franchise area.

### **PUBLIC HEARINGS**

### Amendment of a Development Agreement (PHG 15-0017)

(J. Petrek)

The current Development Agreement between Jamie McCann and the City for the development of the ERTC will expire 12-31-15. The developer requests to continue the development agreement for another ten (10) years and add commensurate public benefits. The amended agreement would only be applicable to the remaining properties under the ownership of JRM-ERTC I.

### November 4, 2015 Continued

### **PUBLIC HEARINGS Continued**

Modification to the Master Development Plan and Precise Development Plan for a multiplex theater at Westfield North County Mall (PHG 15-0026)

(J. Petrek)

Westfield obtained Council Subcommittee approval on August 12, 2015, to expedite a BEZ proposal for a new movie theater directly to City Council. The theater will be located to the rear of the mall and will displace 202 parking spaces, though the mall will still exceed its minimum parking requirement.

### **CURRENT BUSINESS**

Resolution to Approve a Cost-Share Agreement for Carlsbad Watershed Monitoring and Assessment to Comply with R9-2013-0001

(C. McKinney)

R9-2013-0001 requires that monitoring activities previously conducted on a regional basis, as well as additional monitoring requirements be conducted at the watershed scale. The jurisdictions within the Carlsbad watershed have agreed to develop a single contract to address these requirements with the expectation that there will be some efficiencies with scale.

**Future Agenda Items (D. Halverson)** 



October 14, 2015

### **ECONOMIC DEVELOPMENT**

- In early July, HGTV's "Tiny House Hunters" spent about a week filming for an upcoming episode of the newest "House Hunters" franchise. The couple they were filming are new to the area and camera crews followed them as they explored Escondido. Some locations where they filmed include: Downtown Escondido, Mayflower Dog Park, Dixon Lake & Grape Day Park. The episode will on Monday, October 19<sup>th</sup>.
- Attached is the year-end report for "Visit Escondido" prepared by Katherine Zimmer, our Tourism and Marketing Administrator. The report highlights marketing efforts during the period of July 1, 2014 through June 30, 2015
- On September 24<sup>th</sup>, the City partnered with the Escondido Chamber to hold the 2<sup>nd</sup> Annual Escondido Business Walk. Twelve pairs of volunteers (consisting of one Chamber rep and one City rep) set out with a combined list of 86 businesses. All the businesses had been mailed a notification letter in advance of the visit. Volunteers made personal contact with 50 businesses, collecting business cards and leaving surveys for the primary contact if they were not available. In-person surveys were completed for 27 of the businesses visited. Final survey results are still being tabulated, but preliminary data are positive, showing that the majority of the businesses surveyed are growing and hiring. Two especially important contacts were made during the Business Walk: one that revealed a specialized manufacturing business outgrowing their space and considering moving out of Escondido, and one business that would like to fund a City park improvement project. City staff are now working with these businesses. Additionally, innovative businesses that were not previously on the City's radar will now be featured in Innovate 78 branding activities. A final report of the survey data will be ready soon and posted on the City's Web site at https://www.escondido.org/business.aspx.
- This weekend, October 17<sup>th</sup> & 18<sup>th</sup>, Triple Crown will be hosting one of their larger Regional tournaments at Kit Carson Park. The Monster Mash girls fast pitch tournament brings in teams and families from all over the Western region of the United States. Kit Carson will see teams in the 14u, 16u, and 18u divisions with a total of 118 games played. We expect about 700 families in the Kit Carson Park area over the weekend. Teams will be dining, shopping, and lodging in the local area.

### **SPECIAL EVENTS**

Bike MS Bay to Bay Tour
Saturday, October 17<sup>th</sup>
100 Charity Bike ride passing through Escondido.



### Ingress Global Blood Drive

Saturday, October 17<sup>th</sup> 11am – 3pm

Grape Day Park

The San Diego Ingress community is a group of people who play an Augmented Reality Game called Ingress. It is a game played via an app using your GPS. Thousands of people play this game in San Diego County. They will be playing the game and holding a blood drive along with other Ingress Chapters nationwide.

### **Grand Avenue Festival (Street Faire)**

Sunday, October 18th 9:30 a.m. – 5:30 p.m.

The festival is held on Grand Avenue between Centre City and Juniper. The Street Faire is sponsored by the Escondido Chamber of Commerce and the Downtown Business Association. Featuring:

- ✓ Live entertainment
- ✓ Over 700 booths
- ✓ Arts/Crafts
- √ Farmers Market
- ✓ International foods
- ✓ Second largest in California
- ✓ Fun for the whole family!
- For information about other activities taking place in Escondido, please visit www.visitescondido.com

### WATER CONSERVATION

Escondido water customers continue to do their part to conserve water. The percentage reduction in September 2015 compared to same month in 2013 was 26.5%. Our target was 20%.

### **COMMUNITY DEVELOPMENT**

### **Planning:**

- South Centre City Area Plan A community workshop will be held at Central Elementary School, on October 15, 2015, at 6:30 pm to gather input and future vision for Escondido Boulevard and surrounding areas. For more information go to:
   <a href="http://www.escondido.org/Data/Sites/1/media/pdfs/planning/SouthCentreCityAreaPlan/Invitation.pdf?v=2">http://www.escondido.org/Data/Sites/1/media/pdfs/planning/SouthCentreCityAreaPlan/Invitation.pdf?v=2</a>
- Major Projects Update:



- Oak Creek (NUW) No change from the following update reported last week. A LAFCO hearing for the annexation of the property was held on October 5, 2015. Staff made a presentation at the meeting emphasizing the City's support for the project and opposition to the potential expansion of the annexation boundary to include an additional segment of Hamilton Road. The LAFCO Board unanimously approved the annexation without including the Hamilton Road segment as requested by staff.
- Amanda Estates (NUW) No change from the following update reported last week.
   LAFCO approved the reorganization (annexation) at their meeting on August 3, 2015.
- Centerpointe 78 Commercial No change from the following update reported last week. The public review period for the Draft Environmental Impact Report (EIR) ended September 28, 2015. Three comment letters were received, and are under review. The project is tentatively scheduled for Planning Commission consideration on November 10, 2015. The Draft is EIR is available at the following link:
- http://www.escondido.org/centerpointe-78-commercial-project.aspx
- Pradera No change from the following update reported last week. Grading is underway. Staff is reviewing improvement plan and the final map submittals as well as the precise grading plans. The Building Division has approved the proposed model home plans for permitting.
- Zenner No change from the following update reported last week. The annexation was approved by LAFCO on Sept. 14, 2015.
- Stella Park Condominiums No change from the following update reported last week. This Planned Development is located at 2516 S. Escondido Blvd. The applicant is pursuing selection of consultants for preparation of numerous technical studies (including a Water Quality Technical Report) and the CEQA document which is anticipated to be a mitigated negative declaration. Staff completed design review of the project site plan, architecture and landscaping plans and have provided comments to the applicant.
- Wohlford -Staff is reviewing revised submittals and technical reports from the applicant in response to the letter identifying necessary submittals to continue processing. A Specific Alignment Plan for Bear Valley Parkway detailing the roadway is under review. The Request for Qualifications for consultant preparation of an EIR will be released when the application is deemed as complete. Tribal consultation meetings have been completed.
- <u>Latitude II</u> No change from the following update reported last week. The project was approved by the City Council on August 19, 2015. The applicant has informed staff that grading plans will be submitted by mid-October and will reflect the provisions of the new storm water regulations. Architectural plans are proposed for submittal by mid-November.
- Shea Homes (Tract 932) No change from the following update reported last week.
   Staff approved the substantial conformance determination for the revised tentative map for the 179-lot residential subdivision known as Hidden Valley Ranch. Staff



continues to coordinate with the applicant on the proposed grading plan. The Precise Plan application was submitted on Aug. 6, 2015; additional information is needed to complete the application. The applicant is pursuing purchase of mitigation credits at Daley Ranch, and pursuing acquisitions needed for offsite improvements.

- Safari Highlands No change from the following update reported last week. Engineering is finalizing a contract with a consultant to perform as an extension of staff for engineering services. The applicant has selected a consultant to prepare a draft Municipal Services Review and Sphere of Influence (SOI) update. Staff met with representatives from the City of San Diego to discuss their concerns regarding the proposed improvements to Zoo Road for emergency access. A public agency scoping meeting was held September 24<sup>th</sup> to discuss the scope of the EIR; attendees included school district representatives and members of the public. A community meeting was held on October 5, 2015, and attended by approximately 80 persons.
- Felicita Development, LLC No change from the following update reported last week. The proposed planned development includes the phased development of a 140-unit hotel, an 80-unit extended stay hotel, a 120-bed assisted living facility and a gas station and car wash located at the southeast corner of Felicita Rd. and Gamble Lane. Additional technical analysis and coordination is needed to address traffic, biology, water and sewer service, geotechnical and storm water concerns, along with a market study for the proposed uses. A letter addressing items and technical studies needed to complete the application has been sent. Staff is coordinating with the applicant regarding a date for a neighborhood meeting for late October or early November.
- Escondido Disposal Inc. The CUP modification to expand the existing facility was approved by the Planning Commission on August 25, 2015. Staff comments have been sent regarding the post-approval plan submittals including grading and landscape plans. The County has notified the City that the applicant has made their application to the State permitting agency. Grading / Improvement Plans have been reviewed and comments forwarded to the applicant.
- Westfield Theater No change from the following update reported last week. The Economic Development Subcommittee authorized expedited processing of the modification to the planned development for the proposed 10-auditorium movie theater. A draft Mitigated Negative Declaration was released on September 28, 2015 for a 20-day public review period. The project will bypass the Planning Commission and will be directly considered by the City Council tentatively scheduled for November 4, 2015.
- Paseo Escondido No change from the following update reported last week. The Phair Company application for a mixed-use planned development for the property at the southwest corner of Ash Street and Washington Ave. (currently owned by the City) is under review. The proposed project consists of 26 one-bedroom and 96 two-bedroom apartments (122 units total) in three four-story buildings, and two 5,000 SF commercial buildings (10,000 SF total) oriented around an outdoor plaza. Additional submittals required to complete the application.



- High Pointe (Palos Vista Neighborhood 3) No change from the following update reported last week. Staff has prepared a bond and fee letter based on the proposed grading and landscape plans, and has sent it to the applicant.
- Valiano (County Project) No change from the following update reported last week.
   Engineering staff met with the applicant to discuss mitigation measures that could include construction of traffic improvements to address anticipated traffic distribution on City streets.
- Springhill Suites Building plans were submitted for this planned development at 300 La Terraza Drive involving 4 stories, 105 suites, a small conference room and an enlarged lobby for serving continental breakfast. Grading and landscaping plans were submitted for review on September 9, 2015.
- Del Prado (former Woody's site) The project involves a Planned Development containing 113 attached residential townhomes, recreational facility, pool, and open space areas located at the southwestern corner of Brotherton Road and the Centre City Parkway frontage road. A formal application was submitted on September 10, 2015, and a letter detailing additional comments and submittal requirements was forwarded to the applicant this week.
- BMW Dealership A Precise Plan application to expand the existing dealership showroom an additional approximately 4,000 square feet and enhance the building façade at 1557 Auto Park Way was approved by the Planning Commission on October 13, 2015.
- Solutions for Change A Planned Development application for 33 affordable multifamily units was approved by the Planning Commission on October 13, 2015 and tentatively for City Council hearing on November 18, 2015.
- Escondido Auto Park Association No change from the following update reported last week. The association is proposing to upgrade the existing electronic message sign along I15. On September 23, 2015, the Economic Development Subcommittee considered a request by the association to enter into an agreement with the City for reimbursement of a portion of the cost of the upgraded sign and expressed support for a five-year agreement based on anticipated public benefit of additional sales tax revenue. Staff is developing a draft agreement for consideration by the Auto Park Association and will then bring it to the full Council for consideration.
- 701 San Pasqual Valley Rd No change from the following update reported last week. An application has been submitted for a 19-lot single family clustered residential subdivision and planned development on a 7.2 acres site also addressed as 1201 E. 5<sup>th</sup> Ave. (formerly Tract 898). The application is under review.

### **Building Division:**

 The Building Department issued 71 permits for the week with a total valuation of \$184,646. The permits issued were mostly plumbing, electrical, mechanical and miscellaneous permit types.



- 2. 31 photovoltaic permits were issued for the week. Building has issued 997 solar permits so far this year compared to 554 issued at the same time last year.
- 3. Building inspectors and counter staff had a very busy week with inspections averaging 33 inspections per day with 29 inspections on Friday and counter contacts averaging 38 per day with 31 on Friday. Wednesday 61 customers signed at the building counter seeking information, submitting plans or obtaining permits. This is the highest number of counter contacts since records were retained 2007.
- 4. In addition to the expedited solar permitting now available, residential roof top solar projects that qualify to be expedited, can be accepted electronically through e-mail. More information is provided on the city's website.
- 5. The 76-unit condominium complex at 2412 S Escondido Blvd has received framing inspection on all 4 buildings.
- 6. The Meadowbrook Village 3-story apartment building has received underground utility and foundation inspection approval for the underground parking area.
- 7. The building division is experiencing a staffing level drop off due to health issues, retirements, training schedules and an increase in the permit and inspection activity. Where inspections were always conducted on a next day schedule, it is becoming common to have inspections "held over" to the following day.
- 8. The Monthly Building Report is attached.

### **Code Enforcement:**

- 1. As of October 12, the total number of open code enforcement case are 397 cases, with a backlog of an additional 62 cases not yet opened for assignment and investigation. During the prior week, 70 new cases were opened, and 41 cases were closed. A total of 80 signs were pulled. No Public Records Requests (PRR) were processed, for a total of 91 PRRs processed this year to date.
- 2. A new Code Enforcement Officer started employment with the City on October 5<sup>th</sup>. A second Code Enforcement Officer is completing the hiring process and is anticipated to commence employment within the next two weeks. Recruitment is anticipated for an additional officer in the next several months. Additionally, interviews are being conducted for a Code Enforcement Assistant to assist with the backlog.
- 3. Last week the Business License Division received 35 new applications and 108 renewals, and issued 49 new licenses.

### **CAPITAL IMPROVEMENTS**

### FY 2014-2015 Maintenance Project:

No change from the following update reported last week: The striping contractor is actively reapplying striping and roadway legends throughout the project limits.

### **Private Development**



### Bear Valley Parkway between Boyle Avenue and San Pasqual Valley Road (County Project):

The project is moving to the next phase of construction. On Wednesday, October 14 all vehicular traffic will be transferred to the newly constructed roadway between Boyle Avenue to the north and at Suburban Hills Drive to the south. Temporary striping will be placed tonight in advance of the transferring of traffic to the new roadway.

### 2412 South Escondido Boulevard:

No change from the following update reported last week: On site construction of new homes is continuing this week.

### **Pradera - Lennar Communities:**

Concrete improvement have been placed along Lehner Avenue this past week in advance of the asphalt paving operation which will pave the roadway section on Friday, October 16

### **Future Capital Projects**

### East Valley Parkway/Valley Center Road:

Potholing of existing utilities in Valley Center Road was completed on October 6<sup>th</sup> to ensure that adequate clearance will be provided with the new project improvements. A Resolution of Necessity (RON) hearing to aid in right-of-way acquisition is on the City Council agenda for October 21<sup>st</sup>.

### **El Norte Parkway:**

City staff is working with SDG&E to execute a temporary easement to relocate existing overhead electrical and cable facilities in advance of the project. This relocation will remove overhead restrictions during construction of the new bridge. Design of the added bike/pedestrian traffic signal at the bridge creek trail crossing is under review by staff.

### Jim Stone Pool Renovation:

On October 6<sup>th</sup> the City's consultant completed geotechnical exploration work in the project area. This information will be used for during project design. Staff is expecting the project's first submittal (Concept) by October 26<sup>th</sup>. The project concept is scheduled for Appearance Committee review on November 19<sup>th</sup>.

### **PUBLIC SAFETY**

### Police:

### Incidents

On 10/08/2015, officers responded to a report of a fire in the 700 block of N. Broadway.
 Officers arrived to find two motel units fully engulfed in flames. The tenant in one of the rooms was arrested for an unrelated charge. The arson investigation is continuing.



### **Events**

- On 10/11/2015, Chief Carter and Sergeant Sinclair attended a Neighborhood Meeting with about 25 residents in attendance. Residents from the Hidden Trails, Eureka Springs and San Pasqual Valley areas attended the three hour presentation.
- On 10/10/2015, Captain Mike Loarie and Sergeant Scott Walters met with the Old Escondido Neighborhood Group to discuss Grape Day Park. Approximately 25 residents attended the question and answer session, which resulted in a great information exchange.
- October is National Crime Prevention month. Throughout the month, the Escondido Police Department will be posting crime prevention tips on its Twitter page at www.twitter.com/escondidopolice #LESM #EscondidoPolice #CrimePrevention

###

### Visit Escondido

### Year-End Report: July 2014 – June 2015

Completing our second year of marketing efforts as a City entity on behalf of our tourism and visitor-centric businesses and community, we're excited by the response and growth we're experiencing in engaging guests and locals with everything that Escondido has to offer!



Our primary goal this year was to continue the consistency of our outreach to all of our stakeholders, solidifying relationships and encouraging them to be proactive in getting their news and events information to us. We have definitely seen a dynamic shift in the amount of incoming information, which helps offset the amount of time needed to curate information.

By steadily growing our presence, we've also seen a marked increase in the amount of editorial coverage and social media engagement with our local businesses and our industry partners county and state wide. Visit Escondido has developed a comprehensive foundation to continue moving forward in its efforts to attract visitors, stimulate increased spending for local businesses (by residents and visitors), and support the marketing efforts of tourism related businesses, organizations and events.

The Visitors Center has become more readily visible and accessible through signage, GPS systems and referrals as more businesses become aware that it's conveniently located downtown on Grand Avenue. Downtown has experienced some exciting new business openings and continues its progressive renaissance.

This report serves to highlight our marketing efforts over the past fiscal year. Submitted by Katherine Zimmer, Tourism & Marketing Administrator.

Visitors Center 235 East Grand Ave Tue-Fri | 10am-4pm 760.839.4777

VisitEscondido.com









Panoramic view of the Visitors Center in the PD Storefront on Grand Avenue.

We received great feedback and lots of social media sharing of the U-T San Diego article that ran in February highlighting the Visitors Center and our services!

"Hi Katherine!

Did you know that Visit California News tweeted the recent U-T San Diego article about you? I was so excited to see this! What a great article!!

Thank you for all your hard work at Visit Escondido. You're a true champion for tourism and the City is lucky to have such a seasoned professional helping to promote Escondido.

Travel matters to state and local economies and you continue to help bring that to the forefront for the City of Escondido. Your passion for your work shines and Visit California appreciates your continued partnership and collaboration." ~ Kelly Wells. Visit California

Industry Relations Liaison, Orange County & San Diego



#### **VISITORS CENTER**

The Visitors Center at 235 E. Grand Avenue welcomed over 771 walk-in guests representing 39 states and 11 countries during its second year, almost doubling the number from last year. Call-in's and email inquiries have significantly increased as well. Visitors typically ask for things to do, maps, dining suggestions, hiking locations and other outdoor activities, wineries/breweries, arts/theater, and public transportation information.





A family recently relocated from Portland and a father and son visiting from Luxembourg.

Many of our guests enjoy showing up on our Facebook page so they can share their experience with family and friends!

Approximately 25% of our guests are locals and new residents coming in to ask relocation questions, learn about things to do and find specific businesses or services.

A recent Facebook poll by **Yahoo! Travel** reports that "Visitor
Centers, printed maps and rack cards remain in demand." 95% of responders answered positively to the question... "Does anyone still use rack card brochures... now that we have smart phones?"

"We received our packet with the very helpful informationthank you so much! We are eagerly anticipating enjoying Escondido. Have a wonderful day!" ~ Nomi R. (Lawrence, KS)



#### **Volunteers**

We utilized the assistance of four volunteers with a total of 397.5 work hours primarily focused on posting events to the website calendar and e-newsletter content.

### **HOTEL OCCUPANCY & NEWS**

Hotel Transient Occupancy Tax (TOT) revenue at the end of Fiscal Year 2014/2015 increased by 8% compared to the prior fiscal year. There have been consistent increases of 7.2 - 9.8% annually for the past four fiscal years.

**Best Western reports:** "2015 is shaping up to be one of the best years in recent history for the Best Western Escondido Hotel. A combination of recent renovations, great online reviews, and a busy summer season for visitors to Escondido have produced a banner year. Monthly occupancy rates are up 3-9% over the previous year, along with a respectable growth in revenues."

**New EconoLodge Inn & Suites**: The former Howard Johnson motel on Washington and Centre City Pkwy was sold in late 2014 and has been completely remodeled. The new owners retained most of the HJ staff, who are very happy to be serving guests at the renovated property.



"Thanks for the help. We had a great time and will definitely visit again in the future." ~ John T. & family from Tempe, AZ

### **New Directional Signage**

Several new signs have been placed on roads leading into the downtown area - Tulip St turning onto Valley Parkway; Valley Parkway going toward Second St; and Centre City Parkway both north and south bound.

This signage has greatly improved the flow of visitors into historic downtown/Grand Avenue and to the Visitors Center.

### **DIGITAL MARKETING**

#### Website

**VisitEscondido.com** continues to bring in excellent traffic and analytic stats.

- 1,582 events were posted to the calendar during this fiscal year
- 13 ongoing weekly events and 20 major annual events are maintained in side navigation
- Unique visits, monthly average: 9,861
- Page views, monthly average: 41,481
- Featured Homepage "News" blog posts: 96 (avg 8/month)

### Enjoy Escondido! Monthly E-newsletter

MailChimp distribution:

- Averages 1,601 subscribers monthly and has an average open rate of 27.37%, which is well above the industry average of 10.6%.
- For the FY2014-15 period, 18,583 people were reached with 5,087 unique opens.
- Each issue includes 5-7 featured news posts, about 30 of the top events for that month, as well as 19 "ongoing" weekly events and an area map at the bottom.
- Sample from June: http://ow.ly/NGtUz

"We are tracking how people get to our website and 60 have come directly from your website in just 30 days! Thank you!!! Your business is really helping and I wanted to thank you for it."

~ You-Uniquely yours, Cheri Kuptz, Spiritivity



News & Events from VISIT ESCONDIDO

In addition to the primary distribution channel, the monthly Enews link is given to several stakeholders who send it out to their email lists, adding thousands of views: John Paul the Great Catholic University, Escondido Unified High School District, Hidden Valley Orthodontics, Escondido Friends Facebook page, Citywide employees, Visit Escondido social media channels, and Welk Resort.

### Social Media

This year has seen substantial organic and paid growth in our social media numbers with a great deal of interactive engagement. We have begun to have a real impact and influence on our audience. In addition, we're attending the San Diego Tourism Authority's Social Media program with workshops throughout the year which assist with trends, channels and functionality education and face-to-face networking to build our regional presence.

### Facebook:

- "Likes" up over 100% (current 2,752: 2,548 people + 205 businesses)
- Average 46 posts/month
- Average weekly total reach/all content: 28,346
- Average weekly reach of page posts: 18,758

| HIDDEN INTHE VALLEY

Produced by John Paul the Great Catholic University - The Happy Escondido YouTube video has been viewed over 6,200 times!

### Twitter:

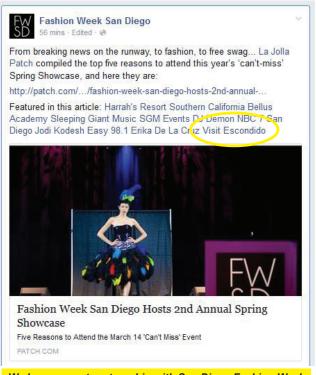
- Followers are up 58% (currently 928 followers; 2,406 updates)
- Engagement amongst our primary stakeholders is very active.





Increased Twitter engagemnent with major stakeholders and partners.

### Social Media continued - post highlights



We have a great partnership with San Diego Fashion Week for their North County show.



### Mentions VisitEscondido



### DistinctionArt

11:18am via Twitter for iPhone

@VisitEscondido thank you!





Boosted Facebook post reached over 15,300 people with 144 Likes, 33 Shares, and 16 Comments.



### "DINE OUT ESCONDIDO!"

### **Escondido Restaurant Week during CA Restaurant Month**

"Dine Out Escondido!" (DOE) continued its momentum with a second successful year. We changed it from a month-long program to the last week in January, which allowed us to avoid overlap with San Diego Restaurant Week and give our restaurant partners a more focused advantage. 22 of our best restaurants participated and we expect that to grow in 2016. Visit California continues to support our program by a providing statewide online presence, marketing support and social media.

### January 25 - 31 2015 DINE OUT ESCONDIDO!

### **PROGRAM HIGHLIGHTS:**

- 22 Restaurant Participants: 13 Downtown and 9 Around Town
- VisitEscondido.com dedicated DOE webpage: 6,280 unique visitors
- Facebook VisitEscondido page:
  - 64,814 total reach (organic + paid)
  - 138,773 total impressions associated with page
  - 2 Successful FB Contests, 5 gift certificates and 5 sets of CCAE tix given as prizes
  - Over 55 FB posts from restaurant participants and others, with many shares
- U-T San Diego: 2 editorial articles
- VisitCalifornia.com: Dedicated web page for Escondido's participation in California Restaurant Month and two VisitCA Facebook posts specific to "Dine Out Escondido!"
- 101 Things To Do San Diego: Promoted across all digital channels, per month reach:
  - Website: 12,000; Newsletter: 3,000; Facebook: 7,000; Twitter: 13,400
- Enewsletters: Promoted in over 14 different eblasts with total reach of 65,000+
- Web calendars: SanDiego.org, VisitCalifornia.com, 101ThingsToDoSW.com
- Print Collateral: 50 posters; 5,000 flyers; and 3,000 table cards
- · Twitter: lots of tweets and retweets!

#### **FEEDBACK HIGHLIGHTS:**

"This is the kind of program Escondido really needs. Very well organized and valuable to our local economy."

~ Greg Provance, GM, Vintana Wine + Dine

"Surprisingly, participation included not only first time tourism visitors but a solid new local crowd!"

~ Brianna Garcia, Marketing Manager, Offbeat Brewing Co.

"Dine out Escondido was a success for us. We sold over 100 orders of our Steak and Shrimp dinner special. It was a great week and I thank you for all your hard work." ~ Ray Alto, Jr., Jalapeño Grill & Cantina

"Thank you for putting this program together. We were up 10% in sales and the marketing materials were great."

~ Dave Ihm, Area Director, On The Border

"A fun community event! We sold 60 specials, drew some new guests and our staff loved it. The materials were very nice... we liked that they were colorful and tastefully done." ~Alicia Watkins, GM, Escondido Brigantine

"It was nice to see some new faces that may have not come in if not for the promotion. Thank you for all you do!"

~ Suzanne Schaffner, Owner, EscoGelato

"Thank you, Visit Escondido and the participating restaurants for organizing 'Dine Out Escondido!' again this year. It'is a wonderful way to showcase and enjoy restaurants here in Escondido. I shared your Facebook postings with my Facebook friends and have had several couples choose Escondido restaurants for their dining out choice. One of the couples had never tried any of our lovely restaurants on Grand Avenue and now they have been there twice in the last several weeks!" ~ Pam A., Escondido Resident



### **PRINT COLLATERAL & DISPLAY MARKETING**

### **New Tourism Map:**

A Neighborhood Reinvestment Program (NRP) County grant for \$5,000 was awarded to produce a new area tourism map. 25,000 were printed and began county-wide distribution to over 400 locations in September 2014 including San Diego hotels, airports, visitors centers, convention center and many attractions.

"We discovered Offbeat Brewing Co. from your visitor map and not only are we regular OBC customers, but we've grown our own business through our relationship with the Garcia's... we now have new venues for our mobile food and catering services!" ~ Bob Carpenter, Sunny Side Kitchen

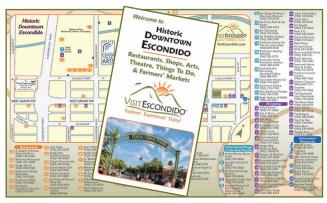
In addition to the full area map, the map includes highlight maps of downtown, a wine/craft beer map, and a special biking routes guide along with information about major annual events and the farmers' markets schedules.

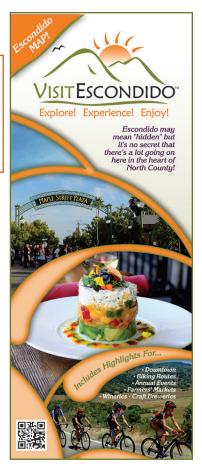
The map is serving our visitors, businesses and locals well. A reprint is scheduled for October 2015.

### UPDATES ON MARKETING MATERIALS

### **Downtown Dining Guide**

A stand-alone comprehensive Dining Guide is distributed VisitEscondido.com, at City Hall, stakeholder locations. The guide shopping, parks, art galleries, Center, SDCDM, Transit Center, information.





### Winery and Craft Beer Experiences Map

An updated Winery and Craft Beer map rack card showcases 15 wineries and 4 craft beer experiences. The wineries love it and it's also available on VisitEscondido.com.



### **Farmers Markets**

A rack card size brochure featuring our four unique farmers' markets helps promote all of them "at-a-glance." Having four distinctive markets adds to the attractions and things to do that keep visitors here, enjoying an open air "locals" experience.

### Sports Park & Transit Center Signage:

Limited plans are moving forward to update the signage at the Transit Center and add one new sign at the Ryan Park soccer field. We will continue to pursue additional signage for Kit Carson Park.

### **New Arts Brochure**

Discussions are happening to create a new brochure to highlight Escondido Arts and feature the Second Saturday Art Walk events. Certified Folder Display and several arts businesses are collaborating with Visit Escondido to produce the piece.

VISITESCONDID

Explore Experience Enjoy

Explore Experience Enjoy

For an administrative of the devent taking advertises from the part of the largest and one of

"Thanks for all your hard work! The winery/brewery map is great. Cheers!" ~ Aaron Calles, Owner, Plan 9Alehouse

### Seasonal Event Flyers

Summer Camps & Activities, Fall/Holiday Events & Activities
These consolidated seasonal event flyers are very popular online and with local residents.

**Light Gallery Display Cases**: We continue to maintain the four display cases in front of the old Light Gallery building (Grand Ave at Kalmia), posting event flyers, posters, and Visit Escondido collateral.

#### VISITORS GUIDE

Distribution of the first "This Is Escondido" Visitors Guide is underway. 15,000 copies were printed through a North County printer. The guide is 60 pages and includes categories of What To Do, Where To Stay, Eat, and Shop, and Local Services. The guide was produced by local publisher, Orange Book Directories and is designed to service both visitors and locals.

#### **ADVERTISING**

### San Diego Tourism Authority's Official Visitor Planning Guide

The SDTA produces their bi-annual Guides through San Diego Magazine and we continue to have a strong presence in the North County Inland section. By placing a one-third page general brand ad consistently in each issue, our editorial coverage has grown and the results are very positive for our stakeholders. We will start alternating the general brand ad with the wine and craft beer map ad next year.

### 101 Things To Do - San Diego

101 Things To Do is an excellent advertising partner. They provide an economical internet marketing avenue that gives us exceptional exposure through their website, social media, and eblast channels.



### **Phoenix Magazine**

We continue to leverage the

Phoenix Magazine partnership with the San Diego Tourism Authority's members ad space in two issues per year with a focused San Diego travel section - June and September. Visit

Escondido continues to have a strong presence with a one-third page ad with great placement visibility. Circulation: 204,045 active, affluent readers nationwide, primarily in the western region.

# SIMMER-BILLE

### San Diego CityBeat

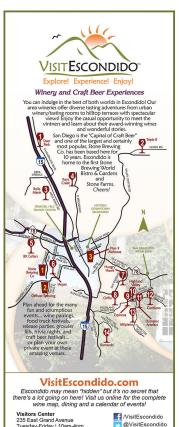
New to our advertising efforts this year is the popular San Diego CityBeat. "San Diego CityBeat is the leading alternative news and entertainment weekly in America's finest city." With a print circulation of over 44,000 weekly and a substantial online and social media presence, our half page wine & craft beer map ads have been receiving excellent exposure.



Through a trade we were able to promote our wineries and craft breweries in 4L Magazine this May - "San Diego's Premier Men's Health, Fitness and Lifestyle Magazine" - which has a print distribution of 40,000 throughout the county and an online presence.

### The Escondido Magazine

Visit Escondido continues to be an EM partner by compiling the branded quarterly Events Calendar, which features about 50 events over three months covered on 6-8 pages of each issue. EM has a print circulation at 15,000 plus online presence.





#### **EDITORIAL HIGHLIGHTS**

- Orange Coast Magazine: Full page editorial on Escondido
- Interval World magazine: 5-page feature
- CBS8: Cordiano Winery, a slice of Italy in Escondido
- "Happy Escondido" video over 6,200
   YouTube views worldwide
- San Diego U-T article: Escondido may mean "hidden" - but not for long
- CrushBrew.com: San Diego's Highland Valley Wine Trail Catching the Rhythm of the Valley



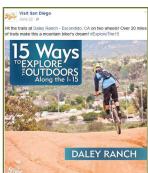


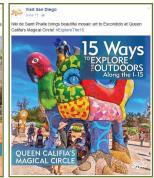
- **Escondido Magazine**: Spring issue featured all of Visit Escondido's maps, including the cover image with the wine map
- San Diego Magazine: Best of North County featured Kettle Coffee & Tea
- North County Business Journal: Why North County's Wine Industry Is Growing Stronger (also featured Escondido winery photos and wine map)
- **Desert Sun**: Explore backroad charms of Escondido
- Phoenix Magazine: Discover North County San Diego
- Edible San Diego: Quarterly listing of our 4 Farmers' Markets
- North County Business Journal: How Connected Tourism Plays A Role In Boosting The North County Economy
- North County Food: Michelin, It's More Than Just A Tire featuring French Master Chef Ponsaty from Bellamy's Restaurant
- Pacific San Diego: All Heart featuring Chef Jesse Paul and The Wooden Spoon
- The Culture Trip: Top Five Local Escondido Food And Drink
- SanDiego.org: 50 Fun And Free Activities in San Diego featuring Queen Califia's Magical Circle
- The Culture Trip: One Tank Getaways: San Diego featuring Welk Resort

### **NETWORKING GROUPS, EVENTS & SPONSORSHIPS**

### **Networking Groups, Events & Partners**

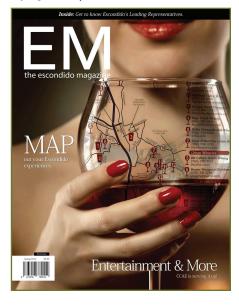
- San Diego Professional Tour Guide Association: We hosted a
  familiarization trip for 26 tour guides in April. The day-long tour include the
  California Center for the Arts, Escondido, downtown walking tour, lunch
  at Vinz Wine Bar, Queen Califia's Magical Circle, Cordiano Winery, and
  Domaine Artefact Winery.
- · Visit San Diego / SDTA
- San Diego Visitor Center Network
- SDZ Safari Park Guest Ambassadors
- Visit California
- San Diego Concierge Association
- San Diego Convention Center Corp
- · California Welcome Center, Oceanside
- City of Escondido: Recreation, Dixon Lake, Community Services, Special Events & Library
- Comite de Turismo y Convenciones de Tijuana (COTUCO)
- Escondido Chamber of Commerce
- Escondido Downtown Business Association
- SDG&E
- SDNEDC and Hops Highway advertising efforts
- Wine & Craft Beer orgs & events such as the San Diego Craft Beer Hospitality & Tourism Economic Summit







Visit San Diego's Facebook campaign: #ExploreThe15





San Diego Professional Tour Guides on an Escondido familiarization tour.

### Sponsorships / Additional Marketing Exposure

- California Concierge Symposium
- San Diego Fashion Week at Harrah's SoCal
- Cruisin' Grand Escondido
- 2nd Annual Zombie Food Truck Festival
- The Wedge event in downtown Escondido
  - Fashion Week San Diego at Harrah's SoCal Resort
- Escondido Day at the San Diego County Fair

### CITY OF ESCONDIDO MONTHLY ACTIVITY REPORT-SEPT 2015

DESCRIPTION	MTD UNITS	MTD PERMITS	CURRENT YEAR MTD VALUE		PRIOR YEAR MTD VALUE		YTD UNITS	PRIOR YEAR YTD UNITS	YTD PERMITS	PRIOR YEAR YTD PERMITS	CURRENT YEAR YTD VALUE		PRIOR YEAR YTD VALUE	
RESIDENTIAL														
Single Family Dwelling	2	2	\$	382,047			13	14	13	14		2,600,427	\$	2,429,941
Townhouse								25		4			\$	2,682,072
Duplex								10		10			\$	1,108,715
Triplex														
Four Units														
Five or more Units							66	1	1	1	\$	9,827,331	\$	6,572,596
Condominiums							76		3		\$	9,928,286		
Mobilehome Parks														
TOTAL RESIDENTIAL	2	2	\$	382,047			155	50	17	29	\$	22,356,044	\$	12,793,324
COMMERCIAL														
Amusement & Recreation	1	1	\$	30,107			2		2		\$	81,693		
Churches/Religious Buildings	1	1	\$	1,609,898			1		1		\$	1,609,898		
Industrial Buildings								1		1			\$	50,000
Parking Garages (Public)														
Service Stations & Repair Garages								2		2			\$	80,734
Hospitals & Other Institutions														
Office, Bank & Professional Buildings	2	2		236,588			3	1	3	1		287,888	\$	10,260
Schools							1		1					
Stores & Other Mercantile Buildings	1	1	\$	215,231			2	3	2	3	\$	846,009	\$	810,332
Hotels, Motels														
TOTAL COMMERCIAL	5	5	\$	2,091,824			9	7	9	7	\$	2,825,488	\$	951,326
MISCELLANEOUS														
Residential Alterations & Additions		40	\$	691,026	\$	153,926			373	314	\$	4,228,698	\$	3,895,018
Commercial Alterations & Additions		11	\$	519,276	\$	1,540,395			143	143	\$	8,244,763	\$	18,820,962
Mobilehome Awnings, etc		1							14	11				
Structures other than Buildings		42	\$	194,662	\$	164,292			157	129	\$	1,187,009	\$	1,749,998
Demolition, Residential		4							16					
Demolition, Other									24	19				
Detached Carports, Garages					\$	24,150			5	6	\$	68,508	\$	48,065
Mobilehome Setups		1							23	30				
TOTAL MISCELLANEOUS		99	\$	1,404,964	\$	1,882,763			755	652	\$	13,728,978	\$	24,514,043
GRAND TOTALS	7	106	\$ 3	3,878,835	\$	1,882,763	164	57	781	688	\$	38,910,510	\$	38,258,693