

Goals of the General Plan Workshop

- Provide background on the Current General Plan
- Explain status of our Current Quality of Life Standards
- Discuss the General Plan Update Process and Public Input Strategies



Background

- The 1980's Plan had a build out of approximately 300,000.
- Between 1987 and 1988 the General Plan Citizen's Task Force met 40 times and developed four alternatives ranging from 163,000 to 178,000.
- Staff worked with a General Plan Consultant and numerous Sub-Consultants.
- The City Council formed a new citizen committee (Growth Management Oversight Committee).

Council Direction to the GMOC

- Land Use Plan with a maximum build out of 165,000 and probable population of 150,000.
- Review the Standards of the Citizen's Quality of Life Initiative
- Regulate/Manage Growth
- Analyze campus industrial land and formulate an industrial land use plan.

GMOC Process

- GMOC Commenced Work in October '88
 - Council Subcommittee
 - 3 Planning Commissioners 4 Task Force Members 4 At Large
 - Many Technical Reports
 - 25 Meetings

Technical Studies Prepared for the Current General Plan

- Community / Public Opinion Survey
- Municipal Service Standards Analysis
- Fiscal Analysis
- Population, Housing, Student Population Projections for Alternative Land Use Plans
- Mixed Use / Transit Oriented Design Study
- Parkland / Open Space Analysis
- Noise Contour Study
- Demographic Analysis
- Cultural Analysis

1990 General Plan Key Points

- Buildout of 150,000-165,000
- Specific Quality of Life Standards
- Identification of Neighborhoods
- Large Specific Plan Areas
- Clarification of Development Standards
- Tiered Growth Management System
- Environmental Protection

Basis of the Quality of Life Standards

- Origins from Citizen's Initiative and incorporated into Ord. 88-44
- Service Standards were compared to other cities
- Fiscal impacts were also analyzed

Key Goals of Our Current General Plan

Goals

- Quality, Managed Growth
- Improve Circulation And Safety For Vehicles And Pedestrians
- Preserve and Enhance Existing Neighborhoods
- Provide a Range Of Housing Opportunities For All Income Groups

Goals Continued

- Encourage more high quality industrial, retail, manufacturing and service-oriented businesses that create and maintain a strong economic base and provide an environment for the full employment of a diverse set of skills.
- Create a Viable Urban Downtown
- Create an Aesthetically Pleasing and Culturally Diverse Community

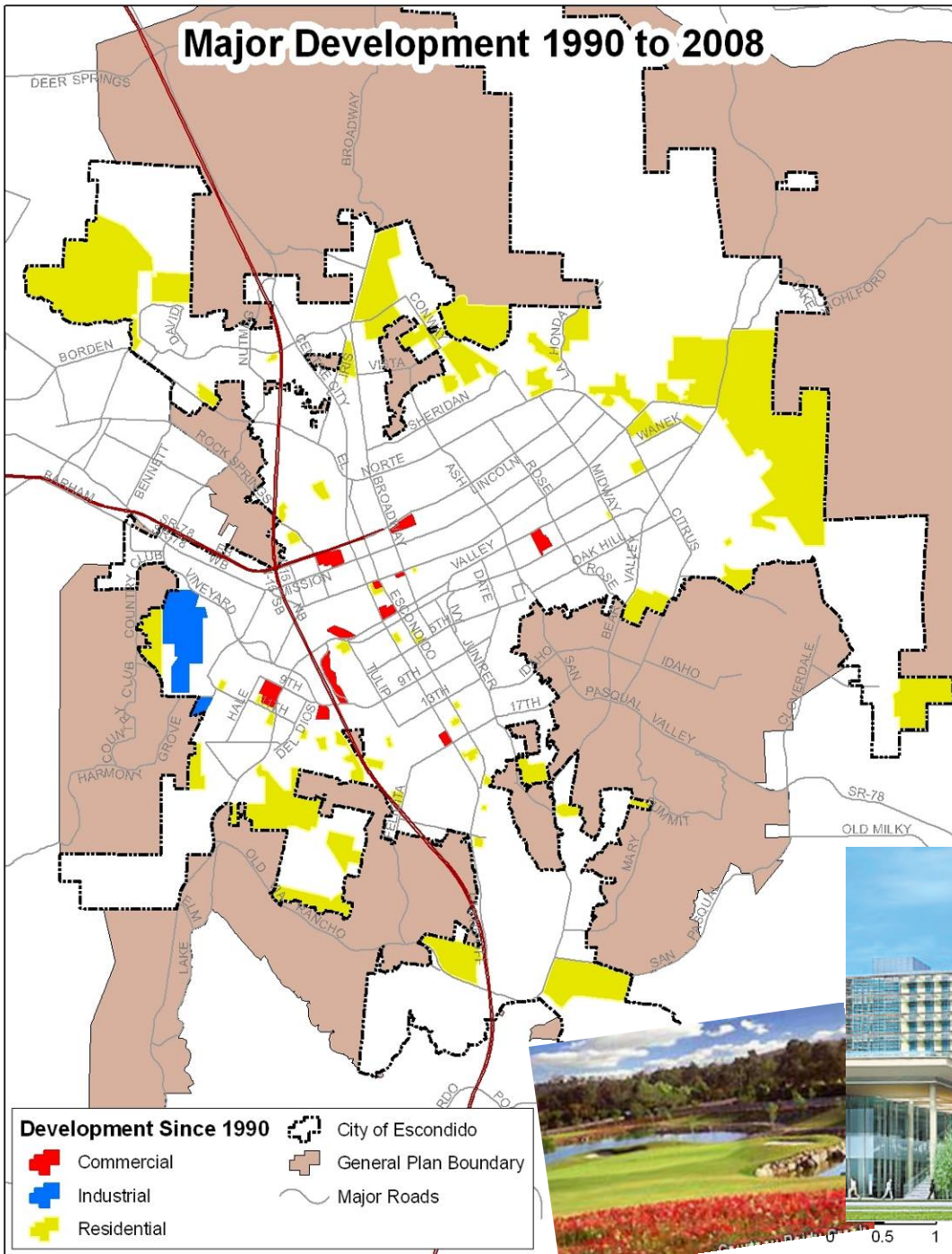
Goals Continued

- Preserve Escondido's Natural and Scenic Resources
- Support Agriculture While Planning for Possible Land Transition to Urban Uses
- Provide Continued Community and Social Services for a High Quality of Life
- Provide a Safe and Healthy Environment for all Escondido Residents
- Provide Certainty in Implementing the General Plan

Current Quality of Life Standards

- Circulation
- Air Quality
- Fire/Police Response
- Parks/Open Space
- Sewer/Water/Drainage
- Schools
- Libraries

Major Development 1990 to 2008



Major Development



Major Projects Currently Initiated/Anticipated

Westfield Expansion

Palomar Hospital's Eastern Campus

ERTC

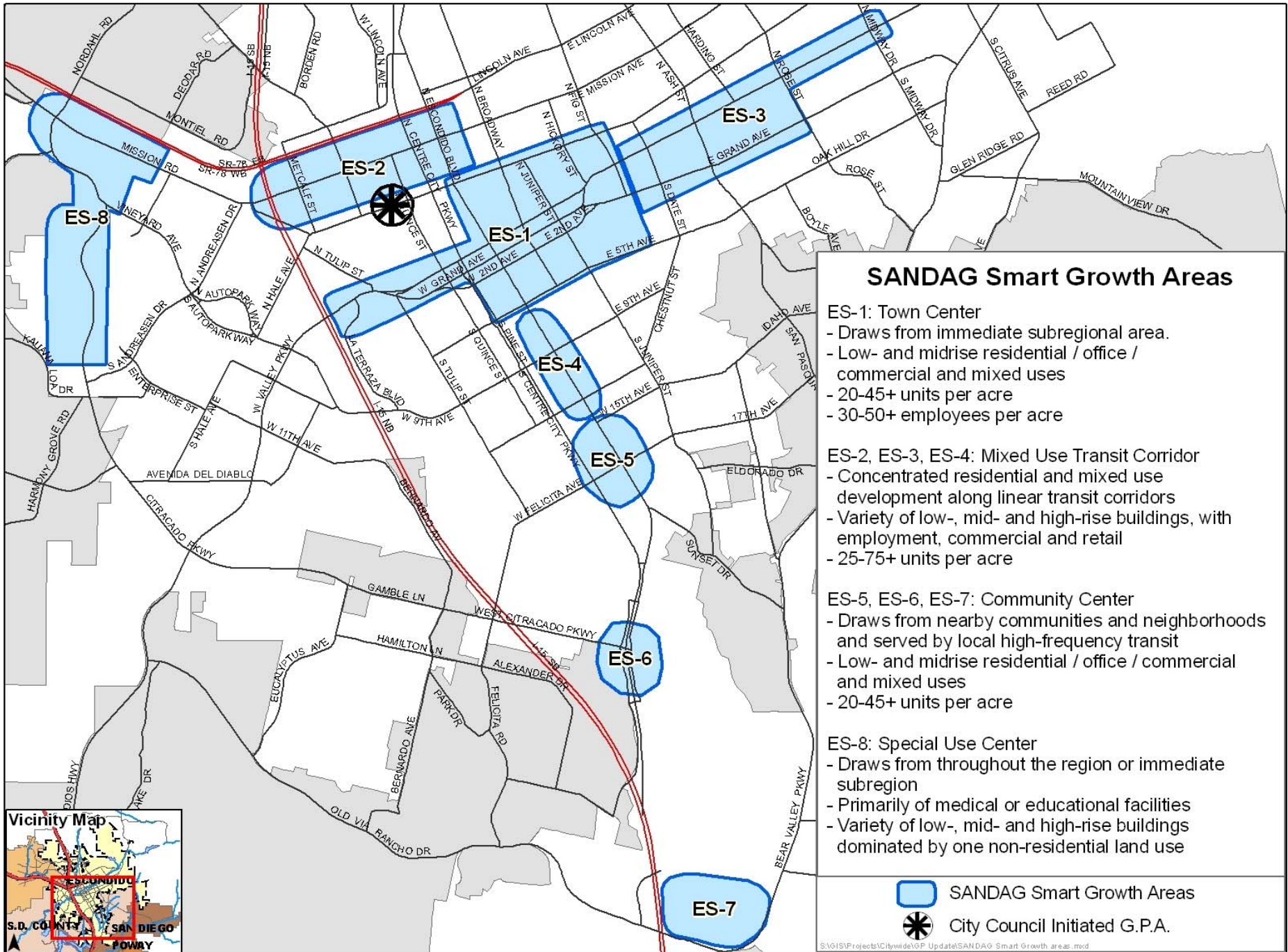
Swap Meet

Citracado Extension to West Valley Parkway

Transit Center Expansion

Former Police Station site

SANDAG Smart Growth Areas

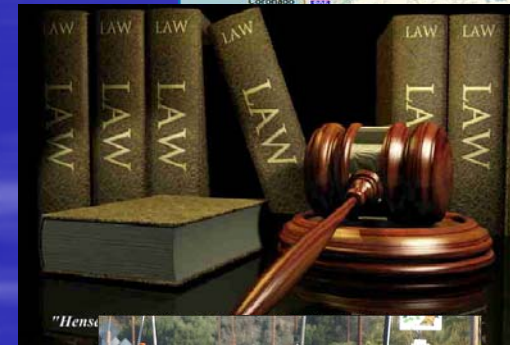


Current Regional Forecasts

- One million more people, over 300,000 new homes, and more than 400,000 new jobs by 2030.
- More than half of the new units are expected to be multifamily.
- About two thirds of our growth between now and 2030 will be the result of natural increase.

Issues Affecting The General Plan Update

- State Mandates
- Regional Coordination
- Infrastructure Capacity & Aging Public Facilities
- Climate Change Legislation



Issues Affecting The General Plan Update (Continued)

- Limited Unconstrained Land
- Financing of Services and Infrastructure
- Economic Development Needs
- Proposition "S"



Other Factors to be Considered

- Population Projections/RHNA Housing Targets
- HARRF/Outfall Expansion Plans
- Greenhouse Gas Reduction Targets
- High Speed Rail
- Rail link to Westfield's and San Diego

Public Input is Needed to Guide the Process

- What Escondido's 2030 Vision should be
- Feedback on Current Goals and Standards
- The extent to which existing Planned Commercial Areas should be modified
- What properties should be studied for Amendment
- What other changes should be considered and what should not be changed.

Areas to be Addressed in the General Plan Update

- Desired Buildouts and supporting infrastructure
- Revise the Interim Downtown Specific Plan
- Update the document and address new legal Requirements
- Evaluate Quality of Life Standards
- Update Technical Elements such as Noise and Circulation
- Update Existing Planned Commercial Areas
- Incorporate SANDAG Smart Growth Areas

New Elements

- Economic Development
- Green/Sustainability

“Sustainable development meets the needs of the present without compromising the ability of future generations to meet their own needs.”

Steps in the Update Process

- Initial public input
- Report Findings to Council
- Determine scope of technical studies/level of consultant involvement
- Determine Nature of oversight body (if any)
- Commence Studies
- Determine scope of changes
- Subsequent Public Meetings
 - General Updates to Business, Environmental, and Citizen Groups as Requested.
 - Meet With Property and Business Owners in Affected Areas
- Prepare, Distribute, and Finalize the Draft EIR
- Public Hearings

Processing Options

- Degree of Consultant Involvement
 - Consultant Intensive
 - Limited Consultant Involvement
 - Staff Only
- Type of Oversight Entity
 - Standing Citizen Committee
 - Council Subcommittee
 - Various Ad-Hoc Committees with Periodic Updates to the Entire Council

Technical Studies Typically Requiring Consultants

- Noise
- Air
- Traffic
- Greenhouse Gas Inventory
- Infrastructure Needs
- Seismic
- Demographic Projections
- Market and Fiscal Studies
- EIR's

Typical Consultant Tasks That Could Be Done by Staff

- Public Facilitation/Issue Development
- Plan Modifications/Development of Alternatives
- Land Use Studies
- Housing Element Update
- Updates to Specific Plan Areas
- Preparation of Goals, Policies and Implementation Programs

Strategies to Expedite the Process

- Streamlined Oversight Process
- Focused technical studies
- Limited land use changes
- Early public input and direction on desired changes

Staff Recommendation

- Proceed with Public Outreach to Discuss:
 - Vision
 - Feedback on existing service levels
 - Desired changes to the Map and Text
- Defer decisions on Scope and Nature of Consultant Involvement until Public Input has been obtained.

Extensive Public Input and Council Briefings Will Occur Throughout the Process