



## REQUEST FOR Qualifications



Date:  
July 22, 2010

Responses Due:  
August 16, 2010



### ESCONDIDO 2050 GENERAL PLAN UPDATE (CASE No: PHG 09-0020) CLIMATE ACTION PLAN (CASE No: PHG 10-0016)

The City of Escondido is issuing this Request for Qualifications (RFQ) inviting qualified firms to assist the City in preparing its General Plan Update, a Climate Action Plan, and Program Environmental Impact Report (EIR). Because numerous disciplines are required to under-take this project, the City anticipates that the qualified multi-disciplinary project team ("consultant team") will be composed of a prime consultant and one or more sub-consultants. Additional information can be found on the City's General Plan Webpage at: [www.ci.escondido.ca.us/gp-update](http://www.ci.escondido.ca.us/gp-update). An electronic version of the EIR Notice of Preparation is at: [www.escondido.org/gp-update/EIR-Notice-of-Preparation.pdf](http://www.escondido.org/gp-update/EIR-Notice-of-Preparation.pdf). An electronic version of this RFQ is at: [www.escondido.org/gp-update/EIR-Consultant-Request-for-Qualifications.pdf](http://www.escondido.org/gp-update/EIR-Consultant-Request-for-Qualifications.pdf).

**The following consultant tasks are associated with this project:**

- 1) Reviewing and commenting on the staff-generated Draft General Plan
- 2) Updating the Housing Element for including in the General Plan
- 3) Preparing a Greenhouse Gas Inventory and Climate Action Plan with recommended policies for including in the updated General Plan
- 4) Preparing the Environmental Impact Report
- 5) Coordinating the technical studies and all documents necessary for EIR certification
- 6) Meeting timelines and deadlines for a November 2012 General Election to adopt the Plan

Escondido's General Plan was adopted in 1990 with a focused update performed in 2000 (Attachments 1 and 2 depict Escondido's Planning Area Boundaries and General Plan Land Use Map). The City Council recently directed staff to update the existing General Plan. It is anticipated that land use amendments associated with the Update would trigger a 1998 local initiative (Proposition "S"), which requires voter approval of the General Plan. The City Council has directed to prepare the Update in time for the November 2012 General Election. Staff conducted a series of public workshops in April 2009. Input from these workshops, as well as a City Council appointed General Plan Issues Committee, and other public outreach efforts indicates community support for the current plan's major tenants.

A primary focus of the General Plan Update involves a comprehensive review aimed at assuring Escondido's long-term sustainability by promoting quality, managed growth, ensuring the adequate provision of infrastructure, preserving perimeter viewsheds, and respecting and enhancing the character of established single family neighborhoods. The General Plan Elements will be updated with a vision, goals, objectives, and policies that reflect the current needs and preferences of the community.

The General Plan includes the following elements:

- a. Land Use
- b. Housing
- c. Circulation
- d. Community Facilities and Services
- e. Community Protection and Safety (includes Noise)
- f. Community Open Space / Conservation
- g. Economic Prosperity
- h. Growth Management
- i. General Plan Implementation
- j. Specific Planning Areas

Staff is preparing the Draft General Plan text for which collaboration with the consultant is anticipated. As additional portions of the text are drafted they will be posted on-line for review and comment. The following portions have been drafted and can be found on the General Plan website link above:

- 1) Introduction, Vision, Goals, Objectives and Quality of Life Standards
- 2) Economic Prosperity
- 3) Growth Management

### ***I. LAND USE AMENDMENTS PROPOSED IN THE GENERAL PLAN UPDATE***

Staff has conducted a preliminary review and analysis of potential land use amendment areas involving Smart Growth areas, a range of employment land use areas (Attachment 3), and minor “clean-up” amendments to correct inconsistencies with current land use patterns. A General Plan Issues Committee has been appointed to recommend and comment on various alternative General Plan scenario maps. Certain study areas may be deleted from further analysis based on preliminary conclusions.

Public outreach will occur to solicit input on the draft text and map amendments in August 2010. This information would be brought back to the City Council in August where recommendations would be made on the preferred and/or range of land use alternatives that would be selected for a thorough evaluation in the General Plan EIR. Based on City Council direction, only study areas that warrant further analysis will be recommended for further analysis in order to minimize the EIR scope of work and costs associated with preparing subsequent technical studies. The nature of recommended Land Use Study Areas includes:

#### **A. Employment Opportunity Areas**

Several potential study areas involve expanding Escondido’s employment lands by reassigning residentially designated areas to accommodate commercial office, business park and / or research and development opportunities. These include areas east of I-15 along Imperial Drive; areas north and south of the Escondido Research Technology Center (ERTC); at the Felicita Avenue/I-15 interchange, and Nutmeg Street at Centre City Parkway. Based on prior research, Escondido’s percentage of land devoted for employment purposes is comparably less than surrounding communities. This has been noted as an explanation for the out-migrating pattern of Escondido commuters involving a disproportionate number of residents seeking employment outside the community affecting the “jobs/housing” balance.

Additional study areas aimed at enhancing existing employment areas include south and east of the I-15/ Highway 78 interchange; properties south of the Mercado Area; and areas bounded by I-15, West Valley Parkway and Ninth Avenue, and Westfield’s Shopping Town. An evaluation of these areas could include proximity to existing and planned transit facilities, lot consolidation incentives as a mechanism for attracting larger businesses, developing regional entertainment facilities, establishing a professional and business service “near-sourcing” center for regionally- based bio-technical and bio-medical firms, improving aesthetics and/or transitioning land uses to more employee-intensive, higher quality and higher paying employment.

## **B. Residential / Transit Intensification Areas**

Accommodating additional population above Escondido's existing General Plan residential capacity is proposed to be clustered in specific mixed-use "nodes" in concert with "Smart Growth" principles (Attachment 3). Based on existing and projected transit patterns focused infill development will be close to jobs, services, and public facilities to maximize the use of existing infrastructure and preserve open space and natural resources. Study Areas for establishing these mixed-use development nodes are in the Downtown Specific Plan Area, East Valley Parkway near Ash Street, South Escondido Boulevard near Felicita Avenue and near Citracado Parkway, and Westfield's Shopping Town.

## **C. Educational Focus Area**

The area between Palomar College's satellite campus (East Valley Parkway at Midway Drive) and Palomar Hospital's downtown facility is proposed for evaluating opportunities for attracting and clustering educational institutions (Attachment 3). Policies promoting East Valley Parkway as the area for attracting and locating higher educational universities, technical colleges, vocational schools, and job training facilities are recommended to foster Escondido's sustainability and promote a more educationally competitive environment that provides a direct path to employment.

## **D. Corrective / "Clean-Up" Amendment Areas**

Several changes in land use and ownership patterns have occurred since the last General Plan Update that warrant re-designation. Most notably is the acquisition of several properties by public agencies (including the City) for dedication as either open space or other municipal/governmental purposes. Reclassifying properties to reflect their appropriate designation will establish a more accurate map for planning purposes. Note: These areas are not identified in Attachment 3.

## **E. Public Land Classifications**

The General Plan currently includes "Public Land" (P) as the sole designation identifying properties owned by public entities that customarily serve a variety of purposes. In this manner, the City's police firing range, Hale Avenue Resource Recovery Facility, Daley Ranch Open Space Preserve, and active park sites are all identified with the same General Plan "P" land use designation. Refining the "Public Land" designation will provide a more detailed identification of the actual/intended land use for more accurate planning purposes. Note: These areas are not identified in Attachment 3.

## **II. GREENHOUSE GAS INVENTORY AND CLIMATE ACTION PLAN**

The General Plan Update will include a number of goals, policies and programs that are aimed at reducing Escondido's greenhouse gas emissions both from the perspective of City operations and as they relate to community-wide transportation and development. The Update will involve the preparation of a citywide Greenhouse Gas (GHG) inventory of emissions related to public and private activities, a baseline, and measurement tool. The information will be incorporated in to a Climate Action Plan (CAP) that establishes Escondido's specific GHG thresholds, defines a strategy for GHG reductions and includes mitigation measures for new development. The program will function as a guide for short and long range decision making and help City staff, residents and elected officials meet adopted GHG reduction targets as quickly and cost-effectively as possible.

The climate action planning process will serve as the City's program for setting more specific targets for reduction of greenhouse gas emissions and for discussing and selecting specific reduction measures that are practical and implementable in Escondido. A clear, easily understandable, contemporary Climate Action Plan with measurable and cost-effective strategies is envisioned upon completion of the process. The final document will include city policies, GHG reduction strategies, maps, graphics, and photographs which further define important plan concepts. The CAP will identify which activities, policies, programs, mitigations and legal requirements exist for citizens, businesses and government within the city regarding GHG emissions reductions.

### **III. CONSULTANT TEAM ATTRIBUTES:**

Escondido seeks a Statement of Qualifications (SOQ) for the services of a highly qualified consultant team to assist staff in preparing a comprehensive update to the City's General Plan, preparing the Climate Action Plan, and Program EIR. Staff will play the primary role in drafting the General Plan, conducting the public outreach, preparing graphics / GIS work and the structuring the General Plan's organization, assembly, and word processing. The consultant team will collaborate with staff on the General Plan framework and policies, prepare necessary technical studies, Climate Action Plan and Program EIR. Primary considerations in the consultant selection will be:

- 1) **Knowledge and Experience:** The consultant team must be pro-active with a broad-base of knowledge and experience in preparing legally defensible and user-friendly General Plans and EIRs.
- 2) **Flexibility:** The consultant team must work collaboratively with city staff and be able to offer a variety of suggestions on possible courses of action depending on the city's direction and circumstances.
- 3) **Early and On-Going Involvement by Key Personnel:** Principle consultant team members must be involved early and throughout the process to maintain quality control.
- 4) **Focused on Timeframes:** The consultant must achieve deadlines for completing the Update and certifying the EIR in time for voter consideration on the November 2012 General Election ballot.
- 5) **Able to Provide Clear Direction:** City staff will be heavily involved in drafting the General Plan; the consultant team must be able to provide clear direction on appropriate courses of action.
- 6) **Sensitive to the Budget:** The consultant team must be able to control costs associated with the proposed project and stay within the defined budget.
- 7) **Meet All Qualifications Associated with the ARRA Funding Program:** The proposed Climate Action Plan that includes a greenhouse gas inventory and modeling of General Plan alternatives is funded by an Energy Efficiency and Conservation Block Grant through the American Resource & Recovery Act (ARRA).

### **IV. TASKS ASSOCIATED WITH PROJECT:**

Following is a preliminary list of major tasks associated with the project. The list is not complete and would be further refined.

- 1) **Scope of Services:** The consultant shall work with staff to develop a complete Scope of Work delineating the tasks to be performed by the consultant team as well as the anticipated timeframes for completion and costs for work performed.
- 2) **Review of Current and Draft General Plan:** The consultant shall evaluate the General Plan's consistency with State law, and recommend necessary modifications.
- 3) **Preparation of Technical and Background Reports:** The consultant shall prepare, or facilitate preparation of, technical and background reports on matters such as land use, mobility, air quality, population / housing, noise, biology, cultural / paleontological, geology / soils, aesthetics, hazards / safety, fiscal, public services / utilities, green house gas inventory, etc. necessary to update the General Plan.
- 4) **Program Environmental Impact Report:** The consultant shall coordinate and prepare the EIR associated with the General Plan Update, mitigation monitoring program, and anticipated statement of overriding considerations necessary to ensure the City complies with CEQA in adopting the General Plan Update. Attention shall be give to ensure the EIR's defensibility against challenges and timing for certification to meet all deadlines associated with the November 2012 election.
- 5) **General Plan Update:** The consultant shall collaborate with staff in updating the General Plan and ensure legal defensibility and compliance with state law. Focus areas include:
  - a. Escondido's share of regional growth as defined through the 2050 Regional Growth Process by guiding it to locations benefiting from existing or planned infrastructure, transit, and support services. Note: Escondido's fair share of regional growth is anticipated to be between 3,000

and 4,500 dwelling units above the current General Plan generating approximately 9,500 – 14,250 additional persons, based on approximately 3.16 persons per household).

- b. Maintaining established Quality of Life Standards in outlying areas but re-evaluating standards for the urban core that reflect planning goals.
- c. Updating the Housing Element to meet state-mandated criteria.
- d. Evaluating clustering policies to ensure that the resulting development projects are compatible with surrounding areas pertaining to yield, open space, and lot width.
- e. Increasing residential densities intensities in Smart Growth Areas in close proximity to transit without compromising the character of adjacent single family neighborhoods.
- f. Identifying additional neighborhoods with potential historic status.
- g. Establishing “Smart Growth” and “Healthy Community Concepts” that:
  - ❖ Create exciting places with a mix of uses that appeal to a wide range of residents and visitors.
  - ❖ Preserve existing neighborhood densities and improve their character.
  - ❖ Incorporate sustainability in new and retrofitted development.
  - ❖ Utilize energy efficient, green construction design principles.
  - ❖ Identify clear intensity/capacity assumptions for each land use category.
  - ❖ Recognize the value of potable water and treated wastewater and maximize their re-use.
  - ❖ Enhance accessibility to recreation and open space opportunities.
  - ❖ Improves opportunities for alternative transportation (walking, cycling, transit)
- h. Refining Growth Management provisions to ensure coordination of the pace/rate of development with the ability to provide necessary infrastructure and services.
- i. General Plan boundaries and urban densities in outlying areas.
- j. Amending the land use designation from residential to employment (office, business park, research and development, etc) involving up to approximately 450 acres in several locations and establishing new General Plan Land Use categories depicting high-quality employment land uses.
- k. Establishing clear sewer service boundaries to ensure that the HARRF (City’s sewer treatment facility) and supporting infrastructure are carefully sized.
- l. Incorporating energy efficiency and conservation strategies to reduce fossil fuel emissions created as a result of transportation, building, city operations, and other appropriate sectors within the General Plan. Note: A Greenhouse Gas Emissions study would evaluate fossil fuel emissions generated from activities within Escondido under current conditions, build-out conditions, and several alternative community “Smart Growth” land-use scenarios.
- m. Expanding the Downtown Specific Plan Area Boundary (SPA #9) to include Palomar Hospital, areas north of Washington, south of Fifth Avenue, and west of Centre City Parkway.
- n. Expanding the Harmony Grove Specific Planning Area Boundary (SPA #8) to include areas north of Palomar Hospital and south of Escondido Creek.
- o. Establishing new Area Plans in the vicinity of I-15 and Hwy 78 for the purpose of targeting desirable high-wage / high-quality employment opportunities.
- p. Incorporating regional transit facilities as identified in SANDAG’s Regional Transportation Plan.

- q. Re-configuring all or a portion of the Second Avenue / Valley Parkway one-way couplet through Downtown to two-way traffic.
  - r. Downgrading certain Circulation Element Streets where considerable constraints and/or lower traffic volumes warrant reclassification.
  - s. Incorporating Multi-Habitat Conservation Program policies.
  - t. Updating information pertaining to mineral resources.
- 6) **Greenhouse Gas (GHG) Inventory and Climate Action Plan (CAP):** The City has received funding from the American Recovery and Reinvestment Act (ARRA) totaling \$154,545.00 to prepare a climate action plan that include a greenhouse gas inventory and modeling of General Plan alternatives. The consultant shall work with staff in developing the complete Scope of Work. Major work efforts are anticipated to include:
- a. Greenhouse Gas emissions studies that would evaluate fossil fuel emissions generated from activities within Escondido under current conditions, build-out conditions, and several alternative community "Smart Growth" land-use scenarios. for current year and General Plan forecast.
  - b. An adopted GHG reduction goal for 2050.
  - c. Identification of feasible reduction measures, energy efficiency and conservation strategies to reduce fossil fuel emissions created as a result of transportation, building, and other appropriate sectors within the General Plan to attain the adopted goals.
  - d. Application of AB32 measures.
  - e. Quantification of effectiveness of each measure and assumptions and calculations used.
  - f. Implementation, General Plan policy recommendations and financing methods.
  - g. Monitoring and updating procedures
  - h. Identification of responsible parties for implementation
  - i. Schedule of implementation
  - j. Certified CEQA review of the CAP

**V. CONTENT AND FORMAT OF QUALIFICATION SUBMITTAL:**

Respondents' Statement of Qualification (SOQ) shall contain responses to all the items below, in the same order as specified.

1) **Information Regarding Respondent and Staff:**

- a. State the name, complete mailing address, e-mail, telephone number and fax number of no more than one Project Manager for your proposal.
- b. Furnish a brief history of your company/firm.
- c. Provide a description of your company/firm's (i) experience in preparing General Plan Updates for other California counties and cities; and (ii) similar land use, planning, and environmental work (for public or private parties) performed in California during the past five years including a contact person and phone number of the agency/firm where the work was performed.
- d. Include a sample(s) of similar work performed for other agencies (samples will be returned).
- e. Furnish background, qualifications, experience, and chargeable rates for all personnel of your company/firm to be assigned to this contract, including the Project Manager.
- f. Provide an organizational chart detailing how your company/firm's staff will be assigned and supervised in implementing tasks associated with the General Plan Update and EIR.
- g. List any subcontractor(s) whose services your company/firm would require to complete the General Plan Update and/or EIR. Identify the specific tasks subcontractor(s) would perform, describe their qualifications for performing the task(s), and their chargeable rates.
- h. Describe how your firm's Project Manager and staff will communicate and work with designated city representatives during the project.
- i. Confirm that your company/firm and staff are not working for any company, party, or entity that has any interest in any existing or anticipated future development application in Escondido.

## **VI. CITY NOTICES:**

All respondents shall note the following:

- 1) All work performed for Escondido, including all documents associated with the work, and shall become the City's exclusive property.
- 2) The City of Escondido reserves the right to:
  - a. Reject any or all SOQ submittals by respondents.
  - b. Request clarification of any submitted information.
  - c. Waive any informalities or irregularities in any qualification statement.
  - d. Not enter into any agreement.
  - e. Not select any service provider.
  - f. Cancel this process at any time.
  - g. Amend this process at any time.
  - h. Interview respondents prior to awarding a contract.
  - i. Negotiate all final terms and conditions of any agreements entered into.
  - j. Issue similar RFQs in the future.
  - k. Request additional information during the interview.
  - l. Respondents are liable for all errors or omissions contained in their SOQ submittals.
  - m. Respondents will not be allowed to alter submittals after the deadline for submission. Escondido reserves the right to make corrections or amendments due to clerical errors identified in submittals by the City or the respondent.
  - n. Any and all costs arising from preparation of this SOQ and participation in the selection process incurred by any respondent shall be borne by respondent without reimbursement by the City.
  - o. Respondents assume the risk of the method of dispatch of the qualifications chosen. The City assumes no responsibility for delays caused by delivery service. Postmarking by the due date will not substitute for actual receipt.

## **VII. SUBMISSION OF QUALIFICATIONS:**

In order to eliminate/reduce paperwork and costs a limited number of hard copies of the SOQ information shall be submitted along with a digital file in the form of a compact disk. **Respondents shall submit three (3) hard copies of their qualifications and the digital file to the City not later than 5:00 p.m. on August 16, 2010.** All hard copies and the digital file shall be submitted together in one sealed envelope to the following address:

Jay Petrek, AICP  
City of Escondido  
Planning Division  
201 N. Broadway  
Escondido, CA 92025  
ATTN: Jay Petrek, General Plan Update

Statements of Qualifications received after the submission deadline will not be accepted regardless of postmark or the reason for the untimely submission.

## **VIII. PROHIBITION ON CONTACTING CITY OFFICIALS AND STAFF:**

Other than set forth in the next section, no respondent shall contact, or attempt to contact, any elected or appointed official, employee, or contractor of Escondido regarding this RFQ. Improper contact of a City official, employee, or contractor shall be grounds for disqualifying the respondent from responding to this RFQ.

**IX. QUESTIONS ABOUT THIS RFQ:**

Questions regarding this RFQ shall be addressed by contacting Jay Petrek, Principal Planner at (760) 839-4556. The current Escondido General Plan and other information related to the General Plan Update is available online at [www.ci.escondido.ca.us/gp-update](http://www.ci.escondido.ca.us/gp-update). The website also includes additional information regarding the city's planning issues, including the results of initial General Plan Update community workshops, General Plan Issues Committee Meetings, staff reports, news articles, PowerPoint presentations and responses to a General Plan Update survey.

**X. EVALUATION CRITERIA**

Following receipt of consultants' SOQs, an ad-hoc city committee shall be formed to review all responses received. This committee shall rate each of the submitted proposals and rank them in a selection order based on the following criteria. No one factor shall necessarily prevail over the other. Given the budgetary situation facing California cities, cost shall certainly be an important factor. However, the City shall not be obligated to award a contract to the lowest responsible soliciting company/firm.

- 1) Respondent's specialized experience, performance record, qualifications, and technical competence.
- 2) Demonstration of the consultant's project management skills.
- 3) Respondent's demonstration of a clear understanding of the services to be provided, as evidenced in its SOQ.
- 4) Respondent's commitment and ability to complete the General Plan Update and EIR and meet staffing requirements in anticipation of placing the General Plan on the ballot for the 2012 election.
- 5) Respondents proposed billing rates for staffing associated with project tasks.

**XI. SELECTION OF A CONSULTANT:**

The city will identify the most qualified respondent(s) (contractors) following committee review of all SOQs. After selection, interviews will be conducted and negotiations will be entered into with the top scoring responding party. If negotiations are unable to be completed with that entity, the City of Escondido reserves the right to enter into negotiations with the second highest scoring respondent, etc. until a successful contract is negotiated.

The negotiated contract shall include city-mandated insurance coverage, preparing the scope of work, delineating services to be provided, minimum standards for service, and payment schedule. The contractor shall then be required to provide full service to the city on a date to be determined by mutual agreement between the contractor and city.

The Escondido City Council reserves the right to be the sole judge of acceptability of the proposals. Selection will be based on programmatic and qualitative service measures as described in the evaluation criteria. Submitted proposals shall remain property of the City of Escondido.

**XII. ESCONDIDO'S LOCATION AND POPULATION:**

Escondido is located in northern San Diego County, approximately 30 miles north of downtown San Diego and 18 miles east of the Pacific Ocean. Escondido's corporate boundaries encompass 37.36 square miles. The community is situated in a natural valley at approximately 615 MSL and surrounded by rolling hills and rugged terrain ranging up to 4,200 MSL. Escondido is bounded on the north by the unincorporated communities of Valley Center and Hidden Meadows, on the west by the City of San Marcos, on the south by Lake Hodges and San Diego's city limits, and on the east by unincorporated San Diego County. Interstate 15 bisects Escondido in a north-south direction and State Route 78 transitions from freeway to surface streets in an east-west direction through the community.

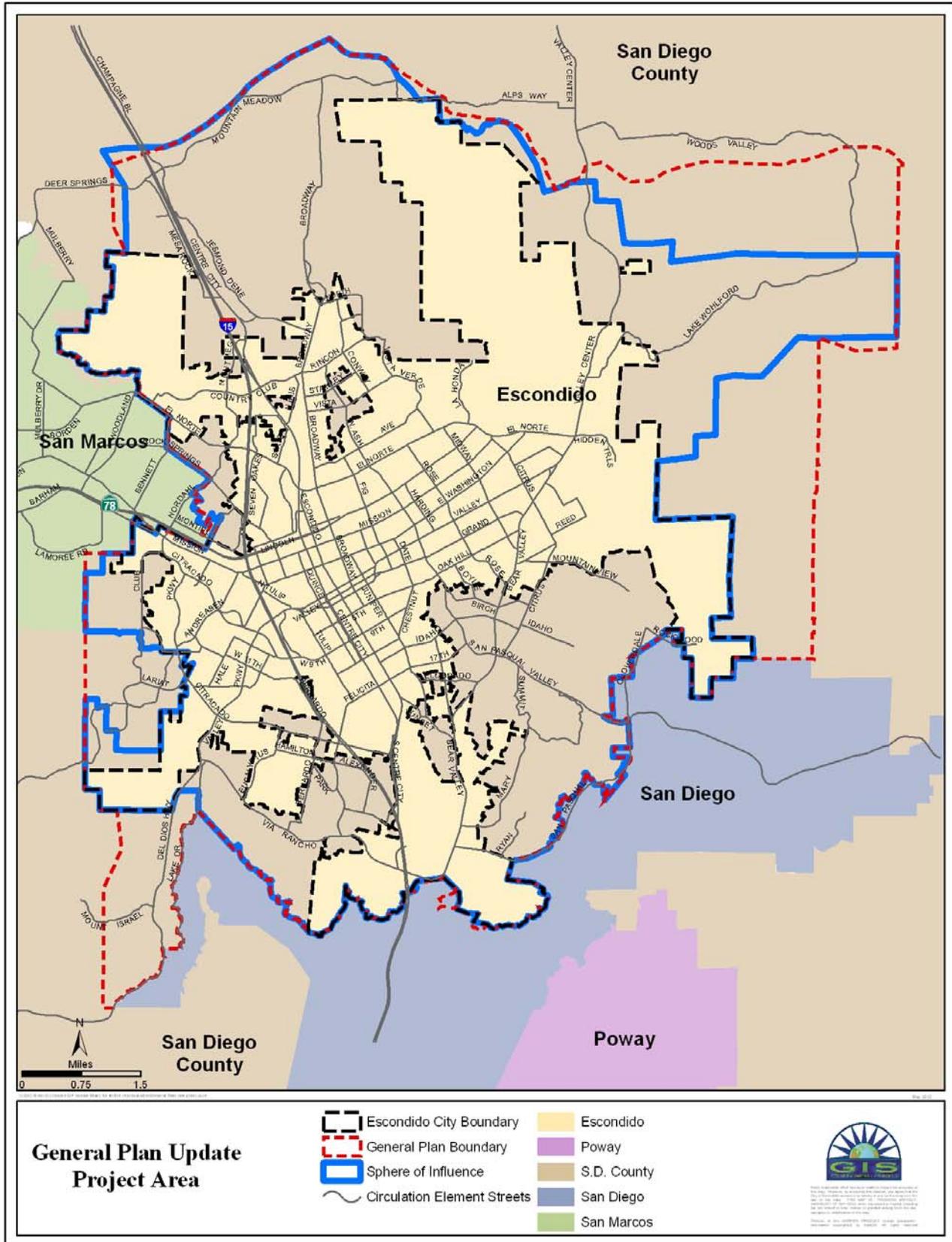
The General Plan Area that includes the city limits and surrounding county territory is approximately 80 square miles. Approximately 144,800 residents live within Escondido's corporate boundaries with an additional 12,000 – 15,000 persons residing in Escondido's surrounding unincorporated General Plan Area. The community's median age is 32.3 and the household median size is 3.12 persons. Escondido's ethnicity is 45% White, 45% Latino, 5% Asian, 2% Black and the remaining classified as Native American, Hawaiian/Pacific Islander and Mixed Race/Other. The 2009 median household income is \$46,960.

**XIII. ESCONDIDO'S MODERN HISTORY:**

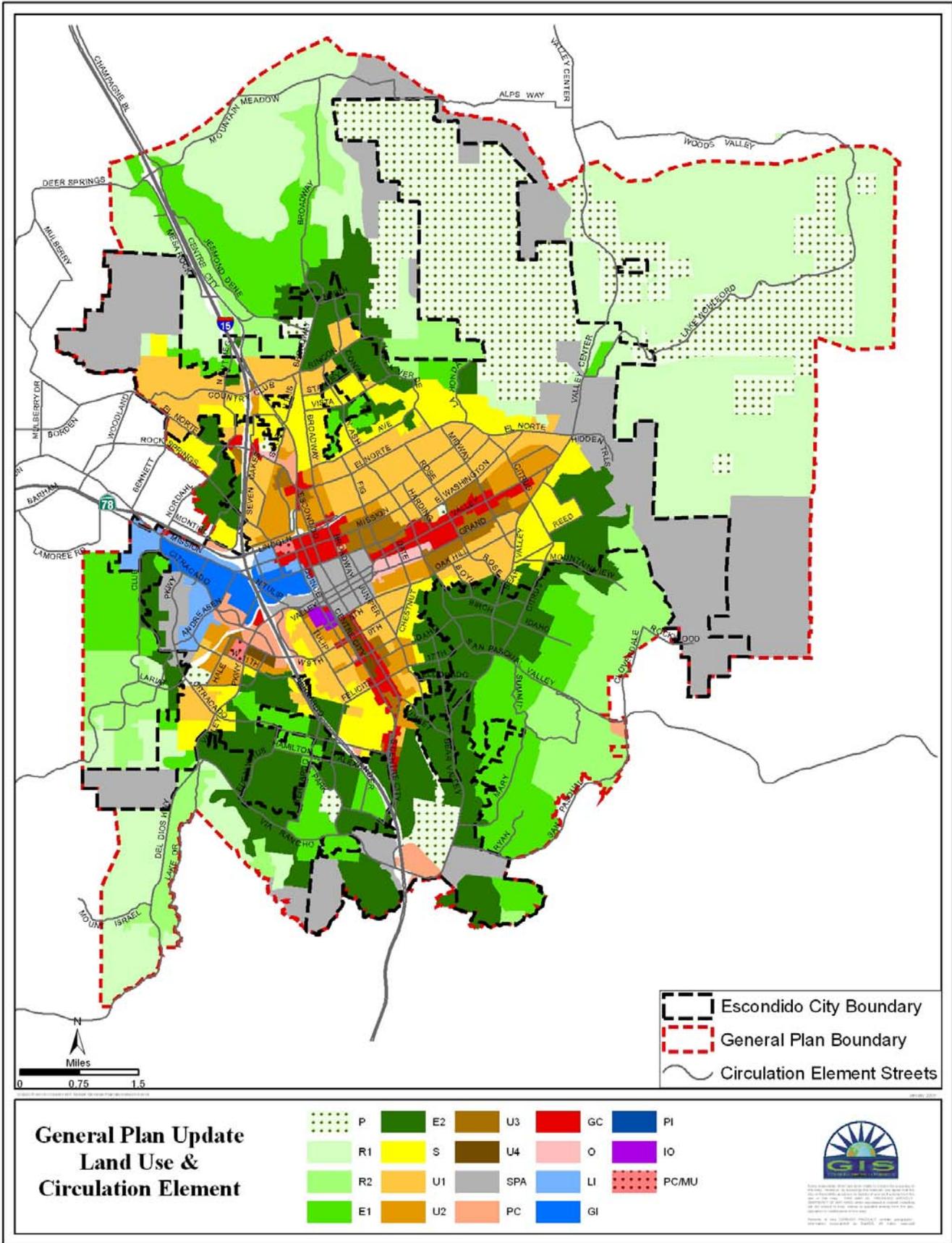
Escondido was founded in 1888. Origins of the City are directly traced to agricultural uses and production. Over time, Escondido's position has transitioned to become inland Northern San Diego County's vibrant center for retail, services, health care and cultural facilities while maintaining a special feeling of small-town living. Escondido maintains a vital, historic and walk-able downtown, a wide variety of services, recreational amenities, and family-oriented neighborhoods. Escondido is a full-service "general law" city with municipal police, fire, water, sewer, cultural arts center, parks and library services.

Several regional facilities are located in Escondido serving residents and the surrounding communities. These include Palomar Pomerado Hospital with 450+ patient beds and full trauma center (currently under construction), Westfield Shopping Town Regional Mall with 1.2 million square feet of retail space, Escondido Autopark a 60-acre master planned development containing numerous dealerships, California Center for the Arts that is the city-owned cultural facility containing a 2,500-seat performing arts center, 400-seat community theater, conference facilities, and 10,000 square foot children's museum, and Sempra Energy's 500-megawatt electric generating facility. Visit the City of Escondido's website at: [www.ci.escondido.ca.us](http://www.ci.escondido.ca.us).

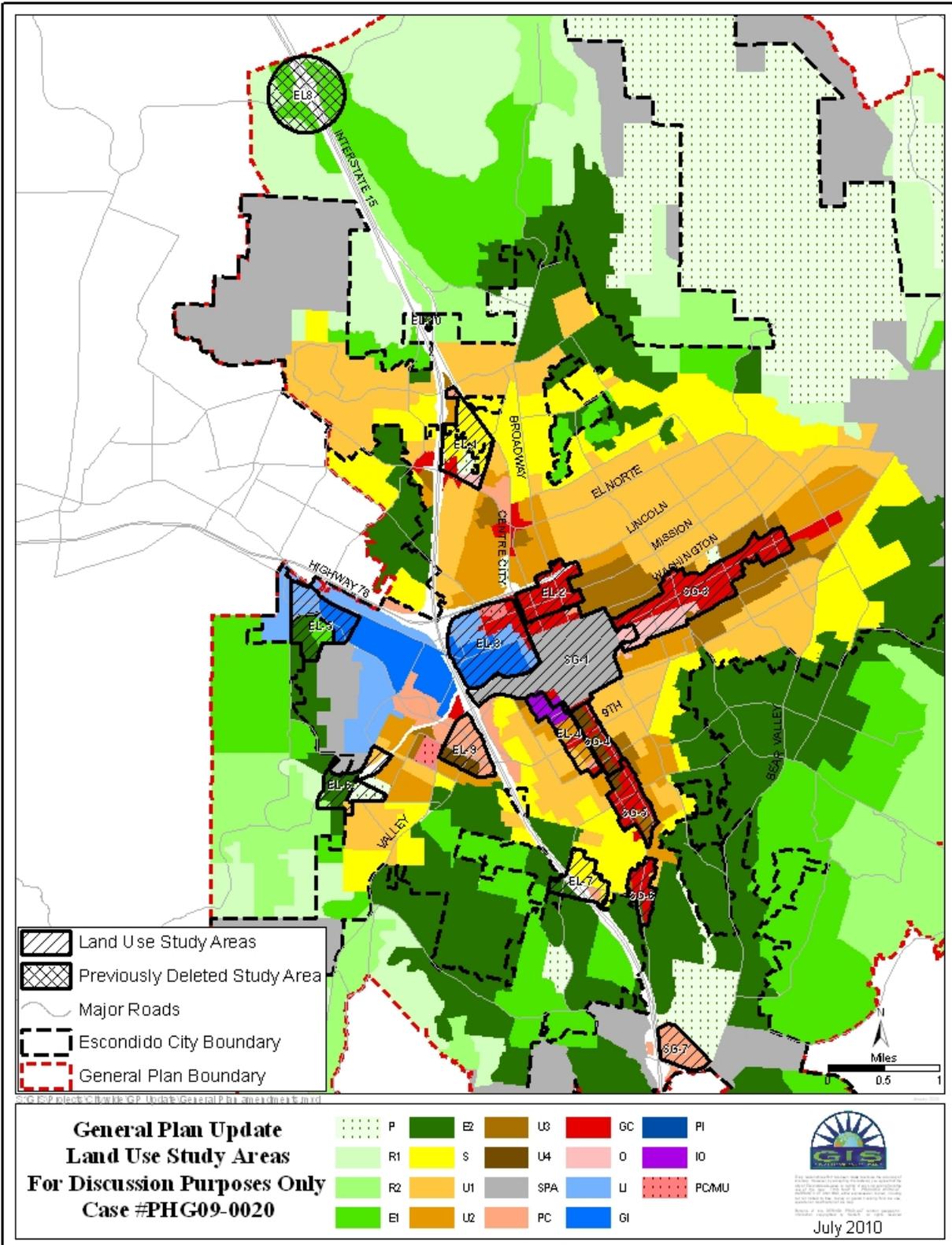
# ATTACHMENT 1



# ATTACHMENT 2



### ATTACHMENT 3



Note: Detailed aerial image exhibits of Amendment Study Areas are on-line at:  
[www.escondido.org/gp-update/General-Plan-Amendment-Area-Exhibits.pdf](http://www.escondido.org/gp-update/General-Plan-Amendment-Area-Exhibits.pdf)

**ATTACHMENT 3  
(Continued)**

Note: Detailed aerial image exhibits are on-line at:

[www.escondido.org/gp-update/General-Plan-Amendment-Area-Exhibits.pdf](http://www.escondido.org/gp-update/General-Plan-Amendment-Area-Exhibits.pdf)

AREA	Acres & Parcels	Current GP Designation(s)	Proposed GP Designation(s)	Proposed Course of Study
EL-1 (Exhibit #1 On-Line)	163 acres 98 parcels	Suburban: (S), General Commercial: (GC), Park: (P), Office: (O)	Specific Planning Area: (SPA)	<p><b>General Plan Issues Committee &amp; City Council Direction:</b> Analyze to amend land use from residential to employment.</p> <p><b>Proposal:</b> <b>Land Uses:</b> Office, Technology, Bio-Medical, Research &amp; Development, corporate headquarters, professional services, etc.</p> <p><b>Design Goals:</b> Master planned architecture, building materials, entry and circulation, landscaping, signage, trail system.</p> <p><b>Specific Plan Targets:</b> Comprehensive design theme, high-wage employers, high employee densities.</p> <p><b>Floor Area Ratio:</b> 0.5 - 1.0</p>
EL-2 (Exhibit #2 On-Line)	122 acres 89 parcels	General Commercial: (GC)	Retain General Commercial (CG) designation with General Plan Policy to establish Area Plan	<p><b>General Plan Issues Committee &amp; City Council Direction:</b> Retain current General Plan designation Candidate for "Mission Avenue Area Plan" that could extend from I-15 to Gamble that addresses land use and development standards, gateway features etc. Land use focus should be for employment uses, residential uses should not be allowed in this area in order to preserve / enhance employment opportunities.</p> <p><b>Proposal:</b> <b>Land Uses:</b> Retail, commercial office, professional / personal services.</p> <p><b>Design Goals:</b> High quality architecture and landscaping, pedestrian friendly, access to transit and urban trail.</p> <p><b>Area Plan Targets:</b> high-wage employers, high employee densities.</p> <p><b>Floor Area Ratio:</b> 0.50 - 1.25</p>
EL-3 (Exhibit #3 On-Line)	296 acres 200 parcels	General Industrial: (GI), Light Industrial: (LI), General Commercial: (GC)	Planned Industrial: (PI) and Specific Planning Area: (SPA)	<p><b>General Plan Issues Committee &amp; City Council Direction:</b> Analyze to amend from Industrial to Industrial Office based on proximity to services, freeway and central location. Land use focus should be for employment uses, residential uses should not be allowed in this area in order to preserve employment opportunities.</p> <p><b>Proposal:</b> <b>Land Uses:</b> Commercial office, Research &amp; Development, Professional services, Regional attraction with ancillary uses.</p> <p><b>Design Goals:</b> High quality architecture and landscaping, transit focused, pedestrian friendly (Incompatible uses phased out).</p> <p><b>Specific Plan Targets:</b> Comprehensive design theme, regional attraction, visitor serving uses, linkages to transit and Downtown.</p> <p><b>Floor Area Ratio:</b> 0.75 - 1.75</p>

**ATTACHMENT 3  
(Continued)**

Note: Detailed aerial image exhibits are on-line at:

[www.escondido.org/gp-update/General-Plan-Amendment-Area-Exhibits.pdf](http://www.escondido.org/gp-update/General-Plan-Amendment-Area-Exhibits.pdf)

AREA	Approx. Acres	Current GP Designation(s)	Proposed GP Designation(s)	Proposed Course of Study
EL-4 (Exhibit #4 On-Line)	104 acres 262 parcels	Industrial Office (IO), Urban I (U1), Urban II (U2), Planned Commercial (PC), General Commercial (GC)	Industrial Office: (IO) with General Plan Policy to establish Area Plan	<p><b>General Plan Issues Committee &amp; City Council Direction:</b> Retain current General Plan designations and establish an "Area Plan" to address land use and development standards, gateway features, etc. Extend area south along CCP.</p> <p><b>Proposal:</b> <b>Land Uses:</b> Residential, Mixed use residential, Commercial office, Research &amp; Development, Professional services, etc.</p> <p><b>Design Goals:</b> High quality architecture and landscaping, transit focused, pedestrian friendly.</p> <p><b>Area Plan Targets:</b> High-wage employers, high employee densities, linkage to transit, improve infrastructure &amp; streetscape, integrate with Urban I and Urban II uses.</p> <p><b>Floor Area Ratio:</b> 0.50 - 1.0</p>
EL-5 (Exhibit #5 On-Line)	170 acres 159 parcels	Light Industrial: (LI), General Industrial: (GI), Estate I: (E1), Estate II: (E2)	Industrial Office: (IO) with General Plan Policy to establish Medical Overlay Area Plan	<p><b>General Plan Issues Committee &amp; City Council Direction:</b> Analyze to amend from Industrial and Residential to Industrial Office with a Medical Office based on proximity to services, freeway and gateway location, and to other industrial areas. Consideration should be for strong intensification of development pattern along Auto Parkway given proximity to Nordahl Transit Station.</p> <p><b>Proposal:</b> <b>Land Uses:</b> Commercial and medical office, Research &amp; Development, Professional services, etc.</p> <p><b>Design Goals:</b> High quality architecture &amp; landscaping, transit focused, pedestrian friendly.</p> <p><b>Area Plan Targets:</b> High-wage employers, high employee densities, improve linkages to transit and hospital, phase out incompatible uses.</p> <p><b>Floor Area Ratio:</b> 0.75 - 1.75</p>
EL-6 (Exhibit #6 On-Line)	121 acres 34 parcels	Public: (P), Estate II: (E2), Specific Planning Area: (SPA)	Specific Planning Area: (SPA)	<p><b>General Plan Issues Committee &amp; City Council Direction:</b> Analyze to amend from Industrial and Residential to Specific Plan based on proximity to services, Citracado Parkway, HARRF and to other industrial areas.</p> <p><b>Proposal:</b> <b>Land Uses:</b> Consistent with ERTC Planning Area #8.</p> <p><b>Design Goals:</b> Master planned architecture, wall treatments, circulation, landscaping, signage, trail system, ensure neighborhood compatibility.</p> <p><b>Specific Plan Targets:</b> Comprehensive design theme, high-wage employers, high employee densities.</p> <p><b>Floor Area Ratio:</b> 0.5 - 1.0</p>

**ATTACHMENT 3  
(Continued)**

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AREA	Approx. Acres	Current GP Designation(s)	Proposed GP Designation(s)	Proposed Course of Study
EL-7 (Exhibit #7 On-Line)	87 acres 46 parcels	Suburban: (S), Estate II: (E2)	Office (O)	<p><b>General Plan Issues Committee &amp; City Council Direction:</b> Analyze to amend from residential to Commercial Office use based on proximity to services, freeway and gateway location.</p> <p><b>Proposal:</b> <b>Land Uses:</b> Commercial and medical office, Research &amp; Development, Professional services, etc.</p> <p><b>Design Goals:</b> High quality architecture and landscaping, pedestrian friendly, compatibility with surrounding residential.</p> <p><b>Floor Area Ratio: 0.75 - 1.75</b></p>
EL-8	100	Rural I: (R1) Rural II: (R2)	Employment, Biomedical, Office Park, Industrial Office	<p><b>General Plan Issues Committee &amp; City Council Direction:</b> This area has been deleted from further study due to remoteness, lack of infrastructure and past resident opposition.</p> <p><b>Proposal:</b> Delete from further study.</p>
EL-9 (Exhibit #9 On-Line)	106 acres 52 parcels	Planned Commercial: (PC), Estate II: (E2), Urban II: (U2), Urban IV: (U4)	Planned Commercial / Mixed Use (PD/MU)	<p><b>General Plan Issues Committee &amp; City Council Direction:</b> Analyze as potential Smart Growth Area with focus on Mixed –Use Commercial / Office / Residential and /or expansion to autopark based on proximity to services, freeway and gateway location.</p> <p><b>Proposal:</b> <b>Land Uses:</b> Retail, Multi-family &amp; commercial office mixed use, professional services, Autopark expansion.</p> <p><b>Design Goals:</b> High quality architecture and landscaping, pedestrian friendly, access to transit and urban trails, compatibility with surrounding residential.</p> <p><b>Floor Area Ratio: 0.25 - 1.5</b></p>
EL-10 (Exhibit #10 On-Line)	7 acres 3 parcels	Estate II: (E2)	Office: (O) or Urban II: (U2)	<p><b>General Plan Issues Committee &amp; City Council Direction:</b> Analyze to amend from residential to employment land use or higher density residential.</p> <p><b>Proposal:</b> <b>Land Uses:</b> Commercial / Medical office or Residential; up to 12 du / acre (maximum 50 units).</p> <p><b>Design Goals:</b> High quality architecture and landscaping.</p> <p><b>Floor Area Ratio: 0.25 - 1.0</b></p>

**ATTACHMENT 3  
(Continued)**

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AREA	Approx. Acres	Current GP Designation(s)	Proposed GP Designation(s)	Proposed Course of Study
SG-3 {also includes former Area PN-2 (Urban Village) previously reviewed by the General Plan Issues Committee}  (Exhibit #11 On-Line)	331 acres 491 parcels	General Commercial: (GC), Office: (O)	Retain General Commercial (GC) and Office (O) Designations, amend EVP Area Plan to include Office area with residential village overlay	<p><b>General Plan Issues Committee &amp; City Council Direction:</b>            Include a General Plan implementation program establishing incentives for attracting and concentrating educational facilities and bolstering retail and office employment uses based on proximity to services and similar uses. Area in the vicinity of Ash Street &amp; Valley Parkway would be analyzed as a potential "urban village" allowing Mixed-Use Residential / Small Retail / Office uses. In Area SG-3, Residential development would be prohibited outside the proposed "urban village" area in order to preserve retail, office, and educational character.</p> <p><b>Proposal:</b>  <b>Land Uses:</b>            Retail, commercial / med. office, professional / personal services, education</p> <p><b>Design Goals:</b>            High quality architecture and landscaping, pedestrian friendly, access to transit and urban trails (24-45 du/acre in Urban Village Area)</p> <p><b>Area Plan Targets:</b>            Establish a residential "urban village" overlay along Ash, between Washington Avenue, Grand Avenue, Cedar and Ohio. The EIR would evaluate the 400 dwelling units currently permitted in the entire Area SG-3 (for which no applications have been submitted) to be clustered in the proposed "urban village" with options of adding 0, 200, and 500 more dwelling units. Strengthen connection of the entire area to the Escondido Creek Channel Trail, Washington Park and Downtown.</p> <p><b>Floor Area Ratio: 0.25 - 1.25</b></p>
SG-4 (Exhibit #12 On-Line)	80 acres 278 parcels	General Commercial: (GC) Urban IV: (U4)	Retain current General Commercial (GC) and amend existing SEB Area Plan, Retain current Urban IV (U4) Designation	<p><b>General Plan Issues Committee &amp; City Council Direction:</b>            Include a General Plan implementation program bolstering this area for retail and office uses and prohibiting residential mixed use along Escondido Blvd, Fifth Avenue and Ninth Avenue, between 6<sup>th</sup> and 13<sup>th</sup> Avenues. Urban IV densities in this Area would be retained.</p> <p><b>Proposal:</b>  <b>Land Uses:</b>            Retail, multi-family, commercial office, professional services, etc.</p> <p><b>Design Goals:</b>            High quality architecture and landscaping, pedestrian friendly, access to transit and urban trails.</p> <p><b>Area Plan Targets:</b>            Prohibit mixed-use residential, strengthen transit connections, ensure compatibility with adjacent residential, enhance housing stock in Urban IV area.</p> <p><b>Floor Area Ratio: 0.5 - 1.25</b></p>

**ATTACHMENT 3  
(Continued)**

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AREA	Approx. Acres	Current GP Designation(s)	Proposed GP Designation(s)	Proposed Course of Study
SG-5 (Exhibit #13 On-Line)	112 acres 251 parcels	General Commercial: (GC) Urban II: (U2) Urban III: (U3) Urban IV: (U4)	Retain current General Commercial (GC) and amend existing SEB Area Plan Retain current Urban Designations	<p><b>General Plan Issues Committee &amp; City Council Direction:</b> Analyze as a secondary node for Mixed-Use Retail / Office / Residential node based on proximity to services. This area would be considered as a secondary receptor for future population growth.</p> <p><b>Proposal:</b> <b>Land Uses:</b> Retail, multi-family, commercial office, professional services, etc.</p> <p><b>Design Goals:</b> High quality architecture and landscaping, pedestrian friendly, access to transit and urban trails (70+ du/acre).</p> <p><b>Area Plan Targets:</b> Encourage residential, strengthen transit connections, ensure compatibility with adjacent residential, enhance housing stock. The EIR would evaluate the 400 dwelling units currently permitted in SG-4 and SG-5 (of which 220 exist or are approved) to be clustered in the SG-5 Area with options of adding 400, 500, and 675 more dwelling units.</p> <p><b>Floor Area Ratio:</b> 0.5 - 1.50</p>
SG-6 (Exhibit #14 On-Line)	55 acres 247 parcels	General Commercial: (GC) Urban III: (U3)	Retain current General Commercial (GC) and amend existing SEB Area Plan Retain current Urban Designation	<p><b>General Plan Issues Committee &amp; City Council Direction:</b> Analyze as a node for Mixed-Use Retail / Office / Residential node based on proximity to services and gateway location. This area would be a receptor for future population growth.</p> <p><b>Proposal:</b> <b>Land Uses:</b> Retail, mixed multi-family &amp; commercial office, professional services, etc.</p> <p><b>Design Goals:</b> High quality architecture and landscaping, pedestrian friendly, access to transit and urban trails (70+ du/acre).</p> <p><b>Area Plan Targets:</b> Encourage residential, strengthen transit connections, ensure compatibility with adjacent residential, enhance housing stock. The EIR would evaluate the 400 dwelling units currently permitted in SG-6 (of which 115 exist or are approved) with options of adding 400, 500, and 675 more dwelling units.</p> <p><b>Floor Area Ratio:</b> 0.5 - 1.25</p>
SG-7 (Exhibit #15 On-Line)	77 acres 8 parcels	Planned Commercial: (PC)	Planned Commercial / Mixed Use (PD/MU)	<p><b>General Plan Issues Committee &amp; City Council Direction:</b> Analyze to integrate residential and employment opportunities with existing and planned transit.</p> <p><b>Proposal:</b> <b>Land Uses:</b> Retail, commercial office, professional services, entertainment. No residential is currently permitted, the EIR would evaluate adding a maximum of 250 dwelling units.</p> <p><b>Design Goals:</b> High quality architecture and landscaping, pedestrian friendly, access to transit and urban trail</p> <p><b>Floor Area Ratio:</b> 0.5 - 1.25</p>

**ATTACHMENT 3  
(Continued)**

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<p>SG-1  (Exhibit #16 On-Line)</p>	<p>457 acres 852 parcels</p>	<p>Specific Planning Area: (SPA), General Commercial: (GC), Office: (O)</p>	<p>Specific Planning Area: (SPA)</p>	<p><b>General Plan Issues Committee &amp; City Council Direction:</b> Analyze as a primary node for Mixed-Use Retail / Office / Residential node. Expand SPA boundary to include all of the Mercado area, areas north of Washington Avenue, south of Fifth Avenue and east of Palomar Hospital consistent with Interim Downtown Specific Plan in addition to evaluating provisions of the Interim Downtown Specific Plan to implement the buildout vision. Consider this area as the primary receptor for additional population growth and focus it around an expanded Grape Day Park.</p> <hr/> <p><b>Proposal:</b> <b>Land Uses:</b> Retail, mixed multi-family (45-90+du/acre), commercial office, professional and personal services. The EIR would evaluate the 2,000 dwelling units currently permitted in SG-1 (of which 1,640 exist or are approved) with options of adding 1,350, 2,500, and 3,275 more dwelling units.</p> <p><b>Design Goals:</b> Compact, walkable downtown, high quality architecture and landscaping, pedestrian friendly, access to transit and urban trail, taller structures sited around Grape Day Park, along Valley Pky, Second Ave, and Escondido Blvd.</p> <p><b>Floor Area Ratio:</b> 0.75 - 2.50+</p>
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