

GENERAL PLAN UPDATE ISSUES MEETING

January 7, 2010

City Hall Mitchell Room

6:00 pm – 9:00 pm

WELCOME!

- **Introductory Comments**
- **Continued Review of Quality of Life Standards, Growth Management, Mobility, Proposition S Recommended Policy Direction**
- **Additional Committee Discussion Topics**



PARKS / OPENSOURCE

The city shall provide a minimum of 5.9 acres of developed active neighborhood and community parks per 1,000 dwelling units in addition to 5.9 acres of passive park land and/or open space for habitat preservation and additional recreational opportunities totaling 11.8 active and passive acres per 1,000 dwelling units. Priority shall be given to acquiring and developing neighborhood parks in urban areas with the greatest need. School playground areas may be included as park acreage, provided, however, that neighborhood park amenities and facilities are provided and open to the public as determined by the city council. Prior to buildout, the city shall provide a minimum of two (2) community centers and other specialized recreation facilities shall be incorporated into area-wide community facility plans.

PARKS / OPEN SPACE STATUS

- City meets or exceeds Parks / Open Space QOL Standard
- **Facility Totals:**
 - 265.6 Community Park acres
 - 31.4 Neighborhood Park acres
 - 297.0 Total Park acres**
(20.2 acres over QOL Standard)
 - 4,808.0 Total Open Space acres**
(4,437 acres over QOL Standard)
 - 1 Community Center**
(Meets QOL Standard)
- Adopted Parks, Trails & Open Space Master Plan further refines park requirements and recommends 29.5 acres of additional Neighborhood Parks.
- QOL Standard may warrant amending to address athletic facilities and golf courses.



PARKS QOL Recommendation

- Modify QOL language to create an Urban Park Standard that would include the expansion of Grape Day Park and supplemental public recreational facilities that are not developed in a park setting (i.e. exercise courses, walking paths, public plazas, promenades, River Walk, dog parks, etc.).

Unanimously endorsed by
Committee on 12/17/09



Current General Plan Policy

- The City shall endeavor to maintain joint-use agreement with the Escondido school districts which enable the City to use these facilities for recreational activities for the general public when the school is not in session.



- Recommendation:
Incorporate new language to work with School Districts to expand availability and maximize joint use opportunities when negotiating city / school improvements

Current General Plan Policy

- Any park or recreation facility constructed as part of a private development, and intended solely for use by residents of the development, is not considered a public park.
- *Note: Ordinances prescribe private open space standards within each zone. Open space areas and amenities in Planned Developments are approved on a case-specific basis.*
- Recommendation:
- Incorporate policy language encouraging clustering open space within private development into functional areas, and/or connect private open space with public facilities to maximize recreational opportunities.



AIR QUALITY

Implement feasible measures within the jurisdiction of the city to meet standards established by State and Federal laws regulating air quality including but not limited to, the reduction of the number of vehicular miles traveled, supporting public transportation, participating in the development of park and ride facilities, coordinating land use approvals and occupancies with the air pollution control district regulations, increasing landscaping standards and promoting landscaping programs, and encouraging non-polluting alternative energy systems.

AIR QUALITY STATUS

(Per Latest APCD Annual Report)

■ Ozone

- Meets Fed & State 1-hour ozone standards and Fed 8-hour standard
- Does not meet State 8 hour standard

■ Nitrogen Dioxide & Carbon Monoxide

- Meets all standards

■ PM₁₀

- Does not meet state standard
- Meets annual Fed standard

■ PM_{2.5}

- Meets State/Fed annual standards
- Does not meet Fed 24 hour standard

- City maintains local air quality environmental thresholds (Article 47).
- Overall air quality improved despite increase in vehicle miles traveled.
- Increase in transit use.
- Bike path miles increased.
- Park and Ride facilities unchanged since 1999.

AIR QUALITY QOL Recommendation

- Incorporate language that addresses compliance with regional Green House Gas / CO₂ equivalents consistent with AB 32 and SB 375. rather than attempting to address State and Federal standards dealing with a large air basin that extends beyond the General Plan boundaries. Such measures would be developed in a future Climate Action Plan coordinated with the General Plan Update and is anticipated to address:
 - accommodating facilities for alternative fuel vehicles
 - facilitating transit
 - promoting local agriculture
 - maintaining and updating the city's traffic signal synchronization plan



LIBRARY

The public library system shall maintain a stock and staffing to meet the minimum standards set by the American Library Association of three (3) volumes per capita, which for quality of life standards shall be measured as 8 items per dwelling unit. The city shall provide appropriate library facilities with a minimum of 1.6 square feet of library facility floor area per dwelling unit of the city of Escondido prior to buildout of the General Plan.

LIBRARY STATUS

- **Library QOL deficiencies in 2007:**

 - 24,625 volumes deficient

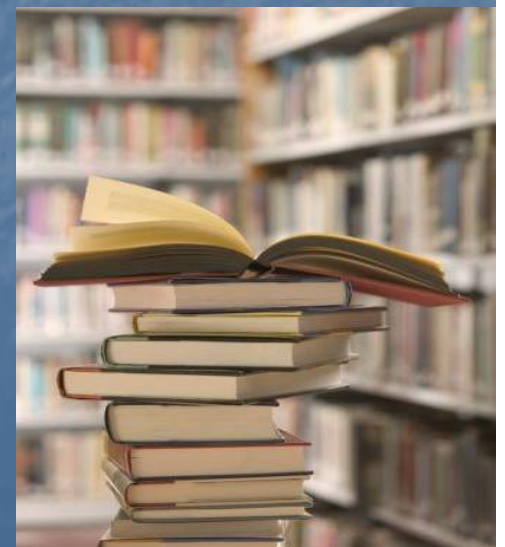
 - 16,188 sq. ft. deficient

 - 3 full time librarians deficient

- **Area where Library met/ exceeded current QOL standards in 2007:**

 - 3 support staff in excess

- Updated community needs and changing technology warrant amending some Library QOL Standards.



LIBRARY QOL Recommendation

- Modify current QOL language based on:
 - Technological changes in information access & delivery.
 - Trends in patronage, staffing and space needs.
- *Eliminate polices referencing driving distances to libraries to determine branch facilities.*
- *Maintain flexibility for satisfying space needs with a combination of branch libraries and/or a main facility.*



ECONOMIC PROSPERITY

The city shall increase Escondido's median household income and per capita wage compared to the region by actively recruiting new businesses and expanding existing businesses that increase employment densities and retain skilled workers whose wage exceeds that of workers who earn a wage comparable to the San Diego region's median household income, and bring new dollars into the local economy.

ECONOMIC PROSPERITY STATUS

- Escondido's median household income lags behind region
 - \$62,396 (City)
 - \$68,388 (Region)
- Businesses currently active that opened 1/1/03 thru 12/31/07
 - 584 Industrial
 - 3,798 Commercial
 - Business License Fees have dropped \$125,600 between FY '05 and '08
- City has assisted 28 businesses either expanding or locating in the City's Business Enhancement Zone since 2000 through the application of various incentives.
- Other Services Include:
 - Site Locating
 - Businesses Assistance Teams
 - Educational Seminars
 - Marketing
 - Job Fairs



ECONOMIC QOL Recommendation

- Supplement Economic QOL Standard with a separate comprehensive Economic Element in the General Plan to:
 - Provide direction concerning future economic growth of the community.
 - Direct the community's future economic growth and performance.
 - Define an economic strategy necessary to ensure competitiveness within the region.



Circulation & Mobility Needs

Committee Discussion Issues:

NCTD Rail Extension

Committee Discussion Issue #9:

ISSUE FOR DISCUSSION:

- Whether the extension of rail to the Westfield's Shopping Town should be studied for inclusion in the Circulation Element.



RECOMMENDATION:

- Study rail extension to Westfield's to coordinate with Regional Transportation Plan.
- Supplement Circulation Element policies to incorporate rail & bus rapid transit facilities and associated station amenities along the route and at Westfield's.

California High Speed Rail

Committee Discussion Issue #10:

ISSUE FOR DISCUSSION:

- Whether land use changes around the potential High Speed Rail should be deferred until more details are known.



RECOMMENDATION:

- Include language calling for monitoring and coordinating rail efforts; refine General Plan polices to identify appropriate land uses around transit stations that promote Escondido as a destination for employment and entertainment rather than for development of large-scale parking facilities.
- Do not make land use changes at this time in anticipation of future alignment or station locations.

Municipal Services & Growth Management Policies

Committee Discussion Issues

Growth Management Objective

- Schedule and construct necessary facility improvements concurrent with growth
- Manage short-term gaps of service between facility improvements
- Ensure fees are in place to off-set impacts from new development.
- Implementation Techniques:
 - Local CEQA Thresholds
 - Critical Infrastructure Deficiency Areas
 - Facility Master Plans
 - Capital Improvement Programs
 - Citywide Master Plans



GROWTH MANAGEMENT

Committee Discussion Issue #6:

ISSUE FOR DISCUSSION:

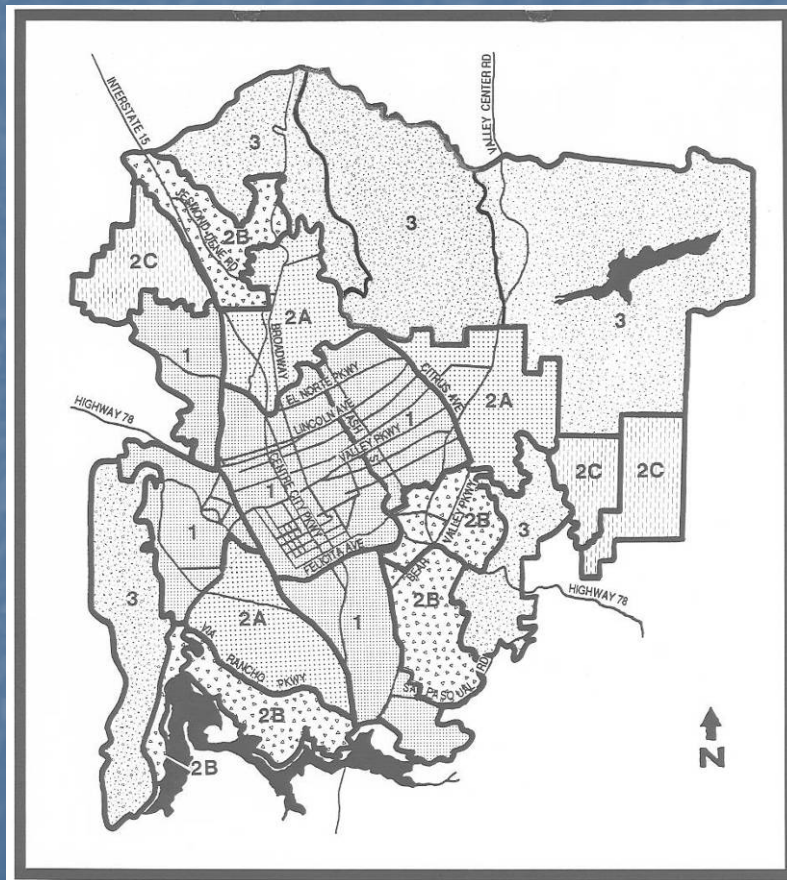
- Whether the General Plan's growth management system should ensure minimum service levels are maintained but provide for some level of development to proceed even to the extent that some, non-critical, infrastructure deficiencies exist.



GROWTH MANAGEMENT

Committee Discussion Issue #6:

RECOMMENDATION:



- Reevaluate the Growth Management to address the following:
 - Simplifying existing “tier” system by replacing with policies calling for a more functional application identifying deficiencies in specific geographic areas.
 - Incorporating policies relating development approvals / permits to remaining capacities.
 - Incorporating policies providing guidance for when and how critical deficiency areas should be established.
 - Maintaining policies allowing projects to advance in deficiency areas subject to Development Agreements that correct deficiencies.

WATER SUPPLY

Committee Discussion Issue #7:

ISSUE FOR DISCUSSION:

- Whether in light of the issues with long-term water supply, the General Plan Update should establish some water use parameters to constrain planning efforts. One example would be to stay within the water use projections of the current General Plan.

RECOMMENDATION:

- The previously recommended 540 GPD Quality of Life Standard would serve as a maximum. The Water Master Plan would be the tool for establishing water use parameters that do not exceed the QOL Standard.
- Ensure that the mix of land uses coupled with reasonable conservation measures stay within our forecasted water-need envelope identified in the Water Service Analysis.



Proposition "S"

- Approved by voters in 1998.
- Establishes thresholds for placing General Plan Amendments (GPAs) on the ballot for voter consideration.
- Since 2000 election, 10 GPA Propositions have been placed on the ballot under Prop "S";
 - One Proposition proposed to facilitate resident ownership in mobile home parks (passed)
 - Nine Propositions proposed to amend the General Plan designation for 18 properties (one passed involving 3 properties, eight failed)



Proposition "S"

Committee Discussion Topic #5

ISSUE FOR DISCUSSION:

- Whether Proposition "S" should be eliminated in its entirety concurrently with the General Plan Update.



OPTIONS:

- Place on ballot as a separate item.
- Link Prop "S" to the vote on the General Plan.
- Do not place an item on the Ballot pertaining to Prop "S".

Additional Topics Requested for Committee Discussion

- Status of Specific Planning Areas
- Density reductions in outlying areas in exchange for increasing Smart Growth Densities
- Annexation Policies
- Clustering Policies
- Smart Growth in relation to setbacks, open space, and recreational amenities

Specific Planning Areas

- Recommendation

All Specific Planning Areas will be reviewed and updated to reflect their current status, including but not limited to:

- SPAs #1, 3, 6 should reflect buildout
- SPA #7, 11 are designated as open space

Density Reductions in Outlying Areas in Exchange for Increasing Smart Growth Densities

- Recommendation
- Smart Growth areas should be evaluated for feasible and desirable density increases without regard to any potential density reductions elsewhere in the General Plan

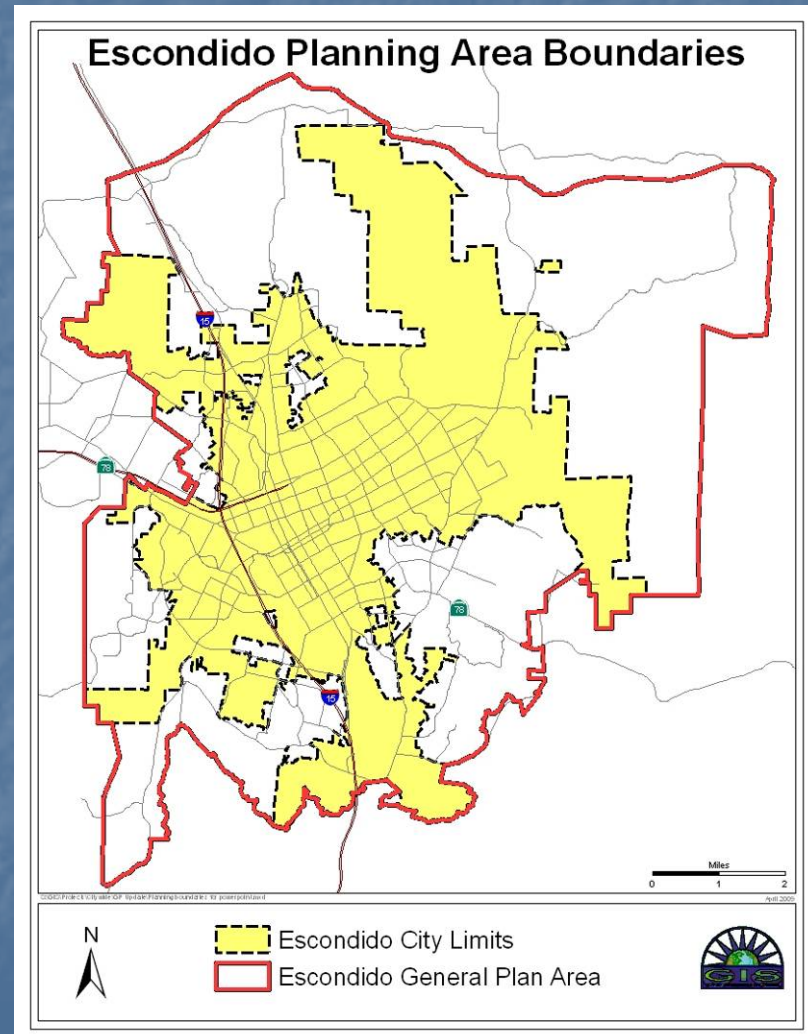
Annexation Policies

Highlights:

- The City will not actively seek to annex unincorporated lands
- Infrastructure deficiencies in unincorporated areas are financed by property owners
- Municipal services shall not be provided to unincorporated areas unless city is reimbursed for services

Recommendation:

- Amend policies promoting the orderly expansion of Escondido's corporate boundaries to facilitate efficient municipal services.



Clustering Policies

Highlights:

- Minimum lot size standards established
- Clustering is not intended to maximize density or yield
- Lot widths, building separations and unit bulk consistent with zoning policies
- Minimum 50 percent of all residential lots must back up to open space areas
- Clustering shall not have an adverse visual impact or significantly change the character of surrounding area

Recommendation:

Clarify language pertaining to maximizing the density or yield of clustered projects, lot widths, building separations, and unit bulk

Smart Growth Policies in Relation to Setbacks, Open Space, and Recreational Amenities

- Incorporate policy language encouraging clustering open space within private development into functional areas, and/or connect private open space with public facilities to maximize recreational opportunities.
- Issues related to setbacks should be resolved with design guidelines and specific project conditions.