

June 16, 2010

STUDY AREA #6

Mr. Jay Petrek
City of Escondido
Planning Department
201 North Broadway
Escondido, CA 92025

SUBJECT: Update to the Escondido General Plan – Area EL-6

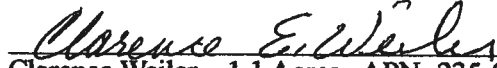
Dear Mr. Petrek,

As a part of the efforts put forth by the City of Escondido's Planning Department and the General Plan Issues Committee, this letter is intended to affirm that several property owners located in Area EL-6 (map attached) support the City of Escondido conducting further analysis into a potential land use designation change for this area.

Area EL-6 is generally located south of the ERTC near the extension of Citracado Parkway. There is a predominance of land that is currently occupied by single family dwellings on large lots ranging from 1.1 acres up to 17.7 acres.


Below is a list of property owners, the assessor parcel numbers of their properties, and their signatures indicating that we support further review of Area EL-6. During the review process, we would like to be fully informed of the city's position and to have the opportunity to provide our questions and concerns well in advance of any land use designation decision.

At this time, we are not in full agreement of a land use change to include our property as a part of Planning Area 8 of the ERTC Specific Plan, but support further review of this area.


Clarence Weiler – 1.1 Acres APN- 235-032-03


Stan Weiler – 4.43 Acres APN- 235-040-37 & 38


Mark Weiler – 3.82 Acres APN- 235-032-02


Joe and Robbie Benson – 1.06 Acres APN – 235-040-35

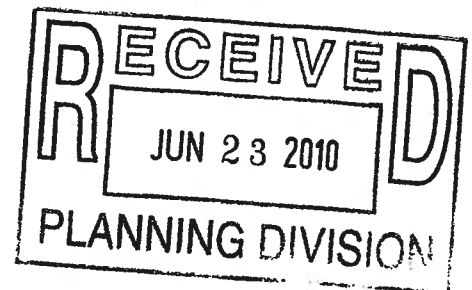

Ann Sheppard – 3.44 Acres APN- 235-032-01

James Burlleigh – 12.36 Acres APN- 235-040-04

If you have any questions, please feel free to contact me at 760.801.4678.

Sincerely,


Stan Weiler





STUDY AREA #7
PRAIRIE SCHWARTZ HEIDEL, LLP

WWW.PSHLAWYERS.COM

TIMOTHY K. GARFIELD
LYNNE L. HEIDEL
LAUREL LEE HYDE
ROBIN M. MUNRO
MICHAEL W. PRAIRIE
WILLIAM J. SCHWARTZ, JR.
KEVIN P. SULLIVAN

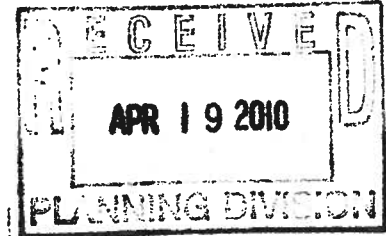
ASSOCIATED COUNSEL:
OMAR T. PASSONS

WRITER'S EMAIL:
KSULLIVAN@PSHLAWYERS.COM

April 16, 2010

Via Email (jpetrek@escondido.org) and Regular Mail

Mr. Jay Petrek
Senior Planner
City of Escondido
Planning Division
City Hall, First Floor
201 North Broadway
Escondido, CA 92025



Re: General Plan Amendment Request; 7-Acre Property Located At The Northeast Corner Of Miller Avenue and Citricado Parkway.

Dear Mr. Petrek:

Our firm represent the Butler Family Trust ("Trust") regarding its approximately 7-acre real property located at the northeast corner of Miller Avenue and Citricado Parkway (APNs 236-360-15 and 236-360-32)(the "Property.") This letter requests that the City of Escondido include a General Plan Amendment request regarding the Property as part of the City's pending General Plan Update process and related studies.

The Property currently has a General Plan designation of Suburban.

As part of its pending General Plan Update, the Trust requests that the City study an amendment to the General Plan designation for the Property from Suburban to Planned Commercial. The Trust would seek ultimately to develop a Planned Commercial (or some comparable revised/new General Plan category) use on the Property that would allow both (a) commercial and/or medical offices on the first 2 or so floors of a building, and (b) workforce housing on the top 1 or 2 floors of the building.

Considering that the new Palomar Pomerado Hospital will soon be operational on the western end of Citricado Parkway, and an extension to Citricado Parkway is planned to link the Property to the Hospital, the mixed commercial office/medical office and workforce housing uses would be consistent with the future land uses to be developed along portions of that main road.

The requested consideration and study of such a General Plan Amendment (to Planned Commercial) for the Property would further the City's policy of creating new employment lands within Escondido. The Property is well-suited for such an employment land use given its

April 16, 2010

Page 2

location at the interchange of I-15 and Citricado Parkway. The new General Plan designation for the Property would also fill a need to provide workforce housing proximate to the residents' workplaces.

Alternatively, if the Planned Commercial designation with mixed commercial office/medical office and workforce housing uses is not seen as appropriate for the area, then the Trust requests that the City study a General Plan Amendment for the Property from Suburban to Commercial Office. Such a change would also further the City's policy to create new employment lands in Escondido.

The Trust asks that this letter be presented to the City Council at its upcoming meeting regarding the General Plan Update. The Trust also asks that the City include the requested General Plan Amendments for the Property -- to either Planned Commercial or Commercial Office -- as part of the studies and analyses to be performed relating to the City's General Plan Update.

Thank you for your consideration of this letter. Please contact me if you have any questions about this matter.

Sincerely,


Kevin P. Sullivan, Partner

Copy: Mr. Gary Lockard (via email)

May 10, 2010

STUDY AREA #7

Jay Petrek
Senior Planner
City of Escondido
City Hall

Re: **General Plan Amendment Request and Inclusion of $\frac{3}{4}$ Acre Parcel (APN: 236-360-31 Corner of Citricado and Miller) in Scope of Evaluation**

Dear Mr. Patrek:

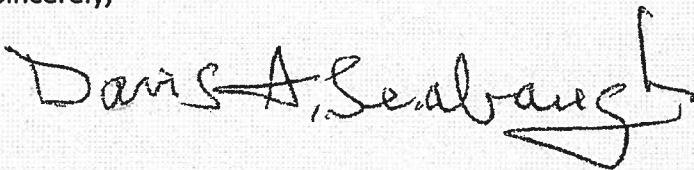
Thank you for the time that you spent on the telephone today discussing the current Planning Department efforts to identify parcels to target for rezoning to Employment Lands as part of the General Plan update.

I called you today to better understand of the efforts of your group and the participation that may be required of us as land owners in the area of study.

At your suggestion this letter serves as a formal request to include the $\frac{3}{4}$ acre parcel (APN: 236-360-31 Corner of Citricado and Miller) in the evaluation study related to the pending General Plan Amendment.

Thank you for your consideration of this letter.

Sincerely,



Davis A. Seabaugh
Owner APN: 236-360-31
705 Poppy
Corona del Mar, CA 92625
seabaugh@pacbell.net

STUDY AREA # 9

**LOUNSBERY FERGUSON
ALTONA & PEAK LLP**

ATTORNEYS AT LAW

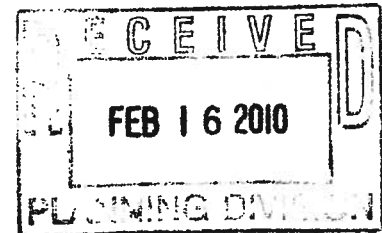
960 Canterbury Place, Suite 300
Escondido, California 92025-3870
Telephone (760) 743-1201
Facsimile (760) 743-9926
www.LFAP.com

OF COUNSEL:
GARTH O. REID

SPECIAL COUNSEL:
JOHN W. WITT

February 10, 2010

Jay Petrek, Senior Planner
City of Escondido Planning Department
201 N. Broadway
Escondido, CA 92025



Jonathan Brindle, AICP
Planning Director
Escondido Planning Department
201 North Broadway
Escondido, CA 92025

Re: Escondido General Plan Update
Smart Growth and Economic Development Opportunity Area

Dear Messrs. Petrek and Brindle:

This firm represents Apartment Investment and Management Company (AIMCO) with respect to its two properties in Escondido, Hidden Cove I at 910 Del Dios Hwy and Hidden Cove II at 1575 Tanglewood Lane (previously "The Acres").

AIMCO proposes that the triangular area bounded by Eleventh Avenue on the south, Valley Parkway on the west, and I-15 on the east (see attached map) be evaluated as a Smart Growth Opportunity Area and as an area for future economic development as part of Escondido's General Plan Update.

AIMCO believes that the existing combination of high density housing, intense commercial activity, and convenient transportation in this area (hereinafter referred to as the "Ninth Avenue Triangle") meets the criteria for designation as a "Smart Growth" areas. AIMCO also believes its proposal is consistent with the recommendation of Citizens Issue Committee that the I-15 corridor be studied for Smart Growth and economic development opportunities,

Jay Petrek, Senior Planner
 Jonathan Brindle, AICP
 February 10, 2010
 Page 2

NINTH AVENUE TRIANGLE DESCRIPTION:

Since the completion of I-15, the past two decades have seen the transformation of the Triangle from low density residential to a transitional area in which there is intense commercial in the north and east, intense residential along Ninth Avenue, and lower density residential in the south.

Residential Component

Within the Triangle there are now approximately 979 residential units, including apartments, condominiums, mobile home park spaces and single family units.

The Hidden Cove properties are improved with apartment buildings, offering one-bedroom and two-bedroom units:

	<u>Hidden Cove I</u>	<u>Hidden Cove II</u>
Parcel Number:	235-090-40-00	235-090-38-00
Address:	910 Del Dios Hwy	1575 Tanglewood Lane
Acreage:	8.24	13.79
Zoning:	PD-R 22	PD-R 11.5
Land Use:	Multi-family Residential 334 units 26, 2-story buildings	Multi-family Residential 118 units 15, 2-story buildings
General Plan:	U4	U2
Zoning Code:	Heavy Multiple Residential (R-4)	Light Multiple Residential (R-2)
Special District:	Felicita/ Tier 2 A	Felicita/ Tier 2A
Existing Density:	22 dwelling units/ acre	11.5 dwelling units/ acre
Allowed Density:	24 dwelling units/ acre	12 dwelling units/ acre
Restrictions:	Residential	Residential

The residential densities of the Hidden Cove properties are mirrored in the other projects along Ninth Avenue from Del Dios Road to Valley Parkway, including Archstone Apartments (approximately 264 one and two bedroom units)¹ and The Nines Town Homes (22 two bedroom townhomes).

South of Ninth Avenue to Eleventh is a mixture of condominiums, apartments and single family dwellings, including Ponderosa Mobilehome Park (104 spaces); the Diamond Pointe Apartments (23 three bedroom units); Jackson Pendo town home condominiums (42 units); Pepper Tree

¹ The City of Escondido has approved a 264 unit condominium-conversion for this property by Archstone-Smith (Tract 913).

Jay Petrek, Senior Planner
Jonathan Brindle, AICP
February 10, 2010
Page 3

Luxury Apartments (28 two and three bedroom units)²; and, approximately a dozen single-family homes. South of Ninth Avenue, there are also a number of vacant lots.

On Tanglewood Lane, east of Hidden Coves II, there is a condominium complex (Camden Cove with 24 two-bedroom units) and single-family homes. All residential units are within walking distance of Del Dios Middle School and the commercial, retail and employment centers north of Ninth Avenue.

Commercial Component

Within the Triangle there are now approximately 25 retail and wholesale trade businesses, including Target, Toys R Us, and the new Lexus dealership; and, 23 service businesses, including food, telecommunications, financial, medical, and beauty salons. As evidenced by the recent opening of the Lexus dealership on Ninth, the commercial transformation of the Triangle is ongoing. Immediately adjacent to the west are additional businesses, including Home Depot, Albertsons, Staples and the Sports Authority.

The existing mixture of commercial, high-density residential and transit corridors make the Ninth Avenue Triangle ideal for Smart Growth and mixed-use opportunities. Recent development trends suggest that commercial development should be encouraged along the Ninth Avenue frontage while residential density is increased between Ninth Avenue and Eleventh Avenue. Further, consideration should be given to linking the three major dealerships in the southern portion of the Triangle with the existing Auto Park on the northern boundary of the Triangle.

SAN DIEGO ASSOCIATION OF GOVERNMENTS ("SANDAG") SMART GROWTH AREAS:

The San Diego Regional Comprehensive Plan identifies seven categories of Smart Growth and establishes land use and transportation targets for each of these areas.

² The City of Escondido has approved a 28 unit condominium-conversion for this property by Stu Wilson (Tract 945).

Jay Petrek, Senior Planner
Jonathan Brindle, AICP
February 10, 2010
Page 4

Land Use and Transportation Targets:

<u>Smart Growth</u> <u>Place Type</u>	<u>Minimum</u> <u>Residential</u> <u>Target</u>	<u>Minimum</u> <u>Employment</u> <u>Target</u>	<u>Minimum Transit Service</u> <u>Characteristics</u> ³
1. Metropolitan Center	75 du/ac	80 emp/ac	Regional Services
2. Urban Center	40 du/ac	50 emp/ac	Light Rail/ Rapid Bus
3. Town Center	20 du/ac	30 emp/ac	Light Rail/ Rapid Bus*
4. Community Center	20 du/ac	N/A	High Frequency Local Bus
5. Rural Village	10.9 du/ac	N/A	N/A
6. Special Use Center	Optional	45 emp/ac	Light Rail/ Rapid Bus
7. Mixed-Use Transit Corridor	25 du/ac	N/A	High Frequency Local Bus

SANDAG has designated eight Smart Growth Areas in Escondido (see attached map). Three are “existing” and five are “potential” as they require a change in land use. The three existing Smart Growth Areas are: (1) Town Center planned for the Valley Parkway at the Escondido Transit Center; (2) Mixed-use transit corridor planned for the Mission Road area, east of I-15; (3) Special use center planned for the Nordahl Sprinter Station at the southwest corner of Mission Avenue and Nordahl Road, west of I-15.

The five potential Smart Growth Areas include: (1) a Mixed-Use Transit Corridor along East Valley Parkway; (2) a Mixed-Use Transit Corridor along south Escondido Boulevard; (3) a Community Center around Felicita Avenue and Center City Parkway; (4) a Community Center around Citracado Parkway and Center City Parkway; and, (5) a Community Center around North County Fair.

Ninth Avenue Triangle Qualifications

The Triangle currently meets the housing density, employment targets and transit service thresholds necessary to be designated as an “existing” Town Center Smart Growth Area.

³ Regional = Designed for longer distance trips with stations spacing every 4-5 miles on average (e.g., commuter rail such as the Coaster, future freeway-based Bus Rapid Transit (BRT) routes).

Light Rail/ Rapid Transit = Designed for medium distance trips with station spacing about every mile on average (e.g., Trolley and Sprinter services, future arterial based “rapid transit” routes)

Light Rail/ Rapid Transit* = In Town Centers, areas can be connected to light rail and rapid bus services by a five minute local transit connection or shuttle service.

High Frequency Local Bus = Designed for shorter-distance trips with frequent stops (e.g. current local bus services)

Jay Petrek, Senior Planner
Jonathan Brindle, AICP
February 10, 2010
Page 5

The Triangle is served by a bus stop on West Valley Parkway and Ninth Avenue, with service by a bus that stops at least once an hour going eastbound (to Escondido Transit Center) and going westbound (to Solana Beach). This bus does not transfer directly to the Sprinter (a light rail system that travels east-west along highway 78) but does stop/ start at stations that do transfer to the Sprinter and stops at the Escondido Transit Center (1.4 miles or 4 minutes away). In addition, there is another bus stop just outside of the Triangle at Auto Parkway and Hale Avenue. This bus also stops once an hour heading westbound to Palomar College Transit Center and eastbound to the Escondido Transit Center. This bus stops at Nordahl road and the Sprinter Station at California State University San Marcos.

Given the proximity of the bus stop on West Valley Parkway to a connection to the Sprinter, the Triangle currently meets the criteria for Light Rail/ Rapid Transit, required for a Town Center Smart Growth Area.

With appropriate land use changes as part of the Escondido General Plan update, the area could also qualify for several of the other place types, such as Urban Center, Town Center, Special Use Center or Mixed Use Transit Corridor.

Hidden Cove Properties Qualifications

Hidden Coves I has a General Plan designation of U4 which allows up to 24 dwelling units per acre; Hidden Coves II has a General Plan designation of U2 allowing a maximum density of 12 du/ acre. Increasing the density of these properties is appropriate since they are along transit routes, adjacent to major and secondary thoroughfares, and near a school, shopping centers, entertainment areas and employment centers.

As currently zoned, The Hidden Cove properties do not meet the SANDAG employment targets. However, the Properties will support commercial or office uses along their Ninth Avenue frontage. If the land use is changed to mixed use, allowing commercial and office use on the Ninth Avenue frontage, the minimum employment targets would be independently attainable.

The Hidden Cove Properties are most closely served by the bus stop on West Valley Parkway and Ninth Avenue, and therefore include fixed-route local bus services and otherwise meet the definition for "High Frequency Local Bus", which does not require a specific number of buses or bus stops.

CONCLUSION

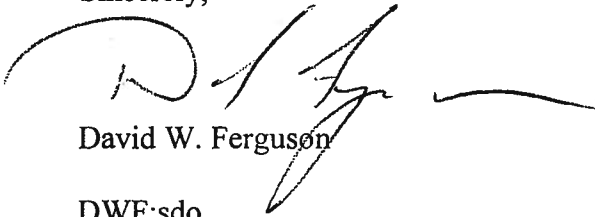
Except for the Nordahl Sprinter Station, all of the currently designated Smart Growth Areas in Escondido are east of I-15. Inclusion of the Ninth Avenue Triangle would provide a Smart Growth area in the critical I-15 corridor.

Jay Petrek, Senior Planner
Jonathan Brindle, AICP
February 10, 2010
Page 6

The designation would recognize, and take advantage of, the land use transition that has been naturally occurring in the Triangle for the past 20 years and which has already placed residences, schools, retail business, employment centers and transportation facilities within walking distance of each other. Further, the designation would promote the consolidation of the commercial growth west and north of Valley Parkway with the new commercial nexus at the intersection of Ninth and I-15. Finally, the designation would be compatible with surrounding residential and commercial land uses west of Valley Parkway and residential land uses south of Eleventh Avenue.

Thank you for your consideration of this proposal. Please feel free to contact me if you have any questions or desire further information.

Sincerely,

A handwritten signature in black ink, appearing to read 'D. W. Ferguson', with a long horizontal flourish extending to the right.

David W. Ferguson

DWF:sdo
Enclosures

Ninth Avenue Triangle



Existing Escondido Smart Growth Areas

