

Attachment 4  
City Council General Plan Update Comment Summary  
October 14, 2009

The City Council discussed the General Plan Update at its meeting on October 14, 2009. Following is a summary of comments expressed by each member.

***Mayor Pfeiler***

- The current plan focused outlying areas; the Update is important to address needs in the urban core.
- The update is not about Proposition “S,” but about creating a great vision for the community.
- More meetings will probably be needed to address the issues.
- The Committee will be an important resource for the Council; the public is welcome but if significant public involvement is desired at this time there should be a separate forum to include them.
- A focus should be about including quality jobs and enticing businesses to come to the community.
- The Plan should include policies with alternatives that could address a potential stadium.
- The Quality of Life Standards have a solid foundation but may need adjusting to meet future needs.
- South Escondido Boulevard, Transit Corridors, and Westfield Shopping Town are assets and should be areas where Smart Growth can be emphasized.
- The plan should address land uses around future High Speed Rail opportunities.

***Mayor Pro Tem Daniels***

- The Plan should ensure that Escondido’s job base is expanded.
- Quality of Life Standards should be evaluated in a robust manner regarding how our Public Works / Public Safety respond to the public’s needs.
- Use as many meetings as necessary to complete the update.
- It is important for the public to understand that this update will cast the City’s future.
- The Plan should not get embroiled in a political process but be focused on the City’s vision.

***Councilmember Abed***

- Allow as many meetings as needed to obtain adequate input.
- Create a General Plan to reflect Escondido’s vision for years to come.
- The motivation is not to “derail” Proposition “S;” if the community desires Prop “S” to continue they will have the opportunity to vote on the matter.
- There appears strong support for “quality development Smart Growth” in the urban core.
- Clustering appears to have support. Preservation of neighborhoods appears to depend on the character of the neighborhood, but historic preservation in general is supported where appropriate.
- There appears strong support for jobs, growth in the urban core and quality development.

***Councilmember Diaz***

- Focus on what people agree on rather polar opposite issues that could delay the review process.
- Ensure that the Plan includes water and sewer capacities available to serve future demand.
- Adequate lands for employment need to be address in the Update.
- Include policies encouraging the use of renewable energy.
- Policies encouraging “green” Building Codes should be included in the Update.
- Take the time needed to complete the update.
- Include community youth in the update process.

***Councilmember Waldron***

- Focus on key issues, be mindful of the timeline.
- Bring the Plan up-to-date with transportation, urban core, and technology issues that have recently come to light; don’t discard what has been accomplished, the current Plan shouldn’t need a complete overhaul.

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- Focus on the overall goals of what the community wants the City to be.
- Improve the urban core through quality revitalization.
- Identify policies and programs that have not worked in the past and look for solutions.
- Economic prosperity is important; the Plan should emphasize high-paying job creation.
- Employment lands should be expanded; existing commercial and employment lands need to be preserved. Attention should be given to the older industrial area near downtown.
- Older areas should be viewed as opportunities for high quality redevelopment.
- Look for redevelopment opportunities in the urban core and along transportation corridors.
- The Plan should not emphasize urban sprawl.
- The median income needs to be raised through the provision of additional quality employment areas.
- The infrastructure needs to meet our vision; capacity must be available for job growth.
- Municipal services and utility capacities should not be used as a control growth tool.
- Provide flexibility in planning through overlays in older areas to streamline processes.