

Chapter 3 Project Description, Location, and Environmental Setting

3.1 Introduction

The following section provides detailed information on the proposed project, which includes implementation of an update to the existing City of Escondido (City) General Plan, including the Housing Element (General Plan Update), implementation of an update to the existing City of Escondido Downtown Specific Plan (Downtown Specific Plan Update) and creation and implementation of an Escondido Climate Action Plan (E-CAP). Collectively, these three plans are referred to as the proposed project.

The General Plan is a statement of long-range public policy to guide the use of private and public lands within the City, the City's Sphere of Influence (SOI) and some areas adjacent to the City's SOI. The Downtown Specific Plan provides a comprehensive plan for land use, development regulations, development incentives, design guidelines and other related actions aimed at implementing the strategic goals for the downtown area as set forth in the General Plan goals and policies. The E-CAP establishes goals and policies to reduce greenhouse gas (GHG) emissions by incorporating environmental responsibility into the City's daily management of residential, commercial and industrial growth, education, energy and water use, air quality, transportation, waste reduction, economic development, and open space and natural habitats.

For purposes of CEQA, a complete project description must contain the following information: a) the precise location and boundaries of the proposed project, shown on a detailed map, along with a regional map of the project's location; b) a statement of the objectives sought by the proposed project, which should include the underlying purpose of the project; c) a general description of the project's technical, economic, and environmental characteristics; and, d) a statement briefly describing the intended uses of the EIR (CEQA Guidelines §15124). An adequate project description need not be exhaustive, but should supply the information necessary for the evaluation and review of the project's significant effects on the environment. This section provides the proposed project's objectives and environmental setting, in addition to detailed project information on the General Plan Update, Downtown Specific Plan Update and the E-CAP. Discretionary actions required to implement the proposed project are also discussed.

3.2 Project Objectives

Objectives for the proposed project are as follows:

1. Establish General Plan boundaries that allow for the planning of quality, managed and sustainable growth, while meeting the housing needs of existing and future residents during the General Plan's planning horizon (year 2035).
2. Maintain residential densities in outlying areas to accommodate growth, preserve and enhance existing neighborhoods, guide additional growth towards downtown and along key transportation corridors and improve circulation and safety for vehicles and pedestrians.
3. Maintain areas for high quality, diversified and employee-intensive industrial, retail, technology, manufacturing and service-oriented businesses that create and sustain a strong economic base and provide opportunities for the full employment of a diverse set of skills.
4. Create an economically viable urban downtown and urban core with exciting activities and unique land uses that attract local residents and tourists, such as retail, office, residential, entertainment and cultural uses.
5. Achieve a sustainable and integrated system of land use and transportation in the City in a manner that will:
 - a. Significantly decrease overall community consumption, specifically the consumption of non-local, non-renewable and non-recycled materials, water, and energy and fuels.
 - b. Within renewable limits, encourage the use of local, non-polluting, renewable and recycled resources (water, wind, solar and geothermal energy and material resources).
 - c. Create a multi-modal transportation system that minimizes and, where possible, eliminates pollution and motor vehicle congestion while ensuring safe mobility and access for all without compromising the ability to protect public health and safety.
 - d. Facilitate a reduction in automobile dependency in favor of affordable alternative, sustainable modes of travel.
 - e. Implement land use and transportation planning and policies to foster compact, mixed use projects, forming urban villages designed to maximize housing choices and encourage walking, bicycling and the use of existing and future public transit systems.
 - f. Encourage residents to recognize that they share the local ecosystem with other living things that warrant respect and responsible stewardship.
6. Provide a list of specific actions that will reduce GHG emissions, with the highest priority given to actions that provide the greatest reduction in GHG emissions and benefits to the community at the least cost, while establishing a qualified reduction plan from which future development within the City can tier.

3.3 Environmental Setting

According to Section 15125 of the CEQA Guidelines, an EIR must include a description of the existing physical environmental conditions in the vicinity of the proposed project to provide the "baseline

condition” against which project-related impacts are compared. Normally, the baseline condition is the physical condition that exists when the Notice of Preparation (NOP) is published. The NOP for the proposed project EIR was published on July 26, 2010. However, the CEQA Guidelines and applicable case law recognize that the date for establishing an environmental baseline cannot be rigid. Physical environmental conditions vary over a range of time periods; thus, the use of environmental baselines that differ from the date of the NOP is reasonable and appropriate when conducting the environmental analysis. The environmental topic sections rely on a variety of data to establish an applicable baseline. The environmental setting for each environmental issue is explained in the beginning of each section of Chapter 4 and in the corresponding technical reports. The following discussion provides a description of the proposed project’s location, setting and characteristics.

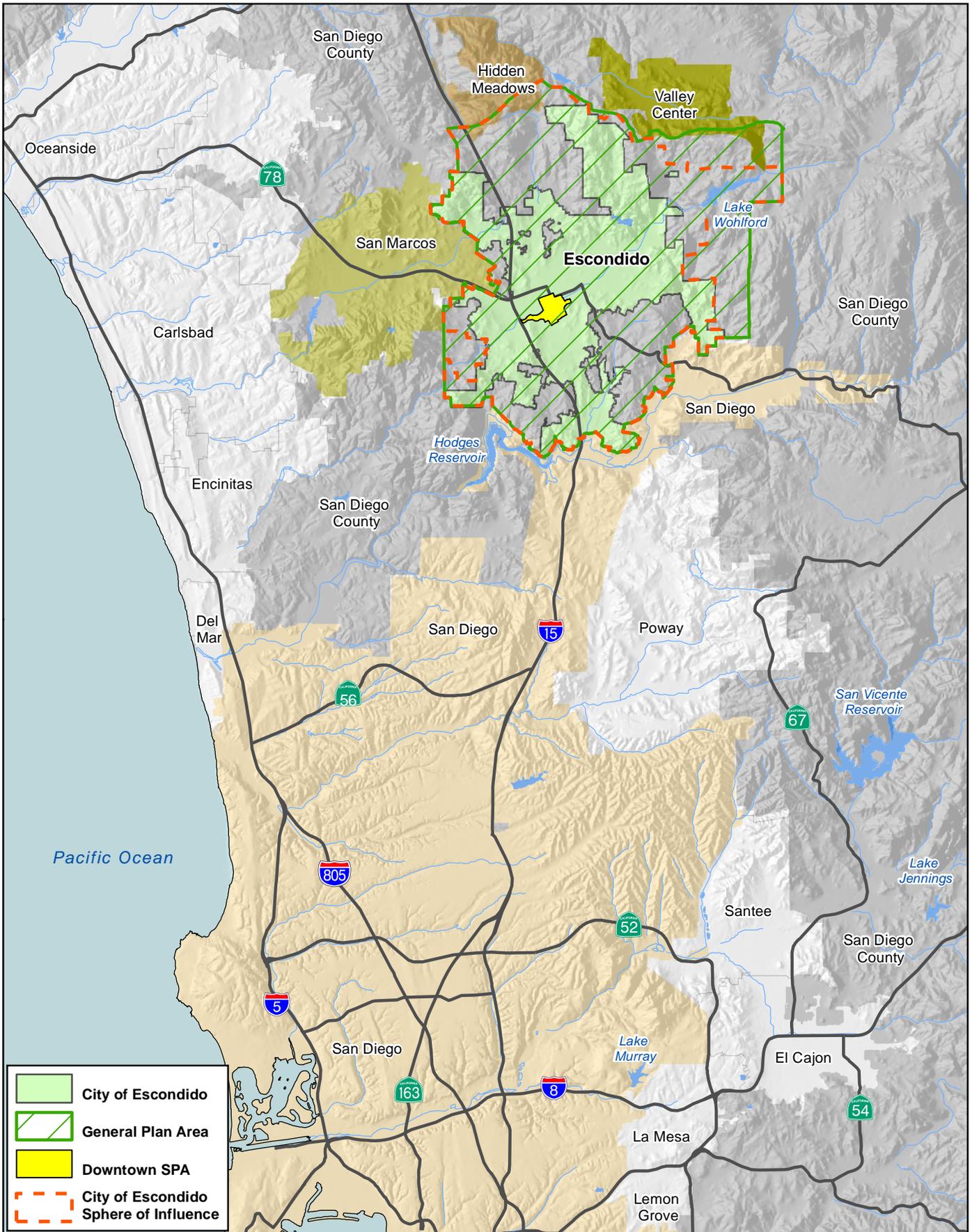
Location

The City of Escondido is located in northern San Diego County, approximately 30 miles north of downtown San Diego and 18 miles east of the Pacific Ocean (Figure 3-1, Proposed Project Regional Location). The City is situated in a natural valley at approximately 615 feet Above Mean Sea Level (AMSL) and surrounded by rolling hills and rugged terrain ranging up to 4,200 AMSL. The City is bounded on the north by the unincorporated San Diego County communities of Valley Center and Hidden Meadows, on the west by the City of San Marcos, on the south by Lake-Hodges Reservoir and the City of San Diego, and on the east by unincorporated San Diego County. Interstate 15 (I-15) bisects Escondido in a north-south direction and State Route (SR) 78 transitions from freeway to surface streets in an east-west direction through the City.

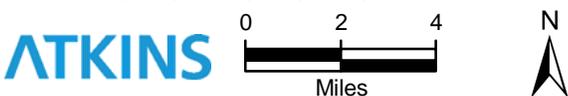
Setting

The City of Escondido’s geographic setting is characterized by hills and mountains surrounding an open valley bisected by Escondido Creek. Reidy Creek traverses the planning area from north to south and combines with Escondido Creek west of the Transit Station Target Area. The City includes a historic downtown and urban core area. Escondido’s prominent public facilities are located downtown, providing convenient access for the community. City Hall, the performing arts and conference center, a central library, the multi-modal transit center, museums, theaters, Palomar Hospital’s downtown campus, and an office, financial, and commercial employment base combine to establish the downtown area.

Escondido’s urbanized core surrounds downtown within the “valley floor” of Escondido. It includes a variety of land uses including new and established single and multi-family neighborhoods and industrial and commercial developments offering a wide variety of employment opportunities. Surrounding the City’s urbanized core area are many established neighborhoods with vacant or underdeveloped properties available for growth. Around Escondido’s perimeter, large areas of open space, such as Daley Ranch, San Dieguito River Valley, and land around Lake Wohlford, are adjacent to the community’s urbanized areas and offer recreational activities with hiking and multi-use trails. Western Escondido forms the community’s primary employment area, paralleling SR-78. The SPRINTER commuter rail line operated by North County Transit District (NCTD) links Escondido to Oceanside. I-15 provides the City with a connection to San Diego and Riverside Counties. A system of urban and rural trails is being implemented that will provide residents with a variety of connections to city parks and large open space areas. Escondido Creek contains a paved trail system that includes plans for recreational improvements such as par courses with exercise stations, seating areas, and mini-playgrounds.



Source: ESRI, 2010; SanGIS, 2011; CASIL, 2010



**REGIONAL LOCATION MAP
FIGURE 3-1**

Characteristics

Growth over the past 125 years has transformed Escondido from a rural agricultural town to a bustling urban and suburban area offering a range of residential and employment opportunities. The growth process has brought master-planned neighborhoods and infill development; thoroughfares and freeways; major shopping centers; downtown revitalization including a new city hall, a joint police and fire headquarters; a regional medical center; employment centers; a main library; community centers; several neighborhood and community parks; a transit center with rail service; and a regional cultural and performing arts center.

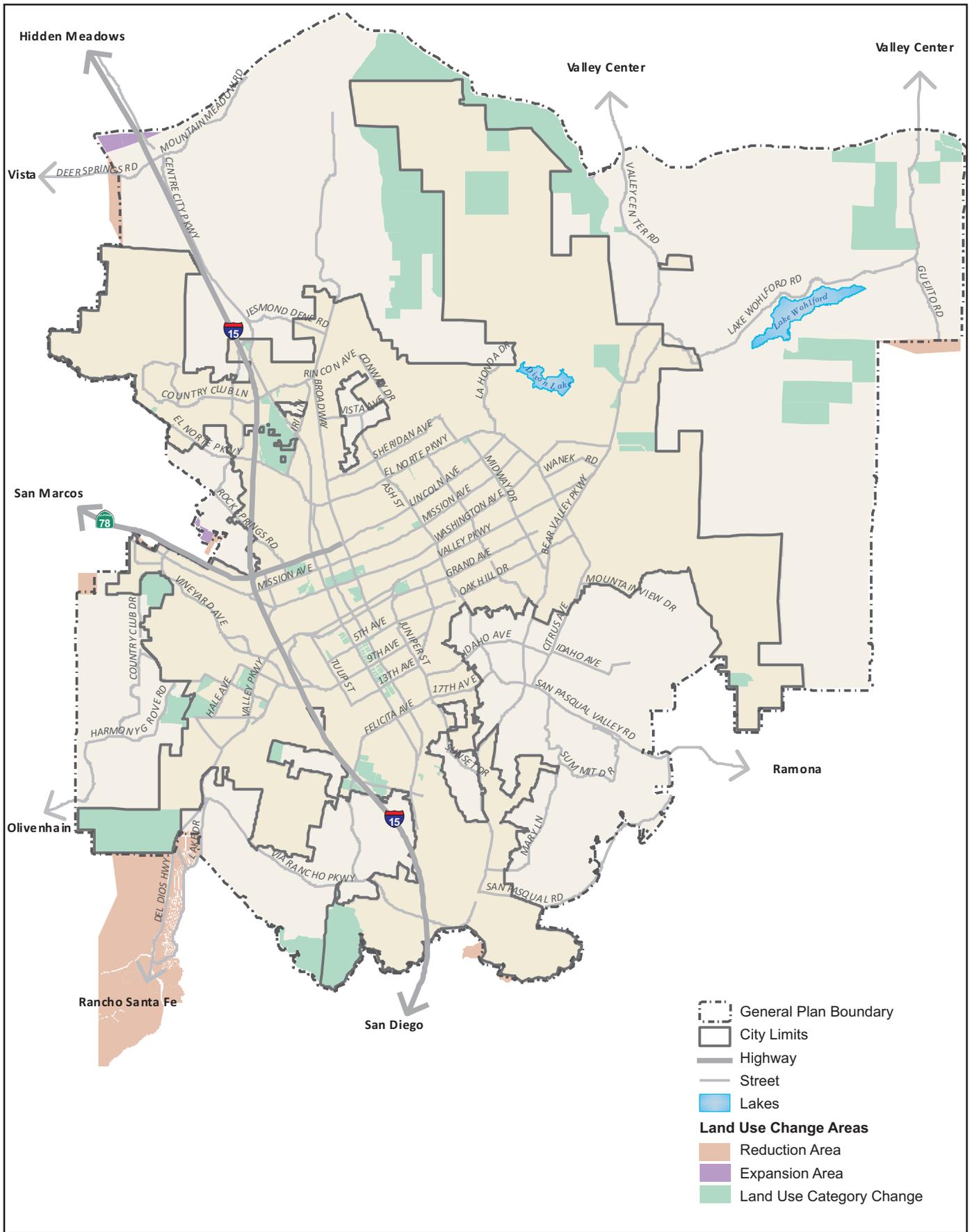
In 2010, approximately 147,500 residents lived within the City of Escondido's boundaries. The City's median age is 32.7, with a household median size of 3.23 persons. Escondido's ethnicity is 44 percent White, 46 percent Latino, 5 percent Asian, and 2 percent Black, with the remaining percentage classified as Native American, Hawaiian/Pacific Islander and/or Mixed Race/Other. The 2010 median household income was \$56,259 for the City. The majority of homes in the City of Escondido are single family residences (27,474 units) with other residences including apartments and condos (16,469 units) and mobile homes (3,736 units) (City 2011).

3.4 Proposed Project Components

3.4.1 General Plan Update

California planning law requires every city and county in the state to prepare and adopt a comprehensive long range General Plan for the physical development of the jurisdiction. Consistency must be provided between the General Plan and its implementation programs, zoning and subdivision ordinances, building and housing codes, growth management policies, capital improvement programs, specific plans, environmental review procedures, and redevelopment plans. The General Plan is an internally consistent document in that the goals, objectives, policies, principles, and standards present a comprehensive, unified program for development. Thus, there is a strong connection between a community's policies and its regulatory system, with the General Plan serving as the city's "constitution."

The General Plan Update project area includes approximately 23,871 acres within the City's corporate boundaries; 43,597 acres within the City's SOI; and 50,599 acres of land outside of the City's SOI but within the unincorporated County of San Diego. The General Plan Update includes modified boundaries that delete approximately 1,000 acres from the adopted General Plan boundaries, an updated vision for the City, updated and refined quality of life standards, revisions to the existing General Plan elements, and creation of new General Plan elements, including a Growth Management Element. Figure 3-2, Land Use Change Area, and Table 3-1, General Plan Update Boundary Adjustment and Land Use Change Areas, identify areas within the General Plan Update boundary that would experience boundary reductions, boundary expansions or land use category changes under implementation of the General Plan Update. These areas include a 22-acre privately owned General Plan Amendment area on Amanda Lane proposed for land use redesignation from Estate I (existing) to Estate II (proposed).



Source: City of Escondido 2011



ATKINS

**LAND USE CHANGE AREA
FIGURE 3-2**

Table 3-1 General Plan Update Boundary Adjustment and Land Use Change Areas

| Change Area | Acres |
|---------------------------------------|-------|
| Planning Area Boundary Reduction Area | 1,453 |
| Planning Area Boundary Expansion Area | 63 |
| Land Use Category Change Area | 4,211 |

Note: this table corresponds with information provided in Figure 3-2, Land Use Change Area.

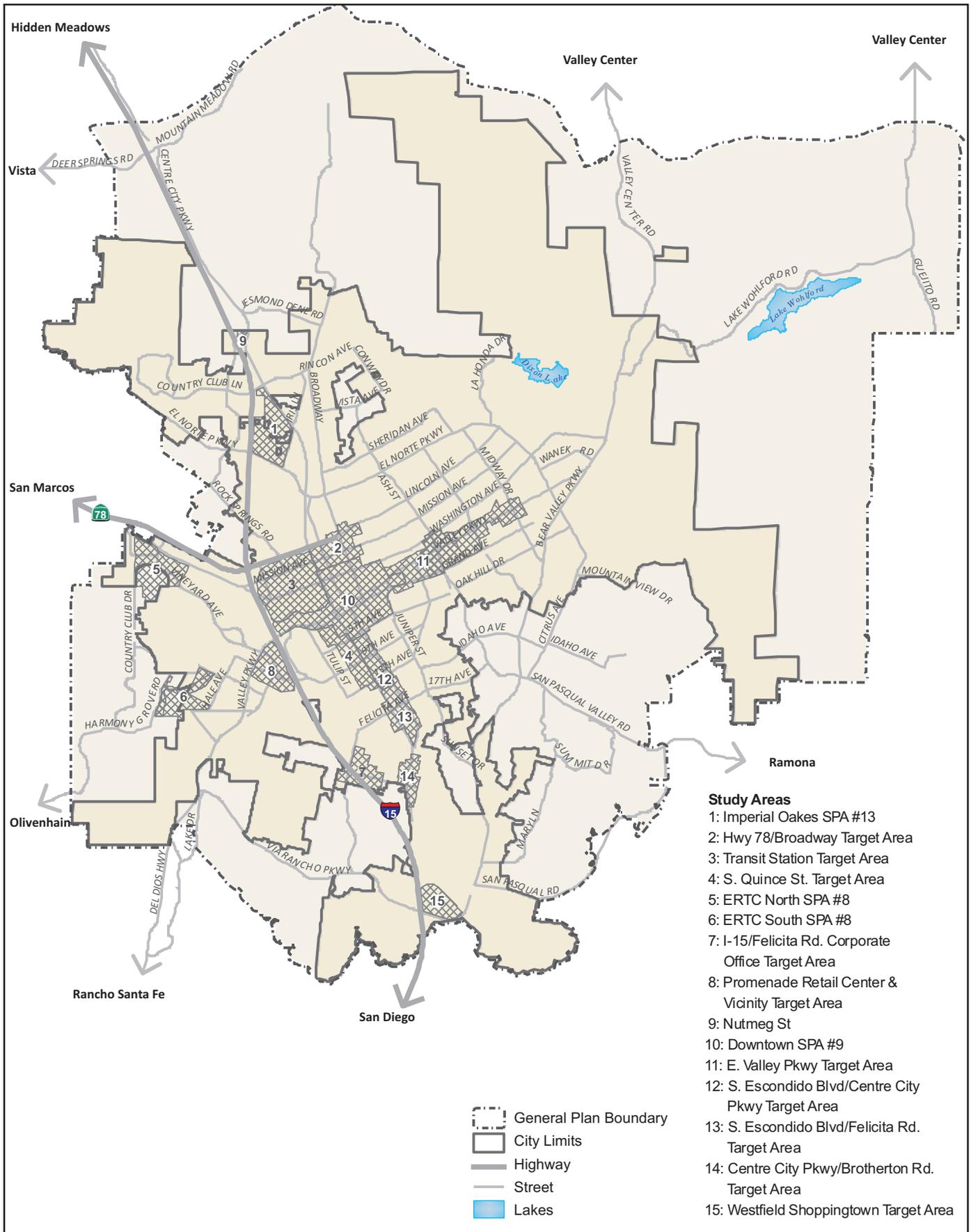
General Plan elements set the goals and policies that guide future development in order to minimize environmental and other impacts of growth. The updated and refined quality of life standards and the Growth Management Element are designed to assist the City in sustaining its community standards. Implementation of the General Plan Update will not only result in land use ordinances that direct development, but will also set forth policies to manage growth and coordinate programs that complement each other rather than compete with each other. The proposed General Plan Update contains eight elements: Land Use and Community Form, Mobility and Infrastructure, Resource Conservation, Community Health and Services, Community Protection, Economic Prosperity, Growth Management, and Housing. Each of these eight elements is discussed below.

The policies within the General Plan Update are intended to become the foundation for land use decisions by elected and appointed officials. By these means, the values reflected in the General Plan Update shape the community and the quality of life sought by its residents. The General Plan Update is both general and comprehensive in that it provides broad guidelines for development in the City while addressing a wide range of issues that will affect the City's desirability as a place to live and work. For planning purposes, the General Plan Update establishes 2035 as the horizon year (buildout date) for development, although the General Plan accommodates growth and presents an evaluation and vision of the future beyond 2035.

The project area for the General Plan Update extends beyond the City limits of Escondido and includes the following areas: 1) the City of Escondido corporate boundaries; 2) the City's SOI; and 3) some areas beyond the City's SOI under the jurisdiction of the County of San Diego. The project area for the General Plan Update is illustrated in Figure 3-3, Study Areas, and Figure 3-4, Proposed Land Uses, and referred to as the General Plan Update boundary. Within the General Plan Update boundary, the General Plan Update identifies 15 study areas, which are areas proposed for land use changes as compared to the existing General Plan.

The 15 study areas are shown in Figure 3-3. Characteristics of each study area are described in Table 3-2, General Plan Update Study Areas, and summarized below. The land use designations identified for each study area are defined in Table 3-3, Definitions of Proposed Land Use Categories.

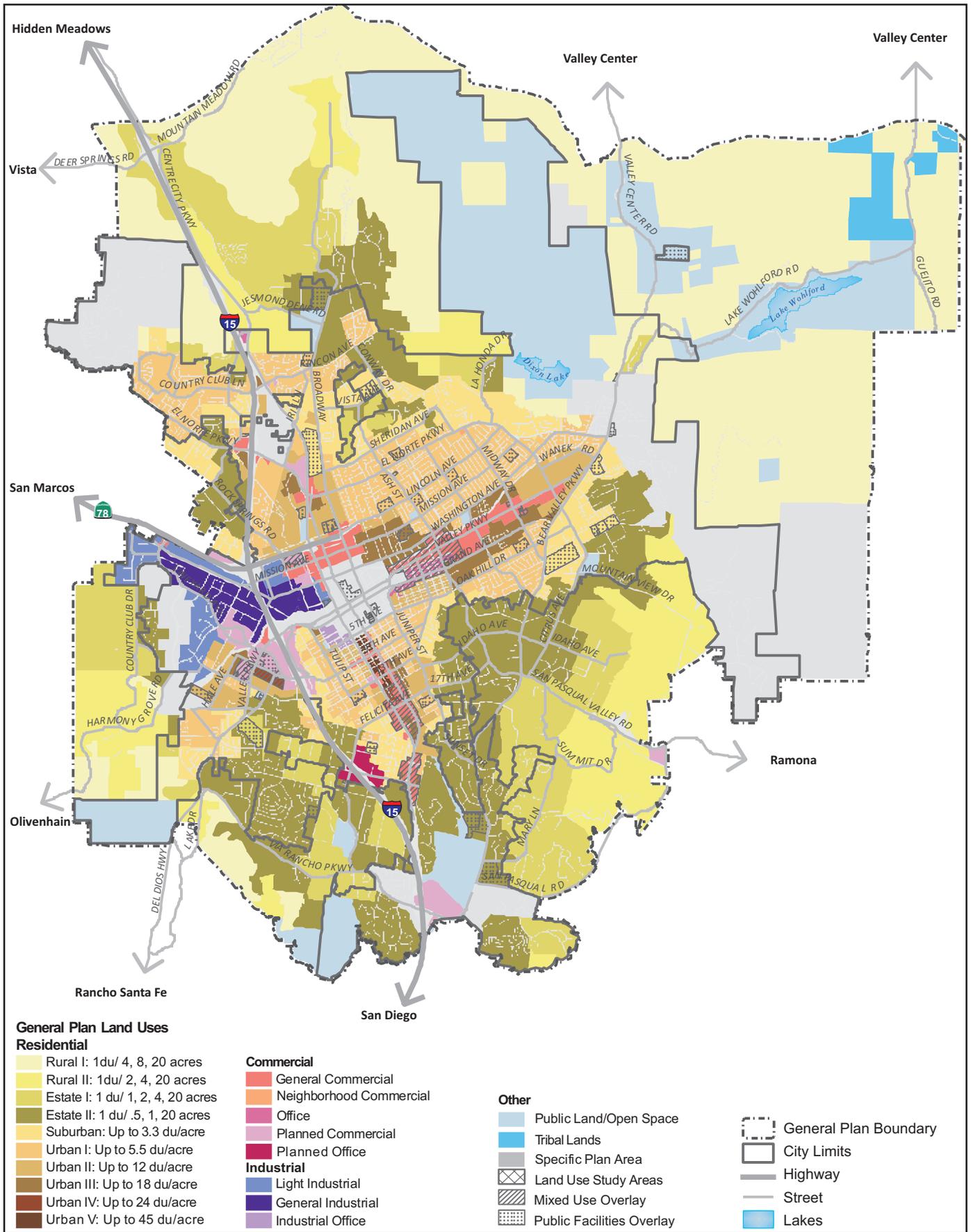
- 1. Imperial Oakes Specific Planning Area (SPA) (Imperial Oakes SPA).** The Imperial Oakes SPA is approximately 163 acres in size and bounded by I-15 on the west, Country Club Lane on the north, El Norte Parkway on the south, and Iris Lane and Centre City Parkway on the east. Under the proposed General Plan Update, Imperial Oakes SPA would have a land use designation of Specific Plan Area #13 that accommodates employment-oriented land uses (office, Research and Development, minor supporting commercial uses, etc.) integrated with existing residential, open space and commercial uses in a master planned environment).



Source: City of Escondido 2011



**STUDY AREAS
FIGURE 3-3**



Source: City of Escondido 2011



**PROPOSED LAND USES
FIGURE 3-4**

Table 3-2 General Plan Update Study Areas

| Study Area (Refer to Figure 3-3) | Location | Size (in acres) | Adopted General Plan Land Use Designation | General Plan Update Land Use Designation (Refer to Figure 3-4) | Current Status | Guiding Principals |
|--|---|--------------------|---|---|---|---|
| #1 Imperial Oakes SPA | In the northern portion of the General Plan Update planning area, bounded by I-15 on the west, Country Club Lane on the north, El Norte Parkway on the south, Iris Lane and Centre City Parkway on the east | 163 | Suburban (127 acres); Planned Commercial (5 acres); General Commercial (5 acres); Park (17 acres); Office (9 acres) | Specific Plan Area #13 (163 acres) | The Specific Plan Area is developed with visitor service and general retail uses, church, office, Rod McLeod Community Park, single family residential and vacant land. The site is bisected by SDG&E overhead utility lines and there is limited access to the interior. | <ul style="list-style-type: none"> ■ The SPA shall establish provisions for a comprehensively planned development focused on high paying, high employee density employment opportunities. The SPA shall include smart growth principles, and provide details on appropriate access, unifying design themes, attractive development standards and guidelines, appropriate land uses, and the prioritization of infrastructure improvements to accommodate growth. In addition, opportunities for a trail system or other recreational amenities that will connect with Rod McLeod Community Park shall be integrated into the plan. ■ Increased building heights and intensities shall be focused along I-15 and in areas more distanced from residential uses to ensure compatibility. Specific attention shall be given to achieving compatibility with semi-rural residential areas along “edges” near Iris Lane by incorporating lower intensity land uses, building materials, heights, orientation, colors, heights, screening, lighting and signage. ■ The SPA shall include programs addressing legal non-conforming residential uses that ensure their eventual integration into future planned business park operations while allowing their continued operation prior to transitioning to non-residential uses. Criteria and standards for proposed grading, circulation, and utility extensions shall be included to avoid adverse impacts and allow integration of adjacent SPA properties. ■ Floor Area Ratio (FAR): 1.25 ■ 5,740,593 square feet (sf) non-residential development at buildout. |
| #2 Hwy-78/ Broadway Target Area | Terminus of SR-78, north of downtown, east of Centre City Parkway, and west of Juniper Street | 122 | General Commercial (122 acres) | General Commercial (122 acres) | Low intensity general and auto-related retail, restaurants, office and commercial services and supply | <ul style="list-style-type: none"> ■ Evaluate opportunities to enhance vehicular entrance to the community along SR-78 and consider a gateway element to the City along Lincoln Avenue. ■ Promote higher intensities along Broadway and consider establishing a unifying architectural and landscaping theme as a means to improve the overall image and serve as an entry into downtown. ■ Consider opportunities and incentives for increasing employment densities and attracting businesses with salaries that raise the City’s median income and improves the jobs/housing balance. ■ FAR: 1.25 ■ 330 residential dwelling units (du) and 2,573,320 sf non-residential development at buildout. |

Table 3-2 continued

| Study Area (Refer to Figure 3-3) | Location | Size (in acres) | Adopted General Plan Land Use Designation | General Plan Update Land Use Designation (Refer to Figure 3-4) | Current Status | Guiding Principals |
|---|--|--------------------|--|--|--|--|
| #3 Transit Station Target Area | Southeast of I-15 and SR-78 | 296 | General Industrial (148 acres); Light Industrial (74 acres); General Commercial (74 acres) | General Commercial (74 acres); General Industrial (148 acres); Light Industrial (74 acres) | Developed with low intensity general and auto-related retail, restaurants, manufacturing, commercial/ industrial services, building/ landscaping/ irrigation supply, concrete/asphalt production | <ul style="list-style-type: none"> ■ Establish the area north of the transit station and generally east of Reidy Creek for locating a regional attraction involving entertainment, employment, commercial and residential uses incorporating unified development standards and design guidelines that also provides a strong pedestrian connection to downtown. ■ Consider opportunities and incentives for increasing employment densities and attracting businesses with salaries that raise the City’s median income and improves the jobs/housing balance. ■ Allow existing construction material manufacturing, trash transfer, and agricultural supply land uses west of Reidy Creek to continue operating and prohibit similar new uses. ■ FAR 1.25 ■ 960 du and 4,850,741 sf non-residential development at buildout. |
| #4 South Quince Street Target Area | South of downtown, north of 15 th Avenue, and along both sides of Quince Street | 104 | Industrial Office (39 acres); Urban I (20 acres); Urban II (25 acres); Planned Commercial (5 acres); General Commercial (15 acres) | Urban I (20 acres); Urban II (25 acres); Planned Commercial (5 acres); General Commercial (15 acres); Industrial Office (39 acres) | Mid-range density multi-family, low intensity general retail, office restaurants, small scale industrial and manufacturing services | <ul style="list-style-type: none"> ■ Establish an Area Plan that incorporates smart growth principles, promotes increased density and intensity near the transit center, encourages façade improvements, property revitalization and integrates public/private recreational space. ■ Consider opportunities and incentives for increasing employment densities and attracting businesses with salaries that raise the City’s median income and improves the jobs/housing balance. ■ FAR: 1.0 ■ 400 du and 1,764,833 sf non-residential development at buildout. |

Table 3-2 continued

| Study Area (Refer to Figure 3-3) | Location | Size (in acres) | Adopted General Plan Land Use Designation | General Plan Update Land Use Designation (Refer to Figure 3-4) | Current Status | Guiding Principals |
|--|---|--------------------|---|---|---|---|
| #5, #6 ERTC North & South SPA | On the western side of the General Plan Update planning area along Citracado Parkway between Auto Park Way and Avenida del Diablo | 291 | #5 North SPA: Light Industrial (38 acres); General Industrial (47 acres); Estate I (35 acres); Estate II (50 acres) #6 South SPA: Public (18 acres); Urban I (17 acres); Estate I (8 acres); Estate II (78 acres) | #5 North SPA: Specific Plan Area #8 (85 acres) Light Industrial (38 acres); General Industrial (47 acres); #6 South SPA: Specific Plan Area #8 (121 acres) | Partially developed with industrial and commercial uses, an SDG&E power plant and a hospital campus | <ul style="list-style-type: none"> ■ The SPA envisions a high quality business park, encouraging clean research and development, medical office (including convalescent, and limited onsite medical-related employee housing in area #5), and industrial park uses to expand Escondido’s employment base, increase median incomes and improve the jobs/housing balance. The SPA includes attractive design standards, landscape features, integrated recreation, and compatible land uses consistent with the Escondido Research Technology Center (ERTC) SPA 8. ■ Increased building heights and intensities shall be focused along Citracado Parkway and in areas more distanced from residential uses to ensure compatibility. Specific attention shall be given to achieving compatibility with semi-rural residential areas along “edges” near Harmony Grove Road, Kauna Loa Drive and in Eden Valley by incorporating lower intensity land uses, building materials, heights, orientation, colors, heights, screening, lighting and signage. ■ The SPA for areas #5 and #6 shall include programs addressing legal non-conforming residential uses that ensure their eventual integration into future planned business park operations while allowing their continued operation prior to transitioning to non-residential uses. Criteria and standards for proposed grading, multimodal transportation, and utility extensions shall be included to avoid adverse impacts and allow integration of adjacent SPA properties. ■ The drainage areas running north and south through the center of Area #6, as well as Escondido Creek, represent a desirable visual amenity. The SPA shall include provisions for the enhancement of riparian areas and for the incorporation of the Escondido Creek Trail into the ultimate development plans while minimizing impacts to these resources. ■ North SPA FAR: 1.50 ■ South SPA FAR: 1.0 ■ North SPA: 7,256,007 sf non-residential development at buildout. ■ South SPA: 1,555,092 sf non-residential development at buildout. |

Table 3-2 continued

| Study Area (Refer to Figure 3-3) | Location | Size (in acres) | Adopted General Plan Land Use Designation | General Plan Update Land Use Designation (Refer to Figure 3-4) | Current Status | Guiding Principals |
|---|--|--------------------|--|---|---|--|
| #7 I-15/Felicita Road Corporate Office Target Area | I-15 and Felicita Road interchange area | 87 | Office (17 acres); Suburban (42 acres); Estate II (28 acres) | Planned Office (87 acres) | Low intensity medical offices, single family units, churches, agriculture, and vacant properties | <ul style="list-style-type: none"> ■ Promote opportunities and incentives for increasing employment densities and attracting businesses with salaries that raise the City’s median income and improving the jobs/housing balance. ■ Land uses shall be consistent with the Planned Office designation with a focus on attracting high paying, high employee density employment opportunities. ■ Development shall incorporate high quality, unified design elements that provide for superior architecture and features such as building height, mass, colors, materials, signage, landscaping, lighting, parking and circulation that are sensitive to adjacent single family zoning. Increased building heights and intensities shall be located closer to the freeway and distanced from lower density residential with appropriate buffers to ensure compatibility. ■ FAR: 1.75 ■ 3,042,281 sf non-residential development at buildout. |
| #8 Promenade Retail Center and Vicinity Target Area | In-15, Auto Park Way and Valley Parkway | 106 | Planned Commercial (78 acres); Urban IV (28 acres) | Planned Commercial (78 acres); Urban IV (28 acres) | Retail shopping center with several anchor tenants, smaller shops, auto dealership, middle school, and apartments | <ul style="list-style-type: none"> ■ Work with the school district to coordinate a transition to retail use. Establish high quality, unified architectural design features for new development with particular attention to visibility from I-15 and southern residential areas. ■ Consider opportunities and incentives for increasing employment densities and attracting businesses including offices, theaters, hotels, entertainment and visitor serving uses that complement existing retail and offer salaries that raise the city’s median income and improving the jobs/housing balance. ■ A planning alternative will evaluate mixed use commercial uses on the south side of Ninth Avenue in this study area. ■ FAR: 1.50 ■ 628 du and 6,153,148 sf non-residential development at buildout. |
| #9 Nutmeg Street | Both sides of Nutmeg Street east of I-15 and west of Centre City Parkway | 7 | Estate II (7 acres) | Urban II (7 acres) | Site is vacant. Approximately 2-acres on the north side of Nutmeg Street is constrained by topography and sensitive habitat. Southern areas of the site have been disturbed. | <ul style="list-style-type: none"> ■ The site will be evaluated for Urban II residential densities. Given the site’s “Gateway” location at the northern entrance of the community attention shall be given to high quality unified architecture with particular attention to visibility from I-15. ■ A planning alternative will evaluate an office use for the site with the same design considerations noted above. ■ FAR: 0.45 ■ 50 du and 75,000 sf non-residential development at buildout. |

Table 3-2 continued

| Study Area (Refer to Figure 3-3) | Location | Size (in acres) | Adopted General Plan Land Use Designation | General Plan Update Land Use Designation (Refer to Figure 3-4) | Current Status | Guiding Principals |
|--|---|--------------------|--|---|--|---|
| #10 Downtown SPA | Central Escondido generally located east of I-15, north of 6 th Avenue, south of Mission Avenue and west of Fig Street | 475 | Specific Planning Area #9 (407 acres); General Commercial (44 acres); Planned Commercial (5 acres); Industrial Office (5 acres); Office (14 acres) | Specific Plan Area #9 (475 acres) | The SPA is divided into seven districts and is partially developed. The SPA includes a historic, walkable retail and service core around Grand Avenue with suburban-style shopping centers on the western and northern ends. A historic residential neighborhood borders the downtown on the south with office and retail to the east. | <ul style="list-style-type: none"> ■ The Downtown SPA is envisioned as a dynamic, attractive, economically vital city center providing a social, cultural, economic, and residential focus while respecting its historic center. The environment is pedestrian-oriented, attracting local and non-local visitors to experience an atmosphere that is entertaining and vibrant with activity occurring throughout the day, evening and weekend hours. The SPA is intended to increase employment densities and attract businesses with salaries that raise the City’s median income and improve the jobs/housing balance. The SPA is also intended to: <ul style="list-style-type: none"> – Prioritize infrastructure improvements to accommodate growth. – Target residential development around Grape Day Park. – Expand Grape Day Park to Washington Avenue to promote additional recreation opportunities and facilitate more convenient access from northern areas. – Expand the Grand Avenue pedestrian environment through-out downtown by encouraging vertical mixed use developments. – Strengthen the Escondido Creek path connection with downtown. – Provide convenient transit access, innovative housing options and pedestrian-oriented design. – Link downtown to the future regional attraction within Target Area #1 with attractive and safe pedestrian access. – FAR: 2.00 – 5,275 du and 13,566,484 non-residential development at buildout. |
| #11 East Valley Parkway Target Area | Generally between Escondido Creek, Grand Avenue, Palomar Hospital and Midway Drive | 331 | General Commercial (261 acres); Office (70 acres) | Office (70 acres); General Commercial (261 acres); Mixed Use Overlay | Low intensity general retail, office, restaurants, and small-scale service businesses. Existing adopted plan is East Valley Parkway Area Plan. | <ul style="list-style-type: none"> ■ Update the Area Plan for the Target Area that includes smart growth principles, enhanced Escondido Creek path connections, aesthetically improved streetscapes along Lincoln Avenue and Ash Street, and integrated public/private recreational spaces. ■ Establish a Mixed Use Overlay between Palomar Hospital and Ash Street to focus residential growth with increased building heights and intensities distanced from lower density residential uses and appropriate buffers to ensure compatibility. ■ Promote opportunities and incentives for attracting job training, technical, vocational schools and educational institutions that enhance employment opportunities for residents. ■ FAR: 1.25 ■ 2,100 du and 8,328,596 sf non-residential development at buildout. |

Table 3-2 continued

| Study Area (Refer to Figure 3-3) | Location | Size (in acres) | Adopted General Plan Land Use Designation | General Plan Update Land Use Designation (Refer to Figure 3-4) | Current Status | Guiding Principals |
|--|--|--------------------|--|--|--|--|
| #12 South Escondido Boulevard/ Centre City Parkway Target Area | Between 6 th and 15 th Avenues, Escondido Boulevard and Centre City Parkway | 80 | General Commercial (36 acres); Urban IV (44 acres) | Urban V (44 acres); General Commercial (36 acres) | Single family and mid- range density multi-family, small scale commercial services. Existing adopted plan is South Escondido Boulevard Commercial Area Plan. | <ul style="list-style-type: none"> ■ Update the existing Area Plan for the Target Area to include smart growth principles, strong connections to transit and integration of public/private recreational space. ■ Ensure building heights and intensities are compatible with the adjacent Old Escondido Neighborhood Historic District. ■ FAR: 1.25 ■ 1,847 du and 2,063,500 sf non-residential development at buildout. |
| #13 South Escondido Boulevard/ Felicita Road Target Area | South of 15 th Avenue between Escondido Boulevard and Centre City Parkway (on both sides of both streets) | 112 | General Commercial (78 acres); Urban III (22 acres); Urban IV (12 acres) | Urban III (22 acres); Urban IV (12 acres); General Commercial (78 acres); Mixed Use Overlay | Mid-range density multi- family, low intensity suburban shopping, general retail, office, restaurants, and small scale services. Existing adopted Plan is S. Escondido Boulevard Commercial Area Plan. | <ul style="list-style-type: none"> ■ Update the existing Area Plan for the Target Area to include smart growth principles, strong connections to transit, and integration of public/private recreational space. ■ Establish a Mixed Use Overlay with increased density and intensity in close proximity to transit and services. Ensure compatibility with adjacent lower density residential with appropriate building heights, intensities, and buffers. ■ FAR: 1.25 ■ 740 du and 714,366 sf non-residential development at buildout. |
| #14 Centre City Parkway/ Brotherton Road Target Area | In the vicinity of Brotherton Road and Citracado Parkway on both sides of Centre City Parkway | 55 | General Commercial (48 acres); Urban III (7 acres) | Urban III (7 acres); General Commercial (48 acres); Planned Commercial; Mixed Use Overlay | Mid-range density mixed use, low intensity suburban shopping, general retail, office, and small scale services. Existing adopted Plan is S. Escondido Boulevard Commercial Area Plan. | <ul style="list-style-type: none"> ■ Update the existing Area Plan for the Target Area to include smart growth principles, a gateway element for the City, aesthetic enhancements along Centre City Parkway, strong connections to transit, integration of public/private recreational space, and features to ensure pedestrian safety. ■ Establish a Mixed Use Overlay with increased density and intensity in close proximity to transit and services. Ensure compatibility with adjacent lower density residential uses with appropriate building heights, intensities, and buffers. ■ FAR: 1.50 ■ 1,625 du and 1,565,120 sf non-residential development at buildout. |

Table 3-2 continued

| Study Area (Refer to Figure 3-3) | Location | Size (in acres) | Adopted General Plan Land Use Designation | General Plan Update Land Use Designation (Refer to Figure 3-4) | Current Status | Guiding Principals |
|---|--|--------------------|---|---|---|--|
| #15 Westfield Shoppingtown Target Area | I-15 and Via Rancho Parkway interchange | 77 | Planned Commercial (77 acres) | Planned Commercial (77 acres) | Multi-story regional shopping center with several anchor tenants, smaller shops and free- standing up-scale dining establishments. Site is owned by the City under long-term lease contract to Westfield. | <ul style="list-style-type: none"> ■ Coordinate future shopping center expansion efforts that continue to attract a regional customer base and support City revenues. Opportunities for amending parking requirements shall be evaluated as transit use to and from the site increases. ■ Consider opportunities and incentives for increasing employment densities and attracting businesses including offices, theaters, hotels, entertainment and visitor-serving uses that complement existing retail uses and offer salaries that raise the City’s median income and improve the jobs/housing balance. ■ Promote transit access and connections for the site and consider opportunities for amending parking requirements as transit use to and from the site increases. ■ FAR: 1.25 ■ 2,896,325 sf non-residential development at buildout. |

Table 3-3 Definitions of Proposed Land Use Categories

| Land Use Category | Land Use Definition |
|---|---|
| Rural I Rural II | The Rural designation applies to areas that are not intended to receive substantial urban services, distant from the developed valley floor, or steep (generally over 25 percent in slope) or contain sensitive natural resources. Development clustering is permitted pursuant to General Plan Residential Clustering policies. |
| Estate I Estate II | The Estate designation accommodates detached single family homes on large lots. This designation applies to areas that are on the edge of urban development or in areas that are already characterized by an estate development pattern. Development clustering is permitted pursuant to General Plan Residential Clustering policies. The Estate I designation allows for up to 1 dwelling unit per acre while the Estate II designation allows for up to 2 dwelling units per acre. |
| Suburban | The Suburban designation applies to areas that generally surround the urbanized core of the community and accommodate single family detached homes on relatively large lots. Development clustering is permitted pursuant to General Plan Residential Clustering policies. The Suburban designation allows for up to 3.3 dwelling units per acre. |
| Urban I | The Urban I designation applies to many residential areas of the main Escondido “valley floor” and accommodates single family detached homes on smaller urban lots. Development clustering is permitted pursuant to General Plan Residential Clustering policies. The Urban I designation allows for up to 5.5 dwelling units per acre. |
| Urban II and Urban III | The Urban II and III designations accommodate a wide range of housing types and generally applies to transitional areas between single family neighborhoods and higher density residential and commercial areas. The Urban II designation allows for up to 12 dwelling units per acre while the Urban III designation allows for up to 18 dwelling units per acre. |
| Urban IV and Urban V | The Urban IV and Urban V designations accommodate higher densities for urban multi-family housing characterized by taller structures in more densely developed areas that provide convenient access to a wider range of facilities and services. The Urban IV designation allows for up to 24 dwelling units per acre while the Urban V designation allows for up to 45 dwelling units per acre. |
| Neighborhood Commercial | The Neighborhood Commercial designation accommodates very small scale neighborhood-oriented limited retail and office activities designed to serve residents in the immediate vicinity. |
| General Commercial | The General Commercial designation accommodates a wide variety of retail and service activities intended to serve a broad customer base. |
| Planned Commercial | The Planned Commercial designation accommodates a variety of commercial activities within a self-contained comprehensively planned development. |
| General Office | The General Office designation accommodates a variety of activities in an office environment and in Mixed Use Overlay areas and is intended to prevent the proliferation of individual isolated offices. |
| Planned Office | The Planned Office designation accommodates a variety of office activities within a self-contained comprehensively planned development. |
| Industrial Office | The Industrial Office designation accommodates a variety of activities in an industrial environment adjacent to downtown near the transit station. |
| Light Industrial and General Industrial | The Light Industrial and General Industrial designations accommodate a variety of activities in an industrial environment. |
| Vertical Mixed Use and Horizontal Mixed Use Overlay | The Vertical Mixed Use and Horizontal Mixed Use overlay designations accommodate a combination of commercial and/or office activities that include a residential component within a self-contained comprehensively planned development in specified General Plan locations. |
| Specific Planning Areas | Specific Planning Areas accommodate areas which require submittal of Planned Development or Specific Plans prior to development as described in the General Plan. |
| Public Facility Overlay | The Public Facility Overlay accommodates public facilities including government facilities, libraries, community centers, and schools. |
| Parks and Open Space | The Parks and Open Space designation accommodates land for public recreational activity and habitat preservation. Permitted uses include active and passive parks as well as land to protect, maintain, and enhance the community’s natural resources and includes detention basins and creek corridors. |
| Native American Tribal Lands | Native American Tribal Lands accommodate areas that are federally recognized reservations or Indian Villages. The City has no land use authority over Tribal Lands. |

2. **Hwy-78/Broadway Target Area.** The SR-78/Broadway Target Area is approximately 122 acres in size and located at the terminus of SR-78, north of downtown, east of Centre City Parkway, and west of Juniper Street. Under the proposed General Plan Update, the SR-78/Broadway Target Area would have a land use designation of General Commercial.
3. **Transit Station Target Area.** The Transit Station Target Area is approximately 296 acres in size and is located southeast of I-15 and SR-78. Under the proposed General Plan Update, the Transit Station Target Area would have the following land use designations: General Commercial, General Industrial and Light Industrial.
4. **South Quince Street Target Area.** The South Quince Street Target Area is approximately 104 acres in size and located south of downtown and north of 15th Avenue along both sides of Quince Street. Under the proposed General Plan Update, the South Quince Target Area would have the following land use designations: Urban I, Urban II, Planned Commercial, General Commercial and Office Industrial.
5. & 6. **Escondido Research Technology Center (ERTC) North Specific Planning Area and ERTC South SPA.** Combined, ERTC North SPA and ERTC South SPA are approximately 291 acres in size and located along Citracado Parkway between Auto Park Way and Avenida del Diablo. Under the proposed General Plan Update, ERTC North SPA and ERTC South SPA would have a land use designation of Specific Plan Area #8, Light Industrial, and General Industrial.
7. **I-15/Felicita Road Corporate Office Target Area.** The I-15/Felicita Road Corporate Office Target Area is approximately 87 acres in size and located at the interchange of I-15 and Felicita Road. Under the proposed General Plan Update, the I-15/Felicita Road Corporate Office Target Area would have a land use designation of Planned Office.
8. **Promenade Retail Center and Vicinity Target Area.** The Promenade Retail Center and Vicinity Target Area is approximately 106 acres in size and is located in the area of I-15, Auto Park Way and Valley Parkway. Under the proposed General Plan Update, the Promenade Retail Center and Vicinity Target Area would have a land use designation of Planned Commercial and Urban IV.
9. **Nutmeg Street Study Area.** The Nutmeg Street Study Area is approximately 7 acres in size and located on both sides of Nutmeg Street, east of I-15 and west of Centre City Parkway. The existing General Plan designation is Estate II (single family residential; 20,000 SF minimum lot size). Under the proposed General Plan Update, the site would have a land use designation of Urban II.
10. **Downtown Specific Planning Area (Downtown SPA).** Downtown SPA is approximately 475 acres in size and located in central Escondido, east of I-15, north of 6th Avenue, south of Mission Avenue and west of Fig Street. Under the proposed General Plan Update, the Downtown SPA would have a land use designation of Specific Plan Area #9.
11. **East Valley Parkway Target Area.** The East Valley Parkway Target Area is approximately 331 acres in size and bounded generally by Escondido Creek, Grand Avenue, the existing Palomar Hospital campus and Midway Drive. Under the proposed General Plan Update, the East Valley

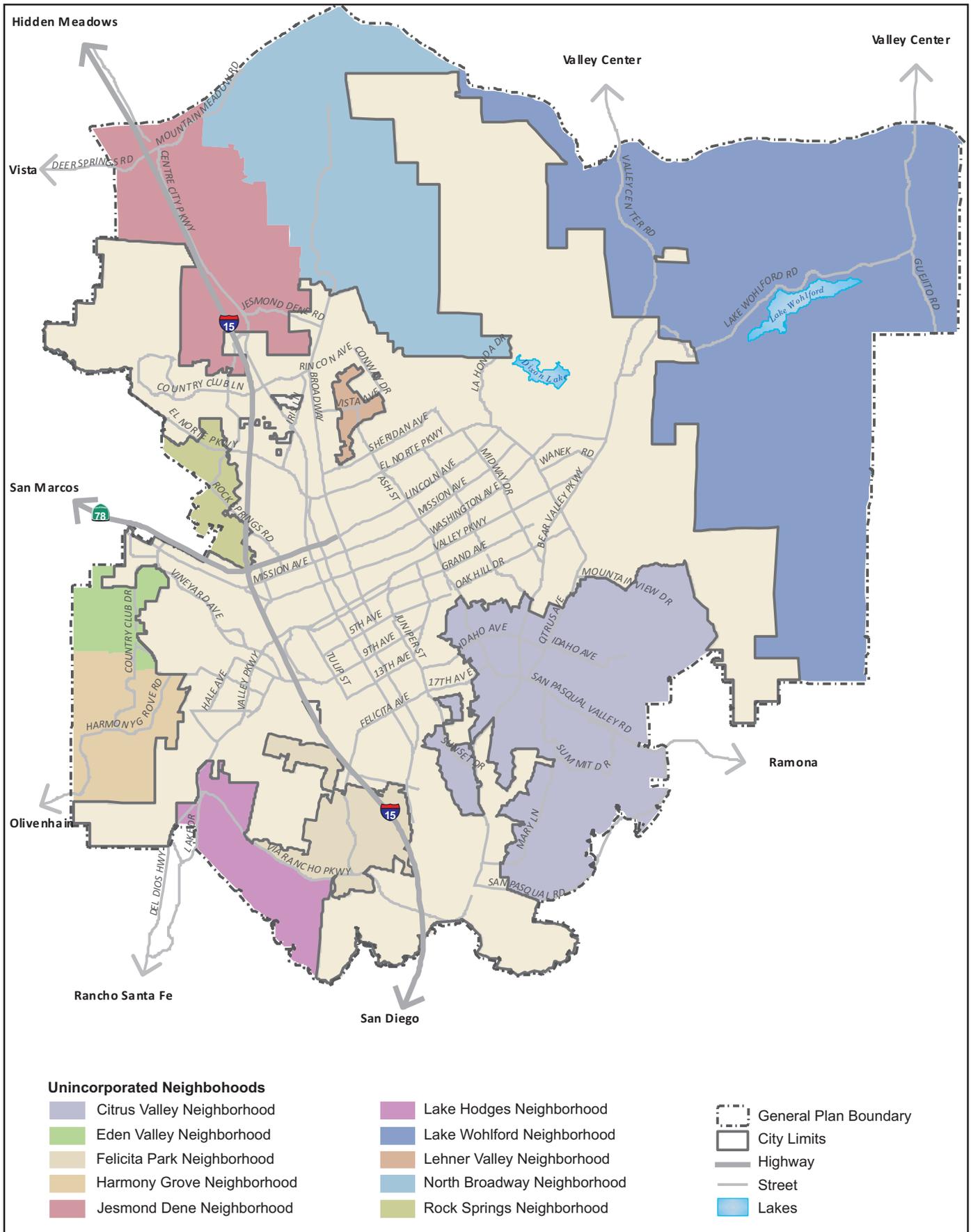
Parkway Target Area would have a Mixed Use Overlay with land use designations of Office and General Commercial.

12. **South Escondido Boulevard/Center City Parkway Target Area.** The South Escondido Boulevard/Center City Parkway Target Area is approximately 80 acres in size and bound by 6th and 15th Avenues, Escondido Boulevard, and Centre City Parkway. Under the proposed General Plan Update, the South Escondido Boulevard/Center City Parkway Target Area would have the following land use designations: Urban V and General Commercial.
13. **South Escondido Boulevard/Felicita Road Target Area.** The South Escondido Boulevard/Felicita Road Target Area is approximately 112 acres in size and located south of 15th Avenue between Escondido Boulevard and Centre City Parkway (on both sides of both streets). Under the proposed General Plan Update, the South Escondido Boulevard/Felicita Road Target Area would have a Mixed Use overlay with land use designations of General Commercial, Urban III, and Urban IV.
14. **Centre City Parkway/Brotherton Road Target Area.** The Centre City Parkway/Brotherton Road Target Area is approximately 55 acres in size and located in the vicinity of Brotherton Road and Citracado Parkway on both sides of Centre City Parkway. Under the proposed General Plan Update, the Centre City Parkway/Brotherton Road Target Area would have a Mixed Use overlay with land use designations of Urban III, General Commercial and Planned Commercial.
15. **Westfield Shoppingtown Target Area.** The Westfield Shoppingtown Target Area is approximately 77 acres in size and located at the I-15 and Via Rancho Parkway interchange. Under the proposed General Plan Update, the Westfield Shoppingtown Target Area would have a land use designation of Planned Commercial.

Unincorporated Neighborhoods in the General Plan Update Project Area

Surrounding Escondido's corporate boundaries are several unincorporated neighborhoods within the City's SOI. These areas are included as part of the General Plan Update project area because it is anticipated that requests for annexing unincorporated properties in these areas will be considered during the planning horizon of the General Plan Update (2035). Unincorporated neighborhoods within the General Plan Update project area are shown in Figure 3-5, Unincorporated Neighborhoods, and summarized below.

1. **Eden Valley and Harmony Grove Neighborhoods.** The Eden Valley and Harmony Grove neighborhoods are located in a rural valley along the western portion of the proposed project area and cover approximately 1,000 acres. Generally, the Eden Valley and Harmony Grove neighborhoods are bounded by Hill Valley Road to the north; the proposed project boundary to the west; Escondido Creek Conservancy natural open space to the south; and Country Club Road, Kauana Loa Drive and portions of Harmony Grove Road to the east. The area north of Mount Whitney Road forms the boundary between the Eden Valley neighborhood and the Harmony Grove neighborhood.



Source: City of Escondido 2011



UNINCORPORATED NEIGHBORHOODS
FIGURE 3-5

2. Felicita Park and Lake Hodges Neighborhoods. The Felicita Park and Lake Hodges neighborhoods are located in the southern portion of the proposed project area and cover approximately 1,500 acres. Generally, the Felicita Park and Lake Hodges Neighborhoods are bounded by I-15 and Centre City Parkway to the north and east; West Valley Parkway and Del Dios Highway to the west; and Lake Hodges Reservoir to the south. The area north of Via Rancho Parkway forms the boundary between the Felicita Park neighborhood and the Lake Hodges neighborhood.
3. Citrus Valley Neighborhood. The Citrus Valley neighborhood is located in the southeastern portion of the proposed project area and covers approximately 3,000 acres. Generally, the Citrus Valley neighborhood is bounded by the City of Escondido's corporate boundaries to the north, east and west; and the City of San Diego's San Pasqual Valley to the south.
4. Lake Wohlford Neighborhood. The Lake Wohlford neighborhood is located in the eastern portion of the proposed project area and covers approximately 6,500 acres. Generally, the Lake Wohlford neighborhood is bounded by the City of Escondido's corporate boundaries to the west; the unincorporated community of Valley Center to the north; the City of San Diego's San Pasqual Valley to the south; and unincorporated County areas to the east.
5. North Broadway and Jesmond Dene Neighborhoods. The North Broadway and Jesmond Dene neighborhoods are located in the northern portion of the proposed project area and cover approximately 4,500 acres. Generally, the North Broadway and Jesmond Dene Neighborhoods are bounded by I-15 to the west; the unincorporated community of Hidden Meadows to the north; Daley Ranch to the east; and the City of Escondido's corporate boundaries to the south.
6. Rock Springs Road Neighborhood. The Rock Springs Road neighborhood is located in the western portion of the proposed project area and covers approximately 300 acres. Generally, the Rock Springs Road neighborhood is bounded by I-15 to the east; Montiel Road to the south; El Norte Parkway to the north; and the City of San Marcos to the west.
7. Lehner Valley Neighborhood. The Lehner Valley neighborhood is an unincorporated County "island" surrounded by the City's corporated boundaries located in the northern portion of the proposed project area and covers approximately 100 acres. Generally, the Lehner Valley neighborhood is bounded by Broadway to the west; Rincon Avenue to the north; Sheridan Avenue to the south; and Conway Drive to the east.

The following discussion provides General Plan Update background information, buildout information, a summary of each General Plan element, and the updated quality of life standards.

3.4.1.1 Background

The last comprehensive update to the City's General Plan occurred in 1990. Escondido has grown and changed over the past two decades and new master plans, specific plans, and ordinances have been adopted to address issues and planning needs. These include the Parks, Trails & Open Space, Bicycle, Daley Ranch, Fire Station, and various infrastructure Master Plans; Downtown, Escondido Research Technology Center, Specific Plans; East Valley Parkway, Mercado, and South Escondido Boulevard Area Plans; and Ridgeline, Slope Density, Design Review, Standards of Coverage, Historic Preservation, Development Standards, and Infrastructure Deficiencies ordinances and standards. The City's continued

growth requires a new comprehensive General Plan Update to address the future vision for the City through 2035. An updated General Plan is also required to address state and federal requirements, guide the City away from sprawl development, plan for infrastructure concurrent with growth, protect sensitive habitat and other natural resources, and establish a coordinated approach for managing issues faced by the City and surrounding region, including climate change, water supply, wildfire, and financing of services and infrastructure.

The General Plan Update is based on extensive research and analysis of existing conditions, changing local and regional conditions, evolving trends in urban planning and a collaborative partnership with community members through an extensive public participation process. Throughout the General Plan Update process City staff engaged the community and its decision makers in numerous workshops, stakeholder meetings, special committees, and study sessions to understand the vision and desire for the future of Escondido. Hundreds of community members participated in these outreach opportunities.

Included in the public outreach was a series of community workshops involving the broader community, including school students, the Chamber of Commerce, and service organizations to identify issues and opportunities to be addressed in the General Plan Update. A citizen survey was posted on-line, and also made available at City Hall and other City locations to provide residents a forum for sharing their vision for the General Plan Update.

A representative selection of 15 citizens, appointed by the City Council, comprised the General Plan Issues Committee. The members of this committee worked with staff over the course of several months to address issues associated with the General Plan Update, including quality of life standards, land use alternatives, and major policy refinements. A General Plan Update display was presented at the City's annual street fair and at City Hall to give residents an opportunity to informally discuss the update with staff, share their opinions and receive information. An extensive web site and e-mail address system was also employed to document General Plan Update' progress and keep citizens informed.

The Housing Element has a distinct, separate approval process, and separate public participation workshops for the Housing Element were scheduled and held by the City. Outreach for workshop participation was conducted by the City and included the publication of a news release and a public notice, both issued prior to the workshop dates and advertised on the City's website. In addition, over 175 emails regarding the Housing Element workshops were sent to individuals that expressed interest in the General Plan Update process. The intent of the Housing Element workshops were to reach and solicit input from all segments of the community, including lower and moderate income households and persons with special housing needs.

3.4.1.2 General Plan Buildout

The term buildout refers to the maximum number of potential residential units and maximum amount of commercial, industrial and non-residential square footage allowable under implementation of the General Plan Update. The planning horizon year for the General Plan Update is 2035, by which time a large portion, but not all, of the planned development under the Plan will have occurred. Full buildout of the General Plan Update would not occur until all development allowed under the Plan is achieved, the exact timing of which is unknown. 2035 buildout is considered to be a reasonable development scenario for the General Plan Update and buildout to this level has been estimated for all the study areas in the General Plan Update. Table 3-4, General Plan Update Buildout Conditions, identifies 2035 buildout scenarios for each study area. Buildout assumptions for each study area are based on dwelling

units and densities being distributed in smart growth areas and established neighborhoods, taking into account community input and visioning as well as infrastructure capabilities and quality of life standards. 2035 buildout estimates are used as the basis for the analysis of impacts in this EIR. Therefore, all references to General Plan Update buildout in the EIR should be assumed to mean 2035 buildout, unless stated otherwise. Should any future development be proposed that is beyond 2035 buildout estimates, additional environmental review under CEQA would be required.

The General Plan Update buildout estimates shape how the City will look and feel and drive municipal infrastructure and facility needs. Detailed public facility plans that delineate the location and improvements associated with each public facility are prepared once the buildout and quality of life standards are determined. Once facility plans are developed, development fees are determined. If buildout estimates are too high, unnecessary improvements will be planned and the per-unit fees will be too low. If buildout is underestimated, then facility plans will not be able to accommodate actual development.

Table 3-4, General Plan Update Buildout Conditions, identifies the residential and non-residential 2035 buildout conditions under implementation of the proposed General Plan Update by study area, total city, and SOI. The 2035 buildout conditions for the General Plan Update boundary would result in 39,825 single family residential units, 24,883 multi-family residential units, 18,036,00 sf of commercial/retail uses, 9,628,000 sf of office uses, and 15,467,000 sf of industrial/other uses.

3.4.1.3 Population Estimates and Forecasts

The San Diego Association of Governments (SANDAG) estimates that an additional one million people will reside in the San Diego region by 2050, necessitating an additional 400,000 dwelling units. The General Plan Update considers a maximum of 6,336 ~~range of 3,350—5,825~~ new residential units that would be added to the General Plan's current build-out projection of approximately 67,946~~00~~ dwelling units. Local fertility rates are anticipated account for two-thirds of this projected growth, while one-third of new population growth is anticipated to be from residents relocating to the City.

The SANDAG 2030 forecast for the City of Escondido is 169,929 people and 53,087 dwelling units. Under existing conditions, an estimated 20,000 additional people live in the General Plan planning area, outside of the City boundaries but within the SOI. In 2010, the population of the City of Escondido was 148,630 people and 48,116 dwelling units. The 2030 forecast shows a projected 14 percent increase in population and 10 percent increase in housing units within the City. Because population is projected to grow faster than the number of dwelling units, the average persons per household (pph) is projected to increase from 3.1 in 2010 to 3.2 in 2030 (City 2011b).

In order to accommodate the anticipated population growth proposed in the General Plan Update future residential development will focus on smart growth principles, particularly in Study Areas 10, 11, 12, 13, 14 comprising area around downtown, East Valley Parkway, and South Escondido Boulevard (see Figure 3-3, Study Area, and Figure 3-4, Proposed Land Uses). Smart growth principles enhance land use and urban design and provide a framework for developing the land use plan and General Plan policies. Smart growth principles include preserving urban centers, ensuring adequate infrastructure, establishing urban growth limits, encouraging mixed use, developing for "human scale," encouraging high density development near transit, and protecting environmental resources. Smart growth seeks to expand transportation options to include walking, biking, public transit, and driving.

Table 3-4 General Plan Update Buildout Conditions

| ID No. | Study Area | Existing Conditions | Adopted General Plan Full Buildout | General Plan Update Full Buildout | Buildout by 2035 (Horizon Year) | 2035 Growth in New General Plan Above Existing Conditions | General Plan Update Full Buildout Above Adopted General Plan Full Buildout |
|---|---|---------------------|------------------------------------|-----------------------------------|---------------------------------|---|--|
| Single Family Residences (in dwelling units) | | | | | | | |
| 1. | Imperial Oakes SPA #13 | 64 | 289 | 0 | 0 | -64 | -289 |
| 2. | Hwy-78/Broadway Target Area | 0 | 0 | 0 | 0 | 0 | 0 |
| 3. | Transit Station Target Area | 0 | 0 | 0 | 0 | 0 | 0 |
| 4. | South Quince Street Target Area | 140 | 150 | 150 | 150 | 10 | 0 |
| 5. | ERTC North SPA #8 | 39 | 135 | 0 | 0 | -39 | -135 |
| 6. | ERTC South SPA #8 | 20 | 200 | 0 | 0 | -20 | -200 |
| 7. | 1-15/Felicita Road Corporate Office Target Area | 19 | 155 | 0 | 0 | -19 | -155 |
| 8. | Promenade Retail Center and Vicinity Target Area | 0 | 0 | 0 | 0 | 0 | 0 |
| 9. | Nutmeg Street | 0 | 10 | 0 | 0 | 0 | -10 |
| 10. | Downtown SPA #9 | 0 | 0 | 0 | 0 | 0 | 0 |
| 11. | East Valley Parkway Target Area | 100 | 0 | 0 | 0 | -100 | 0 |
| 12. | South Escondido Blvd/Centre City Pkwy Target Area | 0 | 0 | 0 | 0 | 0 | 0 |
| 13. | South Escondido Blvd/Felicita Road Target Area | 0 | 0 | 0 | 0 | 0 | 0 |
| 14. | Centre City Parkway/Brotherton Road Target Area | 0 | 0 | 0 | 0 | 0 | 0 |
| 15. | Westfield Shoppingtown Target Area | 0 | 0 | 0 | 0 | 0 | 0 |
| Remainder of City (Non-Study Areas) | | 30,725 | 35,200 | 35,200 | 32,725 | 2,000 | 0 |
| Total City | | 31,107 | 36,139 | 35,350 | 32,875 | 1,768 | -789 |
| Total SOI | | 6,450 | 7,800 | 7,800 | 6,950 | 500 | 0 |
| Total City + SOI | | 37,557 | 43,939 | 43,150 | 39,825 | 2,268 | -789 |
| Multi-family Residences (in dwelling units) | | | | | | | |
| 1. | Imperial Oakes SPA #13 | 0 | 0 | 0 | 0 | 0 | 0 |
| 2. | Hwy-78/Broadway Target Area | 330 | 330 | 330 | 330 | 0 | 0 |
| 3. | Transit Station Target Area | 160 | 160 | 960 | 800 | 640 | 800 |
| 4. | South Quince Street Target Area | 170 | 250 | 250 | 250 | 80 | 0 |
| 5. | ERTC North SPA #8 | 0 | 0 | 0 | 0 | 0 | 0 |
| 6. | ERTC South SPA #8 | 0 | 0 | 0 | 0 | 0 | 0 |
| 7. | 1-15/Felicita Road Corporate Office Target Area | 0 | 0 | 0 | 0 | 0 | 0 |
| 8. | Promenade Retail Center and Vicinity Target Area | 628 | 628 | 628 | 628 | 0 | 0 |
| 9. | Nutmeg Street | 0 | 0 | 50 | 50 | 50 | 50 |

Table 3-4 continued

| ID No. | Study Area | Existing Conditions | Adopted General Plan Full Buildout | General Plan Update Full Buildout | Buildout by 2035 (Horizon Year) | 2035 Growth in New General Plan Above Existing Conditions | General Plan Update Full Buildout Above Adopted General Plan Full Buildout |
|--|---|---------------------|------------------------------------|-----------------------------------|---------------------------------|---|--|
| 10. | Downtown SPA #9 | 674 | 2,000 | 5,275 | 4,000 | 3,326 | 3,275 |
| 11. | East Valley Parkway Target Area | 600 | 1,100 | 2,100 | 1,300 | 700 | 1,000 |
| 12. | South Escondido Blvd/Centre City Pkwy Target Area | 690 | 1,072 | 1,847 | 1,300 | 610 | 775 |
| 13. | South Escondido Blvd/Felicita Road Target Area | 440 | 640 | 740 | 740 | 300 | 100 |
| 14. | Centre City Parkway/Brotherton Road Target Area | 300 | 500 | 1,625 | 1,000 | 700 | 1,125 |
| 15. | Westfield Shoppingtown Target Area | 0 | 0 | 0 | 0 | 0 | 0 |
| Remainder of City (Non-Study Areas) | | 12,485 | 17,327 | 17,327 | 13,735 | 1,250 | 0 |
| Total City | | 16,477 | 24,007 | 31,132 | 24,133 | 7,656 | 7,125 |
| Total SOI | | 0 | 0 | 0 | 0 | 0 | 0 |
| Total City + SOI | | 16,477 | 24,007 | 31,132 | 24,883 | 7,656 | 7,125 |
| Total Housing Units (in dwelling units) | | | | | | | |
| 1. | Imperial Oakes SPA #13 | 64 | 289 | 0 | 0 | -64 | -289 |
| 2. | Hwy-78/Broadway Target Area | 330 | 330 | 330 | 330 | 0 | 0 |
| 3. | Transit Station Target Area | 160 | 160 | 960 | 800 | 640 | 800 |
| 4. | South Quince Street Target Area | 310 | 400 | 400 | 400 | 90 | 0 |
| 5. | ERTC North SPA #8 | 39 | 135 | 0 | 0 | -39 | -135 |
| 6. | ERTC South SPA #8 | 20 | 200 | 0 | 0 | -20 | -200 |
| 7. | 1-15/Felicita Road Corporate Office Target Area | 19 | 155 | 0 | 0 | -19 | -155 |
| 8. | Promenade Retail Center and Vicinity Target Area | 628 | 628 | 628 | 628 | 0 | 0 |
| 9. | Nutmeg Street | 0 | 10 | 50 | 50 | 50 | 40 |
| 10. | Downtown SPA #9 | 674 | 2,000 | 5,275 | 4,000 | 3,326 | 3,275 |
| 11. | East Valley Parkway Target Area | 700 | 1,100 | 2,100 | 1,300 | 600 | 1,000 |
| 12. | South Escondido Blvd/Centre City Pkwy Target Area | 690 | 1,072 | 1,847 | 1,300 | 610 | 775 |
| 13. | South Escondido Blvd/Felicita Road Target Area | 440 | 640 | 740 | 740 | 300 | 100 |
| 14. | Centre City Parkway/Brotherton Road Target Area | 300 | 500 | 1,625 | 1,000 | 700 | 1,125 |
| 15. | Westfield Shoppingtown Target Area | 0 | 0 | 0 | 0 | 0 | 0 |
| Remainder of City (Non-Study Areas) | | 43,210 | 52,527 | 52,527 | 46,460 | 3,250 | 0 |
| Total City Residential | | 47,584 | 60,146 | 66,482 | 57,008 | 9,424 | 6,336 |
| Total SOI Residential | | 6,450 | 7,800 | 7,800 | 6,950 | 500 | 0 |
| Total Housing Units City + SOI | | 54,034 | 67,946 | 74,282 | 63,958 | 9,924 | 6,336 |

Table 3-4 continued

| ID No. | Study Area | Existing Conditions | Adopted General Plan Full Buildout | General Plan Update Full Buildout | Buildout by 2035 (Horizon Year) | 2035 Growth in New General Plan Above Existing Conditions | General Plan Update Full Buildout Above Adopted General Plan Full Buildout |
|---|---|---------------------|------------------------------------|-----------------------------------|---------------------------------|---|--|
| Commercial/Retail Units (in square feet) | | | | | | | |
| 1. | Imperial Oakes SPA #13 | 0 | 0 | 0 | 0 | 0 | 0 |
| 2. | Hwy-78/Broadway Target Area | 666,000 | 900,000 | 2,445,000 | 1,200,000 | 534,000 | 1,545,000 |
| 3. | Transit Station Target Area | 596,000 | 625,000 | 970,000 | 850,000 | 254,000 | 345,000 |
| 4. | South Quince Street Target Area | 165,000 | 179,000 | 538,000 | 300,000 | 135,000 | 359,000 |
| 5. | ERTC North SPA #8 | 82,000 | 87,000 | 726,000 | 87,000 | 5,000 | 639,000 |
| 6. | ERTC South SPA #8 | 0 | 0 | 0 | 0 | 0 | 0 |
| 7. | 1-15/Felicita Road Corporate Office Target Area | 0 | 0 | 437,000 | 186,000 | 186,000 | 437,000 |
| 8. | Promenade Retail Center and Vicinity Target Area | 420,000 | 516,000 | 1,846,000 | 775,000 | 355,000 | 1,330,000 |
| 9. | Nutmeg Street | 0 | 0 | 0 | 0 | 0 | 0 |
| 10. | Downtown SPA #9 | 2,053,000 | 2,466,000 | 9,442,000 | 3,600,000 | 1,547,000 | 6,976,000 |
| 11. | East Valley Parkway Target Area | 1,895,000 | 2,100,000 | 5,414,000 | 2,250,000 | 355,000 | 3,314,000 |
| 12. | South Escondido Blvd/Centre City Pkwy Target Area | 817,000 | 897,000 | 1,960,000 | 1,153,000 | 336,000 | 1,063,000 |
| 13. | South Escondido Blvd/Felicita Road Target Area | 238,000 | 299,000 | 679,000 | 375,000 | 137,000 | 380,000 |
| 14. | Centre City Parkway/Brotherton Road Target Area | 169,000 | 290,000 | 861,000 | 576,000 | 407,000 | 571,000 |
| 15. | Westfield Shoppingtown Target Area | 1,600,000 | 1,600,000 | 2,462,000 | 2,034,000 | 434,000 | 862,000 |
| Remainder of City (Non-Study Areas) | | 4,300,000 | 4,778,000 | 4,778,000 | 4,500,000 | 200,000 | 0 |
| Total City | | 13,001,000 | 14,737,000 | 32,558,000 | 17,886,000 | 4,885,000 | 17,821,000 |
| Total SOI | | 0 | 300,000 | 300,000 | 150,000 | 150,000 | 0 |
| Total City + SOI | | 13,001,000 | 15,037,000 | 32,858,000 | 18,036,000 | 5,035,000 | 17,821,000 |
| Office (in square feet) | | | | | | | |
| 1. | Imperial Oakes SPA #13 | 15,000 | 30,000 | 4,592,000 | 2,100,000 | 2,085,000 | 4,562,000 |
| 2. | Hwy-78/Broadway Target Area | 35,000 | 47,000 | 129,000 | 84,000 | 49,000 | 82,000 |
| 3. | Transit Station Target Area | 149,000 | 156,000 | 728,000 | 550,000 | 401,000 | 572,000 |
| 4. | South Quince Street Target Area | 18,000 | 20,000 | 60,000 | 60,000 | 42,000 | 40,000 |
| 5. | ERTC North SPA #8 | 660,000 | 694,000 | 5,805,000 | 1,200,000 | 540,000 | 5,111,000 |
| 6. | ERTC South SPA #8 | 4,000 | 4,000 | 156,000 | 78,000 | 74,000 | 152,000 |
| 7. | 1-15/Felicita Road Corporate Office Target Area | 150,000 | 154,000 | 2,477,000 | 950,000 | 800,000 | 2,323,000 |
| 8. | Promenade Retail Center and Vicinity Target Area | 180,000 | 221,000 | 1,231,000 | 443,000 | 263,000 | 1,010,000 |
| 9. | Nutmeg Street | 0 | 0 | 0 | 30,000 | 30,000 | 0 |
| 10. | Downtown SPA #9 | 969,000 | 1,025,000 | 3,921,000 | 1,250,000 | 281,000 | 2,896,000 |



Table 3-4 continued

| ID No. | Study Area | Existing Conditions | Adopted General Plan Full Buildout | General Plan Update Full Buildout | Buildout by 2035 (Horizon Year) | 2035 Growth in New General Plan Above Existing Conditions | General Plan Update Full Buildout Above Adopted General Plan Full Buildout |
|--|---|---------------------|------------------------------------|-----------------------------------|---------------------------------|---|--|
| 11. | East Valley Parkway Target Area | 1,020,000 | 1,131,000 | 2,915,000 | 1,400,000 | 380,000 | 1,784,000 |
| 12. | South Escondido Blvd/Centre City Pkwy Target Area | 43,000 | 47,000 | 103,000 | 78,000 | 35,000 | 56,000 |
| 13. | South Escondido Blvd/Felicita Road Target Area | 13,000 | 33,000 | 36,000 | 30,000 | 17,000 | 3,000 |
| 14. | Centre City Parkway/Brotherton Road Target Area | 139,000 | 237,000 | 704,000 | 345,000 | 206,000 | 467,000 |
| 15. | Westfield Shoppingtown Target Area | 0 | 0 | 434,000 | 284,000 | 284,000 | 434,000 |
| Remainder of City (Non-Study Areas) | | 696,000 | 773,000 | 773,000 | 746,000 | 50,000 | 0 |
| Total City | | 4,091,000 | 4,572,000 | 24,064,000 | 9,628,000 | 5,537,000 | 19,492,000 |
| Total SOI | | 0 | 0 | 0 | 0 | 0 | 0 |
| Total City + SOI | | 4,091,000 | 4,572,000 | 24,064,000 | 9,628,000 | 5,537,000 | 19,492,000 |
| Industrial/Other (in square feet) | | | | | | | |
| 1. | Imperial Oakes SPA #13 | 60,000 | 120,000 | 1,148,000 | 550,000 | 490,000 | 1,028,000 |
| 2. | Hwy-78/Broadway Target Area | 0 | 0 | 0 | 0 | 0 | 0 |
| 3. | Transit Station Target Area | 2,234,000 | 2,346,000 | 3,638,000 | 2,800,000 | 566,000 | 1,292,000 |
| 4. | South Quince Street Target Area | 357,000 | 388,000 | 1,167,000 | 500,000 | 143,000 | 779,000 |
| 5. | ERTC North SPA #8 | 82,000 | 87,000 | 726,000 | 87,000 | 5,000 | 639,000 |
| 6. | ERTC South SPA #8 | 36,000 | 36,000 | 1,400,000 | 700,000 | 664,000 | 1,364,000 |
| 7. | 1-15/Felicita Road Corporate Office Target Area | 129,000 | 129,000 | 129,000 | 129,000 | 129,000 | 0 |
| 8. | Promenade Retail Center and Vicinity Target Area | 0 | 0 | 0 | 0 | 0 | 0 |
| 9. | Nutmeg Street | 0 | 0 | 0 | 0 | 0 | 0 |
| 10. | Downtown SPA #9 | 31,000 | 50,000 | 203,000 | 91,000 | 60,000 | 153,000 |
| 11. | East Valley Parkway Target Area | 0 | 0 | 0 | 0 | 0 | 0 |
| 12. | South Escondido Blvd/Centre City Pkwy Target Area | 0 | 0 | 0 | 0 | 0 | 0 |
| 13. | South Escondido Blvd/Felicita Road Target Area | 0 | 0 | 0 | 0 | 0 | 0 |
| 14. | Centre City Parkway/Brotherton Road Target Area | 0 | 0 | 0 | 0 | 0 | 0 |
| 15. | Westfield Shoppingtown Target Area | 0 | 0 | 0 | 0 | 0 | 0 |
| Remainder of City (Non-Study Areas) | | 9,460,000 | 11,771,000 | 11,771,000 | 10,610,000 | 1,150,000 | 0 |
| Total City | | 12,389,000 | 14,927,000 | 20,182,000 | 15,467,000 | 3,078,000 | 5,255,000 |
| Total SOI | | 0 | 0 | 0 | 0 | 0 | 0 |
| Total City + SOI | | 12,389,000 | 14,927,000 | 20,182,000 | 15,467,000 | 3,078,000 | 5,255,000 |

Table 3-4 continued

| ID No. | Study Area | Existing Conditions | Adopted General Plan Full Buildout | General Plan Update Full Buildout | Buildout by 2035 (Horizon Year) | 2035 Growth in New General Plan Above Existing Conditions | General Plan Update Full Buildout Above Adopted General Plan Full Buildout |
|---|---|---------------------|------------------------------------|-----------------------------------|---------------------------------|---|--|
| Nonresidential Summary | | | | | | | |
| 1. | Imperial Oakes SPA #13 | 75,000 | 150,000 | 5,740,000 | 2,650,000 | 2,575,000 | 5,590,000 |
| 2. | Hwy-78/Broadway Target Area | 701,000 | 947,000 | 2,574,000 | 1,284,000 | 583,000 | 1,627,000 |
| 3. | Transit Station Target Area | 2,979,000 | 3,127,000 | 5,336,000 | 4,200,000 | 1,221,000 | 2,209,000 |
| 4. | South Quince Street Target Area | 540,000 | 587,000 | 1,765,000 | 860,000 | 320,000 | 1,178,000 |
| 5. | ERTC North SPA #8 | 824,000 | 868,000 | 7,257,000 | 1,374,000 | 550,000 | 6,389,000 |
| 6. | ERTC South SPA #8 | 40,000 | 40,000 | 1,556,000 | 778,000 | 738,000 | 1,516,000 |
| 7. | 1-15/Felicita Road Corporate Office Target Area | 279,000 | 283,000 | 3,043,000 | 1,265,000 | 986,000 | 2,760,000 |
| 8. | Promenade Retail Center and Vicinity Target Area | 600,000 | 737,000 | 3,077,000 | 1,218,000 | 618,000 | 2,340,000 |
| 9. | Nutmeg Street | 0 | 0 | 0 | 30,000 | 30,000 | 0 |
| 10. | Downtown SPA #9 | 3,053,000 | 3,541,000 | 13,566,000 | 4,941,000 | 1,888,000 | 10,025,000 |
| 11. | East Valley Parkway Target Area | 2,915,000 | 3,231,000 | 8,329,000 | 3,650,000 | 735,000 | 50,980,000 |
| 12. | South Escondido Blvd/Centre City Pkwy Target Area | 860,000 | 944,000 | 2,063,000 | 1,231,000 | 371,000 | 1,119,000 |
| 13. | South Escondido Blvd/Felicita Road Target Area | 251,000 | 332,000 | 715,000 | 405,000 | 154,000 | 383,000 |
| 14. | Centre City Parkway/Brotherton Road Target Area | 308,000 | 527,000 | 1,565,000 | 921,000 | 613,000 | 1,038,000 |
| 15. | Westfield Shoppingtown Target Area | 1,600,000 | 1,600,000 | 2,896,000 | 2,318,000 | 718,000 | 1,296,000 |
| Remainder of City (Non-Study Areas) | | 14,456,000 | 17,322,000 | 17,322,000 | 15,856,000 | 1,400,000 | 0 |
| Total City Nonresidential | | 29,481,000 | 34,236,000 | 76,804,000 | 42,981,000 | 13,500,000 | 42,568,000 |
| Total SOI Non-Residential | | 0 | 300,000 | 300,000 | 150,000 | 150,000 | 0 |
| Total City + SOI Non-residential Total | | 29,481,000 | 34,536,000 | 77,104,000 | 43,131,000 | 13,650,000 | 42,568,000 |

NOTE: The EIR utilizes the number 47,584 for existing dwelling units within the City of Escondido and the number 54,034 for dwelling units within the entire planning area. These numbers are based upon information obtained from the Department of Finance, which is generated partially from data obtained directly from the City, including an inventory of existing Certificates of Occupancy. These numbers are consistent with the baseline condition of the EIR, or the physical condition that exists when the NOP was published for the proposed project (July 22, 2010). It should be noted that the Housing Element for the General Plan Update utilizes 2010 Census data and the number 48,044 for existing dwelling units within the City. The Housing Element utilizes a different data set due to the need to evaluate additional factors related to housing, such as age distribution, owner vs. renter statistics, and income levels. The difference between the dwelling units used in the EIR compared to the Housing Element equates to a difference of less than one percent. The EIR uses a lesser number for existing dwelling units, which equates to a more conservative analysis, or worst case scenario. Within the EIR, this worst-case scenario was used in the analysis contained in the Air Quality, Greenhouse Gas Emissions and Population and Housing sections.

3.4.1.4 General Plan Elements

The General Plan Update contains eight elements: Land Use and Community Form, Mobility and Infrastructure, Economic Prosperity, Growth Management, Resource Conservation, Community Health and Services, Community Protection, and Housing. Seven of these elements, including Land Use, Circulation, Housing, Conservation, Open Space, Noise and Safety, are mandated by California Planning Law (Government Code §65040.2) which requires that each local government must include these elements in its General Plan. A summary of each element is provided below.

Land Use and Community Form Element

The purpose of the Land Use and Community Form Element is to ensure that a balance of residential, employment, commercial, recreational, civic/cultural and open space land uses are provided at appropriate intensities, locations and combinations to enhance Escondido's sustainability. Goals identified in the Land Use and Community Form Element foster Escondido's role as an urban center by emphasizing the revitalization of downtown and established neighborhoods, the promotion of new economic development in the form of attractive, sustainable, economically viable industrial and commercial areas, and the concentration of high-intensity activities in the urban core. The Land Use and Community Form Element assigns major land uses throughout the City to preserve existing single family densities and enhance the integrity and amenities of established residential neighborhoods, provide opportunities for future growth that meet the community's vision, and strengthen the economic viability of employment areas and commercial activity centers. Policies in the Land Use and Community Form Element will guide the City's efforts to become a more integrated, walkable, and sustainable community that will enrich and improve residents' quality of life.

The Land Use and Community Form Element identifies nine Land Use categories, each with multiple land use designations, including:

1. Large Lot Single Family Residential (Rural I, Rural II, Estate I, Estate II)
2. Single Family Residential (Suburban, Urban I)
3. Medium Density Multi-Family Residential (Urban II, Urban III)
4. High Density Multi-Family Residential (Urban IV, Urban V)
5. Commercial (Neighborhood Commercial, General Commercial, Planned Commercial)
6. Office (General Office, Planned Office)
7. Industrial (Industrial Office, Light Industrial, General Industrial)
8. Mixed Use Residential Overlay (Vertical Mixed Use Overlay, Horizontal Mixed Use Overlay)
9. Other (Specific Planning Areas, Public Facility Overlay, Parks and Open Space, Native American Tribal Lands)

Table 3-3, Definitions of Proposed Land Use Categories, defines each land use designation while Urban form characteristics describe key physical features and attributes envisioned for each land use designation to help developers, decision makers, and the public share a common understanding of the qualities that contribute to good design. Urban form characteristics include details such as the height and bulk of buildings, the location of buildings on their parcels, the relationship of buildings to streets, the height of buildings relative to adjacent neighborhoods, and the location and character of parking and pedestrian facilities. Unlike urban form standards, urban form characteristics are recommendations,

not required standards. Table 3-5, Proposed Land Use Designations, provides land use designation descriptions, in terms of urban form standards and urban form characteristics. Urban form standards prescribe the maximum density for residential uses, and building intensity for nonresidential and mixed use developments and the maximum building height. Standards of building density for residential uses are stated as the allowable range (i.e. minimum and maximum) of dwelling units per net acre. Standards of building intensity for nonresidential, mixed use, commercial, and industrial development are expressed as floor area ratios (FARs). FAR is the ratio of gross floor area of a building on a lot (or parcel) in relation to the area of the net lot (or parcel), exclusive of existing or proposed streets and rights-of-way.

Urban form characteristics describe key physical features and attributes envisioned for each land use designation to help developers, decision makers, and the public share a common understanding of the qualities that contribute to good design. Urban form characteristics include details such as the height and bulk of buildings, the location of buildings on their parcels, the relationship of buildings to streets, the height of buildings relative to adjacent neighborhoods, and the location and character of parking and pedestrian facilities. Unlike urban form standards, urban form characteristics are recommendations, not required standards.

Mobility and Infrastructure Element

The purpose of the Mobility and Infrastructure Element is to identify the types, locations and extent of existing and proposed transportation and utility facilities, and to establish goals and guiding policies for implementing improvements necessary to serve existing and future residents. The Element includes the general location and extent of existing and proposed major thoroughfares, transportation routes, terminals, and other local public utilities and facilities. The element introduces planning tools essential for achieving the community's transportation and utility goals and policies with the intent of providing a sustainable system to serve residents and businesses. The Mobility and Infrastructure Element also incorporates goals and policies related to the concept of complete streets. Complete streets include streets equipped with facilities and designs that enable safe access for users (i.e. pedestrians, bicyclists, transit riders, and motorists) of all ages and abilities. Policies identified in the Mobility and Infrastructure Element address the following issues:

- | | |
|-------------------------------------|----------------------------------|
| 1. Regional Transportation Planning | 10. Goods and Services Transport |
| 2. Complete Streets | 11. Aviation |
| 3. Street Networks | 12. Water Systems |
| 4. Pedestrian Networks | 13. Wastewater Systems |
| 5. Bicycle Networks | 14. Storm Drainage |
| 6. Transit Systems | 15. Solid Waste and Recycling |
| 7. Transportation Demand Management | 16. Energy |
| 8. Parking | 17. Telecommunications |
| 9. Traffic Calming | |

Table 3-5 Proposed Land Use Designations

| General Plan Land Use Designations | Maximum Density (allowable by slope categories) | General Description | Recommended Urban Form Characteristics |
|--|--|--|--|
| Large Lot Single Family Residential Category (Rural I, Rural II, Estate I, Estate II) | | | |
| Rural I | <ul style="list-style-type: none"> ■ 0-25%: 1 du/4 ac ■ 25-35%: 1 du/8 ac ■ >35%: 1 du/20 ac ■ Minimum lot size: 4 ac ■ Building height: 1-2 stories | <ul style="list-style-type: none"> ■ Rural living environment in areas of agricultural production, rugged terrain, and/or environmentally constrained lands that are the most remote from urban development. Typified by large lot single family homes. | <ul style="list-style-type: none"> ■ Large residential lots ■ Natural and open space ■ Agricultural properties ■ Rustic, informal streets |
| Rural II | <ul style="list-style-type: none"> ■ 0-25%: 1 du/2 ac ■ 25-35%: 1 du/4 ac ■ >35%: 1 du/20 ac ■ Minimum lot size: 2 ac ■ Building height: 1-2 stories | <ul style="list-style-type: none"> ■ Rural living environment in areas of agricultural production or rugged terrain that is remote from urban development. Typified by large lot single family homes. | <ul style="list-style-type: none"> ■ Large residential lots ■ Natural and open space ■ Agricultural properties ■ Rustic, informal streets |
| Estate I | <ul style="list-style-type: none"> ■ 0-15%: 1 du/1 ac ■ 15-25%: 1 du/2 ac ■ 25-35%: 1 du/4 ac ■ >35%: 1 du/20 ac ■ Minimum lot size: 40,000 sf ■ Building height: 1-2 stories | <ul style="list-style-type: none"> ■ Large-lot, spaced single family development in areas bordering land designated as Rural. | <ul style="list-style-type: none"> ■ Large residential lots ■ Set back from street ■ Extensive landscaping ■ Agricultural properties ■ Rustic, informal streets |
| Estate II | <ul style="list-style-type: none"> ■ 0-25%: 2 du/1 ac ■ 25-35%: 1 du/1 ac ■ >35%: 1 du/20 ac ■ Minimum lot size: 20,000 sf ■ Building height: 1-2 stories | <ul style="list-style-type: none"> ■ Spaced single family development on relatively large lots and properties that transition between more intensive suburban development and Estate I areas. | <ul style="list-style-type: none"> ■ Large residential lots ■ Units set back from the street ■ Extensive landscaping ■ Semi-formal streets |
| Single Family Residential (Suburban, Urban I) | | | |
| Suburban | <ul style="list-style-type: none"> ■ 0-25%: 3.3 du/ac ■ 25-35%: 1.5 du/ac ■ >35%: 1 du/20 ac ■ Minimum lot size: 10,000 sf ■ Building height: 1-2 stories | <ul style="list-style-type: none"> ■ Single family homes with a traditional residential neighborhood character. | <ul style="list-style-type: none"> ■ Interconnected curvilinear street system ■ Community services and neighborhood parks within walking distance ■ Established street tree canopy |
| Urban I | <ul style="list-style-type: none"> ■ 5.5 du/ac ■ Minimum lot size: 6,000 sf ■ Building height: 1-3 stories | <ul style="list-style-type: none"> ■ Single family homes in a more urban, medium-density living environment, characteristic of much of the City. Mobile homes, patio homes, and zero-lot-line (one boundary of a structure built right on property line) developments are also permitted. | <ul style="list-style-type: none"> ■ Highly interconnected linear street system ■ Community services and neighborhood parks within walking distance ■ Established street tree canopy ■ Housing types and design consistent with existing forms and patterns ■ Older neighborhoods maintain limited curb cuts with rear, alley, and side garage access |

Table 3-5 continued

| General Plan Land Use Designations | Maximum Density (allowable by slope categories) | General Description | Recommended Urban Form Characteristics |
|---|---|---|---|
| Medium Density Multi-Family Residential (Urban II, Urban III) | | | |
| Urban II | <ul style="list-style-type: none"> ■ 12 du/ac ■ Building height: 1-3 stories | <ul style="list-style-type: none"> ■ Single family, multi-family units and mobile homes. Characterized primarily by detached housing units, patio homes, zero-lot-line projects, semidetached or attached units, with duplexes, triplexes, and fourplexes. | <ul style="list-style-type: none"> ■ Highly interconnected linear street system ■ Community services and neighborhood parks within walking distance ■ Range of housing types and design consistent with existing forms and patterns ■ Established street tree canopy |
| Urban III | <ul style="list-style-type: none"> ■ Maximum: 18 du/ac ■ Minimum: 12.6 du/ac ■ Building height: 2-4 stories | <ul style="list-style-type: none"> ■ Multi-family residential units, town homes and apartments, flats and condominiums. | <ul style="list-style-type: none"> ■ Older neighborhoods maintain limited curb cuts with rear, alley, and side garage access ■ Larger parcels may incorporate multiple buildings ■ Multi-family development includes common open space and recreational amenities |
| High Density Multi-Family Residential (Urban IV and Urban V) | | | |
| Urban IV | <ul style="list-style-type: none"> ■ Maximum: 24 du/ac ■ Minimum: 16.8 du/ac ■ Building height: 2-5 stories | <ul style="list-style-type: none"> ■ Multi-family residential units, town homes and apartments, flats and condominiums. | <ul style="list-style-type: none"> ■ Highly interconnected linear street system ■ Community services and neighborhood parks within walking distance ■ Range of housing types and design consistent with existing forms and patterns ■ Established street tree canopy |
| Urban V | <ul style="list-style-type: none"> ■ Maximum: 45 du/ac ■ Minimum: 31.5 du/ac ■ Building height: 3-6 stories | <ul style="list-style-type: none"> ■ Higher density multi-family residential units, town homes and apartments, flats and condominiums. | <ul style="list-style-type: none"> ■ Buildings located and designed to orient to primary street frontages ■ Larger parcels may incorporate multiple buildings ■ Multi-family development includes common open space and recreational amenities ■ Off-street parking is integrated into the building or in separate parking structures ■ Direct access to transit incorporated ■ Older neighborhoods maintain limited curb cuts with rear, alley, and side garage access |
| Commercial (Neighborhood Commercial, General Commercial, Planned Commercial) | | | |
| Neighborhood Commercial | <ul style="list-style-type: none"> ■ Maximum intensity: 0.35 FAR ■ Building height: 1 story ■ Maximum lot size: 5 ac | <ul style="list-style-type: none"> ■ Businesses intended to serve the immediate neighborhood, may include child care facilities. | <ul style="list-style-type: none"> ■ Low scale, low intensity, low impact design ■ Signage, lighting, landscaping, businesses and hours of operation compatible with the surrounding residential densities and intensities ■ Parking areas heavily landscaped |

Table 3-5 continued

| General Plan Land Use Designations | Maximum Density (allowable by slope categories) | General Description | Recommended Urban Form Characteristics |
|---|---|--|---|
| General Commercial | <ul style="list-style-type: none"> ■ Maximum intensity: 0.5 FAR ■ Building height: 1-3 stories ■ (Buildings taller than 3 stories may be appropriate for tourist-serving facilities or in mixed use overlay areas) ■ Maximum lot size: none | <ul style="list-style-type: none"> ■ A broad range of retail and service activities, including local-serving commercial, community shopping/ office complexes, automobile sales and service, eating and drinking establishments, entertainment facilities. | <ul style="list-style-type: none"> ■ Promote pedestrian activity characterized by store front window displays and extensive landscaping ■ Compatible and transition with adjacent uses in scale, bulk, height ■ Designed to orient to primary street frontages ■ Parking areas heavily landscaped ■ Internal vehicular access facilitates parking and minimize curb cuts where feasible |
| Planned Commercial | <ul style="list-style-type: none"> ■ Maximum intensity: 1.5 FAR ■ Building height: 1-3 stories ■ Maximum lot size: none | <ul style="list-style-type: none"> ■ A variety of commercial activities within a unified planned commercial center. | <ul style="list-style-type: none"> ■ Multiple buildings identifiable as a distinct place ■ Unified framework of pedestrian walkways, public plazas, open spaces and courtyards ■ Designed to promote pedestrian activity characterized by store front window displays and extensive landscaping ■ Enhance character and identity ■ Preserve unique qualities and ensure compatibility with surrounding areas ■ Parking areas heavily landscaped |
| Office Category (General Office, Planned Office) | | | |
| General Office | <ul style="list-style-type: none"> ■ Maximum intensity: 2.0 FAR ■ Building height: 2-6 stories ■ Maximum lot size: none | <ul style="list-style-type: none"> ■ Administrative and professional offices; business support services; financial, insurance, and real estate services; supportive commercial uses such as restaurants. Medical offices and health care services, short-term convalescent and long-term care facilities, research labs, medical supply, and similar uses. | <ul style="list-style-type: none"> ■ Maintain the character in scale, bulk, and height ■ Buildings oriented to the street frontage and designed to promote pedestrian interest ■ Parking located behind or within buildings, or accommodated in separate parking structures ■ Public and semi-public outdoor spaces ■ Sidewalks incorporate landscaping, street furniture, lighting, public art, and similar amenities ■ Parking areas heavily landscaped |
| Planned Office | <ul style="list-style-type: none"> ■ Maximum intensity: 2.0 FAR ■ Building height: 1-3 stories ■ Maximum lot size: none | <ul style="list-style-type: none"> ■ Biotechnology, research and development, corporate office and related support office uses in a campus-like setting. Limited support retail and service uses, such as restaurants, dry cleaners, gym/ fitness centers, markets, and office services (e.g., printing/ copying/shipping) as well as compatible public uses are also appropriate if integrated into larger facilities. | <ul style="list-style-type: none"> ■ Coordinated architecture, lighting, signage, landscaping, and a unifying theme ■ Located and designed to promote pedestrian activity along their frontages ■ Parking located behind or within buildings, or accommodated in separate parking structures ■ Public and semi-public outdoor spaces such as plazas and courtyards ■ Parking areas heavily landscaped |

Table 3-5 continued

| General Plan Land Use Designations | Maximum Density (allowable by slope categories) | General Description | Recommended Urban Form Characteristics |
|---|---|---|--|
| Industrial (Industrial Office, Light Industrial, General Industrial) | | | |
| Industrial Office | <ul style="list-style-type: none"> ■ Maximum intensity: 2.0 FAR ■ Building height: 1-4 stories ■ Maximum lot size: none | <ul style="list-style-type: none"> ■ Office uses transitioning from older manufacturing uses adjacent to downtown and in a more urban setting with nearby residential uses and convenient access to transit. | <ul style="list-style-type: none"> ■ Ceiling heights to accommodate production and storage ■ Pedestrian connections to nearby transit ■ More articulation, detailing, and fenestration on facades visible from major thoroughfares and freeways ■ Landscaping and wall treatments incorporated to buffer adjacent sensitive uses |
| Light Industrial | <ul style="list-style-type: none"> ■ Maximum intensity: 1.0 FAR ■ Building height: 1-4 stories ■ Maximum lot size: none | <ul style="list-style-type: none"> ■ Light manufacturing, ware-house, distribution, assembly, and wholesale uses in a more restrictive setting than the General Industrial designation. | <ul style="list-style-type: none"> ■ Ceiling heights to accommodate production and storage ■ Pedestrian connections to nearby transit |
| General Industrial | <ul style="list-style-type: none"> ■ Maximum intensity: 1.0 FAR ■ Building height: 1-2 stories ■ Maximum lot size: none | <ul style="list-style-type: none"> ■ Intense manufacturing, ware-house and distribution, assembly, and wholesale industrial opportunities and allows outside storage. Uses that provide supporting products or services for the primary businesses are also allowed. | <ul style="list-style-type: none"> ■ More articulation, detailing, and fenestration on facades visible from major thoroughfares and freeways ■ Landscaping and wall treatments incorporated to buffer adjacent sensitive uses |
| Mixed Use Residential Overlay (Vertical Mixed Use, Horizontal Mixed Use) | | | |
| Vertical Mixed Use | <p><i>Residential:</i></p> <ul style="list-style-type: none"> ■ Minimum intensity: 1.5 FAR ■ Maximum intensity: 3.0 FAR <p><i>Non-Residential:</i></p> <ul style="list-style-type: none"> ■ Minimum intensity: 20% FAR ■ Maximum intensity: 35% FAR | <ul style="list-style-type: none"> ■ Mixed use structures that vertically integrate housing above ground floor commercial, office, other pedestrian-active uses. | <ul style="list-style-type: none"> ■ Establishes an urban or village character ■ Promotes pedestrian interest through architectural articulation and attractive landscaping ■ Parking located behind or within buildings, or accommodated in separate parking structures ■ Pedestrian-oriented uses such as outdoor cafes |
| Horizontal Mixed Use | <p><i>Exclusively non-residential buildings:</i></p> <ul style="list-style-type: none"> ■ Minimum intensity: 0.5 FAR ■ Maximum intensity: 1.0 FAR <p><i>Exclusively residential buildings:</i></p> <ul style="list-style-type: none"> ■ Minimum intensity: 30 du/ac ■ Maximum intensity: 80 du/ac | <ul style="list-style-type: none"> ■ A mixed use development that horizontally distributes a mix of land uses, which may include residential, commercial, office, and/or buildings that may include vertically integrated land uses. | <ul style="list-style-type: none"> ■ Attractive place for walking and community activity including such elements as landscaping, street furniture, lighting, public art, and similar amenities ■ Pedestrian connections to nearby transit stations |
| | <p><i>Mixed use buildings:</i></p> <ul style="list-style-type: none"> ■ Minimum intensity: 1.5 FAR ■ Maximum intensity: 2.0 FAR <p><i>Non-residential:</i></p> <ul style="list-style-type: none"> ■ Minimum intensity: 20% FAR ■ Maximum intensity: 35% FAR | | <ul style="list-style-type: none"> ■ Public and semi-public outdoor spaces such as plazas and courtyards ■ Separate secured entrances and parking for residential and non-residential land uses ■ Compatibility with issues related to service deliveries, odors, trash, etc. |

Table 3-5 continued

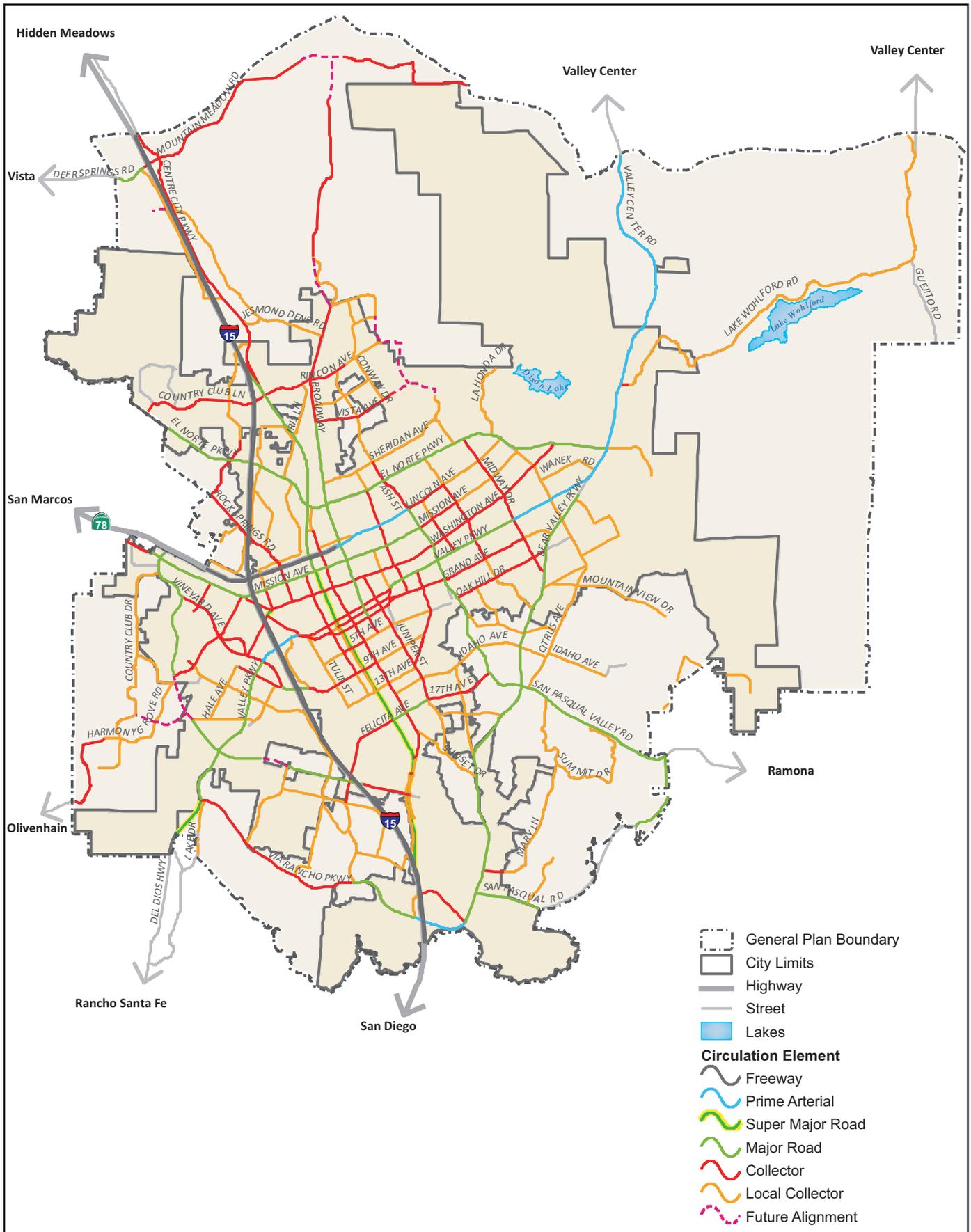
| General Plan Land Use Designations | Maximum Density (allowable by slope categories) | General Description | Recommended Urban Form Characteristics |
|---|---|--|--|
| Other Land Uses (Specific Planning Areas, Public Facilities, Parks and Open Space, Native American Tribal Lands) | | | |
| Specific Planning Areas | <ul style="list-style-type: none"> ■ Development shall comply with adopted Planned Development or Specific Plan or standards which shall be provided during application processing as prescribed in this General Plan. | <ul style="list-style-type: none"> ■ Accommodates areas which require submittal of Planned Development or Specific Plans prior to development as described in the General Plan. | <ul style="list-style-type: none"> ■ Demonstrate community benefit and furthering the community's interests |
| Public Facilities | <ul style="list-style-type: none"> ■ Public facility design details shall be provided during application processing. | <ul style="list-style-type: none"> ■ Overlay accommodates public facilities including, government facilities, libraries, community centers, and schools. | <ul style="list-style-type: none"> ■ Public buildings designed to promote pedestrian interest through architectural articulation, attractive landscaping, and similar techniques ■ Pedestrian- and bicycle-friendly with convenient non-vehicular access ■ Parking areas heavily landscaped |
| Parks and Open Space | <ul style="list-style-type: none"> ■ Parks and open space design details shall be provided during application processing. | <ul style="list-style-type: none"> ■ Accommodates land for public recreational activity and habitat preservation. Permitted uses include active and passive parks as well as land to protect, maintain, and enhance the community's natural resources and include detention basins and creek corridors. | <ul style="list-style-type: none"> ■ Promote pedestrian interest through architectural articulation, attractive landscaping, and similar techniques ■ Pedestrian- and bicycle-friendly with convenient non-vehicular access provided ■ Parking areas heavily landscaped |
| Tribal Lands | <ul style="list-style-type: none"> ■ Not applicable | <ul style="list-style-type: none"> ■ Accommodates lands that are federally recognized reservations or Indian Villages. The City has no land use authority over Tribal Lands. | <ul style="list-style-type: none"> ■ Not applicable |

du/ac = dwelling unit per acre
 ac = acre
 FAR = floor area ratio

Figure 3-6, Proposed Land Uses, illustrates the proposed circulation system for the City of Escondido, as identified in the Mobility and Infrastructure Element. Table 3-6, Circulation Mobility and Infrastructure Element Roadway Segment Classification Changes, identifies street segments that would experience changes in classification upon implementation of the proposed General Plan Update.

Table 3-6 Circulation Mobility and Infrastructure Element Roadway Segment Classification Changes

| | Roadway Segment | Current Classification | Proposed Classification |
|----|--|------------------------|--|
| 1 | Via Rancho Parkway (Quiet Hills Drive to Del Dios Highway) | Major | Collector |
| 2 | Felicita Road (Hamilton Lane to Via Rancho Parkway) | Collector | Local Collector |
| 3 | Felicita Avenue (Escondido Avenue to Juniper Street) | Super Major | Major |
| 4 | West Valley Parkway (Via Rancho Parkway to Auto Park Way) | Super Major | Major |
| 5 | Enterprise Street (Andreasen Drive to Hale Avenue) | Collector | Local Collector |
| 6 | 9 th Avenue (Escondido Boulevard to Juniper Street) | Collector | Local Collector |
| 7 | 5 th Avenue (Escondido Boulevard to Date Street) | Collector | Local Collector |
| 8 | 5 th Avenue (Date Street to State Route 78, aka Ash Street) | Collector | <u>Non-Circulation Mobility and Infrastructure Element Roadway</u> |
| 9 | Ash Street (Mission Avenue to Valley Parkway) | Super Major | Major |
| 10 | East Mission Avenue (Escondido Boulevard to Ash Street) | Super Major | Major |
| 11 | Mission Road (Auto Parkway to Andreasen Drive) | Super Major | Major |
| 12 | Barham Drive (Mission Avenue to Westerly end of Barham Drive) | Major | Collector |
| 13 | Beethoven Drive (Bear Valley Parkway to Interstate 15) | None | Collector (New) |
| 14 | El Norte Parkway (I-15 Southbound Ramp to South Iris Lane) | Super Major | Major |
| 15 | North Ash Street (Rincon Avenue to Sheridan Avenue) | Collector | Local Collector |
| 16 | Borden Road (Woodland Parkway to Westerly end of Borden Road) Note: This segment is in the City of San Marcos | Major | Collector |
| 17 | Jesmond Dene Road (Westerly Broadway) | Collector | Local Collector |
| 18 | Centre City Parkway (Mission Avenue to I-15) | Major | Super Major |
| 19 | Citracado Parkway (Andreasen Drive to Avenida del Diablo) | Super Major | Major |
| 20 | 13 th Avenue (Quince Street to Juniper Street) | Collector | Local Collector |
| 21 | Grand Avenue (Quince Street to Pine Street) | Collector | Local Collector |
| 22 | Date Street (E. Valley Parkway to Washington Avenue) | Collector | <u>Non-Circulation Mobility and Infrastructure Element Roadway</u> |
| 23 | Lincoln Avenue (Morning View Drive to Decatur Way) | Local Collector | <u>Non-Circulation Mobility and Infrastructure Element Roadway</u> |
| 24 | Tulip Street (13 th Avenue to Felicita Avenue) | Local Collector | <u>Non-Circulation Mobility and Infrastructure Element Roadway</u> |
| 25 | Hale Avenue (I-15 to Metcalf Street) | Collector | Super Major |
| 26 | Bear Valley Parkway (Beethoven Drive to Sunset Drive) | Super Major | Prime |



Source: City of Escondido 2011



PROPOSED CIRCULATION SYSTEM
FIGURE 3-6

Economic Prosperity Element

The purpose of the Economic Prosperity Element is to establish policies that promote the long-term vitality of Escondido’s local economy by developing and guiding employment and business opportunities, and encouraging appropriate economic and business development in the City. Policies in this element promote a sustainable local economy to benefit current and future generations without compromising resources, and are intended to favorably influence the types of jobs that will be created and retained, as well as the balance between employment and housing. The community vision identified in the Economic Prosperity Element is the development an environment where the City is the “economic hub” of inland San Diego County with desirable workplaces offering diverse employment opportunities.

Achieving that vision requires a well qualified and increasingly productive labor force to maintain a competitive edge in the business community that attracts entrepreneurs and fosters opportunities for business expansion and attraction. Policies identified in the Economic Prosperity Element address the following issues:

1. Employment Acreage
2. Wage and Jobs/Housing
3. Small Business and Entrepreneurs
4. Twenty-First Century Industries
5. Tourism and Recreation
6. Existing Economic District
7. Long-Term Economic Wellbeing, Marketing and Image
8. Minimizing Infrastructure Impediments
9. Strengthening Workforce Qualifications
10. City Leadership
11. Economic Development Monitoring

Growth Management Element

The purpose of the Growth Management Element is to establish policies for balancing the timing of infrastructure improvements with current and anticipated demands for service through the adoption of specific implementation techniques. In the course of building out the community, the Growth Management Element integrates the General Plan’s goals and objectives with adopted quality of life standards, public improvements and private development. A goal of the Growth Management Element is to phase capital facility improvements concurrent with population growth so that new development does not compound existing service shortfalls or result in critical infrastructure deficiencies. Effective growth management also establishes parameters for periodically monitoring the impacts that growth has on the community and defines the methods by which impacts are addressed, allowing decision makers to efficiently prioritize capital improvements. Policies identified in the Growth Management Element address the following issues:

1. Quality of Life Thresholds
2. Public Facility Master Plans
3. Public Facility Financing
4. Public Facility Phasing
5. Public Facility Deficiencies
6. Growth Management Monitoring

Resource Conservation Element

The purpose of the Resource Conservation Element is to identify biologically important open space areas and establish policies for the development of a comprehensive system that includes important blocks of natural areas together with the Natural Communities Conservation Plan and existing and planned park and trail recreational amenities. The Resource Conservation Element establishes policies for enhancing air and water quality; conserving cultural, agricultural, mineral and energy resources; and protecting

hillside and ridgeline view corridors, with particular emphasis on ridgelines, unique landforms and visual gateways. The Resource Conservation Element, combined with the Community Services Element, satisfies the requirement for the Open Space and Conservation Elements as stated in Government Code §65040.2. Policies identified in the Resource Conservation Element address the following issues:

1. Biological Open Space Resources
2. Trail Networks
3. Viewshed Protection
4. Hillsides and Ridgelines
5. Cultural and Agricultural Resources
6. Water Resources
7. Air Quality and Climate Protection

Community Protection Element

The purpose of the Community Protection Element is to identify and address the most relevant public safety issues affecting the City. The Community Protection Element addresses issues such as flood and fire hazards, geologic and seismic activity, hazardous materials, emergency preparedness, police and fire service, and noise. In addition, the Community Protection Element establishes standards and policies and offers possible solutions for proactively addressing threats to life and property. Policies identified in the Community Protection Element address the following issues:

1. Emergency Response
2. Fire Protection
3. Police Services
4. Code Enforcement
5. Noise
6. Flood Protection
7. Soils and Seismicity
8. Hazardous Materials

Community Health and Services Element

The purpose of the Community Health and Services Element is to establish policies that influence good land use planning in order to enhance community health and welfare. Policies supporting access to healthy foods, availability of parks, recreational opportunities, libraries and cultural services, as well as promoting educational advancement and civic engagement, all aim to improve economic, physical, and social conditions. The Community Health and Services Element promotes a community-based approach for establishing a sustainable and healthy community. The Community Health and Services Element supports partnerships with neighborhood groups and philanthropic and service agencies to identify, assist, and enhance the health and wellbeing for all residents. Policies identified in the Community Health and Services Element address the following issues:

1. Health and Wellness
2. Parks and Recreation
3. Library Services
4. Cultural Arts
5. Schools and Education
6. Civic Engagement
7. Childcare
8. Older Adult, Disabled and Disadvantaged Services

Housing Element

State law requires that all cities adopt an updated Housing Element every five years. The purpose of the Housing Element is to assess the housing needs of all economic segments in the City of Escondido and define the goals and policies that will guide the City's approach to resolving those needs while recommending a set of programs that would implement policies over the next few years. The updated Housing Element incorporates the most current data and information readily available at the time of its

preparation, which includes 2000 and 2010 census information. It also includes an evaluation of the previous Housing Element adopted in 2005, an assessment of the current and potential housing actions, and an assessment of resources of the private sector and all levels of the public sector. State law requires that all cities adopt an updated Housing Element every five years.

The Housing Element prepared as part of the General Plan Update covers the SANDAG 2013-2020 housing update cycle for jurisdictions within the San Diego region. The Housing Element addresses ways in which the City can meet the existing and future housing needs of its residents. The Housing Element identifies strategies and programs that focus on:

1. Conserving and improving existing affordable housing;
2. Providing adequate housing sites;
3. Assisting in the development of affordable housing;
4. Removing governmental and other constraints to housing development; and
5. Promoting equal housing opportunities.

Cities and counties must send draft housing elements and proposed amendments to the California Department of Housing and Community Development (HCD) for review prior to adoption (Government Code §65585(b)). State law requires local governments to send the drafts of new housing elements to HCD at least 90 days prior to adoption. HCD is required to send its comments on a draft to the City within 90 days after receiving the Element. The city council must consider those HCD comments that arrive on time. If the comments arrive late, local governments must consider them in conjunction with future housing element amendments. Furthermore, each city and county must send to HCD copies of the adopted housing element and any amendments (Government Code §65585(c)).

3.4.1.5 Quality of Life Standards

In conjunction with the General Plan goals and objectives, quality of life standards have been developed to establish minimum thresholds of service levels for various public improvements and facilities. Consistent with the policies set forth in the Growth Management Element, existing facilities will be evaluated and measures will be taken to ensure that adequate service levels are maintained. The timing of development will rely upon the provision of facilities and services based upon these standards and will be used as the basis for capital improvement programs, impact fees, and other financing mechanisms established to provide facilities and services.

Escondido's quality of life standards address fire and police response times, economic prosperity, and the provision of parkland, schools, libraries, drainage, sewer, water facilities, and circulation systems. The quality of life standards are based on the buildout of the General Plan Update rather population since the population per household could vary significantly over time and unnecessarily require facility plan revisions.

Quality of Life Standard 1: Traffic and Transportation

Circulation Mobility and Infrastructure Element streets and intersections shall be planned and developed to achieve a minimum level of service "C" defined by the Highway Capacity Manual as amended or updated, or such other national standard deemed appropriate by the City. Level of service "C" may not be feasible in all areas at all times and level of service "D" shall be considered the threshold for

determining significant impacts and appropriate mitigation. Due to physical design characteristics, implementation of pedestrian-oriented “smart growth” and complete streets design improvements, high density infill areas, environmental resource considerations, existing development, freeway interchange impacts, and incomplete system improvements, alternative levels of service may be appropriate for isolated areas, as determined by the City.

Where existing street or intersection capacities are below level of service “C,” street, operational or Transportation System Management improvements shall be required or planned to improve the service level to “C” when-ever feasible based upon impacts of future development. Such requirements or plans may be incremental to accommodate future development or the recycling of existing development. Feasibility of level of service “C” shall be based on impacts upon existing development or environmental constraints along street segments or intersections.

Capital improvement programs and/or facility plans for all growth management tiers shall include Transportation System Management measures designed to maintain or improve levels of service at existing or developed intersections where these locations may be impacted by further development or traffic volume growth. The city shall support public transportation facilities through such measures as requiring right-of-way for commuter rail or park-and-ride facilities, transit stops or facilities, or for other transportation needs. The city shall establish Transportation System Management measures and shall cooperate with agencies and coordinate with regional transportation plans and transportation agencies involving adopted SANDAG population models to determine Quality of Life compliance.

Quality of Life Standard 2: Public Schools

The community shall have sufficient classroom space to meet state-mandated space requirements and teacher/student ratios with student attendance calculated on prescribed state and/or local school board standards. Implementation of this standard shall be the responsibility of the school districts and other appropriate agencies.

Quality of Life Standard 3: Fire Service

In urbanized areas of the city, an initial response time of seven and one-half (7½) minutes for all structure fire and emergency Paramedic Assessment Unit (PAU) calls and a maximum response time of ten (10) minutes for supporting companies shall be maintained. A minimum of seven (7) total fire stations each staffed with an PSU engine company shall be in place prior to General Plan buildout. For outlying areas beyond a five (5) minute travel time or further than three (3) miles from the nearest fire station, all new structures shall be protected by fire sprinkler systems or an equivalent system as approved by the Fire Chief. Travel time is the elapsed time from a verbal or computerized acknowledgment of the dispatch by the responding unit at the moment of departure from the station to its arrival at the scene. Response time is the elapsed time from receiving a call for service to the responding unit’s arrival at the scene. In the case of single family residences “arrival at the scene” shall mean at the front door of the residence; for multi-family residences “arrival at the scene” shall mean at the street access to the involved building. The Fire Department intends to meet these times for no less than 90 percent of all emergency responses by engine companies.

Quality of Life Standard 4: Police Service

The City shall maintain personnel staffing levels based on community-generated workloads and officer availability. Resources will be adjusted to maintain an initial response time for Priority 1 calls (crimes in progress or life threatening) of no more than five (5) minutes and an initial response time for Priority 2 calls (serious calls requiring rapid response but not life threatening incidents) of no more than six and one-half (6.5) minutes. The Escondido Police standard includes the measurement of elapsed times from when the call is initially processed by the communication operator, the transfer of call information to the police officer, and the time of the field officer's arrival at the service call location. Resources will be allocated to organize patrol areas and involve community members when appropriate to achieve Community Oriented Policing and Problem Solving (COPPS) efforts. To the maximum economic extent feasible, the Police Department will take aggressive enforcement action against crime trends, including maintenance procedures and incorporating community involvement and education as a means to deter potential incidents.

Quality of Life Standard 5: Wastewater System

The City wastewater system shall have adequate conveyance pipelines, pumping, outfall and secondary treatment capacities to meet both normal and peak demands to avoid wastewater spills affecting stream courses and reservoirs, and shall provide capacity able to treat a minimum of 250 gallons per day for each residence on the system in urban areas or as established in the City's Sewer Master Plan.

Quality of Life Standard 6: Parks System

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. Urban recreational amenities such as par-courses, urban trails, tree-lined shaded walkways and plazas, shall be focused in high intensity downtown and urban areas. Priority shall be given to acquiring land to expand Grape Day Park north of Woodward Avenue 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 community centers and other specialized recreation facilities shall be incorporated into community facility plans.

Quality of Life Standard 7: Library Service

The public library system shall maintain a stock and staffing of two collection items per capita and three public library staff per 8,000 residents of the City. The City shall provide appropriate library facilities with a minimum of 1.6 sf of library facility floor area per dwelling unit prior to buildout of the General Plan. The City shall continue to expand the role of technology in providing library services and resources to City residents.

Quality of Life Standard 8: Open Space System

A system of open space corridors, easements, acquisition programs and trails shall be established in the Resource Conservation Element. Sensitive lands including permanent bodies of water, floodways, and slopes over 35 percent inclination shall be pre-served. Significant wetlands, riparian or woodland and

habitat or habitat for rare or endangered species shall be protected in coordination with state and/or federal agencies having jurisdiction over such areas.

Quality of Life Standard 9: Air Quality

The City shall establish a Climate Action Plan with feasible and appropriate local policies and measures aimed at reducing regional GHG emissions including, but not limited to, reducing the number of vehicular miles traveled, supporting public transportation, participating in the development of park-and-ride facilities, coordinating land use approvals, accommodating facilities for alternative fuel vehicles, maintaining and updating the City's traffic signal synchronization plan, promoting local agriculture, increasing landscaping standards, promoting landscaping programs, and encouraging non-polluting alternative energy systems.

Quality of Life Standard 10: Water System

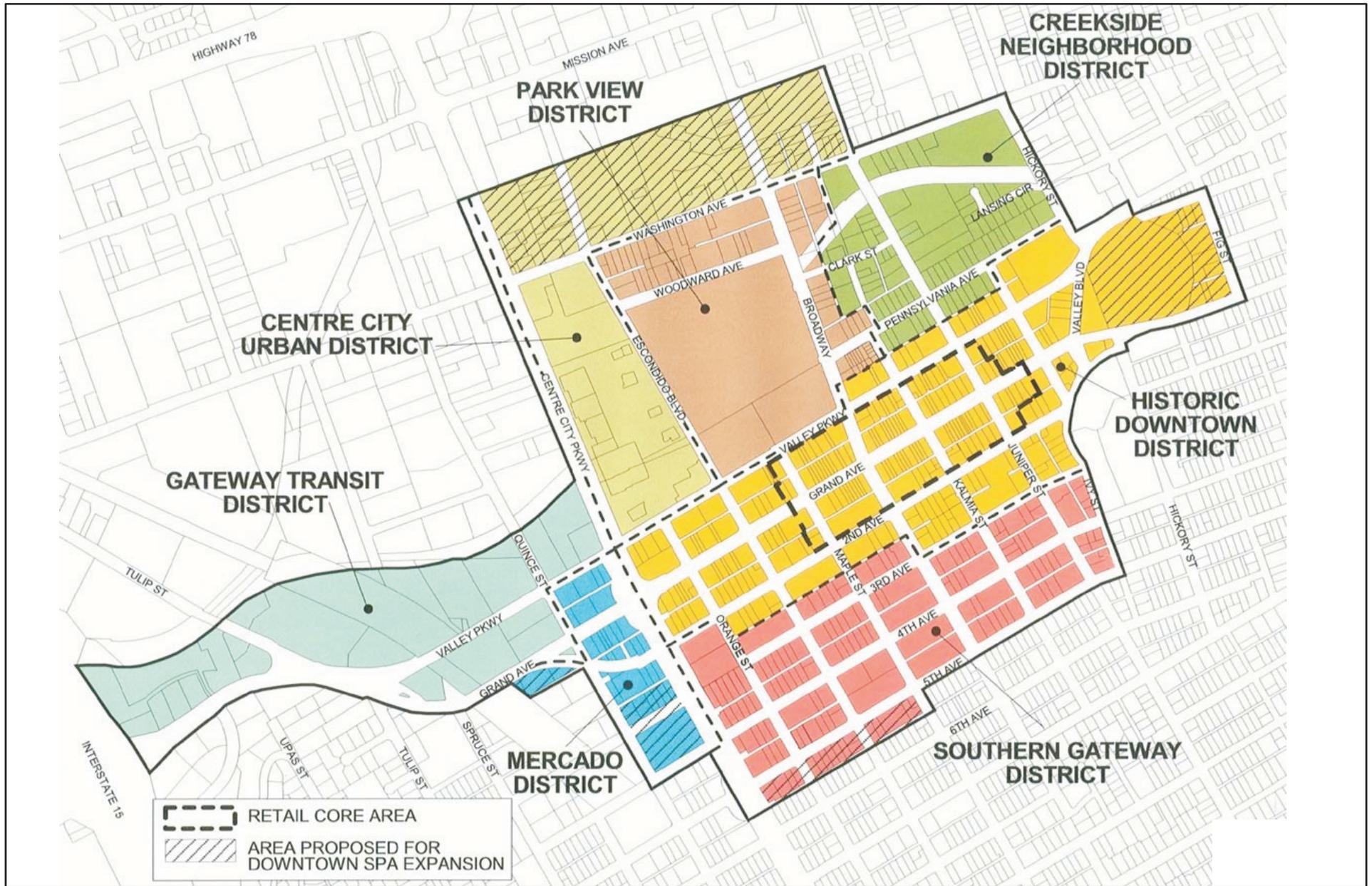
The city shall maintain provisions for adequate water supply, treatment and infrastructure capacity to meet normal and emergency situations and shall have the capacity to provide a minimum of 540 gallons per day per household or as established by the city's Water Master Plan. Federal and state drinking water quality standards shall be maintained. The city shall continue efforts to implement water reclamation and water conservation programs.

Quality of Life Standard 11: Economic Prosperity

The City shall implement programs and support efforts to increase Escondido's median household income and per capita wage compared to the region by actively fostering entrepreneurial opportunities, 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.

3.4.2 Downtown Specific Plan Update

As part of the proposed project, the City's Downtown Specific Plan is being updated. The Downtown SPA encompasses approximately 460 acres extending from I-15 and West Valley Parkway to the existing Palomar Hospital, between Washington and Fifth Avenues, as shown in Figure 3-7, Downtown Specific Plan Update Boundaries ~~Unincorporated Neighborhoods~~. The Downtown Specific Plan is a document that provides a comprehensive plan for land use, development regulations, development incentives, design guidelines and other related actions aimed at implementing the strategic goals for downtown Escondido as set forth in the General Plan Update goals and policies. As the City center transitions to a more urban environment involving taller structures and buildings constructed along the street edge, focused efforts are required to ensure that the downtown's unique character is maintained and strengthened. The vision, goals, principles and guidelines of the Downtown Specific Plan update promote a balance of uses, sensitive design techniques, and enhanced pedestrian opportunities. The Downtown Specific Plan update would modify the development standards within seven downtown districts, including the Historic Downtown, Mercado, Gateway Transit, Creekside Neighborhood, Centre City Urban, Park View, and Southern Gateway.



Source: City of Escondido 2011

ATKINS

No Scale



**DOWNTOWN SPECIFIC PLAN UPDATE BOUNDARIES
FIGURE 3-7**

Some of the development standards from the currently adopted Downtown Specific Plan (2007) pertinent to residential densities and building heights and intensities have been maintained in the updated Specific Plan. Table 3-7, Downtown Specific Plan Update Proposed Changes in Development Standards, provides a summary of the proposed changes to development standards that would occur under implementation of the Downtown Specific Plan update. The current Specific Plan is approved to accommodate up to 2,000 dwelling units, of which 674 units are existing and an additional 508 units are approved (but not constructed). In general, the Downtown Specific Plan update would add acreage to the previous SPA boundary, and expand the existing buildout of the SPA by adding up to an additional 1,350 - 3,275 dwelling units for a new maximum of up to 5,275 dwelling units. Under the Downtown Specific Plan update, residential densities would increase from 45 dwelling units per acre to ~~60 and 75~~ and 100 dwelling units per acre, the maximum FAR would remain 2.0, and building heights would increase up to 85 feet from a previous range of 35 to 75 feet. In specific areas within the Downtown SPA, a level of service E for traffic impacts has been determined by the City to be the appropriate threshold for determining the significance of transportation and traffic impacts. These areas are shown in Figure 3-8, Downtown Level of Service "E" Threshold Area, and encompass approximately 30 blocks within the Downtown SPA.

3.4.3 Escondido Climate Action Plan

The General Plan Update addresses a number of different natural resources within the City that must be managed properly. Among these resources are energy, air quality, and the control of GHG emissions. Goals within the Resource Conservation Element specifically speak to energy conservation and air quality. In order to implement this goal, to provide a more livable, equitable and economically vibrant community, and preserve the attributes of its unique valley location and quality lifestyle, the City has committed to prepare and implement the E-CAP. The E-CAP will ensure that the impact of development on air quality is minimized, energy is conserved, and that land use decisions made by the City and all internal operations within the City are consistent with adopted state legislation. The E-CAP is an implementation tool of the General Plan Update that can be used to guide development in the City by focusing on attaining the various goals and policies of the General Plan Update as well as the GHG reduction goals outlined in the E-CAP.

The E-CAP develops a baseline community-wide GHG emissions inventory, a methodology for tracking and reporting GHG emissions in the future, and recommendations for GHG reduction strategies as a foundation for these efforts. An indicator of the success of E-CAP efforts is a measured reduction in GHG emissions using the protocols identified in the E-CAP. The target emissions reduction for the City is to levels at or below year 1990 GHG emissions levels by year 2020 consistent with the target reductions established by the state through the Global Warming Solutions Act of 2006 (AB 32). Specifically, the E-CAP includes the following:

1. An analysis of GHG emissions and sources attributable to the City;
2. Estimates on how those emissions are expected to increase;
3. Recommended policies and actions that can reduce GHG emissions to meet state, federal and international targets;
4. A timeline of implementation; and
5. A defined tracking and reporting mechanism that will measure progress toward the goals.

Table 3-7 Downtown Specific Plan Update Proposed Changes in Development Standards

| District | Size and Location | Existing Maximum Building Height | Proposed Maximum Building Height | Existing Densities | Proposed Densities |
|------------------------|---|---|---|---|--|
| Historic Downtown | 170 acres located between Second and Third Avenues on the south, Valley Parkway on the north, Centre City Parkway on the west and existing Palomar Hospital on the east | 57 feet between Centre City Parkway and Maple Street 45 feet between Maple and Juniper Streets 60 feet between Juniper and Date Streets (120 feet for hospital tower) | Up to 45 feet, 55 feet, and 120 feet depending on location | 45 du/ acre depending on location | 45, 60 and 75 du/ Up to 100 du/ acre depending on location |
| Mercado | 11 acres located adjacent to Centre City Parkway, Second Avenue and Valley Parkway | Up to 55 feet | Up to 55 feet south of Grand Avenue, up to 85 feet north of Grand Avenue | Up to 45 du/ acre depending on location | 60 and 75 du/ Up to 100 du/ acre depending on location |
| Gateway Transit | 60 acres located at the entrance to Downtown, on the eastern side of the I-15/Valley Parkway interchange. Extends along Valley Parkway to Quince Street and Centre City Parkway | 35 feet west of NCTD Rail line; elsewhere up to 57 feet | 55 feet west of NCTD Rail line; else-where up to 85 feet | Up to 45 du/ acre depending on location | Up to 100 75 du/ acre depending on location |
| Creekside Neighborhood | 28 acres along Pennsylvania Avenue between Kalmia and Hickory Streets, on the southern side of Washington Avenue on both sides of Escondido Creek | 57 feet areas along the north side of Pennsylvania Street shall be 28 feet | Up to 85 feet | Up to 45 du/ acre depending on location | Up to 75 du/ acre |
| Centre City Urban | 63 acres located in proximity to Civic Center, close to entrance of Downtown, and accessed by Valley Parkway, Centre City Parkway, Washington Avenue, and Escondido Boulevard | 60 feet and up to 75 feet for multi-family and mixed use projects | Up to 85 feet | Up to 45 du/ acre depending on location | Up to 100 75 du/ acre depending on location |
| Park View | 58 acres encompassing Grape Day Park, the Civic Center, California Center for the Arts, Escondido and adjacent areas north of Woodward Avenue and east of Broadway | 35 feet between Washington Avenue and Woodward Avenue 57 feet east side of Broadway up to 85 feet within Grape Day Park, Civic & Cultural areas | 35 feet between Washington Avenue and Woodward Avenue, up to 85 feet elsewhere in the district. | Up to 45 du/ acre depending on location | Up to 100 75 du/ acre depending on location |
| Southern Gateway | 55 acres located east of Centre City Parkway, west of Ivy Street, north of Fifth Avenue and south of Second and Third Avenues | 57 feet between Centre City Parkway and Broadway and between Second and Third Avenues 28 feet for Historic Adaptive Reuse | Up to 35 feet, 55 feet and 85 feet depending on location. | Up to 45 du/ acre depending on location | 45 and 75 du/ Up to 100 du/ acre depending on location |

du/acre = dwelling unit per acre; NCTD = North County Transit District
Source: City of Escondido 2011

The E-CAP was designed under the premise that the City and the community it represents are uniquely capable of addressing GHG emissions associated with sources under the City's jurisdiction. The City's GHG emissions reduction efforts will coordinate with state strategies to accomplish emissions reductions in an efficient and cost effective manner.

The purposes of the E-CAP are to:

1. Create a GHG baseline from which to benchmark GHG reductions;
2. Provide a plan that is consistent with and complementary to the GHG emissions reduction efforts being conducted by the state consistent with the requirements of AB 32, the federal government through the actions of the Environmental Protection Agency (EPA);
3. Guide the development, enhancement, and implementation of actions that aggressively reduce GHG emissions; and
4. Provide a policy document with specific implementation measures meant to be considered as part of the planning process for future development projects.

The E-CAP identifies a list of specific actions that will reduce GHG emissions, with the highest priority given to actions that provide the greatest reduction in GHG emissions and benefits to the community at the least cost. Within the E-CAP, screening tables serve as the main implementation method by allowing new development projects to tier from and demonstrate consistency with the reduction targets established in the E-CAP, thus streamlining the CEQA analysis of project-level GHG emissions as described in the CEQA Guidelines §15183.5. Screening tables are provided to developers, who are then able to choose from a list of GHG emissions-reducing design features in order to achieve their project's reduction targets.

3.5 Discretionary Actions, Decisions and Approvals

The General Plan Update, Downtown Specific Plan Update and E-CAP would require the approval of a number of discretionary actions by the City Council. According to Sections 15050 and 15367 of the CEQA Guidelines, the City is designated as the Lead Agency for the project under CEQA. Responsible agencies are those agencies, other than the lead agency, that have discretionary approval authority over one or more actions involved with the development of a proposed project. Trustee agencies are state agencies having jurisdiction by law over natural resources affected by a proposed project that are held in trust for the people of the state of California. HCD is a responsible agency because they have approval authority over the Housing Element of the General Plan Update. Because the project is a combination of three planning documents and does not propose specific development projects, no other responsible or trustee agency approvals are necessary.

The Final EIR, along with other applicable documents including CEQA Findings of Fact and a Statement of Overriding Considerations, will be reviewed by the Planning Commission and a recommendation will be made to the City Council regarding Final EIR approval. The City Council will consider and certify the Final EIR if it is determined to be in compliance with CEQA. The Final EIR will include any text changes made

to the Draft EIR, responses to comments received on the Draft EIR during the public review period, and the Mitigation Monitoring and Reporting Program (MMRP) for the proposed project. After or concurrent with certification of the Final EIR, the City Council will consider the General Plan Update, Downtown Specific Plan and E-CAP for approval. Public vote pursuant to Proposition S by city residents is required and scheduled for the November 6, 2012 election.

3.6 Senate Bill 18 Consultation

The proposed project is also subject to the review and consultation requirements of Senate Bill (SB) 18. The City has consulted with appropriate Native American tribes to aid in the protection of traditional tribal cultural places as part of the General Plan Update process. Native American representatives were consulted from the following tribes: Jamul Indian Village, Pauma and Yuima, Pala Band of Mission Indians, San Luis Rey Band of Mission Indians, Viejas Band of Mission Indians, San Pasqual Band of Mission Indians, Mesa Grande Band of Mission Indians, Kwaaymii Laguna Band of Mission Indians, Pechanga Band of Mission Indians, San Luis Rey Band of Mission Indians, Inaja Band of Mission Indians, Viejas Band of Mission Indians, Pechanga Band of Mission Indians, Santa Ysabel Band of Diegueno Indians, Mesa Grande Band of Mission Indians, San Luis Rey Band of Mission Indians, La Jolla Band of Mission Indians, Sycuan Band of Mission Indians, and Barona Group of the Capitan Grande. The Native American Heritage Commission (NAHC) was also contacted in order to identify the appropriate Native American tribes to consult.

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