

If They Come, Who Will Build it?

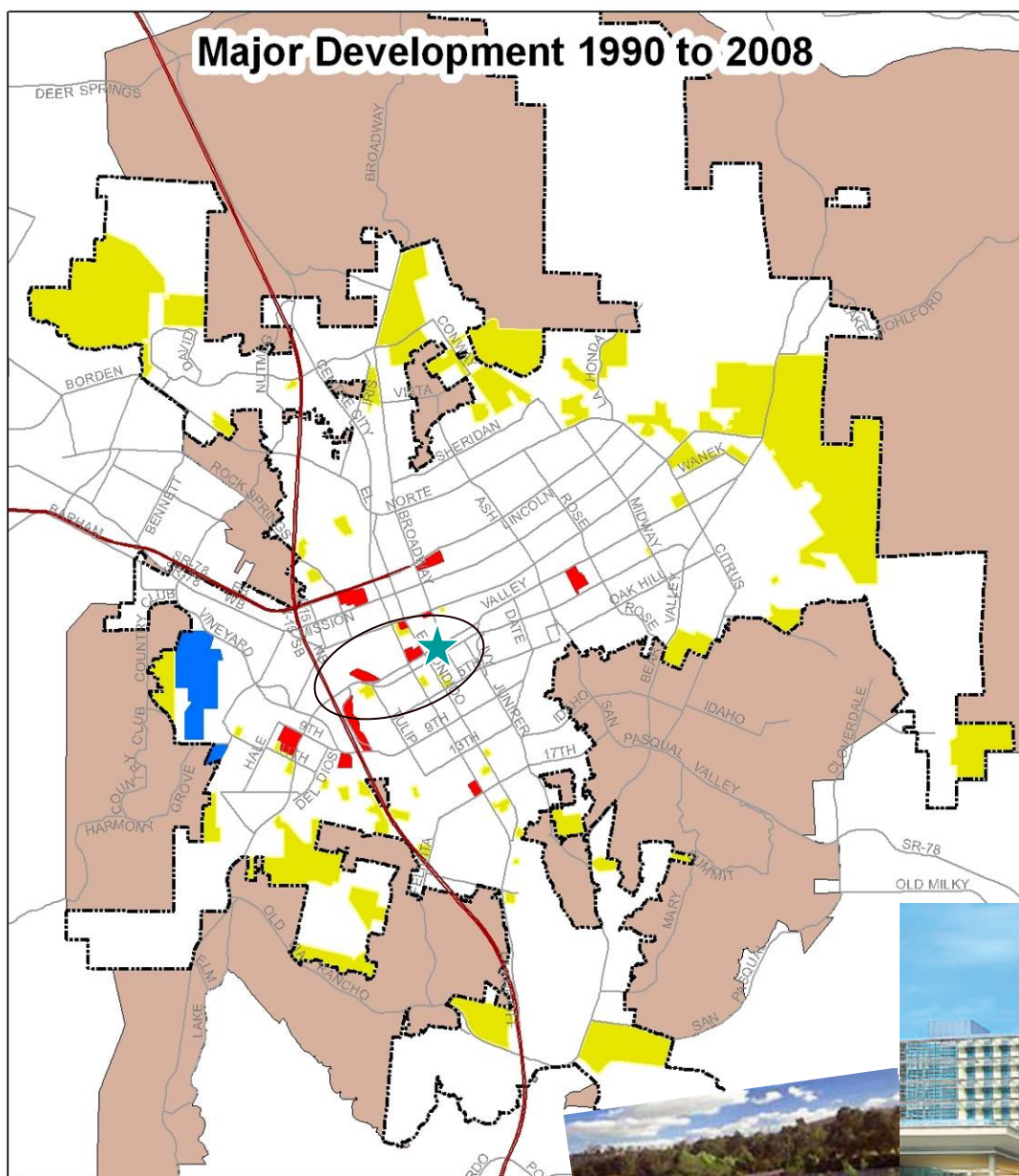
(...and maintain it, and replace it, and expand it...)

Grand Avenue, looking East,
Escondido, Cal.



Jay Petrek, City of Escondido

Major Development 1990 to 2008



- Development Since 1990**
- Commercial
 - Industrial
 - Residential
 - City of Escondido
 - General Plan Boundary
 - Major Roads



Major Development Since 1990



Past Trends Can't Continue

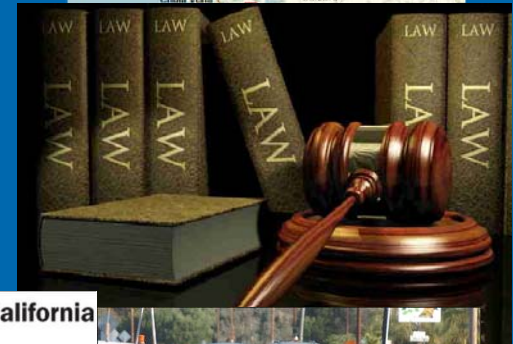
➤ Sprawl is

- Costly/Not Sustainable
- Inefficient
- Traffic Congestion
- Urban Decay Issues
- Impacts Open Space

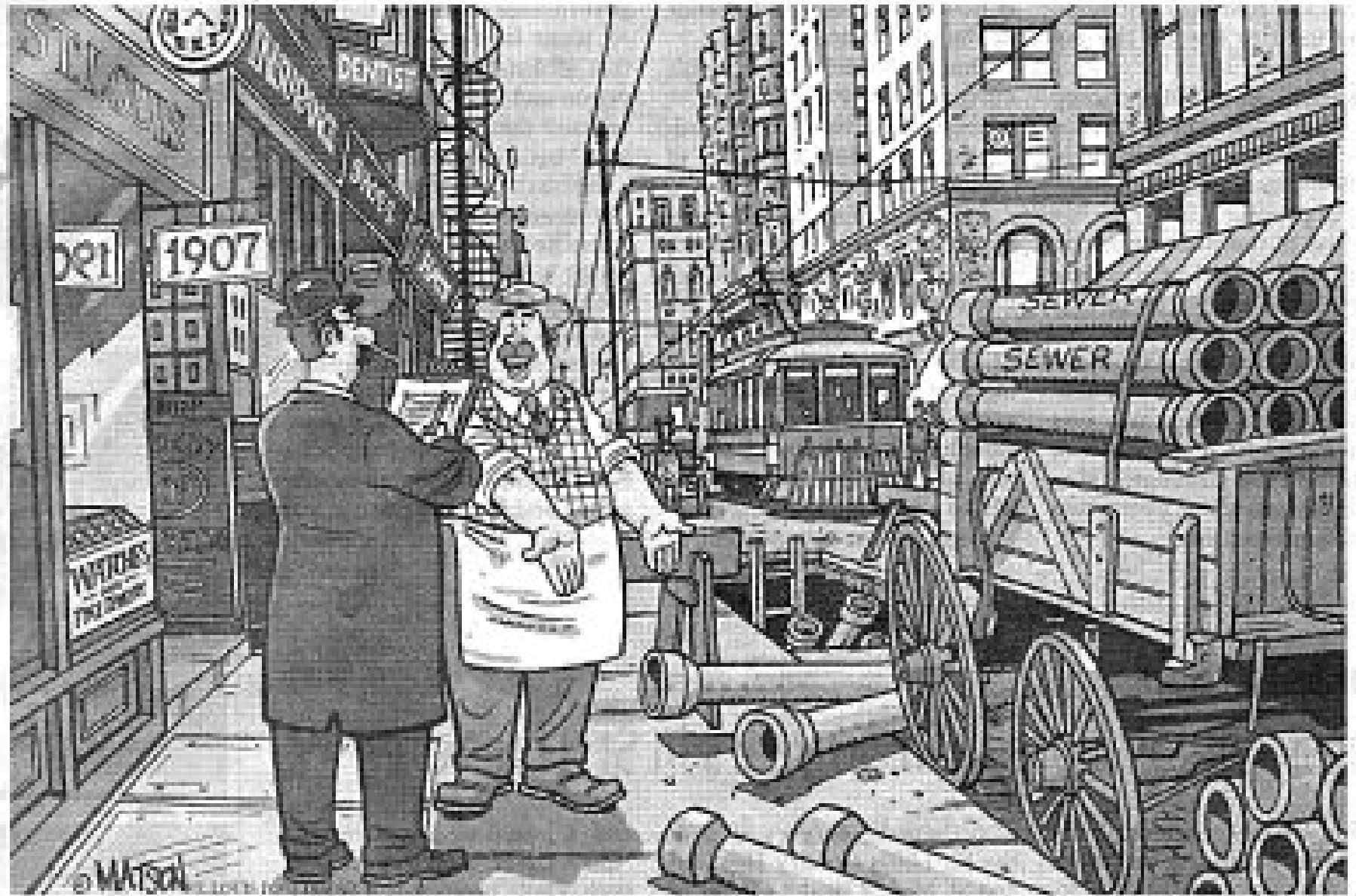


Issues Affecting Future Planning

- Infrastructure & Resource Capacity/
Aging Public Facilities
- State / Federal Mandates
- Limited Unconstrained Land
- Increased Revenue Needs
- Wildland Fire Interface
- Habitat Issues
- Proposition “S”

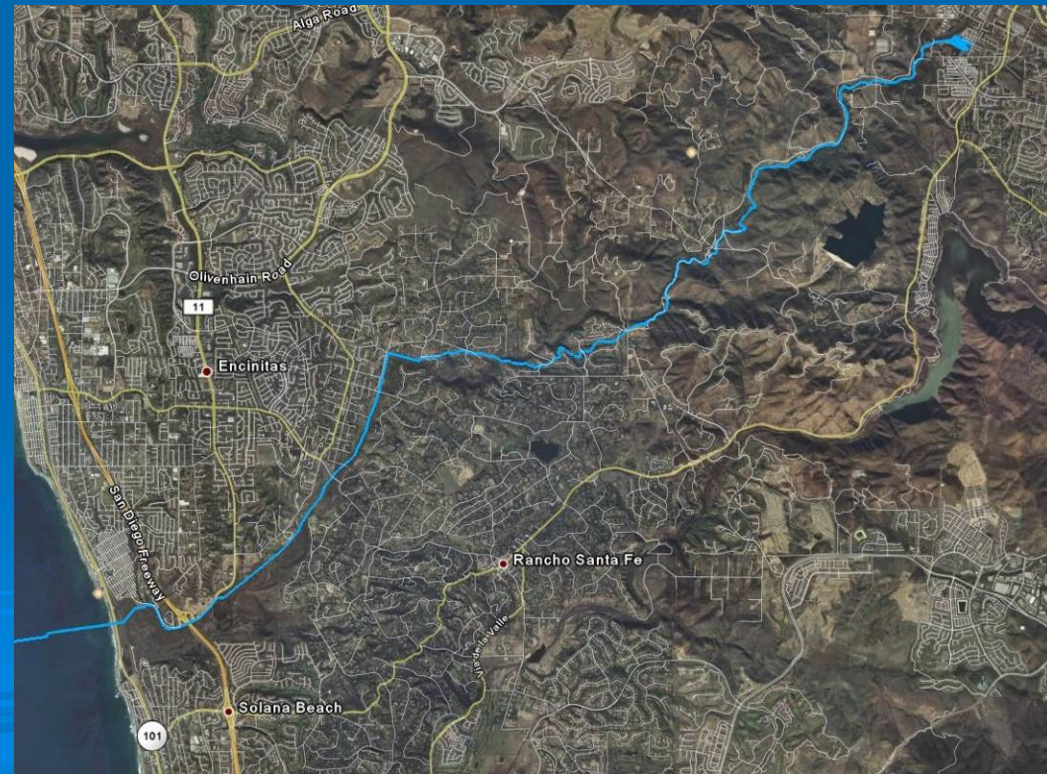
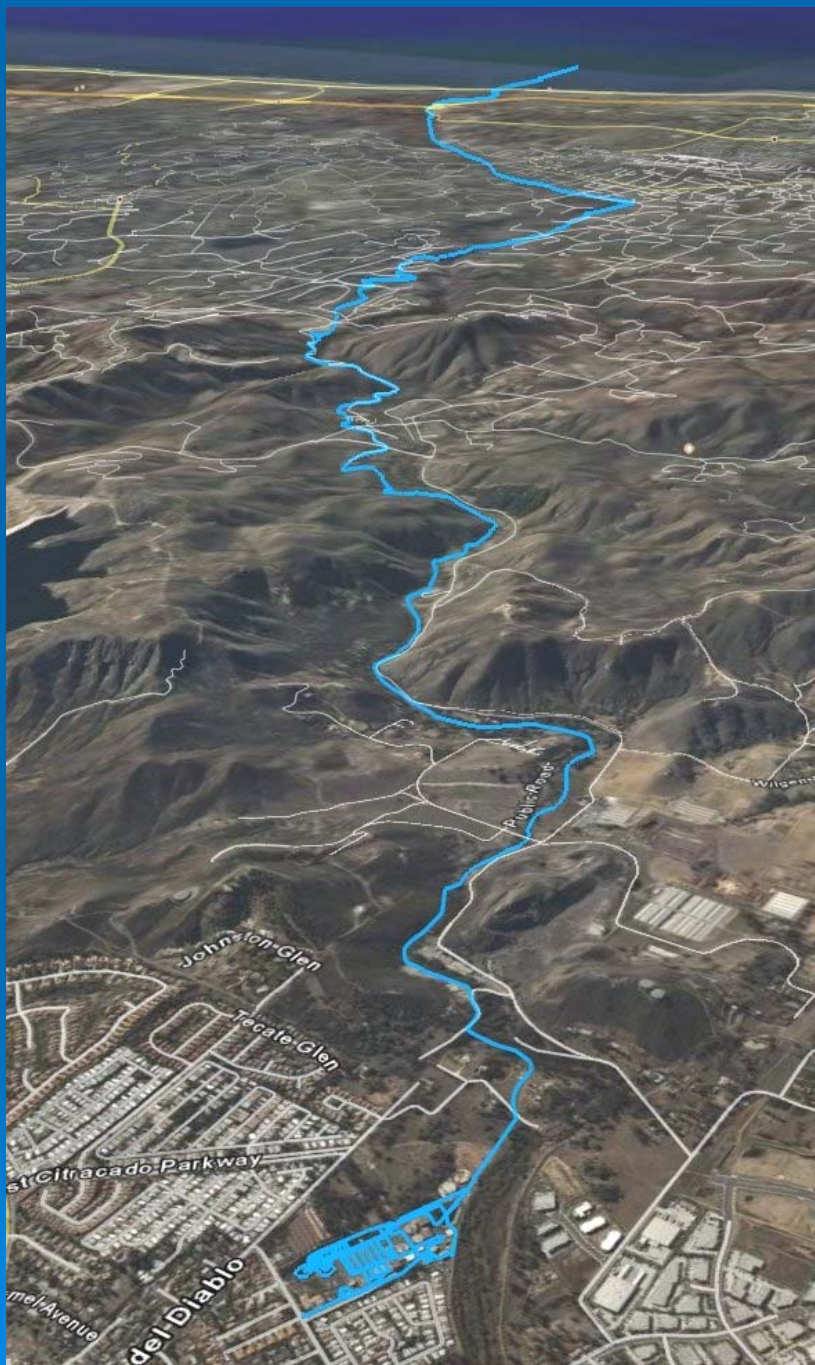


MATSON'S VIEW

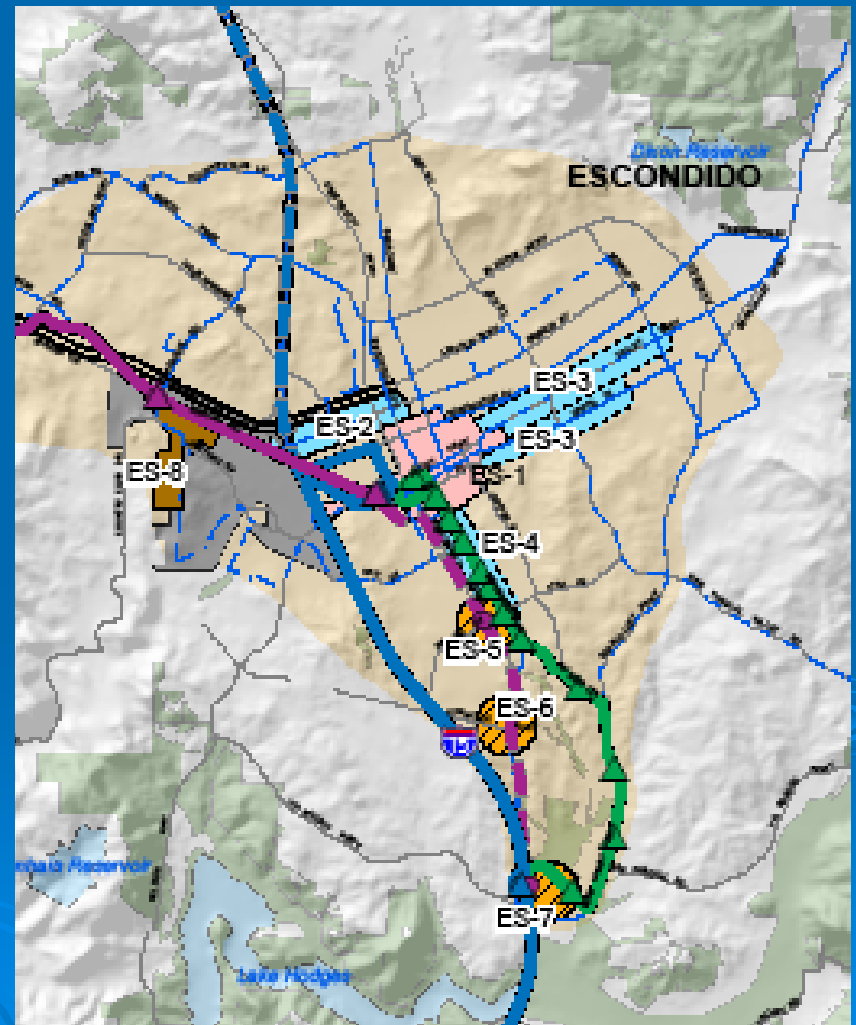
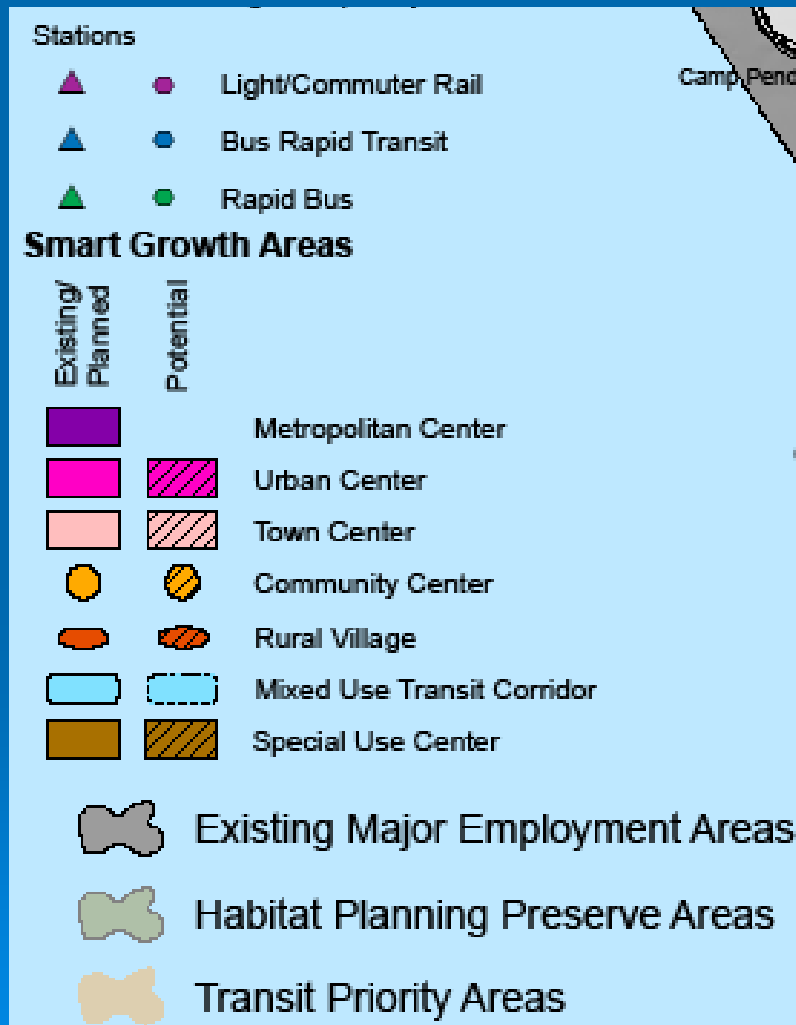


"NOT TO WORRY, INSPECTOR, THESE PIPES ARE BUILT TO LAST ONE HUNDRED YEARS!"

Hale Avenue Resource Recovery Facility (HARRRF) and Outfall Line



SANDAG Smart Growth Centers

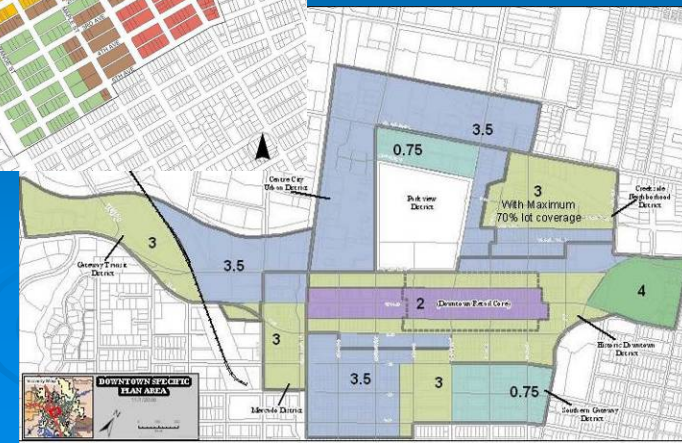
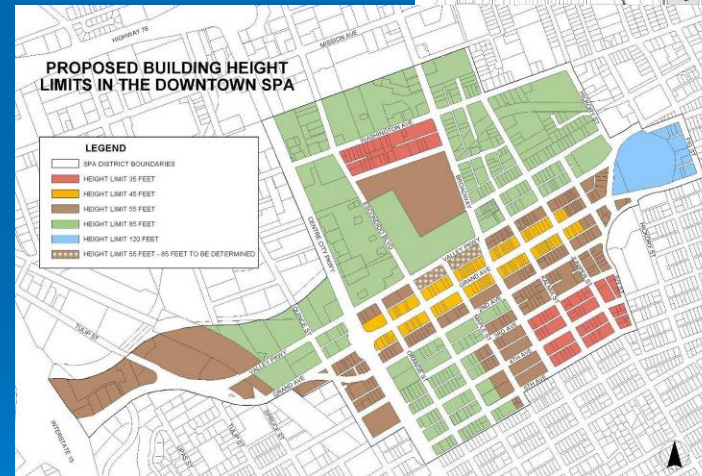
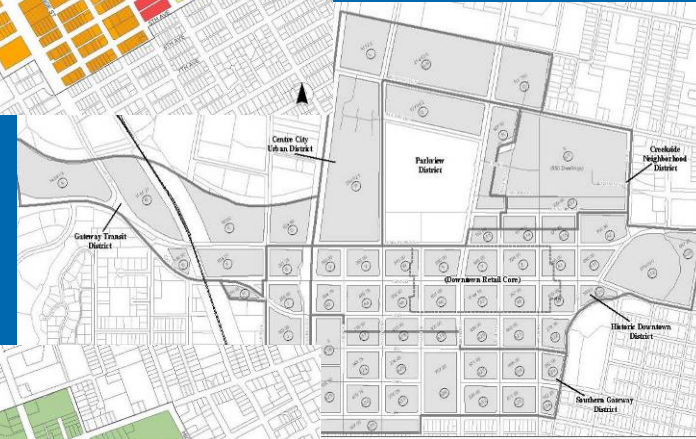
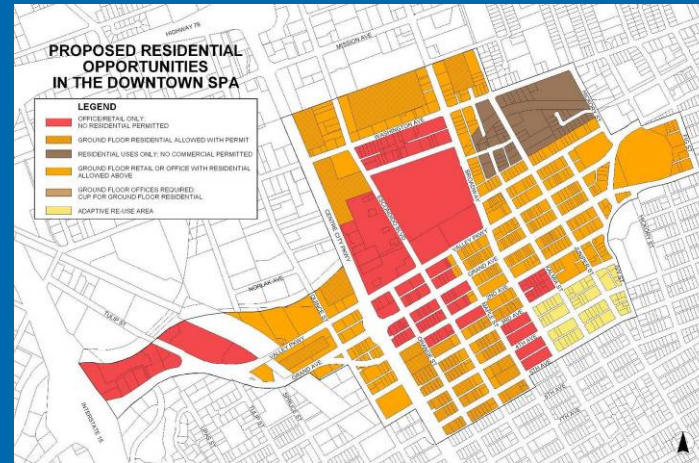




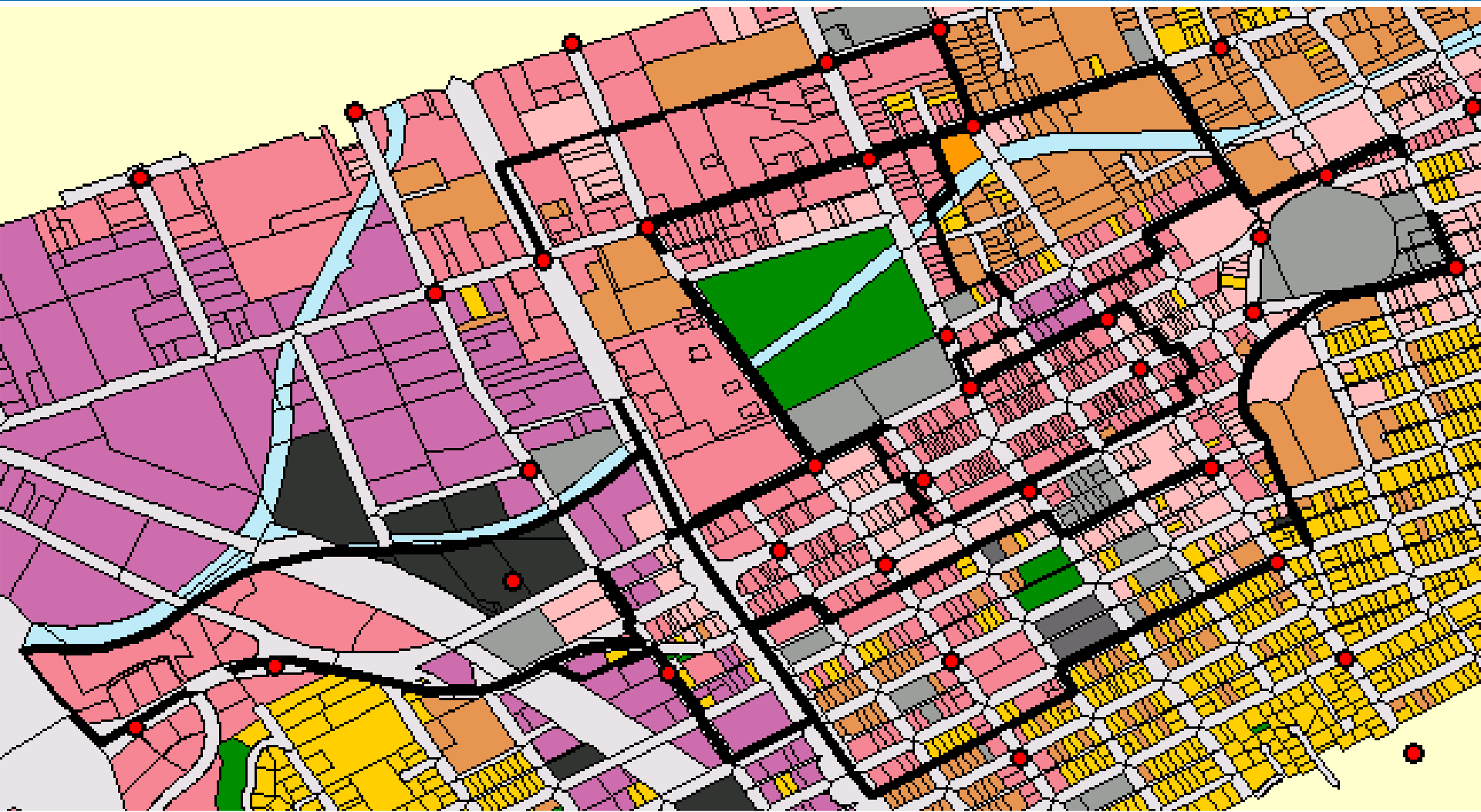


IPlace3S Planning Efforts

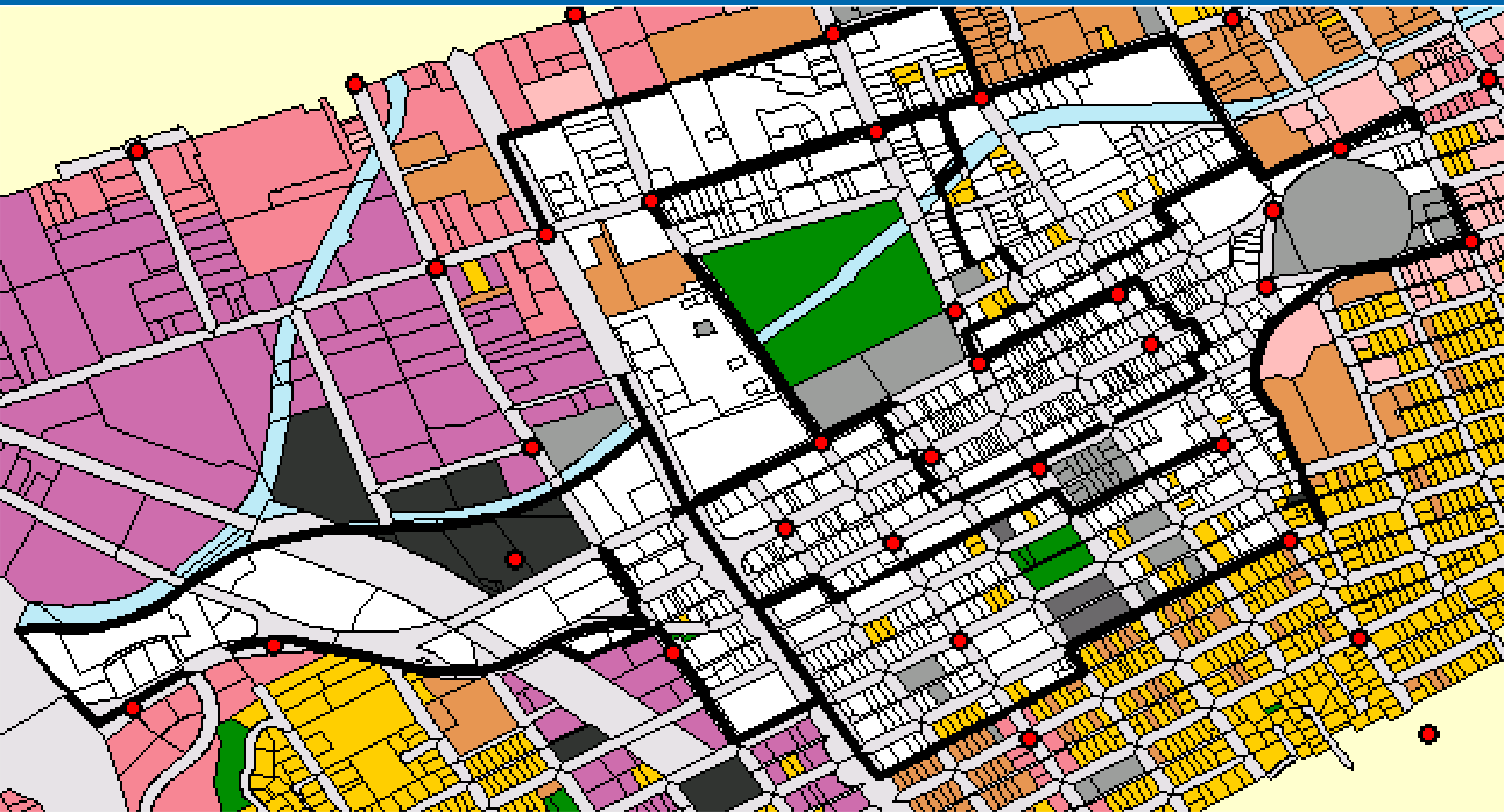
- Baseline Established
- Desired Land Uses
- Desired Building Heights
- FAR Coverage
- Block-by-Block Analysis



Future Planned *SANDAG Forecast Data*



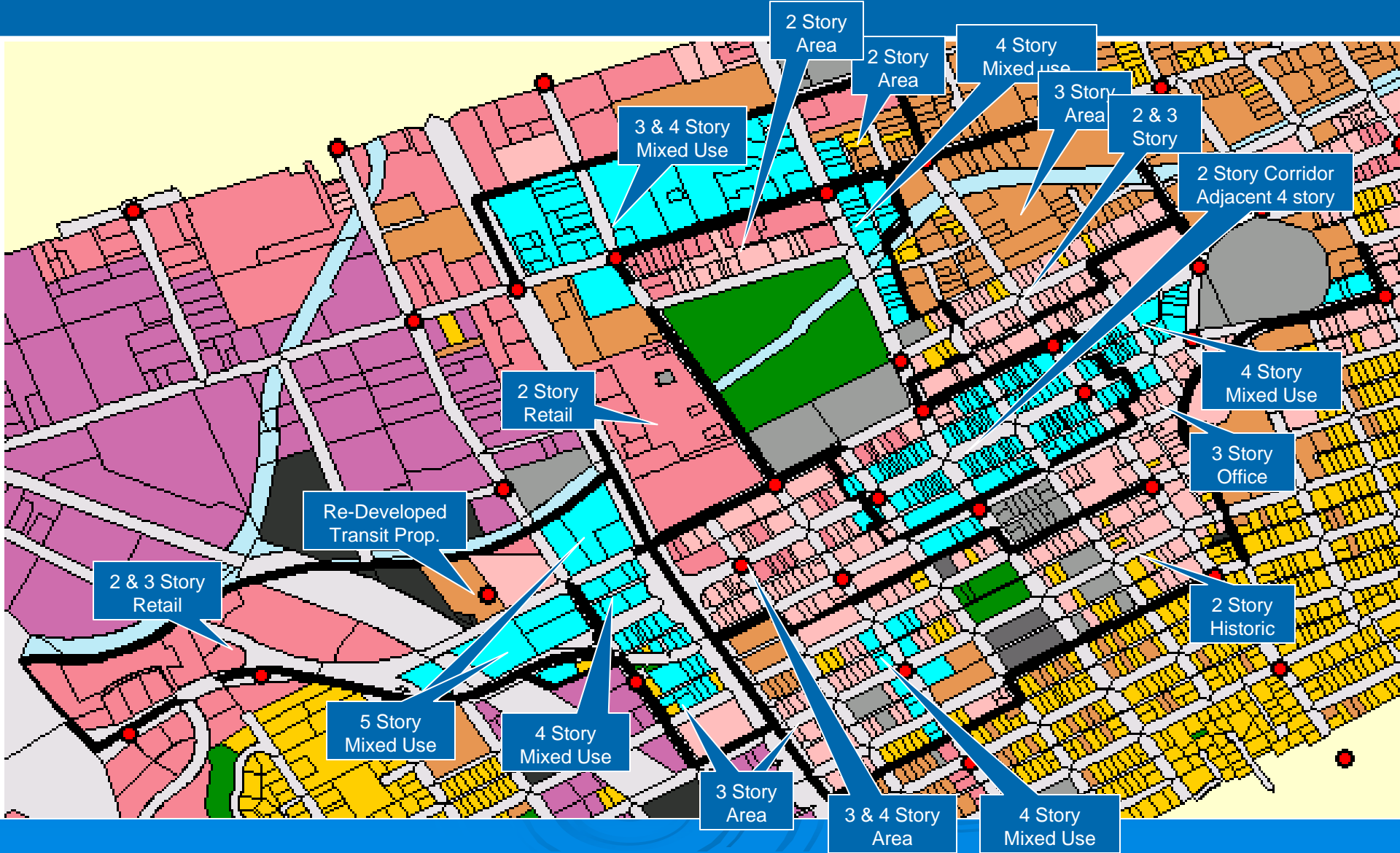
Creating the Sketch-Level Plan



PLACE Types for Escondido

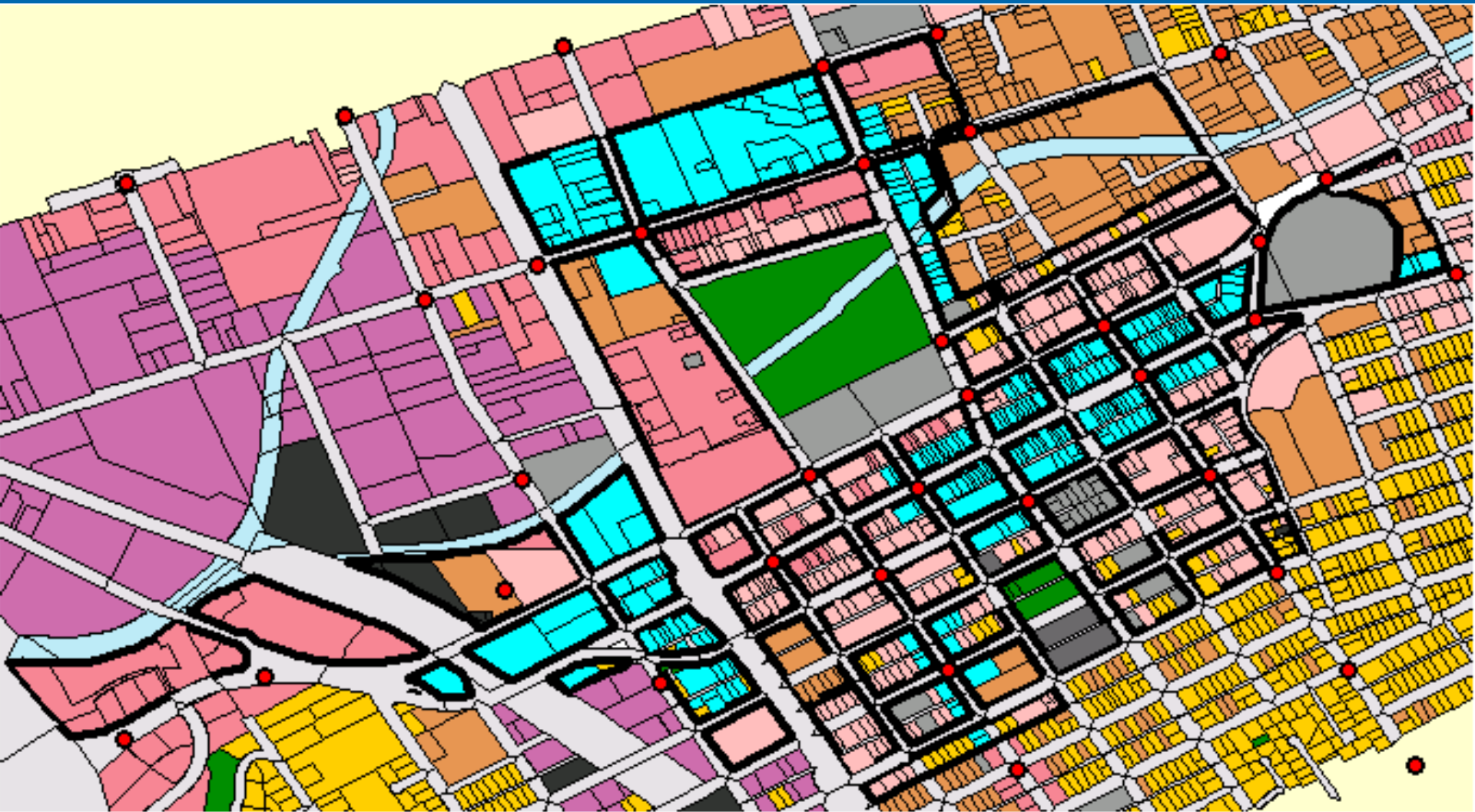
PLACE TYPE LEGEND					
	<u>PLACE TYPE NAME</u>	<u>DU / ACRE</u>	<u>EMP / ACRE</u>	<u>MAX STORIES</u>	<u>FAR</u>
	HOTEL - 7 STORY URBAN -	0.00	155.53	7	3.57
	MF - 2 STORY	21.08	0.00	2	0.63
	MF - 3 STORY	27.92	0.00	3	0.87
	MF - 4 STORY	45.59	0.00	4	1.47
	MF - 5 STORY	63.53	0.00	5	2.19
	MIXED USE - 2 STORY	20.21	34.72	2	0.84
	MIXED USE - 2 STORY	21.38	24.49	2	0.98
	MIXED USE - 3 STORY	46.02	41.11	3	1.50
	MIXED USE - 3 STORY	36.73	30.13	3	1.45
	MIXED USE - 4 STORY	48.53	34.74	4	2.09
	MIXED USE - 4 STORY	51.27	28.74	4	1.96
	MIXED USE - 5 STORY	66.07	27.33	5	2.46
	OFFICE - 2 STORY SUBURB	0.00	42.93	2	0.39
	OFFICE - 2 STORY URBAN -	0.00	67.40	2	0.62
	OFFICE - 3 STORY SUBURB	0.00	42.59	3	0.51
	OFFICE - 3 STORY URBAN -	0.00	75.61	3	0.69
	OFFICE - 3 STORY LOW RISE	0.00	40.17	3	0.37
	OFFICE - 5 STORY URBAN	0.00	99.96	5	0.92
	RETAIL - 2 STORY STRIP -	0.00	24.62	2	0.31
	RETAIL - 2 STORY URBAN	0.00	36.26	2	0.46
	RETAIL - 3 STORY STRIP -	0.00	24.17	3	0.40
	RETAIL - 3 STORY URBAN	0.00	47.77	3	0.60
	RETAIL - 4 STORY URBAN	0.00	71.66	4	0.90

Downtown Smart Growth Vision Scenario



Downtown Smart Growth Vision Scenario 1

by block



Preliminary Totals

- Up to 3,275 more residential units
- Up to 730,000 SF additional commercial & office space
- Up to 1.2 MGD additional sewer flow generated
- Up to 1.3 MGD additional water flow generated
- Traffic impacts increase - but not as significant as expected



Compare Housing and Employee Indicators

DOWNTOWN SMART GROWTH VISION				
<u>SUBAREA NAME</u>	<u>TOTAL EMPLOYEES</u>	<u>EMPLOYEES PER ACRE</u>	<u>TOTAL DWELLING UNITS</u>	<u>DWELLING UNITS PER ACRE</u>
CIVIC CENTER	687	20.19	210	55.51
CIVIC CENTER COMMERCIAL	1,404	32.99	1,663	58.20
GATEWAY	1,099	19.75	948	77.74
Historic Retail Core	598	30.82	503	54.79
MEDICAL OFFICE	3,002	30.99	962	58.10
MERCADO DISTRICT	419	28.52	304	53.85
PROFESSIONAL OFFICE	1,242	23.24	354	27.21
URBAN NEIGHBORHOOD	475	22.00	606	27.25
TOTALS	8,926		5,551	

FUTURE PLANNED				
<u>SUBAREA NAME</u>	<u>TOTAL EMPLOYEES</u>	<u>EMPLOYEES PER ACRE</u>	<u>TOTAL DWELLING UNITS</u>	<u>DWELLING UNITS PER ACRE</u>
CIVIC CENTER	705	20.12	108	42.31
CIVIC CENTER COMMERCIAL	1,133	18.27	439	49.41
GATEWAY	1,095	16.43	1	29.53
Historic Retail Core	598	21.63	37	173.30
MEDICAL OFFICE	2,089	19.05	98	51.28
MERCADO DISTRICT	253	13.07	8	8.72
PROFESSIONAL OFFICE	921	16.80	253	21.93
URBAN NEIGHBORHOOD	424	21.18	666	27.33
TOTALS	7,218		1,610	

EXISTING CONDITIONS				
<u>SUBAREA NAME</u>	<u>TOTAL EMPLOYEES</u>	<u>EMPLOYEES PER ACRE</u>	<u>TOTAL DWELLING UNITS</u>	<u>DWELLING UNITS PER ACRE</u>
CIVIC CENTER	611	16.63	12	14.33
CIVIC CENTER COMMERCIAL	935	14.65	206	30.03
GATEWAY	978	14.68	1	27.14
Historic Retail Core	598	21.63	37	173.30
MEDICAL OFFICE	2,014	18.21	64	68.17
MERCADO DISTRICT	232	11.99	8	8.70
PROFESSIONAL OFFICE	875	15.88	281	20.46
URBAN NEIGHBORHOOD	414	18.23	567	26.29
TOTALS	6,657		1,176	

Compare Types of Jobs

DOWNTOWN SMART GROWTH VISION

SUBAREA NAME	TOTAL	RETAIL JOBS -	OFFICE JOBS -	INDUSTRIAL	PUBLIC	OTHER
	EMPLOYEES	TOTAL	TOTAL	JOBS	JOBS	JOBS
CIVIC CENTER	687	150	162	0	374	1
CIVIC CENTER COMMERCIAL	1,404	1,025	346	0	11	23
GATEWAY	1,099	672	418	0	0	8
Historic Retail Core	598	248	350	0	0	0
MEDICAL OFFICE	3,002	490	2,386	0	125	0
MERCADO DISTRICT	419	118	301	0	0	1
PROFESSIONAL OFFICE	1,242	63	1,085	0	88	6
URBAN NEIGHBORHOOD	475	0	473	0	0	2
TOTALS	8,926	2,765	5,522	0	598	40

FUTURE PLANNED

SUBAREA NAME	TOTAL	RETAIL JOBS -	OFFICE JOBS -	INDUSTRIAL	PUBLIC	OTHER
	EMPLOYEES	TOTAL	TOTAL	JOBS	JOBS	JOBS
CIVIC CENTER	705	200	131	0	374	0
CIVIC CENTER COMMERCIAL	1,133	846	259	0	0	28
GATEWAY	1,095	596	264	71	164	0
Historic Retail Core	598	364	231	0	0	3
MEDICAL OFFICE	2,089	675	1,267	0	143	4
MERCADO DISTRICT	253	23	175	54	0	1
PROFESSIONAL OFFICE	921	284	533	0	88	17
URBAN NEIGHBORHOOD	424	31	206	145	0	42
TOTALS	7,218	3,019	3,065	271	769	95

EXISTING CONDITIONS

SUBAREA NAME	TOTAL	RETAIL JOBS -	OFFICE JOBS -	INDUSTRIAL	PUBLIC	OTHER
	EMPLOYEES	TOTAL	TOTAL	JOBS	JOBS	JOBS
CIVIC CENTER	611	200	110	0	299	1
CIVIC CENTER COMMERCIAL	935	732	202	0	0	1
GATEWAY	978	508	236	69	164	0
Historic Retail Core	598	364	231	0	0	3
MEDICAL OFFICE	2,014	676	1,210	0	124	4
MERCADO DISTRICT	232	22	162	48	0	1
PROFESSIONAL OFFICE	875	267	470	0	112	26
URBAN NEIGHBORHOOD	414	33	196	145	0	40
TOTALS	6,657	2,801	2,817	263	699	77



Case Study: City Plaza Mixed Use

Size: 0.80 acre (68.75 du/acre)

55 units; one-&two bedroom

9,350 SF Ground-floor Pedestrian-Oriented Commercial

126 parking spaces (71 shared)

DA Terms: \$89K Credit for constructing sewer/water public benefits

\$30,000 per unit over base density of 45du/acre (\$570,000)



Case Study: 444 Escondido Boulevard Mixed Use

Size: 2.74 acres (45.6 du/acre)
125 units; flats & town homes
283 parking spaces (177 shared)
10,000SF Ground-floor Pedestrian-
Oriented Commercial

DA Terms:
\$30K per unit over 45 du/acre (\$18,000)
Public infrastructure installation
\$1.8 M Building Permit Fees Deferred
\$250/unit General Plan Update fee



