

General Plan Amendment Substantiation of Request

The City's General Plan Amendment policy E2.2 states that when a General Plan Amendment is submitted to the City, the City shall consider whether identified physical, social, or city-wide economic factors or changes that have made the existing General Plan designation, policy statement goal, or intent in question inappropriate from the standpoint of the general public welfare.

In this case, the expansion of the overlay would allow the development of a new hall for the Jehovah's Witness congregation which would create the opportunity for their annual conference to take place in Escondido, rather than outside of the County. This would bring thousands of people to the City each weekend who would spend money at local restaurants, shops, and hotels. This would boost the local economy. This use would promote the General Plan Goals related to economic prosperity such as:

Employment Acreage Policy 1.4 - Promote quality economic development that fosters job availability, economic revitalization, and tax revenues.

Employment Acreage Policy 1.5 - Encourage a variety of economic activities in Escondido that:

- a) Diversifies and balances the economic base and cushions the city's economy from a downturn in any one sector or cyclical fluctuations.

Long-Term Economic Wellbeing Policy 8.1 - Work with businesses and other stakeholders to identify and implement programs and measures for the revitalization and/or transition of underutilized and obsolete employment areas. This may include:

- a) Developing incentives and other strategies to promote re-investment.

Long-Term Economic Wellbeing Policy 8.2 - Encourage redevelopment of underutilized and economically marginal employment areas to create higher paying new jobs and new retail businesses and entertainment opportunities.

This SPA Amendment would promote quality economic development which would foster economic development by allowing the increase in regional tourist traffic from those attending the weekly events at the new Jehovah's Witness Temple. Additionally, it would revitalize an underutilized area. The Current plan for the SPA as high-paying employment land has become obsolete and the SPA Amendment would allow for development in the area which would promote economic development.

The adjacent area already includes various types residential development including single family to the south and across Centre City Pkwy to the east, and an RV park to the southwest. Additional uses permitted in residential zones would not be out of place or detrimental to the surrounding neighborhood. There is also ample supportive commercial within a half-mile of the site including the El Norte Parkway Plaza to the West and Del Norte Plaza to the East.

Attachment "1"

Based on the City's criteria, amendment of the SPA would conform to the General Plan goal of amending designations that are no longer appropriate due to changes in social and economic factors. Therefore, the owners request that the City initiate the amendment process for SPA #13.