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Subject: The Betrayal of Valley Center
Date: Wednesday, August 05, 2015 2:32:27 PM
Attachments: [January 17 VC Meeting Agenda.msg](#)
[FW The History of Town Center Planning in Valley Center .msg](#)
[Land Use Element Draft 5 May 2012.msg](#)

Lisa,

Kindly accept this written comment into the official record for the hearing on Friday, August 7th, and please also distribute to the Planning Commissioners. Thank you.

Dear Planning Commissioners,

As we prepare for the hearing on Friday for the Accretive project, the application to plop a 3rd Village into Valley Center's and Bonsall's rural peripheries, it occurs to us that this ram-through accompanies an even-larger betrayal by the County of promises made to the citizens of Valley Center during the General Plan Update. These actions are linked certainly in the minds of Valley Center volunteers who have devoted thousands of hours to the "good planning" of our community. Perhaps you, too, will see the connections.

We are submitting this brief summary with the documents for this hearing with the hope that someone in authority will be as alarmed as we have been disheartened by repeated demonstrations of bad faith (on the parts of folks who should be representing the public interest). Perhaps one of you, or someone else with the authority to demand answers to your questions will be persuaded to bring these issues forward.

There simply is not enough time in the next few hours to assemble the historical context and facts to adequately present the whole story of how LEUG/PDS has completely betrayed Valley Center. We submit a very abbreviated version below, and have attached a few documents that might help you wade into the situation.

Many people who have worked for years in Valley Center believe that the demise of Valley Center's Existing Village area exhibits the same pattern of behavior that characterizes PDS's processing of the Accretive project. The "greasing" of a third Village for Valley Center comes at the expense of the central valley Village that has been so long in the planning. We all recall the developer's attempt to overturn Valley Center's Village plan in favor of his application during the General Plan Update. We remember, too, the rejection of Village development of Valley Center's west side during that time. Of course, PDS's continuing failure to complete the Valley Center community's VISION for the Existing Town Center leaves a void that this developer also exploits. This has been a 8 year nightmare. It is still a nightmare. Sadly, the Planning Commission's rejection of the staff's 2010 recommendation for denial has paved the way for the current staff to endorse a project that unglues to work of thousands of citizens of this county.

Nutshell:

After the years and years of the GPU, there is only an INTERIM CP for VC. And, after 19 years of TOWN CENTER Planning here (see attached) -- there still is NO Town Center PLAN!

The NEW CP has NEVER been carried forward by the staff to the BOS for adoption. Neither has the "finer-grained "Town Center" planning taken place. Finer grained planning was promised by the GPU staff in order to make sense of the vastly increased density we agreed to pour into our Village area. There is ONLY THE

DENSITY in the Village areas – 1460 “units” and twice the commercial acreage that the residential build-out can support (according to a department-solicited economic analysis). With the adoption of the GP in 2011, the developers and property owners got full entitlements for hundreds of UPZONED acres AND have been freed by PDS from any responsibility to build the Town Center they committed to build in return. At this point they are all pitted against one another. It is a disastrous mess.

There is NO VISION. No plan for local public roads, no plan for parks, no plan for how the whole area needs to function. WORSE, the current PDS staff are, in effect, “foreclosing” on planned Mobility Element Roads (by piecemeal processing of projects, and piecemeal “waiving” of the requirement to build ME roads that are mapped through individual properties). Staff is pushing through projects that strip landscapes of mature trees and are too large for the sites to be landscaped in accord with the Design Guidelines, among other things. Last week we received at the END of the review process notice from PDS that they had “waived” CEQA for a project that has been allowed to grade a site to the boundaries and, obviously, destroy all the trees that the developer told the community he intended to preserve.

The draft Community Plan (written BY THE COMMUNITY and delivered to PDS in November 2010 after several years of community meetings and charettes) sits at PDS. This was a monumental piece of work. I have attached only the Land Use Element so that you can see the extent of the detail that is being ignored.

Despite repeated meetings with Director Wardlaw and Assistant Director Gretler, including an elaborate presentation 2 years ago to 15-20 staff members and PDS management which is attached – WE STILL HAVE NOTHING TO GUIDE THE INTENSE DEVELOPMENT THAT IS SLATED FOR OUR VILLAGE AREA.

The most recent travesty is PDS sabotage of the South Village Form Based Code. This is another long story that we just do not have time to document here. The short version is that around 2010-11, or so, the community hired and paid a grant writer to write an application for grant funds to plan our South Village area. PDS used this work a year or so later to submit and win a grant to do a Form Based Code (like Ramona's) for the South Village. PDS hired RBF and Howard Blackson to do the work. We started with a charrette and meeting in the spring of 2014. The Bell Family and the developer of the Konyn property were not at all supportive of the idea, and said so. Staff told them that applications that were filed before adoption of the new form based code would not be subject to it. Then, the FBC work was DELAYED AND DELAYED AND DELAYED for many months by PDS (for reasons that were never explained). Finally, this spring, after repeated letters from the VCCPG, and perhaps less than a month AFTER THE COMPLAINERS HAD FILED THEIR PROJECTS, PDS allowed RBF to present a no-illustration “draft” of what is now entitled “South Village Form Based Code Study”.

There is “no money” to complete the work.

As a result the Village developers are filing applications with competing Visions (their own instead of our larger vision for the Town Center). And PDS is shoving them through. The last straw is that a former member of the County Advanced Planning Staff (who made all the promises) is now representing a General Plan Amendment to convert what was park land during the GP update to Village housing and Commercial.

Pile on to all this the disingenuous processing of the Accretive project, and this winter's stealth attempt on the part of PDS to replace the LEED-Neighborhood Development standard with a bogus non-equivalent “equivalent”. The record will show that PDS lied to the VCCPG for months about these goings-on, and then on the Friday before Super Bowl weekend released announcement of an obscurely described “Thrive”

workshop that someone in Valley Center recognized in time to generate attendance from people who could understand what the staff was doing. Again, citizen volunteers did the “good planning” that PDS is being paid and pensioned to do.

We are heartbroken and furious about this betrayal of the public trust.

Rich Rudolf, Chair, and Lael Montgomery, Vice Chair, Valley Center General Plan Update Subcommittee
Steve Hutchison, Chair, VCCPG Accretive Subcommittee

1. Land Use

LU -1 Land Use Designations

Land Use Designations in the Valley Center Community Planning Area (VCCPA) include the three Regional Categories that are set forth in the San Diego General Plan Community Development Model: **Village**, **Semi-Rural** and **Rural**. Descriptions in the General Plan of these designations and their placement on the VC CPA land use map (Figure 1.0) describe the community's intentions for the location and intensity of new development.

LU - 2 Land Use Diagrams

The VC CPA land use map (Figure 1.0) and more detailed maps of the two Village nodes (Figure 1.1) show the community's intentions for land uses:

1. Compact **Village** development in the central valley in two nodes which are separated by a large rock escarpment and the wetlands of Moosa and Keyes Creeks. The Village area comprises 1554 acres ; 951 acres in the North node, and 603 acres in the South node.
2. The central Village area is surrounded by Semi-Rural and Rural development.
3. **Semi-Rural designations feather from the Village and comprise about 60% of the CPA**; Semi-Rural densities are one dwelling on two, four, eight, ten and twenty acres, depending on slope.
4. **Rural designations are located mainly on the periphery of the CPA and comprise about 25% of the CPA**; Rural densities are one dwelling on twenty acres or larger as a result of topography, environmental sensitivity, and existing agricultural preserves.
5. These designations achieve the population target for the VC CPA of _____ which should only be increased in conjunction with a comprehensive General Plan Update.

In addition:

5. Approximately _____ acres of the VC CPA are designated Public, Semi-Public and Preserve.
6. Approximately _____ acres inside the VC CPA boundary are under the jurisdiction of two sovereign nations: the San Pasqual Band of Mission Indians and the Rincon Band of Mission Indians.

Figure 1.0 Valley Center Community Planning Area Land Use Map

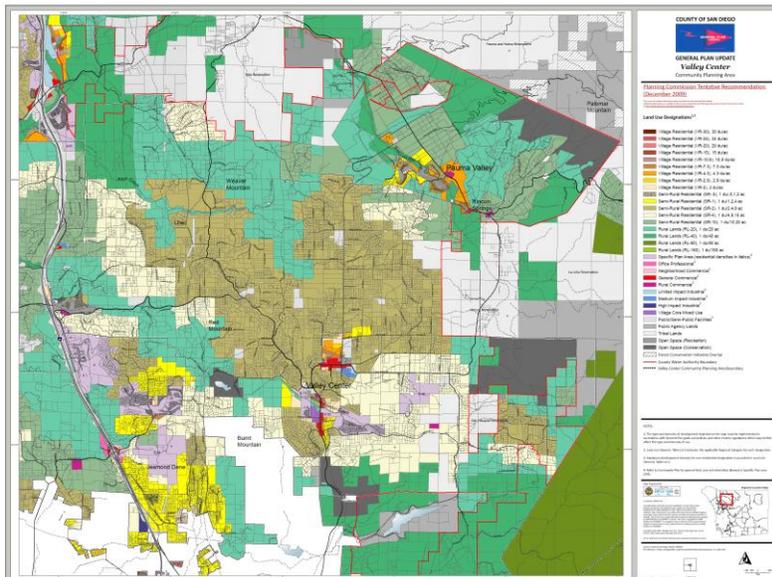
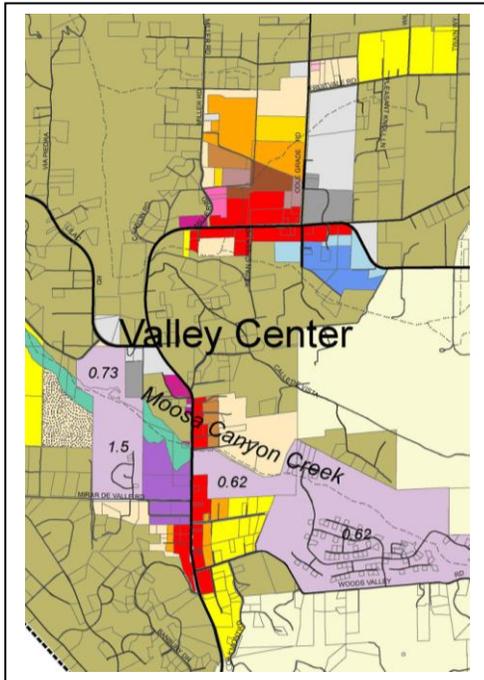


Figure 1.1 Valley Center's Designated Village Areas



Since the late 1800s, Valley Center's commerce and industry has grown mainly in two nodes in the central valley where the important crossroads of Woods Valley, Lilac and Cole Grade meet Valley Center Road. The two Village nodes are separated by floodways of Moosa Canyon and Keyes Creeks that run along both sides of a steep escarpment. The escarpment between Village nodes is designated for Semi-Rural residential development, and is largely built at this designation.

(add Keyes Canyon Creek to this map)

GOALS & POLICIES

GOAL LU-1: Maintain the boundaries of Village, Semi-Rural and Rural land use designations.

Policies

LU-1.1 Contain new Industrial, General Commercial, Office Professional, Mixed Use and Village Residential uses inside the central valley Village boundary.

LU-1.2 Contain urban services and amenities, such as sewer services, concrete curbs and gutters, sidewalks, on-street parking, and street lights inside the Village Boundary.

LU-1.3 Prohibit expansion of the Village Boundary and/or sewer services until properties within the established Village boundary are built out. (Commercial area provided in this plan already exceeds Valley Center's build-out needs by 100%; and Village residential units provided in this plan reflect a 1000% increase over existing conditions. The community will be ill-served by expanding Village boundaries until growth is achieved where it is already planned.)

LU-1.4 Prohibit the establishment of new Village areas in the CPA except in the context of a comprehensive General Plan Update

LU-1.5 Maintain the minimum lot size of two acres in Semi-Rural designations except for: Conservation Subdivisions and other projects developed under a Specific Plan, and pre-existing smaller parcels including those that are Village adjacent and designated Semi-Rural-1.

LU-1.6 Lot sizes achieved through Conservation Subdivision planning vary by land use designation and by sub-area. (See the section below in this chapter on Conservation Subdivisions.)

LU-1.7 Maintain the Rural designation as buffers around the periphery of the VC CPA.

LU-1.8 Consult chapters below on Conservation Subdivisions and Community Character, the County Design Guidelines for Residential Subdivisions, and Valley Center Design Guidelines.



Valley Center residents want to protect the community's natural beauty, rural flavor and its wildlife: local indigenous flora and fauna: mountain lions, bob cats, coyotes, raccoons, opossums, skunks, weasels, vultures, cranes, raptors, hawks, eagles, and, of course, rabbits, squirrels, moles, gophers, snakes, lizards and salamanders.

LU- 3 Community Growth Policy

Valley Center's population will double with this General Plan. The greatest challenge for the community is to grow gracefully in areas where development is planned while protecting the community's natural and built resources, its rural heritage, its agriculture, horticulture and animal husbandry, its countrified ways and quality of life. Land uses have been carefully considered and designated with this purpose in mind.

Conserving natural lands enables nature to perform life-sustaining services that otherwise have to be provided technologically at great expense. Natural land degrades organic wastes, buffers air pollutants, moderates climatic change, conserves soil and water, preserves genetic diversity among species, and pollinates food crops and other plants. Protecting agriculture, horticulture and open country for equestrian facilities, animal husbandry, plant nurseries, recreation and other uses helps sustain our local rural economy and provides areas in North County that are still reserved for rural ways of life.

The Valley Center CPA contains several types of native plant habitats which provide habitat for a diversity of wildlife species: riparian; oak woodlands; chaparral; and coastal sage scrub. Rare and endangered plants and animals have been identified in these natural areas. These high relief landforms, floodplains, ridges and canyons are also scenic and contribute to the open, natural character of Valley Center.

GOAL LU-3.1: New development is consistent with land use designations and zoning, existing and planned infrastructure, and available resources.

Policies:

LU-3.1.1 Concentrate new Industrial, General Commercial, Office Professional, Mixed Use and compact residential development in **Village** areas where uses and densities have been intensified in accord with existing and planned infrastructure, services and amenities;

LU-3.1.2 Encourage achievement of allotted density in Village areas.

LU-3.1.3 Ensure that new development is coordinated the following resources: road capacity, water availability, potential wastewater treatment facilities to include landscape and agricultural land available for dispersal of treated water, school classrooms, park land, and air quality.

LU-3.1.4 Ensure that new development covers costs of expanding public infrastructure, utilities and services, including wastewater treatment facilities.

LU-3.1.5 Require new development to provide sufficient, central and accessible open spaces, parks, recreational outlets, amenities and services to serve their residents.

LU-3.1.6 Require any on-site amenities and services to be compatible with sub-area character and reflect activities that typically take place in the area.

GOAL LU-3.2: New development respects and furthers the community's rural heritage and quality of life. The skin of the earth is not disturbed any more than is absolutely necessary.

Policies:

LU-3.3.1 Support development in **Semi-Rural** areas of single family homes at slope-dependant densities providing that development is consistent with surrounding built neighborhoods and respectful of natural resources and features that characterize these areas, their mesas, valleys and gentle slopes.

LU-3.3.2 Support development in **Rural** designations of single family homes and permitted agri-businesses when conservation site planning respects the scale, irregularity and diversity that characterizes rural development.

LU-3.3.3. Require contextually sensitive rural planning and design in all land use designations. This means that new development should treat as assets: the rural character of the community, the natural slope and features of the land such as rock outcroppings, boulders, mature indigenous trees and thickets of natural vegetation.

LU-3.3.4. Require site inventory maps to precede site planning in order to determine areas that should be conserved and areas that can be disturbed for development.

LU-3.3.5. Require site plans to be harmonious in scope, scale, bulk, style and coverage with surrounding properties, so that new building pads and structures blend inconspicuously into the landscape.

LU-3.3.6. Require grading and shaping of building pads to follow the landscape's natural contours; prevent unnatural geometric shapes and the artificial elevation of building pads.

LU-3.3.7 Prohibit repetitive cookie-cutter development that destroys local character.

LU-3.3.8 Encourage site plans that provide open spaces that are visible from Valley Center roads, accessible to homes and link to open spaces on adjacent properties.

LU-3.3.9 Require a diversity and mix of lot sizes and housing types, architecture, landscaping and lot sizes to attract people of diverse lifestyles, occupations, interests, and ages.

LU-3.3.10 Produce variety within the range of design options that are compatible with the character of the sub-area (see the chapter on Community Characters: Valley Center's Sub-Areas.)

LU-3-3.11 Discourage the destruction of agriculture. Support the Right to Farm Ordinance and require mitigation for any residential project that destroys agriculture or adversely affects adjacent and near-by agricultural uses.

LU-3-3.12 Encourage preservation of historic sites and structures.

GOAL LU3.4: New development preserves the beauty and function of the native environment.

Policies:

LU-3.4.1 Preserve Valley Center's naturally functioning eco-system, its natural beauty and landscape features (open spaces, canyons, ravines, creek beds and wetlands, ridgelines and hillsides, rock outcroppings and ledges, natural topographical contours, unique scenic views, meadows, oak and sycamore trees), and its natural plant and animal habitats.

LU-3.4.2 Prohibit the artificial channeling of any creek, the flattening of any hilltops, and the filling of any canyons, ravines or valleys.

LU-3.4.3 Maintain green belts along streams and flood prone areas.

LU-3.4.4 Incorporate conservation into all new development. New building should showcase Valley Center's natural splendors not obliterate them!

LU-3.4.5 Preserve landmark trees of all species as significant features of Valley Center's natural heritage. A "landmark tree" is defined as visually significant (diameter greater than 12"), historically significant, exemplary of its species, or more than 100 years old.

LU-3.4.6 Require mitigation for Valley Center projects to occur in Valley Center: on site or in established VC mitigation areas.

LU-3.4.7 Encourage new development to retain as much of the natural landscape and vegetation as possible, and to re-vegetate with native, native-compatible and drought tolerant species that will thrive in the particular sub-area's microclimate.

LU3-4.8 Encourage retention and/or relocation of mature trees. When relocating within a project is not possible, encourage relocation to other areas of Valley Center, including, but not limited to, parks, schools, and other public sites.

LU3-4.9 Require any large trees that are destroyed during construction to be replaced by at least an equal number of native or native compatible specimen sized trees shall be replanted on the property. Large trees are those measuring 6" in diameter when measured 4 feet from the ground. Specimen sized tree are those contained in boxes which are 24" in width or larger.

LU-3.4.10 Safeguard air and groundwater quality with adequate greening.

LU-3.4.11 Encourage green development and green building practices.

LU-3.4.12 Consult the chapters on Conservation Subdivisions and Conservation and Open Space, and the County Design Guidelines for Residential Subdivisions

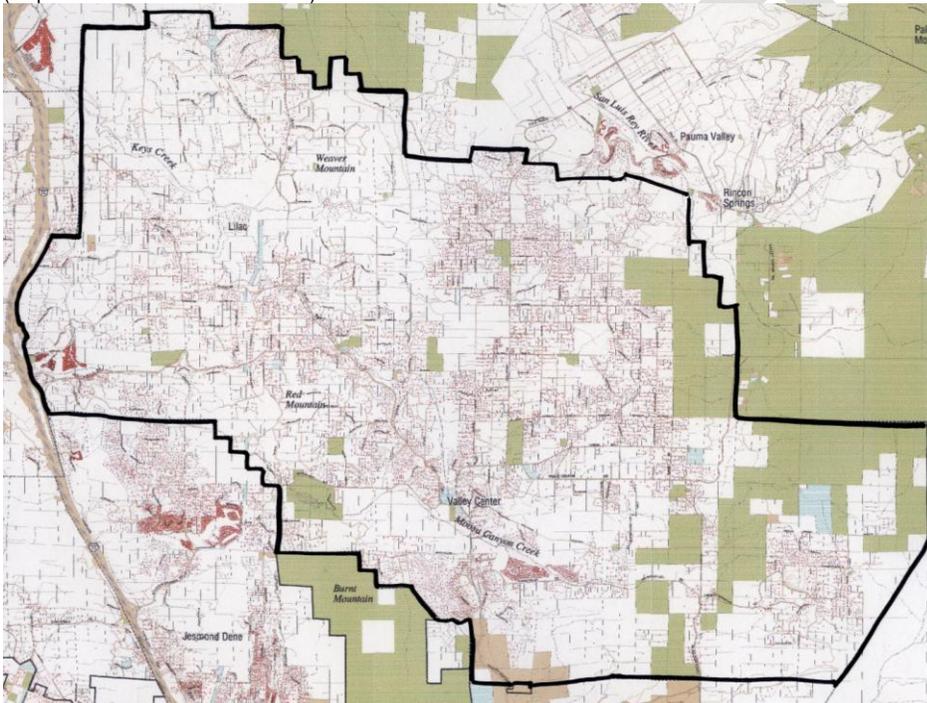
GOAL LU-3.5: Preserve resources that are identified on the Community Resources Map.
(insert map)

LU -4 Community Characters: Sub-Areas of the Valley Center Planning Area

The Valley Center CPA covers an area of 86.3 square miles, or 55,225 acres. Because the planning area is large and diverse, both natural and built environments vary considerably in different parts of town. Characters of VC's sub-areas vary by topography, vegetation and wildlife, micro-climate and other natural features; by proximity and remoteness to the center of town, and by the particular settlement patterns and the ways and qualities of life that have evolved in Valley Center over time.

The community cherishes this irregularity and diversity and intends for its historical development patterns in each sub-area to be the models for new development.

Figure 1.3 Valley Center's Sub-Areas
(map to outline and label sub-areas)



This map shows sub-areas of Valley Center in a context of the community's residential development patterns. Development during the last 100 years has occurred mainly on mesas and has dodged the rugged topography, canyons, arroyos and creeks that criss-cross the CPA and provide its characteristic scenic vistas. Sparsely built areas are generally remote, wildfire prone, steep, creek-crossed by creeks. Less dense designations of SR-10 and Rural-20 and -40 reflect these constraints.

GOAL LU-4.1 New development emulates and strengthens the distinctive characters of Valley Center's sub-areas

Policies

LU-4.1.1 Site, architectural and landscape designs for new development will emulate development patterns that are described for each sub-area of Valley Center (see Chapters specific to Village, Semi-Rural and Rural Sub-Areas).

LU-4.1.2 Designs for major subdivisions will follow the County's manual for achieving context-sensitive project designs: "Design Guidelines for Residential Subdivisions"

LU-4.2 Site plans will adhere to context sensitive street edge treatments which are detailed in Valley Center's J-36 Right-of-Way Development Standards.

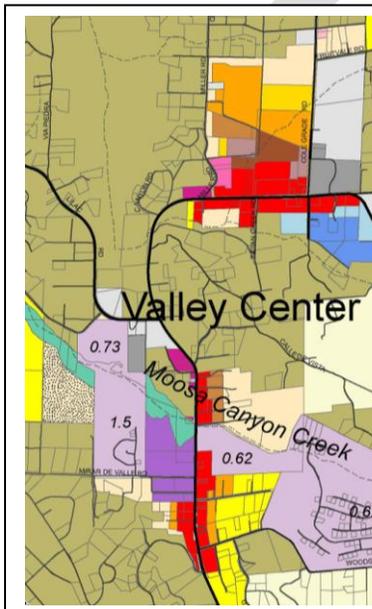
LU-4.1: Village Development and Character

Since Valley Center's first Community Plan in the late 1960s, the community has planned its most intense development for the two Village nodes in the central valley. The North Village is located on about 951 acres in the northwest and south west quadrants of the intersection of Valley Center and Cole Grade Roads. The South Village is located on about 603 acres that straddle Valley Center Road between Woods Valley and Lilac Roads. Most local retail businesses, professional offices, light industries and a small number of homes have for many years been located here. However, community opposition in the past, coupled with a high water table in and the lack of wastewater treatment facilities in the central valley has prevented more intense Village development .

During the period 2000-2010 circumstances merged to support the concentration of Commercial, Industrial, Mixed-Use and Village Residential development in the central valley Village areas:

- construction of the Woods Valley Ranch wastewater treatment facility in the South Village and its planned expansion; and
- purchase by two cooperating developers of several hundred acres in the North Village and their plans for treatment and dispersal facilities in conjunction with the integrated pedestrian-oriented community they are planning; and
- the widening of Valley Center Road; and
- the County's decision to direct growth toward existing infrastructure in order to reduce costs of extending roads and urban services to increasingly remote countryside development.
- the realization on the part of the Valley Center community that intensifying residential growth in the Village area would better support local shopping and services, enrich the local economy, provide local jobs, reduce trips out of town AND protect the functioning ecosystem and natural scenic beauty of more remote parts of the CPA which residents so treasure.

LU-4.1.1 Village Intensification & Master Planning



Valley Center's business center and about 25% of its residential growth are planned for the north and south Village nodes in the central valley. The two Village areas are separated by tributaries of Keyes and Moosa Canyon Creeks that run east-west, as well as a steep escarpment and that is designated for Semi-Rural residential homes.

North and South Villages are linked by Valley Center Road. In anticipation of compact Village development, Valley Center Road has been designated a Boulevard with a landscaped median; and was in 2010 widened to this County Standard. Alongside the road is a fenced "Heritage Trail" for walking, jogging and horseback riding.

*Add labels: Keyes Creek
North Village
South Village*

GOAL LU-4.1 Two compact and master-planned “town centers” provide local shopping and services, central gathering places for public community activities, and expanded options for housing.

Policies:

1. Require integrated master-planning of separately owned parcels so that commercial areas and residential neighborhoods are contiguous and work together as a whole town center.
2. Support expansion of the Woods Valley Ranch wastewater treatment facility to serve the South Village, and the establishment of a new wastewater treatment facility to serve the North Village.
3. Require Village commercial areas to be pedestrian- oriented AND accessible by automobile.
4. Encourage a “main street” design for the commercial core: small retail shops, restaurants and local retail and service businesses, with side streets for professional, medical and civic offices, and small businesses and service organizations.
5. Prohibit a hodgepodge of unrelated shopping areas and residential subdivisions.
6. Encourage a design that incorporates both on-street parking and parking to the rear-of-building in small, conveniently located and shared parking lots that are abundantly landscaped and mostly out-of-view.
7. Underground all utilities.
8. Integrate affordable housing units with market priced dwellings; prohibit their concentration in one area of any neighborhood.
9. Encourage use of treated water for irrigation of Village landscaping, parks and golf courses.
10. Consult the chapter on Village Character for additional design parameters

GOAL LU-4.2: Village infrastructure and amenities serve business patrons and residents of Village neighborhoods as well as the citizens of greater Valley Center.

Policies:

1. Require Village transportation infrastructure that meets needs of all users: pedestrians, cyclists, motorists, and equestrians.
2. Require an interconnected network of multi-modal Village roads that facilitate mobility; avoid dead-end streets and cul-de-sacs.
3. Require wide, shaded sidewalks for walking, browsing and community gathering.
4. Require non-motorized cross-country trails to link residential neighborhoods to commercial areas,
5. Require a central “village green” that is large enough to accommodate large public gatherings.
6. Require greenways that link to village residential neighborhoods.
7. Require inviting, shaded public greens and open spaces.
8. Require a large public green adjacent to central public areas for community celebrations, art shows and performances that can be easily be expanded by closing public streets to motorized traffic.
9. Strengthen the friendly, family-oriented ambience of Valley Center’s small town character with contemporary amenities and conveniences.
11. Consult the chapter on Mobility and Valley Center’s J-36 Right of Way Development Standards.

North Village (2010)



Figure: NORTH VILLAGE 2010. The North Village is situated on 950 acres of flat and sloping land along both sides of Valley Center Road between Miller and Wilhite/Highpoint, and on both sides of Cole Grade between Keyes Creek and Fruitvale- Misty Oak. Keyes Creek flows north through Keyes Canyon after turning from its east-west flow just to the south of Valley Center Road, Development concerns here include showcasing the oak-studded drainage that runs diagonally through the property as well as the views of Palomar Mountain and to preserve natural features – topography and rock formations.

North Village Conceptual Master Plan

The North Village contains commercial and office professional uses north and south of Valley Center Road mainly between Canyon and Vesper Roads. Industrial properties are located on both sides of Cole Grade Road south of Valley Center Road. The North Village will be developed as a pedestrian-oriented “California Farm Village” in accord with a conceptual master plan that has been in development for several years, which is illustrated and described below.



The Master Plan for the North Village shows a pedestrian-oriented “Main Street” with a Town Green, abundant recreational greens and open spaces. Feathered from the commercial core are a mix of residential neighborhoods, each with a variety of housing types, lot sizes, and architectural styles. Through the use of site designs and architectural treatments that emulate historically authentic patterns and structures, the built environment will appear to have been built across time, beginning in the 1860s and continuing to the present.

South Village Plan: Mixed-Use Master-Planning and Reclaiming Strip Commercial

The South Village is slated also for a master-planned pedestrian-oriented town center with commercial and residential uses. The 25-acre site of the former Konyn Dairy north of Mirar de Valle Road is designated for Mixed Use and requires a master plan. In addition, this Community Plan also addresses in-fill development and expansion of strip-commercial properties on both sides of Valley Center Road between Woods Valley and Mirar de Valle Roads Road, and between Moosa Creek and Lilac Road.



Figure: SOUTH VILLAGE 2010. The South Village is located on 603 acres on both sides of Valley Center Road between Lilac and Woods Valley Roads which are mainly upland mesa. Moosa Creek flows east-west through Woods Valley Ranch and Golf Club, and across Valley Center Road to bisect the former Konyn dairy farm, and the Orchard Run Specific Plan Area that lies between Lilac and Mirar de Valle roads. Development concerns here are the adequate protection of wildlife habitat, the provision of abundant recreational parks and open spaces for residents of relatively dense Village neighborhoods, and the use of design approaches to the site, landscaping and architecture that reflects Valley Center's authentic history.

Valley Center Road Strip Commercial: Reconfiguration as properties are improved.

(this graphic comes from Arendt's Rural By Design.)

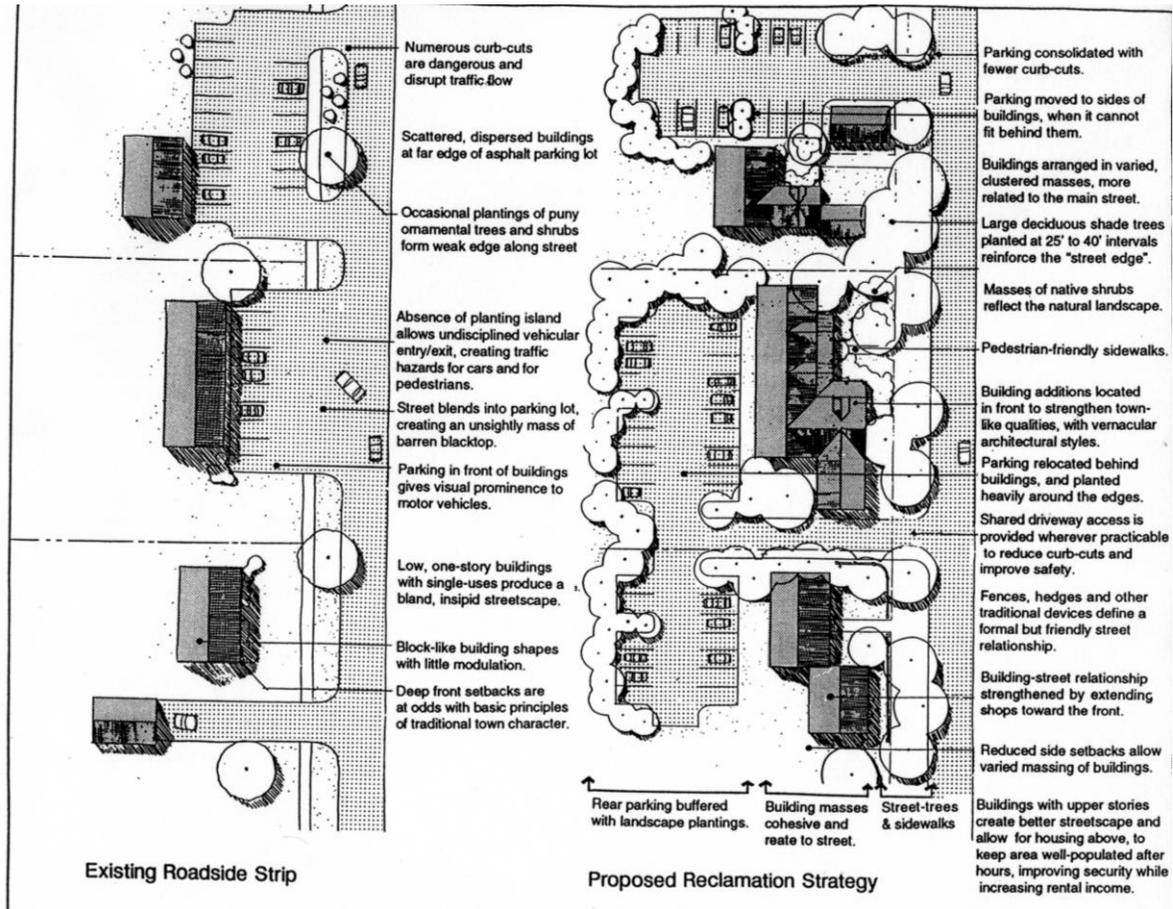


Figure: This illustration from Randall Arendt's "Rural By Design" shows the community's concept for in-fill development in the South Village. Call outs explain site design concepts and features which -- as properties are expanded, refurbished and newly developed -- will help transform the South Village from a corridor dominated by automobiles into attractive pedestrian-friendly locations for shops, small eateries, and professional offices. Parking will be located to the rear and side of buildings; buildings extensions will be brought closer to the roadway to create a more traditional street edge. Over time, this design approach combined with street-tree planting and sign replacement will help transform the South Village from a "corridor" to a true village

Figure: Konyn Property Conceptual Master Plan
(do we want to include this?)

LU5.3 Village Character: A California Farm Village

Valley Center was settled by homesteader-farmers more than 150 years ago. The Vision for the community's next stage of development honors and builds upon this rural and agricultural heritage. Valley Center's desire is to become MORE of what the community already is: a "California Farm Village."

Goal 5.3.1 New commercial and residential development emulates authentic development patterns, scale, features and architectural styles of a traditional California Farm Village.

Policies:

1. Advise property owners and developers to work with planners, designers and architects who are familiar with authentic historical architectures of the West, and know how to combine the design elements that create them.
2. Encourage building design that emulates *authentic* historical forms, architectural genres and detailing.
3. Use *authentic* Adobe, Monterey, Spanish Colonial, Mission, and Mission Revival styles of architecture that are typically combined in small towns of Valley Center's vintage, each Village node will appear as though it has evolved over time.
3. Prohibit hybrid architectures.
3. Old buildings should, if possible, be renovated, added-to and re-used instead of torn down.
4. New buildings should emulate historic architectures in terms of scale, form, styles, massing, roof pitch and shape, window size, shape and spacing, and exterior materials.
5. Buildings should vary from one another, be irregular in design and be uniquely located on the land.
6. Properties should use fences, hedges, and other traditional devices to define a property's relationship to the street.
7. Enforce design guidelines for site planning, architecture, landscaping, street edge *treatments*, and other design elements which are historically authentic in commercial and residential areas
8. Adhere to VC Design Guidelines in all areas.
9. Limit village development to two-stories except for special features that the community desires, such as bell and clock towers, and church steeples
10. Reconfigure and reclaim strip commercial development along VC Road in the South Node (see Figure ____).
11. Buffer Village Residential areas from incompatible activities that create heavy traffic, noise, odors, dust, and unsightly views through the use of landscaping and preserved open space.

LU5-3A Village Commercial and Industrial Character

With only a few exceptions, all commercial, professional/office and industrial land uses are located inside Village boundaries in the central valley where considerable expansion, infill development and redevelopment are anticipated during the life of this Community Plan.

GOAL LU-5.3.2 Vibrant, compact, pedestrian-oriented commercial areas that replicate the human scale, style and character of a California Farm Village.

Policies

1. Prohibit “big box” stores (How best? Through floor area ratios?)

How to quantify the scale and mass of commercial buildings that will be consistent with the community Vision for Village development?

1. What about “coverage” and FAR (Floor Area Ratios?)(Montecito’s is 0.25)

2. What is the relationship between SF and parking area required?

3. How to limit the size of most buildings to 2000 – 15,000SF?

2. Larger retail buildings should be scaled to residential proportions. Buildings larger than 2500 SF should be designed as groupings of attached structures, and arranged in varied, clustered masses or a refurbished agricultural building, such as a barn or packing house.

3. Chain stores must adapt corporate branding to be consistent with Valley Center’s “Farm Village” identity. This applies to architectural treatments and signage that serve as brand identities, such as McDonald’s “golden arches” Community character – keep VC’s small town look and feel.

4. Structures as a group should create a strong building edge 15-30 feet from the street

5. Larger structures, such as grocery, drug, hardware, and feed stores that require abundant parking should be sited on the periphery of pedestrian-centered areas. Parking lots will not be the focal points of our town centers. But, they will be ample and convenient for villagers and other residents to easily carry large purchases to their cars, and are also available for overflow parking that occurs with special events.

6. Parking areas should be shared, consolidated and connected, and located behind or to the side of buildings in order to screen parking and reduce traffic congestion

7. Village vegetation should be compatible with the qualities of treated wastewater which will be a source of all Village irrigation.

Examples of Existing Village Commercial Buildings



Figure: Existing Village Development: Even though the Village nodes are sparsely developed in 2012 (relative to the anticipated future intensity) visitors to Valley Center can see in existing commercial and civic buildings the human scale and diversity of design that the community values.

Examples of "California Farm Village" Character for New Commercial Development



Individual Signage for Smaller Retail



Entry/Signage and Patio Seating



Retail Entry/Signage



Supermarket Entry/Signage



Store Front



Store Front



Signage over Awning



Signage at Porch Element



Retail Center



Retail Entry/Signage



Town Center
Retail and Commercial
Valley Center, California

Weston Communities
0801
01.30.09

Village residential neighborhoods provide a range and diversity of homes to meet needs that vary widely across people of different ages, life stages and incomes, from young singles and families to empty-nesters and single seniors. The community has worked closely with the developers to mix lot sizes, housing types and architectural styles through village neighborhoods, again to prevent clusters of sameness and achieve the sort of variety that typifies a traditional town center. Each Village contains about 750-800 ??? homes, that range across a wide variety of sizes and styles -- from lofts over professional offices and commercial spaces, to one, two and three-bedroom condominiums, courtyard homes, attached two and four-plex, and detached single family residences.

We need help fleshing out these goals and policies. What is necessary to produce the Vision?

Goal LU5-3B.1 Village residential neighborhoods provide a mingled diversity of housing products to meet needs of people of different ages, life stages and incomes.

Policies:

1. Mingle diverse lot sizes and shapes, and home types and sizes through Village residential neighborhoods
2. Neighborhoods closest to the Village core include a mix of the denser housing. Density decreases as it approaches the boundary of Semi-Rural properties along Misty Oak.
3. Provide functional and recreational amenities to serve neighborhood residents in addition to Park Lands Dedication Ordinance funds.
4. **Maximum primary building area (1500SF plus 25% of the lot area?) (Lot-Dwelling size relationships)**

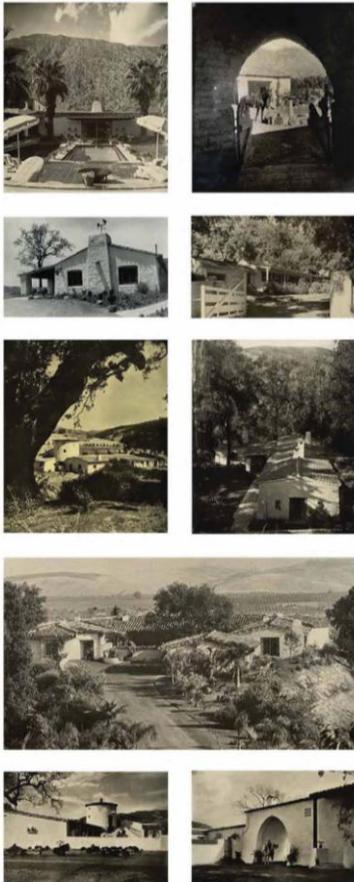
Goal: LU5-3B.2 Village residential neighborhoods mix architectural styles, materials and landscape treatments to replicate a traditional town center where homes have been built at different times and by different owners.

Policies:

1. Require the use of authentic architectural genres and details from a selection of architectures that have been used historically in rural California: Adobe; Monterey: Spanish Colonial; Mission; Mission Revival; Greek Revival; Craftsman: Ranch; Farmhouse.
2. Avoid "hybrid" architectures or the use of a multiplicity of architectural styles and materials in the same structure.
3. Provide and incorporate common areas within clusters of Village homes

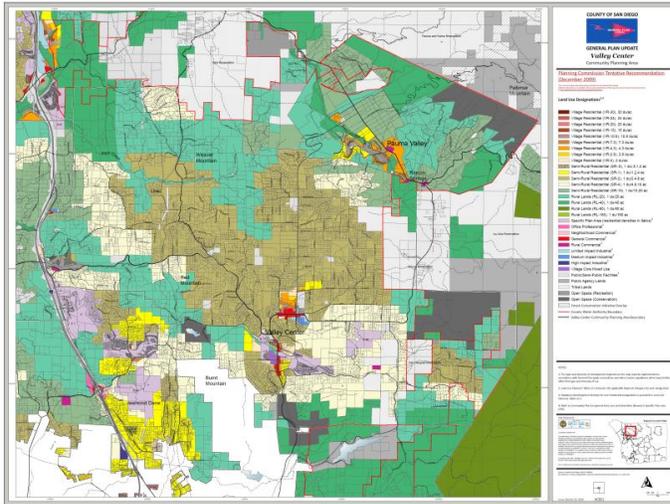
(insert pictures showing a range of housing types and styles, such as:)





6.2 Semi-Rural Residential Development & Character

Figure: VC land use map. Show CPA outline; highlight “Semi-Rural” area; outline each semi-rural sub area and label)



Semi-Rural areas of Valley Center include mesas, valleys and gentle slopes that are, to great extent, subdivided and built with individual septic systems. Semi-Rural parcel sizes range from one- to twenty-acres, depending on the underlying density and slope. In Semi-Rural areas, for slopes greater than 25%, density reduction is required by the County Resource Protection Ordinance.

Opportunities for development in Semi-Rural areas are scattered through established neighborhoods that flank the community's major roads: Cole Grade, Miller, Cool Valley, Fruitvale, Woods Valley, Lake Wohlford, Valley Center and Lilac Roads. A few large parcels remain in areas that are designated Semi-Rural, and there are scattered opportunities for small subdivisions and lot splits. However, much Semi-Rural land is already parcelized to the underlying density that this plan allows.

In some areas that have been designated for Semi-Rural development, rugged topography, wetlands and sensitive habitat are abundant. For example, steeped-sloped Keys Creek Canyon, identified on the County Multi-Species Conservation Program map as part of a pre-approved mitigation area (MSCP-PAMA) because of its rugged topography and sensitive habitat cuts through the center of the Semi-Rural area of the CPA. The mainstems and fingers of Keys and Moosa Creeks, and others, are banked with sensitive oak woodlands and riparian habitat that meander through Semi-Rural areas.

GOAL LU-6.1 Retain the community's natural landscape.

Policies

1. Require developers of all subdivisions to prepare site inventory maps that pinpoint locations of environmental, scenic and historic features on their properties, and to build around them.
2. Retain natural vegetation, rock outcroppings, and natural drainage.
3. Require grading for building pads and roads to follow the natural contours of the land. Prohibit flat building pads on slopes greater than 25%. Require stepped foundations to accommodate the natural terrain.
4. *Require developers to locate buildings, construction activities and construction staging areas in such a way that special features are protected from damage during construction, and*

GOAL 6-2 Retain the character that distinguishes the sub-area. Site designs are consistent with the image, scale and diversity of the surrounding semi-rural neighborhood.

Policies

1. Emulate the pattern of diverse home site designs and home styles that characterize neighborhoods of custom homes.
2. On larger properties create interconnected smaller neighborhoods separated by open space; avoid a sprawl of houses or independent enclaves.
3. New development should blend inconspicuously both into the natural setting and topography and into the built environment.
4. Prohibit monotonous site designs: this means checkerboard layouts, uniform lot sizes, repetitious architecture, uniform building materials, and pretentious branding that cites the natural features the project has just destroyed.
5. Encourage mingled diversity of lot sizes and shapes, and architectural genres design in all subdivisions. In larger subdivisions, encourage master planning that allows for this kind of variety.
6. Incorporate non-motorized cross-country trails into the site design.
7. Screen new Semi-Rural residential development from the road when the residence (including appurtenant structures such as garages, barns, swimming pools, etc.) is close to the road.
8. Landscape road edges in accord with VC's J-36 ROW Development Standards
9. Provide safety turn-outs for school buses in subdivisions of 10 units or more.

Characters of Semi-Rural Sub-Areas

Areas that are designated Semi-Rural differ considerably and in a variety of ways, in Valley Center. Some are adjacent to Village areas in the heart of town; other Semi Rural areas are adjacent to sensitive Rural lands at the outer edges of the planning area; and some Semi-Rural parcels available for development are deep in the midst of similar properties.

Many of the homes in Valley Center were built by local builders in the 70s, 80s and 90s as custom homes or in small speculative subdivisions. As a result, Valley Center has, so far, avoided the sameness that high-production residential developers have imposed in other parts of Southern California. The greatest threat to Valley Center's character, particularly in Semi-Rural areas where home sites are closer together, is homogeneity and stratification. Valley Center residents value heterogeneous development patterns and architectures that historically characterize traditional California farm towns.

Central Valley and Hillside (Central Non-Village)

(photo to come)

Accessed by Valley Center and Woods Valley Roads, this area includes the dramatic escarpments that overlook the Village areas and the relatively flat valleys between the hills. There are two main development patterns in this area: homes on lots of two acres or more that are mainly on the hillsides, and homes that are clustered in subdivisions where large amounts of open space have been set-aside. Building in the hillside areas is generally constrained by slope and rock formations, creating scattered homes with significant separation between structures. Homes in this area vary in size as dictated by the available septic field area. Building in the subdivision areas is characterized by smaller lots (some less than one acre) and flat to slightly rolling topology, allowing suburban neighborhoods with homes set close together. Mediterranean and Hacienda style homes predominate in each of these areas. Concerns for development in this sub-area include preventing ridgeline development and/or alteration, preservation of scenic hillsides, protection of Oaks and riparian areas, and access points onto mobility element roads for new developments.

Central Valley Watershed:

(photo to come)

East of the North Village is the Keyes and Moosa Creeks watershed-floodplain, characterized by active agriculture, nurseries, livestock operations, and field crops. Much of this area is designated as prime farmland of local or statewide significance. The main development pattern in this area is large parcels with or without a single home, and agricultural uses on the land such as farming, animal raising, nurseries, and egg ranches. Building in this area is constrained by floodplain and water table considerations. Homes vary in size and style, including Ranch, Hacienda, Farmhouse, and Prairie styles. Concerns for development in this area include preservation of important farmlands, preservation of existing agribusiness, planning of agricultural / residential interface, and preservation of scenic and riparian areas that characterize Valley Center.

Cole Grade Road area:



The Cole Grade area north of the North Village is characterized by rolling hills, views to Mt. Palomar, and west, and the Cool Valley- Keyes Creek watershed. The main development pattern in this area is 2-acre parcels with estate style homes. The predominant zoning in this area allows limited agricultural uses, including family pets, animal raising, and family orchards. Building in this area is dominated by Mediterranean and Hacienda style single-family homes. Proximity to the North Village, Post Office, Library, Elementary, Middle, and High Schools are important sub-area features. Concerns for development in this area include the conversion of the remaining large grove parcels to residential use, ridgeline and slope preservation, road design and improvements to increase connectivity, and eliminate unsafe situations and traffic bottlenecks.

Ridge Ranch-Mirar de Valle-Banbury

(photo to come)

These neighbor hoods, which are adjacent to the South Village, are characterized by steep hills with views to the horizon, and proximity to Escondido. The main development pattern in this area is large lots with large, new, estate-type homes in gated enclaves. Building in this area is dominated by Mediterranean and Hacienda styles. Concerns for development in this sub-area include preventing ridgeline development and alteration, preserving scenic hillsides, protecting oak trees and riparian areas, and minimizing the number of new intersections (onto mobility element roads) to accommodate new developments.

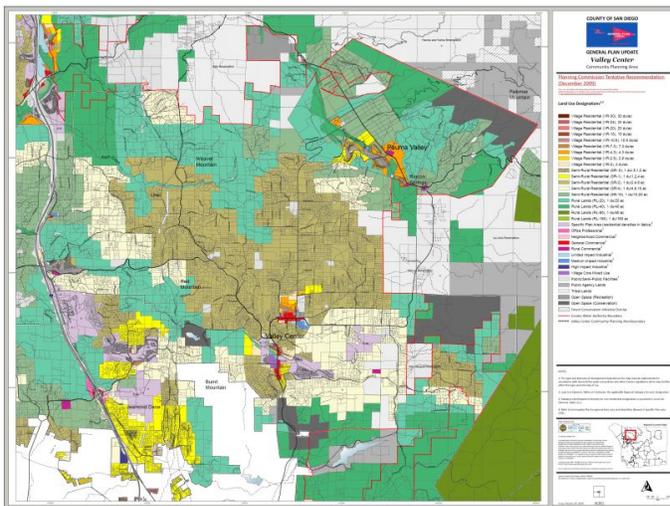
Lilac-West Lilac



The Lilac-West Lilac area is characterized by creek-bottoms and steep canyons, and rolling hills of natural vegetation and agriculture. This area also contains the main section of Keyes Creek and Lilac Ranch, a thousand-acre property with historical and biological value, part of which was identified as a hard-line preserve in the North County MSCP, purchased by CALTRANS in 2011 from Wolfsheimer family for permanent conservation. West Lilac Road winds through groves, flower and vegetable farms, horse breeding and training facilities. Older residential properties are located along the creek-bottom areas, newer estate-style homes and some groves and flower farms on the rolling hills. Building in this area is dominated by single-family homes, with Country, and Ranch styles predominant in the older homes and Mediterranean and Hacienda styles predominant in the newer homes. The conversion of Lilac Ranch to permanent mitigation status more deeply commits this area to open space, agriculture, animal husbandry, and other rural development patterns. Concerns for development in this area include protection of ridgelines, slopes, scenic and riparian valley areas, and irreplaceable biological resources, and ensuring that the impacts of new development do not overwhelm roads, fire protection services, water resources and other infrastructure.

6.3 Rural Residential Development & Character

(insert Figure: VC land use ma; outline the CPA; highlight Rural areas; outline sub-areas and label)



Roughly 15,000 (????) acres in Valley Center are designated for Rural development.

Rural designations are located in the Northwest quadrant of the planning area; along the I-15 on the western side; along the southern boundary with Escondido and along Old Castle Road; and in the Southeast corner of the VC CPA adjacent to the Hellhole Canyon Preserve. Rural designations in Valley Center resemble other sparsely populated backcountry communities of San Diego County. Growth here is restricted by rugged terrain, sensitive habitats or

extensive agriculture, limited road networks, non-existent public services and extreme fire hazard. For the most part these areas are in parcels ranging in size from 20 to 120 acres, although there are smaller parcels in scattered areas where the topography and biological constraints are somewhat less formidable.

Rural designations collectively are planned to support limited development of about 550 new single family homes. The County General Plan requires all new development in these areas (as well as in areas designated Semi-Rural 10), be planned according to the provisions of the Conservation Subdivision Program.

Access to imported water since the mid 1950s has supported extensive agriculture in the valleys, mesas and slopes of our rural community and has brought about the settlement patterns that now characterize the area, and support ways of life that residents value so highly. Imported water access has not, however, protected Valley Center farmers or residents from recent water shortages and cutbacks which are eroding profitably of crops that have high water requirements such as citrus and avocado.

GOAL: Rural lands protect natural vegetation, provide areas for agriculture, horticulture and animal husbandry, and act as buffers between Valley Center and adjacent planning areas.

Policies

1. **Goals and Policies are needed to achieve the stated goal of retaining and protecting agriculture in Valley Center. The failure to protect agriculture and food production is a significant problem with this General Plan. What should these be in VC????**
2. Encourage crops that need less water?
3. Support equestrian and other commercial enterprises that support our rural economy.
4. Ensure zoning that protects home-owners with multiple horses and other large animals
5. **Encourage farmers to participate in County programs to establish conservation easements on agriculture land, and to transfer density to areas designated for development.**
6. Minimize development in hazardous wildfire areas and other immitigable hazardous area.
7. (See the section below on Conservation Subdivisions, as well as the County Conservation Subdivision Program and County Design Guidelines for Residential Subdivisions.)

1-3.3 Character of Rural Sub-Areas

Valley Center's most remote and environmentally sensitive areas are located in the rugged topography around the periphery of the CPA where development is least in evidence. These areas are linked by canyons and creeks that run from the Hellhole Canyon preserve and the Guejito on the southeast corner of the VC CPA southwest to Moosa Canyon and northwest to core MSCP lands.

Betsworth, (Old Castle and Moosa Canyon:

(photo to come)

This sub-area is geographically isolated in the extreme south-western section of the planning area, and contains floodplain and watershed areas. The main development pattern in this area is larger-scale agricultural operations including nurseries, and this sub-area also contains Turner Reservoir. Concerns for development in this area include preservation of scenic hillsides, protection of Oaks and riparian areas, and preservation of important farmlands, preservation of existing agribusiness, planning of agricultural/suburban interface areas, and preservation of scenic and riparian areas that characterize Valley Center

Northwest Quadrant:

(photo to come)

This sub-area is geographically isolated in the extreme north-western section of the planning area, and contains steep valleys and watershed areas. The main development pattern in this area is predominantly agricultural uses including citrus and avocado groves, with some flower farming. Concerns for development in this area include

preservation of scenic hillsides, protection of Oaks and riparian areas, and preservation of important farmlands, preservation of existing agribusiness, planning of agricultural/suburban interface areas, and preservation of scenic and riparian areas that characterize Valley Center.

Paradise Mountain- Hellhole Canyon

(photo to come)

This sub-area is geographically isolated in the extreme Southeastern portion of the planning area, is characterized by proximity to Paradise Mountain / Hellhole Canyon / Rancho Guejito, and includes rolling to steep terrain and creek/valley areas. The main development pattern in this area is older residential uses along the creek-bottom areas, with newer estate-style homes on the rolling hills. Residential uses predominate with large numbers of horse and animal raising projects, due to the proximity of county designated trail riding areas. Concerns for development in this area include preservation of scenic hillsides, protection of Oaks and riparian areas, and access points onto mobility element roads for new developments, and access/egress issues for fire evacuations.

6.4 Agribusiness and Other Commercial Enterprises in Semi-Rural and Rural Areas

GOAL LU-6.4: Agri-Businesses continue to serve and support the rural economy as they have historically.

Question for Advance Planning: How do we encourage agribusiness without adding commercial/industrial designations? How do we appropriately “size” agri-business scope and structures?

Policies

1. Encourage and facilitate historic agri-business uses in semi-rural and rural areas such as well drilling and servicing businesses, veterinary hospitals, produce stands, animal boarding, breeding, and training. (while at the same time limiting customer serving commercial businesses such as convenience stores and gasoline stations to the village core.)
2. Support enterprises that support our rural economy like horse breeding, boarding and training facilities, wedding chapels and other special event venues, antiques shops, farm stands and unique enterprises like the Lavender Fields and Mathilde’s Mouse where consistent with the Noise Element.
3. Prohibit general commercial and industrial enterprises which are incompatible with rural residential and agricultural development such as conventional convenience stores and gas stations.
4. Encourage unique, specialty properties such as Bates Nut Farm on Woods Valley Road and Harvest Farms on Lilac Road which have housed rural commercial enterprises for a number of years
5. Prohibit spot commercial zoning
6. Encourage development of combined agriculture and residential uses.
7. Encourage the establishment of “green” small family owned farms and vineyards.
8. Provide convenient agricultural supply and support commercial facilities outside the Villages or away from other Village commercial uses.

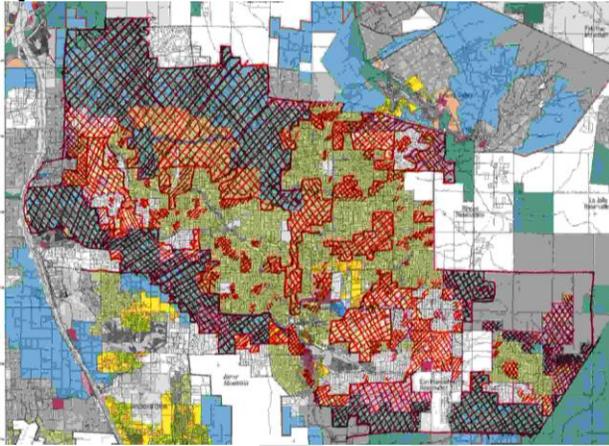
6.5 Conservation Subdivisions

(photo to come)

In property subdivision, a project that clusters the allowable number of home sites on lots smaller than the land use designation allows, and sets aside the balance of the property in permanent open space, is called a “Conservation Subdivision.” The County General Plan mandates the Conservation Subdivision for all properties located in Semi Rural-10 and all Rural designations and also allows them in Semi-Rural and Village designations.

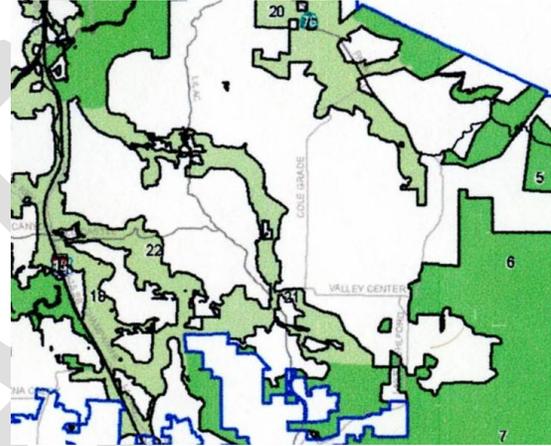
In Valley Center, context sensitivity should guide every aspect of design. Acceptable designs and minimum lot sizes, vary according to the surrounding context so that new development, especially new development that allows vastly different lot sizes, blends inconspicuously into the neighborhood. As a rule, contextually sensitive “compatibility” requires a custom approach to site planning. Cookie cutter designs cannot take advantage of a particular site nor mangle the diversity of styles that produces Valley Center’s distinct character.

Figure



Large undeveloped parcels are located mainly in Semi-Rural and Rural Land Use Designations, Much of this land is constrained by slope and wetlands.

Figure



Large parcels in many cases overlap with areas that have been identified by the MSCP and by the community for some form of conservation.

GOAL LU 6-5.1: Conservation Subdivision design preserves natural resources and creates interconnected networks of open space through Rural, Semi-Rural and even Village areas.

Policies:

LU- 1. Support Conservation Subdivisions for the purposes of protecting resources on individual sites and for progressively expanding interconnected networks of open space for wildlife habitats, agriculture, pasture land, animal husbandry, and recreation.

LU-2. Require a clear and significant conservation objective for clustering, such as preservation of important, rare, or endangered biological and/or animal habitat, floodplains, drainages, rock outcropping, or archaeological and cultural resources which would best be protected and preserved through the irrevocable dedication of these areas as Open Space easements to the County or another approved conservation agency.

LU-3. Determine on a case-by-case basis through the discretionary permitting process how best to implement the program on each particular site.

LU-3. Vary minimum lot sizes and other design features according to the character of each sub-area and property location.

LU-4. Clustering shall in no instance be used to create a greater number of lots than the underlying density would allow in a conventional subdivision. Yield calculations are subject to the Resource Protection Ordinance.

LU-5. Prohibit uniform lots lined up in teeth-like rows. Minimum lot sizes are established for each sub-area of Valley Center. However, the community encourages diversity, for example: a mingled mix of lot sizes and shapes that follow natural land forms, varied setbacks, individually determined structure orientations that take advantage of particular views, climatic concerns and the like.

LU-6 Conservation areas should be laid out so that open space set-asides on adjacent properties join together to form interconnected open space network throughout the planning area.

LU-7 Avoid “double loading” (building solidly on both sides of street). Views of the countryside from the street are desirable.

LU-8 Lot sizes in a conservation subdivision should be no smaller than five times the footprint of the main dwelling unit on each lot and in no event less than one-third acre.

LU-9 Conservation areas shall be preserved and maintained through deed restrictions in perpetuity by one, or more, of the following: individual owners through a dedicated conservation easement; a homeowner's association; a private land trust; a public agency such as the County Parks Department or Valley Center Parks and Recreation Department, or combinations of the above entities.

6.5.2 Design Guidelines for Conservation Subdivisions

A Conservation Subdivision requires a discretionary permit. Developers of Conservation Subdivisions in Valley Center are advised to consult the County’s Design Guidelines for Residential Subdivisions, and the Chapter (above) in this community plan that describes the characters of different sub-areas in the VC CPA.

6.5.2 A Minimum Lot Sizes in Conservation Subdivisions

Homes in new Conservation Subdivisions can be clustered on lots smaller than the underlying density allows. Minimum lot sizes in Valley Center vary by land use designation and the character of the surrounding sub-area.

(Reconcile the following ideas about clustering by different minimum lot sizes in different sub-areas)

1. Keep clustering to a minimum of ½ acre lots and not to exceed net if terrain limits figured.
2. Prohibit lots smaller than 25% of the underlying density. For example, for densities designated 1 du:2 acres and 1 du:10 acres, lots smaller than ½ acre and 2 acres, respectively, are prohibited.
3. Limit clustering (1 acre minimum). Dense clustering creates an “eye-sore”. While clustering preserves some open space, it creates a cluster of homes which do not blend into Valley Center.
4. Parcel sizes – the minimum parcel size should be 2 acres. Clustering should be limited. As can be seen with Woods Valley-clustering creates tract housing in the middle of a rural setting. It absolutely does not fit into Valley Center.
5. Require culverts through creeks for additional wildlife corridors.

Area	Designation/Density	Minimum Lot Size
<u>Village</u>		
<u>North Village</u>		
<u>South Village</u>		
<u>Semi-Rural</u>		
<u>Central Valley & Hillside</u>		
<u>Central Valley Watershed</u>		
<u>Cole Grade</u>		
<u>Ridge Ranch- Mirar de Valle-Banbury</u>		
<u>Lilac-West Lilac</u>		
<u>Rural</u>		
<u>Betsworth</u>		
<u>Northwest Quadrant</u>		
<u>Paradise Mountain-Hellhole</u>		

Reconcile with VC resources map

Implementation

1. Identify areas in the Community Planning Area where Conservation Subdivisions are required; areas where they are desirable to fulfill a conservation objective for the community, and areas where they are undesirable.
2. Outline procedures for analyzing resources and provide detailed standards for preparing a development plan.

Primary Conservation Areas are already constrained in some way by County ordinances: flood plains, wetlands, slopes steeper than 25%, archeological sites; and other protected lands such as public parks, land trust preserves and properties under conservation easement. These include:

1. Biological Resources, Wildlife Linkages and Corridors of Regional Significance
2. Protected Land of Biological Importance (1005 Protection): Public lands dedicated to preservation; private preserves; land in dedicated conservation easements; creeks, wetlands and flood plains.)
3. Constrained Lands (Subject to resource protection laws and policies): Biological sensitivity tiers 1&2 or MSCP very high value & high value; areas of tier 3 that buffer and connect tiers 1&2; slopes > 50% @ 75% density reduction; slopes 25%-50% @50% density reduction; prime farmland of statewide and local importance.

Secondary Conservation Areas are scenic features of the rural environment at high risk of destruction because they are not necessarily protected by County ordinances. These include: any natural or built feature that “brands” Valley Center, mature indigenous trees, stands of mature trees, rock outcroppings, dry river beds, ponds, scenic roads, prime farmland, historic buildings and sites, scenic vistas, historic and cultural sites, productive agriculture; open meadows; stone walls.

6.5 Specific Plans and Specific Plan Areas

GOAL LU-6.1: Detailed Specific Plans govern development of large properties, unique properties and multiple-parceled Village properties.

Policies:

1. Encourage Specific Plans for the development of large properties, unique properties and multiple-parceled Village properties.
2. Amendments to Specific Plans adhere to the character and underlying density of the original Specific Plan.
2. “Open Space” in a Specific Plan shall not be converted to any other use type, nor shall its acreage be used to reduce the otherwise allowable density elsewhere within the Specific Plan.”
3. Specific Plans “expire” after a period of time. Existing designated Specific Plan Areas shall expire and be removed from the Land Use Map if the related Specific Plan and other required discretionary approvals are not obtained within two years of BOS approval of the General Plan Update, and substantial progress made on implementation of the Specific Plan within one year after Specific Plan approval. Lands within the SP Area shall then be assigned (automatically revert to) the General Plan Land Use designation applicable to the majority of its surrounding parcels, unless and until the owner obtains a GPA assigning different designation(s).

LU-6.5.A Existing Specific Plan Areas in Valley Center

The County no longer allows General Plan designation on the land use map of a **Specific Plan Area**. However, six Specific Plan Areas (SPAs) have been approved in the Valley Center CPA. Development in these areas is governed by each project’s unique Specific Plan. SPs that are built or graded, entirely or in part, are in bold face type below.

- Champagne Boulevard (SPA .0 on 140 acres),
- **Woods Valley Ranch (SPA .62 on 437 acres). Built.**

- **Ridge Ranch I (SPA .18 on 138 acres). Built.** Ridge Ranch II (SPA .16 on 687 acres),
- **Live Oak Ranch (SPA .46 on 307 acres). Graded.**
- Orchard Run (SPA 1.5 and 7.3 on 118.2 acres).
- **Circle “R” Resort** (SP on 361 acres) has been developed as a Specific Plan (SP) but it is not designated a SPA on the land use map. **Built.**

(insert CPA map showing Specific Plan Areas and the boundary of the area covered by the Circle R Specific Plan)

DRAFT

The History of Town Center Planning in Valley Center

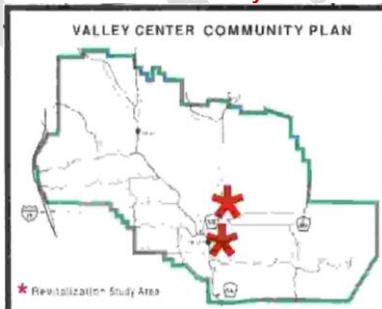
This outline illustrates extensive planning that undergirds the Valley Center Community Plan.

For the last 14 years, beginning in 1996, the County of San Diego has engaged VC residents in detailed planning of the community’s two rural Villages. Hundreds of residents, long-time property owners, developers and investors, consultants, and local and regional public agencies have been dedicated to this collaboration.

Smart Growth principles led to the creation of two compact “Rural Villages” (separated by Moosa and Keys Creeks). The big idea is four-fold: 1. To retain VC’s small-town flavor and open countryside by channeling 20% of the planned growth into vibrant village centers; 2. To plan the number of Village homes necessary to support “Main Street” retail areas AND wastewater facilities required for any development to take place; 3. To expand and vary VC’s housing options, and 4. To incorporate a mobility plan that supports the land use plan.

<u>Date</u>	<u>Project Segment</u>	<u>County Staff & Consultants.</u>
1996 – Present	Valley Center Road Widening <i>In anticipation of planned growth, the County finalizes design and constructs Valley Center Road as a 4-lane Major Road through VC’s central valley.</i>	Doug Isbell Dr. Rajan Bob Goralka Brendan McNabb Sirous Deylamian Michael Long
Dec 14, 1999	Villages Revitalization Advisory Committee Appointed by Supervisor Bill Horn 15 Members. Chair, Patsy Fritz	Max Stalheim
Apr 24, 2000	Community Survey 7719 mailed-20.4% Response	
Feb 12, 2001	Community-Wide Workshop #1	Max Stahlheim
Feb 19, 2001	Community-Wide Workshop #2	Max Stahlheim
August 2001	Report Published: Fresh Ideas for Valley Center	

Fresh Ideas for VC: **Study Areas**



2001- 2003	County-led GP 2020 Community Meetings More than 50 meetings held in Valley Center on VCCP Update: Land Use, Circulation, Conservation, & Open Space.	Ivan Holler Curt Gonzales Rosemary Rowan Dixie Switzer Stephanie Gaines
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June 7, 2003	Valley Center Town Center Design Workshop Will hold follow-up sessions throughout the GP 2020 Update	Rosemary Rowan Howard Blackston Curt Gonzales Stephanie Gaines Dixie Switzer
October 13, 2003	VCCPG Villages Subcommittee formed <i>Planning Group and property-owner members to work with County planners & consultants, property owners, developers and other stakeholders to bring about integrated planning of Valley Center's Village Areas</i>	
October 21, 2003	Report on the June Town Center Workshop	Rosemary Rowan County Staff
November 5, 2003	Town Center Planning Villages S'C members and Village Property Owners	Howard Blackston
November 25, 2003	Town Center Workshop 1: Presentation & Discussion	Howard Blackston County Staff John Ruggieri
January 6, 2004	Town Center Workshop 2: Presentation & Discussion	Howard Blackston County Staff John Ruggieri
February 3, 2004	Town Center Workshop 3: Visual Preference Survey	Howard Blackston John Ruggieri Curt Gonzales Stephanie Gaines
May 2004	SANDAG Smart Growth Op Areas <i>Both North and South Villages are included on the SANDAG Regional Comprehensive Plan as potential Rural Villages.</i>	Rosemary Rowan
May 8, 2004	Villages Workshop Community-Wide	Curt Gonzales John Ruggieri Staff
September 18, 2004	Town Center Planning Workshop: Concepts/Alternatives Community-Wide	Bob Citrano Dixie Switzer
October 4, 2004	Town Center Planning Preferred Alternative Presentation	Bob Citrano
November 6, 2004	Town Center Planning Workshop: Preferred Concept Plan Community Wide	Bob Citrano
December 2004 - January 2005	Town Center Planning Workshops Reconciling Property Owner Requests Commercial, Industrial and Residential	Bob Citrano Stephanie Gaines

January 2005	VCCPG Villages Recommendations Community Special Meeting - Widely Attended Villages boundaries, Commercial & Industrial	Bob Citrano Stephanie Gaines
2005 - present	North Village Projects Detailed Planning & Refinement VC DRB and North Village Subcommittee and DPLU work with N.Village Developers to coordinate projects with County Plan and Community Vision	Gary Pryor Ivan Holler Rosemary Rowan Bob Citrano Devon Muto Daniella Rosenberg Herb Schaffer Napoleon Zervas Jerry Gaughan
January 4, 2006	Director approves Butterfield Ranch S. Village PAA based on its consistency with the community's Village Plan.(66 homes)	
Summer 2006	VC Community Plan Land Use & Mobility proposals approved with "further refinements" to come	VCCPG Planning Commission BOS
2007 – present	Comprehensive Update of VC Community Plan text Refinement of Villages Land Use & Mobility Maps Development & Composition of the VC Community Plan text VCCPG GPU & Mobility Subcommittees both meet biweekly	Devon Muto Bob Citrano Eric Lardy Jimmy Wong
August 16, 2008	North Village Planning Workshop Presentation by Valley Center View Properties (VCVP)	RosemaryRowan Richard Law/SWA Napoleon Zervas/VCVP Jerry Gaughan
September 15, 2008	Director approves Valley View Properties N. Village PAA based on its consistency with the community's Village Plan. (158 homes)	
September 25, 2008	North Village Concept: "California Farm Village" Valley Center View Properties (VCVP) Concept Community-Wide Presentation	Richard Law/SWA Napoleon Zervas/VCVP Jerry Gaughan
Sept-Dec, 2008	<i>Weston Communities is persuaded to adopt the "California Farm Village" Concept and work with the same design team, Richard Law and David Ko, designers of Santa Luz</i>	
December 8, 2008	North Village Developers Coordinated Proposal Preview Valley Center Design Review Board	Richard Law/SWA David Ko/ architect Herb Schaffer/Weston Napoleon Zervas/VCVP Jerry Gaughan/VCVP

2009-2010	<i>\$1 Million in State and County grants and local contributions are received to construct and landscape a recreational trail along VC Road through the central valley in anticipation of residential and commercial growth.</i>	
January 31, 2009	North Village Design Workshop VC Design Review Board & CPG N. Village S'C Feedback on the proposal California Farm Village	Richard Law/SWA David Ko/architect Herb Schaffer/Weston Napoleon Zervas/VCVP Jerry Gaughan/VCVP
August 17, 2009-	<i>VC Water District Board approves Phase II Expansion of S. Village wastewater treatment facility, consistent with the community's Village plan</i>	<i>VC Water District Board Bell Enterprises Alti Corporation S. Village property owners</i>
September 9, 2009	"California Farm Village" Presentation & Discussion VC Design Review Board and CPG North Village SC endorse Conceptual Site Plan. Revised proposal incorporates community feedback.	Richard Law/SWA David Ko/architect Herb Schaffer/Weston Napoleon Zervas/VCVP Jerry Gaughan/VCVP Jim Chagala Rosemary Rowan
October 8, 2009	CITIZENS FOR CENTURY 3 awards the "Revelle Award" to Valley Center for Town Center Planning	
November 13, 2009	<i>PC approves VC Community Church N. Village MUP, consistent with the community's Village plan.</i>	
December 4, 2009	DPLU Staff Report endorses Valley Center's recommendations for Village areas	
December 18, 2009	<i>DPLU Director approves Weston Communities' N.Village PAA based on its consistency with the last 9 years of Town Center Planning. (530-560 homes)</i>	
March 5, 2010	<i>Planning Commission approves S. Village Orchard Run S.P.A. (300 homes)</i>	
April 5, 2010	<i>VC Water District Board submits \$13Million loan application to CA. State Water Resources Control Board for S.Village wastewater treatment facility expansion.</i>	<i>VC Water District Board Bell Enterprises Alti Corporation S.Village property owners</i>
April 16, 2010	<i>Planning Commission endorses the Valley Center Land Use & Mobility Plan</i>	

August 2011

South Village Conceptual Site Plan

After a series of community meetings the VC Community Planning Group and VC Design Review Board endorse the Conceptual Site Plan for the South Village

Bill Lewis Architect
Bell Enterprises
Alti Corporation
Konyn Family
Oak Realty

August 3, 2011

SD Board of Supervisors approve the SD County General Plan and Valley Center's Community Plan which call for intensification of Village development in the central valley, and Semi-Rural and Rural development in the rural buffer zones that separate Valley Center from other CPAs.

October 8, 2011

Walk San Diego awards Valley Center's Heritage Trail, a pedestrian-equestrian trail which follows alongside Valley Center Road to connects the two Village nodes.

December 2011

Local Public Road Network Finished

VC CPG approves the Mobility Subcommittee's work. The new local public road network supports intensified land uses in the central valley and less intense development in remote, rugged and fire prone areas.

Bob Citrano
Bob Goralka

May 15, 2012

California State Water Resources Board approves preliminary financial commitment of \$13.5 Million in low interest loans for the expansion of the wastewater treatment facility that supports intensified village development.

From: [Lael Montgomery](#)
To: [Fogg, Mindy](#); [Snyder, Todd](#); [Caballes, Cecilia](#); [Farace, Joseph](#)
Cc: laelmontgomery@aol.com
Subject: FW: The History of Town Center Planning in Valley Center
Date: Friday, November 22, 2013 7:32:01 AM
Attachments: [The History of Town Center Planning in Valley Center FINAL 6-5-10.pdf](#)

Just realized that y'all need this info, too ;->

From: Lael Montgomery [mailto:laelmontgomery@aol.com]
Sent: Thursday, November 21, 2013 1:41 PM
To: 'Campbell, Dennis'; 'Switzer, Dixie'; 'Jeffers, Kristina'; 'Real, Sami'; 'Gretler, Darren M'; 'Wardlaw, Mark'
Cc: 'Oliver Smith'; 'Ann Quinley'; 'Rich Rudolf'; 'Will Rogers'; 'Gary Wynn'; 'Gary Arant'; 'Jon Vick'; laelmontgomery@aol.com; 'Wery, Dan'
Subject: The History of Town Center Planning in Valley Center

Background for our meeting on January 17th ...

Remember, VC is targeted for very significant development in the new GP. AND we are operating NOT with the new Community Plan we worked for 10 years to create, but rather with an “interim” community plan that merely does not “conflict” with the GP Update. The “interim” plan is insufficient, however, to guide development of an integrated whole.

We have been waiting since the fall of 2010 when we submitted our draft CP for Advanced Planning to help us polish the rough edges, prepare a final draft and bring it forward for adoption.

JUST LOOK at all the staff time, public money and community time that has been dedicated to this project! We need to complete this work so that we have the tools we need to realize VC's vision for itself.

Lael



Meeting to Discuss: Valley Center's Village Area

Producing the Village We've Planned

January 17, 2014, 1-3 P

Drake Room, 3rd Floor ~ 5510 Overland, Kearny Mesa

BACKGROUND MATERIALS & REFERENCES

Valley Center planning has been a very long story. The following background materials were distributed in November to provide some glimpses into the most recent pertinent history. The first item is so important to the focus of today's meeting that you have a hard copy in your meeting packet. The County and the citizens of Valley Center have all made a huge investment in planning. And we need to finish to job.

1. **Draft of Valley Center's NEW Community Plan Land Use Element:** This draft was delivered to DPLU in the fall of 2010. The "promise" of our intense participation in the General Plan Update was that VC's Community Plan would be revised to implement the community's vision for our new "Smart-Growth" plan. This has not occurred. Instead, we have concentrated 25% for Valley Center's future residential growth in our central valley village without the finer-grained planning necessary.
2. **History of Town Center Planning In Valley Center:** Not the whole history, just the last 18 years.
3. **General Concept for the Public Right of Way in Valley Center:** This is the presentation we did in preparation for community meetings that produced Valley Center's J-36 ROW Development Standards. The design issues presented in this piece are also critical considerations for requirements imposed on new development by PDS and DPW for road improvements, new roads, and for areas that are adjacent to the public right of way.

(In addition to VC's J-36 Right of Way Development Standards, Valley Center folks also worked with the Planning Commission, Bob Goralka, and DPW staff to incorporate into the SD County Road Standards a document entitled "FLEXIBILITY in COUNTY ROAD DESIGN". This document augments the official SD County Road Standards and describes many road design

- modifications that can help achieve context sensitive roads in San Diego County -- what many people today are calling "complete streets". We will build better roads when planners, developers and consultants know that SD County Road Standards are much more flexible than they may appear because these modifications are available.
4. **Orchard Run-Amok:** This presentation shows the SITE DESIGN problems with the Orchard Run project, and how VC's Community Plan and Design Guidelines were ignored (even though the Specific Plan for the project includes them. The Orchard Run Specific Plan INCLUDES VC's Design Guidelines and claims accordance with them and with the VC Community Plan when VERY OBVIOUSLY it violates fundamental principles of both. This problem persists.
 5. Sent a few days ago with the Agenda: **South Village Wastewater Expansion Project Update.** November 13, 2013. This is a report from the VC Municipal Water District about the area, participation, capacity, funding and construction timetable for the sewer expansion that will serve the North and South Villages.
 6. Available for the asking: **On the Roads:** Using Valley Center's roads as examples, this Power Point presents the case for County Road Standards that are flexible-enough to design roads that will serve all users in different land use contexts. This presentation helped bring about the Planning Commission Subcommittee that advanced the new document, "Flexibility In County Road Design."

REFERENCES

The following San Diego County planning documents are referenced in our presentation

- a. San Diego County General Plan
- b. Valley Center Community Plan
- c. Valley Center Design Guidelines and Design Guidelines Checklist
- d. Valley Center J-36 Right-of-Way Development Standards
- e. SD County Residential Design Guidelines
- f. SD County Road Standards and "Flexibility in County Road Design"
- g. Economic Research Associates 2004 Study of Supportable Retail lands



Meeting to Discuss: Valley Center's Village Area

Producing the Village We've Planned

January 17, 2014, 1-3 P

Drake Room, 3rd Floor ~ 5510 Overland, Kearny Mesa

Agenda

- A. Introduction – Lael Montgomery, Chair, Valley Center Design Review Board
- B. Action Items:
 - 1. Complete Valley Center's New Community Plan
 - 2. Enforce the rules already in place and educate County staff and VCCPG members about pertinent documents
 - 3. Unify supervision of project planning to ensure an integrated Town Center
- C. Village development has begun
 - 1. Approved projects
 - 2. In process projects
 - 3. Anticipated projects
- D. Complete the New Valley Center Community Plan
 - 1. Contains Objectives, Goals and Policies to guide development
 - 2. Systems-based concept
 - 3. Erosion of North Village Specific Plan endorsed by VC Community
 - 4. South Village development to be guided by New VC Community Plan
 - 5. Failure to complete the New VC Community Plan threatens the community vision
- F. Enforce the rules already in place
 - 1. New VC Community Plan is part of the General Plan Update
 - 2. General Plan focus on well-developed community cores, environmental constraints, & community character
 - 3. VC Design Guidelines, Design Guidelines Checklist, J-36 ROW Development Standards
- G. Unify Supervision of Valley Center Project Planning
- H. Open Discussion of Action Items

Meeting Attendees:

We are expecting (I think) from SD DPDS:

Darren Gretler, Assistant Director

Todd Snyder, Advanced Planning Chief

[Sami Real, Project Planning Chief \(will be out of town\)](#)

Joe Farace, Advance Planning Manager

Bob Citrano, Advanced Planning

Dixie Switzer, Advanced Planning

Mindy Fogg, Project Planning Manager

Dennis Campbell, Project Planning

Kristina Jeffers, Project Planning

Ken Brazell, Land Development Manager

[Nick Ortiz, Land Development Manager \(will be out of town\)](#)

Everett Hauser, Land Development/Transportation

from Valley Center:

Oliver Smith, VC Community Planning Group Chair

Ann Quinley, VCCPG Vice Chair and North Village SC Chair;

Rich Rudolf, GPU and Community Plan SC Chair;

Steve Hutchison, Circulation SC Chair; and

Jon Vick, S Village SC Chair

Will Rogers, Gary Wynn and Malcolm Smith, S. Village SC members

Gary Arant and Wally Grabbe, Valley Center Municipal Water District

Lael Montgomery, VC Design Review Board and the GPU/CP SC

From: [Lael Montgomery](#)
To: [Brazell, Kenneth J](#)
Cc: ["Switzer, Dixie"](#); ["Lael Montgomery"](#)
Subject: Jaunary 17 VC Meeting Agenda
Date: Tuesday, January 14, 2014 1:19:59 PM
Attachments: [FW South Village Presentation.msg](#)
[Agenda.doc](#)
[Background Materials and References.doc](#)

Hi Ken,

Dixie tells me that you will be joining us on Friday.

I've attached an Agenda and a copy of the VC Water District update (Nov 2013) on the expansion of the South Village Sewer, and a list of background materials that I distributed in November. I'm happy to forward these if you'd like. Just let me know.

See you Friday,

Lael Montgomery

From: Lael Montgomery [mailto:laelmontgomery@aol.com]

Sent: Monday, January 13, 2014 4:20 PM

To: 'Gretler, Darren M'; todd.snyder@sdcounty.ca.gov; 'Real, Sami'; 'Farace, Joseph'; 'Citrano, Robert'; 'Switzer, Dixie'; 'Fogg, Mindy'; 'Campbell, Dennis'; 'Jeffers, Kristina'; nick.ortiz@sdcounty.ca.gov; everett.hauser@sdcounty.ca.gov; 'Smith, Oliver'; 'Ann Quinley'; 'Rich Rudolf'; 'Steven Hutchison'; jonvick2@aol.com; 'will rogers'; 'gary Wynn'; 'Malcolm Smith'; 'Gary Arant'; 'Wally Grabbe'

Cc: 'Lael Montgomery'

Subject:

Dear All,

This is a reminder that we are gathering in the Drake Room at the County facility at 5510 Overland on Friday, January 17th from 1-3 PM to discuss Valley Center village development. Attached is the agenda for this meeting and a copy of the South Village Wastewater Expansion Project Update from the Valley Center Municipal Water District.

See you Friday,
Lael Montgomery
760-751-0300