

ORDINANCE NO. 2018-04

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF ESCONDIDO, CALIFORNIA; ADOPTING THE SOUTH CENTRE CITY SPECIFIC PLAN, ADOPTING AN AMENDMENT TO THE CITYWIDE ZONING MAP TO CHANGE THE DESIGNATION OF ALL PROPERTIES WITHIN THE PLANNING AREA TO SPECIFIC PLAN, REPEALING THE SOUTH ESCONDIDO BOULEVARD AREA PLAN, AND ADOPTING ZONING CODE AMENDMENTS TO ARTICLES 44 AND 65 TO SUPPORT THE IMPLEMENTATION OF THE SOUTH CENTRE CITY SPECIFIC PLAN

APPLICANT: City of Escondido  
CASE NOS.: PHG 15-0003 / ENV 17-0005

The City Council of the City of Escondido, California, DOES HEREBY ORDAIN  
as follows:

SECTION 1. The City Council makes the following findings:

a) The City of Escondido has undertaken the development of a specific plan for the South Centre City planning area to provide a key land use and planning policy document to guide decision-making in the coming years for an area of the City comprising of approximately 420 acres, which extends 2.25 miles along Centre City Parkway and Escondido Boulevard. A verified application was submitted to, and processed by, the Planning Division of the Community Development Department as Planning Case Nos. PHG 15-0003 and ENV 17-0005 and seeks approval of a Specific Plan and Rezone, among other things, relating to all properties within the planning area;  
and

b) Said application was processed in accordance with the rules and regulations of the Escondido Municipal and Zoning Codes, and the applicable

procedures and time limits specified by the Permit Streamlining Act (Government Code Section 65920 et seq.) and CEQA (Public Resources Code Section 21000 et seq.); and

c) The City Council of the City of Escondido is authorized by State law to adopt, and from time to time, amend the General Plan governing the physical development of the City of Escondido. The City Council may also adopt more detailed plans relating to the manner of development of various areas of the City of Escondido, like the proposed Project, which includes a Specific Plan request. State law, Government Code Section 65450 et seq., provides for the preparation, adoption, and amendment of specific plans. In accordance with Government Code Section 65454, no Specific Plan may be adopted or amended unless the proposed plan or amendment is consistent with the General Plan. And in order for zoning and other measures to comply with consistency requirements, the General Plan itself must first be complete and adequate and must be internally consistent; and

d) The City Council has approved a General Plan Amendment to enable adoption of the South Centre City Specific Plan, per City Council Resolution No. 2018-20; and

e) Pursuant to the California Environmental Quality Act (“CEQA”) (Public Resources Code Section 21000 et. seq.), and its implementing regulations (the State CEQA Guidelines), 14 California Code of Regulations Section 15000 et. seq., the City is the lead agency for the Project, as the public agency with the principal responsibility for approving the proposed Project. Pursuant to CEQA and CEQA Guidelines, a Final Initial Study / Negative Declaration (IS/ND) relative to the Project was prepared and the City Council adopted it per City Council Resolution No. 2018-20; and

f) The Planning Division of the Community Development Department completed its review and scheduled a public hearing regarding the application before the Planning Commission on January 9, 2018. Following the public hearing on January 9, 2018, the Planning Commission adopted Resolution No. 6111, which recommended that the City Council, among other things, approve the Project's Specific Plan, Rezone, repeal the South Escondido Boulevard Area Plan, and adopt Zoning Code Amendments to Articles 44 and 65.

SECTION 2. An original copy of the proposed Specific Plan and Rezone and all other related Project materials are on file in the Office of the City Clerk, with a copy of each document submitted to the City Council for its consideration. The City Clerk, whose office is located at 201 North Broadway, Escondido CA 92025, is hereby designated as the custodian of the documents and other materials which constitute the record of proceedings upon which the City Council's decision is based, which documents and materials shall be available for public inspection and copying in accordance with the provisions of the California Public Records Act.

SECTION 3. The City Council did on March 21, 2018, hold a duly noticed public hearing as prescribed by law. Evidence was submitted to and considered by the City Council, including, without limitation:

- a) Written information including all application materials and other written and graphical information.
- b) Oral testimony from City staff, interested parties, and the public.

c) The City Council staff report, dated March 21, 2018, which along with its attachments, is incorporated herein by this reference as though fully set forth herein, including the Planning Commission's recommendation on the request.

d) Additional information submitted during the public hearing.

SECTION 4. That upon consideration of the Findings/Factors to be Considered, attached as Exhibit "A" and incorporated herein by this reference as though fully set forth, the March 21, 2018, City Council staff report, the Planning Commission recommendation, based on the totality of the record and evidence described and referenced in this Ordinance, the City Council desires to adopt the proposed Specific Plan, called the "South Centre City Specific Plan," to govern the physical development of that area of the City of Escondido.

SECTION 5. A Rezone or text/map changes to the Citywide Zoning Map is necessary to provide consistency between the General Plan, Specific Plan, Municipal Code and Zoning Code. That the Citywide Zoning Map is hereby amended to change the zoning on the subject site to Specific Plan ("SP"), as set forth in "Exhibit B to City Council Resolution No. 2018-20" and incorporated herein by reference as though fully set forth herein.

SECTION 6. That the City Council hereby approves the South Centre City Specific Plan, attached as Exhibit "B," repeals the South Escondido Boulevard Area Plan, which was previously adopted by City Council Resolution No. 96-290, and approves amendments to Articles 44 and 65 of the Escondido Zoning Code, attached as Exhibit "C," to support the implementation of the South Centre City Specific Plan.

Exhibit “B” and Exhibit “C” are incorporated herein by this reference as though fully set forth herein.

SECTION 7. That subdivision 1 of section 5.3.5 “Parking, On-site Circulation, and Multi-Modal Transportation Linkages” shall be revised as follows to correct a clerical error and to ensure that new regulations do not unduly constrain new development (strikeout indicates deleted text and underline indicates new text).

*8. Parking shall be prohibited in all required setbacks, minimum BTL setbacks, and landscaped areas, except as provided in Sec. 33-168 of the EZC., except that surface parking and detached trellis/ pergola or other open-sided carports may be provided within a rear or interior side yard setback area as long as the parking pad and all parking-related improvements maintain a five (5) foot minimum setback from rear and/or interior side lot lines. Said parking areas or structures shall be screened by a combination of decorative walls and landscaping to minimize views and impact. Other types of parking and/or above ground parking structures or multi-level parking garages must comply with the main building setback. The foregoing setback requirements are to be reconsidered and potentially waived by the decision-maker if two or more adjoining lots have reciprocal access or shared parking arrangements and a separation of use is no longer practicable.*

SECTION 8. SEPARABILITY. If any section, subsection sentence, clause, phrase or portion of this Ordinance is held invalid or unconstitutional for any reason by any court of competent jurisdiction, such portion shall be deemed a separate, distinct

and independent provision and such holding shall not affect the validity of the remaining portions.

SECTION 9. That as of the effective date of this ordinance, all ordinances or parts of ordinances in conflict herewith are hereby repealed.

SECTION 10. Concurrently with this Ordinance, the City Council is taking a number of actions in furtherance of the Project, as generally described by the March 21, 2018, City Council staff report. No single component of the series of actions made in connection with the Project shall be effective unless and until it is approved by an Ordinance or Resolution and is procedurally effective within its corporate limits as a statute in the manner provided by state law. Therefore, this Ordinance shall become effective after final passage and publication as required by law, and operative only if City Council Resolution No. 2018-20 is approved.

SECTION 11. The City Council authorizes all subsequent action to be taken by City Officials consistent with this Ordinance.

SECTION 12. That the City Clerk is hereby directed to certify to the passage of this Ordinance and to cause the same or a summary to be prepared in accordance with Government Code Section 36933, to be published one time within 15 days of its passage in a newspaper of general circulation, printed and published in the County and circulated in the City of Escondido.

SECTION 13. The Ordinance shall become effective 30 days from the date of the passage.

PASSED, ADOPTED AND APPROVED by the City Council of the City of Escondido at a regular meeting thereof this 4<sup>th</sup> day of April, 2018 by the following vote to wit:

AYES : Councilmembers: DIAZ, GALLO, MASSON, MORASCO, ABED  
NOES : Councilmembers: NONE  
ABSENT : Councilmembers: NONE

APPROVED:



SAM ABED, Mayor of the  
City of Escondido, California

ATTEST:



DIANE HALVERSON, City Clerk of the  
City of Escondido, California

\*\*\*\*\*

STATE OF CALIFORNIA )  
COUNTY OF SAN DIEGO : ss.  
CITY OF ESCONDIDO )

I, DIANE HALVERSON, City Clerk of the City of Escondido, hereby certify that the foregoing ORDINANCE NO. 2018-04 passed at a regular meeting of the City Council of the City of Escondido held on the 4<sup>th</sup> day of April, 2018, after having been read at the regular meeting of said City Council held on the 21<sup>st</sup> day of March, 2018.



DIANE HALVERSON, City Clerk of the  
City of Escondido, California

ORDINANCE NO. 2018-04

## EXHIBIT "A"

### FACTORS TO BE CONSIDERED / FINDINGS OF FACT

#### Rezone Determinations:

1. The proposed Rezone would change all properties within the Specific Plan planning area to Specific Plan (SP Zone). The change of zone is proposed in conjunction with a General Plan Amendment that would change the land use designation to Specific Planning Area No. 15 (SP #15) to allow and support many of the land use activities that are generally described as permitted or conditionally permitted in various districts and sub-districts of the Specific Plan. Approval of the General Plan Amendment alongside the Rezone would keep the project in conformance with Figure II-32 under Land Use Policy 2.3 in the General Plan, which matches General Plan land uses to their corresponding zoning categories.
2. The proposed Rezone is in conformance with the goals, policies, and objectives of the General Plan because the Project would facilitate and guide growth in accordance with the General Plan, which allows for the extension of the existing residential, commercial, and industrial/employment zoning patterns of the surrounding area. The proposed Rezone is consistent with, supports, or advances goals, policies, and objectives in other General Plan Elements. The Project supports the policies and goals of the General Plan by allowing the preservation of community character of the existing suburban residential neighborhood, while at the same time allowing strategic growth and development that is expressively allowed by the General Plan. The benefits conferred by orderly, well-designed development served by existing infrastructure and services and connected by transit, bicycle, and pedestrian networks with open space systems would be an amenity to existing and future residents. These benefits are consistent with the long term vision of sustainable growth stipulated in the General Plan, and the benefits help ensure the continued economic viability of the greater interests of the City.
3. The proposed Rezone would not be detrimental to the public interest, health, safety, convenience, or general welfare of the City because the development standards and building requirements allowed under the Rezone would be subject to all local and State regulations including, but not limited to, Air Pollution Control District regulations, Public Works Department regulations, Health Department regulations, Zoning Code and approved Specific Plan standards, Fire Department standards, and Building and Safety Division regulations. The proposal meets the purpose of the Municipal and Zoning Codes as it would be consistent with the established rules of the proposed zoning districts.

#### Specific Plan Determinations:

1. There are special circumstances or conditions affecting the subject planning area, which makes the Specific Plan development proposal relevant in its ability to promote amenities beyond those expected under a conventional development and to achieve greater flexibility in design and context-sensitive use of land. In accordance with City policy and California Government Code Sections 65450 et seq., and in consideration of the different application types that could be processed on the subject property, a Specific Plan application with clustered development patterns is the appropriate zoning tool or mechanism that can be used by the City to guide future development on the subject property and to promote greater flexibility in site design.

As proposed, the City Council makes the finding that the planning area can be adequately, conveniently, and reasonably served by public conveniences, facilities, services and utilities because the planning area provides these amenities and services and/or it is immediately adjacent to established routes to commercial centers both walking, and via private transportation.



2. The proposed Specific Plan has been prepared in accordance with Sections 65450 - 65457 of the Government Code and satisfies the content requirements as specified therein.
3. Some of the properties identified to be included in the proposed Specific Plan are within the Old Escondido Neighborhood, South Escondido Boulevard Area Plan, and Mercado Area Plan, which are established land use and planning documents of the City of Escondido.
  - The City Council makes the finding that the boundary of the Old Escondido Neighborhood district will have to be updated to accommodate the boundary and geographic alignment of the proposed Specific Plan. This requires amendment to Article 44 of the Escondido Zoning Code.
  - The City Council further finds that the South Escondido Boulevard Area Plan needs to be repealed in its entirety.
  - The City Council also further finds that the proposed Specific Plan incorporates the Mercado Area Plan design overlay by reference, and no amendment to the Mercado Area Plan is needed.
4. A General Plan Amendment and Rezone is necessary to support the Specific Plan application and would ensure the proposed Project's consistency with the City's General Plan and Zoning Ordinance. All future development projects contributing to the build-out of the planning area would be subject to the applicable Specific Plan regulations, as well as other local, State, and Federal requirements pertaining to land use.

Zoning Code Amendment(s) Determinations:

1. The public health, safety and welfare would not be adversely affected by the proposed Zoning Code Amendment to Article 44 (Home Occupations) because the application of the new Major Home Occupation Permit would not change the nature and primary function of the residential home or site. Although the addition of a major home occupation land use category type would expand the City's current policy of allowing residents to operate small businesses from their residence, it introduces a type of home based business that would generate a limited customer base, subject to new regulations. Future uses would be evaluated on a case-by-case basis and conditioned as appropriate to ensure adjacent land use and neighborhood compatibility. Therefore, residents may be able to carry on a business within their residence while protecting neighboring residents from excessive noise, traffic, nuisances, fire hazards and other possible potential negative impacts from the maintenance of a commercial use within a residential neighborhood.

The public health, safety and welfare would not be adversely affected by the proposed Zoning Code Amendment to Article 65 (Old Escondido Neighborhood) because the amendment helps implement the South Centre City Specific Plan proposal, which has been thoroughly analyzed for applicable environmental impacts. The purpose and intent of the Old Neighborhood Historic District is to preserve the single-family residential character and historic/cultural resources of the neighborhood. The proposed Zoning Code Amendment to Article 65 is to make a map figure change to remove one (1) parcel from the historic district and annex it into the South Centre City Specific Plan. The subject parcel already has commercial improvements on the site and said improvements do not constitute or represent a historical resource to the City. The current General Plan land use designation and zoning classification supports commercial development on this property, which would be further implemented through the proposed Specific Plan, which would also allow for commercial activities and development.

2. The proposed Zoning Code Amendments would not be detrimental to surrounding properties because future uses and activities would be restricted to those with negligible impacts on surrounding properties. Any compatibility issues would be analyzed and addressed as part of the city-facilitated review process, consider the unique context of the request, on a case-by-case basis.

3. The General Plan contains a variety of standards, goals, and policies aimed at improving the quality of life for City residents. The proposed Zoning Code Amendments are consistent with these policies and objectives in that they help contribute to the unique identity that is Escondido, contributes to the building of community unity and cohesiveness, and helps provide balance in order for the community provide adequate live, work, and play environments.
4. The proposed Zoning Code Amendment would not affect nor conflict with any adopted specific plans and would help implement the South Centre City Specific Plan.

Proceedings:

1. The Record of Proceedings upon which the City Council bases its decision includes, but is not limited to: (1) the Final Initial Study / Negative Declaration (IS/ND) and the appendices and technical reports cited in and/or relied upon in preparing the Final IS/ND; (2) the staff reports, City files and records and other documents, prepared for and/or submitted to the City relating to the Final IS/ND and the Project itself; (3) the evidence, facts, findings and other determinations set forth in herein; (4) the General Plan and the Escondido Municipal Code; (5) all designs, plans, studies, data and correspondence submitted to the City in connection with the Final IS/ND and the Project itself; (6) all documentary and oral evidence received at public workshops, meetings, and hearings or submitted to the City during the comment period relating to the Final IS/ND and/or elsewhere during the course of the review of the Project itself; (7) all other matters of common knowledge to the to the City, including, but not limited to, City, state, and federal laws, policies, rules, regulations, reports, records and projections related to development within the City and its surrounding areas.

## **EXHIBIT "B"**

### **SPECIFIC PLAN**

Due to the number of pages of Exhibit B, a link has been provided to review the document electronically.

<https://www.escondido.org/south-centre-city-area-plan.aspx>

A hardcopy of the Exhibit is available for review in the Office of the City Clerk during normal business hours. To obtain a copy, please the City Clerk at (760) 839-4617. For City Council members, a copy is available in the City Council reading file



ESCONDIDO  
City of Choice



  
**Envision**  
South Centre City



The logo features a stylized, white, curved graphic element above a solid yellow circle. Below this graphic, the word "Envision" is written in a large, blue, sans-serif font. Underneath "Envision", the words "South Centre City" are written in a smaller, blue, cursive font.

# Envision

South Centre City



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# CHAPTER 1



Ms. Guajardo's Class - Central Elementary

# INTRODUCTION

# 1.1 SETTING

South Centre City is a linear corridor south of Downtown Escondido paralleling Centre City Parkway and South Escondido Boulevard extending from the southern edge of the Downtown Escondido Specific Plan, south to the entrance to the Interstate 15 Freeway (I-15). Major east-west roadways in South Centre City include 5th Avenue, 9th Avenue, 13th Avenue, Felicita Avenue, Brotherton Avenue, and Citracado Parkway. In addition to Centre City Parkway and South Escondido Boulevard, major north-south roadways include Redwood and Quince Streets west of Centre City Parkway, and Orange Street between Centre City Parkway and South Escondido Boulevard.

For over 100 years, this area has played a central role in Escondido's economy and community. South Escondido Boulevard was formerly named Nutmeg Street. During Escondido's early years, this roadway served as the City's primary north-south access through Escondido and south to San Diego. With its rich mix of commercial, industrial, and residential uses, the area around South Escondido Boulevard was a thriving neighborhood that offered diverse employment and housing opportunities. Over the years, many factors, such as the construction of Centre City Parkway, which divided the area, and changes in land use patterns to more auto-oriented development, caused the focus of development to move away from Escondido Boulevard. Although rich in history, an updated and tailored approach to planning and growth for this important area of the City could deliver a more dynamic, attractive community-based setting with greater choices and opportunities for current and future residents, as well as the business community.

The planning area, as it currently exists, is a function of past decisions and policies. Through this overall effort, the City desires to promote redevelopment patterns that are functional and livable. The South Centre City offers unique opportunities to improve community health, safety, sustainability, and economic prosperity.



*This 1925 automobile touring map shows South Escondido Boulevard, then called Nutmeg Street, as the main route connecting Escondido to cities to the north and south.*



*Google Earth Simulation*

# 1.2 PLANNING CONTEXT

Escondido's 2012 General Plan identified 14 Opportunity Areas, including three Specific Planning Areas and 11 Target Areas, where land use changes are anticipated and encouraged to implement the General Plan's core themes of providing:

- a) Opportunities to live, work, shop and recreate.
- b) Protection, preservation, and revitalization of neighborhoods.
- c) Conservation and sustainability of resources.

The General Plan proposes to accomplish this by developing and implementing tailored plans that:

- Incorporate smart growth principles which promote compact, walkable development patterns in close proximity to transit and strong multi-modal connections;
- Focus infrastructure improvements to promote development and redevelopment;
- Enhance employment growth;
- Increase housing options; and
- Revitalize the community.

Four contiguous General Plan Target Areas were combined for the South Centre City Specific Plan, including the South Quince Street Target Area, the South Escondido Boulevard/Centre City Parkway Target Area, the South Escondido Boulevard/Felicita Avenue Target Area, and the Centre City Parkway/Brotherton Road Target Area. These four Target Areas have a variety of existing land uses, including older single- and multi-family housing stock; new mixed-use commercial/residential development and stand-alone residential development; small scale retail, office, and service uses; low intensity suburban-style general commercial development; and older small scale industrial and manufacturing uses. In spite of the differences, the four Target Areas are physically connected and share many common features, challenges, and opportunities, which makes combining them into one Specific Plan the most effective and comprehensive way to achieve the desired vision for the area.



An Opportunities and Constraints Report was prepared for the South Centre City Specific Plan that provides additional background information, an expanded planning context, and an overview of the extensive public outreach that was conducted. A narrative demonstrating the Specific Plan's consistency with the City's General Plan is also found in the Opportunities and Constraints Report. It should be used in conjunction with the Specific Plan when additional direction or clarification is needed.

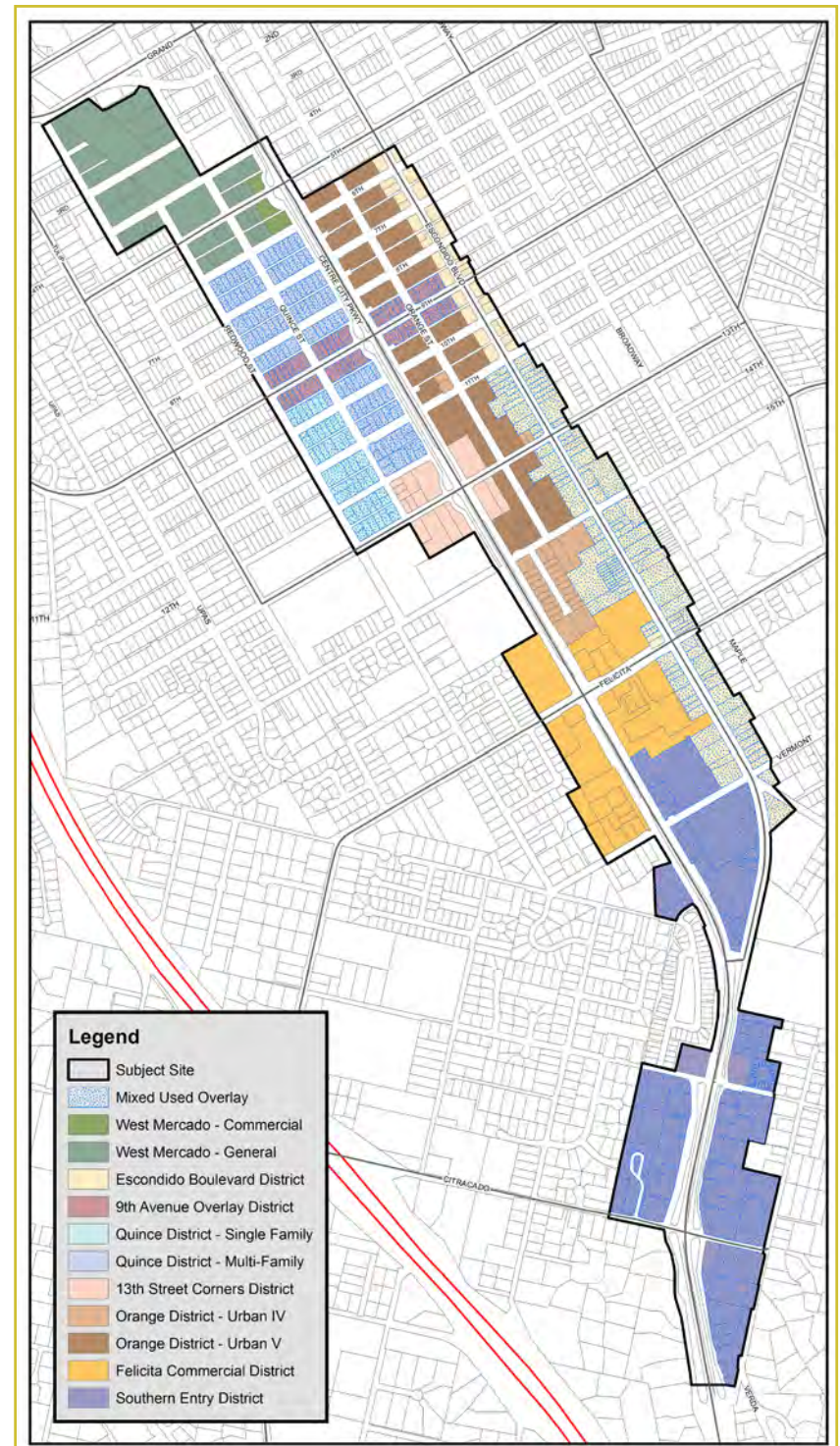
# 1.3 SPECIFIC PLAN OVERVIEW

The South Centre City Specific Plan serves as the document that will guide future development and land uses within South Centre City. It provides a vision, goals, concepts, and recommendations that are tailored to South Centre City and will preserve and enhance the area's positive characteristics while encouraging constructive changes in concert with the General Plan themes, goals, and Guiding Principles for the four Target Areas.

Community input was gathered during the public outreach phase of the Specific Plan development and is included in the Opportunities and Constraints Report. In addition, the Specific Plan provides the regulatory framework for future development, including a land use matrix, urban design guidelines, and development standards. Economic development strategies, mobility policies, and recommendations for infrastructure improvements are included to support revitalization and transformation. This Specific Plan also incorporates safety, health, and sustainability strategies to create an exciting, walkable, community where residents can live, work, shop and recreate.

In recognition of the distinct character and development patterns of the various parts of South Centre City, the overall planning area has been divided into eight districts. Each district has unique aspects—therefore, the design, regulations, permitted land uses, and other strategies vary from district to district, while incorporating the key area-wide concepts to provide continuity. The districts are listed below and discussed more extensively in Chapter 3.

- Escondido Boulevard District
- 9th Avenue Overlay District
- Quince Street District
- Orange Street District
- 13th Avenue Corners District
- Felicita Commercial District
- Southern Entry District
- West Mercado District





## 1.4 AUTHORITY FOR THE PLAN AND THE RELATIONSHIP TO THE CITY'S GENERAL PLAN

California Government Code Sections 65450 – 65457 provide authorization for the City to adopt, implement and amend Specific Plans. The South Centre City Specific Plan is expected to be adopted by ordinance because of its regulatory nature. Escondido adopted an updated General Plan in 2012. The purpose of the South Centre City Specific Plan is to implement the goals of the General Plan, including the goals for the four Target Areas (South Quince Street, South Escondido Boulevard/Centre City Parkway, South Escondido Boulevard/Felicita Avenue, and Centre City Parkway/Brotherton Road) which were combined to make up this plan.

## 1.5 RELATIONSHIP TO OTHER DOCUMENTS

### 1.5.1 Escondido Zoning Code (EZC) and Applicable Regulations and City Policies.

Unless otherwise stated, all development within the South Centre City Area shall comply with applicable provisions of the City's Subdivision, Municipal, and Zoning Ordinances; Uniform Building Code and the various related mechanical, electrical and plumbing codes; any adopted Federal, State or local housing laws and regulations that apply; and/or other City requirements and policies, as determined by the Director of Community Development.

### 1.5.2 Escondido Complete Streets Report.

As part of the General Plan Update, a Complete Streets Assessment was completed for the City. The Specific Plan incorporates multi-modal street design to accommodate all users, including pedestrians, bicyclists, transit and personal vehicles.



### 1.5.3 Escondido Bicycle Facilities Master Plan.

The City's Bicycle Facilities Master Plan was updated as part of the 2012 General Plan Update, and is incorporated into this Specific Plan where appropriate. The Bicycle Master Plan is a policy document intended to guide the development and maintenance of bicycle facilities citywide as part of its complete streets network. The Master Plan focuses on providing an interconnected network of bicycle facilities that serve the entire City of Escondido. Within South Centre City, the Master Plan proposes Class II bike lanes on Quince Street, 5th Avenue, and 9th Avenue and a Class III bike route on Escondido Boulevard. This Specific Plan implements the goals and objectives of the Bicycle Master Plan in the South Centre City area.

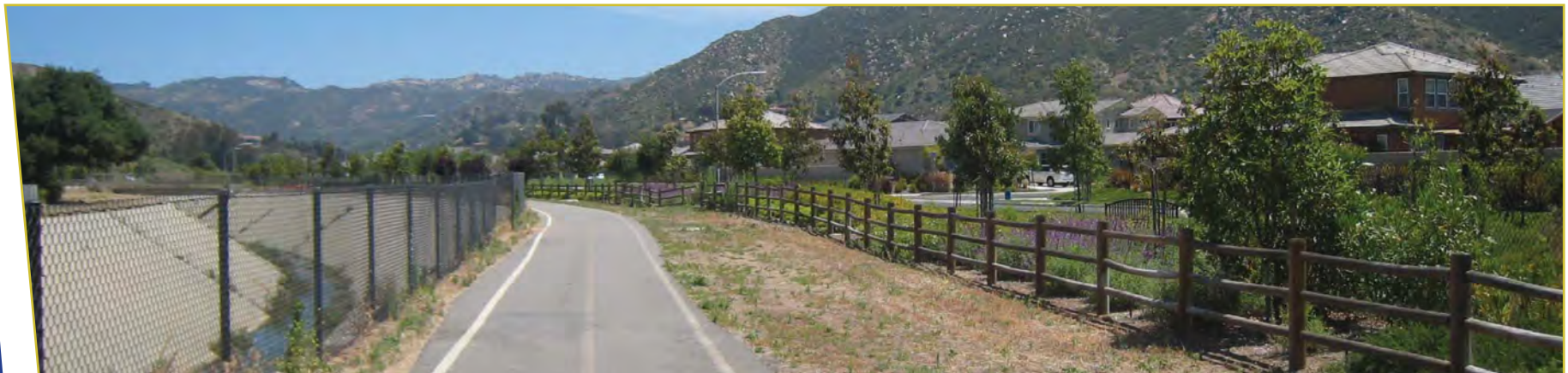
### 1.5.4 Escondido Creek Trail Master Plan.

The Escondido Creek Trail Master Plan identifies a trail, linear park, and other pedestrian improvements along Escondido Creek. The Creek Trail connects the Escondido Transit Center, downtown Escondido, several City parks, and neighborhoods along a route that parallels Escondido Creek, and extends to the east to the entrance to Daley Ranch, approximately five miles. The Pine Street Pathway presented in this plan connects South Centre City to the City's Transit Center. The convergence of these two trails at the Transit Center greatly enhances mobility options for residents, particularly those who enjoy the improved sense of security that separated trails provide the user.



*Inland Rail Trail*

*This document will serve as the primary guide for all future development and uses within the South Centre City Specific Plan. Projects will be reviewed for consistency with the goals, vision, and development standards and regulations in this plan.*



*Escondido Creek Trail Master Plan - Existing Asphalt Trail*



## 1.6 PLAN CONTENTS

The South Centre City Specific Plan is organized into the chapters listed below, which follow this Introduction:

- Chapter 2: Vision and Goals
- Chapter 3: District Plans
- Chapter 4: Land Use
- Chapter 5: Development Standards and Design Guidelines
- Chapter 6: Mobility
- Chapter 7: Parks, Recreation and Open Space
- Chapter 8: Sustainability
- Chapter 9: Implementation and Administration
- Appendices



## 1.7 HOW TO USE THIS PLAN

The South Centre City Specific Plan serves as a regulatory plan and guidance document for properties located within the plan boundaries.

Property owners and developers that build, redevelop, or otherwise use property within the Specific Plan area must use this Plan. Projects will be reviewed for consistency with the Plan's goals, vision, and development standards, and design guidelines. The development standards and design guidelines will be utilized during the City development review process to achieve the highest level of design quality, while at the same time providing flexibility and opportunities to be creative. All discretionary projects are evaluated and analyzed through a "findings" process, administered and considered by the appropriate review authority.

The Plan's goals, vision, development standards and design guidelines work together to promote development that is compatible with the city at large, while ensuring that new development complements building scales to the street type and to the land uses that surround it. Wherever a conflict exists between this Specific Plan and the Escondido Municipal Code or Zoning Code, the intent, provisions, and requirements of this Specific Plan controls.





# CHAPTER 2



VISION, GOALS, & CONCEPTS

# 2.1 VISION FOR SOUTH CENTRE CITY

Through the implementation of this Specific plan, South Centre City is envisioned as a revitalized, safe, and vibrant community. Residents enjoy a high quality of life and are proud to call South Centre City home.

### ***Quality Housing:***

New and creative infill single- and multi-family development helps support housing choice and opportunity. Providing a range of different housing types within close proximity of commercial and recreational areas help optimize prior infrastructure investments, while also providing a full range of support uses for a healthier and more livable community.

### ***Environmentally sensitive development:***

Sustainable design concepts and energy-efficient and “green” development helps to conserve resources, reduce pollution and greenhouse gas emissions, protect sensitive habitats, and improve water quality.

### ***Improved recreation opportunities:***

The community is safe, friendly and connected. Children can play outdoors, and residents can walk or bike safely for exercise and recreation. Residents have access to parks, pathways, recreation areas, and other pleasant community spaces that help strengthen neighborhood pride and community identity.

### ***Integrated transportation and supportive land uses:***

A mix of land uses allows people to live near their jobs, entertainment, shopping and recreation. The community provides safe routes and convenient access to all of these destinations, regardless of mode (i.e. cars, trucks, transit, bicyclists, or pedestrians). The overall transportation system is complete, fully connected, and accommodates a full range of ages and abilities.

### ***Attractive design:***

Architecture and landscaping within South Centre City is high quality and well maintained. There are ample places and opportunities for people to interact, recreate, innovate, and collaborate. Public art is creatively located along streets and pathways to add visual interest and interactive opportunities.

### ***Economically viable:***

The community facilitates job growth, access, place making and economic vitality. The area is economically stable and strong due to business-friendly policies that encourage entrepreneurship and business development in the form of smaller home-based businesses or locally owned shops and restaurants.

### **Vision:**

- Quality Housing
- Environmentally sensitive development
- Improved recreation opportunities
- Transit-supportive land uses
- Attractive design
- Economically viable



## 2.2 CONCEPTS FOR CHANGE

Several concepts for change are featured in this Specific Plan to provide fresh, creative solutions to some of South Centre City’s planning challenges. These concepts, briefly described below, have been incorporated throughout the Specific Plan.

### *Integrating stand-alone residential in mixed-use zones.*

Due to an oversupply of commercially designated properties, the Specific Plan will allow property owners wishing to redevelop their property to choose residential-only multi-family development in the mixed-use overlay areas along South Escondido Boulevard, 9th Avenue and along Centre City Parkway in the southern portion of the planning area.

### *Using creative ways to encourage construction of accessory dwelling units and increasing residential density yields.*

A goal of the Specific Plan is to create additional needed housing. This can be achieved by promoting property owner flexibility. One way to accomplish this is to encourage owners of single-family properties to build accessory dwelling units on their lots. By increasing property owner flexibility and allowing for both attached and detached accessory dwelling units, the Plan can enable market-based solutions to the provision of attainable housing. Elsewhere within the Specific Plan area, some residential properties nearly miss on opportunities to increase residential capacity. That is, the lot sizes will not permit a higher density yield in some instances. A solution is to vacate excess portions of the public right-of-way (ROW) to the adjacent homeowner to increase their lot size. This action would provide the needed square footage to allow for a lot split that would allow two units on a single parcel so that another unit could be constructed on a lot that would meet the City’s development



standards. Both of the aforementioned actions allow for a moderate increase in the residential use of a property, enable market-based solutions to the provision of attainable housing, increase the mixture of residential building types and sizes, and potentially add to the income of the property owner by accommodating an additional rental dwelling unit. All this is accomplished without changing the nature of the existing property owner’s rights – the property owner retains the exclusive right to decide how or when to redevelop.

### *Adding historically popular housing types.*

Bungalow court housing is ideal for single-family neighborhoods. This housing type was popular in the 1920’s and 30’s, and has seen a resurgence in interest as a way to develop small units around a central courtyard (see image to the left).



### ***Converting historic hotels and motels to housing.***

Escondido Boulevard has several hotels and motels constructed during the early twentieth century when the Boulevard was the primary corridor between San Diego and points north of Escondido. These structures can be transformed into needed housing with approval of a Planned Development Permit, thereby retaining the character of the corridor.

### ***Adding the Pine Street Pathway.***

The South Centre City area is deficient in places to recreate. The 0.2-acre Felicita Mini-Park at the northwestern corner of Felicita Avenue and Escondido Boulevard is the only public park within the area. The need for recreational opportunities will intensify as additional housing units are constructed over time. To address this need, the Specific Plan proposes the Pine Street Pathway, which combines an urban linear park, a shared-use trail for pedestrians and bicyclists, a sustainable greenway, and a venue for public art into an exciting feature for both South Centre City and the greater community. The public right-of-way between Centre City Parkway and Pine Street, as well as a portion of the Pine Street right-of-way, provide an untapped resource to create additional recreational and non-motorized mobility opportunities that connects to the greater trail and park system in the City. This specific plan creates the vision and planning objectives for said improvements that would be more thoroughly designed and analyzed by a separate and future process prior to implementation.

### ***Encouraging Makerspace uses.***

A Makerspace is a business that provides individual and/or shared space for the design, processing, fabrication, and assembly of products and prototypes associated with artisans, inventors, or designers. It includes associated equipment and tools, labs, workshops, studios, classrooms, office space, and other shared spaces. This type of business is ideally suited for the industrial areas in the northern part of the Specific Plan, and in a more limited form, along commercial corridors such as Escondido Boulevard and 9th Avenue.

### ***Promoting home occupation businesses.***

This plan expands the City's current policy of allowing residents to operate a small business from their residence. It introduces and encourages what is termed Major Home Occupation in the Quince Street District, which allows the type of business that would generate a limited customer base, subject to new regulations found in the Escondido Zoning Code.

### ***Incorporating functional public art.***

Public art will be a part of the Pine Street Pathway, at key intersections, in medians, and incorporated into streetscapes. In addition to art pieces such as murals and sculptures, functional art in the form of benches, waste receptacles, utility boxes and similar features will be incorporated into the pathway.





### ***Rethinking roadway widths in certain areas.***

Some of the Quince Street District roadways may be wider than necessary. A “road diet” is a roadway design treatment that reduces the number of vehicle travel lanes on a roadway and reclaims that street space for other uses. The revised configuration often results in decreased vehicular speeding, increased safety, beautification of the street and allows for wider bike lanes and bulb-outs, which reduce the crossing distance between sidewalks, and makes cycling and walking safer. A road diet can also expand space for landscaping, street trees, street furniture and other amenities, and it can ultimately increase the number of parking spaces by allowing angled or reverse angled parking. Road diets may also be considered for additional streets with over-sized right-of-way in the Specific Plan. This specific plan creates the vision and planning objectives for said improvements that would be more thoroughly designed and analyzed by a separate and future process prior to implementation.

### ***Incorporating “green infrastructure.”***

The Specific Plan promotes the contemporary, sustainable management and treatment of stormwater using green infrastructure techniques, which are an environmentally friendly method to “green” a community. Green infrastructure can be used for both public projects and private development.

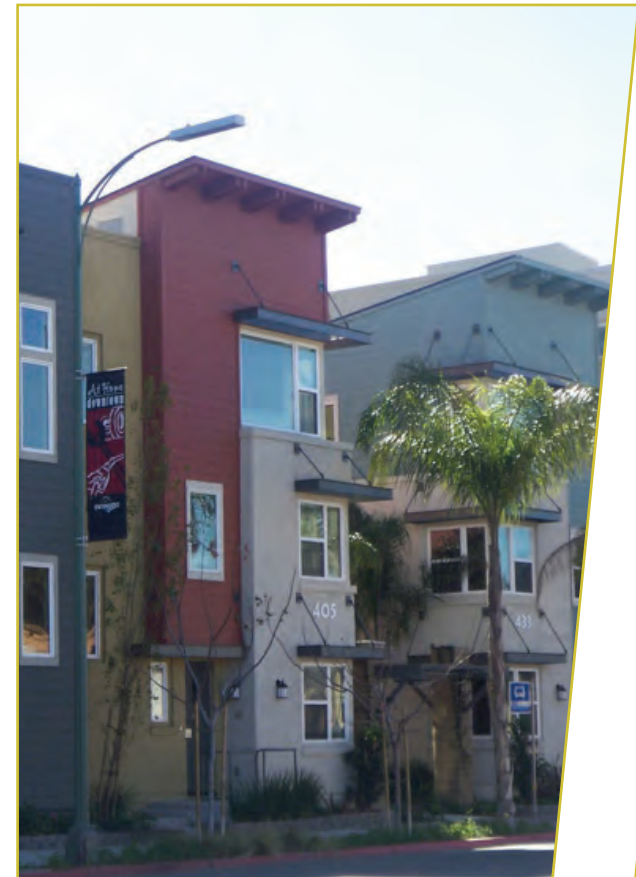
## **2.3 SPECIFIC PLAN GOALS AND CONCEPTS**

This section provides goals (shown in green text) for the South Centre City Specific Plan that support the vision established in Section 2.1. These goals were developed based on community input, the South Centre City vision, as well as the goals and policies in the City of Escondido General Plan, with an emphasis on those established for the four Target Areas.

Specific Plan goals are organized by six key, interrelated concept categories:

1. Land use
2. Design
3. Mobility
4. Parks, recreation, and open space
5. Sustainability
6. Economic prosperity

Each goal is followed by a conceptual summary of how the goal is being implemented in South Centre City. Chapter 3 discusses the goals and concepts at the district level. References are also provided for other sections in the Specific Plan that further refine



the goals and concepts. Taken together, the goals and concepts at both the area and district levels provide context and direction for both private and public actions. New development should be consistent with these goals and concepts, and the City should actively seek out projects and prioritize public improvements and economic prosperity strategies that advance the goals and concepts described in this Specific Plan.

### 2.3.1 Land Use – Goals and Concepts

#### 2.3.1.1 Promote a development pattern and diversity of land uses based on smart growth principles.

The Specific Plan capitalizes on South Centre City’s many assets that support smart growth principles. This includes its proximity to the Escondido Transit Center, the existing transit corridor along South Escondido Boulevard, the traditional grid pattern of many of its residential and commercial districts, and new multi-family and mixed-use infill development to create vibrant urban areas for people to live, work, shop and recreate. Mixed-use overlays are provided in targeted areas, with increased density and intensity in close proximity to transit and services. New land uses and a variety of live-work development provide additional employment opportunities and improve the jobs/housing balance. New development is designed to promote walkability, and maximum residential densities can only be attained through lot consolidation and consistency with the Specific Plan.



*A “before” and “after” example illustrating how smart growth mixed use transit oriented development can transform the area around Escondido’s multi-modal transit station into a dynamic employment center. (General Plan page 15)*



### 2.3.1.2 Develop neighborhood-serving and specialty commercial along key corridors.

Commercial corridors along 9th Avenue and South Escondido Boulevard are surrounded by single- and multi-family housing, making them ideally situated to serve nearby residents. At the same time, the smaller scale and walkability of these corridors can provide space for specialized commercial uses unique to South Centre City, which can attract patrons from farther away and help establish South Centre City as a valuable destination for people throughout the city. The Specific Plan envisions transforming the South Escondido Boulevard and the 9th Street Overlay Districts into pedestrian- and transit-oriented corridors that provide neighborhood-serving uses in smaller-scale commercial buildings and mixed-use structures. A new “Makerspace—Limited” land use is introduced in these walkable districts to provide opportunities for smaller scale artisan-type and incubator businesses that enhance and support existing commercial uses in proximity to housing. As a more rural area with direct access to the I-15 Freeway, commercial uses in the Southern Entry District include both neighborhood-serving uses and specialty and visitor-serving uses. Commercial-only land use designations are provided at key nodes and intersections throughout South Centre City to ensure commercial land is available to serve the immediate area and the greater community.



### 2.3.1.3 Preserve and enhance commercial development at key nodes.

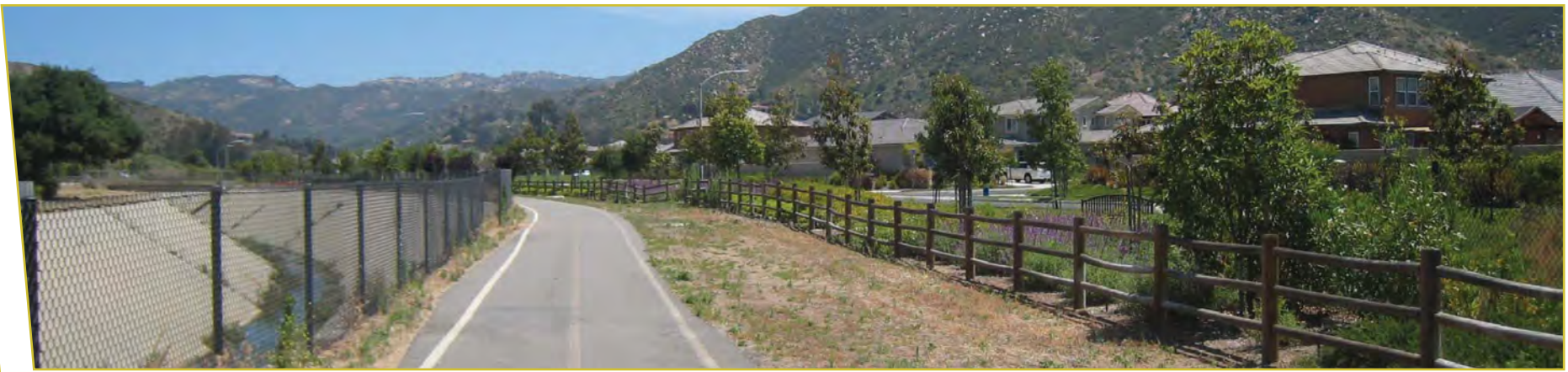
Preserving nodes of commercial development benefits nearby residents by ensuring convenient access to goods and services within the neighborhood. At the same time, commercial nodes can serve as anchors that attract visitors from outside the immediate area, who then patronize other businesses in the vicinity, which supports the overall economic health of the community. Auto-intensive general commercial uses are directed to Centre City Parkway in the Felicia District, which is the largest commercial node in South Centre City. The existing commercial development in the Felicitia District is encouraged to enhance connectivity for pedestrians and bicyclists. The 13th Street Corners District is envisioned to be transformed into a signature intersection with land uses that provide a transition from the larger-scale suburban-style development of the Felicitia District to the pedestrian-scale commercial nodes in the South Escondido Boulevard and 9th Avenue Corridor Districts. The addition of public art in these areas emphasizes the culture of the community, embraces the community spirit, and helps facilitate private investment and economic synergies, creating activity centers.



### 2.3.1.4 Encourage a wide range of housing opportunities throughout South Centre City.

Quality housing and affordability continues to be a concern throughout California, particularly in lower-income areas like South Centre City. Housing needs vary by household. Depending on their stage of life, people may seek different housing types. The Specific Plan’s land use pattern protects established single-family neighborhoods, while encouraging sensitive integration of small-lot single-family, and multi-family infill in targeted neighborhoods. New residential prototypes, development standards, and incentives increase opportunities for infill residential development, putting more housing and residents closer to jobs, goods and services. To allow flexibility and provide additional housing to support area businesses, exclusively residential development is also allowed along specific areas of South Escondido Boulevard, 9th Avenue, and on Centre City Parkway south of West Vermont Avenue.





*Escondido Creek Trail Master Plan - Existing Asphalt Trail*



#### **2.3.1.5 Promote compatible industrial uses that provide employment opportunities.**

The existing industrial land uses in the West Mercado District provide valuable employment opportunities. The Specific Plan retains industrial land uses while encouraging new uses that provide a compatible transition between the existing uses and adjacent residential neighborhoods. In particular, the Specific Plan promotes a new “Makerspace—Manufacturing” land use that enhances employment opportunities for local residents. This use is well suited for integrating with existing manufacturing spaces, and provides a synergy with the tourist-oriented areas in Downtown Escondido.

#### **2.3.1.6 Provide flexibility to meet future demand.**

All plans recognize that needs and desires of the community will evolve over time, market demands may change, and business opportunities and constraints evolve. This Plan provides land uses, development standards, and design guidelines that both implement the long-term vision for South Centre City with flexibility to respond to changes.

### **2.3.2 Design – Goals and Concepts**

#### **2.3.2.1 Promote and enhance the character and identity of South Centre City.**

Community design contributes significantly to the identity of a neighborhood and helps distinguish between different neighborhoods throughout a city. This Specific Plan emphasizes South Centre City’s identity through private and public features such as public art, signage, landscaping, building facades, and other design elements that promote a sense of place. Particular attention should be paid to prominent gateways, corridors, intersections, and other similar locations that define South Centre City for residents and visitors alike.





### 2.3.2.2 Support the pedestrian environment through building and streetscape design.

Pedestrian-friendly buildings and streets are critical to encouraging active transportation and creating a human-scaled environment that is pleasant for residents and visitors. At the same time, land use must be both compact and diverse enough to make active transportation a viable alternative to other forms of travel. The development standards, design guidelines, and streetscape improvements for overall development and development within specific districts are intended to support a safe, appealing, and memorable experience for residents and visitors alike.

### 2.3.2.3 Maintain compatibility between adjoining uses.

The effect adjacent uses have on one another must be considered during the design of buildings and sites to help ensure compatibility between such uses, particularly residential and non-residential uses. In particular, the potential impact of lighting, glare, noise, heavy vehicle traffic, and hazardous/polluting materials should be considered during the design process. Appropriate transitions should be in place between uses, and commercial and industrial uses should be clustered to help reduce impacts on surrounding uses.

### 2.3.2.4 Create visual interest.

Careful attention should be paid to promote high quality design in South Centre City to ensure new development and improvements are both consistent with the identity of the community and create a visually exciting space for residents and visitors. Building and site design that is monotonous, simplistic, or out of character for the surrounding neighborhood can be detrimental to the walkability and character of a community. New development should carefully integrate with existing development through common architectural features or landscaping themes, as neighborhoods experience transition.

### 2.3.2.5 Improve public safety.

Successful communities are those where residents and visitors feel safe and secure. Design in South Centre City should place an emphasis on community safety in a variety of ways; including using street designs, lighting, and landscaping that protect pedestrians and cyclists, and implementing security-oriented design principles.





### 2.3.3 Mobility – Goals and Concepts

#### 2.3.3.1 Develop complete streets that include suitable infrastructure for walking and biking, along with other travel modes.

The buildout of the Specific Plan will bring attention to some important issues, such as mobility and access. Although there are different ways that multiple modes can be integrated into the design, construction, and maintenance of our transportation network, roadways in South Centre City should be designed to facilitate place-making and enable safe use and support for all users of all abilities. Sidewalks, crosswalks, bike lanes, and other important infrastructure should be installed to ensure walking and biking is safe and comfortable throughout the community. Design features and other varied and lively streetscape elements (e.g., lighting, landscaping, and public art) should promote access to destinations, land use revitalization, and economic success.

#### 2.3.3.2 Support transit, ride-sharing, vehicle and bicycle-sharing services.

Transit and ride-sharing services can reduce household transportation costs and decrease the dependence of automobile driving as a primary mode of travel in South Centre City. Providing infrastructure support can encourage the use of these transportation modes.

#### 2.3.3.3 Ensure pedestrian and bicycle networks provide continuous connections within South Centre City and to adjacent communities.

In order to facilitate walking and biking, both pedestrian and bicycle networks need to be complete and continuous. Gaps in infrastructure should be identified and addressed, and connections to nearby neighborhoods must be completed. Key activity centers (parks, schools, etc.) also need to include facilities for walking and biking.

#### 2.3.3.4 Provide safe and convenient transportation options for people of all ages and abilities.

All people in South Centre City, including seniors, youth, and the disabled, should be able to move freely throughout the community and the city. Barriers to access should be removed, and care should be taken to ensure transportation infrastructure is safe for all users.

#### 2.3.3.5 Prioritize roadway safety, particularly for vulnerable users such as pedestrians and cyclists.

The economic and health impacts of poor roadway safety can be significant, especially in lower-income communities. Potential roadway safety hazards should be evaluated and addressed through methods such as consolidating access points and parking lots, introducing traffic calming measures, and reducing cut-through traffic on residential streets. Particular attention should be given to those most vulnerable to injury to ensure that travel is safe for all residents and visitors in South Centre City.



*Kit Carson Park Iris Sankey Magical Garden Trail located in Kit Carson Regional Park displays environmentally-friendly and native plant species*

## 2.3.4 Parks, Recreation, and Open Space – Goals and Concepts

### 2.3.4.1 Increase access to existing parks, recreation, and open space.

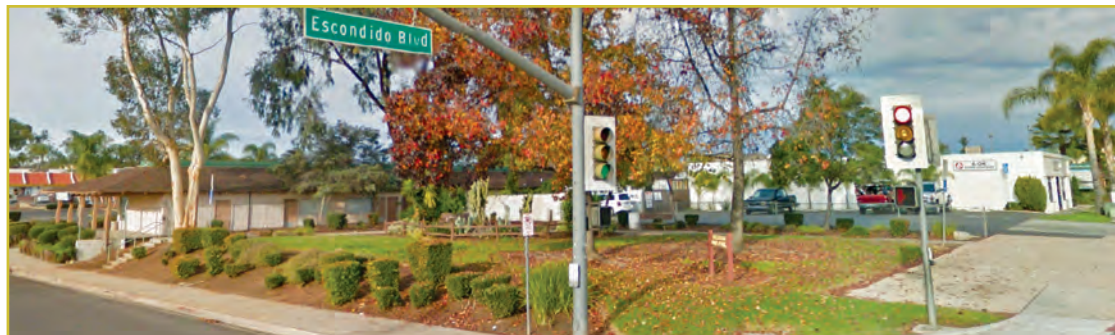
The Specific Plan proposes to establish a recreational network that links South Centre City to local and regional parks by involving existing and proposed pedestrian, bicycle, and multi-use paths. The recreational network is also designed to link other cultural, recreational and transportation amenities near South Centre City, such as the Center for the Arts, Grape Day Park, Library, the Escondido Transit Center, bus stops, and commercial centers and corridors within the area.

### 2.3.4.2 Create innovative parkland space within South Centre City.

The Specific Plan proposes to utilize existing public right-of-way between Centre City Parkway and Pine Street to create a linear multi-purpose park (Pine Street Pathway) to provide innovative recreation and open space for South Centre City and the greater community. The Pine Street Pathway will also serve as a key link in a new recreational trail throughout South Centre City (described above).

### 2.3.4.3 Explore creative opportunities to expand and enhance parkland.

Felicita Mini-Park, which is located at the northwest corner of Felicita Avenue and South Escondido Boulevard, is the only park located within South Centre City. Based on community input, this park is underutilized. The Specific Plan envisions reimagining its use as a parcourse station with exercise equipment. The Specific Plan includes additional opportunities to expand and enhance the publicly accessible recreational/open space network involving a combination of regulations, incentives, and partnerships.



## 2.3.5 Economic Prosperity – Goals and Concepts

### 2.3.5.1 Revitalize vacant and underutilized properties.

Vacant and underutilized properties do little to enhance the community or support a strong neighborhood economy. Underperforming properties in South Centre City can be revitalized by facilitating façade and building improvements, as well as by allowing creative and flexible use of these properties in the short term as they transition to more effective uses. Modifications to permitted land uses in the Specific Plan also encourage new infill development on vacant sites and the recycling of existing underperforming or incompatible land uses. If and when a property redevelops, adherence to Specific Plan goals, standards, and guidelines will ensure that new development is high quality and will fit into existing neighborhoods.

### 2.3.5.2 Ensure streets and other public infrastructure are maintained and improved.

Well-maintained streetscapes and public infrastructure provide value to residents, and indicate to visitors that the community is a safe and desirable place to be. Care should be taken to ensure that trash, damaged sidewalks, graffiti, and other maintenance problems are addressed in a timely manner. Property owners are encouraged to do their part to maintain their properties and promote an attractive streetscape. A coordinated partnership between the City and residents can stimulate neighborhood pride and positively improve the appearance of the community.

### 2.3.5.3 Encourage small businesses and entrepreneurship.

South Centre City is ideally situated to promote the development of small businesses, incubators, and home-based businesses that generate new ideas, help transform into successful businesses and enterprises, and bring economic benefits to the community and city overall. A focus on developing small-scale, flexible spaces that reduce start-up costs for new businesses, as well as the creation of mutually supportive clusters of businesses, is key to the success of South Centre City's economy.

### 2.3.5.4 Attract visitors to the South Centre City community.

The number of residents in South Centre City alone is not adequate to support the businesses within the immediate area. A focus on attracting visitors from outside the community is essential to the economic strength of the neighborhood. Community events focused along commercial corridors, design elements that establish and reinforce South Centre City's unique identity, transportation connections that encourage visitors from adjacent neighborhoods, as well as other methods, such as placemaking and experiential destinations, can all be effective to invite people from outside the area to patronize businesses in South Centre City.



## 2.3.6 Sustainability – Goals and Concepts

### 2.3.6.1 Reduce greenhouse gas emissions to further the goals of the City's Climate Action Plan.

The South Centre City Specific Plan will reduce greenhouse gas emissions both in the transportation sector, and through energy efficiency and/or conservation of resources. The plan applies smart growth principles that promote compact, walkable development patterns in close proximity to transit. The installation of new bicycle lanes and pedestrian amenities will help to reduce overall Vehicle Miles Traveled (VMT) and associated greenhouse gases.

Two-thirds of the housing in the area was built before 1980, making this area ripe for redevelopment. It is well established that the building energy consumption of older homes is generally greater than newer homes. Therefore, these existing homes represent areas of potential energy savings with their replacement. Some of these structures will be demolished to create newly permitted, higher density, more energy efficient buildings. State and local efficiency requirements will reduce the amount of electricity, natural gas, and heat island impacts in new residential and commercial developments, thus reducing greenhouse gases.

Existing and abandoned buildings in the South Centre City area represent a substantial resource if they can be repurposed for another use. Depending on the age and quality of the structure, some may have historic roots and saving the building can also save a piece of history. Through adaptive reuse, buildings can be preserved for another use or brought back into use, and contribute to a more sustainable development



pattern. Adaptive reuse has the potential to not only conserve material resources, but also to lessen a building's impact on the environment through energy reduction and conservation by the use of contemporary passive design strategies.

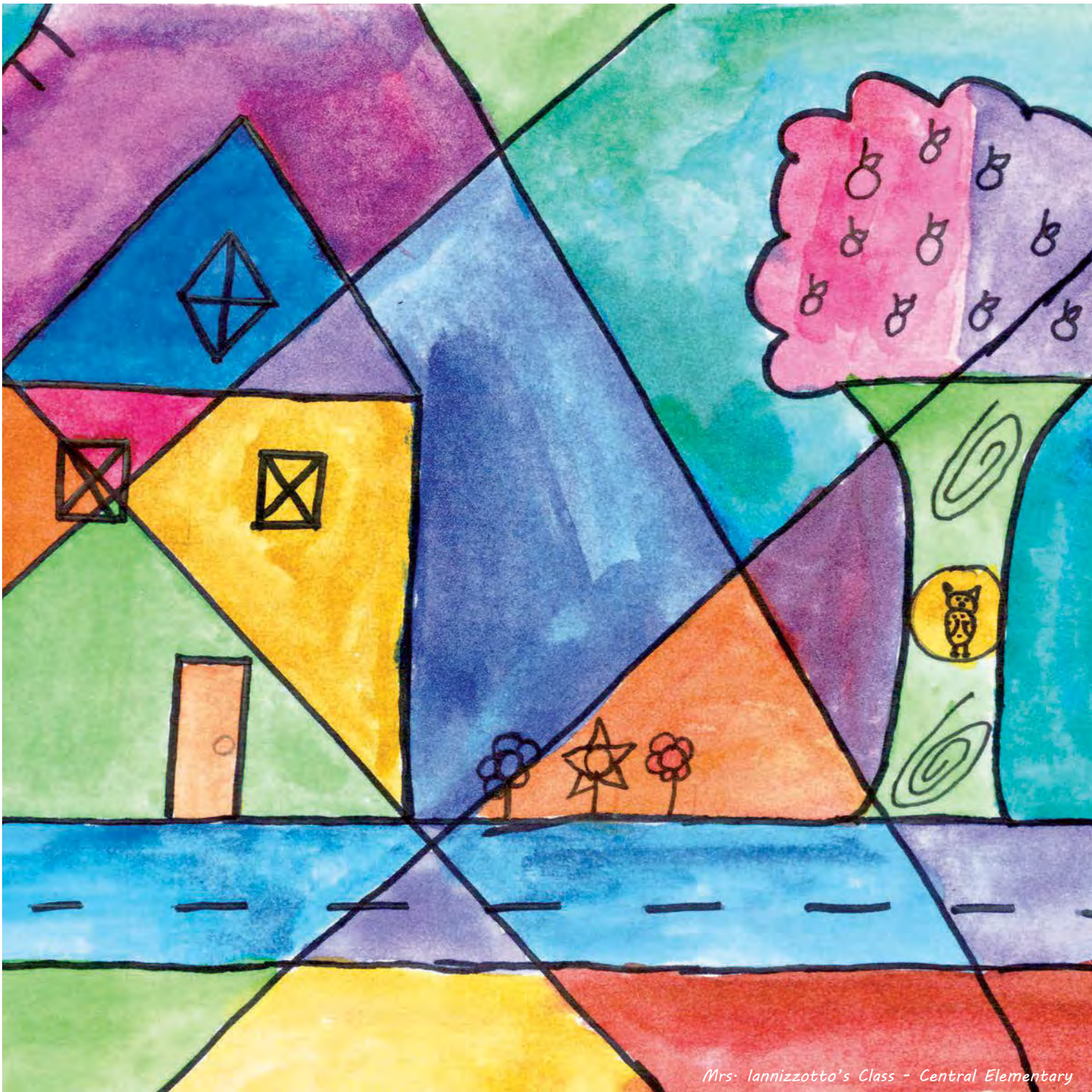
### 2.3.6.2 Protect the quality of water resources and natural drainage systems.

Conservation and protection of water quality are key goals for the City. The Specific Plan emphasizes the incorporation of low impact development (LID) practices for private development and public improvements to protect the quality of water resources and ensure pollutants in runoff have been reduced to the maximum extent possible. LID techniques have the added benefit of providing additional green space, which provides environmental, social, and aesthetic benefits to South Centre City.





# CHAPTER 3



Mrs. Iannizzotto's Class - Central Elementary

DISTRICT PLANS

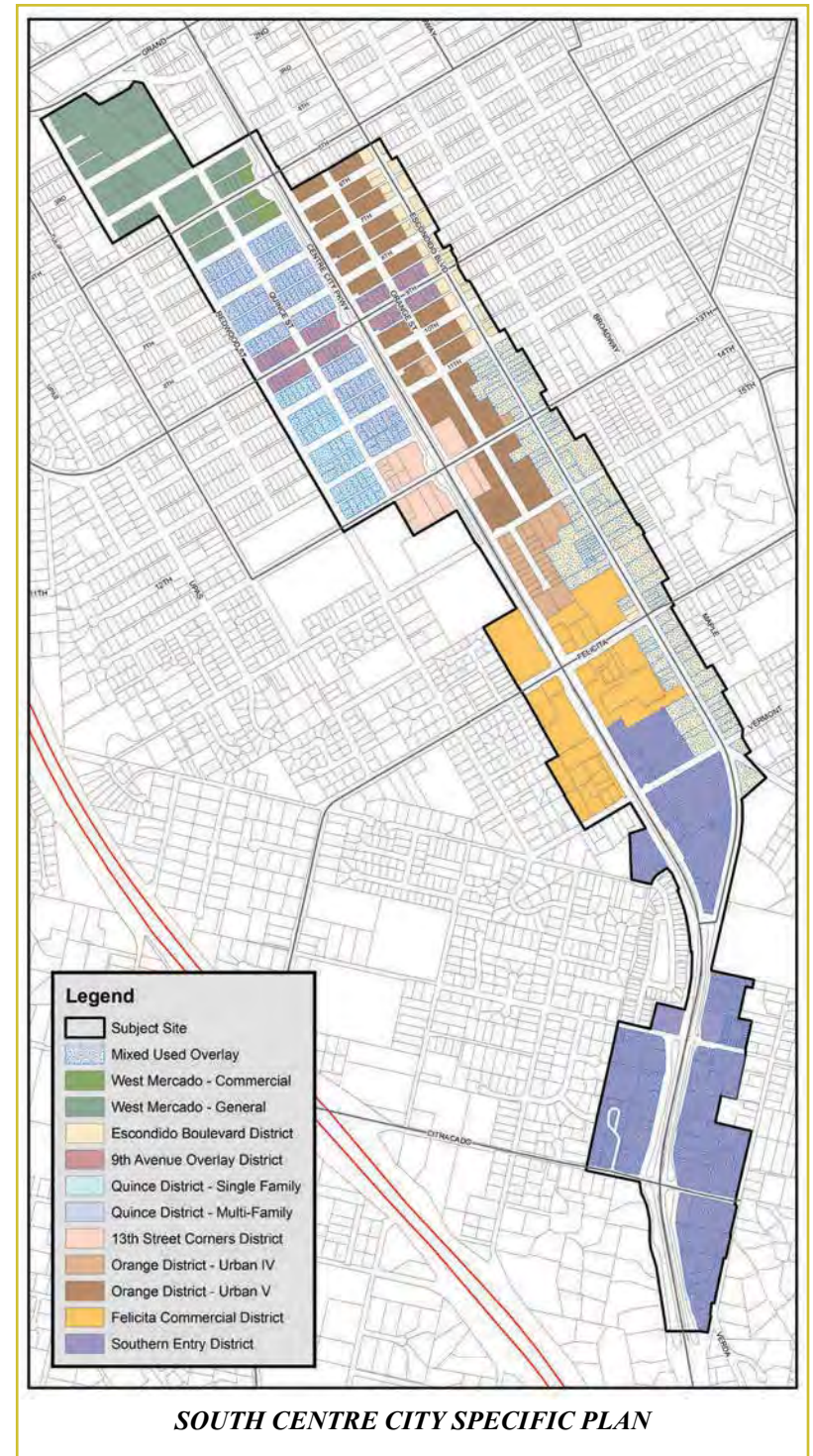
# 3.1 OVERVIEW

In recognition of the unique characteristics of South Centre City, the Specific Plan has been separated into eight districts. This Chapter describes the setting, vision, and development concepts for the eight districts:

- Escondido Boulevard District
- 9th Avenue Overlay District
- Quince Street District
- Orange Street District
- 13th Avenue Corners District
- Felicita Commercial District
- Southern Entry District
- West Mercado District

# 3.2 HOW TO USE THIS CHAPTER

A vision for each South Centre City district provides a focused description of the district’s future and supports the Specific Plan’s overall vision. Specific concepts are tailored to the unique needs of each neighborhood. District Plans provide policies pertaining to land use; mobility; design; and parks, recreation, and open space to both guide and evaluate the adequacy of proposed development. District specific Development Standards and Design Guidelines are included in each District Plan, and apply in addition to those listed in Chapter 5.





# 3.3 ESCONDIDO BOULEVARD DISTRICT

## 3.3.1 Setting.

The Escondido Boulevard District (or “the Boulevard”) comprises 46 acres and extends along South Escondido Boulevard from the boundary of the Downtown Specific Plan on the north to Sunset Drive on the south, and includes the street-facing development along the corridor. This mile-long corridor features a mix of retail, commercial, residential and office uses, and some vacant properties. Much of the development is well established, however a few new mixed-use developments have been constructed providing needed housing in this area.

A mixed-use overlay applies to much of the Boulevard with the exception of properties at the intersections at 9th Avenue, 13th Avenue and Felicita Avenue. The Escondido Boulevard corridor provides a transition between Escondido’s more urban downtown and its surrounding lower-scale residential neighborhoods.

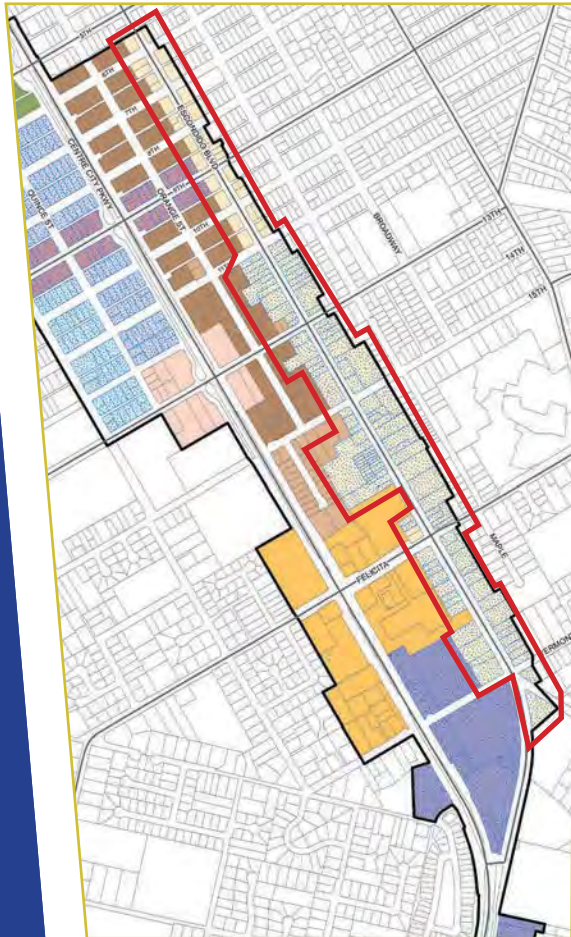


## 3.3.2 Escondido Boulevard District Vision.

The Boulevard is envisioned as a vibrant corridor with a mix of pedestrian-scale retail, service, restaurant, and residential uses that attract local residents and visitors alike. Unique shops, outdoor cafes and seating, shopkeeper and artisan businesses, and parklets promote a sense of liveliness to the entire area, while residents living in and near this district are able to walk or bike to the many neighborhood-serving uses. Entrepreneurship is supported and encouraged by new permitted uses and development types that provide flexible and innovative ways for people to live in proximity to their work, whether in the same building or dwelling unit, or at a Makerspace, café, or other small local business. As the main transit corridor in South Centre City, transit stops on the Boulevard are safe, comfortable, and attractively integrated into their surroundings, and buildings and sites are pedestrian-friendly.

It is a place of daytime, evening and weekend activity, creating an environment that feels safe and inviting. In addition to generating its own energy and excitement, the revitalized Boulevard is an extension of the activity of Grand Avenue. Public art, banners, and a pedestrian scale streetscape enhance the vibrancy and encourage reinvestment. Periodic public events are held along the Boulevard that celebrate the unique character and history of the district and bring visitors to the area.





### 3.3.3 Escondido Boulevard District Concepts.

This important corridor will be revitalized by both new infill construction, redevelopment and rehabilitation of existing properties, as well as streetscape and landscape improvements that improve the look and feel of the district. A mixed-use overlay is in place along much of the Boulevard (i.e. South of 11th Avenue). The development concepts for the areas inside the overlay and outside the overlay are described below. The permitted land uses tailored to implement the District’s vision encourage a combination of multi-family residential, neighborhood-serving uses and artisan, restaurant, entertainment, and other visitor-serving uses, that provide and support local employment and business start-ups. Land uses are found in Table 4.2 of Chapter 4, and the development standards and design guidelines that are applicable to this district are found in Chapter 5.

#### 3.3.3.1 Land Use Concepts.

The Escondido Boulevard District is implemented by two subareas—the Escondido Overlay Subarea and the Escondido Boulevard Commercial Subarea. The following land use concepts highlight some of the key ways land use will help achieve the vision for this district. See the Land Use Table in Chapter 4 for permitted uses.

#### *Practice Flexibility.*

The economic analysis prepared for the Specific Plan (See Appendix) concluded that there is an oversupply of commercial property in South Centre City, which may be contributing to vacant buildings, a lack of investment, and marginal uses. These market conditions have sparked interest by developers for flexibility to build residential-only development projects. In response, the mixed-use overlay in the Escondido Boulevard District also allows residential-only development with approval of a Plot Plan permit. Two prototypes for residential potential development have been prepared for the Escondido Boulevard District.





### ***Concentrate commercial activity between 5th Avenue and 11th Avenue.***

Lot sizes in this section of Escondido Boulevard are shallow and of insufficient size to support the construction of large multi-family housing developments without assembling parcels, although smaller scale housing would be appropriate here (e.g. row homes, artisan or shopkeeper style development). Concentrating commercial activity can generate pedestrian activity and provide opportunities for socializing, dining, and shopping. Examples of businesses that generate such pedestrian activity include coffee shops, bakeries, specialty retail, flower shops, beauty salons, microbreweries, cafés, and restaurants. This segment of the Boulevard could be further enlivened by encouraging property owners to use murals and colorful facades that would add additional vibrancy to the area.

### ***Preserve street-level commercial at important corners.***

Outside the mixed-use overlay are three intersections on Escondido Boulevard, at 9th, 13th Avenues and Felicita Avenue, identified as “activity nodes” where commercial uses are retained at the street level in each of these “nodes”. Development should have identifiable building forms, strong corner massing, and high-quality building design and materials. Pedestrian connectivity within the site and to adjacent properties is extremely important. Special streetscape treatments at these intersections should be provided, such as unique paving, landscaping, and public art.

### ***Retain existing properties of character and importance to the corridor.***

The following properties were identified through the public outreach component of the plan preparation as important components of community character for the District. The first two properties in the list are iconic businesses important to local residents. The last three properties are good examples of adaptive reuse, as they are historic cottages occupied by small businesses.

- 650 South Escondido Boulevard
- 903 South Escondido Boulevard
- 824 South Escondido Boulevard
- 828 South Escondido Boulevard
- 832 South Escondido Boulevard

### ***Encourage redeveloping of nonconforming uses.***

Certain land uses in the Escondido Boulevard District are no longer permitted and are considered legal nonconforming. Although they will be allowed to remain in accordance with nonconforming uses in the Escondido Zoning Code, this Plan encourages redeveloping to new uses that achieve the vision for the Boulevard.

### ***Allow single-family residence conversions.***

Existing single-family residences on Escondido Boulevard are permitted to function as shopkeeper units. This land use provides an opportunity and incentive to reinvest in these properties. Additionally, historic residential properties along the Boulevard have been converted to commercial businesses in concert with the underlying zoning. Should the commercial use become no longer viable, the Specific Plan allows property owners to reconvert the property to a residential use or to a mixed-use shopkeeper unit as market demand changes, according to the standards found in Table 5.2.

### 3.3.3.2 Mobility Concepts

The mobility concepts for the Escondido Boulevard District are designed to encourage walking, bicycling and supporting transit service. These concepts are detailed in the Mobility Chapter of this plan and outlined below:

#### *Upgrade intersections for pedestrian and bicycle safety.*

Visible, attractive crosswalks, bulb-outs, and improved connectivity for bicyclists will be prioritized along Escondido Boulevard. Locations appropriate for prioritizing because of traffic conditions, accident records, and the proximity to local schools include the intersections at 6th Avenue, 9th Avenue, 13th Avenue, and Felicita Avenue.

#### *Include pedestrian amenities with new development.*

To promote walking in the area, new development will include pedestrian amenities such as benches, landscaping, and street trees to improve the streetscape appearance.

#### *Install the planned Class III bike lane.*

The City's Bicycle Master Plan includes a Class III bicycle lane along the full length of South Escondido Boulevard. Bicycle parking will be installed as part of private development, and will be made available at strategic public locations along the Boulevard, such as at Felicita Mini-Park and at commercial nodes.

#### *Retain on-street parking.*

Where feasible, on-street parking will be retained to allow customers to park near the businesses they frequent. The supply of angled parking can be expanded along the side streets off the Boulevard where excess right-of-way exists.

#### *Promote the use of transit.*

The City will continue to work with transit providers to ensure the service is safe, convenient, and adequate to meet ridership needs. Additional bus shelters with real-time electronic readouts will be installed at strategic locations as development occurs along the Boulevard and adjoining neighborhoods.

#### *Install wayfinding signage.*

Wayfinding signage will be installed with an emphasis on directing people to the transit stops and bike routes on Escondido Boulevard, Felicita Mini-Park, the Pine Street Pathway, Downtown Escondido, and other recreational and cultural venues that are linked by the recreational network. The design should be unique, eye-catching, and an integral part of the overall streetscape theme for the district.





### 3.3.3.3 Design Concepts.

#### *Maintain Escondido Boulevard's pedestrian-oriented scale and character.*

An intimate and inviting scale of buildings is desired. Buildings will be oriented toward Escondido Boulevard, with parking provided to the rear whenever possible. Between 5th and 11th Avenues, structures should be located adjacent to the sidewalk. South of 11th Avenue, and on larger properties, new development should be articulated at the street edge to maintain pedestrian scale. Where setbacks are provided, they should include outdoor dining, seating, and/or landscaping.

#### *Unify the identity and character of the Escondido Boulevard District.*

Architectural designs should incorporate existing urban features found in the northern portion of the Escondido Boulevard, 9th Avenue, and West Mercado Districts, with rural features found in the Southern Entry District to establish a theme and character that is unique to the corridor. Character-defining streetscape amenities enhance walkability and create a memorable experience. Street trees, special pavement treatment, lighting, benches, public banners, and public art are important components of creating a special place.

#### *Ensure pedestrian-friendly design.*

The goal along this corridor is to create a visually interesting and pleasant walkable environment that also supports use of transit. Appropriate building height and massing will maintain a “human scale” for the district. Unique and attractive building materials, elements and features at the sidewalk level will provide visual interest and richness for pedestrians. Building entrances should be defined, visible, articulated and well lit. Parking will be located behind or beside buildings and the number of driveways will be minimized to help maintain the continuity of the streetscape adjacent to the sidewalk. Special design guidelines will ensure that building corners facing intersections or open space plazas create a welcoming appearance.





### ***Create shopkeeper, artisan units and flex-spaces.***

The creation of shopkeeper and artisan units, and flex space within units, is encouraged within the South Escondido Boulevard District. These specialized forms of mixed-use development combine residential and commercial space into one unit, which can reduce both housing and business costs for residents. These units can be constructed as stand-alone buildings, or combined into multi-family projects. Shopkeeper and artisan units include ground-floor commercial space, with residences on floors above or behind commercial areas, whereas the ground-floor space in flex-space units can be used for either residential or commercial purposes. In both cases, the commercial/flex space is attached to the primary residence, but also includes a separate entrance that allows visitors to access the commercial space without walking through the primary residence.

### ***Design multi-family residential developments to include stoops as first floor entries.***

Stoops that connect private living spaces to public streets are a core strategy for activating the edges of urban residential buildings while providing a separation buffer between the private interior use and the public street.

### ***Develop infill vacant parcels and redevelop blighted properties.***

Infill development is encouraged to replace vacant and blighted properties. Infill can upgrade the appearance of the corridor and remove the eyesore and public safety concerns associated with undeveloped or neglected sites.

### ***Rehabilitate and revitalize existing storefronts.***

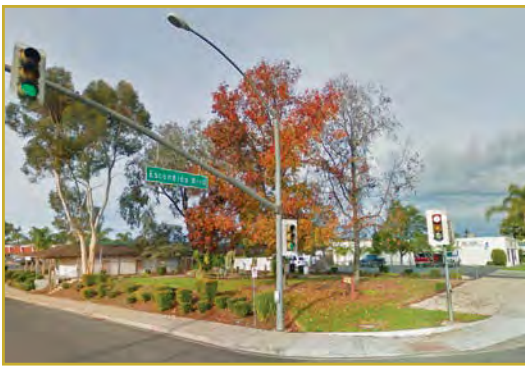
Attractive, appealing building facades create a vibrant commercial area. Attractive architectural details should be used to enhance the scale and interest of buildings.

### ***Protect adjacent residential uses.***

This corridor is bordered by The Old Escondido Neighborhood Historic District to the east and the Orange Street district to the west. New development will be required to respect the scale of these properties through development standards and design guidelines that ensure compatibility.

***~ The creation of shopkeeper and artisan units, and flex space within units, is encouraged within the South Escondido Boulevard District ~***





*~ Escondido Boulevard provides an ideal opportunity for private developments to combine public right-of-way areas with their adjacent frontages to create attractive public spaces like parklets that extend the sidewalk into the parking lane to be used for seating and shade. ~*

### 3.3.3.4 Parks, Recreation, and Open Space Concepts.

#### ***Activate Felicita Mini-Park.***

Felicita Mini-Park (at the northwest corner of West Felicita Avenue and South Escondido Boulevard) will be redeveloped with active uses such as outdoor fitness equipment, which can be used as a stand-alone facility or as an extension of the parcourse along Pine Street Pathway.

#### ***Encourage public/private plazas, parklets, and pocket parks.***

Pocket parks can take many forms and can create interest in a targeted space, and substantially add opportunities to socialize, and improve fitness and health. With the addition of residences along the Boulevard, developers are required to incorporate recreational spaces for residents in each development, whether it is mixed-use or multi-family. With its parallel parking and proposed pedestrian bulb-outs, Escondido Boulevard provides an ideal opportunity for private developments to combine public right-of-way areas with their adjacent frontages to create attractive public spaces like parklets that extend the sidewalk into the parking lane to be used for seating and shade.

#### ***Sponsor and encourage street fairs, festivals, open streets events.***

The pedestrian scale of the Boulevard, the inviting and unique businesses, the distinctive streetscape with banners, benches, and public art, and its connection to Downtown Escondido, make this district ideal for street fairs, festivals, and open street events. Holding events that reflect the heritage of the community and attract residents from other neighborhoods to the area are a positive way to support local businesses and artisans, demonstrate the City's commitment to investment in the area, promote volunteerism, and provide opportunities for social interaction.

### 3.3.4 District Specific Development Standards and Design Guidelines

#### 3.3.4.1 Development Standards.

1. Refer to Chapter 5 for additional Development Standards.
2. Main entries to development located on Escondido Boulevard shall orient toward Escondido Boulevard and not toward intersecting streets. Side and back entries on intersecting streets are allowed, but must be subordinate to the main entry.
3. Where existing setbacks vary, a defining edge shall be created by providing building articulation, attractive landscaping, pedestrian-scaled landscaped hedges, low fences, pergolas, or seat walls that align with the adjacent building facades.
4. All residential entries shall have front porches, entry courts, or entry stoops to create semi-private outdoor spaces that generate transitional spaces between public sidewalks and buildings.
5. Driveways and service access are not allowed on South Escondido Boulevard unless a secondary driveway access is unavailable.



#### 3.3.4.2 Design Guidelines.

1. Architectural themes for new development should combine some of the existing urban historic features found along the northern portion of the Escondido Boulevard, 9th Avenue, and West Mercado Districts with rural features found in the Southern Entry District to create a design vocabulary that is unique to the corridor. “Franchise-style” architecture is discouraged. New and infill development should respect the scale and character of existing adjacent buildings by employing transitional massing or design strategies.
2. Use building design or plaza open spaces to serve as landmarks visible along Escondido Boulevard.
3. Entries to ground-floor residential, shopkeeper, and artisan loft units in the Escondido Boulevard District should be oriented to the public right-of-way.
4. Encourage activated sidewalk features such as outdoor eating / café areas to support a pedestrian-focused environment.
5. Pedestrian connectivity within the site and to adjacent properties is extremely important. Access shall be provided concurrent with new and redevelopment proposals. In the event that such access is not granted by an adjacent property owner the applicant shall coordinate and relinquish future rights through the recordation of an easement or IOD.
6. Where property is insufficient to support a sidewalk café, encourage restaurants and cafés to host open spaces constructed in the parking lane outside a local business that provide space for table service for the business’ exclusive use (like a sidewalk café). (The design and location is similar to a parklet, as described in Chapter 7.)
7. Auto-centric land uses should minimize conflict point between pedestrians and cyclists. Minimize curb cuts.





# 3.4 9TH AVENUE OVERLAY DISTRICT

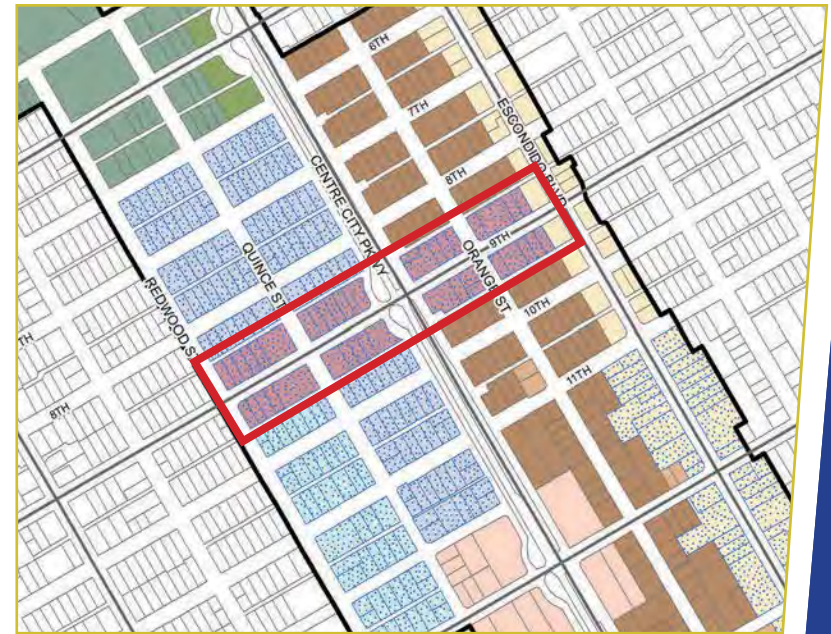
## 3.4.1 Setting

The 9th Avenue Overlay District includes the four blocks of street-facing development along 9th Avenue between Redwood Street on the west and South Escondido Boulevard on the east, and is bisected by South Centre City Parkway. Existing land uses are commercial and include primarily older retail, restaurant, office and service uses. Auto-oriented uses are established at the four corners of the Centre City Parkway and 9th Avenue intersection, including gas stations, auto sales and a car wash.

9th Avenue is also an important transportation link within Escondido because it connects to I-15 and the major shopping centers just west of I-15, and to South Escondido Boulevard and the adjacent Old Escondido Neighborhood Historic District to the east.

## 3.4.2 9th Avenue Overlay District Vision.

The 9th Avenue Overlay District is envisioned as a lively, walkable mixed-use and commercial corridor that provides neighborhood-serving goods and services to residents in the Quince and Orange Street Districts. A key feature of the 9th Avenue District is the enhanced pedestrian connection across Centre City Parkway to the Escondido Boulevard District, which will occur by implementing the district concepts described below. As properties are revitalized and renovated, new development will respond to market forces resulting in the construction of street-level commercial use synergies that create a vibrant and thriving urban place. 9th Avenue is a thoroughfare where neighborhood residents, employees, and visitors will frequent and provide pedestrian activity in the day and evening hours.



## 3.4.3 9th Avenue Overlay District Concepts.

### 3.4.3.1 Land Use Concepts.

The following land use concepts highlight some of the key ways land use will help implement the vision for the 9th Avenue Overlay District totaling 9 acres. See the Land Use Table in Chapter 4 for permitted uses.

#### *Allow flexible land uses.*

As properties recycle, owners will have the flexibility to choose to construct commercial serving land uses that accommodates a fuller range of allowed uses to foster a lively urban environment. Mixed-use will be permitted, when a minimum lot size of 20,000 SF is achieved.



### *Encourage neighborhood-serving commercial.*

Preferred commercial uses in this district include small-scale, pedestrian-oriented businesses and services that allow surrounding residents to meet many daily needs without leaving their neighborhood. Examples of these uses are specialized retail, grocery stores, cafes and restaurants, office space, and personal and business service uses. Auto-oriented uses are discouraged in this district.

### **3.4.3.2 Mobility Concepts.**

The mobility concepts for the 9th Avenue Overlay District are designed to encourage more walking and bicycling, and make it easier to access transit at the intersection of 9th Avenue and Escondido Boulevard. The 9th Avenue Corridor District concepts are detailed in the Mobility Chapter of this plan and outlined below:

#### *Install safe, visible, attractive crosswalks.*

New crosswalks are needed, especially across Centre City Parkway, Quince Street, and across 9th Avenue at the proposed Pine Street Pathway, to encourage residents to walk and bike to the recreational path, and to neighborhood-serving businesses and services.

#### *Construct planned bike lanes.*

The Class II bikeway will be extended along 9th Avenue from Centre City Parkway to Redwood Street, as detailed in the City's Bicycle Master Plan, and will include a safe connection with the Pine Street Pathway. New development will be required to install private bike racks.

### **3.4.3.3 Design Concepts**

Given its low-scale residential and commercial character, design themes for this district capitalize on creating a quaint, modest-scaled, neighborhood-friendly development of commercial and residential mixed-uses.

#### *Install landscaping and streetscape improvements.*

As properties recycle in this district, the addition of landscaping and streetscape improvements will help create a pedestrian-oriented welcoming appearance.



***Encourage shopkeeper and artisan units.***

The creation of both shopkeeper and artisan units is encouraged within the 9th Avenue Overlay District. These specialized forms of mixed-use development combine residential and commercial space into one unit, which can reduce both housing and business costs for residents. They can be constructed as stand-alone units, or combined into multi-family projects. Shopkeeper units include ground-floor commercial space, with residences on floors above or behind commercial areas. The ground-floor space in artisan units can be used for either residential or commercial purposes. In both cases, the commercial/ flex space is attached to the primary residence, but also includes a separate entrance that allows visitors to access any commercial space without walking through the primary residence.

***Implement pedestrian-friendly design.***

The goal along the 9th Avenue corridor is to create a visually interesting, walkable environment that welcomes residents and visitors. Appropriate building height and massing will maintain a “human scale” for the district. Unique and attractive building materials, elements and features at the sidewalk level will provide visual interest and richness for pedestrians. Parking should be located off the alleys behind buildings, and new driveways will not be allowed off 9th Avenue to maintain the continuity of the streetscape adjacent to the sidewalk. Special care should be used in designing building



corners facing intersections or open space plazas to create a welcoming appearance.

***Encourage outdoor rooms.***

At commercial facades, “outdoor rooms” should be created to accommodate outdoor dining and café spaces at the street level or on roof decks to promote visible pedestrian activity and provide interest within the area.

***Install gateway signage.***

A gateway sign at the west end of the district is proposed to indicate the entry into the 9th Avenue corridor and South Centre City. The design of the sign will help create an identity for the corridor and encourage community pride.

**3.4.3.3 Parks, Recreation, and Open Space Concept.**

***Make a direct connection to Pine Street Pathway.***

The Pine Street Pathway for bicycles and pedestrians will continue from the Quince Street District to the north, and extend along Pine Street through the center of the 9th Avenue Overlay District. While only a small portion of the pathway is within the 9th Avenue Overlay District, a key focal point for the trail is provided at the crossing of 9th Avenue. This location includes additional right-of-way between Centre City Parkway and Pine Street that can provide larger trail amenities such as exercise facilities, benches, public art, or play equipment.

### 3.4.4 District-Specific Development Standards and Design Guidelines.

#### 3.4.4.1 Development Standards.

1. Refer to Chapter 5 for Development Standards.
2. Main entries to development located on 9th Avenue shall orient toward 9th Avenue and not toward intersecting streets. Side and back entries on intersecting streets are allowed, but must be subordinate to the main entry.
3. Where existing setbacks vary, a defining edge shall be created by providing building articulation, attractive landscaping, pedestrian-scaled landscaped hedges, low fences, pergolas, or seat walls that align with the adjacent building facades.
4. Driveways and service access are prohibited on 9th Avenue. Access to parking areas shall be from the alley.

#### 3.4.4.2 Design Guidelines.

1. Buildings facing 9th Street should have a “main street” type design character with shops and building frontages defining pedestrian-scaled and pedestrian-friendly walking corridors. “Franchise-style” architecture is discouraged.
2. Entries to ground-floor residential, shopkeeper, and artisan loft units in the 9th Avenue Overlay District should be oriented to the public right-of-way.
3. Commercial, shopkeeper, artisan loft, and/or mixed-use projects should have traditional design features that respect the scale and design character of the adjacent neighborhood buildings.
4. Architectural materials should focus on using traditional building materials such as stone, brick, enhanced concrete masonry block, stucco, steel, glass and wood.
5. Exterior building color pallets should be compatible with neighboring properties and complement the neighborhood. They should enrich the visual context of the district and support the feeling of “place. Discordant and jarring colors should be avoided.
6. Encourage activated sidewalk features such as outdoor eating / café areas to support a pedestrian-focused environment.
7. Where property is insufficient to support a sidewalk café, encourage restaurants and cafés to explore adding parklets (see definition in Appendix A) which are open spaces constructed in the parking lane outside a local business that provide space for table service for the business’ exclusive use (like a sidewalk café).
8. Provide pedestrian linkages where possible to connect parking lots and courts off alleys with major streets and building entries with interesting, yet safe pedestrian pathways. Encourage the use of murals and other art features to define and enhance these pedestrian pathways.



9. Apply context sensitive elements as sidewalk enhancements such as street trees, landscape parkways, pedestrian-scaled light poles, and intersection corner pop-outs on a project by project basis.
10. Use building design or plaza open spaces to serve as landmarks visible along 9th Avenue.
11. At the intersection of 9th Avenue and Orange Street, provide enhanced paving to reduce traffic speeds and promote a safe pedestrian crossing. This feature will also provide a central hub for the district to install wayfinding and monument signage.
12. At the same intersection noted in subsection 11 above, embellish building corners facing the intersection to provide interesting architectural features, such as diagonal entries, entry courtyards, outdoor café seating areas, or tower features.

# 3.5 QUINCE STREET DISTRICT

## 3.5.1 Setting.

The Quince Street District is located south of and adjacent to the West Mercado District, and west of South Centre City Parkway, and totals 29 acres. South Quince Street extends through the center of the District from north to south, and the 9th Avenue Overlay District bisects the area from east to west. Land use is primarily single-family and light multi-family residential; some of the residences are directly adjacent to industrial land uses in the West Mercado District. Many of the homes are well established, with some over 50 years old. Lot sizes are approximately 7,000 square feet and alleys provide access to the rear of the properties. Sidewalks are missing in approximately half of the district. The Escondido Transit Center is located approximately five blocks north of this district.

## 3.5.2 Quince Street District Vision

The Quince Street District will continue to be a lower density, urban neighborhood with a variety of housing options, including single-family homes with accessory units, lower-density multi-family housing, and creative new housing types such as pocket neighborhoods and alley-oriented residential units above garages. Residents can walk or bike to local services and new restaurants and cafes on 9th Avenue, 13th Avenue Corners, and Escondido Boulevard. Many residents operate new home-based businesses made possible by the Major Home Occupation Permit. Their businesses are located in flex spaces inside their home, or in a new accessory building accessed from the alley. Limited amounts of customers are allowed to visit these home-based businesses. Economic prosperity will be raised for district residents by the operation of home-based businesses and rental income received from added residential units.

Over time, the sidewalk network in the district will be completed and bicycle lanes will be added. As appropriate, overly wide streets may be modified to give them a more attractive, residential feel by reducing the number of vehicle travel lanes to allow for angled parking with pedestrian and streetscape improvements.

Recreational opportunities will be increased with the addition of the Pine Street Pathway adjacent to Pine Street along the eastern edge of the District.



### 3.5.2.1 Land Use Concepts.

The Quince Street District is implemented by two subareas, including the Quince Street Single-Family Overlay, which allows single-family homes, and the Quince Street Multi-Family Overlay, which allows low-density multi-family residential development. The Quince Street Mixed Use Overlay allows Major Home Occupation business uses. The following land use concepts highlight some of the key ways land use will help achieve the vision for this district. See the Land Use Table in Chapter 4 for permitted uses.

#### *Encourage additional dwelling units.*

A more densely developed residential pattern is desired in this neighborhood to help address the City-wide shortage of housing units, provide additional housing options, and improve the economic condition of the district residents. The District should feature single-family homes with accessory dwelling units, duplexes, and low-density multi-family housing that is in character with surrounding development. Property owners are encouraged to add flex spaces to the existing or redeveloped residences to provide a dedicated space from which to operate a business from home. Accessory dwelling units including those constructed over alley-oriented garages are also encouraged.

#### *Allow for a new type of home-based business.*

The Specific Plan introduces a new type of home occupation permit called a Major Home Occupation, which allows a limited number of customers to visit the premises, subject to the regulations found in the Escondido Zoning Code Article 44, while maintaining the residential character of the neighborhood. The purpose of the Mixed-Use Overlay in the Quince Street District is to allow for more home-based business opportunities that provide new income sources for residents, and reduce business start-up costs for entrepreneurs.



### 3.5.2.2 Mobility Concepts.

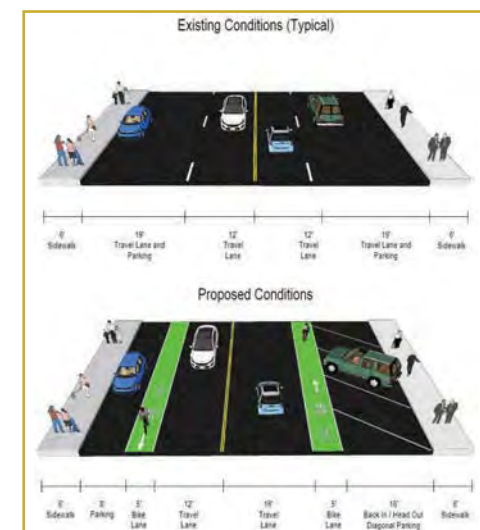
The mobility concepts for the Quince Street District are designed to encourage more walking, bicycling, and use of transit, and includes a “road diet” for Quince Street, and perhaps other streets in the district. These concepts are detailed in the Mobility Chapter of this plan and outlined below.

#### *Redesign Quince Street, implementing a “road diet”.*

The number of vehicle travel lanes along Quince Street can be reduced, while allowing room for wider sidewalks, bike lanes, additional parking, street trees and other streetscape amenities. This will greatly enhance the appearance, safety and functionality of this roadway. Said improvements that may affect roadway capacity, would be more thoroughly designed and analyzed by a separate and future process prior to implementation.

#### *Complete the missing sidewalk network.*

Because the Quince Street District is a residential neighborhood, completing the sidewalk network is a priority for improving pedestrian connectivity.





#### ***Install visible, attractive crosswalks.***

Enhanced crosswalks will be part of the Quince Street “road diet” redesign. The specific locations will be determined during project design.

#### ***Construct Class II bike lanes on Quince Street.***

The Escondido Bicycle Master Plan calls for the installation of bike lanes along Quince Street. This will be part of the roadway redesign project along Quince Street.

#### ***Plan for a wayfinding system.***

As more development occurs, a wayfinding system will be developed to reflect a unified theme throughout the area and facilitate pedestrian and bicycle connections to downtown, transit, recreation and other amenities.

### **3.5.2.3 Design Concepts.**

#### ***Promote creative new housing types.***

Developing “pocket neighborhoods,” and/or courtyard-style developments, by combining two or more parcels that share landscape open areas and link residential streets with alleys, is encouraged for this neighborhood. All residential units will orient toward Quince Street or the landscape open areas. Development at ends of blocks should align with new pocket neighborhood developments and provide entries, front porches or courtyards that face public streets. Residential parking is required to be located along alleys, and no driveways will be permitted off streets.

#### ***Two development prototypes were tested for market feasibility.***

At the time the market analysis was prepared (August 2016), this type of development would only be feasible with added incentives or subsidies.

#### ***Incorporate security-oriented design techniques.***

Physical design features discussed in Chapter 5 can discourage crime. Crime prevention features will be a component of the design of all new projects in the District, in collaboration with the Escondido Police Department.





### ***Improve alleys.***

The addition of green infrastructure along alleyways, as discussed in Chapter 8, will provide for stormwater treatment and improve overall appearance, making them desirable for alley-oriented development (also known as “lane housing”) such as residential-over-garage units.

### ***Consider vacation of right-of way to achieve density in the Multi-Family Overlay.***

Excess right-of-way exists along several public streets in this district, including 6th, 7th, 8th, 10th, 11th and 12th Avenues. Vacating part of these right-of-ways will add sufficient square footage to adjacent properties to accommodate two dwelling units on a single lot while still adequately serving the transportation needs of the neighborhood residents. Excess right-of-way can also be used to add angled or reverse-angled parking along one side of the street to increase the supply of parking for the Quince Street neighborhood, and accommodate the needs of anticipated home-based businesses. California law prevents the city from imposing extra parking requirements on a property owner for accessory dwelling units within ½ mile of transit.

## **3.5.2.4 Parks, Recreation, and Open Space Concept.**

### ***Increase recreational options with Pine Street Pathway.***

The Pine Street Pathway will extend along the entire eastern edge of the Quince Street District. With its walking/biking trail, parcourse exercise facilities, benches, and other recreational amenities, this path will function as a linear park and greatly expand recreational opportunities for residents in this district. Details of the Pine Street Pathway are found in Chapter 7: Parks, Recreation and Open Space.





### 3.5.3 District Specific Development Standards and Design Guidelines.

#### 3.5.3.1 Development Standards.

1. Parking shall be accessed from alleys. No curb cuts shall be allowed off streets.

#### 3.5.3.2 Design Guidelines.

1. Encourage the development of “pocket neighborhoods” by combining two or more parcels with a shared landscape open areas that links the residential streets with alleys. All residential units face the main streets or the landscape open areas.
2. Front porches or entry courts should be included to create semi-private outdoor spaces that form transitional spaces between yards and buildings.
3. Infill housing units over garages should be oriented to alleys.
4. Infill development and additions shall maintain the residential scale and design character of existing homes. Utilize or complement existing residential design styles such as Craftsman, Mission, Spanish Revival, and Ranch that emphasize low-scale residential character with applicable detailing.
5. Exterior building color palettes should incorporate historic colors that create a comfortable and pleasing residential character. Colors should be compatible with neighboring properties and complement the neighborhood. Overly bright or jarring colors are discouraged.
6. Acceptable design materials may include exposed masonry brick, stone, stucco, cementitious or wood siding. Metal, aluminum, fiberglass or other materials not listed above are discouraged.
7. Infill development should respect the scale and architectural design of adjacent existing buildings by aligning architectural features and trim with adjacent homes.





8. Utilize architectural design that incorporates pedestrian scaled elements to promote outdoor social spaces and create semi-private transition zones, such as front porches, entry courtyards, and/or landscape seating areas.
9. Create entry courtyards using low site walls or picket fences less than 36" in height adjacent to right-of-way areas to define courtyard edges from public sidewalks and streets.
10. Provide pedestrian linkages where possible to connect streets with alleys by installing interesting, yet safe pedestrian pathways.
11. Enhance and/or expose interesting existing architectural design features where available.
12. Allow existing homes to provide infill development for approved home office / commercial flex spaces in accordance with the Major Home Occupation Permit. Additions shall respect the residential scale and design character of existing homes.

## 3.6 ORANGE STREET DISTRICT

### 3.6.1 Setting.

The Orange Street District extends along both sides of South Orange Street, generally between 5th and 6th Avenue at the north, to the Felicita District to the south. It is a linear residential district of approximately 38 acres with a mix of single- and multi-family housing situated between Centre City Parkway and South Escondido Boulevard. Alleys provide access to the rear of the properties in this district. Access to the west is limited to a few east-west crossings at Centre City Parkway, and many of the east-west streets and alleys end in cul-de-sacs at Centre City Parkway. Solid walls separate the developments at the south end of the district from the adjacent commercial development along Felicita Ave and Centre City Parkway.

### 3.6.2 Orange Street District Vision.

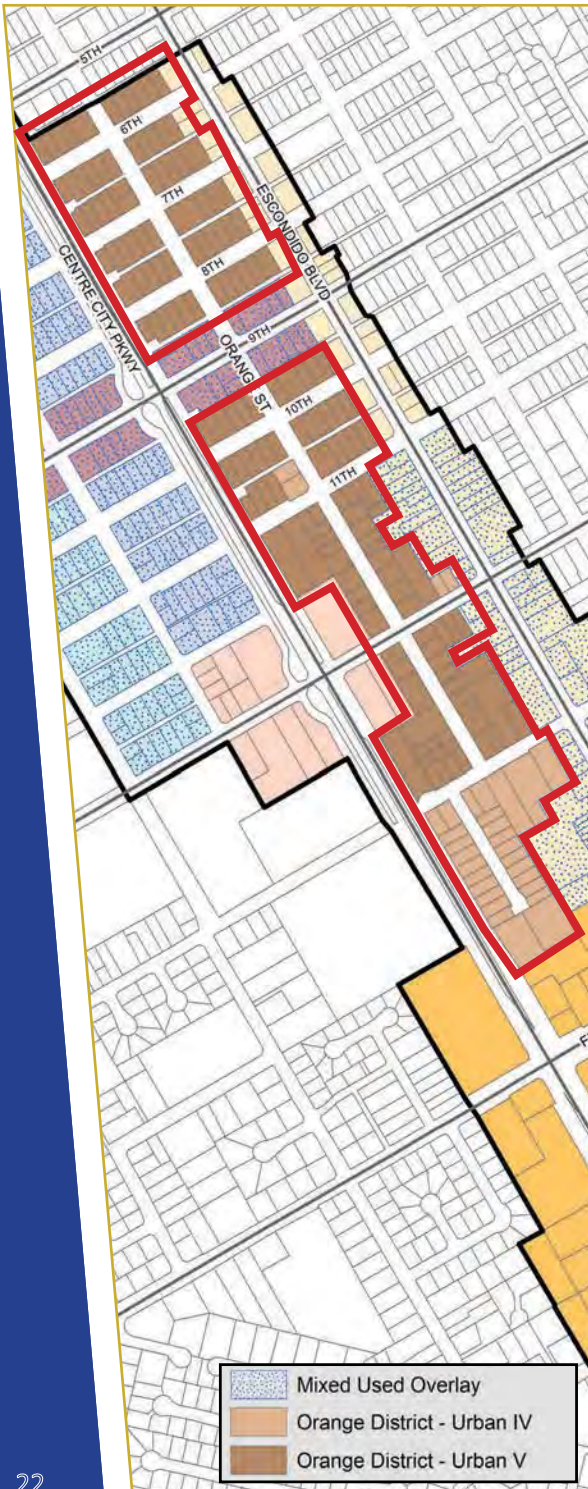
The Orange Street District is envisioned as transitioning to a higher-density urban, walkable, multi-family neighborhood with a mix of housing types, including multiple detached units on single lots and multi-family housing developments. This district provides for the highest permitted density—up to 30 du/acre—when properties are consolidated and other key General Plan policies are implemented. Its close proximity to downtown Escondido, transit and services along Escondido Boulevard and 9th Avenue, and the need for more housing, make it an ideal location for pedestrian- and transit-oriented development. The principles of security-oriented design are emphasized as a deterrent to crime, with well-maintained landscaping, and development designed to provide “eyes on the street.” Alleys are transformed into safe, beautiful, sustainably landscaped, active transportation networks that provide incentives to develop new residential units that orient toward the improved alleys.

Owners are encouraged to increase densities on their properties by adding accessory units, consolidating lots and building multi-family units, or developing small lot subdivisions as a means to increase income, bolster economic prosperity and expand housing options.

### 3.6.2 Orange Street District Concepts.

#### 3.6.3.1 Land Use Concepts.

The Orange Street District is implemented by two subareas—the Orange Street Urban IV Subarea and the Orange Street Urban V Subarea. The following land use concepts highlight some of the key ways land use will help achieve the vision for this district. See the Land Use Table in Chapter 4 for permitted uses.



### ***Transition to higher-density multi-family residential.***

A transition to higher density infill multi-family residential development is a goal for this district. The predominant land use category is Urban V (see the Orange Street Urban V Area) which allows a maximum density of up to 30 du/acre, with a minimum density of 21 du/ac, (see Chapter 4). The area south of 15th Avenue, along Orange Place (see the Orange Street Urban IV Area) allows a density of up to 24 du/acre. Infill projects should be designed to promote walkability. Ensuring quality design and compatibility with adjacent development is a priority and is especially important as this district transitions into a higher-density neighborhood.

### ***Encourage additional dwelling units.***

Properties with single-family homes are encouraged to either add accessory units or recycle to multi-family development to help address the citywide shortage of housing units, improve the economic status of property owners by adding rental income, and expand housing options. Detached accessory units, as well as units constructed over alley-oriented garages, are encouraged.

### ***Child care homes and centers.***

As new multi-family units are constructed in the Orange Street area, the City will work with developers and property owners to include childcare services where feasible.

## **3.6.3.2 Mobility Concepts.**

The mobility concepts for the Orange Street District are designed to encourage walking and bicycling, and are detailed in the Mobility Chapter of this plan and outlined below.

### ***Install new crosswalks.***

Safe, attractive and highly visible crosswalks are needed to enable pedestrians to cross both at 9th Avenue and at Centre City Parkway to connect to the Pine Street Pathway.

### ***Create a new pedestrian connection.***

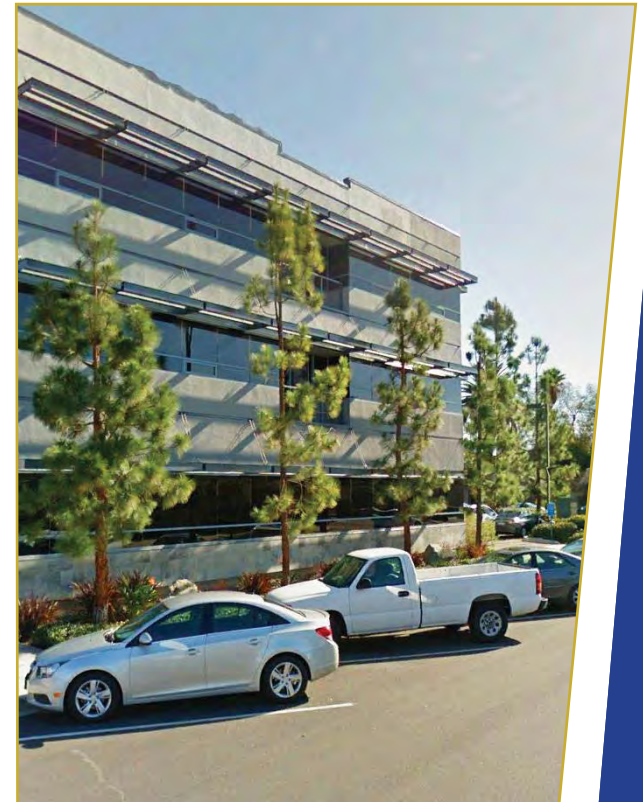
Construct a direct pedestrian connection at the southern terminus of Orange Place to the commercial development immediately to its south along Felicita Avenue to provide convenient pedestrian access and considerably reduce the distance for residents to access shops and services.

### ***Require bike parking.***

New multi-family development will be required to provide protected bicycle parking.

### ***Install wayfinding signage.***

Wayfinding will carry through the theme of the area, and direct residents to the transit stops on the Boulevard, Downtown Escondido, the bikeways, and the Pine Street Pathway.



### 3.6.3.3 Design Concepts.

#### *Promote quality site and building design.*

As this district transitions from single-family and lower density multi-family residential uses to high-density residential infill development, ensuring quality site and building design is a priority, including architecture, building materials, and landscaping. Site design that integrates open space and recreational amenities is also emphasized.

#### *Require smart growth oriented design.*

Nearly the entire district is within a ¼-mile distance of a transit stop on Escondido Boulevard, as well as shops and services located in the Escondido Boulevard District. Other commercially oriented districts are also within easy walking and bicycling distance. These factors make the Orange Street District one of the best-suited residential districts for pedestrian- and transit-oriented development.

#### *Incorporate security-oriented design principles.*

Buildings and landscaping will be constructed and maintained using the security design guidelines described in Chapter 5. Resident safety should be a critical component of infill design.

#### *Improve the alleyways.*

The addition of green infrastructure along the alleys, as discussed in Chapter 8, will offer stormwater treatment opportunities and improve the appearance of the alleys making them an asset to the community. Attractive, green, safe alleys provide an incentive to orient accessory dwelling units and new multiple-family units toward alleys, and also provide an incentive for investment.



### 3.6.3.4 Parks, Recreation, and Open Space Concepts.

#### *Provide access to public recreational facilities and open space.*

As residential densities increase in the Orange Street District, the need for additional open space and recreational opportunities will also increase. Implementing the recreational network components provided in the Parks, Recreation, and Open Space Chapter is a priority for the Orange Street District. The Pine Street Pathway will serve as a linear park for the Orange Street District; the amenities, including a walking/bicycling trail and parcours, are within ¼ mile or less of the majority of the district. Incorporating a parcours station in the Felicita Mini-Park and completing the bicycle paths as described in the Mobility Chapter, will significantly increase both the quantity and quality of recreational amenities available to residents of the district. Due to the limited number of signalized intersections across Centre City Parkway, and other safety issues identified in the Opportunities and Constraints Report, enhancement of intersections as described in the Mobility Concepts above and Chapter 7 will be a priority for the Orange Street District.

#### *Incorporate recreational amenities into new development.*

New multi-family development is required to provide open space as specified by development standards for this district.



## 3.6.4 District Specific Development Standards and Design Guidelines

### 3.6.4.1 Development Standards.

1. No Orange Street District Specific Development Standards
2. Refer to Chapter 5 for Development Standards.

### 3.6.4.2 Design Guidelines.

1. Pocket neighborhood housing is encouraged for new development in the Orange Street District. See the Quince Street District for recommended prototypes.
2. Development projects should have contemporary design features that respect the scale and design character of the adjacent neighborhood buildings. Design themes should borrow and complement the colors and materials of existing high quality, established homes.
3. Building materials for development projects facing major streets should complement the contemporary design character. Materials may include stone, exposed concrete, concrete masonry block, stucco, steel, brick, glass and wood.
4. Exterior building color palettes should be compatible with neighboring properties and complement the neighborhood. They should enrich the visual context of the district and support the feeling of “place”. Discordant and jarring colors should be avoided
5. Provide transitional design strategies for larger developments that are adjacent to existing single-family homes. Recognizing that change will happen over time, in the intervening period, evaluate nearby properties for character elements that can be replicated in new developments, such as architectural features or landscape elements.
6. Provides development step backs above two stories facing public streets to maintain existing character of the Orange Avenue District.
7. All residential unit entries should have front porches, entry courts, or entry stoops to create semi-private outdoor spaces that generate transitional spaces between public sidewalks and buildings.
8. Balconies should overlook internal courtyards or open areas and not orient towards overlooking private residential homes.
9. New or infill developments should provide an internal private street with street trees and other amenities to align a row of residential units at the back of the parcel.





## 3.7 13TH AVENUE CORNERS DISTRICT

### 3.7.1 Setting.

Located at the intersection of Centre City Parkway and 13th Avenue, this 9-acre District consists of the parcels that create four commercially designated “corners” of the intersection. Current uses on the west side of the intersection are a Sprouts grocery store and a sit-down casual restaurant. On the east side of Centre City Parkway is a strip-commercial center and fast food outlet on one corner, and on the remaining corner is a building that was previously a single-story motel, now occupied by a camper sales business.

### 3.7.2 13th Avenue Corners District Vision.

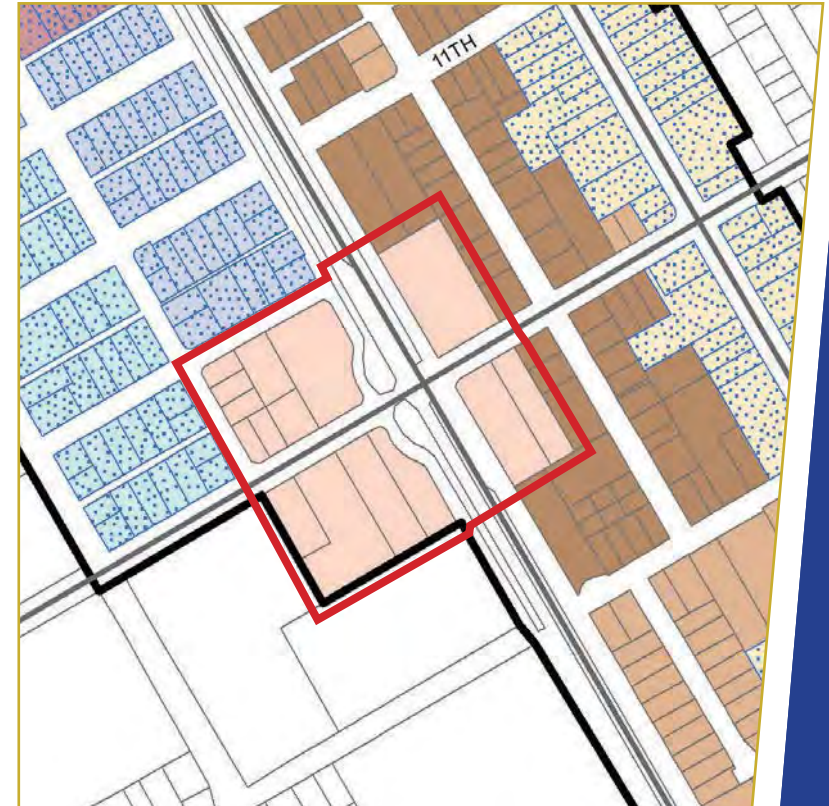
As one of the signalized intersections along South Centre City Parkway, the 13th Avenue Corners District is a focal point along the corridor. The Pine Street Pathway is an important component of the identity of this District, making it a destination for pedestrians and bicyclists. Both public and private right-of-way will be activated along the western side of Centre City Parkway by providing amenities desirable to users of the recreational trail and commercial businesses, such as parcourse exercise equipment, play structures, and benches for enjoying the nearby food offerings, and for social interaction.

Enhanced pedestrian crosswalks are attractive, improve safety, and encourage walking in the area. Bicycle crossings are separated from the pedestrian crossings for safety of both groups of users. A unique landscape theme unifies the four corners of the district, adding to the ambiance and appearance. A public art program at this intersection further enhances the appearance of the 13th Avenue Corners and defines the district as distinct and unique. A robust wayfinding program that incorporates elements of public art further encourages walking, bicycling, and use of the nearby transit stop at the intersection of 13th Avenue and Escondido Boulevard.

### 3.7.3 13th Avenue Corners District Concepts.

#### 3.7.3.1 Land Use Concepts.

The following land use concepts highlight some of the key ways land use will help achieve the vision for this district. See the Land Use Table in Chapter 4 for permitted uses in the 13th Avenue Corners District.



#### *Encourage underutilized property to redevelop.*

The property at the northeast corner of Centre City Parkway and 13th Avenue is likely to redevelop over the life of the Specific Plan. Commercial development at this location is envisioned to be consistent with the other three corners of this intersection. The attractive design, character and setbacks of the existing southwest commercial building will be replicated on this parcel. Redeveloping this property is an ideal opportunity to tie the four corners together with a combination of public and private improvements

### 3.7.3.2 Mobility Concepts:

The mobility concepts for this district encourage more walking and bicycling, and are detailed in the Mobility Chapter of this plan and outlined below:

#### *Improve the intersection of 13th Avenue, Centre City Parkway and Pine Street.*

Intersection improvements will enhance safety, and thereby increase pedestrian and bicycling opportunities. Improvements include attractive crosswalks, integrated bike lanes, and seamless connections to the Pine Street Pathway and associated recreational amenities near this location.

#### *Provide pedestrian amenities.*

Wayfinding signs and information kiosks will inform and direct pedestrians to nearby transit, downtown, and other nearby places of interest.

#### *Provide bicycle parking.*

Safe, secure bicycle parking will be included as part of new development to promote biking, particularly to patronize the commercial businesses in this district.

### 3.7.3.3 Design Concepts.

#### *Create a signature intersection.*

A distinct landscape theme, combined with the identified mobility improvements, will create a more prominent intersection. Wayfinding signs and the streetscape amenities discussed for the Pine Street Pathway help create a distinctive appearance. Canopy trees shall be preserved or replaced

#### *Emphasize public art.*

A public art theme incorporating sculptures or other interesting art pieces strategically located at the four corners of the intersection will unify the district and provide Centre City Parkway more of a neighborhood scale and identity.



### 3.7.3.4 Parks, Recreation, and Open Space Concepts.

Strategically link the Pine Street Pathway to commercial uses. Integrating picnic tables or benches for resting in the lesser-used eastern part of the grocery store parking lot with the Pine Street Pathway would promote greater use of the nearby recreational amenities.

## 3.7.4 District Specific Development Standards and Design Guidelines.

### 3.7.4.1 Development Standards.

1. Landscaping along Centre City Parkway shall be “canopy” restorative to the extent practicable, to the satisfaction of the Director of Community Development. For meeting the intent of the section, a buffer yard shall be provided along the entire frontage and feature a strong collection of industry and canopy trees.
2. Refer to Chapter 5 for Development Standards.

### 3.7.4.1 Design Guidelines.

1. Infill development at the northeast corner of Centre City Parkway and 13th Avenue is anticipated during the life of the plan. Redevelopment of this corner should be consistent with the setbacks and design character of existing southwest corner commercial building.
2. All corners of the intersection of 13th Avenue and Centre City Parkway should have consistent and compatible landscaping to emphasize the intersection as a key commercial destination along 13th Avenue and Centre City Parkway.
3. Provide pedestrian amenities at landscape corners and along the Pine Street Pathway, such as wayfinding signs or information kiosks.
4. Provide interesting outdoor pedestrian destinations such as public art, plazas, food courts, tables, benches, and/or other site amenities.



## 3.8 FELICITA COMMERCIAL DISTRICT

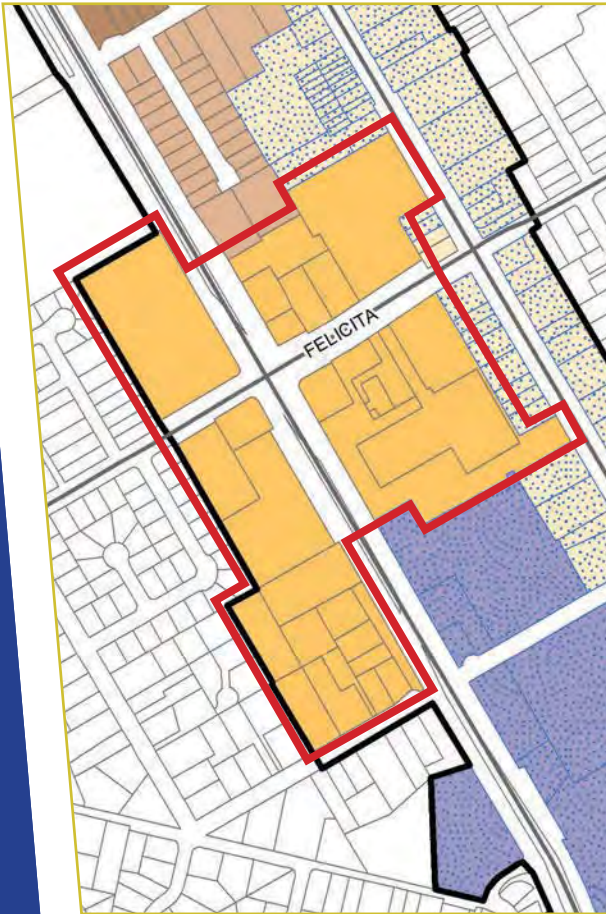
### 3.8.1 Setting.

The Felicita Commercial District is an active commercial area with regionally serving retail businesses including grocery stores, national pharmacy chains, fast food outlets, gas stations and other retail and commercial outlets totaling approximately 33 acres. Located at the intersection of Centre City Parkway and Felicita Avenue, the shopping centers at each of the four quadrants are strip commercial-style and highly auto-oriented. The commercial centers are economically viable and land uses are not expected to change significantly over the life of the South Centre City Specific Plan.

The shopping centers are separated from adjacent residential neighborhoods by masonry block walls. As a result, nearby residents have to walk a significant distance to access the nearby stores, or drive.

### 3.8.2 Felicita Commercial District Vision.

The Felicita Commercial District is envisioned as an active commercial area with larger-scale businesses that serve South Centre City residents as well as customers from surrounding neighborhoods and communities. As properties recycle, outdoor common areas or plazas are incorporated into the existing commercial developments to serve as community gathering





spaces for social interaction. Where solid walls once blocked access, convenient pedestrian entry points and shortcuts are created to improve accessibility to the shopping centers and encourage those living nearby to walk and bike for everyday shopping needs.

### 3.8.3 Felicity Commercial District Concepts.

#### 3.8.3.1 Land Use Concept.

The following land use concept is included to help achieve the vision for this district. See the Land Use Table in Chapter 4 for permitted uses in the Felicity Commercial District.

##### *Create public spaces in existing centers.*

The opportunity to reconfigure existing parking lot or sidewalk plans should be explored to add outdoor common areas or plazas as community gathering spaces. For example, one of the grocery stores periodically grills specialty food items from a temporary location in the center’s parking lot for sale to its customers. Because the parking lot lacks a dedicated space for this activity, the existing parking inventory is reduced and parking lot circulation is compromised during these events. Adding a dedicated space for such events would relieve parking lot congestion and add to the commercial success of these shopping centers.

#### 3.8.3.2 Mobility Concepts.

The mobility concepts for the Felicity Commercial District are designed to encourage more walking and bicycling, and are detailed in the Mobility Chapter of this plan and outlined below:

##### *Install intersection improvements at Felicity Avenue and Centre City Parkway.*

Intersection improvements will be focused on enhanced safety for pedestrians and cyclists and include visible, attractive crosswalks, adequate-sized mid-intersection pedestrian refuges, signage and other improvements to reduce collisions.

##### *Create pedestrian access points for nearby residents.*

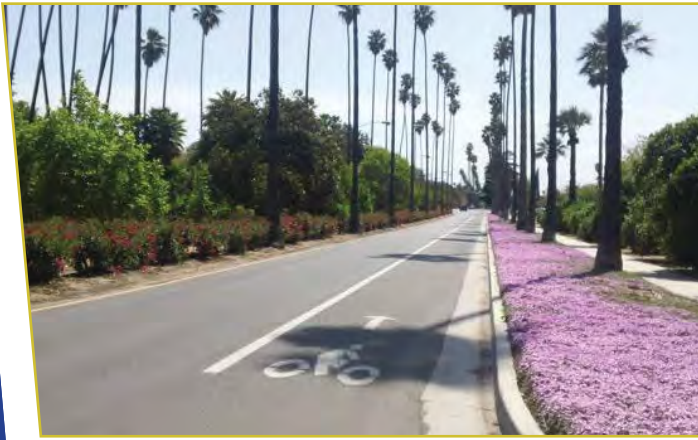
This will encourage more nearby residents to walk for short shopping trips.

##### *Ensure a seamless connection with the Pine Street Pathway.*

The recreational path will allow users to access the shops in this district, and integrate with the bike path along Felicity Avenue.

##### *Install wayfinding signage.*

Wayfinding will direct pedestrians and cyclists to the closest transit stop at Felicity Avenue and Escondido Boulevard, Pine Street Pathway, Felicity Mini-Park, and the recreational network.



***Extend bike lanes.***

Construct the planned extension of the Class II bikeway along Felicita Avenue from Centre City Parkway to Escondido Boulevard as detailed in the Bicycle Master Plan, and complete the missing bike lane (of approximately 600 feet) northbound on Centre City Parkway north of Felicita Avenue. Enhanced striping of bike lanes will better delineate the entrances to commercial centers and improve safety for bicyclists.

***Install bicycle parking facilities.***

Bicycle parking will be required for new development projects in this district to encourage residents to bicycle for short trips.

**3.8.3.3 Design Concepts.**

***Provide signature landscaping.***

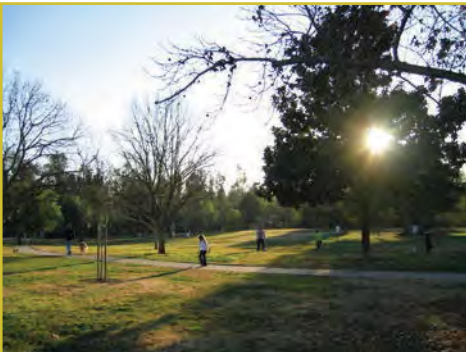
A comprehensive landscape theme utilizing native and drought-tolerant plants designed for the public right-of-way should be extended onto private property to enhance the visual character of the area and unify the four commercial corners.

***Construct additional access points.***

Encourage shopping center owners to construct safe, close and convenient entry points between adjacent residential development and nearby shops, and to encourage walking and biking for short trips. Creative solutions are encouraged, such as creating an access through a previously solid wall.

***Retrofit parking lots with green infrastructure.***

The existing auto-oriented commercial development makes this the prime district to retrofit large expanses of asphalt with green infrastructure techniques (see Chapter 8) during property reinvestment.



### 3.8.3.4 Parks, Recreation, and Open Space Concepts.

*Provide a transition from the Pine Street Pathway to the rest of the recreational network.*

The Pine Street Pathway terminates at this district and should have a direct connection to the existing shopping centers (refer to the Parks, Recreation and Open Space Chapter for the full description). The Pathway should also connect with the planned extension of the Class II bikeway along Felicity Avenue from Centre City Parkway to South Escondido Boulevard, and to Felicity Mini-Park.

## 3.8.4 District Specific Development Standards and Design Guidelines.

### 3.8.4.1 Development Standards.

1. No Felicity Commercial District Specific Development Standards
2. Refer to Chapter 5 for Development Standards.

### 3.8.4.2 Design Guidelines.

1. The Felicity Commercial District will remain an auto-oriented district; therefore, architectural themes should build upon the contemporary design of newer commercial buildings that are easy to identify from passing vehicles.
2. Design should complement elements found in the adjacent Southern Entry District, which utilizes simple forms and materials that evoke the agrarian history of the area. Building materials may include commercial grade standing seam or corrugated metal roofs, wood or composite lapped siding, stone or features at building bases or entries, or similar materials to suggest the rural theme.
3. Install monument signage at key driveways and intersections that mimic the architecture styles presented above and assist with clear traffic wayfinding.
4. All corners of the intersection of Felicity Avenue and Centre City Parkway should have consistent and compatible landscaping, to emphasize the intersection as a key commercial destination along Felicity Avenue and Centre City Parkway.
5. Provide transitional massing and building design features between commercial and adjacent residential buildings.

## 3.9 SOUTHERN ENTRY DISTRICT

### 3.9.1 Setting.

The Southern Entry District serves as the southern entrance into Escondido from the I-15 freeway and is approximately 67 acres in size. The area is bisected by Centre City Parkway, which directly accesses the I-15 Freeway. Frontage roads occur on both sides of Centre City Parkway, named Escondido Boulevard on the east side and South Centre City Parkway on the west. Sidewalks are in place along much of the frontage roads, but gaps in the sidewalk network exist. As a result, existing development in the District sets back from the frontage roads, is widely separated and auto-oriented. Currently there is no transit service to this area.

The area is in transition. The existing development is primarily a mix of existing commercial and residential uses, and undeveloped properties; several new medium-density residential projects have recently been constructed or are in progress.

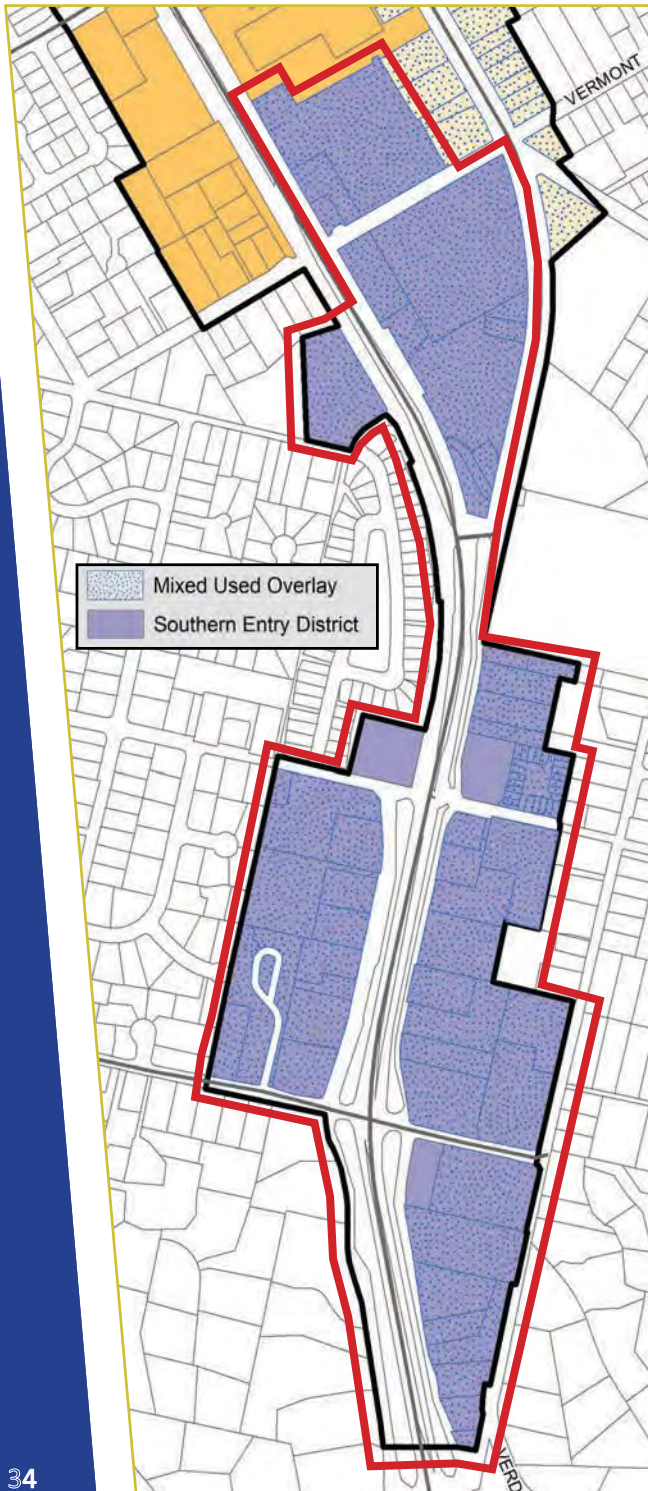
### 3.9.2 Southern Entry District Vision.

The Southern Entry District clearly defines the southern entrance into Escondido from Centre City Parkway. An entry feature is envisioned to welcome people into the City and to establish a design theme for the entire South Centre City area. The area is primarily a mix of multi-family and mixed-use developments and neighborhood-serving commercial projects. Sustainable landscaping is established in the median and along the frontages of the parallel roadways on each side of Centre City Parkway. Transit, bike lanes and sidewalks provide transportation options for local residents. A multi-purpose trail connects this district to the nearby Kit Carson Park through city-owned right-of-way, and the interconnected pedestrian and bicycle facilities provide access to the more distant Grape Day Park, Escondido Creek Trail, Inland Rail Trail and Pine Street Pathway. Felicita County Park is also nearby, approximately two miles to the west of this district.

### 3.9.3 Southern Entry District Concepts.

#### 3.9.3.1 Land Use Concepts.

The Southern Entry District is implemented by two subareas—the Southern Entry Mixed-Use Overlay Subarea and the Southern Entry Commercial Subarea. The following land use concepts highlight several key opportunities that land use will help achieve the vision for this district. See the Land Use Table in Chapter 4 for permitted uses.







***Provide opportunities for residential development around a local commercial node.***

The land use concept for the Southern Entry District accommodates a housing type for those who do not want or need a traditional detached single-family home with yard, but who may prefer a more suburban area than is provided for in other South Centre City districts. The Southern Entry District includes a medium-scale commercial node at Brotherton Road and Centre City Parkway, supported by surrounding multi-family residential uses, which can be provided in residential-only developments or within mixed-use projects. The mixed-use overlay zone, which is in place throughout the majority of the district, offers flexibility to allow new higher-density housing options mentioned previously, as well as commercial-only projects. The district’s direct access to and from the I-15 freeway from Centre City Parkway provide economic opportunities that are compatible with the Southern Entry District, such as lodging, specialty uses, and restaurants.

**3.9.3.2 Mobility Concepts.**

The mobility concepts for the Southern Entry District encourage more walking and bicycling, and establish a new transit stop to serve the residential developments. These are detailed in the Mobility Chapter of this plan and outlined below.

***Improve intersection safety.***

Three intersections can be improved to enhance safety for pedestrians and bicyclists: Centre City Parkway and Brotherton Road, Centre City Parkway and Citracado Parkway, and the “five leg” intersection of Escondido Boulevard, Sunset Drive and Vermont Avenue. Intersection improvements include installing visible, attractive crosswalks, curb extensions to shorten crossing distances where appropriate, and signage.

***Complete the missing sidewalk network.***

Gaps in the sidewalk network will be completed and prioritized along the frontage roads, and along Brotherton Road and West Citracado Parkway. No new sidewalks are recommended along Centre City Parkway due to excessive traffic speeds; the sidewalks along the frontage roads offer a safer pedestrian experience.



### ***Provide buffered bicycle lanes.***

Buffered bike lanes provide a visual space between vehicles and bicyclists, improving safety. These are recommended for the existing Class II bicycle lanes along Centre City Parkway.

### ***Extend the proposed Class III bicycle lanes.***

The City's Bicycle Master Plan recommends extending the Class III bicycle lanes along Escondido Boulevard south through this district, along West Citracado Parkway, and extending south along the South Centre City Parkway frontage road.

### ***Work with NCTD to add a transit stop.***

As there is no current transit service in the Southern Entry District, an additional transit stop is recommended at either the intersection of Centre City Parkway and Brotherton Avenue, or the intersection of Centre City Parkway and Citracado Parkway, to serve the new multi-family development. Benches and lighted shelters will be provided at this transit stop and electronic signage with real-time, next arrival information should be considered.

## **3.9.3.3 Design Concepts.**

### ***Architectural character that reflects the City's rural historic roots.***

The design elements for the district should utilize simple forms and materials that evoke the rural history of the area. Development will also be sensitive to dark skies and will direct new lighting away from Centre City Parkway.

### ***Install a linear gateway feature.***

As a key entry point into the City of Escondido, the Southern Entry District will include a linear gateway feature along Centre City Parkway that will welcome people into the City. Sensitively designed, this feature will be the first art piece the public experiences when entering Escondido from the south. The theme for the new gateway will also include sustainable landscaping (described below), and an entry monument. The City will work with Caltrans to ensure the gateway feature is designed in accordance with highway safety standards and to resolve any right-of-way issues.

### ***Development transitions to a commercial node at Brotherton.***

The design elements for the district will reflect contemporary architectural elements, blending with the recently constructed multi-family residential developments. Recognizing that change will happen over time, in the intervening period, evaluate nearby properties for attractive character elements that can be replicated in new developments, such as architectural features or landscape elements.



### ***Landscaping theme.***

The Southern Entry District will provide the blueprint for the public and private landscaping throughout other districts by setting the landscape design theme for South Centre City and bringing visual cohesiveness to the entire area. With its generous rights-of-way, the Southern Entry District will utilize the full complement of trees and plants that will be installed throughout the Specific Plan. Other districts will utilize variations of the overall palette of trees and plants, which will be tailored to complement both the scale and character of each district. The overall landscape theme will utilize native and drought-tolerant plants and sustainable techniques discussed in the Green Infrastructure chapter. In the Southern Entry District, the landscaping will provide passive open space (discussed below) as well as the backdrop for the gateway feature and public art (discussed above.)

### **3.9.3.4 Parks, Recreation, and Open Space Concepts.**

The Parks, Recreation and Open Space Chapter details the concepts for the entire Specific Plan. The highlights for this district are discussed below.

#### ***Install new park connections.***

The Southern Entry District is within proximity of Kit Carson Park, a 285-acre City-owned recreational and open space area. The concept for the Southern Entry District includes a new shared-use trail that will run through the northeastern portion of this district along city-owned ROW. This pathway will connect to Escondido Boulevard in the 2000 block where Centre City Parkway and Escondido Boulevard split. This trail will connect the proposed Class III bike lane along Escondido Boulevard with Kit Carson Park and ultimately connect with the Pine Street Pathway. A future bicycle and pedestrian connection to Felicita County Park, approximately two miles to the west, should be pursued.

#### ***Incorporate sustainable open space.***

Due to their configuration and location at the exit/entrance to the I-15 Freeway, the extensive public rights-of-way between Centre City Parkway and the two frontage roads, South Centre City Parkway and South Escondido Boulevard, cannot be used for active open space. These areas do provide an opportunity to create enhanced passive open space using green infrastructure techniques (see the Green Infrastructure Chapter) and the landscape theme (described above), which will provide both aesthetic and environmental improvements to this district and the city.



## 3.9.4. District Specific Development Standards and Design Guidelines

### 3.9.4.1 Development Standards.

1. Landscaping in the Southern Entry Gateway District shall be used to prominently screen new development to maintain the semi-rural character of the district. Through the implementation of this provision, it is anticipated that storefront entrances will still have sight lines from the public right-of-way; however, high quality coverage would be predominately used throughout the site. For this purpose, landscaping shall be required to be continuous on the side of the wall which faces away from the activity being screened. Trees shall not count toward required screening of this surface in the area measured from the ground to a height of 10 feet. Notwithstanding, trees shall be evenly distributed throughout the site, but an emphasis on planting in areas between the development and the right-of-way, utilizing a mixture of small ornamental trees, other under-story trees, and canopy trees.
2. Refer to Chapter 5 for Development Standards.

### 3.9.4.2 Design Guidelines.

1. All residential entries should have front porches, entry courts, or entry stoops to create semi-private outdoor spaces that generate transitional spaces between public sidewalks and buildings.
2. Design should utilize simple forms and materials that evoke the rural history of the area. At key visible building areas, materials should include commercial grade standing seam or corrugated metal roofs, wood or composite lapped siding, stone or features at building bases or entries, or similar materials to suggest the rural theme.
3. New or infill developments should provide an internal private street with street trees and other amenities to align a row of residential units at the back of the parcel.
4. At landscape frontages facing South Escondido Boulevard, landscape patterns and plant materials should incorporate rural design themes, such as farm groves, organized rows of low plant materials, and low site walls or low ornamental fences.
5. The design of buildings and all associated lighting installations should reflect dark skies principles.

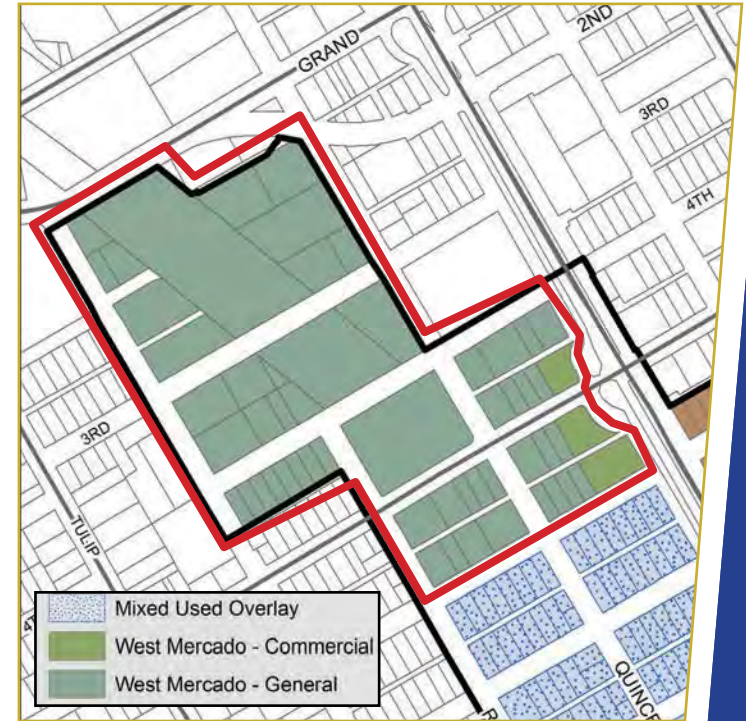


# 3.10 WEST MERCADO DISTRICT

## 3.10.1 Setting.

The West Mercado District is located at the northern portion of South Centre City, and bordered on the north by Grand Avenue/2nd Avenue, on the west by Spruce and Redwood Streets, on the south by 6th Avenue, and on the east by Centre City Parkway and Quince Street, totaling approximately 29-acres. The Escondido Transit Center is located immediately north of this district. Land uses in the district are primarily aging manufacturing and auto repair uses, with some lighter industrial and office uses. There is a pocket of commercial development on the west side of the intersection of Pine Street and 5th Avenue. The sidewalk and bicycle network is largely missing or incomplete in this area. Due to the age and function of the area, and general lack of investment, much of the District has a rundown appearance.

The Mercado District, part of the Escondido Downtown Specific Plan area, is located immediately to the northwest of this district. It is envisioned as a visitor and pedestrian-oriented district with restaurants, boutique shops, cultural establishments, and manufacturing of tourist-oriented items. The Downtown Specific Plan includes a Mercado Design Overlay Area that includes properties oriented toward or adjacent to the Mercado District. A small portion of the adjacent West Mercado District is within the Mercado Design Overlay Area.



## 3.10.2 West Mercado District Vision.

The vision for the West Mercado District is an appealing, highly desirable employment center with light manufacturing, research and development firms, office-type industrial operations, artisan and “Makerspace” (described below) uses that attract and support local start-up businesses and entrepreneurs. It provides new business and job opportunities for local residents, with salaries that raise the city’s median income and improve the jobs/housing balance. Older manufacturing and other heavy or intensive uses that are incompatible with adjacent residences in the Quince Street District and adjacent neighborhoods will be encouraged to transition to less intensive industrial uses. Public improvements proposed for this district, as well as the proximity to the Escondido Transit Center, will make this area appealing and will encourage private investment and reinvestment. Façade improvements, general property revitalization, enhanced buffers between non-residential and residential uses, and re-use of existing buildings for innovative new uses will improve the appearance of the area. The transformation of the West Mercado District will result in improved economic prosperity opportunities for residents within South Centre City and Escondido.

### 3.10.3 West Mercado District Concepts.

#### 3.10.3.1 Land Use Concepts.

The West Mercado District involves two subareas, including West Mercado General and West Mercado Commercial. The following land use concepts highlight some of the key ways land use will help achieve the vision for this district. See the Land Use Table in Chapter 4 for permitted uses.

#### *Encourage transition to low intensity industrial uses.*

While existing industrial uses will be permitted to operate, a transition to low intensity, light manufacturing, research and development, office-type industrial, and artisan-type uses is an objective for this district. Properties will not be permitted to intensify to a heavier industrial use, but may change to a wide range of lighter industrial uses, which will incentivize the transition without creating non-conforming use restrictions on industrial properties. The land uses permitted in the West Mercado Commercial subarea include land uses generally as specified in the Industrial/Office Zone, other artisan-industrial uses, such as food production, woodworking, garment design and manufacture, and graphic design and production, and new uses, such as administrative and business offices, government services, craft breweries, and Makerspace Manufacturing (see below). Limited retail sales of items produced on-site are permitted as accessory uses. The West Mercado Commercial subarea also provides uses that support employees and patrons of the employment center.

#### *Makerspace Manufacturing.*

The Makerspace concept discussed in Chapter 2, “Concepts for Change” is ideally suited for this district. A Makerspace is an establishment, building, or group of buildings on the same lot that provides individual and/or shared space for the design, processing, fabrication, assembly, treatment, and packaging of products and prototypes associated with artisan/artist/maker/inventor/designer and/or collaborative group organized around one or more common interests. It includes associated equipment and tools, labs, workshops, studios, classrooms, office space, and other shared spaces. Two Makerspace concepts are included in this Specific Plan. The Makerspace—Manufacturing use is a contemporary new use for the West Mercado District that is expected to generate demand for existing buildings and provide new business opportunities for area residents. An expanded definition of Makerspace Manufacturing is in Appendix A.



### 3.10.3.2 Mobility Concepts.

Completing the mobility network is an important aspect for transforming this district. The overall mobility concepts are detailed in the Mobility Plan in Chapter 6; the highlights for this District are discussed below.

#### *Install pedestrian and bicycle improvements.*

Completing the missing sidewalks and adding bicycle lanes will better connect the district to nearby Downtown Escondido, the Escondido Transit Center, and residential neighborhoods, and will substantially improve safety for pedestrians and cyclists.

#### *Make roadway and streetscape improvements.*

Narrowing some of the roadways and implementing a “road diet,” for South Quince Street will improve safety for pedestrians and cyclists. Streetscape improvements to enhance the appearance of the area would make it more appealing to lower-intensity industrial, office, artisan, and makerspace uses. Said improvements that may effect roadway capacity would be more thoroughly designed and analyzed by a separate and future process prior to implementation.

#### *Enhance transit connections.*

The proximity of the Escondido Transit Center is a key asset for this District and can greatly contribute to the successful transformation of land uses. Safe, convenient access to transit is a benefit for this employment area. The mobility improvements discussed above, coupled with effective wayfinding, will improve the connection to the Escondido Transit Center.

### 3.10.3.3 Design Concepts.

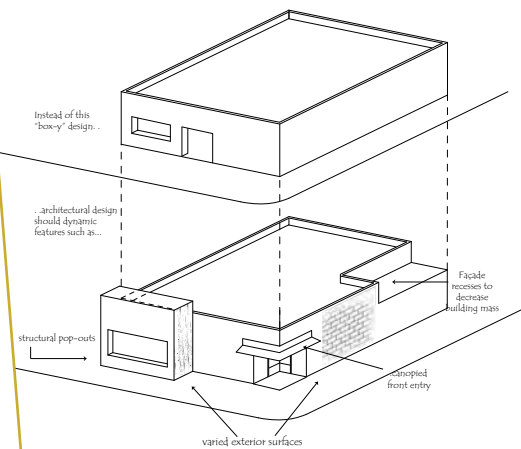
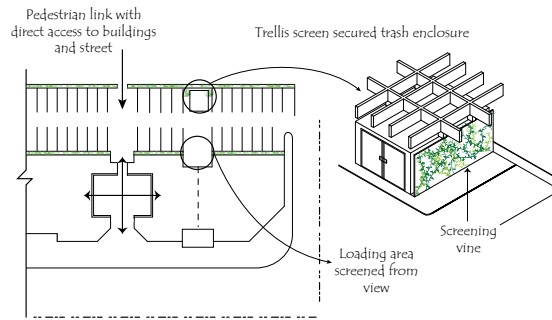
#### *Reduce incompatibilities between industrial uses and other land uses.*

As properties recycle and convert to less intensive uses in the West Mercado District, land use incompatibilities between industrial and residential land uses will be reduced. Industrial uses will be separated by landscape buffers, fencing, and setbacks to further minimize incompatibilities.

#### *Incorporate the Mercado Design Overlay Area (from the Downtown Specific Plan).*

Properties within the Mercado Design Overlay Area include design elements that coordinate with and expand on the early California-Hispanic theme of the Mercado District. Architecture, landscaping, signage, colors, and building materials in the district should reflect this “early California old town” theme. Using similar design elements in both the West Mercado District areas and Mercado District areas create a strong visual connection between the districts that helps to unify the entire overlay area.





**Encourage upgrades to properties and buildings.**

Facade improvements are encouraged for most properties in the District. Facades visible from the freeway and major thoroughfares should feature more articulation, detailing and fenestration. Minor improvements can significantly enhance property aesthetics, such as adding a mural to a blank building wall, replacing chain link fencing with solid fencing, shielding outdoor storage with hedges or solid fencing, adding landscaping, paving parking lots, and turning unused areas into outdoor seating for employee use. As more intensive uses transition to artisan and makerspace uses, creative treatments to existing buildings are encouraged.

**3.10.3.4 Parks, Recreation, and Open Space Concepts.**

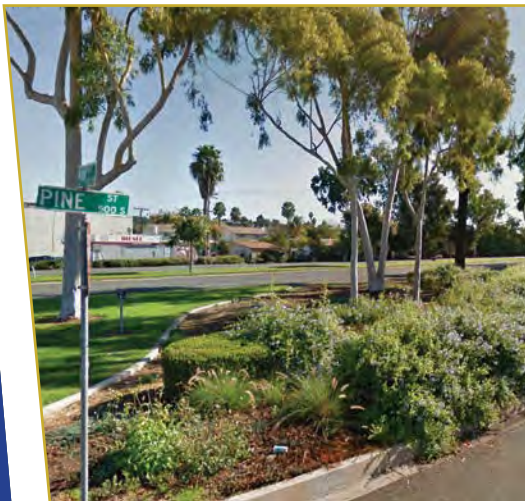
**Provide wayfinding to Pine Street Pathway.**

The Pine Street Pathway, which will extend along the east side of the West Mercado District, will be a valuable amenity for employees working in this district and for businesses considering relocating to the West Mercado District. Details of the Pine Street Pathway are in Chapter 7: Parks, Recreation and Open Space.

**3.10.4 District Specific Development Standards and Design Guidelines.**

**3.10.4.1 Development Standards.**

1. No West Mercado District Specific Development Standards
2. Refer to Chapter 5 for Development Standards.







### 3.10.4.2 Design Guidelines.

1. Implement adaptive re-use strategies to re-purpose existing industrial buildings into makerspace and artisan uses.
2. Utilize and/or enhance the exiting architectural features of an industrial building to support a “modern industrial design character” for the areas outside the Mercado Design Overlay Area.
3. Exterior building color palettes should combine rich tones contrasted with industrial construction material colors. Trim colors should complement base building colors.
4. Building materials for development projects facing major streets should complement the modern industrial design character. Materials may include stone, exposed concrete, concrete masonry block, stucco, steel, brick, glass and wood.
5. Provide simple, unembellished building forms that incorporate richer building materials and landscape elements at the sidewalk level.
6. Enhance and/or restore interesting existing historical design features of an industrial building or site, such as signage, pump assemblies, and processing towers, to emphasize the area’s history.
7. Utilize drought-tolerant, native landscape plants that compliment historic plant pallets.
8. Encourage public art features that appeal to pedestrians and tell the history or story of the district, such a murals, water features, or freestanding sculptures.



**Envision**  
*South Centre City*

# CHAPTER 4

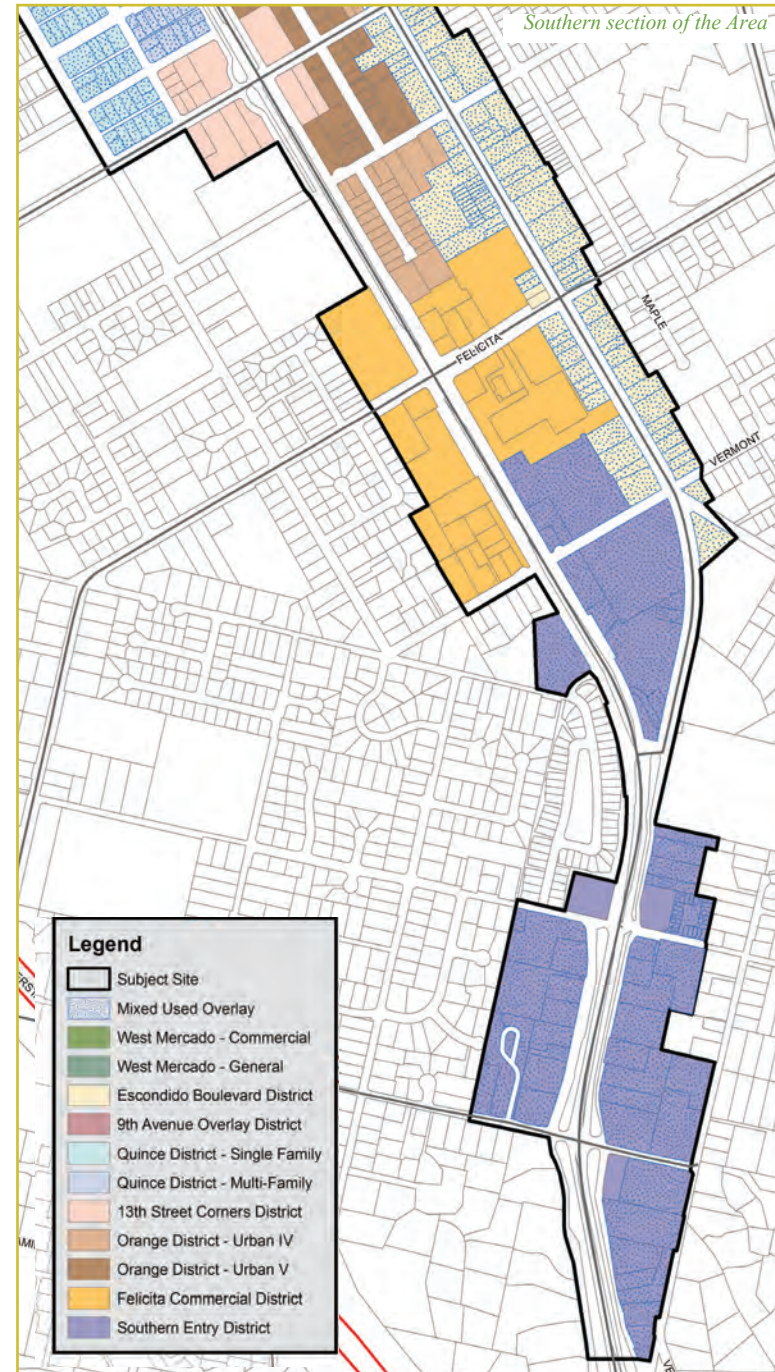
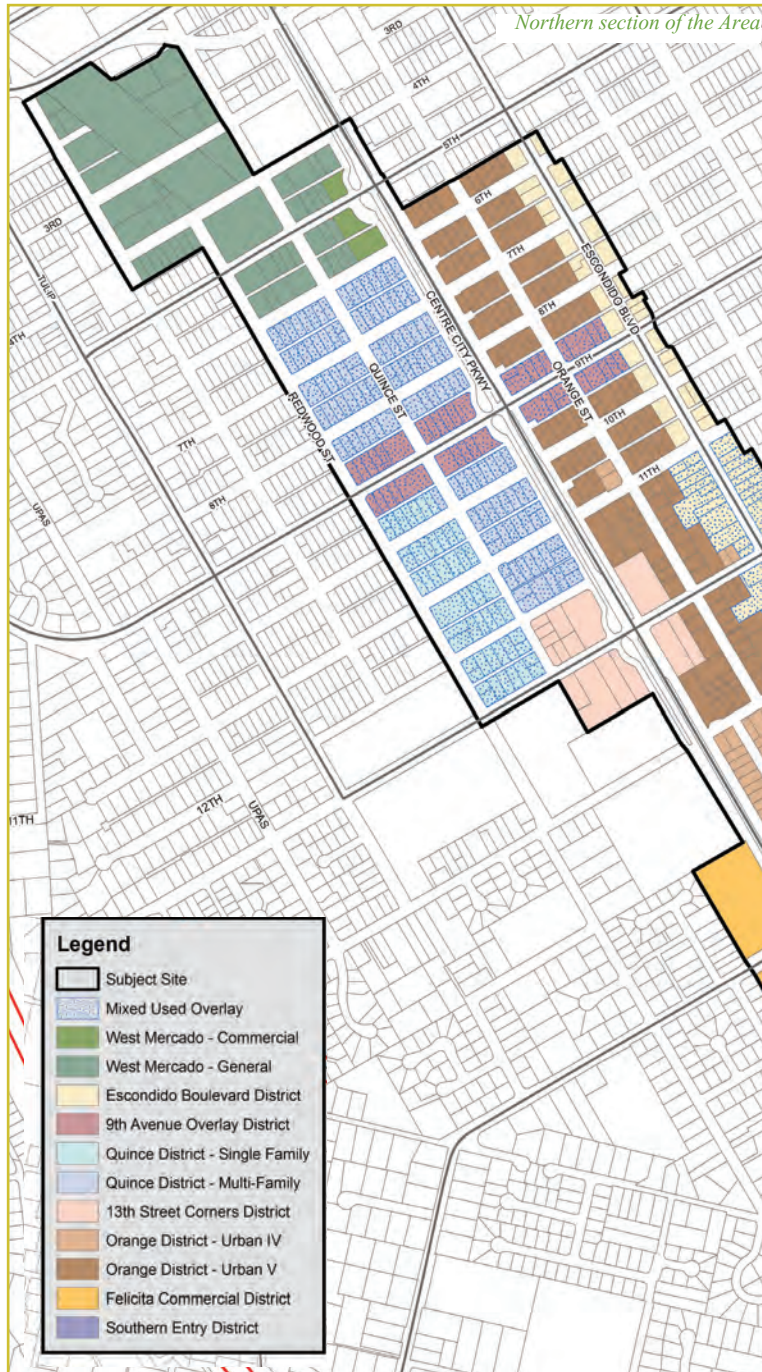


Ms. Guajardo's Class - Central Elementary

L A N D U S E

# 4.1 OVERVIEW

FIGURE 4-1



The Land Use Map (Figure 4-1) identifies the permitted and conditionally permitted land uses for South Centre City. The South Centre City Specific Plan comprises eight (8) districts; several districts are further divided into subareas. These districts and subareas function as zoning districts for the purposes of the Specific Plan, with the following exception: properties that were rezoned to Planned Development (PD) prior to the adoption of this Specific Plan have been retained on the Zoning Map, and as new PD projects are approved, the Zoning Map will be updated accordingly.

The Land Use Map for South Centre City also includes a mixed-use overlay in portions of South Centre City. In addition to the permitted uses of the land use designation in Figure 4-1, the mixed-use overlay allows a mix of residential and commercial uses tailored to each district. Refer to the Land Use Matrix (Table 4-2) for administration of the mixed-use overlay in each district and subarea.

## 4.2 LAND USES

The permitted and conditionally permitted land uses in this chapter support the vision for South Centre City, as well as the vision and land use concepts for each district (see Chapter 3). The following criteria apply to administration of the Land Use Matrix for South Centre City:

1. Table 4-1 (Summary of Permitted Land Uses) provides a summary for determining permitted land uses for each district/subarea. Residential districts are implemented by the permitted uses in the base zone as shown on the Escondido Zoning Map (EZM) unless otherwise specified. Districts/subareas that are not residential and/or have a mixed-use overlay are implemented by the permitted land uses in Table 4-2 (Land Use Matrix).
2. The land uses permitted in this Specific Plan are defined in accordance with the Escondido Zoning Code (EZC), except as provided for in Appendix A (Definitions).
3. Land uses shall be considered prohibited unless they are determined to be similar to the listed uses. The Director of Community Development, or designee, is responsible for categorizing all uses. The Director, or designee shall make a determination regarding whether a requested use that is not listed is similar to one that is permitted. When determining whether a proposed use is similar to a listed use, the Director or designee will consider the following:





- a) The actual characteristics of the use, in consideration of its transferability and re-assignment
  - b) The relative amounts of sales, services, and/or equipment devoted to the use and the relative amount of site area, building arrangement, and floor area.
  - c) Hours of operation and relative number of employees
  - d) The customer-use type
  - e) The number of vehicle trips generated
  - f) The North American Industry Classifications (NAICS)
4. The text describing each district's vision and land use concept (See Chapter 3) takes precedence if there is a discrepancy when determining the appropriateness of a land use not listed in Table 4-2.
  5. Amendments to the Land Use Matrix shall be consistent with the vision, goals, and concepts of the South Centre City Specific Plan.
  6. All development permits are subject to the procedures as specified in the Escondido Zoning Code, Article 61.

**Table 4.1. Summary Table—Permitted Land Uses for All Districts/Subareas**

DISTRICTS/SUBAREAS	PERMITTED LAND USES (PRIMARY AND ACCESSORY)
<b>WEST MERCADO DISTRICT:</b>	
West Mercado General Area	Refer to Table 4.2
West Mercado Commercial Area	Refer to Table 4.2
<b>QUINCE STREET DISTRICT:</b>	
Quince Street Single-Family Overlay	Refer to the R-1-7 zone in the EZC Allows Major Home Occupation Permit in accordance with the EZC, Article 44 Accessory dwelling units (ADU's) are allowed in accordance with the EZC, Article 70, except that ADU's may be attached or detached in the Quince Street Single-Family Overlay, regardless of lot size.
Quince Street Multi-Family Overlay	Refer to the R-2-12 Zone in the EZC Allows Major Home Occupation Permit in accordance with the EZC, Article 44 Accessory dwelling units (ADU's) are allowed in accordance with the EZC, Article 70, except that ADU's may be attached or detached in the Quince Street Multi-Family Overlay, regardless of lot size.
<b>9TH AVENUE OVERLAY DISTRICT</b>	Refer to Table 4.2
<b>13TH AVENUE CORNERS DISTRICT</b>	Refer to Table 4.2
<b>FELICITA DISTRICT</b>	Refer to Table 4.2
<b>SOUTH ORANGE STREET DISTRICT:</b>	
South Orange Street Urban IV Area	Refer to the R-4-24 Zone in the EZC
South Orange Street Urban V Area	Refer to the R-5-30 Zone in the EZC
<b>ESCONDIDO BOULEVARD DISTRICT:</b>	
Escondido Mixed Use Overlay	Refer to Table 4.2
Escondido Boulevard Commercial	Refer to Table 4.2
<b>SOUTHERN ENTRY DISTRICT:</b>	
Southern Entry Commercial	Refer to Table 4.2
Southern Entry Mixed Use Overlay	Refer to Table 4.2

**Notes:**

EZM = Escondido Zoning Map

EZC = Escondido Zoning Code

**Table 4.2. Permitted Land Uses for Specified Districts/Subareas**

**Notes:**

P = Permitted

PD = Planned Development Permit Required

CUP = Conditional Use Permit Required

--- = Not Permitted

CUP# = (Minor)

LAND USES	WEST MERCADO DISTRICT		9TH AVE OVERLAY	13TH AVE. CORNERS DISTRICT	FELICITA DISTRICT	ESCONDIDO BOULEVARD DISTRICT		SOUTHERN ENTRY DISTRICT	
	WM General	WM Commercial				EB Mixed-Use Overlay	EB Commercial	SE Commercial	SE Mixed-Use Overlay
<b>RESIDENTIAL AND LODGING</b>									
Bed and breakfast (Subject to Article 32 of the EZC)	---	---	---	---	---	CUP	---	CUP	---
Boarding and rooming house	---	---	---	---	---	---	---	---	---
Hotels and motels (Subject to Article 63 of the EZC):									
• New	---	---	CUP	---	---	CUP	CUP	CUP	CUP
• Convert existing hotels and motels to multiple-family residential development	---	---	---	---	---	CUP#	---	---	---
Single-family dwellings:									
• New	---	---	---	---	---	---	---	---	---
• Existing									
Remain a single-family use unless/until the unit is considered abandoned pursuant to Sec. 33-1242(a).	P	P	P	P	P	P	P	P	P
Convert existing single-family use & structure to a non-residential use in accordance with permitted uses in the District. Structure may not be enlarged except as required to comply with ADA and/or UBC requirements.	---	---	---	---	---	CUP#	CUP#	---	---
Convert existing single-family use & structure to a mixed-use in accordance with permitted uses in the District. Structure may not be enlarged except as required to comply with ADA and/or UBC requirements.	---	---	---	---	---	CUP#	---	---	---



LAND USES	WEST MERCADO DISTRICT		9TH AVE OVERLAY	13TH AVE. CORNERS DISTRICT	FELICITA DISTRICT	ESCONDIDO BOULEVARD DISTRICT		SOUTHERN ENTRY DISTRICT	
	WM General	WM Commercial				EB Mixed-Use Overlay	EB Commercial	SE Commercial	SE Mixed-Use Overlay
Multiple-family dwellings (except as provided in Article 67 (Density Bonus and Residential Incentives))									
• Density: Min. 12.6 up to 18 du/ac <sup>(1)</sup>	---	---	P (Authorized as Mixed-Use Only)	---	---	P	---	---	P
• Density: Min. 16.8 up to 24 du/ac <sup>(1)</sup>	---	---	P (Authorized as Mixed-Use Only)	---	---	P	---	---	P
• Density: Min. 21 up to 30 du/ac <sup>(1)</sup>	---	---	---	---	---	P	---	---	P
MIXED-USE (As defined in Appendix X of this Specific Plan )									
Mixed-use—general <sup>(2)</sup>	---	---	P	---	---	P	---	---	P
• Mixed-use—artisan loft development <sup>(2)</sup> (No minimum density required)	---	---	CUP#	---	---	CUP#	---	---	CUP#
• Mixed-use—shopkeeper development <sup>(2)</sup> (No minimum density required)	---	---	CUP#	---	---	CUP#	---	---	CUP#
Senior housing	---	---	P	---	---	P	---	---	P
Mobilehome park	---	---	---	---	---	---	---	---	---
Group living or group residential	---	---	---	---	---	CUP	---	---	CUP
Residential care, general (more than 7 people)	---	---	---	---	CUP	CUP	---	CUP	---
<b>RETAIL TRADE</b>									
General Retail:									
• Antique stores (excluding second hand and thrift stores)	---	P	P	P	P	P	P	P	P
• Artisan crafts (retail may include light-production and/or assembly)	---	P	P	P	P	P	P	P	P
• Building materials, supplies, & hardware, including lumber, heating, plumbing, & electrical equipment (outdoor storage or sale subject to a CUP)	P	P	P	P	P	P	P	P	P
• Furniture, office furniture and equipment, appliances, & office machines & supplies (not including “mattresses only,” carpet, & discount furniture)	---	---	P	P	P	P	P	P	---
• Firearms dealer (*see sporting goods)	---	---	---	---	---	---	---	---	---
• Fixed-price stores	---	---	---	---	---	---	---	---	---
• General retail sales	---	P	P	P	P	P	P	P	P
• Hospital/medical equipment sales/rentals	---	---	P	P	P		P	P	---
• Nurseries and garden supply stores	---	---	---	P	P	---	---	P	---
• Outdoor retail NEC, as a principal use	---	---	---	---	CUP	---	---	CUP	---
• Second hand and thrift stores, consignment shops, and pawn shops	---	---	CUP#	---	---		CUP#	---	---
• Sporting goods (includes ammunition and firearms, fishing, hunting, golf, playground equipment, etc.)	---	---	---	---	P	---	---	P	---
• Tobacco, smoke, and/or electronic/vapor substance inhalation shop	---	---	CUP#	---	---	---	---	---	---

LAND USES	WEST MERCADO DISTRICT		9TH AVE OVERLAY	13TH AVE. CORNERS DISTRICT	FELICITA DISTRICT	ESCONDIDO BOULEVARD DISTRICT		SOUTHERN ENTRY DISTRICT	
	WM General	WM Commercial				EB Mixed-Use Overlay	EB Commercial	SE Commercial	SE Mixed-Use Overlay
Automotive-related retail:									
• Automotive sales lot (Subject to Article 57 of the EZC)	CUP#	---	---	---	---	---	---	---	---
• Trailer, motorhome, recreational vehicle, truck cap and camper shell, or marine craft sales lot (Subject to Article 57 of the EZC)	CUP#	---	---	---	---	---	---	---	---
• Automotive, trailer, motorhome, recreational vehicle, or marine craft sales, NO SALES LOT (office only)	P	---	---	---	P	---	P	P	---
• Gasoline service station, without concurrent on-site or off-sale of alcoholic beverages	---	CUP#	CUP#	---	CUP#	---	---	CUP#	CUP#
• Gasoline service station, with off-sale of alcoholic beverages	---	CUP	CUP	---	CUP	---	---	CUP	CUP
• Fleet or car storage as a primary use	CUP#	---	---	---	---	---	---	---	---
Food and liquor sales:									
• Food stores (grocery, produce, candy, baked goods, meat, delicatessen, etc.), with general license for off sale of beer and wine	---	P	P	P	P	P	P	P	P
• Liquor store, packaged (off-sale alcoholic beverages)	---	---	CUP	CUP	P	CUP	CUP	CUP	CUP
<b>EATING AND DRINKING ESTABLISHMENTS</b>									
Eating establishments (Includes outdoor dining in conjunction with an approved eating establishment, Subject to Article 57):									
• Without incidental on-sale beer and wine and/or on-sale general licenses.	---	P	P	P	P	P	P	P	P
• With incidental on-sale beer and wine and/or on-sale general licenses, including microbreweries.	---	P	P	P	P	P	P	P	P
• With indoor amplified entertainment or dancing.	---	CUP	CUP	CUP	CUP	CUP	CUP	CUP	CUP
• Auto-oriented (drive-in, drive-through) (Subject to Section 33-341 of the EZC)	---	CUP	---	---	CUP	---	---	---	---
Drinking establishments, wine and beer tasting establishments, bars, taverns, and nightclubs, with or without live entertainment and/or dancing. Includes comedy clubs, magic clubs, etc., with or without alcoholic beverages.	---	CUP	---	CUP	CUP	CUP	CUP	CUP	CUP
Specialized food from pushcarts (Subject Section 33-342 of the EZC)	---	P	P	P	P	P	P	P	P
Specialized open-air food service court or concession food gallery	---	---	CUP#	---	CUP#	---	---	---	---
Temporary food stand	---	---	CUP#	CUP#	CUP#	---	---	CUP#	CUP#

LAND USES	WEST MERCADO DISTRICT		9TH AVE OVERLAY	13TH AVE. CORNERS DISTRICT	FELICITA DISTRICT	ESCONDIDO BOULEVARD DISTRICT		SOUTHERN ENTRY DISTRICT	
	WM General	WM Commercial				EB Mixed-Use Overlay	EB Commercial	SE Commercial	SE Mixed-Use Overlay
<b>TRANSPORTATION RELATED SERVICES</b>									
Automotive services:									
• Car wash, polishing, detailing	P	---	---	---	---	---	---	P	---
• Rental and leasing with or without drivers, taxicab service (Subject to regulations of Article 57 of the EZC and Council Resolution #73-264-R)	P	---	---	---	---	---	---	P	---
• Miscellaneous automotive services, except repair and wash, NEC	P	---	---	---	P	---	---	P	---
• Tire retreading and recapping	P	---	---	---	---	---	---	---	---
• Vehicle repair, general (see definition Apdx A)	P	---	---	---	CUP	---	---	---	---
• Vehicle repair, limited (see definition Apdx A)	P	---	---	---	CUP#	---	CUP#	---	---
EV charging station (Subject to Article 57 of the EZC)	---	CUP#	CUP#	---	CUP#	---	---	---	---
<b>EDUCATIONS AND CHILDCARE SERVICES</b>									
Day nursery, child care center (Subject to Article 57 of the EZC)	---	CUP	CUP	---	CUP	CUP	CUP	CUP	CUP
Schools — primary and secondary education, including kindergarten, elementary, junior, and senior high schools (Subject to Article 57 of the EZC)	---	CUP	---	---	CUP	CUP	CUP	CUP	CUP
Schools — post K-12 education, including university, college, junior college, and professional / trade / vocational schools (Subject to Article 57 of the EZC)	---	CUP	---	---	CUP	CUP	CUP	CUP	CUP
Other special training or education (including art, music, drama, dance, language, etc.)	---	P	P	P	P	P	P	P	P
<b>BUSINESS, OFFICE, GOVERNMENT, &amp; FINANCIAL (EXCLUDING MEDICAL)</b>									
Administrative/business/professional offices	P	---	P	P	P	P	P	P	P
Financial institutions, banks, savings and loans, securities brokers, credit offices (excluding check cashing and/or payday loans as a primary use)	---	---	P	P	P	P	P	P	---
Government service (all levels, except correctional institutions)	CUP	---	CUP	CUP	CUP	CUP	CUP	CUP	---
Short-term political campaign offices	---	P	P	P	P	P	P	P	P
Visitor and information center, including business associations	---	P	P	P	P	P	P	P	P

LAND USES	WEST MERCADO DISTRICT		9TH AVE OVERLAY	13TH AVE. CORNERS DISTRICT	FELICITA DISTRICT	ESCONDIDO BOULEVARD DISTRICT		SOUTHERN ENTRY DISTRICT	
	WM General	WM Commercial				EB Mixed-Use Overlay	EB Commercial	SE Commercial	SE Mixed-Use Overlay
<b>MEDICAL/DENTAL/OPTICAL/RELATED SERVICES</b>									
Hospitals, excluding small medical clinics	---	---	---	---	CUP	---	---	---	---
Hospital and medical service organizations	---	---	P	P	P	---	P	P	---
Medical, dental, and optical laboratories	P	P	---	---	P	---	---	P	---
Medical clinics and blood banks	---	---	---	P	P	---	P	P	---
Medical, dental, optical, and other health care offices, licensed alternative healthcare establishments, excluding acupuncture and massage establishments as primary uses	---	---	P	P	P	P	P	P	---
Other medical and health services NEC	---	---	P	P	P	P	P	P	---
Sanitariums, convalescent and licensed residential care facilities	---	---	---	---	CUP	CUP	---	CUP	---
<b>PERSONAL &amp; OTHER SERVICES</b>									
Animal services:									
• Animal hospital and care/vet	CUP#	---	---	---	CUP#	---	---	CUP#	---
• Pet training, boarding, grooming, pet spas, pet day care — Indoor Only. Does not include animal shelters, sales or breeding.	P	P	P	P	P	P	P	P	P
• Pet training, boarding, grooming, pet spas, pet day care — Outdoor. Does not include animal shelters, sales or breeding.	CUP	---	---	---	--	---	---	---	---
• Shelters for animals, sales or breeding	---	---	---	---	--	---	---	---	---
Barber/beauty services, excluding tattoo parlor or body piercing	---	P	P	P	P	P	P	P	P
Equipment rental and leasing service <small>(Subject to Article 57 and Council Resolution #73-264-R)</small> includes airplanes, business equipment, furniture, construction equipment, sanitation units, sports equipment, etc.	CUP	---	---	---	---	---	---	---	---
Laundry and dry cleaning services:									
• Self-service, coin-operated	P	P	P	P	P	P	P	P	---
• Laundry and/or dry-cleaning, drop-off/pick-up only (cleaning operations must be conducted off-site)	P	P	P	P	P	P	P	P	P
• Commercial laundry and/or dry cleaning operation	CUP	---	---	---	---	---	---	---	---
Massage establishments <small>(Subject to Article 38 of the EZC)</small>	---	---	---	---	P/CUP	---	---	CUP	---
Mortuaries (excluding crematories and mausoleums)	---	---	---	---	CUP	---	---	CUP	---
Music recording/practice studios	P	P	P	P	P	P	P	P	P
Other personal/business services, NEC services, etc.)	---	P	P	P	P	P	P	P	P

LAND USES	WEST MERCADO DISTRICT		9TH AVE OVERLAY	13TH AVE. CORNERS DISTRICT	FELICITA DISTRICT	ESCONDIDO BOULEVARD DISTRICT		SOUTHERN ENTRY DISTRICT	
	WM General	WM Commercial				EB Mixed-Use Overlay	EB Commercial	SE Commercial	SE Mixed-Use Overlay
Photographic and duplicating services	P	P	P	P	P	P	P	P	P
Postal services, including parcel delivery (public/private)	P	P	P	P	P	P	P	P	P
Recycling services <small>(Subject to Article 33 of the EZC):</small>									
• Reverse vending machines occupying a total of 50 sq. ft. or less	P	P	---	P	P	P	P	P	---
• Small collection facilities occupying a total of 500 sq. ft. or less	CUP#	CUP#	---	---	CUP#	---	---	---	---
• Aluminum can and newspaper redemption center without can crushing facilities	CUP	---	---	---	CUP	---	---	---	---
Repair services, general	P	P	P	P	P	P	P	P	---
Tailors, dressmakers, and alterations	P	P	P	P	P	P	P	P	---
Tattoo parlor or body piercing	---	---	---	---	---	---	---	---	---
<b>SOCIAL SERVICES</b>									
Churches, synagogues, temples, missions, religious reading rooms, and other religious activities including columbariums and mausoleums as an incidental use <small>(Subject to Article 57, but no minimum lot size req.)</small> .	CUP	CUP	CUP	CUP	CUP	CUP	CUP	CUP	CUP
Social and professional organizations that conduct group and/or membership meetings on the premises (including political, veterans, civic, labor, charitable, and similar organizations, etc.).	---	P	P	P	P	P	P	P	P
Youth organizations <small>(Subject to Article 57 of the EZC)</small>	---	P	CUP	CUP	P	P	P	P	P
<b>ENTERTAINMENT, RECREATION, &amp; CULTURE</b>									
Adult entertainment establishments <small>(Subject to Article 42 of the EZC)</small>	---	---	---	---	---	---	---	---	---
Community garden	---	---	---	---	---	---	---	CUP	CUP
Cultural uses, including museums and libraries	---	P	P	P	P	P	P	P	P
Entertainment assembly, amphitheater, concert halls, exhibit halls	---	CUP	CUP	CUP	CUP	CUP	CUP	CUP	---
Health and fitness facilities, including gymnasiums, athletic clubs, body building studios, yoga or dance studios, martial arts schools, etc.	CUP#	P	P	P	P	P	P	P	P
Parks and parklets (passive or active)	CUP	CUP	CUP	CUP	CUP	CUP	CUP	CUP	CUP
Sports and recreation facilities or venues — indoor	CUP#	P	P	P	P	P	P	P	P
Sports and recreation facilities or venues — outdoor	---	CUP	---	---	---	---	---	CUP	CUP
Theaters, indoor motion picture, and live performance	---	CUP#	---	CUP#	P	CUP#	CUP#	CUP#	CUP#

LAND USES	WEST MERCADO DISTRICT		9TH AVE OVERLAY	13TH AVE. CORNERS DISTRICT	FELICITA DISTRICT	ESCONDIDO BOULEVARD DISTRICT		SOUTHERN ENTRY DISTRICT	
	WM General	WM Commercial				EB Mixed-Use Overlay	EB Commercial	SE Commercial	SE Mixed-Use Overlay
<b>TRANSPORTATION, COMMUNICATIONS, &amp; UTILITIES</b>									
Transportation:									
• Bus stop shelters as an incidental use only <small>(Subject to special regulations of Section 33-1118 of the EZC)</small>	P	P	P	P	P	P	P	P	P
• Car or bike sharing station	---	CUP#	CUP#	---	CUP#	---	CUP#	CUP#	---
• Helipad as an incidental use only <small>(Subject to Article 57)</small>	---	---	---	---	CUP	---	---	CUP	---
• Park-and-ride facilities as a principal use	P	---	---	---	CUP	CUP	CUP	CUP	---
• Parking lots and parking structures (municipal)	CUP	CUP	CUP	---	CUP	CUP	CUP	CUP	---
• Parking lots (private full fee)	---	---	---	---	CUP	CUP	---	CUP	---
• Taxicab, trolley, shuttle, and Pedi cab stands	P	P	P	P	P	P	P	P	P
• Transit stations (bus and train), including maintenance and repair	CUP	---	---	---	CUP	---	---	CUP	---
Communications Facilities / Utilities:									
• Broadcasting (radio and/or television), recording, and/or sound studios	P	P	---	P	P	---	P	P	---
• Personal wireless service facilities	<small>(Subject to Article 34 of the EZC)</small>	<small>(Subject to Article 34 of the EZC)</small>	<small>(Subject to Article 34 of the EZC)</small>	<small>(Subject to Article 34 of the EZC)</small>	<small>(Subject to Article 34 of the EZC)</small>	<small>(Subject to Article 34 of the EZC)</small>	<small>(Subject to Article 34 of the EZC)</small>	<small>(Subject to Article 34 of the EZC)</small>	<small>(Subject to Article 34 of the EZC)</small>
• Newspaper printing and publishing	P	P	P	P	P	P	P	P	---
• Other communications <small>(As listed in Article 67, GC Zone)</small>	P/CUP	P/CUP	P/CUP	P/CUP	P/CUP	P/CUP	P/CUP	P/CUP	P/CUP
Utilities:									
• Central processing, regulating, generating, control, collection, storage facilities and substations	P	CUP	CUP	CUP	CUP	CUP	CUP	CUP	CUP
• Distribution facilities	P	P	P	P	P	P	P	P	P
<b>INDUSTRIAL USES</b>									
<b>SPECIAL USES</b>									
Mausoleums <small>(Subject to Section 33-1102 of the EZC)</small>	---	---	---	---	---	---	---	---	---
Farmers' market, primary or incidental	---	---	CUP#	---	CUP#	---	---	CUP#	CUP#
Food or beverage processing, including craft brewery, distillery, or winery <small>(Retail sales associated with this use shall be limited to an incidental use as provided in Sec. 33-567. Incidental uses, unless otherwise the use is categorized as a drinking establishment and regulated as such elsewhere in this table)</small>	CUP#	CUP#	CUP#	CUP#	CUP#	CUP#	CUP#	CUP#	CUP#
Crematoriums <small>(Subject to Section 33-1102 of the EZC)</small>	---	---	---	---	---	---	---	---	---
Drive-through facilities, including drive-through banks, dairies, drug stores/pharmacies, grocery stores, cleaners, etc., which are either an incidental use to the primary use or constitute the primary use	---	CUP	---	---	CUP	---	---	---	---

LAND USES	WEST MERCADO DISTRICT		9TH AVE OVERLAY	13TH AVE. CORNERS DISTRICT	FELICITA DISTRICT	ESCONDIDO BOULEVARD DISTRICT		SOUTHERN ENTRY DISTRICT	
	WM General	WM Commercial				EB Mixed-Use Overlay	EB Commercial	SE Commercial	SE Mixed-Use Overlay
Makerspace, limited (see definition Apdx A) <small>(Subject to Special regulations of Chapter 5)</small>	P	P	P	---	---	P	P	---	---
Makerspace, manufacturing (see definition Apdx A) <small>(Subject to Special regulations of Chapter 5)</small>	P	---	---	---	---	---	---	---	---
Mini-storage or personal self-storage <small>(Subject to Section 33-339 of the EZC)</small>	---	---	---	---	---	---	---	CUP	---
Studios pertaining to artists, craft workers, photographers, and other similar artisans, etc., including incidental sale of merchandise pertaining to the primary use, excluding residential (Not "Makerspace")	P	P	P	P	P	P	P	P	P
LAND USES	WEST MERCADO DISTRICT		9TH AVE OVERLAY	13TH AVE. CORNERS DISTRICT	FELICITA DISTRICT	ESCONDIDO BOULEVARD DISTRICT		SOUTHERN ENTRY DISTRICT	
	WM General	WM Commercial				EB Mixed-Use Overlay	EB Commercial	SE Commercial	SE Mixed-Use Overlay
<b>ACCESSORY USES &amp; STRUCTURES</b>									
Accessory dwelling unit, subject to Article 70	---	---	---	---	---	---	---	---	---
Arts and crafts shows <small>(As defined in Section 33-8 with permit as required by Section 33-1119 of Article 57)</small>	P	P	P	P	P	P	P	P	P
Car or bike sharing station	CUP#	CUP#	CUP#	CUP#	CUP#	CUP#	CUP#	CUP#	CUP#
Home occupations <small>(Subject to Article 44 of the EZC)</small>									
• Minor	---	---	P	---	---	P	---	---	P
• Major	---	---	---	---	---	---	---	---	---
Live entertainment	---	CUP#	CUP#	CUP#	CUP#	CUP#	CUP#	CUP#	---
Public art displays, murals, sculptures, and other visual art	P	P	P	P	P	P	P	P	P
Outdoor display	<small>(Subject to the EZC)</small>	<small>(Subject to the EZC)</small>	<small>(Subject to the EZC)</small>	<small>(Subject to the EZC)</small>	<small>(Subject to the EZC)</small>	<small>(Subject to the EZC)</small>	<small>(Subject to the EZC)</small>	<small>(Subject to the EZC)</small>	<small>(Subject to the EZC)</small>
Outdoor storage:									
• Miscellaneous storage fully screened (NO CARS)	P	P	P	P	P	P	P	P	P
• Vehicles and fleet vehicle storage (overnight or after normal business hours, or for rent) less than or equal to 10% of all parking provided for that use	P	P	P	P	P	P	P	P	P
• Vehicles and fleet vehicle storage (after normal business hours) more than 10% of all parking provided for that use	CUP#	CUP#	CUP#	CUP#	CUP#	CUP#	CUP#	CUP#	CUP#
• Vehicles used for business operations and deliveries during normal business hours	P	P	P	P	P	P	P	P	P
Sustainable accessory uses as described in Chapter 8	P	P	P	P	P	P	P	P	P
Urban agriculture	CUP#	CUP#	CUP#	CUP#	CUP#	CUP#	CUP#	CUP#	CUP#

## *Notes:*

Refer to the base zone for primary, accessory, and temporary uses not otherwise specified, unless specifically prohibited.

With the adoption of this Specific Plan, nonconforming uses and structures shall be subject to the provisions of the EZC.

1. Within the Mixed-Use Overlay in the 9th Avenue Overlay District, the South Escondido Boulevard District, and the Southern Entry District, stand-alone, multi-family residential, and mixed-use (commercial with residential) is permitted by approval of a Plot Plan.
2. Mixed-Use development requires a Plot Plan as provided for in (Article 61) of the Zoning Code.
3. Refer to Chapter 4.2 for a discussion on the land use table and methodologies in determining permitted land uses for each district and subarea.



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**Envision**  
*South Centre City*

# CHAPTER 5



*Ms. Zimman's Class - Central Elementary*

# AREA-WIDE DEVELOPMENT STANDARDS & DESIGN GUIDELINES



# CHAPTER 6

# 6.1 OVERVIEW

This chapter establishes a plan for increasing and improving the multi-modal transportation options in the South Centre City area. Multi-modal transportation refers to the many different methods—or modes—of travel available, including walking, biking, transit, and personal motor vehicles. Together, these modes establish the mobility network in South Centre City. The mobility network connects residents to where they live, work, shop, and recreate. The network in the South Centre City area currently contains gaps. This plan provides recommendations to complete those gaps and enhance the mobility options throughout the Specific Plan.

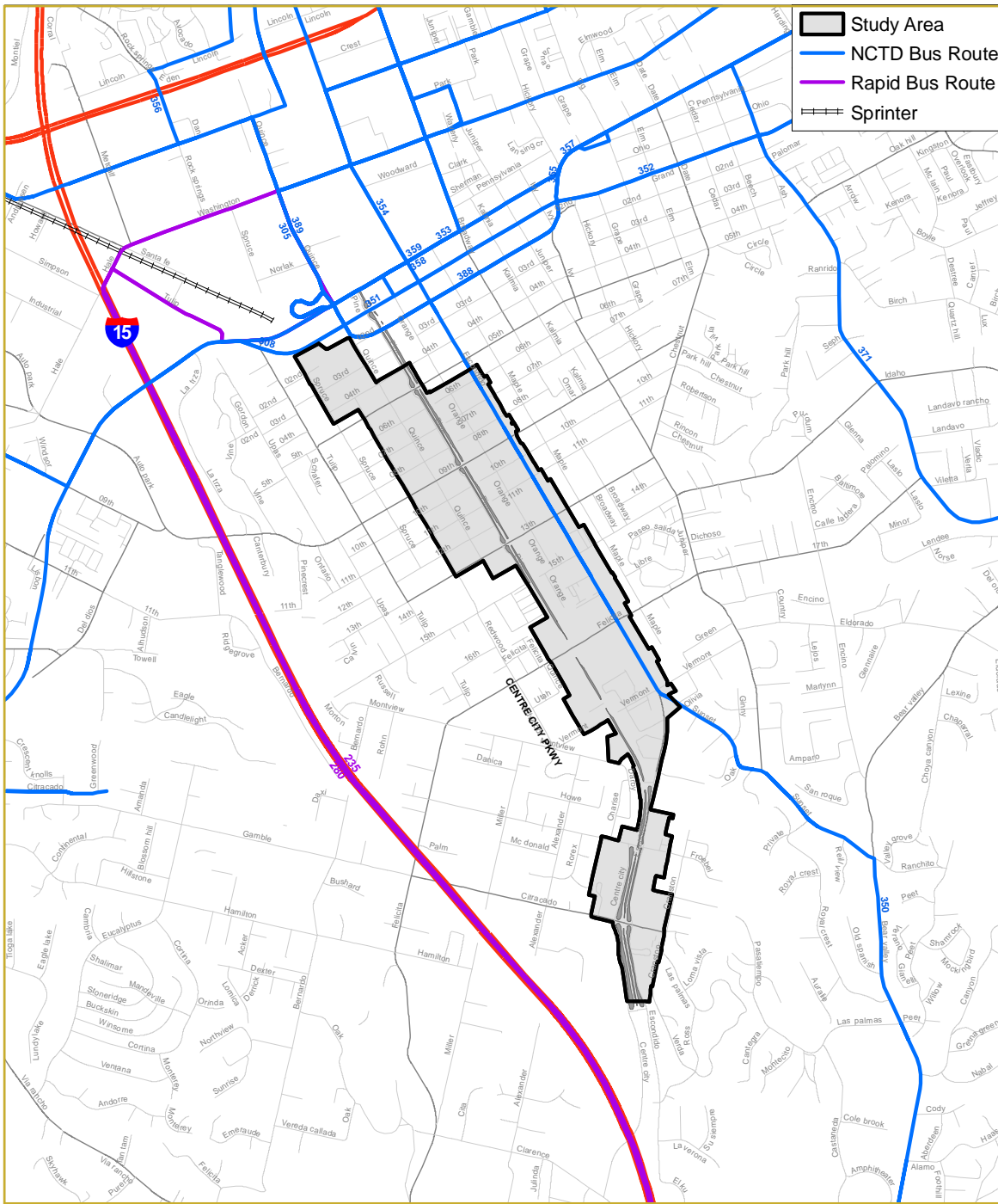
A Complete Streets approach requires a network of streets to be designed, operated, and maintained to enable safe, convenient, and comfortable travel and access for users of all ages and abilities regardless of their mode of transportation. The plan also focuses on increasing opportunities for active transportation by improving the availability and safety of pedestrian and bicycle facilities, and thereby reducing the reliance on the single passenger automobile. Enhancing opportunities for active transportation has the added benefit of improving the health and well-being of residents by encouraging and supporting healthful behaviors and choices, such as walking or biking to local businesses and services or using bike and walking trails for exercise and socializing.

Chapter 3 (District Plans) highlights what mobility improvements are envisioned for each of the Specific Plan districts. This chapter provides a more expanded description of what the plan anticipates.

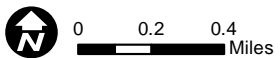
Completion of the non-motorized circulation network and enhancing the safety of pedestrian paths and bicycle lanes is a major goal of this plan and will be accomplished by:

- adding sidewalks where they are missing;
- enhancing pavement striping or constructing bike lanes consistent with the Bicycle Master Plan;
- enhancing the non-motorized network by adding a multi-use trail as proposed in the Pine Street Pathway (see below), and a multi-use trail connection from Escondido Boulevard to Kit Carson Park through City-owned open space;
- adding or enhancing crosswalks to improve safety;
- installing effective traffic calming measures; and
- ensuring the non-motorized network supports transit.





Source: City of Escondido Planning/GIS, SanGIS



# Transit

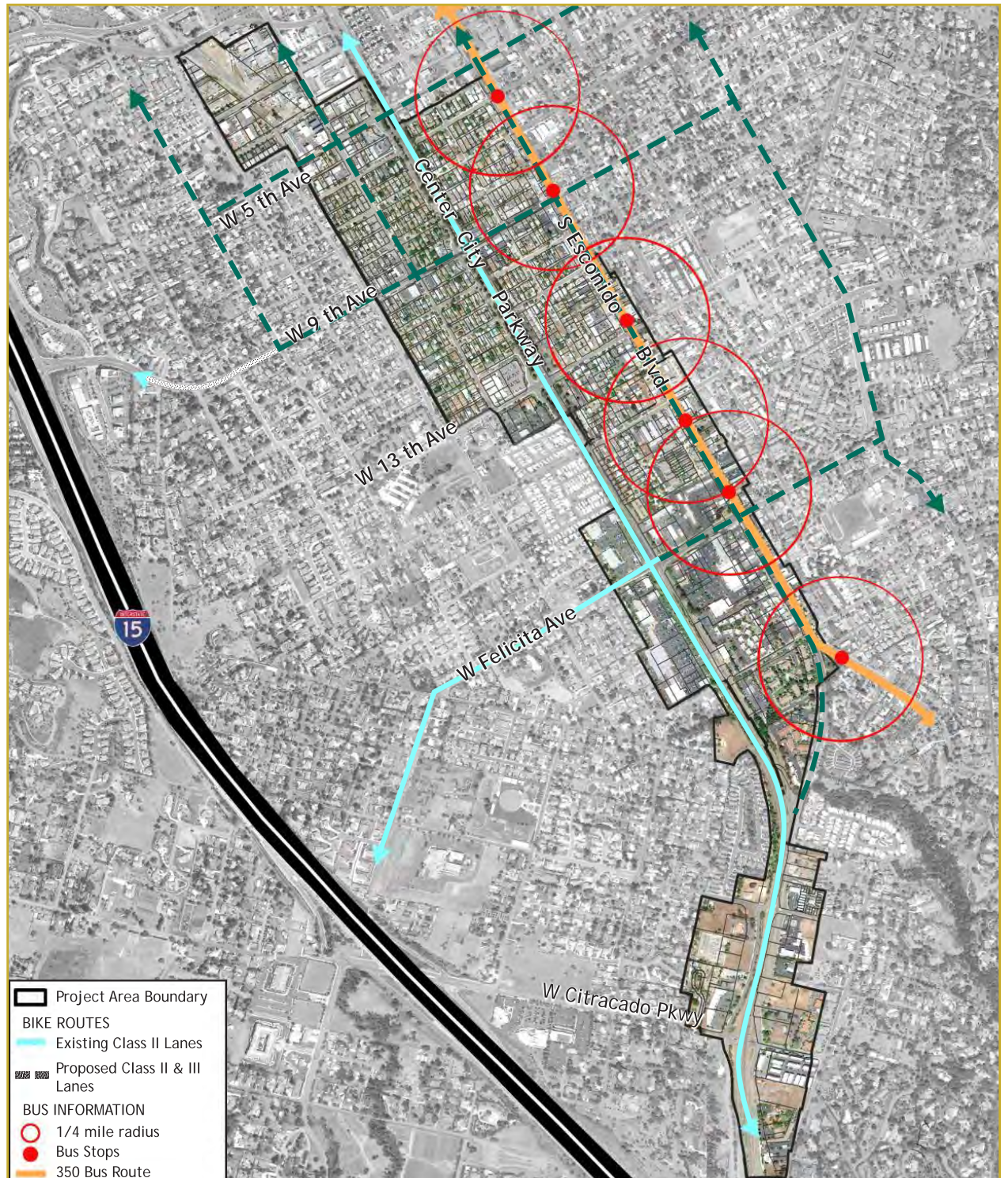
## South Escondido Blvd & South Quince Street Area Plan

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U-T San Diego file photo.



Transit & Bike Routes

# 6.2 ELEMENTS OF THE MOBILITY NETWORK

## 6.2.1 Walking.

A safe and accessible pedestrian network for all ages and all abilities is a key component to creating a livable community. A well-designed pedestrian network is critical to encouraging active transportation. Ensuring that the streets and intersections within South Centre City provide a safe and attractive pedestrian-friendly environment helps accomplish the Specific Plan Mobility goals outlined in Chapter 2. Pedestrian-friendly design and facilities will be incorporated into all aspects of physical planning, public improvements and private development. The following sections detail the improvements needed for the pedestrian network.

### 6.2.1.1 Sidewalks.

Within South Centre City, sidewalks are missing in some areas, particularly within the West Mercado District, the Quince Street District, along Centre City Parkway, and in the Southern Entry District. This interrupts the pedestrian network in the area and discourages walking. Installing the missing sidewalks will complete the network as shown in Figure 6-1. Sidewalks will be designed to accommodate various user groups (e.g. disabled, seniors, etc.). Damaged sidewalks will be repaired in a timely manner and all sidewalks will be maintained in a manner that facilitates accessibility and safety. Sidewalks in key locations in commercial areas should be designed to feature artistic design elements or public art to further promote the use of public space. Sidewalk design can also include non-slip construction material to assist residents with mobility challenges.

Instead of installing sidewalks along the auto-oriented Centre City Parkway corridor, the Pine Street Pathway (discussed in the Biking section below) will provide a much safer pedestrian facility south of Felicita Avenue.

### 6.2.1.2 Crosswalks

Crosswalks can greatly enhance the safety and comfort for pedestrians. Marked crosswalks are missing at many locations throughout the area.

Since both Escondido Boulevard and Centre City Parkway carry significant amounts of traffic, ensuring the safety of pedestrians crossing these facilities is critical. The new multi-use pathway along Pine Street will encourage more residents to walk and bike, and increase the need for safe crossing of these roadways.







Area intersections will be evaluated by the City to identify locations where marked crosswalks or high-visibility crosswalks will be installed. High visibility crosswalks include special safety features such as in-ground lighting, signage, and other special safety features to warn motorists of the pedestrian crossing. Locations will be prioritized to include areas with high pedestrian activity, such as schools, parks, and commercial centers, and to access the Pine Street Pathway. Initial locations where marked crosswalks and high-visibility crosswalks are recommended include:

- Escondido Boulevard / Felicita Avenue
- Escondido Boulevard / Vermont Avenue
- Centre City Parkway/Felicita Avenue
- Centre City Parkway / 13th Avenue
- Centre City Parkway/9th Avenue
- Centre City Parkway/5th Avenue
- Centre City Parkway/Citracado Parkway

#### **6.2.1.3 Mid-block Crosswalks.**

Mid-block crosswalks will be considered in areas where residential and mixed-use development may generate increased pedestrian activity and where there are long distances between intersections. Specifically, mid-block crosswalks will be considered for the blocks along Escondido Boulevard south of 11th Avenue where the block pattern is longer. Pedestrian hybrid beacons, rectangular rapid flashing beacon, and in-roadway lights are options to enhance mid-block crosswalks.

#### **6.2.1.4 Curb Extensions.**

Curb extensions or bulb-outs extend the sidewalk into the roadway to provide additional space for pedestrians. Curb extensions make pedestrians more visible; shorten the distance for pedestrian crossings; provide space for street furniture, benches, landscaping, and bicycle parking; and act as a traffic calming measure. Striped or painted curb extensions are a way to provide curb extensions at a lower cost.

#### **6.2.1.5 Landscaping, Street Trees, and Street Furniture.**

Sidewalks will be wide enough to accommodate both pedestrians and streetscape improvements that promote walking. Attractive, well-maintained landscaping, street trees, and street furniture enhance walkability by providing a pleasant walking environment. Street tree canopies will be maintained at a height that allows for clear sight lines, and bushes and shrubs will be kept low to enhance safety.

## 6.2.2 Biking.

Bicycling increases connectivity within South Centre City by providing an option for longer trips and faster travel times. Developing bicycle infrastructure such as lanes, multi-use pathways, and bicycle parking can encourage biking by creating a continuous bicycle network with safer routes that decrease conflicts between cyclists and vehicles. The following improvements are recommended to help encourage cycling within South Centre City and improve cyclist safety in the area.

### 6.2.2.1 Bicycle Facilities.

Bicycle facilities, including Class I, II, and III lanes, will be installed as described in the Bicycle Master Plan and detailed in the District Plans. Class II bike lanes should be installed on South Quince Street, 5th Avenue, and 9th Avenue. A Class III bike route will be installed on South Escondido Boulevard.

### 6.2.2.2 Pine Street Pathway.

The proposed Pine Street Pathway is a multi-use pathway adjacent to Pine Street. It will provide additional bicycle connectivity paralleling South Centre City Parkway for recreational cyclists. The Pine Street Pathway will also connect to other City bike paths, as well as Kit Carson Park, Westside Park, Grape Day Park, the Escondido Transit Center, and two regionally significant off-street bike paths—the Inland Rail Trail and the Escondido Creek Trail. Additional discussion of the design and location of the Pine Street Pathway is included Chapter 7.

### 6.2.2.3 Buffered Bicycle Lanes.

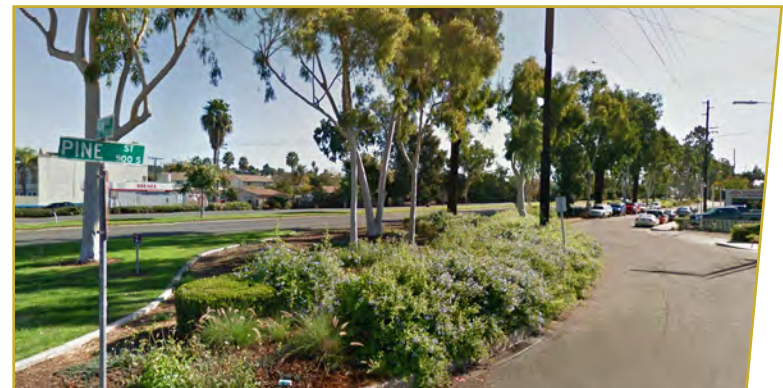
Buffered bicycle lanes provide a space for bicyclists to pass another bicyclist safely without encroaching into a vehicle travel lane. Buffers provide lateral separation between cyclist and vehicles and when used in the space between bike lanes and parking, the buffer helps protect bicyclists from the “door zone” of parked cars. Buffered bicycle lanes are recommended along Centre City Parkway and South Quince Street.

### 6.2.2.4 Protected Bicycle Intersections.

At protected bicycle intersections, bicycles are separated from vehicle traffic within the intersection using painted or raised islands. The design shown in Figure xx are appropriate at key locations along Centre City Parkway and other area roads with existing or planned bike lanes. Conflicts at these locations may be further reduced by implementing a dedicated left turn signal phase, or by introducing a separate bicycle phase at signals.



[www.peopleforbikes.org](http://www.peopleforbikes.org)



San Francisco's Polk Street protected bike lane.  
Photo by Nick Falbo, Alta Planning

Locations for protected bicycle intersections include:

- Centre City Parkway / 5th Avenue
- Centre City Parkway / 9th Avenue
- Centre City Parkway / 13th Avenue
- Centre City Parkway / Felicita Avenue
- Centre City Parkway / Citracado Parkway

### 6.2.2.5 Bicycle Parking and Supportive Facilities.

Bicycle racks for locking bikes during short stays, such as visiting a store or restaurant, should be provided for key destinations such as parks, commercial areas, and industrial areas. New multi-family and mixed-use developments will be required to install safe, secure bike parking facilities for residents. Bike lockers for long-term bicycle parking, such as for an entire work shift or overnight, are available at the Escondido Transit Center. As the West Mercado District is planned to transition into an employment center, in addition to bike parking, employers should consider installing personal lockers, showers, and other facilities to encourage bicycling.



### 6.2.3 Transit

Public transit is a key feature of the South Centre City transportation system. As more residential development occurs, transit will play an even more important role in providing the ability to travel in the area conveniently, without a car—an important component of the livability of this community. Transit corridors are focal points for economic and social activity. Transit can encourage active transportation by providing connections for longer trips, as transit users often walk or bike to and from transit stops. Because of this, it is important to ensure strong pedestrian and bicycle connectivity from the South Centre City districts to the Escondido Transit Center and to transit stops along the Escondido Boulevard transit corridor.

NCTD Breeze Route 350 provides bus rapid transit (BRT) local bus service between Escondido Transit Center and Del Lago Park and Ride via Escondido Boulevard, Sunset Drive, and Bear Valley Parkway. Bus frequency along this route typically ranges between 10 and 15 minutes all day, which is among the highest frequencies within the North County Transit District. This service also connects to the SPRINTER passenger rail line at the Escondido Transit Center, to existing Metropolitan Transit Services, and to the I-15 BRT service connecting Escondido with downtown San Diego.

The SPRINTER passenger rail service provides east-west connections to locations in San Marcos, including Cal State San Marcos, Vista and Oceanside. In Escondido, the SPRINTER's eastern terminus is the Escondido Transit Center.

Residents living in the mixed-use developments along Escondido Boulevard reported during the community outreach component of this project that school students did not have enough buses to get them to school on time in the morning. As a result, some students would arrive late and miss the first part of the school day.

Currently there is no transit service in the Southern Entry District along South Escondido Boulevard or Centre City Parkway. The following improvements are recommended to help promote transit use within the study area.

### 6.2.3.1 Proposed Southern Entry District Transit Stop.

An additional transit stop in this area would provide transit accessibility to the new and proposed development in this area and would make transit a more viable travel choice. The specific location proposed for a new stop is recommended at either the intersection of Centre City Parkway and Brotherton Avenue or the intersection of Centre City Parkway and Citracado Parkway, as discussed in the Southern Entry District Plan in Chapter 3.

### 6.2.3.2 Transit Stops.

Transit stops should be well designed, safe, comfortable, and attractive for all potential user groups. Benches, lighted shelters, and electronic signage with real-time, next arrival information is available at three transit stops along Escondido Boulevard. The City and/or NCTD may consider providing the same amenities at all transit stops along the corridor.

### 6.2.3.3 Improved Connections to Escondido Transit Center.

The Escondido Transit Center, which is the City's major transit hub, is located north of the study area. The transit center should be easily accessible by bicycle or on foot, with particular attention paid to the connection between the Transit Center and the Pine Street Pathway. The proposed road diet along Quince Street will offer opportunities for widening sidewalks, installing street furniture and landscaping, including buffered bicycle lanes, and installing angled parking along Quince Street, which can also improve the connections to the Transit Center.

### 6.2.3.4 Ridership Surveys.

The City should continue to work closely with transit providers to ensure transit service is meeting the needs of the residents. Periodic ridership surveys will help identify locations and time of day when additional service may be required, such as on school mornings when more students need service than can be accommodated on the existing buses.



## 6.2.4 Motor Vehicles

As the majority of trips continue to be made by personal motor vehicles, the safety and convenience of motor vehicle travel is an important consideration. All needed roadway improvements in the area will be accomplished using a Complete Streets approach for roadway design. Adequate parking is needed for the development anticipated by this plan. Safety improvements to the roadway network for both motorists and more vulnerable road users like pedestrians and cyclists are recommended. Where excess speed is an issue, traffic calming measures can slow vehicles and improve safety. In some instances, the reduction in the number and/or width of travel lanes enables a better roadway configuration and promotes improved safety. The following improvements are recommended to the roadway network in the area.



### 6.2.4.1 Road Diets

A “road diet” is a roadway design treatment that reduces the number of vehicle travel lanes on a roadway and reclaims that street space for other uses to increase safety, beautify the street and allow for alternate modes of transportation. Road diets reduce vehicle speeds and minimize conflicts, thus making other modes of transportation more attractive. Reducing lanes allows for wider bike lanes and bulb-outs, which reduce the crossing distance between sidewalks, and makes cycling and walking safer. A road diet can also free up space for landscaping, street trees, street furniture and other amenities, and it can ultimately increase the number of parking spaces by allowing angled or reverse angled parking.

A road diet is recommended for Quince Street in the West Mercado and Quince Street Districts. Other South Centre City roadways may also be evaluated to determine if the implementation of a road diet is feasible to enhance non-motorized mobility. Vehicle traffic demand is a critical issue to consider when identifying roadways appropriate for a road diet. Please note that the Specific Plan creates the vision and planning objectives for said improvements that would be more thoroughly designed and analyzed by a separate and future process prior to implementation.

### 6.2.4.2 Traffic Calming

Traffic calming is the use of certain measures to reduce the speeds of vehicles along a roadway to improve the safety of all users (drivers, cyclist, and pedestrians alike). The incorporation of traffic calming measures is important for ensuring travel safety for everyone on the street.



Where speeding or cut-through traffic is an issue in South Centre City, traffic calming measures will be considered. These include vertical deflections, chicanes, optical speed bars, right edge lane striping, roundabouts, speed radar feedback, and other methods as appropriate. Traffic calming measures can be used independently or in combination other roadway safety treatments.

### 6.2.4.3 Complete Streets Checklist

The City will use a Complete Streets checklist to ensure all roadway projects consider the needs of all travel modes to the extent possible. The checklist would be completed at the start of a project initiation process. SANDAG has developed a local Complete Streets sample checklist that can be adapted to for use by the City.



#### 6.2.4.4 Angled and Reverse-Angle Parking.

Where there is the adequate street width, changing from parallel parking to angled or reverse-angle parking will increase the parking supply. Angled parking can be added to streets for which a road diet has been applied. Specific recommended locations for angled and reverse-angle parking are included in the District Plans. Angled parking can support traffic calming measures, while also providing additional parking spaces as infill development increases and small businesses are established.



#### 6.2.4.5 Safe Park Zones.

A number of cities around the country are using a traffic safety tool called Safe Park Zones where conflicts exist between vehicular traffic and park users. Elements of the Safe Park Zones include reduced speed zones, special signs, pavement markings, and extra fines for traffic violations. This tool is ideal for the Pine Street Pathway because pedestrians, bicycles and motorists will all use the same roadway right-of-way. The City will consider designating the Pine Street Pathway as a Safe Park Zone to ensure that vehicular traffic flows at a slow speed compatible with shared use by pedestrians and bicyclists. Safe Park Zones can be used at other locations in the City as well to promote safety.

#### 6.2.4.6 Parking Management.

As the plan is implemented, the City may consider exploring parking management strategies based on





**Legend**

- Existing Class I Multi-use
- Existing Class II Lanes
- Existing Class III Routes
- Proposed Class I Multi-Use
- Proposed Class II Lanes
- Proposed Class III Routes
- Unpaved Multi-use Trail
- Recreational Trail
- School
- Recreational Facility
- Transit Station / Stop

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engineers

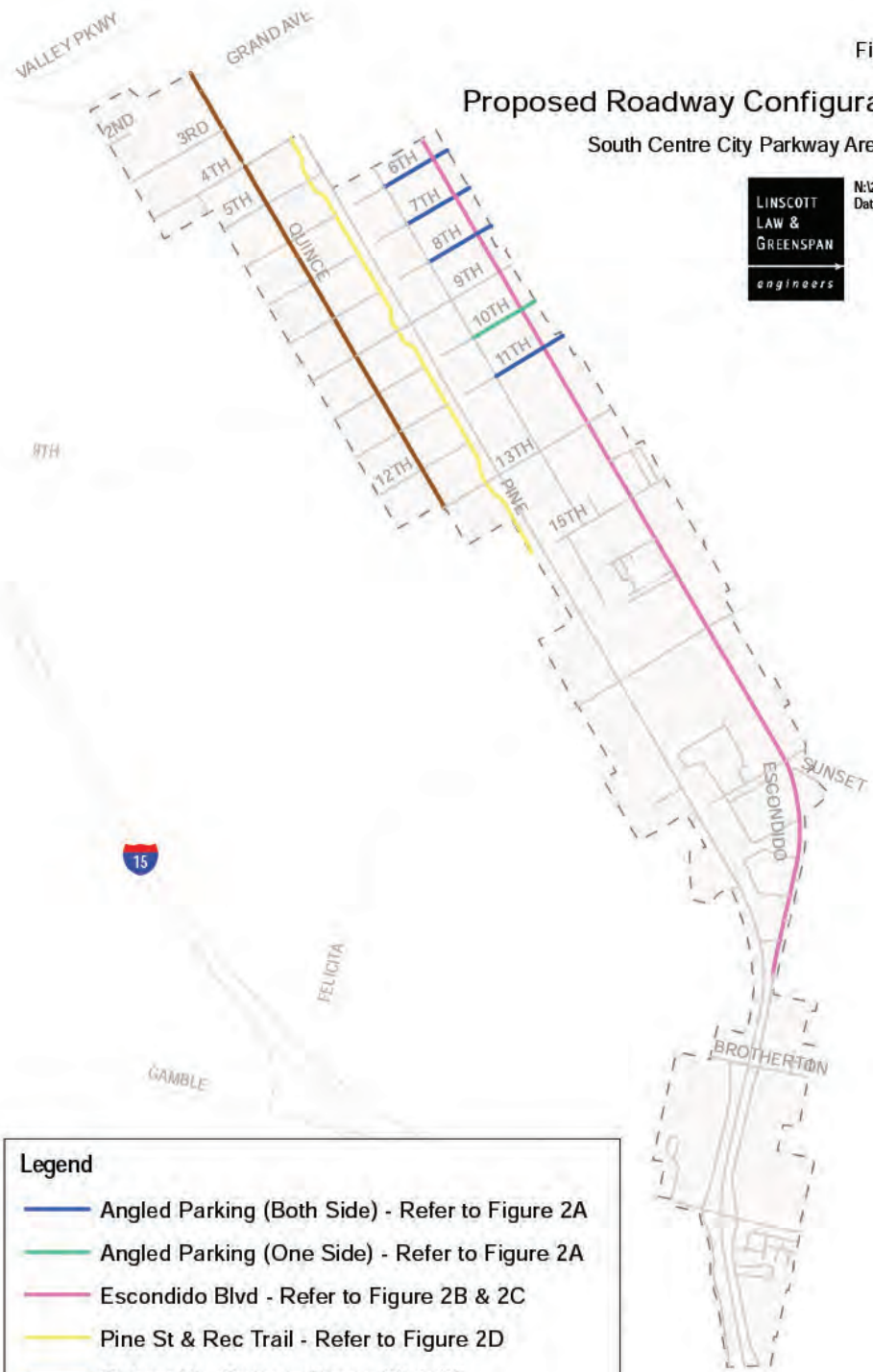
Figure 1

**Existing and Proposed Bicycle Facilities & Proposed Recreational Trail**

Figure 2

### Proposed Roadway Configuration South Centre City Parkway Area Plan

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engineers  
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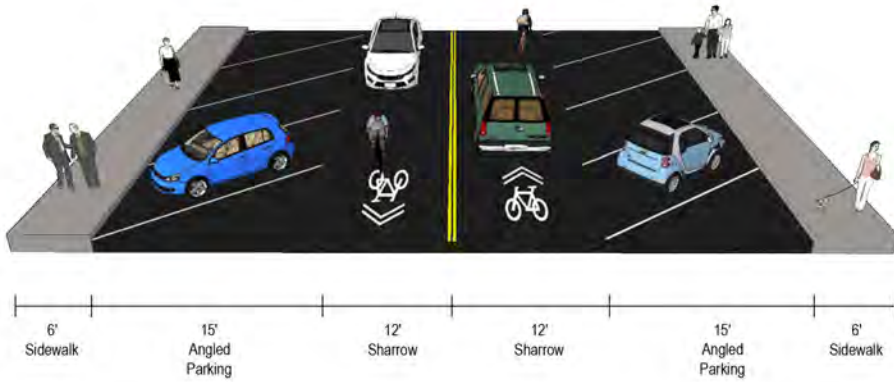


- Legend**
- Angled Parking (Both Side) - Refer to Figure 2A
  - Angled Parking (One Side) - Refer to Figure 2A
  - Escondido Blvd - Refer to Figure 2B & 2C
  - Pine St & Rec Trail - Refer to Figure 2D
  - Quince St - Refer to Figure 2E & 2F

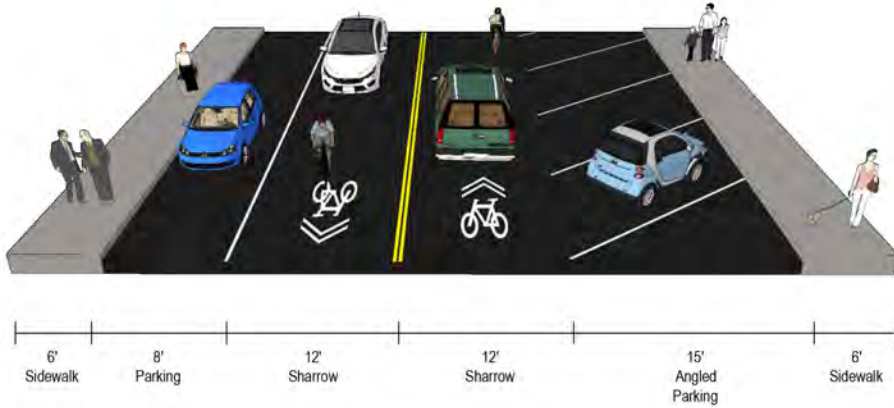




### Angled Parking (Both Side)



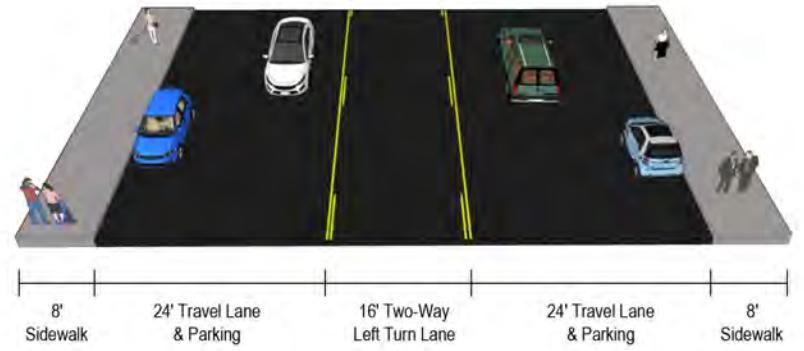
### Angled Parking (One Side)



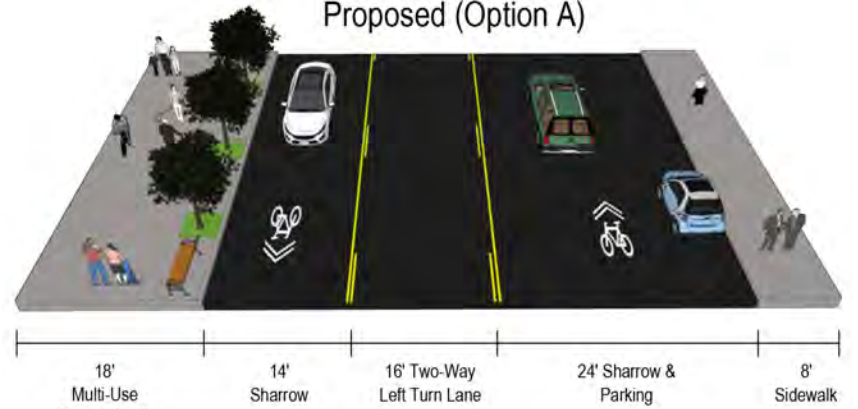
**Figure 2A**  
**Angled Parking**

SOUTH CENTRE CITY AREA PLAN

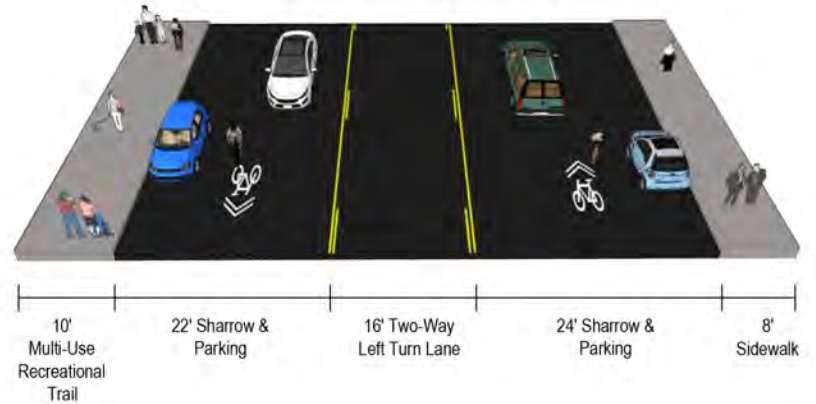
### Existing



### Proposed (Option A)

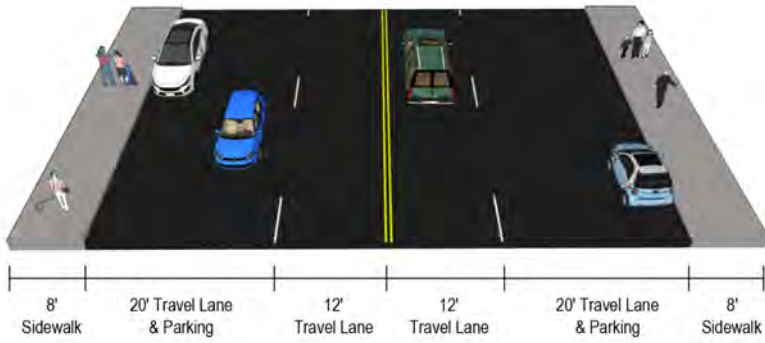


### Proposed (Option B)

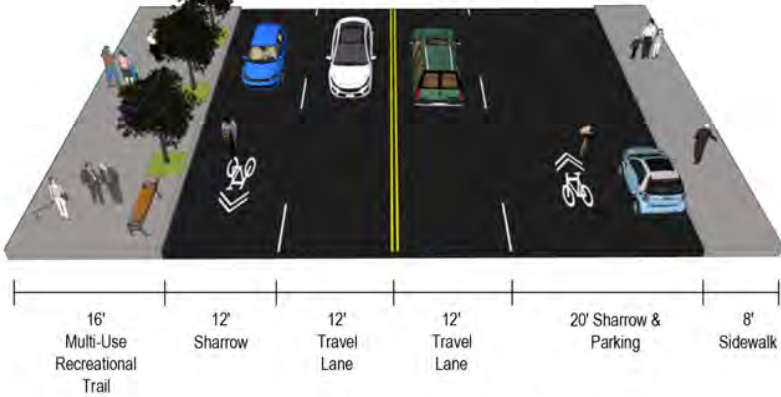


**Figure 2B**  
**Escondido Blvd**

Existing



Proposed (Option A)



Proposed (Option B)

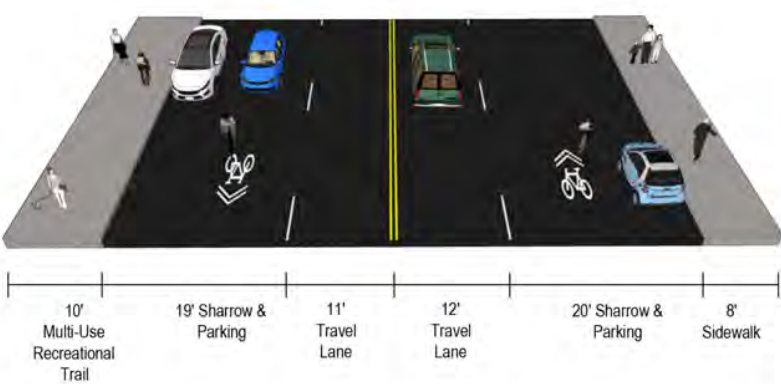
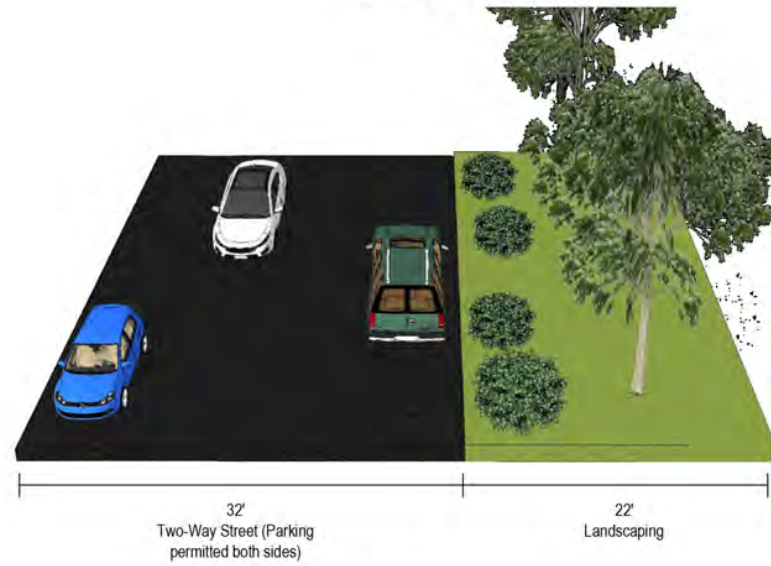


Figure 2C  
Escondido Blvd

Existing



Proposed

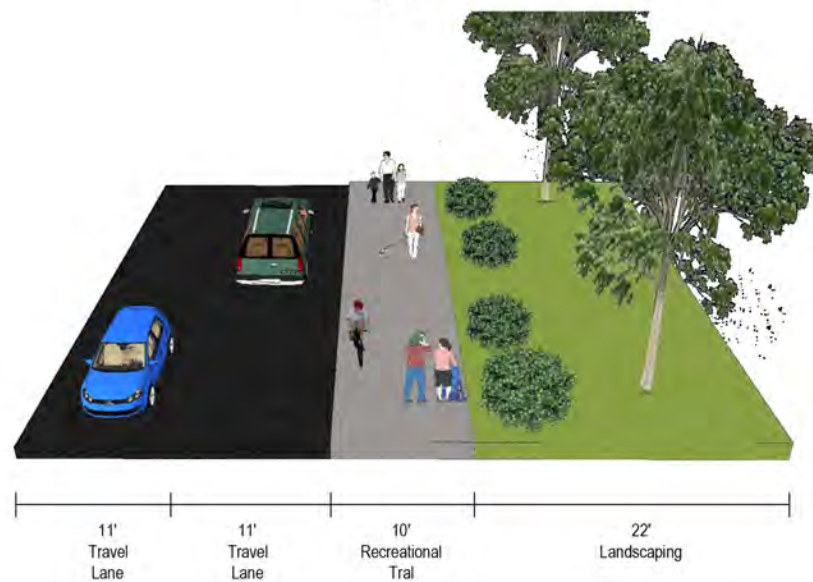
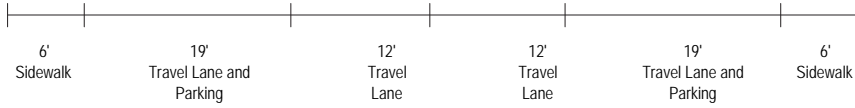


Figure 2D  
Pine St & Recreational Trail

Existing Conditions (Typical)



Proposed Conditions

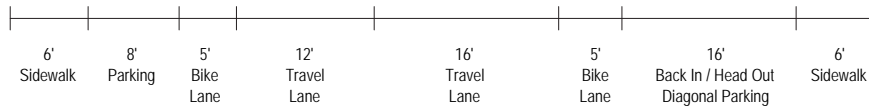
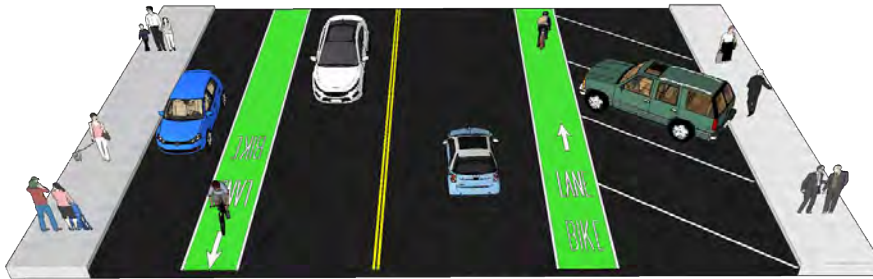
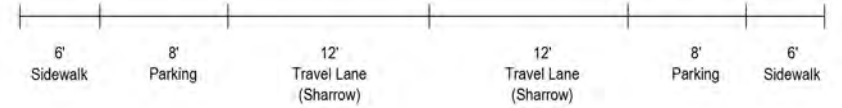


Figure 2E  
Quince St

Proposed Conditions (Less than 62' C-C available)



Proposed Conditions (More than 62' C-C available)

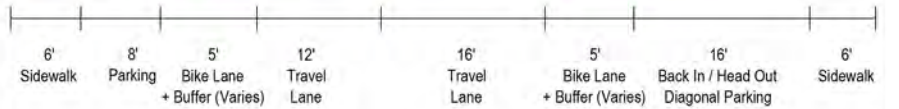
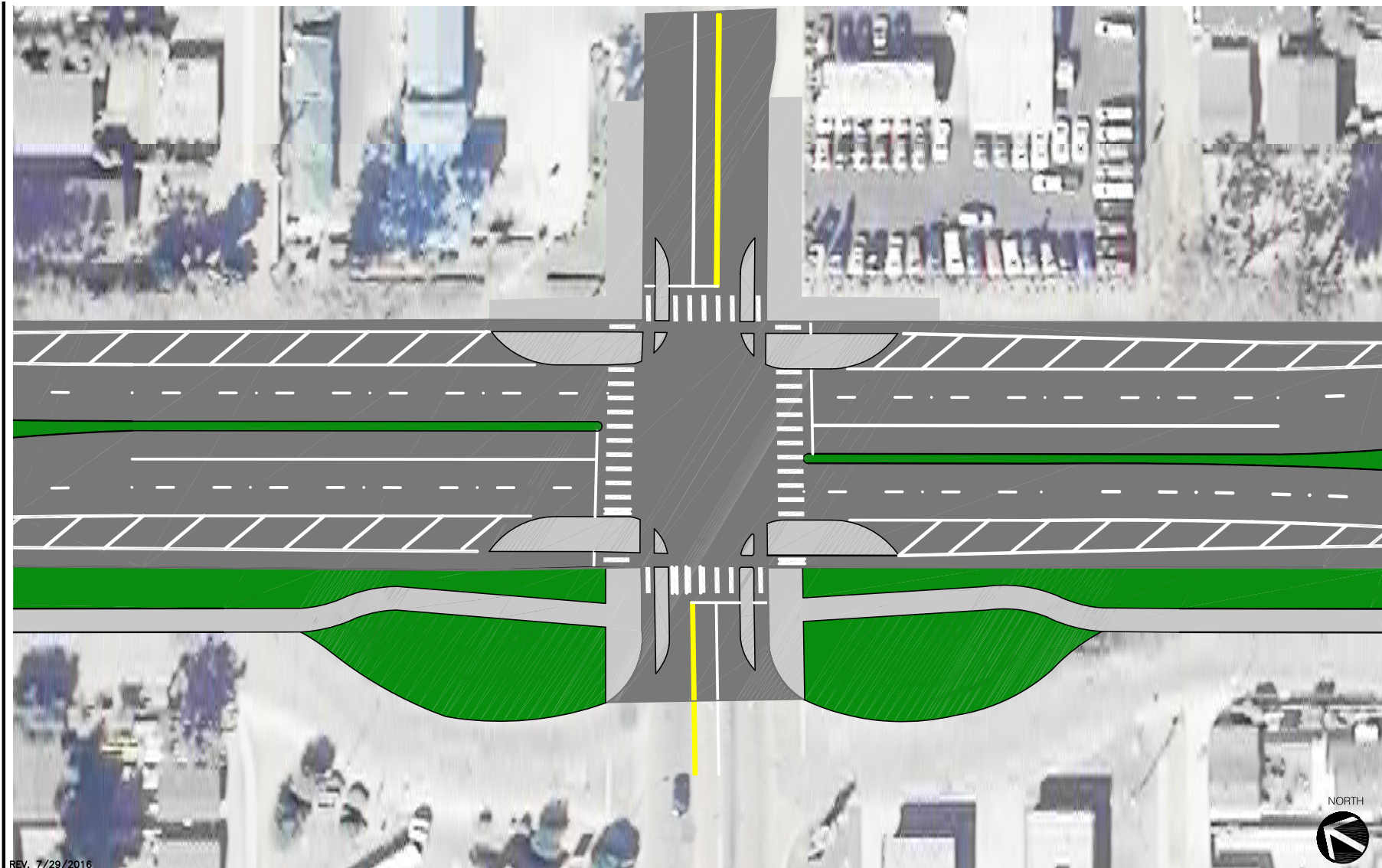


Figure 2F  
Quince St - Alternatives



REV. 7/29/2016



**Figure 3**

**Recreational Trail - Intersection Treatment**

SOUTH CENTRE CITY PARKWAY AREA PLAN



# 5.1 OVERVIEW

The area-wide development standards and design guidelines provided in this chapter help to achieve the overall vision, goals, and concepts for South Centre City and unify the districts in the entire area. In particular, they support the creation of an attractive, safe, sustainable, and dynamic pedestrian-oriented environment that makes walking, bicycling, and using transit an enjoyable experience.



## 5.2 HOW TO USE THIS CHAPTER

The development standards for each district are primarily implemented by the Escondido Zoning Code (see Table 5-1). However, the area-wide development standards and design guidelines apply to all new and existing development within South Centre City. Each district has unique development standards and/or design guidelines that also apply, which are provided in Chapter 3.

- ✓ Determine the district/subarea in which the property is located (refer to Figure 4.1).
- ✓ Check Table 5.1 below to determine if the property is regulated by an existing zone in the Escondido Zoning Code. If so, refer to that zone.
- ✓ Refer to the area-wide development standards and design guidelines in this chapter that apply to all development.
- ✓ Refer to Chapter 3 for special district-specific development standards and guidelines for the district within which the property is located.
- ✓ Unless otherwise specified, development projects are to refer to the Escondido Zoning Code (EZC) and development regulations for all additional requirements.

Table 5.1 below provides a summary of the development standards that apply to each district and subarea, as applicable, and is provided as a reference.

**Table 5.1. Summary Table—General Building Height, Setbacks, and Coverage Standards for All Districts/  
Subarea (1), (2), (3), (4)**

DISTRICTS/SUBAREAS	DEVELOPMENT STANDARDS & DESIGN GUIDELINES
<b>WEST MERCADO DISTRICT:</b>	
West Mercado General Area	Refer to Table 5.2 Properties within the Mercado Design Overlay: also refer to the Downtown Specific Plan
West Mercado Commercial Area	Refer to Table 5.2 Properties within the Mercado Design Overlay: also refer to the Downtown Specific Plan
<b>QUINCE STREET DISTRICT:</b>	
Quince Street Single-Family Overlay	Refer to the R-1-7 Zone
Quince Street Multi-Family Overlay	Refer to the R-2-12 Zone
<b>9TH AVENUE OVERLAY DISTRICT</b>	Refer to Table 5.2
<b>13TH AVENUE CORNERS DISTRICT</b>	Refer to Table 5.2
<b>FELICITA DISTRICT</b>	Refer to Table 5.2
<b>SOUTH ORANGE STREET DISTRICT:</b>	
South Orange Street Urban IV Area	Refer to the R-4-24 Zone
South Orange Street Urban V Area	Refer to the R-5-30 Zone
<b>ESCONDIDO BOULEVARD DISTRICT:</b>	
Escondido Mixed Use Overlay	Refer to Table 5.2
Escondido Boulevard Commercial	Refer to Table 5.2
<b>SOUTHERN ENTRY DISTRICT:</b>	
Southern Entry Commercial	Refer to Table 5.2
Southern Entry Mixed Use Overlay	Refer to Table 5.2

**Notes:**

- (1) For the purposes of the Specific Plan, a structure that is made nonconforming by this Specific Plan shall be treated same way as per the EZC
- (2) Whenever a conflict between this chapter and the EZC, the intent provisions, and requirements of this chapter controls.
- (3) For all development, the development standards and design guidelines in Chapter 5 shall apply.
- (4) For Planned Development projects:
  - New projects: the development standards and design guidelines should be used as a reference and incorporated to the extent possible, unless modified through the Planned Development process to create a better design and use of a property. Planned Development applications shall contribute towards the overall attainment of the the stated vision of the Specific Plan district/ subarea, meet or exceed the goals and objectives of this Specific Plan, and fully comport with the fundamental principles of any applicable General Plan Target Area.
  - The Planned Development Ordinance approved for the property controls and is fully effective and imposable.
  - Modifications to existing structures are permissive to the extent allowed here in and as authorized by the ordinance that approved said Planned Development.

**Table 5.2: General Building Height, Setbacks, and Coverage Standards for Specified Districts**

DEVELOPMENT STANDARDS <sup>(1)</sup>	WEST MERCADO DISTRICT		9TH AVE OVERLAY	13TH AVE. CORNERS DISTRICT	FELICITA DISTRICT	ESCONDIDO BOULEVARD DISTRICT	SOUTHERN ENTRY DISTRICT
	WM-General <sup>(3)</sup> Subareas	WM-Commercial Subarea					
<b>Building Height &amp; Stories (Max.)</b>	UBC; except a maximum of 35' within 50' of a residentially zoned property	35' (up to 2 stories)	35' (up to 2 stories)	45' (up to 3 stories)	45' (up to 3 stories)	North of 11th Ave: 26' (up to 2 stories) South of 11th Ave: 45'	<b>SE-Commercial Subarea:</b> 35' (up to 2 stories) <b>SE-Overlay Subarea:</b> 45' (up to 3 stories)
<b>Lot Area (Min.)</b>	7,000 SF	7,000 SF	20,000 SF with mixed use	7,000 SF	7,000 SF	None	<b>SE-Commercial Subarea:</b> None <b>SE-Overlay Subarea:</b> 7,000 SF
<b>Lot Frontage (Min.) <sup>(4)</sup></b>	35'	35'	None	50'	50'	None	<b>SE-Commercial Subarea:</b> None <b>SE-Overlay Subarea:</b> 50'
<b>Building Coverage (Max.)</b>	None	None	None	None	None	None	None
<b>Setback: Front <sup>(5)(6)(8)(9)</sup></b>	BTLR: • BTL-MIN: 5' • BTL-MAX: 15' BTLR Defined by a Building: 70% min	BTLR: • BTL-MIN: 5' • BTL-MAX: 15' BTLR Defined by a Building: 70% min	BTL: 14' from ultimate street curb face or 5' from property line, whichever is greater BTL Defined by a Building: 90%	BTLR: • BTL-MIN: 10' • BTL-MAX: 20' BTLR Defined by a Building: 70% min	Setback: 20'	BTL: 14' from ultimate street curb face or 5' from property line, whichever is greater BTL Defined by a Building: 90% min <b>3rd Story and above:</b> Setback: see section 5.3.12.1	<b>SE-Commercial Subarea:</b> Setback: 5' <b>SE-Overlay Subarea:</b> <b>1st &amp; 2nd Story:</b> BTLR: • BTL-MIN: 10' • BTL-MAX: 20' • BTLR Defined by a Building: 50% <b>3rd Story and above:</b> Setback: see section 5.3.12.1



<b>Setback: Side, Interior</b>	Setback: 0 Setback <sup>(7)</sup> : 15'	Setback: 0 Setback <sup>(7)</sup> : 10'	Setback: 0 Setback <sup>(7)</sup> : 10'	Setback: 0 Setback <sup>(7)</sup> : 10'	Setback: 10'	<b>North of 11th Ave:</b> Setback: 0'; except that any non-commercial use adjacent to the property line of a residential zone or use shall be set back 5' <b>South of 11th Ave.:</b> Setback: 5'	<u>SE-Commercial Subarea:</u> Setback: 0'; except 5' when adjacent to residential zone or structure <u>SE-Overlay Subarea:</u> Setback: 5'
<b>Setback: Side, Street</b> <sup>(6)(8) (9)</sup>	Setback: 5' min.	Setback: 5' min.	BTL: 14' from ultimate street curb face or 5' from property line, whichever is greater BTL Defined by a Building: 50% min	BTLR: • BTL-MIN: 10' • BTL-MAX: 20' BTLR Defined by a Building: 50%	Setback: 10'	BTL: 14' from ultimate street curb face or 5' from property line, whichever is greater BTL Max 15' BTL Defined by a Building: 50% min. <b>3rd Story and above:</b> Stepback: see section 5.3.12.1	<u>SE-Commercial Subarea:</u> Setback: 5' <u>SE-Overlay Subarea:</u> Setback: 10' <b>3rd Story and above:</b> Stepback: see section 5.3.12.1
<b>Setback: Rear</b>	Setback: 0' At Alley or Public Street (Setback): 5' When adjoining any residential zone, school, or park use: 20' Min	Setback: 0' At Alley or Public Street (Setback): 5' When adjoining any residential zone, school, or park use: 20' Min	Setback: 5' Parking perpendicular to alley: 24' from alley's farthest side	Setback: 10' min	Setback: 10'	15' from 1st story, plus 8' additional stepback at 2nd story & above	15'

Notes:

- (1) Alternative compliance is an administrative or discretionary review process in which an applicant meets the intent of the development standard in an alternative way. Administrative adjustments to the site development standards may be approved or conditionally approved by the Director of Community Development if it is demonstrated that the proposed adjustment(s) would be compatible with, and not prove detrimental to, adjacent property or improvements, as follows:
  - a) Adjustments to setback requirements up to 25% or four (4) feet (whichever is less).
  - b) Adjustments to BTL or BTLR provided the intent of the Specific Plan has been met or exceeded in some way.
  - c) Required landscaping may be permitted in the public right-of-way if a minimum six (6) foot clear sidewalk is maintained, Americans with Disabilities Act (ADA) requirements are met, and an encroachment permit is obtained from the City. This provision shall apply only if there is no encroachment on the existing right-of-way by a future street improvement that would render the landscaping feature(s) to be nonconforming.
  - d) Other standards as so designated herein this chapter.
- (2) See Chapter/Section 5.3.12 for development and design guidelines for multi-family residential development.
- (3) The regulations for new development in the WM-Light and WM-General Subareas have been consolidated into one subarea to implement the General Plan.
- (4) Parcels created prior to the adoption of this Plan shall not be denied a building permit for reasons of nonconformance with the frontage requirements of this section.
- (5) Awnings, canopies, forecourts, entries, porches, stoops, courtyards, outdoor dining areas, usable open space for multi-family residential development and residential portions of mixed-use development, and other similar permitted or required outdoor areas along the front of the building are excluded from the setback requirement.
- (6) For properties that have a front or street side property line that is located across the street from a residential, school, or park use, the landscaping within the required front or street side yard setback shall be designed to provide a screening buffer that partially obscures visual contact between higher intensity uses, such as industrial and commercial uses, and lower intensity uses, such as residential and park uses. The partial visual obstruction required by this standard may be achieved by one of the following methods:
  - a) Deciduous trees planted a minimum of twelve (12) feet apart on center, or
  - b) Evergreen trees planted a minimum of sixteen (16) feet apart on center, or
  - c) A combination of deciduous and evergreen trees planted in a manner that achieves the same effect to the satisfaction of the Community Development Director.

Trees shall comply with any other standards required in this Plan and the EZC.
- (7) When adjoining any residential, school, or park use.
- (8) Site features: fences and walls, sidewalks and driveways, low impact stormwater features, landscaping, and signs may encroach into a required setback, provided that the feature meets engineering criteria for sight distance.
- (9) BTLR is an acronym for “build-to-line-range” to specify an area of depth, parallel to and touching a specified lot line or other setback line, within which a building shall be placed and may vary within the range in order to encourage design flexibility. BTL is an acronym for “build-to-line” that requires the building to be close to the right-of-way.

# 5.3 DEVELOPMENT STANDARDS & GUIDELINES



## 5.3.1 Building Placement and Orientation.

### 5.3.1.1 Design Guidelines.

1. Unless otherwise required, where existing setbacks vary, a unified building edge should be created by providing pedestrian-scaled landscaped hedges, low fences, pergolas, or seat walls that complement the adjacent building facades.
2. New development should orient parallel to the public streets to define and enliven the street edge and to maximize access from public sidewalks and on-site pedestrian pathways.
3. Due to their high visibility, special care should be used in the design of building corners facing intersections or open space plazas. If a building is located on a corner lot, the façade of the building at ground level shall be articulated on both street faces, or shall utilize a corner design technique such as a cut-off corner where the main entrance faces the corner and an entry plaza or court is provided.
4. Building entry points should be emphasized. The use of entry plazas, enhanced paving, recesses and/or projections, and embellished landscaping are techniques to delineate entry points.
5. Building elevations that orient toward public streets should be articulated and should include building entrances and windows; avoid blank walls.
6. On larger sites, buildings should be clustered around activity areas rather than parking areas. Long buildings, such as shopping centers, should be separated into smaller units and clustered to create opportunities for outdoor spaces, plazas, and pedestrian areas. Long “barracks-like” buildings should be avoided. When clustering is impractical, the buildings should be linked visually and/or physically using arcades, trellises, or other techniques.
7. Buildings that have double frontage (direct relationship to more than one street or to the street on one side and a parking lot or alley on the other), should be carefully designed to assure that both sides are attractive and functional.
8. Outdoor spaces should have clear, recognizable shapes that reflect careful planning and are not simply “left over” spaces between structures. These spaces should provide amenities such as shade, seating, fountains, public art, etc..





## 5.3.2 Building Form and Scale.

### 5.3.2.1 Development Standards.

1. The scale of new and infill development shall be compatible with, not necessarily the same as, adjacent existing development. New and infill development shall apply transitional massing and stepback strategies and alignment of architectural features to achieve compatibility and reduce massive visual effects, especially where new development is considerably larger than existing development.
2. Buildings shall include the three traditional elements of a building façade: a base, a mid-section, and a top. On low-rise buildings, the different elements may be expressed through detailing at the building base or eave or cornice line. On taller structures, use different treatment of the stories to define the three parts.
3. Articulation or variation in wall plane, roofline, detailing, materials, and/or siting is required to provide building interest and to reduce scale and bulk.
4. All buildings and structures must be located at or below the required district height limit, except as listed below:
  - The maximum height limit does not apply to spires, belfries, cupolas, domes, monuments, water tanks, water towers, or other structures by design or function, must exceed the established height limits.
  - The following may exceed the established height limit of the district provided they do not exceed the height limit by more than 4 feet
    1. Chimney, flute or vent stack



2. Rooftop deck, patio, or shade structure
  3. Vegetation associated with rooftop deck or garden
  4. Skylights
  5. Solar panel, wind turbine, rainwater collectors
  6. Rooftop screening equipment
5. An attic does not count as a story where 50% or more of the attic floor area has a clear height of less than 7.5 feet, measured from the finished floor to the finished ceiling.
  6. A basement with 50% or more of its perimeter wall area (measured from finished floor elevation) surrounded by finished grade is not considered a story.

### 5.3.2.2 Design Guidelines.

1. Provide massing breaks along wall expanses. Avoid box-like building mass and form with large expanse of solid unbroken surfaces.
2. “Franchise architecture” is strongly discouraged.
3. Architectural gimmicks, such as distinctive roof shapes, that sacrifice the integrity of a streetscape to promote a single structure or development should be avoided.
4. Larger projects should be designed to emulate the existing rhythm and scale of the South Escondido and 9th Avenue Overlay Districts.

### 5.3.3 Architecture.

#### 5.3.3.1 Development Standards.

1. For commercial facades, at least 60% of the total area of the first floor facade facing the primary street shall be window display. Projects proposing less than this amount may seek alternative compliance through an Administrative Adjustment provided that the intent of the Specific Plan is met or exceeded in some way, to the satisfaction of the Director of Community Development.
2. Walls exposed to side streets or pedestrian passageways between buildings shall have doors and/or windows, or fixed glazing areas of at least 30% of the total surface area of the wall facing these open spaces.
3. Storefronts shall accentuate the structural bays of the building and allow for clear views of the interior of the commercial business at the ground level.



4. Exterior building materials typically associated with high-quality urban environments that are durable and timeless (e.g., concrete, brick, stone, stucco, glass, etc.) shall be primarily used. Prefabricated metal buildings are prohibited, except that metal or steel is allowed as an aesthetic cladding or for building details in conjunction with an overall material palette.
5. The architectural design of detached buildings and structures shall complement the main structure by incorporating compatible details, materials, and colors.
6. Roof screening of mechanical equipment or other features requiring screens shall be an integral part of the building design and compliment the overall form of the structure.
7. Accessory structures shall be architecturally consistent with the primary structure on the site.

### 5.3.3.2 Design Guidelines.

1. The use of awnings, canopies, forecourts, porches, and/or stoops is encouraged to identify entrances, to add visual interest to the facade, and to provide/enhance a pedestrian scale.
2. Building materials in each district should complement one another and contribute to the unified identity of the district and Specific Plan.
3. Garish colors are discouraged. Consultation with a color specialist is encouraged to ensure a harmonious palette.
4. Painted murals that are not otherwise considered signs pursuant Article 66, but serve as architectural embellishments are encouraged.
5. Parapet walls should be treated as an integral part of the building design and should not appear as unrelated elements.
6. New development is encouraged to incorporate green building techniques in building design (see Chapter 8) whenever feasible, including green roofs, water harvesting, and other sustainable building techniques.

### 5.3.4 Courtyards, Paseos, Outdoor Dining, & Publicly Accessible Open Space.

#### 5.3.4.1 Development Standards.

1. Courtyards and plazas shall adjoin public areas and be physically and visually accessible from public sidewalks, parking lots, paseos, or pathways to maximize safety and security. If needed, set boundaries to define seating areas.

2. Entries to courtyards and plazas shall be inviting, designed and lighted to avoid creating dark or hidden areas.
3. Courtyards and plazas in non-residential development shall be accessible to the public during the hours of operation of the businesses of which they are associated.
4. All outdoor dining areas may be permitted only in districts that allow indoor restaurants. All outdoor dining tables and chairs shall be setback to provide a six foot minimum free and clear pedestrian pathways to accommodate pedestrian traffic. The Director of Community Development may impose additional conditions as necessary

#### 5.3.4.2 Design Guidelines.

1. At commercial facades, “outdoor rooms” are strongly encouraged, such as outdoor dining and café spaces at the street level or on roof decks to promote visible pedestrian activity.



2. To maximize passive building cooling strategies, strategically locate fountains or pools within plazas and courtyards with building openings and operable windows.
3. Place entry, lobby, or plaza stairs in locations that are inviting, safe and visible from the public realm to increase stair use among the able-bodied. Post motivational signage and create interesting stair designs to encourage stair use as well as to activate upper levels of a building.
4. The design of these features should emphasize placemaking and the turn the space into a notable amenity, by enhancing experience and connections with gathering spots.

### 5.3.5 Parking, On-Site Circulation, and Multi-Modal Transportation Linkages.

#### 5.3.5.1 Development Standards Generally.

1. On-site parking shall be provided according to Article 39 of the EZC, in conjunction with the provisions stipulated in this document. Except for the following:
  - Outdoor dining that does not impact required parking and exceed 50% of the inside seating area square footage shall not require additional parking.
  - Senior housing: 1 space per unit
  - Artisan lofts/live-work: 1.25 spaces per unit, plus 0.5 guest spaces.
  - The following bike parking spaces (short-term or long-term) are required for each use:
    - a. 0.5 per dwelling unit up to 30 units, 0.25 when greater than 30 units
    - b. Public and Institutional uses: 1 per 5,000 SF with a minimum of 4 spaces.
    - c. Commercial uses: 1 per 2,500 SF
    - d. Industrial uses: 1 per 10,000 SF with a minimum of 4 spaces.
    - e. Parks and recreating amenities determined on a case-by-case basis

2. Vehicle spaces shall be reserved for parking and shall remain available for operable vehicles and not for inoperable vehicles or general storage.
3. New developments shall be designed with an integrated, connected circulation network for pedestrians, motorists, and bicyclists that gives priority to multi-modal transportation (walking, bicycling, and transit). Where provided and when feasible, public open spaces and activity areas shall be incorporated in the circulation network.
4. Convenient, direct, safe, and well-lit pedestrian linkages shall be provided to building entries from street frontages, parking areas, public open spaces and activity areas, and transit facilities (off-site or on-site where provided). Pedestrians shall access the site or building/use from a public street or transit stop rather than a driveway.
5. A parking structure's height should be compatible with adjacent structures and, when necessary, incorporate sensitive transitions in height between low-rise and taller structures. Parking structures facing existing neighborhoods shall not exceed one (1) floor in height above adjacent residential buildings.
6. New development shall orient all parking lots to the sides or back of buildings, unless otherwise specified. Relocate existing parking oriented toward main public right-of-ways and streets to the side or back of buildings where possible. In some instances, drop-off zones at the street edge may be beneficial.
7. Parking structures that are fully below grade may extend to the front property line of the adjacent site.
8. Parking shall be prohibited in all required setbacks and landscaped areas, except as provided in Sec. 33-168 of the EZC.
9. The number of driveways shall be minimized to help maintain the continuity of the streetscape adjacent to the sidewalk and minimize pedestrian/vehicle conflict. In some cases, existing curbcuts may be recommended for closure depending on the nature of the proposed use and demand of access, in consideration of the streetscape environment. Where a property has alley access, a curb cut from the street(s) upon which the property shares a property line (front and street side) shall be prohibited.
10. In addition to strategies taken to meet mandatory stormwater requirements as otherwise required by the City, new non-residential, multi-family, and mixed-use development shall include the following Low Impact Design (LID) features (See Chapter 8):
  - a. A minimum of 10% of total paved area shall incorporate permeable paving.
  - b. Landscape planters in parking lots shall employ bio-retention/infiltration methods.
11. Provide landscaped buffers or screens between parking lots and public sidewalks to shield vehicles from pedestrians without obstructing natural surveillance into the site (see Section 5.3.11 of this Chapter).





12. On-site private parking spaces may be reduced to facilitate a better development proposal to accommodate an on-site restaurant as follows:
  - a. An adjustment up to 25% of the number of parking spaces required by Sec. 33-765 of the EZC, subject to approval of an Administrative Adjustment, pursuant to Sec. 33-764.
  - b. A request for an adjustment in excess of 25% of the number of parking spaces required by Sec. 33-765 of the EZC shall be subject to approval of a Conditional Use Permit.
13. Pedestrian access between properties shall be provided whenever possible except when it can be determined that it is not possible or feasible. Where pedestrian access is not possible due to the existence of structures on the adjacent sites to which the access would be provided, the new development shall be designed to allow future access to the adjacent properties if they redevelop, and record an easement or irrevocably after a dedication for future access and/or associated improvement to support the same.

#### 5.3.5.2 Additional Development Standards for Parking in Residential, Multi-Family, and Mixed-Use Development.

1. At least one (1) parking space for each residential unit shall be covered or enclosed, except for guest parking, which may be uncovered.
2. All enclosed private garages shall be constructed with vehicular roll-up doors.
3. Where parcel depths allow, provide internal drive aisles to create “street-like” corridors with street trees and other amenities that accommodate double-loaded access to internal residential units that front on the internal drive aisle.
4. Parking for customers/visitors and residents shall be separated and clearly identified.



#### 5.3.5.3 Development Standards for Tandem Parking.

1. Tandem Parking Generally:
  - a. Minimum interior, enclosed-garage, tandem-space dimensions shall be 10 feet wide and 38 feet long. Additional width may be necessary if adjacent to vertical structure or element.
  - b. Minimum surface and structured parking tandem-space dimensions shall be 8.5 feet wide and 36 feet long. The length of a parking space may overhang a raised curb or wheel stop and a required landscape area by a maximum of 2 feet.

## 2. Tandem Parking for Residential Uses.

- a. Tandem parking proposed for residential development shall be processed through the Planned Development application (Major).
- b. A maximum 25% of residential units may be provided with tandem spaces.
- c. Tandem spaces shall be assigned to individual residential units.

## 3. Tandem Parking for Commercial Uses:

- a. A portion of the required parking may be provided as tandem spaces by approval of a Conditional Use Permit (Major) for commercial uses that provide valet service during operating hours. This would limit any future changes in building occupancy, unless a reversion plan is concurrently or subsequently considered and approved.



### 5.3.5.4 Development Standards for Off-Site Joint Use Parking.

Off-site parking may be available with a joint use parking agreement subject to approval by the Planning Commission. Off-site valet parking shall be permitted in conjunction with a joint-use agreement. Up to 100% of the required parking for a site may be provided using the joint-use agreement subject to the following provisions:

1. The building or use for which the joint-use parking application is being made shall be located within  $\frac{1}{4}$  mile of the off-site parking facility, with appropriate wayfinding and legible and reciprocal access between.
2. The applicant shall provide evidence to the satisfaction of the City that there are no substantial conflicts in the principal operating hours of the building or uses for which the joint use of off-street parking facilities are proposed.
3. Parties involved in the joint-use of off-street parking agreements shall provide the City with an appropriate legal instrument approved by the City Attorney as to form and content. Such instrument, when approved as conforming to the provisions of this section, shall be recorded on the Office of the County Recorder and copies thereof filed with the City.
4. The City shall be granted authority to require signage on parking spaces if needed.

### 5.3.5.5 Design Guidelines.

1. Encourage pedestrian circulation by incorporating elements such as benches, covered walkways, patios/courtyards, arcades/colonnades, awnings, porticoes, pedestrian-oriented signage, public art, etc.
2. Parking lots should be designed as an extension of the pedestrian environment.
3. To reduce the appearance of large expanses of asphalt, surface lots should be subdivided into smaller parking courts.
4. The integration of a public transit stop into private site design is strongly encouraged. If approved by the transit authority, a reduction in required minimum parking may be allowed on a case-by-case basis in accordance with Sec. 33-765 of the EZC.

### 5.3.6 Alleys and/or Parking Behind a Building (Non-residential Development).

#### 5.3.6.1 Development Standards.

1. When the project has alley access, parking shall be accessed from the alley and located in the rear of the lot, below grade, or tucked-under buildings to decrease parking's prominence and to retain and promote pedestrian scale. In some instances, drop-off zones at the street edge may be beneficial.
2. Tucked-under parking shall be set back behind usable interior building space facing a street and not be visible from the street.
3. The design of rear facades shall be consistent with the building's architectural style and design of the primary façade.
4. New Construction: All new construction shall incorporate pedestrian amenities in the design of rear facades, such as secondary building entrances, landscaping, lighting, overhead shelter (e.g., canopies and trellises), and enhanced paving. Varied building footprints and architectural elevations can also add greater visual appeal.
5. Existing Structures: Whenever an existing structure is expanded, improvements commensurate with the scale of expansion shall be made to rear facades, including but not limited to landscaping (planter boxes and pots are allowed), lighting, canopies or trellises, removal or relocation of unsightly utility lines and fixtures, and screening of outdoor refuse and storage areas to the City's satisfaction.
6. Outdoor lighting shall be added to rear facades and pedestrian pass-throughs to create a pleasant and safe nighttime environment. Lighting shall not substantially impact any adjacent residential uses and shall conform to EZC Article 35, Outdoor Lighting.



#### 5.3.6.2 Design Guidelines.

1. Direct access to the business(s) through the rear façade, or a common lobby or pedestrian pass-through from the alley and rear parking area should be provided to encourage pedestrian activity and to separate walkway areas from vehicular traffic.
2. Landscape design should include special planting treatments at the rear façade and along pedestrian corridors.

### 5.3.7 Landscaping, Hardscape, Art, and Private Interface with Public Streetscape.

#### 5.3.7.1 Development Standards.

1. Landscaping shall comply with Article 62 (Water Efficient Landscape Regulations) of the EZC.
2. Use a coordinated landscape palette to establish a sense of visual continuity in the design of a site and the context of the surrounding area.

3. New development shall incorporate the prevailing major landscape/streetscape themes and features for the District or Subarea, as applicable, including street tree and other plant types, street furniture, lighting style, etc.). Existing development shall be required to incorporate these themes and features when possible and to the extent feasible when modifications or expansions are proposed.
4. Locate landscaping to take advantage of on-site stormwater. Use stormwater Best Management Practices to take advantage of on-site landscaping form, appearance, and functionality.
5. Painted murals, sculptures, active art, decorative lighting and other visual art forms on public property, the public right-of-way, and a private property shall be permitted through the issuance of a certificate of appropriateness.



### 5.3.7.2 Design Guidelines.

1. Where feasible, the project should incorporate elements and features to enhance the interface between the public streetscape and the private project (both for the site and the building) to create a pleasant environment for pedestrians, to reinforce district themes, and to add visual interest and character. These elements and features include special/decorative paving, public art, pedestrian scale lighting, seating, awnings, landscaping containers (e.g. pots, window boxes, hanging pots, etc.) and similar amenities.
2. A diverse variety of plants and decorative hardscape should be included to provide visual interest.
3. Landscaping should complement project architecture and contribute to the definition of project elements, including project unity and themes.
4. New development should utilize the green infrastructure (Low Impact Development) landscaping and hardscape techniques provided in Chapter 8 to the extent possible.
5. Use landscaping to define building and site entrances, delineate on-site circulation, separate buildings from driveways and parking areas, separate pedestrian from vehicular circulation, break up the expanse of surface parking areas, and provide shade and screening.
6. Tree species should be high branching and / or pruned with open, loose canopies to allow views through to commercial development, building signage, and enhance site security.
7. Existing mature trees should be preserved and incorporated into landscape plans where they do not represent a potential hazard for pedestrians or impact access. Removal of healthy, matures trees is discouraged. However, in the event that mature trees are to be removed, a minimum 24" box tree should be installed as a replacement for each tree that is removed.
8. On-site walls and fences should be screened with landscaping.



## 5.3.8 Fences and Walls.

### 5.3.8.1 Development Standards.

1. Unless otherwise required in this Specific Plan, fences and walls shall comply with the ETC.
2. A solid masonry wall, not less than six (6) feet in height above grade, shall be built and maintained on those sides of a property in any nonresidential Specific Plan district or subarea that adjoins a residential zone, school, or park, or where a residential use abuts a non-residential use in Mixed-Use Overlay areas, except where the adjoining property has already provided a six (6) foot, above-ground, masonry wall, or if found to be unnecessary to the satisfaction of the Director of Community Development. In some cases, access to adjacent properties may be necessary to support surrounding residences, in which case pedestrian access should be provided.
3. No wall within a required street-facing setback area or minimum BTL shall exceed three (3) feet in height and must be a minimum of 50% open. In commercial and mixed-use development, walls of approximately two (2) feet in height are encouraged to allow for “edge” seating.
4. Walls shall be constructed of or finished with a material that is compatible with the overall building design, including solid concrete, brick, stone, or stucco. The wall shall be of finished appearance on both sides and be durable to withstand the elements and have permanence, with lasting value. Unfinished concrete block walls are prohibited.
5. Use of barbed wire and razor wire for fencing is prohibited.
6. Chain link fencing is prohibited except in the following circumstances:
  - a. Where it is not seen from the public right-of-way or adjacent properties (for example, an interior materials yard in an industrial development that cannot be seen from the public right-of-way or an adjacent property);
  - b. Used on a temporary basis (for example, at a construction site or to secure an unused building or site); and/or
  - c. With approval of the Director of Community Development, or designee.
7. Streets or alleys shall constitute a separation and no wall is required.
8. The need for screen-walls within a mixed-use project shall be evaluated on a case-by-case basis.
9. Any wall, fence or combination thereof exceeding 6 feet in height and facing any neighboring property or visible from the public row should be avoided to the greatest extent practicable. Where a minimum 2 feet horizontal offset is provided, within which screening vegetation is provided to the satisfaction of the Director of Community Development, the fence/wall may not be considered one continuous structure and may be exempted from Design Review.



## 5.3.9 Lighting.

### 5.3.9.1 Development Standards

1. Unless otherwise required in this Specific Plan, lighting shall comply with Article 35 of the EZC.
2. Neon lighting is prohibited.
3. All light fixtures within 100 feet of any signalized intersection shall be shielded and/or directed in such a manner so that the lighting from such fixtures does not interfere with established light signals.
4. New lighting shall not exceed the 0.3 foot candle ambient light level at property lines.
5. New lighting proposed in the Southern Entry Gateway District or along Centre City Parkway shall observe the Dark Skies policies through approval of a lighting plan.

### 5.3.9.2 Design Guidelines.

1. Use indirect lighting to enhance the architectural design of the building.
2. Use lighting to illuminate pedestrian pathways and vehicular circulation, and to emphasize activity areas and/or unique features on the site.
3. Lighting should be LED for security purposes.
4. Use the appropriate scale of lighting depending on the features to be illuminated. All pedestrian-level lighting should be of a “human scale” for safety reasons and to create an inviting pedestrian environment.
5. To enhance site security and reduce the impact of sudden change in lighting intensity on the human eyes, striking contrast between well-lit and dark areas should be avoided. Exterior building lighting should be subdued so that it does not create light “hot spots” in the overall site lighting scheme.



## 5.3.10 Trash Enclosures/Refuse Areas.

### 5.3.10.1 Development Standards.

1. Trash enclosures shall be of a size, type and quantity as approved by the City. An area for the storage and pickup of recyclables must be included in this area.
2. All enclosures shall be attractive in design and integrated with the main building’s architecture.
3. Refuse areas shall be shielded from view within a building or within an area enclosed by a solid wall not less than six (6) feet in height and constructed with a roof structure that screens the enclosure from higher elevations.
4. Storage areas shall be located so they are oriented away from public streets and residential areas, secured from unauthorized entry, and easily accessible to collection vehicles, as well as meet all National Pollution Discharge and Elimination System (NPDES) requirements.



### 5.3.10.2 Design Guidelines.

1. Service elements (trash enclosures, loading and service entrances, mechanical equipment, etc.) should be oriented away from the building's main façade, entry points, or usable open space.
2. Service elements should be screened from adjacent residential property and the public street.

### 5.3.11 Security-Oriented Design.

#### 5.3.11.1 Development Standards for All Development.

1. Visible exterior security gates or bars shall not be allowed on doors or windows except on a case-by-case basis, subject to approval of the Director of Community Development, or designee, in which case they shall be attractively designed, non-intrusive, placed inside the structure, and shall incorporate other features as required by the Director. The alternative site and building design security features provided in Section 5.3.11 are recommended in lieu of security gates and bars.
2. Define property lines, private areas, and entrances using architectural elements, landscaping, paving treatments, walkways, lighting, and/or fencing.
3. Discourage casual shortcutting through private properties by using fences, gates, and landscaping to limit access and direct pedestrians to proper access points with walkways, walls, or other means.
4. Design and maintain landscaping to ensure visibility by avoiding landscaping that creates blind spots or hiding spaces. Select, locate and maintain landscaping so that it allows unobstructed walkways and views of doors, windows, adjacent streets, and nearby properties. Maintain landscaping so that trees and shrubs do not block windows, doors, or walkways. Trim shrubs to three (3) feet or less and prune trees to six (6) feet or higher for clearer visibility.
5. Locate doors and windows in areas that increase their visibility from neighboring properties and the street, and allow surveillance of the site and adjacent streets.
6. Provide adequate lighting of public and semi-private spaces, including all entry points, sidewalks, doorways, elevators, stairwells, alcoves, parking areas, service areas, and yards.
7. Properly maintain buildings, signs, parking areas, and landscaping, and quickly remove trash or litter.
8. Install non-reflective street address numbers that are at least five inches high to allow clear visibility from the street.
9. Position and secure dumpsters for existing developments without trash enclosures to avoid creating blind spots or hiding places.





### 5.3.11.2 Additional Development Standards for Multi-Family Residential Development and Mixed-Use Development.

1. Position windows and balconies to overlook common open space and streets.
2. Common area facilities, (playgrounds, recreation areas, mailbox areas, etc.) shall be located in a manner that allows for routine natural surveillance of activity in and near those facilities.
3. Limit the number of units in multi-family buildings that share the same entrance to four (4) or fewer; individual entrances are recommended.
4. Use front porches or stoops to create a transitional area between the street and the residential unit, shopkeeper unit, and artist loft unit.
5. Assign parking spaces to residents in multi-family buildings and residential portions of mixed-use buildings near the resident's unit, but do not mark spaces with the unit number.
6. Designate separate parking spaces or areas for visitors to multi-family buildings and residential portions of mixed-use buildings.
7. Make parking areas for multi-family buildings and residential portions of mixed-use buildings visible from windows and doors, or enclose parking in single-door or multi-vehicle garages with limited access to non-residents.
8. Restrict access to multi-vehicle garages with gates.
9. Provide separate entrances to commercial and residential development and ensure only residents and guests have access to the housing portion of the development, except for shopkeeper and artist loft units.

### 5.3.11.3 Additional Development Standards for Commercial Development and Commercial Portions of Mixed-Use Development.

1. Storefronts shall allow for clear views of the interior of the commercial business at the ground level. The pattern and proportion of windows and doors are important to a building's architectural character and building safety design, place making, and to reflect its compatibility with neighboring buildings.
2. Keep windows clear to allow visibility into and out of buildings, limiting signs to no more than 15% of window space.
3. Locate checkout counters or cash registers near the front of buildings, where they are clearly visible from the outside, and where they allow employees to see the entrance and street.



4. When parking is located behind buildings, provide rear windows or surveillance for increased visibility of parking areas.
5. The building's design and access point must address the various users' needs and different peak activity times. Limit primary public access points to the front of buildings, or places clearly visible by passers-by. Secondary access points may be necessary based on building orientation and context.

#### **5.3.11.4 Additional Development Standards for Industrial Development.**

1. Separate entrances for deliveries and employees/customers.
2. Use separate docks for shipping and receiving, where feasible.
3. Minimize the number of building entrances, and ensure they are easily secured, monitored, and visible during both day and night.
4. Design properties so that the entire site can be monitored by personnel and/or security patrols, with illumination that ensures the site is visible at all times of day and night. See EZC Article 35 for additional exterior lighting standards.
5. Screen or fence property boundaries to deter theft, ensuring that fences and walls are not easily circumvented.
6. Restrict access to roofs by way of dumpsters, loading docks, stacked items, ladders, etc.
7. Design sites to minimize hiding places, such as in storage yards or loading docks.

### **5.3.12 Multi-Family and Mixed Use Development**

#### **5.3.12.1 General Development Standards for All Multi-Family and Mixed Use Development.**

1. Residential entries shall have front porches, stoops, or entry courts to create semi-private outdoor spaces that form transitional spaces between the buildings and public sidewalks, parking areas, or plazas.
2. In the Escondido Boulevard District and overlay subarea of the Southern Entry District, building facades facing public streets shall step back 8' above two stories.
3. Balconies shall be oriented towards the street, alley, or internal courtyards.
4. Upper level terraces created by building stepbacks shall be used as a residential open space or common area for occupants. Stepbacks shall not be used for storage or for building mechanical or electrical equipment.



### 5.3.12.2 General Design Guidelines for all Multi-Family and Mixed Use Development.

1. The development style of multi-family residential and mixed-use development should integrate seamlessly with the style of commercial development.
2. Landscaping, paving treatments, and fencing should clearly delineate public and private spaces.
3. Landscaping should be provided to soften building edges and increase green space.
4. Open space and other amenities should be provided to encourage residents to interact with each other.
5. Balconies are encouraged as amenities to the units and enhancing elements within the building façades; provided, that:
  - a. The balconies are provided with a level of detailing, such as molding and reveals appropriate to their visibility;
  - b. Where balconies are used, they are integrated into the overall design of the building without becoming the dominant element of the architecture. This integration should include expression of vertical alignment through articulated vertical connecting elements such as reveals, columns, or pilasters;
  - c. Dividing panels are integrated with the balcony design; and
  - d. Adequate privacy is provided.



### 5.3.12.3 Residential Amenities in Multi-Family Residential and Residential Portions of Mixed-Use Development.

1. Required, Usable Open Space: A minimum of 300 square feet of usable open space shall be provided per residential unit.
  - 0-10 residential units - 50% minimum required open space must be common space.
  - 11 or more residential units - 75% minimum required open space must be common space.

A majority of the required “common” open space must be usable, or designated for active recreation or other social activities. The “total” required open space may be reduced up to 50% subject to Development Agreement approval in exchange for alternative open space benefiting the public, including but not limited to:

- a. In addition to the Parkland Impact Fee, paying a per-square-foot in lieu fee that contributes toward the cost of installing, improving, and/or expanding parkland or facilities in the South Centre City Area.
  - b. Providing on-site, publicly accessible outdoor, street-level open space (e.g., plaza, courtyard, etc.) maintained by the property owner.
2. Residential Storage. A minimum of 80 cubic feet of private storage for each unit shall be



provided, with no minimum dimensions less than two (2) feet. Such private storage space shall be required in addition to typical closets and cabinets; shall not include attic space; shall be fully enclosed and lockable; and shall be located in close proximity to the respective units or within the parking area serving the respective units.

3. Laundry Facilities. Laundry facilities shall be provided to serve all residential dwelling units on site. Such laundry facilities, constituting washer and dryer appliances connected to utilities, shall be provided in the individual dwelling units where there are three (3) or less dwelling units on a lot. Where there are more than three (3) dwelling units on a lot, laundry facilities shall be provided either in the individual dwelling units or in common laundry room. A common laundry room shall be in a convenient location that is only accessible to the residents, and shall have at least one (1) washer and one (1) dryer for each ten (10) dwelling units, maintained in operable condition.

#### **5.3.12.4 Additional Development Standards for All Mixed Use Development.**

1. Front setbacks shall only be used for landscaping, outdoor dining, and active pedestrian uses such as plazas, entries, or seating.
2. Mixed-use retail space shall be developed with sufficient interior areas and ceiling heights to accommodate a wide variety of uses. Storefront widths of a minimum of 25 feet with minimum 42-foot depth (inclusive of accessible restroom areas), and minimum 12 foot-high ceilings are considered sufficient.

#### **5.3.12.5 Additional Design Guidelines for All Mixed Use Development.**

1. Ground floor commercial uses should include retail, restaurants and cafés, galleries, or other uses that activate the pedestrian environment at street level. Office uses should be located on upper levels when possible.
2. Commercial uses should be selected carefully to compliment the area and serve as amenities to building residents and the entire neighborhood.
3. Measures should be taken to ensure compatibility between commercial and residential uses, with buildings designed to ensure that noise, odors, etc., do not become nuisances to residents of mixed-use buildings.
4. Outdoor seating is encouraged to further contribute to the walkability of mixed-use areas and activate the space.

#### **5.3.12.6 Additional Development Standards for Shopkeeper Development.**

1. Shopkeeper units shall be located such that the commercial space is located on the ground level and faces the street, and the entrance provides direct access to the sidewalk.
2. Large windows shall be provided to provide “eyes on the street” and help activate the streetscape.
3. The commercial space of the shopkeeper unit shall be constructed for commercial occupancy, whereas all other



spaces shall be constructed for residential occupancy.

4. In no case shall a shopkeeper unit be sold as two separate units (e.g., commercial and residential); however, the commercial space may be rented separately to a commercial user.



### 5.3.12.7 Additional Development Standards for Artisan Lot Development.

1. Artisan loft units may be located on the ground floor or on upper levels. If located on the ground floor, the entrance to the unit shall face the street and shall provide direct access to the sidewalk.
2. Artisan loft units shall be developed with sufficient interior areas and ceiling heights to accommodate a variety of businesses. Artisan loft width of a minimum of 12 feet with minimum 18-foot depth (inclusive of accessible restroom areas), and 9-foot ceilings create a sufficient minimum area for artisan uses to operate. A two-story open volume artisan loft space shall be a minimum of 16 feet high.
3. The entire unit shall be intended for residential occupancy.
4. Artisan loft units shall be occupied by the same person that works in the unit.
5. Up to 25% per each unit's habitable square footage is permitted for commercial space for authorized commercial uses.

## 5.4 DEVELOPMENT STANDARDS FOR SPECIAL USES

### 5.4.1 Makerspace—Manufacturing

#### 5.4.1.1 Development Standards.

In addition to the development standards and design guidelines that apply to the subareas of the District within which it is located, the following standards also apply.

1. If a retail component is provided, it shall be in accordance with the following limitations:
  - a. Limited to a maximum of 15% of the total gross floor area of area devoted to the subject use;
  - b. Shall be a shared retail space for all businesses/users of the Makerspace. Retail customers shall not visit individual businesses/spaces; and
  - c. Shall be directly accessible from the main entrance and/or lobby.
2. Parking shall be provided in accordance with Article 39 (Off-Street Parking) of the EZC, except as follows:

- a. Parking for Makerspace—Manufacturing shall comply with Section 33-765. Parking standards for the M-1 and M-2 zones.
- b. Parking for Makerspace—Manufacturing shall not be required to comply with Section 33-772 (Mixed Uses in a building).

## 5.4.2 Makerspace—Limited

### 5.4.2.1 Development Standards:

In addition to the development standards and design guidelines that apply to the subareas of the District within which it is located, the following standards apply.

1. If a retail component is provided, it shall be in accordance with the following limitations:
  - a. Limited to a maximum of 15% of the total gross floor area of area devoted to the subject use;
  - b. Shall be a shared retail space for all businesses/users of the Makerspace. Retail customers shall not visit individual businesses/spaces; and
  - c. Shall be directly accessible from the main entrance and/or lobby.
2. Parking shall be provided in accordance with Article 39 (Off-Street Parking) of the EZC, except as follows:
  - a. Parking for Makerspace—Limited shall provide four (4) parking spaces or one (1) parking space for each three hundred (300) square feet of gross floor area, whichever is greater.
  - b. Parking for Makerspace—Limited shall not be required to comply with Section 33-772 (Mixed Uses in a building).

## 5.4.3 Minor and Major Home Occupation Permit

### 5.4.3.1 Development Standards

Development Standards and performance measurements regarding various home occupation permits provided by the EZC are incorporated herein as though fully set forth.

## 5.4.4 Artisan Loft/Live-work

### 5.4.4.1 Development Standards

In addition to the development standards and design guidelines that apply to the district within which it is located, the following standards apply:

- a. Artisan lofts shall not be designated to accommodate leasing or purchasing either residential or commercial space by separate tenants
- b. Artisan loft space shall be developed with sufficient interior areas and ceiling heights to accommodate a variety of business and crafts.
- c. Interior design should accommodate versatility, as well as flexibility and use evolution. Complete residential reversion is discouraged, but it is acknowledged that work activity may not always be present.



  
**Envision**  
*South Centre City*

# CHAPTER 7



Ms. Guajardo's Class - Central Elementary

# PARKS, RECREATION, AND OPEN SPACE

## 7.1 OVERVIEW

Recreation and open space are critical components of any community's quality of life. Providing healthy parks is fundamental to many aspects of community prosperity, including: improving public physical and mental health; promoting community revitalization; improving economic health and vitality; creating a strong sense of community; supporting social cohesion; and improving groundwater quality and reducing public costs for stormwater management.

During the community outreach phase of the development of this plan, the need for additional park and recreational facilities was identified as a high priority—in particular, the need for active recreational facilities was highlighted. However, there is little park space available in the area today and the opportunities for the City to acquire property to create new parks is limited. The only existing park within South Centre City is the Felicita Mini-Park. Westside Park, which is located on the west side of South Spruce Street between West 3rd Avenue and West 5th Avenue, is adjacent to South Centre City.





## 7.2 RECREATIONAL NETWORK

This interconnected recreational network proposes to directly link all the South Centre City districts via existing and proposed pedestrian, bicycle, and multi-use paths to local and regional parks, including Felicita Mini-Park, Grape Day Park, and Kit Carson Park, which residents in the area reported using. The network is also designed to link other cultural, recreational and transportation amenities near South Centre City, such as the Center for the Arts, the Escondido Transit Center, bus stops, and commercial centers and corridors within the area. As gaps in the larger pedestrian and bicycle networks within South Centre City are completed, this strategy has the added benefit of enhancing active, non-motorized mobility options and promoting the City's Complete Streets goals for people to commute to work and school, run daily errands, and socialize.



## 7.2.1 Elements of the Recreational and Open Space Network

### 7.2.1.1 Land Use and New Development.

People do not just congregate, recreate, or simply enjoy the outdoors in parkland designated for recreation purposes, they use town squares, plazas, and numerous other areas that are both publicly and privately owned. A residential, commercial, or mixed-used facility providing daily or regularly scheduled recreation oriented activities help provide residents, businesses, and other community members access to recreation. Activities take place predominately outdoors or within outdoor structures. New development will also provide opportunities to connect land use activities with nature, with nature woven through integrated into the site development in the form of playgrounds, playfields, and programmed open areas and other green areas.

### 7.2.1.2 Application Submittal.

Another foundational element of the recreational network is the parkland that is connected by the non-motorized network. The General Plan acknowledges the constraints of acquiring and developing parks in urban and smart growth areas, like South Centre City, by focusing on developing recreational amenities that are more responsive to their established settings, including urban parks (less than two acres), linear parks, shaded urban trails, exercise courses, parklets, mini-parks, and other similar types of parkland. Not only does the recreational network link existing parks and cultural venues, it proposes to reimagine Felicita Mini-Park and add a linear park within South Centre City (discussed below).

### 7.2.1.3 Pine Street Pathway.

A Concept for Change presented in this Specific Plan is the creation of the Pine Street Pathway, which combines the elements of an urban linear park, a shared-use trail for pedestrians and bicyclists, a sustainable greenway, and a venue for public art into an exciting recreational and non-motorized mobility feature for both South Centre City and the greater community. The public right-of-way between Centre City Parkway and Pine Street as well as a portion of the Pine Street right-of-way provide an untapped resource to create a shared-use trail in the South Centre City area, while also preserving right-of-way for a potential future SPRINTER connection from the Escondido Transit Center to locations to the south.

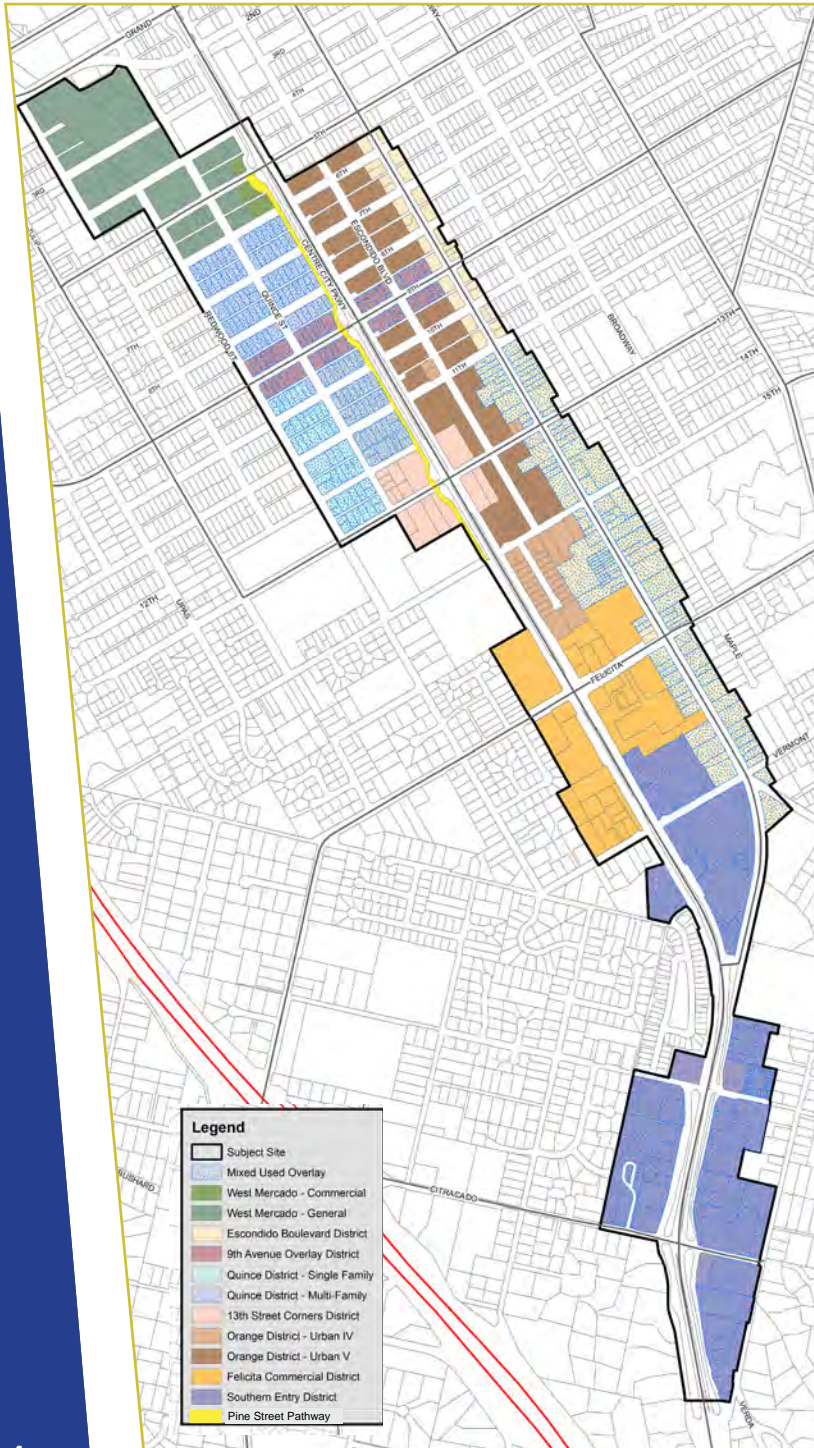


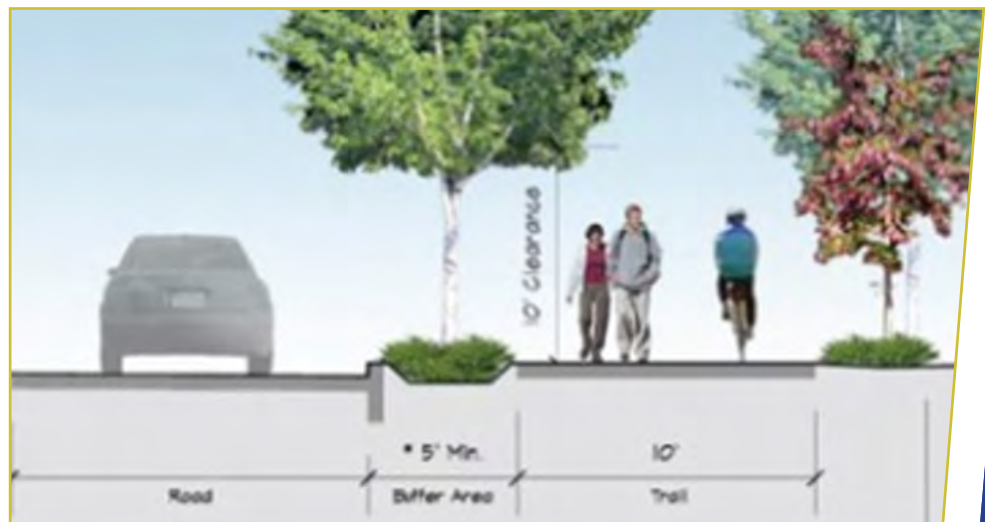
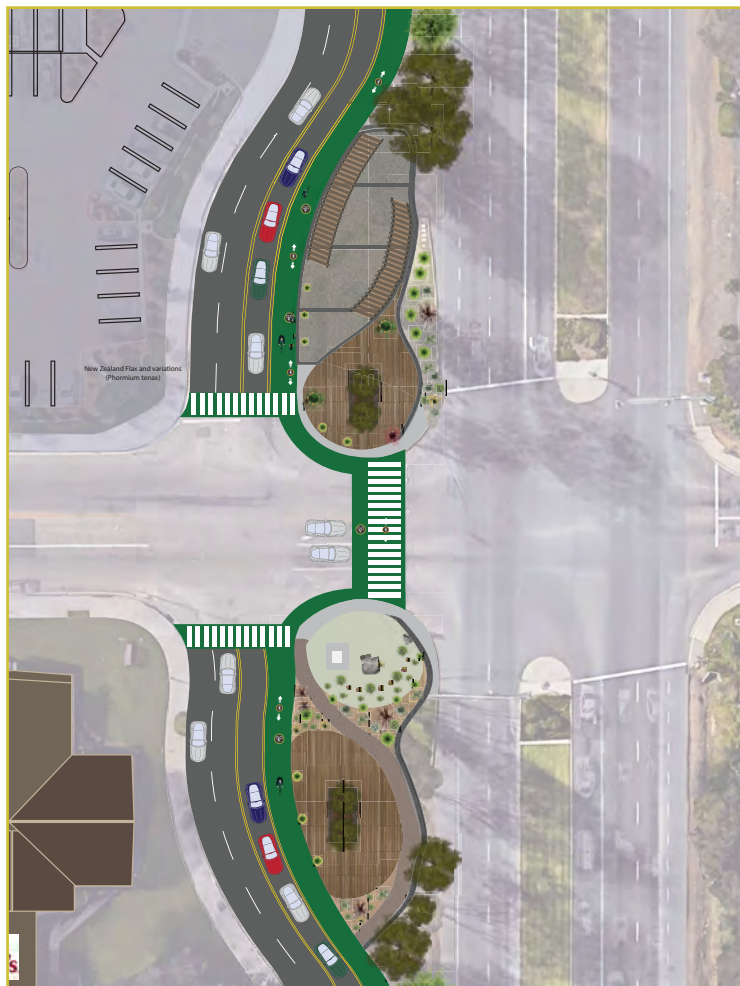
Figure 7-2

As seen on Figure 7-2, the 1.3-mile long Pine Street Pathway will extend through the West Mercado, Quince Street, 9th Avenue Overlay, 13th Avenue Corners, and Felicita Commercial Districts, linking neighborhoods, parks, schools, shopping areas and services, places of worship, transit facilities, and other destinations. As envisioned, the Pine Street Pathway will parallel Centre City Parkway on the west side, starting on the south side of West Valley Parkway at the northern end of Pine Street and ending at the intersection of Centre City Parkway and West Felicita Avenue. The configuration of the right-of-way changes at the Green Crest Mobile Home Park; therefore, additional study will be required



to determine how and where the multi-use path will transition into pedestrian and bicycle paths.

Figure 7-1 shows a concept of how the pathway could be designed, given the right-of-way present and the intent to maintain access for residents and public safety vehicles, and retain some parking along Pine Street. A detailed plan will be required, similar to that prepared for the Escondido Creek Trail Master Plan Report. Such a plan also would include safety and mobility features, such as special treatments at crosswalks at Centre City Parkway and cross streets, lighting, fencing to separate trail users from Centre City Parkway, etc.



### *As a shared-use trail,*

Pine Street Pathway will be a vital link in Escondido’s interconnected pedestrian and bicycle system by accommodating both pedestrians and bicyclists in one facility. This is especially critical in the western portion of South Centre City, as Centre City Parkway does not have sidewalks. With the large volume of traffic and high vehicular speed on Centre City Parkway, Pine Street Pathway’s separation from Centre City Parkway will provide a safer and more enjoyable walking experience. Although there is currently a Class 2 bicycle lane along Centre City Parkway, the Pine Street Pathway provides an additional bicycle facility that is separated from the traffic on Centre City Parkway for people who desire a more leisurely cycling option, such as families with children, and is not intended to be used by high-speed recreational cyclists and commuters.



### *As a linear park,*

The 1.3-mile Pine Street Pathway will incorporate features such as benches and tables at key locations along the path for places to relax, socialize and exercise. An exciting feature of Pine Street Pathway is its emphasis on active recreation. In addition to the recreational benefits the trail provides, Pine Street Pathway will include a parcours that will run the length of the pathway. Parcours provide exercise equipment at a series of stations—each station provides the apparatus and instructions for the specified exercise for participants of all fitness levels and ages. The length of the Pine Street Pathway could accommodate up to 20 stations or groups of stations, depending on site constraints. Users of the parcours along Pine Street Pathway will be able to walk, jog, or cycle from station to station to complete their desired level of workout. This plan proposes to incorporate one parcours station with multiple pieces of equipment in Felicita Mini-Park (see Section 7.2.1.5), while optional parklets and mini-parks also could include parcours stations (see Section 7.2.1.6); this emphasizes the goal of integrating active recreational spaces in the South Centre City area and the City. The Pine Street Pathway also provides a linear open space of trees and native plants that will serve as a buffer between Centre City Parkway and trail users, as well as the adjacent neighborhoods to the west. The Pathway will function as green infrastructure to sustainably manage stormwater runoff; and provide natural habitats.

### *As a venue for public art,*

The Pine Street Pathway will significantly expand opportunities for the community to experience and interact with public art in an “up close and personal” way. Incorporating interactive public art along the Pine Street Pathway will highlight the users’ experience of the path while enhancing community identity and pride. A wide range of art installations is envisioned, such as traditional sculpture, kinetic wind sculptures, and murals—even benches, trash receptacles, bicycle racks, light poles, and wayfinding signage can become works of art. Some of the art installations could depict Escondido’s history and/or reflect the identity of each District through which the pathway passes. The community should be encouraged to participate in all facets of developing and implementing the public art program along the Pathway, especially those to live and work in the area, as well as students of nearby schools.





#### 7.2.1.4 Felicity Mini-Park

Felicity Mini-Park is located at the northwest corner of Felicity Avenue and South Escondido Boulevard. This 0.2-acre park, which currently includes landscaping and benches, is underutilized. The plan envisions activating Felicity Mini-Park by reimagining its use as a parcours station with multiple pieces of equipment. Additional amenities could include shade trees, benches, and public art. This strategy, along with effective wayfinding, would extend the length of the parcours on the Pine Street Pathway (described earlier) and would enhance the recreational linkage across Centre City Parkway.

#### 7.2.1.5. Parklets

A parklet is a small segment of public right-of-way that is converted to a pedestrian space for public use by installing temporary, removable structures, such as benches, tables, potted plants, and bike racks. Parklets typically utilize one or more on-street parking spaces that are adjacent to the sidewalk. They can be places to sit and relax, enjoy a cup of coffee, or could even include another parcours station on the recreational network.



### 7.2.2 Green Infrastructure

Another key feature of the recreational network is that it identifies parks, open space, and trails as “green infrastructure” by incorporating sustainable features, such as vegetated swales, rain gardens, and permeable paving. These features help manage stormwater runoff, reduce flooding, recharge groundwater, reduce water pollution and improve the quality of streams such as the Escondido Creek, and reduce greenhouse gas emissions. See Chapter 8 for more information.

### 7.2.3 Safety.

To enhance the use and experience by the community, safety considerations must be integral components in the design and maintenance of the recreational network. Adequate lighting, visibility, and proper maintenance will encourage active use of the Pine Street Pathway, Felicity Mini-Park, and the pedestrian and bicycle paths; in turn, the presence of users functions as a deterrent to crime.

A robust wayfinding program also enhances safety for users. A wayfinding program designed especially for the recreational network is proposed, with signage that both directs people to the network as well as signage along the network. Interesting and memorable techniques, such as placing special markers within pavement and designing the signage to function as public art should be considered. The wayfinding program should be coordinated with streetscape elements for each of the Districts to enhance community identity.



### 7.2.4 Augmented Reality Gaming

Augmented reality gaming using smart phones, such as Pokémon GO, is an exciting phenomenon that is getting people of all ages outside walking, interacting, exploring their communities, and activating public spaces and places that they might not have frequented otherwise. The City and businesses can encourage the community benefits of these real-world games by actively participating in the games (e.g., using Pokémon GO “lure modules”) providing extra trash receptacles in high-activity places, and ensuring safety features are adequate.





# CHAPTER 8



# SUSTAINABILITY

# 8.1 OVERVIEW

Green infrastructure—also known as low impact development (LID) and environmental or sustainable site design—is an environmentally sustainable way to manage and treat stormwater at its source by mimicking natural systems. It is used for public and private projects, both new and retrofitted, including infrastructure (e.g., streets, sidewalks, streetscape, and stormwater management facilities) and site design for any types and scale of development (from a single-family house to a college campus). As highlighted in the sidebar, green infrastructure provides significant environmental, social, and economic benefits beyond those of traditional (also known as “grey”) stormwater and flood management techniques. The South Centre City Specific Plan promotes implementation of green infrastructure elements in public and private projects whenever possible.

This section includes an overview of common types of green infrastructure that have been implemented successfully in both public and private infrastructure and development throughout the country. It also provides recommendations for how green infrastructure can be implemented in both public and private projects within the South Centre City area.



## KEY BENEFITS

### Environmental:

- ✓ Reduces stormwater treatment needs
- ✓ Improves water quality
- ✓ Reduces flooding
- ✓ Recharges the aquifer
- ✓ Provides additional habitat
- ✓ Improves air quality and reduces atmospheric CO<sub>2</sub>
- ✓ Reduces urban heat island
- ✓ May reduce energy use

### Social:

- ✓ Enhances aesthetics
- ✓ Improves community health
- ✓ Increases recreational opportunities
- ✓ Improves safety
- ✓ Provides educational opportunities

### Economic:

- ✓ Stimulates reinvestment
- ✓ Improves property values
- ✓ Reduces cost to construct & maintain grey stormwater facilities
- ✓ Reduces private development costs



# 8.2 TYPES AND USES

## 8.2.1 Bio-Retention and Infiltration.

Bio-retention and infiltration methods of green infrastructure use the natural function of soil, plants, and mulch to slow, absorb, and clean stormwater runoff by mimicking the natural processes that occur in nature before water reaches storm drains and waterways. They can be small or large—from individual tree wells and planter boxes to open areas that are concurrently used as natural open space, passive and active parkland, etc., and every scale in between.

### 8.2.1.1 Types.

- Tree wells
- Planter boxes
- Rain gardens
- Rock gardens
- Bioswales
- Vegetated filter strips
- Open spaces

### 8.2.1.2 Uses.

- Street trees and streetscape
- Parkway
- Medians
- Curb extensions
- Bulb-outs at intersections
- Traffic circles/round-abouts
- Greenways along trails/linear parks
- In parks, from large and small, including urban, suburban, and rural
- Landscaping islands in parking lots
- On-site landscaping for all types of development, including residential, commercial, industrial, public, institutional.



## 8.2.2 Permeable Pavement.

Permeable pavement, also known as pervious and porous pavement, is a paving material or paving system that allows water to be absorbed into the underlying soil while still providing a hard or supportive surface for activities such as walking, bicycling, parking, and driving in low traffic volume areas.



### 8.2.2.1 Types.

- Porous asphalt
- Pervious or porous concrete
- Interlocking permeable pavers
- Grasscrete
- Porous rubber
- Decomposed granite (DG)
- Boardwalk

### 8.2.2.2 Uses.

- Sidewalks and pathways
- Bike lanes
- Multi-use trails
- Parking (on-street parking lanes, parking spaces, and parking lots)
- Driveways and drive aisles
- Alleys
- Fire access lanes
- Private streets

## 8.2.3 Green Roofs and Vertical Gardens

Green roofs are vegetated rooftops. They consist of a waterproof membrane, growing medium or soil, and vegetation overlaying a traditional roof. Green roofs intercept rainwater that otherwise would flow off rooftops (often flowing into gutters that direct it into driveways and streets). Developers of new multi-family and/or mixed-use projects may receive partial open space credit for use of sustainable treatments such as green roofs and vertical gardens based on utility and value.

### 8.2.3.1 Basic Types

- Extensive—lightweight, shallow systems for low-growing plants; they are usually not accessible to the public, low maintenance and typically do not require specially engineering structural support)
- Semi-Intensive—intermediate type between extensive and intensive
- Intensive—deeper landscape systems that are designed for human use and can include shrubs, trees, pathways, water features, benches, and other similar features; they usually require as much maintenance as a typical garden and need to be engineered to conform to load requirements

### 8.2.3.2 Uses.

- Residential, from single-family residences to multi-family development
- Commercial, industrial, and institutional buildings. Intensive systems are especially appropriate for those that have large, flat, expansive roof areas
- Parking garages



*Extensive example on a commercial building*



*Extensive example on a carport*



*Intensive example on a commercial building*

## 8.2.4 Water Harvesting

Water harvesting is the direct capture of rainwater that is collected and stored. While bio-retention and infiltration methods (described above) capture rainwater and recharge it into the groundwater, the methods in this section store it for direct use, typically for on-site irrigation.

### 8.2.4.1 Types.

- Above-ground cisterns, including individual rain barrels and multiple interconnected containers
- Below-ground storage tanks

### 8.2.4.2 Uses.

- All scales and types of development (e.g., from a single-family residence to a shopping center)



Water Harvesting Examples:  
Source: barrplastics.com



# 8.3 GREEN INFRASTRUCTURE IN PUBLIC PROJECTS IN SOUTH CENTRE CITY



## 8.3.1 Overview

Implementation of the South Centre City Specific Plan includes recommendations for making improvements to the City's infrastructure for many reasons, including:

- Stimulating revitalization and investment;
- Implementing "road diets" to provide additional right-of-way for sidewalks and bike lanes;
- Calming traffic;
- Filling in gaps in the sidewalk and bikeway network;
- Expanding and making improvements in the recreational network;
- Enhancing crosswalks; and
- Turning excess right-of-way over to property owners.

## 8.3.2 Conceptual Recommendations

Due to the significant benefits discussed earlier in this Chapter, incorporating green infrastructure techniques in all these public improvements should be a priority. Green infrastructure techniques should be included whenever possible when making improvements to existing infrastructure, and in all cases should be incorporated into design and construction of new public improvements. Conceptual recommendations are highlighted below.

### 8.3.2.1 Green Alleys.

The South Centre City Specific Plan recommends placing a priority on retrofitting existing alleys into “green alleys” as part of the Plan’s implementation. Alleys are an integral part of the public infrastructure in portions of the West Mercado District, the Quince Street District, the Orange Avenue District, the 9th Street Commercial Corridor District, and portions of the Escondido Boulevard District north of 11th Street

Due to the current condition of many of these alleys, they are ripe for improvement. With limited maintenance funds, alleys often are not priority capital improvement projects. In addition to the many benefits already discussed, key benefits of retrofitting alleys into green alleys are highlighted in the sidebar.

***Recommendation:***

***Establish a Green Alley Improvement Program in South Centre City***

The conceptual Green Alley Improvement Program is to update existing alleys with the following green Infrastructure features:

- Remove impermeable asphalt and replace it with light-colored, permeable interlocking pavers (and associated infiltration beds);
- Add landscaping utilizing bio-retention and infiltration techniques, such as tree wells; and
- Add other features that will contribute to increased use and safety, such as lighting, public art, and wayfinding.

Due to the number of alleys with South Centre City, and the need for funding, the first step in implementing a Green Alley Improvement Program is to develop a demonstration or pilot project. This successful technique has been used in other cities throughout the country. (Examples: Avalon Green Alley Network Demonstration Project, Los Angeles, CA; Green Alley Pilot Project, Austin, Texas; Green Alley Program, Chicago, IL; Green/Porous Alley Demonstration Projects, Boston, MA; Martha Gardens Green Alleys Pilot Project, San Jose, CA; 12th Street Green Alley Project, Richmond, VA; Green Alleys, Dubuque, IA)

### ***KEY BENEFITS of GREEN ALLEYS***

*Improved appearance results in many community benefits, including:*

- ✓ People are more likely to use improved alleys for active transportation—results in increased health, reduction in use of the personal automobile
- ✓ People are more likely to build new residential units & accessory buildings for home occupations that face onto improved alleys
- ✓ Increased use of the alleys will result in putting more “eyes on the alley”—results in a reduction in crime and illegal dumping.
- ✓ Provides a stimulus for revitalization & investment in both residential neighborhoods & commercial areas
- ✓ Community involvement in the process builds stewardship & provides public education
- ✓ Positions the City to qualify for public & private funding not available for grey infrastructure

### 8.3.2.2 Infrastructure Improvements in the Quince Street District

The “road diet” for Quince Street and other recommendations to reconfigure streets within the Quince Street District (see the Mobility Chapter) provide opportunities to incorporate many green infrastructure features.

**Recommendation:**  
*Incorporate Green Infrastructure Features into the Proposed Infrastructure Improvements in the Quince Street District*

The proposed improvements in the Quince Street District should utilize as many green infrastructure features as possible, including, but not limited to, the following:

- Install permeable paving (such as porous asphalt or concrete) for sidewalks and bike trails
- Use interlocking pavers that match the pavers used in the Green Alley Improvement Program (described above) and/or grasscrete for on-street parking
- Utilize bio-retention and infiltration landscaping techniques for streetscape, such as tree wells, planter boxes, and vegetated garden strips.
- Encourage private property owners to update their landscaping that abuts the new infrastructure improvements to green landscaping as well; consider providing incentives.
- Incorporate other features, such as wayfinding signage, lighting, and public art.



### 8.3.2.3 Other Infrastructure Improvements in South Centre City

Over the course of time, additional infrastructure improvements are expected to be made in South Centre City by the City as part of its Capital Improvement Plan. Additionally, the City requires developers who construct new buildings and projects to construct or provide their fair share of funds to install or upgrade the public infrastructure.



**Recommendation:**  
*To the extent feasible, incorporate green infrastructure techniques when making improvements to the public infrastructure*

**Active Mobility Network.** Utilize permeable paving when constructing sidewalks, bike lanes, trails, and pathways. When appropriate, use permeable pavers for improved aesthetics. (See the Parks and Recreation Chapter for a discussion of the Pine Street Pathway.)

**Bulb-Outs & Curb Extensions.** Incorporate rain gardens in bulb-outs and curb extensions on South Escondido Boulevard.



**Streetscape.** Incorporate green infrastructure features into streetscape design throughout South Centre City:

- For locations with limited rights-of-way, use tree wells, planter boxes, and rain gardens.
- For locations with wider rights-of-way (e.g., on Centre City Parkway in the Felicita District and the Southern Entry District), add additional bio-retention and infiltration techniques, such as bioswales and vegetated filter strips. Ensure that the required landscaping on the abutting private property is designed to coordinate with the public improvements in both function and aesthetics.

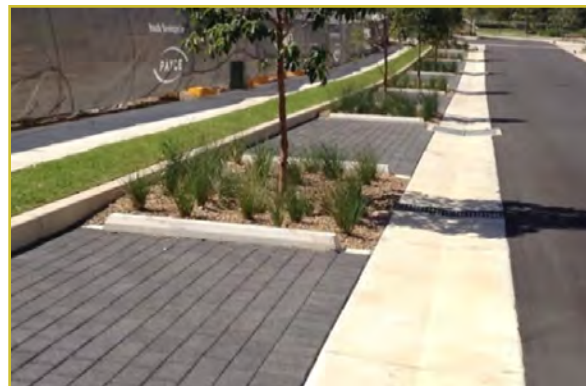
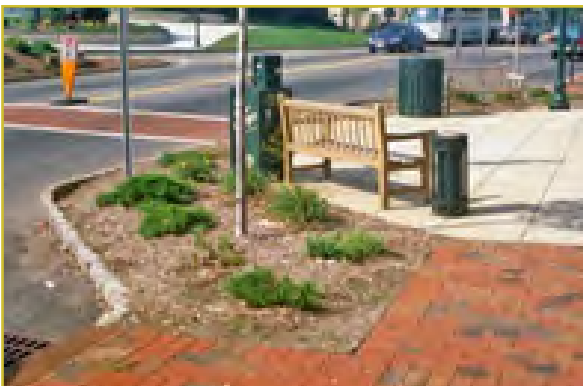
**Crosswalks.** The South Centre City Specific Plan proposes enhancements to many crosswalks within the area. Utilize permeable paving for crosswalks where the traffic volumes permit it.

- When appropriate, use permeable pavers for improved aesthetics. Incorporate green infrastructure landscaping techniques where possible.
- Include benches, wayfinding, trash receptacles, and lighting when possible.

**Medians and Parkways.** Utilize a wide range of bio-retention and infiltration techniques depending on the setting and available right-of-way

- Centre City Parkway provides an exciting opportunity to both upgrade the existing medians to include green infrastructure features, such as bioswales, and contribute to defining different identities for the district through which it runs. For example:
  - Include benches, wayfinding, trash receptacles, and lighting when possible.
  - The median for Centre City Parkway north of W. Felicita Avenue should be designed to complement the Pine Street Pathway and the enhanced crosswalks at 5th Street, 9th Street, 13th Street, and W. Felicita Avenue.
  - Within the Southern Entry District, the median should reflect a more rural theme. The extensive right-of-way of the parkways between Centre City Parkway and the two access roads that parallel it (South Centre City Parkway on the west and South Escondido Boulevard on the east) provide additional opportunities to function as both green infrastructure and open space.

**Public Parking.** In addition to the proposed improvements in the Quince Street District that involve on-street parking, implementation of the South Centre City Specific Plan may involve making changes to existing on-street parking. If the opportunity arises, consideration should be given to utilizing permeable paving whenever possible. If it is not cost-effective to use permeable pavers, other materials should be used to receive environmental benefits of sustainable stormwater management.







# CHAPTER 9



Ms. Leger's Class - Central Elementary

# IMPLEMENTATION

## 9.1 OVERVIEW

The importance of coordinated planning at a regional level, local level, Specific Plan level; and among other governmental agencies, private organizations, businesses, and the public is an important function of this planning document. The South Centre City Specific Plan sets forth implementation measures in the form of concepts, development regulations, and design guidelines. This Specific Plan affects private property primarily through the regulation of land uses and physical property improvements. Implementation of these regulations shall be achieved largely through the planning approval and design review process utilizing the decision-making authority of the Director of Community Development, Planning Commission and City Council.

All construction and development within the Specific Plan shall comply with the provisions of the South Centre City Specific Plan. If any issues arise that are not addressed by this document, the most applicable provisions of the Escondido Zoning Code shall prevail, as determined by the Director of Community Development, or designee.

## 9.2 ADMINISTRATION

### 9.2.1 Design Review and Permit Process.

All new construction and modifications to the exterior of a building or site within the Specific Plan shall require design review by staff, Zoning Administrator, and/or Planning Commission to determine conformance with the standards, guidelines and policies provided in this document. Determinations by the Director of Community Development, or designee, may be appealed to the Planning Commission. The Planning Commission decisions may be appealed to the City Council.

It is the intent of this Specific Plan that all development be in accordance with the goals, vision, development standards, and design guidelines as stated herein. All buildings, grading, landscaping, or construction projects are subject to design review, unless otherwise exempted by this Specific Plan or other local law or State law.

The design review and permit process shall include the following steps:

#### 9.2.1.1 Initial Meetings.

1. Meet with the Planning Division staff to discuss plans and any documentation that illustrates the proposed work.

#### 9.2.1.2 Application Submittal.

Submit the plans and the appropriate application and fee to the Planning Division. Staff shall review the project for compliance with this document and to determine completeness.



### 9.2.1.3 Minor Projects.

Projects that include restoration, exterior changes to the structures, exterior painting, minor demolitions, minor changes to the site (e.g. grading, paving, landscaping, etc.), and placement or removal of exterior objects, shall be reviewed by the Planning Division staff for compliance with this document. Staff may refer projects to the Planning Commission. Staff will issue a Certificate of Appropriateness and/or letter of approval if the project complies with the guidelines.

### 9.2.1.4 Major Projects.

Projects including all new construction (e.g. primary structure, outbuildings, accessory units, additions, demolition, relocation, significant changes to the site (e.g. grading, paving, landscaping, etc.), right-of-way improvements, any project requiring a Plot Plan Approval, or a Conditional Use Permit, will be reviewed by staff, Zoning Administrator or the Planning Commission who will review the project based on the concepts, regulations and design guidelines outlined in this document and either:

- Issue a Recommendation of Approval or Conditional Approval; or
- Disapprove the proposed work and provide the applicant with a written statement either giving the reasons for disapproval; or identifying recommended modifications.

### 9.2.1.5 Projects Requiring Building Permits.

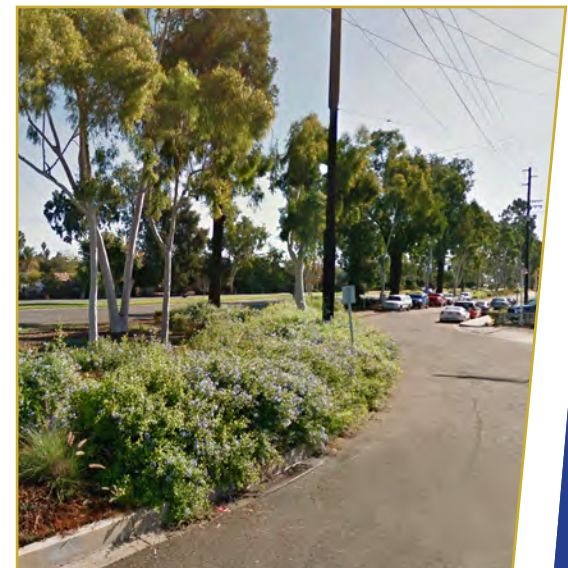
New construction, additions, exterior changes to a structure, demolition, relocation, placement or removal of exterior objects, shall be submitted to the Building Division for permit issuance after receiving project approval from the Planning Division. The Building Division shall route the plans to the Engineering Division to determine necessary public improvements if the value of the work exceeds preset standards. The Building Division shall issue a Building Permit or return the plans to the applicant for necessary modifications.

### 9.2.1.6 Projects Requiring Grading Permits.

Projects that require a Grading and/or an Encroachment Permit shall be submitted for review by the Engineering Division. An Encroachment Permit shall be required for any work within the public right-of-way, such as driveways, curb cuts, sidewalks, curb and gutter, bulb-outs, as well as street pavement.

### 9.2.1.7 Project Completion.

The Building Inspector shall check the work for compliance to the approved plans upon completion of the project.





## 9.2.2 Public Hearing Process.

Projects that require a Public Hearing, such as a Conditional Use Permit or Planned Development application, shall be scheduled for Zoning Administrator, or Planning Commission consideration (and City Council, as appropriate). The Planning Commission (and City Council, as appropriate) shall:

### 9.2.2.1 Approve, or conditionally approve, the project.

The applicant shall be provided with a list of applicable conditions. The decision making body must make required findings to support the approval of a project. A finding is a statement of fact relating to the information that the decision maker has considered in making a decision. Findings shall identify the rationale behind the decision to take a certain action.

The required project findings are as follows:

- a. The project successfully reflects the goals and vision of the Specific Plan
- b. The project represents successful implementation of the Specific Plan's development standards and complies with all other applicable provisions of local and State law.
- c. The project exhibits overall, successful implementation of site and building design guidelines and the project reinforces the design context of the surrounding area.

### 9.2.2.2 Deny the project.

The applicant shall be provided with a written statement giving the reasons for denial.

## 9.3 AUTHORITY FOR THE PLAN AND RELATIONSHIP TO THE CITY'S GENERAL PLAN

The City adopted the South Escondido Boulevard Neighborhood Plan Phase I in July 1996. It was revised in July 2010. This South Centre City Specific Plan supersedes the previous Neighborhood plan.

The City of Escondido adopted an updated General Plan in 2012. The General Plan directs growth and redevelopment to certain Target Areas. The South Centre City Specific Plan combines four Target Areas.

Amendments to the specific plan shall require a modification to the specific plan and shall be subject to the procedures as indicated in the Escondido Zoning Code.



## 9.4 INFRASTRUCTURE

Although not an infrastructure plan, implementation of the South Centre City Specific Plan will require improvements to the public infrastructure to accommodate impacts of new development, stimulate investment, and promote community revitalization. These public improvements include traffic improvements, streets, sidewalks, and bicycle facilities; landscaping and other streetscape features, including public art, in the public right-of-way; stormwater management and flood control systems; and wet and dry utilities. Infrastructure should be designed using the most current “green infrastructure” practices. These enhancements to the City’s infrastructure should be monitored to identify opportunities to prepare and implement coordinated plans.

## 9.5 FINANCING

Financing of the implementation of the South Centre City Specific Plan will be accomplished through the use of various funding sources, including private funding, capital funds, development impact fees, grants, enterprise funds, and other available financing mechanisms.

The City relies on development to implement many of its key plans, including the conversion of older, outdated sites within the planning area. In an effort to make Escondido and the South Centre City area an even more desirable location for development, the City Council has adopted a Fee Deferral Program to promote development.

When building permits are issued for new development, the developer must pay a variety of fees. Inspection fees cover the costs to ensure safety and compliance with codes related to the developer’s construction. Impact fees are paid to mitigate the impacts of new development on the City’s infrastructure, such as parks, roadways, sewers, electrical and water systems, highway beautification, and public safety. This program allows the payment of the impact fees to be deferred until the development is ready for final inspection or a temporary or final certificate of occupancy. The purpose of this program is to reduce the up-front cost of development.



# CHAPTER 10



Mrs. Iannizzotto's Class - Central Elementary

# A P P E N D I C E S

# APPENDIX A. DEFINITIONS

The definitions used in this Specific Plan shall be in accordance with the EZC except where provided below.

**Active Transportation.**

Walking and biking as modes of transportation to replace the use of passenger vehicles (as opposed to walking and biking for recreation).

**Administrative/business/professional office.**

Establishment providing accounting, advertising, credit reporting, utilities, collection services, building and general construction services, news syndicate, computer services and repair, drafting/engineering/architectural/planning services, messenger services, detective/protective services, employment agencies, secretarial services, realtors/real estate offices, counseling services, travel and ticket agencies, and other similar general office uses NEC.

**Amusement machine.**

See Video/amusement machine.

**Antique store.**

The retail sales of previously owned merchandise and goods, including consignment, that are deemed to have collectible value. Excludes pawnshops, second hand/thrift stores, and junk/salvage sorting facilities.

**Arcade.**

Any location where four (4) or more video/amusement machines are placed and operated on a premise.

**Automotive sales lot.**

The use of a site for the sale or lease of new and/or used personal vehicles or motorcycles. May include any of the following: on-site inventory, display, storage, maintenance, or servicing and repair.

**Barber/beauty service.**

Any premises, place of business, or membership club providing facilities devoted primarily to beauty, personal grooming, health, and relaxation that deals with cosmetic, therapeutic, and/or holistic treatments, where people visit for professionally administered personal care treatments, such as hairdressing, unwanted hair removal, manicures/nail services, facials, body treatments, cosmetology (including ear piercing, permanent eye and lip lining, excluding other tattoo and/or body art/body piercing), and tanning services. Any massage services shall comply with Escondido Zoning Code Article 38.

**Automobile, trailer, motorhome, recreational vehicle, or marine craft sales, office only.**

The use of a site that is limited to an office for the sale or lease of new and/or used personal vehicles, motorcycles, motorhomes, recreational vehicles, or marine craft. Does not include any of the following: on-site inventory, display, storage, maintenance, or servicing and repair.





**Building materials, supplies, and hardware.**

The retail sales of lumber, heating/air conditioning, plumbing, electrical, floor covering and installations, paint, glass, wallpaper, home improvement items, and other similar merchandise. Does not include outdoor storage.

**Build-to-Line (BTL).**

A line parallel to the property line where the façade of the building is required to be located. The BTL is measured from the property line unless otherwise specified. Building articulation that does not exceed 12" in depth meets the definition of the BTL.

**Build-to-Line Range (BTLR).**

A pair of lines parallel to the property line that establishes the range within which a percentage of the façade of the building is required to be located. A Build-to-Line Range (BTLR) may have a minimum BTL (BTL-MIN), which is the line that is closest to the specified property line, and a maximum BTL (BTL-MAX), which is the line that is farthest from the specified property line.

**Car wash.**

Permanent, self-service and/or attended car washing establishments, including fully mechanized facilities. May be stand-alone or accessory to another auto-related use, such as a gasoline station. May include detailing services. Does not include temporary car washes for fund-raising activities.

**Community Garden.**

A single piece of land or open space where participants share in the maintenance and products of the garden, utilizing either individual or shared plots on private or public land, while producing fruit, vegetables, and/or plants that are grown for attractive appearances.

**Craft brewery, winery, or distillery.**

A small-scale facility where beer, malt beverages, wine, or spirits are made on-premises and then sold or distributed, and which produces 15,000 barrels (or equivalent gallons) per year or less. Its products are primarily intended for local and/or regional consumption. The brewer may sell to a retailer or directly to a customer. Retail sales to the public is limited to incidental use as provided for in Sec. 33-567. (Incidental uses) of the Escondido Zoning Code.

**Eating establishments, all types.**

An establishment providing food service from an on-site operating commercial-grade kitchen, and/or dessert service from an on-site operating commercial-grade freezer/refrigerator with or without incidental sales of alcoholic beverages, including full-service, limited service, take-out, etc., and outdoor dining. Does not include drive-through service, and amplified entertainment or dancing.

**General retail sales.**

Includes new goods and merchandise sold in department stores, drugstores/pharmacies, and retail establishments selling items such as apparel/accessories/shoes (including incidental shoe repair), toys, flowers, gifts, stationery, jewelry, leather, dishware/glassware/kitchenware, handcrafts/arts and crafts, yardage goods, pets/pet supplies, art/hobby supplies, automobile supply (without installation), music (including incidental recording, instruction, and instrument repair), books/magazines/newspapers, video sales/ rental, sporting goods (includes bicycles, golf, camping, hunting/ammunition/firearms, fishing, surfing, etc.), small household appliance sales and incidental service, cameras/photographic supplies, electronics/office business, and other similar retail goods and incidental services NEC. Prohibited uses include uses classified more specifically in this section, retail uses with across-the-board maximum pricing/"everything



under” pricing, and surplus stores.

**Group living / residential.**

Shared living quarters, occupied by more than one person, which lack separate kitchen and bathroom facilities for each room or unit. The shared living quarters are occupied by two or more persons not living together as a single housekeeping unit. This classification includes boarding houses, dormitories, fraternities, sororities, and private residential clubs, but excludes residential care, general.

**Farmers’ market.**

A food market at which local farmers and other cottage food entrepreneurs sell fruit and vegetables and often meat, cheese, bakery and other products. Farmers’ markets are outdoors and typically consist of booths, tables, or stands where farmers sell directly to the public, products that the farms have produced - no reselling, and sometimes prepared foods and beverages.

**Housing prototypes.**

Refer to Appendix B as this definition as the term may be referred to in the Specific Plan.

**Makerspace.**

An establishment, building, or group of buildings on the same lot that provides individual and/or shared space for the design, processing, fabrication, assembly, treatment, and packaging of products and prototypes associated with artisan/artist/maker/inventor/designer and/or collaborative group organized around one or more common interests. Includes associated equipment and tools, labs, workshops, studios, classrooms, office space, and other shared spaces. See Makerspace—Manufacturing and Makerspace—Limited. Tools and equipment commonly include, but are not limited to, computer aided design (CAD), computer aided manufacturing, and computer numerical control (CNC); hand tools; mechanical tools; electronic tools; kilns; welding equipment; and rapid prototyping tools. Retail sales to the public is limited to incidental use as provided for in Sec. 33-567 (Incidental uses) of the Escondido Zoning Code. (See also “Makerspace—Manufacturing” for shared space of artisan/maker manufacturing uses).

**Makerspace—Manufacturing.**

The Makerspace—Manufacturing use is a “Makerspace” for one or more of the following uses and associated tools and equipment: carpentry, furniture and cabinetry; electronics, computers, photograph and printing making, metal work, paint booth painting, fine arts and crafts, food and bakery products, catering, non-alcoholic beverages; leather products, jewelry, clothing/apparel, metal work, glass, pottery or ceramics, other similar uses as permitted in the West Mercado Light and West Mercado General subareas, and other uses determined by the Director to be similar. May also include shared retail space, instructional/classroom space, office space, exhibit/gallery space, and meeting space. In addition to being shared, retail space must be located adjacent to the main entrance to the building and cannot exceed 15% of the total gross floor area of the Makerspace—Manufacturing development. Also may be known as a Hacklab, Innovation Center, TechShop, FabLab, Inventors Club, Micro-Factory, or similarly named business operation.

**Makerspace—Limited.**

The Makerspace—Limited use is a “Makerspace” for one or more of the following uses and associated tools and equipment: electronics, computers, photograph and printing making, fine arts and crafts, food and bakery products, catering, non-alcoholic beverages; leather products, jewelry, clothing/apparel, glass, pottery or ceramics, and other similar uses listed as permitted uses on the Specific Plan Land Use Matrix within the Escondido Boulevard District, and 9th Avenue Overlay District, and other uses



determined by the Director to be similar; except that in areas with a mixed-use overlay, residential uses are allowed above a Makerspace—Limited. May also include incidental indoor storage associated with the permitted uses, and shared retail space, exhibit/gallery space, studio space, instructional/classroom space, office space, and meeting space. In addition to being shared, retail space must be located adjacent to the main entrance to the building and cannot exceed 15% of the total gross floor area of the Makerspace—Limited development. “Makerspace—Limited” is differentiated from Makerspace—Manufacturing by the intensity and potential impacts of “Makerspace—Manufacturing” uses, such as noise, vibration, dust, smoke, odor, vapor, etc.

**Mixed use, artisan loft development.**

A street and/or upper-level space constructed as an expansive and open “shell” that allows individual owners flexibility for interior improvements that establish a gallery space to create, display, and sell artisan crafts with a strong connection to the living space. Within the “shell” are kitchen and sleeping areas that are secondary to the space designed for fabricating arts and/or crafts. Developments may construct artisan lofts on multiple stories.

**Mixed-use development, general.**

A walkable live-work-play, multi-use master-planned project involving the combination of commercial and residential uses on single or multiple parcels and single or multiple structures with engaging street-level activity that creates a pleasant experience. Residential uses are constructed above or behind non-residential uses and are provided separate access. The permitted commercial uses are those that are permitted within the respective Districts.

**Mixed use, shopkeeper development.**

A dedicated street-level office or retail space that provides pedestrian access from the street while allowing the business owner direct access to his/her residential unit.

**Multi-family development.**

An exclusively residential development involving apartments or condominiums configured as flats, row homes, or townhomes, with residential portions on the ground floor locations. For the purposes of this Specific Plan, a multi-family housing development means a building designed for multiple dwelling unit occupancy in a multiple-residential zoning district or mixed-use zoning district. Units in multi-family housing developments are not classified as single-unit attached structures.

**NEC.**

Not elsewhere classified, as determined by the Director of Community Development, based on conformance with the purpose of the specific zone, interaction with customers, the appearance of the building, the general operating characteristics, and the type of vehicles and equipment associated with the use, and including incidental assembling of customized items.

**Other Specialized Training or Education.**

Educational training and tutoring services not subject to the California Education Code nor standards set by the State Board of Education, including but not limited to, art, trade, cosmetology, pet grooming, music, dance, martial arts, gymnastics and language.

**Parcourse.**

A path or course equipped with stations distributed along its length designed to promote physical fitness. Designed to permit participation by all user groups, urban parcourses typically accommodate cyclists, runners, skaters, and walkers. Stations may contain traditional gym



equipment specifically designed for outdoor use.

**Parklet.**

A public seating platform that converts curbside parking spaces into vibrant community spaces. Most parklets have a distinctive design that incorporates seating, greenery, and/or bike racks and accommodates unmet demand for public space on thriving neighborhood retail streets or commercial areas. A parklet is created using one or more on-street parking spaces or bulb-outs, converting to a space for table service (like a sidewalk café) by the use of temporary, removable structures and features, such as benches, tables and chairs, umbrellas, etc. Parklets are typically hosted by a business and provide space for table service for the business' exclusive use during the business' hours of operation

**Personal vehicle.**

For the purposes of the South Centre City Specific Plan, a personal vehicle is defined as any passenger car, sport utility vehicle, pick-up truck, or van, as so classified by the National Highway Traffic Safety Administration.

**Photographic and duplicating services.**

Includes studio, developing, printing, commercial photography, and similar services, blueprinting, and photocopying.

**Residential care, general**

Shared living quarters (without separate kitchen or bathroom facilities for each room or unit) for seven or more persons with physical or mental impairments that substantially limit one or more of such person's major life activities when such persons are not living together as a family. This classification includes, but is not limited to, group homes, recovery facilities, and other establishments providing non-medical care for persons in need of personal services, supervision, protection, or assistance essential for sustaining the activities of daily living. Children's homes, congregate housing/independent living/retirement homes, congregate care facilities/assisted living/board and care, convalescent home/skilled nursing facility, foster care home, transitional housing and treatment center for substance abuse are also included in this classification.

**Repair services, general.**

Includes apparel and shoe repair and alteration; bicycle repair; locksmiths and key shops; re-upholstery and furniture repair (for repairing, consumer use and not for resale); small appliance repair and services (including TV, radio, small electronics, computers, household appliances, etc.); watch, clock, jewelry repair, engraving, etc.; and other similar miscellaneous repair services. Excludes automotive, machine shops and welding services, and any outside storage without a CUP.

**Rooming and boarding house.**

A residence or dwelling unit, or part thereof, wherein a room or rooms are rented under three (3) or more separate written or oral rental agreements, leases, or subleases, or combination thereof, whether or not the owner, agent, or rental manager resides within the residence, where sleeping or rooming accommodations are furnished to the whole, or any part of the public whether with or without meals.

**Second hand and thrift sales.**

The retail sale of mostly previously used merchandise to the general public, such as clothing, furniture, small appliances, household goods, sporting goods, recreation equipment, or other similar merchandise not considered to be antique. Second hand and thrift sales uses may operate as for-profit businesses or may be associated with a nonprofit charitable organization and are commonly referred to as thrift, second hand, vintage, and consignment stores. This definition specifically excludes antique stores, pawnshops, firearms sales, and other uses that are more specifically described in this section.



**Senior housing.**

Senior housing may be provided under any state or federal program that the Secretary of Housing and Urban Development determines is specifically designated and operated to assist senior citizens (as defined in the state or federal program); or intended for, and solely occupied by persons 62 years of age or older; or a residential development developed, substantially rehabilitated, or substantially renovated, for persons 55 years of age or older, that has at least 35 dwelling units (rental or for-sale units) and at least 80percent of the occupied dwelling units occupied by at least one person who is 55 years of age or older.

**Setback.**

The minimum distance from the specified property line from which the building façade may be located.

**Temporary food stand.**

A food and beverage service establishment that is disassembled and moved from location to location.

**Tobacco, smoke, and/or electronic/vapor substance inhalation shop.**

Any store, stand, booth, concession, or other place that either devotes a substantial portion of its display area (i.e., fifteen (15) percent or more of floor space) to tobacco products and/or electronic/vapor inhalation substance products, and/or drug paraphernalia or similar products, or devotes more than sixteen (16) cubic feet of shelf space, for the display or sale of tobacco products and/or electronic/vapor inhalation substance products or similar products or drug paraphernalia to purchasers for consumption or use.

**Trailer, motorhome, recreational vehicle, truck caps and camper shell, or marine craft sales lot.**

The use of a site for the sale or lease of new and/or used trailers, motor homes, recreational vehicles, campers, truck caps and camper shells, or marine craft sales lot. Does not include farm and construction vehicles, three-axle trucks, and buses. May include any of the following: on-site inventory, display, storage, maintenance, or servicing and repair.

**Urban Agriculture.**

Individual or family farms, group or cooperative farms and commercial enterprises at various scales ranging from micro- and small farms to medium-sized and some large-scale enterprises, cultivating food for consumption.

**Uses permitted or conditionally permitted.**

All permitted or conditionally permitted land uses shall be conducted entirely within enclosed buildings, except vending machines, parking, loading, outdoor display, outdoor dining, sales and rental lots, storage, or other primary or accessory use as authorized by this Specific Plan, in conformance with the Escondido Zoning Code.

**Usable open space, required.**

For the purpose of this Specific Plan, “required usable open space” is defined as an open or recreational facility that is integrated into the development, in addition to the following:

- a. Does not exceed a grade of 10% and excludes parking areas,
- b. Common areas measure a minimum of 10 feet in all directions,
- c. Private areas directly accessed from residential units measure a minimum of five (5) feet in all directions, and
- d. Includes outdoor landscaping, walks, fountains, recreational facilities, etc. and interior common recreation areas.



**Vehicle repair—general.**

Major repair of automobiles, motorcycles, recreational vehicles, or trucks. Examples of use include body and fender shops; brake shops; full-service motor vehicle repair garages; machine shops; painting shops; towing services; and transmission shops. Does not include vehicle dismantling or salvage and tire retreading or recapping.

**Vehicle repair—limited.**

Minor repair of automobiles, motorcycles, recreational vehicles, or light trucks, vans, or similar size vehicles. Examples of use include brake adjustments and repairs; installation of electronic equipment (e.g., alarms, stereos, etc.); servicing of cooling, electrical, fuel, and exhaust systems; oil and lube shops; tire sales and installation shops; wheel alignment and balancing; auto glass installation and services.

**Video/amusement machine.**

Any machine, device, or game upon which the insertion of a coin, slug, token, etc., or by paying by any method therefore in advance or after use permits a person/persons to use the device as a game, contest of skill, or amusement, whether or not registering a score which may cause a person/persons of the same to secure some amusement, enjoyment, entertainment, or information and which is not a gambling device or a device which tends to encourage gambling. It shall include, but not be limited to, such devices as electronic or mechanical game machines, pinball machines, skillball, bowling machines, or any other mechanical or electronic or operation similar thereto under whatever name they may be indicated. This definition does not include pool tables, merchandise vending machines, telephones, or televisions operated by payment by any method.

# APPENDIX B. HOUSING PROTOTYPES

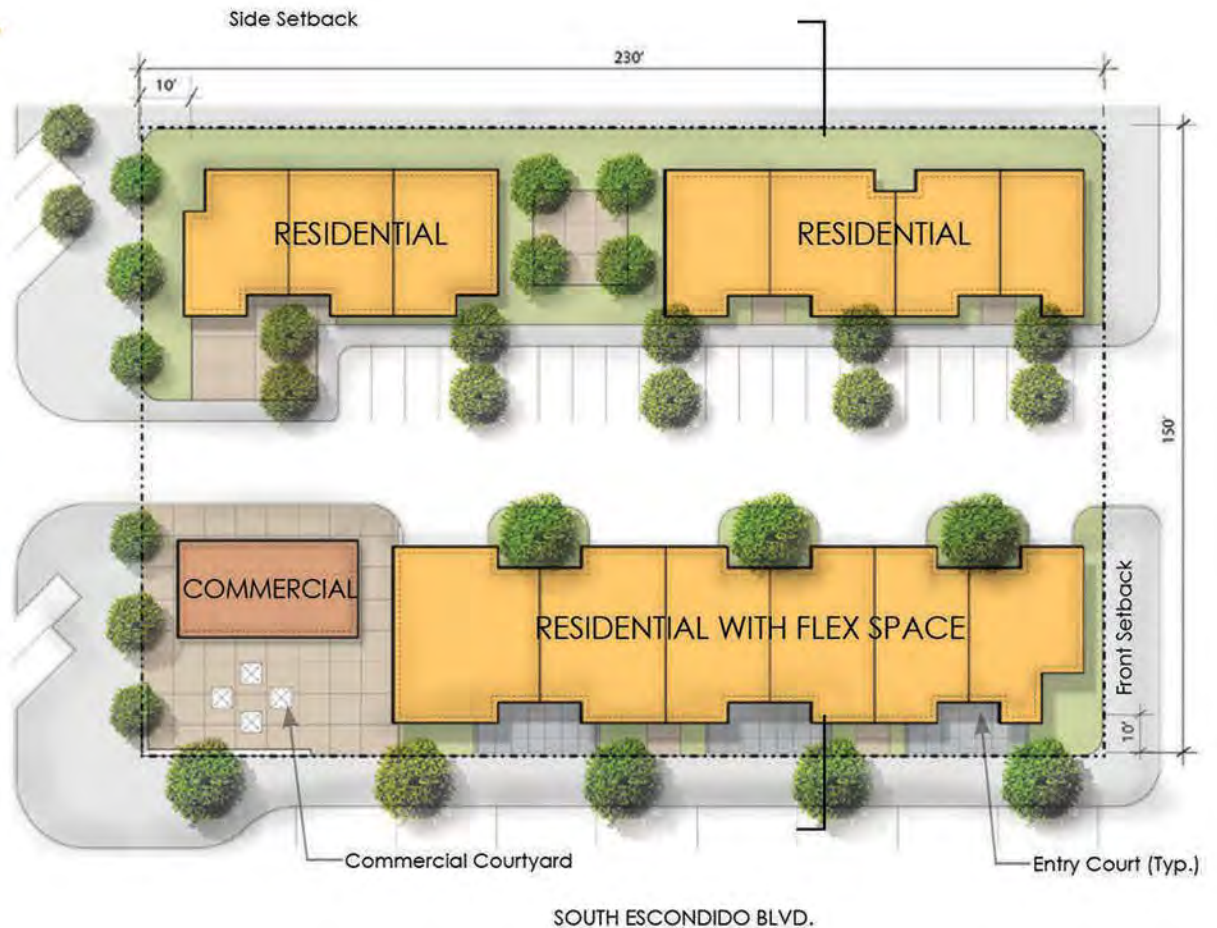
The following housing prototypes reflect concepts for the South Escondido Boulevard District as well as the Quince Street District.

## 1.1 South Escondido

South Escondido Development  
Concept 1



Key Map



Site Plan Diagram

CONCEPTUAL STUDY

EXHIBIT 1.1

ESCONDIDO PLAN STUDIES  
Roesling Nakamura Terada Architects



# 1.1 South Escondido

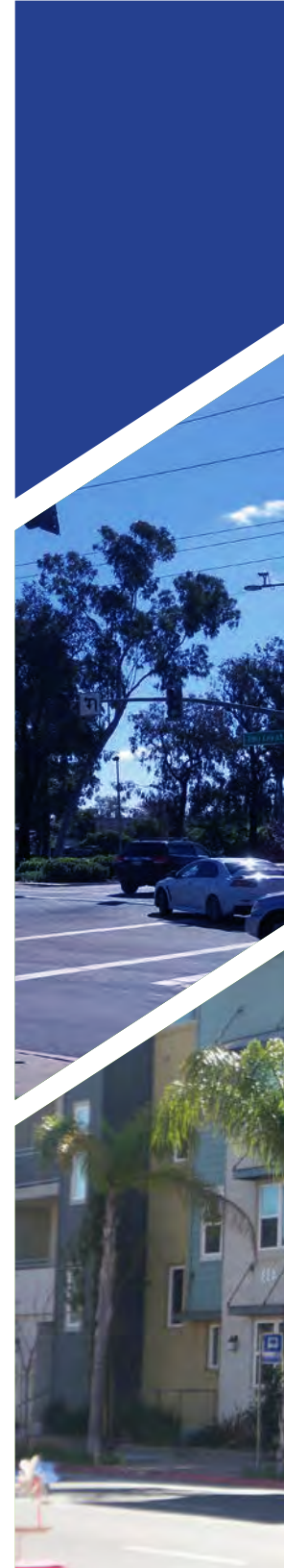
South Escondido Development  
Concept 1



Aerial Rendering

EXHIBIT 1.1

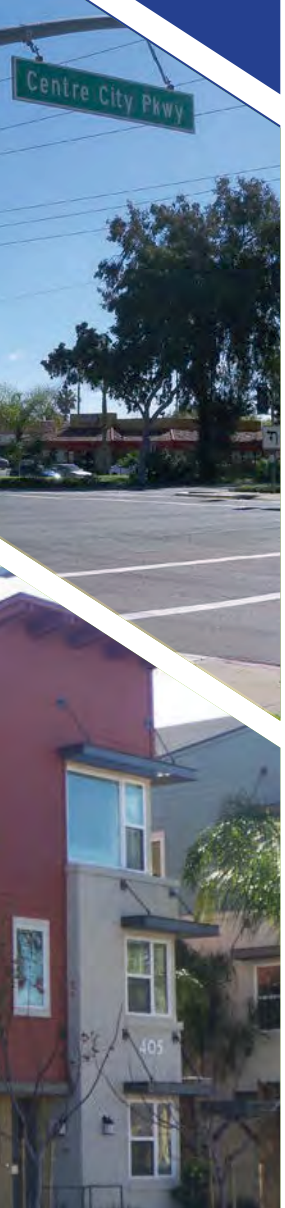
**ESCONDIDO PLAN STUDIES**  
Roesling Nakamura Terada Architects





# 1.1 South Escondido

South Escondido Development  
Concept 1



Section Diagram

## EXHIBIT 1.1

**ESCONDIDO PLAN STUDIES**  
Roesling Nakamura Terada Architects

# 1.1 South Escondido

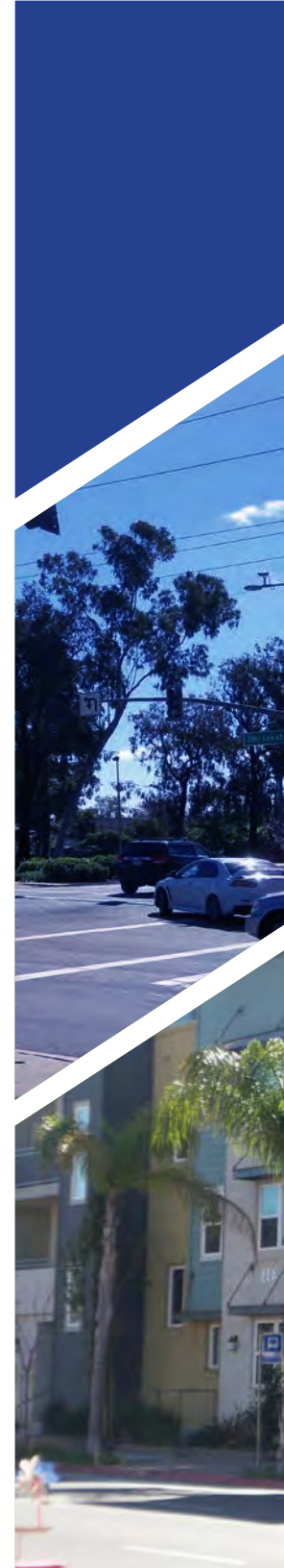
South Escondido Development  
Concept 1



Perspective Rendering

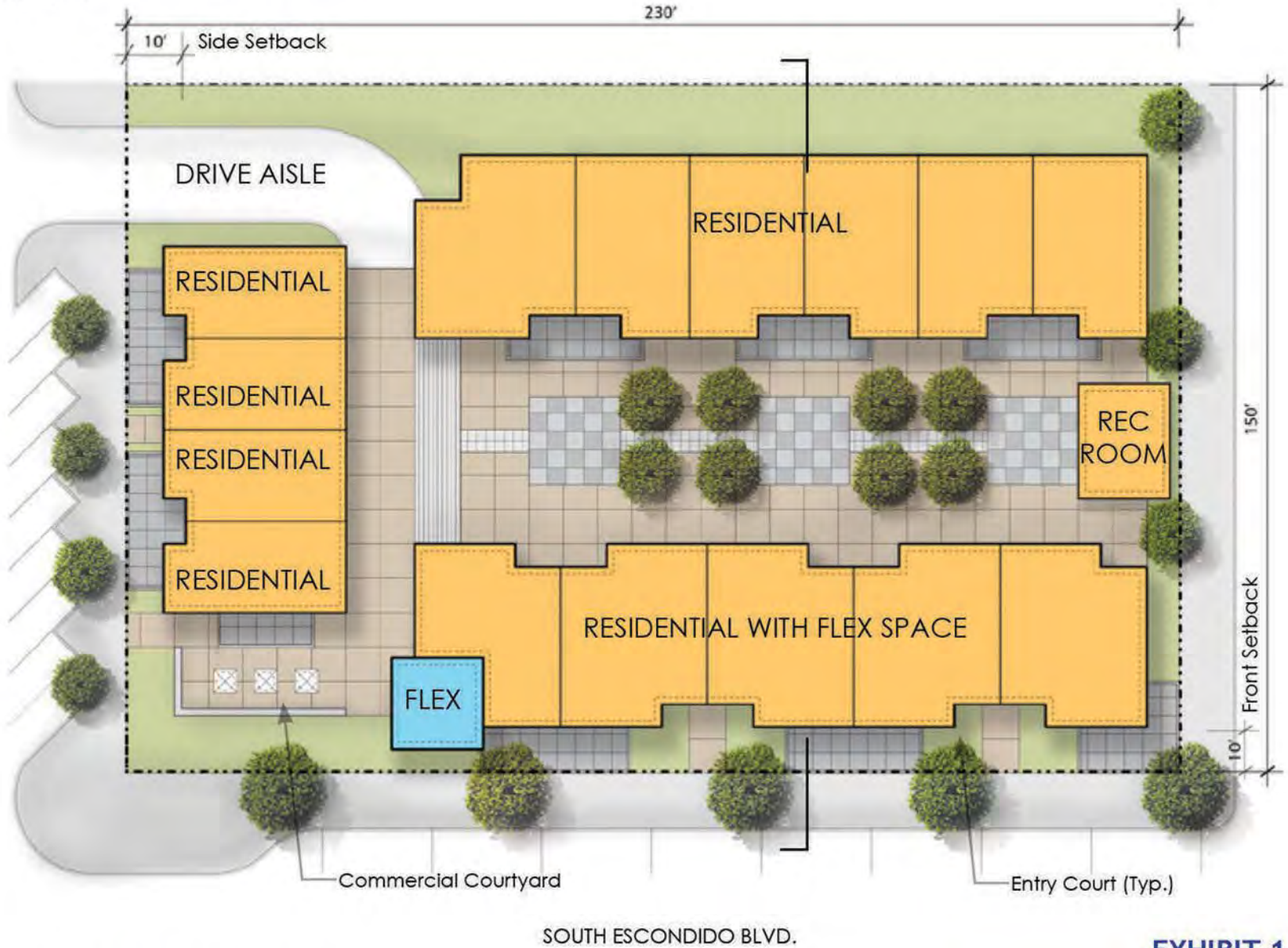
## EXHIBIT 1.1

**ESCONDIDO PLAN STUDIES**  
Roesling Nakamura Terada Architects



# 1.2 South Escondido

South Escondido Development  
Concept 2



Site Plan Diagram  
CONCEPTUAL STUDY

EXHIBIT 1.2

ESCONDIDO PLAN STUDIES  
Roesling Nakamura Terada Architects



## 1.2 South Escondido

South Escondido Development  
Concept 2



View Rendering

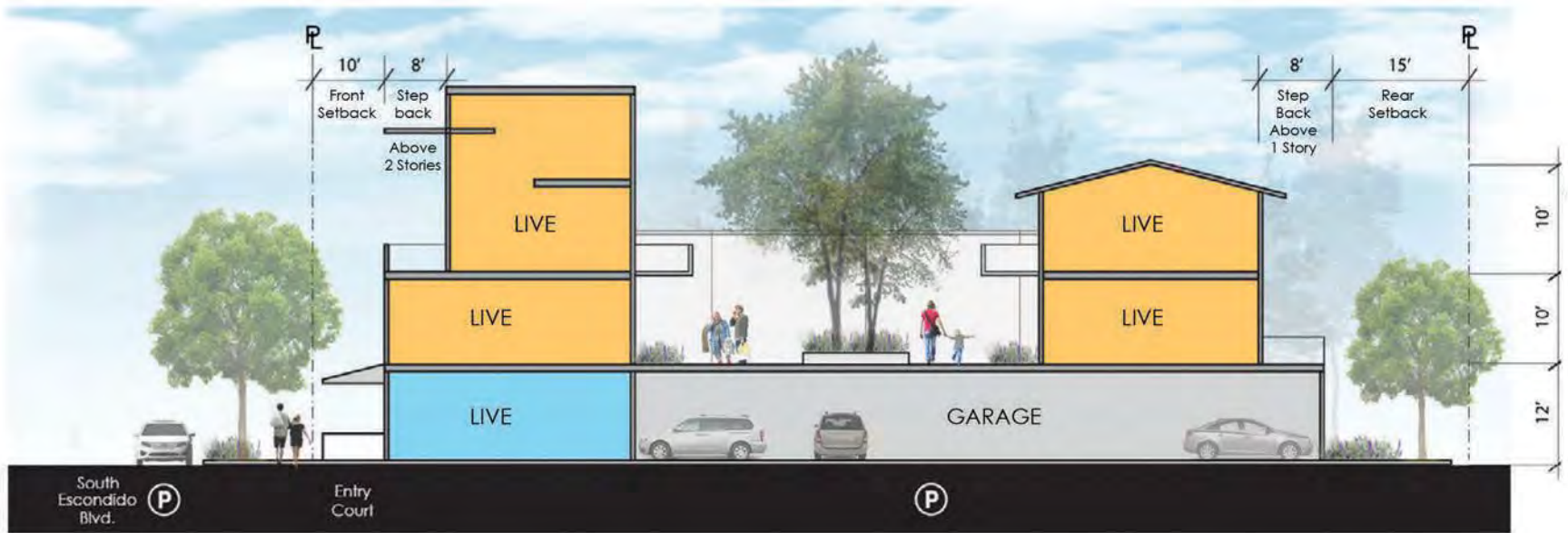
EXHIBIT 1.2

**ESCONDIDO PLAN STUDIES**  
Roesling Nakamura Terada Architects



# 1.2 South Escondido

South Escondido Development  
Concept 2



Section Diagram

EXHIBIT 1.2

ESCONDIDO PLAN STUDIES  
Roesling Nakamura Terada Architects

## 1.2 South Escondido

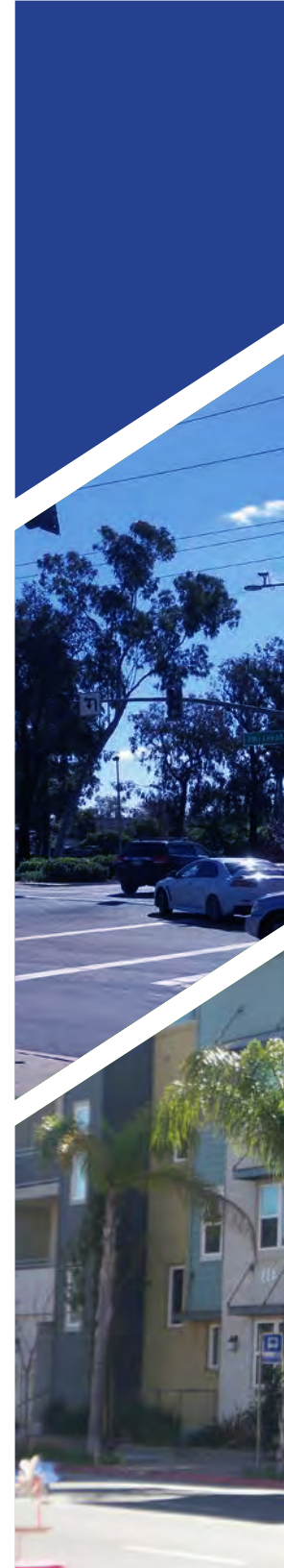
South Escondido Development  
Concept 2



Perspective Rendering

EXHIBIT 1.2

**ESCONDIDO PLAN STUDIES**  
Roesling Nakamura Terada Architects



## 2.1 Quince Street

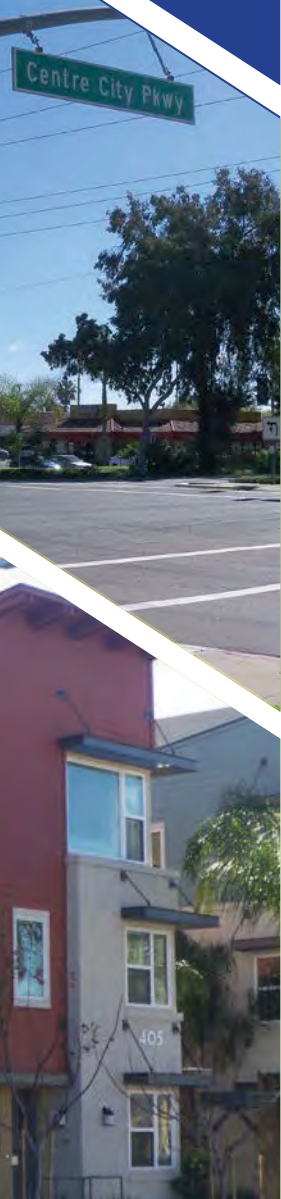
Quince Street Development  
Concept 1

Site Plan Diagram

CONCEPTUAL STUDY

EXHIBIT 2.1

ESCONDIDO PLAN STUDIES  
Roesling Nakamura Terada Architects



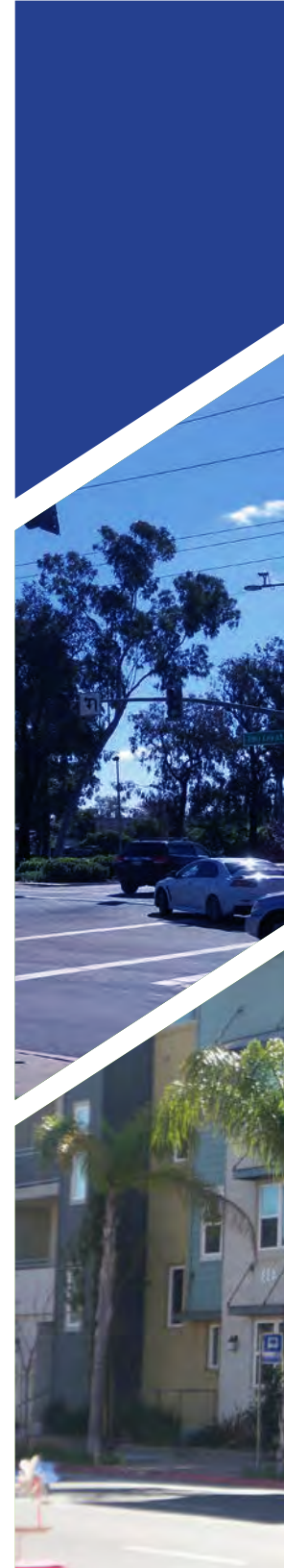
## 2.1 Quince Street

Quince Street Development  
Concept 1



### EXHIBIT 2.1

*ESCONDIDO PLAN STUDIES*  
Roesling Nakamura Terada Architects

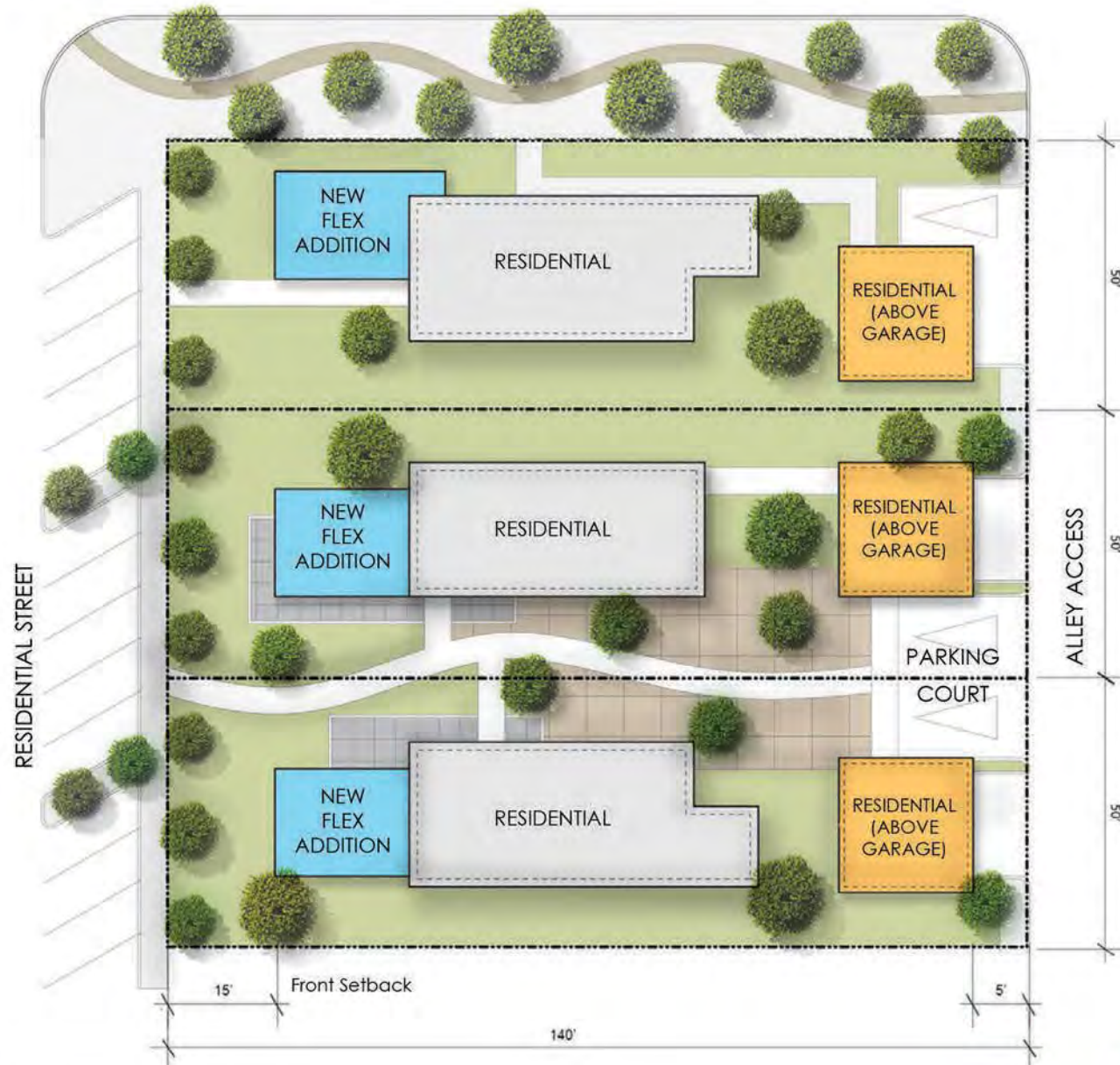




## 2.2 Quince Street

Quince Street Development  
Concept 2

SOUTH PINE AVE



Site Plan Diagram  
CONCEPTUAL STUDY

EXHIBIT 2.2

ESCONDIDO PLAN STUDIES  
Roesling Nakamura Terada Architects



## 2.2 Quince Street

Quince Street Development  
Concept 2



BEFORE



AFTER

EXHIBIT 2.2

*ESCONDIDO PLAN STUDIES*  
Roesling Nakamura Terada Architects







## EXHIBIT "C"

### ZONING CODE AMENDMENTS

Amend the various Zoning Code sections to read as specified below in the two (2) sections. The changes are listed in order by section number, with ~~strikeout~~ typeface illustrating deletions and underline typeface illustrating new text.

#### SECTION 1

#### ARTICLE 44. HOME OCCUPATIONS

##### Sec. 33-850. Permit required.

A legally established dwelling unit shall not be used for business purposes unless a home occupation permit (major or minor) has first been issued by the ~~planning department~~ Planning Division of the Community Development Department. A cottage food operation, as defined in the California Homemade Food Act, shall obtain a minor home occupation permit.

##### Sec. 33-851. Procedure.

The ~~director of community development~~ Director of Community Development may, upon application, issue a home occupation permit which shall state the home occupation permitted, the conditions attached, and any time limitations thereon. The permit shall not be issued unless the director is satisfied that the applicant will ~~meet~~ comply with all the conditions listed in ~~section~~ Sections 33-852 to 33-854 of this article and the applicant has agreed in writing to comply with the conditions.

##### Sec. 33-852. ~~Conditions~~ Minor Home Occupation Permits.

A minor home occupation permit is required for any business operated in a dwelling unit or accessory building which has little to no external indication of commercial activity and which is not a major home occupation, as authorized by Section 33-853. Each and every one of the following conditions must be observed at all times by the holder of a minor home occupation permit.

- (a) Employees. Employees or assistants who are not occupants of the dwelling shall not be employed on the premises, except where specifically permitted by law.
- (b) The home occupation shall be conducted wholly within the structures on the premises and shall not exceed twenty-five (25) percent of the total floor area of ~~said structures~~ all legal structures on the premises. ~~Required residential parking shall be maintained and available for residential parking.~~
- (c) Inventory and supplies for the home occupation shall not occupy more than fifty (50) percent of the permitted home occupation area.
- (d) No structural alterations to the interior of the dwelling are permitted for the occupation if they would make it difficult to return the dwelling to exclusive residential use. External changes, which make the dwelling appear less residential in nature or function are prohibited.
- (e) No storage of equipment, appliances, materials, or supplies shall be permitted where visible from the exterior of the property other than that storage normally found on the premises of a residence.
- ~~(d)~~(f) No customer services or sales of goods, wares or merchandise shall be made on the premises, except where specifically permitted by law.
- ~~(e)~~(g) Signs.
  - 1) No sign or advertising shall be displayed on the premises except where specifically required by law. Any required signs shall be no larger than the minimum size required by law.
  - 2) Residential addresses shall not be used in any advertising (i.e. newspaper advertisements, bulletin boards, paid electronic advertisements, and the like) unless otherwise required by

law. Business cards and letterhead are not included in this requirement and may be permitted provided that they do not draw attention or customers to the property.

- ~~(f)(h)~~ No display of any kind shall be visible from the exterior of the premises.
- ~~(i)~~ Parking.
  - 1) Required residential parking shall be maintained and available for residential parking.
  - 2) All maintenance, service, or commercial vehicles, trailers or equipment shall be parked or stored entirely within a building or structure. Other vehicles that bear advertisements associated with the home occupation, which may be used for personal use, must be parked or stored entirely within a building or structure or parked in a screened area so that the vehicle is not visible from the public right-of-way.
  - 3) No more than one (1) business vehicle and one (1) trailer is allowed for each resident involved in the home occupation.
- ~~(g)(l)~~ No mechanical or electrical apparatus, equipment or tools shall be permitted except those items which are commonly associated with residential use or use customary to home crafts.
- ~~(k)~~ On-site manufacturing is prohibited as a minor home occupation, with the exception of custom and visual art crafts (e.g. jewelry, art, ceramics, etc.), custom sewing and fabric crafts, and light wood working.
- ~~(h)~~ All maintenance, service, or commercial vehicles, trailers and equipment, or any vehicle bearing any advertisement related to the home occupation or any other similar vehicle shall be parked or stored entirely within a building or structure. Required residential parking shall be maintained and available for parking related to the residential use.
- ~~(i)(l)~~ Traffic.
  - 1) The home occupation shall not generate pedestrian or vehicular traffic in excess of that customarily associated with the zone in which the use is located.
  - 2) Customers. On-site customers are prohibited.
  - 3) Deliveries or pick-ups by normal delivery services shall occur between 8:00 am and 5:00 pm. No more than two (2) deliveries per day.
- ~~(j)~~ There shall be complete conformity with fire, building, plumbing, electrical and health codes and to all state and city laws and ordinances.
- ~~(k)~~ The home occupation shall not cause a demand for municipal or utility services or community facilities in excess of those usually and customarily provided for residential uses.
- ~~(l)~~ The home occupation shall not create impacts on municipal or utility services or community facilities from hazardous materials and other materials introduced into the wastewater system in excess of levels usually and customarily related to residential uses.
- ~~(m)~~ The home occupation shall not alter the residential character of the premises or unreasonably disturb the peace and quiet, including radio and television reception of the neighborhood by reason of color, design, materials, construction, lighting, odors, sounds, noises or vibrations.
- ~~(n)~~ Any special condition established by the director and made of record in the home occupation permit, as he or she may deem necessary to carry out the intent of this section, shall be met.
- ~~(e)(m)~~ Cottage food operations. The following conditions shall apply to a minor home occupation for a cottage food operation.
  - 1) No more than one (1) home occupation permit for cottage food operations is permissible per legally established dwelling unit.
  - 2) ~~(p)~~ No more than one (1) part-time non-resident cottage food operation employee is allowed on the premises at a time.
  - 3) ~~(q)~~ On-premises customers and non-resident employee(s) of a CFO are limited to 8:00 a.m. to 5:00 p.m., forty (40) hours per week maximum. The required residential parking for the dwelling unit shall not be used by the CFO customers and employee(s).
  - 4) A cottage food operation shall comply with all other limitations of the California Homemade Food Act, which may be amended over time.
- ~~(r)~~ All home occupation permits are subject to immediate cancellation in the event that the zoning regulations applicable to the premises are amended to prohibit such use.
- ~~(n)~~ Notwithstanding the above, all minor home occupations are also subject to the general conditions listed in Section 33-854.

**Sec. 33-853. Major Home Occupation Permits.**

A major home occupation permit is required for any business operated in a dwelling unit or accessory building which may have or has external indication of commercial activity, but remains a home occupation and not a primary business. Each and every one of the following conditions must be observed at all times by the holder of a major home occupation permit.

- (a) Employees. Only members of the family or household residing on the premises, and no more than two (2) non-residents who commute to the home to work, may be continuously employed at any one time on the site, except where specifically permitted by law. For the purposes of this Article, a non-resident employee includes an employee, business partner, co-owner, or other person affiliated with the major home occupation who does not reside on the site, but who visits the site as part of the home occupation. This provision does not allow employee shifts, with each shift staffed by different non-resident employees even when only two (2) non-resident employees are at the site at any one time.
- (b) The home occupation shall be conducted wholly within the structures on the premises and shall not exceed thirty-three (33) percent of the total floor area of all legal structures on the premises.
- (c) Inventory and supplies for the home occupation shall not occupy more than fifty (50) percent of the permitted home occupation area.
- (d) Although the dwelling and site must remain residential in appearance, internal or external changes may be necessary to support the home occupation, such as lighting and access control.
- (e) No storage of equipment, appliances, materials, or supplies shall be permitted where visible from the exterior of the property other than that storage normally found on the premises of a residence, except for the outdoor storage of soft landscaping materials. The outdoor storage of said soft landscaping materials is permitted only if the material is not visible from the public right-of-way. The storage of said materials must also not create a nuisance to surrounding property owners.
- (f) Retail sales of goods must be entirely accessory to any services provided on the site (such as hair care products sold as an accessory to hair styling services), except for merchandise crafted on-site (e.g. crafts and artwork).
- (g) Signs.
  - 1) No sign or advertising shall be displayed on the premises except where specifically required by law. Any required signs shall be no larger than the minimum size required by law.
  - 2) Residential addresses may be used in print or electronic advertising provided that it is made clear that any on all on-site services are provided and/or offered by appointment only. Business cards and letterhead are not included in this requirement and may be permitted provided that they do not draw attention or customers to the property as drop-in or unannounced visits.
- (h) No display of any kind shall be visible from the exterior of the premises.
- (i) Parking.
  - 1) Required residential parking shall be maintained and available for residential parking.
  - 2) Home occupations with customer access shall maintain a driveway with a minimum depth of 20 feet from the back of sidewalk, or edge of public right-of-way if no sidewalk exists, and be made available to customers or non-resident employees during business hours.
  - 3) The site shall have adequate on-site parking to accommodate the anticipated additional traffic or parking demand resulting from the proposed home occupation use, which may limit the intensity of home occupation types.
  - 4) With the exception of approved driveways, and supplemental parking allowances per Section 33-110, no parking shall be allowed in required front or side yard setbacks.
  - 5) All maintenance, service, or commercial vehicles, trailers or equipment shall be parked or stored entirely within a building or structure. Other vehicles that bear advertisements associated with the home occupation, which may be used for personal use, must be parked or stored entirely within a building or structure or parked in a screened area so that the vehicle is not visible from the public right-of-way.
- (j) No mechanical or electrical apparatus, equipment or tools shall be permitted except those items which are commonly associated with residential use or use customary to home crafts.
- (k) Traffic.

- 1) The home occupation shall not generate pedestrian or vehicular traffic that noticeably affects the residential character of the neighborhood.
  - 2) Customers. No more than eight (8) clients or customers shall be on the premises in any one (1) day.
  - 3) Traffic, which exceeds eight (8) clients, customers, normal deliveries, or combination thereof per day, shall be a prima facie evidence that the activity is a primary business and not a home occupation.
  - 4) Customer or client business-related visits and non-resident employee arrivals and departures shall occur between 8:00 am and 8:00 pm.
  - 5) Deliveries or pick-ups by normal delivery services shall occur between 8:00 am and 5:00 pm.
- (l) If the major home occupation is to be conducted from rental property, the property owner's authorization for the proposed use shall be obtained prior to approval.
- (m) Notwithstanding the above, all major home occupations are also subject to the general conditions listed in Section 33-854.

### **Sec. 33-854. General Conditions.**

The following conditions are applicable to minor and major home occupations, in addition to the conditions provided for in Section 33-852 for minor home occupations and Section 33-853 for major home occupations.

- (a) Any special condition established by the Director and made of record in the home occupation permit, as he or she may deem necessary to carry out the intent of this section, shall be met.
- (b) Prohibited uses. The following uses are not incidental and secondary to the use of the dwelling as a residence nor are they compatible with surrounding residential uses and shall be prohibited as home occupations, notwithstanding the provisions of any other Section of this Article.
  - 1) Motor vehicle, trailer, boat, and heavy equipment repair or restoration (body or mechanical), upholstery, and painting;
  - 2) Vehicle services, including stereo and car alarm installation, and on-site vehicle detailing (washing, waxing, etc.);
  - 3) Vehicle on-site sales;
  - 4) Medical or professional clinics;
  - 5) Veterinary clinics;
  - 6) Commercial kennels and on-site pet day care facilities;
  - 7) Massage establishments;
  - 8) Tattoo and/or body art/piercing establishments;
  - 9) Ammunition, explosives, or fireworks sales, use, or manufacturing;
  - 10) Manufacture of any type of fuel(s) for use, storage, dispensing, or sales; and
  - 11) Other similar uses determined by the Director not to be incidental or secondary to or compatible with residential activities.
- (c) There shall be complete conformity with fire, building, plumbing, electrical and health codes and to all state and city laws and ordinances.
- (d) The home occupation shall not create impacts on municipal or utility services or community facilities from hazardous materials and other materials introduced into the wastewater system in excess of levels usually and customarily related to residential uses.
- (e) The home occupation shall not cause a demand for municipal or utility services or community facilities in excess of those usually and customarily provided for residential uses.
- (f) The home occupation shall be clearly incidental and secondary to the use of the dwelling for residential purposes and shall not alter the residential character of the premises.
- (g) The home occupation shall not unreasonably disturb the peace and quiet of the neighborhood as follows:
  - 1) No excessive mechanical equipment which produces vibration, smoke, dust, odors, heat, glare, or noxious fumes resulting from a home occupation or interferes with radio and television reception, shall exceed that which is normally produced in a single-family dwelling.



- 2) Any noise generated by the home occupation shall be consistent with the requirements of Article 12 (Noise Abatement and Control) of Chapter 17 (Offenses) of the Escondido Municipal Code.
  - 3) No production, generation, or storage of any hazardous substances or materials beyond an amount that is commonly used for a single-family dwelling shall be permitted.
- (h) All home occupation permits are subject to immediate cancellation in the event that the zoning regulations applicable to the premises are amended to prohibit such use.
- (i) A home occupation permit issued to one person shall not be transferable to any other person, entity, or business, and is valid only for the property address set forth in the permit.

**Sec. ~~33-85333-855~~. Noncompliance.**

Any home occupation permit shall be revoked by the ~~director~~Director of Community Development upon violation of any requirements of this article, or upon failure to comply with any of the conditions or limitations of the permit, unless such violation is corrected within three (3) days of the giving of written notice thereof. A permit may be revoked for repeated violation of the requirements of this article, notwithstanding compliance with the notice.

**Sec. ~~33-85433-856~~. Denial or revocation.**

In the event of denial of any permit, or the revocation thereof, or of objection to the limitations placed thereon, appeal may be had to the ~~planning commission~~Planning Commission, whose decision shall be final.

**Sec. ~~33-85533-857~~. Business license also required.**

A home occupation permit is not a business license and the granting of a home occupation permit shall not relieve the permittee of any other requirements of this code pertaining to business licenses and license taxes.

**SECTION 2**

**ARTICLE 65**

The adoption of the South Centre City Specific Plan changes the boundary for the Old Escondido Neighborhood Historic District Overlay Zone.

Each parcel associated with the annexation from the Old Escondido Neighborhood Historic District Overlay Zone to Specific Plan No. 15 (SP#15) Zoning Designation:

<b>APNs</b>	<b>Existing Overlay Zone</b>	<b>Proposed Zone</b>
2332321600	CG-General Commercial – Old Escondido Neighborhood Historic District	SP#15

**1. Official Old Escondido Neighborhood Historic District Map (Section 33-1371 of the Escondido Zoning Code)**

That the Official Old Escondido Neighborhood Zoning Overlay Map, is to be reconciled to incorporate the PHG15-0003 / ENV 17-0005 land use mapping strategy described in the January 9, 2018 Planning Commission staff report, and as described in Attachment PC-4. This action changes the geographic alignment of the Old Escondido Neighborhood Historic District Overlay Zone Map. The existing, complete Map being amended is on file with the Office of the City Clerk.