

# *Welcome To*



# *Mercado Escondido*

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# MERCADO ESCONDIDO

## *Introduction*

### *Location and Purpose*

The area defined as Mercado Escondido comprises 11 acres located along four blocks between Valley Parkway on the north, Pine Street on the east, Fourth Avenue on the south and Quince Street on the west. Intersecting streets also include Grand, Second and Third Avenues. This area is within the older urban core of the community situated between Escondido's historic Downtown and Interstate 15.

The purpose of this Area Plan document is multifold:

- Identify goals and objectives for the Mercado
- Provide direction for the design of buildings, signs, landscaping and facilities
- Encourage early-California design themes
- Identify land uses for the Mercado that reflect its Area Plan goals: a pedestrian-oriented mixed-use environment of restaurants, retail shops, artisan crafts and cultural activities celebrating Escondido's heritage.



## *History*

Escondido, incorporated in 1888, is one of the oldest cities in the County. The area of the Mercado has a rich history represented by its commercial and residential buildings that can be surmised from what we know of their original uses. In its early days, the Mercado project area was directly



*Artist's rendering of development in the Mercado*

linked to Downtown Escondido via Grand Avenue. When Escondido incorporated the Mercado project area was near the geographic center of 1,850-acres that comprised the original city boundaries. Over time, the area developed with a mix of commercial, residential and industrial uses. Several historic structures remain in the area and provide a link to Escondido's past.

Highway 395 (currently Centre City Parkway) was constructed in 1949 along the Mercado's eastern boundary and produced a physical barrier separating this area from downtown. To accommodate traffic to and through the urban core, Second Avenue and Valley Parkway were modified to one-way streets in 1976 that traversed through the Mercado. Interstate 15 was constructed in a north-south direction through Escondido a half mile to the west of the project area in 1979. The Valley Parkway interchange was constructed as the primary entrance into central Escondido.

## *Incorporating History in the Mercado*

Four of the many points of interest that can be used for a modern concept of the historical area include 1) the agricultural dominance of the area's economy; 2) wine production as a key factor in the character of the area; 3) the incorporation of residential uses in the industrial section of town; and, 4) the train depot as a social center, transportation and economic hub of the community.



*Grain Silo Complex on Second Avenue*

### *Agricultural Dominance*

The agricultural dominance of the Mercado is represented in the number of buildings dedicated to various agrarian businesses of the Valley. The grain mill on the south side of Second Avenue still dominates the skyline. Hay lots, packing houses and a labor camp for migrant workers were all centrally located in this area. Many of these buildings and businesses have been replaced with other uses, but in consideration of the area's agricultural heritage, a farmer's market or independent produce market would be an appropriate feature.

### ***Wine Production***

When Escondido was incorporated, prohibitory clauses were stipulated on several property deeds upon purchase of land in the area. Even so, vineyards were an integral part of Escondido's economy until an insect species destroyed the area's grape growing industry. Until that time, a large percentage of grapes grown in the community were packed and shipped as table grapes to other parts of the country, while a smaller amount was processed into wine. There was a winery immediately east of the rail line on the south side of Second Avenue. The Ferrara Winery, further south of the Mercado area still operates, as do other wineries in the region. A winery or wine tasting facility would be an application where past and present could be represented as an appropriate link with the Mercado's history.

### ***Residential Inclusion***

An accurate representation of the Mercado includes a residential component that characterized many early communities of the time. At the turn of the century, people lived and worked in the same area, often in the same building. Opportunities to incorporate a live-work environment in the Mercado currently exist with area businesses. New development providing mixed-use commercial/ office/residential components would also be encouraged. This would return an "eye on the street" condition where residents living in the area and shopkeepers operating their businesses could add an additional dimension in security simply through their full-time presence in the Mercado.

### ***Social Center***

The Santa Fe Train Depot (now located in Grape Day Park) was once a major social center for Escondido. Located along the rail line between the present-day Valley Parkway and Second Avenue west of the Mercado, the depot served as a place of activity and interest as new comers arrived and goods were shipped. The current North County Transit Center immediately northwest of the Mercado will be expanded to accommodate rail service to Oceanside, thereby continuing the



*The Escondido Transit Center*

tradition of serving as the town's transportation hub. Opportunities for the Mercado to incorporate a focal point such as a fountain, plaza, bazaar, central gazebo and/or community center exist that would revitalize the tradition of socializing in this area.

### ***Relationship with Other City Plans***

The Mercado boundaries overlap with several other City approved plans that have been adopted at various times for specific purposes (see Exhibit A). These other plans work together to satisfy a number of objectives varying from how property taxes are dispersed to standards for development. Following is a list of other City approved planning efforts that overlap the Mercado area.

- **The Escondido Redevelopment Plan**-The entire Mercado falls within the 3,161-acre Redevelopment Plan area. This plan was adopted in 1984 for the purpose of facilitating and expediting the financing and construction of the Escondido Civic and Cultural Center, and to pursue projects that are intended to enhance the economic climate of the City’s downtown business district. Tax increment financing has been established to earmark revenues generated for financing improvements associated with the Redevelopment Plan.
- **The Downtown Specific Plan Revitalization Area (SPA)** -The northern-most 10 acres of the Mercado; between Second Avenue, Valley Parkway, Quince and Pine Streets are located within the Downtown SPA, which encompasses 460 acres in the City’s central urban core. This Plan, adopted in 1992, divides the Downtown area into ten (10) districts and establishes the northern Mercado area in the Gateway Professional District. The Specific Plan text serves as the Downtown’s “Zoning Ordinance,” and identifies permitted land uses and development standards. The Downtown Specific Plan document has been amended to reflect the goals of the Mercado.
- **The Escondido Business Improvement District (BID)** -The Mercado includes areas between Pine and Quince Streets, south of Valley Parkway and north of the alley between Second and Third Avenue in the 77-block BID property assessment area. The Downtown Business Association (DBA) administers the BID and a Board of Directors and staff use the funds received from business assessments to promote and improve the district.

## *General Plan Conformance*

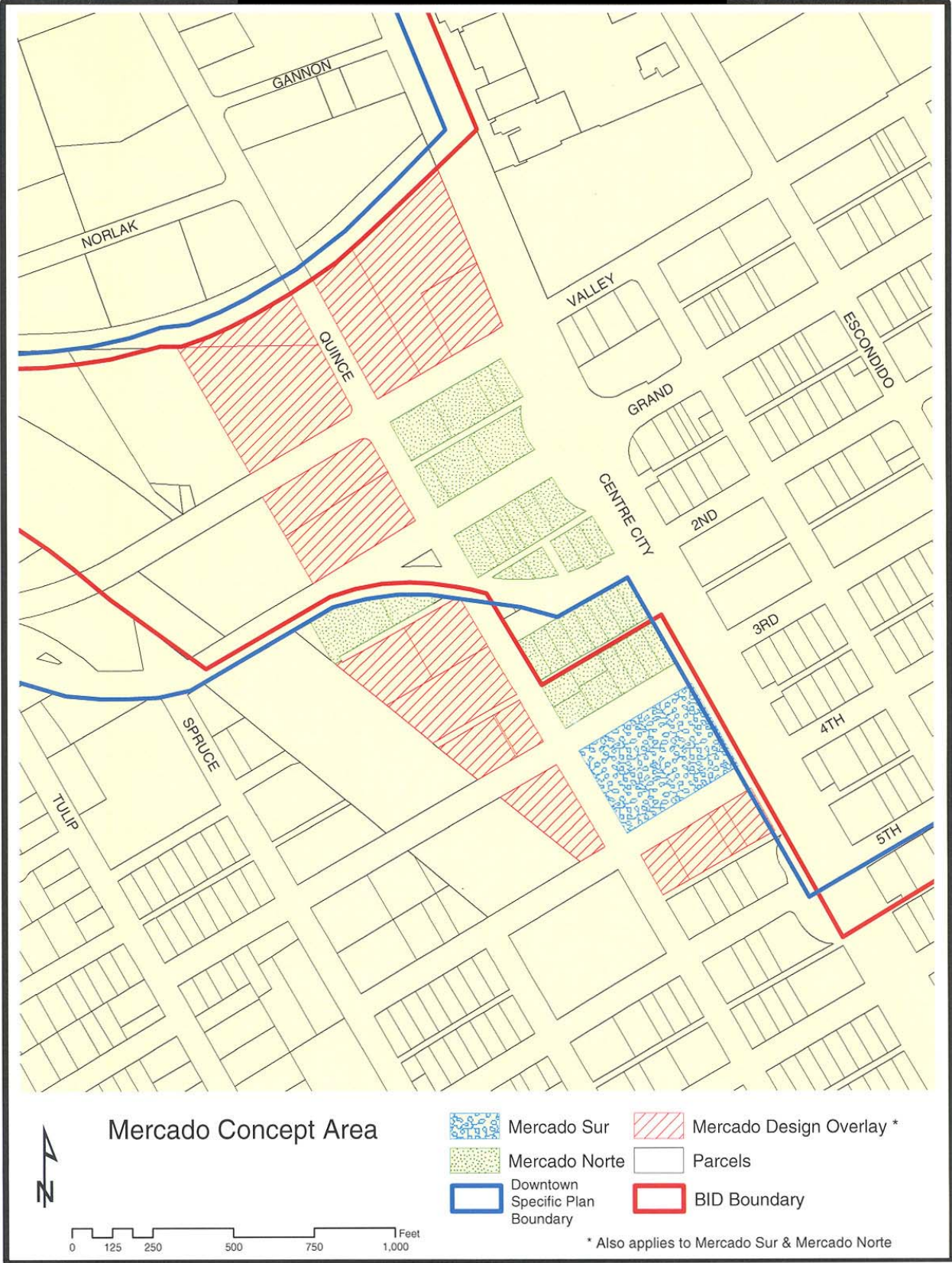
The City’s General Plan, its blueprint for growth and development, includes community goals and objectives that identify the importance of revitalizing the urban core. The General Plan Vision Statement states that: “revitalization efforts similar to the downtown area will be applied to existing commercial and industrial areas, especially where there is high visibility” (page I-6). General Plan Goal #7 is to create an aesthetically pleasing and culturally diverse community by developing “a strong community identity through urban design standards, downtown revitalization, cultural activities (and) visual gateways to the city” (page I-12). The Mercado’s goals and objectives align with the Escondido’s General Plan by encouraging development and revitalization that improves the quality and character of this urban area.

## *Plan Preparation*

Workshops held by the City Council and City staff advanced the concept of an early-California themed mixed-use district for the area. Numerous neighborhood discussion meetings have been held, and the idea of “Mercado Escondido” generated strong support from residents and business owners in the area. The proposed plan included: tourist-oriented retail, cultural and industrial establishments that will draw visitors, mixed-use residential and office opportunities and a place for “start-up” or incubator businesses. During this process, neighbors and business owners collectively met on a regular basis and established the Mercado Neighborhood Group.



# EXHIBIT A MERCADO ESCONDIDO



City staff was asked to further evaluate the merits of incorporating mixed-use and tourist-oriented businesses in the area. Community Development Block Grant (CDBG) funds were allocated in 1998 for contracting HA Architecture to prepare a draft “Old Town Mercado-Escondido Gateway” concept plan. The Plan proposed restaurants, retail shops with mixed residential land uses. The concept focused on cultural events and art shows to draw community activity and tourism. The Plan proposed improvements involving constructing two pedestrian bridges spanning Second Avenue and Centre City Parkway at Grand Avenue, installing surface parking, and connecting properties through a series of paths and plazas.

## *The Mercado Vision*

Mercado Escondido is envisioned as a unique, lively pedestrian-oriented mixed-use retail, residential and employment area, with an early California-Hispanic theme located near the City’s primary entrance. Although the area during Escondido’s early years was described in a quote from “*San Diego and the Back Country*” as “a bit disappointing” with “No exotic Hispanic or Indian names... no mission bell lampposts, no Indian pueblo gift shops, no Spanish arcades...” the vision is to revitalize this four-block area of downtown with coordinated land uses, architecture, landscaping and signage.



*South side of Grand Avenue looking*

A series of pedestrian pathways and plazas will provide interior connections between individual properties focal points. Start-up retail and tourist-oriented manufacturing establishments will be encouraged through kiosks and incubator-style businesses to provide an opportunity for a variety of land uses. Multi-family residential, as well as office-oriented opportunities, will be permitted on upper-story elevations to encourage an evening hour population.



*Hawthorne's Sundae Saloon*

West Valley Parkway and Second Avenue are the primary vehicular access routes serving the Mercado area. These arterials directly link the downtown with Interstate 15; they also function as the main transportation corridor for east-west travel to and through the urban core. Given the traffic patterns in the area, properties along these streets are afforded high visibility. Key utilities will be undergrounded, landscaping will be coordinated, and architecture, signage, public art and other physical elements shall be attractively designed and maintained.

## *Availability of Grants and Incentive Funds:*

From time to time the City Council allocates funding for incentive programs to enhance neighborhood areas. The City also actively monitors alternative grant and low interest loan opportunities for businesses locating or expanding in the community. Check with the Economic Development Division at (760) 839-4563 to determine if funds are available from the City for your business in Mercado Escondido.



## *Area Plan Goals for the Mercado*

In addition to the Design Guidelines and recommended land uses found later in this document, the following goals were developed to provide additional guidance in improving the environment of Mercado Escondido

- To establish a comprehensively planned pedestrian-oriented, destination environment based on early California design themes with permitted land uses accommodate lively restaurants, arts and crafts, artisan shops, boutique-style merchandise, etc. with mixed-use office and residential on upper floor areas.
- To promote the liberal use of landscaping from a recommended palette of plant materials to insure an appropriate, complementary and uniform theme throughout the Mercado area.
- To encourage attractive, maintainable, durable, and functional street and public space furniture including benches, fencing, light standards, receptacles, kiosks, plant holders, booths and stands.
- To promote the sensitive use and placement of well-crafted signs and symbols for purposes of advertising that will complement the unique historical character of the community
- To develop design criteria and a procedure for locating all necessary public information, traffic, directional, area identification or other signs of a service nature.
- To create a coordinated pedestrian pathway system featuring grounds, pavements, and other base surfaces that are appropriately colored and textured connecting parking areas with walkways, plazas and businesses.
- To ensure compatibility with off-site areas along Quince Street, Second and Fourth Avenues by incorporating Mercado-style building, landscaping and signage design elements.
- To provide a night illumination system consisting of small scale, low-intensity lighting standards and fixtures that meets the approved Mercado character of the community.



# MERCADO ESCONDIDO

## *Land Uses*

### *Objective*

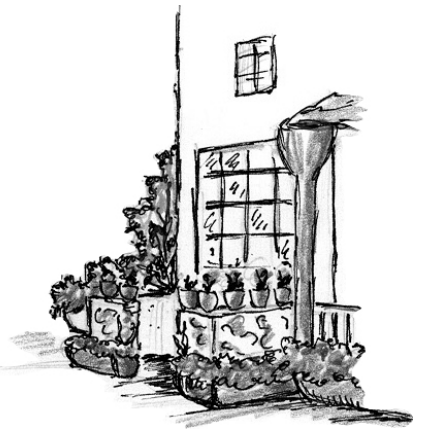
Land uses are an integral component needed to achieve objectives of the Mercado area as a tourist-oriented, visitor-serving live-and-work community and commercial destination area that includes office, residential and industrial opportunities. The land uses will solidify the theme for the Mercado in concert with the architectural, sign and landscaping guidelines established for the area. The list of permitted and conditionally permitted uses have been reviewed by City staff, the Mercado Board, business owners and residents in the area who have all provided input.

### *Applicability*

In recognition of the existing land use pattern for the area and the desire of property owners to retain flexibility for future development, the Mercado Area has been divided into two sub-areas. Each sub-area is characterized by certain land use emphases and different requirements related to site planning. The two sub-areas are:

- 1) Area between Pine and Quince Streets, north of 3<sup>rd</sup> Avenue and south of Valley Parkway. (Mercado Norte).
- 2) Area between Pine and Quince Streets, south of 3<sup>rd</sup> Avenue and north of 4<sup>th</sup> Avenue. (Mercado Sur).

The following Area Plan Land Use Map depicts the boundaries of the land use districts and supersedes the City's Official Zoning and Specific Plan designations. All uses in the following land use matrix and structures not listed as permitted primary or accessory uses, or conditionally permitted uses shall be prohibited. However, the Director of Planning and Building, may approve a use, based on conformance with the Mercado objectives, the businesses' interaction with customers, the appearance of the building, the general operating characteristics and the type of vehicles associated with the use.



### *Parking*

Vehicle parking for land uses shall comply with the City's Parking Ordinance. However on a case-by-case basis, flexibility shall be granted for innovative projects that consolidate parcels, include public spaces, incorporate dramatic architecture, promote pedestrian opportunities by linking plazas, etc. Parking flexibility shall include counting street frontage as part of a sites required parking, allowing shared or joint-use parking, increasing the length of off-site parking, etc.

### *Signage*

Sign standards for land uses shall comply with the Downtown Specific Plan for areas north of Second Avenue and with the General Commercial zone for areas south of Second Avenue. On a case-by-case basis, flexibility may be granted for projects that utilize innovative icons or other unique methods for advertising subject to Design Review Board Approval (or DRB if appropriate).

## *Mixed-Use Residential and Office Development*

Mixed Use development enhances the urban character of the neighborhood by providing opportunities for work/live arrangements, reduction in automobile trips, a more efficient use of transit facilities and created a more livable street scene with evening hour populations. Multi-family residential and office uses will be permitted on upper-story elevations within the Mercado Planning Area consistent with the Downtown Specific Planning Area Retail Core District, which allows up to forty-five (45) units per acre multiplied by the percentage of the development above the ground floor devoted to residential use. (Example: 45 du/ac x 1 ac x 75% = 33.75 dwelling units for a development with entire ground floor devoted to commercial use, twenty-five (25) percent of the upper floor devoted to office use, and seventy-five (75) percent of the upper floor devoted to residential use). The number of units permitted will be subject to case-by-case review upon evaluation of surrounding land uses, available parking, recreational amenities, and overall compatibility. The following Design Guideline sections are also applicable to residential and office components of mixed-use development. However, careful attention and consideration must be given to the type of uses and their combination in order to reduce the effect on the neighborhood and contiguous land uses.



*Hawthorne's Sundae Saloon on Second Avenue*



## Land Uses in the Mercado

The following list identifies land uses appropriate for the Mercado Area. This list of permitted uses may be amended at any time in the same manner in which it was originally adopted.

- (P) permitted subject to business license or plot plan review.
- (C) subject to a conditional use permit pursuant to Section 33-1200 et seq. of the Zoning Code.
- Certain uses identified are allowed only with a Mercado Permit to control the specific location or operating conditions of the use.



PRIMARY LAND USES	MERCADO NORTE	MERCADO SUR
<b>Residential and Lodging</b>		
Lodging for organization members only (i.e. V.F.W, K.O.C. etc.)	C	C
Hotels, motels	C	C
Residential housing above ground floor (up to 45 units per acre consistent with residential standards found in this text)	P	
Ground floor (live-work) residential in rear areas of commercial	P	
<b>Food and Liquor</b>		
Specialty foods including grocery, produce, candy, baked goods, meat delicatessen, etc. excluding food sales associated with dispensing gasoline (establishments exceeding 7,000 sq. ft of sales area require a Conditional Use Permit)	P	P
Specialty liquor sales involving off-sale beer, wine, and distilled spirits, excluding package stores	P	P
<b>General Retail</b>		
Artwork, florists, gifts, cards, jewelry, leather, clothing, pottery, crafts, printed material, furniture etc. consistent with Mercado goals calling for pedestrian oriented unique merchandise	P	P
General retail NEC (as determined by the Director of Planning and Building, based on conformance with the Mercado Objectives, 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	P	P
Outdoor retail and retail sales (NEC as a principal use) of merchandise from blankets, tables, portable kiosks, pushcarts, etc. consistent with Mercado goals calling for pedestrian oriented unique merchandise in designated areas with a Mercado permit	P	P
Specialized “boutique” nurseries and garden supply stores	P	P
Equestrian and agricultural supplies	P	P
Retail sales from kiosks with Mercado Permit	P	P
Temporary seasonal sales such a Christmas tree and wreath sales, pumpkin sales, etc. on vacant and improved lots subject to site plan approval and Mercado Permit	P	P

<b>Mercado Land Uses (Continued) PRIMARY LAND USES</b>	<b>MERCADO NORTE</b>	<b>MERCADO SUR</b>
<b>Eating and Drinking Establishments</b>		
Cabarets and nightclubs (with or without alcoholic beverages, including comedy clubs, magic clubs, etc.)	C	C
Drinking places-alcoholic beverages (on-sale beer and wine, on-sale general licenses and public premises) for micro-breweries and wine tasting establishments; bars or taverns are not permitted.	C	C
Bonafide restaurants, cafes, delicatessens, sandwich shops, ice cream parlors, taco shops, etc. with or without on-sale beer and wine and on-sale general licenses (drive-thru restaurants are not permitted)	P	P
Specialized food sales from pushcart facilities (Section 33-342) and subject to a Mercado Permit	P	P
<b>Educational Services</b>		
Specialized cultural / theatrical training (including art, music, drama, dance, language, culinary, etc.)	P	P
Business colleges and professional schools	C	C
Banks, securities brokers, credit and real estate services	P	P
Insurance services	P	P
Automated teller machines	P	P
<b>Offices, business services, medical, dental and related health</b>		
Medical, dental, optical, health clinics, services and laboratories	P	P
General business services (including advertising, credit reporting building services, news syndicate, employment services, drafting detective/protective services, government offices, etc)	P	P
General office use (including professional offices NEC)	P	P
<b>Repair Services (including sales), except automotive</b>		
Tailors, apparel and shoe repair and alteration	P	P
Bicycle sales and repair	P	P
Locksmiths and key shops	P	P
Small household appliance, office and electronic equipment repair, service and sales (including office, TV, radio, VCR, computers, etc)	P	P
Watch, clock, jewelry, musical instrument repair and sales	P	P
<b>Social, professional and religious organizations and services</b>		
Social and professional organizations (political membership, veterans, civic, labor, churches, charitable and similar organizations, etc.)	C	C
Youth organizations (Article 57)	C	C

<b>Mercado Land Uses (Continued) PRIMARY LAND USES</b>	<b>MERCADO NORTE</b>	<b>MERCADO SUR</b>
<b>Other Services</b>		
Assembly halls, fraternities, sororities, lodges, etc.	C	C
Barber, beauty, nail and tanning services (including ear piercing, excluding other body piercing and tattoo parlors)	P	P
Photographic, photo copying, blueprinting, duplicating services	P	P
Studios, developing, printing, and similar services	P	P
Picture framing, assembling only	P	P
<b>Cultural Entertainment and Recreation</b>		
Amusement, assembly, including amusement parks, arcades, dance halls, roller skating, bowling, electronic game centers, etc.	C	C
Cultural, including museums, art galleries, music studios, etc.	P	P
Health, fitness facilities and clubs, dance studios, martial arts, etc.	P	P
<b>Communications</b>		
Broadcasting (radio and/or T.V.) recording and/or sound studios	P	P
Cellular, personal communications systems (PCS), and other wireless communication facilities (in accordance with Article 34)	P/C	P/C
Telephone exchange stations and telegraph message centers	P	P
<b>Manufacturing</b>		
Assembly and manufacturing		C
Artist industries involving welding, glass making, wrought iron works, ceramics, wood crafting, candle making, etc.	P	P
Lumber yards (subject to Article 26, section33-566 pertaining to specialized retail uses)		C
Specialty building materials (subject to Article 26, section33-566 pertaining to specialized retail uses)		C
Cabinet manufacturing		C

<b>PERMITTED ACESSORY USES AND STRUCTURES</b>	<b>MERCADO NORTE</b>	<b>MERCADO SUR</b>
Accessory buildings (garages, carports and storage buildings) clearly incidental to a permitted use, excluding cargo container storage facilities	P	P
Bus stop shelters (Article 57 and Article 9, Chapter 23 EMC)	P	P
Caretaker's or resident managers quarters	P	
Employee recreational facilities	P	P
Live entertainment, indoors or outdoors associated with permitted or conditional uses	P	P
Live entertainment, outdoors as independent operators (subject to Mercado Permit)	P	P
Outdoor dining in conjunction with an approved eating place (Article 57)	P	P
Outdoor display of merchandise (Article 73)	P	P
Temporary outdoor sales (Article 73)	P	P
Vending Machines (Article 33)	P	P
Amusement machines (up to four) with a permitted use.	P	P



# MERCADO ESCONDIDO

## *Design Guidelines*

### *Objective*

The objective of these performance-based design guidelines is to encourage innovative, creative and diverse design solutions for residential, commercial, mixed use and tourist-oriented industrial projects, consistent with the vision statement and regulatory requirements of the Mercado and the Escondido Zoning Code. As stated in the Mercado Vision Statement, the theme for this area draws upon early-California-Hispanic architecture accommodating lively tourist-oriented land uses such as restaurants, gift shops, boutique artisan manufacturing with mixed-use office and residential opportunities. Emphasis on designing plazas, courtyards and open areas for pedestrian traffic is highly



encouraged. On a case-by-case basis, the Mercado Planning Board (and the Downtown Business Association Design Committee for areas within the Downtown SPA) will evaluate the quality of a project's design for recommendation to the City's Design Review Board to determine whether development proposals are consistent with the adopted design guidelines. It is intended that these Guidelines assist property owners, design professionals and project contractors in the planning of their projects. The Guidelines are also intended to assist the Neighborhood Planning Group, the Downtown Business Association and the City's Design Review Board with project review and make recommendations to the Director of Planning and Building.

### *Applicability*

These Design Guidelines are applicable to all commercial, residential and mixed-use projects within Mercado Escondido as shown in Exhibit A. Properties on streets outside the Mercado that border the area (Quince, Valley Parkway, Fourth Avenue) are included in a "Mercado Design Overlay" and shall also incorporate building, sign and landscaping design elements compatible with Mercado Escondido to strengthen the early-California theme. These projects include new developments, site modifications, additions, remodeling, building signs, conversion and/ or change of use, rehabilitation, and legalization of non-conforming uses.

Although these guidelines are applicable to new developments, they acknowledge the existing conditions of the Mercado Area and the fact this portion of the community is largely developed and one of the oldest in Escondido. It is understood that under certain circumstances only incremental enhancement of the existing architecture through façade, site and sign improvements will occur. In cases where entire sites are developed, enhanced architectural design that more closely follows these guidelines will be expected.

These Guidelines are meant to be guiding principles that, when followed, will result in a sound design that enhances the Mercado's physical appearance and character. In situations where any particular design aspect of a project is not addressed by these Guidelines, the Mercado Planning Board, Design Review Board (DRB) and Downtown Business Association (for areas within the BID) will recommend to staff a finding of the project's consistency with the prevailing architecture in the area.

## *Definitions*

Certain terms are used in the guidelines that describe specific features, elements or aspects of development. The following definitions have been included to assist in conveying the intent of the guideline. Illustrations are also included to further relate the intent of the guideline in specific instances.

### *Articulation:*

Describes the manner in which the surfaces of the structure (walls, windows, doors, roof, decorative trim, colors, textures, etc.) come together to define its shape and volume. Articulation could be achieved through varying different surfaces of a structure with a change in materials, color, texture or pattern. For example, a building that incorporates a stone foundation with stucco walls, heavy timber-wood frame doors and windows with thick tile roofing would provide articulation appropriate for the Mercado Area.

### *Balance:*

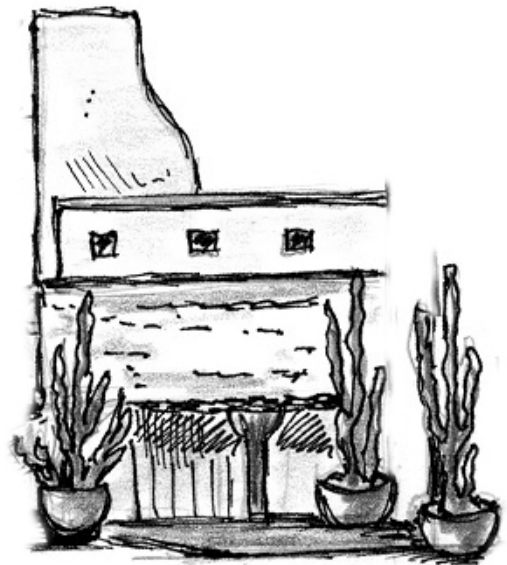
Refers to symmetry or asymmetry of a building façade, as well as a building feature (e.g.: tower element) or the entire mass of a building to an adjacent structure or the rest of the structures on-site.

### *Building Envelope:*

Describes a spatial area that outlines or encloses the boundary or volume of the building mass on a property.

### *Building Mass:*

Describes the 3-dimensional form (cube, cylinder, cone, box-like, etc) that includes the height, length and width of the structure.



### *Business Improvement District*

A 77-block area established by the City Council encompassing the central urban core for the purpose of establishing an assessment to promote and improve the District. The northern portion of the Mercado Area falls within this District (see Exhibit A).

### *Context / Surroundings:*

Refers to the dominant urban character of the area in terms of architectural style, land use, color, materials, site planning, orientation, mass and scale.

### *Defensible Space:*

“A term for the range of mechanism – real and symbolic barriers, strongly defined areas of influence, and improved opportunities for surveillance”. Defensible space is an urban design model initially developed for residential developments that inhibits crime by creating a physical expression of a social barrier. (“Defensible Space – Crime Prevention through Urban Design” by Oscar Newman, 1973)

*Design Review Board (DRB):*

Members of the Community formed in accordance with Article 64 (Design Review), Section 3301351 to review development projects within the City of Escondido. The DRB consists of 7 members “with knowledge in the interpretation of architectural and landscaping drawings and able to evaluate the effects of proposed developments upon the surrounding area.

*Downtown Business Association (DBA)*

An organization established by the City Council to administer and oversee activities within the Escondido Business Improvement District (see page 6 and Exhibit A on page 7). A Board of Directors and several subcommittees that promote the downtown and work toward meeting the goals established in the Downtown Specific Planning Area serve the DBA.

*Mercado Planning Board:*

Members of the community selected by the residents, property and business owners to review development projects in the Mercado area. The Mercado Planning Board reviews projects on an as needed basis and makes recommendations to the DRB.

*Proportion:*

Refers to the relation and/or ratio of one element or dimension (e.g.: building height) to another building or contiguous open space.

*Rehabilitation:*

The returning of a property to a state of utility, through repair or alterations, which makes possible an efficient contemporary use while preserving those portions and features of the property which are significant to its historic, architectural and cultural values (Secretary of Interior's Standards for Rehabilitation)

*Relief:*

Refers to the three dimensional quality of a façade by incorporating elements such as heavy timber framed windows, balconies, heavy stucco, etc. to provide interest in the design.

*Renovation:*

Making changes to the building in order to make it suitable for current users' needs.



*Hawthorne's Country Store on Second Avenue*

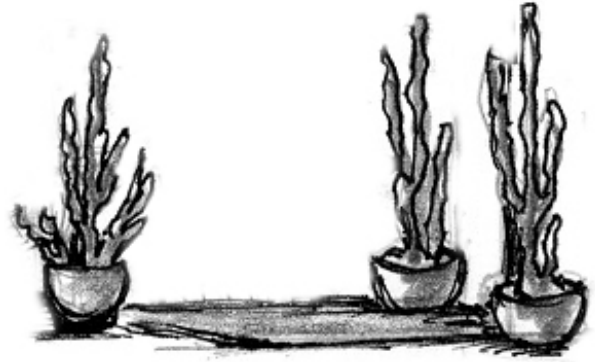
*Rhythm:*

Refers to the spacing or arrangement of building elements (windows, columns - or other site element: trees, colonnades, etc) on the building façade or on-site.



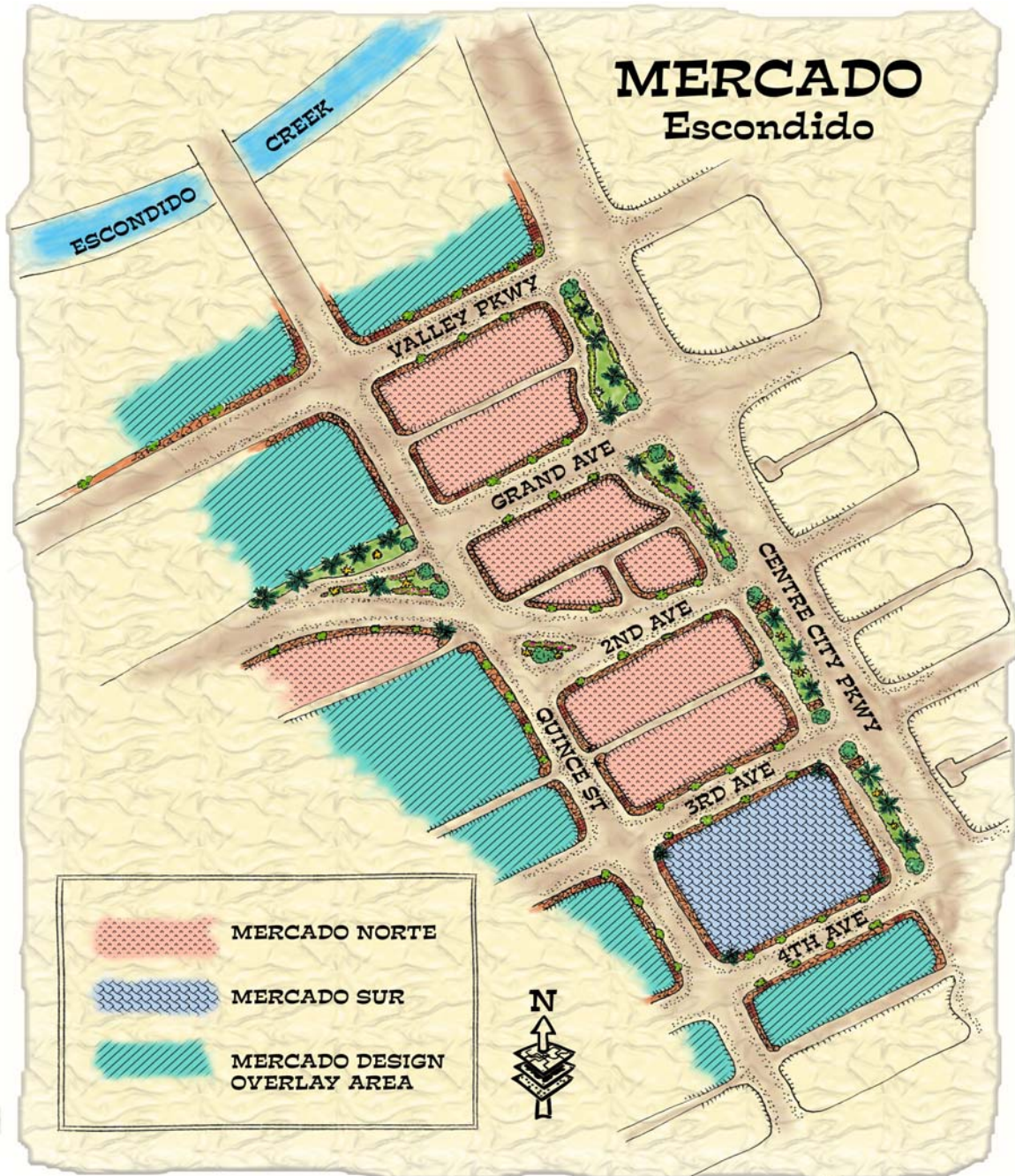
Scale:

Refers to physical dimension of an object. In architecture, scale references the size of the structure (e.g.: building, sign, etc.) in relation to the human body (term: human scale) or other structures, elements or space on site (terms used: out-of-scale, or proportional, etc.)



Texture:

Referring to the variation in the building exterior (sometimes, landscaping elements) in terms of change in materials and patterns.



## *Administration and Procedures*

Most design review projects require the issuance of a building permit. Therefore, no building permit shall be issued for any project, where design review is applicable (see Applicability above), unless reviewed and approved by the City's Design Review Board, or other appropriate body established to review development plans. Other project review stages include:

- **Mercado Planning Board:** The Mercado Planning Board, composed of business owners, residents and property-owner volunteers, may provide comments and evaluate a project's compatibility with the Mercado Guidelines for recommendation to the City's Design Review Board. Residents and business owners in this area meet regularly and are proactive regarding all neighborhood improvement projects. Contact with the neighborhood group is welcomed and encouraged. All neighborhood projects requiring the issuance of a building permit will be circulated to the Mercado Planning Board.
- **Informal / Conceptual Review:** The applicant may elect, prior to the preparation of final architectural drawings, to consult staff and the Design Review Board regarding the project's consistency with the Design Guidelines. In this case, plans / exhibits submitted for the purpose of conceptual review must be of sufficient scope, scale and clarity to indicate the nature and intent of the proposed project.
- **Formal / Final Review:** A formal submittal of all necessary exhibits (see Submittal Requirements) for the Design review Board shall be required for projects pursuing a building permit or modifying street visible facades. At this stage, the Design Review Board will make its final finding / recommendation to the Director of Planning and Building. The Board may, with the consent of the applicant, schedule the project for subsequent review(s).

Project review process involves the following:

1. **Pre-Application Meeting:** At this stage, staff reviews with the applicant and/or representative the Design Guidelines, the submittal requirements and the anticipated date of the Design Review Board meeting to review the project. Staff would also advise the applicant of previous Board recommendations regarding similar projects.
2. **Formal Submittal:** The Design Review Board and Downtown Business Association submittal requirements and scheduling dates may change from time to time. An up-to-date submittal application for Design Review Board is available from the Planning Division. Typically submittal requirements involve providing the following items for consideration.
  - A. Site plan of the project in addition to footprints of buildings / structures on the adjacent properties.
  - B. Photo exhibit of the site and surrounding properties.



- C. Floor plan(s)
- D. Building elevations - one major elevation must be in color. Building elevations shall also include sign locations.
- E. Material board - cross-referenced to the building elevations.
- F. Major building section(s)
- G. Landscaping plan.
- H. Sign plans including color and material (include material board and colored sign plans) as well as signs superimposed on the building

3. **Appeal:** Staff, the Mercado Board, DBA or the DRB may recommend denial of any plans not submitted in accordance with these Guidelines. If a project is recommended for denial, written correspondence will be mailed to the applicant outlining the grounds for denial. The DRB action may be appealed in accordance with Section 33-1362 - Article 64 (Design Review) of the Escondido Zoning Code.



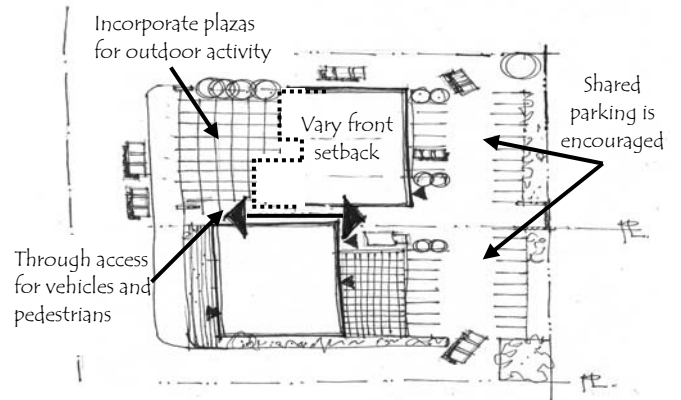
### *Issuing a Mercado Permit for Certain Uses*

Certain activities in the Mercado are encouraged and identified in the List of Permitted Uses as requiring a “Special Use” permit. The purpose of the permit is to allow oversight of the use in a controlled setting. Said uses would be informal and/or temporary in nature, such as a community fiesta, open air bazaar, sales from a kiosk, street entertainment, etc. It is important to ensure that they do not interfere or detract from established businesses in the Mercado or conflict with other scheduled activities in the Downtown area. Since the City Council has authorized the Downtown Business Association to oversee such activities in the Business Improvement District, “Mercado Permits” would be issued through the DBA.

# Site Design

## ORIENTATION/SETBACKS/BUFFERS

- Continuity should be maintained through the use of unified or complementary pedestrian amenities, landscaping, and similar design features.
- Adequate buffers should be provided between commercial or industrial uses and more sensitive residential uses.
- Varying setbacks to incorporate pedestrian plaza areas is encouraged.
- Pedestrian plazas, patios, gazebos and dining terraces are encouraged to promote outdoor activities.
- Storefronts should be designed to orient to the major street frontage.

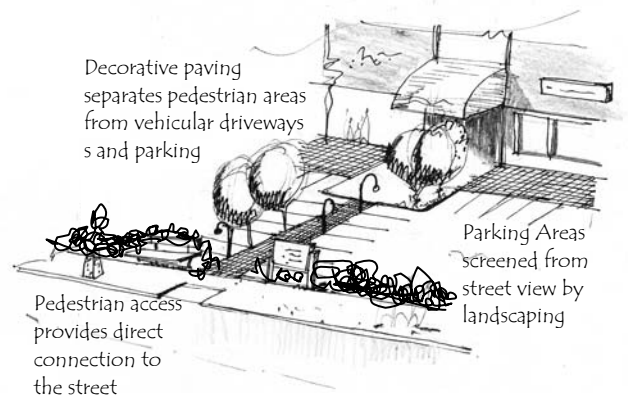


## PEDESTRIAN AND VEHICULAR CIRCULATION

- Pedestrian and vehicular entrances should be clearly identified and easily accessible to minimize pedestrian/vehicular conflict.
- Alternative paving and bollards can be used to provide for pedestrian and vehicular circulation within the same right-of-way.

### VEHICLE

- Parking should be located away from street frontage; however where parking must be oriented toward the street, the parking should be screened from view through the combination of berms, landscaping and low walls.
- Large, open parking lots should be divided into smaller, less imposing lots.
- City zoning regulations provide the necessary amount and size of required spaces.

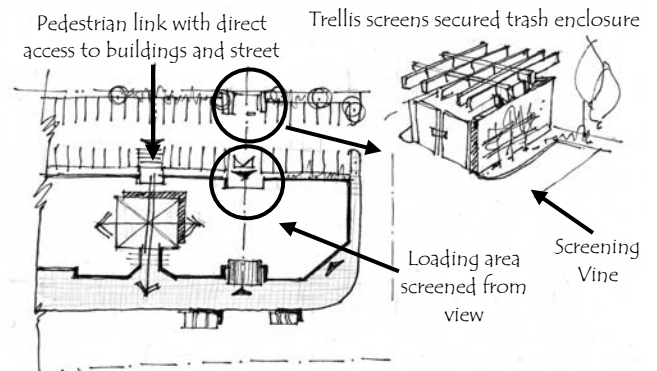


### PEDESTRIAN

- Parking location and layouts should be convenient and safe for pedestrian circulation and provide direct links to the buildings and street sidewalk system.

### LOADING ACCESS

- Loading areas should be separate from customer access.
- Loading areas should not be visible from public view.



## TRASH AND STORAGE AREAS

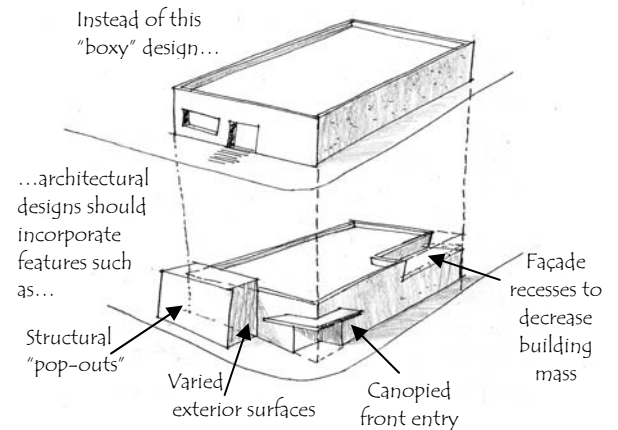
- Trash and storage areas should be screened from frontage roads.



## *Building/Architectural Guidelines*

### STYLE/FORM/MATERIALS/ARTICULATION (see attached illustrations)

- Buildings should be designed to avoid large blank walls and harsh or dramatic contrasts in form and scale.
- Buildings should be designed to minimize shade/shadow impacts or to protect solar access rights of adjacent properties.
- Second story areas should be set back from internal streets to help create human scale in proportion to the development regulation or have architectural elements such as balconies or varying window design.
- Color and materials selection should be consistent with the established guidelines.



## *Landscaping Guidelines*

### OVERALL CONCEPT

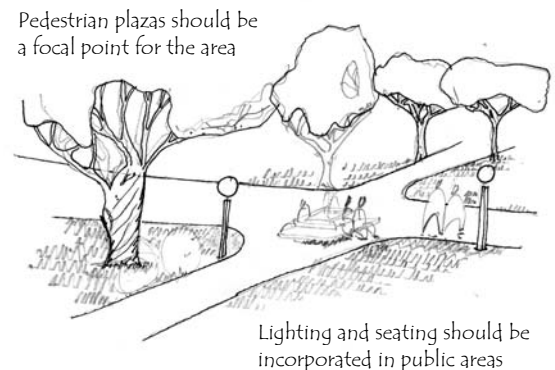
- Provide for a unified design that complements and accentuates the overall design concept and architectural elements
- Enhance climate control and provide attractive pedestrian spaces and corridors.
- Provide on-site landscaping which enhances a transition from the public areas to the private realm.
- Clarify the visitor path to the main entry.
- Buildings should be landscaped with low-level plantings and trees to soften the impact of the architecture and provide a more human scale.
- Use of significant planting areas to separate vehicular traffic from structures shall predominate.
- The use of vines on blank walls and potted plants in sidewalk areas with drip irrigation systems are encouraged.

### PARKING LOT

- Trees should be used to provide shade within parking lots and to reduce the visual impacts of large lots.
- Open lots shall be screen from view.

### HARDSCAPE

- Infrastructure such as sidewalks, crosswalks, streets (intersections), and medians may give special treatment to identify an area.



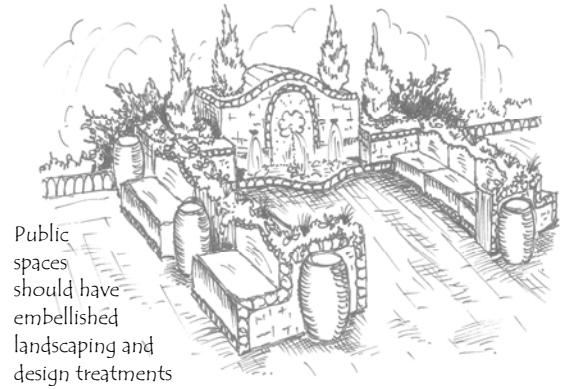


## STREETSCAPE

- Benches, trash receptacles and drinking fountains should be simply designed to reflect the architectural theme of adjacent buildings.
- Kiosks, clock towers and fountains are encouraged to be decorative as well as functional, and shall be designed to complement surrounding buildings.

## FENCING

- Use of decorative wrought iron, wood post, split rail, picket style fencing is encouraged.



## *Signage and Lighting*

### ENTRY MONUMENTS

- Monuments should be planned and constructed with major streetscape improvements.

### DIRECTIONAL

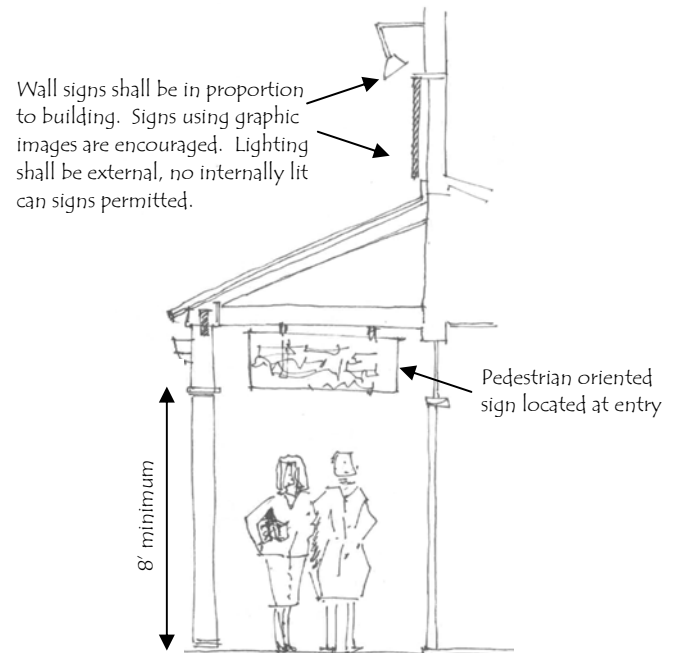
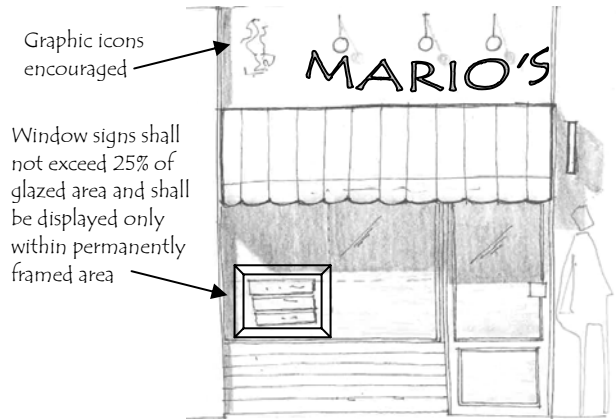
- Directional signs should be designed in such a manner as to provide information in a symbolic format.

### IDENTIFICATION

- Signs should be designed to be complementary with and subordinate to the building they identify.
- Site identification signs should be limited to identifying the project, building or major company occupying the site.
- Limited signage is permitted in frontage windows, one sign permitted per wall area.
- The use of internally illuminated “can” signs is prohibited. Lettering styles should be consistent with the Mercado Guidelines.
- Icons and murals associated with the business are encouraged.
- The address number for each business shall be prominently displayed.

### LIGHTING CONCEPTS

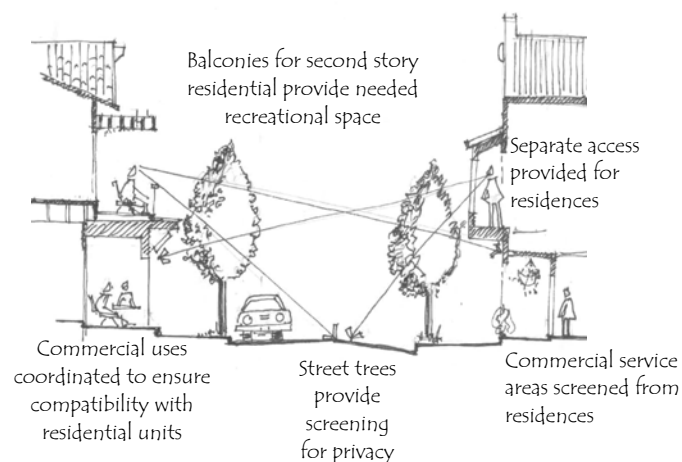
- Exterior lighting should be provided to enhance the safety and security of motorists and pedestrians.
- On-site lighting fixtures shall complement the building design.
- Unique accent lighting may be used to feature architectural elements, landscaping, entrances and pedestrian areas as long as it is compatible with all other lighting.



## *Residential and Mixed Use Guidelines*

### OVERALL CONCEPT

- The overall design concept of the mixed-use development should be consistent with the neighborhood character and overall design guidelines.
- When residential and commercial uses are provided on the same site (or structure), separate entrances should be provided.
- In commercial/residential mixed-use projects, appropriate recreational and/or open space amenities should be incorporated into the development to serve the residents. Use of rooftop and balcony areas for recreation is strongly encouraged.
- Open space location and accessibility intended for resident use should not be accessible from commercial areas.
- Service areas for commercial uses should be completely screened from residential areas and located far enough away to minimize potential noise and odors.



## *Mercado Sign Lettering Styles*

The following lettering styles are appropriate examples of what should be incorporated into signs proposed for businesses within the Mercado area as well as the design overlay area on the west side of Quince Street between Valley Parkway and Fourth Avenue. Other sign letter styles that reflect the Mercado character are permitted subject to Planning Division approval. Adherence to a specific lettering style is encouraged to further advance the overall design concepts for the Mercado to the area's enhances the physical appearance and character.

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmnopqr  
stuvwxyz  
1234567890

Arrus

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmnopqr  
stuvwxyz  
1234567890

Calligraph 421

**ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklmnopqr  
stuvwxyz**

Victorian

**ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
1234567890**

COTTAGE

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmnopqr  
stuvwxyz  
1234567890

Goudy Handtooled

**ABCDEFGHIJKL  
MNOPQRSTUVW  
XYZ  
abcdefghijklmnop  
qrstuvwxyz  
1234567890**

Vineta

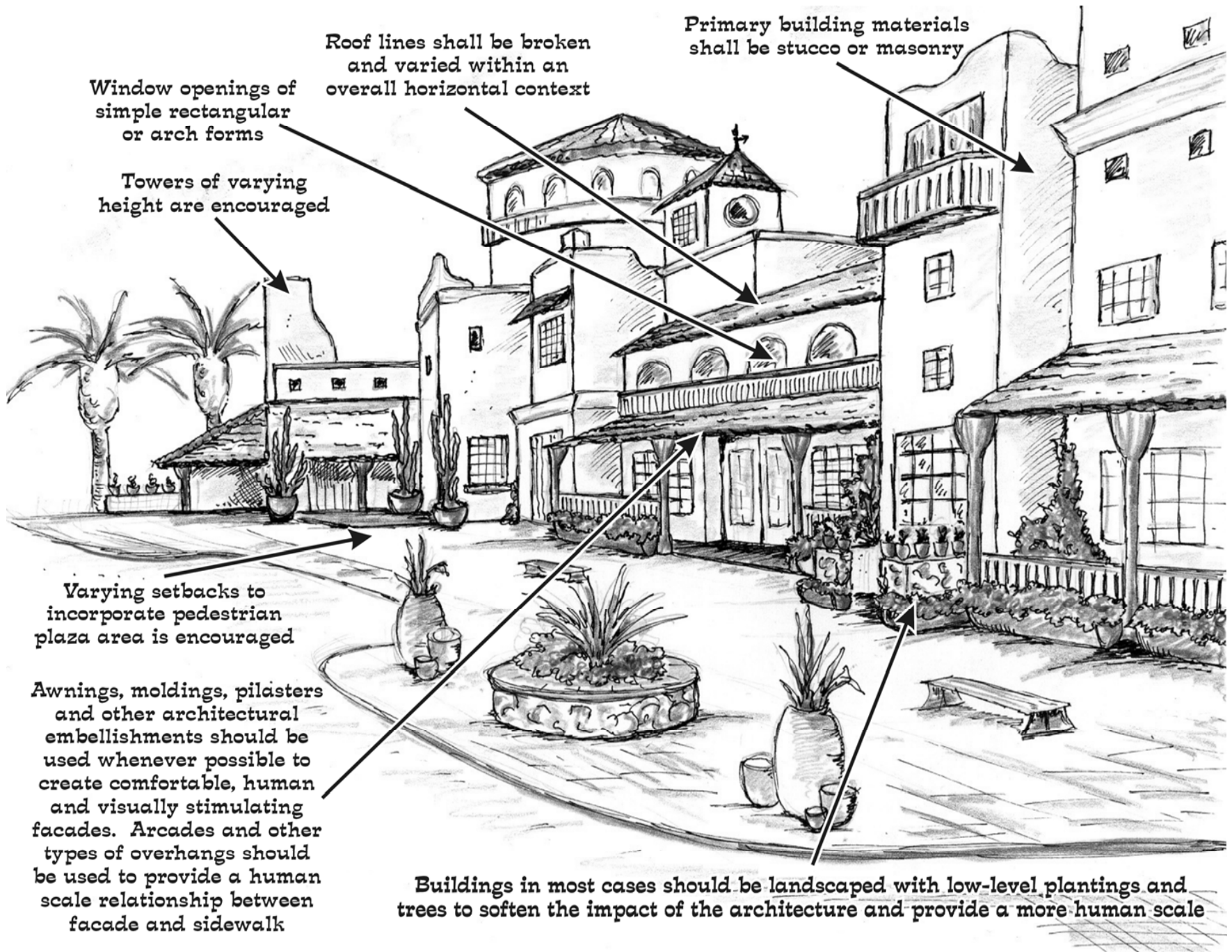
**ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmnop  
qrstuvwxyz  
1234567890**

Playbill

**ABCDEFGHI  
JKLMNOP  
QRSTUVWXYZ  
1234567890  
THUNDERBIRD**

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmnop  
qrstuvwxyz  
1234567890

Expo



Window openings of simple rectangular or arch forms

Towers of varying height are encouraged

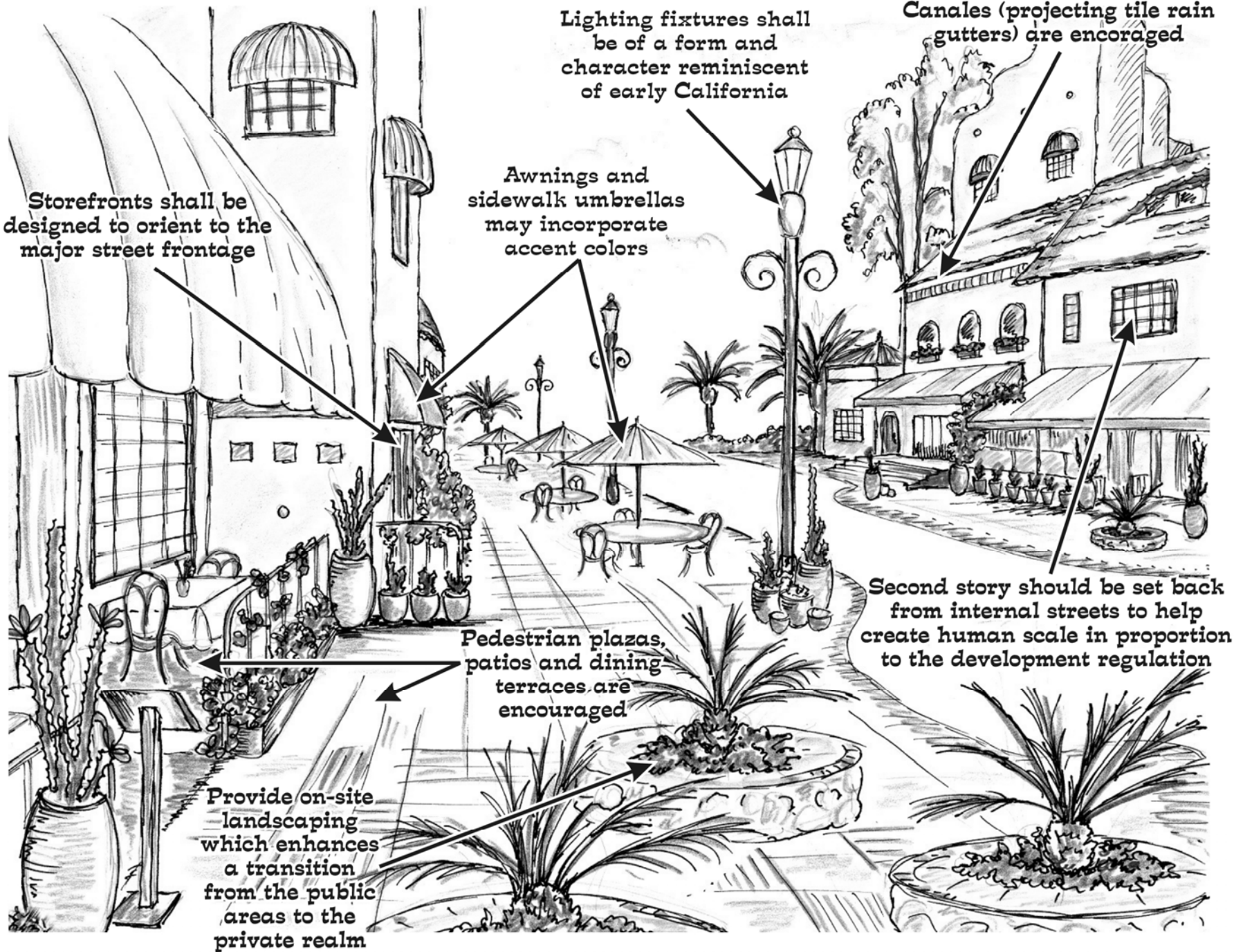
Roof lines shall be broken and varied within an overall horizontal context

Primary building materials shall be stucco or masonry

Varying setbacks to incorporate pedestrian plaza area is encouraged

Awnings, moldings, pilasters and other architectural embellishments should be used whenever possible to create comfortable, human and visually stimulating facades. Arcades and other types of overhangs should be used to provide a human scale relationship between facade and sidewalk

Buildings in most cases should be landscaped with low-level plantings and trees to soften the impact of the architecture and provide a more human scale



Storefronts shall be designed to orient to the major street frontage

Lighting fixtures shall be of a form and character reminiscent of early California

Awnings and sidewalk umbrellas may incorporate accent colors

Canales (projecting tile rain gutters) are encouraged

Pedestrian plazas, patios and dining terraces are encouraged

Provide on-site landscaping which enhances a transition from the public areas to the private realm

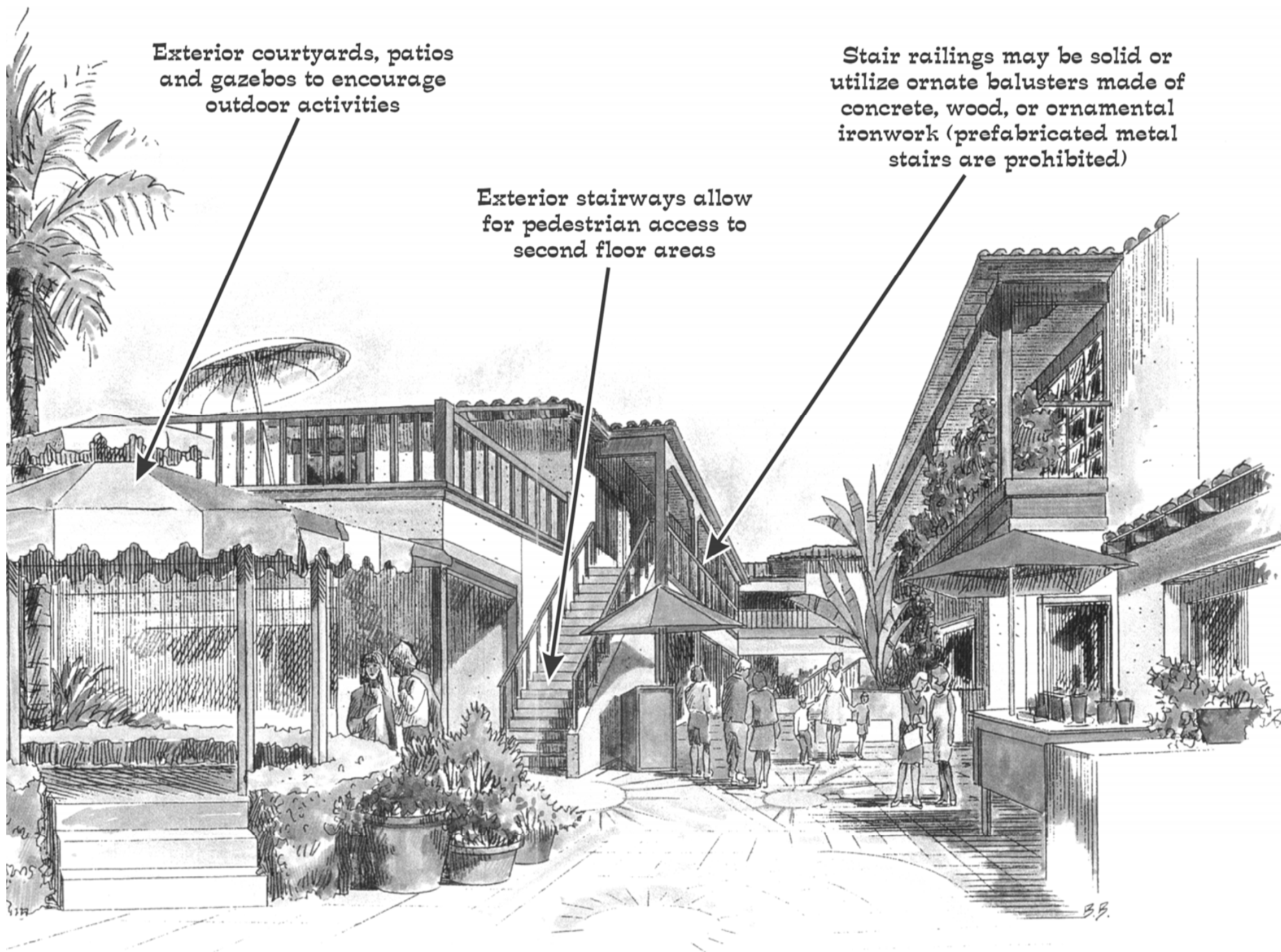
Second story should be set back from internal streets to help create human scale in proportion to the development regulation



Exterior courtyards, patios  
and gazebos to encourage  
outdoor activities

Exterior stairways allow  
for pedestrian access to  
second floor areas

Stair railings may be solid or  
utilize ornate balusters made of  
concrete, wood, or ornamental  
ironwork (prefabricated metal  
stairs are prohibited)

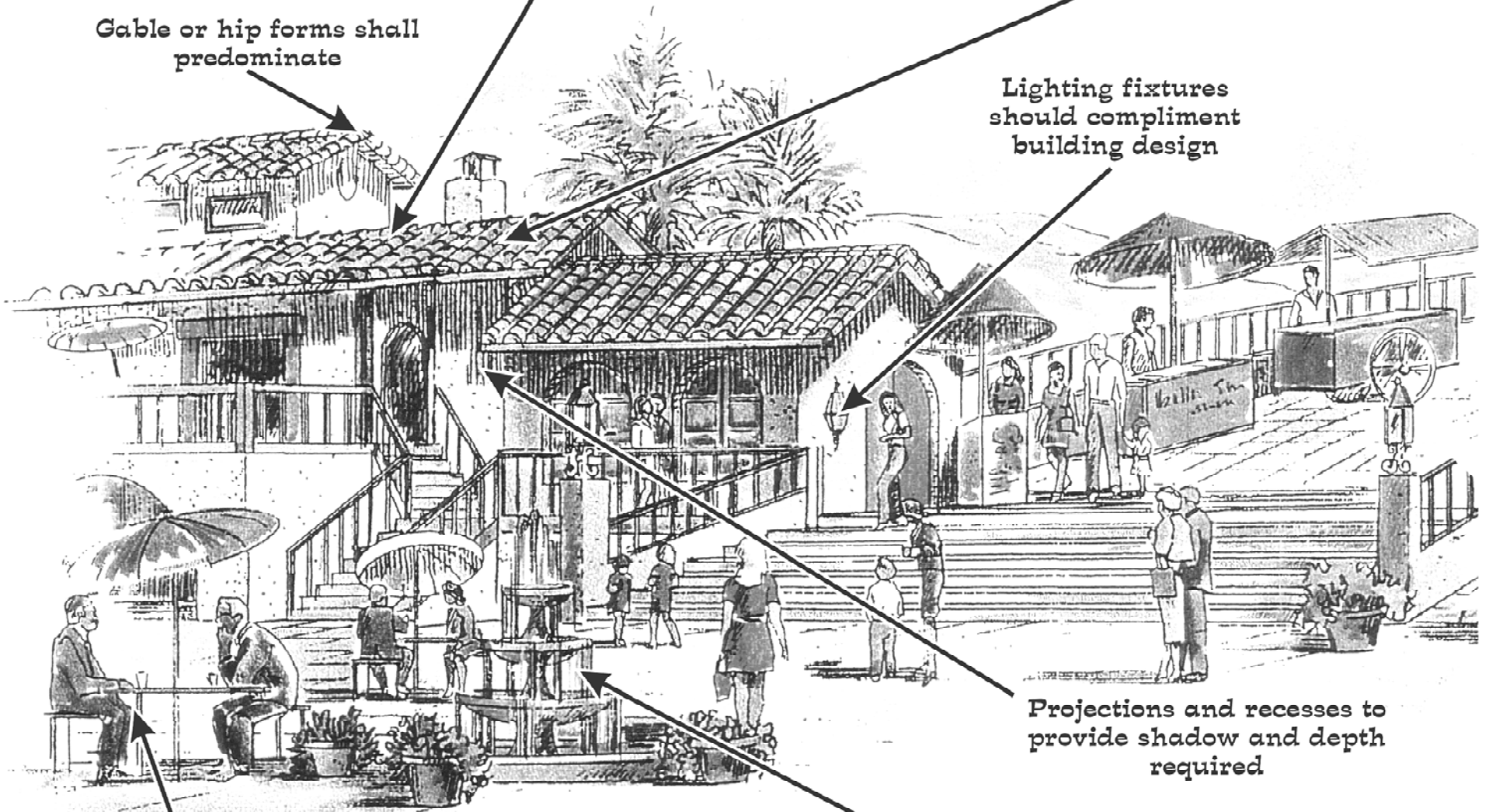


Roof lines shall be broken and varied within an overall horizontal context

Roof materials shall be barrel vault or "S" tile manufactured of clay or concrete, slate, shingle or simulated slate or shingle manufactured from concrete

Gable or hip forms shall predominate

Lighting fixtures should compliment building design



Projections and recesses to provide shadow and depth required

Fountains

Outdoor seating