

The South Escondido Boulevard *Neighborhood Plan*

Phase I - July 1996

(Revised 07-09-10)



THE SOUTH ESCONDIDO BOULEVARD NEIGHBORHOOD PLAN PHASE I

ADOPTED BY CITY COUNCIL RESOLUTION No. 96-290, EFFECTIVE OCTOBER 23, 1996

CITY COUNCIL

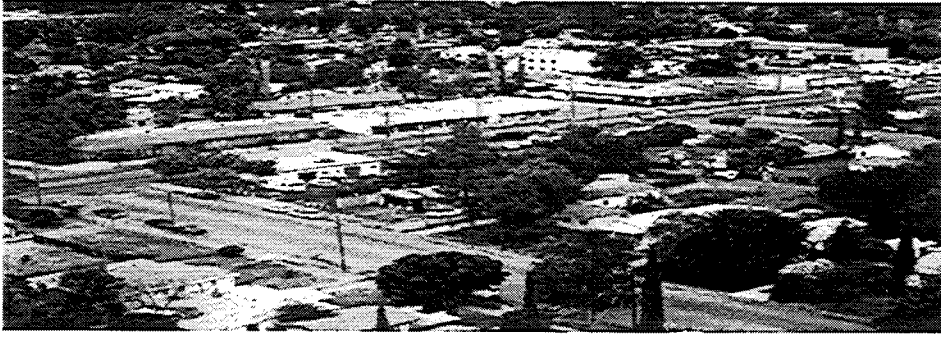
Sid Hollins, Mayor
Elmer C. Cameron, Mayor Pro-Tem
Richard Foster, Council Member
Jerry Harmon, Council Member
Lori Holt Pfeiler, Council Member

THE SOUTH ESCONDIDO BOULEVARD NEIGHBORHOOD ACADEMY

Dan Englebrecht, Business Owner - Del's Barber Shop
Chris Faaborg, Business Owner - The Boulevard Laundry
Bill De La Fuente, Resident - Old Escondido Neighborhood.
Virginia Mejia, Resident - 15th Avenue
Leslie Myers, Resident - Old Escondido Neighborhood.
Jim & Jennifer Newmann, Residents - 11th Avenue
Jerry & Betty Schrod, Business Owners - Valley Camper Sales
Porfirio & Irma Ramirez - Residents - 15th Avenue
Roberto Ruiz, Resident - Orange Street/11th Avenue

THE SOUTH ESCONDIDO BOULEVARD TEAM - CITY STAFF

Jo Ann Alpert, Economic Development Manager
Abdul Farrah, Assistant Planner - Project Planner
Ron Gerow, Real Property Agent
Pat Getzel, Housing Manager
Michael Harrington, (previous) Code Enforcement Manager
Peter Hasapopoulos, NOD
Jerry Van Leeuwen, Director of NOD
Fred Luedtke, Deputy Director of Public Works
Ben Martinez, Police Officer
Susan Oliver, Code Enforcement Manager
Jay Petrek, Senior Planner - Supervising Planner
Susan Pollack, Public Art Consultant
Barbara Redlitz, Principal Planner - Project Manager

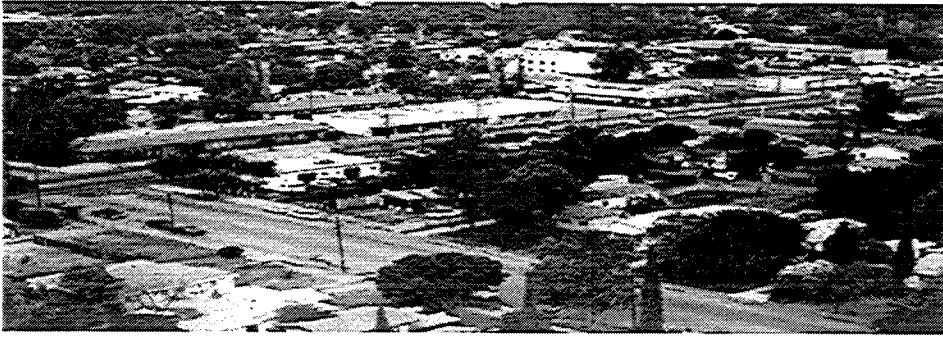


FOREWARD

What is a neighborhood? To one person it may mean an area bordered by physical features that separate from other areas, such as large streets, rivers or hills. To another, it may mean a group of people living, working and attending school in a defined area. For someone else, a neighborhood may mean individuals living under a social or governmental system that establishes rules to live by. In preparing this document, the City worked with residents and business owners in the South Escondido Boulevard area between 6th and 15th Avenues to take the meaning of "neighborhood" one step further and introduce the concept of "governance."

Through governance, City staff actively involved and encouraged the residents and business owners to chart their own neighborhood's course of action, rather than react to a plan prepared by others. Dialogue in the neighborhood allowed residents from diverse backgrounds to discuss common interests and select representatives. Formal presentations gave way to role playing, pot-luck dinners and neighborly discussions. Rather than looking to the "system" for answers they looked within themselves for ideas and actions. Specific issues affecting both the residents and business owners arose; such as too many advertising signs, poor property maintenance and an over concentration of alcohol establishments. These and other challenges were addressed in a forum that allowed the neighborhood to take a "front seat" role navigating staff through a sea of options and possibilities to create a plan that they can call their own.

Like any neighborhood, plans must remain flexible to change with the passage of time. This document is considered Phase I; a first step in outlining goals, objectives and implementation measures for the northern area. As residents and business owners continue to seek improvements for their neighborhood through governance, the plan must remain flexible and accommodating. In the end, those involved will be able to say "I made a difference." They will be able to point to something in their neighborhood and know that because of their involvement results were achieved. Through governance, a sense of trust can be forged between the neighborhood and City Hall. Residents and business owners area will be valuable resources to serve community needs now and in years to come.



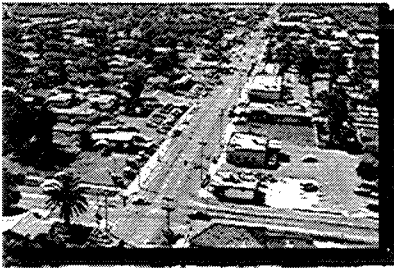
PRÓLOGO

¿ Qué es un vecindario? Para una persona puede significar un área bordado por aspectos físicos que separan otras áreas; tales como calles, ríos o colinas grandes. Para otro, puede significar un grupo de gente viviendo, trabajando y asistiendo una escuela en un área definida. Para alguien otro, un vecindario puede significar los individuos que viven debajo un sistema gubernamental o social que establece reglas que difinan como vivir. En preparar este documento, la Ciudad trabajó con propietarios de negocios y residentes en el area que se encuentra en la parte sur del Bulevar Escondido, para tomar el significado de “vecindario” un de paso fomenta e introduce el concepto de “gobernación.”

Departa de la gobernación, empleados de la Ciudad, activamente involucra y fomenta los propietarios de negocios y residentes para planear el mapa de el curso para el vecindario, más bien que reaccionar al plano preparado por empleados de la Ciudad. El diálogo en el vecindario permitió residentes desde antecedentes diversos discutir intereses comunes y representantes selectos. Las presentaciones formales dieron manera al papel jugando, envasando - suerte de cenas y discusiones sociables. Más bien que mirando al “sistema” para la respuestas ellos miraron dentro de sí mismos para ideas y acciones. Los puntos específicos provinieron y afectaron ambos los propietarios de negocio y residentes; tales como demasiados señales de publicidad, mantenimiento pobre de propiedad y una sobre la concentración de establecimientos de alcohol. Estos y los otros desafíos se dirigieron en un foro que permitió el vecindario de tomar un “asiento anterior” y navegar al personal mediante, por un mar de opciones y posibilidades para crear un plano que ellos pueden llamar suyo propio.

Como cualquier vecindario, los planos deben permanecer flexibles para cambiar con el paso de tiempo. Este documento se considera la primera fase; el primer paso en las metas, objetivos e implementación para el área. Como los propietarios de negocio y residentes continúan a buscar mejoramientos para su vecindario mediante la gobernación, el plano debe permanecer flexible y complaciente. En el fin, los vecinos serán intrincados y ser capaces de decir “Yo hice una diferencia.” Ellos serán capaces de indicar hacia algo en su vecindario y saber que a causa de sus resultados de involucración se lograron. Mediante la gobernación, un sentido de confianza puede forjarse entre el vecindario y La Ciudad de Escondido. El área de propietarios de negocio y residentes serán recursos valiosos para servir necesidades comunitarias ahora y en los años que vienen.

PLAN PREPARATION



In 1994 the City Council directed staff to work with residents and business owners of the South Escondido Boulevard Area to develop a plan that would revitalize the neighborhood. Through extensive public participation involving several neighborhood meetings in front yards, pot luck dinners, workshops and formal presentations, residents and business owners worked closely with staff in offering suggestions, soliciting input and providing direction for improving their surroundings. Staff prepared research including detailed crime statistics, land use surveys, vacancy rates, parking studies, traffic analyses, historic resources and property values as foundational information in preparing

the Plan. A focus group of residents, business owners and staff formed the "Escondido Academy," adopted the following Mission Statement, and functioned as a conduit for receiving information and drafting the Plan. The residents and business owners worked together to develop their own Neighborhood Principles (see next page) demonstrating unity for resolving common challenges and pursuing common goals. Through this effort, implementation measures contained in this Plan were crafted to address issues raised by those involved and to chart a course of action designed to improve this area of the community. This document is intended to be an initial step in providing direction for future programs aimed at improving the neighborhood. Following adoption of this document, staff will continue to work with the residents and business owners of the South Escondido Boulevard Corridor Area to strategize specific plans in a coordinated "work program."

ACADEMY MISSION STATEMENT

To develop and implement strategies for the South Escondido Boulevard commercial corridor and Centre City Parkway residential area that will provide a wide range of opportunities for improving the physical social, and economic character of the area through ongoing public involvement and participation.

OUR NEIGHBORHOOD PRINCIPLES

As responsible, respectful members of this community, we will unite and work to improve the appearance, character, and community spirit of our neighborhood

As residents or business/property owners, we are expected to abide by the following principles in order to improve the health of our neighborhood:

CLEAN AND ATTRACTIVE NEIGHBORHOOD

We are committed to the regular maintenance and clean appearance of our houses, apartments, businesses, or properties. This includes picking up the litter on and around our properties and abiding by all of the provisions of the City of Escondido's property maintenance ordinance.

SAFE NEIGHBORHOOD

We will conduct ourselves in an honest and law abiding manner. We will also watch out for the safety of our neighbors.

HEALTHY NEIGHBORHOOD BUSINESSES

As residents, we will support neighborhood businesses when possible. As business/property owners or property managers, we are committed to improving the business and professional climate in our neighborhood and will operate our businesses with high standards.

PHYSICAL ENVIRONMENT OF NEIGHBORHOOD

We want our neighborhood to be more pedestrian friendly. We want an environment that is rich in personality while unified in character.

NEIGHBORHOOD INVOLVEMENT

We recognize that all members of our neighborhood are equally important and can and should make contributions to improving it.

As residents, business and property owners of the neighborhood, it is up to us to make it a nice place to be. For this reason, we promise we will be proactive in order to attain the neighborhood we desire

LOS PRINCIPIOS DE NUESTRA VECINDAD

Como miembros responsables y respetuosos de ésta comunidad, nos vamos a unir y trabajar para mejorar la apariencia, caracter y el espíritu de comunidad de nuestra vecindad

Como residentes o dueños de negocios esperamos cumplir y seguir los Principios para mejorar el bienestar de nuestra vecindad:

UNA VECINDAD LIMPIA Y ATRACTIVA

Nosotros nos comprometemos a mantener la apariencia de nuestras residencias, apartamentos, negocios o propiedades. Esto incluye recoger la basura en nuestra propiedad y a los alrededores, cumplir con todas las ordenanzas del mantenimiento de propiedad de la Ciudad de Escondido.

UNA VECINDAD SEGURA

Nosotros nos conduciremos en una manera honesta y dentro de la ley. Nosotros también vigilaremos la seguridad de nuestros vecinos.

BIENESTAR DE LOS NEGOCIOS DE LA VECINDAD

Como residentes apoyaremos, cuando nos sea posible, los negocios de la vecindad. Como negociantes y dueños de propiedades o encargados de propiedades nosotros nos comprometemos a mejorar los negocios y el ambiente profesional en nuestra vecindad y conduciremos nuestros negocios con alta categoría.

AMBIENTE FISICO DE LA VECINDAD

Queremos que la vecindad sea mas amigable para el peatón, rica en personalidad y con caracter unificador.

UNA VECINDAD COMPROMETIDA

Reconocemos que todos los miembros de la vecindad somos igualmente importantes y podemos y debemos contribuir al mejoramiento de nuestra vecindad.

Es nuestro deber como residentes, negociantes o dueños de propiedades hacer de la vecindad un lugar agradable para vivir. Por ésta razón, nosotros prometemos actuar para llegar a tener la vecindad que deseamos.

Purpose

The purpose of this Neighborhood Plan is to guide residents and City staff in measures aimed at

improving the quality of life along Escondido Boulevard as set forth in the City of Escondido General Plan. The Plan proposes goals and recommendations regarding the existing and future uses, development standards and regulations, incentives, design guidelines, as well as the extent and timing of public facilities and services.

The Planning Area

The entire South Escondido Boulevard Neighborhood Plan area is approximately 2.25 miles in length

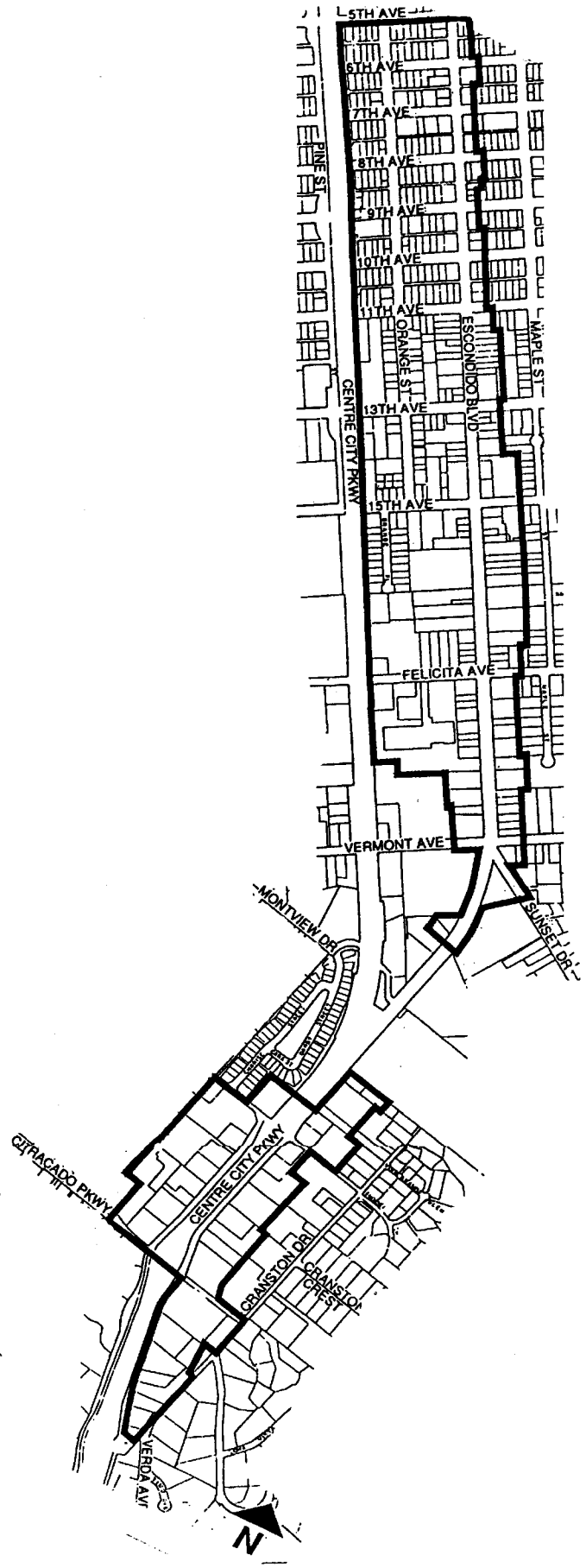
beginning at 5th Avenue and continuing south to the terminus of Escondido Boulevard at Centre City Parkway and Verda Avenue. This document addresses the commercial corridor between 6th and 15th Avenues (+/-0.80 miles) as well as the adjacent western residential neighborhood which are identified in the General Plan as the South Escondido Boulevard Corridor Area Plan and the Centre City Parkway Residential Area Plan respectively. These areas total approximately 150 acres. The planning area, as compared to other parts of the city, is relatively densely populated with approximately 16,000 persons. The entire planning area occupies less than 9% of the city area with approximately 16% of its population.

Historical Overview

Escondido Boulevard was originally known as Nutmeg Street during the early 1890's

and was one of the town's main thoroughfares. It also served as the stage route and primary access to San Diego. During the 1920's, the name was changed to San Diego Boulevard. When Hwy 395 (Centre City Parkway) was completed in the mid 1940's and became the main north/south highway, San Diego Boulevard was changed to its current name, Escondido Boulevard.

Escondido Boulevard is traditionally characterized by a wide variety of uses including commercial, office, motels, multi-family and single-family residences. Although the number of uses along the boulevard have expanded, and newer and larger commercial centers have been developed, the mixed pattern of land uses have changed very little over the years. This can be seen in the number of historic structures along the boulevard.

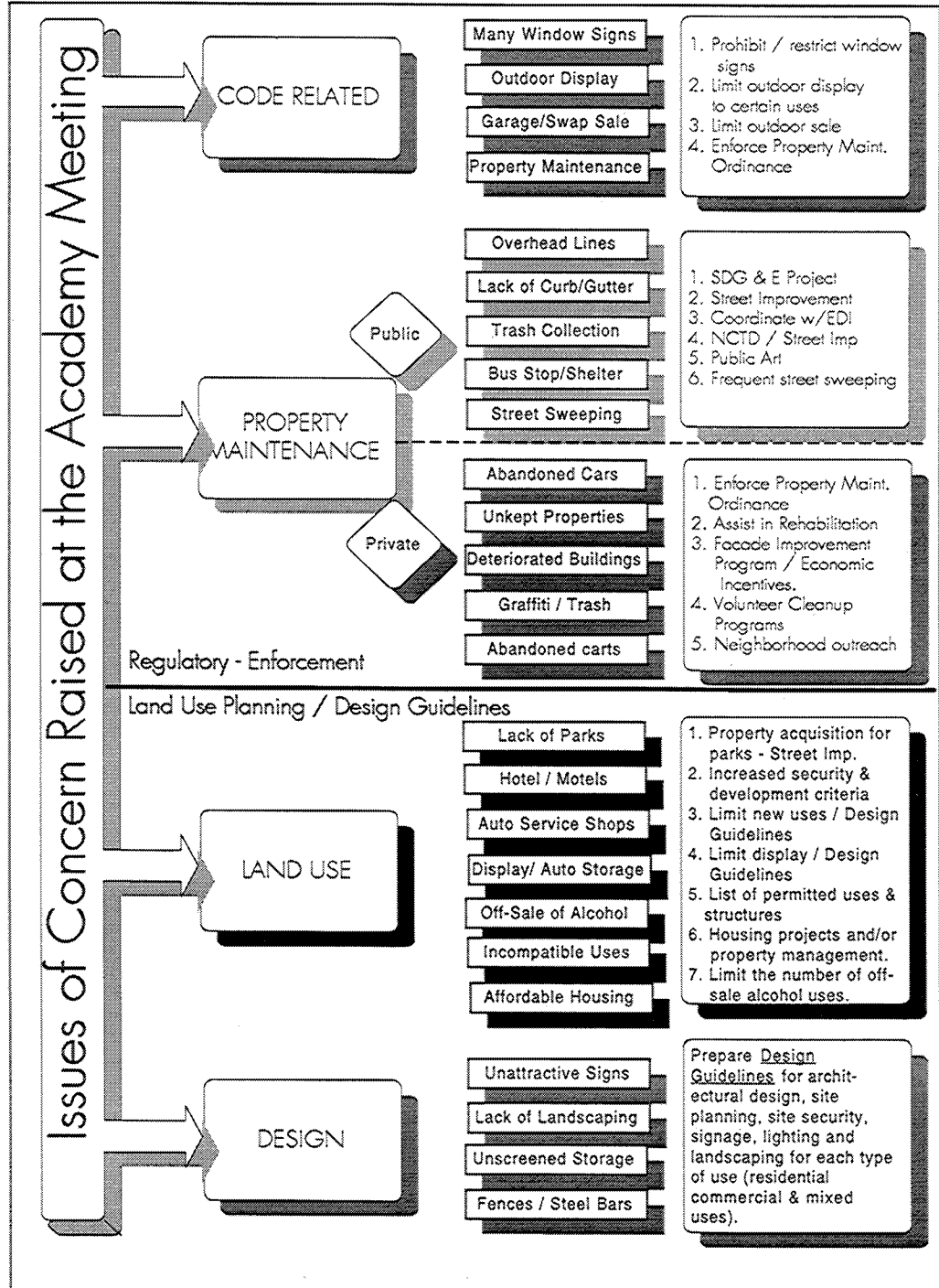


Escondido Academy Issues

Several concerns were raised by the Escondido Academy which have been evident for a number of years and have contributed to the neighborhood's deterioration. These concerns have been separated below into four main categories; Code Related, Property Maintenance (both public and private), Land Use, and Design. In an effort to pro-actively develop solutions, the Academy contributed several options for correcting those problem areas on a number of neighborhood and City levels. The following graphic displays the issues of concern raised at the Academy meetings and outlines the specific issues as well and options for correction

SPECIFIC ISSUES

OPTIONS FOR CORRECTION



"It is about time they ask the people what they feel because it can be win-win situation when both sides get together"

Roberto Ruiz
(Resident)



NEIGHBORHOOD PLAN OBJECTIVES AND IMPLEMENTATION MEASURES

The following section identifies specific tasks aimed at addressing challenges in the South Escondido Boulevard commercial corridor and westerly adjacent residential area. The objectives are intended to describe a desired effect in a number of areas including public participation, land use, street improvements etc. To meet these objectives, a variety of implementation measures are proposed to address specific target areas needing improvement. It is intended that each implementation measure will result in a “work plan” involving coordinated participation with staff, residents and business owners.

CITIZEN PARTICIPATION



Objective

To promote participation in neighborhood governance by residents, property owners, and business owners.

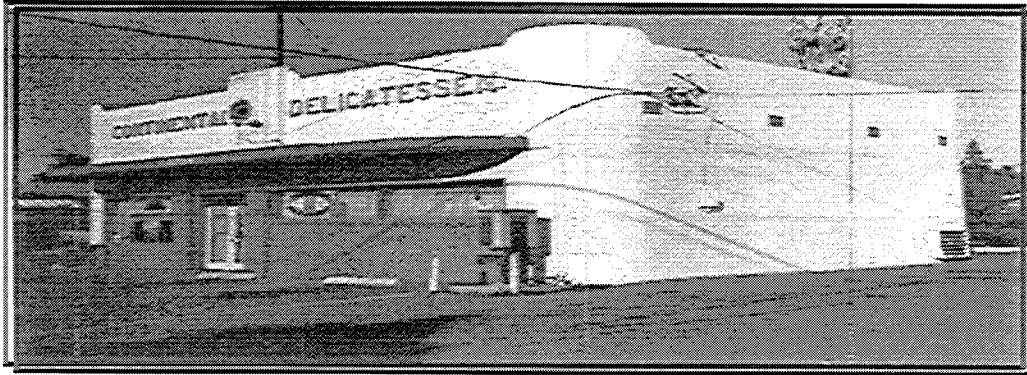
Implementation

1. Neighborhood Academy members make first presentation of draft area plan to other neighbors.
2. Finalize Area Plan for the neighborhood.
3. Aid police in initiating Neighborhood Watch meetings in residential area.
4. Connect residents, businesses, and property owners to Community Oriented Policing on an ongoing basis.
5. Aid Public Works Department in its efforts to cooperate with Escondido Boulevard Businesses before and during Escondido Boulevard street improvement project.

*“It’s not an us-vs-them group, it’s all of us.” Chris Faaborg
(Business owner)*

*“You’re paying taxes and it’s nice to know you are part of what you’re paying for.”
Roberto Ruiz
(Resident)*

LAND USE



COMMERCIAL LAND USE

Objective

To revitalize and renew (not redevelop) the commercial sector of the Neighborhood by strengthening the visual environment and establishing development incentives programs for property owners and businesses.

Implementation

1. Encourage mixed use (residential / commercial-professional) by designating appropriate areas within the Plan to allow such opportunities and preparing standards and incentives (density increases, unit size reductions, reduced parking, increased Floor Area Ratio etc.) for possible inclusion in the zoning code.
2. Encourage pedestrian and transit oriented neighborhood serving uses by incorporating public art and developing incentives allowing limited outside retail display, etc.
3. Prepare Design Guidelines to create a distinctive and cohesive urban image through the enhancement of aesthetic quality, coordinated streetscape and facade improvement.
4. Provide architectural design assistance to property and business owners.

"It (South Escondido Bl.) is actually one of the more interesting neighborhoods in our community." "

Councilman Richard Foster

5. Amend the zoning code to provide a parking credit for on-street parking (similar to the incentives provided for Historic Local Register historical properties).
6. Relax change of use standards for existing buildings by evaluating potential revisions to the Building Codes and Planning Development Standards.
7. Explore the possibility incorporating urban pocket park or neighborhood park as a focal point for residents and businesses in the area.
8. Enforce existing standards regarding property maintenance and zoning code compliance for signs.
9. Encourage rehabilitation and facilitate the adaptive re-use of existing historical structures.



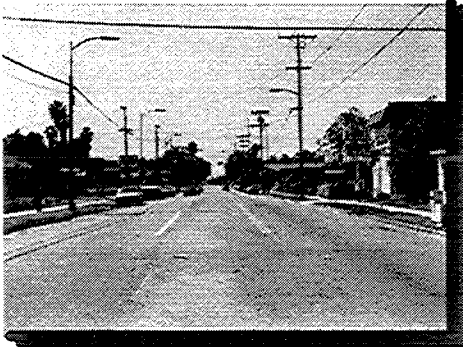
RESIDENTIAL LAND USE

Objective

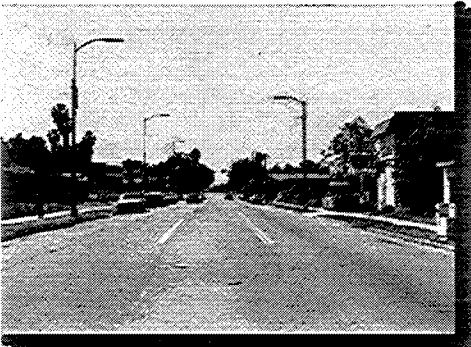
To maximize affordable housing opportunities and provide opportunities for a balanced mix of housing types through a variety of incentives and programs

Implementation

1. Encourage home ownership through advertisement and promotion of the neighborhood and educating local residents on potential home buying programs.
2. Amend zoning code to refine the minimum development standards for multi-family to ensure adequate and functional open space is provided with appropriate play equipment.
3. Provide incentives for lot / project assembly which could include reduced parking, increased density/intensity, etc.
4. Encourage the development of in-fill lots through incentives which could include increased density for lot consolidation, reduced set backs, etc.
5. Relax the home occupancy standards for certain cottage type industries (single-family) such as piano teachers, tax accountants, bookkeepers etc. to allow one-on-one meetings with clients at the residence.
6. Relax the standards for large daycare facilities by eliminating the CUP process and establish appropriate criteria to be administered at a staff level.
7. Re-evaluate on-site open space requirements and revise zoning code if appropriate and explore potential development of urban pocket parks
8. Consider citywide Inclusionary Zoning provisions with elements that may target the neighborhood with additional incentives and seek City Council direction on this issue.



Before power lines undergrounding



After power lines undergrounding

"If there isn't that built-in cooperative spirit with property owners and residents, all we have are new curbs and new streets and so what?"

Councilman Jerry Harmon

STREET IMPROVEMENTS

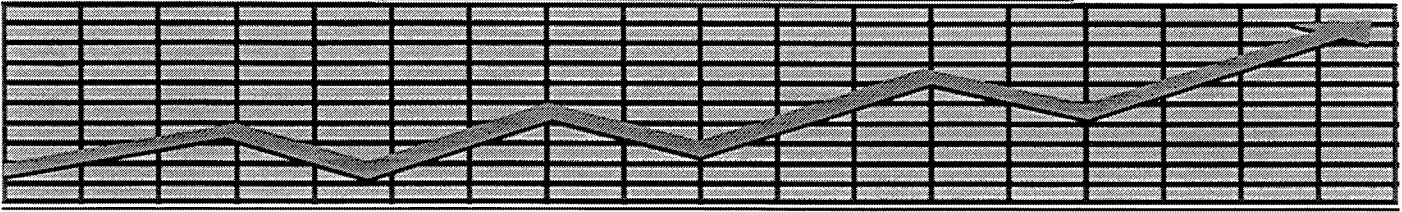
Objective

To reconstruct and modernize the street, sidewalks and drainage facilities along Escondido Boulevard between 5th and 15th Avenues in an effort to improve the appearance and safety for pedestrian and vehicular traffic.

Implementation

1. Formally reconcile the desired street improvement width and parking configuration with the adopted Circulation Element to allow a street improvement and underground utility project to proceed.
2. Reconstruct the curbs, gutters, sidewalks and driveways to meet current standards; and provide sidewalk ramps at all street and alley intersections.
3. Replace older water and sewer lines in advance of the street improvement project and correct existing nuisance drainage problems as a part of the street improvement project.
4. Provide an enhanced pedestrian corridor and opportunities for public transit services, public art and open space with the construction of the street project.
5. Schedule and plan the construction of the improvement projects to minimize disruption of the existing businesses.
6. Allocate adequate funding for the street improvement project during the annual reconsideration of the CIP budget for fiscal year 1996/1997.

ECONOMIC DEVELOPMENT



Objective

To strengthen and improve the business environment to promote economic vitality in the South Escondido Neighborhood.

Implementation



1. Open channels for clear communication between the business community and the City by informing business owners about the Office of Permit Assistance and of appropriate City staff contacts; and, by encouraging organized business owners meetings which staff can attend to provide pertinent information and address concerns.
2. Develop a commercial/retail facade and sign assistance program to create a more inviting streetscape that will attract customers and act as a catalyst for private investment (could include rebates, vouchers for materials, design services, etc.). \$20,000 in funds have been provided by Council for this program.
3. Streamline project processing and permitting for new construction or for improvements to existing buildings by forming a business assistance team that will expedite plan submittals from the neighborhood. And, consider reductions or waivers of certain associated fees.
4. Work with the Chamber of Commerce to encourage membership and/or offer membership alternatives in the organization. Membership would serve to strengthen the neighborhood business area through networking opportunities and from the use of Chamber services. Businesses will be invited to the "Profitlink" seminar sponsored by Pac Bell, the City, Chamber and DBA in September '96, a program that assists business owners with basic budgeting skills and monthly analysis of financial statements to increase their profitability.
5. Encourage lenders to provide financial assistance to new and existing businesses as part of their CRA obligations. A joint program with the CDC Small Business Finance Corp., City, Chamber and local banks is scheduled for September '96 which involves outreach and canvassing businesses in the area to make them aware of various loan opportunities.
6. Determine if home based businesses exist in the area, and if they do, provide referrals to resources for financing and business counseling services.
7. Explore the possibility of forming a Business Improvement District with mandatory assessments. The City can provide general information about the legalities, obligations, advantages, and disadvantages of such an action. Or, the City can provide assistance with the formation of a Business Owners Association (without mandatory assessments) that would support networking, neighborhood business promotions, area marketing, and other activities that benefit the neighborhood businesses.

"We have spent a lot of money in downtown to revitalize that area. Now the feeling is it's time to move on to other areas in need of help".

*Doug Clark,
City Manager*

PUBLIC ART

Objective

- Have the public art help create a neighborhood identity by integrating art into the overall street redevelopment.
- Determine what community needs can be satisfied through public art.

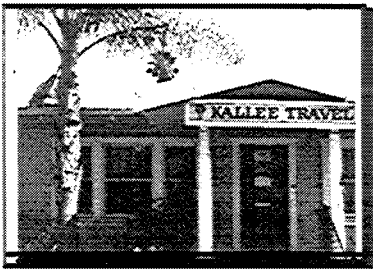
Implementation

1. Artists selection by the Public Art Commission.
2. Artists start working with the street improvement and neighborhood groups to determine sites and concepts as soon as timetable for street construction is established.

The South Escondido Boulevard Neighborhood Current Realities

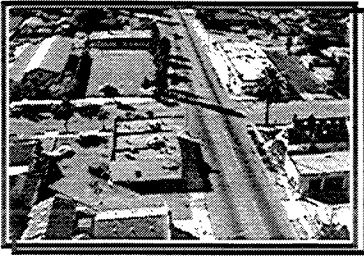
Prior to developing objectives and implementation measures for revitalizing the South Escondido Boulevard commercial and residential areas, the Escondido Academy distinguished existing conditions that represented both opportunities and challenges for residents, business owners and the City. These have been identified as "Current Realities." By documenting this information, the Academy was able to focus implementation measures to target specific issues in an effort to achieve the most success. Following are "Current Realities" for Land Use, Street Improvements, Public Art, Economic Development, and Citizen Participation.:

LAND USE



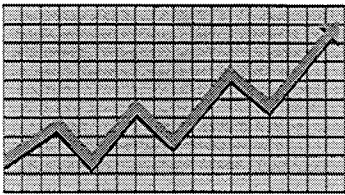
- ❑ The residential area is largely deficient in infrastructure improvements (i.e. curbs, gutters, sidewalks, underground drainage, street lights).
- ❑ The residential area is zoned for high density residential development with a mix of single and multifamily residences, with opportunities for in-fill development of vacant and underutilized properties.
- ❑ Even though the area is zoned for high density multifamily development, existing single family detached homes remain very affordable.
- ❑ There are no public parks in the residential area; a 7,000 sq. ft. mini-park exists on South Escondido Boulevard at Felicita Avenue. The closest park with active facilities is Westside Neighborhood Park (across Center City Parkway) over 1/3 mile to the west. Grape Day Community Park is located over 1/2 mile to the north in the downtown area.
- ❑ Both commercial and residential areas have several historic structures on the City's historical survey and Local Register.
- ❑ Both commercial and residential areas have no unifying architectural or design theme.
- ❑ The commercial area is a mix of retail and office uses with a large concentration of thrift shops, used automobile and alcohol related businesses and economy hotels/motels. Residential uses are not currently permitted along the commercial corridor, although some non-conforming residential units exists.
- ❑ Sufficient on and off street parking is available to accommodate the businesses in the commercial area; however, the location, access and directional signage of parking contribute to a perception that the area is deficient in parking.
- ❑ The commercial area has several vacant and underutilized properties which provide opportunities for development.
- ❑ The citizenry and business owners are in the beginning stages of forming a cohesive neighborhood organization which will be relied upon to provide input on future decisions regarding the planning for the area.
- ❑ Opportunities for development of larger commercial or residential projects in the neighborhood are limited due to fragmented ownership pattern and lot sizes and configuration (small lots with narrow frontage and shallow depth).
- ❑ Many aging (at the end of their life span) structures are in need of rehabilitation, restoration and /or recycling into new uses.
- ❑ The visual appearance of the commercial corridor is affected by the extensive use of windows and sidewalks signs, outdoor display of merchandise, lack of building and property maintenance to control weeds and trash, unscreened storage areas and lack of landscaping.
- ❑ Code enforcement operates on a complaint basis, and signs enforcement has been held in abeyance.

STREET IMPROVEMENTS



- South Escondido Boulevard is constructed at a width of 52 feet within a right-of-way of 80 feet.
- The roadway has many areas which require the installation of curbs, gutters, sidewalks, and driveways.
- Sidewalk ramps are lacking in many locations.
- The road has a very high crown.
- The road was constructed at a very flat grade with few provisions for local drainage.
- Electric and telephone service is provided from overhead utility lines.
- The water line running the length of the street needs replacement due to its age.
- A section of sewer line along a portion of the corridor needs replacement.
- Parking is allowed along the street except at some major intersections where parking is restricted to permit striping of left turn pockets.
- There is strong sentiment from the business owners along the corridor to maintain the on street parking even if some traffic congestion and low levels of service occur at peak hours.
- The current Circulation Element of the City's General Plan calls for widening of the road to 64 feet in width and elimination of all on street parking.
- The City's current Capital Improvement Program budget has provisions for funding the reconstruction of the water and sewer lines and has set a funding level of \$500,000 for the balance of the street improvements.
- The City Council has allocated \$876,000 to install full street improvements in the residential portion of the focus area.
- Recent estimates of the cost of the proposed street improvements, excluding the conversion of the overhead electric lines, are approximately \$2,000,000 meaning that there is a funding shortfall for the street project of approximately \$1,500,000 in the current CIP budget. The 96/97 Street CIP program contains additional funding to make up this short fall and is expected to be adopted by City Council in July 1996.
- The City has coordinated an underground conversion project with SDG&E which will provide about \$1,000,000 for the underground conversion of the existing overhead facilities.

Economic Development



- There exists a low level of membership in the Escondido Chamber of Commerce.
- Many businesses are in need of facade improvements, improved signage, and removal of unpermitted temporary signs and cluttered window signs in order to enhance the streetscape and to make the area more inviting to customers.
- The vacancy rate is similar to other small business areas in Escondido and this is largely due to a continuing flat retail economy.
- There is a significant amount of outdoor display that does not conform with the applicable City Ordinance and detracts from the appearance of the neighborhood.
- Certain land and buildings are under utilized.
- Lot sizes and configuration do not lend themselves to larger retail development.

CITIZEN PARTICIPATION



- Area residents, property owners and business operators have organized to advocate for the use of public funds to install physical improvements in the focus area.
- The neighborhood group would like the City Council to allocate future CDBG monies for completion of neighborhood street improvements.
- The neighborhood group is looking for more neighborhood improvement projects to sustain itself.
- Neighborhood business owners formed a group in December 1995 to initiate cooperation with each other and the City.
- A "Neighborhood Academy" pilot program to allow extensive neighborhood participation in the development and implementation of the Area Plan is in progress.
- The residential area has many monolingual Spanish speakers. City staff assigned to neighborhood organizing is not bilingual.



- Both the residential and commercial areas of the South Escondido Boulevard Neighborhood lack an identifiable image.
- The City Council and Public Art Commission are in support of utilizing public art funds towards creating a neighborhood identity.
- The public art project has been formally endorsed by both the Public Art Commission and the City Council.
- A budget of \$50,000 for all projects within the Area Plan has been approved by the City Council and Public Art Commission.

South Escondido Boulevard Corridor Area

Ordinance 92-01

**South Escondido Boulevard Corridor Area Ordinance 92-01
As Amended by the City Council**

Ordinance 92-01	Effective February 14, 1992
Ordinance 96-19 (Rescinded)	Effective July 12, 1996
Ordinance 97-26	Effective December 5, 1997
Ordinance 98-11R.....	Effective July 31, 1998
Ordinance 2005-26	Effective November 11, 2005
Ordinance 2007-03	Effective March 9, 2007
Ordinance 2010-02 (RR).....	Effective July 9, 2010

ORDINANCE NO. 92-1

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF ESCONDIDO, CALIFORNIA, REGULATING AND ESTABLISHING STANDARDS FOR DEVELOPMENT AND NEW LAND USE WITHIN THE SOUTH ESCONDIDO CORRIDOR AREA

The City Council of the City of Escondido, California, does hereby ordain as follows:

Section 1. Purpose and Intent.

The purpose of this Interim Ordinance is to establish minimum standards for the development and new land use within the South Escondido Boulevard Corridor Area until such time that an Area Plan is completed and adopted by the City Council. This interim ordinance is intended to:

(a) Promote streetscape improvements that include embellished paving, benches, enhanced landscaping, street trees, bus stop shelters and parking areas in order to encourage pedestrian uses and alternative transportation methods.

(b) Promote quality development with adequate provisions for parking, landscaping, signs and compatible architecture.

(c) Promote quality infill developments which are compatible with the context of the existing structures in terms of scale, bulk, and materials.

(d) Encourage efficient vehicular and pedestrian movement through site design to minimize automobile, bicycle and pedestrian conflicts and creating unobtrusive parking areas.

(e) Recognize special design considerations associated with historic / cultural resources.

Section 2. Location.

The area is divided into two sub-areas. The first sub-area (Area A) extends from the south side of Fifth Avenue to Felicita Avenue. Area A is bordered to the east by the Old Escondido Neighborhood and to the west by the Centre City Area Plan as shown in Figure 33-1. The southern portion of (Area B) is located on both sides of South Centre City Parkway from Felicita Avenue, extending north of Brotherton Road to Citracado Parkway on the west and Verda Avenue on the east as shown in Figure 2. Specific uses may be limited to either Area A or Area B (see uses Section 6, 8, 9). Pedestrian circulation is encouraged along Area A which is accessible to foot and bordered by residential uses.

Section 3. Review.

(a) All requests for change of use for building permits, plot plans, business licenses and discretionary permits must be reviewed by the Director of Planning and Building to determine if the development is consistent with the purpose of the Interim Area Plan Ordinance.

(b) All land use proposals requiring a plot plan review (as defined in Section 33-375, 33-376 of Article 17 of the Escondido Zoning Code) shall first be reviewed by the Design Review Board (DRB). The DRB may recommend to the Director of Planning and Building conditions to be applied to the project. All such conditions are subject to appeal to the Planning Commission.

Section 4. Criteria for Reviewing Conformance to the S-E-B Overlay Zone.

(a) When considering if a development is in conformance with the Interim Area Plan Ordinance, the Director of Planning and Building shall consider the following criteria:

(1) Consistency with the land uses as noted in Section 6 of this ordinance.

(2) Conformance with the goals and objectives of the General Plan.

(b) When considering an appeal, of a decision by the Director of Planning and Building, to require a Conditional use Permit, The Planning Commission shall use the same criteria as stated in Section 33-1203 of Article 61 and subsection (a) in this section.

Section 5. Use in Combination.

The S-E-B (South Escondido Boulevard) Zone shall be used in conjunction with the CG (Commercial General) Zone for the parcels zoned CG; CT (Commercial Tourist) for the parcels zoned CT; and PD (Planned Development) for the areas zoned PD. Any conflict between those zones, the standards established within this Ordinance shall prevail.

Section 6. Uses and Structures.

(a) The following principal uses and structures are permitted in the South Escondido Boulevard Corridor Area:

<u>Use No.</u>	<u>Use Title</u>
4601	No fee parking lots and garages (lots are exempt from enclosure if built in accordance to general provision section)
4602	Commercial parking lots and garages on a fee basis
4711	Telephone exchange stations
4718	Telephone company office
4720	Telegraph office
4760	Recording and sound studios
4815	Utility company office
4825	Gas company office
4837	Water utility or irrigation company office
4853	Refuse disposal company office
4862	Gas and electric company office
4923	Travel arranging service (offices only)
5220	Heating, plumbing, and air conditioning equipment (retail)
5230	Paint, glass and wallpaper
5240	Electrical supplies, except appliances
5251	Hardware stores
5256	Swimming pool supplies
5300	General merchandise
5400	Food
5410	Groceries (excluding concurrent sale of alcoholic beverages and motor vehicle fuel, and convenience stores)
5499	Other retail trade
5590	Retail trade, automotive, marine, aircraft (inside enclosed building only)
5600	Apparel and accessories
5700	Furniture, home furnishings and equipment
5800	Restaurants
5815	Specialized food sales from pushcart facilities on private property (requires plot plan approval)
5910	Drug and proprietary
5930	Antiques and secondhand merchandise (excluding dismantling of autos and breaking up, sorting of junk and salvage)
5940	Books, stationary, art and hobby supplies
5950	Sporting goods, bicycles and toys
5969	Other farm and garden supplies (excludes lettering and finishing of tombstones and monuments)
6100	Finance, insurance and real estate services (without drive-thru tellers, see Section 8)

6212	hand laundries (for on-site retail customers only)
6213	Dry cleaning, pressing and dyeing, except rugs (for on-site retail customers only)
6216	Self-service laundries and dry cleaners, coin-operated
6220	Photographic services
6230	Beauty and barber services
6241	Funeral parlor
6250	Apparel, repair, alteration, and cleaning, pickup services, shoe repair services
6291-2	Clothing and costume rental
6311-19	Advertising services
6320	Consumer and mercantile credit reporting services, adjustments and collection services
6330	Duplicating, mailing, stenographic and office services
6335	Telephone answering service
6340	Dwelling and other building services (excludes outside storage without a CUP)
6350	News syndicate services
6360	Employment service
6392	Messenger service
6393	Detective and protective services
6394	Equipment rental and leasing services (inside enclosure)
6396	Trading stamp services
6397	Auto, truck and trailer rental (Area B only)
6399	Other business services, NEC
6414	Seat covers and auto tops
6415	Motorcycle, motor scooter and bicycle repair
6418	Auto glass installation and services
6421-26	Electrical appliance repair services
6493	Watch, clock, jewelry repair, engraving, etc.
6494	Re-upholstery and furniture repair (for repairing, consumer use and not for resale)
6496	Locksmiths and key shops (added by Ordinance 82-6, 3/5/82)
6497	Gunsmiths
6498	Saw, knife, lawn mower and tool repair
6499	Other repair services, NEC (excludes outside storage without a CUP)
6510	Medical and other health services
6513-6516	Sanitariums, convalescent and rest home services (Area B only)
6520	Legal services
6530	Engineering, architectural and planning services (business office only)
6540	Educational and scientific research service and facilities
6590	Professional services
6600	General construction services (business office only)

6700	Governmental services (no fleet storage)
6800	Educational services
6920	Welfare and charitable services
6930	Business, professional and labor organizations and services
6940	Social, fraternal and youth organizations and services
6950	Political, civic and veterans' organizations
6960	Non-profit membership organizations
6991	Ticket sales office
7100	Cultural activities
7212	Motion picture theaters (indoor)
7419	Karate and judo schools
7424	Recreation and community centers
7425	Gymnasiums, athletic clubs, body building studios
7429	Other playground areas
7492	Picnicking areas
7499	Other recreation use
7600	Parks
7910	Other cultural, entertainment activities
8221	Veterinarian services
8224	Animal grooming only

(b) Mixed Use (MU) projects which result in the development of residential, commercial and professional office uses as an integral part on a single project may be allowed within the South Escondido Boulevard Corridor Area Plan, subject to the provisions and standards outlined in Article 19 (Planned Development Zone). The density of a residential component within a PD – MU project shall not exceed 24 dwelling units/acre and maximum height of three (3) stories.

(c) Residential development without a commercial component may be permitted on the 1.48-acre property located on the northern side of Brotherton Road, between Cranston Drive and Escondido Boulevard (APN 236-390-45), and shall be processed in accordance with the planned development process specified in Article 19 of the Escondido Zoning Code. The density of such projects shall not exceed 24 dwelling units per acre, and the maximum height shall be two stories.

Section 7. Permitted Accessory Uses and Structures.

Accessory uses and structures are permitted in the South Escondido Boulevard Area provided they are incidental to and do not substantially alter the character of the permitted principal use of structure.

Section 8. Conditional Use Permits.

(a) The uses which are normally allowed by right in the CG or CT zones and are not listed as permitted uses within this ordinance shall require a conditional use permit and are subject to Section 33-1203 of

Article 61 of the Zoning Code. Such conditional uses include, but are not limited to, those which special emphases are listed below:

<u>Use No.</u>	<u>Use Title</u>
1400	Mobile home Parks
1500	Transient lodgings (requires Planning Commission consideration and City Council approval) (pursuant to Ord. 87-28; 8/7/87, and Ord. 91-5; 4/3/91) (See also (c) and (d) of this section)
4753	Satellite dish antennas pursuant to Article 34
5210	Lumber and other building material
5410	Groceries to include concurrent sale of alcoholic beverages and motor vehicle fuel, and convenience stores (See Sec. 8(g)) (Ord. 87-69; 2/6/88)
5511	Auto sales – new and used
5512	Auto sales – used
5520	Tires, batteries and accessories (excluding recapping and vulcanizing)
5530	Gasoline service stations (in accordance with Section 33-1115 (to include concurrent sale of alcoholic beverages and motor vehicle fuel with four or fewer pumps) (Ord. 87-69; 2/6/88)
5820	Drinking places – alcoholic beverages
6100	Finance services with drive-thru tellers
6397	Auto, truck and trailer rental (Area B only)
6411	Automobile repair (except body shop) (Area A)
6412	Tire rethreading and recapping (Area A)
6416	Automated Carwashes (Area B only)
6416-6417	Carwash Facilities (within Area "A" only on properties where automotive businesses [a gas station, car lots, auto sales and/or service, etc.] have been previously located and permitted)
6419	Other automobile services, except repair and wash, NEC
6513-6516	Sanitariums, convalescent and rest home facilities (Area A) (Permitted in Area B)
6910	Religious activities

(b) An existing Conditional Use Permit may be expanded by ten percent or 1,000 SF, whichever is less and may be exempted by the Director of Planning and Building from Conditional Use Permit processing requirements. Expansion beyond the established thresholds shall conform to this Article.

(c) Transient lodging existing at the time of adoption of this ordinance may continue to operate and shall be subject to Ord. 91-5. 4/3/91, and Ord. 89-36. 8/2/89.

(d) Existing transient lodging whereby the average length of stay exceeds the 30 day limit requirement established in Ord. 91-05 may

be exempt from those provisions, as determined by the Director of Planning and Building, provided the following findings are made:

- 1) The property has been historically used for transient lodging in which the average stay exceeds 30 days.
- 2) The structures do not threaten the public health, safety and welfare.
- 3) Smoke detectors have been provided in each unit and inspections of heating and ventilation systems shall be performed biyearly and evidence of these inspections are submitted to the satisfaction of the Planning and Building Department.

(f) All drive-through facilities such as drive-through restaurants, drive-through dairies, drive-through grocery stores, and drive-through banks which are either an incidental use to the primary use or constitute the primary use require a conditional use permit.

(g) A convenience market includes the retail sales of food, beverages and small convenience items primarily for off-premises consumption and typically found in establishments with long or late hours of operation and a relatively small building. This definition excludes delicatessens and other specialty food shops and establishments having a sizeable assortment of fresh fruits and vegetables and fresh cut meat.

Section 9. Prohibited Uses and Structures.

All industrial, commercial and residential uses and structures not listed in this Article are prohibited. Such prohibited uses include but are not limited to those which for a special emphasis are listed below:

<u>Use No.</u>	<u>Use Title</u>
6312	Outdoor advertising structures

Any existing residential structure in this zone shall not be used for both residential and commercial purposes at the same time.

Section 10. Non-Conforming Uses.

Permitted existing legal nonconforming uses within the S-E-B Overlay Zone at the time of its establishment shall be deemed allowable and incorporated in this Area Plan, unless terminated, discontinued, or changed pursuant tot the adoption of this Article and pursuant to Non-Conforming Use (Section 33-1240) of the zoning code.

Section 11. Property Development Standards.

Property development standards as set forth in the provisions of the zone with which the S-E-B Overlay Zone is combined shall also apply within the respective area of the S-E-B Overlay zone.

In addition to the property development standards imposed by the paragraph above, the following standard shall also apply:

(a) Development along Centre City Parkway shall provide landscaping consistent with the Centre City Parkway Landscape Master Plan.

(b) Consolidation of driveways onto South Escondido Boulevard shall be encouraged for new development.

Section 12. Design Guidelines

Prior to approval of any discretionary project or plot plan, the applicant shall submit a site plan in conformance with the Interim Design Review guidelines and in addition to the following principles:

(a) Building height, bulk and design should be sensitive to the existing residential development in the Old Escondido Neighborhood and the Centre City Residential area and historic structures within this area through the use of stepping back of second stories, architectural features and landscaping.

(b) Maintain a maximum height of 35 feet for all structures. Building orientation towards Escondido Boulevard is desirable for new development as determined on a case by case basis. The third storey of each building shall be set back 15 feet above the two-story level.

(c) Additional landscaping and setbacks adjacent to the residential zones should be utilized to achieve appropriate transition between zones.

(d) Improvements shall apply commensurate with the proposed expansion as determined by the Director of Planning and Building. These improvements may include, but not limited to, façade ornamentation, benches, and handicap ramps, lighting, enhanced or replaced sidewalks.

(e) Open space at the rear of the property is a desirable element in a new development to provide generous access to light and air for adjacent residential uses. Development of paseos and courtyards and similar features which may open toward Escondido Boulevard may be considered through the Design Review Process.

(f) Rooftop equipment shall be concealed from view and/or integrated with the architecture of the building.

(g) Decorative masonry walls no less than six feet shall be provided adjacent to residential zones and residential uses.

(h) New development shall consider incorporation of pedestrian walkways to connect to residential neighborhoods, the urban trail corridor and Kit Carson Park.

Section 13. Parking Standards.

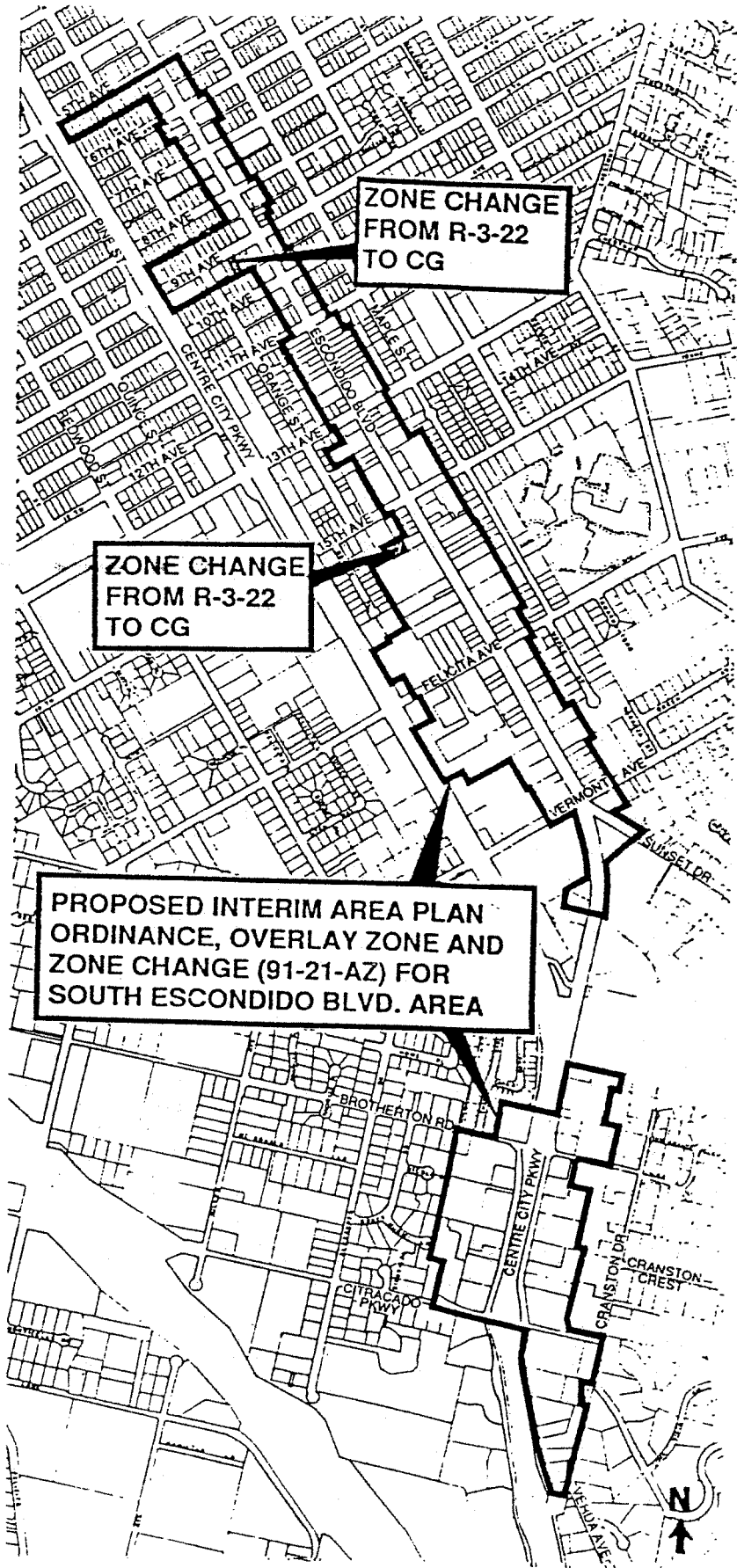
Parking shall conform to Article 39, Off-Street Parking, of the Escondido Zoning Code.

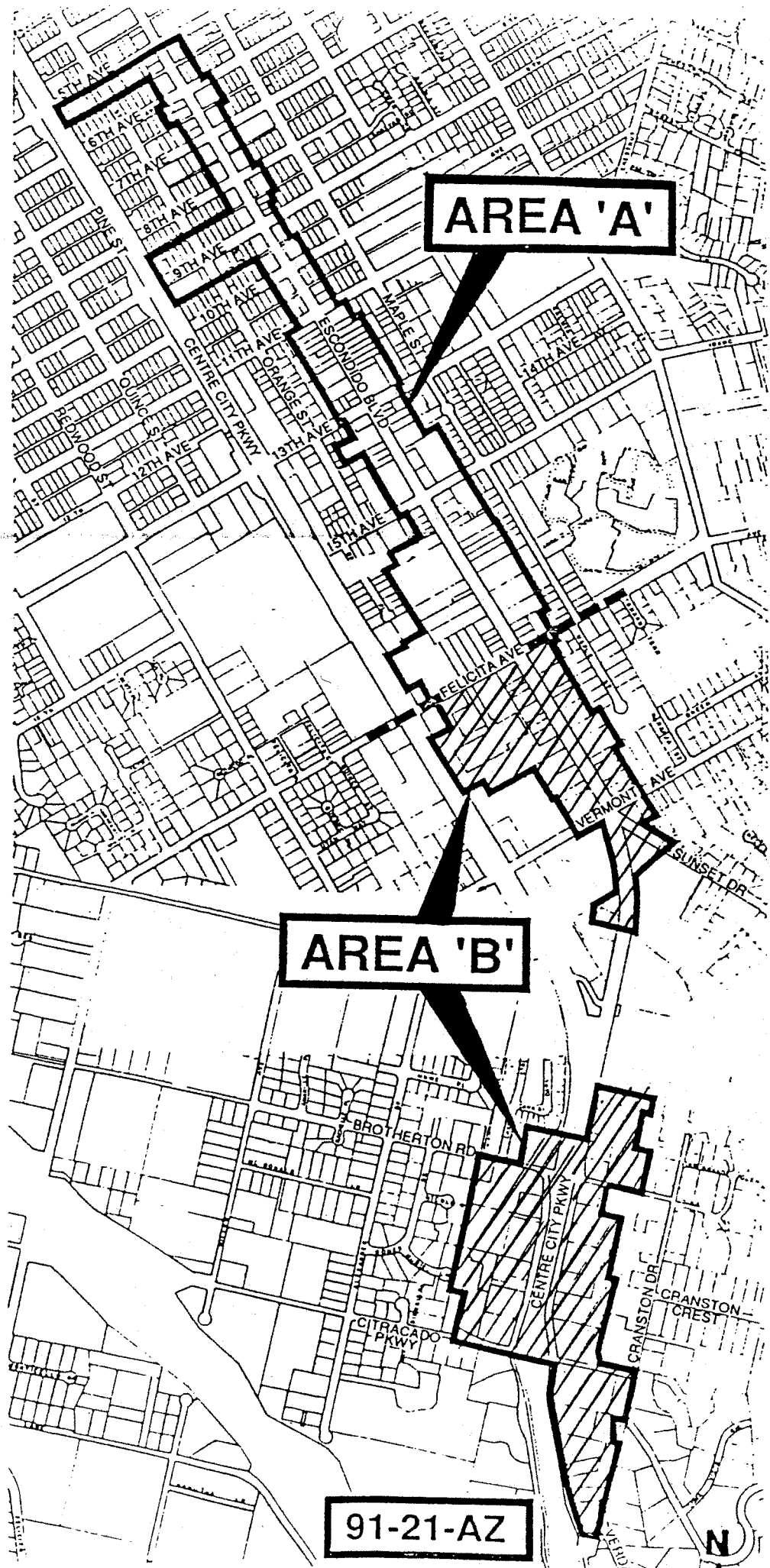
Section 14. Signage.

All new signage shall conform to the underlying zone and shall be subject to design standards as determined by the Director of Community Development.

(a) All new signs shall be reviewed by the Design Review Board prior to fabrication and building permit issuance and subject to current fees.

(b) Freestanding signs, except on commercially zoned parcels with direct access onto Centre City Parkway, shall require approval by the City Council prior to fabrication and building permit issuance.





AREA 'A'

AREA 'B'

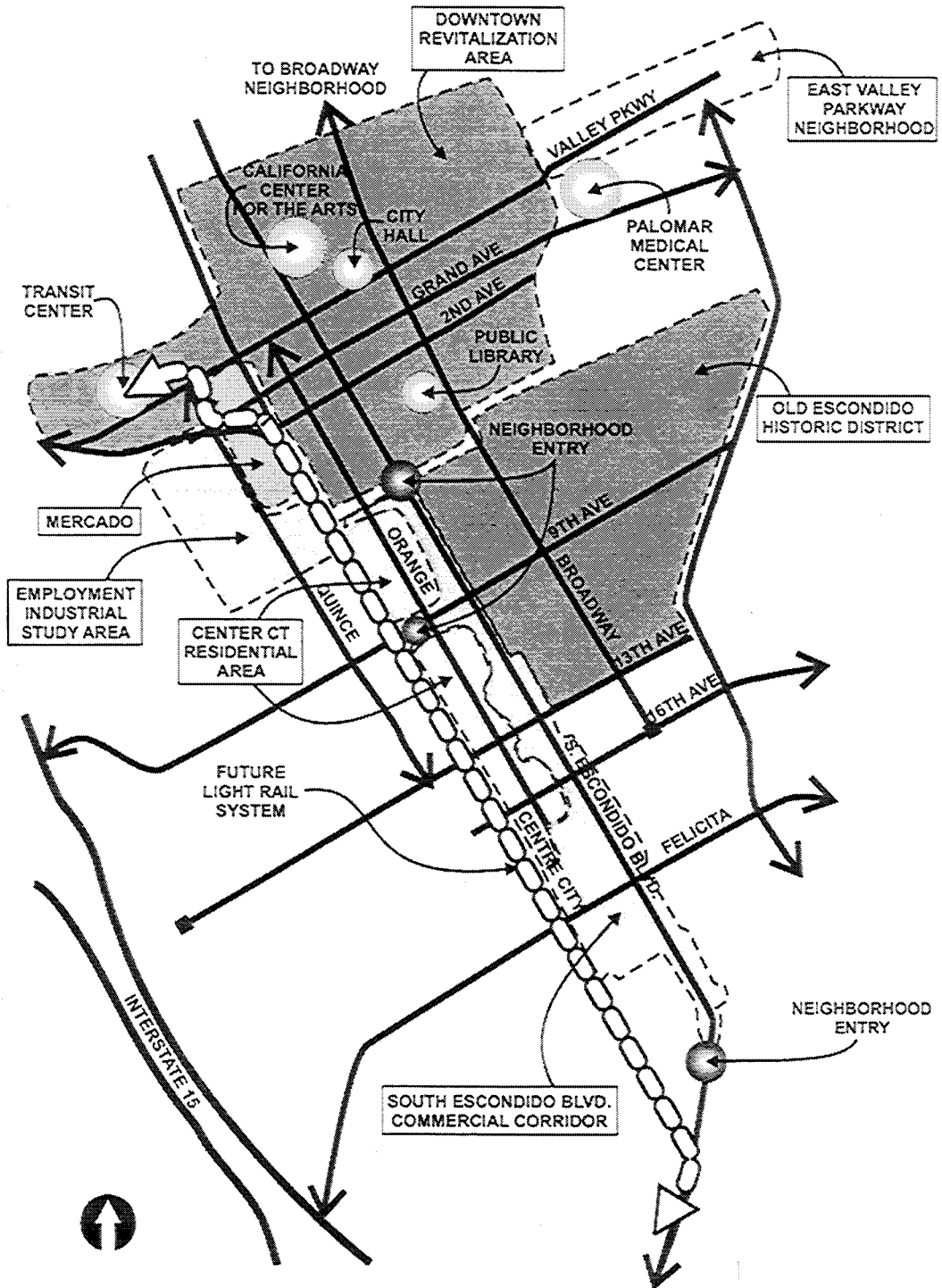
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South Escondido Boulevard Neighborhood

Design Guidelines

The South Escondido Boulevard Neighborhood Design Guidelines



South Escondido Boulevard Neighborhood Design Guidelines
As Amended by the City Council

January 24, 2007..... Resolution No. 2007-18..... Effective January 24, 2007

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DESIGN GUIDELINES

The South Escondido Boulevard Neighborhood

Introduction /Background



The South Boulevard Neighborhood Plan area is approximately 2.25 miles in length, beginning at 5th Avenue and continuing south to the terminus of Escondido Boulevard at Centre City Parkway and Verda Avenue. Compared to other parts of the city, the Planning Area, which occupies less than 9% of the city area, is relatively densely populated with approximately 16% of the City's population. Escondido Boulevard was originally known as Nutmeg Street during the early 1890's and was one of the town's main thoroughfares. It also served as the stage route and primary access to San Diego. During the 1920's, the name was changed to San Diego Boulevard. When Hwy. 395 (Centre City Parkway)

was completed in the mid 1940's and became the main north/south highway, San Diego Boulevard was changed to its current name, Escondido Boulevard. Escondido Boulevard is traditionally characterized by a wide variety of uses including commercial, office, motels, multi-family and single-family residences. Although the number of uses along the boulevard has expanded, and newer and larger commercial centers have been developed, the mixed pattern of land uses has changed very little over the years. This can be seen in the number of historic structures along the boulevard. Recent public improvement projects (CIP) have taken place to improve South Escondido Boulevard between 6th and Felicita. The CIP project included new sidewalks, under-grounding of overhead utility lines, streetlights and tree planting. In addition, public art pieces and murals were installed along the Boulevard. Funding from the Community Block Grant was also used to improve Orange Street (2nd Avenue to Orange Place) within the residential area of the neighborhood.

The Design Guidelines are intended for commercial and mixed-use developments along the South Escondido Boulevard commercial corridor, between 6th and Vermont Avenue/Sunset Drive and the adjacent western residential neighborhood. These areas are identified in the General Plan as the South Escondido Boulevard Corridor Area Plan and the Centre City Parkway Residential Area Plan respectively.

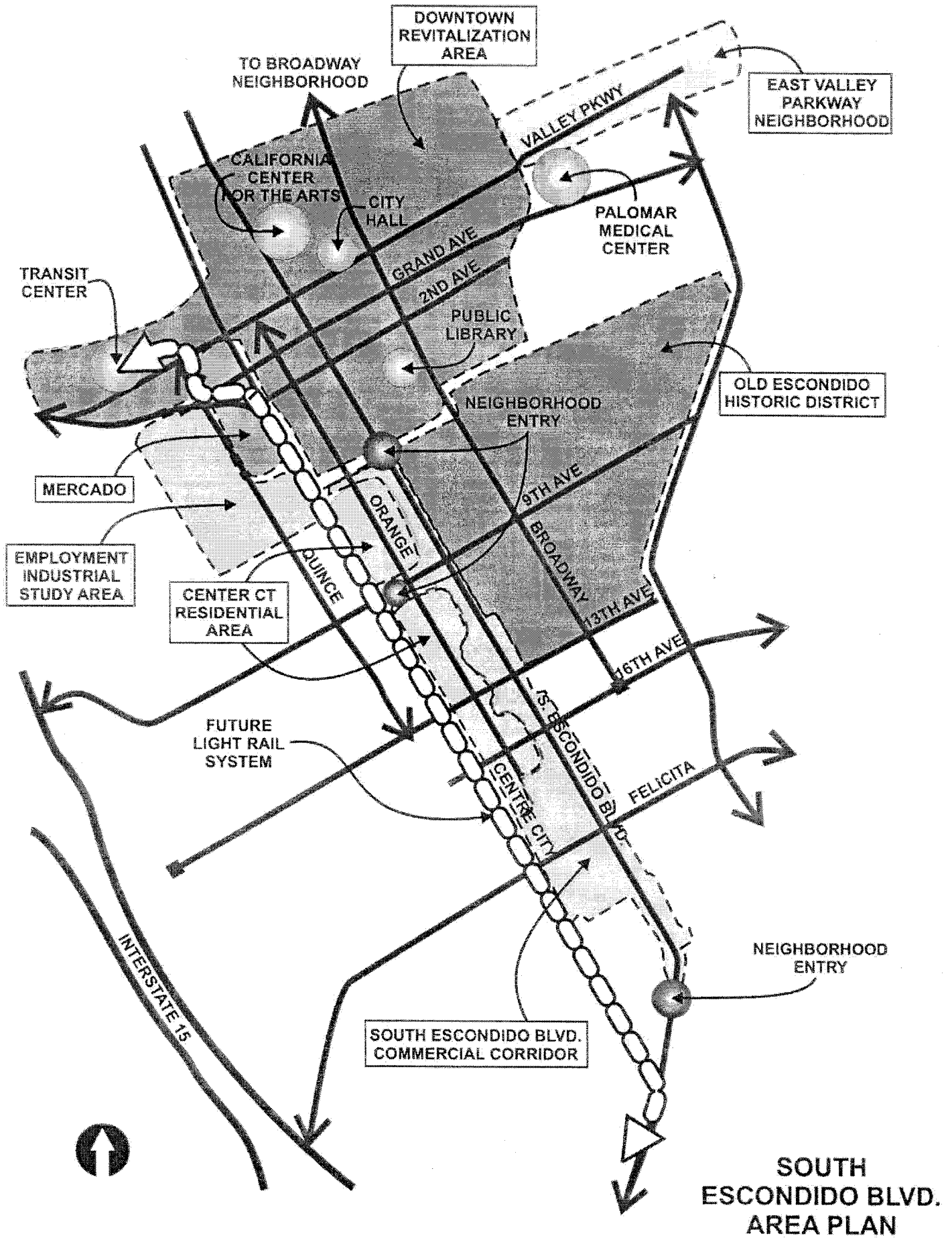
Objectives

These performance based design guidelines aim at encouraging innovative, creative and diverse design solutions for commercial, residential and mixed-use projects, consistent with the intent and regulatory requirements of the South Escondido Boulevard Neighborhood Area Plan and the Escondido Zoning Code. Quality of project design and the findings of consistency will be determined by the Design Review Board (DRB) based on achieving the optimal balance of these performance objectives.

Intent

These Guidelines are intended to assist property owners, design professionals and project contractors in the planning for their projects. The Guidelines are also intended to assist the Neighborhood Planning Group and the DRB with project review and making recommendations to the Director of Planning and Building. Although these guidelines are applicable to new developments, they recognize the built-up environment of the South Escondido Boulevard neighborhood as one of the oldest in the Community. The guidelines, therefore, encourage incremental enhancement of the existing local architecture through façade and site improvements. The Guidelines also encourage enhanced architectural design and sites planning for in-fill development, which are compatible with the surrounding development.

The Guidelines address the visual image of all buildings, including those within the commercial and residential areas. The Guidelines describe treatments to the building envelope, which encourage a well proportioned, visually interesting building on all visible sides emphasizing principal building entrances, and architectural details, which promote the building's visual interest.



Applicability

These Design Guidelines are applicable to all Commercial, Residential and Mixed-Use projects within the South Escondido Boulevard Neighborhood, particularly those that are visible from public street, alley or other public space. These projects include new developments, site modifications, additions, remodeling, building signs, façade improvements, a conversion and/ or a change of use, rehabilitation, and legalization of non-conforming uses.

These Guidelines are meant to be used, as guiding principles that, when followed, will result in a sound design that enhances the neighborhood physical appearance and character. In situations where any particular design aspect of a project is not addressed by these Guidelines, the Design Review Board (DRB) will make finding of the project's consistency with the prevailing architecture in the area.

Administration / Procedures

Most design review projects require the issuance of a building permit. Therefore, no building permit should be issued for any project, where design review is applicable (see Applicability above), unless reviewed and approved by the DRB. The DRB review may be carried out informally (conceptual) or formally:

- **Neighborhood Review:** A Neighborhood Council composed of neighborhood business owners; residents and property owner volunteers may provide comments and evaluate any projects' compatibility with the Neighborhood Plan and the Guidelines. The South Escondido Neighborhood Group maintains a proactive disposition 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 South Escondido Boulevard Neighborhood Council.
- **Informal / Conceptual Review:** The applicant may elect, prior to the preparation of final architectural drawings, to consult staff and the DRB regarding the design concept'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:** Requires formal submittal of all final exhibits (see Submittal Requirements). At this stage, the DRB will make its final finding / recommendation to the Director of Planning and Building. The DRB 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 his/her representative the Design Guidelines, the submittal requirements and the anticipated date of the DRB review of the project. Staff would also advise the applicant of previous DRB recommendations regarding similar projects.
2. **Formal Submittal:** At this stage, and at least 3 weeks before the DRB meeting, the applicant submits all the required exhibits as described below:
 - 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 should 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 elevations.

For items to be shown on the above exhibits (i.e.: site plan, landscaping, floor plan, elevations, etc.), please refer to the Planning Division permit application specific for your project (Plot Plan, Conditional Use Permit, etc.).

3. **Appeal:** Staff and or the DRB may reject any plans not submitted in accordance with these Guidelines. If a project is rejected and / or denied, the DRB and/ or staff will detail the criteria of its decision in a form of DRB Minutes of Action that are issued following each DRB meeting and mailed to the applicant. The DRB decision may be appealed in accordance with Section 33-1362 - Article 64 (Design Review) of the Escondido Zoning Code.

Definitions

- Articulation:** References to the manner in which the surfaces of the structure come together to define its shape and volume. Articulation could be achieved through differentiation of adjacent surfaces with a change in materials, color, texture or pattern.
- Building Envelope:** Describes a spatial area or a volume, which its boundaries enclose the outline of the building mass.
- Building Mass:** Describes the 3-dimensional form (cube, cylinder, cone, box-like, etc) of the structure.
- Balance** Refers to symmetry or asymmetry of a building façade, as well as one element or a mass of a building (e.g.: tower element) to an adjacent structure to the rest of the structures on-site.
- Context / Surroundings:** Referring to the prevailing / existing urban character of the area in terms of architecture (style, color and material and detailing), site planning (location of existing structures, orientation of various site elements, etc.) and mass and scale.
- Defensible Space:** "Is a surrogate 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), which inhibits crime by creating a physical expression of a social barrier. (Defensible Space – Crime Prevention through Urban Design Oscar Newman, 1973)
- Design Review Board (DRB):** Members of the Community formed in accordance with Article 64 (Design Review), Section 33-1351 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 shall be able to evaluate the effects of the proposed developments upon the surrounding area."
- Neighborhood Planning Group:** A group of member of the community selected by the Neighborhood to review development projects in the neighborhood. The group reviews project on as needed basis and make recommendation 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)
- Renovation** Making changes to the building in order to make it suitable for current users' needs.
- Rhythm:** Referring 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:** Referring 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.

Design Guidelines

1.0 Site Design

Site design guidelines address the on-site arrangement of the project's components such as building location and spaces between buildings, parking, landscaping areas, public and private spaces, pedestrian ways, entry points and accessibility, security and safety /defensible space, signage, etc. Building location will be reviewed through the site plan approval process to ensure an appropriate, functional relationship between the street, the building and other site elements. This will encourage a closer connection between the building [or portion(s) thereof] and the street, and will also consider the location of parking/service areas and adjacent land use. Site Design Guidelines are divided into four major components: General Site Planning Guidelines (items 1.0-01 through 1.0-06), Parking Areas Guidelines (items 1.0-07 through 1.0-13), Site Security Guidelines (items 1.0-14 through 1.0-18) and, Streetscape Guidelines (items 1.0-19 through 1.0-22).

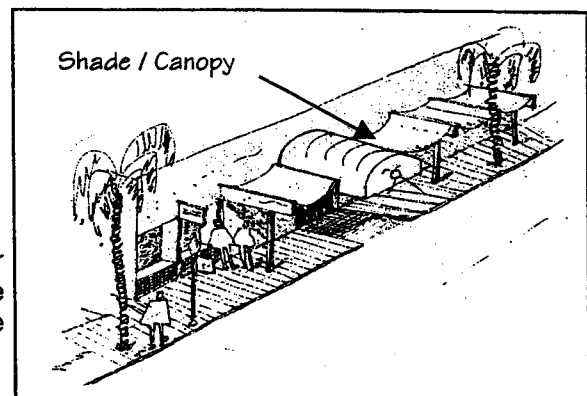
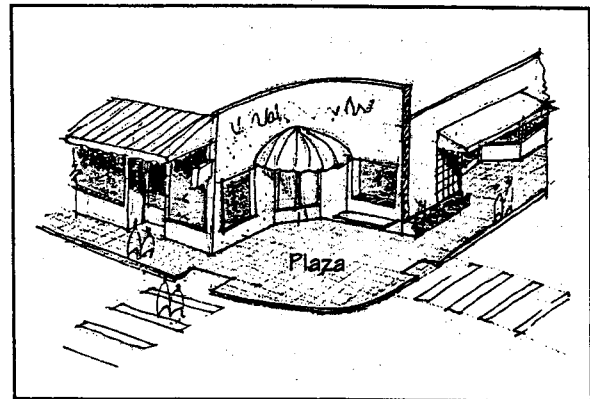
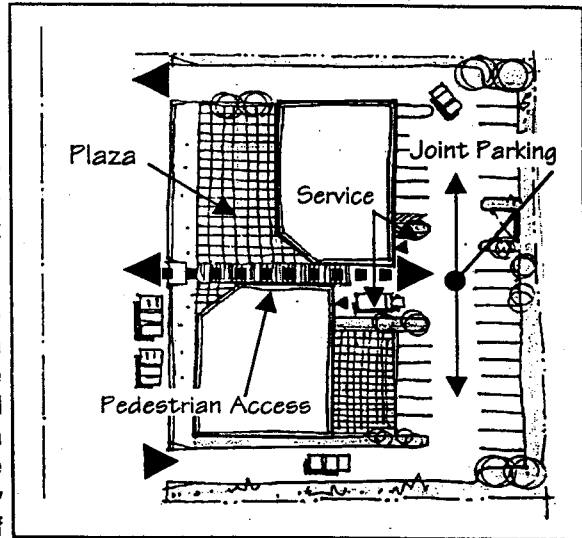
1.0- 01 The placement of structure(s) on site should complement other site elements. Do not orient undesirable elements (service areas, trash enclosures, mechanical equipment, etc.) toward the main facade, entry points or usable open space of contiguous buildings. Loading, garbage facilities, and other service functions should be screened and buffered from the adjacent residential properties and the public street.

1.0- 02 In order to enhance traffic (pedestrian & vehicular) flow, minimize the number of driveways on South Escondido Boulevard while enhancing the efficiency of the existing ones (utilize directional signage, decorative pavement, curb return with handicapped access, etc.). The reduction in the number of driveways may be achieved by interconnecting parking lots through the use of shared driveways and joint parking when possible.

1.0- 03 A sense of entry should be created at each site driveway. Building entry points should be emphasized (use of entry plazas, enhanced paving, recesses and / or projection, etc. to delineate entry points). The use of decorative / stamped-concrete driveway approaches and/or embellished landscaping will assist in creating this theme and identifying entries. Principal building entrances, particularly for commercial and high-density residential buildings, should be prominent and located as close to parking and pedestrian drop-off areas as possible.

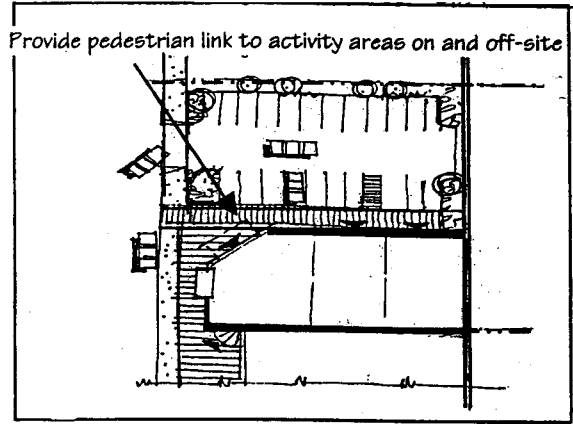
1.0- 04 Encourage pedestrian circulation by incorporating inducing elements such as covered walkways, patios/courtyards, arcades, awnings, porticoes and arcade/colonnades, pedestrian oriented signage, public art pieces, etc. Building portions adjacent to pedestrian circulation must be human-scaled and rich in details.

1.0- 05 Link the structure to the street, walkways, other buildings and vehicular circulation. Also provide pedestrian link to activity areas on and off-site



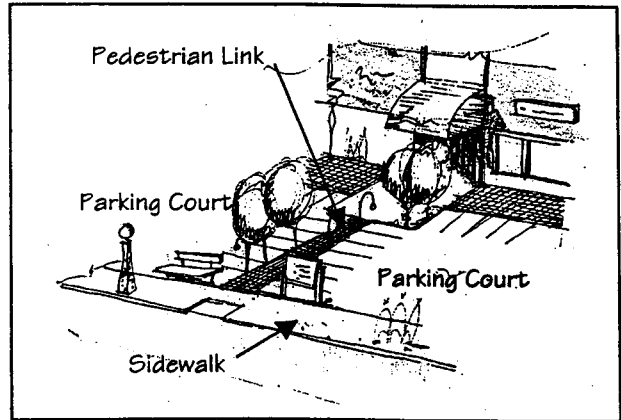
(sidewalks, building entrances, entry plazas, open spaces, etc.). Cluster buildings around pedestrian areas and common open spaces rather than parking.

- 1.0- 06 Service areas for delivery, loading, and garbage pick-up are encouraged to be coordinated to reduce vehicular interruptions along the public street and within parking areas, and to be screened from public view. Where solid screens are provided, their materials should be similar to those of the building's exterior finishes. The location of service area entrances along major exterior roads should be discouraged. It is preferable to locate these off side streets or service driveways or at the rear of the building.



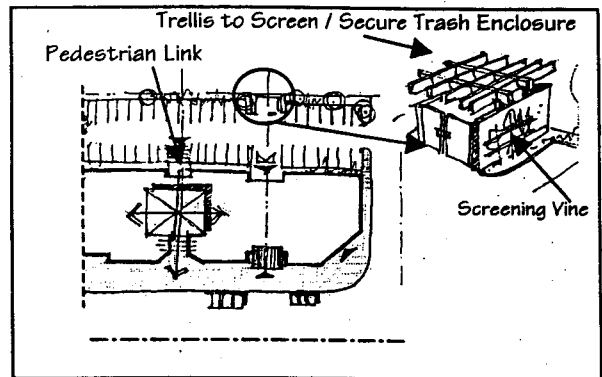
Parking Areas: The ability to provide convenient vehicular parking for the use of customers, employees, residents, and visitors will contribute to the overall success of the neighborhood. On street parking on interior local roads would provide convenient parking for short-term destinations in the community. Furthermore, on-street parking may serve as "traffic calming" measures, by reducing overall traffic speeds as vehicles maneuver in and out of parking spaces. The Parking Guidelines address the provision of parking in a number of ways, with the objective of preventing parking from becoming a dominant physical element.

- 1.0- 07 To reduce the appearance of large expanses of asphalt, surface lots should be sub-divided into smaller parking "courts." Elements including landscaped traffic islands, paved walkways, light standards, etc could be used to define smaller areas within surface lots.



- 1.0- 08 On a case-by-case basis and in junction to or subject to prior approval, a reduction in the required amounts of surface parking could occur through the sharing of parking facilities between adjacent properties, particularly on evenings, weekends or other off-peak periods.

- 1.0- 09 Parking lot design should represent an extension of the pedestrian environment so that landscaping, lighting, walkways, and curbed traffic islands allow convenient and safe passage for pedestrians and vehicles. Parking lots should be designed to provide direct, well-lit pedestrian pathways to principal building entrances. A well-defined pedestrian walkway from each street frontage to the principal building entries should be provided through parking areas.



- 1.0- 10 Designated handicapped parking spaces should be located as close as possible to barrier-free building entrances. All designated handicapped parking spaces and curb ramps should be clearly identified.
- 1.0- 11 Screen parking and service areas (loading/ unloading, storage, and trash enclosure areas) from the street by means of berming, hedges and low screening walls.
- 1.0- 12 In order to ease congestion and ensure continuous uninterrupted pedestrian circulation, secondary entries to parking areas via alleyways are encouraged. Where possible, parking behind building may be provided (see Site Security).

1.0- 13 Provide simple and clear directional signs. Light standards in the parking lot should be provided at the pedestrian level along walkways and at higher levels for security and vehicular circulation.

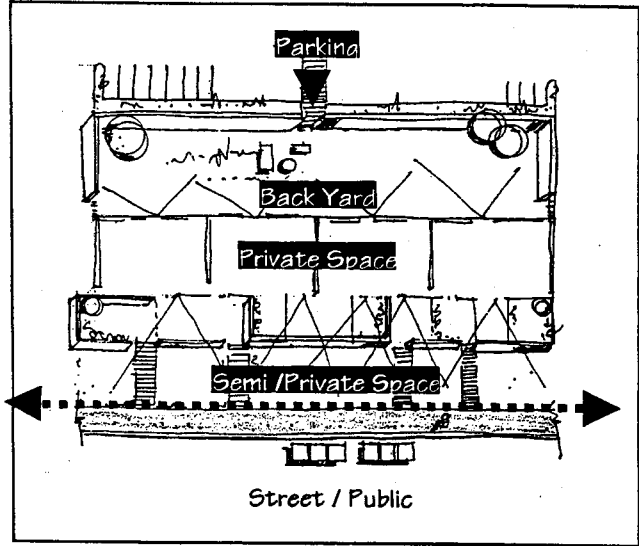
Site Security:

1.0- 14 Provide unobstructed view to key building areas (entry / exiting points, store front display area, etc.) from the public right-of-way.

1.0- 15 Strategically place (distribute) screening elements (landscaping, walls) in a manner that allows direct view to the key building areas.

1.0- 16 Special attention should be given to building placement / composition in order to avoid the creation of obscure / dark isolated areas.

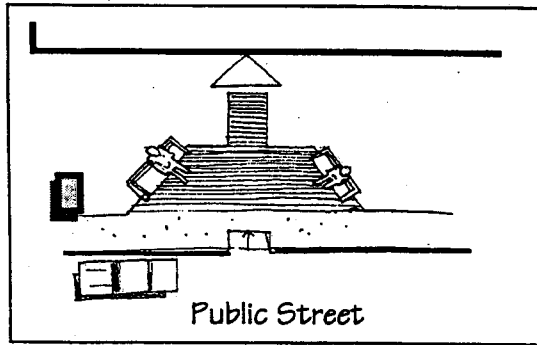
1.0- 17 Service areas should be designed to allow for informal surveillance from surrounding areas and streets.



1.0- 18 All bicycle racks and benches other pedestrian oriented site amenities/features should be located in open, well-lit parts of the site with direct view from public areas.

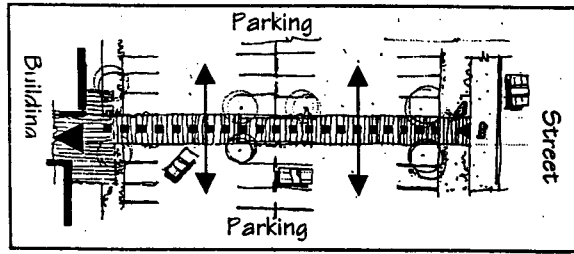
Streetscape: A variety of streetscape treatments will contribute to the character and interest of the community and encourage active use of the streets throughout the day and evening. The streetscape can also provide an attractive, comfortable pedestrian environment by promoting pedestrian activities. In applying the following recommendations (See also Sec. 3.0-Landscaping), and in order to create a unified urban theme, the DRB should review project's streetscape components in terms of their context (surroundings).

1.0- 19 **Site Furniture:** Street furniture contributes to the definition of the streetscape theme. It consists of public art pieces, benches, bus shelters, planters, newspaper racks, kiosks, light fixtures, trash receptacles, bicycle racks, and other pedestrian amenities. Street furniture should be designed and use materials consistent with the overall streetscape and building design for the neighborhood.



1.0- 20 A hierarchy of streetscape treatments should be provided between the exterior roads defining the property and the interior local road system. At designated intersections and in conjunction with proposed developments, the use of special streetscape features could define these areas and create a sense of arrival into the project/site.

1.0- 21 Site furniture should be strategically located so as to maximize both its visibility and functionality (meeting areas and pedestrian resting-places). Seating is encouraged to provide rest and gathering place. Incorporate seating into ledges, walls and planters.



1.0- 22 Details such as paving materials, furnishings, and pedestrian lighting are elements, which, through the development of a consistent thematic design and through their repetitive use, will also contribute to the creation of a distinct and unified image for the streetscape.

2.0 Building Design

Buildings will be reviewed to ensure that their size, scale and mass are compatible with adopted zoning and design standards and properly integrated with urban character / context of the neighborhood. Special consideration should be given to the existing historic architecture of the area. Building design guidelines address massing and profile, color and texture architectural detailing and window treatment.

2.0-01 The design of each building should be assessed for its suitability for a given site and use, as well as for the overall compatibility with adjacent structures within the South Escondido Boulevard Planning Area and surrounding properties. Compatible buildings are not necessarily similar to each other. In order to achieve variety and individuality, emphasis should be placed on the urban context rather than similarity in building design. Compatibility between existing building(s) on site and along adjacent properties could be achieved through (but not limited to); similarity in scale and setback/separation from other buildings and property line; style and architecture; and, landscape and exterior material treatment, etc.

2.0-02 Building height should relate to the adjacent open space in order to achieve compatibility with the open space (sense of intimacy and enclosure) and allow maximum light and air to contiguous buildings. In general, ratio (1:3 considered acceptable – 1:6 is the absolute minimum) of building height to open space (public or private) should be maintained in order to create a sense of intimacy and enclosure (human scale). Building heights and massing should be determined relative to the scale, shadow impacts, and privacy of adjacent properties. Building massing should be scaled to integrate with neighboring properties, particularly where dissimilar land uses abut.

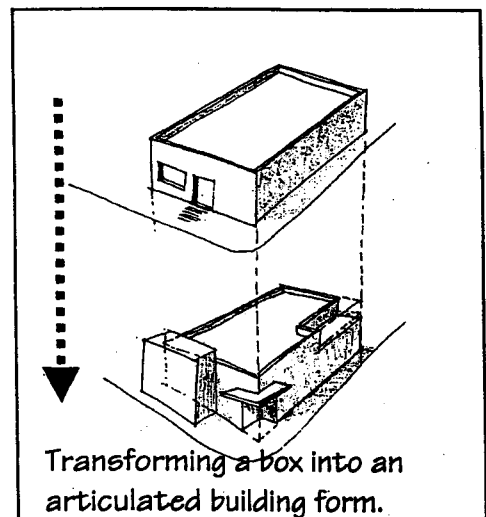
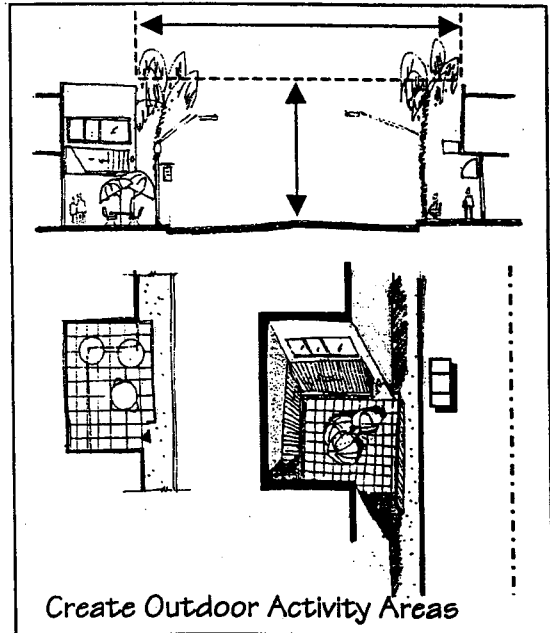
2.0-03 Avoid box-like building mass with large expanse of solid unbroken surfaces. Emphasis should be placed on details to create shade and shadow and solid / void effects on all building facades (recesses, pop-outs, projections, overhangs, etc.). Provide variation in the face of the building by extending or recessing certain areas.

2.0-04 Building features, such as roof forms, towers, and other distinct building elements are encouraged. These elements create focal points and can be used to strengthen community identity; and, establish a "sense of place".

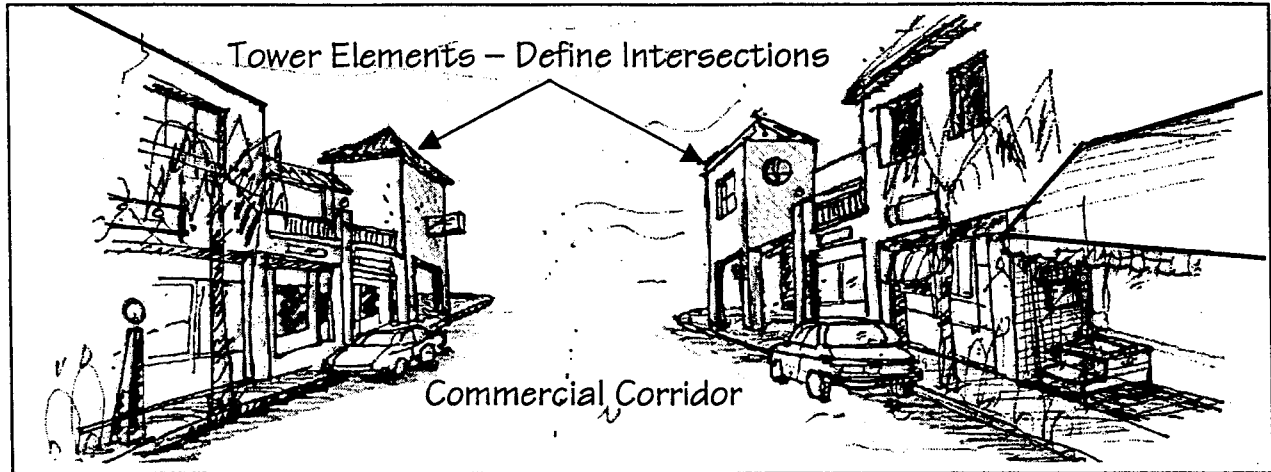
2.0-05 Maintain and preserve the historic shop-front character of the existing commercial buildings. Commercial uses along the Boulevard must maintain a storefront in order to encourage pedestrian movement and ensure the continuity of commercial uses.

2.0-06 Multiple-tenant or multiple-use commercial developments should be designed comprehensively to provide harmonious / uniform appearance.

2.0-07 Except for existing historic resources (e.g.: bungalows that are set back from the street edge, the bulk or mass of buildings in conjunction with setback lines should, where possible, establish a consistent streetscape to assist in defining a recognizable street edge.



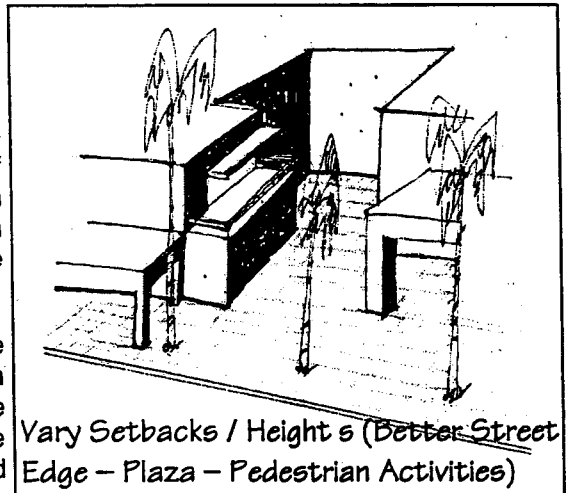
- 2.0-08** Buildings at an intersection or a street corner represent a focal identifying feature within the urban form. These buildings should employ wall projections, recessions, materials and other details, which would enhance the visibility and character of these locations.



- 2.0-09** Harmonious relationship between the new and existing building may be provided through the use of color, material and other design vocabulary. Provide a consistent building height along the street facade by recessing higher portions of the building to the rear of the site. In order to ensure continuity, any addition, expansion or exterior changes should carryout the same or compatible architectural theme (architectural style, color, materials, etc.).

- 2.0-10** Building entrances should be defined, visible and articulated. Use recesses, overhangs, lighting fixtures, graphics, change in the building form, etc. Provide well-illuminated areas for building entries. Entries from dark areas and deep building spaces should be avoided (see Site Security and Lighting Guidelines). Incorporate entrance canopies, awnings, and colonnades as well as other architectural means of providing weather protection and emphasizing access to the site/building.

- 2.0-11** Utilize common design scheme to relate main entry and secondary entries for the same building (business). Enhance rear and side building elevations and provide continuity between the primary and secondary facades. Rear and side facades should be consistent with the main building facade in terms of architectural style, proportion and other design elements. Shared design vocabulary between elevations is particularly important when side elevations are visible from the street.



- 2.0-12** Building facade color palette and materials should be compatible (but not necessarily similar to) with adjacent buildings and the overall color scheme of the area. Accent colors may be used to accentuate certain design elements. Roof materials/colors should also be consistent with the building materials.

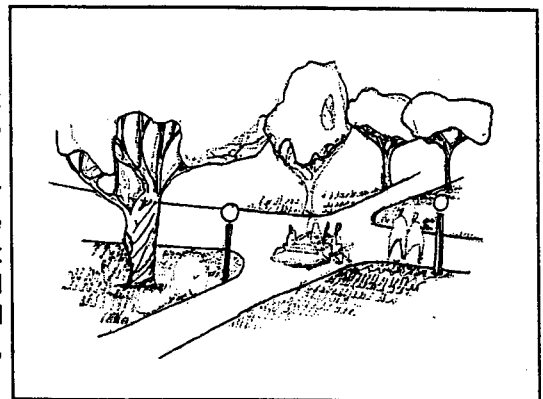
- 2.0-13** Vary roof and parapet height and avoid abrupt difference in building height and roofline. Roof top screening / walls should be high enough to conceal and screen equipment from public views (adjacent buildings, public thoroughfares, etc.)

- 2.0-14** Rooftop mechanical equipment and vents should be incorporated as an integral part of the building design wherever possible, by a roof framing and/or by integrating mechanical equipment into the overall building design. Roof top units and vents should be screened using materials complementary to the building.

3.0 Landscaping

Landscaping design concept will be evaluated in terms of the environment they create, and how landscaping compliments the project's architecture and site planning. Landscaping elements should be considered as part of the total architectural and site scheme and should not be used to hide or obscure the architecture of the project. Landscaping design guidelines address both on-site and streetscape elements (plant selection and layout, hard-scape and planted areas, pathways, screening, site furniture, etc.). Landscaping along Centre City Parkway public-right-of-way must conform to the adopted Centre City Parkway Master Landscaping Plan.

- 3.0-01 Landscaping should compliment project architecture and contribute to the definition of project elements including streetscapes and common open space areas. Plant selection and layout should also promote project unity and themes.
- 3.0-02 New development should incorporate the prevailing major landscape and other street scene elements (street trees type, street furniture, lighting etc.) of the project area.
- 3.0-03 Effective screening and landscaping should be provided along public thoroughfares (primary: e.g.: South Escondido Boulevard, Center City Parkway, 9th Avenue, and secondary: e.g.: 6th Avenue, 8th Avenue, Orange Street, Orange Place and the alleys). Perimeter buffers should be planted with a sufficient plant density that include drought tolerant non-deciduous trees and shrubs to break up public views into certain areas of the project (parking, service areas, trash enclosures, etc.). Deciduous trees may be used on-site for energy conservation purposes (provide shade during summer and solar access during winter).
- 3.0-04 Use landscaping to separate buildings from driveways and parking areas, separate pedestrian from vehicular traffic and to break down the expanse of surface parking areas. To introduce interest, consider meandering paths or sidewalks in buffers, where appropriate.
- 3.0-05 To encourage neighborhood compatibility, the DRB should consider adjacent developments and the effectiveness of perimeter buffers and internal landscaping during project review. To improve neighborhood integration and compatibility, solid front-yard perimeter walls should be avoided or used conservatively.
- 3.0-06 The landscape strip along the public right-of-way should be landscaped in a matter consistent with and similar to, the proposed landscaping on abutting private property. On-site landscaping buffer widths should be determined considering adjacent neighborhood setbacks.
- 3.0-07 Tree species should be high branching with open, loose canopies to allow views through to private commercial development. Coordinate location of landscape and plant materials so that (at maturity) they do not block view to signs and/or affect site security (see Site Security / Signage Design Guidelines).
- 3.0-08 Tree species should be selected for their hardiness, diversity, seasonal color and/or texture, should be used consistently within landscape existing/proposed and should be pollution-tolerant and require low maintenance. New trees should be planted along where there are significant gaps between existing trees, or replaced in the event of the required road and other site improvements.
- 3.0-09 Where feasible, streetscape elements (hardscape /planting) should be used to create a pleasant pedestrian environment for walking. Streetscape should incorporate elements that enhance pedestrian comfort, safety and visual interest and other amenities improvements should contribute to the pedestrian and landscaped character of the street through the use of pedestrian scale lighting, special paving, etc. These amenities could include public art pieces, decorative paving, lighting, planters, seating and public art, etc.



- 3.0-10 When perimeter walls must be used as part of the landscaping plans, they should be designed to relate to the neighborhood character (promote the sense of openness, while defining secure defensible areas) and the project's architecture. Walls and landscape screening should preserve public vistas to desirable site features. To avoid monotony, perimeter walls should include design features such as "stepping" (including vertical and horizontal staggering) wall-base landscaping and other details to provide architectural interest.

4.0 Outdoor Lighting Design Guidelines

On-site lighting includes lighting for all parking areas, vehicular and pedestrian circulation, service areas, building exteriors, landscaping, security and special effects. All lighting should comply with the Outdoor Lighting Ordinance (Escondido Zoning Code Article 35). Lighting mainly serves two purposes:

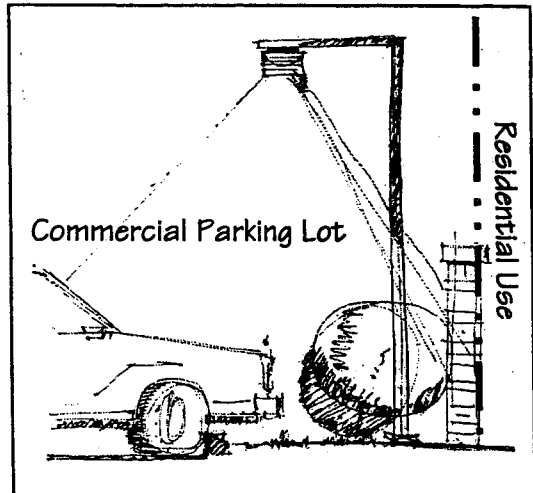
- **Functional:** To provide for safe, secure and efficient use of the various site elements (walkways, parking areas, service areas, etc.); and to advertise (e.g.: signage and logos).
- **Aesthetic:** To enhance the architectural design of certain building details and accentuates the site landscaping elements to create desirable special effects.

4.01 Use indirect lighting to enhance the architectural design of the building (accent lighting/color: concentrate on certain detail or soften blank surface, etc.).

4.02 Use lighting to illuminate signage, pedestrian and vehicular pathways, and to emphasize activity areas and/or unique features on site.

4.03 Use pedestrian level lighting to provide lighting for steps and ramp areas, pedestrian congregation areas, walkways and site furniture.

4.04 Lighting along pedestrian pathways should be mounted at lower "human scale" heights for security reasons and to create an inviting pedestrian environment.



4.05 Lighting must be shielded in order to reduce the glare effect of upward intense lighting on the Palomar Observatory. In order to avoid off-site spillover across property lines, all perimeter lighting fixtures must also be shielded. Light levels should be reduced after business hours to minimize impact on surrounding neighborhood.

4.06 In order 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 area should be eliminated (allow transition in lighting to facilitate eye adjustment). Exterior building lighting should be subdued so that it does not create light hot spots in the overall site lighting scheme.

4.07 In order to enhance site security and safety, special attention should be given to certain key areas on the site (entry point, rear service areas, trash receptacle, loading area, etc.) by strategically placing lighting fixture with adequate illumination intensity along these areas.



5.0 Residential Design Guidelines

The residential sector (the Centre City Parkway Residential Neighborhood) of the South Escondido Boulevard is predominantly a single-family residential neighborhood. However, the General Plan and the underlying zoning allow for the development of high-density residential projects. Therefore, the compatibility of future new multi-family and in-fill projects with the existing neighborhood character is a major element of the Design Guidelines. For higher density projects adjacent to existing developments, the DRB should review site plans and preliminary design early in the process before engineering is completed and architecture is designed to make a finding of a harmonious relationship with existing and proposed developments. The DRB should consider aerial photographs, site plans and/or photographs of adjacent neighborhoods, preliminary building elevations and other materials in its evaluation of project proposals.

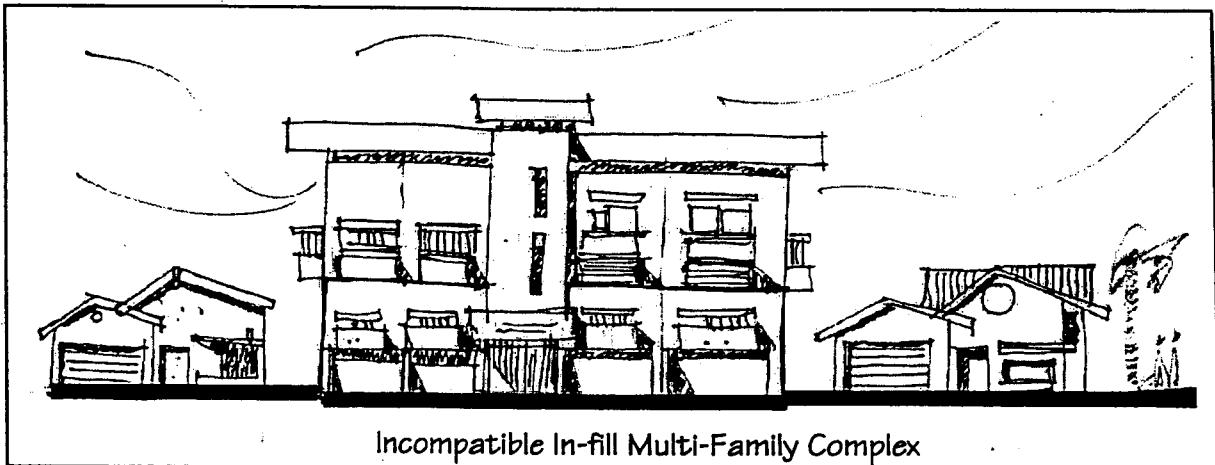
Goal

- Create a desirable and safe living environment.

General

Project design should avoid long monotonous rows of houses and garage door streetscapes. Consideration or inclusion of innovative design features such as varying roof lines, rear garages with living space in front and side yard encroachments, zero lot lines (where allowed), opposing angles, arbors, porches, balconies, trellises, overhangs, projections and solar orientation may benefit the project.

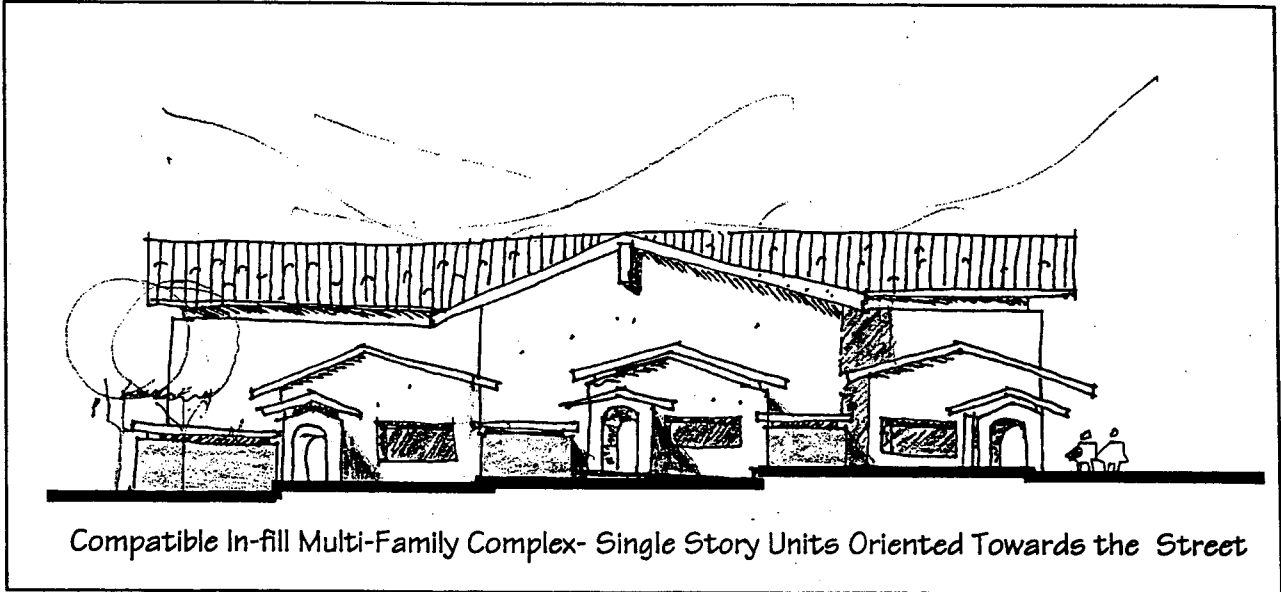
- 5.0-01 Project siting, layout and design should consider neighborhood context, views from primary and secondary streets, and other important public locations.
- 5.0-01 Height, bulk, mass and setbacks of new in-fill multifamily projects should be compatible with existing surrounding single-family residences. Building setbacks should be equal or greater to those prevailing along the street frontage. Buildings with greater height may require increased setbacks.



- 5.0-02 Front yard setbacks should be devoted for landscaping and pedestrian use. To the extent possible, locate off street parking in the rear with alley access.
- 5.0-03 To create an attractive and pedestrian-oriented character, specific attention should be given to the location of garages for residential buildings. Residential building forms, which maximize the placement of the habitable building face along the lot frontage and minimize the dominance of the garage and/or driveway, are encouraged. Shared access between abutting properties should be encouraged where pedestrian access is provided in a side yard.

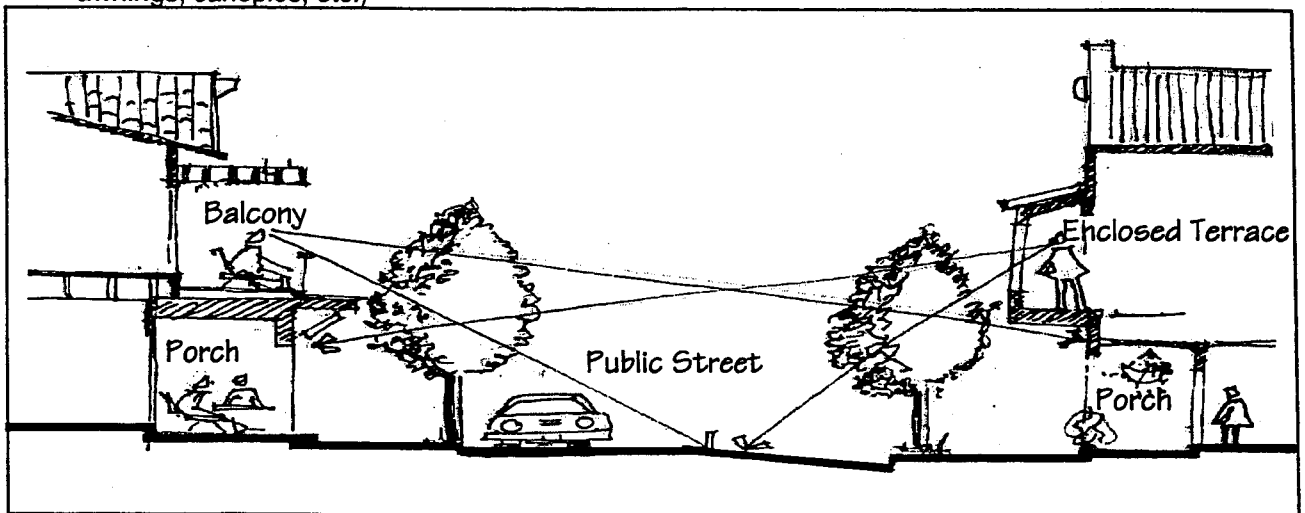
5.0-04 Multi-family projects should be designed to minimize the appearance of large rectangular box form.

- Avoid long unbroken continuous building facades.
- Offset floor setback may be provided to articulate the building mass and create a usable upper-level open space.



5.0-07 Incorporate balconies, porches and patios within the building form particularly along the street facade. Covered front porches, appropriate to the building's architectural style, are encouraged for residential dwellings and should be treated as outdoor rooms for sitting and socializing.

5.0-08 The use of dormers, turrets, pergolas and roof terraces/gardens is encouraged. Articulate individual units in order to reinforce the sense of identity and ownership. Each unit should be individually recognized through the incorporation of design elements (color, porch design, awnings, canopies, etc.)

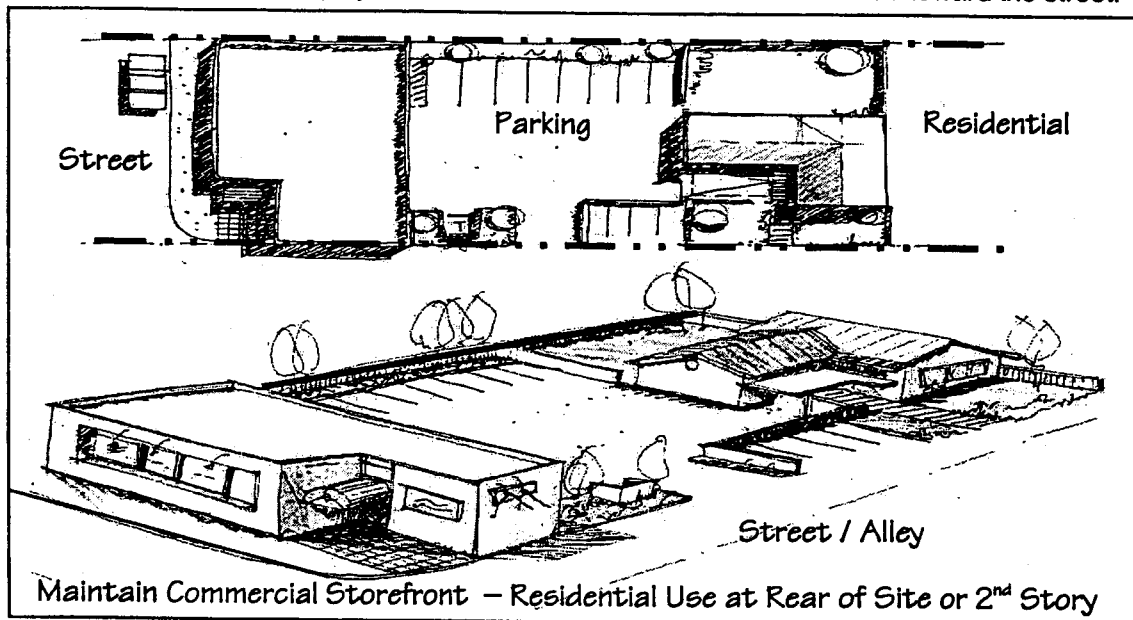


5.0-09 In order to promote the sense of territory and enhance the safety of the neighborhood (surveillance of street and common shared areas), orient internal living elements (living rooms, nooks, dining area, kitchen, etc.) of the units to the public space outside (street) and inside the project (common open space areas). Open spaces should be designed to be safe and secure, allowing people to monitor their surroundings.

6.0 Design Guidelines for Mixed Uses

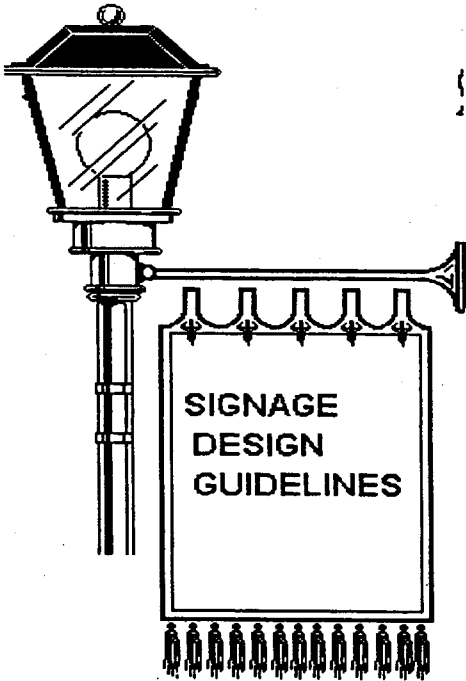
Mixed-use development enhances the urban character of the neighborhood by providing opportunities for work/live arrangements, reduction in automobile trips, a more efficient use of transit facilities, and creates a more livable street scene. Mixed-use projects are encouraged along the commercial corridor and may be introduced into the residential sector (residential serving uses such as day-care, home occupation office uses, etc. pursuant to the Land Use section of the Area Plan) of the neighborhood. Commercial and residential Design Guidelines sections (site planning and building architectural design) are also applicable to residential and commercial components of the 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.

- 6.0-01** The overall design concept of the mixed-use development should be consistent with the neighborhood character / overall design guidelines.
- 6.0-02** In order to assure continuity of street scene and to preserve pedestrian orientation, commercial components of mixed use projects, storefront elements should be oriented toward the street.



- 6.0-03** Encourage pedestrian circulation by including covered walkways, patios/courtyards, arcades, awnings, porticoes and arcade/colonnades, pedestrian oriented signage and lighting, etc. Building portions adjacent to pedestrian circulation must be human-scaled and rich in details.
- 6.0-04** When residential and commercial uses are provided on the same site (or structure), separate entrances should be provided for each use. Careful consideration must be given to the location of service areas (loading/unloading), and customer vs. resident parking facilities.
- 6.0-05** In commercial/residential mixed use projects, appropriate recreational / open space amenities should be incorporated into the development to serve the residents. Open space location and accessibility intended for resident use should not be accessible from commercial areas.
- 6.0-06** Service areas for commercial uses should be completely screened from residential areas and located far away to minimize potential noise and odors.
- 6.0-07** The mix of uses should be coordinated to ensure compatibility among tenants to limit noise and traffic impacts on adjacent suites as well as surrounding properties. The scale and mix of uses as well as hours of operation and truck traffic deliveries should be controlled so that truck and other heavy equipment traffic do not impact residential and/or other noise sensitive uses on site and within adjoining properties.

7.0 Sign Design Guidelines



General Guidelines

Signs in the South Escondido Boulevard Neighborhood should contribute to the overall design quality and theme/character of the Boulevard. The Neighborhood Plan's goal is to promote a quality visual environment by allowing only signs, which are compatible with their surroundings and which effectively communicate their message. Signs in the South Escondido Boulevard Neighborhood should advertise a place for business or provide direction or information.

Design, color, materials and placement are all important in creating signs that are architecturally attractive and integrated into the overall site and building design. Good signs communicate their message well, are easily seen by people and relate harmoniously to the building and site they are placed on or near. The unique nature of the Boulevard and surrounding older and historic neighborhoods requires the preparation of signage guidelines, which reflect the character of the neighborhood. The following Guidelines give criteria for creating well-designed signs:

Colors

- Background / Building Facade as a Backdrop: Sign colors should be compatible with building colors. A light background matching the building (or the wall of the building as a backdrop) with contrasting (e.g.: dark) lettering to create a good visual effect.
- Number of colors: Unless approved by the DRB, no more than two primary colors should be used on a sign. A third secondary color used for accent, a logo, a shadow detail, etc., may be incorporated.

Words & Symbols

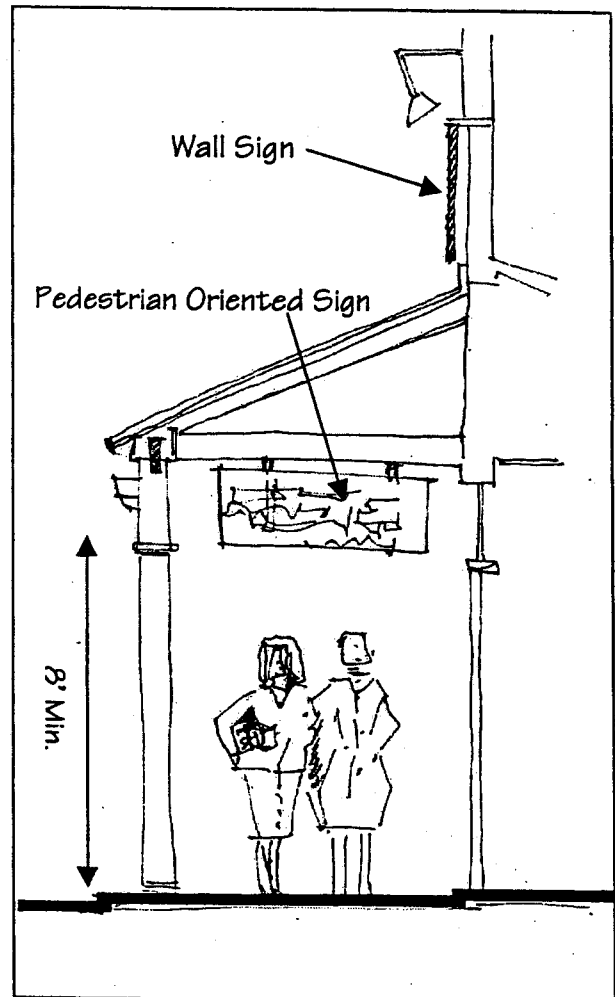
- Fewer words make a more effective message. Use symbols and or/logos (particularly those recognizable to the public) to reduce the amount of text / wording on the sign.
- As a general rule, letter should not occupy the majority of the sign's area. Incorporate symbols and other graphics to enhance the sign design. Signs with unique design/graphic convey an appealing and lasting image.
- Avoid hard-to-read typefaces. The letter style/font size should be appropriate to the business type and architecture of the building.

Illumination There are two methods of illuminating signs: Internal with the light source inside the sign & **external** with an outside light directed at (indirect lighting) or behind the individual lettering (back lit) of the sign.

- The primary business sign and address shall be lighted or self illuminated and visible from the street.
- Lighting of signs adjacent to residential areas should take into consideration the effects of lighting on the residences. Avoid strong / bright and glare emitting and flashing/animated signs.
- Backlit and indirect method of lighting is encouraged.

Scale / Size

- All signs and their support structures should be of an appropriate size, scale and proportion to the building or area of the building (facade) that the sign relates to. Signs should be consistent with the proportion and scale of building elements.
- Ground level signs should be smaller than those on higher level. Pedestrian oriented signs should be smaller than automobile oriented signs.
- Signs should establish rhythm, scale and proportion in the building facade. Sign placement on a facade should complement building elements rather than block them.
- Where buildings contain several tenants, sign shall be of similar size and placed in similar locations.
- The graphic imagery of the signage shall relate to the building design and to each other (form, style, lettering, colors, etc.).
- Keep the overall shape of the sign simple so as not to detract from the message
- The placement of signs provides visual clues to business location & affects the overall appearance of the building / people's perception of the business image (too many temporary signs may indicate temporary unstable business). Limit the number of signs to a combination of three types only (e.g.: wall sign, window/glazed & canopy signs).

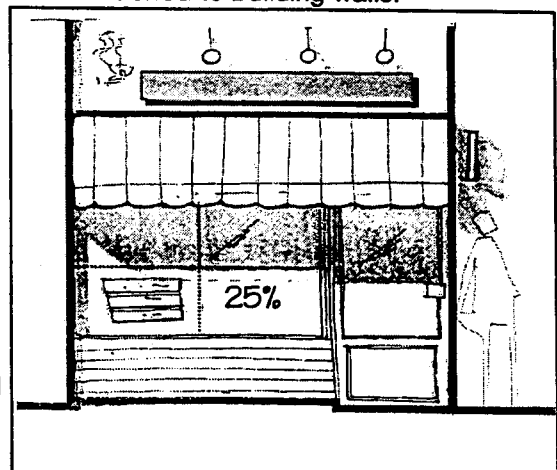


Wall Signs (or Building Signs): A sign painted on, attached to, or erected against the wall (including a parapet, a mansard or a canopy) of a building or structure

- Internally illuminated can sign may be allowed. Individual channel letter signs are encouraged.
- Wall signs shall be limited to one per business on each wall of the business that has a major entry, or display windows on a street or parking lot.
- Wall sign shall be centered (where facade configuration is permitting) horizontally and vertically over the storefront and shall mounted parallel to the wall surface.
- No paper poster signs (or similar temporary sale signs) shall be attached to building walls.

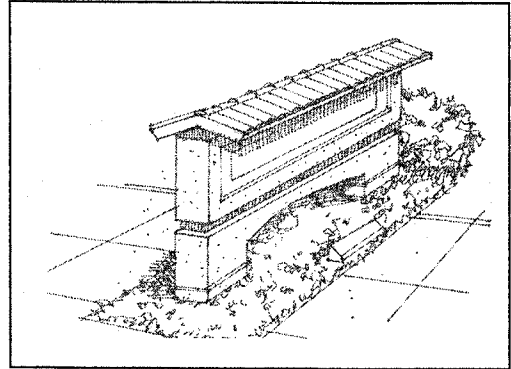
Window (Glazed Area) Signs: Window or glazed area signs are intended to identify the business and may include additional information such as hours of operation

- Window sign shall not exceed (or obstruct) 25% of the glazed window area.
- Merchandise or other display items shall not be affixed or attached to the glazed area.
- Poster signs: In order to reduce window and building clutter, no paper poster signs that are not displayed in a permanent frame shall be allowed. An example would be paper sale signs taped to a storefront or window.



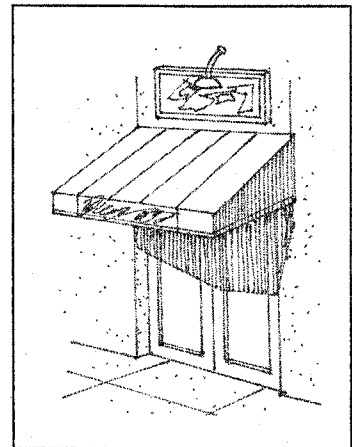
Freestanding Signs: A sign, which is permanently supported on the ground and not attached to any building and does not exceed 6' in height; except that commercially zoned parcels with direct access onto Centre City Parkway may have one freestanding sign as allowed by the Centre City Parkway Landscape Master Plan and the General Commercial zone pursuant to Zoning Code Section 33-1395.2.

- No pole sign shall be allowed, except as may be allowed by the DRB for commercially zoned parcels with direct access along Centre City Parkway.
- The sign architectural features (colors, material & lighting) shall be compatible with those of the site and existing business.
- The sign shall be located in a manner not to block view of pedestrians and drivers especially next to entry driveways.



Awning Signs: An awning sign is a sign on or attached to an awning or temporary retractable shelter constructed of non-rigid materials on a supporting frame, which is attached to the exterior wall of the building. These signs are allowed within the Commercial Corridor.

- Sign copy must be located at appropriate area (awning skirt, centered, etc.) on the awning.
- Sign message shall be limited to the business name; logo and/or street address and shall be proportional with the awning.
- Adequate vertical clearance (Fire & Building Codes - Minimum of 8') shall be provided.



Banners, Flags, Pennant, Balloons: Banners, props & flags include cloth, plastic, or other flexible materials used for advertising purposes or to attract attention. They normally attached to or suspended from any structure, staff, pole, line, framing or vehicle. Banners & flags create festive atmosphere and promote pedestrian activity along the commercial corridor.

- The materials used shall be tested and shown to have long life expectancy and resistance to the elements.
- Banners, flags and other attention-getting devices are permitted along the Boulevard commercial corridor subject to the discretion of the Neighborhood Design Review Committee.
- Banners (other similar devices) shall be kept in good repair & be replaced when fading or deteriorated.

Canopy / Marquee Signs: A canopy or a marquee is a permanent structure extending A canopy sign is a sign attached to the underside of a projecting canopy or a marquee. Canopy signs provide pedestrian scale and can enhance building fronts.

- Adequate vertical clearance (Fire & Building Codes - Minimum of 8') shall be provided

Freestanding Sidewalk Signs: A type of portable (not permanently attached to a structure or to the ground and are designed to be easily moved) sign placed along the sidewalk in order to direct pedestrian traffic to a business nearby, particularly those with no direct frontage along the commercial corridor.

- Sidewalk signs may be allowed along South Escondido Boulevard main commercial corridor and must be kept outside the public right-of-way.
- Sidewalk signs shall be constructed of durable materials to withstand inclement weather and shall be designed to be self-supporting and placed on the sidewalk in a stable manner.
- The sign shall not have sharp edges or corners.
- Sidewalk signs must be taken indoors when business hours are finished each day.

Signs in the Residential Area: Design, color, materials and placement of signs in the residential area are all important in creating signs that are architecturally attractive and integrated into the overall character of the neighborhood. Signs in the residential should relate harmoniously to the building and the neighborhood. Size location and number of permitted signs are regulated by the Citywide Sign Ordinance.

- The sign architectural features (colors, material & lighting) shall be compatible with those of the site and the design of the existing residences.
- Unless deemed appropriate by the DRB, internally illuminated signs are discouraged
- The sign shall be located in a manner not to block view of pedestrians and drivers especially next to entry driveways.
- Sign message shall be limited to the residential complex's name, logo and/or street address and shall be proportional with the architectural scale and frontage of the site. Size of sign(s) is limited by the Sign Ordinance. The DRB may, on a case by case basis, further adjust the physical proportions of the sign to achieve compatibility with the proposed and /or existing structures/setbacks in the area.

South Escondido Boulevard Neighborhood Plan

SIGN STANDARDS FOR COMMERCIAL USES

Use of Sign	Type of Sign	Maximum Number of Signs	Maximum Sign Area	Maximum Height	Other Standards (in addition to the Sign Design Guidelines)
Business Identification (No more than three types of signs shall be allowed per business) <u>THE TOTAL SIGN AREA PER BUSINESS =</u> <u>1 SF OF SIGNAGE PER 50 SF OF BUSINESS OR LOT AREA</u>	Freestanding (Monument Sign)	One freestanding sign per business or lot.	50 SF*	6' High (including the sign base).*	<ol style="list-style-type: none"> All freestanding signs shall be located in a landscaped planter area with no portion of the sign extending beyond the planter. All freestanding signs must be of monument type.* Copy shall be limited to building identification and or/major tenant identification. Internal illumination is permitted for channel letters only.
	Wall Sign	One sign per building frontage.	50 SF per individual sign per business.	Letter height shall be limited to 18" maximum.	<ol style="list-style-type: none"> Individual letters are encouraged for wall signs. Can signs are discouraged. Internal illumination is permitted. No painted poster signs shall be permitted. Maximum letter height is 18". Wall signs shall not occupy more than 80% of the façade frontage.
	Awning	One sign per awning.	Limited to the area of the valance portion of the awning.	Letter height is limited to 6" inches.	<ol style="list-style-type: none"> The text shall be located only on the valance of the awning. Text shall be limited to the name & address of the business only.
	Under Canopy or Projecting	One sign per business.	6 SF with maximum width of 3'.	12' above sidewalk level (minimum height is subject to Fire Code - 8' min.).	<ol style="list-style-type: none"> In order to allow visibility and avoid blockage of adjoining business sign, maintain a 12' distance between projecting signs. Encourage the use of symbols/logo/pictograph. No internal illumination is permitted.
	Window	One sign per glazed area or window panel.	Limited to 25% of the glazed area (including any display).	Maximum height shall be limited to 2'.	<ol style="list-style-type: none"> Copy shall be limited to business name, address, phone number, business hours, etc. No product posters or other form of advertising shall be allowed. All signs must be located at the interior of glazed area. Letters may be painted or vinyl. Neon tubing/lettering is encouraged.
	Sidewalk Signs	One sign per business.	12 SF	4' Maximum height.	<ol style="list-style-type: none"> Sign shall be unilluminated. Sign shall be located outside the public right-of-way area and oriented to the pedestrian rather than the street. Sign shall not block visibility of traffic (locate outside the sight distance area of driveway/street corner).
Miscellaneous Signs	Special Signs / Banners - Balloons or other attention getting devices	One type of sign per business.	50 SF (not to be calculated as part of the overall allowable signage area per business or a lot)	Maintain adequate vertical clearance per the Fire Code.	<ol style="list-style-type: none"> Shall be limited to 30 consecutive days - up to 60 days per year. Date posted shall be indicated on the sign. Special event signs may include balloons, flags, beacons or other similar devices. Balloons may not exceed 24" in dimension. Roof mounted inflatable displays shall not exceed the height limits allowed by the underlying zone. No special event sign shall be attached to any public property including telephone or utility poles, traffic signal streetlights, etc. and shall not interfere with pedestrian or vehicular movements/visibility.

*Except as allowed by the Design Review Board for Commercially-zoned parcels with driveway access onto Centre City Parkway.

EXHIBIT "A"

