



*ESCONDIDO*  
*Downtown Specific Plan*



*Adopted on August 7, 2013*  
*Resolution 2013-85*



*File No.: PHG 13-0018*

## ***ACKNOWLEDGEMENTS***

### **Downtown Revitalization Committee**

**Michel Boucher  
Maria Bowman  
Dick Daniels  
Greg Danskin  
Sue Dusharme**

**Ken Erickson  
Terry Jackson  
Jim Lund  
Debra Rosen  
Kathy Rubesha**

### **City Council**

Sam Abed, Mayor  
Olga Diaz, Deputy Mayor  
Ed Gallo, Council Member  
John Masson, Council Member  
Michael Morasco, Council Member

### **City Staff**

Clay Phillips, City Manager  
Charles Grimm, Deputy City Manager  
Gary McCarthy, Assistant City Attorney  
Barbara Redlitz, Director of Community Development  
Jay Petrek, Principal Planner, Supervising Planner / Project Manager



***Downtown Specific Plan  
As Amended by the City Council***

July 11, 2007.....	Resolution 2007-70 (R)..... (Southern Gateway District G.3 – Page V-42)	Effective July 11, 2007
August 22, 2007 .....	Resolution 2007-147 .....	Effective August 22, 2007 (Southern Gateway District G.3 – Page V-42)
October 17, 2007	Resolution 2007-170 .....	Effective October 17, 2007 (Vehicle Parking District No. 1 – Page III-20 Figure III-4 Development Standards – Page III-27 Business Promotions/Special Events – Page VI-16 Community Events – 125)
August 20, 2008 .....	Resolution 2008-163 .....	Effective August 20, 2008 (Joint-Use, Daytime/Nighttime Parking Provisions – Page III-15 – III-16 Minor revisions to the design standards – Page - various)
November 12, 2008 .....	Resolution 2008-189 .....	Effective November 12, 2008 (To refine prohibited Uses Pawn Shops, etc. – Page II-3 Temporary Political/Campaign Offices – Page II-5)
July 8, 2009	Resolution 2009-84 .....	Effective July 8, 2009 (Automobile dealership conversions - Page VIII-2 Figure II-2 Permitted Use Matrix - Page II-3 - II-8)
March 10, 2010	Resolution 2010-29 .....	Effective March 10, 2010 (Amend Figure II-2 Permitted Use Matrix - assembly uses & retail furniture sales- Page II- 4 & II-7 Amend Figure II-1 Map of Districts within the SPA - Page II-2 Amend Section III.C permitted uses in existing structures - Page III-31 Amend Figure III-4 Land Use District Dev Standards & Section VI.A.4.a - to modify required setbacks for signs - Page III-27 & Page VI-12
July 13, 2011	Resolution 2011-90 .....	Effective July 13, 2011 Revised Permitted Use Matrix – Pages II-3 – II-8 Amend SP to eliminate parking space requirements in the core downtown area and modify minimum retail storefront depth in the retail core area Pages III-15 – III-21 and V-6 – V-8, V-15 & V-36
October 17, 2012	Resolution 2012-161(R) .....	Effective October 17, 2012 Amend SP to 1) Permit restaurant open-air barbequing (Page VII-5), 2) Modify matrix of permitted and conditional uses regarding primary and secondary educational facilities, general retail home furnishings, hardware/home improvement, food and liquor sales, wine and beer tasting, and miscellaneous government operations (Pages II-3 – II-8); 3) Refine standards for special events, outdoor dining, and the outdoor display and sale of merchandise; (Pages VII-1 – VII-8) 4) Simplify and clarify development and application standards with regard to design review procedures (Pages VIII-1 – VIII -4) 5) Perform other minor text and graphic edits as appropriate

February 13, 2013

Resolution 2013-14 .....Effective February 13, 2013  
Revised Permitted Use Matrix – Figure II-2, Amend SP to allow  
'Educational Facilities for Adults' as a Conditional Use on the ground  
floor on Grand Avenue in the Historic Downtown District

August 7, 2013

Resolution 2013-85 .....Effective September 13, 2013  
Comprehensive Update involving:  
1) Expanding the Downtown Specific Planning Area 57.75 acres  
by rezoning adjacent properties (Page II-2);  
2) Establishing a downtown traffic Level of Service 'E' (LOS 'E')  
(Pages III-17 – III-18);  
3) Amending the list of permitted uses (Pages II-3 – II-8);  
4) Refining building heights and stories, setbacks, parking, and  
signage, development standards; (Pages II-11, 12, III-19,  
II-26 – II-28, II-30, 31);  
5) Updating residential densities; (Page II-13)  
6) Introducing a new type of building sign; 'Projecting Wall Sign'  
for larger structures (Page VI-6); and  
7) Recertifying a previously adopted Environmental Impact  
Report (EIR) that assessed the Update (PHG 09-0020, SCH:  
2010071064).





# TABLE OF CONTENTS

## **I. VISION STATEMENT & GOALS**

A. Downtown Vision Statement.....	I-1
B. This Document’s Purpose .....	I-2
C. Downtown Specific Plan Strategic Goals.....	I-2
D. Specific Planning Area Location and Boundaries .....	I-3
E. Historical Context .....	I-4
F. Land Use Districts .....	I-5

## **II. DOWNTOWN SPECIFIC PLAN LAND USES**

A. Land Use Policies.....	II-1
1. Permitted and Conditional Uses Matrix .....	II-1
B. Residential Development.....	II-9
1. Residential Uses .....	II-9
2. Residential Locations .....	II-10
3. Residential Densities.....	II-10

## **III. DESIGN POLICIES, STANDARDS & GUIDELINES**

A. Purpose .....	III-1
1. Smart Growth Principles, Guidelines and Standards .....	III-2
2. Complete Streets Principles and Guidelines and Standards.....	III-12
B. Development Standards .....	III-19
1. Parking .....	III-19
2. Vehicle Parking Districts .....	III-21
3. Building Exterior Modifications .....	III-23
4. Refuse Areas .....	III-23
5. Landscaping.....	III-24
6. Useable Open Space .....	III-24
7. Residential Storage.....	III-25
8. Adequate Clearances.....	III-25
9. Walls Required.....	III-25

10. Security Fences and Storefront Security Grates .....	III-25
11. Building Heights, Setbacks, Coverage Standards .....	III-25
12. Signage .....	III-23
C. General Provisions .....	III-32
1. Processing Guidelines for Development Applications .....	III-32
2. Other Applicable Codes and Ordinances .....	III-32
3. Director Determinations .....	III-32
4. Amendments .....	III-33
5. Violations .....	III-33
6. Land Use Determinations .....	III-33
7. Nonconforming Uses and Structures .....	III-33
8. Permitted Uses within Mixed-Use Planned Development Zones .....	III-34
8. Site Development Flexibility .....	III-34

**IV. HISTORIC PRESERVATION STANDARDS & GUIDELINES**

A. Purpose Statement .....	IV-1
1. Design Guidelines for Historic Buildings .....	IV-1
2. Rear Facades .....	IV-4
B. Party-Wall Construction .....	IV-6
C. Adaptive Re-Use / Residential Conversions .....	IV-6
D. Historic Buildings Located In A Contemporary Area .....	IV-8

**V. LAND-USE DISTRICTS**

A. Purpose Statement .....	V-1
B. Historic Downtown District .....	V-3
C. Parkview District .....	V-9
D. Centre City Urban District .....	V-12
E. Gateway Transit District .....	V-16
F. Mercado District .....	V-20
G. Southern Gateway District .....	V-25
H. Creekside Neighborhood District .....	V-29

**VI. SIGN STANDARDS & GUIDELINES**

A. Purpose Statement ..... VI-1

    1. Types of Signs ..... VI-1

    2. Design Standards and Guidelines for All Signs ..... VI-2

    3. Building Sign Standards and Guidelines ..... VI-4

    4. Freestanding Sign Standards and Guidelines.....VI-12

B. Promotional Event Signs.....VI-15

C. Community Event and Public interest Signs .....VI-16

D. Freestanding Sidewalk Signs .....VI-17

**VII. SPECIAL USES**

A. Purpose Statement..... VII-1

    1. Outdoor Dining ..... VII-1

    2. Open-Air Barbeques ..... VII-5

    3. Outdoor Display and Sale of Merchandise ..... VII-6

    4. Special Events ..... VII-7

    5. Newspaper Vending Boxes ..... VII-8

**VIII. IMPLEMENTATION AND ADMINISTRATION**

A. Purpose Statement..... VIII-1

    1. Design Review and Permit Process ..... VIII-1

    2. Public Hearing Process ..... VIII-3

B. SPA Adoption and Subsequent Amendments ..... VIII-3

    1. Authority for the Plan and Relationship to the General Plan ..... VIII-4

    2. Specific Plan Amendment Initiation..... VIII-4

**IX. SUPPORTING CITY DOCUMENTS UNDER SEPARATE COVER**

1. Off-Street Parking - Article 39; Escondido Zoning Code
2. Landscaping Standards - Article 62; Escondido Zoning Code
3. Nonconforming Uses and Structures – Article 61; Escondido Zoning Code
4. Special Events – Article 4 of the City of Escondido Municipal Code
5. Escondido Business Enhancement Zone - Ordinance 92-13; Escondido Zoning Code
6. Outdoor Display and Sales of Merchandise – Article 73; Escondido Zoning Code
7. Sign Regulations - Article 66; Escondido Zoning Code

## **LIST OF FIGURES**

### **I. VISION STATEMENT & GOALS**

Figure I-1: Downtown SPA in Relation to other Escondido Boundaries .....	I-3
Figure I-2: Downtown SPA Districts .....	I-6

### **II. DOWNTOWN SPECIFIC PLAN LAND USES**

Figure II-1: Downtown SPA Districts .....	II-2
Figure II-2: Permitted and Conditional Uses Matrix.....	II-3
Figure II-3: Residential Land-Use Matrix.....	II-11
Figure II-4: Locations for Residential Land Uses .....	II-12
Figure II-5: Residential Densities in the Downtown SPA.....	II-13

### **III. DESIGN POLICIES STANDARDS & GUIDELINES**

Figure III-1: Downtown Pedestrian Pathways and Linkages .....	III-14
Figure III-2: Downtown Level of Service 'E' Threshold Area .....	III-18
Figure III-3: Downtown Residential Parking Matrix .....	III-19
Figure III-4: Vehicle Parking Districts .....	III-22
Figure III-5: Land-Use District Development Standard Matrix .....	III-26
Figure III-6: Building Height Limits in the Downtown SPA.....	III-28
Figure III-7: Downtown Specific Plan Sign Matrix .....	III-30

### **V. LAND USE DISTRICTS**

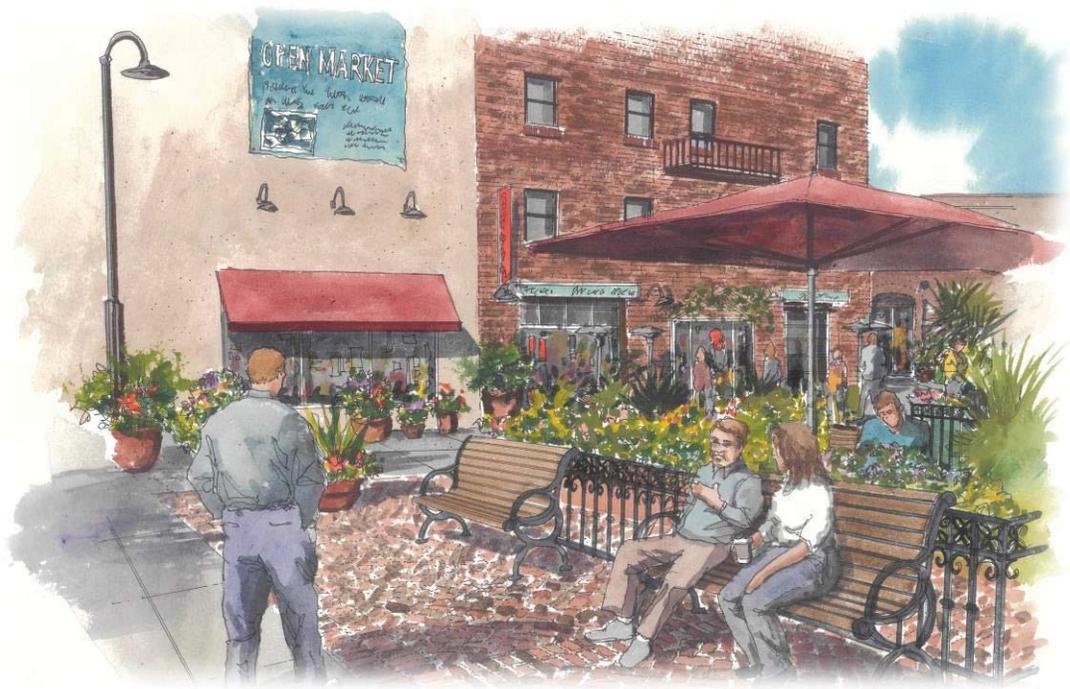
Figure V-1: Downtown SPA Districts.....	V-1
Figure V-2: Historic Downtown District.....	V-4
Figure V-2a: Retail Core Ground Floor Retail/Office Scenarios.....	V-6
Figure V-3: Parkview District.....	V-10
Figure V-4: Centre City Urban District.....	V-13
Figure V-5: Gateway Transit District .....	V-17
Figure V-6: Mercado District .....	V-21
Figure V-6a: Mercado District Design Overlay Area .....	V-22
Figure V-7: Southern Gateway District.....	V-26
Figure V-8: Creekside Neighborhood District.....	V-30

**VI. SIGN CRITERIA & GUIDELINES**

Figure VI-1: Sidewalk Sign Map ..... VI-17  
Figure VI-2: Sidewalk Sign Examples ..... VI-18  
Figure VI-3: Matrix of Sign Types Permitted by District..... VI-21

**VIII. IMPLEMENTATION AND ADMINISTRATION**

Figure VIII-1: Activity Construction Review Process ..... VIII-4



# Downtown Specific Plan

## VISION STATEMENT & GOALS

### I. VISION STATEMENT & GOALS

#### A. DOWNTOWN VISION STATEMENT

Downtown Escondido is envisioned as a dynamic, attractive, economically vital city center providing social, cultural, economic, and residential focus while respecting its historic character. The environment is pedestrian oriented, attracting local and non-local visitors to experience an atmosphere that is entertaining and vibrant with activity occurring throughout the day, evening and weekend hours.



# Downtown Specific Plan

## VISION STATEMENT & GOALS

### B. THIS DOCUMENT'S PURPOSE

The Downtown Specific Plan document provides a comprehensive plan for land use, development regulations, development incentives, design guidelines, pedestrian and mobility improvements, and other related actions aimed at implementing the strategic goals for Downtown Escondido as set forth in the General Plan Goals and Policies. As downtown transitions to a more urban environment involving taller structures, and buildings constructed along the street edge, focused efforts are required to ensure that the unique character is maintained and strengthened. The Vision, Goals, Principles and Guidelines promote a balance of uses, sensitive design techniques, and enhanced pedestrian opportunities.

### C. DOWNTOWN SPECIFIC PLAN STRATEGIC GOALS

1. An economically viable Downtown with an appropriate mix of retail, office, residential, entertainment and cultural uses.
2. A local and regional destination for specialty shopping, dining, nightlife, employment, culture, and the arts.
3. A vibrant and exciting environment with land uses that foster an “18-hour” atmosphere, in addition to areas that provide mixed use, office employment and high-density residential opportunities.
4. Development and signage that strengthen the character of Downtown and are architecturally compatible with the existing urban fabric.
5. Street-level and human-scale design elements in new and remodeled developments that improve pedestrian orientation.
6. Preserved historically significant sites and structures that enhance the character of Downtown.
7. Pedestrian-oriented, ground-floor, specialty retail and restaurant uses on Grand Avenue that reinforce and expand its unique character.
8. Higher residential densities in key locations that support Downtown non-residential uses.
9. A pedestrian environment that provides connections, convenient access and opportunities for alternative modes of transportation.





# Downtown Specific Plan

## VISION STATEMENT & GOALS

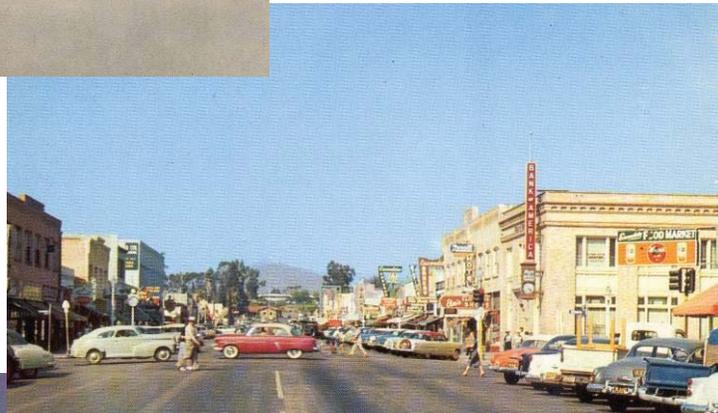
### E. HISTORICAL CONTEXT

The City of Escondido incorporated on October 8, 1888. Escondido grew slowly during its first 70 years as a small, agriculturally based town, with its early cycles of growth corresponding to the development of Southern California's rural economy.



Escondido's agricultural economic base began shifting to retail, professional, and industrial uses as the population grew and diversified, along with the need for more varied jobs and services after World War II.

Dramatic growth occurred in the 1960s and Escondido solidified its position as a commercial and residential center for San Diego North County. Recent city growth has been spurred by residential and commercial projects.



Historically, the City was centered on several blocks along Grand Avenue, Broadway and Escondido Boulevard. The development of regional and sub-regional shopping centers shifted the prominence of Escondido's Downtown retail core. However, Grand Avenue, Escondido's "main street," still provides a focus for specialty commercial activity and community events.

# Downtown Specific Plan

## *VISION STATEMENT & GOALS*

### ***F. LAND-USE DISTRICTS***

The SPA has been divided into seven districts that are characterized by particular land-uses and development requirements related to site planning and a unique vision (Figure II-1). The seven Downtown Specific Plan Districts are:

Historic Downtown (HD)

Park View (PV)

Centre City Urban (CCU)

Gateway Transit (GT)

Mercado (M)

Southern Gateway (SG)

Creekside Neighborhood (CN)





# Downtown Specific Plan

## LAND USES

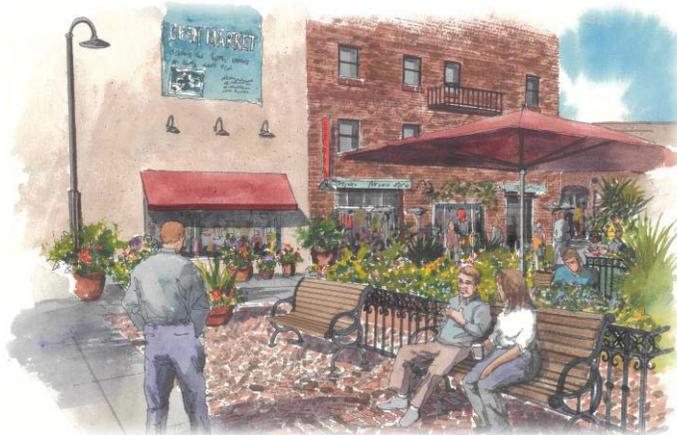
### II. DOWNTOWN SPECIFIC PLAN LAND USES

#### A. LAND USE POLICIES

The Downtown Specific Planning Area comprises seven (7) districts (Figure II-1). Permitted (P) or conditionally (C) permitted land uses in those districts are identified in the 'Permitted and Conditional Uses' Matrix (Figure II-2). Land uses are intended to support the vision for downtown and for each district as presented in Chapter V.

##### 1) *Permitted and Conditional Uses:*

- a) Land uses shall be considered prohibited unless they are determined to be similar to listed uses. The Director of Community Development shall make a determination regarding whether a requested use that is not listed is similar to one that is listed. Exceptions regarding specific uses are noted at the bottom of the Permitted and Conditional Uses Matrix.
- b) The Development Standards found in Chapter III, the individual land use district visions found in Chapter V, and the existing Permitted and Conditional Uses Matrix shall be considered when determining the appropriateness of new land uses.
- c) The text describing each land-use district's desired vision and standards takes precedence if there is a discrepancy when determining the appropriateness of a land use not listed in the Permitted and Conditional Uses Matrix.
- d) Amendments to the Permitted and Conditional Uses Matrix shall be consistent with the intent of the Specific Plan.
- e) Conditional uses listed in the Permitted and Conditional Uses Matrix are subject to public hearings in accordance with the provisions of the Zoning Code.



# Downtown Specific Plan

## LAND USES

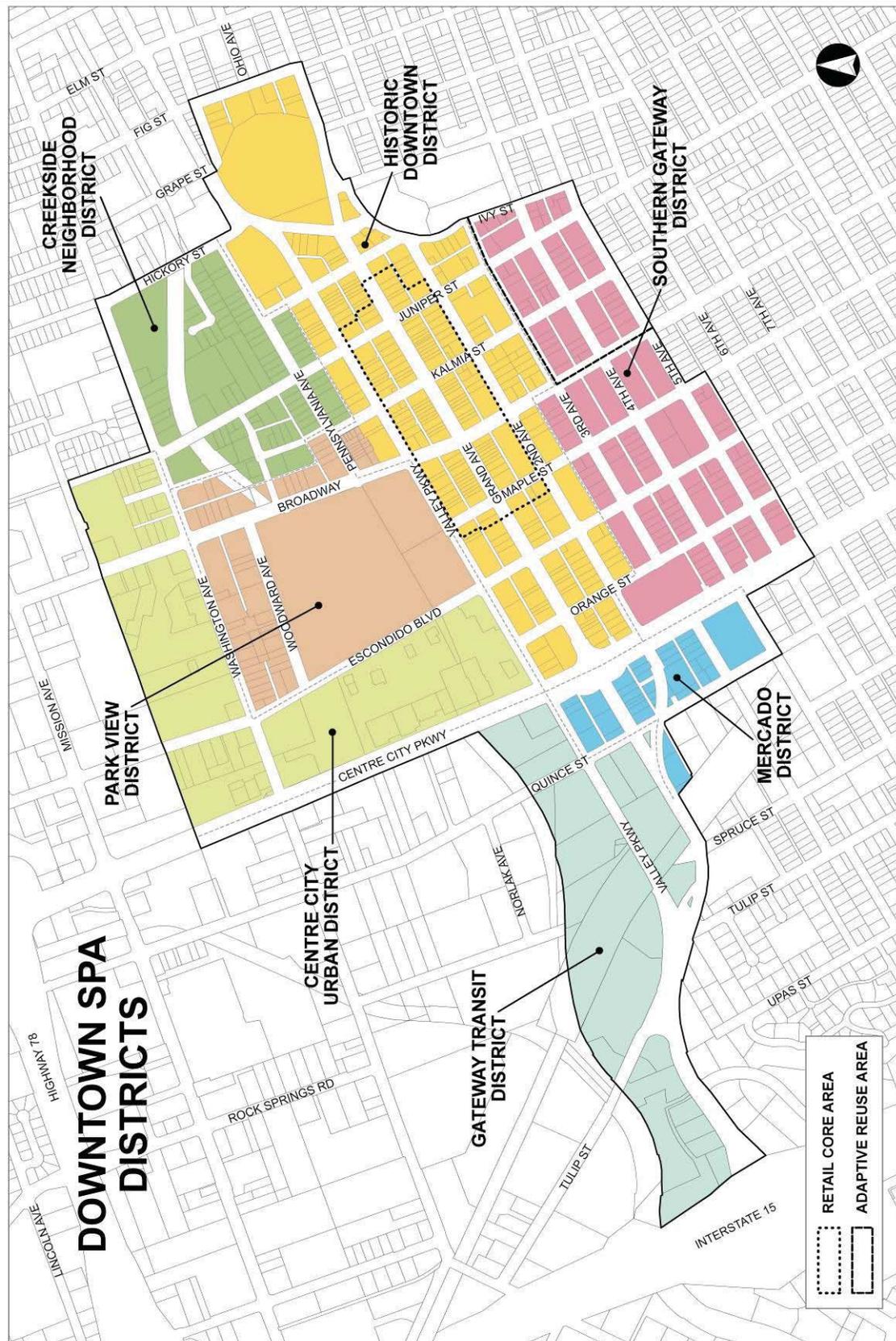


FIGURE II-1

**FIGURE II-2  
PERMITTED AND CONDITIONAL USES  
(Page 1 of 6)**

<b>LAND USE</b>		<b>HD*</b>	<b>PV</b>	<b>CCU</b>	<b>GT</b>	<b>M</b>	<b>SG*</b>	<b>CN</b>
<b>RESIDENTIAL AND LODGING (in accordance with Figure II-3A)</b>								
Bed-and-breakfast establishments (subject to regulations of Article 32 of the Zoning Code)							C	C
Residential-care facilities							C	C
Hotels and Motels (subject to regulations of Article 63 of the Zoning Code)		C	C	C	C	C	C3	
Residential above ground floor in specified areas, in conjunction with permitted non-residential use on ground floor (refer to Figure II-3 for appropriate locations and housing types)		P	P9	P	P	P	P	P
Residential, on ground floor in specified areas (refer to Figures II-3 and II-4 for appropriate locations and housing types)		P7, P8	P8, P9	P8	P8	P8	P8	P
Home Occupations (subject to regulations of Article 44 of the Zoning Code)		P5	P5	P5	P5	P5	P5	P5
<b>GENERAL RETAIL</b>								
New merchandise sold in department stores, drugstores, pharmacies, and retail establishments selling toys, flowers, gifts, stationery, jewelry, leather, apparel, shoes (including repair), china, glassware, pottery, crafts, cigars, yardage goods, pets, hobbies, art supplies, automobile supply stores (without installation), video sales and rental, music (including incidental recording, instruction and instrument repair), books / magazines / newspapers, sporting goods, bicycles / cameras / electronics / office business / small household appliance sales and service, and other similar retail goods and incidental services NEC. Prohibited uses include retail uses with across the board maximum pricing or "everything under" pricing and surplus goods.		P	P	P	P	P	P3	P6
Previously owned goods and merchandise including antiques, collectibles, coins, consignment and stamps, excluding pawn shops, second hand and thrift stores.								
Automobile supply stores with incidental installation					P		P3	

**NOTES:**

P = Permitted C = Conditional Use Permit required

- 1 Under 3,000 square feet.
- 2 Within Grand Avenue's "retail-core area" use is not permitted on ground floor facing Grand Avenue unless located behind a solid wall, and such wall shall be located at least 25% of the building depth back from the front, with a minimum of 25 feet of front retail depth, whichever is more. Primary entrance to this use must be from the alley. No signage facing Grand Avenue is permitted.
- 3 Only permitted on Escondido Boulevard.
- 4 Only permitted within a multi-tenant building, and shall not occupy more than 30% of the gross floor area.
- 5 Only in conjunction with an approved residential project.
- 6 Not permitted on Pennsylvania Avenue and the north side of Valley Parkway between Kalmia and Ivy Streets.
- 7 Not allowed along Grand Avenue on ground floor within the "retail core area."
- 8 Residential and mixed-use projects are permitted in specified areas, subject to a Planned Development approval in Article 19 of the Zoning Code.
- 9 No residential uses permitted between Woodward Avenue, Washington Avenue, Escondido Boulevard and Broadway.
- 10 Not allowed along Grand Avenue on ground floor between Grand and adjacent alleys.
- 11 Permitted on Local Historic Register properties.
- \* Existing automobile dealerships are a non-conforming use. Conversion of these sites to a new and substantially different use shall require plot plan review or a Conditional Use Permit subject to the provisions in the Permitted Use Matrix.

**DOWNTOWN DISTRICTS:**

- HD Historic Downtown
- PV Park View
- CCU Centre City Urban
- GT Gateway Transit
- M Mercado
- SG Southern Gateway
- CN Creekside Neighborhood

**NOTE:** Should a conflict arise between this matrix and the land-use district text, the land use district text discussion shall take precedence in determining the appropriateness of the land use.

**FIGURE II-2  
PERMITTED AND CONDITIONAL USES  
(Page 2 of 6)**

<b>LAND USE</b>		<b>HD*</b>	<b>PV</b>	<b>CCU</b>	<b>GT</b>	<b>M</b>	<b>SG*</b>	<b>CN</b>
<b><u>GENERAL RETAIL (continued)</u></b>								
Carpet and floor covering and installations		P6			P		P3	P6
Large appliance sales		P7	P	P	P	P1	P3	P6
Home Furnishings with retail display (not including "mattress only", carpet, and discount furniture stores)		P	P	P	P	P1	P3	P6
Hardware, paint, glass, tools, home improvement		P	P	P	P	P1	P1, P3	P6
Medical equipment sales/rentals and supplies		P7		P	P	P1	P3	P6
Outdoor vending machines			P					
<b><u>EATING AND DRINKING ESTABLISHMENTS</u></b>								
All types of eating establishments providing meal service from an on-site operating commercial-grade kitchen, and / or dessert service from an on-site operating commercial-grade freezer / refrigerator facility with, or without, incidental sale of alcohol (including micro-breweries and outdoor dining, but with no drive-through), with no live amplified entertainment or dancing		P	P	P	P	P	P3, P11	
Eating establishments (as defined above) with indoor amplified entertainment and/or dancing		P	P	P	P	P	C3	
Wine- and beer-tasting establishments (only with retail sales involving related merchandise that includes a significant portion of the sales area)		P	P	P	P	P	P3	
Drinking establishments, bars and nightclubs serving alcohol with or without live entertainment and / or dance		C	C	C	C	C	C3	

**NOTES:**

P = Permitted C = Conditional Use Permit required

- 1 Under 3,000 square feet.
- 2 Within Grand Avenue's "retail-core area" use is not permitted on ground floor facing Grand Avenue unless located behind a solid wall, and such wall shall be located at least 25% of the building depth back from the front, with a minimum of 25 feet of front retail depth, whichever is more. Primary entrance to this use must be from the alley. No signage facing Grand Avenue is permitted.
- 3 Only permitted on Escondido Boulevard.
- 4 Only permitted within a multi-tenant building, and shall not occupy more than 30% of the gross floor area.
- 5 Only in conjunction with an approved residential project.
- 6 Only permitted on Pennsylvania Avenue and the north side of Valley Parkway between Kaimia and Ivy Streets.
- 7 Not allowed along Grand Avenue on ground floor within the "retail core area."
- 8 Residential and mixed-use projects are permitted in specified areas, subject to a Planned Development approval in Article 19 of the Zoning Code.
- 9 No residential uses permitted between Woodward Avenue, Washington Avenue, Escondido Boulevard and Broadway.
- 10 Not allowed along Grand Avenue on ground floor between Grand and adjacent alleys.
- 11 Permitted on Local Historic Register properties.
- \* Existing automobile dealerships are a non-conforming use. Conversion of these sites to a new and substantially different use shall require plot plan review or a Conditional Use Permit subject to the provisions in the Permitted Use Matrix.

**DOWNTOWN DISTRICTS:**

- HD Historic Downtown
- PV Park View
- CCU Centre City Urban
- GT Gateway Transit
- M Mercado
- SG Southern Gateway
- CN Creekside Neighborhood

**NOTE:** Should a conflict arise between this matrix and the land-use district text, the land use district text discussion shall take precedence in determining the appropriateness of the land use.

**FIGURE II-2  
PERMITTED AND CONDITIONAL USES  
(Page 3 of 6)**

LAND USE	HD*	PV	CCU	GT	M	SG*	CN
<b><u>FOOD AND LIQUOR SALES (excluding convenience and package stores)</u></b>							
General grocery stores less than 7,000 SF and specialty foods, including imported and/or unique food products, produce, candy, baked goods, meat, etc., specialty liquor sales involving off-sale unique brands of beer, wine, and distilled spirits	P	P	P	P	P	P3	P6
General grocery stores exceeding 7,000 SF of sales area with, or without, alcohol sales	P7	P	P		P	P3	P6
Convenience markets, excluding package stores		C	C	C			
<b><u>GENERAL OFFICE AND FINANCIAL SERVICES</u></b>							
Administrative, business and professional offices, employment agencies, secretarial services, realtors/real estate offices and counseling services, travel and ticket agencies	P2	P	P	P	P	P	P6
Short-term political campaign offices with a maximum duration of six months	P	P	P	P	P	P	P6
Financial institutions, banks, savings and loans (excluding check cashing and/or payday loans as a primary use), visitor and information center (including Downtown Business Association), governmental services, police and fire stations, etc. that provide direct contact with the public	P	P	P	P	P	P	P6
Off-site sales and call centers	P10					P	P6
<b><u>HEALTH AND PERSONAL SERVICES</u></b>							
Medical/dental/optical/offices, clinics and laboratories, licensed alternative health-care establishments, day spas, excluding acupuncture and massage establishments as primary uses.	P2	P	P	P	P	P	P6
Barber, beauty salons including cosmetology involving ear piercing, permanent eye and lip lining, excluding other body piercing, body art, and inking parlors	P	P	P	P	P	P3	P6

**NOTES:**

P = Permitted C = Conditional Use Permit required

- 1 Under 3,000 square feet.
- 2 Within Grand Avenue's "retail-core area" use is not permitted on ground floor facing Grand Avenue unless located behind a solid wall, and such wall shall be located at least 25% of the building depth back from the front, with a minimum of 25 feet of front retail depth, whichever is more. Primary entrance to this use must be from the alley. No signage facing Grand Avenue is permitted.
- 3 Only permitted on Escondido Boulevard.
- 4 Only permitted within a multi-tenant building, and shall not occupy more than 30% of the gross floor area.
- 5 Only in conjunction with an approved residential project.
- 6 Only permitted on Pennsylvania Avenue and the north side of Valley Parkway between Kalmia and Ivy Streets.
- 7 Not allowed along Grand Avenue on ground floor within the "retail core area."
- 8 Residential and mixed-use projects are permitted in specified areas, subject to a Planned Development approval in Article 19 of the Zoning Code.
- 9 No residential uses permitted between Woodward Avenue, Washington Avenue, Escondido Boulevard and Broadway.
- 10 Not allowed along Grand Avenue on ground floor between Grand and adjacent alleys.
- 11 Permitted on Local Historic Register properties.
- \* Existing automobile dealerships are a non-conforming use. Conversion of these sites to a new and substantially different use shall require plot plan review or a Conditional Use Permit subject to the provisions in the Permitted Use Matrix.

**DOWNTOWN DISTRICTS:**

- HD Historic Downtown
- PV Park View
- CCU Centre City Urban
- GT Gateway Transit
- M Mercado
- SG Southern Gateway
- CN Creekside Neighborhood

NOTE: Should a conflict arise between this matrix and the land-use district text, the land use district text discussion shall take precedence in determining the appropriateness of the land use.

**FIGURE II-2  
PERMITTED AND CONDITIONAL USES  
(Page 4 of 6)**

LAND USE	HD*	PV	CCU	GT	M	SG*	CN
<b><u>SPECIALTY SERVICES (includes similar ancillary uses NEC)</u></b>							
Animal services (indoor only) to include pet training, boarding, pet spas, pet day care and veterinary clinics, excluding kennels	P7		P	P	P	P3	P6
Photographic developing and photocopy services, watch and clock repair, locksmiths	P	P	P	P	P	P	P6
Music recording/practice studios	P2	P4	P	P	P	P4	P1, 6
Custom-furniture upholstery and repair	P7					P3	P6
Picture framing shops	P	P4	P	P	P	P3	P6
Postal services including parcel delivery (public/private)	P2	P	P	P	P	P	P
Cleaning and laundering services without on-site cleaning	P7	P1	P1	P1		P1, 4	P1, 5, 6
Cleaning establishments and laundries, self-service or coin operated	P10	P				C	P1, 5, 6
Mortuaries	C10	C				C	C6
Tailors and dressmakers and alterations	P2	P	P	P	P	P	P5, 6
<b><u>ENTERTAINMENT, RECREATION AND CULTURAL</u></b>							
Dance facilities, pinball and electronic game arcades	C		C		C		
Athletic clubs, health studios, yoga, jazzercise, aerobics, zumba and similar programs	P7	P	P	P	P	P3	P6

**NOTES:**

P = Permitted C = Conditional Use Permit required

- 1 Under 3,000 square feet.
  - 2 Within Grand Avenue's "retail-core area" use is not permitted on ground floor facing Grand Avenue unless located behind a solid wall, and such wall shall be located at least 25% of the building depth back from the front, with a minimum of 25 feet of front retail depth, whichever is more. Primary entrance to this use must be from the alley. No signage facing Grand Avenue is permitted.
  - 3 Only permitted on Escondido Boulevard.
  - 4 Only permitted within a multi-tenant building, and shall not occupy more than 30% of the gross floor area.
  - 5 Only in conjunction with an approved residential project.
  - 6 Only permitted on Pennsylvania Avenue and the north side of Valley Parkway between Kaimia and Ivy Streets.
  - 7 Not allowed along Grand Avenue on ground floor within the "retail core area."
  - 8 Residential and mixed-use projects are permitted in specified areas, subject to a Planned Development approval in Article 19 of the Zoning Code.
  - 9 No residential uses permitted between Woodward Avenue, Washington Avenue, Escondido Boulevard and Broadway.
  - 10 Not allowed along Grand Avenue on ground floor between Grand and adjacent alleys.
  - 11 Permitted on Local Historic Register properties.
- \* Existing automobile dealerships are a non-conforming use. Conversion of these sites to a new and substantially different use shall require plot plan review or a Conditional Use Permit subject to the provisions in the Permitted Use Matrix.

**DOWNTOWN DISTRICTS:**

- HD Historic Downtown
- PV Park View
- CCU Centre City Urban
- GT Gateway Transit
- M Mercado
- SG Southern Gateway
- CN Creekside Neighborhood

NOTE: Should a conflict arise between this matrix and the land-use district text, the land use district text discussion shall take precedence in determining the appropriateness of the land use.

**FIGURE II-2  
PERMITTED AND CONDITIONAL USES  
(Page 5 of 6)**

<u>LAND USE</u>		HD*	PV	CCU	GT	M	SG*	CN
<b>ENTERTAINMENT AND RECREATION (continued)</b>								
Galleries and studios pertaining to artists, craft workers and photographers (including incidental developing and printing), libraries, museums, etc., including incidental sale of merchandise pertaining to the primary use	P	P	P	P	P	P	P	P6
Dance studios and schools	P	P	P	P	P	P	P3	P6
Marital arts schools and training facilities	P-10						P3	P6
Entertainment establishments (including internet cafes) with incidental sale of food or alcohol (excluding incidental entertainment in restaurants)	C	C	C	C	C	C	C3	C6
Parks - general recreation	P	P	P	P	P	P	P	P
Roller-skating and bowling alleys and similar indoor arena sports								
Swimming pools and schools		P						P6
Theater, live and motion picture	P	P	P	P	P			
<b>SOCIAL, PROFESSIONAL, RELIGIOUS ORGANIZATIONS</b>								
Churches, synagogues, temples, missions, religious reading rooms, and other religious activities (not allowed within Grand Avenue "historic retail core area")	C7	C	C	C	C	C	C	C
Social and professional organizations that conduct group and/or membership meetings on the premises, including political, veterans, civic, labor, charitable and similar organizations	C2	C	C	C	C	C	C	C
Youth Organizations		C	C	C	C	C	C	C

**NOTES:**

P = Permitted C = Conditional Use Permit required

- 1 Under 3,000 square feet.
- 2 Within Grand Avenue's "retail-core area" use is not permitted on ground floor facing Grand Avenue unless located behind a solid wall, and such wall shall be located at least 25% of the building depth back from the front, with a minimum of 25 feet of front retail depth, whichever is more. Primary entrance to this use must be from the alley. No signage facing Grand Avenue is permitted.
- 3 Only permitted on Escondido Boulevard.
- 4 Only permitted within a multi-tenant building, and shall not occupy more than 30% of the gross floor area.
- 5 Only in conjunction with an approved residential project.
- 6 Only permitted on Pennsylvania Avenue and the north side of Valley Parkway between Kaimia and Ivy Streets.
- 7 Not allowed along Grand Avenue on ground floor within the "retail core area."
- 8 Residential and mixed-use projects are permitted in specified areas, subject to a Planned Development approval in Article 19 of the Zoning Code.
- 9 No residential uses permitted between Woodward Avenue, Washington Avenue, Escondido Boulevard and Broadway.
- 10 Not allowed along Grand Avenue on ground floor between Grand and adjacent alleys.
- 11 Permitted on Local Historic Register properties.
- \* Existing automobile dealerships are a non-conforming use. Conversion of these sites to a new and substantially different use shall require plot plan review or a Conditional Use Permit subject to the provisions in the Permitted Use Matrix.

**DOWNTOWN DISTRICTS:**

- HD Historic Downtown
- PV Park View
- CCU Centre City Urban
- GT Gateway Transit
- M Mercado
- SG Southern Gateway
- CN Creekside Neighborhood

NOTE: Should a conflict arise between this matrix and the land-use district text, the land use district text discussion shall take precedence in determining the appropriateness of the land use.

**FIGURE II-2  
PERMITTED AND CONDITIONAL USES  
(Page 6 of 6)**

LAND USE	HD*	PV	CCU	GT	M	SG*	CN
<b>EDUCATION</b>							
Educational facilities for adults	C	P	C	P	P	P	C6
Daycare facilities	C10	C	C	C	C	C	C6
Schools-(primary education)		C		C	C	C	C
Schools-(secondary education)	C6	C		C	C	C	C
<b>COMMUNICATIONS (wireless facilities subject to Article 34)</b>							
Broadcasting (radio and/or television stations)	C7	C	C	C	P	C	C6
Newspaper, printing and publishing	C7		C1	C1	C1	C1	C6
<b>TRANSPORTATION AND MISCELLANEOUS SERVICES</b>							
Car-rental services, excluding maintenance and repair of vehicles			C	C			
Parking lots (municipal)	P	P	P	P	P	P	P
Parking lots (private full fee)	C	C	C	C	C	C	C
Taxicab, trolley, shuttle and pedicab stands	P	P	P	P	P	P	P
Transit stations and car-rental services, including maintenance and repair				P			
Seasonal sales not exceeding 30 days, (including pumpkin, Christmas tree and wreath sales between October 1 and December 31, both dates inclusive, to the extent permitted by other statutory and ordinance provisions). Structures and materials used for seasonal sales shall be removed from the premises immediately after December 31 and the property shall be restored to a neat condition	P	P	P	P	P	P	P
Miscellaneous Government Operations that do not provide direct contact with the public	C	C	C	C	C	C	C

**NOTES:**

P = Permitted C = Conditional Use Permit required

- 1 Under 3,000 square feet.
- 2 Within Grand Avenue's "retail-core area" use is not permitted on ground floor facing Grand Avenue unless located behind a solid wall, and such wall shall be located at least 25% of the building depth back from the front, with a minimum of 25 feet of front retail depth, whichever is more. Primary entrance to this use must be from the alley. No signage facing Grand Avenue is permitted.
- 3 Only permitted on Escondido Boulevard.
- 4 Only permitted within a multi-tenant building, and shall not occupy more than 30% of the gross floor area.
- 5 Only in conjunction with an approved residential project.
- 6 Only permitted on Pennsylvania Avenue and the north side of Valley Parkway between Kairmia and Ivy Streets.
- 7 Not allowed along Grand Avenue on ground floor within the "retail core area."
- 8 Residential and mixed-use projects are permitted in specified areas, subject to a Planned Development approval in Article 19 of the Zoning Code.
- 9 No residential uses permitted between Woodward Avenue, Washington Avenue, Escondido Boulevard and Broadway.
- 10 Not allowed along Grand Avenue on ground floor between Grand and adjacent alleys.
- 11 Permitted on Local Historic Register properties.
- \* Existing automobile dealerships are a non-conforming use. Conversion of these sites to a new and substantially different use shall require plot plan review or a Conditional Use Permit subject to the provisions in the Permitted Use Matrix.

**DOWNTOWN DISTRICTS:**

- HD Historic Downtown
- PV Park View
- CCU Centre City Urban
- GT Gateway Transit
- M Mercado
- SG Southern Gateway
- CN Creekside Neighborhood

NOTE: Should a conflict arise between this matrix and the land-use district text, the land use district text discussion shall take precedence in determining the appropriateness of the land use.

# Downtown Specific Plan

## LAND USES

### B. RESIDENTIAL DEVELOPMENT

An essential component for Downtown Escondido's success is an intense and wide-range of housing choices that meet the various needs of a mixed population. The strong presence of residents will enliven the various downtown districts, maintain a day and night vitality, attract visitors and enhance safety.

#### 1. RESIDENTIAL USES

Figure II-3 details the variety of housing uses permitted in the downtown which generally include Multi-Family, Mixed Use, Shopkeeper, and Artisan Lofts. Residential uses shall also comply with design policies, standards and guidelines found in Chapter III.

##### a. Multi-Family Development

An exclusively residential development involving apartments, flats, duplexes (two units attached) condominiums, row homes, townhomes, with residential portions on the ground floor locations.

##### b. Mixed-use Development

A walkable, multi-level, live-work-play, multi-use master-planned project involving single or multiple parcels and single or multiple structures with engaging street-level activity that creates a pleasant 'experience. Residential uses are provided separate access, constructed above or behind non-residential uses.



##### b. Shopkeeper Development

A dedicated, street-level office or retail space that provides pedestrian access from the street while allowing the business owner direct access to his/her residential unit. Shopkeeper development is generally acceptable throughout downtown, particularly in mid-block areas that are closer to the downtown core, but may not be appropriate on a street corner or on major corridors where a larger retail space is desired to maximize retail opportunities.



# Downtown Specific Plan

## LAND USES

### c. *Artisan Loft Development*

A street and / or upper-level space constructed as an expansive and open 'shell' that allows individual owners flexibility for interior improvements that establish a gallery space to create, display, and sell artisan crafts with a strong connection to the living space. Within the 'shell' are kitchen and sleeping areas that are secondary to the space designed for fabricating arts and/or crafts. Developments may construct artisan loft units on multiple stories. Artisan lofts are generally acceptable on side streets where fewer traffic trips are generated, but may be inappropriate for main thoroughfares or in areas where a stronger commercial presence is desired.



## 2. RESIDENTIAL LOCATIONS

The downtown area accommodates residential land uses in a variety of locations. However, specific areas preclude residential development in order to promote more active employment or entertainment uses that achieve the downtown's long-term vision. The specific locations within each District where residential uses are permitted are shown in Figure II-4.



## 3. RESIDENTIAL DENSITIES

The Downtown SPA will accommodate up to 5,275 residential units. Residential densities range from 45 to up to 100 units per acre. The specific locations within each District prescribing maximum densities are shown in Figure II-5.

# Downtown Specific Plan

## LAND USES

**FIGURE II-3  
Residential Land Use Matrix**

**NOTE: ALSO REFER TO FIGURE II-4 FOR PERMITTED LOCATIONS TO DEVELOP RESIDENTIAL USES, AND FIGURE II-5 FOR PERMITTED RESIDENTIAL DENSITIES**

See Figures II-4 and II-5 identifying areas and densities associated with developing residential uses, as well as the following pages defining mixed-use, shopkeeper, and artisan loft development.	DOWNTOWN DISTRICT						
	HD	CCU	GT	PV	M	SG	CN
Apartments/flats, condominiums, row homes, townhomes, duplexes (two units attached) with residential portion on the ground floor	P1	P1	P1	P1	P1	P1	P1
Mixed Use—apartments/flats, duplexes (two units attached) condominiums, townhomes, row homes constructed above or behind permitted non-residential ground floor uses	P5	P5	P5	P5	P5	P5	P5
Single-Family, Detached (conventional)						P4	P4
Artisan Loft/Live-Work	P1, 2				P1, 2	P1, 3	P1
Shopkeeper	P1, 2				P1, 2	P1	P1

P = Permitted in specified areas (Figure II-4)

- 1 Permitted in specified areas (Figure II-4). Areas identified as “Ground Floor Residential Allowed with Permit” in Figure II-4 are subject to a Planned Development approval pursuant to Article 19 of the Escondido Zoning Code.
- 2 Permitted, except to front on Grand Avenue, Valley Parkway, or Second Avenue
- 3 Permitted, except on Escondido Boulevard.
- 4 Permitted if structure qualifies as a historic resource
- 5 For residential mixed use development (with ground floor non-residential uses and parking) the density shall be calculated by the permitted units per acre multiplied by the percentage of the development above the ground floor devoted to residential use. Example: 45 du/ac x 1 ac x 75% = 33.75 dwelling units for a development with the entire ground floor devoted to commercial use and parking, 25% of the upper-floor area devoted to office use, and 75% of the upper-floor area devoted to residential use.

**Districts:**

**HD=** *Historic Downtown*

**CCU=** *Centre City Urban*

**CN=** *Creekside Neighborhood*

**M=** *Mercado*

**PV=** *Park View*

**GT=** *Gateway Transit*

**SG=** *Southern Gateway*

# Downtown Specific Plan

## LAND USES

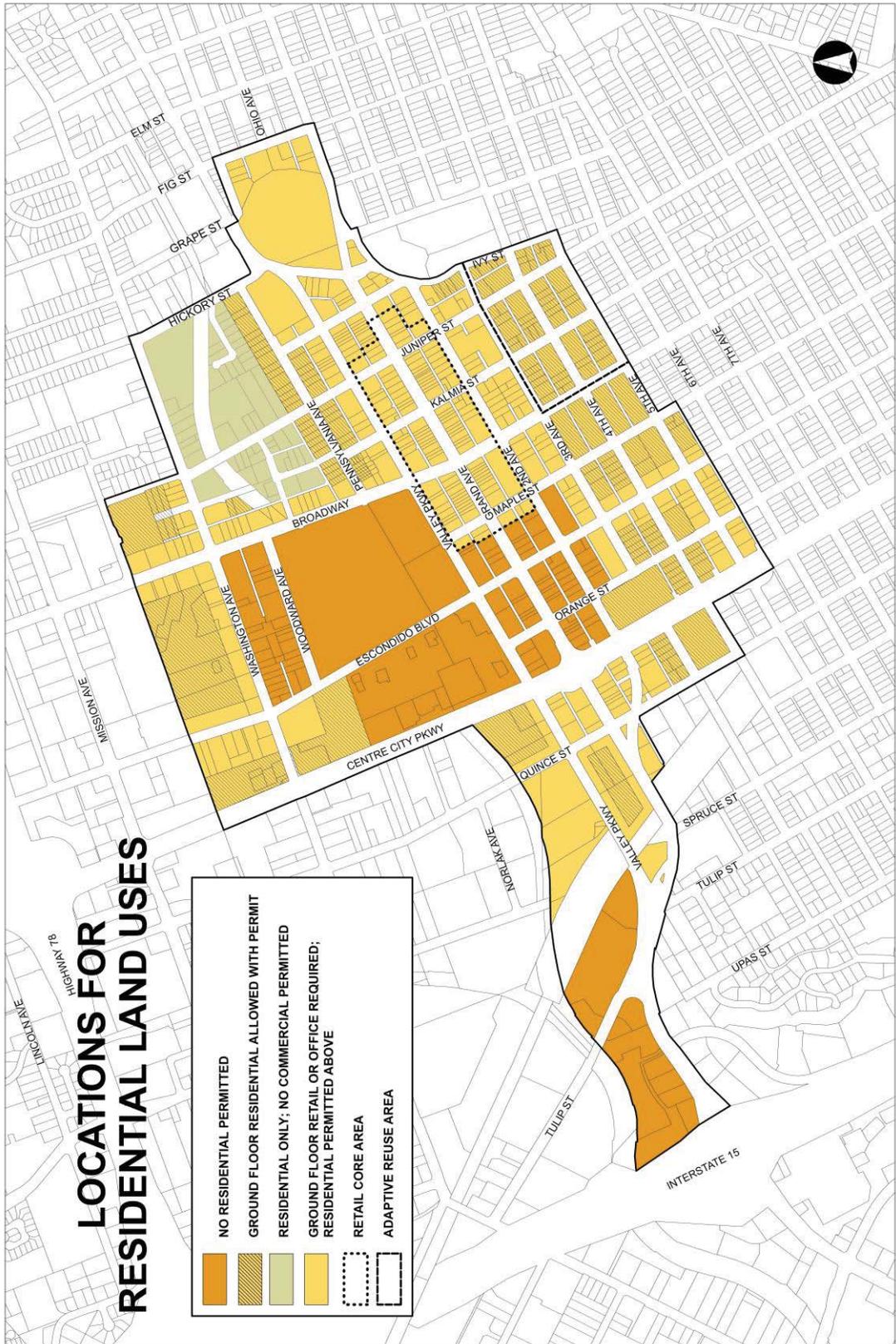


FIGURE II-4

# Downtown Specific Plan

## LAND USES

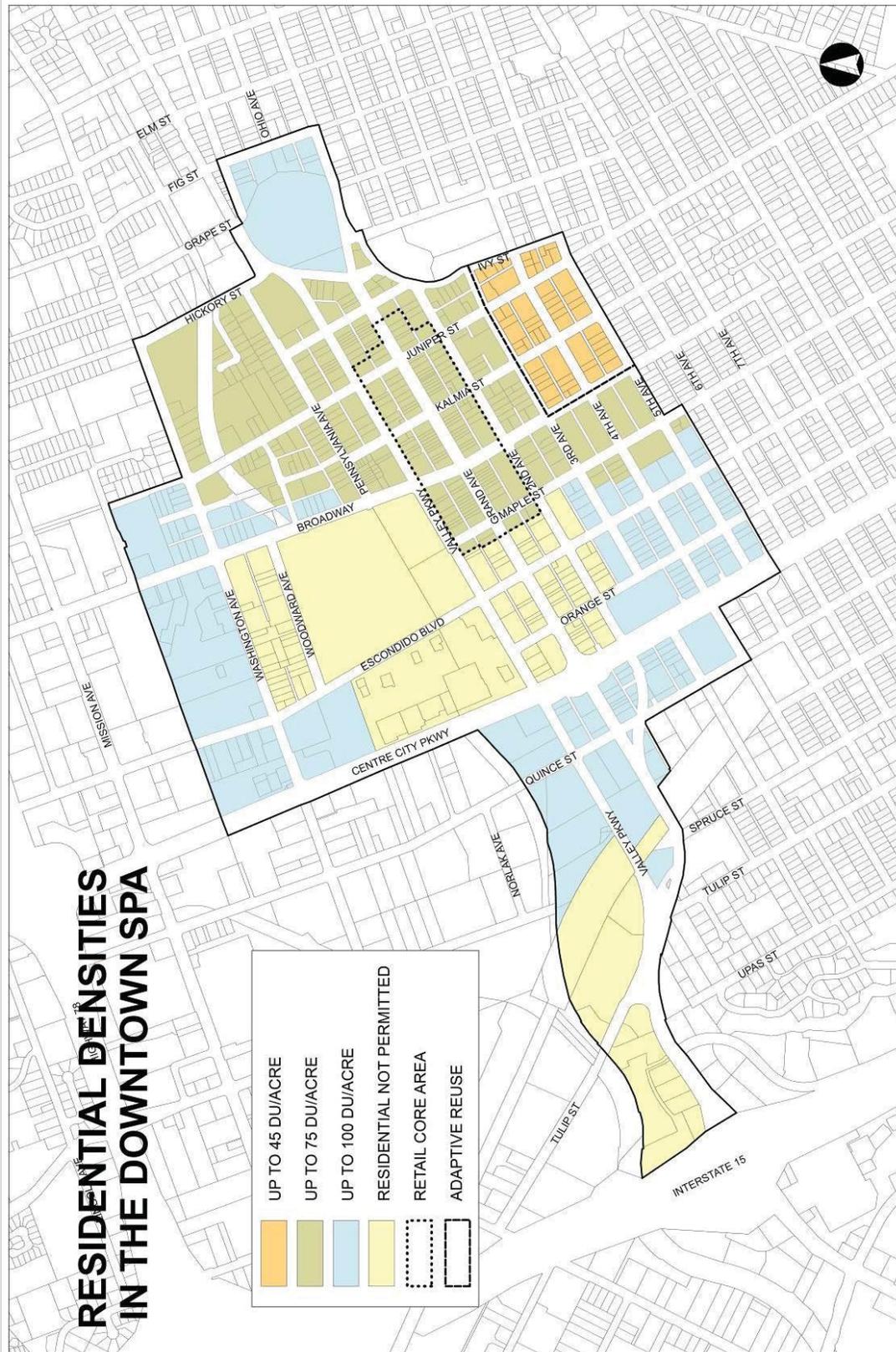
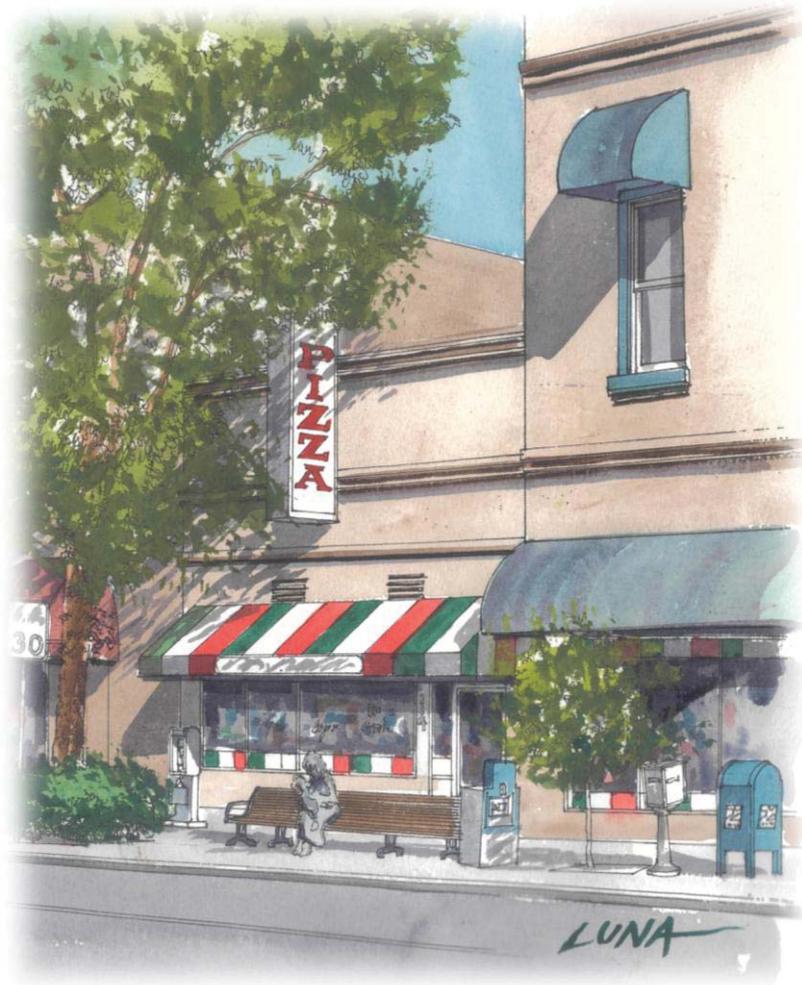


FIGURE II-5



# Downtown Specific Plan

## DESIGN POLICIES, STANDARDS & GUIDELINES

### III. DESIGN POLICIES, STANDARDS, AND GUIDELINES

#### A. PURPOSE

There exist certain elements of good urban design in the creation of public and private spaces that make up the fabric of a downtown. This document seeks to identify those policies, standards and supportive guidelines, to explain them in a way that is clear, and to give direction on their use. Proposed projects should preserve, respect and promote the existing character, scale, and the patterns of downtown Escondido. In its transition to a more urban environment, efforts should be made to capitalize on the City's unique history, geography and climate.



Downtown's urban atmosphere is envisioned to address the increased intensity of pedestrian and vehicular activity. Emphasis is focused on facilitating an enjoyable 'walkable' experience. Streets accommodate wider sidewalks, transit vehicles making multiple stops, pedestrian crossings, buildings closer to the right of way, and other features that affect vehicular and pedestrian traffic.

Downtown design policies, standards and guidelines embrace strategies representing a shift in focus from 'how to develop vacant land' to 'how to reinvest in existing neighborhoods.' Escondido's General Plan accommodates and guides urban residential growth downtown in order to preserve densities in established single family areas. This strategy helps ensure housing options for all residents and capitalizes on the city's infrastructure investments.

The Downtown SPA also incorporate policies ensuring that transportation planners and engineers consistently design and operate the entire roadway with safety and accessibility of all users – bicyclists, transit vehicles and riders, automobiles, and pedestrians of all ages and abilities, as well as goods and services. These policies shift Escondido's orientation away from building streets primarily for automobiles and facilitate the broader vision of directing Downtown's and the City's circulation system toward a truly 'multimodal' transportation network.

# Downtown Specific Plan

## DESIGN POLICIES, STANDARDS & GUIDELINES

The goal of this chapter is to encourage appropriate urban design solutions, increase the level of quality projects and to provide the community with a future environment that is as rich as its past. There might be points of discussion on any project for which there is no one clear solution. Preserving the character of Downtown Escondido, along with the area's overall vision, should be the fundamental goal of the design process.

### 1. SMART GROWTH POLICIES, STANDARDS, AND GUIDELINES

#### a. "Sense of Place" Policy:

**Promote a "sense of place" and enhance the community's historical context.** Project architects and planners should strive to understand the history and character that make Downtown a unique place and how their project design for a specific site would contribute to Escondido being "Somewhere vs. Anyplace."

#### 1) Standards:

- a) The street level shall be enhanced as an inviting place for pedestrians by providing features that are visually interesting and human in scale including seating, public art, outdoor displays, historical plaques and landscaping.
- b) Historically significant facades and architectural features visible from the public right-of-way shall be preserved. Replacement elements on historic buildings shall replicate the original elements as closely as possible in terms of materials, profile, and detail which add to the building's character and the down-town overall. Replication should be based on historic evidence.
- c) Structures proposed for adaptive re-use shall retain the appearance of their original use, particularly if the structure is deemed historically significant. Landscaping, lighting, signage, parking, and other exterior structural additions/modifications, shall be designed to not impact surrounding residential uses.



#### 2) Guidelines:

- a) Proposed projects should preserve, respect and promote the existing character, scale, architecture and the patterns of the historically significant downtown.

# Downtown Specific Plan

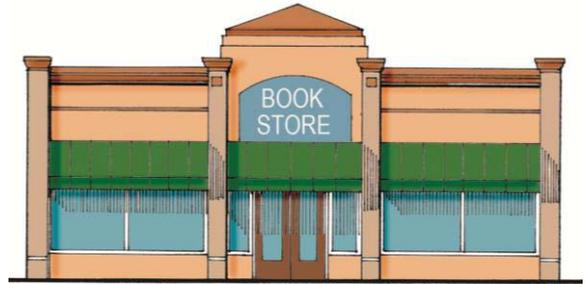
## DESIGN POLICIES, STANDARDS & GUIDELINES

- b) Larger projects should be designed to emulate the existing rhythm and scale of the downtown to minimize expansive inactive storefronts.

### **b. Building Materials Policy:**

**Utilize appropriate urban-style building materials, textures, colors, signage, lighting, massing and balance.**

Well-designed building architecture and signage shall respect and relate to its surroundings in scale, mass, color, use of texture, character, materials, and asymmetrical or symmetrical balance,



EMPHASIS THROUGH MASSING

### 1) Standards:

- a) Exterior building materials typically associated with urban environments that are durable and timeless (concrete, brick, stone, metal, glass, etc) shall be primarily used.

THE DIFFERENT FINISHES OF A MATERIAL CREATE TEXTURE

- b) Colors for building wall surfaces, trim areas, and awnings shall be coordinated and non-garish. Consultation with a color specialist to ensure a harmonious palette is encouraged.

- c) The architectural design of detached buildings shall complement the main structure through the use of compatible details, materials and colors.



TEXTURES PROMOTE INTIMATE SCALE

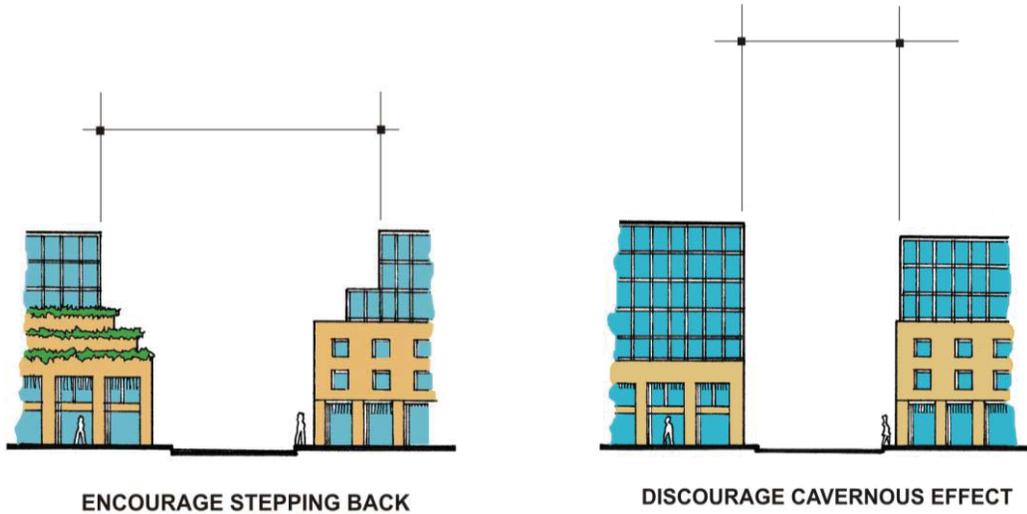
- d) Well-designed and appropriate exterior lighting shall be incorporated to provide security, visual comfort for pedestrians, and enhancement of façade details.

- e) Indirect lighting shall be incorporated where appropriate to minimize glare into pedestrians' eyes. Building lighting that blinks, changes, or is otherwise distracting shall be avoided.

- f) Buildings shall have architectural features and patterns that reflect and reinforce the scale; mass, proportion, rhythm, and attention to detail established by existing well-designed structures, as well as provide visual pedestrian-scale interest, reduce massive visual effects (such as avoiding large blank walls, step-back building facades for upper floors, etc.).

# Downtown Specific Plan

## DESIGN POLICIES, STANDARDS & GUIDELINES



### 2) Guidelines:

a) Typical suburban residential materials and finishes, such as residential roofing styles and large expanses of wood are discouraged.

b) Alterations and/or additions to existing buildings should improve the character of the building and its relationship to historic character, as well as be compatible in scale, materials and character with the main structure.



ASYMMETRICAL BALANCE

c) Building lighting should highlight signs, entrances and walkways, display windows, or outstanding architectural features.

d) Building and signage lighting should be indirect, and with the light source(s) hidden from direct pedestrian and/or motorist view.



SYMMETRICAL BALANCE

e) To enhance readability, comprehension, and aesthetics, signage should be minimal in content, as well as appropriate in size, scale, font and location to help identify a location and provide direction to users.

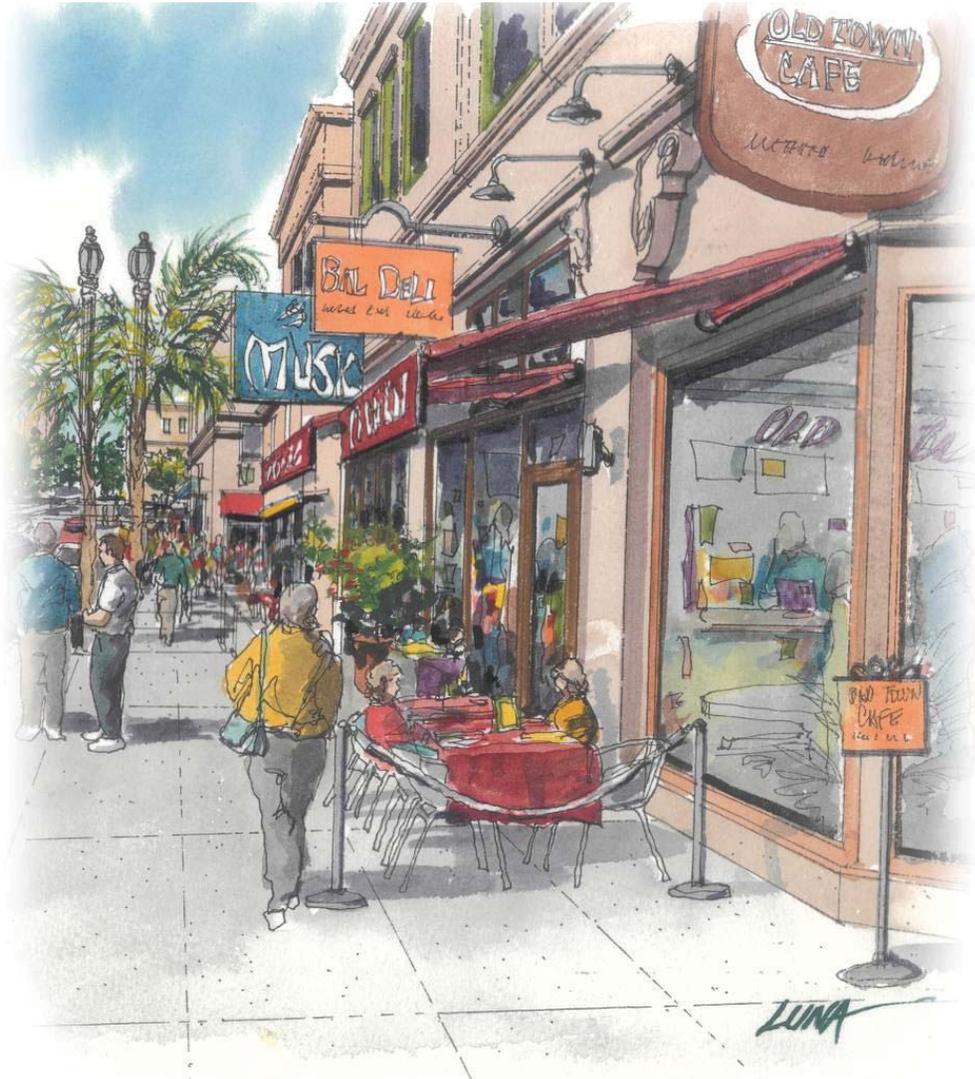
# Downtown Specific Plan

## DESIGN POLICIES, STANDARDS & GUIDELINES

### c. **Building Orientation Policy:**

Orient buildings toward the street to establish a strong connection with the ground plane and immediate surroundings, and to appropriately reflect the building's purpose and use.

A continuous 'street edge' frames and defines the public space, transforming the street into an enjoyable outdoor public space. Buildings with transparent store fronts at the sidewalk engage the pedestrian's interest, attention and curiosity. Conversely, buildings set far back from the street erode the "street edge," disconnect the pedestrian from the building's use and activity, as well as prevent the pedestrian from enjoying attractive building details.



# Downtown Specific Plan

## DESIGN POLICIES, STANDARDS & GUIDELINES

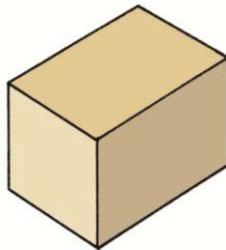
### 1) Standards:

- a) Building entry points shall be clearly visible. As required by the Specific Plan District, approximately 70% of the building wall along the street shall contact, or be in close proximity to, the street edge to provide an urban look and help activate the street by avoiding the use of columns with cantilevered over-hangs and/or porches along the street edge.

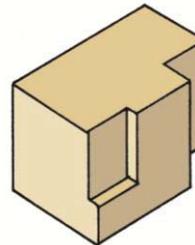


- b) Elements that vary façade planes and create a visual play of light and shadow shall be incorporated along the street edge. Long, uninterrupted, horizontal surfaces and “box-like” appearances shall be avoided. Display windows, store entrances, upper windows and other architectural features are encouraged in these locations.

(BOX-LIKE APPEARANCE)  
DISCOURAGED

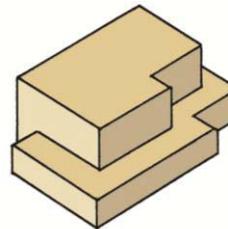


(VERTICAL ARTICULATION)  
ENCOURAGED



- c) Building setbacks that transition from the public right of way shall incorporate hardscape materials (pavers, colored / stamped concrete, raised planters, etc.) that are compatible with public right of way improvements to promote comfortable pedestrian activity and accommodate seating and shade as well as protection from the elements.

(VERTICAL ARTICULATION)  
ENCOURAGED



### 2) Guidelines:

- a) A building's main front façade should not be set back far from the street. The majority of a building footprint should, especially at the street edge, contact the ground plane with a design that reflects the retail, office, or residential use.

# Downtown Specific Plan

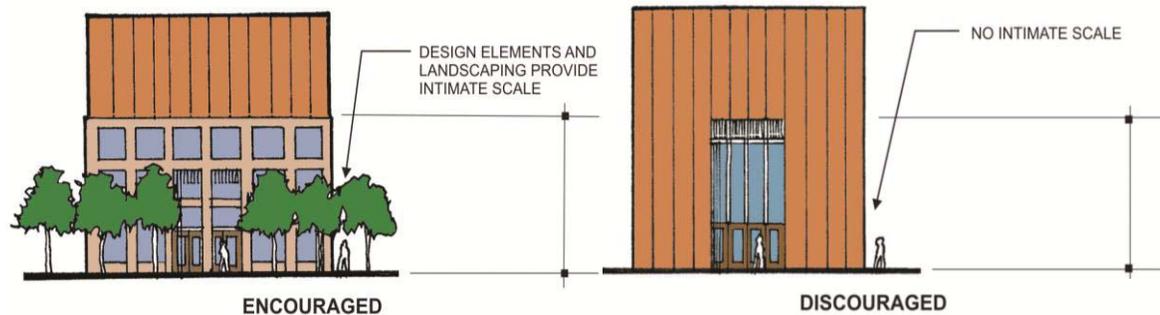
## DESIGN POLICIES, STANDARDS & GUIDELINES

- b) Pedestrian-oriented storefront windows should be located on the street edge as well as pedestrian-scale signage, canopies, and awnings. Doors can be offset slightly away from the street to increase window area.
- c) Changes in paving, hedges and walls also should be used to define the street edge in addition to building façades.
- d) Buildings that are elevated to accommodate 'tuck-under' parking are strongly discouraged because they 'disconnect' the building's users from the ground, street and neighborhood.

### **d. Pedestrian-Oriented Environment Smart Growth Policy:**

**Incorporate higher building profiles and pedestrian-scaled features that strengthen a compact, pedestrian-oriented environment.**

A compact, walkable community is established by incorporating narrow storefronts and lots with increased frequency of entry points in both commercial and residential buildings that limit long expanses of inactivity along the street.



### 1) Standards:

- a) Projects shall incorporate high-profile and vertical design features sufficient to portray a desirable urban quality and comfortable public realm with adjacent buildings.
- b) The ground-floor portion of buildings shall be architecturally distinguished from the upper façade to form a visual base for the building and to create an intimate scale for the pedestrian environment.
- c) Side and rear facades shall be articulated in a comprehensive design that is compatible with the design of the front façade.
- d) Arcades built over the sidewalk or in front of store windows shall be high enough and open enough not to obscure display windows.

# Downtown Specific Plan

## DESIGN POLICIES, STANDARDS & GUIDELINES

- e) Building corners shall incorporate special architectural treatment that enhances the structure as well as the downtown experience; such as, plazas, towers, gathering places, etc.
- f) A termination shall be provided to the top of buildings in a way that complements and enhances the character of the area.

### 2) Guidelines:

- a) Multiple storefronts within the same building should be visually compatible in terms of materials, scale, alignment, color, and building elements.
- b) Storefront entrances should be clearly distinguished from entrances to lobbies or upper floors through the use of architectural treatments and materials selection.
- c) Glass windows on ground floors should be clear and non-reflective. Upper floor windows may have lightly tinted, but non-reflective, glass.
- d) Retail and commercial buildings in the downtown core area should reflect the party-wall construction pattern with adjacent buildings sharing a common wall.
- e) Variations in rooflines should be used to add interest to, and reduce, the massive scale of large buildings.



### e. **Parking Smart Growth Policy:**

**Promote safe parking areas and private spaces that are efficient, convenient and that enhance the downtown experience.**

Effective building and planning techniques where people can view their surroundings throughout the day both from ground-floor shops and upper-floors are effective in reducing crime. Citizen surveillance is promoted when the neighborhood, or commercial area, is designed for frequent pedestrian activity.

### 1) Standards:

- a) Lighting shall be provided for the entire developed site with concentrations at walkways, ramps, parking lots, and unit entrances.

# Downtown Specific Plan

## DESIGN POLICIES, STANDARDS & GUIDELINES

- b) Landscaping shall not be placed so as to screen the doors and windows of units from the street or from walk-ways leading from the street to the dwelling-unit entries.
- c) On-site parking shall not diminish the defined street edge or detract from the pedestrian experience.
- d) Development shall address residential, guest, and commercial parking needs on-site as well as the appropriateness of gated and/or reserved parking.
- e) Exterior lighting fixtures in parking areas and driveways shall utilize cutoff shields, or other appropriate measures, to conceal the light source from adjacent uses and rights-of-way.
- f) Parking lots shall be landscaped to soften their area and provide a visual buffer. A combination of trees and shrubs in a landscaped strip or planter creates an effective separation where a parking lot abuts a public sidewalk.
- g) Structured parking shall create a visually attractive and active street edge to enhance the pedestrian experience in the following manner:
  - i. Parking structures shall generally be limited to extend no more than one-half story above grade adjacent to the sidewalk, or shall be developed below street level.
  - ii. Parking garage facades shall complement the area's existing architecture.
  - iii. A majority of the parking structure's street frontage shall include sufficient retail or commercial space in non-residential areas to accommodate a variety of pedestrian-oriented uses, or construct the parking structure at the rear of the building.
  - iv. Vehicular entry points into garages should be minimized and located to minimize pedestrian exposure.



### 2) Guidelines:

- a) Public, semi-private, and private ground-level spaces should be defined by utilizing low walls, landscaping, stoops, porches, and decorative paving.

# Downtown Specific Plan

## DESIGN POLICIES, STANDARDS & GUIDELINES

- b) Features that can protect pedestrians from inclement weather (umbrellas, awnings, canopies, recessed entries, etc.) are encouraged and should be designed as a building's integral features.
- c) On-site parking should be located at the rear of buildings and be oriented in a manner that facilitates surveillance.
- d) Tandem spaces may be appropriate in residential developments.

### ***f. Housing Smart Growth Policy:***

**Include a variety of housing types and densities to strengthen residents' vested interest in the success of downtown.**

Mixed-use and residential development involving a variety of densities creates vibrancy, provides more housing choices, and reduces the need for automobile dependency. Such variety provides residents opportunities for transitioning to different housing types within the same community and balances economic health.

### ***1) Standards:***

- a) The residential density for mixed-use developments shall consider the planned urban vision as well as the existing development pattern as a means to establish compatibility.
- b) Residential development shall be a minimum of two stories and shall maintain a strong edge similar to commercial buildings.
- c) Residential projects, with portions of its underground parking extending above the sidewalk line, shall be designed so that the street edge is still attractive and inviting to pedestrians.
- d) Mixed Use commercial uses wrapping around street corners and architectural details that are differentiated on upper elevations shall be incorporated to establish a strong retail edge.
- e) Shopkeeper development shall be designed for owners to operate their businesses while living in the attached unit, which also provides separate exterior access to the residential portion of the unit.



# Downtown Specific Plan

## DESIGN POLICIES, STANDARDS & GUIDELINES

- f) The non-residential space of shopkeeper units shall be attached and provide access to the main dwelling unit, which shall be located above and/or behind the non-residential space. Areas devoted for residential use shall not be used as space for conducting business with customers or clients.
- g) Artisan loft and/or shopkeeper units shall not be designed to accommodate leasing or purchasing either the residential or commercial space by separate tenants.
- h) Mixed use retail space shall be developed with sufficient interior areas and ceiling heights to accommodate a wide variety of uses. Storefront widths of 25-30 feet with 42-45+ foot depths (inclusive of handicap accessible restroom areas), and 12- to 13-foot-high ceilings are considered to be sufficient.
- i) Shopkeeper commercial spaces shall be developed with sufficient interior areas and ceiling heights to accommodate a variety of businesses. Shopkeeper widths of 20-25 feet with 30-35 foot depths (inclusive of handicap accessible restroom areas), and 10-11 foot-high ceilings create a sufficient minimum area for shopkeeper uses to operate.
- j) Artisan loft space shall be developed with sufficient interior areas and ceiling heights to accommodate a variety of businesses,. Artisan loft widths of 15-20 feet with 18-25 depths (inclusive of handicap accessible rest-room areas), and 9-10 foot-high ceilings create a sufficient minimum area for artisan uses to operate, although higher ceilings may be appropriate in certain circumstances.



### 2) Guidelines:

- a) Higher density, pedestrian-oriented and mixed-use projects are encouraged that add to the economic viability of the downtown area.
- b) Porches, stoops, balconies and recessed entries in residential projects are encouraged. Design of these elements should retain a sense of privacy, but still allow interaction with the sidewalk while providing 'eyes on the street.'

# Downtown Specific Plan

## DESIGN POLICIES, STANDARDS & GUIDELINES

- c) The design of mixed-use projects should reflect the nature of commercial uses proposed for the development and include provisions for:
  - i. Types of permitted and conditional uses;
  - ii. Vehicular and pedestrian access to commercial and residential areas;
  - iii. Hours of operation for commercial uses;
  - iv. Buffers to the residential area;
  - v. Residential and commercial security;
  - vi. Deliveries, noise, odors, trash;
  - vii. Commercial and residential parking;
  - viii. Open-space (private and collective);
  - ix. On-site amenities for residences (common facilities, storage, etc.); and,
  - x. Interrelating commercial and residential spaces (live/work, retail, office).
- d) First-floor windows located at ground level should be designed and/or located to encourage a sense of privacy.
- e) Residential developments should offer appropriate amenities, such as high loft-like spaces with generous areas of glass. Private balconies and/or decks are encouraged even if these amenities are small in size.

## 2. COMPLETE STREETS POLICIES, GUIDELINES, AND STANDARDS

### a. **Safety & Accessibility Complete Streets Policy:**

**Design and operate the entire roadway with safety and accessibility for all users.**

A well-balanced, connected, safe, and convenient multimodal transportation network that serves all users, including pedestrians of all ages and abilities, bicyclists, transit vehicles and riders, and automobiles, as well as goods and services, will enhance the downtown experience and encourage alternative transportation.



#### 1) **Standards:**

- a) On-street parking shall offer convenience, slow traffic, and provide a visual and safety buffer between the pedestrian and the street.

# Downtown Specific Plan

## DESIGN POLICIES, STANDARDS & GUIDELINES

- b) Appropriate landscaping palettes shall be incorporated into project designs to promote neighborhood and/or street identity, to add human scale, and recreation.
- c) Development in proximity of parks and trails identified in the City's Parks, Trails and Open Space Master Plan (Figure III-1) shall consider linkages and design features that promote pedestrian usage.
- d) Development shall consider incorporating active adult-oriented recreational features in their designs including fitness stations, bicycle racks, etc. to promote activity.



### 2) Guidelines:

- a) Sidewalks and pedestrian paths should be maintained and repaired in a manner that facilitates accessibility and safety.
- b) Pedestrian paths/walkways shall be located where they can be easily surveyed from public or private areas.
- c) Developments should incorporate plazas, outdoor seating, and shade, etc. adjacent to transit stops to improve the public transportation experience.
- d) Developments in prominent locations, such as street corners, and adjacent to parks and plazas, should be considered for locating public art.
- e) Bicycling in the downtown areas should be promoted as a common mode of transportation and recreation to help reduce traffic congestion and improve public health.
- f) Pedestrian connections to the transit station and transit stops should include features that enhance the transit experience and integrate with adjacent land uses such as signage, landscaping, benches, lighting, public art, etc.
- g) Noise and other impacts of truck traffic and deliveries in residential and mixed-use neighborhoods should be minimized by limiting when these can occur.
- h) Development that supports the use of electric vehicles (i.e. battery charging stations, preferred parking areas, etc.) are encouraged.

# Downtown Specific Plan

DESIGN POLICIES, STANDARDS & GUIDELINES

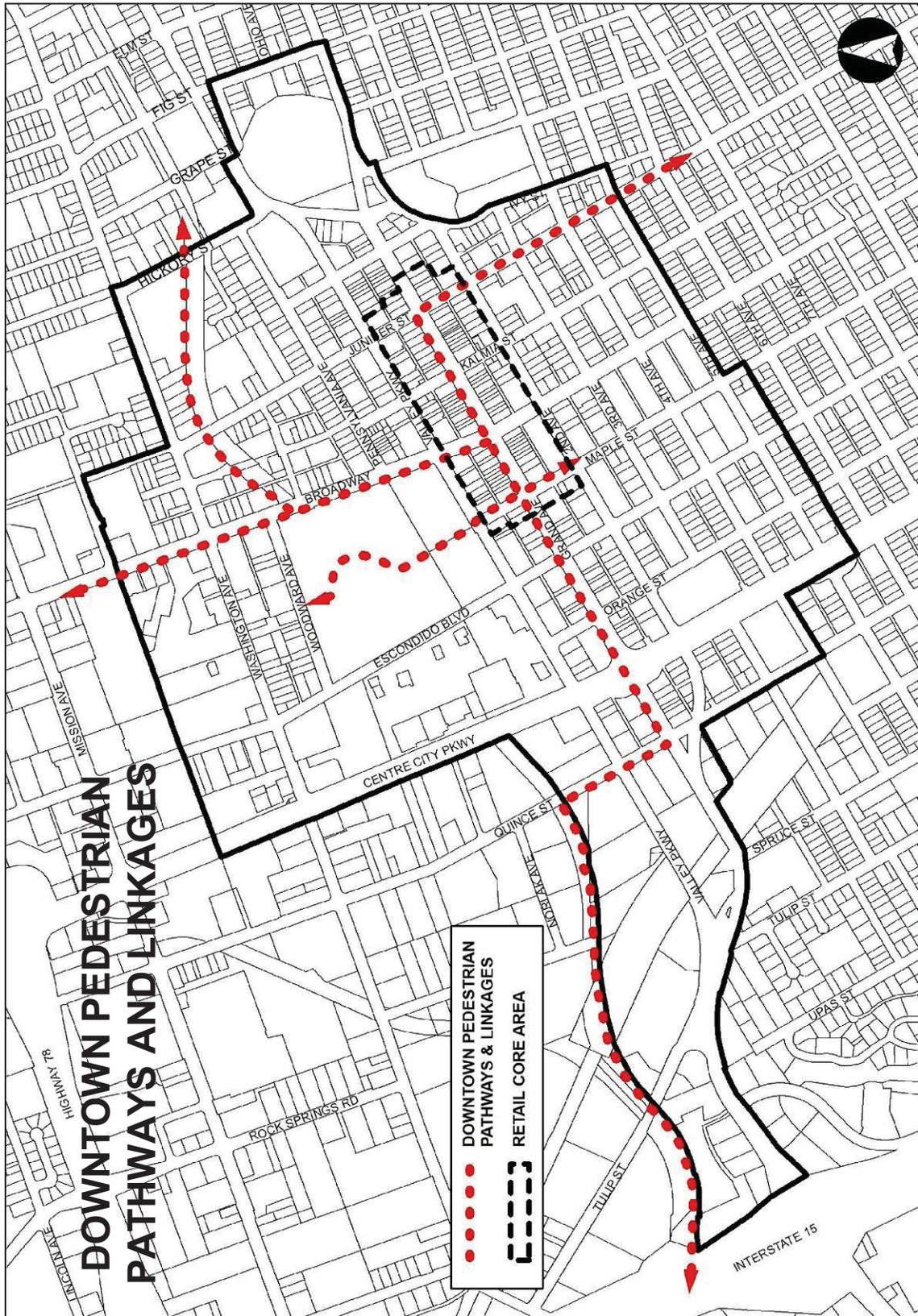


FIGURE III-1

# Downtown Specific Plan

## DESIGN POLICIES, STANDARDS & GUIDELINES

### ***b. Sidewalks Complete Streets Principle:***

#### **Design sidewalks that prioritize the pedestrian experience.**

Sidewalks should be wide enough to encourage pedestrian use, accommodate street landscaping and furniture (i.e. benches, street lights, utility boxes, etc.), activities (outdoor dining, retail displays) and provide a safe and pleasant walkway.

#### ***1) Standards:***

- a) The transition of pavement and streetscape between the public right-of-way and building setback shall be compatible with regard to materials, colors, slope gradient, etc. to provide continuity throughout the downtown.
- b) Private open-space development and streetscape design of the sidewalk areas shall be coordinated when conditions permit.
- c) Provisions shall be made for the maintenance of private front setback areas adjacent to the public right of way.
- d) Outdoor dining in the sidewalk area associated with an adjoining eating or drinking establishment is encouraged. All proposals for outdoor dining areas shall comply with the provisions established in Chapter VII.

#### ***2) Guidelines:***

- a) All streetscape furniture in the public right-of-way should be similar to that adopted for use by the City of Escondido.
- b) Small landscaped pockets and planters, with seating, are encouraged to promote pedestrian activity.

### ***c. Street Grid Complete Streets Policy:***

#### **Preserve the existing circulation grid, encourage narrow streets with modest curb radius, and recognize alleys as streets.**

Preserving the historic street grid (including alleys) enables traffic flow, route choice, safety, continuity, and provides more available land for storefronts. Narrow streets force vehicles to travel slowly, significantly contributing to pedestrian safety, low noise levels, and better neighborhood livability. As the Downtown continues to mature, alleys serve as valuable public property functioning as secondary streets.



# Downtown Specific Plan

## DESIGN POLICIES, STANDARDS & GUIDELINES

### 1) Standards:

- a) Vehicular driveways that cross sidewalks shall be minimized and clearly marked to ensure pedestrian safety.
- b) Curvilinear sidewalks shall be avoided because they draw the pedestrian's attention away from the streetscape and businesses and are more difficult to navigate by large numbers of people.

### 2) Guidelines:

- a) Projects should include narrow turning radiuses and corner 'bulb-outs' where appropriate to slow vehicular traffic and enhance pedestrian safety.
- b) Shorter time restrictions may be imposed for on-street parking in order to maximize convenient parking for Downtown shoppers and discourage the use of on-street parking spaces for long-term and employee parking.
- c) Longer parking time limits on certain streets and public parking lots may be appropriate to encourage shopping and pedestrian activity.

a.



# Downtown Specific Plan

## DESIGN POLICIES, STANDARDS & GUIDELINES

### **d. Level of Service Complete Streets Policy:**

**Design and operate certain streets for vehicles in the Downtown to function at Level of Service (LOS) E.**

Downtown's urban atmosphere will need to address the increased intensity of pedestrian and vehicular activity. Emphasis will be focused on facilitating an enjoyable pedestrian experience.

#### **1) Standards:**

- a) When considering traffic impacts in areas of downtown depicted in Figure III-2, Level of Service (LOS) E shall be the threshold for determining significance and requiring mitigation.
- b) Traffic signals shall be synchronized where feasible as appropriate to facilitate the flow of through-traffic, thus enhancing the movement of vehicles and goods through the City while reducing fuel consumption and air pollution.

#### **2) Guidelines:**

- a) Intersections and mid-block areas should be considered as locations for possible sidewalk widening to reduce street crossing distances, promote pedestrian activity, manage traffic flow, and enhance safety.
- b) The safety and efficiency of accessing the public street network from private properties should be considered by controlling driveway access locations, installing medians and access controls, maintaining minimum distances from intersections, consolidating driveway access, and encouraging interconnected parking lots.



# Downtown Specific Plan

## DESIGN POLICIES, STANDARDS & GUIDELINES

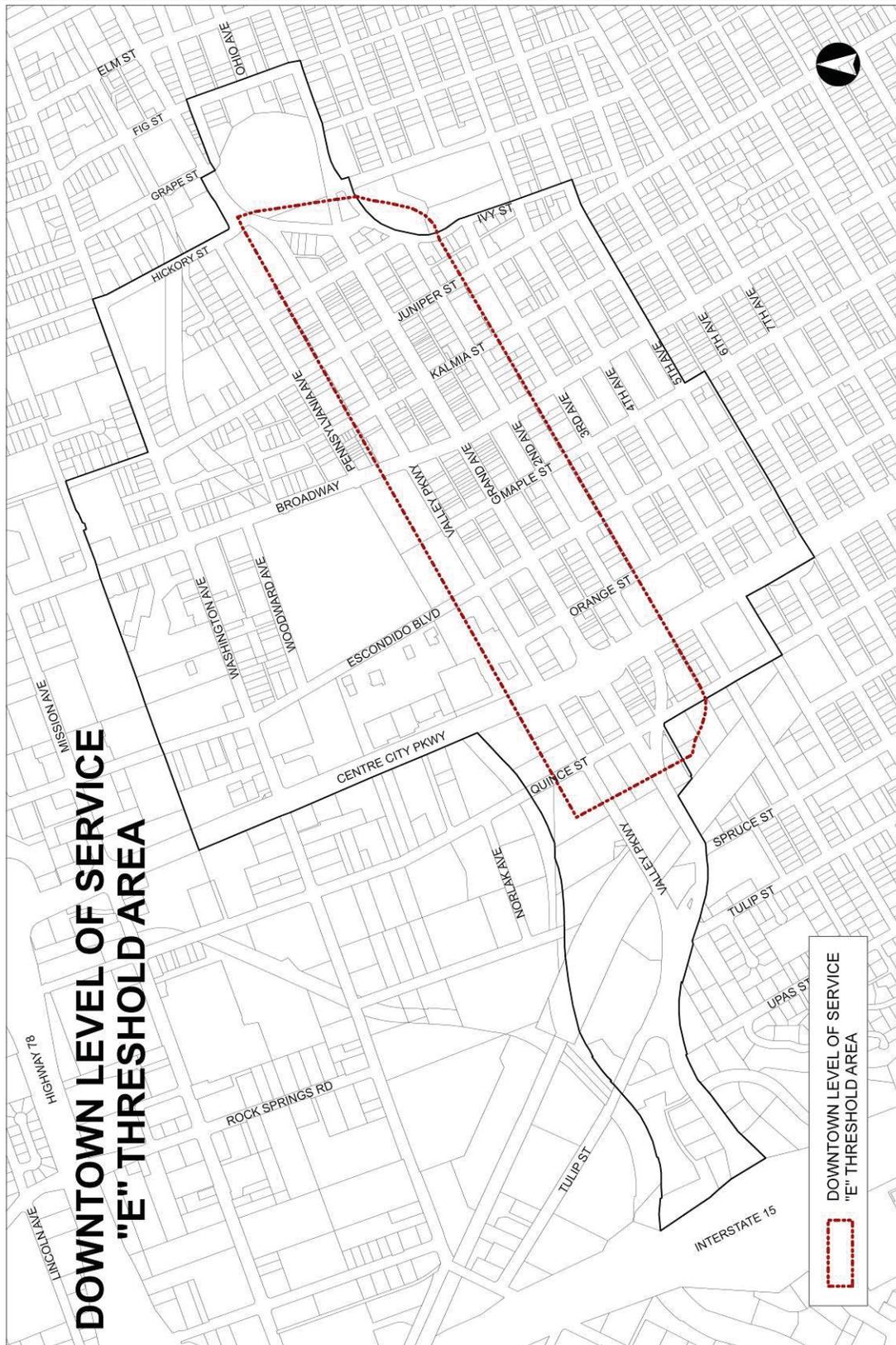


FIGURE III-2

# Downtown Specific Plan

## DESIGN POLICIES, STANDARDS & GUIDELINES

### B. DEVELOPMENT STANDARDS

#### 1. PARKING

On-site parking shall be provided according to Article 39 of the Escondido Zoning Code, in conjunction with the provisions stipulated in this document.



**FIGURE III-3  
Downtown Residential Parking Matrix<sup>1</sup>**

<b>Apartments, Townhomes, Row Homes, Flats, Duplexes, Condominiums</b>	<b>Mixed Use, Shopkeeper</b> (Defined in this Chapter)	<b>Artisan Loft / Live-Work</b> (Defined in this Chapter)	<b>Conventional Single Family Dwelling</b>
Spaces per dwelling unit: <i>Studio: 1</i> <i>1 Bdrm: 1.5</i> <i>2 Bdrm: 1.75</i> <i>2+ Bdrm: 2</i> (Minimum 1 covered space per dwelling unit)	Same as apartments In addition: 1 space / 250 SF gross floor area of commercial space <sup>2</sup> (Minimum 1 covered space per dwelling unit)	1.75 spaces per unit (Minimum 1 covered space per dwelling unit)	2 spaces per unit (Minimum 2 covered spaces per dwelling unit)
Guest: 0.25 / dwelling unit or fraction thereof <sup>3</sup>	Guest: 0.25 / dwelling unit or fraction thereof <sup>3</sup>	Guest: 0.5 / dwelling unit or fraction thereof <sup>3</sup>	Guest: no minimum

<sup>1</sup> Parking may be modified through the Planned Development application process. Justification shall be based on a peak-hour parking demand utilizing a methodology approved by the City.

<sup>2</sup> Mixed Use and Shopkeeper units within Vehicle Parking Districts 1 and 2 are exempt from non-residential parking requirements (see Vehicle Parking District information in this Chapter).

<sup>3</sup> On-street guest parking may be approved by the City on a case-by-case basis.

#### a. Off-site Joint-Use Parking

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

- 1) The building or use for which the joint-use parking application is being made shall be located within ¼ mile of the off-site parking facility.
- 2) The applicant shall provide evidence to the satisfaction of the City that there are no substantial conflicts in the principal operating hours of the building or uses for which the joint use of off-street parking facilities are proposed.

# Downtown Specific Plan

## DESIGN POLICIES, STANDARDS & GUIDELINES

- 3) Parties involved in the joint-use of off-street parking agreement shall provide the City with an appropriate legal instrument approved by the City Attorney as to form and content. Such instrument, when approved as con-forming to the provisions of this article, shall be recorded in the Office of the County Recorder and copies thereof filed with the City.



- 4) The City shall be granted authority to require signage on parking spaces if needed.

### ***b. Additional Criteria for Residential Tandem and Standard Parking***

- 1) At least one parking space for each residential unit shall be covered, or enclosed, except for guest parking.
- 2) Wider parking stalls shall be incorporated adjacent to vertical support walls, beams, and/or columns that impede access within structured parking garages.
- 3) Tandem parking proposed for residential development shall be processed through the Planned Development application.
- 4) All enclosed garages shall be constructed with roll-up doors.
- 5) A maximum 25% of residential units may be provided with tandem spaces.
- 6) Tandem spaces shall not be assigned to separate residential units.
- 7) Minimum interior, enclosed-garage, tandem-space dimensions shall be 10 feet wide and 38 feet long.
- 8) Minimum structured parking tandem-space dimensions shall be 8.5 feet wide and 36 feet long.

### ***c. Tandem Parking for Commercial Uses***

A portion of the required parking may be installed as tandem spaces by approval of a Conditional Use Permit for commercial uses that provide valet service during operating hours. This would limit any future changes in building occupancy.

# Downtown Specific Plan

## DESIGN POLICIES, STANDARDS & GUIDELINES

### **d. Vehicle Spaces Shall Be Reserved for Parking**

Provisions shall be made to ensure that parking spaces remain available for operable vehicles and not for inoperable vehicles or general storage.

### **e. Conversion of On-Site Parking for Outdoor Dining**

On-site private parking spaces may be converted for outdoor dining to accommodate an on-site restaurant subject to City approval.



## 2. VEHICLE PARKING DISTRICTS

Vehicle Parking Districts have been established in the Downtown Specific Planning Area (Figure III-4). For the purpose of calculating parking requirements for a current or future non-residential use, a property shall be deemed to have the number of parking spaces required by the City for the most intensive land use permitted for such property. Developers of vacant or under-developed parcels are encouraged to provide a number of parking spaces commensurate with their anticipated demand, but there is no minimum requirement.

### **a. Vehicle Parking District No. 1**

Special assessments have been paid by property owners whose businesses are located within Vehicle Parking District No. 1 for establishing and financing public parking spaces

### **b. Vehicle Parking District No. 2**

Vehicle Parking District No. 2 is the western extension of downtown and has been identified as a targeted commercial area where parking incentives could help retain existing businesses and facilitate new or expanding businesses.

### **c. Retail Core District Parking**

The parking ratio for all land uses within the Retail Core District Parking area shall be the same as Vehicle Parking District No. 1. Parking management strategies for public off-street parking lots may be considered by the City in order to ensure adequate parking on selected public lots.

# Downtown Specific Plan

## DESIGN POLICIES, STANDARDS & GUIDELINES



FIGURE III-4

# Downtown Specific Plan

## DESIGN POLICIES, STANDARDS & GUIDELINES

### 3. BUILDING EXTERIOR MODIFICATIONS

Prior to beginning any work, proposed exterior modifications shall be reviewed by the Director of Community Development or his/her designee, pursuant to Figure VIII-1, to determine conformance with Specific Plan design guidelines and policies. Alterations include, but are not limited to: painting or otherwise modifying exterior features different than existing, altering exterior architectural finishes, installing awnings, windows, doors, signs, etc. The approval of any building modification would constitute a binding agreement between the City and the property owner.

### 4. REFUSE AREAS



Trash and storage enclosures shall be of a size, type, and quantity approved by the City. All enclosures shall be attractive in design and integrated into the main building's architecture.



They shall be shielded from view within a building or within an area enclosed by a solid wall not less than six (6) feet in height and constructed with a roof structure that screens the enclosure from higher elevations. Said storage areas shall be located so that they are oriented away from public streets, and residential areas, secured from unauthorized entry, and easily accessible to collection vehicles as well as meet all National Pollution Discharge and Elimination System (NPDES) requirements.



# Downtown Specific Plan

## DESIGN POLICIES, STANDARDS & GUIDELINES

### 5. LANDSCAPING

Landscaping shall conform to Article 62 of the Escondido Zoning Code. Deviations from the code may be approved on a case-by-case basis through the Planned Development process, providing justification is documented to support the request to the satisfaction of the City.

### 6. USABLE OPEN SPACE

#### a. Definition

Usable open space is defined as an open area or recreational facility that is integrated into the development, in addition to the following:

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



#### b. Residential-Only and Mixed-Use Residential Open Space

A minimum of 300 square feet of usable open space shall be provided per residential unit. Required open space may be reduced up to 50% subject to Planned Development and Development Agreement approval in exchange for alternative open space benefitting the public including but not limited to:

- 1) Paying a per-square-foot in-lieu fee that contributes toward the cost of installing, improving and /or expanding parkland or facilities in the downtown area.
- 2) Providing on-site, publically accessible outdoor, street-level open space (i.e. plaza, courtyard, etc.) maintained by the property owner.



# Downtown Specific Plan

## DESIGN POLICIES, STANDARDS & GUIDELINES

### 7. RESIDENTIAL STORAGE

A minimum of eighty (80) cubic feet of private storage area for each unit shall be provided, with no minimum dimensions less than two (2) feet. Said storage shall be required in addition to typical cabinets and closets and not include attic space.

### 8. ADEQUATE CLEARANCES

Staff shall review and approve appropriate clearances around and between buildings to ensure adequate sight distance, safety, and maintenance clearances for private, service, and emergency vehicles.

### 9. WALLS REQUIRED

A solid-masonry wall, not less than six (6) feet in height above grade, shall be built and maintained on those sides of a property in any nonresidential Specific Plan District that adjoins a residential zone, school, or park, except where the adjoining property has already provided a six (6) foot, above-ground, masonry wall. Streets and/or alleys shall constitute a separation and no wall is required. The need for screen-walls within a mixed-use project shall be evaluated on a case-by-case basis.

### 10. SECURITY FENCES AND STOREFRONT SECURITY GRATES

Security fences and/or storefront grates are strongly discouraged, particularly in areas designed for heavy pedestrian traffic. Security features attractively de-signed and non-intrusive, placed inside the structure may be considered on a case-by-case basis, subject to the approval of the design and location by the Community Development Director, or a designated representative. Alternative security measures, such as internal alarms and reinforced glass, are encouraged.



### 11. BUILDING HEIGHTS, SETBACKS, COVERAGE STANDARDS

Development standards (Figure III-5) have been established to promote urban design in concert with the overall vision for a dynamic pedestrian-oriented environment.

**FIGURE III-5**  
**Land-Use District Development Standard Matrix**  
(Page 1 of 2)

	<b>HD</b>	<b>PV</b>	<b>CCU</b>	<b>GT</b>	<b>M</b>	<b>SG</b>	<b>CN</b>
<b>Maximum Building Height and Stories</b>	45' (up to 3 stories) along Grand Avenue in Retail Core Area	35' (up to 2 stories) between Washington and Woodward Ave	75' (up to 5 stories) (see Figure III-6)	60' (up to 4 stories) west of NCDT Rail line; elsewhere up to 75' (up to 5 stories) (see Figure III-6)	75' (up to 5 stories) north of Grand Avenue, 60' (up to 4 stories) south of Grand Avenue (see Figure III-6)	75' (up to 5 stories) between CCP and Maple Street, 60' (up to 4 stories) between Maple Street and Broadway Historic Adaptive Reuse; 35' (up to 2 stories) (see Figure III-6)	75' (up to 5 stories) (see Figure III-6)
<b>REFER TO FIGURE III-6</b>	60' (up to 4 stories) outside Retail Core Area between Valley Pky and Second Ave. 75' (up to 5 stories) south of Second Ave. (120' for hospital tower) (see Figure III-6)	75' (up to 5 stories) east side of Broadway <sup>85'</sup> within Grape Day Park, Civic & Cultural areas with Planned Development approval (see Figure III-6)					
<b>Min. Lot Frontage</b>	None	50'	50'	50'	50'	50'	50'
<b>Front Setback</b>	At right of way or 14' from ultimate street curb face, whichever is greater (Surface Parking and Signs: 5' from property line)	At right of way or 14' from ultimate street curb face, whichever is greater (Surface Parking and Signs: 5' from property line)	At right of way or 14' from ultimate street curb face, whichever is greater (Surface Parking and Signs: 5' from property line)	At right of way or 14' from ultimate street curb face, whichever is greater (Surface Parking and Signs: 5' from property line)	At right of way or 14' from ultimate street curb face, whichever is greater (Surface Parking and Signs: 5' from property line)	At right of way or 14' from ultimate street curb face, whichever is greater (Surface Parking and Signs: 5' from property line)	At right of way or 14' from ultimate street curb face, whichever is greater (Surface Parking and Signs: 5' from property line)
<b>Interior Side Setback</b>	None (Surface Parking and Signs: 5')	None (Surface Parking and Signs: 5')	None (Surface Parking and Signs: 5')	None (Surface Parking and Signs: 5')	None (Surface Parking and Signs: 5')	None (Surface Parking and Signs: 5') Pennsylvania Ave.: 0' Elsewhere: 5' + 5' for each story over 2 (Surface Parking and Signs: 5')	None (Surface Parking and Signs: 5')



# Downtown Specific Plan

## DESIGN POLICIES, STANDARDS & GUIDELINES

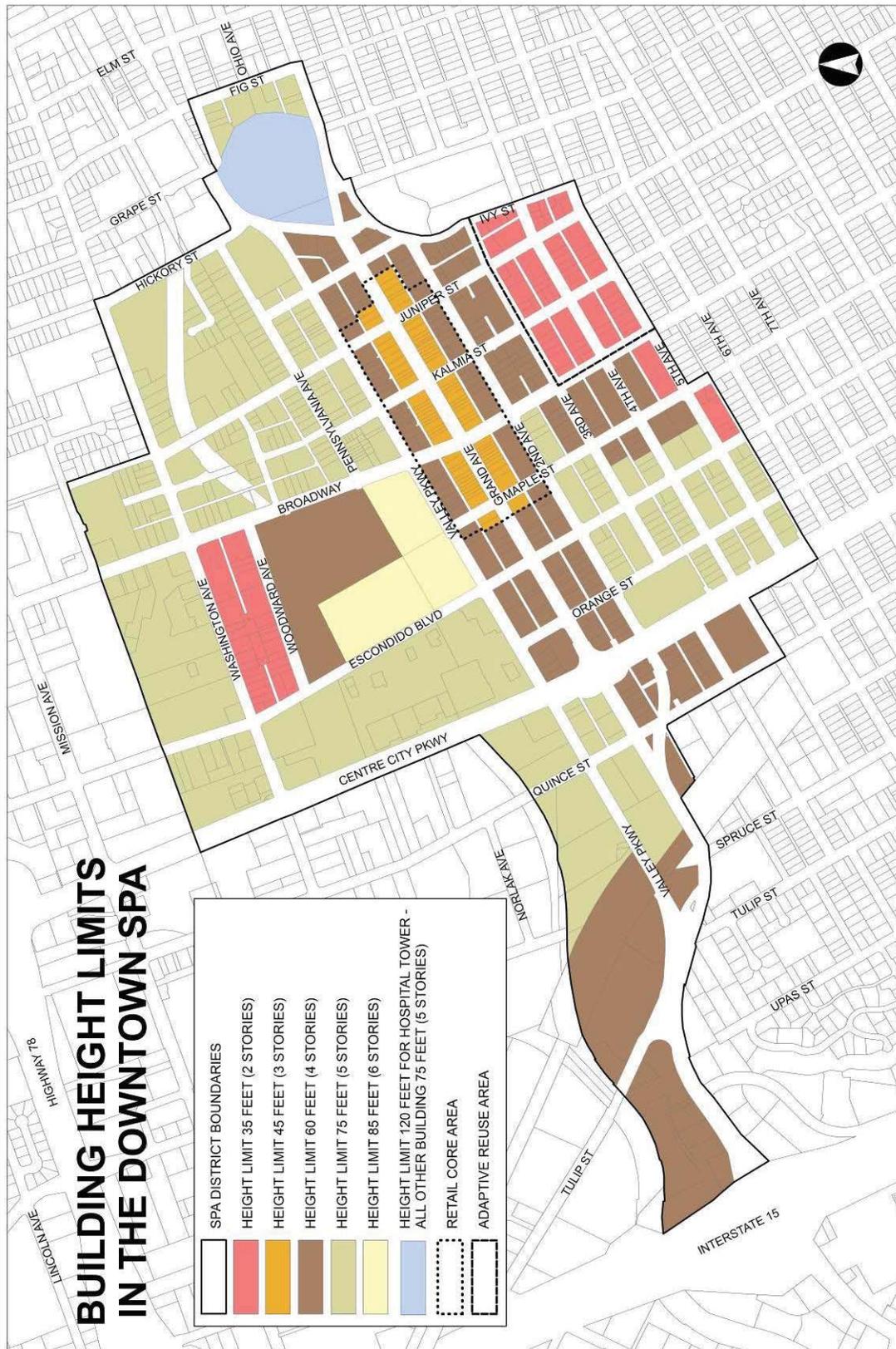


FIGURE III-6

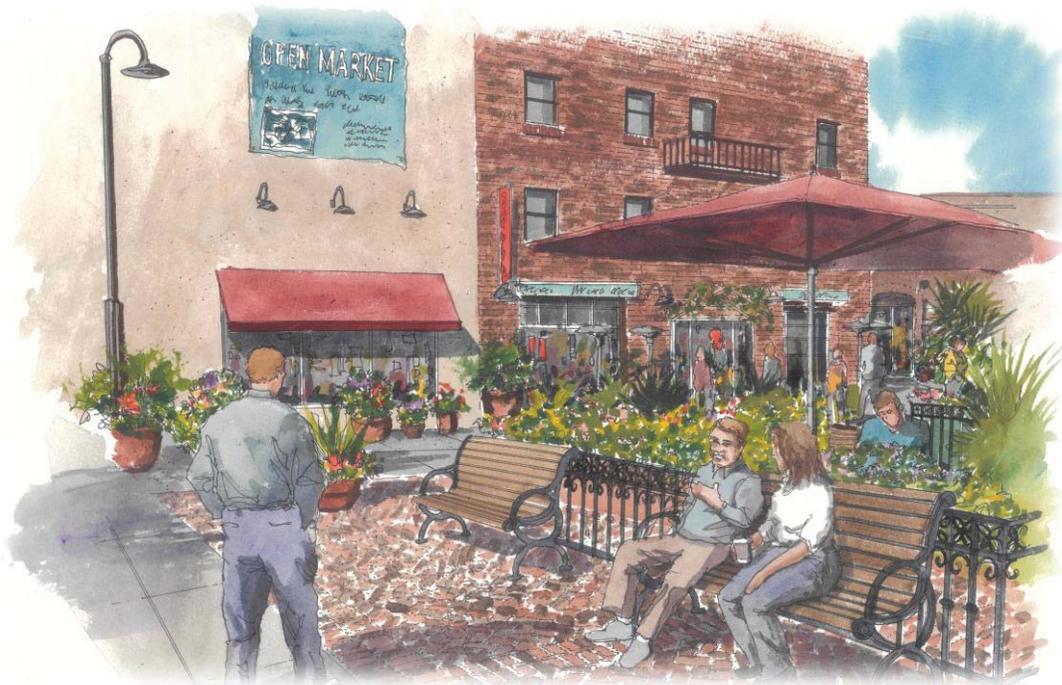
# Downtown Specific Plan

## DESIGN POLICIES, STANDARDS & GUIDELINES

### 12. SIGN STANDARDS

All signs shall conform to Article 66 of the Escondido Zoning Code as well as standards and guidelines detailed in this Specific Plan.

Sign standards (Figure III-7) have been established to discourage a “cluttered” atmosphere in favor of enhancing economic revitalization and improving the image for Downtown. The following standards establish criteria to ensure consistency and compatibility.



**FIGURE III-7**  
**Downtown Specific Plan Sign Matrix**  
 (Page 1 of 2)

	HD	PV	CCU	GT	M	SG	CN
<p><b>Permitted Sign Types:</b> A maximum of <i>three types of signs</i> from the following list of <b>Building Signs &amp; Freestanding Signs</b> are permitted in accordance with <i>Chapter VI: Sign Standards and Guidelines</i></p> <p><b>Maximum Sign Area (aggregate):</b> When calculating the maximum sign area (aggregate), all <b>Building Signs</b>, as listed below, shall be included. The square footage of <b>Freestanding Signs</b> is permitted <i>in addition</i> to the total aggregate sign area.</p>							
<b>BUILDING SIGNS</b>							
<b>Commercial &amp; Mixed Use: 1 SF per 50 SF of gross commercial area, Maximum 300 SF per building, Minimum 15 SF per building</b>							
<b>Residential: 2 SF per unit, Maximum 60 SF per project, Maximum 30 SF per sign</b>							
<b>Wall Sign:</b> Maximum 100 SF per sign	One sign per building wall						
<b>Projecting Wall Sign:</b> Maximum 100 SF per sign Buildings 4 or more stories	Not Permitted	Not Permitted	One sign per building with PC Approval	One sign per building with PC Approval	One sign per building with PC Approval	Not Permitted	Not Permitted
<b>Window Sign:</b> Max 4 SF per sign if used with wall sign(s). Max 50% of first floor window area. Max 20% of second floor window area for a different use	<u>Non-residential:</u> One sign per window facing a street, alley or parking lot	<u>Non-residential:</u> One sign per window facing a street, alley or parking lot	<u>Non-residential:</u> One sign per window facing a street, alley or parking lot	<u>Non-residential:</u> One sign per window facing a street, alley or parking lot	<u>Non-residential:</u> One sign per window facing a street, alley or parking lot	<u>Non-residential:</u> One sign per window facing a street, alley or parking lot	<u>Non-residential:</u> One sign per window facing a street, alley or parking lot
<b>Projecting Sidewalk Sign:</b> 4.5 SF per face, 3 feet max width	<u>Non-residential:</u> One sign per business	<u>Non-residential:</u> Not Permitted					
<b>Awning Sign:</b> Max. letter height 6 inches	One sign per each street or alley entrance	One sign per each street or alley entrance	One sign per each street or alley entrance	One sign per each street or alley entrance	One sign per each street or alley entrance	One sign per each street or alley entrance	One sign per each street or alley entrance
<b>Top of Building Sign:</b> Buildings 3-4 stories: 3'6" max letter height 3'10" max symbol height Buildings 5 stories: 4'0" max letter height 4'6" max symbol height	Not Permitted	Not Permitted	Two signs per building, one per building face	Two signs per building, one per building face	Two signs per building, one per building face	Two signs per building, one per building face	Not Permitted

**FIGURE III-7**  
**Downtown Specific Plan Sign Matrix**  
 (Page 2 of 2)

<b>FREESTANDING SIGNS</b>	<b>HD</b>	<b>PV</b>	<b>CCU</b>	<b>GT</b>	<b>M</b>	<b>SG</b>	<b>CN</b>
<b>Signs shall be set back a minimum 5 feet from property line. See below for sign area calculations and sign heights</b>							
<b><u>Pole Sign:</u></b> <3 acres: one sign per premise >3 acres: one sign per street frontage, 2 per frontage over 1,200 feet +1 sign for each additional 600 feet	Not Permitted	Not Permitted	Permitted for non-residential uses only	Permitted for non-residential uses only	Not Permitted	Not Permitted	Not Permitted
<b><u>Monument Sign:</u></b>	<u>Non-residential:</u> One per premise <u>Residential</u> <u>over 20 units:</u> One per major street entrance <u>Grand Avenue &amp; Historic Retail Core Area:</u> Not Permitted	<u>Non-residential:</u> One per premise <u>Residential</u> <u>over 20 units:</u> One per major street entrance	<u>Non-residential:</u> One per premise <u>Residential</u> <u>over 20 units:</u> One per major street entrance	<u>Non-residential:</u> One per premise <u>Residential</u> <u>over 20 units:</u> One per major street entrance	Not Permitted on Grand Ave. <u>Non-residential:</u> One per premise <u>Residential</u> <u>over 20 units:</u> One per major street entrance	<u>Non-residential:</u> One per premise <u>Residential</u> <u>over 20 units:</u> One per major street entrance <u>Adaptive Reuse Area:</u> 6 feet high max	<u>Non-residential:</u> One per premise <u>Residential</u> <u>over 20 units:</u> One per major street entrance

Maximum Freestanding Sign Size with Planning Commission Approval

Maximum Freestanding Sign Size with Staff Review Approval

<b>Lot/Center Size</b>	<b>Area</b>	<b>Height</b>	<b>Area</b>	<b>Height</b>
a. up to 7,000 SF	10 SF	6'	20 SF	Up to 20'
b. 7,001-10,000 SF	20 SF	6'	40 SF	Up to 20'
c. 10,001 and up	32 SF	6'	60 SF	Up to 20'
Residential (20+ units):	20 SF	6'		

Districts:

HD = Historic Downtown  
 CCU = Centre City Urban

M = Mercado  
 PV = Park View

GT = Gateway Transit  
 SG = Southern Gateway

CN = Creekside Neighborhood

# Downtown Specific Plan

## DESIGN POLICIES, STANDARDS & GUIDELINES

### C. GENERAL PROVISIONS

#### 1. PROCESSING GUIDELINES FOR DEVELOPMENT APPLICATIONS

The Specific Plan affects private property through regulation of land uses and physical property improvements. Implementation of these regulations shall be achieved through the planning approval and review process utilizing the decision-making authority of the Planning Commission and City Council.

Applications for development that have been established to ensure compatibility with the planned vision for Downtown may be processed pursuant to Chapter VIII (Implementation and Administration). All construction and development within the Specific Plan Area shall comply with the provisions of the Specific Plan and other documents incorporated by reference. If any issues arise that are not covered by the provisions of this Specific Plan or other referenced documents, the most applicable provisions shall prevail as determined by the Community Development Director.



Proposals that conflict with the adopted Specific Plan standards shall be processed on a case-by-case basis with a Specific Plan Amendment, Planned Development and Development Agreement application along with other appropriate applications dependent on the nature of the project (tentative map, conditional use permit, etc.) with individual environmental analysis.

#### 2. OTHER APPLICABLE CODES AND ORDINANCES

Unless otherwise stated within the Specific Plan, all construction and development within the Specific Plan Area shall comply with applicable provisions of the City Council-adopted Subdivision, Municipal and Zoning Ordinances, Uniform Building Code and the various related mechanical, electrical and plumbing codes, as well as any adopted Federal, State or local housing laws and regulations that apply.

#### 3. DIRECTOR DETERMINATIONS

If there is no sufficient provision provided for an issue, condition, or situation that arises, or is not clearly understandable, those regulations that are applicable for the most similar issue, condition, or situation shall be used by the Director of Community Development as guidelines to resolve an unclear matter. Determinations of the Director may be appealed to the Planning Commission within ten days of the determination.

# Downtown Specific Plan

## DESIGN POLICIES, STANDARDS & GUIDELINES

### 4. AMENDMENTS

City Council action is required to amend the Specific Plan. An amendment may be initiated by the City Council, Planning Commission, staff or private property owner and shall be subject to the appropriate City Council adopted fee schedule. The criteria identified in Chapter I Sections C (*Downtown SPA Strategic Goals*) shall apply in reviewing any amendment.

### 5. VIOLATIONS

Any persons, firm, or corporation (whether a principal, agent, employee, or otherwise) violating any provisions of these regulations shall be subject to the penalties and provisions of the City Municipal Code.

### 6. LAND USE DETERMINATIONS

Whenever a particular use has not been clearly listed as being permitted or conditionally permitted in a land-use district, it shall be the duty of the Director of Community Development to determine if said use is: (a) consistent with the overall intent of the district in which the use is proposed; and, (b) consistent with the other permitted or conditional uses in that district. An amendment shall be required to add a use not clearly listed.

### 7. NONCONFORMING USES AND STRUCTURES

Lawful uses of land or structures that would not be permitted by the regulations imposed by this Specific Plan shall be governed by the Escondido Zoning Code with the following exceptions:

- a. Nonconforming signs shall be subject to provisions of Article 66 of the Escondido Zoning Code. Improvements to a nonconforming sign shall be considered separately from any improvements to the property, limited by the provisions of the Escondido Zoning Code.
- b. Nonconforming signs shall be treated separately from the nonconforming structure and use, and shall not cause the property and/or use to be deemed nonconforming.



# Downtown Specific Plan

## DESIGN POLICIES, STANDARDS & GUIDELINES

- c. The following improvements are exempt from the nonconformance provisions and shall not count toward the total improvement limitations on the property:
  - i. Building facade improvements, including rear facade rehabilitation; and,
  - ii. Stabilization of unreinforced masonry.
- d. Structures listed on the City's Local Register of Historic Places are deemed to be legal nonconforming uses. Permissible modifications are exempt from the limitations on improvements imposed by the Escondido Zoning Code.

### 8. MIXED-USE PLANNED DEVELOPMENT ZONES PERMITTED USES

In situations where a Mixed-Use Planned Development has been approved in conformance with the provisions of the Downtown Specific Plan and the Zoning Code, but has not been constructed, the interim permitted uses for the existing building(s) within the Planned Development zone shall be those of the underlying district unless otherwise conditioned.

### 9. SITE DEVELOPMENT FLEXIBILITY

Adjustments to the site development regulations in this chapter may be approved or conditionally approved by the Director of Community Development if it is demonstrated that the proposed adjustment(s) would be compatible with, and not prove detrimental to, adjacent property or improvements:

- a. Adjustments to setback requirements up to 25% or four feet (whichever is less).
- b. Required landscaping may be permitted in the public right-of-way if a minimum six-foot clear sidewalk is maintained, Americans with Disabilities Act (ADA) requirements are met, and an encroachment permit is obtained from the City. This provision shall apply only if there is no encroachment on the existing right-of-way by a future street improvement that would render the landscaping feature(s) to become non-conforming.



# Downtown Specific Plan

## HISTORIC PRESERVATION STANDARDS & GUIDELINES

### IV. HISTORIC PRESERVATION STANDARDS & GUIDELINES

#### A. PURPOSE STATEMENT

The overriding principle of design for historic buildings is to be consistent with the significant architectural style of the building. The 'Secretary of the Interior Standards and Guidelines for Historic Preservation' is an appropriate resource for reference. The significant architectural style of the building is the style which existed when that building gained historical importance. In many cases, this is the original style of the building at the time of construction. However, in some cases, the significant architectural style is established when a later modification is made which has its own historic value.



The following Design Guidelines focus on historic commercial structures and adaptive re-use of historic residential structures for commercial uses. The

Guidelines also can be applied to historic residential structures. In the event that research cannot determine the building's significant architectural style, adjacent buildings' ages and architectural styles shall be considered. The resultant design for the subject building should be consistent with a single architectural style and not a compromise between, or an amalgam of, various adjacent styles.

#### 1. DESIGN GUIDELINES FOR HISTORIC BUILDINGS

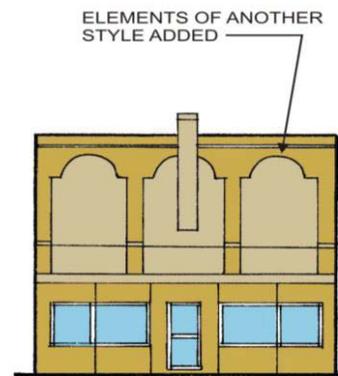
- a. Historic Local Register commercial buildings should be researched before designs for alterations, additions, or rehabilitation are prepared so that changes to the building can be based on a clear understanding of the importance of the building and the feasibility of retaining or restoring its significant architectural features.



EXISTING ORIGINAL FACADE



ENCOURAGED



ALTERED FACADE  
DISCOURAGED

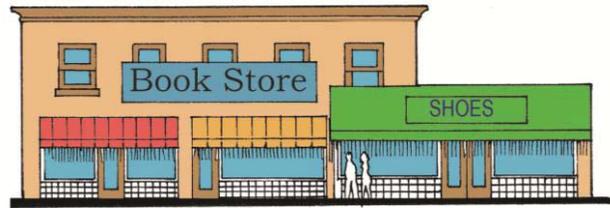
# Downtown Specific Plan

## *HISTORIC PRESERVATION STANDARDS & GUIDELINES*

- b. Buildings should be recognized as products of their own time and should not incorporate alterations which create a historic appearance unrelated to the significant design of the building.
- c. Buildings that have attained historical importance with altered facades made over 50 years ago represent a natural evolution and are evidence of the area's history. Re-creation of the original façade is not recommended.
- d. Distinctive stylistic features which exemplify the style should be retained, uncovered, and restored. Where necessary, due to damage or deterioration, original elements of design which define style should be recreated.



FACADE WITH RESTORED STYLE ELEMENTS  
ENCOURAGED



FACADE ALTERATION DOES NOT RETAIN BUILDING STYLE  
DISCOURAGED

- e. Damaged architectural features should be repaired, rather than replaced, whenever possible.
- f. If alterations to a historically significant building are necessary to ensure its continued use, these changes should not alter, obscure, or destroy historically significant features, materials, forms, or finishes.
- g. Additions to historic buildings should be complementary (not identical) as well as removable.
- h. The cleaning of historic facades should always be approached by employing the gentlest method possible first, and then increasing the severity of treatment as necessary. Brick masonry, wood, and terra cotta should NEVER be sandblasted to clean or remove paint to avoid permanent damage.



DAMAGED SANDBLASTED  
MASONRY

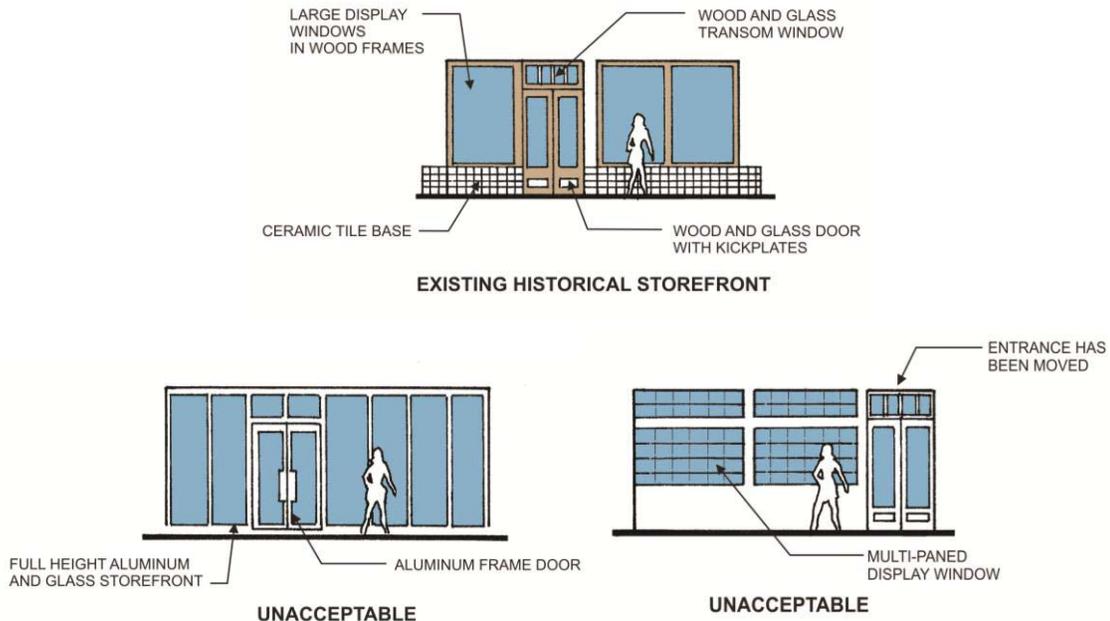
# Downtown Specific Plan

## HISTORIC PRESERVATION STANDARDS & GUIDELINES

- i. The proportion, size, and location of existing window openings should be respected and maintained. The rhythm of solid-to-void of the existing historic building should be retained and the total percentage of facade glazing in proportion to solid-wall mass should not be significantly altered. Glazing should NOT incorporate mirror reflective glass or dark tinted glass.



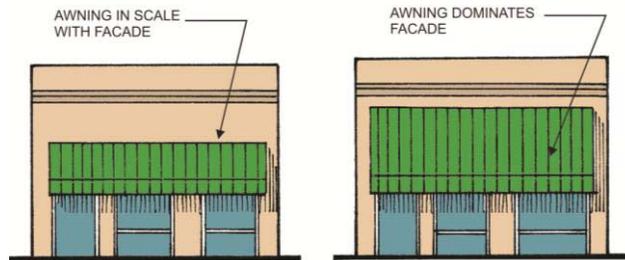
- j. Proportion, scale, and rhythm are important features of historic storefronts and should be retained. Original materials should be repaired or, when necessary, replaced with like materials. The location of the entrance to the building and recess of the entry should be maintained to keep the balance and emphasis of the overall facade.



# Downtown Specific Plan

## HISTORIC PRESERVATION STANDARDS & GUIDELINES

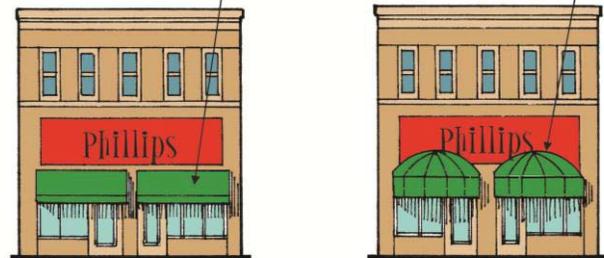
- k. Awning design should be compatible with the overall facade on which it is to be placed in terms of size, scale, color, and style. The use of retractable awnings is recommended, but not mandatory. Historic buildings traditionally had sloping shed-style awnings of one or two colors which complemented the overall color scheme of the entire building.



- l. New awning materials on historic buildings should maintain the appearance of canvas or fabric. Aluminum, vinyl, or back-lit awnings are not suitable for historic buildings.



- m. Historic buildings should be painted in colors appropriate to the architectural style of the building and complementary to the colors used on any building within the immediate area.



## 2. REAR FACADES

- a. The design of rear facades should be consistent with the building's architectural style and design of the primary facade, but should not be over-improved.
- b. Abandoned pipes, conduits, wires, and signs should be removed and exterior anchors patched to match adjacent surfaces.
- c. Brick masonry should be cleaned or repainted by non-corrosive techniques.
- d. The use of awnings is encouraged to identify entrances and to add visual interest at windows above the first level.
- e. The use of existing window openings as display windows is encouraged. Additional openings created for displays may be permitted where they are suited to the rhythm and scale of the building.

# Downtown Specific Plan

## HISTORIC PRESERVATION STANDARDS & GUIDELINES

- f. Any seismic structural upgrading should be conducted within the interior of the building unless the structural elements blend into the architecture of the exposed rear facade.
- g. Direct entrances to shops through the rear facade should be provided to encourage pedestrian activity and to separate walkway areas from vehicular traffic.
- h. Use appropriately scaled identifying signs at rear entrances and/or rear facades to encourage the use of rear entrances.



- i. Landscape design should include special planting treatments at rear facades and along pedestrian pass-throughs.
- j. Outdoor lighting should be added to rear facades and pedestrian pass-through areas to create a pleasant and safe nighttime environment. Outdoor lighting shall comply with the City's Outdoor Lighting Ordinance, Article 35 of the Escondido Zoning Code.

# Downtown Specific Plan

## *HISTORIC PRESERVATION STANDARDS & GUIDELINES*

### **B. PARTY-WALL CONSTRUCTION**



The majority of historic commercial buildings in the Downtown Specific Plan Area are party-wall construction, which means that these buildings share common side walls with their neighbors. Many of these buildings also are commercial vernacular in style and have fairly simple stylistic elements.

The most important principle in dealing with these modest buildings is, as noted before, to respect the original design. Misguided efforts to "restore" these simple structures by adding quasi-historical elements that were not present in the original design can negate their simple charm. Compatibility in design is particularly important since these small structures are physically close to their neighbors. These buildings can often be effectively integrated into a unified design by the use of similar awnings and signs.

### **C. ADAPTIVE RE-USE / RESIDENTIAL CONVERSIONS**

There are several residential structures that remain in the Specific Plan area, although many of these have been converted to non-residential uses. Conversion of these buildings to office or retail uses (termed adaptive re-use) presents a number of challenges because the needs of the new use (such as increased parking, air conditioning, increased number of exits, improved handicapped access, added floor area, etc.) are often substantially different from the old use and yet must be accommodated within the same building.

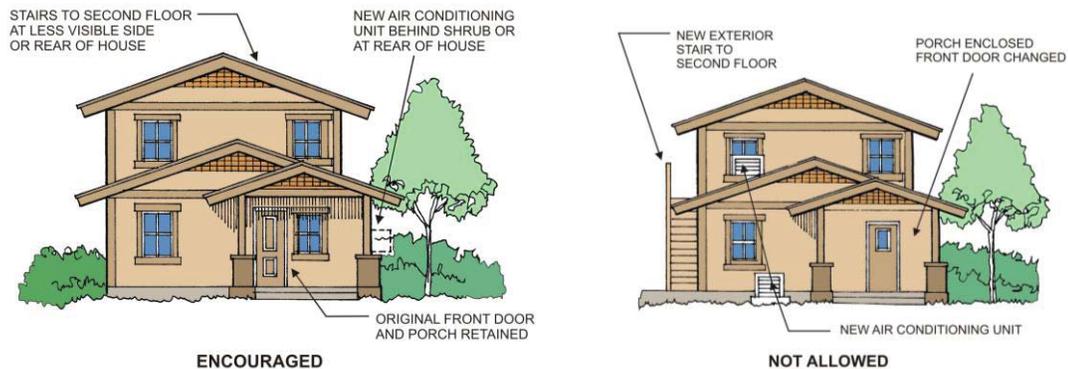


As with rehabilitation, or renovation, of historic commercial buildings, the overriding principle of design for adaptive re-use is to be consistent with the significant historical design of the building whenever that design can be determined. Where historic records are not available, the building design should follow the design and architectural style typical of that era; particularly any buildings in the immediate area that were built in the same era and style. The following guidelines also apply to all adaptive re-use of historical buildings within the Downtown Area.

# Downtown Specific Plan

## HISTORIC PRESERVATION STANDARDS & GUIDELINES

- a. The primary facade or facades (those sides of the building facing or clearly visible to a public street) should not be modified unless no other design solution is possible.

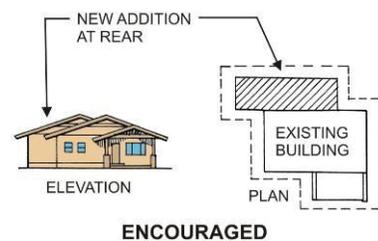


- b. Preserve the significant historic features of the building by designing changes which can be reversed if the building were restored in the future.

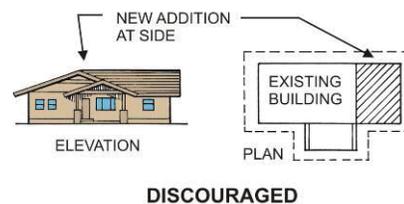
- c. Any new additions or changes to the original structure should preserve the historic character of the original by retaining the overall shape, materials, colors, setting, craftsmanship, and window arrangement.



- d. While new additions or alterations should be compatible in design, they should not replicate the historic design in order to give the impression the historic property is a distinct unit.



- e. Consider incentive programs offered by the City or use of the Historic Building Code to provide rehab options to make a difficult project feasible.



- f. Landscape design in residential areas should include landscape improvements and street furniture conducive in scale to the residential architecture.

# Downtown Specific Plan

## *HISTORIC PRESERVATION STANDARDS & GUIDELINES*

### *D. HISTORIC BUILDINGS LOCATED IN A CONTEMPORARY AREA*

Where significant historic buildings are located in an area of contemporary design, special care should be taken to retain the original design of the historic building. Significant historic buildings are those which are considered eligible for listing on the City's Local Register of Historic Places or Landmarks List. Other buildings also might be significant, particularly where additional research reveals a connection to the City's history, or where the original historic facade can be uncovered and restored.



By virtue of being surrounded by contemporary buildings, historic buildings have already lost their original historic context. Consequently, it is extremely important that such buildings retain the integrity of their original design. Further information on appropriate guidelines for these buildings is contained within the Secretary of the Interior's, *Standards for the Treatment of Historic Properties* published by the National Park Service. This document identifies standards and guidelines for the preservation, rehabilitation, restoration and reconstruction of historic properties seeking to utilize Federal Tax Credits.

# Downtown Specific Plan

## LAND USE DISTRICTS

### V. LAND-USE DISTRICTS

#### A. PURPOSE STATEMENT

This section establishes area-specific and unique land-use standards, development regulations, and design guidelines for the seven individual land-use districts within the Specific Plan Area. Information detailed for each district should be considered in concert with the Permitted and Conditional Uses Matrix (Figure II-2), Design Policies, Standards and Guidelines in Chapter III, Historic Preservation Standards and Guidelines in Chapter IV, as well as Sign Standards and Guidelines depicted in Chapter VI.

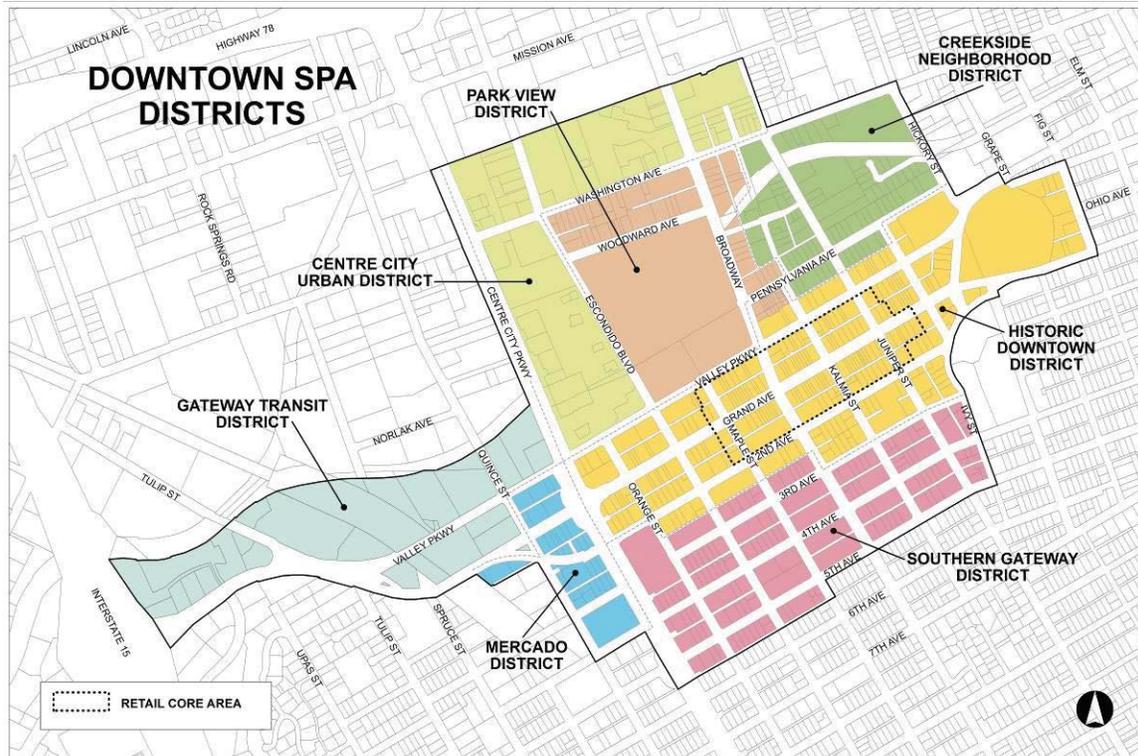


FIGURE V-1

The development regulations provided within this Plan constitute the primary zoning provisions for the Escondido Downtown Specific Plan Area in addition to applicable Zoning Code provisions. The regulations herein shall prevail where there is a conflict. The Zoning Code of the City of Escondido shall prevail where direction is not provided in this Specific Plan. Unless otherwise specifically approved in this Specific Plan, all off-site improvements are subject to the City of Escondido policies and standards in effect at the time of submittal of improvement plans.

# Downtown Specific Plan

## LAND USE DISTRICTS

The overall intent of this chapter is to ensure that all future development within Downtown's Land Use Districts contributes to meeting the Specific Plan's goals and objectives. More specifically, the regulations in this chapter are intended to:

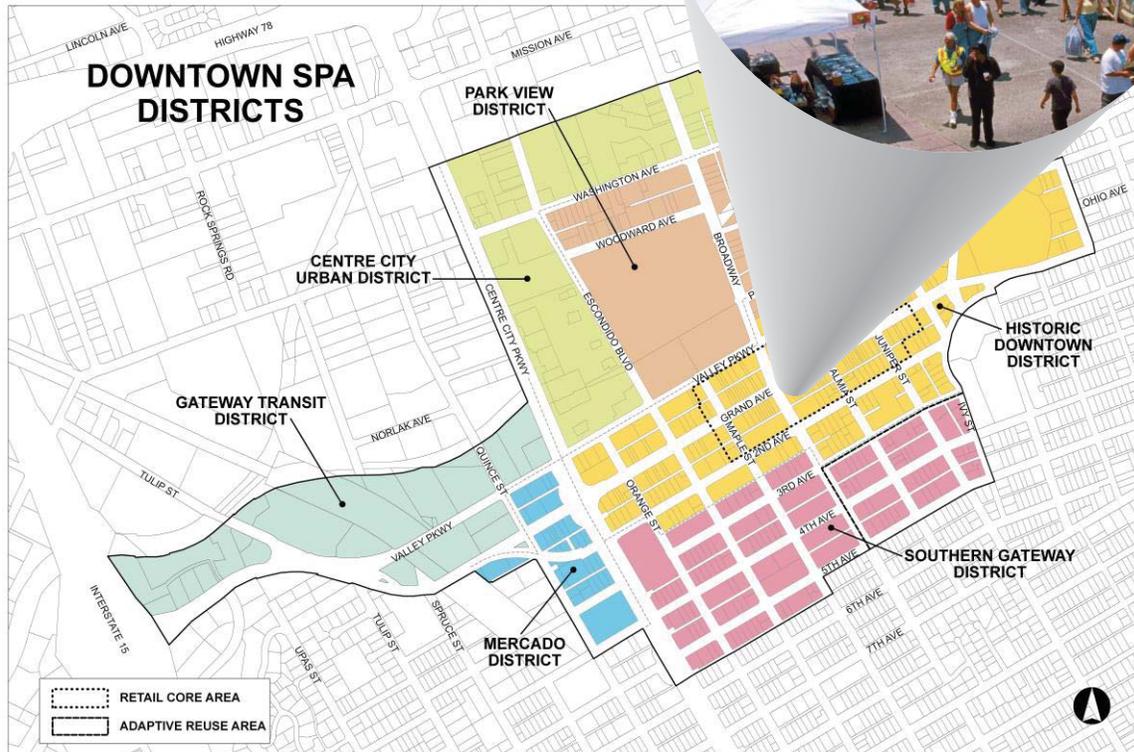
- Identify districts in order to promote an economically sound land-use pattern, contribute to the desired image of the area, and provide opportunities for economically productive business enterprises.
- Provide site development standards for each district that establish minimum regulations for all development and contribute to high-quality design within the Specific Plan Area.
- Establish an identity, as well as continuity and consistency of development standards, within each land use district.
- Achieve gradual improvement of older commercial and office buildings through land use changes, landscaping, and / or design improvements.
- Contribute to the improvement of both visual and functional attributes of Downtown to help stimulate business, entertainment, recreational and shopping activity and to provide a quality environment for community residents.
- Enhance pedestrian opportunities; facilitate efficient, safe, and convenient transportation choices that promote walking while accommodating vehicles within the Downtown Area.



# Downtown Specific Plan

## LAND USE DISTRICTS

### B. HISTORIC DOWNTOWN DISTRICT



#### 1. VISION

The Historic Downtown District is envisioned as a successful specialty retail shopping and office employment area that is comfortable, attractive, and safe for pedestrians and employees. Grand Avenue, Escondido's Civic Center, and Grape Day Park are the focus and heart of Downtown. New development, higher densities, residential opportunities and pedestrian places and courtyards are encouraged to provide optimal setting for urban living in close proximity to entertainment, retail and professional offices.

The Retail Core Area is enhanced as Escondido's historic and cultural center within the Historic Downtown District. This area is distinguished from the surrounding city fabric by pedestrian-scaled street spaces, historic character, specialty retail, restaurants, sidewalk cafes, antique shops, art galleries/studios, and professional uses that mirror Escondido's past and provide for its growing future.

# Downtown Specific Plan

## LAND USE DISTRICTS *Historic Downtown*

### 2. LOCATION

The Historic Downtown District encompasses approximately 170 acres generally located between Second and Third Avenues on the south, Valley Parkway on the north, Centre City Parkway on the west and Palomar Hospital on the east. The District includes over six blocks on both sides of Grand Avenue, which has been historically classified as Escondido's 'Retail Core Area'. Valley Parkway and Second Avenue provide convenient vehicular access to the Downtown Retail Core and to off-street parking lots, while Grand Avenue brings users to the center of activity and offers convenient on-street parking. A pedestrian trail connects the District to the Escondido Transit Center and citywide trail system, while pedestrian walkways and arcade pass-throughs and 'paseos' provide convenient pedestrian connections within Downtown.

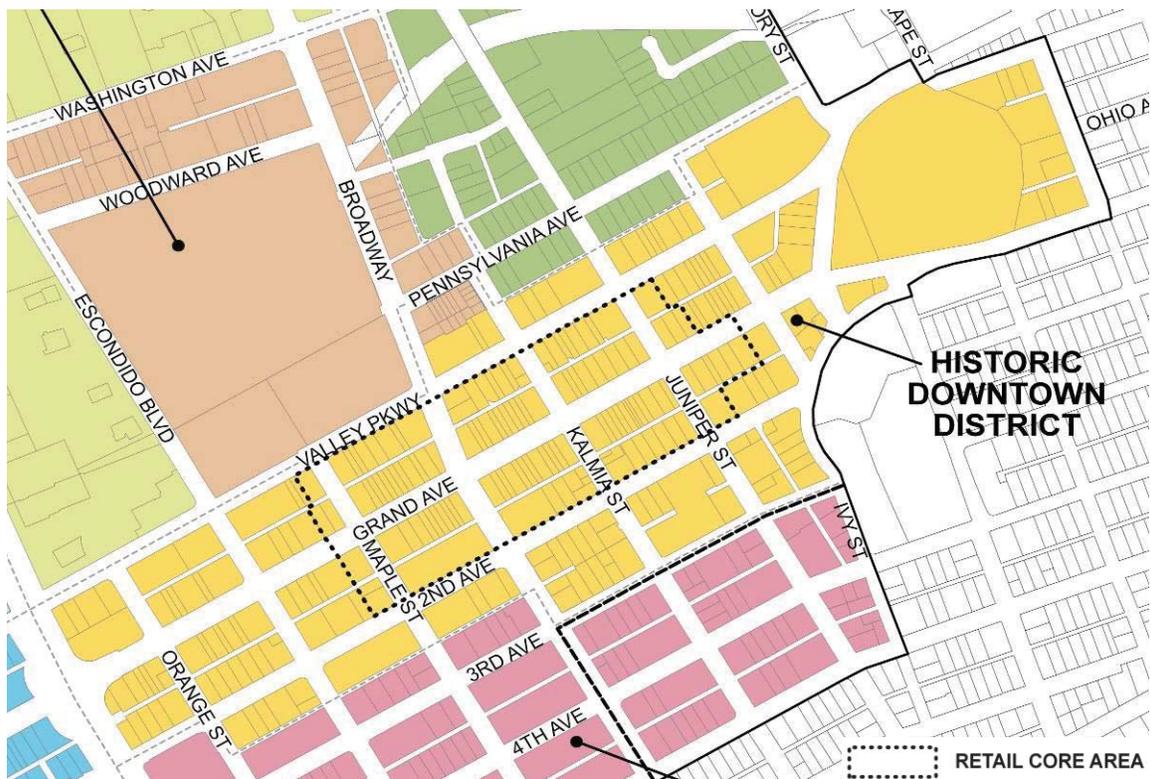


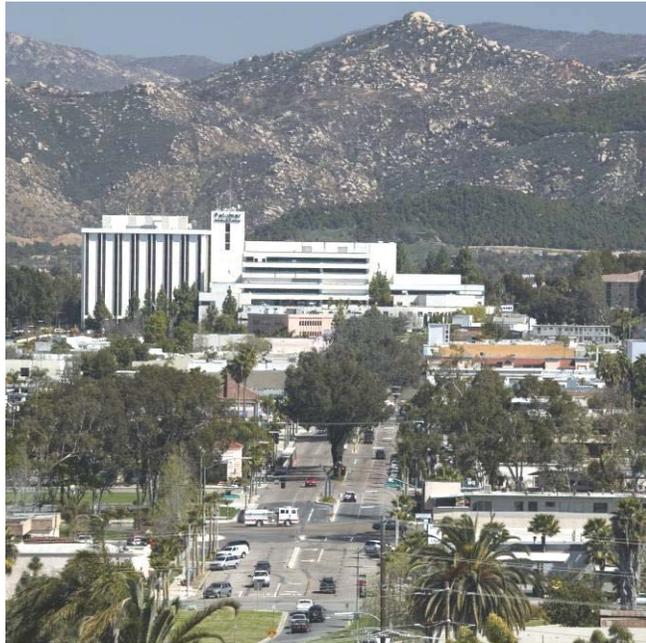
FIGURE V-2

Areas east and west of the Downtown Retail Core provide for expansion and development of offices and services. Businesses in these areas include a full range of professional and medical office uses, but might involve retail establishments based on market demand. Non-residential ground-floor uses are required throughout the Historic Downtown District. Mixed-use developments, with residential uses on upper floors, are encouraged for areas east of Maple Street. A larger concentration of financial and office development is located generally west of Maple Street. This area is intended for more intense non-residential commercial and office development to support a larger downtown workforce.

# Downtown Specific Plan

## LAND USE DISTRICTS *Historic Downtown*

Palomar Health Downtown Campus is located in the eastern area of the district and comprises a multi-story medical structure, parking garage, and emergency helicopter pad. A Memorandum of Understanding between the City and the Palomar Medical District outlines major renovations for the downtown hospital involving the construction of intern housing, support medical, office, and related uses.



### 3. *LAND USES*

Refer to the following for more information:

Figure II-2: Permitted and Conditional Uses

Figure II-3: Matrix of Permitted Residential Units

Figure II-4: Locations for Residential Land Uses

Figure II-5: Residential Densities in the Downtown SPA

#### **a. *Inside the Retail Core Area***

Pedestrian-oriented active-retail uses are highly encouraged. 'Active-retail uses' involve the sale of a physical product to a consumer on the premises. Office and residential uses are encouraged on upper floors in order to maximize the usability of existing buildings and expand the customer base within the downtown area. Certain ground-floor offices that do not front directly on Grand Avenue are allowed provided attention is given to pedestrian design features and that a retail component meets criteria consistent with Figure V-2a.

- Ground-floor properties oriented toward Grand Avenue shall devote the entire Grand Avenue frontage, as well as a minimum of one-fourth of the building depth or 25 feet of the front portion ground-level area (whichever is greater), for pedestrian-oriented active retail/restaurant uses.

# Downtown Specific Plan

## LAND USE DISTRICTS Historic Downtown

- In cases where the pedestrian-oriented active retail/restaurant uses only occupy the front portion of the building as noted above, a fixed, solid wall with a minimum height of eight feet shall be installed to define the retail/restaurant environment and provide separation from the permitted activities occurring in the back of the building. The wall shall span the entire width of the building and may include doors or openings to meet fire and building code requirements.
- Storage/office areas associated with retail establishments are not included in the pedestrian-oriented active retail/restaurant use floor-area calculations.

Permitted ground-floor uses that do not front on Grand Avenue shall achieve pedestrian access from the rear or side of the building via an alley or side street and shall not have primary access or signage oriented toward Grand Avenue. Drive-through businesses and convenience stores are not allowed, with the exception of financial institutions.

Mixed-use projects are permitted and encouraged. Such mixed uses include: retail and service commercial uses, cultural arts centers, theaters and administrative and professional office uses (excluding medical or dental), combined with residential uses on upper floors which include opportunities for higher densities.

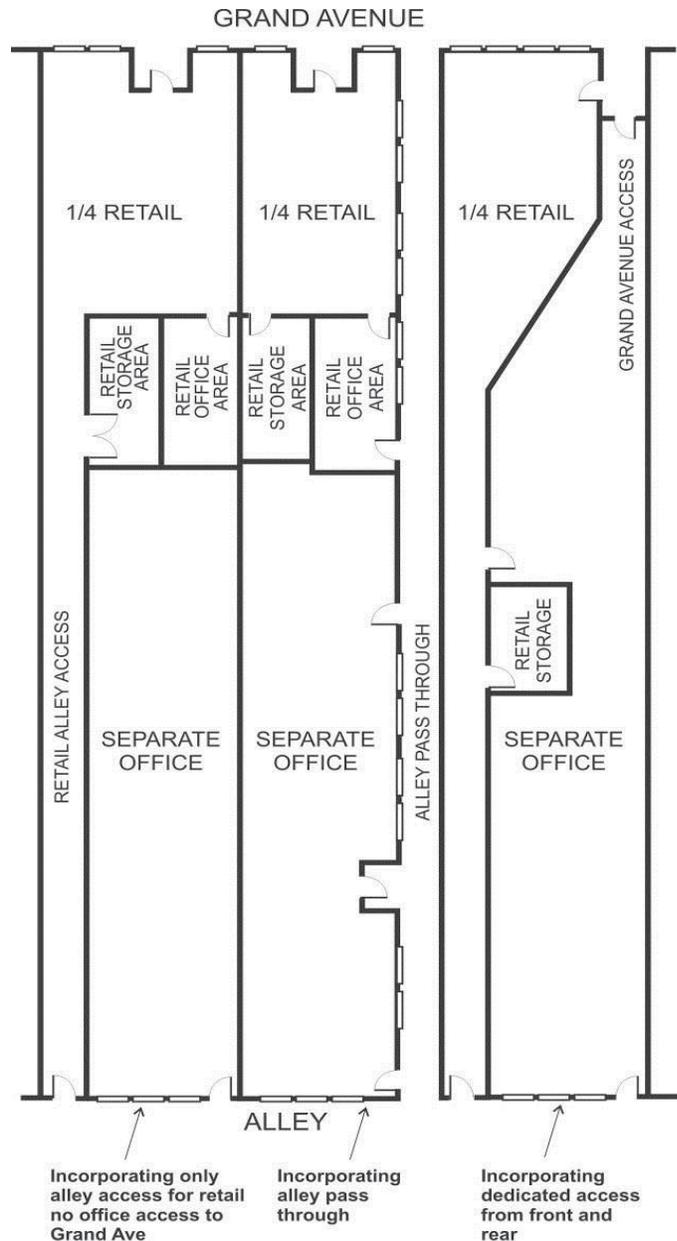


FIGURE V-2a

# Downtown Specific Plan

## LAND USE DISTRICTS *Historic Downtown*

### **b. Outside the Retail Core Area**

Mixed-use projects are permitted and encouraged for areas east of Ivy Street. Such mixed-uses include: retail and service commercial uses, restaurants, medical, administrative and professional office uses combined with residential uses on upper floors that include opportunities for higher densities.



## 4. HISTORIC DOWNTOWN DISTRICT DEVELOPMENT STANDARDS

### **a. Maximum Building Heights, Frontage, Setbacks, Lot Size, Coverage**

Refer to Figure III-5 (*Development Standards*).

### **b. Landscaping**

Landscaping shall conform to Article 62 of the Escondido Zoning Code or as determined appropriate through the Planned Development process.

### **c. Open Space: Mixed-Use Projects**

Unless separately established through the Planned Development application process, the minimum usable open space for the residential portion of a mixed-use project shall be 300 square feet per unit. Refer to Chapter III to determine what area(s) may qualify for calculating open space.

# Downtown Specific Plan

## LAND USE DISTRICTS *Historic Downtown*

### **d. Parking**

Refer to Chapter III, Section B (*Development Standards*). Parking standards associated with restaurant outside seating areas are described in Chapter VII (*Special Uses*).



### **e. Signs**

Signs in the District shall be permitted in accordance with Figure III-7 (*Downtown Specific Plan Sign Matrix*) and the provisions of Chapter VI (*Sign Standards and Guidelines*) of this document and, where applicable, the Centre City Parkway Landscape Master Plan.

### **f. Rear-Facade Improvement**

#### New Construction

All new construction shall incorporate pedestrian amenities in the design of rear facades such as customer entrances, landscaping, lighting, overhead shelter (canopies and trellises), enhanced paving, and display windows when these amenities are located adjacent to parking areas on the same site or where a public parking lot is provided across an alley and more than 40% of the building would abut such parking.

#### Existing Structures

Whenever an existing structure is enlarged in any way, rear-facade improvements shall be provided to include, but not be limited to, landscaping (planter boxes and pots are allowed), lighting, signs, canopies, removal or relocation of unsightly utility lines and fixtures, and screening of outdoor refuse and storage areas to the City's satisfaction.



### **g. Requirements for Special Use**

Special requirements for sidewalk cafes, sidewalk vendors, and newspaper vending boxes are provided in Chapter VII of this document.

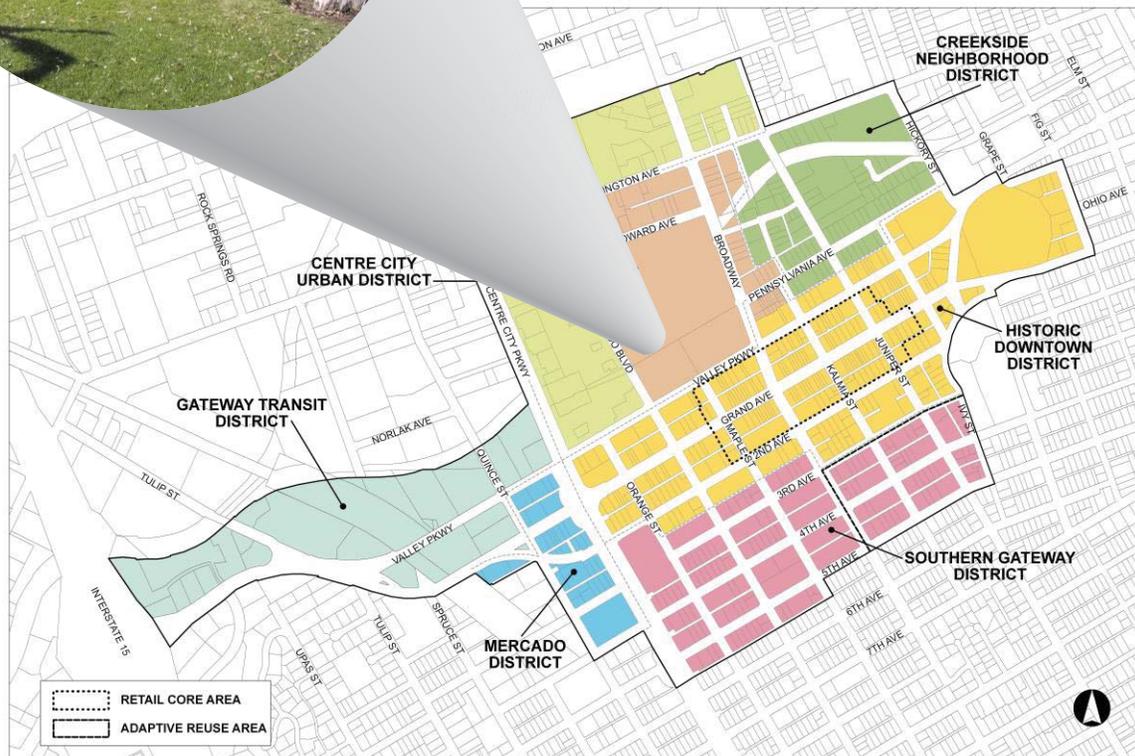
# Downtown Specific Plan

## LAND USE DISTRICTS Park View

### C. PARKVIEW DISTRICT

#### 1. VISION

The Park View District provides opportunities for a creative, high-quality mix of office, general retail, and upscale residential uses that complement and link with other downtown districts as well as the Civic Center complex. The Park View District is intended to provide visual and physical linkage to Grape Day Park as well as the facilities and features adjacent to the City Hall complex and the California Center for the Arts, Escondido. The long term vision for this area includes extending 'fingers' of Grape Day Park north of Woodward Avenue to provide park access from Washington Avenue. Development that orients toward the park is highly encouraged to bolster pedestrian activity and increase Downtown's walkability. Redevelopment of existing commercial properties, including the addition of mixed-use multi-family housing, is encouraged to bring more people to the area, add architectural interest, promote pedestrian orientation, and provide a stronger tie to the balance of the Downtown.



# Downtown Specific Plan

## LAND USE DISTRICTS *Park View*

### 2. LOCATION

The Park View District area is approximately 58 acres encompassing Grape Day Park, the Civic Center, California Center for the Arts, Escondido, and adjacent areas north of Woodward Avenue and east of Broadway. The major arterials include Washington Avenue, Broadway, Escondido Boulevard, and Valley Parkway.

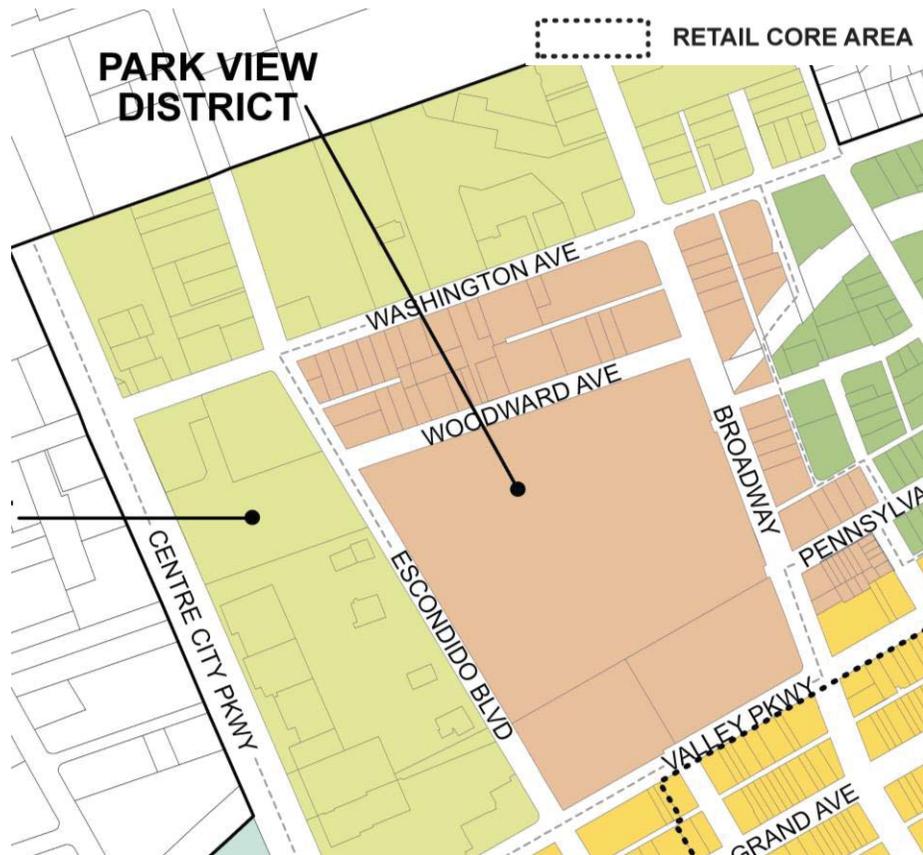


FIGURE V-3

### 3. LAND USES

Refer to the following for more information:  
Figure II-2: Permitted and Conditional Uses  
Figure II-3: Matrix of Permitted Residential Units  
Figure II-4: Locations for Residential Land Uses  
Figure II-5: Residential Densities in the Downtown SPA



# Downtown Specific Plan

## LAND USE DISTRICTS *Park View*

### 4. PARKVIEW DISTRICT DEVELOPMENT STANDARDS

**a. Maximum Building Heights, Frontage, Setbacks, Lot Size, Coverage**  
Refer to Figure III-5 (*Development Standards*).

**b. Landscaping**

Landscaping shall conform to Article 62 of the Escondido Zoning Code or as determined appropriate through the Planned Development process.

**c. Open Space: Mixed-Use Projects**

Unless separately established through the Planned Development Application process, the minimum usable open space for the residential portion of a mixed-use project shall be 300 square feet per unit. Refer to Chapter III to determine what area(s) may qualify for calculating open space.



**d. Parking**

Standard parking requirements are described in Chapter III, Section B (*Development Standards*). Parking associated with restaurant outside seating areas is described in Chapter VII (*Special Uses*).

**e. Requirements for Special Use**

Special requirements for side-walk cafes, sidewalk vendors, and newspaper vending boxes are provided in Chapter VII of this document.



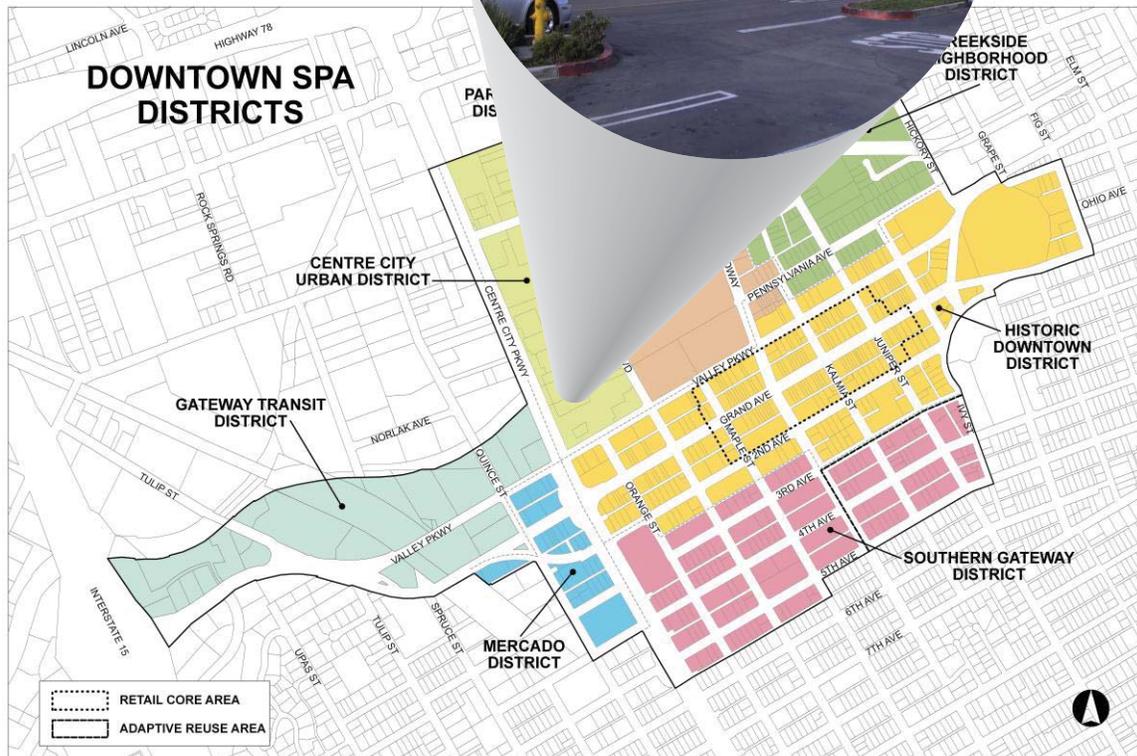
**f. Signs**

Signs in the District shall be permitted in accordance with Figure III-7 (*Downtown Specific Plan Sign Matrix*) and the provisions of Chapter VI (*Sign Standards and Guidelines*) of this document and, where applicable, the Centre City Parkway Landscape Master Plan.

# Downtown Specific Plan

## LAND USE DISTRICTS

### D. CENTRE CITY URBAN DISTRICT



### 1. VISION

The Centre City Urban District provides opportunities for a creative, high-quality mix of entertainment, retail, restaurant, and upscale residential uses that complement and link to other downtown districts and the Civic Center complex. Pedestrian activity generated by uses in the CCU District serves as a catalyst for developing visual and physical linkages to the California Center for the Arts, Escondido and Grape Day Park.

# Downtown Specific Plan

## LAND USE DISTRICTS Centre City Urban

### 2. LOCATION

The area encompasses approximately 63 acres located in proximity to the Civic Center, close to the entrance to Downtown, and accessed by Valley Parkway, Centre City Parkway, Washington Avenue, and Escondido Boulevard.

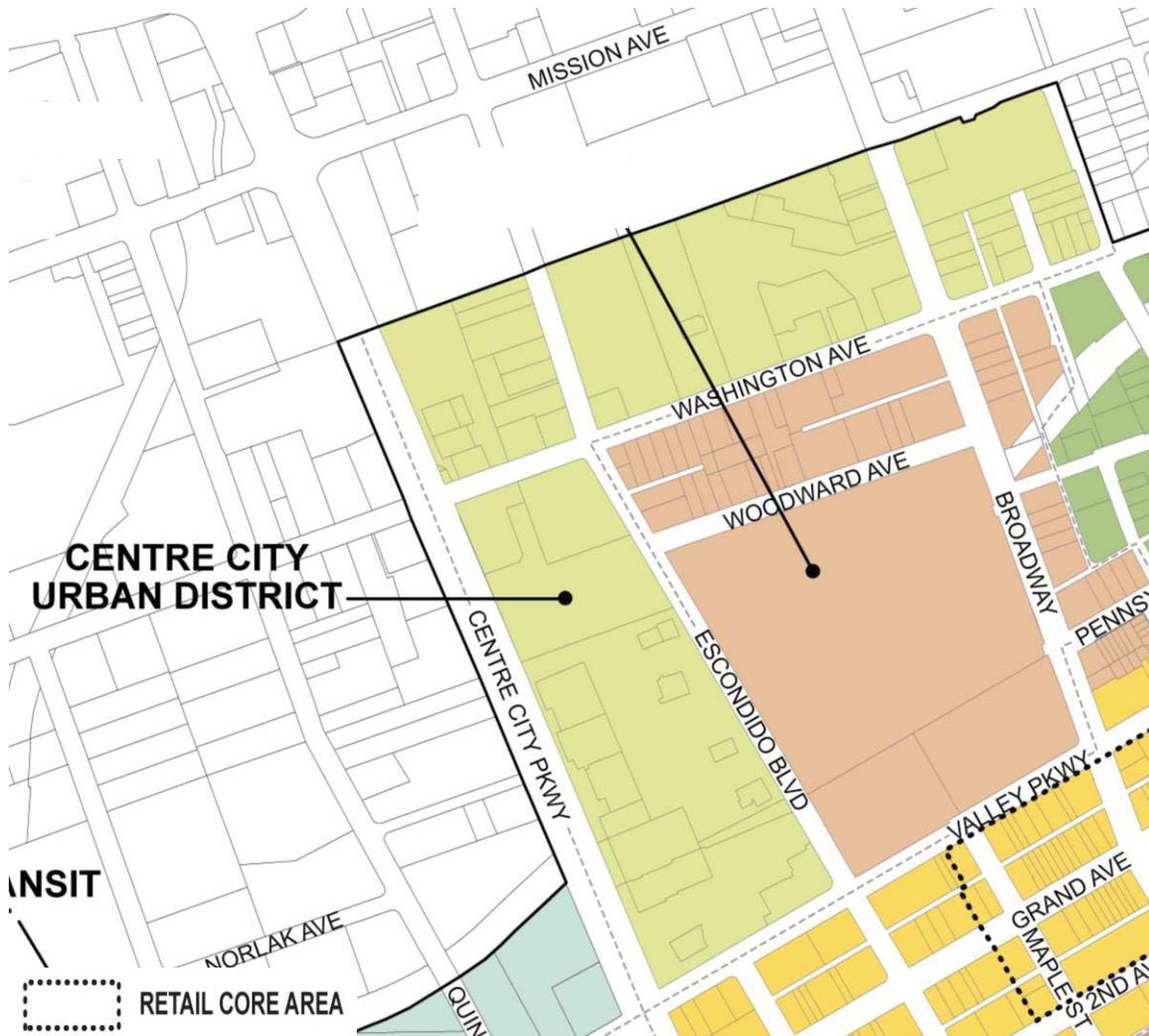


FIGURE V-4

### 3. LAND USE

Refer to the following for more information:  
Figure II-2: Permitted and Conditional Uses  
Figure II-3: Matrix of Permitted Residential Units  
Figure II-4: Locations for Residential Land Uses  
Figure II-5: Residential Densities in the Downtown SPA

# Downtown Specific Plan

## LAND USE DISTRICTS Centre City Urban

### 4. CENTRE CITY URBAN DEVELOPMENT STANDARDS

**a. Maximum Building Heights, Frontage, Setbacks, Lot Size, Coverage**  
Refer to Figure III-5 (*Development Standards*).

**b. Landscaping**

Landscaping shall conform to Article 62 of the Escondido Zoning Code or as determined appropriate through the Planned Development process.



**c. Parking**

Standard parking requirements are described in Chapter III, Section B (*Development Standards*). Parking standards associated with restaurant outside seating areas are described in Chapter VII (*Special Uses*).

**d. Open Space: Mixed-Use Projects**

Unless separately established through the Planned Development Application process, the minimum usable open space for the residential portion of a mixed-use project shall be 300 square feet per unit. Refer to Chapter III to determine what area(s) may qualify for calculating open space.



**e. Requirements for Special Use**

Special requirements for sidewalk cafes, sidewalk vendors, and newspaper vending boxes are provided in Chapter VII of this document.

**f. Signs**

Signs in the District shall be permitted in accordance with Figure III-7 (*Downtown Specific Plan Sign Matrix*) and the provisions of Chapter VI (*Sign Standards and Guidelines*) of this document and, where applicable, the Centre City Parkway Landscape Master Plan.

# Downtown Specific Plan

## LAND USE DISTRICTS Centre City Urban

### 5. AREA SPECIFIC DESIGN GUIDELINES

The Centre City Urban District is mostly built out.

New construction should:

- Strengthen pedestrian connections to Grape Day Park and Civic Center;
- Provide continuity with other Downtown areas through architectural design elements and incorporation of pedestrian orientation;
- Ensure compatible colors, materials, and architectural design; and,
- Maintain high-quality, visually appealing urban-style design and landscaping standards that promotes pedestrian activity.

#### **a. Special Conditions**

The architectural theme of any development in the District should be compatible in design with the Civic Center and California Center for the Arts, Escondido.

#### **b. Landscape/Hardscape**

Any landscaping within the District should contribute to the purpose of the area in the following ways:

- 1) Provide a street-tree program that establishes continuity with Downtown.
- 2) Recognize the Civic Center's architectural influence while promoting a progressive image.
- 3) Provide for the safety and comfort of pedestrians with the use of appropriate parking, shade trees, landscape, paving details, and lighting.
- 4) Provide for maintenance to the satisfaction of the City.



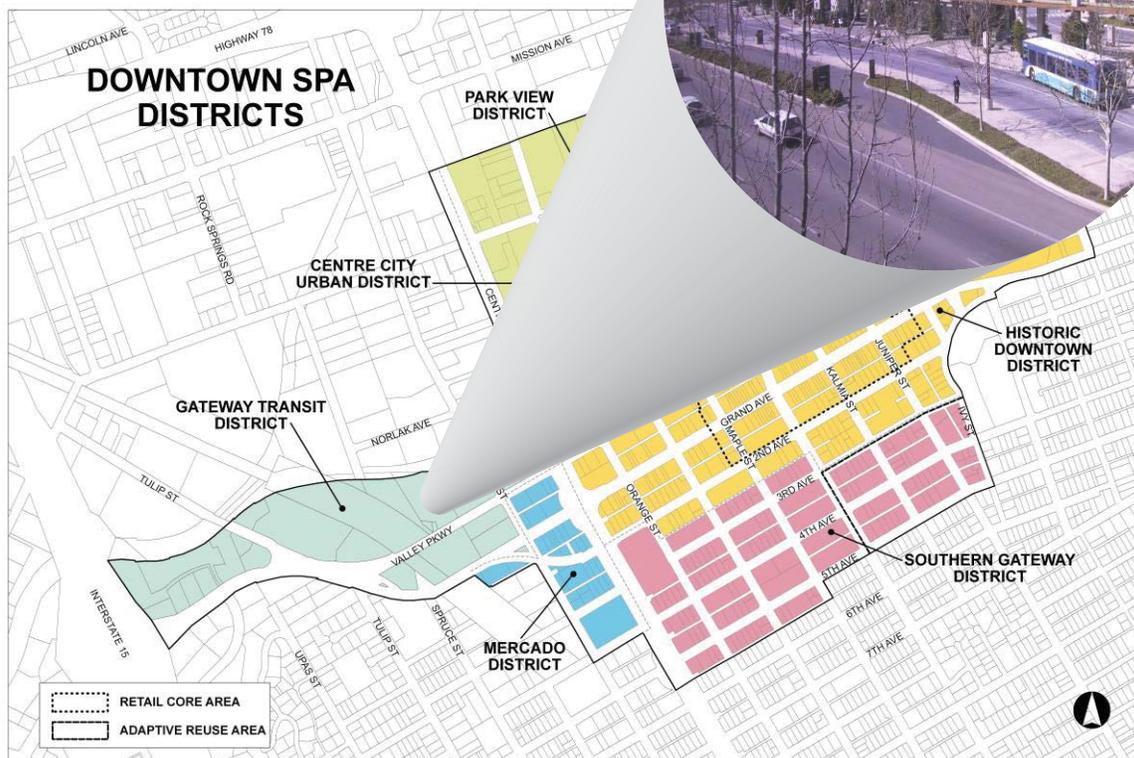
# Downtown Specific Plan

## LAND USE DISTRICTS Gateway Transit

### E. GATEWAY TRANSIT DISTRICT

#### 1. VISION

The Gateway Transit District is intended to accommodate new and existing employee-intensive professional, office, and a range of select commercial & professional services as well as high-density residential uses in targeted areas that benefit from the District's proximity to employment and major thoroughfares, the Escondido Creek Pedestrian / Bicycle Path, and the Escondido Transit Center. All development visible from the freeway, as well as development facing Valley Parkway, should consider the high visibility of the location and contribute to the positive image of the City and Downtown.



The Gateway Transit District provides opportunities for employee-intensive businesses that involve high-paying jobs as well as convenient high-density residential. New and remodeled development should incorporate high-quality construction and landscaping materials to provide an economically successful image at the City's entrance while projecting an inviting transition to other areas of Downtown.

# Downtown Specific Plan

## LAND USE DISTRICTS *Gateway Transit*

West of the North County Transit District (NCTD) Rail Line are freeway-oriented retail centers. There are no provisions for residential development included for areas west of the rail line in order to bolster retail and office opportunities.

Opportunities east of the SPINTER Rail Line exist for urban-style, transit-oriented development. Buildings are envisioned at the street edge along Quince Street and West Valley Parkway with residential development on upper floors. Ground-floor residential opportunities may be considered for areas behind office and retail establishments that front on the street through the Planned Development application process.



## 2. LOCATION

The Gateway Transit District encompasses approximately 60 acres located at the entrance to Downtown, on the eastern side of the I-15/Valley Parkway interchange. The District extends along Valley Parkway to Quince Street and Centre City Parkway and is visible from the freeway.

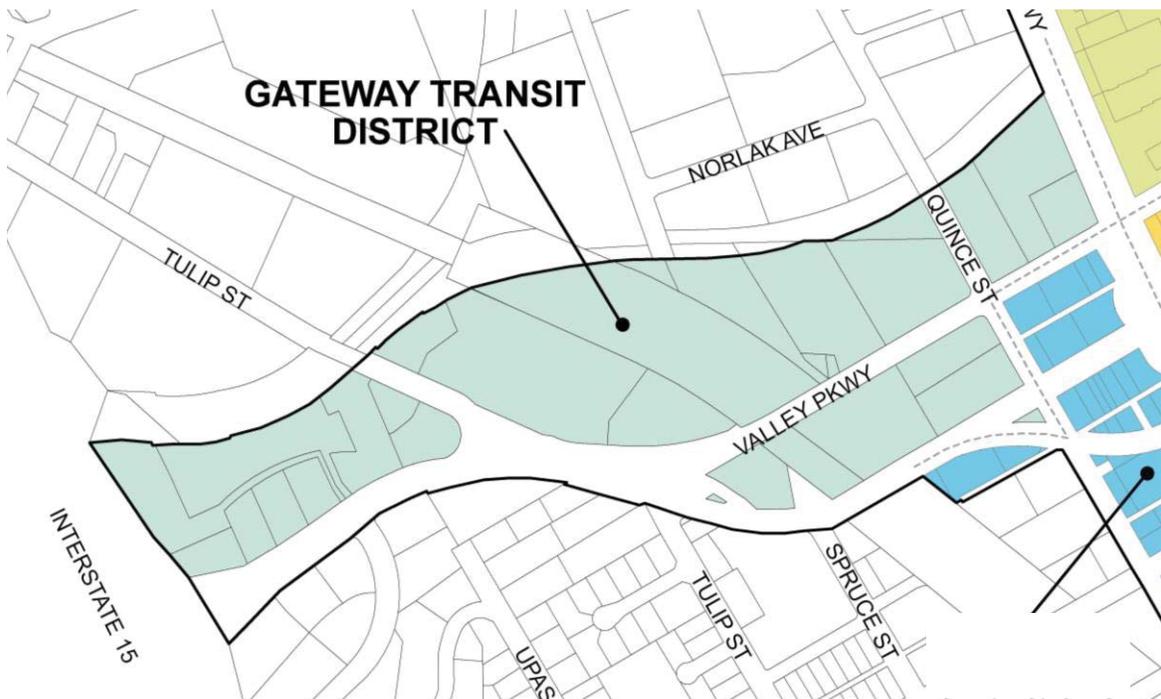


FIGURE V-5

# Downtown Specific Plan

## LAND USE DISTRICTS Gateway Transit



Portions of the Gateway Transit District adjacent to the Mercado District are within a Design Overlay Area. The Design Overlay includes properties that orient toward, or are adjacent to, the Mercado District but separated from the Mercado District by Quince Street and Valley Parkway (Figure V-6(a)). The intent of the Design Overlay Area is to expand the Mercado design theme to enhance the pedestrian experience. Areas within the Design Overlay Area shall

co-ordinate architecture, landscaping, signage, colors, and materials in an “early California” theme that complements the Mercado District.

### 3. LAND USE

Refer to the following for more information:  
Figure II-2: Permitted and Conditional Uses  
Figure II-3: Matrix of Permitted Residential Units  
Figure II-4: Locations for Residential Land Uses  
Figure II-5: Residential Densities in the Downtown SPA

### 4. GATEWAY TRANSIT DISTRICT DEVELOPMENT STANDARDS

**a. Maximum Building Heights, Frontage, Setbacks, Lot Size, Coverage**  
Refer to Figure III-5 (*Development Standards*).

**b. Open Space: Mixed-Use Projects**  
Unless separately established through the Planned Development application process, the minimum usable open space for residential portions of mixed-use projects shall be 300 square feet per unit. Refer to Chapter III for determining what area(s) may qualify for calculating open space.



# Downtown Specific Plan

## LAND USE DISTRICTS *Gateway Transit*

### **c. Landscaping**

Landscaping shall conform to Article 62 of the Escondido Zoning Code. Any landscaping within the Gateway Transit District should contribute to the purpose of the area in the following ways:

- 1) Incorporate dramatic landscape to maintain high-quality views from adjacent streets to promote pedestrian activity.
- 2) Provide for the safety and comfort of pedestrians with the use of appropriate parking shade trees, landscape, paving details, and lighting.
- 3) Incorporating public art to enhance aesthetics and uniqueness in the district.



### **d. Parking**

Standard parking requirements are described in Chapter III, Section B (*Development Standards*). Parking standards associated with restaurant outside seating areas are described in Chapter VII (*Special Uses*).

### **e. Requirements for Special Use**

Special requirements for sidewalk cafes, sidewalk vendors, and newspaper vending boxes are provided in Chapter VII of this document.

### **f. Signs**

Signs in the District shall be permitted in accordance with Figure III-7 (*Downtown Specific Plan Sign Matrix*) and the provisions of Chapter VI (*Sign Standards and Guidelines*) of this document and, where applicable, the Centre City Parkway Landscape Master Plan.

# Downtown Specific Plan

## LAND USE DISTRICTS

### F. MERCADO DISTRICT



#### 1. VISION

The Mercado District is envisioned as a unique and lively area that accommodates, visitor- and pedestrian-oriented mixed land uses with an early California-Hispanic theme near the Downtown's primary entrance, and convenient access to the North County Transit Center multi-modal transit station. The Mercado District includes restaurants, boutique shops, cultural establishments, and manufacturing of tourist-oriented items that encourage public viewing, display and sales (i.e. specialty food preparation, art fabrication, pottery, etc.) to draw visitors and establish the District as a destination. Pedestrian pathways featuring appropriately colored and textured materials connect parking areas, plazas and businesses. Development would incorporate architecture, landscaping, signage, colors, and materials in an "early California old town" theme, connecting plazas and courtyards to provide opportunities for outdoor activities and display.

# Downtown Specific Plan

## LAND USE DISTRICTS *Mercado*

### 2. LOCATION

The Mercado district encompasses approximately 11 acres and is located adjacent to Centre City Parkway, Second Avenue and Valley Parkway that serve as the main thoroughfares accessing Downtown. The District includes 'Mercado Norte' comprising smaller lots with a variety of land uses, and "Mercado Sur," a full block comprising a single use (Figure V-6a). Redevelopment of Mercado Sur involving mixed use commercial and residential uses in a coordinated manner that incorporates pedestrian connections to Mercado Norte is strongly encouraged.

Properties that border the Mercado, including areas in the Specific Plan Gateway District and properties on the western side of Quince Street and south of Fourth Avenue, outside the Downtown SPA, are within a Design Overlay Area (Figure V-6a). The Design Overlay includes properties that orient toward, or are adjacent to, the Mercado District but separated from the Mercado District by adjacent streets. The intent of the Design Overlay Area is to expand the Mercado early California-Hispanic theme in a manner that enhances the pedestrian experience.

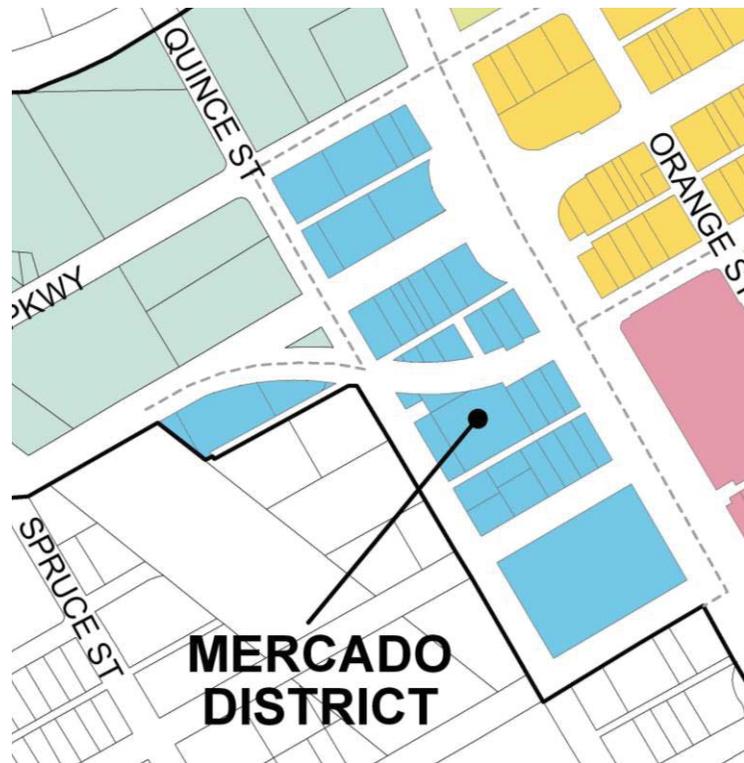


FIGURE V-6



Areas within the Design Overlay Area shall coordinate colors, architecture, landscaping, signage, and materials in an "early California" theme that complements the Mercado District.

# Downtown Specific Plan

## LAND USE DISTRICTS *Mercado*

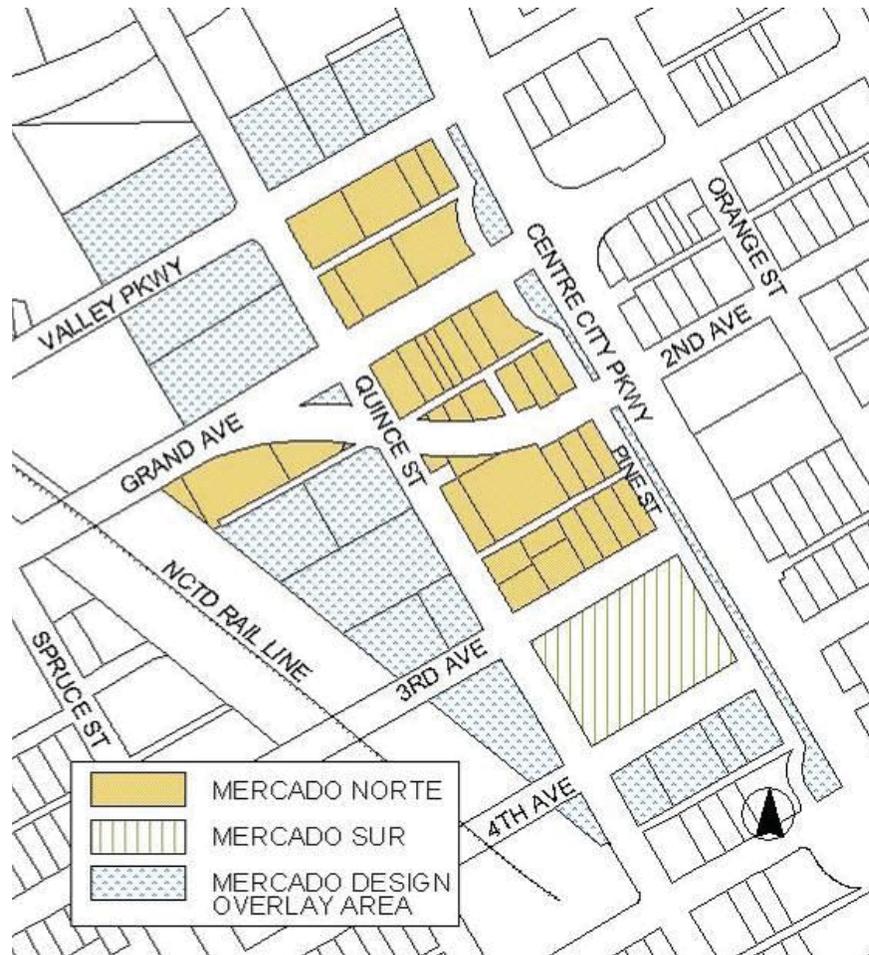


FIGURE V-6a

### 3. LAND USES

Refer to the following for more information:  
Figure II-2: List of permitted and conditional uses  
Figure II-3: Matrix of Permitted Residential Units  
Figure II-4: Locations for Residential Land Uses  
Figure II-5: Residential Densities in the Downtown SPA



# Downtown Specific Plan

## LAND USE DISTRICTS *Mercado*

### 4. MERCADO DISTRICT DEVELOPMENT STANDARDS

#### a. **Maximum Building Heights, Frontage, Setbacks, Lot Size, Coverage**

Refer to Figure III-5 (*Development Standards*).

#### b. **Landscaping**

Landscaping shall conform to Article 62 of the Escondido Zoning Code, or as determined appropriate through the Planned Development process. A goal of the Mercado District is to ensure an appropriate, complementary and uniform landscaping theme.

#### c. **Open Space: Mixed-Use Projects**

Unless separately established through the Planned Development Application process, the minimum usable open space for residential portion of a mixed-use project shall be 300 square feet per unit. Refer to Chapter III for determining what area(s) may qualify for calculating open space.



#### d. **Parking**

Standard parking requirements are described in Chapter III, Section B (*Development Standards*). Parking standards associated with restaurant outside seating areas are described in Chapter VII (*Special Uses*).

#### e. **Signs**

Signs in the District shall be permitted in accordance with Figure III-7 (*Downtown Specific Plan Sign Matrix*) and the provisions of Chapter VI (*Sign Standards and Guidelines*) of this document and, where applicable, the Centre City Parkway Landscape Master Plan. A goal of the Mercado District is to promote the placement of well-crafted signs and symbols for purposes of advertising that will complement the unique character of the community.

#### f. **Requirements for Special Use**

Special requirements for sidewalk cafes, sidewalk vendors, and newspaper vending boxes are provided in Chapter VII of this document.

# Downtown Specific Plan

## LAND USE DISTRICTS *Mercado*



### 5. *DESIGN GUIDELINES FOR THE DISTRICT*

The development in the Mercado District should contribute to a high-quality environment that incorporates early-California-Hispanic architecture, landscaping, signage, lighting, colors, materials and design themes in the following ways:

- Provide an inviting entrance and transition to, and with, other areas of Downtown;
- Maintain high-quality standards consistent with the vision and theme that enhance aesthetics and promote pedestrian activity;
- Increase opportunities for high-density employment businesses that provide high-paying jobs and high-density residential;
- Increase opportunities for urban-style residential development that promotes residents to utilize alternative transportation modes;
- Coordinate access and pedestrian connections between 'Mercado Norte' and 'Mercado Sur' in a manner consistent with the District vision.

# Downtown Specific Plan

## LAND USE DISTRICTS

### G. SOUTHERN GATEWAY DISTRICT

#### 1. VISION

The intent of the Southern Gateway district is to provide for the expansion and development of business and professional offices and services south of Grand Avenue, and incorporate attractive urban-style residential land uses, while preserving the integrity of historic resources located within the district and the adjacent Old Escondido Neighborhood. New commercial development incorporating pedestrian plazas and courtyards, with strong connections to Grand Avenue, Escondido Boulevard, as well as residential opportunities with higher densities, are encouraged to provide an optimal setting for those uses.



# Downtown Specific Plan

## LAND USE DISTRICTS *Southern Gateway*

### 2. LOCATION

The Southern Gateway District encompasses approximately 55 acres located east of Centre City Parkway, west of Ivy Street, north of Fifth Avenue and south of Second and Third Avenues. The Old Escondido Neighborhood is to the south of this district and contains the majority of Escondido's historic residential structures.

Eastern portions of the Southern Gateway District also contain older and historic single-family structures. Some of these structures have been converted through 'adaptive re-use' to accommodate office and/or professional businesses and provides a smooth transition for more intense development north toward Grand Avenue, while buffering the single-family character of Old Escondido Neighborhood. Central Elementary School is located within the district and provides K-5 education for students living in the area.



FIGURE V-7

# Downtown Specific Plan

## *LAND USE DISTRICTS Southern Gateway*

### 3. *LAND USES*

Refer to the following for more information:

Figure II-2: List of permitted and conditional uses

Figure II-3: Matrix of Permitted Residential Units

Figure II-4: Locations for Residential Land Uses

Figure II-5: Residential Densities in the Downtown SPA

#### ***a. Outside the Adaptive Re-Use Area:***

Business, professional, and medical offices and services are the primary uses in this area. Uses along South Escondido Boulevard shall incorporate a significant retail or office presence at the street level to maintain a strong connection between Grand Avenue businesses and the South Escondido Boulevard Commercial Area Plan that extends south of Downtown.

#### ***b. Inside the Adaptive Re-Use Area:***

A variety of low-profile office uses currently exists in this district between Broadway, Third and Fifth Avenues and Ivy Street. The dominant building types are older, single-family residences, many of which have been converted to office uses. Adaptive reuse of historic structures in this area is encouraged. Suitable alternative uses for this area include artist studios, photography studios, and art galleries. Residential uses in this area shall be limited to single-family units with limited opportunities for multifamily development that maintains compatibility with surrounding lower intensity uses by incorporating similar height, massing, colors and materials.



# Downtown Specific Plan

## LAND USE DISTRICTS *Southern Gateway*

### 4. SOUTHERN GATEWAY DISTRICT DEVELOPMENT STANDARDS

**a. Maximum Building Heights, Frontage, Setbacks, Lot Size, Coverage**  
Refer to Figure III-5 (Development Standards).

**b. Open Space for Residential-Only and Mixed-Use Projects**  
Unless separately established through the Planned Development Application process, the minimum usable open space for residential-only and residential portions of mixed-use projects shall be 300 square feet per unit. Refer to Chapter III for determining what area(s) may qualify for calculating open space.

**c. Landscaping**  
Landscaping shall conform to Article 62 of the Escondido Zoning Code, or as determined appropriate through the Planned Development process.

**d. Parking**  
Standard parking requirements are described in Chapter III, Section B (*Development Standards*). Parking standards associated with restaurant outside seating areas are described in Chapter VII (*Special Uses*).

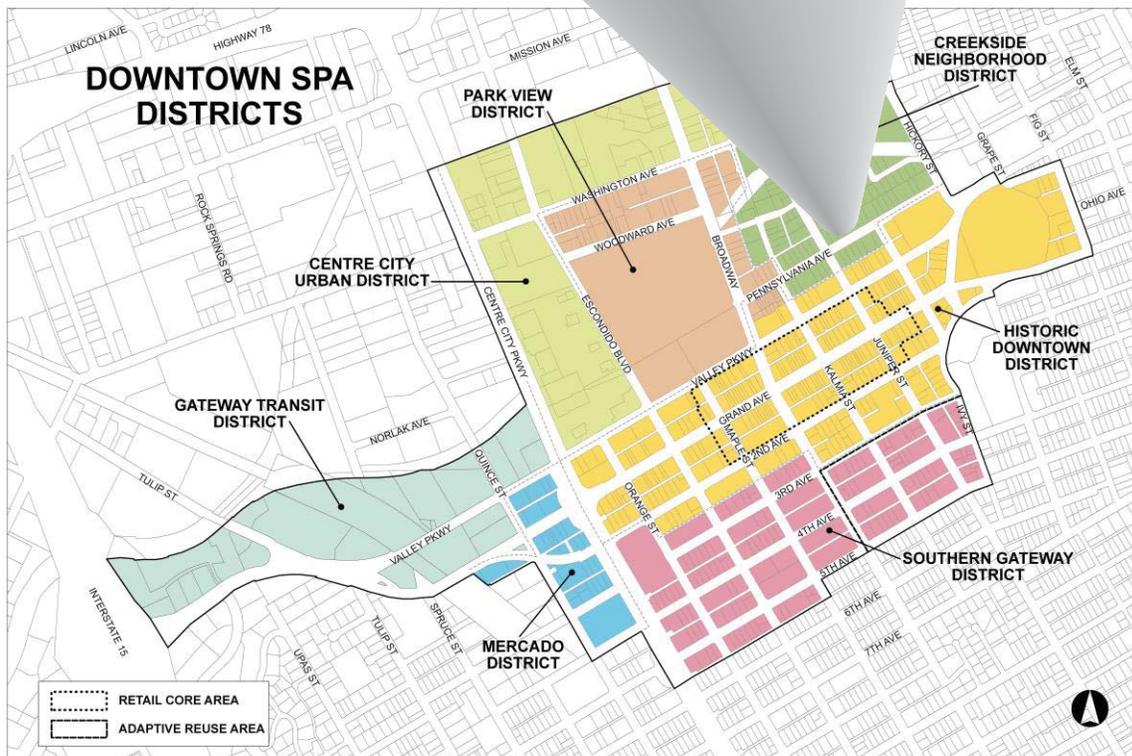
**e. Signs**  
Signs in the District shall be permitted in accordance with Figure III-7 (*Downtown Specific Plan Sign Matrix*) and the provisions of Chapter VI (*Sign Standards and Guidelines*) of this document and, where applicable, the Centre City Parkway Landscape Master Plan.



# Downtown Specific Plan

## LAND USE DISTRICTS

### H. CREEKSIDE NEIGHBORHOOD DISTRICT



### 1. VISION

The purpose of the Creekside Neighborhood District is to encourage high-density multifamily urban-style residential development along Escondido Creek in close proximity to Downtown, thus strengthen the residential support base and pedestrian traffic for Downtown uses. Areas along Pennsylvania provide opportunities for employment with ground-floor offices and mixed use as well as ground-floor residential land uses.

# Downtown Specific Plan

## LAND USE DISTRICTS *Creekside Neighborhood*

### 2. LOCATION

The Creekside Neighborhood District encompasses approximately 28 acres located in the northeastern quadrant of the Downtown Specific Planning Area along Pennsylvania Avenue between Kalmia and Hickory Streets, on the southern side of Washington Avenue on both sides of Escondido Creek. The area is in close proximity to Downtown's amenities, such as Grand Avenue shopping, restaurants, museums, library, medical services, and the Civic Center complex.

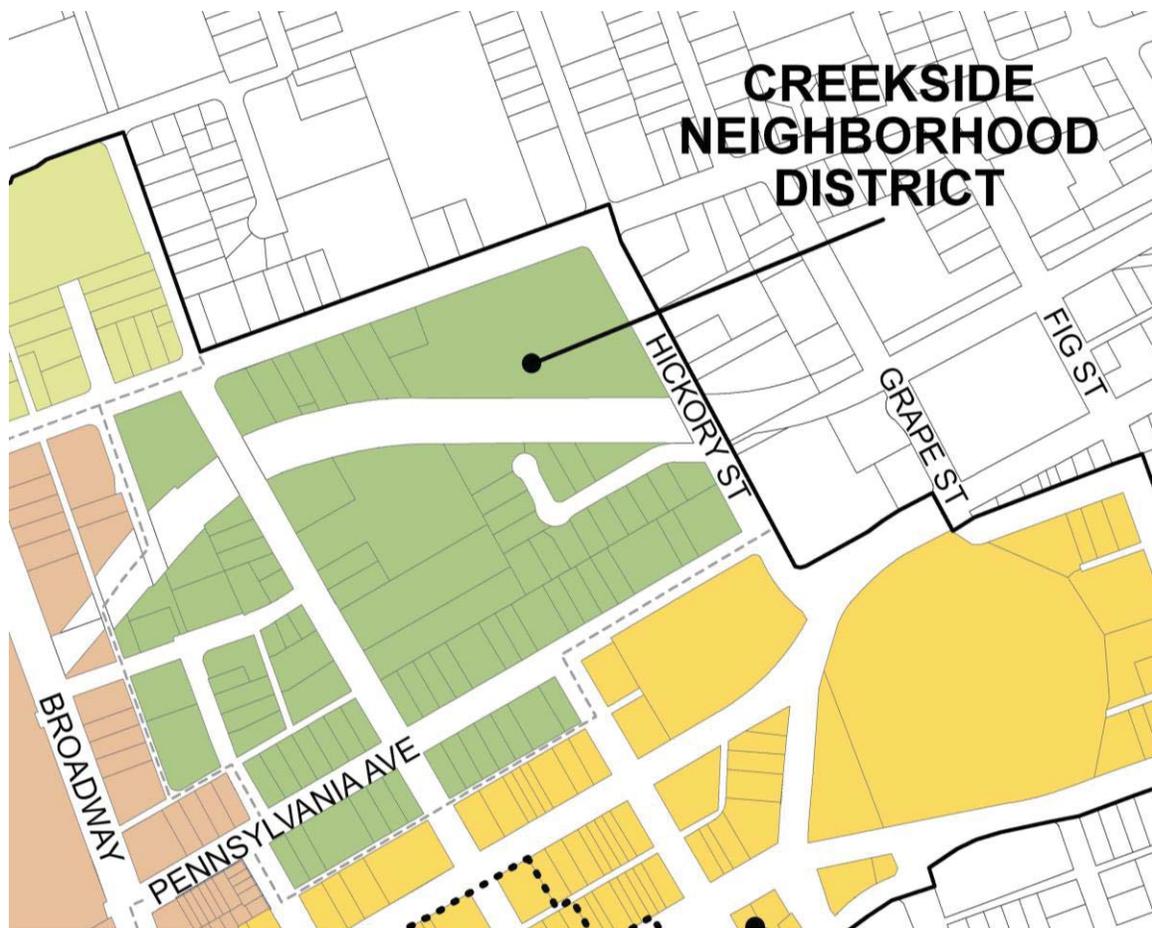


FIGURE V-8

### 3. LAND USE

Refer to the following for more information:  
Figure II-2: List of permitted and conditional uses  
Figure II-3: Matrix of Permitted Residential Units  
Figure II-4: Locations for Residential Land Uses  
Figure II-5: Residential Densities in the Downtown SPA

# Downtown Specific Plan

## LAND USE DISTRICTS Creekside Neighborhood

### 4. CREEKSIDE DEVELOPMENT STANDARDS

#### a. **Maximum Building Heights, Setbacks, Lot Size, Coverage**

Refer to Figure III-5 (Development Standards).

#### b. **Open Space for Residential-Only and Mixed-Use Projects**

Unless separately established through the Planned Development application process, the minimum usable open space for residential-only and residential portions of mixed-use projects shall be 300 square feet per unit. Refer to Chapter III for determining what area(s) may qualify for calculating open space.

#### c. **Landscaping**

Landscaping shall conform to Article 62 of the Escondido Zoning Code, or as determined appropriate through the Planned Development process.



#### d. **Parking**

Standard parking requirements are described in Chapter III, Section B (*Development Standards*.) Parking standards associated with restaurant outside seating areas are described in Chapter VII (*Special Uses*).

#### e. **Minimum Floor Area**

Each dwelling unit in the Creekside Neighborhood District shall have a floor area of not less than four hundred (400) square feet, exclusive of porches, garages, carports, entries, terraces, patios, or basements, or as determined appropriate through the Planned Development process.

#### f. **Elevators**

Each building having three or more stories and having six or more dwelling units on or above the third floor shall be equipped with a passenger elevator in addition to the required stairways.

#### g. **Signs**

Signs in the District shall be permitted in accordance with Figure III-7 (*Downtown Specific Plan Sign Matrix*) and the provisions of Chapter VI (*Sign Standards and Guidelines*) of this document.



# Downtown Specific Plan

## SIGN STANDARDS & GUIDELINES

### VI. SIGN STANDARDS AND GUIDELINES

#### A. PURPOSE STATEMENT

The purpose of establishing sign standards and guidelines is to encourage an “uncluttered” atmosphere with signs that enhance economic revitalization, and improve the image for Downtown. These standards and guidelines establish sign placement, letter type, sign styles, and other design-related criteria to establish consistency and compatibility.

Sign regulations establishing limits for the number of signs per property, the placement of signs, and the height and area of signs for each Downtown Land Use District are included in Figure III-7. The Design Guidelines presented herein are supplementary to the City's Sign Ordinance (Article 66 of the Escondido Zoning Code). The standards contained in these sections may be modified through the public hearing process to meet the goals and objectives of the Design Guidelines. All signs shall comply with the Downtown Specific Plan's requirements, any additional provisions of these sections, and the following sections of the City's Sign Ordinance:



- Definitions;
- Permit Administration;
- Construction and Maintenance;
- Sign Standards - General
- Supergraphic Sign Standards;
- Sign Standards related to historic buildings and historic signs,
- Enforcement and penalties; and
- Nonconforming signs.

#### 1. TYPES OF SIGNS

##### a. Public Signage

A program of public signage to provide a unique identity to the Downtown that includes: identification signs, street signs, special use signs, historical plaques, and directional signs. The public sign program should incorporate:

- 1) A downtown logo to be used on appropriate signs;
- 2) Gateway locations for entry point identity signs;
- 3) Consistent design for street signs, special use signs, and historical plaques incorporating the logo;
- 4) Landscaping at gateways and key areas; and
- 5) Consistent design for informational signs.

# Downtown Specific Plan

## SIGN STANDARDS & GUIDELINES

### b. Private Signage

Two major categories of signs on private property are regulated by these Design Guidelines.

- 1) Building Signs: - A sign attached to the exterior surface of a building or visible from the exterior involving:
  - a) Wall signs;
  - b) Glazed area/window signs;
  - c) Projecting signs;
  - d) Awning signs; and
  - e) Top-of-building signs.
- 2) Freestanding Sign: - Any sign that is wholly or partially supported by one or more uprights or braces in, or upon, the ground involving:
  - a) Monument signs 6-feet tall or less; and
  - b) Pole and high-profile signs over 6-feet tall.

### c. Other Signs Regulated by these Design Guidelines.

- 1) Special-Event Signs:
  - a) Business promotions/special events;
  - b) Community events; and,
  - c) Sidewalk signs.

## 2. SIGN STANDARDS AND GUIDELINES FOR ALL SIGNS

All private signs in the Downtown shall conform to Article 66 of the Escondido Zoning Code and are subject to the following standards and guidelines:

### a. Standards for All Signs

- 1) Freestanding and building signs on each parcel shall be limited to no more than three different types of signs (freestanding and building signs) consistent with the underlying district (see Sign-Type Matrix, Figure VI-3, for the types of signs permitted in each district and building type).



**USE DURABLE MATERIALS**

- 2) Signs shall be constructed of durable materials. Paper, cloth, canvas, and plastic streamer signs are prohibited.

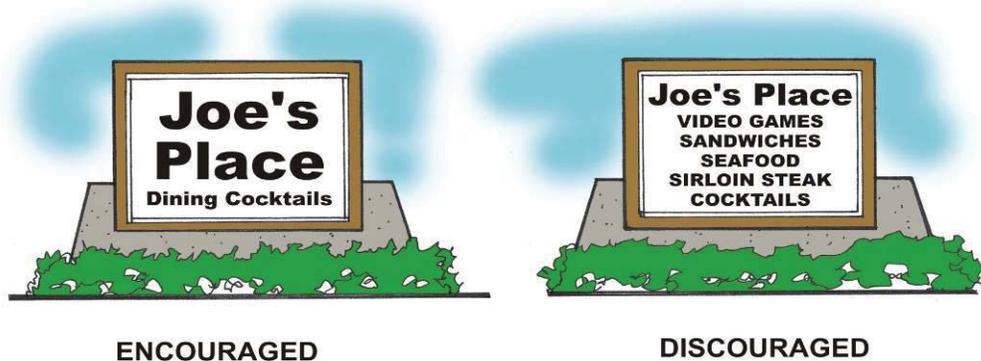
# Downtown Specific Plan

## SIGN STANDARDS & GUIDELINES

- 3) Graphics, illuminated by flood light (or spotlight), shall be positioned so that no light shines directly onto an adjoining property or impacts the sight visibility of motorists and/or pedestrians, and shall conform to the City's Outdoor Lighting Ordinance (Article 35 of the Zoning Code).
- 4) Signs shall be equipped with an automatic timer and shall be turned off between the hours of 11:00 p.m. and sunrise unless the business is open to the public between those hours. If the business is open between the hours of 11:00 p.m. and sunrise, the sign may be illuminated only for as long as the facility is open.

### **b. Guidelines for All Signs**

- 1) Sign copy generally should be limited to the name of the business or the general nature of the goods or services. Up to 10% of the sign copy area may be devoted to slogans or advertising, and the sign copy shall be made an integral part of the sign design.



#### **LIMIT SIGN COPY**

- 2) Structural aspects of signs, such as poles, supports, and cabinets, should be constructed of materials and colors related to the principal building. Landscaping should be designed to reduce the emphasis on the mechanical and supporting aspects of the sign.
- 3) When signs are removed, or replaced with a sign of a different size or shape, all evidence of the previous sign (i.e. holes, straps, hardware, etc.) should be patched and surfaces repainted, or re-finished, to match surrounding wall surfaces.
- 4) Icon/Supergraphic signs are highly encouraged. These wall signs display a large graphic image with, or without, text. The graphic image may extend beyond the perimeter of the sign text.

# Downtown Specific Plan

## SIGN STANDARDS & GUIDELINES

### 3. BUILDING SIGN STANDARDS AND GUIDELINES

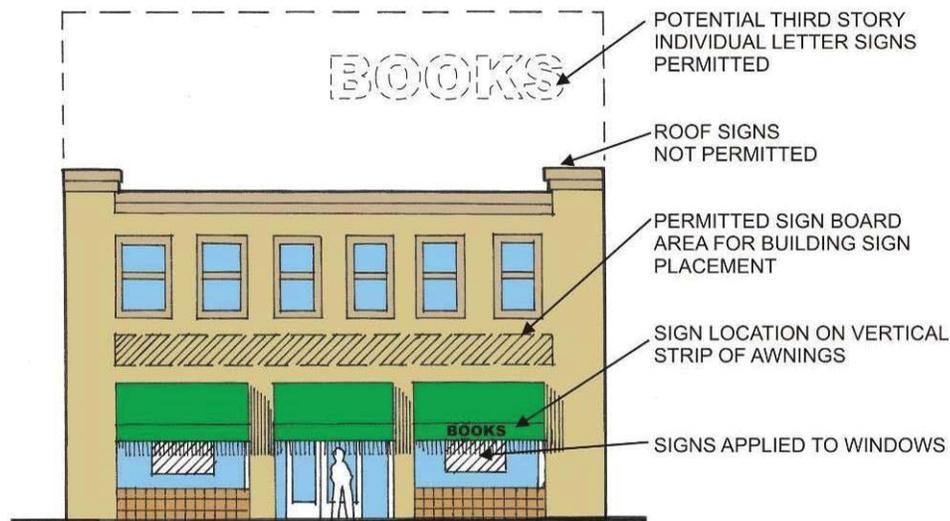
The types of building signs permitted in the Downtown Specific Plan Area vary according to each Downtown District as shown in Figure VI-3 and further detailed in Figure III-7 (*Downtown Specific Plan Sign Matrix*). Regulations and guidelines for building signs are presented in the following sections:

#### a. Wall Signs

Wall signs are intended to identify a specific use by name and are permitted for downtown commercial buildings, commercial centers, and freestanding buildings of fewer than three stories. Limitations on sign copy, size, color, and placement are intended to reduce visual clutter.

##### 1) Wall Sign Standards:

- a) Limit Signs per Business - Wall signs shall be limited to one per business on each wall of the business that has a major entry or display window on a street or parking lot.



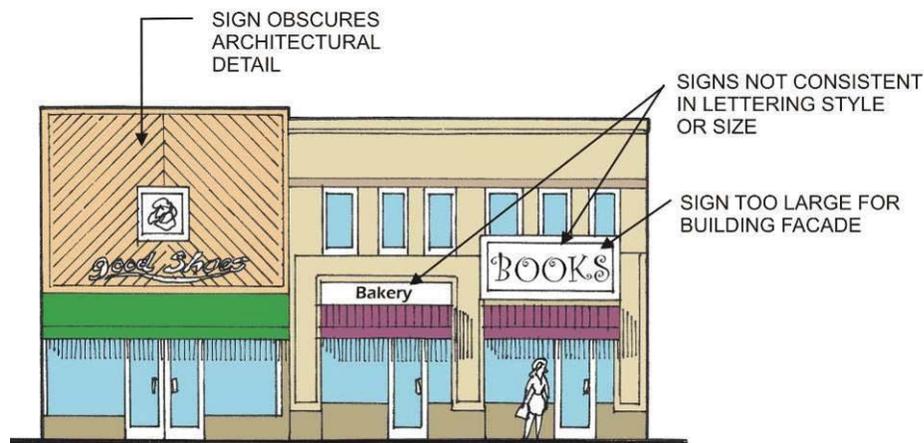
- b) Sign Placement - Where multiple signs are used (such as strip retail businesses), each sign shall be centered horizontally and vertically over the storefront. Wall signs shall be mounted parallel to, and flush with, the wall surface with opaque backgrounds and shall not be mounted on brackets extending above, or in front of, the wall surface. Wall signs may be attached to the exterior wall, tower, or architectural feature of a building.

# Downtown Specific Plan

## SIGN STANDARDS & GUIDELINES



PERMITTED



NOT PERMITTED

- c) Cabinet Wall Signs - Cabinet wall signs are prohibited in certain Districts of the Downtown. In Districts where cabinet signs are prohibited innovative icon/supergraphic signs may be permitted. Where permitted, cabinet wall signs are subject to design review and approval by Planning Division staff.
- d) Enclosed, Changeable-Copy Signs - Changeable-copy signs shall be permitted according to Article 66 of the Escondido Zoning Code (for service stations only). Other changeable-copy signs, or price signs that are enclosed and do not exceed 10% of the permitted sign area for the site, also may be permitted within the Downtown.

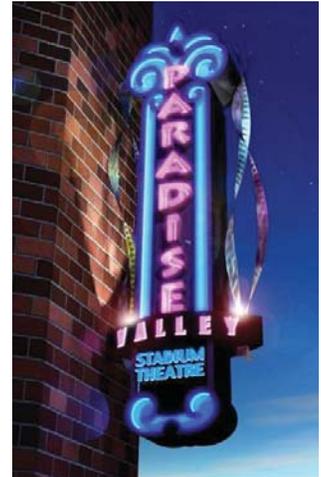
### 2) Wall Sign Guidelines:

- a) Sign Placement - The location and placement of wall signs should be limited to avoid interference with the building's architecture.
- b) Channel Letters Encouraged - Individually cut or channel letters are strongly encouraged.

# Downtown Specific Plan

## SIGN STANDARDS & GUIDELINES

- c) Use of Logo - Business logos are encouraged, when combined with business names, but shall not occupy more than 25% of the sign copy area and shall be made an integral part of the sign design.
- d) Illumination – Wall signs may have individual, illuminated channel letters or solid, individual, illuminated channel letters, or solid individual letters that are back-lit (halo lit). External and indirect lighting consistent with the Outdoor Lighting Ordinance is permitted in lieu of individually illuminated letters.
- e) Projecting Wall Signs – A wall sign may be mounted perpendicular to the building in certain areas subject to Planning Commission approval and the following requirements:
- i. Projecting signs shall be allowed only on free-standing buildings of four (4) stories or higher and shall count as one of the buildings eligible wall signs.
  - ii. Projecting wall signs are intended to identify a building, not multiple addresses and / or business or services located within the building.
  - iii. Eligible buildings shall be permitted a maximum of one projecting sign which shall be proportional to the building façade to the satisfaction of the Director of Community Development.
  - iv. Sign lighting (external or internal) shall be consistent with the City's Outdoor Lighting Ordinance.
  - v. Projecting wall signs shall be positioned in the upper half of the building's elevation but shall not extend above the height of the building's main vertical façade.
  - vi. Projecting cabinet signs with internal lighting shall be constructed with an opaque background that only permits lighting of individual lettering, logos or symbols. The width (or thickness) of projecting cabinet sign shall be minimized to the satisfaction of the Director of Community Development.
  - vii. Projecting sign text and images (i.e. logos, symbols, etc.) shall only be permitted on the sign's main two sides perpendicular to the building, and not permitted on the mounting bracket(s) or portions of the sign that are parallel to the building.
  - viii. Only one side of the projecting sign shall be included in the building's calculation of allowable wall signage.
  - ix. Projecting signs shall project from the wall at an angle of 90 degrees, or 45 degrees if positioned on a building's corner, and shall include decorative architectural features incorporated into the mounting brackets, or sign face to the satisfaction of the Director.
  - x. Projecting wall signs that extend over the public right of way shall obtain necessary encroachment permits to the satisfaction of the City.
  - xi. The proximity of other projecting wall signs shall be considered. Requests may be denied to avoid over concentration and/or visual blight.



# Downtown Specific Plan

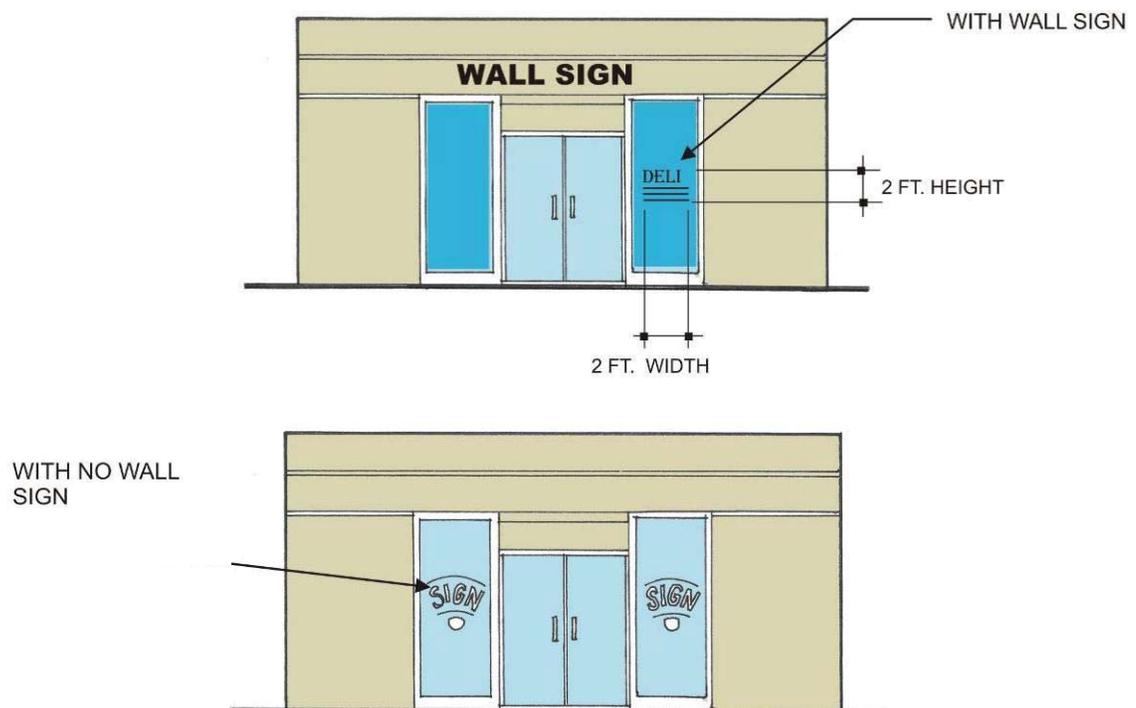
## SIGN STANDARDS & GUIDELINES

### b. Permanent Glazed Area/Window Signs

Permanent Glazed Area/Window Signs (permanent window signs) are intended to identify a business by name and may include additional information, such as hours of operation or a proprietor's name. Temporary signs, and signs incorporated into window displays, are not considered permanent window signs.

#### 1) Window Sign Standards:

- a) Area of the Sign - Permanent window signs shall occupy no more than 50% of the window area. Second story window signs representing not more than 20% of window area are permitted if the use differs from the first story. The area of the permanent window sign shall be included in calculating the total permanent sign area for the building, but shall not be included in calculating the area permitted for temporary window signs. If said signs are used in lieu of wall signs, no temporary window signs are permitted for those windows having permanent window signs.

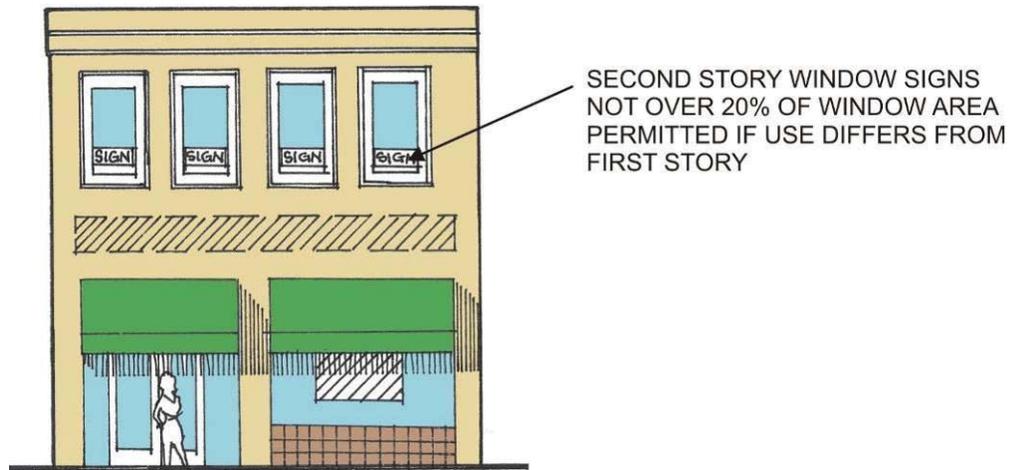


- b) Width/Height - Permanent window sign copy shall be limited to two (2) feet in height and two (2) feet in width maximum, if used in conjunction with a wall sign.

# Downtown Specific Plan

## SIGN STANDARDS & GUIDELINES

- c) Illumination – Not permitted for permanent window signs, except for signs made of neon. The area of a neon-tube sign, including all neon architectural accent features and neon tube banding which surrounds the sign letters or frames the windows, shall be counted as part of the sign area allowed for that building face.



### 2) Window Sign Guidelines:

- a) Use Individually Cut Letters - Permanent window signs should be limited to individual letters placed on the interior surface of the window and intended to be viewed from outside. White or gold-leaf paint is the recommended color. Glass mounted graphics may be applied by silk screening or pre-spaced vinyl die cut forms.
- b) Limit Text - The text or sign copy of a permanent window sign should be limited to the business name, proprietor's name, hours of operation, and brief messages identifying the type of product or service (e.g., "MATERNITY WEAR" or "ATTORNEY"), or pertinent information (e.g., "SE HABLA ESPANOL" or "RESERVATIONS REQUIRED"). Letter size for all information, other than the business name, should be limited to one (1) inch.

### c. Projecting 'Sidewalk-Oriented' Signs

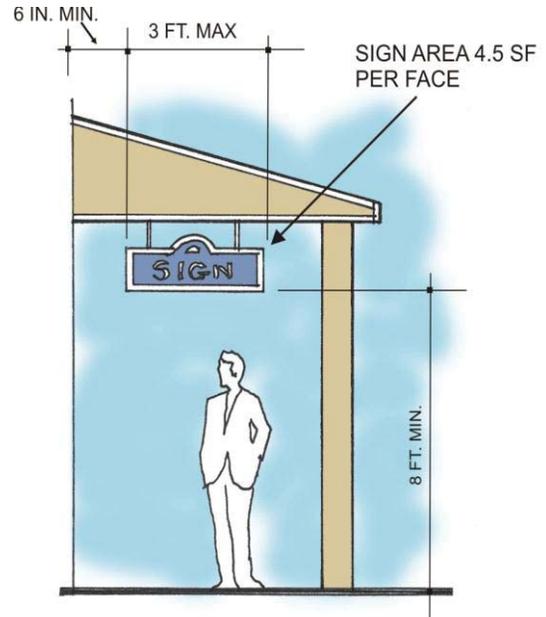
Small projecting 'sidewalk-oriented' sign graphics are encouraged in the Historic Downtown District and Southern Gateway District, subject to the guidelines listed below. Projecting 'sidewalk-oriented' signs also are permitted in commercial center developments, particularly where these hang beneath an arcade. These signs are intended to be small in size and are specifically oriented to pedestrians. Projecting 'sidewalk-oriented' signs encouraged by this section are not intended to serve as wall signs.

# Downtown Specific Plan

## SIGN STANDARDS & GUIDELINES

### 1) Sidewalk Sign Standards:

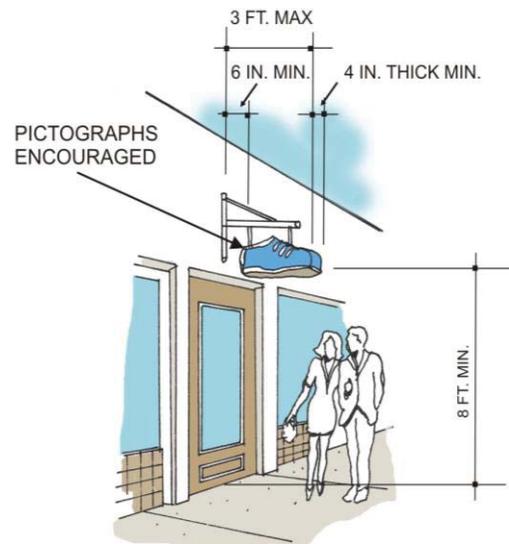
- a) Limit Size - No Projecting 'sidewalk-oriented' sign shall exceed a total area of 4.5 square feet per sign face.
- b) Sign Spacing - Projecting 'sidewalk-oriented' signs shall be placed at building or store entrances, but, in no event, shall projecting signs be spaced less than twelve (12) feet apart.
- c) Provide Adequate Clearance - All projecting 'sidewalk-oriented' signs shall provide vertical clearance to sidewalks of at least eight (8) feet and a clearance of at least six (6) inches between the sign and the building face. All signs shall project from the wall at an angle of 90 degrees, or hang from an overhead canopy. Said signs shall not extend more than three (3) feet from the building face and hanging signs shall be limited to three (3) feet in width. The owner shall obtain an encroachment permit from the City's Engineering Division to place a sign that encroaches into a public right-of-way.



PERMITTED

### 2) Sidewalk Sign Guidelines:

- a) Use Pictographs - The use of pictographs is encouraged for projecting 'sidewalk-oriented' signs to graphically illustrate the type of business without the use of words. Examples of pictograph signs include a key for a locksmith or a pipe for a tobacco shop. Projecting 'sidewalk-oriented' signs may include the business name.
- b) Illumination - Indirect lighting only is permitted for projecting 'sidewalk-oriented' signs.



PERMITTED

# Downtown Specific Plan

## SIGN STANDARDS & GUIDELINES

### d. Awning Signs

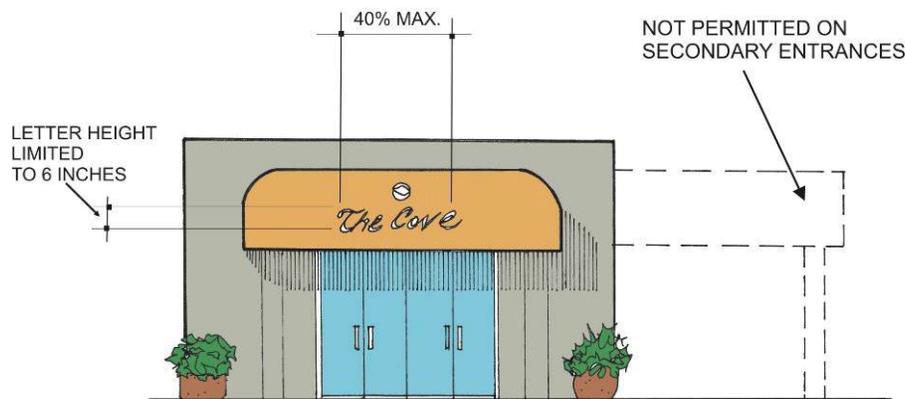
Awning signs are painted or affixed to the vertical face of an awning.

#### 1) Awning Sign Standards:

- a) Sign Placement - Awning signs shall be limited to awnings covering one entrance per each street or alley that the building faces. The business name or building name portion of the sign shall be limited to 40% of the awning face.
- b) Illumination – No illumination is permitted for awning signs.
- c) Design and Color - Where other awnings are used on the building, the design and color of the sign awnings and all other awnings shall be coordinated.

#### 2) Awning Sign Guidelines:

- a) Coordinate Design and Color - The shape, design, and color of awnings should be carefully designed to coordinate with, and not dominate, the architectural style of the building.
- b) Copy - Sign copy text may be the name of the business and/or the business logo.



- c) Text Placement, Height and Color - The text and/or logo should be located only on the valance of the awning itself. Other proposed locations of text and/or logo on the awning may be considered by Planning Division staff. Letter color should be compatible with the awning and the building color scheme. Letter height should be in scale with the size of the awning, limited to six (6) inches.

# Downtown Specific Plan

## SIGN STANDARDS & GUIDELINES

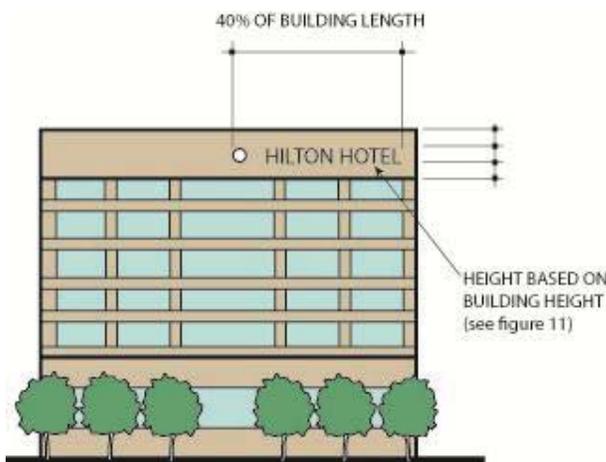
### e. Top-of-Building Signs

Top-of-building signs are only permitted for freestanding buildings of three stories or more. These signs are appropriate for office or financial buildings, and the signs are intended to allow identification of the building by corporate name or logo.

#### 1) Top of Building Sign Standards:

- a) Limit Numbers - The number of top-of-building signs shall be limited to two (2) per building; no more than one sign shall be mounted on each building face.
- b) Height - The following standards are required for letter / symbol height:

Number of Stories	Maximum Letter Height	Maximum Symbol Height
3 to 4	3' 6"	3' 10"
5 to 6	4' 0"	4' 6"



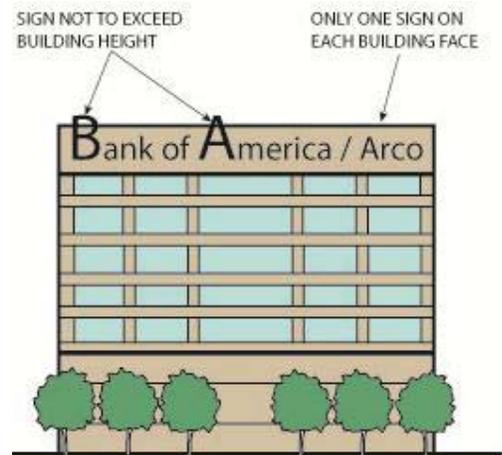
**PERMITTED**

- c) No Cabinet Signs Permitted - Only letters, or individually fabricated letters or symbols, are permitted.

- d) Sign Placement - Top-of-building signs shall be placed an equal distance below the eave line and above the upper story window line. Letters shall be located a distance of no closer than one-half the letter height to the top, sides, and bottom of the building parapet, or top of the window line, and are limited to 40% of the width of the parapet.

#### 2) Top of Building Sign Guidelines:

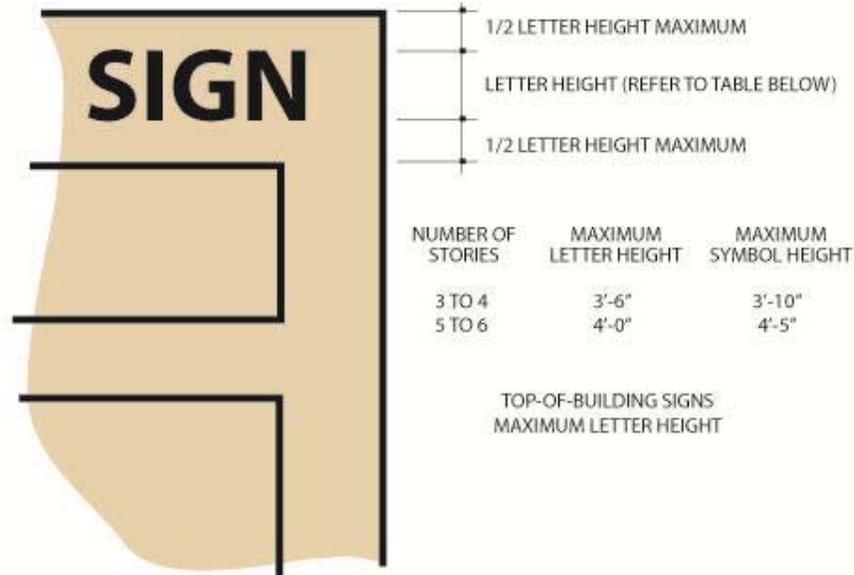
- a) Cumulative Sign Area - The permitted sign area may be in addition to other signs allowed.
- b) Limit Text - The text or sign copy of top-of-building signs should be limited to a corporate name or logo. A logo is preferred.
- c) Illumination - Top-of-building signs may be illuminated, but only with internal illumination of individual letters, logos, or symbols.



**NOT PERMITTED**

# Downtown Specific Plan

## SIGN STANDARDS & GUIDELINES



#### 4. FREESTANDING SIGN STANDARDS AND GUIDELINES

The types of freestanding signs permitted in the Downtown Specific Plan Area vary according to each Downtown District as shown in Figure VI-3. Regulations and guidelines for freestanding signs are presented in the sections which follow:

##### a. Monument Signs

Monument signs (freestanding signs 6 feet or less in height) are intended to provide street addresses and identification for major uses where a pole sign is not considered appropriate. Monument signs also are used for residential buildings. Any building type for which a pole sign is permitted may use a monument sign in lieu of the pole sign if the sign meets the standards presented below.

##### 1) Monument Sign Standards:

- a) Height of Sign - The height of a monument sign shall be limited to a maximum 6 feet, including the base. No sign over 3-1/2 feet in height is permitted within 10 feet of driveway entrances.
- b) Location - Monument signs shall encroach no more than within 5 feet of property line adjacent to the street, or as required in the district, whichever is less. Signs shall not create traffic hazards at driveways or corners.
- c) Depth of a Sign - A monument sign with a solid base shall have a depth of at least 15 inches between its two faces.

# Downtown Specific Plan

## SIGN STANDARDS & GUIDELINES

- d) Base - Monument signs shall have a solid base rather than pole supports, except that a single pole with a cross-bar and a hanging sign may be considered a monument sign for purposes of this document. These signs are especially appropriate for residential uses or for uses conducted in converted residential buildings.

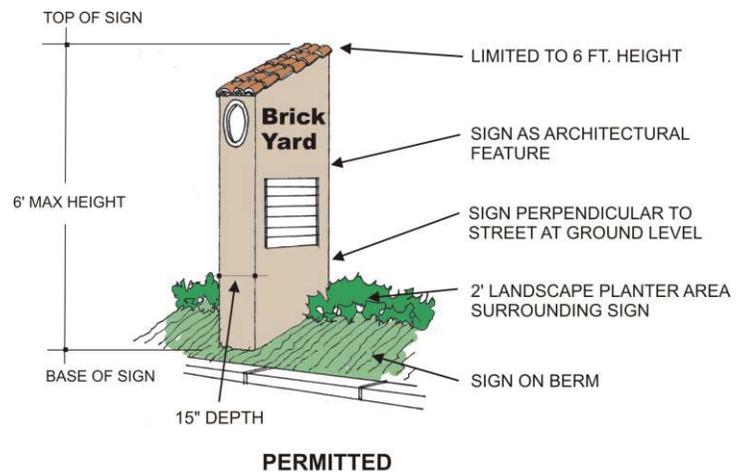


### 2) Monument Sign Guidelines:

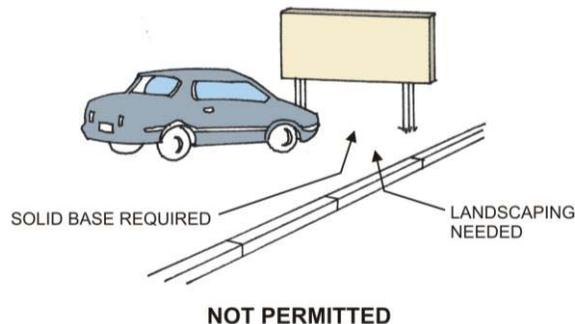
- a) Limit Text - The text, or sign copy, of monument signs should be limited to the name of the business/establishment and the street address only (except for fuel-pricing signs).

- b) Landscaping - Monument signs should be surrounded by 2-foot landscape planter areas measured in all directions.

- c) Illumination - Monument signs may have individually illuminated channel letters, or solid individual letters that are back-lit (halo lit). External and indirect lighting, consistent with the Outdoor Lighting Ordinance, is permitted in lieu of individually illuminated letters.



- d) Changeable Copy - Such signs may be permitted as building directories and for auto service stations subject to staff approval.

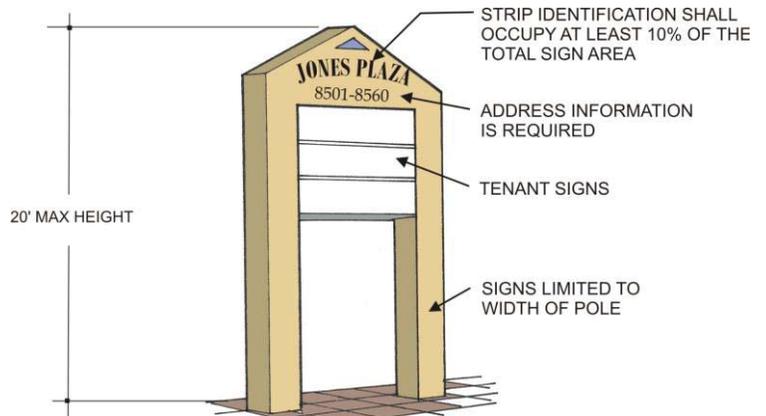


# Downtown Specific Plan

## SIGN STANDARDS & GUIDELINES

### b. Pole Signs

Pole signs (signs over 6 feet in height) are intended to provide identification for major uses and street addresses by providing identification while reducing visual clutter. Pole signs are permitted only for commercial centers outside the Historic Downtown District and may be used in lieu of a monument sign.

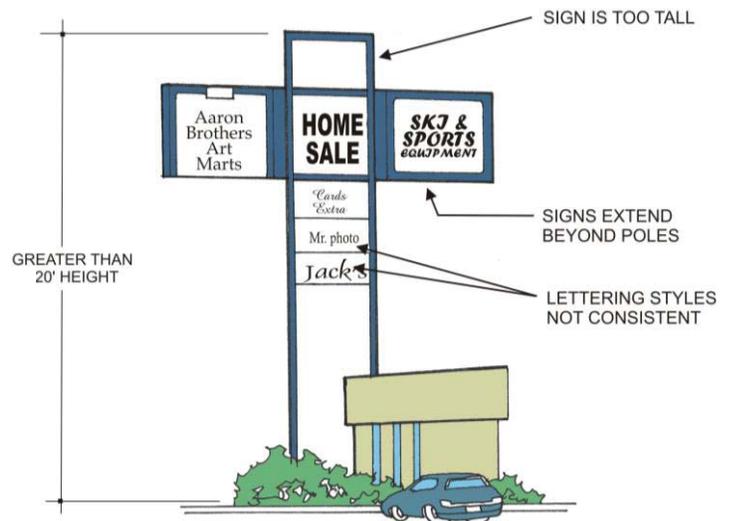


ENCOURAGED

#### 1) Pole Sign Standards:

- Limit Number and Area - The number and maximum area of pole signs shall be limited to no more than permitted by the City's Sign Ordinance. The area of pole signs may be reduced through the application process based on scale, proportion, visual impact, and location in relation to the structure, setbacks, and landscaping.
- Pole Sign Height - Pole signs shall be a maximum of 20 feet in height if determined appropriate for the proposed location and site. All heights are measured from the ground base of the sign to the top of the sign and include poles, pylons, and supportive members.
- Hazards - Pole signs shall be subject to setback requirements of the District, and shall not create traffic hazards at driveways or corners.

- Identify Center Name or Address - For commercial centers, a **minimum of 10%** of the pole sign area shall be devoted to identification of the center by address or both name and address. Commercial centers shall display the range of store addresses for that center. Only the name of the center and major tenants shall be included on such signs. Decorative poles, trim, or architectural features shall be provided to unify the total sign.



DISCOURAGED

# Downtown Specific Plan

## SIGN STANDARDS & GUIDELINES

- e) No Changeable Copy - Pole signs shall not have changeable copy or price signs - (See Monument Signs).
- f) No Single Poles - Pole signs shall be mounted on twin poles. Monument signs or signs, designed as a solid architectural feature, may be substituted for pole signs.
- g) Illumination – All illumination for pole signs shall be consistent with the City's Outdoor Lighting Ordinance and may include individual, illuminated, channel letters that are back-lit (halo lit), external and / or indirect lighting.

### 2) Pole Sign Guidelines:

- a) Uniform Design of Tenant Signs - Where freestanding signs include the names of tenants, these signs should be limited to the width of the twin poles or architectural feature, and should be uniform in size, color, and lettering style.

## B. PROMOTIONAL EVENT SIGNS

Promotional event signs include commercial grand opening and similar event signage on private property. Said signs are subject to approval by the Community Development Director for a limited period of time in all Districts, to publicize grand openings and events such as new management and promotional sales.

### 1) Promotional Event Sign Standards:

- a) Advanced Noticing - At least 2 weeks in advance of a promotional event, the business owner shall notify the Planning Division, of the dates of the promotional event and the types of signs to be used. The sizes and locations of the signs also shall be indicated.
- b) Duration - Promotional event signs shall be limited to a maximum of 60 days per calendar year per business, not to exceed 30 consecutive days at any time.
- c) Location - One promotional event banner shall be allowed for each street frontage, except for individual in-line shops in commercial centers where one banner shall be allowed for each building face fronting a parking lot or street.
- d) Sign Size - Each promotional event sign shall not exceed 72 square feet in area.
- e) Hazards - No promotional event signage, of any type, shall interfere with, or restrict, vehicular or pedestrian access or visibility.



# Downtown Specific Plan

## SIGN STANDARDS & GUIDELINES

- f) Display Restrictions - No promotional event signage (of any type) shall be displayed on, or attached to, any public property, including telephone or utility poles, traffic-control signs or other such devices, street lights, or other structures located on public property.

### 2) Promotional Event Sign Guidelines:

- a) Use of Other Features - Promotional event signs may include balloons (not to exceed 24 inches in any dimension), flags, search lights, beacons, pennants, streamers, banners, portable signs, or other similar devices.
- b) Fees - Promotional event signs may be subject to a separate fee payable to the City of Escondido.

## C. COMMUNITY EVENT AND PUBLIC INTEREST SIGNS

Community event and public interest signs are intended to attract community-wide participation for events on public or private property within the Downtown Specific Plan area that are open to the public and temporary in nature, or inform the public regarding topics of interest. Examples of community events include exhibits, street fairs, parades, celebrations, concerts, etc. Community events shall comply with all local, state and federal regulations where applicable. Public interest signs include messages involving holidays, public notices, celebrations, and appreciation, etc.



### 1) Community Event and Public Interest Sign Standards:

- a) Location - Signs shall be permitted within the Downtown Specific Plan area generally for events occurring in venues inside that boundary, except for events sponsored by the City or held on City-owned property.
- b) Size - Signs shall be of a sufficient size and placed in appropriate locations, as determined by the Director of Community Development.
- c) City Review - Sign requests shall be submitted to the Planning Division for review and approval by the Director of Community Development.
- d) Advertising - Private / corporate promotional and/or marketing information shall be minimized subject to approval by the Director of Community Development.

# Downtown Specific Plan

## SIGN STANDARDS & GUIDELINES

### D. FREESTANDING SIDEWALK SIGNS

A freestanding sidewalk sign shall mean a movable, single, or double-faced sign located within the public right-of-way (sidewalk) or within private entries or courtyards that only communicates information about businesses located in the building fronting on that portion of the sidewalk or private area where the sign is located and shall be subject to the standards and guidelines prescribed below.

#### 1) Freestanding Sidewalk Sign Standards:

- a) Location - Freestanding sidewalk signs shall be allowed only in the Historic Downtown District, the Mercado District and portions of the Park View and Centre City Urban Districts that front on Valley Parkway as depicted in Figure VI-1.



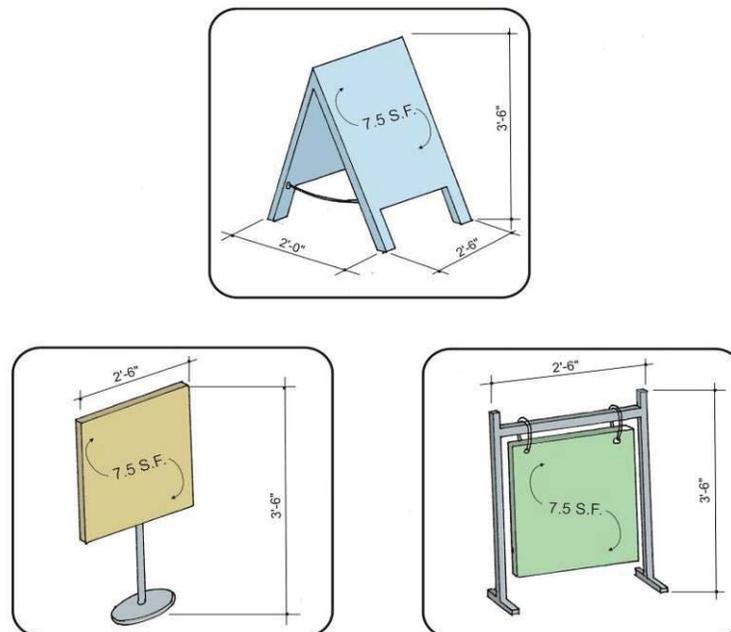
FIGURE VI-1

- b) Approval Required - Freestanding sidewalk signs shall be allowed by issuance of a freestanding sign permit approved by the City of Escondido Planning Division. If the Director of Community Development finds that a proposed free-standing sidewalk sign is inconsistent with the provisions of this section, the owner/applicant shall be notified of the inconsistency and be required to file a new/revised sign plan which meets the guidelines of this section. All illegally placed signs shall be issued notices of violation and shall be confiscated if continued violations occur.
- c) Durable Materials - Freestanding sidewalk signs shall be constructed of durable materials, sufficient to withstand inclement weather, as well as color fading due to sunlight. Metal, wood, and plastic are typical materials used. Glass and other breakable materials are not allowed.

# Downtown Specific Plan

## SIGN STANDARDS & GUIDELINES

- d) Self-Supporting and Weighted - Freestanding sidewalk signs shall be designed to be self-supporting (see Figure VI-2, A-frame or podium types are typical) and weighted to withstand wind or being overturned by contact. Weights, if required, should be incorporated in the sign construction, not applied. Flex signs are not allowed.
- e) Dimensions and Area - Signs, excluding umbrella signs, shall be no more than 3'-6" high, 2'-6" width, and 2'-0" base width. Each face should contain no more than 7.5 square feet of sign area (see Figure VI-2).



FREESTANDING SIDEWALK SIGNS

FIGURE VI-2

- f) Not Temporary - No temporary posters, letters, flyers, balloons, pennants, flags, or other attention-getting devices are to be attached.
- g) Changeable Signs - Changeable signs shall use slate or plastic with chalk or grease pencil.
- h) Projections, Edges, and Corners- There shall be no projections, other than raised carved letters, which shall not project greater than 1/2" from sign face. Signs shall contain no sharp edges or corners.
- i) No Moveable Parts - Signs shall not have copy or parts that move in a controlled or uncontrolled manner.

# Downtown Specific Plan

## SIGN STANDARDS & GUIDELINES

- j) One Sign - Freestanding sidewalk signs shall be limited to one sign for each premise, or per 50 lineal feet of frontage, whichever is less. Signs shall be placed a minimum of 50 feet apart. Multiple businesses may share a freestanding sidewalk sign.
- k) Conformance with Approved Plans - All permitted freestanding sidewalk signs shall conform to all construction, design, and placement specifications of the permit, as well as any other special conditions of the permit. Any deviation from the approved permit shall result in issuance of a notice of violation and possible revocation of the permit as well as confiscation of the sign by the City.
- l) Encroachment Permit Required - An Encroachment Permit issued by the Engineering Division shall be required for each sign that is proposed in the public right-of-way.
- m) Permit Posted - A copy of the approved freestanding sidewalk sign permit shall be permanently attached to the back of each sign in a manner sufficient to withstand inclement weather.
- n) Permit Fee Required - There shall be an appropriate permit fee payable to the City of Escondido prior to issuance of any permit for a freestanding sidewalk sign.
- o) Indemnification - Any individual applying for a freestanding sidewalk sign permit shall agree to indemnify and hold harmless the City of Escondido in the event of any property damage or personal injury arising from any accident involving the sign being located within the public right-of-way. Proof of liability insurance, naming the City of Escondido as additionally insured in the amount to the satisfaction of the City, shall be provided to the Engineering Division prior to encroachment permit issuance.
- p) Clear Path - Freestanding sidewalk signs shall be allowed only where a minimum 8'-0" wide clear path for pedestrians can be maintained.
- q) Public Right-of-Way - Freestanding sidewalk signs shall be permitted only on the four feet of public right-of-way nearest, and parallel to, the curb in front of the business to which it is pertinent, or on private property in front of the business.



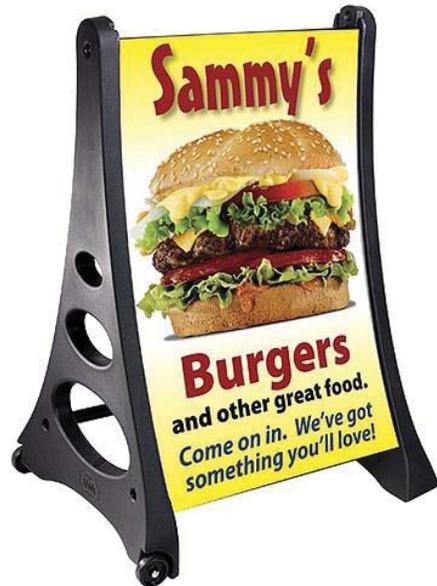
# Downtown Specific Plan

## SIGN STANDARDS & GUIDELINES

- r) Unobstructed Line-of-Sight - The Engineering Division shall review sign locations on a case-by-case basis to ensure adequate line-of-sight for vehicular or pedestrian traffic. Any sign found by the City to interfere with traffic or sight lines at intersections shall be removed immediately. The City also reserves the right to remove a sign that causes any interference with vehicular or pedestrian traffic, or in any emergency situation, or if the sign interferes with right-of way work performed by, or on behalf of, the City.
- s) Sign Removal – Sidewalk signs shall be removed and placed inside the building after business hours.

### 2) Freestanding Sidewalk Sign Guidelines:

- a) Complement Location - The sign design, its graphics, colors and materials should complement the location to which it pertains as well as the design of the public space where it is located.
- b) Umbrella Signs - Umbrellas in outdoor seating areas of restaurants, cafes and similar establishments serving food and/or beverage may have the name of the business on the valance. Only two sides of the umbrella may have signage and the area shall not be deducted from the total allowable sign area for the business. Combining both product name and shop name on the umbrella is discouraged.
- c) Temporary Events - Sidewalk signs for temporary or promotional events may be allowed for a maximum period of 24 consecutive hours, subject to approval by the Community Development Director. The applicant shall be required to provide the Planning Division with a schedule detailing the date and hours for the promotional event (not to exceed 24 consecutive hours).



# Downtown Specific Plan

## SIGN STANDARDS & GUIDELINES

FIGURE VI-3

### MATRIX OF SIGN TYPES PERMITTED BY DISTRICT

(Also refer to Figure III-7 for individual regulations pertaining to each District)

<b>District:</b>	<b>HD</b>	<b>PV</b>	<b>CCU</b>	<b>GT</b>	<b>M</b>	<b>SG</b>	<b>CN</b>
Pole			P	P <sup>6</sup>			
Monument	P <sup>1</sup>	P <sup>1</sup>	P	P <sup>1</sup>	P <sup>5</sup>	P <sup>1</sup>	P
Wall	P	P	P	P <sup>2</sup>	P <sup>2</sup>	P	P
Projecting Wall			P <sup>7</sup>	P <sup>7</sup>	P <sup>7</sup>		
Window	P <sup>6</sup>						
'Sidewalk-Oriented' Projecting	P <sup>6</sup>						
Awning	P	P	P	P	P	P	P
Top-of-Building				P <sup>3</sup>	P <sup>3</sup>	P <sup>3</sup>	

P = Permitted

P<sup>1</sup> = Maximum height 6 feet; not permitted within Grand Avenue "historic retail-core area"

P<sup>2</sup> = For buildings with 3 stories or less

P<sup>3</sup> = For buildings 3 stories or more in height

P<sup>4</sup> = Approval of a Planned Development required

P<sup>5</sup> = Maximum height 6 feet; maximum size 8 sq. ft.; indirect lighting or halo-lit lettering

P<sup>6</sup> = Allowed, except not permitted for residential uses

P<sup>7</sup> = For buildings 4 stories or more in height, subject to Planning Commission approval

HD = Historic Downtown

PV = Park View

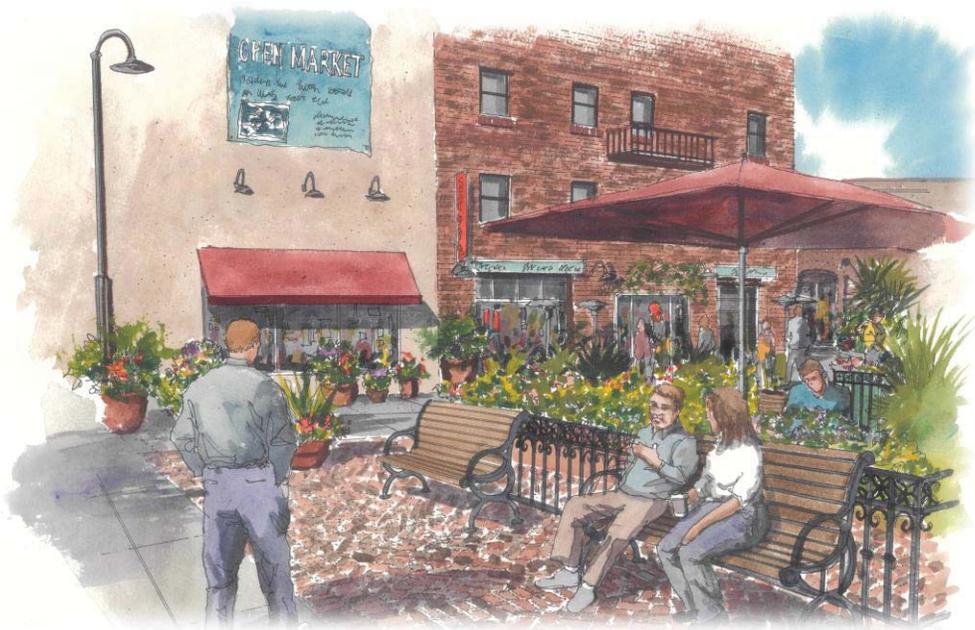
CCU = Centre City Urban

GT = Gateway Transit

M = Mercado

SG = Southern Gateway

CN = Creekside Neighborhood



# Downtown Specific Plan

## SPECIAL USES

### I. SPECIAL USES

#### A. PURPOSE STATEMENT

Unique and special uses outdoors and in the public right-of-way of the downtown area are encouraged to enhance the pedestrian ambiance. However, reasonable regulation of these uses is necessary to protect public health, safety, and welfare and maintain / enhance downtown's character and uniqueness. The purpose of this section is to set forth the conditions and requirements under which special uses, as defined below, may be permitted to operate in the downtown area by approval of the Director of Community Development.



#### 1. OUTDOOR DINING

##### a. Definition

Outdoor dining is any group of tables and chairs, and its authorized decorative and accessory devices situated and maintained outdoors upon public property, sidewalk/right-of-way areas and/or outdoors on private property for use in connection with the consumption of food and beverage sold to the public from, or in, an adjoining in-door restaurant.

##### b. Permit Required

All outdoor dining areas shall be approved by the Planning Division. An Encroachment Permit from the Engineering Division is required for any outdoor dining which is proposed on public property.

##### c. Limitations and Requirements

Outdoor dining may be permitted only in districts that allow indoor restaurants, and then only if the outdoor dining is situated adjacent to an indoor restaurant (as specified below) and the outdoor dining operation is incidental to, and a part of, the operation of such adjacent indoor restaurant.

- 1) Existing indoor restaurants shall conform to all sections of the Municipal Code in order to be eligible for approval of outdoor dining services.
- 2) Outdoor dining may be located on public property areas immediately adjacent to, and abutting, the indoor restaurant which operates the restaurant, provided that the area in which the outdoor dining is located extends no farther in length than the actual frontage of the operating indoor restaurant and all other applicable provisions of this section are fulfilled.

# Downtown Specific Plan

## *SPECIAL USES*

- 3) Outdoor dining that is located on the public sidewalk shall be limited to the area immediately adjacent to, or abutting, the indoor restaurant that operates the outdoor dining area and shall comply with all applicable provisions of this section. Any area of the public sidewalk that would be enclosed for the use of outdoor dining shall provide direct access to the adjacent restaurant for staff and customer use.
- 4) An indoor restaurant may be permitted to operate multiple outdoor dining areas; however, outdoor dining on the adjacent public sidewalk shall be confined to a single location on the sidewalk.
- 5) Outdoor dining utilizing public property areas may be permitted only where sufficient area is available to adequately accommodate both the usual pedestrian traffic in the area and the operation of the proposed outdoor dining.
- 6) All outdoor dining tables and chairs located on the public sidewalk shall be set back to provide a 6-foot minimum of 'free and clear' sidewalk area to accommodate pedestrian traffic. This distance may be reduced to 3 feet when street trees and/or a landscaped parkway area exist subject to City approval and in compliance with Americans with Disabilities Act (ADA) provisions. Tables or chairs shall not be situated within 8 feet of any designated bus stop.
- 7) All outdoor dining furniture on public property (including tables, chairs, umbrellas, and planters) shall be movable. Umbrellas shall be secured with a minimum base of not less than 60 pounds. Outdoor heaters, amplified music, or speakers shall require Plot Plan approval from the Planning Division.
- 8) No sign shall be allowed at any outdoor dining area, except for the name of the establishment and/or product name on an umbrella valance.
- 9) The outdoor preparation of food and associated bussing facilities are prohibited within the public right of way (note: open-air barbeques are subject to provisions stated elsewhere in this chapter). Presetting of tables with utensils, glasses, napkins, condiments, etc., is prohibited. All outdoor dining exterior surfaces shall be easily cleanable and shall be kept clean at all times by the business owner. Restrooms for the outdoor dining shall be provided in the adjoining indoor restaurant, and the outdoor dining seating capacity shall be included to determine the restroom requirements of the indoor restaurant.



# Downtown Specific Plan

## SPECIAL USES

10) Trash storage areas for the outdoor dining shall not be permitted on public property. The business owner shall remove all trash and litter as it accumulates. The business owner shall be responsible for maintaining the outdoor dining area, including the sidewalk surface and furniture, as well as adjacent areas, in a clean and safe condition.

11) The hours of operation for outdoor dining shall be identical to those of the indoor restaurant, unless modified by the approved Plot Plan conditions of approval. Tables, chairs, and all other furniture used in the operation of an outdoor cafe shall be removed from the public property areas and stored indoors whenever the restaurant is not in operation.



12) On-site private parking may be converted to outdoor dining to accommodate the on-site restaurant subject to City approval. Outdoor dining area square footage that does not a) impact required parking and b) exceed 50% of the inside seating area square footage shall not require additional parking, except for provisions outlined in Vehicle Parking Districts #1 and #2 identified in Figure III-4.

13) The City shall have the right and power, acting through the City Manager or his designee, to prohibit the operation of outdoor dining within public property areas at any time because of anticipated, or actual, conflicts. Such conflicts may arise from, but are not limited to, scheduled special events, repairs to public property areas, and/or emergencies which might occur in the area. To the extent possible, the business owner shall be given prior written notice of any time period during which the operation of the outdoor dining would be prohibited by the City. Any failure to give prior written notice shall not affect the right and power of the City to prohibit the outdoor dining's operation at any particular time.

### **d. Alcohol Service Requirements**

Areas established for outdoor dining may serve only food and beverages prepared or stocked for sale at the adjoining indoor restaurant, provided that the service of alcohol, solely for on-premises consumption by customers within the area of the outdoor dining has been authorized by the Director of Community Development as part of the site plan approval. Each of the following requirements also shall be met:

# Downtown Specific Plan

## SPECIAL USES

- 1) Any area authorized for outdoor dining within public property areas shall be identified in a manner approved by the Director of Community Development that clearly separates and delineates it from public property areas to remain open for public use.
- 2) The outdoor dining operation shall be duly licensed, or prior to the service of any alcohol at the establishment shall be duly licensed by State authorities to sell alcohol, or both, for consumption within the outdoor dining area.
- 3) Outdoor dining within public property areas in which alcohol would be served shall be separated physically from public use areas by appropriate fencing/barriers approved by the Director of Community Development as part of the site plan approval process. Required fencing/barriers shall be a minimum of 3 feet in height, but shall not exceed 4 feet in height, and shall not be permanently fixed to the public property area. Fencing/barriers shall be made of durable materials, self-supporting and weighted to withstand overturning by wind or contact, and complement the design of the structure. Typical materials include, but are not limited to, wrought iron, post-and-chain, planters, or picket fencing.



### **e. Findings and Conditions**

The Director of Community Development shall make findings that the proposed operation meets the limitations of this section in connection with approval of any outdoor dining. Conditions in granting approval may be imposed as deemed appropriate to assure that the proposed outdoor dining would meet the operating requirements and conditions set forth in this section and to ensure that the public safety and welfare would be protected.

### **f. Revocation**

The right to operate outdoor dining operations may be revoked by the Director of Community Development upon a finding that one or more conditions of this section have been violated, or that the outdoor dining is being operated in a manner which constitutes a nuisance, or that the operation of the outdoor dining unduly impedes or restricts the movement of the public on public property areas.

# Downtown Specific Plan

## SPECIAL USES

### g. Liability/Insurance

Any individual/business applying for outdoor dining within public property areas, with or without alcohol sales, shall agree to indemnify and hold harmless the City of Escondido in the event of any property damage or personal injury that arises from any accident involving the use being located on public property. Proof of liability insurance, naming the City of Escondido as additionally insured shall be provided to the City prior to issuance of Encroachment Permit approval and shall provide that the policy shall not terminate, or be canceled, prior to the expiration date without 30 days advance written notice to the City.

## 2. OPEN-AIR BARBEQUES

### a. Definitions

Open-air barbeque is a piece of equipment designed for barbequing food, where the food is prepared outdoors by cooking directly over hot coals, heated lava, hot stones, gas flame, or other method approved by the San Diego County Department of Environmental Health (DEH).

### b. Limitations and Requirements

The provisions for permitting the long-term use of an open-air barbeque shall only apply to approved food facilities where the open-air barbeque is operated on private property, on the same premises as, in reasonable proximity to, and in conjunction with a permanent food facility that is approved for food preparation operating under the same business license.



- 1) The location and placement of the open-air barbeque shall be approved by the City prior to operation. Decorative features (i.e. screening walls, fencing, etc.) shall be incorporated into the design and/or placement of the open-air barbeque to enhance its appearance to the satisfaction of the City.
- 2) The open-air barbeque shall comply with California Retail Food Code requirements and DEH guidelines and shall obtain appropriate approvals from the DEH.
- 3) The open-air barbeque shall be subject to conditions including but not limited to size, location, venting, separation, orientation, hours of operation, etc. in order to minimize public nuisances related to smoke and odors in compliance with the performance criteria identified in Section 33-570(1) of the Escondido Zoning Code.
- 4) Open-air barbeque operations may be modified, suspended or revoked based on non-compliance with city standards and/or nuisance complaints.

# Downtown Specific Plan

## SPECIAL USES

### 3. OUTDOOR DISPLAY AND SALE OF MERCHANCISE

#### a. General Provisions

The long-term, permanent and/or regularly scheduled outdoor display and sale of merchandise shall be permitted in Downtown, subject to the provisions of Ordinance 92-43, Article 73 of the Escondido Zoning Code with the following exceptions:

#### b. Outdoor Sale and Display on Public Right-of-Way / Public Property

The outdoor display and sale of merchandise (including food) within the public right-of-way (i.e. streets and sidewalks) that is in close proximity and identical and accessory to items sold indoors to the adjacent establishment shall be limited to the items listed under “c. Outdoor Sale and Display on Private Property.”

The outdoor display and sale of merchandise (including food) within the public right-of-way and/or the display and sale of merchandise on other public property (i.e. municipal buildings, parks, public parking lots, etc. excluding the Center for the Arts), that is not identical and accessory to items sold indoors to the adjacent establishment, shall be allowed only in conjunction with special events specifically approved by the City.

Outdoor display and sale of retail food and/or merchandise, including pushcarts, shall be permitted at the Center for the Arts, subject to specific criteria approved by Resolution of the City Council. (Note: open-air barbeques are subject to provisions stated elsewhere in this chapter)

#### c. Outdoor Sale and Display on Private Property

The outdoor display and sale of the following merchandise on private property shall be permitted in Downtown, if permitted by the underlying district in which the associated business is located and identical and accessory to items sold indoors of the establishment requesting the permit for outdoor display and sale:



- Antiques, Artwork, Crafts
- Bicycles, Sporting Goods
- China and Glassware
- Flowers and Plants (to include seasonal /Christmas trees)
- Food Sales (Note: open-air barbeques are subject to provisions stated elsewhere in this chapter)
- Apparel (Clothing, Shoes, Jewelry, etc.)
- Books, Newspapers and Magazines
- Appropriate items subject to Director of Community Development approval

# Downtown Specific Plan

## *SPECIAL USES*

The outdoor display and sale of merchandise on private property not identical and accessory to items sold indoors of the establishment requesting the permit shall not be allowed within the Downtown Specific Planning Area, except during special events specifically approved by the City.



#### 4. *SPECIAL EVENTS*

##### **a. *General Provisions***

Special events shall include the temporary use of public property, including, but not limited to, streets, sidewalks, municipal parking lots, public open space areas, and publicly-owned property, and parks, and/or the temporary use of private property including but not limited to private parking lots, open space areas, building rooftops and/or vacant lots, etc. (excluding events held within enclosed buildings and/or in outdoor dining areas).

Special events are for the purpose of conducting a public, private and/or City-sponsored single event, or re-occurring activity involving a specified duration (i.e. parade, concert, farmer's market, sales/promotional activity, or special enterprise or occasion, etc.) approved by the City.

##### **b. *Special Events on Public Right of Way and/or Public Property***

Special events on public property as described above shall be subject to the provisions of Chapter 16, Article 4 (Special Events) of the Municipal Code.

##### **c. *Special Events on Private Property***

Special events, on private property that occur in private parking lots, open space areas, on building rooftops and/or vacant lots, etc. (excluding events held within enclosed buildings and/or in outdoor dining areas) shall require issuance of a Temporary Use Permit. Parking requirements for such special events shall be determined by the Director of Community Development on a case-by-case basis subject to the anticipated need and availability of parking in the vicinity.

# Downtown Specific Plan

## *SPECIAL USES*

### 5. *NEWSPAPER VENDING BOXES*



Newspaper vending boxes are allowed within the Downtown Specific Plan Area subject to the provisions of Article 15 of the Escondido Municipal Code. An encroachment permit shall be required for all newspaper vending boxes located within the public right-of-way.

# Downtown Specific Plan

## IMPLEMENTATION & ADMINISTRATION

### VIII. IMPLEMENTATION AND ADMINISTRATION

#### A. PURPOSE STATEMENT

The Escondido Downtown Area Specific Plan sets forth implementation measures in the form of policies, land use and development standards, and guidelines. This Downtown Specific Plan affects private property primarily through regulation of land uses and physical property improvements. Implementation of these regulations shall be achieved largely through the planning approval and design review process utilizing the decision-making authority of the Director of Community Development, Planning Commission and City Council.

All construction and development within the Specific Plan Area shall comply with the provisions of the Downtown Specific Plan. If any issues arise which are not covered by this document, the most applicable provisions of the Escondido Zoning Code shall prevail, as determined by the Director of Community Development.



#### 1. DESIGN REVIEW AND PERMIT PROCESS

All new construction and work on the exterior of a building, or site, in the Specific Plan Area (including signs, but excluding minor repairs) shall require design review by staff and/or by the Historic Preservation Commission and/or Planning Commission pursuant to Figure VIII-1, to determine conformance with the design guidelines and policies provided in this document. Determinations by the Director of Community Development may be appealed to the Planning Commission. The Historic Preservation Commission and Planning Commission decisions may be appealed to the City Council. The design review and permit process shall include the following steps:

##### **a. Initial Meetings**

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

##### **b. Application Submittal**

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

# Downtown Specific Plan

## IMPLEMENTATION & ADMINISTRATION

### **c. Minor projects**

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

### **d. Major projects**

Projects including all new construction (primary structure, outbuildings, additions), demolition, relocation, significant changes to the site (grading, paving, landscaping, etc.), public right-of-way improvements, any project requiring a Plot Plan Approval, including minor plot plan review for the conversion of existing or vacant automobile dealerships to a new, substantially different use, or a Conditional Use Permit, will be reviewed by staff or the Planning Commission who will review the project based on the design guidelines outlined in this document and either:

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

- ### **e. Projects Requiring Building Permits** - New construction, additions, exterior changes to a structure, demolition, relocation, placement or removal of exterior objects, shall be submitted to the Building Division for permit issuance. The Building Division shall route the plans to the Engineering Division to determine necessary public improvements if the value of the work exceeds preset standards. The Building Division shall issue a Building Permit or return the plans to the applicant for necessary modifications.



### **f. Projects Requiring Grading Permits**

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

### **g. Project Completion**

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

# Downtown Specific Plan

## IMPLEMENTATION & ADMINISTRATION

### 2. PUBLIC HEARING PROCESS

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

**a. Approve, or conditionally approve, the project**

The applicant shall be provided with a list of applicable conditions.

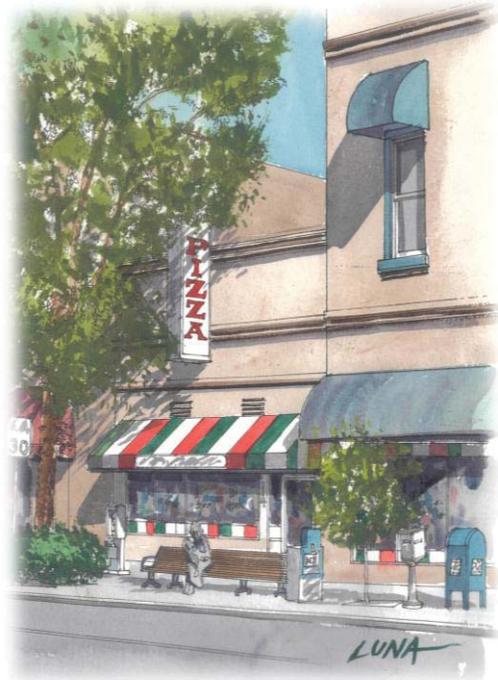
**b. Deny the project**

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

### B. SPA ADOPTION AND SUBSEQUENT AMENDMENTS

The Escondido City Council adopted the Downtown Specific Plan in 1992 and the plan has since undergone several revisions and updates. City staff and the Downtown Business Association co-sponsored “At Home Downtown” community workshops in August 2003, April 2004 and June 2005 to discuss the merits of focusing additional growth Downtown at higher densities, and to solicit input regarding appropriate architecture and design associated with high-density development.

Support for increasing residential opportunities in Downtown was widespread, and input was gathered regarding desirable and undesirable characteristics of urban architecture and design. The City Council appointed the Downtown Revitalization Committee to work with staff to update the Downtown Specific Plan in January 2005 and incorporate provisions for increased densities, more vertical-scale development and pedestrian-oriented design guidelines. Over the course of several months, staff and the committee met to discuss map and text changes to the Downtown Specific Plan that were needed to impart the vision for Downtown development and to simplify the document’s use. An interim Downtown Specific Plan that could be addressed with minimal environmental review and analysis was approved by the City Council in 2007 to incorporate the Committee’s ‘Phase I’ recommendations.

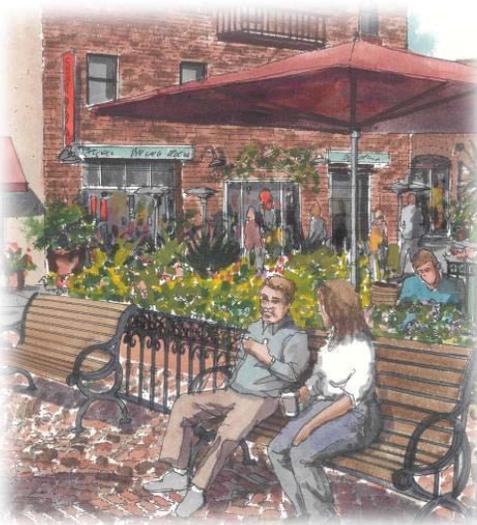


# Downtown Specific Plan

## IMPLEMENTATION & ADMINISTRATION

The Committee's 'Phase II' recommendations involved building heights up to 85 feet, densities up to 100 units per acre, and up to 5,275 total residential units (3,275 more units than anticipated in the original Downtown Specific Plan). The Environmental Impact Report (EIR) that analyzed the City's General Plan Update in 2012 included the Downtown Specific Plan 'Phase II' recommendations in its analysis.

### 1. *AUTHORITY FOR THE PLAN AND RELATIONSHIP TO THE CITY'S GENERAL PLAN*



California Government Code Sections 65450 – 65457 provide authorization for the City to prepare and adopt Specific Plans. The Downtown Specific Plan has been adopted by ordinance because of its regulatory nature. Its purpose is to implement the goals of the Downtown Revitalization Plan as set forth in Specific Planning Area No. 9 of the General Plan.

The Downtown Specific Plan serves as a regulatory plan and zoning law for properties located within the boundaries of the Plan as depicted in Figure I-1. All proposed development plans (or agreements), tentative or parcel maps, and any other development approvals shall be consistent with this Specific Plan and with the General Plan. For the purposes of this document, the term "Director" shall mean the Director of Community Development or a duly appointed representative.

### 2. *SPECIFIC PLAN AMENDMENT INITIATION*

Projects that require a Specific Plan Amendment shall be scheduled for City Council for initiation prior to formal application submittal. The City Council shall consider whether the requested amendment satisfies the criteria identified in Chapter I Section C (*Downtown SPA Strategic Goals*) as well as the General Provisions identified in Chapter III, Section C. The City Council shall either:

#### **a. *Initiate the amendment***

Staff shall receive the project for processing. Projects initiated for processing shall be evaluated by the Planning Commission prior to formal City Council consideration, or

#### **b. *Deny the initiation request***

Staff shall perform no additional processing of the application.

# Downtown Specific Plan

## IMPLEMENTATION & ADMINISTRATION

### FIGURE VIII-1 ACTIVITY CONSTRUCTION REVIEW PROCESS

Type of Work to be Done:	COA Required Reviewed by:		Building Permit Issued by:	Engineering Permits Issued by:
	Staff	HPC	Bldg. Div.	Engin. Div.
<b><u>New Construction:</u></b>				
Primary Structure	X		X	
Accessory Structures	X	H	X	
Additions (including porch enclosures, dormers, etc.)	X	H	X	
Additions to Commercial Properties	X	H	X	
<b><u>Removal, Demolition</u></b>				
	X	H		
<b><u>Relocation</u></b>				
	X	H	X	
<b><u>Exterior Changes to the structure and material restoration changes:</u></b>				
Architectural details and decorative elements: (fish scale, shingles, dentils, shutters, siding, brick, stucco, metal, roof material, porches, columns, cornices, trim, railing, ornamentation, etc.)	X	H	X	
Painting – exterior	X			
Roofs (changes in shape, eaves, ornament)	X <sup>1</sup>	H	X	
Staircases, steps (exterior)	X <sup>1</sup>	H	X	
Doors	X		X	
Windows, skylights	X		X	
Mechanical systems (roof top and window units, exhaust fans, vents)	X <sup>1</sup>	H	X	
Storm windows, doors, security grills	X		X	
Satellite dishes	X		X	
Solar collectors			X	
<b><u>Changes and modifications to the site:</u></b>				
Grading	X			X <sup>2</sup>
Parking lots (pavement and landscaping)	X			X <sup>2</sup>
Surface paving	X			
Landscaping	X <sup>1</sup>			
Public right-of-way improvements (curb & gutters, sidewalks, street paving, driveways, curb cuts, street furniture, outdoor dining areas, etc.)	X			X <sup>3</sup>
	X			X <sup>3</sup>
Swimming pools	X			
Light fixtures	X			
Removal of specimen vegetation	Pursuant to Article 55, Sections 33-1068A – 33-1069			
<b><u>Signs</u></b>				
	X			
<b><u>Fencing walls, retaining walls</u></b>				
	X		X <sup>4</sup>	

X = Review required for all buildings

H = Review required for properties listed on the City's Historic Local Register only. If standard timeframes for review and consideration cannot be met, an expedited review may be accommodated subject to City approval.

1. Review required for all structures EXCEPT single-family residences NOT on the Historic Local Register.
2. Grading Plan Approval and Grading Permit required for over 1 foot of fill, over 2 feet of cut, or over 200 cubic yards.
3. Encroachment Permit required for any work in the public right-of-way.
4. Fences over 6' high; retaining walls over 3' high.

