

# 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 Chapter III (*Design Principles, Guidelines and Standards*), Chapter IV (*Historic Preservation Standards and Guidelines*), and Chapter VI (*Sign Criteria and Guidelines*).

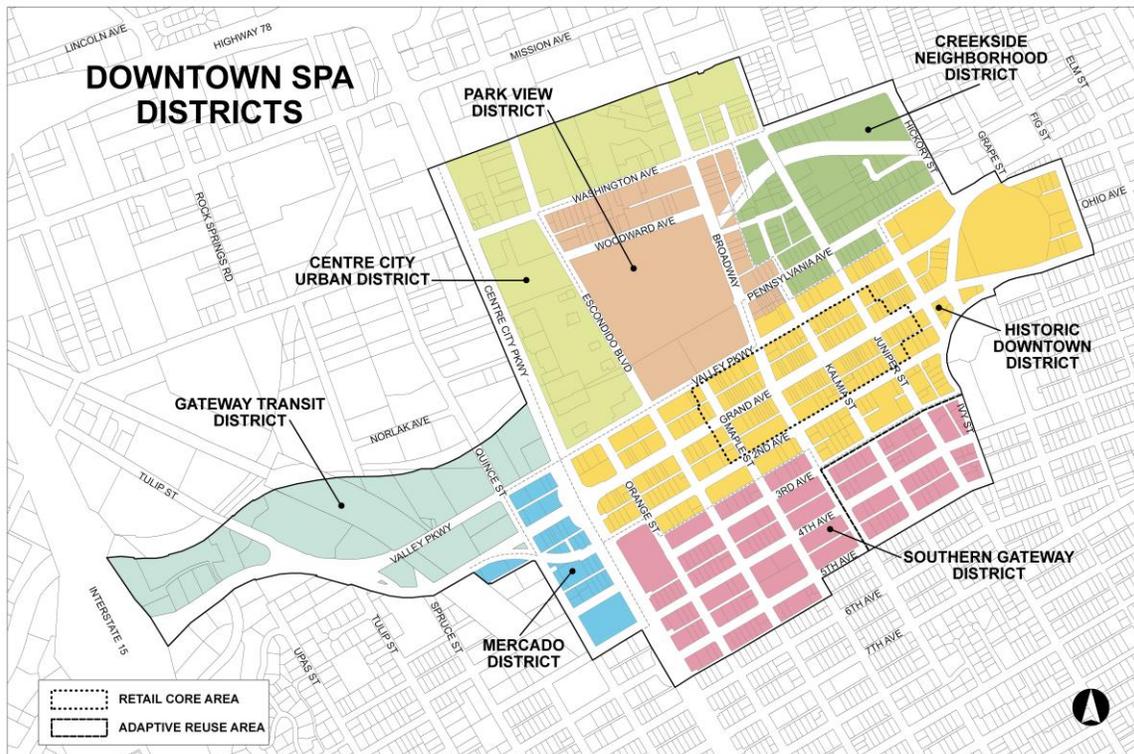


FIGURE V-1

The development regulations provided within this Plan constitute the primary zoning provisions for the Escondido Downtown Specific Plan Area. These regulations are in addition to the applicable Zoning Code. 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. The property development standards contained in Chapter II of this Specific Plan also shall apply.

# 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 goals and objectives of this Specific Plan. More specifically, the regulations in this chapter are intended to:

- Identify districts that 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 within each district that establish minimum regulations for all development and contribute to high-quality development 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 use changes, landscaping, design improvements, or any combination of these devices.
- 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.

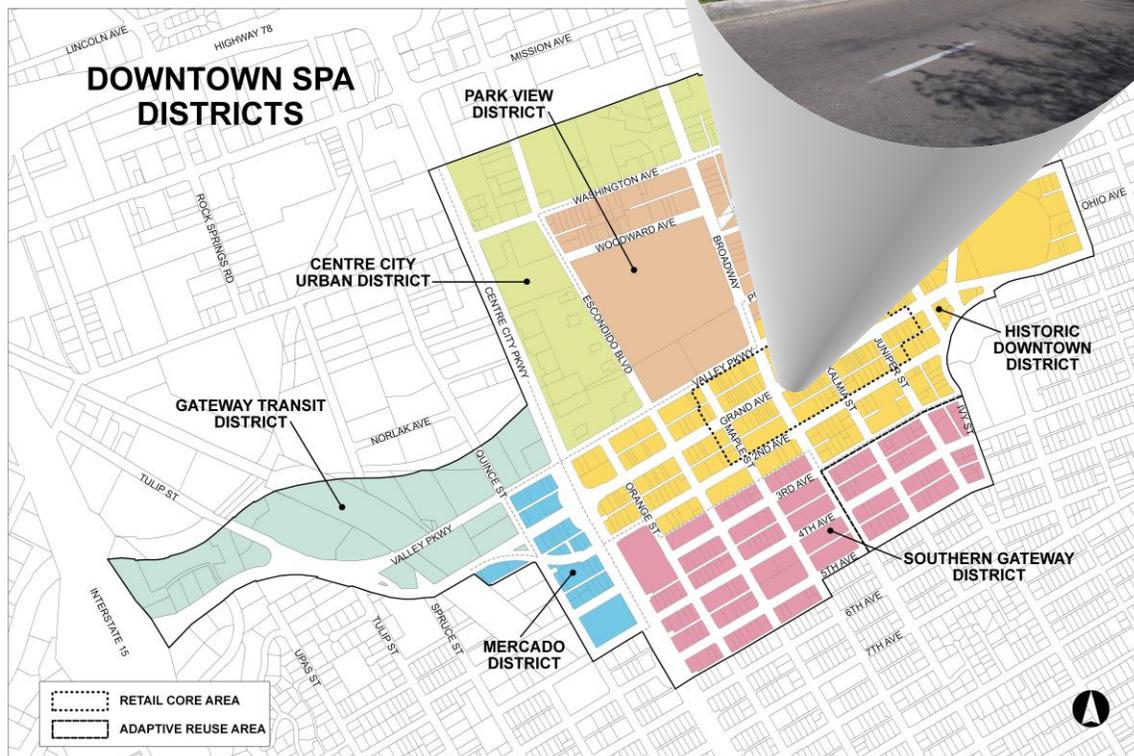


# Downtown Specific Plan

## 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. The Historic District, 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 Grand Avenue Retail Core is enhanced as Escondido's historic and cultural center within the historic Downtown District, 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

### 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 "Downtown Retail Core." 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.

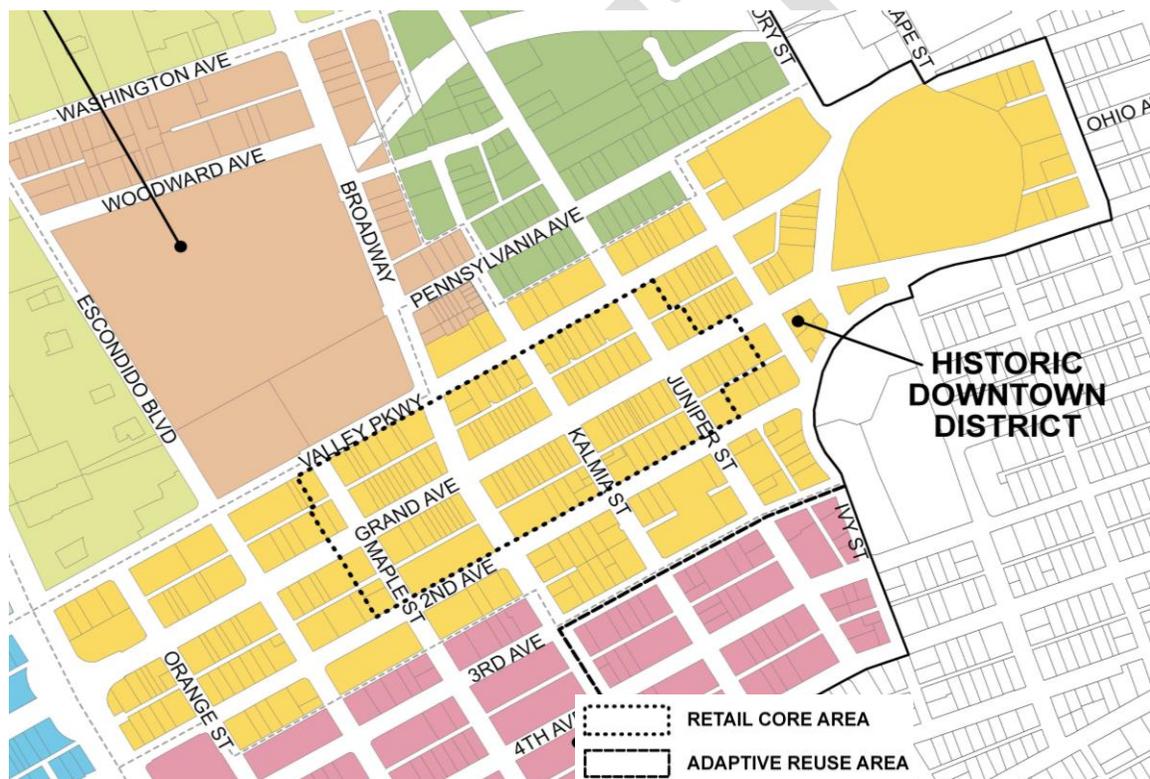


FIGURE V-2

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

Palomar Hospital 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 support medical, office, intern housing, and related uses.



### 3. LAND USES

A complete list of permitted and conditional uses is detailed in Figure II-2. Appropriate types and locations of residential uses allowed in the District are defined in Figures II-3 II-4, and II-5.

#### a. Inside the Downtown Retail Core:

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.



# Downtown Specific Plan

## LAND USE DISTRICTS

- 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.
- 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 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. For a detailed list of permitted and conditionally permitted uses refer to Land-Use Matrix (Figure II-2).

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

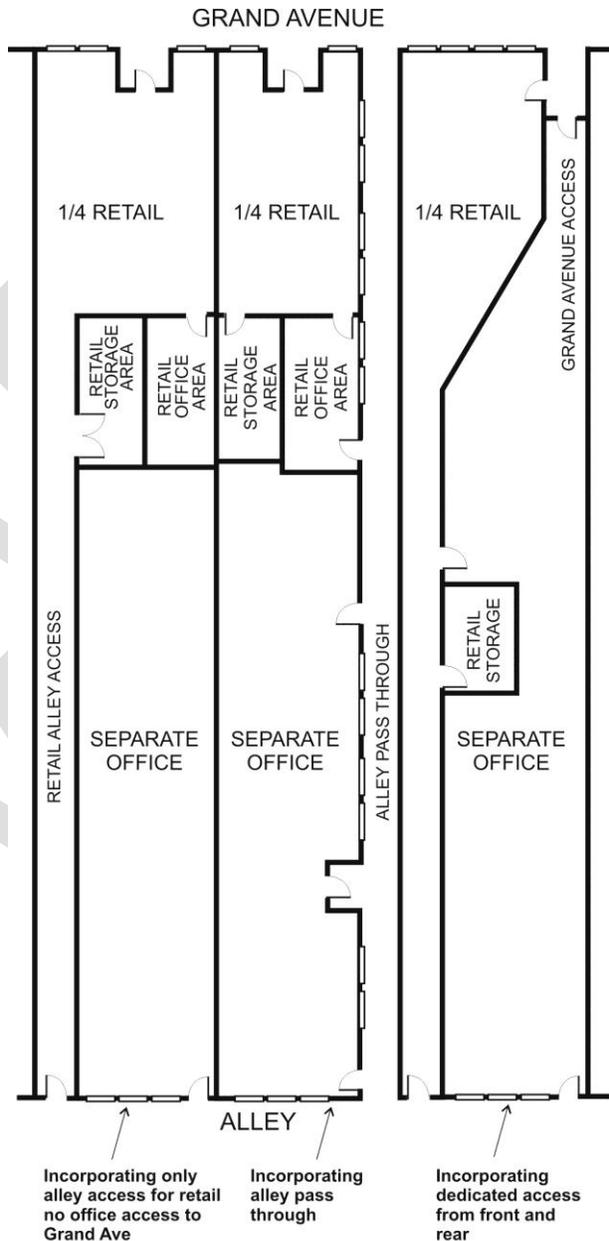


FIGURE V-2a

# Downtown Specific Plan

## LAND USE DISTRICTS

### b. Outside the Retail Core:

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 Height

Refer to Figure III-5, and III-6 (Development Standards). Projects that propose building heights exceeding the adopted Development Standards would be subject to a Specific Plan Amendment and processed with a Planned Development application.

### b. Minimum Street Frontage

There is no minimum street frontage requirement.

### c. Setbacks

Front: Buildings are permitted at the right of way, or shall be setback 14 feet from ultimate street curb face, whichever is greater (Figure III-4). Buildings are strongly encouraged to be constructed in a manner consistent with the Downtown Design Principles (Chapters III and IV). No parking may encroach into the front setback. All areas included in a front setback shall provide features that enhance pedestrian activity such as raised landscaping planters, plazas, shade, etc with provisions for maintenance to the City's satisfaction. Extensive landscaping that separates the building from the public sidewalk is not allowed.



Side: No side-yard setback is required within the District. When adjacent to a public street buildings may be set back a maximum of ten (10) feet if the area is improved with a decorative hardscape material. This side-yard requirement shall not apply where pedestrian arcades, or "paseo" pass-throughs are provided from rear parking lots.

Rear: No rear-yard setback is required.

# Downtown Specific Plan

## LAND USE DISTRICTS

### d. Landscaping

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

### e. Dwelling-Unit Densities and Residential Mixed-Use Projects

Maximum dwelling unit densities for residential and residential mixed use developments are described in Figures II-3, II-4, and II-5. For residential mixed use development (with ground floor non-residential uses) 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:  $45 \text{ du/ac} \times 1 \text{ ac} \times 75\% = 33.75$  dwelling units for a development with the entire ground floor devoted to commercial use, 25% of the upper-floor area devoted to office use, and 75% of the upper-floor area devoted to residential use). Projects that propose densities in excess of those shown in Figure II-5 shall be subject to a Specific Plan Amendment and processed with a Planned Development application.

### f. 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.

### g. Parking

Standard parking requirements are described in Chapter III, Section B (*Design Standards*).

Parking standards associated with restaurant outside seating areas are described in Chapter VII (*Special Uses*).



# Downtown Specific Plan

## LAND USE DISTRICTS

### h. Signs

The intent of signs within the District is to identify a building and to attract attention of pedestrians and traffic. Signs oriented toward pedestrians are encouraged. Signs in the District shall be permitted in accordance with Chapter VI (*Sign Criteria and Guidelines*), the attached Sign Regulation Summary, and, where applicable, the Centre City Parkway Master Landscape Plan.



### i. 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.

### j. 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

### 5. SIGN-REGULATION SUMMARY

**Permitted Sign Types:** A maximum of three types of signs from the following lists are permitted in accordance with Chapter VI (*Sign Criteria and Guidelines*):

#### **Freestanding Signs**

Monument Sign  
(not permitted along Grand Avenue)

#### **Building Signs**

Wall Sign  
Window Signs (not permitted for Residential Uses)  
Projecting Signs (not permitted for Residential Uses)  
Awning Signs

**Maximum Number of Signs:** The following identifies the maximum number of signs by sign type:

#### **Monument Sign:**

Commercial/Retail/Professional	One per premise
Residential (20+ units)	One per major street entrance

**NOTE:** Monument signs are not permitted within Grand Avenue “historic retail core area”

#### **Wall Sign:**

Commercial/Retail/Professional/ Residential	One per wall on a building
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#### **Window Sign:**

Commercial/Retail/Professional	One per window facing a street, alley, or parking lot
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#### **Projecting Sign:**

Commercial/Retail/Professional	One per business
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#### **Awning Sign:**

Commercial/Retail/Professional	One per each entrance on a street or alley
Residential (all)	One per each entrance on a street or alley

**Maximum Sign Area (aggregate):** When calculating the maximum sign area (aggregate), all building signs, as listed above, shall be included. Freestanding sign area is permitted in addition to the total aggregate sign area in some areas of the District. The following lists the maximum permitted sign area per building based on use:



# Downtown Specific Plan

## LAND USE DISTRICTS

### Building Signs:

Commercial/Retail/Professional

1SF/50 SF of gross building area  
Maximum 300 SF per building  
Minimum 15 SF per building

Wall Sign: Maximum 100 SF per sign

Window Sign: Maximum 4 SF per sign. If used in conjunction w/wall signs, max 5% of glass area. If used in lieu of wall sign, max 25% of window area

Projecting Sign: 4.5 SF per face; max width 3 feet

Awning Sign: Letter height limited to 6 inches

Residential

2 SF per unit, Maximum 60 SF per project,  
Maximum 30 SF per sign

### Freestanding Signs:

Commercial/Retail/Professional

Lot/Center Size	Maximum Size with Staff Review Approval		Maximum Size with Planning Commission Approval	
	Area	Height	Area	Height
a. up to 7,000 SF	10 SF	6'	20 SF	10'
b. 7,001-10,000 SF	20 SF	6'	40 SF	10'
c. 10,001 and up	32 SF	6'	60 SF	10'
Residential (20+ units):	20 SF	6'		

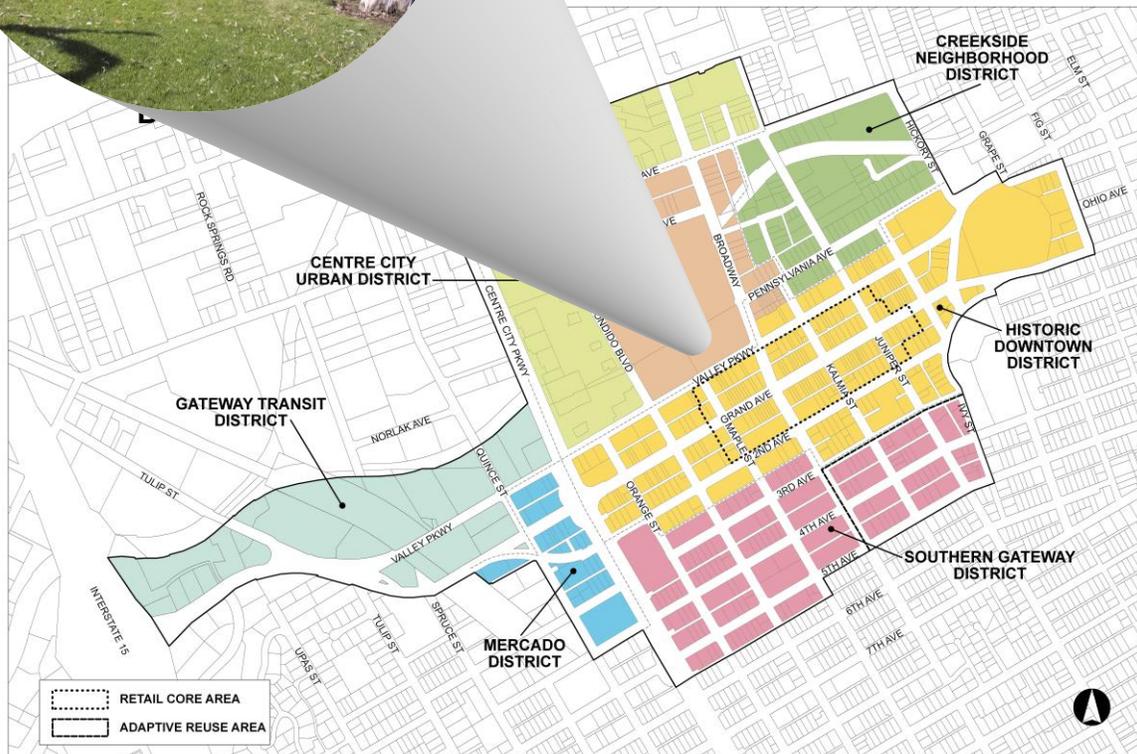
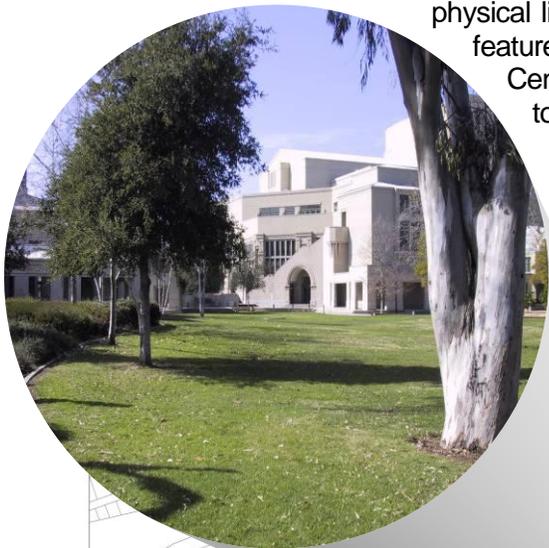
# Downtown Specific Plan

## LAND USE DISTRICTS

### 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. 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

### 2. LOCATION

The Parkview 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.

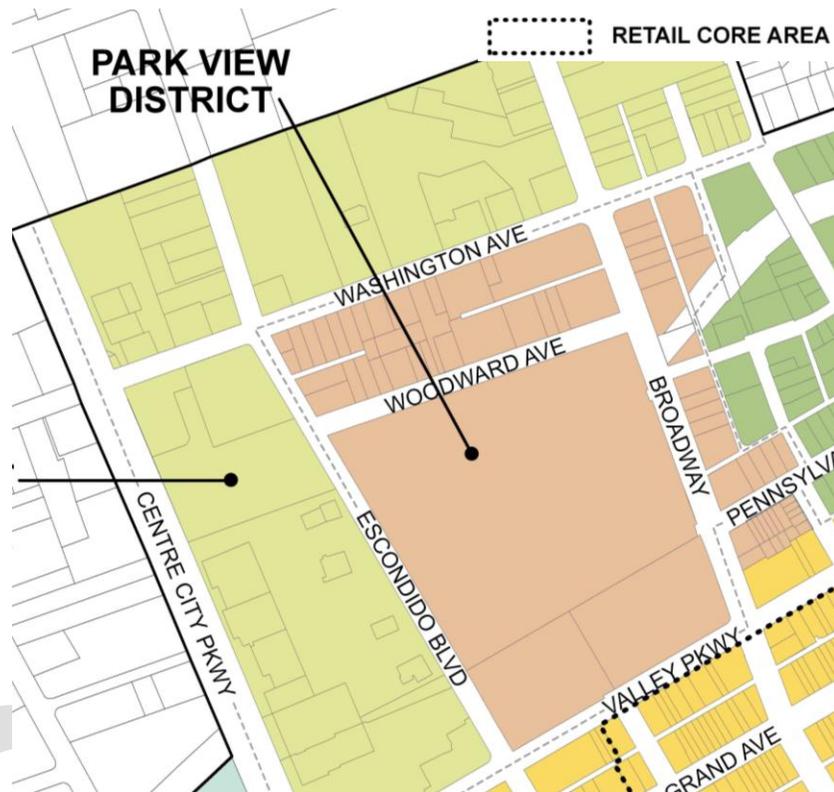


FIGURE V-3

### 3. LAND USES

A complete list of permitted and conditional uses is detailed in Figure II-2. Appropriate types and locations of residential uses allowed in the District are defined in Figures II-3, II-4, and II-5. Office and retail uses on lower floors shall incorporate vibrant storefronts that orient toward Grape Day Park with on-site parking located above, below or behind the development. Expanding civic and cultural uses within and adjacent to Grape Day Park is intended to centralize community services. Up to 50% reduction in a downtown project's residential private open space may be approved on a case-by-case basis in exchange for paying an in-lieu fee on a per-square foot basis that reflects the cost of expanding and improving Grape Day Park.

# Downtown Specific Plan

## LAND USE DISTRICTS

### 4. PARKVIEW DISTRICT DEVELOPMENT STANDARDS

#### a. Maximum Building Height

Refer to Figures III-5 and III-6 (Development Standards). Projects that propose building heights that exceed the adopted Development Standards would be subject to a Specific Plan Amendment and processed with a Planned Development application.

#### b. Minimum Street Frontage

The minimum street frontage for any commercial development site in the Park View District is fifty (50) feet. Smaller lot frontages on building lots of record, created prior to the adoption of this Specific Plan, may develop according to the other standards contained in this section. The requirement for public-street frontage may be waived through the Planned Development process if alternative access measures are incorporated in the plan.

#### c. Setbacks

Front: Buildings are permitted at the right of way, or setback 14 feet from ultimate street curb face, whichever is greater. (Figure III-4). Buildings are strongly encouraged to be constructed in a manner consistent with the Chapter III (*Downtown Design Principles*). Main entrances may incorporate building recesses beyond the setback to enhance the street appearance and allow additional opportunities for landscaping, pedestrian plazas, arcades, art work, water features, and to create linkages with adjoining Downtown districts. Setbacks shall include features such as landscaping, attractive pedestrian-oriented uses, such as outdoor dining, pedestrian plazas, and other features that strengthen the linkage to adjacent Downtown districts.



Side: No side-yard setback is required within the District. When adjacent to a public street buildings may be set back a maximum of ten (10) feet if the area is improved with a decorative hardscape material. This side-yard requirement shall not apply where pedestrian arcades, or “paseo” pass-throughs are provided from rear parking lots.

Rear: No rear-yard setback is required, except where the rear yard is adjacent to a public street; then, the setback shall be ten (5) feet.

Reduced setbacks for mixed-use development may be authorized through the Planned Development application process. Departures shall be justified in terms of the project design, shall not result in health or safety issues, or create visual impacts.

# Downtown Specific Plan

## LAND USE DISTRICTS

### d. Landscaping

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

### e. Dwelling-Unit Densities and Residential Mixed-Use Projects

Maximum dwelling unit densities for residential and residential mixed use development are described in Figures II-3, II-4, and II-5. For residential mixed use development (with ground floor non-residential uses) 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, 25% of the upper-floor area devoted to office use, and 75% of the upper-floor area devoted to residential use). Projects that propose densities in excess of those shown in Figure II-5 shall be subject to a Specific Plan Amendment and processed with a Planned Development application.

### f. 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.

### g. Parking

Standard parking requirements are described in Chapter III, Section B (*Design Standards*).

Parking associated with restaurant outside seating areas is described in Chapter VII (*Special Uses*).

### h. Signs

The intent of signs within the Park View District is to identify a building and to attract potential customer attention. Signs oriented toward vehicular traffic are encouraged. Signs in the District shall be permitted in accordance with the provisions of Chapter VI (*Sign Criteria and Guidelines*) of this document and the attached Sign Regulation Summary for the Parkview District.



# Downtown Specific Plan

## LAND USE DISTRICTS

### 5. SIGN-REGULATION SUMMARY

**Permitted Sign Types:** A maximum of three types of signs from the following lists are permitted in accordance with Chapter VI (*Sign Criteria and Guidelines*):

#### **Freestanding Signs**

Monument Sign\*

#### **Building Signs**

Wall Sign

Window Signs (not permitted for Residential Uses)

Projecting Signs (not permitted for Residential Uses)

Awning Signs

**Maximum Number of Signs:** The following identifies the maximum number of signs by sign type:

#### **Monument Sign\*:**

Commercial/Retail/Professional  
Residential (20+ units)

One per premise

One per major street entrance

#### **Wall Sign:**

Commercial/Retail/Professional/  
Residential

One per wall on a building

#### **Window Sign:**

Commercial/Retail/Professional

One per window facing a street, alley, or parking lot

#### **Projecting Sign:**

Commercial/Retail/Professional

One per business

#### **Awning Sign:**

Commercial/Retail/Professional  
Residential (all)

One per each entrance on a street or alley

One per each entrance on a street or alley

\* Monument signs shall be setback a minimum of five (5) feet from the property line.

# Downtown Specific Plan

## LAND USE DISTRICTS

**Maximum Sign Area (aggregate):** When calculating the maximum sign area (aggregate), all building signs, as listed above, shall be included. Freestanding sign area is permitted in addition to the total aggregate sign area. The following lists the maximum permitted sign area per building based on use:

### Building Signs:

Commercial/Retail/Professional

1 SF/50 SF of gross building area  
 Maximum 300 SF per building  
 Minimum 15 SF per building  
Wall Sign: Maximum 100 SF per sign  
Window Sign: Maximum 4 SF per sign.  
 If used in conjunction w/wall signs, max 5% of glass area. If used in lieu of wall sign, max 25% of window area.  
Projecting Sign: 4.5 SF per face; max width 3 feet.  
Awning Sign: Letter height limited to 6 inches.

Residential

2 SF per unit, Maximum 60 SF per project, Maximum 30 SF per sign

### Freestanding Signs:

Commercial/Retail/Professional

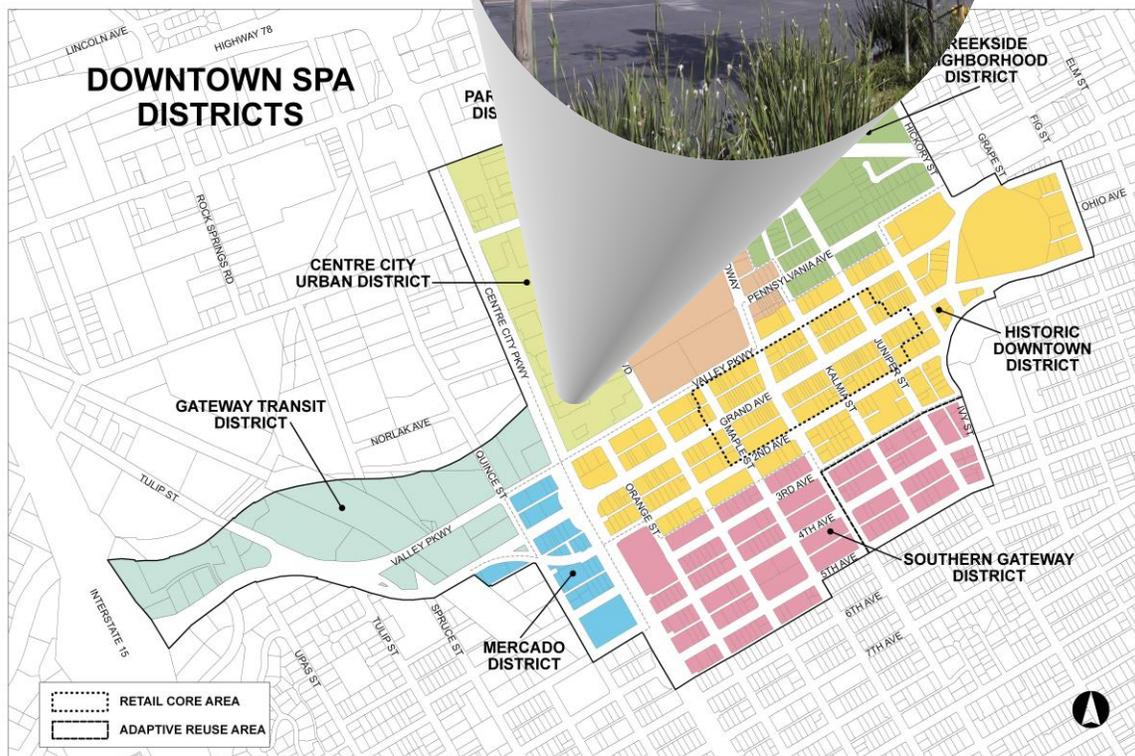
Lot/Center Size	Maximum Size with Staff Review Approval		Maximum Size with Planning Commission Approval	
	Area	Height	Area	Height
a. up to 7,000 SF	10 SF	6'	20 SF	10'
b. 7,001-10,000 SF	20 SF	6'	40 SF	10'
c. 10,001 and up	32 SF	6'	60 SF	10'
Residential (20+ units):	20 SF	6'		



# 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

### 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.

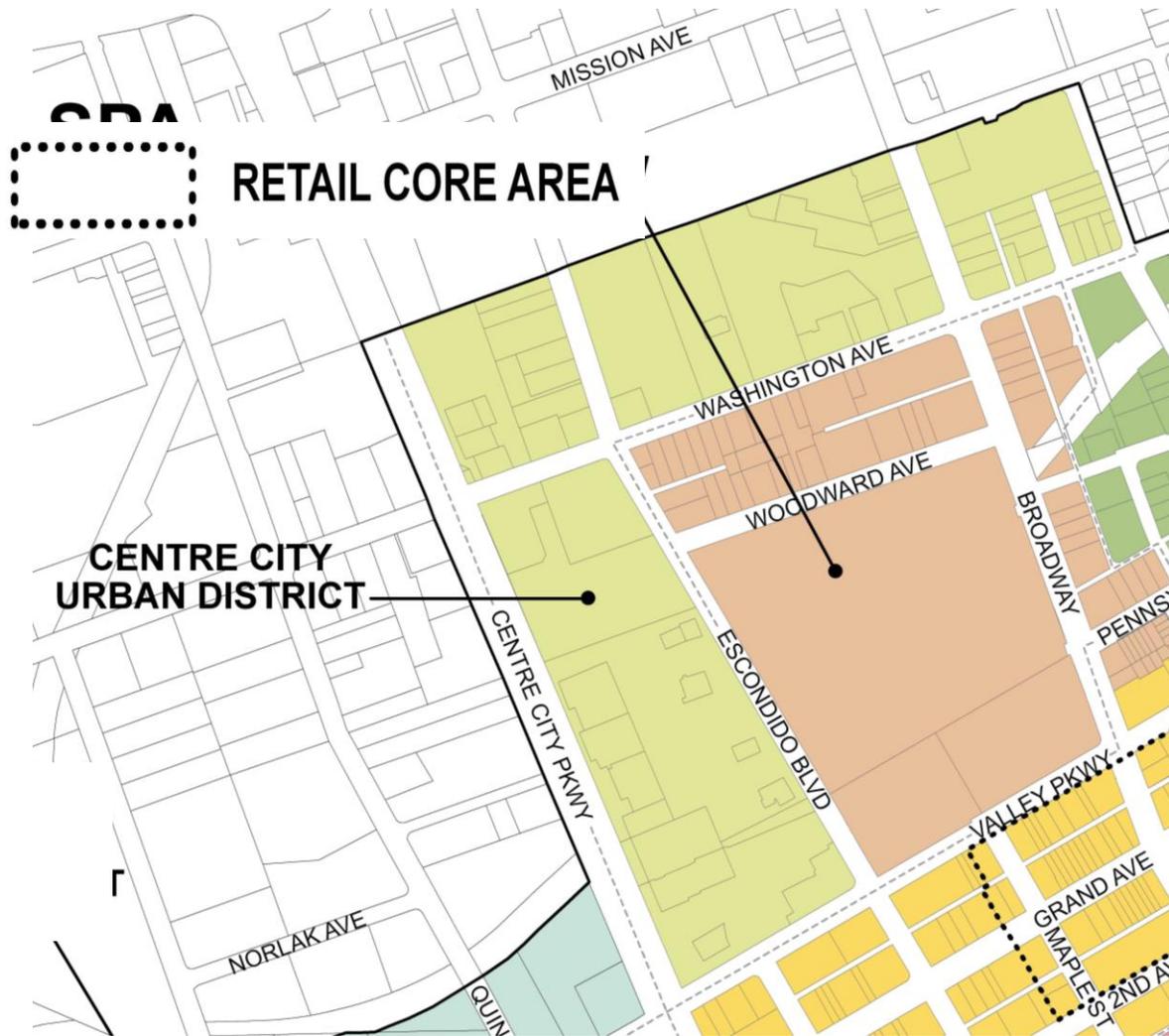


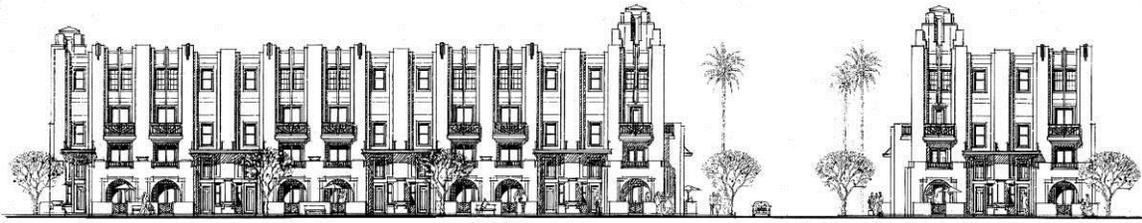
FIGURE V-4

# Downtown Specific Plan

## LAND USE DISTRICTS

### 3. LAND USE

A complete list of permitted and conditional uses is detailed in Figure II-2. Appropriate types and locations of residential uses allowed in the District are defined in Figures II-3, II-4, and II-5. Recycling of existing commercial properties along the northern side of Washington Avenue, including the addition of mixed-use and multi-family housing, is encouraged to foster Downtown's urban lifestyle, support housing goals, add architectural interest, promote pedestrian orientation, and strengthen connections with other districts. Retail uses, with vibrant storefronts, shall be located adjacent to streets within the District. Well-designed retail and office space, restaurants, and high-quality mixed-use and multi-family housing are encouraged. On-site parking shall be above, below, or behind the development.



# Downtown Specific Plan

## LAND USE DISTRICTS

### 4. CENTRE CITY URBAN DEVELOPMENT STANDARDS

#### a. Maximum Building Height

Refer to Figures III-5 and III-6 (Development Standards). Projects that propose building heights exceeding the adopted Development Standards would be subject to a Specific Plan Amendment and processed with a Planned Development application.

#### b. Minimum Street Frontage

The minimum street frontage for any commercial development site in the Centre City Urban District is fifty (50) feet. Smaller lot frontages on building lots of record, created prior to the adoption of this Specific Plan, may develop according to the other standards contained in this section. The requirement for public-street frontage may be waived through the Planned Development process for multi-family residential or mixed-use developments, provided alternative access measures are incorporated in the plan.

#### c. Setbacks

Front: Buildings are permitted at the right of way, or setback 14 feet from ultimate street curb face, whichever is greater (Figure III-5). Buildings are strongly encouraged to be constructed in a manner consistent with the Downtown Design Principles (Chapter III). Main entrances shall orient towards Escondido Boulevard, Washington Avenue, Broadway and/or Valley Parkway, and may incorporate building recesses beyond the setback to enhance street appearance and allow additional opportunities for landscaping, pedestrian plazas, arcades, art work, water features, as well as to strengthen linkages with adjoining Downtown districts. Setbacks shall include attractive pedestrian-oriented uses, outdoor dining, pedestrian plazas, and other features that strengthen the linkage to adjacent downtown districts with provisions for maintenance to the City's satisfaction.

Side: No side-yard setback is required, except for side yards adjacent to a public street where buildings shall be set back 10 feet and parking shall be setback 5 feet and said setbacks shall be landscaped.

Rear: The rear-yard setback shall be five (5) feet for buildings and parking, except that buildings shall be setback 10 feet if the rear yard is adjacent to a public street.

Reduced setbacks for multi-family residential or mixed-use residential development may be authorized through the Planned Development application process. Departures shall be justified in terms of the project design and shall not result in health or safety issues, nor create visual impacts.



# Downtown Specific Plan

## LAND USE DISTRICTS

### d. Landscaping

Landscaping shall conform to Article 62 of the Escondido Zoning Code or as determined appropriate through the Project Plan process for multi-family residential and mixed-use development.

### e. Dwelling-Unit Densities and Residential Mixed-Use Projects

Maximum dwelling unit densities for residential and residential mixed use development are described in Figures II-3, II-4 and II-5. For residential mixed use development (with ground floor non-residential uses) 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, 25% of the upper-floor area devoted to office use, and 75% of the upper-floor area devoted to residential use). Projects that propose densities in excess of those shown in Figure II-5 shall be subject to a Specific Plan Amendment and processed with a Planned Development application.

### g. Parking

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

### g. Signs

The intent of signs within the District is to identify a building and to attract potential customer attention. Signs oriented toward vehicular traffic are encouraged. Signs in the District shall be permitted in accordance with Chapter VI of this document, the attached Sign Regulation Summary, and, where applicable, the Centre City Parkway Master Landscape Plan.



# Downtown Specific Plan

## LAND USE DISTRICTS

### 5. AREA SPECIFIC DESIGN GUIDELINES

The Centre City Urban District is mostly built out with strip-commercial development. New construction should:

- Strengthen pedestrian connections to Grape Day Park and the adjacent Civic Center;
- Provide continuity with other areas of the Downtown through architectural design elements and incorporation of pedestrian orientation;
- Ensure compatible architectural design, colors and materials; 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 which establishes continuity with the rest of 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

### 6. SIGN-REGULATION SUMMARY

**Permitted Sign Types:** A maximum of three types of signs from the following lists are permitted in accordance with Chapter VI: *Sign Criteria and Guidelines*:

#### **Freestanding Signs**

Monument Sign\*  
Pole Sign (Commercial/Retail/  
Professional)

#### **Building Signs**

Wall Sign  
Window Signs (not permitted for Residential  
Uses)  
Projecting Signs (not permitted for Residential  
Uses)  
Awning Signs

**Maximum Number of Signs:** The following identifies the maximum number of signs by sign type.

#### **Monument Sign\*:**

Commercial/Retail/Professional  
Residential (20+ units)

One per premise  
One per major street entrance

#### **Pole Sign+:**

Commercial/Retail/Professional  
(- 3 acres)  
Commercial/Retail/Professional  
(+3 acres)

One per premise  
One per street frontage, 2 per frontage over  
1,200 feet and an additional 1 for each  
additional 600 feet of frontage.

#### **Wall Sign:**

Commercial/Retail/Professional/  
Residential

One per wall on a building

#### **Window Sign:**

Commercial/Retail/Professional

One per window facing a street, alley, or  
parking lot

#### **Projecting Sign:**

Commercial/Retail/Professional

One per business

#### **Awning Sign:**

Commercial/Retail/Professional  
Residential

One per each entrance on a street or alley  
One per each entrance on a street or alley

\* Monument signs shall be setback a minimum of five (5) feet from the property line.

# Downtown Specific Plan

## LAND USE DISTRICTS

**Maximum Sign Area (aggregate):** When calculating the maximum sign area (aggregate), all building signs, as listed above, shall be included. Freestanding sign area is permitted in addition to the total aggregate sign area. The following lists the maximum permitted sign area per building based on use:

### Building Signs:

Commercial/Retail/Professional

1 SF/50 SF of gross building area  
Maximum 300 SF per building  
Minimum 15 SF per building

Wall Sign: Maximum 100 SF per sign

Window Sign: Maximum 4 SF per sign. If used in conjunction w/wall signs, max 5% of glass area. If used in lieu of wall sign, max 25% of window area.

Projecting Sign: 4.5 SF per face; max width 3 feet.

Awning Sign: Letter height limited to 6 inches

Residential

2 SF per unit, Maximum 60 SF per project,  
Maximum 30 SF per sign

### Freestanding Signs:

Commercial/Retail/Professional

Lot/Center Size	Maximum Size with Staff Review Approval		Maximum Size with Planning Commission Approval	
	Area	Height	Area	Height
a. up to 7,000 SF	10 SF	6'	20 SF	10'
b. 7,001-10,000 SF	20 SF	6'	40 SF	10'
c. 10,001 and up	32 SF	6'	60 SF	10'
Residential (20+ units):	20 SF	6'		

+ Maximum height for a Pole Sign is 20 feet

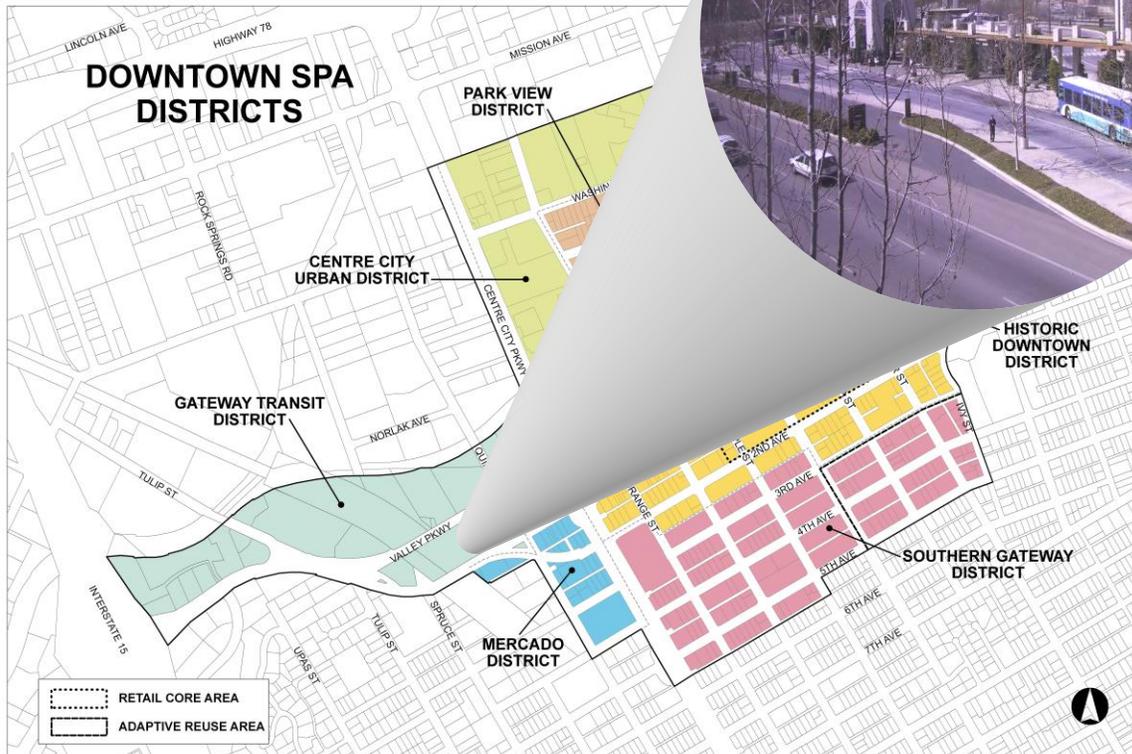
# Downtown Specific Plan

## LAND USE DISTRICTS

### 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

West of the North County Transit (NCT) Rail Line are freeway-oriented retail centers. The commercial center immediately west of the rail line includes offices as well as retail uses. There are no provisions for residential development included for these areas since the focus is to bolster retail and office opportunities.

East of the NCT Rail Line opportunities exist for urban-style 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.

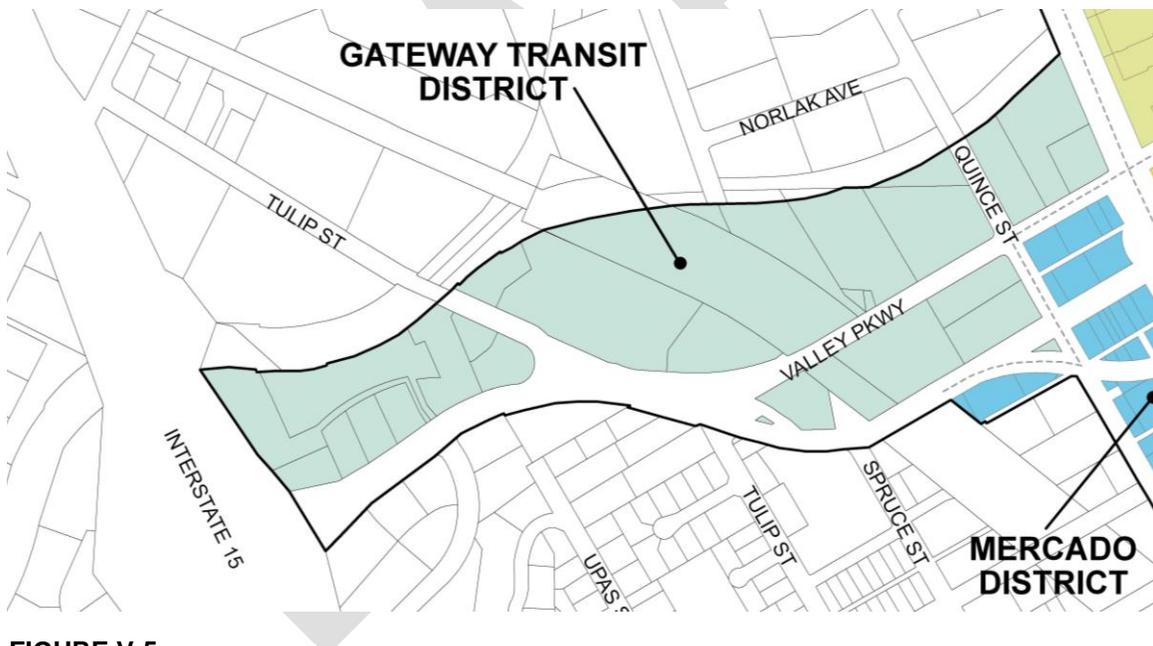


FIGURE V-5

# Downtown Specific Plan

## LAND USE DISTRICTS

Portions of the Gateway Transit District adjacent to the Mercado Area Plan 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-7). 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 coordinate architecture, landscaping, signage, colors, and materials in an “early California” theme that complements the Mercado District.

### 3. LAND USE

A complete list of permitted and conditional uses is detailed in Figure II-2. Appropriate types and locations of residential uses allowed in the District are defined in Figures II-3, II-4 and II-5. Higher density professional employment office uses (except “call center” office uses), professional services, and commercial uses that generate more than 20 employees per acre and high-density residential development are permitted and encouraged within this area.



### 4. GATEWAY TRANSIT DISTRICT DEVELOPMENT STANDARDS

Unless modified through the Planned Development application process the following standards shall apply:

**a. Maximum Building Height**

Projects that propose building heights exceeding the adopted Development Standards would be subject to a Specific Plan Amendment and processed with a Planned Development application. Refer to Figures III-5 and III-6 (Development Standards).

**b. Minimum Street Frontage**

The minimum street frontage for any development site in the Gateway Transit District is fifty (50) feet. Smaller lot frontages on building lots of record, created prior to the adoption of this Specific Plan, may develop according to the other standards contained in this section.

# Downtown Specific Plan

## LAND USE DISTRICTS

### c. Setbacks

Front: Buildings are permitted at the right of way, or setback 14 feet from ultimate curb face, whichever is greater (Figure III-4). Parking shall be set back at least five (5) feet from the front property line. Setbacks shall include features such as landscaping, attractive pedestrian-oriented uses, such as outdoor dining, pedestrian plazas, and other features that strengthen the linkage to adjacent Downtown districts.

Side: No side-yard setback is required. All setbacks shall be landscaped.

Street side: No streetside setback is required. Parking shall be set back at least five (5) feet from the street-side property line. All setbacks shall be landscaped.

Rear: No rear-yard setback shall be required.

### d. Dwelling-Unit Densities and Residential Mixed-Use Projects

Maximum dwelling unit densities for residential and residential mixed use development are described in Figures II-3, II-4, and II-5. For residential mixed use development (with ground floor non-residential uses) 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:  $45 \text{ du/ac} \times 1 \text{ ac} \times 75\% = 33.75$  dwelling units for a development with the entire ground floor devoted to commercial use, 25% of the upper-floor area devoted to office use, and 75% of the upper-floor area devoted to residential use). Projects that propose densities in excess of those shown in Figure II-5 shall be subject to a Specific Plan Amendment and processed with a Planned Development application.

### e. 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

### f. 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.

### g. Parking

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

### h. Signs

The intent of signs within the Gateway Transit District is to identify a building and or business. Pole signs, monument signs, wall signs, projecting signs, awning



signs, and permanent window signs may be permitted within the Gateway Transit District as part of an approved Planned Development, according to the Sign Matrix (Figure VI-3). Signs in the District shall be permitted in accordance with Chapter VI of this document, the attached Sign Regulation Summary, and, where applicable, the Centre City Parkway Master Landscape Plan.

# Downtown Specific Plan

## LAND USE DISTRICTS

### 6. SIGN-REGULATION SUMMARY

**Permitted Sign Types:** A maximum of three types of signs from the following lists are permitted in accordance with Section VI (*Sign Requirements and Design Criteria*):

#### **Freestanding Signs**

Monument Sign\*  
Pole Sign+  
(Professional/Commercial /Retail)

#### **Building Signs**

Wall Sign (for buildings with 3 stories or less)  
Window Sign (not permitted for Residential Uses)  
Projecting Sign (not permitted for Residential Uses)  
Awning Sign  
Top-of-building Sign (for buildings over 3 stories or more)

---

**Maximum Number of Signs:** The following identifies the maximum number of signs by sign type.

#### **Monument Sign\*:**

Commercial/Retail/Professional	One per premise
Residential (20+ units)	One per major street entrance

#### **Pole Sign+:**

Commercial/Retail/Professional (-3acres)	One per premise
Commercial/Retail/Professional (+3 acres)	One per street frontage, 2 per frontage over 1,200 feet and an additional 1 for each additional 600 feet of frontage.

#### **Wall Sign:**

Commercial/Retail/Professional/Residential	One per wall on a building
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#### **Window Sign:**

Commercial/Retail/Professional	One per window facing a street, alley or parking lot
--------------------------------	--

#### **Projecting Sign:**

Commercial/Retail/Professional	One per business
--------------------------------	------------------

#### **Awning Sign:**

Commercial/Retail/Professional	One per each entrance on a street or alley
Residential	One per each entrance on a street or alley

#### **Top-of-Building Sign:**

Commercial/Retail/Professional	Two per building. One per building face.
--------------------------------	--

# Downtown Specific Plan

## LAND USE DISTRICTS

**Maximum Sign Area (aggregate):** When calculating the maximum sign area (aggregate), all building signs, as listed above, shall be included. Freestanding-sign area is permitted in addition to the total aggregate sign area. The following list identifies the maximum permitted sign area per building based on use:

### Building Signs:

Commercial/Retail/Professional

1 SF/50 SF of gross building area

Maximum 300 SF per building

Minimum 15 SF per building

Wall Sign: Maximum 100 SF per sign

Window Sign: Maximum 4 SF per sign. If used in conjunction w/wall signs, max 5% of glass area. If used in lieu of wall sign, max 25% of window area.

Projecting Sign: 4.5 SF per face; max width 3 feet.

Awning Sign: Letter height limited to 6 inches

Top-of-Building Sign: Letter and symbol height shall conform with the following standards:

- Up to 40 feet: 3'6" max letter height/3'10" max symbol height
- Up to 55 feet: 4'0" max letter height/4'6" max symbol height

### Residential

2 SF per unit, Maximum 60 SF per project, Maximum 30 SF per sign

### Freestanding Signs:

Commercial/Retail/Professional

Lot/Center Size	Maximum Size with Staff Review Approval		Maximum Size with Planning Commission Approval	
	Area	Height	Area	Height
a. up to 7,000 SF	10 SF	6'	20 SF	10'
b. 7,001-10,000 SF	20 SF	6'	40 SF	10'
c. 10,001 and up	32 SF	6'	60 SF	10'

Residential (20+ units):

20 SF      6'

\* Monument signs shall be setback a minimum of five (5) feet from the property line.

+ Maximum height for a pole sign is 20 feet

# 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. The District's proximity to the North County Transit Center provides the Mercado with convenient access. 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. 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

### 2. LOCATION

The district encompasses approximately 11 acres and is located adjacent to Centre City Parkway, Second Avenue and Valley Parkway, which serve as the main thoroughfares accessing Downtown. The Mercado District is in close proximity to Downtown shopping, cultural and office uses, as well as to the Transit Center and the Light Rail terminal.

Portions of the Gateway District are adjacent to the Mercado District. 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-7). 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 Overlay Area is to expand the Mercado design theme into a larger area to enhance the pedestrian experience.

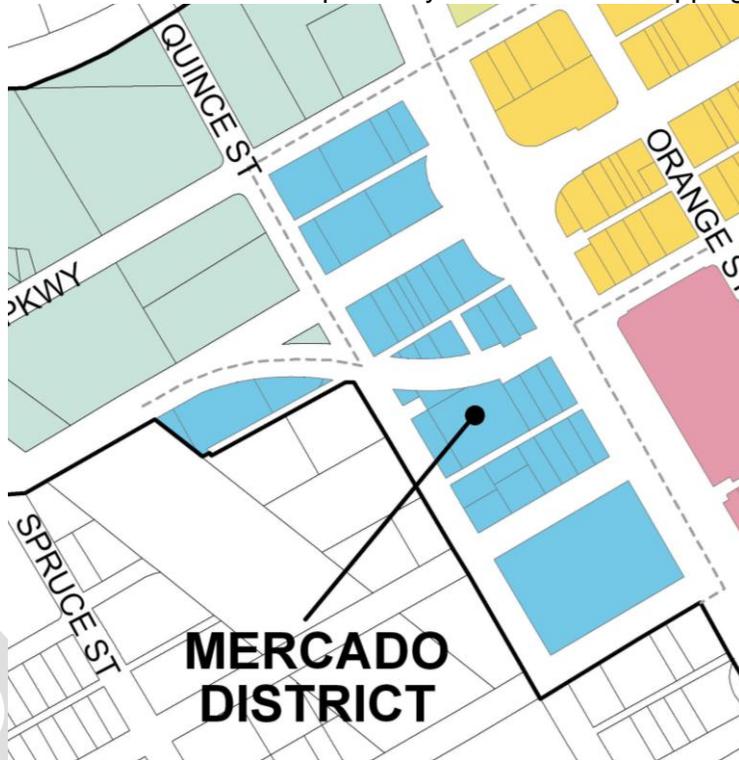


FIGURE V-6



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

# Downtown Specific Plan

## LAND USE DISTRICTS

### 3. LAND USES

A complete list of permitted and conditional uses is detailed in Figure II-2. Appropriate types and locations of residential uses allowed in the District are defined in Figures II-3, II-4, and II-5. Specialty “boutique” retail uses and services are a focus for the Mercado in order to become a destination for tourists. Due to its unique location as a gateway into downtown, the Mercado District also is suitable for general office developments, as well as uses supporting the Transit Center and downtown activities, such as visitor-service bureaus, bicycle rentals, specialty food stores, florists, gifts and cards, etc. Mixed-use projects combining retail and/or office uses with residential uses are permitted and encouraged in this district.



### 4. MERCADO DISTRICT DEVELOPMENT STANDARDS

#### a. Maximum Building Height

Refer to Figures III-5 and III-6 (Development Standards). Projects that propose building heights exceeding the adopted Development Standards would be subject to a Specific Plan Amendment and processed with a Planned Development application.

#### b. Minimum Street Frontage

The minimum street frontage for any development site in the Mercado District is fifty (50) feet. Smaller lot frontages on building lots of record created prior to the adoption of this Specific Plan may develop according to other standards contained in this section.



#### c. Setbacks

Front: Buildings are permitted at the right of way, or set back 14 feet from ultimate street curb face, whichever is greater (Figure III-5). Setbacks shall include features such as landscaping, attractive pedestrian-oriented uses, such as outdoor dining, pedestrian plazas, and other features that strengthen the linkage to adjacent Downtown.

Side: No side-yard setback is required, except where a side yard is adjacent to a public street, where the parking shall be set back 5 feet from the property line and shall be landscaped.

Rear: No rear-yard setback is required, except where a rear yard is adjacent to a public street, where the parking shall be set back 5 feet from the property line and shall be landscaped.

# Downtown Specific Plan

## LAND USE DISTRICTS

### d. Landscaping

Landscaping shall conform to Article 62 of the Escondido Zoning Code.

### e. Dwelling-Unit Densities and Residential Mixed-Use Projects

Maximum dwelling-unit densities for residential and residential mixed use development are described in Figures II-3, II-4, and II-5. For residential mixed use development (with ground floor non-residential uses) 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, 25% of the upper floor area devoted to office use, and 75% of the upper floor area devoted to residential use). Projects that propose densities in excess of those shown in Figure II-5 shall be subject to a Specific Plan Amendment, and processed with a Planned Development application.



### f. 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.

### g. Parking

Standard parking requirements are described in Chapter III Section B (*Design Standards*).

Parking standards associated with restaurant outside seating areas are described in Chapter VII (*Special Uses*).



# Downtown Specific Plan

## LAND USE DISTRICTS

### h. Signs

Signs in the Mercado District shall be permitted in accordance with Chapter VI of this document, the attached Sign-Regulation Summary, and, where applicable, the Centre City Parkway Master Landscape Plan.

### i. Requirements for Special Use

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

## 5. AREA-SPECIFIC DESIGN GUIDELINES

The development in the Mercado District should contribute to a high-quality environment by:

- Providing an inviting entrance and transition to, and with, other areas of Downtown;
- Maintaining high-quality design and landscaping standards that enhance aesthetics and promote pedestrian activity;
- Increasing opportunities for high-density employment businesses that provide high-paying jobs and high-density residential.
- Increasing opportunities for urban-style residential development that promotes residents to utilize alternative transportation modes.

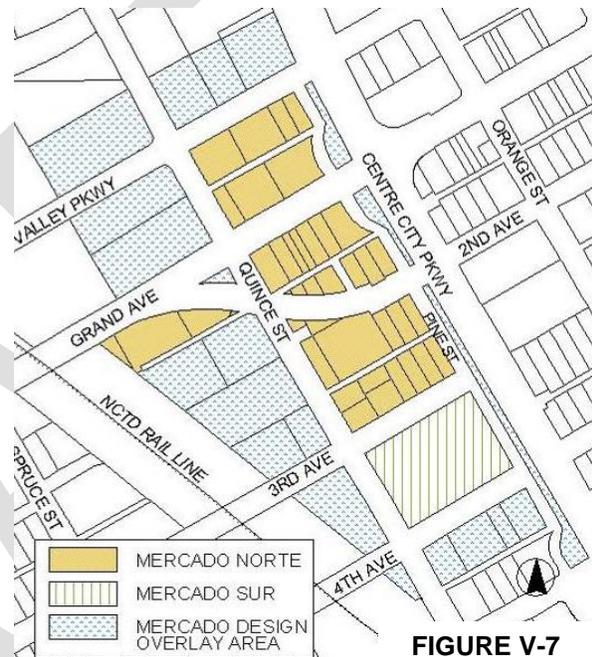


FIGURE V-7

### a. Buildings

The design theme for development in the Mercado District shall be consistent with, or complementary to, early-California architecture. Refer to Chapter IV of this document for specific design guidelines.

### b. Landscape/Hardscape

Any landscaping should express and reinforce the Mercado District's architectural character. Efficient, clearly organized, thematic landscape proposals are considered appropriate for this district.

### c. Parking Lots

Refer to Chapter IV for parking design and landscaping guidelines.

# Downtown Specific Plan

## LAND USE DISTRICTS

### 6. SIGN-REGULATION SUMMARY

**Permitted Sign Types:** A maximum of three types of signs from the following lists are permitted in accordance with Section VI: (*Sign Requirements and Design Criteria*):

#### **Freestanding Signs**

Monument Sign  
(Not permitted on Grand Avenue)

#### **Building Signs**

Wall Sign (for buildings with 3 stories or less)  
Window Signs (not permitted for Residential Uses)  
Projecting Sign (not permitted for Residential Uses)  
Awning Sign  
Top-of-building Sign (for buildings over 3 stories or more)

**Maximum Number of Signs:** The following identifies the maximum number of signs by sign type:

#### **Monument Sign:**

Commercial/Retail/Professional	One per premise
Residential (20+ units)	One per major street entrance

#### **Wall Sign:**

Commercial/Retail/Professional/ Residential	One per wall on a building
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#### **Window Sign:**

Commercial/Retail/Professional	One per window facing a street, alley or parking lot
--------------------------------	--

#### **Projecting Sign:**

Commercial/Retail/Professional	One per business
--------------------------------	------------------

#### **Awning Sign:**

Commercial/Retail/Professional	One per each entrance on a street or alley
Residential (all)	One per each entrance on a street or alley

#### **Top-of-Building Sign:**

Commercial/Retail/Professional	Two per building. One per building face.
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# Downtown Specific Plan

## LAND USE DISTRICTS

**Maximum Sign Area (aggregate):** When calculating the maximum sign area (aggregate), all building signs, as listed above, shall be included. Freestanding sign area is permitted in addition to the total aggregate sign area. The following list identifies the maximum permitted sign area per building based on use:

### Building Signs:

Commercial/Retail/Professional

1 SF/50 SF of gross building area

Maximum 300 SF per building

Minimum 15 SF per building

Wall Sign: Maximum 100 SF per sign

Window Sign: Maximum 4 SF per sign. If used in conjunction w/wall signs, max 5% of glass area.

If used in lieu of wall sign, max 25% of window area.

Projecting Sign: 4.5 SF per face; max width 3 feet.

Awning Sign: Letter height limited to 6 inches

Top-of-Building Sign: Letter and symbol height shall conform with the following standards:

- 3 to 4 stories: 3'6" max letter height/3'10" max symbol height
- 5 to 9 stories: 4'0" max letter height/4'6" max symbol height
- 10 to 15 stories: 5'0" max letter height/5'6" max symbol height

Residential

2 SF per unit, Maximum 60 SF per project, Maximum 30 SF per sign

### Freestanding Signs:

Commercial/Retail/Professional

Lot/Center Size	Maximum Size with Staff Review Approval		Maximum Size with Planning Commission Approval	
	Area	Height	Area	Height
a. up to 7,000 SF	10 SF	6'	20 SF	10'
b. 7,001-10,000 SF	20 SF	6'	40 SF	10'
c. 10,001 and up	32 SF	6'	60 SF	10'
Residential (20+ units):	20 SF	6'		

# 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, 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 and 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

### 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 to office and/or professional uses that provide 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-8

# Downtown Specific Plan

## LAND USE DISTRICTS

### 3. LAND USES

A complete list of permitted and conditional uses is detailed in Figure II-2. Appropriate types and locations of residential uses allowed in the District are defined in Figures II-3, II-4, and II-5. Business, professional, and medical offices and services are the primary uses in this area. Retail and service uses that support office uses are permitted within an



office building, but may not occupy more than 30% of the gross floor 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.

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 would be 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.

### 4. SOUTHERN GATEWAY DISTRICT DEVELOPMENT STANDARDS

#### a. Maximum Building Height

Refer to Figures III-5 and III-6 (Development Standards). Projects that propose building heights exceeding the adopted Development Standards would be subject to a Specific Plan Amendment and processed with a Planned Development application.

#### b. Minimum Street Frontage

The minimum street frontage for any development site in the Southern Gateway District is fifty (50) feet. Smaller lot frontages on building lots of record, created prior to the adoption of this Specific Plan, may develop according to the other standards contained in this section.

# Downtown Specific Plan

## LAND USE DISTRICTS

### c. Setbacks

#### Front:

On South Escondido Boulevard: Buildings are permitted at the right of way, or shall be set back 14 feet from ultimate curb face, whichever is greater. Buildings are encouraged to be built to the property line in a manner consistent with the Downtown Design Principles (Chapters III and IV). No parking may encroach into the front setback. All areas included in a front setback shall provide features that enhance pedestrian activity such as raised landscaping planters, plazas, shade, etc. with provisions for maintenance to the City's satisfaction. Extensive landscaping that separate the building from the public sidewalk is not allowed.

Off South Escondido Boulevard: Each parcel shall have a front yard of not less than ten (10) feet in depth, except that a garage having access which is perpendicular to the street shall be set back at least twenty (20) feet from the front property line. A garage having access which is perpendicular to an alley shall be set back at least twenty four (24) feet from the farthest side of the alley.

Within the Adaptive Reuse Area between Broadway, Third and Fifth Avenues and Ivy Street: Each parcel shall have a front yard of not less than fifteen (15) feet in depth, except that a garage having access perpendicular to the street shall be set back at least twenty (20) feet from the street property line. A garage having access which is perpendicular to an alley shall be set back at least twenty four (24) feet from the farthest side of the alley.

#### Side:

No side-yard setback is required either on or off South Escondido Boulevard. Within the Adaptive Reuse Area each parcel shall have a side yard of not less than five (5) feet in depth.

Street Side: On corner lots, both on and off South Escondido Boulevard, no corner side yard is required, except that within the district's adaptive reuse area a corner side yard of ten (10) feet is required, which shall be increased to twenty (20) feet for garages having access perpendicular to the street. A required side yard shall not be used for vehicular parking except portion(s) devoted to driveway use.



Rear: There is no rear-yard setback required for structures, except that main structures in the adaptive reuse area shall maintain a ten (10) foot setback and garages shall maintain a five (5) foot setback. Open parking in rear-yard areas shall require five (5) feet of landscape separation along a rear property line. Where vehicles park directly off an alley, the rear yard adjacent to the alley may be used to provide a twenty-four (24) foot vehicular back-up space into the alley.

# Downtown Specific Plan

## LAND USE DISTRICTS

### d. Dwelling Unit Densities and Residential Mixed-Use Projects

Maximum dwelling-unit densities for residential and residential mixed use development are described in Figures II-3, II-4, and II-5. For residential mixed use development (with ground floor non-residential uses) 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, 25% of the upper floor area devoted to office use, and 75% of the upper floor area devoted to residential use). Projects that propose densities in excess of those shown in Figure II-5 shall be subject to a Specific Plan Amendment and processed with a Planned Development application.



### e. 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.

### f. Landscaping

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

### g. Trees in Public Parkway

New construction would require the planting of street trees in the park-way area along the project's street frontage to the satisfaction of the City using a species listed on the City's approved street tree list.

### h. Parking

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

### i. Signs

Signs in the Southern Gateway District shall be permitted in accordance with Chapter VI of this document, the attached Sign-Regulation Summary, and, where applicable, the Centre City Parkway Master Landscape Plan.



# Downtown Specific Plan

## LAND USE DISTRICTS

### 6. SIGN-REGULATION SUMMARY

**Permitted Sign Types:** A maximum of three types of signs from the following lists are permitted in accordance with *Section VI: Sign Requirements and Design Criteria*:

#### **Freestanding Signs**

Monument Sign

#### **Building Signs**

Wall Sign (for buildings with 3 stories or less)  
Window Sign (not permitted for Residential Uses)  
Projecting Sign (not permitted for Residential Uses)  
Awning Signs  
Top-of-Building Sign (for buildings 3 stories or more)

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**Maximum Number of Signs:** The following identifies the maximum number of signs by sign type.

#### **Monument Sign:**

Commercial/Retail/Professional  
Residential (20+ units)

One per premise  
One per major street entrance

#### **Wall Sign:**

Commercial/Retail/Professional/  
Residential

One per wall on a building

#### **Window Sign:**

Commercial/Retail/Professional

One per window facing a street, alley or parking lot

#### **Projecting Sign:**

Commercial/Retail/Professional

One per business

#### **Awning Sign:**

Commercial/Retail/Professional/  
Residential

One per each entrance on a street or alley

#### **Top-of-Building Sign:**

Commercial/Retail/Professional

Two per building. One per building face.

**Maximum Sign Area (aggregate):** When calculating the maximum sign area (aggregate), all building signs, as listed above, shall be included. Freestanding sign area is permitted in addition to the total aggregate sign area. The following lists the maximum permitted sign area per building based on use:

# Downtown Specific Plan

## LAND USE DISTRICTS

### Building Signs:

Commercial/Retail/Professional

1 SF/50 SF of gross building area

Maximum 300 SF per building

Minimum 15 SF per building

Wall Sign: Maximum 100 SF per sign

Window Sign: Maximum 4 SF per sign. If used in conjunction w/wall signs, max 5% of glass area. If used in lieu of wall sign, max 25% of window area.

Projecting Sign: 4.5 SF per face; max width 3 feet.

Awning Sign: Letter height limited to 6 inches

Top-of-Building Sign: Letter and symbol height shall conform with the following standards:

- Over 3 to 4 stories: 3'6" max letter height / 3'10" max symbol height
- 5+ stories: 4'0" max letter height / 4'6" max symbol height

Residential

2 SF per unit, Maximum 60 SF per project, Maximum 30 SF per sign

### Freestanding Signs:

Commercial/Retail/Professional

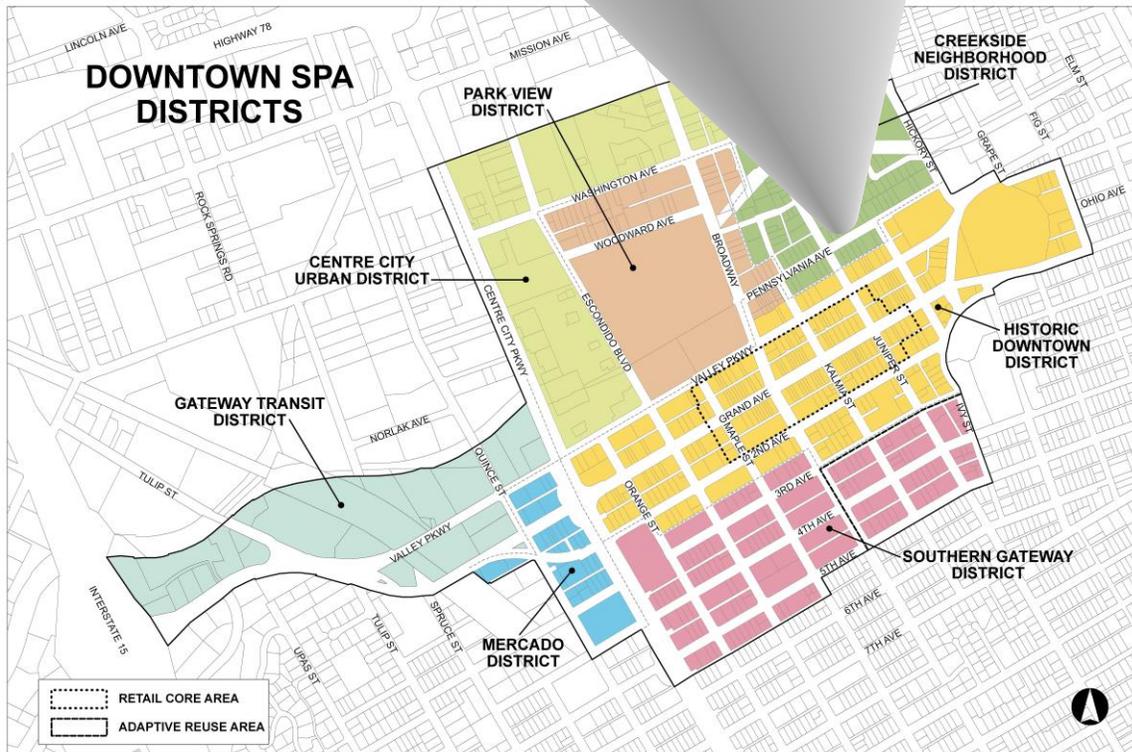
Lot/Center Size	Maximum Size with Staff Review Approval		Maximum Size with Planning Commission Approval	
	Area	Height	Area	Height
a. up to 7,000 SF	10 SF	6'	20 SF	10'
b. 7,001-10,000 SF	20 SF	6'	40 SF	10'
c. 10,001 and up	32 SF	6'	60 SF	10'
Residential (20+ units):	20 SF	6'		



# Downtown Specific Plan

## LAND USE DISTRICTS

### H. CREEKSIDE NEIGHBORHOOD DISTRICT



#### 1. VISION

The purpose of this 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

### 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.

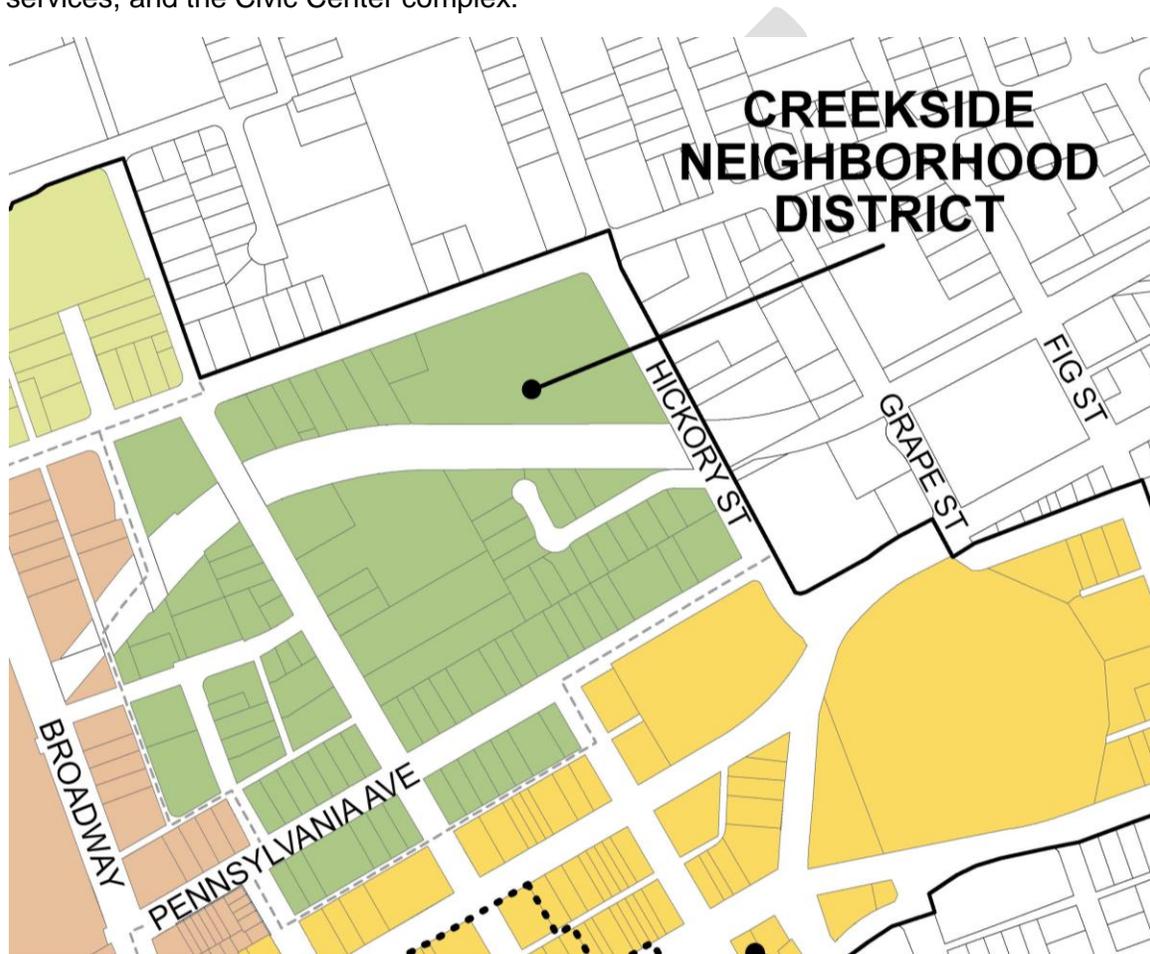


FIGURE V-9

# Downtown Specific Plan

## LAND USE DISTRICTS

### 3. LAND USE

A complete list of permitted and conditional uses is detailed in Figure II-2. Appropriate types and locations of residential uses allowed in the District are defined in Figures II-3, II-4, and II-5. The assemblage of small parcels to create larger multifamily projects is encouraged. Areas along Pennsylvania Avenue require ground-floor offices and allow residential uses on upper floors in mixed-use developments.



### 4. CREEKSIDE DEVELOPMENT STANDARDS

#### a. Maximum Building Height

Refer to Figure III-5 and III-6 (Development Standards). Projects that propose building heights exceeding the adopted Development Standards would be subject to a Specific Plan Amendment and processed with a Planned Development application.

#### b. Minimum Street Frontage

The minimum street frontage for any development site in the Creekside Neighborhood District shall be fifty (50) feet. Parcels of land created prior to the adoption of this Specific Plan shall not be denied a building permit for reason of nonconformance with the frontage requirements of this section.

#### c. Setbacks

Front: Buildings are permitted at the right of way, or set back 14 feet from ultimate street curb face, whichever is greater. Buildings are encouraged to be built in a manner consistent with the Downtown Design Principles (Chapters III and IV). Garages having access perpendicular to the street shall be set back at least twenty (20) feet from the front property line.

#### Side:

On Pennsylvania Avenue: No side yard is required for development on Pennsylvania Avenue.

Off Pennsylvania Avenue: There shall be a side yard of at least five (5) feet for the first two stories, plus an additional five (5) feet for each additional story of a principal building on each side of a lot, with a maximum side-yard of twenty-five (20) feet.

# Downtown Specific Plan

## LAND USE DISTRICTS

**Corner Side:** The side yard that is contiguous to the street on corner lots, both on and off Pennsylvania Avenue, shall not be less than ten (10) feet, except that a garage having access perpendicular to the street shall be set back at least twenty (20) feet from the property line. A required side yard shall not be used for vehicular parking except that portion devoted to driveway use.



**Rear:** Each parcel shall have a rear yard of not less than ten (10) feet, plus five (5) additional feet for each story over two in height. Parking in rear-yard areas shall require five (5) feet of landscape separation. Where the rear yard abuts a public alley, the setback may be measured from the centerline of the alley; however, in no event shall there be less than a five-foot setback from the edge of the alley.

**d. Projections into All Yards for Residential Development**

Building features, landscaping, and appurtenances may extend into any required yards, subject to adopted codes and ordinances.

**e. Dwelling Unit Densities and Residential Mixed Use Projects**

The maximum dwelling-unit densities for residential and residential mixed use development are described in Figures II-3, II-4, and II-5. For residential mixed use development (with ground floor non-residential uses) 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, 25% of the upper-floor area devoted to office use, and 75% of the upper-floor area devoted to residential use). Projects that propose densities in excess of those shown in Figure II-5 would be subject to a Specific Plan Amendment and processed with a Planned Development application.

**f. 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.

**g. Landscaping**

Landscaping shall conform to Article 62 of the Escondido Zoning Code.

# Downtown Specific Plan

## LAND USE DISTRICTS

### h. Parking

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



### i. 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.

# Downtown Specific Plan

## LAND USE DISTRICTS

**j. 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.

**k. Signs**

The intent of signs within the Creekside Neighborhood District is to identify the building and to attract the attention of pedestrian and vehicular traffic. Monument signs, wall signs, awning signs, and permanent window signs may be permitted within this district according to the Sign Matrix. Signs in this District shall be approved in accordance with Chapter VI of this document and the attached Sign Regulation Summary for the Urban Neighborhood District.

### 5. SIGN-REGULATION SUMMARY

**Permitted Sign Types:** A maximum of three types of signs from the following lists are permitted in accordance with Chapter VI: *Sign Requirements and Design Criteria*:

#### Freestanding Signs

Monument Sign

#### Building Signs

Wall Sign

Window Sign (not permitted for Residential Uses)

Awning Sign

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**Maximum Number of Signs:** The following identifies the maximum number of signs by sign type.

#### **Monument Sign:**

Commercial/Retail/Professional  
Residential (20+ units)

One per premise  
One per major street entrance

#### **Wall Sign:**

Commercial/Retail/Professional/  
Residential

One per wall on a building

#### **Window Sign:**

Commercial/Retail/Professional

One per window facing a street, alley or parking lot

#### **Awning Sign:**

Commercial/Retail/Professional  
Residential (all)

One per each entrance on a street or alley  
One per each entrance on a street or alley

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# Downtown Specific Plan

## LAND USE DISTRICTS

**Maximum Sign Area (aggregate):** When calculating the maximum sign area (aggregate), all building signs, as listed above, shall be included. Freestanding sign area is permitted in addition to the total aggregate sign area. The following list identifies the maximum permitted sign area per building based on use:

### Building Signs:

Commercial/Retail/Professional

1 SF/50 SF of gross building area  
Maximum 300 SF per building  
Minimum 15 SF per building

Wall Sign: Maximum 100 SF per sign

Window Sign: Maximum 4 SF per sign. If used in conjunction w/wall signs, max 5% of glass area. If used in lieu of wall sign, max 25% of window area.

Awning Sign: Letter height limited to 6 inches

Residential

2 SF per unit, Maximum 60 SF per project,  
Maximum 30 SF per sign

### Freestanding Signs:

Commercial/Retail/Professional

Approval	Lot/Center Size	Maximum Size with Staff Review Approval		Maximum Size with Planning Commission	
		Area	Height	Area	Height
a.	up to 7,000 SF	10 SF	6'	20 SF	10'
b.	7,001-10,000 SF	20 SF	6'	40 SF	10'
c.	10,001 and up	32 SF	6'	60 SF	10'
Residential (20+ units):		20 SF	6'		

