

Downtown Specific Plan

DESIGN PRINCIPLES, GUIDELINES & STANDARDS

III. DESIGN PRINCIPALS, GUIDELINES, AND STANDARDS

A. PURPOSE STATEMENT

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 principles 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 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 will need to address the increased intensity of pedestrian and vehicular activity. Emphasis will be focused on facilitating an enjoyable pedestrian experience. Streets will need to accommodate wider sidewalks, transit vehicles making multiple stops, pedestrian crossings, buildings closer to the right of way, and other features that will affect traffic volumes and travel speeds.



Smart growth strategies represent a shift in focus from 'how to develop vacant land' to 'how to reinvest in existing neighborhoods.' Escondido's General Plan smart growth strategy is to accommodate and guide residential growth downtown in order to preserve densities in established single family areas. This strategy ensures housing options for all residents and capitalizes on the city's infrastructure investments.

Complete Streets is a national movement to ensure that transportation planners and engineers consistently design and operate the entire roadway with safety and accessibility of all users—bicyclists, transit vehicles and riders, and pedestrians of all ages and abilities, as well as goods and services. Complete streets involves changing Escondido's orientation toward building streets primarily for cars and instituting smart growth policies that ensure roads function as a truly "multimodal" transportation network.

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The goal of this document is to encourage well-thought-out 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. Information from this chapter should be used in concert with Sections B and C of this Chapter, which details certain design standards. 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 PLANNING PRINCIPALS AND GUIDELINES

a. Projects should contribute to a “sense of place”

Downtown Escondido has a unique sense of place because of its streets, character, history and climate that exists nowhere else. Project architects and planners should strive to understand the history and character that make the community a unique place and how their project design for a specific site would contribute to Escondido being “Somewhere vs. Anyplace.”

Guidelines:

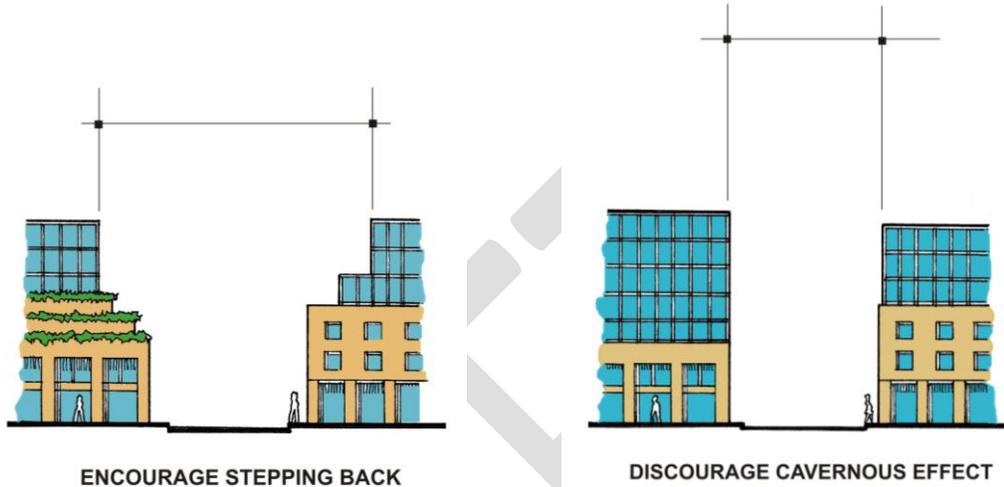
- 1) Proposed projects should preserve, respect and promote the existing character, scale, architecture and the patterns of the historically significant downtown.
- 2) The street level shall be enhanced as an inviting place for pedestrians by providing features that are visually interesting and human in scale. These may include storefront windows, display cases, art, historical plaques and landscaping.
- 3) Significant historic facades and architectural features visible from the public right-of-way shall be preserved. Replacement elements on historic buildings should replicate the original elements as closely as possible in terms of materials, profile, and detail which add to the building's character and the downtown overall. Replication should be based on historic evidence.
- 4) 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.



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- 5) Buildings shall have architectural features and patterns that provide visual pedestrian-scale interest, reduce massive visual effects (such as avoiding large blank walls, step-back building facades for upper floors, etc.), and recognize local character.



- 6) New buildings shall reflect and reinforce the scale; mass, proportion, rhythm, and attention to detail that are established by existing well-designed building facades along the street.
- 7) Building materials shall use durable and timeless materials that are typically associated with urban environments.
- 8) Multi-story buildings are considered important components of the compact, urban, pedestrian-oriented city. Multi-story buildings shall establish a desirable street edge with upper floors that provide opportunities for residential development needed to create a vibrant neighborhood.
- 9) New, low-profile, single-story buildings are discouraged. Projects shall incorporate high-profile and vertical design features sufficient to portray a desirable urban quality and comfortable public realm with adjacent buildings.
- 10) Higher density, pedestrian-oriented projects are encouraged that add to the economic viability of the downtown area.

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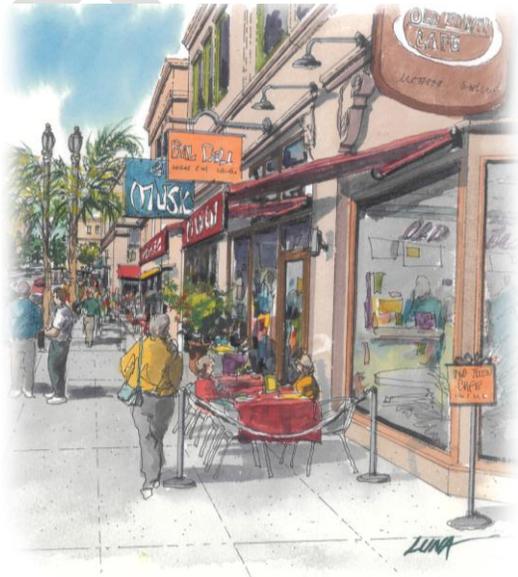
b. Build to the sidewalk or the street property line.

A continuous “street edge” that includes appropriate building setbacks to promote pedestrian activity frames and defines the public space, transforming the street into an enjoyable outdoor public space. Buildings with transparent store fronts along the street engage the pedestrian’s interest, attention and curiosity. Conversely, buildings set back too far from the street can 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.

Guidelines:

1) As required by the Specific Plan District, the majority of a building’s footprint should, especially at the street edge, contact the ground plane by avoiding the use of columns with cantilevered overhangs and/or porches along the street edge. A building’s main front façade should be set back from the street at a distance that promotes comfortable pedestrian activity and accommodates street furniture and other utility features.

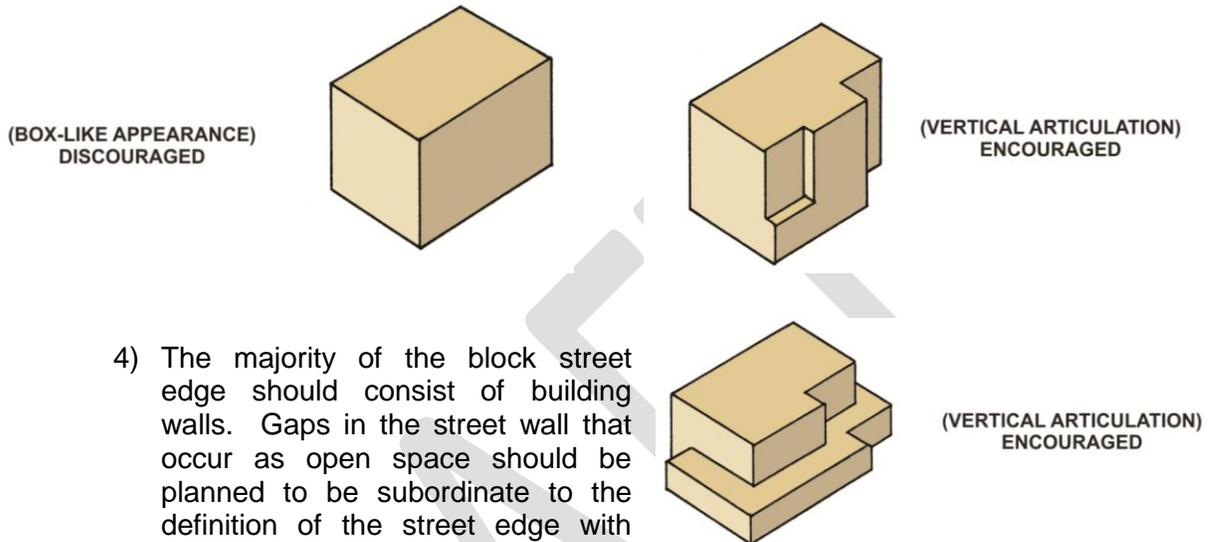
2) As required by the Specific Plan District, approximately 70% of the building wall along the street should contact, or be in close proximity to, the street edge to provide an urban look and help activate the street.



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- 3) 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.



- 4) The majority of the block street edge should consist of building walls. Gaps in the street wall that occur as open space should be planned to be subordinate to the definition of the street edge with buildings.

- 5) 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.

- 6) Changes in paving, hedges and walls also should be used to define the street edge in addition to building façades.

c. Incorporate pedestrian-scaled storefronts and narrow residential lots

A more 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. Ground-floor retail buildings should have transparent storefronts at the sidewalk to engage the pedestrian's interest, attention and curiosity, drawing them in to explore and shop.

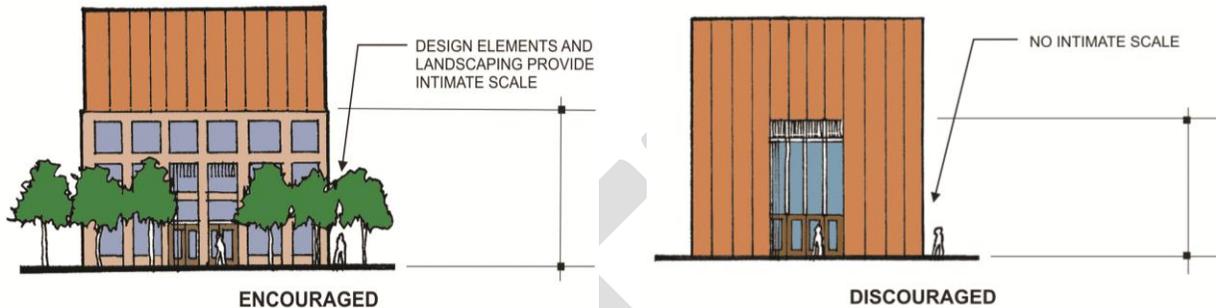


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Guidelines:

- 1) The ground-floor portion of buildings should 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.



- 2) Multiple storefronts within the same building should be visually compatible in terms of scale, alignment, color, materials, and building elements.
- 3) Storefront entrances should be clearly distinguished from entrances to lobbies or upper floors through the use of architectural treatments and materials selection.
- 4) Larger projects should be designed to emulate the existing rhythm and scale of the downtown. This will minimize expansive inactive storefronts.

THE DIFFERENT FINISHES OF A MATERIAL CREATE TEXTURE



TEXTURES PROMOTE INTIMATE SCALE

d. Design sidewalks with the pedestrian experience as the priority

Sidewalks should be wide enough to encourage pedestrian use, accommodate street landscaping and furniture (such as benches, street lights, utility boxes, etc.), and provide a safe and pleasant walkway. Vehicular driveways that cross sidewalks should be minimized and sidewalk clutter eliminated for safety and aesthetic purposes. Curvilinear walks should be avoided, since they draw the pedestrian's attention away from the streetscape and businesses, and are more difficult to navigate by large numbers of people.

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Guidelines:

- 1) The transition of pavement and streetscape between the public right-of-way and property setback should be compatible with regard to materials, colors, slope gradient, etc. so that they act to provide continuity and enhance the pedestrian experience.
- 2) Provisions shall be made for the maintenance of front setback areas adjacent to the public right of way.
- 3) Decorative sidewalk paving on private property may be used to enhance the pedestrian experience.
- 4) Private open-space development and streetscape design of the sidewalk areas should be coordinated when conditions permit.
- 5) All streetscape furniture in the public right-of-way should be similar to that adopted for use by the City of Escondido
- 6) Low walls, landscaping, stoops or porches, and paving should be utilized to clearly define public, semi-private, and private space.



a

- 7) Arcades built over the sidewalk or in front of store windows shall be high enough and open enough not to obscure display windows.
- 8) Features that provide shade and that can protect pedestrians from the sun and inclement weather (trees, umbrellas, awnings, canopies, recessed entries, etc.) are encouraged and should be designed as building's integral features.

- 9) 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.

e. 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 good 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.

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Guidelines:

- 1) Projects should include narrow turning radiuses to slow vehicular traffic and enhance pedestrian safety.
- 2) Buildings that provide access from alleys shall incorporate well-designed rear facades and entries to draw pedestrians, improve public safety, and create a more vibrant downtown.
- 3) Vehicular driveways that cross sidewalks should be kept to a minimum number.

f. Design projects that maintain safe streets and spaces

Effective building and planning techniques and establishment of mixed-use neighborhoods, where people can view the streets throughout the day, both from ground-floor shops and upper-floor residential units are effective in reducing crime. Citizen surveillance is promoted when the neighborhood, or commercial area, is designed for frequent pedestrian activity. Areas without pedestrian activity often attract illegal or unsafe behavior because there is no one to observe the crime or report it.



Guidelines:

- 1) Private spaces, serving individual units (excluding entry areas for stoop units), shall be inaccessible from the public street but accessible from the interior of each unit.
- 2) Residential parking should be conveniently located to facilitate surveillance from the units or from a monitored viewing area.
- 3) Pedestrian walkways shall be located where they can be easily surveyed from public or private areas.
- 4) Lighting shall be provided for the entire developed site with concentrations at walkways, ramps, parking lots, and unit entrances.
- 5) Landscaping shall not be placed so as to screen the doors and windows of units from the street or from walkways leading from the street to the dwelling-unit entries.

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- g. Incorporate mixed-use development that includes a variety of housing types and densities with pedestrian-oriented ground-floor retail and office uses along the street.**

Mixed-use development creates vibrancy, provides more housing choices, and reduces the need for automobile dependency. Ground-floor active retail is critically important because it provides energy and interest at the street level which encourages pedestrian traffic. A variety of housing types and densities would create a varied-income environment, and, *if* well designed, would not create overcrowding. This variety would provide residents opportunities to transition to different housing types within the same community to balance economic health.

Guidelines:

- 1) The design of mixed-use projects shall reflect the nature of commercial uses proposed for the development and include provisions for:
 - a. Types of permitted and conditional uses;
 - b. Vehicular and pedestrian access to commercial and residential areas;
 - c. Hours of operation for commercial uses;
 - d. Buffers to the residential area;
 - e. Residential and commercial security;
 - f. Deliveries, noise, odors, trash;
 - g. Commercial and residential parking;
 - h. Open-space (private and collective);
 - i. On-site amenities for residences (common facilities, storage, etc.); and,
 - j. Interrelating commercial and residential spaces (live/work, retail, office).
- 2) 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.
- 3) Principles and guidelines pertaining to ground-floor (street level) design shall apply.



- h. Design projects that encourage views to important spaces and buildings**
- Placing prominent building or public outdoor spaces at the 'visual termination' or end of a street, lane or other public way would provide dignity and prominence to important civic buildings; such as, libraries, city halls, churches, convention and performing arts centers, and parks. This would create more pleasant outdoor spaces accessible to the general public, connect visually and physically different parts of the city, and serve as landmarks to visitors.

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Guidelines:

- 1) Private and public development should analyze surrounding features to maximize view corridors toward important Downtown spaces as part of their application process.
- 2) Projects should include opportunities for pedestrian connections, depending on the proximity of such spaces and/or buildings.

i. Provide safe, efficient, and convenient parking to serve employees, residents and visitors that enhances the downtown experience.

The community relies heavily on the automobile for transportation. Effective measures can be implemented to ensure that downtown's focus is aimed at enhancing the pedestrian experience.

Guidelines:

- 1) Locate required on-site parking at the rear of buildings. The on-site parking shall not diminish the defined street edge or detract from the pedestrian experience.
- 2) On-street parking shall offer convenience, slow traffic, and provide a visual and safety buffer between the pedestrian and the street.
- 3) Development shall address residential, guest, and commercial parking needs on-site as well as the appropriateness of gated and/or reserved parking.
- 4) 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.
- 5) Tandem spaces may be appropriate in residential developments.
- 6) Structured parking shall create a visually attractive and active street edge to enhance the pedestrian experience in the following manner:
 - (a) 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.
 - (b) Parking garage facades shall complement the area's existing architecture.
 - (c) A majority of the parking structure's street frontage shall include sufficient retail or commercial space to accommodate a variety of pedestrian-oriented uses, or be constructed at the rear of the building.
 - (d) Vehicular entry points into garages should be minimized and located to minimize pedestrian exposure.



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- j. **Encourage features that increase and enhance ridership on public transit**
Providing safe, pleasant, and convenient public-transit stops in a neighborhood encourages residents to use the transit system reducing overall automobile trips.

Guidelines:

- 1) Developments should incorporate plazas, outdoor seating, and shade, etc. adjacent to transit stops to improve the public transportation experience.

- k. **Water features, benches, public art, hardscape, shade and consideration of the City's Trail Master Plan shall be incorporated in project landscape plans to enhance the downtown urban experience.**

Thoughtful design contributes to a neighborhood's identity and sense of place. Well-designed water features, seating, public art, and hardscape add aesthetic appeal that creates an energy which encourages the use of public gathering places.



- 1) Appropriate trees and landscaping palettes shall be incorporated into project designs with water features, public art, seating, and shade to soften the hardness of the urban area, to promote neighborhood or street identity, to add human scale, and provide recreation.
- 2) Development in proximity of the City's Trail Master Plan (Figure III-1) should consider linkages and design features that promote pedestrian usage.
- 3) Small landscaped pockets and planters, with seating, are encouraged to soften the street edge.

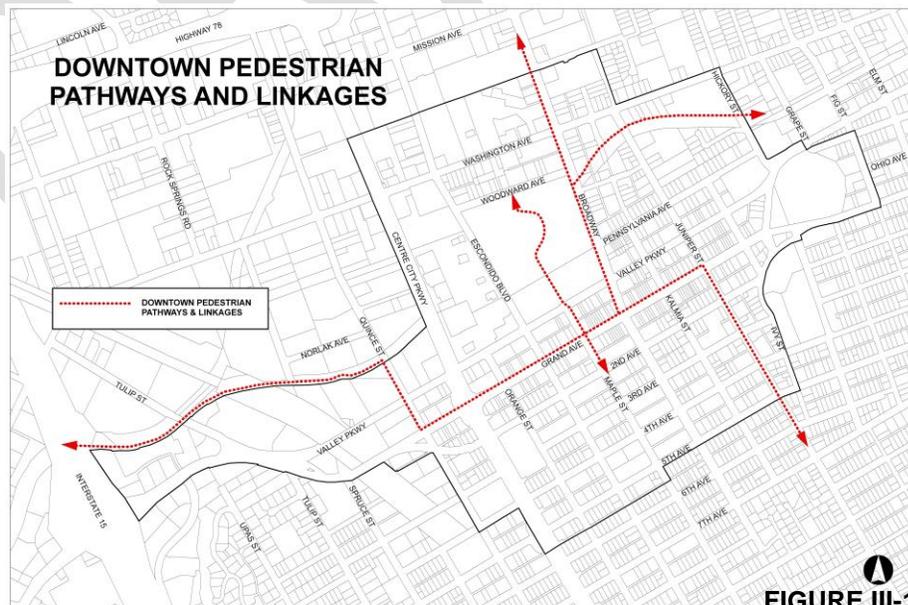


FIGURE III-1

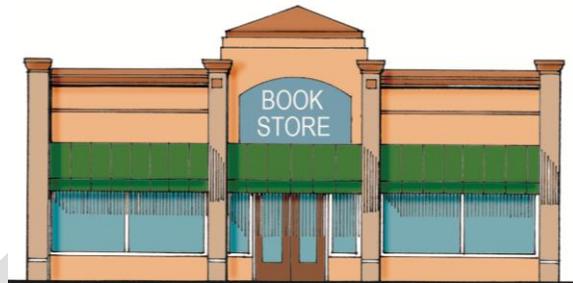
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2. ARCHITECTURAL PRINCIPLES AND GUIDELINES

- a. **Buildings should contribute to the public realm and the neighborhood with appropriate urban materials, textures, colors, signage, lighting, massing and balance.**

Well-designed building architecture and signage shall respect and relate to its surroundings in scale, mass, character, color, asymmetrical or symmetrical balance, and use of texture, but also seek to have and celebrate a unique identity that attracts patrons. Buildings should not strive to replicate nearby neighboring building details and colors, since doing so would dilute the aesthetic vibrancy of downtown.



EMPHASIS THROUGH MASSING

Guidelines:

- 1) Use durable, timeless materials that are typically associated with urban environments.
- 2) Discourage typical suburban residential materials and finishes, such as residential roofing styles and large expanses of wood.
- 3) 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 strongly encouraged.
- 4) 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.
- 5) The architectural design of detached buildings shall complement the main structure through the use of compatible details, materials and colors.



ASYMMETRICAL BALANCE



SYMMETRICAL BALANCE

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- 6) Well-designed and appropriate exterior lighting shall be incorporated to provide security, visual comfort for pedestrians, and enhancement of façade details.
 - 7) Minimize glare into pedestrians' eyes by utilization of indirect lighting where appropriate.
 - 8) Building lighting should highlight signs, entrances and walkways, display windows, or outstanding architectural features. Building lighting that blinks, changes, or is otherwise distracting shall be avoided.
 - 9) All 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.
 - 10) Building and signage lighting should be indirect, and with the light source(s) hidden from direct pedestrian and/or motorist view.
 - 11) 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.
- b. Buildings shall orient toward the street, have a strong connection with the ground plane and immediate surroundings, as well as appropriately reflect the building's purpose and use.**



Successful commercial establishments are designed to provide convenience for customers by minimizing walking distances from public sidewalks. Rear or side entrances make travel inconvenient for pedestrians and discourage commerce. Such a design also cuts the building off from street life. A building with its main entrance directed away from the primary sidewalk and street "turns its back" to the public realm and reduces urban vibrancy.

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Guidelines:

- 1) 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.
- 2) Buildings that are elevated to accommodate 'tuck-under' parking are discouraged because they "disconnect" the building's users from the ground, street and neighborhood.
- 3) Building entry points should be clearly visible.
- 4) 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.

c. Multi-story buildings strengthen opportunities for a compact pedestrian-oriented environment.

Single-story buildings do not provide the density or intensity needed to make public transit, walking, and bicycling viable. They are typically too low in profile to form a desirable, comfortable public environment with facing buildings across the street. Higher building profiles create the desired street edge, and additional stories allow the establishment of the number of residents needed for a vibrant neighborhood.

Guidelines:

- 1) All glass on ground floors should be clear and non-reflective. Upper floor windows may have lightly tinted, but non-reflective, glass.
- 2) Retail and commercial buildings in the core area should reflect the party-wall construction pattern with adjacent buildings sharing a common wall.
- 3) Retail and office buildings shall maintain a design distinction between upper stories and the street-level façade.



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- 4) Building corners shall incorporate special architectural treatment that enhances the structure as well as the downtown experience; such as, plazas, towers, gathering places, etc.
 - 5) Side and rear facades should be articulated in a comprehensive design that is compatible with the design of the front façade.
 - 6) Provide a termination to the top of the building in a way that complements and enhances the character of the building and the area.
 - 7) Variations in rooflines should be used to add interest to, and reduce, the massive scale of large buildings.
 - 8) Rear vehicular entrances on buildings are encouraged. Underground parking should extend above the sidewalk line no more than one-half story, and shall be designed so that the street edge is still attractive and inviting to pedestrians
- d. **Dwelling units shall be designed to strengthen residents' vested interest in the success of downtown through the use of front porches, effectively designed openspace, project amenities, etc.**

Urban residential developments offer a different lifestyle from that of the suburban. There are attributes of the urban environment that are unique, with certain trade-offs, such as less privacy, more noise and less private outdoor space.

Guidelines:

- 1) 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."
- 2) First-floor windows located at ground level should be designed or located to encourage a sense of privacy.



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- 3) Residential projects shall be a minimum of two stories and shall maintain a strong edge similar to commercial buildings.
- 4) Residential projects, with portions of underground parking extending above the sidewalk line, shall be designed so that the street edge is still attractive and inviting to pedestrians.
- 5) Public, semi-private, and private spaces should be defined by utilizing low walls, landscaping, stoops, porches, and decorative paving.
- 6) Urban design should offer appropriate amenities, such as high loft-like spaces with generous areas of glass. Private balconies or decks are encouraged even if these amenities are small.

3. TRAFFIC CIRCULATION AND COMPLETE STREETS PRINCIPLES AND GUIDELINES

- a. **Design and operate the entire roadway with safety and accessibility for all users—bicyclists, transit vehicles and riders, and pedestrians of all ages and abilities, as well as goods and services.**

A well-balanced, connected, safe, and convenient multimodal transportation network that serves all users will enhance the downtown experience.

Guidelines:

- 1) Sidewalks and pedestrian paths should be maintained and repaired in a manner that facilitates accessibility and safety.
- 2) Bicycling in the downtown area should be promoted as a common mode of transportation and recreation to help reduce traffic congestion and improve public health.
- 3) Pedestrian connections to the transit station (i.e. signage, landscaping, etc) and features transit stops (i.e. benches, lighting, etc.) should enhance the transit experience and integrate with adjacent land uses.
- 4) Noise and other impacts of truck traffic and deliveries in residential and mixed-use neighborhoods should be minimized by limiting when these can occur.
- 5) Developments that support the use of electric vehicles (i.e. battery charging stations, preferred parking areas, etc) should be encouraged.

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b. 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. Designing streets to meet LOS E will accommodate wider sidewalks, transit vehicles making multiple stops, pedestrian crossings, buildings closer to the right of way, and other features that will affect traffic volumes and travel speeds (Figure III-2). When considering traffic impacts, LOS E shall be the threshold for determining significance and requiring mitigation.

Guidelines:

- 1) Intersections and mid-block areas should be considered as locations for possible sidewalk widening to reduce street crossing distances, promote pedestrian activity, manage traffic flows, and enhance safety.
- 2) 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.
- 3) Traffic signals should 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.

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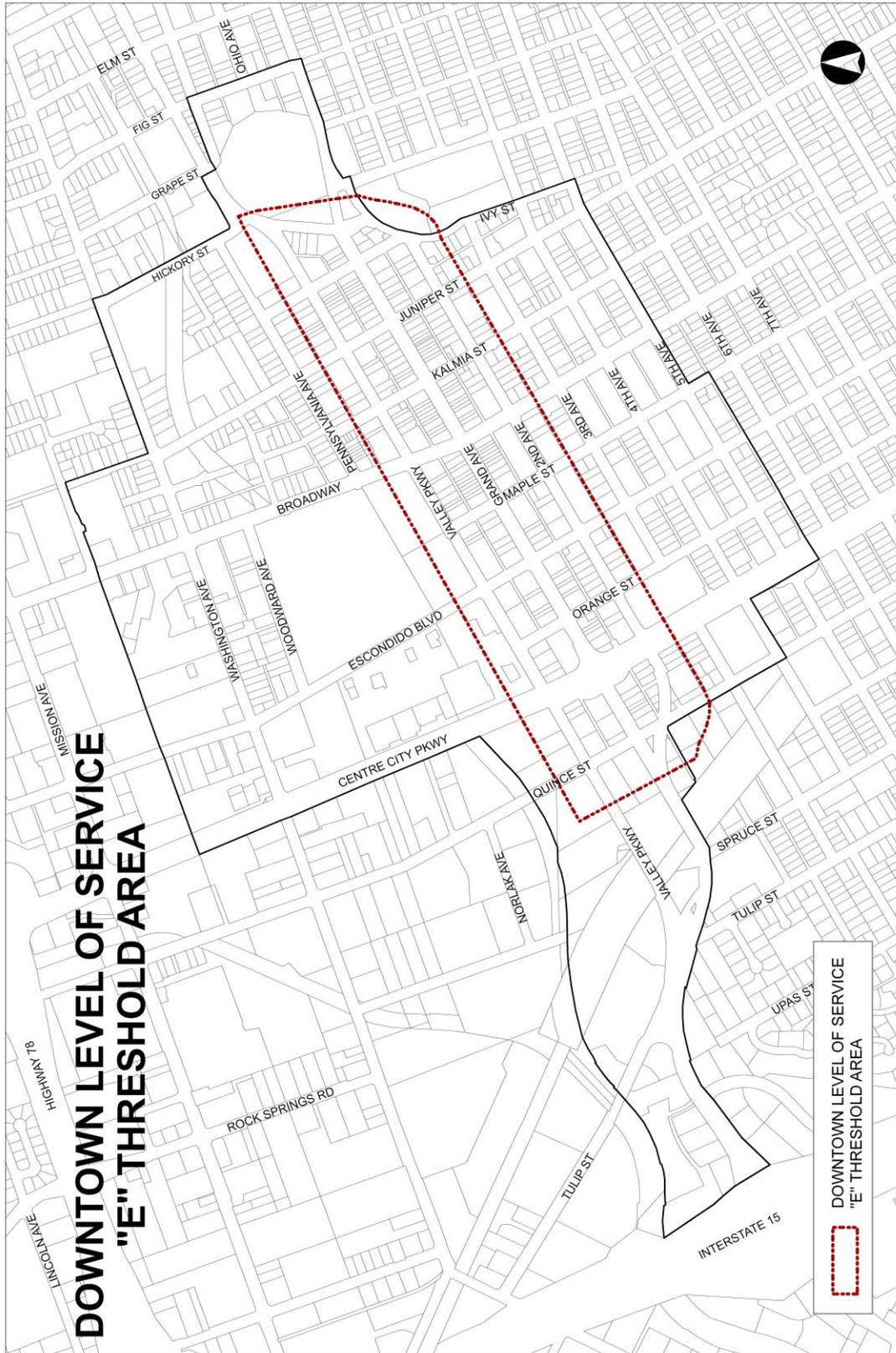


FIGURE III-2

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B. DESIGN STANDARDS

1. SITE DEVELOPMENT FLEXIBILITY

Adjustments to the site development regulations may be approved or conditionally approved by the Director of Community Development if it is demonstrated that the proposed adjustment 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 Engineering Division of the Public Works Department. 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.



2. PARKING

On-site parking standards shall be provided according to Article 39 of the Escondido Zoning Code, with the exceptions noted below. The provision of on-site parking spaces shall not be required for existing, new or expanding non-residential uses within Vehicle Parking Districts 1 and 2. For mixed-use, and/or shopkeeper developments outside Vehicle Parking Districts 1 and 2, the number of spaces shall be calculated by totaling the gross floor area (GFA) of commercial space at a ratio of one space per 250 square feet GFA (or other appropriate ratio, depending on the uses proposed), plus standard parking ratios for residential uses and required guest spaces. For mixed-use, and/or shopkeeper developments within Vehicle Parking Districts 1 and 2, the number of spaces shall be based on the standard parking ratios for residential uses and required guest spaces. Parking may be modified through the Planned Development application process. Justification for any parking modification request shall be based on a peak-hour parking demand utilizing a methodology pre-approved by the City. A Plot Plan application will be required for construction of new floor area or conversion of existing parking spaces within Vehicle Parking Districts 1 and 2.

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a. Off-site 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 $\frac{1}{4}$ 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 with the principal operating hours of the building or uses for which the joint use of off-site parking facilities are proposed.
- 3) Parties involved in the joint-use of off-site 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 conforming to the provisions of this article, shall be recorded in the Office of the County Recorder and copies thereof filed with the Planning Division.
- 4) The City shall be granted authority to require signage on parking spaces if needed.

b. Residential and Residential Mixed-Use (that includes a non-residential use) Parking Criteria

- 1) Unless modified through the Planned Development application process, parking spaces for all residential units shall be provided as follows:

Studio:	1.0
1 Bdrm:	1.5
2 Bdrms:	1.75
2+ Bdrms:	2.0

- 2) Residential Tandem and Standard Parking
 - i) All parking spaces for residential units shall be covered, or enclosed, except for guest parking.
 - ii) Wider parking stalls shall be incorporated adjacent to vertical support walls, beams, and/or columns that impede access within structured parking garages.

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- iii) Tandem parking proposed for residential development shall be processed through the Planned Development application.
- iv) All enclosed garages shall be constructed with roll-up doors.
- v) A maximum 25% of residential units may be provided with tandem spaces.
- vi) Tandem spaces shall not be assigned to separate residential units.
- vii) Minimum interior, enclosed-garage, tandem-space dimensions shall be 10 feet wide and 38 feet long.
- viii) Minimum structured parking tandem-space dimensions shall be 8.5 feet wide and 36 feet long.

3) Guest Parking

One (1) guest parking space for each four (4) residential units, or fraction thereof shall be provided. On-street guest parking spaces may be approved by the City on a case-by-case basis.

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.

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.

3. **VEHICLE PARKING DISTRICTS**

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 (Figure III-3). For the purpose of calculating the parking demand 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.

Downtown Specific Plan

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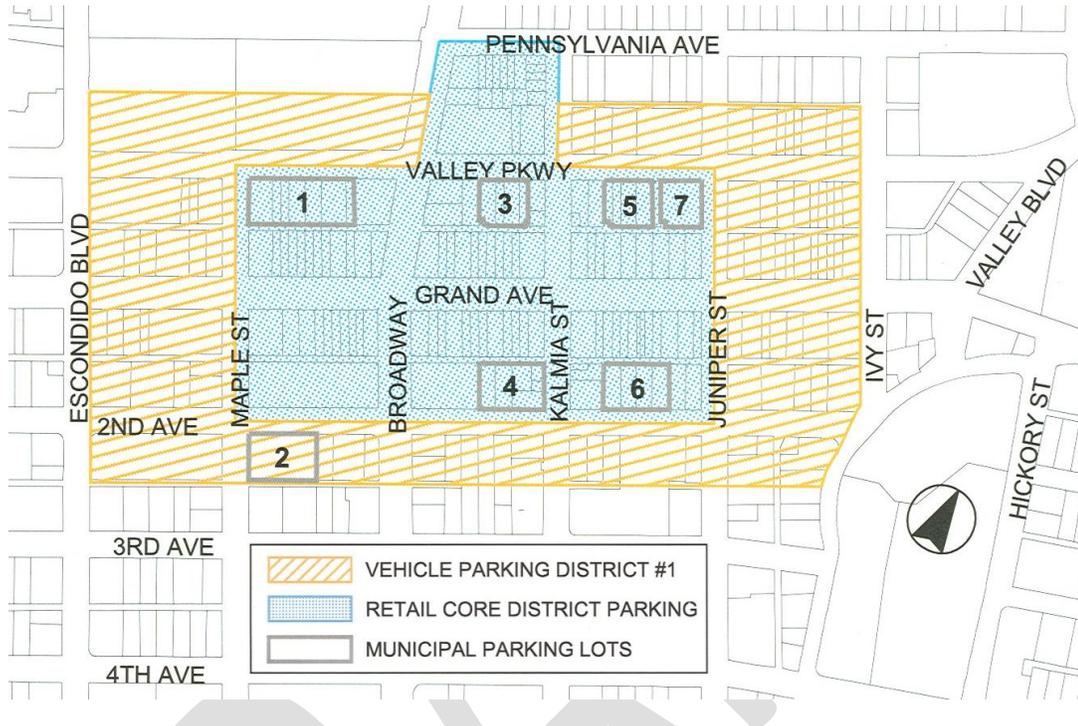


FIGURE III-3

b. Vehicle Parking District No. 2

Vehicle Parking District No. 2 (Figure III-4) 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. For the purpose of calculating the parking demand 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 underdeveloped parcels are encouraged to provide a number of parking spaces commensurate with their anticipated demand, but there is no minimum requirement.

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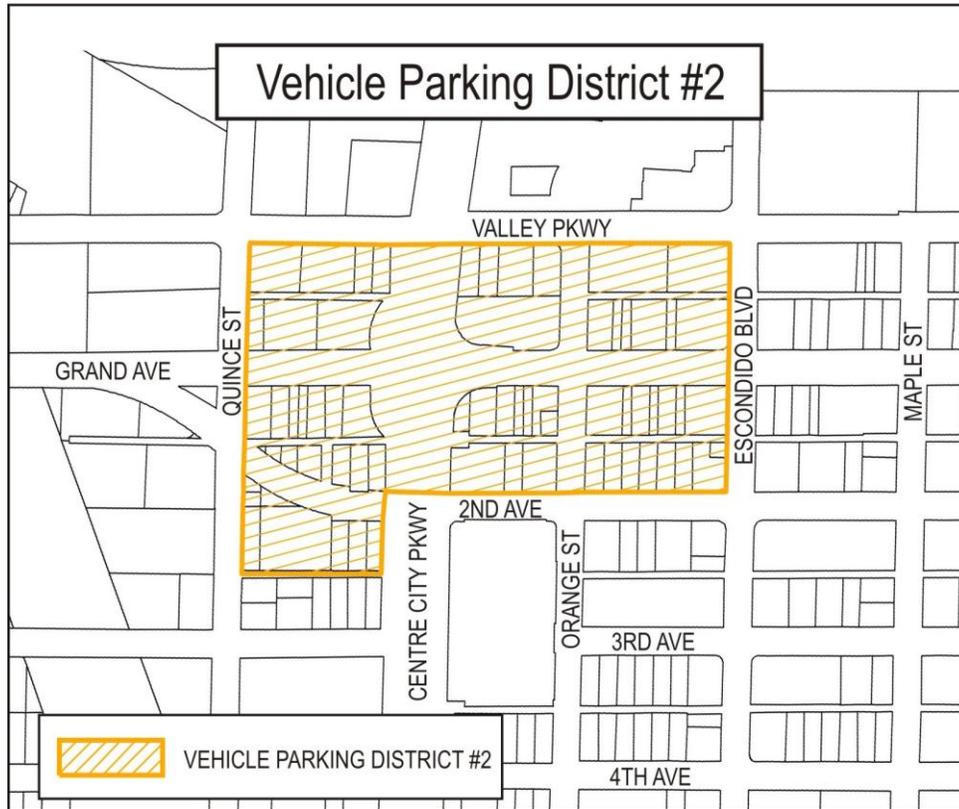


FIGURE III-4
Revised 07/13/11

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4. DOWNTOWN RETAIL CORE PARKING DISTRICT

The parking ratio for all land uses within the Downtown Retail Core Parking District (Figure III-3) shall be the same as Vehicle Parking District No. 1. Parking management strategies for public off-street parking lots may include time restrictions and the sale of parking permits for long-term parking on selected public lots.



Existing on-street parking, offering convenient and visible parking for Downtown visitors, is important for developing and retaining a solid customer base. Shorter time restrictions may be imposed for on-street parking in proximity to main retail and restaurant uses, including Grand Avenue, Maple Street, Orange Street, Broad-

way, Kalmia Street, Juniper Street, and portions of Ivy Street, in order to maximize convenient parking for Downtown shoppers and discourage the use of on-street parking spaces for long-term and employee parking. However, longer parking time limits may be appropriate along Valley Parkway and Second Avenue, as well as on portions of public parking lots, in order to encourage shopping and strolling in Downtown.

The signs for municipal parking lots, installation of pedestrian arcades and pass-throughs, improvement of the alleyways facing the parking lots, and required landscaping of the lots would encourage the use of off-street parking as an alternative to on-street parking. In the absence of time restrictions and permits for parking, employers shall be responsible for coordinating with the Downtown Business Association to develop employee parking policies that ensure convenient customer parking remains available for customers.

5. 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 the design guidelines and policies of this Specific Plan. Any proposed changes may be referred to the Planning Commission. 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.

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DESIGN PRINCIPLES, GUIDELINES & STANDARDS

6. 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.



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7. SIGNAGE

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



8. 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.

9. USABLE OPEN SPACE

Usable open space, for the purpose of this document, means an open area (excluding parking) or recreational facility that is integrated into the development, and:

- a. does not exceed a grade of 10%;
- b. the common area shall be a minimum of 10 feet in all directions;
- c. private areas directly accessed from residential units shall be a minimum of 5 feet in all directions; and,
- d. outdoor landscaping, walks, recreational facilities, fountains, etc., and interior spaces for common recreation shall be included.



Residential-Only and Mixed-Use Residential Open-Space Requirement

A minimum of 300 square feet of open space per unit shall be provided for residential-only and mixed-use residential projects. Up to 50% reduction in open space may be provided in exchange for an in-lieu fee on a per-square-foot basis that contributes toward the cost of improving and expanding parkland in the downtown area subject to a Planned Development and Development Agreement approval. The percentage reduction may be increased up to 75% when considering the proximity to Grape Day Park.

Downtown Specific Plan

DESIGN PRINCIPLES, GUIDELINES & STANDARDS

10. 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.

11. ADEQUATE CLEARANCES

The Engineering/Public Works and Fire Departments 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.

12. 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. A street or alley 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.

13. MIXED-USE DEVELOPMENT

Mixed-use development for the purpose of this document means a walkable, multi-level, live-work-play, master-planned project involving single or multiple parcels and single or multiple structures with stimulating and engaging pedestrian-level detail that creates a pleasant “experience.” Such development is generally acceptable throughout the downtown area where non-residential uses are permitted (Figures II-3 and II-4). A strong commercial presence is required along the street, particularly along major thoroughfares and street corners that experience heavy pedestrian and vehicular traffic. At the street level, ground-floor mixed-use development shall utilize the design



principles found in Section III. Commercial uses wrapping around street corners, and architectural details that are differentiated on upper elevations, are important elements that establish a strong retail edge. 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.

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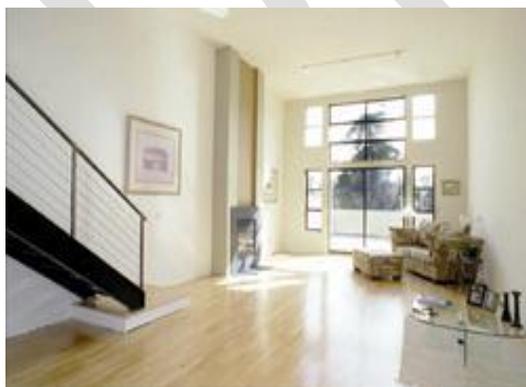
14. SHOPKEEPER DEVELOPMENT

Shopkeeper development means a dedicated, street-level office, or retail space that provides pedestrian access from the street. This space shall be attached and provide access to the main dwelling unit, which is located above and/or behind the office or retail space. Shopkeeper development is generally acceptable throughout the downtown, particularly in mid-block areas that are closer to the downtown core. Shopkeeper development may not be appropriate on a street corner or on major corridors where a larger retail space is desired to maximize retail opportunities. The exterior of ground floor shopkeeper units shall utilize the design principles found in Section III to establish a strong urban edge that is differentiated from upper elevations.



Shopkeeper development shall be designed for owners to operate their businesses while living in the attached unit by limiting separate exterior access to the residential portion of the unit. Designing the units to accommodate leasing, or purchasing either the residential or commercial space to separate tenants, is not permitted. Shopkeeper commercial spaces shall be developed with sufficient interior areas and ceiling heights to accommodate a variety of businesses, but the variety may be more limited than the types of businesses associated with mixed-use development. 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.

15. ARTISAN LOFT/LIVE-WORK DEVELOPMENT



Artisan loft/live-work (artisan loft) development is 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. Owners of artisan lofts

shall operate their businesses while living in their units.

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The exterior of ground-floor, artisan loft units shall utilize the design principles found in Section III to establish a strong urban edge that may be differentiated from upper elevations depending on whether artisan lofts are integrated into upper elevations. Special attention shall be paid to the ground-floor pedestrian access, and visibility into the artisan loft space given its ability to function with residential and non-residential components in a



typically open-floor plan. Artisan loft space is generally acceptable on side streets that generate fewer traffic trips, and may be inappropriate for main thoroughfares or in areas where a stronger commercial presence is desired.



Artisan loft space shall be developed with sufficient interior areas and ceiling heights to accommodate a variety of businesses, but the variety shall be more limited than the types of businesses associated with mixed-use or shopkeeper developments. Artisan loft widths of 15-20 feet with 18-25 depths (inclusive of handicap accessible restroom areas), and 9-18 foot-high ceilings create a sufficient minimum area

for artisan uses to operate, although higher ceilings may be appropriate in certain circumstances.

16. 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 designed, 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. Alternative security measures, such as internal alarms and reinforced glass, are encouraged.



**FIGURE III-5
Land-Use District Development Standards**

	HD	PV	CCU	GT	M	SG	CN
Maximum Building Height	See Figure III-6	See Figure III-6					
Min. Frontage	None	50'	50'	50'	50'	50'	50'
Front Setback	At right-of-way or 14' from ultimate street curb face, whichever is greater. Parking: 5' from property line	At right-of-way or 14' from ultimate street curb face, whichever is greater. Parking: 5' from property line	At right-of-way or 14' from ultimate street curb face, whichever is greater. Parking: 5' from property line	At right-of-way or 14' from ultimate street curb face, whichever is greater. Parking: 5' from property line	At right-of-way or 14' from ultimate street curb face, whichever is greater. Parking: 5' from property line	On Esc. Blvd: At right-of-way or 14' from ultimate street curb face, whichever is greater. Off Esc. Blvd: From Property line: 10' bld., 20'-24' for garages Adaptive Reuse Area: From property line: 15' bld., 20' for garages Parking: 5' from property line	At right-of-way or 14' from ultimate street curb face, whichever is greater. Garage entrance 20' from property line Parking: 5' from property line
Side Setback	None	None	None	None	None	None Adaptive Reuse Area: 5' from property line)	Pennsylvania Ave.: 0' Elsewhere: 5' + 5' for each story over 2 from property line
Street Side Setback	None 10' Max.	10' from property line	10' from property line Parking & signs: 5'	None Parking: 5' from property line	None Parking: 5' from property line	None Adaptive Reuse Area: 10' Parking: 5 from property line	10' from property line 20' from property line for garages
Rear Setback	None	None. Parking: 5' from property line	5' from property line. 10' from property line next to public street	None Parking: 5' from property line	None Parking: 5' from property line	None Parking: 5' Adaptive Reuse Area: From property line: 10' bld., 24' for garages	From property line: 10' + 5' for each story over 2 Parking: 5' from property line
Min. Lot Size	None	None	None	None	None	None	None
Max. Bldg. Cov.	None	None	None	None	None	None	None

Parcels of land that were created prior to the adoption of this Plan shall not be denied a building permit for reasons of nonconformance with the frontage requirement of this section.

Districts:

HD = *Historic Downtown*
CCU = *Centre City Urban*

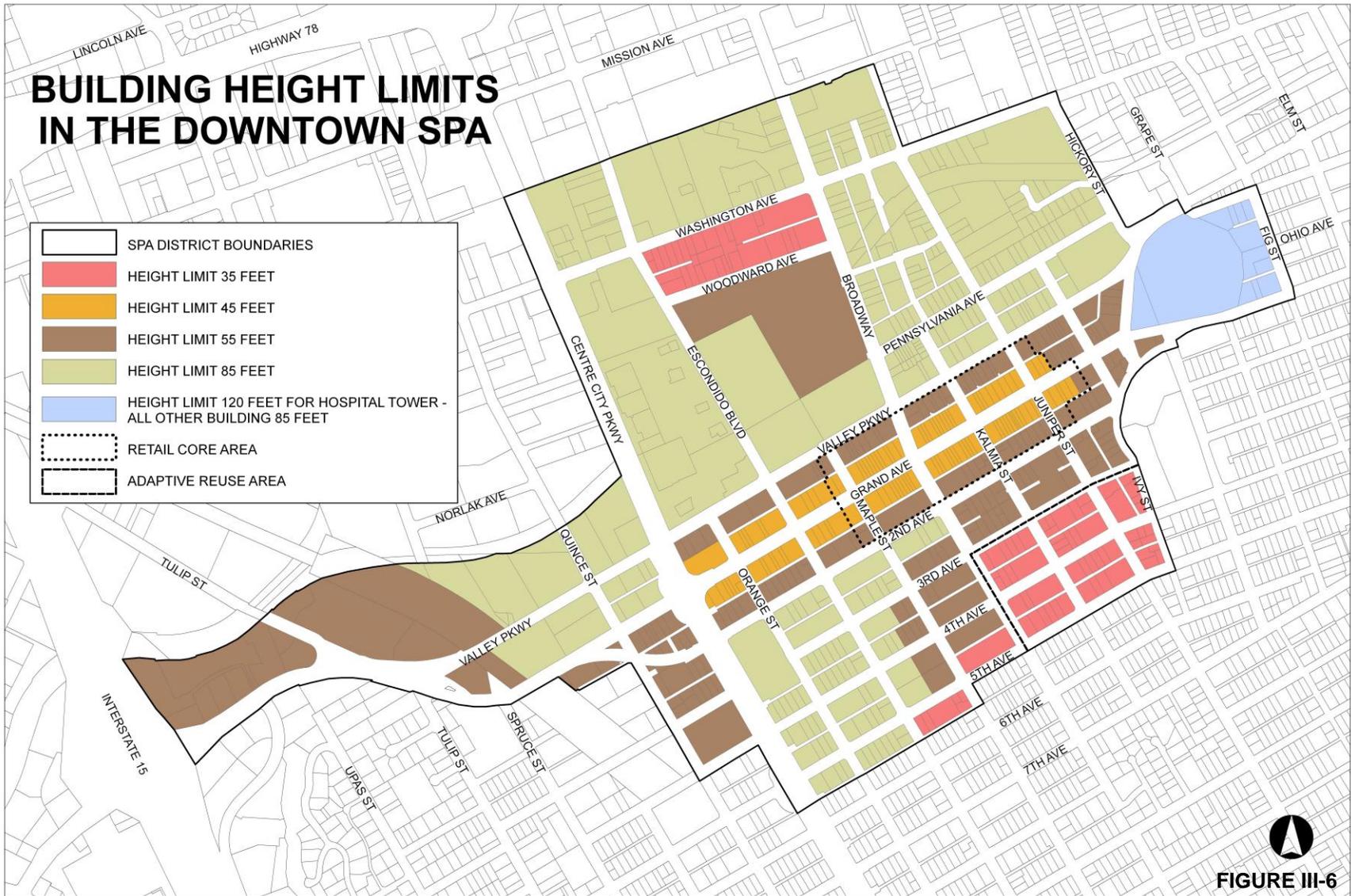
M = *Mercado*
PV = *Park View*

GT = *Gateway Transit*
SG = *Southern Gateway*

CN = *Creekside Neighborhood*

BUILDING HEIGHT LIMITS IN THE DOWNTOWN SPA

- SPA DISTRICT BOUNDARIES
- HEIGHT LIMIT 35 FEET
- HEIGHT LIMIT 45 FEET
- HEIGHT LIMIT 55 FEET
- HEIGHT LIMIT 85 FEET
- HEIGHT LIMIT 120 FEET FOR HOSPITAL TOWER -
ALL OTHER BUILDING 85 FEET
- RETAIL CORE AREA
- ADAPTIVE REUSE AREA



 **FIGURE III-6**

Downtown Specific Plan

DESIGN PRINCIPLES, GUIDELINES & STANDARDS

C. GENERAL PROVISIONS

1. PROCESSING GUIDELINES FOR DEVELOPMENT APPLICATIONS

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



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 Director of Community Development.

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 utilizing the decision-making authority of the Director of Community Development, Planning Commission, and City Council.

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.

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3. RESOLUTION OF CONFLICTS

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.

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 Section 1 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:

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DESIGN PRINCIPLES, GUIDELINES & STANDARDS

- a. 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. Nonconforming signs shall be subject to provisions of Article 66 of the Escondido Zoning Code. Improvements to a nonconforming sign may be considered separately from any improvements to the property, limited by the provisions of the Escondido Zoning Code.
- b. The following improvements are exempt from the non-conformance provisions and shall not count toward the total improvement limitations on the property:
 - 1) Building facade improvements, including rear facade rehabilitation; and,
 - 2) Stabilization of unreinforced masonry.
- c. 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. PERMITTED USES WITHIN MIXED-USE PLANNED DEVELOPMENT ZONES

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 prior to Specific Plan, the permitted uses for the existing building(s) within the Planned Development zone shall be those of the underlying district.

