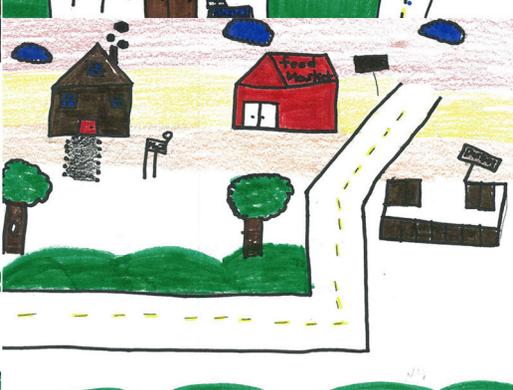
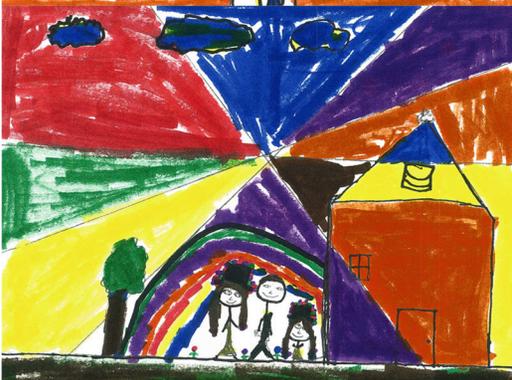
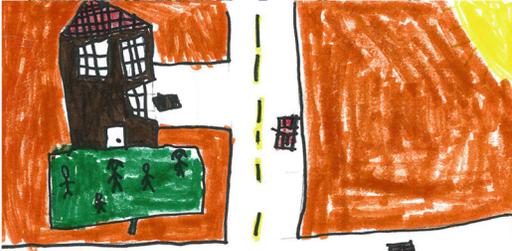
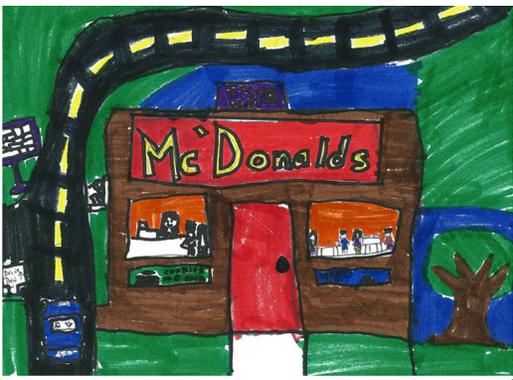


CHAPTER 2



VISION, GOALS, & CONCEPTS

2.1 VISION FOR SOUTH CENTRE CITY

Through the implementation of this Specific plan, South Centre City is envisioned as a revitalized, safe, and vibrant community. Residents enjoy a high quality of life and are proud to call South Centre City home.

Quality Housing:

New and creative infill single- and multi-family development helps support housing choice and opportunity. Providing a range of different housing types within close proximity of commercial and recreational areas help optimize prior infrastructure investments, while also providing a full range of support uses for a healthier and more livable community.

Environmentally sensitive development:

Sustainable design concepts and energy-efficient and “green” development helps to conserve resources, reduce pollution and greenhouse gas emissions, protect sensitive habitats, and improve water quality.

Improved recreation opportunities:

The community is safe, friendly and connected. Children can play outdoors, and residents can walk or bike safely for exercise and recreation. Residents have access to parks, pathways, recreation areas, and other pleasant community spaces that help strengthen neighborhood pride and community identity.

Integrated transportation and supportive land uses:

A mix of land uses allows people to live near their jobs, entertainment, shopping and recreation. The community provides safe routes and convenient access to all of these destinations, regardless of mode (i.e. cars, trucks, transit, bicyclists, or pedestrians). The overall transportation system is complete, fully connected, and accommodates a full range of ages and abilities.

Attractive design:

Architecture and landscaping within South Centre City is high quality and well maintained. There are ample places and opportunities for people to interact, recreate, innovate, and collaborate. Public art is creatively located along streets and pathways to add visual interest and interactive opportunities.

Economically viable:

The community facilitates job growth, access, place making and economic vitality. The area is economically stable and strong due to business-friendly policies that encourage entrepreneurship and business development in the form of smaller home-based businesses or locally owned shops and restaurants.

Vision:

- Quality Housing
- Environmentally sensitive development
- Improved recreation opportunities
- Transit-supportive land uses
- Attractive design
- Economically viable



2.2 CONCEPTS FOR CHANGE

Several concepts for change are featured in this Specific Plan to provide fresh, creative solutions to some of South Centre City’s planning challenges. These concepts, briefly described below, have been incorporated throughout the Specific Plan.

Integrating stand-alone residential in mixed-use zones.

Due to an oversupply of commercially designated properties, the Specific Plan will allow property owners wishing to redevelop their property to choose residential-only multi-family development in the mixed-use overlay areas along South Escondido Boulevard, 9th Avenue and along Centre City Parkway in the southern portion of the planning area.

Using creative ways to encourage construction of accessory dwelling units and increasing residential density yields.

A goal of the Specific Plan is to create additional needed housing. This can be achieved by promoting property owner flexibility. One way to accomplish this is to encourage owners of single-family properties to build accessory dwelling units on their lots. By increasing property owner flexibility and allowing for both attached and detached accessory dwelling units, the Plan can enable market-based solutions to the provision of attainable housing. Elsewhere within the Specific Plan area, some residential properties nearly miss on opportunities to increase residential capacity. That is, the lot sizes will not permit a higher density yield in some instances. A solution is to vacate excess portions of the public right-of-way (ROW) to the adjacent homeowner to increase their lot size. This action would provide the needed square footage to allow for a lot split that would allow two units on a single parcel so that another unit could be constructed on a lot that would meet the City’s development



standards. Both of the aforementioned actions allow for a moderate increase in the residential use of a property, enable market-based solutions to the provision of attainable housing, increase the mixture of residential building types and sizes, and potentially add to the income of the property owner by accommodating an additional rental dwelling unit. All this is accomplished without changing the nature of the existing property owner’s rights – the property owner retains the exclusive right to decide how or when to redevelop.

Adding historically popular housing types.

Bungalow court housing is ideal for single-family neighborhoods. This housing type was popular in the 1920’s and 30’s, and has seen a resurgence in interest as a way to develop small units around a central courtyard (see image to the left).



Converting historic hotels and motels to housing.

Escondido Boulevard has several hotels and motels constructed during the early twentieth century when the Boulevard was the primary corridor between San Diego and points north of Escondido. These structures can be transformed into needed housing with approval of a Planned Development Permit, thereby retaining the character of the corridor.

Adding the Pine Street Pathway.

The South Centre City area is deficient in places to recreate. The 0.2-acre Felicita Mini-Park at the northwestern corner of Felicita Avenue and Escondido Boulevard is the only public park within the area. The need for recreational opportunities will intensify as additional housing units are constructed over time. To address this need, the Specific Plan proposes the Pine Street Pathway, which combines an urban linear park, a shared-use trail for pedestrians and bicyclists, a sustainable greenway, and a venue for public art into an exciting feature for both South Centre City and the greater community. The public right-of-way between Centre City Parkway and Pine Street, as well as a portion of the Pine Street right-of-way, provide an untapped resource to create additional recreational and non-motorized mobility opportunities that connects to the greater trail and park system in the City. This specific plan creates the vision and planning objectives for said improvements that would be more thoroughly designed and analyzed by a separate and future process prior to implementation.

Encouraging Makerspace uses.

A Makerspace is a business that provides individual and/or shared space for the design, processing, fabrication, and assembly of products and prototypes associated with artisans, inventors, or designers. It includes associated equipment and tools, labs, workshops, studios, classrooms, office space, and other shared spaces. This type of business is ideally suited for the industrial areas in the northern part of the Specific Plan, and in a more limited form, along commercial corridors such as Escondido Boulevard and 9th Avenue.

Promoting home occupation businesses.

This plan expands the City's current policy of allowing residents to operate a small business from their residence. It introduces and encourages what is termed Major Home Occupation in the Quince Street District, which allows the type of business that would generate a limited customer base, subject to new regulations found in the Escondido Zoning Code.

Incorporating functional public art.

Public art will be a part of the Pine Street Pathway, at key intersections, in medians, and incorporated into streetscapes. In addition to art pieces such as murals and sculptures, functional art in the form of benches, waste receptacles, utility boxes and similar features will be incorporated into the pathway.





Rethinking roadway widths in certain areas.

Some of the Quince Street District roadways may be wider than necessary. A “road diet” is a roadway design treatment that reduces the number of vehicle travel lanes on a roadway and reclaims that street space for other uses. The revised configuration often results in decreased vehicular speeding, increased safety, beautification of the street and allows for wider bike lanes and bulb-outs, which reduce the crossing distance between sidewalks, and makes cycling and walking safer. A road diet can also expand space for landscaping, street trees, street furniture and other amenities, and it can ultimately increase the number of parking spaces by allowing angled or reverse angled parking. Road diets may also be considered for additional streets with over-sized right-of-way in the Specific Plan. This specific plan creates the vision and planning objectives for said improvements that would be more thoroughly designed and analyzed by a separate and future process prior to implementation.

Incorporating “green infrastructure.”

The Specific Plan promotes the contemporary, sustainable management and treatment of stormwater using green infrastructure techniques, which are an environmentally friendly method to “green” a community. Green infrastructure can be used for both public projects and private development.

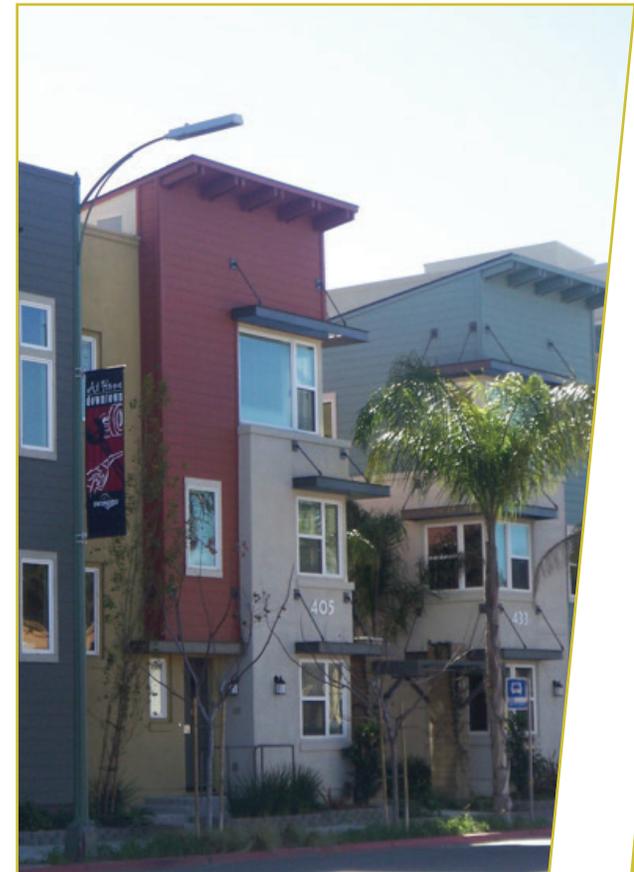
2.3 SPECIFIC PLAN GOALS AND CONCEPTS

This section provides goals (shown in green text) for the South Centre City Specific Plan that support the vision established in Section 2.1. These goals were developed based on community input, the South Centre City vision, as well as the goals and policies in the City of Escondido General Plan, with an emphasis on those established for the four Target Areas.

Specific Plan goals are organized by six key, interrelated concept categories:

1. Land use
2. Design
3. Mobility
4. Parks, recreation, and open space
5. Sustainability
6. Economic prosperity

Each goal is followed by a conceptual summary of how the goal is being implemented in South Centre City. Chapter 3 discusses the goals and concepts at the district level. References are also provided for other sections in the Specific Plan that further refine





the goals and concepts. Taken together, the goals and concepts at both the area and district levels provide context and direction for both private and public actions. New development should be consistent with these goals and concepts, and the City should actively seek out projects and prioritize public improvements and economic prosperity strategies that advance the goals and concepts described in this Specific Plan.

2.3.1 Land Use – Goals and Concepts

2.3.1.1 Promote a development pattern and diversity of land uses based on smart growth principles.

The Specific Plan capitalizes on South Centre City’s many assets that support smart growth principles. This includes its proximity to the Escondido Transit Center, the existing transit corridor along South Escondido Boulevard, the traditional grid pattern of many of its residential and commercial districts, and new multi-family and mixed-use infill development to create vibrant urban areas for people to live, work, shop and recreate. Mixed-use overlays are provided in targeted areas, with increased density and intensity in close proximity to transit and services. New land uses and a variety of live-work development provide additional employment opportunities and improve the jobs/housing balance. New development is designed to promote walkability, and maximum residential densities can only be attained through lot consolidation and consistency with the Specific Plan.



A “before” and “after” example illustrating how smart growth mixed use transit oriented development can transform the area around Escondido’s multi-modal transit station into a dynamic employment center. (General Plan page 15)



2.3.1.2 Develop neighborhood-serving and specialty commercial along key corridors.

Commercial corridors along 9th Avenue and South Escondido Boulevard are surrounded by single- and multi-family housing, making them ideally situated to serve nearby residents. At the same time, the smaller scale and walkability of these corridors can provide space for specialized commercial uses unique to South Centre City, which can attract patrons from farther away and help establish South Centre City as a valuable destination for people throughout the city. The Specific Plan envisions transforming the South Escondido Boulevard and the 9th Street Overlay Districts into pedestrian- and transit-oriented corridors that provide neighborhood-serving uses in smaller-scale commercial buildings and mixed-use structures. A new “Makerspace—Limited” land use is introduced in these walkable districts to provide opportunities for smaller scale artisan-type and incubator businesses that enhance and support existing commercial uses in proximity to housing. As a more rural area with direct access to the I-15 Freeway, commercial uses in the Southern Entry District include both neighborhood-serving uses and specialty and visitor-serving uses. Commercial-only land use designations are provided at key nodes and intersections throughout South Centre City to ensure commercial land is available to serve the immediate area and the greater community.



2.3.1.3 Preserve and enhance commercial development at key nodes.

Preserving nodes of commercial development benefits nearby residents by ensuring convenient access to goods and services within the neighborhood. At the same time, commercial nodes can serve as anchors that attract visitors from outside the immediate area, who then patronize other businesses in the vicinity, which supports the overall economic health of the community. Auto-intensive general commercial uses are directed to Centre City Parkway in the Felicia District, which is the largest commercial node in South Centre City. The existing commercial development in the Felicia District is encouraged to enhance connectivity for pedestrians and bicyclists. The 13th Street Corners District is envisioned to be transformed into a signature intersection with land uses that provide a transition from the larger-scale suburban-style development of the Felicia District to the pedestrian-scale commercial nodes in the South Escondido Boulevard and 9th Avenue Corridor Districts. The addition of public art in these areas emphasizes the culture of the community, embraces the community spirit, and helps facilitate private investment and economic synergies, creating activity centers.



2.3.1.4 Encourage a wide range of housing opportunities throughout South Centre City.

Quality housing and affordability continues to be a concern throughout California, particularly in lower-income areas like South Centre City. Housing needs vary by household. Depending on their stage of life, people may seek different housing types. The Specific Plan’s land use pattern protects established single-family neighborhoods, while encouraging sensitive integration of small-lot single-family, and multi-family infill in targeted neighborhoods. New residential prototypes, development standards, and incentives increase opportunities for infill residential development, putting more housing and residents closer to jobs, goods and services. To allow flexibility and provide additional housing to support area businesses, exclusively residential development is also allowed along specific areas of South Escondido Boulevard, 9th Avenue, and on Centre City Parkway south of West Vermont Avenue.





Escondido Creek Trail Master Plan - Existing Asphalt Trail



2.3.1.5 Promote compatible industrial uses that provide employment opportunities.

The existing industrial land uses in the West Mercado District provide valuable employment opportunities. The Specific Plan retains industrial land uses while encouraging new uses that provide a compatible transition between the existing uses and adjacent residential neighborhoods. In particular, the Specific Plan promotes a new “Makerspace—Manufacturing” land use that enhances employment opportunities for local residents. This use is well suited for integrating with existing manufacturing spaces, and provides a synergy with the tourist-oriented areas in Downtown Escondido.

2.3.1.6 Provide flexibility to meet future demand.

All plans recognize that needs and desires of the community will evolve over time, market demands may change, and business opportunities and constraints evolve. This Plan provides land uses, development standards, and design guidelines that both implement the long-term vision for South Centre City with flexibility to respond to changes.

2.3.2 Design – Goals and Concepts

2.3.2.1 Promote and enhance the character and identity of South Centre City.

Community design contributes significantly to the identity of a neighborhood and helps distinguish between different neighborhoods throughout a city. This Specific Plan emphasizes South Centre City’s identity through private and public features such as public art, signage, landscaping, building facades, and other design elements that promote a sense of place. Particular attention should be paid to prominent gateways, corridors, intersections, and other similar locations that define South Centre City for residents and visitors alike.



2.3.2.2 Support the pedestrian environment through building and streetscape design.

Pedestrian-friendly buildings and streets are critical to encouraging active transportation and creating a human-scaled environment that is pleasant for residents and visitors. At the same time, land use must be both compact and diverse enough to make active transportation a viable alternative to other forms of travel. The development standards, design guidelines, and streetscape improvements for overall development and development within specific districts are intended to support a safe, appealing, and memorable experience for residents and visitors alike.

2.3.2.3 Maintain compatibility between adjoining uses.

The effect adjacent uses have on one another must be considered during the design of buildings and sites to help ensure compatibility between such uses, particularly residential and non-residential uses. In particular, the potential impact of lighting, glare, noise, heavy vehicle traffic, and hazardous/polluting materials should be considered during the design process. Appropriate transitions should be in place between uses, and commercial and industrial uses should be clustered to help reduce impacts on surrounding uses.

2.3.2.4 Create visual interest.

Careful attention should be paid to promote high quality design in South Centre City to ensure new development and improvements are both consistent with the identity of the community and create a visually exciting space for residents and visitors. Building and site design that is monotonous, simplistic, or out of character for the surrounding neighborhood can be detrimental to the walkability and character of a community. New development should carefully integrate with existing development through common architectural features or landscaping themes, as neighborhoods experience transition.



2.3.2.5 Improve public safety.

Successful communities are those where residents and visitors feel safe and secure. Design in South Centre City should place an emphasis on community safety in a variety of ways; including using street designs, lighting, and landscaping that protect pedestrians and cyclists, and implementing security-oriented design principles.



2.3.3 Mobility – Goals and Concepts

2.3.3.1 Develop complete streets that include suitable infrastructure for walking and biking, along with other travel modes.

The buildout of the Specific Plan will bring attention to some important issues, such as mobility and access. Although there are different ways that multiple modes can be integrated into the design, construction, and maintenance of our transportation network, roadways in South Centre City should be designed to facilitate place-making and enable safe use and support for all users of all abilities. Sidewalks, crosswalks, bike lanes, and other important infrastructure should be installed to ensure walking and biking is safe and comfortable throughout the community. Design features and other varied and lively streetscape elements (e.g., lighting, landscaping, and public art) should promote access to destinations, land use revitalization, and economic success.

2.3.3.2 Support transit, ride-sharing, vehicle and bicycle-sharing services.

Transit and ride-sharing services can reduce household transportation costs and decrease the dependence of automobile driving as a primary mode of travel in South Centre City. Providing infrastructure support can encourage the use of these transportation modes.

2.3.3.3 Ensure pedestrian and bicycle networks provide continuous connections within South Centre City and to adjacent communities.

In order to facilitate walking and biking, both pedestrian and bicycle networks need to be complete and continuous. Gaps in infrastructure should be identified and addressed, and connections to nearby neighborhoods must be completed. Key activity centers (parks, schools, etc.) also need to include facilities for walking and biking.

2.3.3.4 Provide safe and convenient transportation options for people of all ages and abilities.

All people in South Centre City, including seniors, youth, and the disabled, should be able to move freely throughout the community and the city. Barriers to access should be removed, and care should be taken to ensure transportation infrastructure is safe for all users.

2.3.3.5 Prioritize roadway safety, particularly for vulnerable users such as pedestrians and cyclists.

The economic and health impacts of poor roadway safety can be significant, especially in lower-income communities. Potential roadway safety hazards should be evaluated and addressed through methods such as consolidating access points and parking lots, introducing traffic calming measures, and reducing cut-through traffic on residential streets. Particular attention should be given to those most vulnerable to injury to ensure that travel is safe for all residents and visitors in South Centre City.



Kit Carson Park Iris Sankey Magical Garden Trail located in Kit Carson Regional Park displays environmentally-friendly and native plant species

2.3.4 Parks, Recreation, and Open Space – Goals and Concepts

2.3.4.1 Increase access to existing parks, recreation, and open space.

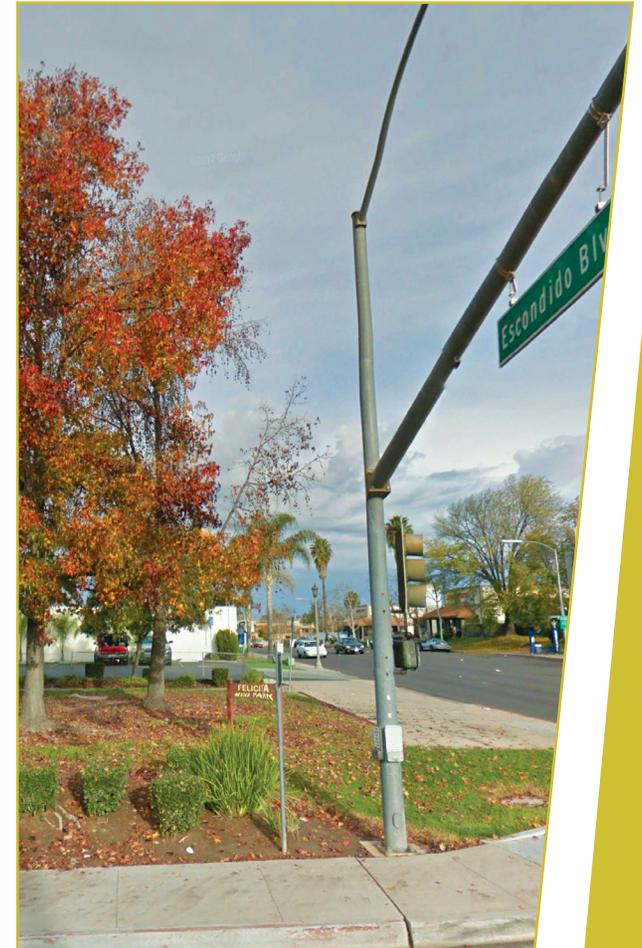
The Specific Plan proposes to establish a recreational network that links South Centre City to local and regional parks by involving existing and proposed pedestrian, bicycle, and multi-use paths. The recreational network is also designed to link other cultural, recreational and transportation amenities near South Centre City, such as the Center for the Arts, Grape Day Park, Library, the Escondido Transit Center, bus stops, and commercial centers and corridors within the area.

2.3.4.2 Create innovative parkland space within South Centre City.

The Specific Plan proposes to utilize existing public right-of-way between Centre City Parkway and Pine Street to create a linear multi-purpose park (Pine Street Pathway) to provide innovative recreation and open space for South Centre City and the greater community. The Pine Street Pathway will also serve as a key link in a new recreational trail throughout South Centre City (described above).

2.3.4.3 Explore creative opportunities to expand and enhance parkland.

Felicita Mini-Park, which is located at the northwest corner of Felicita Avenue and South Escondido Boulevard, is the only park located within South Centre City. Based on community input, this park is underutilized. The Specific Plan envisions reimagining its use as a parcourse station with exercise equipment. The Specific Plan includes additional opportunities to expand and enhance the publicly accessible recreational/open space network involving a combination of regulations, incentives, and partnerships.



2.3.5 Economic Prosperity – Goals and Concepts

2.3.5.1 Revitalize vacant and underutilized properties.

Vacant and underutilized properties do little to enhance the community or support a strong neighborhood economy. Underperforming properties in South Centre City can be revitalized by facilitating façade and building improvements, as well as by allowing creative and flexible use of these properties in the short term as they transition to more effective uses. Modifications to permitted land uses in the Specific Plan also encourage new infill development on vacant sites and the recycling of existing underperforming or incompatible land uses. If and when a property redevelops, adherence to Specific Plan goals, standards, and guidelines will ensure that new development is high quality and will fit into existing neighborhoods.

2.3.5.2 Ensure streets and other public infrastructure are maintained and improved.

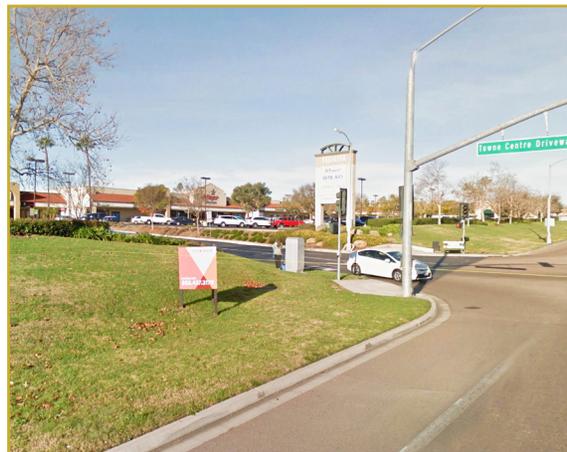
Well-maintained streetscapes and public infrastructure provide value to residents, and indicate to visitors that the community is a safe and desirable place to be. Care should be taken to ensure that trash, damaged sidewalks, graffiti, and other maintenance problems are addressed in a timely manner. Property owners are encouraged to do their part to maintain their properties and promote an attractive streetscape. A coordinated partnership between the City and residents can stimulate neighborhood pride and positively improve the appearance of the community.

2.3.5.3 Encourage small businesses and entrepreneurship.

South Centre City is ideally situated to promote the development of small businesses, incubators, and home-based businesses that generate new ideas, help transform into successful businesses and enterprises, and bring economic benefits to the community and city overall. A focus on developing small-scale, flexible spaces that reduce start-up costs for new businesses, as well as the creation of mutually supportive clusters of businesses, is key to the success of South Centre City's economy.

2.3.5.4 Attract visitors to the South Centre City community.

The number of residents in South Centre City alone is not adequate to support the businesses within the immediate area. A focus on attracting visitors from outside the community is essential to the economic strength of the neighborhood. Community events focused along commercial corridors, design elements that establish and reinforce South Centre City's unique identity, transportation connections that encourage visitors from adjacent neighborhoods, as well as other methods, such as placemaking and experiential destinations, can all be effective to invite people from outside the area to patronize businesses in South Centre City.



2.3.6 Sustainability – Goals and Concepts

2.3.6.1 Reduce greenhouse gas emissions to further the goals of the City's Climate Action Plan.

The South Centre City Specific Plan will reduce greenhouse gas emissions both in the transportation sector, and through energy efficiency and/or conservation of resources. The plan applies smart growth principles that promote compact, walkable development patterns in close proximity to transit. The installation of new bicycle lanes and pedestrian amenities will help to reduce overall Vehicle Miles Traveled (VMT) and associated greenhouse gases.

Two-thirds of the housing in the area was built before 1980, making this area ripe for redevelopment. It is well established that the building energy consumption of older homes is generally greater than newer homes. Therefore, these existing homes represent areas of potential energy savings with their replacement. Some of these structures will be demolished to create newly permitted, higher density, more energy efficient buildings. State and local efficiency requirements will reduce the amount of electricity, natural gas, and heat island impacts in new residential and commercial developments, thus reducing greenhouse gases.

Existing and abandoned buildings in the South Centre City area represent a substantial resource if they can be repurposed for another use. Depending on the age and quality of the structure, some may have historic roots and saving the building can also save a piece of history. Through adaptive reuse, buildings can be preserved for another use or brought back into use, and contribute to a more sustainable development



pattern. Adaptive reuse has the potential to not only conserve material resources, but also to lessen a building's impact on the environment through energy reduction and conservation by the use of contemporary passive design strategies.

2.3.6.2 Protect the quality of water resources and natural drainage systems.

Conservation and protection of water quality are key goals for the City. The Specific Plan emphasizes the incorporation of low impact development (LID) practices for private development and public improvements to protect the quality of water resources and ensure pollutants in runoff have been reduced to the maximum extent possible. LID techniques have the added benefit of providing additional green space, which provides environmental, social, and aesthetic benefits to South Centre City.



