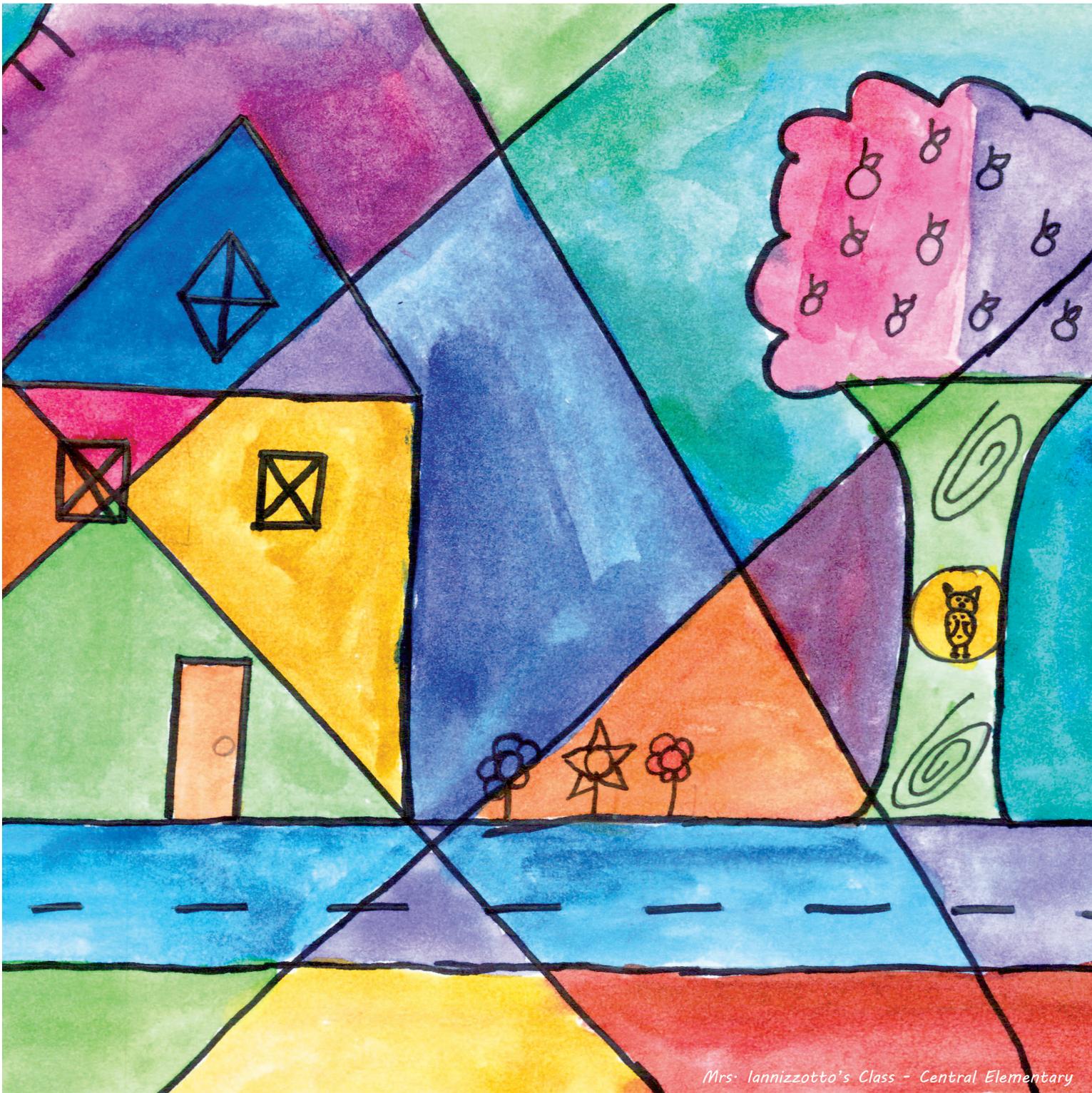


# CHAPTER 3



Mrs. Iannizzotto's Class - Central Elementary

DISTRICT PLANS

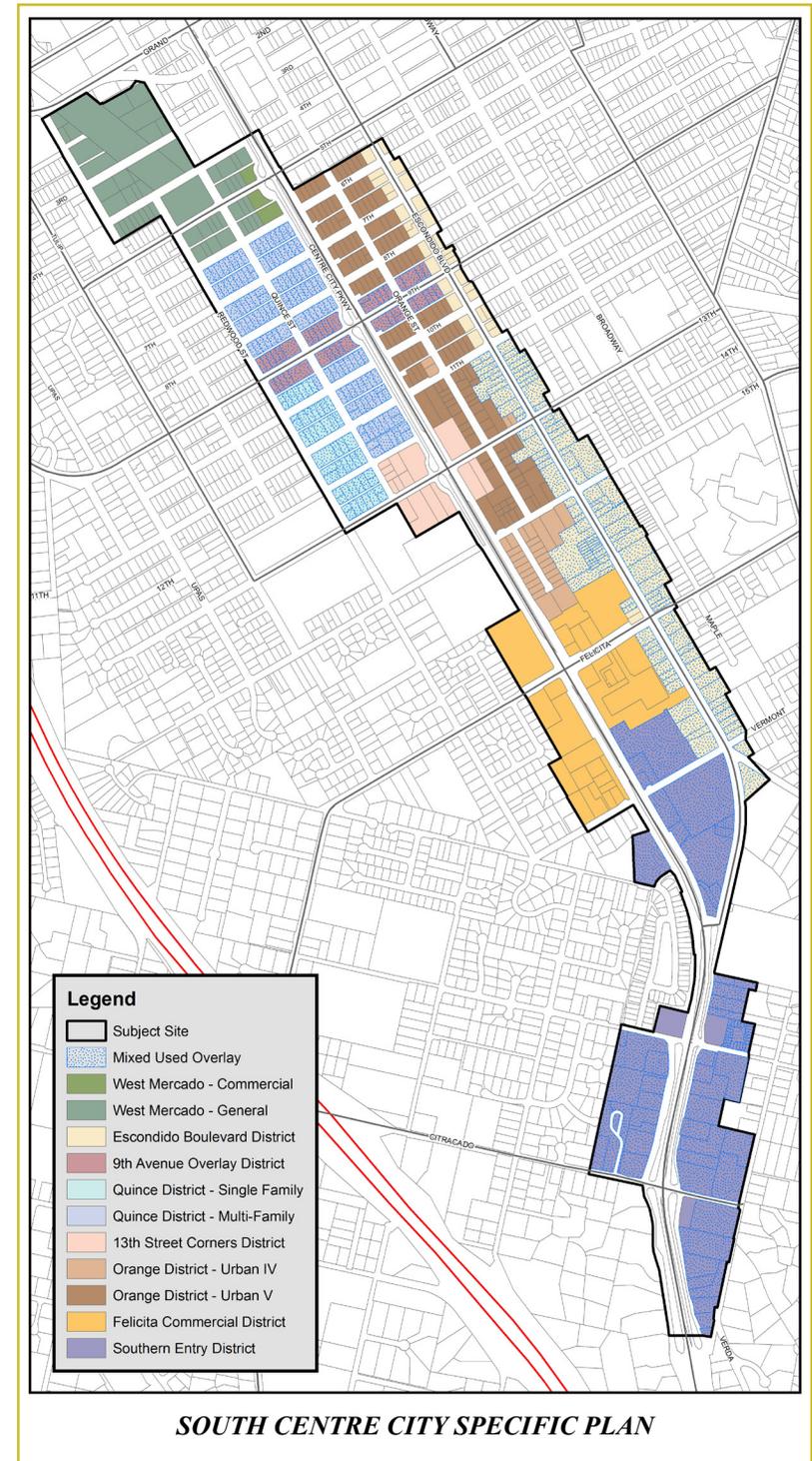
# 3.1 OVERVIEW

In recognition of the unique characteristics of South Centre City, the Specific Plan has been separated into eight districts. This Chapter describes the setting, vision, and development concepts for the eight districts:

- Escondido Boulevard District
- 9th Avenue Overlay District
- Quince Street District
- Orange Street District
- 13th Avenue Corners District
- Felicita Commercial District
- Southern Entry District
- West Mercado District

# 3.2 HOW TO USE THIS CHAPTER

A vision for each South Centre City district provides a focused description of the district’s future and supports the Specific Plan’s overall vision. Specific concepts are tailored to the unique needs of each neighborhood. District Plans provide policies pertaining to land use; mobility; design; and parks, recreation, and open space to both guide and evaluate the adequacy of proposed development. District specific Development Standards and Design Guidelines are included in each District Plan, and apply in addition to those listed in Chapter 5.



**SOUTH CENTRE CITY SPECIFIC PLAN**

# 3.3 ESCONDIDO BOULEVARD DISTRICT

## 3.3.1 Setting.

The Escondido Boulevard District (or “the Boulevard”) comprises 46 acres and extends along South Escondido Boulevard from the boundary of the Downtown Specific Plan on the north to Sunset Drive on the south, and includes the street-facing development along the corridor. This mile-long corridor features a mix of retail, commercial, residential and office uses, and some vacant properties. Much of the development is well established, however a few new mixed-use developments have been constructed providing needed housing in this area.

A mixed-use overlay applies to much of the Boulevard with the exception of properties at the intersections at 9th Avenue, 13th Avenue and Felicita Avenue. The Escondido Boulevard corridor provides a transition between Escondido’s more urban downtown and its surrounding lower-scale residential neighborhoods.

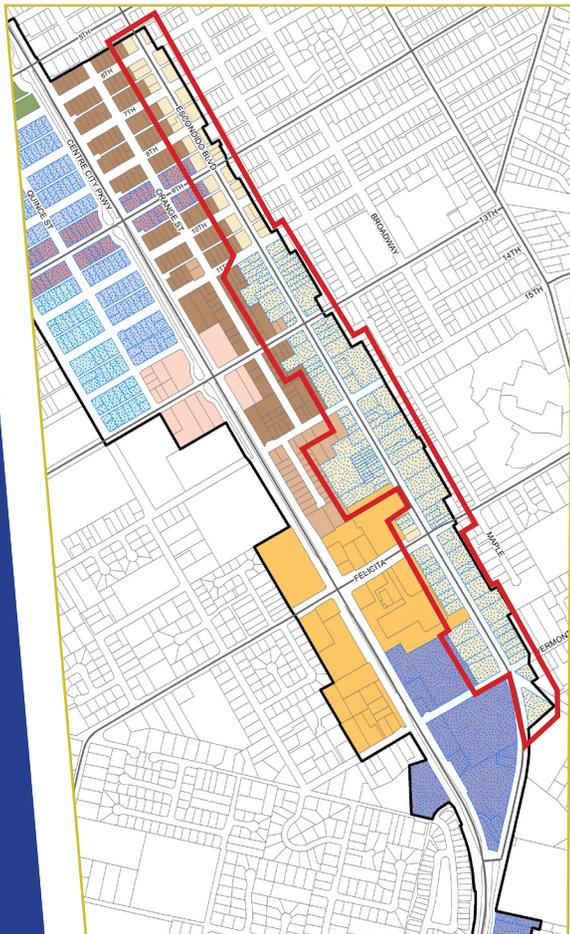


## 3.3.2 Escondido Boulevard District Vision.

The Boulevard is envisioned as a vibrant corridor with a mix of pedestrian-scale retail, service, restaurant, and residential uses that attract local residents and visitors alike. Unique shops, outdoor cafes and seating, shopkeeper and artisan businesses, and parklets promote a sense of liveliness to the entire area, while residents living in and near this district are able to walk or bike to the many neighborhood-serving uses. Entrepreneurship is supported and encouraged by new permitted uses and development types that provide flexible and innovative ways for people to live in proximity to their work, whether in the same building or dwelling unit, or at a Makerspace, café, or other small local business. As the main transit corridor in South Centre City, transit stops on the Boulevard are safe, comfortable, and attractively integrated into their surroundings, and buildings and sites are pedestrian-friendly.

It is a place of daytime, evening and weekend activity, creating an environment that feels safe and inviting. In addition to generating its own energy and excitement, the revitalized Boulevard is an extension of the activity of Grand Avenue. Public art, banners, and a pedestrian scale streetscape enhance the vibrancy and encourage reinvestment. Periodic public events are held along the Boulevard that celebrate the unique character and history of the district and bring visitors to the area.





### 3.3.3 Escondido Boulevard District Concepts.

This important corridor will be revitalized by both new infill construction, redevelopment and rehabilitation of existing properties, as well as streetscape and landscape improvements that improve the look and feel of the district. A mixed-use overlay is in place along much of the Boulevard (i.e. South of 11th Avenue). The development concepts for the areas inside the overlay and outside the overlay are described below. The permitted land uses tailored to implement the District’s vision encourage a combination of multi-family residential, neighborhood-serving uses and artisan, restaurant, entertainment, and other visitor-serving uses, that provide and support local employment and business start-ups. Land uses are found in Table 4.2 of Chapter 4, and the development standards and design guidelines that are applicable to this district are found in Chapter 5.

#### 3.3.3.1 Land Use Concepts.

The Escondido Boulevard District is implemented by two subareas—the Escondido Overlay Subarea and the Escondido Boulevard Commercial Subarea. The following land use concepts highlight some of the key ways land use will help achieve the vision for this district. See the Land Use Table in Chapter 4 for permitted uses.

#### *Practice Flexibility.*

The economic analysis prepared for the Specific Plan (See Appendix) concluded that there is an oversupply of commercial property in South Centre City, which may be contributing to vacant buildings, a lack of investment, and marginal uses. These market conditions have sparked interest by developers for flexibility to build residential-only development projects. In response, the mixed-use overlay in the Escondido Boulevard District also allows residential-only development with approval of a Plot Plan permit. Two prototypes for residential potential development have been prepared for the Escondido Boulevard District.





### ***Concentrate commercial activity between 5th Avenue and 11th Avenue.***

Lot sizes in this section of Escondido Boulevard are shallow and of insufficient size to support the construction of large multi-family housing developments without assembling parcels, although smaller scale housing would be appropriate here (e.g. row homes, artisan or shopkeeper style development). Concentrating commercial activity can generate pedestrian activity and provide opportunities for socializing, dining, and shopping. Examples of businesses that generate such pedestrian activity include coffee shops, bakeries, specialty retail, flower shops, beauty salons, microbreweries, cafés, and restaurants. This segment of the Boulevard could be further enlivened by encouraging property owners to use murals and colorful facades that would add additional vibrancy to the area.

### ***Preserve street-level commercial at important corners.***

Outside the mixed-use overlay are three intersections on Escondido Boulevard, at 9th, 13th Avenues and Felicita Avenue, identified as “activity nodes” where commercial uses are retained at the street level in each of these “nodes”. Development should have identifiable building forms, strong corner massing, and high-quality building design and materials. Pedestrian connectivity within the site and to adjacent properties is extremely important. Special streetscape treatments at these intersections should be provided, such as unique paving, landscaping, and public art.

### ***Retain existing properties of character and importance to the corridor.***

The following properties were identified through the public outreach component of the plan preparation as important components of community character for the District. The first two properties in the list are iconic businesses important to local residents. The last three properties are good examples of adaptive reuse, as they are historic cottages occupied by small businesses.

- 650 South Escondido Boulevard
- 903 South Escondido Boulevard
- 824 South Escondido Boulevard
- 828 South Escondido Boulevard
- 832 South Escondido Boulevard

### ***Encourage redeveloping of nonconforming uses.***

Certain land uses in the Escondido Boulevard District are no longer permitted and are considered legal nonconforming. Although they will be allowed to remain in accordance with nonconforming uses in the Escondido Zoning Code, this Plan encourages redeveloping to new uses that achieve the vision for the Boulevard.

### ***Allow single-family residence conversions.***

Existing single-family residences on Escondido Boulevard are permitted to function as shopkeeper units. This land use provides an opportunity and incentive to reinvest in these properties. Additionally, historic residential properties along the Boulevard have been converted to commercial businesses in concert with the underlying zoning. Should the commercial use become no longer viable, the Specific Plan allows property owners to reconvert the property to a residential use or to a mixed-use shopkeeper unit as market demand changes, according to the standards found in Table 5.2.

### 3.3.3.2 Mobility Concepts

The mobility concepts for the Escondido Boulevard District are designed to encourage walking, bicycling and supporting transit service. These concepts are detailed in the Mobility Chapter of this plan and outlined below:

#### *Upgrade intersections for pedestrian and bicycle safety.*

Visible, attractive crosswalks, bulb-outs, and improved connectivity for bicyclists will be prioritized along Escondido Boulevard. Locations appropriate for prioritizing because of traffic conditions, accident records, and the proximity to local schools include the intersections at 6th Avenue, 9th Avenue, 13th Avenue, and Felicita Avenue.

#### *Include pedestrian amenities with new development.*

To promote walking in the area, new development will include pedestrian amenities such as benches, landscaping, and street trees to improve the streetscape appearance.

#### *Install the planned Class III bike lane.*

The City's Bicycle Master Plan includes a Class III bicycle lane along the full length of South Escondido Boulevard. Bicycle parking will be installed as part of private development, and will be made available at strategic public locations along the Boulevard, such as at Felicita Mini-Park and at commercial nodes.

#### *Retain on-street parking.*

Where feasible, on-street parking will be retained to allow customers to park near the businesses they frequent. The supply of angled parking can be expanded along the side streets off the Boulevard where excess right-of-way exists.

#### *Promote the use of transit.*

The City will continue to work with transit providers to ensure the service is safe, convenient, and adequate to meet ridership needs. Additional bus shelters with real-time electronic readouts will be installed at strategic locations as development occurs along the Boulevard and adjoining neighborhoods.

#### *Install wayfinding signage.*

Wayfinding signage will be installed with an emphasis on directing people to the transit stops and bike routes on Escondido Boulevard, Felicita Mini-Park, the Pine Street Pathway, Downtown Escondido, and other recreational and cultural venues that are linked by the recreational network. The design should be unique, eye-catching, and an integral part of the overall streetscape theme for the district.





### 3.3.3.3 Design Concepts.

#### *Maintain Escondido Boulevard's pedestrian-oriented scale and character.*

An intimate and inviting scale of buildings is desired. Buildings will be oriented toward Escondido Boulevard, with parking provided to the rear whenever possible. Between 5th and 11th Avenues, structures should be located adjacent to the sidewalk. South of 11th Avenue, and on larger properties, new development should be articulated at the street edge to maintain pedestrian scale. Where setbacks are provided, they should include outdoor dining, seating, and/or landscaping.

#### *Unify the identity and character of the Escondido Boulevard District.*

Architectural designs should incorporate existing urban features found in the northern portion of the Escondido Boulevard, 9th Avenue, and West Mercado Districts, with rural features found in the Southern Entry District to establish a theme and character that is unique to the corridor. Character-defining streetscape amenities enhance walkability and create a memorable experience. Street trees, special pavement treatment, lighting, benches, public banners, and public art are important components of creating a special place.

#### *Ensure pedestrian-friendly design.*

The goal along this corridor is to create a visually interesting and pleasant walkable environment that also supports use of transit. Appropriate building height and massing will maintain a “human scale” for the district. Unique and attractive building materials, elements and features at the sidewalk level will provide visual interest and richness for pedestrians. Building entrances should be defined, visible, articulated and well lit. Parking will be located behind or beside buildings and the number of driveways will be minimized to help maintain the continuity of the streetscape adjacent to the sidewalk. Special design guidelines will ensure that building corners facing intersections or open space plazas create a welcoming appearance.





### ***Create shopkeeper, artisan units and flex-spaces.***

The creation of shopkeeper and artisan units, and flex space within units, is encouraged within the South Escondido Boulevard District. These specialized forms of mixed-use development combine residential and commercial space into one unit, which can reduce both housing and business costs for residents. These units can be constructed as stand-alone buildings, or combined into multi-family projects. Shopkeeper and artisan units include ground-floor commercial space, with residences on floors above or behind commercial areas, whereas the ground-floor space in flex-space units can be used for either residential or commercial purposes. In both cases, the commercial/flex space is attached to the primary residence, but also includes a separate entrance that allows visitors to access the commercial space without walking through the primary residence.

### ***Design multi-family residential developments to include stoops as first floor entries.***

Stoops that connect private living spaces to public streets are a core strategy for activating the edges of urban residential buildings while providing a separation buffer between the private interior use and the public street.

### ***Develop infill vacant parcels and redevelop blighted properties.***

Infill development is encouraged to replace vacant and blighted properties. Infill can upgrade the appearance of the corridor and remove the eyesore and public safety concerns associated with undeveloped or neglected sites.

### ***Rehabilitate and revitalize existing storefronts.***

Attractive, appealing building facades create a vibrant commercial area. Attractive architectural details should be used to enhance the scale and interest of buildings.

### ***Protect adjacent residential uses.***

This corridor is bordered by The Old Escondido Neighborhood Historic District to the east and the Orange Street district to the west. New development will be required to respect the scale of these properties through development standards and design guidelines that ensure compatibility.

***~ The creation of shopkeeper and artisan units, and flex space within units, is encouraged within the South Escondido Boulevard District ~***





*~ Escondido Boulevard provides an ideal opportunity for private developments to combine public right-of-way areas with their adjacent frontages to create attractive public spaces like parklets that extend the sidewalk into the parking lane to be used for seating and shade. ~*

### 3.3.3.4 Parks, Recreation, and Open Space Concepts.

#### **Activate Felicita Mini-Park.**

Felicita Mini-Park (at the northwest corner of West Felicita Avenue and South Escondido Boulevard) will be redeveloped with active uses such as outdoor fitness equipment, which can be used as a stand-alone facility or as an extension of the parcourse along Pine Street Pathway.

#### **Encourage public/private plazas, parklets, and pocket parks.**

Pocket parks can take many forms and can create interest in a targeted space, and substantially add opportunities to socialize, and improve fitness and health. With the addition of residences along the Boulevard, developers are required to incorporate recreational spaces for residents in each development, whether it is mixed-use or multi-family. With its parallel parking and proposed pedestrian bulb-outs, Escondido Boulevard provides an ideal opportunity for private developments to combine public right-of-way areas with their adjacent frontages to create attractive public spaces like parklets that extend the sidewalk into the parking lane to be used for seating and shade.

#### **Sponsor and encourage street fairs, festivals, open streets events.**

The pedestrian scale of the Boulevard, the inviting and unique businesses, the distinctive streetscape with banners, benches, and public art, and its connection to Downtown Escondido, make this district ideal for street fairs, festivals, and open street events. Holding events that reflect the heritage of the community and attract residents from other neighborhoods to the area are a positive way to support local businesses and artisans, demonstrate the City's commitment to investment in the area, promote volunteerism, and provide opportunities for social interaction.

### 3.3.4 District Specific Development Standards and Design Guidelines

#### 3.3.4.1 Development Standards.

1. Refer to Chapter 5 for additional Development Standards.
2. Main entries to development located on Escondido Boulevard shall orient toward Escondido Boulevard and not toward intersecting streets. Side and back entries on intersecting streets are allowed, but must be subordinate to the main entry.
3. Where existing setbacks vary, a defining edge shall be created by providing building articulation, attractive landscaping, pedestrian-scaled landscaped hedges, low fences, pergolas, or seat walls that align with the adjacent building facades.
4. All residential entries shall have front porches, entry courts, or entry stoops to create semi-private outdoor spaces that generate transitional spaces between public sidewalks and buildings.



#### 3.3.4.2 Design Guidelines.

1. Architectural themes for new development should combine some of the existing urban historic features found along the northern portion of the Escondido Boulevard, 9th Avenue, and West Mercado Districts with rural features found in the Southern Entry District to create a design vocabulary that is unique to the corridor. “Franchise-style” architecture is discouraged. New and infill development should respect the scale and character of existing adjacent buildings by employing transitional massing or design strategies.
2. Use building design or plaza open spaces to serve as landmarks visible along Escondido Boulevard.
3. Entries to ground-floor residential, shopkeeper, and artisan loft units in the Escondido Boulevard District should be oriented to the public right-of-way.
4. Encourage activated sidewalk features such as outdoor eating / café areas to support a pedestrian-focused environment.
5. Pedestrian connectivity within the site and to adjacent properties is extremely important. Access shall be provided concurrent with new and redevelopment proposals. In the event that such access is not granted by an adjacent property owner the applicant shall coordinate and relinquish future rights through the recordation of an easement or IOD.
6. Where property is insufficient to support a sidewalk café, encourage restaurants and cafés to host open spaces constructed in the parking lane outside a local business that provide space for table service for the business’ exclusive use (like a sidewalk café). (The design and location is similar to a parklet, as described in Chapter 7.)
7. Auto-centric land uses should minimize conflict point between pedestrians and cyclists. Minimize curb cuts.



# 3.4 9TH AVENUE OVERLAY DISTRICT

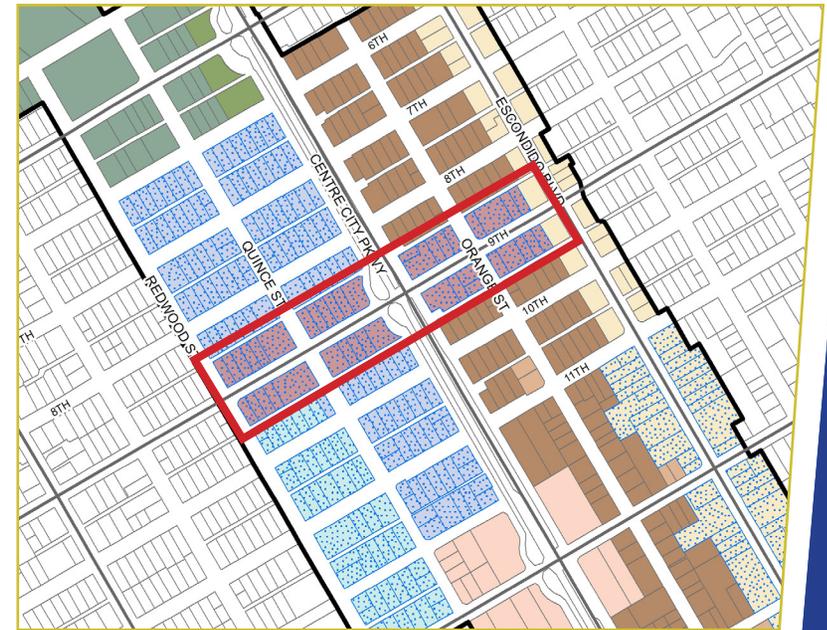
## 3.4.1 Setting

The 9th Avenue Overlay District includes the four blocks of street-facing development along 9th Avenue between Redwood Street on the west and South Escondido Boulevard on the east, and is bisected by South Centre City Parkway. Existing land uses are commercial and include primarily older retail, restaurant, office and service uses. Auto-oriented uses are established at the four corners of the Centre City Parkway and 9th Avenue intersection, including gas stations, auto sales and a car wash.

9th Avenue is also an important transportation link within Escondido because it connects to I-15 and the major shopping centers just west of I-15, and to South Escondido Boulevard and the adjacent Old Escondido Neighborhood Historic District to the east.

## 3.4.2 9th Avenue Overlay District Vision.

The 9th Avenue Overlay District is envisioned as a lively, walkable mixed-use and commercial corridor that provides neighborhood-serving goods and services to residents in the Quince and Orange Street Districts. A key feature of the 9th Avenue District is the enhanced pedestrian connection across Centre City Parkway to the Escondido Boulevard District, which will occur by implementing the district concepts described below. As properties are revitalized and renovated, new development will respond to market forces resulting in the construction of street-level commercial use synergies that create a vibrant and thriving urban place. 9th Avenue is a thoroughfare where neighborhood residents, employees, and visitors will frequent and provide pedestrian activity in the day and evening hours.



## 3.4.3 9th Avenue Overlay District Concepts.

### 3.4.3.1 Land Use Concepts.

The following land use concepts highlight some of the key ways land use will help implement the vision for the 9th Avenue Overlay District totaling 9 acres. See the Land Use Table in Chapter 4 for permitted uses.

#### *Allow flexible land uses.*

As properties recycle, owners will have the flexibility to choose to construct commercial serving land uses that accommodates a fuller range of allowed uses to foster a lively urban environment. Mixed-use will be permitted, when a minimum lot size of 20,000 SF is achieved.



### ***Encourage neighborhood-serving commercial.***

Preferred commercial uses in this district include small-scale, pedestrian-oriented businesses and services that allow surrounding residents to meet many daily needs without leaving their neighborhood. Examples of these uses are specialized retail, grocery stores, cafes and restaurants, office space, and personal and business service uses. Auto-oriented uses are discouraged in this district.

### **3.4.3.2 Mobility Concepts.**

The mobility concepts for the 9th Avenue Overlay District are designed to encourage more walking and bicycling, and make it easier to access transit at the intersection of 9th Avenue and Escondido Boulevard. The 9th Avenue Corridor District concepts are detailed in the Mobility Chapter of this plan and outlined below:

#### ***Install safe, visible, attractive crosswalks.***

New crosswalks are needed, especially across Centre City Parkway, Quince Street, and across 9th Avenue at the proposed Pine Street Pathway, to encourage residents to walk and bike to the recreational path, and to neighborhood-serving businesses and services.

#### ***Construct planned bike lanes.***

The Class II bikeway will be extended along 9th Avenue from Centre City Parkway to Redwood Street, as detailed in the City's Bicycle Master Plan, and will include a safe connection with the Pine Street Pathway. New development will be required to install private bike racks.

### **3.4.3.3 Design Concepts**

Given its low-scale residential and commercial character, design themes for this district capitalize on creating a quaint, modest-scaled, neighborhood-friendly development of commercial and residential mixed-uses.

#### ***Install landscaping and streetscape improvements.***

As properties recycle in this district, the addition of landscaping and streetscape improvements will help create a pedestrian-oriented welcoming appearance.



***Encourage shopkeeper and artisan units.***

The creation of both shopkeeper and artisan units is encouraged within the 9th Avenue Overlay District. These specialized forms of mixed-use development combine residential and commercial space into one unit, which can reduce both housing and business costs for residents. They can be constructed as stand-alone units, or combined into multi-family projects. Shopkeeper units include ground-floor commercial space, with residences on floors above or behind commercial areas. The ground-floor space in artisan units can be used for either residential or commercial purposes. In both cases, the commercial/ flex space is attached to the primary residence, but also includes a separate entrance that allows visitors to access any commercial space without walking through the primary residence.

***Implement pedestrian-friendly design.***

The goal along the 9th Avenue corridor is to create a visually interesting, walkable environment that welcomes residents and visitors. Appropriate building height and massing will maintain a “human scale” for the district. Unique and attractive building materials, elements and features at the sidewalk level will provide visual interest and richness for pedestrians. Parking should be located off the alleys behind buildings, and new driveways will not be allowed off 9th Avenue to maintain the continuity of the streetscape adjacent to the sidewalk. Special care should be used in designing building



corners facing intersections or open space plazas to create a welcoming appearance.

***Encourage outdoor rooms.***

At commercial facades, “outdoor rooms” should be created to accommodate outdoor dining and café spaces at the street level or on roof decks to promote visible pedestrian activity and provide interest within the area.

***Install gateway signage.***

A gateway sign at the west end of the district is proposed to indicate the entry into the 9th Avenue corridor and South Centre City. The design of the sign will help create an identity for the corridor and encourage community pride.

**3.4.3.3 Parks, Recreation, and Open Space Concept.**

***Make a direct connection to Pine Street Pathway.***

The Pine Street Pathway for bicycles and pedestrians will continue from the Quince Street District to the north, and extend along Pine Street through the center of the 9th Avenue Overlay District. While only a small portion of the pathway is within the 9th Avenue Overlay District, a key focal point for the trail is provided at the crossing of 9th Avenue. This location includes additional right-of-way between Centre City Parkway and Pine Street that can provide larger trail amenities such as exercise facilities, benches, public art, or play equipment.

### 3.4.4 District-Specific Development Standards and Design Guidelines.

#### 3.4.4.1 Development Standards.

1. Refer to Chapter 5 for Development Standards.
2. Main entries to development located on 9th Avenue shall orient toward 9th Avenue and not toward intersecting streets. Side and back entries on intersecting streets are allowed, but must be subordinate to the main entry.
3. Where existing setbacks vary, a defining edge shall be created by providing building articulation, attractive landscaping, pedestrian-scaled landscaped hedges, low fences, pergolas, or seat walls that align with the adjacent building facades.

#### 3.4.4.2 Design Guidelines.

1. Buildings facing 9th Street should have a “main street” type design character with shops and building frontages defining pedestrian-scaled and pedestrian-friendly walking corridors. “Franchise-style” architecture is discouraged.
2. Entries to ground-floor residential, shopkeeper, and artisan loft units in the 9th Avenue Overlay District should be oriented to the public right-of-way.
3. Commercial, shopkeeper, artisan loft, and/or mixed-use projects should have traditional design features that respect the scale and design character of the adjacent neighborhood buildings.
4. Architectural materials should focus on using traditional building materials such as stone, brick, enhanced concrete masonry block, stucco, steel, glass and wood.
5. Exterior building color palettes should be compatible with neighboring properties and complement the neighborhood. They should enrich the visual context of the district and support the feeling of “place. Discordant and jarring colors should be avoided.
6. Encourage activated sidewalk features such as outdoor eating / café areas to support a pedestrian-focused environment.
7. Where property is insufficient to support a sidewalk café, encourage restaurants and cafés to explore adding parklets (see definition in Appendix A) which are open spaces constructed in the parking lane outside a local business that provide space for table service for the business’ exclusive use (like a sidewalk café).
8. Provide pedestrian linkages where possible to connect parking lots and courts off alleys with major streets and building entries with interesting, yet safe pedestrian pathways. Encourage the use of murals and other art features to define and enhance these pedestrian pathways.



9. Apply context sensitive elements as sidewalk enhancements such as street trees, landscape parkways, pedestrian-scaled light poles, and intersection corner pop-outs on a project by project basis.
10. Use building design or plaza open spaces to serve as landmarks visible along 9th Avenue.
11. At the intersection of 9th Avenue and Orange Street, provide enhanced paving to reduce traffic speeds and promote a safe pedestrian crossing. This feature will also provide a central hub for the district to install wayfinding and monument signage.
12. At the same intersection noted in subsection 11 above, embellish building corners facing the intersection to provide interesting architectural features, such as diagonal entries, entry courtyards, outdoor café seating areas, or tower features.

# 3.5 QUINCE STREET DISTRICT

## 3.5.1 Setting.

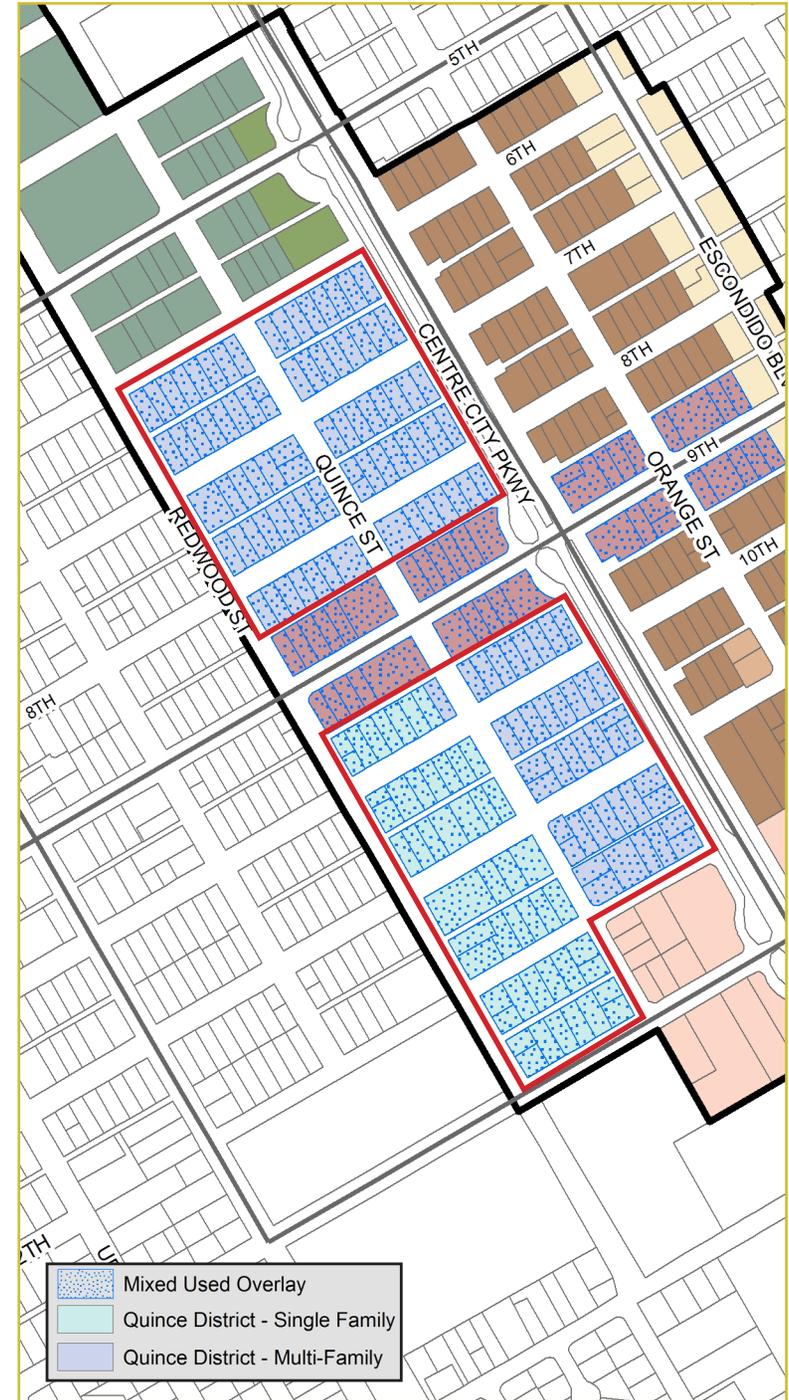
The Quince Street District is located south of and adjacent to the West Mercado District, and west of South Centre City Parkway, and totals 29 acres. South Quince Street extends through the center of the District from north to south, and the 9th Avenue Overlay District bisects the area from east to west. Land use is primarily single-family and light multi-family residential; some of the residences are directly adjacent to industrial land uses in the West Mercado District. Many of the homes are well established, with some over 50 years old. Lot sizes are approximately 7,000 square feet and alleys provide access to the rear of the properties. Sidewalks are missing in approximately half of the district. The Escondido Transit Center is located approximately five blocks north of this district.

## 3.5.2 Quince Street District Vision

The Quince Street District will continue to be a lower density, urban neighborhood with a variety of housing options, including single-family homes with accessory units, lower-density multi-family housing, and creative new housing types such as pocket neighborhoods and alley-oriented residential units above garages. Residents can walk or bike to local services and new restaurants and cafes on 9th Avenue, 13th Avenue Corners, and Escondido Boulevard. Many residents operate new home-based businesses made possible by the Major Home Occupation Permit. Their businesses are located in flex spaces inside their home, or in a new accessory building accessed from the alley. Limited amounts of customers are allowed to visit these home-based businesses. Economic prosperity will be raised for district residents by the operation of home-based businesses and rental income received from added residential units.

Over time, the sidewalk network in the district will be completed and bicycle lanes will be added. As appropriate, overly wide streets may be modified to give them a more attractive, residential feel by reducing the number of vehicle travel lanes to allow for angled parking with pedestrian and streetscape improvements.

Recreational opportunities will be increased with the addition of the Pine Street Pathway adjacent to Pine Street along the eastern edge of the District.



### 3.5.2.1 Land Use Concepts.

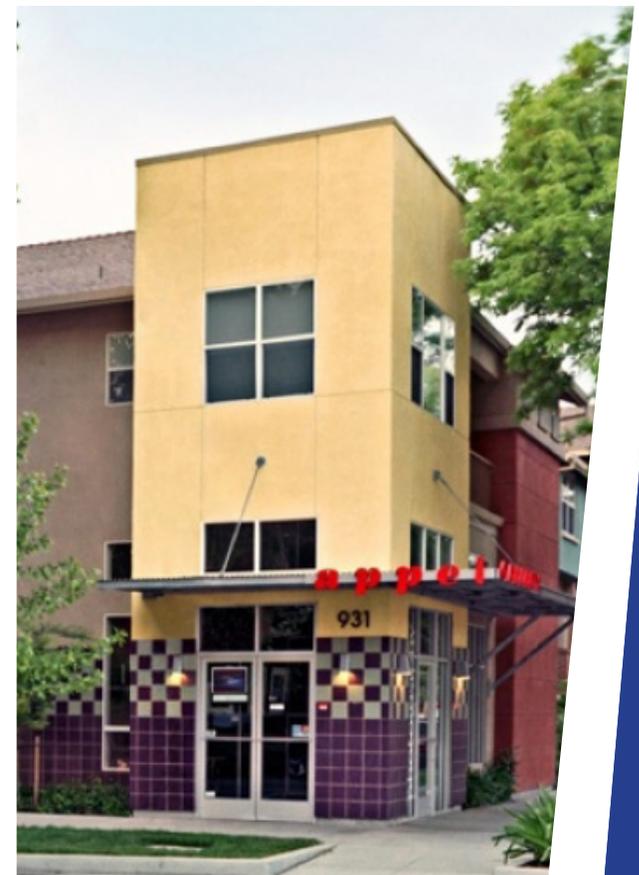
The Quince Street District is implemented by two subareas, including the Quince Street Single-Family Overlay, which allows single-family homes, and the Quince Street Multi-Family Overlay, which allows low-density multi-family residential development. The Quince Street Mixed Use Overlay allows Major Home Occupation business uses. The following land use concepts highlight some of the key ways land use will help achieve the vision for this district. See the Land Use Table in Chapter 4 for permitted uses.

#### *Encourage additional dwelling units.*

A more densely developed residential pattern is desired in this neighborhood to help address the City-wide shortage of housing units, provide additional housing options, and improve the economic condition of the district residents. The District should feature single-family homes with accessory dwelling units, duplexes, and low-density multi-family housing that is in character with surrounding development. Property owners are encouraged to add flex spaces to the existing or redeveloped residences to provide a dedicated space from which to operate a business from home. Accessory dwelling units including those constructed over alley-oriented garages are also encouraged.

#### *Allow for a new type of home-based business.*

The Specific Plan introduces a new type of home occupation permit called a Major Home Occupation, which allows a limited number of customers to visit the premises, subject to the regulations found in the Escondido Zoning Code Article 44, while maintaining the residential character of the neighborhood. The purpose of the Mixed-Use Overlay in the Quince Street District is to allow for more home-based business opportunities that provide new income sources for residents, and reduce business start-up costs for entrepreneurs.



### 3.5.2.2 Mobility Concepts.

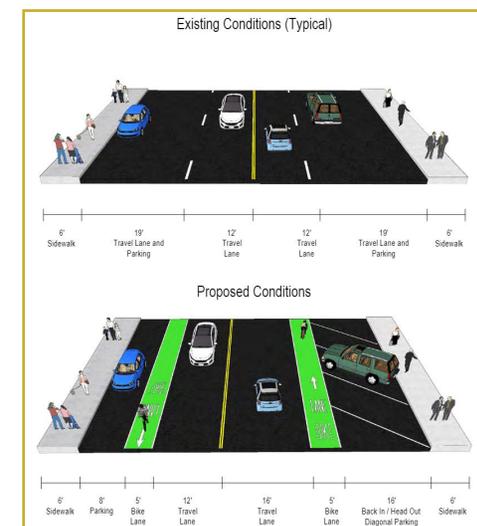
The mobility concepts for the Quince Street District are designed to encourage more walking, bicycling, and use of transit, and includes a “road diet” for Quince Street, and perhaps other streets in the district. These concepts are detailed in the Mobility Chapter of this plan and outlined below.

#### *Redesign Quince Street, implementing a “road diet”.*

The number of vehicle travel lanes along Quince Street can be reduced, while allowing room for wider sidewalks, bike lanes, additional parking, street trees and other streetscape amenities. This will greatly enhance the appearance, safety and functionality of this roadway. Said improvements that may affect roadway capacity, would be more thoroughly designed and analyzed by a separate and future process prior to implementation.

#### *Complete the missing sidewalk network.*

Because the Quince Street District is a residential neighborhood, completing the sidewalk network is a priority for improving pedestrian connectivity.





### ***Install visible, attractive crosswalks.***

Enhanced crosswalks will be part of the Quince Street “road diet” redesign. The specific locations will be determined during project design.

### ***Construct Class II bike lanes on Quince Street.***

The Escondido Bicycle Master Plan calls for the installation of bike lanes along Quince Street. This will be part of the roadway redesign project along Quince Street.

### ***Plan for a wayfinding system.***

As more development occurs, a wayfinding system will be developed to reflect a unified theme throughout the area and facilitate pedestrian and bicycle connections to downtown, transit, recreation and other amenities.

## **3.5.2.3 Design Concepts.**

### ***Promote creative new housing types.***

Developing “pocket neighborhoods,” and/or courtyard-style developments, by combining two or more parcels that share landscape open areas and link residential streets with alleys, is encouraged for this neighborhood. All residential units will orient toward Quince Street or the landscape open areas. Development at ends of blocks should align with new pocket neighborhood developments and provide entries, front porches or courtyards that face public streets. Residential parking is required to be located along alleys.

### ***Two development prototypes were tested for market feasibility.***

At the time the market analysis was prepared (August 2016), this type of development would only be feasible with added incentives or subsidies.

### ***Incorporate security-oriented design techniques.***

Physical design features discussed in Chapter 5 can discourage crime. Crime prevention features will be a component of the design of all new projects in the District, in collaboration with the Escondido Police Department.



### ***Improve alleys.***

The addition of green infrastructure along alleyways, as discussed in Chapter 8, will provide for stormwater treatment and improve overall appearance, making them desirable for alley-oriented development (also known as “lane housing”) such as residential-over-garage units.

### ***Consider vacation of right-of way to achieve density in the Multi-Family Overlay.***

Excess right-of-way exists along several public streets in this district, including 6th, 7th, 8th, 10th, 11th and 12th Avenues. Vacating part of these right-of-ways will add sufficient square footage to adjacent properties to accommodate two dwelling units on a single lot while still adequately serving the transportation needs of the neighborhood residents. Excess right-of-way can also be used to add angled or reverse-angled parking along one side of the street to increase the supply of parking for the Quince Street neighborhood, and accommodate the needs of anticipated home-based businesses. California law prevents the city from imposing extra parking requirements on a property owner for accessory dwelling units within ½ mile of transit.

## **3.5.2.4 Parks, Recreation, and Open Space Concept.**

### ***Increase recreational options with Pine Street Pathway.***

The Pine Street Pathway will extend along the entire eastern edge of the Quince Street District. With its walking/biking trail, parcourse exercise facilities, benches, and other recreational amenities, this path will function as a linear park and greatly expand recreational opportunities for residents in this district. Details of the Pine Street Pathway are found in Chapter 7: Parks, Recreation and Open Space.





### 3.5.3 District Specific Development Standards and Design Guidelines.

#### 3.5.3.1 Development Standards.

1. No Quince Street District Specific Development Standards.
2. Refer to Chapter 5 for Development Standards.

#### 3.5.3.2 Design Guidelines.

1. Encourage the development of “pocket neighborhoods” by combining two or more parcels with a shared landscape open areas that links the residential streets with alleys. All residential units face the main streets or the landscape open areas.
2. Front porches or entry courts should be included to create semi-private outdoor spaces that form transitional spaces between yards and buildings.
3. Infill housing units over garages should be oriented to alleys.
4. Infill development and additions shall maintain the residential scale and design character of existing homes. Utilize or complement existing residential design styles such as Craftsman, Mission, Spanish Revival, and Ranch that emphasize low-scale residential character with applicable detailing.
5. Exterior building color palettes should incorporate historic colors that create a comfortable and pleasing residential character. Colors should be compatible with neighboring properties and complement the neighborhood. Overly bright or jarring colors are discouraged.
6. Acceptable design materials may include exposed masonry brick, stone, stucco, cementitious or wood siding. Metal, aluminum, fiberglass or other materials not listed above are discouraged.
7. Infill development should respect the scale and architectural design of adjacent existing buildings by aligning architectural features and trim with adjacent homes.





8. Utilize architectural design that incorporates pedestrian scaled elements to promote outdoor social spaces and create semi-private transition zones, such as front porches, entry courtyards, and/or landscape seating areas.
9. Create entry courtyards using low site walls or picket fences less than 36" in height adjacent to right-of-way areas to define courtyard edges from public sidewalks and streets.
10. Provide pedestrian linkages where possible to connect streets with alleys by installing interesting, yet safe pedestrian pathways.
11. Enhance and/or expose interesting existing architectural design features where available.
12. Allow existing homes to provide infill development for approved home office / commercial flex spaces in accordance with the Major Home Occupation Permit. Additions shall respect the residential scale and design character of existing homes.

## 3.6 ORANGE STREET DISTRICT

### 3.6.1 Setting.

The Orange Street District extends along both sides of South Orange Street, generally between 5th and 6th Avenue at the north, to the Felicita District to the south. It is a linear residential district of approximately 38 acres with a mix of single- and multi-family housing situated between Centre City Parkway and South Escondido Boulevard. Alleys provide access to the rear of the properties in this district. Access to the west is limited to a few east-west crossings at Centre City Parkway, and many of the east-west streets and alleys end in cul-de-sacs at Centre City Parkway. Solid walls separate the developments at the south end of the district from the adjacent commercial development along Felicita Ave and Centre City Parkway.

### 3.6.2 Orange Street District Vision.

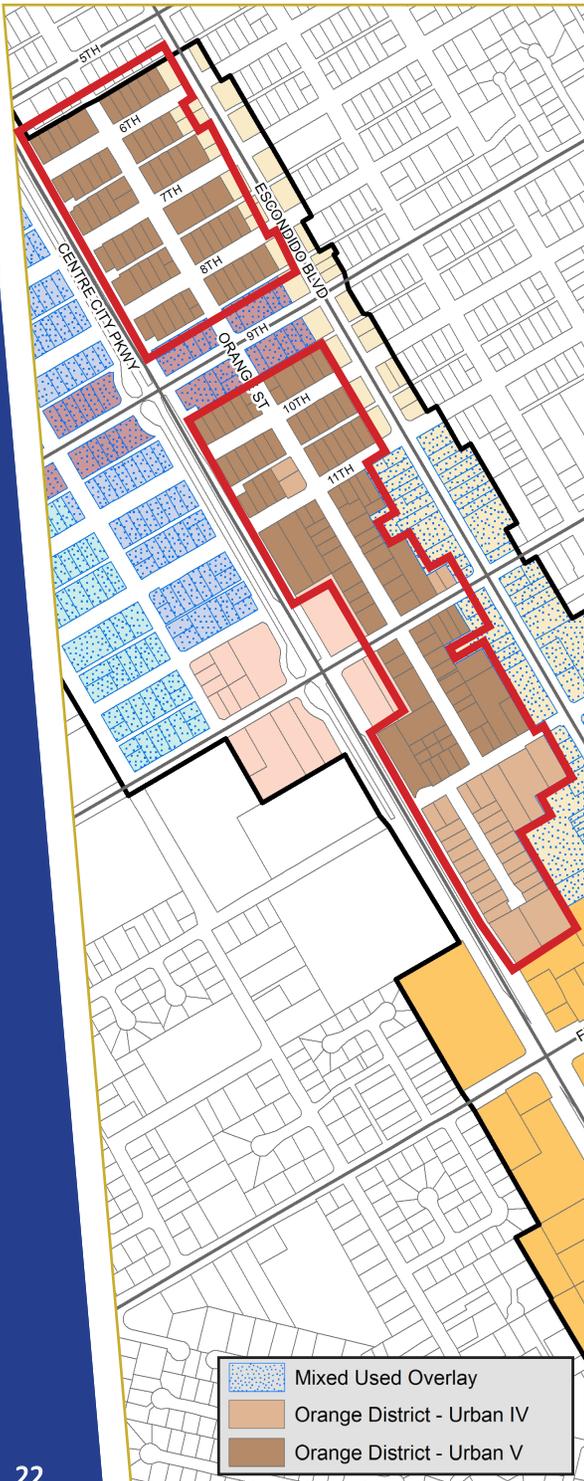
The Orange Street District is envisioned as transitioning to a higher-density urban, walkable, multi-family neighborhood with a mix of housing types, including multiple detached units on single lots and multi-family housing developments. This district provides for the highest permitted density—up to 30 du/acre—when properties are consolidated and other key General Plan policies are implemented. Its close proximity to downtown Escondido, transit and services along Escondido Boulevard and 9th Avenue, and the need for more housing, make it an ideal location for pedestrian- and transit-oriented development. The principles of security-oriented design are emphasized as a deterrent to crime, with well-maintained landscaping, and development designed to provide “eyes on the street.” Alleys are transformed into safe, beautiful, sustainably landscaped, active transportation networks that provide incentives to develop new residential units that orient toward the improved alleys.

Owners are encouraged to increase densities on their properties by adding accessory units, consolidating lots and building multi-family units, or developing small lot subdivisions as a means to increase income, bolster economic prosperity and expand housing options.

### 3.6.2 Orange Street District Concepts.

#### 3.6.3.1 Land Use Concepts.

The Orange Street District is implemented by two subareas—the Orange Street Urban IV Subarea and the Orange Street Urban V Subarea. The following land use concepts highlight some of the key ways land use will help achieve the vision for this district. See the Land Use Table in Chapter 4 for permitted uses.



***Transition to higher-density multi-family residential.***

A transition to higher density infill multi-family residential development is a goal for this district. The predominant land use category is Urban V (see the Orange Street Urban V Area) which allows a maximum density of up to 30 du/acre, with a minimum density of 21 du/ac, (see Chapter 4). The area south of 15th Avenue, along Orange Place (see the Orange Street Urban IV Area) allows a density of up to 24 du/acre. Infill projects should be designed to promote walkability. Ensuring quality design and compatibility with adjacent development is a priority and is especially important as this district transitions into a higher-density neighborhood.

***Encourage additional dwelling units.***

Properties with single-family homes are encouraged to either add accessory units or recycle to multi-family development to help address the citywide shortage of housing units, improve the economic status of property owners by adding rental income, and expand housing options. Detached accessory units, as well as units constructed over alley-oriented garages, are encouraged.

***Child care homes and centers.***

As new multi-family units are constructed in the Orange Street area, the City will work with developers and property owners to include childcare services where feasible.

**3.6.3.2 Mobility Concepts.**

The mobility concepts for the Orange Street District are designed to encourage walking and bicycling, and are detailed in the Mobility Chapter of this plan and outlined below.

***Install new crosswalks.***

Safe, attractive and highly visible crosswalks are needed to enable pedestrians to cross both at 9th Avenue and at Centre City Parkway to connect to the Pine Street Pathway.

***Create a new pedestrian connection.***

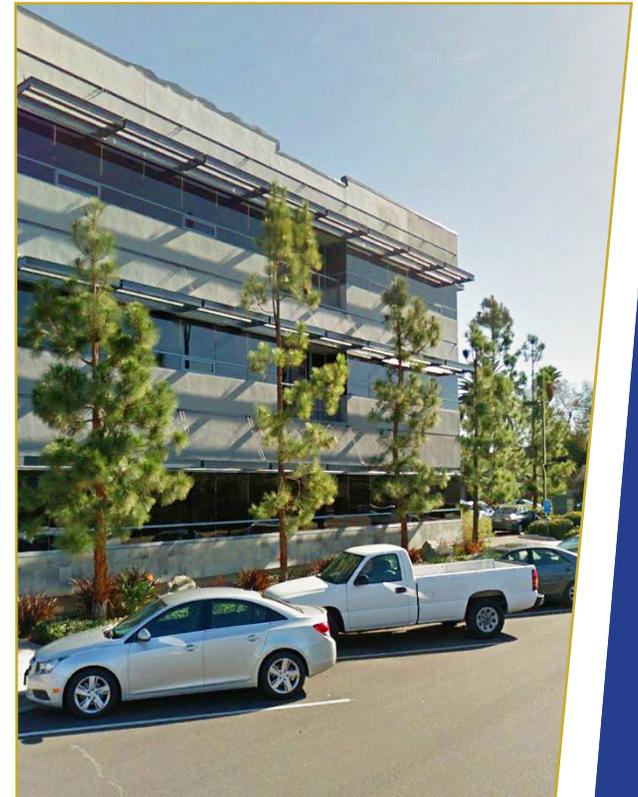
Construct a direct pedestrian connection at the southern terminus of Orange Place to the commercial development immediately to its south along Felicita Avenue to provide convenient pedestrian access and considerably reduce the distance for residents to access shops and services.

***Require bike parking.***

New multi-family development will be required to provide protected bicycle parking.

***Install wayfinding signage.***

Wayfinding will carry through the theme of the area, and direct residents to the transit stops on the Boulevard, Downtown Escondido, the bikeways, and the Pine Street Pathway.



### 3.6.3.3 Design Concepts.

#### *Promote quality site and building design.*

As this district transitions from single-family and lower density multi-family residential uses to high-density residential infill development, ensuring quality site and building design is a priority, including architecture, building materials, and landscaping. Site design that integrates open space and recreational amenities is also emphasized.

#### *Require smart growth oriented design.*

Nearly the entire district is within a ¼-mile distance of a transit stop on Escondido Boulevard, as well as shops and services located in the Escondido Boulevard District. Other commercially oriented districts are also within easy walking and bicycling distance. These factors make the Orange Street District one of the best-suited residential districts for pedestrian- and transit-oriented development.

#### *Incorporate security-oriented design principles.*

Buildings and landscaping will be constructed and maintained using the security design guidelines described in Chapter 5. Resident safety should be a critical component of infill design.

#### *Improve the alleyways.*

The addition of green infrastructure along the alleys, as discussed in Chapter 8, will offer stormwater treatment opportunities and improve the appearance of the alleys making them an asset to the community. Attractive, green, safe alleys provide an incentive to orient accessory dwelling units and new multiple-family units toward alleys, and also provide an incentive for investment.



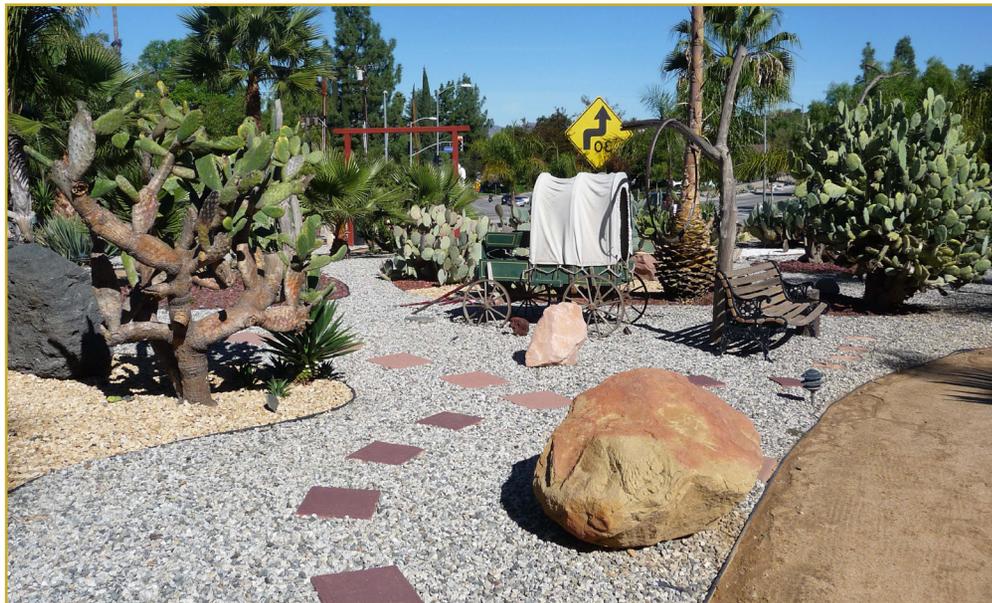
### 3.6.3.4 Parks, Recreation, and Open Space Concepts.

#### *Provide access to public recreational facilities and open space.*

As residential densities increase in the Orange Street District, the need for additional open space and recreational opportunities will also increase. Implementing the recreational network components provided in the Parks, Recreation, and Open Space Chapter is a priority for the Orange Street District. The Pine Street Pathway will serve as a linear park for the Orange Street District; the amenities, including a walking/bicycling trail and parcours, are within ¼ mile or less of the majority of the district. Incorporating a parcours station in the Felicita Mini-Park and completing the bicycle paths as described in the Mobility Chapter, will significantly increase both the quantity and quality of recreational amenities available to residents of the district. Due to the limited number of signalized intersections across Centre City Parkway, and other safety issues identified in the Opportunities and Constraints Report, enhancement of intersections as described in the Mobility Concepts above and Chapter 7 will be a priority for the Orange Street District.

#### *Incorporate recreational amenities into new development.*

New multi-family development is required to provide open space as specified by development standards for this district.



## 3.6.4 District Specific Development Standards and Design Guidelines

### 3.6.4.1 Development Standards.

1. No Orange Street District Specific Development Standards
2. Refer to Chapter 5 for Development Standards.

### 3.6.4.2 Design Guidelines.

1. Pocket neighborhood housing is encouraged for new development in the Orange Street District. See the Quince Street District for recommended prototypes.
2. Development projects should have contemporary design features that respect the scale and design character of the adjacent neighborhood buildings. Design themes should borrow and complement the colors and materials of existing high quality, established homes.
3. Building materials for development projects facing major streets should complement the contemporary design character. Materials may include stone, exposed concrete, concrete masonry block, stucco, steel, brick, glass and wood.
4. Exterior building color palettes should be compatible with neighboring properties and complement the neighborhood. They should enrich the visual context of the district and support the feeling of “place”. Discordant and jarring colors should be avoided
5. Provide transitional design strategies for larger developments that are adjacent to existing single-family homes. Recognizing that change will happen over time, in the intervening period, evaluate nearby properties for character elements that can be replicated in new developments, such as architectural features or landscape elements.
6. Provides development step backs above two stories facing public streets to maintain existing character of the Orange Avenue District.
7. All residential unit entries should have front porches, entry courts, or entry stoops to create semi-private outdoor spaces that generate transitional spaces between public sidewalks and buildings.
8. Balconies should overlook internal courtyards or open areas and not orient towards overlooking private residential homes.
9. New or infill developments should provide an internal private street with street trees and other amenities to align a row of residential units at the back of the parcel.



## 3.7 13TH AVENUE CORNERS DISTRICT

### 3.7.1 Setting.

Located at the intersection of Centre City Parkway and 13th Avenue, this 9-acre District consists of the parcels that create four commercially designated “corners” of the intersection. Current uses on the west side of the intersection are a Sprouts grocery store and a sit-down casual restaurant. On the east side of Centre City Parkway is a strip-commercial center and fast food outlet on one corner, and on the remaining corner is a building that was previously a single-story motel, now occupied by a camper sales business.

### 3.7.2 13th Avenue Corners District Vision.

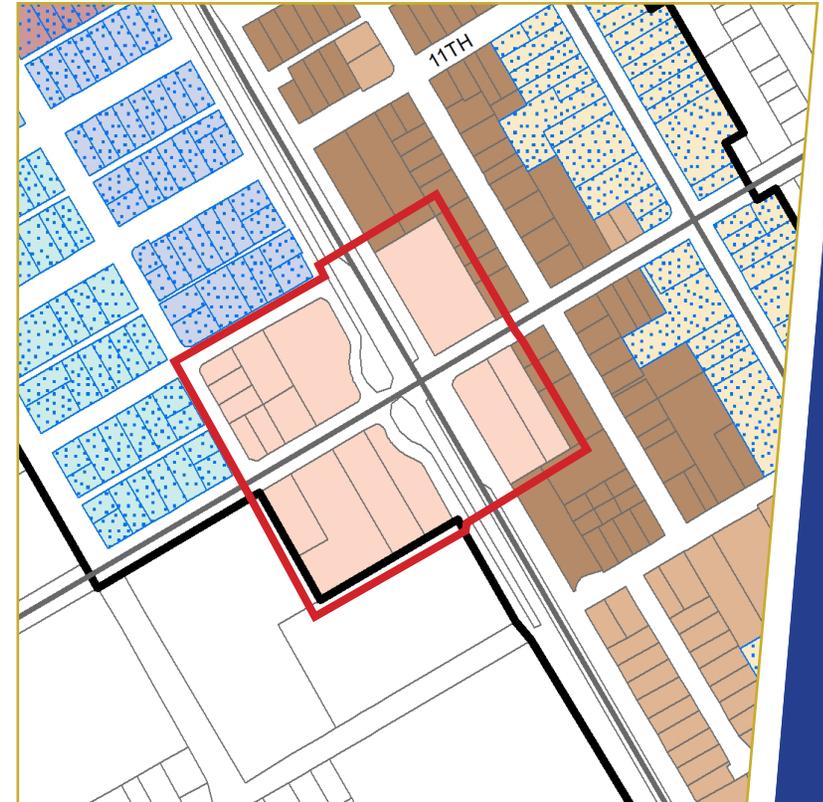
As one of the signalized intersections along South Centre City Parkway, the 13th Avenue Corners District is a focal point along the corridor. The Pine Street Pathway is an important component of the identity of this District, making it a destination for pedestrians and bicyclists. Both public and private right-of-way will be activated along the western side of Centre City Parkway by providing amenities desirable to users of the recreational trail and commercial businesses, such as parcourse exercise equipment, play structures, and benches for enjoying the nearby food offerings, and for social interaction.

Enhanced pedestrian crosswalks are attractive, improve safety, and encourage walking in the area. Bicycle crossings are separated from the pedestrian crossings for safety of both groups of users. A unique landscape theme unifies the four corners of the district, adding to the ambiance and appearance. A public art program at this intersection further enhances the appearance of the 13th Avenue Corners and defines the district as distinct and unique. A robust wayfinding program that incorporates elements of public art further encourages walking, bicycling, and use of the nearby transit stop at the intersection of 13th Avenue and Escondido Boulevard.

### 3.7.3 13th Avenue Corners District Concepts.

#### 3.7.3.1 Land Use Concepts.

The following land use concepts highlight some of the key ways land use will help achieve the vision for this district. See the Land Use Table in Chapter 4 for permitted uses in the 13th Avenue Corners District.



#### *Encourage underutilized property to redevelop.*

The property at the northeast corner of Centre City Parkway and 13th Avenue is likely to redevelop over the life of the Specific Plan. Commercial development at this location is envisioned to be consistent with the other three corners of this intersection. The attractive design, character and setbacks of the existing southwest commercial building will be replicated on this parcel. Redeveloping this property is an ideal opportunity to tie the four corners together with a combination of public and private improvements

### 3.7.3.2 Mobility Concepts:

The mobility concepts for this district encourage more walking and bicycling, and are detailed in the Mobility Chapter of this plan and outlined below:

#### *Improve the intersection of 13th Avenue, Centre City Parkway and Pine Street.*

Intersection improvements will enhance safety, and thereby increase pedestrian and bicycling opportunities. Improvements include attractive crosswalks, integrated bike lanes, and seamless connections to the Pine Street Pathway and associated recreational amenities near this location.

#### *Provide pedestrian amenities.*

Wayfinding signs and information kiosks will inform and direct pedestrians to nearby transit, downtown, and other nearby places of interest.

#### *Provide bicycle parking.*

Safe, secure bicycle parking will be included as part of new development to promote biking, particularly to patronize the commercial businesses in this district.

### 3.7.3.3 Design Concepts.

#### *Create a signature intersection.*

A distinct landscape theme, combined with the identified mobility improvements, will create a more prominent intersection. Wayfinding signs and the streetscape amenities discussed for the Pine Street Pathway help create a distinctive appearance. Canopy trees shall be preserved or replaced

#### *Emphasize public art.*

A public art theme incorporating sculptures or other interesting art pieces strategically located at the four corners of the intersection will unify the district and provide Centre City Parkway more of a neighborhood scale and identity.



### 3.7.3.4 Parks, Recreation, and Open Space Concepts.

Strategically link the Pine Street Pathway to commercial uses. Integrating picnic tables or benches for resting in the lesser-used eastern part of the grocery store parking lot with the Pine Street Pathway would promote greater use of the nearby recreational amenities.

## 3.7.4 District Specific Development Standards and Design Guidelines.

### 3.7.4.1 Development Standards.

1. Landscaping along Centre City Parkway shall be “canopy” restorative to the extent practicable, to the satisfaction of the Director of Community Development. For meeting the intent of the section, a buffer yard shall be provided along the entire frontage and feature a strong collection of industry and canopy trees.
2. Refer to Chapter 5 for Development Standards.

### 3.7.4.1 Design Guidelines.

1. Infill development at the northeast corner of Centre City Parkway and 13th Avenue is anticipated during the life of the plan. Redevelopment of this corner should be consistent with the setbacks and design character of existing southwest corner commercial building.
2. All corners of the intersection of 13th Avenue and Centre City Parkway should have consistent and compatible landscaping to emphasize the intersection as a key commercial destination along 13th Avenue and Centre City Parkway.
3. Provide pedestrian amenities at landscape corners and along the Pine Street Pathway, such as wayfinding signs or information kiosks.
4. Provide interesting outdoor pedestrian destinations such as public art, plazas, food courts, tables, benches, and/or other site amenities.



## 3.8 FELICITA COMMERCIAL DISTRICT

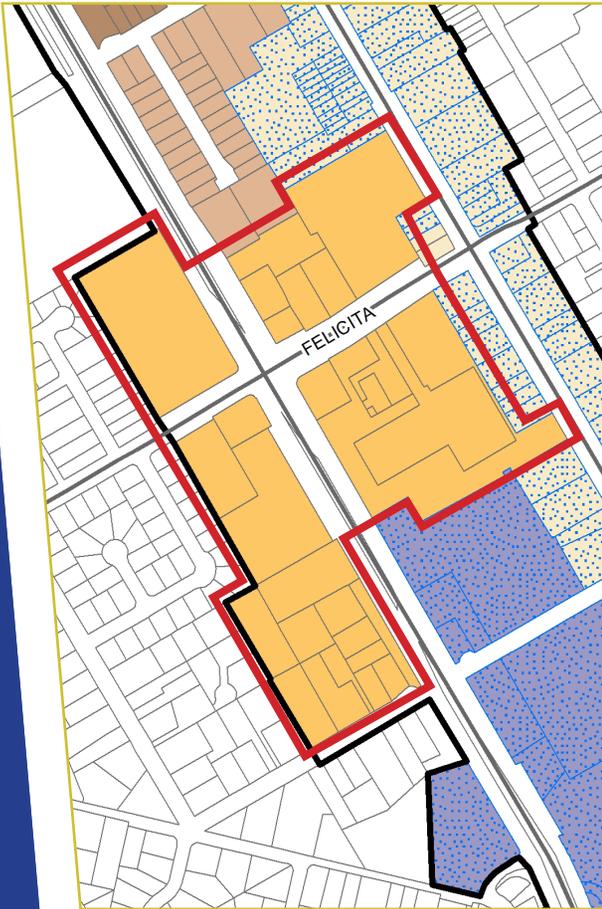
### 3.8.1 Setting.

The Felicita Commercial District is an active commercial area with regionally serving retail businesses including grocery stores, national pharmacy chains, fast food outlets, gas stations and other retail and commercial outlets totaling approximately 33 acres. Located at the intersection of Centre City Parkway and Felicita Avenue, the shopping centers at each of the four quadrants are strip commercial-style and highly auto-oriented. The commercial centers are economically viable and land uses are not expected to change significantly over the life of the South Centre City Specific Plan.

The shopping centers are separated from adjacent residential neighborhoods by masonry block walls. As a result, nearby residents have to walk a significant distance to access the nearby stores, or drive.

### 3.8.2 Felicita Commercial District Vision.

The Felicita Commercial District is envisioned as an active commercial area with larger-scale businesses that serve South Centre City residents as well as customers from surrounding neighborhoods and communities. As properties recycle, outdoor common areas or plazas are incorporated into the existing commercial developments to serve as community gathering





spaces for social interaction. Where solid walls once blocked access, convenient pedestrian entry points and shortcuts are created to improve accessibility to the shopping centers and encourage those living nearby to walk and bike for everyday shopping needs.

### 3.8.3 Felicity Commercial District Concepts.

#### 3.8.3.1 Land Use Concept.

The following land use concept is included to help achieve the vision for this district. See the Land Use Table in Chapter 4 for permitted uses in the Felicity Commercial District.

##### *Create public spaces in existing centers.*

The opportunity to reconfigure existing parking lot or sidewalk plans should be explored to add outdoor common areas or plazas as community gathering spaces. For example, one of the grocery stores periodically grills specialty food items from a temporary location in the center's parking lot for sale to its customers. Because the parking lot lacks a dedicated space for this activity, the existing parking inventory is reduced and parking lot circulation is compromised during these events. Adding a dedicated space for such events would relieve parking lot congestion and add to the commercial success of these shopping centers.

#### 3.8.3.2 Mobility Concepts.

The mobility concepts for the Felicity Commercial District are designed to encourage more walking and bicycling, and are detailed in the Mobility Chapter of this plan and outlined below:

##### *Install intersection improvements at Felicity Avenue and Centre City Parkway.*

Intersection improvements will be focused on enhanced safety for pedestrians and cyclists and include visible, attractive crosswalks, adequate-sized mid-intersection pedestrian refuges, signage and other improvements to reduce collisions.

##### *Create pedestrian access points for nearby residents.*

This will encourage more nearby residents to walk for short shopping trips.

##### *Ensure a seamless connection with the Pine Street Pathway.*

The recreational path will allow users to access the shops in this district, and integrate with the bike path along Felicity Avenue.

##### *Install wayfinding signage.*

Wayfinding will direct pedestrians and cyclists to the closest transit stop at Felicity Avenue and Escondido Boulevard, Pine Street Pathway, Felicity Mini-Park, and the recreational network.



***Extend bike lanes.***

Construct the planned extension of the Class II bikeway along Felicita Avenue from Centre City Parkway to Escondido Boulevard as detailed in the Bicycle Master Plan, and complete the missing bike lane (of approximately 600 feet) northbound on Centre City Parkway north of Felicita Avenue. Enhanced striping of bike lanes will better delineate the entrances to commercial centers and improve safety for bicyclists.

***Install bicycle parking facilities.***

Bicycle parking will be required for new development projects in this district to encourage residents to bicycle for short trips.

**3.8.3.3 Design Concepts.**

***Provide signature landscaping.***

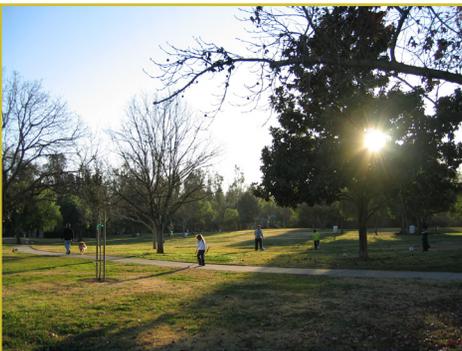
A comprehensive landscape theme utilizing native and drought-tolerant plants designed for the public right-of-way should be extended onto private property to enhance the visual character of the area and unify the four commercial corners.

***Construct additional access points.***

Encourage shopping center owners to construct safe, close and convenient entry points between adjacent residential development and nearby shops, and to encourage walking and biking for short trips. Creative solutions are encouraged, such as creating an access through a previously solid wall.

***Retrofit parking lots with green infrastructure.***

The existing auto-oriented commercial development makes this the prime district to retrofit large expanses of asphalt with green infrastructure techniques (see Chapter 8) during property reinvestment.



### 3.8.3.4 Parks, Recreation, and Open Space Concepts.

*Provide a transition from the Pine Street Pathway to the rest of the recreational network.*

The Pine Street Pathway terminates at this district and should have a direct connection to the existing shopping centers (refer to the Parks, Recreation and Open Space Chapter for the full description). The Pathway should also connect with the planned extension of the Class II bikeway along Felicity Avenue from Centre City Parkway to South Escondido Boulevard, and to Felicity Mini-Park.

## 3.8.4 District Specific Development Standards and Design Guidelines.

### 3.8.4.1 Development Standards.

1. No Felicity Commercial District Specific Development Standards
2. Refer to Chapter 5 for Development Standards.

### 3.8.4.2 Design Guidelines.

1. The Felicity Commercial District will remain an auto-oriented district; therefore, architectural themes should build upon the contemporary design of newer commercial buildings that are easy to identify from passing vehicles.
2. Design should complement elements found in the adjacent Southern Entry District, which utilizes simple forms and materials that evoke the agrarian history of the area. Building materials may include commercial grade standing seam or corrugated metal roofs, wood or composite lapped siding, stone or features at building bases or entries, or similar materials to suggest the rural theme.
3. Install monument signage at key driveways and intersections that mimic the architecture styles presented above and assist with clear traffic wayfinding.
4. All corners of the intersection of Felicity Avenue and Centre City Parkway should have consistent and compatible landscaping, to emphasize the intersection as a key commercial destination along Felicity Avenue and Centre City Parkway.
5. Provide transitional massing and building design features between commercial and adjacent residential buildings.

## 3.9 SOUTHERN ENTRY DISTRICT

### 3.9.1 Setting.

The Southern Entry District serves as the southern entrance into Escondido from the I-15 freeway and is approximately 67 acres in size. The area is bisected by Centre City Parkway, which directly accesses the I-15 Freeway. Frontage roads occur on both sides of Centre City Parkway, named Escondido Boulevard on the east side and South Centre City Parkway on the west. Sidewalks are in place along much of the frontage roads, but gaps in the sidewalk network exist. As a result, existing development in the District sets back from the frontage roads, is widely separated and auto-oriented. Currently there is no transit service to this area.

The area is in transition. The existing development is primarily a mix of existing commercial and residential uses, and undeveloped properties; several new medium-density residential projects have recently been constructed or are in progress.

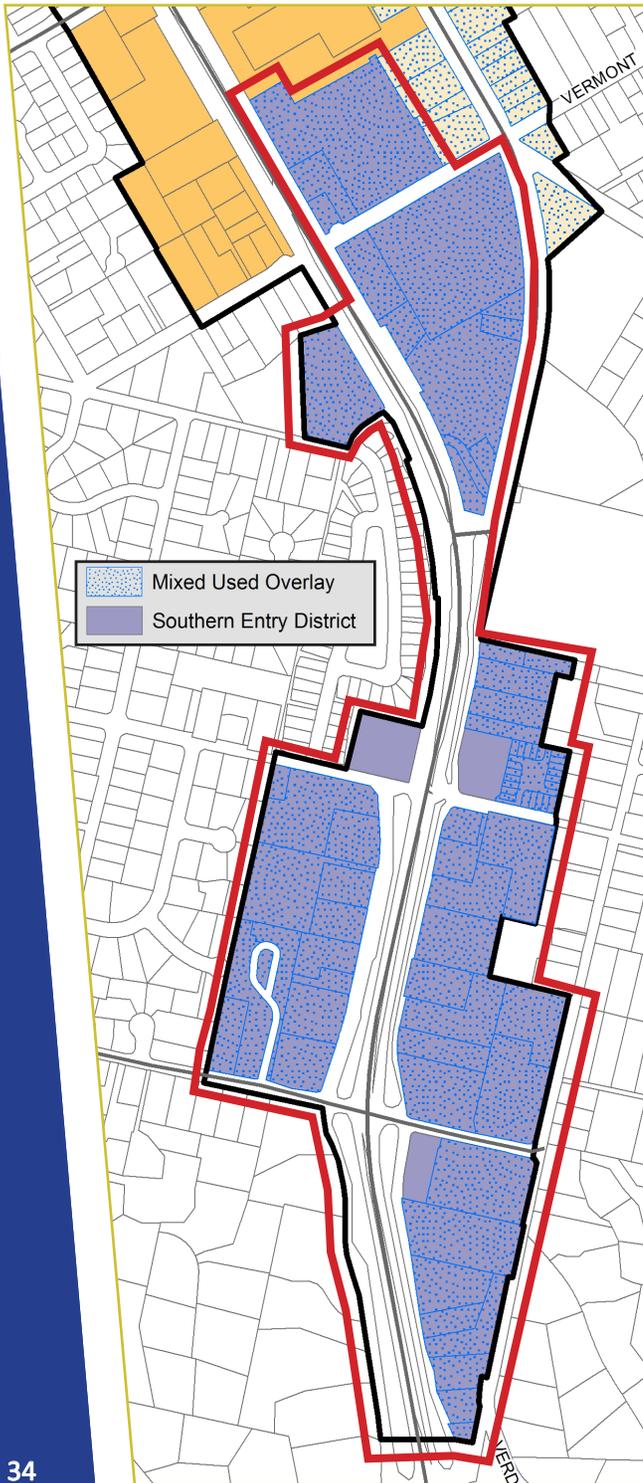
### 3.9.2 Southern Entry District Vision.

The Southern Entry District clearly defines the southern entrance into Escondido from Centre City Parkway. An entry feature is envisioned to welcome people into the City and to establish a design theme for the entire South Centre City area. The area is primarily a mix of multi-family and mixed-use developments and neighborhood-serving commercial projects. Sustainable landscaping is established in the median and along the frontages of the parallel roadways on each side of Centre City Parkway. Transit, bike lanes and sidewalks provide transportation options for local residents. A multi-purpose trail connects this district to the nearby Kit Carson Park through city-owned right-of-way, and the interconnected pedestrian and bicycle facilities provide access to the more distant Grape Day Park, Escondido Creek Trail, Inland Rail Trail and Pine Street Pathway. Felicita County Park is also nearby, approximately two miles to the west of this district.

### 3.9.3 Southern Entry District Concepts.

#### 3.9.3.1 Land Use Concepts.

The Southern Entry District is implemented by two subareas—the Southern Entry Mixed-Use Overlay Subarea and the Southern Entry Commercial Subarea. The following land use concepts highlight several key opportunities that land use will help achieve the vision for this district. See the Land Use Table in Chapter 4 for permitted uses.





***Provide opportunities for residential development around a local commercial node.***

The land use concept for the Southern Entry District accommodates a housing type for those who do not want or need a traditional detached single-family home with yard, but who may prefer a more suburban area than is provided for in other South Centre City districts. The Southern Entry District includes a medium-scale commercial node at Brotherton Road and Centre City Parkway, supported by surrounding multi-family residential uses, which can be provided in residential-only developments or within mixed-use projects. The mixed-use overlay zone, which is in place throughout the majority of the district, offers flexibility to allow new higher-density housing options mentioned previously, as well as commercial-only projects. The district's direct access to and from the I-15 freeway from Centre City Parkway provide economic opportunities that are compatible with the Southern Entry District, such as lodging, specialty uses, and restaurants.

**3.9.3.2 Mobility Concepts.**

The mobility concepts for the Southern Entry District encourage more walking and bicycling, and establish a new transit stop to serve the residential developments. These are detailed in the Mobility Chapter of this plan and outlined below.

***Improve intersection safety.***

Three intersections can be improved to enhance safety for pedestrians and bicyclists: Centre City Parkway and Brotherton Road, Centre City Parkway and Citracado Parkway, and the “five leg” intersection of Escondido Boulevard, Sunset Drive and Vermont Avenue. Intersection improvements include installing visible, attractive crosswalks, curb extensions to shorten crossing distances where appropriate, and signage.

***Complete the missing sidewalk network.***

Gaps in the sidewalk network will be completed and prioritized along the frontage roads, and along Brotherton Road and West Citracado Parkway. No new sidewalks are recommended along Centre City Parkway due to excessive traffic speeds; the sidewalks along the frontage roads offer a safer pedestrian experience.



### ***Provide buffered bicycle lanes.***

Buffered bike lanes provide a visual space between vehicles and bicyclists, improving safety. These are recommended for the existing Class II bicycle lanes along Centre City Parkway.

### ***Extend the proposed Class III bicycle lanes.***

The City's Bicycle Master Plan recommends extending the Class III bicycle lanes along Escondido Boulevard south through this district, along West Citracado Parkway, and extending south along the South Centre City Parkway frontage road.

### ***Work with NCTD to add a transit stop.***

As there is no current transit service in the Southern Entry District, an additional transit stop is recommended at either the intersection of Centre City Parkway and Brotherton Avenue, or the intersection of Centre City Parkway and Citracado Parkway, to serve the new multi-family development. Benches and lighted shelters will be provided at this transit stop and electronic signage with real-time, next arrival information should be considered.

## **3.9.3.3 Design Concepts.**

### ***Architectural character that reflects the City's rural historic roots.***

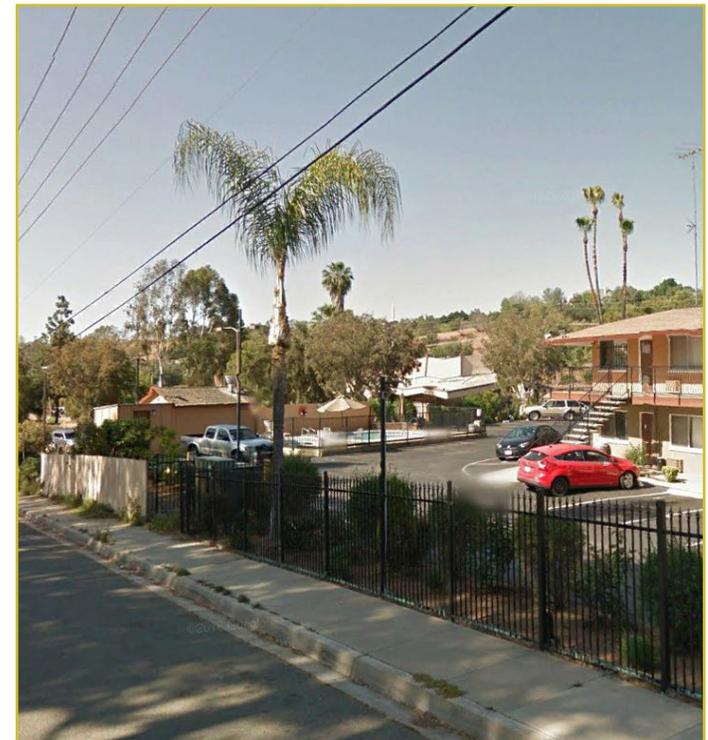
The design elements for the district should utilize simple forms and materials that evoke the rural history of the area. Development will also be sensitive to dark skies and will direct new lighting away from Centre City Parkway.

### ***Install a linear gateway feature.***

As a key entry point into the City of Escondido, the Southern Entry District will include a linear gateway feature along Centre City Parkway that will welcome people into the City. Sensitively designed, this feature will be the first art piece the public experiences when entering Escondido from the south. The theme for the new gateway will also include sustainable landscaping (described below), and an entry monument. The City will work with Caltrans to ensure the gateway feature is designed in accordance with highway safety standards and to resolve any right-of-way issues.

### ***Development transitions to a commercial node at Brotherton.***

The design elements for the district will reflect contemporary architectural elements, blending with the recently constructed multi-family residential developments. Recognizing that change will happen over time, in the intervening period, evaluate nearby properties for attractive character elements that can be replicated in new developments, such as architectural features or landscape elements.



### ***Landscaping theme.***

The Southern Entry District will provide the blueprint for the public and private landscaping throughout other districts by setting the landscape design theme for South Centre City and bringing visual cohesiveness to the entire area. With its generous rights-of-way, the Southern Entry District will utilize the full complement of trees and plants that will be installed throughout the Specific Plan. Other districts will utilize variations of the overall palette of trees and plants, which will be tailored to complement both the scale and character of each district. The overall landscape theme will utilize native and drought-tolerant plants and sustainable techniques discussed in the Green Infrastructure chapter. In the Southern Entry District, the landscaping will provide passive open space (discussed below) as well as the backdrop for the gateway feature and public art (discussed above.)

### **3.9.3.4 Parks, Recreation, and Open Space Concepts.**

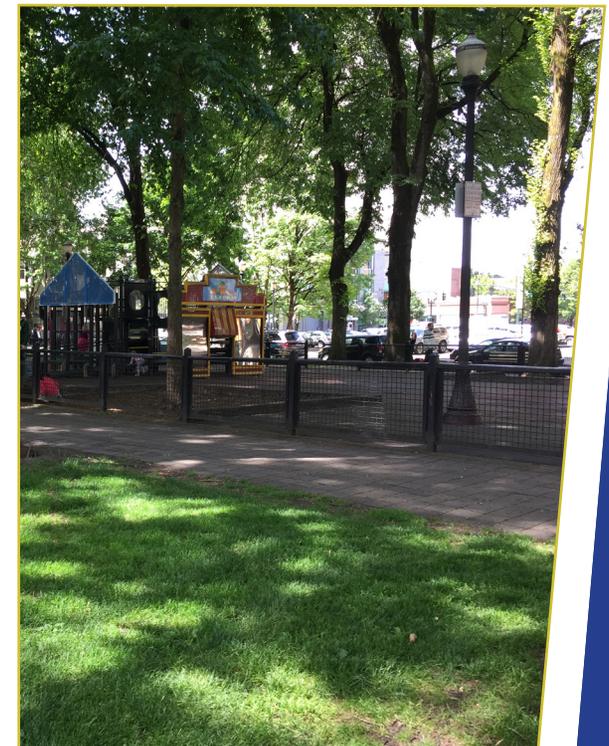
The Parks, Recreation and Open Space Chapter details the concepts for the entire Specific Plan. The highlights for this district are discussed below.

#### ***Install new park connections.***

The Southern Entry District is within proximity of Kit Carson Park, a 285-acre City-owned recreational and open space area. The concept for the Southern Entry District includes a new shared-use trail that will run through the northeastern portion of this district along city-owned ROW. This pathway will connect to Escondido Boulevard in the 2000 block where Centre City Parkway and Escondido Boulevard split. This trail will connect the proposed Class III bike lane along Escondido Boulevard with Kit Carson Park and ultimately connect with the Pine Street Pathway. A future bicycle and pedestrian connection to Felicita County Park, approximately two miles to the west, should be pursued.

#### ***Incorporate sustainable open space.***

Due to their configuration and location at the exit/entrance to the I-15 Freeway, the extensive public rights-of-way between Centre City Parkway and the two frontage roads, South Centre City Parkway and South Escondido Boulevard, cannot be used for active open space. These areas do provide an opportunity to create enhanced passive open space using green infrastructure techniques (see the Green Infrastructure Chapter) and the landscape theme (described above), which will provide both aesthetic and environmental improvements to this district and the city.



## 3.9.4. District Specific Development Standards and Design Guidelines

### 3.9.4.1 Development Standards.

1. Landscaping in the Southern Entry Gateway District shall be used to prominently screen new development to maintain the semi-rural character of the district. Through the implementation of this provision, it is anticipated that storefront entrances will still have sight lines from the public right-of-way; however, high quality coverage would be predominately used throughout the site. For this purpose, landscaping shall be required to be continuous on the side of the wall which faces away from the activity being screened. Trees shall not count toward required screening of this surface in the area measured from the ground to a height of 10 feet. Notwithstanding, trees shall be evenly distributed throughout the site, but an emphasis on planting in areas between the development and the right-of-way, utilizing a mixture of small ornamental trees, other under-story trees, and canopy trees.
2. Refer to Chapter 5 for Development Standards.

### 3.9.4.2 Design Guidelines.

1. All residential entries should have front porches, entry courts, or entry stoops to create semi-private outdoor spaces that generate transitional spaces between public sidewalks and buildings.
2. Design should utilize simple forms and materials that evoke the rural history of the area. At key visible building areas, materials should include commercial grade standing seam or corrugated metal roofs, wood or composite lapped siding, stone or features at building bases or entries, or similar materials to suggest the rural theme.
3. New or infill developments should provide an internal private street with street trees and other amenities to align a row of residential units at the back of the parcel.
4. At landscape frontages facing South Escondido Boulevard, landscape patterns and plant materials should incorporate rural design themes, such as farm groves, organized rows of low plant materials, and low site walls or low ornamental fences.
5. The design of buildings and all associated lighting installations should reflect dark skies principles.

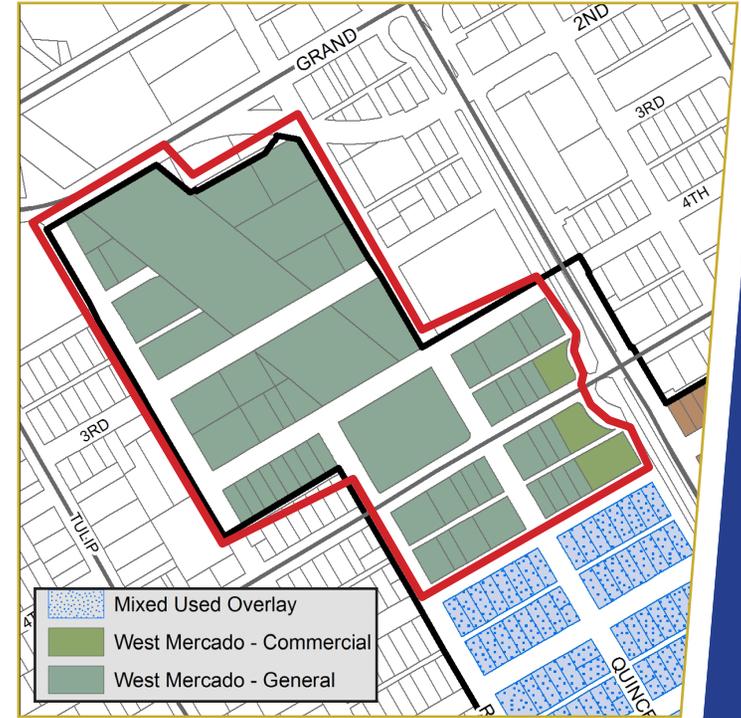


# 3.10 WEST MERCADO DISTRICT

## 3.10.1 Setting.

The West Mercado District is located at the northern portion of South Centre City, and bordered on the north by Grand Avenue/2nd Avenue, on the west by Spruce and Redwood Streets, on the south by 6th Avenue, and on the east by Centre City Parkway and Quince Street, totaling approximately 29-acres. The Escondido Transit Center is located immediately north of this district. Land uses in the district are primarily aging manufacturing and auto repair uses, with some lighter industrial and office uses. There is a pocket of commercial development on the west side of the intersection of Pine Street and 5th Avenue. The sidewalk and bicycle network is largely missing or incomplete in this area. Due to the age and function of the area, and general lack of investment, much of the District has a rundown appearance.

The Mercado District, part of the Escondido Downtown Specific Plan area, is located immediately to the northwest of this district. It is envisioned as a visitor and pedestrian-oriented district with restaurants, boutique shops, cultural establishments, and manufacturing of tourist-oriented items. The Downtown Specific Plan includes a Mercado Design Overlay Area that includes properties oriented toward or adjacent to the Mercado District. A small portion of the adjacent West Mercado District is within the Mercado Design Overlay Area.



## 3.10.2 West Mercado District Vision.

The vision for the West Mercado District is an appealing, highly desirable employment center with light manufacturing, research and development firms, office-type industrial operations, artisan and “Makerspace” (described below) uses that attract and support local start-up businesses and entrepreneurs. It provides new business and job opportunities for local residents, with salaries that raise the city’s median income and improve the jobs/housing balance. Older manufacturing and other heavy or intensive uses that are incompatible with adjacent residences in the Quince Street District and adjacent neighborhoods will be encouraged to transition to less intensive industrial uses. Public improvements proposed for this district, as well as the proximity to the Escondido Transit Center, will make this area appealing and will encourage private investment and reinvestment. Façade improvements, general property revitalization, enhanced buffers between non-residential and residential uses, and re-use of existing buildings for innovative new uses will improve the appearance of the area. The transformation of the West Mercado District will result in improved economic prosperity opportunities for residents within South Centre City and Escondido.

### 3.10.3 West Mercado District Concepts.

#### 3.10.3.1 Land Use Concepts.

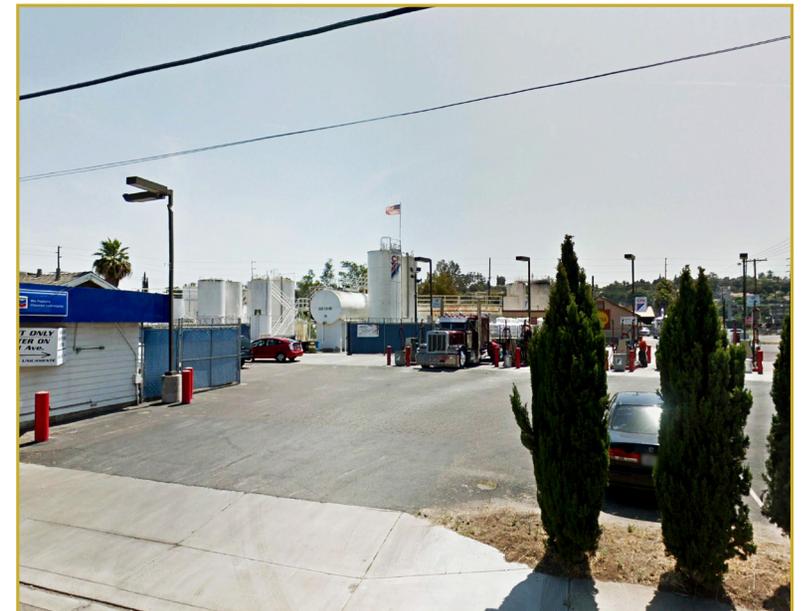
The West Mercado District involves two subareas, including West Mercado General and West Mercado Commercial. The following land use concepts highlight some of the key ways land use will help achieve the vision for this district. See the Land Use Table in Chapter 4 for permitted uses.

#### *Encourage transition to low intensity industrial uses.*

While existing industrial uses will be permitted to operate, a transition to low intensity, light manufacturing, research and development, office-type industrial, and artisan-type uses is an objective for this district. Properties will not be permitted to intensify to a heavier industrial use, but may change to a wide range of lighter industrial uses, which will incentivize the transition without creating non-conforming use restrictions on industrial properties. The land uses permitted in the West Mercado Commercial subarea include land uses generally as specified in the Industrial/Office Zone, other artisan-industrial uses, such as food production, woodworking, garment design and manufacture, and graphic design and production, and new uses, such as administrative and business offices, government services, craft breweries, and Makerspace Manufacturing (see below). Limited retail sales of items produced on-site are permitted as accessory uses. The West Mercado Commercial subarea also provides uses that support employees and patrons of the employment center.

#### *Makerspace Manufacturing.*

The Makerspace concept discussed in Chapter 2, “Concepts for Change” is ideally suited for this district. A Makerspace is an establishment, building, or group of buildings on the same lot that provides individual and/or shared space for the design, processing, fabrication, assembly, treatment, and packaging of products and prototypes associated with artisan/artist/maker/inventor/designer and/or collaborative group organized around one or more common interests. It includes associated equipment and tools, labs, workshops, studios, classrooms, office space, and other shared spaces. Two Makerspace concepts are included in this Specific Plan. The Makerspace—Manufacturing use is a contemporary new use for the West Mercado District that is expected to generate demand for existing buildings and provide new business opportunities for area residents. An expanded definition of Makerspace Manufacturing is in Appendix A.



### 3.10.3.2 Mobility Concepts.

Completing the mobility network is an important aspect for transforming this district. The overall mobility concepts are detailed in the Mobility Plan in Chapter 6; the highlights for this District are discussed below.

#### *Install pedestrian and bicycle improvements.*

Completing the missing sidewalks and adding bicycle lanes will better connect the district to nearby Downtown Escondido, the Escondido Transit Center, and residential neighborhoods, and will substantially improve safety for pedestrians and cyclists.

#### *Make roadway and streetscape improvements.*

Narrowing some of the roadways and implementing a “road diet,” for South Quince Street will improve safety for pedestrians and cyclists. Streetscape improvements to enhance the appearance of the area would make it more appealing to lower-intensity industrial, office, artisan, and makerspace uses. Said improvements that may effect roadway capacity would be more thoroughly designed and analyzed by a separate and future process prior to implementation.

#### *Enhance transit connections.*

The proximity of the Escondido Transit Center is a key asset for this District and can greatly contribute to the successful transformation of land uses. Safe, convenient access to transit is a benefit for this employment area. The mobility improvements discussed above, coupled with effective wayfinding, will improve the connection to the Escondido Transit Center.

### 3.10.3.3 Design Concepts.

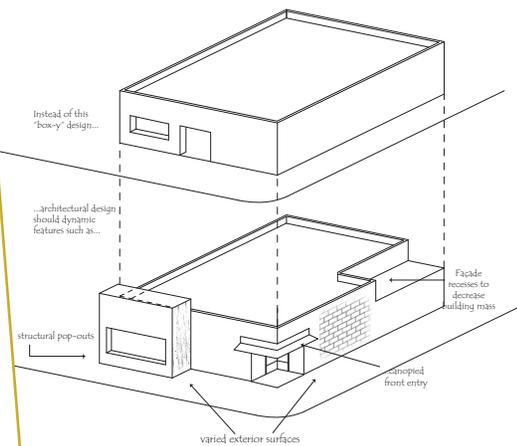
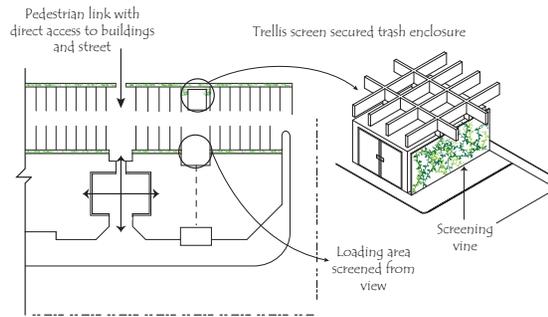
#### *Reduce incompatibilities between industrial uses and other land uses.*

As properties recycle and convert to less intensive uses in the West Mercado District, land use incompatibilities between industrial and residential land uses will be reduced. Industrial uses will be separated by landscape buffers, fencing, and setbacks to further minimize incompatibilities.

#### *Incorporate the Mercado Design Overlay Area (from the Downtown Specific Plan).*

Properties within the Mercado Design Overlay Area include design elements that coordinate with and expand on the early California-Hispanic theme of the Mercado District. Architecture, landscaping, signage, colors, and building materials in the district should reflect this “early California old town” theme. Using similar design elements in both the West Mercado District areas and Mercado District areas create a strong visual connection between the districts that helps to unify the entire overlay area.





### ***Encourage upgrades to properties and buildings.***

Facade improvements are encouraged for most properties in the District. Facades visible from the freeway and major thoroughfares should feature more articulation, detailing and fenestration. Minor improvements can significantly enhance property aesthetics, such as adding a mural to a blank building wall, replacing chain link fencing with solid fencing, shielding outdoor storage with hedges or solid fencing, adding landscaping, paving parking lots, and turning unused areas into outdoor seating for employee use. As more intensive uses transition to artisan and makerspace uses, creative treatments to existing buildings are encouraged.

### **3.10.3.4 Parks, Recreation, and Open Space Concepts.**

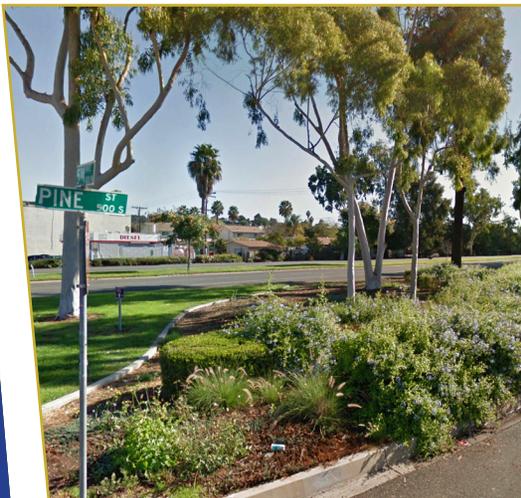
#### ***Provide wayfinding to Pine Street Pathway.***

The Pine Street Pathway, which will extend along the east side of the West Mercado District, will be a valuable amenity for employees working in this district and for businesses considering relocating to the West Mercado District. Details of the Pine Street Pathway are in Chapter 7: Parks, Recreation and Open Space.

## **3.10.4 District Specific Development Standards and Design Guidelines.**

### **3.10.4.1 Development Standards.**

1. No West Mercado District Specific Development Standards
2. Refer to Chapter 5 for Development Standards.





### 3.10.4.2 Design Guidelines.

1. Implement adaptive re-use strategies to re-purpose existing industrial buildings into makerspace and artisan uses.
2. Utilize and/or enhance the exiting architectural features of an industrial building to support a “modern industrial design character” for the areas outside the Mercado Design Overlay Area.
3. Exterior building color palettes should combine rich tones contrasted with industrial construction material colors. Trim colors should complement base building colors.
4. Building materials for development projects facing major streets should complement the modern industrial design character. Materials may include stone, exposed concrete, concrete masonry block, stucco, steel, brick, glass and wood.
5. Provide simple, unembellished building forms that incorporate richer building materials and landscape elements at the sidewalk level.
6. Enhance and/or restore interesting existing historical design features of an industrial building or site, such as signage, pump assemblies, and processing towers, to emphasize the area’s history.
7. Utilize drought-tolerant, native landscape plants that compliment historic plant pallets.
8. Encourage public art features that appeal to pedestrians and tell the history or story of the district, such a murals, water features, or freestanding sculptures.

