



PROJECT REFERENCE FILE



City Hall, the first phase of the Escondido Civic Center, has become the community's symbolic center. The building's lattice dome shades an outdoor plaza.

GENERAL DESCRIPTION

Escondido, the third largest city in San Diego County with a population of 100,000, lies in the coastal mountains of Southern California, 100 miles south of Los Angeles and 30 miles north of the city of San Diego. From its inception, Escondido's new Civic Center was intended to become the center of community life, to establish the city as the civic, business, and cultural center for the North County area, and to stimulate the growth of financial and professional business in the downtown.

The first phase of the Civic Center, the new City Hall, was completed in 1988 and received a ULI Award for Excellence in 1989. A source of community pride, the project has inspired a renewed attention to design quality throughout the region, has bolstered faith in the community by investors, and has stimulated new investment in the downtown.

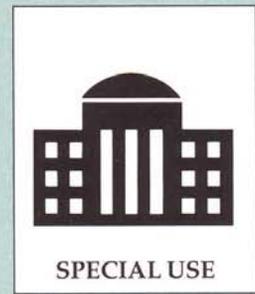
Construction of the second phase of the Civic Center, the \$55.4 million Center for the Arts, is scheduled to begin in November 1990. The facility is located on 14 acres adjacent to the City Hall and consists of four buildings containing a total of 200,000 square feet. The

1,500-seat Lyric Theater will accommodate a variety of large events and performances ranging from symphonic concerts to musical theater. Smaller events and performances, such as lectures, fashion shows, and improvisational theater, will be housed in the 400-seat Community Theater. The 29,000-square-foot Art Center, surrounding an outdoor sculpture court, will contain classrooms, workshops, and gallery space for local collections and traveling exhibits. The 25,000-square-foot Conference Center will include flexible space for regional conferences, meetings, seminars, trade shows, banquets, and charity balls.

The Civic Center includes over 900 parking spaces on site; additional parking is available nearby. Future additions to the Civic Center may include government office buildings for a variety of agencies and elected officials, and expansion for future city needs.

THE SITE

The Civic Center site lies in the heart of the business district, enjoying high visibility and good regional access. It is one block north of the major downtown



ESCONDIDO CIVIC CENTER ESCONDIDO, CALIFORNIA

PROJECT TYPE:

A 17-acre governmental and cultural complex surrounding an historic park in the heart of downtown Escondido, a growing city of 100,000. The complex includes the City Hall, a 103,000-square-foot structure that was completed in 1988, and the approximately 200,000-square-foot Center for the Arts, which is scheduled for completion in 1993. The Center for the Arts will contain two theaters, a fine arts center, and a regional conference center.

SPECIAL FEATURES:

- Extensive public participation during planning and design
- Open, two-stage urban design competition
- Financed through a redevelopment program

OWNER/DEVELOPER:

City of Escondido
201 North Broadway
Escondido, California 92025
(619) 741-4844

DESIGN ADVISER AND PHASE I ARCHITECT:

Pacific Associates Planners
Architects, Inc.
427 C Street, Suite 200
San Diego, California 92101
(619) 239-7971

PHASE 2 ARCHITECT:

Moore Ruble Yudell
1640 Nineteenth Street
Santa Monica, California 90404
(213) 829-9923



A two-story indoor public area surrounds an outdoor plaza that overlooks the park.

intersection at Broadway and Grand Avenue, which is the city's main street.

The Civic Center site is part of a 31-acre block that is bisected from east to west by a 34-foot-wide concrete flood-control channel. The block includes Grape Day Park, the city's first park and the site of significant events in the community's history. In 1905, the park hosted celebrations of the final liquidation of bonds for an irrigation project that had burdened local farmers since 1889. Beginning in 1908, the park was the scene of the annual festival called Grape Day that commemorated the 1905 bond burning and celebrated the region's grape harvest.

In accordance with restrictions imposed by a 1972 city referendum limiting use of parkland for certain public uses, a portion of the Center for the Arts is located within the park. The city assembled additional land surrounding the park, including the site of City Hall, through condemnation and land trades.

PLANNING

Although the city realized that it needed to replace its small and aging city hall as far back as 1971, there was wide disagreement on the new location. Some citizens felt that the new city hall should be located on the outskirts of town where land was less expensive; others argued that it should be located downtown to center the

community. Concerned that nearby North County Fair, a successful regional mall, would turn downtown into a ghost town, the community finally agreed in 1981 that the new city hall should be built downtown to spur revitalization.

In late 1982, the city council, seeking the maximum possible community involvement in the development of the Civic Center, appointed a group of representative citizens to a newly founded Civic Center Committee (CCC) as an advisory body to the council. The CCC was asked to involve the community by surveying a cross section of local groups and individuals. A series of meetings and workshops held by the CCC served to identify issues, set goals, produce planning concepts, and establish a facilities program.

Next, the CCC selected two professional consulting firms to develop a program. The Hope Consulting Group was retained as the planning consultant and was asked to develop a master plan. Alfred Gobar Associates, chosen to be the marketing financial consultant, was asked to analyze the market area and its demands, establish operating cost projections, and develop a financing plan.

The council organized an open, two-stage urban design competition to select a plan for the Civic Center complex and a schematic design for the City Hall building. Assisted by a grant from the National Endowment for the Arts' Design Arts Program, the competition was held in 1984, attracting 349 registrants. In the first phase of the competition, 108 entrants submitted drawings. The drawings were exhibited anonymously in a tent erected on the site, and the public was invited to review the submittals and to make written comments. An 11-member jury, including both community representatives and a panel of well-known designers, selected five finalists. Each of the finalists was awarded a \$7,500 honorarium toward participation in the second phase of the competition: refining and amplifying the first-stage concepts and preparing a preliminary study model.

The city council selected the San Diego firm of Pacific Associates Architects Planners (PAPA) from among the five finalists. PAPA was awarded a contract to provide im-

mediate architectural services for City Hall and, to ensure that the integrity of the urban design concept would be maintained, a contract to serve as design adviser for the completion of the remainder of the Civic Center. In a subsequent selection process, the firm of Moore Ruble Yudell was chosen to be the architect for the Center for the Arts in 1988.

DESIGN AND CONSTRUCTION

PAPA's design for the Civic Center aimed to create an inviting and attractive human environment. The complex is intended to be perceived as a number of small, identifiable components. The buildings employ a common design vocabulary, rooted in the Mediterranean styles that characterize Southern California architecture and take advantage of the local climate. Major public areas are oriented toward the park, and buildings incorporate outdoor courtyards wherever possible.

The City Hall provides one-stop shopping for most municipal services. All of the high public use departments are located along a single service counter on the ground floor. This arrangement allows people to conduct their business quickly, reduces confusion in trying to find departments, and enables departments to coordinate activities like permit approvals.

City staff was heavily involved in the final design of City Hall. Every employee was interviewed at least twice by the architects, and numerous staff committees provided input. The building now provides a flexible, pleasant, and efficient work environment for 220 employees. The open-plan offices have data lines, computer terminals, and computer-aided telephones. Meeting rooms and private offices also contain cable TV and a closed-circuit TV and audio system linked to council chambers. Each department has its own coffee area, rest rooms, and an eight- to 12-person conference room; in addition, there are eight larger meeting rooms to accommodate groups ranging from 15 to 140 people.

The building's interior has a 1920s' art deco theme with extensive use of granite, glass, and mahogany in public areas. Silk plants and \$50,000s' worth of purchased and commissioned art add color and texture. Custom-designed graphics and signage were incorporated into the

building design. Special building features include a security system, a noise-masking system, acoustical ceilings and office panels, parabolic lighting (to reduce glare), and a gas-powered mechanical system. Fiberglass was used extensively on the building exterior in place both of detailed plaster relief and of virtually all wood trim and lattice. This reduced the cost of the building by \$2 million and will also minimize future maintenance.

The construction of City Hall was fast-tracked during the final design process and took 24 months from start to finish, including four to five months of lag time. The construction project was managed by the city, with contracts bid directly to subcontractors. Since the \$14 million budget for project construction was prepared before building design or construction start date were known, the city council empowered its construction manager to authorize change orders of up to \$5,000. The council felt strongly that the building should be a symbol of excellence, and approved all change orders that represented an improvement to the building and the city. The total project cost for City Hall was \$17.1 million.

FINANCING

The Civic Center is being financed by Escondido's Community

Development Commission (CDC) under authority of the California Redevelopment Act. Following a study of alternative financing mechanisms in 1984, the city created a 3,000-acre tax increment district to finance the civic center and other public improvements in the downtown redevelopment area. The CDC sells bonds to investors, who are repaid with funds from property taxes assessed within the district. The district has a strong economy and currently generates an income stream of roughly \$4.5 million annually. In addition to funding the Civic Center project, the CDC has invested \$6 million of a \$10 million commitment in other downtown projects, such as street and facade improvements.

When the Center for the Arts is complete, CDC expects the Civic Center to generate up to \$20 million annually in new business through increased patronage of local restaurants, hotels, art galleries, specialty retail, and support services.

EXPERIENCE GAINED

- The project has enjoyed a broad base of support from the community as a result of an extensive public participation process, a clear need to replace the former city hall, and the use of a financing mechanism that did not require use of general revenue.



The 142-seat Council Chambers is equipped with TV monitors on the dais and a large screen for the audience.

- The combination of the City Hall with the arts center allows maximum sharing of parking and other common facilities.
- Before undertaking the Civic Center project, the city did not place a high emphasis on the design quality of the projects it approved. With City Hall as a benchmark, the city is now able to say to developers "If we can do it, you can do it." As a result, the design quality of other projects in the region has recently begun to improve.
- Even though the community regards City Hall as an architectural gem, the overall cost of the project on a per-square-foot basis was comparable to that of a standard office building. Judicious use of expensive materials helped to keep costs within budget.

PROJECT DATA

LAND USE INFORMATION:

Total Site Area: Approximately 17 acres

Gross Building Area (GBA):	Square Feet
City Hall	103,122
Lyric Theater	102,000
Community Theater	35,000
Art Center	29,000
Conference Center	25,000

Space Utilization (City Hall):	Square Feet
Building	3,933
City Attorney	4,750
City Clerk	3,333
City Council	1,255
City Manager	3,426
Community Services	4,819
Information Services	4,935
Management Services	12,010
Planning	6,244
Public Works and Engineering	14,795
Community Development Commission	3,960
Credit Union	856
Council Chambers	14,795
Shared Areas ¹	24,011
Total	103,122

DEVELOPMENT COST INFORMATION (CITY HALL)²:

Property Acquisition	\$ 1,909,025
Construction	12,719,730
Engineering and Design	1,246,320
Furniture and Equipment	1,234,430
Total	\$17,109,505

Development Cost per Square Foot: \$165.92

Construction Cost per Square Foot: \$123.34

ANNUAL OPERATING EXPENSES (CITY HALL)³:

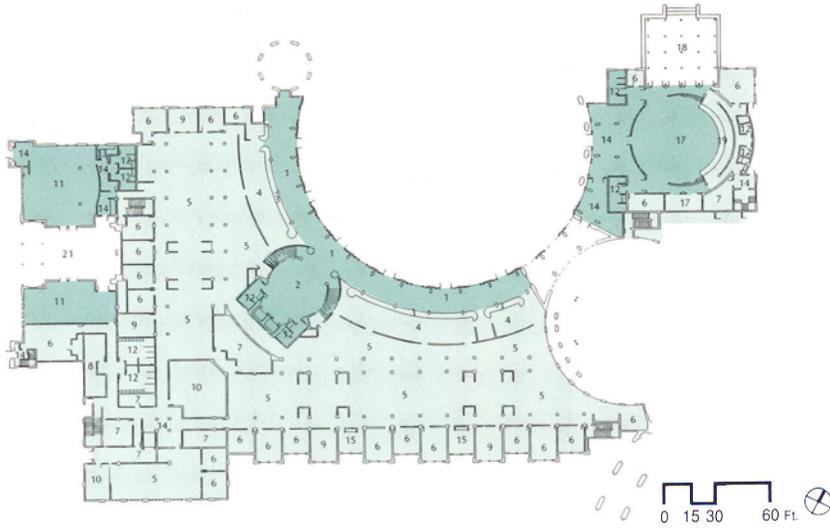
Custodial Supplies/Services	\$182,000
Building Maintenance Supplies/Services	139,800
Utilities	214,500
Telephone Service	69,500
Grounds Maintenance	50,000
Other	100,000
Total	\$755,800

Notes:

¹ Includes conference rooms, restrooms, lobby concourse, mechanical, electrical, and utility spaces.

² The Center for the Arts is projected to cost \$55.4 million.

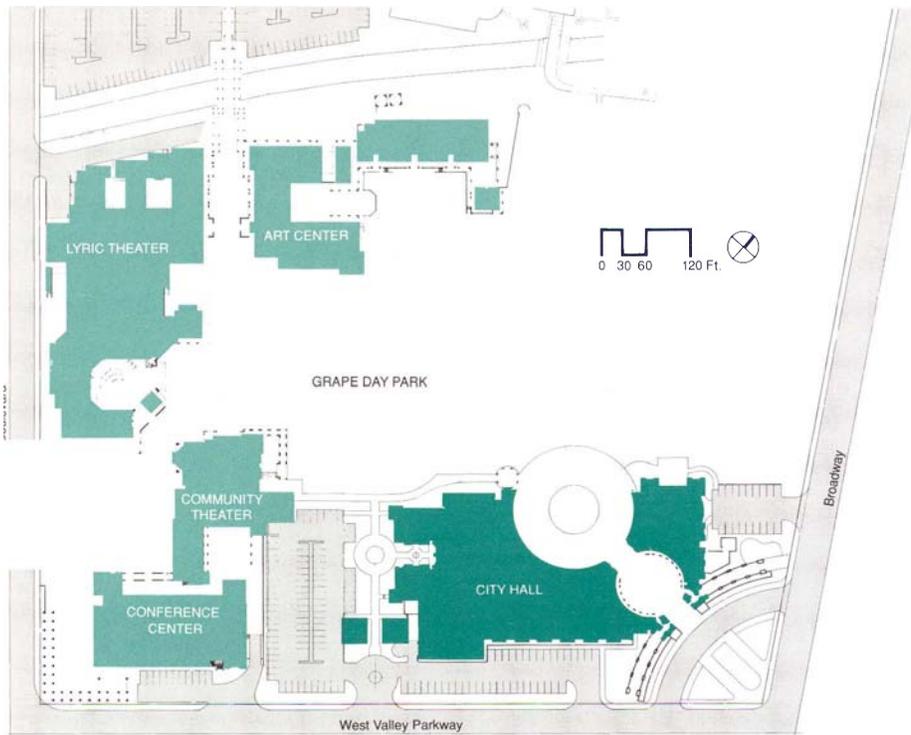
³ For FY ending in June 1990.



FIRST-FLOOR PLAN, CITY HALL

FIRST-FLOOR LEGEND

- 1 PUBLIC CONCOURSE
- 2 GRAND STAIR
- 3 PUBLIC COUNTERS
- 4 COUNTER SUPPORT
- 5 OPEN OFFICE SPACE PLAN
- 6 PRIVATE OFFICE
- 7 SUPPORT AREA
- 8 LOUNGE
- 9 CONFERENCE ROOM
- 10 MECHANICAL
- 11 MULTIPURPOSE ROOM
- 12 RESTROOM
- 13 KITCHEN
- 14 VESTIBULE
- 15 REFRESHMENT SATELLITE
- 16 LATTICE DOME
- 17 COUNCIL CHAMBER
- 18 TERRACE
- 19 DIAS
- 20 ARCADE
- 21 COURTYARD



SITE PLAN



Exterior lighting and the creative use of glass makes City Hall come alive during the evening hours.

DEVELOPMENT SCHEDULE:

- Planning Started:* March 1982
- Site Purchased:* February 1983
- Civic Center Design Selected:* December 1984
- City Hall Construction Started:* November 1985
- City Hall Completed:* March 1988
- Arts Center Construction to Start:* Fall 1990
- Arts Center to be Completed:* Spring 1993

DIRECTIONS:

From San Diego Airport: Follow signs to 1-5 south via Harbor Drive and Grape Street. Follow 1-5 south approximately 0.5 miles and exit onto Route 163 north. Follow Route 163 north for approximately 10 miles until it joins 1-15; then follow 1-15 north for approximately 20 miles to the Center City Boulevard (Business Route 1-15) exit in Escondido. Follow Center City Boulevard north approximately three miles to Second Avenue. Turn right and proceed four blocks east to Broadway. Turn left and proceed two blocks north to Valley Parkway. City Hall is located on the northwest corner of Broadway and West Valley Parkway.
Driving Time: Approximately 40 minutes.

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METRIC CONVERSIONS

meters = feet x 0.305

kilometers = miles x 1.609

square meters = sq. ft. x 0.093

hectares = acres x 0.405

(1 hectare = 10,000 square meters)