

PLANNING COMMISSION

Agenda Item No.: 6.2
Date: June 28, 2011

CASE NUMBER: AZ 09-0006

APPLICANT: City of Escondido

LOCATION: The Downtown Specific Plan Area (SPA) encompasses approximately 460 acres extending from I-15 and West Valley Parkway to Palomar hospital, between Washington Avenue and Fifth Avenue.

TYPE OF PROJECT: Specific Plan Amendment

PROJECT DESCRIPTION: A request to amend the Interim Downtown Specific Plan consisting of two subitems that would revise the Permitted Use Matrix and eliminate parking requirements in the core downtown area as described below:

Subitem A: A revision to the Permitted Use Matrix (Figure II-2) to refine the land use categories, notations, and permitted uses primarily in the Historic Downtown District, but inclusive of all districts within the specific plan. Proposed changes include, but are not limited to, eliminating the Conditional Use Permit requirement for restaurants in the Historic Downtown and Mercado Districts that want to offer amplified entertainment and dancing, permitting short-term political campaign offices in all districts, placing additional limitations on off-site sales, call centers, martial arts schools and training facilities, introducing animal services as a permitted use in several districts, revising adult educational facilities from a permitted use to a conditional use in the Historic Downtown District, and implementing a requirement for a solid wall in the Retail Core Area to separate retail and restaurant businesses fronting on Grand Avenue from separate service or office businesses occurring in the back of the same building.

Subitem B: An amendment to Section III. (Design Principles, Guidelines and Standards) and Section V. (Land Use Districts) to eliminate on-site parking space requirements for existing, new or expanding non-residential uses within Vehicle Parking District No. 1 and the proposed Vehicle Parking District No. 2. Parking requirements for residential uses would remain unchanged. Vehicle Parking District No. 2 would be created to cover the western extension of the core downtown area and the Mercado District. Existing language discussing parking standards and credits for non-residential uses on properties within the two Vehicle Parking Districts would be deleted. An additional amendment on Page V-6 (Historic Downtown District) would reduce the current requirements for businesses fronting on Grand Avenue in the Retail Core Area to now require a minimum of 25% of the building depth or 25 feet of the front ground-level area for pedestrian oriented active retail/restaurant uses.

STAFF RECOMMENDATION: Approval

GENERAL PLAN DESIGNATION: SPA #9 (Specific Planning Area No. 9 – Downtown Specific Plan)

ZONING: SP (Specific Plan)

BACKGROUND/SUMMARY OF ISSUES: A specific plan for the downtown area was first approved by the City Council in 1992. The specific plan has been amended periodically over the years and was comprehensively updated as the Interim Downtown Specific Plan on March 21, 2007. The Interim Downtown Specific Plan includes seven land use districts with a vision statement and varying development standards provided for each district. Figure II-2 of the Interim Downtown Specific Plan is a matrix that identifies all permitted (P) or conditionally permitted (C) land uses in each of the districts within the Specific Plan Area. Unlisted land uses are generally prohibited unless they are determined to be similar to listed land uses.

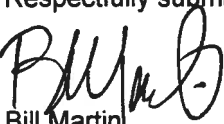
On October 28, 2009, the City Council initiated an amendment to the Downtown Specific Plan to study the List of Permitted Uses and accompanying standards, clarify the eastern boundary of the Retail Core Area, and evaluate other issues pertaining to the implementation of the plan. This proposed amendment to the Downtown Specific Plan is the second phase of adjustments designed to ensure the specific plan continues to meet the needs of the downtown community. The first phase (AZ 09-0005) of the amendments was approved by the City Council on March 10, 2010, and included changes to the use matrix regarding home furnishing stores and religious and other assembly uses, an adjustment to the boundary of the Retail Core Area, and clarifications on sign setbacks and permitted uses in existing structures where planned development had been approved, but not yet constructed. At the time the last amendment was approved, it was understood that more extensive revisions of the Permitted Use Matrix would be deferred to a later date.

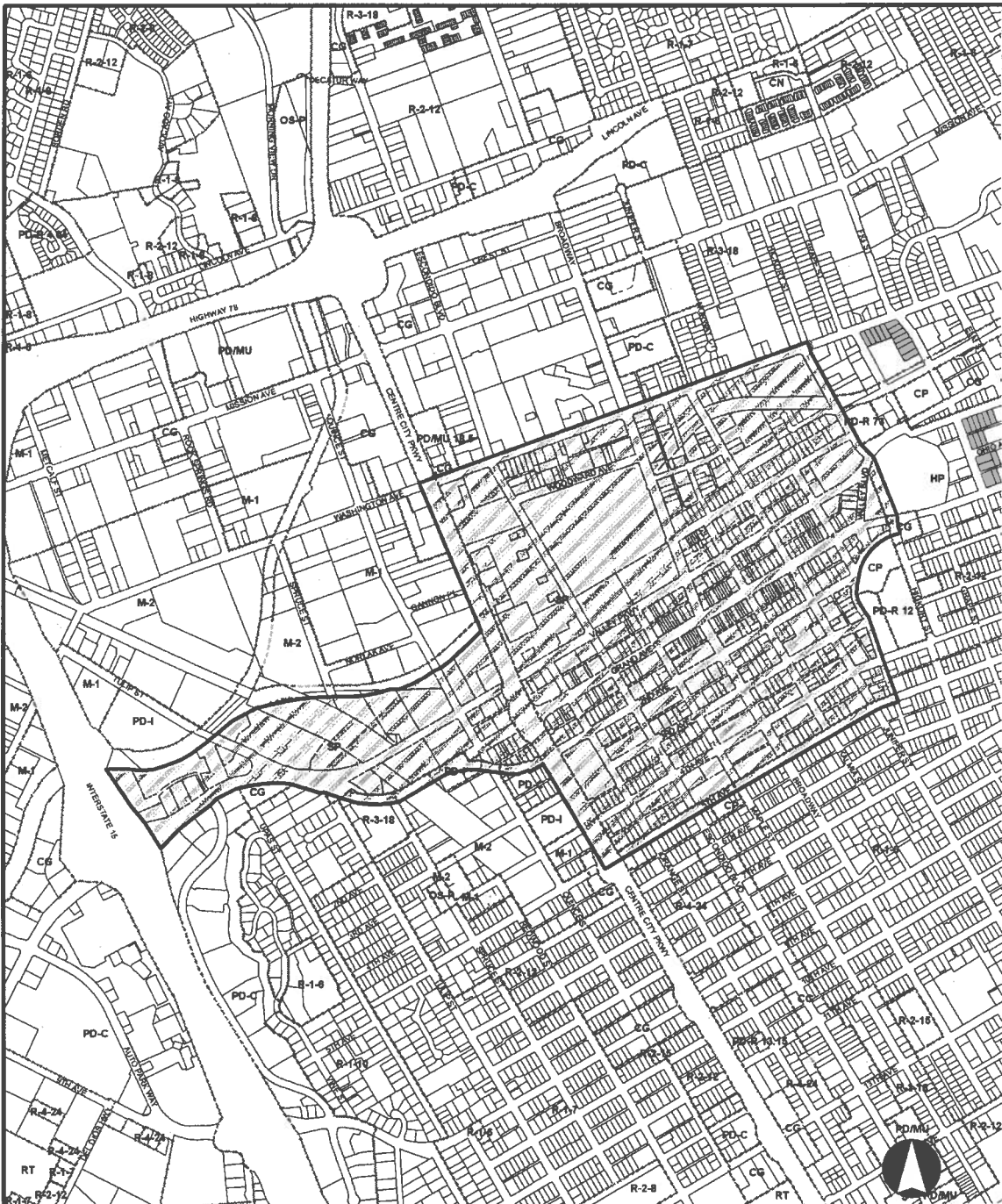
Staff has been engaged in a series of discussions with the Downtown Business Association since the amendment was originally initiated by the Council. Most of the discussions have focused on refinements to the Permitted Use Matrix. The proposed amendment would comprehensively update the Permitted Use Matrix to strengthen the focus on retail and restaurant uses in the Retail Core Area and eliminate impediments to entertainment in the central downtown area. The proposed amendment also would respond to the City Council's direction to eliminate on-site parking requirements in the core downtown area and the portion of the Mercado District that is located within the Downtown Specific Plan.

REASONS FOR STAFF RECOMMENDATION:

1. The Downtown Vision Statement notes that Downtown Escondido is envisioned as a dynamic, attractive, economically vital city center that is entertaining and vibrant with activity occurring throughout the day, evening and weekend hours. The proposed revisions to the Permitted Use Matrix will strengthen the commitment to retail and restaurant uses in the Retail Core Area and lessen restrictions on restaurants that want to offer entertainment in the Downtown Historic and Mercado Districts. Additional changes have been developed in consultation with the Downtown Business Association to clarify districts where business services, recreation and education facilities are permitted.
2. The Retail Core Area plays an extremely important role in the Downtown Specific Plan because it concentrates the type of unique, pedestrian-oriented, retail uses that draw people to the downtown. Maintaining the integrity of the Retail Core Area is very important to both staff and the Downtown Business Association. The proposed amendment would establish additional guidance and requirements for active retail storefronts, while still allowing uses not otherwise permitted on Grand Avenue to locate in the rear area of a structure.
3. The city's aggressive downtown parking requirements coupled with the availability of nearly 500 public parking spaces have worked efficiently to ensure that downtown parking impacts are minimized to the extent feasible. On the other hand, there are known examples where the current parking requirements have stopped existing businesses from expanding and new businesses from locating on Grand Avenue. The Downtown Parking Study (Walker, 2006) noted there may be occasional localized parking impacts in one or two of the public lots, but that there is an ample supply of parking not only in the downtown as a whole, but in each of the four downtown sub-areas that were studied. Staff feels the proposed elimination of parking requirements in the downtown core can effectively aid the revitalization of the area as a vibrant retail and entertainment district. The amendment has been structured in a way that parking standards could be reintroduced in the future if the extent of renewed economic activity results in undesirable parking impacts.

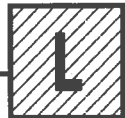
Respectfully submitted,


Bill Martin
Principal Planner

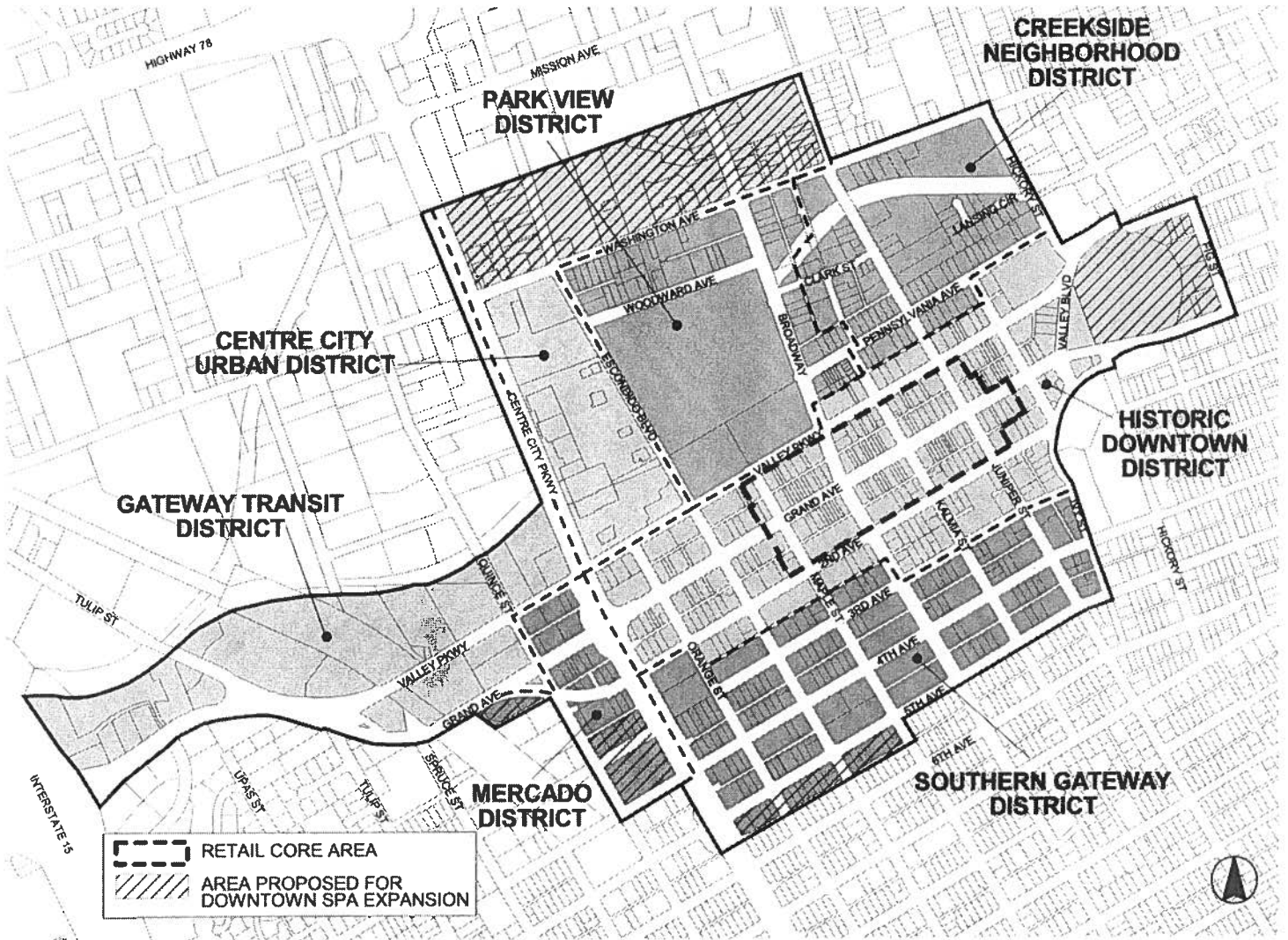


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PROPOSED PROJECT
AZ 09-0006



LOCATION/ZONING



ANALYSIS

A. CONFORMANCE WITH CITY POLICY/ANALYSIS

General Plan

Specific Planning Area No. 9 (Downtown Specific Plan) of the General Plan notes the Downtown Specific Plan shall provide a range of retail, office, financial, cultural and residential opportunities. The goal of the specific plan is to create an efficiently organized and aesthetically pleasing downtown with a distinct identity and high-quality image while facilitating the safe movement of people and vehicles in the area. The proposed amendment to the Interim Downtown Specific Plan would be consistent with the General Plan because the proposal is limited to clarifying and refining permitted land uses and modifying parking standards with the express purpose of revitalizing business activities in the downtown districts.

Subitem A: Revision to the Permitted Use Matrix

The Permitted Use Matrix of the Downtown Specific Plan has been amended several times over the past few years to respond to changing market conditions and facilitate new business opportunities. Staff has been meeting regularly with representatives of the Downtown Business Association over the past year in an effort to comprehensively review the Permitted Use Matrix. The primary focus has been on the Historic Downtown District and boosting retail on Grand Avenue in the Retail Core Area, but has also included reviewing and facilitating new business opportunities for other districts as well.

The proposed amendment would revise permitted land uses in each of the downtown districts, clarify land use categories, and modify the notes listed in the Permitted Use Matrix. A copy of the revised matrix in ~~strikeout~~/underline form has been attached to this staff report. Changes to permitted uses primarily involve solidifying retail and restaurants as the predominant uses on Grand Avenue within the Retail Core Area, and limiting the establishment of services in ground floor locations on Grand Avenue. Office, financial, personal, health and specialty services would still be widely permitted throughout the Historic Downtown District, but are mostly limited to upper floors or the back of buildings on Grand Avenue within the Retail Core Area. The objective of facilitating opportunities for nighttime entertainment downtown would be advanced by eliminating the CUP requirement for restaurants that want to offer music and dancing in the Historic Downtown and Mercado Districts, although dancing would continue to be regulated by the cabaret permit requirements in the Municipal Code. Other proposed changes to permitted land uses include adding grocery stores in excess of 7,000 SF to the Historic Downtown (except in Retail Core Area) and Park View Districts, adding restaurants and cafes as permitted uses in historic buildings in the Southern Gateway District, and restricting martial arts schools and training facilities from locating on Grand Avenue.

Land use categories would be clarified and expanded as part of the proposed amendment. Restaurants offering entertainment and dancing would be established as a separate category and would remain conditionally permitted in the same districts, with the exception of the Historic Downtown and Mercado Districts where they would now be listed as permitted uses. Bars and nightclubs would be separated from restaurants and would remain as conditional uses. General Office and Financial Services would be modified to list short-term political campaign offices as permitted uses in all districts. Off-site sales and call centers would be established as a new category and would be permitted in the Southern Gateway, Creekside Neighborhood and Historic Districts, but banned from locating on Grand Avenue. In response to the growing residential population downtown, Specialty Services would be expanded to include animal services in the Historic Downtown, Centre City Urban, Gateway Transit and Creekside Neighborhood Districts. Education categories would be streamlined to include educational facilities for adults, daycare facilities and schools for primary and secondary education. Adult education facilities would now be listed as a conditional use on Grand Avenue.

The Permitted Use Matrix includes a series of notes that can be applied to individual uses in districts to further define or limit activities. The primary change to the notes section would be to modify Note No. 2 that regulates the location and type of businesses permitted on Grand Avenue within the three-block Retail Core Area. Many buildings in the Retail Core Area are 25 feet wide and up to 140 feet deep. This configuration is not always conducive for establishing a retail

business. Note No. 2 recognizes this and allows permitted non-retail uses to be located on the ground floor in the back of these buildings thus retaining the building frontage on Grand Avenue for a retail or restaurant business. The current requirement to reserve the front 1/3 of the building or 1,000 square feet for retail has hindered some small retail businesses from locating on Grand Avenue. In addition, the lack of a requirement for a separation wall has resulted in some non-retail businesses "creeping" up to the storefront on Grand Avenue. The proposed amendment would address both of these issues by reducing the retail requirement to 1/4 or 25 feet of retail depth from Grand Avenue with a requirement for a separation wall at least eight feet in height to ensure the Retail Core Area storefronts are activated with pedestrian-oriented retail and restaurant uses. This change is also reflected in a proposed amendment to Figure V-2a and the language in Section 3 of the Historic Downtown District. Other changes to the matrix notes include the addition of two new notes that would restrict some businesses from locating on the ground floor on Grand Avenue (i.e., call centers, mortuaries, coin laundries and adult schools), as well as an allowance for restaurants and cafes on Local Historic Register properties in the Southern Gateway District.

Staff feels the proposed revisions to the Permitted Use Matrix, which were developed during many hours of consultation with the Downtown Business Association, will strengthen the commitment to retail and restaurant uses in the Retail Core Area and clarify districts where business services, recreation and education facilities are permitted. The proposal also would eliminate impediments to entertainment in the central downtown area thus enabling the growth of a downtown that is vibrant with activity occurring throughout the day, evening and weekend hours.

Subitem B: Elimination of On-Site Parking Space Requirements

On August 10, 2010 the Downtown Business Association (DBA) wrote a letter to the Planning Commission suggesting that downtown parking regulations had created a stalemate condition that had effectively negated further investment in downtown buildings and businesses. They suggested there should be consideration for eliminating on-site parking requirements for Grand Avenue businesses. The issue was further discussed with the Downtown Parking Subcommittee along with suggestions to reduce parking enforcement and time restrictions. The subcommittee and several downtown business owners in attendance agreed that changes were needed to downtown parking enforcement and on-site parking requirements. The Downtown Specific Plan regulates on-site parking requirements and staff developed several alternatives for consideration including the use of a parking "in-lieu fee" to help fund the development of new parking areas, the re-establishment of a parking credit system, the reduction or elimination of required parking for targeted uses (such as restaurants), or the total elimination of parking requirements in certain areas. On March 23, 2011, the City Council unanimously supported a proposal to retain parking enforcement for Grand Avenue and the side streets and suspend enforcement of hourly limits for the public lots on a one-year trial basis. The Council also unanimously directed staff to remove existing parking requirements for new and expanding businesses in the downtown core and Mercado areas.

The Design Standards of the Downtown Specific Plan state that on-site parking spaces shall be provided as specified in the city's Parking Ordinance with the exception of Vehicle Parking District No. 1 (which also includes the Retail Core Parking District). Vehicle Parking District No. 1 is largely bounded by the alleys north of Valley Parkway and south of Second Avenue, with Escondido Boulevard to the west and Ivy Street to the east. Buildings located in this area are credited for a certain number of spaces, but can exclude parking intensive uses like restaurants if they had not existed on the property in the past, and generally require new spaces to be provided if existing spaces are removed or additional square footage is added to structures.

The proposed amendment would implement the Council's direction by eliminating parking requirements for existing, new and expanding non-residential uses in Vehicle Parking District No. 1. Parking standards for residential development would remain unchanged. A second parking district (Vehicle Parking District No. 2) located between Valley Parkway and Second Avenue and extending west to Quince Street would be created to expand the incentive to the western portion of the downtown core area and include that portion of the Mercado area that is included within the Downtown Specific Plan. Business owners located in the two parking districts would not be required to provide on-site parking spaces and would be allowed to eliminate existing spaces if needed to facilitate expansion plans. Permitted businesses would be based solely on the Permitted Use Matrix in the specific plan, irrespective of whether adequate on-site parking spaces exist to meet code requirements. Developers of vacant or underdeveloped properties would be encouraged to provide parking commensurate with their anticipated demand, but would have no minimum requirement.

There are 497 public parking spaces located within seven public lots in the downtown area. Street parking is also widely available throughout the downtown area. The city's aggressive downtown parking requirements coupled with the availability of nearly 500 public parking spaces has worked efficiently to ensure that downtown parking impacts are minimized to the extent feasible. On the other hand, there are known examples where the current parking requirements have stopped existing businesses from expanding and new businesses from locating on Grand Avenue. The Downtown Parking Study (Walker, 2006) noted there may be occasional localized parking impacts in one or two of the public lots, but that there is an ample supply of parking not only in the downtown as a whole, but in each of the four downtown sub-areas that were studied. Staff feels the proposed elimination of parking requirements in the downtown core can effectively aid the revitalization of the area as a vibrant retail and entertainment district. It is recognized that parking problems could eventually develop downtown if the program is ultimately successful in facilitating business expansions and attracting a substantial number of new businesses. If that were to occur, the amendment has been structured in a way that parking standards could be reintroduced in the future by eliminating Vehicle Parking District No. 2 and reestablishing parking standards in Vehicle Parking District No. 1.

B. ENVIRONMENTAL STATUS

1. The proposed amendment to the Interim Downtown Specific Plan is exempt from the California Environmental Quality Act in accordance with CEQA Section 15061(b)(3), "General Rule." A Notice of Exemption was issued on June 22, 2011.
2. In staff's opinion, no significant issues remain unresolved through compliance with code requirements and the recommended conditions of approval.
3. The project will have no impact on fish and wildlife resources as no sensitive or protected habitat occurs on-site or will be impacted by the proposed development.

FACTORS TO BE CONSIDERED
AZ 09-0006
EXHIBIT "A"

1. The public health, safety and welfare would not be adversely affected by the proposed amendments to the Interim Downtown Specific Plan because the amendments would clarify and refine permitted land uses in the downtown area, provide consistency to the document, and codify existing policies to remove impediments that currently hinder ongoing efforts to promote an economically vibrant downtown.
2. The proposed amendments to the Interim Downtown Specific Plan would not be detrimental to surrounding properties, since the proposed changes to the Permitted Use Matrix would only refine and clarify permitted uses on properties within the specific plan area, and the modification to parking requirements will not result in adverse parking impacts to adjacent residential neighborhoods due to the widespread availability of public parking spaces and street parking in the downtown area.
3. The proposed amendments to the Interim Downtown Specific Plan would be consistent with the General Plan because the proposal is limited to clarifying and refining permitted land uses and modifying parking standards with the express purpose of revitalizing business activities in the downtown districts. This retains the General Plan vision which states the Downtown Specific Plan shall provide a range of retail, office, financial, cultural and residential opportunities. The specific plan goal to create an efficiently organized, aesthetically pleasing and vibrant downtown is further enabled and enhanced as a result of the proposed amendments.

FIGURE II-2
PERMITTED USE MATRIX

Subitem "A"

LAND USE		HD	PV	CCU	GT	M	SG	CN
RESIDENTIAL AND LODGING (in accordance with Figure II-3A)								
Bed-and-breakfast establishments							C	C
Residential-care facilities							C	C
Hotels and Motels (subject to submittal requirements and findings for other commercial zones in the City)	C	C	C	C	C	C		
Residential above ground floor in specified areas, in conjunction with permitted non-residential use on ground floor (refer to Figure II-3 for appropriate locations and housing types)	P	P9	P	P	P	P	P	P
Residential, on ground floor in specified areas (refer to Figure II-3 for appropriate locations and housing types)	P7,8	P8,9	P8	P8	P8	C/P8P	C	P/LC6
GENERAL RETAIL*								
New merchandise sold in department stores, drugstores, pharmacies, and retail establishments selling toys, flowers, gifts, stationery, jewelry, leather, apparel, shoes (including repair), china, glassware, pottery, crafts, cigars, yardage goods, pets, hobbies, art supplies, video sales and rental, music (including incidental recording, instruction and instrument repair), books/magazines/newspapers, sporting goods, bicycles/cameras/electronics/office business/small household appliance sales and service, and other similar retail goods and incidental services NEC. Prohibited uses include retail uses with across the board maximum pricing or "everything under" pricing and surplus goods.								
Previously owned goods and merchandise including antiques, collectibles, coins, consignment and stamps, excluding pawn shops, second hand and consignment stores, and thrift stores.								

NOTES:

P = Permitted C = Conditional Use Permit required

- 1 Under 3,000 square feet.
- 2 Within Grand Avenue's "historic retail-core area" use is not permitted on ground floor en-fac Grand Avenue unless located behind a solid wall, and such wall shall be located at least 25% of the building depth back from the front, with a minimum of 25 feet of front retail depth, whichever is more. Primary entrance to this use must be from the alley. No signage facing Grand Avenue is permitted, within front one-third or 1,000 SF of building space, whichever is greater.
- 3 Only permitted on Escondido Boulevard.
- 4 Only permitted within a multi-tenant building. May not occupy more than 30% of the gross floor area.
- 5 Only when integrated into a residential project.
- 6 Only permitted on Pennsylvania Avenue
- 7 Not allowed along Grand Avenue on ground floor within the "historic retail core area."
- 8 Residential and mixed-use projects are permitted in specified areas, subject to a Planned Development approval in Article 19 of the Escondido Zoning Code.
- 9 No residential uses permitted between Woodward Avenue, Washington Avenue, Escondido Boulevard and Broadway.
- 10 Not allowed along Grand Avenue on ground floor between Grand and adjacent alleys.
- 11 Permitted on Local Historic Register properties.

* Existing automobile dealerships were a non-conforming use at the time of adoption of the Interim Downtown Specific Plan. Conversion of these sites to a new, substantially different, use shall require plot plan review pursuant to Article 16 of the Escondido Zoning Code.

NOTE: Should a conflict arise between this matrix and the land-use district text, the land use district text discussion shall take precedence in determining the appropriateness of the land use.

DISTRICTS:

- HD Historic Downtown
- PV Park View
- CCU Centre City Urban
- GT Gateway Transit
- M Mercado
- SG Southern Gateway
- CN Creekside Neighborhood

LAND USE	HD	PV	CCU	GT	M	SG	CN
GENERAL RETAIL (continued)							
Automobile supply stores with, or without, incidental installation				P		P3	
Carpet and floor covering and installations				P		P3	
Large appliance sales (including incidental service)	P7		P	P	P1	P3	
Home Furnishings with retail display (not including "mattress only", carpet, drapery, and discount furniture stores)	P		P	P	P1	P3	
Hardware, paint, glass, tools, curtains, home improvement	P1, P7		P	P	P1	P1, 3	
Medical equipment sales/rentals and health supplies	P1, P7		P	P		P3	
Outdoor vending machines		P					
EATING AND DRINKING ESTABLISHMENTS*							
All types of eating establishments providing meal service from an on-site operating commercial-grade kitchen, and/or dessert service from an on-site operating commercial-grade freezer/refrigerator facility with, or without, incidental sale of alcohol (including micro-breweries and off-site catering) with no live amplified entertainment or dancing	P	P	P	P	P	P3, 11	
Eating establishments (as defined above) with indoor amplified live entertainment and/or dancing, drinking establishments, cabarets, bars and nightclubs serving alcohol with or without live entertainment and/or dance	P	C	C	C	P	C3	
Wine- and beer-tasting establishments (only with retail sales involving related merchandise that includes a significant portion of the sales area)	C	C	C	C	C	C3	
Drinking establishments, bars and nightclubs serving alcohol with or without live entertainment and/or dance	C	C	C	C	C	C3	

DOWNTOWN DISTRICTS:

- HD Historic Downtown
- PV Park View
- CCU Centre City Urban
- GT Gateway Transit
- M Mercado
- SG Southern Gateway
- CN Creekside Neighborhood

LAND USE	HD	PV	CCU	GT	M	SG	CN
FOOD AND LIQUOR SALES (excluding convenience and package stores)*							
Specialty foods, including imported and/or unique food products, produce, candy, baked goods, meat, etc., specialty liquor sales involving off-sale unique brands of beer, wine, and distilled spirits (establishments exceeding 7,000 SF of sales area require a Conditional Use Permit)	P	P	P	P	P	P3	
General grocery stores exceeding 7,000 SF of sales area with, or without, alcohol sales	P7	P	P				
GENERAL OFFICE and FINANCIAL AND HEALTH/PERSONAL SERVICES*							
Administrative, business and professional offices (including short-term political campaign offices with a maximum duration of six months), employment agencies, secretarial services, realtors/real estate offices and counseling services, travel and ticket agencies, excluding call centers	P2	P	P	P	P	P	P6
Short-term political campaign offices with a maximum duration of six months	P	P	P	P	P	P	P6
Financial institutions, banks, savings and loans (excluding check cashing and/or payday loans as a primary use), travel bureaus, visitor and information center (including Downtown Business Association), governmental services, police and fire stations	P	P	P	P	P	P	P6
Off-site sales and call centers	P10					P	P6
HEALTH and PERSONAL SERVICES*							
Medical/dental/optical/offices, clinics and laboratories, licensed alternative holistic health-care establishments, day spas, excluding acupuncture and massage establishments as primary uses, veterinary services-excluding animal boarding and outdoor pens/cages	P2	P		P	P	P	P6
Barber, beauty shops/salons including cosmetology involving ear piercing, permanent eye and lip lining, excluding other body piercing, body art, and inking parlors	P	P	P	P	P	P3	C1, 5, 6

DOWNTOWN DISTRICTS:

- HD Historic Downtown
- PV Park View
- CCU Centre City Urban
- GT Gateway Transit
- M Mercado
- SG Southern Gateway
- CN Creekside Neighborhood

LAND USE	HD	PV	CCU	GT	M	SG	CN
SPECIALTY SERVICES (includes similar ancillary uses NEC)*							
Animal services to include pet training, boarding (indoor only), pet spas, pet day care and veterinary clinics	PZ		P	P			P6
Photographic developing and photocopy services, watch and clock and small appliance repair, locksmiths	P	P	P	P	P	P	P6
Music recording/practice studios	P2	P4	P	P	P	P4	P1, 6
Custom-furniture upholstery and repair	P2P7					P3	
Picture framing shops	P	P4	P	P	P	P3	
Postal services including parcel delivery (public/private)	PP2	P	P	P	P	P	P
Cleaning and laundering services without on-site cleaning	P4P7	P1	P1	P1		P1, 4	C1, 5, 6
Cleaning establishments and laundries, self-service or coin operated	PZ	P				C	C1, 5, 6
	P10						
Mortuaries (not allowed within Grand Avenue's "historic retail-core area")	C10	PC				C	C6
Tailors and dressmakers and alterations	PP2	P	P	P	P	P	C5, 6
ENTERTAINMENT, RECREATION AND CULTURAL*							
Dance facilities, pinball and electronic game arcades	C		C		C		
Athletic clubs, health studios	P2,7	P	P	P	P	P3	P5, 6

DOWNTOWN DISTRICTS:

- HD Historic Downtown
- PV Park View
- CCU Centre City Urban
- GT Gateway Transit
- M Mercado
- SG Southern Gateway
- CN Creekside Neighborhood

LAND USE		HD	PV	CCU	GT	M	SG	CN
ENTERTAINMENT AND RECREATION (continued)								
Galleries and studios pertaining to artists, craft workers and photographers (including incidental developing and printing), libraries, museums, etc., including incidental sale of merchandise pertaining to the primary use	P	P	P	P	P	P	P	P6
Dance and martial-arts studios and schools	P2		P	P	P	P	P3	P6
Martial arts schools and training facilities	P10		P	P	P	P	P3	P6
Entertainment establishments (including internet cafes) with incidental sale of food or alcohol (excluding incidental entertainment in restaurants)	C	C	C	C	C	C	C3	
Parks - general recreation	P	P	P	P	P		P	P
Roller-skating and bowling alleys and similar indoor arena sports			P	P	P	C		
Swimming pools and schools		P						P6
Theater, live and motion picture	P	P	P	P	P			
SOCIAL, PROFESSIONAL, RELIGIOUS ORGANIZATIONS*								
Churches, synagogues, temples, missions, religious reading rooms, and other religious activities (not allowed within Grand Ave. "historic retail core area")	C	C	C	C	C	C	C	C
Social and professional organizations that conduct group and/or membership meetings on the premises, including political, veterans, civic, labor, charitable and similar organizations	C2	C	C	C	C	C	C	C
Youth Organizations		C	C	C	C	C	C	C

DOWNTOWN DISTRICTS:

HD Historic Downtown
 PV Park View
 CCU Centre City Urban
 GT Gateway Transit
 M Mercado
 SG Southern Gateway
 CN Creekside Neighborhood

LAND USE	HD	PV	CCU	GT	M	SG	CN
EDUCATION*							
Arts and crafts schools and colleges (educational facilities for adults)	P2 C10	P	C	P	P	P	C6
Business colleges and professional schools (excluding vocational schools)	C2	P	C	C	C	C	C6
Daycare facilities (large) (not allowed within Grand Ave. "historic retail core area")	C10	C	C	C	C	C	C6
Daycare facilities (small)		P		P	P	P	P
Schools (primary and secondary education)		C		C	C	C	C
COMMUNICATIONS (wireless facilities subject to Article 34)							
Broadcasting (radio and/or television stations)	C7	C	C	C	P	C	C6
Newspaper printing and publishing	C7		C1	C1	C1	C1	C6
TRANSPORTATION AND MISCELLANEOUS SERVICES*							
Car-rental services, excluding maintenance and repair of vehicles			C	C			
Parking lots (municipal)	P	P	P	P	P	P	P
Parking lots (private full fee)	GP	GP	GP	GP	GP	GP	GP
Taxicab, trolley, shuttle, and pedicab stands (as an incidental feature integrated into the primary use)	P	P	P	P	P	P	P
Transit stations and car-rental services, including maintenance and repair				P			
Seasonal sales not exceeding 30 days, (including pumpkin, Christmas tree and wreath sales between October 1 and December 31, both dates inclusive, to the extent permitted by other statutory and ordinance provisions). Any structures and materials used for seasonal sales shall be removed from the premises immediately after December 31 and the property shall be restored to a neat condition	P	P	P	P	P	P	P

NOTES:

P = Permitted C = Conditional Use Permit required

- 1 Under 3,000 square feet.
 - 2 Within Grand Avenue's "historic retail-core area" use is not permitted on ground floor ex-facing Grand Avenue unless located behind a solid wall, and such wall shall be located a minimum of 25% of the floor space back from the front, with a minimum of 25 feet of front retail depth, whichever is more. Primary entrance to this use must be from the alley. No signage facing Grand Avenue is permitted, within front one-third of 1,000 SF of building space, whichever is greater.
 - 3 Only permitted on Escondido Boulevard.
 - 4 Only permitted within a multi-tenant building. May not occupy more than 30% of the gross floor area.
 - 5 Only when integrated into a residential project.
 - 6 Only permitted on Pennsylvania Avenue
 - 7 Not allowed along Grand Avenue on ground floor within the "historic retail core area."
 - 8 Residential and mixed-use projects are permitted in specified areas, subject to Master Project Plan approval similar to the planned development process (or equivalent) specified in Article 19 of the Escondido Zoning Code.
 - 9 No residential uses permitted between Woodward Avenue, Washington Avenue, Escondido Boulevard and Broadway.
 - 10 Not allowed along Grand Avenue on ground floor between Grand and adjacent alleys.
 - 11 Permitted on Local Historic Register properties.
- * Existing automobile dealerships were a non-conforming use at the time of adoption of the Interim Downtown Specific Plan. Conversion of these sites to a new, substantially different, use shall require plot plan review pursuant to Article 16 of the Escondido Zoning Code.

NOTE: Should a conflict arise between this matrix and the land-use district text, the land use district text discussion shall take precedence in determining the appropriateness of the land use.

DOWNTOWN DISTRICTS:

HD	Historic Downtown
PV	Park View
CCU	Centre City Urban
GT	Gateway Transit
M	Mercado
SG	Southern Gateway
CN	Creekside Neighborhood

SUBITEM B:

PROPOSED AMENDMENT TO RESOLUTION 2007-35, THE INTERIM DOWNTOWN SPECIFIC PLAN:

III. DESIGN PRINCIPALS, GUIDELINES & STANDARDS

Page III-15 - Amend Section III.B.2 PARKING

2. PARKING

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

Page III-16 – Amend Section III.B.3 VEHICLE PARKING DISTRICT No. 1:

3. VEHICLE PARKING DISTRICT NO. 1

Special assessments have been paid by property owners whose businesses are located within Vehicle Parking District No. 1 for establishing and financing public parking spaces (Figure III-2). For the purpose of calculating parking requirements for a current or future non-residential use, a property shall be deemed to have the number of parking spaces required by the City for the most intensive land use permitted that existed for such property in the past, plus any additional spaces that may have been provided, or for which in-lieu fees may have been paid, as described below. Developers of vacant or underdeveloped parcels are encouraged to provide a number of parking spaces commensurate with their anticipated demand, but there is no minimum requirement.

~~a. Provisions for Existing Structures~~

~~This section shall be applicable to existing structures in Vehicle Parking District No. 1. It does not apply to residential structures (see also Figure III-3):~~

- ~~1. Existing structures may be remodeled with no additional parking requirements if the following conditions exist:
 - ~~a. There is no additional square footage added to the structures, and~~
 - ~~b. The remodeling takes twelve (12) months or less, from the date of building permit issuance.~~
 - ~~c. If additional square footage is added to structures, compliance with the parking requirements applicable to the structure, as set forth in this article shall be required.~~~~
- ~~2. Existing ground-level structures that are demolished may be replaced with the same square footage capacity without requiring additional parking under the following conditions:
 - ~~a. That construction of the replacement square footage commences within one (1) year, and~~
 - ~~b. That construction is completed within two (2) years of demolition permit issuance.~~
 - ~~c. If additional square footage is added to structures, there shall be compliance with the parking requirements that exist at the time of building permit issuance as set forth in this article.~~~~
- ~~3. Whenever an upper floor, or floors, of an existing structure are removed, the square footage capacity of the upper floor, or floors, removed or demolished may not be used for claiming a credit to meet the parking requirements applicable to any addition to the remaining floor level of the structure. Whenever additional square footage is added to the floor level of the structure, there shall be compliance with parking requirements applicable to the addition as set forth in this article.~~
- ~~4. If parking spaces are eliminated by either constructing an addition to an existing building, or by demolishing an existing building and constructing a new structure containing more square footage than the original structure, said replacement parking shall include:
 - ~~a. The original number of parking spaces; and,~~
 - ~~b. A new number of parking spaces as set forth in this article.~~~~
- ~~5. Whenever the application of the formula, as specified in this section, results in a fractional requirement for a vehicle parking space, the property owner in Vehicle Parking District No. 1 shall comply with the City's Parking Ordinance (Article 39, Section 33-776) pertaining to fractional spaces.~~

~~**b. Provisions for New Structures**~~

~~This section shall be applicable to new structures in Vehicle Parking District No. 1, excepting residential structures:~~

- ~~1. New structures, or previously unused square footage (i.e., vacant second stories converted to active use), must provide parking as required by Article 39.~~
- ~~2. New structures may utilize public parking lot spaces to count toward their required parking under the following circumstances:~~
 - ~~a. That the subject public lot is restriped to add extra spaces that may then be counted toward required parking; or,~~
 - ~~b. That any extra spaces that are counted toward required parking not be specifically designated or reserved for said use.~~

Page III-17 – Add Section III.B.3A Vehicle Parking District No. 2:

Vehicle Parking District No. 2 (Figure III-3) is the western extension of downtown and has been identified as a targeted commercial area where parking incentives could help retain existing businesses and facilitate new or expanding businesses. The area of the Mercado District that is included within the Downtown Specific Plan is also included within Vehicle Parking District No. 2. For the purpose of calculating parking requirements for a current or future non-residential use, a property shall be deemed to have the number of parking spaces required by the City for the most intensive land use permitted for such property. Developers of vacant or underdeveloped parcels are encouraged to provide a number of parking spaces commensurate with their anticipated demand, but there is no minimum requirement.

Page III-19 – Figure III-3 Parking Requirements within Downtown Vehicle Parking District:

Revise Figure III-3 to depict Vehicle Parking District No. 2

Page III-21 – Amend Section III.B.4 DOWNTOWN RETAIL CORE PARKING DISTRICT:

4. DOWNTOWN RETAIL CORE PARKING DISTRICT

The parking ratio for all land uses within the Downtown Retail Core Parking District (Figure III-2) shall be the same as Vehicle Parking District No. 1. ~~is three (3) parking spaces per one thousand square feet of gross floor area. This provision also credits all buildings within this parking district with the number of spaces equal to three (3) parking spaces per one thousand square feet of gross floor area.~~ Parking management strategies for public off-street parking lots may include time restrictions and the sale of parking permits for long-term parking on selected public lots

The signs for municipal parking lots, installation of pedestrian arcades and pass-throughs, improvement of the alleyways facing the parking lots, and required landscaping of the lots would encourage the use of off-street parking as an alternative to on-street parking. ~~The provision of both long and short-term restrictions, continued use of the parking permit system, and aggressive parking enforcement would ensure more efficient use of the parking facilities. In the absence of time restrictions and permits for parking, employers shall be responsible for~~

coordinating with the Downtown Business Association to develop employee parking policies that ensure convenient customer parking remains available for customers.

V. LAND-USE DISTRICTS

HISTORIC DOWNTOWN DISTRICT

Page V-6 – Amend Figure V-2a and the bulleted items in Section 3 LAND USES:

- ~~Ground-floor properties that are 25 feet, or larger, in width oriented toward Grand Avenue shall devote the entire Grand Avenue frontage, as well as a minimum of one-fourth third of the building depth or 25 feet 4,000-square feet of the front portion ground-level area (whichever is greater), for pedestrian-oriented active retail/restaurant uses.~~
- In cases where the For properties less than 25 feet in width oriented toward Grand Avenue, the entire width, and at least one third of the ground floor building depth shall be devoted to pedestrian-oriented active retail/restaurant uses only occupy the front portion of the building as noted above, a fixed, solid wall with a minimum height of eight feet shall be installed to define the retail/restaurant environment and provide separation from the permitted activities occurring in the back of the building. The wall shall span the entire width of the building and may include doors to meet fire and building code requirements.
- ~~For properties greater than 50 feet in width oriented toward Grand Avenue, the active retail uses shall be determined on a case-by-case basis provided at least 25 feet of the front building depth is devoted to pedestrian-oriented active retail/restaurant uses.~~
- Storage/office areas associated with retail establishments are not included in pedestrian-oriented active retail/restaurant use floor-area calculations.

Permitted ground-floor uses that do not front on Grand Avenue shall achieve pedestrian access from the rear or side of the building via an alley or side street and shall not have direct primary access or signage oriented toward Grand Avenue. Drive through businesses and convenience stores are not allowed, with the exception of financial institutions. For a detailed list of permitted and conditionally uses refer to Land-Use Matrix (Figure II-2).

HISTORIC DOWNTOWN DISTRICT

Page V-8 – Amend Section g. Parking:

~~Between Maple Street, Juniper Street, Second Avenue, and Ivy Street~~Valley Parkway, the provisions of the Retail Core Parking District apply as described in Chapter III. Within the remaining portion of the Downtown Retail District, parking shall be provided according to standards set for ~~the Vehicle Parking District No. 1.~~

Outside Vehicle Parking Districts Nos. 1 and 2, No Pparking shall be required for ~~the outside or rooftop seating areas that does not exceed 50% of the inside seating area or 50% of the rooftop area, whichever is less.~~

PARKVIEW DISTRICT

Page V-15 – Amend Section g. Parking:

Parking for all commercial and multi-family residential uses shall be provided in accordance with Article 39 of the Escondido Zoning Code, excepting that portion of the district located within Vehicle Parking District No. 1, which shall provide parking according to Section III.B.3. Reductions for mixed-use projects may be considered on a case-by-case basis if it can be determined that adequate parking would be provided for the project.

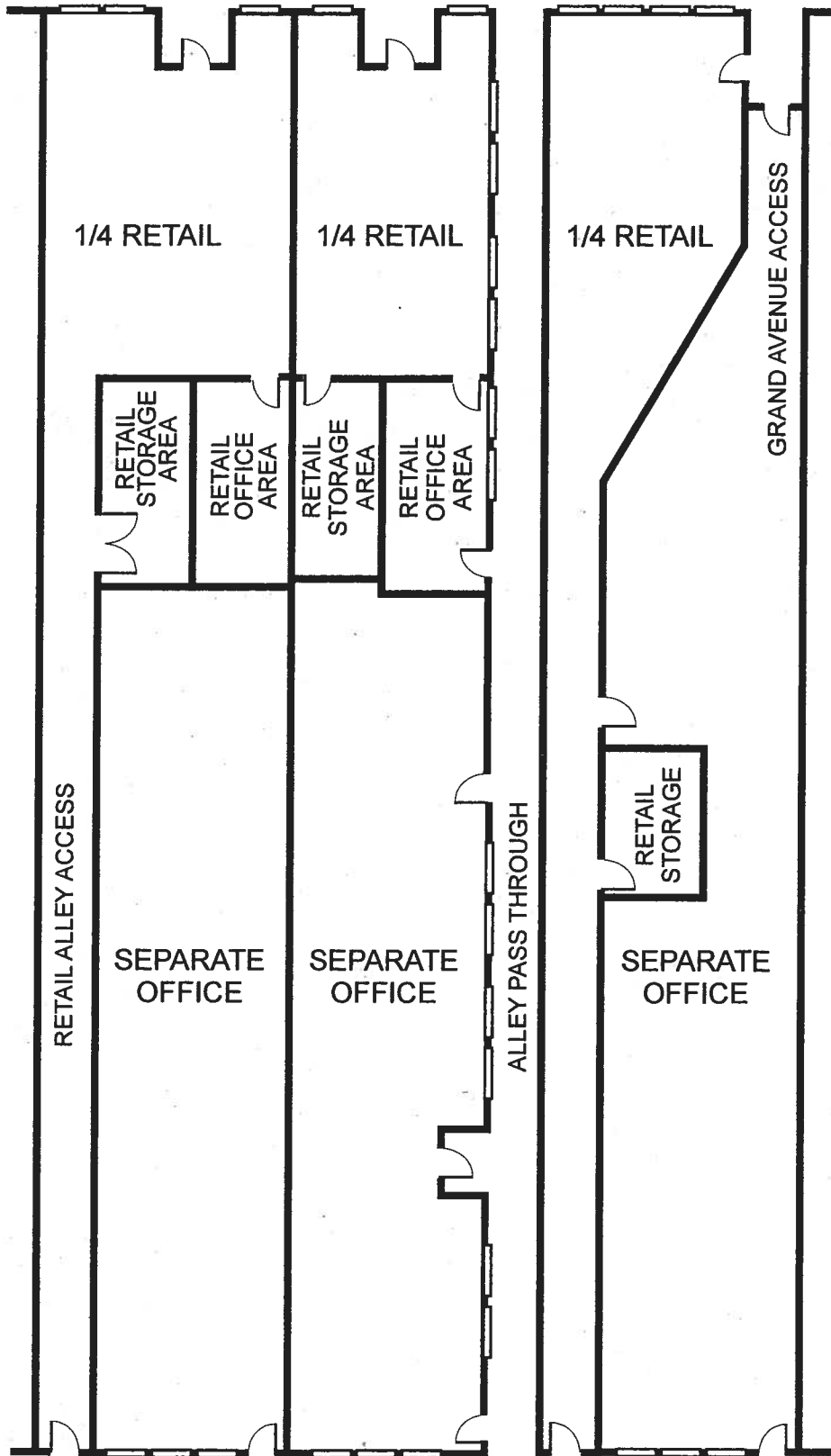
MERCADO DISTRICT

Page V-36 – Amend Section g. Parking:

In accordance with Vehicle Parking District No 2, there is no minimum parking requirement for non-residential uses. Parking shall conform to Article 39 of the Escondido Zoning Code.

Revised Figure V-2a

GRAND AVENUE

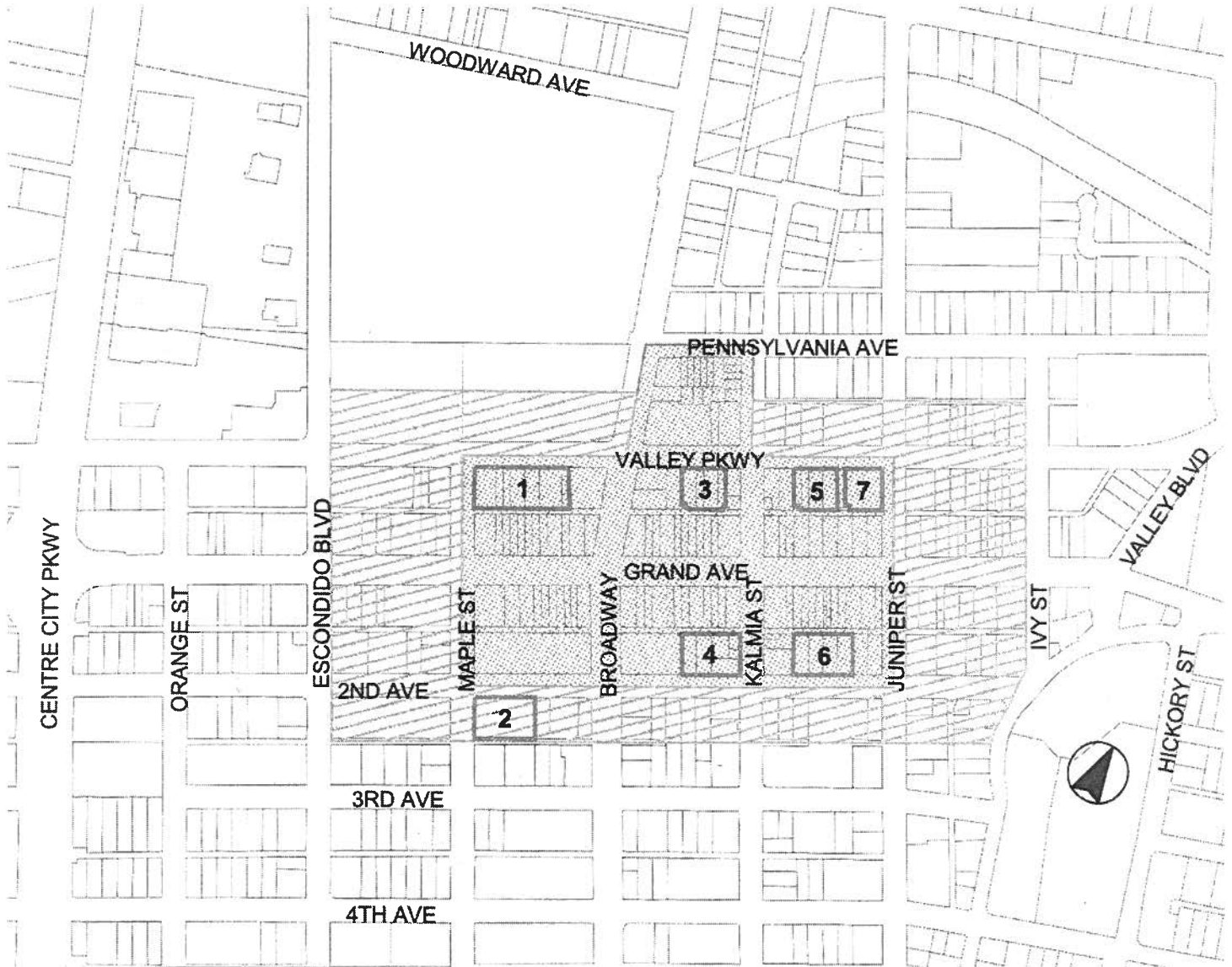


Incorporating only alley access for retail no office access to Grand Ave

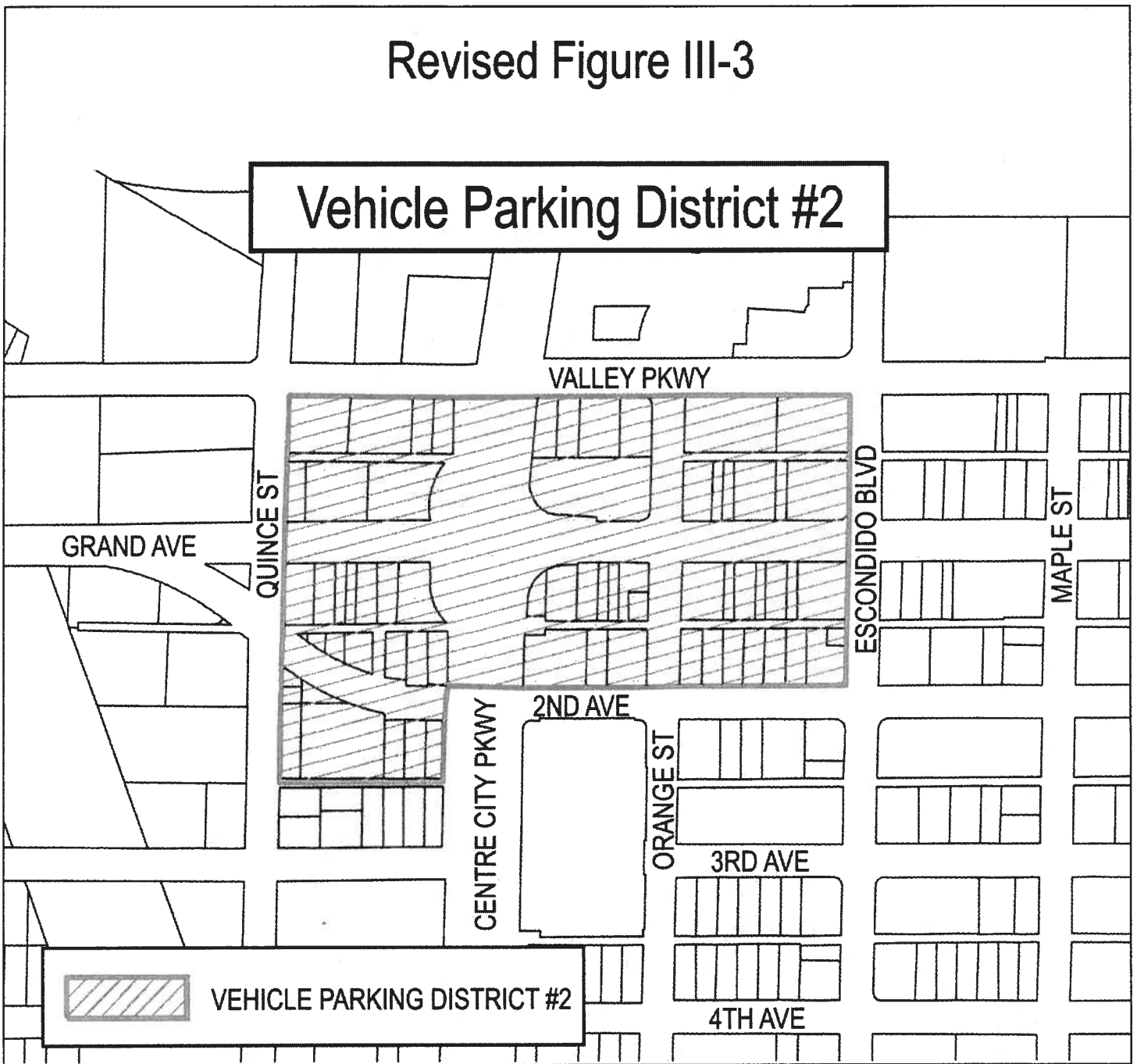
Incorporating alley pass through

Incorporating dedicated access from front and rear

Vehicle Parking District No. 1/ Retail Core Parking District



Revised Figure III-3





**CITY OF ESCONDIDO
 PLANNING DIVISION
 201 NORTH BROADWAY
 ESCONDIDO, CA 92025-2798
 (760) 839-4671**

Notice of Exemption

To: San Diego County Recorder's Office
 Attn: Linda Kesian
 P.O. Box 121750
 San Diego, CA 92112-1750

From: City of Escondido
 201 North Broadway
 Escondido, CA 92025

Project Title/Case No.: Amendment to the Interim Downtown Specific Plan (AZ 09-0006)

Project Location - Specific: The Downtown Specific Plan Area (SPA) encompasses approximately 460 acres extending from I-15 and West Valley Parkway to Palomar Hospital, between Washington Avenue and Fifth Avenue.

Project Location - City: Escondido **Project Location - County:** San Diego

Description of Project:

A request to amend the Interim Downtown Specific Plan consisting of two subitems that would revise the Permitted Use Matrix to refine land use categories and permitted uses, and eliminate on-site parking space requirements for existing, new and expanding non-residential uses within Vehicle Parking Districts 1 and 2 in the core downtown area.

Name of Public Agency Approving Project City of Escondido

Name of Person or Agency Carrying Out Project

Name: City of Escondido Planning Division – Bill Martin

Telephone: (760) 839-4557

Address: 201 N. Broadway, Escondido, CA 92025

Private entity School district Local public agency State agency Other special district

Exempt Status:

Categorical Exemption. CEQA Section 15061(b)(3), "General Rule"

Reasons why project is exempt:

1. The proposed project is limited to modifying the list of permitted businesses allowed within an existing specific plan area and eliminating existing parking standards within a defined downtown area. No physical changes are proposed to any existing structures located within the specific plan area.
2. The Downtown Specific Plan encompasses the urban core of the city and has no value as habitat for endangered, threatened or rare species.
3. The proposal would refine existing land use regulations within an established urban area. No construction is proposed and the project would not result in any significant effects related to traffic, noise, air quality or water quality.
4. In staff's opinion the proposal would not have the potential to cause an adverse impact on the environment. Therefore, the proposal is not subject to further CEQA review.

Lead Agency Contact Person: Bill Martin

Area Code/Telephone/Extension (760) 839-4557

Signature: _____

Bill Martin, Principal Planner

JUNE 22, 2011

Date

Signed by Lead Agency

Date received for filing at OPR: