

CASE NUMBER: PHG 12-0016

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.

PROJECT TYPE: Specific Plan Amendment

PROJECT DESCRIPTION: A request to amend the Interim Downtown Specific Plan text involving a number of actions in various districts: 1) permitting restaurants to have outdoor food cooking, 2) modifying the matrix of permitted and conditional uses regarding primary and secondary educational facilities, general retail home furnishings, hardware/home improvement, food and liquor sales, wine and beer tasting, and miscellaneous government operations, 3) refining standards for special events, outdoor dining, and the outdoor display and sale of merchandise, 4) simplifying and clarifying development and application standards with regard to design review procedures, and 5) performing other minor text and graphic edits as appropriate.

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 and has been periodically amended over the years. A comprehensive update was conducted in 2005 involving numerous SPA amendments including expanding the SPA boundaries, consolidating and realigning land use districts, updating permitted land uses, and amending development standards pertaining to building heights, setbacks and densities.

Phase I of the comprehensive update involving certain land uses and development standards were adopted in 2007. Modifications to the downtown parking requirements were adopted in 2011. Phase II of the comprehensive update involving expanding the SPA boundaries, amending building heights, densities, buildout and setbacks were evaluated in the General Plan Update EIR and will be considered for adoption in early 2013.

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.

At issue is whether the minor amendments proposed for consideration listed in the project description above will address immediate requests received to date to serve existing and proposed business in downtown, as well as address recent City Council direction regarding the consolidation of design review responsibilities.

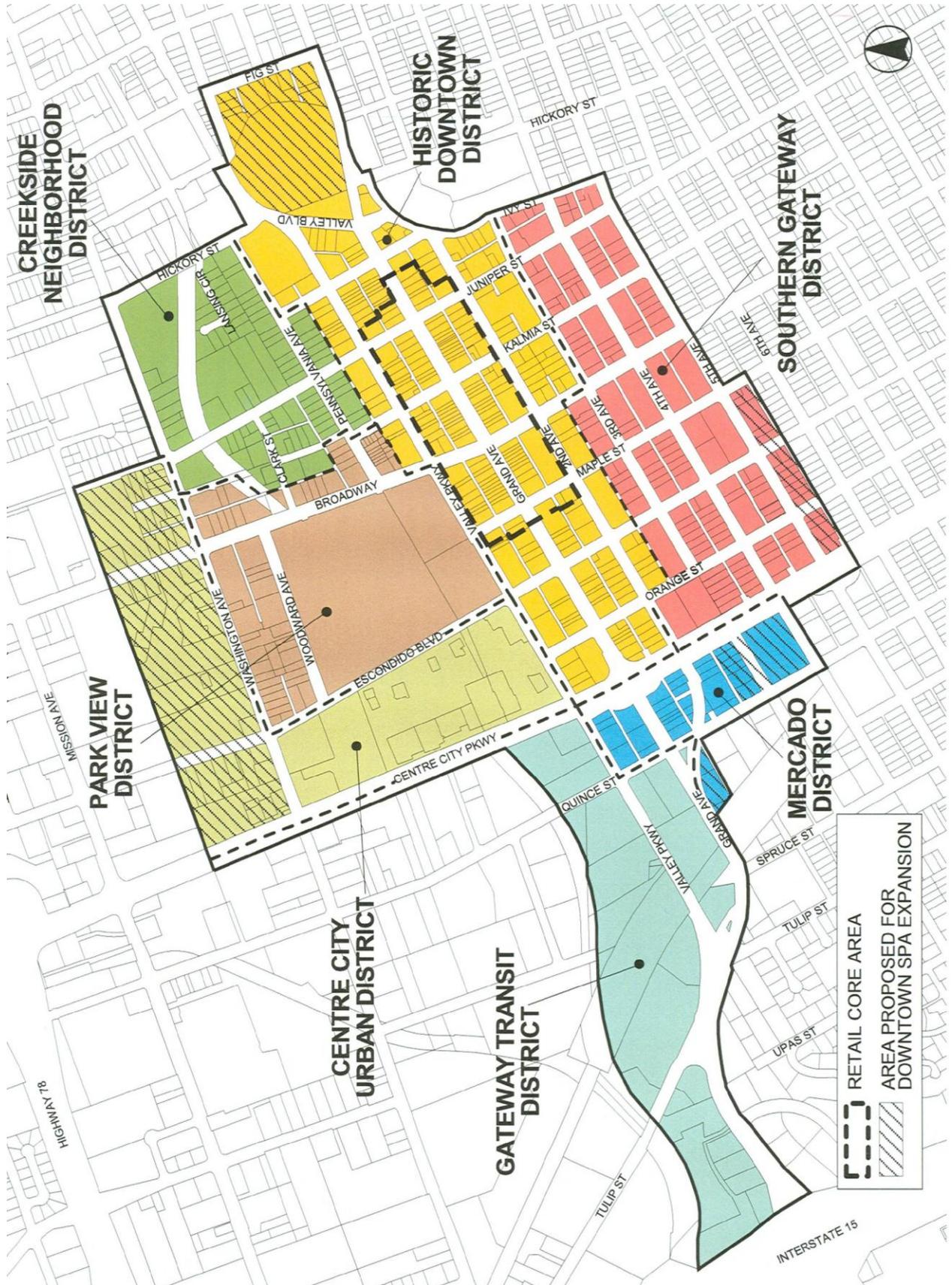
REASONS FOR STAFF RECOMMENDATION:

1. The Downtown SPA 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 amendment will strengthen the commitment to retail and restaurants and establish standards for restaurants that desire outdoor dining and outdoor cooking uses.
2. The Downtown Specific Plan provides for a variety of unique, pedestrian-oriented uses and activities that draw people to the area. Refining the standards for special events, and the outdoor display and sale of merchandise will enhance the pedestrian ambience and ensure such activities retain their appeal.
3. The amendments to streamline and clarify development applications are in concert with the City Council's recent direction to consolidate Design Review Board responsibilities between staff, Planning Commission and Historic Preservation Commission review.
4. The proposed amendments would be consistent with the General Plan Guiding Principles for SPA #9 (Downtown Specific Plan) because they promote a dynamic, attractive, economically vital city center that focuses on pedestrian orientation to attract and accommodate local and non-local visitors and encourage the attraction of businesses.

Respectfully submitted,



Jay Petrek
Principal Planner



ANALYSIS

A. CONFORMANCE WITH CITY POLICY/ANALYSIS

General Plan

The amendments are consistent with the Guiding Principles identified in the General Plan for Specific Planning Area No. 9 (Downtown Specific Plan) that state:

- 1) Downtown's vision embraces a dynamic, attractive, economically vital city center providing social, cultural, economic, and residential focus while respecting its history.
- 2) The environment shall focus on pedestrian orientation to attract and accommodate local and non-local visitors to experience an atmosphere that is entertaining and vibrant with activity occurring through the day, evening and weekend hours.
- 3) The Specific Plan policies shall foster increased employment densities and encourage the attraction of businesses with salaries that raise the city's median income and improve the jobs / housing balance. The Specific Plan also promotes:
 - a) Prioritizing infrastructure improvements to accommodate growth.
 - b) Targeting residential development around Grape Day Park.
 - c) Expanding Grape Day Park to Washington Avenue to foster additional recreation opportunities and facilitate more convenient access from northern areas.
 - d) Expanding the "Grand Avenue" pedestrian environment throughout downtown by encouraging vertical mixed use developments.
 - e) Strengthening the Escondido Creek path connection with downtown.
 - f) Providing convenient transit access, innovative housing options and pedestrian-oriented design.
 - g) Linking downtown to the development of future regional attraction(s) within Target Area #1 by providing attractive and safe pedestrian access.

Revisions to the Permitted Use Matrix (*Figure II-2, Page II-3 – Page II-8*)

The Permitted Use Matrix of the Downtown Specific Plan has been amended several times since first adopted to respond to changing market conditions and facilitate new business opportunities. Staff has received several requests over the past year aimed at expanding retail, educational, and dining opportunities. The primary focus has been on the Historic Downtown District and near Grape Day Park, but has also included reviewing and facilitating new business opportunities for other districts as well.

The proposed amendment would revise and expand permitted land uses in certain districts. Specifically, changes to permitted uses involve expanding home furnishings and hardware uses in the Historic Downtown and Parkview Districts, and changing wine and beer tasting establishments from a conditional to permitted land use throughout downtown (Page II-4). Specialty food establishments exceeding 7,000 square feet currently require a Conditional Use Permit; the proposed amendment would eliminate that requirement (Page II-5). Primary and secondary schools would be allowed with a Conditional Use Permit on the north side of East Valley Parkway between Kalmia and Ivy Streets. Miscellaneous Government Operations would be allowed with a Conditional Use Permit throughout downtown, which is consistent with other zones in the city (Page II-8).

Revisions to Sidewalk Cafes (Page VII-1 – Page VII-5)

Sidewalk cafes are permitted in downtown, and the Specific Planning Area's development standards are focused on this use being conducted on public sidewalks. In urban areas it is not unusual for restaurant dining to occur outdoors on private property as well as other public lands (i.e. public parks, plazas and open space areas) however the specific plan text does not provide guidance for such activity. The proposed modification expands the provisions of 'sidewalk cafes' and reclassifies the activity as 'outdoor dining' to include all dining conducted outdoors on private and/or other public lands. Staff feels the amendment will benefit existing and future restaurants and expand dining opportunities in the downtown area.

Provisions for Open – Air Barbeques (Page VII-5 – Page VII-6)

A recent phenomenon in restaurant culinary practice has been the introduction of open-air barbeques. These features not only expand the selection of menu options, but can also provide a unique experience when incorporated in the dining area. The proposed modification is intended to address recent requests from restaurants for open-air barbeques. In crafting the development standards for open-air barbeques staff has relied on the adopted Department of Environmental Health (DEH) and California Retail Food requirements for such facilities.

It should be noted that open-air barbeques are exempt from air quality regulations. A comment received from the County Air Pollution Control District cited public nuisance concerns regarding smoke and odors related to outdoor barbequing. The Specific Plan includes text requiring City approval for outdoor barbeques, compliance with DEH regulations as well as City zoning code provisions pertaining to smoke and odors. The City retains the ability to modify, suspend or revoke outdoor barbeques based on non-compliance.

Revisions to Sidewalk Vendors / Pushcarts (Page VII-6 – Page VII-7)

Sidewalk vending and sales from pushcarts are currently allowed downtown subject to certain permits. These activities are viewed as features that engage the public and enliven the downtown atmosphere. The proposed amendment consolidates provisions for outdoor sales and distinguishes between outdoor sales occurring on public property versus private property, as well as during special events versus regular business operations. The modifications are intended to clarify certain ambiguities involving the outdoor sale of merchandise on private property during special events to address issues that have been raised.

Revisions to Special Events (Page VII-8)

Special Events are encouraged in the downtown as opportunities to bring the community together and attract visitors from outside Escondido. The current Specific Plan text focuses on special events that occur on public property (streets, sidewalks, parks, etc.) and the permits and operating standards are guided by provisions in the Municipal Code. The proposed amendment would expand the activity to include special events held outdoors on private property which would be subject to a Temporary Use Permit and would give the Director of Community Development discretion regarding parking requirements.

Revisions to Implementation and Administration (Chapter VIII)

Last year, the City Council reorganized the development review process by consolidating the Design Review Board's responsibilities between staff, Planning Commission, and Historic Preservation Commission. Numerous references to the Design Review Board are contained throughout the Specific Plan text (refer to document) with most references contained in Chapter VII. Staff has edited the document to reflect the appropriate review procedure and eliminated references to the Design review Board to reflect City Council direction.

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 September 17, 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
PHG 12-0016
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 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 include land uses that already exist elsewhere in the specific plan area, and provide safeguards against potential nuisances.
3. The proposed amendments to the Interim Downtown Specific Plan would be consistent with the General Plan Guiding Principles for SPA #9 (Downtown Specific Plan) because they promote a dynamic, attractive, economically vital city center that focuses on pedestrian orientation to attract and accommodate local and non-local visitors and encourage the attraction of businesses.



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 (PHG 12-0016)

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 involving a number of actions in various districts: 1) permitting restaurants to have outdoor food cooking, 2) modifying the matrix of permitted and conditional uses regarding primary and secondary educational facilities, general retail home furnishings, hardware/home improvement, food and liquor sales, wine and beer tasting, and miscellaneous government operations, 3) refining standards for special events, outdoor dining, and the outdoor display and sale of merchandise, 4) simplifying and clarifying development and application standards, and 5) performing other minor text and graphic edits as appropriate.

Name of Public Agency Approving Project: City of Escondido

Name of Person or Agency Carrying Out Project:

Name: City of Escondido Planning Division – Jay Petrek

Telephone: (760) 839-4556

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 businesses allowed within an existing specific plan area, refining development application standards, and minor text changes. 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: Jay Petrek

Area Code/Telephone/Extension (760) 839-4556

Signature: Jay Petrek
Jay Petrek/AICP, Principal Planner

September 17, 2012
Date

Signed by Lead Agency

Date received for filing at OPR:



Downtown Specific Plan

INTERIM SPECIFIC PLAN

*Adopted on March 21, 2007
Resolution 2007-35*

Revised _____



File No.: 2006-34-SPA / ER 2006-11

ACKNOWLEDGEMENTS

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Dick Daniels
Greg Danskin
Sue Dusharme**

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Debra Rosen
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Jo Ann Case, Economic Development Manager
Barbara Redlitz, Assistant Planning Director
Jay Petrek, Principal Planner, Supervising Planner



Interim Downtown Specific Plan
As Amended by the City Council

July 11, 2007.....	Resolution 2007-70 (R) Effective July 11, 2007 (Southern Gateway District G.3 – Page V-42)
August 22, 2007	Resolution 2007-147 Effective August 22, 2007 (Southern Gateway District G.3 – Page V-42)
October 17, 2007	Resolution 2007-170 Effective October 17, 2007 (Vehicle Parking District No. 1 – Page III-20 Figure III-4 Development Standards – Page III-27 Business Promotions/Special Events – Page VI-16 Community Events – 125)
August 20, 2008	Resolution 2008-163 Effective August 20, 2008 (Joint-Use, Daytime/Nighttime Parking Provisions – Page III-15 – III-16 Minor revisions to the design standards – Page - various)
November 12, 2008	Resolution 2008-189 Effective November 12, 2008 (To refine prohibited Uses Pawn Shops, etc. – Page II-3 Temporary Political/Campaign Offices – Page II-5)
July 8, 2009	Resolution 2009-84 Effective July 8, 2009 (Automobile dealership conversions - Page VIII-2 Figure II-2 Permitted Use Matrix - Page II-3 - II-8)
March 10, 2010	Resolution 2010-29 Effective March 10, 2010 (Amend Figure II-2 Permitted Use Matrix - assembly uses & retail furniture sales- Page II- 4 & II-7 Amend Figure II-1 Map of Districts within the SPA - Page II-2 Amend Section III.C permitted uses in existing structures - Page III-31 Amend Figure III-4 Land Use District Dev Standards & Section VI.A.4.a - to modify required setbacks for signs - Page III-27 & Page VI-12
July 13, 2011	Resolution 2011-90 Effective July 13, 2011 Revised Permitted Use Matrix – Pages II-3 – II-8 Amend SP to eliminate parking space requirements in the core downtown area and modify minimum retail storefront depth in the retail core area Pages III-15 – III-21 and V-6 – V-8, V-15 & V-36

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5. Affordable Housing Bonus - Ordinance 92-19 of the Escondido Zoning Code
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Downtown Specific Plan

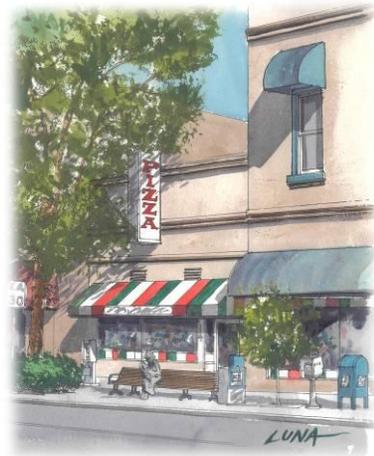
VISION STATEMENT & GOALS

I. VISION STATEMENT & GOALS

A. DOWNTOWN VISION STATEMENT

Downtown Escondido is envisioned as a dynamic, attractive, economically vital city center providing social, cultural, economic, and residential focus while respecting its historic character. The environment is pedestrian oriented, attracting local and non-local visitors to experience an atmosphere that is

entertaining and vibrant with activity occurring throughout the day, evening and weekend hours.



Downtown Specific Plan

VISION STATEMENT & GOALS

B. PURPOSE

This Interim Downtown Specific Plan document provides a comprehensive plan for land use, development regulations, development incentives, design guidelines and other related actions aimed at implementing the strategic goals for Downtown Escondido as set forth in the General Plan Goals and Policies. As the City's core transitions to a more urban environment involving taller structures, and buildings constructed along the street edge, focused efforts are required to ensure that the downtown's unique character is maintained and strengthened. The Vision, Goals, Principles and Guidelines promote a balance of uses, sensitive design techniques, and enhanced pedestrian opportunities. Specific development standards from the currently adopted Specific Plan pertinent to residential densities and building heights and intensities have been maintained. The environmental impacts associated with increasing residential densities and building intensities are being evaluated. Projects that propose residential densities, or building intensities, in excess of those identified in the Interim Downtown Specific Plan may be considered, subject to criteria identified in Chapter III.

C. DOWNTOWN SPECIFIC PLAN STRATEGIC GOALS

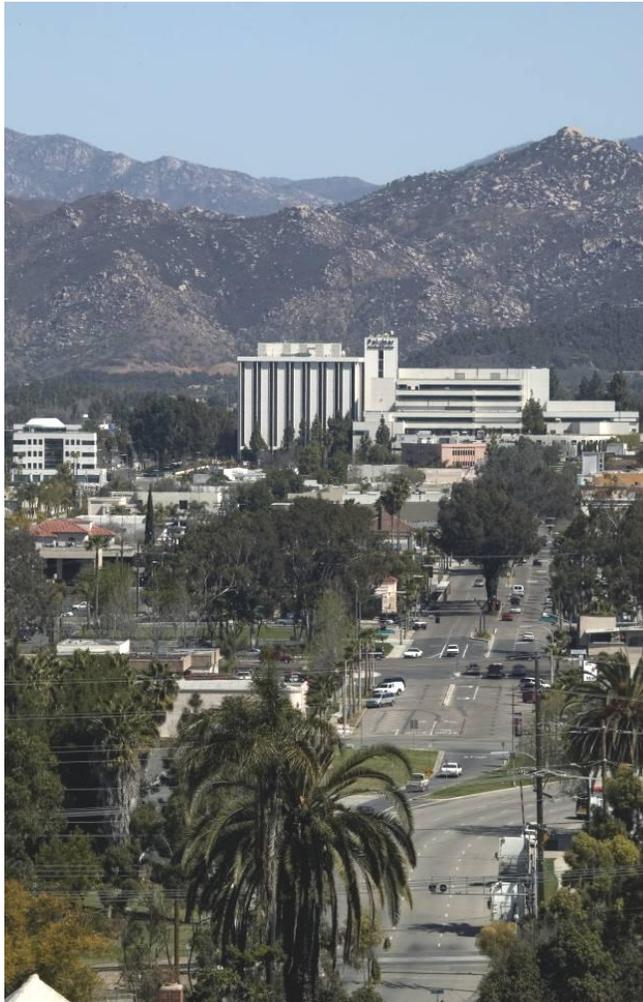
1. **Ensure an economically viable Downtown by providing a balance of retail, office, residential, entertainment and cultural uses.**
2. **Expand Escondido's reputation as a local and regional destination for specialty shopping, dining, nightlife, employment, culture, and the arts.**
3. **Promote a vibrant and exciting Downtown environment by establishing areas with land uses that foster an "18-hour" atmosphere, in addition to areas that provide mixed use, office employment and high-density residential opportunities.**
4. **Strengthen the character of Downtown with new development that is architecturally compatible with the existing urban fabric.**
5. **Improve the pedestrian orientation of Downtown by incorporating street-level human-scale design elements in new and remodeled developments.**



Downtown Specific Plan

VISION STATEMENT & GOALS

6. **Maintain the character of Downtown by preservation of historically significant sites and structures.**
7. **Reinforce and expand the unique character of Grand Avenue's retail core area by promoting pedestrian-oriented, ground-floor, specialty retail and restaurant uses.**
8. **Promote higher residential densities in key locations that will support Downtown retail, employment and cultural uses.**
9. **Enhance the pedestrian opportunities in Downtown by providing pedestrian connections, convenient access and opportunities for alternative modes of transportation.**
10. **Improve the walkability by developing enhanced pedestrian connections with such features as embellished landscaping, public art, comfortable street furniture and decor.**
11. **Maximize parking opportunities in the Downtown area.**



Downtown Specific Plan

VISION STATEMENT & GOALS

D. SPECIFIC PLANNING AREA AND BUSINESS IMPROVEMENT DISTRICT AREA

The Downtown Specific Plan Area (SPA) encompasses approximately 460 acres extending from I-15 and West Valley Parkway to Palomar Hospital, between Washington and Fifth Avenues. Future expansions to the Downtown SPA boundary not applicable to this Interim Specific Plan include areas north of Washington Avenue, east of Hickory Street, south of Fifth Avenue and south of Second Avenue west of Centre City Parkway (see Figure II-1). The Specific Plan Area includes the City's urban core along Grand Avenue where Escondido was incorporated in 1888.

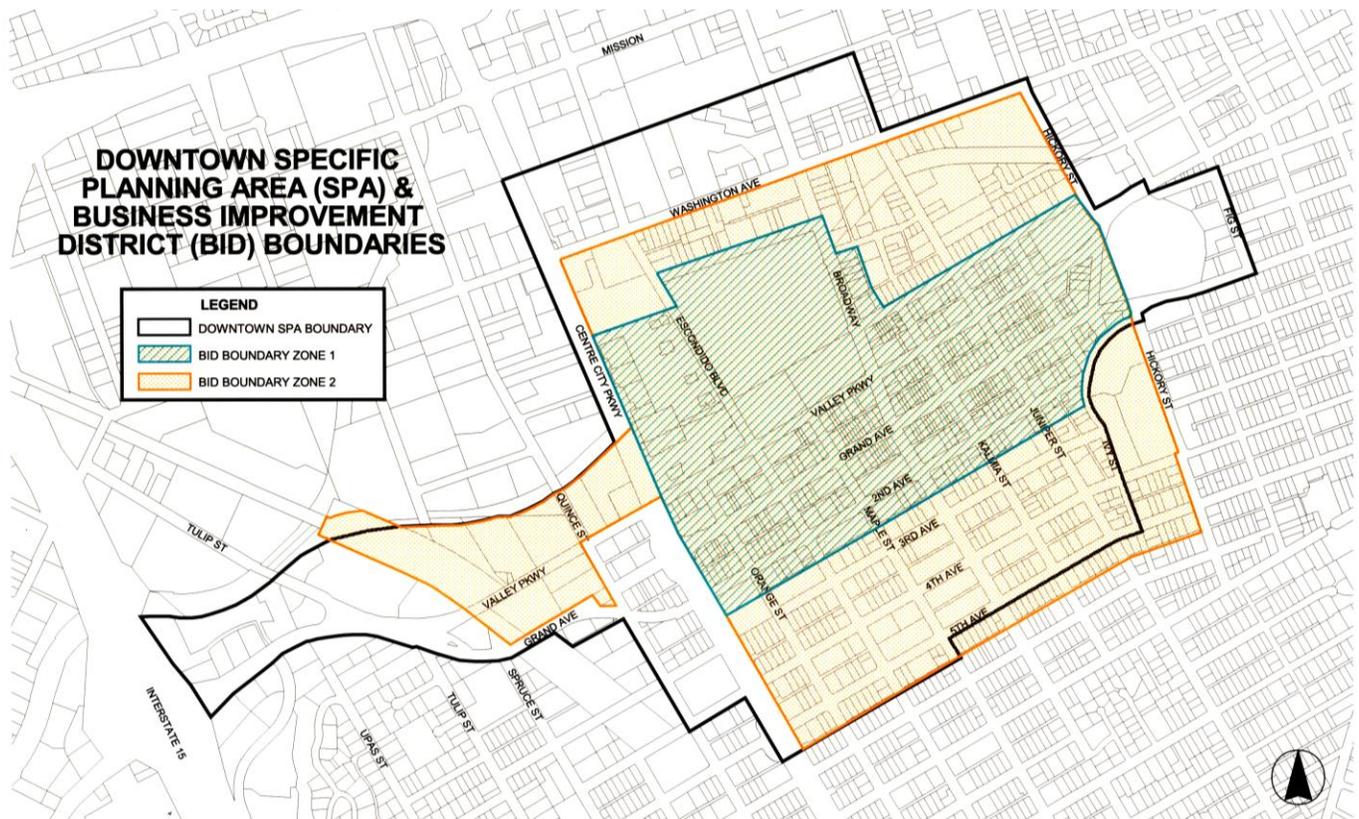


FIGURE I-1

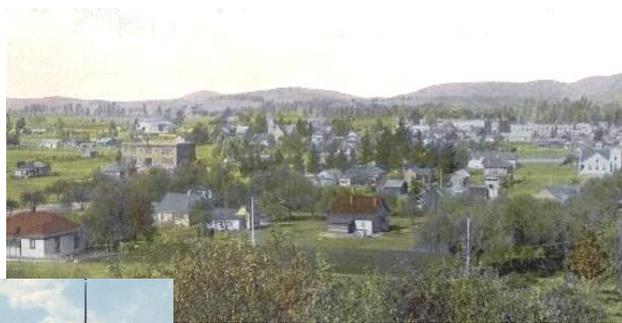
The Business Improvement District (BID) encompasses 68 square blocks of Escondido's Urban Core, and also is referred to as Downtown Escondido (see Figure I-1). The BID was created by City Ordinance in 1989, and is an entity under the California Streets and Highway Code. The boundaries were modified in January 2004 to remove properties located within the Mercado District. The BID involves business owners funding an annual assessment to promote and enhance the economic climate inside the BID boundaries and provide ongoing business assistance.

Downtown Specific Plan

VISION STATEMENT & GOALS

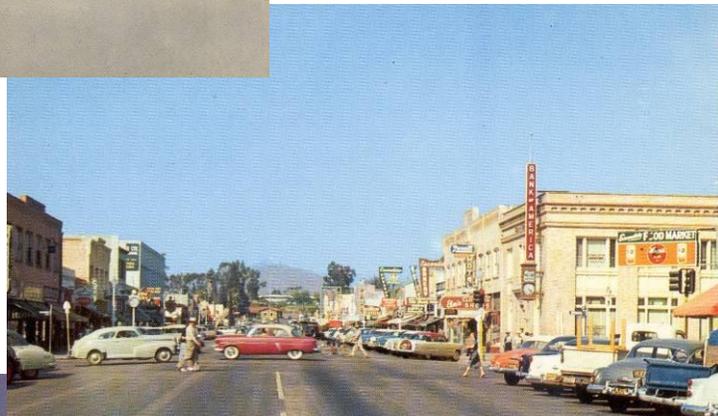
E. BACKGROUND

The City of Escondido incorporated on October 8, 1888. Escondido grew slowly during its first 70 years as a small, agriculturally based town, with its early cycles of growth corresponding to the development of Southern California's rural economy.



Escondido's agricultural economic base began shifting to retail, professional, and industrial uses as the population grew and diversified, along with the need for more varied jobs and services after World War II.

Dramatic growth occurred in the 1960s and Escondido solidified its position as a commercial and residential center for San Diego North County. Recent city growth has been spurred by residential and commercial projects.



Historically, the City was centered on several blocks along Grand Avenue, Broadway and Escondido Boulevard. The development of regional and sub-regional shopping centers shifted the prominence of Escondido's Downtown retail core. However, Grand Avenue, Escondido's "main street," still provides a focus for specialty commercial activity and community events.

Downtown Specific Plan

VISION STATEMENT & GOALS

F. SPA ADOPTION AND SUBSEQUENT AMENDMENTS

The Escondido City Council adopted the Downtown Revitalization Area Specific Plan in 1992 and the plan has since undergone several revisions and updates. More recently, City staff and the Downtown Business Association co-sponsored two “At Home Downtown” community workshops in August 2003, April 2004 and June 2005. The purpose of these workshops was to discuss the merits of increasing residential densities within Downtown, gauge interest in amending the Downtown Specific Plan to accommodate additional growth, and to solicit input from attendees regarding appropriate architecture and design associated with high-density development.

Support for increasing residential opportunities in Downtown was widespread, and input was gathered from the community regarding desirable and undesirable characteristics of urban architecture and design. The City Council appointed a committee to work with staff to update the Downtown Specific Plan in January 2005 and incorporate provisions for increased densities, more vertical-scale development and pedestrian-oriented design guidelines. Over the course of several months, staff and the committee met to discuss map and text changes to the Downtown Specific Plan that were needed to impart the vision for Downtown development and to simplify the document’s use.

This document is intended to provide certainty for property owners and developers planning their projects in the Downtown Specific Planning Area. However, there may be instances where amendments are necessary to accommodate development proposals. Additional information for processing development applications and amendments are described in the General Provisions section of Chapter III.



Downtown Specific Plan

VISION STATEMENT & GOALS

G. AUTHORITY FOR THE PLAN AND RELATIONSHIP TO THE CITY'S GENERAL PLAN



California Government Code Sections 65450 through 65457 provide authorization for the City of Escondido to prepare and adopt this Specific Plan. The Plan has been adopted by ordinance because of its regulatory nature. The purpose of this Specific Plan is to implement the goals of the Downtown Revitalization Plan as set forth in the Specific Planning Area No. 9 of the General Plan, adopted on June 6, 1990, and subsequently updated.

The Downtown Specific Plan serves as a regulatory plan and zoning law for properties located within the boundaries of the Plan as depicted in Figure I-1. All proposed development plans (or agreements), tentative or parcel maps, and any other development approvals shall be consistent with this Specific Plan and with the General Plan.

For the purposes of this document, the term "Director" shall mean the Director of Community Development or a duly appointed representative.

Downtown Specific Plan

LAND USES

II. DOWNTOWN SPECIFIC PLAN LAND USES

A. LAND-USE DISTRICT SUMMARY

The Downtown Specific Plan Area has been divided into seven districts that are characterized by a particular land-use emphasis and different requirements related to site planning. ***Future expansions to the Downtown SPA boundary not applicable to this Interim Specific Plan include areas north of Washington Avenue, east of Hickory Street, south of Fifth Avenue and south of Second Avenue west of Centre City Parkway.*** The districts (and future expansion areas) are shown in Figure II-1 and individually described within Chapter V of this text. The seven Downtown Specific Plan Districts are:

Historic Downtown (HD) District

Park View (PV) District

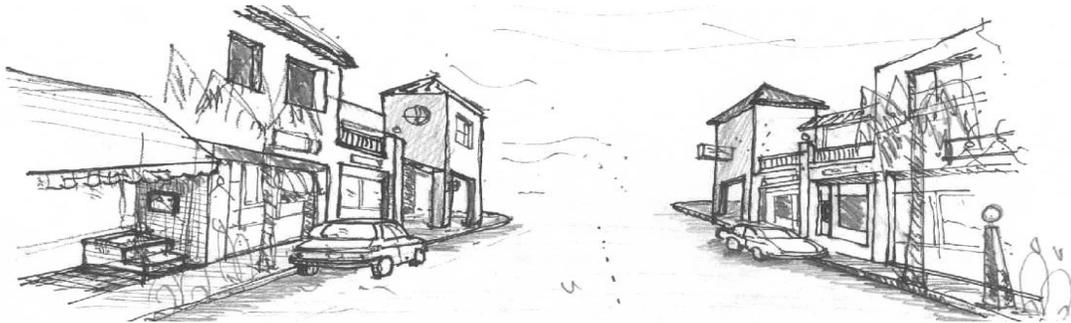
Centre City Urban (CCU) District

Gateway Transit (GT) District

Mercado (M) District

Southern Gateway (SG) District

Creekside Neighborhood (CN) District



B. LAND-USE MATRIX

Figure II-2 is a matrix that identifies permitted (P) or conditionally (C) permitted land uses in each of the districts within the Specific Plan Area. Any exceptions are noted at the bottom of the table. If a use is not listed, the Director of Community Development shall make a use determination regarding whether the proposed use is similar to a listed use. An amendment shall be required to add a use determined to be consistent with the intent of the Specific Plan.

The list of uses identified in the Permitted Use Matrix shall be considered, along with the Development Standards found in Section III, as well as the Land-Use Districts found in Section IV, when determining the appropriateness of a use. The text describing each Land-Use District's desired vision and standards takes precedence if there is a discrepancy. Land uses shall be considered prohibited unless they are determined to be similar to listed uses. Conditional uses listed in the matrix are subject public hearings in accordance with the provisions of the Zoning Code.

Downtown Specific Plan

LAND USES

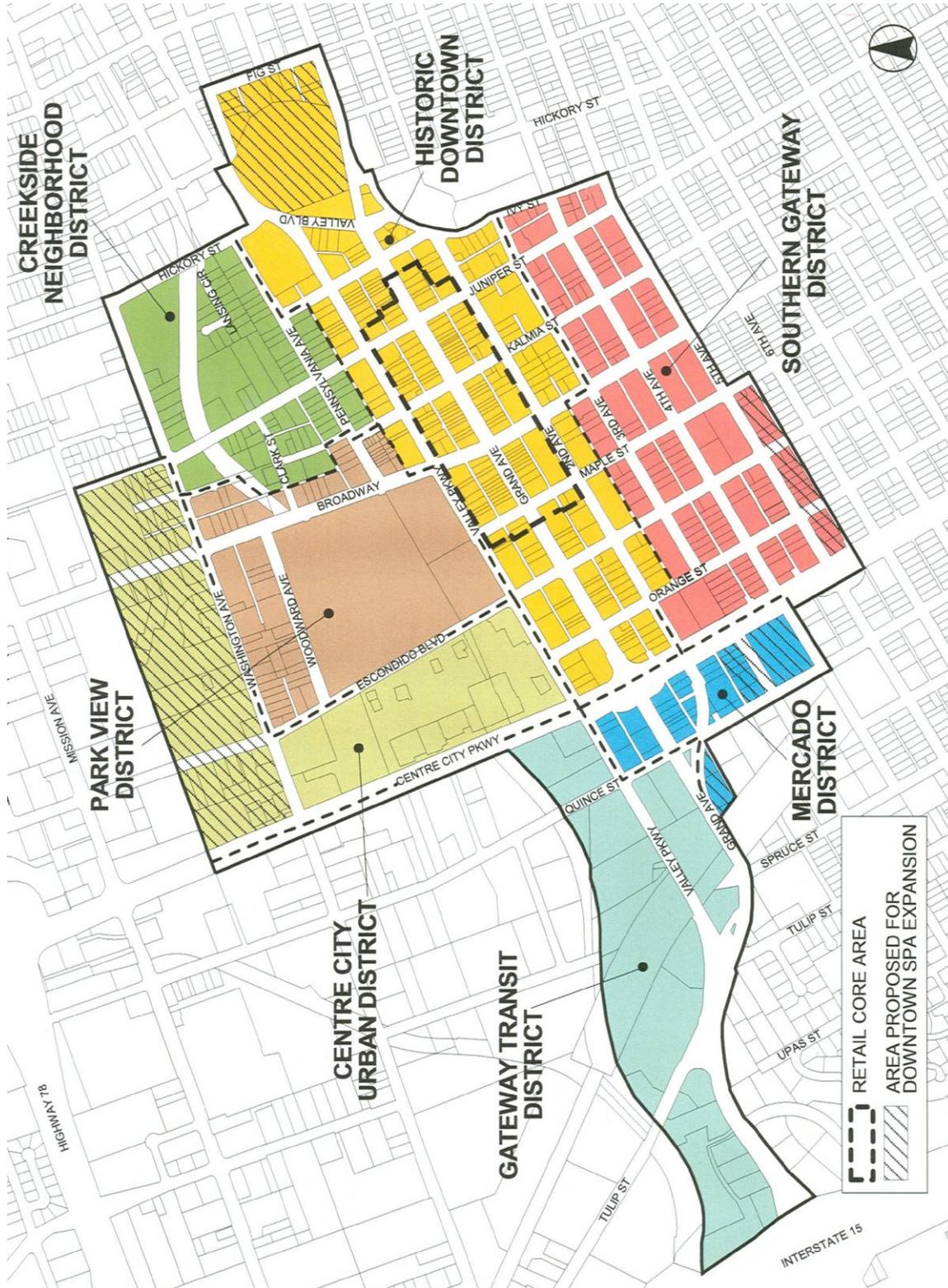


FIGURE II-1

**FIGURE II-2
PERMITTED USE MATRIX**

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		
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
Residential, on ground floor in specified areas (refer to Figure II-3 for appropriate locations and housing types)	P7, P8	P8, P9	P8	P8	P	C	P
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.	P	P	P	P	P	P3	P6
Previously owned goods and merchandise including antiques, collectibles, coins, consignment and stamps, excluding pawn shops, second hand and thrift stores.							
Automobile supply stores with, or without, incidental installation				P		P3	

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 facing 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.
- 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 either side of the alley between Pennsylvania Avenue and East Valley Parkway.
- 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 |

<u>LAND USE</u>	<u>HD</u>	<u>PV</u>	<u>CCU</u>	<u>GT</u>	<u>M</u>	<u>SG</u>	<u>CN</u>
<u>GENERAL RETAIL (continued)</u>							
Carpet and floor covering and installations				P		P3	
Large appliance sales	P7	P	P	P	P1	P3	
Home Furnishings with retail display (not including "mattress only", carpet, drapery , and discount furniture stores)	P	P	P	P	P1	P3	
Hardware, paint, glass, tools, home improvement	P1, P7	P	P	P	P1	P1, P3	
Medical equipment sales/rentals and supplies	P7		P	P		P3	
Outdoor vending machines		P					
<u>EATING AND DRINKING ESTABLISHMENTS*</u>							
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 outdoor dining, but with no drive-through), with no live amplified entertainment or dancing	P	P	P	P	P	P3, P11	
Eating establishments (as defined above) with indoor amplified entertainment and/or dancing	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)	CP	CP	CP	CP	CP	C3P3	
Drinking establishments, bars and nightclubs serving alcohol with or without live entertainment and/or dance	C	C	C	C	C	C3	

NOTES:

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 - 6 Only permitted on either side of the alley between Pennsylvania Avenue and East Valley Parkway.
 - 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.
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 - 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

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 SERVICES*							
Administrative, business and professional offices, employment agencies, secretarial services, realtors/real estate offices and counseling services, travel and ticket agencies	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), 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 health-care establishments, day spas, excluding acupressure and massage establishments as primary uses.	P2	P		P	P	P	P6
Barber, beauty 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

NOTES:

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- 1 Under 3,000 square feet.
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DOWNTOWN DISTRICTS:

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

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LAND USE	HD	PV	CCU	GT	M	SG	CN
<u>SPECIALTY SERVICES (includes similar ancillary uses NEC)*</u>							
Animal services to include pet training, boarding (indoor only), pet spas, pet day care and veterinary clinics	P7		P	P			P6
Photographic developing and photocopy services, watch and clock 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	P7					P3	
Picture framing shops	P	P4	P	P	P	P3	
Postal services including parcel delivery (public/private)	P2	P	P	P	P	P	P
Cleaning and laundering services without on-site cleaning	P7	P1	P1	P1		P1, 4	C1, 5, 6
Cleaning establishments and laundries, self-service or coin operated	P10	P				C	C1, 5, 6
Mortuaries	C10	C				C	C6
Tailors and dressmakers and alterations	P2	P	P	P	P	P	C5, 6
<u>ENTERTAINMENT, RECREATION AND CULTURAL*</u>							
Dance facilities, pinball and electronic game arcades	C		C		C		
Athletic clubs, health studios	P7	P	P	P	P	P3	P6

NOTES:

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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	P6
Dance studios and schools	P2		P	P	P	P3	P6
Martial arts schools and training facilities	P10		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	C3	
Parks - general recreation	P	P	P	P		P	P
Roller-skating and bowling alleys and similar indoor arena sports			P	P	C		
Swimming pools and schools		P					P6
Theater, live and motion picture	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
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
Youth Organizations		C	C	C	C	C	C

NOTES:

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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.

LAND USE	HD	PV	CCU	GT	M	SG	CN
EDUCATION*							
Educational facilities for adults	C10	P	C	P	P	P	C6
Daycare facilities	C10	C	C	C	C	C	C6
Schools-(primary and secondary education)	C6	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)	C	C	C	C	C	C	C
Taxicab, trolley, shuttle and pedicab stands	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
<u>Miscellaneous Government Operations</u>	C	C	C	C	C	C	C

NOTES:

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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:

- | | |
|-----|------------------------|
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| GT | Gateway Transit |
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| CN | Creekside Neighborhood |

Downtown Specific Plan

LAND USES

C. RESIDENTIAL USE MATRIX

Figure II-3 identifies the types of residential uses permitted or conditionally permitted, within the Downtown Specific Plan Area within each Land Use District. Any exceptions are noted at the bottom of the table. The Director of Community Development shall make a determination regarding whether the proposed use is similar to a listed use if a type of residential use is not listed.

The types of residential uses identified in the Matrix (Figure II-3) shall be considered with the Development Standards found in Section III, and the Land-Use Districts found in Section V when determining the appropriateness of a use.

The text describing each Land-Use District's desired vision and standards takes precedence if there is a discrepancy. Residential development types shall be considered prohibited



unless they are determined to be similar to listed uses. Conditional uses listed in the matrix are subject public hearings in accordance with the provisions of the Zoning Code.

Downtown Specific Plan

LAND USES

**FIGURE II-3
Residential Land Use Matrix**

Types of Residential Units (see Figure II-1 identifying appropriate areas for developing residential Downtown as well as Chapter 3 defining residential uses)	HD	CCU	GT	PV	M	SG	CN
Apartments (units on ground floor)	P1	P1	P1			C2	P3
Apartments (located above permitted non-residential ground-floor uses)	P	P	P	P	P	P	P
Condominiums (units on ground floor)	P1	P1	P1			C2	P3
Condominiums (located above permitted non-residential ground-floor uses)	P	P	P	P	P	P	P
Single-Family, Detached (conventional)						P4	P4
Single-Family Detached or Attached, Row-Home Units	P1	P1	P1	P1	P1		P3
Duplex (two units attached)							P3
Artisan Loft	P1		P1		P1	P1	P
Shopkeeper	P1		P1		P1	P1	P
Residential-Care Facility (services necessary for day-to-day living provided to tenants)	C			C		C2	C

P = Permitted C = Conditional Use Permit required

- 1 Residential and mixed-use projects are permitted in specified areas, subject to a Planned Development approval pursuant to Article 19 of the Escondido Zoning Code.
- 2 Ground-floor residential not permitted on Escondido Boulevard.
- 3 Ground-floor residential on Pennsylvania Avenue requires CUP.
- 4 Conventional, single-family residential permitted provided structure qualifies as a historical resource

Districts:

HD= Historic Downtown
CCU= Centre City Urban
GT= Gateway Transit
SG= Southern Gateway

M= Mercado
PV= Park View
CN= Creekside Neighborhood

Downtown Specific Plan

DESIGN PRINCIPLES, GUIDELINES & STANDARDS

III. DESIGN PRINCIPALS, GUIDELINES, AND STANDARDS

A. PURPOSE STATEMENT

There exist certain elements of good urban design in the creation of public and private spaces that make up the fabric of a downtown. This document seeks to identify those principles and supportive guidelines, to explain them in a way that is clear, and to give direction on their use. Proposed projects should preserve, respect and promote the existing character, scale, and the patterns of downtown Escondido. In its transition to a more urban environment, efforts should be made to capitalize on the City's unique history, climate, and geography. The goal of this document is to encourage well thought out urban design solutions, increase the level of quality projects and to provide the community with a future environment that is as rich as its past. Information from this chapter should be used in concert with Sections B and C of this Chapter, which details certain design standards. There might be points of discussion on any project for which there is no one clear solution. Preserving the character of Downtown Escondido, along with the area's overall vision, should be the fundamental goal of the design process.



1. PLANNING PRINCIPALS AND GUIDELINES

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

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

Guidelines:

- 1) Proposed projects should preserve, respect and promote the existing character, scale, architecture and the patterns of the historically significant downtown.
- 2) The street level shall be enhanced as an inviting place for pedestrians by providing features that are visually interesting and human in scale. These may include storefront windows, display cases, art, historical plaques and landscaping.

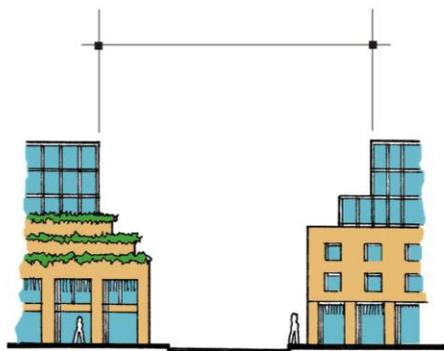
Downtown Specific Plan

DESIGN PRINCIPLES, GUIDELINES & STANDARDS

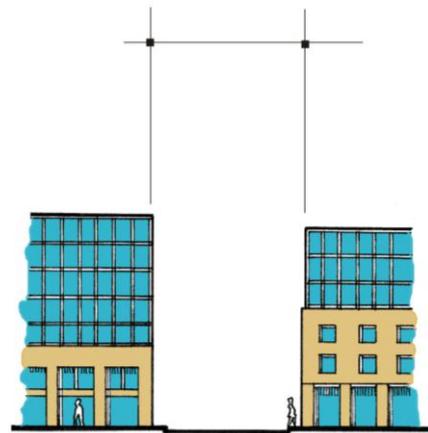
- 3) Significant historic facades and architectural features visible from the public right-of-way shall be preserved. Replacement elements on historic buildings should replicate the original elements as closely as possible in terms of materials, profile, and detail which add to the building's character and the downtown overall. Replication should be based on historic evidence, not conjecture.



- 4) Structures proposed for adaptive re-use shall retain the appearance of their original use, particularly if the structure is deemed historically significant. Landscaping, lighting, signage, parking, and other exterior structural additions/modifications, shall be designed to not impact surrounding residential uses.
- 5) Buildings shall have architectural features and patterns that provide visual pedestrian-scale interest, reduce massive visual effects (such as avoiding large blank walls, step-back building facades for upper floors, etc.), and recognize local character.



ENCOURAGE STEPPING BACK



DISCOURAGE CAVERNOUS EFFECT

- 6) New buildings shall reflect and reinforce the scale; mass, proportion, rhythm, and attention to detail that are established by existing well-designed building facades along the street.

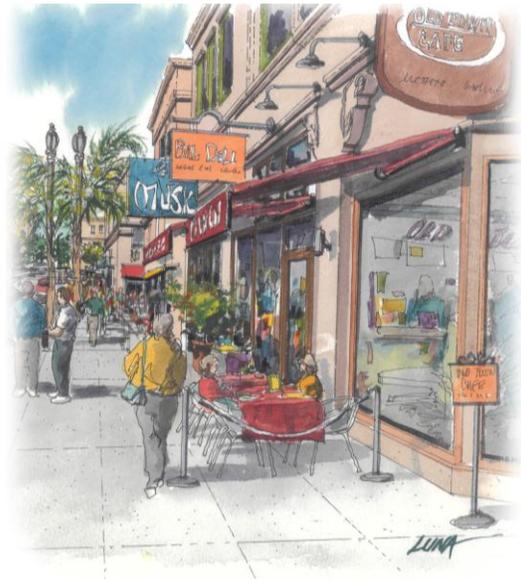
Downtown Specific Plan

DESIGN PRINCIPLES, GUIDELINES & STANDARDS

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

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

A continuous “street edge” frames and defines the public space, transforming the street into an enjoyable outdoor public space. Buildings with transparent store fronts at the sidewalk engage the pedestrian’s interest, attention and curiosity. Conversely, buildings set back from the street erode the “street edge,” disconnect the pedestrian from the building’s use and activity, as well as prevent the pedestrian from enjoying attractive building details.



Guidelines:

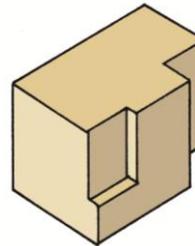
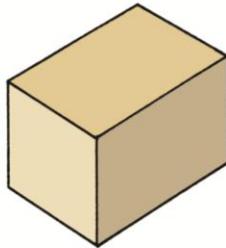
- 1) As required by the Specific Plan District, the majority of a building’s footprint should, especially at the street edge, contact the ground plane by avoiding the use of columns with cantilevered overhangs and/or porches along the street edge. A building’s main front façade should not be set back from the street.
- 2) As required by the Specific Plan District, approximately 70% of the building wall along the street should contact, or be in close proximity to, the street edge to provide an urban look and help activate the street.

Downtown Specific Plan

DESIGN PRINCIPLES, GUIDELINES & STANDARDS

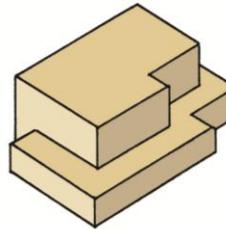
- 3) Elements that vary façade planes and create a visual play of light and shadow shall be incorporated along the street edge. Long, uninterrupted, horizontal surfaces and “box-like” appearances shall be avoided. Display windows, store entrances, upper windows and other architectural features are encouraged in these locations.

(BOX-LIKE APPEARANCE)
DISCOURAGED



(VERTICAL ARTICULATION)
ENCOURAGED

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



(VERTICAL ARTICULATION)
ENCOURAGED

- 5) Pedestrian-oriented storefront windows should be located on the street edge as well as pedestrian-scale signage, canopies, and awnings. Doors can be offset slightly away from the street to increase window area.
- 6) Changes in paving, hedges and walls also should be used to define the street edge in addition to building façades.

c. Incorporate pedestrian-scaled storefronts and narrow residential lots

A more compact, walkable community is established by incorporating narrow storefronts and lots with increased frequency of entry points in both commercial and residential buildings that limit long expanses of inactivity along the street. Ground-floor retail buildings should have transparent storefronts at the sidewalk to engage the pedestrian's interest, attention and curiosity, drawing them in to explore and shop.

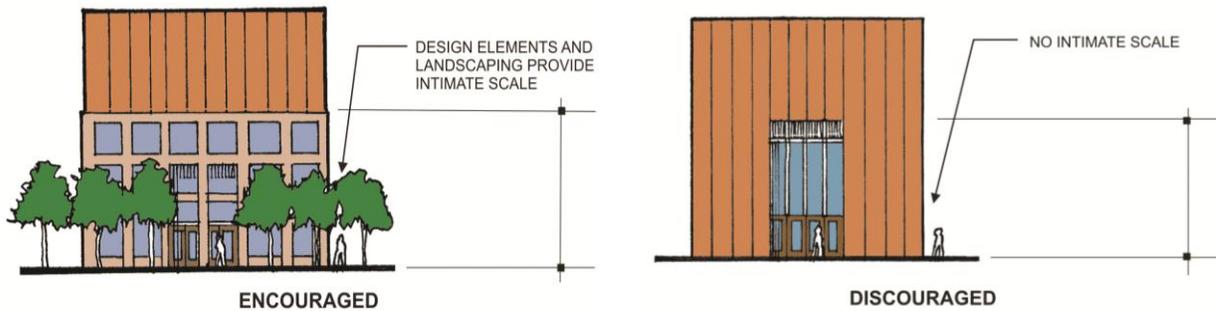


Downtown Specific Plan

DESIGN PRINCIPLES, GUIDELINES & STANDARDS

Guidelines:

- 1) The ground-floor portion of buildings should be architecturally distinguished from the upper façade to form a visual base for the building and to create an intimate scale for the pedestrian environment.



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

THE DIFFERENT FINISHES OF A MATERIAL CREATE TEXTURE



TEXTURES PROMOTE INTIMATE SCALE

d. Design sidewalks with the pedestrian experience as the priority

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

Guidelines:

- 1) The pavement and streetscape within the public right-of-way should be uniform so that they act to provide continuity throughout the downtown.

Downtown Specific Plan

DESIGN PRINCIPLES, GUIDELINES & STANDARDS

- 2) Decorative sidewalk paving on private property may be used to enhance the pedestrian experience.
- 3) Private open-space development and streetscape design of the sidewalk areas should be coordinated when conditions permit.
- 4) All streetscape furniture in the public right-of-way should be similar to that adopted for use by the City of Escondido
- 5) Low walls, landscaping, stoops or porches, and paving should be utilized to clearly define public, semi-private, and private space.



- 6) Arcades built over the sidewalk or in front of store windows shall be high enough and open enough not to obscure display windows.
 - 7) Features that can protect pedestrians from inclement weather (umbrellas, awnings, canopies, recessed entries, are encouraged and should be designed as a building's integral features.
 - 8) Outdoor dining in the sidewalk area associated with an adjoining eating or drinking establishment is encouraged. All proposals for outdoor dining areas shall comply with the provisions established in Chapter VII.
- e. Preserve the existing circulation grid, encourage narrow streets with modest curb radius, and recognize alleys as streets.**

Preserving the historic street grid (including alleys) enables good traffic flow, route choice, safety, continuity, and provides more available land for storefronts. Narrow streets force vehicles to travel slowly, significantly contributing to pedestrian safety, low noise levels, and better neighborhood livability. As the Downtown continues to mature, alleys serve as valuable public property functioning as secondary streets.

Guidelines:

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

Downtown Specific Plan

DESIGN PRINCIPLES, GUIDELINES & STANDARDS

f. Design projects that maintain safe streets and spaces

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



Guidelines:

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

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

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

Downtown Specific Plan

DESIGN PRINCIPLES, GUIDELINES & STANDARDS

Guidelines:

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



- 2) The residential density for mixed-use developments shall consider the planned urban vision as well as the existing development pattern as a means to establish compatibility.
- 3) Principles and guidelines pertaining to ground-floor (street level) design shall apply.

h. Design projects that encourage views to important spaces and buildings

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

Guidelines:

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

Downtown Specific Plan

DESIGN PRINCIPLES, GUIDELINES & STANDARDS

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

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

Guidelines:

- 1) Locate required on-site parking at the rear of buildings. The on-site parking shall not diminish the defined street edge or detract from the pedestrian experience.
- 2) On-street parking shall offer convenience, slow traffic, and provide a visual and safety buffer between the pedestrian and the street.
- 3) Development shall address residential, guest, and commercial parking needs on-site as well as the appropriateness of gated and/or reserved parking.
- 4) Parking lots shall be landscaped to soften their area and provide a visual buffer. A combination of trees and shrubs in a landscaped strip or planter creates an effective separation where a parking lot abuts a public sidewalk.
- 5) Tandem spaces may be appropriate in residential developments.
- 6) Structured parking shall create a visually attractive and active street edge to enhance the pedestrian experience in the following manner:
 - (a) Parking structures shall generally be limited to extend no more than one-half story above grade adjacent to the sidewalk, or shall be developed below street level.
 - (b) Parking garage facades shall complement the area's existing architecture.
 - (c) A majority of the parking structure's street frontage shall include sufficient retail or commercial space to accommodate a variety of pedestrian-oriented uses, or be constructed at the rear of the building.
 - (d) Vehicular entry points into garages should be minimized and located to minimize pedestrian exposure.



j. Encourage features that increase and enhance ridership on public transit

Providing safe, pleasant, and convenient public-transit stops in a neighborhood encourages residents to use the transit system reducing overall automobile trips.

Guidelines:

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

Downtown Specific Plan

DESIGN PRINCIPLES, GUIDELINES & STANDARDS

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

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



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

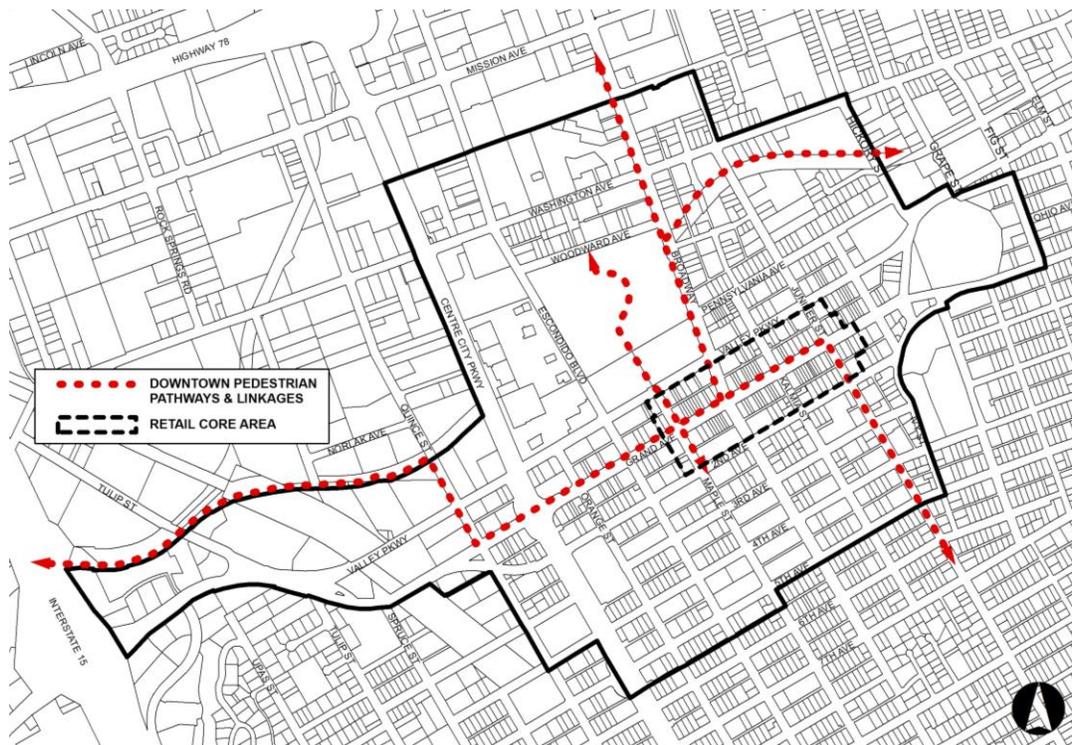


FIGURE III-1

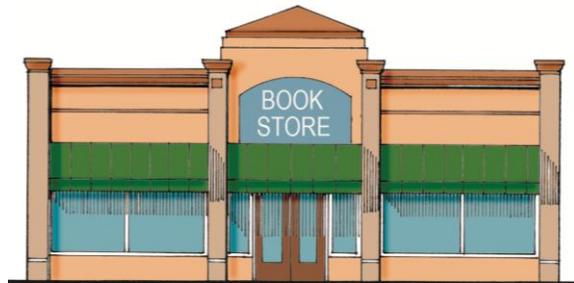
Downtown Specific Plan

DESIGN PRINCIPLES, GUIDELINES & STANDARDS

2. ARCHITECTURAL PRINCIPLES AND GUIDELINES

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

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



EMPHASIS THROUGH MASSING

Guidelines:

- 1) Use durable, timeless materials that are typically associated with urban environments.
- 2) Discourage typical suburban residential materials and finishes, such as residential roofing styles and large expanses of wood.
- 3) Colors for building wall surfaces, trim areas, and awnings shall be coordinated and non-garish. Consultation with a color specialist to ensure a harmonious palette is strongly encouraged.
- 4) Alterations and/or additions to existing buildings should improve the character of the building and its relationship to historic character, as well as be compatible in scale, materials and character with the main structure.
- 5) The architectural design of detached buildings shall complement the main structure through the use of compatible details, materials and colors.



ASYMMETRICAL BALANCE

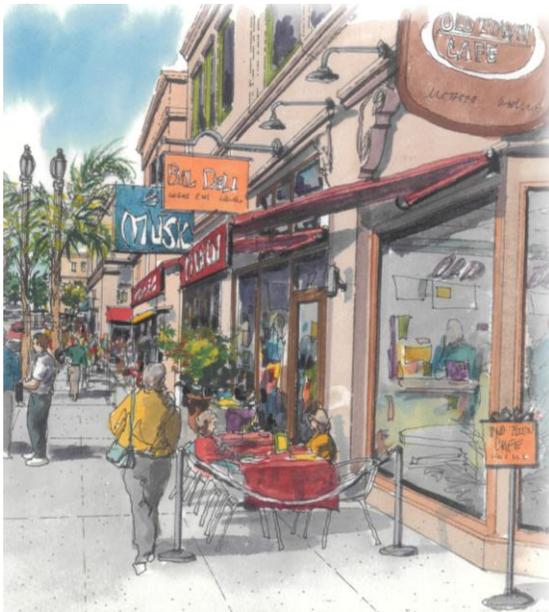


SYMMETRICAL BALANCE

Downtown Specific Plan

DESIGN PRINCIPLES, GUIDELINES & STANDARDS

- 6) Well-designed and appropriate exterior lighting shall be incorporated to provide security, visual comfort for pedestrians, and enhancement of façade details.
 - 7) Minimize glare into pedestrians' eyes by utilization of indirect lighting where appropriate.
 - 8) Building lighting should highlight signs, entrances and walkways, display windows, or outstanding architectural features. Building lighting that blinks, changes, or is otherwise distracting shall be avoided.
 - 9) All exterior lighting fixtures in parking areas and driveways shall utilize cutoff shields, or other appropriate measures, to conceal the light source from adjacent uses and rights-of-way.
 - 10) Building and signage lighting should be indirect, and with the light source(s) hidden from direct pedestrian and/or motorist view.
 - 11) To enhance readability, comprehension, and aesthetics, signage should be minimal in content, as well as appropriate in size, scale, font and location to help identify a location and provide direction to users.
- b. Buildings shall orient toward the street, have a strong connection with the ground plane and immediate surroundings, as well as appropriately reflect the building's purpose and use.**



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

Downtown Specific Plan

DESIGN PRINCIPLES, GUIDELINES & STANDARDS

Guidelines:

- 1) The majority of a building footprint should, especially at the street edge, contact the ground plane with a design that reflects the retail, office, or residential use.
- 2) Buildings that are elevated to accommodate ‘tuck-under’ parking are discouraged because they “disconnect” the building’s users from the ground, street and neighborhood.
- 3) Building entry points should be clearly visible.

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

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

Guidelines:

- 1) All glass on ground floors should be clear and non-reflective. Upper floor windows may have lightly tinted, but non-reflective, glass.
- 2) Retail and commercial buildings in the core area should reflect the party-wall construction pattern with adjacent buildings sharing a common wall.
- 3) Retail and office buildings shall maintain a design distinction between upper stories and the street-level façade.
- 4) Building corners shall incorporate special architectural treatment that enhances the structure as well as the downtown experience; such as, plazas, towers, gathering places, etc.



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DESIGN PRINCIPLES, GUIDELINES & STANDARDS

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

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

- 1) Porches, stoops, balconies and recessed entries in residential projects are encouraged. Design of these elements should retain a sense of privacy, but still allow interaction with the sidewalk while providing "eyes on the street."
- 2) First-floor windows located at ground level should be designed or located to encourage a sense of privacy.
- 3) Residential projects shall be a minimum of two stories and shall maintain a strong edge similar to commercial buildings.
- 4) Residential projects, with portions of underground parking extending above the sidewalk line, shall be designed so that the street edge is still attractive and inviting to pedestrians.
- 5) Public, semi-private, and private spaces should be defined by utilizing low walls, landscaping, stoops, porches, and decorative paving.
- 6) Urban design should offer appropriate amenities, such as high loft-like spaces with generous areas of glass. Private balconies or decks are encouraged even if these amenities are small.



Downtown Specific Plan

DESIGN PRINCIPLES, GUIDELINES & STANDARDS

B. DESIGN STANDARDS

1. SITE DEVELOPMENT FLEXIBILITY

Adjustments to the site development regulations may be approved or conditionally approved by the Director of Community Development if it is demonstrated that the proposed adjustment would be compatible with, and not prove detrimental to, adjacent property or improvements:

- a. Adjustments to setback requirements up to 25% or four feet (whichever is less).
- b. Required landscaping may be permitted in the public right-of-way if a minimum four-foot clear sidewalk is maintained, Americans with Disabilities Act (ADA) requirements are met, and an encroachment permit is obtained from the Engineering Division of the Public Works Department. This provision shall apply only if there is no encroachment on the existing right-of-way by a future street improvement that would render the landscaping feature(s) to become non-conforming.



2. PARKING

On-site parking 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.~~

a. Off-site Parking

Off-site parking may be available with review by the Planning Commission with a joint-use parking agreement. All of the required parking for a site may be provided using the joint-use agreement subject to the following:

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DESIGN PRINCIPLES, GUIDELINES & STANDARDS

- 1) The building or use for which application is being made for authority to utilize the existing facilities provided by another building or use shall be located within the downtown area and within ¼ mile of such parking facility.
- 2) The applicant shall show that there is no substantial conflict in the principal operating hours of the building or uses for which the joint use of off-street parking facilities is proposed.
- 3) Parties involved in the joint-use of off-street parking shall provide the City with an appropriate legal instrument approved by the City Attorney as to form and content. Such instrument, when approved as conforming to the provisions of this article, shall be recorded in the Office of the County Recorder and copies thereof filed with the Building Department and the Planning Commission.
- 4) Off-site valet parking shall be permitted with a joint-use agreement.
- 5) All joint-use parking agreements shall have provisions granting the City authority to require signage on parking spaces if needed.

b. Additional Residential Tandem and Standard Parking Criteria

- 1) All parking spaces for residential units shall be covered, or enclosed, except for guest parking.
- 2) Wider parking stalls shall be incorporated adjacent to vertical support walls, beams, and/or columns that impede access within structured parking garages.
- 3) Tandem parking proposed for residential development shall be processed through the Planned Development application.
- 4) All enclosed garages shall be constructed with roll-up doors.
- 5) A maximum 25% of residential units may be provided with tandem spaces.
- 6) Tandem spaces shall not be assigned to separate residential units.
- 7) Minimum interior, enclosed-garage, tandem-space dimensions shall be 10 feet wide and 38 feet long.
- 8) Minimum structured parking tandem-space dimensions shall be 8.5 feet wide and 36 feet long.

c. Tandem Parking for Commercial Uses

A portion of the required parking may be installed as tandem spaces by approval of a Conditional Use Permit for commercial uses that provide valet service during operating hours. This would limit any future changes in building occupancy.

Downtown Specific Plan

DESIGN PRINCIPLES, GUIDELINES & STANDARDS

d. Vehicle Spaces Shall Be Reserved for Parking

Provisions shall be made to ensure that parking spaces remain available for operable vehicles and not for inoperable vehicles or general storage.

e. Conversion of On-Site Parking for Outdoor Dining

On-site private parking spaces may be converted for outdoor dining to accommodate an on-site restaurant subject to City approval.

3. VEHICLE PARKING DISTRICTS

a. Vehicle Parking District No. 1

Special assessments have been paid by property owners whose businesses are located within Vehicle Parking District No. 1 for establishing and financing public parking spaces (Figure III-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 under-developed parcels are encouraged to provide a number of parking spaces commensurate with their anticipated demand, but there is no minimum requirement.

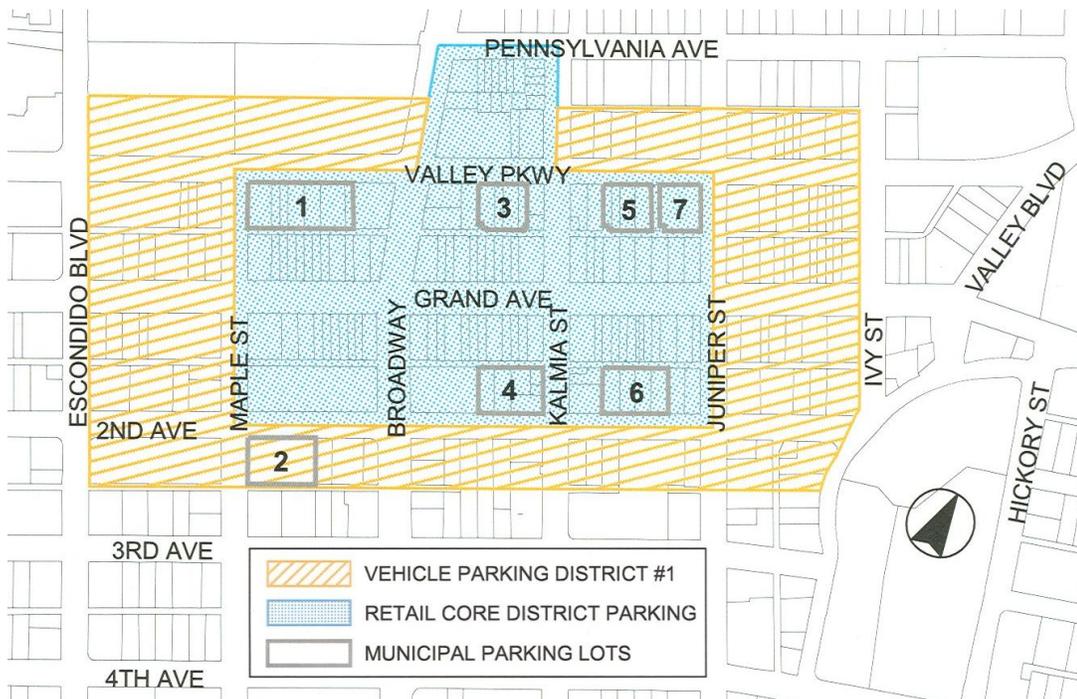


FIGURE III-2

Downtown Specific Plan

DESIGN PRINCIPLES, GUIDELINES & STANDARDS

b. 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.

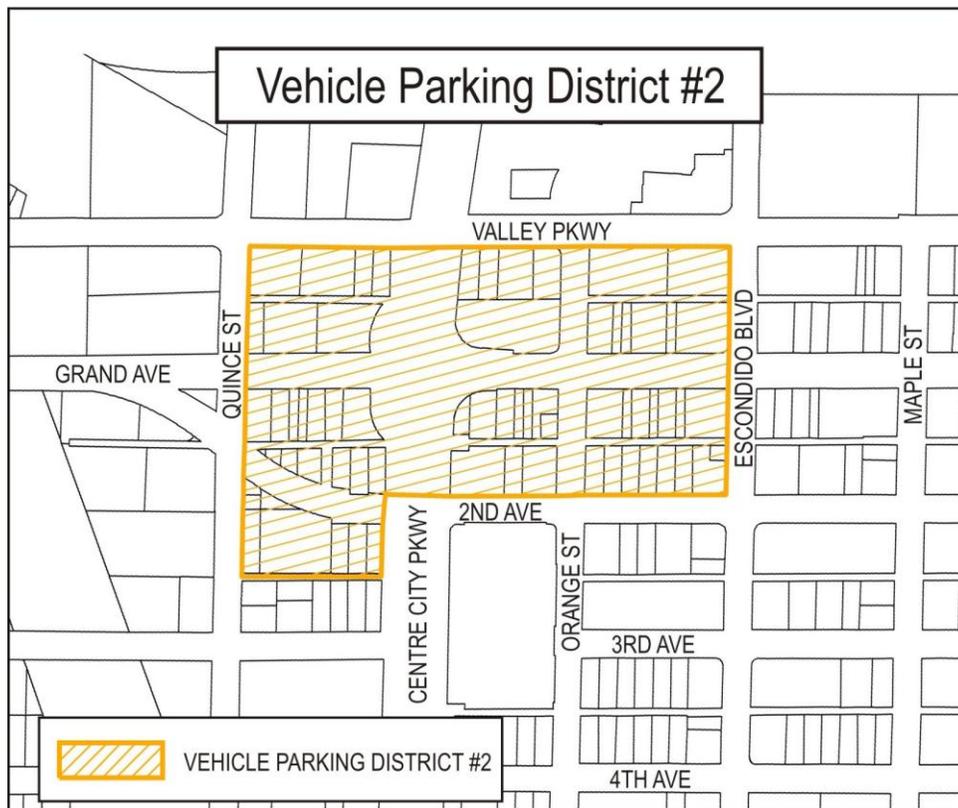


FIGURE III-3
Revised 07/13/11

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DESIGN PRINCIPLES, GUIDELINES & STANDARDS

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. Parking management strategies for public off-street parking lots may include time restrictions and the sale of parking permits for long-term parking on selected public lots.



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

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

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

5. BUILDING EXTERIOR MODIFICATIONS

Prior to beginning any work, proposed exterior modifications shall be reviewed by the Director of Community Development or his/her designee, pursuant to Figure VIII-1, to determine conformance with the design guidelines and policies of this Specific Plan. ~~Any proposed changes may be referred to the City's Design Review Board.~~ Alterations include, but are not limited to: painting or otherwise modifying exterior features different than existing, altering exterior architectural finishes, installing awnings, windows, doors, signs, etc. The approval of any building modification would constitute a binding agreement between the City and the property owner.

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DESIGN PRINCIPLES, GUIDELINES & STANDARDS

6. REFUSE AREAS



Trash and storage enclosures shall be of a size, type, and quantity approved by the City. All enclosures shall be attractive in design and integrated into the main building's architecture. They shall be shielded from view within a building or within an area enclosed by a solid wall not less than six (6) feet in height and

constructed with a roof structure that screens the enclosure from higher elevations. Said storage areas shall be located so that they are oriented away from



public streets, and residential areas, secured from unauthorized entry, and easily accessible to collection vehicles as well as meet all National Pollution Discharge and Elimination System (NPDES) requirements.



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DESIGN PRINCIPLES, GUIDELINES & STANDARDS

7. SIGNAGE

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



8. LANDSCAPING

Landscaping shall conform to Article 62 of the Escondido Zoning Code. Deviations from the code may be approved on a case-by-case basis through the Planned Development process, providing justification is documented to support the request.

9. USABLE OPEN SPACE

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

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



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

The required amount of open space for residential-only and mixed-use residential projects is 300 square feet per unit. On a case-by-case basis, up to 50% reduction in open space may be provided in exchange for paying an in-lieu fee on a per-square-foot basis that contributes toward the cost of improving and expanding parkland in the downtown area. This percentage reduction may be increased up to

75% when considering the project's proximity to Grape Day Park.

Downtown Specific Plan

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10. RESIDENTIAL STORAGE

A minimum of eighty (80) cubic feet of private storage area for each unit shall be provided, with no minimum dimensions less than two (2) feet. Said storage shall be required in addition to typical cabinets and closets and not include attic space.

11. ADEQUATE CLEARANCES

The Engineering/Public Works and Fire Departments shall review and approve appropriate clearances around and between buildings to ensure adequate sight distance, safety, and maintenance clearances for private, service, and emergency vehicles.

12. WALLS REQUIRED

A solid-masonry wall, not less than six (6) feet in height above grade, shall be built and maintained on those sides of a property in any nonresidential Specific Plan District that adjoin a residential zone, school, or park, except where the adjoining property has already provided a six (6) foot, above-ground, masonry wall. A street or alley shall constitute a separation and no wall is required. The need for screen-walls within a mixed-use project shall be evaluated on a case-by-case basis.

13. MIXED-USE DEVELOPMENT

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



Commercial uses wrapping around street corners, and architectural details that are differentiated on upper elevations, are important elements which establish a strong retail edge. Retail space shall be developed with sufficient interior areas and ceiling heights to accommodate a wide variety of uses. Storefront widths of 25-30 feet with 42-45+ foot depths (inclusive of handicap accessible restroom areas), and 12- to 13-foot-high ceilings are considered to be sufficient.

Downtown Specific Plan

DESIGN PRINCIPLES, GUIDELINES & STANDARDS

14. SHOPKEEPER DEVELOPMENT

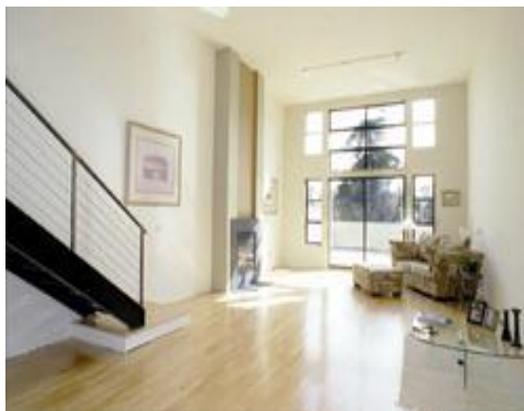
Shopkeeper development means a dedicated, street-level office, or retail space that provides pedestrian access from the street. This space shall be attached and provide access to the main dwelling unit, which is located above and/or behind the office or retail space. Shopkeeper development is generally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



Shopkeeper development shall be designed for owners to operate their businesses while living in the attached unit by limiting separate exterior access to the residential portion of the unit. Designing the units to accommodate leasing, or purchasing either the residential or commercial space to separate tenants, is not permitted.

Shopkeeper commercial spaces shall be developed with sufficient interior areas and ceiling heights to accommodate a variety of businesses, but the variety may be more limited than the types of businesses associated with mixed-use development. Shopkeeper widths of 20-25 feet with 30-35 foot depths (inclusive of handicap accessible restroom areas), and 10-11 foot-high ceilings create a sufficient minimum area for shopkeeper uses to operate.

15. ARTISAN LOFT DEVELOPMENT



Artisan loft development is a street and / or upper-level space constructed as an expansive and open “shell” that allows individual owners flexibility for interior improvements that establish a gallery space to create, display, and sell artisan crafts with a strong connection to the living space. Within the “shell” are kitchen and sleeping areas that are secondary to the space designed for fabricating arts and/or crafts. Owners of artisan lofts shall operate their businesses while living in their units.

Downtown Specific Plan

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



generate fewer traffic trips, and may be inappropriate for main thoroughfares or in areas where a stronger commercial presence is desired.



Artisan loft space shall be developed with sufficient interior areas and ceiling heights to accommodate a variety of businesses, but the variety shall be more limited than the types of businesses associated with mixed-use or shopkeeper developments. Artisan loft widths of 15-20 feet with 18-25 depths (inclusive of handicap accessible restroom areas), and 9-10 foot-high ceilings create a sufficient minimum area for artisan uses to operate, although higher ceilings may be appropriate in certain circumstances.

16. SECURITY FENCES AND STOREFRONT SECURITY GRATES



Security fences and/or storefront grates are strongly discouraged, particularly in areas designed for heavy pedestrian traffic. Security features attractively designed and non-intrusive, placed inside the structure, may be considered on a case-by-case basis, subject to the approval of the design and location by the Community Development Director, or a designated representative. Alternative security measures, such as internal alarms and reinforced glass, are encouraged.



**FIGURE III-4
Land-Use District Development Standards**

	HD	PV	CCU	GT	M	SG	CN
Maximum Building Height	57' between CCP and Maple Street, 45' between Maple and Juniper Streets, 60' between Juniper and Date Streets. (120' for hospital tower)	35', not to exceed two stories, between Washington and Woodward Ave, 57' east side of Broadway, up to 85' within Grape Day Park, Civic & Cultural areas with PD application	60' and up to 75' for multi-family and mixed-use projects through the Project Plan application process	35' west of NCDT Rail line; elsewhere up to 57'	Up to 55'	57' between CCP and Broadway and between Second and Third Avenues, Historic Adaptive Reuse: 28'	57' except those areas along the northern side of Pennsylvania Street shall be 28'
Min. Frontage	None	50'	50'	50'	50'	50'	50'
Front Setback	None 10' max strongly encouraged <u>Signs: 5'</u>	None 10' max strongly encouraged (Parking <u>and Signs: 5'</u>)	None 10' max strongly encouraged (Parking <u>and Signs: 5'</u>)	None' (Parking <u>and Signs: 5'</u>)	None (Parking <u>and Signs: 5'</u>)	10' Esc. Blvd: 0' (Historic Adaptive Reuse: 15') (Parking <u>and Signs: 5'</u>)	10' Pennsylvania Avenue: 0' (Garage entrance 20')
Side Setback	None Permitted	None	None <u>(Signs: 5')</u>	None <u>(Signs: 5')</u>	None	None (Historic Adaptive Reuse: 5')	Pennsylvania Ave.: 0' Elsewhere: 5' + 5' for each story over 2
Street Side Setback	None 10' Max.	10'	10' (Parking & signs 5')	None (Parking <u>and Signs: 5'</u>)	None (Parking 5')	None (Historic Adaptive Reuse: 10') (Parking 5')	10' (Garage entrance 20')
Rear Setback	None	None <u>(10' if next to public street)</u> (Parking <u>and Signs: 5'</u>)	5' (10' if next to public street) <u>(Parking and Signs: 5')</u>	None (Parking 5')	None (Parking 5')	None (Historic Adaptive Reuse: 10') (Parking 5')	10' + 5' for each story over 2 (parking 5')
Min. Lot Size	None	None	None	None	None	None	None
Max. Bldg. Cov.	None	None	None	None	None	None	None

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

Districts:

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

M = *Mercado* GT = *Gateway Transit*
PV = *Park View* SG = *Southern Gateway*

CN = *Creekside Neighborhood*

Downtown Specific Plan

DESIGN PRINCIPLES, GUIDELINES & STANDARDS

C. GENERAL PROVISIONS

1. PROCESSING GUIDELINES FOR DEVELOPMENT APPLICATIONS

Applications for development may be processed prior to adoption of the updated Specific Plan, subject to meeting certain interim criteria that have been established to ensure compatibility with the planned vision for Downtown. The current provisions for building heights, intensities and residential densities of 45 dwelling units per acre shall apply while environmental review and final approval are pending for the Downtown Specific Plan Area. Proposals that conflict with adopted Specific Plan standards shall be processed on a case-by-case basis with a Specific Plan Amendment, Planned Development and Development Agreement application along with other appropriate applications dependent on the nature of the project (tentative map, conditional use permit, etc.) with individual environmental analysis. The following interim criteria shall be applied when considering proposed projects:



- a. The project does not propose new residential uses in areas considered in the pending plan for only commercial and/or office uses.
- b. The project is generally consistent with, or does not significantly depart from, the development standards, land uses, design principles, and design guidelines proposed in the pending Specific Plan, and would not likely prejudice or compromise future planning efforts.
- c. The project accommodates all required parking on-site without using adjacent streets; or, as modified through the Planned Development application process, shall include supporting documentation to the satisfaction of the City.
- d. The project provides a minimum of 300 square feet of usable open space (as defined in the pending Specific Plan) for each proposed residential unit, or the project contributes an in-lieu fee on a per-square-foot basis toward the cost of improving and expanding Grape Day Park.
- e. The project provides a sufficient leasable size and square footage that are generally consistent with the pending Specific Plan to encourage and sustain a variety of uses for proposed retail or office space.
- f. The project contributes to the preparation of the pending Environmental Impact Report that assesses its cumulative impacts as well as appropriate contributions toward required infrastructure needed to support the build-out of the Downtown.

Downtown Specific Plan

DESIGN PRINCIPLES, GUIDELINES & STANDARDS

- g. The project has been initiated by the City Council for processing based on the application's merits for satisfying Downtown's Strategic Goals as identified in Chapter I.

All construction and development within the Specific Plan Area shall comply with the provisions of the interim Specific Plan and other documents incorporated by reference. If any issues arise that are not covered by the provisions of this Specific Plan or other referenced documents, the most applicable provisions shall prevail as determined by the Community Development Director. The interim Specific Plan affects private property through regulation of land uses and physical property improvements. Implementation of these regulations shall be achieved through the planning approval and ~~design~~ review process utilizing the decision-making authority of the Planning Commission and City Council.

2. OTHER APPLICABLE CODES AND ORDINANCES

Unless otherwise stated within the interim Specific Plan, all construction and development within the Specific Plan Area shall comply with applicable provisions of the City Council-adopted Subdivision, Municipal and Zoning Ordinances, Uniform Building Code and the various related mechanical, electrical and plumbing codes, as well as any adopted Federal, State or local housing laws and regulations that apply. Projects that have formally submitted, or have been approved, prior to the adoption of the Interim Specific Plan, are eligible to retain their parking designs and requested incentives for consideration as prescribed in the previously adopted Specific Plan (see Figure VIII-2).



3. ~~RESOLUTION OF CONFLICTS~~ ~~DIRECTOR DETERMINATIONS~~

If there is no sufficient provision provided for an issue, condition, or situation that arises, or is not clearly understandable, those regulations that are applicable for the most similar issue, condition, or situation shall be used by the Director of Community Development as guidelines to resolve an unclear matter. Determinations of the Director may be appealed to the Planning Commission within ten days of the determination.

4. AMENDMENTS

City Council action is required to amend the Specific Plan. An amendment may be initiated by the City Council, Planning Commission, staff or private property owner and shall be subject to the appropriate City Council adopted fee schedule. The criteria identified in Section 1 shall apply in reviewing any amendment.

Downtown Specific Plan

DESIGN PRINCIPLES, GUIDELINES & STANDARDS

5. VIOLATIONS

Any persons, firm, or corporation (whether a principal, agent, employee, or otherwise) violating any provisions of these regulations shall be subject to the penalties and provisions of the City Municipal Code.

6. LAND USE DETERMINATIONS

Whenever a particular use has not been clearly listed as being permitted or conditionally permitted in a land-use district, it shall be the duty of the Director of Community Development to determine if said use is: (a) consistent with the overall intent of the district in which the use is proposed; and, (b) consistent with the other permitted or conditional uses in that district. An amendment shall be required to add a use not clearly listed.

7. NONCONFORMING USES AND STRUCTURES

Lawful uses of land or structures that would not be permitted by the regulations imposed by this Specific Plan shall be governed by the Escondido Zoning Code with the following exceptions:

a. Nonconforming signs shall be treated separately from the nonconforming structure and use, and shall not cause the property and/or use to be deemed nonconforming. Nonconforming signs shall be subject to provisions of Article 66 of the Escondido Zoning Code. Improvements to a nonconforming sign may be considered separately from any improvements to the property, limited by the provisions of the Escondido Zoning Code.

b. The following improvements are exempt from the nonconformance provisions and shall not count toward the total improvement limitations on the property:

- 1) Building facade improvements, including rear facade rehabilitation; and,
- 2) Stabilization of unreinforced masonry.



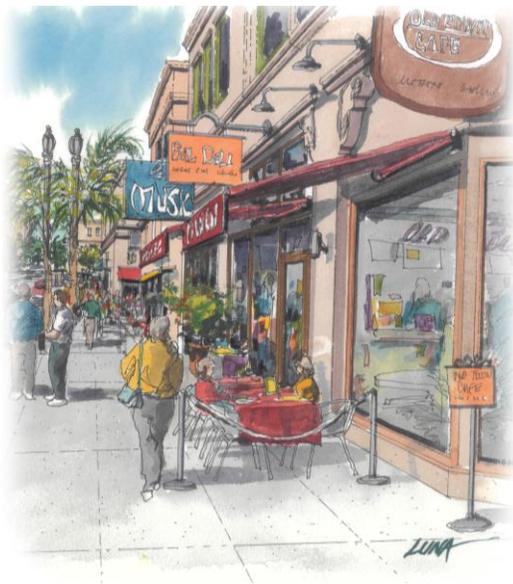
c. Structures listed on the City's Local Register of Historic Places are deemed to be legal nonconforming uses. Permissible modifications are exempt from the limitations on improvements imposed by the Escondido Zoning Code.

Downtown Specific Plan

DESIGN PRINCIPLES, GUIDELINES & STANDARDS

8. PERMITTED USES WITHIN MIXED-USE PLANNED DEVELOPMENT ZONES

In situations where a Mixed-Use Planned Development has been approved in conformance with the provisions of the Interim Downtown Specific Plan and the Zoning Code, but has not been constructed, the permitted uses for the existing building(s) within the Planned Development zone shall be those of the underlying district.



Downtown Specific Plan

HISTORIC PRESERVATION STANDARDS & GUIDELINES

IV. HISTORIC PRESERVATION STANDARDS & GUIDELINES

A. PURPOSE STATEMENT

The overriding principle of design for historic buildings is to be consistent with the significant architectural style of the building. The "Secretary of the Interior Standards and Guidelines for Historic Preservation" is an appropriate resource for reference. The significant architectural style of the building is the style which existed when that building gained historical importance. In many cases, this is the original style of the building at the time of construction. However, in some cases, the significant architectural style is established when a later modification is made which has its own historic value.



The following Design Guidelines focus on historic commercial structures and adaptive re-use of historic residential structures for commercial uses. The

Guidelines also can be applied to historic residential structures. In the event that research cannot determine the building's significant architectural style, adjacent buildings' ages and architectural styles shall be considered. The resultant design for the subject building should be consistent with a single architectural style and not a compromise between, or an amalgam of, various adjacent styles.

The following Design Guidelines focus on historic commercial structures and adaptive re-use of historic residential structures for commercial uses. The

1. DESIGN GUIDELINES FOR HISTORIC BUILDINGS

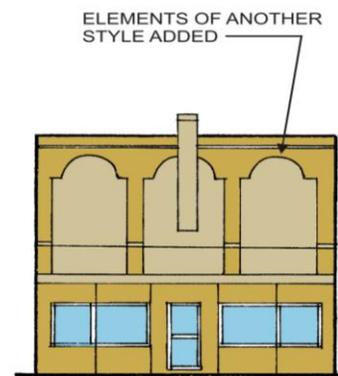
- a. Historic Local Register commercial buildings should be researched before designs for alterations, additions, or rehabilitation are prepared so that changes to the building can be based on a clear understanding of the importance of the building and the feasibility of retaining or restoring its significant architectural features.



EXISTING ORIGINAL FACADE



ENCOURAGED



ALTERED FACADE
DISCOURAGED

Downtown Specific Plan

HISTORIC PRESERVATION STANDARDS & GUIDELINES

- b. Buildings should be recognized as products of their own time and should not incorporate alterations which create a historic appearance unrelated to the significant design of the building.
- c. Buildings that have attained historical importance with altered facades made over 50 years ago represent a natural evolution and are evidence of the area's history. Re-creation of the original façade is not recommended.
- d. Distinctive stylistic features which exemplify the style should be retained, uncovered, and restored. Where necessary, due to damage or deterioration, original elements of design which define style should be recreated.



FACADE WITH RESTORED STYLE ELEMENTS
ENCOURAGED



FACADE ALTERATION DOES NOT RETAIN BUILDING STYLE
DISCOURAGED

- e. Damaged architectural features should be repaired, rather than replaced, whenever possible.
- f. If alterations to a historically significant building are necessary to ensure its continued use, these changes should not alter, obscure, or destroy historically significant features, materials, forms, or finishes.
- g. Additions to historic buildings should be complementary (not identical) as well as removable.
- h. The cleaning of historic facades should always be approached by employing the gentlest method possible first, and then increasing the severity of treatment as necessary. Brick masonry, wood, and terra cotta should NEVER be sandblasted to clean or remove paint to avoid permanent damage.

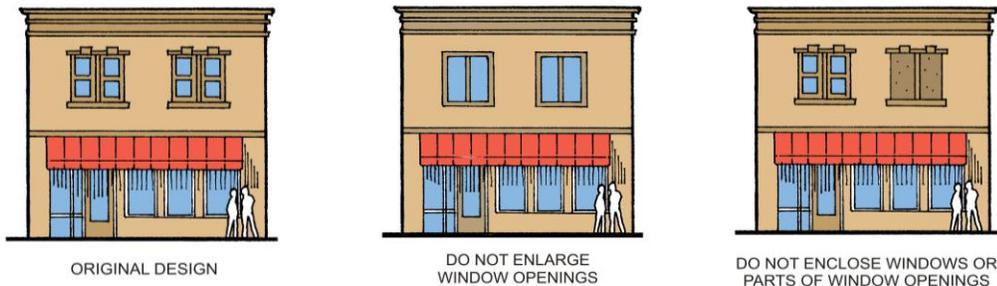


DAMAGED SANDBLASTED
MASONRY

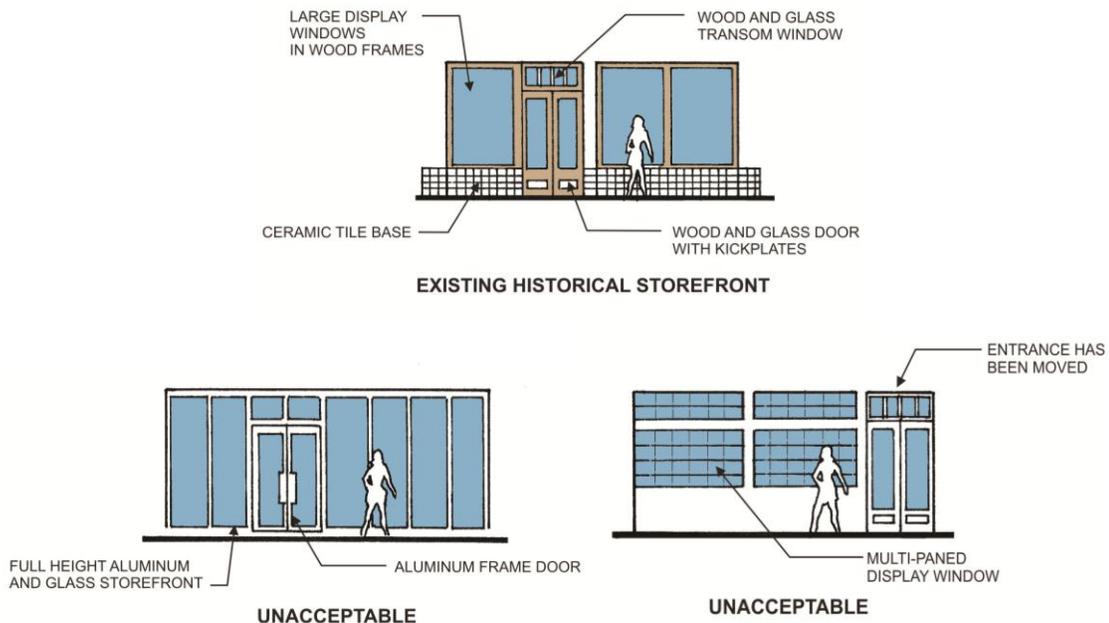
Downtown Specific Plan

HISTORIC PRESERVATION STANDARDS & GUIDELINES

- i. The proportion, size, and location of existing window openings should be respected and maintained. The rhythm of solid-to-void of the existing historic building should be retained and the total percentage of facade glazing in proportion to solid-wall mass should not be significantly altered. Glazing should NOT incorporate mirror reflective glass or dark tinted glass.



- j. Proportion, scale, and rhythm are important features of historic storefronts and should be retained. Original materials should be repaired or, when necessary, replaced with like materials. The location of the entrance to the building and recess of the entry should be maintained to keep the balance and emphasis of the overall facade.



Downtown Specific Plan

HISTORIC PRESERVATION STANDARDS & GUIDELINES

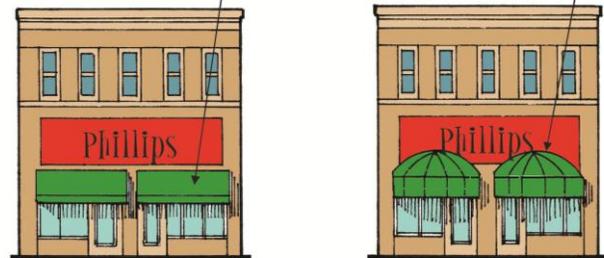
- k. Awning design should be compatible with the overall facade on which it is to be placed in terms of size, scale, color, and style. The use of retractable awnings is recommended, but not mandatory. Historic buildings traditionally had sloping shed-style awnings of one or two colors which complemented the overall color scheme of the entire building.



- l. New awning materials on historic buildings should maintain the appearance of canvas or fabric. Aluminum, vinyl, or back-lit awnings are not suitable for historic buildings.



- m. Historic buildings should be painted in colors appropriate to the architectural style of the building and complementary to the colors used on any building within the immediate area.



2. REAR FACADES

- a. The design of rear facades should be consistent with the building's architectural style and design of the primary facade, but should not be over-improved.
- b. Abandoned pipes, conduits, wires, and signs should be removed and exterior anchors patched to match adjacent surfaces.
- c. Brick masonry should be cleaned or repainted by non-corrosive techniques.
- d. The use of awnings is encouraged to identify entrances and to add visual interest at windows above the first level.
- e. The use of existing window openings as display windows is encouraged. Additional openings created for displays may be permitted where they are suited to the rhythm and scale of the building.

Downtown Specific Plan

HISTORIC PRESERVATION STANDARDS & GUIDELINES

- f. Any seismic structural upgrading should be conducted within the interior of the building unless the structural elements blend into the architecture of the exposed rear facade.
- g. Direct entrances to shops through the rear facade should be provided to encourage pedestrian activity and to separate walkway areas from vehicular traffic.
- h. Use appropriately scaled identifying signs at rear entrances and/or rear facades to encourage the use of rear entrances.



- i. Landscape design should include special planting treatments at rear facades and along pedestrian pass-throughs.
- j. Outdoor lighting should be added to rear facades and pedestrian pass-through areas to create a pleasant and safe nighttime environment. Outdoor lighting shall comply with the City's Outdoor Lighting Ordinance, Article 35 of the Escondido Zoning Code.

Downtown Specific Plan

HISTORIC PRESERVATION STANDARDS & GUIDELINES

B. PARTY-WALL CONSTRUCTION



The majority of historic commercial buildings in the Downtown Specific Plan Area are party-wall construction, which means that these buildings share common side walls with their neighbors. Many of these buildings also are commercial vernacular in style and have fairly simple stylistic elements.

The most important principle in dealing with these modest buildings is, as noted before, to respect the original design. Misguided efforts to "restore" these simple structures by adding quasi-historical elements that were not present in the original design can negate their simple charm. Compatibility in design is particularly important since these small structures are physically close to their neighbors. These buildings can often be effectively integrated into a unified design by the use of similar awnings and signs.

C. ADAPTIVE RE-USE / RESIDENTIAL CONVERSIONS

There are several residential structures that remain in the Specific Plan area, although many of these have been converted to non-residential uses. Conversion of these buildings to office or retail uses (termed adaptive re-use) presents a number of challenges because the needs of the new use (such as increased parking, air conditioning, increased number of exits, improved handicapped access, added floor area, etc.) are often substantially different from the old use and yet must be accommodated within the same building.

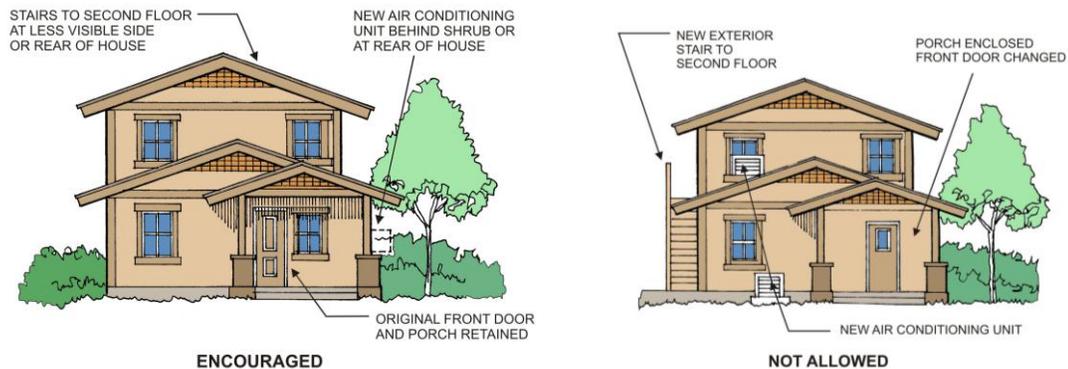


As with rehabilitation, or renovation, of historic commercial buildings, the overriding principle of design for adaptive re-use is to be consistent with the significant historical design of the building whenever that design can be determined. Where historic records are not available, the building design should follow the design and architectural style typical of that era; particularly any buildings in the immediate area that were built in the same era and style. The following guidelines also apply to all adaptive re-use of historical buildings within the Downtown Area.

Downtown Specific Plan

HISTORIC PRESERVATION STANDARDS & GUIDELINES

- a. The primary facade or facades (those sides of the building facing or clearly visible to a public street) should not be modified unless no other design solution is possible.

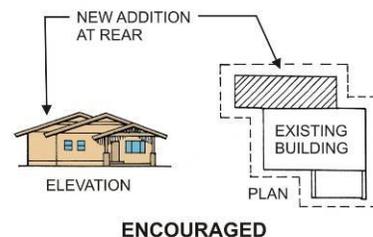


- b. Preserve the significant historic features of the building by designing changes which can be reversed if the building were restored in the future.

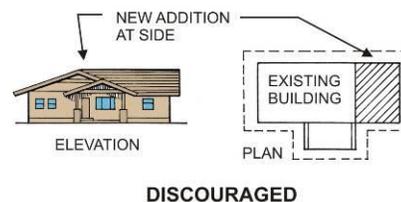
- c. Any new additions or changes to the original structure should preserve the historic character of the original by retaining the overall shape, materials, colors, setting, craftsmanship, and window arrangement.



- d. While new additions or alterations should be compatible in design, they should not replicate the historic design in order to give the impression the historic property is a distinct unit.



- e. Consider incentive programs offered by the City or use of the Historic Building Code to provide rehab options to make a difficult project feasible.



- f. Landscape design in residential areas should include landscape improvements and street furniture conducive in scale to the residential architecture.

Downtown Specific Plan

HISTORIC PRESERVATION STANDARDS & GUIDELINES

D. HISTORIC BUILDINGS LOCATED IN A CONTEMPORARY AREA

Where significant historic buildings are located in an area of contemporary design, special care should be taken to retain the original design of the historic building. Significant historic buildings are those which are considered eligible for local listing on the Register of Historic Places or Landmarks List. Other buildings also might be significant, particularly where additional research reveals a connection to the City's history or where the original historic facade can be uncovered and restored.

By virtue of being surrounded by contemporary buildings, historic buildings have already lost their original historic context. Consequently, it is extremely important that such buildings retain the integrity of their original design. Further information on appropriate guidelines for these buildings is contained within the Standards for Preservation published by the Secretary of the Interior, Washington, D.C. This document identifies the standards to be followed for restoration and rehabilitation of National Register properties seeking to utilize Federal Tax Credits.

Downtown Specific Plan

LAND USE DISTRICTS

V. LAND-USE DISTRICTS

A. PURPOSE STATEMENT

This section establishes area-specific and unique land-use standards, development regulations, and design guidelines for the seven individual land-use districts within the Specific Plan Area. Information detailed for each district should be considered in concert with Design Principles, Guidelines and Standards outlined in Chapter III, Historic Preservation Standards and Guidelines in Chapter IV as well as sign criteria and requirements depicted in Chapter VI.

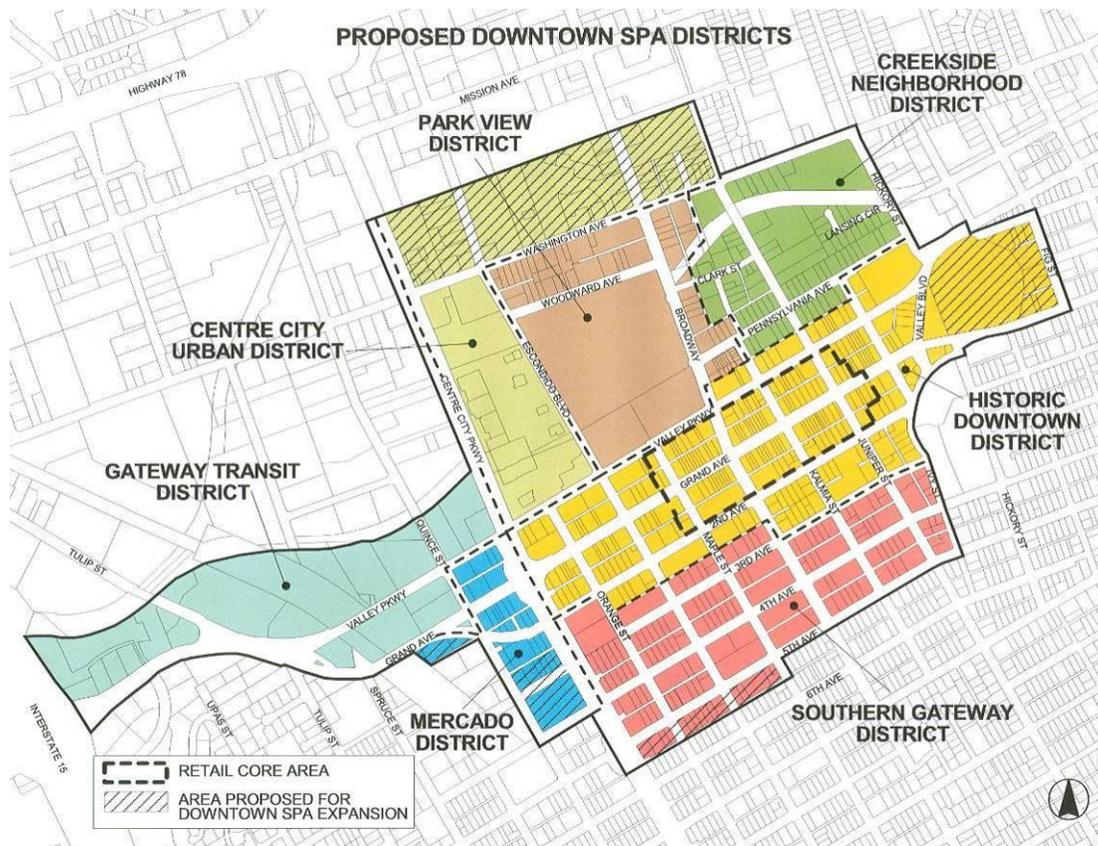


FIGURE V-1

The development regulations provided within this Plan constitute the primary zoning provisions for the Escondido Downtown Specific Plan Area. These regulations are in addition to the applicable Zoning Code. The regulations herein shall prevail where there is a conflict. The Zoning Code of the City of Escondido shall prevail where direction is not provided in this Specific Plan. Unless otherwise specifically approved in this Specific Plan, all off-site improvements are subject to the City of Escondido policies and standards in effect at the time of submittal of improvement plans. The property development standards contained in Section II of this Specific Plan also shall apply.

Downtown Specific Plan

LAND USE DISTRICTS

The regulations of this Plan implement and make legally binding the City of Escondido General Plan, Downtown Specific Plan, and the Downtown Specific Plan Design Guidelines. The overall intent is to ensure that all future development within Downtown contributes to meeting the goals and objectives of this Specific Plan. More specifically, the regulations are intended to:

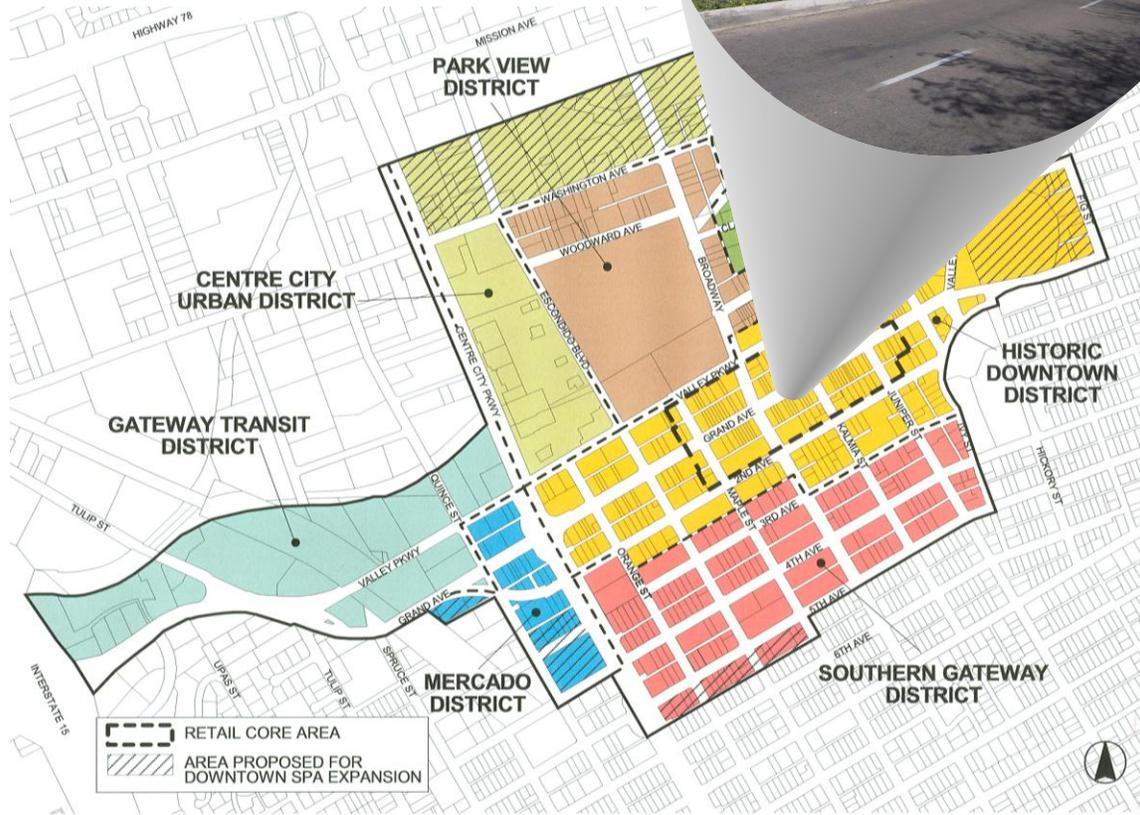
- Establish uses that promote an economically sound land-use pattern, contribute to the desired image of the area, and provide opportunities for economically productive business enterprises.
- Provide site development standards that establish minimum regulations for all development and contribute to high-quality development within the Specific Plan Area.
- Establish an identity, as well as continuity and consistency of development standards, within the Specific Plan Area.
- Achieve gradual improvement of older commercial and office buildings through use changes, landscaping, design improvements, or any combination of these devices.
- Contribute to the improvement of both visual and functional attributes of Downtown to help stimulate business activity and to provide a quality environment for community residents.
- Facilitate efficient and safe movement of people and vehicles within the Downtown Area.



Downtown Specific Plan

LAND USE DISTRICTS

B. HISTORIC DOWNTOWN DISTRICT



1. VISION

The Historic Downtown District is envisioned as a successful specialty retail shopping and office employment area that is comfortable, attractive, and safe for pedestrians and employees. The Historic District, Civic Center, and Grape Day Park are the focus and heart of Downtown. New development, higher densities, residential opportunities and pedestrian places and courtyards are encouraged to provide optimal setting for retail and professional offices.

The Grand Avenue Retail Core is enhanced as Escondido's historic and cultural center within the historic Downtown District, distinguished from the surrounding city fabric by pedestrian-scaled street spaces, historic character, specialty retail, restaurants, sidewalk cafes, antique shops, art galleries/studios, and professional uses that mirror Escondido's past and provide for its growing future.

Downtown Specific Plan

LAND USE DISTRICTS

2. LOCATION

The Historic Downtown District encompasses approximately 170 acres generally located between Second and Third Avenues on the south, Valley Parkway on the north, Centre City Parkway on the west and Palomar Hospital on the east. The District includes over six blocks on both sides of Grand Avenue, which has been historically classified as Escondido's "Downtown Retail Core." Valley Parkway and Second Avenue provide convenient vehicular access to the Downtown Retail Core and to off-street parking lots, while Grand Avenue brings users to the center of activity and offers convenient on-street parking. A pedestrian trail connects the District to the Escondido Transit Center and citywide trail system, while pedestrian walkways, [Maple Street Plaza](#) and arcade pass-throughs and "paseos" provide convenient pedestrian connections within Downtown.

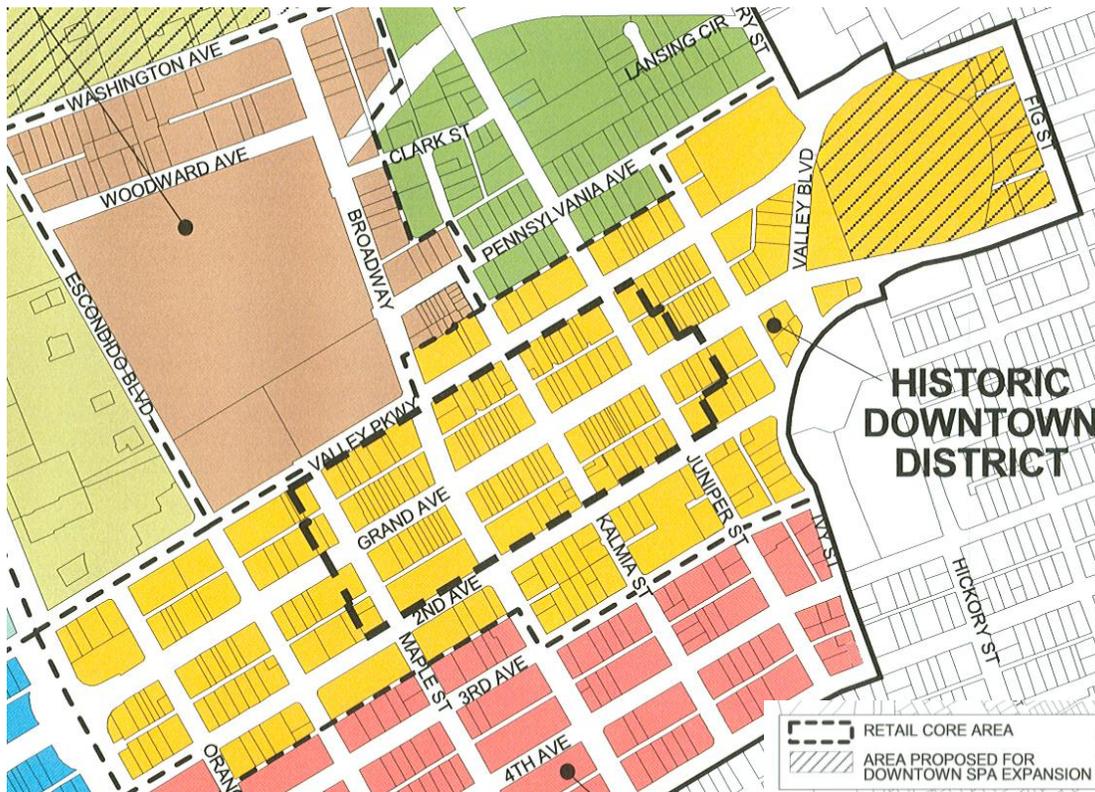


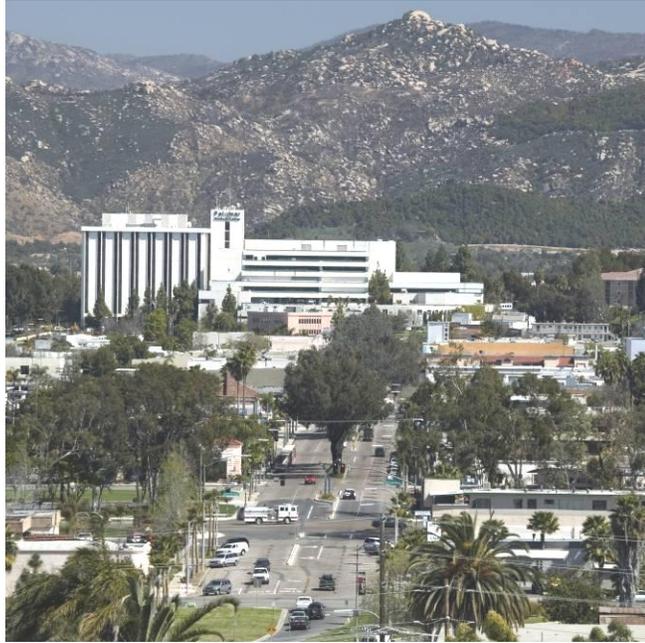
FIGURE V-2

Areas east and west of the Downtown Retail Core provide for expansion and development of offices and services. Businesses in these areas include a full range of professional and medical office uses, but might involve retail establishments based on market demand. Non-residential ground-floor uses are required throughout the Historic Downtown District. Mixed-use developments, with residential uses on upper floors, are encouraged for areas east of Maple Street. A larger concentration of financial and office development is located generally west of Maple Street. This area is intended for more intense non-residential commercial and office development to support a larger downtown workforce.

Downtown Specific Plan

LAND USE DISTRICTS

Palomar Hospital is located in the eastern area of the district and comprises a multi-story medical structure, parking garage, and emergency helicopter pad. A Memorandum of Understanding between the City and the Palomar Medical District outlines major renovations for the downtown hospital involving the construction of support medical, office, intern housing, and related uses. Future efforts will involve construction of a new medical center outside the Downtown Specific Plan Area to be financed by a 2004 voter-approved bond measure.



3. LAND USES

a. Inside the Downtown Retail Core:

Pedestrian-oriented “active-retail” uses are highly encouraged. “Active-retail” uses involve the sale of a physical product to a consumer on the premises. Office and residential uses are encouraged on upper floors in order to maximize the usability



of existing buildings and expand the customer base within the downtown area. Certain ground-floor offices that do not front directly on Grand Avenue are allowed provided attention is given to pedestrian design features and that a retail component meets criteria consistent with Figure V-2a.

Downtown Specific Plan

LAND USE DISTRICTS

- Ground-floor properties oriented toward Grand Avenue shall devote the entire Grand Avenue frontage, as well as a minimum of one-fourth of the building depth or 25 feet of the front portion ground-level area (whichever is greater), for pedestrian-oriented active retail/restaurant uses.
- In cases where the 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 or openings to meet fire and building code requirements.
- 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 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 permitted uses refer to Land-Use Matrix (Figure II-2).

Mixed-use projects are permitted and encouraged. Such mixed uses include: retail and service commercial uses, theaters and cultural arts centers, administrative and professional office uses (excluding medical or dental), combined with residential uses on upper floors which include opportunities for higher densities.

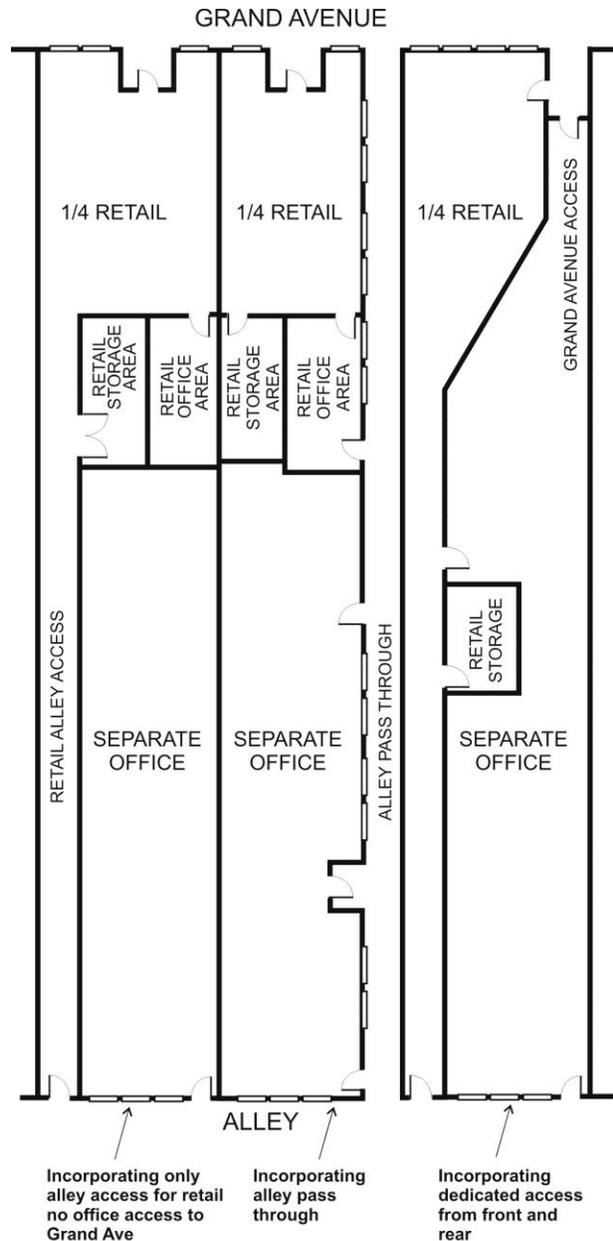


FIGURE V-2a
Revised 07/13/11

Downtown Specific Plan

LAND USE DISTRICTS

b. Outside the Retail Core:

Mixed-use projects are permitted and encouraged for areas east of Ivy Street. Such mixed-uses include: retail and service commercial uses, restaurants, medical, administrative and professional office uses combined with residential uses on upper floors that include opportunities for higher densities.

Residential uses are not permitted for areas generally west of Maple Street in order to allow for more intense professional office development and a higher employee density. Business services, and retail activities are the primary uses in this area, and a strong foundation for financial activities already exists. Retail and service uses that support an allowed office use are permitted on the ground floor.

4. HISTORIC DOWNTOWN DISTRICT DEVELOPMENT STANDARDS

a. Maximum Building Height

Refer to Figure III-4 (Development Standards). Projects that propose building heights exceeding the adopted Development Standards would be subject to a Specific Plan Amendment and processed with a Planned Development application.

b. Minimum Street Frontage

There is no minimum street frontage requirement.

c. Setbacks

Front: No front-yard setback is required within the District. Buildings are strongly encouraged to be constructed within 10 feet of the front property line in a manner consistent with the Downtown Design Principles.

No parking or vehicular circulation elements may encroach into the front setback. All areas included in a front setback shall provide a hardscape plaza area. Extensive landscaping that separates the building from the public sidewalk is not allowed.

Side: No side-yard setback is required within the District. When adjacent to a public street buildings may be set back a maximum of ten (10) feet if the area is improved with a decorative hardscape material. This side-yard requirement shall not apply where pedestrian arcades or “paseo” pass-throughs are provided from rear parking lots.

Rear: No rear-yard setback is required.



Downtown Specific Plan

LAND USE DISTRICTS

d. Landscaping

Landscaping shall conform to Article 62 of the Escondido Zoning Code or as determined appropriate through the Planned Development process.

e. Dwelling-Unit Density: Mixed-Use Projects

Maximum dwelling unit density for a mixed use development shall be 45 units per acre multiplied by the percentage of the development above the ground floor devoted to residential use. (Example: $45 \text{ du/ac} \times 1 \text{ ac} \times 75\% = 33.75$ dwelling units for a development with the entire ground floor devoted to commercial use, 25% of the upper-floor area devoted to office use, and 75% of the upper-floor area devoted to residential use). Projects that propose densities in excess of 45 units per acre shall be subject to a Specific Plan Amendment and processed with a Planned Development application.

f. Open Space: Mixed-Use Projects

Unless separately established through the Planned Development application process, the minimum usable open space for the residential portion of a mixed-use project shall be 300 square feet per unit. Refer to Chapter III to determine what area(s) may qualify for calculating open space.

g. Parking

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

Outside Vehicle Parking Districts Nos. 1 and 2, parking shall be required for outside or rooftop seating areas that exceed 50% of the inside seating area or 50% of the rooftop area, whichever is less.



Parking for residential use in a mixed-use project shall be provided as follows:

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

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

Downtown Specific Plan

LAND USE DISTRICTS

h. Signs

Signs in the Historic Downtown District shall be permitted by the provisions of this Specific Plan document. The intent of signs within the District is to identify a building and to attract attention of pedestrians and traffic. Signs oriented toward pedestrians are encouraged. Signs in the District shall be permitted in accordance with Chapter VI of this document, the attached Sign Regulation Summary, and, where applicable, the Centre City Parkway Master Landscape Plan.



i. Rear-Facade Improvement

New Construction

All new construction shall incorporate pedestrian amenities in the design of rear facades such as customer entrances, landscaping, lighting, overhead shelter (canopies and trellises), enhanced paving, and display windows when these amenities are located adjacent to parking areas on the same site or where a public parking lot is provided across an alley and more than 40% of the building would abut such parking.

Existing Structures

Whenever an existing structure is enlarged in any way, rear-facade improvements shall be provided to include, but not be limited to, landscaping (planter boxes and pots are allowed), lighting, signs, canopies, removal or relocation of unsightly utility lines and fixtures, and screening of outdoor refuse and storage areas.

j. Requirements for Special Use

Special requirements for sidewalk cafes, sidewalk vendors, and newspaper vending boxes are provided in Chapter VII of this document.

Downtown Specific Plan

LAND USE DISTRICTS

5. SIGN-REGULATION SUMMARY

Permitted Sign Types: A maximum of three types of signs from the following lists are permitted in accordance with *Section VI: Sign Criteria and Guidelines* :

Freestanding Signs

Monument Sign
(not permitted along Grand Avenue)

Building Signs

Wall Sign
Window Signs (not permitted for Residential Uses)
Projecting Signs (not permitted for Residential Uses)
Awning Signs

Maximum Number of Signs: The following identifies the maximum number of signs by sign type:

Monument Sign:

Commercial/Retail/Professional	One per premise
Residential (20+ units)	One per major street entrance

NOTE: Monument signs are not permitted within Grand Avenue “historic retail core area”

Wall Sign:

Commercial/Retail/Professional/ Residential	One per wall on a building
--	----------------------------

Window Sign:

Commercial/Retail/Professional	One per window facing a street, alley, or parking lot
--------------------------------	---

Projecting Sign:

Commercial/Retail/Professional	One per business
--------------------------------	------------------

Awning Sign:

Commercial/Retail/Professional	One per each entrance on a street or alley
Residential (all)	One per each entrance on a street or alley

Maximum Sign Area (aggregate): When calculating the maximum sign area (aggregate), all building signs, as listed above, shall be included. Freestanding sign area is permitted in addition to the total aggregate sign area in some areas of the District. The following lists the maximum permitted sign area per building based on use:



Downtown Specific Plan

LAND USE DISTRICTS

Building Signs:

Commercial/Retail/Professional

1SF/50 SF of gross building area
 Maximum 300 SF per building
 Minimum 15 SF per building

Wall Sign: Maximum 100 SF per sign

Window Sign: Maximum 4 SF per sign. If used in conjunction w/wall signs, max 5% of glass area. If used in lieu of wall sign, max 25% of window area

Projecting Sign: 4.5 SF per face; max width 3 feet

Awning Sign: Letter height limited to 6 inches

Residential

2 SF per unit, Maximum 60 SF per project,
 Maximum 30 SF per sign

Freestanding Signs:

Commercial/Retail/Professional

Lot/Center Size	Maximum Size with Staff Review Approval		Maximum Size with Design-Review-Board <u>Planning</u>	
	Area	Height	Area	Height
a. up to 7,000 SF	10 SF	6'	20 SF	10'
b. 7,001-10,000 SF	20 SF	6'	40 SF	10'
c. 10,001 and up	32 SF	6'	60 SF	10'
Residential (20+ units):	20 SF	6'		

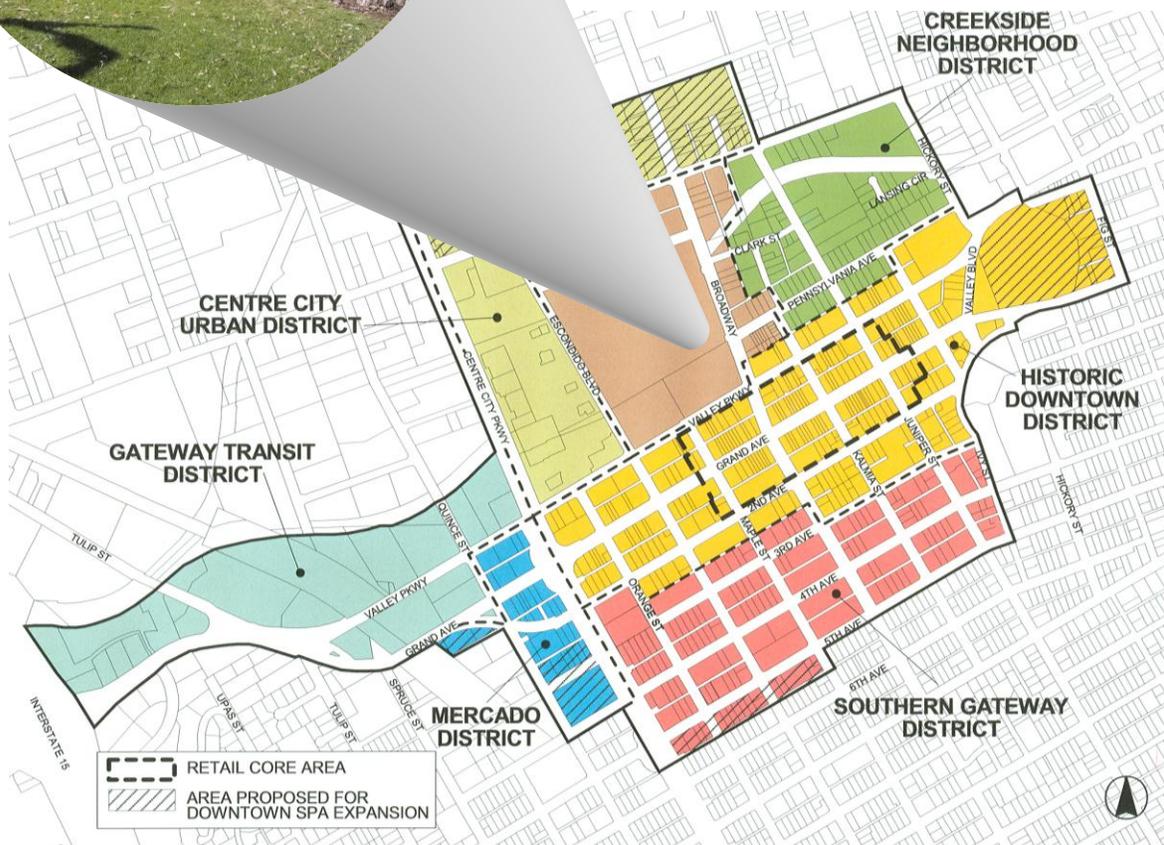
Downtown Specific Plan

LAND USE DISTRICTS

C. PARKVIEW DISTRICT

1. VISION

The Park View District provides opportunities for a creative, high-quality mix of office, general retail, and upscale residential uses that complement and link with other downtown districts as well as the Civic Center complex. The Park View District is intended to provide visual and physical linkage to Grape Day Park as well as the facilities and features adjacent to the City Hall complex and the California Center for the Arts, Escondido. Opportunities for residential development that orients toward the park are included to bolster pedestrian activity and increase Downtown's daytime population. Re-development of existing commercial properties, including the addition of mixed-use multi-family housing, is encouraged to bring more people to the area, add architectural interest, promote pedestrian orientation, and provide a stronger tie to the balance of the Downtown.



Downtown Specific Plan

LAND USE DISTRICTS

2. LOCATION

The Parkview District area is approximately 58 acres encompassing Grape Day Park, the Civic Center, California Center for the Arts, Escondido, and adjacent areas north of Woodward Avenue and east of Broadway. The major arterials include Washington Avenue, Broadway, Escondido Boulevard, and Valley Parkway.

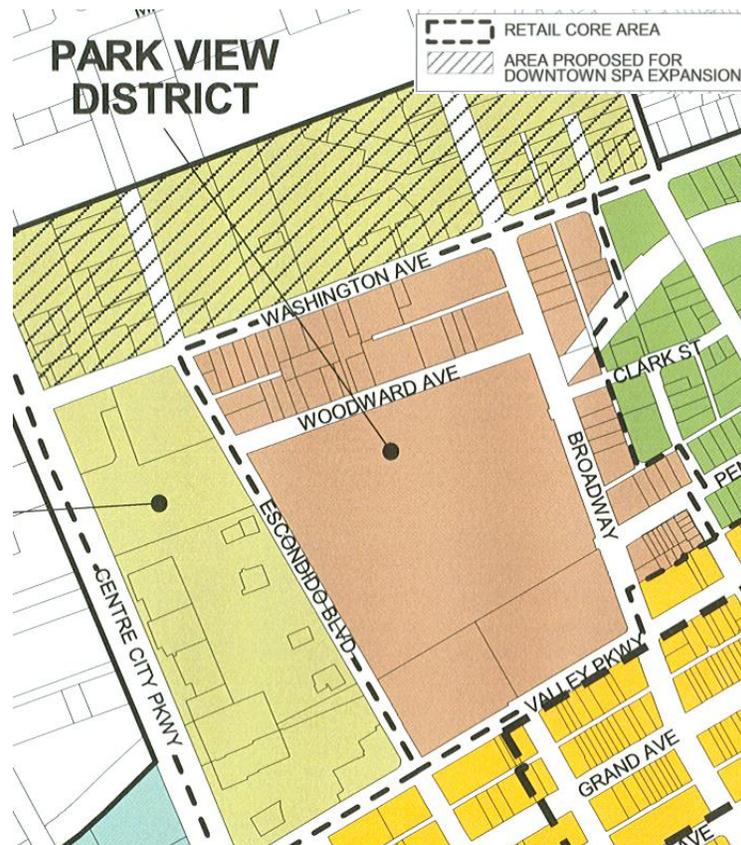


FIGURE V-3

3. LAND USES

Residential uses, where they are allowed, shall be permitted only on upper floors. Office and retail uses on lower floors shall incorporate vibrant storefronts that orient toward Grape Day Park with on-site parking located above, below or behind the development. Up to 50% reduction in a downtown project's residential private open space may be approved on a case-by-case basis in exchange for paying an in-lieu fee on a per-square foot basis that reflects the cost of expanding and improving Grape Day Park. Expanding civic and cultural uses within and adjacent to Grape Day Park are intended to centralize community services. For a detailed list of permitted and conditionally permitted uses refer to Permitted Use Matrix, Figure II-2.

Downtown Specific Plan

LAND USE DISTRICTS

4. PARKVIEW DISTRICT DEVELOPMENT STANDARDS

a. Maximum Building Height

Refer to Figure III-4 (Development Standards). Projects that propose building heights that exceed the adopted Development Standards are subject to a Specific Plan Amendment and processed with a Planned Development application.

b. Minimum Street Frontage

The minimum street frontage for any commercial development site in the Park View District is fifty (50) feet. Smaller lot frontages on building lots of record, created prior to the adoption of this Specific Plan, may develop according to the other standards contained in this section. The requirement for public-street frontage may be waived through the Planned Development process if alternative access measures are incorporated in the plan.



c. Setbacks

Front: No front-yard setback is required within the District. Buildings are strongly encouraged to be constructed within 10 feet of the front property line in a manner consistent

with the Downtown Design Principles. Main entrances may incorporate building recesses beyond the setback to enhance the street appearance and allow additional opportunities for landscaping, pedestrian plazas, arcades, art work, water features, and to create linkages with adjoining Downtown districts. Monument signs may encroach to within five (5) feet of the front property line. All setbacks shall be landscaped; however, on a case-by-case basis, exceptions may be considered for attractive pedestrian-oriented uses, such as outdoor dining, pedestrian plazas, and features that enhance the linkage to adjacent Downtown districts.

Side: No side-yard setback is required within the District. When adjacent to a public street buildings may be set back a maximum of ten (10) feet if the area is improved with a decorative hardscape material. This side-yard requirement shall not apply where pedestrian arcades or “paseo” pass-throughs are provided from rear parking lots.

Rear: No rear-yard setback is required, except where the rear yard is adjacent to a public street; then, the setback shall be ten (10) feet. Parking and monument signs may encroach five (5) feet into the setback adjacent to the public street.

Reduced setbacks for mixed-use development may be authorized through the Planned Development application process. Departures shall be justified in terms of the project design, shall not result in health or safety issues, or create visual impacts.

Downtown Specific Plan

LAND USE DISTRICTS

d. Landscaping

Landscaping shall conform to Article 62 of the Escondido Zoning Code or as determined appropriate through the Planned Development process.

e. Dwelling-Unit Density: Mixed-Use Projects

Maximum dwelling unit density for a mixed use development shall be 45 units per acre multiplied by the percentage of the development above the ground floor devoted to residential use. (Example: $45 \text{ du/ac} \times 1 \text{ ac} \times 75\% = 33.75$ dwelling units for a development with the entire ground floor devoted to commercial use, 25% of the upper-floor area devoted to office use, and 75% of the upper-floor area devoted to residential use). Projects that propose densities in excess of 45 units per acre shall be subject to a Specific Plan Amendment and processed with a Planned Development application.

f. Open Space: Mixed-Use Projects

Unless separately established through the Planned Development Application process, the minimum usable open space for the residential portion of a mixed-use project shall be 300 square feet per unit. Refer to Chapter III to determine what area(s) may qualify for calculating open space.

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.

No parking shall be required for the outside or rooftop seating area that does not exceed 50% of the inside seating area or 50% of the rooftop seating area, whichever is less.

Parking for residential use in a mixed-use project shall be provided as follows:

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



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

Downtown Specific Plan

LAND USE DISTRICTS

h. Signs

The intent of signs within the Park View District is to identify a building and to attract potential customer attention. Signs oriented toward vehicular traffic are encouraged. Signs in the District shall be permitted in accordance with the provisions of Section VI of this document and the attached Sign Regulation Summary for the Parkview District.

5. SIGN-REGULATION SUMMARY

Permitted Sign Types: A maximum of three types of signs from the following lists are permitted in accordance with *Section VI: Sign Criteria and Guidelines*:

Freestanding Signs

Monument Sign

Building Signs

Wall Sign

Window Signs (not permitted for Residential Uses)

Projecting Signs (not permitted for Residential Uses)

Awning Signs

Maximum Number of Signs: The following identifies the maximum number of signs by sign type:

Monument Sign:

Commercial/Retail/Professional
Residential (20+ units)

One per premise
One per major street entrance

Wall Sign:

Commercial/Retail/Professional/
Residential

One per wall on a building

Window Sign:

Commercial/Retail/Professional

One per window facing a street, alley, or parking lot

Projecting Sign:

Commercial/Retail/Professional

One per business

Awning Sign:

Commercial/Retail/Professional
Residential (all)

One per each entrance on a street or alley
One per each entrance on a street or alley

Downtown Specific Plan

LAND USE DISTRICTS

Maximum Sign Area (aggregate): When calculating the maximum sign area (aggregate), all building signs, as listed above, shall be included. Freestanding sign area is permitted in addition to the total aggregate sign area. The following lists the maximum permitted sign area per building based on use:

Building Signs:

Commercial/Retail/Professional

1 SF/50 SF of gross building area
 Maximum 300 SF per building
 Minimum 15 SF per building
Wall Sign: Maximum 100 SF per sign
Window Sign: Maximum 4 SF per sign.
 If used in conjunction w/wall signs, max 5% of glass area. If used in lieu of wall sign, max 25% of window area.
Projecting Sign: 4.5 SF per face; max width 3 feet.
Awning Sign: Letter height limited to 6 inches.

Residential

2 SF per unit, Maximum 60 SF per project, Maximum 30 SF per sign

Freestanding Signs:

Commercial/Retail/Professional

Lot/Center Size	Maximum Size with Staff Review Approval		Maximum Size with Design Review Board <u>Planning</u>	
	Area	Height	Area	Height
a. up to 7,000 SF	10 SF	6'	20 SF	10'
b. 7,001-10,000 SF	20 SF	6'	40 SF	10'
c. 10,001 and up	32 SF	6'	60 SF	10'
Residential (20+ units):	20 SF	6'		



Downtown Specific Plan

LAND USE DISTRICTS

D. CENTRE CITY URBAN DISTRICT



1. VISION

The Centre City Urban District provides opportunities for a creative, high-quality mix of entertainment, retail, restaurant, and upscale residential uses that complement and link to other downtown districts and the Civic Center complex. Pedestrian activity generated by uses in the CCU District serves as a catalyst for developing visual and physical linkages to the California Center for the Arts, Escondido and Grape Day Park. A residential overlay area on 9.31 acres south of Washington Avenue, between Centre City Parkway and Escondido Boulevard, provides urban mixed-use and multifamily residential opportunities with a maximum limit of 475 total units within walking distance of the retail core.

Downtown Specific Plan

LAND USE DISTRICTS

2. LOCATION

The area encompasses approximately 63 acres located in proximity to the Civic Center, close to the entrance to Downtown, and accessed by Valley Parkway, Centre City Parkway, Washington Avenue, and Escondido Boulevard.

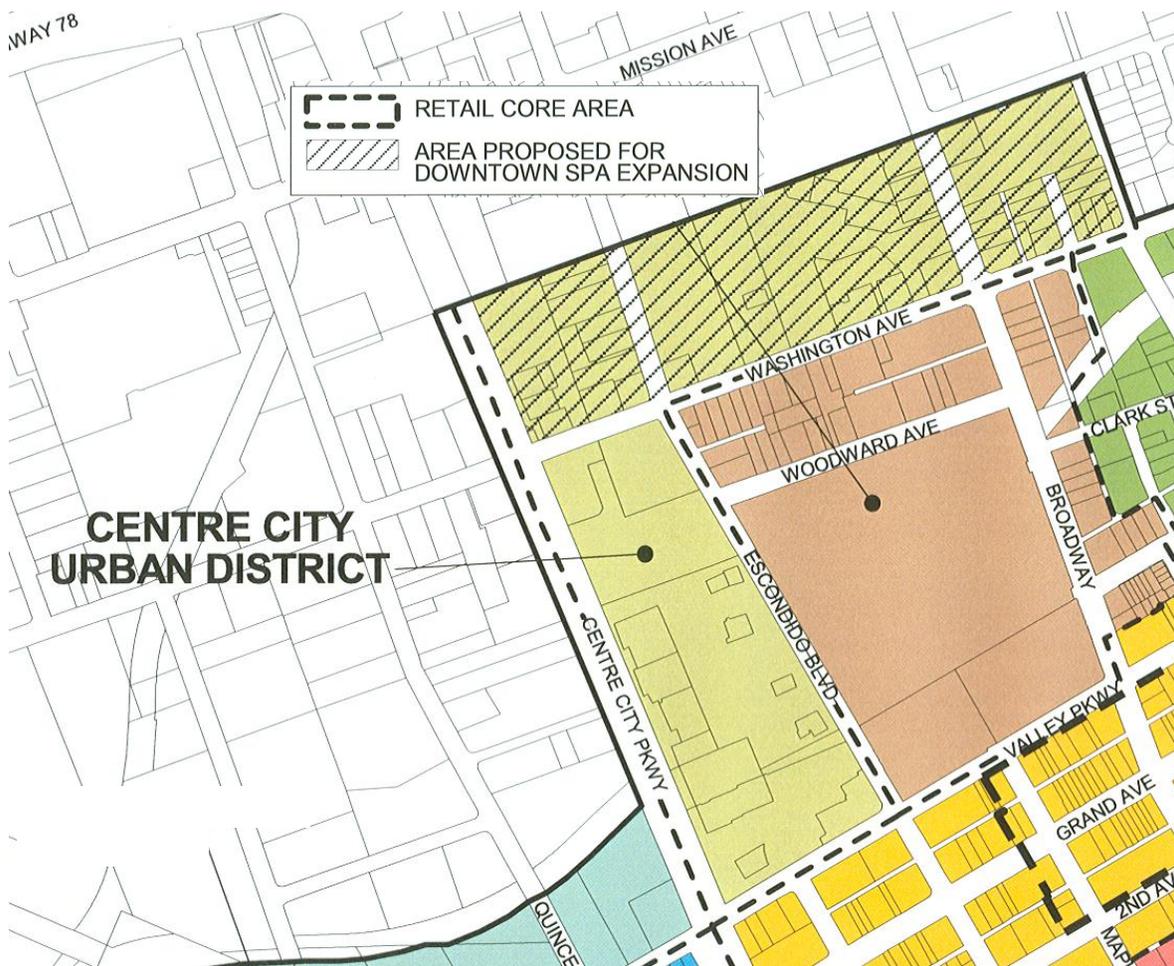


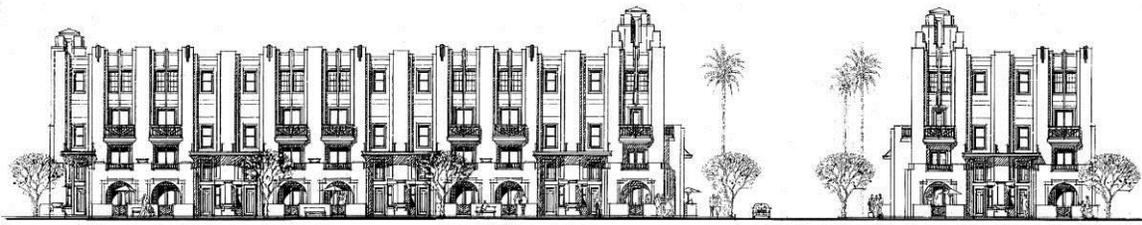
FIGURE V-4

Downtown Specific Plan

LAND USE DISTRICTS

3. LAND USE

Redevelopment of existing commercial properties along the northern side of Washington Avenue, including the addition of mixed-use and multi-family housing, is encouraged to bring more people into the area, add architectural interest, promote pedestrian orientation, and provide a stronger tie to the balance of Downtown. Retail uses, with vibrant storefronts, shall be located adjacent to streets within the District. Well-designed retail and office space, restaurants, and high-quality mixed-use and multi-family housing are encouraged with substantial landscaping. On-site parking shall be above, below, or behind the development. For a detailed list of permitted and conditionally permitted uses refer to Permitted Use Matrix, Figure II-2.



Certain areas of the Centre City Urban District Residential Overlay Area may also accommodate multi-family residential or mixed-use projects that include a residential component (see Figure V-4). Residential or mixed-use projects shall require a Planned Development application submittal pursuant to Article 19 of the Escondido Zoning Code. The application shall address design considerations and establish development standards for density, building height, lot area, lot width, lot coverage, floor area, open space, and landscaping.



Downtown Specific Plan

LAND USE DISTRICTS

4. CENTRE CITY URBAN DEVELOPMENT STANDARDS

a. Maximum Building Height

Refer to Figure III-4 (Development Standards). Projects that propose building heights exceeding the adopted Development Standards would be subject to a Specific Plan Amendment and processed with a Planned Development application.

b. Minimum Street Frontage

The minimum street frontage for any commercial development site in the Centre City Urban District is fifty (50) feet. Smaller lot frontages on building lots of record, created prior to the adoption of this Specific Plan, may develop according to the other standards contained in this section. The requirement for public-street frontage may be waived through the Planned Development process for multi-family residential or mixed-use developments, provided alternative access measures are incorporated in the plan.

c. Setbacks

Front: No front-yard setback is required within the District. Buildings are strongly encouraged to be constructed within 10 feet of the front property line in a manner consistent with the Downtown Design Principles. Main entrances shall face Escondido Boulevard, Valley Parkway, Broadway and/or, Washington Avenue, and may incorporate building recesses beyond the setback to enhance street appearance and allow additional opportunities for landscaping, pedestrian plazas, arcades, art work, water features, as well as to create linkages with adjoining Downtown districts. Monument signs may encroach to within five (5) feet of the front property line. All setbacks shall be landscaped. However, on a case- by-case basis, exceptions may be considered for attractive pedestrian-oriented uses, such as outdoor dining, pedestrian plazas, and features that enhance the linkage to adjacent downtown districts.



as well as to create linkages with adjoining Downtown districts. Monument signs may encroach to within five (5) feet of the front property line. All setbacks shall be landscaped. However, on a case- by-case basis, exceptions may be considered for attractive pedestrian-oriented uses, such as outdoor dining, pedestrian plazas, and features that enhance the linkage to adjacent downtown districts.

Side: No side-yard setback is required, except where the side yard is adjacent to a public street. Then, the building setbacks and design considerations described above shall apply. Monument signs may encroach five (5) feet into the setback adjacent to the public street. All setbacks shall be landscaped.

Rear: The rear-yard setback shall be five (5) feet for buildings and parking, except where the rear yard is adjacent to a public street. Then, the setback shall be ten (10) feet. Parking and monument signs may encroach five (5) feet into the setback adjacent to the public street. All setbacks shall be landscaped.

Downtown Specific Plan

LAND USE DISTRICTS

Reduced setbacks for multi-family residential or mixed-use development in the Residential Overlay Area may be authorized through the Planned Development application process. Departures shall be justified in terms of the project design and shall not result in health or safety issues, nor create visual impacts.

d. Landscaping

Landscaping shall conform to Article 62 of the Escondido Zoning Code or as determined appropriate through the Project Plan process for multi-family residential and mixed-use development.

e. Parking

Parking for all commercial and multi-family residential uses shall be provided in accordance with Article 39 of the Escondido Zoning Code. Reductions for multi-family or 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.

f. Signs

The intent of signs within the District is to identify a building and to attract potential customer attention. Signs oriented toward vehicular traffic are encouraged. Signs in the District shall be permitted in accordance with Chapter VI of this document, the attached Sign-Regulation Summary, and, where applicable, the Centre City Parkway Master Landscape Plan.



Downtown Specific Plan

LAND USE DISTRICTS

5. AREA SPECIFIC DESIGN GUIDELINES

The Centre City Urban District is mostly built out with strip-commercial development. New construction should:

- Respect the adjacent Civic Center;
- Provide continuity with other areas of the Downtown through architectural design elements and incorporation of pedestrian orientation;
- Ensure consistent architectural design among the various property ownerships; and,
- Maintain high-quality design and landscaping standards.

a. Special Conditions

The architectural theme of any development in the District should be compatible in design with the California Center for the Arts, Escondido.

b. Landscape/Hardscape

Any landscaping within the District should contribute to the purpose of the area in the following ways:

- 1) Provide a street-tree program which establishes continuity with the rest of Downtown.
- 2) Recognize the Civic Center's architectural influence while promoting a progressive image.
- 3) Provide for the safety and comfort of pedestrians with the use of appropriate parking shade trees, landscape, paving details, and lighting.



Downtown Specific Plan

LAND USE DISTRICTS

6. SIGN-REGULATION SUMMARY

Permitted Sign Types: A maximum of three types of signs from the following lists are permitted in accordance with *Section VI: Sign Criteria and Guidelines*:

Freestanding Signs

Monument Sign
Pole Sign (Commercial/Retail/
Professional)

Building Signs

Wall Sign
Window Signs (not permitted for Residential
Uses)
Projecting Signs (not permitted for Residential
Uses)
Awning Signs

Maximum Number of Signs: The following identifies the maximum number of signs by sign type.

Monument Sign:

Commercial/Retail/Professional
Residential (20+ units)

One per premise
One per major street entrance

Pole Sign:

Commercial/Retail/Professional
(- 3 acres)
Commercial/Retail/Professional
(+3 acres)

One per premise
One per street frontage, 2 per frontage over
1,200 feet and an additional 1 for each
additional 600 feet of frontage.

Wall Sign:

Commercial/Retail/Professional/
Residential

One per wall on a building

Window Sign:

Commercial/Retail/Professional

One per window facing a street, alley, or
parking lot

Projecting Sign:

Commercial/Retail/Professional

One per business

Awning Sign:

Commercial/Retail/Professional
Residential

One per each entrance on a street or alley
One per each entrance on a street or alley

Downtown Specific Plan

LAND USE DISTRICTS

Maximum Sign Area (aggregate): When calculating the maximum sign area (aggregate), all building signs, as listed above, shall be included. Freestanding sign area is permitted in addition to the total aggregate sign area. The following lists the maximum permitted sign area per building based on use:

Building Signs:

Commercial/Retail/Professional

1 SF/50 SF of gross building area

Maximum 300 SF per building

Minimum 15 SF per building

Wall Sign: Maximum 100 SF per sign

Window Sign: Maximum 4 SF per sign. If used in conjunction w/wall signs, max 5% of glass area. If used in lieu of wall sign, max 25% of window area.

Projecting Sign: 4.5 SF per face; max width 3 feet.

Awning Sign: Letter height limited to 6 inches

Residential

2 SF per unit, Maximum 60 SF per project,
Maximum 30 SF per sign

Freestanding Signs:

Commercial/Retail/Professional

Lot/Center Size	Maximum Size with Staff Review Approval		Maximum Size with Design-Review-Board <u>Planning</u>	
	Area	Height	Area	Height
a. up to 7,000 SF	10 SF	6'	20 SF	10'
b. 7,001-10,000 SF	20 SF	6'	40 SF	10'
c. 10,001 and up	32 SF	6'	60 SF	10'
Residential (20+ units):	20 SF	6'		

* Maximum height for a Pole Sign is 20 feet

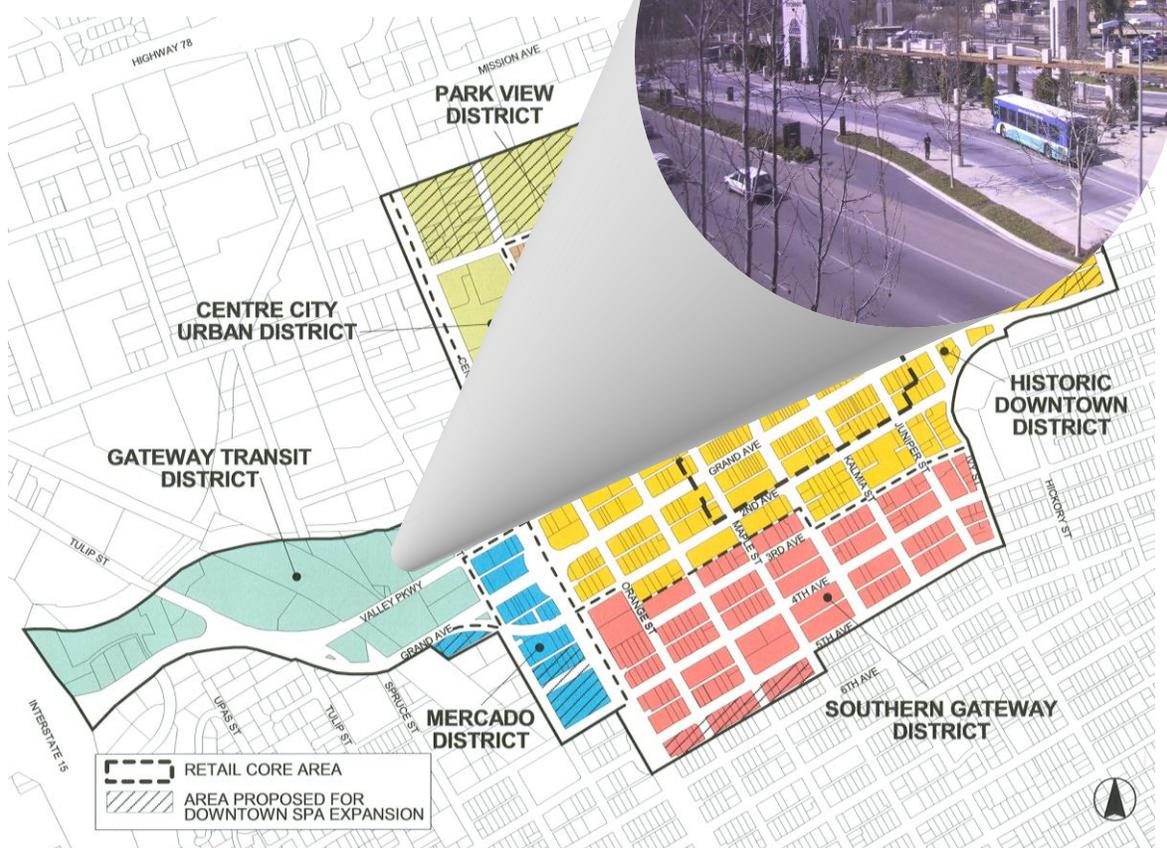
Downtown Specific Plan

LAND USE DISTRICTS

E. GATEWAY TRANSIT DISTRICT

1. VISION

The Gateway Transit District is intended to accommodate new and existing employee-intensive professional, office, and a range of select commercial & professional services as well as high-density residential uses in targeted areas that benefit from the District's proximity to employment and major thoroughfares, the Escondido Creek Pedestrian / Bicycle Path, and the Escondido Transit Center. All development visible from the freeway, as well as development facing Valley Parkway, should consider the high visibility of the location and contribute to the positive image of the City and Downtown.



The Gateway Transit District provides opportunities for employee-intensive businesses that involve high-paying jobs as well as convenient high-density residential. New and remodeled development should incorporate high-quality construction and landscaping materials to provide an economically successful image at the City's entrance while projecting an inviting transition to other areas of Downtown.

Downtown Specific Plan

LAND USE DISTRICTS

West of the North County Transit (NCT) Rail Line are freeway-oriented retail centers. The commercial center immediately west of the rail line includes offices as well as retail uses. There are no provisions for residential development included for these areas since the focus is to bolster retail and office opportunities.

East of the NCT Rail Line opportunities exist for urban-style development. Buildings are envisioned at the street edge along Quince Street and West Valley Parkway with residential development on upper floors. Ground-floor residential opportunities may be considered for areas behind office and retail establishments that front on the street through the Planned Development application process.

2. LOCATION

The Gateway Transit District encompasses approximately 60 acres located at the entrance to Downtown, on the eastern side of the I-15/Valley Parkway interchange. The District extends along Valley Parkway to Quince Street and Centre City Parkway and is visible from the freeway.

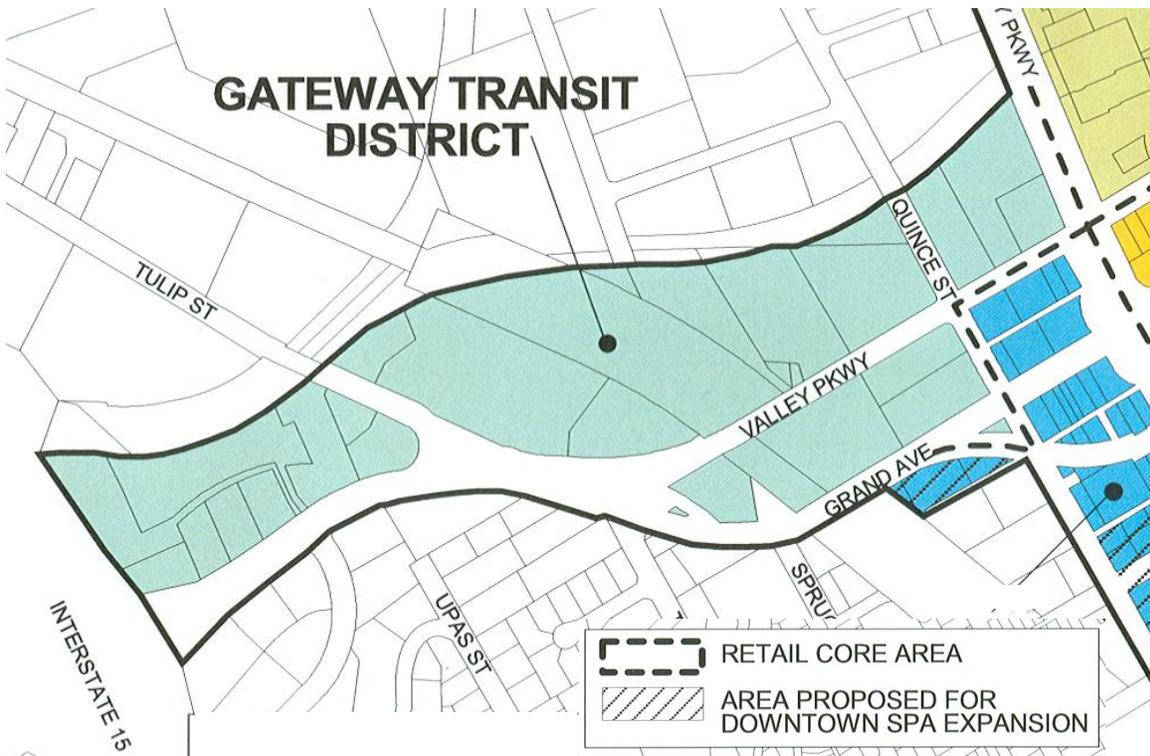


FIGURE V-5

Downtown Specific Plan

LAND USE DISTRICTS

Portions of the Gateway Transit District adjacent to the Mercado Area Plan are within a Design Overlay Area. The Design Overlay includes properties that orient toward, or are adjacent to, the Mercado District but separated from the Mercado District by Quince Street and Valley Parkway. The intent of the Design Overlay Area is to expand the Mercado design theme into a larger area to enhance the pedestrian experience. Areas within the Design Overlay Area shall coordinate architecture, landscaping, signage, colors, and materials in an “early California” theme that complements the Mercado District.

3. LAND USE

Higher density professional employment office uses (except “call center” office uses), professional services, and commercial uses that generate more than 20 employees per acre and high-density residential development are permitted and encouraged within this area. For a detailed list of permitted and conditionally permitted uses, refer to Permitted Use Matrix, Figure II-2.



4. GATEWAY TRANSIT DISTRICT DEVELOPMENT STANDARDS

Unless modified through the Planned Development application process the following setbacks shall apply:

a. Maximum Building Height

Projects that propose building heights exceeding the adopted Development Standards would be subject to a Specific Plan Amendment and processed with a Planned Development application. Refer to Figure III-4 (Development Standards).

b. Minimum Street Frontage

The minimum street frontage for any development site in the Gateway Transit District is fifty (50) feet. Smaller lot frontages on building lots of record, created prior to the adoption of this Specific Plan, may develop according to the other standards contained in this section.

c. Setbacks

Front: No front-yard setback is required. Parking and monument signs shall be set back at least five (5) feet from the front property line. All setbacks shall be landscaped.

Downtown Specific Plan

LAND USE DISTRICTS

Side: No side-yard setback is required. Signs shall be setback five (5) feet from the side property line. All setbacks shall be landscaped.

Street side: No front street-side setback is required. Parking and monument signs shall be set back at least five (5) feet from the street-side property line. All setbacks shall be landscaped.

Rear: No rear-yard setback shall be required.

d. Dwelling-Unit Density: Mixed-Use Projects

Maximum dwelling unit density for a mixed use development shall be 45 units per acre multiplied by the percentage of the development above the ground floor devoted to residential use. (Example: $45 \text{ du/ac} \times 1 \text{ ac} \times 75\% = 33.75$ dwelling units for a development with the entire ground floor devoted to commercial use, 25% of the upper-floor area devoted to office use, and 75% of the upper-floor area devoted to residential use). Projects that propose densities in excess of 45 units per acre shall be subject to a Specific Plan Amendment and processed with a Planned Development application.

Ground-floor development along all street frontages south and east of the transit center shall be reserved for office and commercial uses.

e. Open Space: Mixed-Use Projects

Unless separately established through the Planned Development application process, the minimum usable open space for residential portions of mixed-use projects shall be 300 square feet per unit. Refer to Chapter III for determining what area(s) may qualify for calculating open space.



f. Landscaping

Landscaping shall conform to Article 62 of the Escondido Zoning Code. Any landscaping within the Gateway Transit District should contribute to the purpose of the area in the following ways:

- 1) Incorporate dramatic landscape to maintain high-quality views from adjacent streets.
- 2) Provide for the safety and comfort of pedestrians with the use of appropriate parking shade trees, landscape, paving details, and lighting.
- 3) Larger projects should consider incorporating public art.

Downtown Specific Plan

LAND USE DISTRICTS

g. Parking

Parking shall conform to Article 39 of the Escondido Zoning Code. A percentage of the required parking spaces may be designated for use by compact cars in accordance with Article 39.

Parking for residential use in a mixed-use project shall be provided as follows:

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



There also shall be provided one (1) guest parking space for each four (4) units or fraction thereof. On-street guest parking spaces may be approved by the City on a case-by-case basis subject to criteria in the City's parking ordinance.

Parking reductions for mixed-use development may be considered through the Conditional Use Permit or Planned Development process in conjunction with a shared parking analysis utilizing Urban Land Institute standards.

h. Signs

The intent of signs within the Gateway Transit District is to identify a building and or business. High-profile signs (pole signs), monument signs, wall signs, projecting signs, awning signs, and permanent window signs may be permitted within the Gateway Transit District as part of an approved Planned Development, according to the Sign Matrix (Figure VI-3). Signs in the District shall be permitted in accordance with Chapter VI of this document, the attached Sign-Regulation Summary, and, where applicable, the Centre City Parkway Master Landscape Plan.

Downtown Specific Plan

LAND USE DISTRICTS

6. SIGN-REGULATION SUMMARY

Permitted Sign Types: A maximum of three types of signs from the following lists are permitted in accordance with *Section VI: Sign Requirements and Design Criteria*:

Freestanding Signs

Monument Sign
Pole Sign (Professional/Commercial
/Retail)

Building Signs

Wall Sign (for buildings with 3 stories or less)
Window Sign (not permitted for Residential
Uses)
Projecting Sign (not permitted for
Residential Uses)
Awning Sign
Top-of-building Sign (for buildings over
3 stories or more)

Maximum Number of Signs: The following identifies the maximum number of signs by sign type.

Monument Sign:

Commercial/Retail/Professional	One per premise
Residential (20+ units)	One per major street entrance

Pole Sign:

Commercial/Retail/Professional (-3acres)	One per premise
Commercial/Retail/Professional (+3 acres)	One per street frontage, 2 per frontage over 1,200 feet and an additional 1 for each additional 600 feet of frontage.

Wall Sign:

Commercial/Retail/Professional/ Residential	One per wall on a building
--	----------------------------

Window Sign:

Commercial/Retail/Professional	One per window facing a street, alley or parking lot
--------------------------------	--

Projecting Sign:

Commercial/Retail/Professional	One per business
--------------------------------	------------------

Awning Sign:

Commercial/Retail/Professional	One per each entrance on a street or alley
Residential	One per each entrance on a street or alley

Top-of-Building Sign:

Commercial/Retail/Professional	Two per building. One per building face.
--------------------------------	--

Downtown Specific Plan

LAND USE DISTRICTS

Maximum Sign Area (aggregate): When calculating the maximum sign area (aggregate), all building signs, as listed above, shall be included. Freestanding-sign area is permitted in addition to the total aggregate sign area. The following list identifies the maximum permitted sign area per building based on use:

Building Signs:

Commercial/Retail/Professional

1 SF/50 SF of gross building area

Maximum 300 SF per building

Minimum 15 SF per building

Wall Sign: Maximum 100 SF per sign

Window Sign: Maximum 4 SF per sign. If used in conjunction w/wall signs, max 5% of glass area. If used in lieu of wall sign, max 25% of window area.

Projecting Sign: 4.5 SF per face; max width 3 feet.

Awning Sign: Letter height limited to 6 inches

Top-of-Building Sign: Letter and symbol height shall conform with the following standards:

- Up to 40 feet: 3'6" max letter height/3'10" max symbol height
- Up to 55 feet: 4'0" max letter height/4'6" max symbol height

Residential

2 SF per unit, Maximum 60 SF per project, Maximum 30 SF per sign

Freestanding Signs:

Commercial/Retail/Professional

Lot/Center Size	Maximum Size with Staff Review Approval		Maximum Size with Design Review Board <u>Planning</u>	
	Area	Height	Area	Height
a. up to 7,000 SF	10 SF	6'	20 SF	10'
b. 7,001-10,000 SF	20 SF	6'	40 SF	10'
c. 10,001 and up	32 SF	6'	60 SF	10'
Residential (20+ units):	20 SF	6'		

* Maximum height for a Pole Sign is 20 feet

Downtown Specific Plan

LAND USE DISTRICTS

F. MERCADO DISTRICT



1. VISION

The Mercado District's vision provides for a combination of visitor- and pedestrian-oriented mixed land uses with an early California-Hispanic theme near the Downtown's primary entrance. The District's proximity to the North County Transit Center provides the Mercado with convenient access. The Mercado District includes restaurants, boutique shops, cultural establishments, and manufacturing of tourist-oriented items that encourage public viewing, display and sales (i.e. specialty food preparation, art fabrication, pottery, etc.) to draw visitors and establish the District as a destination. Development would incorporate architecture, landscaping, signage, colors, and materials in an "early California old town" theme, connecting plazas and courtyards to provide opportunities for outdoor activities and display.

Downtown Specific Plan

LAND USE DISTRICTS

2. LOCATION

The district encompasses approximately 11 acres and is located adjacent to Centre City Parkway, Second Avenue and Valley Parkway, which serve as the main thoroughfares accessing Downtown. The Mercado District is in close proximity to Downtown shopping, cultural and office uses, as well as to the Transit Center and the Light Rail terminal.

Portions of the Gateway District are adjacent to the Mercado District. Properties on the western side of Quince Street and south of Fourth Avenue, outside the Downtown SPA, are within a Design Overlay Area (Figure V-6a). The Design Overlay includes properties that orient toward, or are adjacent to, the Mercado District but separated from the Mercado District by adjacent streets. The intent of the Overlay Area is to expand the Mercado design theme into a larger area to enhance the pedestrian experience.



FIGURE V-6



Areas within the Design Overlay Area shall coordinate colors, architecture, landscaping, signage, and materials in an “early California” theme that complements the Mercado District.

Downtown Specific Plan

LAND USE DISTRICTS

3. LAND USES

Specialty “boutique” retail uses and services are a focus for the Mercado in order to become a destination for tourists. Due to its unique location as a gateway into downtown, the Mercado District also is suitable for general office developments, as well as uses supporting the Transit Center and downtown activities, such as visitor-service bureaus, bicycle rentals, specialty food stores, florists, gifts and cards, etc. Mixed-use projects combining retail and/or office uses with residential uses are permitted and encouraged in this district. Refer to the Permitted-Use Matrix, Figure II-2 for a detailed list of permitted and conditionally permitted uses.



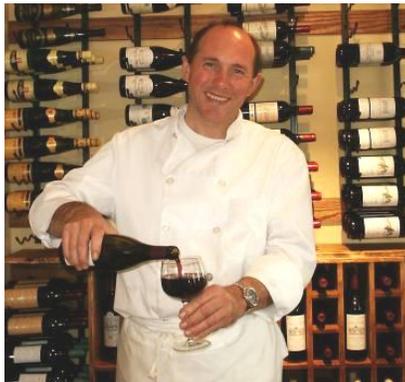
4. MERCADO DISTRICT DEVELOPMENT STANDARDS

a. Maximum Building Height

Refer to Figure III-4 (Development Standards). The maximum allowable building height in the Mercado District shall be sixty (60) feet. Projects that propose building heights exceeding the adopted Development Standards would be subject to a Specific Plan Amendment and processed with a Planned Development application.

b. Minimum Street Frontage

The minimum street frontage for any development site in the Mercado District is fifty (50) feet. Smaller lot frontages on building lots of record created prior to the adoption of this Specific Plan may develop according to other standards contained in this section.



c. Setbacks

Setbacks are not required for structures in the Mercado District. Parking areas shall be set back a minimum distance of five (5) feet from any property line adjoining a public street and said area shall be landscaped in accordance with provisions of the Zoning Code.

d. Landscaping

Landscaping shall conform to Article 62 of the Escondido Zoning Code.

Downtown Specific Plan

LAND USE DISTRICTS

e. Dwelling-Unit Density: Mixed-Use Projects

Maximum dwelling-unit density for a mixed use development shall be 45 units per acre multiplied by the percentage of the development above the ground floor devoted to residential use. (Example: $45 \text{ du/ac} \times 1 \text{ ac} \times 75\% = 33.75$ dwelling units for a development with the entire ground floor devoted to commercial use, 25% of the upper floor area devoted to office use, and 75% of the upper floor area devoted to residential use). Projects that propose densities in excess of 45 units per acre shall be subject to a Specific Plan Amendment, and processed with a Planned Development application.



f. Open Space: Mixed-Use Projects

Unless separately established through the Planned Development Application process, the minimum usable open space for residential portion of a mixed-use project shall be 300 square feet per unit. Refer to Chapter III for determining what area(s) may qualify for calculating open space.

g. Parking

In accordance with Vehicle Parking District No. 2, there is no minimum parking requirement for non-residential uses. Parking for residential use in a mixed-use project shall be provided as follows:

Studio	1
1 Bedroom	1.5
2 Bedroom	1.75
2+ Bedrooms	2

There also shall be one (1) guest parking space provided for each four (4) units or fraction thereof.

On-street guest parking spaces may be approved by the City on a case-by-case basis.



Downtown Specific Plan

LAND USE DISTRICTS

h. Signs

Signs in the Mercado District shall be permitted in accordance with Chapter VI of this document, the attached Sign-Regulation Summary, and, where applicable, the Centre City Parkway Master Landscape Plan.

i. Requirements for Special Use

Special requirements for sidewalk cafes, sidewalk vendors, and newspaper vending boxes are provided in Chapter VII of this document.

5. AREA-SPECIFIC DESIGN GUIDELINES

The development in the Mercado District should contribute to a high-quality environment in the following ways:

- Provide an inviting entrance and transition to, and with, other areas of Downtown;
- Maintain high-quality design and landscaping standards; and,
- Increase opportunities for high-density employment businesses that provide high-paying jobs and high-density residential.

a. Buildings

The design theme for development in the Mercado District shall be consistent with, or complementary to, early-California architecture. Refer to Section IV of this document for specific design guidelines.

b. Landscape/Hardscape

Any landscaping should express and reinforce the Mercado District's architectural character. Efficient, clearly organized, thematic landscape proposals are considered appropriate for this district.

c. Parking Lots

Refer to Section IV of this document for parking design and landscaping guidelines.

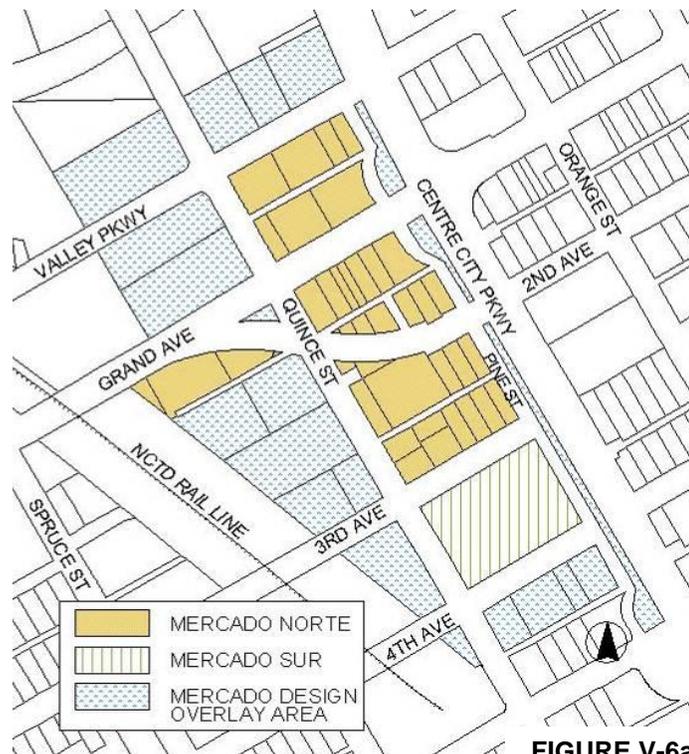


FIGURE V-6a

Downtown Specific Plan

LAND USE DISTRICTS

6. SIGN-REGULATION SUMMARY

Permitted Sign Types: A maximum of three types of signs from the following lists are permitted in accordance with *Section VI: Sign Requirements and Design Criteria*:

Freestanding Signs

Monument Sign
(Not permitted on Grand Avenue)

Building Signs

Wall Sign (for buildings with 3 stories or less)
Window Signs (not permitted for Residential Uses)
Projecting Sign (not permitted for Residential Uses)
Awning Sign
Top-of-building Sign (for buildings over 3 stories or more)

Maximum Number of Signs: The following identifies the maximum number of signs by sign type:

Monument Sign:

Commercial/Retail/Professional	One per premise
Residential (20+ units)	One per major street entrance

Wall Sign:

Commercial/Retail/Professional/ Residential	One per wall on a building
--	----------------------------

Window Sign:

Commercial/Retail/Professional	One per window facing a street, alley or parking lot
--------------------------------	--

Projecting Sign:

Commercial/Retail/Professional	One per business
--------------------------------	------------------

Awning Sign:

Commercial/Retail/Professional	One per each entrance on a street or alley
Residential (all)	One per each entrance on a street or alley

Top-of-Building Sign:

Commercial/Retail/Professional	Two per building. One per building face.
--------------------------------	--

Downtown Specific Plan

LAND USE DISTRICTS

Maximum Sign Area (aggregate): When calculating the maximum sign area (aggregate), all building signs, as listed above, shall be included. Freestanding sign area is permitted in addition to the total aggregate sign area. The following list identifies the maximum permitted sign area per building based on use:

Building Signs:

Commercial/Retail/Professional

1 SF/50 SF of gross building area
Maximum 300 SF per building
Minimum 15 SF per building

Wall Sign: Maximum 100 SF per sign

Window Sign: Maximum 4 SF per sign. If used in conjunction w/wall signs, max 5% of glass area. If used in lieu of wall sign, max 25% of window area.

Projecting Sign: 4.5 SF per face; max width 3 feet.

Awning Sign: Letter height limited to 6 inches

Top-of-Building Sign: Letter and symbol height shall conform with the following standards:

- 3 to 4 stories: 3'6" max letter height/3'10" max symbol height
- 5 to 9 stories: 4'0" max letter height/4'6" max symbol height
- 10 to 15 stories: 5'0" max letter height/5'6" max symbol height

Residential

2 SF per unit, Maximum 60 SF per project, Maximum 30 SF per sign

Freestanding Signs:

Commercial/Retail/Professional

Lot/Center Size	Maximum Size with Staff Review Approval		Maximum Size with Design—Review—Board <u>Planning</u>	
	Area	Height	Area	Height
a. up to 7,000 SF	10 SF	6'	20 SF	10'
b. 7,001-10,000 SF	20 SF	6'	40 SF	10'
c. 10,001 and up	32 SF	6'	60 SF	10'
Residential (20+ units):	20 SF	6'		

Downtown Specific Plan

LAND USE DISTRICTS

G. SOUTHERN GATEWAY DISTRICT

1. VISION

The intent of the Southern Gateway district is to provide for the expansion and development of business and professional offices and services south of Grand Avenue, while preserving the integrity of historic resources located within the district and further south in the City's Old Escondido Neighborhood. New commercial development incorporating pedestrian plazas and courtyards, with strong connections to Grand Avenue and Escondido Boulevard, as well as residential opportunities with higher densities, are encouraged to provide an optimal setting for those uses.



Downtown Specific Plan

LAND USE DISTRICTS

2. LOCATION

The Southern Gateway District encompasses approximately 55 acres located east of Centre City Parkway, west of Ivy Street, north of Fifth Avenue and south of Second and Third Avenues. The Old Escondido Neighborhood is to the south of this district and contains the majority of Escondido's historic residential structures. Eastern portions of the Southern Gateway District also contain older and historic single-family structures. Some of these structures have been converted to office and/or professional uses that provide a smooth transition for more intense development north toward Grand Avenue, while buffering the single-family character of Old Escondido Neighborhood. Central Elementary School is located within the district and provides K-5 education for students living in the area.

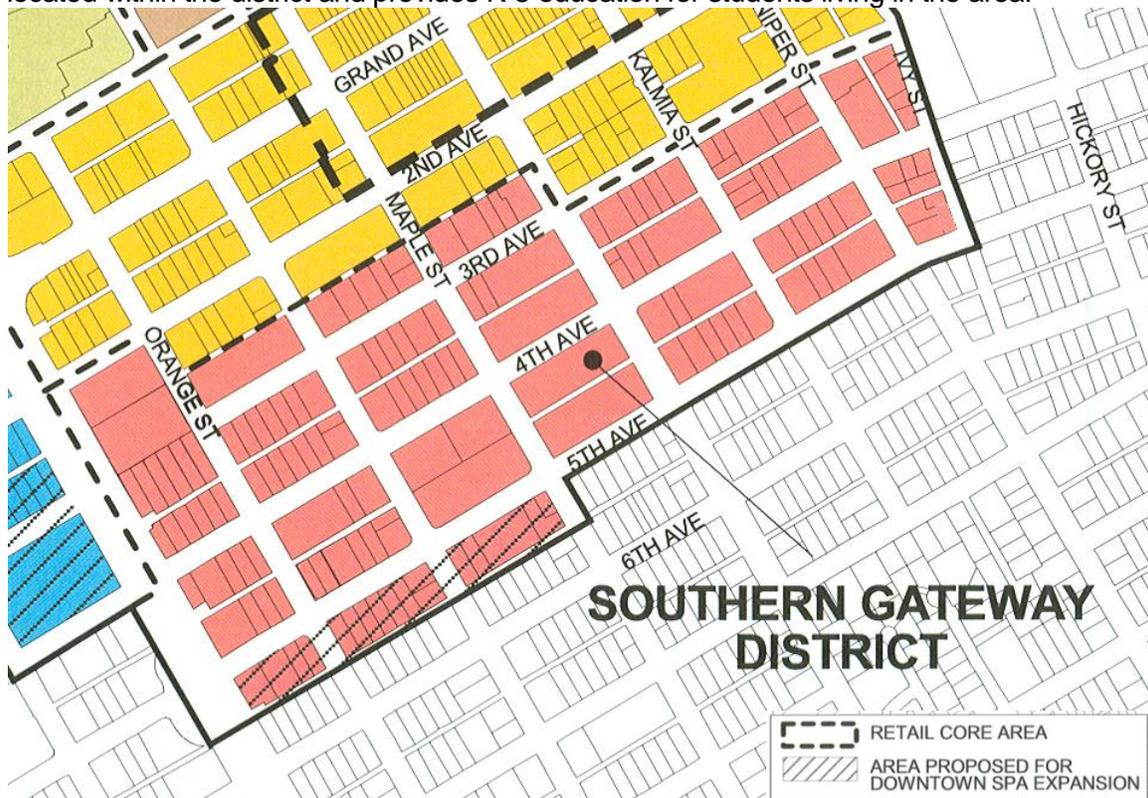


FIGURE V-7

Downtown Specific Plan

LAND USE DISTRICTS

3. LAND USES

Business, professional, and medical offices and services are the primary uses in this area. Retail and service uses that support office uses are permitted within an office building, but may not occupy more than 30% of the gross floor area. Uses along South Escondido Boulevard shall incorporate a significant retail or office presence at the street level to maintain a strong connection between Grand



Avenue businesses and the South Escondido Boulevard Commercial Area Plan that extends south of Downtown. Property totaling 0.8 acre located at the southeastern corner of Third Avenue and Escondido Boulevard is approved as a Mixed-Use commercial/office/residential development with 55 units and a density of 68.75 units per acre (Case #: 2007-11-SPA/PD/DA). Property totaling 2.74 acres located at the eastern side of Escondido Boulevard between Fourth Street and Fifth Street is approved as a mixed-use commercial/office/residential development with 125 units and a density of 45.62 units per acre (Case #: Tr. 958, 2007-03-SPA/PD/DA). Residential uses are allowed on upper floors along Escondido Boulevard and on ground-floor levels elsewhere in the district with an approved Conditional Use Permit.

A variety of low-profile office uses currently exists in this district between Broadway, Third and Fifth Avenues and Ivy Street. The dominant building types are older, single-family residences, many of which have been converted to office uses. Adaptive reuse of historic structures in this area is encouraged. Suitable alternative uses for this area would be artist studios, photography studios, and art galleries. Residential uses in this area shall be limited to single-family units. Refer to Permitted Use Matrix, Figure II-2 for a detailed list of permitted and conditionally permitted uses within the Southern Gateway District.

4. SOUTHERN GATEWAY DISTRICT DEVELOPMENT STANDARDS

a. Maximum Building Height

Refer to Figure III-4 (Development Standards). Projects that propose building heights exceeding the adopted Development Standards would be subject to a Specific Plan Amendment and processed with a Planned Development application.

b. Minimum Street Frontage

The minimum street frontage for any development site in the Southern Gateway District is fifty (50) feet. Smaller lot frontages on building lots of record, created prior to the adoption of this Specific Plan, may develop according to the other standards contained in this section.

Downtown Specific Plan

LAND USE DISTRICTS

c. Setbacks

Front:

On South Escondido Boulevard: There shall be no front-yard setback for development. Buildings are encouraged to be built to the property line in a manner consistent with the Downtown Design Principles.

Off South Escondido Boulevard: Each parcel shall have a front yard of not less than ten (10) feet in depth, except that a garage having access which is perpendicular to the street shall be set back at least twenty (20) feet from the front property line. A garage having access which is perpendicular to an alley shall be set back at least twenty four (24) feet from the farthest side of the alley.

Within the Adaptive Reuse Area between Broadway, Third and Fifth Avenues and Ivy Street7: Each parcel shall have a front yard of not less than fifteen (15) feet in depth, except that a garage having access perpendicular to the street shall be set back at least twenty (20) feet from the street property line.

Side:

No side-yard setback is required either on or off South Escondido Boulevard, except that a garage having access perpendicular the street shall be set back at least twenty (20) feet from the side property line.

Within the Adaptive Reuse Area: Each parcel shall have a side yard of not less than five (5) feet in depth.

Corner Side: On corner lots, both on and off South Escondido Boulevard, no corner side yard is required, except that within the district's adaptive reuse area a corner side yard of ten (10) feet is required, which shall be increased to twenty (20) feet for garages having access perpendicular to the street. A required side yard shall not be used for vehicular parking except portion(s) devoted to driveway use.

Rear: There is no rear-yard setback required for structures, except that main structures in the adaptive reuse area shall maintain a ten (10) foot setback and garages shall maintain a five (5) foot setback. Open parking in rear-yard areas shall require five (5) feet of landscape separation along a rear property line. Where vehicles park directly off an alley, the rear yard adjacent to the alley may be used to provide a twenty-four (24) foot vehicular back-up space into the alley.



Downtown Specific Plan

LAND USE DISTRICTS

d. Dwelling Unit Density: Mixed-Use Projects

Maximum dwelling-unit density for a mixed use development shall be 45 units per acre multiplied by the percentage of the development above the ground floor devoted to residential use. (Example: 45 du/ac x 1 ac x 75% = 33.75 dwelling units for a development with the entire ground floor devoted to commercial use, 25% of the upper floor area devoted to office use, and 75% of the upper floor area devoted to residential use). Projects that propose densities in excess of 45 units per acre shall be subject to a Specific Plan Amendment and processed with a Planned Development application.

e. Open Space for Residential-Only and Mixed-Use Projects

Unless separately established through the Planned Development Application process, the minimum usable open space for residential-only and residential portions of mixed-use projects shall be 300 square feet per unit. Refer to Chapter III for determining what area(s) may qualify for calculating open space.

f. Landscaping

Landscaping shall conform to Article 62 of the Escondido Zoning Code, or as determined appropriate through the Planned Development process.



g. Trees in Public Parkway

New construction would require the planting of street trees in the parkway area (if any) for every thirty (30) feet of street frontage using a species listed on the City's approved street tree list.

h. Parking

Parking shall conform to Article 39 of the Escondido Zoning Code. A percentage of required parking spaces may be designated for use by compact cars in accordance with the General Provisions section of the Specific Plan. Deviations from the requirement of Article 39 for residential projects may be considered on a case-by-case basis if it can be determined that adequate parking would be provided for the project.

Parking for residential uses shall be provided as follows:

Studio	1
1 Bdrm	1.5
2 Bdrms	1.75
2+ Bdrms	2

Downtown Specific Plan

LAND USE DISTRICTS

There also shall be provided one (1) guest parking space for each four (4) units or fraction thereof. On-street guest parking spaces may be approved by the City on a case-by-case basis, subject to criteria in the City's parking ordinance.

i. Signs

Signs in the Southern Gateway District shall be permitted in accordance with Chapter VI of this document, the attached Sign-Regulation Summary, and, where applicable, the Centre City Parkway Master Landscape Plan.



Downtown Specific Plan

LAND USE DISTRICTS

6. SIGN-REGULATION SUMMARY

Permitted Sign Types: A maximum of three types of signs from the following lists are permitted in accordance with *Section VI: Sign Requirements and Design Criteria*:

Freestanding Signs

Monument Sign

Building Signs

Wall Sign (for buildings with 3 stories or less)
Window Sign (not permitted for Residential Uses)
Projecting Sign (not permitted for Residential Uses)
Awning Signs
Top-of-Building Sign (for buildings 3 stories or more)

Maximum Number of Signs: The following identifies the maximum number of signs by sign type.

Monument Sign:

Commercial/Retail/Professional
Residential (20+ units)

One per premise
One per major street entrance

Wall Sign:

Commercial/Retail/Professional/
Residential

One per wall on a building

Window Sign:

Commercial/Retail/Professional

One per window facing a street, alley or parking lot

Projecting Sign:

Commercial/Retail/Professional

One per business

Awning Sign:

Commercial/Retail/Professional/
Residential

One per each entrance on a street or alley

Top-of-Building Sign:

Commercial/Retail/Professional

Two per building. One per building face.

Maximum Sign Area (aggregate): When calculating the maximum sign area (aggregate), all building signs, as listed above, shall be included. Freestanding sign area is permitted in addition to the total aggregate sign area. The following lists the maximum permitted sign area per building based on use:

Downtown Specific Plan

LAND USE DISTRICTS

Building Signs:

Commercial/Retail/Professional

- 1 SF/50 SF of gross building area
- Maximum 300 SF per building
- Minimum 15 SF per building
- Wall Sign: Maximum 100 SF per sign
- Window Sign: Maximum 4 SF per sign. If used in conjunction w/wall signs, max 5% of glass area. If used in lieu of wall sign, max 25% of window area.
- Projecting Sign: 4.5 SF per face; max width 3 feet.
- Awning Sign: Letter height limited to 6 inches
- Top-of-Building Sign: Letter and symbol height shall conform with the following standards:
 - Over 3 to 4 stories: 3'6" max letter height / 3'10" max symbol height
 - 5+ stories: 4'0" max letter height / 4'6" max symbol height

Residential

- 2 SF per unit, Maximum 60 SF per project, Maximum 30 SF per sign

Freestanding Signs:

Commercial/Retail/Professional

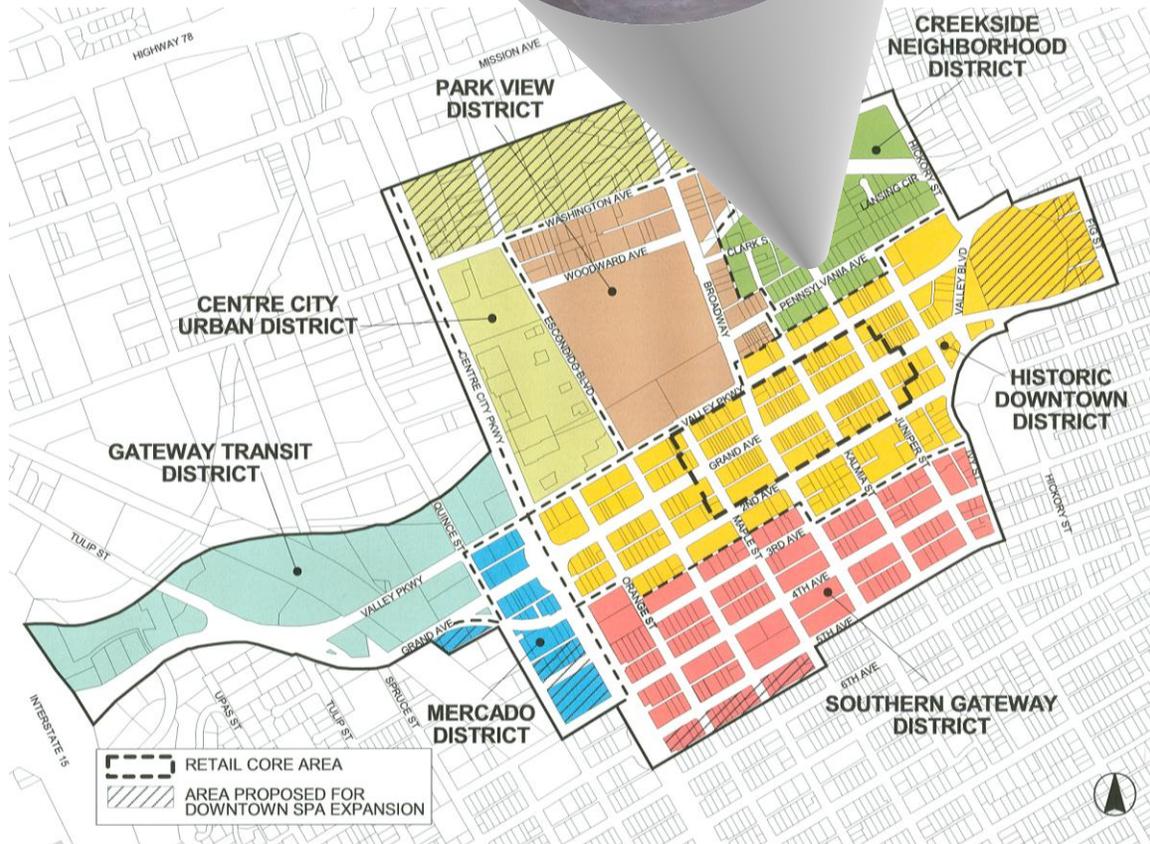
Lot/Center Size	Maximum Size with Staff Review Approval		Maximum Size with Design Review Board <u>Planning</u> Approval	
	Area	Height	Area	Height
a. up to 7,000 SF	10 SF	6'	20 SF	10'
b. 7,001-10,000 SF	20 SF	6'	40 SF	10'
c. 10,001 and up	32 SF	6'	60 SF	10'
Residential (20+ units):	20 SF	6'		



Downtown Specific Plan

LAND USE DISTRICTS

H. CREEKSIDENEIGHBORHOODDISTRICT



1. VISION

The purpose of this District is to encourage high-density multifamily residential use along Escondido Creek in close proximity to Downtown, thus providing a residential support base and pedestrian traffic for Downtown uses. Areas along Pennsylvania provide opportunities for employment with ground-floor offices and mixed use as well as ground-floor residential land uses.

Downtown Specific Plan

LAND USE DISTRICTS

2. LOCATION

The Creekside Neighborhood District encompasses approximately 28 acres located in the northeastern quadrant of the Downtown Specific Planning Area along Pennsylvania Avenue between Kalmia and Hickory Streets, on the southern side of Washington Avenue on both sides of Escondido Creek. The area is in close proximity to Downtown's amenities, such as Grand Avenue shopping, restaurants, museums, library, medical services, and the Civic Center complex.



FIGURE V-8

Downtown Specific Plan

LAND USE DISTRICTS

3. LAND USE

Multifamily residential development is encouraged within this area. The density can range up to forty-five (45) units per acre. The assemblage of small parcels to create larger multifamily projects is encouraged to achieve this goal. Areas along Pennsylvania Avenue require ground-floor offices and allow residential uses on upper floors in mixed-use developments. Refer to the Permitted Use Matrix, Figure II-2 for a detailed list of permitted and conditionally permitted uses.



4. CREEKSIDE DEVELOPMENT STANDARDS

a. Maximum Building Height

Refer to Figure III-4 (Development Standards). Projects that propose building heights exceeding the adopted Development Standards would be subject to a Specific Plan Amendment and processed with a Planned Development application.

b. Minimum Street Frontage

The minimum street frontage for any development site in the Creekside Neighborhood District shall be fifty (50) feet. Parcels of land created prior to the adoption of this Specific Plan shall not be denied a building permit for reason of nonconformance with the frontage requirements of this section.

c. Setbacks

Front: Each parcel shall have a front yard of not less than ten (10) feet in depth except development along Pennsylvania Avenue is encouraged to develop at the front property line consistent with the Downtown Design Principles. Garages having access perpendicular to the street shall be set back at least twenty (20) feet from the front property line.

Side:

On Pennsylvania Avenue: No side yard is required for development on Pennsylvania Avenue.

Off Pennsylvania Avenue: There shall be a side yard of at least five (5) feet for the first two stories, plus an additional five (5) feet for each additional story of a principal building on each side of a lot, with a maximum side-yard of twenty-five (25) feet.

Downtown Specific Plan

LAND USE DISTRICTS

Corner Side: The side yard that is contiguous to the street on corner lots, both on and off Pennsylvania Avenue, shall not be less than ten (10) feet, except that a garage having access perpendicular to the street shall be set back at least twenty (20) feet from the property line. A required side yard shall not be used for vehicular parking except that portion devoted to driveway use.



Rear: Each parcel shall have a rear yard of not less than ten (10) feet, plus five (5) additional feet for each story over two in height. Parking in rear-yard areas shall require five (5) feet of landscape separation. Where the rear yard abuts a public alley, the setback may be measured from the centerline of the alley; however, in no event shall there be less than a five-foot setback from the edge of the alley.

d. Projections into All Yards for Residential Development

Building features, landscaping, and appurtenances may extend into any required yards, subject to adopted codes and ordinances.

e. Dwelling Unit Density and Mixed Use Projects

The maximum dwelling-unit density for a residential development shall be 45 units per acre. Maximum dwelling-unit density for a mixed-use development shall be 45 units per acre multiplied by the percentage of the development above the ground floor devoted to residential use. (Example: $45 \text{ du/ac} \times 1 \text{ ac} \times 75\% = 33.75$ dwelling units for a development with the entire ground floor devoted to commercial use, 25% of the upper-floor area devoted to office use, and 75% of the upper-floor area devoted to residential use). Projects that propose densities in excess of 45 units per acre would be subject to a Specific Plan Amendment and processed with a Planned Development application.

f. Open Space for Residential-Only and Mixed-Use Projects

Unless separately established through the Planned Development application process, the minimum usable open space for residential-only and residential portions of mixed-use projects shall be 300 square feet per unit. Refer to Chapter III for determining what area(s) may qualify for calculating open space.

g. Landscaping

Landscaping shall conform to Article 62 of the Escondido Zoning Code.

Downtown Specific Plan

LAND USE DISTRICTS

h. Parking

Parking shall conform to Article 39 of the Escondido Zoning Code. A percentage of the required parking spaces may be designated for use by compact cars in accordance with the General Provisions section of this Specific Plan.

Parking for residential uses shall be provided as follows:

Studio	1
1 Bdrm	1.5
2 Bdrm	1.75
2+ Bdrms	2



There also shall be provided one (1) guest parking space for each four (4) units or fraction thereof. On-street guest parking spaces may be approved by the City on a case-by-case basis, subject to criteria in the City's parking ordinance.

Parking reductions for mixed-use development may be considered through the Conditional Use Permit process in conjunction with a shared parking analysis utilizing Urban Land Institute standards or another methodology deemed appropriate by the Director of Community Development.

i. Minimum Floor Area

Each dwelling unit in the Creekside Neighborhood District shall have a floor area of not less than four hundred (400) square feet, exclusive of porches, garages, carports, entries, terraces, patios, or basements.

Downtown Specific Plan

LAND USE DISTRICTS

j. Elevators

Each building having three or more stories and having six or more dwelling units on or above the third floor shall be equipped with a passenger elevator in addition to the required stairways.

k. Signs

The intent of signs within the Creekside Neighborhood District is to identify the building and to attract the attention of pedestrian and vehicular traffic. Monument signs, wall signs, awning signs, and permanent window signs may be permitted within this district according to the Sign Matrix. Signs in this District shall be approved in accordance with Section VI of this document and the attached Sign Regulation Summary for the Creekside Neighborhood District.

5. SIGN-REGULATION SUMMARY

Permitted Sign Types: A maximum of three types of signs from the following lists are permitted in accordance with *Chapter VI: Sign Requirements and Design Criteria*:

Freestanding Signs

Monument Sign

Building Signs

Wall Sign

Window Sign (not permitted for Residential Uses)

Awning Sign

Maximum Number of Signs: The following identifies the maximum number of signs by sign type.

Monument Sign:

Commercial/Retail/Professional
Residential (20+ units)

One per premise
One per major street entrance

Wall Sign:

Commercial/Retail/Professional/
Residential

One per wall on a building

Window Sign:

Commercial/Retail/Professional

One per window facing a street, alley or parking lot

Awning Sign:

Commercial/Retail/Professional
Residential (all)

One per each entrance on a street or alley
One per each entrance on a street or alley

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LAND USE DISTRICTS

Maximum Sign Area (aggregate): When calculating the maximum sign area (aggregate), all building signs, as listed above, shall be included. Freestanding sign area is permitted in addition to the total aggregate sign area. The following list identifies the maximum permitted sign area per building based on use:

Building Signs:

Commercial/Retail/Professional	1 SF/50 SF of gross building area Maximum 300 SF per building Minimum 15 SF per building <u>Wall Sign:</u> Maximum 100 SF per sign <u>Window Sign:</u> Maximum 4 SF per sign. If used in conjunction w/wall signs, max 5% of glass area. If used in lieu of wall sign, max 25% of window area. <u>Awning Sign:</u> Letter height limited to 6 inches
Residential	2 SF per unit, Maximum 60 SF per project, Maximum 30 SF per sign

Freestanding Signs:

Commercial/Retail/Professional

Lot/Center Size	Maximum Size with Staff Review Approval		Maximum Size with Review Board Planning	
	Area	Height	Area	Height
<u>Commission</u> Approval				
a. up to 7,000 SF	10 SF	6'	20 SF	10'
b. 7,001-10,000 SF	20 SF	6'	40 SF	10'
c. 10,001 and up	32 SF	6'	60 SF	10'
Residential (20+ units):	20 SF	6'		

Downtown Specific Plan

SIGN CRITERIA & GUIDELINES

VI. SIGN CRITERIA AND GUIDELINES

A. PURPOSE STATEMENT

The purpose of establishing sign standards and guidelines is to encourage an “uncluttered” atmosphere with signs that portray graphic excellence and enhance economic revitalization, as well as a quality image for the Downtown Area. The primary intent of these standards is to establish consistency for all signage within a parcel as well as a compatible system of signage throughout the area. These standards and design criteria establish sign placement, letter type, sign styles, and other design-related restrictions.



Sign regulations establishing limits for the number of signs per property, the placement of signs, and the height and area of signs are included in each District Section of this document. The Design Guidelines presented herein are supplementary to the City's Sign Ordinance. The standards contained in these sections may be modified through the [Design Review Board public hearing](#) process to meet the goals and objectives of the Design Guidelines. All signs shall comply with the Downtown Specific Plan's requirements, any additional provisions of these sections, and the following sections of the Citywide Sign Ordinance (Article 66):

- Definitions;
- Permit Administration;
- Construction and Maintenance;
- Sign Standards - General
- Supergraphic Sign Standards;
- Sign Standards related to historic buildings and historic signs,
- Enforcement and penalties; and
- Nonconforming signs.

1. TYPES OF SIGNS

a. Public Signage

A system of public signage provides a unique identity to the community and should include Downtown identification signs, street signs, special-use signs, historical plaques, and directional signs. The public-sign system should include:

- 1) A downtown logo to be used on appropriate signs;
- 2) Entry point identity signs;
- 3) Consistent design for street signs, special use signs, and historical plaques incorporating the logo;
- 4) Landscaping at entry points and key areas; and

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SIGN CRITERIA & GUIDELINES

5) Consistent design for informational signs.

b. Private Signage

Two major categories of signs on private property are regulated by these Design Guidelines.

1) Building Sign - Refers to a sign attached to the exterior surface of a building or visible from the exterior. For purposes of this section, building signs are divided according to location into:

- (a) Wall signs;
- (b) Glazed area/window signs;
- (c) Projecting signs;
- (d) Awning signs; and
- (e) Top-of-building signs.

2) Freestanding Sign - Refers to any sign which is wholly or partially supported by one or more uprights or braces in, or upon, the ground. For purposes of this section, freestanding signs are divided into:

- (a) Monument signs 6-feet tall or less; and
- (b) Pole and high-profile signs over 6-feet tall.

c. Other Signs

Other types of signs are regulated by these Design Guidelines.

1) Special-Event Signs:

- (a) Business promotions/special events;
- (b) Community events; and,
- (c) Sidewalk signs.

2. DESIGN GUIDELINES FOR ALL SIGNS

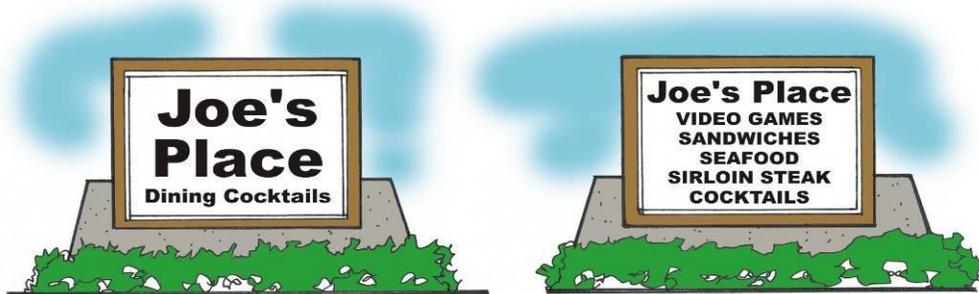
All private signs in the Downtown shall conform to Article 66 of the Escondido Zoning Code and the following standards and guidelines:

a. Freestanding and building signs on each parcel in the Downtown shall be limited to no more than three different types of signs (freestanding and building signs) consistent with the underlying district (see Sign-Type Matrix, Figure VI-3, for the types of signs permitted in each district and building type.

b. Sign copy generally should be limited to the name of the business or the general nature of the goods or services. Up to 10% of the sign copy area may be devoted to slogans or advertising, and the sign copy shall be made an integral part of the sign design.

Downtown Specific Plan

SIGN CRITERIA & GUIDELINES



ENCOURAGED

DISCOURAGED

LIMIT SIGN COPY

- c. Structural aspects of signs, such as poles, supports, and cabinets, should be constructed of materials and colors related to the principal building. Landscaping should be designed to reduce the emphasis on the mechanical and supporting aspects of the sign.

- d. Signs shall be constructed of durable materials. Paper, cloth, canvas, and plastic-streamer signs are prohibited.

- e. Graphics, illuminated by flood light (or spotlight), shall be positioned so that none of the light shines directly onto an adjoining property or glares or shines into the eyes of motorists or pedestrians, and shall conform to the City's Outdoor Lighting Ordinance (Article 35 of the Zoning Code).



PAPER, CLOTH, AND
PLASTIC STREAMER
SIGNS PROHIBITED

USE DURABLE MATERIALS

- f. Signs shall be equipped with an automatic timer and shall be turned off between the hours of 11:00 p.m. and sunrise unless the business is open to the public between those hours. If the business is open between the hours of 11:00 p.m. and sunrise, the sign may be illuminated only for as long as the facility is open.
- g. When signs are removed, or replaced with a sign of a different size or shape, all holes should be patched and surfaces repainted, or refinished, to match surrounding wall surfaces.
- h. Icon/Supergraphic signs are highly encouraged. These wall signs display a large graphic image with, or without, text. The graphic image may extend beyond the perimeter of the sign text.

Downtown Specific Plan

SIGN CRITERIA & GUIDELINES

3. BUILDING SIGN STANDARDS AND GUIDELINES

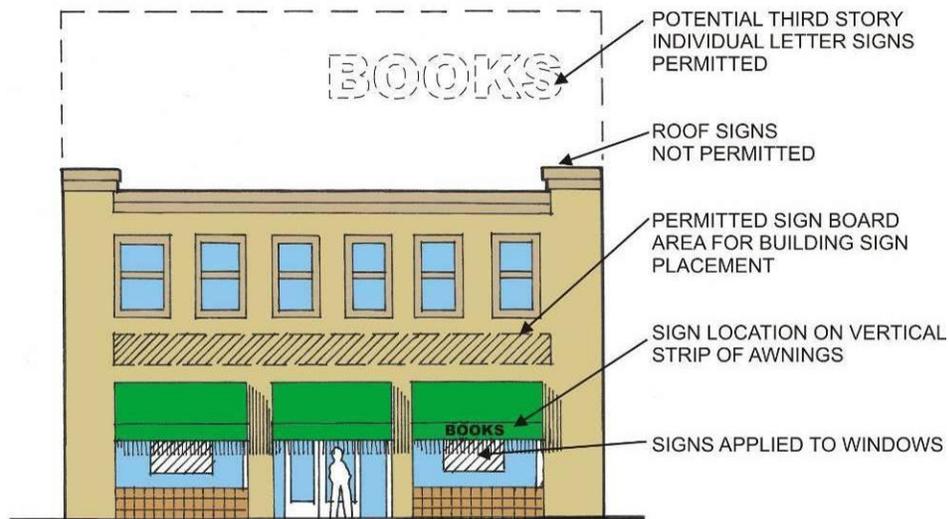
The types of building signs permitted in the Downtown Specific Plan Area vary according to each Downtown District as shown in Figure VI-3. Regulations and guidelines for building signs are presented in the sections which follow:

a. Wall Signs

Wall signs are intended to identify a specific use by name and are permitted for downtown commercial buildings, commercial centers, and freestanding buildings of fewer than three stories. Limitations on sign copy, size, color, and placement are intended to reduce visual clutter.

1) Development Standards - The following standards apply to all wall signs:

- (a) Limit Signs per Business - Wall signs shall be limited to one per business on each wall of the business that has a major entry or display window on a street or parking lot.
- (b) Sign Placement - Where multiple signs are used (such as strip retail businesses), each sign shall be centered horizontally and vertically over the storefront. Wall signs may be attached to the exterior wall, tower, or architectural feature of a building.



- (c) No Projecting Wall Signs - Wall signs shall be mounted parallel to, and flush with, the wall surface with opaque backgrounds. Wall signs are not permitted to be mounted as projecting signs or mounted on brackets extending above, or in front of, the wall surface.

Downtown Specific Plan

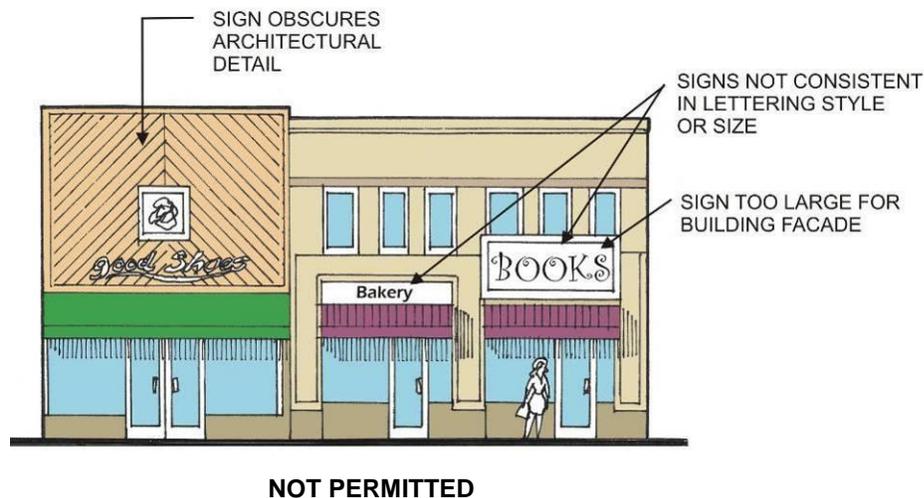
SIGN CRITERIA & GUIDELINES

2) Design Guidelines - The following guidelines apply to all wall signs:

- (a) Sign Placement - The location and placement of wall signs should be limited to avoid interference with the building's architecture.
- (b) Channel Letters Encouraged - Individually cut or channel letters are strongly encouraged.



- (c) Cabinet Wall Signs - Cabinet wall signs are prohibited in certain Districts of the Downtown. In Districts where cabinet signs are prohibited innovative icon/supergraphic signs may be permitted. Where permitted, cabinet wall signs are subject to design review by Planning staff for approval.



- (d) Enclosed, Changeable-Copy Signs - Changeable-copy signs shall be permitted according to Article 66 of the Escondido Zoning Code (for service stations only). Other changeable-copy signs, or price signs that are enclosed and do not exceed 10% of the permitted sign area for the site, also may be permitted within the Downtown.

Downtown Specific Plan

SIGN CRITERIA & GUIDELINES

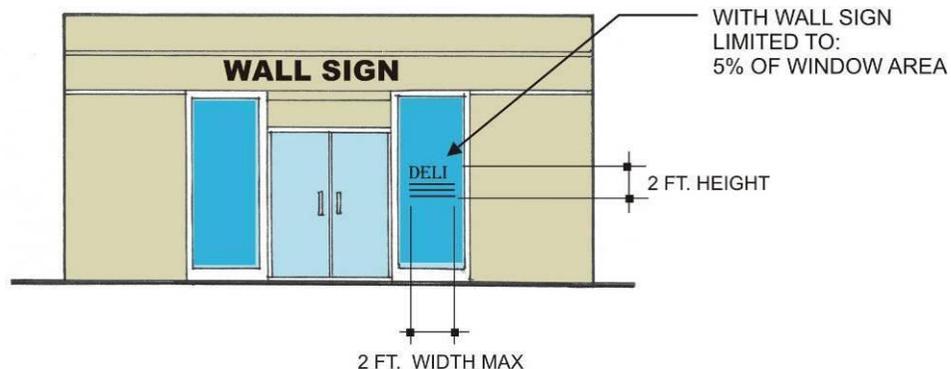
- (e) Use of Logo - Business logos are encouraged, when combined with business names, but shall not occupy more than 25% of the sign copy area and shall be made an integral part of the sign design.
- (f) Illumination – Wall signs may have individual, illuminated channel letters or solid, individual, illuminated channel letters, or solid individual letters that are back-lit (halo-lit). External and indirect lighting consistent with the Outdoor Lighting Ordinance is permitted in lieu of individually illuminated letters.

b. Glazed Area/Window Signs

Glazed area/Window signs are intended to identify a business by name and may include additional information, such as hours of operation or a proprietor's name. Temporary signs, and signs incorporated into window displays, are not considered permanent window signs.

- 1) Development Standards - The following standards apply to all permanent window signs:

- (a) Area of the Sign - Permanent window signs may occupy up to 50% of the window area. If used in conjunction with a wall sign, permanent window signs are limited to 5% of window area. Second-story window signs representing not more than 20% of window area, are permitted if the use differs from the first story. The area of the window sign shall be included in calculating the total permanent sign area for the building, but shall not be included in calculating the area permitted for temporary window signs. If window signs are used in lieu of wall signs, no temporary window signs are permitted for those windows having permanent window signs.

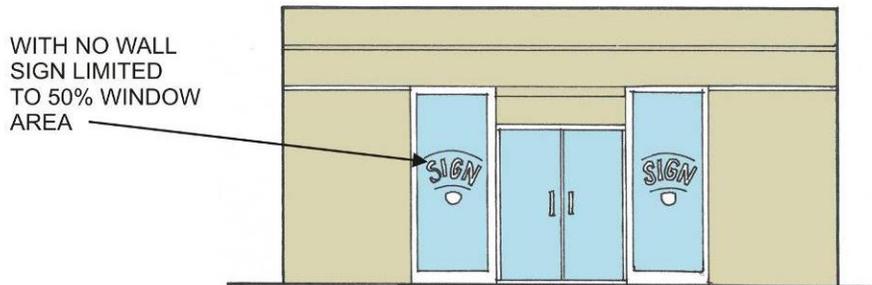


- (b) Width/Height – Sign copy shall be limited to two (2) feet in height and two (2) feet in width maximum, if used in conjunction with a wall sign.

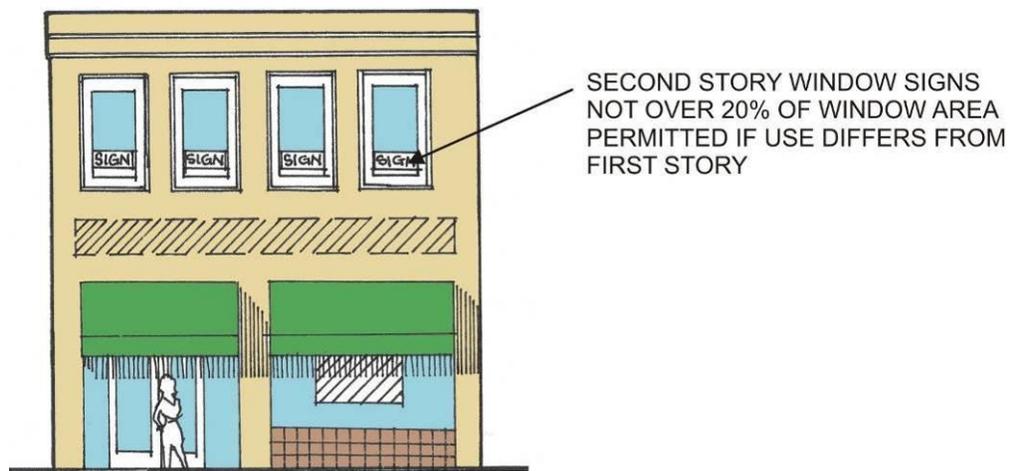
Downtown Specific Plan

SIGN CRITERIA & GUIDELINES

- 2) Design Guidelines - The following guidelines apply to all permanent window signs:



- (a) Use Individually Cut Letters - Permanent window signs should be limited to individual letters placed on the interior surface of the window and intended to be viewed from outside. White or gold-leaf paint is the recommended color. Glass-mounted graphics may be applied by silk-screening or pre-spaced vinyl die cut forms.
- (b) Limit Text - The text or sign copy of a window sign should be limited to the business name, proprietor's name, hours of operation, and brief messages identifying the type of product or service (e.g., "MATERNITY WEAR" or "ATTORNEY"), or pertinent information (e.g., "SE HABLA ESPANOL" or "RESERVATIONS REQUIRED"). Letter size for all information, other than the business name, shall be limited to one (1) inch.



- (c) Illumination – Not permitted, except for signs made of neon. The area of a neon-tube sign, including all neon architectural-accent features and neon-tube banding which surrounds the sign letters or frames the windows, shall be counted as part of the sign area allowed for that building face.

Downtown Specific Plan

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c. Projecting Signs

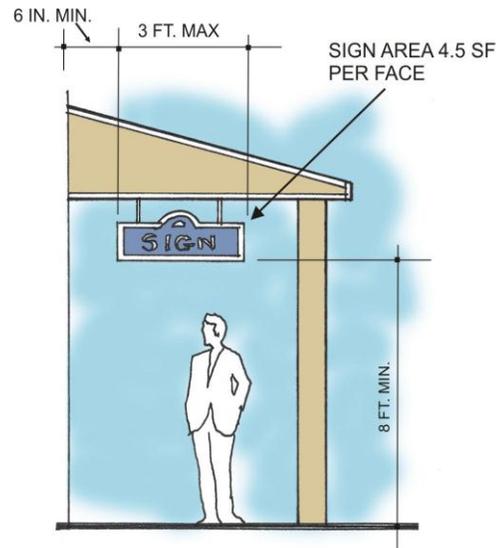
Small pedestrian-oriented projecting sign graphics are encouraged in the Historic Downtown District and Southern Gateway District, subject to the guidelines listed below. Projecting signs also are permitted in commercial center developments, particularly where these hang beneath an arcade. These signs are intended to be small in size and are specifically oriented to pedestrians. Projecting signs encouraged by this section are not intended to serve as wall signs.

1) Development Standards - The following standards apply to all projecting signs:

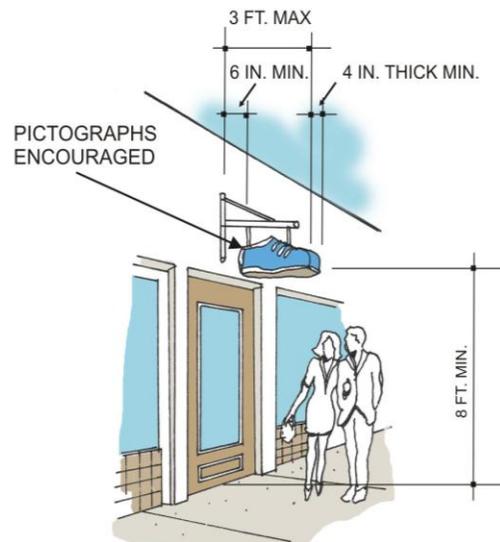
- (a) Limit Size - No projecting sign shall exceed a total area of 4.5 square feet per sign face.
- (b) Sign Spacing - Projecting signs shall be placed at building or store entrances, but, in no event, shall projecting signs be spaced less than twelve (12) feet apart.

(c) Provide Adequate Clearance

All projecting signs shall provide vertical clearance to sidewalks of at least eight (8) feet and a clearance of at least six (6) inches between the sign and the building face. All signs shall project from the wall at an angle of 90 degrees, or hang from an overhead canopy. Projecting signs shall not extend more than three (3) feet from the building face and hanging signs shall be limited to three (3) feet in width. The owner shall obtain an encroachment permit from the City's Engineering Division to place a sign that encroaches into a public right-of-way.



PERMITTED



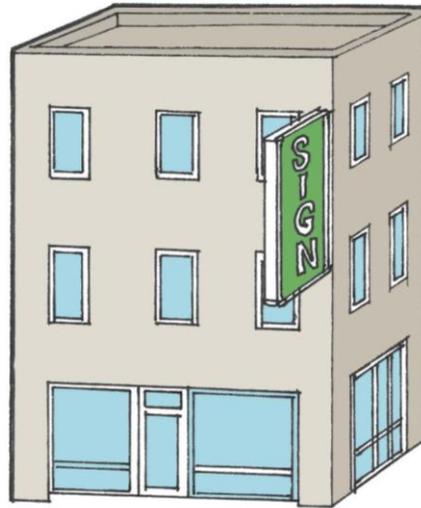
PERMITTED

Downtown Specific Plan

SIGN CRITERIA & GUIDELINES

2) Design Guidelines - The following guidelines apply to all projecting signs:

- (a) Use Pictographs - The use of pictographs is encouraged for projecting signs to graphically illustrate the type of business without the use of words. Examples of pictograph signs include a key for a locksmith or a pipe for a tobacco shop. Projecting signs may include the business name, but shall not include specific product names.
- (b) No Cabinet Signs - Cabinet signs shall not be used for projecting signs.
- (c) Illumination - Indirect lighting only is permitted for projecting signs.



NOT PERMITTED

d. Awning Signs

Awning signs are painted or affixed to the vertical face of an awning.

- 1) Development Standards - The following standard applies to all awning signs:
 - (a) Sign Placement - Awning signs are limited to awnings covering one entrance per each street or alley that the building faces. The business name or building name portion of the sign is limited to 40% of the awning face.
- 2) Design Guidelines - The following guidelines apply to all awning signs:
 - (a) Coordinate Design and Color - The shape, design, and color of awnings should be carefully designed to coordinate with, and not dominate, the architectural style of the building. Where other awnings are used on the building, the design and color of the sign awnings and all other awnings shall be coordinated.
 - (b) Copy - Sign copy text may be the name of the business and/or the business logo.

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- (c) **Text Placement, Height and Color** - The text and/or logo should be located only on the valance of the awning itself. Other proposed locations of text and/or logo on the awning may be considered by Planning staff ~~or referred to the Design Review Board~~. Letter color should be compatible with the awning and the building color scheme. Letter height should be in scale with the size of the awning, limited to six (6) inches.

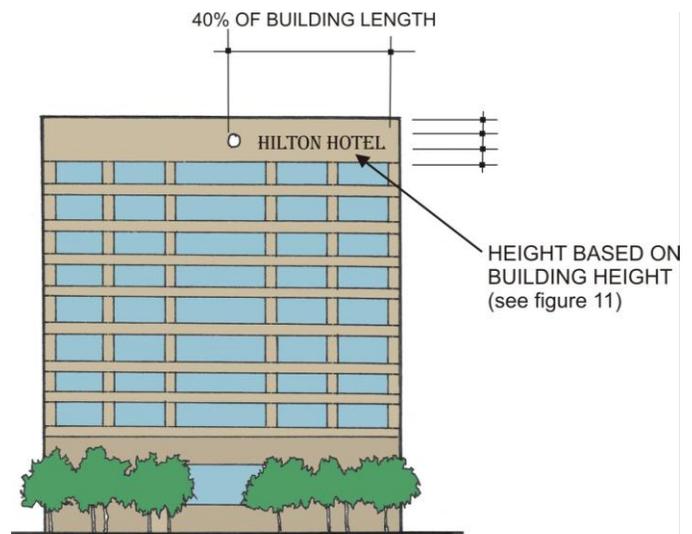
- (d) **Illumination** – Not permitted.

e. **Top-of-Building Signs**

Top-of-building signs are permitted only for freestanding buildings of three stories or more. These signs are appropriate for office or financial buildings, and the signs are intended to allow identification of the building by corporate name or logo.

- 1) **Development Standards** - The following standards apply to all top-of-building signs:

- (a) **Limit Numbers** - The number of top-of-building signs shall be limited to two (2) per building, and no more than one (1) sign may be mounted on each building face.



PERMITTED

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(b) Height - The following standards are required for letter / symbol height:

<u>Number of Stories</u>	<u>Maximum Letter Height</u>	<u>Maximum Symbol Height</u>
3 to 4	3'6"	3'10"
5 to 9	4'0"	4'6"
10 to 15	5'0"	5'6"

2) Design Guidelines - The following design guidelines apply to all top-of-building signs:

(a) Cumulative Sign Area – The permitted sign area may be in addition to other signs allowed.

(b) Sign Placement - Top-of-building signs shall be placed an equal distance below the eave line and above the upper-story window line. Letters shall be located a distance of no closer than one-half the letter height to the top, sides, and bottom of the building parapet, or top of the window line, and are limited to 40% of the width of the parapet.



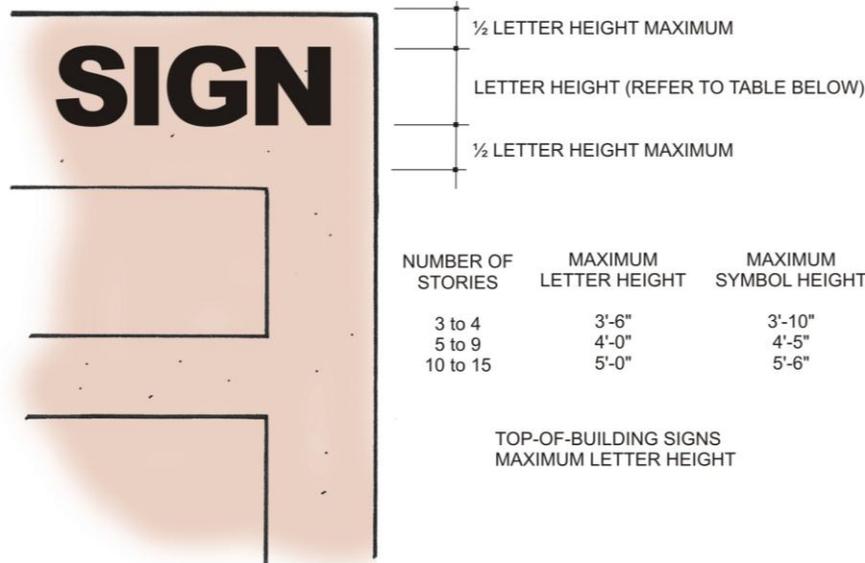
(c) Limit Text - The text or sign copy of top-of-building signs should be limited to a corporate name or logo. A logo is preferred.

(d) No Cabinet Signs Permitted - Only letters, or individually fabricated letters or symbols, are permitted.

(b) Illumination - Top-of-building signs may be illuminated, but only with internal illumination of individual letters, logos, or symbols.

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4. FREESTANDING SIGN STANDARDS AND GUIDELINES

The types of freestanding signs permitted in the Downtown Specific Plan Area vary according to each Downtown District as shown in Figure VI-3. Regulations and guidelines for freestanding signs are presented in the sections which follow:

a. **Monument Signs**

Monument signs (freestanding signs 6 feet or less in height) are intended to provide street addresses and identification for major uses where a pole sign is not considered appropriate. Monument signs also are used for residential buildings. Any building type for which a pole sign is permitted may use a monument sign in lieu of the pole sign if the sign meets the standards presented below.

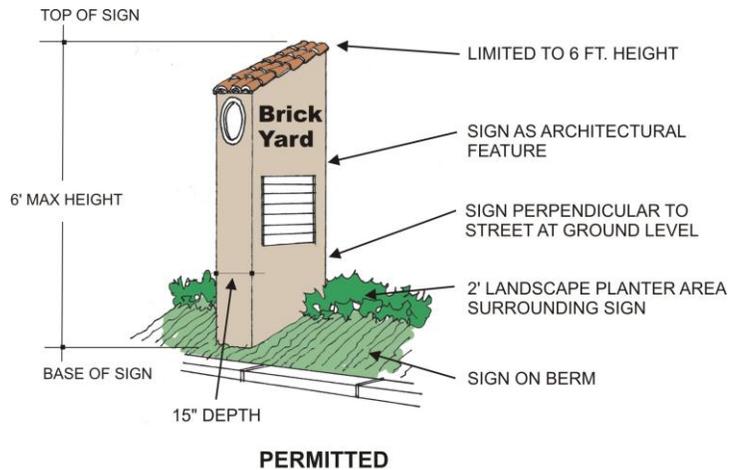
- 1) Standards - The following standards apply to all monument signs:
 - (a) Height of Sign - The height of a monument sign shall be limited to a maximum 6 feet, including the base. No sign over 3-1/2 feet in height is permitted within 10 feet of driveway entrances.
 - (b) Location - May encroach to within 5 feet of property line adjacent to the street, or as required in the district, whichever is less. Signs shall not create traffic hazards at driveways or corners.
- 2) Design Guidelines - The following guidelines apply to all monument signs:
 - (a) Limit Text - The text, or sign copy, of monument signs should be limited to the name of the business/establishment and the street address only (except for fuel-pricing signs).

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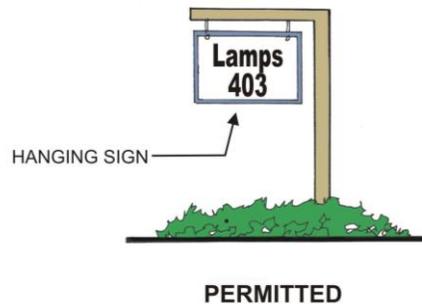
- (b) Depth of a Sign - A monument sign with a solid base shall have a depth of at least 15 inches between its two faces.

- (c) Base - Monument signs shall have a solid base rather than pole supports, except that a single pole with a crossbar and a hanging sign may be considered a monument sign for purposes of this document. These hanging signs are especially appropriate for residential uses or for uses housed in converted residential buildings.

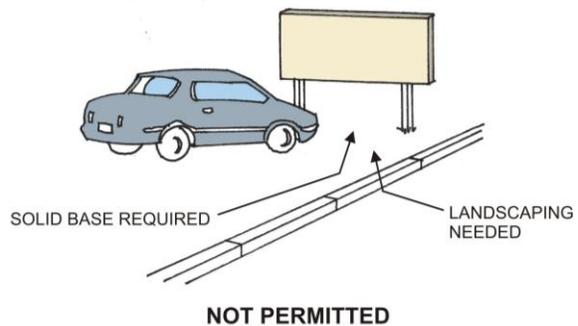


- (d) Landscaping - Monument signs should be surrounded by 2-foot landscape planter areas measured in all directions.

- (e) Illumination - Monument signs may have individually illuminated channel letters, or solid individual letters that are back-lit (halo-lit). External and indirect lighting, consistent with the Outdoor Lighting Ordinance, is permitted in lieu of individually illuminated letters.



- (f) Changeable Copy - Such signs may be permitted as building directories and for auto service stations subject to staff approval. ~~Staff may refer changeable copy signs to the Design Review Board.~~

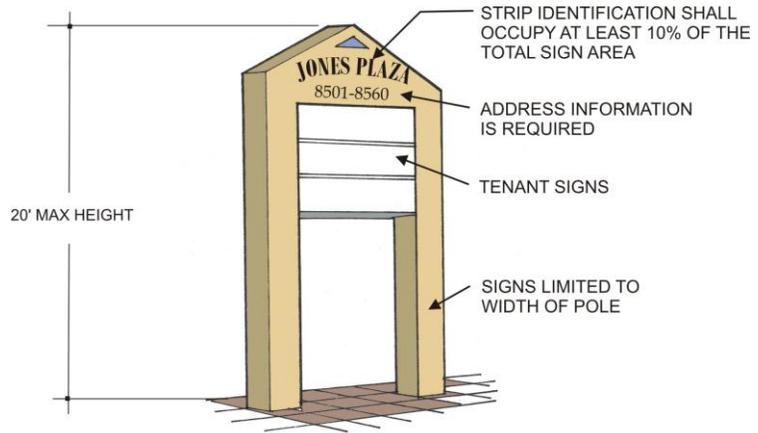


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b. Pole Signs

Pole signs (signs over 6 feet in height) are intended to provide identification for major uses and street addresses by providing identification while reducing visual clutter. Pole signs are permitted only for commercial centers outside the Historic Downtown District and may be used in lieu of a monument sign.



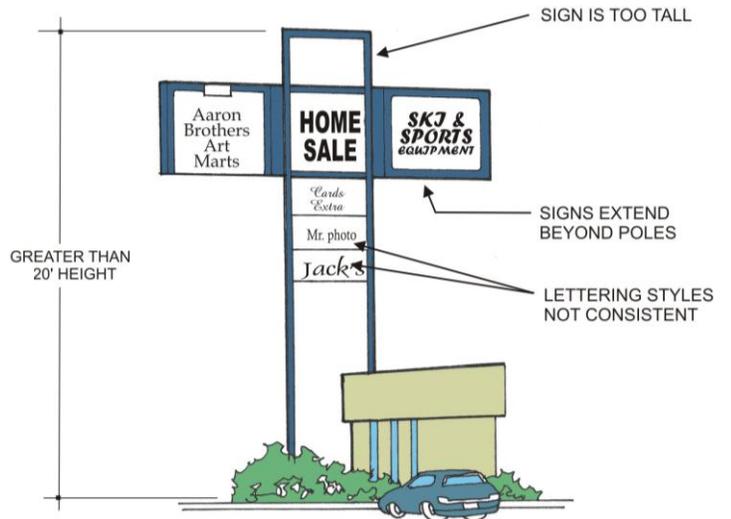
ENCOURAGED

1) Development

Standards - The following standards apply to all pole signs:

(a) Limit Number and Area - The number and maximum area of pole signs shall be limited to no more than allowed by the City's Sign Ordinance. The area of pole signs may be reduced through the design review process based on scale, proportion, visual impact, and location in relation to the structure, setbacks, and landscaping.

(b) Pole Sign Height - Pole signs shall be a maximum of 20 feet in height if determined appropriate for the proposed location and site. All heights are measured from the ground base of the sign to the top of the sign and include poles, py-lons, and supportive members.



DISCOURAGED

(c) Location - Subject to setback requirements of the District, signs shall not create traffic hazards at driveways or corners.

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- (d) Identify Center Name or Address - For commercial renters, a **minimum of 10%** of the pole sign area shall be devoted to identification of the center by address or both name and address. Commercial centers shall display the range of store addresses for that center. Only the name of the center and major tenants shall be included on such signs. Decorative poles, trim, or architectural features shall be provided to unify the total sign.
 - (e) No Changeable Copy - Pole signs shall not have changeable copy or price signs - (See Monument Signs).
 - (f) Illumination - Pole signs may have individual, illuminated, channel letters that are back-lit (halo-lit). External and indirect lighting, consistent with the Outdoor Lighting Ordinance, is permitted in lieu of individually illuminated letters.
- 2) Design Guidelines - The following design guidelines apply to all pole signs:
- (a) Uniform Design of Tenant Signs - Where freestanding signs include the names of tenants, these signs shall be limited to the width of the twin poles or architectural feature, and should be uniform in size, color, and lettering style.
 - (b) No Single Poles - Pole signs shall be mounted on twin poles. Monument signs or signs, designed as a solid architectural feature, may be substituted for pole signs.

B. ~~BUSINESS PROMOTIONS/SPECIAL PROMOTIONAL~~ EVENTS

Commercial grand opening and similar promotional event signage on private property may be approved by the Community Development Director for a limited period of time in all Districts, to publicize grand openings and special events such as new management and promotional sales. The regulation of these signs shall be as follows:



1. At least 2 weeks in advance of a special promotional event, the business owner shall notify the Planning Division, by registered letter, of the dates of the special-promotional event and the types of signs to be used. The sizes and locations of the signs also shall be indicated.
2. Special-Promotional event signs shall be limited to a maximum of 60 days per calendar year per business, not to exceed 30 consecutive days at any time.

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3. Special-Promotional event signs may include balloons, flags, search lights, beacons, pennants, streamers, banners, portable signs, or other similar devices. Balloons may not exceed 24 inches in any dimension.
4. One special-promotional event banner is allowed for each street frontage, except for individual in-line shops in commercial centers where one banner is allowed for each building face fronting a parking lot or street.
5. Each special-promotional event banner shall not exceed 72 square feet in area.
6. No special-promotional event signage (of any type) may be displayed on, or attached to, any public property, including telephone or utility poles, traffic-control signs or other such devices, street lights, or other structures located on public property.
7. No special-promotional event signage, of any type, shall interfere with, or restrict, vehicular or pedestrian access or visibility.
8. Special-Promotioanl event signs may be subject to a separate fee payable to the City of Escondido.



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C. COMMUNITY EVENTS

A community event is one that is intended to attract community-wide participation, is held on public or private property within the Downtown Specific Plan area, is open to the public, and is temporary in nature. Examples of special community events include exhibits, parades, street fairs, celebrations, concerts, etc. Community events shall comply with all local, state and federal regulations where applicable. Special sign programs shall be coordinated and prepared with the Downtown Business Association. No signs shall be permitted within the Downtown Specific Plan area for events occurring in venues outside that boundary, except for events sponsored by the City or held on City-owned property.

Community events signs shall be of a sufficient size and placed in appropriate locations, as determined by the Director of Community Development and the Downtown Business Association. Sign requests shall be submitted to the Planning Division for review and approval by the Director of Community Development.

D. FREESTANDING SIDEWALK SIGNS

A freestanding sidewalk sign shall mean a movable, single, or double-faced sign located within the public right-of-way (sidewalk), or within private entries or courtyards, which complies with all of the design specifications delineated below. Freestanding sidewalk signs shall communicate only information about businesses located in the building fronting on that portion of the sidewalk or private area where the sign is located. Freestanding sidewalk signs shall be allowed only in the Historic Downtown District, the Mercado District and portions of the Park View and Centre City Urban Districts that front on Valley Parkway as depicted in Figure VI-1.



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SIGN CRITERIA & GUIDELINES

- a. **Review** - Business owners may apply for a freestanding sidewalk sign permit. To obtain approval for such signs in the specified Downtown areas, the following provisions shall be met:
- 1) All requests for freestanding sidewalk signs shall be reviewed by the Community Development Director to determine if the proposed sign is in conformance with the guidelines for construction, design and placement of such signage.
 - 2) If the Community Development Director finds that a proposed freestanding sidewalk sign is inconsistent with the provisions of this section, the owner/applicant shall be notified of the inconsistency and be required to file a new/revised sign plan which meets the guidelines of this section.

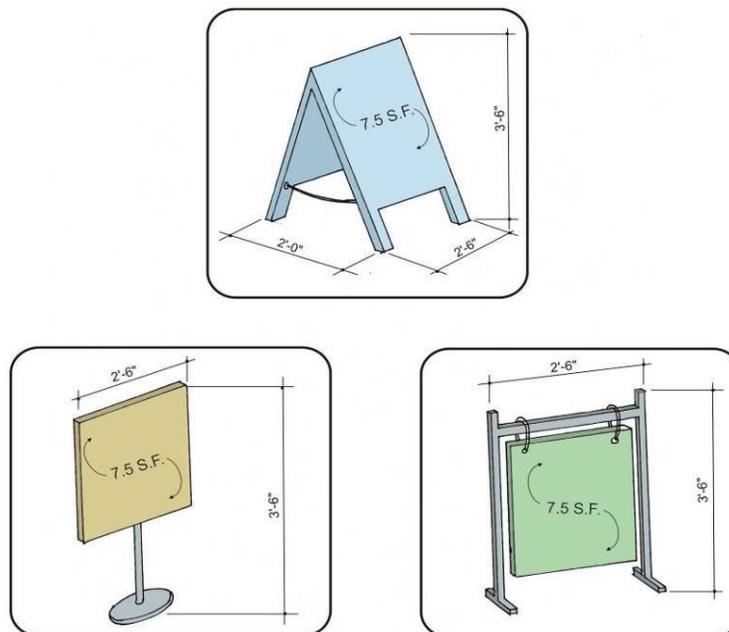


FIGURE VI-2
FREESTANDING SIDEWALK SIGNS

- 3) Freestanding Sidewalk Signs shall be allowed only within the boundaries designated in Figure VI-1 by issuance of a freestanding sign permit approved by the City of Escondido Planning Division. All illegally placed signs shall be issued notices of violation and shall be confiscated if continued violations occur.
- 4) All permitted freestanding sidewalk signs shall conform to all construction, design, and placement specifications of the permit, as well as any other special conditions of the permit. Any deviation from the approved permit shall result in issuance of a notice of violation and possible revocation of the permit as well as confiscation of the sign by the Code Enforcement Division.

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- 5) An Encroachment Permit issued by the Engineering Division shall be required for each sign which is proposed in the public right-of-way.
 - 6) Signs for temporary or special events, may be allowed for a maximum period of 24 consecutive hours, subject to approval by the Community Development Director. The applicant shall be required to provide the Planning Division with a schedule detailing the date and hours for the special event (not to exceed 24 consecutive hours).
 - 7) A copy of the approved freestanding sidewalk sign permit shall be permanently attached to the back of each sign in a manner sufficient to withstand inclement weather.
 - 8) There shall be an appropriate permit fee payable to the City of Escondido prior to issuance of any permit for a freestanding sidewalk sign.
 - 9) Any individual applying for a freestanding sidewalk sign permit shall agree to indemnify and hold harmless the City of Escondido in the event of any property damage or personal injury arising from any accident involving the sign being located within the public right-of-way. Proof of liability insurance, naming the City of Escondido as additionally insured in the amount to the satisfaction of the City, shall be provided to the Engineering Division prior to encroachment permit issuance.
- b. **Design Criteria** - The following design guidelines apply to all freestanding sidewalk signs:

- 1) Durable Materials - Freestanding sidewalk signs shall be constructed of durable materials, sufficient to withstand inclement weather, as well as color fading due to sunlight. Metal, wood, and plastic are typical materials used. Glass and other breakable materials are not allowed.
- 2) Self-Supporting - Freestanding sidewalk signs shall be designed to be self-supporting (A-frame or podium types are typical).
- 3) Weighted - Signs shall be weighted to withstand wind or being overturned by contact. Weights, if required, should be incorporated in the sign construction, not applied. Flex signs are not allowed.



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- 4) Dimensions and Area - Signs, excluding umbrella signs, shall be no more than 3'-6" high, 2'-6" width, and 2'-0" base width. Each face should contain no more than 7.5 square feet of sign area (see Figure VI-2).
- 5) Umbrella Signs - Umbrellas in outdoor seating areas of restaurants, cafes and similar establishments serving food and/or beverage may have the name of the business on the valance. Only two sides of the umbrella may have signage and the area shall not be deducted from the total allowable sign area for the business. Combining both product name and shop name on the umbrella is discouraged.

c. Design Standards – The following design standards shall apply to all freestanding sidewalk signs:

- 1) Complement Location - The sign design, its graphics, colors and materials should complement the location to which it pertains as well as the design of the public space where it is located.
- 2) Not Temporary - No temporary posters, letters, flyers, balloons, pennants, flags, or other attention-getting devices are to be attached.
- 3) Changeable Signs - Changeable signs shall use slate or plastic with chalk or grease pencil.
- 4) Projections - There shall be no projections, other than raised carved letters, which shall not project greater than 1/2" from sign face.
- 5) Edges and Corners - Signs shall contain no sharp edges or corners.
- 6) Moveable Parts - Signs shall not have copy or parts that move in a controlled or uncontrolled manner.



d. Placement – The following placement standards apply to all freestanding sidewalk signs:

- 1) One Sign - Freestanding sidewalk signs shall be limited to one sign for each premise, or per 50 lineal feet of frontage, whichever is less. Signs shall be placed a minimum of 50 feet apart. Two or three businesses may share a freestanding sidewalk sign.
- 2) Clear Path - Freestanding sidewalk signs shall be allowed only where a minimum 8'-0" wide clear path for pedestrians can be maintained.

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SIGN CRITERIA & GUIDELINES

- 3) Public Right-of-Way - Freestanding sidewalk signs shall be permitted only on the four feet of public right-of-way nearest, and parallel to, the curb in front of the business to which it is pertinent, or on private property in front of the business.
 - 4) Unobstructed Line-of-Site - The Engineering Division shall review sign locations on a case-by-case basis to ensure adequate line-of-sight for vehicular or pedestrian traffic. Any sign found by the City to interfere with traffic or sight lines at intersections shall be removed immediately. The City also reserves the right to remove a sign that causes any interference with vehicular or pedestrian traffic, or in any emergency situation, or if the sign interferes with right-of way work performed by, or on behalf of, the City.
- e. **Sign Removal** – Sidewalk signs shall be removed and placed inside the building after business hours.

FIGURE VI-3

MATRIX OF SIGN TYPES PERMITTED BY DISTRICT

(Also refer to individual regulations in Chapter V pertaining to each District)

District:	HD	PV	CCU	GT	M	SG	CN
Pole			P	P ⁶			
Monument	P ¹	P ¹	P	P ¹	P ⁵	P ¹	P
Wall	P	P	P	P ²	P ²	P	P
Window	P ⁶						
Projecting	P ⁶						
Awning	P	P	P	P	P	P	P
Top-of-Bldg				P ³	P ³	P ³	

P = Permitted

P¹ = Maximum height 6 feet; not permitted within Grand Avenue "historic retail-core area"

P² = For buildings with 3 stories or less

P³ = For buildings 3 stories or more in height

P⁴ = Approval of a Planned Development required

P⁵ = Maximum height 6 feet; maximum size 8 sq. ft.; indirect lighting or halo-lit lettering

P⁶ = Allowed, except not permitted for residential uses

HD = Historic Downtown

M = Mercado

PV = Park View

SG = Southern Gateway

CCU = Centre City Urban

CN = Creekside Neighborhood

GT = Gateway Transit

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SPECIAL USES

VII. SPECIAL USES

A. PURPOSE STATEMENT

Unique and special uses outdoors and in the public right-of-way of the Downtown area are encouraged to enhance the pedestrian ambiance. However, reasonable regulation of these uses is necessary to protect public health, safety, and welfare. The purpose of this section is to set forth the conditions and requirements under which special uses, as defined below, may be permitted to operate by approval of the Community Development Director within the downtown area.

1. SIDEWALK CAFES/OUTDOOR DINING

a. Definition

~~A sidewalk cafe~~ Outdoor dining is any group of tables and chairs, and its authorized decorative and accessory devices situated and maintained outdoors upon ~~the public property, sidewalk/right-of-way areas and/or outdoors on private property~~ for use in connection with the consumption of food and beverage sold to the public from, or in, an adjoining indoor restaurant.



b. Encroachment Permit Required

All outdoor dining areas shall be approved by the Planning Division. An Encroachment Permit from the Engineering Division is required for any ~~proposed sidewalk cafe~~ outdoor dining which is proposed within the on public property/right-of-way.

c. Limitations and Requirements

~~A sidewalk cafe~~ Outdoor dining may be permitted only in districts that allow indoor restaurants, and then only if the ~~sidewalk cafe~~ outdoor dining is situated adjacent to an indoor restaurant (as specified below) and the ~~sidewalk cafe's~~ outdoor dining operation is incidental to, and a part of, the operation of such adjacent indoor restaurant.

- 1) Existing indoor restaurants shall conform to all sections of the Municipal Code in order to be eligible for approval of ~~sidewalk~~ outdoor dining services.

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- 2) ~~A sidewalk cafe~~Outdoor dining may be located on ~~the public sidewalk~~property areas immediately adjacent to, and abutting, the indoor restaurant which operates the ~~cafe~~restaurant, provided that the area in which the ~~sidewalk cafe~~outdoor dining is located extends no farther ~~along the sidewalk's in~~ length than the actual ~~sidewalk~~ frontage of the operating indoor restaurant and all other applicable provisions of this section are fulfilled.
- 3) ~~A sidewalk cafe~~Outdoor dining shall be that is located on ~~an area of~~ the public sidewalk shall be limited to the area immediately adjacent to, or abutting, the indoor restaurant which operates the ~~cafe~~outdoor dining area and shall comply with. ~~All all~~ applicable provisions of this section shall be fulfilled and the majority of the area in which the sidewalk cafe is located shall be situated on the public sidewalk directly in front of, or beside, the indoor restaurant that operates the cafe. The. ~~Any~~ area of the public sidewalk that would be enclosed for the use of ~~an outdoor cafe~~outdoor dining shall provide direct access to the adjacent restaurant for staff and customer use. ~~be considered as being directly in front of, or beside, the indoor restaurant for the purposes of this subsection.~~
- 4) An indoor restaurant may be permitted to operate ~~only one sidewalk cafe~~multiple outdoor dining areas, however, outdoor dining on the adjacent public and each sidewalk cafe shall be confined to a single location on the sidewalk.
- 5) ~~A~~Outdoor dining utilizing public property areas sidewalk cafe may be permitted only where ~~the sidewalk is wide enough sufficient area is available~~ to adequately accommodate both the usual pedestrian traffic in the area and the operation of the proposed ~~cafe~~outdoor dining.
- 6) All outdoor dining tables and chairs located on the public sidewalk shall be set back to provide a 4- foot minimum of 'free and clear' sidewalk area to accommodate pedestrian traffic. This distance may be reduced to 3 feet when street trees and/or a landscaped parkway area exist subject to City approval and in compliance with Americans with Disabilities Act (ADA) provisions. Tables or chairs shall not be situated within 8 feet of any designated bus stop.
- 7) All outdoor dining furniture on public property (including tables, chairs, umbrellas, and planters) shall be movable. Umbrellas shall be secured with a minimum base of not less than 60 pounds. Outdoor heaters, amplified music, or speakers shall require Plot Plan approval from the Planning Division.

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- 8) No sign shall be allowed at any ~~outdoor cafe~~outdoor dining area, except for the name of the establishment and/or product name on an umbrella valance only.
- 9) The outdoor preparation of food and associated busing facilities are prohibited within the public right of way at sidewalk cafes(note: open-air barbeques are subject to provisions stated elsewhere in this chapter). Presetting of tables with utensils, glasses, napkins, condiments, etc., is prohibited. All outdoor dining exterior surfaces ~~within the cafe~~ shall be easily cleanable and shall be kept clean at all times by the business owner. Restrooms for the ~~cafe~~outdoor dining shall be provided in the adjoining indoor restaurant, and the ~~cafe~~outdoor dining seating capacity shall be counted-included to determine the restroom requirements of the indoor restaurant.
- 10) Trash storage areas for the ~~sidewalk cafe~~outdoor dining shall not be permitted within the outdoor dining area or on adjacent sidewalk areaon public property. The business owner shall remove all trash and litter as it accumulates. The business owner shall be responsible for maintaining the outdoor dining area, including the sidewalk surface and furniture, as well as adjacent areas, in a clean and safe condition.
- 11) Outdoor dining Hours~~hours~~ of operation shall be identical to those of the indoor restaurant, unless reduced by the approved Plot Plan conditions of approval. Tables, chairs, and all other furniture used in the operation of an outdoor cafe shall be removed from the side-walkpublic property areas and stored indoors whenever the ~~cafe~~restaurant is not in operation.
- 12) Outside seatingOutdoor dining area square footage that does not a) impact required parking and b) exceed 50% of the inside seating area square footage shall not require additional parking, except for provisions outlined in Vehicle Parking Districts #1 and #2.



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- 13) The City shall have the right and power, acting through the City Manager or his designee, to prohibit the operation of outdoor dining within public property areas ~~a sidewalk cafe~~ at any time because of anticipated, or actual, conflicts ~~in the use of the sidewalk area~~. Such conflicts may arise from, but are not limited to, scheduled ~~festivals, public events, parades~~ special events, repairs to ~~the street or sidewalk~~ public property areas, and/or emergencies which might occur in the area. To the extent possible, the business owner shall be given prior written notice of any time period during which the operation of the ~~sidewalk cafe~~ outdoor dining would be prohibited by the City. Any failure to give prior written notice shall not affect the right and power of the City to prohibit the ~~cafe's outdoor dining's~~ operation at any particular time.

d. Alcohol Service Requirements

~~A sidewalk cafe~~ Areas established for outdoor dining may serve only food and beverages prepared or stocked for sale at the adjoining indoor restaurant, provided that the service of beer and/or wine, solely for on-premises consumption by customers within the area of the ~~sidewalk cafe~~ outdoor dining has been authorized by the Community Development Director as part of the site plan approval. Each of the following requirements also shall be met:

- 1) ~~The Any~~ area authorized for ~~the sidewalk cafe~~ outdoor dining within public property areas shall be identified in a manner approved by the Community Development Director which clearly separates and delineates it from ~~the areas of the sidewalk~~ public property areas to remain open ~~to pedestrian traffic~~ for public use.
- 2) The ~~sidewalk cafe~~ outdoor dining operation shall be duly licensed, or prior to the service of any beer and/or wine at the cafe shall be duly licensed by State authorities to sell beer and/or wine, or both, for consumption within the outdoor dining ~~area of the sidewalk cafe~~.
- 3) ~~Sidewalk cafes~~ Outdoor dining within public property areas in which alcohol would be served shall be separated physically from ~~the pedestrian traffic~~ public use areas by appropriate fencing/barriers approved by the Community Development Director as part of the site plan approval process. Required fencing/barriers shall be a minimum of 3 feet in height, but not to exceed 4 feet in height, and shall not be permanently fixed to the ~~sidewalk~~ public property area. Fencing/barriers shall be made of durable materials, self-supporting and weighted to withstand overturning by wind or contact, and complement the design of the structure. Typical materials include, but are not limited to, wrought iron, post-and-chain, planters, or picket fencing.



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e. Findings and Conditions

The Community Development Director shall make findings that the proposed operation meets the limitations of this section in connection with approval of any ~~sidewalk-cafe~~outdoor dining. The Community Development Director may impose such conditions in granting approval, as deemed needed to assure that the proposed ~~operation-outdoor dining~~ would meet the operating requirements and conditions set forth in this section and to ensure that the public safety and welfare would be protected.

f. Revocation

The right to operate ~~a sidewalk-cafe~~outdoor dining operations may be revoked by the Community Development Director upon a finding that one or more conditions of this section have been violated, or that the ~~sidewalk-cafe~~outdoor dining is being operated in a manner which constitutes a nuisance, or that the operation of the ~~sidewalk-cafe~~outdoor dining unduly impedes or restricts the movement of ~~pedestrians past the sidewalk-cafe~~the public on public property areas.

g. Liability/Insurance

Any individual/business applying for ~~a sidewalk-cafe~~outdoor dining within public property areas, with or without alcohol sales, shall agree to indemnify and hold harmless the City of Escondido in the event of any property damage or personal injury that arises from any accident involving the use being located ~~within the public right-of-way~~on public property. Proof of liability insurance, naming the City of Escondido as additionally insured shall be provided to the City prior to issuance of Encroachment Permit approval and shall provide that the policy shall not terminate, or be canceled, prior to the expiration date without 30 days advance written notice to the City.

2. OPEN-AIR BARBEQUES

a. Definitions

Open-air barbeque is a piece of equipment designed for barbequing food, where the food is prepared outdoors by cooking directly over hot coals, heated lava, hot stones, gas flame, or other method approved by the San Diego County Department of Environmental Health (DEH).

b. Limitations and Requirements

The provisions for permitting the long-term use of an open-air barbeque shall only apply to approved food facilities where the open-air barbeque is operated on private property, on the same premises as, in reasonable proximity to, and in conjunction with a permanent food facility that is approved for food preparation.

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- 1) The location and placement of the open-air barbeque shall be approved by the City prior to operation. Decorative features (i.e. screening walls, fencing, etc.) shall be incorporated into the design and/or placement of the open-air barbeque to enhance its appearance to the satisfaction of the City.
- 2) The open-air barbeque shall comply with California Retail Food Code requirements and DEH guidelines and shall obtain appropriate approvals from the DEH.
- 3) The open-air barbeque shall be incorporate features to minimize public nuisances related to smoke and odors including orientation, separation, hours of operation, etc. in compliance with the performance criteria identified in Section 33-570(1) of the Escondido Zoning Code
- 4) Open-air barbeque operations may be modified, suspended or revoked based on non-compliance with city standards and/or nuisance complaints.

23. SIDEWALK VENDORS/PUSHCARTS/OUTDOOR DISPLAY AND SALE OF MERCHANCISE

a. General Provisions

The long-term, permanent and/or regularly scheduled outdoor display and sale of merchandise shall be permitted in Downtown, subject to the provisions of Ordinance 92-43, Article 73 of the Escondido Zoning Code with the following exceptions:

b. Public Right-of-Way and/or Public Property



Vending—The outdoor display and sale of merchandise (including food) within ~~on~~ the public right-of-way (i.e. streets and sidewalks) that is identical and accessory to items sold indoors to the adjacent establishment shall be limited to the items listed under “c. Private Property.” The outdoor display and sale of merchandise (including food) within the public right-of-way that is *not* identical and accessory to items sold indoors to the adjacent establishment, and/or the display and sale of merchandise on other public property (i.e. municipal buildings, parks, public parking lots, etc. excluding the Center for the Arts), shall ~~not~~ be allowed within the Downtown Specific Planning Area, ~~except~~ only in conjunction with ~~for~~ special events specifically approved by the City ~~or as provided by the Outdoor Display and Sale of Retail Merchandise (Ordinance 92-43)~~. Outdoor display and sale of retail food and/or merchandise, including pushcarts, shall be permitted at the Center for the Arts, subject to specific criteria approved by Resolution of the City Council. (Note: open-air barbeques are subject to provisions stated elsewhere in this chapter)

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SPECIAL USES

~~3. OUTDOOR DISPLAY AND SALE OF MERCHANDISE~~

c. Private Property

~~The Outdoor-outdoor display and sale of retail-the following merchandise on private property shall be permitted in Downtown, subject to the provisions of Ordinance 92-43, Article 73 of the Escondido Zoning Code, with the exception that only the following items are acceptable for outdoor display, if permitted by the underlying district in which the associated business is located and identical and accessory to items sold indoors of the establishment requesting the permit for outdoor display and sale:~~



- Antiques
- Artwork
- Bicycles
- Books
- China and Glassware
- Clothing
- Crafts
- Flowers and Plants (to include seasonal /Christmas trees)
- Food Sales (Note: open-air barbeques are subject to provisions stated elsewhere in this chapter)
- Jewelry
- Newspaper, and Magazines
- Shoes
- Sporting Goods

The outdoor display and sale of merchandise on private property not identical and accessory to items sold indoors of the establishment requesting the permit shall not be allowed within the Downtown Specific Planning Area, except for special events specifically approved by the City.



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SPECIAL USES

4. SPECIAL EVENTS

a. General Provisions

Special events shall include the temporary use of public property, including, but not limited to, streets, sidewalks, municipal parking lots, public open space areas, and publicly-owned property, and parks, or the temporary use of private property including but not limited to private parking lots, open space areas, building rooftops and/or vacant lots, etc. (excluding events held within enclosed buildings and/or in outdoor dining areas). Special events are for the purpose of conducting a public, private and/or City-sponsored single event, or re-occurring activity involving a specified duration (i.e. parade, concert, farmer's market, sales/promotional activity, any other or special enterprise or occasion, etc.) or any event which substantially restricts the public's normal, typical, or customary use, level of use, or ability to use such property approved by the City. Special events shall be permitted according to the provisions of Ordinances 92-8 of the City of Escondido (see Article 4 of the Escondido Municipal Code).

b. Public Right of Way and/or Public Property Special Events

Special events on public property as described above shall be subject to the provisions of Chapter 16, Article 4 (Special Events) of the Municipal Code.

c. Private Property Special Events

Special events, on private property that occur in private parking lots, open space areas, on building rooftops and/or vacant lots, etc. (excluding events held within enclosed buildings and/or in outdoor dining areas) shall require issuance of a Temporary Use Permit. Parking requirements for such special events shall be determined by the Director of Community Development on a case-by-case basis subject to the anticipated need and availability of parking in the vicinity.

5. NEWSPAPER VENDING BOXES



Newspaper vending boxes are allowed within the Downtown Specific Plan Area subject to the provisions of Article 15 of the Escondido Municipal Code. An encroachment permit shall be required for all newspaper vending boxes located within the public right-of-way.

Downtown Specific Plan

IMPLEMENTATION & ADMINISTRATION

VIII. IMPLEMENTATION AND ADMINISTRATION

A. PURPOSE STATEMENT

The Escondido Downtown Area Specific Plan sets forth a variety of implementation measures in the form of policies, land use and development regulations, design principles, and guidelines. This Interim Downtown Specific Plan affects private property primarily through regulation of land uses and physical property improvements. Implementation of these regulations shall be achieved largely through the planning approval and design review process utilizing the decision-making authority of the Planning Commission and City Council.



All construction and development within the Specific Plan Area shall comply with the provisions of the Interim Downtown Specific Plan. If any issues arise which are not covered by this document, the most applicable provisions of the Escondido Zoning Code shall prevail, as determined by the Community Development Director.

1. DESIGN REVIEW AND PERMIT PROCESS

All new construction and work on the exterior of a building, or site, in the Specific Plan Area (including signs, but excluding minor repairs) shall require design review by staff and/or by the Design Review Board, Historic Preservation Commission and/or Planning Commission pursuant to Figure VIII-1, to determine conformance with the design guidelines and policies provided in this document. ~~These determinations—Determinations are recommendations to by~~ the Director of Community Development ~~whose decision~~ may be appealed to the Planning Commission. The Historic Preservation Commission and Planning Commission decisions may be appealed to the City Council. The design review and permit process shall include the following steps:

- a. **Initial Meetings** - Meet with the Planning Division staff to discuss plans and any documentation which illustrates the proposed work.
- b. **Application Submittal** - Submit the plans to the Planning Division. Staff shall review the project for compliance with this document and to determine completeness.

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IMPLEMENTATION & ADMINISTRATION

- c. **Minor projects** - Projects which include restoration, exterior changes to the structures, exterior painting, minor demolitions, minor changes to the site (grading, paving, landscaping, etc.), and placement or removal of exterior objects, shall be reviewed by the Planning Division staff for compliance with this document. Staff may refer projects to the ~~Design Review Board~~Historic Preservation Commission and/or Planning Commission. Staff will issue a Certificate of Appropriateness if the project complies with the guidelines.
- d. **Major projects** - Projects including all new construction (primary structure, outbuildings, additions), demolition, relocation, significant changes to the site (grading, paving, landscaping, etc.), public right-of-way improvements, any project requiring a Plot Plan Approval, including minor plot plan review for the conversion of existing or vacant automobile dealerships to a new, substantially different use, or a Conditional Use Permit, will be reviewed by staff or the Planning Commission ~~who Design Review Board (DRB)~~. ~~DRB~~ will review the project based on the design guidelines outlined in this document and either:
- Issue a Recommendation of Approval or Conditional Approval; or
 - Disapprove the proposed work and provide the applicant with a written statement either giving the reasons for disapproval; or identifying recommended modifications to the proposed work.
- e. **Projects Requiring Building Permits** - New construction, additions, exterior changes to a structure, demolition, relocation, placement or removal of exterior objects, shall be submitted to the Building Division for permit issuance. The Building Division shall route the plans to the Engineering Division to determine necessary public improvements if the value of the work exceeds preset standards. The Building Division shall issue a Building Permit or return the plans to the applicant for necessary modifications.
- f. **Projects Requiring Grading Permits** - Projects that require a Grading and/or an Encroachment Permit shall be submitted for review by the Engineering Division. An Encroachment Permit shall be required for any work within the public right-of-way, such as driveways, curb cuts, sidewalks, curb and gutter, as well as street pavement.



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IMPLEMENTATION & ADMINISTRATION

- g. Project Completion** - The Building Inspector shall check the work for compliance to the approved plans upon completion of the project.

2. PUBLIC HEARING PROCESS

Projects that require a Public Hearing, such as a Conditional Use Permit or Planned Development application, shall be scheduled for Planning Commission consideration (and City Council, as appropriate) ~~after Design Review Board consideration~~. The Planning Commission (and City Council, as appropriate) shall:

- a. Approve, or conditionally approve, the project** - The applicant shall be provided with a list of applicable conditions.
- b. Disapprove the project** - The applicant shall be provided with a written statement giving the reasons for disapproval.

3. SPECIFIC PLAN AMENDMENT INITIATION

Projects that require a Specific Plan Amendment shall be scheduled for City Council for initiation prior to formal application submittal. The City Council shall consider whether the requested amendment satisfies the criteria identified in Chapter I Section C of the Downtown Specific Plan Strategic Goals as well as the General Provisions identified in Chapter III, Section C. The City Council shall:

- a. Initiate the amendment** - Staff shall receive the project for processing. Projects initiated for processing shall be evaluated by the ~~Design Review Board (as appropriate) and~~ the Planning Commission prior to formal City Council consideration, or
- b. The initiation request shall be denied.**

Downtown Specific Plan

IMPLEMENTATION & ADMINISTRATION

**Figure VIII-1
ACTIVITY CONSTRUCTION REVIEW PROCESS**

Type of Work to be Done:	COA Required Reviewed by: Staff		Building Permit Issued by: Bldg. Div.	Engineering Permits Issued by: Engin. Div.
	DRB HPC/PC			
<u>New Construction:</u>				
Primary Structure	X	X	X	
Accessory Structures	X	H	X	
Additions (including porch enclosures, dormers, etc.)	X	H	X	
Additions to Commercial Properties	X	X H	X	
<u>Removal, Demolition</u>				
	X	H		
<u>Relocation</u>				
	X	X H	X	
<u>Exterior Changes to the structure and material restoration changes:</u>				
Architectural details and decorative elements: (fish scale, shingles, dentils, shutters, siding, brick, stucco, metal, roof material, porches, columns, cornices, trim, railing, ornamentation, etc.)	X	H	X	
Painting – exterior	X			
Roofs (changes in shape, eaves, ornament)	X ¹	H X ¹	X	
Staircases, steps (exterior)	X ¹	H X ¹	X	
Doors	X		X	
Windows, skylights	X		X	
Mechanical systems (roof top and window units, exhaust fans, vents)	X ¹	H X ¹	X	
Storm windows, doors, security grills	X		X	
Satellite dishes	X		X	
Solar collectors	X		X	
<u>Changes and modifications to the site:</u>				
Grading	X			X ²
Parking lots (pavement and landscaping)	X			X ²
Surface paving	X			
Landscaping	X ¹			
Public right-of-way improvements (curb & gutters, sidewalks, street paving, driveways, curb cuts, street furniture, outdoor dining areas, etc.)	X			X ³
	X			X ³
Swimming pools	X			
Light fixtures	X			
Removal of specimen vegetation				Pursuant to Article 55, Sections 33-1068A – 33-1069
<u>Signs</u>				
	X			
<u>Fencing walls, retaining walls</u>				
	X		X ⁴	

X = Review required for all buildings.

H = Review required for properties listed on the City's Historic Local Register only.

1. Review required for all structures EXCEPT single-family residences NOT on the Historic Local Register.
2. Grading Plan Approval and Grading Permit required for over 1 foot of fill, over 2 feet of cut, or over 200 cubic yards.
3. Encroachment Permit required for any work in the public right-of-way.
4. Fences over 6' high, retaining walls over 3' high.

Downtown Specific Plan

5. Staff may refer projects to the Design Review Board.

IMPLEMENTATION & ADMINISTRATION

Figure VIII-2

CONSIDERATION FOR PREVIOUSLY FILED OR APPROVED PROJECTS

Projects that have formally submitted, or have been approved, prior to the adoption of the Interim Specific Plan, are eligible to retain their parking designs and requested incentives for consideration as prescribed in the previously adopted Specific Plan as follows:

Compact Car Parking Spaces:

The requirement for compact car parking spaces shall be as follows:

- a. A maximum of fifty (50) percent of the required parking in an office district may be provided with compact car spaces when the compact spaces are posted as employee-only parking.
- b. The size of these compact spaces may be reduced to 7'6" x 15'0"; the parking spaces shall remain at 8'6" x 18'0".

Lot Consolidation Incentive:

Number of Lots Consolidated	Incentive Bonus
2 to 3 lots	10% reduction in parking
4 to 7 lots	15% reduction in parking