

ORDINANCE NO. 2024-11

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF ESCONDIDO, CALIFORNIA, APPROVING A GENERAL PLAN AMENDMENT FOR CONSISTENCY CHANGES TO THE LAND USE AND COMMUNITY FORM CHAPTER AND EAST VALLEY PARKWAY AREA PLAN

WHEREAS, the State of California requires cities and counties adopt a comprehensive long-term General Plan for the social, physical, and economic development of the City; and

WHEREAS, the General Plan expresses the community's development goals and embodies public policy relative to the distribution of future land uses, both public and private; and

WHEREAS, Government Code section 65301(b) authorizes jurisdictions to develop and adopt Area Plans to address a particular region or community within the General Plan's planning area; and

WHEREAS, the City of Escondido's City Council approved the East Valley Parkway Area Plan on September 22, 2004 through Resolution No. 2004-136; and

WHEREAS, on July 19, 2023 City Council adopted Ordinance No. 2023-10 establishing the East Valley Specific Plan and rezoning a portion of the East Valley Parkway area from General Commercial (CG), Hospital Professional (HP), and Commercial Professional (CP), to Specific Plan (S-P); and

WHEREAS, the rezoning of land uses by the EVSP created discrepancies between the previously adopted East Valley Parkway Area Plan and the General Plan's Land Use and Community Form chapter; and

WHEREAS, California Government Code section 65359 requires that any specific plan or other plan of the city or county that is applicable to the same areas or matters affected by a General Plan

amendment shall be reviewed and amended as necessary to make the specific or other plan consistent with the General Plan; and

WHEREAS, chapter II of the Governor's Office of Planning and Research's 2017 General Plan Guidelines identifies Area Plans to be part of the General Plan. Therefore, an Area Plan may be amended through the General Plan Amendment process; and

WHEREAS, the City of Escondido is amending the General Plan and East Valley Parkway Area Plan under Planning Case No. PL24-0007, for the purposes of clean up and consistency with the East Valley Specific Plan; and

WHEREAS, on June 25, 2024, the Planning Commission held a duly noticed public hearing as prescribed by law, at which time the Planning Commission received and considered document consistency text amendments and recommendation of the Planning Division and gave all persons full opportunity to be heard and to present evidence and testimony regarding the Project; and

WHEREAS, Planning Commission voted 5-0 approving the Planning Division's proposed text amendments, with two Commissioners absent; and

WHEREAS, pursuant to CEQA and the CEQA Guidelines (Title 14 of California Code of Regulations, Section 15000 et. seq.), the City is the Lead Agency for the Project, as the public agency with the principal responsibility for approving the proposed Project; and

WHEREAS, on August 7, 2024, the City Council of the City of Escondido did hold a duly noticed public hearing as prescribed by law. At said hearing, this City Council received and considered the reports and recommendations of the Planning Commission and City staff, and gave all persons full

opportunity to be heard and to present evidence and testimony respecting said matter. Evidence was submitted to and considered by the City Council, including, without limitation:

a. Written information including revisions to maps, text, graphical information, and other material, submitted as part of the Project;

b. Oral testimony from City staff, interested parties, and the public;

c. The staff report, dated August 7, 2024, with its attachments as well as City staff's recommendation on the Project;

The City Council of the City of Escondido, California, DOES HEREBY ORDAIN as follows:

SECTION 1. That the above recitations are true.

SECTION 2. Proper notices of a public hearing have been given and public hearings have been held before the Planning Commission and City Council on this issue.

SECTION 3. After consideration of all evidence presented, and studies and investigations made by the City Council and on its behalf, the City Council makes the following substantive findings and determinations, attached hereto as Exhibit "A," relating to the information that has been considered.

SECTION 4. That the proposed amendments to the East Valley Parkway Area Plan and General Plan Land Use and Community Form chapter are consistent with the Escondido General Plan and applicable Elements were reviewed as part of the amendment drafting process to ensure consistency.

SECTION 5. The General Plan Amendment is not considered a "Project" under the California Environmental Quality Act ("CEQA") and is therefore exempt from further review, as further

described in the staff report. The General Plan Amendment would not, in and of itself, result in development or any other material change to the environment.

SECTION 6. That, considering the Findings of Fact and applicable law, the City Council hereby approves said amendments, attached as Exhibit "B" and Exhibit "C" and hereto and incorporated herein by this reference as though fully set forth herein.

SECTION 7. SEPARABILITY. If any section, subsection sentence, clause, phrase or portion of this ordinance is held invalid or unconstitutional for any reason by any court of competent jurisdiction, such portion shall be deemed a separate, distinct and independent provision and such holding shall not affect the validity of the remaining portions.

SECTION 8. That as of the effective date of this ordinance, all ordinances or parts of ordinances in conflict herewith are hereby repealed.

SECTION 9. That the City Clerk is hereby directed to certify to the passage of this ordinance and to cause the same or a summary to be published one time within 15 days of its passage in a newspaper of general circulation, printed and published in the County and circulated in the City of Escondido.

PASSED, ADOPTED AND APPROVED by the City Council of the City of Escondido at a regular meeting thereof this 28th day of August, 2024 by the following vote to wit:

AYES : Councilmembers: C. GARCIA, J. GARCIA, MARTINEZ, MORASCO, WHITE

NOES : Councilmembers: NONE

ABSENT : Councilmembers: NONE

APPROVED:

DocuSigned by:
Dane White
19FF5DB8C3B409...
DANE WHITE, Mayor of the
City of Escondido, California

ATTEST:

DocuSigned by:
Zack Beck
A58535D0BDC1430...
ZACK BECK, City Clerk of the
City of Escondido, California

STATE OF CALIFORNIA)
COUNTY OF SAN DIEGO : ss.
CITY OF ESCONDIDO)

I, Zack Beck, City Clerk of the City of Escondido, hereby certify that the foregoing ORDINANCE NO. 2024-11 passed at a regular meeting of the City Council of the City of Escondido held on the 28th day of August, 2024, after having been read at the regular meeting of said City Council held on the 7th day of August, 2024.

ZACK BECK, City Clerk of the
City of Escondido, California

ORDINANCE NO. 2024-11

EXHIBIT "A"**PLANNING CASE NO. PL24-0007.****FACTORS TO BE CONSIDERED / FINDINGS OF FACT****Environmental Determinations:**

1. Pursuant to the California Environmental Quality Act (Public Resources Code section 21000 et. seq.) ("CEQA"), and its implementing regulations (14 C.C.R. § 15000 et seq.) ("CEQA Guidelines"), the City of Escondido ("City") is the Lead Agency for the project ("Project"), as the public agency with the principal responsibility for approving the Project.
2. The General Plan Amendment to the East Valley Parkway Area Plan and General Plan is not considered a "project" under Article 20, Section 15378, of the CEQA Guidelines. The term project refers to a whole of an action which has a potential for resulting in either a direct physical change or a reasonably foreseeable indirect physical change in the environment. A project does not include organizational or administrative activities of governments that will not result in changes in the environment.
3. The General Plan Amendment to the East Valley Parkway Area Plan and General Plan is solely to create consistency between the aforementioned documents and the newly adopted East Valley Specific Plan ("EVSP"). A Program Environmental Impact Report ("PEIR") was previously prepared June 2023 to address potentially significant impacts resulting from the implementation of the EVSP.

Amendments (Escondido Zoning Code Section 33-1263):

1. *That the public health, safety and welfare will not be adversely affected by the proposed change;*

The General Plan Amendment corrects internal inconsistencies, improves readability, and creates references to the recently adopted EVSP. The proposed changes will improve health, safety and welfare of the community by making it easier for staff, decisionmakers, developers, and the public to understand the City of Escondido's land uses, standards, and vision for the East Valley community.

2. *That the property involved is suitable for the uses permitted by the proposed amendments in that;*

The General Plan Amendment does not apply to a project-specific site. The proposed text amendments would be Citywide and would only affirm already adopted changes for properties within the EVSP and East Valley Parkway Area Plan.

3. *That the uses permitted by the proposed change would not be detrimental to surrounding properties;*

The General Plan Amendment does not affirm any changes to uses permitted within the City, as the amendments would not impact already adopted and permitted uses from the EVSP, East Valley Parkway Area Plan, and General Plan. The amendment only clarifies and ensures consistency of information between documents.

4. *That the proposed amendments are consistent with the adopted general plan;*

The General Plan Amendment creates a section for the newly adopted EVSP, and provides an updated vision in line with the EVSP and East Valley Parkway Area Plan that seeks to revitalize areas of the East Valley Parkway communities. The proposed changes are consistent with the General Plan's Land Use Goal No. 17 which seeks to develop a dynamic General Plan that is responsive to community values, visions, needs, economic conditions, resource availability, and state and federal legislation.

5. *That the proposed change does not establish a residential density below 70% of the maximum permitted density of any lot or parcel of land previously zoned R-3, R-4, or R-5 unless the exceptions regarding dwelling unit density can be made pursuant to the provisions set forth in Article 6;*

The General Plan Amendment corrects internal inconsistencies, improves readability, and creates references to the recently adopted EVSP. The EVSP accommodates and increases residential, mixed-use, and general commercial land uses. This General Plan Amendment does not affect densities but only provides clarification and consistency across City policy documents.

6. *That the relationship of the proposed change is applicable to specific plans.*

The General Plan Amendment reinforces the City's Specific Plan standards by clarifying inconsistencies between EVSP and East Valley Parkway Area Plan boundaries, zoning labels, allowable uses, and standards.

II. Land Use and Community Form



Introduction

How land uses are arranged in a community helps establish its identity and character. Although Escondido is largely developed, there is a diversity of newly constructed and established urban, suburban, and rural neighborhoods with unique qualities such as views; landscaping; types of streets and housing; commercial activity; lively public spaces; schools; and civic buildings that combine to create a unique “small town” character.

Escondido’s General Plan Land Use Element arranges major land uses to preserve and enhance the integrity and character of established residential neighborhoods, provide opportunities for future growth to meet the community’s vision, and strengthen the economic viability of employment areas and commercial activity centers. Policies in this Land Use Element will guide Escondido’s efforts to become a more integrated, walkable, and sustainable community that will enrich and improve residents’ quality of life.

The Land Use / Community Form Element’s Purpose

The Land Use Element is one of seven elements required by state law to be included in California General Plans. The Element guides citizens, planners, and decision makers on the desired pattern of growth, development and change in the community. The purpose is to ensure that a balance of residential, employment, commercial, recreational, civic/cultural and open space land uses are provided at appropriate intensities, locations and combinations to enhance Escondido’s sustainability.

Goals identified in the Land Use / Community Form Element foster Escondido’s role as an urban center. The Plan emphasizes the revitalization of the downtown area and established neighborhoods, promotes economic development in the form of attractive, sustainable, economically viable industrial and commercial areas, and concentrates high-intensity activities in the urban core.

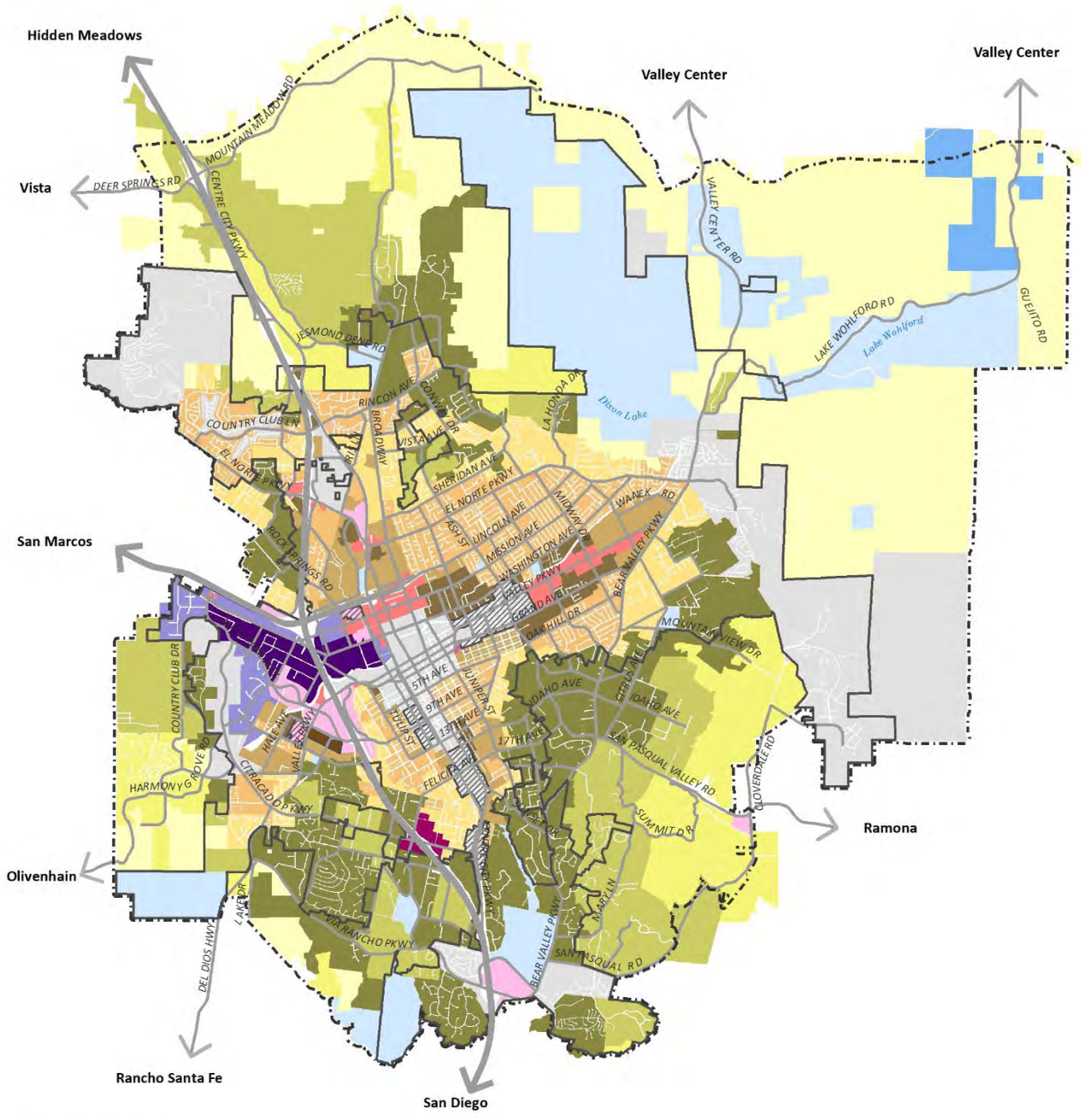


A. Relationship to Other Elements in the General Plan

The Land Use and Community Form Element serves a guide for future development. The Element’s relationship to other General Plan components is central for many important aspects regarding the community’s growth. For example, different land uses influence the capacity and service levels of transportation and utility systems discussed in the Mobility and Infrastructure Element. Residential standards described in this General Plan Element relate to the city’s housing goals, programs and objectives, discussed in the Housing Element. Land use decisions also affect Escondido’s economy and have direct bearing on the policies and strategies outlined in the Economic Prosperity Element.

The General Plan includes development strategies for several new employment nodes, and advocates intensification of certain areas as mixed use and higher intensity employment centers to provide a stronger jobs-housing balance. Escondido’s growth and development patterns are to be managed in a way that does not overwhelm or reduce the quality of community services, safety and protection provided by the city. The goals and policies of the Community Services, Community Safety, Public Utilities, Noise, and Growth Management Elements are related to land use because they affect property designations and requirements. An essential feature of this Element is the General Plan Land Use Map (Figure II-1) that identifies the location of all land uses in the planning area and key for directing land use decisions that integrate the community’s vision.

*Escondido's Street Fair
 Grand Avenue at Broadway*



GENERAL PLAN LAND USES

- RESIDENTIAL**
- Rural I: 1 du/ 4, 8, 20 acres
 - Rural II: 1 du/ 2, 4, 20 acres
 - Estate I: 1 du/ 1, 2, 4, 20 acres
 - Estate II: 1 du/ 0.5, 1, 20 acres
 - Suburban: Up to 3.3 du/acre
 - Urban I: Up to 5.5 du/acre
 - Urban II: Up to 12 du/acre
 - Urban III: Up to 18 du/acre
 - Urban IV: Up to 24 du/acre
 - Urban V: Up to 30 du/acre

- COMMERCIAL**
- General Commercial
 - Neighborhood Commercial
 - Office
 - Planned Commercial
 - Planned Office

- INDUSTRIAL**
- Light Industrial
 - General Industrial
 - Industrial Office

- OTHER**
- Public Land/Open Space
 - Tribal Lands
 - Specific Plan Area
 - Mixed Use Overlay

- Highway
- General Plan Boundary
- City Limits
- Lakes

0 0.5 1 Mile

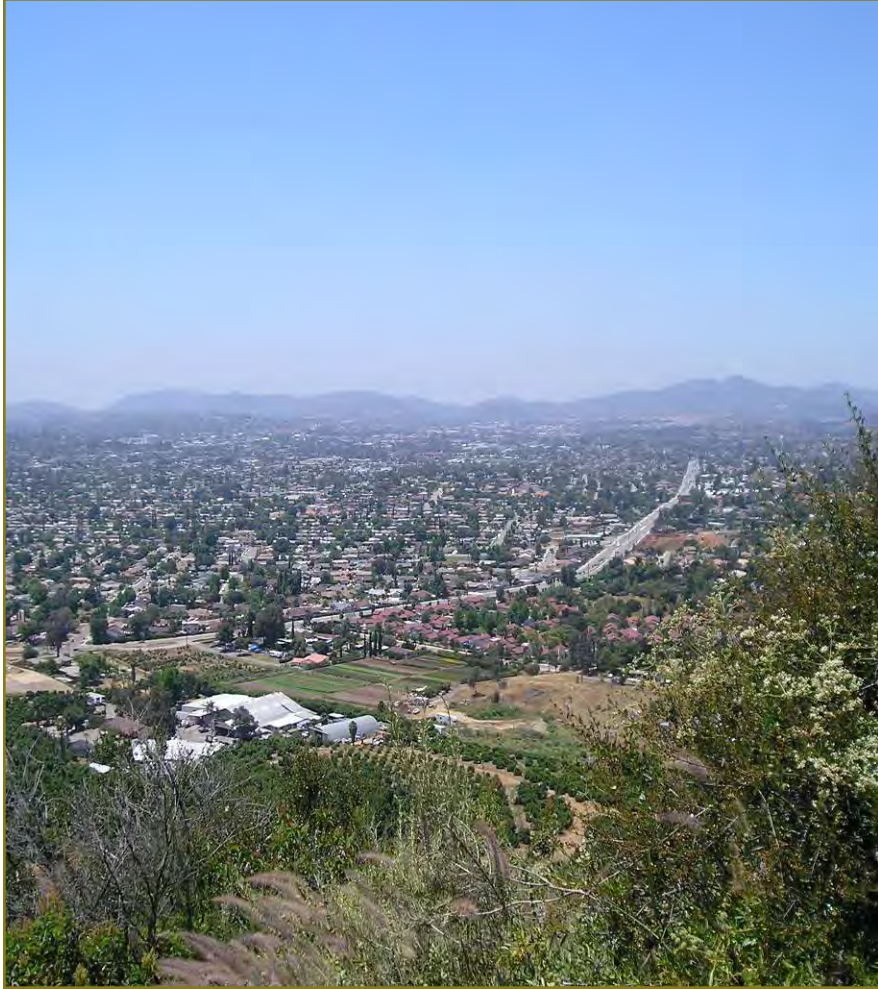
Escondido General Plan



Land Uses

Figure II-1





B. Escondido’s Community Character

Escondido’s geographic setting, characterized by hills and mountains surrounding an open valley bisected by Escondido Creek, governs the manner in which the community has matured over its long history. Expanding out from its historic downtown and urban core (with their traditional street grid patterns) are established single and multi-family neighborhoods that have long since replaced agricultural groves. Densities and intensities diminish and streets follow topographic contours in outlying areas as the community transitions to higher elevations where agricultural operations remain in many areas. In this outer area there are also several large natural expanses of preserved open space that buffer Escondido from surrounding communities. The community’s primary employment area parallels Highway 78 and the rail line first constructed in the 1880s that links Escondido to the coast. Interstate 15 bisects Escondido in a north-south direction that provides connections to San Diego and Riverside County.

Escondido as viewed from Lake Dixon Regional Park

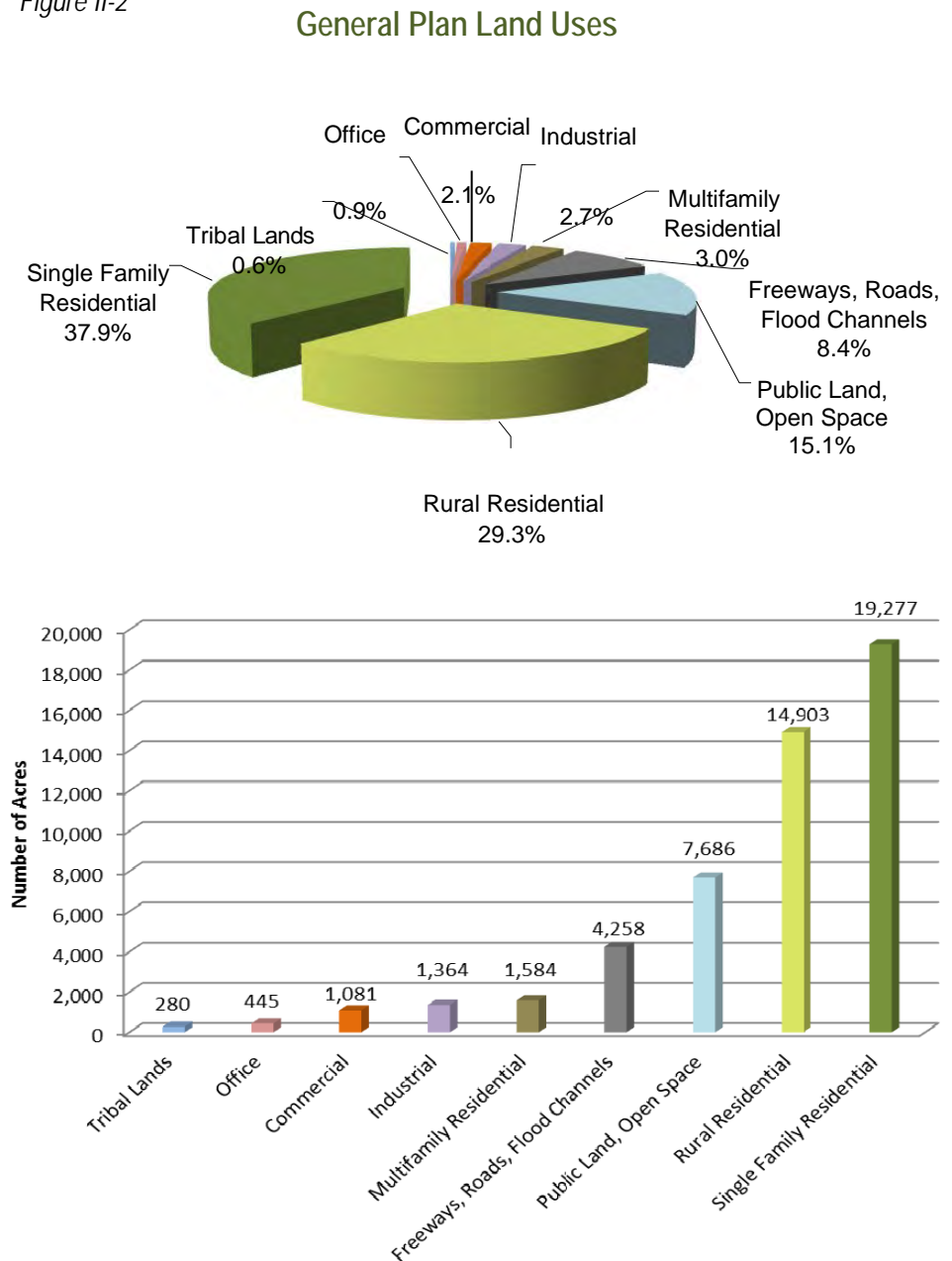
*"For every site there is an ideal use.
 For every use there is an ideal site."*

John Ormsbee Simonds
 Landscape Architect
 and City Planner

C. Land Use Distribution

Escondido’s current land uses are arranged in a pattern largely defined by the community’s historic growth and transition from an agricultural center at the terminus of a rail line to a town core surrounded by residential neighborhoods with supporting businesses and services. Based on an inventory conducted for the updated General Plan land use categories, single and multifamily residential uses represented the dominate land uses occupying 36,145 acres and 71% percent of Escondido’s General Plan. The pie chart and bar graph in Figure II-2 identify the division of General Plan land uses.

Figure II-2



D. Land Uses, Standards and Character

State planning law requires that General Plans establish land use designations for the various areas in the plan as well as standards of population density and building intensity. The city’s Zoning Ordinance also specifies standards for development, such as set-backs, lot coverage, parking, open space thresholds, etc. that directly bear on properties’ development density and / or intensity. In concert with Smart Growth principles, the Land Use Matrix (Figure II-6) identifies each General Plan land use designation and specifies (1) Urban Form Standards, (2) Description of Uses, and (3) Urban Form Characteristics described below.

1. Urban Form Standards

Urban form standards prescribe the maximum density for residential uses, and building intensity for nonresidential and mixed-use developments and the maximum building height (Figure II-3a). Standards of building density for residential uses are stated as the allowable range (i.e. minimum and maximum) of dwelling units per net acre are further elaborated in policies at the end of the Land Use Element.

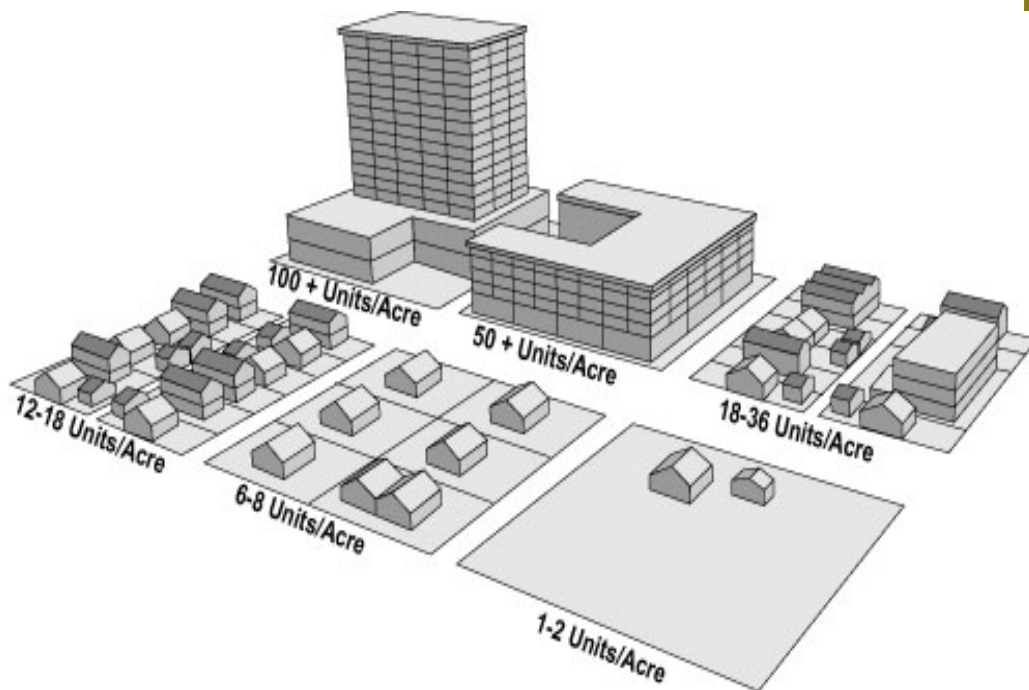


Figure II-3a

Figure II-3a
Example of various densities for residential development on a similarly sized parcel.

In the case of mixed-use developments that include residential components, the FAR includes residential building square footage, and the density range is not applicable.

Standards of building intensity for nonresidential and mixed-use, commercial, and industrial development are expressed as floor-area ratios (FARs). The FAR is the ratio of gross floor area of a building on a lot in relation to the area of the net lot (or parcel), exclusive of existing or proposed streets and rights-of-way. The gross floor area of a building is the sum of the square feet of each floor of the building, excluding cellars and square feet in open balconies. In the case of mixed-use developments that include residential components, the FAR includes residential building square footage, and the density range is not applicable.

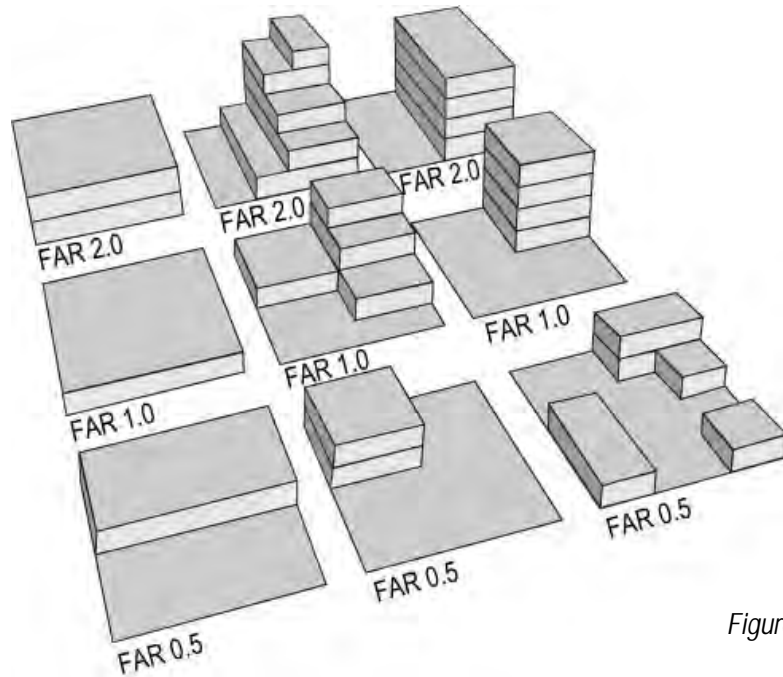


Figure II-3b
 Various building configurations represented by different Floor Area Ratios (FARs) of 0.5, 1.0 and 2.0.

Figure II-3b

As illustrated in Figure II-3b, features such as building square footage, building height, FAR, and the percent of lot coverage are interrelated. As an example, a building with 20,000-square feet of useable space on a 40,000-net square foot parcel yields a 0.50 FAR. This could describe a variety of building scenarios including a single-story building occupying half the parcel, a two-story building occupying approximately one-fourth of the parcel, or a collection of buildings occupying approximately one-third of the parcel.

While FAR provides for the overall development size and intensity, it does not specify the form or character of the building. Different interpretations of the same FAR can result in buildings of very different character. The urban form characteristics for each land use designation describe key physical form attributes envisioned for the designation. In addition, city regulations such as zoning, design guidelines, height limits, building setbacks, open space requirements, etc. will guide the form of buildings within a given FAR range.



2. Description of Uses

The Land Use Matrix (Figure II-6) outlines the types of allowed uses permitted in each of the General Plan's land use categories. The major categories of land use types in Escondido include residential, commercial, office, industrial, mixed-use, public facilities, parks/open space, and tribal lands. Corresponding zoning specifies the permitted and conditional uses for each category as well as applicable development standards.

3. Urban Form Characteristics

Urban form characteristics describe key physical features and attributes envisioned for each land use designation to help developers, decision makers, and the public share a common understanding of the qualities that contribute to good design. The guidelines also assist in understanding the implications of individual project design on the form and character of the community as a whole. These qualities include characteristics such as the height and bulk of buildings, the location of buildings on their parcels, the relationship of buildings to streets, the height of buildings relative to adjacent neighborhoods, and the location and character of parking and pedestrian facilities. Unlike the Description of Uses and Urban Form Standards described above, Urban Form Characteristics are stated as recommendations, not as required standards.

Urban form characteristics described in the Land Use Matrix are recommended key physical features and attributes envisioned for each land use designation to help developers, decision makers, and the public share a common understanding of the qualities that contribute to good design.

Aerial view of Escondido looking west with Palomar Hospital and downtown in the foreground



Residential construction in Downtown Escondido. Housing is a cornerstone of downtown development, a key ingredient of a strong downtown economy and will facilitate the implementation of the General Plan's Core Themes. Downtown residents create and expand the market for downtown businesses by demanding a diverse mix of products and services including retail, restaurant and entertainment facilities, thus enhancing opportunities to live, work and play. Downtown and 'urban core area' housing take the pressure off intensifying densities in established single family neighborhoods, thus preserving the community's character. Downtown and 'urban core area' housing also involves a more efficient use of the city's infrastructure, reducing reliance on the automobile which conserves and sustains resources.

E. Core Themes of the Land Use and Community Form Element

Three core themes emerged as citizens articulated their vision for Escondido's future during the General Plan's collaborative process of conducting public outreach and gathering community input. The themes centered on: 1) Opportunities to Live, Work and Play; 2) Protect, Preserve and Revitalize Neighborhoods; and 3) Conserve and Sustain Resources. The Land Use and Community Form Element incorporates these themes as a central focus and has identified strategies for addressing these themes to implement the community's vision.

1. Opportunities to Live, Work and Play

The ability for Escondido to be a community where residents can live, work and play was an important theme expressed at General Plan public outreach sessions. Many residents desire to work in the community but commute elsewhere due to insufficient local employment opportunities. Land use studies revealed Escondido's low percentage of land area devoted for employment purposes compared with neighboring communities. This results in an 'out migration' of many residents who leave Escondido as part of their daily commuting pattern. In addition, 2010 census data revealed that Escondido's per capita income and educational attainment lagged behind surrounding communities, suggesting a need for providing citizens more opportunities to enhance their job skills.

While there are a number of recreational and entertainment venues in the community, many citizens expressed a desire for more varied options that would attract a wider audience and have broader social appeal. Parents expressed a desire for activities and facilities that would enhance their grown children’s desire to remain in the community. School-age students and younger adults expressed a desire for more ‘fun things to do.’ Promoting educational and job training opportunities were raised in concert with the importance of ensuring a safe and healthy community environment. A focus on recreational amenities, and community facilities, such as libraries, open space and parkland were viewed as opportunities for residents to lead a more active and educated way of life.



2. Protect, Preserve, and Revitalize Neighborhoods

Throughout the public participation process it was evident that residents take pride in their community and value Escondido’s small-town atmosphere. Essential for Escondido being a desirable place to live revolves around residents’ satisfaction that their neighborhoods are safe, livable and aesthetically pleasing. The community’s desires to protect neighborhoods from crime, blight, and incompatible adjacent land uses that negatively affect their quality of life were identified as important priorities.

In addition, recognizing that many homes and neighborhoods are over 75 years in age, and that Escondido is a community with historical significance, residents acknowledged that protecting and preserving local history is vital for blending the strength of the past with the promise of the future. Residents also expressed a desire to incorporate additional features and land uses that would be unique to Escondido. Conversations centered on features such as gateways, distinctive land use districts, and public places that would allow residents to gather and socialize. Such features would set Escondido apart from other communities and introduce a “sense of arrival” and “sense of place” unique to other areas and revitalize the community.

Revitalizing Escondido Creek as 6+ mile 'Urban Linear Park' through the entire community facilitates the General Plan's Core Themes. The path links residential neighborhoods to shopping, healthy recreation, education and employment opportunities. The Creek's improvement will expand the community's opportunities for live, work and play, and serve as a tool for revitalizing neighborhoods and shopping areas. The creek path serves as a convenient and centralized alternative transportation route and reduces reliance on the automobile thus conserving and sustaining resources.



"Sustainability is meeting the needs of the present without compromising the ability of future generations to meet their needs."

World Commission on Environment and Development (WCED)

Escondido's 5,300 acres of permanent natural open space are a central component of the General Plan's core theme of conserving and sustaining natural resources; Daley Ranch is the largest conservation preserve accessible to the public totaling over 3,000 acres and includes over 300 plant and animal species and diverse habitat communities.

3. Conserve and Sustain Resources

Residents acknowledge that Escondido is part of a larger regional environment with only finite resources available for current and future generations. Conserving and sustaining community resources have become an important topic in light of the challenging economic climate of the time and the obligation to plan for the future. Economic sustainability includes supporting economic growth in the city, expanding jobs and markets, relying on local businesses, and promoting an economically thriving community.

The concept of conserving and sustaining resources dovetails with residents' desires to protect, revitalize and preserve existing neighborhoods, open space areas, and quality of life. Bolstering local recreational, educational and occupational opportunities also allows residents to drive less and spend more dollars locally, thereby promoting economic sustainability as well as enhancing physical and social opportunities closer to home.



F. Strategies to Address the Core Themes for Implementing the Community Vision

Strategies for addressing the three core themes include: 1) application of smart growth principles; 2) development of new and revitalized opportunity areas; 3) mixed-use transit-oriented development; and 4) educational promotion. The strategies are in concert with updated planning principles that refocus attention on existing infrastructure investments rather than extending new and costly facilities into undeveloped territories.

Areas have been identified in the General Plan where these strategies will be focused to achieve the community’s long-term goals. The strategies work together to: provide more opportunities for Escondido residents, conserve resources, provide greater housing choices, offer options for alternative transportation and reduce environmental impacts, thereby creating a greater sense of community resulting in an enhanced quality of life.

1. Smart Growth Principles

Escondido is largely built-out with limited vacant land available for new development. Updated General Plan policies will guide citizens, developers, city staff, and decisions makers over the next decades to facilitate the community’s long-term vision. The plan’s smart growth principles represent a shift in focus from ‘how to develop vacant land’ to ‘how to reinvest in existing neighborhoods.’

“Smart growth development is guided by a set of principles that promote strong communities with a range of opportunities for all residents.”

Designing for Smart Growth
SANDAG publication

Smart Growth developments like the shopkeeper units in ‘Via Roble’ on Escondido Boulevard are an effective strategy for implementing the community vision, expanding housing options, fostering business, reducing sprawl, conserving infrastructure, and revitalizing existing neighborhoods

*Escondido's
 Smart Growth Strategy*

Capitalize on the city's infrastructure investment by:

- *Preserving and enhancing single family development patterns in established neighborhoods;*
- *Maintaining residential densities in outlying areas to accommodate growth; and,*
- *Guiding additional employment and residential growth toward downtown and urbanized sectors along key transportation corridors.*

Escondido’s smart growth principles preserve and enhance single family development patterns in established neighborhoods, maintains residential densities in outlying areas to accommodate growth, and guide additional employment and residential growth toward downtown and urbanized sectors along key transportation corridors. This strategy ensures housing options for all residents, capitalizes on the city’s infrastructure investment, and provides opportunities for achieving Escondido’s vision. Basic smart growth principles include:

- Fostering an attractive community with a strong sense of place, including such features as gateways, public art, landscaping and unique land use districts;
- Strengthening and enhancing existing neighborhoods;
- Preserving open space, natural beauty, and critically sensitive areas;
- Incorporating “Complete Streets” features to create walkable and bikeable neighborhoods;
- Creating a range of housing opportunities and choices;
- Providing a mix of compatible land uses;
- Taking advantage of more compact, vertical, higher density and higher intensity building design;
- Integrating residential, employment, entertainment, shopping, and services in close proximity to reduce reliance on the automobile;
- Providing a variety of transportation choices;
- Making decisions predictable, fair and cost effective; and
- Encouraging community and stakeholder collaboration in development decisions.

2. New and Revitalized Opportunity Areas

Opportunity Areas are key locations for implementing the community’s vision that respond to citizens’ core theme of enhancing Escondido’s livability. A sufficient supply of employment producing land is a critical component of a healthy and prosperous city. In order to enhance economic quality of life an adequate supply of land offering a variety of employment opportunities for residents of all skills and educational levels must be available. Also critical are redevelopment opportunities for increasing employee densities in areas where buildings and properties are underutilized.

The General Plan strives to achieve these objectives by increasing its employment land base in several new areas to accommodate the types and amount of economic development and growth anticipated in the future, while encouraging efficient and sustainable use of public facilities and infrastructure. New areas include: 1) Interstate 15 at Felicita Road, 2) North and south of the Escondido Research and Technology Center SPA #8, and 3) Interstate 15 at El Norte Parkway SPA #13.



New employment areas that foster a better jobs/housing balance and improve the community's median income include the area around Interstate 15 and Felicita Road Interchange for Corporate and Professional Office land uses

Additionally, the General Plan seeks to revitalize employment and activity opportunities in five areas currently designated commercial or industrial: 1) Downtown SPA #9, 2) Downtown Transit Station; 3) Westfield Shoppingtown; 4) Highway 78 at Broadway; 5) Promenade Retail Center and Vicinity; and 6) South Quince Street (also refer to Section J “General Plan Opportunity Areas” in this Element).



*Figure II-4a
A “before” and “after” example illustrating how smart growth mixed use transit oriented development can transform the area around Escondido’s multi-modal transit station into a dynamic employment center.*

3. Mixed Use Transit Oriented Development

Mixed use development refers to the blending of multi-family residential development with other compatible uses, such as commercial and/or office in a horizontal and/or vertical arrangement (Figure II- 4a). The goal of mixed use overlay areas is to integrate employment, retail, entertainment and community amenities within close proximity to create vibrant urban areas and enhance Escondido’s housing opportunities while establishing desirable places for people to live, work, shop, and play.

Successfully integrating residential, employment, entertainment, shopping, and services in a mixed use overlay is effective in reducing reliance on the automobile as residents are able to conveniently access facilities and services. Mixed use buildings can be vertically mixed,

with commercial or office space on the first floors and housing space on upper floors. Horizontal mixed use is also desirable at some locations, where commercial uses may be adjacent to offices or residences within the same master planned development.



*Figure II-4b
 A "before" and "after" example similar to East Valley Parkway illustrating how smart growth mixed use transit oriented development involving constructing residential units above ground floor retail and/or office areas can transform an uninviting street into a pedestrian-friendly community.*

Escondido’s Downtown Specific Plan Area contains mixed use development standards that have been adopted for many years. This General Plan incorporates mixed use overlays in additional areas: 1) Escondido Boulevard at Felicita Avenue, 2) Centre City Parkway at Brotherton Avenue, and 3) East Valley Parkway (refer to Section J “General Plan Opportunity Areas” in this Element).

Mixed use overlay areas are transit oriented in nature by incorporating features such as bus stops and multi-modal connections that promote the use of alternative transportation (Figure II-4b). In addition, mixed use overlay areas are pedestrian friendly environments that incorporate trails, pathways, bikeways, and safe crosswalks to connect neighboring uses.



4. Educational Promotion

Being economically competitive is synonymous with being educationally competitive. Studies consistently link growth of a local economy with access to higher education. In today’s global economy, it is advantageous for local governments to support residents’ “continuous learning” in order to enhance employability, strengthen job skills and generate opportunities for increasing per capita income. While education broadens residents’ knowledge base and achieves personal economic stability, a highly skilled and educated community is also viewed by employers as a desirable environment for establishing and expanding their businesses.

The General Plan strives to achieve these objectives by including policies that promote educational access for residents and identifying areas for attracting facilities that provide post-secondary education. The area between Palomar College’s satellite campus (East Valley Parkway at Midway Drive) and Palomar Hospital’s downtown facility is a target area for establishing an “educational enclave.” This area will focus evaluating opportunities to attract and cluster educational institutions, technical colleges, vocational schools, and job training facilities and foster Escondido’s economic sustainability and promote a more educationally competitive environment that provides a direct path to employment.

*Palomar College's satellite
 East Valley Parkway campus*

G. General Plan Land Use Designations and Development Capacity

Figure II-5 identifies the existing and projected levels of development associated with Escondido’s planned distribution of land uses (Figure II-6). The table identifies the anticipated full implementation of the land use policies established by this General Plan, as well as anticipated growth by 2035; the planning horizon year. Land uses and intensities will gradually align with the intent of the Land Use and Community Form Element as properties develop and redevelop over time. Given Escondido’s largely built out character, and the varying ages and conditions of buildings, significant redevelopment activities may not occur until toward the end of the planning horizon year.

Figure II-5
 General Plan (GP) Development Capacity

	Single Family (Units)	Multi-Family (Units)	Retail (Square Feet)	Office (Square Feet)	Industrial / Other (Square Feet)	Open Space, Parks / Misc. (Acres)
2010 City Area in GP	31,107	16,477	13,001,000	4,091,000	12,389,000	9,000
2010 County Area in GP	6,450	0	0	0	0	3,500
2010 City and County Combined	37,557	16,477	13,001,000	4,091,000	12,389,000	12,500
Build out of City Area in GP	35,350	31,132	32,558,000	24,064,000	20,182,000	10,500
Build out of County Area in GP	7,800	0	300,000	0	0	4,500
Build out City and County Combined	43,150	31,132	32,858,000	24,064,000	20,182,000	15,000
2035 City Area in GP	32,875	24,133	17,886,000	9,628,000	15,467,000	9,500
2035 County Area in GP	6,950	0	150,000	0	0	4,000
2035 City and County Combined	39,825	24,133	18,036,000	9,628,000	15,467,000	13,500
2010 – 2035 Net Change	2,268	7,656	5,035,000	5,537,000	3,078,000	1,000



Figure II-6
General Plan Land Use Designations





Land Use Designation	Required Standards: <i>Density and Design</i> <i>Minimum Lot Size</i> <i>Maximum Building Height</i> <i>(Also refer to policies)</i>	General Description of Uses	Recommended Urban Form Characteristics
Large Lot Single Family Residential			
Rural		This designation applies to areas that are not intended to receive substantial urban services, distant from the developed valley floor; or steep (generally over 25% in slope) or contain sensitive natural resources. Development clustering is permitted pursuant to General Plan Residential Clustering Policies	
Rural I 	Maximum densities allowed on the following slope categories: 0-25% - 1 du/4 ac; 25-35% - 1 du/8 ac; and 35%+ - 1 du/20 ac. Min lot size: 4 ac Building Height: 1-2 stories Zoning: Residential Agriculture (R-A)	A rural living environment in areas of agricultural production, rugged terrain, and/or environmentally constrained lands that are the most remote from urban development. This designation is typified by large lot single-family homes.	<ul style="list-style-type: none"> ▪ Large residential lots with low building coverage ▪ Maintains the natural and open space character of the parcel ▪ Agricultural properties ▪ Informal streets with rustic character
Rural II 	Maximum densities allowed on the following slope categories: 0-25% - 1 du/2 ac; 25-35% - 1 du/4 ac; and 35%+ - 1 du/20 ac; Min lot size: 2 ac Building Height: 1-2 stories Zoning: Residential Agriculture (R-A)	A rural living environment in areas of agricultural production or rugged terrain that is remote from urban development. This designation is typified by large lot single-family homes.	
Estate		This designation accommodates detached single-family homes on large lots. This designation applies to areas that are on the edge of urban development or in areas that are already characterized by an estate development pattern. Development clustering is permitted pursuant to General Plan Residential Clustering Policies	
Estate I 	Maximum densities allowed on the following slope categories: 0-15% - 1 du/1 ac; 15-25% - 1 du/2 ac; 25-35% - 1 du/4 ac; and 35%+ - 1 du/20 ac. Min lot size: 40,000 sf Building Height: 1-2 stories Zoning: Residential Estate (R-E)	Large-lot, spaced single family development in areas bordering land designated as Rural.	<ul style="list-style-type: none"> ▪ Large residential lots with low building coverage ▪ Units set back from the street with extensive on-site landscaping ▪ Could include agricultural properties ▪ Informal streets with rustic character
Estate II 	Maximum densities allowed on the following slope categories: 0-25% - 2 du/1 ac; 25-35% - 1 du/1 ac; and 35%+ - 1 du/20 ac. Min lot size: 20,000 sf Building Height: 1-2 stories Zoning: Residential Estate (R-E)	Spaced single family development on relatively large lots and properties that transition between more intensive suburban development and Estate I areas.	

Figure II-6



General Plan Land Use Designations

Land Use Designation	Required Standards: <i>Density and Design</i> <i>Minimum Lot Size</i> <i>Maximum Building Height</i> <i>(Also refer to policies)</i>	General Description of Uses	Recommended Urban Form Characteristics
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Single Family Residential

Suburban

This designation applies to areas that generally surround the urbanized core of the community and accommodates single family detached homes on relatively large lots. Development clustering is permitted pursuant to General Plan Residential Clustering Policies

<p>Suburban</p> 	<p>Maximum densities allowed on the following slope categories: 0-25% - 3.3 du/ac; 25-35% - 1.5 du/ac; and 35%+ - 1 du/20 ac. Min lot size: 10,000 sf Building Height: 1-2 stories Street designs support pedestrian and bicycle use along with vehicular circulation Zoning: R-1-10 or higher</p>	<p>Single family homes with a traditional residential neighborhood character.</p> 	<ul style="list-style-type: none"> ▪ Interconnected curvilinear street system facilitating traffic flow ▪ Community services and neighborhood parks within walking distance of local residents, where feasible ▪ Established street tree canopy providing shade and enhanced neighborhood character
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Urban I

This designation applies to residential areas of the main Escondido "valley floor" and accommodates single family detached homes on smaller urban lots. Development clustering is permitted pursuant to General Plan Residential Clustering Policies

<p>Urban I</p> 	<p>Maximum densities allowed: 5.5 du/ac; Min lot size: 6,000 sf Building Height: 1-3 stories Street designs support pedestrian and bicycle use along with vehicular circulation Zoning: R-1-9 or lower</p>	<p>Single family homes in a more urban, medium-density living environment, characteristic of much of Escondido. Mobile homes, patio homes, and zero-lot-line developments are also permitted.</p> 	<ul style="list-style-type: none"> ▪ Highly interconnected linear street system facilitating traffic flow ▪ Community services and neighborhood parks within walking distance of local residents, where feasible ▪ Established street tree canopy providing shade and enhanced neighborhood character ▪ Range of housing types and design consistent with existing forms and patterns where appropriate ▪ Streets in older neighborhoods maintain limited curb cuts with rear, alley, and side garage access
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Figure 11-6
General Plan Land Use Designations

Land Use Designation	Required Standards: <i>Density and Design</i> <i>Minimum Lot Size</i> <i>Maximum Building Height</i> <i>(Also refer to policies)</i>	General Description of Uses	Recommended Urban Form Characteristics
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Medium Density Multi-Family Residential

Urban II and Urban III
 These designations accommodate a wide range of housing types and generally apply to transitional areas that exist between single family neighborhoods and higher density residential and commercial areas.

<p style="text-align: center;">Urban II</p> 	<p>Maximum densities allowed: 12 du/ac</p> <p>Building Height: 1-3 stories</p> <p>Street designs support pedestrian and bicycle use along with vehicular circulation</p> <p>Zoning R-2-12</p>	<p>Single family, multi-family units and mobile homes. Development at the lower end of the density range would be appropriate adjacent to existing single family residential areas and characterized primarily by detached housing units, patio homes, and zero-lot-line projects. Higher densities are more appropriate adjacent to parks and open space, along transit routes and major and secondary thoroughfares, and near recreational activity centers, libraries, shopping centers, and entertainment areas. Higher densities would also be appropriate adjacent to existing and planned higher density development (e.g., mixed-use districts) to include semidetached or attached units, with duplexes, triplexes, and fourplexes.</p>	<ul style="list-style-type: none"> ■ Highly interconnected linear street system facilitating traffic flow ■ Community services and neighborhood parks within walking distance of local residents, where feasible ■ Range of housing types and design consistent with existing forms and patterns, where appropriate ■ Established street tree canopy providing shade and enhanced neighborhood character ■ Streets in older neighborhoods maintain limited curb cuts with rear, alley, and side garage access ■ Larger parcels may incorporate multiple buildings with a coordinated vehicular and pedestrian circulation plan
<p style="text-align: center;">Urban III</p> 	<p>Maximum densities allowed: 18 du/ac</p> <p>Minimum densities allowed: 12.6 du/ac</p> <p>Building Height: 2-4 stories</p> <p>Street designs support pedestrian and bicycle use along with vehicular circulation</p> <p>Zoning: R-3-18</p>	<p>Multi-family residential units, town homes and apartments, flats and condominiums. This designation is appropriate in proximity to major community facilities and employment opportunities, and along major thoroughfares.</p>	<ul style="list-style-type: none"> ■ Multi-family development includes common open space and recreational amenities

Figure II-6
General Plan Land Use Designations

Land Use Designation	Required Standards: <i>Density and Design</i> <i>Minimum Lot Size</i> <i>Maximum Building Height</i> <i>(Also refer to policies)</i>	General Description of Uses	Recommended Urban Form Characteristics
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High Density Multi-Family Residential

Urban IV and Urban V

These designations accommodate higher densities for urban multifamily housing characterized by taller structures in more densely developed areas that provide convenient access to a wider range of facilities and services.





<p align="center">Urban IV</p> 	<p>Maximum densities allowed: 24 du/ac</p> <p>Minimum densities allowed: 16.8 du/ac</p> <p>Building Height: 2-4 stories</p> <p>Street designs support pedestrian and bicycle use along with vehicular circulation</p> <p>Zoning: R-4-24</p> 	<p>Multi-family residential units, town homes and apartments, flats and condominiums. This designation is appropriate along major thorough-fares in close proximity to transit stops, shopping centers, entertainment, community facilities and employment opportunities to provide residents the opportunity to live near work and amenities.</p>	<ul style="list-style-type: none"> ▪ Highly interconnected linear street system facilitating traffic flow ▪ Community services and neighborhood parks within walking distance of local residents, where feasible ▪ Range of housing types and design consistent with existing forms and patterns, where appropriate ▪ Established street tree canopy providing shade and enhanced neighborhood character ▪ Buildings located and designed to orient to primary street frontages, with either individual entries for each unit, or a common lobby entrance to access individual units ▪ Larger parcels may incorporate multiple buildings with a coordinated vehicular and pedestrian circulation plan
<p align="center">Urban V</p> 	<p>Maximum densities allowed: 30 du/ac</p> <p>Minimum densities allowed: 21 du/ac</p> <p>Building Height: 2-4 stories</p> <p>Street designs support pedestrian and bicycle use along with vehicular circulation</p> <p>Zoning R-5-30</p> 	<p>Higher density multi-family residential units, town homes and apartments, flats and condominiums. This designation is appropriate near the downtown core, transit stations, along major thorough-fares in close proximity to shopping centers, entertainment, community facilities and employment opportunities to provide residents the opportunity to live near work and amenities.</p>	<ul style="list-style-type: none"> ▪ Multi-family development includes common open space and recreational amenities ▪ Off-street parking is integrated into the building or in separate parking structures ▪ Direct access to transit may be incorporated into the development ▪ Streets in older neighborhoods maintain limited curb cuts with rear, alley, and side garage access

Figure 11-6
General Plan Land Use Designations


Land Use Designation	Required Standards: <i>Density and Design</i> <i>Minimum Lot Size</i> <i>Maximum Building Height</i> <i>(Also refer to policies)</i>	General Description of Uses	Recommended Urban Form Characteristics
Commercial			
<p>Neighborhood Commercial This designation accommodates very small scale neighborhood-oriented limited retail and office activities designed to serve residents in the immediate vicinity.</p>			
<p>Neighborhood Commercial</p> 	<p>Maximum Intensity: 0.35 FAR Building Height: 1 story Maximum Lot Size: 5 ac Location: Minimum One (1) mile from any other commercial center or commercial zone, and fronting on Major or Prime Arterial roadway. Design: Details of location, intensity, height, scale, circulation, signage architecture, and lighting to be provided upon application. Appropriate landscaped buffer adjacent to residential. Pedestrian- and bicycle-friendly with convenient non-vehicular access provided. Dispensing motor fuel prohibited. Zoning: Commercial Neighborhood (C-N)</p>	<p>Small scale limited service uses permitted in every land use category including large Specific Planning Areas (SPAs) but may not be an appropriate land use in many residential or industrial areas. Businesses are intended to serve the immediate neighborhood and may include child care facilities.</p> 	<ul style="list-style-type: none"> ■ Low scale, low intensity, low impact design ■ Signage, lighting, landscaping, businesses and hours of operation compatible with the surrounding residential densities and intensities ■ Parking areas heavily landscaped to reduce radiant heat effects
<p>General Commercial This designation accommodates a wide variety of retail and service activities intended to serve a broad customer base.</p>			
<p>General Commercial</p> 	<p>Maximum Intensity: 0.5 FAR Building Height: 1-4 stories Buildings taller than 3 stories may be appropriate for tourist-serving facilities or in mixed use overlay areas Maximum Lot Size: None Location: Along major thoroughfares and in higher intensity urban nodes. Design: Details of location, scale, intensity, height, signage, lighting, circulation, and architecture shall be provided during application. Zoning: (C-G) Commercial General</p>	<p>A broad range of retail and service activities, including local-serving commercial, community shopping/ office complexes, automobile sales and service, eating and drinking establishments, entertainment facilities.</p> 	<ul style="list-style-type: none"> ■ Designed to promote pedestrian activity characterized by "store front" window displays and extensive landscaping ■ Located and designed to be compatible and transition with adjacent uses in scale, bulk, height ■ Buildings designed to orient to primary street frontages, with individual building entries ■ Parking areas heavily landscaped to reduce radiant heat effects ■ Internal vehicular access between sites is coordinated to facilitate parking and minimize curb cuts where feasible.

Figure 11-6
General Plan Land Use Designations


Land Use Designation	Required Standards: <i>Density and Design Minimum Lot Size Maximum Building Height (Also refer to policies)</i>	General Description of Uses	Recommended Urban Form Characteristics
Commercial			
Planned Commercial			
This designation accommodates a variety of commercial activities within a self-contained comprehensively planned development.			
<p>Planned Commercial</p> 	<p>Maximum Intensity: 1.5 FAR Building Height: 1-4 stories <i>(Amended by PHG 16-0006, Ordinance 2016-11)</i> Maximum Lot Size: None Location: At city gateways, along major thoroughfares, at major roadway intersections and in higher intensity urban nodes served by transit.</p> <p>Design: Details regarding busi- nesses, location of all buildings, height, architecture and building materials, landscaping, develop- ment features, scale, intensity, orientation for light and air, cir- culation and parking patterns, signage, lighting, land uses, buffers, open space, market analysis shall be provided during application.</p> <p>Zoning: Planned Development (P-D)</p>	<p>A variety of commercial activities within a unified planned commercial center. Appropriate uses may include general and professional offices, tourist serving facilities, specialty and automobile retail, and similar retail/service businesses.</p> <p>Refer to Planned Commercial Section of this Element for details on specific properties designated Planned Commercial.</p>	<ul style="list-style-type: none"> ▪ Designed to integrate multiple buildings and uses to be identifiable as a distinct place ▪ Unified framework of pedestrian walkways, public plazas, open spaces, courtyards, and other elements are developed ▪ Designed to promote pedestrian activity characterized by “store front” window displays and extensive landscaping ▪ Public and internal right-of-ways developed with landscaping, street trees, and amenities to enhance character and identity ▪ Site specific improvements may be required to preserve unique qualities and ensure compatibility with surrounding areas ▪ Parking areas heavily landscaped to reduce radiant heat effects

Figure 11-6
General Plan Land Use Designations

Land Use Designation	Required Standards: <i>Density and Design</i> <i>Minimum Lot Size</i> <i>Maximum Building Height</i> <i>(Also refer to policies)</i>	General Description of Uses	Recommended Urban Form Characteristics
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Office

General Office, Planned Office

This designation accommodates a variety of activities in an office environment and in Mixed Use Overlay areas and is intended to prevent the proliferation of individual isolated offices.

Land Use Designation	Required Standards: <i>Density and Design</i> <i>Minimum Lot Size</i> <i>Maximum Building Height</i> <i>(Also refer to policies)</i>	General Description of Uses	Recommended Urban Form Characteristics
<p>General Office</p> 	<p>Maximum Intensity: 2.0 FAR Building Height: 2-6 stories Maximum Lot Size: None Location: Along major thoroughfares, at roadway intersections and in higher intensity urban nodes served by transit. Zoning: Commercial Professional(C-P) Hospital Professional (H-P)</p>	<p>Administrative and professional offices; business support services; financial, insurance, and real estate services; supportive commercial uses such as restaurants. Medical offices and health care services, short-term convalescent and long-term care facilities, research labs, medical supply, and similar uses.</p>	<ul style="list-style-type: none"> ■ Compatible intensity with adjacent uses to maintain the character in scale, bulk, and height ■ Buildings oriented to the street frontage and designed to promote pedestrian interest through architectural articulation, attractive landscaping, and similar techniques ■ Parking located behind or within buildings, or accommodated in separate parking structures ■ Public and semi-public outdoor spaces such as plazas and courtyards are encouraged ■ Sidewalks incorporate landscaping, street furniture, lighting, public art, and similar amenities to establish an attractive place for walking and community activity ■ Parking areas heavily landscaped to reduce radiant heat effects
<p>Planned Office</p> 	<p>Maximum Intensity: 2.0 FAR Building Height: 1-3 stories Maximum Lot Size: None Location: City gateways, next to freeways and interchanges, along major thoroughfares, at major roadway intersections and in higher intensity urban nodes served by transit. Design: Details of building height location, architecture and landscaping, scale, intensity, light and air orientation, circulation and parking patterns, signage, lighting, land uses, buffers, open space, market analysis shall be provided during application Zoning: Planned Development (P-D)</p>	<p>Bio-technology, research and development, corporate office and related support office uses in a campus-like setting. Limited Support retail and service uses, such as restaurants, dry cleaners, gym / fitness centers, markets, and office services (e.g., printing / copying / shipping) as well as compatible public uses are also appropriate if integrated into larger facilities. Refer to Office Land Use Policies and Target Area Land Use Policies of this Land Use Element for details on specific properties designated Planned Office.</p>	<ul style="list-style-type: none"> ■ Designed to integrate multiple buildings into a master planned development with coordinated architecture, lighting, signage, landscaping, etc. and a unifying theme that is identifiable as a distinct place ■ Buildings located and designed to promote pedestrian activity along their frontages ■ Parking located behind or within buildings, or accommodated in separate parking structures ■ Public and semi-public outdoor spaces are encouraged such as plazas and courtyards ■ Parking areas heavily landscaped to reduce radiant heat effects

Figure II-6
General Plan Land Use Designations


Land Use Designation	Required Standards: <i>Density and Design</i> <i>Minimum Lot Size</i> <i>Maximum Building Height</i> <i>(Also refer to policies)</i>	General Description of Uses	Recommended Urban Form Characteristics
Industrial			
<p>Industrial Office This designation accommodates a variety of activities in an industrial environment adjacent to downtown near the transit station.</p>			
<p style="text-align: center;">Industrial Office</p> 	<p>Maximum Intensity: 2.0 FAR Building Height: 1-4 stories Maximum Lot Size: None Location: Southwest of the Downtown Specific Planning Area between Centre City Parkway and Redwood Street north of Sixth Avenue.</p> <p>Land Uses: Manufacturing, warehouse / distribution, assembling, wholesaling, and support type uses on sites which are zoned M-2 & M-1 zones. This land use designation accommodates the widest range of Industrial activities which conform to environmental laws and industry standards. It will also provide for Industrial Office land uses, as specified in the zoning code, on properties which transition from the existing M-2 or M-1 zones, to the I-O zone.</p> <p>Provisions: Properties may not "up-zone" from M-1 to M-2, but may "down-zone" from M-2 to M-1, or from M-1 and M-2 to I-O. While the I-O zone will contain stricter standards than the M-1 and M-2 zone (i.e. no outdoor storage), a wider range of permitted land uses will provide incentive to re-zone to I-O which will allow this industrial area to recycle to less intensive uses without creating non-conforming use restrictions on existing M-2 & M-1 zoned properties.</p> <p>Zoning: Industrial Office (I-O) Light Industrial (M-1) General Industrial (M-2)</p>	<p>Office uses transitioning from older manufacturing uses (adjacent to downtown and in a more urban setting) with nearby residential uses and convenient access to transit.</p>	<ul style="list-style-type: none"> ▪ Generally buildings with ceiling heights to accommodate production and storage ▪ Develop pedestrian connections to nearby transit ▪ More articulation, detailing, and fenestration on facades visible from major thoroughfares and freeways ▪ Landscaping and wall treatments incorporated to buffer adjacent sensitive uses

Figure II-6

General Plan Land Use Designations

Land Use Designation	Required Standards: <i>Density and Design</i> <i>Minimum Lot Size</i> <i>Maximum Building Height</i> <i>(Also refer to policies)</i>	General Description of Uses	Recommended Urban Form Characteristics
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Industrial

Light Industrial, General Industrial

These designations accommodate a variety of activities in an industrial environment.

<p>Light Industrial</p>   	<p>Maximum Intensity: 1.0 FAR Building Height: 1-4 stories Maximum Lot Size: None Location: Generally south side of Highway 78, west of Centre City Parkway and north of Escondido Creek. Land Uses: Manufacturing, warehousing, distributing, assembling, and wholesaling in a setting more restrictive than the General Industrial land use designation. This includes sites for lighter Industrial and office uses which can comply with the stricter development requirements of the Light Industrial (M-1) and Industrial Park (I-P) zones. Zoning: Light Industrial (M-1) Industrial Park (I-P)</p>	<p>Light manufacturing, warehouse, distribution, assembly, and wholesale uses in a more restrictive setting than the General Industrial designation. Lighter industrial and office type uses are intended as well as industries that generate moderate daytime and minimum nighttime noise levels, and require limited or no outside storage. Uses that provide supporting products or services for the primary businesses are also allowed.</p>	<ul style="list-style-type: none"> ▪ Generally buildings with ceiling heights to accommodate production and storage ▪ Develop pedestrian connections to nearby transit ▪ More articulation, detailing, and fenestration on facades visible from major thoroughfares and freeways ▪ Landscaping and wall treatments incorporated to buffer adjacent sensitive uses
<p>General Industrial</p>  	<p>Maximum Intensity: 1.0 FAR Building Height: 1-2 stories Maximum Lot Size: None Location: Generally south side of Highway 78, west of Centre City Parkway and north of Escondido Creek. Land Uses: Manufacturing, warehouse, distribution, assembling, and wholesaling accommodating a wide range of heavier industrial activities which conform to environmental laws and Industry standards. Also included are sites for companies which provide supporting products or services for the primary businesses of the zone. Zoning: General Industrial (M-2)</p>	<p>Intense manufacturing, warehouse and distribution, assembly, and wholesale industrial opportunities and allows outside storage. Uses that provide supporting products or services for the primary businesses are also allowed. This designation should generally not be located in proximity to residential uses.</p>	

Figure 11-6
General Plan Land Use Designations



Land Use Designation	Required Standards: <i>Density and Design</i> <i>Minimum Lot Size</i> <i>Maximum Building Height</i> <i>(Also refer to policies)</i>	General Description of Uses	Recommended Urban Form Characteristics
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Mixed Use Residential Overlay

Vertical Mixed Use Overlay, Horizontal Mixed Use Overlay

These overlay designations accommodate a combination of commercial and/or office activities that include a residential component within a self-contained comprehensively planned development in specified General Plan locations.

<p align="center">Vertical Mixed Use</p> 	<p>Minimum: 1.5 FAR Maximum 3.0 FAR Percentage non-residential: Minimum: 20% FAR Maximum: 35% FAR Location: At specified General Plan locations. Zoning: Mixed Use Overlay (M-U)</p> 	<p>Mixed-use structures that vertically integrate housing above ground floor commercial, office, other pedestrian-active uses. For mixed use structures, commercial uses characterized by noise, vibration, odors, or other activities that would adversely impact on-site residential units are prohibited. Details regarding businesses, location, intensity, height, scale, circulation, signage architecture, materials, and lighting shall be provided during application.</p>	<ul style="list-style-type: none"> Buildings located along and oriented toward street frontages, whose cumulative mass, establishes an "urban" or "village" character Buildings designed to promote pedestrian interest through architectural articulation, attractive landscaping, and similar techniques Parking located behind or within buildings, or accommodated in separate parking structures Encourage pedestrian-oriented uses such as outdoor cafes in the ground floor of buildings Internal and external sidewalks and walkways improved to establish an attractive place for walking and community activity including such elements as landscaping, street furniture, lighting, public art, and similar amenities
<p align="center">Horizontal Mixed Use</p> 	<p>Mixed use development with combined exclusively residential and nonresidential buildings: Intensity of Exclusively Non Residential Buildings: Minimum: 0.5 FAR Maximum: 1.0 FAR Density of Exclusively Residential Buildings: Minimum: 30 units/acre Maximum: 80 units/acre Mixed-Use Buildings: Minimum: 1.5 FAR Maximum 2.0 FAR Percentage non-residential: Minimum: 20% FAR Maximum: 35% FAR Location: At specified General Plan locations Zoning: Mixed Use Overlay (MU-O)</p>	<p>A Mixed use development that horizontally distributes a mix of land uses, which may include residential, commercial, office, and/or buildings that may include vertically integrated land uses. For mixed use structures, commercial uses characterized by noise, vibration, odors, or other activities that would adversely impact on-site residential units are prohibited. Details regarding businesses, location, intensity, height, scale, circulation, signage architecture, materials, and lighting shall be provided during application.</p>	<ul style="list-style-type: none"> Develop pedestrian connections to nearby transit stations Public and semi-public outdoor spaces such as plazas and courtyards are encouraged Separate secured entrances and parking for residential and non-residential land uses Adequate provisions to ensure compatibility with issues related to service deliveries, odors, trash, etc.

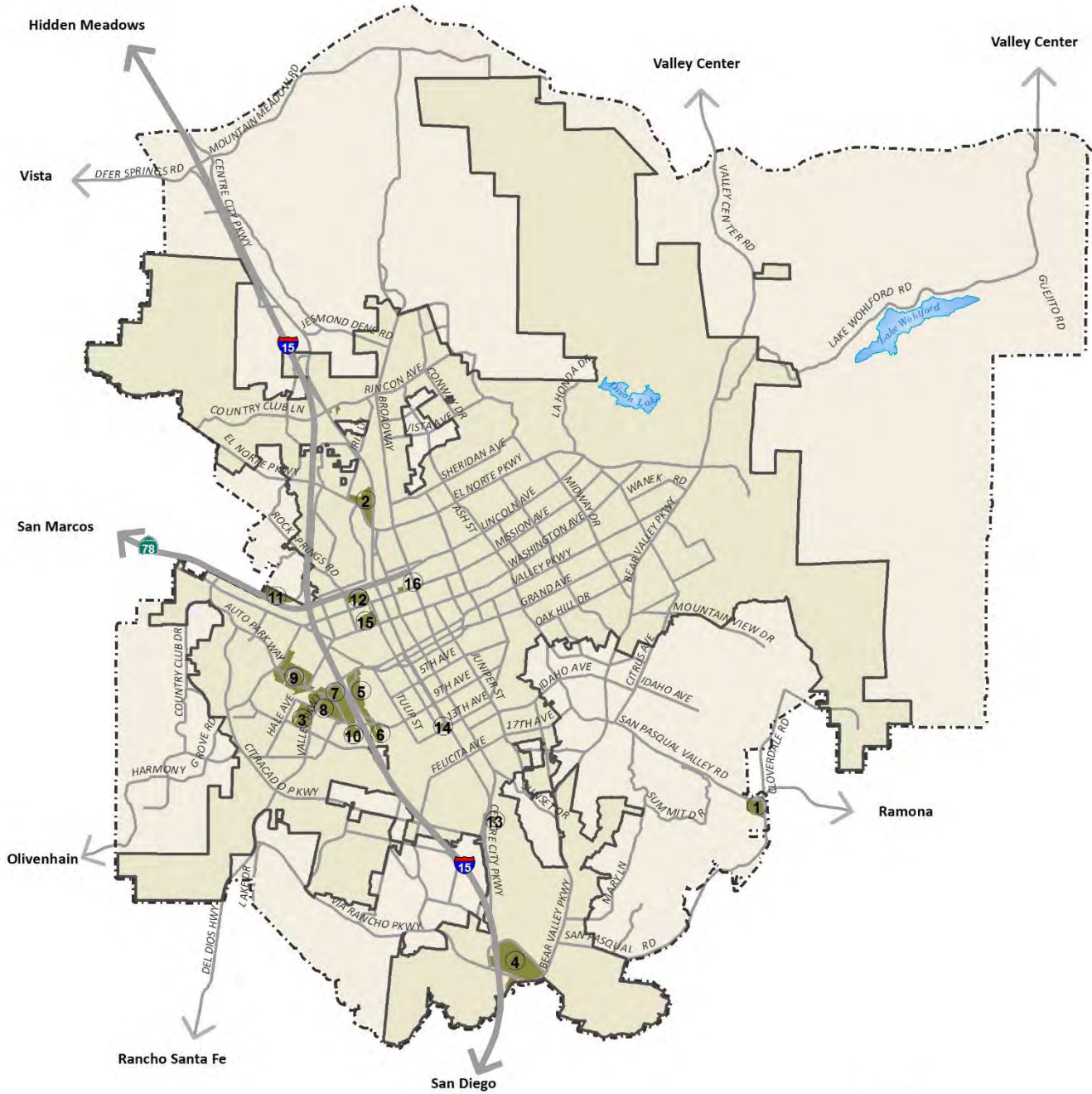
<i>Figure II-6</i> General Plan Land Use Designations			
Land Use Designation	Required Standards: <i>Density and Design</i> <i>Minimum Lot Size</i> <i>Maximum Building Height</i> <i>(Also refer to policies)</i>	General Description of Uses	Recommended Urban Form Characteristics
Other Land Uses			
Specific Planning Areas.			
<p>Specific Planning Areas</p>	<p>Development shall comply with adopted Planned Development or Specific Plan or standards which shall be provided during application processing as prescribed in this General Plan. Refer to General Plan Map and text for development application requirements.</p> <p>Zoning: Specific Plan (S-P)</p>	<p>Accommodates areas which require submittal of Planned Development or Specific Plans prior to development as described in this General Plan.</p> <p>Refer to Specific Plan land use policies for details on specific properties designated Specific Planning Area.</p>	<ul style="list-style-type: none"> ▪ Applications should demonstrate community benefit and furthering the community's interests
Public Facility Overlay.			
<p style="text-align: center;">Public Facilities</p> 	<p>Public facility design details shall be provided during application processing</p> <p>Zoning: Public Facility Overlay (PF-O) applies single-use facilities, underlying General Plan designation applies if land use is eliminated.</p>	<p>Overlay accommodates public facilities including government facilities, libraries, community centers, and schools.</p>	<ul style="list-style-type: none"> ▪ Public buildings designed to promote pedestrian interest through architectural articulation, attractive landscaping, and similar techniques ▪ Pedestrian- and bicycle-friendly with convenient non-vehicular access provided as appropriate ▪ Parking areas heavily landscaped to reduce radiant heat effects
Parks and Open Space.			
<p>Parks and Open Space</p> 	<p>Parks and open space design details shall be provided during application processing</p> <p>Zoning: Open Space-Park (OS-P)</p>	<p>Accommodates land for public recreational activity and habitat preservation. Permitted uses include active and passive parks as well as land to protect, maintain, and enhance the community's natural resources and include detention basins and creek corridors.</p>	<ul style="list-style-type: none"> ▪ Buildings with public parks designed to promote pedestrian interest through architectural articulation, attractive landscaping, and similar techniques ▪ Pedestrian- and bicycle-friendly with convenient non-vehicular access provided ▪ Parking areas heavily landscaped to reduce radiant heat effects
Native American Tribal Lands.			
<p style="text-align: center;">Tribal Lands</p>		<p>Accommodates lands that are federally recognized reservations or Indian Villages. The city has no land use authority over Tribal Lands.</p>	



The Escondido Auto Park is a comprehensively planned regional commercial land use specializing in the sale, lease and maintenance of automobiles

H. Planned Commercial Land Use Areas

Planned Commercial sites allow a variety of commercial activities within a self-contained, comprehensively planned center including office and professional uses, tourist serving facilities, specialty retail, and other retail/service businesses (Figure II-7). Each Planned Commercial site has guiding principles that are designed to preserve unique qualities and to ensure compatibility with existing and surrounding land uses. Planned Commercial sites #4, #7, #8, #10, #12, #13, and #14 have been incorporated into larger “Target Areas” (described in Section J of this Element) that provide unique opportunities for achieving the General Plan vision.



Land Use Category

Planned Commercial

Source: City of Escondido

Legend

General Plan Boundary

City Limits

Highway

Lakes

0 0.5 1 Miles



Escondido General Plan

Planned Commercial Areas

Figure II-7



1. Highway 78 / Cloverdale Road

Location: Southwestern corner of Cloverdale Road and Highway 78

Size: Approximately 15 acres (Figure II-7, Area #1).

Planned Commercial Development 1 Guiding Principles:

The site shall be developed as a neighborhood shopping center to serve the surrounding planned residential development. The facility shall be aesthetically designed with high quality building and landscaping features, increased setbacks, and minimal grading impacts. The design shall be rural in character, compatible with the San Dieguito River Valley Regional Open Space Park, and shall include amenities that are accessible to users of the park, such as trail access and picnic areas. Uses shall relate directly with the needs of the neighborhood and the rural setting. For example, a ranch style market would be more appropriate than a supermarket.



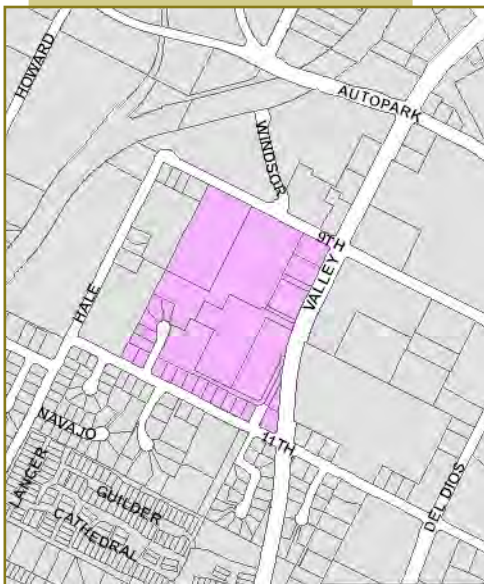
2. Iris Lane / El Norte Parkway

Location: Northeastern corner of Iris Lane and El Norte Parkway

Size: Approximately 23 acres (Figure II-7, Area #2).

Planned Commercial Development 2 Guiding Principles:

Land uses shall include a mixture of office, restaurant, and retail with a comprehensively planned architecture and signage plan. Heavily landscaped buffers and separation shall be maintained and shall substantially shield views of the site from surrounding residential development.



3. West Valley Parkway / Ninth Avenue

Location: Southwestern corner of W. Valley Parkway and Ninth Avenue

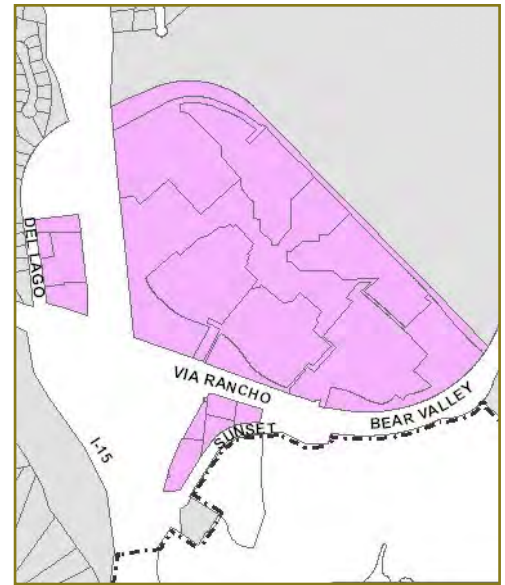
Size: Approximately 26 acres (Figure II-7, Area #3).

Planned Commercial Development 3 Guiding Principles:

Traffic, circulation, and pedestrian patterns shall be coordinated with development in the vicinity to promote walkability. Provisions for adequate pedestrian access and lighting shall be maintained in the overall design of the site.

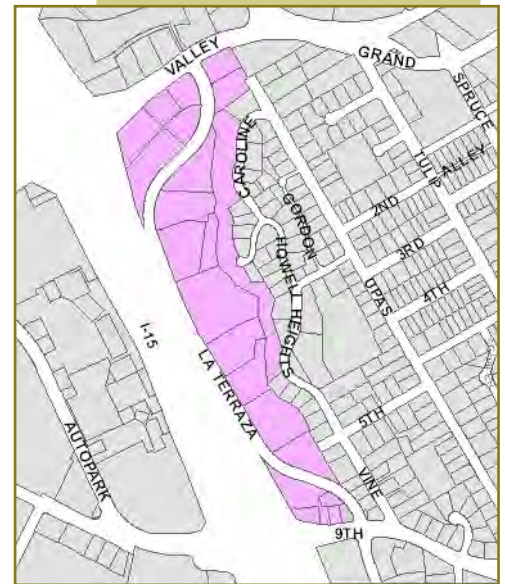
4. Westfield Regional Shopping Center

Location: Interstate 15 at Via Rancho Parkway
Size: Approximately 83 acres (Figure II-7, Area #4).
Planned Commercial Development 4 Guiding Principles:
 Refer to Target Area ‘g’ in Section J



5. La Terraza

Location: La Terraza Boulevard and West Valley Parkway
Size: Approximately 41 acres (Figure II-7, Area #5).
Planned Commercial Development 5 Guiding Principles:
 Land uses shall include office, hotel, restaurant, and retail. The hotel will be a high quality, full service hotel with supporting improvements, such as room service and conference / recreational facilities.

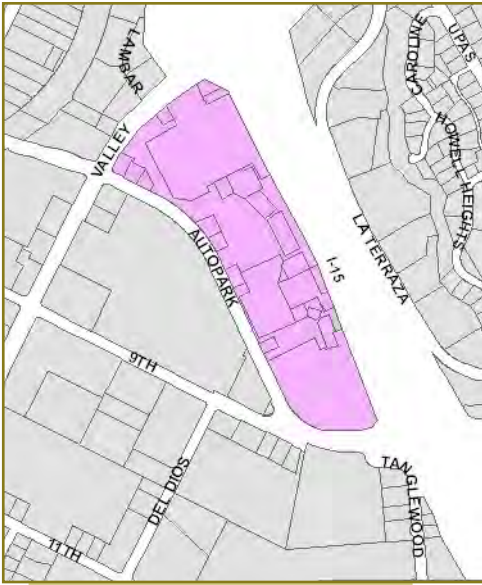


6. Canterbury Place

Location: Canterbury Place, south of Ninth Avenue
Size: Approximately 15 acres (Figure II-7, Area #6).
Planned Commercial Development 6 Guiding Principles:
 Development shall incorporate high quality, unified design elements and superior architectural details that are sensitive to adjacent single-family zoning to the south and east. Development plans shall incorporate substantial buffers to provide an attractive view from both I-15 and Ninth Avenue, as well as incorporate high quality landscaping throughout the project which exceeds normal city requirements in terms of size, quantity, and overall amounts. The scale of development and nature of uses shall be limited as necessary in order to generate no more than 3,690 vehicle trips per day based upon standards accepted by the City Engineer.



Development on the eastern and southern portions of the site shall be restricted to office uses and shall prevent overlooking of adjacent residential properties, limit noise and lighting impacts, and shall be heavily screened through a combination of mounding, walls, and landscaping. Retail uses should be freeway oriented and be integrated with office uses rather than located in large single tenant, freestanding buildings. Any future restaurant uses shall be full service rather than a fast-food or drive-through variety.



7. Promenade Shopping Center

Location: West side of Interstate 15 at Via Rancho Parkway

Size: Approximately 32 acres (Figure II-7, Area #7).

Planned Commercial Development 7 Guiding Principles:

Refer to Target Area ‘i’ in Section J



8. Del Dios Middle School

Location: West side of Auto Park Way North of Ninth Avenue

Size: Approximately 15 acres (Figure II-7, Area #8).

Planned Commercial Development 8 Guiding Principles:

Refer to Target Area ‘i’ in Section J



9. Escondido Auto Park

Location: Auto Park Way between Valley Parkway / Andreason Dr.

Size: Approximately 85 acres (Figure II-7, Area #9).

General Plan Designation: Planned Commercial

Planned Commercial Development 9 Guiding Principles:

Land uses shall include auto dealerships, other automotive / commercial related uses and a variety of commercial and office facilities. The auto dealers and auto related uses shall be located west of Escondido Creek with general commercial uses located on the Valley Parkway frontage and at the entrance to the auto dealerships west of the creek. Land uses and design features will be reviewed by the city for Master Plan consistency.

10. Auto Park Way / Tanglewood Drive

Location: South side of Auto Park Way at Tanglewood Drive

Size: Approximately 8 acres (Figure II-7, Area #10).

General Plan Designation: Planned Commercial

Planned Commercial Development 10 Guiding Principles:

Refer to Target Area ‘i’ in Section J



11. Montiel Road

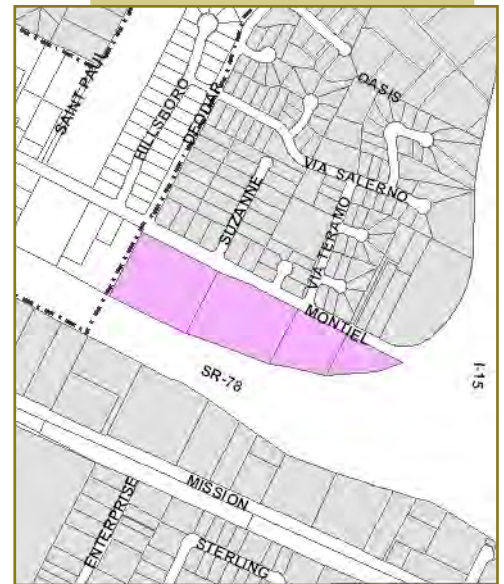
Location: South side of Montiel Road, north of Highway 78

Size: Approximately 15 acres (Figure II-7, Area #11).

General Plan Designation: Planned Commercial

Planned Commercial Development 11 Guiding Principles:

Land uses shall include limited light manufacturing and commercial establishments. Large landscaped setbacks shall be maintained to ensure compatibility with surrounding areas.



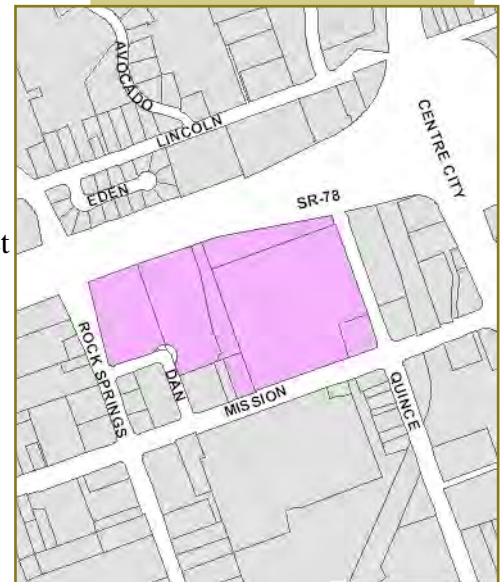
12. Mission Avenue / Quince Street

Location: Northwestern corner of Mission Avenue and Quince Street

Size: Approximately 17.8 acres (Figure II-7, Area #12).

Planned Commercial Development 12 Guiding Principles:

Refer to Target Area ‘a’ in Section J





13. Brotherton Road

Location: Southern side of Brotherton Road, east of Escondido Boulevard

Size: Approximately 1.8 acres (Figure II-7, Area #13).

General Plan Designation: Planned Commercial

Planned Commercial Development 13 Guiding Principles:

Refer to Target Area ‘f’ in Section J



14. 13th Avenue / Pine Street

Location: Block bounded by 12th, 13th Avenues, Pine and Quince Streets

Size: Approximately 2.75 acres (Figure II-7, Area #14).

General Plan Designation: Planned Commercial

Planned Commercial Development 14 Guiding Principles:

Refer to Target Area ‘c’ in Section J



15. Washington Avenue / Quince Street

Location: Northwestern corner of Washington Avenue and Quince Street bisected by Reidy Creek

Size: Approximately 15 acres (Figure II-7, Area #15).

Planned Commercial Development 15 Guiding Principles:

Refer to Target Area ‘a’ in Section J

16. Mission Avenue

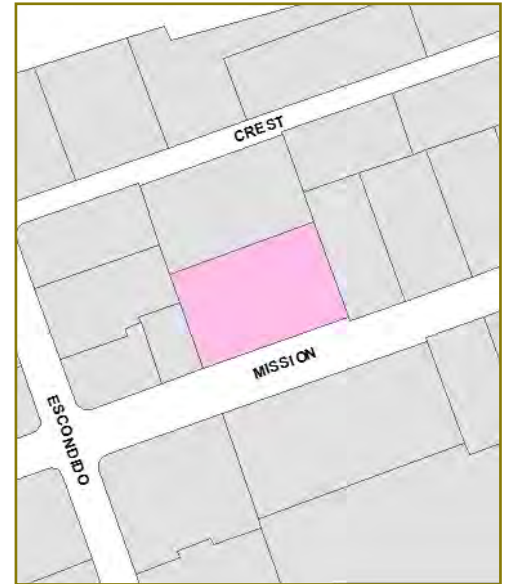
Location: Northern side of Mission Avenue, east of Escondido Boulevard

Size: Approximately 1.57 acres (Figure II-7, Area #16)

General Plan Designation: Planned Commercial

Planned Commercial Development 16 Guiding Principles: Refer to Target Area 'b' in Section J

(Amended by PHG 16-0006, Ordinance No. 2016-11)







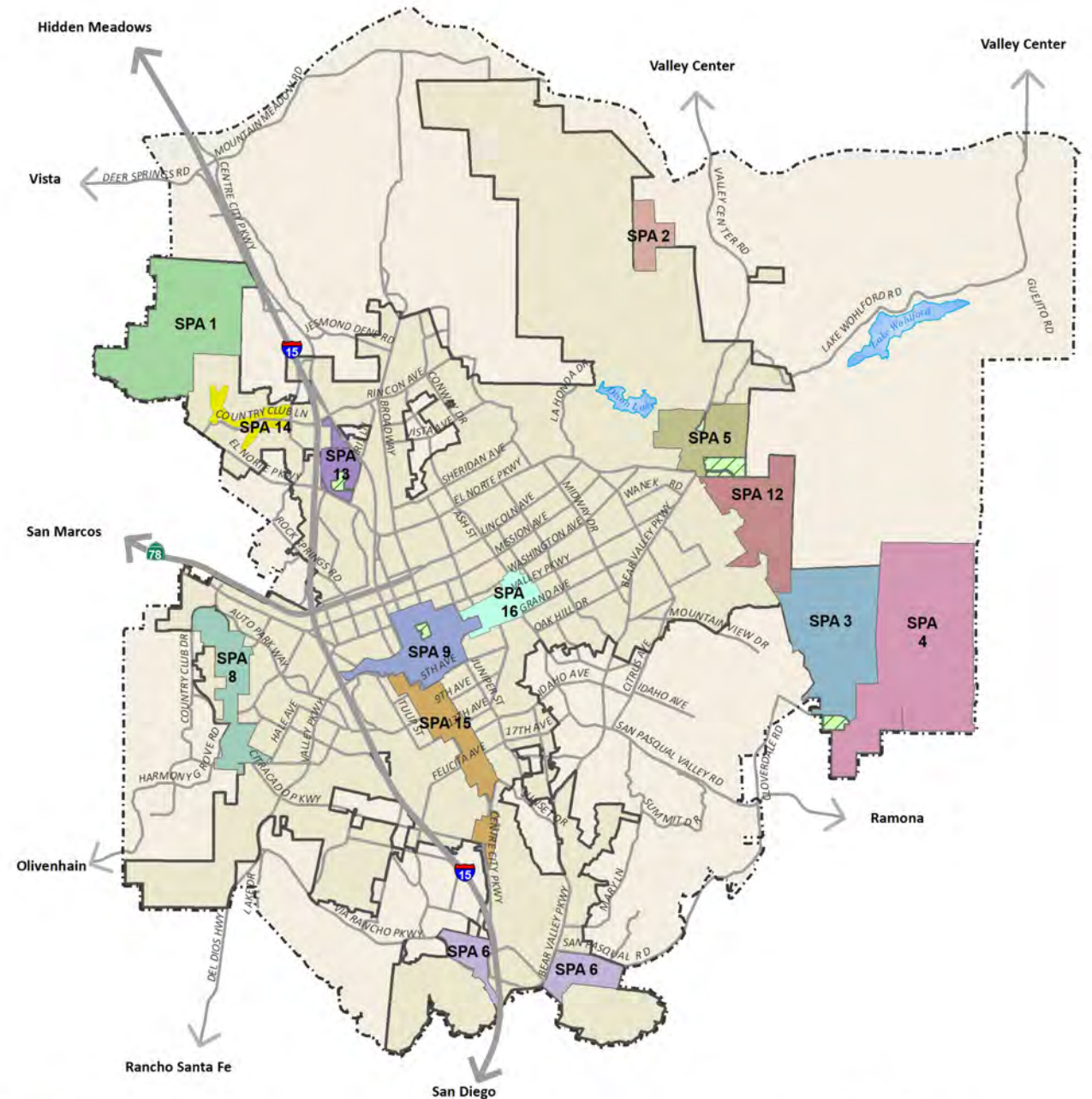
I. Specific Planning Areas

A Specific Planning Area (SPA) is a land use category defined in the General Plan that is applied in unique situations where comprehensive planning for an area is important to achieve a desired vision. Specific Plans are authorized by State Government Code Section 65450. Required components of Specific Plans include a separately approved document and map that comprehensively prescribe the distribution, location, extent and intensity of major components of development, utilities, transportation, and facilities associated with the SPA. Standards and criteria describing the process for approving private and public development projects within the SPA are also included.

This Element identifies Specific Planning Areas within Escondido’s General Plan and provides a narrative for the SPA’s character of development. Certain SPAs have not undergone processing for a Specific Plan document as prescribed above. Policies, standards, and guidelines for these particular SPAs may be refined at the time of Specific Plan adoption. These refinements shall not entail changes to the basic land uses or the character of development envisioned in the SPA narrative.

Specific Planning Areas #8, #9, and #13 are identified as “Opportunity Areas” where the city will focus infrastructure improvements to promote development (and redevelopment), enhance job growth, increase housing options, and revitalize the community (also refer to Section J of this Element).

*Rancho San Pasqual
 (Specific Planning Area #3)
 is a Master Planned
 Community that incorporated
 clustering to preserve
 hillsides and incorporate
 public and private amenities*



Specific Plan Areas

- | | | | |
|---|--|--|--|
|  SPA 1 |  SPA 5 |  SPA 12 |  Public Parks Within SPA Boundaries |
|  SPA 2 |  SPA 6 |  SPA 13 | |
|  SPA 3 |  SPA 8 |  SPA 14 | |
|  SPA 4 |  SPA 9 |  SPA 15 | |
| |  SPA 16 | | |

Legend

-  General Plan Boundary
 -  City Limits
 -  Highway
 -  Lakes
- 0 0.475 0.95 Miles



Escondido General Plan

Specific Plan Areas

Source: City of Escondido

Figure II-8

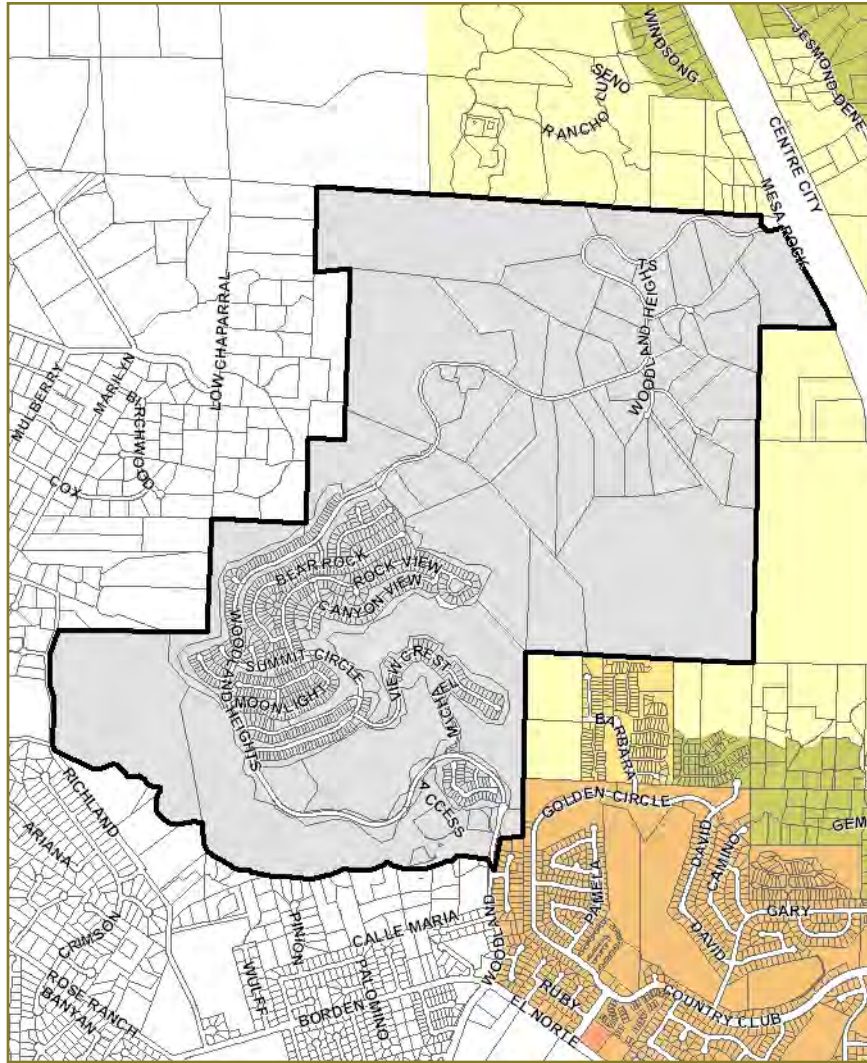


Figure II-9



1. Emerald Heights (Palos Vista) SPA #1

Location: In the northwestern portion of the planning area, at the terminus of Woodland Parkway, north of El Norte Parkway.

Size: Approximately 980 gross acres (Figure II-9).

Current Status: The Specific Plan Area is developed with 692 single family homes accessed from Woodland Parkway. Thirty-nine (39) agricultural estate lots have been graded in the northern portion with access from Mesa Rock Road with a portion of the units completed.

Adopted Plan Details: The Palos Vista Specific Plan establishes development standards and guidelines for this SPA. The project is a planned community with a mixture of residential land use densities and large open space areas in three Neighborhood Planning Areas:

- Neighborhood 1 contains approximately 416.3 acres, is built out with 692 units, community center, tennis courts, sports courts, swimming pool and picnic areas with approximately 70 percent of the neighborhood dedicated as permanent open space. The maximum height of any residential unit is 30 feet and the maximum size of any residential unit is 3,000 square feet. The maximum heights of recreational buildings are limited to 50 feet, and the maximum size of any such individual building is 10,000 square feet.
- Neighborhood 2 involves 63.5 acres of land dedicated as open space with no additional development potential.
- Neighborhood 3 involves approximately 500 acres with 39 agricultural estate lots ranging from 1.7 to 88 acres. The maximum height of any residential unit is 35 feet.

SPA 1 Guiding Principles:

A variety of design features have been incorporated to establish a strong sense of community identity. Guidelines are established in the Specific Plan for project entries, signs and lighting. Grading is limited to that necessary for construction of the infrastructure, circulation system and building sites. Major canyon slopes and floors remain in their native state with a total of approximately 70 percent of the project preserved in its natural state. Development adheres to the requirements of the City of Escondido's grading ordinance with exceptions enlisted within the text of the specific plan.

Architectural guidelines intended to provide a consistent level of design throughout the community include a Spanish-Mediterranean style with variation in the roofs, massing, color, and detail to ensure variety throughout the project. Landscaping, irrigation and maintenance details for the site have been included within the Specific Plan for appropriate plant and tree species, for landscaping of street, project entries, slopes, ground cover and for screening.



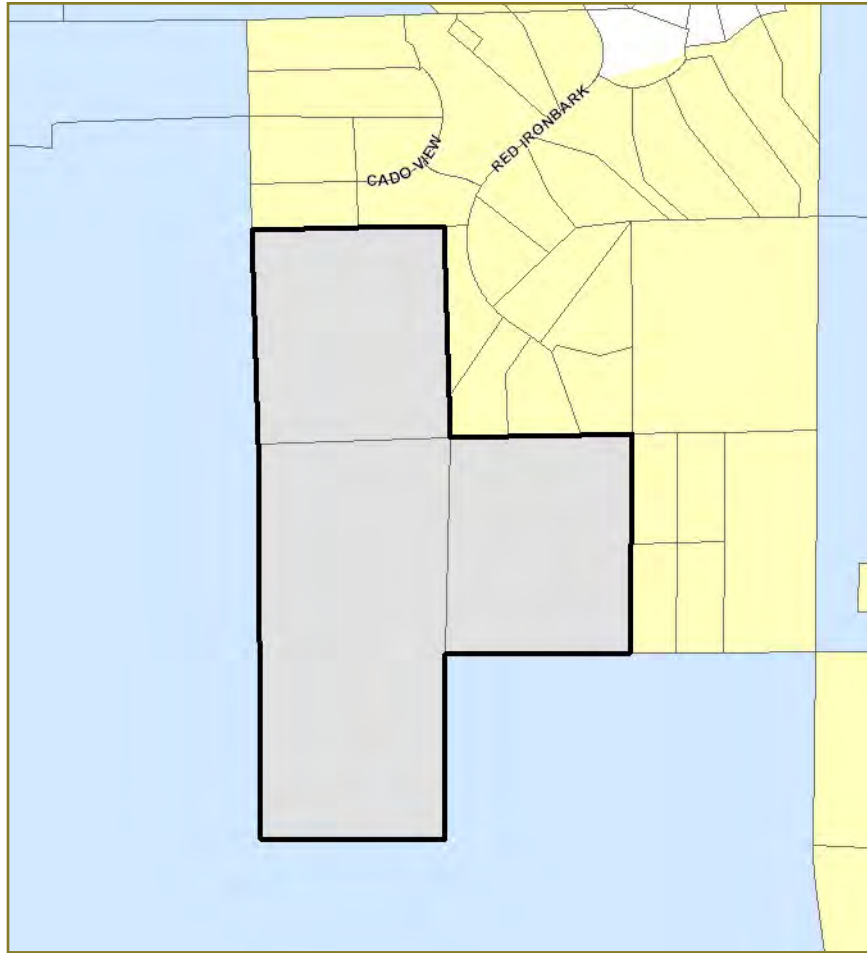


Figure II-10

2. Sager Ranch (Daley Ranch) SPA #2

Location: In the northeastern portion of the planning area, primarily accessed from Valley Center Road.

Size: Approximately 150 gross acres (Figure II-10).

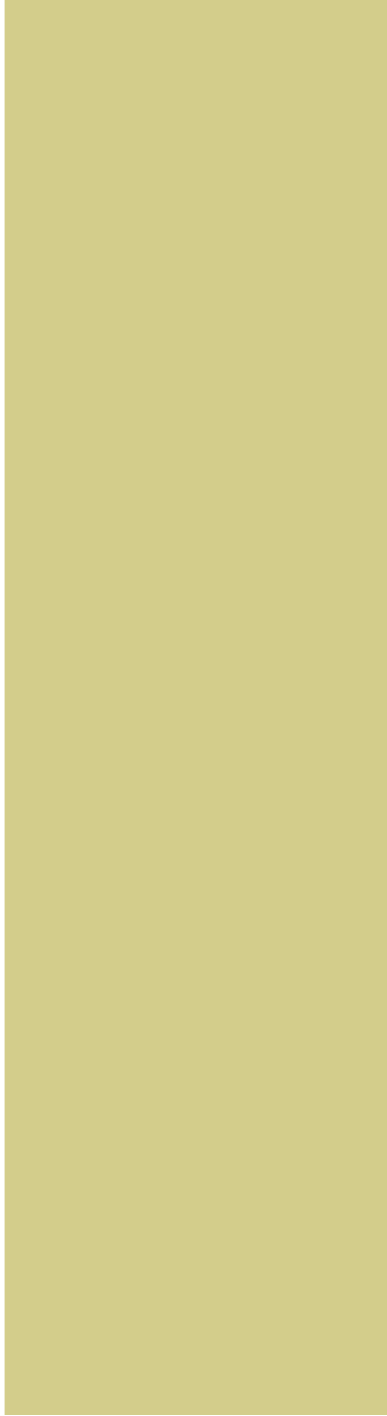
Current Status: The Specific Plan Area is undeveloped.

Adopted Plan Details: None

SPA 2 Guiding Principles:

Based on several varying factors, including those enumerated in Item C below, the ultimate density of the project may range from Rural I (one unit per 4, 8 and 20 acres) to Estate I (one unit per 1, 2, 4 and 20 acres). Development of the property may also include a rural resort / equestrian facility. The specific use(s), density and/or intensity of development shall be specified in the Sager Ranch Specific Plan which shall be supported by site specific technical studies, regarding public services, utilities and traffic, and environmental review to determine the appropriate use, density and intensity.





Should such technical studies demonstrate that the factors enumerated in Item 3 below will be satisfied, the project may include residential densities in excess of those delineated above up to a maximum of 100 units and/or non-residential use(s) which are compatible with surrounding uses, including the Daley Ranch.

In addition to meeting the specific plan requirements of the State Government Code, Sager Ranch shall be developed under the following conditions:

A. Residential/Rural-Equestrian Resort Facility:

1. The design of all development shall be subject to consistently applied architectural review to avoid adverse impacts.
2. Trail connections from Sager Ranch into Daley Ranch shall be coordinated with the City’s Master Plan of Trails and located to the satisfaction of the City to avoid creating new trails within Daley Ranch.

B. Conservation:

1. Adequate measures shall be implemented to ensure against contamination of Lake Dixon and the Lake Dixon drainage areas and to protect the same from the impacts of runoff and waste water.
2. Adequate measures shall be developed to minimize grading requirements and avoid development on steep slopes and ridge lines.

C. Public Services:

1. Appropriate levels of public services and utilities shall be provided that shall be a factor in determining the ultimate density for the project:
 - a) Vehicular routes to and from the Specific Planning Area onto the adjacent road network;
 - b) Sewage facilities and infrastructure;
 - c) Water facilities and infrastructure for potable and irrigation uses;
 - d) Storm water and drainage facilities and infrastructure;
 - e) Public schools;
 - f) Fire and police protection;
 - g) Parks and recreation areas; and
 - h) Any other public facilities and services reasonably necessary to assist applicable public agencies in fulfilling their respective obligations to provide service to residents within the Specific Planning Area.



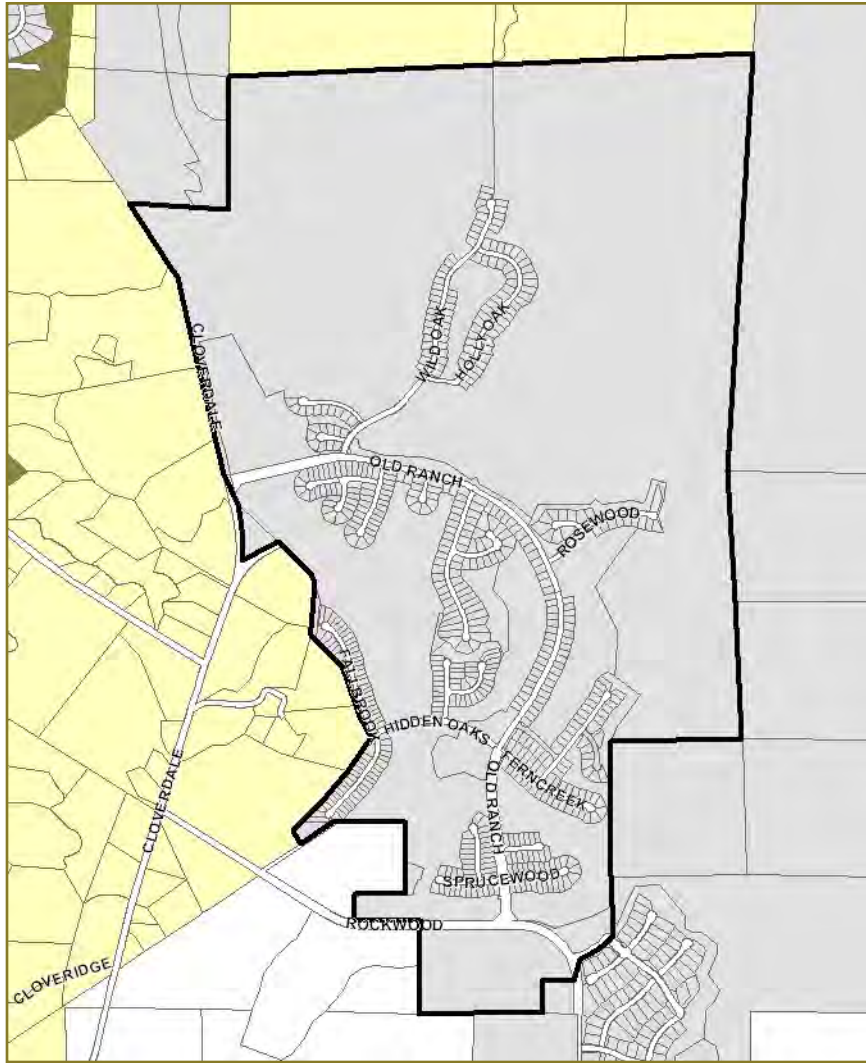


Figure II-11

3. Rancho San Pasqual (Eagle Crest) SPA #3

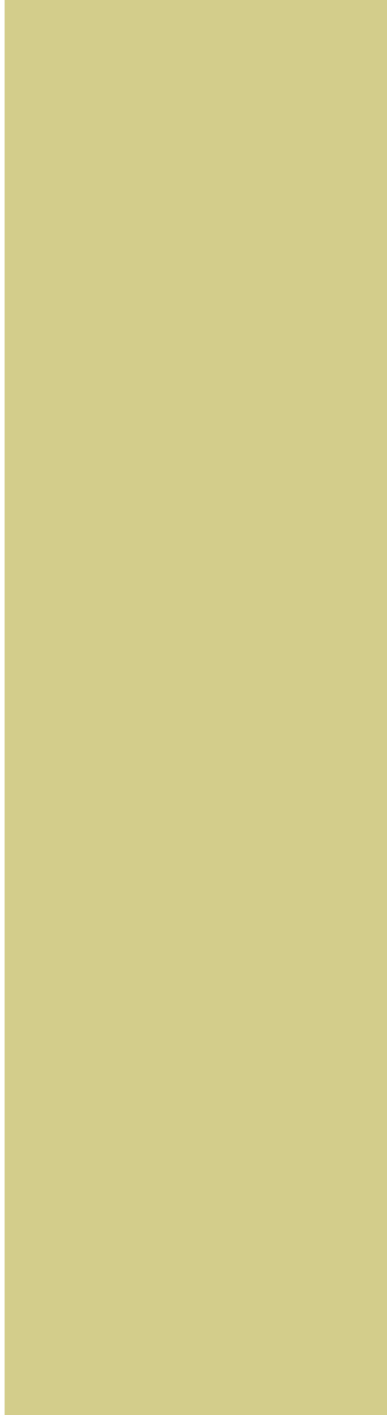
Location: In the eastern portion of the planning area, accessed from Cloverdale Road and Rockwood Road.

Size: Approximately 872 gross acres (Figure II-11).

Current Status: The Specific Plan Area is developed with 580 single family homes.

Adopted Plan Details: The Eagle Crest Specific Plan establishes development standards and guidelines for this SPA. The project is a planned community with a mixture of residential land use densities, a golf course and club house. A 32-acre public community park located on the south side of Rockwood Road with hiking trails and a staging area are included as features of the Specific Plan.





SPA 3 Guiding Principles:

Single-family residential units are integrated into a cohesive community structure that addresses compatibility with existing and planned surrounding land uses; planning objectives of the city; prevailing and forecasted marketing trends; topographic and other important natural features. The Specific Plan incorporates a sensitive grading design, preservation of skyline ridges, significant natural resources and visually prominent hillside areas with residential and recreational uses.

The open space system provides an implementing mechanism to protect important natural resources, major ridgelines and hillside areas in their natural state through the homeowners’ association as approved by the Community Development Director. Provisions for open space transition areas, recreation corridors into adjacent properties and recreation uses for the community are also included. The open space plan is comprised of conservation viewshed and scenic areas, golf course, community facilities and major roadways.

The circulation system for the Specific Plan includes a private gated roadway designed to city standards, based upon a loop concept that takes access from Cloverdale Road and Rockwood Road. The system connects directly to all residential neighborhoods within the project through private streets. Regional access to the Specific Plan is provided by San Pasqual Valley Road. Municipal utilities and services (water, sewer, police, and fire) are provided to the site.



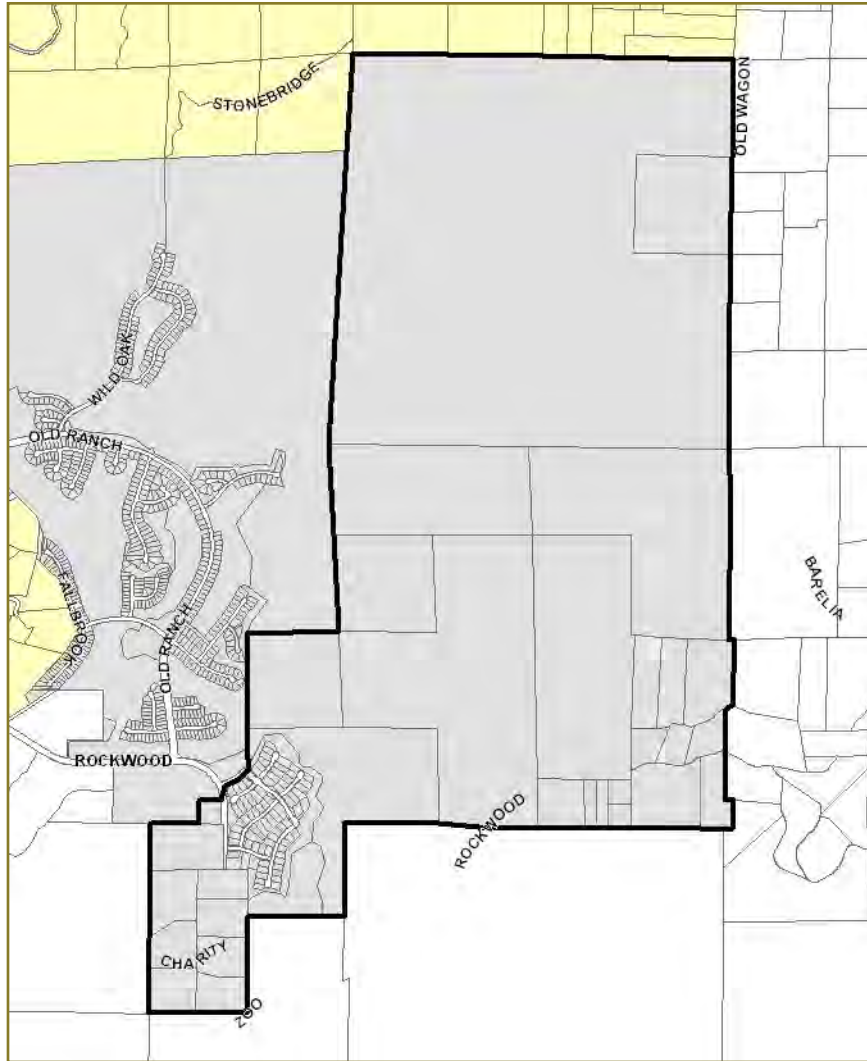


Figure II-12

4. Valley View SPA #4

Location: In the eastern portion of the planning area, accessed from Rockwood Road.

Size: Approximately 1,590 gross acres (Figure II-12).

Current Status: The Specific Plan Area is partially developed.

Adopted Plan Details: The Rancho Vista Monte Specific Plan establishes development standards and guidelines for a portion of this SPA. The project includes a planned community on 133 acres involving 80 single family units with 81 acres of the site preserved as open space. Remaining portions of the SPA do not have an approved Specific Plan.



SPA 4 Guiding Principles:

The SPA envisions an upscale, large lot single-family residential community, organized around a comprehensively planned open space system. The development may include a golf course and luxury resort hotel with extensive amenities in exchange for residential units determined to have the same impact. The aesthetic and rural character of the area will be maintained in accordance with strict site planning, architectural, and landscaping standards. The luxury resort, if proposed, shall fully mitigate all fiscal, environmental, and public facility impacts to the satisfaction of the city.

Development as described above shall not be permitted in this area unless a Specific Plan is adopted by the City Council, pursuant to requirements of the State Government Code. A property owner within the SPA may elect to develop his/her property prior to adoption of a Specific Plan through a development application to the County. The development permitted should be of a low density so as not to preclude the desired land use pattern described above.

The Specific Plan shall address the following issues:

A. Land Use:

1. The maximum theoretical yield of any Specific Plan within the SPA shall be determined by applying the slope density formula of the Rural II designation. Increased yield may be granted by the City Council through approval of a development agreement which will result in on-site and/or off-site community benefits above and beyond the impacts of the project(s). This potential increased yield shall not result in a total of more than 800 dwelling units for the entire SPA.
2. No development shall be permitted on slopes greater than 35 percent. Lands in this area shall be preserved as open space.
3. All residential development shall be detached, single-family units. The minimum lot size shall be 1 acre, unless smaller lots are approved only in conjunction with a development agreement.
4. Recreation facilities to serve the needs of the residential community shall be provided in conveniently located sites.



B. Traffic Circulation:

The Specific Plan shall comprehensively analyze the traffic and emergency access demands placed on Circulation Plan roadways, recognizing the impacts to adjacent developments. A circulation system shall be implemented that will provide safe access for residents within the SPA and maintain a level of service standard of "C" on roadways beyond the SPA to the satisfaction of the city. The improvement of Rockwood Road shall be closely coordinated with development.

C. Public Facilities:

The Specific Plan shall include a comprehensive analysis of public service and utility requirements and establish appropriate financing mechanisms and phasing programs to meet such requirements to the satisfaction of the city.

E. Design Considerations:

1. The Specific Plan shall contain a system of open spaces, including recreation areas, trails, and permanent open space areas and appropriate mechanisms to develop and maintain the open space system.
2. The Specific Plan shall contain development standards and guidelines to minimize grading requirements and to prohibit development on steep slopes and skyline ridges.
3. The Specific Plan shall include landscaping guidelines that maximize the use of native vegetation.
4. Development and open space areas shall be coordinated with the San Dieguito River Valley Regional Open Space Park and appropriate regional open space planning efforts.

E. Development of Areas within the Specific Planning Area, but Without an Adopted Specific Plan:

The "maximum theoretical density" of any development within the Valley View Specific Planning Area but without an adopted specific plan shall be determined by applying the slope density formulas of the Rural I category for areas over 25 percent slope, and Rural II for areas under 25 percent slope. Said development shall satisfy all public facility impacts and may require additional technical studies to determine specific mitigation measures.

GENERAL PLAN LAND USES

Residential

- Rural I: 1 du/ 4,8,20 acres (R1)
- Rural II: 1 du/ 2,4,20 acres (R2)
- Estate I: 1 du/ 1,2,4,20 acres (E1)
- Estate II: 1 du/ 0.5, 1,20 acres (E2)
- Suburban: Up to 3.3 du/acre (S)
- Urban I: Up to 5.5 du/acre (U1)
- Urban II: Up to 12 du/acre (U2)
- Urban III: Up to 18 du/acre (U3)
- Urban IV: Up to 24 du/acre (U4)
- Urban V: Up to 30 du/acre (U5)

Commercial

- General Commercial (GC)
- Neighborhood Commercial (NC)
- Planned Commercial (PC)
- Office (O)
- Planned Office (PO)

Industrial

- Light Industrial (LI)
- General Industrial (GI)
- Industrial Office (IO)

Other

- Public Land/Open Space (P)
- Specific Plan Area (SPA)
- SPA Boundary

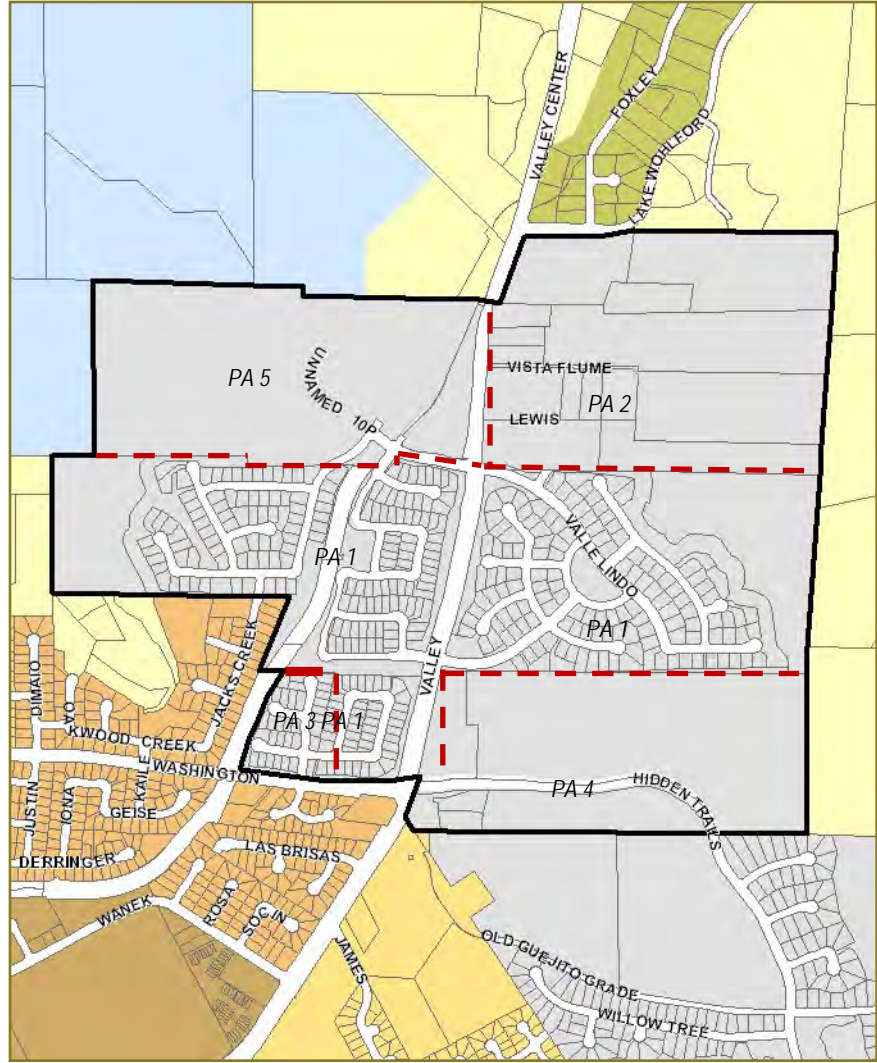


Figure II-13

5. Northeast Gateway SPA #5

Location: In the northeastern portion of the planning area, accessed from East Valley Parkway.

Size: Approximately 418 gross acres (Figure II-13).

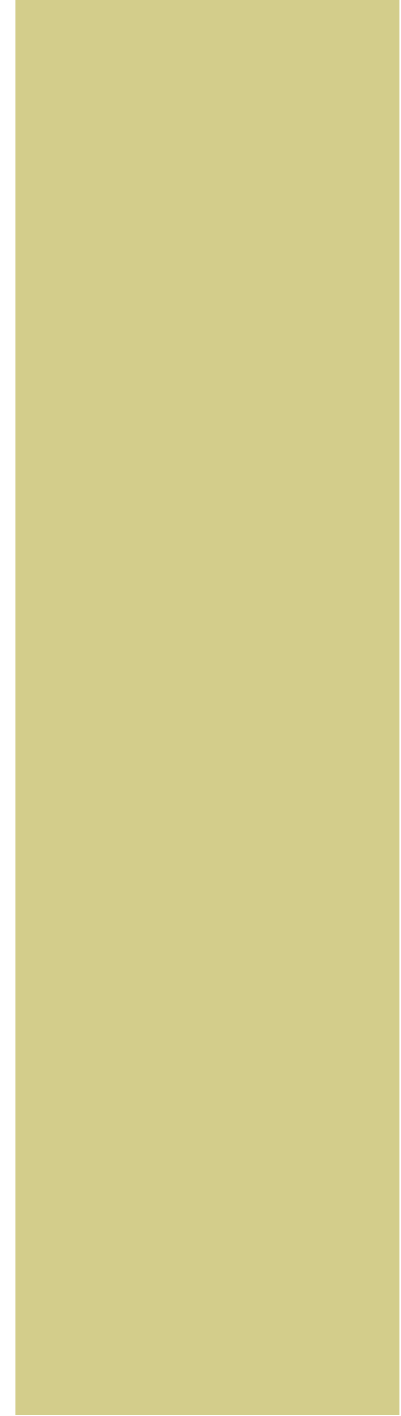
Current Status: The Specific Plan is partially developed and divided into five (5) Planning Areas with individually approved projects in portions of the SPA.

Adopted Plan Details: The Northeast Gateway Specific Plan establishes lot sizes, development standards and guidelines for the entire area allowing a maximum of 517 dwelling units that may be transferred throughout the site subject to city approval.

SPA 5 Guiding Principles:

The SPA envisions an upscale, large lot single-family residential development integrated with parks, trails and open space, and Ryan Community Park serving as a focal point. Alignment for hiking trails within the SPA shall conform to the City’s Master Plan of Trails. Special emphasis shall be placed on criteria assuring high-quality architectural design for the residences, preservation of all slopes over 25% as open space, and sensitivity to views along Valley Parkway and other public streets. Nonresidential uses within the SPA may develop under a Conditional Use Permit without the benefit of a specific plan provided such uses establish compatibility with surrounding uses. Details regarding each Planning Area (PA) include:

- PA 1: A total of 340 units have been approved for this area.
- PA 2: The design of the residences and parkway design shall be compatible with Planning Area 1. The development in this area will be at a lower density than Planning Area 1.
- PA 3: A total of 30 units have been approved for this area.
- PA 4: Includes Ryan Community Park, a public high school and residential land uses (adjacent to the southeastern corner of Hidden Trails Drive and Valley Parkway). The minimum lot size shall be one acre.
- PA 5: This area is primarily be devoted to open space, recreational or other similar uses determined appropriate by the City.



7. Bernardo Mountain SPA #7 (Deleted)

Location: On the northern shore of Lake Hodges, west of Interstate 15 and accessed from Via Rancho Parkway.

Size: Approximately 317 gross acres.

Current Status: The Specific Plan is vacant.

Adopted Plan Details: None

SPA 7 Guiding Principles:

The SPA formerly had development opportunity but was subsequently purchased by the San Dieguito River Park Joint Powers Authority as open space and integrated into the park system. No commercial or residential development is anticipated for the SPA and it is identified as “Open Space / Parks” on the General Plan Land Use Map.



GENERAL PLAN LAND USES

Residential

- Rural I: 1 du/ 4,8,20 acres (R1)
- Rural II: 1 du/ 2,4,20 acres (R2)
- Estate I: 1 du/ 1,2,4,20 acres (E1)
- Estate II: 1 du/ 0.5, 1,20 acres (E2)
- Suburban: Up to 3.3 du/acre (S)
- Urban I: Up to 5.5 du/acre (U1)
- Urban II: Up to 12 du/acre (U2)
- Urban III: Up to 18 du/acre (U3)
- Urban IV: Up to 24 du/acre (U4)
- Urban V: Up to 30 du/acre (U5)

Commercial

- General Commercial (GC)
- Neighborhood Commercial (NC)
- Planned Commercial (PC)
- Office (O)
- Planned Office (PO)

Industrial

- Light Industrial (LI)
- General Industrial (GI)
- Industrial Office (IO)

Other

- Public Land/Open Space (P)
- Specific Plan Area (SPA)
- SPA Boundary

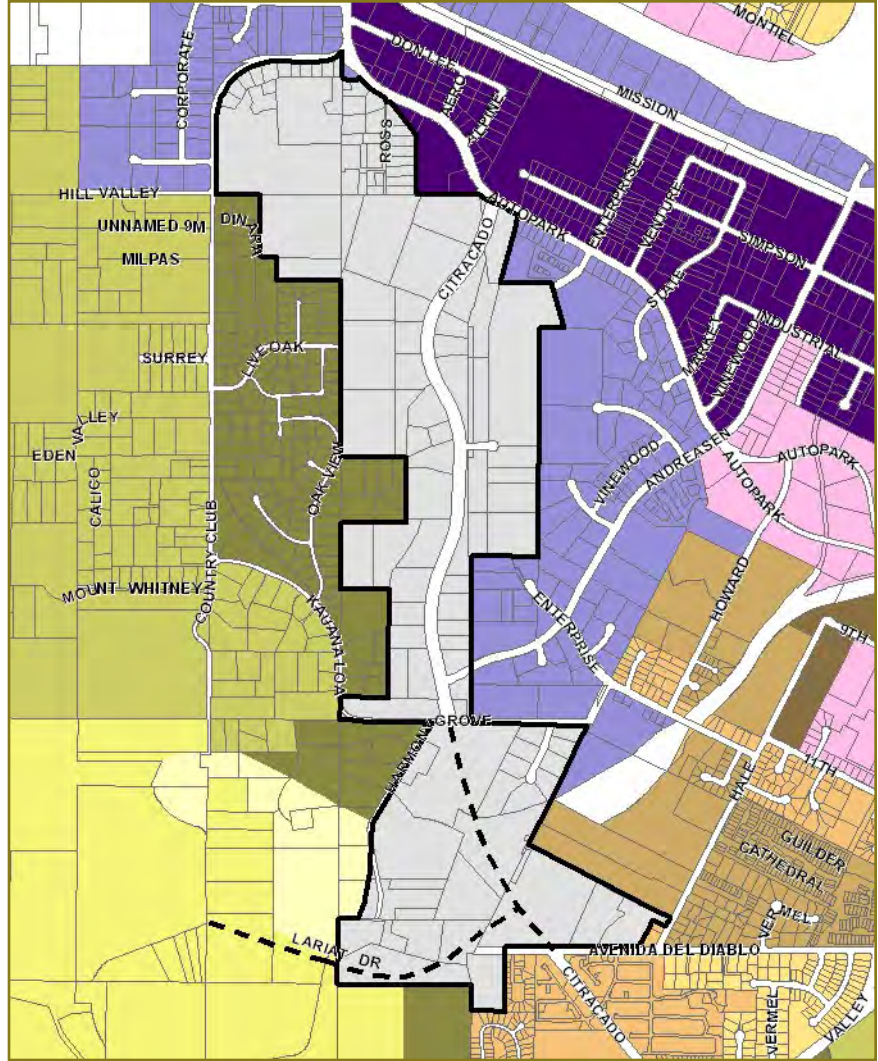


Figure II-15

8. Escondido Research Technology Center (Harmony Grove) SPA #8

Location: On the western side of the Planning Area along Citracado Parkway between Auto Park Way and Avenida del Diablo.

Size: Approximately 476 gross acres (Figure II-15).

Current Status: The Specific Plan is partially developed.

Adopted Plan Details: The Escondido Research Technology Center (ERTC) Specific Plan, and The Harmony Grove Industrial Park Specific Plan establish development standards and guidelines for 186 acres and 15 acres respectively. Both projects include employment land uses on lots ranging from approximately 1-40 acres. The remaining properties within the SPA require Specific Plan approval to establish development standards and guidelines.

SPA 8 Guiding Principles:

The project envisions a high quality business park, encouraging clean research and development, medical office and Industrial Park uses to expand Escondido’s employment base, increase median incomes and improve the community’s jobs/housing balance. Specific Plan(s) shall include attractive design standards, landscape features, integrated recreation, and compatible land uses. General guidance for these development standards may be similar to and derived from the ERTC and Harmony Grove Specific Plans.

Increased building heights and intensities shall be focused along Citracado Parkway and in areas more distanced from residential uses to ensure compatibility. Primary access to non-residential areas within the Specific Plan Area south of Andreason Street shall be from Citracado Parkway and Lariat Drive. Vehicular access to nonresidential land uses from Harmony Grove Road west of Citracado Parkway shall be prohibited. Attention shall be given to buffer the semi-rural residential areas along “edges” near Harmony Grove Road (west of Citracado Parkway), Kauana Loa Drive and in the Eden Valley area by incorporating land uses, building heights, architectural materials, building orientations, setbacks, colors, screening, lighting and signage that are harmonious with adjacent lower intensity land uses.

The Specific Plan(s) shall include programs addressing legal non-conforming residential uses that ensure their eventual integration into future planned business park operations while allowing their continued operation prior to transitioning to non-residential uses. Criteria and standards for proposed grading, multimodal transportation, and utility extensions shall be included to avoid adverse impacts and allow integration of adjacent SPA properties.

The drainage areas running north and south through the center of this Specific Planning Area, as well as Escondido Creek, represent a desirable visual amenity. The Specific Plan shall include provisions for the enhancement of riparian areas and for the incorporation of the Escondido Creek Trail into the ultimate development plans while minimizing impacts to these resources.



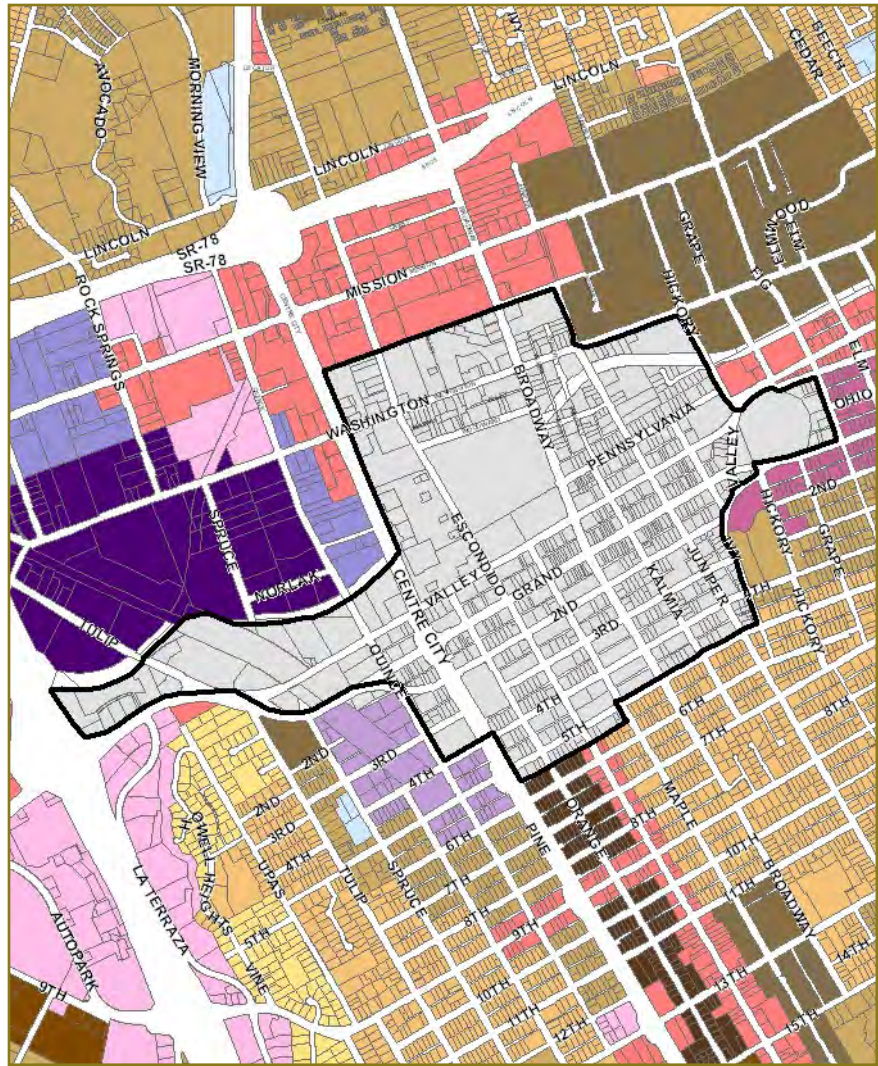


Figure II-16

9. Downtown SPA #9

Location: Central Escondido generally located east of Interstate 15, north of 6th Avenue, south of Mission Avenue and west of Fig Street

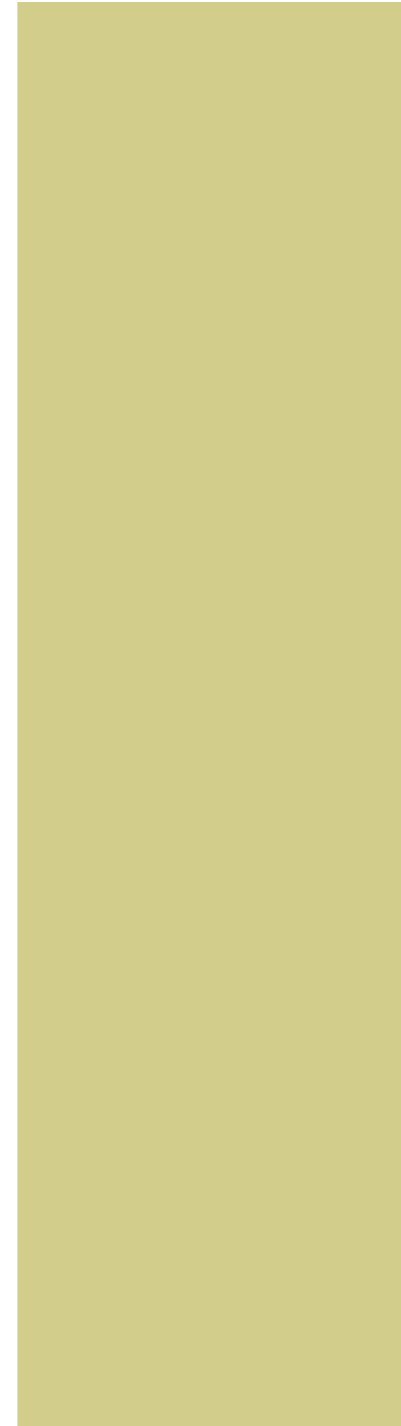
Size: Approximately 475 gross acres (Figure II-16).

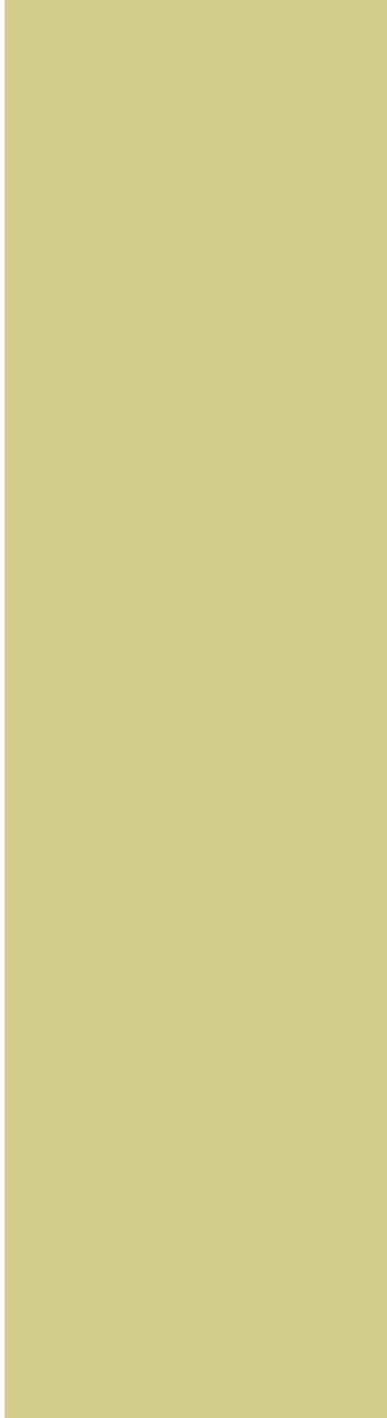
Current Status: The Specific Plan is divided into seven (7) Districts. The area includes a historic walkable retail and service core around Grand Avenue with suburban-style shopping centers on the western and northern sides. A historic residential neighborhood borders the downtown on the south with office and retail to the east.

Adopted Plan Details: The Downtown Escondido Specific Plan establishes development standards and guidelines for the SPA. Projects are approved based on their conformance with Specific Plan standards, guidelines, and principles allowing up to 5,275 dwelling units.

SPA 9 Guiding Principles:

- 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.





10. SPA #10 (Deleted)

This SPA was deleted from the General Plan pursuant to General Plan Amendment 95-02 / Resolution #96-32

11. Montreaux SPA #11 (Deleted)

The SPA formerly had development opportunity but was subsequently purchased by the County of San Diego as open space and integrated into the regional open space system. No commercial or residential development is anticipated for the SPA and it is identified as “Open Space / Parks” on the General Plan Land Use Map.



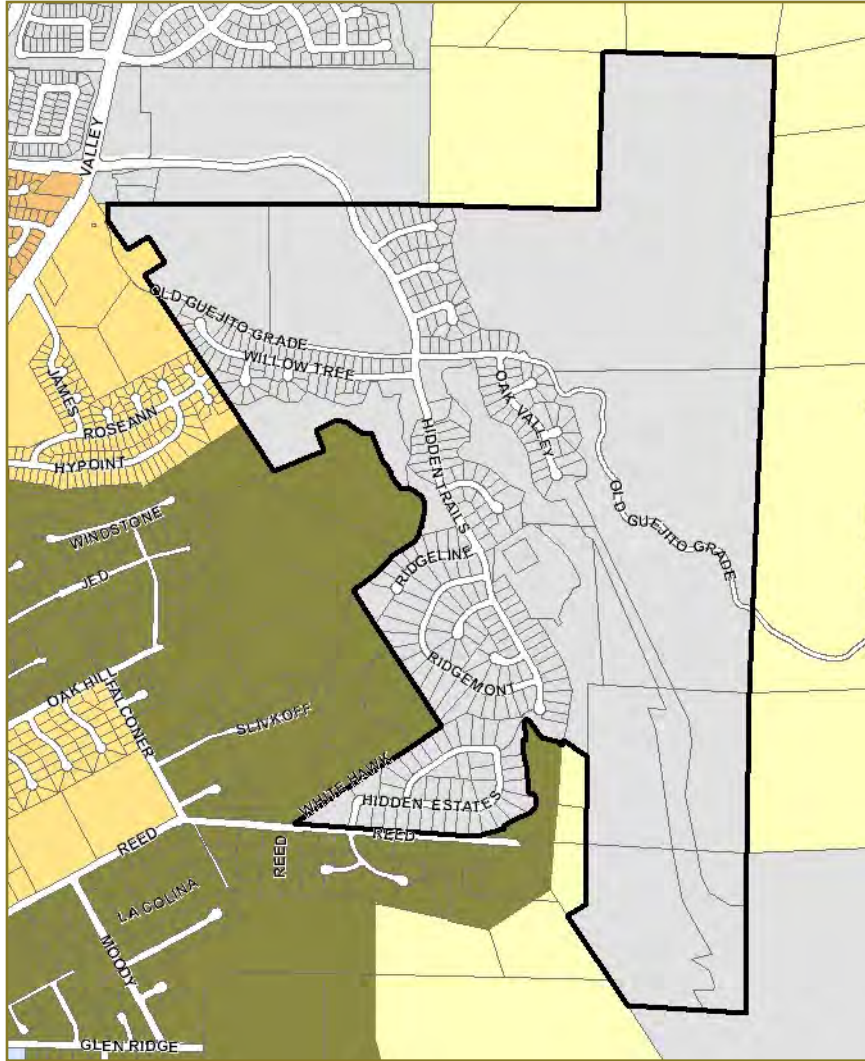
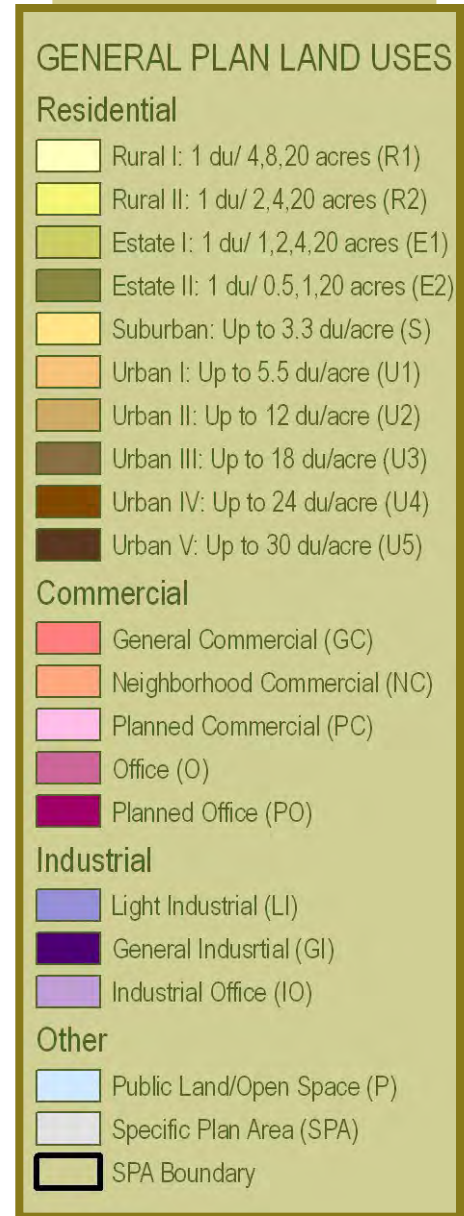


Figure II-17



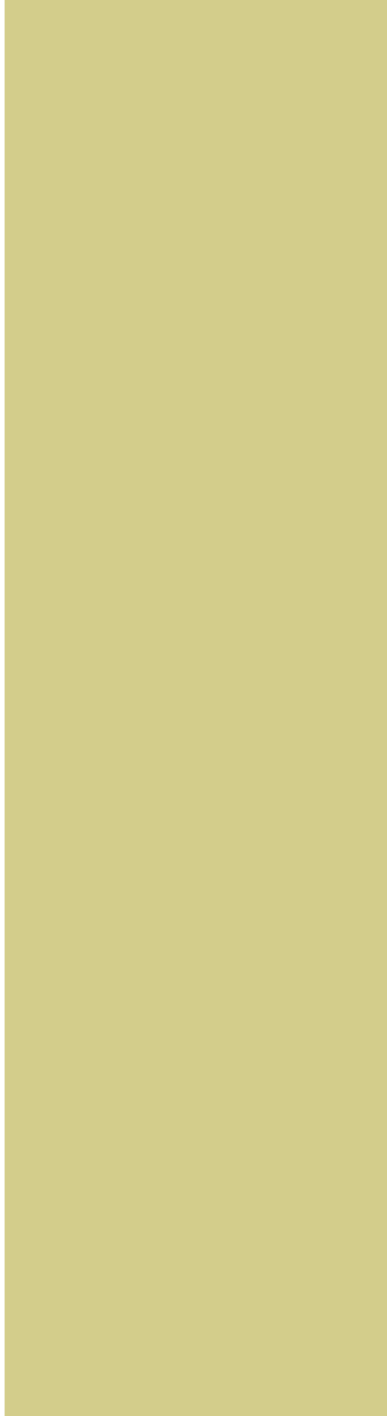
12. Hidden Trails (East Grove) SPA #12

Location: In the eastern portion of the planning area, accessed from Hidden Trails Road.

Size: Approximately 500 gross acres (Figure II-17).

Current Status: The Specific Plan Area is developed with 291 single family homes (completed) and up to six (6) agricultural home sites that are partially built out (297 total units).

Adopted Plan Details: The East Grove Specific Plan establishes development standards and guidelines for this SPA. The project is a planned community with a mixture of residential land use densities clustered on the more level portions of the site and surrounded by steeper open space and agricultural areas.



SPA 12 Guiding Principles:

The Hidden Trails Specific Plan integrates residential neighborhoods into a cohesive community structure and stresses the preservation of skyline ridges and significant natural resources by incorporating these features with recreational trails while allowing ongoing viable agriculture uses. Open space and circulation linkages provide separation and connectivity between each residential neighborhood, as well as providing access to surrounding areas. The project includes strict provisions for the protection and preservation of important biological habitat.

The Plan’s circulation system includes public streets designed to city standards, with two primary access points; Hidden Trails Road on the north, and Reed Road on the south. All streets are consistent with the Circulation Element and city design standards. In addition, the Specific Plan includes 3+ miles of public recreational trails along the Cloverdale and Old Guejito Grade Road alignment as detailed in the Specific Plan.



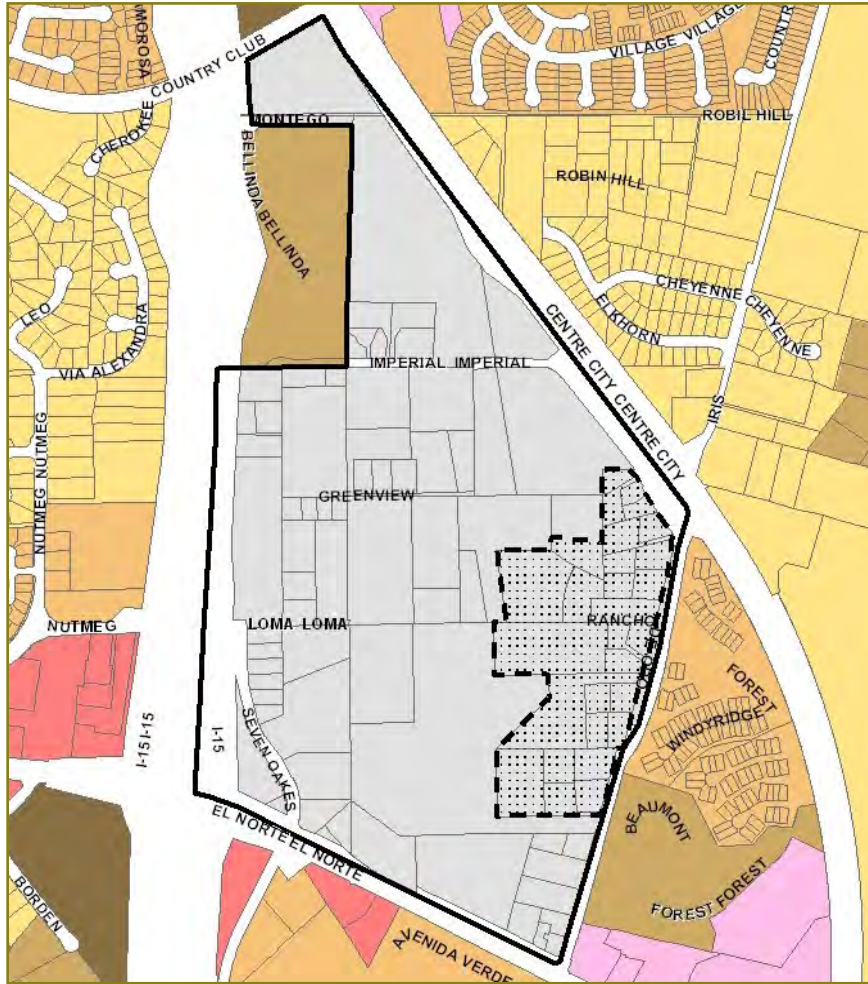


Figure II-18



13. Imperial Oakes Corporate Center SPA #13

Location: In the northern portion of the planning area, bounded by Interstate 15 on the west, Country Club Lane on the north, El Norte Parkway on the south, Iris Lane and Centre City Parkway on the east.

Size: Approximately 163 gross acres (Figure II-18).

Current Status: The Specific Plan Area is developed with visitor service and general retail uses, church, office, Rod McLeod Community Park, single family residential and vacant land. The site is bisected by SDGE overhead utility lines and there is limited access to the interior.

Adopted Plan Details: None

SPA 13 Guiding Principles:

- 1) The Specific Plan shall establish provisions for a comprehensively planned development focused on high paying, high employee density employment opportunities.

- 2) The Plan shall include Smart Growth principles, and provide details regarding the appropriate access points, unifying design themes, attractive development standards and guidelines, land uses, and the prioritization of infrastructure improvements to accommodate growth. In addition, opportunities for a public trail system or other public recreational amenity that will link to Rod McLeod Community Park shall be integrated into the plan.
- 3) Increased building heights and intensities shall be focused along Interstate 15 and in areas more distanced from the residential uses area to ensure compatibility. Employment uses shall integrate specific features to ensure compatibility with ~~semi-rural~~ the residential areas accessed from South Iris Lane by incorporating appropriate lower intensity land uses, building materials, heights, separation, orientation, colors, heights, screening, lighting and signage. Maximum densities in the residential area of the Specific Plan (identified in the map) shall be consistent with the Urban I single family land use designation.
- 4) The Specific Plan(s) shall include programs addressing legal non-conforming residential uses that ensure their eventual integration into future planned business park operations while allowing their continued operation prior to transitioning to non-residential uses. Criteria and standards for proposed grading, circulation, and utility extensions shall be included to avoid adverse impacts and allow integration of adjacent SPA properties.



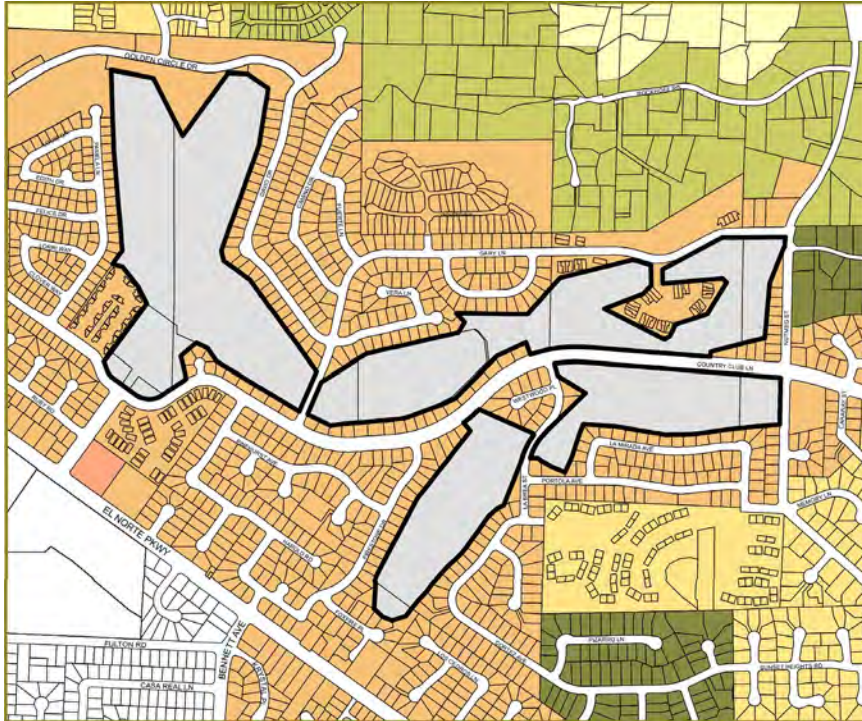


Figure II-19

14. The Villages SPA #14

Location: The Project site is located in the northwest portion of the City, along both sides of West Country Club Lane, west of Nutmeg Street.

Size: Approximately 109.3 acres (Figure II-19).

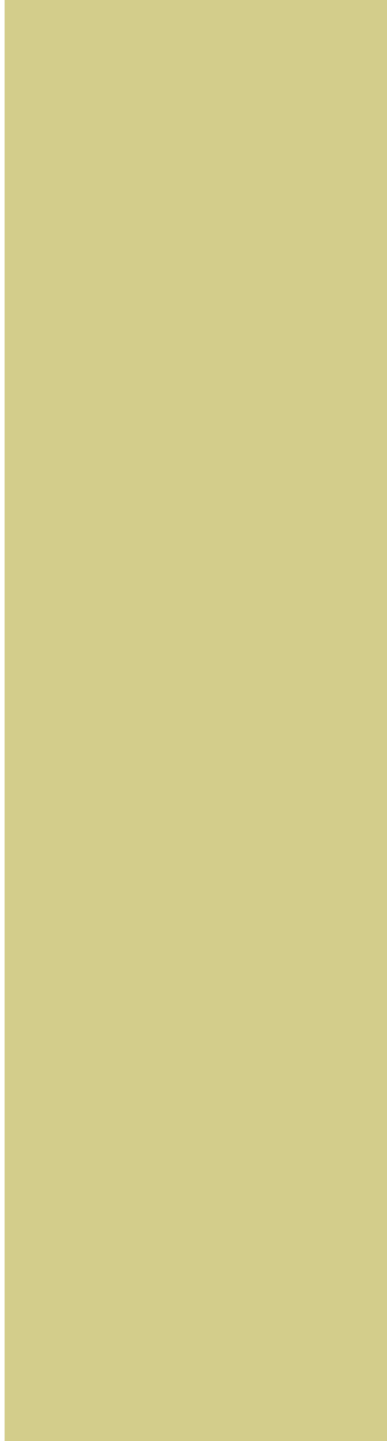
Current Status: privately owned land consisting primarily of an abandoned 18-hole golf course.

Adopted Plan Details: The Villages Specific Plan establishes developments standards and guidelines for this SPA. The project is a planned community with that includes a total of 380 residential homes at 3.5 dwelling units per acre; approximately 48.9 acres of permanent open space with active greenbelts; 3.5 acre of parks; and recreational, social, and community amenities in a VillageCenter

SPA 14 Guiding Principles:

The subject site provides a unique opportunity to allow for a compact mixed-use village in an already urbanized area, with existing infrastructure in place. The Specific Plan shall confer citywide benefits of infill development through goals and policies designed to incorporate smart growth principles.





The Specific Plan shall also establish provisions for comprehensively planned development, focused on context sensitivity, to ensure to ensure that the new development is compatible with existing community character.



SPA 15 Guiding Principles:

The South Centre City Specific Plan brings together detailed regulations into a focused development scheme to improve community health, safety, sustainability, and economic prosperity, while respecting the unique character of South Centre City and preserving the southern gateway character. The guiding principles of the Specific Plan are to:

- 1) Incorporate smart growth principles which promote compact, walkable development patterns in close proximity to transit and strong multi-modal connections. Some areas within the planning area are envisioned to be future activity centers that are close to a mixture of land uses, including housing, schools, retail and services, and public amenities
- 2) Identify sites for specific types of development of a variety of sizes and intensities, and include both new single use/type development in mixed-use settings, as well as more comprehensive mixed-use projects.
- 3) The Specific Plan shall preserve the character of established residential neighborhoods along South Centre City Parkway and adjacent streets, while encouraging positive changes and revitalization. Increased building intensities and use types shall be focused along future activity centers. Maximum residential densities shall be 30 units per acre. New development standards and design guidelines will make sure that new development fits into its physical setting and transitions in scale and mass.
- 4) The Specific Plan shall establish opportunities for urban linear parks, a shared use trail for pedestrians and bicyclists, and venues for public art.

Four (4) contiguous General Plan Target Areas were combined for the South Centre City Specific Plan, including the South Quince Street Target Area, the South Escondido Boulevard/Centre City Parkway Target Area, the South Escondido Boulevard/Felicita Avenue Target Area, and the Centre City Parkway/Brotherton Road Target Area. By design, the Specific Plan implements the principal core themes and associated “Guiding Principles” of each Target Area. Through detailed development regulations, the Specific Plan also ensures that future projects and investments within the planning area contribute to achieving the build-out vision of each Target Area.



Plan Details: The East Valley Specific Plan establishes goals, policies, allowable land uses, development standards and guidelines for a wealth of topics are addressed as part of the plan including: mobility, open space and trails, economic development, sustainable and equitable development, and design.

Guiding Principles: The East Valley Specific Plan’s goals incorporate a dynamic mix of land uses to ensure planned residential, commercial, and open space uses are linked together through multi-modal transportation corridor. Connections to Escondido Creek Trail and aspiration to provide a unique and artistic identity seeks to revitalize the area and attract residents and businesses.





J. General Plan Opportunity Areas

General Plan Opportunity Areas (Target Areas and Specific Planning Areas) identify where land use changes are anticipated and encouraged to implement core themes of: a) opportunities to live, work, and play; b) protect, preserve and revitalize neighborhoods; and c) conserve and sustain resources (Figure II-19). Opportunity Areas incorporate smart growth principles that promote compact, walkable development patterns in close proximity to transit and strong multi-modal connections. In these areas the city will focus infrastructure improvements to promote development (and redevelopment), enhance job growth, increase housing options, and revitalize the community.

1. Specific Planning Areas

Refer to Section “I” for Specific Plan Opportunity Areas:

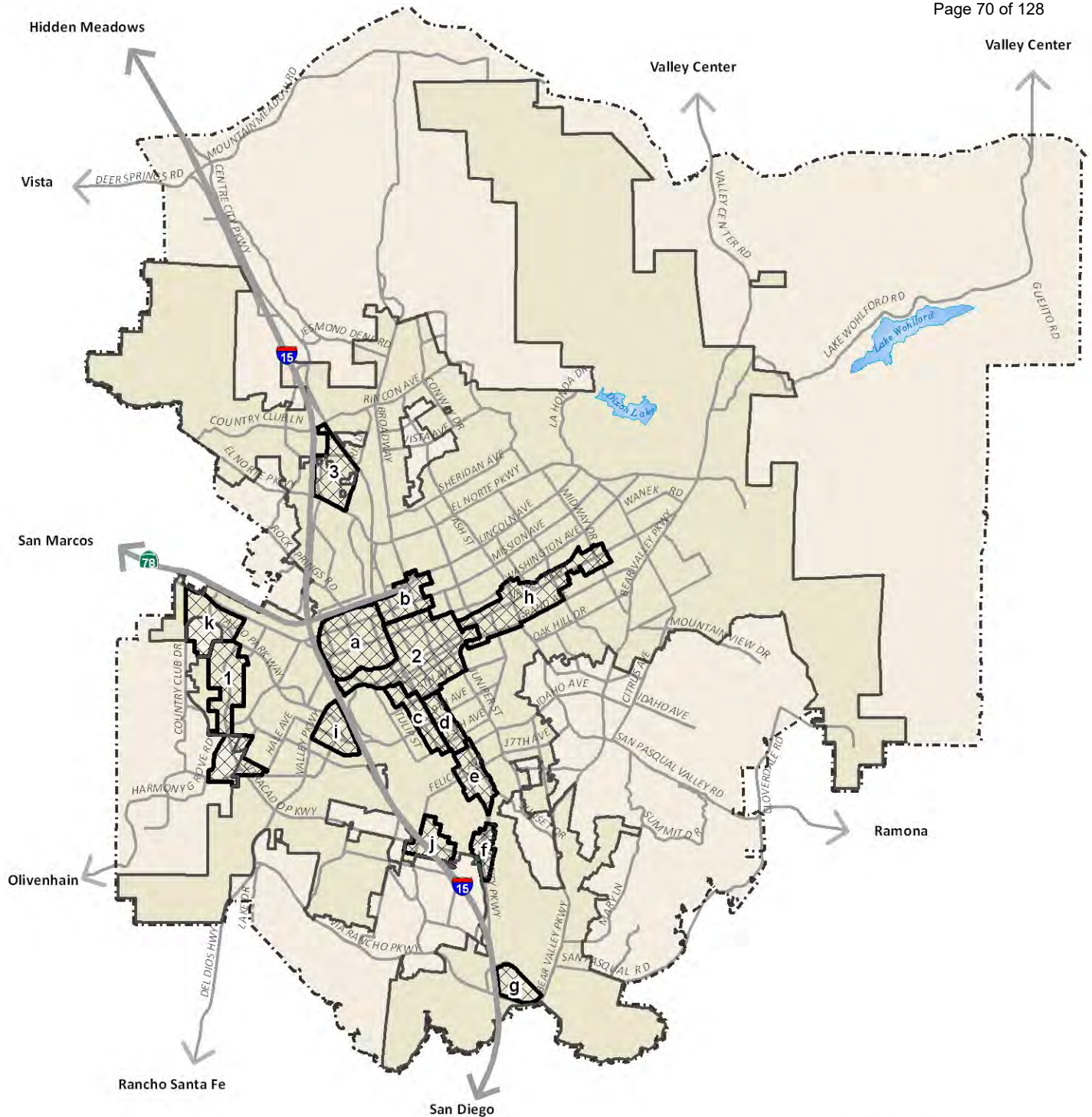
1. Escondido Research and Technology Center SPA #8
2. Downtown Escondido SPA #9
3. Imperial Oakes Corporate Center SPA #13

2. Target Areas

Target Areas include “Guiding Principles” for achieving the build-out vision. Underlying zoning will define land uses in concert with an “Area Plan” overlay to help guide development:

- a. Downtown Transit Station
- b. Highway 78 at Broadway
- c. South Quince Street
- d. S. Escondido Boulevard / Centre City Parkway
- e. S. Escondido Boulevard / Felicita Avenue
- f. Centre City Parkway / Brotherton Road
- g. Westfield Regional Shopping Center
- h. East Valley Parkway
- i. Promenade Retail Center and Vicinity
- j. Felicita Corporate Office Center
- k. Nordahl Road Transit Station

Aerial view of Downtown Escondido and East Valley Parkway which are identified as General Plan Opportunity Areas



Target Areas


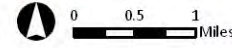
- a. Downtown Transit Station
- b. Hwy 76/ Broadway
- c. S. Quince Street
- d. S. Escondido Blvd/ Centre City Pkwy
- e. S. Escondido Blvd/ Felicitita Ave
- f. Centre City Pkwy/ Brotherton Rd
- g. Westfield Shoppingtown
- h. East Valley Parkway
- i. Promenade Retail Center & Vicinity
- j. Felicitita Corporate Office
- k. Nordahl Road Transit Station

Specific Planning Areas

- 1. Escondido Research Technology Center SPA #8
- 2. Downtown SPA #9
- 3. Imperial Oakes Corporate Center SPA #13

 Opportunity Areas

Legend

-  General Plan Boundary
-  City Limits
-  Highway
-  Lakes
-  0 0.5 1 Miles



Escondido General Plan

Opportunity Areas

Figure II-19

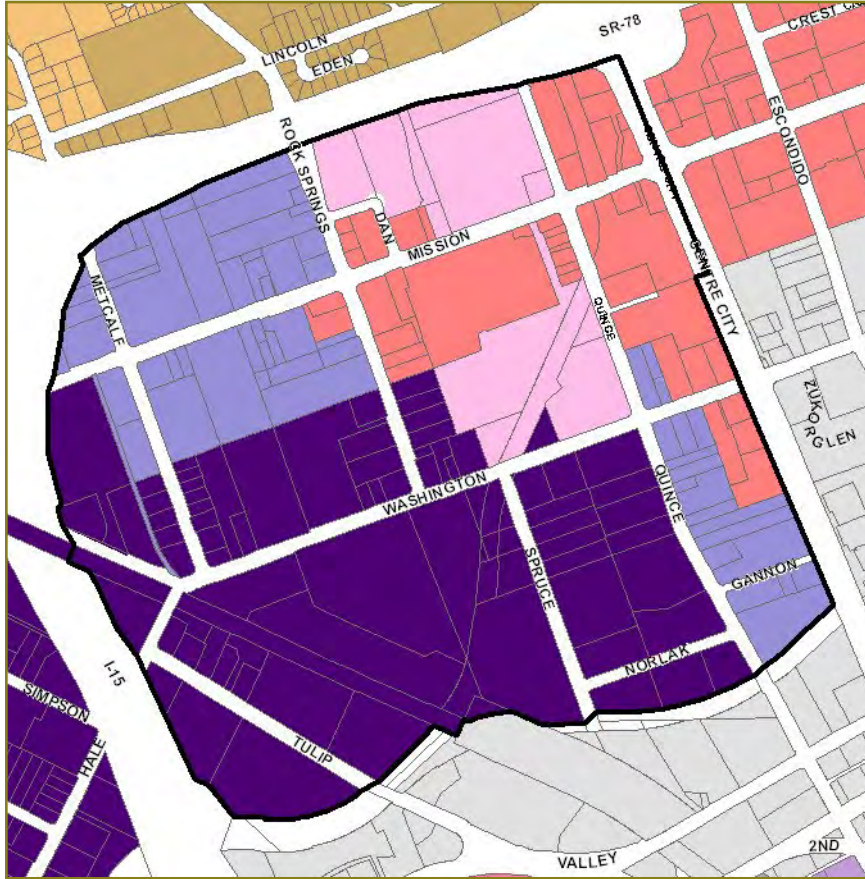


Figure II-20

a. Downtown Transit Station Target Area

Location: Southeast of Interstate 15 and Highway 78

Size: 296 acres (Figure II-20).

General Plan Designation: General Commercial (68 acres) Planned Commercial (14 acres) General Industrial (148 acres); Light Industrial (66 acres)

Current Status: Developed with low intensity general and auto-related and home improvement retail, restaurants, manufacturing, commercial / industrial services, building / landscaping / irrigation supply, concrete / asphalt production.

Target Area 1 Guiding Principles:

- 1) Establish the area north of the transit station and east of Reidy Creek and Rock Springs Road for locating a regional attraction involving entertainment, employment, commercial and residential uses incorporating unified development standards and design guidelines that also provide strong pedestrian connections to downtown.
- 2) Consider opportunities and incentives for increasing employment densities and attracting businesses with salaries that raise the city’s median income and improving the jobs/housing balance.



- 3) Allow existing construction material manufacturing, trash transfer, and agricultural supply land uses west of Reidy Creek to continue operating and prohibit similar new uses.

**Guiding Principles for Mission Avenue / Quince Street
 (Planned Commercial #12):**

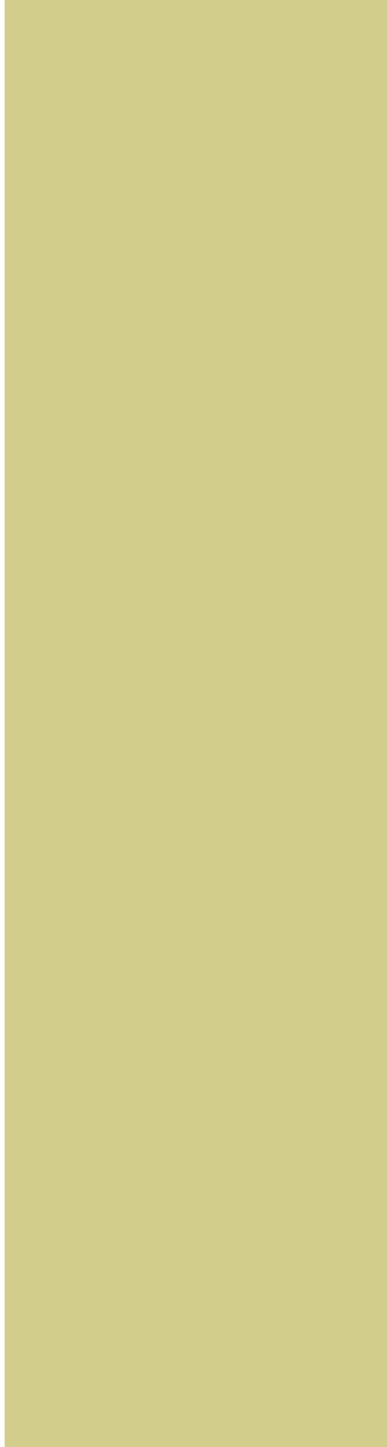
Land use shall include mid- to big-box retailers or other uses that could anchor revitalization efforts in the area. Design standards shall maintain a common architectural theme with colors, materials and landscaping that unifies the development.

**Guiding Principles for Washington Avenue / Quince Street
 (Planned Commercial #15):**

The site may continue to operate as an outdoor swap meet in accordance with the previously approved Conditional Use Permits for the use until such time the site is redeveloped, and also may be used or developed in ways consistent with existing zoning designations. Development of any parcel that requires a zone change or requests city participation in the nature of fee reductions, off-site improvements, or tax sharing shall require a Planned Development approval.

The site may be developed with a mix of commercial, office, retail, restaurant, and light industrial uses that support revitalization efforts throughout the area and take advantage of the Escondido Transit Center and SPRINTER Light Rail located two blocks to the south along Quince Street. New development should encourage consolidation of properties and incorporate “smart growth” design principles. The development also may include crossing or covering of the existing flood control channel. Enhancement along the channel (such as decorative fencing, landscaping, pedestrian-oriented features/amenities, etc.) also should be incorporated into future projects where appropriate. Traffic circulation and pedestrian patterns shall be coordinated when future development of the site is proposed to provide integrated access points and to ensure appropriate vehicular and pedestrian access between the individual parcels and adjacent streets.

In order to maintain appropriate levels-of-service on the surrounding street system and minimize potential air-quality impacts, the scale of development and nature of the uses shall be limited as necessary in order to generate no more than a cumulative total of 12,160 vehicle trips per day. Specific site and technical studies may be required, to address and/or mitigate any project specific impacts related to traffic/circulation, utilities, air quality, noise and hazardous materials associated with future development of the site, and as identified in the Mitigated Negative Declaration.



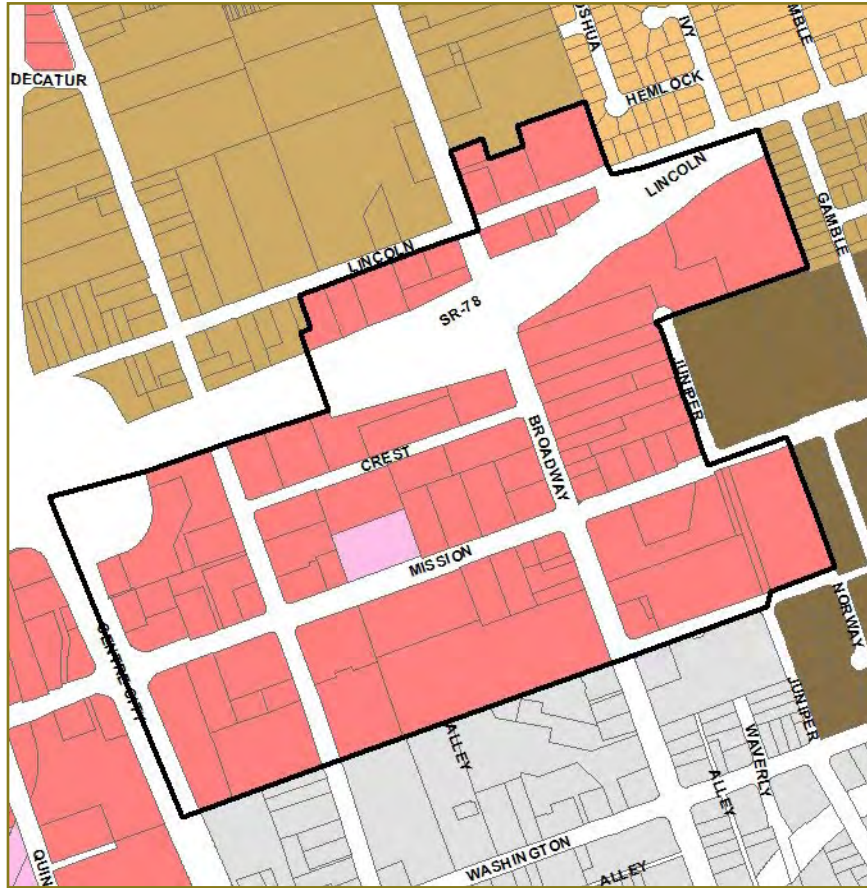


Figure II-21

b. Highway 78 / Broadway Target Area

Location: Terminus of Highway 78, north of downtown, east of Centre City Parkway, west of Juniper Street

Size: 122 acres (Figure II-21).

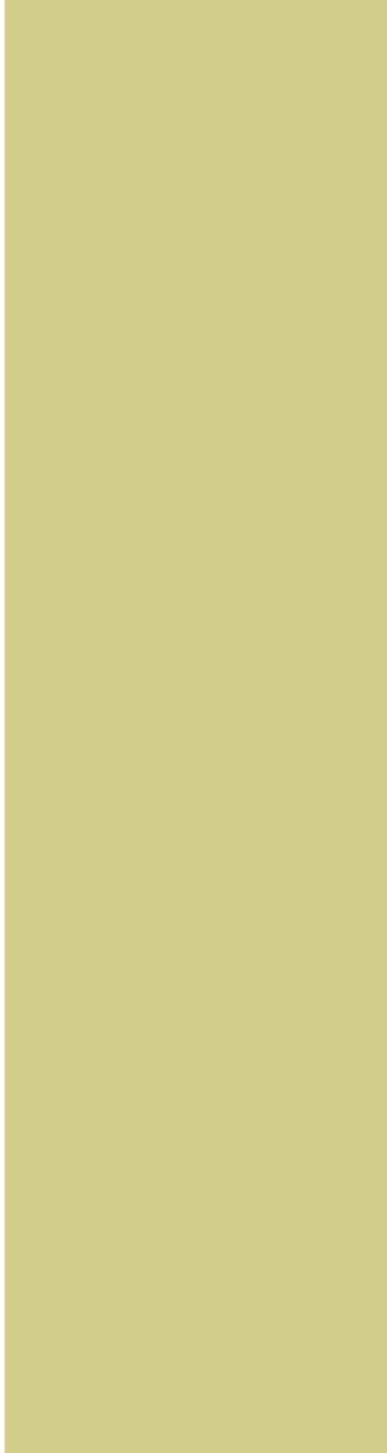
General Plan Designation: General Commercial (148 acres)

Current Status: Low intensity general and auto-related retail, restaurants, office and commercial services and supply

Target Area 2 Guiding Principles:

- 1) Evaluate opportunities to enhance vehicular entrance to the community along Highway 78 and consider a gateway element to the city along Lincoln Avenue.
- 2) Promote higher intensities along Broadway and consider establishing a unifying architectural and landscaping theme as a means to improve the overall image and serve as an entry into downtown.
- 3) Consider opportunities and incentives for increasing employment densities and attracting businesses with salaries that raise the city’s median income and improving the jobs/housing balance.



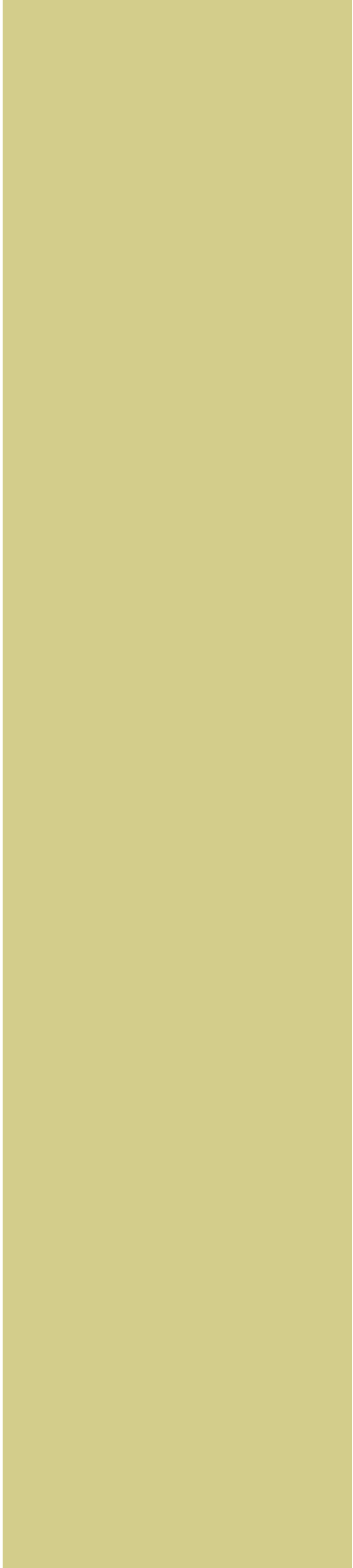


**Guiding Principles for Mission Avenue
(Planned Commercial Area #16):**

Land uses planned for this site include a self-storage facility up to four stories in height with limited retail/restaurant tenant area on the ground floor of the structure. Development standards shall include a Floor Area Ratio of 1.5 and building setbacks approximately 30 feet in width on all sides. On-site parking requirements for the various land uses shall be established through a site-specific parking study reviewed as part of a proposed Maser Development Plan for the project.

(Amended by PHG 16-0006, Ordinance 2016-11)





GENERAL PLAN LAND USES

Residential

- Rural I: 1 du/ 4,8,20 acres (R1)
- Rural II: 1 du/ 2,4,20 acres (R2)
- Estate I: 1 du/ 1,2,4,20 acres (E1)
- Estate II: 1 du/ 0.5,1,20 acres (E2)
- Suburban: Up to 3.3 du/acre (S)
- Urban I: Up to 5.5 du/acre (U1)
- Urban II: Up to 12 du/acre (U2)
- Urban III: Up to 18 du/acre (U3)
- Urban IV: Up to 24 du/acre (U4)
- Urban V: Up to 30 du/acre (U5)

Commercial

- General Commercial (GC)
- Neighborhood Commercial (NC)
- Planned Commercial (PC)
- Office (O)
- Planned Office (PO)

Industrial

- Light Industrial (LI)
- General Industrial (GI)
- Industrial Office (IO)

Other

- Public Land/Open Space (P)
- Specific Plan Area (SPA)
- Mixed-Use Overlay
- Target Area Boundary

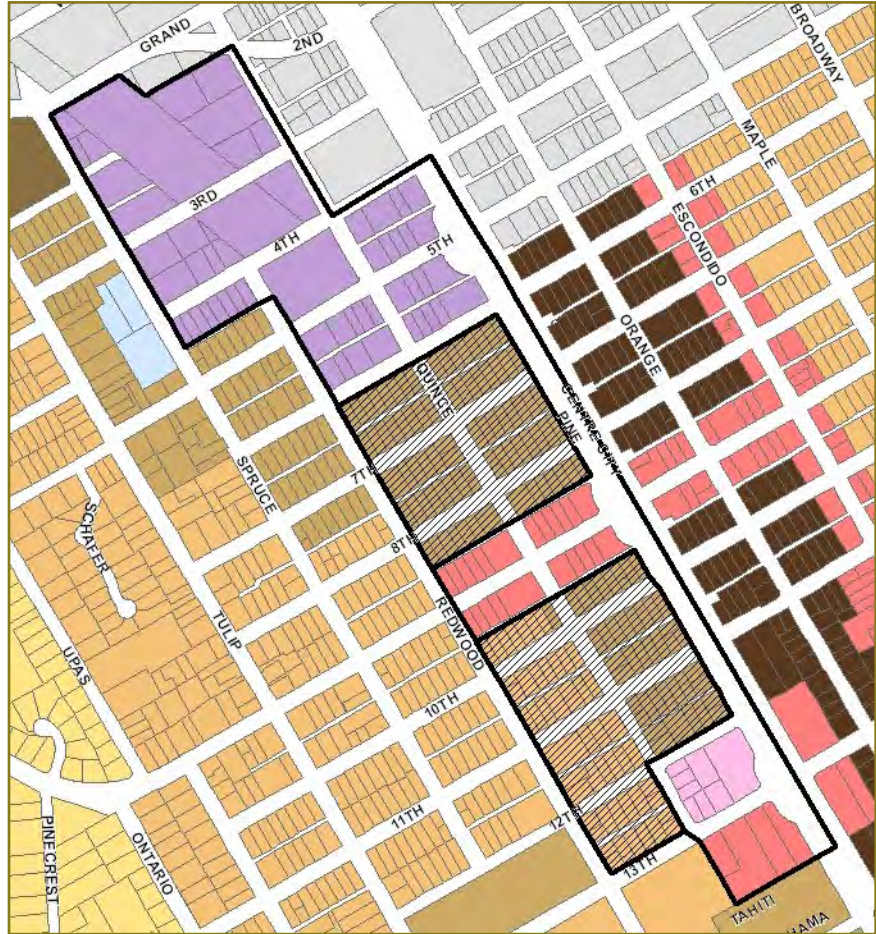


Figure II-22

c. South Quince Street Target Area

Location: South of downtown north of 15th Avenue along both sides of Quince Street.

Size: 104 acres (Figure II-22).

General Plan Designations: Urban I (20 acres); Urban II (25 acres); Planned Commercial (5 acres); General Commercial (15 acres); Industrial Office (39 acres)

Current Status: Mid-range density multi-family, low intensity general retail, office restaurants, small scale industrial and manufacturing services.

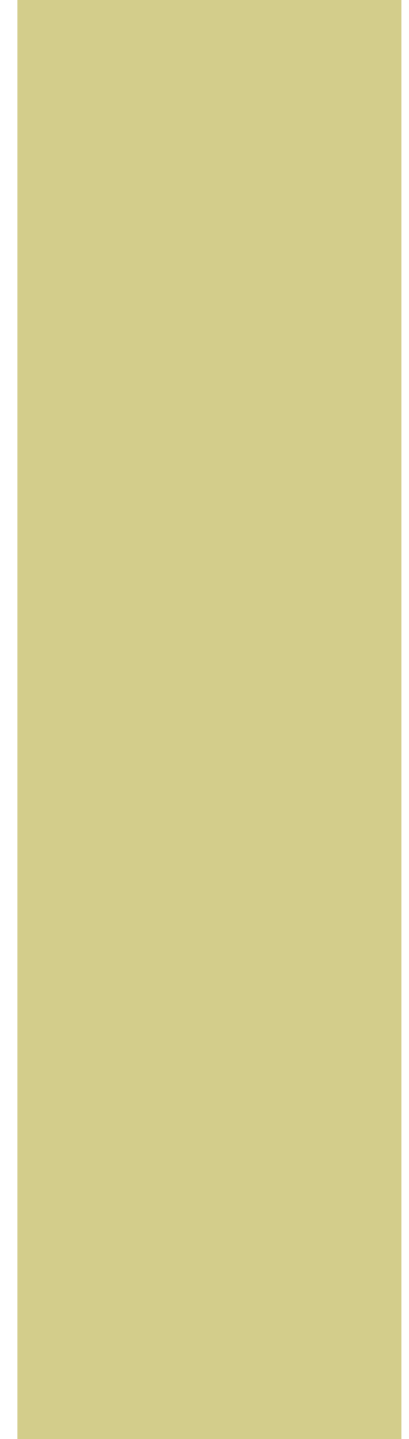
Target Area 3 Guiding Principles:

- 1) Establish an Area Plan that incorporates smart growth principles, promotes increased density and intensity near the transit center, encourages façade improvements, property revitalization and integrates public/private recreational space.
- 2) Consider opportunities and incentives for increasing employment densities and attracting businesses with salaries that raise the city’s median income and improving the jobs/housing balance.

- 3) Incorporate provisions for a commercial and office mixed-use overlay in the residential portions of the Area Plan to allow compatible non-residential land uses with the neighborhood.

**Guiding Principles for 13th Avenue / Pine Street
(Planned Commercial #14):**

Land uses shall include retail uses that are compatible with adjacent residential neighborhood. Development standards shall include decorative masonry walls to screen trash enclosures and loading areas of commercial uses. Reciprocal access for the entire project shall be provided through the existing commercial parking lot to the satisfaction of the Planning Department. All buildings and lighting shall be unified in design, single story and orient away from residential uses on Quince Street and 12th Avenue. Delivery schedules for the commercial uses shall be structured so as not to occur during with late night or early morning hours, and delivery areas shall be oriented away from residential areas.



GENERAL PLAN LAND USES

Residential

- Rural I: 1 du/ 4,8,20 acres (R1)
- Rural II: 1 du/ 2,4,20 acres (R2)
- Estate I: 1 du/ 1,2,4,20 acres (E1)
- Estate II: 1 du/ 0.5,1,20 acres (E2)
- Suburban: Up to 3.3 du/acre (S)
- Urban I: Up to 5.5 du/acre (U1)
- Urban II: Up to 12 du/acre (U2)
- Urban III: Up to 18 du/acre (U3)
- Urban IV: Up to 24 du/acre (U4)
- Urban V: Up to 30 du/acre (U5)

Commercial

- General Commercial (GC)
- Neighborhood Commercial (NC)
- Planned Commercial (PC)
- Office (O)
- Planned Office (PO)

Industrial

- Light Industrial (LI)
- General Industrial (GI)
- Industrial Office (IO)

Other

- Public Land/Open Space (P)
- Specific Plan Area (SPA)
- Target Area Boundary

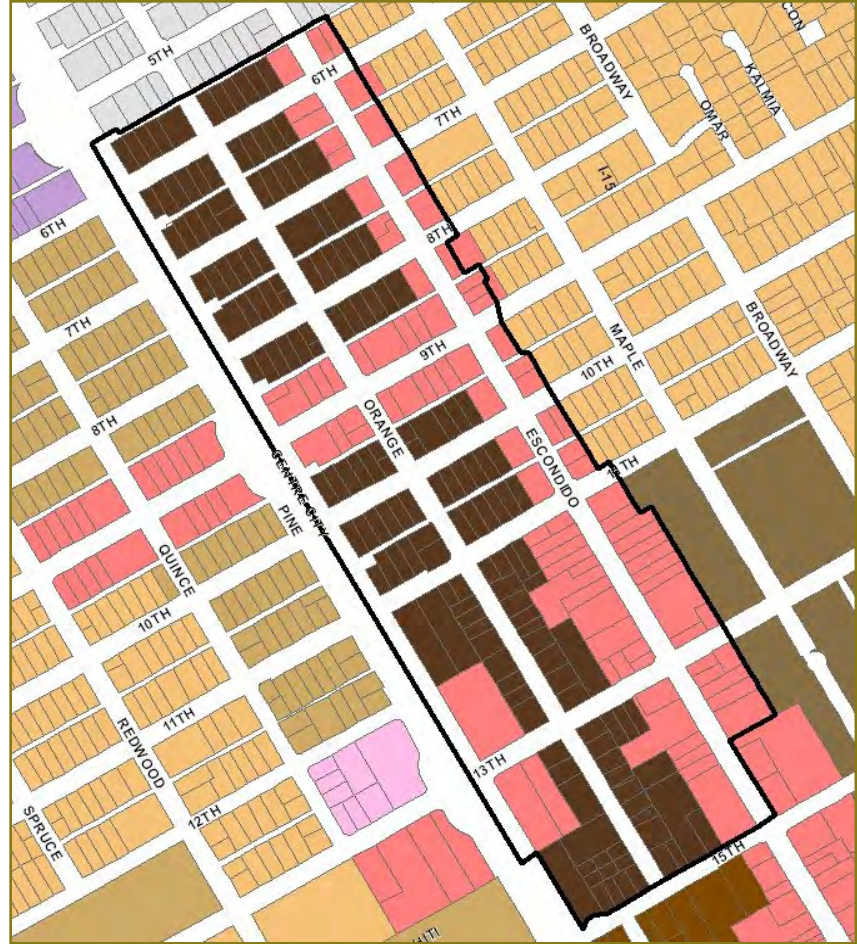


Figure II-23

d. S. Escondido Blvd/Centre City Pkwy Target Area

A Land Use Area Plan will be maintained for the residential area between Fifth and Sixteenth Avenues, Centre City Parkway and Escondido Boulevard (Figure II-23). The neighborhood is predominately characterized by older single and multifamily housing stock. The area plan shall address the following objectives:

- a. Promote a wide range of housing opportunities.
- b. Provide adequate infrastructure.
- c. Establish development standards and design guidelines to ensure quality architecture and landscaping, adequate off-street parking, on-site open space, and recreation areas.
- d. Include strategies for the development of neighborhood parks within the area.
- e. Create standards to facilitate the establishment of child care homes and centers.
- f. Establish a density range where maximum densities can only be attained through lot consolidation and consistency with the above goals.

(Amendment to this policy will continue to require voter approval)

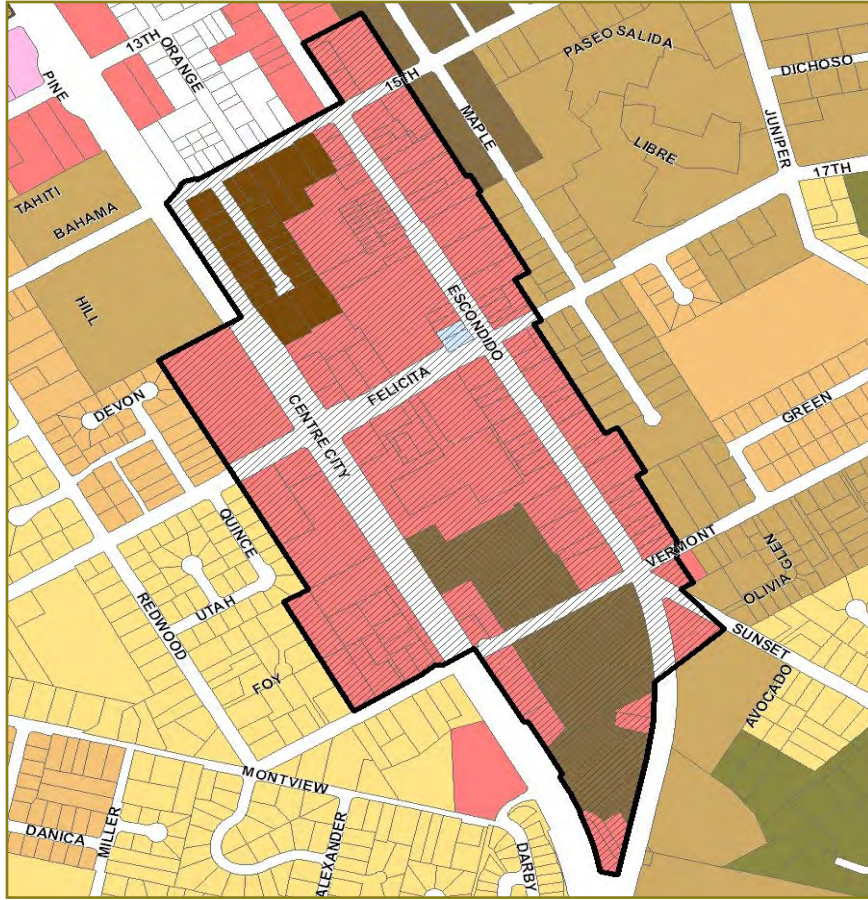


Figure II-24

e. S. Escondido Blvd / Felicita Avenue Target Area

Location: 15th Avenue, Escondido Boulevard, Centre City Parkway

Size: 167 acres (Figure II-24).

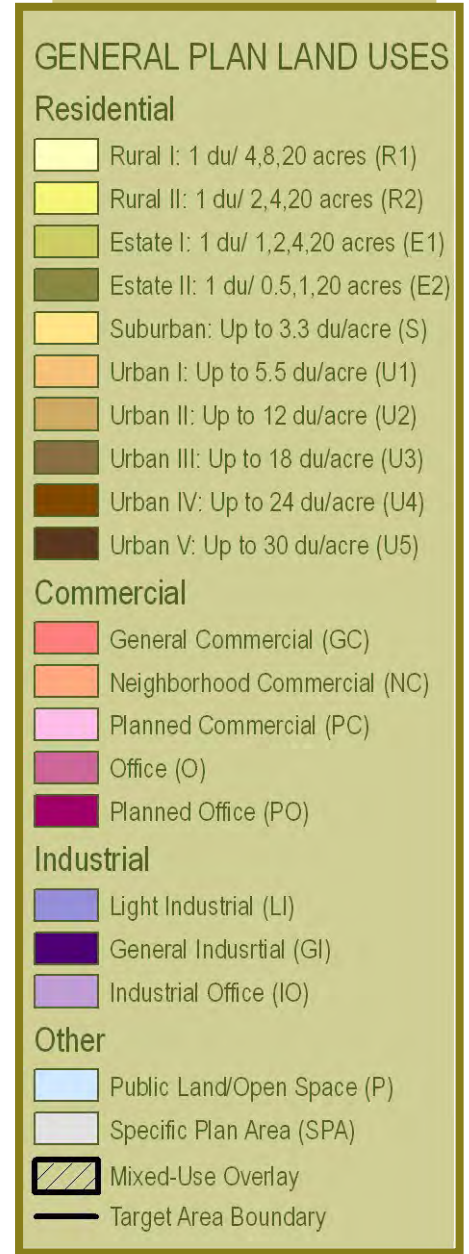
General Plan Designations: Urban III (29 acres); Urban IV (12 acres); General Commercial (126 acres); Mixed Use Overlay (minimum 30 units per acre)

Current Status: Multi-family, low intensity suburban shopping, general retail, office, restaurants, and small scale services.

Adopted Plans: S. Escondido Boulevard Commercial Area Plan

Target Area 5 Guiding Principles:

- 1) Update the existing Area Plan for the Target Area to include smart growth principles; strong connections to transit and integration of public/private recreational space, and criteria for considering exclusively residential development along Escondido Boulevard.
- 2) Establish a mixed use overlay with increased density and intensity in close proximity to transit and services. Ensure compatibility with adjacent lower density residential with appropriate building heights, intensities, and buffers.



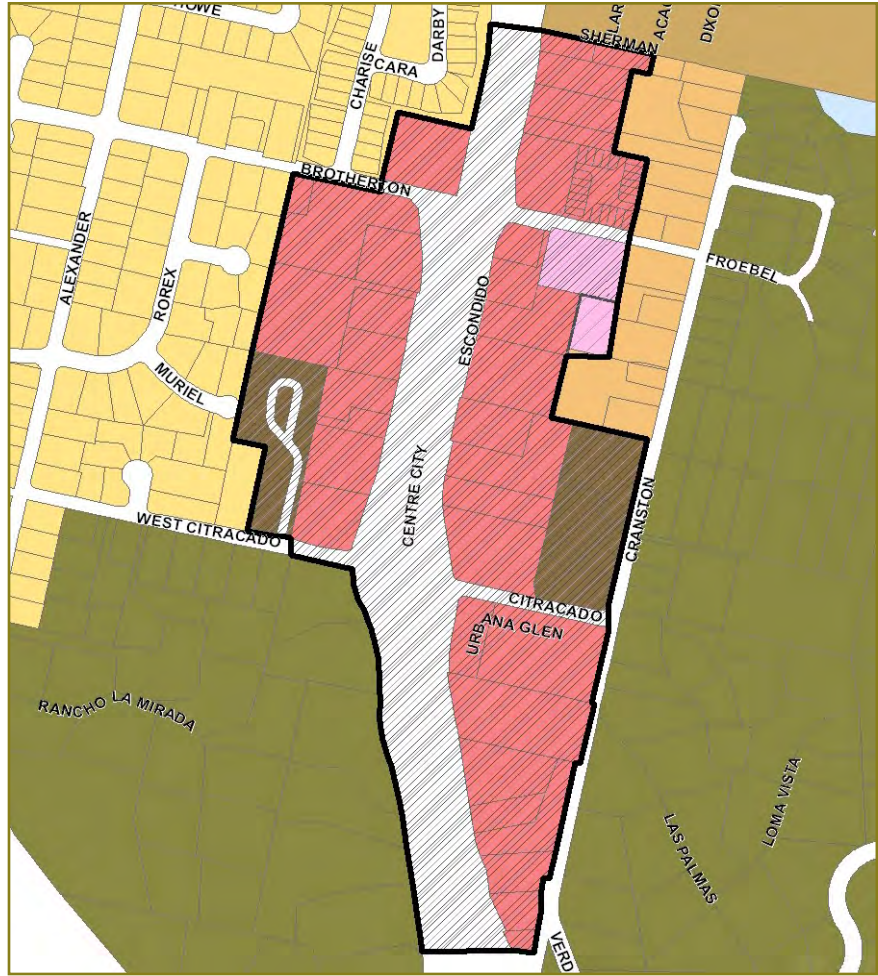


Figure II-25

f. Centre City Parkway/Brotherton Road Target Area

Location: In the vicinity of Brotherton Road and Citracado Parkway on both sides of Centre City Parkway.

Size: 55 acres (Figure II-25).

General Plan Designations: Urban III (7 acres); General Commercial (48 acres); Planned Commercial (1.8 acres) Mixed Use Overlay (minimum 30 units per acre)

Current Status: Mid-range density mixed use, low intensity suburban shopping, general retail, office, and small scale services.

Adopted Plans: S. Escondido Boulevard Commercial Area Plan

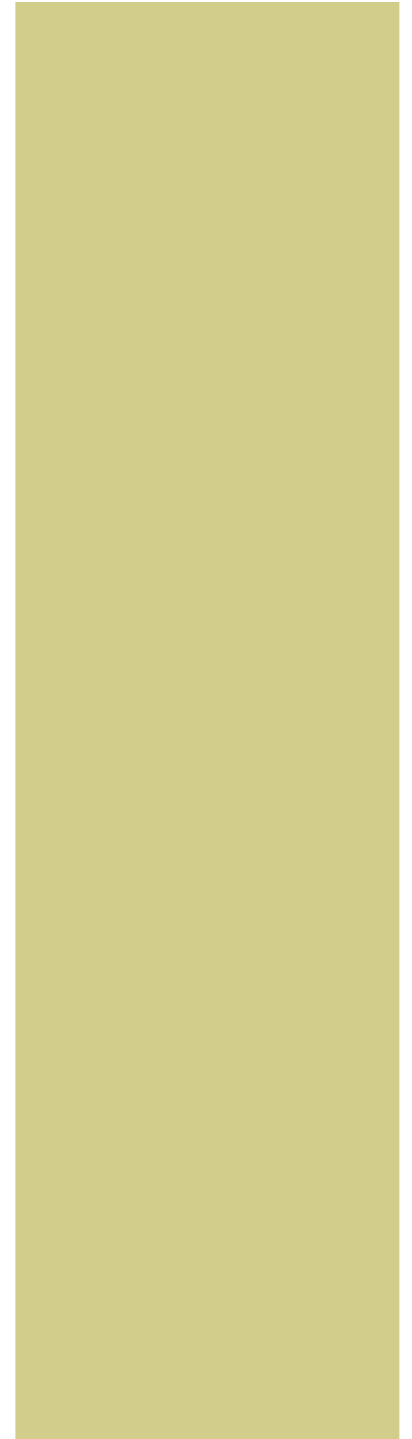
Target Area 6 Guiding Principles

- 1) Update the existing Area Plan for the Target Area to include smart growth principles; a gateway element for the city, aesthetic enhancements along Centre City Parkway, strong connections to transit, integration of public/private recreational space, criteria for considering exclusively residential development along Escondido Boulevard, and features to ensure pedestrian safety.

- 2) Establish a mixed use overlay with increased density and intensity in close proximity to transit and services. Ensure compatibility with adjacent lower density residential with appropriate building heights, intensities, and buffers.

**Guiding Principles for Brotherton Road
(Planned Commercial #13):**

Land uses planned for this site shall be limited to mini-storage units or other uses compatible with adjacent residential properties subject to the provisions set forth in the Zoning Code. Development standards shall include a 6-foot-high block wall, in combination with a minimum 20-foot-wide heavily landscaped buffer utilizing mature non-deciduous trees and shrubs with dense foliage to be incorporated along the property abutting residentially zoned property to create a visual buffer upon installation. All structures shall provide roof coverings, similar to and compatible with surrounding residential development. Site studies, to the satisfaction of the Planning Department may also be required to ensure surrounding residential properties are not impacted.



GENERAL PLAN LAND USES

Residential

- Rural I: 1 du/ 4,8,20 acres (R1)
- Rural II: 1 du/ 2,4,20 acres (R2)
- Estate I: 1 du/ 1,2,4,20 acres (E1)
- Estate II: 1 du/ 0.5,1,20 acres (E2)
- Suburban: Up to 3.3 du/acre (S)
- Urban I: Up to 5.5 du/acre (U1)
- Urban II: Up to 12 du/acre (U2)
- Urban III: Up to 18 du/acre (U3)
- Urban IV: Up to 24 du/acre (U4)
- Urban V: Up to 30 du/acre (U5)

Commercial

- General Commercial (GC)
- Neighborhood Commercial (NC)
- Planned Commercial (PC)
- Office (O)
- Planned Office (PO)

Industrial

- Light Industrial (LI)
- General Industrial (GI)
- Industrial Office (IO)

Other

- Public Land/Open Space (P)
- Specific Plan Area (SPA)
- Target Area Boundary

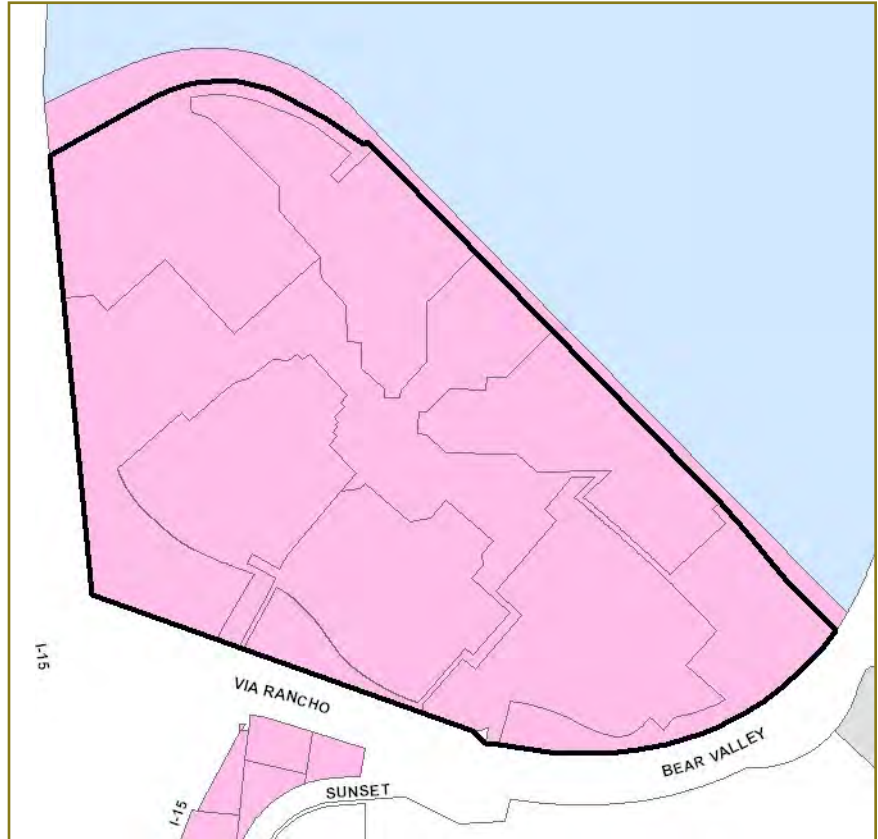


Figure II-26

g. Westfield's Regional Shopping Center

Location: Interstate 15 and Via Rancho Parkway interchange

Size: 77 acres (Figure II-26).

General Plan Designations: Planned Commercial #4

Current Status: Multistory regional shopping center with several anchor tenants, smaller in-line shops and free-standing up-scale dining establishments. Site is owned by the city under long-term lease contract to a private developer.

Target Area 7 Guiding Principles:

- 1) Continue to coordinate future shopping center expansion efforts that attract a regional customer base and support city revenues.
- 2) Consider opportunities and incentives that increase employment densities and attract businesses including office, theater, hotel, entertainment and visitor serving uses that complement existing retail and offer salaries that raise the city's median income and improve the jobs/housing balance.
- 3) Promote transit access and connection for the site and consider opportunities for amending parking requirements as transit use to and from the site increases.

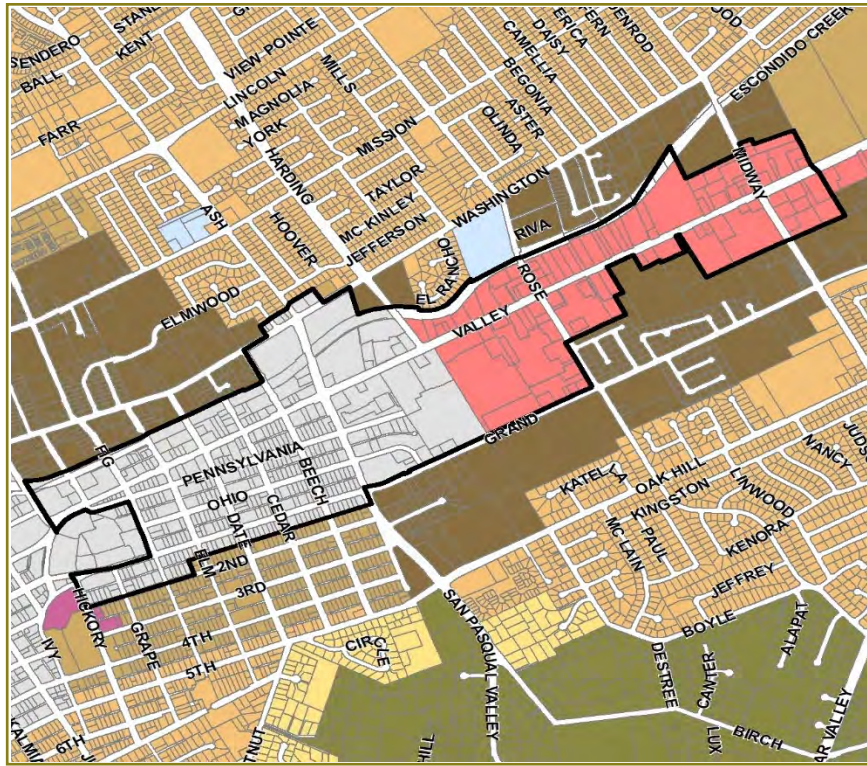


Figure II-27

h. East Valley Parkway Target Area

Location: Generally, between Escondido Creek and Grand Avenue, between Palomar Hospital and Midway Drive.

Size: 331 acres (Figure II-27).

General Plan Designations: Office (70 acres); General Commercial (261 acres), Mixed Use Overlay (minimum 30 units per acre).

Current Status: Low intensity general retail, office, restaurants, and small-scale service businesses.

Adopted Plans: East Valley Parkway Area Plan and East Valley Specific Plan

Target Area 8 Guiding Principles:

- 1) Update the Area Plan for the Target Area to include smart growth principles as well as improved vehicular access and enhanced aesthetics from Highway 78 along Lincoln Avenue and Ash Street. Strengthen Escondido Creek path connections, and better integrate public / private recreational spaces.
- 2) Promote opportunities and incentives for attracting job training and technical/vocational schools and educational institutions that enhance employment opportunity for residents.
- 3) Establish a mixed-use overlay between Palomar Hospital and Ash Street to focus residential growth with increased building heights and intensities, distanced from lower density residential and appropriate buffers to ensure compatibility.



GENERAL PLAN LAND USES

Residential

- Rural I: 1 du/ 4,8,20 acres (R1)
- Rural II: 1 du/ 2,4,20 acres (R2)
- Estate I: 1 du/ 1,2,4,20 acres (E1)
- Estate II: 1 du/ 0.5,1,20 acres (E2)
- Suburban: Up to 3.3 du/acre (S)
- Urban I: Up to 5.5 du/acre (U1)
- Urban II: Up to 12 du/acre (U2)
- Urban III: Up to 18 du/acre (U3)
- Urban IV: Up to 24 du/acre (U4)
- Urban V: Up to 30 du/acre (U5)

Commercial

- General Commercial (GC)
- Neighborhood Commercial (NC)
- Planned Commercial (PC)
- Office (O)
- Planned Office (PO)

Industrial

- Light Industrial (LI)
- General Industrial (GI)
- Industrial Office (IO)

Other

- Public Land/Open Space (P)
- Specific Plan Area (SPA)
- Mixed-Use Overlay
- Target Area Boundary

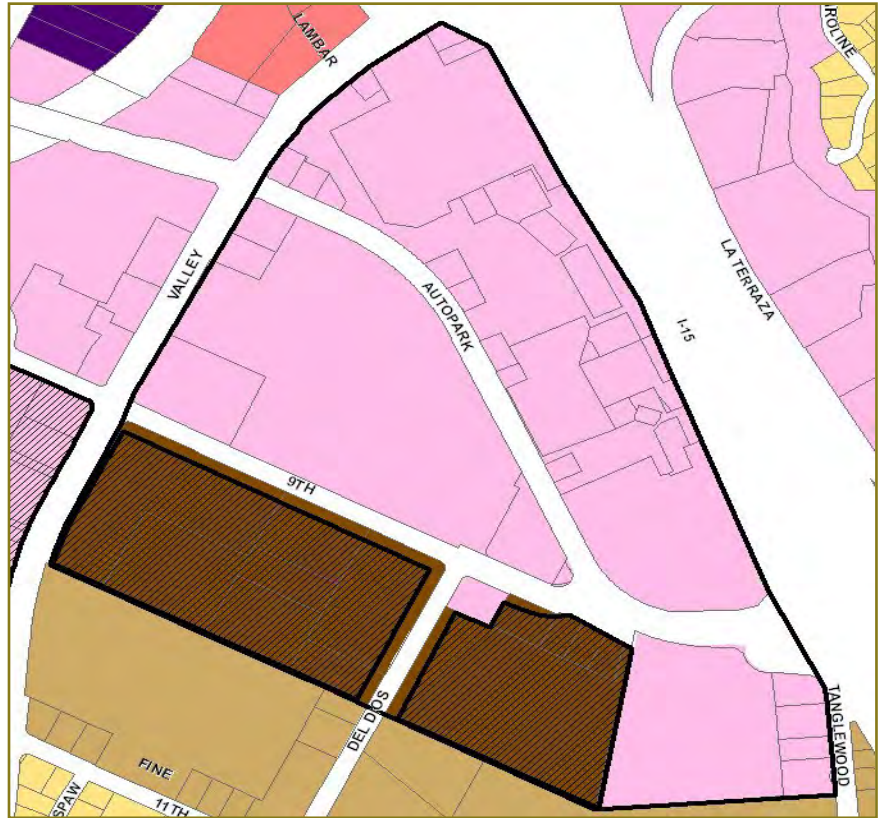


Figure II-28

i. Promenade Retail Center and Vicinity Target Area

Location: Interstate 15, Auto Park Way and Valley Parkway

Size: 106 acres (Figure II-28).

General Plan Designations: Planned Commercial, Urban IV (Multi-family, up to 24 units per acre)

Current Status: Retail shopping center with several anchor tenants, smaller in-line shops, auto dealership, middle school, apartments.

Target Area 9 Guiding Principles:

- 1) Work with the school district to coordinate any transition to retail use. Establish high quality, unified architectural design features for new development with particular attention to visibility from Interstate 15 and southern residential areas.
- 2) Consider opportunities and incentives for increasing employment densities and attracting businesses including offices, theaters, hotels, entertainment and visitor serving uses that complement existing retail and offer salaries that raise the city’s median income and improving the jobs/housing balance.
- 3) Commercial uses shall include automobile sales and compatible uses. Single family residential uses near I-15 shall transition to commercial through separate development applications.
- 4) Mixed-use development shall be permitted south of Ninth Avenue and shall orient toward Ninth Avenue and Del Dios Highway.

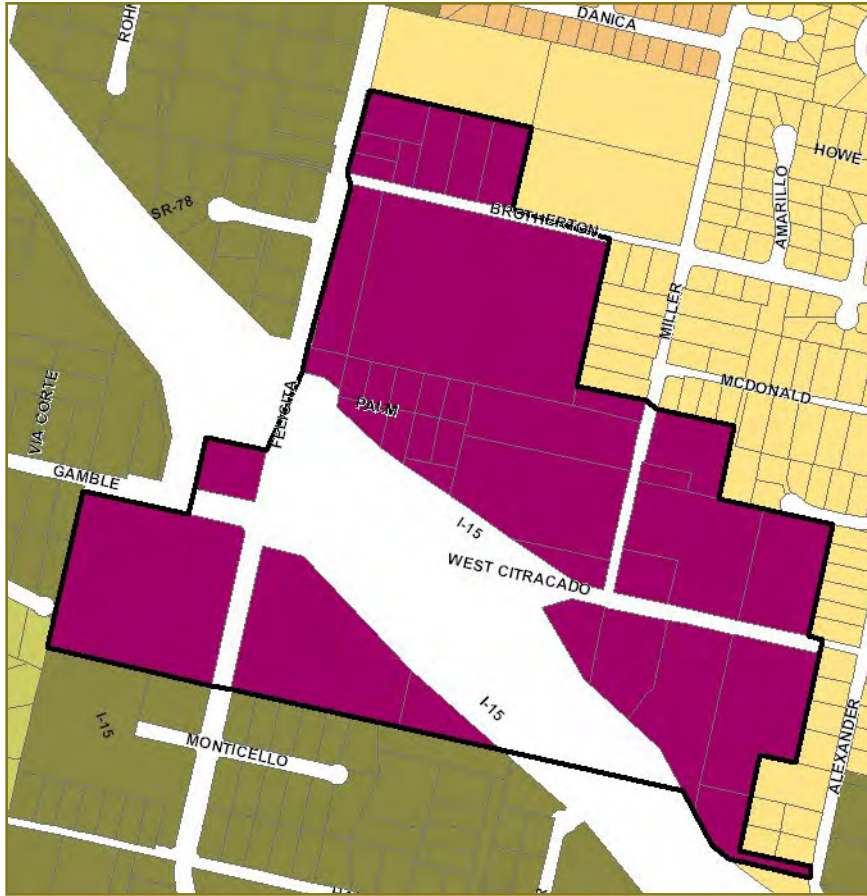


Figure II-29

j. Felicita Corporate Office Target Area

Location: Interstate 15 and Felicita Road Interchange area.

Size: 87 acres (Figure II-29).

General Plan Designations: Planned Office

Current Status: Low intensity medical offices, single family units, churches, agriculture, vacant.

Target Area 10 Principles:

- 1) Promote opportunities and incentives for increasing employment densities and attracting businesses with salaries that raise the city’s median income and improving the jobs/housing balance.
- 2) Land uses shall be consistent with the Planned Office designation with a focus on attracting high paying, high employee density employment opportunities.
- 3) Development shall include high quality, unified design elements that provide for superior architecture and features such as building height, mass, colors, materials, signage, landscaping, lighting, parking and circulation that are sensitive to adjacent single-family zoning. Increased building heights and intensities shall be located closer to the freeway in areas that are more distanced from lower density residential with compatible buffers provided.



GENERAL PLAN LAND USES

Residential

- Rural I: 1 du/ 4,8,20 acres (R1)
- Rural II: 1 du/ 2,4,20 acres (R2)
- Estate I: 1 du/ 1,2,4,20 acres (E1)
- Estate II: 1 du/ 0.5,1,20 acres (E2)
- Suburban: Up to 3.3 du/acre (S)
- Urban I: Up to 5.5 du/acre (U1)
- Urban II: Up to 12 du/acre (U2)
- Urban III: Up to 18 du/acre (U3)
- Urban IV: Up to 24 du/acre (U4)
- Urban V: Up to 30 du/acre (U5)

Commercial

- General Commercial (GC)
- Neighborhood Commercial (NC)
- Planned Commercial (PC)
- Office (O)
- Planned Office (PO)

Industrial

- Light Industrial (LI)
- General Industrial (GI)
- Industrial Office (IO)

Other

- Public Land/Open Space (P)
- Specific Plan Area (SPA)
- Target Area Boundary

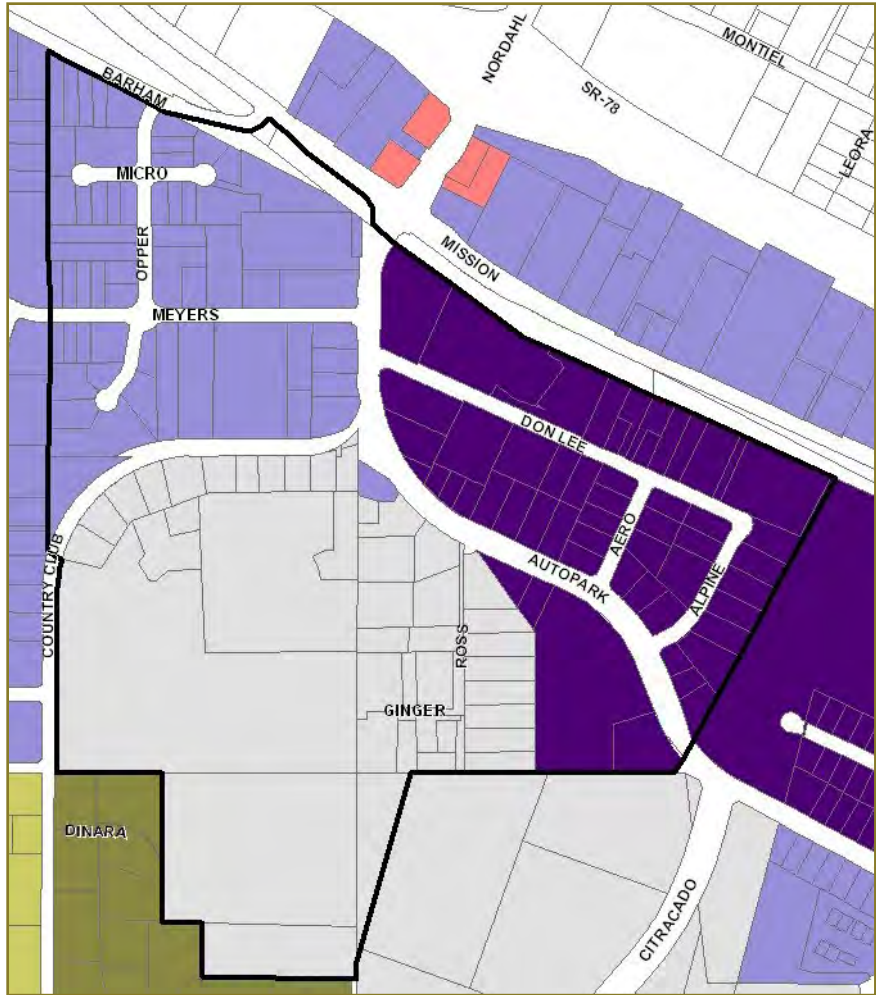


Figure II-30

k. Nordahl Road Transit Station Target Area

Location: On the western side of the Planning Area along Auto Park Way south of Nordahl Road and Mission Avenue.

Size: Approximately 170 gross acres (Figure II-30).

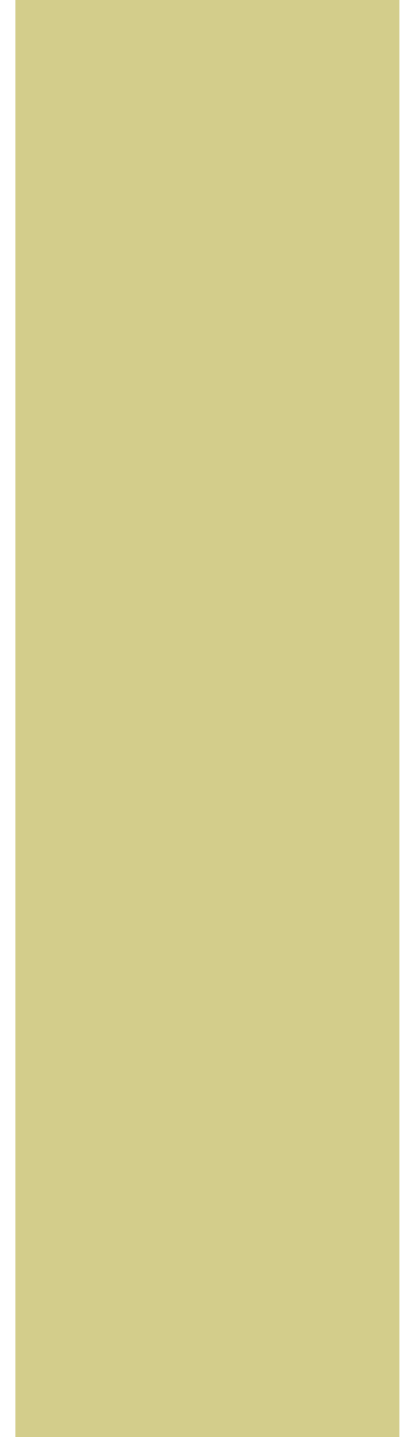
General Plan Designations: Specific Planning Area #8, Light Industrial, General Industrial

Current Status: The area is partially developed.

Target Area 11 Guiding Principles:

- 1) Promote opportunities and incentives that increase employment densities and attract businesses with salaries that raise the city’s median income and improve the jobs/housing balance.
- 2) Establish an Area Plan that incorporates flexible land uses adjacent to the transit station, and along Auto Park Way, to include office, medical, convalescent, and support services. Similar provisions shall be included in the Specific Plan text associated with SPA #8.

- 3) Development shall include high quality, unified design elements that incorporates superior architecture and features such as building height, mass, colors, materials, signage, landscaping, lighting, parking and circulation.
- 4) Development adjacent to single-family zoning located to the southwest shall be of compatible height and scale with buffers included that enhance the transition of land uses.
- 5) Increased building heights and intensities are appropriate closer to the Nordahl Transit Station and along Auto Park Way that are distanced from lower density residential areas to ensure compatibility.
- 6) Opportunities for a passenger shuttle service between the Nordahl Transit Station and Palomar Hospital shall be encouraged.





A residential development in northern Escondido that utilized clustering to preserve large open space buffers

K. Special Application Measures

The General Plan establishes the rationale, goals, objectives, and policies for future actions within the community. However, because areas of the community differ in characteristics such as topography, development potential, and intensity, special application measures provide a means to carry out certain objectives of the General Plan to benefit the community. These measures include: residential lot clustering, development agreements, annexations, and General Plan Amendments.

1. Residential Lot Clustering

Residential Lot Clustering (clustering) is a useful development tool for protecting sensitive resources, avoiding hazardous areas, and/or preserving the natural appearance of hillsides. Clustering involves assessing the natural characteristics of a site and grouping the buildings or lots through an on-site transfer of density rather than distributing them evenly throughout the project as in a conventional subdivision. Not only do cluster developments help preserve open space, they also tend to minimize the visual impacts associated with development, reduce the cost of building and maintaining public roads, and decrease grading in environmentally sensitive areas.

The maximum development yield (that is, the number of dwelling units) that can be built as part of a clustered development project shall be derived by applying the maximum permissible density in each applicable residential land use category, subject to applicable slope density categories and adjusted for natural floodways as prescribed in the General Plan policies. The number of dwelling units actually permitted in a cluster development may be less following application of the policies that shall govern cluster development projects.

2. Development Agreements


California Planning law authorizes cities and developers to enter into a contract in which mutually benefitting concessions and assurances governing a property are negotiated and approved. For the developer, a development agreement grants vested rights for a period of time that guarantees a project's approval even if future changes to local planning or zoning laws might otherwise restrict or prohibit development of that project. In exchange, the city is assured certain public benefits by the developer that could include construction of improvements, public facilities and/or services, fees, or other commitments that the city ordinarily cannot require of the developer. Development agreements are individually approved by the City Council with terms unique to project and situation pertaining to the development.

3. Annexations

Approximately one-half of Escondido's Planning Area involves territory that is located outside the city's municipal boundaries and governed by San Diego County (Figure II-30). Transitioning these properties into the city requires annexation through the Local Agency Formation Commission (LAFCO) and property owner involvement. Annexation policies are intended to ensure that the city's boundary expansions occur in a manner that are consistent with the General Plan's vision and meet Escondido's long term goals.

4. General Plan Review and Amendment

The General Plan reflects a 20+ year time horizon to allow for the systematic implementation of desired land use patterns, mobility network, and facility installation. Periodic review of the General Plan is an important facet in its implementation to allow for adjustments in response to changing conditions, both internal and external, the availability of more recent planning data, and shifts in community values.



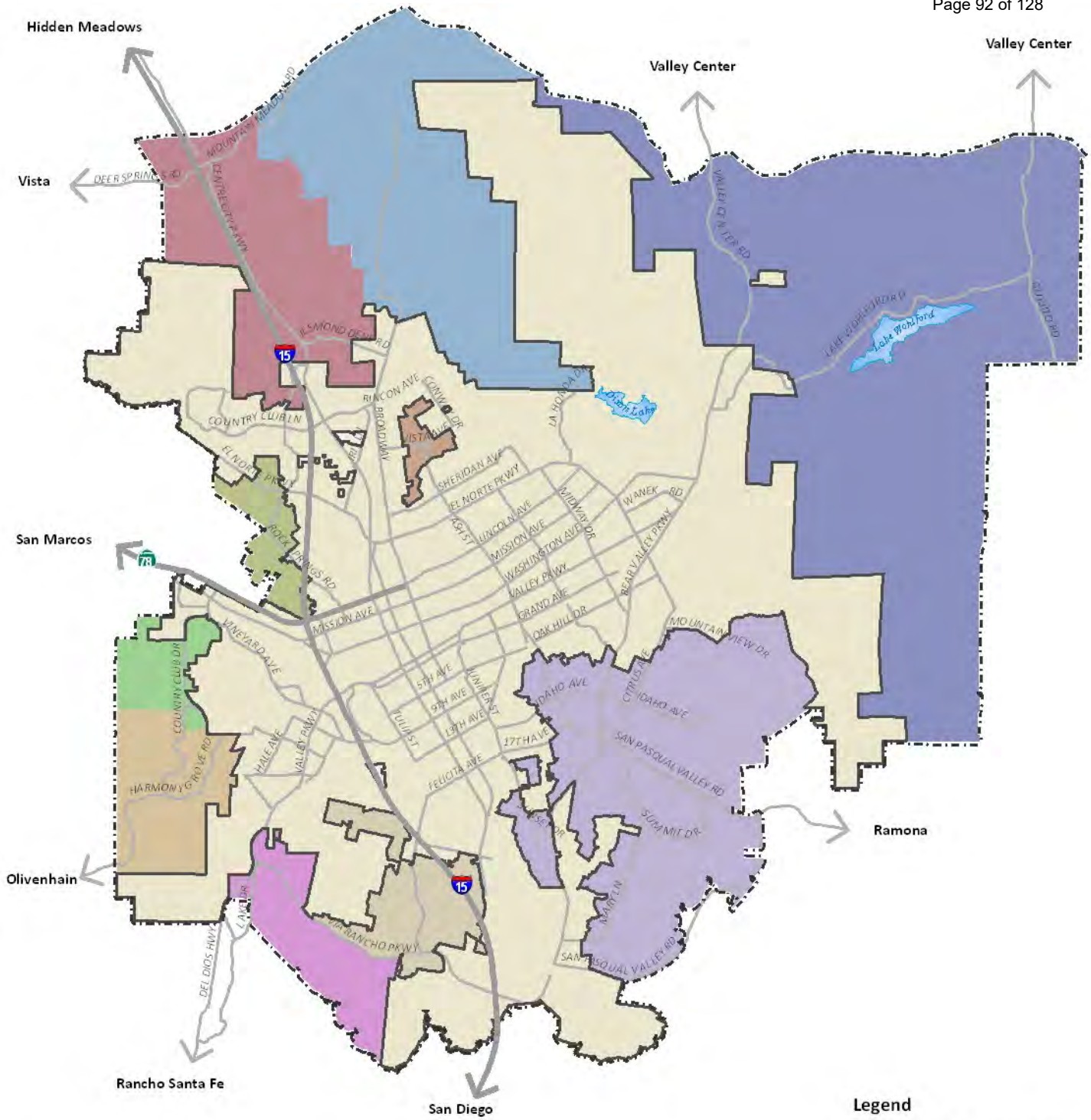
Changing conditions may result in General Plan Amendment requests which should be carefully considered. In conformance with Section 65358(b) of the State Government Code each mandatory element of the General Plan may be amended up to four times per year. Each amendment may include multiple changes to the General Plan. The General Plan policies regarding amendments are intended to ensure greater predictability for both the development community and the public and include local requirements requiring a public vote for certain types of land use amendments.













L. Unincorporated Neighborhoods in the Planning Area

Surrounding Escondido’s corporate boundaries are several unincorporated neighborhoods within the General Plan and Sphere of Influence (Figure II-31). It is anticipated that requests for annexing unincorporated properties in these areas will be considered during the planning horizon of the General Plan. Annexation involves an evaluation and determination of facilities and services that will be provided in the territory proposed for incorporation to the city, as well as financing mechanisms to fund the necessary facility infrastructure. The following information analyzes facilities and services as well as financing opportunities within unincorporated neighborhoods surrounding the city of Escondido.

The unincorporated areas of Eden Valley and Harmony Grove have adopted a rural lifestyle with equestrian uses



Unincorporated Neighborhoods

- | | |
|---|---|
|  Citrus Valley Neighborhood |  Lake Hodge Neighborhood |
|  Eden Valley Neighborhood |  Lake Wohlford Neighborhood |
|  Felicita Park Neighborhood |  Lehner Valley Neighborhood |
|  Harmony Grove Neighborhood |  North Broadway Neighborhood |
|  Jesmond Dene Neighborhood |  Rock Springs Neighborhood |

Legend

-  General Plan Boundary
-  City Limits
-  Highway
-  Street
-  Lakes
-  0 0.5 1 Miles



Escondido General Plan

Unincorporated Neighborhoods
Figure II-31

Source: City of Escondido

1. Eden Valley and Harmony Grove Neighborhoods

Location / General Description: The Eden Valley and Harmony Grove neighborhoods are located in a rural valley along the western portion of Escondido, generally bounded by Hill Valley Road to the north, Escondido's General Plan boundary to the west, Escondido Creek Conservancy natural open space to the south, and Country Club Road, Kauana Loa Drive and portions of Harmony Grove Road to the east. The area generally north of Mount Whitney Road forms the boundary between the Eden Valley and Harmony Grove neighborhoods. The area includes single family residential on one-acre and larger lots, a concrete pipe manufacturing company, agricultural uses, a historic spiritualist retreat center, and vacant property.

The Harmony Grove neighborhood is included in the County's adopted Elfin Forest and Harmony Grove San Dieguito Community Plan; a policy document created to address the issues, characteristics and vision of the two communities. Future development within Harmony Grove includes a 468-acre Specific Plan approved by the County that will involve a mixed-use rural residential village consisting of commercial uses, a fire station, open space, equestrian facilities and up to 742 units.

Approximate Acreage: 1,000 acres

Water Service: Rincon Water District supplies potable water to these neighborhoods as part of its service area (refer to Infrastructure and Mobility Element, Figure III-12) The District receives imported water from Northern California and the Colorado River via the Metropolitan Water District of Southern California (MWD) and the San Diego County Water Authority (SDCWA).

Wastewater Service: There are no wastewater service providers in the Eden Valley and Harmony Grove neighborhoods. Properties are developed with private septic systems to individually treat wastewater generated on-site. The future Harmony Grove Village project will involve construction of an on-site package sewer treatment facility to serve the development.

Drainage: No storm drain system serves the Eden Valley and Harmony Grove neighborhoods. Drainage through the area naturally flows in a southerly direction through the Eden Valley neighborhood into the Harmony Grove neighborhood and drains into Escondido Creek, which flows west-ward to San Elijo Lagoon and the Pacific Ocean. The future Harmony Grove Village project will involve a master planned storm drain system to serve the development.

Safety: The San Diego County Sheriff's Department provides generalized patrol and investigative services in the unincorporated areas of Escondido's General Plan. The nearest stations are located in San Marcos and Vista. The California Highway Patrol has the primary jurisdiction for traffic services in unincorporated areas.

Fire Protection: The Eden Valley neighborhood is served by the San Marcos Fire Protection District, a community facilities district that serves the city of San Marcos and several other outlying unincorporated communities. The closest fire station is located on Woodland Parkway in San Marcos. Harmony Grove is served by the Elfin Forest /Harmony Grove Fire Department which maintains a fire station on Elfin Forest Road. Both fire protection agencies maintain mutual aid agreements with neighboring jurisdictions, including Escondido. Refer to the Community Protection Element, Figure VI-3 for service boundaries.

Deficiency Improvement Financing Analysis: Annexing properties in this area would result in a reorganization of agencies that provide facilities and services based on direction from the Local Agency Formation Commission and negotiations with responsible agencies. The annexation process includes an evaluation of facility, service and infrastructure deficiencies to determine the type and amount of improvements that may be required in order to annex to the city. Options for financing improvements that correct deficiencies include benefit assessment districts, Capital Improvement Programs, Community Facilities Districts and / or other payment mechanisms.

2. Felicita Park and Lake Hodges Neighborhoods

Location / General Description: The Felicita Park and Lake Hodges neighborhoods are located in the southern portion of Escondido, generally bounded by Interstate 15 and Centre City Parkway on the north and east, West Valley Parkway and Del Dios Highway on the west, and Lake Hodges on the south. The area generally north of Via Rancho Parkway forms the boundary between the Felicita Park and Lake Hodges neighborhoods. The area includes Felicita County Park, single family residential on one-half acre and larger lots, agricultural uses, and vacant property.

Approximate Acreage: 1,500 acres

Water Service: Two water agencies supply potable water to these neighborhoods. Portions of the Lake Hodges Neighborhood adjacent to Via Rancho Parkway are not within any water service boundary (refer to Infrastructure and Mobility Element, Figure III-12).



View of Lake Hodges from Escondido looking south

Rincon Water District provides water service to areas south of Via Rancho Parkway as well as in the immediate vicinity of Felicita County Park. The city of Escondido provides water service to areas adjacent to Interstate 15. Rincon Water District and Escondido receive imported water from Northern California and the Colorado River via the Metropolitan Water District of Southern California (MWD) and the San Diego County Water Authority (SDCWA). In addition, Escondido receives approximately 15% of its water from local sources.

Wastewater Service: There are no wastewater service providers in the Felicita Park and Lake Hodges neighborhoods. Properties are developed with private septic systems to individually treat wastewater generated on-site.

Drainage: No storm drain system serves the Felicita Park and Lake Hodges neighborhoods. Drainage through the area naturally flows in a southerly direction and drains into Lake Hodges, which flows into the San Dieguito River and the Pacific Ocean.

Safety: The San Diego County Sheriff's Department provides generalized patrol and investigative services in the unincorporated areas of Escondido's General Plan. The nearest stations are located in San Marcos and Vista. The California Highway Patrol has the primary jurisdiction for traffic services in unincorporated areas.

Fire Protection: The Felicita Park and Lake Hodges neighborhoods are within the Rincon Fire District, which is staffed by the city of Escondido Fire Department through a contractual arrangement. The closest fire station is located on Felicita Road in Escondido. The Escondido Fire Department maintains mutual aid agreements with neighboring jurisdictions. Refer to the Community Protection Element, Figure VI-3 for service boundaries.

Deficiency Improvement Financing Analysis: Annexing properties in this area would result in a reorganization of agencies that provide facilities and services based on direction from the Local Agency Formation Commission and negotiations with responsible agencies. The annexation process includes an evaluation of facility, service and infrastructure deficiencies to determine the type and amount of improvements that may be required in order to annex to the city. Options for financing improvements that correct deficiencies include benefit assessment districts, Capital Improvement Programs, Community Facilities Districts and / or other payment mechanisms.



3. Citrus Valley Neighborhood

Location / General Description: The Citrus Valley neighborhood is located in the southeastern portion of Escondido, generally bounded by Escondido’s corporate boundaries on the north, east and west, and the city of San Diego’s San Pasqual Valley on the south. The area includes single family residential on one-half acre and larger lots, agricultural uses, and vacant property.

Approximate Acreage: 3,000 acres

Water Service: Two water agencies supply potable water to this area. Portions of the Citrus Valley neighborhood adjacent to San Pasqual Valley Road are not within any water service boundary (refer to Infrastructure and Mobility Element, Figure III-12).

Rincon Water District provides water service to the southern portion of the neighborhood comprising approximately 15% of the territory. The city of Escondido provides water service to the remaining area. Rincon Water District and Escondido receive imported water from Northern California and the Colorado River via the Metropolitan Water District of Southern California (MWD) and the San Diego County Water Authority (SDCWA). In addition, Escondido receives approximately 15% of its water from local sources.

Wastewater Service: There are no wastewater service providers in the Citrus Valley neighborhood. Properties are developed with private septic systems to individually treat wastewater generated on-site.

Drainage: No storm drain system serves the Citrus Valley neighborhood. Drainage through the area naturally flows in a southerly direction and drains into Lake Hodges, which flows into the San Dieguito River and the Pacific Ocean.

Safety: The San Diego County Sheriff’s Department provides generalized patrol and investigative services in the unincorporated areas of Escondido’s General Plan. The nearest stations are located in San Marcos and Vista. The California Highway Patrol has the primary jurisdiction for traffic services in unincorporated areas.

Fire Protection: The Citrus Valley neighborhood is within the Rincon Fire District, which is staffed by the city of Escondido Fire Department through a contractual arrangement. The closest fire stations are located on Bear Valley Parkway and Midway Drive in Escondido. The Escondido Fire Department maintains mutual aid agreements with neighboring jurisdictions. Refer to the Community Protection Element, Figure VI-3 for service boundaries.



Deficiency Improvement Financing Analysis: Annexing properties in this area would result in a reorganization of agencies that provide facilities and services based on direction from the Local Agency Formation Commission and negotiations with responsible agencies. The annexation process includes an evaluation of facility, service and infrastructure deficiencies to determine the type and amount of improvements that may be required in order to annex to the city. Options for financing improvements that correct deficiencies include benefit assessment districts, Capital Improvement Programs, Community Facilities Districts and / or other payment mechanisms.

4. Lake Wohlford Neighborhood

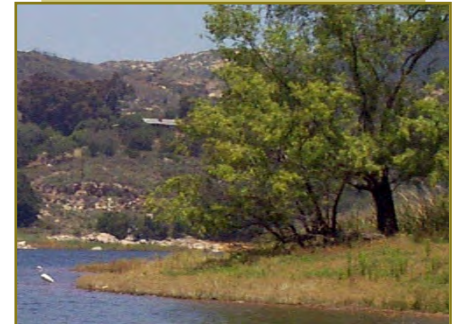
Location / General Description: The Lake Wohlford neighborhood is located in the eastern portion of Escondido, generally bounded by the city’s corporate boundaries on the west, the unincorporated community of Valley Center to the north, the city of San Diego’s San Pasqual Valley to the south, and unincorporated territory to the east. The area includes Lake Wohlford which serves as one of Escondido’s principal water storage facilities and recreational areas. Additional land uses include the San Pasqual Indian Reservation, a small private airstrip, rock quarry, a mobile home park, single family residential on one acre and larger lots, agricultural uses, and vacant property.

Approximate Acreage: 6,500 acres

Water Service: Three water agencies supply potable water to approximately 2,500 acres within the neighborhood. Approximately 4,000 acres of the neighborhood are outside the Metropolitan Water District boundaries and not within any water service boundary (refer to Infrastructure and Mobility Element, Figure III-12).

Valley Center Municipal Water District provides water service to the northern and eastern portion of the neighborhood comprising approximately 40% of the territory. The city of Escondido provides water service to less than 150 acres the neighborhood near Valley Center Road and Lake Wohlford Road. Valley Center Municipal Water District and Escondido receive imported water from Northern California and the Colorado River via the Metropolitan Water District of Southern California (MWD) and the San Diego County Water Authority (SDCWA). In addition, Escondido receives approximately 15% of its water from local sources.

Wastewater Service: There are no wastewater service providers in the Lake Wohlford neighborhood. Properties have private septic systems that individually treat wastewater generated on-site.



View of Lake Wohlford looking east

Drainage: No storm drain system serves the Lake Wohlford neighborhood. Drainage for the southern 40% of the neighborhood naturally flows in a southerly direction and drains into Lake Hodges, which flows into the San Dieguito River and the Pacific Ocean. The northern portion of the neighborhood drains into Escondido Creek, which flows westward to San Elijo Lagoon and the Pacific Ocean.

Safety: The San Diego County Sheriff's Department provides generalized patrol and investigative services in the unincorporated areas of Escondido's General Plan. The nearest stations are located in San Marcos and Vista. The California Highway Patrol has the primary jurisdiction for traffic services in unincorporated areas.

Fire Protection: The Lake Wohlford neighborhood is within the Valley Center Fire Protection District. The closest fire station is located on North Lake Wohlford Road. The Valley Center Fire Protection District maintains mutual aid agreements with neighboring jurisdictions. Refer to the Community Protection Element, Figure VI-3 for service boundaries.

Deficiency Improvement Financing Analysis: Annexing properties in this area would result in a reorganization of agencies that provide facilities and services based on direction from the Local Agency Formation Commission and negotiations with responsible agencies. The annexation process includes an evaluation of facility, service and infrastructure deficiencies to determine the type and amount of improvements that may be required in order to annex to the city. Options for financing improvements that correct deficiencies include benefit assessment districts, Capital Improvement Programs, Community Facilities Districts and / or other payment mechanisms.

5. North Broadway and Jesmond Dene Neighborhoods

Location / General Description: The North Broadway and Jesmond Dene neighborhoods are located in the northern portion of Escondido, generally bounded by Interstate 15 on the west, the unincorporated community of Hidden Meadows on the north, Daley Ranch on the east and the city's corporate boundaries on the south. The area includes single family residential on one-half acre and larger lots, agricultural uses, commercial nurseries, and vacant property.

Approximate Acreage: 4,500 acres

Water Service: Four water agencies supply potable water to these neighborhoods; Valley Center Municipal Water District, Rincon Water District, Vallecitos Water District, and the city of Escondido.

Valley Center Municipal Water District provides water service to the northern portion of the neighborhood comprising approximately 75% of the territory. Vallecitos Water District provides water service to the portion of the neighborhood along Interstate 15. Rincon Water District provides water service in the southwest portion of the neighborhood and the city of Escondido serves the extreme southeast portion of the neighborhood.

Both districts receive imported water from Northern California and the Colorado River via the Metropolitan Water District of Southern California (MWD) and the San Diego County Water Authority (SDCWA). In addition, Escondido receives approximately 15% of its water from local sources (refer to Infra-structure and Mobility Element, Figure III-12).

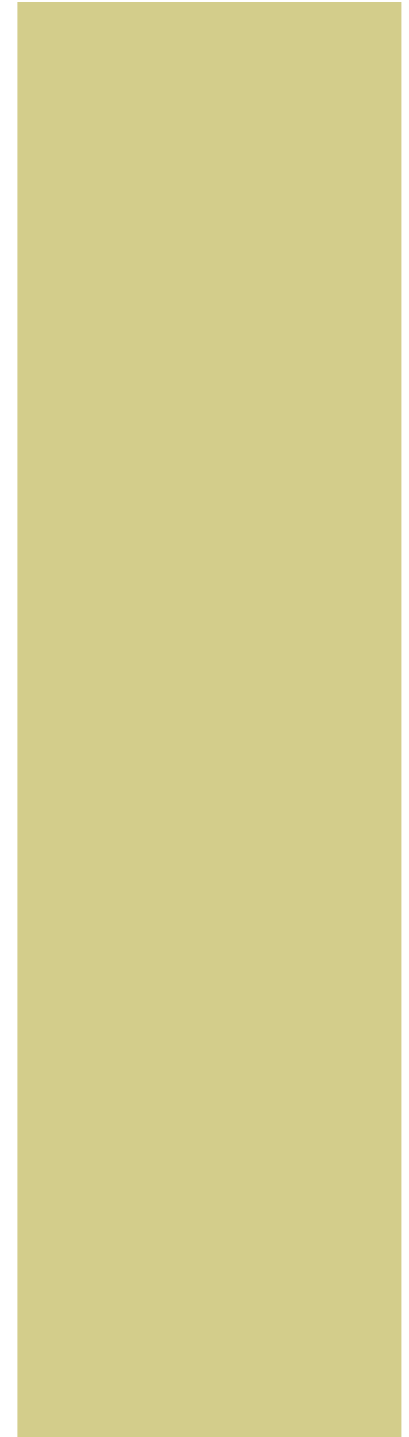
Wastewater Service: There are no wastewater service providers in the North Broadway and Jesmond Dene neighborhoods. Properties are developed with private septic systems to individually treat wastewater generated on-site.

Drainage: No storm drain system serves the North Broadway and Jesmond Dene neighborhoods. Drainage in the North Broadway area flows into Reidy Creek in a southerly direction that ultimately drains into Escondido Creek. Drainage in the Jesmond Dene neighborhood flows in a southerly direction that drains into Reidy Creek.

Safety: The San Diego County Sheriff's Department provides generalized patrol and investigative services in the unincorporated areas of Escondido's General Plan. The nearest stations are located in San Marcos and Vista. The California Highway Patrol has the primary jurisdiction for traffic services in unincorporated areas.

Fire Protection: The North Broadway and Jesmond Dene neighborhoods are within the Deer Springs, San Marcos, and Rincon Fire Protection Districts. The Deer Springs Fire Protection District serves approximately 90% of the neighborhoods and maintains a fire station on Deer Springs Road near the Interstate 15 interchange. The San Marcos Fire Department serves the southeastern portion and maintains fire stations in San Marcos.

The southeastern portion of the North Broadway neighborhood is served by the Rincon Fire Protection District, which is staffed by the city of Escondido Fire Department through a contractual arrangement. The closest fire station is located on Felicita Road in Escondido. All Fire Departments maintain mutual aid agreements with neighboring jurisdictions. Refer to the Community Protection Element, Figure VI-3 for service boundaries.



Deficiency Improvement Financing Analysis: Annexing properties in this area would result in a reorganization of agencies that provide facilities and services based on direction from the Local Agency Formation Commission and negotiations with responsible agencies. The annexation process includes an evaluation of facility, service and infrastructure deficiencies to determine the type and amount of improvements that may be required in order to annex to the city. Options for financing improvements that correct deficiencies include benefit assessment districts, Capital Improvement Programs, Community Facilities Districts and / or other payment mechanisms.

6. Rock Springs Road Neighborhood

Location / General Description: The Rock Springs Road neighborhood is located in the western portion of Escondido, generally bounded by Interstate 15 on the east, Montiel Road on the south, El Norte Parkway on the north, and the city of San Marcos on the west. The area includes single family residential on one-quarter acre and larger lots, agricultural uses, and vacant property.

Approximate Acreage: 300 acres

Water Service: Two water districts supply potable water to these neighborhoods; Vallecitos Water District and Vista Irrigation District. Vista Irrigation District provides water service to approximately one-half of the Rock Springs neighborhood. Vallecitos Water District provides water service to the remaining portion of the neighborhood (refer to Infrastructure and Mobility Element, Figure III-12).

Both districts receive imported water from Northern California and the Colorado River via the Metropolitan Water District of Southern California (MWD) and the San Diego County Water Authority (SDCWA). In addition, Vista Irrigation District receives between 30–80% of its water from local sources (refer to Infrastructure and Mobility Element, Figure III-12).

Wastewater Service: Vallecitos Water District provides wastewater treatment service to properties within its service area. Vista Irrigation District does not provide wastewater treatment services. Properties without wastewater service are developed with private septic systems to individually treat waste-water generated on-site.

Drainage: Developed properties in the Rock Springs Neighborhood are served by a combination of storm drains in suburban tracts and open culverts in more rural / underdeveloped areas.

Drainage in the Rock Springs neighborhood flows westward into San Marcos Creek that ultimately drains into Batiquitos Lagoon and the Pacific Ocean.

Safety: The San Diego County Sheriff's Department provides generalized patrol and investigative services in the unincorporated areas of Escondido's General Plan. The nearest stations are located in San Marcos and Vista. The California Highway Patrol has the primary jurisdiction for traffic services in unincorporated areas.

Fire Protection: The neighborhood is served by the San Marcos Fire Protection District, a community facilities district that serves the city of San Marcos and several other outlying unincorporated communities. The closest fire station is located on Woodland Parkway in San Marcos. The district maintains a mutual aid agreement with neighboring jurisdictions, including Escondido. Refer to the Community Protection Element, Figure VI-3 for service boundaries.

Deficiency Improvement Financing Analysis: Annexing properties in this area would result in a reorganization of agencies that provide facilities and services based on direction from the Local Agency Formation Commission and negotiations with responsible agencies. The annexation process includes an evaluation of facility, service and infrastructure deficiencies to determine the type and amount of improvements that may be required in order to annex to the city. Options for financing improvements that correct deficiencies include benefit assessment districts, Capital Improvement Programs, Community Facilities Districts and / or other payment mechanisms.

7. Lehner Valley County Island Neighborhood

Location / General Description: The Lehner Valley county island neighborhood are located in the northern portion of the city of Escondido, generally bounded by Broadway on the west, Rincon Avenue on the north, Sheridan Avenue on the south, and Conway Drive on the east. The area includes single family residential on one-half acre and larger lots, agricultural uses, and vacant property.

Approximate Acreage: 100 acres

Water Service: The area is served by the city of Escondido water system (refer to Infrastructure and Mobility Element, Figure III-12). Escondido receives imported water from Northern California and the Colorado River via the Metropolitan Water District of Southern California (MWD) and the San Diego County Water Authority (SDCWA). In addition, the city receives approximately 15% of its water from local sources.



Wastewater Service: There are no wastewater service providers in the Lehner Valley neighborhood. Properties are developed with private septic systems to individually treat wastewater generated on-site.

Drainage: No storm drain system serves Lehner Valley neighborhood. Drainage in the area flows into Reidy Creek in a westerly direction that ultimately drains into Escondido Creek.

Safety: The San Diego County Sheriff's Department provides generalized patrol and investigative services in the unincorporated areas of Escondido's General Plan. The nearest stations are located in San Marcos and Vista. The California Highway Patrol has the primary jurisdiction for traffic services in unincorporated areas.

Fire Protection: The Lehner Valley neighborhood is within the Rincon Fire District, which is staffed by the city of Escondido Fire Department through a contractual arrangement. The closest fire stations are located on Ash Street and Nutmeg Street in Escondido. The Escondido Fire Department maintains mutual aid agreements with neighboring jurisdictions. Refer to the Community Protection Element, Figure VI-3 for service boundaries.

Deficiency Improvement Financing Analysis: Annexing properties in this area would result in a reorganization of agencies that provide facilities and services based on direction from the Local Agency Formation Commission and negotiations with responsible agencies. The annexation process includes an evaluation of facility, service and infrastructure deficiencies to determine the type and amount of improvements that may be required in order to annex to the city. Options for financing improvements that correct deficiencies include benefit assessment districts, Capital Improvement Programs, Community Facilities Districts and / or other payment mechanisms.

M. Land Use and Community Form Goals and Policies

A complete list of the General Plan Goals is located in the Vision and Purpose. Specific goals and policies related to land use and community form provided below are intended to guide development to meet present and future needs, achieve a vibrant community, and enhance the character of Escondido.

1. Community Character

GOAL 1: A community composed of distinct residential neighborhoods, business districts, and employment centers, whose urban form reflects the natural environmental setting.

Community Character Policy 1.1

New development should serve to reinforce the city’s present development pattern of higher-intensity development within the downtown area and lower-intensity development in outlying areas. As a guide toward accomplishing this objective, new development projects shall be at an appropriate density or clustered intensity based upon their compatibility with the majority of the existing surrounding land uses. This policy shall limit density transfers from constrained portions of a property as defined in the land use and open space goals. **(Amendment to this policy will continue to require voter approval)**

Community Character Policy 1.2

The boundaries of the Land Use categories depicted on the General Plan are not precise. However, the categories are generally intended to avoid intensification of existing land use or zoning designations where land use compatibility and the objectives of the General Plan are at issue.

(Amendment to this policy will continue to require voter approval)

Community Character Policy 1.3

Focus development into areas where land use changes achieve the community’s long term goals. Facilitate development that is consistent with the build out vision for each area through incentive programs and efficient administrative and discretionary approval processes for plot plans, Planned Developments, Area Plans, Specific Plans, and Zoning Overlays.





Community Character Policy 1.4

Consider the appropriateness of alternative methodologies to define project objectives, determine thresholds of significance, and assess the environmental impacts of projects that further Escondido’s smart growth objectives for downtown infill, mixed-use, pedestrian-oriented, and transit-oriented development, consistent with the requirements of the California Environmental Quality Act (CEQA).

Community Character Policy 1.5

The city should maintain its single-family residential development pattern, except in locations such as the downtown, along major transportation corridors, and around commercial and public activity centers, where higher densities are more appropriate.

(Amendment to this policy will continue to require voter approval)

Community Character Policy 1.6

Residential Categories are established for purposes of providing the city with a range of building intensities to address various site constraints and opportunities. Proposed development shall not exceed the densities shown on the Land Use Plan and outlined in Figure II-6. **(Amendment to this policy will continue to require voter approval).**

Community Character Policy 1.7

Incorporate iconic signage, artwork, landscaping and/or architecture characterized as uniquely Escondido at gateway locations to define a sense of entry and strengthen community identity.

Community Character Policy 1.8

Require development projects to locate and design buildings, construct energy and water efficient infrastructure, reduce greenhouse gas emissions, enhance community livability and economic vitality, and implement other practices contributing to sustainable resources.

Community Character Policy 1.9

Promote development in downtown, at transit stations, and other key districts to accommodate a mix of land uses and configure uses to promote walkability, bicycling, and transit uses, reducing the need for the automobile.

Community Character Policy 1.10

Reduce light pollution and preserve views of the night sky through the design and sighting of light fixtures to minimize light spill-over onto adjacent properties.

Community Character Policy 1.11

Encourage new development to minimize the creation of incompatible glare through development design features (e.g., minimizing use of certain types of exterior building materials).

Iconic art sculptures, such as the "New Leaf" on Center City parkway at Felicita Avenue instill community character

Community Character Policy 1.12

No development shall be permitted on slopes greater than 35% or in natural 100-year floodways. If approved by the city and other appropriate local, state and federal agencies, an environmental channel may be considered within the floodway. Adequate landscaping, revegetation, flood control measures and usable open space beyond the embankments of the environmental channel shall be provided as determined by the city.

(Amendment to this policy will continue to require voter approval)

Community Character Policy 1.13

Subject to city approval, parcels legally created prior to the adoption of this General Plan and wholly with-in constrained lands as defined in Community Character Policy 1.12 may be eligible for the development of a single dwelling unit, providing the property meets minimum lot size for the zoning and land use designations.

(Amendment to this policy will continue to require voter approval)

Community Character Policy 1.14

Recognize Community Plans approved by the Board of Supervisors within Escondido’s General Planning Area and coordinate land use and design guidelines to minimize impacts in areas where city/county lands transition. Collaborate with annexing property owners to retain desired components of their Community Plans by considering appropriate zoning overlay designations in the event of annexation.

Community Character Policy 1.15

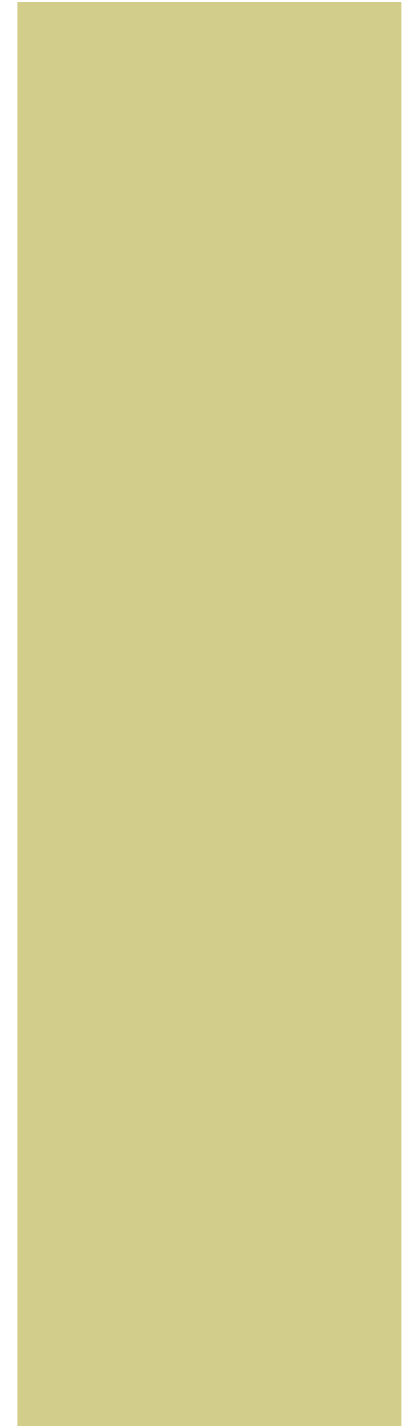
Notify and coordinate with surrounding property owners and resident groups when conducting land use studies affecting residents of unincorporated communities to include property owners, resident groups, homeowner’s associations, and / or planning advisory groups that make their presence known to the city. Utilize neighborhood meetings to notify interested parties to gather information and solicit input for recommendation to various decision-makers.

Community Character Policy 1.16

Support the formation of Homeowners’ Associations to maintain private streets, common open space areas, and landscaping within and adjacent to such developments, and facilitate annexation into the city’s Landscape Maintenance District (or an acceptable alternative) for maintenance of similar landscaping improvements where no Homeowners’ Association is established.

2. Land Use Zoning

GOAL 2: Regulations that clearly and effectively implement land use development goals and objectives.



Land Use Zoning Policy 2.1

Update and revise city ordinances to reflect the goals, objectives and policies in the adopted General Plan.

Land Use Zoning Policy 2.2

Apply zoning overlays to implement specific standards, regulations and guidelines that further advance General Plan policies and city programs for development within Land Use Area Plans and Specific Plans.

Land Use Zoning Policy 2.3

Establish new zoning categories in areas where the city’s existing zoning will not adequately implement the goals and objectives of the General Plan based on the designations identified in Figure II-32:

Figure II-32

General Plan Land Use	Zoning Category
Rural I, Rural II	Residential Agriculture (R-A) Planned Development (PD-R)
Estate I, Estate II	Residential Estate (R-E) Planned Development (PD-R)
Suburban, Urban I	Single-Family Residential (R-1) Mobilehome Residential (R-T) Planned Development (PD-R)
Urban II	Light Multiple Residential (R-2) Mobilehome Residential (R-T)
Urban III	Medium Multiple Residential (R-3)
Urban IV	High Multiple Residential (R-4)
Urban V	Very High Multiple Residential (R-5)
Office	Commercial Professional (C-P) Hospital Professional (H-P)
Planned Office	Planned Development Office (PD-O)
General Commercial	Commercial General (C-G)
Neighborhood Commercial	Commercial Neighborhood (C-N)
Planned Commercial	Planned Development (PD-C)
Light Industrial	Light Industrial (M-1) Industrial Park (I-P)
General Industrial	Light Industrial (M-1) General Industrial (M-2)
Industrial Office	Industrial Office (I-O) Light Industrial (M-1) General Industrial (M-2)
Open Space / Parks	Public (P)
Specific Planning Area	Specific Plan (SP)
Public Facility Overlay	Various
Mixed Use Overlay	Various
Tribal Land Overlay	Various

Land Use Zoning Policy 2.4

Consider locational and operational characteristics of existing and proposed land uses, as well as the surrounding zoning patterns, when establishing zoning and overlay designations to ensure compatibility and appropriateness.

Land Use Zoning Policy 2.5

Maintain clear and precise definitions of constrained lands and methodologies for calculating residential project densities and allowable density transfers to account for slopes, natural floodways, and environmentally sensitive areas (Figure II-33).

3. Residential Development

GOAL 3: Neighborhoods that provide a variety of housing types, densities, and design, and a mix of uses and services that support resident needs.

Residential Development Policy 3.1

Residential Density is defined as the maximum number of dwelling units permitted per acre, including streets within the development, excluding all ultimate circulation element street rights-of-way, adjustments for floodways as defined by the Federal Emergency Management Agency (FEMA—see Flooding Map) or the City, slope categories, and other environmental factors as designated in each land use category and/or open space/ conservation element. Building intensity is based upon the number of dwellings per acre permissible in each category subject to constraints and opportunities provided by all General Plan policies. Limited nonresidential development, such as churches or schools, may occur in residential categories subject to state and local ordinances.

(Amendment to this policy will continue to require voter approval)

Residential Development Policy 3.2

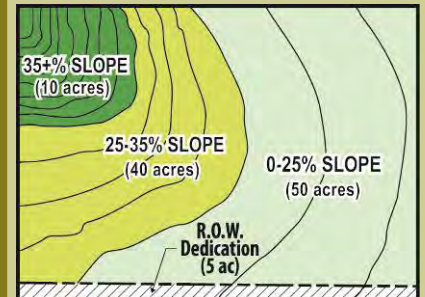
Permit limited non-residential development, such as churches or schools, on properties designated by residential use classifications subject to state and local ordinances.

Residential Development Policy 3.3





The residential land use designation indicates **MAXIMUM** development yields. To meet General Plan Goals and Objectives, including, but not limited to, population goals and environmental considerations, the **ACTUAL** yield may be considerably less than maximum potentials. Population density can be determined by the San Diego Association of Governments (SANDAG) projection of an average number of residents per dwelling unit by the build-out target year of

(Policy continued on next page)

Figure II-33
**RESIDENTIAL YEILD
 EXAMPLE**



Suburban Land Use Designation
 (105 acre site)
 (Minimum Lot Size 10,000 SF)

	0-25% @ 3.3 du/ac. (50 ac) = 165 du
	25-35% @ 1.5 du/ac. (40 ac) = 60 du
	35%+ @ 1 du/20 ac. (10 ac) = 1 du
	Circulation Element (5 ac) = N/A Street Dedication
<hr/>	
Total Site Area 105 ac = 226du	

Potential Yield = 226 du

Maximum Allowable Density:

<u>Max. Permitted DU</u>	<u>226 du</u> = 2.26 du/ac
<u>Area for Yield</u>	<u>100 ac</u>

Notes:

- 1) Development shall be transferred off 35%+ slope (or sensitive habitat) areas.
- 2) Circulation Element Streets right-of-way dedication areas are not included in yield calculations.
- 3) Suburban Land Use Designation requires 10,000 SF minimum lot size unless clustered pursuant to General Plan Policies.

2035 and the maximum units per acre allowed by each land use designation. In lower density categories, the number of residents per unit will often exceed three due to relatively large structures. Conversely, in multi-family areas, smaller unit sizes will result in 1-2 persons per unit being commonplace. Further, population and building intensities are estimated in the General Plan Vision and Purpose. **(Amendment to this policy will continue to require voter approval)**

Residential Development Policy 3.4

Require that properties in Urban III, IV, and V residential designations be developed at a minimum 70% of their permitted densities in order to promote transit ridership and walking, support nearby commercial establishments and take advantage of infrastructure improvements sized to accommodate their intended intensities.

Residential Development Policy 3.5

Establish minimum single family lot sizes as prescribed in Figure II-6 unless the development is clustered in accordance with the cluster provisions.

Residential Development Policy 3.6

Limit the use of panhandle lots and unusual lot slopes in unconstrained areas and consider their use to preserve slopes, ridgelines, habitat areas, and other resources identified in the Resource Conservation Element.

Residential Development Policy 3.7

No permits shall be approved for the development of any lot which is not consistent with the density restrictions of the General Plan except for single-family lots which existed prior to the effective date of the General Plan. Such single-family lots shall comply with all other provisions of the General Plan, including applicable requirements of a Facilities Plan.

Exceptions from density requirements may also be permitted to allow the timely development of lots created by the recordation of a vesting tentative subdivision map subsequent to the effective date of the General Plan providing it conforms to applicable requirements of a Facilities Plan.

Nothing in this General Plan shall prohibit the continued use of legally established mobile home spaces and the possibility of ownership conversion at existing densities legally established under previous ordinances and statutes. Said mobile home spaces shall also be exempt from General Plan clustering provisions.

(Amendment to this policy will continue to require voter approval)



Mobile home parks represent a sizable portion of Escondido General Plan land uses and policies permit ownership conversions at existing densities

Residential Development Policy 3.8

Land use designations and zoning classifications may accommodate maximum yields for one residential development proposal which may not be achievable due to conflict with the overall population objectives. In review of residential development proposals, population objectives may be considered to preserve the welfare of the community.

(Amendment to this policy will continue to require voter approval)

Residential Development Policy 3.9

Promote new residential subdivisions, multi-family projects, and development in Mixed Use Overlay areas to incorporate smart growth principles such as:

- a) Walkways, shade trees, seating areas and other pedestrian activity, and enhance resident quality of life;
- b) Features that promote the use of alternative transportation options;
- c) Opportunities for residents to conduct routine errands close to their residence;
- d) Maximum connectivity with surrounding uses to become a part of the area rather than an isolated project;
- e) Architectural elements or themes from the surrounding neighborhood; and,
- f) Appropriate transitions between land use designations to minimize compatibility conflicts.

Residential Development Policy 3.10

Encourage proportionate numbers of two-story dwelling units within single family detached subdivisions to promote variety and avoid monotonous streetscapes and visual impacts.

Residential Development Policy 3.11

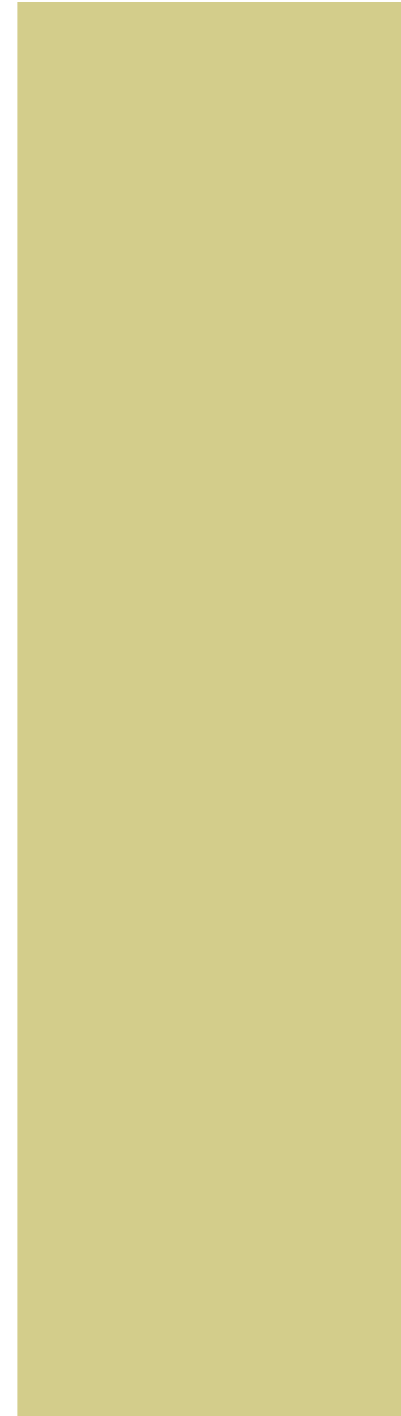
The maximum development yield for slopes over 35% is established only for the purpose of determining the potential for density transfer as permitted by the General Plan.

(Amendment to this policy will continue to require voter approval)

Residential Development Policy 3.12

Where slope categories are indicated, the maximum development yield will be determined by the sum of acreages within each slope category.

(Amendment to this policy will continue to require voter approval)



Residential Development Policy 3.13

The development potential on slopes greater than 35% or in natural floodways or in City-approved environmental channels may be transferred to other portions on the site at one dwelling unit per 20 acres in all residential land use categories.

(Amendment to this policy will continue to require voter approval)

4. Neighborhood Maintenance & Preservation

GOAL 4 Residential neighborhoods that are well-maintained and enduring, and continue to be great places to live for multiple generations.

Neighborhood Maintenance & Preservation Policy 4.1

Utilize code enforcement measures and incentive programs as necessary to promote property maintenance and prevent the deterioration of established housing stock.

Neighborhood Maintenance & Preservation Policy 4.2

Residential neighborhoods shall be protected from the encroachment of incompatible activities or land uses such as heavy service commercial businesses which may have a negative impact on the residential living environment.

(Amendment to this policy will continue to require voter approval)

Neighborhood Maintenance & Preservation Policy 4.3

Integrate pedestrian-friendly features, promote walkability, and work with residents to enhance existing neighborhood character and aesthetics.

Neighborhood Maintenance & Preservation Policy 4.4

In the design of both Rural designations and of Estate I single-family residential development, consideration should be given to public improvement standards which allow for a more rural environment, such as flexibility in street rights of-way, increased setbacks and pedestrian circulation systems such as trails or paths, provided health and safety are not compromised.

(Amendment to this policy will continue to require voter approval)

Neighborhood Maintenance & Preservation Policy 4.5

Mobile home parks should be given particular attention to ensure that building and safety regulations are continually met and that the mobile home parks are well maintained. Additionally, criteria will be developed to evaluate the conversion of mobile home parks to ownership or alternative uses.

(Amendment to this policy will continue to require voter approval)

Neighborhood Maintenance & Preservation Policy 4.6

A Land Use Area Plan will be developed for the Old Escondido Neighborhood and other neighborhoods predominately characterized by older single-family residential housing stock. The area plans shall address the following objectives:

- a) Orientation towards pedestrian activities: The improvement of area streetscapes to provide, at a minimum, street lights and continuous sidewalks.
- b) Preservation of the single-family residential character: Introduction of zoning that discourages demolition of single-family dwellings that are subsequently replaced by high density multi-family units.
- c) Preservation of historic/cultural resources: Consideration of a conservation district that would provide guidelines for protecting the historical/ cultural resources in the area through design and development standards.
- d) Integration with Downtown Specific Plan and South Escondido Corridor other adjacent Area Plans: Development guidelines that require uses that will complement the two areas that border the neighborhood and provide a transition between the single-family residential core and commercial uses.
- e) Implementation measures such as overlay zones, design guidelines and incentive programs for rehabilitation and preservation.

(Amendment to this policy will continue to require voter approval)

5. Residential Clustering

GOAL 5 Clustering of single family residential units to maintain site topography, protect natural resources, and avoid hazards.

Residential Clustering Policy 5.1

Minimum lot size standards for single-family cluster development shall be:

Designation Minimum Lot Size

Rural I	2acres
Rural II	1acre
Estate I	20,000 square feet
Estate II	10,000 square feet
Suburban	7,920 square feet
Urban I	3,630 square feet

(Amendment to this policy will continue to require voter approval)



Residential Clustering Policy 5.2

Clustering is not intended to maximize the density or yield, or to circumvent the existing zoning. It shall be utilized as a tool to preserve slopes, ridgelines and sensitive habitat or provide a community benefit.

(Amendment to this policy will continue to require voter approval)

Residential Clustering Policy 5.3

Under the clustering provision, lot widths, building separations and setbacks, and unit bulk shall be consistent with community design and zoning policies.

(Amendment to this policy will continue to require voter approval)

Residential Clustering Policy 5.4

When utilizing cluster provisions, a project shall not have an adverse visual impact on the surrounding areas by blocking scenic views, by resulting in a scale of development incompatible with the setting, by siting buildings that project above the ridgeline, or by extensive grading, cutting and filling, or by terracing that disrupts the natural shape and contour of the site.

(Amendment to this policy will continue to require voter approval)

Residential Clustering Policy 5.5

Cluster developments shall not increase geotechnical and flooding hazards for adjoining properties.

(Amendment to this policy will continue to require voter approval)

Residential Clustering Policy 5.6

Cluster projects shall avoid sensitive cultural and biological resources and density transfer from such sensitive areas shall be of limited yield to meet the above policies.

(Amendment to this policy will continue to require voter approval)

Residential Clustering Policy 5.7

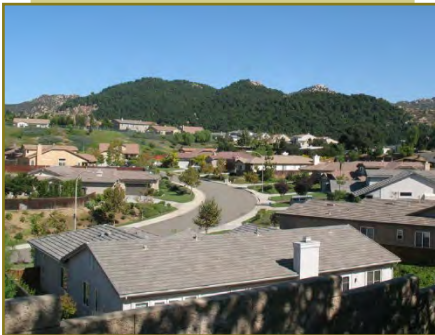
Lands devoted to permanent open space should not be developed with structural uses other than agricultural accessory buildings. Uses should be restricted to agriculture; historic, archaeological, or wildlife preserve; water storage or recharge area; leach field or spray disposal area; scenic areas; protection from hazardous area; or public outdoor recreation.

(Amendment to this policy will continue to require voter approval)

Residential Clustering Policy 5.8

The provisions for clustering units shall be utilized only within Planned Development Zones or Specific Planning Areas.

(Amendment to this policy will continue to require voter approval)



The Hidden Trails development clustered residential units on flatter portions of the site to preserve agricultural uses on hillside areas through the Specific Plan process

Residential Clustering Policy 5.9

In no event shall the reduction of lot sizes for clustered projects exceed the open space areas within the development.

(Amendment to this policy will continue to require voter approval)

Residential Clustering Policy 5.10

When clustering, the portion of the site to be developed for residential purposes shall not significantly change the character of the surrounding area.

(Amendment to this policy will continue to require voter approval).

6. Planned Development

GOAL 6: Large scale, multi-use projects that are designed to create distinct districts that complement the existing community and urban form.

Planned Development Policy 6.1

Planned Development Zoning shall be used to address unique characteristics of a development site and the surrounding land uses to better implement the goals and policies of the General Plan but not to attain maximum yield.

(Amendment to this policy will continue to require voter approval)

Planned Development Policy 6.2

Planned Development zoning should be limited to projects of adequate size and unique physical characteristics to effectively implement the appropriate policies.

(Amendment to this policy will continue to require voter approval)

Planned Development Policy 6.3

Development proposals involving Planned Developments shall address and/or include, if applicable:

- a) Visual impacts of the development from the Valley floor and from adjoining properties;
- b) Preservation of the natural setting by minimizing earth movement and removal of native vegetation and by using compatible building materials, textures and colors;
- c) Grading, erosion control and revegetation/ landscaping requirements;
- d) Preservation of the creeks and their adjoining vegetation in a natural state and the use of buffering techniques to control undesired access;

(Policy continued on next page)



- e) Implementation of appropriate management techniques in areas of rare and endangered plant and animal species;
- f) Adequate buffers and separations from adjacent properties;
- g) Superlative architectural design features of all structures;
- h) Adequate separation between structures and attention to the bulk and scale to avoid a monotonous streetscape; and
- i) Preservation / maintenance of common open space or community area.

The Planned Development zoning ordinance may require further detailed information to achieve General Plan goals and objectives. **(Amendment to this policy will continue to require voter approval)**

Planned Development Policy 6.4

Clustering residential units shall be permitted only in conjunction with a Planned Development or Specific Planning Areas (SPA) (see provisions for clustering).

(Amendment to this policy will continue to require voter approval)

7. Mixed Use Overlay Zones

GOAL 7: Districts containing a mix of uses enabling residents to live close to their jobs, shopping, entertainment, and recreation, reducing the need to use the automobile and promoting walking and healthy lifestyles.

Mixed Use Overlay Policy 7.1:

Designate areas for the development of mixed-use projects in a pedestrian-friendly environment integrating housing with retail, office, and service uses (childcare, health, etc.) consistent with the General Plan’s vision and long-term growth needs.

Mixed Use Overlay Policy 7.2

Establish guidelines and standards for mixed-use development through Area Plans that include but are not limited to; minimum density and intensity requirements; landscaping and open space, allowable uses; building heights; and any shared parking standards consistent with Figure II-6.

Mixed Use Overlay Policy 7.3

Focus the tallest buildings and developments with the highest intensities and densities in mixed use districts in the downtown and key urban activity centers that are well-served by transit, close to employment, services, utilities, and recreational facilities.



Mixed Use Overlay Policy 7.4

Review proposed projects in mixed use overlay districts and encourage features that:

- a) Promote a wide range of housing opportunities;
- b) Facilitate the establishment of child care homes and centers;
- c) Create a walking environment to encourage pedestrian activity;
- d) Maximize alternative transportation modes;
- e) Provide opportunities for residents to conduct routine errands close to their residence;
- f) Integrate with surrounding uses to become a part of the neighborhood rather than an isolated project;
- g) Incorporate architectural elements or themes from the surrounding neighborhood;
- h) Provide appropriate transition between land use designations to minimize compatibility conflicts;
- i) Provide adequate infrastructure;
- j) Ensure quality architecture and landscaping, adequate off-street parking, on-site open space, and recreation areas;
- k) Integrate on-site or fund off-site development of neighborhood parks;



8. Commercial Land Uses

GOAL8: A diversity of economically prosperous and well-designed commercial districts providing a choice of uses for Escondido’s residents and visitors.

Commercial Land Use Policy 8.1

Establish Neighborhood Commercial, General Commercial, and Planned Commercial land use designations as described in Figure II-6 to accommodate the various types of retail and service-related needs.

Commercial Land Use Policy 8.2

Permit the development of a broad range of retail and service activities within the General Commercial land use designation as described in Figure II-6.

Commercial Land Use Policy 8.3

Promote the development of a variety of commercial activities within self-contained, comprehensively planned commercial centers within the Planned Commercial land use designation as described in Figure II-6.

‘Via Roble’ mixed use development on Escondido Boulevard incorporated a variety of residential dwellings including shopkeeper units, single family detached, and multi-family

Commercial Land Use Policy 8.4

Permit the development of convenience-oriented commercial uses that provide retail goods and services to local residents, as permitted within the Neighborhood Commercial land use designation, in areas designated for residential uses without a public vote as described in Figure II-6.

Commercial Land Use Policy 8.5

Allow isolated commercial development within residential and industrial designations only when commercial uses are compatible with the Neighborhood Commercial designation and the uses are intended to primarily serve the immediate needs of the area.

Commercial Land Use Policy 8.6

Require that commercial buildings be located in planned, group concentrations rather than in a linear strips, except for designated corridors, and incorporate features that minimize impacts on adjacent sensitive uses associated with noise, property maintenance, product deliveries, trash service, and other potentially incompatible characteristics.

Commercial Land Use Policy 8.7:

Support efforts to strengthen and rehabilitate existing commercial areas east of the I-15 freeway.

Commercial Land Use Policy 8.8:

Generally encourage commercial development west of the I-15 freeway to uses that serve the immediate surrounding areas and regional high-volume centers requiring freeway access and visibility that are compatible with surrounding land uses.

Commercial Land Use Policy 8.9

Require, as necessary, new commercial development larger than five acres requiring entitlement approvals to submit a study of the existing and/or approved commercial development in the project vicinity, existing vacancy rates for similar commercial uses, market feasibility, and other information as deemed necessary by the city to identify adverse economic impacts contributing to blight.

Commercial Land Use Policy 8.10

Require that commercial development be located and designed to benefit from the access afforded by the circulation system without impairing its operation by:

- a) Requiring a traffic and circulation study for all commercial development over five acres or smaller centers, if necessary, as deemed by the City Engineer.

(Policy continued on next page)



General Plan policies promote self-contained, comprehensively planned commercial centers

- b) Prohibiting points of access if they are too close to intersections and will result in unacceptable congestion or in safety hazards as determined by city staff.
- c) Limiting the number of access points and curb cuts to maintain efficient traffic operations.

Commercial Land Use Policy 8.11

Allow drive through facilities subject to the mitigation of identified air quality, traffic safety, and visual impacts based on appropriate studies submitted to the satisfaction of the city prior to approval.

9. Office Land Use

GOAL 9: A diversity of office uses enabling residents to live and work in Escondido and attain good wages.

Office Land Use Policy 9.1

Establish General Office, and Planned Office land use designations as described in Figure II-6 to accommodate the various types of office needs.

Office Land Use Policy 9.2

Encourage the development of office buildings in planned, grouped concentrations, and incorporate features that minimize impacts on adjacent sensitive uses associated with noise, property maintenance, product deliveries, trash service and other potentially incompatible characteristics.

Office Land Use Policy 9.3

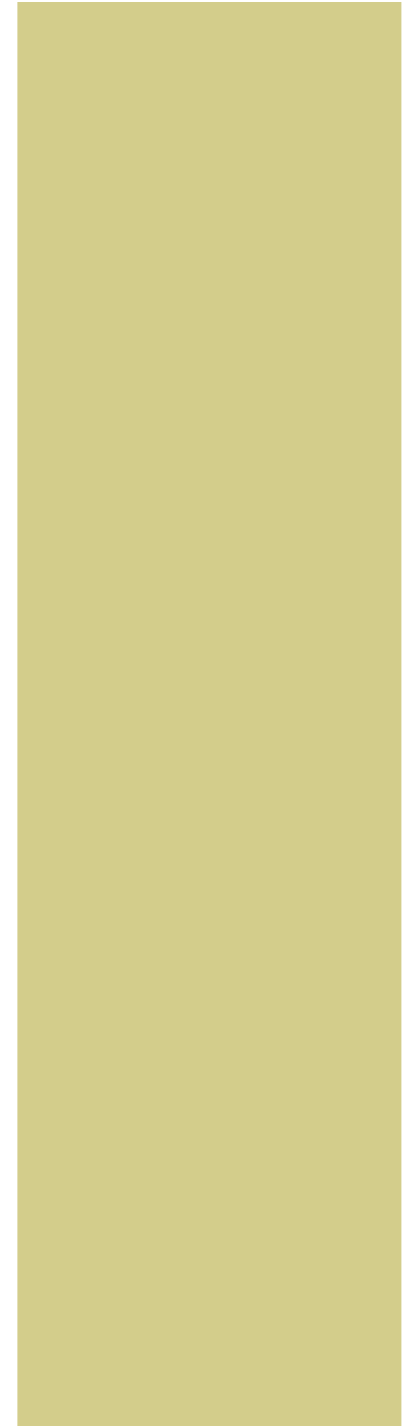
Encourage the integration of service, financial, dining, and other support uses in office complexes to enable employees to remain on site and reduce automobile use.

Office Land Use Policy 9.4

Locate and design office buildings to assure compatibility and transitions with adjoining neighborhoods, with the greatest building intensities and heights in the downtown, near transit, and mixed use districts.

Office Land Use Policy 9.5

The General Office land use designation shall accommodate administrative and professional offices, business support services, financial, insurance, and real estate services, supportive commercial uses such as restaurants, as well as medical related offices, short-term convalescent and long-term care facilities, research labs, medical supply, and similar uses.





Office Land Use Policy 9.6

Accommodate large scale bio-technology, research and development, corporate office and related support office uses in a campus-like setting within the Planned Office land use designation. Allow limited support retail and service uses, such as restaurants, dry cleaners, gym/fitness centers, markets, and office services (e.g., printing / copying / shipping) as well as compatible public uses if integrated into larger facilities.

10. Industrial Land Use

GOAL10: A variety of industrial uses located and designed to assure compatibility with adjoining land uses offering diverse jobs for the community.

Industrial Land Use Policy 10.1

Establish Industrial Office, Light Industrial, and General Industrial land use designations as described in Figure II-6 to accommodate the need for the various types of industrial uses.

Industrial Land Use Policy 10.2

Encourage the development of industrial buildings in planned, group concentrations and incorporate features that minimize impacts on adjacent sensitive uses associated with noise, property maintenance, product deliveries, trash service and other potentially incompatible issues.

Industrial Land Use Policy 10.3

Require that projects located within the Industrial Office classification be designed to be aesthetically attractive and compatible with adjoining land uses addressing such elements as land use, building architecture, landscaping, screening of outside storage, and out-building uses. Scale the amount of required improvements to the size of the project for businesses expanding their operations.

Industrial Land Use Policy 10.4

Encourage the development of “Safety Uses” (e.g. police station, fire department, city related uses etc.), support commercial, and industrial-related office uses (e.g. architects, data processing, engineering, contractor, government services, corporate headquarters) in the Industrial Office land use designation as an incentive to transition from M2 and M1 zones to the IO zone.

Industrial Land Use Policy 10.5

Accommodate industries that generate moderate daytime and minimum nighttime noise levels, and require limited or no outside storage in Light Industrial designated properties.

General Plan policies promote self-contained, comprehensively planned office development with opportunities for support facilities such as fitness centers and restaurants

Industrial Land Use Policy 10.6

Require development on properties located in designated Light Industrial areas to incorporate stricter standards than comparable General Industrial designated sites for building architecture, landscaping, and screening of outside storage, property setbacks, and open land use.

Industrial Land Use Policy 10.7

Correlate the scale and amount of required improvements with the size of the project for businesses expanding their operations.

Industrial Land Use Policy 10.8

Maintain building intensity standards for Industrial designated properties as required by law.

Industrial Land Use Policy 10.9

Allow more flexible requirements affecting building architecture, landscaping, screening of outside storage, or outbuilding use depending on location and visibility from off-site areas on properties designated General Industrial. Scale the amount of required improvements to the size of the project for businesses expanding their operations.

11. Specific Plan Area Land Use

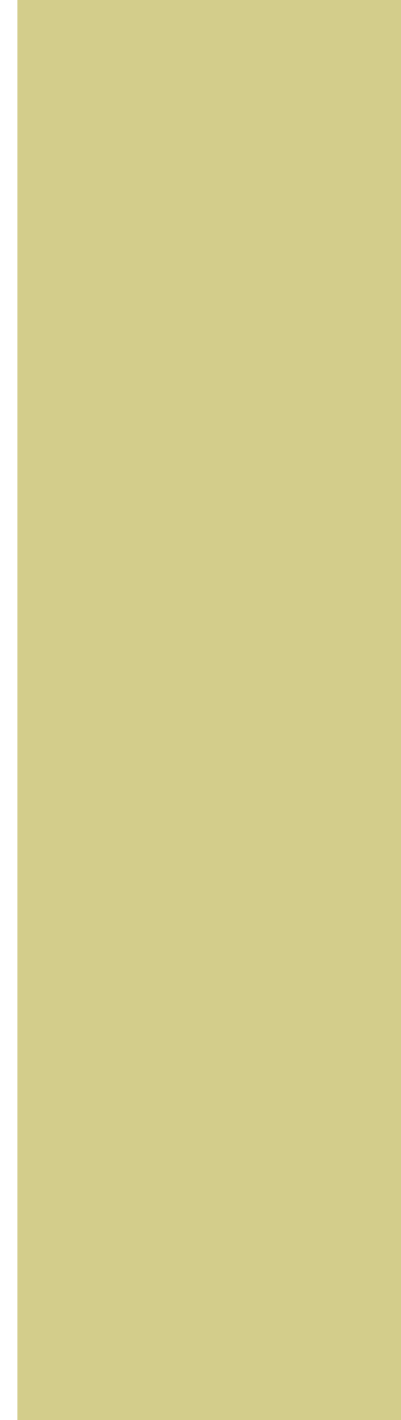
GOAL 11: Large-scale, multi-use projects that create a sense of distinct identity, provide amenities, and are cohesively and comprehensively developed.

Specific Planning Area Land Use Policy 11.1

Establish the Specific Planning Area land use designation and require submittal of a Specific Plan application to manage the phased and cohesive development of large scale, multi-use projects (in compliance with California Government Code Sections 65450, et seq.) as described in Figure II-6.

Specific Planning Area Land Use Policy 11.2

Allow additional areas to be designated as Specific Planning Areas as requested by landowners/property owners subject to criteria defining the type of project, the character of the intended development, proposed land uses and intensities, pertinent conditions or restrictions on development, appropriate application process, and demonstration of how the proposed Specific Planning Area furthers the goals and objectives of the General Plan more effectively than existing land use designation(s).



Specific Planning Area Land Use Policy 11.3

Specific Plans shall not be utilized in a wide-spread manner to circumvent or modify the character or intent of ordinances, land use designations and/or city goals and objectives, but rather should be reserved for a limited number of proposals which, by nature, are ideally suited for the comprehensive planning efforts involved in the Specific Planning process.

(Amendment to this policy will continue to require voter approval)

Specific Planning Area Land Use Policy 11.4

Specific Planning Areas (SPA's) shall be utilized to consider development proposals analyzing zoning regulations, development standards, land uses, densities, building intensities tailored to the need and unique characteristics of a particular area. Generally, SPAs should only be applied to larger areas and where community benefit can be demonstrated.

(Amendment to this policy will continue to require voter approval)

Specific Planning Area Land Use Policy 11.5

Specific criteria to evaluate the suitability of a Specific Plan shall be established which shall include:

- a) The site should be of sufficiently large area to take advantage of density transfers where appropriate, thereby preserving significant open space areas within the Specific Plan area;
- b) The site should have unique physical characteristics, such as uneven terrain or hillside areas that, without a Specific Plan, might not be effectively protected and incorporated into the overall development plan;
- c) The site should be of sufficient area that lends itself to a comprehensive site design utilizing a combination of attractive landscaping and open space amenities left in their natural condition;
- d) The site should be of sufficient area and nature that lends itself to long-term development phasing (e.g., in excess of five years) which can effectively be monitored and controlled; and
- e) The site should require flexibility in planning to deal with compatibility with different surrounding land uses and extensive public improvement requirements.

(Amendment to this policy will continue to require voter approval)

Specific Planning Area Land Use Policy 11.6

No Specific Plan shall be adopted by the City Council until the Council has reviewed the proposed Plan for compliance with the following requirements which are in addition to requirements imposed by State Government Code Sections 65450, et seq.:

(Policy continued on next page)

- a) Residential, industrial and commercial structures built within the Specific Plan area shall be constructed under rigorous quality control programs and safeguards (e.g., appropriate restrictive covenants running with the land);
- b) Appropriate protection against soil erosion, particularly where hillside development is involved, shall be assured;
- c) Assurance shall be provided that any hillside cutting will be minimized or appropriately landscaped so that visible scarring will be mitigated to the extent feasible;
- d) All open space areas shall be identified and appropriate measures providing for their preservation shall be included;
- e) Design criteria, development regulations and building standards shall be provided sufficient to ensure that residential, industrial and commercial structures are compatible with the surrounding environment;
- f) Adequate assurance shall be provided that the circulation and access needs of the project residents and the surrounding community are properly addressed;
- g) Appropriate arrangements to ensure that public facilities and services adequate to serve the project residents are available shall be described; and
- h) The Specific Plan demonstrates implementation of the goal and objectives of the General Plan and furthers the interests of the community.

(Amendment to this policy will continue to require voter approval)

Specific Planning Area Land Use Policy 11.7

Clustering residential units shall be permitted only in conjunction with a Planned Development or Specific Planning Area (SPA) (see provisions for clustering).

(Amendment to this policy will continue to require voter approval)

12. Open Space / Park Land Use

GOAL 12: Open space lands that provide an attractive environmental setting for Escondido and visual relief from development, protect the viability of natural resources and habitat, offer recreational opportunities for residents and visitors, and protect the public from the risks of natural hazards.



Open Space Land Use Policy 12.1

Establish the Open Space / Park land use designation to identify city and county properties reserved for active and passive parks, habitat preservation, and public safety purposes as described in Figure II-6.

Open Space Land Use Policy 12.2

Require any proposed land use change in areas designated as Open Space to conform in type and intensity with the surrounding land uses.

Open Space Land Use Policy 12.3

Encourage the preservation of lands within the Planning Area that are owned by other public agencies for use as undeveloped open space, recreational purposes or mitigation banking.

Open Space Land Use Policy 12.4

Explore options to purchase lands used for recreation or open space purposes within the Planning Area that are owned by other public agencies and available for acquisition, as appropriate. Retain such property acquisitions in their current use for possible mitigation banking purposes, or to develop as additional recreational opportunities for Escondido residents.

13. Public Facility Overlay

GOAL 13: Adequate and accessible civic, utility, institutional, educational, cultural, and service uses supporting the needs of Escondido's residents and businesses.

Public Facility Overlay Policy 13.1

Establish the Public Facility overlays to accommodate "single use" municipal facilities and government operations such as libraries, community centers fire stations, municipal firing range, treatment facilities, public schools, etc. as described in Figure II-6.

Public Facility Overlay Policy 13.2

Ensure that any proposed land use change in this category shall conform to the underlying land use designation with respect to type of activity and intensity of development.

Public Facility Overlay Policy 13.3

Maintain a buffer zone around the Hale Avenue Resource Recovery Facility (HARRF) and restrict development in order to minimize public exposure to odors and public health risks. Limit the amount of new residential development within this zone and permit non-residential uses that would not adversely impact existing residences. Encourage development to incorporate site planning and architectural layout techniques that minimizes exposure to odors.

14. Tribal Area Land Use Policies

GOAL 14: Recognition of the jurisdictional authority of local Native American Tribes.

Tribal Area Land Use Policy 14.1

Establish the Tribal Area land use designation as described in Figure II-6 for federally recognized reservations or Indian Villages and for which the city has no land use authority.

15. Development Agreement Policies

GOAL 15: Shared public and private commitments for large scale, multi-year, and multi-use projects to assure conformance with community development objectives.

Development Agreement Policy 15.1

Encourage Development Agreements as a mechanism to secure community benefits from applicants that the city cannot require as part of a project's approval.

Development Agreement Policy 15.2

Approve a Development Agreement for increased residential density within Specific Planning Areas (SPA) #2 and #4 in excess of the basic entitlement, provided that community benefits exceed those normally required of comparable development projects. The yield/benefit determination shall be made by the City Council and shall not exceed the maximum stated in the SPA section.

Development Agreement Policy 15.3

Specify, if needed, the number of building permits to be allocated on a yearly basis and the correlation and timing for the provision of facilities and/or financing for on-site or off-site community benefits in all Development Agreements.

Development Agreement Policy 15.4

Regularly monitor Development Agreements to ensure compliance and to address community concerns and needs that may change over time.



16. Annexation

GOAL 16: Annexation of properties for the provision of municipal services whose development shall complement and be compatible with adjoining areas without placing an undue financial burden on the city.

Annexation Policy 16.1

Allow property owners to annex to the city, and actively annex unincorporated lands owned by the city.

Annexation Policy 16.2

Promote the annexation of unincorporated lands where it is determined in the city's interest to promote orderly development, implement goals and objectives, and /or to expedite facilities and services.

Annexation Policy 16.3

Demonstrate that facilities, services, and infrastructure are adequate to serve proposed annexations in accordance with city standards, acknowledging Neighborhood Maintenance & Preservation Policy 4.4 allowing more flexible public improvement requirements in the Rural and Estate I single-family residential areas.

Annexation Policy 16.4

Allow annexations if it can be demonstrated that appropriate improvements as determined by the city will be financed by the property owner(s), and that such expansion of the city will not have unacceptable adverse fiscal or environmental impacts to existing city services or residents. Exceptions to this policy may be considered subject to Policy 16.2.

Annexation Policy 16.5

Provide services to unincorporated areas when there is a mutual agreement between the city and appropriate agencies, if any, provided the city is compensated for costs incurred.

Annexation Policy 16.6

Maintain an annexation procedures manual outlining the steps and city policies regarding annexations that includes, but is not be limited to, applicant's responsibilities, requirements for environmental review, requirements for development plans, and fees for annexation.

Annexation Policy 16.7

Update the Sphere of Influence as necessary concurrent with each five-year review of the General Plan.

Annexation Policy 16.8

Expand the Sphere of Influence to be coterminous with the Planning Area boundary where such expansion is deemed appropriate by the City and the Local Agency Formation Commission.

17. General Plan Review and Amendments

GOAL 17: A dynamic General Plan that is responsive to community values, visions, needs, economic conditions, resource availability, and state and federal legislation.

General Plan Review and Amendment Policy 17.1

Track, monitor, and report the performance and the General Plan land use goals and policies and, where there are substantive deviations in development practice or anticipated impacts, assess their implications and appropriateness for Plan amendments.

General Plan Review and Amendment Policy 17.2

Comprehensively review and update the General Plan, as appropriate at five year intervals.

General Plan Review and Amendment Policy 17.3

Prior to any major extensions of services or utilities to accommodate changes in land use, significant growth inducing, and environmental implications including significant growth inducing impacts, shall be thoroughly reviewed based upon the Growth Management policies of this document and any necessary mitigation measures implemented. **(Amendment to this policy will continue to require voter approval)**

General Plan Review and Amendment Policy 17.4

Require General Plan Amendments when proposals:

- a) Request the development of a site for a designation or density/intensity other than indicated on the Land Use Map or within the text of the General Plan;
- b) Do not meet or exceed adopted Quality of Life Standards;
- c) Request changes to, or not substantially consistent with, General Plan policies, goals or objectives; and,
- d) Are determined by the city to be inconsistent with policies contained in the General Plan text.



General Plan Review and Amendment Policy 17.5

Substantiate the need for General Plan Amendments with written findings submitted by the applicant that considers the following criterion:

Identified physical, social, or city-wide economic factors or changes that have made the General Plan designation, policy statement goal, or intent in question inappropriate from the standpoint of the general public welfare.

Unless the applicant provides substantial documentation that the changes have occurred, the GPA request shall be denied.

General Plan Review and Amendment Policy 17.6

Permitted land uses in the residential areas of the City shall be intensified only when the voters approve such changes. No General Plan Amendment or new Specific Planning Area shall be adopted which would:

- a) Increase the residential density permitted by law,
- b) Change, alter, or increase the General Plan Residential Land Use categories, or
- c) Change any residential to commercial or industrial designation on any property designated as: Rural, Estate, Suburban, Urban.

Unless and until such action is approved and adopted by the voters of the City at a special or general election, or approved first by the City Council and then adopted by the voters in such election.

(Amendment to this policy will continue to require voter approval)

General Plan Review and Amendment Policy 17.7

Periodically review and update the city's Planning Area boundary to identify areas appropriate for amendment which shall be conducted through the General Plan Amendments process.

General Plan Review and Amendment Policy 17.8

Require California Environmental Quality Act (CEQA) review for development that exceeds the 2035 forecasted General Plan development capacity as defined in Figure II-5.

18. Environmental Review

GOAL 18: Environmental quality regulations that mitigate for impacts associated with development to preserve and protect Escondido's unique environment.

Environmental Review Policy 18.1

Maintain Environmental Quality Regulations in accordance with city, state, and federal requirements.

Environmental Review Policy 18.2

Require environmental review and mitigation of impacts, if necessary, consistent with city, state, and federal requirements for development projects the Planning Area.

Environmental Review Policy 18.3

Periodically review and update environmental thresholds and special sensitive areas as more specific and recent information becomes available.

Environmental Review Policy 18.4

Require all development to conform to the General Plan, Facilities Plans, Areas Plans, and Quality of Life Standards.







East Valley Parkway Area Plan

Approved: September 22, 2004
City Council Resolution No. 2004-136
(Effective Date: November 5, 2004)

Acknowledgements

City Council:

Lori Holt Pfeiler, Mayor
Marie Waldron, Mayor Pro Tem
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Cover Photo: "Shifting Threshold" © by Joan Irving, 2002

As amended:

Resolution 2005-79(R)..... Effective May 4, 2005
Ordinance 2019-09.....Effective October 10, 2019
Ordinance 2021-11.....Effective November 26, 2021
Ordinance 2024-105 Effective, [DATE]

Changes to the East Valley Parkway Area Plan

On July 19, 2023, the Escondido City Council adopted the East Valley Specific Plan (EVSP), a plan which reevaluates and modifies the policies, allowable uses, and land use patterns within a segment of the East Valley Parkway Area Plan (EVPAP). In order to reflect these changes, the Escondido City Council adopted Ordinance No. 2024-105 on August 7, 2024, which adjusts the EVPAP's boundaries so that they do not conflict with the EVSP. The figures below provide a side-by-side comparison between the old EVPAP boundary and the new site limits. As depicted in the image below (right), parcels located generally east of Hickory Street, west of Harding Street, south of the Escondido Creek Channel (with exception of those surrounding the Ash and Washington intersection) and north of Grand Avenue, are now subject to regulations in the EVSP.

California Government Code Section 65450 grants specific plans like the EVSP authority to lead the “systemic implementation” of a City’s general plan. In the event there is any future or unresolved conflicts between EVPAP and EVSP, the EVSP shall prevail. For parcels that fall under the area now governed by the EVSP, readers need to reference the EVSP for applicable guidelines, allowable uses, and any additional information.

The EVSP can be found online at:

<https://escondido.gov/DocumentCenter/View/2283/East-Valley-Specific-Plan->



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East Valley Parkway Area Plan



Vicinity Map (Previous Boundary)

Legend

Old East Valley Parkway Area Plan



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East Valley Parkway Area Plan



Vicinity Map (Current Boundary)

Legend

Current East Valley Parkway Area Plan

East Valley Parkway Area Plan

Table of Contents

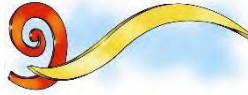
Section	Title	Page
Section 1	Introduction	1
	1.1 Purpose	1
	1.2 Location	1
	1.3 History	4
	1.4 Plan Preparation Process	6
Section 2	Relationship to General Plan and City Policies	8
	2.1 General Plan Conformance	8
	2.2 Bicycle Facilities Master Plan	9
	2.3 Zoning	9
Section 3	Area Plan Goals	11
	3.1 Goals	11
Section 4	Land Use	12
	4.1 Objectives	12
	4.2 Existing Land Use	12
	4.3 Future Land Use Opportunities	14
	4.4 Land Use Policies	14
	4.5 Principal Land Uses	15
	4.6 Permitted Accessory Uses and Structures	23
	4.7 Prohibited Uses	24
	4.8 Parking	25
	4.9 Signs	26
	4.10 Review Process	27
Section 5	Appearance	28
	5.1 Objectives	28
	5.2 Property Maintenance and Enforcement	28
	5.3 Design Guidelines	29

	5.4 Public Art	29
Section 6	Circulation and Infrastructure	31
	6.1 Objectives	31
	6.2 Existing Conditions	31
	6.3 Transit	34
	6.4 Bicycle and Pedestrian Paths	34
	6.5 Circulation Policies	34
	6.6 Directional Signs	35
	6.7 Other Infrastructure	35
Section 7	Economic Development	37
	7.1 Economic Development	37
	7.2 Marketing	37
Section 8	Design Guidelines	39
	8.1 Introduction and Purpose	39
	8.2 Overall Design Concept	39
	8.3 Architectural Design Guidelines	42
	8.4 Site Design Guidelines	43
	8.5 Building and Architectural Guidelines	49
	8.6 Landscape Guidelines	54
	8.7 Signage and Lighting Guidelines	56
	8.8 Residential and Mixed-Use Guidelines	56
Section 9	Implementation	58
	9.1 Implementation Mechanisms	58
Figures		Follows Page
	1. Vicinity Map	2
	2. General Plan	3
	3. Zoning	10
	4. Circulation Plan	32
	5. Design Concept	40
	6.A Mediterranean Design Concept	44
	6.B Mediterranean Design Concept	45
	6.C Conceptual Site Plan	46
	7.A Contemporary Style	47
	7.B Contemporary Style	48
	8. Conceptual Building Renovation	51

9.	Building Renovation	52
10.	Site Renovation	53

Tables

4.1	Permitted and Conditionally Permitted Principal Uses	17
4.2	Permitted Accessory Uses and Structures	23



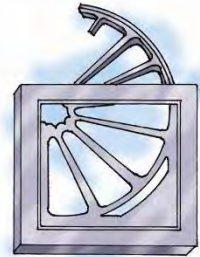
SECTION 1. INTRODUCTION

Mission Statement: *The mission of the East Valley Parkway Area Plan is to develop and implement a comprehensive strategy for the revitalization of the physical character and economic health of East Valley Parkway businesses and community.*

1.1 Purpose

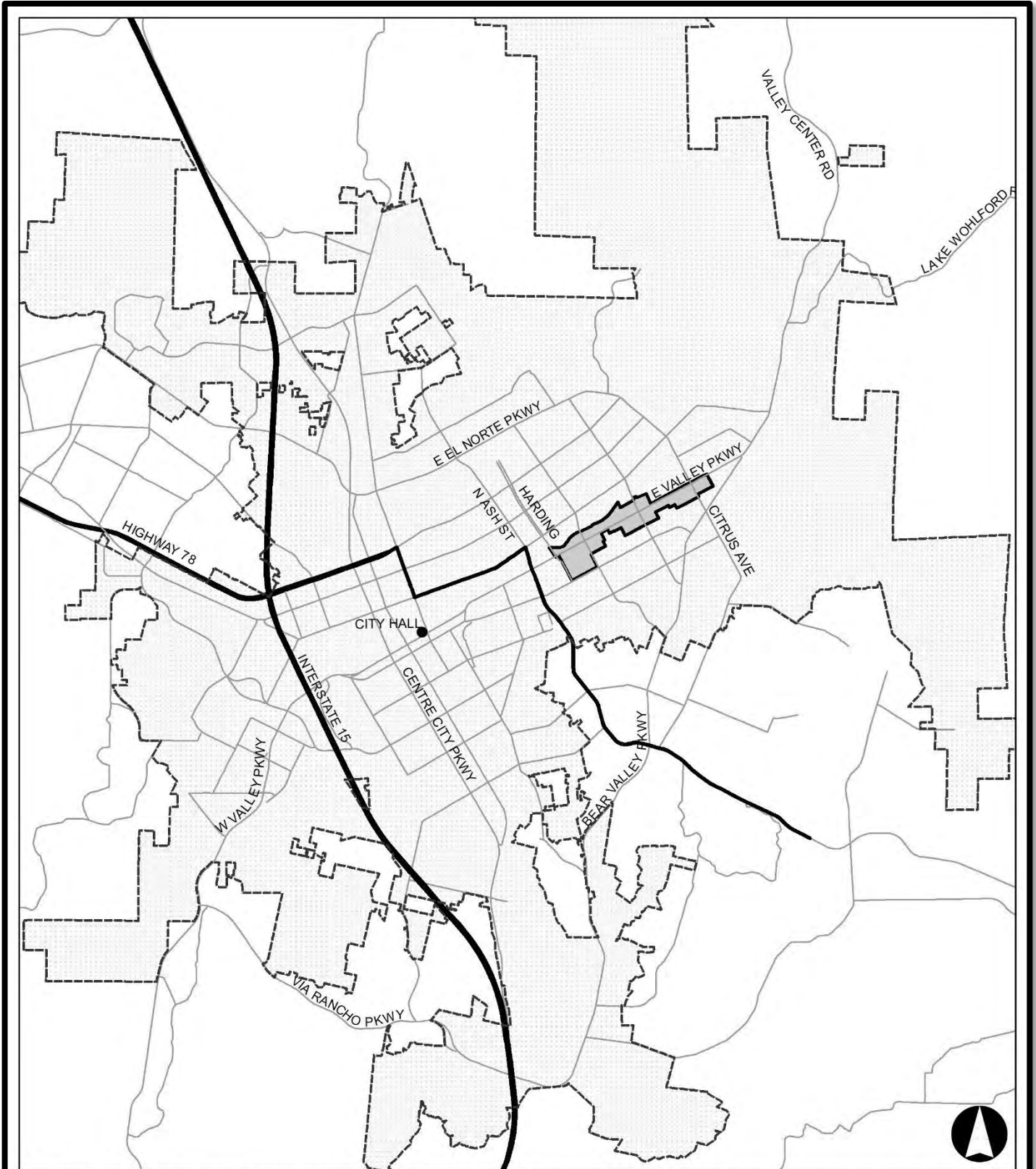
The purpose of the East Valley Parkway Area Plan is multifold:

- To address the Commercial Policy objectives identified in the City’s General Plan including opportunities to attract office and professional uses, rehabilitate existing commercial centers, strengthen existing establishments through façade and streetscape improvements, and consolidate access point to improve traffic circulation
- To continue and strengthen the efforts for the renaissance of the area
- To develop strategies encouraging older developed properties to upgrade facades, parking areas and landscaping and to maintain properties in a well-kept manner according to current Municipal Code requirements
- To provide direction for the design of buildings, site planning, signs, and landscaping
- To provide a marketing tool for attracting targeted uses that contribute to economic development, and to encourage additional educational uses to build upon the existing education cluster
- To provide guidelines for residential uses as part of mixed-use development
- To develop strategies that encourage home ownership of residential units
- To identify priorities for infrastructure improvement



1.2. Location



East Valley Parkway is located in the central portion of the City of Escondido, immediately adjacent to and east of downtown (refer to Figure 1– Vicinity Map). The East Valley Parkway Area Plan boundary begins generally east of Harding Street and extends an approximate two-miles along East Valley Parkway to just east of Citrus Avenue (refer to Figure 2– General Plan). A portion of the area is bounded by the Escondido Creek flood control channel on the north and portions of Grand Avenue on the south.



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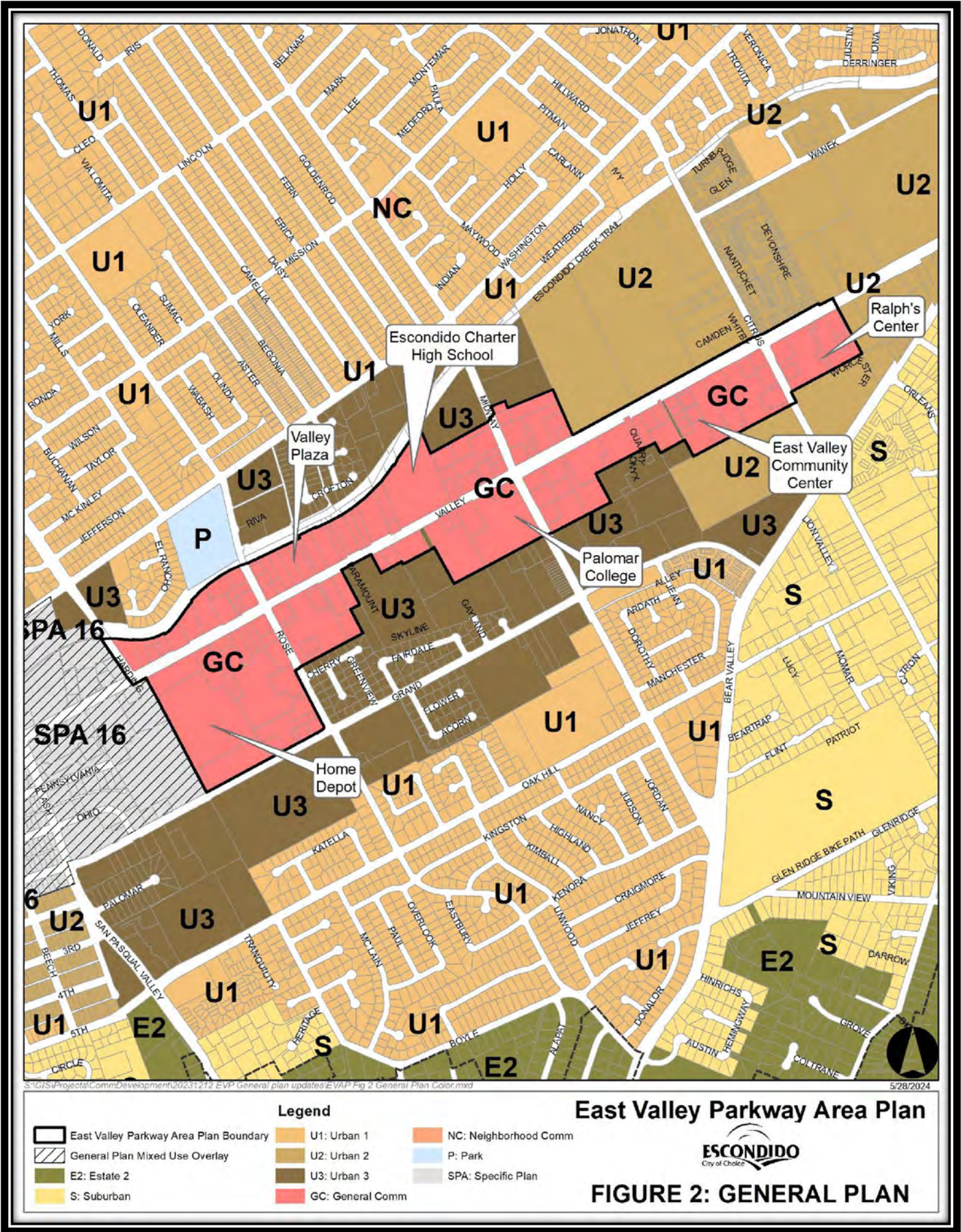
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-  City Limits
-  East Valley Parkway Area Plan

East Valley Parkway Area Plan



FIGURE 1: VICINITY MAP





Street trees frame distant mountain views along the scenic parkway

1.3 History

Brief Chronology of the Area:

The East Valley Parkway area thrived during its heyday during the 1960s as a major retail and entertainment district anchored by suburban shopping centers with ample parking. With the development of the North County Fair regional shopping center (renamed Westfield Shoppingtown North County and subsequently North County Mall) at the southern boundary of the City, the customer base along East Valley Parkway declined and older buildings experienced higher vacancy rates. The area has experienced a renaissance which began in the late 1990s, as evidenced by new anchor businesses, a consolidation of retail, adaptive reuse of marginal commercial uses, a growing educational cluster, and the phased undergrounding of utilities. In 2023, the City adopted the East Valley Specific Plan (EVSP) governing portions of the East Valley as a Area Plan’s geographic area, thereby reducing the total area of the area plan.

Detailed History:

Incorporated in 1888, Escondido is one of the oldest cities in the County. Over time, land use within the East Valley area has transitioned from agricultural uses to an automobile-oriented commercial area bordered by residential uses. The original eastern city limits terminated at Ash Street. The eastern part of the valley was fast growing with ranches, orchards and other agricultural uses. This growth led to the need for a new, second elementary school to serve the east part of the City. Known as Oak Glen School, the school was constructed in 1892 in a grove of oaks at the east end of the valley. Destroyed by fire two years later, the school was rebuilt and renamed Orange Glen School, its current name. The unpaved road heading east from the downtown area past the school was known during the 1920s as “the road to Valley Center”.



City zoning districts dating back to the 1930s designate the properties between Hickory and Ash Streets as an agricultural district. Defining the western boundary of the study area was Palomar Medical Center, established in 1950 on the site of the former Escondido Hotel.

The eastern City boundary at Ash Street remained unchanged until 1959 when properties along East Valley Parkway annexed to the City. Some of the earliest development along the parkway consisted of mobile home parks, many of which still remain. As the City grew, commercial development followed the trend seen in other older cities



characterized by traditional downtown settings; neighborhood stores and shopping centers with ample on-site parking were developed to provide services outside the downtown shopping area. Zoning dating back to the 1960s designated the East Valley area, along with the downtown and South Escondido Boulevard areas, as general commercial districts. A significant event in the development of the East Valley area was the 1964 opening of the City’s first large shopping center, known as Escondido Village. The fully-enclosed, air-conditioned shopping center was built on the site of a former dairy, on

the corner of East Valley Parkway at Ash Street. While considered “state of the art” at the time, the center was renovated in the early 1990s to provide an open-air mall and increase street visibility for merchants.

Historically, the Escondido valley area was subjected to a number of floods as Escondido Creek topped its banks, most significantly in 1916 and 1927. Construction of the Escondido Creek flood control channel, known as the Escondido Creek Watershed Project, began in 1965. The project was built in four phases, using a combination of federal and state funds and a bond measure financed by Escondido residents. This concrete-lined channel extends from approximately Lake Wohlford Road on the east to the Harmony Grove bridge on the west end, and abuts the rear of many properties north of East Valley Parkway. The channel maintenance road also functions as a bicycle path.

Subsequent commercial development has been automobile-oriented, characterized by big and mid-box retail, strip commercial and food service establishments with ample parking generally located along the street frontage. Additional shopping centers were constructed, anchored by major retail stores such as Fedco, theaters, and grocery stores. In addition, a number of public uses were established. The satellite campus of Palomar College was established in 1989. In the 1990s the City purchased a commercial center located between Midway Drive and Citrus Avenue, and converted the former grocery store building into the East Valley Community Center, containing a branch library and gymnasium. Adaptive reuse of a shopping center east of Valley Plaza and Rose Street has been completed with



the construction of a new charter high school campus which opened in Fall 2003.

An underutilized commercial center was successfully renovated to the satellite campus of Palomar College, stimulating the establishment of other educational uses

One of the main catalysts for the East Valley Parkway recent revitalization is the residential developments further east and north along East Valley Parkway, including Hidden Trails (East Grove – Specific Plan Area 12) and Eureka Ranch (Specific Plan Area #5). Another catalyst for redevelopment was demolition of the former Fedco and Vineyard Shopping Center, and replacement with the Albertsons and Home Depot centers. The installation of a series of public art pieces known as “Shifting Threshold” in 2001 and 2003, provides a colorful and festive depiction of the East Valley area as it transitions from its agricultural beginnings to its current status as an important commercial district. Additional infill development behind the Escondido Village Shopping Center is anticipated, which may result in the relocation of the Escondido School District administrative offices elsewhere within the district.



1.4 Plan Preparation Process

The need for an area plan for the East Valley Parkway area was identified in the Commercial Policies of the 1990 General Plan. To implement the General Plan objectives, the East Valley Overlay Ordinance (Ordinance 91-51) was adopted in 1991 as an interim ordinance. The overlay ordinance was intended to guide development and land use decisions in a manner consistent with the General Plan, until such time as a final area plan was adopted. Since that time, area property and business owners have continued to work with the City to focus attention and resources on the commercial district by forming the East Valley Association (EVA), a non-profit organization.

In 1997, SANDAG funded an urban design study for the East Valley Parkway corridor aimed at developing design solutions that would enhance and revitalize the area. The design consultant (Estrada Land Planning) facilitated public workshops and recommended design solutions to address community concerns. The recommendations were included in the East Valley Parkway Corridor Urban Design Study Summary Report, dated August 1997. Many of the concepts



included in this study have been implemented as part of subsequent development proposals, and additional recommendations are incorporated into the area plan (Refer to Figure 5 – Overall Design Concept). Since the late 1990s a number of properties have undergone revitalization or replacement of existing business with new tenants. The EVA continues to work closely with representatives from numerous City departments to revitalize the physical character and economic growth of the area.

At the request of the EVA in 2002, the City Council directed staff to prepare a comprehensive area plan for the East Valley Parkway area that replaced the interim overlay ordinance. The City Council appointed a 13-member citizen’s committee, consisting primarily of property and business owners and area residents, to work with staff in developing the plan. The citizens’ committee focused their efforts on reviewing land use regulations, and developing design guidelines and property maintenance standards.



SECTION 2. RELATIONSHIP TO THE GENERAL PLAN AND OTHER CITY POLICIES

2.1 General Plan Conformance

The City’s General Plan provides a blueprint for growth and development within the City. It specifically identifies the East Valley area for special consideration. Properties within the East Valley Parkway Area Plan are designated General Commercial (GC) in the Land Use Element of the General Plan (refer to Figure 2 – General Plan). This designation is characterized by a broad range of retail and service activities, including personal and business retail sales and service, eating and drinking establishments, and offices. Automobile sales and service, while generally allowed in the general commercial area, are



subject to special zoning restrictions along East Valley Parkway. The anticipated building height is generally low-profile (one to three stories) although taller structures may be permitted where tourist-serving facilities or mixed-use projects are proposed.

Commercial centers provide a broad mix of retail and service uses

Development and implementation of the Area Plan shall be consistent with the General Plan, which includes a number of Commercial and Economic policies applicable to the East Valley commercial area, as described below:

- Economic Policy B3.3 encourages the continued revitalization of the East Valley Parkway commercial area by upgrading its appearance and achieving a coordinated land use pattern, including retail, offices, visitor-serving activities and residential development.
- Commercial Policy B4.2 establishes the need to develop and adopt programs and ordinances directed at strengthening and rehabilitating existing commercial centers.
- Commercial Policy B4.4 requires new commercial developments over five acres in size to submit a study of existing and approved commercial development in the vicinity, vacancy rates, and other information to evaluate potential blight in existing commercial areas.
- Commercial Policy B4.5 requires future commercial activities to be organized in planned, grouped concentrations rather than organization in a linear fashion.
- Commercial Policy B4.12 addresses the need to prepare a Land Use Area Plan for East Valley Parkway, and establishes the following objectives:
 - a. Analyze opportunities for attracting office and professional uses to the area;
 - b. Encourage the rehabilitation of existing commercial centers rather than expansion;

- c. Seek ways of strengthening the existing establishments through façade and streetscape improvements. Upgraded public and private landscaping and aesthetically-upgraded signage;
 - d. Consider multiple-family residential and office uses as a replacement for some existing commercial uses; and
 - e. Establish mechanisms to consolidate access points to commercial centers to improve traffic circulation.
- Circulation Policy D2.7 establishes guidelines limiting access to Major Roads, such as East Valley Parkway, through the use of medians and access controls to maintain street capacity.
 - Circulation Policy D2.7 establishes a policy of consolidating driveway access points along classified streets of Collector and above, to enhance and protect the capacity and safety of classified streets by reducing potential traffic conflicts. As a Major Road, East Valley Parkway is subject to this policy.



2.2 Bicycle Facilities Master Plan

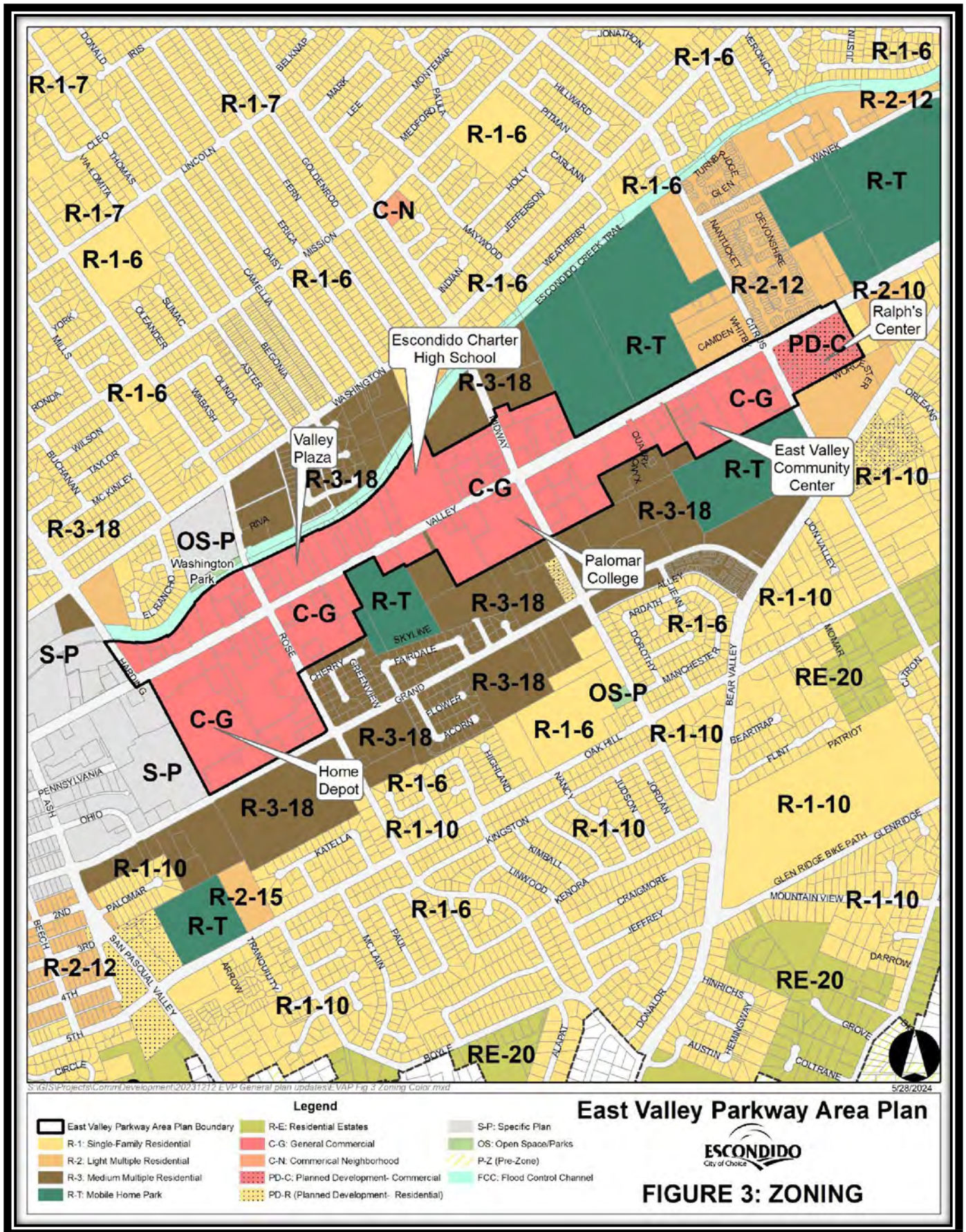
The Bicycle Facilities Master Plan, adopted in 1993, establishes a system of bicycle routes and support facilities intended to provide an alternate mode of transportation as well as a recreational opportunity. The master plan identifies a Class 1 grade-separated bikeway situated along the service road bordering the channelized portion of Escondido Creek from the western end of the City to Lake Wohlford Road. The City has completed construction of this bicycle path from North Broadway to East Washington Avenue. A segment of this pathway borders the south side of the creek channel adjacent to the commercial properties along East Valley Parkway. Future improvements are anticipated to provide a grade-separated bicycle crossing at Date and Ash Streets.

2.3 Zoning

Zoning Districts

Properties within the area plan prior to the EVSP's adoption in 2023 included a mix of zoning districts with the CG (General Commercial) district encompassing the largest area, and including the CP (Professional Commercial), HP (Hospital Professional), PD-R (Planned Development – Residential) and PD-C (Planned Development – Commercial) districts. With the adoption of the EVSP, the only zoning district remaining in the area plan is the CG (General Commercial) district and CP (Professional Commercial). The intent of the Area Plan Overlay is to refine the list of land use and development standards of the underlying zone to conform with the General Plan policies and provide clear criteria for both new and existing development.

The standards of the underlying zoning and this area plan overlay shall be applied to development and use of property within the area plan boundaries as shown on Figure 2.



Business Enhancement Zone (BEZ)

The East Valley Parkway Area is within the Escondido Business Enhancement Zone (BEZ). The intent of the BEZ is to induce and facilitate projects that provide significant public benefit and strengthen the image and appearance of the City. Projects within the BEZ are eligible for incentives pursuant to criteria adopted by the City Council. The potential incentives include financial assistance, relief from certain zoning requirements and expedited processing.

SECTION 3. AREA PLAN GOALS

3.1 Goals

The following goals were developed to provide direction for the future development and revitalization of the East Valley Parkway area, as envisioned by the General Plan:

1. Provide surrounding neighborhoods with a convenient and attractive commercial area for their shopping, dining, entertainment, education and employment needs by attracting a full range of quality uses to the area, including retail, high-paying office and professional uses, educational clusters and sit-down dining establishments
2. Encourage revitalization of existing commercial centers through implementation of façade and streetscape improvements incorporating quality design of all exterior building improvements, landscaping and exterior colors
3. Provide an opportunity for start-up businesses to become established and promote the transition of marginal retail to higher and better uses
4. Determine where and to what extent existing commercial centers should recycle to mixed-use incorporating multiple family residential components
5. Identify site criteria and establish enforceable development standards for mixed-use residential developments through the Planned Development process, emphasizing design elements and site amenities which typify and promote the home ownership market
6. Encourage the rehabilitation of existing uses by clarifying the approval processes to avoid excessive conditions that discourage rehabilitation
7. Develop comprehensive design guidelines to promote quality architectural design, reorientation of linear strip commercial with clustered site planning, and to unify the streetscape appearance as a landscaped parkway
8. Develop enforceable standards to insure properties are monitored and maintained at a high level of compliance with code requirements and conditions of approval.
9. Provide smooth traffic flow and improve accessibility to and through East Valley Parkway by developing a comprehensive directional sign program, and by consolidating access points onto East Valley Parkway



SECTION 4. LAND USE

4.1 Objectives



The primary objective of the land use section is to identify a full range of desirable land uses that can achieve the area plan goals of stimulating the visual and economic revitalization and to provide surrounding neighborhoods with a convenient and attractive place for their shopping, dining, entertainment, education and employment needs. The land use objectives are intended to strengthen the area’s economic base, increase property values and support surrounding areas.

4.2 Existing Land Use

Existing Conditions:

The East Valley Parkway area is an established commercial district developed with a broad spectrum of retail, service, educational and recreational uses. The area contains approximately 329 businesses that represent approximately 4% of the total number of businesses in Escondido. With the establishment of the interim overlay ordinance in 1991, the list of permitted and conditionally permitted uses as established by the underlying zoning districts was refined to reflect the General Plan policies to promote revitalization of the corridor. Towards this end, a variety of automotive-related uses were specifically prohibited, including the sale or rental of motor vehicles, equipment and boats, and a higher level of review through the conditional use permit process was established for service stations and automobile sales and services. Any such existing uses are considered non-conforming and are limited in their ability to expand or extend the life of the use, pursuant to Zoning Code Section 33-1240 et seq.



Former Palomar Hospital anchored the west end of the parkway adjacent to downtown Escondido

Existing land use is characterized by the following conditions:

- A high number of small to mid-size retail establishments, transitional uses, social services and food establishments, and minimal office development. Food

establishments cater primarily to the fast-food market, while sit-down, family style restaurants are few in number.

- Existing buildings are low-scale, primarily single story. Older centers are characterized by traditional shopping center design with retail stores developed in a linear strip with shared parking located in front of the buildings and having little or no landscaping. Recently reconstructed centers include clustered developments with outpad buildings, site plans with improved street visibility and well-distributed parking.
- A cluster of educational uses, including Palomar College, Escondido Charter High School and the Escondido Union School District administrative offices are centrally located along or adjacent to the parkway.



Escondido Charter High School opened in Fall 2003

- Mixed-use developments containing a combination of retail and office uses are limited. No mixed-use residential projects have been developed since the Interim Overlay Ordinance was established in 1991.
- Recreational uses include the bicycle path along the Escondido Creek flood control channel and the East Valley Community Center. While located north of the flood control channel at Rose Street outside of the Area Plan boundaries, Washington Park also serves the recreational needs of the area.

Ownership Patterns and Lot Configurations:

Individual ownership patterns and unusual lot configurations can create obstacles to efficient and attractive land use and site planning. An example of fragmented ownership is the area between Harding Street and N. Midway Drive north of E. Valley Parkway, which consist of irregular lot sizes and configurations including lots with pan handles and shared access across several separately owned properties and developments. Properties east of Harding Street are deeper, allowing larger setbacks for parkway landscaping, parking lot screening and consolidated signage. Many established uses operate under long-term lease agreements which provide stability to the tenant but may be a deterrent to potential new property owners. For example, the Valley Plaza shopping center includes a number of long, narrow lots that are individually owned, contain multiple driveways and minimal parking lot landscaping. Efforts to revitalize the center in a comprehensive manner have been challenging due to the need to coordinate with multiple owners and tenants.



Individual ownership of some older commercial properties makes revitalization efforts difficult to coordinate between multiple owners

4.3 Future Land Use Opportunities

Mixed-Use:

Since 1990 the General Plan Land Use Element has promoted the establishment of opportunities for mixed-use residential and office development along East Valley Parkway. However, no new mixed-use developments have been established. The intent of the General Plan policy is to increase the residential population in close proximity to commercial uses and to provide a range of viable land uses to replace or enhance underutilized commercial centers. Conversion of commercial sites to residential-only uses is not anticipated or promoted, since such redevelopment would reduce the inventory of employment and revenue-generating commercial lands. However, establishment of mixed-use projects that include a residential component can enhance the vitality and stability of the area. Mixed-use projects, including a combination of retail/office and retail/ residential units with high quality design and amenities targeting the home-ownership market, are encouraged. The planned development process will be required for mixed-use residential projects.



Other Targeted Land Uses:

East Escondido has experienced significant residential growth, with the development of the Hidden Trails development and other approved subdivisions in the East Valley Parkway and East Washington areas and in Valley Center. Development of gaming casinos on tribal lands to the north has also contributed to an increased number of motorists along the parkway. To service this growth and take advantage of the increased exposure to motorists, an opportunity exists for infill development to attract new, higher quality commercial and office uses and spur revitalization of underutilized parcels.

4.4 Land Use Policies

The following policies are intended to guide land use patterns and distribution:

1. Encourage consolidation of ownership to facilitate revitalization and significant aesthetic improvement through comprehensive site planning and design and property maintenance coordination.

2. Provide incentives for the consolidation of properties within the Valley Plaza Shopping Center to encourage redevelopment in a comprehensive design.
3. Consider opportunities for shared parking and access arrangements where lot consolidation is infeasible.
4. Encourage the establishment of desirable land uses to serve the increasing residential base and to capture visitor traffic in east Escondido, including the following:

- Home improvement and home furnishing stores
- Educational institutions and support facilities
- Medical and hospital support uses
- Concentration of Class A office space for large employers, flagship / headquarters buildings, and mixed-use office developments
- Office buildings for small independent and incubator businesses and professional services, serving the employment needs of the new residents in the east valley area
- Sit-down and family-style restaurants
- Entertainment uses, including movie theaters
- Commercial types of recreational uses, such as athletic clubs



Recent construction of a second large home improvement center boosts sales tax revenue and provides convenient retail trade to meet demand created by significant new residential construction in the east portion of Escondido

4.5 Principal Land Uses

The following Table 4.1 lists those uses in the underlying commercial zone that are permitted (P) subject to business license or plot plan review, or subject to conditional use permit (C) pursuant to Zoning Code Article 61, Division 1. An asterisk (*) indicates uses subject to special regulations of the Zoning Code article shown in parentheses. The review process is described in Section 4.10.



Scenic hillsides provide an attractive backdrop to this shopping center

Table 4.1

PERMITTED AND CONDITIONALLY PERMITTED PRINCIPAL USES

USE TITLE	CG	CP
RESIDENTIAL AND LODGING:		
<ul style="list-style-type: none"> • Bed and Breakfast (Article 32*) 	C*	---
<ul style="list-style-type: none"> • Hotels and Motels (Article 63*) 	C*	---
<ul style="list-style-type: none"> • Lodging for organization members only 	C	---
<ul style="list-style-type: none"> • Mobile home or travel trailer parks (Articles 45 & 46*) 	C*	---
<ul style="list-style-type: none"> • Multi-family residential as part of a mixed-use project 	PD	---
MANUFACTURING, WHOLESALE TRADE, AND STORAGE:		
<ul style="list-style-type: none"> • Any use or structure permitted or conditionally permitted in a zone and involving hazardous materials (Section 33-666*) 	C*	C*
<ul style="list-style-type: none"> • Mini-warehouse storage facilities (Article 57*) 	C*	---
<ul style="list-style-type: none"> • Newspaper printing and publishing 	P	---
RETAIL TRADE:		
Automotive and marine craft		
<ul style="list-style-type: none"> • Automotive parts and accessories sales with no repair or installation 	P	---
<ul style="list-style-type: none"> • Gasoline service stations including concurrent sale of alcoholic beverages and motor vehicle fuel (Article 57* and Council Resolution #5002*) 	C*	---
Food and Drink Sales		
<ul style="list-style-type: none"> • Food stores (grocery, produce, candy, baked goods, meat, delicatessen, etc.), excluding sale of liquor, tobacco and smoking-related products as primary use 	P	---
<ul style="list-style-type: none"> • With facilities to dispense gasoline (Article 57*) 	C*	---
<ul style="list-style-type: none"> • Liquor stores, packaged (off-sale) 	---	---
General Retail		
<ul style="list-style-type: none"> • Antique and Consignment stores 	P	---
<ul style="list-style-type: none"> • Bargain basement stores 	---	---
<ul style="list-style-type: none"> • Building materials and supplies including lumber, heating, plumbing, and electrical equipment, etc. (Outdoor storage or sale subject to CUP) 	P	---
<ul style="list-style-type: none"> • Consignment shop (Section 33-1127 of the Zoning Code*) 	P	---
<ul style="list-style-type: none"> • Drugstores 	P	P

USE TITLE	CG	CP
<ul style="list-style-type: none"> • Drug stores with drive-through (Section 33-341 of the Zoning Code*) 	C	C
<ul style="list-style-type: none"> • Florists, gifts, cards, newspapers and magazines 	P	P
<ul style="list-style-type: none"> • Florists, gift, cards, newspapers and magazines with drive-through (Section 33-1127 of the Zoning Code*) 	C	C
<ul style="list-style-type: none"> • Furniture, home and office furnishing and equipment, electrical appliances, and office machines and supplies 	P	---
<ul style="list-style-type: none"> • General retail of new merchandise, NEC (as determined by the Director of Development Services, based on conformance with the purpose of the specific zone, interaction with customers, the appearance of the building, the general operating characteristics, the type of vehicles and equipment associated with the use, and including incidental assembling of customized items); 	P	---
<ul style="list-style-type: none"> • General retail of new merchandise, NEC with drive-through (Section 33-1127 of the Zoning Code*) 	C	---
<ul style="list-style-type: none"> • Hospital/medical equipment sales 	P	---
<ul style="list-style-type: none"> • Nurseries and garden supply stores 	P	---
<ul style="list-style-type: none"> • Outdoor retail, NEC (as a principal use) 	C	---
<ul style="list-style-type: none"> • Pharmacies 	P	P
<ul style="list-style-type: none"> • Sporting goods (includes ammunition and firearms, fishing, hunting, golf, playground equipment, etc.) 	P	---
<ul style="list-style-type: none"> • Temporary seasonal sales such as Christmas tree and wreath sales, pumpkin sales, etc., on vacant lots subject to site plan approval 	P	---
EATING AND DRINKING ESTABLISHMENTS:		
<p>Cabarets and nightclubs (with or without alcoholic beverages, including comedy clubs, magic clubs, etc.)</p>	C	---
<p>Drinking places-alcoholic beverages (on-sale beer and wine and on-sale general licenses and public premises) includes bars and taverns, does not include restaurants serving alcoholic beverages.</p>	C	---
<p>Restaurants, cafes, delicatessens, and sandwich shops, without alcoholic beverages</p>	P	P
<ul style="list-style-type: none"> • With on-sale beer and wine and on-sale general licenses 	P	---
<ul style="list-style-type: none"> • Auto oriented drive-in, drive-through (Section 33-341*) 	C	---
<ul style="list-style-type: none"> • Specialized food sales from pushcart facilities (Section 33-342*) 	P*	P*

USE TITLE	CG	CP
SERVICES:		
Animal Care (excluding kennels)	P	---
Automotive services (including motorcycles, motorized vehicles, marine craft and recreational vehicles)		
<ul style="list-style-type: none"> • Automobile supply stores with incidental installation 	P	---
<ul style="list-style-type: none"> • Boutique car sales or car dealership 	---	---
<ul style="list-style-type: none"> • Car-wash, polishing, vacuuming, detailing as a primary or accessory use 	C*	---
<ul style="list-style-type: none"> • Commercial vehicle repair 	---	---
<ul style="list-style-type: none"> • General vehicle repair 	C	---
<ul style="list-style-type: none"> • Junyard and wrecking yard 	---	---
<ul style="list-style-type: none"> • Limited vehicle repair and service in freestanding or single tenant building 	C	---
<ul style="list-style-type: none"> • Limited vehicle repair and service in multi-tenant centers which were comprehensively designed and approved for automotive repair prior to Area Plan 	P	---
<ul style="list-style-type: none"> • Tow yard storage 	---	---
<ul style="list-style-type: none"> • Tractor or heavy truck sales, storage, or rental 	C	---
Educational services		
<ul style="list-style-type: none"> • Day nurseries, child care centers (Article 57*) 	C*	C*
<ul style="list-style-type: none"> • Schools, including kindergarten, elementary, junior, and senior high schools (Article 57*) 	P*	---
<ul style="list-style-type: none"> • Special needs education 	P	P
<ul style="list-style-type: none"> • University, college, junior college, and professional schools 	P	P
<ul style="list-style-type: none"> • Vocational and trade schools 	P	P
<ul style="list-style-type: none"> • Other special training (including art, music, drama, dance, language, etc.) 	P	---
Government services		
<ul style="list-style-type: none"> • Administrative centers and courts 	P	P
<ul style="list-style-type: none"> • Employment and training services 	P	P
<ul style="list-style-type: none"> • Operation Centers 	C	C
<ul style="list-style-type: none"> • Police and fire stations 	C	C
<ul style="list-style-type: none"> • Postal services 	P	P
Financial services and institutions		
<ul style="list-style-type: none"> • Banks, securities brokers, credit offices (excluding check cashing as a primary use) 	P	P
<ul style="list-style-type: none"> • Check-cash / pay day 	---	---

USE TITLE	CG	CP
<ul style="list-style-type: none"> Insurance 	P	P
<p>Medical, dental and related health services</p>		
<ul style="list-style-type: none"> Counseling services 	C	C
<ul style="list-style-type: none"> Hospitals, excluding small medical clinics 	C	C
<ul style="list-style-type: none"> Medical clinics and blood banks 	P	---
<ul style="list-style-type: none"> Medical, dental, optical, and other health care offices and laboratories 	P	P
<ul style="list-style-type: none"> Sanitariums, convalescent and residential care facilities 	C	---
<ul style="list-style-type: none"> Other medical and health services NEC 	C	C
<p>Offices and business services, except medical</p>		
<ul style="list-style-type: none"> Call centers and telemarketing services 	C	C
<ul style="list-style-type: none"> General business services (including advertising, building services, credit reporting, detective/protective services, drafting, employment services, news syndicate, computer services, etc.) 	P	P
<ul style="list-style-type: none"> General office use (includes professional offices, legal services) 	P	P
<ul style="list-style-type: none"> Mailing, stenographic, accounting and office services 	P	P
<ul style="list-style-type: none"> Messenger services 	P	P
<ul style="list-style-type: none"> Real estate services 	P	P
<ul style="list-style-type: none"> Travel agencies and services 	P	P
<p>Repair services, except automotive</p>		
<ul style="list-style-type: none"> Apparel and shoe repair and alteration 	P	---
<ul style="list-style-type: none"> Bicycle repair 	P	---
<ul style="list-style-type: none"> Locksmiths and key shops 	P	P
<ul style="list-style-type: none"> Miscellaneous repair services (excluding machine shops and welding services) 	P	---
<ul style="list-style-type: none"> Small appliance repair and services (including TV, radio, VCR, computers, household appliances, etc.) 	P	---
<ul style="list-style-type: none"> Watch, clock, and jewelry repair 	P	P
<p>Social, professional, and religious organizations and services</p>		
<ul style="list-style-type: none"> Churches, synagogues, temples, missions, religious reading rooms, and other religious activities including columbaria and mausoleums as an incidental use (Article 57*) 	C*	C*
<ul style="list-style-type: none"> Professional organizations (political membership, veterans, civic, labor, and similar organizations, etc.) 	P	P

USE TITLE	CG	CP
<ul style="list-style-type: none"> • Social services and charitable organizations including only office and administrative activities, and excluding direct distribution of goods or services to the ultimate client at this location 	P	P
<ul style="list-style-type: none"> • Youth Organizations (Article 57*) 	C*	---
<p>Other services</p>		
<ul style="list-style-type: none"> • Assembly halls, fraternities, sororities, lodges, etc. 	C	---
<ul style="list-style-type: none"> • Barber, beauty, nail, and tanning services, excluding tattoo parlors 	P	P
<ul style="list-style-type: none"> • Hospital/medical equipment rental and leasing 	P	---
<ul style="list-style-type: none"> • Laundry and dry cleaning services (Section 33-343 of the Zoning Code*) 		
<ul style="list-style-type: none"> • Commercial laundry 	---	---
<ul style="list-style-type: none"> • Dry cleaning, laundering, pressing and dyeing for on-site retail customers only 	P	---
<ul style="list-style-type: none"> • Pick-up service only 	P	P
<ul style="list-style-type: none"> • Self-service, coin-operated 	P	---
<ul style="list-style-type: none"> • Mortuary (excluding crematories and mausoleums) 	P	---
<ul style="list-style-type: none"> • Personal services, NEC (including clothing and costume rental, marriage bureaus, baby-sitting services, etc.) 	P	---
<ul style="list-style-type: none"> • Photographic and duplicating services: 		
<ul style="list-style-type: none"> • Blueprinting and photocopying 	P	P
<ul style="list-style-type: none"> • Studios, developing, printing, and similar services, except commercial photography 	P	P
<ul style="list-style-type: none"> • Commercial photography, including aerial photographs and mapping services 	P	---
<ul style="list-style-type: none"> • Picture framing, assembly only 	P	---
<ul style="list-style-type: none"> • Recycling Services 		
<ul style="list-style-type: none"> • Reverse vending machines occupying a total of fifty (50) square feet or less (Article 33*): 	P*	P*
<ul style="list-style-type: none"> • Small collection facilities occupying a total of five hundred (500) square feet or less (Article 33*): 	P*	P*
<ul style="list-style-type: none"> • Aluminum can and newspaper redemption center without can crushing facilities (Article 33*): 	C*	---
<p>CULTURAL ENTERTAINMENT AND RECREATION:</p>		
<ul style="list-style-type: none"> • Adult entertainment establishments (Article 42*) 	P*	---
<ul style="list-style-type: none"> • Amusement assembly, including amusement parks, arcades, dance halls, drive-in movie theaters, miniature golf, go-carts, electronic game centers, etc. 	C	---
<ul style="list-style-type: none"> • Cultural, including museums, art galleries, etc. 	P	P

USE TITLE	CG	CP
<ul style="list-style-type: none"> Entertainment assembly, including gymnasiums, athletic clubs, body building studios, dance studios, martial arts schools, etc. 	C	---
<ul style="list-style-type: none"> Health and fitness facilities, including gymnasiums, athletic clubs, body building studios, dance studios, martial arts schools, etc. 	P	C
<ul style="list-style-type: none"> Libraries 	P	P
<ul style="list-style-type: none"> Parks 	P	P
<ul style="list-style-type: none"> Sports and recreation facilities, including bowling alleys, billiards, indoor and outdoor skating facilities, batting cages, riding schools and stables, etc. 	C	---
<ul style="list-style-type: none"> Swimming schools and pools 	C	---
<ul style="list-style-type: none"> Theaters, indoor motion picture and legitimate 	P	---
<p>TRANSPORTATION, COMMUNICATIONS AND UTILITIES:</p>		
<p>Transportation</p>		
<ul style="list-style-type: none"> Ambulance and paramedic 	C	---
<ul style="list-style-type: none"> Bus and train depots 	P	
<ul style="list-style-type: none"> Park-and-ride facilities 	P	P
<ul style="list-style-type: none"> Parking lots and parking structures (short term) 	P	P
<ul style="list-style-type: none"> Taxicab stand 	P	---
<p>Communications (telephone, telegraph, radio, TV, etc.)</p>		
<ul style="list-style-type: none"> Broadcasting (radio and/or television), recording, and/or sound studios 	P	P
<ul style="list-style-type: none"> Personal wireless service facilities 		
<ul style="list-style-type: none"> roof-mounted or building-mounted facilities incorporating stealthy designs and/or screened from public ways or significant views (Article 34*) 	P*	P*
<ul style="list-style-type: none"> pole-mounted or ground-mounted facilities that incorporate stealthy designs and do not exceed 35' in height (Article 34*) 	P*	P*
<ul style="list-style-type: none"> pole-mounted or ground-mounted facilities that exceed 35' in height or roof-mounted or building-mounted designs which project above the roofline and are not completely screened or considered stealthy (Article 34*) 	C*	C*
<ul style="list-style-type: none"> Other communications, NEC 	C	C
<ul style="list-style-type: none"> Radio and television transmitting towers 	C	C
<ul style="list-style-type: none"> Telephone exchange stations and telegraph message centers 	P	P

USE TITLE	CG	CP
Utilities (electric, gas, water, sewage, etc.) <ul style="list-style-type: none"> • Central processing, regulating, generating, control, collection, storage facilities and substations • Distribution facilities 	 C P	 C P

* = Subject to special regulations –see Zoning Code Article in parentheses

NEC = Not Elsewhere Categorized

4.6 Permitted Accessory Uses and Structures

Accessory uses and structures are permitted in commercial zones, provided they are incidental to, and do not substantially alter the operating character of the permitted principal use or structure as determined by the Director of Development Services. Such permitted accessory uses and structures include, but are not limited to, the following:

Table 4.2
PERMITTED ACCESSORY USES AND STRUCTURES

USE TITLE	CG	CP
• Accessory buildings such as garages, carports and storage buildings clearly incidental to permitted use	P	P
• ATM kiosk	P	P
• ATM kiosk with drive-through (Section 33-341 of the Zoning Code*)	C	---
• Bus stop shelters (Article 57* and Article 9*, Chapter 23 EMC*)	P*	P*
• Caretaker’s or resident manager’s quarters (for lodgings, motels, hotels, and mortuaries)	P	---
• Check cashing	P	P
• Drive-through (Section 33-341 of the Zoning Code*)	C	C
• Employee recreational facilities	P	P
• Fleet Storage (as an accessory use)	P	P
• Helipad, as incidental use only (Article 57*)	C*	C*
• Live entertainment	P	P
• Liquor sales, packaged off-sale	P	---
• Outdoor dining in conjunction with an approved eating place (Article 57*)	P*	P*
• Outdoor display of merchandise (Article 73*)	P*	P*
• Satellite dish antennas (Article 34*, CUP required for some sizes and heights)	P*/C*	P*/C*

<ul style="list-style-type: none"> • Storage of materials used for the construction of a building, including the contractor’s temporary office, provided that such use is on the building site or immediately adjacent thereto and provided further, that such use shall be permitted only during the construction period and the thirty (30) days thereafter 	P	P
<ul style="list-style-type: none"> • Temporary outdoor sales (Article 73*) and special events subject to the issuance of a temporary use permit 	P*	P*
<ul style="list-style-type: none"> • Tobacco products 	P	P
<ul style="list-style-type: none"> • Tow truck operation incidental to repair 	P/C	---
<ul style="list-style-type: none"> • Vending machines (Article 33*) 	P*	P*

* = Subject to special regulations – see Zoning Code Article in parentheses.

4.7 Prohibited Uses

All uses not listed as permitted primary or accessory uses, or conditionally permitted uses shall be prohibited. Such prohibited uses include but are not limited to those which for a special emphasis are listed below:

- (a) Automobile, motorcycle, truck and trailer rentals
- (b) Boat sales and rentals
- (c) Check cashing as a primary use
- (d) Commercial vehicle repair
- (e) Equipment rental and leasing services
- (f) Motor vehicle sales and car dealerships (new or used), including boutique car sales, recreational vehicles, motorcycles and other motorized vehicles
- (g) Pawn shops
- (h) Retail uses with across the board maximum pricing or “everything under” pricing
- (i) Social services and charitable organizations involving the direct distribution of goods or services to the ultimate client at this location
- (j) Swap meets (interior or exterior), involving the rental or leasing of numerous small, delineated spaces to separate, unrelated proprietors which collectively sell a wide variety of goods and services, within a building, location or business, as a single entity
- (k) Tattoo parlors
- (l) Thrift stores
- (m) Tobacco store and private smoker’s lounge
- (n) Tow yard storage, junkyards, and fleet storage as a primary use
- (o) Used or secondhand merchandise, excluding consignment sales
- (p) All uses and structures not listed as permitted primary or accessory uses, or conditionally permitted uses shall be prohibited. However, the Director of Development Services may approve a use, after study and deliberation, which is found to be consistent with the purposes of this article, similar to the uses listed as permitted uses, and not more detrimental to the zone than those uses listed as permitted uses

Any existing residential structure shall not be used for both residential and commercial purposes at the same time.

4.8 Parking

Existing conditions:

Properties within the area plan contain limited to no on-site parking, and on-street parking along East Valley Parkway is prohibited. Lack of available parking limits redevelopment opportunities for these properties. Larger properties further east generally contain ample on-site parking, with shared access and parking arrangements. Available parking tends to be located along the street frontage, resulting in large setbacks for retail uses. Distribution of some required parking in older commercial centers is inconveniently located behind commercial buildings. As redevelopment of shopping centers occurs, the clustering of buildings and redistributing of parking to improve accessibility for customers, employees and delivery vehicles will be encouraged.



Consolidated driveways and attractive landscaping soften the view of large parking lots

Parking Standards:

1. The parking ratios and design of the parking lots shall be consistent with Zoning Code Section 33-760. Reconfiguration of parking lots shall require plot plan review (per Section 33-340) by the Design Review Board.
2. Required parking for shopping centers (as defined by Zoning Code Section 33-765) may be reduced through the planned development or other legislative action and environmental review process, subject to all of the following criteria:
 - A parking demand study is prepared demonstrating that the parking reduction will not result in overflow parking on public streets or residential neighborhoods.
 - The site design for the shopping center provides internal vehicular circulation and convenient pedestrian connections between store entries.
3. Reductions in the number of required parking spaces (up to 25%) may be approved through the BEZ process (Article 69) through an Administrative Adjustment.
4. Landscaping shall comply with City Landscape Standards of the CG Zone at a minimum. Additional landscaping may be required at the discretion of the Design Review Board and Director of Development Services.
5. For new development, joint-use parking and access agreements with adjacent properties may be required where feasible to provide an opportunity to eliminate

unnecessary curb cuts, utilize existing parking, facilitate pedestrian circulation and eliminate unnecessary parking facilities.

6. Parking lot design shall conform to the Design Guidelines in Section 8 to the extent feasible.

4.9 Signs

Since the East Valley Parkway commercial area is not located along a major freeway, the success of the businesses is largely dependent upon directional signs to guide customers to the district, particularly from Interstate 15 through the Downtown area. A comprehensive Citywide directional sign program will be developed. The program will include signage to direct people to established business districts like East Valley Parkway.

Business signage is intended to identify a center or building and to attract potential customers. Given the function of East Valley Parkway as a Major Road handling a high volume of traffic, business signage is oriented towards motorists rather than pedestrians. While shopping centers under common ownership or management have developed comprehensive sign programs, the narrow parcel configurations under separate ownership lack sign coordination. Consequently, existing signs often compete with each other to attract attention through overly bright colors and excessively large lettering and graphics, resulting in an often cluttered and eclectic appearance. Large exterior windows are often used as canvases for temporary painted signs and posters, adding to the visual clutter. The sign ordinance will be enforced to reduce the clutter of illegal signs and make legal signs more effective. New signs shall be consistent with the Citywide Sign Ordinance (Article 66 of the Zoning Code). Due to the lack of direct street frontage and visibility of the Major retailer parcel within the Escondido Village Shopping Center Subarea, one additional freestanding sign not to exceed 150 SF of display area shall be allowed on East Valley Parkway. Additional sign guidelines are contained in Section 8 Design Guidelines.



Consolidating shopping center signage on entry monuments reduces visual clutter and confusion for the motorist

Section 4.11 Review Process

1. Business licenses: The Director of Development Services (Director) or his designee shall review all business license requests within the area plan to determine if the proposed land use and required parking are consistent with the provisions of the Area Plan Tables 4.1 and 4.2, and Zoning Code Section 33-765. The Director may refer business licenses to the Fire and Building Departments to determine compliance with other applicable codes.
2. Exterior modifications:
 - a. The Design Review Board (DRB) shall review all proposed exterior improvements as defined by the Zoning Code Section 33-1354, to determine conformance with Section 8 - Design Guidelines. The DRB may recommend to the Director the conditions to be applied to the project. All such conditions are subject to appeal to the Planning Commission.
 - b. All other exterior modifications to structures or sites not otherwise subject to DRB review, including changes in exterior colors or materials, shall comply with Section 8 – Design Guidelines, as determined by the Director or his designee. The Director may request submittal of information needed to determine conformance with requirements and may refer requests to the DRB prior to approval.
3. Permits: The Director or his designee shall review all requests for building permits, plot plans and discretionary permits within the area plan to determine if the proposed use and development are consistent with the provisions of the Area Plan and design guidelines.
4. Property Compliance Evaluation: Prior to approval of any plot plan or discretionary permit, the Director shall prepare a property compliance evaluation to ensure that the property conforms to the Property Maintenance Ordinance (Article 20 of the Municipal Code), the Sign Ordinance (Article 66 of the Zoning Code) and any prior approvals. No approvals shall be granted until compliance issues are resolved or conditioned to the Director's satisfaction. The Director may solicit input from the East Valley Association and other interested organizations as deemed necessary or appropriate.

SECTION 5: APPEARANCE

5.1 Objectives

An important objective of the area plan is to provide an attractive appearance along the parkway through the application of design guidelines for streetscape and façade improvements, by oversight of exterior building and property modifications through a review process, and by enforcement of property maintenance requirements. The intent is to create a landscaped parkway that complements rather than competes with the natural setting of the valley floor and frames the backdrop of the mountains to the east, while still facilitating the visibility of commercial uses to motorists. Implementation measures to improve the visual appearance focus on code enforcement, property maintenance review, design guidelines and public art, as described below.



Well-maintained buildings and landscaping shows respect for the customer by making them feel welcome, comfortable and safe

5.2 Property Maintenance and Enforcement

As an established commercial district that does not have the advantage of a common ownership or management entity, the parkway has developed incrementally. Many established uses are tenants rather than owners, and therefore have limited resources or authority to upgrade or maintain the property. Multiple ownerships, within a block, often contribute towards varying approaches in property maintenance. City standards regarding landscaping requirements, sign allowances and architectural design review have evolved over many years. The result is an inconsistent and uncoordinated visual appearance as properties have developed under the standards in effect at the time.

Property maintenance contributes significantly to the visual appearance of the area. While the amount of on-site landscaping may vary, proper maintenance of landscaped areas contributes making the area appear to be thriving and attractive. Proper watering, weeding,

pruning, trash removal and fence repair are necessary maintenance practices for all property owners and tenants. General building maintenance, such as painting, graffiti removal and adequate night lighting is also important. Self policing of business signage to ensure only legal signs exist, benefits the business itself and the surrounding businesses.

The following policies are intended to guide property maintenance and enforcement:

1. Require commercial properties to be well-maintained, free from litter, well lit for security, free of illegal signs, and in good repair. Particular attention shall be paid to the portions of the property visible from public streets and the Escondido Creek channel bicycle path, to maintain an attractive appearance.
2. Establish a property maintenance review process as part of the East Valley Parkway Overlay Zone to further insure that a property conforms to all applicable landscape, sign and development standards, as previously described in Section 4.10.

5.3 Design Guidelines

To provide a visually attractive streetscape, a comprehensive set of design guidelines has been prepared (refer to Section 8). Given the length of the commercial district, variety of architectural styles, exterior materials, site layouts, and landscape elements, a single unified thematic design is infeasible and may discourage creative design solutions. Therefore the design guidelines are intended to encourage quality design through consideration of the natural elements, the context of the project, the needs of the owner and users, and the aesthetic and functional enjoyment of the final solution. The guidelines establish an expectation of quality design, creativity and incorporation of unifying elements as the basis for review by the Design Review Board, to be implemented in proportion to the nature of the proposed improvements. For example, since redeveloped sites have greater flexibility regarding the inclusion of new design elements compared to minor changes such as business licenses changes and repainting of buildings, the Design Review Board is granted some degree of flexibility and discretion to determine thresholds for compliance. The complete Design Guidelines are contained in Section 8.



5.4 Public Art

The City collects a Public Art fee at the time of building permit issuance for new development. The East Valley area has benefited significantly from the public art program with the installation of several public art pieces along the parkway. The artwork known as “Shifting Threshold” by Joan Irving, includes the installation of a series of interrelated glass and metal pieces constructed at several key locations within the median and public parkway. The art pieces provide colorful graphic depictions representative of the City’s rich agricultural, cultural and industrial history, and provide a thematic identity to the area. Completed in 2001 and 2003, the art pieces define the east and west entries to the parkway at N. Hickory Street and Citrus Avenue, as well as at key nodes located near Harding and Rose Streets and Midway Drive. Additional opportunities for public art projects using

private donations are anticipated; the most recent installation is the grouping of sculptures around the flagpole at the new charter high school.



“Shifting Threshold”, a public art project by local artist Joan Irving includes a series of sculptures along East Valley Parkway emphasizing the rich heritage of the City of Escondido

SECTION 6: CIRCULATION AND INFRASTRUCTURE

6.1 Objective

The area plan is intended to identify and accommodate circulation and infrastructure needs pursuant to Circulation Element standards for level of service and median and parkway landscaping, while facilitating access to commercial properties, in an effort to improve the appearance and safety for pedestrian and vehicular traffic.

6.2 Existing Conditions

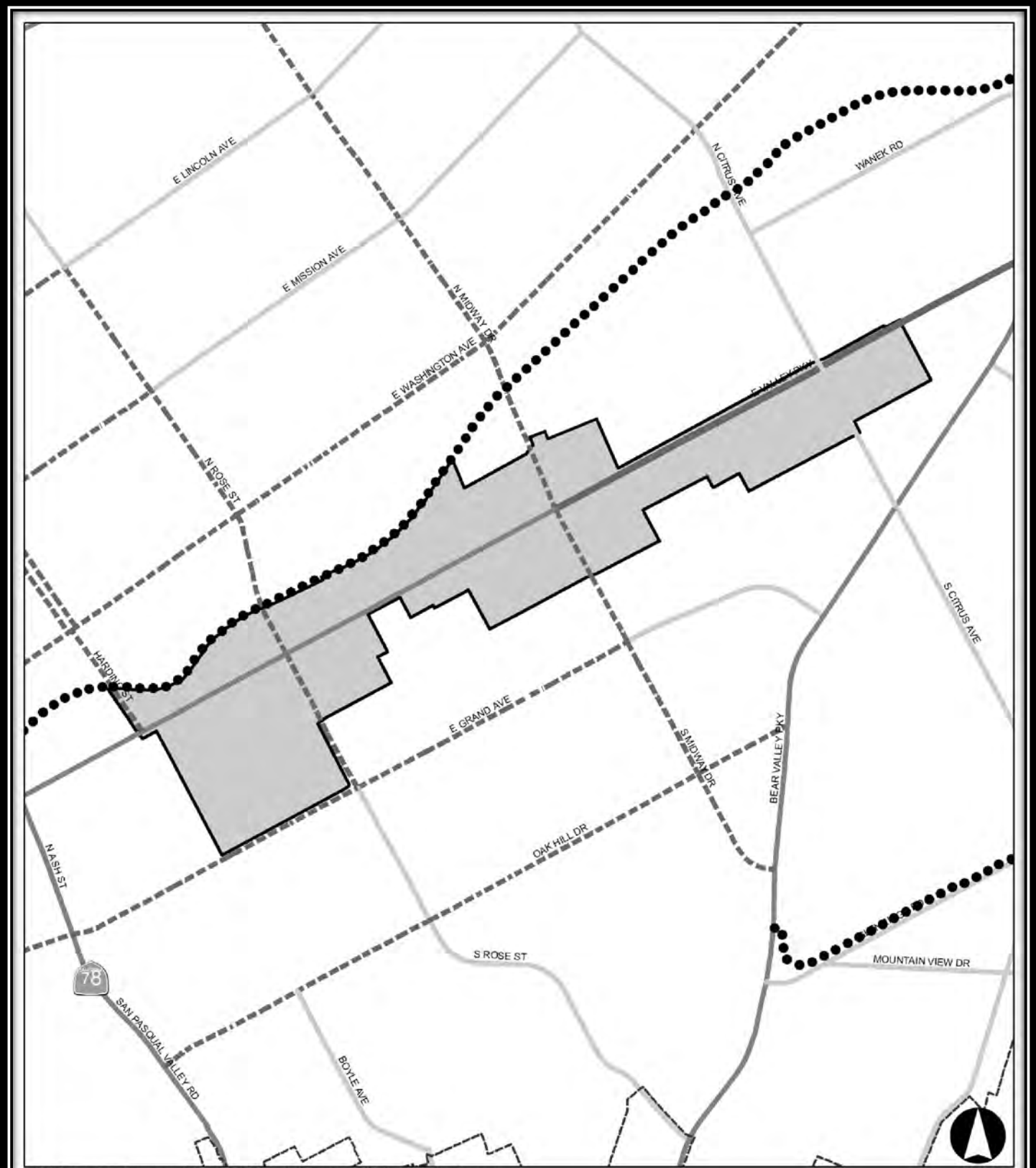
Regional Context

The East Valley Parkway area lacks direct freeway access. The district begins approximately 1.5 miles east of Interstate 15, beyond downtown Escondido. Highway 78 as an elevated freeway terminates at the North Broadway exit, and continues east and south as an at-grade highway along Lincoln Parkway to Ash Street where it crosses East Valley Parkway and ultimately transitions to San Pasqual Valley Road. The primary travel routes to the parkway are from I15 through downtown and from Highway 78 south to Ash Street. Additional visitors arrive from the northeast via Valley Center Road and from the southeast via Bear Valley Parkway and Citrus Avenue. Merchants and property owners have consistently indicated that their customers have difficulty finding their businesses, due to the lack of immediate freeway access, the need for I15 motorist to travel through the downtown area, the street name and directional changes along the way, and the lack of adequate directional signage.

General Plan

The Circulation Element of the General Plan designates East Valley Parkway as a Major Road from Hickory Street to Midway Drive, with an anticipated paved width of 82 feet (four travel lanes and a center median or turn lane) within a 102-foot right-of-way. East of Midway Drive, the road transitions to a Prime Arterial consisting of a 106 foot paved width (six travel lanes and a center median or turn pocket) within a 126-foot right of way. To accommodate the maximum number of travel lanes, street parking is prohibited in most areas. The Circulation Element also designates Grand Avenue as a Collector Road, with a paved width of 64 feet with an 84-foot right-of-way. Grand Avenue is fully improved within the district.

Portions of the East Valley Parkway district are not fully improved to General Plan standards. The eastern segment of the parkway (east of Midway) is improved to the ultimate width, with a paved center turn lane. The central and western segments are constructed to four travel lanes with a center turn pocket. To accommodate projected traffic along East Valley Parkway at acceptable levels of service, the Circulation Element anticipates that additional widening is needed, driveways will be consolidated where possible and a raised center median will ultimately prohibit mid-block left turns. A number of Circulation Element streets intersect East Valley Parkway, as shown on the attached Circulation Plan (Figure 4).



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1/8/2024

Legend

- Bike Path
- Prime Arterial
- Major Road
- Collector
- Local Collector
- 78 Highway 78

East Valley Parkway Area Plan



FIGURE 4: CIRCULATION PLAN



Westbound motorists approach the Ash Street intersection (Highway 78)

Site Access and Parking

Many properties utilize individual curb cuts along East Valley Parkway for driveway access. Individual properties lacking frontage along a side street, alley, or via a shared access agreement rely on these curb cuts for access. A center turn lane is provided along much of the parkway to allow mid-block left turn movements. However along other segments (such as the approach to the Rose St Street intersection from the West on East Valley Parkway), a raised center median prohibits mid-block left-turn movements, forcing motorists to make U-turns at the next intersection. Separate curb cuts facilitate access to individual properties, but impede overall circulation flow. Additionally, multiple driveways create the need for competing signage.

Due to the nature of existing land uses along the parkway, large truck rigs often park on the street. To ensure compatibility with established residential uses, parking of “big rigs” is prohibited in front of the residential property on the north side.



Mid-block left turn lanes, which facilitate access to individual businesses, may impede traffic flow

6.3 Transit

The North County Transit District (NCTD) operates the public transit system in Escondido. Current bus ridership along East Valley Parkway is low; additional bus routes are provided along Grand Avenue, Washington Avenue and Mission Avenue. A Park and Ride facility



is available along Grand Avenue west of Rose Street. NCTD coordinates with the City regarding bus routes and bus stop locations. Due to the constrained right-of-way, bus turnouts are currently unavailable; new developments may be required to provide bus turnouts, ADA accessible pads and benches where feasible. Bus shelters and shade structures, while desirable, are generally not required due to low ridership levels and maintenance concerns.

6.4 Bicycle and Pedestrian Paths

As discussed in Section 2.2, the Bicycle Facilities Master Plan identifies a network of bicycle paths traversing East Valley Parkway. Phased implementation of the bicycle path system has been funded primarily through SANDAG. Completion of the Escondido Creek bicycle path continues to be a top priority as a way to provide an alternative and convenient mode of transportation and enjoyable recreational opportunity. The City will continue to pursue funding for grade-separated crossings (bridges or underpasses) at key locations.



Pedestrian circulation is provided along improved sidewalks through most of the district. The long “super blocks” between Harding Street and Citrus Avenue and the lack of mid-block crossings discourage pedestrians who are inconvenienced by the long distances between controlled intersections. Pedestrians wishing to cross to the other



side to access a bus stop or commercial center must travel long distances and double-back. This configuration is particularly difficult for the large number of senior citizens live in the apartment buildings and mobile home parks along the parkway. Opportunities to improve pedestrian circulation across East Valley Parkway will be explored as part of future capital improvement projects.

6.5 Circulation Policies

New developments shall be subject to the following policies in order to balance the need for smooth traffic flow with convenient customer access:

1. Evaluate opportunities to improve circulation across East Valley Parkway and to provide through-block connections to Grand Avenue as part of major development projects within the “super block” area between Harding and Rose Streets.

2. Prohibit installation of new or additional curb cuts on East Valley Parkway except as a replacement for closing another curb cut elsewhere on the frontage, to the satisfaction of the public works director and Caltrans.
3. Construct public improvements commensurate with the proposed development, including but not limited to, enhanced or replaced sidewalks, street parkway landscaping, curb ramps, closures of curb cuts, lighting, benches and drainage improvements.
4. Promote internal vehicular and pedestrian connections between properties and encourage shared access and parking to discourage unnecessary turning movements on East Valley Parkway.
5. Encourage consolidation of driveways by providing incentives for lot consolidation.
6. Install raised landscaped medians between intersections as part of any Capital Improvement Program project involving street widening where adequate right-of-way is available.

6.6 Directional Signs

Since the parkway lacks direct freeway access, a system of directional signs is needed to identify the East Valley commercial district and to assist customers in locating specific businesses and uses. A comprehensive Citywide directional sign program will be developed and is anticipated to include the following components:

1. Primary directional signs to direct people to established business districts including the East Valley Parkway area; and
2. Wayfinding signs to assist visitors in finding a specific use.

6.7 Other Infrastructure

Utilities

The City is working in coordination with San Diego Gas and Electric Company (SDG&E) to underground utilities along the parkway. Typically, utility undergrounding is incorporated into any street widening project, such as the anticipated widening of East Valley and Bear Valley Parkways from Citrus Avenue to Valley Center Road. SDG&E will construct the utility undergrounding on portions of East Valley Parkway that are not associated with a widening project. When completed, the removal of overhead utility lines will greatly enhance the visual appearance of the parkway. Other anticipated underground improvements include installation of fiber optic conduit.



Utility undergrounding is accomplished incrementally as part of street improvement projects

Drainage

The commercial district is within the Escondido Creek drainage basin. The concrete-lined Escondido Creek channel borders the district on the north. Drainage improvements are constructed as part of the capital improvement program or concurrent with new development. Currently a drainage problem exists at the East Valley Parkway intersection with Ash Street (Highway 78). Correcting this deficiency is the responsibility of Caltrans.

SECTION 7. ECONOMIC DEVELOPMENT

7.1 Economic Development

The long-term economic viability of East Valley Parkway is dependent on a number of actions including:

- Having a vision for the area on which consensus is reached
- Having an economic strategy with goals that support the vision
- Having active interest and participation by area residents, property owners and business owners who are willing to invest and work towards the vision.

A diverse business base, an attractive business environment, well maintained properties and pride of ownership are critical to achieving the Vision set forth in the East Valley Parkway Area Plan.

The following goals support the Vision for the East Valley Parkway (EVP) area:

- a. Strengthen the economic viability of the business area by ensuring a diverse business base
- b. Improve and enhance the image and appearance of EVP to attract business and customers
- c. Make property maintenance an expectation and a priority for property owners and tenants
- d. Increase home ownership on East Valley Parkway and in the immediate area



Ongoing and changing activities will be required to achieve these goals and ultimately the Vision for the area. The City of Escondido will continue to provide sound infrastructure and public services to the area, however the owners and inhabitants, both business and residential, must make a commitment to the vision, make investments in the area's properties and structures, and be willing to work toward the goals and the Vision.

7.2 Marketing

The East Valley Parkway Area Plan is an effective marketing tool for business and investment attraction. The Plan clearly demonstrates the vision and standards that the community, property and business owners have for the area. An aesthetically pleasing appearance for the area is a key component for business and investment attraction, to increase property values and to attract customers to East Valley Parkway.

The parkway is anchored by successful major retailers such as Home Depot, Palomar College, and by a nine-acre campus of Escondido Charter High School. Consolidation of retail to a core area located between the former Palomar Medical Center and Midway Drive has been occurring since 1998. Marginal retail properties are being

adaptively reused for non-retail uses, such as the former Edwards Theater site becoming the Charter High School campus. The Parkway is in a period of renaissance that can be maximized by following standards and guidelines set forth in the Area Plan.



While considered “State of the art” at the time of its original construction, the Escondido Village Mall was converted from a struggling indoor mall into a successful open-air retail center

Marketing collateral, an interesting and well-maintained website, and positive messages conveyed to the media, are relatively inexpensive and important in marketing the Parkway and its viability. Businesses should also participate in cooperative advertising, which reduces individual advertising costs and has more visual impact.

Marketing efforts should also include the Brand Attributes, as appropriate, that are part of the City’s Marketing Plan. They include:

- Escondido as the heart of San Diego North
- Escondido’s strategic location for living, working and visiting
- Escondido as the cultural center of San Diego North
- Escondido’s history, heritage and hometown appeal
- Escondido’s abundance of natural beauty, vineyards, agriculture and supporting businesses
- Escondido’s progressive future rooted in an authentic past



SECTION 8. DESIGN GUIDELINES

8.1 Introduction and Purpose

The Area Plan Design Guidelines are intended to inform and guide property development and renovation along East Valley Parkway. The guidelines are not regulatory and represent concepts the Director of Development Services and the Design Review Board (DRB) will apply in evaluating a project. The intent of the guidelines is to:

- Encourage quality, attractive and creative design that is compatible with other well-designed buildings, while respecting the property owner’s objectives and economic implications regarding building materials and style
- Derive good site and building design from consideration of light and shadow, massing, human scale, texture, barriers, accessibility for the users, natural air flow, solar orientation, and view opportunities.
- Provide a design framework for property owners and their design teams to define the City’s expectations and expedite the review process by reducing the need for redesign. However, in order to encourage the creative use of innovative and individual design expressions, some flexibility in the application of the guidelines may be allowed if the level of project quality is elevated



- Create an aesthetically pleasing environment
- Provide direction to property owners regarding aesthetic upgrades that can be achieved on smaller properties where major renovation is not economically feasible
- Serve as a catalyst to initiate future improvements to the area and establish a healthy climate for revitalization by providing a consistent vision and adherence to design principles. As new development and rehabilitation of existing properties occur pursuant to these guidelines, other property owners should be motivated to invest in improvements to enhance the shopping experience along East Valley Parkway.

8.2 Overall Design Concept

The East Valley Parkway district is characterized by a mix of architectural styles and sparse landscaping that generally reflect the trends and economic conditions at the time of site development. By identifying design concepts for new development and renovation projects based on the physical, historical and cultural context of the area, the Area Plan anticipates that design elements can be used to unify the parkway, provide visual interest and establish an identity.

The context of proposed development projects will encourage and/or restrain the design through an understanding of a number of factors:

1. Relationship of the site to surrounding uses – Due to the length of the parkway, the range of neighboring uses varies from small scale residential, strip commercial, big-box retail, high-rise medical, educational uses, and other uses which should be considered in terms of compatibility
2. Environmental context – Climate is an important factor. Outdoor gathering places can take advantage of pleasant temperatures, while features such as landscaping, shade structures and fountains can create shade and provide a cooling factor.
3. Historical context – Development and land use patterns reflect the district’s rich agricultural heritage, proximity to the former Palomar Hospital and to a historical residential neighborhood to the north, and growing educational cluster
4. Cultural and social context – Design should consider who uses the project as well as neighboring uses to determine compatibility and functionality or usefulness
5. Transportation – Design should balance the need for neighboring residents and visitors to access the businesses while facilitating movement along the parkway. Particular attention is needed to accommodate safe pedestrian access from residential areas to the commercial businesses, recreational uses and transit stops.

Using these contextual principals, the overall urban design concept for the parkway is shown on Figure 5 – Design Concept and summarized below:

- Encourage lot consolidation of key properties to improve circulation
- Upgrade aesthetic value by incorporating quality design elements
Create a landmark identity or focal point in the vicinity of the Midway intersections, which may be accomplished through a combination of elements such as building height and massing, signature architectural design and lush corner landscaping
- Install street trees along parkway frontages, medians and key intersecting streets to frame the view along the parkway
- Provide enhanced landscaped treatment at major nodes, including the intersections at Citrus Avenue and the realigned intersection of Bear Valley Parkway.
- Improve and enhance the appearance as viewed from the Escondido Creek bicycle path

8.3 Architectural Design Guidelines

The basic concept of these design guidelines is to provide a context for evaluation, and to encourage compatibility and creativity. Buildings that incorporate unique designs, striking colors or other dramatic elements are often considered “landmark” or “signature” buildings. The unique appearance of such buildings often becomes the anchoring theme of a developing area, such as occurred with the construction of the City Hall complex downtown. Landmark structures are also useful to define a space or provide directional guides.



Covered arcades, heavy columns, stucco walls, tile roofs and rafter tails characterize the Mission style, commonly found along the parkway

A variety of architectural styles are found along the parkway, including Mission or Mediterranean style, Western, and Contemporary. While no single theme predominates, some common architectural elements occur over and over. These recurring architectural elements help define a context for new development and renovation projects.

One list of elements may include the following:

- Arches, such as arched windows and doorways, arched rooflines and arched columns
- Tile and heavy-textured roof materials
- Towers taller focal points to define building entries
- Variations in building mass and scale through changes in building height, pop-outs, recesses and roof overhangs to create shadow lines
- Rafter tails and brackets
- Cornices and decorative parapets
- Stucco walls
- Covered arcades
- Trellises and arbors
- Heavy wood trim for doors and windows
- Multi-paned windows and doors
- Balconies
- Heavy decorative columns



- Decorative elements, including iron grillwork, tile details, shutters, awnings, and window and door trim
- Outdoor gathering space such as plazas, fountains and courtyards with seating, intended to create a restful atmosphere for visitors, inspiring customers to extend their shopping visit.
- Lush landscaping with color spots, shade plants and potted plants

Continued application and creative variations in the use of these elements can result in an attractive appearance without dating a building as reflective of a particular era or trend. For example, the construction of City Hall and the visual and performing arts center in the late 1980's triggered new and creative variations incorporating some of these design elements in new downtown development. Sample building elevations and site plans which successfully incorporate these design elements are illustrated in Figures 6-7.



This comprehensively designed center incorporates large cornices, arched rooflines, covered arcades and simple building lines

8.4 Site Design Guidelines

A. Orientation / Setbacks / Buffers

1. Provide a minimum five-foot-wide landscaped setback along all street frontages, with pedestrian connections to the public sidewalk where appropriate. In most instances, the landscaping can be accommodated within the public right-of-way; however larger landscaped setbacks are encouraged.
2. Orient the building plane parallel to the East Valley Parkway to provide visibility to motorists in both directions.
3. Avoid long, strip commercial building design. On large parcels, cluster buildings and provide logical pedestrian connections.





East Valley Parkway Area Plan



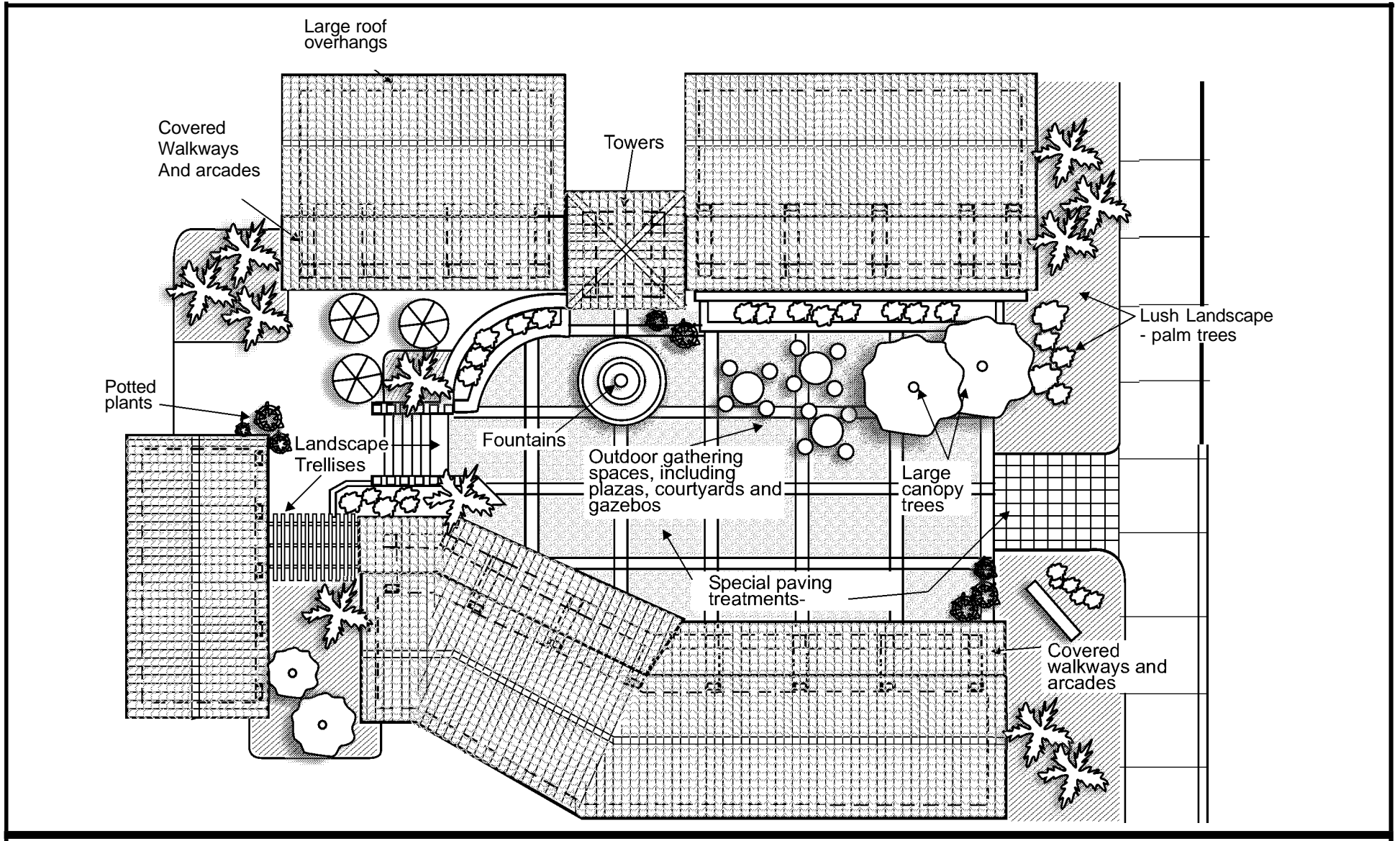
FIGURE 6A: MEDITERRANEAN DESIGN CONCEPT



East Valley Parkway Area Plan



FIGURE 6B: MEDITERRANEAN DESIGN CONCEPT



East Valley Parkway Area Plan



FIGURE 6C: CONCEPTUAL SITE PLAN



East Valley Parkway Area Plan



FIGURE 7A: CONTEMPORARY STYLE



East Valley Parkway Area Plan



FIGURE 7B: CONTEMPORARY STYLE

4. Locate buildings towards the East Valley Parkway frontage to avoid large expanses of parking separating the businesses from the street, provide motorists with good visibility to businesses and provide attractive streetscape appearance.



5. Site the building setback from East Valley Parkway and driveway locations in context with adjacent structures to ensure visibility so motorists have adequate time to identify businesses and turn safely into driveways.

6. Incorporate architectural features at all ground floor elevations that emphasize pedestrian movement, provide adequate sight visibility and focus visual interest at the corners of buildings located at an intersection corner.

7. Provide adequate visual and noise buffers between commercial uses and adjacent residential uses. Avoid the use of loading areas adjacent to residential uses.

8. Provide outdoor gathering spaces including landscaped courtyards, seating, shade trees, fountains and other restful elements in large commercial centers.

B. Vehicular and Pedestrian Circulation

1. Consolidate driveways to the extent feasible. New curb cuts should only replace another curb cut in an effort to improve access and traffic circulation.
2. Provide through lot connections between East Valley Parkway and Grand Avenue in the “super block” areas between Harding and Rose Streets.
3. Provide internal connections between parking lots and support reciprocal access and parking agreements to avoid the need to use East Valley Parkway for circulation between adjacent developments.
4. Divide large open parking lots into smaller, less imposing lots. Distribute parking evenly throughout the site to provide convenient parking for all businesses within a center.
5. Provide convenient and safe pedestrian circulation with direct links to the building entries and street sidewalk system, and in close proximity to required parking.
6. Enhance parking lot entries with special paving treatments and landscaping.
7. Screen loading areas from public view and provide separation from customer access points.

8.5 Building and Architectural Guidelines

A. Style / Theme / Articulation

1. Incorporate unifying elements common to the East Valley Parkway area in a comprehensively design center, as described in Section 8.3 above.



2. Avoid large blank walls and harsh or dramatic contrasts in form and scale.
3. Provide equal treatment of all elevations, particularly where visible from a public right-of-way, the Escondido Creek channel bicycle path and adjacent residential uses.



4. Provide significant wall articulation and shadow lines, particularly at the pedestrian or first floor level. These features may be created by insets, pop-outs, columns, arches, arcades and covered walkways, large roof overhangs, inset windows and doorways, canopies and trellises.

5. Utilize multi-planed roofs, including tower elements to add interest and define building entries. Vary the roof height of the building so that it appears to be divided into distinct elements. Incorporate pitched roofs and full roof treatments on stand-alone buildings and where visible from a public right-of-way.
6. Include decorative parapets, cornices or detailed articulation at the roofline for flat roofed structures.
7. Avoid use of Mansard and A-frame roofs on single-story structures.
8. Provide exterior stairways and walkways to allow access to second floor areas.



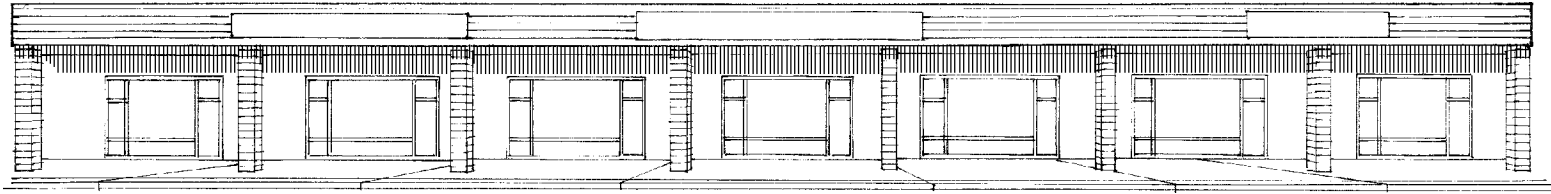
B. Exterior Building and Roof Materials

1. Use natural and traditional exterior materials.
2. Avoid use of heavy-textured stucco and surfaces that cause excessive reflection of light, heat or glare.
3. Incorporate roof materials that provide texture or visual interest.
4. Screen rooftop equipment from public view.
5. Avoid use of awnings that are out of scale with other building elements.

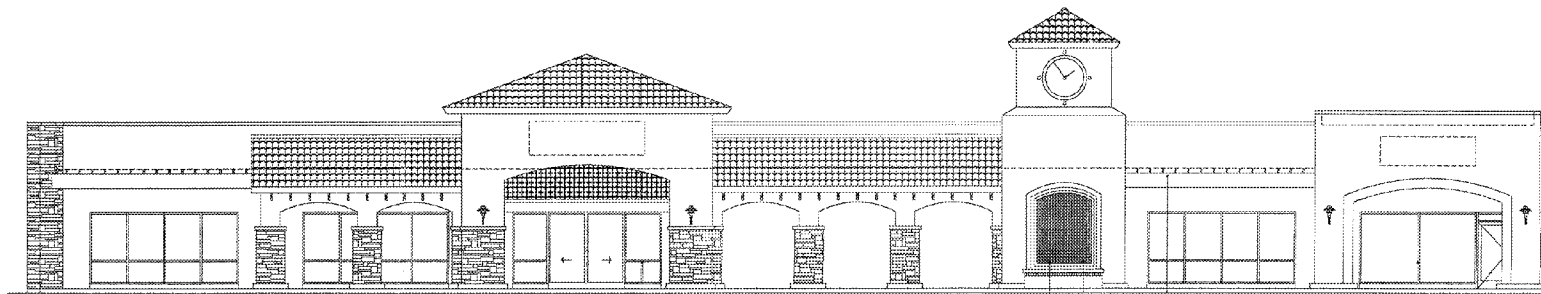


C. Color Palette

1. In general, avoid fluorescent and excessively bright colors and highly reflective surfaces as the primary building color or materials. Bright trim colors may be approved by the DRB where it can be shown to enhance the general appearance of the building.
2. Avoid primary colors (red, blue, yellow) and other strong contrasting or excessively bright colors on roofs.



FACADE PRIOR TO RENOVATION

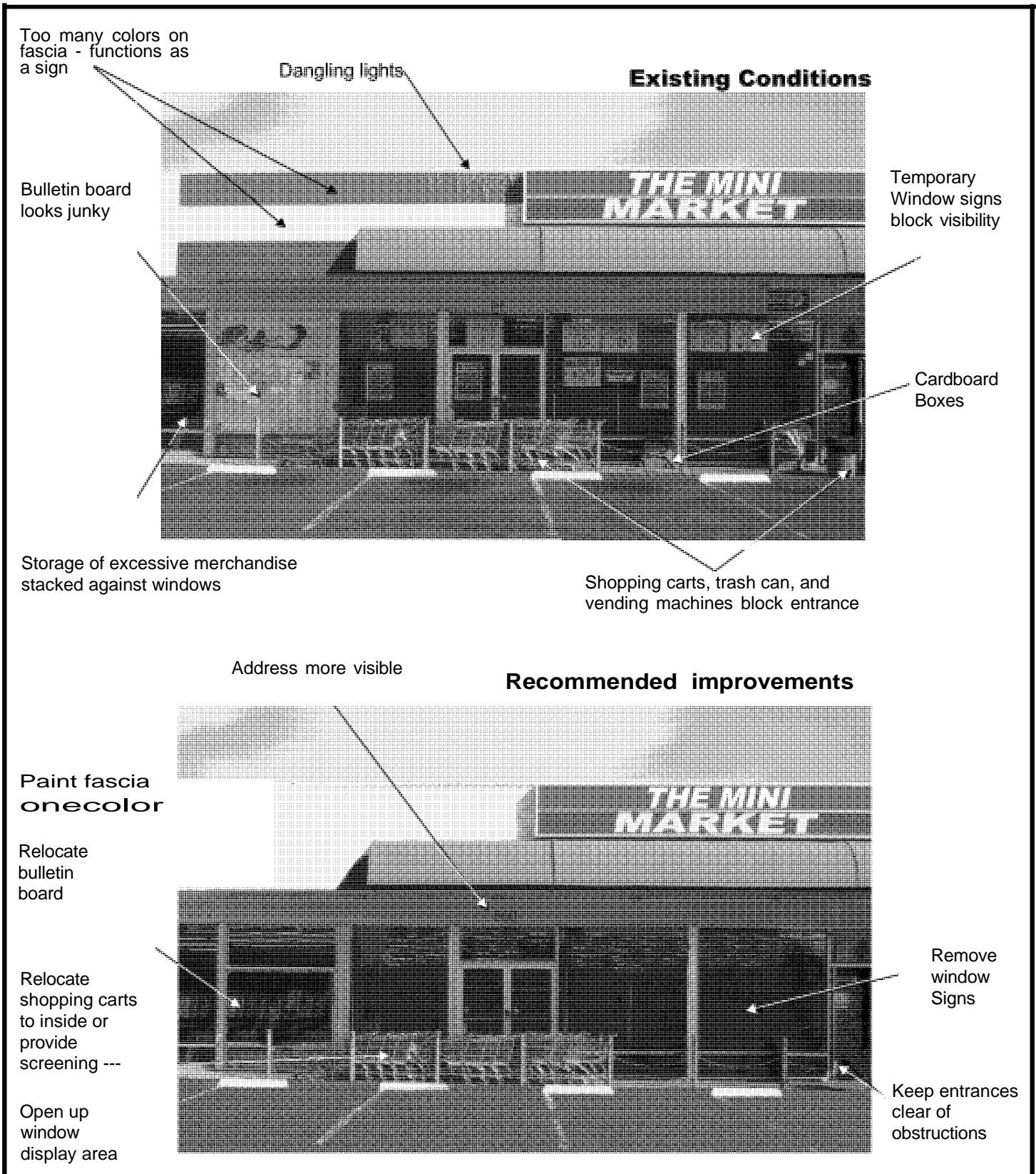


FACADE AFTER RENOVATION



East Valley Parkway Area Plan

FIGURE 8: CONCEPTUAL BUILDING RENOVATION



East Valley Parkway Area Plan

FIGURE 9: BUILDING RENOVATION

Existing Conditions



Oversized pole sign

Too many exterior vending machines

No parking lot screening

Minimal landscaping

Palm trees which look like telephone poles

Recommended Improvements



New street trees help unify appearance

Relocate vending machines to inside or away from entry

Hedge screens parking areas

Replace pole sign with monument sign



D. Renovation of Existing Buildings

1. Include vertical elements and exterior treatments such as trellises and decorative structures to de-emphasize the linear appearance when constructing façade improvements on existing buildings, to the degree feasible and compatible with the mass and structural integrity of the existing building. (see Figure 9 – Conceptual Building Renovation).
2. Remove inappropriate materials and elements that may have been constructed in previous remodeling. Examples include aluminum siding, plywood false fronts, artificial stone, unauthorized signs or natural wood siding.
3. Repair or replace deteriorated architectural features. Remove hardware that detracts from the building’s appearance, such as old sign supports, conduit, wires and brackets.
4. Relocate vending machines and bulletin boards inside the building.



8.6 Landscaping Guidelines

A. Overall Concept

1. Provide for a unified streetscape design to establish the feel of a landscaped parkway that emphasizes the scenic vista of the surrounding mountains and valley floor (refer to Figure 5 – Overall Design Concept).
2. Create a sense of identity by incorporating a planting palette, street trees and landscape elements that complement and accentuate the overall Mediterranean design concepts and architectural elements.
3. Create a restful environment for visitors by creating a cooling effect through the use of shaded areas, lush landscaping, comfortable outdoor seating, tables with umbrellas and water features.
4. Enhance the appearance and perception of safety along the Escondido Creek channel and bicycle path through the introduction of landscaping and attention to property maintenance along the property boundary abutting the creek.

B. Streetscape

1. Select street tree species to frame the views of the mountains to the east and the entry to downtown to the west. Queen palms (*Arecastrum romanzoffianum*) shall be incorporated as the predominant street tree along the corridor to provide a unifying element.
2. Cluster street trees, particularly palm trees, when possible to avoid the “telephone pole” appearance of the trunks as viewed from the street level and to provide view corridors into commercial properties.
3. Provide potted plants and window boxes to create visual interest and to soften the hardscape appearance within existing developments lacking sufficient space for parkway landscaping.



4. Provide colorful theme planting at major entries and nodes,
5. Provide parkway and median landscaping that does not compete with the visibility of the public art pieces.
6. Provide street furniture such as shade structures, bus shelters and decorative trash receptacles at bus stops.

C. Parking Lots

1. Soften the visibility of parking lots seen from the public right-of way through the use of landscaping, low walls and berms.
2. Include shrubs within planters and parkways that are capable of achieving sufficient height and density to soften the view of vehicles. Avoid the use of dwarf shrubs except as foreground and accent planting.
3. Select plant materials that can be maintained to provide visibility for security patrols in secluded areas, including trees capable of maintaining a canopy above seven feet and shrubs with a growth pattern that exposes the base of the shrub.
4. Include shade trees within parking lots to reduce glare, break up the expanse of large parking lots, and provide a cooling effect for pedestrians and parked vehicles.
5. Use landscaping features to define pedestrian paths. Install arbors, trellises and/or shade trees along pedestrian paths to provide a minimum 50% shade during summer season.
6. Reduce the use of lawn area and provide screening vegetation, thematic planting and color spots where feasible when replacing landscaping.
7. Provide a commensurate improvement in parking lot landscaping for projects that result in increased floor area or additional required parking. This will bring the site into greater conformance with the landscape requirements of the Zoning Code Article 62, as determined by Plot Plan review.
8. Screen trash and storage areas from public rights-of-way and adjacent residential uses.



D. Hardscape / Decorative Elements

1. Provide special paving treatments to identify circulation areas such as driveways, crosswalks, sidewalks, pedestrian paths, and courtyards.
2. Provide site furniture such as shade structures, seating areas, trash receptacles, kiosks, fencing, and fountains that is decorative as well as functional, and designed to complement surrounding buildings.



8.7 Signage and Lighting Guidelines

A. Entry and Directional Signs

1. Replace existing pole signs with monument signs whenever feasible to provide sign visibility at the street level while not competing with street tree plantings.
2. Integrate signage into the landscape concept to provide identity and establish a sense of entry. Signage shall incorporate design elements that are consistent with the design theme of the building or center.
3. Provide the site address on entry monuments to be clearly visible to motorists.
4. Provide information on directional signs in a symbolic format.
5. Prohibit sidewalk sandwich-style (A-frame) signs.
6. Avoid banners and wind-activated signs other than flags on poles.

B. Building Signs

1. Design new signs to be compatible with all other approved signs on a building or within the same center.
2. Design signs to complement and be subordinate to the building they identify.
3. Encourage use of graphic icons in lieu of text.
4. Avoid painted wall signs (other than murals), painted window signs and signs on awnings.
5. Avoid cluttering windows with temporary signs (such as paper and painted signs). This allows visibility of merchandise within buildings and provides a sense of safety for customers and clients.
6. Prohibit roof signs.
7. Display the address number for each business tenant in a prominent location.

C. Lighting Concepts

1. Provide exterior lighting to enhance the safety and security of motorists and pedestrians, while shielding glare and overflow onto neighboring properties.
2. Install decorative lighting fixtures that complement the building design features. Avoid use of neon lights to illuminate buildings unless approved by the DRB.
3. Avoid focused illumination (lit from within or on the exterior) of awnings and roofing.



8.8 Residential and Mixed-Use Guidelines

A. Overall Concept

1. Provide floor area designated solely for residential use in an amount that does not exceed 50% of the gross building floor area for residential mixed-use buildings or sites.
2. Locate residential units above the ground floor or behind the primary commercial use within mixed-use buildings. When residential and commercial uses are provided on the same site or in the same structure, provide separate entrances.



3. Incorporate appropriate recreational and / or open space amenities into the development to serve the residents. Allow use of rooftop and balcony areas for recreation. Design recreation and open space intended for resident use to be inaccessible from commercial areas.

4. Provide amenities for residential units comparable to amenities typically found in ownership units, including washer/dryer capacity, enclosed parking, quality materials and finishes, storage areas, common exercise and recreational facilities, and wiring for computer and electronic applications.

5. Screen service areas for commercial uses from residential areas. Locate service areas far enough away to minimize potential noise, glare and odors.

SECTION 9. IMPLEMENTATION

9.1 Implementation Mechanisms

Implementation of the Area Plan will be accomplished through the following mechanisms:

1. Adopting the East Valley Parkway Overlay Zone to establish the boundaries of the area plan
2. Establishing a property compliance review process to identify property maintenance issues and corrective measures, prior to or concurrent with the review of new development proposals
3. Reviewing ministerial and discretionary actions for conformance with the Area Plan Land Use Policies, Development Standards and Design Guidelines
4. Constructing public improvements concurrent with development applications or as part of the City's Capital Improvement Program (CIP)
5. Promoting community organization to facilitate communication, promote public awareness and participation, and encourage voluntary conformance to City standards
6. Providing code enforcement action when necessary, initiated on a complaint basis
7. Promoting economic development through the use of Business Enhancement Zone incentives, existing business recruitment and retention programs, façade improvement programs, and effective marketing efforts.

