



East Valley Specific Plan

Public Review Draft





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Public Review Draft
March 17, 2021

Prepared by



Supported by

DESIGNWORKSHOP

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1.0 Introduction

The City of Escondido developed the East Valley Specific Plan (“EVSP” or “Plan”) in collaboration with residents, local businesses, and land owners, to provide a forward-looking vision for the future of the East Valley Specific Plan Area (“Plan Area”). The EVSP presents goals, policies, design standards, and implementation strategies for categories such as land use, mobility, and parks and open space opportunities. The EVSP is intended to provide guidance for private development and public investment over the next 20 years. This chapter will discuss the EVSP background, legal authority, historical and physical setting, planning context, and the contents of the Plan.

1.1 Plan Background

In 2004, Escondido City Council approved the East Valley Parkway Area Plan (“Area Plan”) with the purpose of implementing a comprehensive strategy for the revitalization of the physical character and economic health of the East Valley Parkway businesses and communities. The East Valley Parkway Area Plan has since been the City’s implementing document for the Plan Area.

In 2012, the City of Escondido prepared a 2012 City of Escondido General Plan Update (“General Plan”) which identifies eleven “Target Areas” that provide unique opportunities for achieving the General Plan vision and involves a reevaluation of land use patterns and policies. The Plan Area is included within the limits of the General Plan’s East Valley Target Area. The General Plan’s East Valley Parkway Target Area guiding principles include:

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.

In 2020, the City was awarded grant funding to develop a Housing Element Update, a Sector Feasibility Study, and an East Valley Specific Plan. The Housing Element Update allows the City to assess current conditions; plan for future conditions; and advance a set of programs to develop, conserve and maintain fair housing choices for current and future residents. The Sector Feasibility Study is a residential sector housing market study that offers a general framework for defining realistic goals for the preferred housing market outcomes. The City chose to craft the EVSP as a comprehensive planning and zoning document for the western portion of the General Plan East Valley Target Area. The EVSP establishes a link between implementing the goals and ideas of the General Plan, 2021 Housing Element Update, and Sector Feasibility Study.

1.2 Legal Authority

The EVSP is established through the authority granted to the City of California Government Code, Sections 65450 through 65457, as a means of systematically implementing the General Plan. A specific plan, through text and diagram(s), must identify the following:

1. The distribution, location, and extent of the uses of land, including open space, within the area covered by the plan.
2. The proposed distribution, location, and extent and intensity of major components of public and private transportation, sewage, water, drainage, solid waste disposal, energy, and other essential facilities proposed to be located within the area covered by the plan and needed to support the land uses described in the plan.
3. Standards and criteria by which development will proceed, and standards for the conservation, development, and utilization of natural resources, where applicable.
4. A program of implementation measures including regulations, programs, public works projects, and financing measures necessary to carry out paragraphs (1), (2), and (3).

The primary effect of a specific plan is the establishment of a clear and detailed plan for a defined area. Existing zoning is replaced with development standards of the specific plan which best meet the needs of the defined area. After adoption by the City of Escondido, all public and private development projects and improvements must be consistent with the adopted specific plan.

State Law requires that a specific plan be in conformance with a city's general plan. This Plan has been prepared in conformance with the General Plan for the enhancement of the East Valley community. The East Valley Specific Plan seeks to build upon the vision of the General Plan, provide more detailed guidance, and adapt to the area's ongoing changes by applying use and development priorities to parcels and districts.

1.3 East Valley Setting

The Plan Area covers approximately 191 acres within the City of Escondido and is comprised of private and public ownerships. In order to plan for the future, it is important to understand the past and present; the following sections provide the historical and physical context of the Plan Area.

1.3.1 Historical Setting

The Plan Area was originally zoned as an agricultural district in the 1930s, which was later developed with mobile home parks and commercial development in the '50s and '60s. The commercial development is automobile-oriented, characterized by big and mid-box retail, strip commercial and food service establishments with ample parking generally located along the street frontage. Construction of the Escondido Creek flood control channel, known as the Escondido Creek Watershed Project, began in 1965.

The existing Palomar Health Downtown Campus ("Campus") building along East Valley Parkway, west of the Plan Area was constructed in phases between 1957 and 2002. Throughout this time, the Campus influenced the expansion of medical-oriented office and commercial uses developed within the western side of the Plan Area. In 2012, Palomar Health opened the Palomar Medical Center Escondido in western Escondido, to which many of the Palomar Health Downtown Campus facilities were relocated. The Palomar Health Downtown Campus is planned to be demolished and redeveloped as a mixed-use residential and commercial development. With the relocation of the Palomar Health Downtown Campus, many medical office buildings in the Plan Area are facing increased vacancies.

The Plan Area's policies and standards need to be updated to reflect new development priorities. These have been expressed as community-supported solutions to advance a number of the City's overriding housing, economic, and environmental goals. The EVSP strategically applies them to parcels and districts to help realize the desired vision of the area.

1.3.2 Physical Setting

The Plan Area is located in central Escondido, immediately adjacent to, and east of downtown. As shown in Figure 1-1, East Valley Specific Plan Vicinity, the Plan Area is generally bound by Escondido Creek to the north; Harding Street to the east, Grand Avenue and East 2nd Street to the south; and North Hickory, South Hickory, and North Fig Streets to the west.

The Plan Area ranges in elevation of approximately 650 to 715 feet above mean sea level. The general northeastern San Diego climate consists of approximately 14 inches of rainfall over the course of approximately 41 days annually. The temperature ranges with an average winter low of 42 degrees Fahrenheit to an average summer high of 86 degrees Fahrenheit. The Plan Area offers eastern-facing views of Bottle Peak of the peninsular mountain range.

Escondido Creek, a concrete-lined flood control channel, flows through the center of Escondido and along the northern edge of the Plan Area, in a primarily east-west direction. The Escondido Creek forms the “spine” of the City’s Class 1 bicycle facility and also serves as an alternative non-motorized access route linking residents to employment, shopping and services.



Image of Escondido Creek

1.4 Planning Process

The Plan Area is currently a product of historical land use decisions and functions. The development of this Plan built upon a series of previous planning efforts. The need for a specific plan for East Valley was identified in the General Plan to update the 2004 East Valley Parkway Area Plan. The City launched the East Valley Specific Plan effort in mid-2020. An Existing Conditions Report was prepared to identify the key issues, constraints, assets, and opportunities of the Plan Area. The Existing Conditions Report also provided a solid baseline to facilitate community input.

The planning process for the Plan included the involvement of community members, business stakeholders and interest groups in the Plan Area. Interested parties were engaged in the project through press and media notifications, virtual workshops, surveys, eblasts, and website updates. Spanish translations and services were also provided for these community involvement efforts. Despite COVID-19 restrictions on public gatherings, community input informed each stage of the planning process. The City engaged community members in a variety of venues and formats to ensure community input was received before moving forward. This constant communication produced an open and transparent process that helped inform and shape the development of each step in the process.

During the first round of public outreach, in Summer 2020, the City conducted a virtual-based workshop to gather community input on what individuals would like to see in the Plan Area, and sent out surveys to business owners of the area to gather community input on what individuals would like to see in the East Valley Area and to present the existing conditions analysis. An online survey was also sent out to business and property stakeholders in the Plan Area to provide an alternative method for community input on key aspects of the planning process to reach a broader audience.

Additionally, the City created and maintained a project website, which provided current project information, upcoming events, updates, key milestones, and project documents. A comment form was also made available via the project website in which community members could provide comments, suggestions, and concerns. Input received over the course of the online survey period provided valuable input on project priorities, desired outcomes, and land use and circulation alternatives.



Overarching comments received from the first round of community involvement included:

- » Creating a strong identity for East Valley
- » Providing affordable to moderate income housing
- » Leveraging the Escondido Creek Trail
- » Promoting walkability through mixed use buildings and complete streets concepts
- » Enhancing streetscapes and building frontages through design and amenities
- » Creating more public open space for the residents and visitors

Using the Existing Conditions Report and community input gathered, three Land Use Alternatives were developed for the City and community to assess and identify a Preferred Land Use Alternative. In Fall 2020, a Land Use Alternatives Workshop was held virtually where the three Land Use Alternatives were presented to the public. The Preferred Land Use Alternative acts as a base in which this Specific Plan establishes the land uses, circulation network, design guidelines, and design standards.

The EVSP was virtually presented to the public in Fall 2020 soliciting input on the contents of the Land Use Alternatives. This second public workshop gave the community another opportunity to voice their preferences and ideas for the Plan Area. Spanish translation services and materials were also provided at this workshop. Input gathered through this outreach effort was folded into the Preferred Land Use Alternative, which is presented in the EVSP.

Overarching comments received from the second round of community involvement included:

- » Providing affordable housing with appropriate design standards
- » Including parks and urban canopy as these are important concepts for an urban setting
- » Mindfully establishing parking standards to accommodate future and current needs
- » Allowing for community services and other existing uses while facilitating new opportunities

The Draft EVSP was released in Spring 2021 for public review, and later adopted by City Council by policy/ordinance resolution on _____, 2021.



Public Workshop #2 for the East Valley Specific Land Use Alternatives

1.5 Specific Plan Contents

The Specific Plan contains eight chapters as follows:

Chapter 1.0 Introduction: Provides a broad overview of the process that informed the development of the EVSP and outlines the contents of the Specific Plan Chapters to follow.

Chapter 2.0 Vision, Goals, and Policies: Describes the future Plan Area and identifies the qualities most important to the East Valley neighborhood, which has been translated into the goals, policies, and vision. Topics identified for the Plan include: Land Use, Mobility, Open Space, Economic Development, Sustainable and Equitable Development, and Design. This chapter includes goals and policies for each of the topics to guide future development in the Plan Area.

Chapter 3.0 Land Use: Translates goals and implementing actions into a land use plan. This chapter describes the distinguishing features of each of the land use designations and the allowed uses and permit requirements for each as the Plan is implemented.

Chapter 4.0 Parks and Public Realm: Guides the park program including the Park Overlay Zone types of parks and public realm spaces and amenities. This chapter also establishes park standards for future development.

Chapter 5.0 Mobility: Sets forth the transportation network for the Plan Area including the roadway, bicycle, and pedestrian networks. This chapter also provides guidance on transportation demand management and parking standards in the Plan Area.

Chapter 6.0 Public Services and Infrastructure: Describes the public services within and around the Plan Area; including fire and medical facilities, police facilities, schools, and libraries. This chapter also includes the existing and anticipated capacities and demands for public infrastructure such as sewer and stormwater infrastructure, and provides the framework for future infrastructure improvements.

Chapter 7.0 Design Standards and Guidelines: Provides the urban design guidance for the Plan, including development standards and guidelines. This chapter sets forth standards and guidelines for the design of appropriate development including architectural characteristics, site planning, parking, and signage.

Chapter 8.0 Implementation: Describes how the Plan will be implemented and administered, and describes the development review procedures for projects within the Plan Area. This chapter also provides a summary of recommended public improvements, programs, and the financing tools needed to implement these strategies.



2.0 Vision, Goals, & Policies

This chapter describes the intended future of the Plan Area and identifies the qualities most important to the East Valley community, which have been translated into the vision, goals, and policies. A series of public outreach events solicited community input on the vision and desired outcomes for the Plan Area; including a visioning exercise, which provided a framework of aspirations and targets to develop a comprehensive vision for the EVSP. Goals were developed based on the vision for each of the topics to guide future development in the Plan Area.

2.1 Vision

The East Valley Specific Plan incorporates a dynamic mix of land uses, ensuring a variety of residential options, linked together through safe streets and a business corridor. The Plan creates an inviting atmosphere and quality of life with attractive public spaces and connected paths that leverage the Escondido Creek Trail and provide a unique and artistic identity that attracts local residents and North County Inland residents to live, shop, dine, and recreate.

2.2 Goals & Policies

The EVSP vision establishes an all-embracing mission for the Plan Area, while the following goals and policies act as tangible steps or actions towards achieving the vision. The goals are broken out into the different topics or lenses in which to carry out the vision. Each goal is supported by policies that give the City measurable, implementable actions intended to help accomplish that goal. Goals and policies are provided for the following topics: Land Use, Sustainable and Equitable Development, Site and Building Design, Mobility, Parks and Public Realm, Economic Development, Public Services and Infrastructure.

2.2.1 Land Use

Land Use Goal 1: A self-contained land use pattern that offers a mix of compatible land uses and community spaces.

Policies:

LU-1.1: Provide housing in proximity to commercial and employment uses through shared services or amenities such as reciprocal parking or shared community space.

LU-1.2: Provide incentives for the consolidation of lot ownership to facilitate revitalization and aesthetic improvements through comprehensive site planning and property maintenance coordination.



Example of ground-floor commercial

LU-1.3: Incentivize new commercial and mixed-use development projects in preferred areas to include publicly accessible outdoor space.

LU-1.4: Locating new development within existing communities takes advantage of existing services and infrastructure, while strengthening the existing neighborhoods. Encourage new street-activating retail and other ground-floor commercial uses along East Valley Parkway to promote job creation, reduced auto-dependence, increased active transportation, and healthier lifestyles. See Section 7.2.3, Frontages & Ground-Floor Commercial, for applicable design standards.

LU-1.5: Provide flexible land use regulation to convert under-performing commercial spaces with more intensive and higher performing commercial land uses.

LU-1.6: The availability of stores and offices in close proximity to housing allows residents to work and shop close to home. Desirable land uses that serve surrounding residential uses and increase foot traffic include, but are not limited to: educational institutions and support facilities; entertainment uses, such as music venues, theaters amphitheatres; commercial types of recreational uses, such as athletic clubs; retail and dining uses; and professional services.

LU-1.7: Support an increasing range of services, retail shops, community facilities, public outdoor spaces, and other neighborhood amenities to serve new and existing residents and workers.

Land Use Goal 2: A housing program focused on affordable housing opportunities.

Policies:

LU-2.1: Redevelopment shall provide for a variety of housing options for all lifecycles and income levels in each development, with a mix of floor plans, sizes, and number of bedrooms provided. Create and preserve accessible, affordable housing, especially as mixed-income developments and in mixed-income neighborhoods.

LU-2.2: Support a flexible range of housing types – such as smaller unit sizes, compact housing types, live-work, ancillary dwelling units, or other innovative housing formats and design techniques.



Example of live-work dwelling units

LU-2.3: Develop or identify new incentives for affordable housing within the Plan Area, such as innovative funding sources like tax credit programs and public-private partnerships.

LU-2.4: Offer a range of options for development to fulfill affordable housing requirements.

LU-2.5: Housing constructed exclusively for low and moderate income households should not be concentrated in any single area of the Plan Area and such housing should be high quality in terms of design and construction without sacrificing affordability.

LU-2.6: Promote strong, on-site management of multi-family complexes to ensure the maintenance of housing and neighborhood quality.

LU-2.7: Improve the quality and availability of housing by addressing declining homeownership, neighborhood stability and overcrowding.

LU-2.8: Establish an Affordable Housing Trust Fund (AHTF) to assist in the delivery of affordable housing within the Plan Area. The AHTF should be used to provide affordable housing for lower and middle income households. The AHTF can be used to augment State and Federal programs to expand affordable housing opportunities for these underserved groups.

2.2.2 Sustainable & Equitable Development

Sustainable and Equitable Development Goal 1: Environmentally mindful and equitable development standards for the Plan Area choices.

Policies:

SED-1.1: Encourage the rehabilitation of existing uses by clarifying the approval processes to avoid excessive conditions that discourage rehabilitation.

SED-1.2: Consider ways to improve equitable access to clean and sustainable energy. This could include the creation of a Clean Energy Equity Plan to support low-income residents and small organizations to purchase or obtain renewable energy. Also develop a program to engage with the Solar on Multi-Family Housing Program (“SOMAH”) to support local green job training.

SED-1.3: Investigate the use of renewable distributed energy systems, which have environmental benefits, but use a distributed system and/or creative pricing to achieve equity benefits as well. Investing in renewable distributed systems and building insulation programs can reduce the differential impact of energy use on lower-income households.

SED-1.4: Advance the placement of site energy facilities, including stations and lines, to avoid disproportionate impact on the health and well-being of low-income groups over other economic groups and move away from centralized coal-based or nuclear power generation.

SED-1.5: Promote equitable distribution of desirable public amenities, such as recreational facilities, grocery stores, public spaces, and other public amenities. Desirable public amenities should be focused in priority investment neighborhoods (PINs) that currently experience social or environmental injustice and/or bear a disproportionate burden of public health impacts. PINs are identified by the City’s Social Equity and Health Index Map.

SED-1.6: Create equitable transportation opportunities for all populations regardless of age, ability, race, ethnicity, or income.

SED-1.7: Maximize mitigation benefits locally by prioritizing local, or Plan Area mitigation for GHG emissions and biological impacts/habitat loss. If no local mitigation credits or mitigation opportunities are available, allow project applicants to seek out regional solutions first. If no regional solutions are available then State solutions, with a preference to proximity.

SED-1.8: Use regulatory and voluntary tools to increase access to neighborhood parks, passive parklands, parklets, and/or pop-up recreation programs to increase parkland coverage and/or expand equitable access to recreational opportunities.

SED-1.9: Provide landscape standards to include plant palettes that withstand drought conditions and promote plant-type resilience (in street and park trees, green roofs, etc.). Include tree plantings that are known to perform well in the general climate conditions, are climate resilient trees, and will increase canopy or vegetative cover.

2.2.3 Site & Building Design

Site and Building Design Goal 1: Alluring building forms and streetscapes that enhance the physical character and pride of East Valley.

Policies:

SBD-1.1: Provide objective zoning standards and guidelines that identify ways to achieve attractive, high quality spaces and development, defined by architecture and landscaping and consistent with the enhanced visual character envisioned for the Plan Area.

SBD-1.2: Create a landmark identity or focal point in the vicinity of the Ash Street (Highway 78) Midway intersections, which may be accomplished through a combination of elements such as building height and massing, signature architectural design and lush corner landscaping.

SBD-1.3: Support neighborhood efforts to create beauty and pride by removing blight and providing high-quality and well-maintained public infrastructure, parks and public facilities in each neighborhood.

SBD-1.4: Identify site criteria and establish enforceable development standards that emphasize tasteful transitions from high to low density residential uses and transitions from public to private spaces.

SBD-1.5: Protect single family residential neighborhoods by establishing step down height requirements.

SBD-1.6: Ensure new building massing does not result in “urban canyons” by providing regulations that address building lengths, building heights, building variety.

SBD-1.7: Design a positive and safe nighttime environment with better lighting design. Visible direct lamp glare from unshielded floodlight fixtures and lighting design that allows light to be cast up into the night sky shall be prohibited.

SBD-1.8: Establish a positive edge along rights-of-way by reducing the frontage of parking lots, reducing blank walks and increasing buildings oriented towards streets.



Example of high quality development using architectural articulation and variation

Site and Building Design Goal 2: Development sites that seamlessly support all right-of-way users

Policies:

SBD-2.1: Establish design standards and guidelines that support a connected multi-modal transportation system so that all right-of-way users and activities are accommodated.

SBD-2.2: Encourage the reduction of parking to only what is needed and provide strategies to achieving this.

SBD-2.3: Manage internal traffic speeds within new developments to provide better multi-modal safety through the use of speed bumps, variation of pavement materials and colors, and other traffic calming measures.

SBD-2.4: Evaluate the feasibility of providing additional density bonuses or other incentives for new developments that include universal design (beyond the American Disability Act standards). Universal design is the design of products and environments to be usable by all people, to the greatest extent possible, without the need for adaptation or specialized design.

SBD-2.5: Promote and increase in pedestrian and bicycle trips within district by increasing bicycle lane miles, bicycle parking areas, accessible walkways, removal of obstructions, increasing shade, establishing open space, providing recreation and community facility destinations within 0.25 miles.

Site and Building Design Goal 3: Quality landscaping and greenspace throughout the public realm.

Policies:

SBD-3.1: Provide the framework for positive landscaping habits through the use of drought-tolerant plantings, increasing street trees and percentage of tree canopy, and using responsible soil practices. See Section 7.4.5, Landscape Design for guidelines on landscaping.

SBD-3.2: Provide landscaped “greenways” along East Valley Parkway, Ash Street, Grand Avenue, and Washington Avenue within the Plan Area.

SBD-3.3: Improve the quality of the trail and experience along Escondido Creek through landscaping and design standards.



Examples of high quality landscaping

2.2.4 Mobility

Mobility Goal 1: Public and private development that provides safe vehicular circulation while reducing overall vehicle miles traveled (VMT) and promoting alternative modes of transportation.

Policies:

M-1.1: Strive to maintain the General Plan’s Quality of Life standard for roadways that provide for minimal delays.

M-1.2: Encourage consolidation of driveways by providing incentives for lot consolidation.

M-1.3: Prohibit installation of new or additional curb cuts on East Valley Parkway and Ash Street (“Highway 78”), except as a replacement for closing another curb cut elsewhere on the frontage, to the satisfaction of the Public Works Director and Caltrans.

M-1.4: Establish and implement Transportation Demand Management (TDM) programs to increase the number of people who use transit, walking, bicycling, and carpooling to access downtown. All new development shall be in compliance with the applicable transportation demand management (TDM) measures included in Section 5.5.

M-1.5: Reallocate excess space from traffic lanes to other uses.

M-1.6: Incorporate traffic calming features along mixed use and urban neighborhoods to ensure pedestrian and vehicular safety.

M-1.7: Development Impact Fees (DIFs) incurred by development projects within the Plan Area shall be applied to roadway and facility improvements within Plan Area.

Mobility Goal 2: A safe and connective pedestrian and cyclist experience for residents and workers, through quality design, public amenities, and accessible facilities.

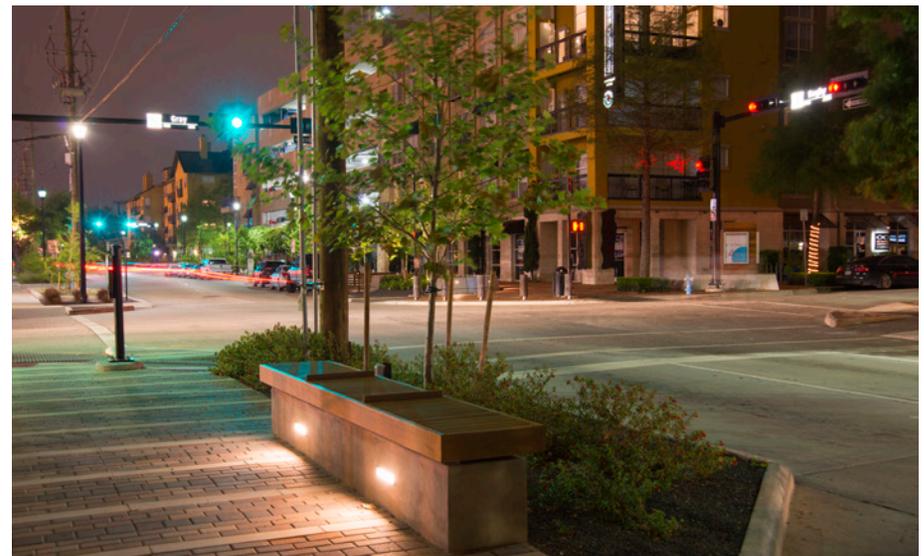
Policies:

M-2.1: Construct public improvements commensurate with the proposed development, including but not limited to, bicycle facilities and amenities, enhanced sidewalks, street parkway landscaping, curb ramps, closures of curb cuts, lighting, benches and drainage improvements.

M-2.2: Require internal pedestrian connections between properties to minimize unnecessary vehicle miles traveled (“VMT”) and turning movements on roadways within the Plan Area.

M-2.3: Evaluate the feasibility of installing mid-block pedestrian crossings with pedestrian hybrid beacons along East Valley Parkway between Cedar Street and Beech Street, and between Ash Street and Harding Street.

M-2.4: Require new development or redevelopment to install sidewalk amenities including lighting, signage, seating, and street trees wherever feasible.



Example of public sidewalk amenities.

M-2.5: Provide safe, comfortable spaces to wait for buses that include lighting, new shelters, benches, wayfinding and transit information in multiple languages, and other amenities including those that improve access and comfort for people with disabilities.

M-2.6: Encourage parallel parking along roadways as a means of traffic calming to improve pedestrian safety.

M-2.7: Wayfinding and improve accessibility to and through East Valley Parkway by developing a comprehensive directional sign program for pedestrians and cyclists.

M-2.8: Develop bicycle routes and facilities that connect to transit stations, employment and commercial centers, schools, libraries, cultural centers, parks, the Escondido Creek Trail, and other frequently visited destinations throughout the community and region where they do not already exist.

M-2.9: Implement the Escondido Bicycle Master Plan and carry forward its efforts that ensure safe, adequate bike routes and encourage the replacement of vehicle trips with bicycle trips.

M-2.10: Increase availability of bicycle parking within proximity to commercial, office, residential development; as well as public places such as transit stops, libraries, parks, and the Escondido Creek Trail to make bicycling more appealing and convenient.

M-2.11: Require new larger development projects (e.g. commercial centers, educational institutions) to provide connections to existing and proposed bicycle routes, as well as bicycle parking, personal lockers, and other bicycle support facilities to encourage bicycling.

Mobility Goal 3: A transit-oriented community with safe, reliable and timely transit options.

Policies:

M-3.1: Link higher density residential developments, employment centers, and shopping areas via public transit. Public transit shall be provided via North County Transit District (“NCTD”) and Metropolitan Transit System (MTS) services, as well as ride sharing services.

M-3.2: Implement transit priority treatments (such as transit priority signals at intersections, queue jump lanes, and boarding islands or transit bulbs) on East Valley Parkway and decrease bus headways to improve overall transit

travel times, and access to and from East Valley Parkway.

M-3.3: Provide extended bus platforms that are extensions of the curb that provide more space for riders to wait, board, and exit the bus. These extended bus platforms improve bus route efficiency by reducing the time a bus spends pulling out of and back into traffic.

M-3.4: Focus pedestrian safety improvements to be in proximity to transit stops.

M-3.5: Involve the community in identifying priority upgrades to transit stops to make them safer and more comfortable.

Mobility Goal 4: More efficient parking strategies.

Policies:

M-4.1: Identify parking management strategies that efficiently facilitate commercial uses while improving the overall pedestrian experience.

M-4.2: Consider opportunities for shared parking and access arrangements where lot consolidation is infeasible.

M-4.3: Develop a means for new development to pay an in-lieu parking fee as an alternative to providing off-street parking spaces on-site.

M-4.4: Implement real-time parking signage on parking structures to display parking availability and pricing.



Example of bicycle parking in proximity to commercial uses.

2.2.5 Parks & Public Realm

Parks and Public Realm Goal 1: Accessible public gathering spaces with social and recreational amenities.

Policies:

PPR-1.1: Public and private parkland shall comply with the applicable park requirements and fees established in Section 4.5, with consideration to the park amenities recommended in Section 4.4.

PPR-1.2: Tie development impact fees (DIFs) more closely to direct impacts of new development and utilize geographically based impact fees to help ensure fee calculations are closely tied to facilities in the Plan Area. Utilize development impact fees to create public outdoor spaces and amenities within the Park Overlay Zones.

PPR-1.1: Public and private parkland shall comply with the applicable Design Standards and Guidelines in Chapter 7.0.

PPR-1.3: Provide a mixture of amenities such as water features, public art, shade, drinking fountains, landscaping, seating options, and lighting in public outdoor spaces.

PPR-1.4: When designing parks and public spaces, consideration should be given to the specific use(s) within the space, the location in relation to schools, transit stops, daycare facilities, and other parkland spaces to maximize utility.

PPR-1.5: Public open spaces should include flexible area for public gatherings, such as lawn area or a paved plaza, at a scale that maintains intimacy.

PPR-1.6: Prioritize provision of parkland and community space within the Plan Area.

PPR-1.7: Parkland and community space shall be prioritized within the Park Overlay Zone (shown in Figure 3-1 Land Use Plan). Park locations should be identified based on 1) a deficiency of nearby public space; 2) existing and planned development of urban housing of all income levels; 3) proximity to primary pedestrian routes; 4) underutilization of property; and 5) consultation with local residents, business and property owners.

PPR-1.8: Work with the Plan Area residents, employees and business owners to identify park program elements.



Examples of amenities in public outdoor spaces including seating options and children's play areas.

2.2.6 Economic Development

Economic Development Goal 1: Robust economic activity within the Plan Area.

Policies:

ED-1.1: Identify economic incentives that can be used to fund desired public benefits and support the attractiveness of East Valley. For example, provide development incentives (e.g., increased building square footage) for the provision of pedestrian amenities within private projects (e.g. landscaped plazas, courtyards, etc.).

ED-1.2: Create and maintain marketing collateral, an interesting and well-maintained website, and positive messages conveyed to the media as marketing for East Valley.

ED-1.3: Provide an opportunity for start-up businesses to become established and promote the transition of marginal retail to higher and better uses.

ED-1.4: Develop objective zoning standards and design guidelines that streamline development to reduce time and costs of permit application processing and promote development.

2.2.7 Public Services & Infrastructure

Public Services and Infrastructure Goal 1: High-quality services and infrastructure that accommodate projected growth in the Plan Area.

Policies:

PSI-1.1: Ensure new development and redevelopment contribute their fair share towards public services so that the City continues to meet the quality of life standards for public services.

PSI-1.2: Develop and implement water management strategies for the existing system.

PSI-1.3: In coordination with the Wastewater Division of the City of Escondido Utilities Department, Water Division of the City of Escondido Utilities Department, and the Escondido Utilities and Public Works Departments, ensure that new development in the Plan Area has adequate water, sanitary sewer, and stormwater drainage.

PSI-1.4: Incorporate sustainable stormwater management features in new development and public improvements, including bio-swales, permeable pavers, rainwater collection systems, and other features to manage stormwater runoff.

PSI-1.5: Utilize recycled water for landscaping of public areas along with other non-potable applications as they come available.

PSI-1.6: Avoid flood zone areas or incorporate them into the overall site design of new development.

PSI-1.7: Encourage new development to accommodate current telecommunication technologies.



3.0 Land Use

This chapter describes the Land Use Plan (“LUP”) for the EVSP, which acts as the policy framework for the development and use of land in the Plan Area. The overall goal of the LUP is to encourage new housing opportunities, improve economic vibrancy, and allow for flexibility in the use and implementation as East Valley changes over time, while preserving strongly utilized uses that exist today.

The Plan Area lies adjacent to a variety of neighborhoods; Downtown Escondido located to the west, residential neighborhoods located to the north and south, and large commercial shopping centers located to the east. The Escondido Transit Center is an approximately 20-minute walk southwest of the Plan Area and there are multiple transit stops throughout, which presents a significant opportunity to promote a land use mix that provides community services and activity nodes desired by the community.

3.1 Land Use Plan

The LUP for the Plan Area, shown in Figure 3-1, envisions a compatible mix of land uses that support the overarching goals and vision for this area. The LUP focuses on maintaining many of the existing uses, while clustering them into different areas to create a more cohesive pattern and design. As shown in Figure 3-1, Land Use Plan, the LUP is comprised of three land use designations and one overlay zone.

The LUP sets forth a transition of intensities throughout the Plan Area. To ensure the intended intensities, the land use designations shall be consulted in tandem with the design standards included in Chapter 7.0 Design Standards and Guidelines. For example, the LUP designates the majority of properties along East Valley Parkway as Mixed Use, which will create a more urban and vibrant character with an enhanced public realm through outdoor dining, public plazas, and other amenities as it transitions to larger commercial to the east and downtown to the west. General Commercial uses are clustered at the corner of East Valley Parkway and Ash Street to encourage more compact commercial footprints and create an activity node proximate to shopping, transit, and residences.

3.1.1 East Valley Specific Plan Density Transfer Program

The purpose of the East Valley Specific Plan Density Transfer Program ("EVSP Density Transfer Program") is to enable the City to transfer densities from undeveloped or underutilized properties (sending areas) within the Plan Area to other properties in the Plan Area (receiving areas) to enable a developing property to increase its density beyond what current zoning would permit. The transferred density will be held in a Density Credit Pool.

- » Sending Area - Areas identified to be conserved or restrained from further growth or density. This may include an area or property where development has occurred and is currently underutilized and further development is not anticipated. The unused density is transferred to a Density Credit Pool.
- » Receiving Area - Area identified as having additional potential for development beyond that allowed by the zoning. The increased density can only be utilized by transferring of density from a Density Credit Pool.
- » Density Credit Pool - A Density Credit Pool consists of unused density from undeveloped or underutilized properties. Available density with the Density Credit Pool could be transferred to a developing parcel to increase the density beyond what is permitted through the current zoning. The overall transfer of density from sending areas to receiving areas would not exceed the overall planned density of a specific area. For projects that do not optimize their full development potential, a deed restriction would be placed on the property to document the transfer of unused density into the pool.

Density Transfer Process

The Density Credit Pool starts with unused density from city-owned parcels within the EVSP. The City could consider continuing to fill the density credit pool with excess unused density transferred from other undeveloped, developed, or developing public or private properties that are not developing to the maximum density allowed by current zoning (sending areas).

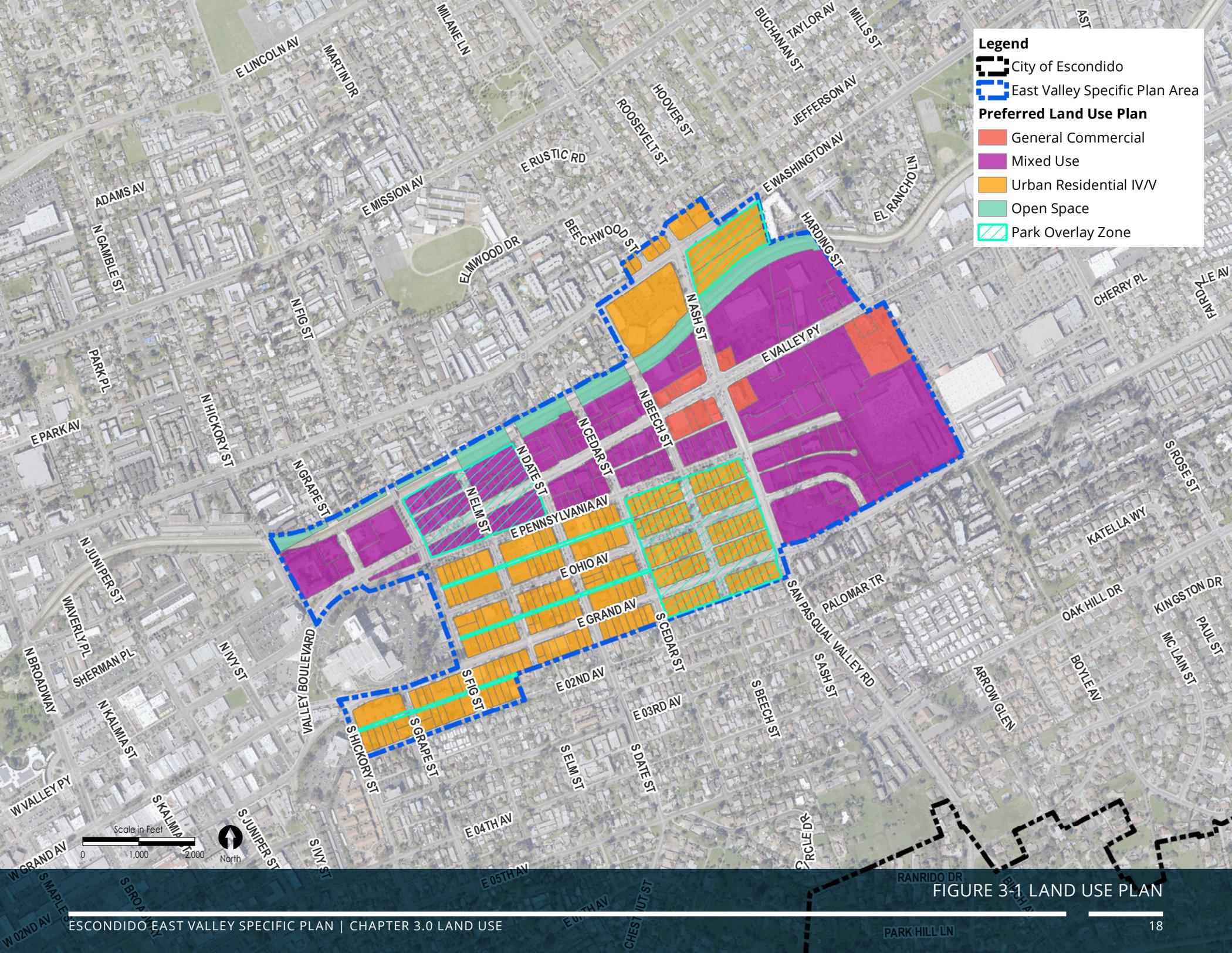
At a later time, the property owner of a sending property could request reallocation of transferred density should they desire to increase the density on their property if the density units are still available or if there are additional units available in the Density Credit Pool.

Allocation of the density from the pool would only occur when developing properties request additional density beyond that permitted by current zoning. The request for an increase in units would require City Council approval of a Planned Development Permit. Provided there is adequate density available in the Pool, there would be no ceiling on the amount of density that could be requested, but rather, each development would be scrutinized through the entitlement and environmental review process to ensure appropriate and desired development within the community.

A property owner or developer who requests density from the Density Credit Pool will need to submit an application for a Planned Development Permit to the Planning Division. The Planning Division would review the Planned Development application for completion, project design, environmental concerns, CEQA process, zoning compliance, and other City and state regulations.

When a development is approved to receive density from the Density Credit Pool, those density units would be deducted from the Density Credit Pool. The Density Credit Pool documents pertinent data for each sending and receiving property such as assessor parcel numbers, addresses, ownerships, acreages, existing dwelling units and/or allowable dwelling units, additional dwelling units requested, application dates, approval dates, available number of units within the pool, number of units approved, and resolution number approving the allocations.

The EVSP Density Transfer Program is routinely monitored to ensure that the number of dwelling units for the Plan Area would not be permitted to exceed the buildout of the EVSP. Annual reports to the City Council are presented by City staff to outline approved projects, constructed projects, balance left in the Density Credit Pool, and recommendations for the upcoming year.



Legend

- City of Escondido
- East Valley Specific Plan Area
- Preferred Land Use Plan**
- General Commercial
- Mixed Use
- Urban Residential IV/V
- Open Space
- Park Overlay Zone



FIGURE 3-1 LAND USE PLAN

3.2 Land Use Designations

Table 3-1, Land Use Designations, presents the land use designations, permitted densities within that designation, and a description of the use.

Table 3-1 includes the applicable land use designation, minimum density, and maximum density permitted. To demonstrate the availability of Plan Area to accommodate future housing development, sufficient housing yields need to be reached to accommodate a jurisdiction's Regional Housing Needs Assessment ("RHNA") allocation. No residential permit shall be issued on any property that falls below the minimum density established unless certain findings are made by the City Council. The City Council may permit limited development of such property (that falls below a minimum density) if, which considering the property as a whole, that the project results in higher quality development than what would have otherwise been achieved through minimum density compliance; and makes a finding that the Housing Element's remaining sites have sufficient capacity to accommodate the remaining unmet RHNA by each income level, or identify and make available sufficient sites to accommodate the remaining unmet RHNA for each income category, pursuant to Government Code Section 65863. The maximum density may be exceeded on a case-by-case basis, through the rounding-up provision or from the EVSP Density Transfer Program (pursuant to Section 3.1.1). For projects that do not optimize their full development potential, a deed restriction would be placed on the property to document the transfer of unused density into the pool.

Table 3-1 also includes a Target Production Point ("TPP") for each land use designation. The TPP is the midpoint of the density range that estimates realistic site development capacities that are likely to yield smaller housing units at a higher density that is more affordable by design. The City will make a finding that the TPP contributes a key density in the 21-30 density range to facilitate moderate income levels (moderate-income limit to equal 120 percent of the county's area median income, adjusted for family size); and a key density in the 30-80 density range for lower income levels (below 80 percent of the county's area median income). To ensure that the EVSP achieves a build-out that accommodates RHNA, especially for lower- and moderate- income households, no residential permit shall be issued on any property with a unit yield that is lower than the TPP density yield unless a fee in lieu is received for on-site production. The TPP in-lieu fee shall be paid into an applicable housing trust fund and used (along with other local funding sources) to finance affordable housing developed off-site. The per-unit fee shall be deemed a comparable affordable unit contribution towards lower or moderate income households. The TPP in-lieu fee is paid at the time of building permit issuance, or for conversion of existing apartments to condominiums prior to the recordation of a final map and/or issuance of a certificate of compliance.

Table 3-1 Land Use Designations

LAND USE DESIGNATION	APPLICABLE ZONING	DESCRIPTION	MINIMUM DENSITY ¹ / FAR ²	MAXIMUM DENSITY ³ / FAR ⁴	TARGET PRODUCTION POINT (TPP) ⁵	APPROXIMATE YIELD
Urban IV/V	EV-U-5	Assumes 24 du/ac for this designation. Multi-family residential units, town homes, apartments, flats and condominiums. 15,000 sf/ac retail and office uses are permitted	21 du/ac	30 dwelling unit (du)/ac	25 du/ac	1,495 du 453,789 sf of commercial (retail/ office/ medical office)
General Commercial	EV-CG	Local-serving commercial, automobile service, eating/ drinking establishments, entertainment facilities, retail, office, service establishments, etc. Intended for other commercial uses not suitable for residential zones.	---	1.0 FAR	0.5 FAR	0 du 59,014 sf of commercial
Mixed Use	EV-MU	A blend of multi-family residential with other compatible uses, such as commercial and/or office uses in a horizontal and/or vertical arrangement. Intended along major thoroughfares, proximate to shopping centers, entertainment, community facilities and employment opportunities.	1.5 FAR 30 du/ac	3.0 FAR 80 du/ac	45 du/ac	4,669 du 703,338 sf of commercial (retail/ office/ medical office)
Park Overlay Zone	EV-POZ	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. Development Impact Fees (DIFs) contribute to park space in these areas		See Section 4.5 Park Requirements and Fees		10 acres minimum of parkland and open space

¹ The minimum and maximum density and FAR standards shall not account for basements and subterranean parking. Density values shall be rounded up to the nearest whole number.

² The floor air ratio (FAR) is the measurement of a building's floor area in relation to the size of the lot/parcel that the building is located on. This measurement is used to set standards for non-residential land use designations.

³ All maximum density calculations are rounded up to determine the number of housing units per developable acre of property. Rounding up shall mean rounding the fractional unit yield up to the nearest whole unit. The maximum density may be exceeded pursuant to the Density Transfer Program and/or Density Bonus Law. For the purposes of calculating density bonus pursuant to Density Bonus Law, Government Code section 65915 et. seq., only the maximum density limit for each zone in Table 3-1 shall be used to which density bonus is calculated for density bonus projects.

⁴ Exceptions to the maximum FAR may be considered as incentive for allocating public open space greater than the required minimum; see Section 4.4 Public Open Space Incentive Program for details.

⁵ All minimum and TPP density calculations are rounded down. Rounding down shall mean rounding the fractional unit yield down to the nearest whole unit.

3.3 Development Potential

The development potential of the Plan Area shown in Table 3-2, Development Potential by Type, estimates the potential growth by land use type over the next 20 years of which this Plan will be implemented. The table also shows the difference compared to existing conditions. Since the future is inherently uncertain and the activities of private property owners are not within the City’s direct control, these are broad, planning-level estimates for the potential of future development given the heights, intensities, and land uses specific in the Specific Plan. These numbers are not intended as predictions or quotas on development, and the actual future development mix and amount that occurs over the next 20 years will vary from these estimates.

These numbers were used to analyze economics, infrastructure, transportation, environmental conditions, and other municipal-related effects. Buildout assumptions are based generally on the building envelope allowed in each land use designation to provide a realistic future development scenario. The Plan Area’s development potential was determined by assuming buildout of vacant and underutilized parcels.

The ultimate development potential will also be influenced by the Density Transfer Program. The Density Transfer Program, as discussed in Section 3.1.1, would enable the City to transfer densities from undeveloped or underutilized properties (sending areas) within the EVSP to developing properties (receiving areas) to enable a developing property to increase its density beyond what current zoning would permit.

Table 3-2 Development Potential by Type

DEVELOPMENT TYPE	2035 SPECIFIC PLAN BUILDOUT	EXISTING CONDITIONS (2020) ¹	DIFFERENCE BETWEEN SPECIFIC PLAN & EXISTING CONDITIONS
Residential	6,164 dwelling units	581 dwelling units	+ 5,583 du
Multifamily Housing	5,516 dwelling units	321 dwelling units	+ 5,195 du
Office	274,848 sf	47,778 sf	+ 227,070 sf
Medical Offices	370,124 sf	259,722 sf	+ 110,402 sf
Retail	571,169 sf	405,905 sf	+ 165,264 sf
Parks	25 ac	0 ac	+ 25 ac
Community Services	64,004 sf	2,100 sf	+ 61,904 sf

¹ Existing conditions data comes from 2010 Census Data and 2012-2016 American Community Survey 5-year Estimates used by Urban Footprint.



4.0 Parks & Public Realm

In response to a changing world, communities are seeking more greenspace and outdoor spaces close to their homes. The vision for EVSP includes incorporating an active open space network, attractive public spaces, connected paths, parkland, and open space of the Plan Area fabric. This comprehensive and interconnected parkland network will provide a variety of active and passive recreational opportunities for community members and visitors of all ages, which will enhance the overall quality of life, community health, and wellness. This chapter outlines the Park Overlay Zone; park and public realm types to occur in the Plan Area; amenities; and the park requirements and fees.

4.1 Park Overlay Zones

The EVSP establishes Park Overlay Zones intended to integrate public parkland and outdoor spaces within proximity to schools, transit, trails and activity nodes. As shown in Figure 2-1, Land Use Plan, the Park Overlay Zones span over multiple blocks in various areas throughout the Plan Area. The purpose of designating larger areas instead of individual parcels is to allow for flexibility in implementation of park facilities.

The Park Overlay Zones act as recommended, or priority areas, for parks and public spaces within the Plan Area. The placement of Park Overlay Zones also broadens the geographic area within 0.25-mile (or 5-minute walk) of a park, as demonstrated in Figure 4-1, 0.25-mile Buffer from Parks. As shown in Figure 4-1, there are two existing nearby parks: Washington Park located approximately 0.2 miles northeast of the Plan Area, and Grove Park located approximately 0.2 miles north of the Plan Area. The Parks Overlay Zones do not establish what type of park or amenities shall occur within that zone. The types of parks and public outdoor spaces permitted in these areas are described in Section 4.2, Park and Public Realm Types.

4.2 Park & Public Realm Types

The function and amenities of a park depend on the needs of the surrounding community and the size of the proposed park or public space. With this in mind, the following types of parks are permitted within the Park Overlay Zones.

4.2.1 Pocket Parks

Pocket parks are small outdoor spaces, no more than one acre, that are best suited in urban areas surrounded by a mix of uses that lack places for people to recreate. Pocket parks are intended to provide a safe and inviting environment for surrounding community members. Pocket parks in the Plan Area would serve nearby families, employees, shoppers, and visitors. With the surrounding community in mind, pocket parks would provide amenities best suited for its future users. See Section 4.3, Amenities, and Chapter 7.0, Development Standards and Design Guidelines, for amenities and park design standards and guidelines.



Example of a pocket park

4.2.2 Neighborhood Parks

Neighborhood parks such as Grape Day Park, Washington Park, and Grove Park, serve as the foundation for the urban parkland network within Escondido. Neighborhood parks are characterized as over three acres. Neighborhood parks may offer both active and passive recreational options. Active recreational uses include, but are not limited to, soccer fields, baseball and softball diamonds, tracks, skate parks, dog parks, pump tracks, and hardcourts areas. Passive recreational uses include, but are not limited to: walking, hiking, cycling, and picnicking. See Section 4.3, Amenities, and Chapter 7.0, Development Standards and Design Guidelines, for amenities and park design standards and guidelines.



Examples of neighborhood parks

4.2.3 Linear Parks

Linear parks are longer than they are wide, and typically follow a linear object, such as rail lines, utility easements, waterfronts, creeks, and alleys. Linear parks can be as short as one block or as long as several miles. Linear parks typically serve as outdoor areas for physical activities and boost alternative transportation.

The Escondido Creek Trail, which runs through the north side of the Plan Area, provides bicycle and pedestrian access to a variety of destinations throughout the City, such as Downtown Escondido, neighborhood parks, and shopping centers. Further detailed in the Escondido Creek Trail Master Plan (“Trail Master Plan”), the City was awarded grant funds to bring the community’s vision to life by revitalizing the Escondido Creek Trail and turning it into a premier linear park. A central focus of the Trail Master Plan is to foster healthy and active communities by improving safety, accessibility, and aesthetics for pedestrians and bicyclists along the Escondido Creek Trail. The Trail Master Plan includes design standards for trail features such as rest stops, Class I bicycle lane widths, public art, fitness equipment, mile markers, landscaping, and trail furnishings (e.g. benches, waste bag dispensers, bike racks, metal trash and recycling receptacles). The EVSP is designed to complement the plans and efforts included in the Trail Master Plan by increasing access, signage, and amenities proximate to the Escondido Creek Trail as well as site and building design to maximize the aesthetics and activity along the Trail corridor. The linear parks shall also complement and provide linkages to and from primary and secondary pedestrian facilities; see Figure 4-2, Pedestrian Links and Linear Parks.

The LUP has also identified linear parks that oriented in a general east-west direction. Considering parcel sizes in this area are relatively small, future development would not be able to provide large standalone outdoor spaces. Therefore, these alley linear parks would provide the nearby residents with publicly-accessible outdoor space for physical activity and recreation. See Section 4.3, Amenities, and Chapter 7.0, Development Standards and Design Guidelines, for amenities and park design standards and guidelines. See also Section 5.1.5 Alleys for a cross-section of an Alley Linear Park.



Examples of linear parks

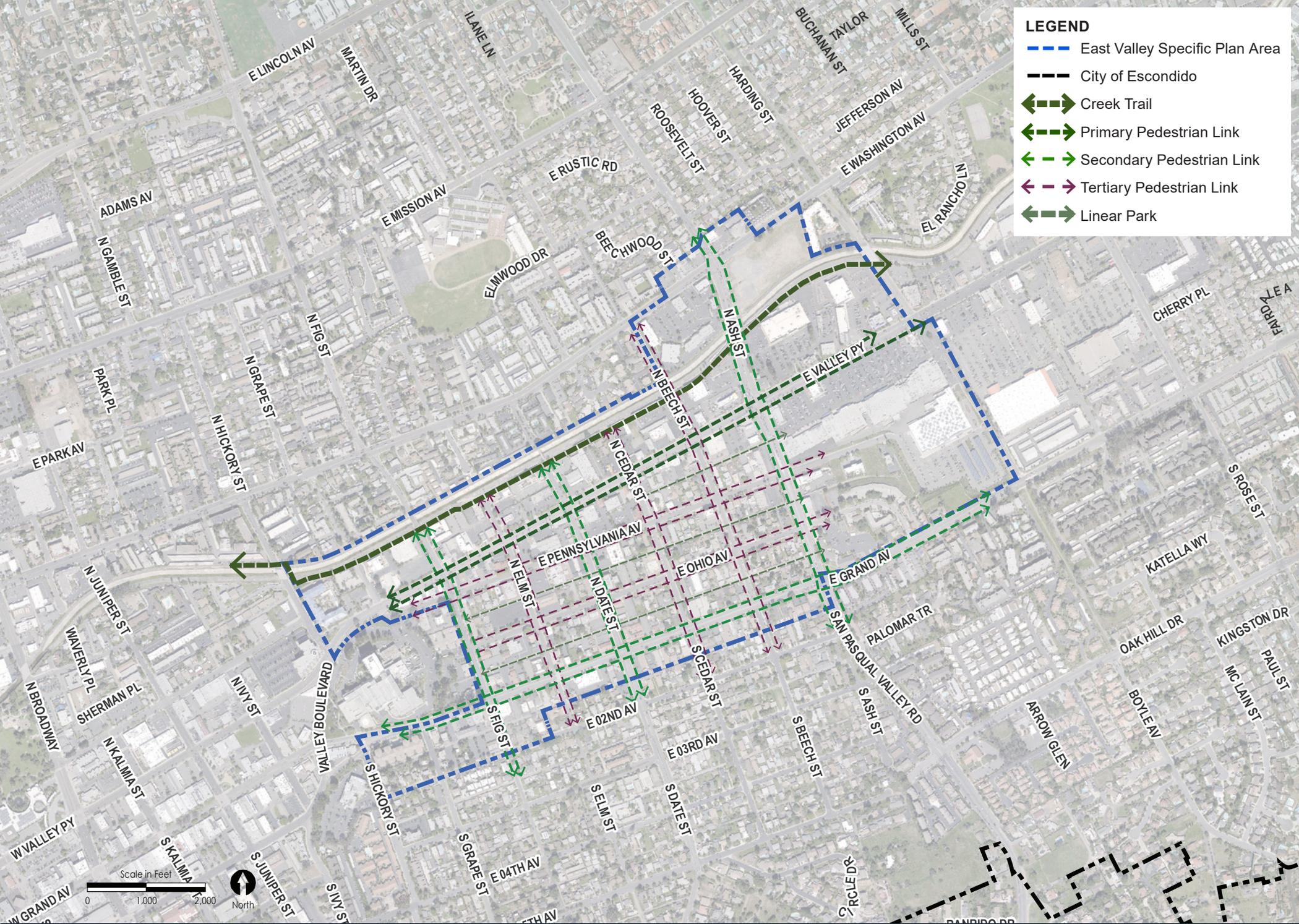


FIGURE 4-2 PEDESTRIAN LINKS AND LINEAR PARKS

4.2.4 Public Outdoor Spaces

Public outdoor spaces provide varying sizes of human-made open space that can be used for a variety of uses, such as sitting, dining, socializing, recreating, and as venues for arts and entertainment. The public outdoor spaces are best suited in areas surrounded by, or adjacent to, commercial and/or office uses to allow for outdoor dining and other commercial opportunities to utilize and allure users to the space. Public outdoor spaces may include:

- » Plazas
- » Piazza
- » Parklets
- » Courtyards
- » Seating areas
- » Play areas
- » Recreational facilities or equipment
- » Dog parks

See Section 4.3, Amenities, and Chapter 7.0, Development Standards and Design Guidelines, for amenities and park design standards and guidelines.



Examples of outdoor public spaces

4.2.5 Public Right-of-Way

The public right-of-way includes the streets, sidewalks, bikeways, and trails. These spaces act as the physical linkages to and from parkland, residences, and other destinations. Public rights-of-way should provide shade trees, generous sidewalks, street furniture, public art, and spaces for people to sit. The public right-of-way also encourages active transportation and supports the compact, walkable design envisioned in the EVSP. The Escondido Creek Trail functions as the spine for pedestrian mobility within the Plan Area, and, with implementation of the Trail Master Plan, will provide additional access and amenities to its users.

See Section 5.2, Bicycle Facilities, and Section 5.3, Pedestrian Facilities, for bicycle and pedestrian network information. See Chapter 7.0, Development Standards and Design Guidelines, for amenities and park design standards and guidelines.



Examples of public right-of-way amenities

4.3 Amenities

Parks and public realm spaces should offer a number of amenities and features that draw people into the space. Park and public realm amenities may vary and shall consider the anticipated users of the park space. Amenities shall be subject to the design review process. See Chapter 7.0, Development Standards and Design Guidelines, for design standards and guidelines for amenities.

Recommended amenities for pocket parks include, but are not limited to:

- » Children’s play structures
- » Fitness circuit
- » Shaded seating options
- » Drinking fountains
- » Small dog park area
- » Landscaping
- » Benches
- » Lighting
- » Public Art

Recommended amenities for neighborhood parks include, but are not limited to:

- » Children’s play structures
- » Hard-courts for sports such as basketball, tennis courts, and pickleball
- » Soft-courts such as bocce ball courts and sand volleyball
- » Baseball or softball diamonds
- » Multi-purpose recreation fields for sports such as soccer or frisbee
- » Tracks
- » Multi-use pathways with connections to pedestrian and bicycle facilities
- » Drinking fountains
- » Pump tracks and skate parks



Examples of public amenities

Recommended amenities for public outdoor spaces include, but are not limited to:

- » Water features
- » Public art
- » Shaded seating options
- » Drinking fountains
- » Landscaping
- » Amphitheater with hardscape seating

Recommended amenities for linear parks include, but are not limited to:

- » Shade
- » Multi-use pathways with connections to pedestrian and bicycle facilities

- » Fitness circuit
- » Landscaping
- » Community garden
- » LED Lighting
- » Benches

Recommended amenities for public right-of-way include, but are not limited to:

- » Wayfinding signage
- » Lighting
- » Shade structures
- » Benches



Examples of public amenities

4.4 Public Open Space Incentive Program

The East Valley Public Open Space Incentive Program further facilitates high-quality and accessible public open space areas for community members and visitors. By allocating public open space above the required minimum, new developments are able to choose from any of the following incentives to enhance their project:

- » Increased FAR
 - Example: Up to 10 percent additional floor area can be added to a project by providing publicly-accessible parks, plazas, linear parks including alleyways or the Escondido Creek Trail or open space in a project design. The public space shall be larger than 500 square feet, adjacent to Grand Avenue, East Valley Parkway, the Escondido Creek trail or an alleyway, with the provision of tables, chairs, pedestrian-scale lighting of at least 2 foot candles minimum.
- » Parking Requirement Reduction
 - Example: 10 percent decrease in required parking (5 spaces maximum) by providing publicly-accessible parks, plazas, or open space in a project design.
- » Permits and Project Approvals Acceleration
 - Example: Expedited approvals for projects providing publicly-accessible parks, plazas, or open space in a project design.
- » Development Rights Bank
 - Example: With the installation of 0.25 acres of a public plaza in the middle of a project, the developer shares the unused development capacity for this 0.25 acres (based upon the underlying zoning) with another project in the general area. The developer could also transfer the development capacity elsewhere within their own project, with the assumption that the resulting project design conforms with other aspects of the development regulations (such as height limits, etc.).

- » Fee Reductions
 - Example: Fee reduction or waiver of zoning application by providing publicly-accessible parks, plazas, or open space in a project design.
- » Incentive Zoning
 - Example: Reductions of required setbacks for commercial and residential development through the provision of publicly-accessible parks, plazas, or open space in a project design. This incentive will only be authorized if the market supports the increase in density for residential or non-residential uses.

Any development interested in utilizing one or more incentives from this program will need to discuss the details with the appropriate City Staff member(s). Incentive(s) used for a project are documented and tracked by the City.

All modifications to development standards are authorized by the processing of a Planned Development application. Parkland Development Impact Fee reductions or density transfers shall be reviewed and considered concurrent with the zoning application, through the processing of a Development Agreement. Fee waivers for zoning applications, if any, shall be established by resolution by the City Council.



4.5 Park Requirements & Fees

The 2012 General Plan identified 9,000 acres of existing and projected open space and parks within City limits and anticipated 9,500 acres by 2035. The City of Escondido Climate Action Plan (“ECAP”) calls for the conservation of 400 acres of agricultural land and/or open space from being developed into residential units. Implementation of the EVSP will provide approximately 10 acres of parkland and open space within the Plan Area, which will help the City reach their parks and open space projections.

The EVSP envisions the creation of new parks and public spaces as opportunities become available. This is expected to occur over time through a variety of ways, including acquisition of property by the City, public improvements funded by grants and the City’s Capital Improvement Program, public/private and public/public joint ventures, and through private development. Private development park requirements may be implemented in multiple forms:

- » New residential and mixed-use development may dedicate park space onsite as part of a Development Agreement
- » New residential and mixed-use development may pay an in-lieu fee, or Development Impact Fee (“DIF”), which will contribute to City acquisition and construction of parks within the Plan Area.



Example of public park



5.0 Mobility

The EVSP is designed for residents and visitors to move about the community safely and efficiently. The Plan Area is well connected to the surrounding destinations in Escondido; conveniently located east of Downtown Escondido, approximately one mile from the Escondido Transit Center, with the Escondido Creek Trail immediately accessible. Although visitors and residents of the Plan Area primarily rely on private automobiles, public transit and non-motorized opportunities are available in the form of buses and a multi-use trail.

This chapter discusses the various forms of mobility throughout the Plan Area including: the road network, bike and pedestrian facilities, transit options, Transportation Demand Management strategies, and parking standards.

5.1 Roadway Network

The EVSP roadway network consists of current roadways within the Plan Area. No new roadways are proposed, however, some roadways are proposed to be re-classified to accommodate all roadway users and necessary roadway functions. The net effect of the changes will be improved pedestrian and bicycle mobility with minimal impact on vehicular mobility. As shown on Figure 5-1, Roadway Network, the EVSP includes four roadway classifications: Four-Lane Major Road, Four-Lane Collector, Local Collectors, Local Collectors with Two-Way Left Turn Lane. Alleys are also included in this chapter to established the desired character of alley types.

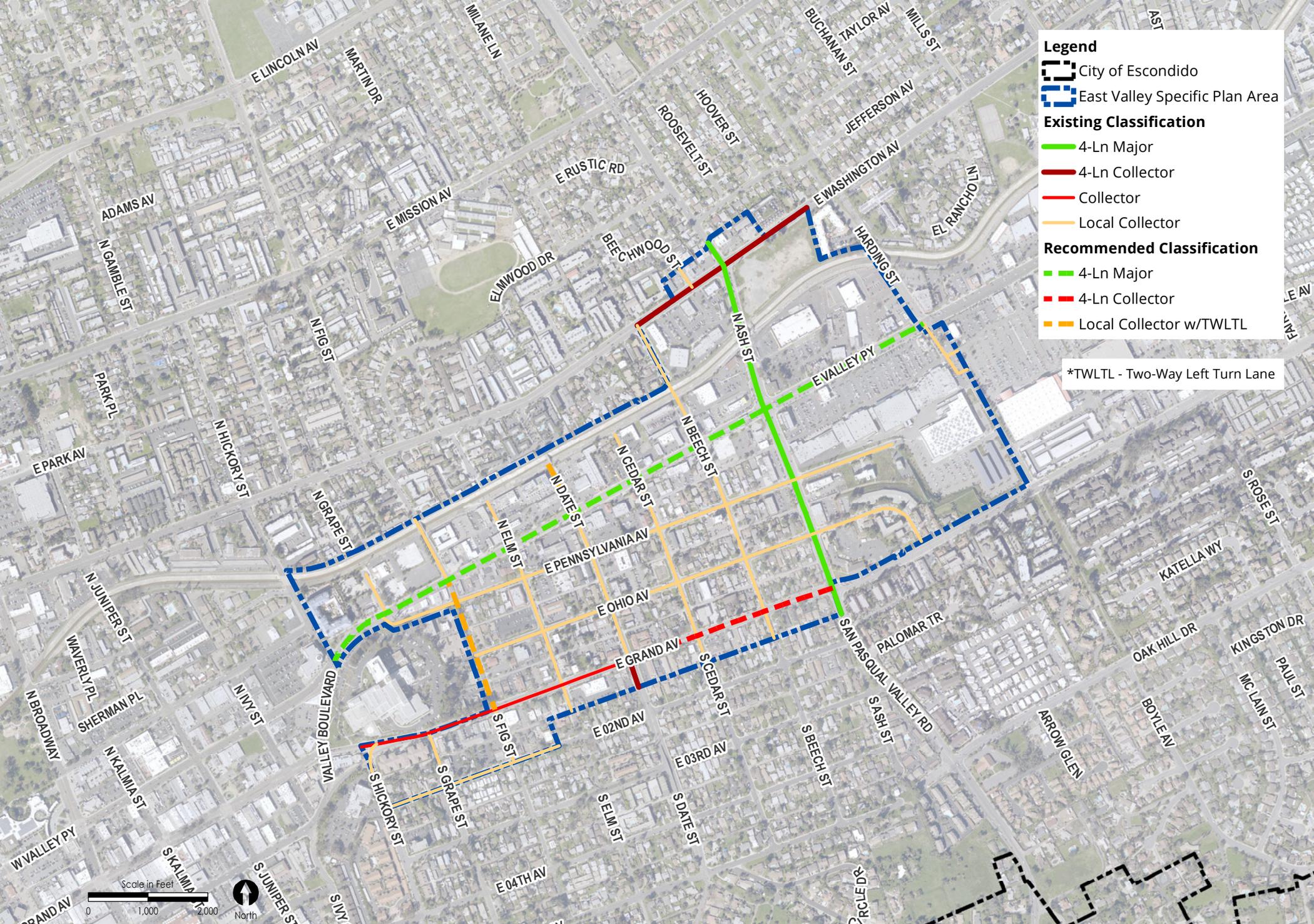
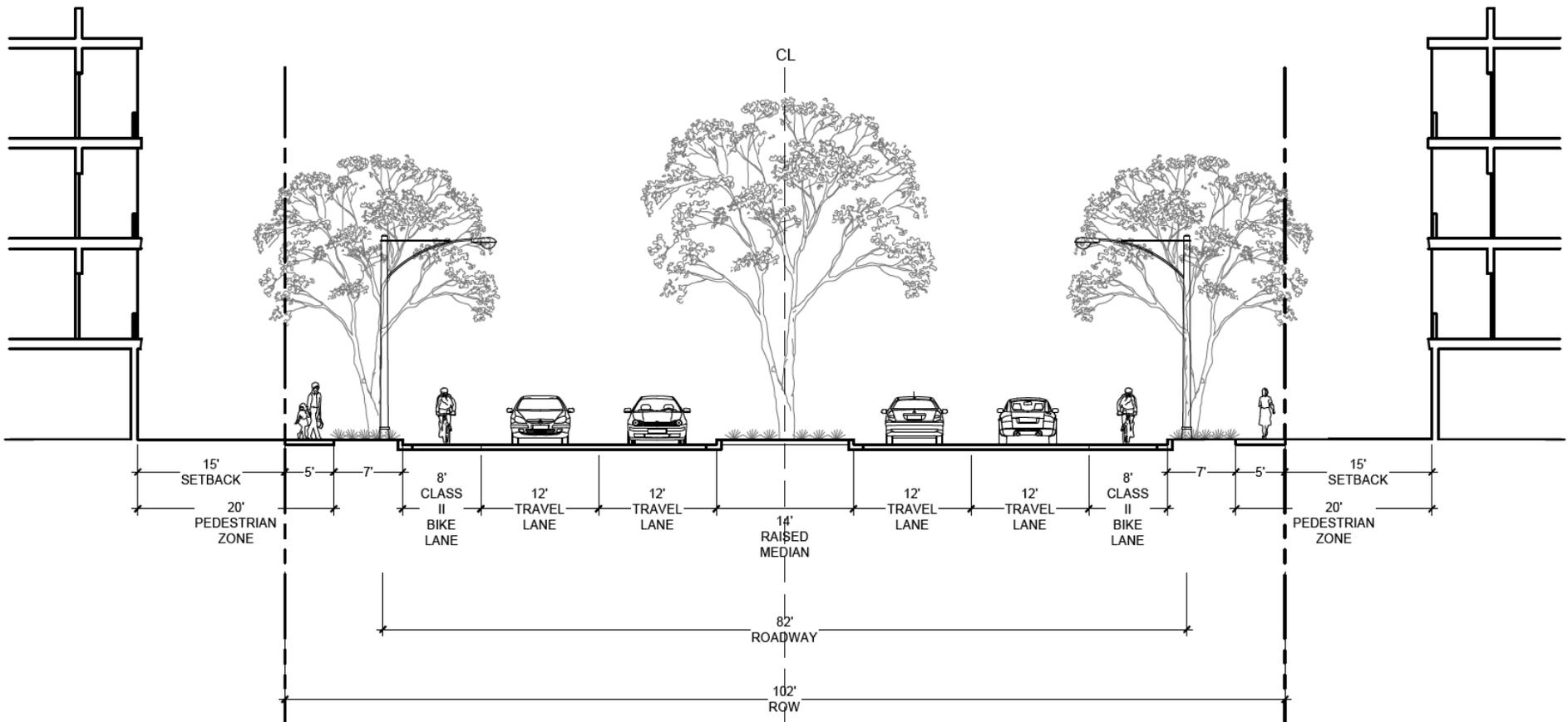


FIGURE 5-1 Roadway Network

5.1.1 Four-Lane Major Road

This roadway classification includes four travel lanes, controlled access, no parking, and raised/landscaped medians for added safety and efficiency in providing protected left turns at selected locations. Four-Lane Major Roads are intended to provide intra-city and sub-regional service. Right-of-way shall be 82 to 102 feet in width. Four-Lane Major Roads in the Plan Area include:

- » East Valley Parkway
- » N. Ash Street



¹ Modifications to these cross sections may be necessary if future traffic engineering studies determine specific roadway and intersection geometry need to be modified to safely accommodate intended users. Transit amenities (e.g. lighting, shelters, benches) shall be provided where appropriate within the sidewalk and parkway right-of-ways. These roadways shall be designed and constructed to the requirements of the City Engineer and Fire Marshal.

FIGURE 5-2 Four-Lane Major Road Without Parking¹

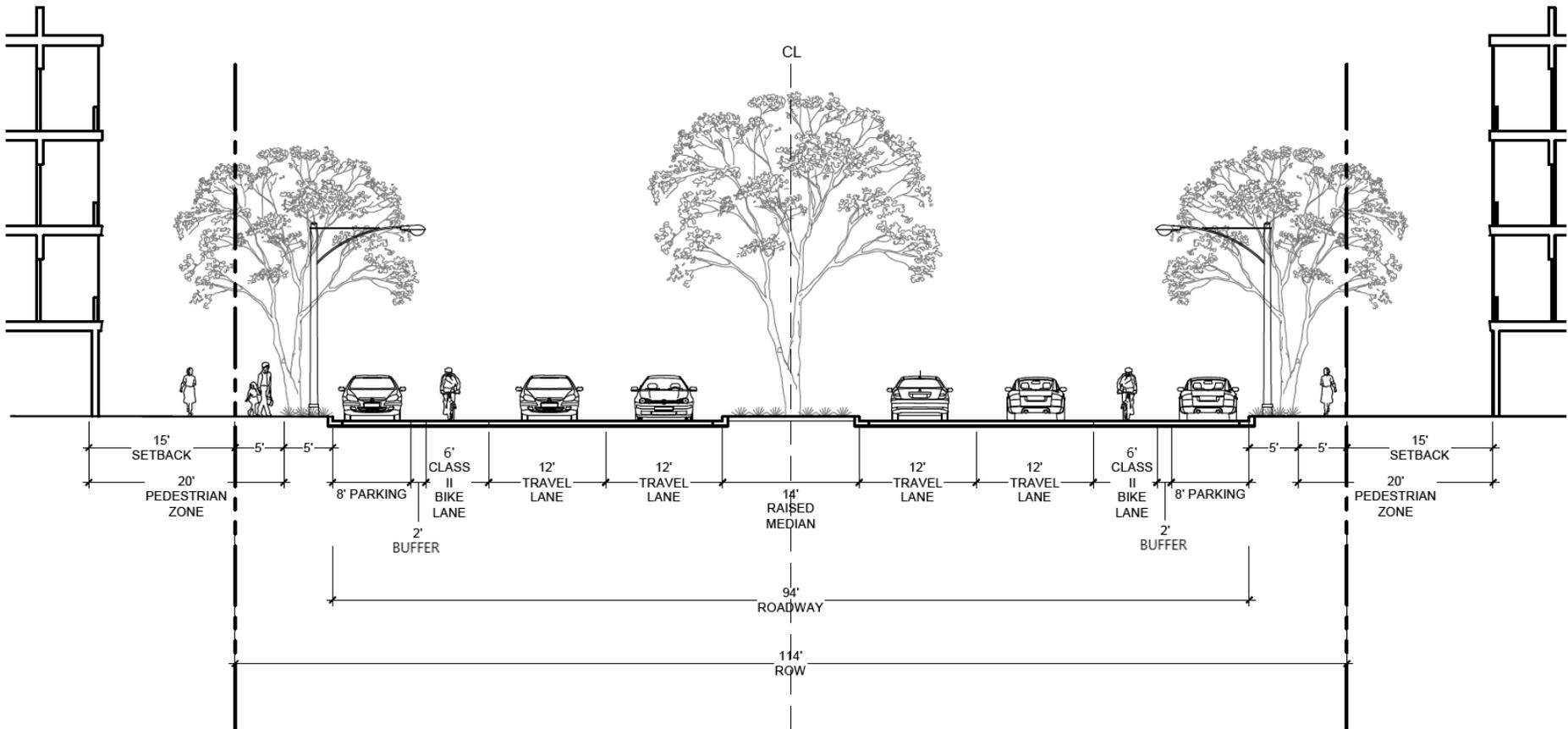


FIGURE 5-3 Four-Lane Major Road With Parking

East Valley Parkway Concept



The illustrated building forms are not intended to limit the shape, forms, roof styles or architectural styles. This rendering is intended solely to illustrate typical building forms that may occur in order to maintain a consistent context for the neighborhood.

5.1.2 Four-Lane Collector Street

This roadway classification includes four travel lanes, controlled access, and no parking, or restricted to, areas where turn pockets or continuous turn lanes are provided. Four-Lane Collector Streets are intended to provide intra-city travel. Right-of-way shall be 84 feet in width. Four-Lane Collector Streets in the Plan Area include:

- » Grand Avenue
- » Washington Avenue
- » N. Date Street (south of Grand Ave)

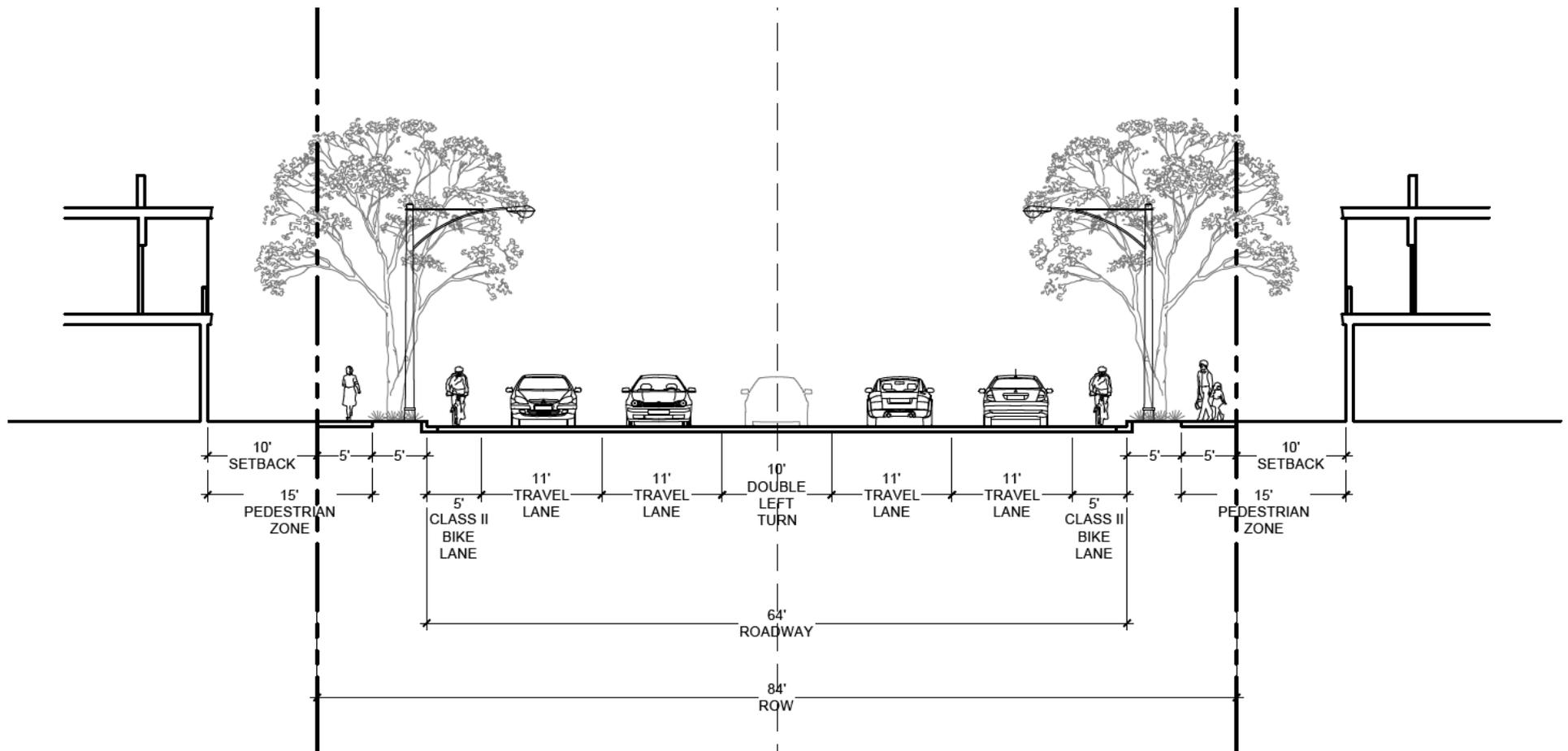


FIGURE 5-4 Four-Lane Collector Street

Grand Avenue Concept



The illustrated building forms are not intended to limit the shape, forms, roof styles or architectural styles. This rendering is intended solely to illustrate typical building forms that may occur in order to maintain a consistent context for the neighborhood.

5.1.3 Local Collectors

Local Collectors are intended to serve as intermediate routes to handle traffic at volumes between those of Collector Street systems and roadways of higher classification. Local Collectors provide vehicular and pedestrian access to properties directly abutting the public right-of-way and have two lanes total. Local Collectors may handle some local through traffic, but the primary purpose is to connect the local roadway system to the arterial network. Curb ramps are provided at sidewalk intersections, however most intersections do not provide painted crosswalks.

Local Collectors include two travel lanes with parking, except where parking is removed to provide turn lanes. Right-of-way for Local Collectors shall be 42 feet in width where there is no parking provided and 66 feet in width where parking is provided. Local Collectors in the Plan Area include:

- » N. Hickory Street
- » N. Beech Street
- » N. Cedar Street
- » N. Date Street (East Valley Parkway to Grand Ave)
- » N. Elm Street
- » N. Grape Street
- » E. Pennsylvania Avenue
- » E. Ohio Avenue
- » E. 2nd Avenue

The City standards for Local Collectors are provided in the City's Design Standards and Standard Drawings.

5.1.4 Local Collector with Two-Way Left Turn Lane

This roadway classification is similar to the Local Collector classification, in that the intent of the Local Collector with Two-Way Left Turn Lane is to serve as intermediate routes to handle traffic at volumes between those of Collector Street systems and roadways of higher classification. However, the Local Collector with Two-Way Left Turn Lane classification has a wider right-of-way to accommodate for a two-way left turn lane in the center. Right-of-way for Local Collectors with Two-Way Left Turn Lane shall be 54 feet in width. Local Collectors with Two-Way Left Turn Lane in the Plan Area include:

- » N. Fig Street
- » N. Date Street (E. Washington Ave to East Valley Parkway)

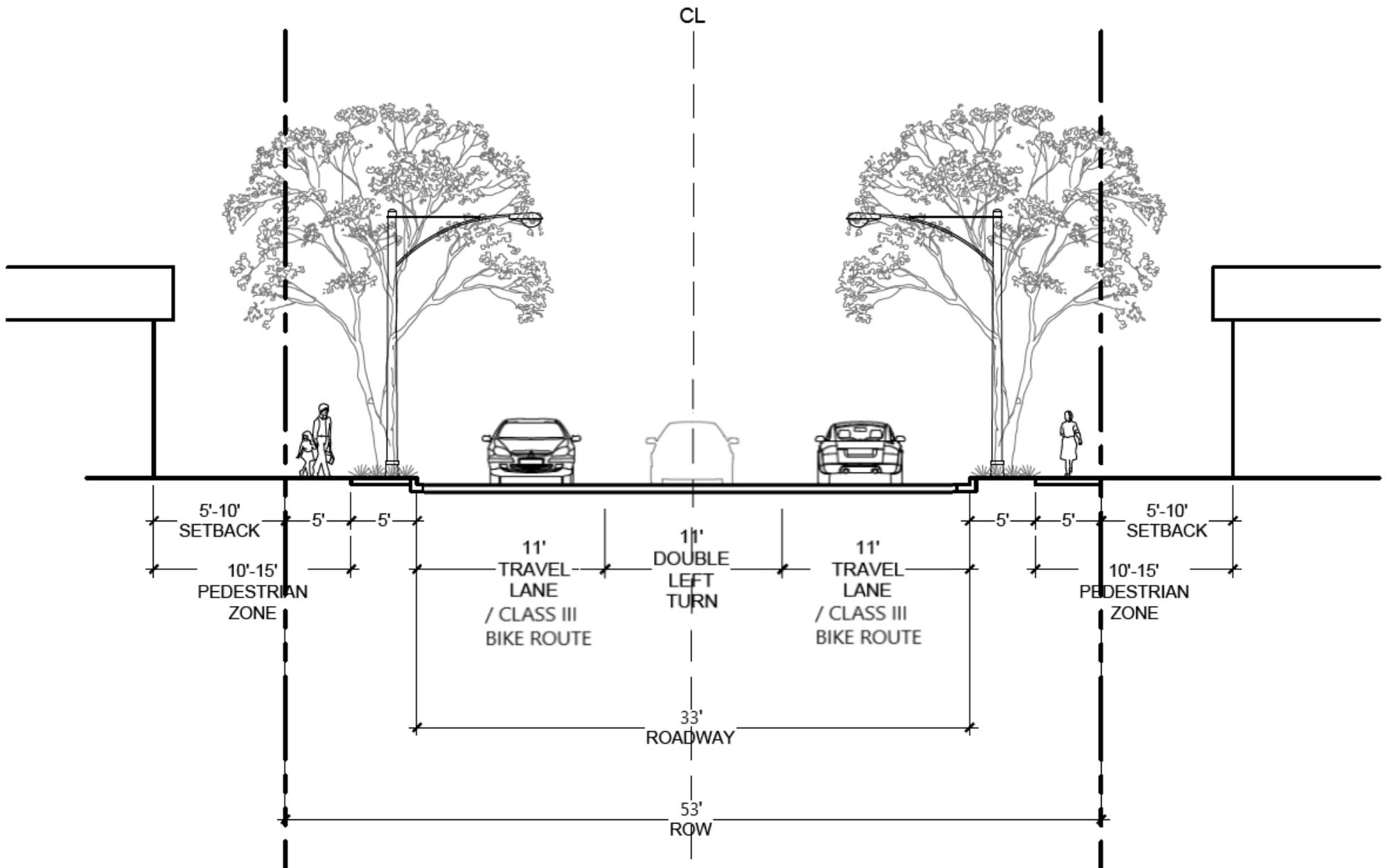


FIGURE 5-5 Local Collector with Two-Way Left Turn Lane

5.1.5 Alleys

An alley is a roadway that provides access to the rear or side of parcels, parking, loading docks, or refuse collection in commercial and residential areas. Mid-block alleys north of East Valley Parkway and between East Valley Parkway and Pennsylvania Avenue should be primarily used for vehicular access because parking is encouraged on the side streets and alleys to maintain the East Valley Parkway pedestrian orientation.

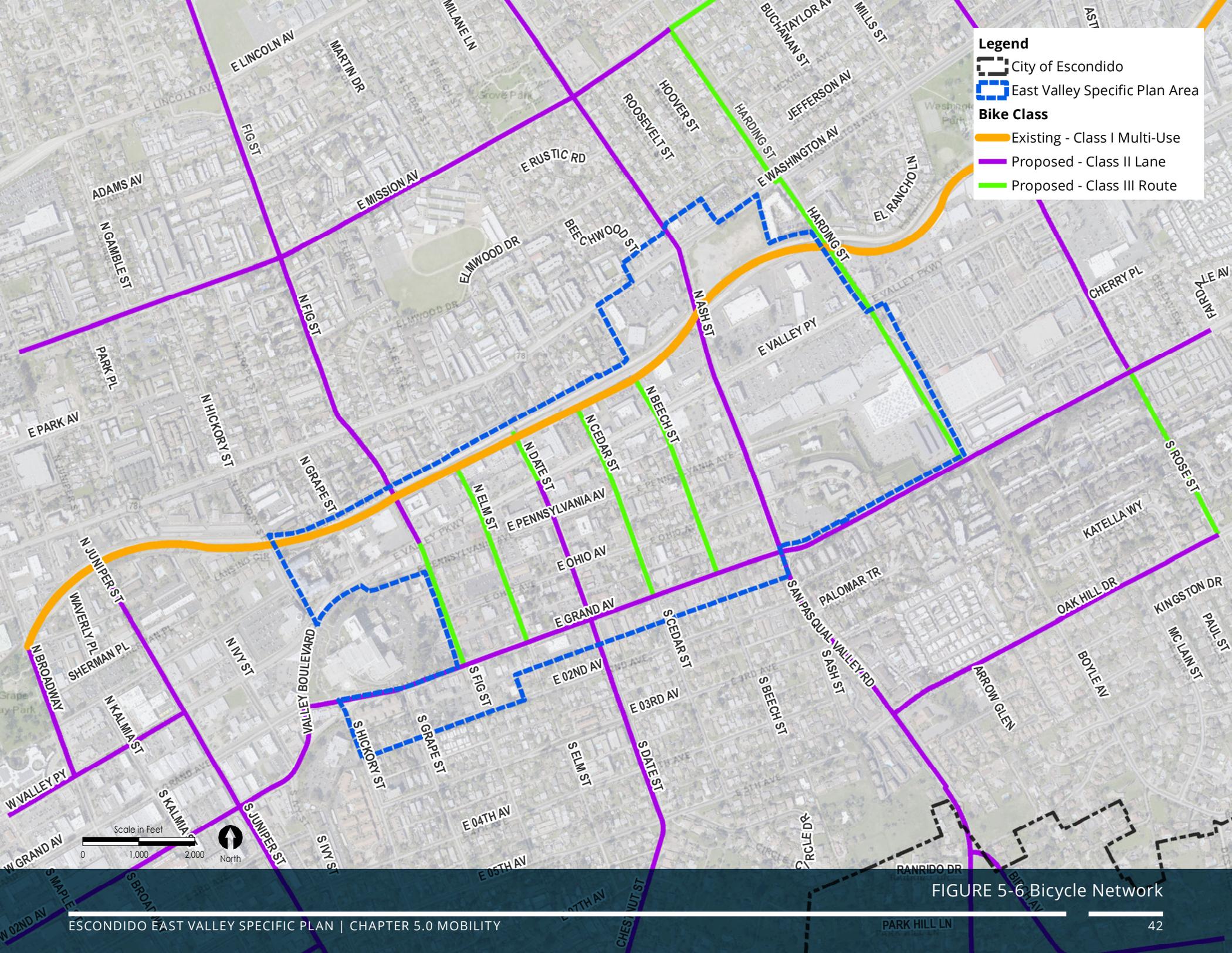
Alleys can also be designed to incorporate green infrastructure that improves stormwater drainage while providing safe greenspaces for residents to recreate. As further described in Section 4.2.3, Linear Parks, this type of alley is characterized as an alley linear park. Alley linear parks are planned for mid-block alleys south of East Valley Parkway, within the residential areas. See Section 7.5.9 for design standards on linear parks. The City standards for Alleys are provided in the City's Design Standards and Standard Drawings.

5.2 Bicycle Network

The Escondido Creek Trail provides a Class I multi-use bikeway that offers an east-west connection for bicyclists and pedestrians. The EVSP bicycle network was designed in unison with the City's 2012 Bicycle Master Plan, which proposes Class I bikeways, Class II bike lanes, and Class III bike routes along various roadways of the Plan Area. The EVSP bicycle network was also designed to align with the proposed bicycle facilities included in the 2012 Escondido Creek Trail Master Plan. As shown on Figure 5-2, Bicycle Network, the Plan Area will have 0.86 miles of Class I multi-use paths, 1.42 miles of Class II bike lanes, and 0.23 miles of Class III bike routes.



The illustrated building forms are not intended to limit the shape, forms, roof styles or architectural styles. This rendering is intended solely to illustrate typical building forms that may occur in order to maintain a consistent context for the neighborhood.



Legend

-  City of Escondido
-  East Valley Specific Plan Area
- Bike Class**
-  Existing - Class I Multi-Use
-  Proposed - Class II Lane
-  Proposed - Class III Route

Scale in Feet
 0 1,000 2,000
 North

FIGURE 5-6 Bicycle Network

5.2.1 Class I Bikeways

The Escondido Creek Trail is intended to provide a recreational opportunity but not act as a direct high-speed commute route due to potential conflicts with pedestrians and frequent street crossings. The Escondido Creek Trail Master Plan states that, wherever space allows, the Escondido Creek Trail width and graded shoulders should meet the design guidelines for Class I bikeway as defined by the Caltrans Highway Design Manual. The Caltrans Highway Design Manual characterizes Class I bikeways to be a minimum paved width of eight (8) feet, with a two (2) foot recovery area on either side. A minimum two (2) foot wide graded decomposed granite area with clearance to obstructions is also provided adjacent to the pavement. Class I bikeways, unless adjacent to an adequate pedestrian facility,¹ are for the exclusive use of bicycles and pedestrians, therefore any facility serving pedestrians must meet accessibility requirements². The Escondido Creek Trail is the only Class I Bikeway planned within the Plan Area.



Example of Class I Bikeway

¹ See Index 1001.3(n) of Caltrans Highway Design Manual (July 2020)

² See DIB 82 of Caltrans Highway Design Manual (July 2020)

5.2.2 Class II Bike Lanes

Class II bike lanes are marked bicycle lanes within roadways adjacent to the curb lane, delineated by appropriate striping and signage. The minimum bicycle lane width is five (5) feet, but certain edge conditions can dictate additional desirable bicycle lane width. However, even where roadway width is available, Class II bike lanes should be no wider than eight (8) feet, with a six (6) foot bike lane and a two (2) foot buffer, to prevent the appearance of a travel lane that could encourage motorists to drive or park in them. Class II bike lanes are planned along the following roadways:

- » N. Fig Street (E. Washington Ave to East Valley Parkway)
- » N. Date Street (East Valley Parkway to E. 2nd Avenue)
- » N. Ash Street
- » Grand Avenue



Examples of Class II Bike Lanes

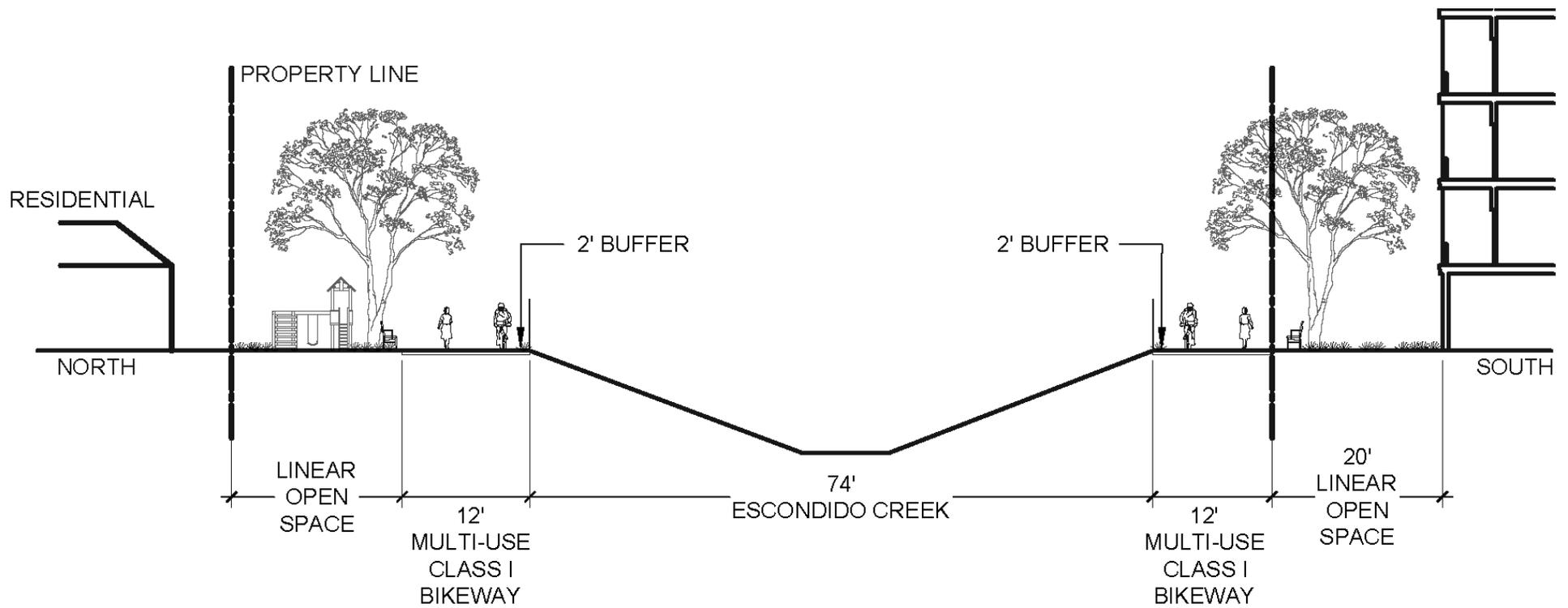


FIGURE 5-7 Escondido Creek Trail Configuration

5.2.3 Class III Bicycle Routes

Class III bicycle routes are suggested bicycle routes marked by a series of signs and/or sharrows designating a preferred route between destinations such as schools, workplaces, and residential and shopping areas. The designation of a roadway as a Class III facility should be based primarily on the advisability of encouraging bicycle use on that particular roadway. While the roadways chosen for bicycle routes may not be free of problems, they should offer the best balance of safety and convenience of the available alternatives. Class III bicycle routes are planned along the following roadway:

- » Harding Street
- » N. Elm Street
- » N. Cedar Street
- » N. Beech Street

Advisory Bike Lanes

Advisory Bike Lanes are wide bike lanes that are painted with dashed lines on either side of the road. In the center of the road, there is a space for cars with no center line. This car lane is often wider than a normal lane but not wide enough for two cars to pass. When cars meet head-on, they negotiate the space by moving into the bike lane temporarily. The arrangement requires motorists to be flexible about the space and negotiate with each other, while giving bike riders a more secure space of their own at the edge. Advisory Bike Lanes or Advisory Shoulders should be considered for any Class III Bicycle Routes.



Examples of Class III Bike Routes

5.2.4 Bicycle Parking Standards

Bicycle parking is an essential amenity for implementing smart growth principles. It allows a convenient, reliable bicycle storage option for residents and employees when trip planning and lessens dependence on single passenger automobile travel. The following bicycle parking standards shall be applied to new development within in the Plan Area:

- » Short-term bike parking should be provided in well-lit, visible locations on private property in convenient locations near primary building entrances and the public sidewalk. Short-term bike parking should not impede pedestrian circulation.
- » Short-term bicycle parking shall be provided using bicycle racks securely anchored to the ground. The bicycle frame and at least one wheel should be able to be securely locked to the racks
- » Provide direct pathways from bikeways to bicycle parking areas and building entrances.
- » Long-term bicycle parking should be fully enclosed or located indoors. If accommodated in a parking garage, long-term bicycle parking should be located near a building entrance or pedestrian pathway, in a well-lit, visible area.



Examples of bike storage and parking

5.3 Pedestrian Network

Pedestrian facilities in the Plan Area include the Escondido Creek Trail and sidewalks along all public roadways. The General Plan envisions a pedestrian-friendly environment where public spaces, including sidewalks and off-street paths, offer a level of convenience, safety, and attractiveness to the pedestrian that will encourage and reward the choice to walk.

To support this vision, the EVSP includes a network of sidewalks, trails and linear parks organized around the grid network of public roadways. Section 2.2.4, Mobility Goals and Policies, includes policies intended to improve pedestrian comfort and mobility, such as mid-block pedestrian crossings and installation of sidewalk amenities. The sidewalks and planting areas included in the pedestrian zone proposed within the Plan Area shall comply with the following sidewalk standards in Table 5-1, Sidewalk Standards.

Table 5-1 Sidewalk Standards

TYPE OF ROADWAY	MINIMUM SIDEWALK WIDTH	MINIMUM PLANTING AREA WIDTH	CONTIGUOUS OR NON-CONTIGUOUS
Major Roads with Parking	5'	5'	Non-contiguous
Major Roads without Parking	5'	7'	Non-contiguous
Collector Streets	5'	5'	Non-contiguous
Private Drives	5'	6'	Contiguous



Examples of pedestrian networks

5.4 Transit Network

Public transit is an important component of the mobility network, providing access to both local and regional destinations. Escondido is served by Metropolitan Transit System (“MTS”) and North County Transit District (“NCTD”).

The Escondido Transit Center is a regional transit hub, located approximately 0.7 miles northwest of the Plan Area. The Escondido Transit Center is a comprehensive transit hub providing both bus and rail access serving as the eastern terminus for the NCTD Sprinter light rail line and the northern terminus of the MTS Breeze Rapid bus rapid transit line. NCTD operates the BREEZE bus system, with bus stops located throughout the community, and also manages the SPRINTER light rail line that provides passenger service from Escondido to Oceanside. MTS and NCTD services connects users to key locations in East Valley and in surrounding jurisdictions, such as Palomar College, Escondido High School, the YMCA, Kaiser/Senior Center, Downtown Escondido, and the Escondido Public Library. NCTD has bus stops along East Valley Parkway, Grand Avenue, and East Washington Avenue, as shown in Figure 5-8. On-demand public transit, like taxis or ride-sharing services, also provide additional flexibility for users while still allowing them to travel without a car.

The City is continuously coordinating with MTS and NCTD to review potential bus stop locations, promoting changes and improvements to service over time as new development occurs.

Ash Street, which has significant potential for development and provides an efficient north-south connection, is a potential transit route street. Section 2.2.4, Mobility Goals and Policies, includes policies intended to improve transit efficiency and rider comfort; including implementation of transit priority treatments, extended bus platforms, and comfortable waiting spaces for riders that includes wayfinding, transit information, and other amenities. Public right-of-way along Four-Lane Major Roads shall allow for these types of transit enhancements and amenities.

Public transit cannot perform to its highest potential if it lacks safe accessibility. Unfortunately, people who walk to transit may be more susceptible to traffic violence. People who ride transit, especially those who depend on it such as youth, seniors, and people with disabilities, serve safe routes to transit. Speeding, dangerous vehicle turning behaviors, and failing to yield to pedestrians may create dangerous conditions for people walking to transit stops. Engaging the community in shaping projects to meet the needs of the many people walking and taking transit in the Plan Area. Section 2.2.4 Mobility Goals and Policies includes policies intended to create safe routes to transit.



Examples of transit providers in Escondido with access to the Plan Area



5.4.1 East Valley Shuttle

To link Downtown with East Valley, a shuttle system would serve as a local connector for both community residents and visitors or tourists. The shuttle could include non-rail transportation methods such as: electric jitneys, Bus Rapid Transit (BRT), or a streetcar. The route would follow the boundaries of the Plan Area and connect to Valley Parkway and Grand Avenue, as shown in Figure 5-8. The East Valley Shuttle is expected to be developed at such time it is appropriate and feasible.

5.5 Transportation Demand Management

Transportation demand management (“TDM”) measures can be used to mitigate transportation impacts associated with new development and provide transportation choices for residents and visitors of the Plan Area. The TDM measures included in this section are intended to reduce the overall number of vehicle miles traveled (VMT) by providing better incentives and opportunities to choose alternative modes. The following TDM measures build off the General Plan TDM policies and are separated by public improvements and private development.

5.5.1 Public Improvements

Public improvement projects carried out by the City shall strive to implement the following TDM strategies:

1. Develop and implement a Safe Routes to Transit Plan.
2. Participate in the City’s commuter program that includes subsidized transit passes, preferred parking spots for car- or vanpool, bike racks, showers on-site, teleworking, and flexible work schedules.
3. Encourage employers to offer programs, facilities, and incentives to their employees that would promote carpooling, transit use, and use of other alternative modes. Provide businesses and business organizations, such as Chambers of Commerce, with information on iCommute.
4. Provide information on commuting resources. Install a kiosk with information on commute alternatives and provide information on Web sites and newsletters.
5. Participate in and promote annual regional events and campaigns that encourage commute alternatives to driving alone such as Bike to Work Month, Dump the Pump, Rideshare Week, and Walk and Bike to School Day.

5.5.2 Private Development

Private development projects carried out by private developers shall strive to implement the following TDM strategies:

Residential

1. Provide bicycle parking as required by Table 5-3, Supplemental Parking Standards.
2. Provide six-month transit passes to new residents.
3. Monitor transit use by new residents for the first six months of operation and present monitoring results to the City.

Non-Residential

1. Provide bicycle parking as required by Table 5-3, Supplemental Parking Standards.
2. Provide “end-of-trip” facilities onsite for bicycle commuters (i.e. bicycle parking spaces, showers, changing rooms, and lockers).
3. Provide informational material to employees for carpool and vanpool ride-matching services.
4. Develop alternate workplace, telecommuting, and/or alternate work schedule programs.

[Placeholder for additional TDM measures - One of the goals of the Specific Plan is to streamline future land use development projects. To facilitate streamlining, future projects will rely on programmatic CEQA analysis, and tier from the EIR’s analysis and findings so that additional, project-level environmental review and analysis is not needed. The Specific Plan’s EIR will be developed to analyze what type of projects or project design features can be self-mitigating. Therefore, it is anticipated that this section will be expanded, as necessary, to include new TDM measures that would be associated with new land use development projects (i.e. conditions of approval), to ensure that implementation of the Specific Plan will reduce significant impacts to intersections and roadways, and/or reduce vehicle miles traveled.]



Example of Park and Ride sign

5.6 Parking Standards

5.6.1 Motor Vehicle Parking Standards

Off-street parking shall be provided according to Article 39 of the Escondido Zoning Code, in conjunction with the provisions stipulated in this chapter. The number of off-street automobiles may be provided as covered or uncovered, but shall be no less than that set forth in Table 5-2, Motor Vehicle Parking Standards, or as otherwise regulated by Article 39 of the Escondido Zoning Code. Where the parking requirements for a use are not specifically defined herein, the parking requirements for such use shall be determined by the Director of Community Development. Such determination shall be based upon the following:

1. The parking requirements for the most comparable use specified in this chapter; and/or
2. A parking study or other evidence satisfactory to the Director of Community Development.

Table 5-2 Motor Vehicle Parking Standards

USE ¹	MAXIMUM PARKING SPACES REQUIRED (COVERED OR UNCOVERED)
RESIDENTIAL	
Hotel and Motel	One parking space for each sleeping unit, plus one parking space for the resident manager, plus other principal, ancillary, and/or accessory uses shall meet parking standards at a ratio of one parking space for each 250 square feet of gross floor area.
Bed and breakfast	Two (2) covered parking spaces, plus one (1) parking space for each sleeping room available for rent. All spaces shall be located on-site.
Single-Family, Two-Family, Three-Family, and Multi-Family Dwelling Units	Studio: One (1) parking space per unit. ² One bedroom: 1.25 parking space per unit, and 0.3 guest parking spaces per unit. ² Two bedroom: 1.75 parking space per unit, and 0.3 guest parking spaces per unit. ² Three or more bedroom: 2 parking spaces per unit, and 0.5 guest parking spaces per unit. ²
Artisan Loft or Live-Work Dwelling Units	Two (2) parking spaces, plus one (1) parking space for each two (2) sleeping rooms, Adequate provisions for loading and unloading or pick-up and drop-off zones shall be accommodated.
Rooming houses, lodging houses, clubs and fraternities having sleeping rooms	One (1) parking space for each two (2) sleeping rooms.
Senior housing	Five parking spaces, plus 0.75 parking spaces per unit. Senior housing must also provide adequate provisions for loading and unloading or pick-up and drop-off zones.
Small Residential Care Facility / Small Transitional Housing	Small residential care and transitional housing is a use by right in all zones where multifamily and mixed uses are permitted and the number of parking spaces required shall be that as that required by this chapter for the number and size of bedrooms.

¹ Motor vehicle parking for all other use categories are regulated by Section 33-765 of Article 39 of the Escondido Zoning Code.

² Each unit shall have a minimum of one covered parking space.

Table 5-2 Motor Vehicle Parking Standards (Continued)

USE ¹	MAXIMUM PARKING SPACES REQUIRED (COVERED OR UNCOVERED)
Large Residential Care Facility / Large Transitional Housing	One space for each employee at the facility, plus one parking space for each two sleeping rooms.
Supportive Housing	Supportive housing is a use by right in all zones where multifamily and mixed uses are permitted and the number of parking spaces required shall be that as the same as that required by this section for the number and size of bedrooms.
Mixed-Use Residential	See applicable parking standards for separate uses and provide parking accordingly.
NON-RESIDENTIAL	
Mixed-Use Commercial	See applicable parking standards for separate uses and provide parking accordingly.
Drinking establishments (on-sale beer and wine, etc.) including bars; tasting rooms; and taverns with or without craft-processing brewery, distillery, or winery (light production)	One parking space for each 100 square feet of gross floor area. The first 300 square feet of outdoor dining areas shall be exempt from parking subject to miscellaneous use restrictions, Article 57.
Drive-through fast food, coffee, quick service retail establishments or kiosks	Three parking spaces plus one space for each 150 square feet of gross floor area (i.e. all indoor gross floor area and outdoor dining areas).
Restaurant with or without alcoholic beverages	One space for each 125 square feet of gross floor area. The first 500 square feet of outdoor dining areas shall be exempt from parking subject to miscellaneous use restrictions, Article 57.

¹ Motor vehicle parking for all other use categories are regulated by Section 33-765 of Article 39 of the Escondido Zoning Code.

5.6.2 Supplemental Parking Standards

In order to promote a reduction in vehicle emissions and vehicle miles traveled, the following standards are provided to accommodate alternatives to motor vehicle transportation. A further purpose is to add to the safety and convenience of residents and visitors by provided adequate, attractively designed, and functional facilities for off-street parking and loading.

Electric Vehicle Charging Stations

Electric Vehicles ("EVs") operate either partially or exclusively on electrical energy from the electrical grid. The standards below require the installation of Level 2 or better EV charging stations. A Level 2 EV charging station offers faster charging times than a standard household outlet, is compatible with all EVs and hybrid vehicles, and are commonly founding in residential and commercial settings. EV charging stations shall be provided in new developments or remodeling or expansions of existing development; Table 5-3 provides the number of spaces required for each land use. For multi-family residential development, a Level 2 or better EV charging station (i.e. conduit, wall mount or pedestal terminal, etc.) shall be installed at a minimum of 10 percent of total parking spaces required in new multi-family housing with more than 5 or more units. Non-residential development, a Level 2 or better EV charging station shall be installed at a minimum of 10 percent of total parking spaces required for non-residential project including 10 or more spaces.

Bicycle Parking

Bicycle parking facilities provides either short- or long-term storage opportunities for residents and/or visitors to safely lock or store their bicycle onsite. The standards below classify a Class 1 bicycle parking facility, which includes a locker, individually locked enclosure within a building or parking structure providing protection for each bicycle therein from theft, vandalism and weather. A Class 2 bicycle parking facility includes a stand or other device constructed to enable users to lock the frame and one wheel of each bicycle

parked therein. Bicycle parking should be located in close proximity to the building's entrance in highly-visible, well-lit areas. Bicycle parking facilities shall not impede pedestrian or vehicular circulation and should be harmonious with their environment both in color and design.

Loading / Unloading Spaces

Ride-sharing, ride-hailing, and delivery services have influenced the demand for loading/unloading spaces for many uses. Loading/unloading area for the temporary parking of commercial vehicles for the loading or unloading of people or merchandise shall be provided in compliance with the standards included in Table 5-3, Supplemental Parking Standards.

These loading and unloading requirements are in addition to those parking standards required by Table 5-2, Motor Vehicle Parking Standards. That is, the required number of loading and unloading spaces must be calculated separately from other on-site parking provisions.

Table 5-3 Supplemental Parking Standards

USE	ELECTRIC VEHICLE	MIN. BICYCLE PARKING	MAX. BICYCLE PARKING	MIN. LOADING / UNLOADING SPACES	MAX. LOADING / UNLOADING SPACES
RESIDENTIAL					
Hotel and Motel	A Level 2 or better EV charging station (i.e. conduit, wall mount or pedestal terminal, etc.) shall be installed at a minimum of 10 percent of total parking spaces required for hotel and motel projects.	One (1) Class 2 space / 20 sleeping units	Three (3) Class 2 spaces / 20 sleeping units ²	One (1) usable loading space for every 10 sleeping units Two (2) maximum spaces required	--- ²
Multi-Family Dwelling Units (excluding duplexes)	A Level 2 or better EV charging station (i.e. conduit, wall mount or pedestal terminal, etc.) shall be installed in a minimum of 10 percent of total parking spaces required in new multi-family housing units.	One (1) Class 1 space / 10 attached units One (1) Class 2 space / 5 residential units	Three (3) Class 1 spaces / 10 attached units ² Ten (10) Class 2 spaces / 5 residential units ²	Projects with more than 10 units must provide one (1) usable loading space for every 10 units Four (4) maximum spaces required.	--- ²
Artisan Loft or Live-Work Dwelling Units	---	One (1) Class 2 space / unit	Three (3) Class 2 spaces / unit ²	One (1) usable loading space for every 3 units	Two (2) usable loading spaces for every 3 units ²
Rooming houses, lodging houses, clubs and fraternities having sleeping rooms	---	One (1) Class 2 space / 5 units	Three (3) Class 2 spaces / unit ²	Projects with more than 10 units must provide 1 usable loading space for every 10 units	Two (2) usable loading spaces
NON-RESIDENTIAL					
Commercial	A Level 2 or better EV charging station (i.e. conduit, wall mount or pedestal terminal, etc.) shall be installed in a minimum of 10 percent of total parking spaces required in new non-residential developments.	One (1) Class 2 space / 1,400 sf	Five (5) Class 2 spaces per building or tenant space separated by one-hour fire rated wall	One (1) usable loading space / 1,400 sf	Two (2) useable loading spaces per building or tenant space separate by one-hour fire rated wall

1 Loading / unloading space shall be reviewed and considered as part of the CUP application for the development application.

2 Maximum can be exceeded pending City approval.

Table 5-3 Supplemental Parking Standards (Continued)

USE	ELECTRIC VEHICLE	MIN. BICYCLE PARKING	MAX. BICYCLE PARKING	MIN. LOADING / UNLOADING SPACES	MAX. LOADING / UNLOADING SPACES
Restaurants/Food	A Level 2 or better EV charging station (i.e. conduit, wall mount or pedestal terminal, etc.) shall be installed in a minimum of 10 percent of total parking spaces required in new non-residential developments.	One (1) Class 2 space / 500 sf	Five (5) Class 2 spaces per building or tenant space separated by one-hour fire rated wall	One (1) usable loading space / 1,400 sf	Four (4) useable loading spaces per building or tenant space separate by one-hour fire rated wall
Retail	A Level 2 or better EV charging station (i.e. conduit, wall mount or pedestal terminal, etc.) shall be installed in a minimum of 10 percent of total parking spaces required in new non-residential developments.	One (1) Class 2 space / 1,000 sf	Five (5) Class 2 spaces per building or tenant space separated by one-hour fire rated wall	One (1) usable loading space	Three (3) useable loading spaces per building or tenant space separate by one-hour fire rated wall ²
Recreation	A Level 2 or better EV charging station (i.e. conduit, wall mount or pedestal terminal, etc.) shall be installed in a minimum of 10 percent of total parking spaces required in new non-residential developments.	5% of maximum daily attendance or one (1) Class 2 space per 20 employees	10% of maximum daily attendance or seven (7) Class 2 spaces per 20 employees ²	One (1) usable loading space / 2,000 sf	Two (2) useable loading spaces
Education and Childcare	---	Three (3) Class 2 spaces per classroom	Five (5) Class 2 spaces per classroom ²	--- ¹	--- ²
Mixed-use	Same as specified above for each use				

¹ Loading / unloading space shall be reviewed and considered as part of the CUP application for the development application.

² Maximum can be exceeded pending City approval.

5.6.1 Parking Exceptions

There are circumstances where the parking standards included in Table 5-2, for which exceptions may be made. The following describes exceptions to the parking standards, split up by residential, commercial and mixed-use parking exceptions. These exceptions may not be combined with one another. Any deviations from the parking required in Table 5-2 shall be reviewed and considered by the Planning Commission, unless the decision maker is the City Council, or as otherwise preempted as a concession or incentive pursuant to Density Bonus Law (Government Code section 65915 et. seq.) Should the reduction result in a fraction, the number of parking spaces shall be rounded up to the nearest whole number so that it increases the total amount of parking provisions.

Landscaping in parking areas shall comply with City Landscape Standards of the CG Zone at a minimum and shall not be compromised by any parking exceptions request or authorization. Additional landscaping may be required at the discretion of the Design Review Board and Director of Community Development.

The authority to issue approval of parking exceptions may be made through administrative adjustment application with the City and must include one or more of the following:

Residential Parking Exceptions

1. A covenant recorded for affordable at the following rates:
 - Affordable housing: studio and one bedroom units 1 space, two or more bedrooms is 1.5 spaces.
 - On-street parking spaces, when approved by the staff development committee, may be counted toward fulfilling the parking requirement multi-family dwellings only on Local Collector streets shown on Figure 5-1, Roadway Network.

2. Unbundled parking through a parking study and monitoring and enforcement program for a 5 percent reduction. This option requires payment a parking in-lieu fee. The fee will be established at an amount adopted by City Council. It is subject to change by resolution of the City Council. The fee is paid at the time of building permit issuance.
3. Additional TDM measures beyond those required as a condition of development with a TDM/parking study and payment of a parking in-lieu fee. The fee will be established at an amount adopted by City Council. It is subject to change by resolution of the City Council. The fee is paid at the time of building permit issuance.
4. Reciprocal, joint use parking agreement between properties within 300 feet, for up to a 15 percent reduction, and payment of a parking in-lieu fee. The fee is subject to change by resolution of the City Council. The fee is paid at the time of building permit issuance. The City shall be a part to any established, joint-use agreement to ensure its implementation for the duration of the agreement. Said agreement shall be recorded against the property.
5. Wherever housing dwelling units are created by conversions of an existing non-residential building, there shall be one off-street parking space provided for each such additional dwelling unit.

This is not to be combined with density bonus law concessions.
6. Prepare site-specific peak-hour traffic-management plans that include both VMT and peak-hour (Level of Service) traffic analysis.

Commercial Parking Exceptions

1. Required parking for non-residential uses may be reduced up to 15%, 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 provides internal vehicular circulation and convenient pedestrian connections between store entries.
2. Additional TDM measures beyond those required as a condition of development with a TDM/Parking Study. Examples of additional TDM measures include:
 - Prepare site specific peak hour traffic management plans
 - Implement parking cash out program
 - Car share parking and membership
 - Van pool program implementation
3. Promote ride-sharing and carpooling for residents through unbundling parking provisions or preferential parking.
4. Provide discounted monthly NCTD transit passes or transit subsidies.
5. Implement parking cash-out policies.

Mixed-Use Residential Parking Exceptions

1. Allow up to one Residential exception and one Commercial exceptions to be permitted in conjunction, provided that the total reduction requested does not exceed a 20% reduction in the total number of parking spaces.
2. Additional TDM measures beyond those required as a condition of development.



6.0 Public Services & Infrastructure

This chapter of the EVSP is intended to identify and address the most relevant public services and infrastructure systems within the Plan Area. In addition, this chapter offers thresholds and targets to maintain adequate level of service and safety as growth occurs.

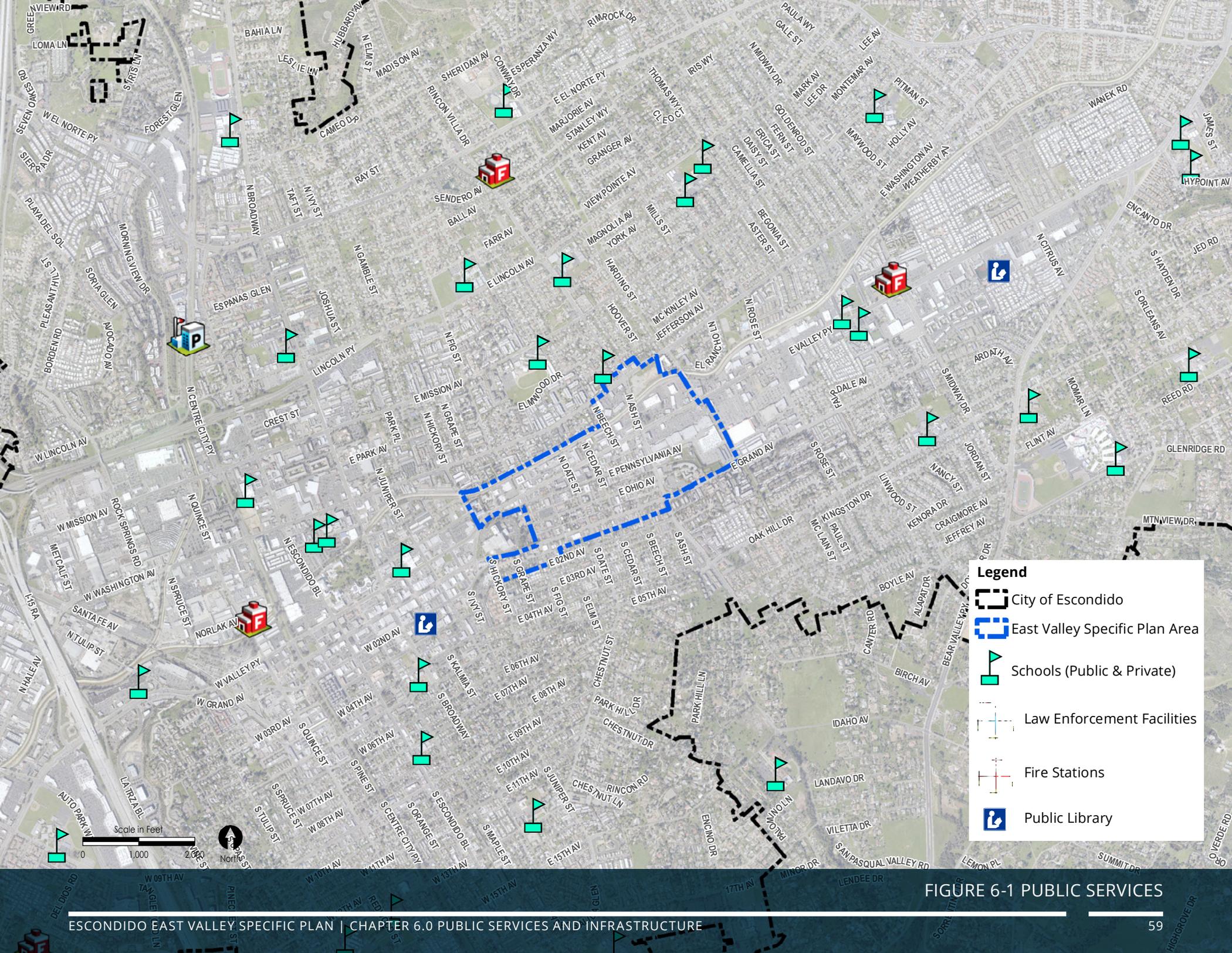
Local government agencies provide the Plan Area with fire and emergency services, police, schools, and libraries, as shown in Figure 6-1, Public Services. Public infrastructure associated with the EVSP consists of water, wastewater, and storm water systems. With consideration to the strain in which the EVSP may put on these public services and infrastructure, it is important to proactively prepare for future demands on these services. Each of the public services and infrastructure systems are discussed in this chapter, as they relate to the Plan Area.

6.1 Public Services

Future development would be dependent on the availability of the necessary facilities, staff, and equipment to maintain adequate response times or services for fire and police. As such, the EVSP may trigger the need for new or expanded services and facilities to provide acceptable service levels for municipal services. In other words, additional staffing and/or facilities may be required to serve new development in the Plan Area.

In conjunction with development, there are opportunities to require new and/or expanded public service facilities or services. Development in the Plan Area shall comply with required development impact fees and General Plan policies, which would reduce impacts on fire, police, and emergency facilities, as well as schools, community centers, and libraries. Collection of development impact fees would incrementally fund expansion or construction of new facilities as growth is accommodated. There is also the opportunity to coordinate with agencies to make sure the EVSP complies with codes and requirements regarding fire protection, police protection, education, and community services.

Residential projects shall also fund the on-going operational cost of providing municipal services required for the project, through either an agreement to form or annex into a Community Facilities District or the establishment of another lawful funding mechanism reasonably accepted by the City.



Legend

-  City of Escondido
-  East Valley Specific Plan Area
-  Schools (Public & Private)
-  Law Enforcement Facilities
-  Fire Stations
-  Public Library

FIGURE 6-1 PUBLIC SERVICES

6.1.1 Fire and Emergency Medical Services

The potential for wildland fires presents a hazard where development is adjacent to open space or within close proximity to wildland fuels or designated fire severity zones. Steep hillsides and varied topography within portions of the City also contribute to the risk of wildland fires. According to the City's Wildland-Urban Interface Fire Severity Zones, the Plan Area is not mapped in a high or very high fire severity zone. In case of fire or other natural disaster, the General Plan includes an emergency evacuation route plan, which designates both East Valley Parkway and Ash Street as evacuation routes. As discussed in Chapter 5.0 Mobility, East Valley Parkway and Ash Street shall be designed and constructed to the requirements of the City Engineer and Fire Marshal.

The Escondido Fire Department ("EFD") provides fire protection and emergency medical services to the City of Escondido through a contractual arrangement established in 1984 with the Rincon Del Diablo Fire Protection District. EFD currently has seven fire stations that house emergency response personnel and equipment, the nearest station to the Plan Area is Fire Station #2 at 421 North Midway Drive as noted in Figure 6-1. The department also has fire stations with paramedic units located throughout the community. EFD addresses fire emergencies, medical aid emergencies, special rescue emergencies, hazardous materials incidents, and mass disaster incidents.

The EVSP would result in increased demand for emergency responses. However, new development shall be subject to development impact fees which contribute to the EFD's ability to provide adequate response times.

6.1.2 Police

The Escondido Police Department central operations are located at 1163 North Centre City Parkway. As discussed in the General Plan, intensification of land uses have tremendous influence on the demand for police services. Changes in population, additional recreational facilities, increased traffic volumes, expanded city limits, and new businesses all increase the pressure on maintaining and supporting law enforcement services. The General Plan states, "The city shall maintain personnel staffing levels based on community-generated workloads and officer availability. Resources will be adjusted to maintain an initial response time for Priority 1 calls (crimes in progress or life threatening) of no more than five (5) minutes and an initial response time for Priority 2 calls (serious calls requiring rapid response but not life threatening incidents) of no more than six and one-half (6.5) minutes."

New development within the Plan Area shall be subject to development impact fees which contribute to the Escondido Police Department's ability to maintain appropriate staffing levels.



Examples of emergency services vehicles



6.1.3 Schools

The Plan Area is serviced by the Escondido Unified School District (“EUSD”) and the Escondido Union High School District (“EUHSD”). The Plan Area is served by Central Elementary School to the west, Farr Elementary School to the north, Oak Hill Elementary School to the east, Del Dios Middle School to the west, Mission Middle School to the north, Orange Glen High School to the east, and Escondido High School to the north. In addition, several charter and private schools serve the community. The 2018–2019 school capacities are shown in Table 6-1 School Capacities. In addition, Palomar Community College maintains a local campus on East Valley Parkway, and California State University, San Marcos is located five miles east of Escondido.

Table 6-1 School Capacities

SCHOOL	2018-2019 CAPACITY (STUDENTS) ¹
Central Elementary	855
Farr Elementary	720
Oak Hill Elementary	795
Del Dios Middle School	810
Mission Middle School	1170
Orange Glen High School	2,400 ²
Escondido High School	2,800

¹ Appendix P of Palomar Heights EIR

² Data provided via email correspondence with EUHSD (October 26, 2020)

6.1.4 Libraries

The City of Escondido currently operates one public library: the Escondido Library located at 239 South Kalmia Street, approximately 0.3 miles southwest of the Plan Area. The library offers a wide variety of print, media and online resources as well as public computers, community programs, and meeting space. As the City’s General Plan Quality of Life Standard for library services states, “The public library system shall maintain a stock and staffing of two (2) collection items per capita and three (3) public library staff per 8,000 residents of the city of Escondido. The city shall provide appropriate library facilities with a minimum of 1.6 square feet of library facility floor area per dwelling unit of the city prior to build out of the General Plan where feasible. The city shall continue to expand the role of technology in providing library services and resources to Escondido residents.”

Under this standard, at 2040 Specific Plan Buildout (as discussed in Section 3.4 Development Potential), the EVSP would generate an additional need to maintain 5,246 collection items, 1.31 library staff, and 9,862 square feet of library facility floor area. To accommodate anticipated growth, the General Plan recommended expanding the City’s existing library facilities to meet the needs of Escondido’s expanding population.

New development and redevelopment within the Plan Area would be subject to development impact fees which incrementally contribute to expansion or construction of new library facilities and help the City maintain the quality of life standards.

6.2 Public Infrastructure

As the Plan Area redevelops, public infrastructure needs must respond to changing conditions. Public infrastructure such as water, stormwater, and sewer systems are vital considerations for comprehensive planning, as they provide the basic services for development. This section sets targets to meet future demands while providing a more sustainable system to serve residents and businesses.

6.2.1 Water

Water is provided to the EVSP area by the City of Escondido. The City of Escondido is a municipal water retailer that treats and delivers the water supplied by Metropolitan Water District of Southern California (“MET”) and the County of San Diego Water Authority (“SDCWA”) to and from local sources to its customers.

The City’s 2015 Urban Water Management Plan (“UWMP”) establishes the planned upgrades to the water system within the Plan Area. The UWMP estimates the residential water consumption rate to be approximately 182 gallons per capita per day (gpcd) for the year of 2020.

In order to meet the increase in demand, the City is continuously pursuing a variety of projects that would enhance the City’s local water supply, expanding recycled water facilities and implementing potable reuse. These additional supplies will provide a reliable local water source for the City and will assist in reducing dependence on supplies that are purchased from San Diego County Water Authority, which are largely imported¹.

Section 8.2, Recommended Programs and Public Improvements, provides guidance in accommodating the water demands from new development and redevelopment with implementation of the EVSP.

6.2.2 Stormwater

The Plan Area storm drain system consists of a network of curbs/gutters, pipes, culverts, and concrete channels, maintained by the Public Works Department. The City has identified a need to: (1) retrofit areas of existing development that do not have water quality treatment measures incorporated into their designs and (2) rehabilitate streams, channels, and habitats within City boundaries.

As part of the City’s 2020-2021 Capital Improvement Program, a segment

of East Valley Parkway, just east of the Plan Area, will receive drainage improvements to address floodplain constraints. This will help ensure East Valley Parkway can properly act as an emergency flood evacuation route. In addition, the City is in the process of making upgrades to stormwater drain pipes and installing trash screens in City storm drains in accordance with the Statewide Trash Amendments. In addition to these Citywide drainage improvements, the Specific Plan has established standards that require water quality treatment measures for future development.

Since the Plan Area is composed primarily of impervious surfaces (structures, paving, and concrete), it is expected that new development will not significantly increase the overall quantity of impervious surfaces. Therefore, stormwater runoff quantities are not expected to increase and the storm drainage system will not require upgrades to increase capacity.

New development and redevelopment in the Plan Area is subject to City and State drainage and stormwater quality requirements. In addition, any new development or redevelopment within the Plan Area shall comply with the stormwater management policies listed in Section 2.2.7, Public Services and Infrastructure Goals and Policies.

6.2.3 Wastewater System

The Wastewater Division of the City of Escondido Utilities Department provides wastewater treatment facilities and services to the Plan Area. The 2012 Water Master Plan identified relevant improvements within the Plan Area including, the replacement of undersized pipeline in sections on East Valley Parkway. Such projects are financed through the sewer fees charged for connection and services, as well as other capital funds available through the City’s Capital Improvement Program.

The Escondido 2012 Wastewater Master Plan estimates the average daily wastewater flow for the City of Escondido in 2030 is approximately 14.4 million gallons per day (mgd). The 2012 Wastewater Master Plan also forecasts for 2035 buildout of the General Plan, including buildout of the East Valley Study Area. The 2012 Wastewater Master Plan estimates wastewater generation rates using the metric: 55 gallons per capita per day (gpcd) for residential population, and 38 gpcd for employment population.

¹ City of Escondido. May 2016. 2015 Urban Water Management Plan. https://www.escondido.org/Data/Sites/1/media/PDFs/Utilities/water/Escondido2015UWMP_Final.pdf

As shown in Table 6-2, Estimated Wastewater Generation, the 2040 EVSP Buildout would generate a wastewater discharge of approximately 674,888 gcpd, a net increase of 478,779 gcpd from the existing wastewater generation. This increase will require the upsizing of some wastewater mains serving new development and redevelopment. To help accommodate the increase in wastewater generation, the City of Escondido is currently in the process of constructing a recycled water system running adjacent to the existing sewer trunk main to serve the farming areas east of the Plan Area. Future expansion of the current Recycled Water system is anticipated via Capital Improvement Projects and new development projects.

In addition, any new development or redevelopment within the Plan Area shall comply with the wastewater management policies listed in Section 2.2.7, Public Services and Infrastructure Goals and Policies. Lastly, Section 8.2, Recommended Programs and Public Improvements, provides City guidance to accommodating the wastewater demands from new development and redevelopment with implementation of the EVSP.

Table 6-2 Estimated Wastewater Generation

GENERATION TYPE	EXISTING CONDITIONS (GCPD)	2035 GENERAL PLAN BUILDOUT (GCPD)	2040 EVSP BUILDOUT (GCPD)
Residential Population	110,495	145,750	547,360
Employment Population	85,614	74,214	127,528
Total	196,109	219,964	674,888



Examples of stormwater infrastructure





7.0 Development Standards & Design Guidelines

The Development Standards & Design Guidelines chapter of the EVSP is intended to help achieve the vision for the EVSP by setting standards and guidelines for future development. This chapter complements other citywide guidance such as the Escondido Municipal Code, which provides regulations for a variety of design topics such as setbacks, landscaping, and parking. The EVSP provides development standards and guidelines that are intended to supplement the City's provisions with more specific guidance for how to achieve the unique vision for the Plan Area. The following design guidelines and standards apply to future public improvements and private development in the Plan Area. These guidelines and standards also address the design of new buildings and renovations to existing structures.

7.1 Development Standards

See Table 7-1 Development Standards for standards for each land use designation and area.

7.1.1 Building Conversion

Any project looking to convert an existing building to a new use will be subject to design review to assess appropriateness of the proposed use and any proposed changes in relation to the area, the building, and the site.

Any project seeking to convert a building will also need to meet the California Building Code.

7.1.2 Public & Private Open Space

Public and private open space is required for each new development. These open spaces shall include elements such as shade, seating, water features,

and public art. New development or redevelopment of residential dwelling units shall comply with the following standards:

- » 250 square feet of private open space area shall be provided per dwelling unit.
- » A minimum of 150 square feet per unit if the required open space is provided in a courtyard or publicly accessible space (i.e. semi-public space); while still providing a minimum of 50 square feet of private space for 50 percent of the housing units. Dedications to linear parks and Creekside areas can be included into the 150 square feet.
- » Design courtyards or publicly accessible spaces to be visible and accessible from buildings, as well as streets and pedestrian and bicycle networks. They may be designed as forecourts or along linear parks or the creek trail to support pedestrian activity and connect to the public realm; designed as cortiles or atriums with good connectivity within a site, with clear and safe point of access; or in other areas that maximize circulation opportunities between adjacent uses.
- » Courtyards or publicly accessible spaces should provide high quality landscaping and high-quality paving materials, such as stone, concrete with tile, etc.; and pedestrian scaled lighting to encourage pedestrian use of the space.
- » Courtyards or publicly accessible spaces should account for climatic factors such as sun orientation.
- » Courtyards or publicly accessible spaces should utilize outdoor furniture and coordinate with site building design to define the courtyard or public accessible space and provide variegated types of seating, low walls, trash receptacles, landscape screening and tree canopy, bike racks and other elements.

- » Courtyards or publicly accessible spaces should incorporate methods to reduce stormwater runoff. However, green stormwater solutions should contribute towards the utility of the courtyard and publicly accessible space. Design interventions to capture, clean and recycle stormwater runoff should minimize impacts on semi-public spaces (i.e. storm water channels and basins are not allowed to encroach into semi-public or private open space).

The City will consider exceptions to the maximum FAR for new or redevelopment that allocate public open space greater than the required minimum established in this section. See Section 4.4, Public Open Space Incentive Program for details.

7.1.3 Retail Corners & Frontages

Retail Corners, Active Frontages, and Creek Frontages are identified throughout the Plan Area, see Figure 7-1 Frontages.

- » Retail Corners - road intersections focused on activating the economic activity in the Plan Area. Intersections include:
 - East Valley Parkway and Ash Street
 - East Valley Parkway and Date Street
 - East Valley Parkway and Fig Street
- » Active Frontage - corridors focused on providing a safe and alluring atmosphere. Corridors include:
 - Ash Street
 - East Valley Parkway
 - Grand Avenue
- » Creek Frontage - multi-use trail focused on stimulating the use of Escondido Creek. The Escondido Creek Trail generally runs east-west in the Plan Area, north of East Valley Parkway. See Figure 7-3, Escondido Creek Cross-Section, for the proposed setback and creek-front standards along the Escondido Creek.

7.1.4 Landscaping

The percentage of required landscaped area of proposed development is included in Table 7-1. In addition to that standard, landscaping within public right-of-way shall comply with the following:

- » Street tree spacing should be 20 feet.

- » Tree canopy coverage and shading in designated parking spaces shall be 60 percent, as measured by the landscape architect at 15 year maturity.
- » Tree canopy coverage shall be 25 percent of the total area in residential and mixed use projects, 15 percent in commercial areas, and 35 percent in priority investment neighborhoods ("PINs") (PIN areas are designated by the City of Escondido Climate Action Plan Social Equity and Health Index Map).
- » Stormwater channels and basins shall not be permitted in the landscaped area of public right-of-way.
- » Vertical gardening elements or screened landscaping shall be provided for any ground level exterior wall face or façade of the building (that measures 15 feet or more on residential structures and 25 feet on non-residential structures) that does not include windows, doors, columns, pilasters, or other articulation greater than 12 inches in depth or a substantial material change (paint color is not considered a substantial change).

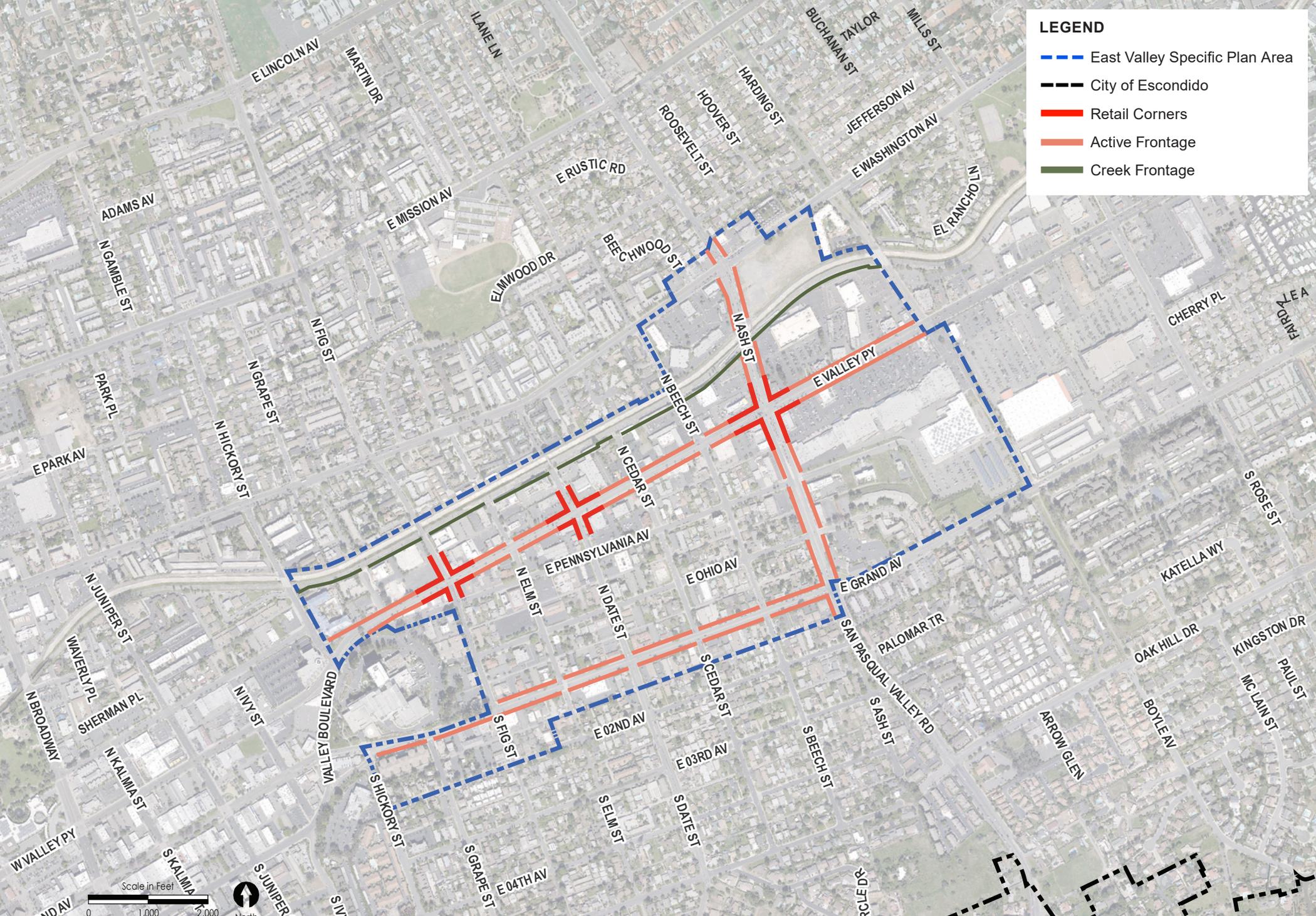
7.1.5 Building Design Standards

- » Building heights shall be varied by a minimum of 10 feet. See Section 7.4.4 Architectural Design for guidelines on building articulation.

7.1.6 Additional Requirements & Performance Standards

In addition to the standards included in Table 7-1, Development Standards, the following shall apply where applicable:

- » Individual residential dwelling units shall include a washer and dryer and 80 cubic square feet of storage space per unit. Storage space shall be provided on-site and not be located within a bedroom closet.
- » Development shall comply with the signage requirements of the Escondido Zoning Code except that no freestanding sign shall exceed eight (8) feet in height.
- » Unless otherwise specified, development projects are to refer to the Escondido Zoning Code and development regulations for all additional requirements and performance measurements.



LEGEND

- - - East Valley Specific Plan Area
- - - City of Escondido
- Retail Corners
- Active Frontage
- Creek Frontage

Scale in Feet
 0 1,000 2,000
 North

FIGURE 7-1 Frontages

Table 7-1 Development Standards

DEVELOPMENT STANDARD	LAND USE / AREA			
	URBAN IV/V	MIXED USE	GENERAL COMMERCIAL	ESCONDIDO CREEK TRAIL
Setback ¹ : the minimum horizontal distance between a lot line and the nearest part of any building or structure on the lot.	Front: 10' Rear: 10' Alley ³ : 5' Side Internal ¹ : 0' Side Street: 10'	Front: 15' Rear: 10' Alley ³ : 5' Side Internal: 0' Side Street: 15'	Front: 15' Rear: 10' Side Internal: 0' Side Street: 15'	Creekside building or structure: 20' Creekside wall or fence ⁴ : 10'
Landscaped Area ² : the percentage of the total lot area covered by landscaping	35% minimum	20% minimum	30% minimum	-
Building Placement : the massing and location of structures on individual parcels	-	-	-	Buildings shall be designed with dual orientation in order to provide access and a public face to both the Escondido Creek frontage and side frontages
Building Height : the vertical distance measured from the average level of the highest and lowest point of that portion of the lot covered by the building or structure to the top of the building or structure (see Figure 7-2 Building Height and Section 7.4.4 Architectural Design for building height design guidelines)	55' maximum	75' maximum	75' maximum	55-75' maximum

¹ Side internal setbacks shall comply with access requirements per the Fire Code for ladder access based on the occupancy and egress points.

² See Section 7.1.4, Landscaping, for additional standards for landscaping within public right-of-way.

³ Alley setbacks shall apply to buildings, walls, or fences.

⁴ The creekside wall or fence setback may be reduced at the discretion of City application review if the site design warrants the placement of the fence at the property line because of the need to enclose a tot lot or dog play area.

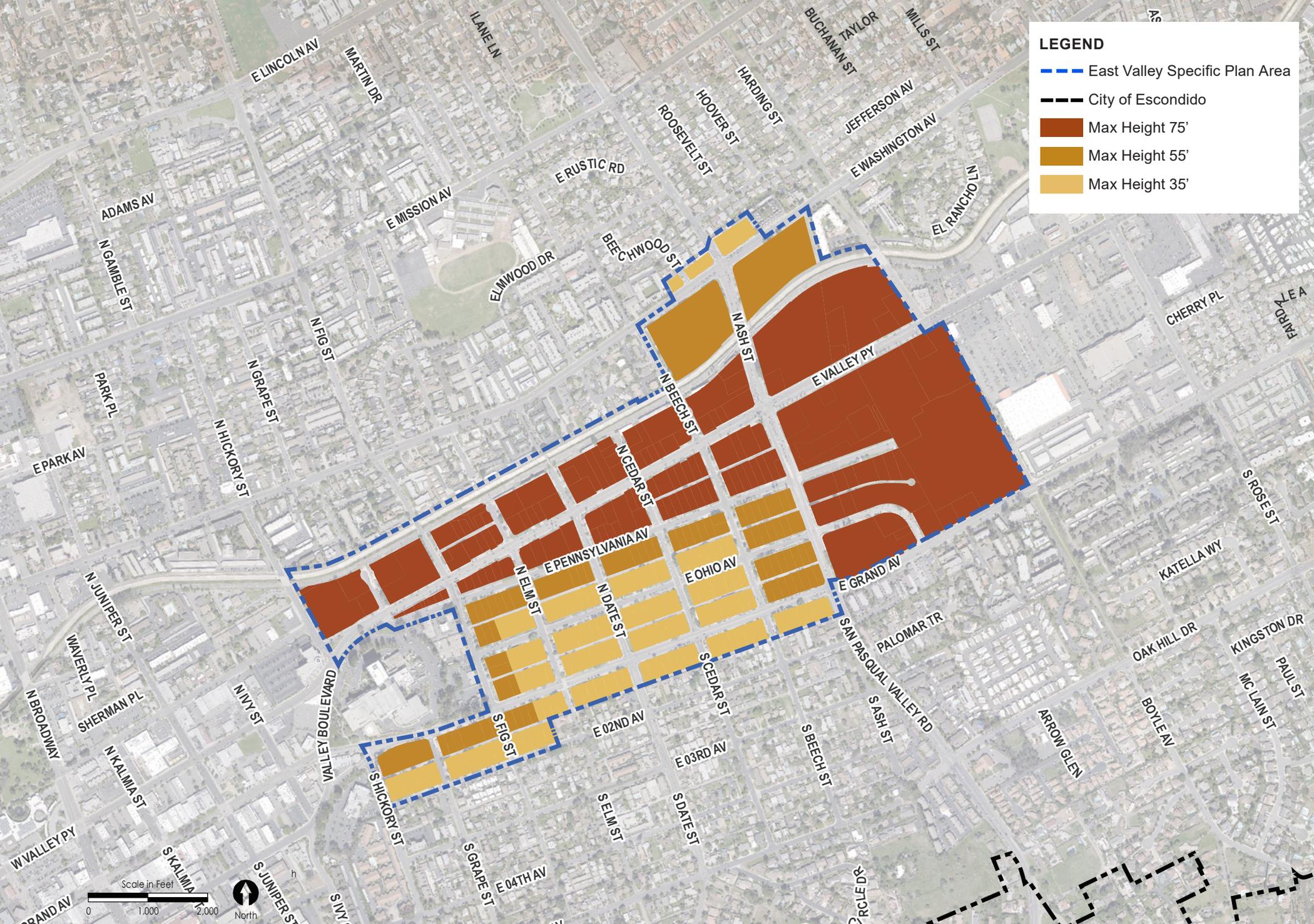


FIGURE 7-2 Building Height

7.2 Permitted & Conditional Uses

Land uses shall be considered prohibited unless they are determined to be similar to listed uses. The Director of Community Development shall make a determination regarding whether a requested use that is not listed is similar in function and intensity to one that is listed. The Director of Community Development shall have the responsibility and authority to interpret the meaning and applicability of all provisions and requirements of this Chapter, which may include determining the applicability of use categories or determine that a land use classification is similar to the listed uses permitted, or conditionally permitted, within various zones. Such interpretations are subject to the terms and limitations of sections 33-6 and 33-13 of the Escondido Zoning Code. Conditional uses listed in the Permitted and Conditional Uses Matrix are subject to public hearings in accordance with the provisions of the Zoning Code.

An administrative adjustment or variance may be requested as authorized per Article 61 of the Escondido Zoning Code for the following property development standards:

- » Up to a twenty-five (25) percent reduction of required yards/setbacks for parking, outdoor dining, free standing signage, architectural elements with no habitable space, and common open space.
- » Reductions up to twenty-five (25) percent of the required number of parking spaces for uses in non-residential zones, pursuant to section 33-764 of this chapter.
- » Modifications of the identified front, street side, side and rear lot lines of a lot in order to facilitate orderly development on a parcel subject to unusual circumstances, including but not limited to, topography, grading, drainage and stormwater treatment, utility facilities, easements, access and other site constraints or development requirements.
- » Other adjustments as specified by Article 61 of the Escondido Zoning Code.

Table 7-2 presents the permitted uses allowed in each land use designation. Permitted uses are intended to support the vision for the Plan Area and are presented below.

Table 7-2 Permitted & Conditional Uses

P=Permitted; C=Subject to CUP; *=Subject to special regulations of Zoning Code; Blank = Prohibited Use

USE	GENERAL COMMERCIAL (EV-CG)	URBAN IV/V (EV-U5) ¹	MIXED USE (EV-MU) ¹	PARK OVERLAY ZONE (EV-POZ)
Residential and Lodging				
Bed and Breakfast (Article 32*)	---	C*	C*	---
Hotels and Motels (Article 32 and 63*)	C	---	C	---
Single-Family Dwelling Units ²	---	P ²	---	---
Mobile home or travel trailer parks (Articles 45 & 46*)	---	---	---	---
Two-Family, Three-Family, and Multi-Family Dwelling Units	---	P	P	---
Two-Family, Three-Family, and Multi-Family Dwelling Units as part of a Mixed-Use Project	---	P	P	---
Artisan Loft or Live-Work Dwelling Units	---	---	C	---
Small Residential Care Facility / Transitional Housing	---	P	P	---

1. Accessory dwelling units (ADUs) and junior accessory dwelling units (JADU's) are allowed per the City's ADU Development Standards and JADU Development Standards.

2. Existing single-family dwelling units will be considered conforming, provisionally, with the goal to promote their conversion to a higher density. Existing single-family dwelling units shall maintain limited conforming status to allow full use of the property (i.e. occupancy and/or make improvements to the structure) unless/until the dwelling unit is considered abandoned pursuant to section 33-1242(a) of the Escondido Zoning Code. At which time, an abandoned use shall be discontinued and no further occupancy of improvements to the building shall be allowed.

Table 7-2 Permitted & Conditional Uses (Continued)

P=Permitted; C=Subject to CUP; *=Subject to special regulations of Zoning Code; Blank = Prohibited Use

USE	GENERAL COMMERCIAL (EV-CG)	URBAN IV/V (EV-U5) ¹	MIXED USE (EV-MU) ¹	PARK OVERLAY ZONE (EV-POZ)
Large Residential Care Facility / Transitional Housing	---	C	C	---
Supportive Housing	---	P	P	---
Retail Trade and Sales				
Artisan crafts (might include light production and assembly)	P	---	P	---
Bargain basement store	---	---	---	---
Cabaret (with or without alcohol), including music, comedy, and magic clubs	C	---	C	---
Commercial and medical cannabis sales	---	---	---	---
Drinking establishments (on-sale beer and wine, etc.) including bars; tasting rooms; and taverns with or without craft-processing brewery, distillery, or winery (light production)	C*	---	C*	---
Drive-through establishment (Section 33-341*)	C	---	---	---
Electric vehicle charging station (for fee)	C	---	C	---
Farmers' market / community garden with for-sale plots or produce (roadside sales)	C	C	C	C
Firearms dealer	---	---	---	---
Food stores	P	---	P	---
ATM kiosk	P	---	P	---
General retail	P	---	P	---
Liquor store	---	---	---	---
Outdoor retail as a principal use (including nurseries)	C*	---	---	---
Pawn shops (Article 57*)	---	---	---	---
Pharmacy and drug stores	P	---	P	---
Restaurant with or without alcoholic beverages	P	---	P	---
Second hand thrift shops and consignment stores (Article 57*)	P	---	---	---
Smoker's Lounge	---	---	---	---
Sporting goods store (includes ammunition and firearms, fishing, hunting, golf, playground equipment, etc.)	P	---	P	---
Tobacco product store	---	---	---	---
Services				
Adult entertainment (Article 42*)	---	---	---	---
Animal care, excluding kennels	P	---	P	---

Table 7-2 Permitted & Conditional Uses (Continued)

P=Permitted; C=Subject to CUP; *=Subject to special regulations of Zoning Code; Blank = Prohibited Use

USE	GENERAL COMMERCIAL (EV-CG)	URBAN IV/V (EV-U5) ¹	MIXED USE (EV-MU) ¹	PARK OVERLAY ZONE (EV-POZ)
Animal care, kennels and shelters	C	---	---	---
Barber/beauty services, excluding tattoo parlor or body piercing	P	---	P	---
Barber/beauty services, tattoo parlor or body piercing	---	---	---	---
Business services (general)	P	---	P	---
Churches, synagogues, temples missions, etc.; professional and social service organizations; and youth organizations	C	C	C	---
Crematoriums, mortuary, mausoleums, etc.	---	---	---	---
Cultural services and entertainment (including museums)	P	P	P	---
Dry cleaning, drop-off and pick up only (Articles 13 and 57*)	P	---	P	---
Dry cleaning, commercial press or on-site pressing (Articles 13 and 57*)	---	---	---	---
Duplicating services (including blueprinting, printing, and photocopying)	P	---	---	---
Education and childcare, day nursery and child care center (Article 57*)	C*	C*	C*	---
Education and childcare, primary and secondary education (including kindergarten, elementary, junior, and high schools) (Article 57*)	C	---	C	---
Education and childcare, post K-12 education (including professional and trade schools)	C	---	C	---
Education and childcare, group counseling services and other special training (including art, music, dance, drama, etc.)	P	---	P	---
Education and childcare, employment training services	P	---	P	---
Entertainment and assembly, including arcades, dance halls, theaters, miniature golf etc.	C	---	C	---
Government services	C	C	C	---
Financial institutions, banks, savings and loans, securities brokers, etc.	P	---	P	---
Financial institutions, non-chartered check-cash and pay day	---	---	---	---
Florists, gifts, cards, newspapers, and magazines	P	P	P	---
Hospitals, excluding medical clinics	C	---	C	---
Health and fitness facilities (gyms and venues)	P	---	P	---
Laundry self-service coin operated (Article 57*)	C	---	---	---
Personal services (other)	P	---	P	---
Office, general	P	---	P	---
Massage establishments (Article 38*)	---	---	---	---
Medical, small clinics (including dental, optical, etc.)	P	---	P	---

Table 7-2 Permitted & Conditional Uses (Continued)

P=Permitted; C=Subject to CUP; *=Subject to special regulations of Zoning Code; Blank = Prohibited Use

USE	GENERAL COMMERCIAL (EV-CG)	URBAN IV/V (EV-U5) ¹	MIXED USE (EV-MU) ¹	PARK OVERLAY ZONE (EV-POZ)
Medical, large clinics and service organizations (including blood banks and healthcare establishments)	P	---	C	---
Park – private or semi-private	P	P	P	P
Park – public	---	---	---	P
Repair services shop (including small appliance repair, watch/clock repair, etc.)	P	---	P	---
Recycling services	---	---	---	---
Studios and galleries (including photography, art, printing, etc.)	P	---	P	---
Transportation services as a primary use (including car or bike sharing station, helipad, park and ride facilities, municipal parking lots and parking structures, taxicab or shuttle station, transit stations etc.)	C	C	C	---
Automotive Services				
Auto oriented drive-in, drive-through (Section 33-341*)	C*	---	---	---
Automotive car and vehicle sales (car dealership) (Article 57*)	---	---	---	---
Automotive car wash, polishing, vacuuming, detailing as a primary use (Article 57*)	C	---	---	---
Automotive vehicle repair, limited (Article 57*)	P	---	C*	---
Automotive vehicle repair, general and commercial (including tire retreading/recapping, tow services) (Article 57*)	---	---	---	---
Boutique car sales (No more than two on the same location; two cars maximum) (Article 57*)	---	---	P	---
Gasoline service station with or without alcohol sales (Article 57*)	C	---	---	---
Industrial, Manufacturing, and Storage				
Electric generating facilities as a primary use (Article 57*)	C	---	C	---
Industrial and manufacturing	---	---	---	---
Mini-warehousing and storage facilities (Article 57*)	---	---	---	---
Outdoor storage as a primary use, including building materials and equipment	---	---	---	---
Outdoor storage, vehicles and fleet vehicle storage (overnight or after normal business hours, or for rent) less than or equal to 10 percent of all parking provided for that use	---	---	---	---
Utilities (including central processing, regulating, generating, distribution, etc.)	C	---	C	---
Tow yard and junk yard	---	---	---	---

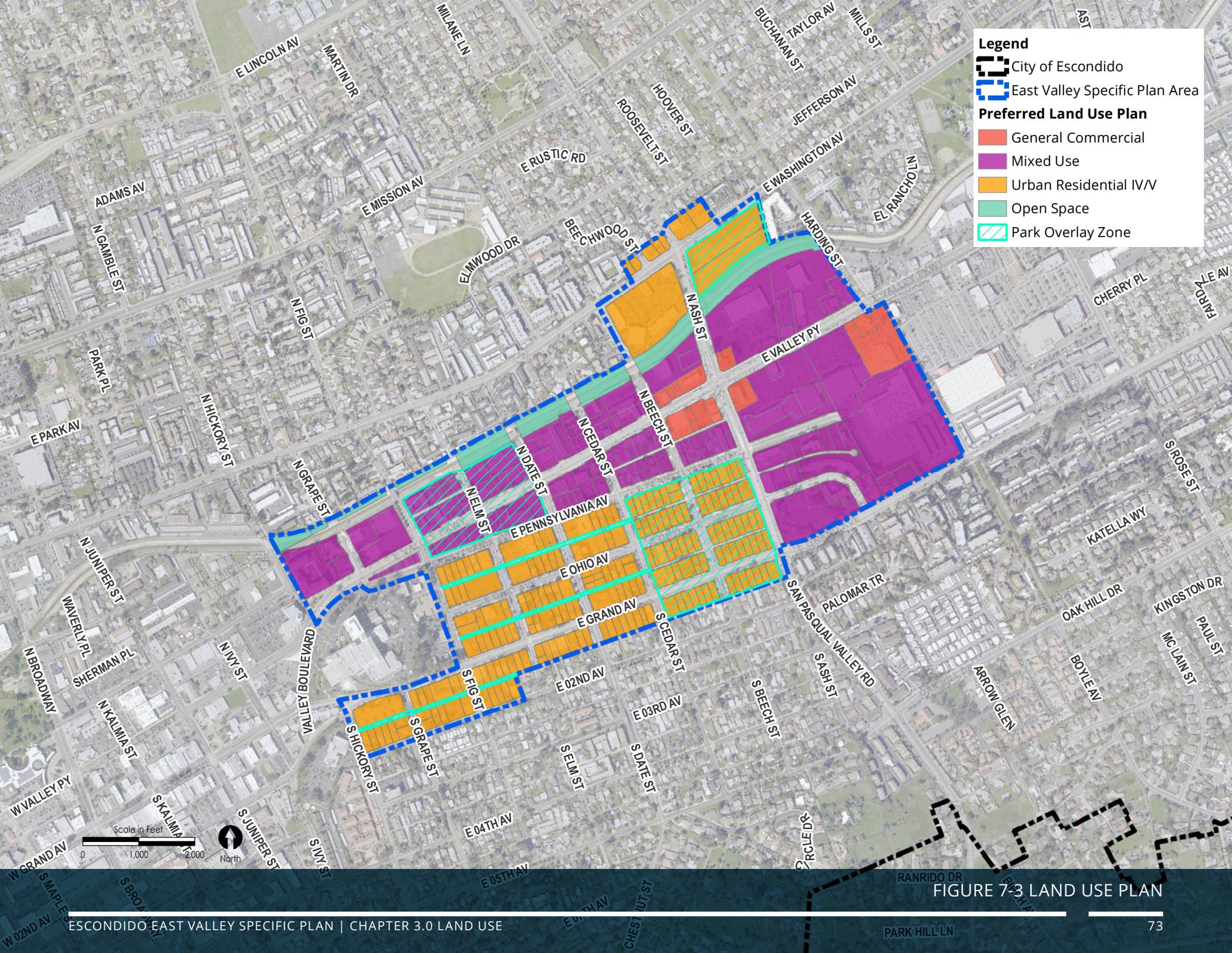


FIGURE 7-3 LAND USE PLAN

7.3 Accessory Uses

Accessory uses are permitted as specified, 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 Community Development. When provided by these regulations, it shall be the Director to determine if a proposed accessory use is necessary and customarily associated with, and is appropriate, incidental, and subordinate to the principal use, based on the Director’s evaluation of the resemblance of the proposed accessory use to those uses specifically identified as accessory to the principal uses and the relationship between the proposed accessory use and principal use.

Temporary and accessory uses provided for within this section do not apply to the minor or major use of land or activities coordinated within the public right-of-way.

Table 7-3 Accessory Uses

P=Permitted; C=Subject to CUP; *=Subject to special regulations of Zoning Code; Blank = Prohibited Use

ACCESSORY USE	GENERAL COMMERCIAL (C-G)	URBAN IV/V (R-5-30)	MIXED USE (M-U)	PARK OVERLAY ZONE (POZ)
Accessory dwelling units (Article 70*)	---	P	P	---
Arts and crafts (Article 57*)	P	P	P	P
ATM kiosk with drive-through	C*	---	C*	---
Car or bike sharing station	C	C	C	---
Drive-through as an accessory use	C	---	---	---
Electric charging stations (Article 57*)	P	P	P	P
Florists, gifts, cards, newspapers, and magazines with drive through (Section 33-341)*	C	C	C	
Home occupation - minor (Article 44*)	---	P	P	---
Home occupation – major (Article 44*)	---	P ¹	---	---
Live entertainment	C*	---	C*	---
Public art displays, murals, sculptures, and other visual art	P	P	P	P
Outdoor display (Article 73*)	P	---	P	---
Outdoor sales (Article 73*)	P	---	P	---
Outdoor storage, miscellaneous storage fully screened	P	---	P	---
Outdoor storage, vehicles and fleet vehicle storage (overnight or after normal business hours, or for rent) less than or equal to 10 percent of all parking provided for that use	P	P	P	---

¹ Shall only apply to properties with one single family residence and/or single-family residence with an accessory unit.

Table 7-3 Accessory Uses (Continued)

P=Permitted; C=Subject to CUP; *=Subject to special regulations of Zoning Code; Blank = Prohibited Use

ACCESSORY USE	GENERAL COMMERCIAL (C-G)	URBAN IV/V (R-5-30)	MIXED USE (M-U)	PARK OVERLAY ZONE (POZ)
Outdoor storage, vehicles and fleet vehicle storage (overnight or after normal business hours, or for rent) more than 10 percent of all parking provided for that use	C*	---	C*	---
Outdoor storage, vehicles used for business operations and deliveries during normal business hours only.	P	P	P	---
Recycling facilities (including reverse vending and small collection) (Article 33*)	P	---	P	---
Temporary uses and special events	P	P	P	P
Urban agriculture / community gardens	P	P	P	P
Wireless communication facilities, micro and macro cell towers (Article 34*)	C	C	C	C
Wireless communication facilities, other communications (Article 34*)	P	P	P	P

7.4 Design Guidelines

7.4.1 Streets & Rights-of-Way

Design for multi-mobility

- » Develop complete streets that include suitable infrastructure for walking, biking, along with other travel modes
- » Reduce vehicular parking in lots and increase on street parallel parking.
- » On Major Roads, restrict vehicular lane widths to eleven (11) feet to slow vehicular traffic.
- » Provide sidewalks at a minimum width of five (5) feet, even on private drives.
- » Prioritize intersection crossing for pedestrians along East Valley Parkway and Ash Street.
- » Increase bulb outs along Major Roads to provide additional pedestrian space and visibility.
- » Place street furniture at ¼ mile intervals along sidewalks for pedestrian comfort and use. Streetscape improvements should be prioritized in accordance with Figure 7-4, Streetscapes and Gateways.
- » Provide continued landscape parkway along all the streets to create a more attractive, inviting pedestrian realm.
- » Parkway planting should be used to buffer the street from the pedestrian zone and minimize paving where curb-to-building sidewalks are not needed, along Local Collectors.
- » District gateways should be considered at the locations shown in Figure 7-4, Streetscapes and Gateways. These gateways may include subtle elements such as medallions in the paving, or more prominent elements such as signs or public art.
- » Minimize the number of drive approaches along a block to reduce conflicts between pedestrians and automobiles; curb cuts should be consolidated and placed at mid-block, or provide alley access to service and parking, where feasible.

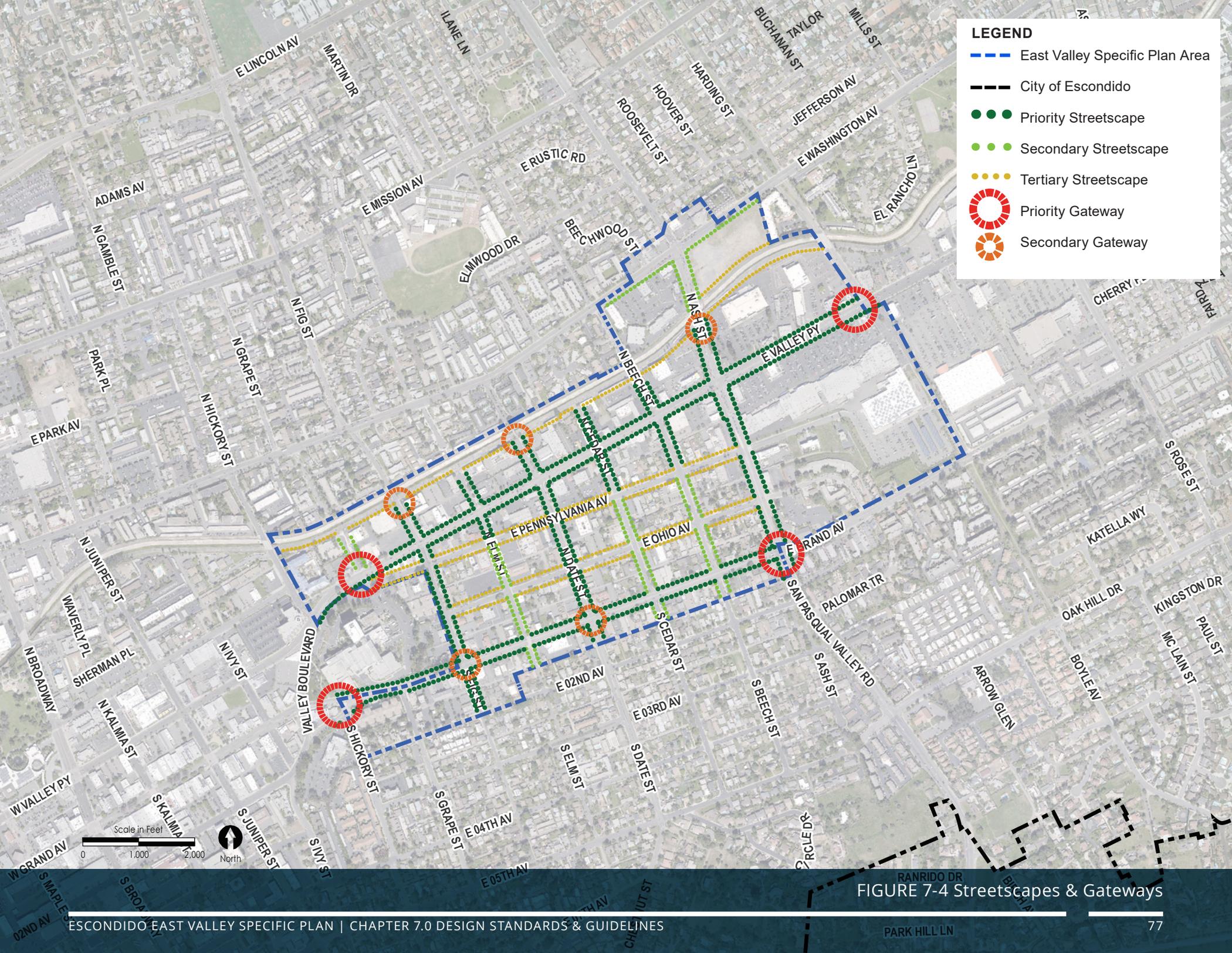
- » Avoid placing public utilities and streetscape amenities in areas where sidewalk widths are five (5) feet or less in width to avoid conflicts with pedestrians.
- » Provide safe and convenient transportation options for people of all ages and abilities.
- » Increase access and wayfinding signs to the Escondido Creek Trail.

7.4.2 Parks & Plazas

Design publicly-accessible parks and plazas to enhance the livability of the district

- » Where applicable, locate main entrance to park near bus stop or crosswalk.
- » Place play areas a minimum of fifty (50) feet from the street or parking lot.
- » Develop a distinct theme for each park when appropriate, to establish a unique character that is consistent with the park's activities and locations. The theme should be implemented through the use of characteristic architectural details, colors, materials, furnishings, play equipment and plant selection. Provide a unified park design by providing repeated details, colors and materials throughout the park.

See Section 4.3 Amenities, for the recommended park amenities for each public park type.



LEGEND

- East Valley Specific Plan Area
- City of Escondido
- Priority Streetscape
- Secondary Streetscape
- Tertiary Streetscape
- ⊙ Priority Gateway
- ⊙ Secondary Gateway

Scale in Feet
 0 1,000 2,000



FIGURE 7-4 Streetscapes & Gateways

7.4.3 Site Design

Define public space with architecture and landscape

- » Maintain a continuous building street wall and limit spatial gaps to those necessary to accommodate vehicular and pedestrian access.
- » Link adjoining outdoor spaces with comfortable paths and walks to create a network of spaces.
- » Discourage developments that are internally focused at the expense of an active street environment, or developments that result in “left-over” space.
- » Frame important views of natural and man-made landmarks, and look for opportunities to open new views of landmark buildings and features.
- » Encourage the presence of well-defined outdoor space, such as on-site plazas, interior courtyards, patios, terraces and gardens.
- » Create visual inlets to improve public safety

Buffer adjacent sensitive land uses from undesirable impacts

- » New buildings should appear similar in mass and scale to traditional buildings, including width and height. The perceived mass of a building should be reduced by dividing it into modules and expressing them in ways that cause them to appear to be a collection of smaller forms.
- » Subdivide horizontal mass into portions or segments compatible with the scale of adjacent buildings.
- » Provide horizontal expression at lower floor heights to establish a sense of scale.
- » Use moldings, a change in material, or an offset in the wall plane to define the scale of lower floors in relation to the street. Employ vertical architectural elements such as columns, pilasters, or other articulation greater than 12 inches in depth to subdivide buildings into small increments at the ground floor and upper stories.
- » When a building is to be only two, three, four or more stories entirely, variation in building height should be accomplished by changing cornice and roof lines/forms. Some breaks in the wall planes and “stepped back” design elements will help create open areas and changes to the roofline. Provide a minimum of four feet in setback in order to be effective in reducing scale as seen from the street. This area may be used for street balconies or upper story planter boxes or gardens.
- » Recognize the adjacent, existing built environment with respect to scale, including adjacent unbuilt areas.

Limit the impact of parking

- » Seek opportunities to reduce surface parking lots and convert them to higher and better uses.
- » Locate parking behind buildings or interior to a block to support pedestrian-oriented streets.
- » When surface parking lots are needed, break down their scale with an abundance of canopy trees and landscape buffering. Surface parking lots should seek to have 60% canopy coverage.
- » Locate parking garages to the interior of a block, where feasible.
- » Design parking garages with the same level of attention as a commercial or residential building when they are located adjacent to streets, the Escondido Creek Trail, or rights-of-ways.
 - Hide sloped vehicular ramps from view and design garage façade with horizontal and vertical articulation.
 - Articulate and emphasize pedestrian entrances to garages.
- » Direct parking lot lighting away from adjacent properties and use pedestrian-scaled fixtures that emit a warm light.
- » Direct parking lot stormwater drainage into planter areas designed as bio-swales before directing water into underground stormwater facilities.

Incorporate sustainable practices into site and building design

- » Implement energy conservation programs such as the use of smart grid technology and the installation of solar panels.
- » Utilize LED lighting in accordance with Article 35 of the Escondido Zoning Code, Outdoor Lighting.

7.4.4 Architectural Design

Break building massing with articulation

- » Horizontal and vertical articulation is important to establish an interesting façade and align important elements with established buildings of character.
- » Buildings should be treated architecturally in their entirety. Visually prominent rear elevations should contain design elements utilized in both side and front elevations.
- » Provide a minimum of 30% of building facades with windows that are transparent and prohibit mirrored glass.
- » Provide recess windows to provide visual interest.

- » Limit window displays and the amount of fixed glazing facing streets.
- » Emphasize building presence at major corners, public entrances, terminus for a view corridor.
 - Include design elements that differentiate them from their mid-block neighbors and integrate special features that accentuate the buildings' presence on the corner and help provide a visual landmark.
- » Design buildings with a defined, base, middle and top to help reduce the visual scale and to promote a strong skyline and pedestrian friendly building relationship to sidewalks and rights-of-way.
 - Design human-scale building bases that appear open and inviting to the public and contain appropriate pedestrian amenities.
 - Encourage recessed main building or shop entrances consistent with a traditional "main street" design that is inviting and does not interrupt street and/or retail continuity.
 - Allow large developments to pull back from the street edge for plazas or gracious entry fore-courts, provided street continuity is not unduly interrupted along the majority of the block .
- » Buildings greater than three (3) stories should provide variation by using balconies, fenestration, and sunshades to create an interesting pattern of projections and recesses, light, and shadow. Use moldings, a change in material, and an offset in the wall plane on the third story to define the scale of lower floors in relation to the street.
- » Encourage publicly accessible rooftops for entertainment and dining as a community benefit, with incentives for public access.
- » Buildings occupying more than 100 feet for street frontage should provide varied cornice and roof lines/forms on all elevations facing street frontages.
- » Step-backs should be a minimum of four (4) feet.

Examine building placement as a way to improve development

- » Orient buildings towards public (and private) streets to positively define street edges. Align with primary street frontages and public spaces to frame the pedestrian environment. Buildings located adjacent to both public open space amenities, such as parks, and public streets should be designed with a dual orientation so that they can provide access and a public face to both the primary street frontage and to the public open space.

- » Openings in the street wall should be restricted to only those needed to provide for pedestrian paseos, plazas, entry forecourts, and permitted vehicular access driveways.
- » Main building entrances should be on the primary street frontage. Buildings located on corner lots should consider siting primary building entrances at the corner to establish an orientation to both the primary and secondary street frontages and symbolically acknowledge the importance of the intersection.

Improve overall visual and structural performance through quality building materials and best practices

- » Durable, high quality exterior building materials (i.e. durable and timeless (concrete, brick, stone, stucco, glass etc..) should be used to convey the sense of quality and permanence desired for the Specific Plan area, minimize maintenance concerns, and promote buildings that will last over time. The use of such materials is especially important at the street level, where they are more visible to the public.
- » Building material and colors should be used to unify and provide visual interest to building exteriors, but the number of materials and colors generally should be limited to promote a visual simplicity and harmony.
- » Restrict the use of prefabricated buildings to those made of metal or steel.
- » Detached buildings and structures should complement the main structure, incorporating compatible details, materials and colors.

Establish a positive edge along rights-of-way

- » Unify the street with visual continuity; use design elements that fit into the rhythm of the street rather than "scream for attention"
- » Reinforce the architectural context of Escondido
- » Locate and orient buildings to face public streets and civic spaces, such as public plazas, to encourage adjacent ground floor uses
- » Limit blank walks
- » Orient buildings towards streets not toward parking lots

7.4.5 Landscape Design

Reinforce the public realm with landscape

- » Emphasize the consistent use of tree species, size and spacing along a street to create rhythm and reinforce the space of the street
 - Street tree spacing should be 20 feet on center or less
 - Prioritize tree plantings over the location of utilities
- » Maximize and protect the root zone area
 - Plan for a minimum of 1,000 cubic feet of soil for trees
 - Where possible provide 2,000 cubic feet of soil for trees
 - Along streets providing for continuous impervious rooting space
 - Utilize space behind sidewalks in addition to parkways for tree plantings to promote maximum tree canopy
 - Utilize suspended sidewalks to increase root zone area

Promote healthy soils and tree health

- » Limit soil compaction and mono-cultures
- » Protect the base of trees by avoiding tree grates unless absolutely necessary

Utilize drought tolerate plantings

- » Promote a landscape palette that reflects the history, culture, and climate of Escondido.
- » Landscaping shall comply with the City of Escondido Approved Street Tree List, and Article 62 of the Escondido Municipal Code, which states that all plant materials shall conform to the requirements described in the latest edition of American Standards for Nursery Stock published by the American Association of Nurserymen and shall use water conserving plant materials that are a native to the San Diego region or are adapted to a hot dry summer/cool winter climate.
- » Group plant material according to water needs / hydrozones
- » Restrict the use of turf for active recreational purposes only.
- » Promote plant species that attract butterflies, birds, and other indigenous animals.

Provide landscape the promotes human comfort and safety

- » Restrict ground-level landscaping that conflicts with building entrances and window displays.
- » Encourage the use of on-site planting, furniture, lighting and site details that respect the landscape character of the immediate area and support the design intentions of the building architecture.
- » Design public realms so they provide clear sightlines for safety and eliminate spaces that cannot be seen from rights-of-ways.
- » Consider different design solutions based on wind, solar exposure, noise, and adjacent land uses.

Provide and plan for maintenance while limiting costs

- » Require automatic watering systems.
- » Establish a landscape maintenance budget at the beginning of the design process rather than at the end.

7.4.6 Signage

Signage should be clear and effective

- » Information on signs shall be brief, clear, and simple with appropriately sized lettering, and a clear information hierarchy. When appropriate, symbols can be used in place of text. Supplementary signage, such as wayfinding signage should communicate their message in a clear, legible fashion with letters at least 3 inches in height.
- » Landmarks and views help residents and visitors alike orient themselves and find their destinations. However, the presence of signs, maps, and other way-finding tools in the public realm is also important. Environmental graphics orient vehicles and pedestrians; point out places of interest; add visual interest to the street; contribute to a sense of place; and encourage further exploration of the area.
- » Signs shall enhance the public realm and aid in the creation of a street's character. Signs shall not impede pedestrian traffic, block sight lines along roadways, or disturb adjacent residences.

Signage should reinforce the brand and character of the district

- » The color, material, scale, lettering, and lighting shall complement the surrounding street environment and building(s) that the sign addresses.
- » Signs shall never overpower the building, and shall fit comfortably into the architecture of the storefront. Signs shall be mounted in a manner that does not detract from building. Signs shall comply with Article 66 of the Escondido Municipal Code
- » Signs shall be designed with durable materials and be well maintained.
- » Alley walkways and intra-block passages should also receive signage that interests and attracts pedestrians.
- » Reference and simulate the City's existing signage for commercial and residential signage.

7.4.7 Outdoor Lighting

Limit overly bright outdoor lighting

- » Limit hot spots where things are over lit.
- » Utilize warm rather than cool light.
- » Place the brightest lights near entrances to buildings in order to guide pedestrians.

Emphasize lighting that is pedestrian-scaled and oriented

- » Large, cobra head fixtures communicate that the street is the car's domain, whereas smaller, human-scaled fixtures suggest that the street is safe to walk.
- » Street lighting should assure that sidewalks are the pedestrian's realm.
- » Include lighting along all streets, sidewalks, pedestrian connections, and on private property to ensure comfort and safety.

7.4.8 Creekside Development

Improve the user experience along the Creek Trail

- » Integrate new fences and low-profile walls (48 inches or less) only where necessary; reduce height and select a more decorative fence or soften with landscape. Fences should use of similar materials, span dimensions,

heights, and construction techniques as the fencing used at the top of the Creek Channel: black tubular steel or black metal wire fencing with top rail. If pilasters and screen walls are necessary they should be low-profile and be architecturally compatible with the main building and the design context of the creek trail.

- » Install trail gateways, monuments, and signage at each roadway intersection.
- » Provide trash and recycling receptacles, dog waste bag stations, water filling stations, and shaded benches at approximately ¼ mile intervals.
- » Include activity stations, such as parcourse and kid's play structures, along the Creek Trail at approximately ½ mile intervals.
- » Provide bicycle racks at roadway intersections and bicycle repair stations at approximately ½ mile intervals.
- » Install consistent trail lighting.
- » Accentuate all entries facing the creek trail with strong architectural definition such as recessed entry and/or direct access with building design features such as moldings, lighting, overhands, and/or awnings.

Encourage development adjacent to the Creek Trail to interact with and amplify the Creek Trail.

- » Use a hierarchy of planting sizes and materials to mark the transition between the horizontal ground plane at the trail and the vertical frontages of the buildings.
- » Accent gateway or entry points with distinctive trees and plants.
- » Adjacent development to the Creek Trail should:
 - Avoid the use of solid fencing along the Creekside boundary of the property; instead utilize landscaping as privacy mechanisms.
 - Utilize the 20' Creekside setback for semi-public amenities such as picnic tables, enclosed turf dog parks, bicycle racks and kid's play structures.
 - Provide an abundance of tree canopy of approximately 50 percent shade coverage within the 20' Creekside setback.

See Escondido Creek Trail Concept on the following page.



Escondido Creek Trail Concept

The illustrated building forms are not intended to limit the shape, forms, roof styles or architectural styles. This rendering is intended solely to illustrate typical building forms that may occur in order to maintain a consistent context for the neighborhood.



8.0 Implementation

The EVSP sets forth implementation measures in the form of the process provisions, funding mechanisms, and actions that provide a framework for implementation of future development and adoption of the Specific Plan. To achieve the vision of the EVSP, the goals and policies must be reviewed, adhered to, and implemented in a systematic and consistent manner to successfully serve the purpose of the EVSP. Implementation of the EVSP will occur through subsequent reviews and approvals of development permits by the City to ensure that development is consistent with the EVSP and other applicable requirements.

The vision for the EVSP can be achieved through a concerted and cooperative public-private partnership. Implementation by the City of Escondido can help streamline the development process, plan for a mix of uses that will result in a vibrant community and improve circulation and mobility options. This will encourage the private sector to capitalize on the many opportunities of the East Valley neighborhood, and in turn help create an improved quality of place, vibrant mixed-use districts, high quality parks and open spaces, and unique employment opportunities. The EVSP directly affects private property primarily through the regulation of land uses and physical property improvements.

Implementation of these regulations shall be achieved largely through the planning approval and design review process utilizing the decision-making authority of the Director of Community Development, Planning Commission, Zoning Administrator, and City Council. The City will also need to collaborate with local agencies such as school districts as well as other public and private agencies regarding implementation programs that affect their areas of jurisdiction.

All construction and development within the EVSP area shall comply with the provisions of the EVSP. If any issues arise which are not covered by this document, the most applicable provision of the Escondido Municipal Code shall prevail, as determined by the Director of Community Development. All regulations, conditions, standards, and policies in the EVSP shall be deemed distinct and independent provisions. If any section, clause, phrase, or portion of this document is determined to be invalid by the decision of any federal or state court of competent jurisdiction, such decision shall not affect the validity of the remaining portions of the EVSP.

8.1 Design Review & Permit Process

This section describes the procedures required for the timely implementation of development within the Plan Area. To ensure compliance with all applicable requirements of this Specific Plan, all development projects (unless specifically exempt) shall be subject to design review by staff, Planning Commission, and/or Zoning Administration process to potentially determine conformance with the design guidelines and policies provided in this document.

Development projects proposed in the Historic Downtown District (see Figure 8-1 Historic District Map) shall also be subject to design review by the Historic Preservation Commission. Determinations by the Director of Community Development may be appealed to the Planning Commission or Zoning Administrator. Decisions made by the Historic Preservation Commission or the Planning Commission may be appealed to the City Council.

8.1.1 Design Review & Permit Process

The design review and permit process shall include the following steps:

A. Initial Meetings

Meet with the Planning Division staff to discuss plans and any documentation that illustrates the proposed work.

B. Application Submittal

Submit the plans to the Planning Division. Staff shall review the project for compliance with the EVSP, CEQA document, and CAP Checklist and to determine completeness.

C. Minor Projects

Projects that include restoration, exterior changes to structures, exterior painting, minor demolitions, minor changes to the site (grading, paving, landscaping, etc.), or placement or removal of exterior objects, shall be reviewed by the Planning Division staff for compliance with this document. Staff may refer projects to the Historic Preservation Commission and/or Planning Commission. Staff will issue a Certificate of Appropriateness and/or letter of approval if the project complies with the guidelines.

D. Major Projects

Projects including all new construction (of a primary structure, an outbuilding, or an addition), demolition, relocation, significant changes to the site (grading, paving, landscaping, etc.), public right-of-way improvements, any project requiring a Planned Development Permit or Plot Plan Approval, including minor plot plan review for the conversion of existing or vacant automobile dealerships to a new, substantially different use, or a Conditional Use Permit, will be reviewed by staff or the Planning Commission, who will review the project based on the design guidelines outlined in this document and either:

- » Issue a Recommendation of Approval or Conditional Approval; or
- » Disapprove the proposed work and provide the applicant with a written statement either giving the reasons for disapproval; or identifying recommended modifications.

E. Projects Requiring Building Permits

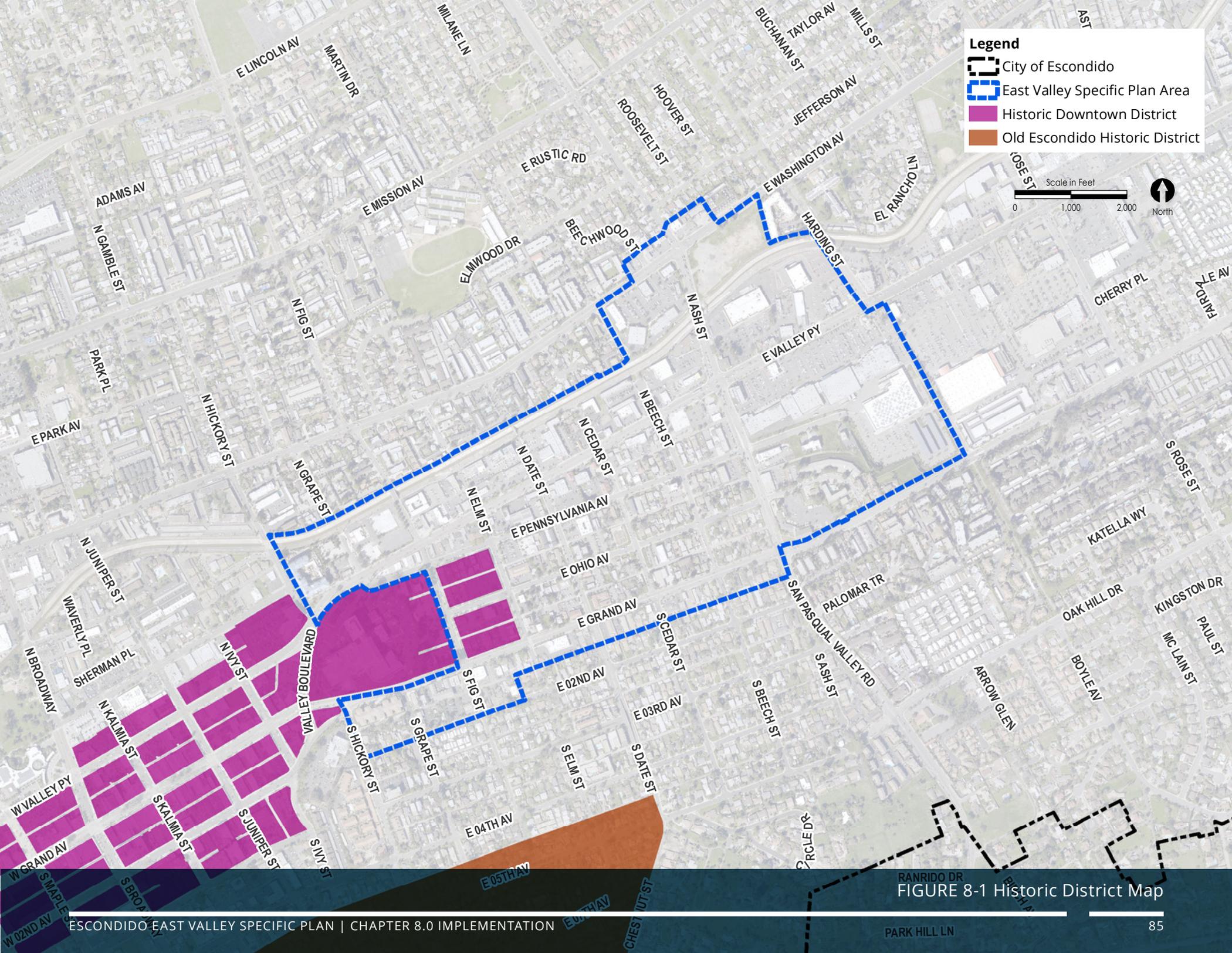
New construction, additions, exterior changes to a structure, demolition, relocation, or placement or removal of exterior objects, shall be submitted to the Building Division for permit issuance. The Building Division shall route the plans to the Engineering Division to determine necessary public improvements if the value of the work exceeds preset standards. The Building Division shall issue a Building Permit or return the plans to the applicant for necessary modifications.

F. Projects Requiring Grading Permits

Projects that require a Grading and/or an Encroachment Permit shall be submitted for review by the Engineering Division. An Encroachment Permit shall be required for any work within the public right-of-way, including work on driveways, curb cuts, sidewalks, curb and gutter, or street pavement.

G. Project Completion

The Building Inspector shall check the work for compliance to the approved plans upon completion of the project.



Legend

- City of Escondido
- East Valley Specific Plan Area
- Historic Downtown District
- Old Escondido Historic District

Scale in Feet

0 1,000 2,000

North

FIGURE 8-1 Historic District Map

8.1.2 Environmental Review Process

Projects adhering to the land use regulations and design standards of this Specific Plan may not require an extensive California Environmental Quality Act ("CEQA") review process.

Projects that implement the Actions in Table 8-1 Implementation Strategy, as conditions or project design features will be able to obtain streamlined, ministerial approvals. Projects that do not include the Actions as conditions or project design features may be required to prepare separate site specific analysis. Please refer to the mitigation measures described in the Housing and Community Investment Environmental Impact Report ("EIR") for additional detail.

8.1.3 Public Hearing Process

Projects that require a Public Hearing, such as projects seeking a Conditional Use Permit or submitting a Planned Development application, shall be scheduled for Planning Commission consideration (and City Council, as appropriate). Planning Commission (and City Council, as appropriate) shall:

A. Approve or Conditionally Approve the Project

If conditionally approved, the applicant shall be provided with a list of applicable conditions.

B. Deny the Project

The applicant shall be provided with a written statement providing the reasons for denial.

8.1.4 Minor Modifications

The following minor modifications to the EVSP do not require a Specific Plan Amendment and are subject to review and approval by the Director of Community Development. Although a formal amendment to the Specific Plan is not required in the following cases, any such minor modifications shall be identified as part of the required development application.

The following minor modifications to the EVSP do not require a Specific Plan Amendment and are subject to review and approval by the Director of Community Development. Although a formal amendment to the Specific Plan is not required in the following cases, any such minor modifications shall be identified as part of the required development application.

- » Consolidation of parcels provided that:
 - Parcels are contiguous
 - Parcels have the same land use designation
 - If the total site after consolidation is greater than or equal to five acres, the required supporting infrastructure and recreational amenities must be provided on-site
- » Development of park and open space in lieu of underlying Specific Plan land use designation
- » Density/intensity transfers provided that:
 - The proposed number of dwelling units in the planning area receiving the density transfer does not exceed the maximum residential density specified by the planning area's land use designation.
 - Following the density transfer, the residential density within the planning area where units would be transferred from does not fall below the minimum density range as specified for that planning area's land use designation

8.1.5 Specific Plan Amendments

All substantive Specific Plan modifications that do not meet the criteria of a Minor Modification as defined in Section 8.1.4 shall require a formal Specific Plan Amendment.

Projects that require a Specific Plan Amendment shall be scheduled for City Council for initiation prior to formal application submittal. The City Council shall consider whether the requested amendment satisfies the criteria identified in Chapter 2.0 Section 2.2 (Goals and Policies) as well as the Development Standards and Design Guidelines identified in Chapter 7.0. The City Council shall either:

A. Initiate the amendment

Staff shall receive the project for processing. Projects initiated for processing shall be evaluated by the Planning Commission prior to formal City Council consideration.

B. Deny the initiation request

Staff shall perform no additional processing of the application

8.2 Recommended programs & Public Improvements

In order to achieve the overall vision and individual goals of this Specific Plan, a variety of publicly initiated programs and physical improvements have been identified. This section describes each recommended program/improvement.

- » Development Incentives and Fee Reductions
- » Promotion and Marketing Organization
 - State Mills Act Contracts (This state law allows cities to enter into contracts with the owners of historic structures. These arrangements provide property owners reductions in property taxes for historic structures in exchange for the continued preservation of historic structures.
- » Public Improvement Programs
 - Escondido Creek Trail Project
 - Water Supply
 - Storm Water/Drainage
 - Wastewater Management
 - Dry Utilities and Undergrounding
 - Circulation Network and Streetscape Program

8.3 Potential Funding Mechanisms

The EVSP implementation will take place over several years. Early actions are needed from the City to help remove constraints, establish the appropriate policy and regulatory framework, and make improvements that attract and encourage private investment. The implementation approach will rely on both public and private sector funding. Public investment is likely required in the initial phases of implementation to entice private investment. Implementation will rely on several public funding sources with the recognition that flexibility is needed as changes occur over time. State and Federal funding sources are likely to fluctuate making local market conditions and private investment more important for long term implementation.

This section identifies a series of funding mechanisms that can assist with the implementation of various components of the EVSP.

8.3.1 Financing Tools

- » Business Improvement District (“BID”): A BID is a public/private partnership created to perform marketing, provide a variety of enhanced services, and complete minor capital improvements in order to improve commercial neighborhoods. The BID allows the governing body (City Council) to levy an additional tax on property owners or businesses within a designated area and to utilize the revenues for improvements and programs, subject to a majority vote of the property owners or business owners, within the proposed district. Establishing a BID is voluntary. A BID can perform a variety of activities including, but not limited to:
 - Improvements, such as the acquisition, construction, installation, or maintenance of any tangible property with an estimated useful life of five years or more, including, but not limited to: parking facilities, benches, trash receptacles, street lighting, decorations, parks, and fountains.
 - Activities, including, but not limited to, the following:
 - Promotion of public events which benefit businesses in the area and which take place on or in public places within the area
 - Activities which benefit businesses located and operating in the area
- » Community Facilities District (“CFD”), also known as Mello-Roos, is an ad hoc California tax district created to finance an infrastructure project. A district may be created only with the approval of two-thirds of voters and permits a special tax to be assessed on its residents. The state law allowing such districts was implemented in 1982 as a way for local governments to bypass the state’s 1978 cap on property tax increases. A CFD may be created by a city, county, or school district. A CFD allows a local county or city government or school district to sell bonds in order to finance a specific project or service. Projects permitted under California law range from infrastructure improvements to police and fire services, schools, parks, and childcare facilities.
- » Landscape and Lighting District (“LLD”): LLDs may be used for installation, maintenance and servicing of landscaping and lighting, through annual assessments on benefiting properties. LLD’s also may provide for construction and maintenance of appurtenant features, including curbs, gutters, walls, sidewalks or paving, and irrigation or drainage facilities. They also may be used to fund and maintain parks above normal park standards as maintained through general fund revenues.

8.3.2 Funding Sources

FEDERAL SOURCES

- » Community Development Block Grants (“CDBGs”)
- » U.S. Department of Transportation Pedestrian and Bicycle Funding Opportunities
 - **BUILD:** Better Utilizing Investments to Leverage Development Transportation Discretionary Grants
 - **INFRA:** Infrastructure for Rebuilding America Discretionary Grant Program
 - **TIFIA:** Transportation Infrastructure Finance and Innovation Act (loans)
 - **FTA:** Federal Transit Administration Capital Funds
 - **ATI:** Associated Transit Improvement (1% set-aside of FTA)
 - **CMAQ:** Congestion Mitigation and Air Quality Improvement Program
 - **HSIP:** Highway Safety Improvement Program
 - **NHPP:** National Highway Performance Program
 - **STBG:** Surface Transportation Block Grant Program
 - **Transportation Alternatives Set-Aside** (formerly Transportation Alternatives Program)
 - RTP: Recreational Trails Program
 - **SRTS:** Safe Routes to School Program / Activities
 - **PLAN:** Statewide Planning and Research (SPR) or Metropolitan Planning funds
 - **NHTSA 402:** State and Community Highway Safety Grant Program
 - **NHTSA 405:** National Priority Safety Programs (Nonmotorized safety)
 - **FLTTP:** Federal Lands and Tribal Transportation Programs (Federal Lands Access Program, Federal Lands Transportation Program, Tribal Transportation Program, Nationally Significant Federal Lands and Tribal Projects)
 - **National Park Service:** Tax Incentives for Preserving Historic Properties
 - Preservation Tax Incentives encourage private investment in rehabilitating historic properties to generate jobs and low- and moderate-income housing.
 - **Our Town:** The National Endowment for the Arts’ creative placemaking grants program.

STATE SOURCES

- » California Infrastructure and Economic Development Bank (“IBANK”)
- » California Office of Traffic Safety
- » Caltrans Transportation Planning Grant Program
- » State Transportation Improvement Program
- » Highway Safety Improvement Program (“HSIP”)
- » Regional Surface Transportation Program
- » Active Transportation Program
- » Transformative Climate Communities
- » Urban Greening Program
- » Affordable Housing and Sustainable Communities Program

LOCAL SOURCES

Escondido has adopted many citywide plans and programs that focus attention on various types of city programs, services, and facilities. These citywide plans and programs provide another implementation tool to ensure growth and changes occur in a consistent manner with the direction of the General Plan.

- » City Council Action Plan
- » Municipal Budget
- » Capital Improvement Program
- » Economic Development Plan

8.4 Implementation Strategy

The list of actions identified in Table 8-1, Implementation Strategy help to ensure that the vision of the East Valley Specific Plan continually drives change and investment. The Implementation Strategy summarizes each action by topical area and provides a priority timeframe, primary responsibilities and partners, approximate costs, and potential funding sources. Phasing and cost estimates may change over time based on development activity, funding availability, and staffing resources.

Table 8-1 Implementation Strategy

Placeholder for Table 8-1 Implementation Strategy (including mitigation plan implementation)

Table 8-1 Implementation Strategy *(Continued)*

Placeholder for Table 8-1 Implementation Strategy (including mitigation plan implementation)

Table 8-1 Implementation Strategy *(Continued)*

Placeholder for Table 8-1 Implementation Strategy (including mitigation plan implementation)



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