
Attachment A
Project Description



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A. Introduction

Westfield, LLC (the Applicant) proposes to improve the existing Westfield North County Regional Shopping Center located on an approximately 83-acre, irregularly shaped site at 272 East Via Rancho Parkway (Project Site) in the City of Escondido (City). The Project Site is currently comprised of a three-story, enclosed regional shopping mall containing retail and restaurant uses and four stand-alone restaurant pad buildings. Proposed improvements to the shopping center would occur within the boundaries of the Development Area, which is defined as the existing surface parking area located in the western portion of the Project Site. The Project would include the construction of a 50,341-square-foot theater with approximately 10 screens and 1,248 seats, the construction of a new outdoor pedestrian plaza between the existing shopping mall and the proposed theater, and modification of the current Master Sign Program to allow for new signage on the Project Site. Figure A-1 on page A-2 delineates the location and boundaries of the Development Area within the Project Site. Completion of the Project would result in a total gross leasable area (GLA) of 1,329,826 square feet at the Westfield North County Regional Shopping Center.

B. Project Location and Surrounding Uses

The Westfield North County Shopping Center is located in the City of Escondido, adjacent to the City's southern boundary. More specifically, the Project Site is located north of Via Rancho Parkway, east of Interstate 15 (I-15), south of Beethoven Drive, and west of Bear Valley Parkway. As shown in Figure A-1, the Development Area is a 1.25-acre surface parking area within the western portion of the 83-acre Project Site. The Development Area is surrounded by surface parking areas on the northwest and southeast and the shopping mall structure on the southwest. The northeast boundary of the Development Area runs parallel to Beethoven Drive.

Regional access to the Project Site is provided via I-15, which is located approximately 1,500 feet west of the Project Site and runs in a north-south direction, and State Route 78 (SR-78), which is located approximately 4.25 miles north of the Project Site and runs in an east-west direction. Local access to the Project Site is provided by a

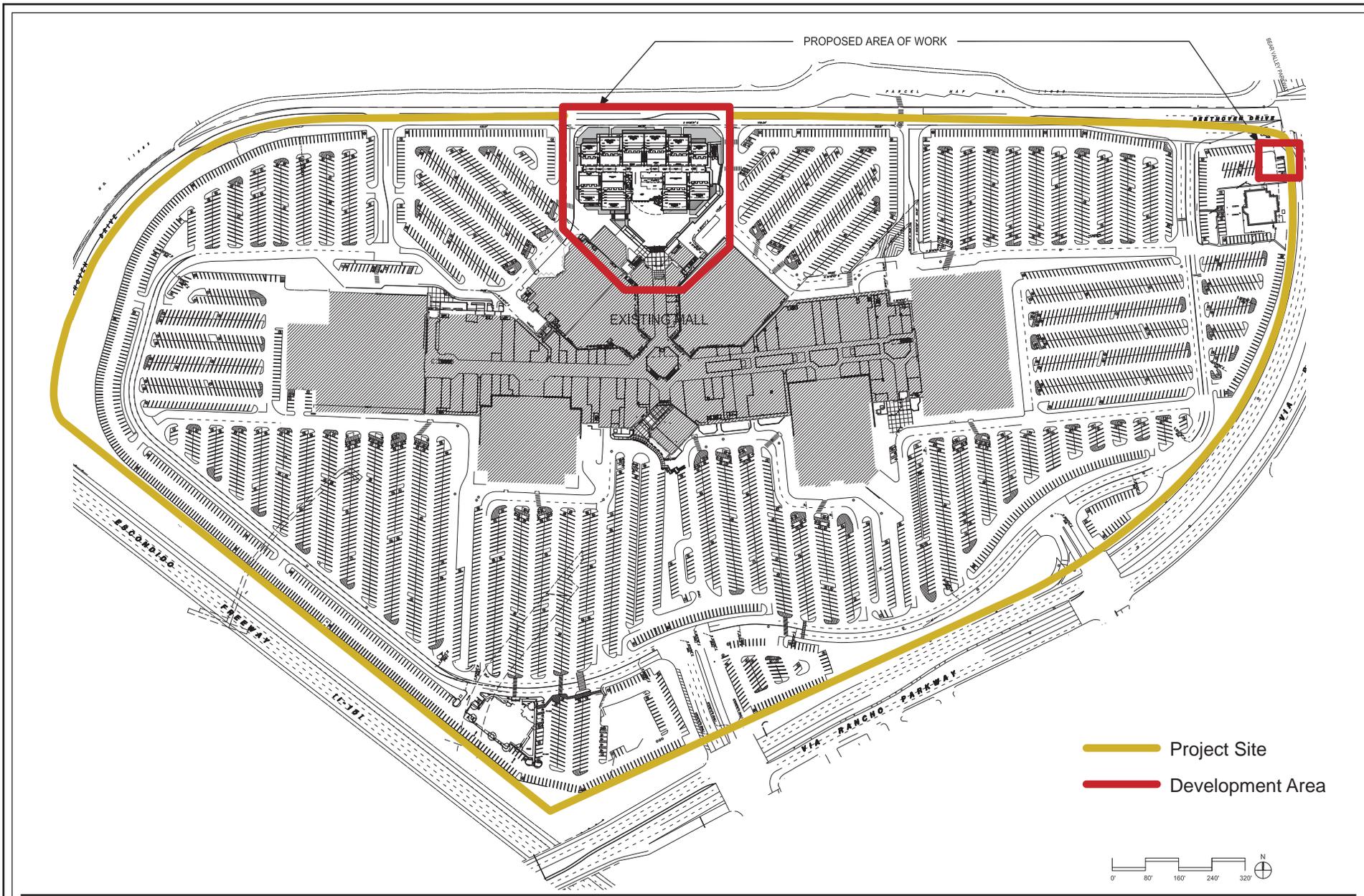


Figure A-1
Development Area and Project Site Boundaries

network of streets, including Via Rancho Parkway, Bear Valley Parkway, Beethoven Drive, and San Pasqual Road, as shown in Figure A-2 on page A-4.

As shown in Figure A-3 on page A-5, existing uses surrounding the Project Site include the Kit Carson Park to the north and northeast; the Escondido Golf Course to the east; the San Dieguito River Park, various retail and commercial uses, and open space to the south; and I-15 followed by a commercial shopping center and residential uses to the west.

C. Existing Project Site Conditions

The Project Site is currently developed with the existing Westfield North County Shopping Center, which is comprised of a three-story, enclosed regional shopping mall structure; four stand-alone restaurant pad buildings; and large surface parking areas with approximately 5,684 parking spaces. Existing landscaping on-site consists of various trees and shrubs located around the perimeter of the existing structures and within planters and landscaped parking medians dispersed throughout the surface parking areas. The Development Area contains a mix of shrubs and approximately 65 trees located within planters and landscaped parking medians. Of the 65 trees, 8 are Crape Myrtles, 18 are California Sycamores, 6 are California Peppers, 20 are Brisbane Box, 8 are Lacebark Elms, and 5 are California Fan Palms.

D. Existing Land Use and Zoning

The Project Site and Development Area are designated for Planned Commercial land uses in the City of Escondido General Plan, which was recently updated in 2012. The zoning designation for the Project Site and Development Area is Planned Development—Commercial (PD-C) per the Escondido Municipal Code. The Project Site and Development Area are also located within the Kit Carson Park Overlay.¹

E. Project Characteristics

1. Project Overview and Design

As previously indicated, the Project includes the construction of a 50,341-square-foot theater with approximately 10 screens and 1,248 seats within the Development Area.

¹ *City of Escondido City Council, Resolution No. 4679*

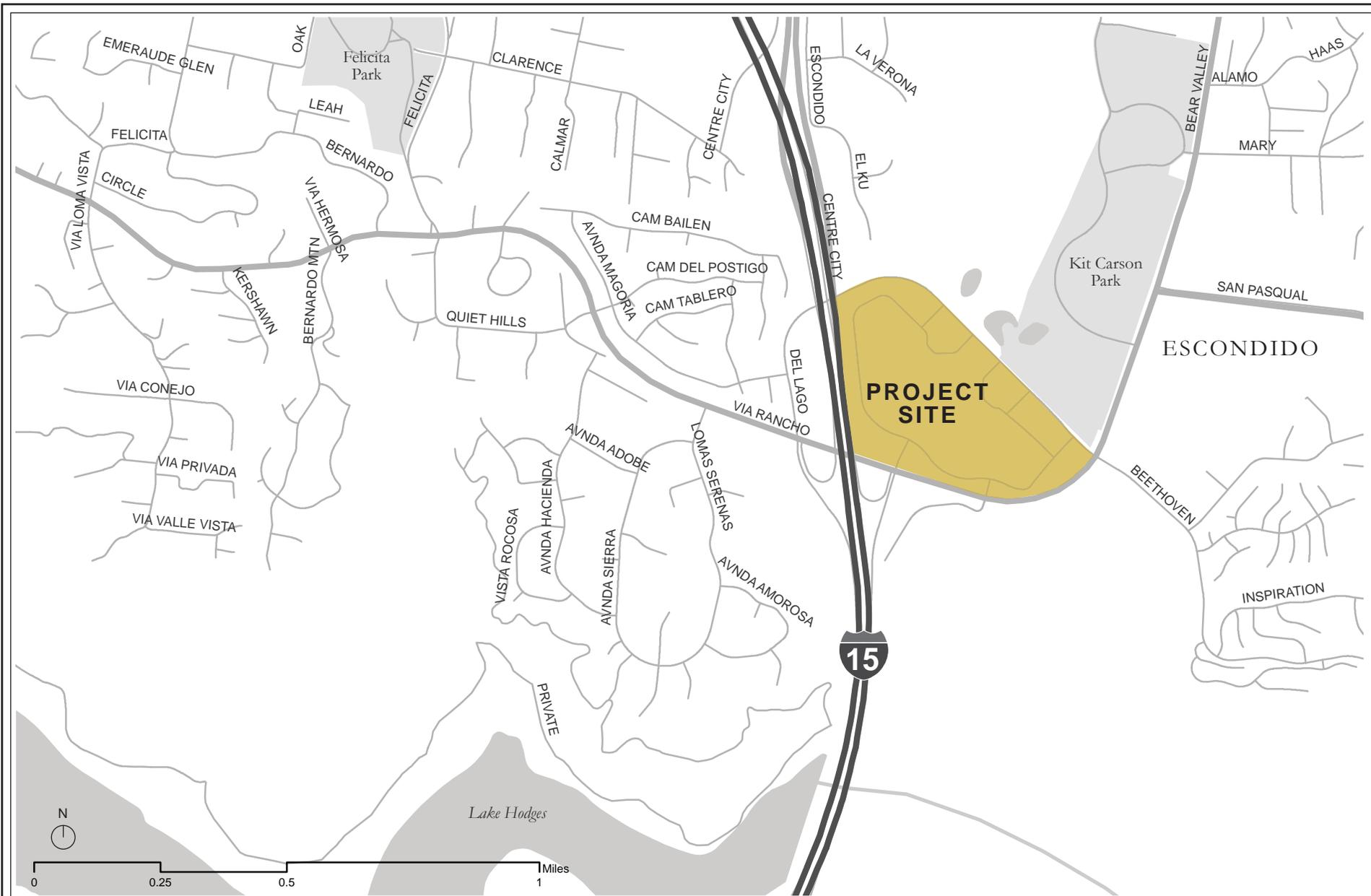


Figure A-2
Regional Vicinity Map





Figure A-3
Aerial View of the Project Site and Surrounding Uses

The proposed theater structure would have a maximum height of approximately 48 feet.² The Project also involves the construction of an outdoor pedestrian plaza between the existing mall and the proposed theater. The outdoor pedestrian plaza would be hardscaped with enhanced paving and feature outdoor furniture, landscaping, and pedestrian lighting. A conceptual site plan for buildout of the Project is provided in Figure A-4 on page A-7.

Construction of the proposed theater and outdoor pedestrian plaza would displace roughly 202 surface parking stalls and increase the GLA within the shopping center by 50,341 square feet, for a total GLA of 1,329,826 square feet. In addition, as part of the proposed improvements, new signage would be provided that would require an amendment to the previously approved Master Sign Program for the shopping center. Further discussion of proposed signage is provided below.

2. Access and Parking

Project development would not modify existing access to the Project Site, which would continue to be provided via seven separate driveways, five of which are on Beethoven Drive and two of which are on Via Rancho Parkway. Internal circulation within the Project Site would be provided via drive aisles and circulation roads throughout the surface parking areas.

The Project Site currently has approximately 5,684 parking spaces within contiguous surface parking lot areas surrounding the existing mall structure. The Project would necessitate the removal of 202 parking spaces to construct the theater building within the Development Area. Based on the City's parking requirement of four parking spaces per 1,000 square feet of GLA for the shopping mall, including the proposed theater, and with a site-wide GLA of 1,329,826 square feet upon completion of the Project, a total of 5,320 parking spaces would be required. Following Project development, 5,482 parking spaces would remain on-site, thus exceeding the parking requirement.

3. Open Space and Recreational Amenities

The landscape design for the Project would incorporate features and materials to enhance and reflect the surround uses of the Project Site. Hardscape improvements may include pavers, concrete, and decomposed granite, while landscape improvements may include vines, screening shrubs, and ground covers. The tree and plant palette would consist of mainly native and drought-tolerant species in order to reduce the Project's water

² Height measurements are relative to the floor elevation of the entry lobby unless otherwise noted.

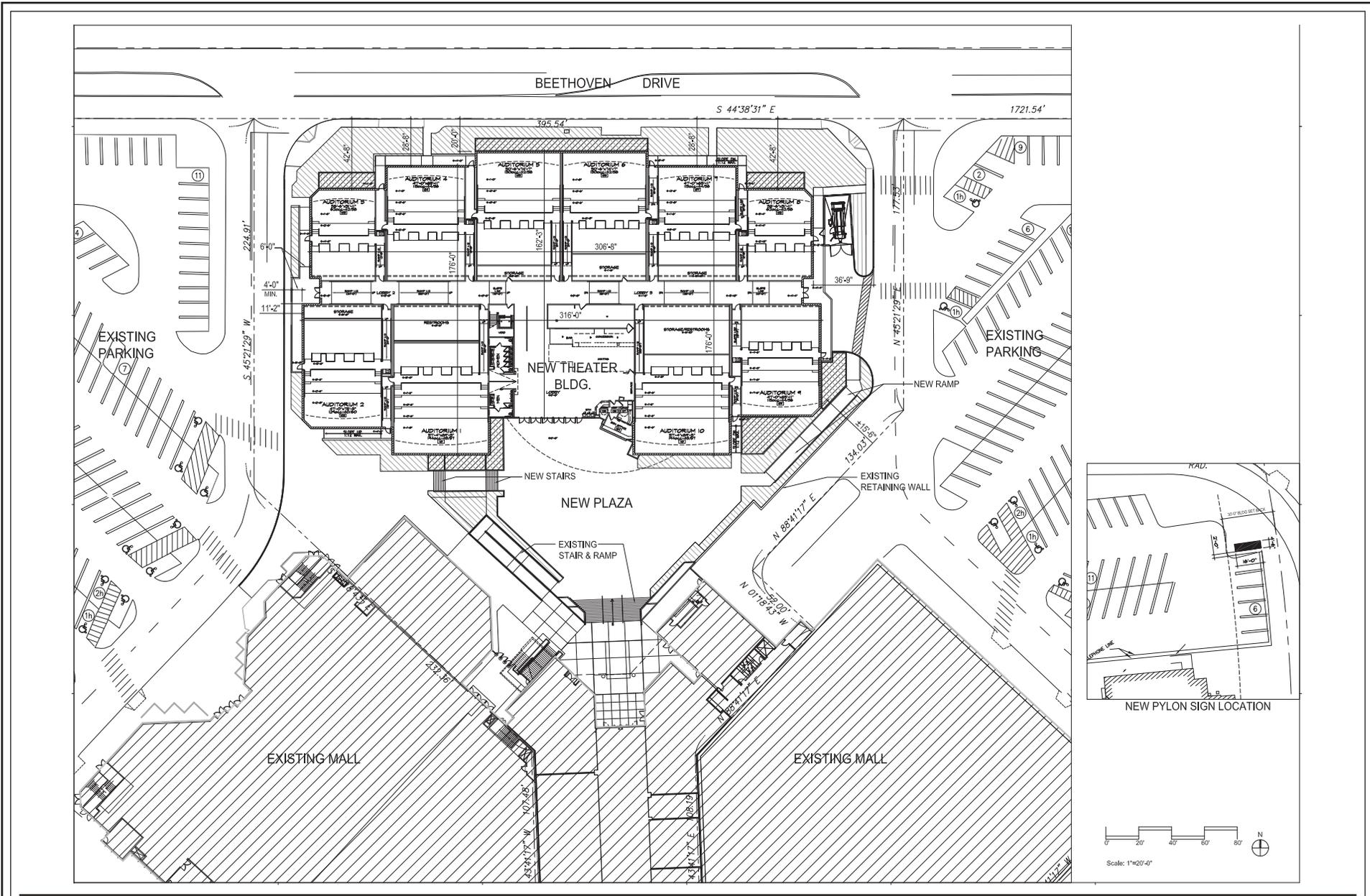


Figure A-4
Conceptual Site Plan

Source: Architects Orange, 2015.

demand. All proposed plant material would comply with the City of Escondido's Landscape Standards.

4. Lighting and Signage

Project lighting would include low-level exterior lights adjacent to buildings and along pathways for aesthetic, security, and wayfinding purposes. Lighting would comply with current energy standards and codes, while providing appropriate light levels for accent signage, architectural features, and landscaping elements. Light sources would be shielded and/or directed toward the areas to be illuminated, thereby minimizing spill-over onto adjacent uses.

Proposed signage may include general street-level tenant/site identification, wayfinding, and building identification signage. The design of Project signage would be compatible with the architecture of the Project Site. Signage requirements for the theater building would allow letter and logo signs on the southeast and northwest elevations, as well as on the tower feature. Movie poster cabinets would also be allowed on the southwest elevation. In addition, the Applicant would be permitted to construct a pylon sign at the corner of Beethoven Drive and Via Rancho Parkway to promote the Westfield North County Shopping Center and the associated major anchor stores. As previously indicated, modification of the current Master Sign Program would be required to allow for the new signage.

5. Sustainability Features

The Project would incorporate features to support and promote environmental sustainability. "Green" principles are included as part of the Project to comply with policies contained in the City of Escondido's General Plan that promote sustainability. Specifically, the Project would utilize light-emitting diode (LED) and energy-efficient lighting, high-efficiency heating/ventilating/air conditioning (HVAC) units, low-volatile organic compound (VOC) paints and finishes, recyclable floor materials, and water-efficient toilets in the design of the proposed theater.

F. Project Construction and Scheduling

Project construction is anticipated to be completed by 2017, with the first full year of operation in 2018. Construction activities would include grading, excavation, and building phases. It is estimated that approximately 300 cubic yards (cy) of demolition material (e.g., concrete and asphalt surfaces) and soil would be hauled from the Project Site during the demolition and excavation phase.

G. Necessary Approvals

The City of Escondido has the principal responsibility for approving the Project. Approvals required for Project development would include, but not be limited to, the following:

- Approval of a modification to the Master Development Plan for the overall site development guidelines and new, site-related improvements. Changes to the Master Sign Program will occur as part of the modification to the Master Development Plan.
- Approval of a Precise Development Plan for the new, building-related improvements.