

Downtown Specific Plan

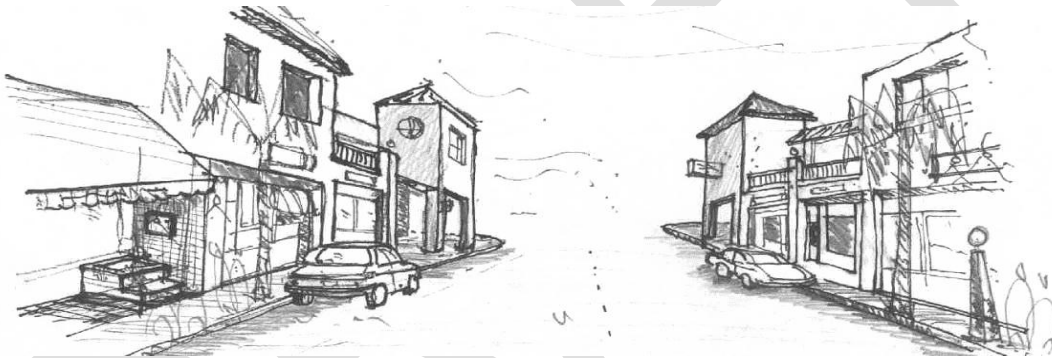
LAND USES

II. DOWNTOWN SPECIFIC PLAN LAND USES

A. SPECIFIC PLANNING AREA BOUNDARY AND DISTRICTS SUMMARY

The Downtown Specific Plan Area (SPA) encompasses approximately 500 acres. The SPA extends from Interstate 15 to Palomar Hospital, and includes areas north of Washington Avenue and south of Fifth Avenue (see Figure II-1). The Downtown Specific Plan Area has been divided into seven districts described in Chapter V that are characterized by a particular land use emphasis and different requirements related to site planning. The seven Downtown Specific Plan Districts are:

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



B. LAND-USE MATRIX

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

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

Downtown Specific Plan

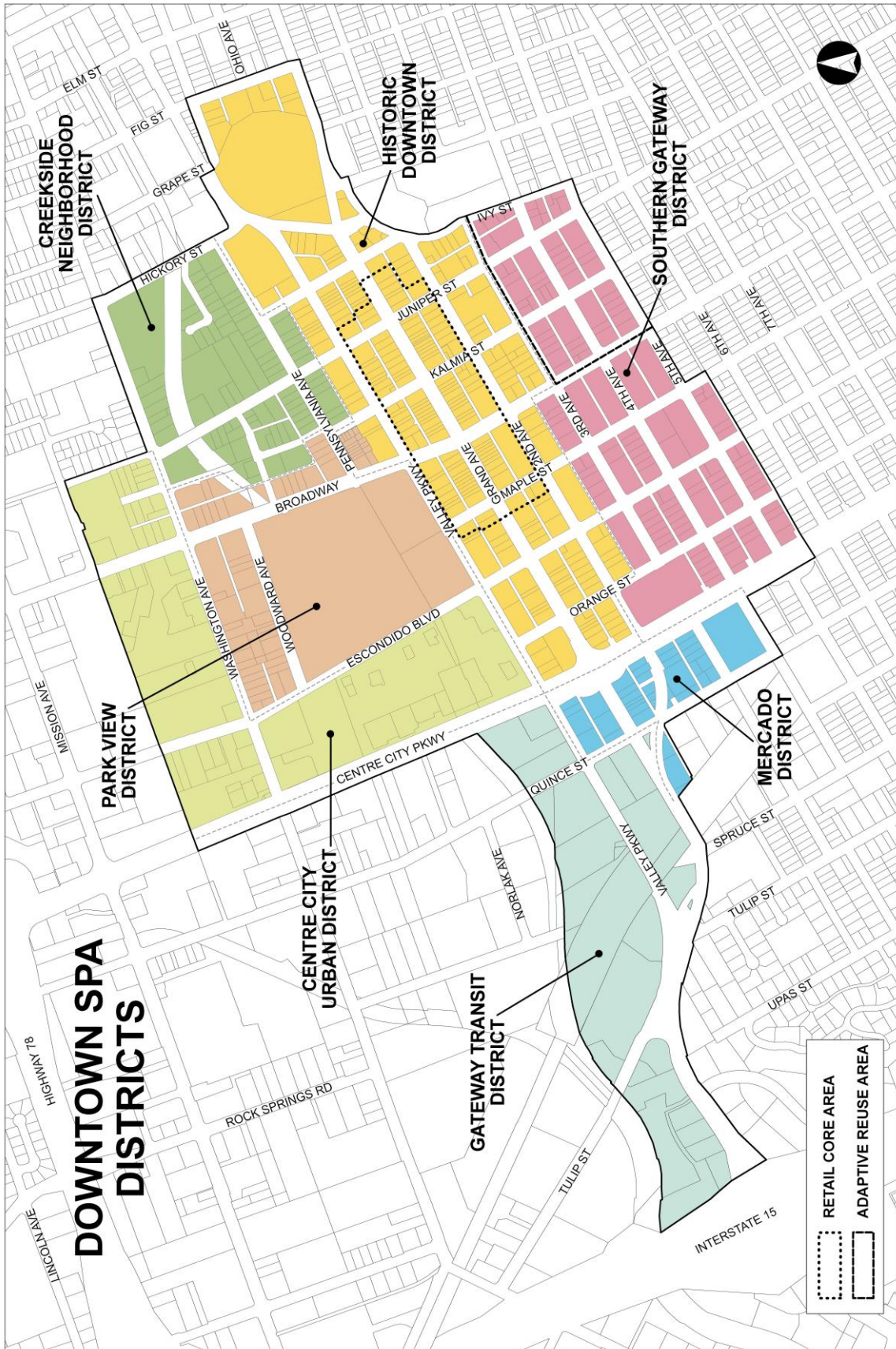


FIGURE II-1

**FIGURE II-2
PERMITTED USE MATRIX**

<u>LAND USE</u>	<u>HD</u>	<u>PV</u>	<u>CCU</u>	<u>GT</u>	<u>M</u>	<u>SG</u>	<u>CN</u>
RESIDENTIAL AND LODGING (in accordance with Figure II-3 and Figure II-4)							
Bed-and-breakfast establishments						C	C
Residential-care facilities						C	C
Hotels and Motels (subject to submittal requirements and findings for other commercial zones in the City)	C	C	C	C	C		
Residential	P8	P8, P9	P8	P8	P8	P8	P8
GENERAL RETAIL*							
New merchandise sold in department stores, drugstores, pharmacies, and retail establishments selling toys, flowers, gifts, stationery, jewelry, leather, apparel, shoes (including repair), china, glassware, pottery, crafts, cigars, yardage goods, pets, hobbies, art supplies, video sales and rental, music (including incidental recording, instruction and instrument repair), books/magazines/newspapers, sporting goods, bicycles/cameras/electronics/office business/small household appliance sales and service, and other similar retail goods and incidental services NEC. Prohibited uses include retail uses with across the board maximum pricing or "everything under" pricing and surplus goods.	P	P	P	P	P	P3	P6
Previously owned goods and merchandise including antiques, collectibles, coins, consignment and stamps, excluding pawn shops, second hand and thrift stores.							
Automobile supply stores with, or without, incidental installation				P		P3	

NOTES:

P = Permitted C = Conditional Use Permit required

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

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

DISTRICTS:

- | | |
|-----|------------------------|
| HD | Historic Downtown |
| PV | Park View |
| CCU | Centre City Urban |
| GT | Gateway Transit |
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<u>LAND USE</u>	<u>HD</u>	<u>PV</u>	<u>CCU</u>	<u>GT</u>	<u>M</u>	<u>SG</u>	<u>CN</u>
<u>GENERAL RETAIL (continued)</u>							
Carpet and floor covering and installations				P		P3	
Large appliance sales	P7		P	P	P1	P3	
Home Furnishings with retail display (not including "mattress only", carpet, drapery, and discount furniture stores)	P		P	P	P1	P3	
Hardware, paint, glass, tools, home improvement	P1, P7		P	P	P1	P1, P3	
Medical equipment sales/rentals and supplies	P7		P	P		P3	
Outdoor vending machines		P					
<u>EATING AND DRINKING ESTABLISHMENTS*</u>							
All types of eating establishments providing meal service from an on-site operating commercial-grade kitchen, and/or dessert service from an on-site operating commercial-grade freezer/refrigerator facility with, or without, incidental sale of alcohol (including micro-breweries and outdoor dining, but with no drive-through), with no live amplified entertainment or dancing	P	P	P	P	P	P3, P11	
Eating establishments (as defined above) with indoor amplified entertainment and/or dancing	P	C	C	C	P	C3	
Wine- and beer-tasting establishments (only with retail sales involving related merchandise that includes a significant portion of the sales area)	P	C	C	C	P	C3	
Drinking establishments, bars and nightclubs serving alcohol with or without live entertainment and/or dance	C	C	C	C	C	C3	

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

DOWNTOWN DISTRICTS:

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

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

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

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

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LAND USE	HD	PV	CCU	GT	M	SG	CN
<u>EDUCATION*</u>							
Educational facilities for adults	C10	P	C	P	P	P	C6
Daycare facilities	C10	C	C	C	C	C	C6
Schools (primary and secondary education)		C		C	C	C	C
<u>COMMUNICATIONS (wireless facilities subject to Article 34)</u>							
Broadcasting (radio and/or television stations)	C7	C	C	C	P	C	C6
Newspaper printing and publishing	C7		C1	C1	C1	C1	C6
<u>TRANSPORTATION AND MISCELLANEOUS SERVICES*</u>							
Car-rental services, excluding maintenance and repair of vehicles			C	C			
Parking lots (municipal)	P	P	P	P	P	P	P
Parking lots (private full fee)	C	C	C	C	C	C	C
Taxicab, trolley, shuttle and pedicab stands	P	P	P	P	P	P	P
Transit stations and car-rental services, including maintenance and repair				P			
Seasonal sales not exceeding 30 days, (including pumpkin, Christmas tree and wreath sales between October 1 and December 31, both dates inclusive, to the extent permitted by other statutory and ordinance provisions). Any structures and materials used for seasonal sales shall be removed from the premises immediately after December 31 and the property shall be restored to a neat condition	P	P	P	P	P	P	P

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LAND USES

C. RESIDENTIAL USES

Figures II-3 and II-4 identify the types of residential uses permitted or conditionally permitted, within the Downtown Specific Plan Area within each Land Use District. Any exceptions are noted at the bottom of the table. The Director of Community Development shall make a determination regarding whether the proposed use is similar to a listed use if a type of residential use is not listed.

A total of 5,275 residential units are planned for the Downtown SPA. The types of residential uses and their appropriate Districts are outlined in Figure II-3. The specific locations within each District where residential uses are permitted are shown in Figure II-4. Residential densities for each District are depicted in certain Figure II-5. Residential uses shall be considered with the design principles and guidelines found in Chapter III.

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



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

Downtown Specific Plan

LAND USES

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

NOTE: REFER TO FIGURE II-4 FOR PERMITTED LOCATIONS TO DEVELOP RESIDENTIAL USES, AND FIGURE II-5 FOR PERMITTED RESIDENTIAL DENSITIES

Types of Residential Units See Figure II-4 and II-5 identifying areas and densities associated with developing residential uses, as well as Chapter 3 defining certain residential uses	DOWNTOWN DISTRICT						
	HD	CCU	GT	PV	M	SG	CN
Apartments/flats, condominiums (units on ground floor)		P1	P1	P1		P1	P1,6
Apartments/flats, condominiums (units above permitted non-residential ground-floor uses)	P1	P1	P1	P1	P1	P1	P1
Single-Family, Detached (conventional)						P5	P6
Townhome, Row-Home Units		P1	P1	P1		P1	P1,6
Duplex (two units attached)				P1		P4	P1,6
Artisan Loft (units on ground floor)	P1,2	P1	P1		P1,2	P1,3	P1
Artisan Loft (units above permitted non-residential ground floor uses)	P1	P1	P1		P1	P1	P1
Shopkeeper	P1,2				P2	P3	P1

P = Permitted

- 1 Residential and mixed-use projects are permitted in specified areas (see Figure II-4), subject to a Planned Development approval pursuant to Article 19 of the Escondido Zoning Code.
- 2 Not permitted to front on Grand Avenue, Valley Parkway or Second Avenue³Not permitted on Escondido Boulevard.
- 4 Only permitted in Adaptive Reuse Area.
- 5 Conventional, single-family residential permitted provided structure qualifies as a historical resource
- 6 Ground floor residential not located on Pennsylvania Ave. may develop without Planned Development approval

Districts:

HD= Historic Downtown
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GT= Gateway Transit
SG= Southern Gateway

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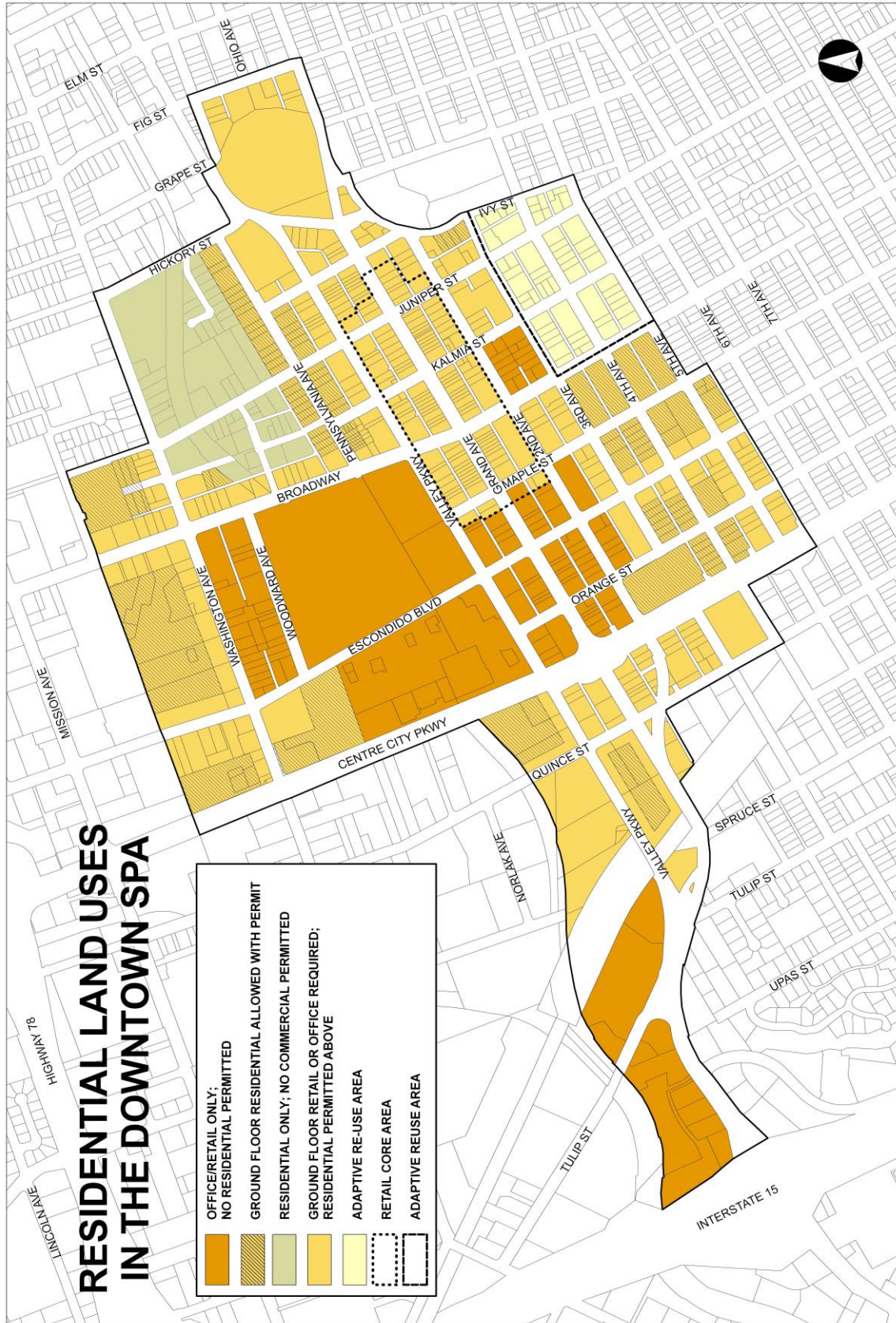


FIGURE II-4

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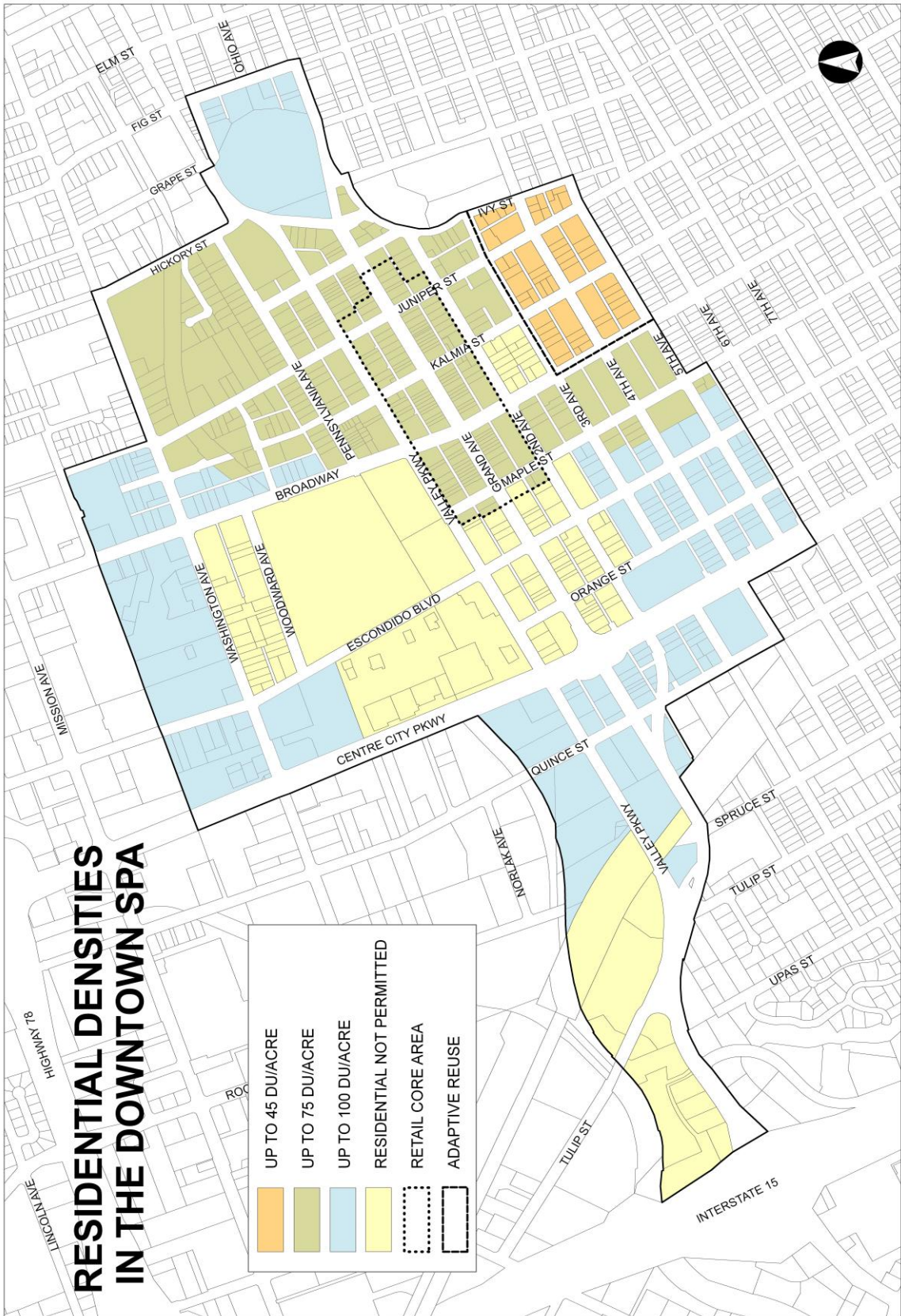


FIGURE II-5