

II. Land Use and Community Form



Introduction

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

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

The Land Use / Community Form Element’s Purpose

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

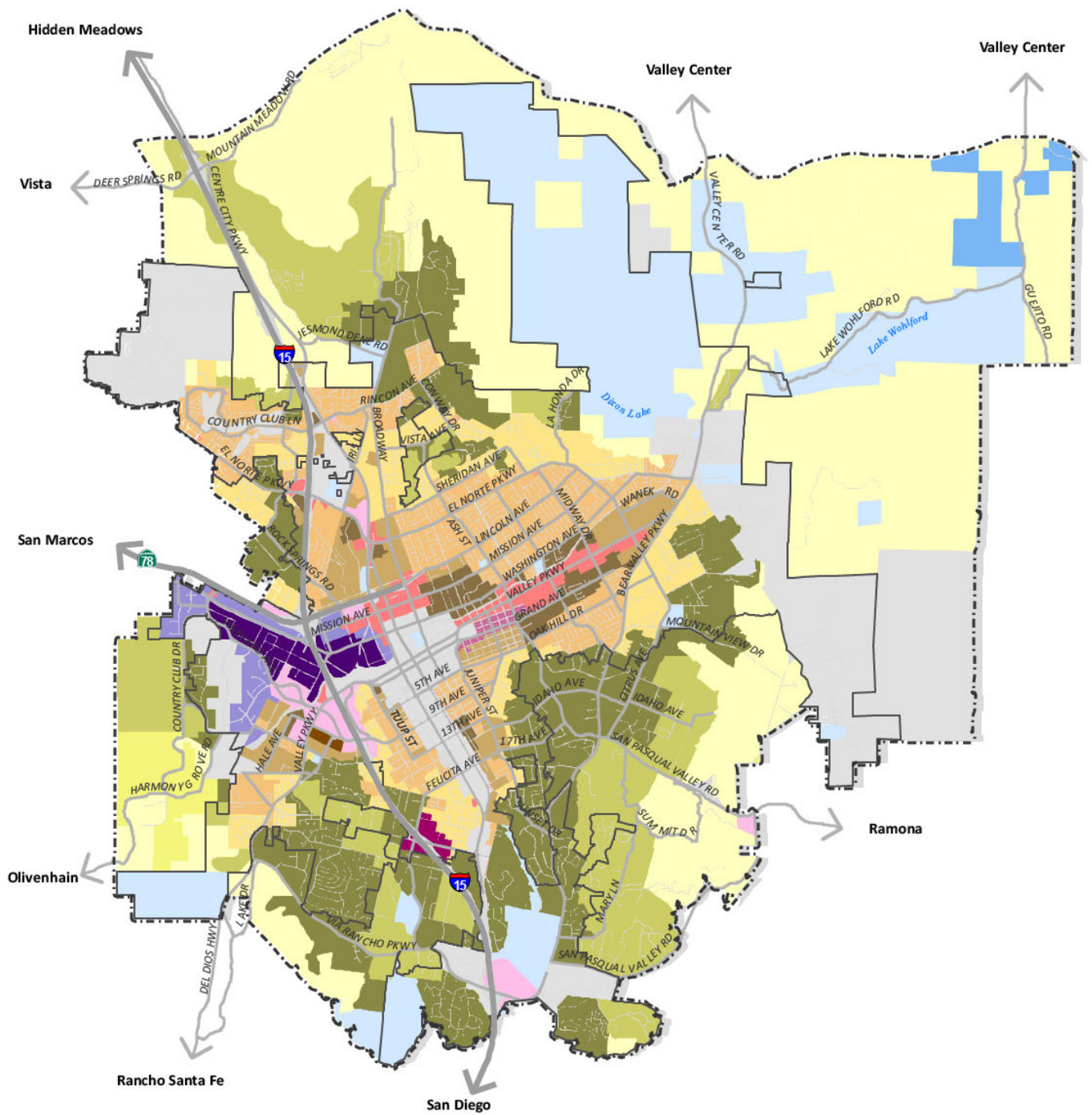
Goals identified in the Land Use / Community Form Element foster Escondido’s role as an urban center. The Plan emphasizes the revitalization of the downtown area and established neighborhoods, promotes economic development in the form of attractive, sustainable, economically viable industrial and commercial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



A. Relationship to Other Elements in the General Plan

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

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



GENERAL PLAN LAND USES

RESIDENTIAL

- Residential I: 1 du/ 4, 8, 20 acres
- Residential II: 1 du/ 2, 4, 20 acres
- Estate I: 1 du/ 1, 2, 4, 20 acres
- Estate II: 1 du/ .5, 1, 20 acres
- Suburban: Up to 3.3 du/acre
- Urban I: Up to 5.5 du/acre
- Urban II: Up to 12 du/acre
- Urban III: Up to 18 du/acre
- Urban IV: Up to 24 du/acre
- Urban V: Up to 45 du/acre

COMMERCIAL

- General Commercial
- Neighborhood Commercial
- Office
- Planned Commercial
- Planned Commercial/ Mixed Use

INDUSTRIAL

- Light Industrial
- General Industrial
- Industrial Office

OTHER

- Public Land/Open Space
- Tribal Lands
- Specific Plan Area

- Highway
- General Plan Boundary
- City Limits
- Street
- Lakes

0 0.5 1 Mile



City of Escondido

Land Uses
Figure II-1





B. Escondido's Community Character

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

*Escondido as viewed from
Lake Dixon Regional Park*

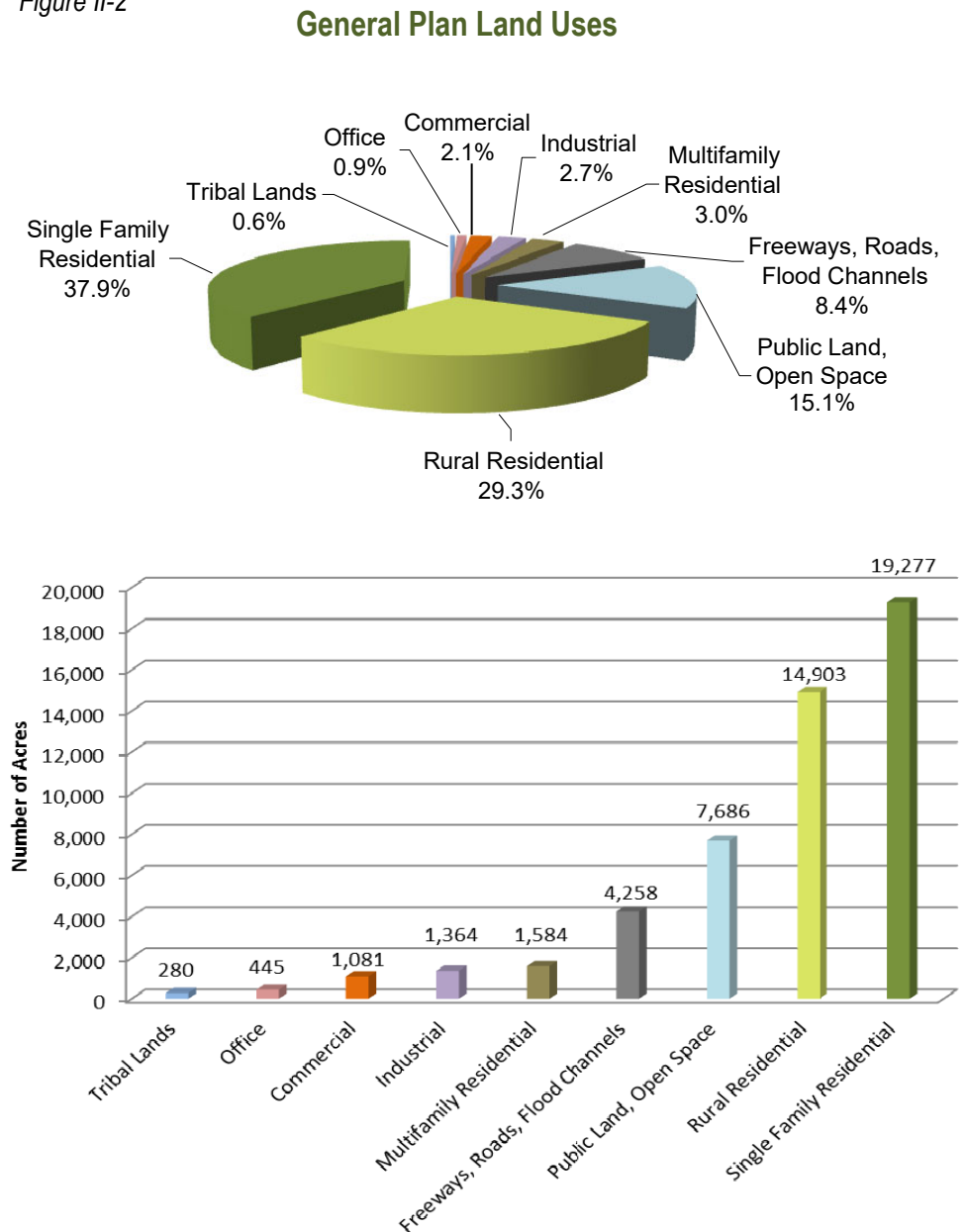
*"For every site there is an ideal use.
For every use there is an ideal site."*

John Ormsbee Simonds
Landscape Architect
and City Planner

C. Land Use Distribution

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

Figure II-2



D. Land Uses, Standards and Character

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

1. Urban Form Standards

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

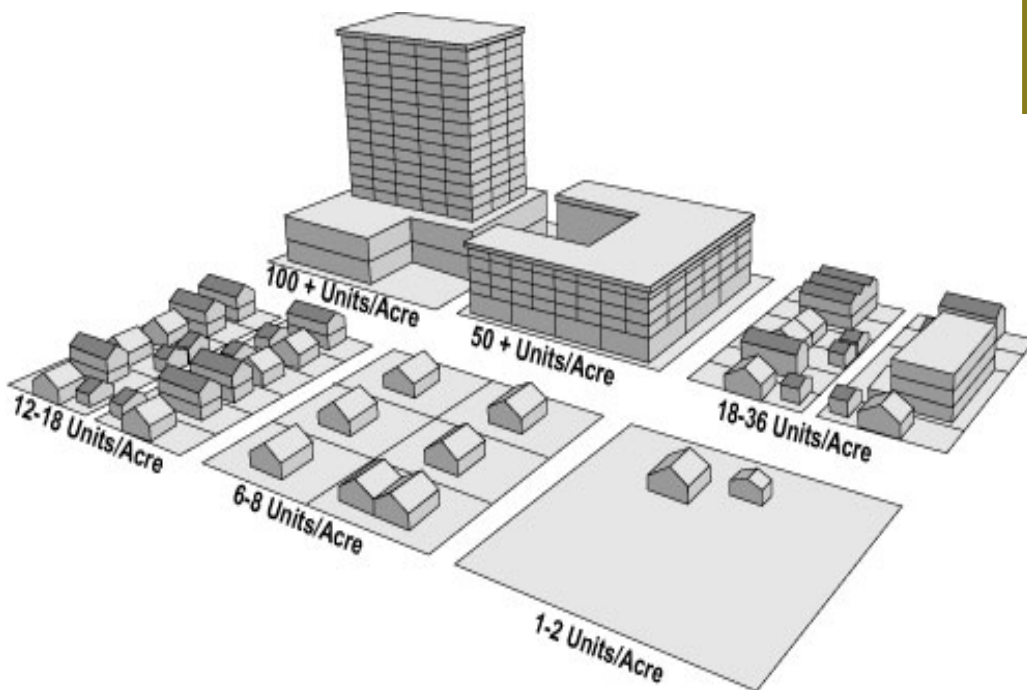


Figure II-3a

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

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

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

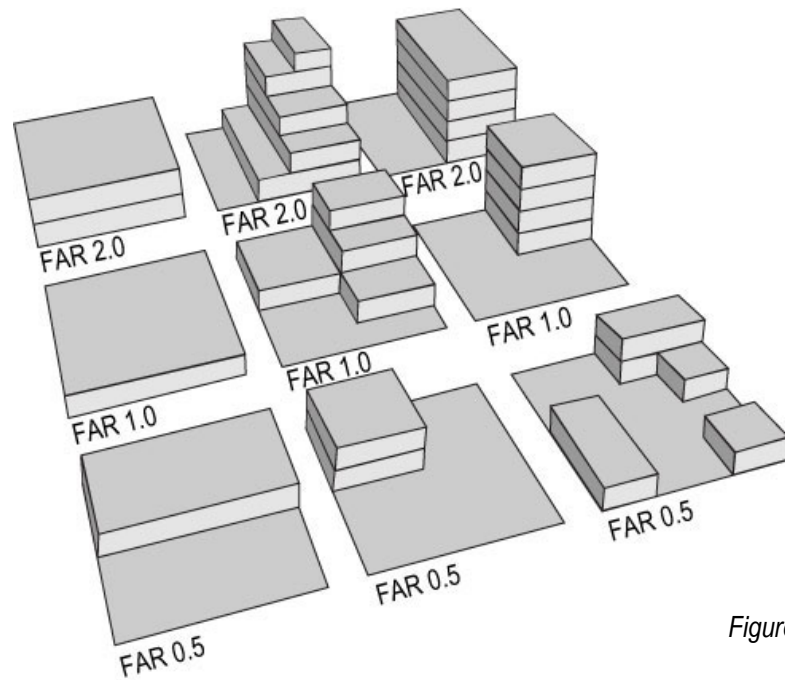
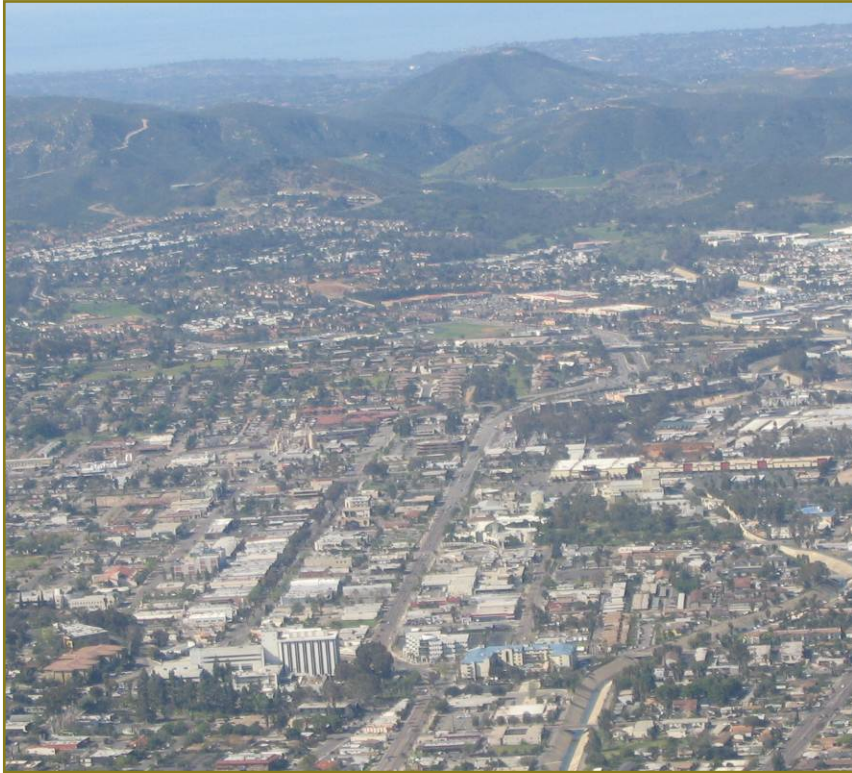


Figure II-3b
Various building configurations represented by different Floor Area Ratios (FARs) of 0.5, 1.0 and 2.0.

Figure II-3b

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

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



2. Description of Uses

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

3. Urban Form Characteristics

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

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

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

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



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

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

1. Opportunities to Live, Work and Play

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

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



2. Protect, Preserve, and Revitalize Neighborhoods

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

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

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

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

World Commission on Environment and Development (WCED)

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



3. Conserve and Sustain Resources

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

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



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

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

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

1. Smart Growth Principles

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

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

Designing for Smart Growth
SANDAG publication

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

Escondido's Smart Growth Strategy

Capitalize on the city's infrastructure investment by:

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

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

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

2. New and Revitalized Opportunity Areas

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

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



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

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



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

3. Mixed Use Transit Oriented Development

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

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

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



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

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

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



4. Educational Promotion

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

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

*Palomar College's satellite
East Valley Parkway campus*

G. General Plan Land Use Designations and Development Capacity

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

Figure II-5
General Plan (GP) Development Capacity

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



Figure II-6

General Plan Land Use Designations





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

Figure II-6

General Plan Land Use Designations





Land Use Designation	Required Standards: <i>Density and Design</i> <i>Minimum Lot Size</i> <i>Maximum Building Height</i> <i>(Also refer to policies)</i>	General Description of Uses	Recommended Urban Form Characteristics
Single Family Residential			
<p>Suburban This designation applies to areas that generally surround the urbanized core of the community and accommodates single family detached homes on relatively large lots. Development clustering is permitted pursuant to General Plan Residential Clustering Policies</p>			
<p>Suburban</p> 	<p>Maximum densities allowed on the following slope categories: 0-25% - 3.3 du/ac; 25-35% - 1.5 du/ac; and 35%+ - 1 du/20 ac. Min lot size: 10,000 sf Building Height: 1-2 stories Street designs support pedestrian and bicycle use along with vehicular circulation Zoning: R-1-10 or higher</p>	<p>Single family homes with a traditional residential neighborhood character.</p> 	<ul style="list-style-type: none"> ▪ Interconnected curvilinear street system facilitating traffic flow ▪ Community services and neighborhood parks within walking distance of local residents, where feasible ▪ Established street tree canopy providing shade and enhanced neighborhood character
<p>Urban I This designation applies to residential areas of the main Escondido “valley floor” and accommodates single family detached homes on smaller urban lots. Development clustering is permitted pursuant to General Plan Residential Clustering Policies</p>			
<p>Urban I</p> 	<p>Maximum densities allowed: 5.5 du/ac; Min lot size: 6,000 sf Building Height: 1-3 stories Street designs support pedestrian and bicycle use along with vehicular circulation Zoning: R-1-9 or lower</p>	<p>Single family homes in a more urban, medium-density living environment, characteristic of much of Escondido. Mobile homes, patio homes, and zero-lot-line developments are also permitted.</p> 	<ul style="list-style-type: none"> ▪ Highly interconnected linear street system facilitating traffic flow ▪ Community services and neighborhood parks within walking distance of local residents, where feasible ▪ Established street tree canopy providing shade and enhanced neighborhood character ▪ Range of housing types and design consistent with existing forms and patterns where appropriate ▪ Streets in older neighborhoods maintain limited curb cuts with rear, alley, and side garage access

Figure II-6

General Plan Land Use Designations



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

Figure II-6
General Plan Land Use Designations

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

Figure II-6

General Plan Land Use Designations

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

Figure II-6
General Plan Land Use Designations

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

Planned Commercial
 This designation accommodates a variety of commercial activities within a self-contained comprehensively planned development.


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

Figure II-6

General Plan Land Use Designations



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

Figure II-6

General Plan Land Use Designations


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

Figure II-6

General Plan Land Use Designations

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



Figure II-6

General Plan Land Use Designations

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

Figure II-6

General Plan Land Use Designations

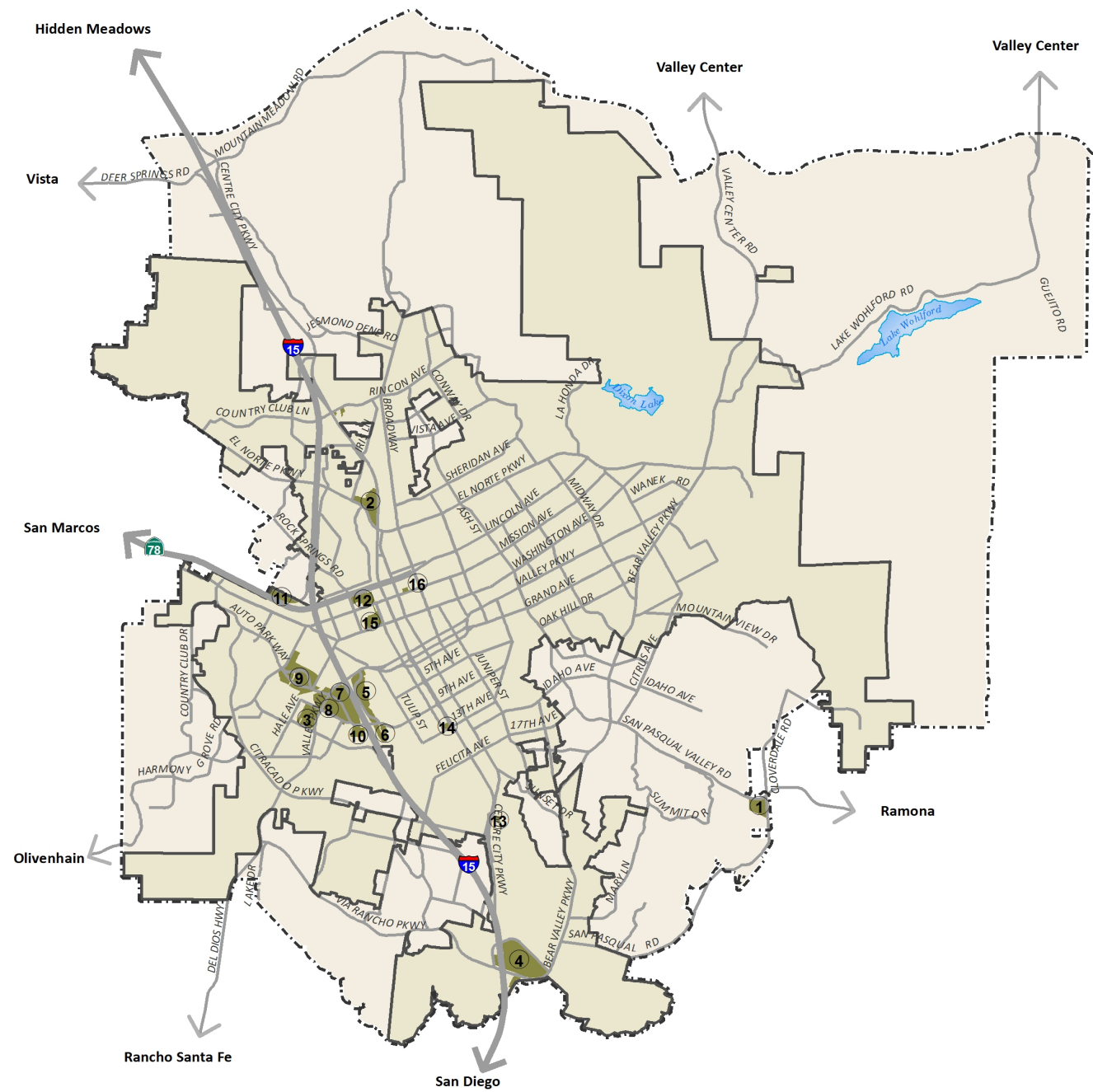
Land Use Designation	Required Standards: <i>Density and Design</i> <i>Minimum Lot Size</i> <i>Maximum Building Height</i> <i>(Also refer to policies)</i>	General Description of Uses	Recommended Urban Form Characteristics
Other Land Uses			
Specific Planning Areas.			
<p>Specific Planning Areas</p>	<p>Development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

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



H. Planned Commercial Land Use Areas

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



Land Use Category
 Planned Commercial

Source: City of Escondido

Legend

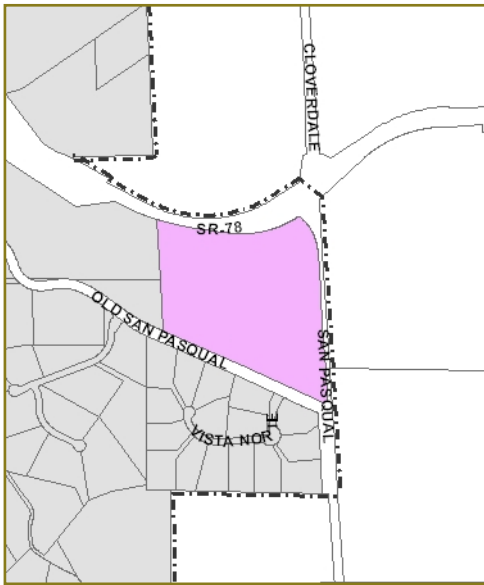
- General Plan Boundary
- City Limits
- Highway
- Lakes

0 0.5 1 Miles



Escondido General Plan

Planned Commercial Areas
Figure II-7



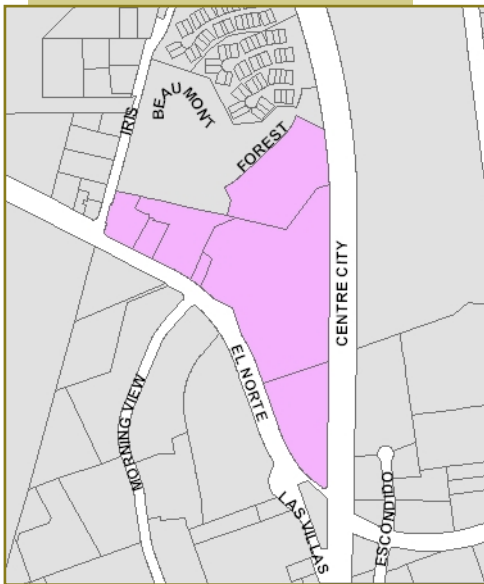
1. Highway 78 / Cloverdale Road

Location: Southwestern corner of Cloverdale Road and Highway 78

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

Planned Commercial Development 1 Guiding Principles:

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



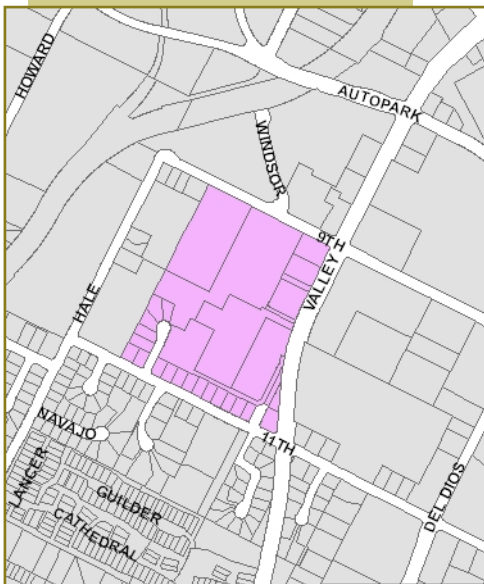
2. Iris Lane / El Norte Parkway

Location: Northeastern corner of Iris Lane and El Norte Parkway

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

Planned Commercial Development 2 Guiding Principles:

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



3. West Valley Parkway / Ninth Avenue

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

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

Planned Commercial Development 3 Guiding Principles:

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

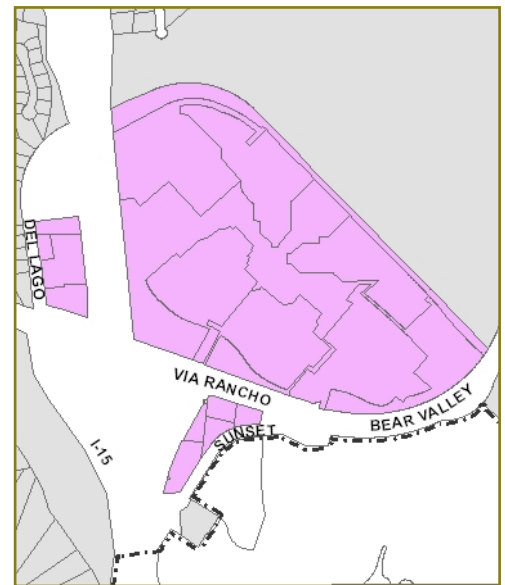
4. Westfield Regional Shopping Center

Location: Interstate 15 at Via Rancho Parkway

Size: Approximately 83 acres (Figure II-7, Area #4).

Planned Commercial Development 4 Guiding Principles:

Refer to Target Area 'g' in Section J



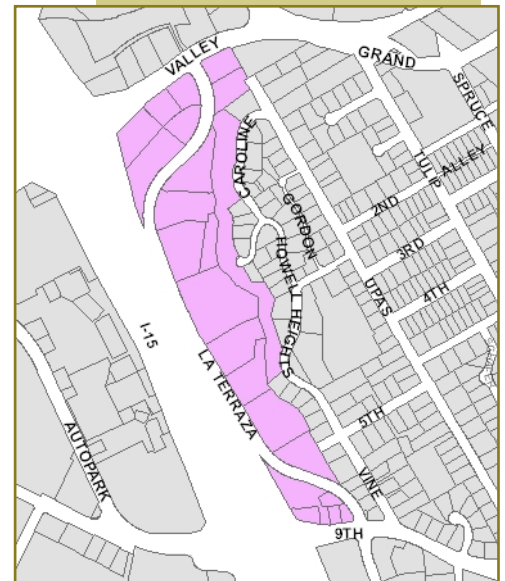
5. La Terraza

Location: La Terraza Boulevard and West Valley Parkway

Size: Approximately 41 acres (Figure II-7, Area #5).

Planned Commercial Development 5 Guiding Principles:

Land uses shall include office, hotel, restaurant, and retail. The hotel will be a high quality, full service hotel with supporting improvements, such as room service and conference / recreational facilities.



6. Canterbury Place

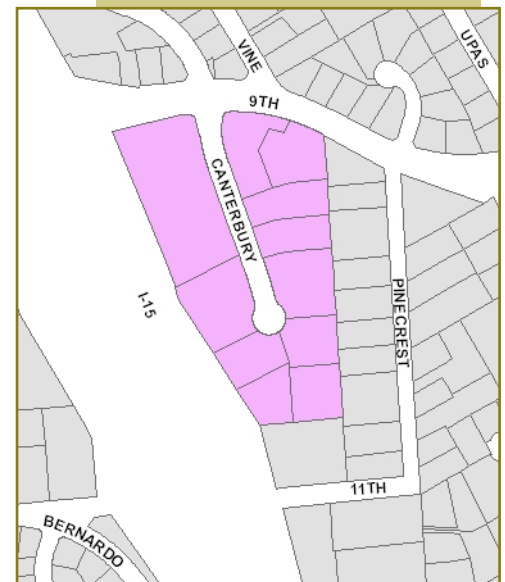
Location: Canterbury Place, south of Ninth Avenue

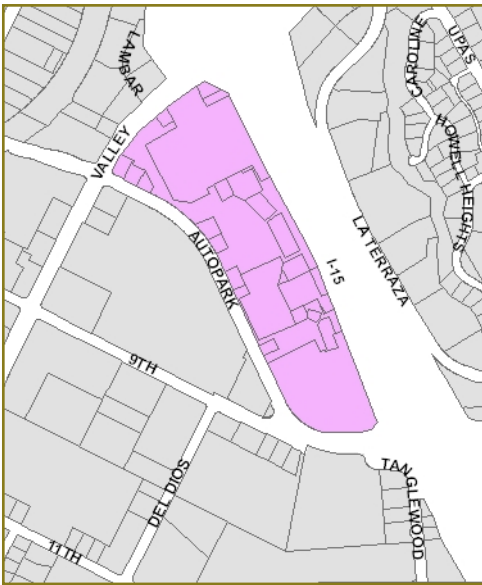
Size: Approximately 15 acres (Figure II-7, Area #6).

Planned Commercial Development 6 Guiding Principles:

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

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





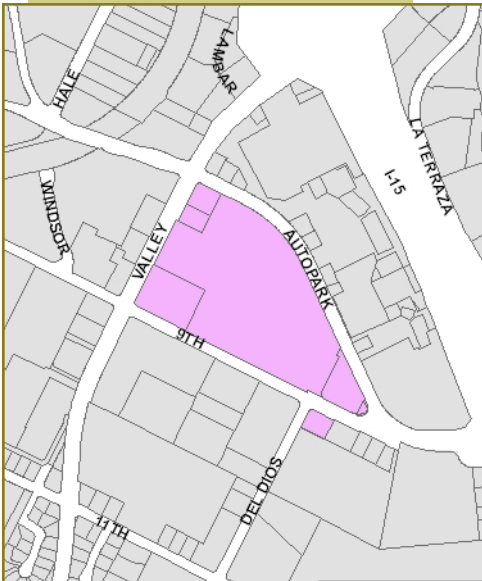
7. Promenade Shopping Center

Location: West side of Interstate 15 at Via Rancho Parkway

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

Planned Commercial Development 7 Guiding Principles:

Refer to Target Area ‘i’ in Section J



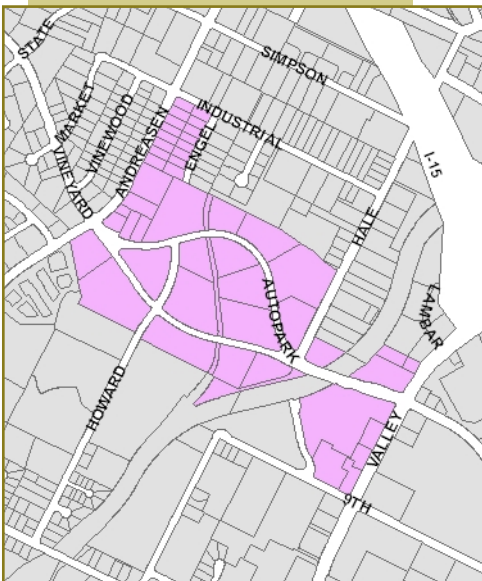
8. Del Dios Middle School

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

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

Planned Commercial Development 8 Guiding Principles:

Refer to Target Area ‘i’ in Section J



9. Escondido Auto Park

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

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

General Plan Designation: Planned Commercial

Planned Commercial Development 9 Guiding Principles:

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

10. Auto Park Way / Tanglewood Drive

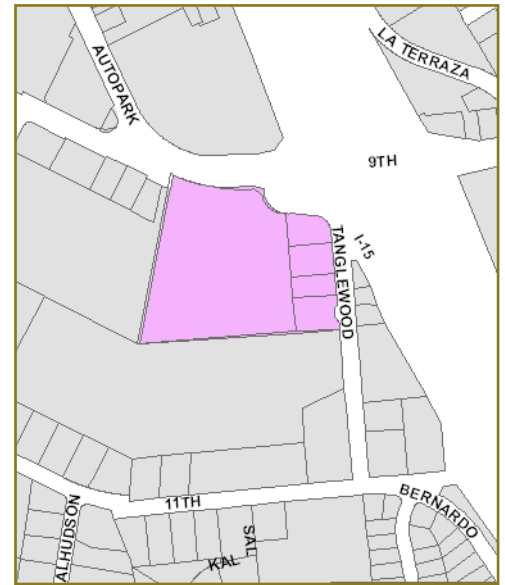
Location: South side of Auto Park Way at Tanglewood Drive

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

General Plan Designation: Planned Commercial

Planned Commercial Development 10 Guiding Principles:

Refer to Target Area 'i' in Section J



11. Montiel Road

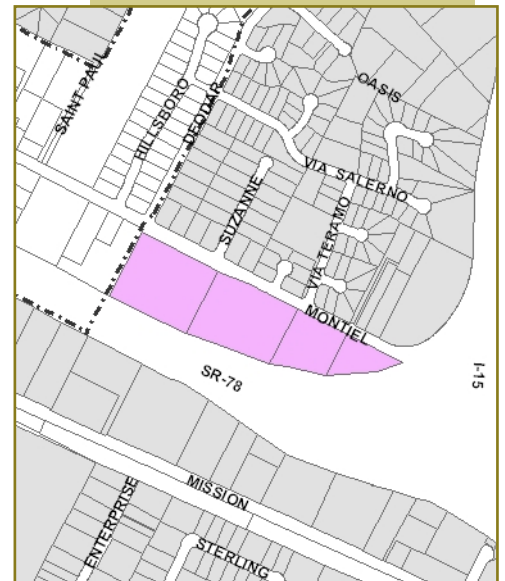
Location: South side of Montiel Road, north of Highway 78

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

General Plan Designation: Planned Commercial

Planned Commercial Development 11 Guiding Principles:

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



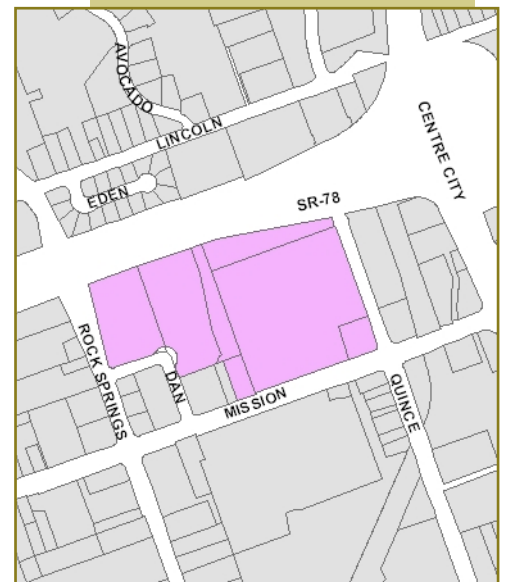
12. Mission Avenue / Quince Street

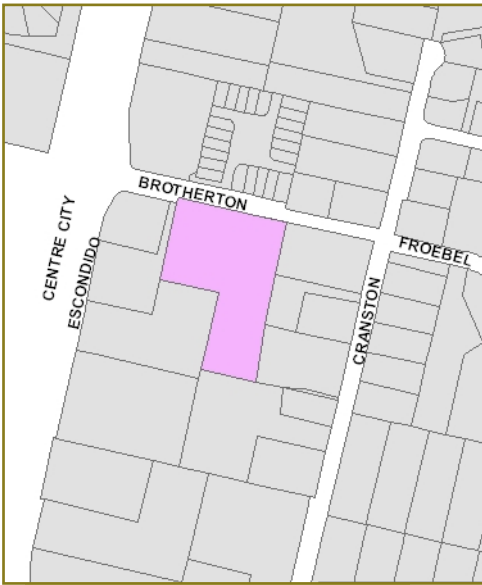
Location: Northwestern corner of Mission Avenue and Quince Street

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

Planned Commercial Development 12 Guiding Principles:

Refer to Target Area 'a' in Section J





13. Brotherton Road

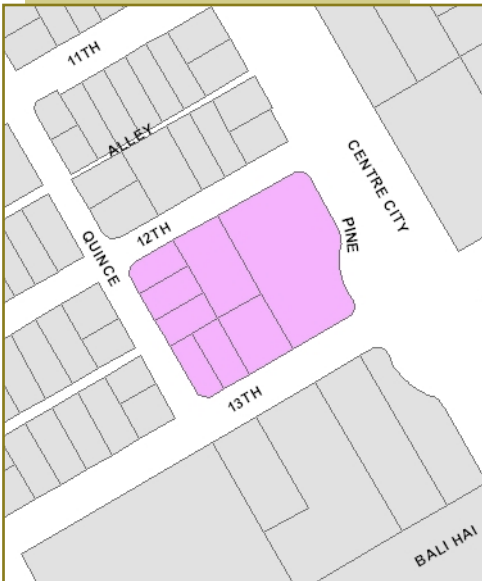
Location: Southern side of Brotherton Road, east of Escondido Boulevard

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

General Plan Designation: Planned Commercial

Planned Commercial Development 13 Guiding Principles:

Refer to Target Area ‘f’ in Section J



14. 13th Avenue / Pine Street

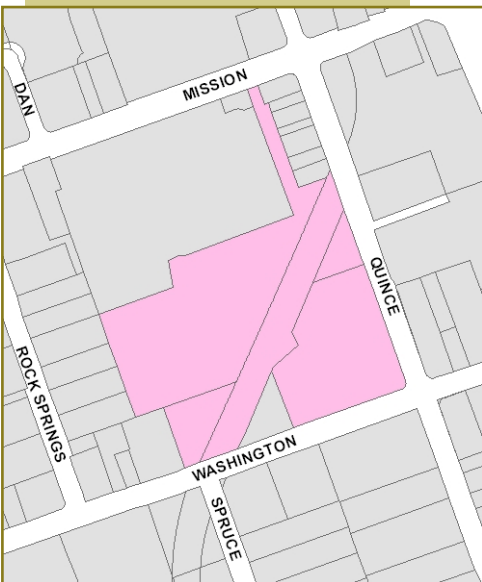
Location: Block bounded by 12th, 13th Avenues, Pine and Quince Streets

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

General Plan Designation: Planned Commercial

Planned Commercial Development 14 Guiding Principles:

Refer to Target Area ‘c’ in Section J



15. Washington Avenue / Quince Street

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

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

Planned Commercial Development 15 Guiding Principles:

Refer to Target Area ‘a’ in Section J

16. Mission Avenue

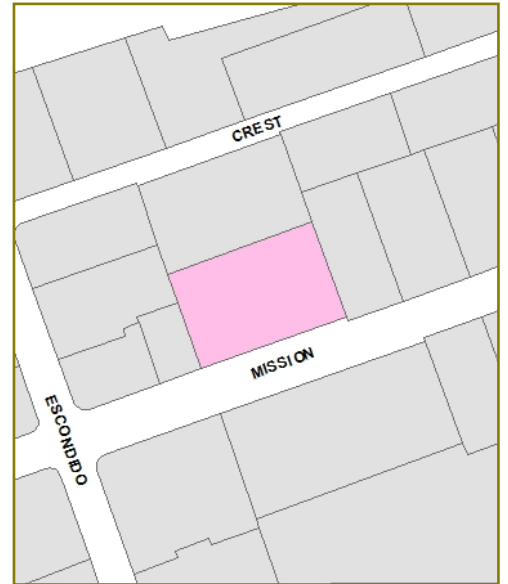
Location: Northern side of Mission Avenue, east of Escondido Boulevard

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

General Plan Designation: Planned Commercial

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

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







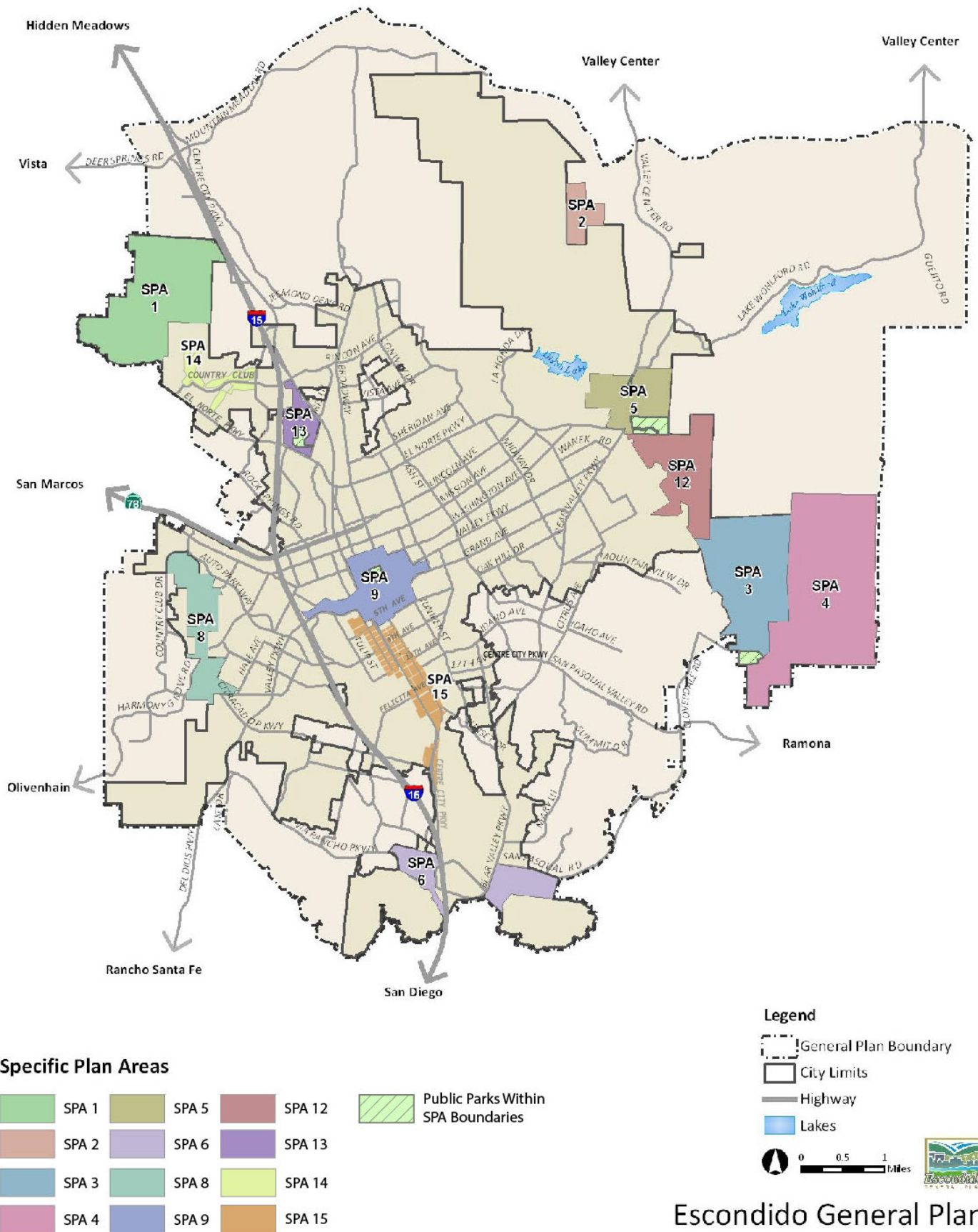
I. Specific Planning Areas

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

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

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

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



Source: City of Escondido

Figure II-8

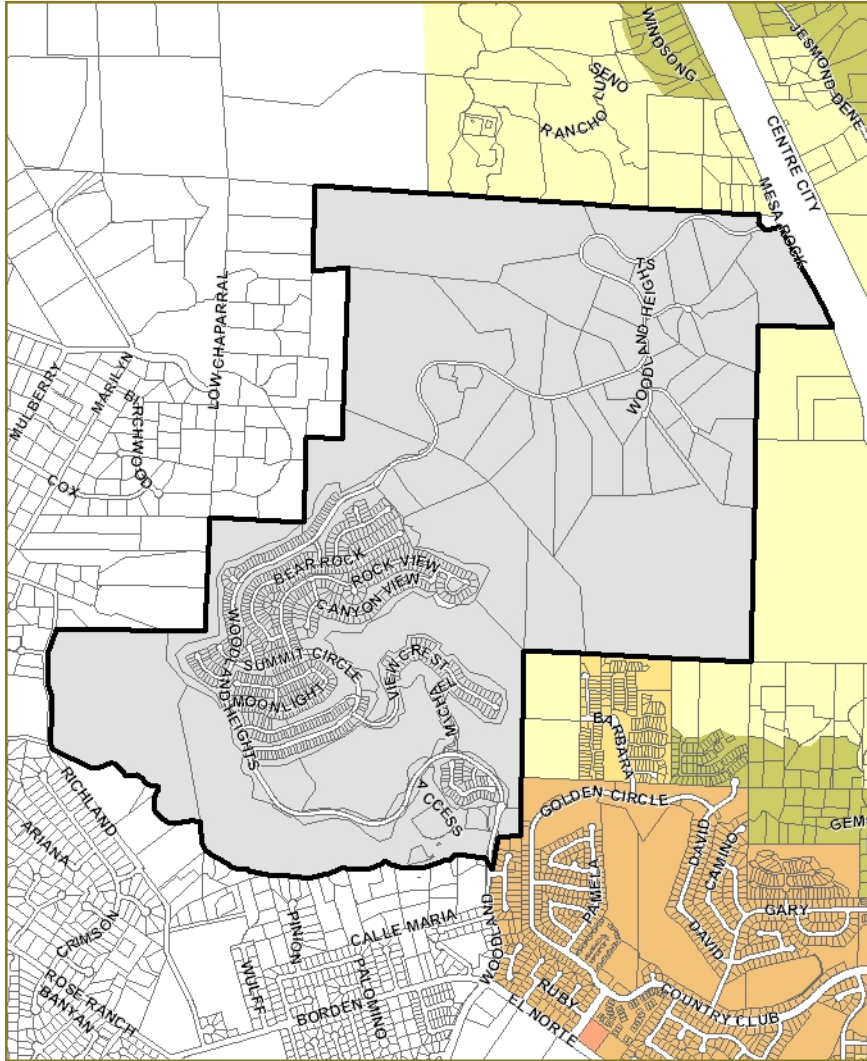
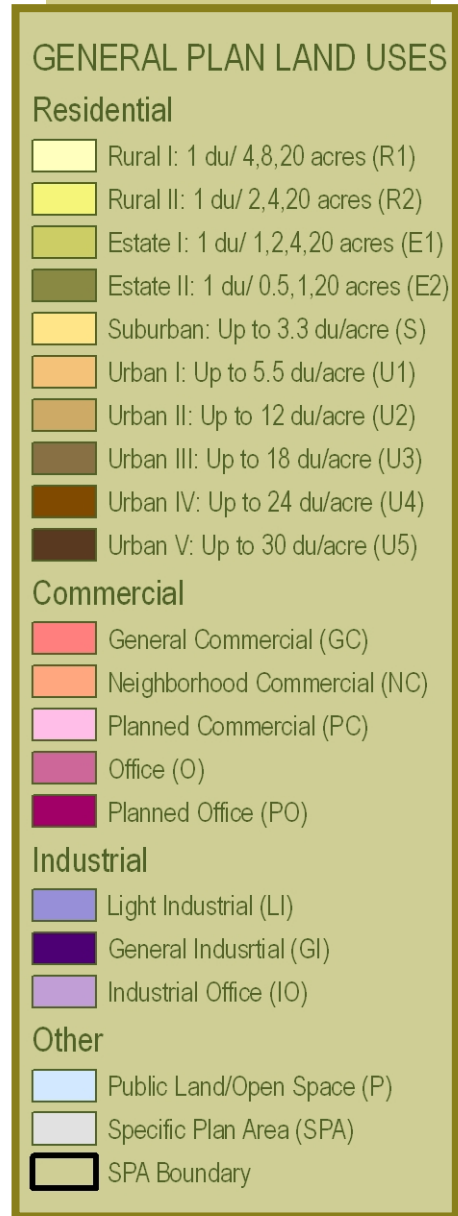


Figure II-9



1. Emerald Heights (Palos Vista) SPA #1

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

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

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

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

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

SPA 1 Guiding Principles:

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

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



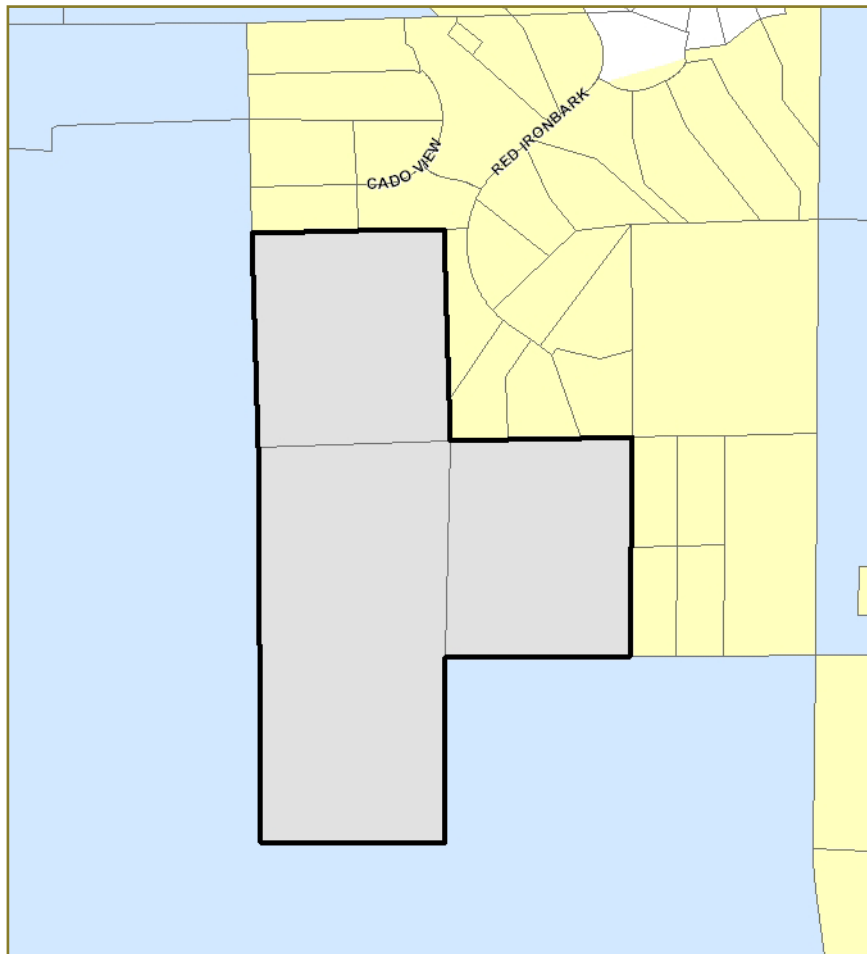


Figure II-10

2. Sager Ranch (Daley Ranch) SPA #2

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

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

Current Status: The Specific Plan Area is undeveloped.

Adopted Plan Details: None

SPA 2 Guiding Principles:

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



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

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

A. Residential/Rural-Equestrian Resort Facility:

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

B. Conservation:

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

C. Public Services:

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



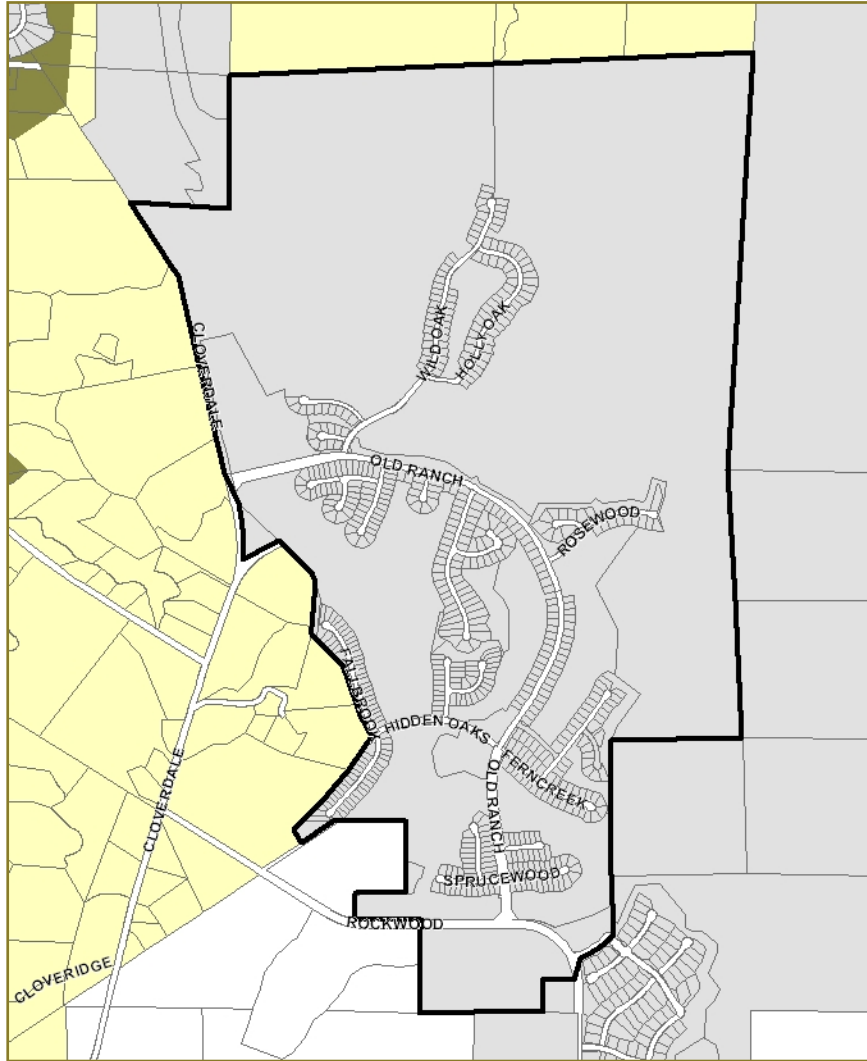


Figure II-11

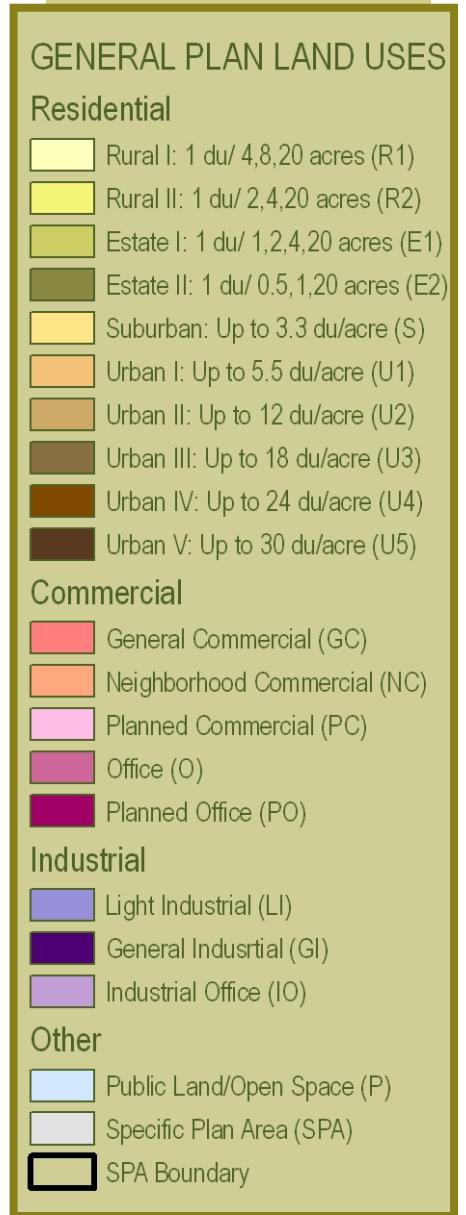
3. Rancho San Pasqual (Eagle Crest) SPA #3

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

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

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

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



SPA 3 Guiding Principles:

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

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

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



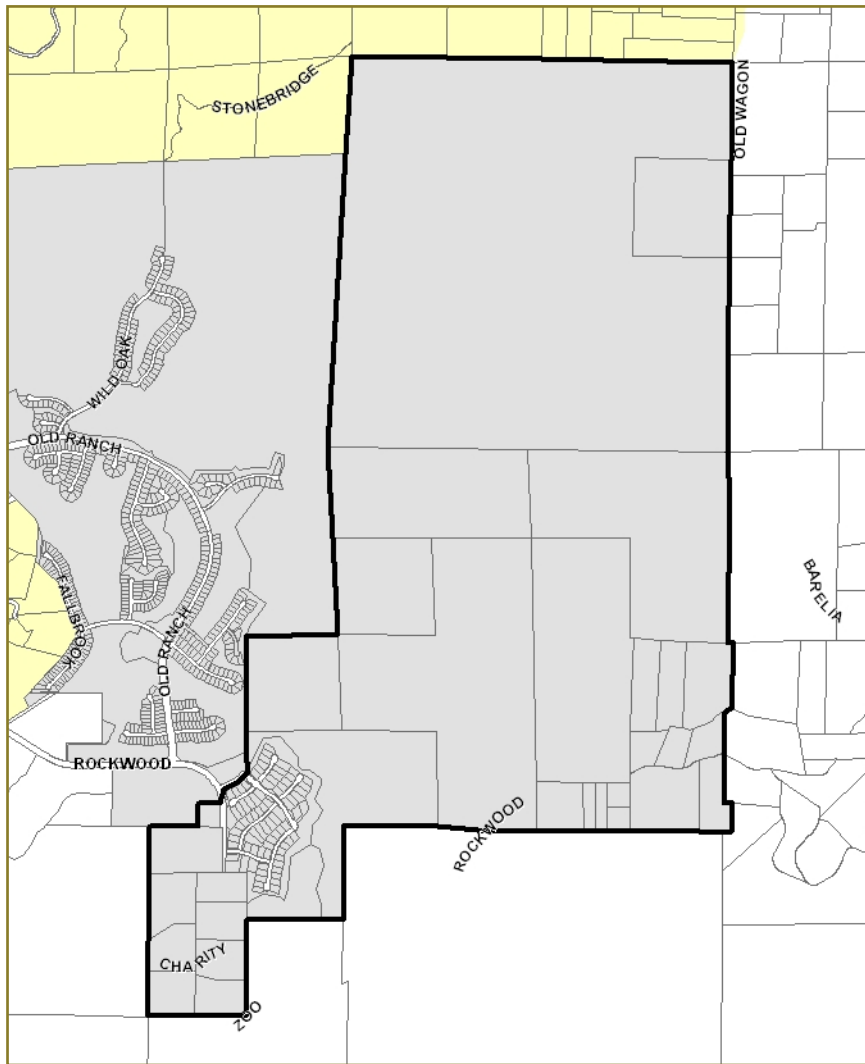


Figure II-12

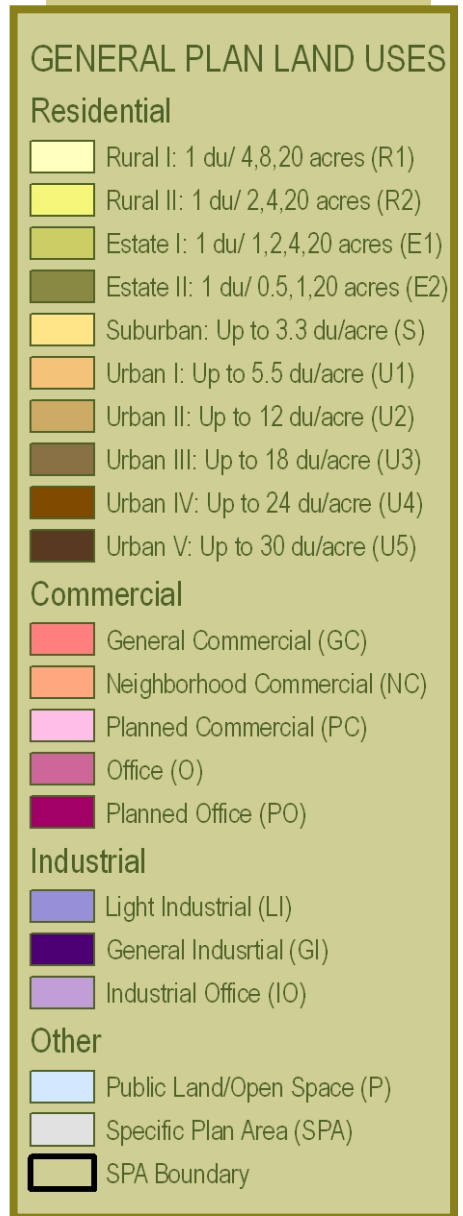
4. Valley View SPA #4

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

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

Current Status: The Specific Plan Area is partially developed.

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



SPA 4 Guiding Principles:

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

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

The Specific Plan shall address the following issues:

A. Land Use:

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



B. Traffic Circulation:

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

C. Public Facilities:

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

E. Design Considerations:

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

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

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

GENERAL PLAN LAND USES

Residential

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

Commercial

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

Industrial

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

Other

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

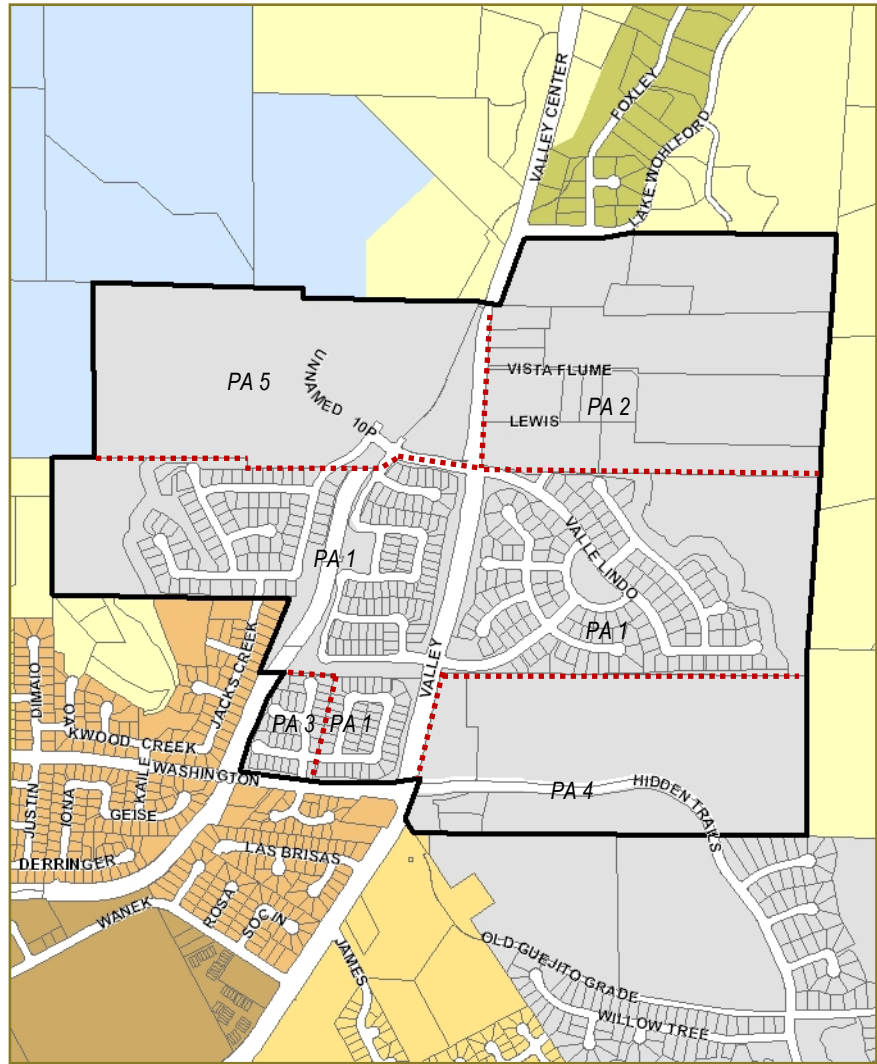


Figure II-13

5. Northeast Gateway SPA #5

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

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

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

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

SPA 5 Guiding Principles:

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

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



GENERAL PLAN LAND USES

Residential

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

Commercial

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

Industrial

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

Other

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

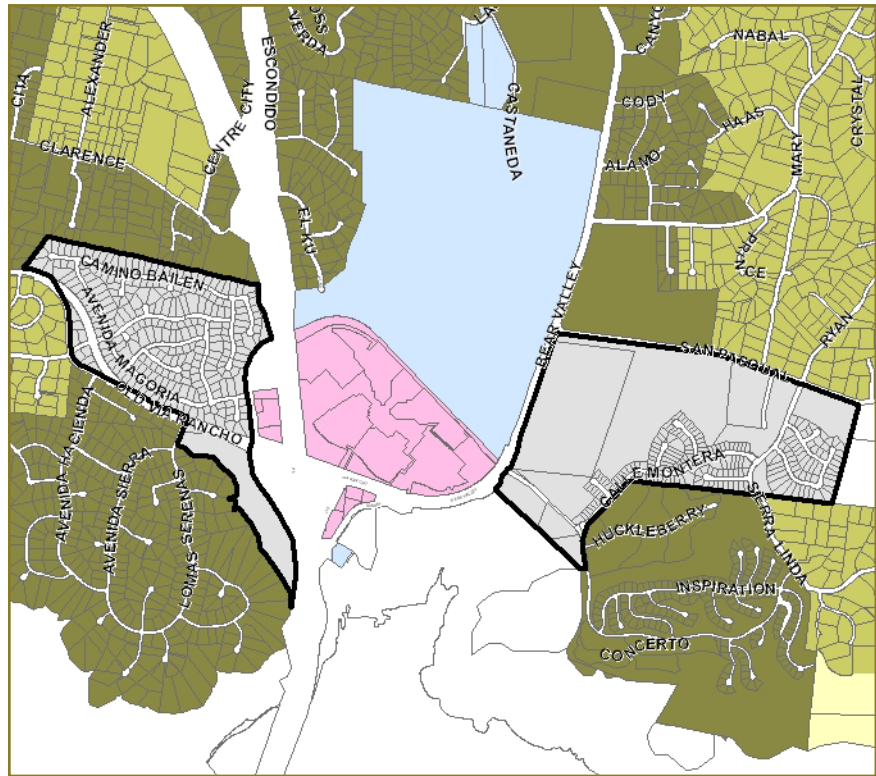


Figure II-14

6. Lomas Del Lago SPA #6

Location: Two distinct areas located on the west side of Interstate 15 (on both sides of Via Ranch Parkway) and at the southeastern corner of Bear Valley Parkway and San Pasqual Road.

Size: Approximately 300 total gross acres (Figure II-14).

Current Status: The Specific Plan is built-out.

Adopted Plan Details: The Lomas Del Lago Specific Plan establishes lot sizes, development standards and guidelines for the SPA. The project contains 256 single family units and an 18-hole municipal golf course on the east side of interstate 15. A total of 178 single family units are located on the west side of Interstate 15.

SPA 6 Guiding Principles:

The SPA involves an upscale, gated community with single family homes on a variety of lot sizes. Private gated streets serve on-site streets on both sides of Interstate 15. The municipal 18-hole golf course provides the community with a recreational facility while also preserving the 130 acre area as permanent open space. Municipal utilities and services (water, sewer, police, and fire) are provided to the site.

7. Bernardo Mountain SPA #7 (Deleted)

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

Size: Approximately 317 gross acres.

Current Status: The Specific Plan is vacant.

Adopted Plan Details: None

SPA 7 Guiding Principles:

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



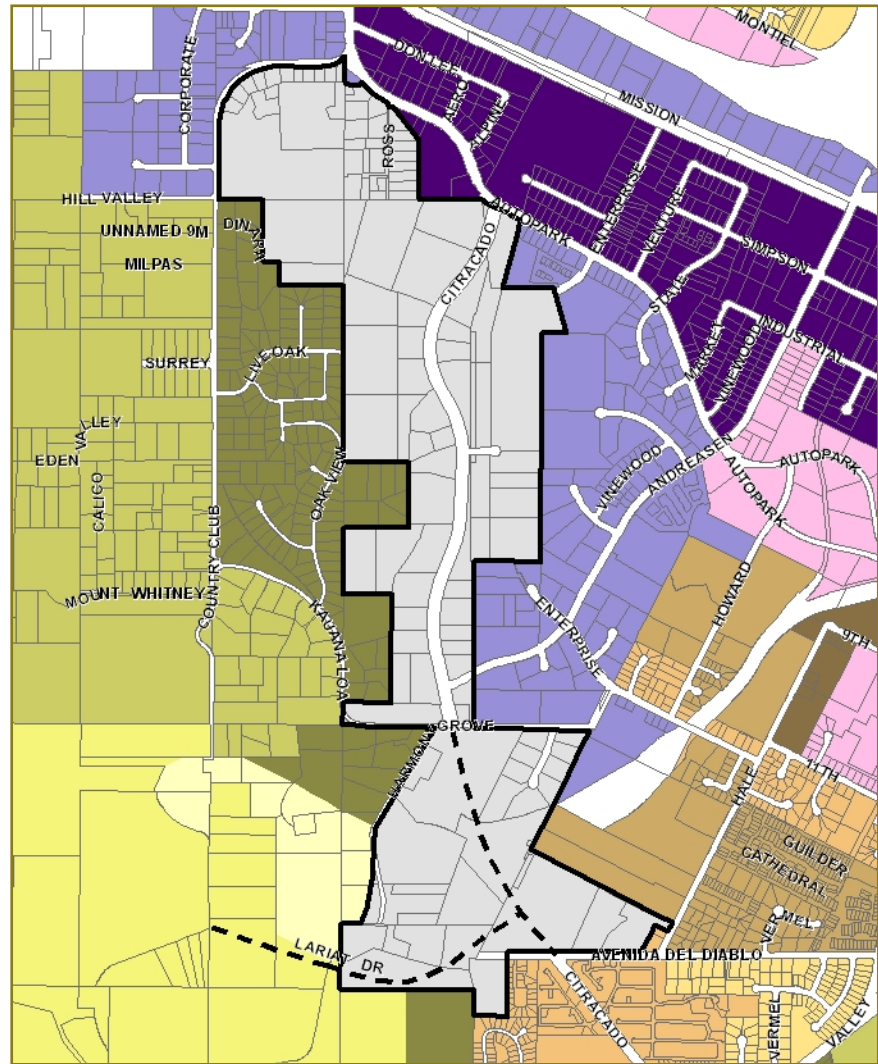
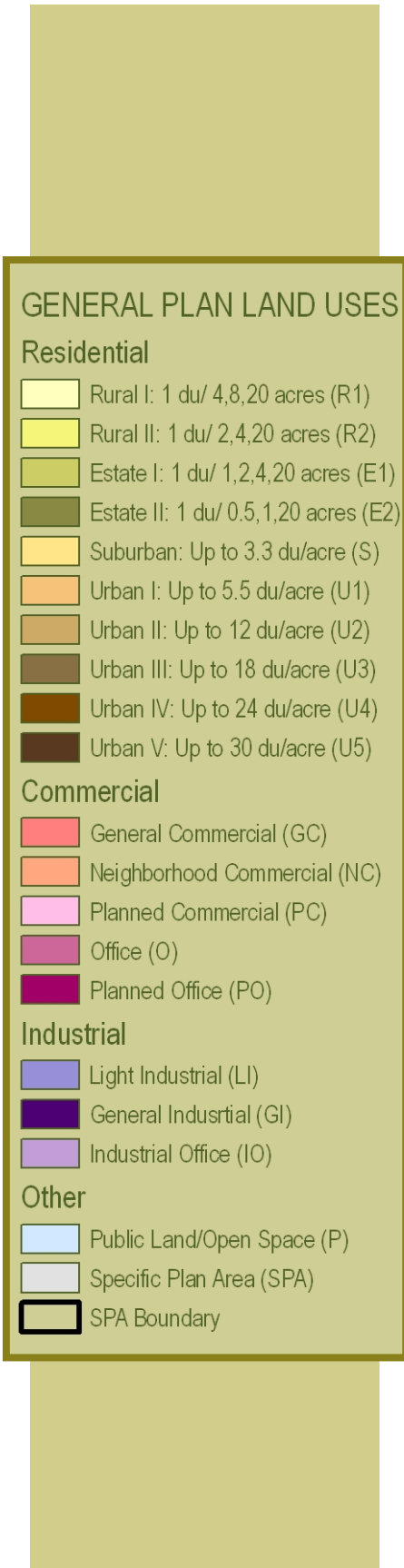


Figure II-15

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

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

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

Current Status: The Specific Plan is partially developed.

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

SPA 8 Guiding Principles:

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

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

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

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



GENERAL PLAN LAND USES

Residential

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

Commercial

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

Industrial

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

Other

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

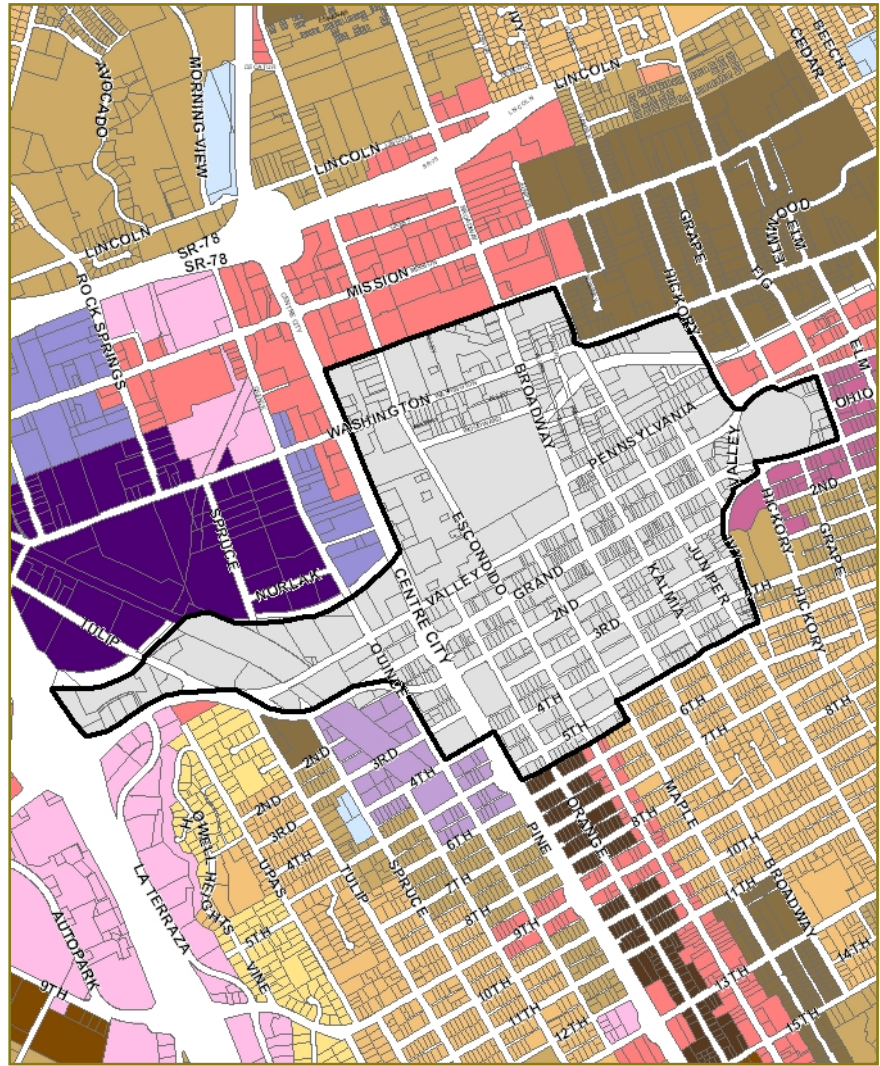


Figure II-16

9. Downtown SPA #9

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

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

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

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

SPA 9 Guiding Principles:

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



10. SPA #10 (Deleted)

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

11. Montreaux SPA #11 (Deleted)

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



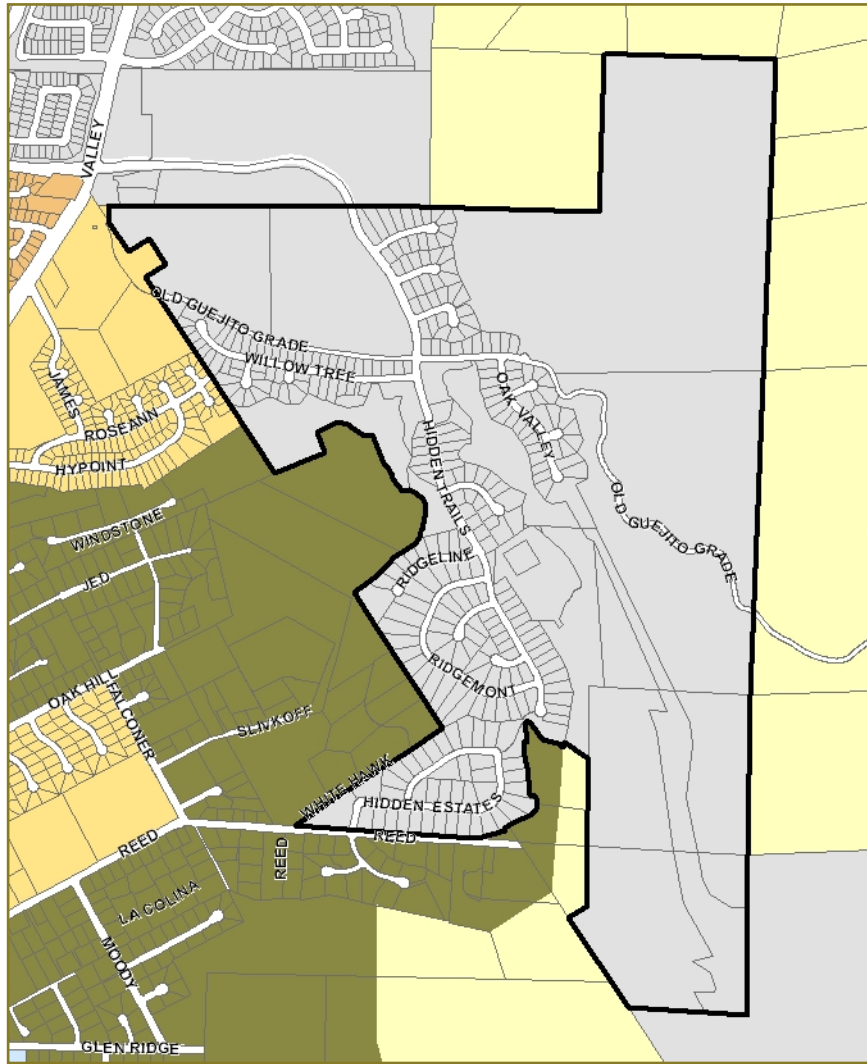
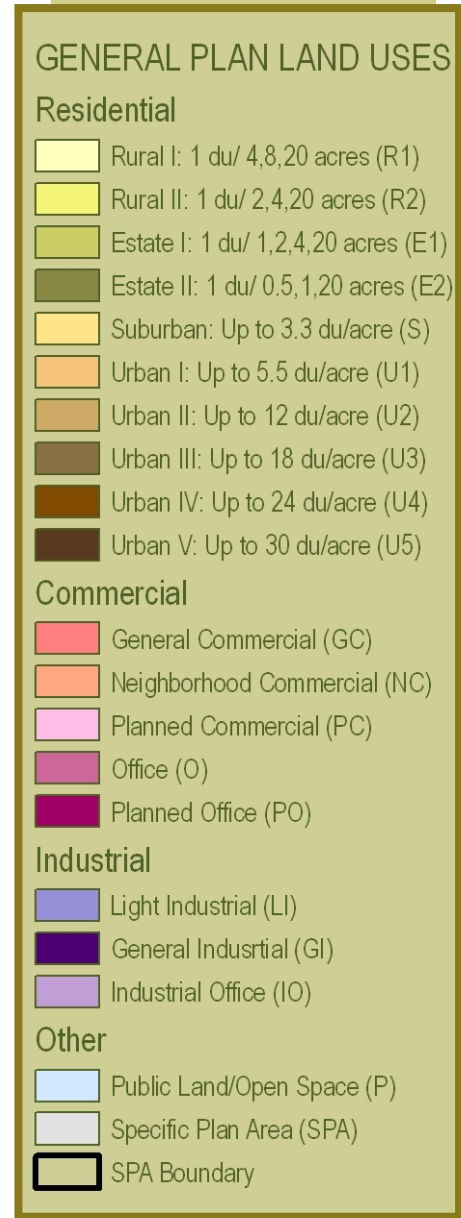


Figure II-17



12. Hidden Trails (East Grove) SPA #12

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

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

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

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

SPA 12 Guiding Principles:

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

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



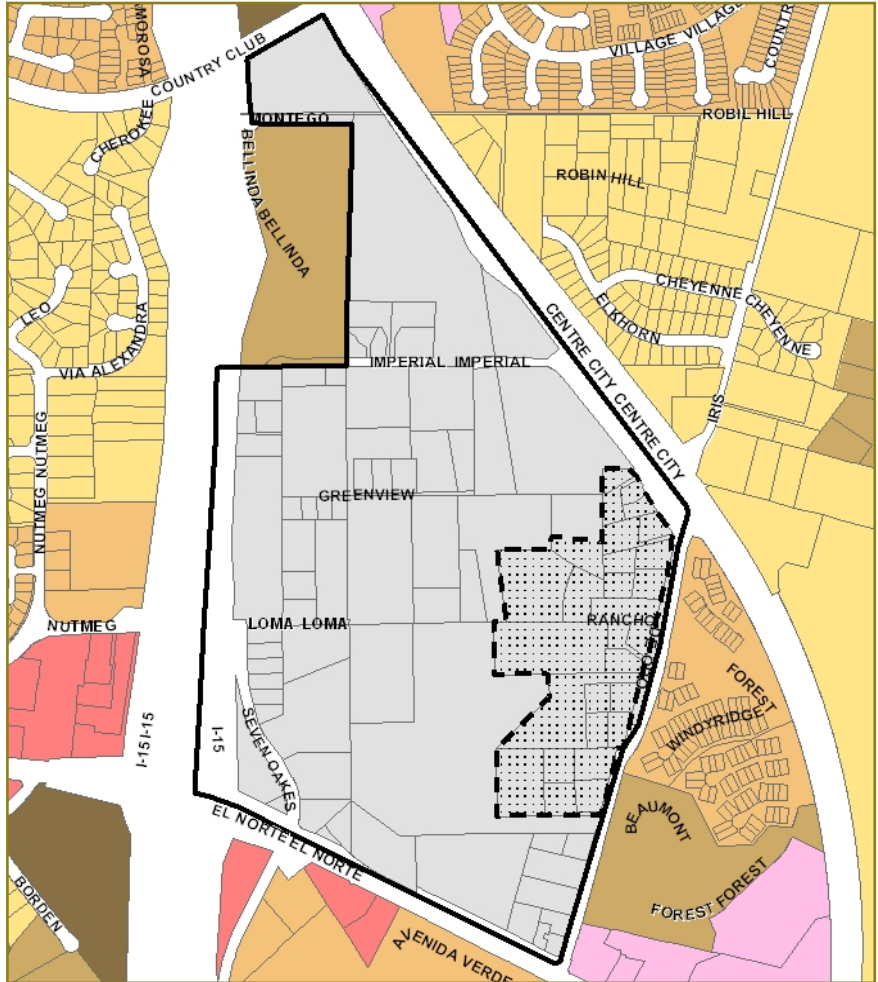


Figure II-18



13. Imperial Oakes Corporate Center SPA #13

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

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

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

Adopted Plan Details: None

SPA 13 Guiding Principles:

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

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



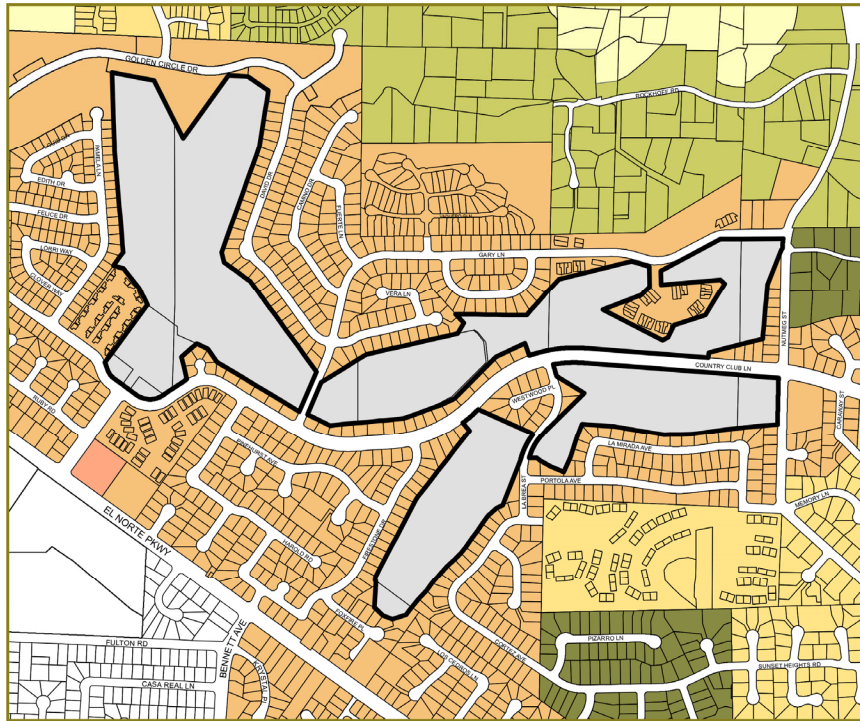


Figure II-19

14. The Villages SPA #14

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

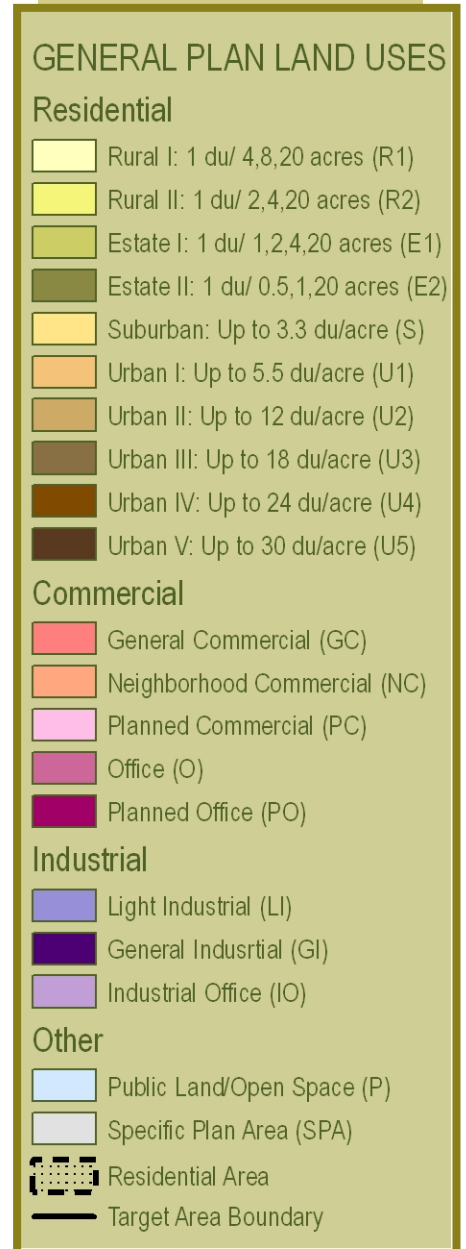
Size: Approximately 109.3 acres (Figure II-19).

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

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

SPA 14 Guiding Principles:

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



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



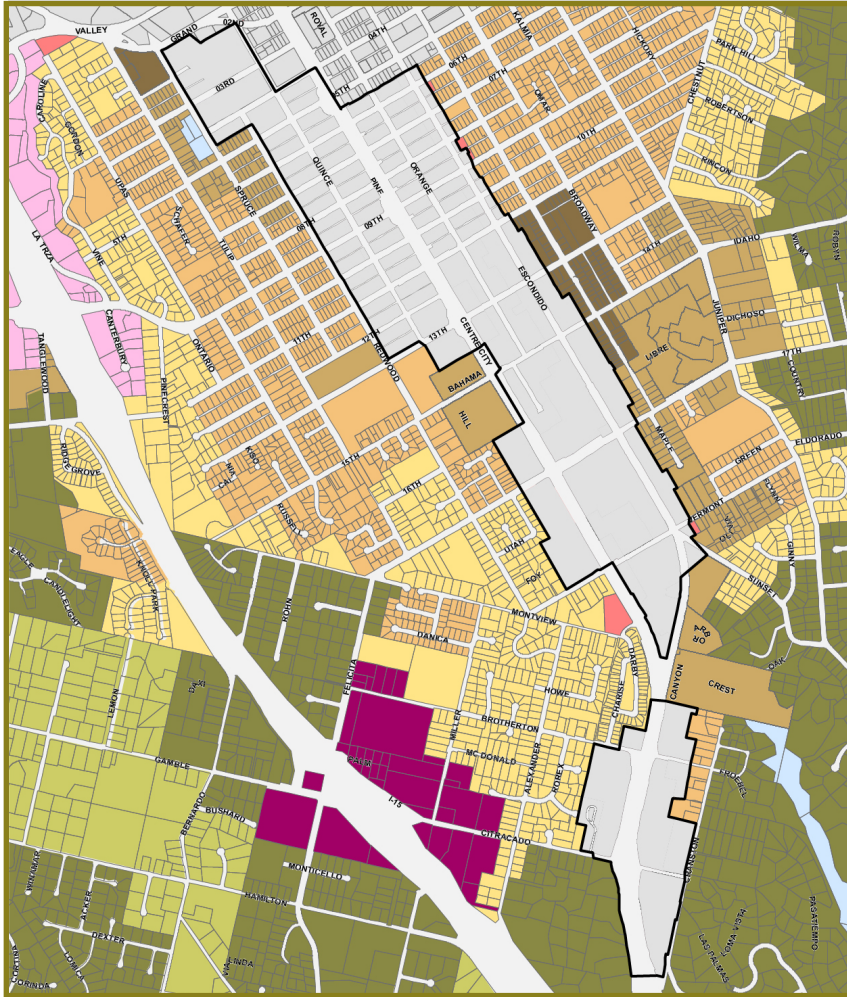


Figure II-20

15. South Centre City SPA #15

Location: The planning area extends 2.25 miles along Centre City Parkway and Escondido Boulevard, located in southwest Escondido.











Size: The planning area consists of about 420 acres of land in the neighborhoods surrounding Quince Street, South Escondido Boulevard, and Centre City Parkway (Figure II-20)

Current Status: Privately owned land consisting of various residential, commercial, and industrial/employment land uses and activities.






Adopted Plan Details: The South Centre City Specific Plan establishes goals, policies, allowable land uses, development standards and guidelines for this area, with a focus of guiding future investments to protect our quality of life.

GENERAL PLAN LAND USES

Residential

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





Commercial

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

Industrial

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

Other

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

SPA 15 Guiding Principles:

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

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

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





J. General Plan Opportunity Areas

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

1. Specific Planning Areas

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

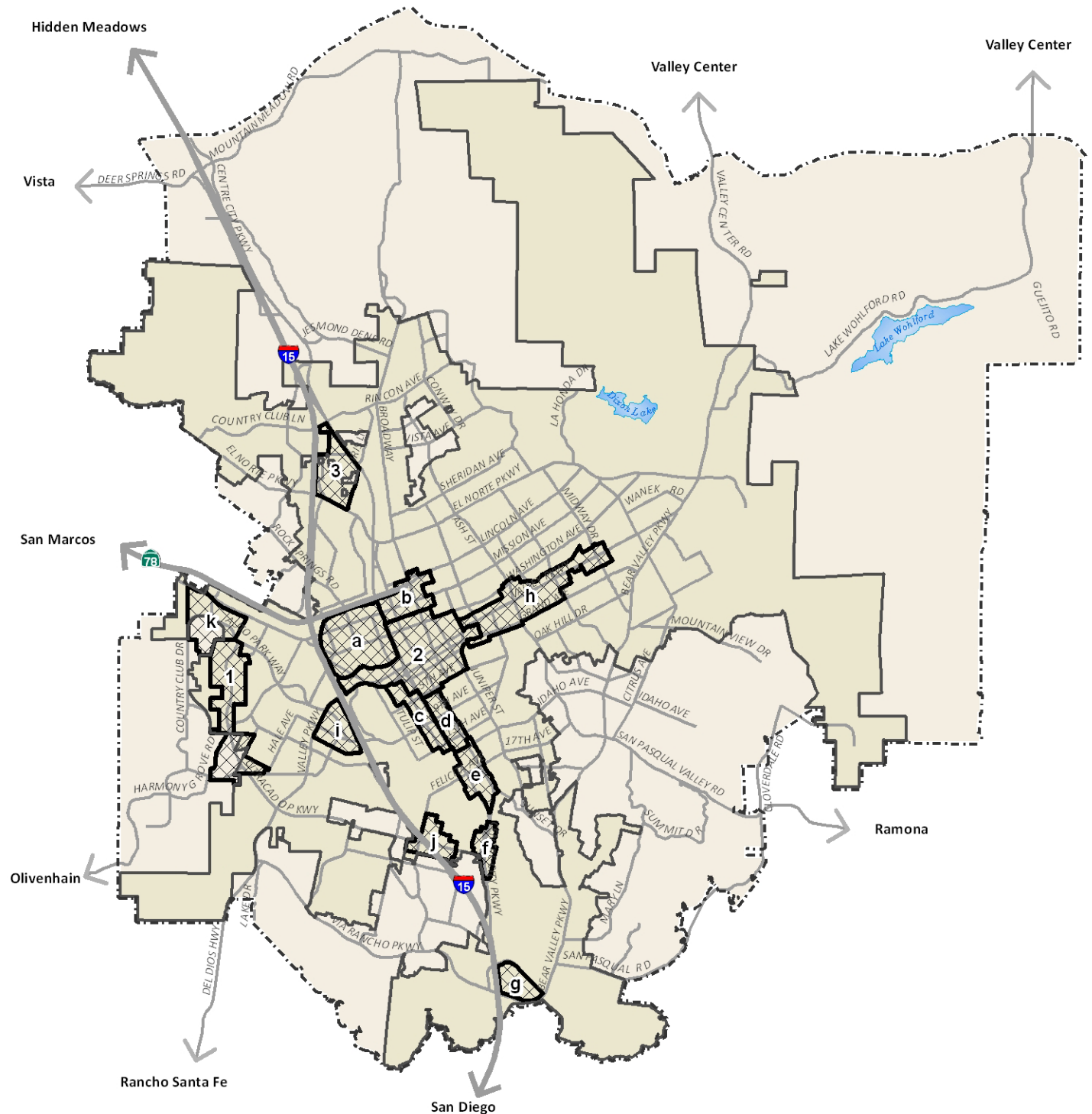
1. Escondido Research and Technology Center SPA #8
2. Downtown Escondido SPA #9
3. Imperial Oakes Corporate Center SPA #13

2. Target Areas

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

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

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



Target Areas

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

Specific Planning Areas

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

Opportunity Areas

Legend

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



Escondido General Plan

Opportunity Areas

Figure II-19

Source: City of Escondido

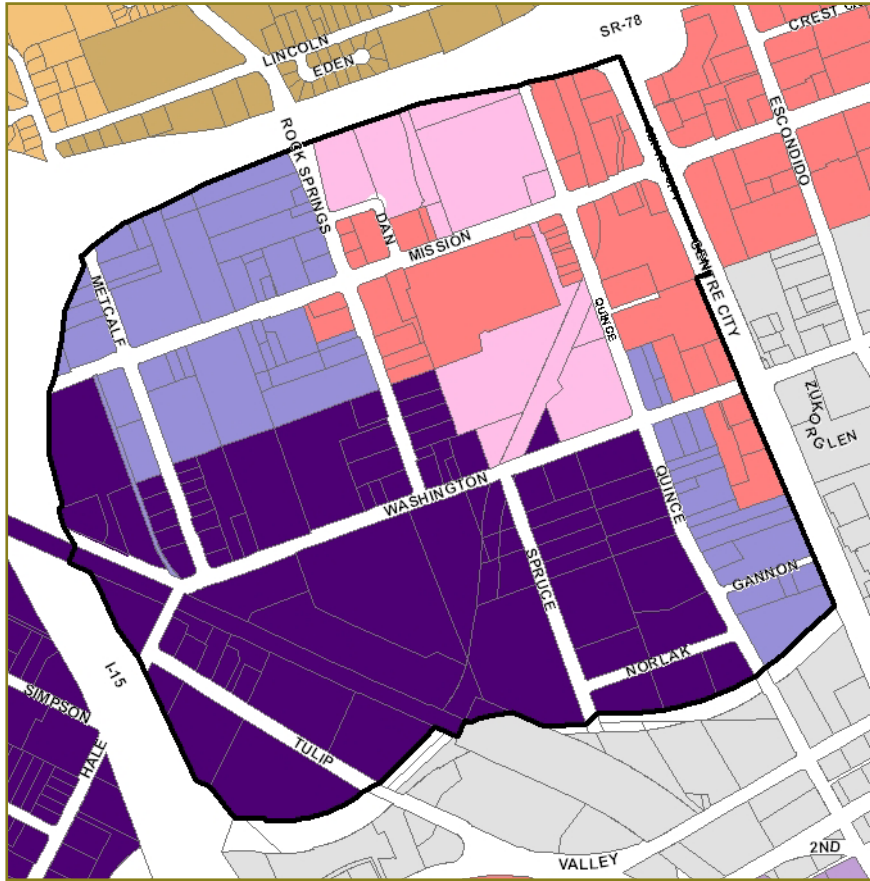


Figure II-20

a. Downtown Transit Station Target Area

Location: Southeast of Interstate 15 and Highway 78

Size: 296 acres (Figure II-20).

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

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

Target Area 1 Guiding Principles:

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

GENERAL PLAN LAND USES

Residential

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

Commercial

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

Industrial

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

Other

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

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

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

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

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

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

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

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



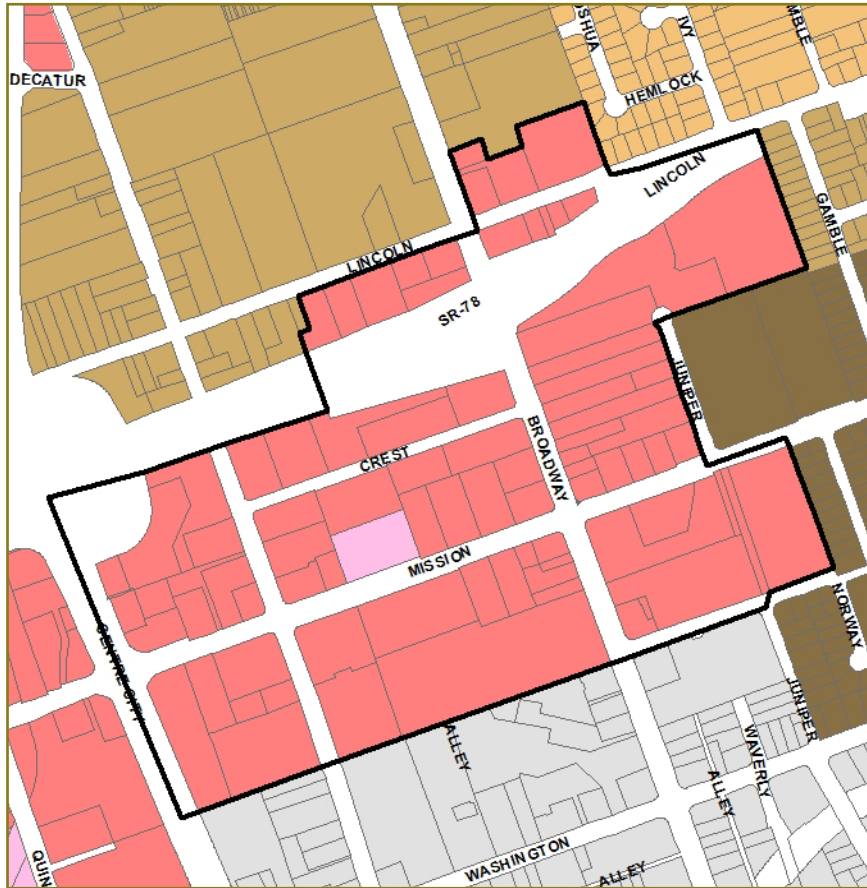


Figure II-21

b. Highway 78 / Broadway Target Area

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

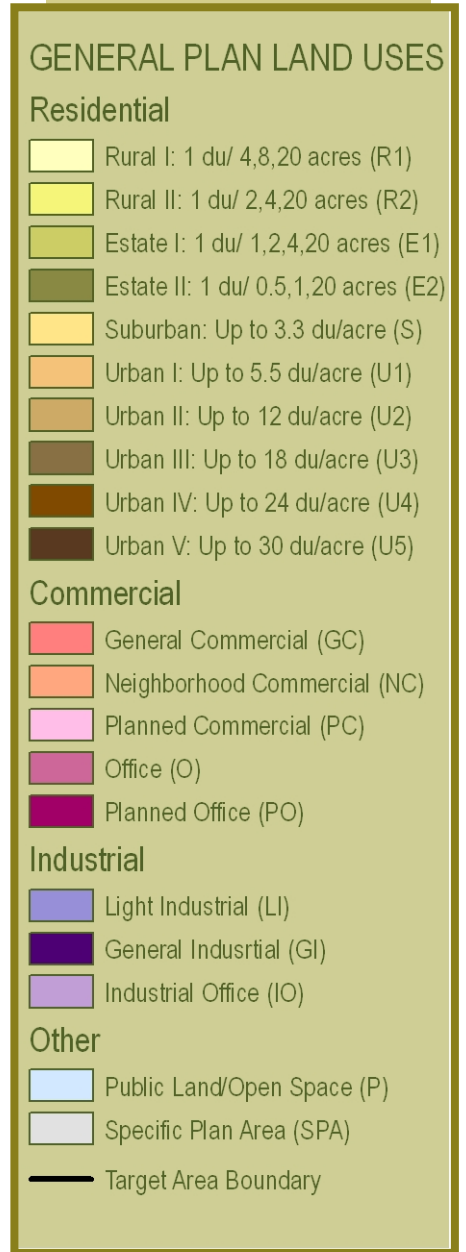
Size: 122 acres (Figure II-21).

General Plan Designation: General Commercial (148 acres)

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

Target Area 2 Guiding Principles:

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



Guiding Principles for Mission Avenue

(Planned Commercial Area #16):

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

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





GENERAL PLAN LAND USES

Residential

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

Commercial

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

Industrial

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

Other

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

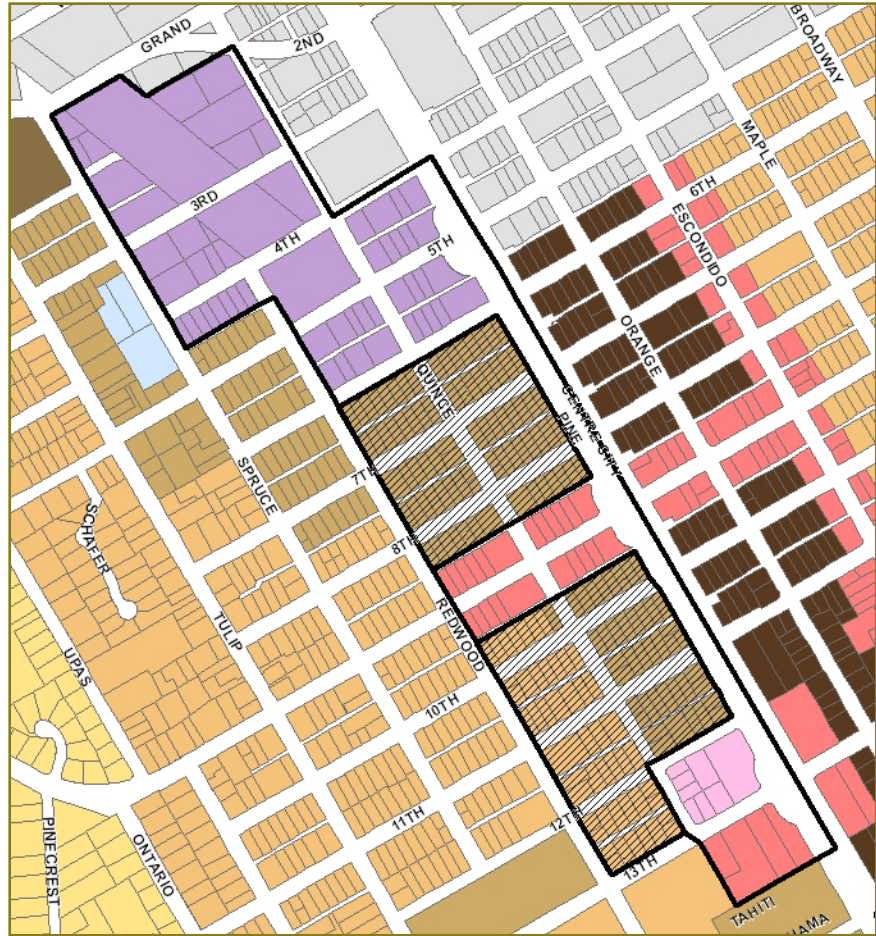


Figure II-22

c. South Quince Street Target Area

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

Size: 104 acres (Figure II-22).

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

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

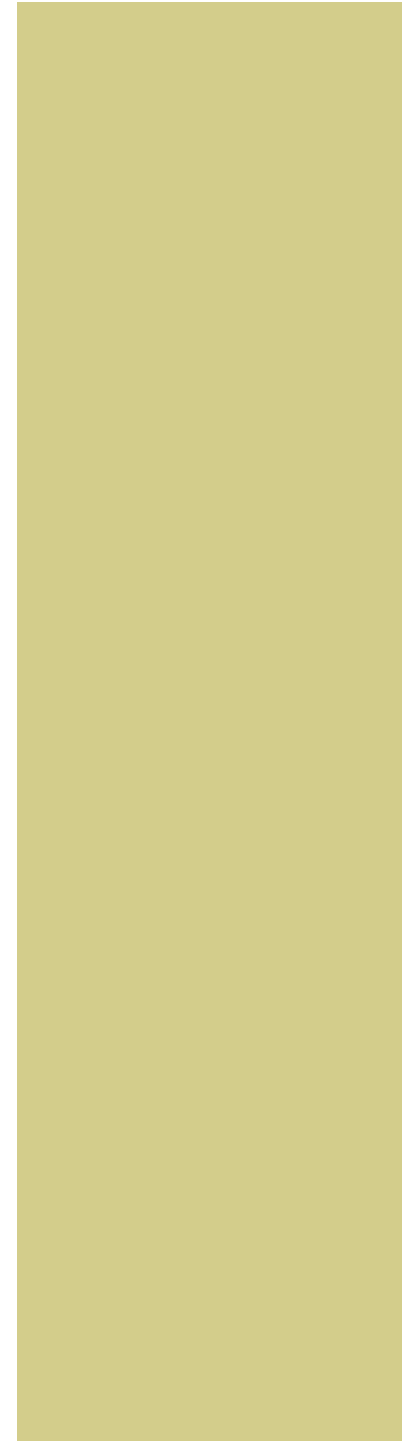
Target Area 3 Guiding Principles:

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

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

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

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



GENERAL PLAN LAND USES

Residential

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

Commercial

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

Industrial

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

Other

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

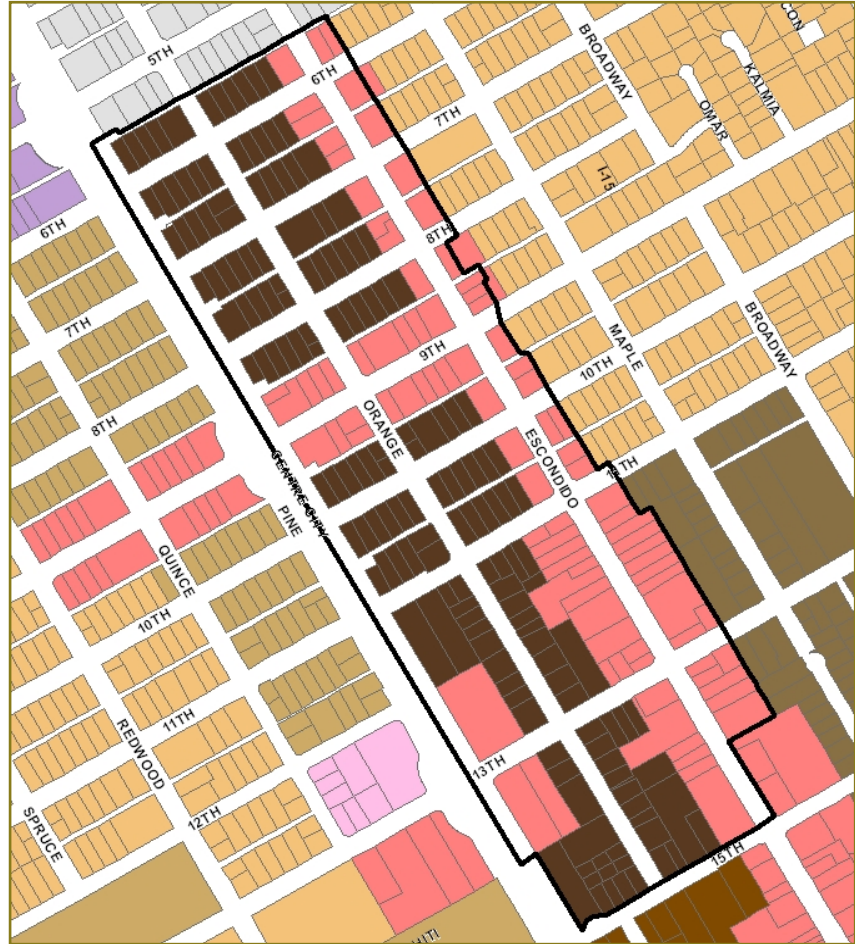


Figure II-23

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

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

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

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

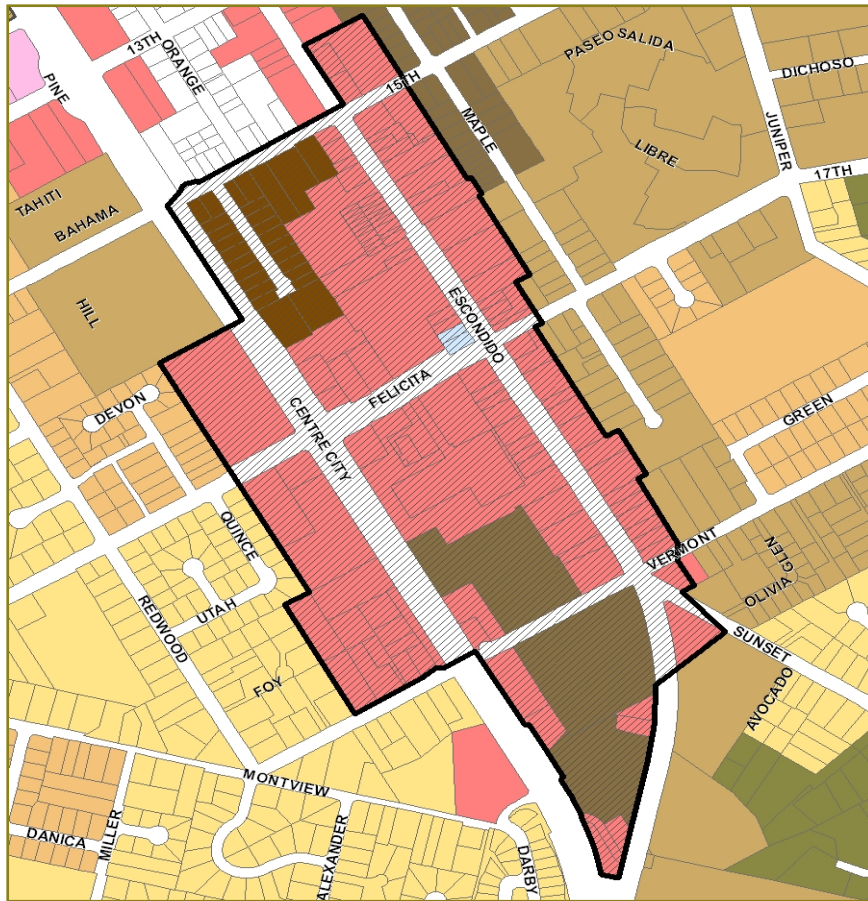


Figure II-24

e. S. Escondido Blvd / Felicita Avenue Target Area

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

Size: 167 acres (Figure II-24).

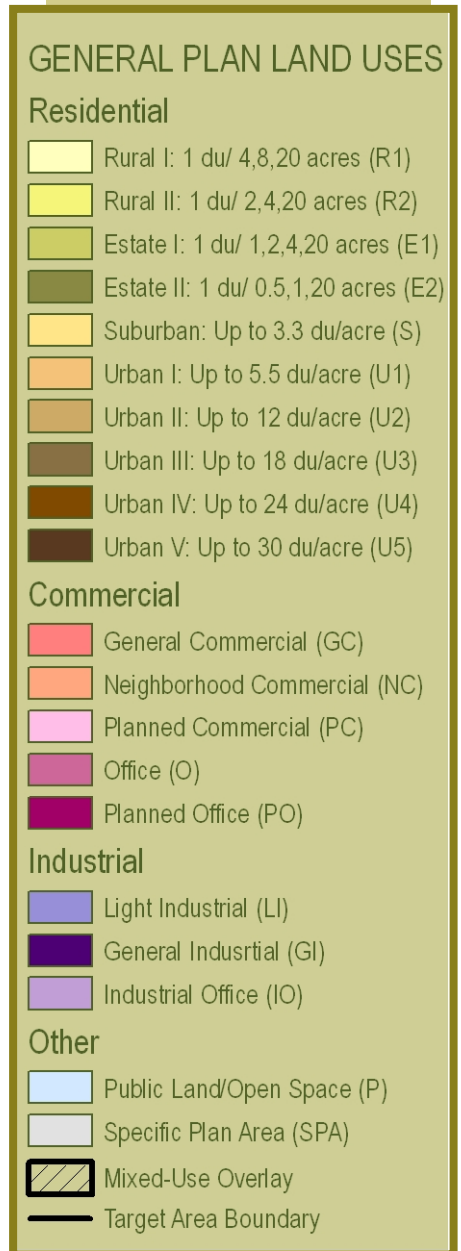
General Plan Designations: Urban III (29 acres); Urban IV (12 acres); General Commercial (126 acres); Mixed Use Overlay (minimum 30 units per acre)

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

Adopted Plans: S. Escondido Boulevard Commercial Area Plan

Target Area 5 Guiding Principles:

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



GENERAL PLAN LAND USES

Residential

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

Commercial

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

Industrial

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

Other

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

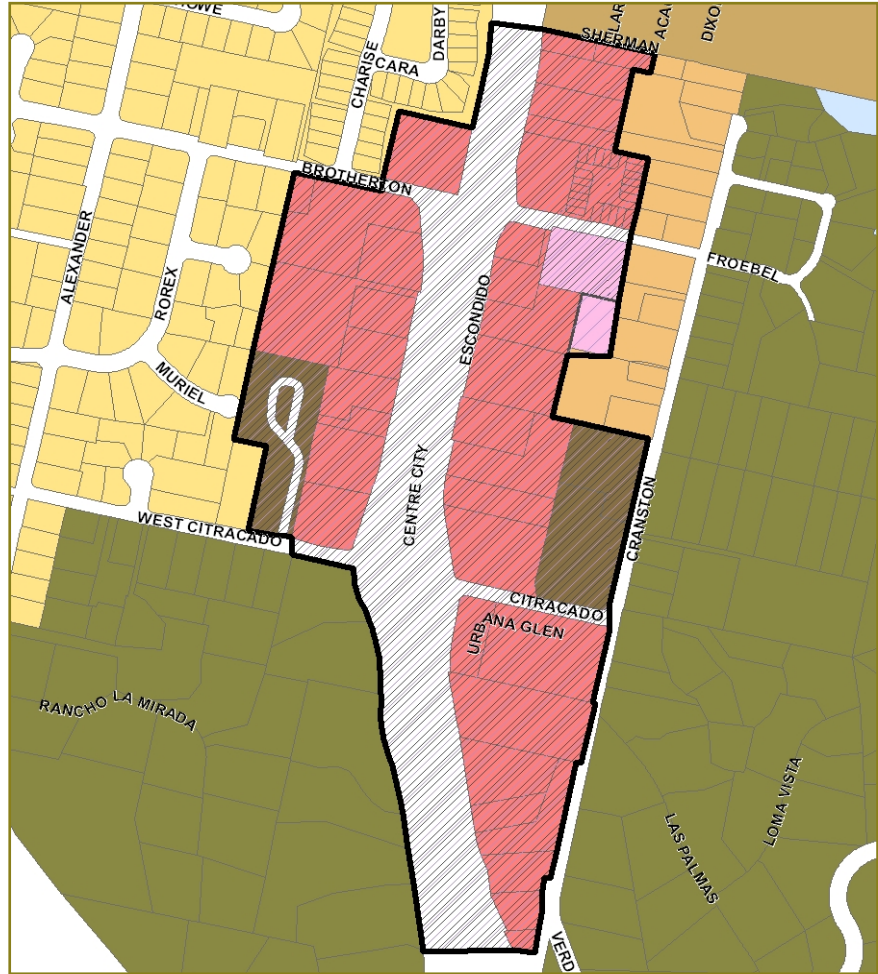


Figure II-25

f. Centre City Parkway/Brotherton Road Target Area

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

Size: 55 acres (Figure II-25).

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

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

Adopted Plans: S. Escondido Boulevard Commercial Area Plan

Target Area 6 Guiding Principles

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

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

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

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



GENERAL PLAN LAND USES

Residential

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

Commercial

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

Industrial

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

Other

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

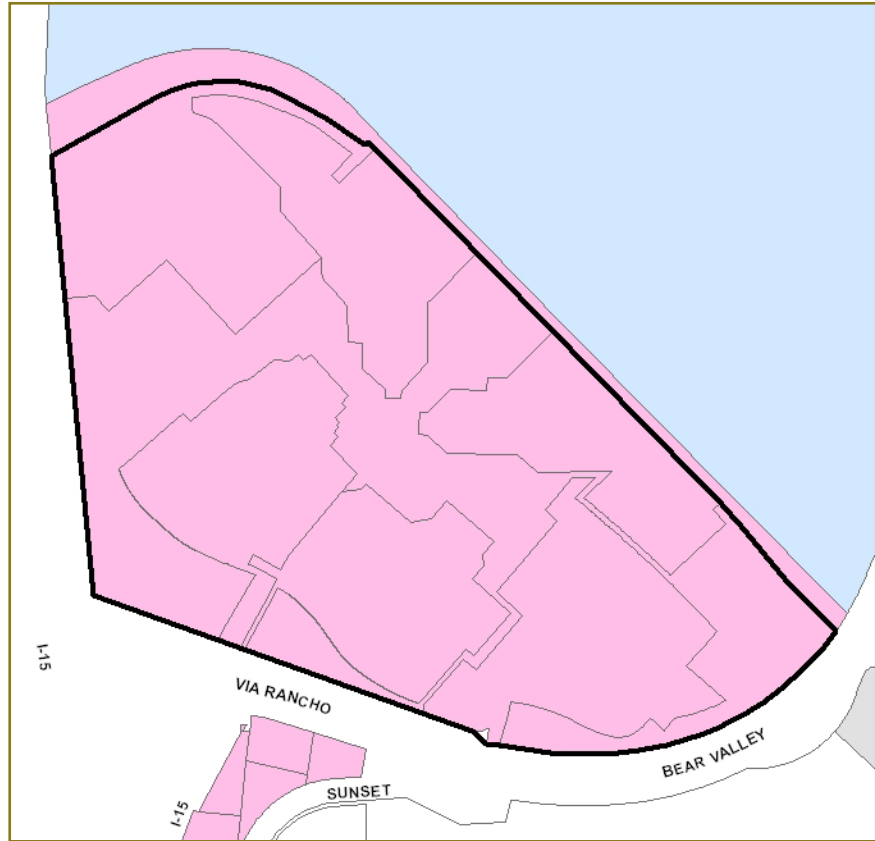


Figure II-26

g. Westfield's Regional Shopping Center

Location: Interstate 15 and Via Rancho Parkway interchange

Size: 77 acres (Figure II-26).

General Plan Designations: Planned Commercial #4

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

Target Area 7 Guiding Principles:

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

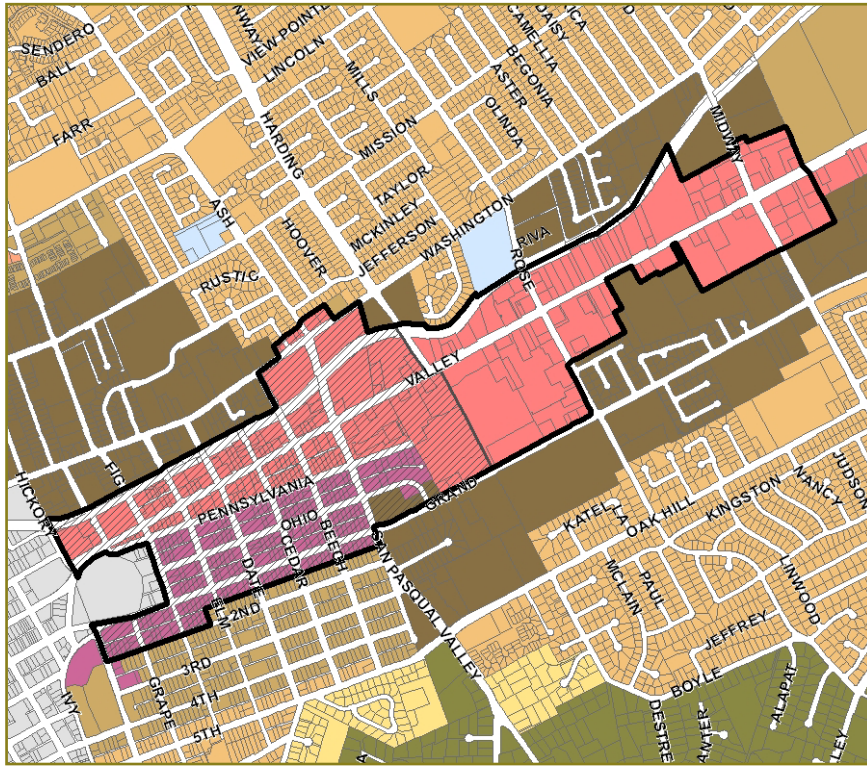


Figure II-27

h. East Valley Parkway Target Area

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

Size: 331 acres (Figure II-27).

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

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

Adopted Plans: East Valley Parkway Area Plan

Target Area 8 Guiding Principles:

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



GENERAL PLAN LAND USES

Residential

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

Commercial

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

Industrial

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

Other

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

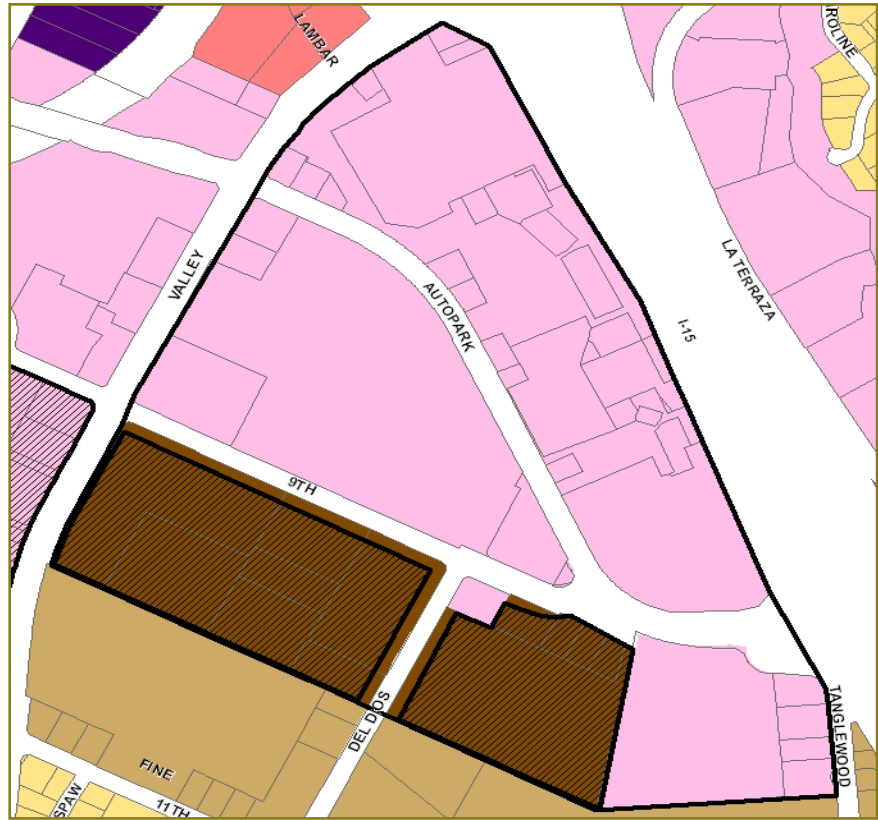


Figure II-28

i. Promenade Retail Center and Vicinity Target Area

Location: Interstate 15, Auto Park Way and Valley Parkway

Size: 106 acres (Figure II-28).

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

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

Target Area 9 Guiding Principles:

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

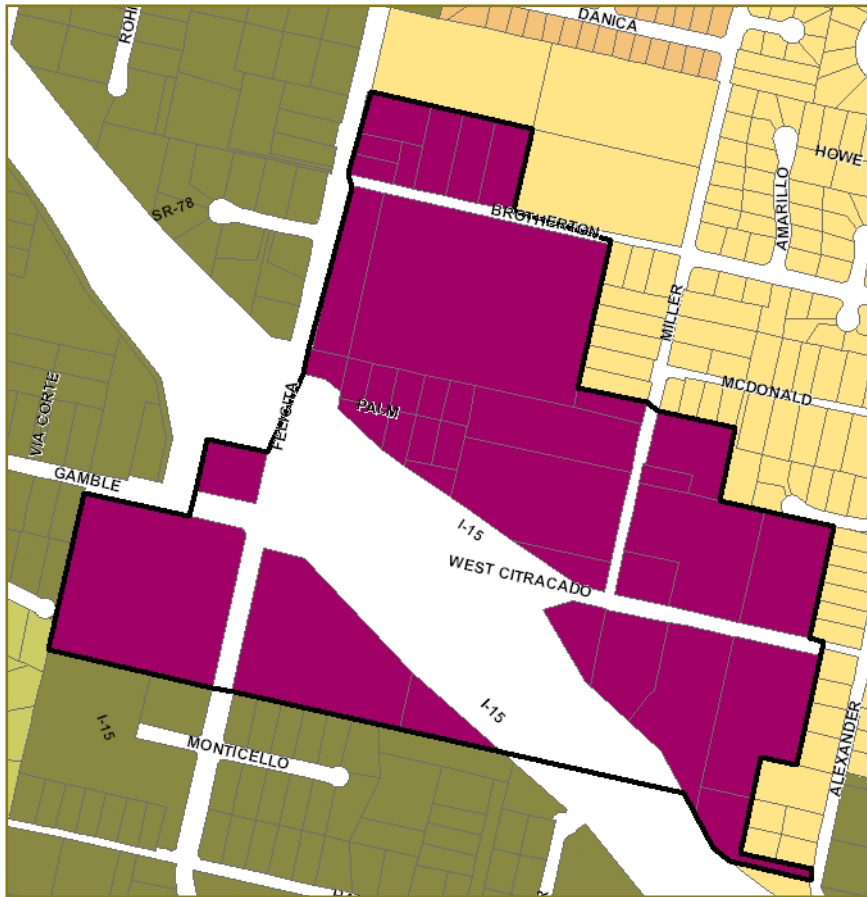


Figure II-29

j. Felicita Corporate Office Target Area

Location: Interstate 15 and Felicita Road Interchange area.

Size: 87 acres (Figure II-29).

General Plan Designations: Planned Office

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

Target Area 10 Principles:

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

GENERAL PLAN LAND USES

Residential

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

Commercial

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

Industrial

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

Other

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

GENERAL PLAN LAND USES

Residential

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

Commercial

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

Industrial

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

Other

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

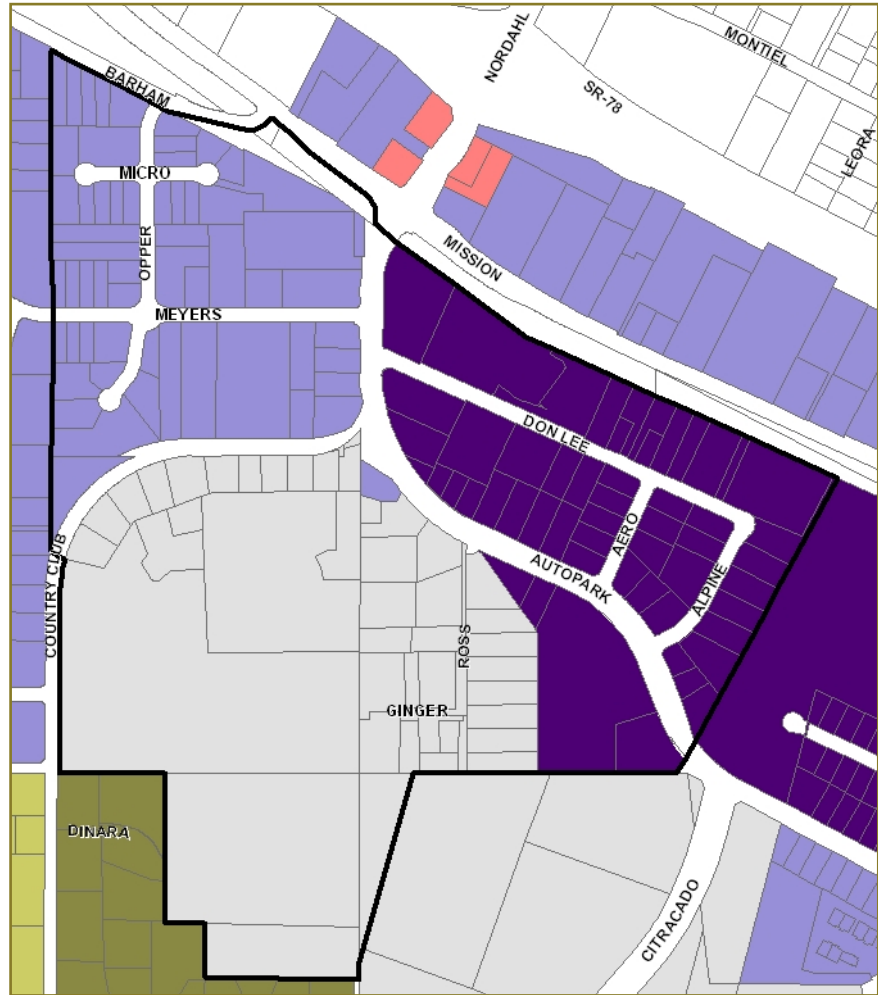


Figure II-30

k. Nordahl Road Transit Station Target Area

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

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

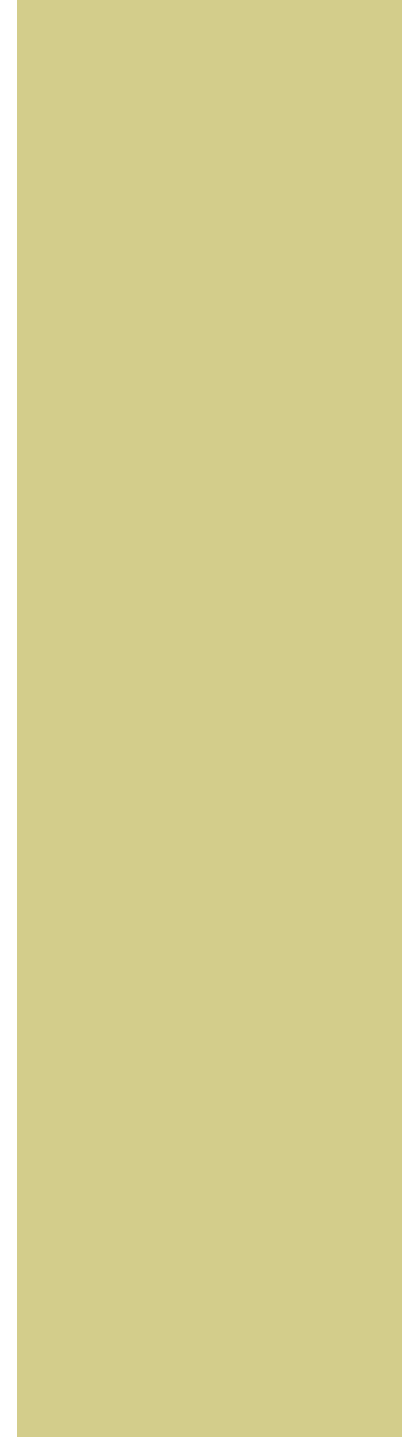
General Plan Designations: Specific Planning Area #8, Light Industrial, General Industrial

Current Status: The area is partially developed.

Target Area 11 Guiding Principles:

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

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





K. Special Application Measures

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

1. Residential Lot Clustering

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

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

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

2. Development Agreements


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

3. Annexations

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

4. General Plan Review and Amendment

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



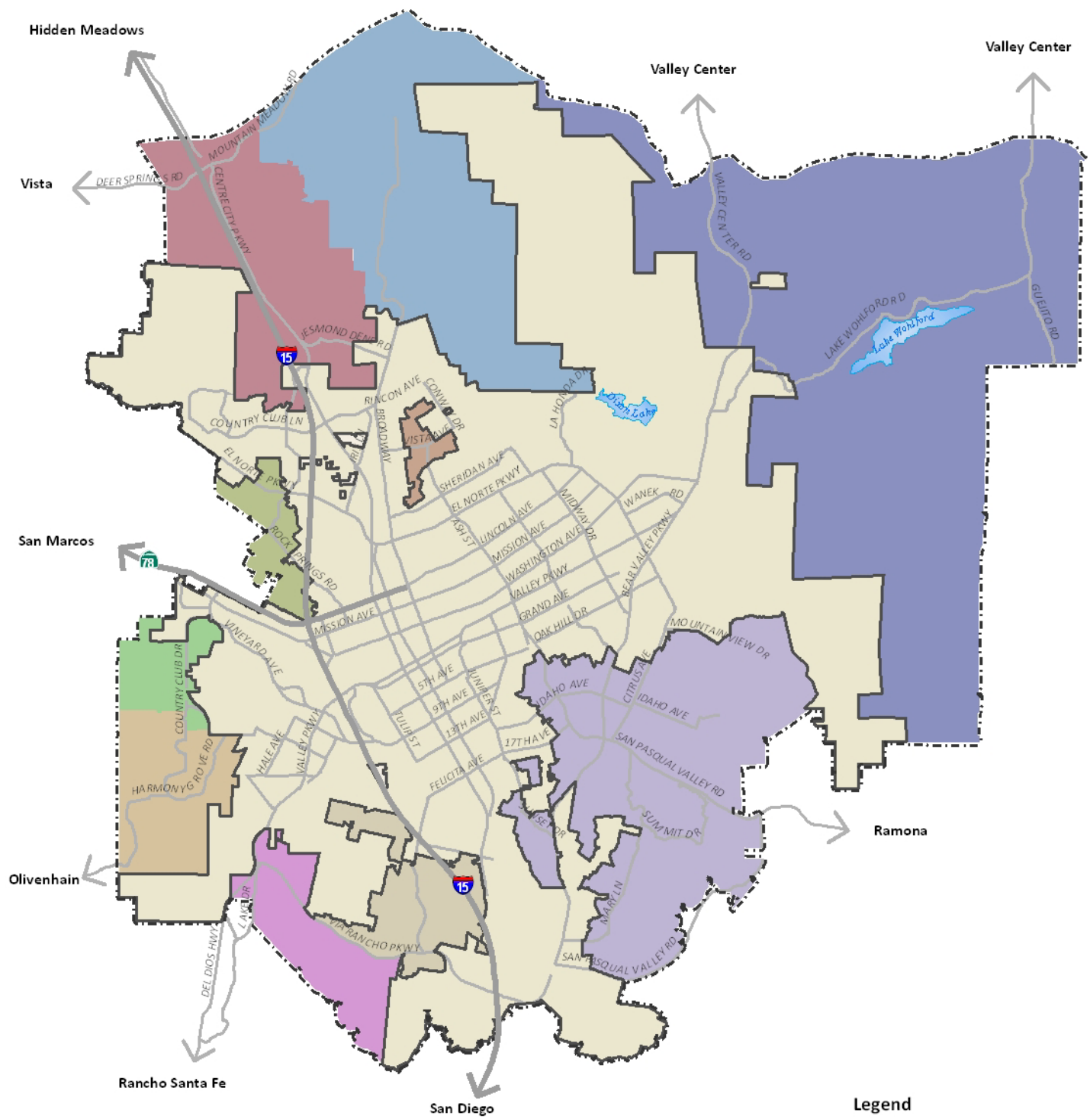
Changing conditions may result in General Plan Amendment requests which should be carefully considered. In conformance with Section 65358(b) of the State Government Code each mandatory element of the General Plan may be amended up to four times per year. Each amendment may include multiple changes to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



L. Unincorporated Neighborhoods in the Planning Area

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

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



Unincorporated Neighborhoods

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

Legend

- General Plan Boundary
- City Limits
- Highway
- Street
- Lakes

0 0.5 1 Miles

Escondido General Plan

Unincorporated Neighborhoods
Figure II-31

Source: City of Escondido

1. Eden Valley and Harmony Grove Neighborhoods

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

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

Approximate Acreage: 1,000 acres

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

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

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

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

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

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

2. Felicita Park and Lake Hodges Neighborhoods

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

Approximate Acreage: 1,500 acres

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



View of Lake Hodges from Escondido looking south

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

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

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

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

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

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



3. Citrus Valley Neighborhood

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

Approximate Acreage: 3,000 acres

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

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

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

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

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

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



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

4. Lake Wohlford Neighborhood

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

Approximate Acreage: 6,500 acres

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

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

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



*View of Lake Wohlford
looking east*

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

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

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

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

5. North Broadway and Jesmond Dene Neighborhoods

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

Approximate Acreage: 4,500 acres

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

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

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

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

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

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

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

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



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

6. Rock Springs Road Neighborhood

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

Approximate Acreage: 300 acres

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

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

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

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

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

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

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

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

7. Lehner Valley County Island Neighborhood

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

Approximate Acreage: 100 acres

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



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

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

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

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

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

M. Land Use and Community Form Goals and Policies

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

1. Community Character

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

Community Character Policy 1.1

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

Community Character Policy 1.2

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

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

Community Character Policy 1.3

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





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

Community Character Policy 1.4

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

Community Character Policy 1.5

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

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

Community Character Policy 1.6

Residential Categories are established for purposes of providing the city with a range of building intensities to address various site constraints and opportunities. Proposed development shall not exceed the densities shown on the Land Use Plan and outlined in Figure II-6.

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

Community Character Policy 1.7

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

Community Character Policy 1.8

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

Community Character Policy 1.9

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

Community Character Policy 1.10

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

Community Character Policy 1.11

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

Community Character Policy 1.12

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

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

Community Character Policy 1.13

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

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

Community Character Policy 1.14

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

Community Character Policy 1.15

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

Community Character Policy 1.16

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

2. Land Use Zoning

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



Land Use Zoning Policy 2.1

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

Land Use Zoning Policy 2.2

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

Land Use Zoning Policy 2.3

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

Figure II-32

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

Land Use Zoning Policy 2.4

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

Land Use Zoning Policy 2.5

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

3. Residential Development

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

Residential Development Policy 3.1

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

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

Residential Development Policy 3.2

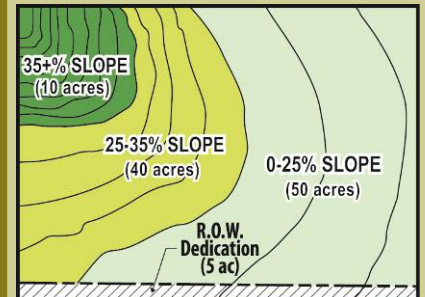
Permit limited non-residential development, such as churches or schools, on properties designated by residential use classifications subject to state and local ordinances.

Residential Development Policy 3.3





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

(Policy continued on next page)

Figure II-33
RESIDENTIAL YIELD
EXAMPLE



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

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

Potential Yield = 226 du

Maximum Allowable Density:

$$\frac{\text{Max. Permitted DU}}{\text{Area for Yield}} = \frac{226 \text{ du}}{100 \text{ ac}} = 2.26 \text{ du/ac}$$

Notes:

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

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

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

Residential Development Policy 3.4

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

Residential Development Policy 3.5

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

Residential Development Policy 3.6

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

Residential Development Policy 3.7

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

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

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

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



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

Residential Development Policy 3.8

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

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

Residential Development Policy 3.9

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

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

Residential Development Policy 3.10

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

Residential Development Policy 3.11

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

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

Residential Development Policy 3.12

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

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



Residential Development Policy 3.13

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

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

4. Neighborhood Maintenance & Preservation

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

Neighborhood Maintenance & Preservation Policy 4.1

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

Neighborhood Maintenance & Preservation Policy 4.2

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

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

Neighborhood Maintenance & Preservation Policy 4.3

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

Neighborhood Maintenance & Preservation Policy 4.4

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

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

Neighborhood Maintenance & Preservation Policy 4.5

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

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

Neighborhood Maintenance & Preservation Policy 4.6

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

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

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

5. Residential Clustering

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

Residential Clustering Policy 5.1

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

<i>Designation</i>	<i>Minimum Lot Size</i>
Rural I	2 acres
Rural II	1 acre
Estate I	20,000 square feet
Estate II	10,000 square feet
Suburban	7,920 square feet
Urban I	3,630 square feet

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



Residential Clustering Policy 5.2

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

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

Residential Clustering Policy 5.3

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

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

Residential Clustering Policy 5.4

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

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

Residential Clustering Policy 5.5

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

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

Residential Clustering Policy 5.6

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

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

Residential Clustering Policy 5.7

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

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

Residential Clustering Policy 5.8

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

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



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

Residential Clustering Policy 5.9

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

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

Residential Clustering Policy 5.10

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

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

6. Planned Development

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

Planned Development Policy 6.1

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

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

Planned Development Policy 6.2

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

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

Planned Development Policy 6.3

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

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

(Policy continued on next page)



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

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

Planned Development Policy 6.4

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

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

7. Mixed Use Overlay Zones

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

Mixed Use Overlay Policy 7.1:

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

Mixed Use Overlay Policy 7.2

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

Mixed Use Overlay Policy 7.3

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



Mixed Use Overlay Policy 7.4

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

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

8. Commercial Land Uses

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

Commercial Land Use Policy 8.1

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

Commercial Land Use Policy 8.2

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

Commercial Land Use Policy 8.3

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



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

Commercial Land Use Policy 8.4

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

Commercial Land Use Policy 8.5

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

Commercial Land Use Policy 8.6

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

Commercial Land Use Policy 8.7:

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

Commercial Land Use Policy 8.8:

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

Commercial Land Use Policy 8.9

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

Commercial Land Use Policy 8.10

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

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

(Policy continued on next page)



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

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

Commercial Land Use Policy 8.11

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

9. Office Land Use

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

Office Land Use Policy 9.1

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

Office Land Use Policy 9.2

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

Office Land Use Policy 9.3

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

Office Land Use Policy 9.4

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

Office Land Use Policy 9.5

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





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

Office Land Use Policy 9.6

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

10. Industrial Land Use

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

Industrial Land Use Policy 10.1

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

Industrial Land Use Policy 10.2

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

Industrial Land Use Policy 10.3

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

Industrial Land Use Policy 10.4

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

Industrial Land Use Policy 10.5

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

Industrial Land Use Policy 10.6

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

Industrial Land Use Policy 10.7

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

Industrial Land Use Policy 10.8

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

Industrial Land Use Policy 10.9

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

11. Specific Plan Area Land Use

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

Specific Planning Area Land Use Policy 11.1

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

Specific Planning Area Land Use Policy 11.2

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



Specific Planning Area Land Use Policy 11.3

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

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

Specific Planning Area Land Use Policy 11.4

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

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

Specific Planning Area Land Use Policy 11.5

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

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

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

Specific Planning Area Land Use Policy 11.6

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

(Policy continued on next page)

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

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

Specific Planning Area Land Use Policy 11.7

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

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

12. Open Space / Park Land Use

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



Open Space Land Use Policy 12.1

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

Open Space Land Use Policy 12.2

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

Open Space Land Use Policy 12.3

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

Open Space Land Use Policy 12.4

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

13. Public Facility Overlay

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

Public Facility Overlay Policy 13.1

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

Public Facility Overlay Policy 13.2

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

Public Facility Overlay Policy 13.3

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

14. Tribal Area Land Use Policies

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

Tribal Area Land Use Policy 14.1

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

15. Development Agreement Policies

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

Development Agreement Policy 15.1

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

Development Agreement Policy 15.2

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

Development Agreement Policy 15.3

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

Development Agreement Policy 15.4

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



16. Annexation

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

Annexation Policy 16.1

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

Annexation Policy 16.2

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

Annexation Policy 16.3

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

Annexation Policy 16.4

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

Annexation Policy 16.5

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

Annexation Policy 16.6

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

Annexation Policy 16.7

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

Annexation Policy 16.8

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

17. General Plan Review and Amendments

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

General Plan Review and Amendment Policy 17.1

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

General Plan Review and Amendment Policy 17.2

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

General Plan Review and Amendment Policy 17.3

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

General Plan Review and Amendment Policy 17.4

Require General Plan Amendments when proposals:

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



General Plan Review and Amendment Policy 17.5

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

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

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

General Plan Review and Amendment Policy 17.6

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

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

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

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

General Plan Review and Amendment Policy 17.7

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

General Plan Review and Amendment Policy 17.8

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

18. Environmental Review

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

Environmental Review Policy 18.1

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

Environmental Review Policy 18.2

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

Environmental Review Policy 18.3

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

Environmental Review Policy 18.4

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



