



East Valley Parkway Area Plan

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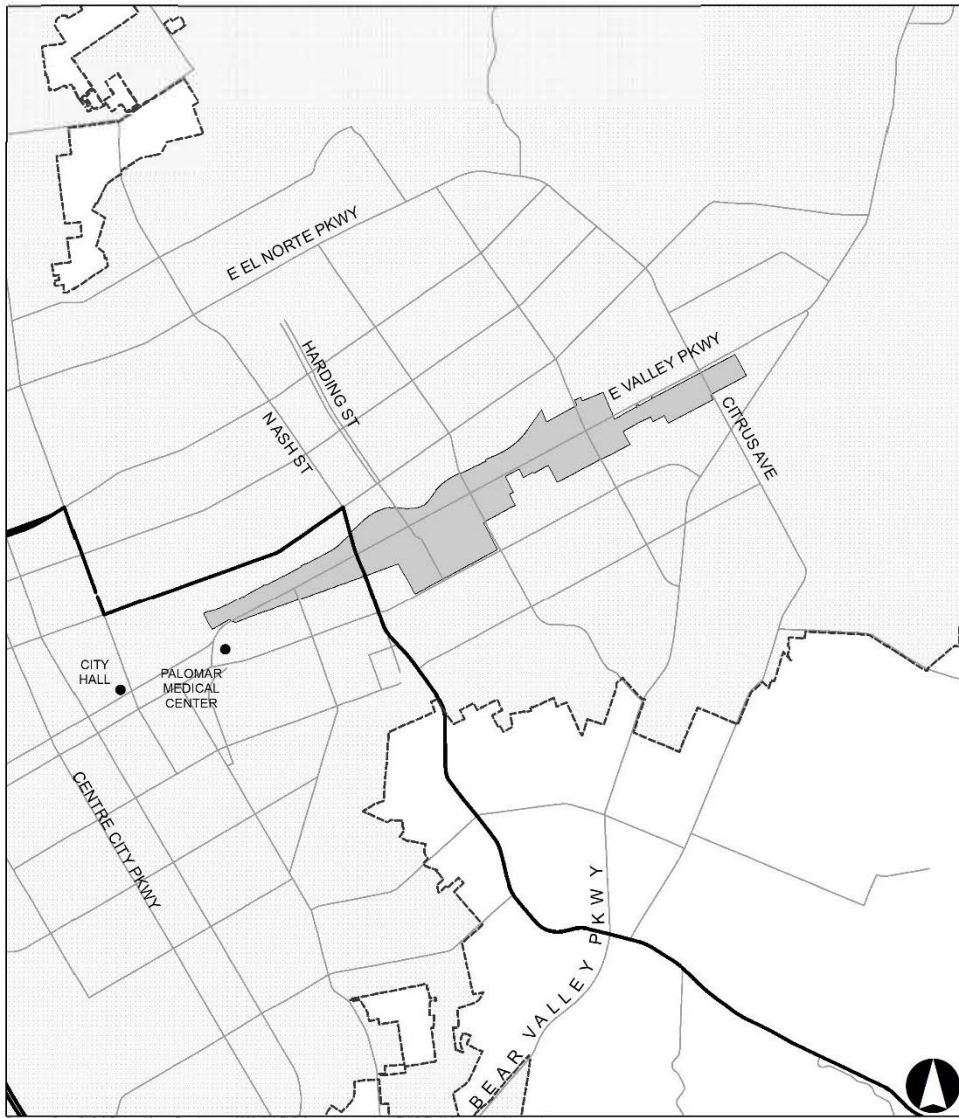
Changes to the East Valley Parkway Area Plan

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

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

The EVSP can be found online at:

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



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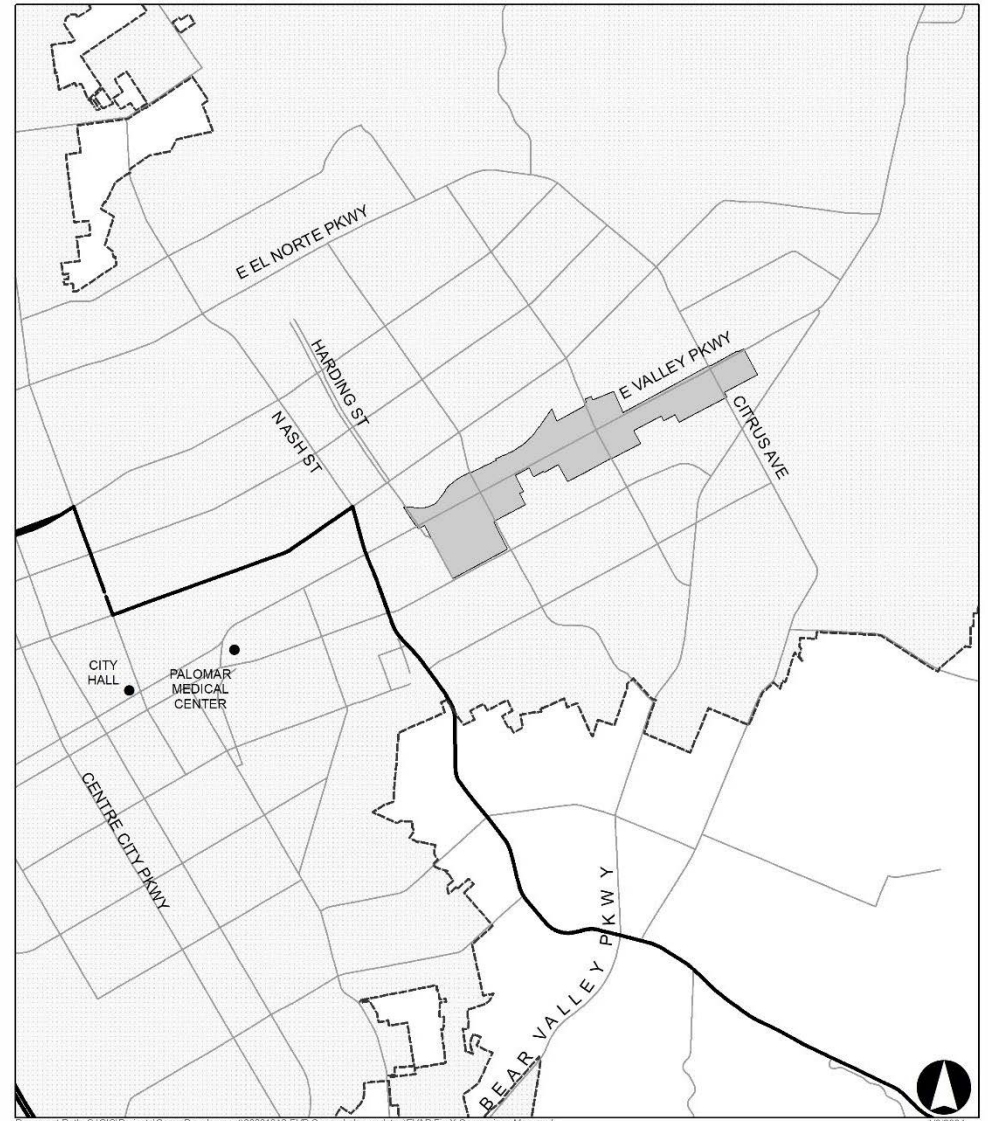
East Valley Parkway Area Plan



Vicinity Map (Previous Boundary)

Legend

Old East Valley Parkway Area Plan



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East Valley Parkway Area Plan



Vicinity Map (Current Boundary)

Legend

Current East Valley Parkway Area Plan

East Valley Parkway Area Plan

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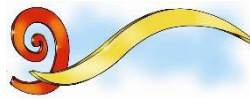
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SECTION 1. INTRODUCTION

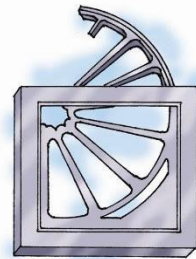


Mission Statement: *The mission of the East Valley Parkway Area Plan is to develop and implement a comprehensive strategy for the revitalization of the physical character and economic health of East Valley Parkway businesses and community.*

1.1 Purpose

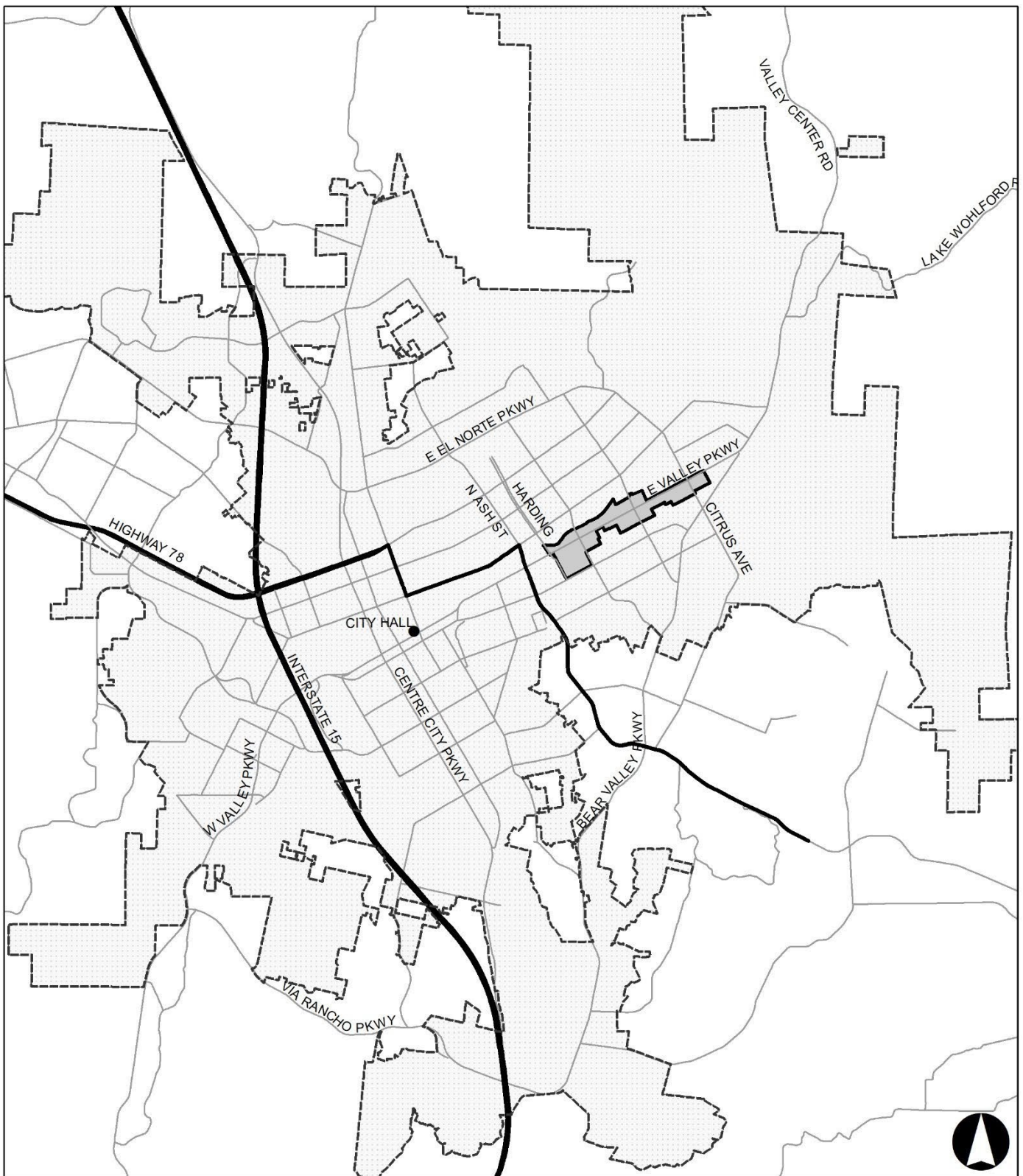
The purpose of the East Valley Parkway Area Plan is multifold:

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



1.2. Location

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



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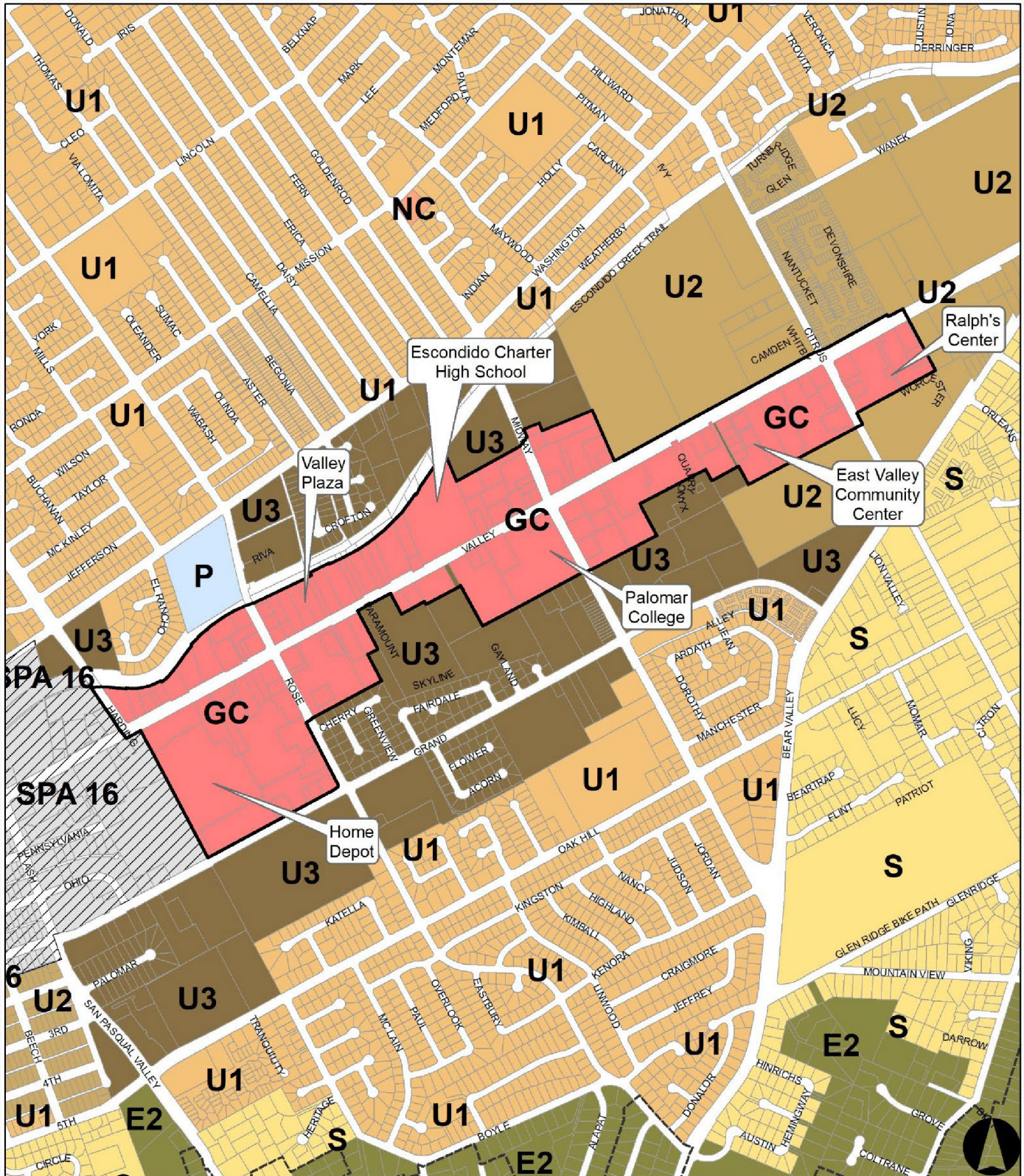
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-  City Limits
-  East Valley Parkway Area Plan

East Valley Parkway Area Plan



FIGURE 1: VICINITY MAP



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	U1: Urban 1	NC: Neighborhood Comm
	U2: Urban 2	P: Park
	U3: Urban 3	SPA: Specific Plan
	GC: General Comm	

East Valley Parkway Area Plan



FIGURE 2: GENERAL PLAN



Street trees frame distant mountain views along the scenic parkway

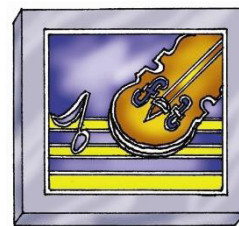
1.3 History

Brief Chronology of the Area:

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

Detailed History:

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



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

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



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

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

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

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



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

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

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



1.4 Plan Preparation Process

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

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



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

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



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

2.1 General Plan Conformance

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



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

Commercial centers provide a broad mix of retail and service uses

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

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

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



2.2 Bicycle Facilities Master Plan

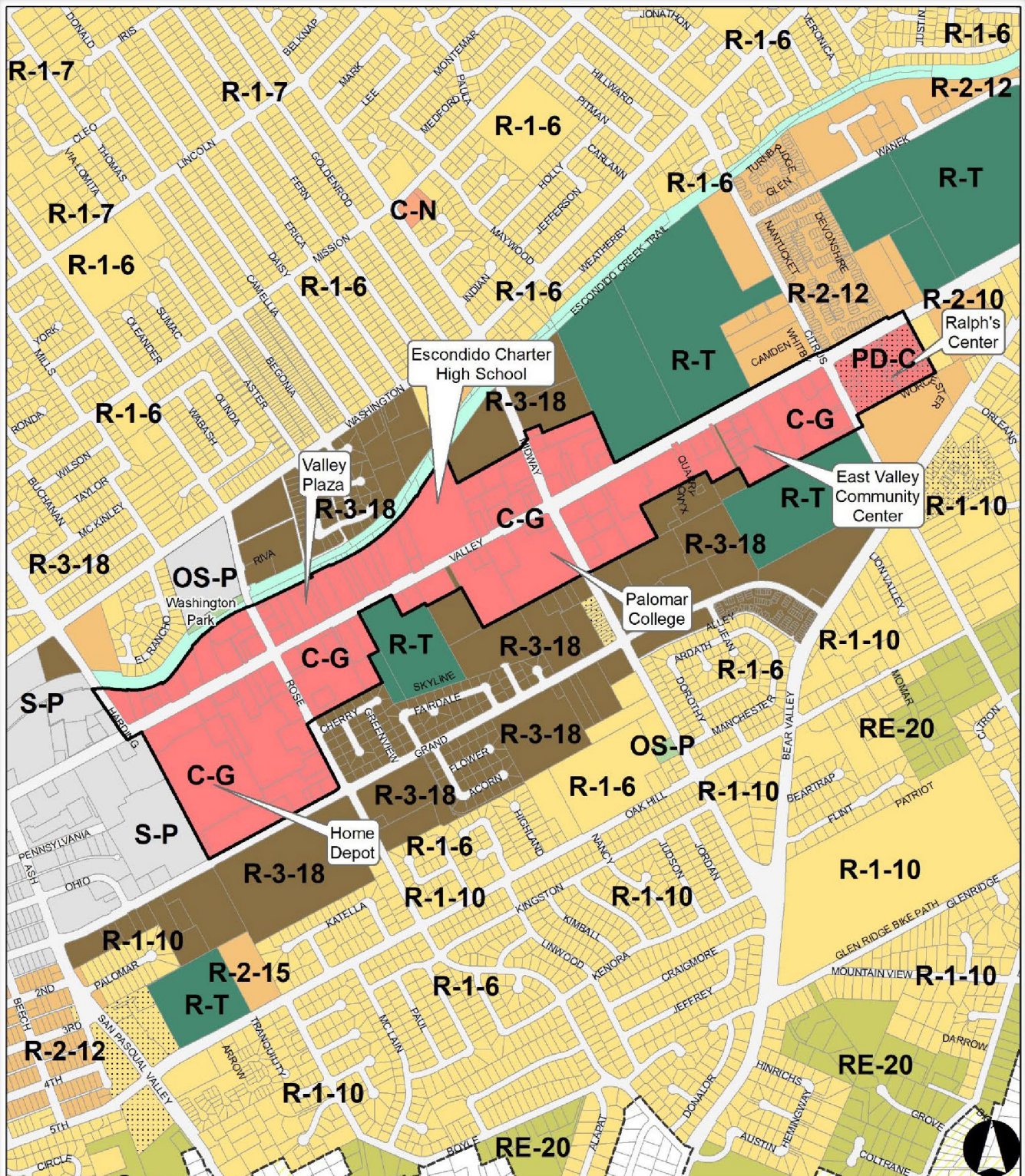
The Bicycle Facilities Master Plan, adopted in 1993, establishes a system of bicycle routes and support facilities intended to provide an alternate mode of transportation as well as a recreational opportunity. The master plan identifies a Class 1 grade-separated bikeway situated along the service road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

2.3 Zoning

Zoning Districts

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

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



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Legend		
East Valley Parkway Area Plan Boundary	R-1: Single-Family Residential	S-P: Specific Plan
R-2: Light Multiple Residential	C-G: General Commercial	OS: Open Space/Parks
R-3: Medium Multiple Residential	C-N: Commercial Neighborhood	P-Z (Pre-Zone)
R-T: Mobile Home Park	PD-C: Planned Development- Commercial	FCC: Flood Control Channel
	PD-R (Planned Development- Residential)	

East Valley Parkway Area Plan



FIGURE 3: ZONING

Business Enhancement Zone (BEZ)

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

SECTION 3. AREA PLAN GOALS

3.1 Goals

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

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



SECTION 4. LAND USE

4.1 Objectives



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

4.2 Existing Land Use

Existing Conditions:

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



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

Existing land use is characterized by the following conditions:

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

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

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



Escondido Charter High School opened in Fall 2003

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

Ownership Patterns and Lot Configurations:

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



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

4.3 Future Land Use Opportunities

Mixed-Use:

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



Other Targeted Land Uses:

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

4.4 Land Use Policies

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

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

2. Provide incentives for the consolidation of properties within the Valley Plaza Shopping Center to encourage redevelopment in a comprehensive design.
3. Consider opportunities for shared parking and access arrangements where lot consolidation is infeasible.
4. Encourage the establishment of desirable land uses to serve the increasing residential base and to capture visitor traffic in east Escondido, including the following:
 - Home improvement and home furnishing stores
 - Educational institutions and support facilities
 - Medical and hospital support uses
 - Concentration of Class A office space for large employers, flagship / headquarters buildings, and mixed-use office developments
 - Office buildings for small independent and incubator businesses and professional services, serving the employment needs of the new residents in the east valley area
 - Sit-down and family-style restaurants
 - Entertainment uses, including movie theaters
 - Commercial types of recreational uses, such as athletic clubs



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

4.5 Principal Land Uses

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



Scenic hillsides provide an attractive backdrop to this shopping center

Table 4.1

PERMITTED AND CONDITIONALLY PERMITTED PRINCIPAL USES

USE TITLE	CG	CP
RESIDENTIAL AND LODGING:		
• Bed and Breakfast (Article 32*)	C*	---
• Hotels and Motels (Article 63*)	C*	---
• Lodging for organization members only	C	---
• Mobile home or travel trailer parks (Articles 45 & 46*)	C*	---
• Multi-family residential as part of a mixed-use project	PD	---
MANUFACTURING, WHOLESALE TRADE, AND STORAGE:		
• Any use or structure permitted or conditionally permitted in a zone and involving hazardous materials (Section 33-666*)	C*	C*
• Mini-warehouse storage facilities (Article 57*)	C*	---
• Newspaper printing and publishing	P	---
RETAIL TRADE:		
Automotive and marine craft		
• Automotive parts and accessories sales with no repair or installation	P	---
• Gasoline service stations including concurrent sale of alcoholic beverages and motor vehicle fuel (Article 57* and Council Resolution #5002*)	C*	---
Food and Drink Sales		
• Food stores (grocery, produce, candy, baked goods, meat, delicatessen, etc.), excluding sale of liquor, tobacco and smoking-related products as primary use	P	---
• With facilities to dispense gasoline (Article 57*)	C*	---
• Liquor stores, packaged (off-sale)	---	---
General Retail		
• Antique and Consignment stores	P	---
• Bargain basement stores	---	---
• Building materials and supplies including lumber, heating, plumbing, and electrical equipment, etc. (Outdoor storage or sale subject to CUP)	P	---
• Consignment shop (Section 33-1127 of the Zoning Code*)	P	---
• Drugstores	P	P

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

USE TITLE	CG	CP
SERVICES:		
Animal Care (excluding kennels)	P	---
Automotive services (including motorcycles, motorized vehicles, marine craft and recreational vehicles)		
• Automobile supply stores with incidental installation	P	---
• Boutique car sales or car dealership	---	---
• Car-wash, polishing, vacuuming, detailing as a primary or accessory use	C*	---
• Commercial vehicle repair	---	---
• General vehicle repair	C	---
• Junyard and wrecking yard	---	---
• Limited vehicle repair and service in freestanding or single tenant building	C	---
• Limited vehicle repair and service in multi-tenant centers which were comprehensively designed and approved for automotive repair prior to Area Plan	P	---
• Tow yard storage	---	---
• Tractor or heavy truck sales, storage, or rental	C	---
Educational services		
• Day nurseries, child care centers (Article 57*)	C*	C*
• Schools, including kindergarten, elementary, junior, and senior high schools (Article 57*)	P*	---
• Special needs education	P	P
• University, college, junior college, and professional schools	P	P
• Vocational and trade schools	P	P
• Other special training (including art, music, drama, dance, language, etc.)	P	---
Government services		
• Administrative centers and courts	P	P
• Employment and training services	P	P
• Operation Centers	C	C
• Police and fire stations	C	C
• Postal services	P	P
Financial services and institutions		
• Banks, securities brokers, credit offices (excluding check cashing as a primary use)	P	P
• Check-cash / pay day	---	---

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

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

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

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

NEC = Not Elsewhere Categorized

4.6 Permitted Accessory Uses and Structures

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

Table 4.2
PERMITTED ACCESSORY USES AND STRUCTURES

USE TITLE	CG	CP
<ul style="list-style-type: none"> Accessory buildings such as garages, carports and storage buildings clearly incidental to permitted use ATM kiosk ATM kiosk with drive-through (Section 33-341 of the Zoning Code*) Bus stop shelters (Article 57* and Article 9*, Chapter 23 EMC*) Caretaker's or resident manager's quarters (for lodgings, motels, hotels, and mortuaries) Check cashing Drive-through (Section 33-341 of the Zoning Code*) Employee recreational facilities Fleet Storage (as an accessory use) Helipad, as incidental use only (Article 57*) Live entertainment Liquor sales, packaged off-sale Outdoor dining in conjunction with an approved eating place (Article 57*) Outdoor display of merchandise (Article 73*) Satellite dish antennas (Article 34*, CUP required for some sizes and heights) 	P P C P* P P C P P C* P P P* P* P*/C*	P P --- P* --- P C P P C* P --- P* P* P*/C*

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

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

4.7 Prohibited Uses

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

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

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

4.8 Parking

Existing conditions:

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



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

Parking Standards:

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

- unnecessary curb cuts, utilize existing parking, facilitate pedestrian circulation and eliminate unnecessary parking facilities.
6. Parking lot design shall conform to the Design Guidelines in Section 8 to the extent feasible.

4.9 Signs

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

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



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

Section 4.11 Review Process

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

SECTION 5: APPEARANCE

5.1 Objectives

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



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

5.2 Property Maintenance and Enforcement

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

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

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

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

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

5.3 Design Guidelines

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



5.4 Public Art

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

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



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

SECTION 6: CIRCULATION AND INFRASTRUCTURE

6.1 Objective

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

6.2 Existing Conditions

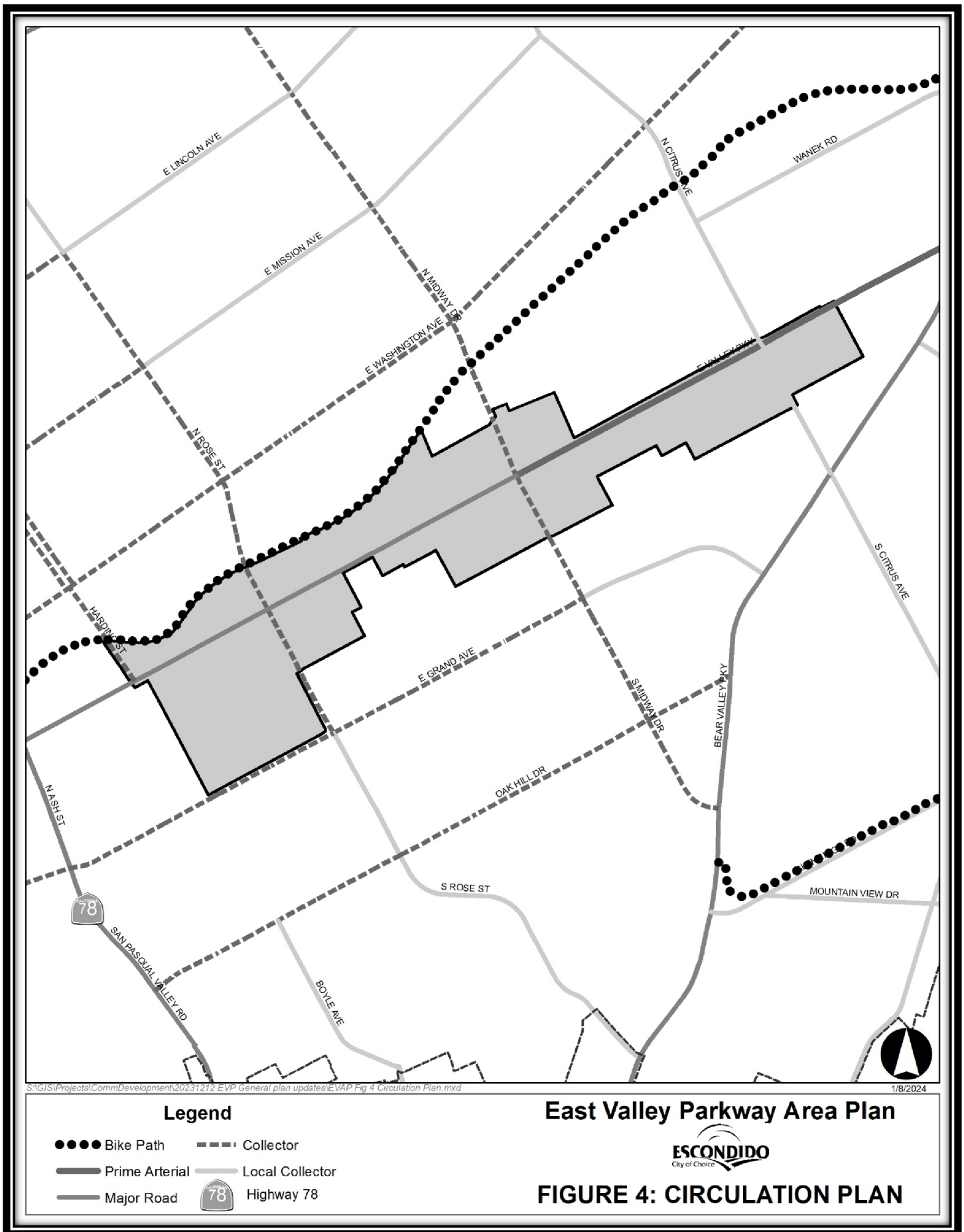
Regional Context

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

General Plan

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

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





Westbound motorists approach the Ash Street intersection (Highway 78)

Site Access and Parking

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

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



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

6.3 Transit

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



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

6.4 Bicycle and Pedestrian Paths

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



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



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

6.5 Circulation Policies

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

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

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

6.6 Directional Signs

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

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

6.7 Other Infrastructure

Utilities

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



Utility undergrounding is accomplished incrementally as part of street improvement projects

Drainage

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

SECTION 7. ECONOMIC DEVELOPMENT

7.1 Economic Development

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

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

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

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

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



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

7.2 Marketing

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

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

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



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

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

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

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



SECTION 8. DESIGN GUIDELINES

8.1 Introduction and Purpose

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

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



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

8.2 Overall Design Concept

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



5/28/2024

FIGURE 5: DESIGN CONCEPT

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

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

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

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

8.3 Architectural Design Guidelines

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



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

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

One list of elements may include the following:

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



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

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



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

8.4 Site Design Guidelines

A. Orientation / Setbacks / Buffers

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





East Valley Parkway Area Plan



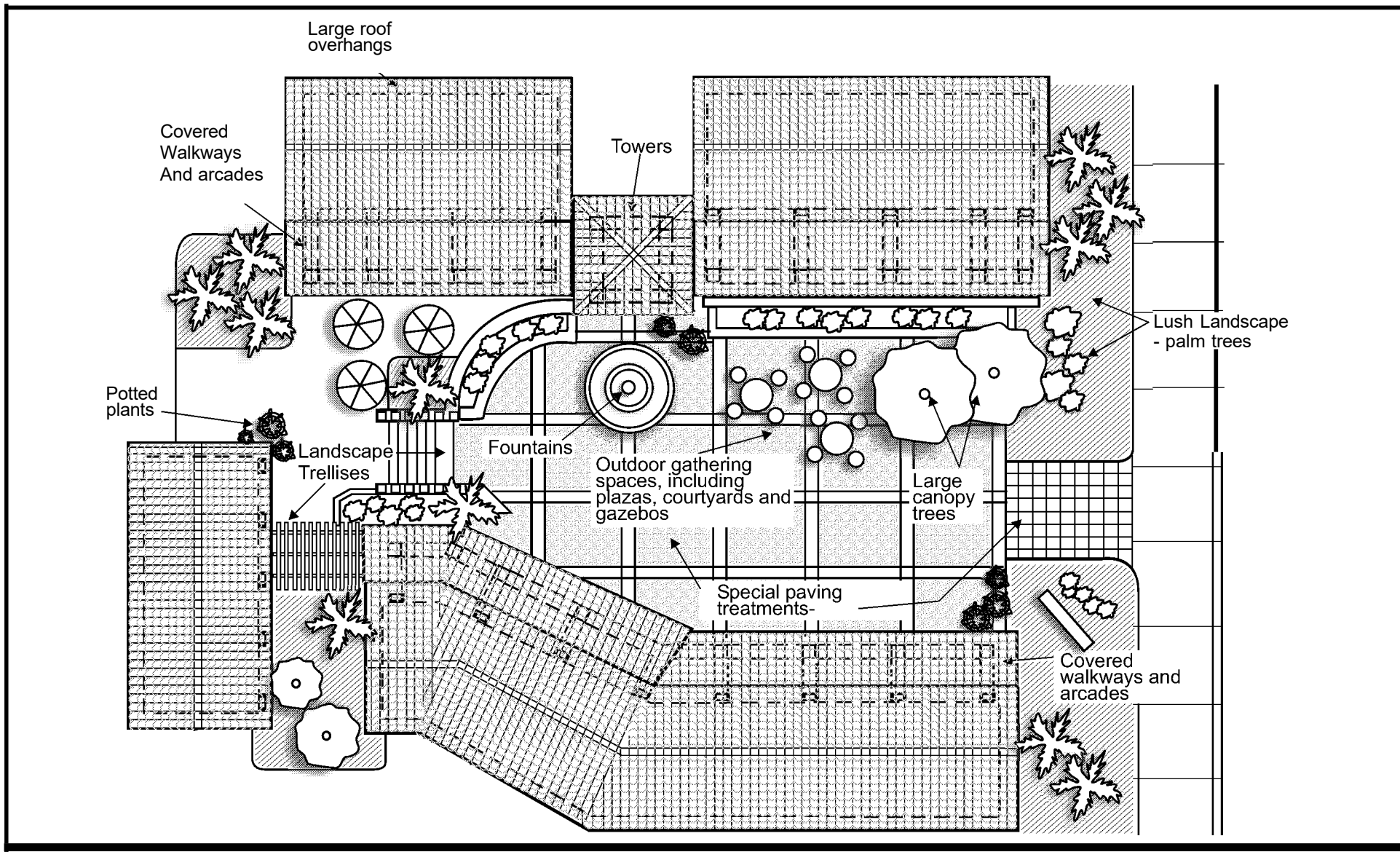
FIGURE 6A: MEDITERRANEAN DESIGN CONCEPT



East Valley Parkway Area Plan



FIGURE 6B: MEDITERRANEAN DESIGN CONCEPT



East Valley Parkway Area Plan

FIGURE 6C: CONCEPTUAL SITE PLAN



East Valley Parkway Area Plan



FIGURE 7A: CONTEMPORARY STYLE



East Valley Parkway Area Plan

FIGURE 7B: CONTEMPORARY STYLE

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



5. Site the building setback from East Valley Parkway and driveway locations in context with adjacent structures to ensure visibility so motorists have adequate time to identify businesses and turn safely into driveways.
 6. Incorporate architectural features at all ground floor elevations that emphasize pedestrian movement, provide adequate sight visibility and focus visual interest at the corners of buildings located at an intersection corner.
 7. Provide adequate visual and noise buffers between commercial uses and adjacent residential uses. Avoid the use of loading areas adjacent to residential uses.
8. Provide outdoor gathering spaces including landscaped courtyards, seating, shade trees, fountains and other restful elements in large commercial centers.

B. Vehicular and Pedestrian Circulation

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

8.5 Building and Architectural Guidelines

A. Style / Theme / Articulation

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



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



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

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



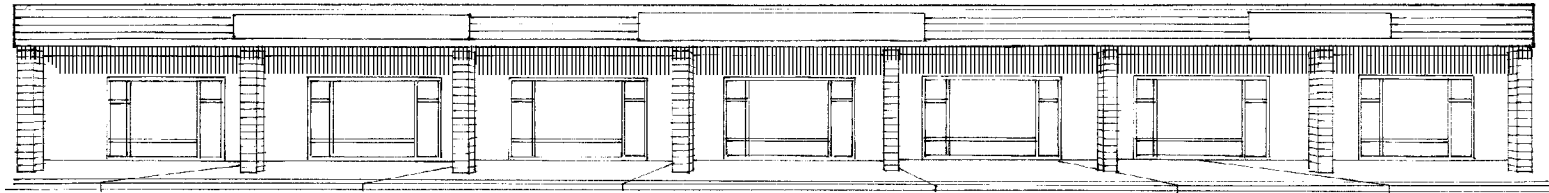
B. Exterior Building and Roof Materials

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

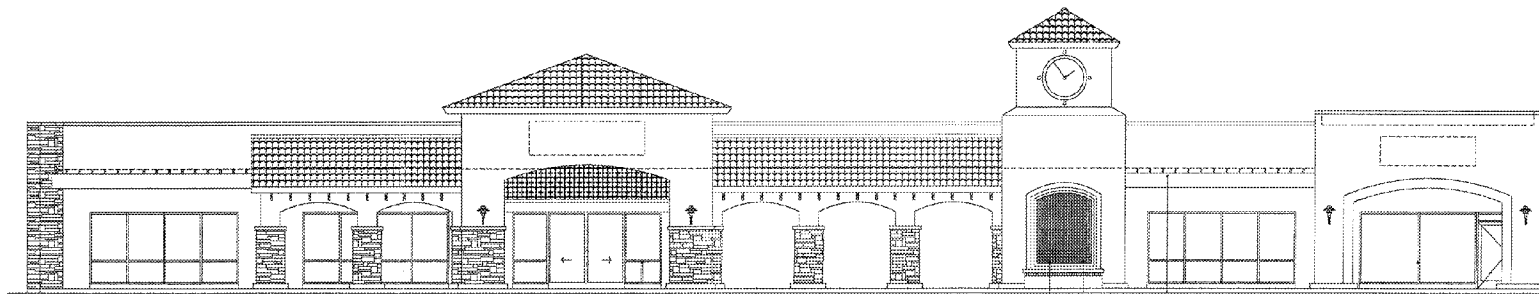


C. Color Palette

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



FACADE PRIOR TO RENOVATION



FACADE AFTER RENOVATION



East Valley Parkway Area Plan

FIGURE 8: CONCEPTUAL BUILDING RENOVATION

Too many colors on fascia - functions as a sign

Dangling lights

Existing Conditions

Bulletin board looks junky

Temporary Window signs block visibility



Cardboard Boxes

Storage of excessive merchandise stacked against windows

Shopping carts, trash can, and vending machines block entrance

Address more visible

Recommended improvements

Paint fascia onecolor

Relocate bulletin board

Relocate shopping carts to inside or provide screening ---

Open up window display area



Remove window Signs

Keep entrances clear of obstructions



East Valley Parkway Area Plan

FIGURE 9: BUILDING RENOVATION

Existing Conditions



/Oversized
pole sign

Too many
exterior vending
machines

No parking lot
screening

Minimal landscaping

Palm trees which look
like telephone poles

Recommended Improvements



New street trees
help unify
appearance

Hedge screens
parking areas

Relocate vending
machines to inside
or away from entry

Replace pole sign
with monument sign

D. Renovation of Existing Buildings

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



8.6 Landscaping Guidelines

A. Overall Concept

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

B. Streetscape

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



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

C. Parking Lots

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



D. Hardscape / Decorative Elements

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



8.7 Signage and Lighting Guidelines

A. Entry and Directional Signs

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

B. Building Signs

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

C. Lighting Concepts

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



8.8 Residential and Mixed-Use Guidelines

A. Overall Concept

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



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

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

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

SECTION 9. IMPLEMENTATION

9.1 Implementation Mechanisms

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

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

