

DOWNTOWN ESCONDIDO SPECIFIC PLAN

ESCONDIDO, CALIFORNIA

The City of Escondido selected Urban Design Kilday Studios to assist in the preparation of a Downtown Specific Plan to enhance the ongoing revitalization efforts. In the past, the City, in cooperation with downtown merchants, had developed a sound land use concept which proposed a very pedestrian-friendly environment as the “core” of the downtown, with surrounding support land uses.

The Downtown Specific Plan area encompasses approximately 460 acres extending from I-15 and Valley Parkway to Palomar Hospital. The land use districts in the specific plan replaced the traditional CBD (central business district), residential, and other commercial zoning previously in place, and established desired land uses and incentives for development consistent with the City’s and merchants’ revitalization goals.

In addition to establishing permitted land use and development regulations, the specific plan sets forth a series of unique development incentive programs aimed at encouraging the private sector to provide additional amenities for improvement of the area. Incentives are offered in the way of development bonuses for providing such items as plazas, rear facade enhancement, lot consolidation, or shared access. A special sign overlay district was created for the area to help the city deal creatively with some of the sign issues unique to the downtown.



ESCONDIDO DOWNTOWN REVITALIZATION SPECIFIC PLAN

LAND USE DISTRICTS
Prepared for: City of Escondido
Prepared by: Urban Design Kilday Studios
EXHIBIT II



Denotes where rear facade improvements are required.

EXHIBIT V REAR FACADE IMPROVEMENTS

Client: City of Escondido, CA