

**ATTACHMENT 2**  
**General Plan Amendments Reference Sheet**

*The following reference sheet provides information on text and figure adjustments proposed as part of this amendment.*

<b>Page #</b>	<b>Name</b>	<b>Change</b>
<b>Figures</b>		
II-3	Figure II-1: Land Uses	Updated land uses associated with the East Valley Specific Plan. Areas within the specific plan boundary will be changed from General Commercial to Specific Plan Area.
II-40	Figure II-8: Specific Plan Areas	Figure is missing the East Valley Specific Plan. Added the new plan boundaries and included as Specific Plan Area 16 (SPA 16).
II-66	New Figure: Boundaries of SPA 16	Map with the boundaries of of the East Valley Specific Plan.
II-81	Figure II-27	Updated figure colors to reflect East Valley Specific Plan boundaries. Parcels between Hickory and Harding changed from red (General Commercial) and purple (Office) color to grey (Specific Plan Area).
<b>Text</b>		
II-66	New Section: Section 16. East Valley SPA #16	Created a new section dedicated for the East Valley Specific Plan. Section follows other SPA structures by providing information on SPA location, size, current status, adopted plan details, and guiding principles.
II-81	H. East Valley Parkway Target Area	Added reference to the East Valley Specific Plan under "Adopted plans."

Figure II-1: Land Uses (Page II-3)

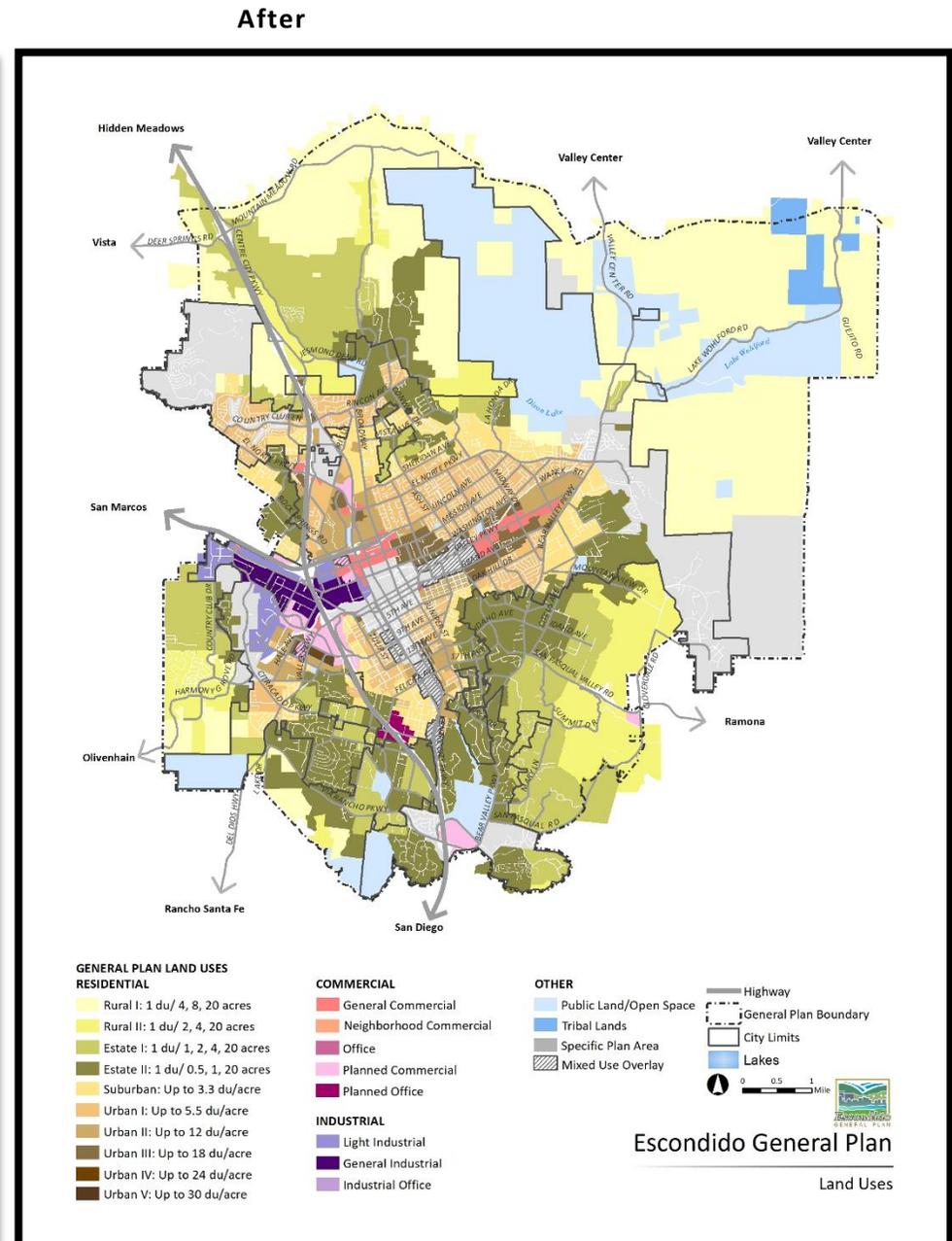
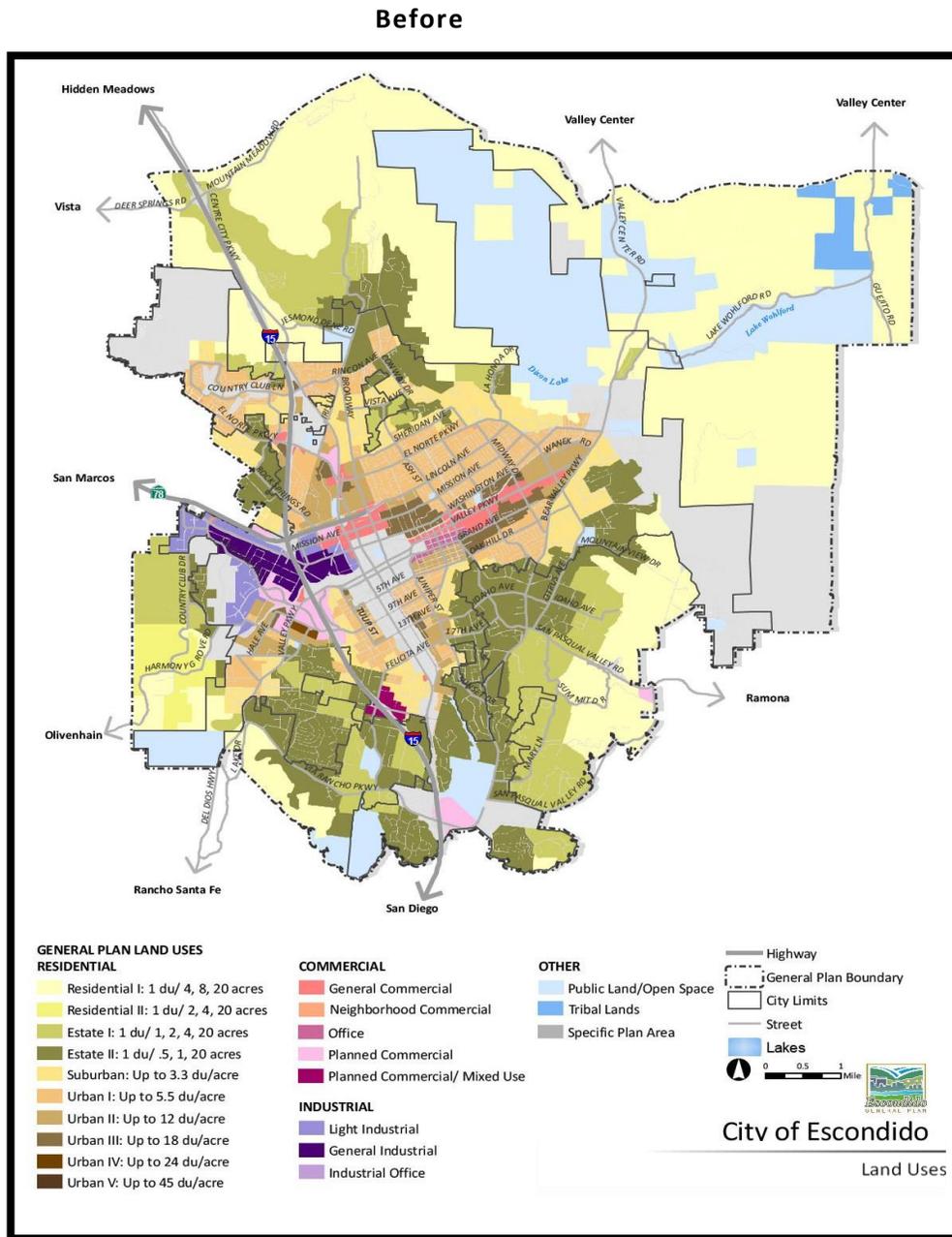


Figure II-8: Escondido General Plan Specific Areas (Page II-40)

Before

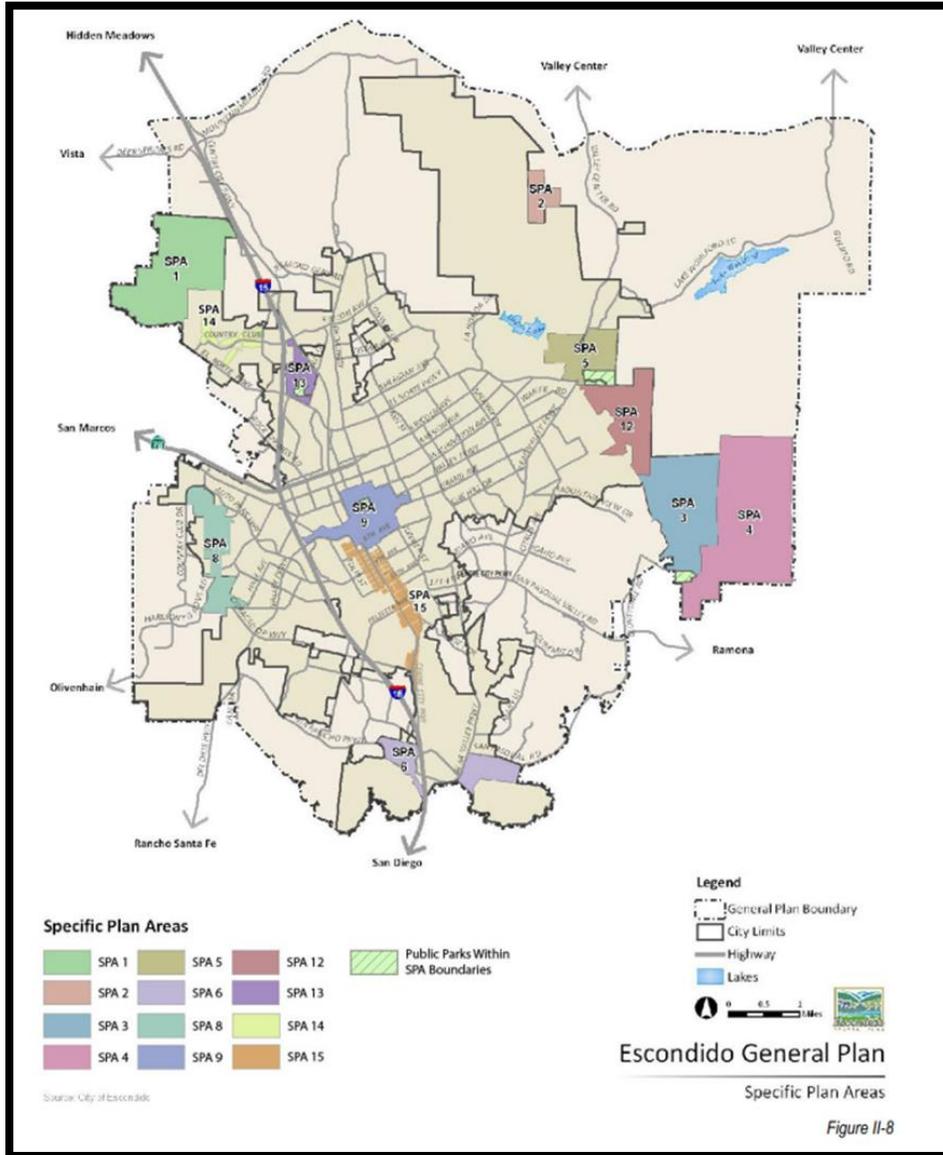
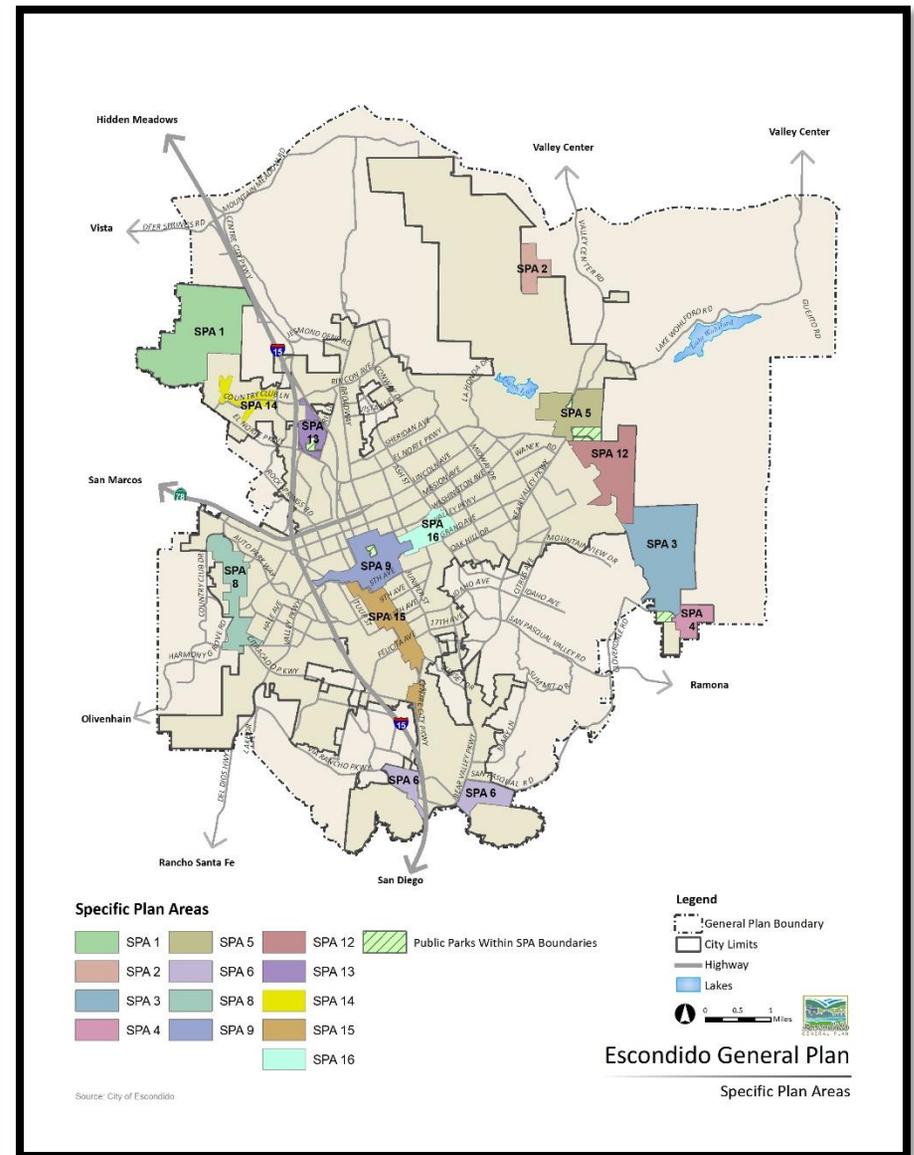


Figure II-8

After



Escondido General Plan  
Specific Plan Areas

New Figure: East Valley SPA #16 (Page II-66)

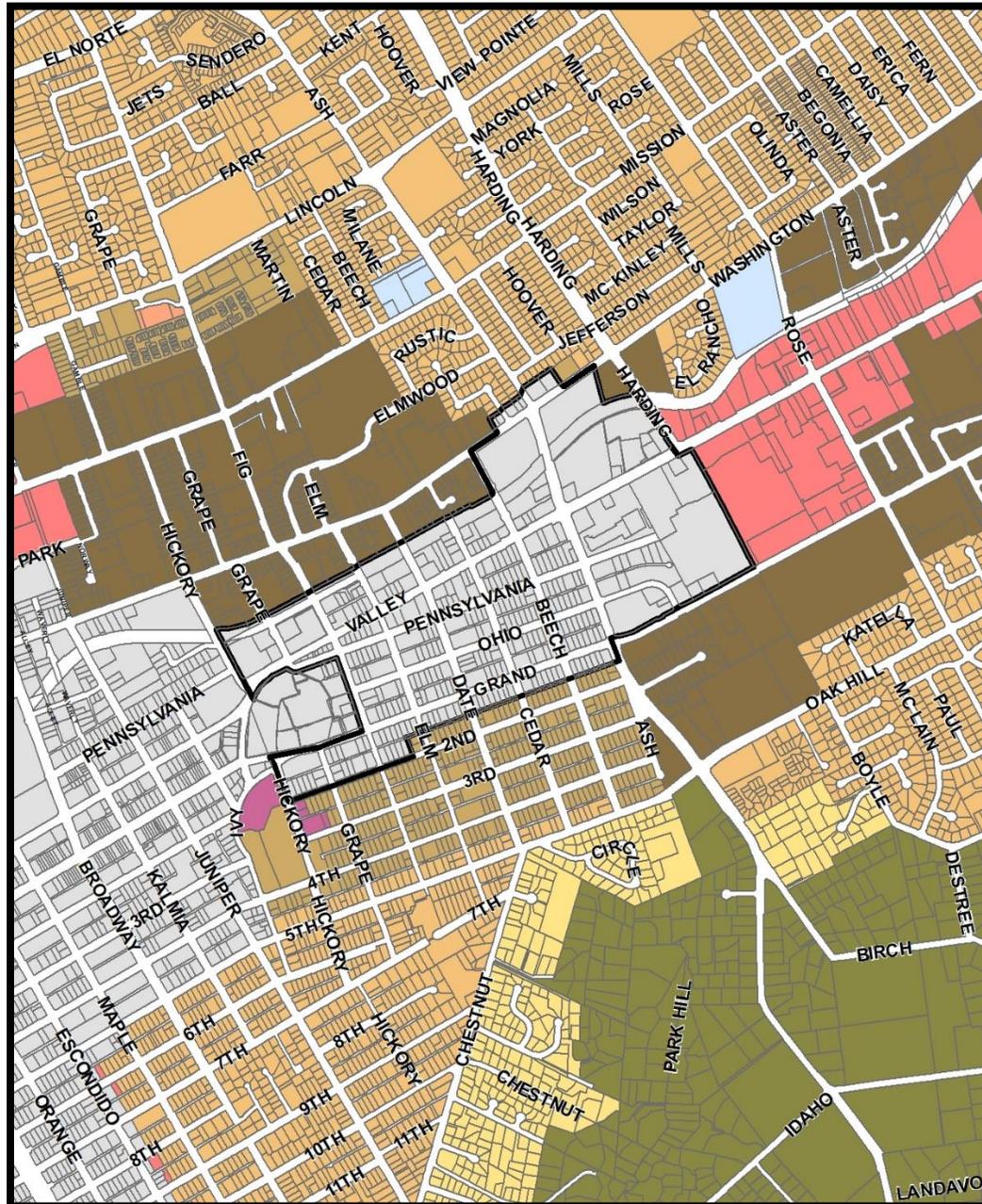
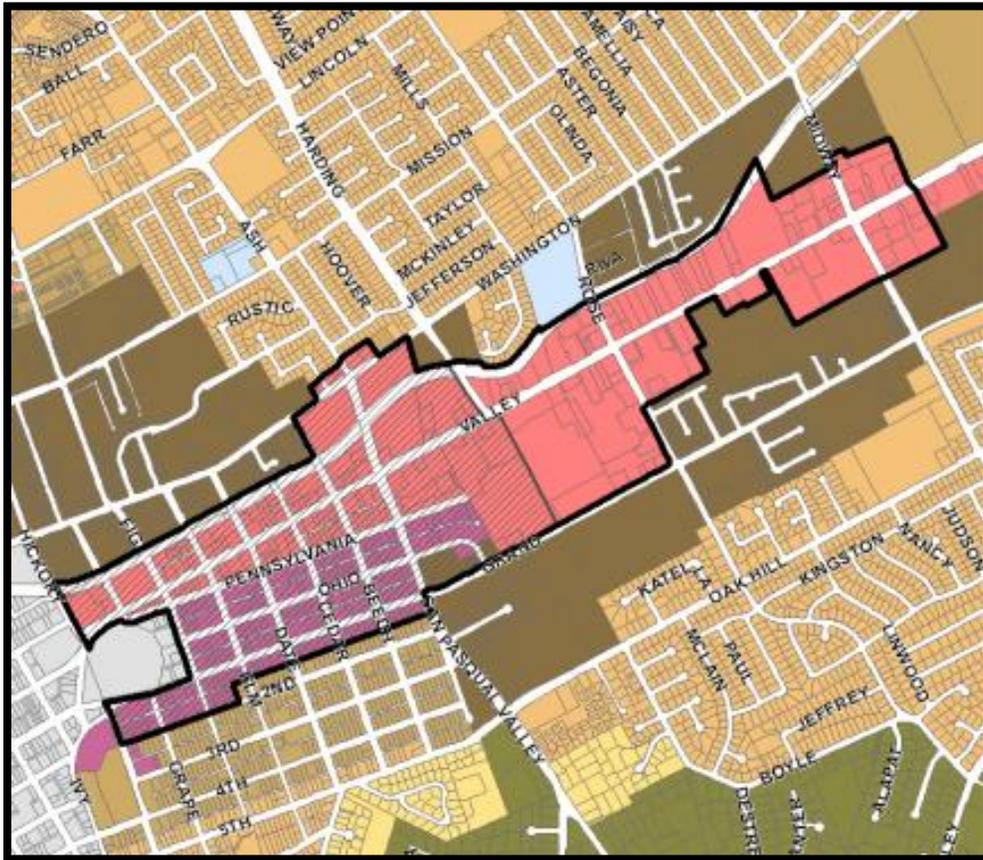
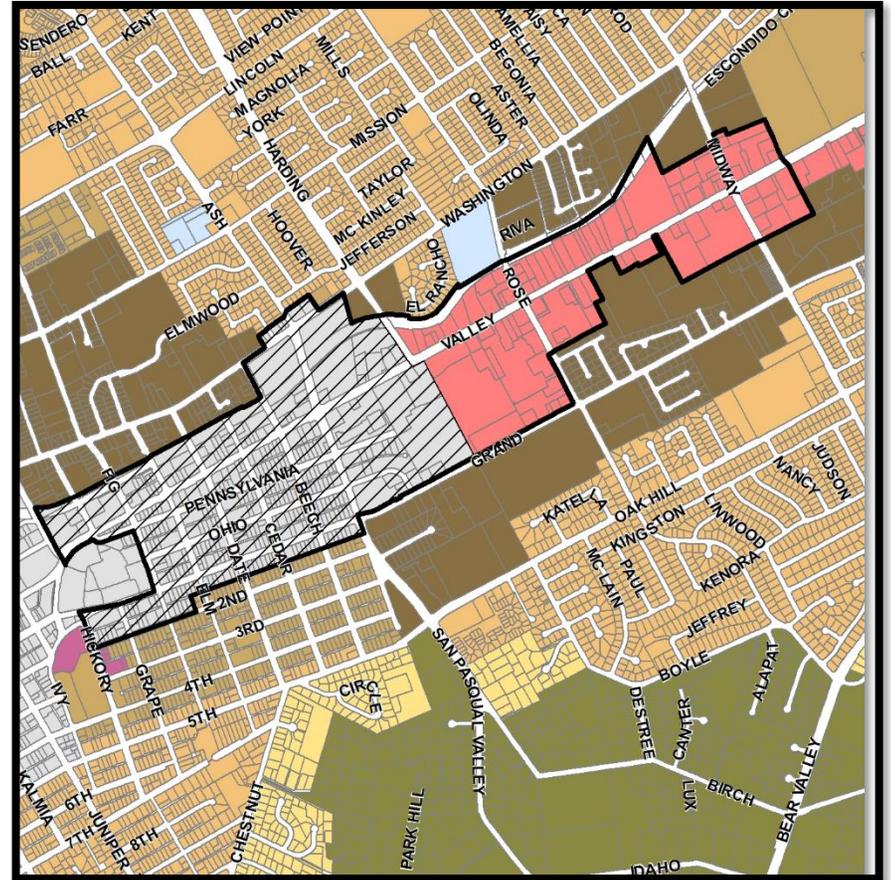


Figure II-27: East Valley Parkway Area (Page II-81)

Before



After



# II. Land Use and Community Form



## Introduction

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

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

## The Land Use / Community Form Element’s Purpose

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

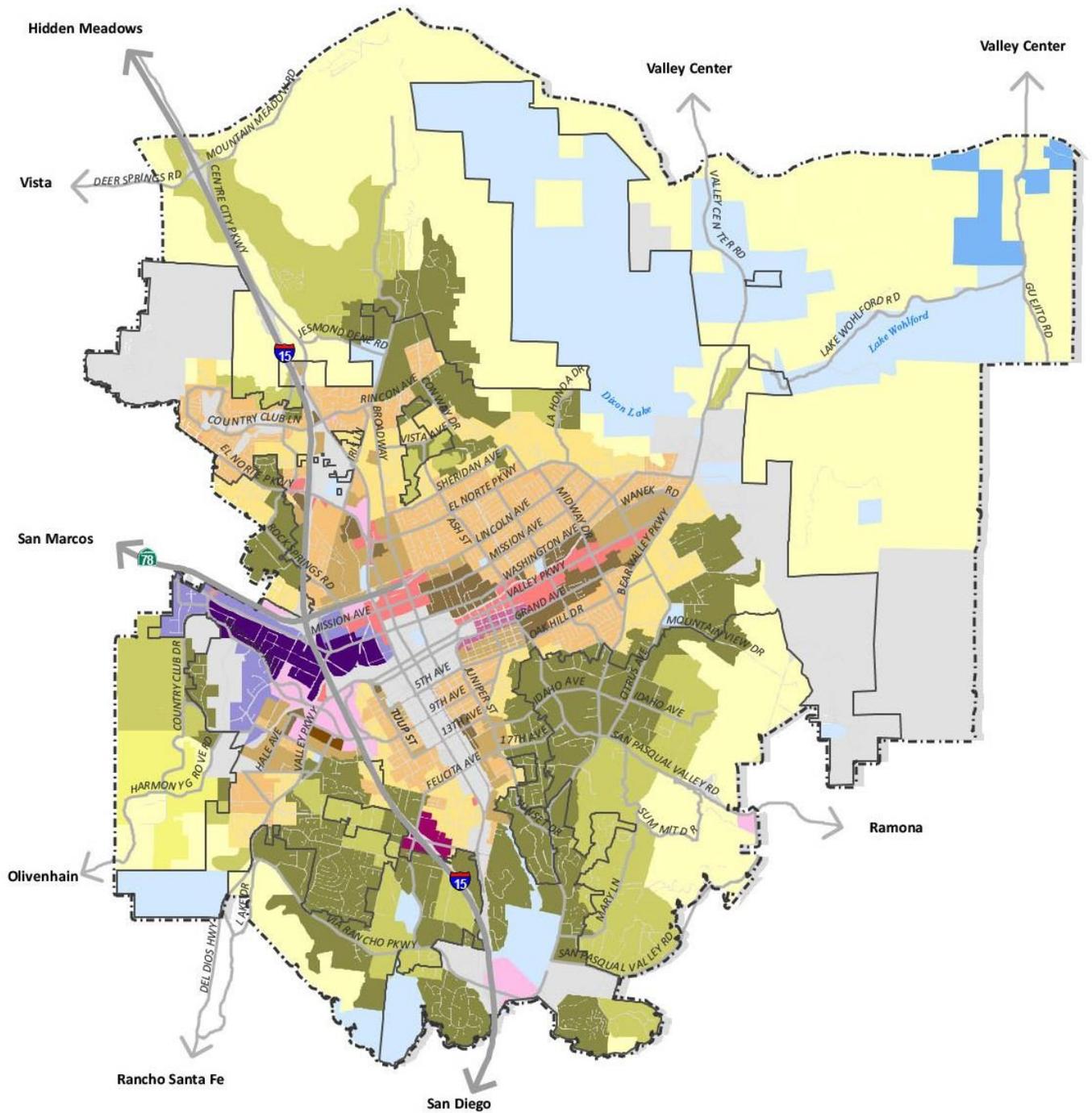
Goals identified in the Land Use / Community Form Element foster Escondido’s role as an urban center. The Plan emphasizes the revitalization of the downtown area and established neighborhoods, promotes economic development in the form of attractive, sustainable, economically viable industrial and commercial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



## A. Relationship to Other Elements in the General Plan

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

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



**GENERAL PLAN LAND USES**

**RESIDENTIAL**

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

**COMMERCIAL**

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

**INDUSTRIAL**

- Light Industrial
- General Industrial
- Industrial Office

**OTHER**

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

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

0 0.5 1 Mile



**City of Escondido**

Land Uses  
Figure II-1





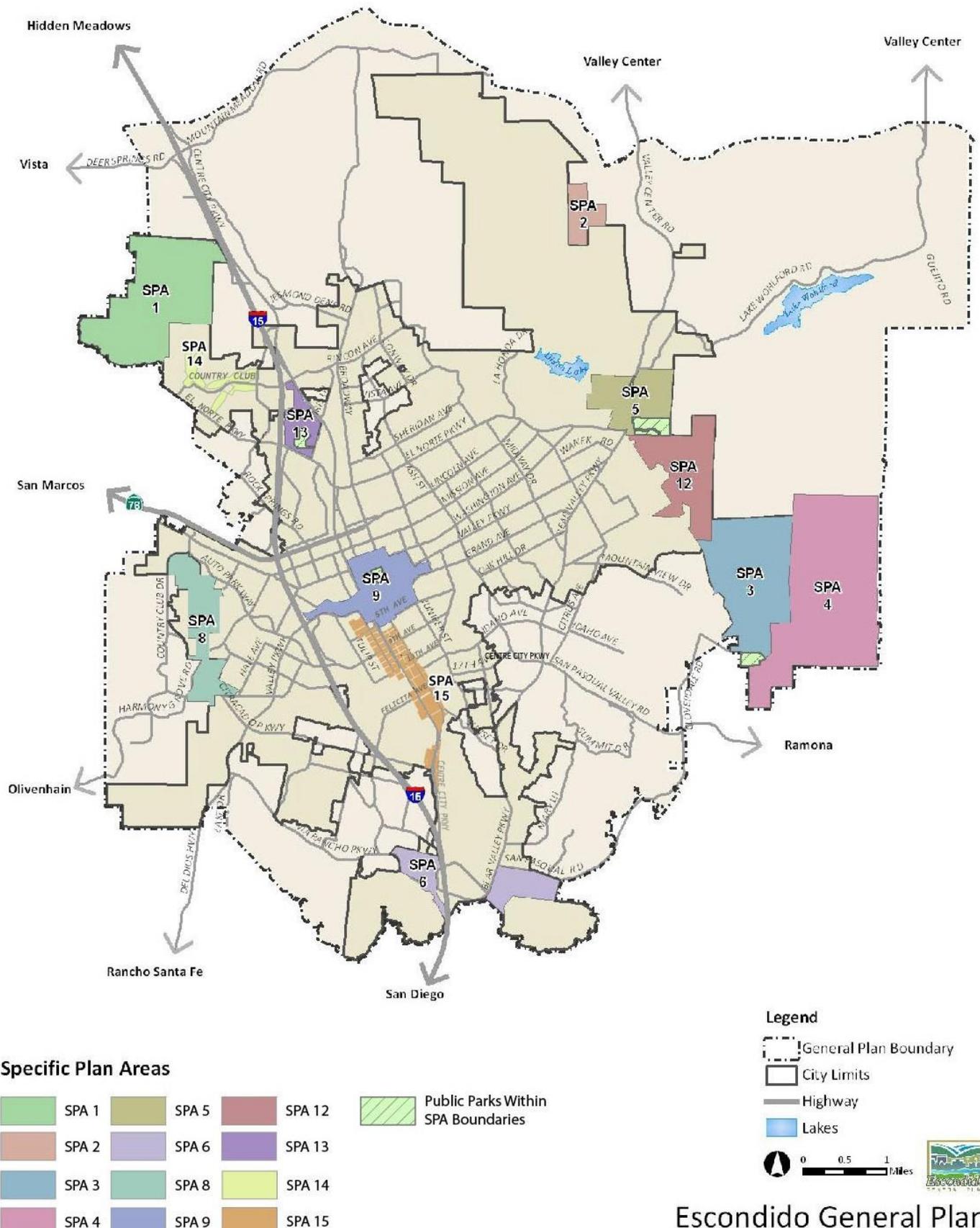
## I. Specific Planning Areas

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

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

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

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



Source: City of Escondido

Figure II-8

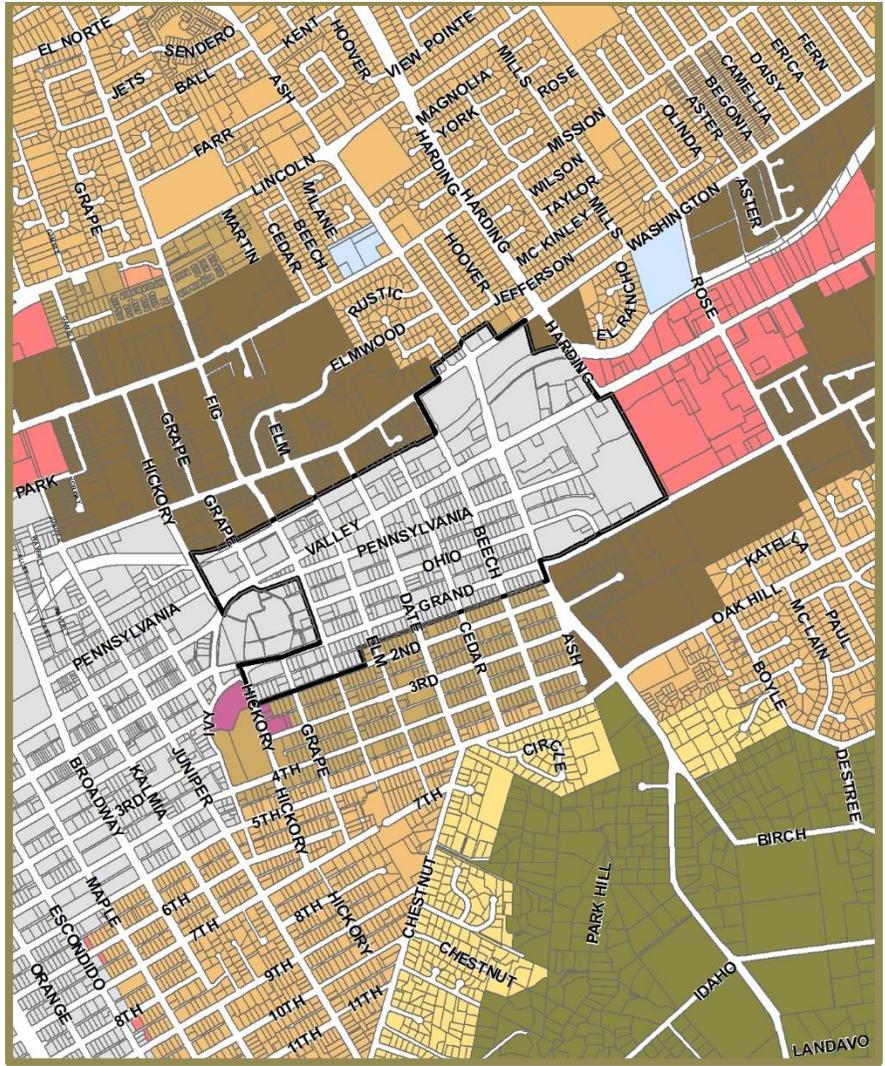


Figure II-21

### 16. East Valley SPA #16

**Location:** The planning area is located in central Escondido, immediately adjacent to, and east of downtown. The area extends approximately 1-mile along Escondido Creek, a concrete-lined flood control channel.

**Size:** The plan area covers approximately 191 acres within the City of Escondido.

**Current Status:** Commercial development characterizes a majority of the planning area. Big and mid-box retail, grocery and food service establishments are located within the planning area vicinity. Medical office buildings are also present due to the influence of the former Palomar Health Medical campus, which was demolished late 2021. Since the medical campus demolition, there has been an increase in vacancies within the surrounding office spaces.



**Plan Details:** The East Valley Specific Plan establishes goals, policies, allowable land uses, development standards and guidelines for A wealth of topics are addressed as part of the plan, including: Mobility, Open Space and Trails, Economic Development, Sustainable and Equitable Development, and Design.

**Guiding Principles:** The East Valley Specific Plan’s goals incorporate a dynamic mix of land uses to ensure planned residential, commercial, and open space uses are linked together through multi-modal transportation corridor. Connections to Escondido Creek Trail and an aspiration to provide a unique and artistic identity seeks to revitalize the area and attract residents and businesses.





## J. General Plan Opportunity Areas

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

### 1. Specific Planning Areas

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

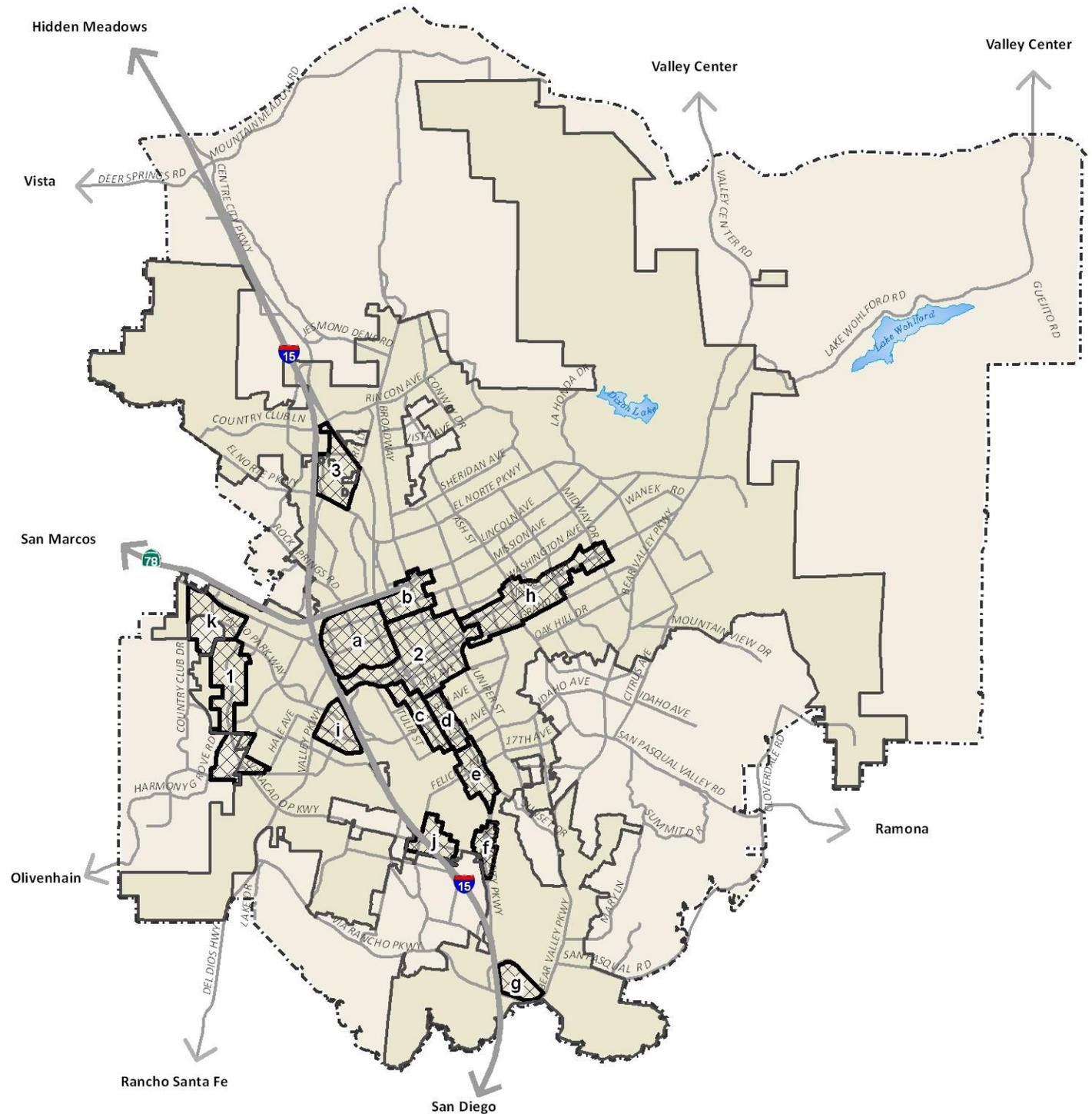
1. Escondido Research and Technology Center SPA #8
2. Downtown Escondido SPA #9
3. Imperial Oakes Corporate Center SPA #13

### 2. Target Areas

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

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

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



**Target Areas**

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

**Specific Planning Areas**

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

Opportunity Areas

**Legend**

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



**Escondido General Plan**

Opportunity Areas  
Figure II-19

Source: City of Escondido

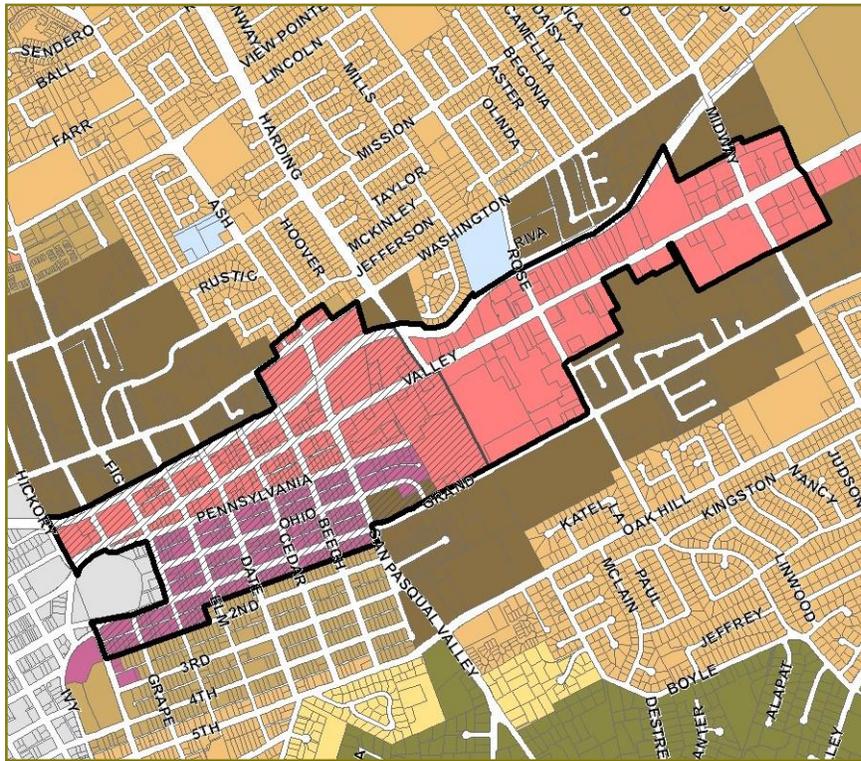


Figure II-27

## h. East Valley Parkway Target Area

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

**Size:** 331 acres (Figure II-27).

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

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

**Adopted Plans:** East Valley Parkway Area Plan [and East Valley Specific Plan](#)

### Target Area 8 Guiding Principles:

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

## GENERAL PLAN LAND USES

### Residential

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

### Commercial

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

### Industrial

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

### Other

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

