



CITY of ESCONDIDO

PLANNING COMMISSION MEETING

September 08, 2026 at 7:00 PM

Council Chambers: 201 North Broadway, Escondido, CA 92025

WELCOME TO YOUR COMMISSION MEETING

We welcome your interest and involvement in the legislative process of Escondido. This agenda includes information about topics coming before the Commission.

CHAIR

Barry Speer

VICE CHAIR

Dustin Steeve

COMMISSIONERS

Marc Correll

Corey Gustafson

Jeff Jester

Carrie Mecaro

Stan Weiler

MINUTES CLERK

Angel Estrada

HOW TO WATCH

The City of Escondido provides one way to watch a Commission meeting:

In Person



201 N. Broadway, Escondido, CA 92025



CITY of ESCONDIDO

PLANNING COMMISSION

TUESDAY, SEPTEMBER 08, 2026

HOW TO PARTICIPATE

The City of Escondido provides two ways to communicate with the Commission during a meeting:

In Person



Fill out Speaker Slip and Submit to City Clerk

In Writing



<https://escondido-ca.municodemeetings.com>

ASSISTANCE PROVIDED

If you need special assistance to participate in this meeting, please contact our ADA Coordinator at 760-839-4869. Notification 48 hours prior to the meeting will enable the city to make reasonable arrangements to ensure accessibility. Listening devices are available for the hearing impaired – please see the City Clerk.





CITY of ESCONDIDO

PLANNING COMMISSION

TUESDAY, SEPTEMBER 08, 2026

AGENDA

CALL TO ORDER

FLAG SALUTE

ROLL CALL

APPROVAL OF MINUTES

1. August 11, 2026

WRITTEN COMMUNICATIONS

Under state law, all items under Written Communications can have no action, and will be referred to the staff for administrative action or scheduled on a subsequent agenda.

ORAL COMMUNICATIONS

Under state law, all items under Written Communications can have no action, and will be referred to the staff for administrative action or scheduled on a subsequent agenda.

This is the opportunity for members of the public to address the Commission on any item of business within the jurisdiction of the Commission.

CURRENT BUSINESS

2. North County Mall Master Plan History

REQUEST: Receive staff's presentation to the Planning Commission entailing an overview of the North County Mall Planned Development Master Plan history.

PROPERTY SIZE AND LOCATION: The 83-acre site is located on the northern side of Via Rancho Parkway, east of Interstate 15, and addressed as 210 – 272 E. Via Rancho Pkwy.

APPLICANT: City of Escondido Development Services Department

CEQA RECOMMENDATION: Not a "Project" under CEQA, pursuant to CEQA Guidelines Section 15378(b)(5)

STAFF RECOMMENDATION: None.

CITY COUNCIL HEARING REQUIRED: NO



CITY of ESCONDIDO

PLANNING COMMISSION

TUESDAY, SEPTEMBER 08, 2026

3. Escondido 2040 – Infrastructure Leading Land Use

REQUEST: Receive staff's overview of the Escondido 2040 Program.

PROPERTY SIZE AND LOCATION: Citywide

APPLICANT: City of Escondido

CEQA RECOMMENDATION: n/a

STAFF RECOMMENDATION: n/a

CITY COUNCIL HEARING REQUIRED: NO

ORAL COMMUNICATIONS

Under state law, all items under Written Communications can have no action, and will be referred to the staff for administrative action or scheduled on a subsequent agenda.

This is the opportunity for members of the public to address the Commission on any item of business within the jurisdiction of the Commission.

PLANNING COMMISSIONERS REPORT

CITY PLANNER'S REPORT

4. Tentative Future Agenda

ADJOURNMENT



CITY of ESCONDIDO

PLANNING COMMISSION MINUTES

August 11, 2026 at 7:00 PM
Council Chambers: 201 North Broadway, Escondido, CA 92025

WELCOME TO YOUR COMMISSION MEETING

We welcome your interest and involvement in the legislative process of Escondido. This agenda includes information about topics coming before the Commission.

CHAIR

Barry Speer

VICE CHAIR

Dustin Steeve

COMMISSIONERS

Marc Correll
Corey Gustafson
Jeff Jester
Carrie Mecaro
Stan Weiler

MINUTES CLERK

Angel Estrada

HOW TO WATCH

The City of Escondido provides one way to watch the Planning Commission meeting:

In Person



201 N. Broadway, Escondido, CA 92025



CITY of ESCONDIDO

PLANNING COMMISSION MINUTES

TUESDAY, AUGUST 11, 2026

MINUTES

CALL TO ORDER: 7:00 p.m.

FLAG SALUTE: Chair Speer.

ROLL CALL:

Commissioners Present: Barry Speer, Chair; Stan Weiler, Commissioner; Corey Gustafson, Commissioner; Jeff Jester, Commissioner.

Commissioners Absent: Dustin Steeve, Vice-Chair; Carrie Mecaro, Commissioner; Marc Correll, Commissioner.

City Staff Present: Garrett Smith, City Planner; Owen Tunnell, Assistant City Engineer; Dare DeLano, Assistant City Attorney; Joel Cvetko, Senior Planner; Sally Schifman, Principal Planner; Ivan Flores, Principal Planner.

APPROVAL OF MINUTES:

1. **June 9, 2026 Meeting Minutes**

Motion to Approve.

Motion: Stan Weiler, Commissioner; Second: Jeff Jester, Commissioner.

Motion carried 4-0 to approve the meeting minutes.

Ayes: Speer, Weiler, Gustafson, Jester.

Nays: None.

Abstain: None.

WRITTEN COMMUNICATIONS:

None.

ORAL COMMUNICATIONS:

None.

PUBLIC HEARINGS:

2. **PL26-0140 – Senate Bill 79 Implementation Ordinance**

REQUEST: Recommend approval to the City Council of a Zone Text Amendment, establishing Article 81 Transit-Oriented Development Overlay Zone, in Chapter 33 (Zoning) of the Escondido Municipal Code, for the purpose of implementing Senate Bill 79 as codified in Government Code sections 65912.155 through 65912.162, inclusive. The amendment includes adoption of the related TOD Overlay Zone Map and parcel



CITY of ESCONDIDO

PLANNING COMMISSION MINUTES

TUESDAY, AUGUST 11, 2026

inventories identifying sites subject to the statute, excluded sites, exempt sites that may become eligible through a development agreement, and sites subject to phased implementation.

APPLICANT: City of Escondido.

CEQA RECOMMENDATION: Adoption of the implementing ordinance is not a project under CEQA pursuant to Government Code Section 65912.160(c)(2).

STAFF RECOMMENDATION: Recommend approval to City Council.

CITY COUNCIL HEARING REQUIRED: YES.

PUBLIC COMMENT:

Wall Pelton, Escondido resident, submitted their position in opposition of the proposed ordinance.

Thomas Selden, on behalf of the California Housing Defense Fund (CalHDF) and Californians for Homeownership, submitted a public comment regarding the proposed SB 79 ordinance, including comments related to walking path exemptions and parcel eligibility.

COMMISSION DISCUSSION:

Commissioners discussed the purpose of the proposed implementation ordinance and its relationship to Senate Bill 79. Questions were raised regarding the City's authority in implementing the legislation, the applicability of state law, and the role of the ordinance in identifying exempt properties and establishing objective local standards. Staff and the Deputy City Attorney explained that SB 79 is state law and that the ordinance would provide a local framework for implementation, including provisions related to walking path exemptions. Commissioners discussed the benefits of adopting objective standards to provide clarity and predictability for staff, property owners, and applicants.

COMMISSION ACTION:

Motion to approve Resolution No. 2026-07

Motion: Jeff Jester, Commissioner; Second: Stan Weiler, Commissioner

Motion carried 4-0 to approve the meeting minutes.

Ayes: Speer, Weiler, Gustafson, Jester.

Nays: None.

Abstain: None.



CITY of ESCONDIDO

PLANNING COMMISSION MINUTES

TUESDAY, AUGUST 11, 2026

3. **PL23-0273/PL23-0274/PL23-0275/PL23-0276/PL25-0275/PL26-0010/PL26-0219 – 855 Brotherton Road – The Alexan and Bethel Baptist Church**

REQUEST: Recommend approval of a development project to the City Council consisting of the following actions;

- 1) a General Plan Amendment to change the existing land use designation from Planned Office (PO) to Urban V (U5: 30 dwelling units per acre [du/acre]), including ancillary text amendments to the Felicita Corporate Office Target Area;
- 2) Zone Map Amendment to create consistency with the proposed General Plan Amendment by changing the zoning for the subject property from Residential Estates (RE-20: 20,000 square-foot minimum lot sizes) to Very High Multiple Residential (R-5-30);
- 3) Major Plot Plan and Design Review Permit for construction of 258 multi-family units with a total gross building area of 365,859 square-foot (sq. ft.), inclusive of 13 (5%) very low-income units allowing for a Density Bonus Request consisting of incentives/concessions and waivers as permitted by State Density Bonus Law (SDBL) and Article 67 (Density Bonus and Residential Incentives) (“The Alexan”);
- 4) Conditional Use Permit Modification (CUP) for the existing religious/school facilities on-site, and a Design Review Permit for demolition of an existing 24,395 sq. ft. sanctuary building, and construction of 24,627 sq. ft. religious facility building area with a sanctuary seating approximately 600, an entryway/foyer, offices, meeting rooms, kitchen, storage, and with a maximum capacity of 200 students (“Bethel Baptist Church”). The religious facility development also includes construction of two dwelling units to be used as temporary housing for traveling missionaries (“Project”).
- 5) The Project also includes a Grading Exemption to permit fill slopes and retaining walls up to 12’-0” in height, and Adjustment Plat to adjust the properties boundaries to facilitate development of The Alexan. The Project also includes standard on-site improvements including but not limited to off-street parking, landscaping, drainage, and utilities and frontage improvements along Felicita Road and Brotherton Road; and off-site improvements including, but not limited to mitigation measures for Vehicles Miles Traveled (VMT) as detailed in the Draft Environmental Impact Report (“DEIR”).
- 6) Certification of the Final Environmental Impact Report (“FEIR”).

APPLICANT: Trammell Crow Residential.

CEQA RECOMMENDATION: Recommend certification of a Final Environmental Impact Report (“FEIR”).

STAFF RECOMMENDATION: Recommend approval.



CITY of ESCONDIDO

PLANNING COMMISSION MINUTES

TUESDAY, AUGUST 11, 2026

CITY COUNCIL HEARING REQUIRED: YES.

DISCLOSURES:

Commissioner Weiler disclosed having driven past the site to become familiar with the project and surrounding area, and having brief communications with the applicant and members of the public regarding the project.

Commissioner Jester disclosed having formerly owned property associated with the development and stated that no financial interest in the project currently exists.

Commissioner Speer disclosed having met with the applicant in a manner similar to how Commissioner Weiler previously described.

PUBLIC COMMENT:

Ron Sabin, Escondido resident, spoke in opposition to the project.

Meg Powers, Escondido resident, spoke in opposition to the project.

Mike Hunton, Escondido resident, spoke in opposition to the project.

Nick Testa, Escondido resident, spoke in opposition to the project.

Joshua Jones, Escondido resident, spoke in opposition to the project.

Barry Click, Escondido resident, spoke in favor of the project.

Don Romo, Escondido resident, spoke in favor of the project.

Eric Danell, Escondido resident, spoke in opposition to the project.

Gary Cass, Escondido resident and pastor of Bethel Church, spoke in favor of the project.

Nancee Hanson, Escondido resident, spoke in opposition to the project.

Ray Owens, Escondido resident and pastor of Bethel Church, spoke in favor of the project.

Mark Cohen, Escondido resident, spoke in favor of the project.

Lawrence Werner, Escondido resident, spoke with no stated position on the project.



CITY of ESCONDIDO

PLANNING COMMISSION MINUTES

TUESDAY, AUGUST 11, 2026

Jeff Weber, Escondido resident, spoke in opposition to the project.

Tedi Jackson, on behalf of Protect Rural Escondido, spoke in opposition of the project and submitted a letter to the Commission for consideration.

Amy Maggard Jones, Escondido resident, spoke with no stated position on the project and raised concerns regarding the project.

Eric Lopez, Escondido resident, registered their position in opposition to the project.

William Comstock, Escondido resident, registered their position in opposition to the project.

Lorraine Herschleb, Escondido resident, registered their position in favor of the project.

Arie Troyce, Escondido resident, registered their position in opposition of the project.

Klasser Digids, Escondido resident, registered their position in opposition of the project.

Chase Willingham, Escondido resident, registered their position in favor of the project.

Lilibeth Aboy, Escondido resident, registered their position in favor of the project.

Rockyleo Aboy, Escondido resident, registered their position in favor of the project.

Robert Balfour, Escondido resident, registered their position in favor of the project.

Toni Ellingen, Escondido resident, registered their position in favor of the project.

Isabella Owens, Escondido resident, registered their position in favor of the project.

Lynn Kelly Balfour, Escondido resident, registered their position in favor of the project.

Aaron Stoner, Escondido resident, registered their position in favor of the project.

Sarah Owens, Escondido resident, registered their position in favor of the project.

James Schafer, Escondido resident, registered their position in opposition of the project.

Linda Schafer, Escondido resident, registered their position in opposition of the project.

Vickie Everly, Escondido resident, registered their position in opposition of the project.



CITY of ESCONDIDO

PLANNING COMMISSION MINUTES

TUESDAY, AUGUST 11, 2026

Tehara Tweed, Escondido resident, registered their position in opposition of the project.

Steve Tweed, Escondido resident, registered their position in opposition of the project.

Phillipa Burnes, Escondido resident, registered their position in opposition of the project.

Lisa Merrill, Escondido resident, registered their position in opposition of the project.

Jonathan Burnes, Escondido resident, registered their position in opposition of the project.

Todd Merrill, Escondido resident, registered their position in opposition of the project.

Michael Martin, Escondido resident, registered their position in favor of the project.

Holly Cohen, Escondido resident, registered their position in favor of the project.

Richard Baugn, Escondido resident, registered their position in favor of the project.

Terry Hunry, Escondido resident, registered their position in favor of the project.

Andrea Martin, Escondido resident, registered their position in favor of the project.

John Whitlock, Escondido resident, registered their position in favor of the project.

Ecra Aboy, Escondido resident, registered their position in favor of the project.

Kim Whitlock, Escondido resident, registered their position in favor of the project.

Anthony Cohen, Escondido resident, registered their position in favor of the project.

David Wright, Escondido resident, registered their position in favor of the project.

Amanda Cohen, Escondido resident, registered their position in favor of the project.

Binham Wright, Escondido resident, registered their position in favor of the project.

Scott Herschleb, Escondido resident, registered their position in favor of the project.

Michael Welch, Escondido resident, registered their position in favor of the project.

Ray Register, Escondido resident, registered their position in favor of the project.



CITY of ESCONDIDO

PLANNING COMMISSION MINUTES

TUESDAY, AUGUST 11, 2026

David Lawlor, Escondido resident, registered their position in favor of the project.

Penny Lawlor, Escondido resident, registered their position in favor of the project.

Jim Uhland, Escondido resident, registered their position in favor of the project.

Patty Uhland, Escondido resident, registered their position in favor of the project.

Bill Henry, Escondido resident, registered their position in favor of the project.

Gordon Prithard, Escondido resident, registered their position in favor of the project.

Larry Filchard, Escondido resident, registered their position in favor of the project.

COMMISSION DISCUSSION:

Commissioners discussed the project's traffic, parking, neighborhood compatibility, housing type, and roadway improvement impacts. Questions were raised regarding right-of-way dedications, roadway widening, parking restrictions, traffic analysis, and mitigation measures. Commissioners expressed differing viewpoints regarding the project's suitability for the surrounding neighborhood, with some citing concerns related to traffic congestion, density, and community character, while others noted the project's consistency with existing land use designations, housing needs, and the benefits of improvements proposed by the applicant. Discussion also included a proposed condition prohibiting on-street parking along the project frontage on Brotherton Road.

COMMISSION ACTION:

Motion to approve Resolution No. 2026-08R with proposed modifications made by the Commission.

Motion: Stan Weiler, Commissioner; Second: Barry Speer, Chair.

Motion carried 2-2 resulting in a tie.

Ayes: Speer, Weiler.

Nays: Gustafson, Jester.

Abstain: None.

CURRENT BUSINESS:

None.

ORAL COMMUNICATIONS:

None.



CITY of ESCONDIDO

PLANNING COMMISSION MINUTES

TUESDAY, AUGUST 11, 2026

PLANNING COMMISSIONERS:

None.

CITY PLANNER'S REPORT:

Garrett Smith, City Planner, reported on upcoming Planning Commission agenda items and planning initiatives. Mr. Smith noted forthcoming private development projects, including a Certificate of Appropriateness for modifications to a historic property and a Conditional Use Permit modification for a religious facility. He also informed the Commission of upcoming policy initiatives, including the Escondido 2040 planning effort, updates to the General Plan and master plans, the El Caballo Park Master Plan, objective design standards, and sign code updates.

ADJOURNMENT

Chair Speer adjourned the meeting at 9:54 p.m.

Garrett Smith, Secretary to the Escondido
Planning Commission

Angel Estrada, Minutes Clerk



STAFF REPORT

DATE: September 8, 2026
North County Mall Master Plan History

PROJECT NUMBER / NAME: North County Mall Master Plan History

REQUEST: Receive staff's presentation to the Planning Commission entailing an overview of the North County Mall Planned Development Master Plan history.

PROPERTY SIZE AND LOCATION: The 83-acre site is located on the northern side of Via Rancho Parkway, east of Interstate 15, and addressed as 210 – 272 E. Via Rancho Pkwy.

APPLICANT: City of Escondido Development Services Department

GENERAL PLAN / ZONING: Planned Development – Commercial (PD-C); Planned Commercial (PC)

PRIMARY REPRESENTATIVE: Alex Rangel, Associate Planner

DISCRETIONARY ACTIONS REQUESTED: None.

PREVIOUS ACTIONS: None.

CEQA RECOMMENDATION: Not a "Project" under CEQA, pursuant to CEQA Guidelines Section 15378(b)(5)

STAFF RECOMMENDATION: None.

REQUESTED ACTION: Receive and File.

CITY COUNCIL HEARING REQUIRED: ☐ YES ☒ NO

REPORT APPROVALS: ☐ Kevin Snyder, Director of Development Services

☒ Garrett Smith, City Planner



CITY of ESCONDIDO

STAFF REPORT

Item 2.

BACKGROUND

The purpose of this agenda item is to provide the Planning Commission a general history of the North County Mall, now known as the Marshops Malls, to include the original development history, significant alterations to the Master Plan, and current status of the development.

The Subject Site was originally acquired by the City of Escondido alongside Kit Carson Park in the 1960s, intended for public park space, residential agriculture, and light commercial activity. Shortly after this acquisition, an economic feasibility study for commercial development was initiated in 1971, which reviewed potential avenues for the southwestern portion of Kit Carson Park. Possible development opportunities included motel, golf course and related facilities, and a regional shopping center.

Ultimately, the City Council determined that the development of a regional shopping center was appropriate for the subject site. The City, in coordination with Ernest W. Hahn, Inc., initiated appropriate development permits and processes to develop the site to include a General Plan Amendment, Zone Change, Preliminary, Master, and Precise Development Plans. The 83-acre site was ultimately built out in 1983. The Master Plan went through multiple modifications to the overall development, primarily focused on the permitted use tables, signage, and out-pad development of parcels throughout the subject site.

In 2012, the City Council approved a comprehensive “revitalization” of the North County Mall, which facilitated the development of the subject property to its current state. This Master Plan Modification (City Case No. PHG12-0005) included the following major renovations to the site and the Master Plan:

- Exterior design renovations;
- Expansion of approximately 20,000 square feet of gross leasable floor area;
- Parking lot modifications;
- Sign program modifications;
- Revision of permitted use table;
- Shared parking analysis.

In 2013 and 2015, further modifications were submitted for the North County Mall’s Master Plan to further define the above modifications, to include additional sign program allowances and an un-realized proposal for a movie theater to the northeast of the subject site. To date, no further master plan modifications have been approved for the North County Mall.

Table 1: Major Project Entitlement History for the North County Mall

Year	Case Type	Description
1980	80-181-CZ – Zone Change	Zone Change request to designate the property as “PD.”
1980	80-182-PD – Preliminary and Master Development Plan	Preliminary and Master Development Plan for the North County Fair Regional Shopping Center.



CITY of ESCONDIDO

STAFF REPORT

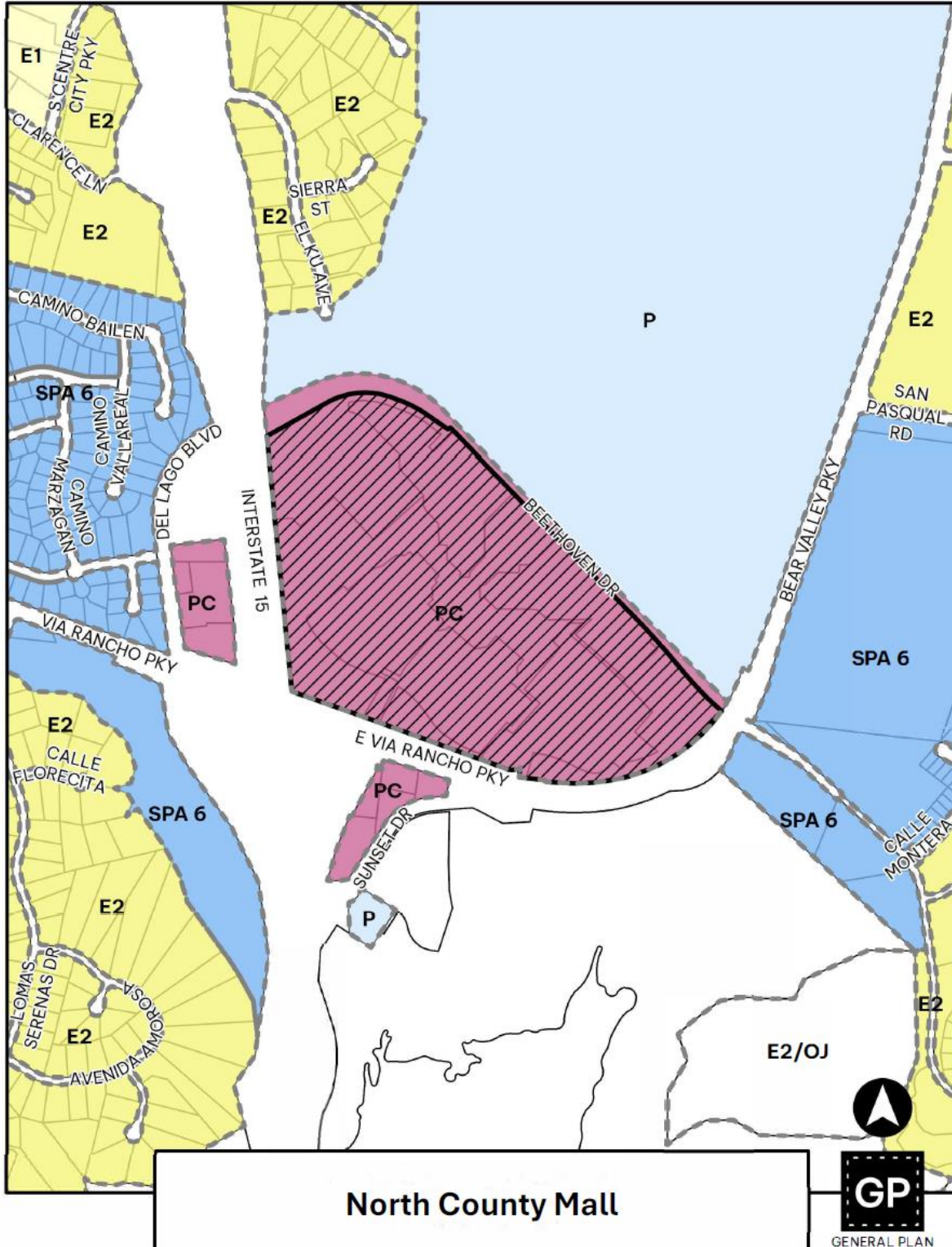
Item 2.

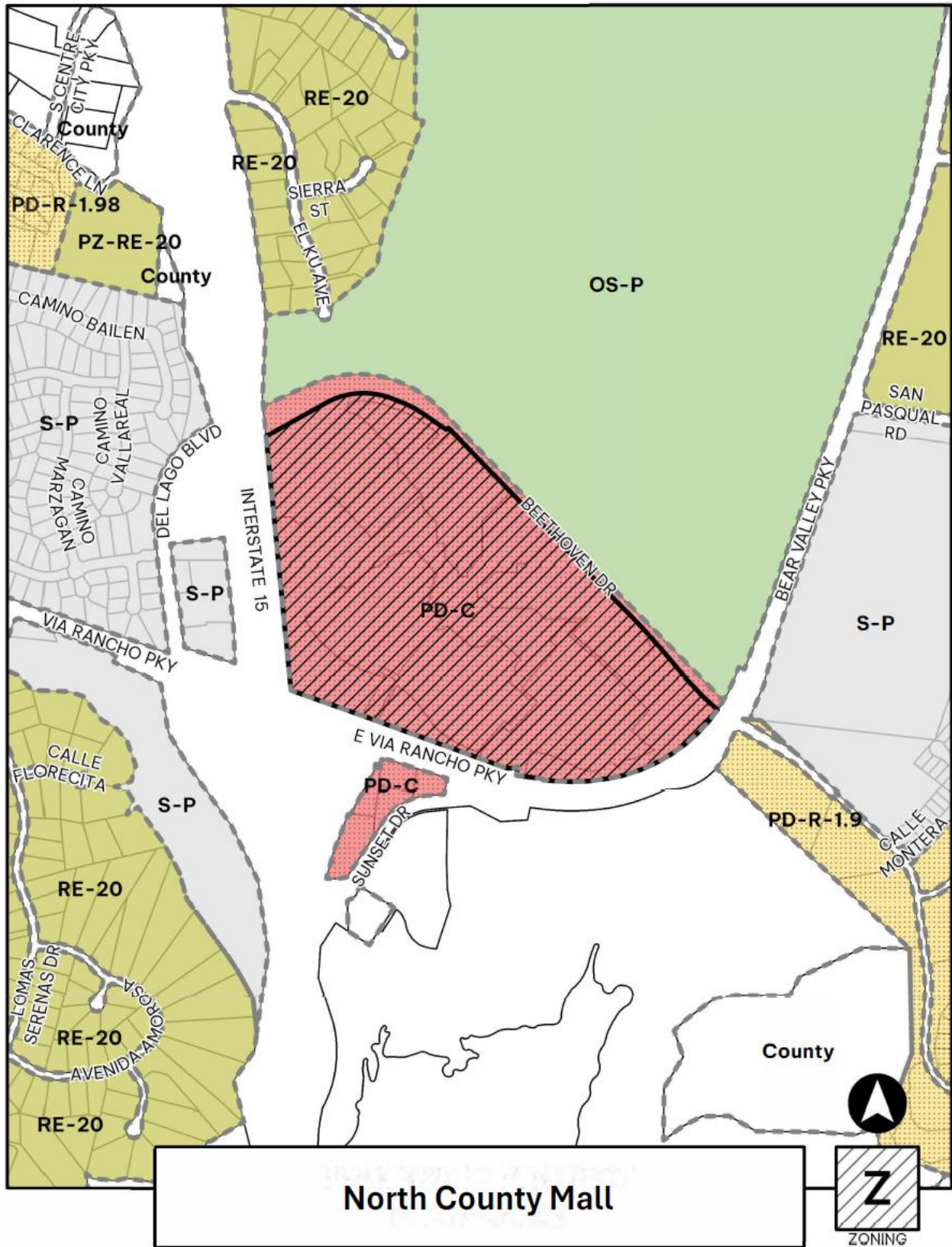
1981	81-176-PD – Precise Development Plan	Precise Plan for the construction plans and development of the center.
1987	87-51-PD – Master Plan Modification	Modification to the permitted use table to permit cabaret uses.
2002	2002-06-PD – Master Plan Modification	Modification to the Master Plan’s list of permitted uses, to include Temporary Use Permit allowances.
2011	PHG11-0030 – Precise Plan Modification	Remodel of a Major Tenant space “Robinsons-May” to accommodate Target Department Store and Grocery
2012	PHG12-0005 – Master and Precise Plan Modification	Revitalization Plan for the regional shopping center, which included design changes, physical expansion, parking adjustments, and modification to the list of permitted uses.
2013	PHG13-0023 – Master Plan Modification	Modification to the Master Sign program, to include additional allowances for freestanding signage.
2015	PHG15-0026 – Master and Precise Plan Modification	Modification to the Master and Precise Plan for the development of a “multi-plex” movie theater and outdoor plaza, and additional sign program adjustments.
2025	PL25-0089 – Conditional Use Permit	Interior remodel of former Major Tenant space “Nordstrom” to accommodate “Round One Entertainment”

ATTACHMENTS

1. Location and General Plan Map
2. North County Mall Permitted Use Table

ATTACHMENT 1
GENERAL PLAN, ZONING, AERIAL MAP







NORTH COUNTY MALL PERMITTED USE TABLE

Item 2.

Westfield North County
Master Plan List of Permitted Uses
(PHG 12-0005)

Approved by City Council May 9, 2012

Cultural, Entertainment and Recreation

Digital/multi-media and interactive	Facilities for the enjoyment of digital, multi-media and interactive entertainment, such as cinemas (permitted accessory use of theater – to lease out for religious assembly on Sunday mornings), and minor amusement rides (e.g. carousels and indoor/outdoor toddler track and trackless trains)	P
	Arcade (more than four amusement machines)	CUP
Live entertainment	Indoor facilities for comedy, theater, live action shows	P
Recreation	Indoor and outdoor facilities for court sports, health fitness, dance studios, martial arts, body building and outdoor adventure events (climbing wall, etc.)	P
	Billiards, bowling alley, indoor and outdoor skating facilities and batting cages	CUP

Educational

Educational facilities and schools	Public or private facilities and institutions for educational purposes with a curriculum comparable to that required in public schools in the State of California, or business and trade schools (pre-professional and professional). Other training including art, music, drama, dance, language, special needs education, etc.	CUP (1)
------------------------------------	--	---------

Medical, Dental and Related Health Services

Healing arts practitioners	Doctors, dentists, and chiropractors or others whether practiced during typical business hours primarily by appointment or by urgent as-needed out-patient basis. Blood bank.	CUP (1)
	Optometrists (can include optical laboratories)	P

Office and Business Services

Professional/General business offices	Offices of organizations providing professional, executive, management or administrative services such as law, investment, title company, real estate, engineering, planning, architectural, travel services, etc.	P
---------------------------------------	--	---

Public and Semi-Public

Clubs and lodges	Meeting, recreational, or social facilities of a private profit or non-profit organization for use primarily by members or guests, including social clubs, and youth and senior centers.	CUP (1)
Governmental offices	Administrative, clerical or public contract offices of a government agency.	P
Museums	Building or institution that houses art or artifacts for public viewing.	P
Philanthropic/Charitable organizations	Institutions or organizations organized for and carrying out philanthropic and/or charitable purposes.	CUP (1)
Community rooms	Meeting or display space designated for occasional use by employees or the public.	P

Retail

Animal sales and services	Shops and facilities for animal care products, services and medical care, such as pet sitting, pet supplies, veterinary care, grooming, and pet sales.	P
Artist studios	Work, display and selling space for artists and artisans practicing applied arts/crafts	P
Home Improvement	Retailing of building/materials/equipment/tools, and retailing of goods/products to be used for home improvement and/or the furnishing of homes.	P
Eating and drinking establishments	Businesses providing for the preparation and service of food and beverages for consumption on or off-site, including off-site catering	P
	Bars and cocktail lounges	CUP
Food and beverage sales	Retail sale of food, groceries, beverages, and sundries for on or off-site preparation and consumption, including alcoholic beverages.	P
Retail sales	Retail sale of merchandise, products and goods whether new or re-sale (thrift stores and estate sales not permitted), including clothing, shoes, furniture, consumer packaged goods, toys, candy, hobby, tobacco, jewelry, consumer electronics, home wares, sporting goods, hardware, appliances, office supplies, accessories, musical instruments and supplies, cards, gifts, beauty and health products, books, stationary, photographic services and supplies, flowers, luggage, arts and crafts, fabric, autos (displayed indoors only), pharmaceutical, sundries, seasonal and others determined by the Director of Community Development to be consistent with this category.	P

Services

Business center	Businesses providing general business support services, such as shipping, computing, and printing.	P
Child care	Child day care center	CUP (1)
Personal finance institutions	Banks, credit unions and other institutions/organizations providing personal financial services (check cashing and payday loan businesses not permitted)	
Personal services	Businesses providing a variety of personal services, such as laundromat, dry cleaners, locksmith, auto hand-wash/detailing (subject to storm water requirements), tailor, day spa (less than 10% of floor area may be utilized for massage), tanning, shoe repair, health and beauty services (excluding tattoo and piercing studios).	P
Massage	Businesses offering massage services as the principal use, or when greater than 10% of the floor area in a day spa.	CUP
Visitor accommodations	Hotels and motels	CUP
Lot	Car parking service	P

Transportation

Transit passenger terminal	Outdoor or indoor facilities for passenger loading/unloading for mass transit systems.	P
----------------------------	--	---

Accessory Uses and Structures

Drive-in or drive-thru services	Drive-in or drive-thru services complimentary to and in support of a permitted principal use.	CUP
Outdoor dining	Outdoor dining incidental to an eating establishment/restaurant.	P
Gas stations	Automobile service stations including the sale of auto fuel and convenience items when associated with another permitted retailer greater than 10,000 square feet.	CUP
Rental equipment	Rental of equipment and tools (stored indoors only) common to building trades and homeowner projects only when associated with a Home Improvement store greater than 50,000 square feet.	P
Vending	Vending machines	P
Wireless communications facilities	Primarily unmanned facilities and structures providing infrastructure for wireless communications networks and antennas.	P (2)

P = Permitted

CUP = Conditional Use Permit

(1) Total floor area for all uses subject to this note shall not exceed 50,000 square feet. Applicant shall be responsible to provide an aggregate floor area calculation at the time of each request for a Conditional Use Permit.

(2) Per City of Escondido Zoning Code (Article 34) standards for CG zoned properties.

Westfield North County
Master Plan List of Permitted Temporary Uses
(PHG 12-0005) ★

Temporary Parking Lot Events and Uses

The following temporary parking lot events and uses may be allowed with approval of a Temporary Use Permit by the Director of Community Development or designee, subject to specific conditions provided in each permit.

- Automotive demonstration/test events/sales for a recognized local Escondido auto dealers association with auto sales facilities in Escondido, or a group of at least three Escondido auto dealers that maintain auto sales facilities in Escondido
- Bike/skate demonstrations or show
- Christmas tree lot
- City-wide events
- Farmer's market
- July 4th celebration – Fireworks
- Pumpkin patch
- Filming
- Outdoor concerts
- Movies in the parking lot
- Art shows
- Ice skating rink
- Skate park
- Outdoor adventure events (i.e. climbing wall)
- Wine and food festivals
- Circus
- Carnivals
- Seasonal garden center
- Special events/Fundraising events (i.e. Cheerleading competition, battle of the bands, marathon start/finish, etc.)
- Health screening events
- V.I.P. appearances
- Promotional and marketing events for tenants located within the center

Guidelines for Temporary Use Permits

Review of requests for a Temporary Use Permit shall be based on, but not limited to the following guidelines.

1. The applicant shall be responsible to submit a completed application no less than 21 days prior to the start of the event.
2. The application shall include the following information:
 - a. Event duration from initial opening to closing
 - b. Event location
 - c. Number and size of event signage/banners
 - d. Event days/hours of operation
 - e. Event security (if deemed necessary)
 - f. Event traffic control (if deemed necessary)
3. Applicants for a Temporary Use Permit shall be subject to the following additional limitations and requirements:
 - a. Total duration of seasonal events such as Christmas tree sales and pumpkin patches shall not exceed 60 days.
 - b. All other events limited to a maximum duration of 15 days.
 - c. No Parking lot events (except Christmas tree sales) may occur between Thanksgiving and Christmas.
 - d. No more than three banners/temporary signs up to 40 square feet each may be permitted.
 - e. Each vendor shall be responsible for obtaining a business license from the City of Escondido.
 - f. The proposed event shall not adversely affect traffic and circulation through the parking lot, nor affect the ability to provide sufficient parking spaces for the existing facilities/uses.



STAFF REPORT

DATE: September 8, 2026
Escondido 2040 Program – Infrastructure Leading Land Use

PROJECT NUMBER / NAME: Escondido 2040 – Infrastructure Leading Land Use

REQUEST: Receive staff's overview of the Escondido 2040 Program.

PROPERTY SIZE AND LOCATION: Citywide APPLICANT: City of Escondido

GENERAL PLAN / ZONING: n/a PRIMARY REPRESENTATIVE: Sally Schiffman, Principal Planner

DISCRETIONARY ACTIONS REQUESTED: None

PREVIOUS ACTIONS: A similar informational presentation was provided to City Council on August 12, 2026

CEQA RECOMMENDATION: n/a

STAFF RECOMMENDATION: n/a

REQUESTED ACTION: Receive and File

CITY COUNCIL HEARING REQUIRED: ☐ YES ☒ NO

REPORT APPROVALS: ☐ Kevin Snyder, Director of Development Services

☐ Garrett Smith, City Planner



CITY of ESCONDIDO

STAFF REPORT

BACKGROUND

The City has initiated Escondido 2040, a long-range planning and implementation program intended to modernize the City's planning framework and establish a coordinated strategy for growth, infrastructure investment, and community development through 2040 and beyond. Many of the City's core planning documents were prepared between 1995 and 2013. Since that time, substantial changes have occurred in state housing law, infrastructure planning, climate resilience requirements, mobility patterns, technology, and economic conditions. As a result, assumptions that informed previous planning efforts no longer fully reflect current conditions or future needs, creating inefficiencies and uncertainty in planning, infrastructure, and development decisions.

A central principle of Escondido 2040 is that infrastructure should lead land use. The program will establish an updated understanding of infrastructure capacity, service demands, and investment priorities to help guide future land use, housing, mobility, and economic development decisions. By updating key planning documents and aligning infrastructure planning with long-term community goals, Escondido 2040 is intended to provide a more consistent framework for future growth, investment, and implementation.

To support these objectives, the City released a Request for Proposals (RFP) for Phase I of the Escondido 2040 program in July 2026. Phase I has been allocated approximately \$2.25 million in Measure I funding and is anticipated to be completed by July 2028. Phase I represents the first step in a broader, multi-phased effort to modernize the City's long-range planning framework and implementation tools.

Phase I includes comprehensive updates to the Water, Wastewater, Stormwater and Drainage, and Parks, Trails, and Open Space Master Plans, as well as preparation of a new Transportation Master Plan. Together, these plans will establish the infrastructure framework needed to guide future planning, capital improvement programming, investment priorities, and growth decisions. Supporting technical work includes a Housing Market Feasibility Analysis and a Downtown Parking Study and Parking Regulations Assessment.

The scope of work also includes updates to the Land Use and Community Form and Mobility and Infrastructure chapters of the General Plan, as well as updates to the Downtown Specific Plan and South Centre City Specific Plan. The Downtown update will address housing feasibility, economic vitality, placemaking, and public realm improvements, while the South Centre City update will address land use, mobility, safety, redevelopment opportunities, and corridor function within one of the City's primary mixed-use growth areas.

Environmental review, implementation planning, and a comprehensive community engagement program are also included. Work is anticipated to occur in two overlapping stages. The first stage will focus on technical studies, infrastructure assessment and modeling, public engagement, and preparation of the Master Plans. The second stage will focus on the General Plan and Specific Plan updates, continued public engagement, environmental review, and implementation planning. The City anticipates that the work completed through Phase I will establish a foundation for continued efforts, including implementation actions, regulatory updates, and additional planning initiatives identified through the Escondido 2040 process.

Ultimately, Escondido 2040 will provide the City with updated planning tools, reliable infrastructure data, coordinated policy direction, and a practical framework for decision-making and investment. The goal is to ensure that future growth, infrastructure investments, and community development decisions are guided by current information, coordinated policies, and clear implementation strategies that can be translated into measurable action.

ATTACHMENTS

N/A



CITY of ESCONDIDO

STAFF REPORT

Agenda Item No. 4

September 8, 2026

Tentative Future Agenda Items

DATE: September 3, 2026
TO: Planning Commissioners
FROM: Garrett Smith, City Planner
SUBJECT: Tentative Future Agenda Items

The items listed below are anticipated to be brought to the Planning Commission for consideration, discussion, and/or recommendation to the City Council over the next several months. Because there are factors out of City staff's control, this list is subject to change. The intent is to provide visibility regarding projects that the Commission should expect to see in the near future. (Items are listed in no particular order.)

Additionally, these items shall not be considered to be agenda items for this meeting so no discussion is permitted other than clarification of what the item is.

Private Development Projects:

- CUP Modification and Major Design Review – Religious Facility
- Design Review/Certificate of Appropriateness – Residential Project in Historic District

Policy Work:

- El Caballo Park Master Plan and Environmental Review
- Urban Forestry Workshop
- Miscellaneous Housing Element Implementation Ordinances
- Objective Design Standards
- Sign Code Amendments

General Updates/Info:

- Escondido 2040 Contract Execution (tentative CC during October)
- Emergency Ordinance/Moratorium on Data Centers