

CITY COUNCIL

For City Clerk's Use:

☐ **APPROVED** ☐ **DENIED**

Reso No. _____ File No. _____

Ord No. _____

Agenda Item No.: 9

Date: May 9, 2012

TO: Honorable Mayor and Members of the City Council

FROM: Barbara J. Redlitz, Director of Community Development

SUBJECT: Modification to the Master and Precise Development Plan for Westfield North County (PHG 12-0005)

STAFF RECOMMENDATION:

It is requested that Council introduce Ordinance No. 2012-10 approving a modification to the Master and Precise Development Plan for Westfield North County to implement an exterior revitalization program, add restaurant and retail floor area, demolish three freestanding buildings in the former "duck pond" area and convert to additional parking, and modify the list of permitted uses, parking ratio and the sign program.

ECONOMIC DEVELOPMENT SUBCOMMITTEE RECOMMENDATION:

On March 28, 2012, the Council's Economic Development Subcommittee approved a request from the applicant for expedited processing directly to the City Council. No other Business Enhancement Zone (BEZ) incentives were requested by the applicant.

PLANNING COMMISSION RECOMMENDATION:

The Planning Commission did not schedule a hearing for the proposed project, pursuant to the BEZ incentives policy.

PROJECT DESCRIPTION:

A BEZ project consisting of a request to modify the Master and Precise Development Plan for the Westfield North County regional shopping center. The proposed modification would implement an exterior revitalization program that includes approximately 20,000 SF of new restaurant and retail floor area, a reface of all eight mall entries and a complete re-paint of the mall exterior. Exterior changes would include a new 7,500 SF restaurant addition to the front of the mall between Macy's and the new Target, another restaurant pad in the parking lot just south of On the Border, demolition of the Onami building and two vacant bank buildings in the back of the mall and converting this and the former "duck pond" area to new parking. The proposal also includes a new sign program for all wall and freestanding signs including a new freeway pylon sign up to 93'-high and an increased number of wall signs to include advertisement panels. Other aspects of the proposal include

broadening the list of permitted uses to include more non-retail related businesses and temporary parking lot uses, and a request to reduce the parking ratio for the shopping center from the current 4.6 spaces per 1,000 SF to 4.0 spaces per 1,000 SF.

LOCATION:

The 83-acre site is located on the northern side of Via Rancho Parkway, east of Interstate 15, and addressed as 200 E. Via Rancho Parkway.

FISCAL ANALYSIS:

Westfield is proposing a renovation project for the regional shopping center that they estimate will cost approximately \$55.8 million in return for the 15-year lease extension granted by the City Council last January. The financial analysis of the lease amendment estimated the City will receive an economic benefit of approximately \$81.2 million (present value terms) in the form of ground rent, property reversion and sales tax for the period of 2011-2053, inclusive of the approved term extension.

CORRELATION TO THE CITY COUNCIL ACTION PLAN:

This item relates to the Council's Action Plan regarding Economic Development and Image and Appearance.

GENERAL PLAN ANALYSIS:

General Plan Policy B4.1(b)(11) identifies the project site as an 83-acre shopping mall anchored by large department stores and other diverse commercial uses. The proposed project would be in conformance with General Plan Economic Policies (page II-23) which encourage economic activities to expand or locate in Escondido that are clean and nonpolluting; provide additional employment opportunities; reduce the need for Escondido residents to commute out of the area; maintain the City's fiscal stability; and are aesthetically superior.

ENVIRONMENTAL REVIEW:

The proposal is categorically exempt from the California Environmental Quality Act in conformance with CEQA Section 15301(e) "Existing Facilities and Additions." A Notice of Exemption was issued on April 30, 2012.

PREVIOUS ACTION:

On January 11, 2012, the City Council voted 5-0 to authorize the Mayor and City Clerk to execute a Lease Amendment and related documents to provide an option to extend the ground lease for Westfield North County for an additional 15 years.

BACKGROUND:

Westfield and the City of Escondido have recently concluded negotiations on a lease extension for the Westfield North County Shopping Center. The agreement obligates Westfield to invest in significant interior and exterior upgrades to the shopping center. Enhancements to the mall interior including new floor finishes, paint, lighting, material accents, handrails, common area furniture, and a complete remodel of the food court with additional seating and new bathrooms will be ready to commence soon. Construction is already underway on a related project to refurbish one of the vacant major tenant spaces into a new, three-story Target store. This proposal focuses on the remaining exterior renovations and proposed revisions to the development standards for the project.

Westfield hopes to complete construction of all improvements prior to the Christmas season. While this proposal would typically be reviewed by the Planning Commission for a recommendation to the City Council, Westfield included a request for expedited processing as permitted under the BEZ process. On March 28, 2012, the City Council Economic Development Subcommittee reviewed the Westfield proposal and granted the request for expedited processing. Although this allows the proposal to proceed directly to the City Council for a final decision, the Council subcommittee asked staff to distribute plans to the Planning Commissioners to provide an opportunity for informal review and comment directly to staff. None of the commissioners provided any comments to staff.

PUBLIC COMMENT:

One resident, Patricia Borchmann, corresponded with staff prior to the March 28, 2012, Council Economic Development Subcommittee meeting and made a presentation at the meeting. Ms. Borchmann's presentation focused on the proposed renovations for the mall entries and she suggested an alternative approach with bolder architectural features similar to photos she provided of other commercial buildings in the area. There was no direction from the subcommittee to change the architecture; and the applicant eventually decided to continue to focus on their original proposal. No other comments from the public have been received on any aspect of the proposal.

ANALYSIS OF PROPOSED MODIFICATIONS:

The existing mall was designed to complement and blend with its surrounding environment incorporating a low profile complex emphasizing a more horizontal character situated in a park-like atmosphere. The architecture of the mall generally utilizes a common design theme reflected in the use of similar forms, color, landscaping and the sloped standing seam metal roof. The Master Plan also provides for individually designed outbuildings to suit the needs of the various tenants and community uses.

The proposal for exterior renovations has multiple components that include a complete re-paint of the mall exterior, a new 7,500 SF restaurant addition to the front of the mall between Macy's and the new Target, another restaurant pad in the parking lot just south of On the Border, demolition of the Onami building and two vacant bank buildings in the back of the mall and converting this and the "duck pond" area to new parking, and a reface of all eight mall entries. The proposal also includes a new sign program for all wall and freestanding signs including a new freeway pylon sign up to 93'-high and an increased number of wall signs to include advertisement panels. Other aspects of the proposal

include broadening the list of permitted uses to include more non-retail related businesses and temporary parking lot uses, and a request to reduce the parking ratio for the shopping center from the current 4.6 spaces per 1,000 SF to 4.0 spaces per 1,000 SF.

Exterior Renovations, Building Additions, and New Parking Lot

Several proposed building additions and one new restaurant pad would add approximately 20,134 SF of leasable floor area to the shopping center. The additions include 1,000 SF of retail space on the front side of the center at Entry 1 on the lower floor between Macy's and the new Target, a 7,500 SF restaurant addition directly above the new retail on Level 2 (Entry 2), a 4,634 SF retail addition to the former Rob May North building on the back side of the mall, and a new pad for a 7,000 SF restaurant building adjacent to Via Rancho Parkway just south of the On the Border Restaurant. Other renovations include a reface at each of the eight primary entries to the mall that will include new storefronts, additional stucco facade work in some locations, and a metal cladding system to accent each entry and provide a surface for new signage. The entire exterior of the shopping center also will be painted with two primary colors and five accent colors that are all in an earth-tone range from beige to brown. New landscaping in large pots also will be provided at each entry.

While a total of 20,134 SF of new floor area will be added to the mall, the proposed demolition of the freestanding 10,428 Onami building in the former "duck pond" area will result in a net increase of 9,706 SF of gross leasable area. The two vacant bank buildings in this area will also be demolished and were already subtracted from previous floor area calculations in 2005 when the City Council approved a new 160-space parking lot to replace the duck pond. The parking lot was never constructed and the bank buildings were not demolished. The current plan would demolish all three buildings and build a larger 207-space parking lot in this area. The proposed restaurant pad and driveway modifications near Entries 1 and 2 would remove 72 existing parking spaces resulting in a net increase of 135 parking spaces for the shopping center from the proposed development. This will effectively increase the number of available parking spaces at Westfield North County from 5,640 spaces to 5,775 spaces.

A short section of sidewalk will be provided on the south side of Beethoven Drive adjacent to the new parking lot area, leaving a gap between the new improvements and the park-and-ride facility across the bridge on the western side of I-15. Construction of the remaining section of sidewalk to the park-and-ride would facilitate pedestrian traffic from the park-and-ride and adjacent neighborhoods to the shopping center. However, Westfield has indicated that this improvement is not warranted because their customers drive vehicles to the mall and the cost was not anticipated and factored into lease negotiations. Therefore, construction of the additional sidewalk has not been included in the conditions, but the opportunity to build the sidewalk exists as part of any future expansion in this underutilized area of the site.

The proposed building additions and areas where exterior renovations will occur are important to the revitalization of the shopping center but are relatively small compared to the enormity of the structure that contains approximately 1.2 million square feet of leasable floor area. These modifications will be consistent with the contemporary design of the building and will not affect the major features or overall height of the building. The proposed entry modifications will add visual interest in the form of new accent materials and color with new signage opportunities; and the new paint scheme will be

more consistent with the original Master Plan direction for an earth-tone palette than the current light pastel scheme. The proposed pad building will provide additional dining opportunities adjacent to another popular restaurant building and the new parking lot revitalizes an area that has been virtually abandoned with vacant buildings and provides additional parking that was anticipated at the time previous restaurant pads were developed in other areas of the site. Staff feels the proposed exterior renovations and building additions are consistent with what was anticipated at the time the lease extension was approved.

Modification to Sign Program

The original sign program developed for the North County Fair shopping center in 1985 was very limited and established sign allowances only for the anchor tenants, mall entries, and the freestanding sign adjacent to I-15. Over the years as some of the anchor tenant buildings were leased to multiple tenants or pad buildings were added to the parking lot, different interpretations of the original standards were utilized to allow signs for the new tenants. Exterior signs on the mall building were generally limited to anchor and major tenants, with a few additional signs permitted for tenants that had exterior entries. The proposed modification to the sign program represents the first comprehensive update of the sign standards for the shopping center since it was constructed.

The proposed Master Sign Program provides eight types of exterior signs for the shopping center including four for tenants of various sizes, and four others for the parking lots and mall entries. Tenant sign allowances are established for anchor tenants (greater than 50,000 SF), major tenants (greater than 10,000 SF), in-line shops (with exterior storefront), and pad tenants. The types of tenant signs are similar to what was previously permitted with a requirement for internally illuminated or halo-lit channel letters, or externally illuminated dimensional letters. A new method of signage calculation is introduced that results in additional sign area; and letter and logo heights are increased over what is currently permitted. The proposed allowable sign area is based on a calculation that allows a range of sign area for every lineal foot of building store frontage. Anchor tenants are at the high end of the range with an allowance of two square feet of signage per lineal foot of building, with pads being at the low end of the range with an allowance of ½ square foot per lineal foot. Letter and logo heights for anchor tenants are increased up to eight-feet high and 14-feet high respectively. Maximum sign area for each sign is also increased with an allowance of 400 SF for anchor tenants, 300 SF for major tenants and 200 SF for in-line shops.

Sign allowances would significantly increase over what was originally permitted. An anchor tenant would now be allowed multiple signs up to 400 SF each with letter heights up to eight feet. For comparison, the original Robinson's anchor tenant was allowed three signs with a total aggregate area of 390 SF and maximum letter height of five feet. This already exceeds the standard Sign Ordinance allowance for commercial tenants where a maximum aggregate sign area of 300 SF is permitted with no sign larger than 100 SF. While the proposal represents a significant increase in overall sign allowances for all mall tenants, the mass and volume of the building is substantial and includes large wall planes where larger signs could be more in scale with building features.

The proposed Master Sign Program also includes revisions to directional signs, monument signs at the driveway entries, mall entry signs, and the freeway sign adjacent to I-15. The signs would all be changed to incorporate the painted metal cladding feature that will be installed at all mall entries as

part of the exterior renovations. There are two significant changes including the addition of advertising panels adjacent to wall signs at all of the mall entries except for the food court and the entry directly below it. The other is a significant increase in size for the freeway pylon sign. Six advertising panels would be permitted at six mall entries with sizes ranging from 39 SF (Entries 3 and 8) to 672 SF (Entry 1). The Entry 1 panel would be by far the largest with the next largest being 168 SF nearby at Entry 2. Westfield originally proposed no limits on the use of the advertising space indicating it would be offered to on-premise or off-premise businesses or services. The City of Escondido does not allow off-premise signs and indicated an unfavorable precedent could be set if the Westfield request was granted. Therefore a condition has been developed to limit the use of the advertising panels to businesses, products, services or events available on the premises.

The proposed freeway pylon sign would be located in approximately the same area as the existing freeway sign but would be substantially increased in size. The existing freeway sign is 49-feet high and 22-feet wide. The existing sign only identifies Westfield and does not include any tenant panels. The proposed freeway sign is 93-feet high and 28-feet wide. The increase in width is not as substantial as the increase in height, which is needed to enhance visibility to motorists on northbound and southbound I-15 and also to include room for tenant panels. A visual analysis consisting of photo simulations provided by the applicant indicates the proposed sign would be much more visible to motorists than the existing sign, particularly to southbound motorists where there is limited opportunity to see the existing sign due to the obstruction caused by the Del Lago bridge and the new I-15 direct access ramps. Although the proposed sign is nearly twice the height of the existing sign, the photo-simulations appear to indicate the height is appropriate from nearby vantage points and the inclusion of tenant panels on the sign provides balance and scale to a sign that serves as the primary means of identification for an 83-acre regional shopping center.

Revision to List of Permitted Uses

Every commercial planned development in the City has been developed for a particular use, or when multiple uses are permitted, includes a list of permitted uses. In the case of Westfield North County, the list of permitted uses dates back to the original 1981 approval for North County Fair. This list has been unchanged since with the only modification being one approved by the City Council in 2002 to clarify outdoor temporary uses. The proposed revision would change the list of permitted uses to provide direction on the types of businesses permitted in the mall and allowable outdoor uses in the parking lots.

The original list of permitted uses includes 24 business types/land uses that are allowed in the mall. The majority of uses are retail related but also include restaurants, financial and professional offices, cinemas, community uses, galleries, and beauty/barber services. The proposed list of permitted uses classifies land uses by category and includes a retail category with various retail and restaurant uses permitted within that category. Other proposed land use categories include cultural, entertainment and recreation, education, medical, dental and related health services, services, offices, public and semi-public uses, and accessory uses. Various types of businesses are listed under each category similar to the retail category.

The most notable difference between the existing and proposed revision to the list of permitted uses is the inclusion of a broad range of non-retail related uses. The mall was designed as a shopping

center and retail has always been one of the preferred uses, not only to provide a variety of goods to local residents, but because of the sales tax revenue that accrues to the City.

During the Economic Development Subcommittee meeting on the proposal, there was discussion about the types of non-retail uses that would now be permitted and there was concern about a possible proliferation of non-retail uses and the related loss of tax revenue. It was suggested that this should be closely monitored and that a cap of 25,000 SF should be established for some newly permitted non-retail uses. Staff has since proposed making 12 of the proposed non-retail uses subject to a Conditional Use Permit with five of those uses subject to the 25,000 SF cap. The applicant was concerned about staff's proposed limitation, particularly regarding the ability to lease long-term vacant space that does not seem well-suited to retail uses. The applicant has suggested the cap be raised to 50,000 SF, which translates to a maximum of 3.9% of the total 1,279,485 SF of gross leasable area. Staff feels this is a fair compromise as the discussion during the Economic Development Subcommittee meeting suggested 25,000 SF when only clubs and lodges and charitable organizations were discussed. Since that time, staff has added educational facilities, medical/dental offices, and child care centers into the non-retail cap restriction.

Temporary events and uses in the parking lot have been regulated closely since 2002 in order to maintain aesthetic quality and promote an upscale shopping experience. Five types of temporary outdoor uses including car sales, concerts, health fairs, and promotional events were permitted at that time subject to the issuance of a Temporary Use Permit. The Temporary Use Permit is a no-fee permit that allows an opportunity for the Fire Department to review proposals and ensure there is adequate vehicle circulation and public safety measures for each event.

The applicant is proposing to increase the number and types of events and uses that could be permitted in the parking lots. They have indicated that the ability to offer more events in the parking lots helps to drive more customers into the shopping center and increase sales. Additional temporary events include a farmer's market, art shows, ice skating rink, seasonal garden center, outdoor adventure events (climbing wall), and wine and food festivals among others. All events except for seasonal pumpkin and Christmas tree sales, would be limited to a maximum duration of 15 days. A Temporary Use Permit would still be required and guidelines have been included to address temporary signs and business licenses for the events. Staff has reviewed and modified the list to remove items of concern to the Economic Development Subcommittee, such as RV sales and spa sales. Staff recommends approval of the proposed list of permitted temporary uses.

Reducing the Parking Ratio

Westfield North County currently has 1,269,779 SF of gross leasable area and 5,640 parking spaces, a parking ratio of 4.44 spaces per 1,000 SF of gross leasable area when all available mall space is occupied. At the time the Westfield North County project was developed, a parking ratio of 4.6 parking spaces per 1,000 SF of gross leasable area was established as the minimum requirement. The ratio has been slightly reduced recently from the addition of three restaurant buildings in the parking lots and the delay in constructing the new parking lot in the former "duck pond" area. This has been deemed temporarily acceptable for the last few years while more than 200,000 SF of tenant space in the mall has remained vacant.

The proposed project would increase the overall size of the mall to 1,279,485 SF of gross leasable area and increase the number of parking spaces to 5,775. This would result in a parking ratio of 4.51 parking spaces per 1,000 SF of gross leasable area. As part of the project, Westfield is proposing to change the parking ratio from the currently required 4.6 spaces per 1,000 SF to 4.0 spaces per 1,000 SF. The new parking lot in the former "duck pond" area would still be constructed, but the overall number of required parking spaces would drop from the 5,775 spaces that are proposed to be available post-construction, to a minimum of 5,118 parking spaces, a potential decrease of 657 parking spaces on the site. The applicant insists that this is necessary to facilitate additional expansion in the future and has provided a shared parking analysis to support the request. Any future building additions or expansions would be subject to approval of a modification to the Master and Precise Development Plan.

According to the Shared Parking Analysis for the Westfield North County Regional Shopping Center Expansion, prepared by Gibson Transportation Consulting, Inc., dated April 2012, the City's current 4.6 per 1,000 SF parking ratio is already higher than the ratios recommended for regional shopping centers by the Urban Land Institute (ULI) and the International Council of Shopping Centers (ICSC). The ULI/ICSC recommended peak parking demand ratio for a regional shopping center is 4.0 spaces per 1,000 SF on weekdays and 4.5 spaces per 1,000 SF on weekends (i.e. Saturday). These rates apply to any shopping center greater than 600,000 SF that has 0-20% non-retail uses. Westfield North County falls within these specifications based on the size of the center and the proposed mix of approximately 11% of non-retail (includes restaurants) uses. The ULI/ICSC standards would require 5,118 parking spaces to meet peak weekday demand and 5,758 parking spaces to meet peak Saturday demand.

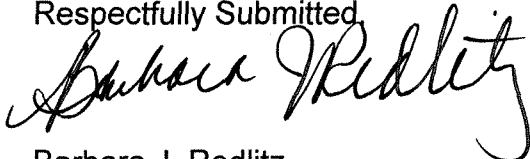
The parking analysis includes a shared parking calculation utilizing ULI methodology that treats Westfield North County as a mixed-use development and calculates the peak parking demand based on the parking patterns of the individual land uses within the development. Parking counts were taken at the center during the busiest hours of the day on a weekday and a Saturday during the week before Christmas 2011. These days represent the busiest days of the year for parking demand. A shared parking model was then calibrated based on the mix of land uses and the size of each individual use. The model was then compared against the actual parking counts and accurately predicted the amount of parking that was experienced during those days. The model was then utilized to predict peak parking demand for the expanded shopping center proposal.

The shared parking calculation indicates a maximum of 3,910 parking spaces would be needed on the busiest weekday of the year occurring in December. A total of 5,898 parking spaces would be needed to accommodate peak demand on the busiest weekend of the year, also in December. This means the 5,775 parking spaces that will be available on the site are more than adequate to meet the parking demand on every weekday of the year. The proposed 4.0 parking ratio supply of 5,118 parking spaces would still accommodate peak parking demand for every weekday of the year. The on-site parking supply would also accommodate parking demand for every weekend of the year except for December. Under both the post construction (5,775 spaces) and proposed 4.0 ratio (5,118 spaces) scenarios, off-site parking will be required on weekends during the holiday season. On weekend days from Thanksgiving to New Year's, the shopping center will need to have an off-site parking program for employees from approximately 1:00 P.M. to 5:00 P.M. The number of off-site spaces needed will vary based on the number of parking spaces that exist on the site. For Christmas

2012 it is estimated that 125 employee vehicles will need to park off-site during holiday weekends based on the expected number of 5,775 parking spaces on-site. This off-site number increases to compensate for the number of on-site spaces that are utilized for the sale of Christmas trees. The base number will increase over time if the 4.0 per 1,000 SF parking ratio is adopted and existing parking spaces are removed to accommodate new growth. Using a worst case scenario under the proposed 4.0 ratio that assumes 5,118 parking spaces remain on the site, a total of 780 offsite employee parking spaces (plus additional to compensate for on-site Christmas tree sales) would be needed on weekends during the holiday season. This represents approximately 75% of the total 1,042 mall employees.

Westfield has a history of using off-site parking for employees during the holidays at many of their shopping centers including Westfield North County. According to the Westfield North County Holiday Off-Site Parking Program, there are approximately 800 parking spaces at San Pasqual High School that have been used previously on holiday weekends and another 215 parking spaces at the Del Lago Park and Ride facility that may be available on holiday weekends. The program indicates that Westfield will secure the off-site location, contract with a bus company for shuttles and drivers, provide security in the off-site location, and notify all mall employees about the program with rewards given out to employees who ride the shuttles. Shuttle hours and a route map with established stops throughout the shopping center are also provided to the employees. This is a system that Westfield has used for a number of years and is comfortable with. Staff feels the applicant's request to reduce the parking ratio to 4.0 spaces per 1,000 SF of gross leasable area can be supported in light of the established off-site parking program that has been developed for the approximately eight days each year when the parking lot is over capacity.

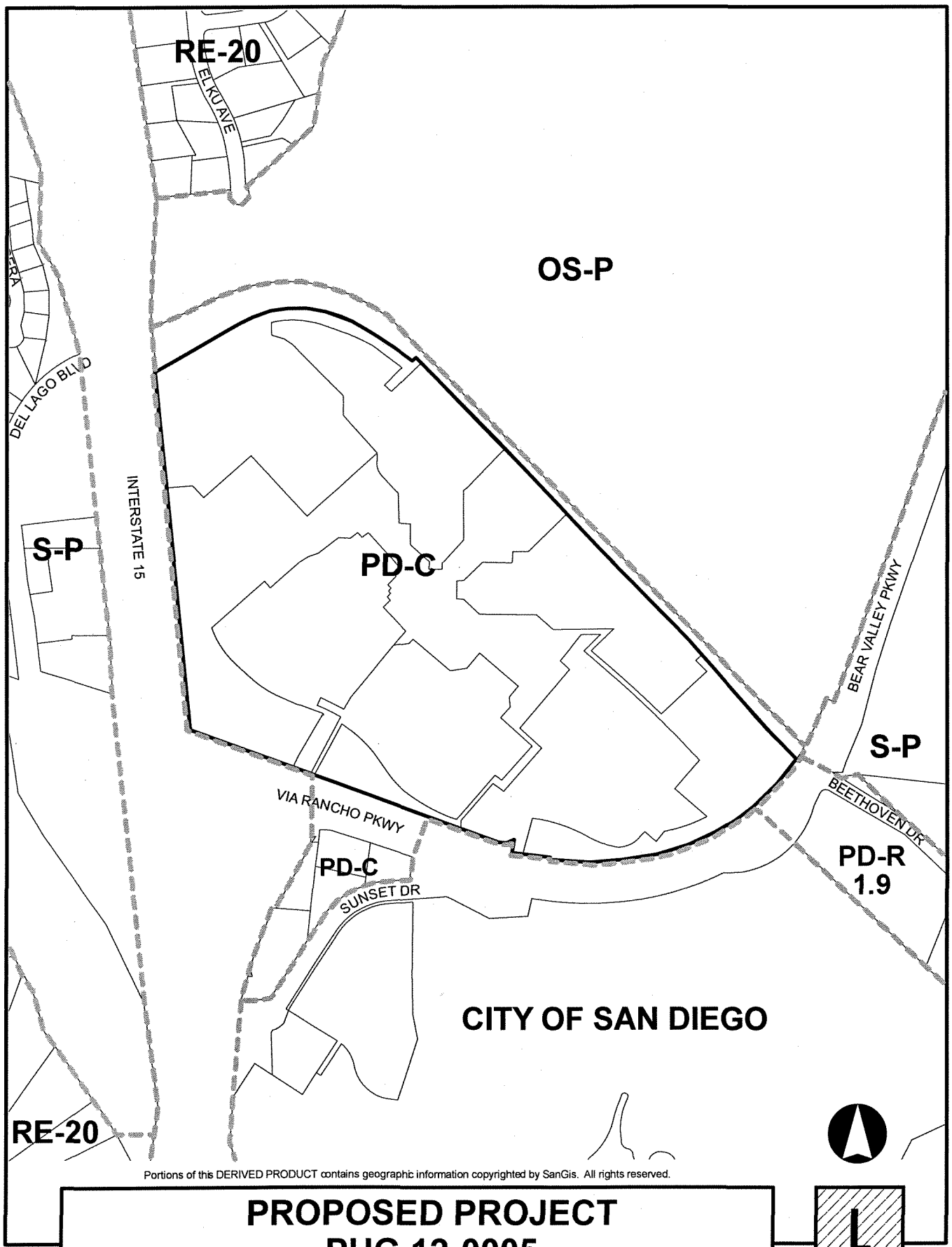
Respectfully Submitted,



Barbara J. Redlitz
Director of Community Development



Bill Martin
Principal Planner



RE-20

OS-P

S-P

INTERSTATE 15

PD-C

VIA RANCHO PKWY

PD-C

SUNSET DR

S-P

**PD-R
1.9**

BEETHOVEN DR

BEAR VALLEY PKWY

RE-20

CITY OF SAN DIEGO

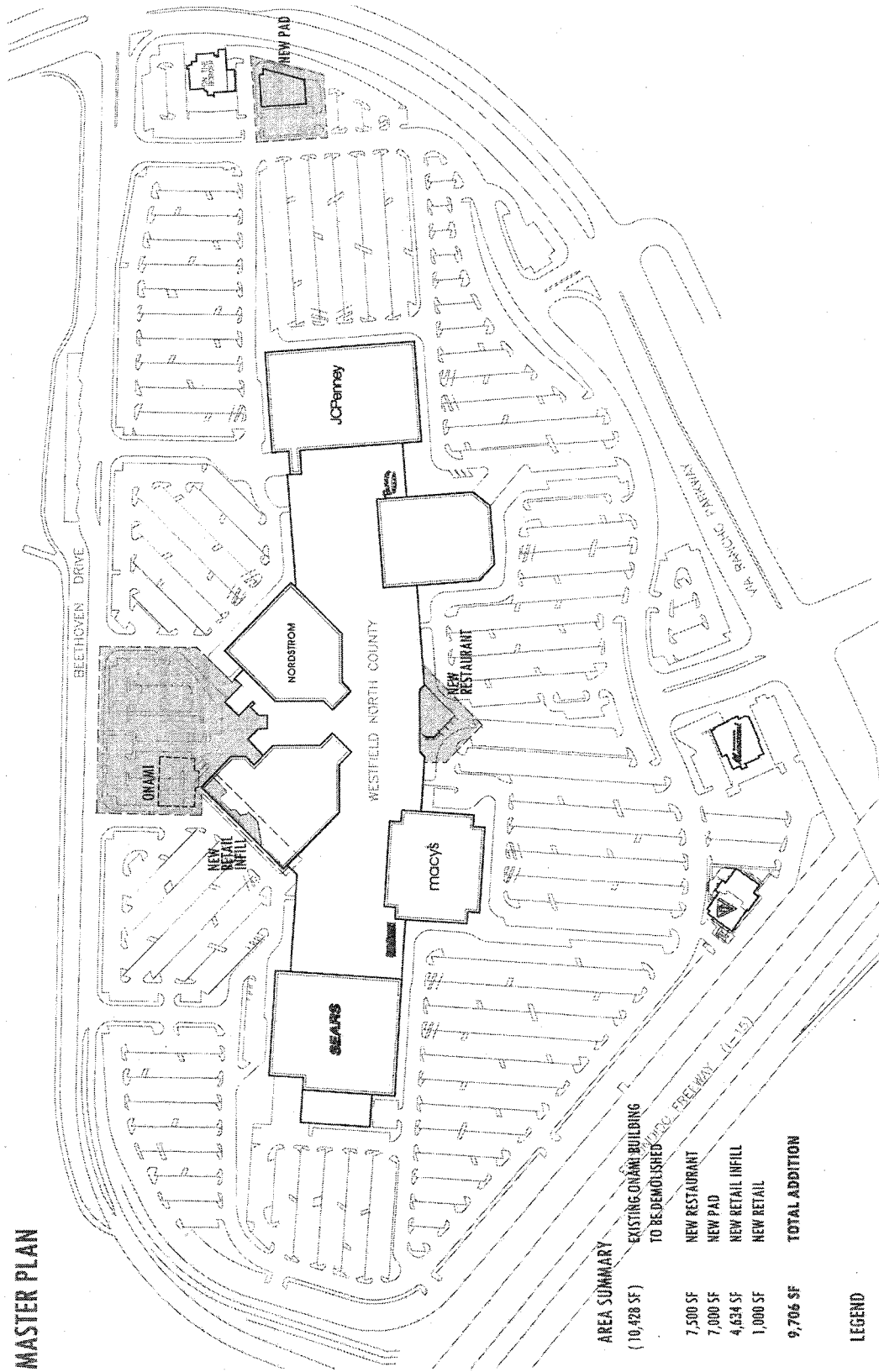
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**PROPOSED PROJECT
PHG 12-0005**



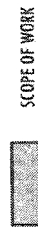
LOCATION/ZONING

MASTER PLAN

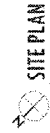


AREA SUMMARY	EXISTING ONAMI BUILDING	TO BE DEMOLISHED	NEW RESTAURANT	NEW PAD	NEW RETAIL INFILL	NEW RETAIL	TOTAL ADDITION
(10,428 SF)			7,500 SF	7,000 SF	4,634 SF	1,000 SF	9,706 SF

LEGEND



BUILDING TO BE DEMOLISHED

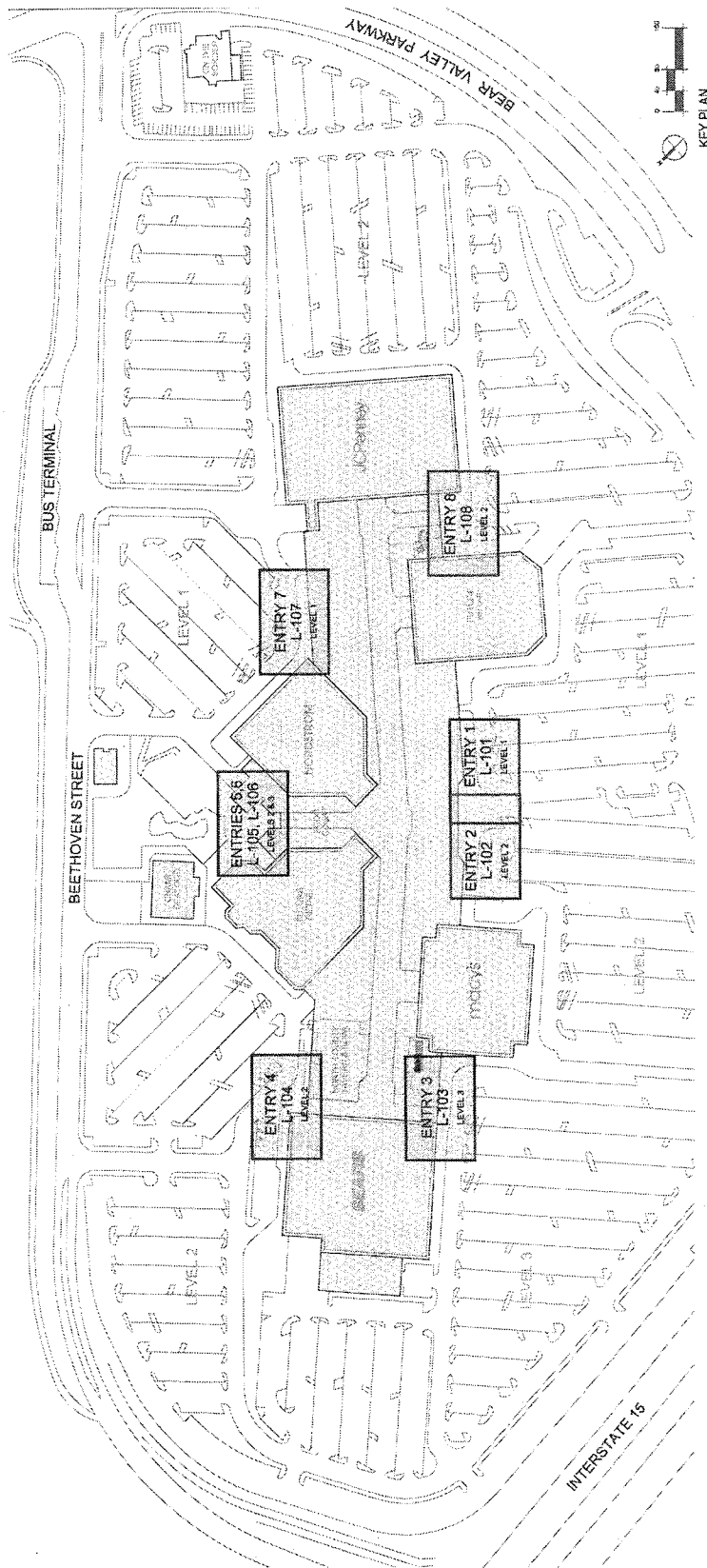


SITE PLAN

**PROPOSED PROJECT
PHG 12-0005**



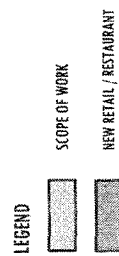
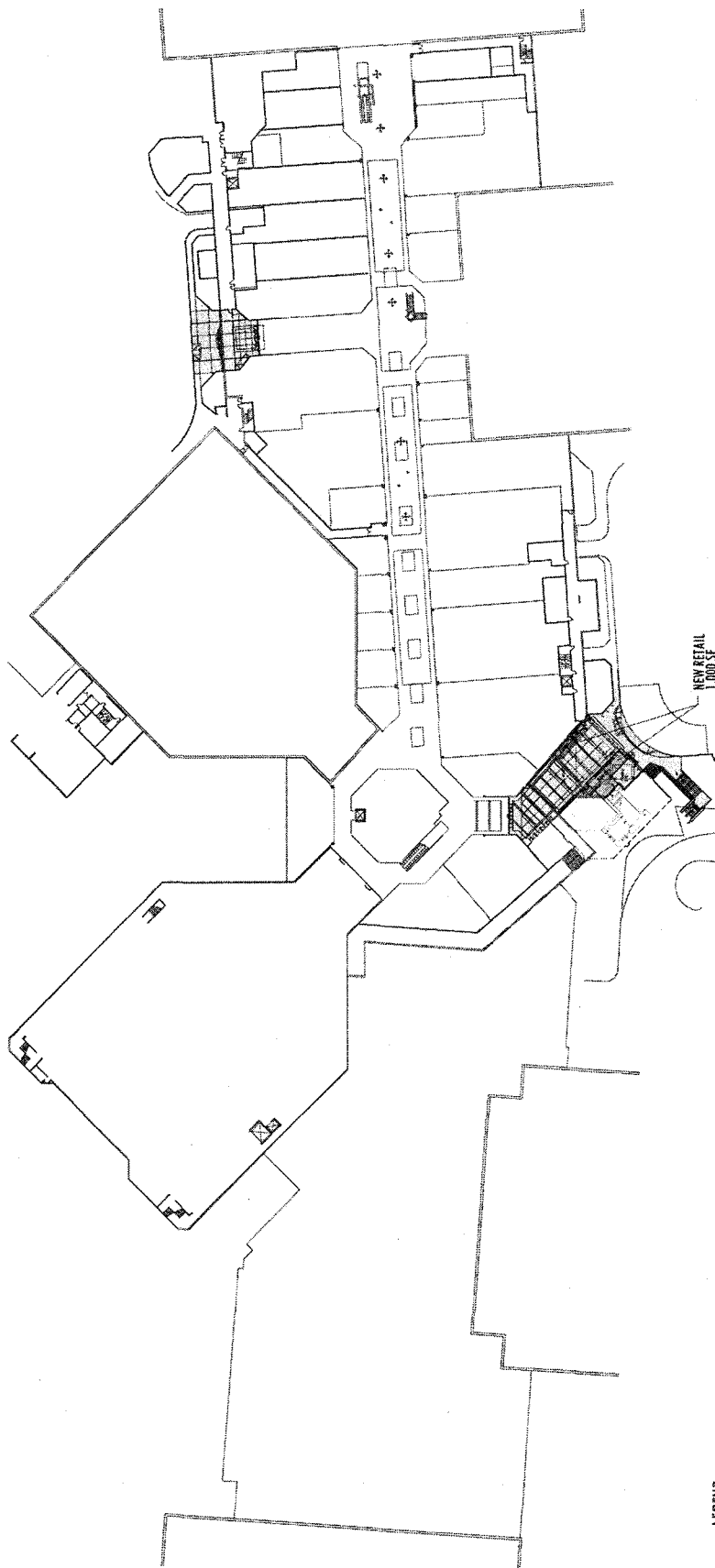
SITE PLAN



PROPOSED PROJECT
PHG 12-0005

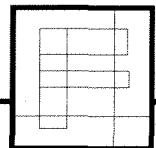


SITE PLAN



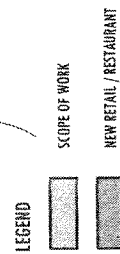
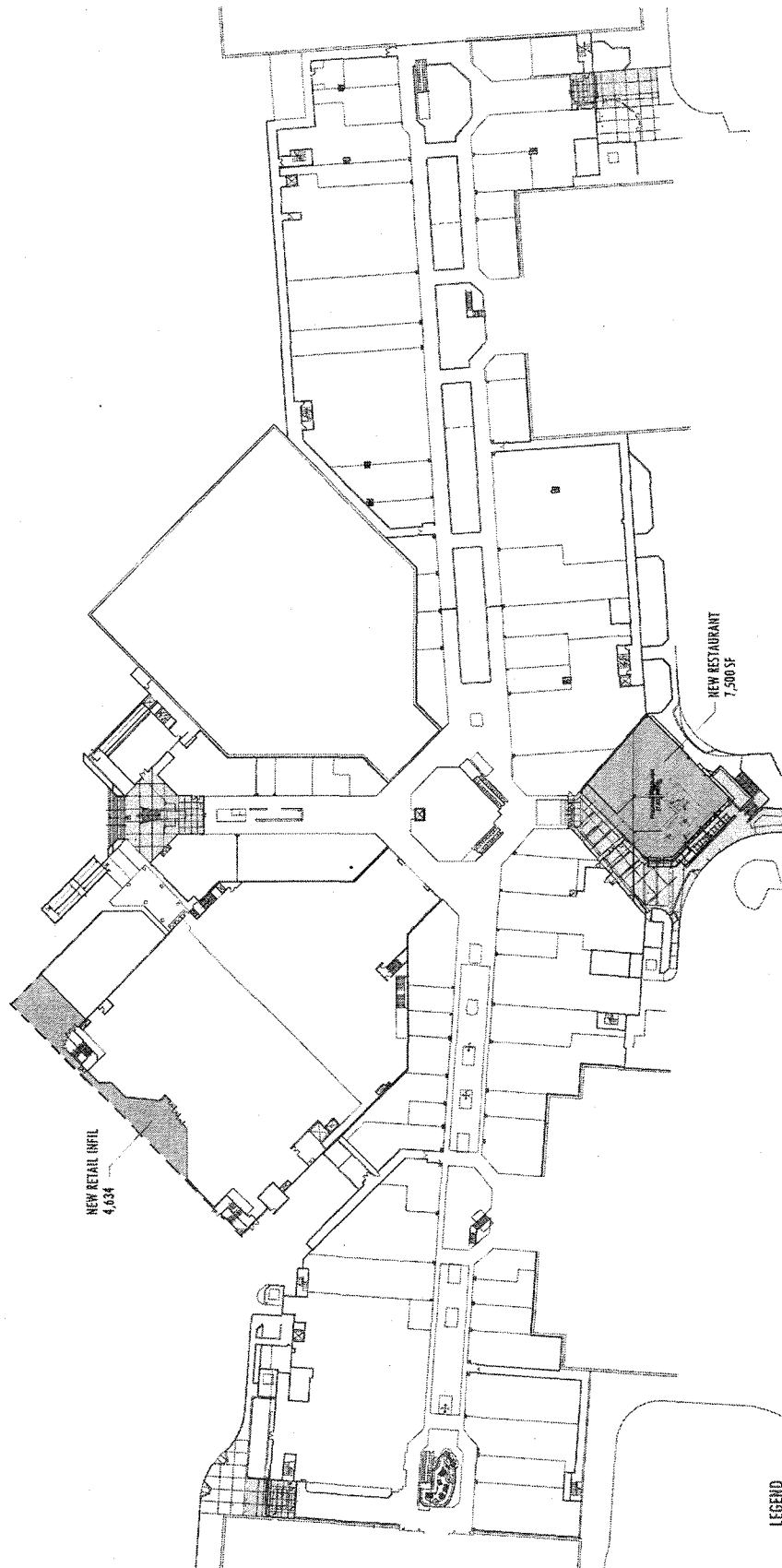
Floor Plan—Level 1

**PROPOSED PROJECT
PHG 12-0005**

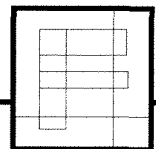


FLOOR PLAN

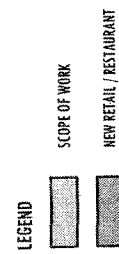
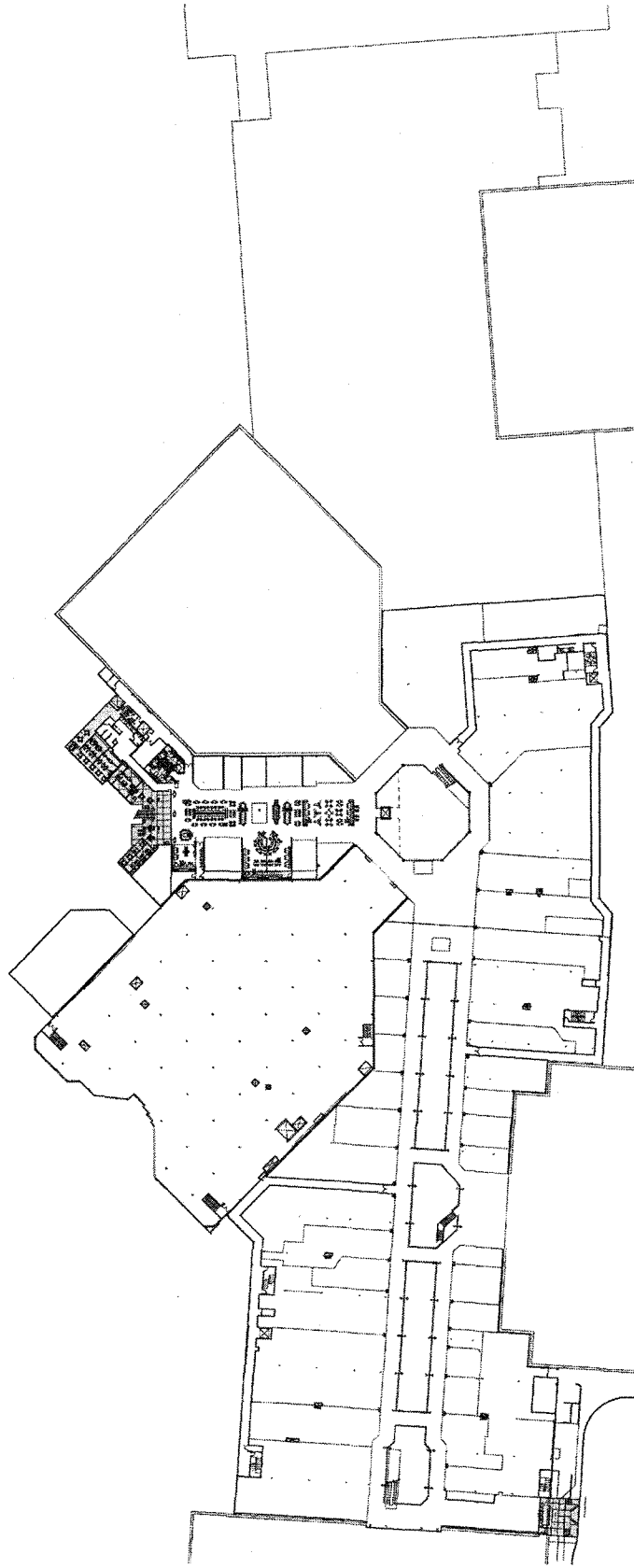
Floor Plan—Level 2



**PROPOSED PROJECT
PHG 12-0005**

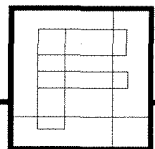


FLOOR PLAN



Floor Plan—Level 3

**PROPOSED PROJECT
PHG 12-0005**

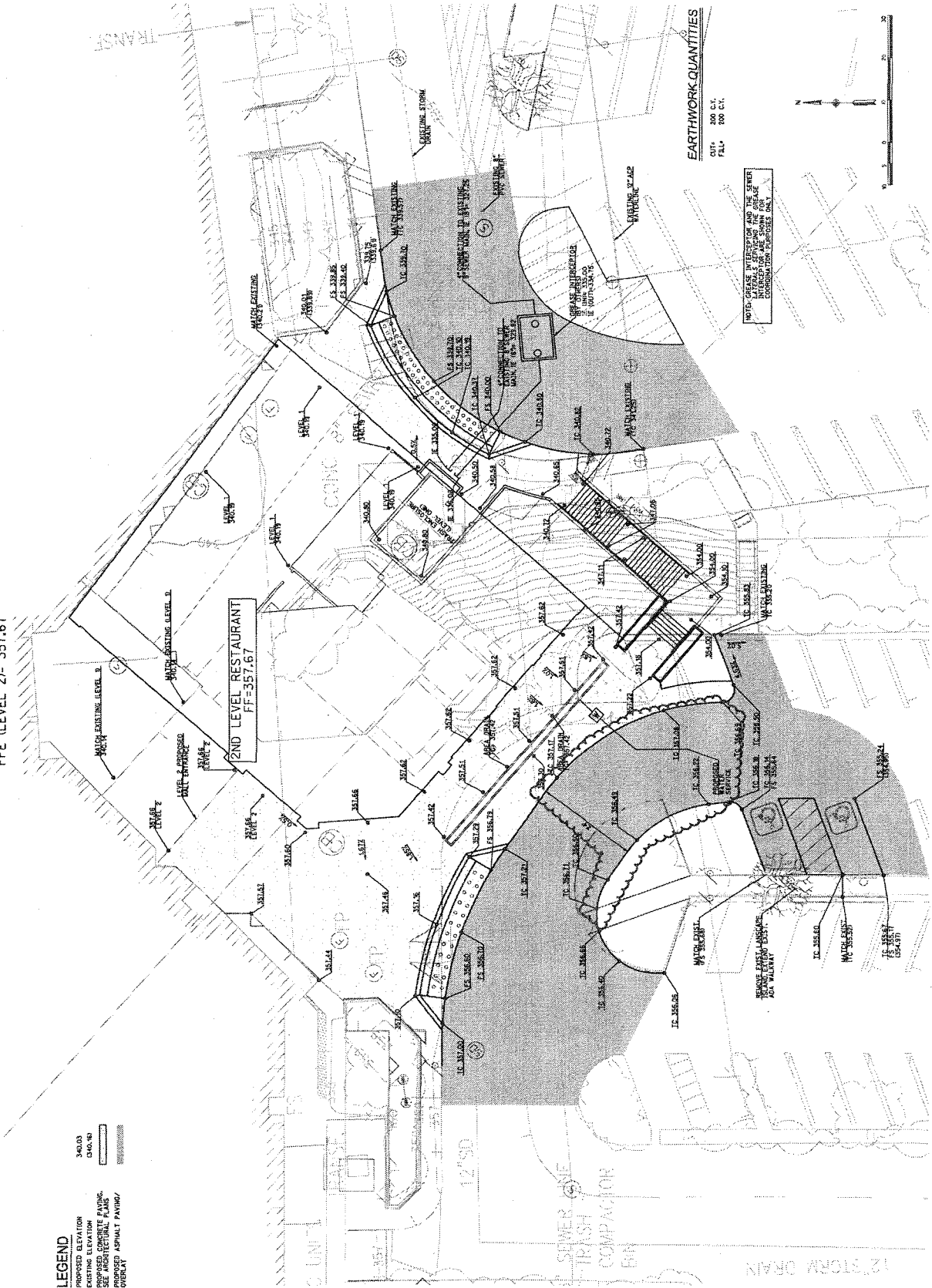


FLOOR PLAN

FFE (LEVEL 1)= 340.26
FFE (LEVEL 2)= 357.67

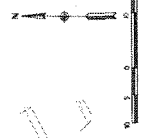
LEGEND

- PROPOSED ELEVATION
- EXISTING ELEVATION
- PROPOSED CONCRETE PAVING
- PROPOSED ASPHALT PAVING
- EXISTING ASPHALT PAVING
- OVERLAY



EARTHWORK QUANTITIES
CUT= 200 C.Y.
FILL= 100 C.Y.

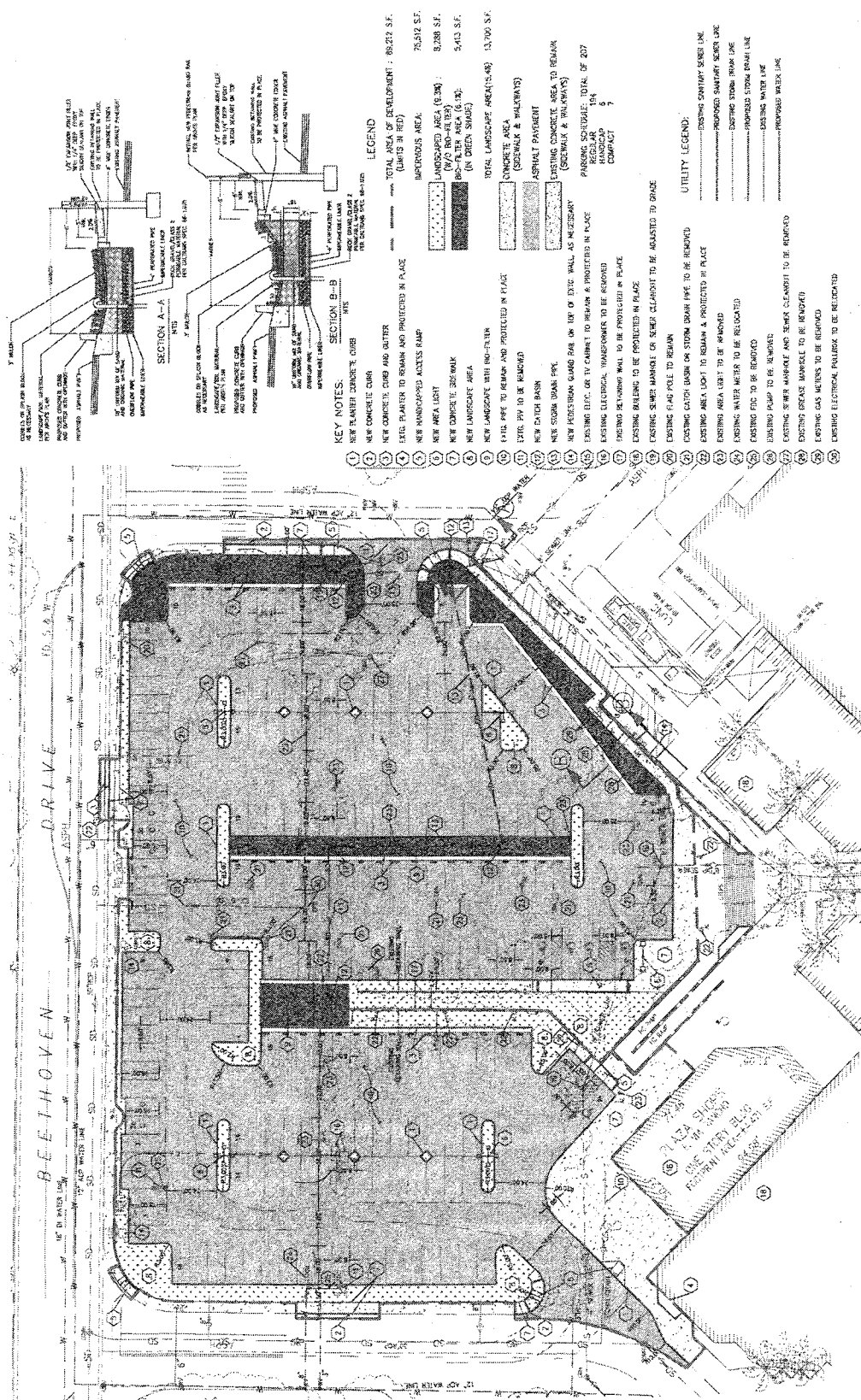
NOTE: GRADE IN SECTION AND THE SEWER INTERSECTION ARE SHOWN FOR CONSTRUCTION PURPOSE ONLY



**PROPOSED PROJECT
PHG 12-0005**



GRADING PLAN

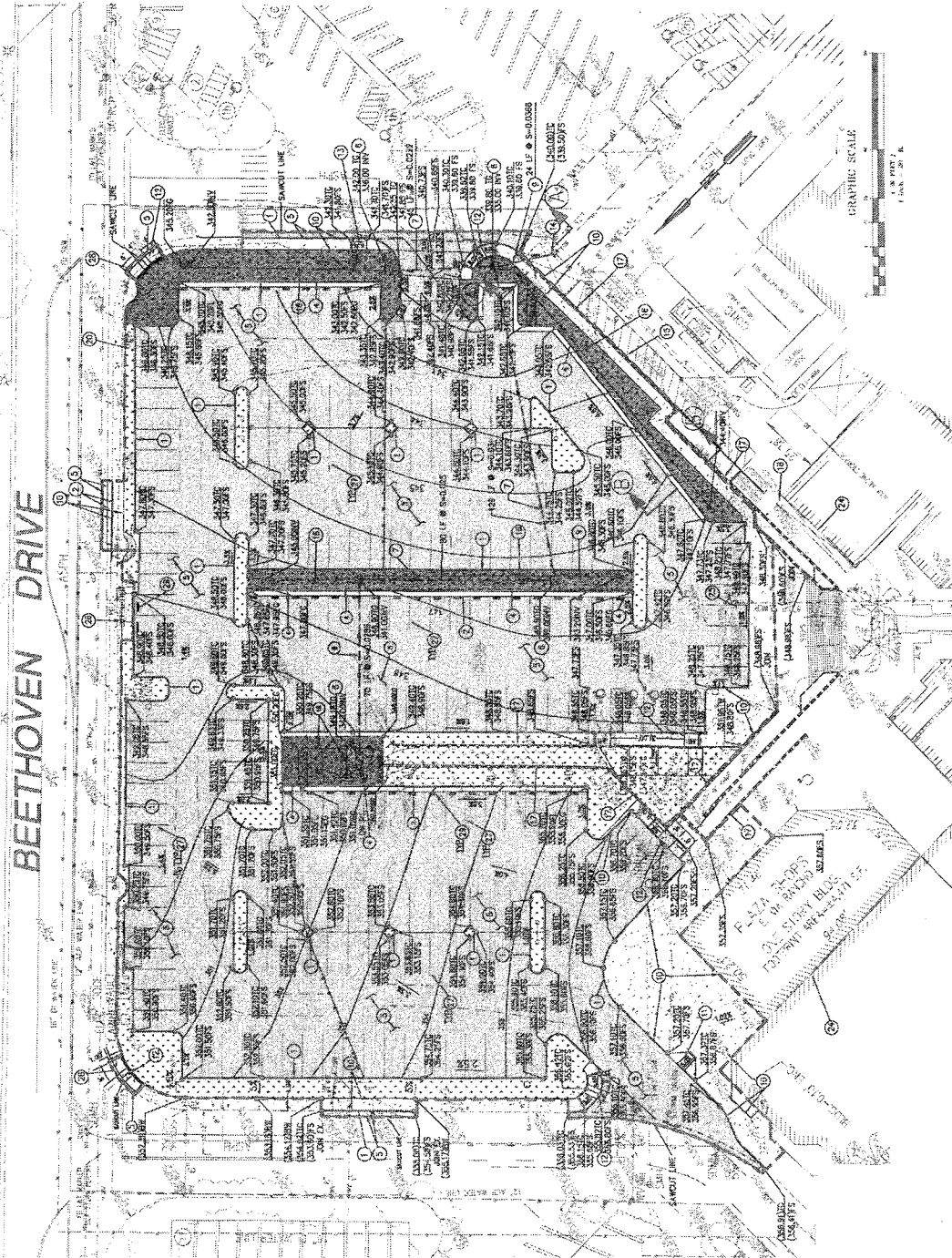


PROPOSED PROJECT
PHG 12-0005



SITE PLAN

BEETHOVEN DRIVE



LEGEND

TOTAL AREA OF DEVELOPMENT: 89,212 S.F. (LOTS IN RED)	75,512 S.F.
IMPERVIOUS AREA:	
LANDSCAPED AREA (9.3X):	8,288 S.F.
(1/2 BO-FILTER)	5,413 S.F.
BO-FILTER AREA (6.1X):	
(IN GREEN SHADE)	
TOTAL LANDSCAPE AREA (15.4X)	13,700 S.F.
CONCRETE AREA:	
(SIDEWALK & WALKWAYS)	
ASPHALT PAVEMENT	
EXISTING CONCRETE AREA TO REMAIN	
(SIDEWALK & WALKWAYS)	
PARKING SPACES: TOTAL OF 207	
REGULAR	6
HANDICAP	6
COMPACT	7

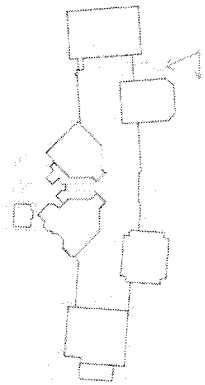
GRAPHIC SCALE



PROPOSED PROJECT
PHG 12-0005

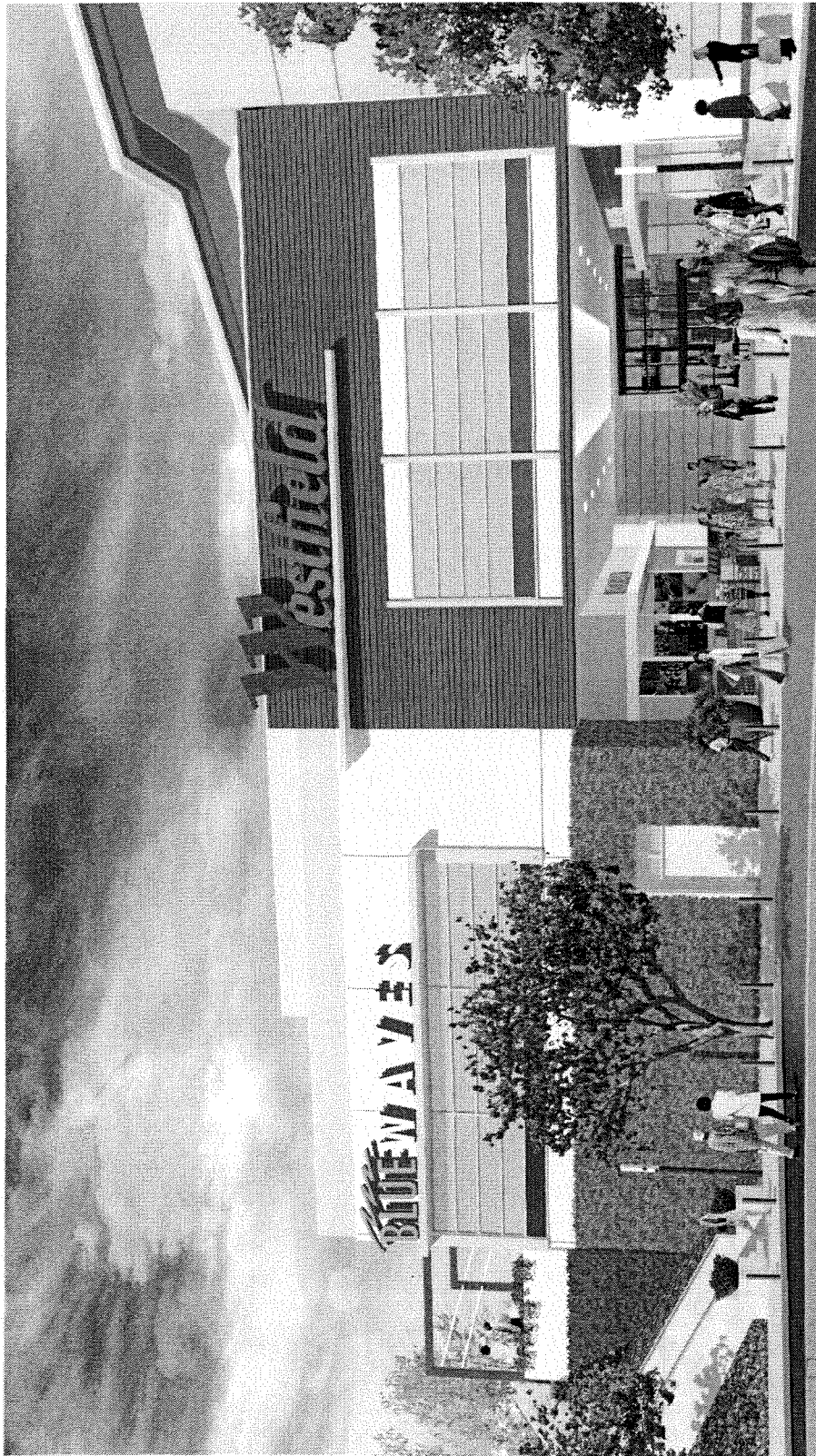


SITE PLAN



Aerial View of Remodel

**PROPOSED PROJECT
PHG 12-0005**



View of Proposed Entry 1 - Level 1

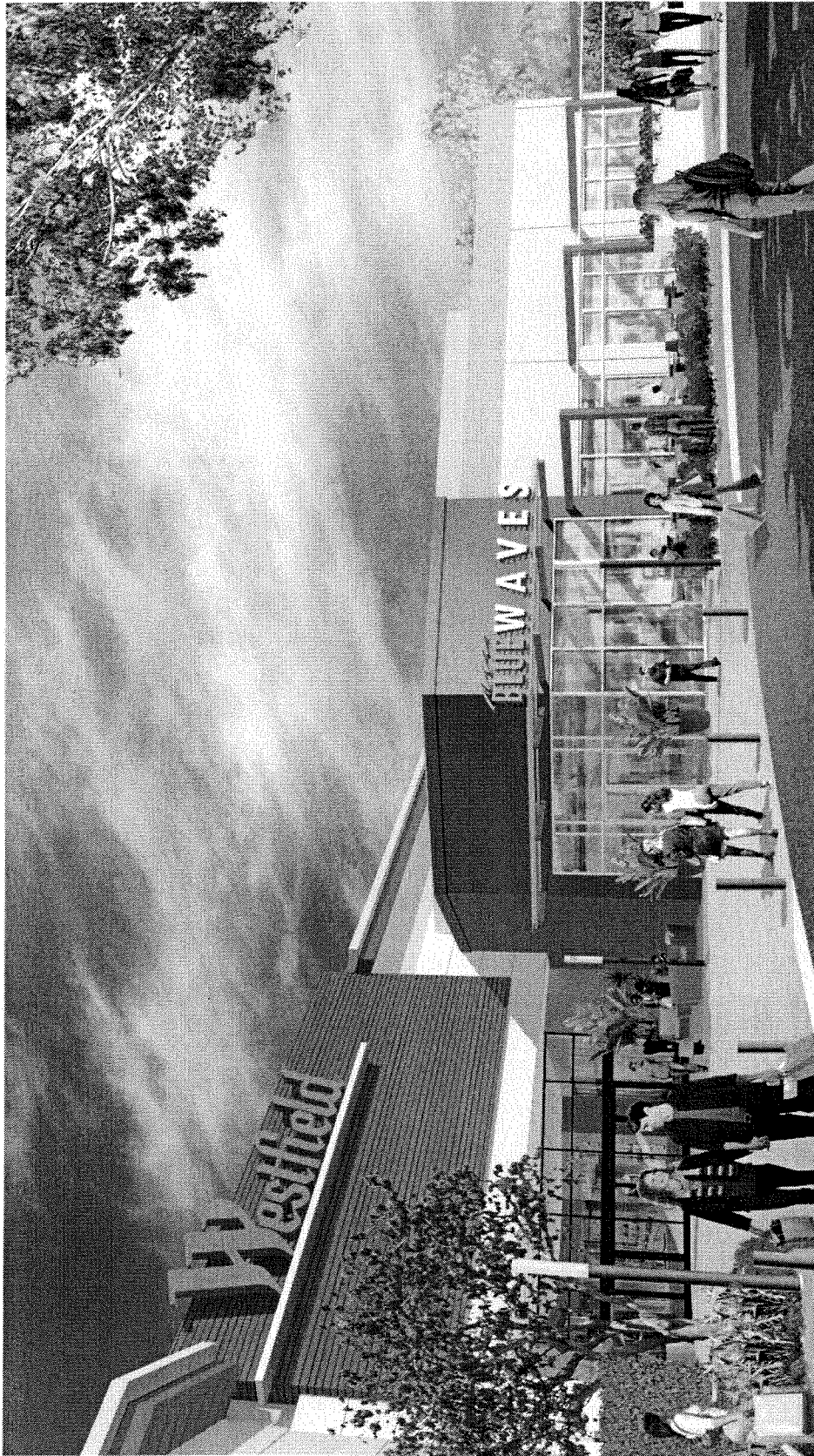


KEY PLAN

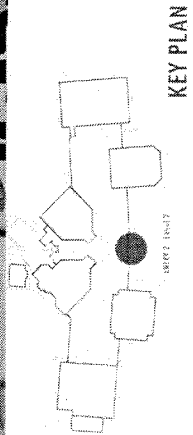
PROPOSED PROJECT
PHG 12-0005



ELEVATIONS

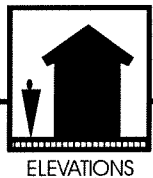


View of Proposed Entry 2 - Level 2



KEY PLAN

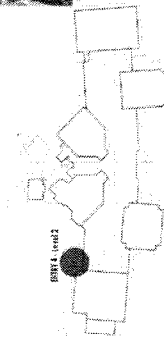
**PROPOSED PROJECT
PHG 12-0005**



ELEVATIONS

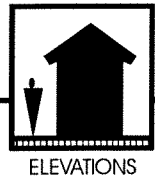


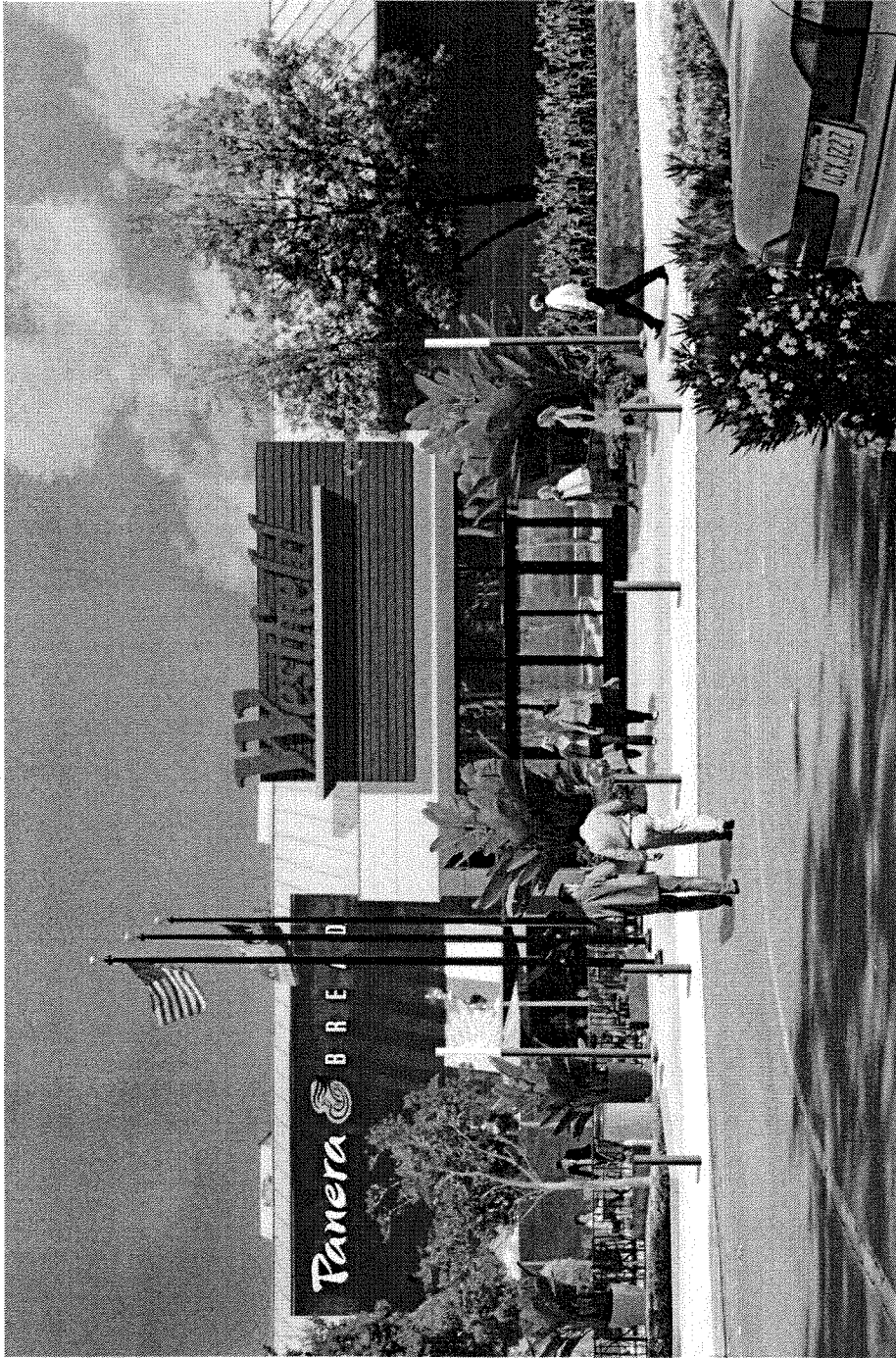
View of Proposed Entry 4 - Level 2
Entry 7- Level 1 Similar



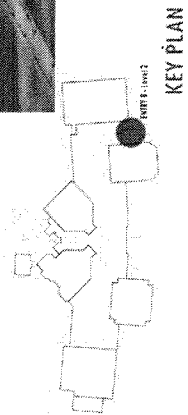
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PROPOSED PROJECT
PHG 12-0005



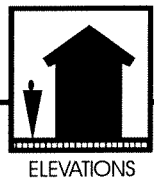


View of Proposed Entry 8 - Level 2
Entry 3 - Level 3 Similar

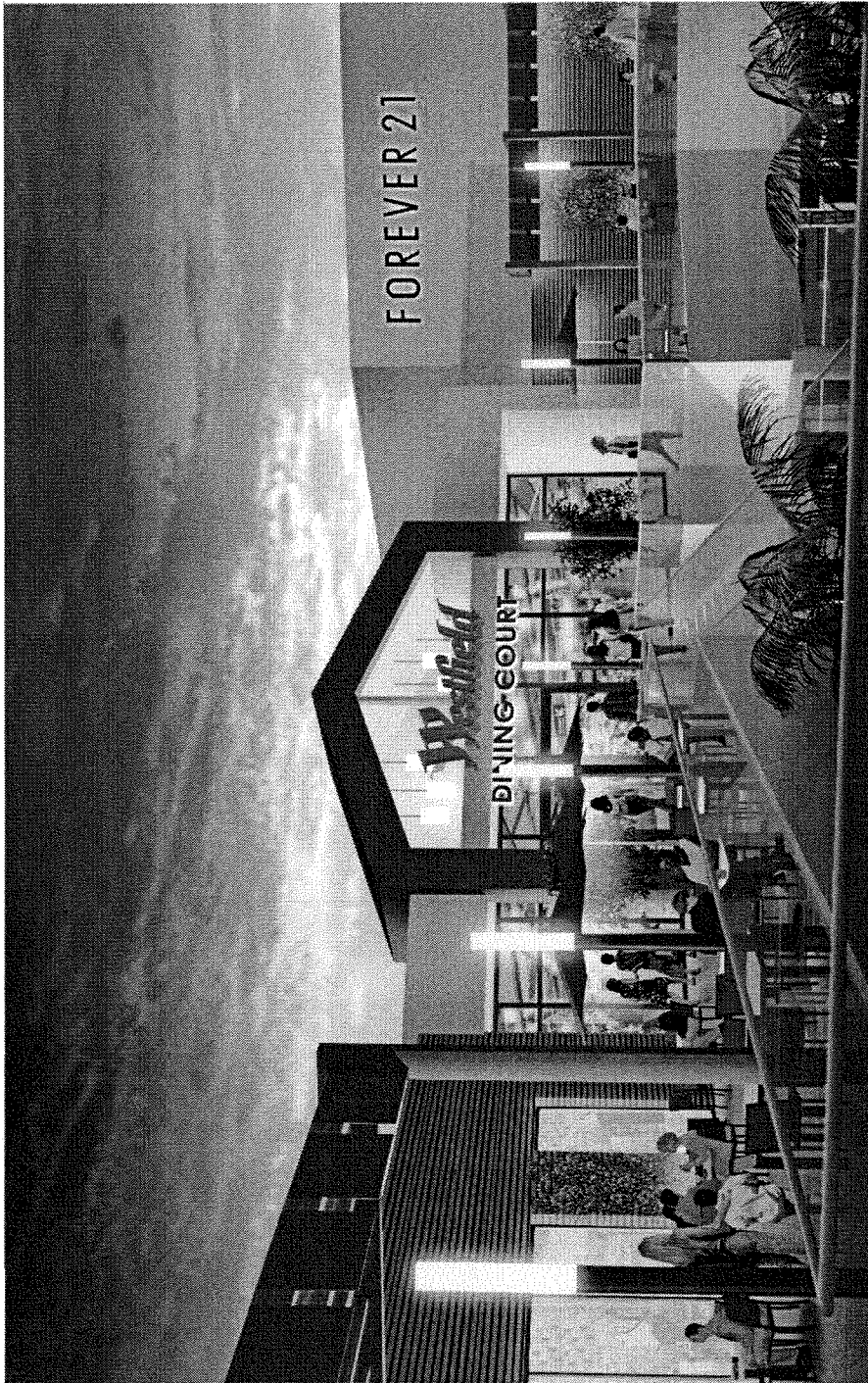


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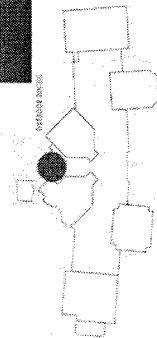
PROPOSED PROJECT
PHG 12-0005



ELEVATIONS

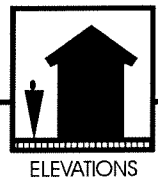


View of Proposed Outdoor Dining - Level 3

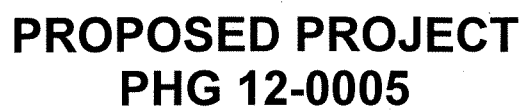


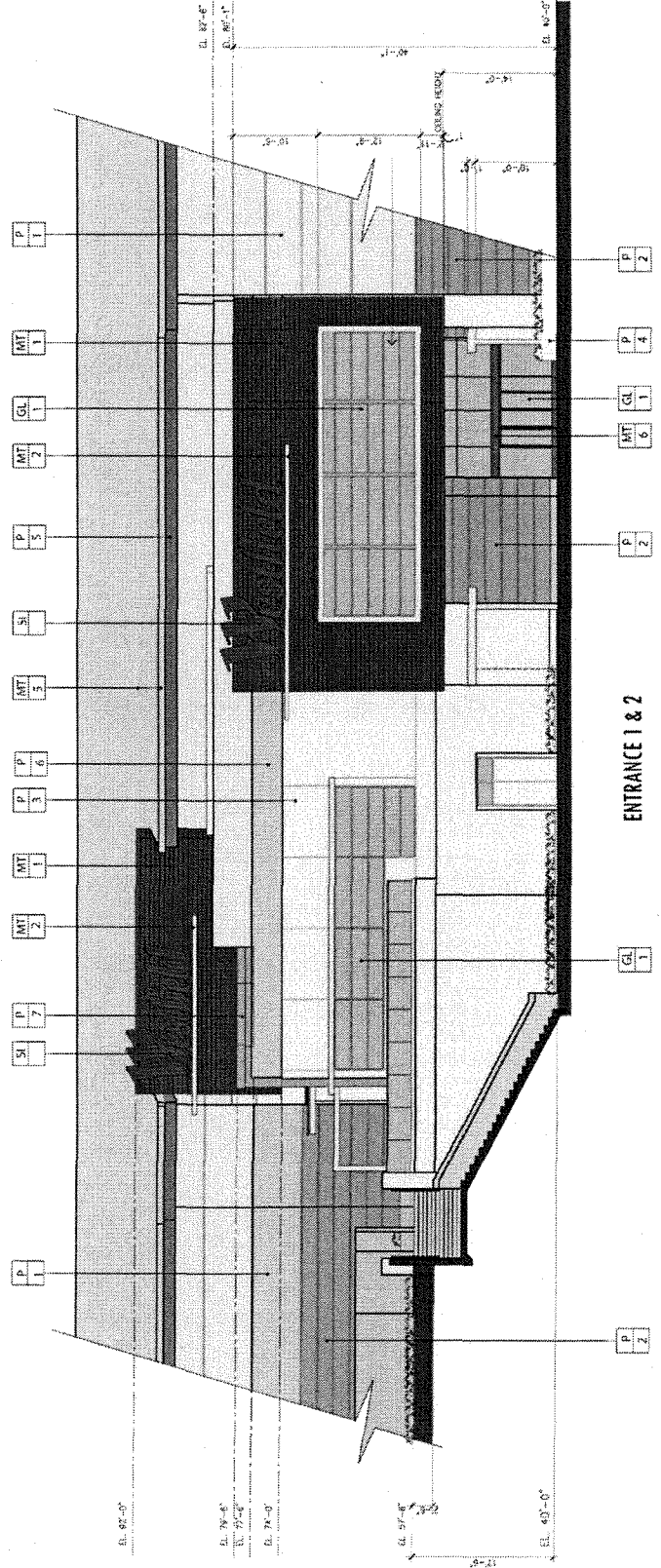
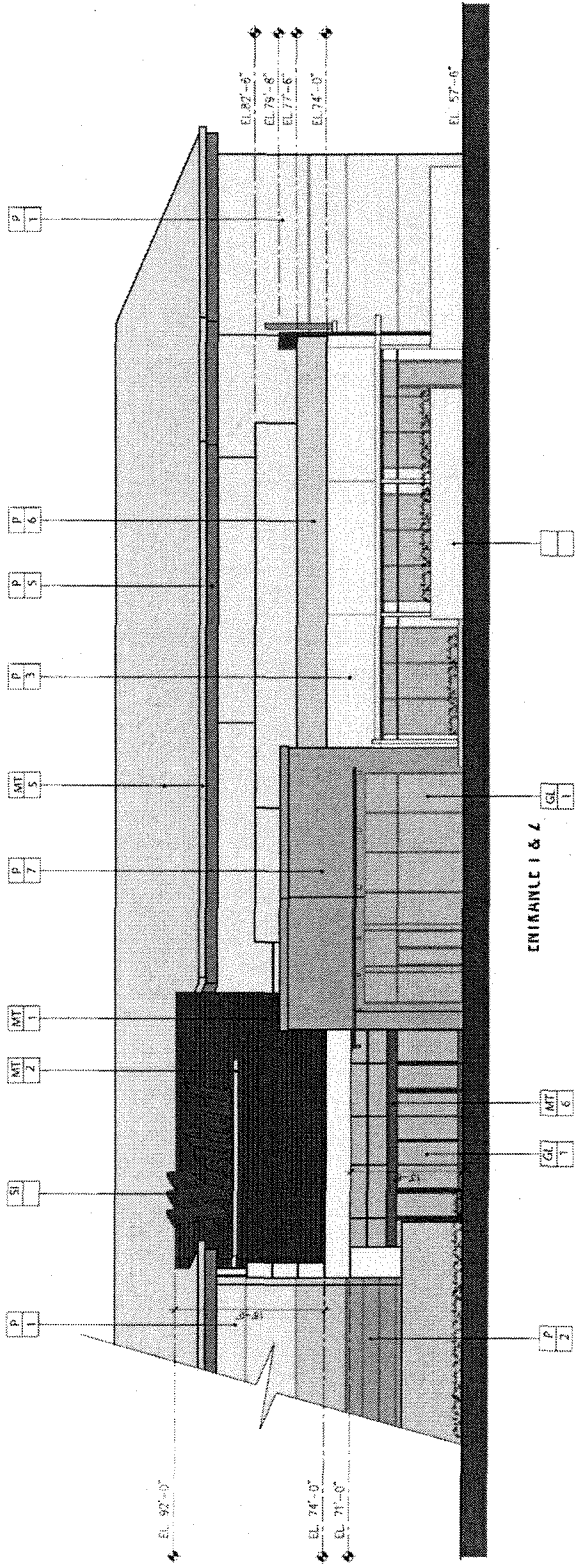
KEY PLAN

**PROPOSED PROJECT
PHG 12-0005**



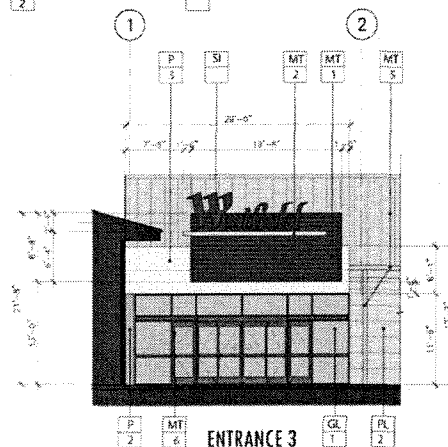
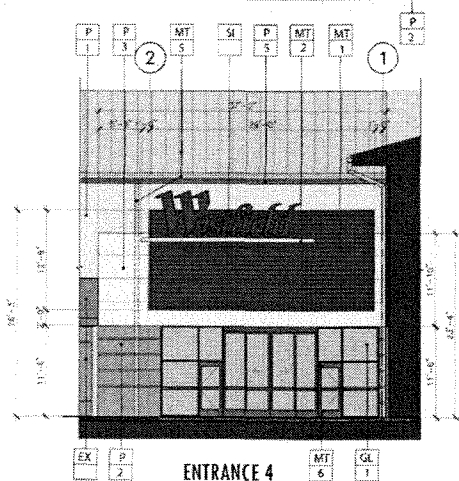
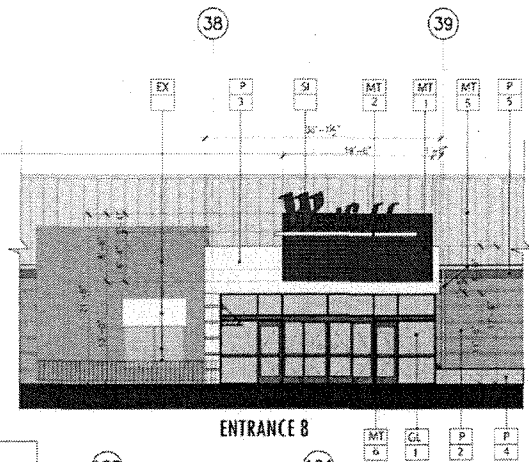
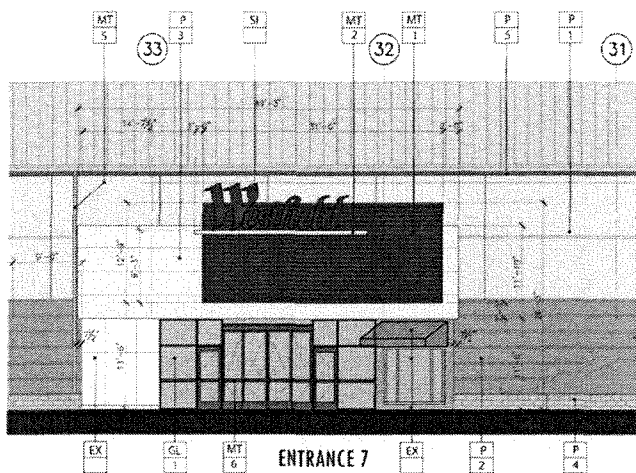
ELEVATIONS



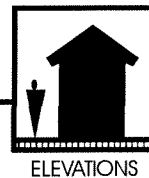


**PROPOSED PROJECT
PHG 12-0005**





PROPOSED PROJECT
PHG 12-0005



SUPPLEMENT TO STAFF REPORT/DETAILS OF REQUEST

A. PHYSICAL CHARACTERISTICS

The irregular shaped 83+-acre site is comprised of eight parcels (which includes the loop road parcel) and developed with a regional shopping center, parking lots and landscaping. The shopping center is comprised of five major department stores, a combination of various other retail uses and restaurants. The shopping center is a three story, enclosed mall, with several restaurant pad buildings located throughout the project site.

B. SUPPLEMENTAL DETAILS OF REQUEST

1. Property Size: 83 acres (approximate)
2. Shopping Center Size:
 - Existing: 1,269,779 SF of gross leasable area (GLA)
 - Proposed: 1,279,485 SF of gross leasable area (GLA)
3. New Building Floor Area:
 - Addition to Rob May North Building: 4,634 SF
 - New Restaurant near Macy's: 7,500 SF
 - New Retail near Macy's: 1,000 SF
 - Restaurant Pad Building: 7,000 SF
 - TOTAL New GLA: 20,134 SF
 - Subtract Onami Building Demolition: (10,428 SF)
 - NET New GLA: 9,706 SF
4. Parking Ratio:
 - Existing: 4.6 parking spaces per 1,000 SF of GLA
 - Proposed: 4.0 parking spaces per 1,000 SF of GLA
5. Number of Parking Spaces:
 - Existing: 5,640 spaces
 - New Parking Lot (North Side): 207 spaces
 - Less Spaces Lost to Pad/Driveway Mods.: (72 spaces)
 - TOTAL Proposed Parking Spaces: 5,775 spaces
 - TOTAL Required Spaces (Proposed GLA): 5,118 parking spaces based on 4.0/1,000 ratio
6. Signage (Master Sign Program):
 - Wall Signs:
 - Anchor Tenants (+50,000 SF): 2 SF of sign area for every lineal foot of exterior building store frontage. Maximum letter height of 8'.

Maximum logo height of 14'. Maximum area of 400 SF. Maximum length not to exceed 80% of store frontage length.

Major Tenants (+10,000 SF): 1.5 SF of sign area for every lineal foot of exterior building store frontage. Maximum letter height of 6'. Maximum logo height of 10'. Maximum area of 300 SF. Maximum length not to exceed 80% of store frontage length.

In-Line Tenants (with storefront): 1 SF of sign area for every lineal foot of exterior building store frontage. Maximum letter height of 3'. Maximum logo height of 6'. Maximum area of 200 SF. Maximum length not to exceed 80% of store frontage length.

Pad Buildings: 0.5 SF of sign area for every lineal foot of exterior building store frontage. Maximum letter height of 3'. Maximum logo height of 6'. Maximum area of 200 SF.

Wall Advertising Panel Signs: A total of six advertising sign panels with exterior illumination are permitted at six of the eight mall entries as described in the Master Sign Program and below:

Entry 1 – 672 SF
Entry 2 – 168 SF
Entry 3 – 39 SF
Entry 4 – 80 SF
Entry 7 – 80 SF
Entry 8 – 39 SF

Freeway Pylon Sign: One freeway pylon sign permitted up to 93' high. Tenant panels (3'-10" x 17'-3") to be located within a 49'-high area. Sign design and dimensions to be consistent with Master Sign Program.

**FINDINGS OF FACT
PHG 12-0005
EXHIBIT "A"**

Modification to a Master and Precise Development Plan

1. The proposed modification to the Master and Precise Development Plan to implement an exterior revitalization program, add restaurant and retail floor area, demolish three freestanding buildings in the former "duck pond" area and convert to additional parking, and modify the list of permitted uses, parking ratio and the sign program would be in conformance with General Plan Policy B4.1(b)(11) which identifies the project site as an 83-acre shopping mall anchored by large department stores and other diverse general commercial uses, including restaurants. Development of new floor area and the revision to the list of permitted uses, sign standards, parking ratio is consistent with the Planned Development zoning on the site that was established for the regional shopping center. The proposed project would be in conformance with General Plan Economic Policies (page II-23) which encourage economic activities to expand or locate in Escondido that are clean and nonpolluting, provide additional employment opportunities, reduce the need for Escondido resident to commute out of the area, will maintain the City's fiscal stability, and are aesthetically superior. The proposed building additions would introduce new features into the center that are aesthetically pleasing and consistent with the existing mall architecture. The proposed project would not diminish the Quality-of-Life Standards of the General Plan as the project would not materially degrade the level of service on adjacent streets or public facilities, create excessive noise, and adequate parking, circulation and public services can be provided to the site as discussed in the staff report.
2. The approval of the proposed modification to the Master and Precise Development Plan would be based on sound principles of land use since adequate parking, circulation, utilities and access would be provided for the development. The proposed building additions would not conflict with the design of the existing shopping center due to their low profile designs and compatible architectural features. The proposed revision to the list of permitted uses adds additional business opportunities to create a lifestyle center that meets the commercial needs of local residents. The reduction in the parking ratio to 4.0 parking spaces per 1,000 SF of gross leasable area will still ensure adequate parking on the site except for approximately eight days during the Christmas holiday season when an appropriate amount of off-site parking will be provided for employees. The proposed modification to the Master Sign Program provides clarity on sign allowances and ensures an appropriate amount of exterior signage is available for tenant needs.
3. The proposed modification to the Master and Precise Development Plan would not cause deterioration of bordering land uses since the site is zoned for commercial development and is developed with an approximately 1.2 million SF (GLA) regional shopping mall. The proposed project area is adjacent to Interstate 15 to the west, Via Rancho Parkway and commercial development on the south, and is buffered from Kit Carson Park to the north by a large earthen berm. The proposed building additions will add less than 10,000 SF of net floor area to the mall and will be designed to be consistent with the existing architecture. The new parking lot addition will eliminate three vacant commercial buildings on the site and improve the appearance of the

northern side of the shopping center. The exterior renovation program will enhance the appearance of the mall property by adding new entry elements to the building, painting the entire exterior of the building and resurfacing the entire parking lot.

4. The proposed development is well-integrated with the surrounding properties since the site will continue to function as a regional shopping center and the new architectural elements and additions are relatively minor considering the scale of the mall and would be consistent with existing commercial structures. Additional on-site landscaping would be provided in the new parking lot area on the north side of the property.
5. The overall design of the proposed planned development would produce an attractive commercial facility due to its location, the architectural features provided, and landscape design.
6. The development will not require excessive grading since the site has been previously developed and is relatively level.

**CONDITIONS OF APPROVAL
PHG 12-0005
EXHIBIT "B"**

Planning Division Conditions

1. The developer shall be required to pay all development fees of the City then in effect at the time and in such amounts as may prevail when building permits are issued, including any applicable City-Wide Facilities fees.
2. All construction and grading shall comply with all applicable requirements of the Escondido Zoning Code and requirements of the Planning Division, Engineering Division, Building Division, and Fire Department.
3. If blasting is required, verification of a San Diego County Explosives Permit and a copy of the blaster's public liability insurance policy shall be filed with the Fire Chief and City Engineer prior to any blasting within the City of Escondido.
4. The legal description attached to the application has been provided by the applicant and neither the City of Escondido nor any of its employees assume responsibility for the accuracy of said legal description.
5. All requirements of the Public Art Partnership Program, Ordinance No. 86-70, shall be satisfied prior to building permit issuance. The ordinance requires that a public art fee be added at the time of the building permit issuance for the purpose of participating in the City Public Art Program.
6. All new exterior lighting shall conform to the requirements of Article 35 (Outdoor Lighting) of the Escondido Zoning Code. All outdoor lighting shall be provided with appropriate shields to prevent light from adversely affecting adjacent properties.
7. Parking shall be provided at a ratio of 4.0 parking spaces per 1,000 SF of gross leasable area. The proposed project would result in 1,279,485 SF of gross leasable area and a minimum requirement of 5,118 parking spaces. Said parking spaces shall be double-striped and dimensioned per City standards. The striping shall be drawn on the plan or a note shall be included on the plan indicating the intent to double-stripe per City standards.
8. The applicant shall be required to implement an off-site parking program for employees during peak shopping days and hours between Thanksgiving and the end of December. The number of off-site spaces secured by the applicant shall correspond to the need established by the Shared Parking Analysis submitted as part of this project.
9. Parking for disabled persons shall be provided (including "Van Accessible" spaces) in full compliance with Section 1129B (Accessible Parking Required) of the California Building Code,

including signage. All parking stalls shall be provided with six-inch curbing or concrete wheel stops in areas where a vehicle could reduce minimum required planter, driveway or sidewalk widths.

10. An inspection by the Planning Division will be required prior to operation of the project. Items subject to inspection include, but are not limited to parking layout and striping (double-stripe), identification of handicap parking stalls and required tow-away signs, lighting, landscaping, as well as any outstanding condition(s) of approval. Everything should be installed prior to calling for an inspection, although preliminary inspections may be requested. Contact the project planner at (760) 839-4671 to arrange a final inspection.
11. Trash enclosures must be designed and built per City standards, and permanently maintained. All trash enclosures (including existing trash enclosures) shall meet current engineering requirements for storm water quality, which includes the installation of a decorative roof structure. Solid metal doors shall be incorporated into the trash enclosure. A decorative exterior finish shall be used. All trash enclosures must be screened by landscaping as specified in the Landscape Ordinance. All trash enclosures shall be of sufficient size to allow for the appropriate number of trash and recyclable receptacles as determined by the Planning Division and Escondido Disposal, Inc.
12. Colors, materials and design of the project shall be in substantial conformance with the plans/exhibits approved by the City Council on May 9, 2012, and the exhibits and details in the staff report to the satisfaction of the Planning Division.
13. No signage is approved as part of this permit. A separate sign permit shall be required prior to the installation of any signs. All proposed signage associated with the shopping center must comply with the Master Sign Program approved as part of this project.
14. Signs designated for advertising will be used to advertise a business or service located on the site, a product or any goods produced or available for purchase on the site, or an event that will occur on the site. To the extent property owner wishes to have exterior advertising different from, or beyond the criteria set forth above, approval may be obtained on a case by case basis from the Director of Community Development following an application in writing. The Director shall promptly act on any such requests, but such approval or disapproval shall not exceed 10 business days after a request is submitted (or such request is otherwise deemed approved), and property owner may appeal the decision as provided by the Escondido Zoning Code. Off-premise advertising is prohibited. Developer acknowledges that City reserves the right to reject any exterior signs that do not meet the criteria set forth herein that it considers to be inconsistent with the operation of a first class regional mall and the image of the shopping center and its retailers, and shall not include matters any violent, sexually explicit or obscene matters, or any matters which promote or encourage activity which is in violation of law.
15. Individual sign panels located below the Westfield logo on the freeway pylon shall be limited to on-site tenant names only.
16. All new utilities shall be underground.

17. All rooftop equipment must be fully screened from all public view utilizing materials and colors which match the building.
18. The City of Escondido hereby notifies the applicant that the County Clerk's office requires a documentary handling fee of \$50.00 in order to file a Notice of Exemption for the project (environmental determination for the project). In order to file the Notice of Exemption with the County Clerk, in conformance with the California Environmental Quality Act (CEQA) Section 15062, the applicant should remit to the City of Escondido Planning Division, within two working days of the final approval of the project (the final approval being the hearing date of the Planning Commission or City Council, if applicable), a certified check payable to the "County Clerk" in the amount of \$50.00. The filing of a Notice of Exemption and the posting with the County Clerk starts a 35 day statute of limitations period on legal challenges to the agency's decision that the project is exempt from CEQA. Failure to submit the required fee within the specific time noted above will result in the Notice of Exemption not being filed with the County Clerk, and a 180 day statute of limitations will apply.
19. All project generated noise shall comply with the City's Noise Ordinance (Ord. 90-08) to the satisfaction of the Planning Division.
20. All vegetation (including existing vegetation required as part of previous project approvals) shall be maintained in a flourishing manner, and kept free of all foreign matter, weeds and plant materials not approved as part of the landscape plan. All irrigation shall be maintained in fully operational condition.
21. Five copies of a detailed landscape and irrigation plan(s) shall be submitted prior to issuance of grading permit for the new parking lot in the former "duck pond" area. A plan check fee based on the current fee schedule will be collected at the time of the submittal. The required landscape and irrigation plans(s) shall comply with the provisions, requirements and standards outlined in Article 62 (Landscape Standards) of the Escondido Zoning Code. The plans shall be prepared by, or under the supervision of a licensed landscape architect
22. Street trees shall be maintained along each of the site's street frontages, in conformance with the Landscape Ordinance and the City of Escondido Street Tree List. New trees within five feet of the pavement shall be provided with root barriers.
23. Permitted businesses, land uses and tenants on the mall site shall be regulated by the Master Plan List of Permitted Uses approved as part of this project.
24. Temporary parking lot events/uses shall be regulated by the Master Plan List of Permitted Temporary Uses approved as part of this project and shall be subject to the guidelines for Temporary Use Permits described therein. No temporary parking lot events (except Christmas tree sales) shall be permitted between Thanksgiving and Christmas.
25. The maximum size of the freestanding restaurant pad building approved as part of this project shall be limited to 7,000 SF. Architectural and grading plans for the restaurant building shall be

consistent with this Master Plan approval and shall be subject to an administrative review process (Plot Plan) by the Director of Community Development prior to issuance of grading or building permits.

26. The new 207-space parking lot in the vicinity of the Onami building and former "duck pond" area shall be completed prior to issuance of a Certificate of Occupancy for the mall exterior renovation program (Building Permit B12-0245).
27. All conditions of previous Master and Precise Development Plans approved on the site shall remain in full force and effect unless expressly modified herein.

Engineering Division Conditions

STREET IMPROVEMENTS AND TRAFFIC

1. All improvements shall be constructed in a manner that does not damage existing public improvements. Any damage shall be determined by and corrected to the satisfaction of the Director of Engineering Services.
2. The developer's engineer shall prepare a complete signing and striping plan for the proposed parking lot improvements. Developer's contractor shall complete any necessary removal of existing striping and shall install all new signing and striping.
3. The developer will be required to provide a detailed detour and traffic control plan, for all construction within existing rights-of-way, to the satisfaction of the Traffic Engineer and the Field Engineer. This plan shall be approved prior the issuance of an Encroachment Permit for construction within the public right-of-way.

GRADING

1. A site grading and erosion control plan prepared by a Registered Civil Engineer shall be approved by the Engineering Department prior to issuance of building permits. The site grading and erosion control plan will not be forwarded from the Building Department, but shall be submitted separately to the Engineering Department.
2. The proposed parking lot shall be paved with a minimum of 4" AC over 6" of AB or 6" PCC over 6" AB or an alternative approved by the Director of Engineering Services. All paved areas exceeding 15% slope or less than 1.0% shall be paved with PCC. Parking areas with slopes between 0.5% and 3% may be paved with decomposed granite with the review and approval of the City Engineer.
3. Erosion control, including riprap, interim sloping planting, gravel bags, or other erosion control measures shall be provided to control sediment and silt from the project. The developer shall be responsible for maintaining all erosion control facilities throughout the development of the project.

4. All proposed retaining walls shall be shown on and permitted as part of the site grading plan. Profiles and structural details shall be shown on the site grading plan and the Soils Engineer shall state on the plans that the proposed retain wall design is in conformance with the recommendations and specifications as outlined in his report. Structural calculations shall be submitted for review by a Consulting Engineer for all walls not covered by Regional or City Standard Drawings. Retaining walls or deepened footings that are to be constructed as part of building structure will be permitted as part of the Building Dept. plan review and permit process.
5. The developer shall be responsible for the recycling of all excavated materials designated as Industrial Recyclables (soil, asphalt, sand, concrete, land clearing brush and rock) at a recycling center or other location(s) approved by the City Director of Engineering Services.
6. A General Construction Activity Storm Water Permit is required from the State Water Resources Board for all storm water discharges associated with a construction activity where clearing, grading and excavation results in a land disturbance of 1 or more acres.
7. After the approval of the site grading and erosion control plan, and prior to the start of construction of the grading and street improvements, the developer will be required to sign a Storm Water Management Plan form, and then obtain a Grading Permit and Encroachment Permit from the Engineering Field Office.

DRAINAGE

1. Final on-site and off-site storm drain improvements shall be determined to the satisfaction of the City Engineer and shall be based on a drainage study to be prepared by the Engineer of work. The drainage study shall be in conformance with the City of Escondido Design Standards.
2. The project shall limit drainage flows to their pre-construction rates. Details and calculations for the detention basin shall be submitted and approved as part of the grading plan check.
3. A Final Water Quality Technical Report together with Hydro-Modification Calculations in compliance with City's latest adopted Storm Water Management Requirements shall be prepared and submitted for approval by the City Engineer together with the grading plans. The Water Quality Technical Report shall include post construction storm water treatment and HMP measures and maintenance requirements.
4. All on-site storm drains, detention basins, and all other post-construction BMP facilities are private. The responsibility for maintenance of these storm drains shall be that of the property owner or property owner's association.
5. The developer will be required to have the current owner of the property sign, notarize, and record a Storm Water Control Facility Maintenance Agreement.

WATER SUPPLY

1. Fire hydrants and detector checks shall be installed at locations approved by the Fire Marshal. All water improvements shall be designed and constructed to the satisfaction of the Utilities Director.

2. No deep rooted plants or trees shall be planted within 15 feet of any existing or proposed public water lines.
3. A portion of the proposed stairway is being built on top of the existing 12 inch public water line. The project engineer shall propose relocation of the 12 inch water line or propose a special design for the stairways to avoid impact to the 12 inch water line, subject to review and approval by the Utilities Director.

SEWER

1. All sewer improvements shall be subject to design and construction to the satisfaction of the Utilities Director.
2. A portion of the proposed restaurant is being built on top of the existing public sewer main. The project engineer shall relocate the existing sewer line or propose a special design foundation subject to review and approval by the Utilities Director.
3. No deep rooted plants or trees shall be planted within 15 feet of any existing or proposed public sewer lines.

EASEMENTS AND DEDICATIONS

1. All easements, both private and public, affecting subject property shall be delineated and labeled on the grading plans.
2. The developer shall make arrangements to remove from title all existing easements which conflict with the proposed grading and parking improvements on the site.

CASH SECURITY AND FEES

1. A cash security shall be posted to pay any costs incurred by the City to clean-up eroded soils and debris, repair damage to public or private property and improvements, install new BMPs, and stabilize and/or close-up a non-responsive or abandoned project. Any moneys used by the City for cleanup or damage will be drawn from this security and the grading permit will be revoked by written notice to the developer until the required cash security is replaced. The cleanup cash security shall be released upon final acceptance of the grading and improvements for this project. The amount of the cash security shall be 10% of the total estimated cost of the grading, drainage, landscaping, and best management practices items of work with a minimum of \$5,000 up to a maximum of \$50,000, unless a higher amount is deemed necessary by the Director of Engineering Services.
2. The developer will be required to pay all development and plan check fees of the City then in effect at the time, and in such amounts as may prevail when building permits are issued.

Fire Department Conditions

1. All tenant improvement work shall require separate submittals for fire protection systems and fire alarms to the Fire Department.

2. All construction and demolition shall comply with Chapter 14 of the California Fire Code.
3. All fabric awnings must contain fire retardant materials certified by the State Fire Marshal.
4. All driveway modifications shall have a minimum inside turning radius of 28' with curbs marked as fire lanes to the satisfaction of the Fire Department.



CITY OF ESCONDIDO
PLANNING DIVISION
201 NORTH BROADWAY
ESCONDIDO, CA 92025-2798
(760) 839-4671

Notice of Exemption

To: San Diego County Recorder's Office
Attn: Vanessa Esquivel
P.O. Box 121750
San Diego, CA 92112-1750

From: City of Escondido
Planning Division
201 North Broadway
Escondido, CA 92025

Project Title/Case No.: Modification to the Master and Precise Plan for Westfield North County – PHG 12-0005

Project Applicant: Architects Orange

Project Location - Specific: The 83-acre site is located on the northern side of Via Rancho Parkway, east of Interstate 15, and addressed as 200 E. Via Rancho Parkway.

Project Location - City: Escondido

Project Location - County: San Diego

Description of Nature, Purpose and Beneficiaries of Project: A modification to the Master and Precise Development Plan for Westfield North County to implement an exterior revitalization program, add restaurant and retail floor area, demolish three freestanding buildings in the former "duck pond" area and convert to additional parking, and modify the list of permitted uses, parking ratio and the sign program.

Name of Public Agency Approving Project: City of Escondido

Name of Person or Agency Carrying Out Project:

Name: Rob Budetti, Architects Orange

Telephone: (714) 639-9860

Address: 144 North Orange Street, Orange, CA 92866

☒ Private entity ☐ School district ☐ Local public agency ☐ State agency ☐ Other special district

Exempt Status:

Categorical Exemption. CEQA Section 15301, "Existing Facilities".

Reasons why project is exempt:

1. The proposed modifications are consistent with the Planned Commercial General Plan designation and will result in a net increase of less than 10,000 square feet of new floor area.
2. The proposal would refine existing land use regulations within an established commercial development. All services and access to the property are available or can be provided to local standards. The proposed development will not cause the removal of any sensitive habitat or affect any cultural or historic resources.
3. The project will not create any significant increase in vehicle trips, nor impact vehicular circulation on or around the site. Adequate parking will be provided on the site to accommodate all uses and a parking management program has been developed to ensure adequate parking during peak holiday times.
4. In staff's opinion the proposed development would not have the potential to cause an adverse impact on the environment. Therefore, the proposal is not subject to further CEQA review.

Lead Agency Contact Person: Bill Martin, Planning Division Area Code/Telephone/Extension (760) 839-4557

Signature: _____

Bill Martin, Principal Planner

APRIL 30, 2012
Date

☒ Signed by Lead Agency

Date received for filing at OPR:

☐ Signed by Applicant

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

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)
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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
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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
Valet	Car parking service	P

Transportation

Transit passenger terminal	Outdoor or indoor facilities for passenger loading/unloading for mass transit systems.	P
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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 25,000 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

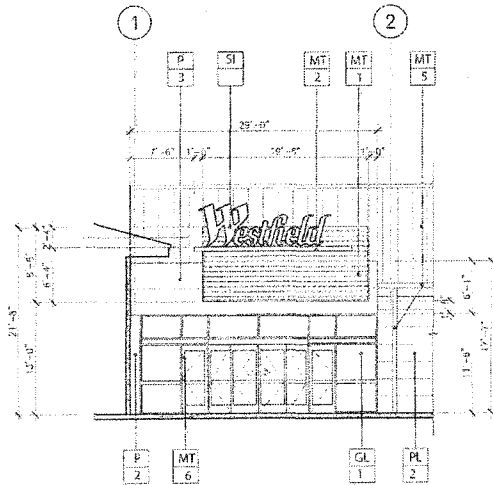
The following temporary parking lot events and uses may be allowed with approval of a Temporary Use Permit by the Director of Community Development or designee, subject to specific conditions provided in each permit.

- 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

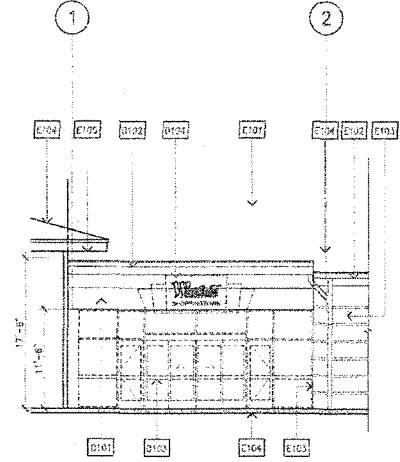
Guidelines for Temporary Use Permits

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

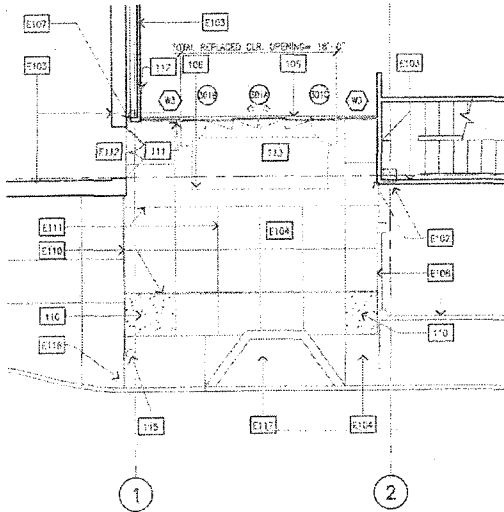
1. The applicant shall be responsible to submit a completed application no less than 21 days prior to the start of the event.
2. The application shall include the following information:
 - a. Event duration from initial opening to closing
 - b. Event location
 - c. Number and size of event signage/banners
 - 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.



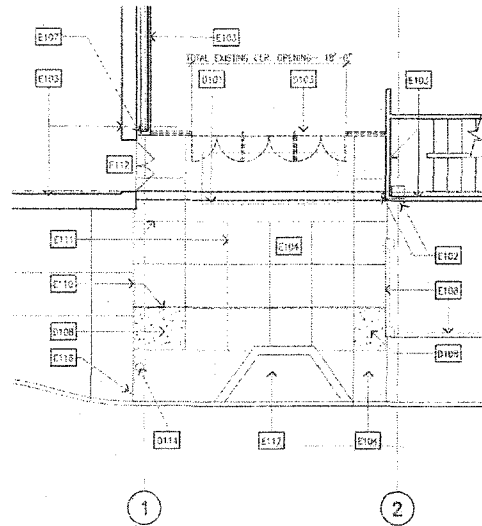
ENTRANCE 3 NEW ELEVATION



ENTRANCE 3 DEMOLITION ELEVATION



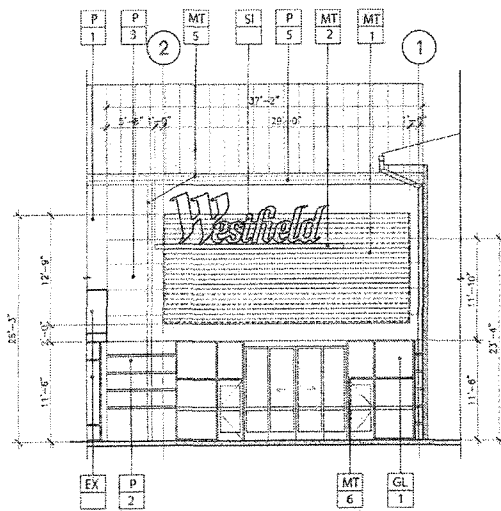
ENTRANCE 3 NEW FLOOR PLAN



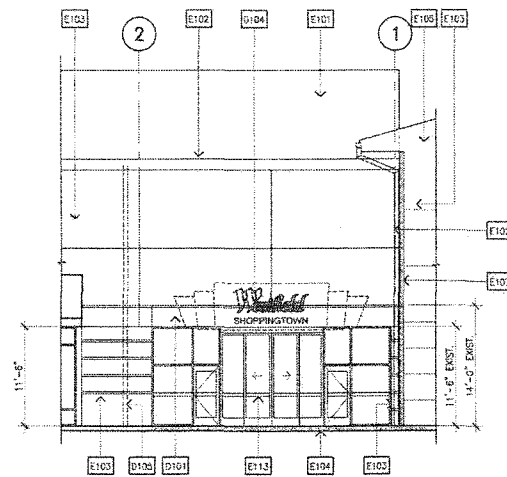
ENTRANCE 3 DEMOLITION PLAN

**PROPOSED PROJECT
PHG 12-0005**

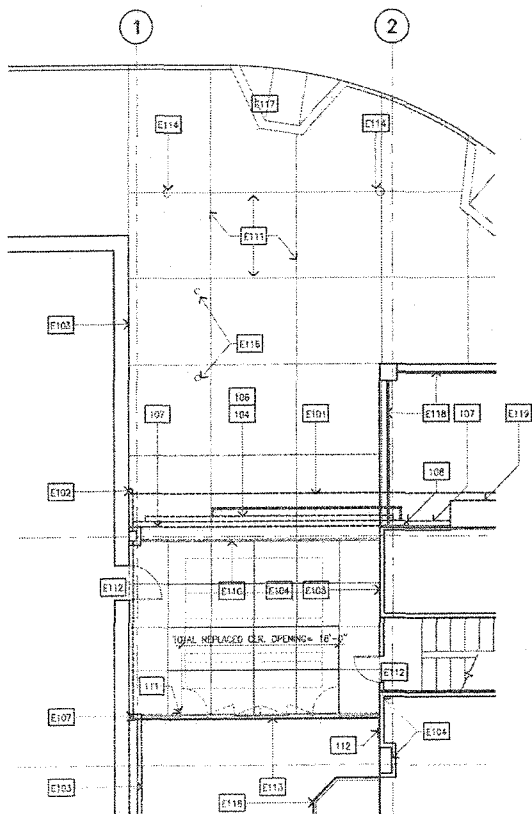
DETAILS



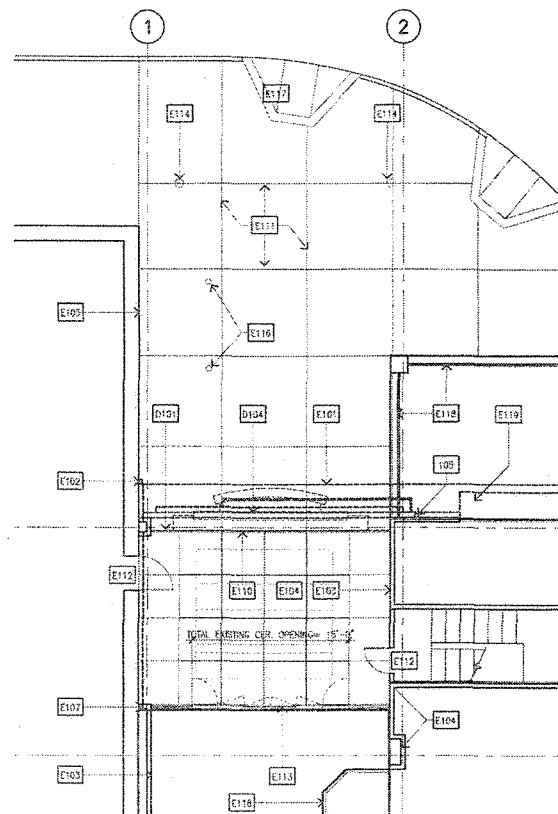
ENTRANCE 4 NEW ELEVATION



ENTRANCE 4 DEMOLITION ELEVATION



ENTRANCE 4 NEW FLOOR PLAN

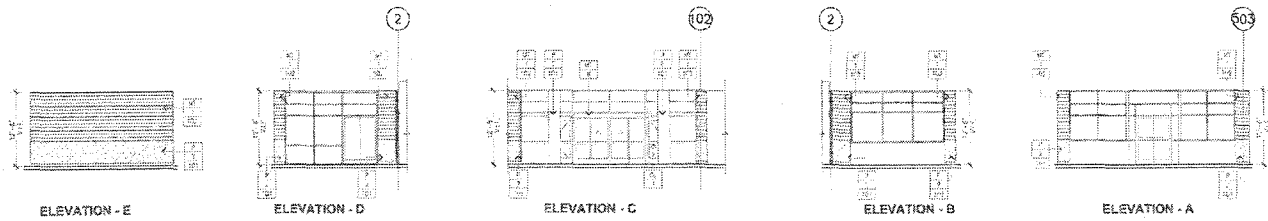


ENTRANCE 4 DEMOLITION PLAN

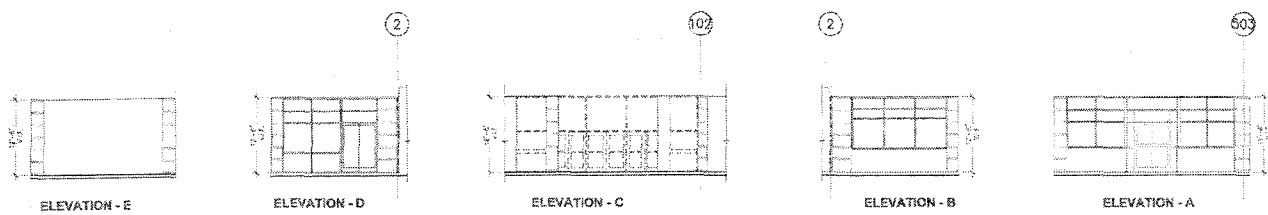


**PROPOSED PROJECT
PHG 12-0005**

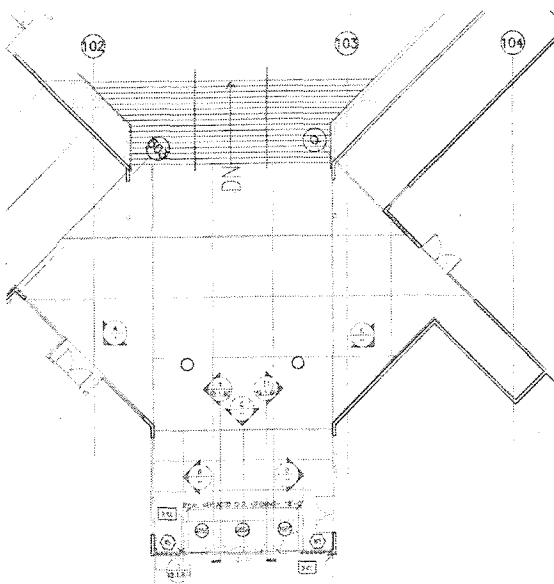
DETAILS



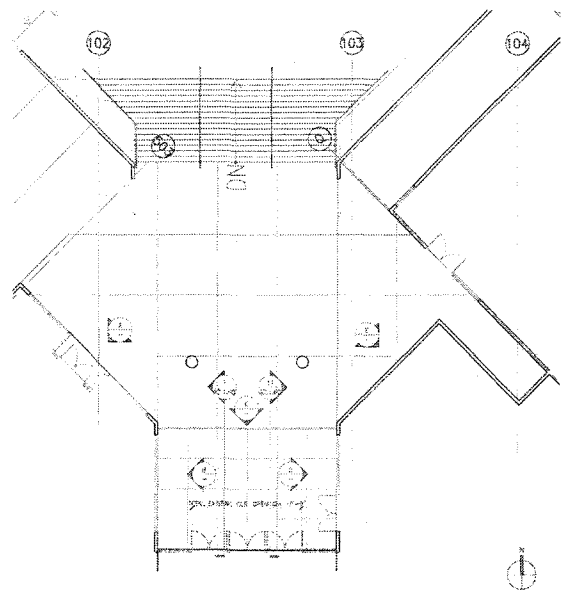
LEVEL 2 - ENTRANCE 5 NEW ELEVATIONS



LEVEL 2 - ENTRANCE 5 DEMOLITION ELEVATIONS



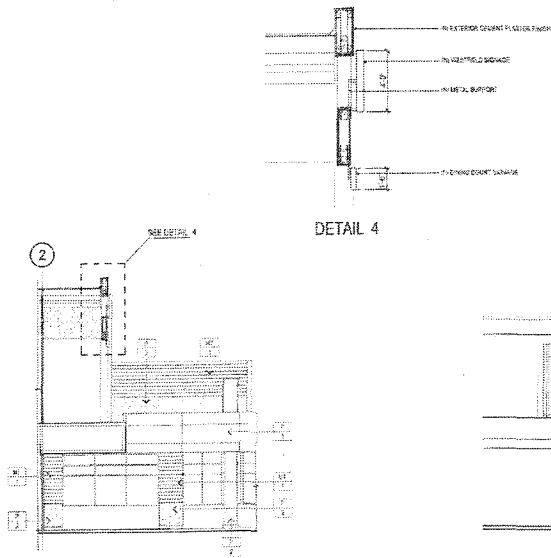
LEVEL 2 - ENTRANCE 5 NEW FLOOR PLAN



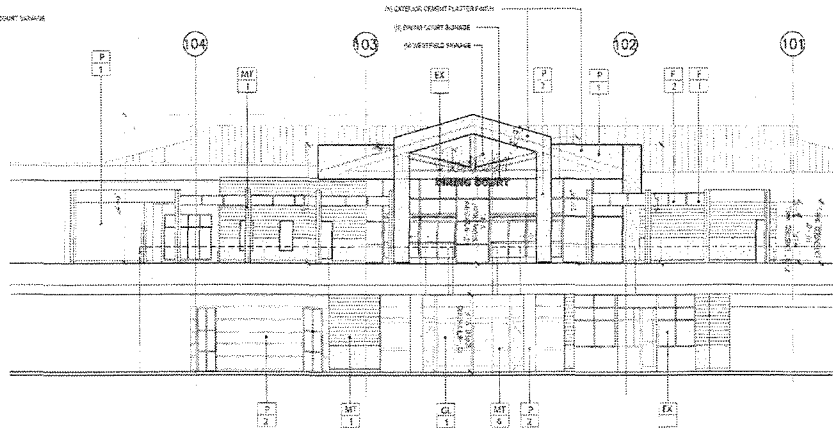
LEVEL 2 - ENTRANCE 5 DEMOLITION PLAN

PROPOSED PROJECT
PHG 12-0005

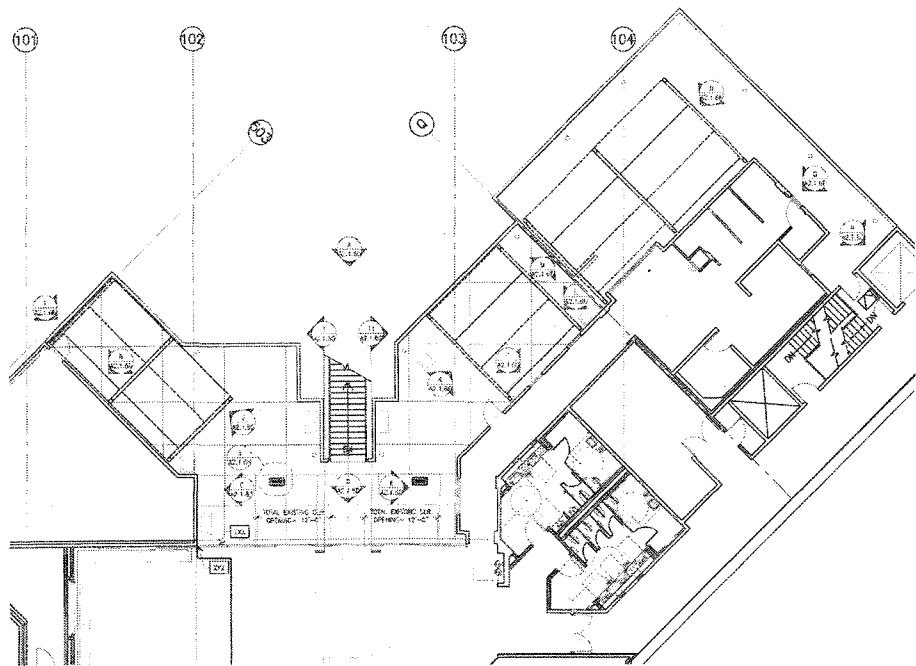
DETAILS



DETAIL 4

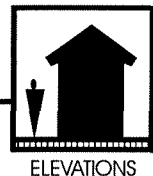


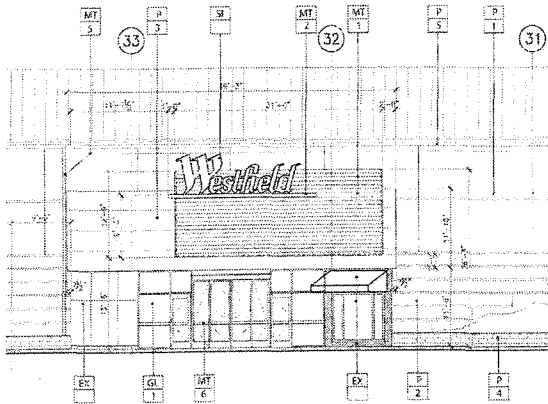
ENTRANCE 5 AND 6 NEW ELEVATION AND SECTION



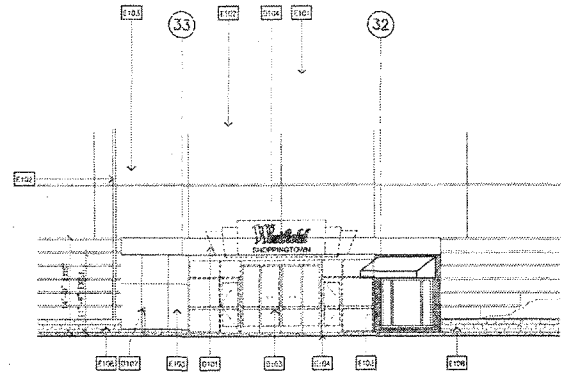
LEVEL 3 - ENTRANCE 6 NEW FLOOR PLAN

PROPOSED PROJECT
PHG 12-0005

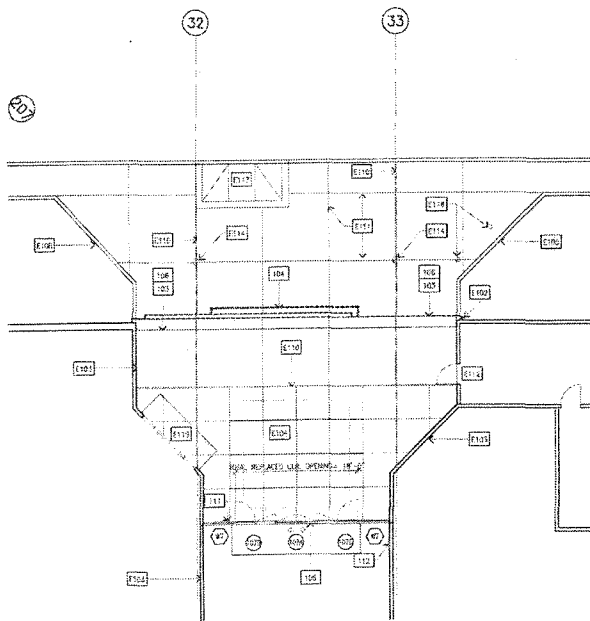




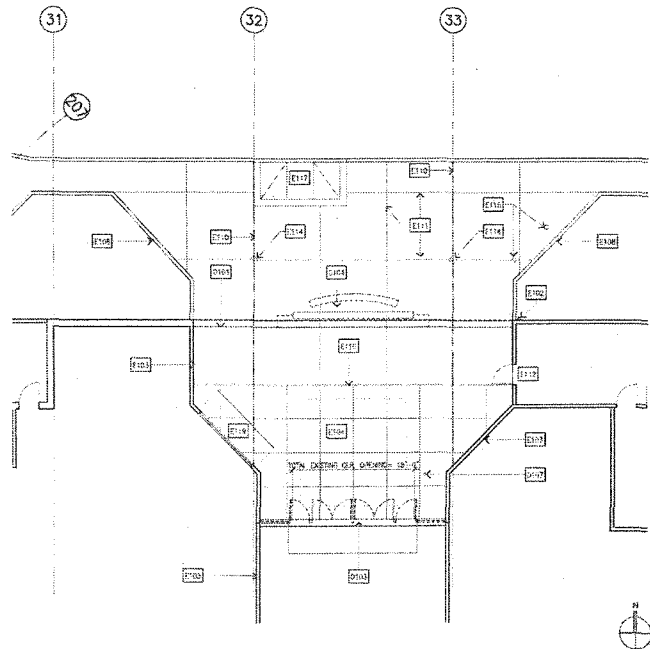
ENTRANCE 7 NEW ELEVATION



ENTRANCE 7 DEMOLITION ELEVATION



ENTRANCE 7 NEW FLOOR PLAN



ENTRANCE 7 DEMOLITION PLAN

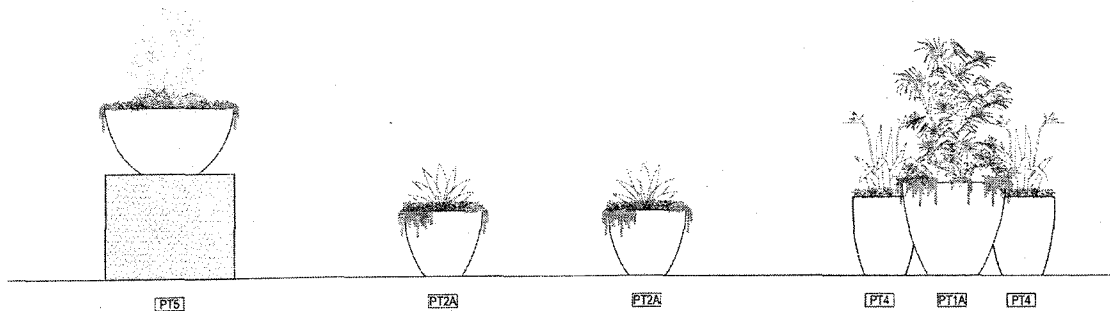
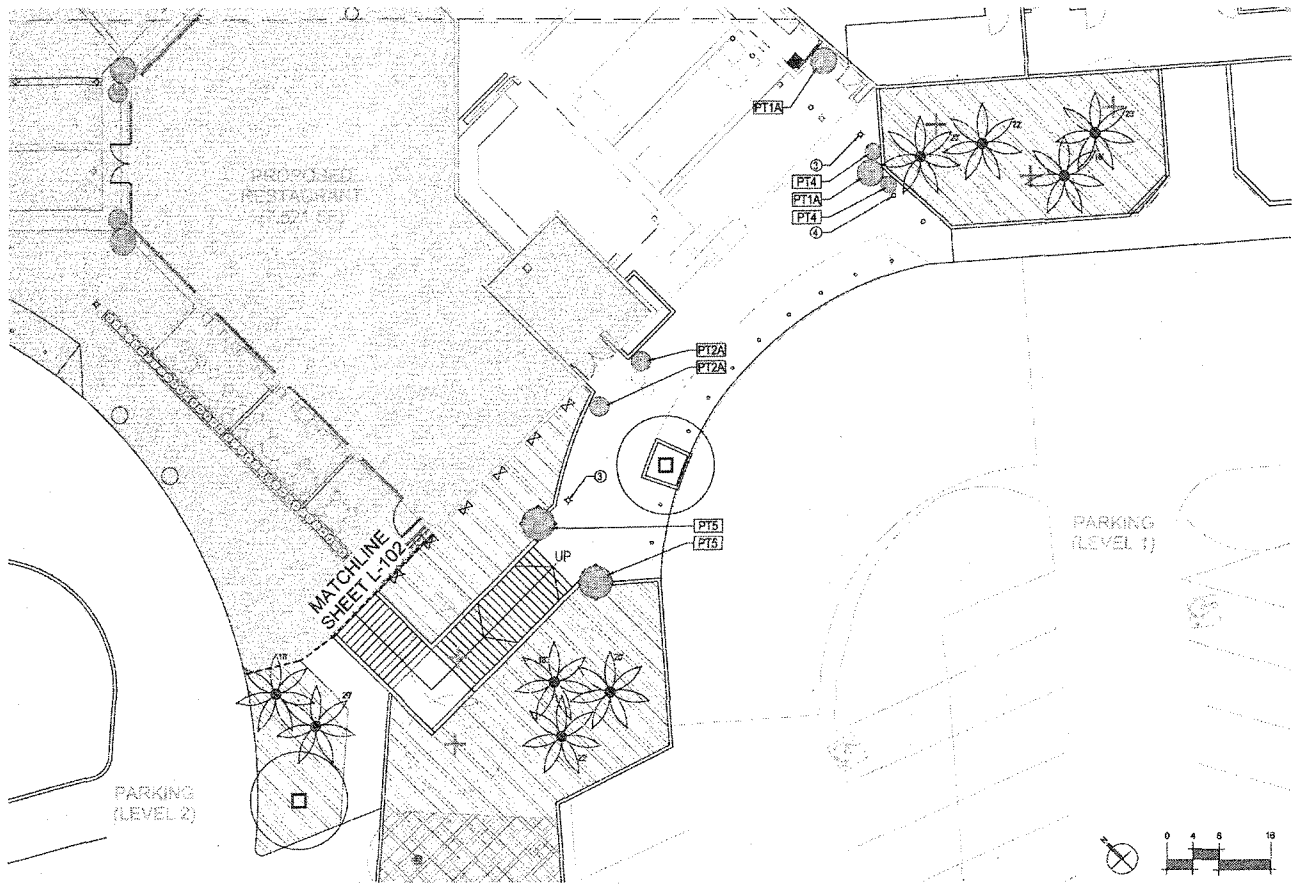
PROPOSED PROJECT
PHG 12-0005

DETAILS



PROPOSED PROJECT PHG 12-0005

DETAILS



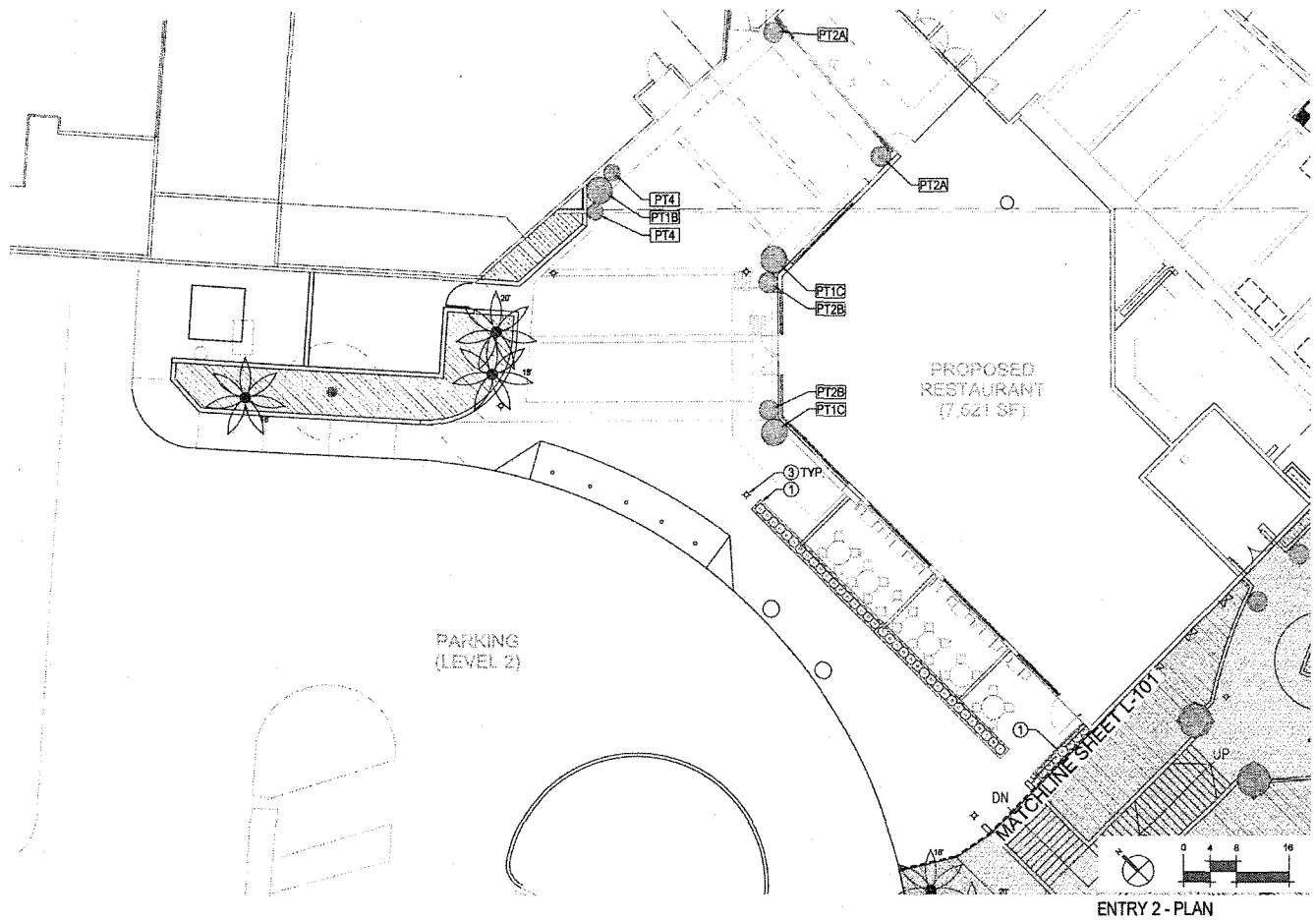
NOTE:
REFER TO ENTRY 1 PLAN DETAIL FOR POT LOCATION.

ENTRY 1 - PLANTER GROUP PROFILES

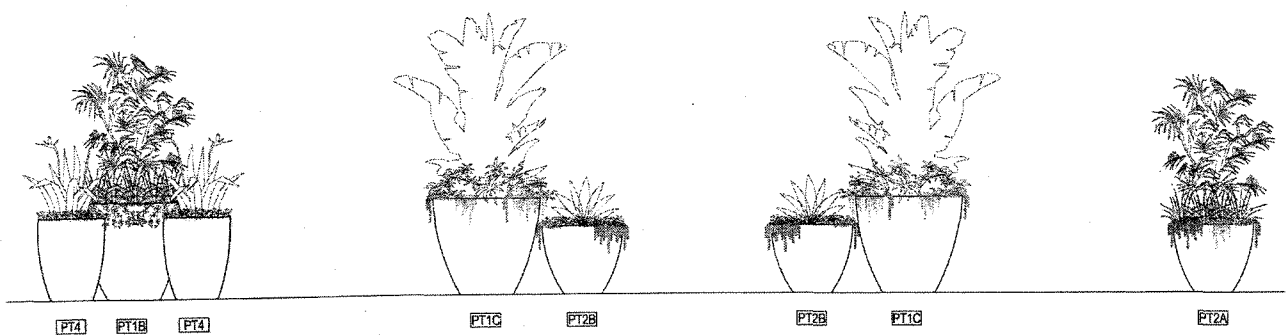
PROPOSED PROJECT
PHG 12-0005



SITE PLAN



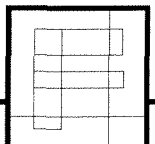
ENTRY 2 - PLAN



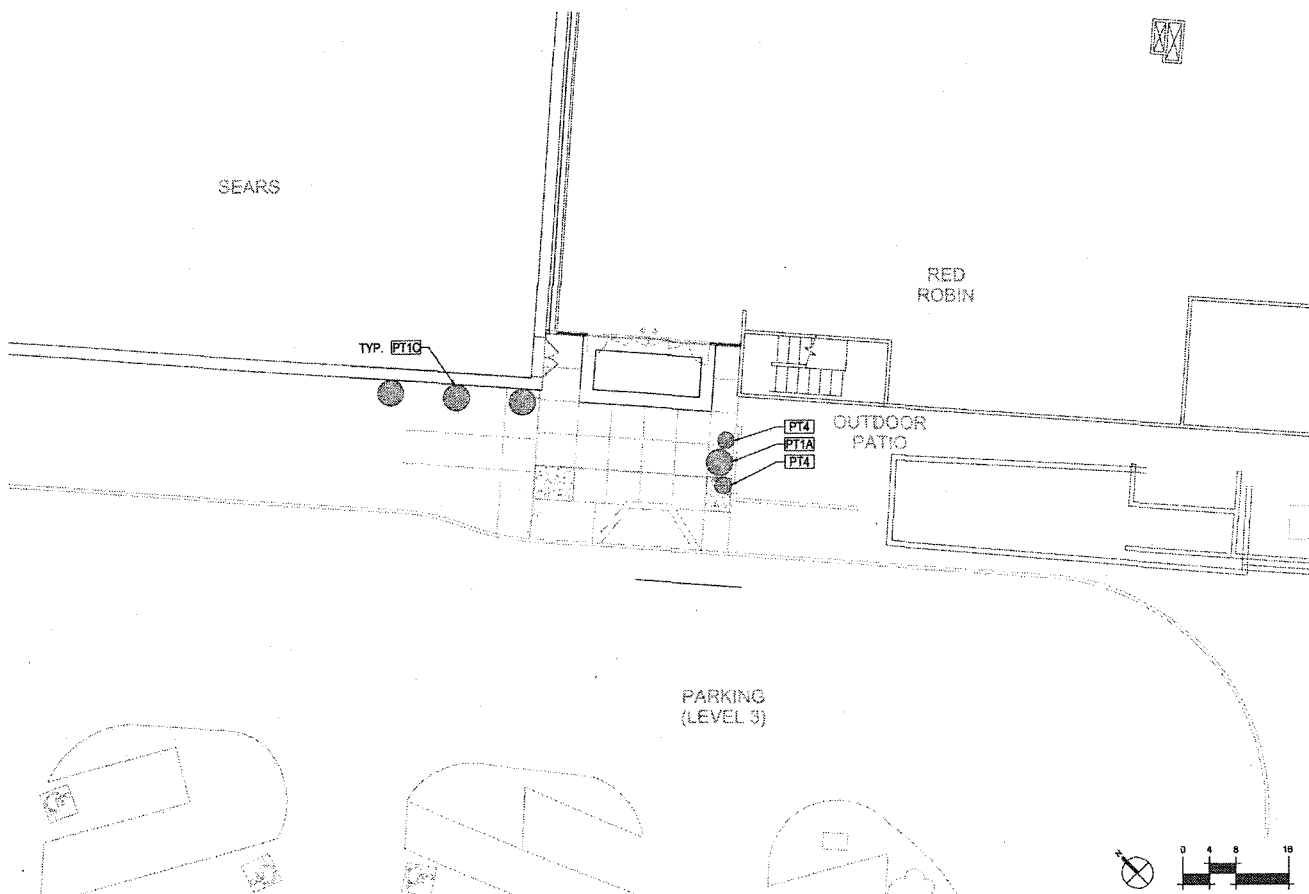
NOTE:
REFER TO ENTRY 2 PLAN DETAIL FOR POT LOCATION.

ENTRY 2 - PLANTER GROUP PROFILES

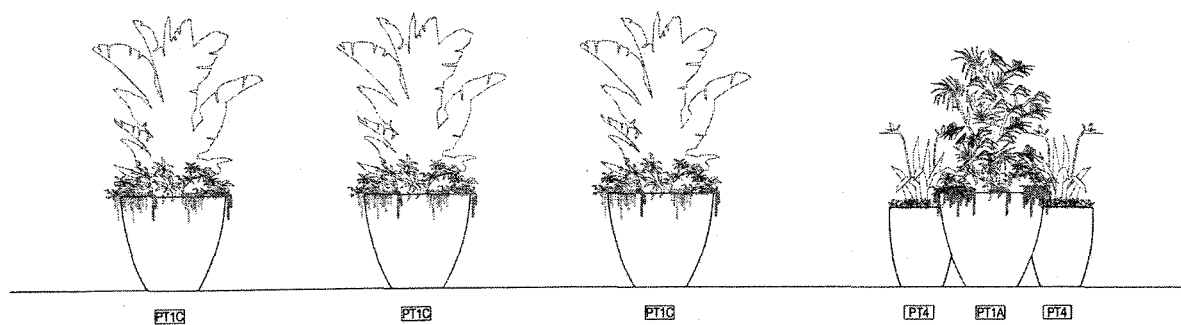
**PROPOSED PROJECT
PHG 12-0005**



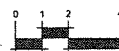
FLOOR PLAN



ENTRY 3 - PLAN

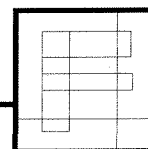


NOTE:
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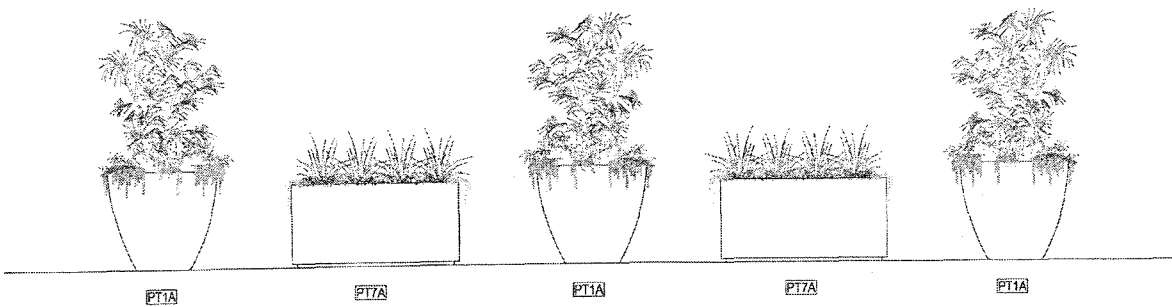
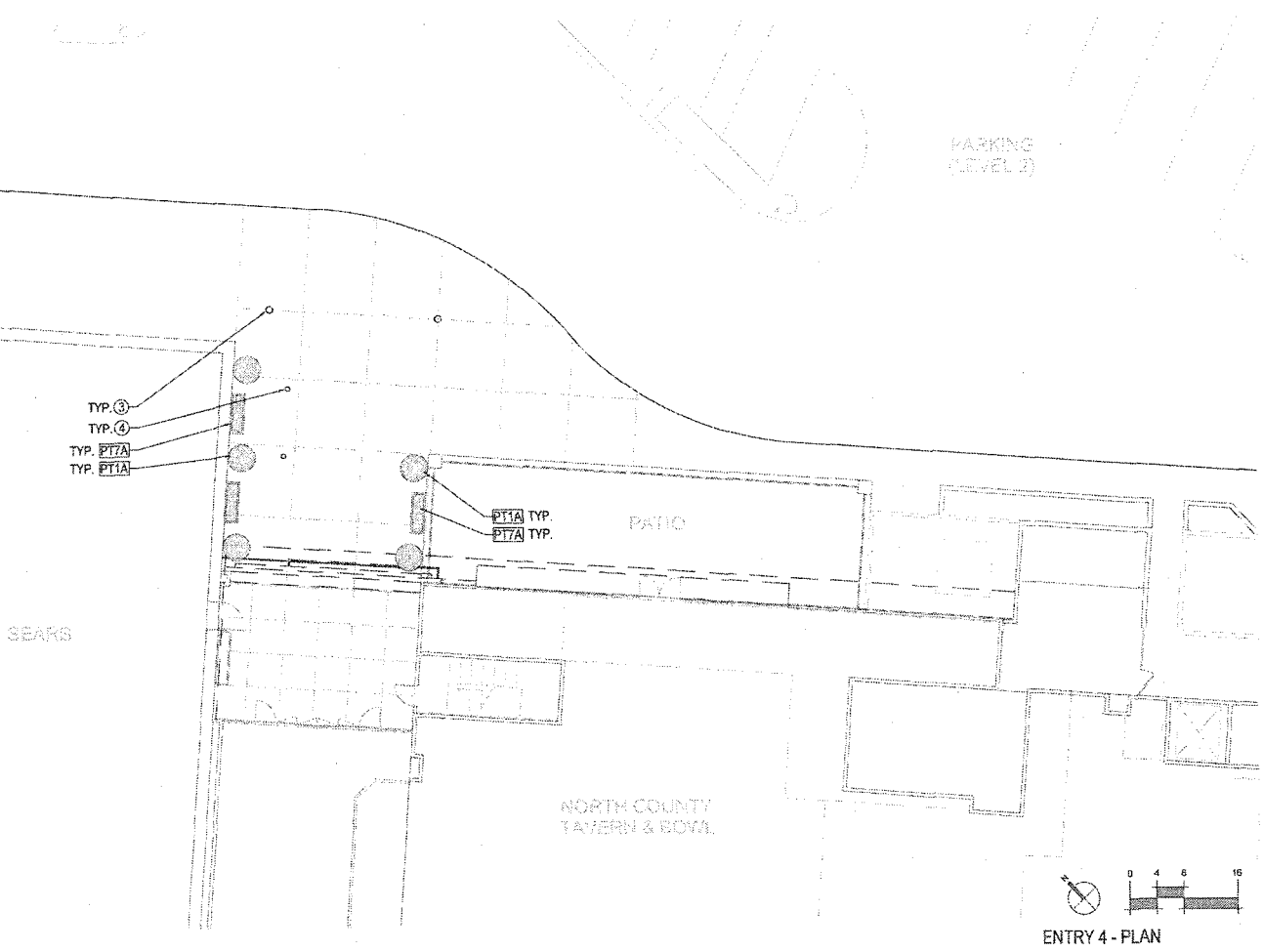


ENTRY 3 - PLANTER GROUP PROFILES

**PROPOSED PROJECT
PHG 12-0005**



FLOOR PLAN

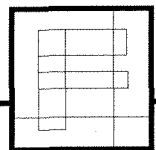


NOTE:
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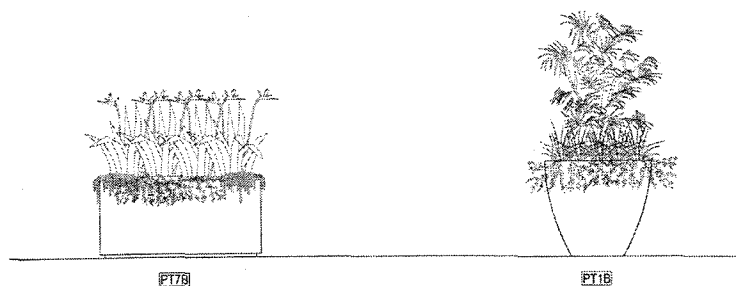
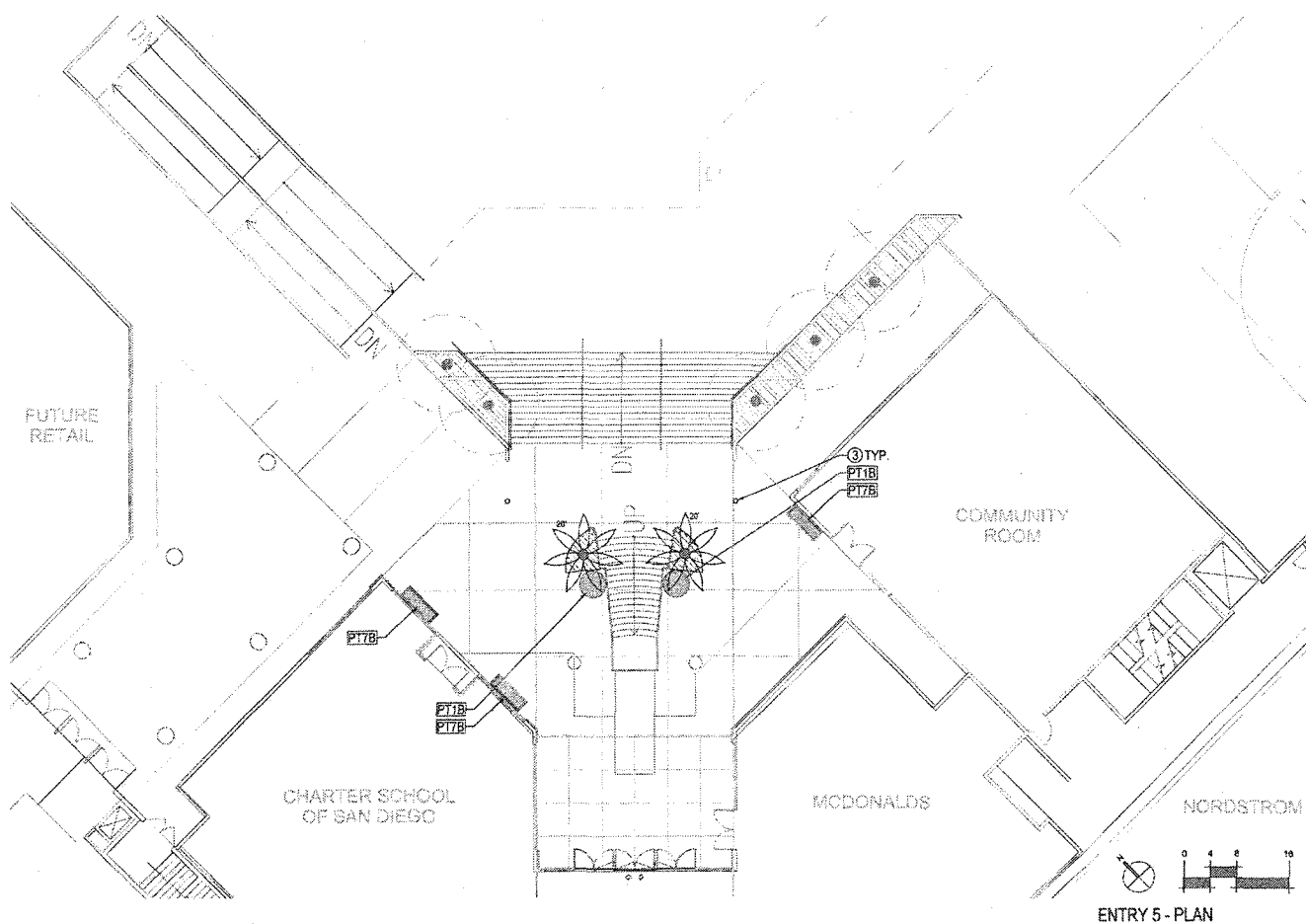
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ENTRY 4 - PLANTER GROUP PROFILES

PROPOSED PROJECT **PHG 12-0005**



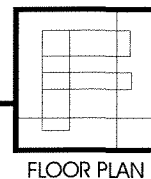
FLOOR PLAN

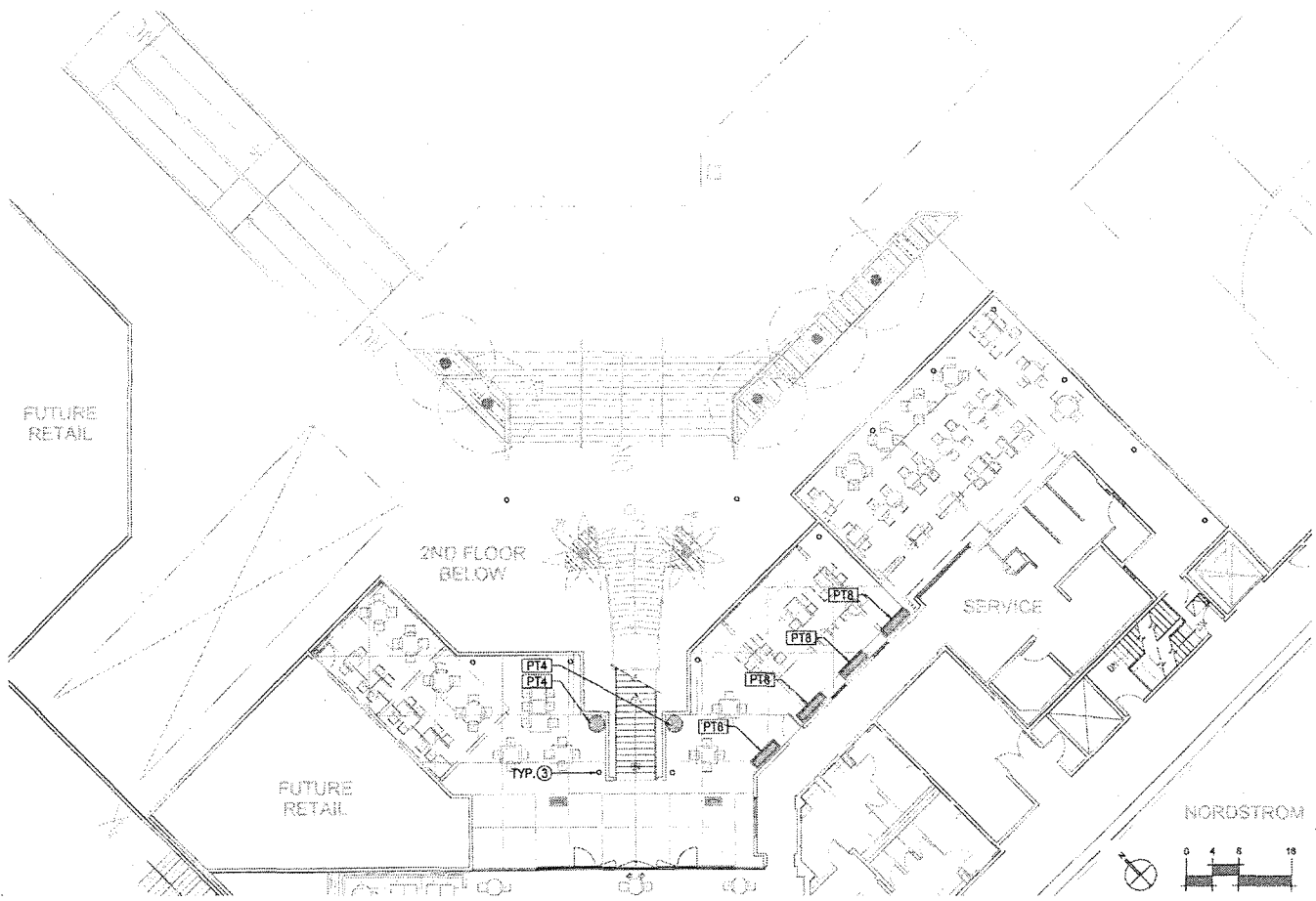


NOTE:
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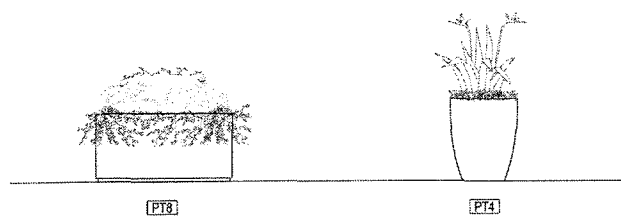
ENTRY 5 - PLANTER GROUP PROFILES

**PROPOSED PROJECT
PHG 12-0005**

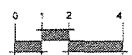




NORDSTROM
ENTRY 6 - PLAN

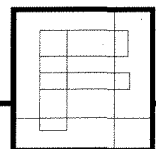


NOTE:
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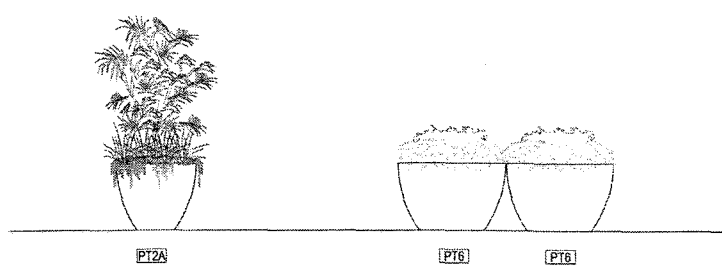
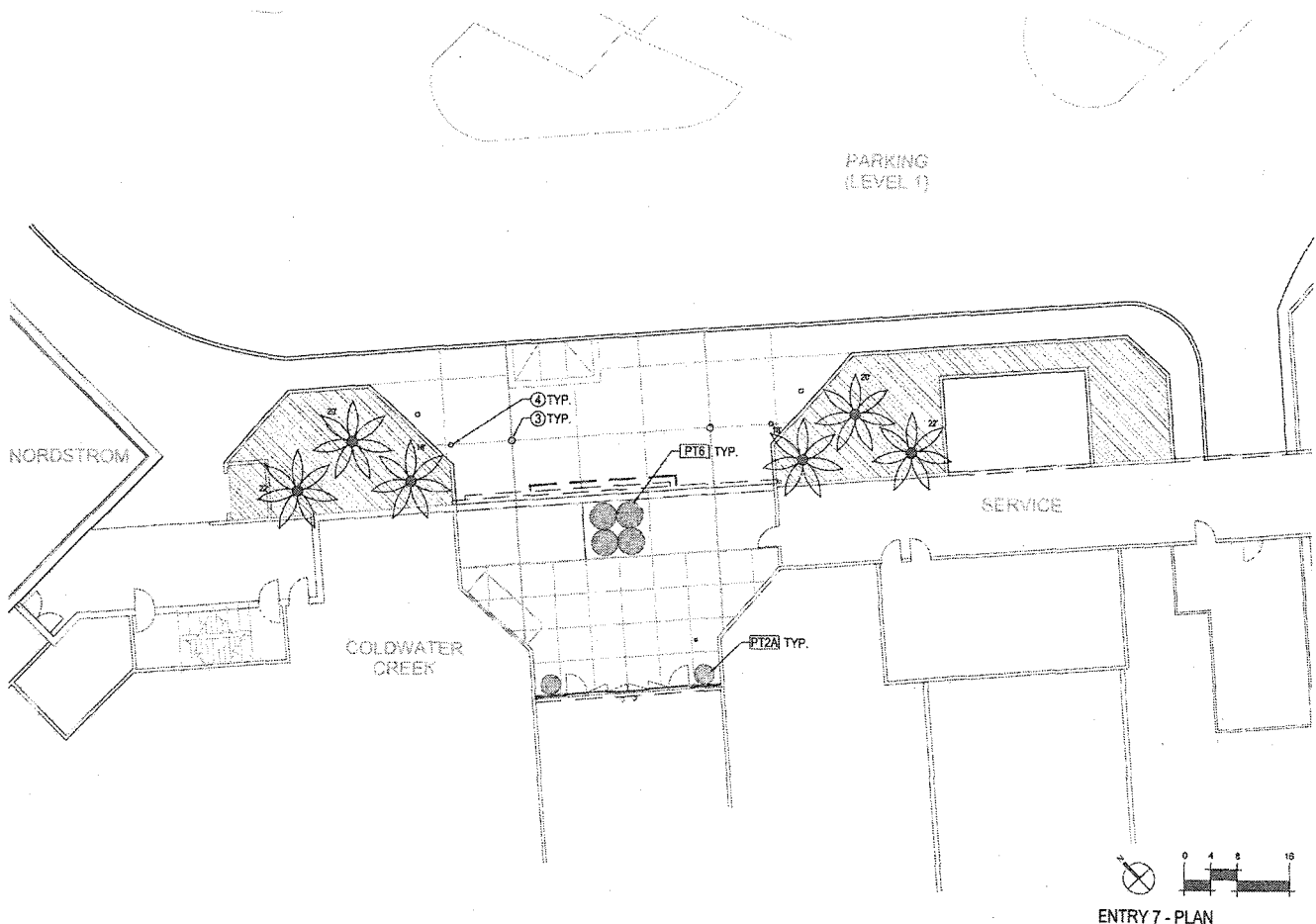


ENTRY 6 - PLANTER GROUP PROFILES

**PROPOSED PROJECT
PHG 12-0005**



FLOOR PLAN

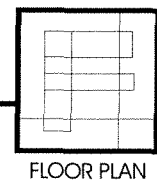


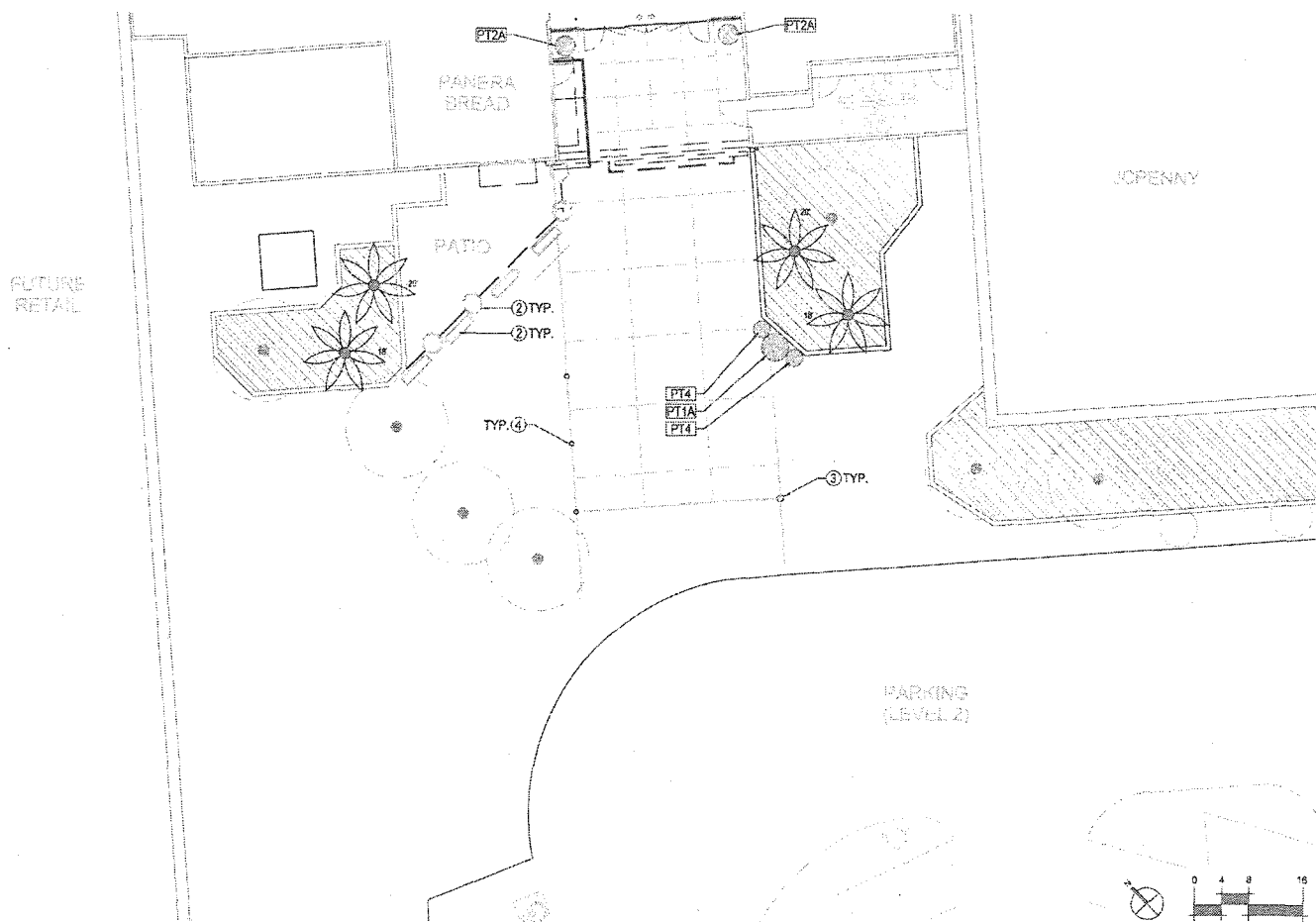
NOTE:
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0 1 2 4

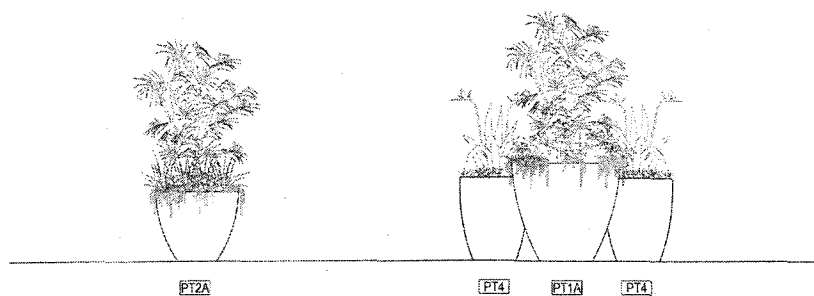
ENTRY 7 - PLANTER GROUP PROFILES

PROPOSED PROJECT PHG 12-0005

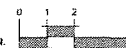




ENTRY 8 - PLAN

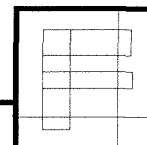


NOTE:
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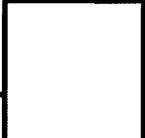
ENTRY 8 - PLANTER GROUP PROFILES

**PROPOSED PROJECT
PHG 12-0005**



FLOOR PLAN

PROPOSED PROJECT
PHG 12-0005



DETAILS

Westfield
10'-0"

PYLON

Westfield
8'-0"

ENTRIES: 1 & 2

Westfield
6'-0"

ENTRIES: 4 & 7

Westfield
5'-0"

ENTRIES: 3, 6 & 8

Westfield
2'-0"

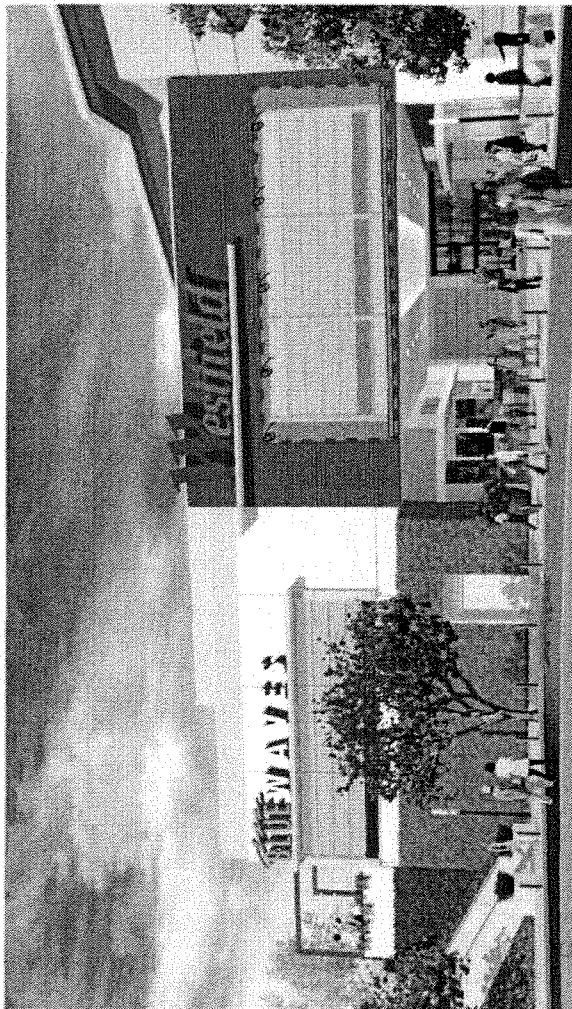
ENTRY: 5

Westfield
1'-0"

ENTRY: 6

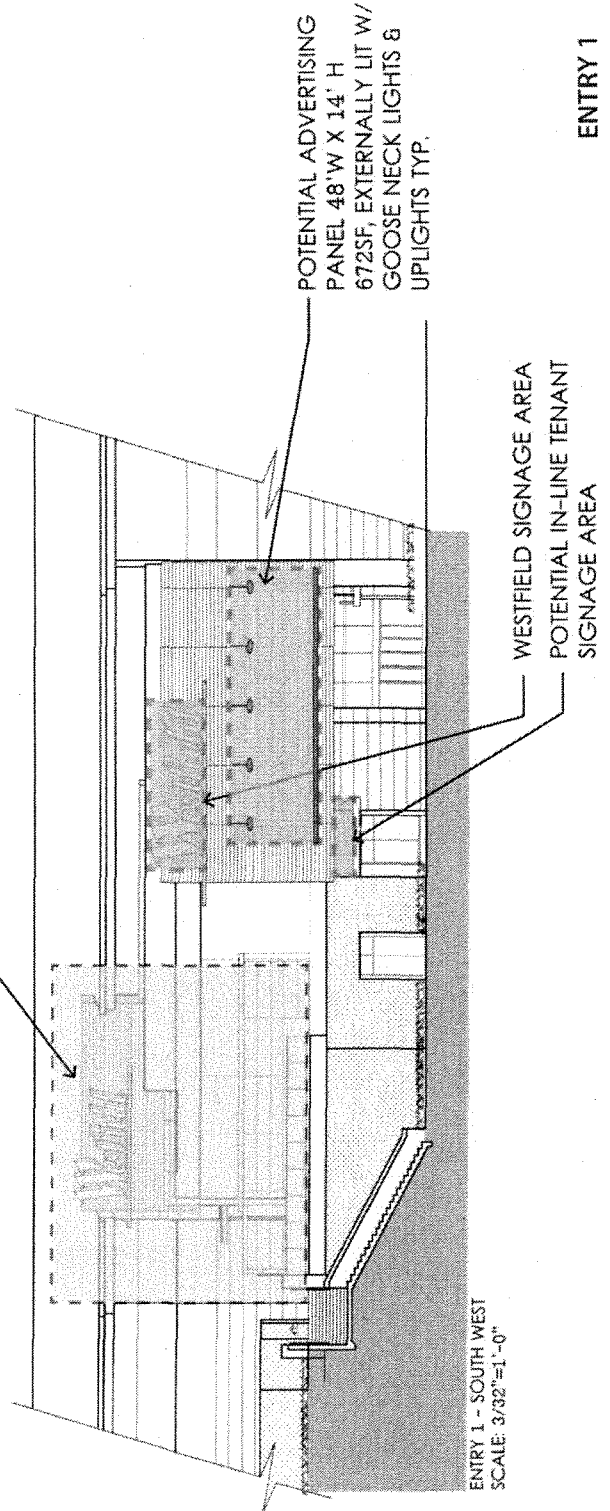
DINING COURT

MALL ENTRY SIGN DETAIL

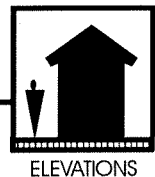


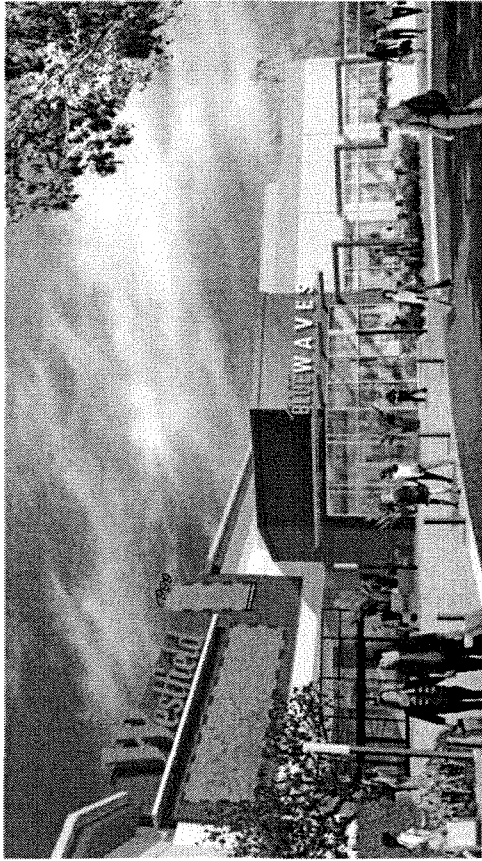
PROPOSED ENTRY

SEE SHEET 18 FOR
ENTRY 2 INFO

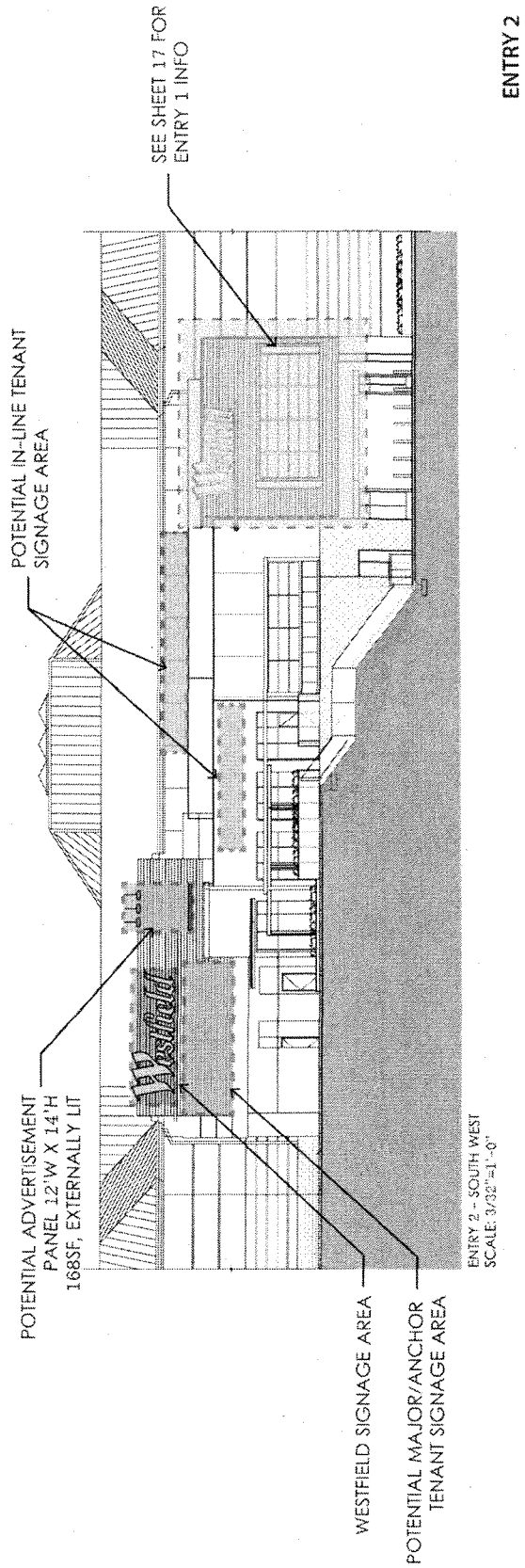


PROPOSED PROJECT
PHG 12-0005





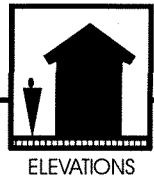
PROPOSED ENTRY



ENTRY 2 - SOUTH WEST
SCALE: 3/32" = 1'-0"

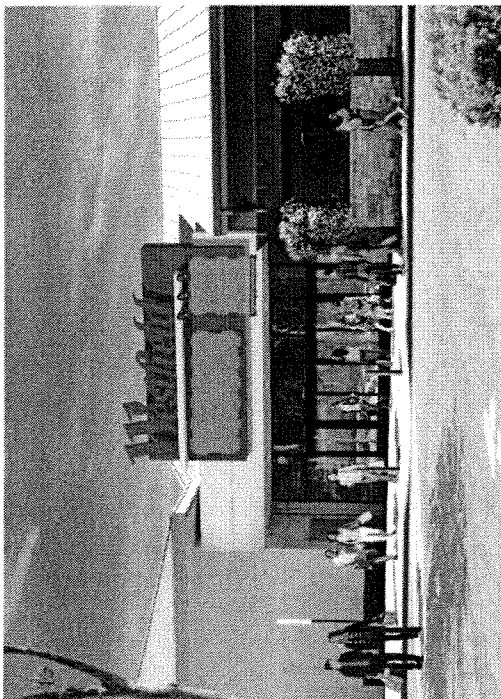
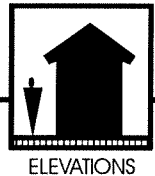
ENTRY 2

PROPOSED PROJECT PHG 12-0005

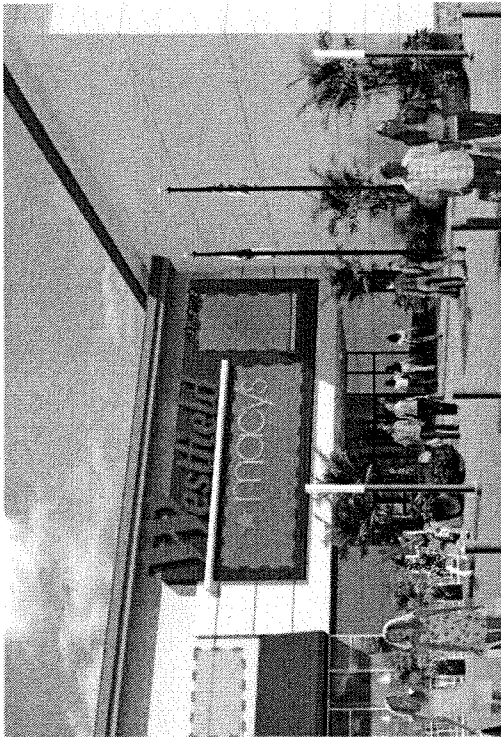


ELEVATIONS

PROPOSED PROJECT PHG 12-0005



PROPOSED ENTRY



PROPOSED ENTRY

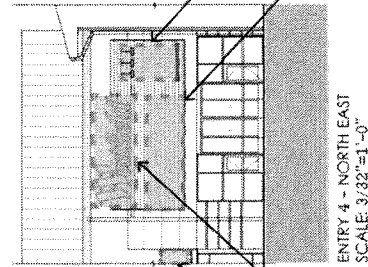
POTENTIAL ADVERTISEMENT
PANEL 6'W X 6'-6"H
39SF, EXTERNALLY LIT

POTENTIAL MAJOR
OR ANCHOR TENANT
SIGNAGE AREA

POTENTIAL IN-LINE TENANT
SIGNAGE AREA

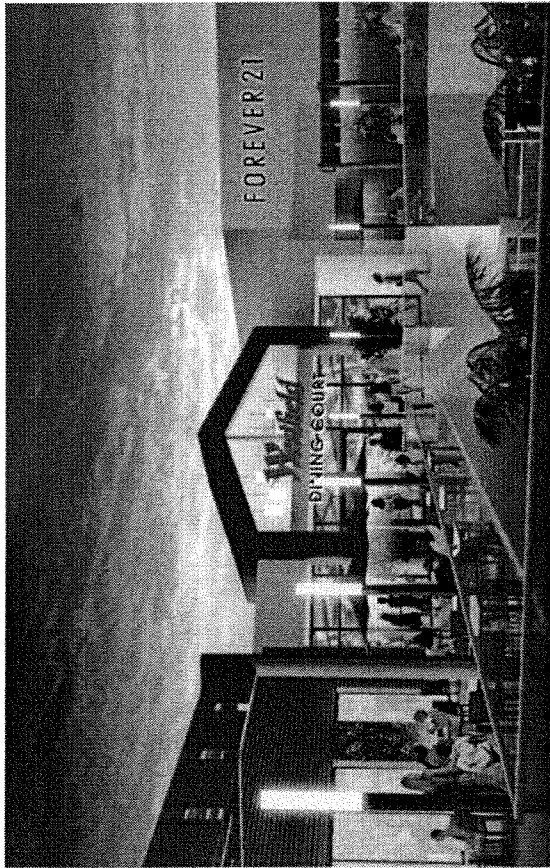
POTENTIAL ADVERTISEMENT
PANEL 8'W X 10'H
80SF, EXTERNALLY LIT

POTENTIAL MAJOR
OR ANCHOR SIGNAGE
AREA

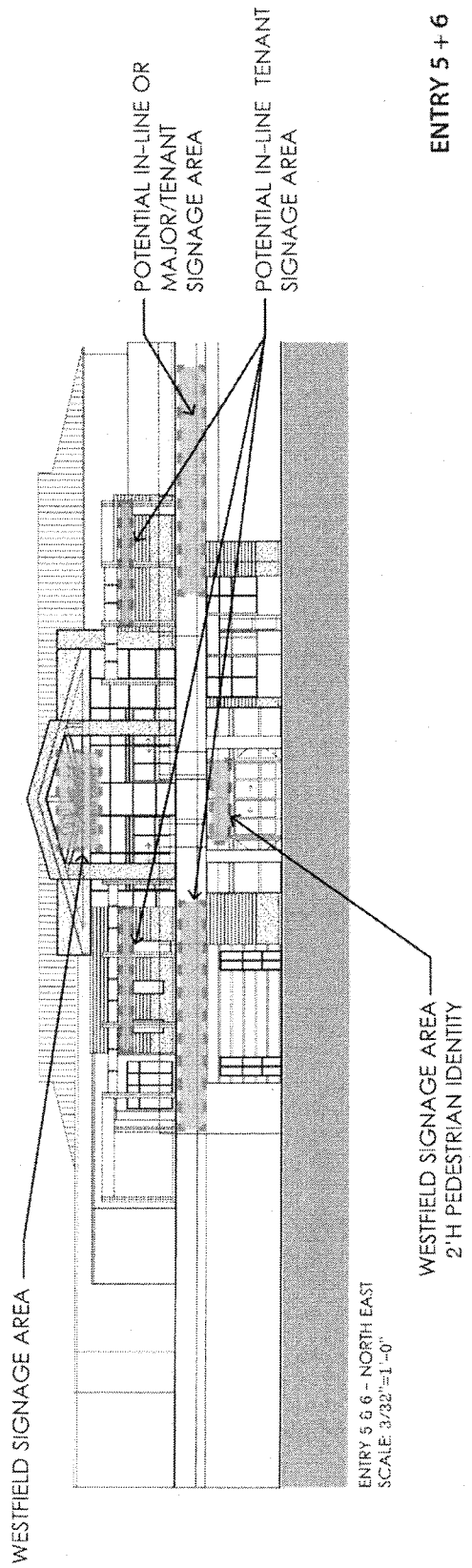


ENTRY 4 - NORTH EAST
SCALE: 3/32"=1'-0"

ENTRY 3 + 4



PROPOSED ENTRY

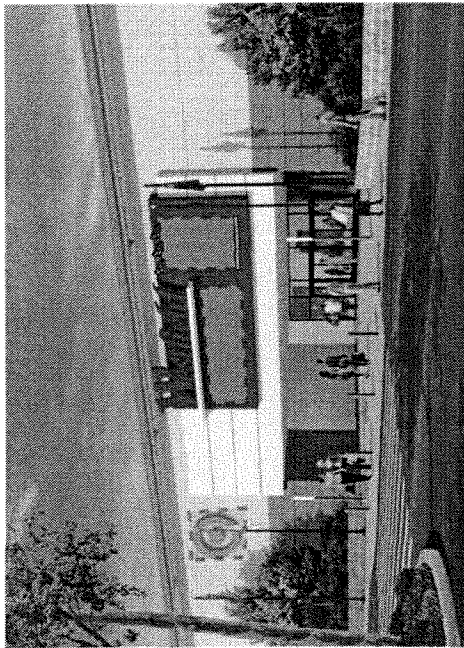


ENTRY 5 + 6

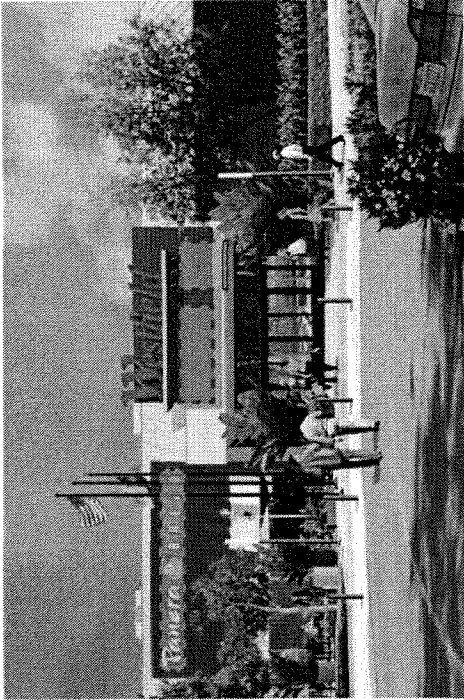
PROPOSED PROJECT PHG 12-0005



ELEVATIONS

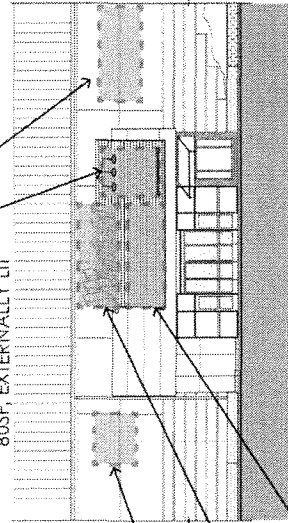


PROPOSED ENTRY



POTENTIAL IN-LINE TENANT
SIGNAGE AREA

POTENTIAL ADVERTISEMENT
PANEL 8'W X 10'H
80SF, EXTERNALLY LIT



ENTRY 7 - NORTH EAST
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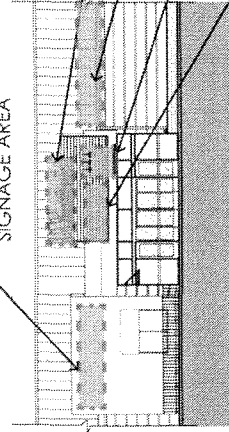
ANCHOR SIGNAGE AREA

WESTFIELD SIGNAGE AREA

POTENTIAL ANCHOR
OR MAJOR TENANT
SIGNAGE AREA

IN-LINE TENANT
SIGNAGE AREA

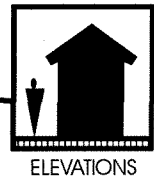
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POTENTIAL IN-LINE TENANT
SIGNAGE AREA
POTENTIAL ADVERTISEMENT
PANEL 6'W X 6'-6"H
39SF, EXTERNALLY LIT
POTENTIAL ANCHOR OR
MAJOR TENANT SIGNAGE
AREA



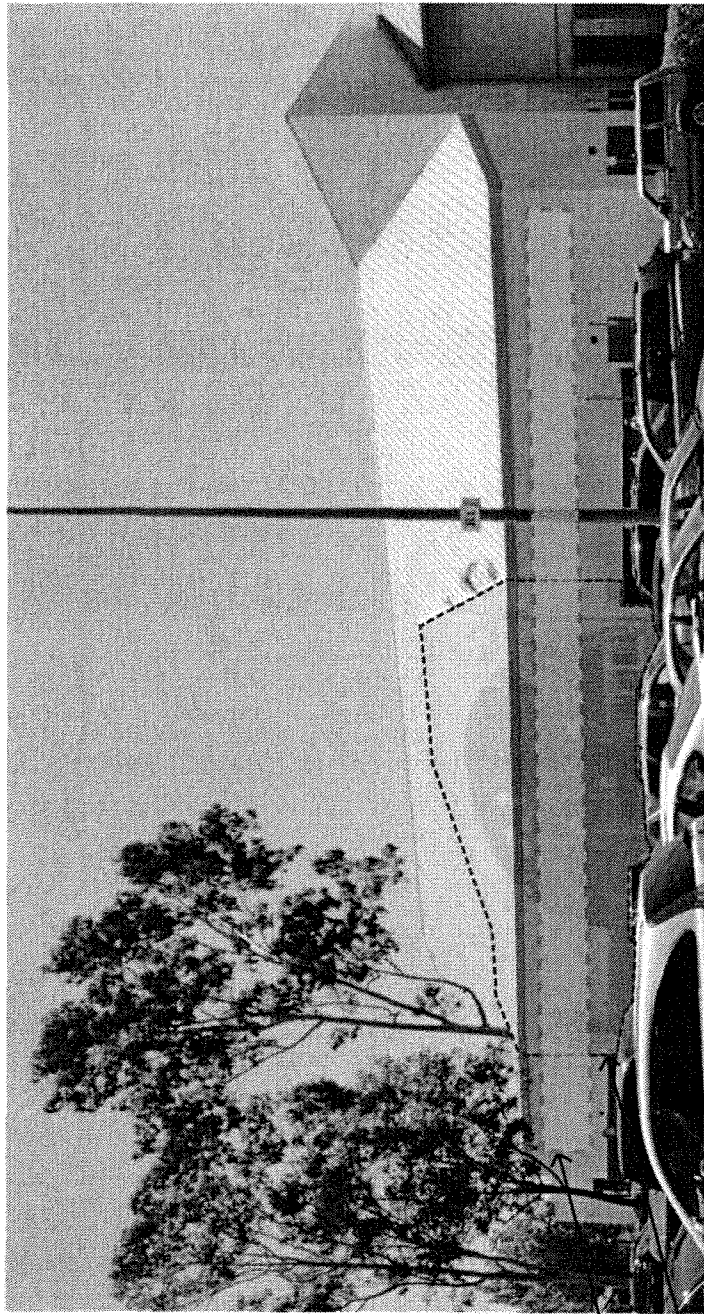
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ENTRY 7 + 8

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ELEVATIONS

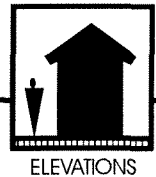


POTENTIAL IN-LINE OR
MAJOR/ANCHOR
TENANT SIGNAGE AREA
INFILL AREA AS SHOWN
ON PROPOSED SITE PLAN

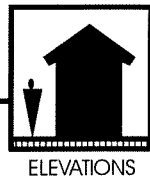
PROPOSED STOREFRONT INFILL - NORTH ELEVATION

PROPOSED IN LINE TENANT SIGN LOCATIONS

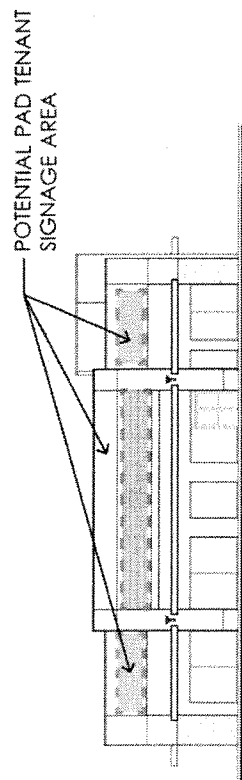
**PROPOSED PROJECT
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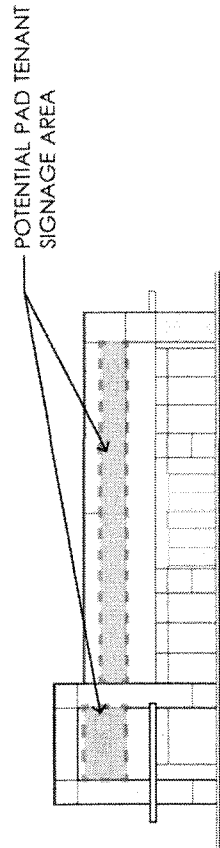
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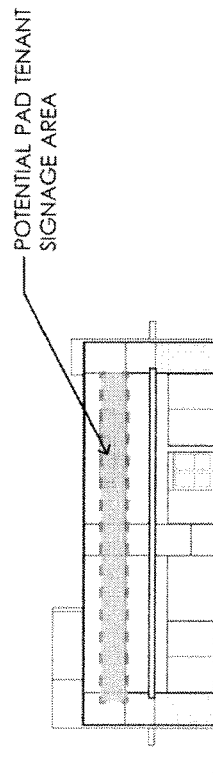
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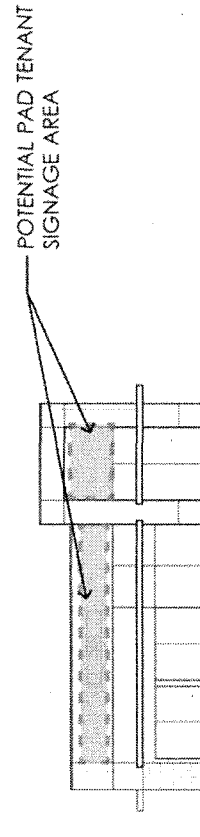
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SOUTH EAST
SCALE: 3/32"=1'-0"



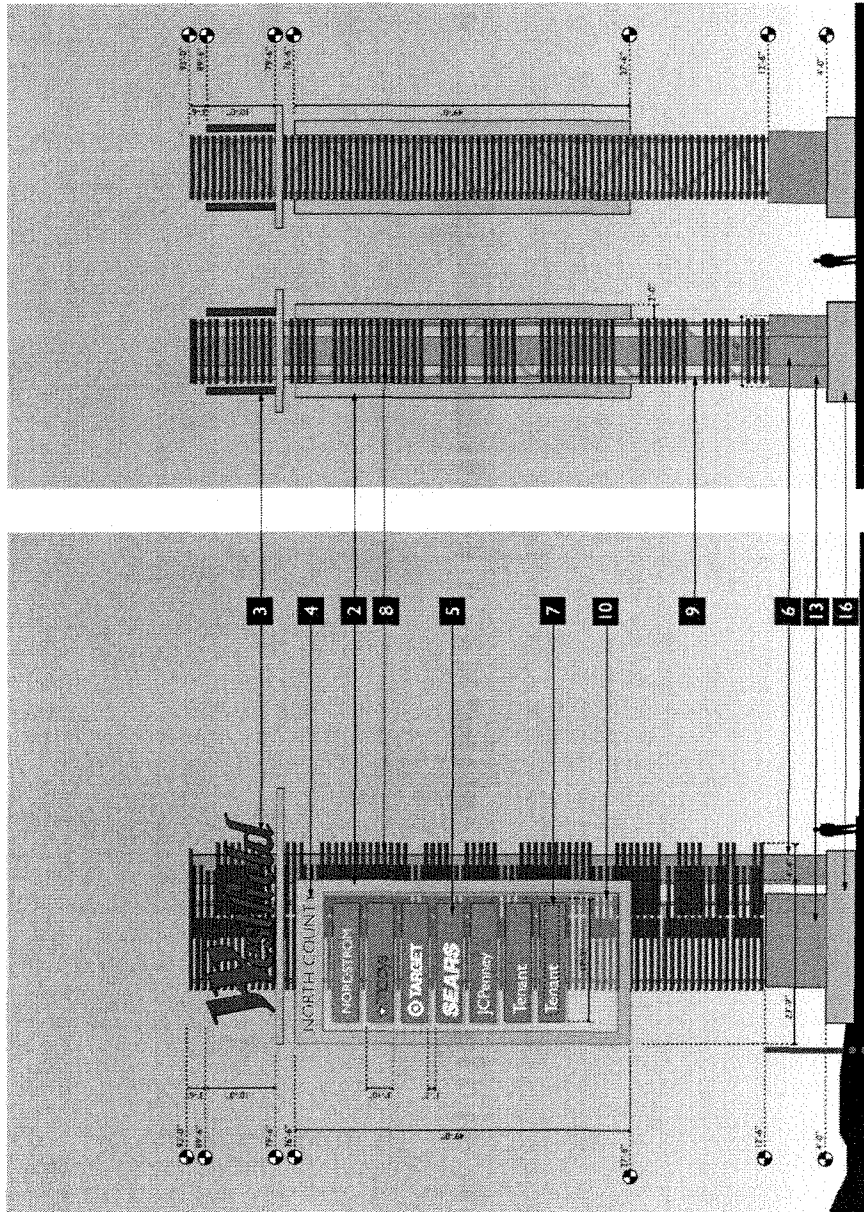
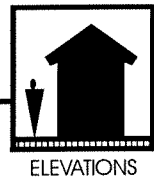
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SOUTH WEST
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PROPOSED PAD TENANT SIGN LOCATIONS

PROPOSED PROJECT PHG 12-0005

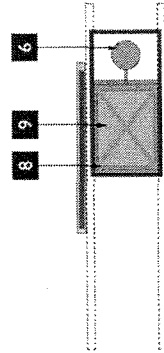


PYLON SIGN
SCALE: 1/16"=1'-0"

ELEVATIONS
SCALE: 1/16"=1'-0"

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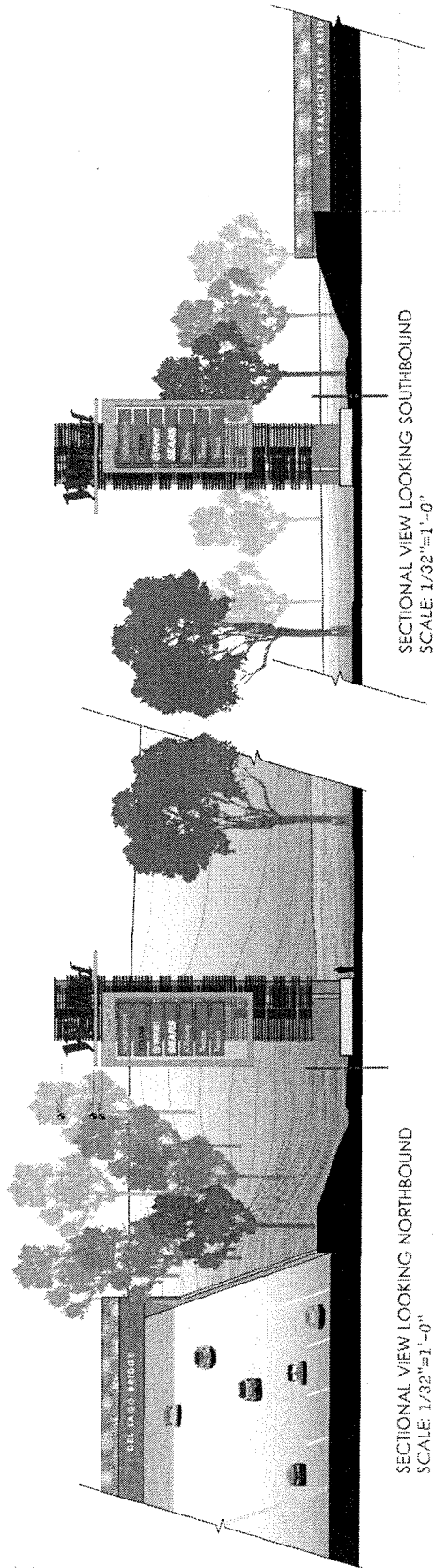
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16. CONCRETE BASE



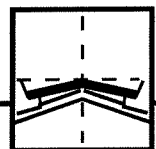
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PYLON SIGN

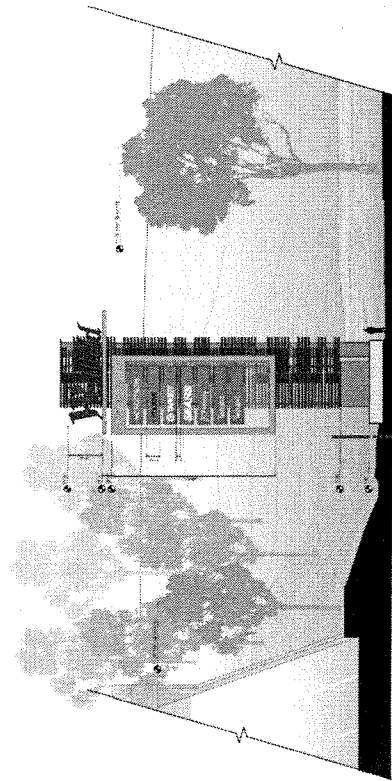
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PHG 12-0005**



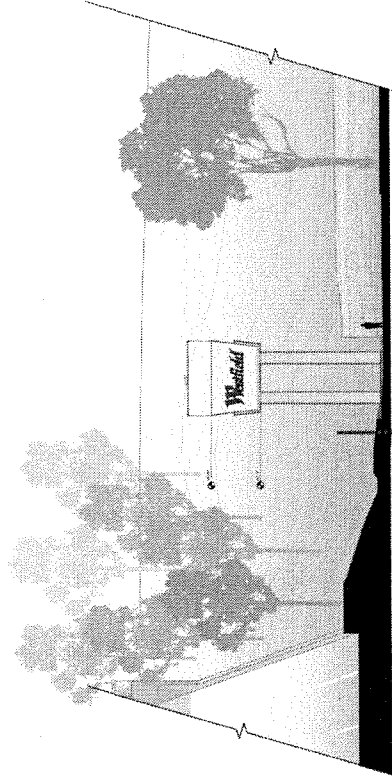
LONGITUDINAL SECTIONS - PROPOSED



SECTIONS



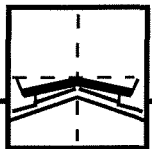
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SCALE: 1/32"=1'-0"



SECTIONAL VIEW LOOKING NORTHBOUND - EXISTING
SCALE: 1/32"=1'-0"

LONGITUDINAL SECTION COMPARISON

**PROPOSED PROJECT
PHG 12-0005**



SECTIONS

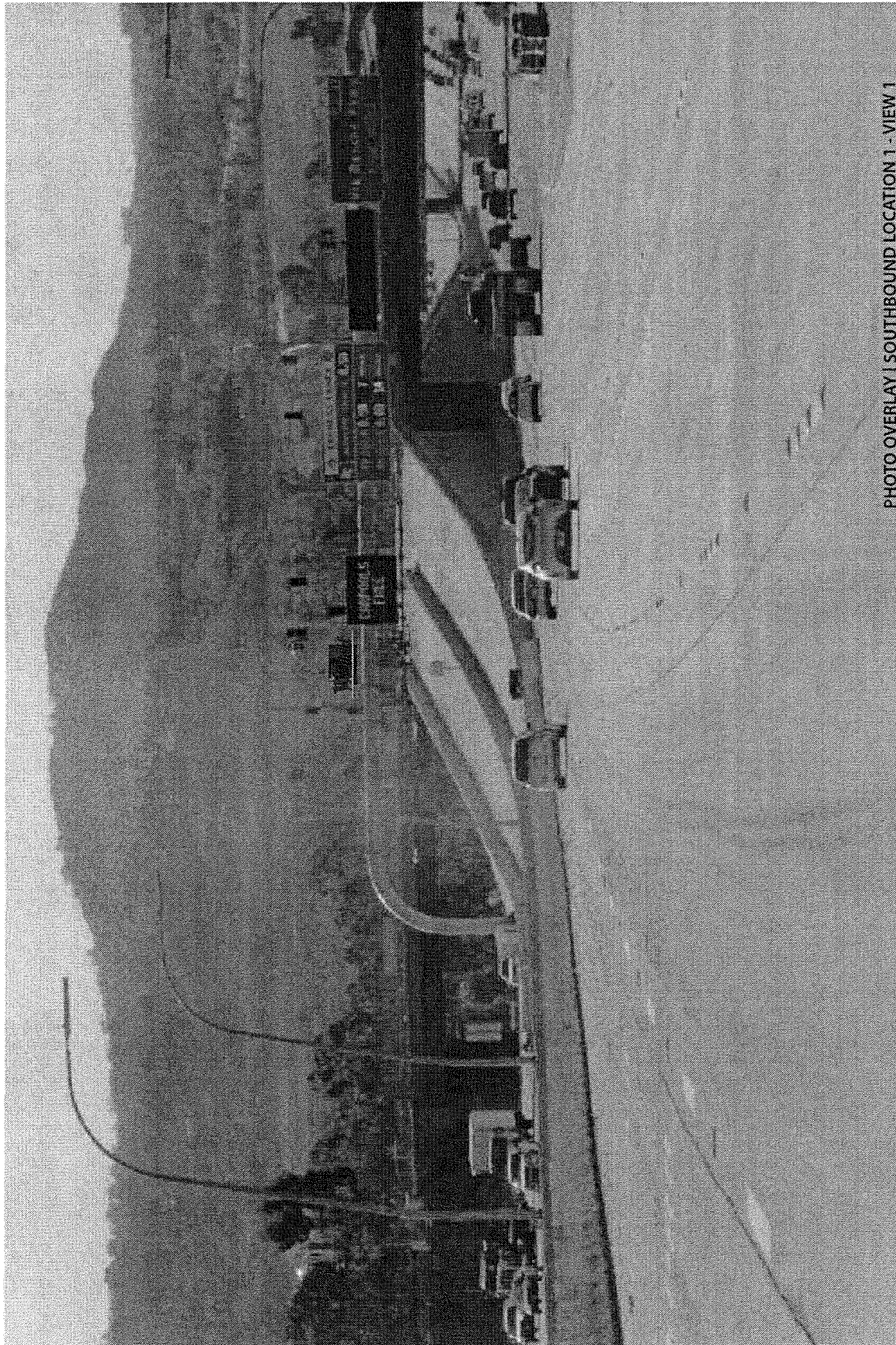


PHOTO OVERLAY | SOUTHBOUND LOCATION 1 - VIEW 1

**PROPOSED PROJECT
PHG 12-0005**

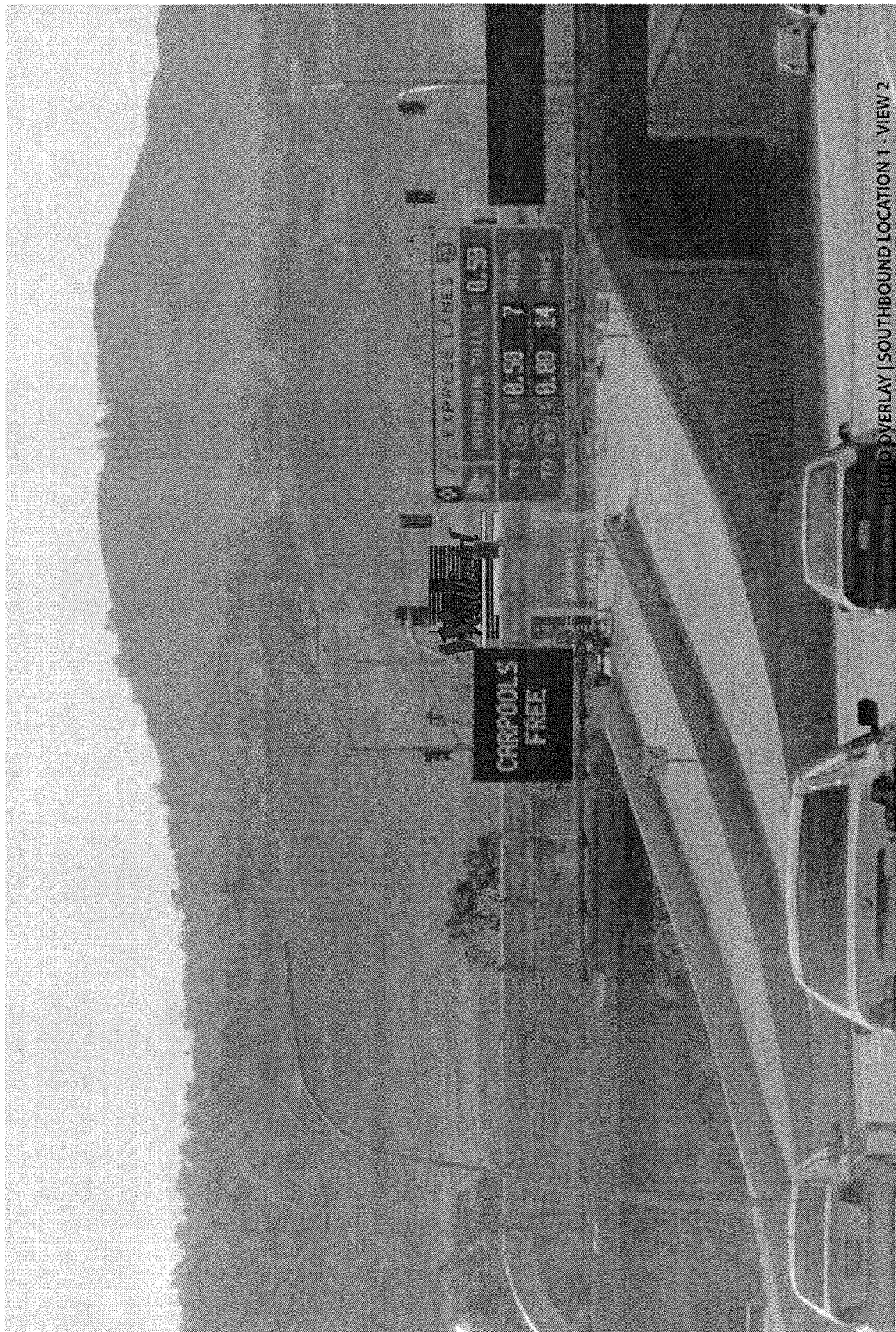


PHOTO OVERLAY | SOUTHBOUND LOCATION 1 - VIEW 2

PROPOSED PROJECT
PHG 12-0005

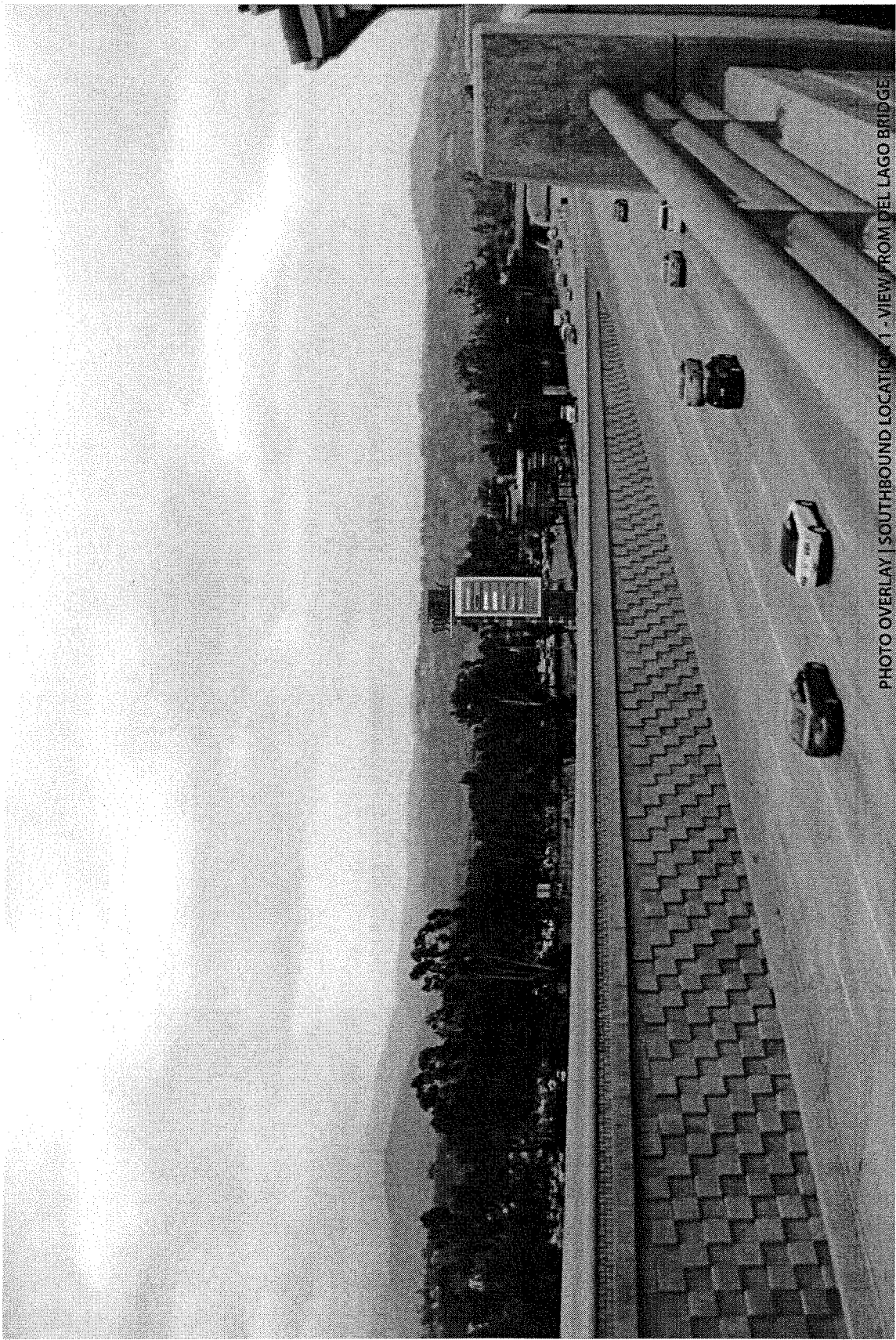
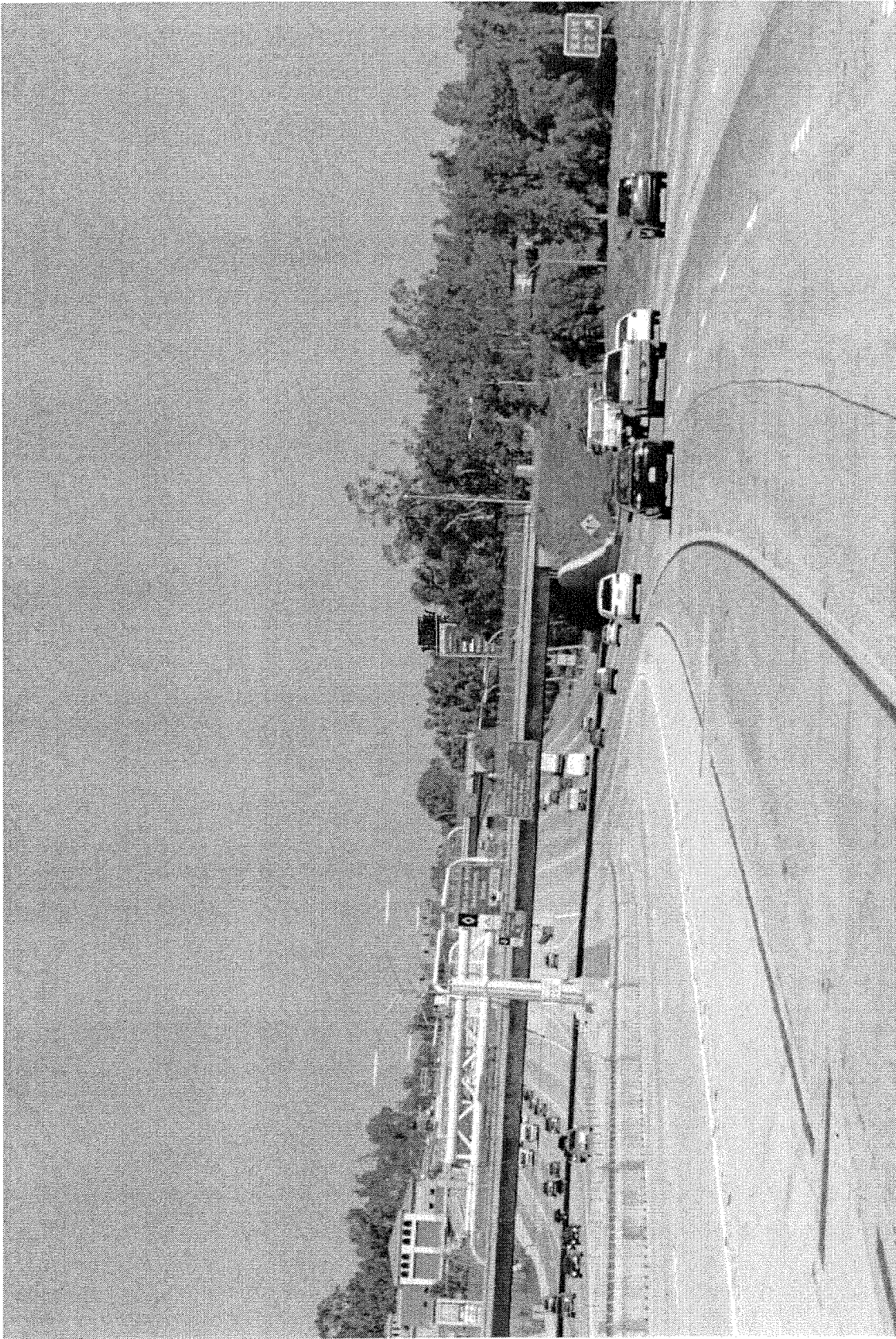


PHOTO OVERLAY | SOUTHBOUND LOCATION 1 - VIEW FROM DEL LAGO BRIDGE

PROPOSED PROJECT
PHG 12-0005



**PROPOSED PROJECT
PHG 12-0005**

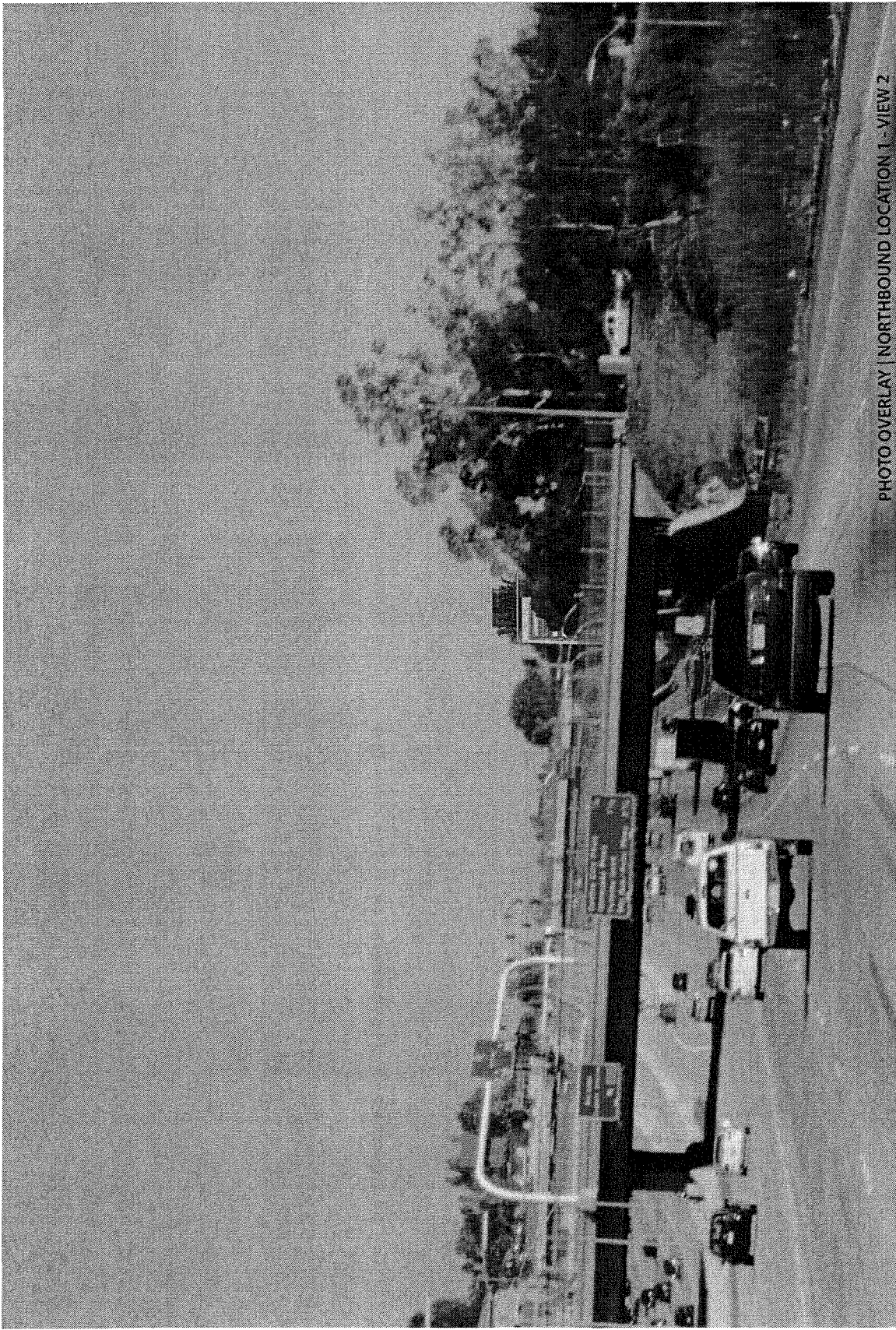


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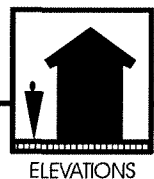
**PROPOSED PROJECT
PHG 12-0005**



PHOTO OVERLAY | VIEW FROM DEL LAGO LOOKING EAST TOWARDS LOCATION 1

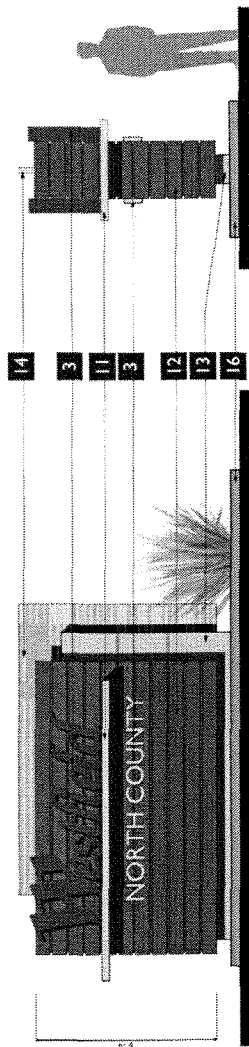
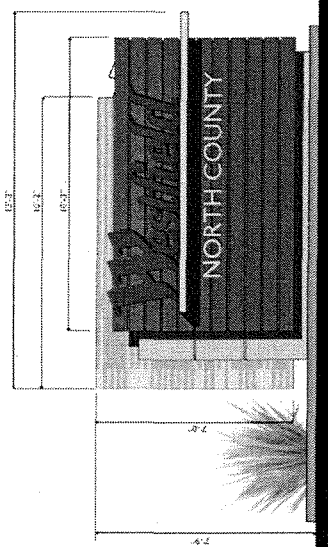
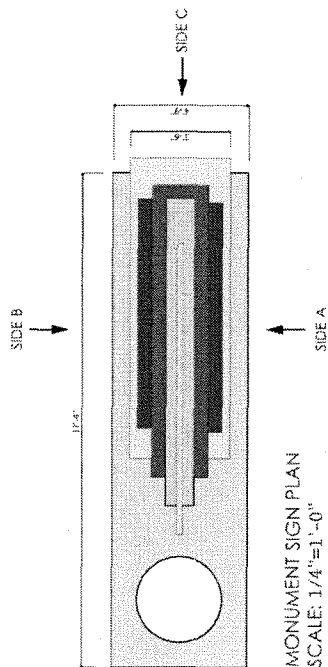
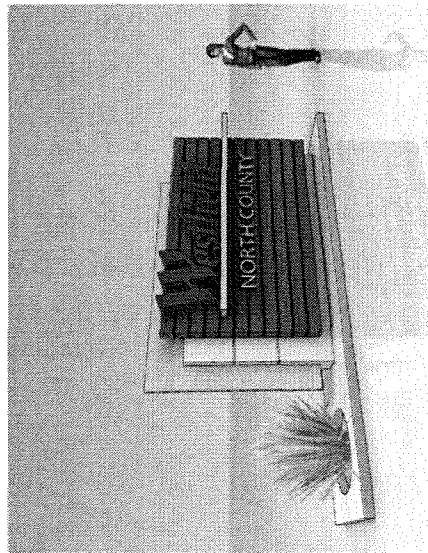
**PROPOSED PROJECT
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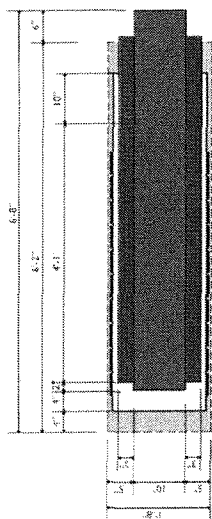
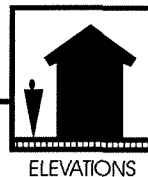
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16. CONCRETE BASE



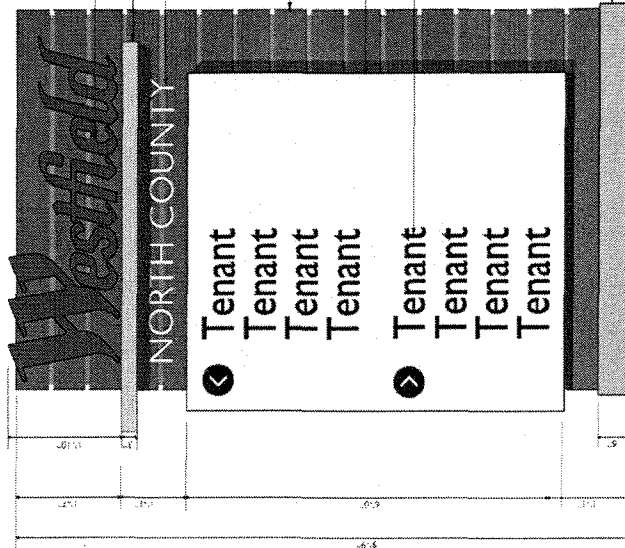
MONUMENT SIGN ELEVATIONS
SCALE: 1/4"=1'-0"

MONUMENT SIGN

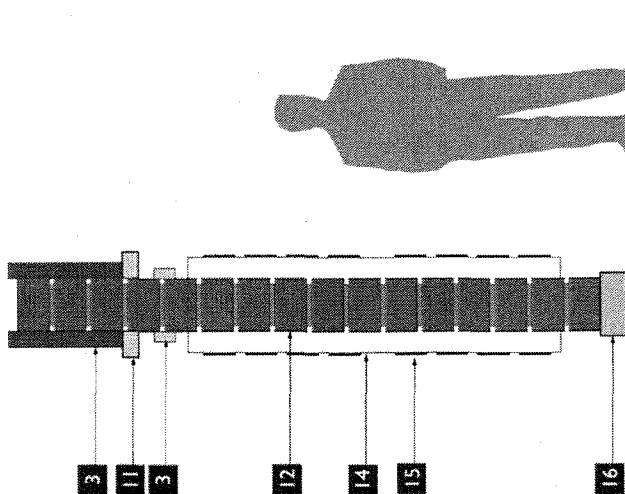
PROPOSED PROJECT PHG 12-0005



PLAN
SCALE: 1/2"=1'-0"



RINGROAD DIRECTIONAL- SIDE B
SCALE: 1/2"=1'-0"



SIDE
SCALE: 1/2"=1'-0"

KEYNOTE LEGEND (ALL SIGNS)

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16. CONCRETE BASE

SITE DIRECTIONAL DETAIL

**SHARED PARKING ANALYSIS
FOR THE
WESTFIELD NORTH COUNTY
REGIONAL SHOPPING CENTER EXPANSION
ESCONDIDO, CALIFORNIA**

February 2012
Revised April 2012

Prepared for

WESTFIELD LLC

Prepared by



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Prepared for:

WESTFIELD, LLC

Prepared by:

GIBSON TRANSPORTATION CONSULTING, INC.
523 W. 6th Street, Suite 1234
Los Angeles, California 90014
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Table of Contents

1.	Introduction	1
	Organization of Report.....	1
	Project Description	1
2.	Municipal Code Parking Analysis	6
	Escondido Municipal Code Requirements	6
	Original Master Development Plan.....	7
	ULI/ICSC Rates	7
3.	Shared Parking Analysis	9
	Shared Parking Model Calibration.....	10
	Project Shared Parking Demand	13
	Shared Parking Summary	15
	Special Events (Temporary Events in the Parking Lots).....	16
4.	Summary and Conclusions	29

References

- Appendix A: Excerpt from *Parking Requirements for Shopping Centers, 2nd Edition*
Appendix B: Excerpt from *Shared Parking, 2nd Edition*
Appendix C: December 2011 Parking Occupancy Counts

List of Figures

NO.

1	Project Site	4
2	Site Plan	5
3	Weekday Model vs. Actual Parking Demand	18
4	Weekend Model vs. Actual Parking Demand	19
5	Weekday Month-by-Month Estimated Parking Demand	20
6	Weekend Month-by-Month Estimated Parking Demand	21
7	December Daily Parking Demand by Hour	22

List of Tables

NO.

1	Parking Occupancy Survey	23
2	Model Calibration Results for Existing Conditions – December 2011 Weekday	24
3	Model Calibration Results for Existing Conditions – December 2011 Weekend	25
4	Shared Parking Demand Summary – Future Conditions	26
5	Future Conditions – Mixed Use Development December Weekday Peak	27
6	Future Conditions – Mixed Use Development December Weekend Peak	27
7	Shared Parking Summary	28

1. Introduction

Gibson Transportation Consulting, Inc. (GTC) prepared this shared parking analysis for Westfield LLC's proposed renovation and expansion of the Westfield North County regional shopping center development in the City of Escondido in San Diego County, California (the Project). The shared parking analysis is based on the shared parking evaluation methodology outlined in *Shared Parking, 2nd Edition* (Urban Land Institute [ULI] and the International Council of Shopping Centers [ICSC], 2005) to determine the recommended shared parking supply for the Project.

ORGANIZATION OF REPORT

This report is divided into four chapters, including this introduction. Chapter 2 presents the municipal code parking analysis as well as the national parking standard for regional shopping centers recommended by ULI/ICSC. Chapter 3 presents the shared parking analysis. Chapter 4 summarizes the analyses and the study conclusions.

PROJECT DESCRIPTION

Westfield North County is bounded by Beethoven Drive on the north and east, Via Rancho Parkway on the south, and Interstate 15 on the west. Access to the Project is provided via driveways on Via Rancho Parkway and Beethoven Drive. Figure 1 shows the location of the Project with respect to the surrounding street system.

The site currently includes approximately 1,269,779 square feet (sf) of gross leasable area (GLA) of development including department stores, retail shops, and restaurants. In December 2011, an existing parking occupancy survey was conducted to determine the peak parking demand occurring during the holiday shopping season. During the December 2011 surveys, approximately 234,346 sf GLA was vacant. Thus, the analysis of existing conditions is based

on the remaining occupied leasable area of 991,127 sf GLA of retail and 44,306 sf GLA of restaurant, for a total occupied leasable area of 1,035,433 sf.

The existing parking supply at the site is adequate to meet the parking demand at the center during all times of the year, including the weekends immediately before Christmas, given its current occupied leasable area of 1,035,433 sf. Similar to most regional retail centers, the busiest times of the year for traffic and parking occur between Thanksgiving and Christmas when holiday shopping peaks. Even during these busiest weeks of the year, parking occupancy counts at Westfield North County indicated that the parking supply is adequate to meet the weekday and weekend parking demand.

During all times of the year, the parking supply adequately accommodates the full parking demand of the center for both employees and customers. The busiest times of the week are on Saturday afternoons when the shopping activity peaks. On weekdays, the peak parking activity occurs in the early afternoon (shopping activity).

The site is currently served by a 5,640-space parking supply provided in surface parking lots, a parking ratio of 4.44 spaces per 1,000 sf of development when all the available sf GLA is occupied. Under December 2011 conditions of 1,035,433 sf of occupied leasable area, the site provided a parking supply of 5.45 spaces per occupied 1,000 sf GLA.

Proposed Project – Land Use

The expanded and renovated Westfield North County may contain department stores, retail shops, restaurants, a health club, and a grocery store. The table below shows the proposed land uses under consideration for the site:

Westfield North County Proposed Land Uses	
Land Use	Size (sf)
Retail	1,134,767
Family Restaurant	58,806
Gym/Health Club	51,089
Grocery	34,823
Total	1,279,485

The proposed renovation will add approximately 9,706 net new sf GLA to the existing center, after the construction of approximately 20,134 sf GLA of new space and the demolition of the currently vacant 10,428 sf GLA Onami pad building.

New facilities to be constructed include 5,634 sf GLA of retail and 14,500 sf GLA of restaurant. Various combinations of health club (50,000 sf GLA) and grocery (35,000 sf GLA) could be added to the Project in the form of reoccupation of existing vacant facilities.

Figure 2 shows a site plan of the proposed Project.

Proposed Project – Parking Supply

Reconfiguration of the existing parking supply would be necessary with the physical expansion of the new stores into the current surface parking lots. With this expansion, the parking supply would be increased by 135 spaces to 5,775 total parking spaces, resulting in a parking ratio of 4.51 spaces per 1,000 sf GLA.

As proposed, the development would not meet the City of Escondido's current parking requirements of one space per 200 sf GLA under the Escondido Municipal Code. The center's original Master Development Plan allowed for a parking ratio of 4.6 spaces per 1,000 sf GLA. The currently proposed rate of 4.51 spaces per 1,000 sf GLA is within 0.09 spaces per 1,000 sf of the originally approved rate. The Escondido Municipal Code does, however, allow joint-use or shared parking agreements if they are approved by the City Planning Commission.

As part of the Project, Westfield is proposing to change the project parking ratio from the currently-allowed 4.6 spaces per 1,000 sf GLA to 4.0 spaces per 1,000 sf GLA. Part of the purpose of this analysis is to check the viability of the proposed 4.0 spaces per 1,000 sf GLA parking ratio to see if the resulting parking supply adequately serves the estimated peak parking demand of the Project.

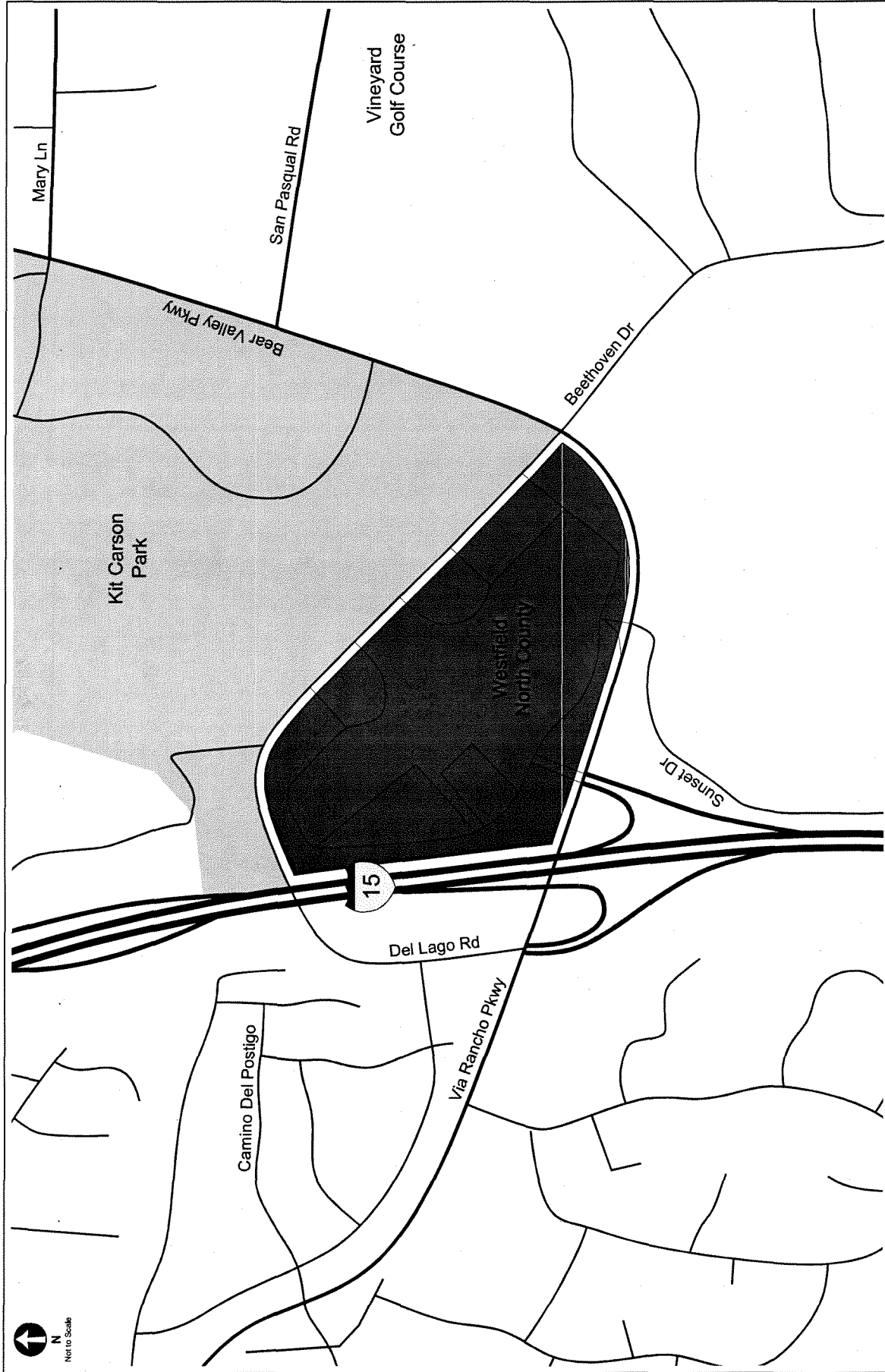
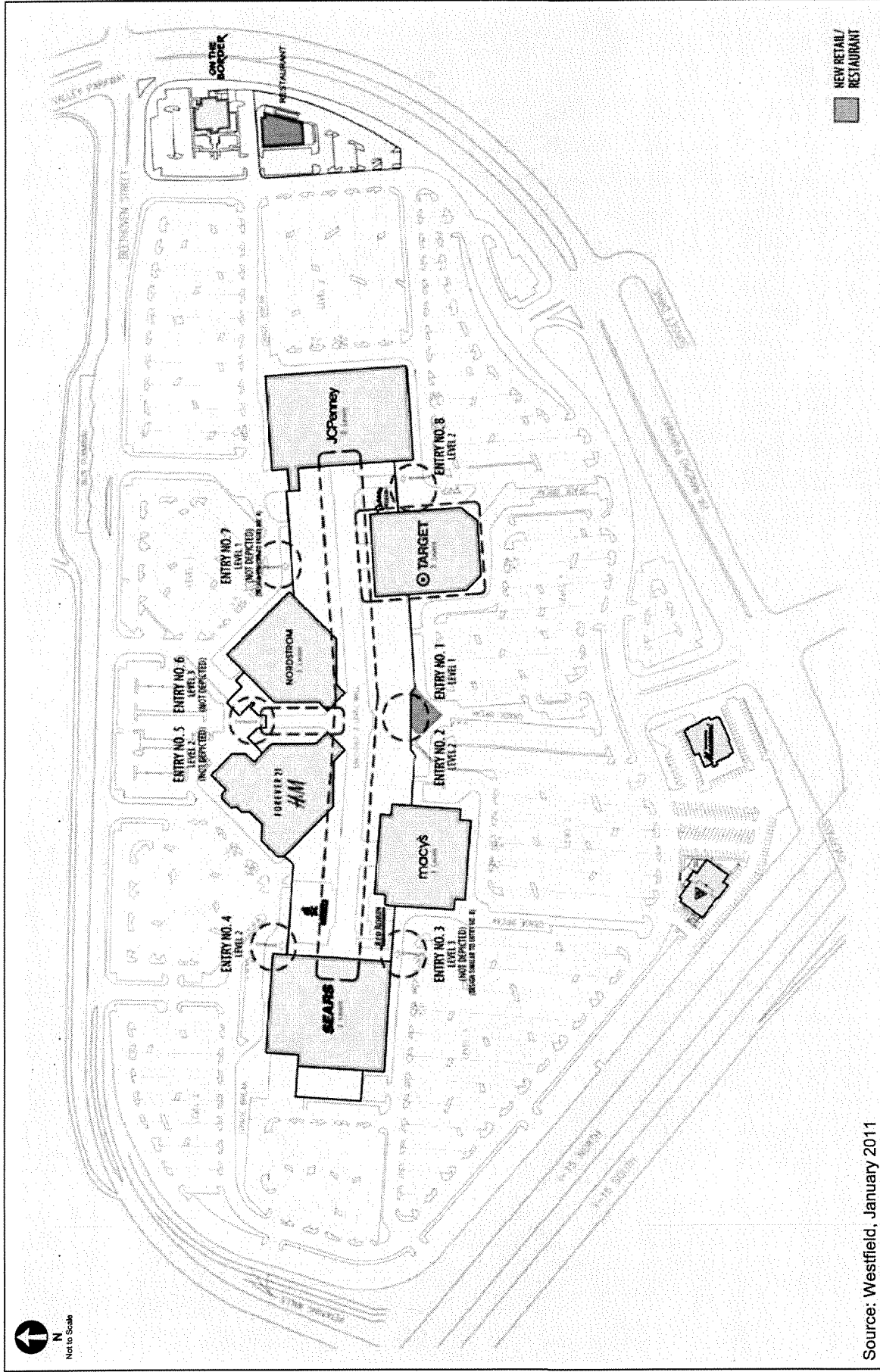


FIGURE
1

PROJECT SITE



SITE PLAN

FIGURE
2

2. Municipal Code Parking Analysis

This chapter presents the analysis of the required parking supply for the proposed expansion of the Project as calculated according to the Escondido Municipal Code. Also discussed is the national parking standard for regional shopping centers recommended by ULI and ICSC.

ESCONDIDO MUNICIPAL CODE REQUIREMENTS

The Escondido Municipal Code requires that a specific amount of parking be provided for a new or expanded development based on the amount and the type of land uses in that development. Under the Escondido Municipal Code, the Project is treated as a shopping center with a minimum lot size of three acres and requires 1.0 parking space per 200 sf GLA (or 5.0 spaces per 1,000 sf GLA). For the land use components at Westfield North County, the Escondido Municipal Code requirements are as follows:

<u>Land Use</u>	<u>Escondido Municipal Code Parking Requirement</u>
Shopping Center	1.0 space per 200 sf

Based on the Escondido Municipal Code, the 1,279,485 sf GLA Project would require a parking supply of 6,398 spaces:

Parking Required by the City of Escondido Municipal Code

Land Use	Size (sf GLA)	Parking Rate	Required Spaces
Shopping Center	1,279,485	1 space/200 sf GLA	6,398

ORIGINAL MASTER DEVELOPMENT PLAN

The center's original Master Development Plan modified the basic Escondido Municipal Code requirements and allowed the center to provide parking at a rate of 4.6 spaces per 1,000 sf GLA. For the proposed development, that would translate into 5,886 parking spaces, or 512 fewer spaces than required by the current Escondido Municipal Code.

ULI/ICSC RATES

ULI and ICSC have conducted parking studies at regional shopping centers across the nation and have developed parking ratio recommendations for regional shopping centers.

As detailed in *Parking Requirements for Shopping Centers, 2nd Edition* (ULI and ICSC, 1999), it was determined that a regional shopping center could be treated as a single land use as long as the non-retail portion of the development is less than 20% of the total floor area. This document is based on data from 490 shopping centers across the nation and detailed parking occupancy counts at 169 regional shopping centers during the Christmas peak. The conclusion of this extensive analysis is that the regional shopping center parking demand is represented by a stable rate as long as the amount of non-retail (i.e., restaurant, cinema, entertainment, health club, etc.) totals less than 20% of the total floor area of the center¹. Thus, the national parking standards recommended by ULI and ICSC already take into account developments that have up to 20% non-retail uses included in their land use mix.

In the case of the Westfield North County renovation, the restaurant, grocery and health club uses total 144,718 sf, or 11% of the total project. Thus, under ULI/ICSC standards, the Project is eligible to calculate its total parking demand using the recommended ULI/ICSC national parking ratio with the entire development considered as one unified regional shopping center.

The recommended peak parking demand ratio for a regional shopping center is 4.0 spaces per 1,000 sf GLA on a weekday and 4.5 spaces per 1,000 sf GLA on a weekend (i.e., Saturday). These rates apply to any center greater than 600,000 sf GLA that has 0-20% non-retail uses².

¹ *Parking Requirements for Shopping Centers, 2nd Edition*, Urban Land Institute and International Council of Shopping Centers, 1999, page 3.

² *Shared Parking, 2nd Edition*, Urban Land Institute and International Council of Shopping Centers, 2005, page 11.

Since the Project will have 11% non-retail uses, the basic national standard rates apply. For Westfield North County, the ULI/ICSC recommended parking ratio would be:

Weekday	4.0 spaces per 1,000 sf GLA
Weekend	4.5 spaces per 1,000 sf GLA

The resulting parking supply needed for the proposed expanded center would be:

Weekday	$4.0 \text{ sp/1000 sf GLA} \times 1,279,485 \text{ sf GLA} = 5,118 \text{ spaces}$
Weekend	$4.5 \text{ sp/1000 sf GLA} \times 1,279,485 \text{ sf GLA} = 5,758 \text{ spaces}$

Thus, to meet national industry standards for the busiest Saturday of the year, the expanded center should provide 5,758 spaces to accommodate peak parking demand during holiday shopping weekends as compared to the proposed parking supply of 5,775 spaces utilizing the current parking supply or 5,118 spaces at the proposed parking ratio of 4.0 spaces per 1,000 sf GLA.

Appendix A contains excerpts from *Parking Requirements for Shopping Centers, 2nd Edition*. Staff from GTC worked on the development of this publication.

3. Shared Parking Analysis

Section 33-733 of the Escondido Municipal Code allows the Planning Commission to authorize the joint use of parking facilities under certain conditions. As such, the shared parking requirements of Westfield North County were calculated per *Shared Parking, 2nd Edition*, which allows for a reduction in required parking provisions through the use of a shared parking analysis when multiple land uses are located on one parcel.

The analysis presented in this chapter treats Westfield North County as a mixed-use development and calculates the peak parking demand based on the parking patterns of the individual land uses within that development.

Shared parking recognizes that parking spaces can be used to serve two or more individual land uses without conflict or encroachment. The shared parking phenomenon has long been observed in central business districts, suburban commercial districts, and other areas where land uses are combined. Shared parking is really the result of two conditions:

1. Variations of the peak accumulation of parked vehicles occur because of time differences in the activity patterns of adjacent or nearby land uses (by hour, by day, and by season). For example, a parking facility can be used by office employees during the day and serve patrons of an adjacent cinema at night.
2. Relationships among the land uses that result in people being attracted to two or more land uses on a single automobile trip to a given area or mixed-use development.

Appendix B presents a detailed discussion of the shared parking phenomenon and a description of the *Shared Parking, 2nd Edition* study, which GTC staff co-authored. Data on the hourly and seasonal fluctuation of parking demand by land use and data on peak parking demand ratios are presented and discussed.

SHARED PARKING MODEL CALIBRATION

Existing Peak Parking Demand Counts

The shared parking model can be calibrated to represent existing parking patterns at an existing facility. In the case of Westfield North County, parking occupancy counts at the existing center were conducted during the busiest hours of the day on a weekday and a Saturday during the week before Christmas 2011. These days represent the busiest days of the year for parking demand.

Using the parking conditions in the month of December (when the retail activity is at its highest level), Table 1 shows that the peak weekday parking occupancy levels occurred at 1 PM when 3,167 spaces (56.15% of the available supply) were occupied. On the Saturday before Christmas, 5,066 spaces were occupied (89.82% of the available supply) during the busiest hour at 2 PM.

Appendix C contains the details of the December 2011 parking occupancy counts.

Shared Parking Model Parameters

In order to evaluate the number of spaces needed under shared parking conditions, a number of characteristics regarding a particular development must be known. The most important of these characteristics are the mix of land uses within the Project and the size of each individual land use.

Other parking-related factors must be estimated in order to determine peak parking demand by hour. This discussion explains the shared parking model adjustments used in the Westfield North County analysis in order to calibrate the national model to reflect local conditions.

Parking Ratio

Appendix B shows the peak parking demand ratios found during the *Shared Parking, 2nd Edition* study. These figures represent the 2005 national averages for individual land uses.

GTC and other consulting firms have conducted numerous parking occupancy studies in California in order to adjust the national parking demand factors to represent California conditions. The following peak parking ratios are the shared parking national rates:

<u>Land Use</u>	<u>Weekday Ratio</u>	<u>Weekend Ratio</u>
Retail	4.0 sp/1,000 sf	4.5 sp/1,000 sf
Restaurant		
Family Dining	10.5 sp/1,000 sf	15 sp/1,000 sf

To calibrate the model to reflect existing peak parking conditions, the above ratios were utilized as the starting point. To calibrate the model to reflect existing conditions, the weekday parking ratio was reduced to 2.95 spaces per 1,000 sf GLA and the weekend ratio was increased to 4.72 spaces per 1,000 sf GLA. With these adjustments, the shared parking model calibrated to replicate existing conditions. The current parking patterns at Westfield North County demonstrate a parking demand rate lower than national standards for weekday conditions, but higher for weekend conditions. The restaurant parking ratios shown above were used in the calibrated model.

Mode Split

One factor that affects the overall parking demand at a particular development is the number of visitors and employees that arrive by automobile. In the case of Westfield North County, it was assumed that all of the retail customers would arrive at the Project by automobile. Only 5% of the employees of the center were assumed to use the transit system, and then only in the daytime. Nighttime automobile travel by employees was assumed to be 100%. With transit service available nearby, these are conservative assumptions from a parking demand perspective, resulting in a high estimate of parking demand.

Captive Market

Shared Parking, 2nd Edition found that 20%-50% of the trips within mixed-use development (depending on the mix of land uses within the Project) were trips moving between/among the land

uses on site, i.e., they were internally captured within the site. Retail/entertainment projects have even higher internal capture rates.

In the case of Westfield North County, many of the patrons of the restaurants are likely to come from the retail shoppers. The shared parking analysis for the Project assumed that 50% of patrons of restaurants would be captured from the retail uses on site. Internal capture rates of 50-60% are not unusual for restaurants within regional shopping centers.

In terms of the future land use plan, it was assumed that 20% of the proposed health club patrons would also visit one of the other land uses on site during their trip to the Project.

These low internal capture assumptions result in a conservative (i.e., high) estimate of the parking demand on site.

Seasonal Variations

The shared parking analysis summarized in this report was based on peak month of the year. Every month of the year was tested and it was found that December conditions represent the busiest month of the year for this development. This occurs because of the dominance of the retail use in the Project.

Weekday vs. Weekend

Each shared parking analysis measured the parking demand on a weekday as well as on a Saturday. The primary variation on weekday vs. weekend parking demand occurs because of the lower weekday parking activity for retail – the major land use within the Project.

Model Calibration Results

Tables 2 and 3 show the results of the model calibration. With the assumptions described above, the model accurately predicts the amount of peak parking for the three weekday and three

weekend peak parking hours that were surveyed in December of 2011. Figures 3 and 4 show graphically the results of the "model vs. actual" parking demand comparison.

The model accurately predicts the amount of parking that was experienced at the Westfield North County shopping center and thus will be used to test the peak parking demands under the expanded center land use plan.

PROJECT SHARED PARKING DEMAND

In order to determine the supply of parking actually needed to accommodate the peak demand for the proposed development, the parking demand patterns of the various land uses on the site have to be investigated. The evaluation of the parking demand for the mixed-use site is accomplished through the calculation of the shared parking demand for the site.

Table 4 presents a summary of the shared parking analysis results for the proposed expansion. Tables 5 and 6 show the summary of the parking demand by land use for the peak weekday and the peak Saturday in December, indicating that the expanded center would experience a peak parking demand of 3,910 spaces on a December weekday and 5,998 spaces on a December weekend.

Figures 5-7 show the results of the parking projections graphically. Figure 5 shows the busiest hour for weekday parking during each month of the year and that the proposed on-site supply of 5,775 spaces is more than adequate to accommodate the parking demand on every weekday of the year. Even if the parking supply were based on the proposed 4.0 spaces per 1,000 sf GLA, the 5,118-space parking supply would still be able to accommodate the weekday parking demand on every weekday of the year.

Figure 6 shows the same information for weekend conditions. Again the on-site parking supply would be adequate to accommodate the parking demand for all weekends of the year except for December. The proposed 4.0 ratio parking supply of 5,118 spaces would also be able to accommodate the peak weekend parking demand for all weekends of the year except those between Thanksgiving and New Year's Day.

With a peak weekday parking demand of 3,910 parking spaces, the center would be generating parking demand at a rate of 3.06 parking spaces per 1,000 sf GLA. It is important to note that 3.06 parking spaces per 1,000 sf GLA is the peak parking demand the center will experience on the busiest weekday of the year.

Parking activity at the Project is busier on weekends as is shown in the table below. Outside of the Christmas peak, the busiest weekend occurs in August (back-to-school sales) when 4,287 occupied spaces are projected. This represents a parking ratio of 3.35 spaces/1,000 sf GLA.

Peak Parking Demand by Month

Month	Maximum Parking Weekday	Maximum Parking Weekend
January	2,608	3,679
February	2,622	3,716
March	2,804	4,058
April	2,742	3,996
May	2,828	4,160
June	2,852	4,204
July	2,777	4,064
August	2,909	4,287
September	2,774	4,027
October	2,857	4,151
November	3,090	4,510
December	3,910	5,898
Late December	3,315	4,885

Figure 7 shows the hourly parking demand patterns for December weekdays and December weekend days. As shown, December weekdays will have sufficient parking during all hours of the day. On weekend days between Thanksgiving and New Year's, the Project will need to have an off-site parking program in place from approximately 1 PM to 5 PM to serve approximately 125 employee vehicles if the on-site supply is based on the current 5,775-space supply. If the parking

ratio is reduced to 4.0 spaces per 1,000 sf GLA as proposed, the off-site parking program on Christmas holiday weekends would have to increase to 780 spaces ($5,898 - 5,118 = 780$ spaces).

SHARED PARKING SUMMARY

Table 7 shows the summary for the shared parking analyses for the Project using the calibrated shared parking model rates. Shown are the land use components of the plan, the peak parking demands calculated in the calibrated model, and the amount of anticipated off-site parking demand during December weekends.

The 5,775-space parking supply for the Project provides sufficient spaces to meet the peak parking demand at all times of the year except during Christmas holiday weekends. The same conclusion can be drawn for the parking supply based on the proposed 4.0 spaces per 1,000 sf GLA. The 5,118-space supply would meet the parking demand for all weekdays of the year, including December. It would also meet the weekend parking demand for all weekends of the year except for those between Thanksgiving and New Year's.

Based on the shared parking summary, it is arguable that the Project could qualify for a parking space requirement as low as 4,287 spaces (3.35 parking spaces per 1,000 sf GLA) provided it supplied an adequate offsite supply for employees during the 8-10 days during each year (weekends between Thanksgiving and New Year's) that the demand exceeded the projected supply.

During December weekends, the shared parking analyses indicate that the Project would have to provide an off-site employee parking program so that more of the on-site parking supply could be made available to customers. The parking program would need to serve approximately 125 employees from approximately 1 PM to 5 PM on December weekends. There are a number of potential off-site parking lots in the vicinity of the Project including park-and-ride, school, and office parking supplies, so it is reasonable to assume 125 available parking spaces can be found on December weekends. Table 7 shows that December weekends would generate the demand for 1,042 employee spaces during the peak parking hours, so the relocation of only 12% of the total employee population is achievable. Many centers in Southern California move 30-50% of their employees off-site on weekends between Thanksgiving and Christmas.

If the parking ratio for the Project were set at the proposed 4.0 parking spaces per 1,000 sf GLA, the center would be required to supply 5,118 on-site parking spaces in addition to a 780-space off-site employee lot during holiday weekends.

SPECIAL EVENTS (TEMPORARY EVENTS IN THE PARKING LOTS)

On occasion, Westfield North County would like to hold special events in the parking lots to help generate customers to site. The types of events considered include functions such as art shows, farmers markets, outdoor concerts, and fireworks shows. Any customer-generating event or function could be considered as long as it fits within the available parking supply. Large events would not occur during the peak shopping periods of late November and December when there would not be adequate excess parking supply to accommodate a special event. Small losses of parking spaces during the December peak weekends (e.g., a Christmas Tree lot) would require that the off-site employee parking program be expanded to replace the lost parking.

During all other times of the year, there will be an adequate surplus of parking supply to accommodate both the loss of parking spaces from the event and the increase in parking demand associated with the event. Below is a summary of the number of surplus parking spaces during various times of the year that could be used for special events in the parking lots. The shared parking model presented in this report suggests that the peak parking activity at the site occurs during the middle of the day. Thus, the parking limits below apply to events and functions that occur during these peak parking hours. Many times of the year there is more parking available during the evening hours when shopping activity decreases, so the shared parking model could be used to help plan the size of nighttime activities that could be accommodated within the Project site.

All of the analyses shown below are based on an on-site parking supply of 5,775 spaces. As the project moves nearer to a parking supply of 5,118 spaces (based on the proposed 4.0 parking ratio), the flexibility to hold special events would diminish and the available parking supplies described below would decrease by approximately 655 spaces.

January through May and September through Early November

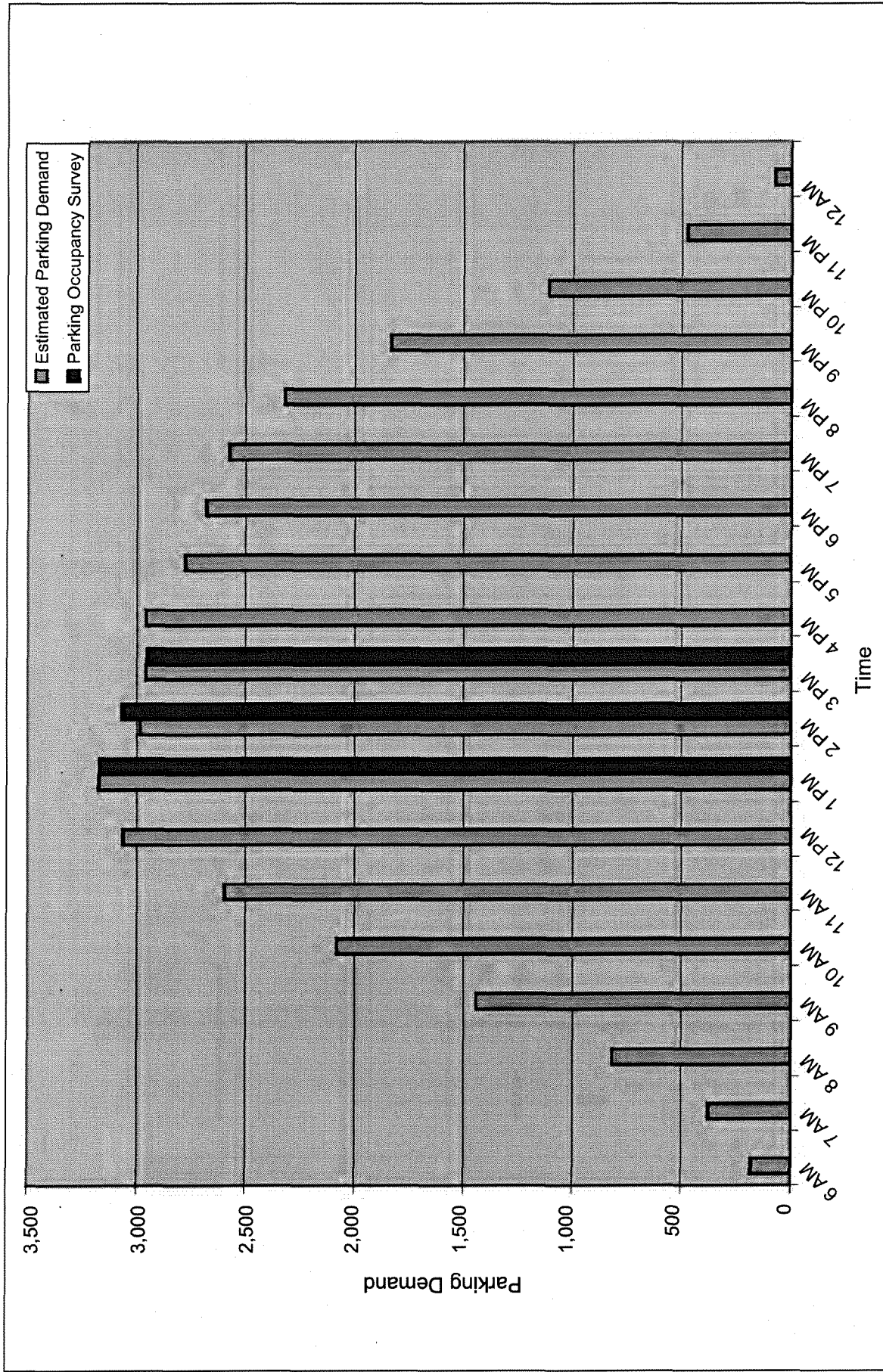
On weekdays during these months, the peak parking demand is 2,857 vehicles at 1 PM in October, leaving 2,918 parking spaces available for special parking lot events. The temporary physical loss of spaces from any special parking lot event combined with the peak parking demand of the special parking lot event must not exceed 2,918 parking spaces on weekdays in January through May and September through early November.

On weekends during these months, the peak parking demand is 4,160 vehicles at 2 PM in May, leaving 1,615 parking spaces available for special parking lot events. The temporary physical loss of spaces from any special parking lot event combined with the peak parking demand of the special parking lot event must not exceed 1,615 available daytime parking spaces on weekends in January through May and September through early November.

Summer Months (June, July and August)

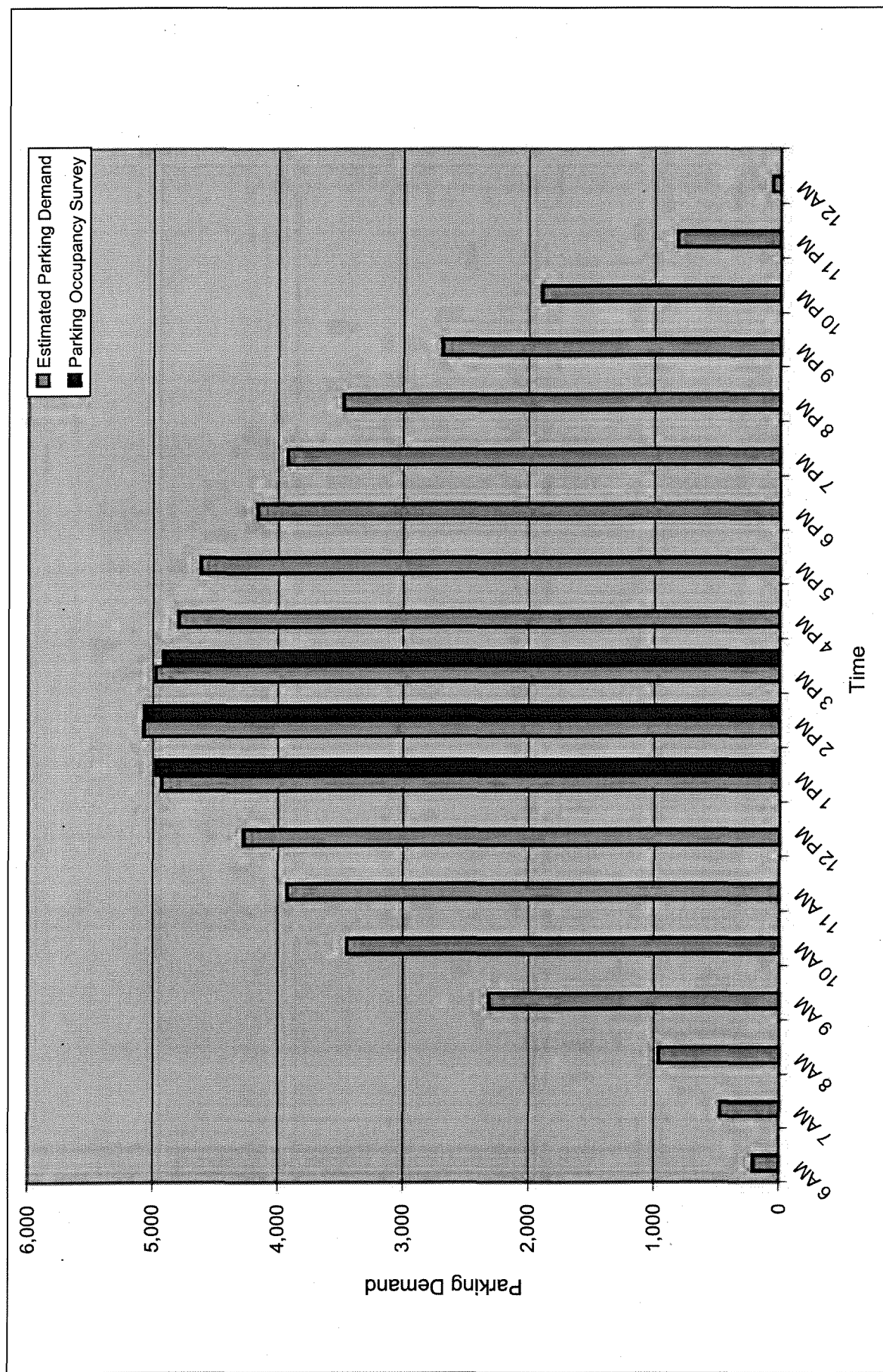
On weekdays during summer months, the peak parking demand is 2,909 vehicles at 1 PM in August, leaving 2,866 daytime parking spaces available for special parking lot events.

On weekends during these months, the peak parking demand is 4,287 vehicles at 2 PM in August, leaving 1,488 daytime parking spaces available for special parking lot events. The temporary physical loss of spaces from any special parking lot event combined with the peak parking demand of the special parking lot event must not exceed these levels.



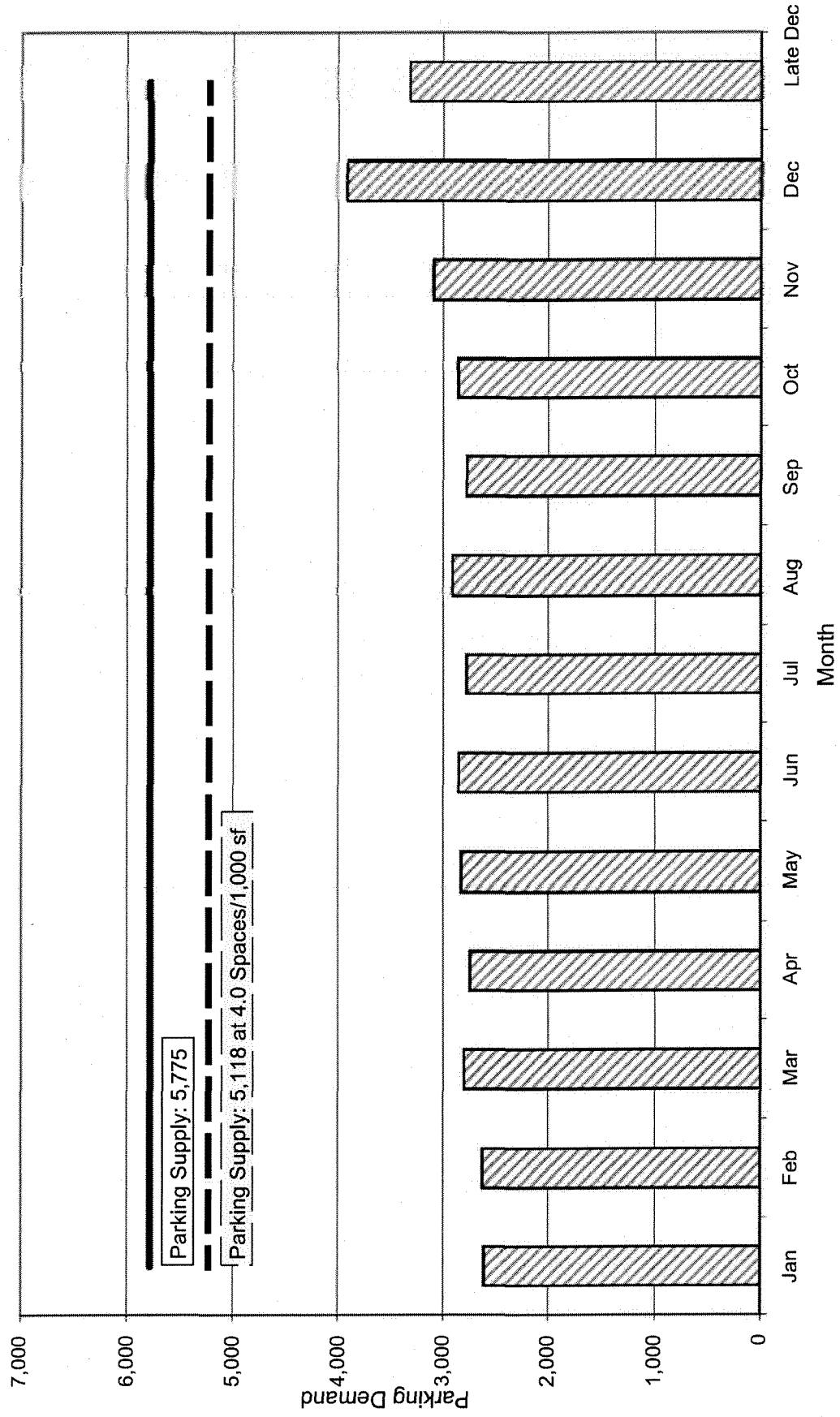
WEEKDAY MODEL VS. ACTUAL PARKING DEMAND

FIGURE 3

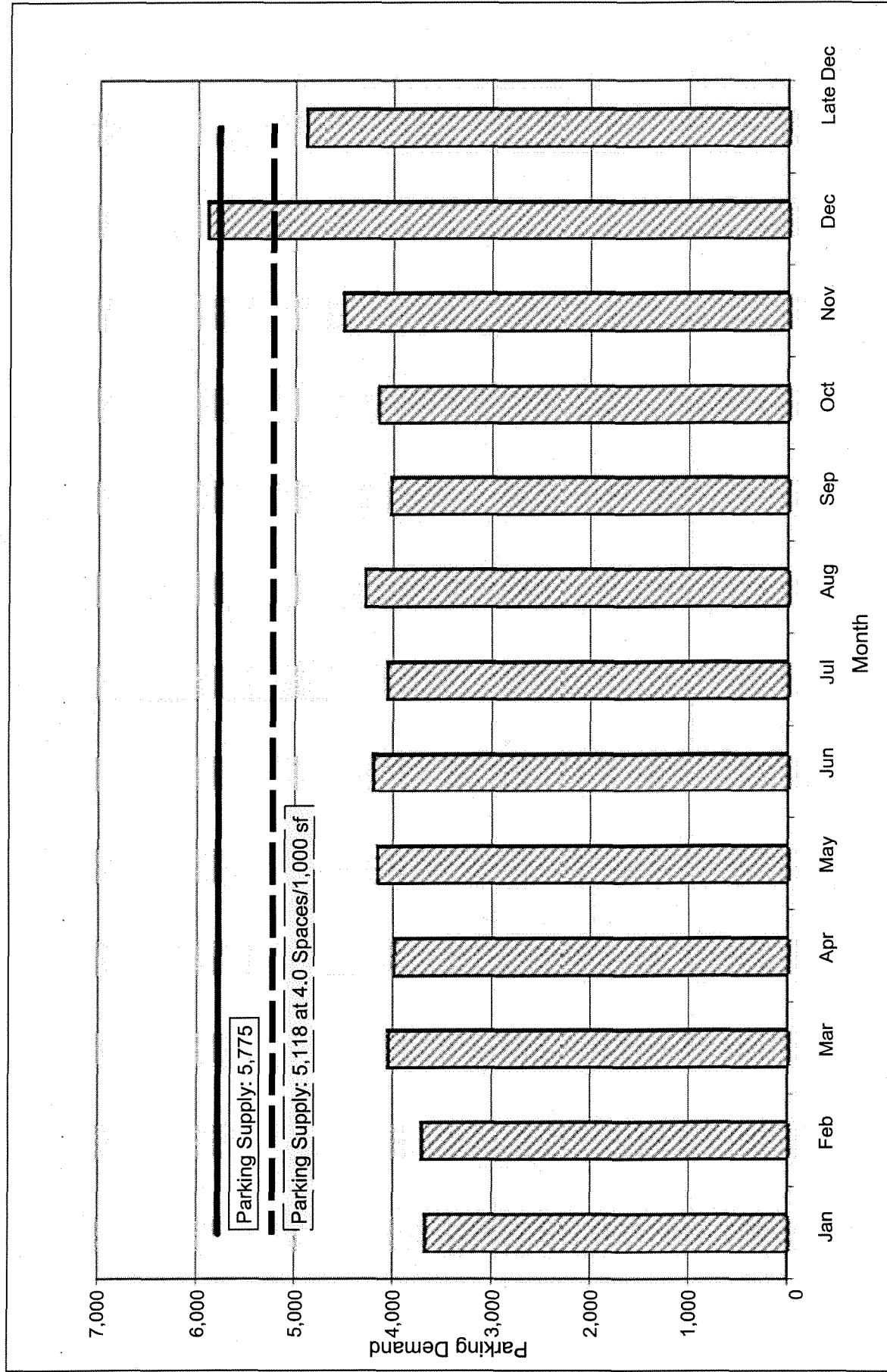


WEEKEND MODEL VS. ACTUAL PARKING DEMAND

FIGURE 4

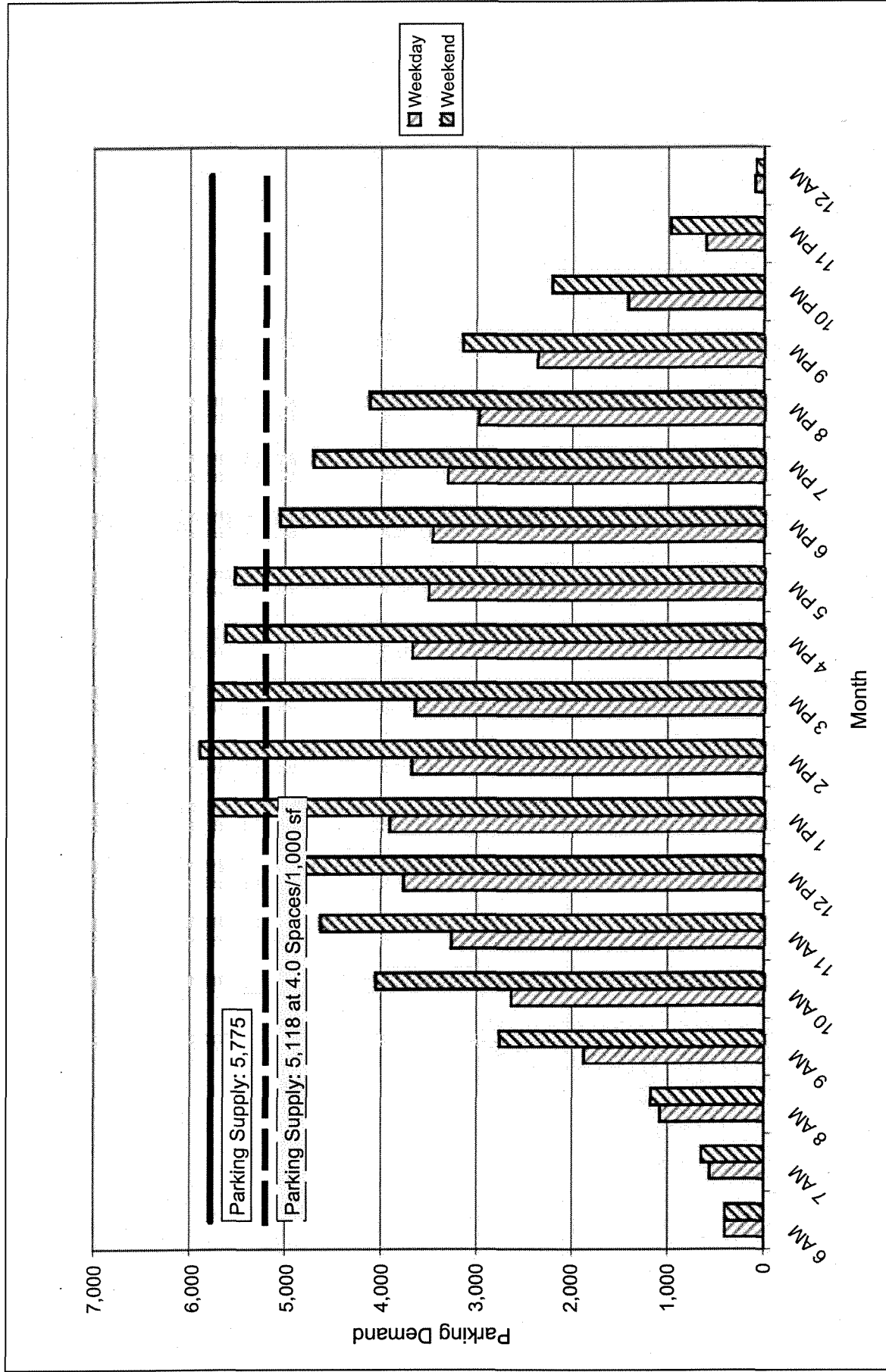


WEEKDAY MONTH-BY-MONTH PARKING DEMAND



WEEKEND MONTH-BY-MONTH PARKING DEMAND

FIGURE
6



DECEMBER DAILY PARKING DEMAND BY HOUR

FIGURE 7

TABLE 1
WESTFIELD NORTH COUNTY PARKING OCCUPANCY SURVEY

Thursday - 12/15/2011							
Lot # (1)	Available Spaces	1:00 PM		2:00 PM		3:00PM	
		Spaces Occupied	% Occupied	Spaces Occupied	% Occupied	Spaces Occupied	% Occupied
1	349	86	24.64%	78	22.35%	61	17.48%
2	344	57	16.57%	60	17.44%	59	17.15%
3	381	258	67.72%	267	70.08%	256	67.19%
4	360	340	94.44%	345	95.83%	336	93.33%
5	544	326	59.93%	304	55.88%	300	55.15%
6	252	47	18.65%	33	13.10%	38	15.08%
7	322	2	0.62%	2	0.62%	2	0.62%
8	439	126	28.70%	130	29.61%	105	23.92%
9	730	374	51.23%	374	51.23%	349	47.81%
10	622	573	92.12%	542	87.14%	521	83.76%
11	494	415	84.01%	408	82.59%	408	82.59%
12	439	281	64.01%	282	64.24%	282	64.24%
13	28	1	3.57%	0	0.00%	1	3.57%
14	245	215	87.76%	180	73.47%	175	71.43%
15	91	66	72.53%	60	65.93%	57	62.64%
Totals	5640	3167	56.15%	3065	54.34%	2950	52.30%

Saturday - 12/17/2011							
Lot # (1)	Available Spaces	1:00 PM		2:00 PM		3:00PM	
		Spaces Occupied	% Occupied	Spaces Occupied	% Occupied	Spaces Occupied	% Occupied
1	349	141	40.40%	173	49.57%	155	44.41%
2	344	232	67.44%	251	72.97%	244	70.93%
3	381	351	92.13%	351	92.13%	350	91.86%
4	360	361	100.28%	361	100.28%	361	100.28%
5	544	506	93.01%	508	93.38%	507	93.20%
6	252	210	83.33%	254	100.79%	257	101.98%
7	322	92	28.57%	127	39.44%	97	30.12%
8	439	440	100.23%	438	99.77%	439	100.00%
9	730	730	100.00%	720	98.63%	648	88.77%
10	622	630	101.29%	609	97.91%	605	97.27%
11	494	487	98.58%	487	98.58%	485	98.18%
12	439	433	98.63%	431	98.18%	433	98.63%
13	28	27	96.43%	28	100.00%	28	100.00%
14	245	247	100.82%	238	97.14%	218	88.98%
15	91	91	100.00%	90	98.90%	91	100.00%
Totals	5640	4978	88.26%	5066	89.82%	4918	87.20%

NOTE: See Appendix C for a map identifying the individual lots.

TABLE 2
WESTFIELD NORTH COUNTY
MODEL CALIBRATION RESULTS FOR EXISTING CONDITIONS - DECEMBER 2011 WEEKDAY

Parking Supply: 5640 Stalls		December																					
		Weekday Estimated Peak-Hour Parking Demand																					
		6 AM	7 AM	8 AM	9 AM	10 AM	11 AM	12 PM	1 PM	2 PM	3 PM	4 PM	5 PM	6 PM	7 PM	8 PM	9 PM	10 PM	11 PM	12 AM			
Super Regional Shopping Center (>600 ksf)	Employee	21	107	320	639	1,172	1,598	2,003	2,131	2,024	2,024	2,024	1,811	1,705	1,598	1,385	1,066	639	213	-			
	Family Restaurant	79	119	317	595	674	753	793	793	793	793	753	753	753	714	595	317	119	-				
	Employee	50	100	120	150	170	180	200	180	100	90	90	150	160	160	160	120	110	100	50			
	Employee	33	50	59	59	66	66	66	66	66	50	50	63	63	63	63	53	43	33	23			
TOTAL DEMAND		71	207	440	789	1,342	1,778	2,203	2,311	2,124	2,114	2,114	1,961	1,865	1,758	1,545	1,186	749	313	50			
Employee		112	169	376	654	740	819	859	859	859	843	843	816	816	816	777	648	360	162	23			
Reserved		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-			
TOTAL		183	376	816	1,443	2,082	2,597	3,062	3,170	2,983	2,957	2,957	2,777	2,681	2,574	2,322	1,834	1,109	475	73			
Overall PM		1 PM																			2,131	1,598	2,131
AM Peak Hr		11 AM																			1,598	753	1,598
PM Peak Hr		1 PM																			2,131	793	2,131
Eve Peak Hr		6 PM																			1,705	753	1,705

LJL base data have been modified from default values.

U.I. base data have been modified from default values.
Footnote(s):

TABLE 3
WESTFIELD NORTH COUNTY
MODEL CALIBRATION RESULTS FOR EXISTING CONDITIONS - DECEMBER 2011 WEEKEND

		December																						
		Weekend Estimated Peak Hour Parking Demand																						
		6 AM	7 AM	8 AM	9 AM	10 AM	11 AM	12 PM	1 PM	2 PM	3 PM	4 PM	5 PM	6 PM	7 PM	8 PM	9 PM	10 PM	11 PM	12 AM	Overall PK 2 PM	AM Peak H 11 AM	PM Peak H 2 PM	Eve Peak H 6 PM
Super Regional Shopping Center (>600 lot)	Super Regional Shopping Center (>600 lot)	39	195	390	1,363	2,337	2,727	2,999	3,700	3,895	3,895	3,700	3,506	3,115	2,921	2,532	1,948	1,363	594	-	3,895	2,727	3,895	3,116
	Employee	89	134	357	669	758	847	892	892	892	892	892	847	714	669	580	401	134	42	-	892	847	892	758
	Family Restaurant	28	71	127	198	254	254	283	240	184	113	127	170	198	184	184	85	71	42	28	184	254	184	198
	Employee	50	75	90	90	100	100	100	100	100	100	75	75	95	95	95	95	80	65	65	35	100	100	100
TOTAL DEMAND	Customer	67	266	517	1,561	2,591	2,981	3,282	3,940	4,079	4,008	3,627	3,676	3,314	3,119	2,716	2,033	1,434	626	28	4,079	2,981	4,079	3,314
	Employee	139	209	447	759	856	947	962	992	962	967	967	942	853	809	764	660	466	199	35	962	947	962	853
	Reserved	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
		206	475	964	2,320	3,449	3,928	4,274	4,932	5,071	4,975	4,794	4,618	4,167	3,928	3,480	2,693	1,900	825	63	5,071	3,928	5,071	4,167

TABLE 4
WESTFIELD NORTH COUNTY
FUTURE CONDITIONS – MIXED USE DEVELOPMENT
SHARED PARKING DEMAND SUMMARY

PEAK MONTH: DECEMBER -- PEAK PERIOD: 2 PM, WEEKEND												
Projected Parking Supply:			Weekday					Weekend				
Land Use	Project Data Quantity	Unit	Base Rate	Mode Adj	Non- Captive Ratio	Project Rate	Unit	Base Rate	Mode Adj	Non- Captive Ratio	Project Rate	Unit
Super Regional Shopping Center (>600 ksf)	1,169,590	sf GLA	2.15	1.00	1.00	2.15	/ksf GLA	3.90	1.00	1.00	3.90	/ksf GLA
Employee			0.80	0.95	1.00	0.76	/ksf GLA	0.82	0.95	1.00	0.78	/ksf GLA
Family Restaurant	58,806	sf GLA	9.00	1.00	0.50	4.50	/ksf GLA	12.75	1.00	0.50	6.38	/ksf GLA
Employee			1.50	0.95	1.00	1.43	/ksf GLA	2.25	0.95	1.00	2.14	/ksf GLA
Health Club	51,089	sf GLA	6.60	1.00	0.80	5.28	/ksf GLA	5.50	1.00	0.80	4.40	/ksf GLA
Employee			0.40	0.95	1.00	0.38	/ksf GLA	0.25	0.95	1.00	0.24	/ksf GLA
ULI base data have been modified from default values.												
			Weekday					Weekend				
			Peak Hr	Peak Mo	Estimated	Peak Hr	Peak Mo	Estimated	Peak Hr	Peak Mo	Estimated	Peak Hr
			1 PM	December	Parking Demand	2 PM	December	Parking Demand	2 PM	December	Parking Demand	2 PM
			1.00	1.00	2,515	1.00	1.00	889	1.00	1.00	4,561	
			1.00	1.00	889	1.00	1.00	911	1.00	1.00	911	
			0.90	1.00	238	0.65	1.00	244	0.65	1.00	244	
			1.00	1.00	84	1.00	1.00	125	1.00	1.00	125	
			0.70	0.90	170	0.25	0.90	51	0.25	0.90	51	
			0.75	1.00	14	0.50	1.00	6	0.50	1.00	6	
			Customer Employee Reserved Total					Customer Employee Reserved Total				
			2923 987 0 3910					4856 1042 0 5898				

TABLE 5
WESTFIELD NORTH COUNTY
FUTURE CONDITIONS -- MIXED USE DEVELOPMENT
DECEMBER WEEKDAY PEAK

		December													
		Weekday Estimated Peak-Hour Parking Demand													
		Projected Parking Supply: 5775 Stalls													
	Monthly Adj.	6 AM	7 AM	8 AM	9 AM	10 AM	11 AM	12 PM	1 PM	2 PM	3 PM	4 PM	5 PM	6 PM	7 PM
Super Regional Shopping Center (>600 ksf)	100%	25	126	377	755	1,383	1,886	2,364	2,515	2,389	2,389	2,389	2,138	2,012	1,886
Employee	100%	89	133	356	667	756	845	889	889	889	889	889	845	889	889
Family Restaurant	100%	66	132	159	198	225	238	265	238	132	119	119	198	212	212
Employee	100%	42	63	75	75	84	84	84	84	84	63	63	79	84	84
Health Club	90%	170	97	97	170	170	194	146	170	170	170	194	218	243	218
Employee	100%	14	14	14	14	14	14	14	14	14	14	14	19	20	15
TOTAL DEMAND	Customer	261	355	633	1,123	1,778	2,318	2,775	2,923	2,691	2,678	2,702	2,554	2,467	2,316
	Employee	145	210	445	756	854	943	987	987	987	966	966	943	993	988
	Reserved	-	-	-	-	-	-	-	-	-	-	-	-	-	-
ULI base data have been modified from default values.		406	565	1,078	1,879	2,632	3,261	3,762	3,910	3,678	3,644	3,668	3,497	3,460	3,304

TABLE 6
WESTFIELD NORTH COUNTY
FUTURE CONDITIONS -- MIXED USE DEVELOPMENT
DECEMBER WEEKEND PEAK

		December													
		Weekend Estimated Peak-Hour Parking Demand													
		Projected Parking Supply: 5775 Stalls													
	Monthly Adj.	6 AM	7 AM	8 AM	9 AM	10 AM	11 AM	12 PM	1 PM	2 PM	3 PM	4 PM	5 PM	6 PM	7 PM
Super Regional Shopping Center (>600 ksf)	100%	46	228	456	1,596	2,737	3,193	3,512	4,333	4,561	4,561	4,333	4,105	3,649	3,421
Employee	100%	91	137	364	683	774	865	911	911	911	911	911	865	815	767
Family Restaurant	100%	38	94	169	263	338	338	375	319	244	150	169	225	263	263
Employee	100%	63	94	113	113	125	125	125	125	125	94	94	119	125	125
Health Club	90%	162	91	71	101	71	101	101	61	51	61	111	202	192	121
Employee	100%	6	6	6	6	6	6	6	6	6	6	9	12	13	10
TOTAL DEMAND	Customer	246	413	696	1,960	3,146	3,632	3,988	4,713	4,856	4,772	4,613	4,532	4,104	3,805
	Employee	160	237	483	802	905	996	1,042	1,042	1,042	1,011	1,014	996	953	902
	Reserved	-	-	-	-	-	-	-	-	-	-	-	-	-	-
ULI base data have been modified from default values.		406	650	1,179	2,762	4,051	4,628	5,030	5,755	5,898	5,783	5,627	5,528	5,057	4,707

**TABLE 7
SHARED PARKING SUMMARY**

With 5,775 On-Site Spaces

LAND USE	PEAK JULY DEMAND (Typical Month)		PEAK DECEMBER DEMAND (Peak Month)	
	Weekday	Weekend	Weekday	Weekend
Retail	2,326	3,658	3,404	5,472
Restaurant	317	364	322	369
Health Club	134	42	184	57
Peak Demand	2,777	4,064	3,910	5,898
Customer	1,971	3,205	2,923	4,856
Employee	806	859	987	1,042
Peak Demand	2,777	4,064	3,910	5,898
Proposed Supply	5,775	5,775	5,775	5,775
Available Parking	2,998	1,711	1,865	0
Amount of Off-site Parking Needed	0	0	0	123

With 5,118 On-Site Spaces

LAND USE	PEAK JULY DEMAND (Typical Month)		PEAK DECEMBER DEMAND (Peak Month)	
	Weekday	Weekend	Weekday	Weekend
Retail	2,326	3,658	3,404	5,472
Restaurant	317	364	322	369
Health Club	134	42	184	57
Peak Demand	2,777	4,064	3,910	5,898
Customer	1,971	3,205	2,923	4,856
Employee	806	859	987	1,042
Peak Demand	2,777	4,064	3,910	5,898
Proposed Supply	5,118	5,118	5,118	5,118
Available Parking	2,341	1,054	1,208	0
Amount of Off-site Parking Needed	0	0	0	780

4. Summary and Conclusions

- Westfield LLC is proposing a renovation of its North County center that will add approximately 9,706 net new sf GLA to the existing center, after the construction of approximately 20,134 sf GLA of new space and the demolition of 10,428 sf GLA.
- As part of the renovation project, Westfield LLC is proposing to reduce the overall parking ratio at the center from the existing 4.51 spaces per 1,000 sf GLA to a ratio of 4.0 spaces per 1,000 sf GLA.
- The Westfield North County expansion would result in the parking supply being increased by 135 spaces to 5,775 total parking spaces. If the center moves to a parking ratio of 4.0 spaces per 1,000 sf GLA, this on-site parking supply would be reduced to 5,118 spaces to support the proposed 1,279,485 sf of development.
- Based on the Escondido Municipal Code, the Project would require a parking supply of 6,398 spaces without any consideration of shared parking among the land uses on the site.
- Based on the center's original Master Development Plan, the Project would require a parking supply of 5,886 spaces.
- Applying the national ULI and ICSC national rates, the Project would require a parking supply of 5,118 spaces on December weekdays and 5,758 on December weekends.
- Detailed parking occupancy counts were conducted at Westfield North County during the week before Christmas 2011. The parking occupancy data from these counts was used to calibrate the national ULI shared parking model so that it accurately replicates the parking patterns at Westfield North County.
- Using the calibrated shared parking model, the shared parking analysis shows that the expanded center would require a parking supply of 3,910 spaces on a December weekday and 5,898 spaces on a December weekend.
- When the effects of shared parking are taken into account, the 5,775-space parking supply for the Project provides sufficient spaces to meet the peak parking demand of the expanded center on all but approximately eight days of each year (peak weekends between Thanksgiving and New Year's).
- On those eight days (Christmas holiday weekend days), the Project would have to operate an off-site employee parking program that would serve approximately 125 employee vehicles during the midday time period so that the on-site parking supply could be made available to customers. This represents approximately 12% of the total employee parking supply on the peak December weekends.

-
- Based on the shared parking summary, it is arguable that the Project could qualify for a parking space requirement as low as 3.35 parking spaces per 1,000 sf GLA provided it supplied an adequate offsite supply during the busiest eight-to-10 days during each year (Christmas holiday weekends).
 - For this Project, a required parking ratio of 4.0 parking spaces per 1,000 sf GLA would result in an on-site supply of 5,118. This on-site supply would need to be supplemented by an offsite employee lot during Christmas holiday weekends that would need to accommodate 780 vehicles.
 - Westfield would like to retain the ability to stage special events in the parking lots of Westfield North County during times of the year when parking demand is low. The temporary physical loss of spaces from any special event held in the parking lots combined with the peak parking demand generated by the special event must not exceed the following parking spaces during the indicated time frame:
 - January to May and September to Early November
 - Weekdays – 2,918 parking spaces
 - Weekends – 1,615 parking spaces
 - Summer Months (June, July & August)
 - Weekdays – 2,866 parking spaces
 - Weekends – 1,488 parking spaces

These numbers are based on an on-site supply of 5,775 spaces. If the on-site parking supply is reduced to 5,118 spaces, the parking availability estimates above would be reduced by approximately 655 spaces, thus reducing the size of the allowable special events.

References

Escondido Municipal Code, City of Escondido, March 2010.

Parking Requirements for Shopping Centers, 2nd Edition, Urban Land Institute and the International Council of Shopping Centers, 1999.

Shared Parking, 2nd Edition, Urban Land Institute and the International Council of Shopping Centers, 2005.

WESTFIELD NORTH COUNTY HOLIDAY OFF-SITE PARKING PROGRAM

PROGRAM:

To meet the holiday shopping demand for vehicular traffic, Westfield will be implementing when necessary an off-site holiday employee parking program. Shuttles will run from the shopping center to one or more adjacent locations on the critical 8-10 peak shopping days between Thanksgiving and Christmas.

- Westfield will organize an offsite location to park the vehicles in advance of the holiday season. Potential locations are San Pasqual High School and the Park and Ride Facility. San Pasqual High School has 800 available stalls for use and the Park and Ride Facility has 215 parking stalls.
- Westfield will contract with a bus company who will provide shuttles and drivers to transport employees between the off-site parking facility and the shopping center. Depending the time of day, there will be multiple shuttles running. We will provide multiple shuttle stops around the mall.
- Westfield will communicate the program to all mall employees verbally as well as in writing and security will assist in enforcing the policy on a daily basis in the parking lot.
- Westfield provides security in the off-site parking location to ensure the upmost safety.
- Westfield Marketing will implement an awareness program with rewards given out to employees who ride the shuttle.

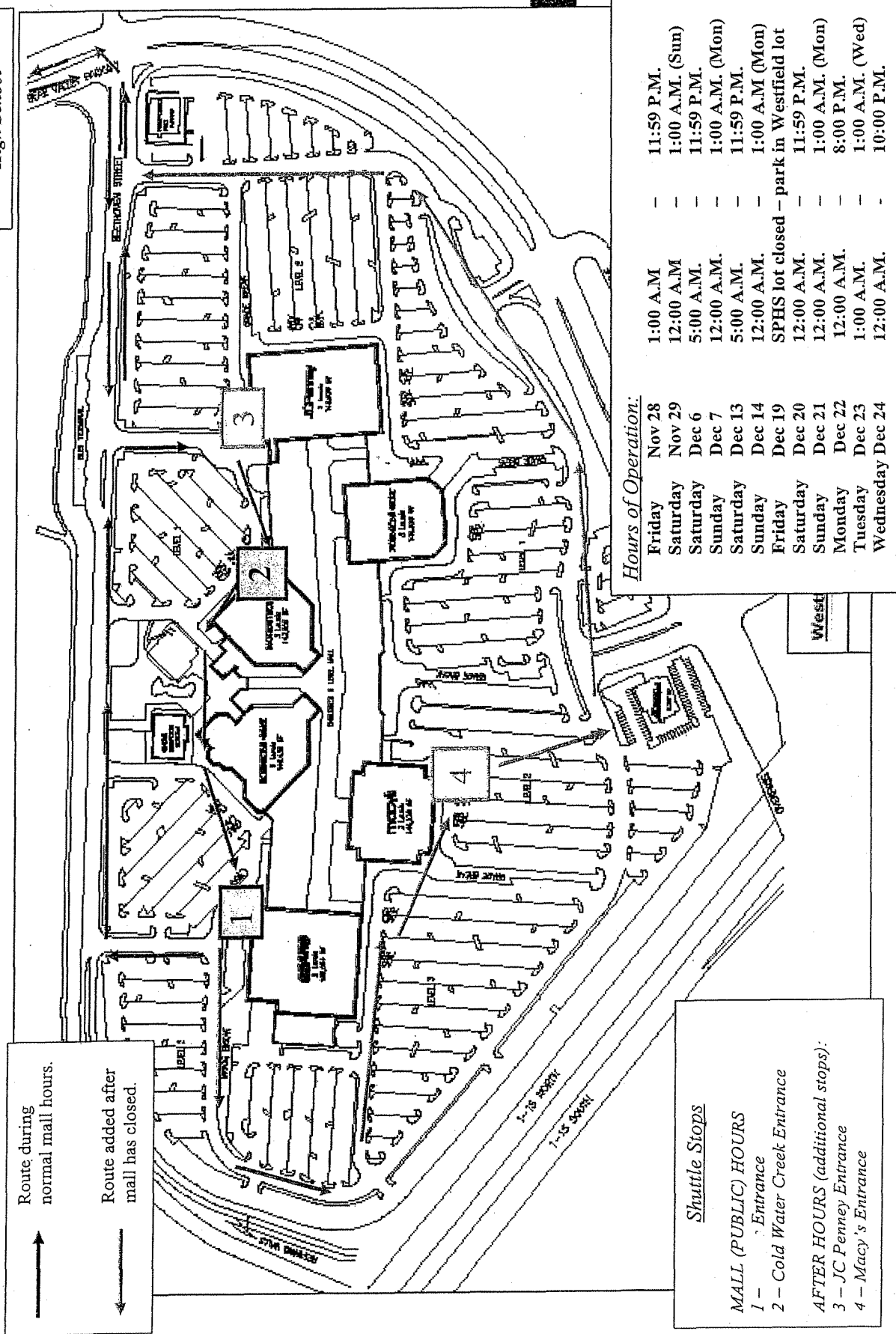
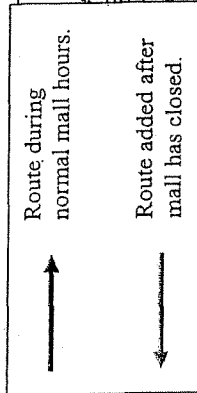
Attached you will see a sample of the proposed shuttle hours and route map. Shuttle buses will operate at regular intervals from the off-site location. Buses will pick up employees at the off-site location and transport them to any of the possible five designated stops at the center. Shuttle stops for example would be as follows:

- Stop #1 – JCPenney's north side, first level
- Stop #2 – Nordstrom north side, first level, at Coldwater Creek entrance
- Stop #3 – Sears, north side, second level, at North County Tavern and Bowl
- Stop #4 – Macy's, south side, second level
- Stop #5 – Panera Bread, south side, second level

The shuttle bus will run this route into the evening. However, late at night for more personalized service, we would recommend the individual contact the shuttle bus by calling security rather than waiting outdoors at the shuttle stop.

Westfield North County Holiday Shuttle Program Schedule, Route & Map

Employee Parking:
San Pasqual
High School



Shuttle Stops

MALL (PUBLIC) HOURS

1 - Entrance

2 - Cold Water Creek Entrance

AFTER HOURS (additional stops):

3 - JC Penney Entrance

4 - Macy's Entrance

Hours of Operation:

Friday	Nov 28	1:00 A.M.	-	11:59 P.M.
Saturday	Nov 29	12:00 A.M.	-	1:00 A.M. (Sun)
Saturday	Dec 6	5:00 A.M.	-	11:59 P.M.
Sunday	Dec 7	12:00 A.M.	-	1:00 A.M. (Mon)
Saturday	Dec 13	5:00 A.M.	-	11:59 P.M.
Sunday	Dec 14	12:00 A.M.	-	1:00 A.M. (Mon)
Friday	Dec 19	SPHS lot closed - park in Westfield lot		
Saturday	Dec 20	12:00 A.M.	-	11:59 P.M.
Sunday	Dec 21	12:00 A.M.	-	1:00 A.M. (Mon)
Monday	Dec 22	12:00 A.M.	-	8:00 P.M.
Tuesday	Dec 23	1:00 A.M.	-	1:00 A.M. (Wed)
Wednesday	Dec 24	12:00 A.M.	-	10:00 P.M.

**CALL SECURITY FOR AFTER-HOURS TRANSPORTATION TO SPSH PARKING LOT
760-489-2359**

CENTER HOLIDAY HOURS							
November	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		24	25	26	27	28	29
SHOPPING CENTER	11:00 - 6:00	10:00 - 9:00	10:00 - 9:00	10:00 - 9:00	CLOSED	7:00 - 10:00	9:00 - 10:00
SPHS Parking Lot	---	---	---	---	THANKSGIVING DAY	ALL DAY & NIGHT YES	ALL DAY & NIGHT YES
Employee Shuttle	---	---	---	---			
NOV - DEC	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	30-Nov	1-Dec	2	3	4	5	6
SHOPPING CENTER	10:00 - 6:00	10:00 - 9:00	10:00 - 9:00	10:00 - 9:00	10:00 - 9:00	10:00 - 9:00	10:00 - 9:00
SPHS Parking Lot	---	---	---	---	---	---	ALL DAY & NIGHT YES
Employee Shuttle	---	---	---	---	---	---	
Dec-	7	8	9	10	11	12	13
SHOPPING CENTER	11:00 - 8:00	10:00 - 9:00	10:00 - 9:00	10:00 - 9:00	10:00 - 9:00	10:00 - 9:00	9:00 - 10:00
SPHS Parking Lot	ALL DAY & NIGHT YES	---	---	---	---	---	ALL DAY & NIGHT YES
Employee Shuttle	---	---	---	---	---	---	
Dec-	14	15	16	17	18	19	20
SHOPPING CENTER	9:00 - 10:00	9:00 - 10:00	9:00 - 10:00	9:00 - 10:00	9:00 - 10:00	8:00 - 11:00	8:00 - 11:00
SPHS Parking Lot	ALL DAY & NIGHT YES	---	---	---	---	CLOSED NO	ALL DAY & NIGHT YES
Employee Shuttle	---	---	---	---	---	Park in Westfield lot	
Dec-	21	22	23	24	25	26	27
SHOPPING CENTER	8:00 - 11:00	8:00 - 11:00	8:00 - 11:00	8:00 - 6:00	CLOSED	7:00 - 9:00	10:00 - 9:00
SPHS Parking Lot	ALL DAY & NIGHT YES	ALL DAY & NIGHT YES	ALL DAY & NIGHT YES	ALL DAY TILL 10 pm YES	CHRISTMAS DAY	CLOSED NO	---
Employee Shuttle	---	---	---	---			
DEC - JAN	28	29	30	31	1-Jan	2	3
SHOPPING CENTER	10:00 - 7:00	10:00 - 9:00	10:00 - 9:00	10:00 - 7:00	10:00 - 7:00	10:00 - 9:00	10:00 - 8:00
SPHS Parking Lot	---	---	---	---	---	---	---
Employee Shuttle	---	---	---	---	---	---	---

ORDINANCE NO. 2012-10

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF ESCONDIDO, CALIFORNIA, APPROVING A MODIFICATION TO THE MASTER AND PRECISE DEVELOPMENT PLAN FOR WESTFIELD NORTH COUNTY TO IMPLEMENT AN EXTERIOR REVITALIZATION PROGRAM, ADD RESTAURANT AND RETAIL FLOOR AREA, CONSTRUCT A NEW PARKING AREA, MODIFY THE LIST OF PERMITTED USES, REDUCE THE PARKING RATIO AND INITIATE A NEW SIGN PROGRAM

PLANNING CASE NO. PHG 12-0005

The City Council of the City of Escondido, California, DOES HEREBY ORDAIN as follows:

SECTION 1. That proper notice of a public hearing has been given and a public hearing has been held before the City Council on this issue and that the City Council has considered the proposal, the staff report, the Notice of Exemption, and any public testimony presented at the hearing.

SECTION 2. That pursuant to the provisions of the Business Enhancement Zone, Article 69 of the Escondido Zoning Code, the City Council Economic Development Subcommittee approved a request for expedited processing of the proposed modification to a Master and Precise Development Plan on November March 28, 2012.

SECTION 3. That the City Council has reviewed the Statement of Exemption prepared for the project in conformance with CEQA Section 15301, Class 1, "Existing

Facilities,” and has determined that all environmental issues associated with the project have been addressed and no significant environmental impacts will result from approving this modification to the Master and Precise Development Plan.

SECTION 4. That upon consideration of the staff report and all public testimony presented at the hearing held to consider the proposed modification, this City Council finds that the proposed modification to the Master and Precise Development Plan is consistent with the General Plan and all applicable specific plans of the City of Escondido.

SECTION 5. That the Findings of Fact, attached as Exhibit “A,” and incorporated by this reference, were adopted by the City Council.

SECTION 6. That the City Council desires at this time and deems it to be in the best public interest to approve the requested modification to the Master and Precise Development Plan to for Westfield North County to implement an exterior revitalization program, add restaurant and retail floor area, demolish three freestanding buildings in the former "duck pond" area and convert to additional parking, and modify the list of permitted uses, parking ratio and the sign program, subject to the conditions of approval set forth in Exhibit “B,” attached to this Ordinance and incorporated by this reference. The subject 83-acre site is located on the northern side of Via Rancho Parkway, east of Interstate 15, and addressed as 200 E. Via Rancho Parkway.

SECTION 7. SEPARABILITY. If any section, subsection sentence, clause, phrase or portion of this ordinance is held invalid or unconstitutional for any reason by any court of competent jurisdiction, such portion shall be deemed a separate, distinct

and independent provision and such holding shall not affect the validity of the remaining portions.

SECTION 8. That as of the effective date of this ordinance, all ordinances or parts of ordinances in conflict herewith are hereby repealed.

SECTION 9. That the City Clerk is hereby directed to certify to the passage of this ordinance and to cause the same or a summary to be published one time within 15 days of its passage in a newspaper of general circulation, printed and published in the City of Escondido.

FINDINGS OF FACT
PHG 12-0005
EXHIBIT "A"

Modification to a Master and Precise Development Plan

1. The proposed modification to the Master and Precise Development Plan to implement an exterior revitalization program, add restaurant and retail floor area, demolish three freestanding buildings in the former "duck pond" area and convert to additional parking, and modify the list of permitted uses, parking ratio and the sign program would be in conformance with General Plan Policy B4.1(b)(11) which identifies the project site as an 83-acre shopping mall anchored by large department stores and other diverse general commercial uses, including restaurants. Development of new floor area and the revision to the list of permitted uses, sign standards, parking ratio is consistent with the Planned Development zoning on the site that was established for the regional shopping center. The proposed project would be in conformance with General Plan Economic Policies (page II-23) which encourage economic activities to expand or locate in Escondido that are clean and nonpolluting, provide additional employment opportunities, reduce the need for Escondido resident to commute out of the area, will maintain the City's fiscal stability, and are aesthetically superior. The proposed building additions would introduce new features into the center that are aesthetically pleasing and consistent with the existing mall architecture. The proposed project would not diminish the Quality-of-Life Standards of the General Plan as the project would not materially degrade the level of service on adjacent streets or public facilities, create excessive noise, and adequate parking, circulation and public services can be provided to the site as discussed in the staff report.
2. The approval of the proposed modification to the Master and Precise Development Plan would be based on sound principles of land use since adequate parking, circulation, utilities and access would be provided for the development. The proposed building additions would not conflict with the design of the existing shopping center due to their low profile designs and compatible architectural features. The proposed revision to the list of permitted uses adds additional business opportunities to create a lifestyle center that meets the commercial needs of local residents. The reduction in the parking ratio to 4.0 parking spaces per 1,000 SF of gross leasable area will still ensure adequate parking on the site except for approximately eight days during the Christmas holiday season when an appropriate amount of off-site parking will be provided for employees. The proposed modification to the Master Sign Program provides clarity on sign allowances and ensures an appropriate amount of exterior signage is available for tenant needs.
3. The proposed modification to the Master and Precise Development Plan would not cause deterioration of bordering land uses since the site is zoned for commercial development and is developed with an approximately 1.2 million SF (GLA) regional shopping mall. The proposed project area is adjacent to Interstate 15 to the west, Via Rancho Parkway and commercial development on the south, and is buffered from Kit Carson Park to the north by a large earthen berm. The proposed building additions will add less than 10,000 SF of net floor area to the mall and will be designed to be consistent with the existing architecture. The new parking lot addition will eliminate three vacant commercial buildings on the site and improve the appearance of the

northern side of the shopping center. The exterior renovation program will enhance the appearance of the mall property by adding new entry elements to the building, painting the entire exterior of the building and resurfacing the entire parking lot.

4. The proposed development is well-integrated with the surrounding properties since the site will continue to function as a regional shopping center and the new architectural elements and additions are relatively minor considering the scale of the mall and would be consistent with existing commercial structures. Additional on-site landscaping would be provided in the new parking lot area on the north side of the property.
5. The overall design of the proposed planned development would produce an attractive commercial facility due to its location, the architectural features provided, and landscape design.
6. The development will not require excessive grading since the site has been previously developed and is relatively level.

CONDITIONS OF APPROVAL
PHG 12-0005
EXHIBIT "B"

Planning Division Conditions

1. The developer shall be required to pay all development fees of the City then in effect at the time and in such amounts as may prevail when building permits are issued, including any applicable City-Wide Facilities fees.
2. All construction and grading shall comply with all applicable requirements of the Escondido Zoning Code and requirements of the Planning Division, Engineering Division, Building Division, and Fire Department.
3. If blasting is required, verification of a San Diego County Explosives Permit and a copy of the blaster's public liability insurance policy shall be filed with the Fire Chief and City Engineer prior to any blasting within the City of Escondido.
4. The legal description attached to the application has been provided by the applicant and neither the City of Escondido nor any of its employees assume responsibility for the accuracy of said legal description.
5. All requirements of the Public Art Partnership Program, Ordinance No. 86-70, shall be satisfied prior to building permit issuance. The ordinance requires that a public art fee be added at the time of the building permit issuance for the purpose of participating in the City Public Art Program.
6. All new exterior lighting shall conform to the requirements of Article 35 (Outdoor Lighting) of the Escondido Zoning Code. All outdoor lighting shall be provided with appropriate shields to prevent light from adversely affecting adjacent properties.
7. Parking shall be provided at a ratio of 4.0 parking spaces per 1,000 SF of gross leasable area. The proposed project would result in 1,279,485 SF of gross leasable area and a minimum requirement of 5,118 parking spaces. Said parking spaces shall be double-striped and dimensioned per City standards. The striping shall be drawn on the plan or a note shall be included on the plan indicating the intent to double-stripe per City standards.
8. The applicant shall be required to implement an off-site parking program for employees during peak shopping days and hours between Thanksgiving and the end of December. The number of off-site spaces secured by the applicant shall correspond to the need established by the Shared Parking Analysis submitted as part of this project.
9. Parking for disabled persons shall be provided (including "Van Accessible" spaces) in full compliance with Section 1129B (Accessible Parking Required) of the California Building Code,

including signage. All parking stalls shall be provided with six-inch curbing or concrete wheel stops in areas where a vehicle could reduce minimum required planter, driveway or sidewalk widths.

10. An inspection by the Planning Division will be required prior to operation of the project. Items subject to inspection include, but are not limited to parking layout and striping (double-stripe), identification of handicap parking stalls and required tow-away signs, lighting, landscaping, as well as any outstanding condition(s) of approval. Everything should be installed prior to calling for an inspection, although preliminary inspections may be requested. Contact the project planner at (760) 839-4671 to arrange a final inspection.
11. Trash enclosures must be designed and built per City standards, and permanently maintained. All trash enclosures (including existing trash enclosures) shall meet current engineering requirements for storm water quality, which includes the installation of a decorative roof structure. Solid metal doors shall be incorporated into the trash enclosure. A decorative exterior finish shall be used. All trash enclosures must be screened by landscaping as specified in the Landscape Ordinance. All trash enclosures shall be of sufficient size to allow for the appropriate number of trash and recyclable receptacles as determined by the Planning Division and Escondido Disposal, Inc.
12. Colors, materials and design of the project shall be in substantial conformance with the plans/exhibits approved by the City Council on May 9, 2012, and the exhibits and details in the staff report to the satisfaction of the Planning Division.
13. No signage is approved as part of this permit. A separate sign permit shall be required prior to the installation of any signs. All proposed signage associated with the shopping center must comply with the Master Sign Program approved as part of this project.
14. Signs designated for advertising will be used to advertise a business or service located on the site, a product or any goods produced or available for purchase on the site, or an event that will occur on the site. To the extent property owner wishes to have exterior advertising different from, or beyond the criteria set forth above, approval may be obtained on a case by case basis from the Director of Community Development following an application in writing. The Director shall promptly act on any such requests, but such approval or disapproval shall not exceed 10 business days after a request is submitted (or such request is otherwise deemed approved), and property owner may appeal the decision as provided by the Escondido Zoning Code. Off-premise advertising is prohibited. Developer acknowledges that City reserves the right to reject any exterior signs that do not meet the criteria set forth herein that it considers to be inconsistent with the operation of a first class regional mall and the image of the shopping center and its retailers, and shall not include matters any violent, sexually explicit or obscene matters, or any matters which promote or encourage activity which is in violation of law.
15. Individual sign panels located below the Westfield logo on the freeway pylon shall be limited to on-site tenant names only.
16. All new utilities shall be underground.

17. All rooftop equipment must be fully screened from all public view utilizing materials and colors which match the building.
18. The City of Escondido hereby notifies the applicant that the County Clerk's office requires a documentary handling fee of \$50.00 in order to file a Notice of Exemption for the project (environmental determination for the project). In order to file the Notice of Exemption with the County Clerk, in conformance with the California Environmental Quality Act (CEQA) Section 15062, the applicant should remit to the City of Escondido Planning Division, within two working days of the final approval of the project (the final approval being the hearing date of the Planning Commission or City Council, if applicable), a certified check payable to the "County Clerk" in the amount of \$50.00. The filing of a Notice of Exemption and the posting with the County Clerk starts a 35 day statute of limitations period on legal challenges to the agency's decision that the project is exempt from CEQA. Failure to submit the required fee within the specific time noted above will result in the Notice of Exemption not being filed with the County Clerk, and a 180 day statute of limitations will apply.
19. All project generated noise shall comply with the City's Noise Ordinance (Ord. 90-08) to the satisfaction of the Planning Division.
20. All vegetation (including existing vegetation required as part of previous project approvals) shall be maintained in a flourishing manner, and kept free of all foreign matter, weeds and plant materials not approved as part of the landscape plan. All irrigation shall be maintained in fully operational condition.
21. Five copies of a detailed landscape and irrigation plan(s) shall be submitted prior to issuance of grading permit for the new parking lot in the former "duck pond" area. A plan check fee based on the current fee schedule will be collected at the time of the submittal. The required landscape and irrigation plans(s) shall comply with the provisions, requirements and standards outlined in Article 62 (Landscape Standards) of the Escondido Zoning Code. The plans shall be prepared by, or under the supervision of a licensed landscape architect
22. Street trees shall be maintained along each of the site's street frontages, in conformance with the Landscape Ordinance and the City of Escondido Street Tree List. New trees within five feet of the pavement shall be provided with root barriers.
23. Permitted businesses, land uses and tenants on the mall site shall be regulated by the Master Plan List of Permitted Uses approved as part of this project.
24. Temporary parking lot events/uses shall be regulated by the Master Plan List of Permitted Temporary Uses approved as part of this project and shall be subject to the guidelines for Temporary Use Permits described therein. No temporary parking lot events (except Christmas tree sales) shall be permitted between Thanksgiving and Christmas.
25. The maximum size of the freestanding restaurant pad building approved as part of this project shall be limited to 7,000 SF. Architectural and grading plans for the restaurant building shall be

consistent with this Master Plan approval and shall be subject to an administrative review process (Plot Plan) by the Director of Community Development prior to issuance of grading or building permits.

26. The new 207-space parking lot in the vicinity of the Onami building and former "duck pond" area shall be completed prior to issuance of a Certificate of Occupancy for the mall exterior renovation program (Building Permit B12-0245).
27. All conditions of previous Master and Precise Development Plans approved on the site shall remain in full force and effect unless expressly modified herein.

Engineering Division Conditions

STREET IMPROVEMENTS AND TRAFFIC

1. All improvements shall be constructed in a manner that does not damage existing public improvements. Any damage shall be determined by and corrected to the satisfaction of the Director of Engineering Services.
2. The developer's engineer shall prepare a complete signing and striping plan for the proposed parking lot improvements. Developer's contractor shall complete any necessary removal of existing striping and shall install all new signing and striping.
3. The developer will be required to provide a detailed detour and traffic control plan, for all construction within existing rights-of-way, to the satisfaction of the Traffic Engineer and the Field Engineer. This plan shall be approved prior the issuance of an Encroachment Permit for construction within the public right-of-way.

GRADING

1. A site grading and erosion control plan prepared by a Registered Civil Engineer shall be approved by the Engineering Department prior to issuance of building permits. The site grading and erosion control plan will not be forwarded from the Building Department, but shall be submitted separately to the Engineering Department.
2. The proposed parking lot shall be paved with a minimum of 4" AC over 6" of AB or 6" PCC over 6" AB or an alternative approved by the Director of Engineering Services. All paved areas exceeding 15% slope or less than 1.0% shall be paved with PCC. Parking areas with slopes between 0.5% and 3% may be paved with decomposed granite with the review and approval of the City Engineer.
3. Erosion control, including riprap, interim sloping planting, gravel bags, or other erosion control measures shall be provided to control sediment and silt from the project. The developer shall be responsible for maintaining all erosion control facilities throughout the development of the project.

4. All proposed retaining walls shall be shown on and permitted as part of the site grading plan. Profiles and structural details shall be shown on the site grading plan and the Soils Engineer shall state on the plans that the proposed retain wall design is in conformance with the recommendations and specifications as outlined in his report. Structural calculations shall be submitted for review by a Consulting Engineer for all walls not covered by Regional or City Standard Drawings. Retaining walls or deepened footings that are to be constructed as part of building structure will be permitted as part of the Building Dept. plan review and permit process.
5. The developer shall be responsible for the recycling of all excavated materials designated as Industrial Recyclables (soil, asphalt, sand, concrete, land clearing brush and rock) at a recycling center or other location(s) approved by the City Director of Engineering Services.
6. A General Construction Activity Storm Water Permit is required from the State Water Resources Board for all storm water discharges associated with a construction activity where clearing, grading and excavation results in a land disturbance of 1 or more acres.
7. After the approval of the site grading and erosion control plan, and prior to the start of construction of the grading and street improvements, the developer will be required to sign a Storm Water Management Plan form, and then obtain a Grading Permit and Encroachment Permit from the Engineering Field Office.

DRAINAGE

1. Final on-site and off-site storm drain improvements shall be determined to the satisfaction of the City Engineer and shall be based on a drainage study to be prepared by the Engineer of work. The drainage study shall be in conformance with the City of Escondido Design Standards.
2. The project shall limit drainage flows to their pre-construction rates. Details and calculations for the detention basin shall be submitted and approved as part of the grading plan check.
3. A Final Water Quality Technical Report together with Hydro-Modification Calculations in compliance with City's latest adopted Storm Water Management Requirements shall be prepared and submitted for approval by the City Engineer together with the grading plans. The Water Quality Technical Report shall include post construction storm water treatment and HMP measures and maintenance requirements.
4. All on-site storm drains, detention basins, and all other post-construction BMP facilities are private. The responsibility for maintenance of these storm drains shall be that of the property owner or property owner's association.
5. The developer will be required to have the current owner of the property sign, notarize, and record a Storm Water Control Facility Maintenance Agreement.

WATER SUPPLY

1. Fire hydrants and detector checks shall be installed at locations approved by the Fire Marshal. All water improvements shall be designed and constructed to the satisfaction of the Utilities Director.

2. No deep rooted plants or trees shall be planted within 15 feet of any existing or proposed public water lines.
3. A portion of the proposed stairway is being built on top of the existing 12 inch public water line. The project engineer shall propose relocation of the 12 inch water line or propose a special design for the stairways to avoid impact to the 12 inch water line, subject to review and approval by the Utilities Director.

SEWER

1. All sewer improvements shall be subject to design and construction to the satisfaction of the Utilities Director.
2. A portion of the proposed restaurant is being built on top of the existing public sewer main. The project engineer shall relocate the existing sewer line or propose a special design foundation subject to review and approval by the Utilities Director.
3. No deep rooted plants or trees shall be planted within 15 feet of any existing or proposed public sewer lines.

EASEMENTS AND DEDICATIONS

1. All easements, both private and public, affecting subject property shall be delineated and labeled on the grading plans.
2. The developer shall make arrangements to remove from title all existing easements which conflict with the proposed grading and parking improvements on the site.

CASH SECURITY AND FEES

1. A cash security shall be posted to pay any costs incurred by the City to clean-up eroded soils and debris, repair damage to public or private property and improvements, install new BMPs, and stabilize and/or close-up a non-responsive or abandoned project. Any moneys used by the City for cleanup or damage will be drawn from this security and the grading permit will be revoked by written notice to the developer until the required cash security is replaced. The cleanup cash security shall be released upon final acceptance of the grading and improvements for this project. The amount of the cash security shall be 10% of the total estimated cost of the grading, drainage, landscaping, and best management practices items of work with a minimum of \$5,000 up to a maximum of \$50,000, unless a higher amount is deemed necessary by the Director of Engineering Services.
2. The developer will be required to pay all development and plan check fees of the City then in effect at the time, and in such amounts as may prevail when building permits are issued.

Fire Department Conditions

1. All tenant improvement work shall require separate submittals for fire protection systems and fire alarms to the Fire Department.

2. All construction and demolition shall comply with Chapter 14 of the California Fire Code.
3. All fabric awnings must contain fire retardant materials certified by the State Fire Marshal.
4. All driveway modifications shall have a minimum inside turning radius of 28' with curbs marked as fire lanes to the satisfaction of the Fire Department.