



## A GUIDE TO ESCONDIDO, CALIFORNIA

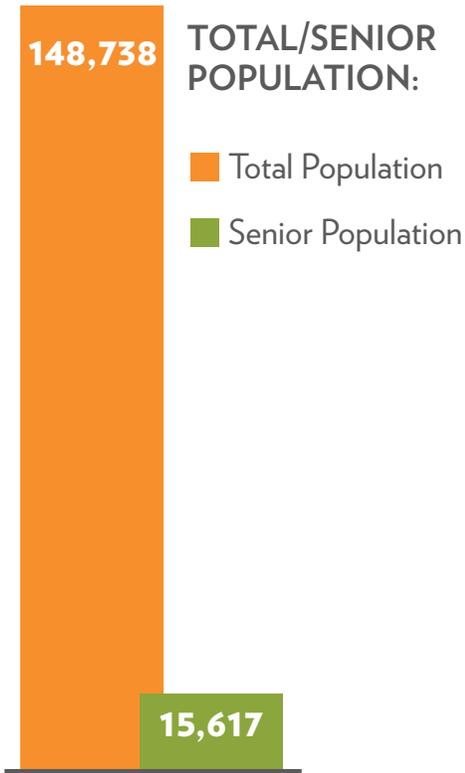
Learn about life and things to do in Escondido, home to Redwood Terrace, a be.group senior living community.

**SET IN A LUSH VALLEY** filled with citrus trees and avocado groves, Escondido is a diverse, vibrant community with just the right mix of small-town friendliness and big-city buzz. With its Mediterranean climate of warm summers and cool winters, Escondido was named by Money Magazine as one of the “Best Places for a Healthy Retirement,” and it’s one of the few affordable communities where people of all income levels can enjoy the Southern California lifestyle.

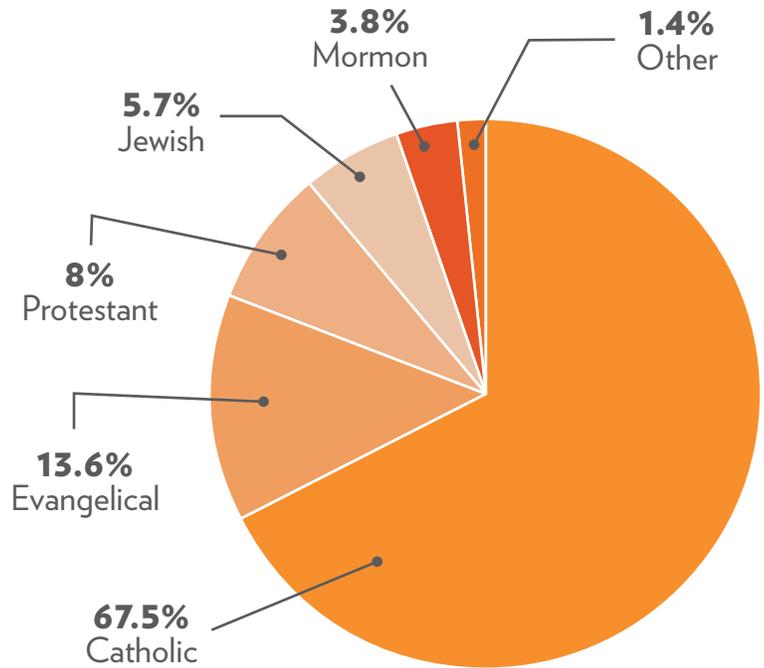
Founded in 1888, Escondido has a rich history that’s evident in its historic homes and charming downtown—even a weekly blast-from-the-past event, “Cruisin’ Grand,” in which classic restored cars parade down Grand Avenue every Friday night in spring and summer. The town is filled with amenities, from scenic parks and lakes to lively wineries and shopping centers.

You can hop on the freeway for a quick trip to the beach, San Diego and Baja California. Or head east on one of the back roads and be cruising past orange trees and vineyards within minutes. Take your pick of big-city life, small-town charm or natural tranquility.

# THE BASICS



## RELIGION (San Diego County):



## LOCAL MEDIA:

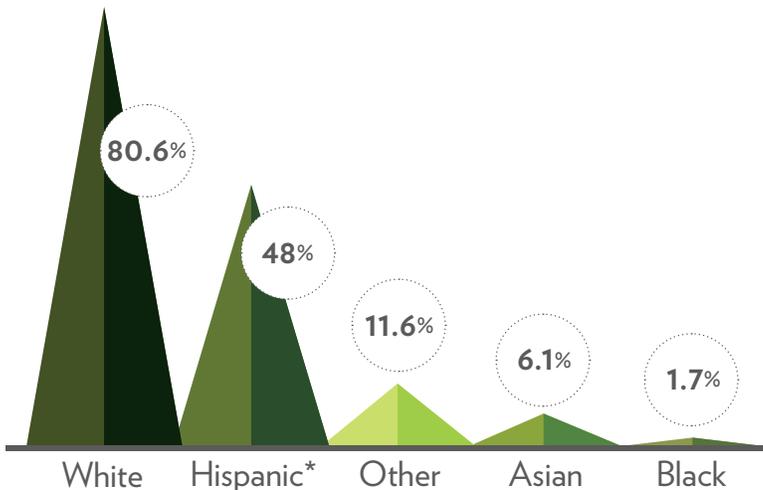


- U-T North County Times
- U-T San Diego
- San Diego Business Journal

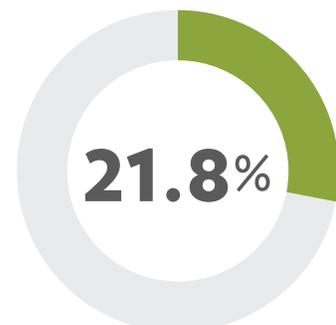
## MEDIAN INCOME:



## RACE & ETHNICITY:



## COLLEGE DEGREES:



\*According to the U.S. Census, "Hispanic" or "Latino" refer to a person of Cuban, Mexican, Puerto Rican, South or Central American, or other Spanish culture or origin regardless of race.

## EVERYDAY NEEDS

What about runnings errands? What conveniences are near Redwood Terrace? Below, find a list of some of the closest businesses, along with their short distances from Redwood Terrace.



### Supermarkets:

**Sprouts Farmers Market**  
510 W. 13th Ave. (0.2 miles)

**Vons**  
351 W. Felicita Ave. (0.9 miles)

**Trader Joe's**  
1885 S. Centre City Parkway (0.8 miles)



### Hotels:

**Howard Johnson**  
515 W. Washington Ave. (1.3 miles)

**Quality Inn & Suites**  
555 Centre City Parkway (1.3 miles)

**Comfort Inn**  
1290 W. Valley Parkway (1.2 miles)

**Holiday Inn Express**  
1250 W. Valley Parkway (1.3 miles)



### Banks:

**Wells Fargo**  
1809 S. Centre City Parkway (0.5 miles)

**Bank of America ATM**  
417 W. Felicita Ave. (0.6 miles)



### Pharmacy:

**Walgreens**  
Felicita Village Shopping Center  
460 W. Felicita Ave. (0.7 miles)



### Airport:

**San Diego International Airport** (31 miles)



### Hair Salons/Barbers:

**Refresh Salon**  
1848 S. Escondido Blvd. (1 mile)

**Del's Barber Shop**  
650 S. Escondido Blvd. (0.9 miles)



### Post Office:

403 N. Escondido Blvd. (1.2 miles)



### Religious Institutions:

**Grace Bible Church** (Reformed, Baptist and Evangelical) 655 W. 11th Ave.

**Grace Lutheran Church**  
643 W. 13th Ave.

**First Church of the Nazarene**  
1555 S. Redwood Drive

**First United Methodist Church**  
341 S. Kalmia St.

**St. Mary Catholic Church**  
1160 S. Broadway

## SHOPPING

Felicita Village Shopping Center, one mile south of Redwood Terrace off of Centre City Parkway, has your basics covered, from Trader Joe's groceries to Starbucks coffee.

In charming downtown Escondido, stroll down Grand Avenue to check out art galleries, like the Artists Gallery (121 W. Grand Ave., 1.5 miles), which features local artists. Poke your head into boutiques, like Stephen's Custom Jewelry (132 W. Grand Ave., 1.5 miles), which offers made-to-order designs and does jewelry repair. Buy your fruits and vegetables, many grown just down the road, at the Downtown Farmers' Market (between Kalmia and Juniper streets), held every Tuesday afternoon.

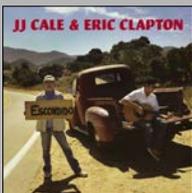
For Escondido's most upscale shopping experience, drive four miles south to the Westfield North County Shopping Center (E. Vio Rancho Parkway, 4 miles), where you'll find everything from the Apple Store's latest gadgets to Aveda's beauty and body treatments. Big department stores include JCPenney, Macy's and Nordstrom. Come every

Saturday at 10 a.m. for a free yoga class held by the women's athletic clothing store Lululemon.

## DINING

For upscale dining, Bellamy's (417 W. Grand Ave., 1.2 miles) mixes farm-to-table cuisine with traditional French influences. The seasonal menu has specialties ranging from rock crab salad to pork cheeks over corn pudding. Vintana, located on the "penthouse level" of the Centre at Lexus Escondido (1205 Auto Park Way, 1 mile), lets you gaze down at the town and countryside while enjoying California-style cuisine like cioppino fish stew and bruleed pork porterhouse.

Downtown is home to many of the locals' favorite eateries. Joe's Italian, run by Italian-born Giuseppe "Joe" Onda, serves excellent pastas and classics (403 W. Grand Ave., 1.2 miles). If you crave Mexican, La Tapatia is a local landmark that serves the standards on its outdoor deck—enjoy live jazz on Sunday evenings (340 W. Grand Ave., 1.4 miles). Avocado Grill is for avocado lovers—everything on



**FUN FACT** Eric Clapton owned a vacation home in Escondido in the '80s and '90s. Singer-songwriter J.J. Cale, whose song "After Midnight" Clapton turned into a big hit, grew up down the road from Escondido. When the two collaborated on a blues album in 2006, they named it "The Road to Escondido" because of their dual acquaintanceship with the city.

its American/Mexican menu has avocado, even the desserts (136 W. Grand Ave., 1.5 miles).

## NATURE

Southern California's famous beaches are just a half-hour away. Head west to South Carlsbad State Beach (25.5 miles) or south to Torrey Pines State Beach (22.1 miles) for swimming, fishing and beachcombing.

Closer to home, try one of Escondido's three lakes, which allow boating and fishing. Dixon Lake (7 miles), stocked with catfish, has night fishing in the summer. Lake Wohlford (8.2 miles) offers bluegill and trout. Lake Hodges (5.9 miles), with 27 miles of shoreline, is famous for its sizable largemouth bass.

Thanks to sunny California weather, Escondido offers year-round tee times at its seven golf courses. The Vineyard at Escondido (925 San Pasqual Road, 3.7 miles) has spectacular views of vineyards and Mount Palomar, and Reidy Creek (2300 N. Broadway, 4.8 miles) is considered one of the country's top par-3 courses.

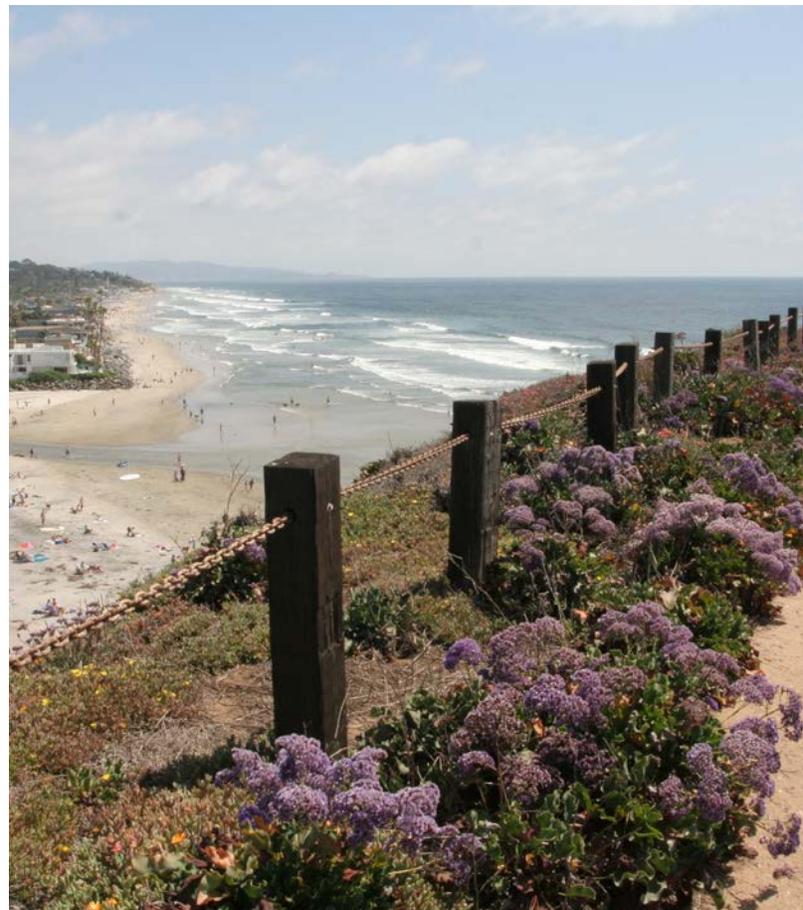
Escondido's many parks have miles of trails for walking, hiking, mountain biking and horse riding. Just 3.5 miles from Redwood Terrace is Kit Carson Park (3333 Bear Valley Parkway), which also features tennis courts, an arboretum and a sculpture garden. Or head into the great outdoors at Daley Ranch (3024 La Honda Drive, 9.5 miles), with 20 miles of trails among lush oak forests and grasslands.

## TOP ATTRACTIONS

Escondido has its share of arts and entertainment. The California Center for the Arts houses two theaters, a visual arts museum and conference center at 340 N. Escondido Blvd. Recent art exhibits spotlight Mexico's Dia de los Muertos and plein-air painting, and musical events range from opera to jazz jam sessions. To view more art, check out the

dozen galleries in historic downtown, plus the 19 stops on the Public Art walking tour.

Theatergoers will love the Patio Playhouse (201 E. Grand Ave.), Escondido's nearly 50-year-old community theater group, which presents musicals like "Fiddler on the Roof" and classic plays like "Our Town." Volunteers of all ages can participate, both onstage and behind the scenes. Drive 10 miles north to the Welk Resort Theatre to see big, Broadway-style shows such as "Oklahoma" and "The Odd Couple," concerts and comedy shows.



Step back into Escondido's past at its History Center (321 N. Broadway), which features the city's original Santa Fe Depot, and its first library, Victorian house and barn. For those who like to work with their hands, the blacksmith shop offers beginner and intermediate classes in blacksmithing and wheelwrighting on Saturdays.

San Diego County is acclaimed for its wineries and craft breweries, and Escondido has its share, from urban tasting rooms to hilltop wineries with spectacular views. Visit Stone Brewing Co. (1999 Citracado Parkway, 3.4 miles) to try top-notch craft beers, and pair them with tasty farm-to-table appetizers at its restaurant. A 4-mile drive south will take you to Orfila Vineyards (13455 San Pasqual Road, 4.3 miles), an award-winning boutique winery in the picturesque San Pasqual Valley.

## ENTERTAINING GRANDCHILDREN

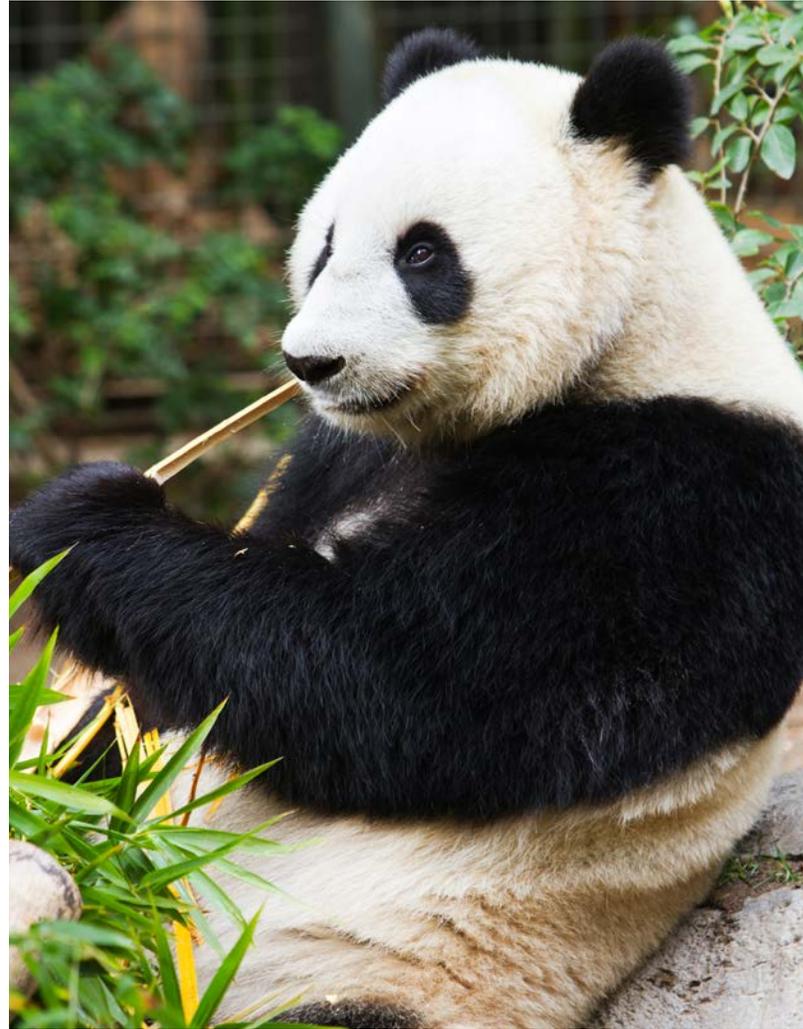
There are more than just beaches for your grandchildren. The San Diego Children's Discovery Museum (320 N. Broadway), 1.7 miles north across from Grape Day Park, features hands-on exhibits, story times and programs for children up to 10 years old. Weeklong Discovery Camps in the summer have themes like "Build It" for future engineers and "Super Foodies" to learn healthy eating.

Five miles south, in the San Pasqual Valley, is the San Diego Zoo's Safari Park (15500 San Pasqual Valley Road, 5.5 miles), which features herds of giraffes, rhinoceroses, buffalo and other wild, endangered animals in free-range, natural settings. The Park also offers daylong and weeklong summer camps for kids ages 2-17.

The San Diego Zoo is a good reason for a visit to the city, 30 miles south, along with a trip to SeaWorld or a Padres baseball game downtown at Petco Park.

Another kids attraction not to miss is the roller coasters, water park and Lego-made attractions at Legoland (1 Legoland Drive), 17 miles west in Carlsbad.

Or just stay local with a day of fishing in Dixon Lake, and hiking or a horseback ride at the 3,058-acre wilderness preserve at Daley Ranch.



### About be.group

[www.thebegroup.org](http://www.thebegroup.org)

As one of California's largest nonprofit providers of senior living communities, be.group is dedicated to helping residents and clients discover new ways to embrace life's possibilities and new options for exploring their potential. Our name, be.group, sums up everything we've been, everything we are today and everything we aspire to be in the future. Our vision, like the vision of our founders, begins and ends with the people we serve. We're here to help seniors be who they want to be: themselves.

be.group has seven licensed senior living communities and 26 affordable housing communities throughout California. Licensed communities include Kirkwood Orange, Redwood Terrace, Regents Point, Royal Oaks, Westminster Gardens, White Sands La Jolla and Windsor.