

chapter two

The vision framework establishes how the Poway Road Corridor will evolve.

This framework responds to these questions:

- *What do we imagine the Poway Road Corridor look like and how it will function in the future, both in terms of mobility and land use?*
- *How can we create a true Town Center, with great community gathering places, vibrant commercial businesses, and diverse places to live, all easily accessible to pedestrians and bicyclists?*
- *What types of businesses should be encouraged and accommodated to respond to*

VISION FRAMEWORK

residents' needs and to attract visitors?

- *How can uses along the corridor—from Oak Knoll Road to Garden Road—be tied together to create a distinctive identity for Poway Road?*
- *Where can housing be provided to meet demands for a broader range of housing types?*
- *What and where are the opportunities for linking surrounding neighborhoods and civic uses to the Poway Road Corridor?*
- *What are the catalytic projects and actions that will move us toward the vision?*

OVERVIEW

This chapter presents the community's vision for the Poway Road Corridor. The vision is supported by a Strategy Diagram that identifies the physical improvements and land use policies that are key to transforming the corridor. The Vision Framework reflects the many community voices heard throughout the planning and design process. This chapter includes:

- The **Vision** for the Poway Road Corridor: Conveys the community's broad ideal future for the Poway Road Corridor as a concise, aspirational statement.
- **Vision Framework:** Translates the Vision into a series of overarching

objectives, key strategies, and transformative projects.

THE VISION FOR THE POWAY ROAD CORRIDOR

This vision statement was crafted based on extensive input received from residents, business and property owners, area stakeholders, the Poway Road Corridor Study Ad Hoc Committee, elected and appointed officials, and employees of local businesses. The vision expresses the shared desire for how the Poway Road Corridor should look and function, and communicates the overarching objectives for physical form, place-making, economic vitality, and social vibrancy.

VISION

The Poway Road Corridor is envisioned as an economically vibrant, family-oriented, social and cultural center for Poway, a unique destination that serves the community through thoughtful design, unique shopping and dining experiences, lively activities, and a mix of housing types. Its distinct “city-in-the-country” character defines the corridor as a place where residents, workers, visitors, and tourists are drawn to gather, enjoy, live, and celebrate the community.

VISION FRAMEWORK

The Vision Framework guides the development and investment necessary to support the Vision. It can be thought of as a “plan on a page” that illustrates the building blocks of the Poway Road Corridor Specific Plan. The Vision Framework includes projects, strategies, and actions that will encourage and support the desired mix, density, and orientation of land uses to improve the business environment and provide diverse places for people to live, work, and recreate. These key components include:

- Creating a true Town Center
- Enhancing circulation to accommodate pedestrians, and bicyclists

- Providing for additional public and private open spaces and connections
- Increasing opportunities for community gatherings and special events
- Ensuring that all development is attractive and contributes to vibrancy, social vitality, and the distinctive “city in the country” character that defines Poway

The following objectives provide the overarching framework for making the Poway Road Corridor a distinctive place in the community.

a. Creating a Distinct and Vibrant Town Center

Between Carriage Road and Community Road, Poway Road will be a **vibrant, family-oriented, pedestrian-friendly “Main Street” environment with a mix of commercial and residential uses supported by a thriving civic district.** Orientation toward auto-accessible uses will be de-emphasized in favor of a pedestrian-focused, linked network of enhanced streetscapes, inviting storefronts, restaurants with outdoor seating, unique dining and entertainment destinations, inclusive and accessible civic uses, community gathering spaces, smaller-scale retail stores, and a mix of housing types. This pedestrian-scale shopping, dining, and

living district will be the Town Center that distinguishes Poway as a premier location for residents and visitors.

Achieving this vision for the Town Center will require public and private investment and the commitment of developers, merchants, landlords, and property owners. Overall, public improvements associated with this strategy will occur in phases and will require close coordination with regional funding agencies.

b. Increasing the Mix of Uses along the Poway Road Corridor

The Poway Road Corridor will support a broader mix of uses. While the east end will continue to provide locations for large-scale retail and auto sales and

service businesses, the balance of the corridor will include development consisting of retail, office, and residential uses either in the same building or in a coordinated manner on the same site. **Infill development will create a tighter mix of compatible and complementary uses.** The inclusion of new multifamily condominiums and townhomes will provide home-buying options for people looking to establish roots in the community or for current residents who want to downsize and continue living in Poway.

c. Implementing Complete Streets

Poway Road will be repurposed as a “complete street” to **improve multimodal access to businesses,**

residences, and civic places.

Improvements will include enhanced bicycle lanes, more street trees, new pedestrian crossings, pedestrian-scale lighting, gateway features, and way-finding signage. The City will implement similar improvements to select north-south streets.

d. Facilitating and Incentivizing the Right Kind of Development

The City will provide a **suite of incentives to attract high-quality projects and to generate aesthetic improvements and renovations for existing businesses,** all toward the goal of attracting new development to improve the retail tax base and complement established businesses. New development should prime the market for new investment,

including potential for projects on key infill sites that are either vacant, underutilized, or publicly owned.

f. Connecting the Poway Road Corridor

Linkages between existing and future commercial and retail development, civic uses, open spaces, and residential neighborhoods will be enhanced. The Specific Plan provides for **strong connectivity, access, and circulation** for pedestrians, bicyclists, transit, and automobiles. Connections include a multimodal path between Hilleary Park and Poway Community Park, an improved intersection at Bowron Road and Poway Road, enhanced streetscapes, painted bicycle lanes, an improved Poway Creek Trail, and a

crosswalk across Community Road at the Poway Creek Trail.

g. Diversifying Housing

Residential uses along the corridor will consist of **a mix of unique housing types for all income levels**. This includes high-quality multifamily housing, mixed-use residential, lofts, and townhomes.

Residential development will create a more inclusive and accessible Specific Plan area, with residential uses conveniently located in proximity to civic, retail, and service uses. In addition, retail and shopping uses will be well supported by this strong residential base.

STRATEGY DIAGRAM

The Strategy Diagram on the following page illustrates in map form the physical concepts and strategies that will transform the Poway Road Corridor. Located in a strategic and central location, this corridor already contains numerous assets: proximity to Poway Community Park and Hilleary Park, an extensive network of open space, multiple civic and cultural uses, a strong local school district, and access to the South Poway Business Park.

poway road

Poway Road is re-envisioned with major streetscape improvements that contribute to vibrant, walkable public spaces, welcoming and safe pedestrian and bicycle facilities, enhanced transit

and vehicular circulation, and extensive placemaking elements.

park connectivity improvements

Poway boasts a variety of parks and open spaces. The potential multimodal trail between Hilleary Park and Community Park will link these spaces, providing residents and visitors ready access to key open space networks.

bike facilities

Enhancements to bike facilities are crucial to strengthen the overall mobility along the Poway Road Corridor and connect streets. Improved bicycle facilities provide even greater levels of comfort for cyclists.

land use

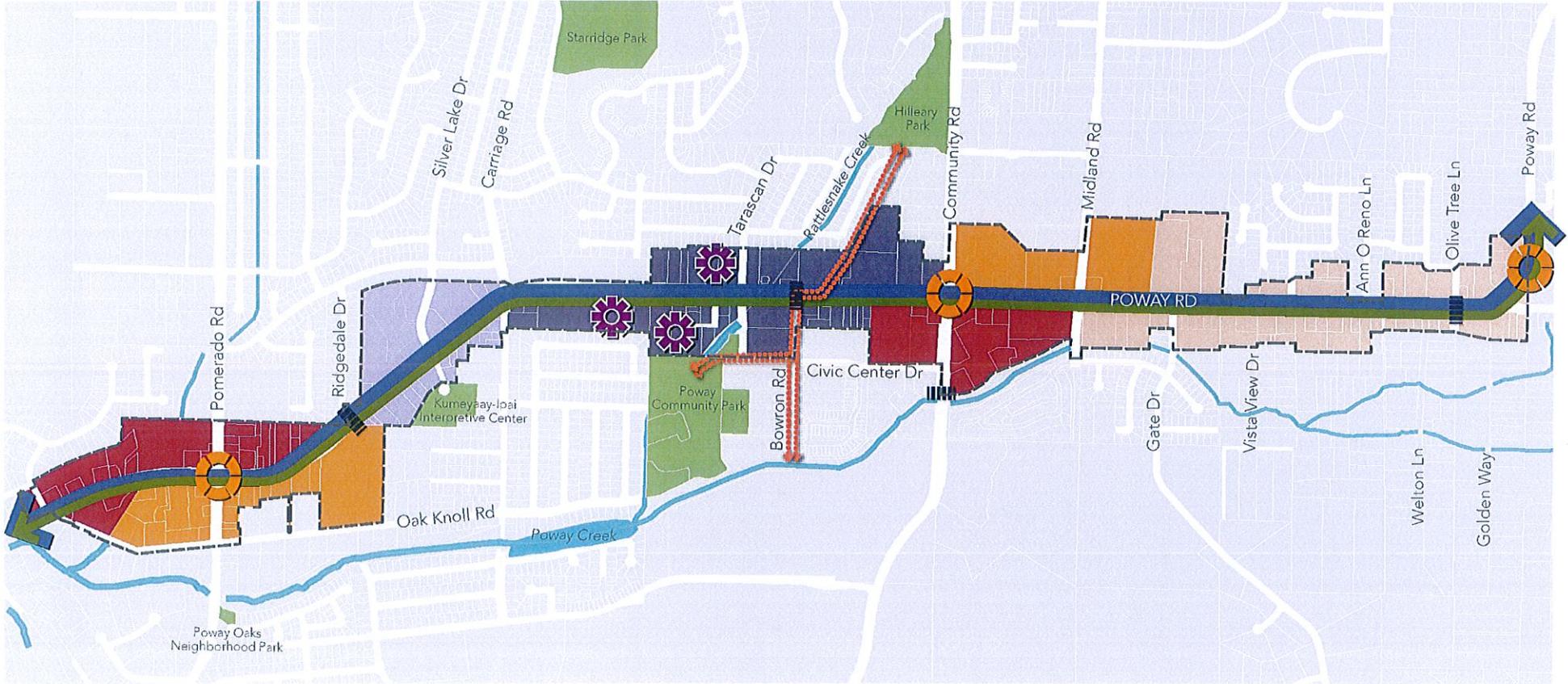
While a mix of land uses is encouraged along the Poway Road Corridor, several activity hubs provide opportunities for clustering similar and compatible uses, supporting economic development, and creating brand identity.

gateways

Gateway features located in strategic locations throughout Poway Road welcome residents, workers, and visitors.

transformative projects

Transformative projects highlight key sites for investment and partnership opportunities that will catalyze the transformation of the Poway Road Corridor.



Strategy Diagram



- plan boundary
- parcels
- parks
- creeks

- poway road
- park connectivity
- bike facilities

- gateways
- transformative project sites (approximate)
- crosswalks

Land Use Districts

- town center
- residential/retail
- retail/office
- retail
- retail/auto