



**Poway Road Corridor Study  
Summary Public Workshop #1  
July 28<sup>th</sup>, 2015**

## OVERVIEW

On Tuesday, July 28, 2015, in the Council Chambers of Poway City Hall, the City of Poway held the first Community Workshop for the Poway Road Corridor Study. The workshop was held from 6:30 P.M. to 8:30 P.M., with an informal half-hour session beginning at 6:00 P.M. The workshop was the one of several workshops and Ad Hoc committee meetings planned by the City to hear ideas from the community. The workshop was attended by approximately 75 participants, including several Ad Hoc members and two members of the City Council. City Planner Rich Whipple, and Richard Barrett and Laura Stetson from MIG (the lead consultant firm assisting the City with the Poway Road Corridor Study), moderated the workshop.

The workshop was designed to introduce the project to the community and to ask participants to describe their vision for the Poway Road Corridor. The workshop was organized to be interactive, with a brief presentation to provide a common foundation for those experiencing the workshop activities.

The workshop began with a preview of the outdoor information gallery, where participants examined a series of display boards asking questions about land uses, circulation, open space, and development intensities. The preview was followed by opening remarks from City staff and a presentation by the consultant team. After the presentation, participants were given the option to revisit the outdoor information gallery or convene for the group exercise. Participants were divided into nine groups for the facilitated exercise. The meeting ended with a report back from each group, closing statements, and next steps in the Poway Road Corridor Study project.

In addition to providing written comments at the information gallery and during the breakout exercise, participants were invited to provide additional feedback using comment cards. The following summarizes the comments and responses from all activities.

## WELCOME, GALLERY PREVIEW, AND PRESENTATION

As participants arrived at City Hall, they were directed to sign in and preview the outdoor information gallery. City staff and the consultant team led participants through the information gallery and answered questions.

After the preview, the community workshop began with a welcome and introduction from City staff. Laura Stetson and Richard Barrett followed with a short presentation that introduced what the project looks to accomplish, existing conditions along Poway Road, and examples of reinvented corridors in other communities. The presentation ended with an overview of the outdoor information gallery and instructions for the break-out exercise.



Laura Stetson and Rick Barrett of MIG provide an overview of the workshop's agenda.

## OUTDOOR INFORMATION GALLERY

Participants provided feedback on display boards presenting images covering residential land use, mixed use, shopping centers, office use, auto-related uses, mobility, open space and landscaping, streetscapes, and market potential. They were asked to identify which were acceptable or not appropriate for the Poway Road Corridor. Out of 75 who attended the meeting an estimated 65 people participated in the gallery activity.



Community members participate in the outdoor information gallery.

Of those participants who provided responses, many indicated that residential, mixed use, or auto-related uses are not appropriate in the Poway Road Corridor. Favored uses included shopping centers, open space and landscaping, and mobility and streetscape improvements.

Photos of each board are attached with a transcription of the responses (Appendix A).

## BREAK-OUT EXERCISE

Interestingly, the comments made on the gallery boards – prior to the presentation and group mapping exercise – reflect ideas different than those after participants learned more about the planning objectives and physical and economic factors influencing the future of the Poway Road.

Participants divided into nine groups to discuss their ideas for the Poway Road Corridor. Participants used character photos and markers to illustrate their vision regarding land uses, circulation, connections, open space, and civic improvements. The annotated map on the following page summarizes the ideas. Appendix B contains photos of each break-out group's map.



Community members illustrate their ideas for the future of Poway Road.

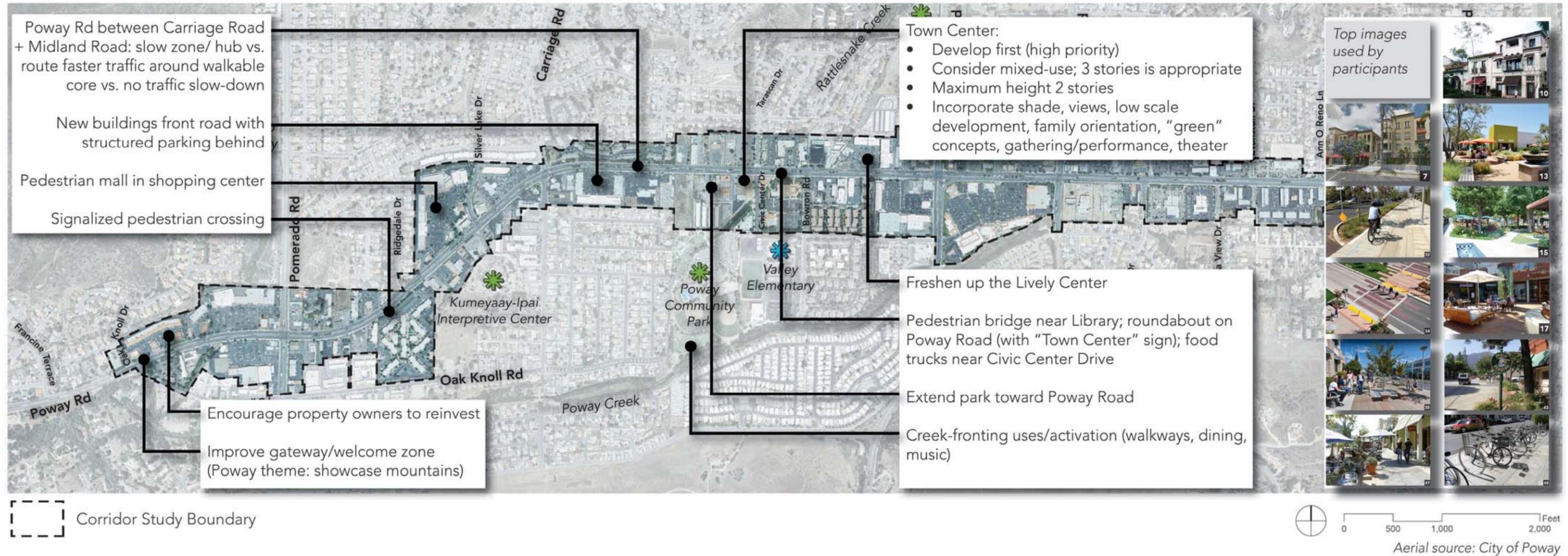
## KEY IDEAS

The break-out exercise was followed by a report back from each group. The ideas that emerged were recorded on a wallgraphic (Appendix C) and are summarized below.

### Land Uses

- Establish bike-oriented businesses
- Emphasize local businesses
- Create nodes along the Poway Road Corridor
- Develop 2-story retail and restaurant uses
- Maximize use of City-owned empty lot, for example a residential/retail development
- Explore the idea of a walkway mall
- Establish an area where there can be shopping and entertainment, including clothing stores, and breweries
- Promote multiuse development
- Preserve space for an automotive row
- Expand retail along Poway Road
- Allow for elevated buildings along both sides of Poway
- Increase density and zoning on Poway Road's western end

Figure 1: Summary of Input on Break-out Group Maps (map photos in Appendix B)



**GENERAL COMMENTS: LAND USES**

**West of Pomerado Road:** high-density residential; shopping center district

**Pomerado Road to Carriage Road:** shopping center/residential district; or mixed use (housing/small business/community; move dealership) with improved vehicle connections between properties

**Carriage Road to Midland Road:** Town Center district with mixed-use residential/commercial; senior housing (south side); include small business/entertainment cluster (art, movies, music venue)

**East of Midland Road:** Auto/home improvement services district

**GENERAL COMMENTS: MOBILITY AND PARKING**

- Varied opinions about "slowing down" Poway Road
- Trolley loop along Poway Road
- Need safer biking on Poway Road + trail/park access
- More Class I bike lanes + bike parking
- Joint bike/pedestrian path one side of Poway Road (like along Hwy 101 east side at Via de la Valle)
- More paths connecting residential to Poway Road (central); better Community Road bike connection
- Dedicated bike/pedestrian path along Oak Knoll Road + north on Midland Road
- Multiuse (including horse) trails along creeks
- Consider underground parking

**GENERAL COMMENTS: STREETScape AND OPEN SPACE**

- Need more cohesive look + feel
- Improve streetscape connectivity between nodes, with more trees and seating near sidewalk
- More landscaped bulb-outs; treat stormwater
- Native plants in medians
- Integrate more pocket parks and outdoor dining/gathering within shopping centers

**OTHER COMMENTS**

- Preserve views and enhance "City in Country" theme
- Office/medical uses can go anywhere
- No mixed use + no more residential
- Need: more/varied restaurants, clothing stores, office goods, brewery/winery tasting, multiuse centers that work
- Attract younger people to Poway
- More signage (include ads at nearby trail heads)
- City should continue consolidating parcels and building catalytic infrastructure
- Tools: code enforcement, modernization trigger through CUPs

## Mobility

- Maintain safety as a top concern
- Create connections
- Consider underground parking
- Explore methods to alleviate congestion issues
- Expand available pedestrian crossings
- Consider a dedicated bike and pedestrian lane
- Expand access to other bike lanes, for example access to Midland Road

## Open Space and Landscaping

- Plant more trees
- Capitalize on the use of the creeks as open space
- Emphasize drought-tolerant landscaping
- Develop landscape buffer

## Design and Character

- Capitalize on Poway's identity
- Create signage and gateways along Poway Road
- Develop identity of Old Poway
- Update older shopping centers
- Attract young professionals and families to Poway
- Draw people to Poway
- Maintain views
- Draw people to an inner core

## COMMENT CARDS

Comment cards were provided to gather additional feedback from community members. Comment cards asked participants the following questions:

- What does a successful Poway Road Corridor mean to you?
- What are the opportunities for improvement for the Poway Road Corridor (e.g., specific development opportunities, new community amenities, circulation and mobility, etc.)?
- Which of the following land uses are appropriate for the Poway Road Corridor? (Residential, Mixed-Use Development, Shopping Centers, Office, Auto-Related)
- Please provide any additional comments.

Below are the points captured in the comment cards, organized by topic. Twenty-six comment cards were submitted. Photographs and transcription of the comment cards are attached (Appendix D).

## Vision

- Design Poway Road for pedestrians and bicyclists
- Ensure Poway Road is accessible and connected, safe, and community oriented
- Balance land uses
- Create a distinct architectural identity
- Preserve views
- Maintain drought-tolerant landscaping

## Land Use

- Limit residential uses along the corridor
- Explore residential uses along the western end of the corridor
- Expand amount of residential development to support future business development
- Cluster uses along Poway Road, including mixed-use development and multi-family residential area
- Develop consistent architectural theme
- Create nodes of activity with a mix of uses
- Create unified architectural style
- Maintain auto-related uses to the east of the Town Center area

## Opportunities

- Use the creek as open space for trails, biking, walking, and hiking
- Establish a transit shuttle to transport residents along Poway Road
- Foster the creation of unique dining and retail businesses within Poway
- Create gateway and expanded signage for catalytic sites
- Enhanced pedestrian crossings
- Provide an open space area for outdoor dining, performing arts, and community activities

## Mobility

- Focus on Carriage to Midland
- Improve pedestrian crossings, and create safer or separated bike lane
- Create better connections to neighborhood retail and restaurants
- Consider separation of the bicycles and pedestrian from vehicles
- Facilitate ease of access to shopping centers to ease congestion and the need to drive from one location to another

## Open Space and Landscaping

- Maintain mountain views
- Ensure drought-tolerant landscaping
- Establish connections between parks and creek

### **Streetscapes**

- Emphasize the creation of bicycle and pedestrian-friendly roads
- Enhance signage for all users, including businesses, distance markers, and parking lot signs
- Integrate trees into parkway

### **CLOSING AND NEXT STEPS**

The consultant team closed the workshop with a summary of the Poway Road Corridor Study process and next steps, including a timetable for the remaining Ad Hoc meetings, the upcoming City Council workshop, and subsequent community workshop.

The workshop concluded at 8:30 P.M.



# Appendix A: Outdoor Information Gallery Boards

**Poway Road Corridor Study Workshop** These images represent possible approaches for development along the Poway Road Corridor. In the box next to each option, tell us what you think is acceptable with a green dot (●) or not appropriate with a red dot (●). Use the comment cards and sticky notes to explain.

## LAND USE: RESIDENTIAL

Are residential uses appropriate within the Poway corridor?

If so, which of the following examples are appropriate?

**Residential Examples:**

- Example 1: Single-story detached houses. (Green dots: 3)
- Example 2: Two-story townhomes. (Red dots: 6)
- Example 3: Three-story townhomes. (Red dots: 2)
- Example 4: Multi-story apartment building. (Green dots: 3, Red dots: 3)
- Example 5: Multi-story apartment building with a courtyard. (Red dots: 5, Green dots: 1)
- Example 6: Two-story detached houses with porches. (Red dots: 2)

**Poway Road Corridor Study Workshop** These images represent possible approaches for development along the Poway Road Corridor. In the box next to each option, tell us what you think is acceptable with a green dot (●) or not appropriate with a red dot (●). Use the comment cards and sticky notes to explain.

## LAND USE: MIXED USE

Is horizontal or vertical mixed-use development appropriate along the Poway corridor?

If so, which of the following examples are appropriate?

**Mixed Use Examples:**

- Example 7: Multi-story building with ground-floor retail. (Green dots: 4, Red dots: 4)
- Example 8: Multi-story building with ground-floor retail. (Red dots: 5, Green dots: 3)
- Example 9: Multi-story building with ground-floor retail. (Red dots: 2, Green dots: 1)
- Example 10: Multi-story building with ground-floor retail. (Red dots: 1, Green dots: 2)
- Example 11: Multi-story building with ground-floor retail. (Green dots: 3, Red dots: 1)
- Example 12: Multi-story building with ground-floor retail. (Red dots: 4, Green dots: 2)



These images represent possible approaches for development along the Poway Road Corridor. In the box next to each option, tell us what you think is acceptable with a green dot (●) or not appropriate with a red dot (●). Use the comment cards and sticky notes to explain.

### LAND USE: SHOPPING CENTERS

Are shopping centers appropriate along the Poway corridor?

Sticky note: If not too many... they aren't the... planning...



If so, which of the following examples are appropriate?



Sticky note: ...



These images represent possible approaches for development along the Poway Road Corridor. In the box next to each option, tell us what you think is acceptable with a green dot (●) or not appropriate with a red dot (●). Use the comment cards and sticky notes to explain.

### LAND USE: OFFICE

Are office uses appropriate along the Poway corridor? ●



Sticky note: LIMITED...

If so, which of the following examples are appropriate?



Sticky note: ...

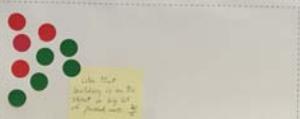


### LAND USE: AUTO-RELATED

Are auto-related uses appropriate along the Poway corridor?

● ●

If so, which of the following examples are appropriate?

 25		 28	
 26		 29	
 27		 30	

### MOBILITY

 Class II - Bike Lane	 Class I - Protected	 Joint Pedestrian and Bicycle Path
 High Visibility Crosswalk	 Widen Sidewalks	 Enhanced Bus Stops



### MARKET POTENTIAL

 <p><b>MODERATE TO STRONG</b></p>	 <p><b>MODERATE TO STRONG</b></p>	 <p><b>WEAK TO MODERATE</b></p>	 <p><b>WEAK TO MODERATE</b></p>
Retail + Restaurant	Residential	Office	Hotel
<p><b>Examples</b></p> <ul style="list-style-type: none"> <li>Main Street and services</li> <li>Sit-down restaurants</li> <li>Fine dining, farm-to-table, gateway to wineries</li> </ul>	<p><b>Examples</b></p> <ul style="list-style-type: none"> <li>Multi-family rentals</li> <li>For-sale townhomes</li> <li>Mixed use developments</li> </ul>	<p><b>Examples</b></p> <ul style="list-style-type: none"> <li>Local serving businesses (finance, insurance, and real estate)</li> <li>Medical and dental services</li> <li>Legal services</li> </ul>	<p><b>Examples</b></p> <ul style="list-style-type: none"> <li>Limited services/extended stay</li> <li>Family and tourism-oriented</li> </ul>

### MARKETPLACE OF IDEAS

NO RESTAURANTS

RENTING OUT PROPERTIES

LOCAL BUSINESSES

SMART GROWTH

LOCAL BUSINESSES

LOCAL BUSINESSES

IMPROVING THE

COURT/LOCAL

## APPENDIX A: OUTDOOR INFORMATION GALLERY RESPONSES

Photos are indicated by number. If comments were provided for a specific photo, they are transcribed following the photo number.

### LAND USE: RESIDENTIAL

Are residential uses appropriate within the Poway Corridor?

YES: 0 NO: 17

1. YES: 6 NO: 2

COMMENTS: Setback with landscape and pedestrian and bicycle access, no street parking. Feels blocked off from street due to walls.

2. YES: 0 NO: 6

3. YES: 0 NO: 2

4. YES: 2 NO: 4

5. YES: 1 NO: 4

6. YES: 0 NO: 2

### LAND USE: MIXED USE DEVELOPMENT

Is horizontal or vertical mixed-use development appropriate along the Poway corridor?

YES: 3 NO: 12

COMMENTS: We need a live music venue. Use more contemporary scale and design to integrate multiple uses. See Abbot Kinney in Los Angeles or projects in the East Village in San Diego.

7. YES: 6 NO: 4

COMMENTS: Yes, 3 stories is ok

8. YES: 3 NO: 4

9. YES: 1 NO: 2

10. YES: 1 NO: 1

11. YES: 3 NO: 0

COMMENTS: Good street orientation, good windows and doorways to entice pedestrians, nice scale.

12. YES: 1 NO: 3

### LAND USE: SHOPPING CENTERS

Are shopping centers appropriate along the Poway Corridor?

YES: 5 NO: 0

COMMENTS: If we are giving an opinion regarding architectural style, this seems too premature in the planning process.

13. YES: 12 NO: 0

14. YES: 3 NO: 1

15. YES: 12 NO: 0

COMMENTS: Good pedestrian and people gathering places, parking is almost invisible.

16. YES: 0 NO: 5

17. YES: 17 NO: 0

COMMENTS: Good people places.

18. YES: 2 NO: 10

### LAND USE: OFFICE

Are office uses appropriate along the Poway Corridor?

YES: 6 NO: 0

COMMENTS: Limited office.

19. YES: 0 NO: 8

20. YES: 9 NO: 1

21. YES: 9 NO: 2

22. YES: 1 NO: 10

COMMENTS: Right scale, but wrong design, sidewalk is too narrow and too little activity on street for interaction opportunities. Better integration of new architectural concepts with existing structures. Encourage more reuse through redeveloping and updating old facades.

23. YES: 8 NO: 1

24. YES: 8 NO: 1

#### **LAND USE: AUTO RELATED**

Are auto-related uses appropriate along the Poway Corridor?

YES: 0 NO: 2

COMMENTS: N/A

25. YES: 5 NO: 3

COMMENTS: Like that a big lot of cars is not on street. Building on street makes for better feel for drivers and pedestrians.

26. YES: 3 NO: 6

27. YES: 5 NO: 4

COMMENTS: Like that building is on the street rather than big lot of parked cars.

28. YES: 5 NO: 0

29. YES: 2 NO: 10

30. YES: 5 NO: 5

#### **MOBILITY**

31. Class II Bike Lane

YES: 0 NO: 7

32. Class I Protected Bike Lane

YES: 14 NO: 1

COMMENTS: Better than #33 (No conflicts with the pedestrians). Narrowing auto travel lanes is ok to achieve this, slower Poway Road is ok. Yes, if it looks like that!

33. Joint Pedestrian Bicycle Path

YES: 14 NO: 5

34. High visibility Crosswalk.

YES: 7 NO: 2

COMMENTS: Cite jay-walkers. Good mid-block crossing, but scale doesn't seem too pedestrian friendly.

35. Widen Sidewalks

YES: 11 NO: 2

COMMENTS: More shade. Nice, but too much street furniture in the way, and I don't like the way the building is separated from sidewalk by bushes.

36. Enhanced Bus Stops

YES: 2 NO: 5

#### **OPEN SPACE + LANDSCAPING**

37. Pocket parks

YES: 12 NO: 2

COMMENTS: Dog friendly?

38. Kid Friendly Park Area

YES: 8 NO: 2

COMMENTS: Secondary streets, not Poway Road.

39. Street Trees for Shade

YES: 14 NO: 1

COMMENTS: Need water, more active sidewalk, the landscaping takes over on this, which is not good for town center.

40. Public Plazas

YES: 11 NO: 0

COMMENT: Convert front of library into active use for open space.

41. Stormwater Planting Area

YES: 10 NO: 2

COMMENT: Secondary streets, not Poway Road.

42. Drought Tolerant

YES: 10 NO: 0

COMMENTS: Gives a unique feel. Support California native plants.

**STREETSCAPES**

43. Wayfinding

YES: 5 NO: 0

COMMENTS: Midland Road, Wayfinding on trails too, needs to be resurfaced

44. Public Seating

YES: 10 NO: 0

COMMENTS: Chula Vista has similar, Nice! Check Oil Grand Junction, use Colorado as example.

45. Bike Facilities

YES: 6 NO: 0

COMMENTS: Very good idea for complementing bicycle lanes/paths. More Class 1. Joint use pedestrian/bicycle. Place bicycle racks at all shopping centers.

46. Enhanced Medians

YES: 13 NO: 0

COMMENTS: Makes an "enhanced" roadway

47. Outdoor Café

YES: 15 NO: 0

COMMENTS: Nothing like this in Poway would be great.

48. Pedestrian Bulbout

YES: 2 NO: 0

COMMENTS: Curb cuts are awesome!

**MARKET POTENTIAL:**

MODERATE TO STRONG: Retail +Restaurant

COMMENTS: This should be the focus of the corridor

MODERATE TO STRONG: Residential

COMMENTS: Housing should not be on the main corridor, off corridor is better.

WEAK TO MODERATE: Office

COMMENTS: Certain lots and development cannot sustain retail-only establishments. Office is an acceptable complement for these areas. Second-story development of office over retail should be acceptable.

WEAK TO MODERATE: Hotel

COMMENTS: Boutique hotel (near business park) could move this from weak to moderate-strong.

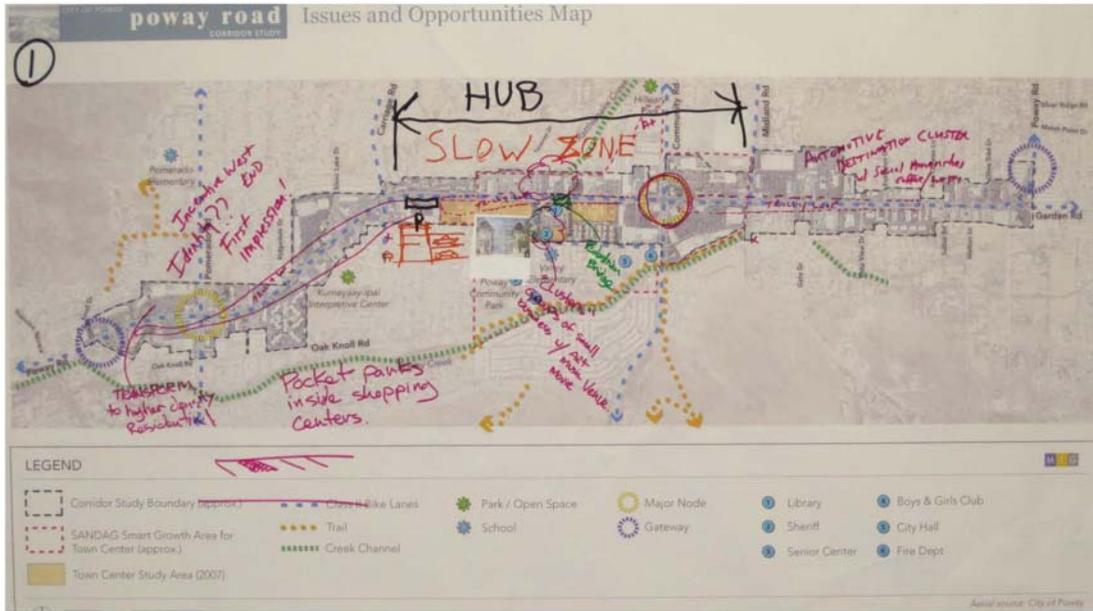
**MARKETPLACE OF IDEAS**

COMMENTS:

- No Eucalyptus trees
- Buildings need updating French/Spanish
- Local business owner
- South side used tire sales needs improvements
- North Twin Peaks segregates north and south Poway
- Town/Village feel
- Mortuary is junky
- Corridor by Pars routing with signs
- Consistent architecture

# Appendix B: Break-Out Exercise Group Maps

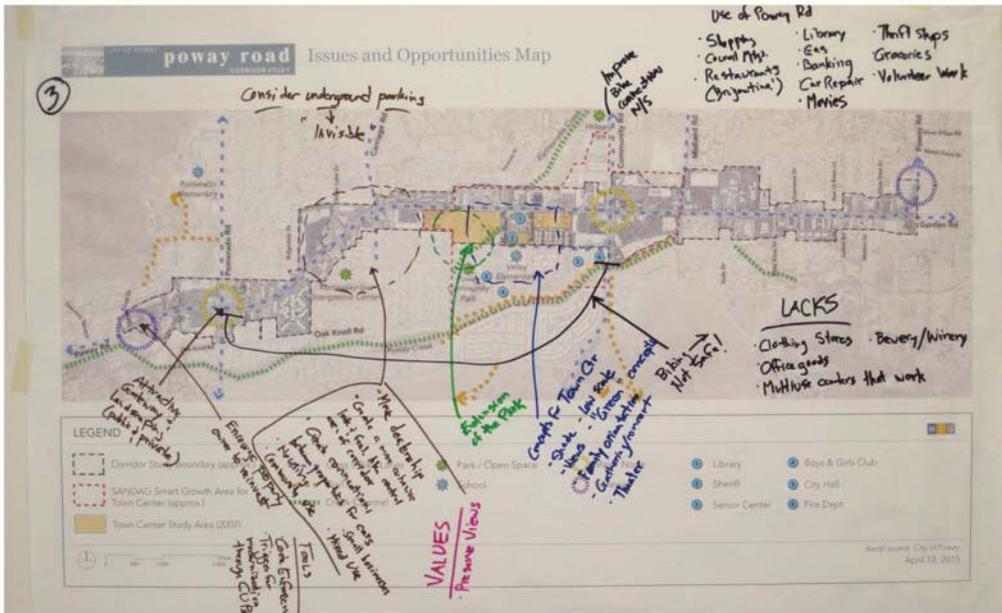
Poway Road Corridor Study: Community Workshop 1 (July 28, 2015)  
Break-out Group #1 Map



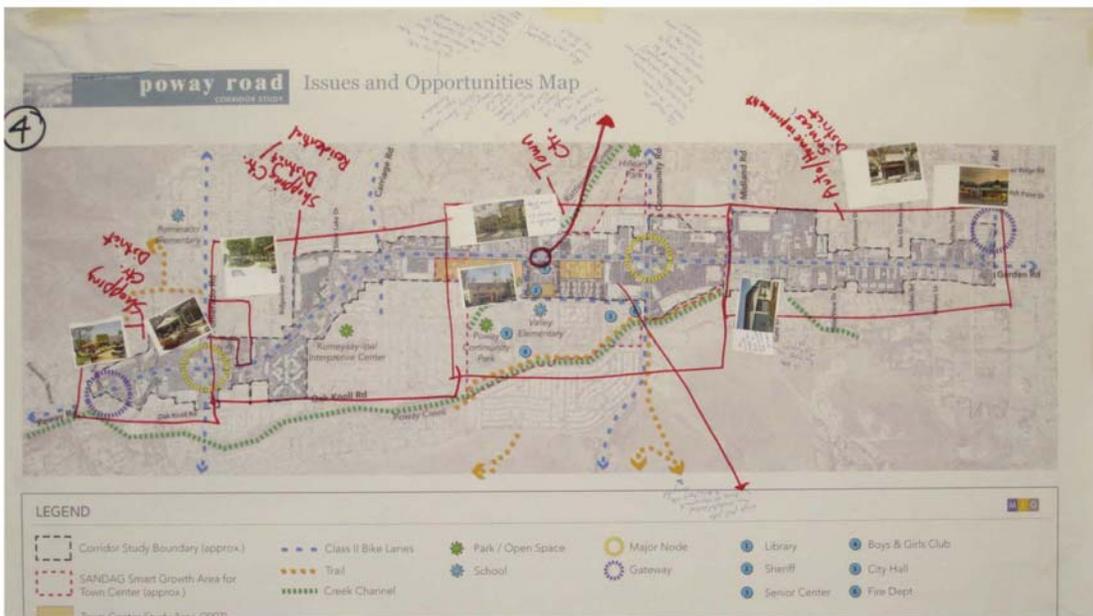
Poway Road Corridor Study: Community Workshop 1 (July 28, 2015)  
Break-out Group #2 Map



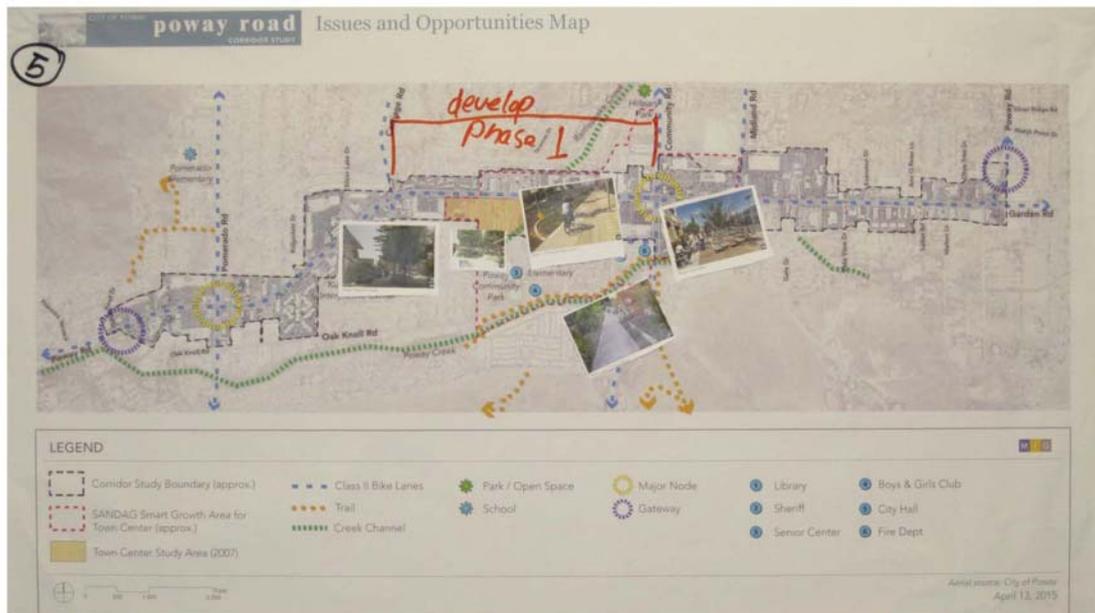
Poway Road Corridor Study: Community Workshop 1 (July 28, 2015)  
Break-out Group #3 Map



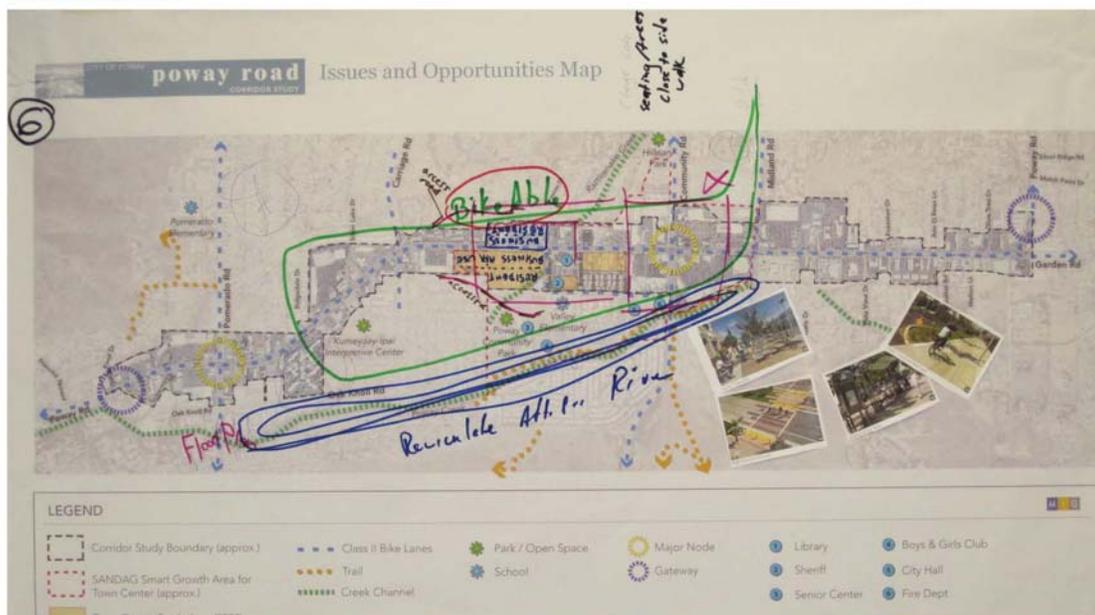
Poway Road Corridor Study: Community Workshop 1 (July 28, 2015)  
Break-out Group #4 Map



Poway Road Corridor Study: Community Workshop 1 (July 28, 2015)  
Break-out Group #5 Map



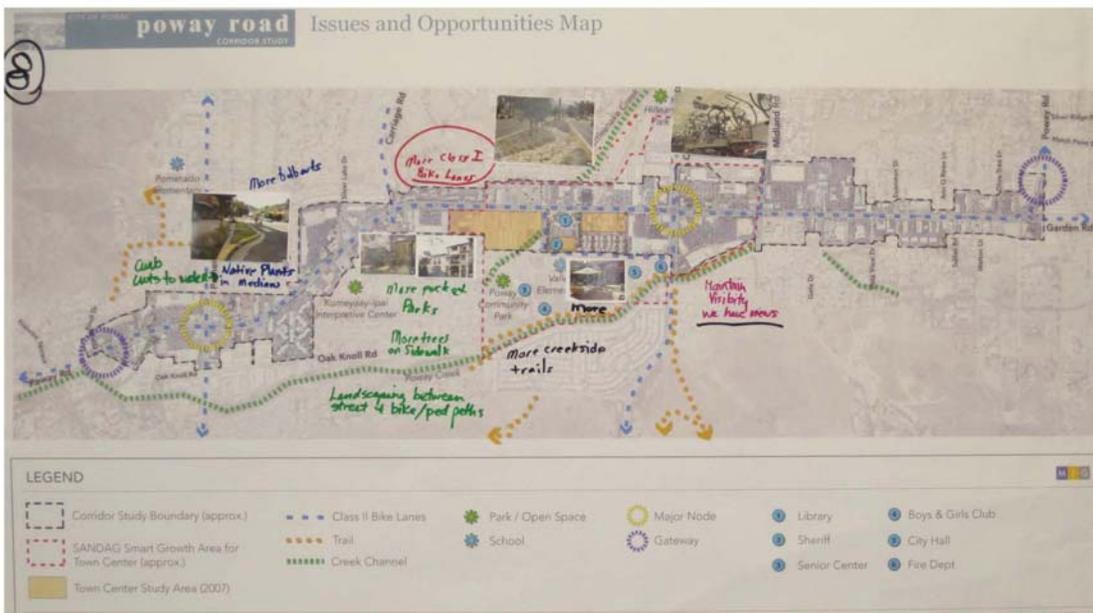
Poway Road Corridor Study: Community Workshop 1 (July 28, 2015)  
Break-out Group #6 Map

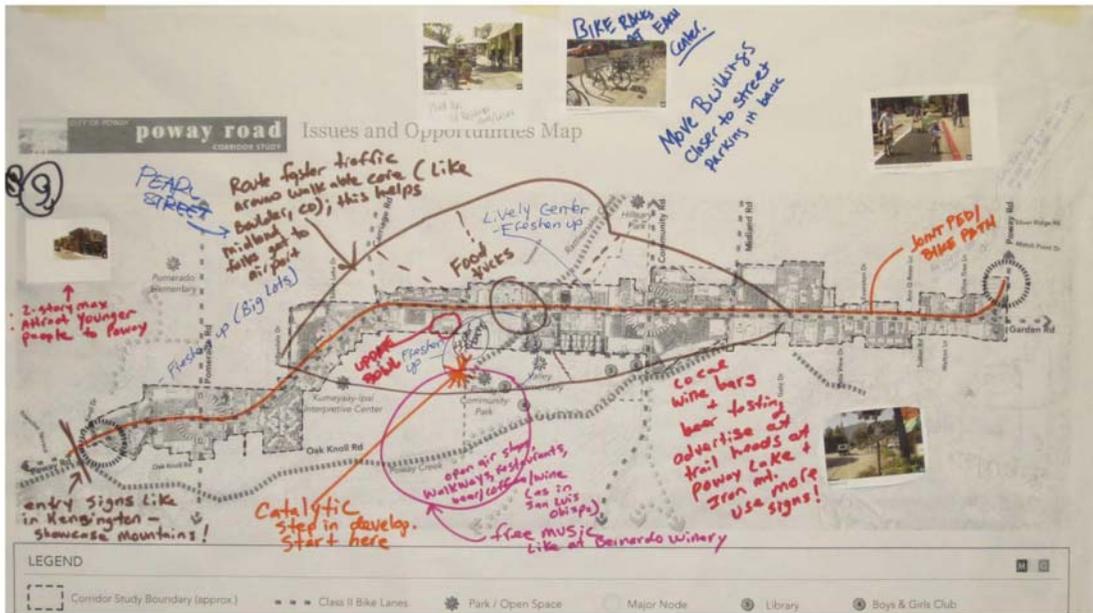


Poway Road Corridor Study: Community Workshop 1 (July 28, 2015)  
Break-out Group #7 Map



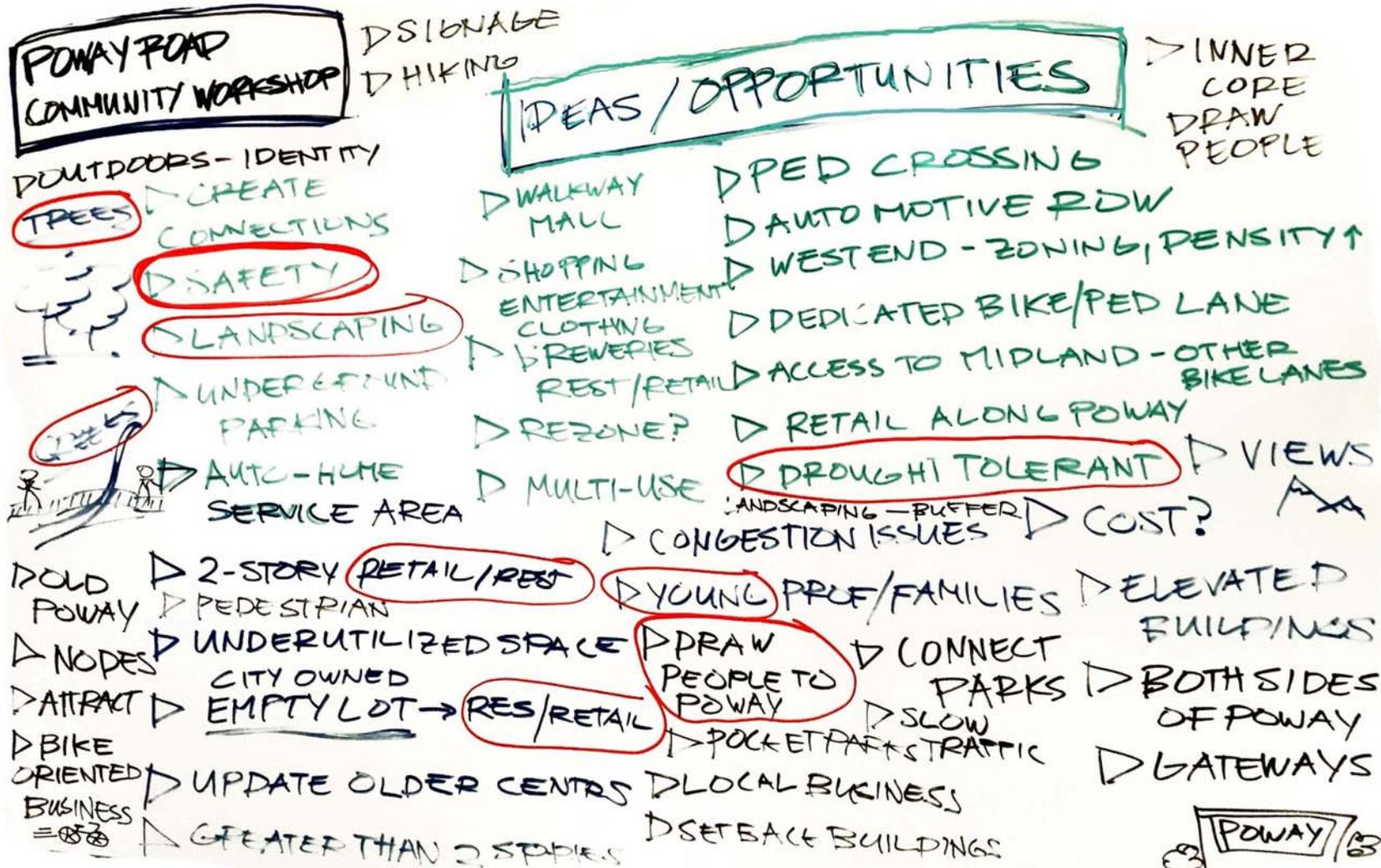
Poway Road Corridor Study: Community Workshop 1 (July 28, 2015)  
Break-out Group #8 Map







Appendix C: Wallgraphic





## Appendix D: Comment Card Transcription and Photographs

**WHICH OF THE FOLLOWING LAND USES ARE APPROPRIATE FOR THE POWAY ROAD CORRIDOR? PLEASE CHECK ALL THAT APPLY: RESIDENTIAL, MIXED-USE DEVELOPMENT, SHOPPING CENTERS, OFFICE, AUTO-RELATED. PLEASE EXPLAIN YOUR ANSWER BELOW.**

### Land Use - Residential

- Move residential areas further away, converge on corridor for community activities
- Height limits to preserve views, and more affordable homes
- No residential at all, too much new traffic
- Townhomes/Condos bring too many people in cars without sufficient parking
- Limit residential to lessen traffic, reduce amount of large single-family homes
- Too many houses and very little open space
- Put residential west of town center
- Attract young professionals and young families with homes that are affordable

### Land Use – Mixed-Use Development

- Needs an entertainment center which would allow for residential development
- Full use of corridor with emphasis on creating a rustic country theme with architecture and visitor experience opportunities, promote branding as country/historic theme
- High rises feel out of place
- Create something similar to the Hillcrest/North Park area
- Limit housing
- Allows for effective and efficient use of land; successful businesses are the ones attracting from neighboring communities', success depends on increase in population
- Arrange town square similar to Paso Robles
- Focus on attracting unique businesses and fine dining restaurants
- Alternatives needed to solve noise problem living along Poway Corridor, ideal living space is a block away on either side
- Urgent care facility needed, vacant buildings should be demolished to help unify town aesthetic
- Allow for alcohol density, offsite parking
- Modernize architectural style, allow for diversity
- There is already mixed-use development, an architectural continuum should be implemented
- Business owners should be encouraged to start the planning process to upgrade their properties in order to encourage shoppers to patronize their business
- Reevaluation of clustered locations is necessary, i.e. the Poway library is fantastic, yet next door a Red Barn is selling used tires, and down the road a mortuary interrupts the setting
- Cluster development along with a wide variety of services that can offer a convenient place to live, work, and shop
- New businesses, building sale, rehab, new residences translate to an increase in tax base to the City as an added benefit
- Overall objective is to improve quality of life and services in the greater Poway community
- Segment cluster areas by continuous theme, promote the clusters with well-designed, well-placed signage throughout the corridor
- Given the street classification of Poway Road, live/work method seems appropriate and viable
- All, but not in same area or mixed along the length of Poway road, mixed use with multifamily residential area in town center with commercial/entertainment

- Western design of 1996 Specific plan needs revision in new plan, it seems dated and unlikely to attract larger businesses and bigger revenue, while it should remain a feeling in Old Poway park, a newer design is suited to distance Poway from tackiness and implement a new sense of individuality
- Maintain the two story storefront and preserve mountain views

#### Land Use – Shopping Centers

- Business areas closer to corridor, attractive selection of shopping to complement community activities
- Lower property taxes to prevent unique businesses from closing, as well as welcoming back some chain restaurants to invigorate the town revenue, i.e. Denny's, IHOP, Olive Garden, Applebee's
- Accessibility is major to shopping centers, to support this Poway Road must become multimodal, the level of ease to come and go is important to many
- Shopping centers to west of town center
- Need destination spots and good restaurants, create a cluster of uses, i.e. Poway sushi is great eatery, but an isolated location
- Wine and beer tasting

#### Land Use – Office

- Very limited
- Incentivize existing businesses to do improvements with unifying theme
- Higher buildings, create off-site parking and shared parking in residential to retail/office
- Possibility of pairing office space with town center and shopping centers

#### Land Use – Auto-Related

- Bike/pedestrian multiusage alongside vehicles
- Auto-related dealers are large and unsightly, buildings and lots are unkempt
- Too many auto shops, too industrial looking
- Develop mile of cars alongside Scripps Poway Parkway with secondary roads for car delivery and service road
- Place auto uses east of town center
- Surface lots are a waste of space. Can that be consolidated into structures and walkable retail/restaurants?

### **WHAT DOES A SUCCESSFUL POWAY ROAD CORRIDOR MEAN TO YOU?**

- Specific identity throughout stretch, pockets of activities, friendly walkability and connections, wider curbsides and benches
- Preservation of view, enhancing greenscape and park, improve outdoor dining and restaurants, and restoration of open creek
- Multi-usage, and taking advantage of pedestrian walking to reduce car traffic
- Pedestrian friendliness and better relationship between vehicles/bikes; unified architectural style
- Smooth traffic flow; connected access between shopping centers; clean, well-maintained road; more trees
- Slow vehicle traffic for safer environment for children, local business owners, shared walkways that are dog friendly; set back low-rise buildings; improve visibility; bring in young professionals and families
- Pedestrian/biker friendly, and a destination for people outside of Poway
- Walkable areas, outdoor recreation areas, bike friendly, fine dining and non-franchise eateries; inner pedestrian core; drought-tolerant plants; more trails for walkers/hikers
- Community feel; focus on balance of business and services; possible expansion to parallel business roads north and south of existing road
- Utilize empty lot west of Enterprise Rental for community garden
- Smart use of land through mixed-use development
- Easily navigable i.e. synchronized lights, easier to find businesses, bike/walk paths off Poway Rd., central area to congregate with green space, recreational reasons to visit, aesthetic consistency in shopping center, signage, and landscaping

- Avoiding “smart growth” planning, mixed-use buildings containing retail/dining and businesses on second floor rather than housing, fine dining restaurants, drought-resistant landscaping
- Beautiful roadway, less but more direct signage, residential area behind businesses rather than along the road
- Retention and enhancement of Poway’s unique charm, avoiding smart growth solutions, inviting unique small businesses instead of chains, and charming shady pathways that are bicycle friendly
- The ability to integrate commuters, shops, recreation seekers, and shoppers, as well as creating an attractive pathway from east to west with interesting scenery or architecture that attracts people, specifically young families looking for affordable housing and jobs
- More room and shared space between bikers and pedestrians, pedestrian-friendly features such as bus stop gazebos/awnings and benches, and a green attractive walking space with drought-tolerant plants
- Redevelopment and strong north/south connection across Poway Road for pedestrians
- A beautiful city to be proud of!
- Safe, pleasant to the eyes, and a good public gathering area
- An attractive corridor combining business and residential use that accommodates the completion of a number of activities in fewer individual trips
- A balance of users, somehow, some way to reduce driveway openings is an optimal solution of providing access for pedestrian, bicycles, cars, and mass transit. Overall appearance would be extremely important, with well thought-out “Design Guidelines.” Too many intimate ideas are cast aside because of the heavily travelled corridor, leading to a contradiction between vision and reality
- One that does not present as a mish-mash of underutilized properties/developments, one that has a town center and identity for residents, a block or two of a small downtown feel for pedestrians, districts for non-town center types of uses, gathering places perhaps in front of library as activity place, and consolidated public parking areas promoting a “park once” approach
- A family-friendly area with recreational and entertainment opportunities, as well as good safe transportation i.e. cars, bikes, pedestrians, and an increase in shopping

**WHAT ARE THE OPPORTUNITIES FOR IMPROVEMENT FOR THE POWAY ROAD CORRIDOR (E.G., SPECIFIC DEVELOPMENT OPPORTUNITIES, NEW COMMUNITY AMENITIES, CIRCULATION AND MOBILITY, ETC.)?**

- Better connection to Old Poway Center, reduced blight, and enhanced outdoor activities
- Bike/hiking path along Restored Creek, seating, and wine tasting events
- Creekside trails and starter project to jumpstart improvements
- Utilizing existing features, i.e. low cost, river bed walk, amphitheater, Kumeyaay-Ipai Interpretive Center
- Free trolley that runs up and down the road, two buses running same length, underground centrally located parking, i.e. bus center
- Outdoor music venue, utilize vacant land, outdoor eateries, provide parking structures and walkable business restaurants, do not connect carriage from Oak Knoll to Interstate
- Use area around community pool for open area core, theater or performing arts center, open air small walkable shopping centers
- Moderation/invigoration of population to help support needed development and businesses that will occupy corridor, current lack of restaurants is a direct result of lack of stimulating population
- Limit general architectural aesthetic to one look, maintain an element of connectivity and centrality
- Visitor’s Center run jointly by Chamber and City
- Synchronized lights, better and consistent shopping center signage, gateway arches in each district or west end, central parking areas, housing behind businesses and not above, catalytic action, i.e. develop the town center first
- Unique dining/retail paired with unique businesses

- Pedestrian light at every block and controlled crosswalks to prevent jaywalking, no buildings over 32 ft., and implementation of more disabled friendly, need elevators
- Unique dining, attracting employing from business park on Scripps-Poway parkway, outdoor patio areas, attracting unique businesses
- Development of the area between Midland and Pomerado as a central hub, creating a centralized area for families, i.e. playgrounds, centrally located food and shopping
- Synchronized signals for safer pedestrian access, shade in recreational areas, added trees to beautify the corridor
- See Del Mar Highlands, Cedros in Solana Beach, City of Palm Desert Redevelopment, Santa Monica 5<sup>th</sup> Street as reference points. In addition, a music, arts, movie venue or destination, and look into bringing stronger restaurateurs and have them gathered more centrally in the corridor
- Rezone all to an architectural style that reflects Poway's past present & future, i.e. Rancho Bernardo Spanish style, Rancho Santa Fe style, a particular style for Poway should be adopted
- Bike paths, bike rentals, add some space between the road and development, western style is important
- Improved access and exits to shopping and commercial businesses, areas for residents and visitors to enjoy the community, convenient parking with a means to traverse the corridor via tram, trolley, courtesy buses
- The creation of a town center, ways to download the roadway so a better sense of safety can be realized, establish some mechanism to try and open the parkway, i.e. successful streetscapes around San Diego County, but they do not handle 24K to over 30k average daily vehicle trips
- Consolidate properties using City reserves to encourage development, focus on 3 blocks from community to west for town center, slow traffic in town center area with possible roundabout in front of library, higher density and height in town center to encourage development, use City reserves to provide infrastructure & landscaping as development catalyst, close free right-turn from north-bound Community Road to eastbound Poway Road to slow traffic and improve pedestrian environment, connect/relate town center to community park

### **Mobility**

- What are jump starts in the City? Spark growth, generate revenue, increase mobility
- Integrate City events, i.e. parades, holidays, runs/races/bikes
- Separation of bike lane off of Poway Road with access to road at intervals to shop and dining
- Bus fare should be considered, as pedestrians using public transit pay more when going to another town
- Illegal pedestrian crossing is major problem
- Attract millennials by having 3<sup>rd</sup> place opportunities out of the house
- There is congestion on Oak Knoll between Carriage and Pomerado
- Move trucks off Poway Road
- Focus on Carriage to Midland, and improve pedestrian crossing and safer bike paths
- Create a better connection to neighborhood restaurants, make Poway Road but do not slow it down

### **Open Space/ Landscaping**

- Maintain mountain view
- Land use laws should be relaxed to allow for more residential developments to support businesses and future developments
- Enhance green spaces
- Drought-tolerant plants
- Beautification of Poway Rd. through drought- resistant landscaping
- Connect the parks and improve the creeks, maintain the "horsey" Poway identity

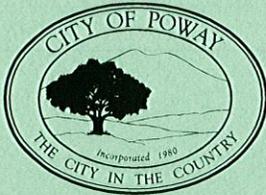
**Streetscapes**

- Emphasis on creation of biker/pedestrian-friendly roads
- Separation of bike lane off of Poway Road with access to the road at intervals for retail access
- With any corridor development, entrance, egress, exits, should facilitate easy access, development that allows for access to complete a number of activities in one trip facilitates congestion easement
- The idea of a new bike path that is south of Poway road and runs along Poway Creek, with paths that run up Poway Road is a good one, signage is also needed for activities, businesses, and distance markers
- Integrate trees in parkway, separate bike/pedestrians from vehicles

**Market Potential**

- Possible funding from SANBAG or commitment to density set us money?
- What is the jump start project, and what will the cost be to residents?

# Poway Road Corridor Study



# COMMENT CARD

Page 1 of 2

### YOUR COMMENTS ARE IMPORTANT TO US!

Use this card to respond to questions and provide comments about Poway Road. Thank You!

**Questions? Please contact:**  
Rich Whipple, AICP, City Planner  
City of Poway  
Development Services Department  
Phone: 858-668-4604  
Email: rwhipple@poway.org

What does a successful Poway Road Corridor mean to you?

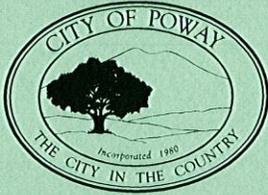
*a family friendly <sup>area</sup> with recreational and entertainment opportunities. Good <sup>safe</sup> transportation (cars, bikes, pedestrian)  
Increased shopping*

What are the opportunities for improvement for the Poway Road Corridor (e.g., specific development opportunities, new community amenities, circulation and mobility, etc.)?

*See my attached notes.*

Continued on other side →

# Poway Road Corridor Study



# COMMENT CARD

Page 2 of 2

**Questions? Please contact:**  
Rich Whipple, AICP, City Planner  
City of Poway  
Development Services Department  
Phone: 858-668-4604  
Email: rwhipple@poway.org

**YOUR COMMENTS ARE IMPORTANT TO US!**  
Use this card to respond to answer questions and provide comments about Poway Road. Thank You!

Which of the following land uses are appropriate for the Poway Road Corridor? Please check all that apply.

- Residential       Mixed-Use Development       Shopping Centers *welcome plenty*  
 Office       Auto-Related *Done*

Please explain your answer below.

*see my attached notes*

Please provide any additional comments below.

Your name:

Date:

Email / contact info  
for project updates!

**Return this comment card to:**

Rich Whipple, City Planner  
City of Poway  
Development Services Department  
13325 Civic Center Drive  
Poway, CA 92064

We have lived in Poway since 1978 and have always been embarrassed by the appearance of Poway Road. Visitors have asked us why a nice community like Poway has such an unattractive collection of strip malls, vacant lots, parking lots, run-down buildings instead of a town.

**Poway Road should not be a “thoroughfare” or a “Corridor”. It should be “MAIN STREET”.** A place for people to gather, to stroll the sidewalks as they browse through shops or stop for a meal in a nice cafe. There should be an attractive park visible along the street where friends and families can gather to sit and visit. Right now, Poway Road is not even close to that setting. In fact, much of the landscaping and medians along Poway Road situated between Carriage and Civic Center is poorly maintained and unattractive. In most of the strip malls, the shops are situated behind large parking lots, barely visible from the street.

**Since the City Council has decided to “free up \$16 million in reserves” wouldn’t it seem reasonable and wise to spend it on sprucing up Poway Road and for creating a Center to our City?**

For many years I have driven up and down Poway Road. Mayor Vaus said “We need more magnets on Poway Road”. **We don’t need another car lot, big box store, strip mall, taco shop, tire shop, truck rental, thrift shop or wood pile.**

**We need updated, remodeled and new, attractive buildings which are located adjacent to the street. Let’s put the parking lots behind the buildings so that pedestrian traffic would be increased and have appropriate destinations for those pedestrians.**

**\*\*Examples: Escondido’s Grand Avenue; Encinitas’ PCH; Carlsbad’s Village; Ramona’s downtown. Solana Beach PCH.**

**\*\*Example: The current renovation of the old Re/Max Building at the intersection of Poway and Pomerado Roads. A multi use building to include retail on the first level and living space above. This concept has been a very popular feature of downtown San Diego’s gas lamp district.**

**Below are specific problems I noted this morning.**

**Businesses that are unattractive, especially for the center of a town.**

Fire Wood lot. There should be a fence or structure to hide it from the street.

This type of business should be in an industrial area (i.e. Oak Knoll by the rock company)

UHaul – bright orange paint and lots of rental vehicles visible from the street

Penski truck rental. There should be a fence up to hide all the bright yellow trucks parked up against the sidewalk along the street.

Evans Tire Company – red paint color - and - next door is the

Irie Coast Smoke shop– Bright blue

**Carriage to Civic Center = a number of vacant lots that need cleaned up.**

Lot between Hertz and Enterprise.

Lot next to Salvation Army. **\*\*There is a sign for a Medical Center that has been there for over a Year. The lot is very unattractive, especially since there are also vacant lots on 3 of the Corners of that intersection of Civic Center and Poway Road.**

Lot and building adjacent to Poway Irrigation needs to be cleaned up or fenced .



**Some of the sidewalk areas and medians need to be maintained and revitalized.**

Side walk at the corner of Carriage and Poway next to Car Quest

All along the sidewalk in front of the thrift shop strip mall, Bowling alley, Tire Shop, Beach Grass Sidewalk in front of Evans Tires and Irie Coast Smoke Shop.

The strip mall at 12813 Poway Road including Poway Vacuum is very old and unattractive. Also the back side of those building are visible from the street showing a jumble of equipment and junk. A fence should be built to hide that sight.

**QUESTIONS:**

**Why were the City Offices situated off Poway Road on the back street? Those offices should be sitting where the 3 current vacant lots are located on the corners of Civic Center and Poway Road.**

**Can a City Master Plan be developed and voted on by the peop.**

**Could a volunteer committee for organized?**

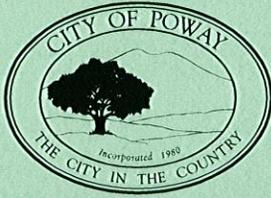
**SUGGESTION:**

**A new PowPAC Community Theater could be built to bring more awareness and support for this talented and popular group. Perhaps it could be part of a renovation to one of the current malls to include restaurants, retail shops and a pedestrian park-like setting.**

# Poway Road Corridor Study

# COMMENT CARD

Page 1 of 2



### YOUR COMMENTS ARE IMPORTANT TO US!

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### Questions? Please contact:

Rich Whipple, AICP, City Planner  
City of Poway  
Development Services Department  
Phone: 858-668-4604  
Email: rwhipple@poway.org

What does a successful Poway Road Corridor mean to you?

- easily navigable - synchronized lights, easier to find businesses, bike/walk paths OFF Poway Rd (card doesn't have to be a 1/2.5 mi)
- central place to congregate - green space, gazebo, etc for gatherings, photo ops, etc - in town center
- need reasons to go to Poway Rd recreationally - evenings, weekends
- some consistency aesthetically - shopping center signage, landscaping, etc

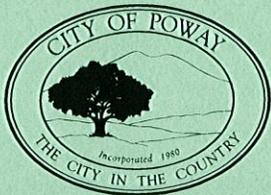
What are the opportunities for improvement for the Poway Road Corridor (e.g., specific development opportunities, new community amenities, circulation and mobility, etc.)?

- synchronize lights
- better / consistent shopping center signage  
some businesses are hard to find - drive past, have to turn around!
- gateway arches - each district, or maybe at west end entering Poway
- central parking areas would free up lots for reconfigured parking lots - more ambient for walking + dining
- have housing behind businesses - not above - do people really want to live like that??
- catalytic action: develop town center FIRST

Continued on other side →

(around community center, library, etc -

# Poway Road Corridor Study



# COMMENT CARD

Page 2 of 2

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Rich Whipple, AICP, City Planner  
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Phone: 858-668-4604  
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Which of the following land uses are appropriate for the Poway Road Corridor? Please check all that apply.

Residential

Mixed-Use Development

Shopping Centers

Office

Auto-Related

Please explain your answer below.

*These uses already are in place - need to enhance what's there and develop new smartly*

Please provide any additional comments below.

### Return this comment card to:

Rich Whipple, City Planner  
City of Poway  
Development Services Department  
13325 Civic Center Drive  
Poway, CA 92064

## Poway Road Corridor Study



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What does a successful Poway Road Corridor mean to you?

- We should avoid any kind of  
"Smart Growth" planning.



- Mixed use buildings should have  
retail/dining with business on the  
second floor not affordable housing.

- Poway needs more fine dining and restaurants.

- More drought ~~resistant~~ resistant landscaping

What are the opportunities for improvement for the Poway Road Corridor (e.g., specific development opportunities, new community amenities, circulation and mobility, etc.)?

- Unique dining/retail

- Unique business

Continued on other side →

# Poway Road Corridor Study



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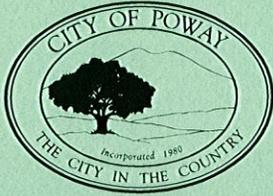
Please explain your answer below.

Poway should focus more on attracting unique business and restaurants.  
- The "beautification" of Poway rd is very important. More drought resistant land scaping.

Please provide any additional comments below.

### Return this comment card to:

Rich Whipple, City Planner  
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What does a successful Poway Road Corridor mean to you?

More beautiful roadway. Less signage  
a sign without the business in that section  
along the road.  
Residential area behind the business  
not along the road.

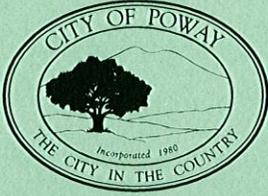
What are the opportunities for improvement for the Poway Road Corridor (e.g., specific development opportunities, new community amenities, circulation and mobility, etc.)?

Every block have a pedestrian light,  
controlled cross walks to prevent J-walking  
to make it safe for the person crossing  
the road.  
No building over 32 ft Tall.  
Think disabled friendly - more + more  
disabled are out + about + working -  
with heights - need elevators.

# Poway Road Corridor Study

# COMMENT CARD

Page 2 of 2



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### YOUR COMMENTS ARE IMPORTANT TO US!

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Which of the following land uses are appropriate for the Poway Road Corridor? Please check all that apply.

- Residential       Mixed-Use Development       Shopping Centers  
 Office       Auto-Related

Please explain your answer below.

Too noisy to live along the Poway Corridor  
need to be a block away in back of the  
Corridor.

Please provide any additional comments below.

Separate bike lane off of Poway Road  
with access to the road at intervals  
to shop & for restaurants.

**Return this comment card to:**  
Rich Whipple, City Planner  
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Development Services Department  
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**YOUR COMMENTS ARE IMPORTANT TO US!**

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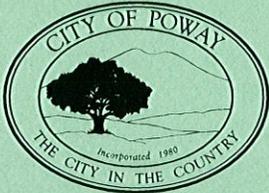
What does a successful Poway Road Corridor mean to you?

- Retention and enhancement of what makes Poway a unique locale.
- Avoid "replicating" typical smart growth solutions that make so many towns look "similar".
- An "inviting" roadway with interesting, ~~new~~ small and unique businesses
- Avoidance of too many chain-stores and franchises
- Safer to transit via bicycle
- Shade trees on sides and center of street

What are the opportunities for improvement for the Poway Road Corridor (e.g., specific development opportunities, new community amenities, circulation and mobility, etc.)?

- Unique dining opportunities
- Attract ~~business~~ employees from business parks on Scripps-Poway Parkway for lunch/dinner
- Outdoor/Patio eating areas
- Attract unique shops and businesses

# Poway Road Corridor Study



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Page 2 of 2

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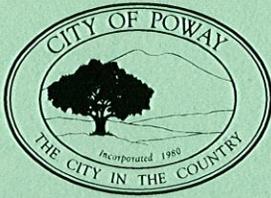
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Phone: 858-668-4604  
Email: rwhipple@poway.org

What does a successful Poway Road Corridor mean to you?

The ability to integrate commuters, shoppers, recreators and people looking for entertainment < food etc >

An attractive pathway from east to west with interesting scenery or architecture that will make people get out of their cars and look around.

A place for young families to find affordable housing nearby to the places they work!

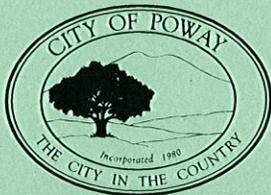
What are the opportunities for improvement for the Poway Road Corridor (e.g., specific development opportunities, new community amenities, circulation and mobility, etc.)?

Development of the area between Midland and Pomerado as a central hub area.

Create a centralize area for families to enjoy  
< play areas, food + shopping without going to far >

Continued on other side →

# Poway Road Corridor Study



# COMMENT CARD

Page 2 of 2

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Please explain your answer below.

Please provide any additional comments below.

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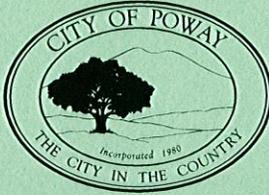
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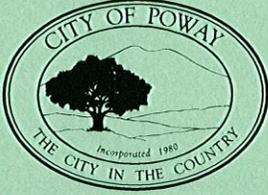
MORE ROOM FOR EVERYONE TO SHARE & ENJOY SO  
BIKERS & PEDESTRIANS EACH HAVE THE RIGHT OF  
WAY WITHOUT WAITING A LONG TIME IT MIGHT BE  
NICE TO HAVE SMALL GAZEBOS OVER BUS STOP  
BENCHES TO KEEP SUN & RAIN OFF OF RIDERS  
DROUGHT TOLERANT PLANTS SOME WIDEN  
SIDEWALKS KID FRIENDLY PARKS

What are the opportunities for improvement for the Poway Road Corridor (e.g., specific development opportunities, new community amenities, circulation and mobility, etc.)?

SIGNALS THAT WORK RIGHT BECAUSE VEHICLES &  
PEDESTRIANS WON'T NEED TO WORRY ABOUT ANY MISHAPS  
& LESS CONFUSION BETTER SHADED AREAS TO KEEP  
SUN FROM BURNING ADDED TREES WILL BEAUTIFY  
THE CORRIDOR

Continued on other side →

# Poway Road Corridor Study



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Page 2 of 2

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- Residential
- Mixed-Use Development
- Shopping Centers
- Office
- Auto-Related

Please explain your answer below.

INSTEAD OF PROPERTY TAXES GOING UP BRING THEM DOWN SO RENTS STOP RISING & DRIVING BUSINESSES FROM CLOSING WE NEED PLACES LIKE DENNY'S BACK PLUS MAYBE SONIC IHOP OLIVE GARDEN OR APPLEBEES IF OUR COMMUNITY CAN GET REVENUE IT WOULD BE CONVENIENT. BUS FARE ADDS UP GOING TO ANOTHER TOWN

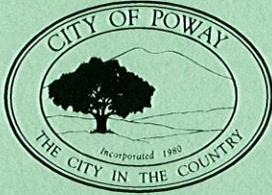
Please provide any additional comments below.

THERES TOO MUCH HOUSES & NOT ENOUGH OPEN SPACE WE NEED AN URGENT CARE FACILITY FOR EMERGENCYS TEAR DOWN EXISTING VACANT BUILDINGS THAT ARE EYESORES PEDESTRIANS ILLEGALLY CROSSING STREET RISKING THEIR LIVES & OTHERS

### Return this comment card to:

Rich Whipple, City Planner  
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13325 Civic Center Drive  
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Email: rwhipple@poway.org

What does a successful Poway Road Corridor mean to you?

Redevelopment and strong N/S connection across Poway Rd for pedestrians.

What are the opportunities for improvement for the Poway Road Corridor (e.g., specific development opportunities, new community amenities, circulation and mobility, etc.)?

See Del Mar highlands, Cedros in Solana Beach, City of Palm Desert Redevelopment, Santa Monica Street.

Create a music, arts, movie venue or destination  
Like Cinepolis

Look into bringing stronger restaurants and have them gathered more centrally in the corridor.

Continued on other side →

# Poway Road Corridor Study



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- Residential       Mixed-Use Development       Shopping Centers  
 Office       Auto-Related

Please explain your answer below.

higher buildings, allow for alcohol, density, off-site parking  
shared parking residential to retail/office,

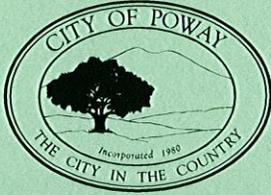
Please provide any additional comments below.

Modernize architecture style, allow for diversity, attract millennials  
by having 3rd place opportunities out of the house.

### Return this comment card to:

Rich Whipple, City Planner  
City of Poway  
Development Services Department  
13325 Civic Center Drive  
Poway, CA 92064

## Poway Road Corridor Study



### **YOUR COMMENTS ARE IMPORTANT TO US!**

Use this card to respond to questions and provide comments about Poway Road. Thank You!

## COMMENT CARD

Page 1 of 2

### **Questions? Please contact:**

Rich Whipple, AICP, City Planner  
City of Poway  
Development Services Department  
Phone: 858-668-4604  
Email: rwhipple@poway.org

What does a successful Poway Road Corridor mean to you?

A beautiful city to be proud of

What are the opportunities for improvement for the Poway Road Corridor (e.g., specific development opportunities, new community amenities, circulation and mobility, etc.)?

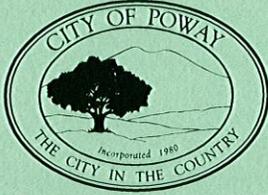
Rezone all to an architectural style that  
would reflect Poway's past, present + future  
Rancho Bernardo Spanish style  
Rancho Santa Fe style  
A particular style for Poway should be  
adopted

Continued on other side →

# Poway Road Corridor Study

# COMMENT CARD

Page 2 of 2



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### Questions? Please contact:

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Which of the following land uses are appropriate for the Poway Road Corridor? Please check all that apply.

- Residential
- Mixed-Use Development
- Shopping Centers
- Office
- Auto-Related

Please explain your answer below.

There is already mixed-use development  
 a Architectural continuum should be  
 implemented. Business owners should be encouraged  
 to start the planning process to upgrade their  
 property in order to encourage shoppers to patronize  
 their business.

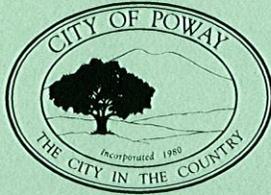
Please provide any additional comments below.

The Poway Library is fantastic. 😊  
 Next door a Red barn selling used tires 😊  
 Down the road a few steps, a mortuary 😊  
 Is this setting pleasing to the shopper

### Return this comment card to:

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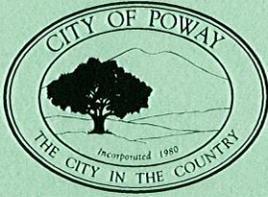
- ① Safety
- ② pleasant on the eye.
- ③ public gathering area

What are the opportunities for improvement for the Poway Road Corridor (e.g., specific development opportunities, new community amenities, circulation and mobility, etc.)?

- ① Bike Paths
- ② Bike Rentals
- ③ Add Some Space between The Road and development.
- ④ Western Style - important

Continued on other side →

## Poway Road Corridor Study



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Page 2 of 2

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Which of the following land uses are appropriate for the Poway Road Corridor? Please check all that apply.

- Residential       Mixed-Use Development       Shopping Centers  
 Office       Auto-Related

Please explain your answer below.

Please provide any additional comments below.

**Your name:**

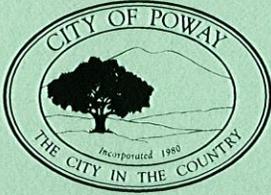
**Date:**

**Email / contact info  
for project updates!**

**Return this comment card to:**

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# Poway Road Corridor Study



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What does a successful Poway Road Corridor mean to you?

An attractive corridor combining business & residential use that accommodates the completion of a number of activities in fewer individual trips

Continued →

SEGMENT CLUSTER AREAS BY SOME SORT OF THEME. PROMOTE THE CLUSTERS WITH well designed, well placed signage throughout the corridor

What are the opportunities for improvement for the Poway Road Corridor (e.g., specific development opportunities, new community amenities, circulation and mobility, etc.)?

Improved access and exits to shopping & commercial businesses. Areas for residents and visitors to enjoy the community.

Convenient parking with a means to traverse the corridor via tram, trolley, courtesy buses

Continued on other side →

# Poway Road Corridor Study



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Which of the following land uses are appropriate for the Poway Road Corridor? Please check all that apply.

- Residential       Mixed-Use Development       Shopping Centers  
 Office       Auto-Related

Please explain your answer below.

Cluster development, along with a wide variety of services, can offer a convenient place to live, work, shop.

New businesses, building sale/rehab / new residences translate to an increase in tax base to the city, as an added benefit

Overall objective is to improve quality of life & services in the greater Poway community.

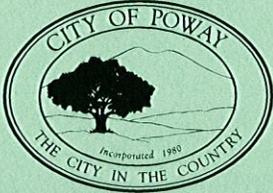
continued →

Please provide any additional comments below.

With any corridor development, entrance, egress, exits should facilitate easy access. Development that allows for access to complete a number of activities in 1 trip, facilitates congestion easement.

**Return this comment card to:**

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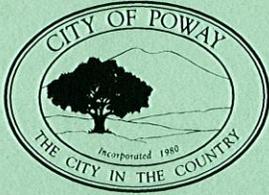
What does a successful Poway Road Corridor mean to you?

A balance of users. Some how, some way to reduce driveway openings (really tough!) Optimal solution of providing access (linkages) for pedestrian, ~~and~~ bicycles, cars, mass transit. Overall appearance would be extremely important (Gateway from the west). Hopefully a well thought out "Design Guideline" will be adopted with the plan to assure implementation. What is troubling is the scale of the roadway. So often wonderful, intimate ideas are cast aside because of the corridor (heavily travelled).  
Contradiction between vision and reality.

What are the opportunities for improvement for the Poway Road Corridor (e.g., specific development opportunities, new community amenities, circulation and mobility, etc.)?

- ✓ The creation of a Town Center.
  - ✓ Ways to down load the roadway so a better sense of safety can be realized.
  - ✓ Establish some mechanisms to try and "open up" the parkways? There are many successful streetscapes around San Diego County but they don't handle 24k to over 30k ADT.
- I'm stumped!

# Poway Road Corridor Study



# COMMENT CARD

Page 2 of 2

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- Residential       Mixed-Use Development       Shopping Centers  
 Office       Auto-Related

Please explain your answer below.

Given the street classification of Poway Road it would seem appropriate that live/work would/could be viable. Accessibility to major shopping centers is important as well. This would all work if Poway Road became more multi-modal. The level of "ease" to come and go is important to a lot of people.

Please provide any additional comments below.

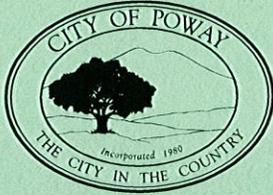
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# Poway Road Corridor Study

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Email: rwhipple@poway.org

What does a successful Poway Road Corridor mean to you?

- One that doesn't look like a mish-mash of underutilized properties/developments (not an embarrassment)
- One that has a "there"; a center; an identity for the city + residents
- A block or two or 3 of a small downtown feel for peds which includes slowing traffic in these 3 blocks
- Districts for "non-Town ctr" types of uses
- Some gathering places - perhaps ~~using~~ using area in front of library as active space
- Consolidated public parking area(s) so not every development or business needs to provide parking (like Pasadena does) + promotes a "park once" approach

What are the opportunities for improvement for the Poway Road Corridor (e.g., specific development opportunities, new community amenities, circulation and mobility, etc.)?

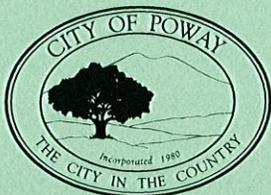
- Consolidate properties using city reserves to encourage development
- Focus on 3 blocks ~~between~~ <sup>from</sup> Community to west for Town ctr
- Slow traffic in Town ~~ctr~~ <sup>area</sup> - possible roundabout in front of library (space is available with "Poway Town center" sign in roundabout)
- Higher density + height in Town ctr to encourage development
- Use City reserves to provide infrastructure + landscaping as catalyst for development
- Close the free right turn from ~~Community~~ <sup>north bound</sup> Community Rd to eastbound Poway Rd to slow traffic + improve pedestrian ~~environment~~ <sup>environment</sup>
- Connect/Relate Town ctr. to Community Park

Continued on other side →

# Poway Road Corridor Study

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Which of the following land uses are appropriate for the Poway Road Corridor? Please check all that apply.

- Residential
- Mixed-Use Development
- Shopping Centers
- Office
- Auto-Related

Please explain your answer below.

All - but not in same area or mish-mashed along the length of Poway Rd. ~~at~~

- Mixed Use w/ <sup>Multi-family</sup> Residential in Town Ctr. + commercial/entertainment
- Shopping centers to west of Town Ctr. / Residential to west too
- Auto uses to east of Town Ctr
- Office - not sure > in Town Ctr? in shopping ctrs?

Please provide any additional comments below.

The "western" design theme in the 1996 Specific Plan needs revised in the new plan. The western design looks old, run-down and not likely to attract higher scale businesses. It reminds one of old Town San Diego or old Town Sacramento which are tacky, touristy, fake feeling -> Please get away from this "hold" on Poway as a cowboy town. It's not anymore.

The "western" theme ~~is~~ should be the identity of Old Poway Park Area, not Poway Rd.

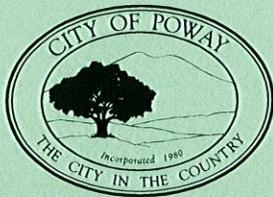
It looks "small town" not in a good way ~~is~~ for Poway Road.

Laves is an example of tacky design. "western"

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What does a successful Poway Road Corridor mean to you?

- ① HAVE A SPECIFIC IDENTITY THROUGHOUT THE STRETCH  
→ SIGNS, ARCHITECTURE, ORGANIZED RETAIL SPACES
- ② HAVE POCKETS OF ACTIVITIES  
→ RESTAURANTS, COMMUNITY ACTIVITY PLACES, SHOPPING
- ③ WALKING FRIENDLY, BIKING FRIENDLY CONNECTIONS TO POCKETS OF ACTIVITIES.
- ④ WIDER CURBSIDES WITH BENCHES IN POCKETS OF ACTIVITIES.

What are the opportunities for improvement for the Poway Road Corridor (e.g., specific development opportunities, new community amenities, circulation and mobility, etc.)?

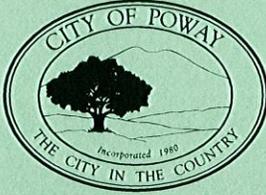
- ① OLD POWAY TO ~~A~~ CENTER COULD BE BETTER CONNECTED.
- ② REDUCE BLIGHT
- ③ ENHANCE JOY OF LIFE BY INCREASING OUTDOORS OPPORTUNITIES

Continued on other side →

# Poway Road Corridor Study

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Page 2 of 2



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Which of the following land uses are appropriate for the Poway Road Corridor? Please check all that apply.

- Residential
- Mixed-Use Development
- Shopping Centers
- Office
- Auto-Related

Please explain your answer below.

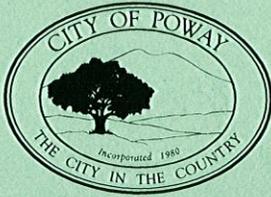
~~RES~~ RESIDENTIAL AREAS FURTHER AWAY.  
 → BUSINESS AREAS CLOSER TO CORRIDOR  
 ALLOWING FOR RESIDENTIAL COMMUNITY  
 CONVERGE ON CORRIDOR FOR COMMUNITY  
 ACTIVITIES.  
 → ATTRACTIVE SELECTION OF SHOPPING TO  
 COMPLEMENT COMMUNITY ACTIVITIES  
 ⊕ RESTAURANTS, CONCERTS, OUTDOOR EVENTS.

Please provide any additional comments below.

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# Poway Road Corridor Study



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---

What does a successful Poway Road Corridor mean to you?

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What are the opportunities for improvement for the Poway Road Corridor (e.g., specific development opportunities, new community amenities, circulation and mobility, etc.)?

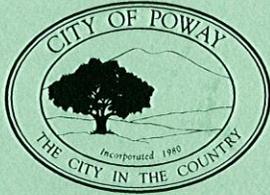
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Continued on other side →

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Which of the following land uses are appropriate for the Poway Road Corridor? Please check all that apply.

- Residential
  - Mixed-Use Development
  - Office
  - Auto-Related
  - Shopping Centers
- Very limited*

Please explain your answer below.

*Poway Rd needs an entertainment ctr which demands housing in order to work. It takes all kinds of development to make it work.*

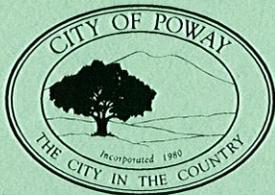
Please provide any additional comments below.

*SR 75 is considered a freeway still. Is that how I got SANDAG money? Can Poway get money from SANDAG? Commitment to density set us money?*

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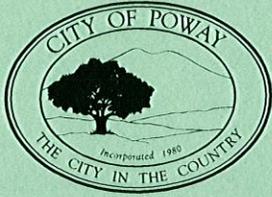
- PRESERVING VIEW OF HILLS, ESPECIALLY EAST
- NO BUILDINGS HIGHER THAN PRESENT 35 FEET
- MORE GREENSCAPE/TREES
- EXPAND PARK AREA
- IMPROVE OUTDOOR DINING/KNACK SPACES — LESS CONCRETE SLABS, MORE GREENERY
- RESTAURANTS ALONG PARK/CREEKSIDE
- RESTORE OPEN CREEK

What are the opportunities for improvement for the Poway Road Corridor (e.g., specific development opportunities, new community amenities, circulation and mobility, etc.)?

- BIKE/HIKING PATH ALONG RESTORED CREEK —  
(LIKE SAN ANTONIO CREEKWALK)
- SEATING AREAS — SHADE
- WINE TASTING EVENTS

Continued on other side →

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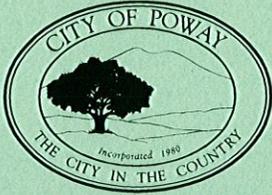
Please explain your answer below.

Please provide any additional comments below.

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What does a successful Poway Road Corridor mean to you?

MULTI-USE - CARS, BIKES + PEDESTRIANS -  
OR BICYCLISTS - THEY ARE ABOUT  
10,000 TO 20,000 PEOPLE WHO  
LIVE NORTH + SOUTH OF POWAY RD.  
NEED TO TAKE ADVANTAGE OF THAT!  
↳ SO THAT THEY DON'T NEED  
THEIR CARS.

What are the opportunities for improvement for the Poway Road Corridor (e.g., specific development opportunities, new community amenities, circulation and mobility, etc.)?

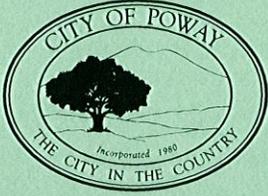
REEFSIDE TRAILS - good idea

Continued on other side →

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- Residential
- Mixed-Use Development
- Shopping Centers
- Office
- Auto-Related

Please explain your answer below.

Please provide any additional comments below.

*Limit Height*  
*Preserve Views*  
*CATALYTIC STARTER.*  
*NEED A STARTER PROJECT TO JUMP START*  
*START the Poway Rd IMPROVEMENTS*  
*NEED HOMES THAT ARE AFFORDABLE,*  
*NOT AFFORDABLE HOMES*

Your name:

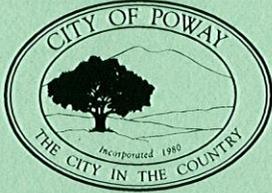
Date:

Email / contact info  
for project updates!

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What does a successful Poway Road Corridor mean to you?

*Incorporating  
Pedestrian friendly  
Unified architectural style  
Separation from vehicles + ped/bicycles*

What are the opportunities for improvement for the Poway Road Corridor (e.g., specific development opportunities, new community amenities, circulation and mobility, etc.)?

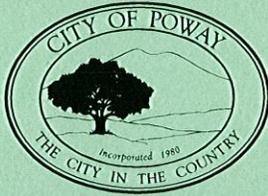
*Utilize existing features - low cost. currently  
not emphasized.  
Indian Kumeyaay center; River bedwalk;  
Even existing amphitheater in Poway theater center*

Continued on other side →

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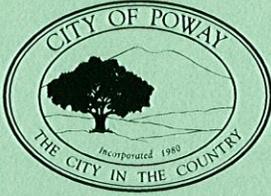
Full use of corridor with emphasis on creating a rustic country theme with architecture and visitor experience opportunities.  
Promoting/Branding as a Country theme. Historical aspect promotions.  
Incentivize existing business to do improvements with this or whatever 'unifying' theme.

Please provide any additional comments below.

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# COMMENT CARD

Page 1 of 2

### Questions? Please contact:

Rich Whipple, AICP, City Planner  
City of Poway  
Development Services Department  
Phone: 858-668-4604  
Email: rwhipple@poway.org

What does a successful Poway Road Corridor mean to you?

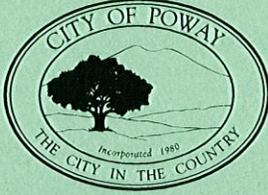
*smooth traffic flow*  
*connected access between shopping centers*  
*clean, well maintained road*  
*more & bigger trees*

What are the opportunities for improvement for the Poway Road Corridor (e.g., specific development opportunities, new community amenities, circulation and mobility, etc.)?

*Have a free trolley that runs up & down the road 9AM - 12 midnight*  
*2 buses - one each way every 15-20 minutes*  
*Underground, centrally located parking = bus center*

Continued on other side →

# Poway Road Corridor Study



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Which of the following land uses are appropriate for the Poway Road Corridor? Please check all that apply.

- Residential       Mixed-Use Development       Shopping Centers  
 Office       Auto-Related       entertainment

Please explain your answer below.

*No residential at all, → too much new traffic*

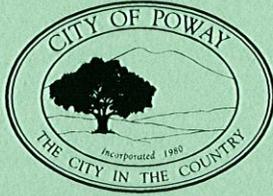
Please provide any additional comments below.

*How can we build on the plans already on the books if we don't have that info in front of us?*

### Return this comment card to:

Rich Whipple, City Planner  
City of Poway  
Development Services Department  
13325 Civic Center Drive  
Poway, CA 92064

## Poway Road Corridor Study



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What does a successful Poway Road Corridor mean to you?

Slow vehicle traffic.  
Safe for kids to bike around town.  
Local business owners.  
Shaded walkways.  
Dog friendly.  
Set back low rise buildings.  
we want people to stop.  
Bring in the young professionals and families.

What are the opportunities for improvement for the Poway Road Corridor (e.g., specific development opportunities, new community amenities, circulation and mobility, etc.)?

outdoor music venue.  
use the vacant land.  
outdoor eateries.  
provide parking structures and walkable businesses,  
restaurants. (2nd street, Santa Monica)

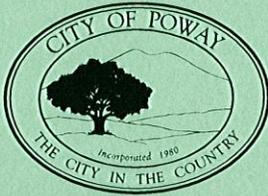
DO NOT CONNECT CARRIAGE FROM GAK KNOLL  
TO METATE.

Continued on other side →

# Poway Road Corridor Study

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- Residential
- Mixed-Use Development
- Shopping Centers
- Office
- Auto-Related

Please explain your answer below.

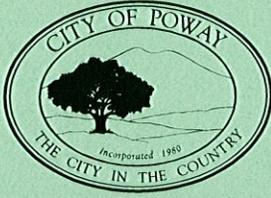
High rises would feel out of place for mixed-use.  
 Town home/condos bring too many people in cars without enough places to park on surface lots or streets.  
 Auto related dealers are ~~large~~ large and unsightly.  
 Maintain views of surrounding mountains.  
 → Buildings and lots of maintenance shops are unkept.

Please provide any additional comments below.

What are the ~~jump starts~~ <sup>jump starts</sup> in the city?  
 To spark growth, generate revenue, increase mobility?  
 What city events will be integrated?  
 - parades - Xmas  
 - 4th of July - Runs, Races, Bikes

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What does a successful Poway Road Corridor mean to you?

- PEDESTRIAN FRIENDLY
- BIKER FRIENDLY
- A DESTINATION FOR PEOPLE OUTSIDE OF POWAY

What are the opportunities for improvement for the Poway Road Corridor (e.g., specific development opportunities, new community amenities, circulation and mobility, etc.)?

Continued on other side →

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 Office       Auto-Related

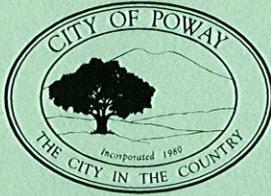
Please explain your answer below.

- SOMETHING SIMILAR TO THE HILLCREST / NORTH PARK AREA

Please provide any additional comments below.

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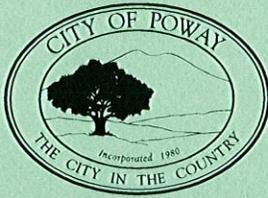
- Some walkable areas (such as in Boulder, CO)
- places (outdoors) for people to stroll, meet, share a glass of wine
- Bike friendly
- Higher end, non-franchise eateries (eg, Yannis) <sup>(bistros, wine bars)</sup>  
*with outdoor dining.*
- Perhaps an inner pedestrian core with car traffic routed around
- No grass! Go drought-tolerant plants only!
- more trails for walkers, hikers

What are the opportunities for improvement for the Poway Road Corridor (e.g., specific development opportunities, new community amenities, circulation and mobility, etc.)?

(See above)

- Use area around Community pool to make a walkable, open-air core
- Theater or perf. arts center so people can attend an ~~evening~~ evening event & then go have dinner/drinks.
- more open air small, walkable malls

# Poway Road Corridor Study



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- Residential
- Mixed-Use Development
- Shopping Centers
- Office
- Auto-Related

Please explain your answer below.

• We have too many auto shops as it is - somewhat industrial-looking. Keep auto to the east.

• Residential: Please, no more huge, single-family houses. Limit residential - we're already dealing with huge amount of traffic on Poway Road

• mixed use ok, but limit housing

Please provide any additional comments below.

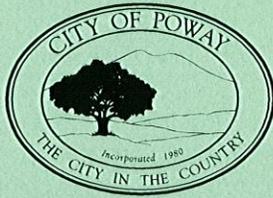
I'm not crazy about the chosen architecture (from 1996 plan). We have old Poway Park, & a little frontier goes along way. A more modern, or even Spanish look (as in the library) will be more inviting to outsiders.

• Trolley (or "train") along Poway RD & up to breweries

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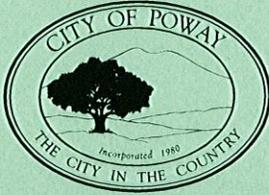
Community Feel  
Focus on a balance of business + services,  
Possible expansion to parallel business  
Roads North + South of existing Road.

What are the opportunities for improvement for the Poway Road Corridor (e.g., specific development opportunities, new community amenities, circulation and mobility, etc.)?

Turning the empty lot that was the rock  
+ Landscape material west of Enterprise car  
rental to community garden.

Continued on other side →

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Which of the following land uses are appropriate for the Poway Road Corridor? Please check all that apply.

Residential

Mixed-Use Development

Shopping Centers

Office

Auto-Related

Please explain your answer below.

Poway's mile of cars should have been developed alongside Scripps Poway Parkway where they could have had secondary roads for car delivery + service road.

Please provide any additional comments below.

Your name:

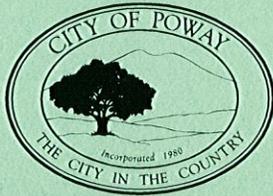
Date:

Email / contact info  
for project updates!

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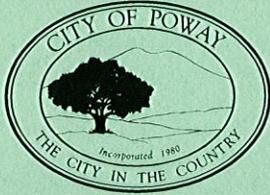
Smart use of land through mixed used development.

What are the opportunities for improvement for the Poway Road Corridor (e.g., specific development opportunities, new community amenities, circulation and mobility, etc.)?

Poway Road Corridor can only be sustained development if the population of Poway grows to support the development & businesses that occupy the corridor. <sup>Ex:</sup> we have no good restaurant in Poway, because population does not support such establishments.

Continued on other side →

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- Residential       Mixed-Use Development       Shopping Centers  
 Office       Auto-Related

Please explain your answer below.

Mixed-use Development allows for effective & efficient use of the land. Businesses that do well in Poway are those that attract customers from neighboring communities. To add to the success of the city of Poway we need to increase the population of Poway.

Please provide any additional comments below.

The Land use laws should be relaxed in Poway to allow for more Residential Development to support the existing businesses & Future Developments.

Your name:

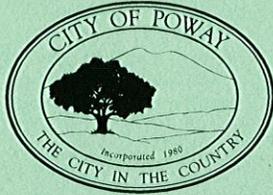
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---

What does a successful Poway Road Corridor mean to you?

---

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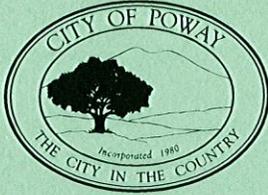
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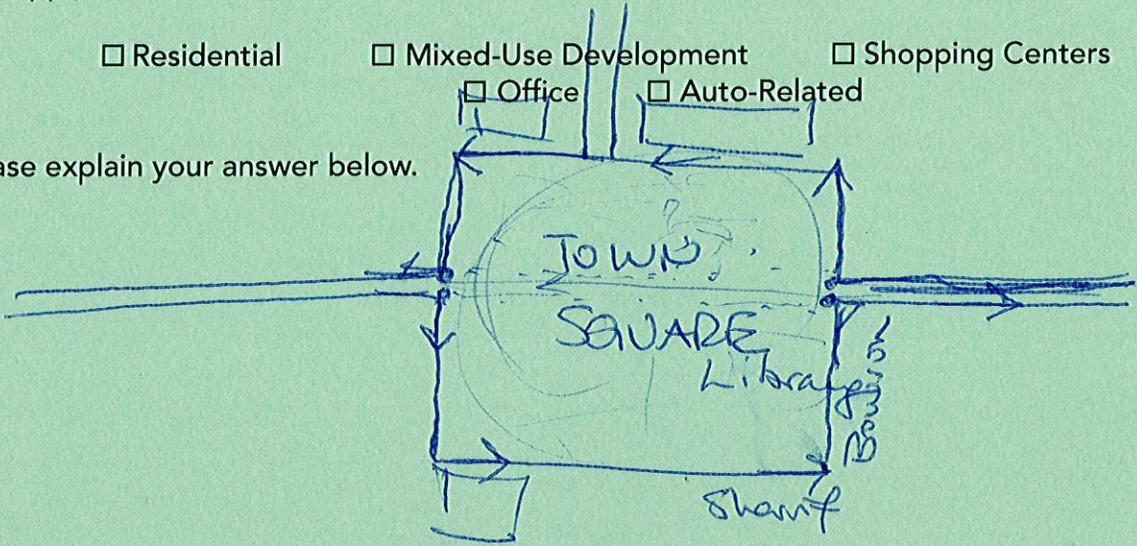
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Which of the following land uses are appropriate for the Poway Road Corridor? Please check all that apply.

- Residential       Mixed-Use Development       Shopping Centers  
 Office       Auto-Related

Please explain your answer below.



similar to  
PASO ROBLES

Please provide any additional comments below.

Your name:

Date:

Email / contact info  
for project updates!

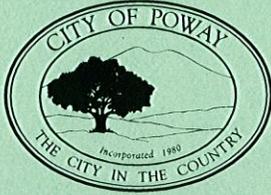
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What does a successful Poway Road Corridor mean to you?

MORE Money  
my pocket

What are the opportunities for improvement for the Poway Road Corridor (e.g., specific development opportunities, new community amenities, circulation and mobility, etc.)?

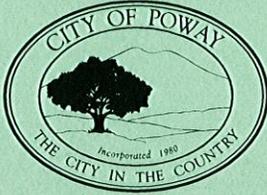
Visitor center  
Jointly run by  
Chamber of City

Continued on other side →

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- Shopping Centers
- Office
- Auto-Related

Please explain your answer below.

Because they are already there

Please provide any additional comments below.

Rich see you tomorrow

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