

City of Poway COUNCIL AGENDA REPORT

APPROVED	<input type="checkbox"/>
APPROVED AS AMENDED (SEE MINUTES)	<input type="checkbox"/>
DENIED	<input type="checkbox"/>
REMOVED	<input type="checkbox"/>
CONTINUED _____	
Resolution No.	

DATE: May 17, 2016
TO: Honorable Mayor and Members of the City Council
FROM: Robert Manis, Director of Development Services *RM*
CONTACT: Joseph Lim, City Planner *JL*
(858) 668-4604 or jlim@poway.org
SUBJECT: Workshop #2 on Poway Road Corridor Study

Summary:

In 2014, the City began work on the Poway Road Corridor Study (PRCS). The purpose of the study is to provide recommendations and an implementation strategy on land use, transportation, design/aesthetics, and economic development for Poway Road, between Oak Knoll Road and Garden Road, the City's main commercial corridor. A significant amount of progress has been attained in seeking public and stakeholder input over the past year. The intent of this workshop is to affirm the proposed land use plan and preferred buildout analysis, as well as to obtain additional input from the public and City Council regarding residential density, relevant development types, and roadway section alternatives. The City's consultant team will make a presentation at this workshop to highlight efforts to date and explain in more detail the proposed land use map and the preferred scenario buildout analysis.

Recommended Action:

It is recommended that the City Council provide feedback and direction to staff.

Discussion:

The PRCS will be based on an assessment of existing land use and transportation conditions along Poway Road. It will consist of several components including, but not limited to, an existing conditions assessment, a PRCS Report, a Poway Road Specific Plan Amendment, a Complete Streets Report, and an Economic/Market Analysis and Implementation Strategy. Once complete, the City will use the PRCS as a tool to guide future development review, capital improvements, and general plan and zoning code amendments.

Over the past year the consultant team has conducted presentations regarding the project overview, the existing conditions, some design and density concepts to consider, and an economic analysis of the assets and constraints at six Ad Hoc Committee meetings, two Community Workshops and a City Council workshop. The feedback received at those meetings and workshops has provided valuable insight about key factors impacting the Poway Road Corridor future. At the November 3, 2015 City Council workshop the consultant presented three emerging strategies: Town Center Concentration; Dispersed Economic Development; and Enhanced Nodes alternatives. After questions and

discussion, the City Council gave direction to move forward with a proposed land use concept that integrates aspects of all three strategies, with the greatest opportunity and focus for mixed use development concentrated within the town center area.

Since November, the consultant team has developed a proposed land use map (Attachment A) and preferred scenario buildout analysis (Attachment B). Both the map and buildout analysis have been further refined based on meetings with staff and the Ad Hoc Committee over the last several months, with key considerations of the economic constraints and information provided by Keyser Marston, the economic development consultant for the project. Keyser Marston indicated that due to Poway's geographic location (distance from the freeway), there will not be a demand for a significant amount of commercial development along Poway Road in the future. There is and will continue to be, however, a demand for housing in this area.

The proposed land use map for the Poway Road Corridor has been divided into five different land use categories distributed among eight opportunity areas. The intent is to establish subareas along the corridor that emphasize different land use and development patterns. Depending on Council's ultimate direction, the Specific Plan and Municipal Code would be amended to provide the tools to implement these land use categories. The five categories are:

- **Town Center** – This land use category is a mix of residential and retail/office uses with some institutional uses. As the densest land use category, a majority of the proposed residential development would be located here, most likely in mixed-use developments. The Town Center land use is generally located between Carriage Road and Community Road, with the exception of the commercial center on the southwest corner of Poway Road and Community Road. Nearly all of the Town Center land use is identified as Opportunity Area #4, with the exception of the Walgreens site, since the development of the property was completed fairly recently.
- **Retail/Office** – This land use category is a mix of retail and office uses with no residential units. The Retail/Office land use is located near the intersection of Silver Lake Drive and Poway Road. The Retail/Office land use category is identified as Opportunity Area #3, with the exception of the Ford Dealership, as this was recently remodeled.
- **Retail/Auto** – This land use category is a mix of general commercial and automotive commercial (sales and service) with no residential units. The Retail/Auto land use is generally the eastern portion of the corridor, on both sides of Poway Road between Midland Road and Garden Road. A large portion of the Retail/Auto land use makes up Opportunity Area #8. Existing are a variety of auto-related uses, offices and small commercial properties that have had little revitalization or improvements done in recent years.
- **Residential/Retail** – This land use category is a mix of retail and residential uses, not as densely developed as the Town Center land use. The Residential/Retail land use

is located in three distinct areas: 1) The commercial properties on the south side of Poway Road, both east and west of Pomerado Road and including the Countryside Apartments; 2) the commercial center located on the north side of Poway Road, between Community Road and Midland Road (Vons/Sprouts); and 3) the shopping center at the northeast corner of Poway Road and Midland Road (Stein Mart/Home Goods). These areas are included as Opportunity Areas #2, #6, and #7, respectively. While there are few vacancies within these areas, there may be opportunities for redevelopment and/or vertical and horizontal mixed use development of residential and commercial uses in the future. A vast majority of the existing residential development along the corridor is in this area (Opportunity Area #2).

- **Retail** – This land use category provides for retail and other commercial uses with no residential development. The Retail land use is located in two areas: 1) generally north of Poway Road, both west and east of Pomerado Road, including a small portion on the south side of Poway Road at Oak Knoll Road; and 2) the two commercial centers on the southwest and southeast corner of Poway Road and Community Road. Portions of these areas are identified as Opportunity Areas #1 and #5. Opportunity Area #1, located on the western portion of the Retail District, includes sites that have some vacancies and have opportunities for reinvestment and enhancement. Opportunity Area #5 includes the center where Michael's and Petco are located.

There are a number of reasons that the opportunity areas were identified as such, including, but not limited to, age of buildings, existing uses, vacant or undeveloped site, limited redevelopment or reinvestment in recent years, underutilized property, legal nonconforming uses, etc. It should be noted that although there are a number of properties not identified as opportunity sites now, the lack of identification within the study would not preclude those properties from being redeveloped in the future should the market or economic conditions warrant such demand. Additionally, there are some commercial sites that have been identified and included as an opportunity area even though vacancy is very low. This is because the site characteristics might be ripe for further redevelopment and investment if the market conditions are favorable.

The consultant team has prepared a preferred scenario buildout analysis based on the proposed land use plan. If the eight opportunity areas were to be redeveloped at maximum estimated density and floor area ratios, anticipated buildout could result in an additional 260,000 square feet of commercial use and 1,148 residential units. While the Ad Hoc Committee and the community seemed generally supportive of the land use plan, density ranges and certain design concepts presented by the consultant team at recent meetings, there was general consensus that the policies should be sensitive to Poway's defining characteristic, the "City in the Country," when developing draft policies related to density, building mass, design and height.

On May 2, 2016, over 40 residents, property and business owners, as well as several Ad Hoc Committee members attended the Community Workshop where the consultant team presented the land use plan, residential prototypes, sample projects, and various roadway

alternatives. A summary of comments/questions received and raised at the Workshop are included as Attachment C to this report:

Many of the comments and questions posed by the Ad Hoc Committee and the community further emphasize and highlight the need for the Poway Road Corridor Study, as well as consideration of "Smart Growth" and "Complete Street" strategies as the consultant team and staff begin to develop and prepare policy alternatives based on City Council guidance.

Following the City Council workshop, the subsequent action items will be to prepare a mobility alternatives and analyses report, prepare an economic benefit assessment, and deliver the final Poway Road Corridor Study Report. Ultimately, this effort will include amendments to the Poway Road Specific Plan and the Poway Municipal Code and an environmental assessment pursuant to the California Environmental Quality Act (CEQA), based on final direction by the City Council.

Council Goal:

This item supports the City's Strategy 3.5 to "Collaborate with Development Services to facilitate the implementation of the Poway Road Corridor Study" as stated in the City's Strategic Plan and moves the City closer to Goal 3 to "Promote Economic Development."

This item also supports the City's Strategy 5.1 to "Support the City's General Plan to ensure quality development in keeping with our local community character" as stated in the City's Strategic Plan and moves the City closer to Goal 5 to "Maintain Quality of Life."

Environmental Review:

The objective of this workshop is to discuss and accept additional public input on the PRCS and is not subject to the California Environmental Quality Act (CEQA). Any subsequent action will be subject to further evaluation.

Fiscal Impact:

None.

Public Notification:

None.

Attachments:

- A. Proposed Land Use Map
- B. Preferred Scenario – Poway Road Corridor Study Buildout Analysis
- C. PRCS Community Workshop Summary

Reviewed/Approved By:

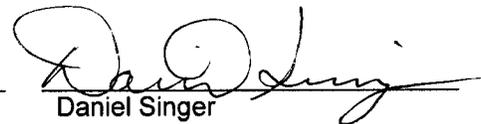


Tina M. White
Assistant City Manager

Reviewed By:

Morgan Foley
City Attorney

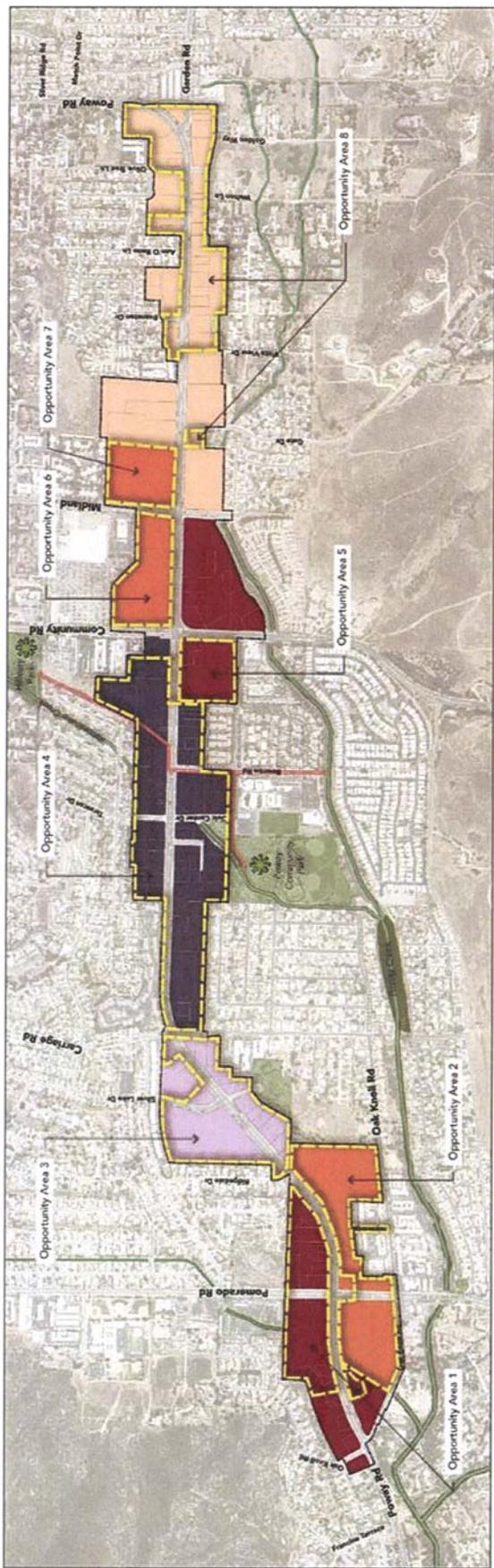
Approved By:



Daniel Singer
City Manager

poway road
CORRIDOR STUDY

Proposed Land Use Plan 5-2-16



LAND USE

- Town Center
- Retail/Office
- Retail/Office
- Residential/Retail
- Retail/Auto
- Retail

BASE MAP FEATURES

- Corridor Study Area Boundary
- Opportunity Area Boundary
- Proposed Urban Trail
- Creeks
- Parks



May 2, 2016

DRAFT PREFERRED SCENARIO

CITY OF POWAY

POWAY ROAD CORRIDOR STUDY BUILDOUT ANALYSIS 5/2/2016

		EXISTING CONDITIONS			POTENTIAL BUILDOUT		
		Existing Improvements Summary			Potential Buildout Summary		
	Land Area Acres	Non Residential Square Footage	Units		Acres	Non Residential Square Footage	Units
Opportunity Area 1	17.6	162,054	—	Opportunity Area 1	17.6	267,600	—
Opportunity Area 2	27.1	196,250	224	Opportunity Area 2	27.1	82,500	541
Opportunity Area 3	21.7	239,914	1	Opportunity Area 3	21.7	331,400	—
Opportunity Area 4	53.6	491,991	25	Opportunity Area 4	53.6	549,400	737
Opportunity Area 5	8.5	117,480	—	Opportunity Area 5	8.5	130,200	—
Opportunity Area 6	12.8	130,948	—	Opportunity Area 6	12.8	136,600	96
Opportunity Area 7	9.7	144,056	—	Opportunity Area 7	9.7	151,300	24
Opportunity Area 8	23.7	267,216	1	Opportunity Area 8	23.7	361,500	—
Subtotal Opportunity Area	174.7	1,749,909	251	Subtotal Opportunity Area	174.7	2,010,500	1,399
No Change Area	60.27	681,900	—	No Change Area	60.27	681,900	—
Grand Total	235	2,432,000	251	Grand Total	235	2,692,000	1,399

PRCS Community Workshop Summary

Land Use Plan

- ◇ Why housing?
- ◇ Why increase residential?
- ◇ Concerns about sufficient water supply
- ◇ Already have parking and traffic issues
- ◇ Underground utilities
- ◇ Reorganize and revitalize retail
- ◇ Maintain "The City in the Country"
- ◇ Long-term benefits; long-range plan
- ◇ Community Center as a foundation for Town Square concept
- ◇ Music venues
- ◇ Need to create a sense of place (Town Center area)
- ◇ Facelift to existing properties
- ◇ Concentrate residential to maintain existing residential areas outside of corridor
- ◇ Retail retention
- ◇ More park space
- ◇ Need more local serving businesses
- ◇ Focal point/hub (Town Square)

Residential Prototypes

- ◇ Housing size
- ◇ Doesn't have to be just low-income housing
- ◇ Need affordable housing for younger generations
- ◇ Need more Poway examples
- ◇ Vertical and horizontal mixed use
- ◇ Variety of housing types (low and high end)

Sample Projects

- ◇ Like 4S Ranch townhome/condos
- ◇ Old Town Poway
- ◇ Other sample areas (Escondido, El Cajon, San Marcos)
- ◇ Relevant to Poway sites

Roadway Alternatives

- ◇ Number of curb cuts dangerous
- ◇ Connect parks
- ◇ Create safe connections across Poway
- ◇ Access to residential/retail
- ◇ Planter boxes placed strategically to separate bikes, pedestrians and vehicles
- ◇ Couplet could be a place for higher density
- ◇ Bike safety
- ◇ Take bikes off Poway Road
- ◇ What do people use Poway Road for?
- ◇ Improve pedestrian crossings

- ◇ Public transit
- ◇ Improve access
- ◇ Overflow parking at Hertz lot
- ◇ How many bicycle users are there?