

chapter 3

# Land Use Regulations & Development Standards

(Cover Page – To be designed)

(Cover Page Back – To be designed)

## chapter 3

# LAND USE REGULATIONS & DEVELOPMENT STANDARDS

Poway Road consists of a variety of land use districts, based on the existing and desired building patterns within each district. The Poway Road Corridor Specific Plan seeks to enhance and create a vibrant, active Poway Road Corridor that offers desirable experiences for living, working, and shopping in Poway.

This chapter establishes land use designations to regulate allowed uses in the Specific Plan area and identifies the land uses that are permitted, accessory to a permitted use, conditionally permitted, temporarily permitted, and land uses that are not allowed. Expanding on use regulations, development standards are established to promote coordinated and cohesive site planning, shape building form, provide compatibility between areas of development, and infuse Poway Road with new vibrancy and character.

To further advance the vision of the Specific Plan, and in conjunction with the development standards, the Specific Plan uses an incentive-based bonus system in specific districts to encourage lot consolidation and provision of community benefits.

### INSIDE THIS CHAPTER

3.1 Land Use Designations

3.2 Allowable Land Uses

3.3 Development Standards by District

- District Development Standards
- Incentives and Bonuses for Town Center and Poway Road Mixed – Use Districts
- Façade Enhancements and Site Improvement Incentives and Bonuses Applicable to all Districts

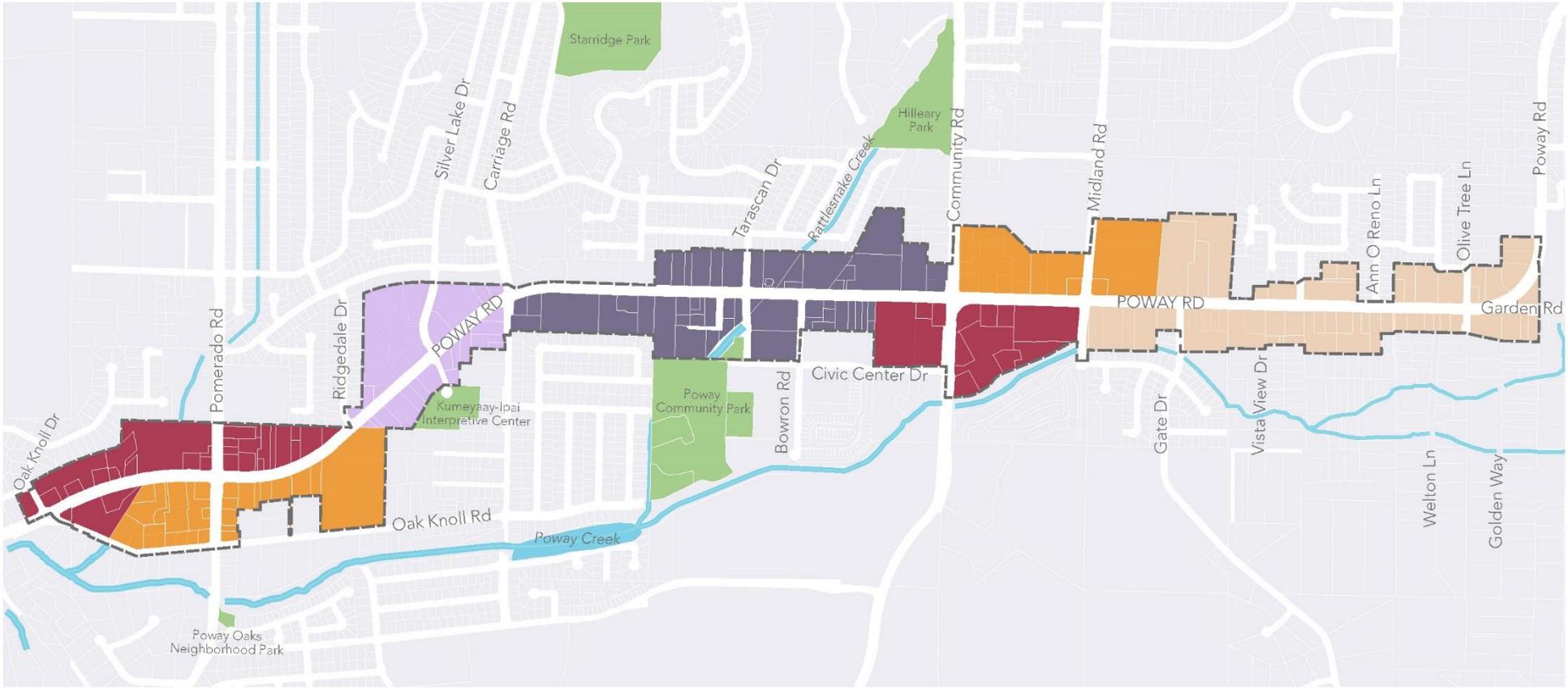
The availability of land, constrained parcel proportions, and existing land use regulations present a unique planning challenge. This Specific Plan includes development incentives to grant additional development potential, provided specific regulations outlined in each district are met.

The land uses and development standards of this chapter apply to all subdivisions, new land uses and structures, and substantial rehabilitation, alterations, and/or remodeling of existing land uses and structures. Each of these shall be designed, constructed, and established in compliance with this chapter. General maintenance and repair or other minor construction activities that do not result in an intensification of the use will not be regulated by this Specific Plan but may be subject to other City permits and approvals prior to commencement.

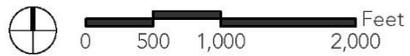
Where a provision contained in this chapter does not discuss a specific condition or situation that arises, the provision set forth in the Poway Municipal Code (PMC) shall

apply. In the event of a conflict between these provisions and the provisions of the PMC, the provisions set forth in the Poway Road Corridor Specific Plan shall govern. In addition to these standards, all uses within the Poway Road Corridor Specific Plan boundary shall comply with all applicable local, state, and federal laws, ordinances, and regulations.

This chapter includes land use designations, a land use table, and development standards for all districts. General development standards and design guidelines applicable to the entire Poway Road Corridor Specific Plan area are established in Chapter 4 General Development Standards and Design Guidelines. Regulations for public space design are established in Chapter 5 Public Space Design.



## Land Use



- plan boundary
- parcels
- parks
- creeks

### Land Use Districts

- Town Center (TC)
- Poway Road - Mixed Use (PR-MU)
- Poway Road - Commercial Office (PR-CO)
- Poway Road - Commercial General (PR-CG)
- Poway Road - Automotive/Commercial General (PR-A/CG)

## 3.1 Land Use Designations

These Poway Road Corridor Specific Plan land use designations—unique to properties within the Specific Plan—regulate allowable uses within each of the established districts.

### Town Center (TC)

**Intent:** To create a distinct Town Center in Poway that supports a mix of land uses, with unique shopping, dining, and entertainment uses and vibrant street activity well integrated with housing, civic buildings, cultural uses, and parks and other public spaces.

The Town Center is distinguished by a distinct and exciting “Main Street” character, with pedestrian-oriented buildings. The goal is to have a mix of uses that draw people during the day, evenings, and on weekends.

**Physical Form:** The physical form consists of two- to three-story vertical and/or horizontal mixed-use building types that accommodate active storefronts, boutiques, restaurants, cafes, small offices, civic uses, and residential uses. Wide sidewalks, consistent street tree planting, public plazas, and well-designed buildings will support the pedestrian friendliness of the Town Center.

### Poway Road – Mixed Use (PR-MU)

**Intent:** To accommodate new residential development types that provide opportunities for home ownership, and to encourage new retail activity that complements well-established businesses and serves surrounding neighborhoods.

Allowed uses include attached and detached residential developments, mixed-use residential/commercial projects, and stand-alone retail, service, office, dining, and recreational and entertainment

businesses. Places of public assembly are permitted through discretionary review. Specifically prohibited are light manufacturing and any use that creates noise, odors, and similar adverse conditions that are incompatible with residential uses.

**Physical Form:** The physical form emphasizes two- to three-story development that has a clear relationship to the street and a mix of residential and commercial uses along the street frontage.

### Poway Road – Commercial/Office (PR-CO)

**Intent:** To provide an environment for professional office, service, and retail uses where local and national/international businesses can meet the needs of Poway residents, support the local economy, and provide opportunities for new jobs.

Allowed uses include a full range of commercial businesses. Places of public

assembly are permitted through discretionary review.

The Poway Road – Commercial/Office district is a dynamic employment center where established office and retail space is enhanced by new infill development and creative, flexible building spaces that meet emerging business needs and practices, including buildings with large and open layouts that can easily be reconfigured and places where multiple individuals or companies can co-locate. The physical form consists of lower-intensity office and retail buildings, with opportunities for office on upper floors above retail.

### **Poway Road – Commercial General (PR-CG)**

**Intent:** To strengthen established retail businesses and accommodate a diverse range of shopping, personal service, dining, entertainment, and hotel uses within a business-friendly environment that supports the needs of the local community, visitors, and tourists.

The Poway Road – Commercial General district provides opportunities for retail and service businesses to locate in a central commercial environment and to establish incubator space for small and local businesses.

**Physical Form:** The physical form responds to the need for maximum flexibility to allow buildings and uses to easily transform over time as market demands shift. Buildings do not necessarily require immediate street frontage, but all street-facing facades need to welcome pedestrians and contribute to an aesthetically pleasing street presence.

### **Poway Road – Automotive/Commercial General (PR-A/CG)**

**Intent:** To accommodate a full range of retail, service, and wholesale commercial activities and particularly, auto sales and vehicle service and repair businesses.

The Poway Road – Automotive/Commercial General district supports a broad array of more intensive commercial businesses that are appropriately separated from residential uses and clearly oriented toward auto-dependent and auto-related uses and customers. While the district serves as a place for clustering auto sales and related activities, technological and market trends over the longer term may lead to changes in space required to accommodate such uses. Thus, land use regulations provide flexibility for other commercial uses that require larger lots and separation from residential development.

**Physical Form:** The physical form consists of medium to large commercial buildings designed for maximum flexibility and compatibility, along with accommodation of a range of concentrated commercial uses.

## 3.2 Allowed Land Uses

### Allowed Uses by Land Use Designation

Allowed land uses within the Poway Road Corridor are defined in Table 3-1 Land Uses and Permit Requirements. Certain uses may be subject to special conditions regarding the location, operation, design, or special permitting requirements of the use. These are indicated in Table 3-1.

Following an application submittal, the Development Services Director (Director) or his/her designee shall make a determination whether the proposed use is permitted, conditionally permitted, or prohibited.

- A Permitted Use (P) is allowed without discretionary approval and subject to all applicable provisions of this Specific Plan.
- An Administrative Use Permit (AUP) requires discretionary approval

authorized by the Director and subject to the requirements outlined in Chapter 17.XX of the PMC.

- A Conditionally Permitted Use (C) requires discretionary approval in the form of a Conditional Use Permit authorized by the City Council and subject to the requirements outlined in Chapter 17.48 of the PMC.
- An Accessory (A) use is one that is clearly incidental to a primary permitted use. Such use requires no additional authorization.
- Uses specifically not allowed in this Specific Plan are indicated by (X).

It is not possible to anticipate every land use that might be proposed and suitable. Where a proposed land use is not listed in Table 3-1 but is largely similar to one of the listed uses, the process set forth in Chapter (17.02.04 Clarification of Ambiguity) of the PMC shall apply.

### Prohibited Uses

The following uses are specifically prohibited in all land use districts within the Poway Road Specific Plan:

- Adult entertainment uses
- Automobile Sales – Used (except where associated with a dealership selling new automobiles)
- Medical/commercial marijuana sales: dispensaries, collectives and cooperatives; commercial cultivation; delivery; manufacturing; storage
- Pawn shops
- Trucking and freight related

All existing nonconforming uses that are listed as prohibited in this Section shall be subject to the provisions of Chapter 17.44 (Nonconforming Uses, Structures, and Performance Measures) of the PMC.

### Temporary Uses

Temporary uses are allowed as set forth in Chapter 17.26 (Special Uses and

Conditions), Article II (Temporary Uses) of the PMC.

## Definitions

The following definitions established in Chapter 17.04 (Definitions) of the PMC shall apply. Notwithstanding this provision, the following words used in this Specific Plan shall have the meanings.

**Assembly/Meeting Facilities – Private:** Fraternal, service, social clubs, lodges, and similar facilities.

**Assembly/Meeting Facilities – Religious:** Any building or collection of buildings where persons gather for the purpose of conducting worship, religious instruction, and similar uses.

**Catering or Delivery Service Kitchen:** Food production for off-site sale through catering or delivery service.

**Commercial Recreation and Entertainment:** Establishments providing participant or spectator recreation or entertainment, either indoors or outdoors,

for a fee or admission charge. Examples include arcades, batting cages, bowling alleys, golf courses, and indoor sports facilities.

**Consignment Store:** A store that sells secondhand items on behalf of the original owner, who receives a percentage of the selling price.

**Cultural Institutions:** Any facility such as a museum or library that displays or preserves objects of community or cultural interest relating to one or more of the arts or sciences. This use includes libraries, museums, and art galleries.

**Personal Services – General:** Establishments that provide recurrently needed services of a personal nature. Examples of these uses include, but are not limited to:

- acupuncture clinics
- barber and beauty shops (without massage services)
- day spas
- dry cleaning pick-up stores with limited on-site cleaning equipment

- laundromats (self-service laundries)
- locksmiths
- nail salon
- shoe repair shops
- tailors and seamstresses
- tanning salons

**Personal Services – Restricted:** Personal services with characteristics that have the potential to adversely impact surrounding areas and which may need to be dispersed to minimize their adverse impacts. Examples include, but are not limited to:

- fortune-telling and psychic services
- game arcades
- internet cafes
- massage establishments, in compliance with Chapters 5.68 (Massage Establishments) of the PMC
- palm and card readers
- tattoo and body piercing services

**Self-storage facility:** A commercial facility containing small, independent, fully enclosed storage compartments that are leased to persons exclusively for the

storage of personal household goods and/or property.

**Thrift Store:** A place where goods can be donated to be refurbished and sold.

**Trade Schools:** A vocational school or career school providing education at which students are taught the specific skills needed to perform a particular job.

**Utility Facilities:** Any facility operated by a public or private utility company including, but not limited to, power-generation facilities, substations, transfer stations, pump units, and wells.

Table to be formatted once finalized.

Table 3-1 Land Uses and Permit Requirements **This table has not been changed yet to reflect Ad Hoc Comments**

Land Uses	P = Permitted by Right AUP = Administrative Use Permit C = Conditional Use Permit		A = Accessory Use X = Not Allowed			
	TC = Town Center PR-MU = Poway Road Mixed Use		PR-CO = Poway Road Commercial Office PR-CG = Poway Road Commercial General PR-A/GC= Poway Road Auto/General Commercial			
	TC	PR-MU	PR-CO	PR-CG	PR-A/GC	Additional Regulations
<b>EATING AND DRINKING ESTABLISHMENTS</b>						
Alcohol Production with On-site Tasting (Winery, Brewery, Distillery)	C	C	C	C	C	
Bars and Nightclubs	C	X	X	X	X	
Catering or Delivery Service Kitchen	X	X	P	P	P	
Outdoor Dining and/or Patio Seating	A	A	A	A	A	Subject to the provisions of <b>Section XX</b> of this Specific Plan
Restaurant	P	P	P	P	P	
Restaurant with drive-in or drive-through facilities	X	C	C	C	C	
<b>EDUCATION AND PUBLIC ASSEMBLY USES</b>						
Assembly/Meeting Facilities – Private and Religious	X	X	C	C	C	
Cultural Institutions	AUP	AUP	AUP	X	X	
Educational Institutions (Private)	C	C	C	C	C	

Table to be formatted once finalized.

Table 3-1 Land Uses and Permit Requirements **This table has not been changed yet to reflect Ad Hoc Comments**

Land Uses	P = Permitted by Right AUP = Administrative Use Permit C = Conditional Use Permit		A = Accessory Use X = Not Allowed			
	TC = Town Center PR-MU = Poway Road Mixed Use		PR-CO = Poway Road Commercial Office PR-CG = Poway Road Commercial General PR-A/GC= Poway Road Auto/General Commercial			
	TC	PR-MU	PR-CO	PR-CG	PR-A/GC	Additional Regulations
Trade Schools	X	C	C	C	C	
<b>FINANCIAL AND PROFESSIONAL OFFICE USES</b>						
Office – Business or Corporate, Financial Institutions, and Related Services	P	P	P	P	P	
<b>MEDICAL-RELATED SERVICES</b>						
Hospitals	X	X	X	X	X	
Medical, Dental Clinics/Offices	AUP	P	P	P	P	Not permitted on the ground floor in the TC district
Medical Supplies Sales	X	X	P	P	P	
Pharmacy	P	P	P	P	P	No drive-through facilities permitted in the TC district
Urgent Care Clinic	X	X	C	X	C	
Veterinary Services – with or without animal boarding	X	X	C	C	AUP	

Table to be formatted once finalized.

Table 3-1 Land Uses and Permit Requirements **This table has not been changed yet to reflect Ad Hoc Comments**

Land Uses	P = Permitted by Right AUP = Administrative Use Permit C = Conditional Use Permit		A = Accessory Use X = Not Allowed			
	TC = Town Center PR-MU = Poway Road Mixed Use		PR-CO = Poway Road Commercial Office PR-CG = Poway Road Commercial General PR-A/GC= Poway Road Auto/General Commercial			
	TC	PR-MU	PR-CO	PR-CG	PR-A/GC	Additional Regulations
<b>MIXED-USE</b>						
Mixed-Use	P	P	X	X	X	Mixed-use is intended for a mix of commercial and residential land uses that could exist separately or in combination on the same site.
<b>PERSONAL SERVICE AND CARE USES</b>						
Animal Boarding	X	X	C	C	C	
Animal Grooming	X	X	AUP	AUP	AUP	
Day Care – Adult and Children	C	C	X	C	X	
Massage service incidental to, or in conjunction with, allowed medical, chiropractic, or similar medical services; day spas, beauty salons, or barber shops; and physical fitness centers	A	A	A	A	A	For massage establishments, particular regulations apply; see Section 5.68 (Massage Establishments) of the PMC.
Personal Services, General	P	P	P	P	P	
Personal Services, Restricted	C	C	C	C	C	

Table to be formatted once finalized.

Table 3-1 Land Uses and Permit Requirements **This table has not been changed yet to reflect Ad Hoc Comments**

Land Uses	P = Permitted by Right AUP = Administrative Use Permit C = Conditional Use Permit		A = Accessory Use X = Not Allowed			
	TC = Town Center PR-MU = Poway Road Mixed Use		PR-CO = Poway Road Commercial Office PR-CG = Poway Road Commercial General PR-A/GC= Poway Road Auto/General Commercial			
	TC	PR-MU	PR-CO	PR-CG	PR-A/GC	Additional Regulations
Postal and Package Delivery Services – Retail scale	P	P	P	P	P	No warehousing or use of trucks with four or more axels
Self-storage Facilities	X	X	X	X	C	
Small-Family Day Care Home	P	P	X	X	X	Only allowed in single-family detached dwellings
<b>PUBLIC/INSTITUTIONAL</b>						
Government Facilities	P	P	P	P	P	
Parks and Recreational Facilities - Public	P	P	P	P	P	
Utility Facilities	X	C	C	C	C	
<b>RECREATION AND ENTERTAINMENT</b>						
Commercial Recreation and Entertainment	AUP	C	AUP	AUP	AUP	See also PMC Section 5.16 (Entertainment License)
Health/Fitness Facilities						
Small – 2,000 sq. ft. or less	P	P	P	P	P	

Table to be formatted once finalized.

Table 3-1 Land Uses and Permit Requirements **This table has not been changed yet to reflect Ad Hoc Comments**

Land Uses	P = Permitted by Right AUP = Administrative Use Permit C = Conditional Use Permit		A = Accessory Use X = Not Allowed			
	TC = Town Center PR-MU = Poway Road Mixed Use		PR-CO = Poway Road Commercial Office PR-CG = Poway Road Commercial General PR-A/GC= Poway Road Auto/General Commercial			
	TC	PR-MU	PR-CO	PR-CG	PR-A/GC	Additional Regulations
Large – 2,001 sq. ft. or greater	C	C	C	C	C	
Movie Theater or Live Theater	P	C	C	P	C	
Studio – Art, Dance, Martial Arts, Music	P	P	P	P	P	See also PMC Section (5.12 Dances and Dancehalls)
<b>RESIDENTIAL</b>						
Group Residential, including but not limited to independent living, board and care, and intermediate care – More than 7 residents	X	C	X	X	X	See Chapter 17.39 (Residential Senior Citizen Standards) of the PMC.
Live/Work Units	P	P	X	X	X	Limited to professional offices, service-related facilities, and art studios (no welding or other industrial-type activity)
Multi-Family Dwellings	P	P	X	X	X	Subject to Development Review pursuant to <b>Section XX</b> of this Specific Plan
<b>RETAIL</b>						

Table to be formatted once finalized.

Table 3-1 Land Uses and Permit Requirements **This table has not been changed yet to reflect Ad Hoc Comments**

Land Uses	P = Permitted by Right AUP = Administrative Use Permit C = Conditional Use Permit		A = Accessory Use X = Not Allowed			
	TC = Town Center PR-MU = Poway Road Mixed Use		PR-CO = Poway Road Commercial Office PR-CG = Poway Road Commercial General PR-A/GC= Poway Road Auto/General Commercial			
	TC	PR-MU	PR-CO	PR-CG	PR-A/GC	Additional Regulations
Alcohol Sales – Off-sale (not associated with a winery, brewery, or distillery). This type of land use is strictly wine and beer sales.	AUP	AUP	C	C	C	Shall not be located within 1,000 feet of any public school.  In the TC and PR-MU districts, a business that limits sales to beer and wine may be permitted with an Administrative Use Permit.
Antique Shop; Consignment Store	X	X	P	P	P	
Drive-through Facility	X	C	AUP	AUP	AUP	
Retail Store (Up to 20,000 sq. ft.)	P	P	P	P	P	See also PMC Section 5.48 (Firearms Sales).
Retail Store (Greater than 20,000 sq. ft.)	AUP	AUP	P	P	P	See also PMC Section 5.48 (Firearms Sales).
Thrift or similar second-hand sales	X	X	X	C	C	
<b>VEHICLE USES</b>						

Table to be formatted once finalized.

Table 3-1 Land Uses and Permit Requirements **This table has not been changed yet to reflect Ad Hoc Comments**

Land Uses	P = Permitted by Right AUP = Administrative Use Permit C = Conditional Use Permit		A = Accessory Use X = Not Allowed			
	TC = Town Center PR-MU = Poway Road Mixed Use		PR-CO = Poway Road Commercial Office PR-CG = Poway Road Commercial General PR-A/GC= Poway Road Auto/General Commercial			
	TC	PR-MU	PR-CO	PR-CG	PR-A/GC	Additional Regulations
Automobile Repair and Service – Major (all except quick-service facilities, such as lube and tune-up)	X	X	X	X	AUP	
Automobile Repair and Service – Minor	X	X	C	C	AUP	
Automobile Sales, Lease, and Rentals	X	X	C	C	P	Sale of used automobiles limited to 20% or less of auto display area
Automobile Washing/Detailing	X	X	C	C	C	
Boat and Recreational Vehicle Sales, Rental, and Repair	X	X	X	X	AUP	
Gasoline/Fueling Service Stations, including vehicle charging stations	X	X	C	C	C	
Tire Sales and Services as freestanding use	X	X	X	C	P	
Vehicle Repair - Automobile	X	X	X	C	P	No vehicles shall be stored outside overnight.
Vehicle Repair – Boats and Recreational Vehicles	X	X	X	X	P	

Table to be formatted once finalized.

Table 3-1 Land Uses and Permit Requirements **This table has not been changed yet to reflect Ad Hoc Comments**

Land Uses	P = Permitted by Right AUP = Administrative Use Permit C = Conditional Use Permit		A = Accessory Use X = Not Allowed			
	TC = Town Center PR-MU = Poway Road Mixed Use		PR-CO = Poway Road Commercial Office PR-CG = Poway Road Commercial General PR-A/GC= Poway Road Auto/General Commercial			
	TC	PR-MU	PR-CO	PR-CG	PR-A/GC	Additional Regulations
Vehicle Towing and Storage	X	X	X	X	C	
<b>OTHER USES</b>						
Home Occupations	P	P	X	X	X	Shall comply with Chapter 17.28 (Home Occupations) of the PMC.
Hotels	C	X	C	C	C	<ol style="list-style-type: none"> <li>1. A minimum parcel size of one acre and minimum lot width of 150 feet is required.</li> <li>2. All guest rooms shall have a minimum size of 300 square feet.</li> <li>3. A minimum of 400 square feet of landscaped area shall be provided per guest room.</li> <li>4. Rooms shall be for transient lodging only (30 days or fewer within any three-month period) unless otherwise authorized by the Conditional Use Permit.</li> </ol>

Table to be formatted once finalized.

Table 3-1 Land Uses and Permit Requirements **This table has not been changed yet to reflect Ad Hoc Comments**

Land Uses	P = Permitted by Right AUP = Administrative Use Permit C = Conditional Use Permit		A = Accessory Use X = Not Allowed			
	TC = Town Center PR-MU = Poway Road Mixed Use		PR-CO = Poway Road Commercial Office PR-CG = Poway Road Commercial General PR-A/GC= Poway Road Auto/General Commercial			
	TC	PR-MU	PR-CO	PR-CG	PR-A/GC	Additional Regulations
Recycling Centers	X	X	X	X	C	Glass bottle, plastic bottle, cans, and other household items only.
Seatainers	X	X	X	C	C	Only allowed with an associated retail use.
Wireless Communications Facilities						For <b>amateur radio antennas</b> , see Chapter 17.31 (Amateur Radio Antenna Installations) of the PMC.  For <b>satellite dish antennas</b> , see Chapter 17.37 (Satellite Dish Antennas) of the PMC.

Notes:

1. **Outdoor display** of merchandise is prohibited unless an Outdoor Display Permit is issued pursuant to the provisions of Section 17.10.190 (Outdoor display) of the PMC.
2. See Chapter 17.26, Article II (Temporary Uses) of the PMC regarding temporary uses.

## 3.3 Development Standards by District

The development standards provide the regulatory framework for the Poway Road Corridor Specific Plan. To establish the physical form and identity of the Poway Road Corridor, development standards have been tailored for each district. These development standards address both new buildings and site improvements, and are essential to achieve the vision of the Specific Plan.

### Incentives and Bonuses

To catalyze the desired uses and public benefits for the corridor, this Specific Plan uses an incentive-based bonus system in the Town Center and Poway Road-Mixed Use districts to advance the vision and encourage the provision of community benefits while increasing a project's value.

### What is the difference between development standards and design guidelines?

#### STANDARDS

**Development standards** are measurable criteria for building elements such as setbacks, step-backs, building heights, floor area, and residential density. The standards are prescriptive and **quantitative**, and are applied to all properties in each district consistently.

Development standards are mandatory, and projects may only be approved if the proposed improvements are consistent with the development standards, unless otherwise allowed by a Variance or Administrative Adjustment.

#### GUIDELINES

**Design guidelines** are discretionary and **qualitative**. They are intended to serve as criteria for reviewing projects during the application and approval process. Design guidelines address elements that cannot easily be measured or quantified, but are important aspects of the design and quality of a building or development. The design guidelines contain recommendations on design aspects that are more open to interpretation, such as texture, materials, style, and overall design character. In certain circumstances, design guidelines are mandatory; these are indicated with clear terminology such as "shall" and "must."

When used in conjunction, the development standards (Chapter 3) and design guidelines (Chapter 4) will shape the physical features of the Poway Road Corridor.

## Development Capacity

The preparation of the Poway Road Corridor Specific Plan includes an economic benefits analysis based on potential new development that could be created throughout the Poway Road Corridor. While market conditions are always uncertain, analysis indicated that development across a range of land use categories will create new tax revenues to the City, new employment, and an overall net positive economic impact. A summary of economic benefits is included in Appendix XX Poway Road Economic Benefits Analysis.

After consideration of the economic benefits analysis, Opportunity Areas, and community vision, a “Maximum Allowable Development” amount was established in Chapter 8 Implementation, Table XX Maximum Allowable Development. The Maximum Allowable Development capacity includes the total number of allowable residential units and commercial square footage. The City Council may modify the Maximum Allowable Development amounts through the Specific Plan adoption and

amendment process. The administration of Maximum Allowable Development is outlined in Chapter 8 Implementation.

## Glossary of Terms

The following terms are integral to implementing the development standards and design guidelines. These terms used shall have the following meanings.

**Build-to-line:** The line at which construction of a building façade is to occur on a lot, running parallel to the front property line without setback, and thus ensuring a uniform building façade line along the street.

**Building Mass:** Building mass describes three-dimensional forms and how people perceive them. Buildings are composites of varying types of surfaces that convey a sense of mass. This composition is described as the “massing” of forms in a building. Mass can be broken down through horizontal and vertical details or articulation and can significantly enhance the character of a building.

**Commercial/Office Building:** Refers to a building that includes retail, service, restaurant, entertainment, and/or office uses.

**Floor Area Ratio (FAR):** A method to measure building mass, expressed as a ratio of building area to land area and is calculated by dividing overall building square footage by parcel square footage.

**Front Façade:** The exterior face of a building which is the architectural front, sometimes distinguished from other faces by elaboration of architectural or ornamental details, and location of primary entry.

**Infill:** A newly constructed building within an existing development area.

**Housing Density:** The number of dwelling units that can be built on a site on a given area. Usually referred to by number of dwelling units per acre, or du/acre.

**Lot:** See Section 17.04.440 Lot of the PMC.

**Mixed-Use Building:** A mixed-use building or development is defined as having commercial and/or office uses on the ground-floor with commercial, office, or residential uses above.

**Mixed-Use Project:** A mixed-use project refers to multiple buildings on one lot that support a mix of compatible uses, including residential.

**Pedestrian Scale:** Pedestrian scale refers to the proportional relationship between the dimensions of a human being and buildings, outdoor spaces, streetscapes, or objects. Pedestrian scale is used to describe the scale of objects or building mass to a human being and is intended to create the perception and experience of smaller, compact spaces at a slow, walkable pace.

**Scale:** Scale is the measurement of the relationship of one object to another object. All components of a building also have a relationship to each other and to the building as a whole, which is the “scale” of the components. The relationship of a building, or portions of a building, to a

human being is called “pedestrian scale” (see above).

**Setback:** The minimum horizontal distance between the lot or property line and the nearest front, side, or rear line of the building (including terraces or any covered projection thereof), excluding steps.

**Step-back:** A step-back is the distance which a building is set back from a build-to-line (BTL) or another building façade to reduce building mass.

**Street Frontage:** The building alignment along the public sidewalk and street forms the street frontage. The property line that faces a public street and immediately abuts the sidewalk creates a line that buildings should align with.

**Transparency:** Ratio of unblocked transparent glass to opaque building materials, in reference to the minimum amount of the building façade that must contain windows or other non-opaque materials. Any signs or lettering on the windows would be considered “opaque”

and therefore not count toward the minimum transparency required.

### 3.3.1 TOWN CENTER

Centrally located along the Poway Road Corridor, the Town Center is bordered by a residential neighborhood to the north, Community Road on the east, Poway Community Park on the south, and Carriage Road to the west. Because of its walkable proximity to established civic uses and suitable sites for new development and redevelopment, the Town Center offers some of the greatest transformative potential in the Specific Plan area. Standards and guidelines stimulate a vibrant street life and implement strategies to create a unique “Main Street” environment that is pedestrian scale and offers civic uses and shopping experiences to draw people to the Town Center on weekdays and weekends.

#### Objectives

1. Implement tools to promote a unique sense of place, where the Town Center is the “heart” of Poway, with comfortable sidewalks, transparent and

- active storefronts, outdoor dining, and accessible civic uses.
2. Encourage the development of a mixed-use project for the properties north of Poway Community Park and west of Civic Center Drive.
3. Promote pedestrian connections through larger new developments to access public space and parking areas and specifically, a trail connecting Poway Community Park, Hilleary Park, and the Poway Community Library.
4. Encourage the provision of privately owned public gathering spaces designed as active places and that provide pedestrian connections, primary building entrances, and views to Poway Community Park and the Poway Community Library.

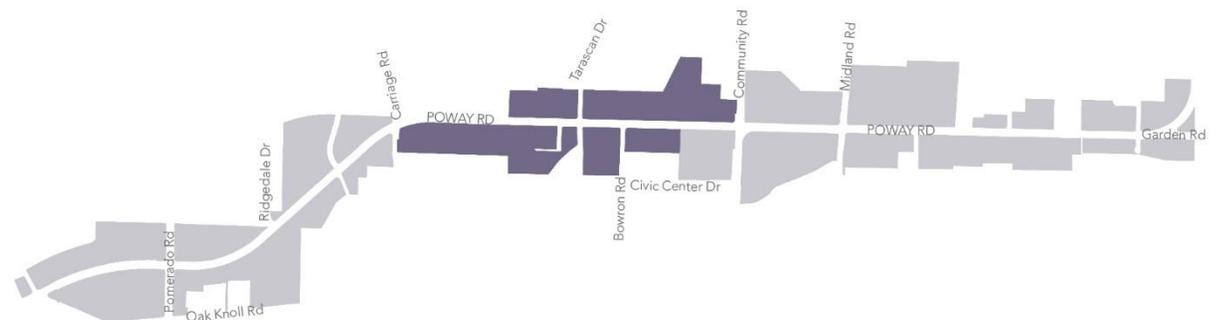
5. Require pedestrian-oriented uses, such as retail and restaurants, at the ground level of new development fronting Poway Road.
6. Integrate residential uses either as stand-alone or mixed-use projects to provide housing in walkable proximity to retail and civic uses.

#### Total Area

54 Acres (approximate)

#### Built Form Characteristics

- Ground-floor retail/commercial with residential or office above to promote activity and interaction with the street through active frontages with opportunity for a fourth story on sites that slope away from Poway Road to the south



- Buildings scaled to achieve a pedestrian friendly streetscape
- Articulated facades to create visual interest on front facades
- Consolidated lots to allow for cohesive development
- Siting and arrangement of buildings to create pedestrian friendly outdoor spaces

## Town Center Development Standards

The Town Center district development standards established in **Table 3-2: Town Center Development Standards** apply to all development projects. To achieve additional height, FAR, and density within

the Town Center district, an incentive and bonus system has been included for qualified projects. Bonuses are granted to projects which provide lot consolidation or additional community benefits, such as open space or a mid-block pedestrian passageway. The incentives and their corresponding bonuses are established in **Table 3-4: Town Center and Poway Road – Mixed Use Incentives and Bonuses**.

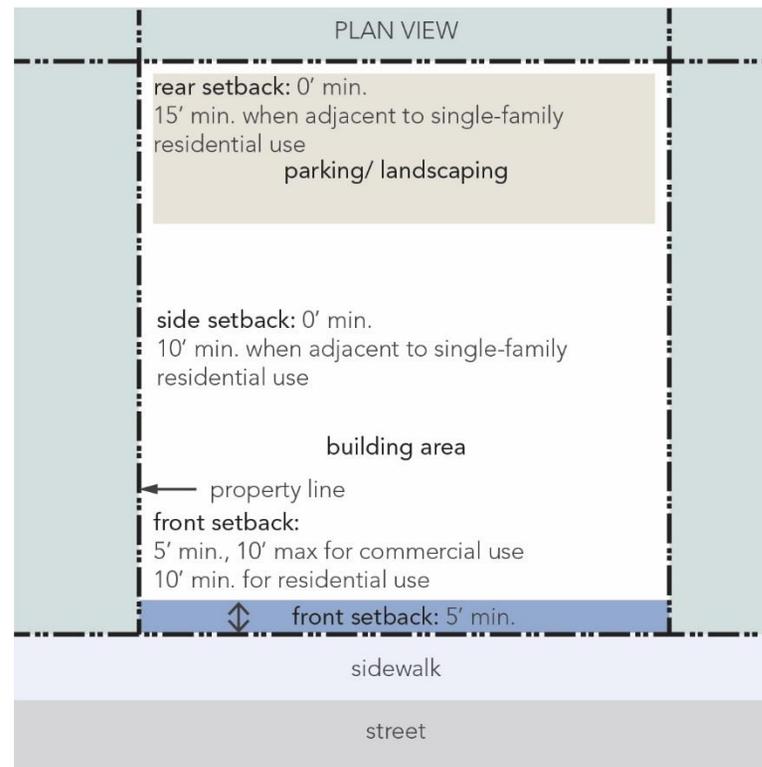
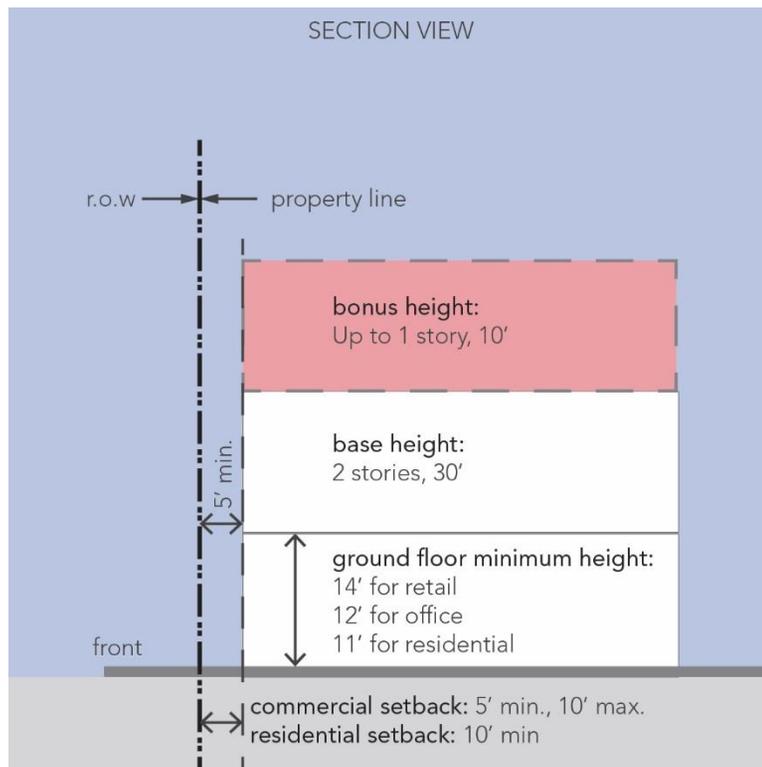


Table 3-2: Town Center Development Standards

TOWN CENTER - DEVELOPMENT STANDARDS	
Minimum Front Setback <sup>1</sup>	Ground Floor Retail/Commercial Use: 5 feet minimum, 10 feet maximum
	Ground Floor Residential Use: 10 feet minimum
Minimum Side Setback <sup>2</sup>	0 foot minimum. On Interior lots, buildings shall only be set back from the property line to allow for a driveway. On a corner lot, a side setback for a driveway shall be located perpendicular to the secondary street.
	10 feet minimum with ground-floor residential use or if parcel is adjacent to a single-family residential zone
Minimum Rear Setback <sup>3</sup>	0 feet minimum
	15 feet minimum when adjacent to a single-family residential zone
Maximum Height by Right <sup>4</sup>	2 stories, 30 feet
Maximum Floor Area Ratio (FAR) by Right <sup>5,6</sup>	0.4
Maximum Housing Density by Right <sup>7,8</sup>	24 du/net acre
Ground Floor Transparency <sup>9</sup>	Minimum 75% on Poway Road and 50% on all other streets.
Upper Floor(s) Transparency	Minimum 30%.

Notes:

<sup>1,2,3</sup>All development within the Town Center district shall comply with the setback standards established in this table unless a retail/commercial front setback exception is approved subject to standards outlined in Chapter 4. All required setback areas shall be used for landscaping, private open space, and/or outdoor dining.

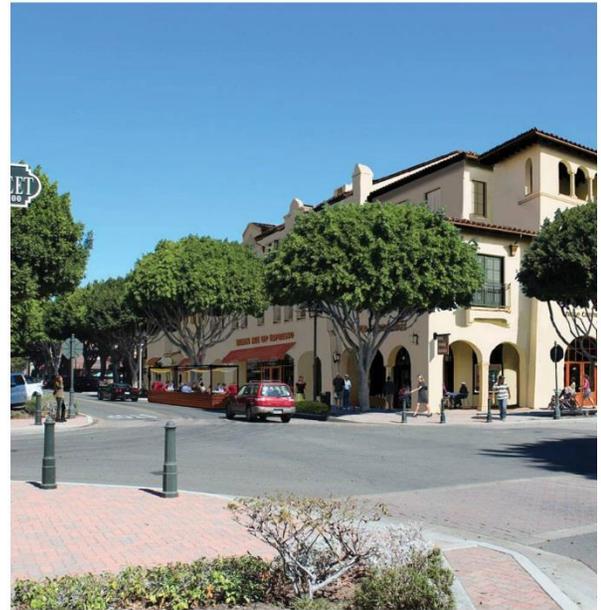
<sup>4,5,7</sup>Incentives and bonuses are available to unlock additional building height, FAR, and housing density; bonuses are subject to additional regulations outlined in this Chapter.

<sup>6</sup>FAR only applies to non-residential buildings.

<sup>8</sup>See Poway Municipal Code (PMC) Chapter 17.04 Definitions, 17.04.3540 Net Area.

<sup>9</sup>See Glossary for definition. All glass shall permit 80% visible transparency and a reflectance of no greater than 10% visibility (i.e. visibility must project into the ground floor).

## Town Center Development Examples



### 3.3.2 POWAY ROAD – MIXED USE

Located at two key gateways into the Poway Road Corridor—Poway Road and Pomerado Road, and Poway Road and Community Road, the Poway Road—the Mixed Use (PR-MU) district is bordered by a mix of land uses. This district allows for residential uses to complement existing retail and commercial uses. The PR-MU district is the only other district that allows residential uses besides the Town Center. Standards and guidelines emphasize walkable building form and implement strategies to accommodate a dynamic mix of residential and commercial uses.

#### Objectives

1. Create a focused development at key intersections along Poway Road that support an expanded pedestrian environment.
2. Integrate residential uses either as stand-alone or mixed-use projects to

provide housing in walkable proximity to retail and commercial uses.

3. Ensure that building massing along large blocks is designed to allow passage or circulation through them, with pedestrian pathways leading to destinations, including outdoor plazas, paseos, and courtyards.
4. Provide incentives for mixed use development, with retail emphasis on ground floors to activate building edges with housing and/or office uses above.
5. Encourage lot consolidation and improve underutilized space to transform the district into a vibrant mixed-use area.

#### Total Area

50 Acres (approximate)

#### Built Form Characteristics

- Active ground-floor retail/commercial frontages with residential or office above
- Two to three stories that face the public right-of-way
- Buildings oriented toward the street with parking toward the rear of the site



## Poway Road – Mixed Use Development Standards

The Poway Road – Mixed Use district development standards are established in **Table 3-3: Poway Road – Mixed Use Development Standards**. To achieve additional height, FAR, and residential density within the PR-MU district, an

incentive and bonus system applies to qualified projects. Bonuses may be granted to projects that provide lot consolidation or additional community benefits, such as open space or a mid-block pedestrian passageway. The incentives and their corresponding bonuses are established in **Table 3-4 Town Center and Poway Road – Mixed Use Incentives and Bonuses**.

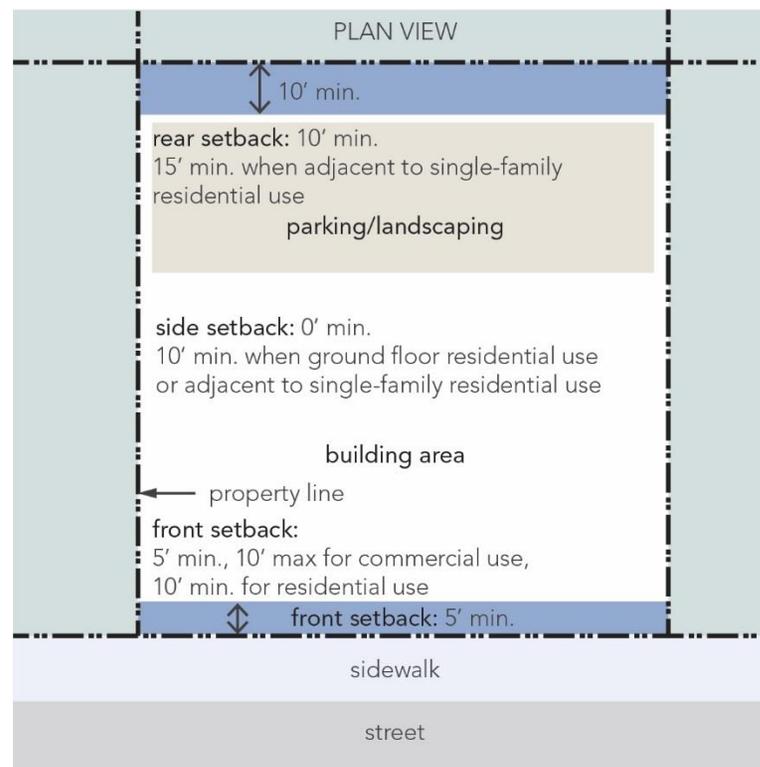
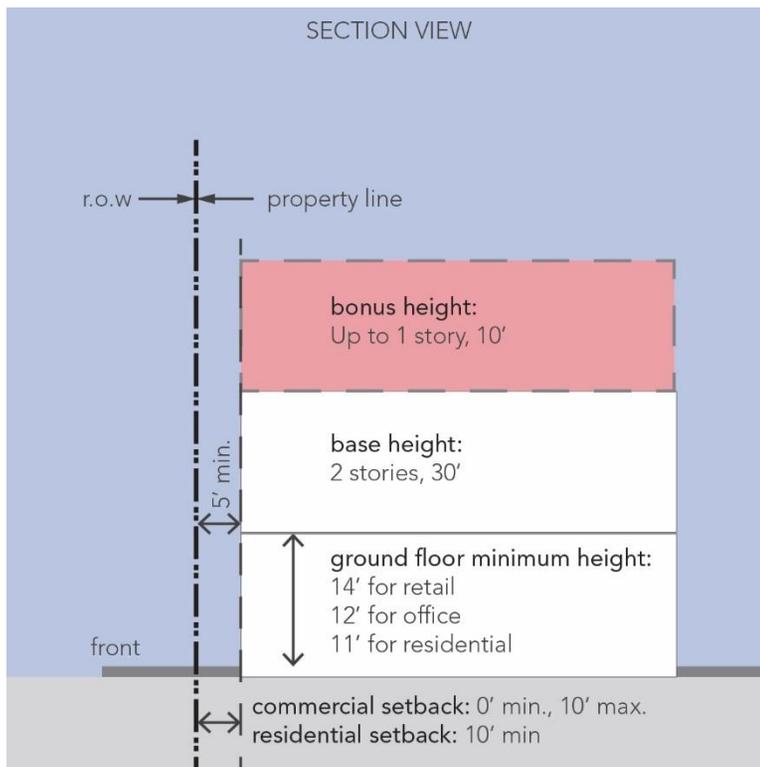


Table 3-3 Poway Road - Mixed Use Development Standards

POWAY ROAD – MIXED USE DEVELOPMENT STANDARDS	
Minimum Front Setback <sup>1</sup>	Ground Floor Retail/Commercial Use: 5 feet minimum, 10 feet maximum Ground Floor Residential Use: 10 feet minimum
Minimum Side Setback <sup>2</sup>	0 feet minimum. On Interior lots, buildings shall only be set back from the property line to allow for a driveway. On a corner lot, a side setback for a driveway shall be located perpendicular to the secondary street. 10 feet minimum with ground-floor residential use or if parcel is adjacent to a single-family residential zone.
Minimum Rear Setback <sup>3</sup>	10 feet minimum. 15 feet minimum when adjacent to a single-family residential zone.
Maximum Height by Right <sup>4</sup>	2 stories, 30 feet
Maximum Floor Area Ratio (FAR) by Right <sup>5,6</sup>	0.4
Maximum Housing Density by Right <sup>7,8</sup>	24 du/net acre
Ground Floor Transparency <sup>9</sup>	Minimum 50% on Poway Road and 25% on all other streets
Upper Floor(s) Transparency	Minimum 30%

Notes:

<sup>1,2,3</sup>All development within the Poway Road – Mixed Use district shall comply with the setback standards established in this table unless a retail/commercial front setback exception is approved subject to standards outlined in Chapter 4. All required setback areas shall be used for landscaping, private open space, and/or outdoor dining.

<sup>4,5,7</sup>Incentives and bonuses are available to unlock additional building height, FAR, and housing density; bonuses are subject to additional regulations outlined within this Chapter.

<sup>6</sup>FAR only applies to non-residential buildings.

<sup>8</sup>See Poway Municipal Code (PMC) Chapter 17.04 Definitions, 17.04.3540 Net Area.

<sup>9</sup>See Glossary for definition. All glass shall permit 80% visible transparency and a reflectance of no greater than 10% visibility (i.e. visibility must project into the ground floor).

## Poway Road – Mixed Use Development Examples



# Town Center and Poway Road – Mixed Use Incentives and Bonuses

Massing and height bonuses are outlined in **Table 3-4: Town Center and Poway Road – Mixed Use Incentives and Bonuses**. Bonuses will be granted as a discretionary action through the Development Review Procedure described in Chapter 8 Implementation. Applicants utilizing the incentives and bonuses may use either the lot consolidation incentive, community benefit incentive, or both. The consolidation incentive requires consolidating two or more parcels. The community benefits incentive requires identification of two community benefits from a menu of community benefit incentives. To unlock the maximum bonuses applicants must consolidate a minimum of two lots and select two community benefit incentives. Applicants may propose other

Table 3-4: Town Center and Poway Road – Mixed Use Incentives and Bonuses

HEIGHT, FAR, & DENSITY WITH LOT CONSOLIDATION INCENTIVE OR SELECTION OF TWO COMMUNITY BENEFITS <sup>1</sup>	
Maximum Height	2 stories, 35 feet
Maximum Floor Area Ratio <sup>2</sup>	0.55
Maximum Housing Density	30 du/net acre
HEIGHT, FAR, & DENSITY WITH LOT CONSOLIDATION INCENTIVE AND SELECTION OF TWO COMMUNITY BENEFITS <sup>3</sup>	
Maximum Height <sup>4</sup>	3 stories, 40 feet
Maximum Floor Area Ratio <sup>5</sup>	0.65
Maximum Housing Density	35 du/net acre

**Notes**

<sup>1,3</sup> Lot consolidation incentives are subject additional regulations outlined within this Chapter. The lot consolidation incentive and selection of two community benefits must be included in the final project to qualify for the maximum massing and height bonuses. For a complete list of community benefits for the Town Center see the Menu of Community Benefits.

<sup>2,5</sup> FAR only applies to non-residential buildings.

<sup>4</sup>Town Center district only, maximum height may be increased to 4 stories and 45 feet (on the downslope) with the selection of an additional community benefit for sites that contain a downslope. The fourth story shall be stepped back a minimum of 15 feet from the front property line. The maximum height at Poway Road shall be 35 feet.

community benefits for review and consideration by the City. In addition, provision of affordable housing in excess of that allowed by the PMC Chapter 17.26, Article V will qualify a project for additional density and building height as described below.

The following regulations are required to unlock additional height, FAR, and density.

- Applicants who consolidate lots are required to follow the standards outlined in this section and will receive the bonuses detailed in Table 3-4.
- Applicants who consolidate lots and select two community benefits from the menu in this section will receive the maximum bonuses detailed in Table 3-4.

### Lot Consolidation Incentive

Assembly of lots is critical to developing high-quality projects of sufficient size to promote new investment and development in the Specific Plan area. Projects that

propose to consolidate lots (meeting a minimum of two lots and combined site area greater than 1.5 acres) shall qualify for massing and height bonuses.

#### Standards:

1. Minimum lot consolidation shall be two parcels and 1.5 acres.
2. Consolidated parcels are required to have a minimum 150 feet of Poway Road frontage.
3. Consolidated parcels are allowed a maximum of two curb cuts for vehicular access.

#### Bonus:

As set forth in Table 3-4.

### Menu of Community Benefits

Applicants must select a minimum of two community benefits to unlock height, FAR, and density bonuses established in Table 3-4.

---

### AFFORDABLE HOUSING

---

The provision of affordable housing opportunities, the primary emphasis of the

2013-2020 Housing Element Update, will continue to be the City's first housing priority to meet the needs of current and future residents.

The Poway Road Specific Plan builds on these goals and policies by identifying clear incentives to create additional affordable housing in conjunction with new development in the Poway Road Corridor. Granting height and density bonuses in exchange for affordable housing supports the City's Housing Element. Applicants who choose to utilize the affordable housing incentive shall comply with Article V. Affordable Housing Incentives in Chapter 17.26 of the PMC unless otherwise specified below.

#### Standards:

Applicants who pursue the affordable housing incentive shall incorporate the following:

1. At least 20% more affordable housing units than would be required pursuant to PMC Section 17.26.640 Specified density bonus percentages. Any

fractional affordable housing unit that results from this formula shall be provided as a whole affordable housing unit (i.e., any resulting fraction shall be rounded up to the next large integer).

2. On-site affordable housing units shall be either very-low-income households or lower-income households and shall not include any moderate income units, as defined by PMC Section 17.26.10 Definitions.
3. All on-site affordable housing units shall comply with the provisions of PMC Chapter 17.26.
4. The average number of bedrooms for all of the affordable housing units combined shall be equal to or greater than the average number of bedrooms provided for all of the market rate units.

**Additional Bonus:**

Bonus Density and Height: Applicants who satisfy the standards for the affordable housing incentive shall be allowed an additional 5 units per net acre and additional 5 feet in maximum building height.

---

**PUBLIC OPEN SPACE**

---

Public open space is a vital community resource and often provides a place to sit and relax, gather, enhance pedestrian circulation, and host community events. Public open space can be created on both public and private land and includes well-designed parks, plazas, paseos, and other outdoor spaces. These outdoor amenities contrast the built environment and help to create quality, attractive, and usable space.

**Standards:**

1. Public open space shall follow the standards and guidelines outlined in Chapter 5 Public Space Design.
2. Public open space shall be a minimum of 2,000 contiguous square feet and shall be in addition to any required open space.
3. Public open space shall be accessible and useable by the public (i.e. no gate, wall, or other form of separation or restriction of access) from the sidewalk or an easement.

4. Public open space allocation shall be included in the net acreage calculation for a project site.

---

**INTERNAL PEDESTRIAN PASSAGEWAY**

---

A permeable Poway Road allows people to move fluidly though accessible and walkable internal pedestrian passageways. Internal pedestrian passageways provide convenient through access for pedestrians and enhanced visibility for businesses.

**Standards:**

1. The minimum unobstructed width of any paseo, passageway, walkway, trail, alley, or arcade shall be no less than 12 feet at any point.
2. The passageway shall be an integral part of a project and configured to provide access to rear parking lots, commercial storefronts, restaurants, mid-block pathways, and existing public open space such as Poway Community Park.
3. The passageway shall incorporate a variety of pedestrian amenities and

features that include seating, shaded areas, lighting, landscaping, tree plantings, textured paving, and/or additional design elements to enhance the overall pedestrian environment and provide a high level of security and convenience.

**Additional Bonus:**

Bonus Parking Reduction: Internal pedestrian passageways that connect with the Poway Community Library or Poway Community Park may receive a parking reduction for non-residential uses of up to five percent (5%) of required spaces.

---

**COMMUNITY BENEFITS FUND**

---

To fully implement the Poway Road Corridor Specific Plan, applicants may contribute to a fund established for significant streetscape and mobility improvements. Streetscape improvements include lane restriping, median and sidewalk enhancements, additional traffic signal and pedestrian crossing on Poway Road (within the Town Center district),

undergrounding utilities, and parklets, among other improvements.

**Standards:**

1. To qualify for the community benefits fund, a project applicant must contribute funds for facilities and right-of-way improvements identified in the Specific Plan Implementation Action Plan (Table X-X) or enter into a Development Agreement to provide fund to the City's XX Fund.
2. The dollar amount contributed shall be determined by the cost of the improvements needed as determined by the City. See Chapter 6, Implementation. The minimum dollar amount contributed shall be the full cost equivalent needed to complete improvements (including labor costs as assessed by the City) detailed in the Implementation Action Plan at a minimum of \$250,000.

---

**NEIGHBORHOOD RESTAURANT ROW**

---

To drive economic vitality and provide ground floor space permanently reserved for neighborhood restaurants/cafes, and retail/flex space with outdoor dining is encouraged within the Poway Road Corridor.

**Standards:**

1. The Neighborhood restaurant row shall contain a minimum of two establishments with either individual or consolidated outdoor facilities for lounging and dining.
2. Combined, the two restaurants shall have a total minimum seating capacity of at least 80 persons.

**Additional Bonus:**

Bonus Parking Reduction: Parking for Restaurant Row restaurants may be reduced by up to five percent of the required spaces.

---

## **ENHANCED TRANSPORTATION DEMAND MANAGEMENT**

---

A connected Poway Road corridor allows the community to have access to additional services and amenities. Through enhanced transportation demand management features, traffic volumes can be reduced.

### **Standards:**

1. Projects shall provide a Transportation Demand Management Plan with a five-year commitment required. Possible components of the plan may include:
  - Free transit passes for residents and/or employees.
  - Projects with a significant employment component may provide bike lockers and showers and/or guaranteed rides home for carpoolers.
  - Projects with a residential component may create a shuttle program to existing Poway Transit stops.
  - Projects may provide spaces designated exclusively for car sharing.

- Projects may provide incentives or restrictions to limit residents to the use or parking of only one car in the parking structure.
- Hotel projects may provide free shuttles to access nearby amenities.



### 3.3.3 POWAY ROAD – COMMERCIAL OFFICE

Located on both sides of Poway Road between Ridgedale Drive and Carriage Road, the Poway Road – Commercial Office district provides opportunities for infill development on vacant lots and as part of established commercial centers. Standards and guidelines provide opportunities for a flexible built environment, responsive to market trends and the needs of business owners.

#### Objectives

1. Encourage flexible office space that meets current business needs and employee desires, including buildings that have a flexible internal format (e.g., large and open layouts that can easily be reconfigured) and places where multiple individuals or companies can co-locate.
2. Promote the development of office over retail to allow for lower-intensity office uses.

3. Enhance existing development with façade and landscaping improvements.
4. Provide a transition between uses in the Town Center and Mixed Use districts and surrounding residential neighborhoods.
5. Support the Poway Road Corridor with business services and office facilities within close proximity to residential neighborhoods.
6. Enhance pedestrian connections through access to open space and parking areas, particularly by pathways between developments.

#### Built Form Characteristics

- Ground-floor retail/commercial with office above to enable a sense of activity and interaction with the street through active frontages.
- One to two stories that face Poway Road and secondary streets.
- Buildings with pedestrian access and useable open space integrated into project design.
- Buildings that reflect and respond to market trends and business owner needs.

#### Total Area

25 Acres (approximate)



## Poway Road – Commercial Office Development Standards

The Poway Road – Commercial Office district development standards are established in Table 3-5 Poway Road – Commercial Office Development Standards. To achieve façade enhancements and site improvements

within the Poway Road – Commercial Office district, an incentive and bonus system has been included for qualified projects. The incentives and their corresponding bonuses are established in Table 3-8 Façade Enhancements and Site Improvements Incentives and Bonuses.

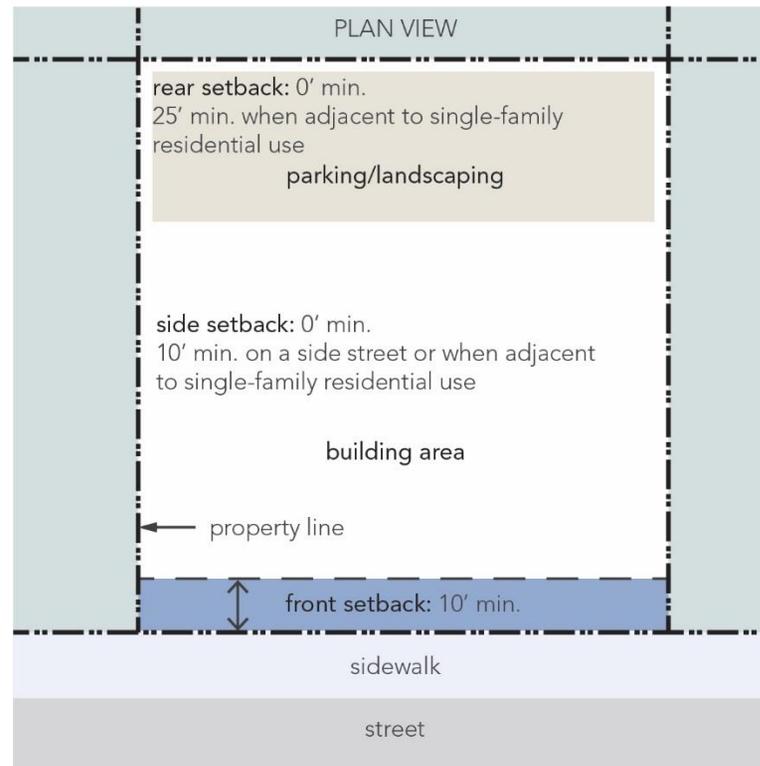
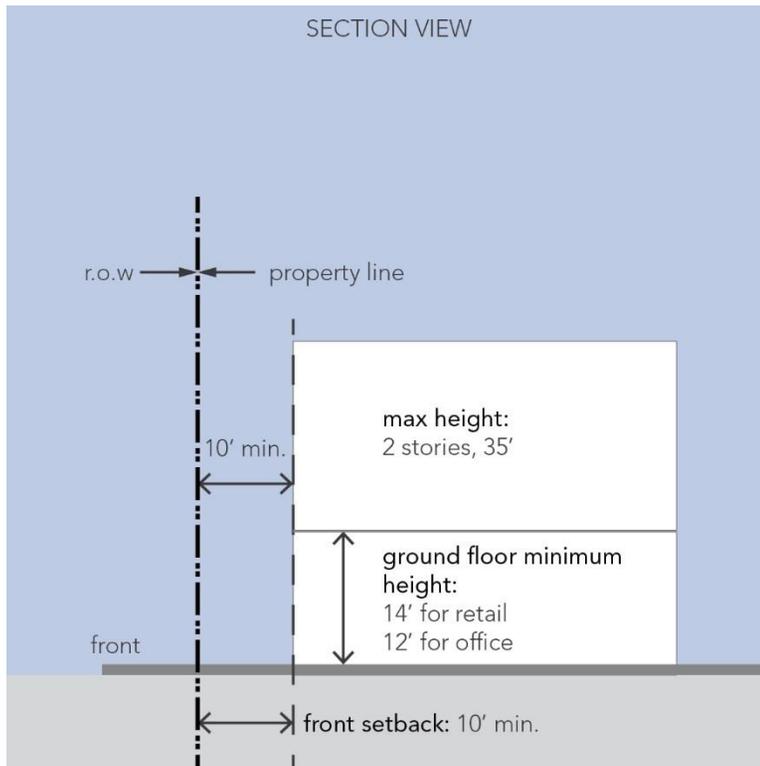


Table 3-5 Poway Road – Commercial Office Development Standards

POWAY ROAD – COMMERCIAL OFFICE - DEVELOPMENT STANDARDS	
Minimum Front Setback <sup>1</sup>	10 feet
Minimum Side Setback <sup>2</sup>	0 feet minimum. On Interior lots, buildings shall only be set back from the property line to allow for a driveway. On a street side, 10 feet 10 feet minimum when parcel is adjacent to a single-family residential zone
Minimum Rear Setback <sup>3</sup>	0 feet minimum 25 feet minimum when adjacent to a single-family residential zone
Maximum Height by Right	2 stories, 35 feet
Maximum Floor Area Ratio (FAR) by Right	0.4
Ground Floor Transparency <sup>4</sup>	Minimum 50% on Poway Road and 25% on all other streets.
Upper Floor(s) Transparency	Minimum 25%.
Notes:	
<sup>1,2,3</sup> All required setback areas shall be used for landscaping, private open space, and/or outdoor dining. Setback exceptions may be allowed, see Chapter 4.	
<sup>4</sup> See Glossary for definition. All glass shall permit 80% visible transparency and a reflectance of no greater than 10% visibility (i.e. visibility must project into the ground floor).	

Poway Road – Commercial Office Development Examples



### 3.3.4 POWAY ROAD – COMMERCIAL GENERAL

The Poway Road – Commercial General district is located at two high profile intersections on the Poway Road Corridor: Poway Road/Pomerado Road and Poway Road/Community Road. The Poway Road – Commercial General district allows for a broad range of retail and commercial uses to bolster Poway’s economic and employment growth with a focus on long-term economic vitality. Standards and guidelines allow for commercial centers with extensive landscaping treatments to soften parking lots.

#### Objectives

1. Create a business-friendly environment and expand retail, service, and dining opportunities that support existing business and attract new businesses and investment.
2. Attract new businesses that cater to local and regional retail needs.

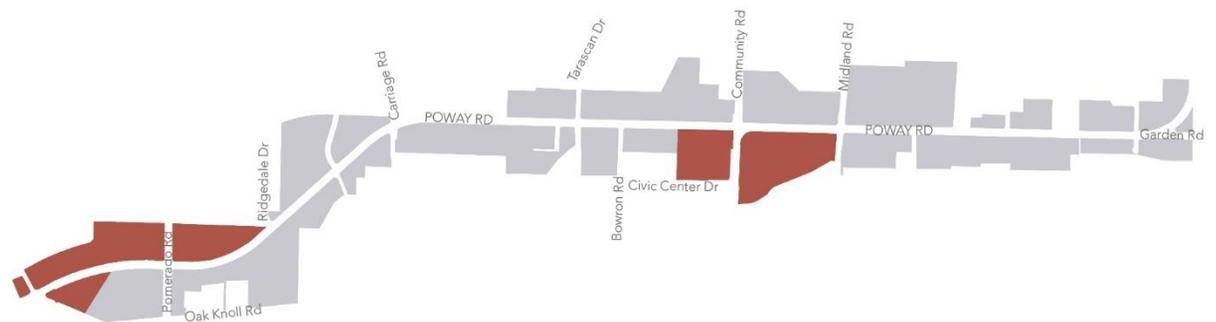
3. Implement façade improvement incentives to encourage property owner investments and revitalization of existing building stock.
4. Ensure that building massing along large blocks is broken up to allow passage or circulation through them, with pedestrian pathways leading to destinations, including outdoor plazas, paseos, and courtyards.

#### Total Area

50 Acres (approximate)

#### Built Form Characteristics

- Active retail/commercial frontages set back from the street
- One story buildings
- Parking lots that are well integrated into a site with landscaping and pedestrian connections
- Buildings setback with space for outdoor dining and public gathering places



## Poway Road – Commercial General Development Standards

The Poway Road – Commercial General Development district development standards are established in **Table: 3-6 Poway Road – Commercial General Development Standards**.

To achieve façade enhancements and site improvements within the Poway Road – Commercial General district, an incentive and bonus system has been included for qualified projects. Bonuses may be granted to projects which provide façade enhancements or additional site

improvements. The incentives and their corresponding bonuses are established in **Table 3-8: Façade Enhancements and Site Improvements Incentives and Bonuses**.

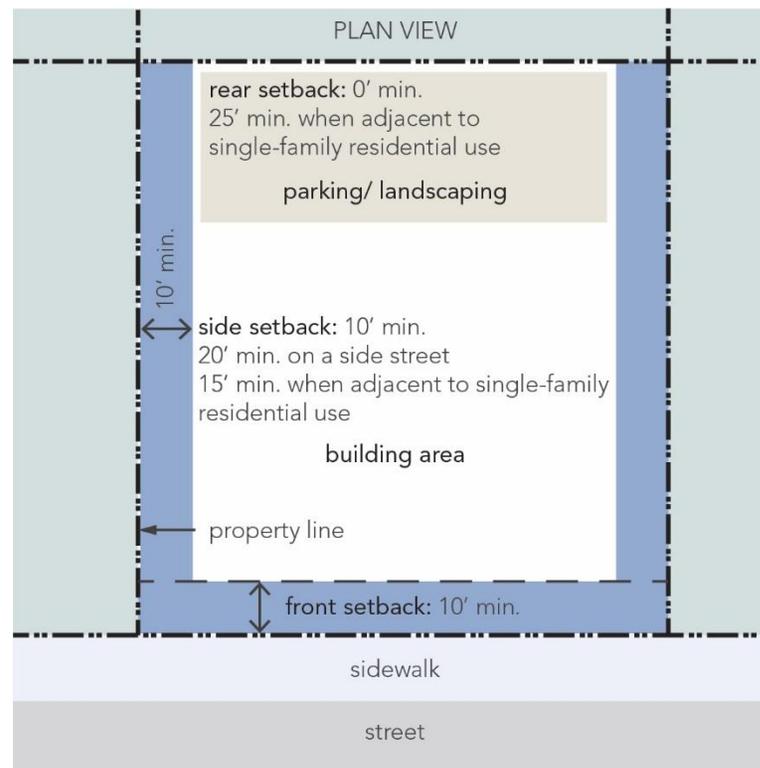
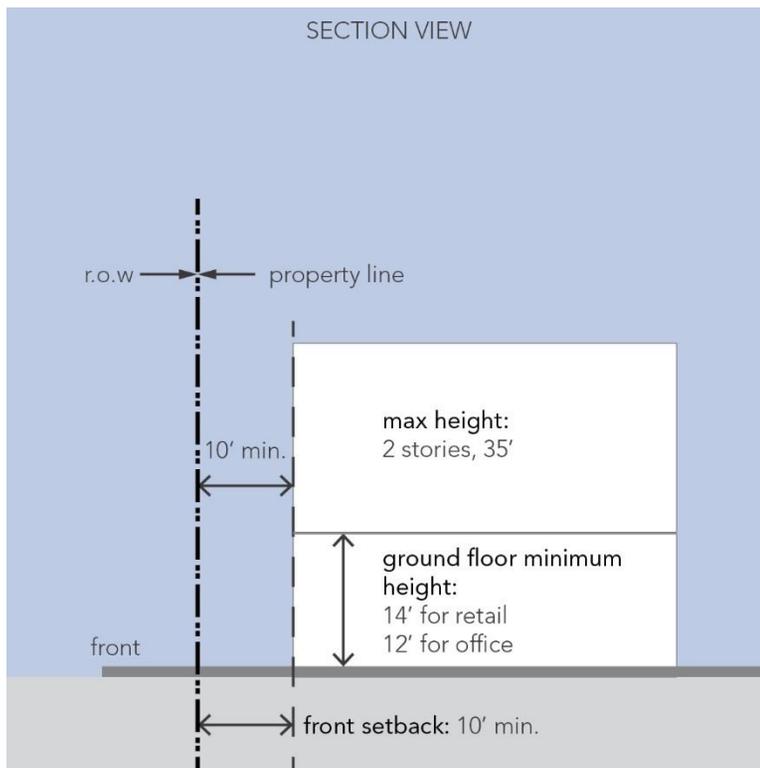


Table 3-6 Poway Road – Commercial General Development Standards

POWAY ROAD – COMMERCIAL GENERAL - DEVELOPMENT STANDARDS	
Minimum Front Setback <sup>1</sup>	10 feet minimum
Minimum Side Setback <sup>2</sup>	10 feet minimum On Interior lots, buildings shall only be set back from the property line to allow for a driveway. On street side, 20 feet 15 feet minimum when parcel is adjacent to a single-family residential zone
Minimum Rear Setback <sup>3</sup>	0 feet minimum. 25 feet minimum when adjacent to a single-family residential zone.
Maximum Height by Right	2 stories, 35 feet
Maximum Floor Area Ratio (FAR) by Right	0.30
Ground Floor Transparency <sup>4</sup>	Minimum 50% on Poway Road and 30% on all other streets.
Upper Floor(s) Transparency <sup>5</sup>	Minimum 25%.
Notes:	
<sup>1,2,3</sup> All development within the Poway Road – Commercial General district shall comply with the setback standards established in this table unless a retail/commercial front setback exception is approved subject to standards outlined in Chapter 4. All required setback areas shall be used for landscaping, private open space, and/or outdoor dining.	
<sup>4,5</sup> See Glossary for definition. All glass shall permit 80% visible transparency and a reflectance of no greater than 10% visibility (i.e. visibility must project into the ground floor).	

Poway Road – Commercial General Development Examples



### 3.3.5 POWAY ROAD – AUTOMOTIVE/ COMMERCIAL GENERAL

The Poway Road – Automotive/Commercial General district is located at the eastern end of the Specific Plan area. Standards and guidelines emphasize buildings with deeper setbacks and flexible site design to accommodate commercial uses that require larger lots and separation from residential development.

#### Objectives

1. Enable flexible site design to allow for a variety of commercial uses.
2. Ensure compatibility between use and eliminate or reduce obnoxious, incompatible uses, noise sources, and potential nuisances.

3. Implement façade improvement incentives to encourage property owner investments and revitalization of existing buildings.
4. Establish this area as a terminus to the Poway Road Corridor and gateway when entering from ‘the east.’

#### Total Area

55 Acres (approximate)

#### Built Form Characteristics

- Deep setbacks with significant landscaping treatments
- One story but high floor-to-ceiling heights



## Poway Road – Automotive/Commercial General Development Standards

The Poway Road – Automotive/Commercial General Development district development standards are established in Table 3-7: Poway Road – Automotive/Commercial General Development Standards. To

achieve façade enhancements and site improvements within the Poway Road – Commercial General district, an incentive and bonus system has been included for qualified projects. Bonuses may be granted to projects that provide façade enhancements or additional site

improvements. The incentives and their corresponding bonuses are established in Table 3-8: Façade Enhancements and Site Improvements Incentives and Bonuses.

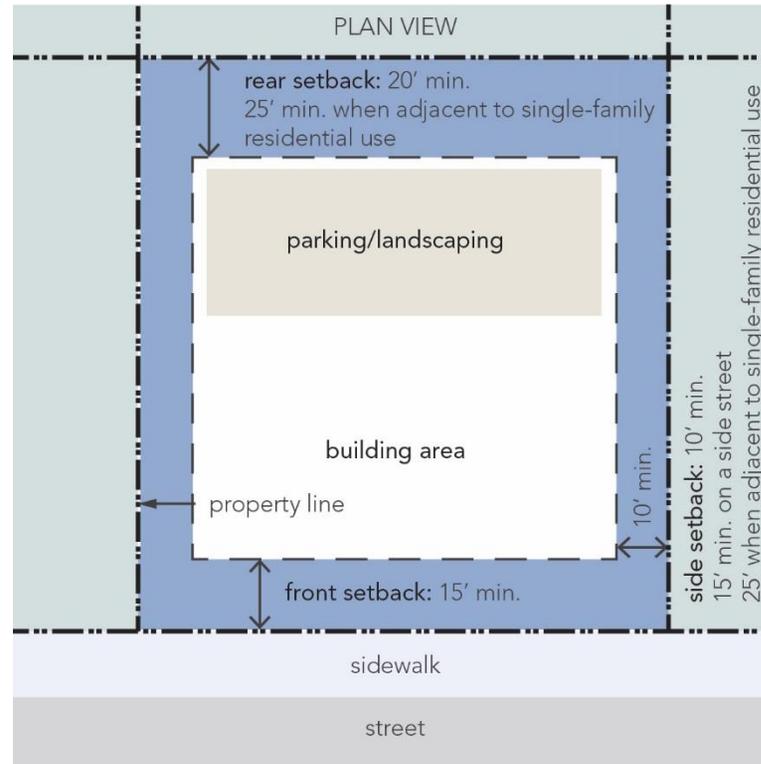
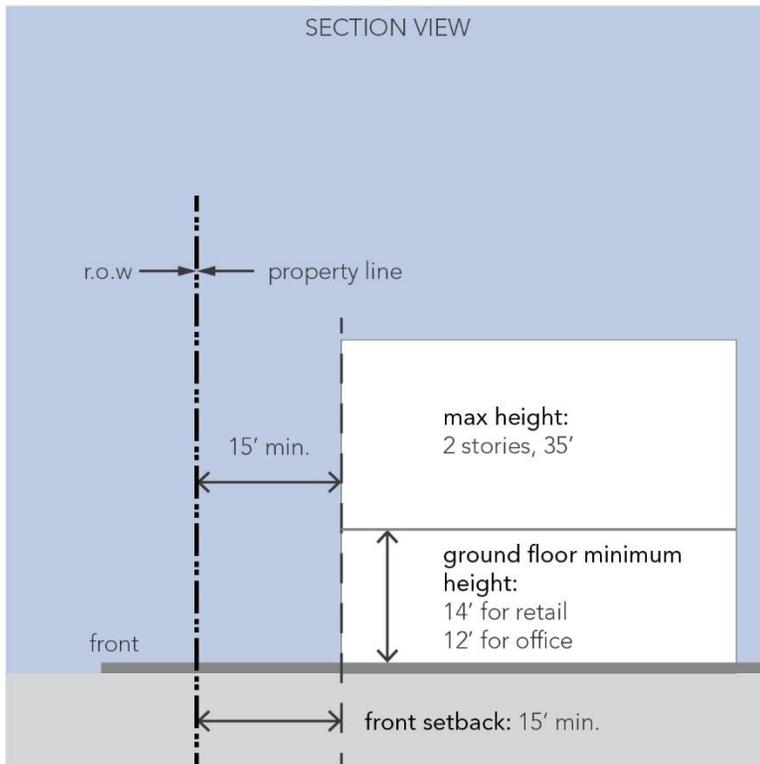


Table 3-7 Poway Road – Automotive/Commercial General Development Standards

POWAY ROAD – AUTOMOTIVE/COMMERCIAL GENERAL - DEVELOPMENT STANDARDS	
Minimum Front Setback <sup>1</sup>	15 feet minimum.
Minimum Side Setback <sup>2</sup>	10 feet minimum. On Interior lots, buildings shall only be setback from the property line to allow for a driveway. On a street side, 15 feet 25 feet minimum when parcel is adjacent to a single-family residential zone
Minimum Rear Setback <sup>3,4</sup>	20 feet minimum 25 feet minimum when adjacent to a single-family residential zone.
Maximum Height by Right	2 stories, 35 feet
Maximum Floor Area Ratio (FAR) by Right	0.35
Ground Floor Transparency <sup>5</sup>	Minimum 50% on Poway Road and 25% on all other streets.
Upper Floor(s) Transparency <sup>6</sup>	Minimum 25%.

Notes:

<sup>1,2,3</sup>All development within the Poway Road – Automotive/Commercial General district shall comply with the setback standards established in this table unless a retail/commercial front setback exception is approved subject to standards outlined in this chapter. All required setback areas shall be used for landscaping, private open space, and/or outdoor dining.

<sup>4</sup>When a property line is adjacent to a residential zone, a minimum 8-foot-high block wall shall be required.

<sup>5,6</sup>See Glossary for definition. All glass shall permit 80% visible transparency and a reflectance of no greater than 10% visibility (i.e. visibility must project into the ground floor).

## Poway Road – Automotive/Commercial General Development Examples



# Façade Enhancements and Site Improvement Incentives and Bonuses Applicable to all Districts

Façade, landscape, and hardscape enhancements will improve the aesthetics and physical qualities within the Poway Road Corridor and encourage reinvestment. Façade enhancements and site improvement incentives and bonuses are outlined in **Table X-X Façade Enhancements and Site Improvement Incentives and Bonuses**. Bonuses may be granted through the Development Review Procedure described in **Chapter XX Implementation**. Applicants utilizing the incentives and bonuses shall follow the standards in this section. Applicants may propose other site improvements for consideration by the City.

## FAÇADE, LANDSCAPE, AND HARDSCAPE RENOVATION STANDARDS

To qualify for the bonus identified in Table X-X: Façade Enhancements and Site Improvement Incentives and Bonuses, a project must satisfy the following:

- Façade, landscape, and/or hardscape improvements that qualify for the bonus must significantly enhance the appearance of the property, furthering the Vision of the Specific Plan, and may include: complete

exterior façade, landscape and/or hardscape rehabilitation; repair or replacement of façade tile, brick, and/ or woodwork; repair or replacement of exterior lighting; removal of existing exterior material to expose original building materials; scraping, priming, and painting of window frames, cornices, and storefront; repair or replacement of windows and doors; repair or replacement of worn awning and/or canopies; repair or replacement of signage and

Incentive <sup>1</sup>	Bonus <b>Draft</b>
Façade Renovation	Upon completion of property improvements that meet the provisions of Section <b>XX</b> Façade, Landscape, and Hardscape Renovation Standards, a business license fee credit shall be issued. <b>&lt;Bonuses available to applicants who elect this incentive are still being explored.&gt;</b>
Landscape Renovation	
Hardscape Renovation	
<b>Notes</b>	
<sup>1</sup> The City will consider providing design and architecture assistance for property owners who choose to make substantial facade, landscape, lighting, and/or hardscape improvements.	

brackets; replacement of existing landscaping with a drought-tolerant plant pallet; use of low-impact development techniques; and complete hardscape repair and/or replacement.

- All façade, landscape, and hardscape renovations shall comply with the Poway Road Corridor Design Guidelines (Chapter 4) and be approved in advance by the City.
- The façade, landscape, and hardscape renovation bonus is only applicable for buildings constructed prior to 1990.
- All façade, landscape, and hardscape renovations shall meet all applicable local and state building codes.
- To apply for the façade, landscape, and hardscape renovations, the applicant shall be the property owner or a business tenant with written permission from the property owner.