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- Councilmember John Mullin

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chapter 1

Introduction
The City of Poway—the city in the country—boasts expansive and attractive open spaces, an outstanding school district, suburban-style housing, and a business park that provides space for both entrepreneurs and established companies. Poway Road serves as the commercial and civic core of the community, with a mix of stores, restaurants, and businesses, as well as City Hall, the main library, and a large community park. While this cluster of civic uses creates a community focus and gathering place, Poway lacks a town center and a district offering connected, complementary land uses. Poway was developed as an auto-oriented suburban place, but many residents desire a more modern environment where they can live in more compact housing developments, stroll along storefronts, relax with friends in a plaza, and walk from their homes to shops, the park, restaurants, and community events.

In the 1990s, the City adopted the Poway Road Specific Plan to create a distinct town center offering a variety of products, services, and mixture of commercial, civic, and residential uses. The first iteration of the Poway Road Specific Plan envisioned an economically vibrant commercial corridor catering to residents and visitors, with distinct design treatments that reflected Poway’s history and residential development limited to the civic core. To build on the vision for the core, in 2006 the City conducted studies and community outreach to define detailed implementation strategies for the Town Center District. Based on those studies and community input, the City crafted a development plan—largely focused on properties owned by the then-Redevelopment Agency—that would create a mixed-use town center, with spaces for entertainment, events,
connections to open spaces, opportunities for small local businesses, outdoor dining, and public spaces and amenities.

The new Poway Road Corridor Specific Plan focuses on action by setting standards and guidelines for new building forms, land use, and mobility regulations for activities that respond to an evolving community vision. This Specific Plan builds on earlier policy documents and forwards the goal of creating an economically vibrant, family-oriented, social, and cultural center for Poway. The Poway Road Corridor Specific Plan represents a culmination of a comprehensive community outreach, planning, and design effort. It reflects upon community desires and aspirations from residents, business and property owners, City staff, the Poway Road Corridor Study Ad Hoc Committee, and the City Council.

The Poway Road Corridor Specific Plan will inspire private investment along the corridor through the land use vision and the City’s commitment to improve public spaces and enhance mobility for pedestrians and cyclists.

1.1 PLAN PURPOSE

The Poway Road Corridor Specific Plan provides a long-term strategy for revitalizing public and private properties along Poway Road and for creating a town center for all community members. The 1996 Poway Road Specific Plan has been updated to strategically refresh outdated land uses and development standards in response to trends and market opportunities. Through implementation of strategic City actions, the Poway Road corridor has the potential to become a vibrant and attractive place for new and existing businesses to flourish, with new investments in multi-family residential development, shopping and dining businesses, and entertainment uses within an inviting, walkable, and bikeable environment.

The Poway Road Corridor Specific Plan provides a framework to guide future public and private investment. Development activity will be shaped and stimulated by a range of tools, including:

- Development standards, design guidelines, and other regulatory tools
- Public infrastructure improvements
- A comprehensive and strategic set of policies, physical improvements, and programmatic implementation actions

These elements will catalyze and guide tangible change, with overarching goal to transform the corridor into a memorable, vibrant, pedestrian-oriented, and interconnected place.

1.2 PLANNING AREA AND CONTEXT

Area Context

Poway is located in northeast San Diego County and is distinguished by the rolling hills that frame viewsheds throughout the community. The corporate city limits cover 39.4 square miles, with more than half of the area preserved as open space.

The city is connected to neighboring communities and regionally by Poway Road, Twin Peaks Road, Espola Road, and State Route 67 (SR 67). Poway Road also connects to Interstate 15 (I-15) and provides a link to civic and commercial uses within Poway. Key north/south corridors such as Pomerado Road and Community...
Road connect Poway Road to the remainder of Poway and surrounding communities.

**Planning Boundary**

The approximately 235-acre planning area, referred to as the Poway Road corridor, includes parcels along Poway Road generally between Oak Knoll Road on the west and Garden Road on the east, (see Figure 1-1: Planning Area).

**Local History**

Poway began as a rural community along Poway Road, a primary link between the City of San Diego and mountain recreation areas. The early 1900s established Poway as an agriculture valley with orchards, vineyards, and grain production. During the late 1950s and 1960s, shopping centers and commercial uses were established in conjunction with residential subdivision development. The City incorporated in December of 1980. Development along the Poway Road corridor continued in a haphazard fashion until adoption of the 1996 Poway Road Specific Plan.

### 1.3 SPECIFIC PLAN PROCESS

The Poway Road Corridor Specific Plan is the culmination of a robust community-based planning process.

**What is a Specific Plan?**

A specific plan is a zoning and development tool that implements the Poway General Plan. It links General Plan policies and individual development proposals in a defined area. State law requires that specific plans be consistent with the General Plan. The Poway Road Corridor Specific Plan directly implements the Poway General Plan, which calls for revitalization of the Poway Road corridor and development of a multi-faceted Town Center area.
FIGURE 1-1: PLANNING AREA

Planning Area
This process actively engaged residents, business owners, property owners, and elected officials.

In late 2014, the process of crafting the Specific Plan began, drawing from community input as the primary foundation. To ensure a comprehensive approach, the City initiated an iterative process with opportunities for stakeholders to review key information, share opinions, and refine emerging Poway Road Corridor Specific Plan documents.

Throughout the planning process, a broad range of stakeholders participated in presentations, mapping exercises, and discussions about land use, design, mobility, and economic development. Participants voiced expectations for the future of the Poway Road corridor; discussed the challenges, issues, and opportunities of the area; and expressed ideas for enhancing the Plan area. A cross-section of the Poway community was brought together to form the Ad Hoc Committee, which served in an advisory capacity and provided feedback throughout the planning process.

More than 12 meetings with the Ad Hoc Committee were held to discuss issues and opportunities, develop the Specific Plan framework, and review the draft Specific Plan. Property owners and developers also provided input and feedback regarding the draft Specific Plan at Committee meetings and community workshops. The City also hired a multidisciplinary consultant team to support the planning process and perform necessary technical analyses for the Specific Plan effort.
The consultant team included planners, designers, economists, transportation experts, and environmental specialists. Feedback from community members informed the vision and overarching objectives for the Poway Road corridor, confirmed desired land uses, identified catalytic opportunity sites, and shaped the standards and guidelines that form the basis of this Specific Plan.

1.4 HOW TO USE THIS PLAN

This Specific Plan is designed to be easily understood and referenced by all users, including City staff, elected officials, developers, business and property owners, and community members. To help navigate the main components of the document, the following steps are a quick way to understand the different sections of the Plan.

Step 1: Find out what land use district applies to your property.
Identify your property location on Figure 3-1: Land Use Map (Chapter 3: Land Use Regulations and Development Standards) to determine which land use district applies. Review the narrative description for that particular land use district to determine whether your proposed project complies with the intent of the Specific Plan. Descriptions for each land use district can be found in Chapter 3: Land Use Regulations and Development Standards. Use the Land Uses and Permit Requirements Table (Table3-1) to determine if your prospective project is allowed in the applicable land use district.

Step 2. Review the land use district standards and tables.
If your prospective project is allowed, refer to the appropriate development standards table in Chapter 3: Land Use Regulations...
and Development Standards. Each district has unique building form standards. Development standards for the Town Center district and Mixed Use District are organized by tiers: standards allowed by right and two tiers of bonus standards.

**Step 3: Review the Development Standards and Design Guidelines.**

Next, review the development standards applicable to all districts and design guidelines located in Chapter 3: Land Use Regulations and Development Standards and Chapter 4: Design Guidelines for Private Development. Review Chapter 6: Mobility to understand how the location of your project fits with the Poway Road corridor circulation network.

**Step 4: Speak with a city planner.**

The City encourages you to speak with a planner for any questions about how the Specific Plan applies to your project or the application process.

**Step 5: Follow the appropriate application process.**

Review Section 8.2 Specific Plan Administration and the Poway Municipal Code (PMC). Use the City’s application process to have your project reviewed.

### 1.5 DOCUMENT OVERVIEW

The Poway Road Corridor Specific Plan integrates a set of bold strategies to achieve the vision of a diverse mix of uses that contribute to a lively economic, social, and cultural center for Poway.

Chapters 1 and 2 set the stage for the future by describing the community-informed vision and objectives for the Poway Road corridor. Chapters 3 through 7 contain the specific development standards and design guidelines to be used to create the transformed Poway Road corridor environment envisioned by the community. Chapter 8 outlines strategic implementation and steps needed to achieve positive, tangible change. This includes a series of near-term and long-term actions to be carried out by the City of Poway in partnership with public and private agencies.

**Chapter 1: Introduction**

This chapter presents the purpose of the plan and provides background information to orient the reader.

**Chapter 2: Vision**

Chapter 2 presents the community-based vision and framework that guided formulation of the Poway Road Corridor Specific Plan.

**Chapter 3: Land Use Regulations and Development Standards**

Chapter 3 provides the regulatory framework for future development, renovations, and ongoing maintenance within the Specific Plan planning area. This chapter identifies allowable land uses and illustrates development standards tailored to each district within the corridor.
Chapter 4: Design Guidelines for Private Development
This chapter sets the physical guidelines to perpetuate excellence in design and quality of craftsmanship to enhance the Poway Road corridor for private development.

Chapter 5: Public Space Design Guidelines
This chapter identifies physical improvements to the public-right-of-way. This chapter addresses required standards for landscaping, street lighting, street furniture, gateways, signage and wayfinding, plazas and open space, green infrastructure, and public art.

Chapter 6: Mobility
The Mobility chapter proposes physical improvements to the public right-of-way to create a mobility network that better accommodates pedestrians and cyclists.

Chapter 7: Utility Infrastructure
Chapter 7 assesses the condition of utility infrastructure (water, storm drainage, sanitary sewer, and power lines) in relation to these systems’ abilities to meet the demands of projected new growth.

Chapter 8: Implementation
The final chapter outlines major actions necessary to implement the vision, strategies, and concepts of the Specific Plan. It includes a detailed Implementation Action Plan with specific action steps, funding sources, and timelines to implement incremental change.
chapter 2

Vision Framework
chapter two

VISION FRAMEWORK

The vision framework establishes how the Poway Road Corridor will evolve. This framework responds to these questions:

- What do we imagine the Poway Road Corridor look like and how it will function in the future, both in terms of mobility and land use?
- How can we create a true Town Center, with great community gathering places, vibrant commercial businesses, and diverse places to live, all easily accessible to pedestrians and bicyclists?
- What types of businesses should be encouraged and accommodated to respond to residents’ needs and to attract visitors?
- How can uses along the corridor—from Oak Knoll Road to Garden Road—be tied together to create a distinctive identity for Poway Road?
- Where can housing be provided to meet demands for a broader range of housing types?
- What and where are the opportunities for linking surrounding neighborhoods and civic uses to the Poway Road Corridor?
- What are the catalytic projects and actions that will move us toward the vision?
OVERVIEW
This chapter presents the community’s vision for the Poway Road Corridor. The vision is supported by a Strategy Diagram that identifies the physical improvements and land use policies that are key to transforming the corridor. The Vision Framework reflects the many community voices heard throughout the planning and design process. This chapter includes:

- **The Vision** for the Poway Road Corridor: Conveys the community’s broad ideal future for the Poway Road Corridor as a concise, aspirational statement.
- **Vision Framework**: Translates the Vision into a series of overarching objectives, key strategies, and transformative projects.

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

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

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

- Creating a true Town Center
- Enhancing circulation to accommodate pedestrians and bicyclists
- Providing for additional public and private open spaces and connections
- Increasing opportunities for community gatherings and special events
- Ensuring that all development is attractive and contributes to vibrancy, social vitality, and the distinctive “city in the country” character that defines Poway

The following objectives provide the overarching framework for making the Poway Road Corridor a distinctive place in the community and region.
a. Creating a Distinct and Vibrant Town Center

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

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

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

The Poway Road Corridor will support a broader mix of uses. While the east end will continue to provide locations for large-scale retail and auto sales and service businesses, the balance of the corridor will include development consisting of retail, office, and residential uses either in the same building or in a coordinated manner on the same site. Infill development will create a tighter mix of compatible and complementary uses. The inclusion of new multifamily condominiums and townhomes will provide home-buying options for people looking to establish roots in the community or for current residents who want to downsize and continue living in Poway.
c. Implementing Complete Streets
Poway Road will be repurposed as a “complete street” to improve multimodal access to businesses, residences, and civic places. Improvements will include enhanced bicycle lanes, more street trees, new pedestrian crossings, pedestrian-scale lighting, gateway features, and way-finding signage. The City will implement similar improvements to select north-south streets.

d. Facilitating and Incentivizing the Right Kind of Development
The City will provide a suite of incentives to attract high-quality projects and to generate aesthetic improvements and renovations for existing businesses, all toward the goal of attracting new development to improve the retail tax base and complement established businesses. New development should prime the market for new investment, including potential for projects on key infill sites that are either vacant, underutilized, or publicly owned.
f. Connecting the Poway Road Corridor

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

g. Diversifying Housing

Residential uses along the corridor will consist of a **mix of unique housing types for all income levels**. This includes high-quality multifamily housing, mixed-use residential, lofts, and townhomes. Residential development will create a more inclusive and accessible Specific Plan area, with residential uses conveniently located in proximity to civic, retail, and service uses. In addition, retail and shopping uses will be well supported by this strong residential base.
STRATEGY DIAGRAM

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

poway road

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

park connectivity improvements

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

bike facilities

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

land use

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

gateways

Gateway features located at the east and west ends of Poway Road and on key north/south streets welcome residents, workers, and visitors.

key opportunity sites

Development on key opportunity sites will catalyze the transformation of the Poway Road Corridor, creating opportunities for investment and partnerships.

Figure 2-1 identifies catalytic sites in the Town center district that once redeveloped, will spark private reinvestment along the corridor.

Figures 2-2 through 2-7 illustrate conceptual development approaches for two catalytic sites in the Town Center, emphasizing pedestrian orientation, use of plazas, building heights and massing, and sensitive relationships to adjacent uses.
FIGURE 2-2: EXAMPLE SITE PLAN, NORTHWEST CORNER OF POWAY ROAD/TRASCAN DRIVE
FIGURE 2-3: MIXED-USE CONCEPT, POWAY ROAD AND TRASCAN DRIVE
FIGURE 2-4: EXAMPLE SITE PLAN WITH NEW INTERIOR ROAD, SOUTHWEST CORNER OF POWAY ROAD/CIVIC CENTER DRIVE
FIGURE 2-5: MIXED USE CONCEPT, POWAY ROAD AND CIVIC CENTER DRIVE
FIGURE 2-6: MIXED USE CONCEPT, POWAY ROAD AND CIVIC CENTER DRIVE
FIGURE 2-8: PROPOSED STREET VIEW LOOKING EAST TOWARDS CIVIC CENTER DRIVE
chapter 3

Land Use Regulations & Development Standards
chapter 3

LAND USE REGULATIONS & DEVELOPMENT STANDARDS

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
3.4 Off-Street Parking Standards
3.5 Required Residential Open Space
The availability of land, constrained parcel proportions, and long-established 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 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.
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 (see Figure 3-1: Land Use Plan).

**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 character of the Town Center.

**Mixed Use (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 heavy commercial uses 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.

**Commercial/Office (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 and housing are permitted through discretionary review.

The 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
FIGURE 3-1: Land Use Plan

Land Use

Land Use Districts
- Town Center (TC)
- Mixed Use (MU)
- Commercial General (CG)
- Automotive/Commercial General (A/CG)
- Commercial Office (CO)
- Parks
- Creeks
- Plan Boundary
- Parcels

3-4 | poway road corridor specific plan | land use regulations and development standards
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.

**Commercial General (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 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. Housing may be allowed through discretionary review.

**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.

**Automotive/Commercial General (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 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. Housing is not permitted in this district.

**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 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
- Medical/commercial marijuana sales: dispensaries, collectives and cooperatives, commercial cultivation, delivery, manufacturing, and 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 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 following meanings:
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.

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.

- game arcades
- internet cafes
- massage establishments, in compliance with Chapter 5.68 (Massage Establishments) of the PMC
- 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 3-1 LAND USES AND PERMIT REQUIREMENTS

<table>
<thead>
<tr>
<th>Land Uses</th>
<th>P = Permitted by Right</th>
<th>AUP = Administrative Use Permit</th>
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<th>CO</th>
<th>CG</th>
<th>A/GC</th>
<th>Additional Regulations</th>
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</thead>
<tbody>
<tr>
<td><strong>EATING AND DRINKING ESTABLISHMENTS</strong></td>
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<tr>
<td>Alcohol Production with On-site Tasting (Winery, Brewery, Distillery)</td>
<td>C</td>
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<td>C</td>
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<tr>
<td>Bars and Nightclubs</td>
<td>C</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
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<tr>
<td>Catering or Delivery Service Kitchen</td>
<td>X</td>
<td>X</td>
<td>P</td>
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<tr>
<td>Outdoor Dining and/or Patio Seating</td>
<td>A</td>
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<td>A</td>
<td>Subject to the provisions of Section 4.8 of this Specific Plan</td>
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<tr>
<td>Restaurant</td>
<td>P</td>
<td>P</td>
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<tr>
<td>Restaurant with drive-in or drive-through facilities</td>
<td>X</td>
<td>C</td>
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<tr>
<td><strong>EDUCATION AND PUBLIC ASSEMBLY USES</strong></td>
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<tr>
<td>Assembly/Meeting Facilities – Private and Religious</td>
<td>X</td>
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<td>C</td>
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<tr>
<td>Cultural Institutions</td>
<td>AUP</td>
<td>AUP</td>
<td>AUP</td>
<td>X</td>
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<td></td>
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<tr>
<td>Educational Institutions (Private)</td>
<td>C</td>
<td>C</td>
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<tr>
<td>Trade Schools</td>
<td>X</td>
<td>C</td>
<td>C</td>
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</table>
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<th>Additional Regulations</th>
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<tbody>
<tr>
<td><strong>FINANCIAL AND PROFESSIONAL OFFICE USES</strong></td>
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<tr>
<td>Office – Business or Corporate, Financial Institutions, and Related Services</td>
<td>P</td>
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<tr>
<td><strong>MEDICAL-RELATED SERVICES</strong></td>
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<tr>
<td>Hospitals</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
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<td>Not permitted on the ground floor in the TC district</td>
</tr>
<tr>
<td>Medical, Dental Clinics/Offices, including Urgent Care</td>
<td>AUP</td>
<td>P</td>
<td>P</td>
<td>P</td>
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<tr>
<td>Medical Supplies Sales</td>
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<td>P</td>
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<td>No drive-through facilities permitted in the TC district</td>
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<tr>
<td>Pharmacy</td>
<td>P</td>
<td>P</td>
<td>P</td>
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<tr>
<td>Veterinary Services – with or without animal boarding</td>
<td>X</td>
<td>X</td>
<td>C</td>
<td>C</td>
<td>AUP</td>
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</table>
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<table>
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<th>CG</th>
<th>A/GC</th>
<th>Additional Regulations</th>
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</thead>
<tbody>
<tr>
<td><strong>MIXED-USE</strong></td>
<td></td>
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<td>Mixed-use is intended for a mix of commercial and residential land uses that could exist separately or in combination on the same site.</td>
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<tr>
<td>Mixed-Use</td>
<td>P</td>
<td>P</td>
<td>C</td>
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<tr>
<td><strong>PERSONAL SERVICE AND CARE USES</strong></td>
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<tr>
<td>Animal Boarding, including day care</td>
<td>X</td>
<td>X</td>
<td>C</td>
<td>C</td>
<td>C</td>
<td></td>
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<tr>
<td>Animal Grooming</td>
<td>X</td>
<td>X</td>
<td>AUP</td>
<td>AUP</td>
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<td>AUP</td>
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<tr>
<td>Day Care – Adult and Children</td>
<td>C</td>
<td>C</td>
<td>X</td>
<td>C</td>
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<tr>
<td>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</td>
<td>A</td>
<td>A</td>
<td>A</td>
<td>A</td>
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<td>For massage establishments, particular regulations apply; see Chapter 5.68 (Massage Establishments) of the PMC.</td>
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<tr>
<td>Personal Services, General</td>
<td>P</td>
<td>P</td>
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<tr>
<td>Personal Services, Restricted</td>
<td>C</td>
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<tr>
<td>Postal and Package Delivery Services – Retail scale</td>
<td>P</td>
<td>P</td>
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<td>P</td>
<td></td>
<td></td>
<td>No warehousing or use of trucks with four or more axles</td>
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<tr>
<td>Self-storage Facilities</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
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<td>X</td>
<td>C</td>
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<tr>
<td>Land Uses</td>
<td>TC</td>
<td>MU</td>
<td>CO</td>
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<td>Additional Regulations</td>
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<tr>
<td>Small-Family Day Care Home</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>X</td>
<td>Only allowed in single-family detached dwellings</td>
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<td><strong>PUBLIC/INSTITUTIONAL</strong></td>
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<td>Government Facilities</td>
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<td>Parks and Recreational Facilities - Public</td>
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<td><strong>RECREATION AND ENTERTAINMENT</strong></td>
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<tr>
<td>Commercial Recreation and Entertainment</td>
<td>AUP</td>
<td>C</td>
<td>AUP</td>
<td>AUP</td>
<td>AUP</td>
<td>See also PMC Chapter 5.16 (Entertainment License)</td>
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<tr>
<td>Health/Fitness Facilities</td>
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<tr>
<td>Small – 2,000 sq. ft. or less</td>
<td>P</td>
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<td>Large – 2,001 sq. ft. or greater</td>
<td>C</td>
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<td>Movie Theater or Live Theater</td>
<td>P</td>
<td>C</td>
<td>C</td>
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<td>C</td>
<td>See also PMC Chapter 5.12 (Dances and Dancehalls)</td>
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<td>Studio – Art, Dance, Martial Arts, Music</td>
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<tr>
<td>Land Uses</td>
<td>P = Permitted by Right</td>
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<td>RESIDENTIAL</td>
<td>Live/Work Units</td>
<td>P</td>
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<td>X</td>
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<td></td>
<td>Limited to professional offices, service-related facilities, and art studios (no welding or other industrial-type activity)</td>
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<td></td>
<td>Multi-Family Dwellings</td>
<td>P</td>
<td>P</td>
<td>C</td>
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<td>X</td>
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<td>For permitted and CUP, subject to Development Review pursuant to Chapter 8 Implementation of this Specific Plan.</td>
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<tr>
<td></td>
<td>Group Residential, including but not limited to independent living, board and care, and intermediate care – More than 7 residents</td>
<td>X</td>
<td>C</td>
<td>X</td>
<td>X</td>
<td></td>
<td>X</td>
<td></td>
<td>See Chapter 17.39 (Residential Senior Citizen Standards) of the PMC.</td>
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<tr>
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<td>RETAIL</td>
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<tr>
<td>Alcohol Sales –Associated with a winery, brewery, or distillery</td>
<td>AUP</td>
<td>AUP</td>
<td>C</td>
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<tr>
<td>Antique Shop; Consignment Store</td>
<td>X</td>
<td>X</td>
<td>P</td>
<td>P</td>
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<tr>
<td>Drive-through Facility</td>
<td>X</td>
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<td>AUP</td>
<td>AUP</td>
<td>AUP</td>
<td></td>
<td>Liquor stores are not permitted within 1,000 feet of any public school.</td>
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<tr>
<td>Liquor Store</td>
<td>C</td>
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<td>X</td>
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<tr>
<td>Retail Store (up to 20,000 sq. ft.)</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td></td>
<td>See also PMC Section 5.48 (Firearms Sales).</td>
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<tr>
<td>Retail Store (greater than 20,000 sq. ft.)</td>
<td>AUP</td>
<td>AUP</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td></td>
<td>See also PMC Section 5.48 (Firearms Sales).</td>
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<td></td>
</tr>
<tr>
<td>Thrift or similar second-hand sales</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>C</td>
<td>C</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>VEHICLE USES</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Automobile Repair and Service – Major (all except quick-service facilities, such as lube and tune-up)</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>C</td>
<td>AUP</td>
<td>No vehicles shall be stored outside overnight.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Automobile Repair and Service – Minor</td>
<td>X</td>
<td>X</td>
<td>C</td>
<td>C</td>
<td>AUP</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Automobile Sales, Lease, and Rentals</td>
<td>X</td>
<td>X</td>
<td>C</td>
<td>C</td>
<td>P</td>
<td>Includes used automobile sales</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Land Uses</td>
<td>P = Permitted by Right</td>
<td>AUP = Administrative Use Permit</td>
<td>C = Conditional Use Permit</td>
<td>A = Accessory Use</td>
<td>X = Not Allowed</td>
<td>Additional Regulations</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>---------------------------------------------------</td>
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<tr>
<td></td>
<td>TC</td>
<td>MU</td>
<td>CO</td>
<td>CG</td>
<td>A/GC</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Automobile Washing/Detailing</td>
<td>X</td>
<td>X</td>
<td>C</td>
<td>C</td>
<td></td>
<td>C</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Boat and Recreational Vehicle Sales, Rental, and Repair</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
<td>AUP</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gasoline/Fueling Service Stations, including vehicle charging stations</td>
<td>X</td>
<td>X</td>
<td>C</td>
<td>C</td>
<td></td>
<td>C</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tire Sales and Services as freestanding use</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>C</td>
<td></td>
<td>P</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Vehicle Towing and Storage</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
<td>C</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Land Uses</td>
<td>P = Permitted by Right</td>
<td>AUP = Administrative Use Permit</td>
<td>C = Conditional Use Permit</td>
<td>A = Accessory Use</td>
<td>X = Not Allowed</td>
<td>Additional Regulations</td>
<td></td>
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<tr>
<td></td>
<td>TC</td>
<td>MU</td>
<td>CO</td>
<td>CG</td>
<td>A/GC</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>OTHER USES</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Home Occupations</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>X</td>
<td>Shall comply with Chapter 17.28 (Home Occupations) of the PMC.</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Hotels</td>
<td>C</td>
<td>X</td>
<td>C</td>
<td>C</td>
<td>C</td>
<td>1. A minimum parcel size of one acre and minimum lot width of 150 feet is required.</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>2. All guest rooms shall have a minimum size of 300 square feet.</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>3. Rooms shall be for transient lodging only (30 days or fewer within any three-month period) unless otherwise authorized by the Conditional Use Permit.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Recycling Centers</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>C</td>
<td>Glass bottle, plastic bottle, cans, and other household items only.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Seatainers</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>C</td>
<td>C</td>
<td>Only allowed with an associated retail use.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wireless Communications Facilities</td>
<td>C</td>
<td>C</td>
<td>C</td>
<td>C</td>
<td>C</td>
<td>For amateur radio antennas, see Chapter 17.31 (Amateur Radio Antenna Installations) of the PMC.</td>
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<td></td>
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<td></td>
<td></td>
<td></td>
<td>For satellite dish antennas, see Chapter 17.37 (Satellite Dish Antennas) of the PMC.</td>
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</tr>
</tbody>
</table>
### TABLE 3-1 LAND USES AND PERMIT REQUIREMENTS

| Land Uses | P = Permitted by Right | AUP = Administrative Use Permit | C = Conditional Use Permit | A = Accessory Use | X = Not Allowed | TC | MU | CO | CG | A/GC | Additional Regulations |
|-----------|------------------------|---------------------------------|-----------------------------|------------------|----------------|----------------|----|----|----|----|------|------------------------|

**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

These 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. The development standards address both new buildings and site improvements.

INCENTIVES AND BONUSES

To catalyze the desired uses and public benefits for the corridor, this Specific Plan uses a tiered incentive-based bonus system in the Town Center and Mixed Use districts to advance the vision and encourage the provision of community benefits.

DEVELOPMENT CAPACITY

Preparation of the Poway Road Corridor Specific Plan included an economic benefits analysis based on potential new development that could result. While market conditions change over time, analysis indicated that development across

WHAT IS THE DIFFERENCE BETWEEN DEVELOPMENT STANDARDS AND DESIGN GUIDELINES?

STANDARDS

Development standards are measurable criteria for building elements such as setbacks, stepbacks, building heights, lot coverage, and housing 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.”

Together, the development standards (Chapter 3) and design guidelines (Chapter 4) shape the physical development within the Poway Road corridor.
a range of land use categories will create new tax revenues to the City, new employment, and an overall net positive economic impact.

A cap is established for the number of residential units that may be built within the Specific Plan area. Refer to Section 8.1-Residential Housing Book.

GLOSSARY OF TERMS

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

Build-to Line: The line at the front lot 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.

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 has commercial and/or office uses on the ground-floor, with commercial, office, or residential uses above.

Mixed-Use Project: A mixed-use project has 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 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.

**Stepback:** The tiering of a building’s rear façade relative to the required setback line to reduce building mass.

**Street Frontage:** The building alignment along the public sidewalk and street forms the street frontage.

**Street Wall:** The wall or portion of a wall of a building facing the street.

**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 district 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 are intended to 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. 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 civic uses.

2. Encourage a mixed-use development on properties north of Poway Community Park and west of Civic Center Drive.

3. Promote pedestrian connections to access public space and parking areas and specifically, providing 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. Opportunity for a fourth story on sites that slope away down Poway Road to the south.
- Buildings scaled to achieve a pedestrian friendly streetscape
- Articulated facades to create visual interest along street frontages
- Consolidated lots to allow for cohesive development
- Siting and arrangement of buildings to create pedestrian-friendly outdoor spaces
- Buildings oriented toward the street with parking to the rear of the lot or underground

**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 and housing density within the Town Center district, an incentive and bonus system is available for qualified projects. Bonuses may be granted to projects that provide consolidated lots or additional community benefits, such as open space or a mid-block pedestrian passageway. The incentives and corresponding bonuses are established in Table 3-4: Town Center and Mixed Use Incentives and Bonuses.

Also, for corner lots, the maximum height of an architectural corner building element used as non-inhabitable space may exceed the maximum allowable height, provided:
such architectural element clearly does not appear to habitable space and 2) the additional height of such architectural element is reviewed through the Development Review process (PMC Chapter 17.52).

For any habitable building area over 35 feet pursuant to the bonus program, review by the City Council shall be required as set forth in Chapter 8 – Implementation.

**REQUIRED COMMERCIAL STOREFRONTS**

The continuous presence of active retail storefronts and walk-in commercial uses are imperative to establish a “main street” environment in the Town Center district. A minimum of 75 percent of ground-floor space along any block face shall be occupied by commercial uses.

1. **Exception.** Certain projects may be allowed additional non-commercial building frontage through the Administrative Adjustment process (Chapter 8 Implementation). City-owned properties are not required to have commercial ground-floor uses.

2. **Storefront Depth.** Storefronts shall be a minimum of 40 feet deep from the front property line.

3. **Storefront Width.** Individual storefronts shall not exceed 75 linear feet of sidewalk frontage.

4. **Location of Commercial and Residential Uses.** Where commercial storefronts are required, residential uses shall be located above ground-floor commercial uses or behind a commercial building that fronts Poway Road.
### TABLE 3-2: TOWN CENTER DEVELOPMENT STANDARDS

<table>
<thead>
<tr>
<th><strong>TOWN CENTER - DEVELOPMENT STANDARDS</strong></th>
<th></th>
</tr>
</thead>
</table>
| **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.  
10 feet minimum with ground-floor residential use or if parcel is adjacent to a residential zone  
Street side yard: same as Front. On a corner lot, a driveway shall be located perpendicular to the secondary street. |
| **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, 35 feet |
| **Maximum Lot Coverage**<sup>5</sup> | 65% |
| **Maximum Housing Density by Right**<sup>6,7</sup> | 24 du/net acre |
| **Ground Floor Transparency**<sup>8</sup> | Minimum 75% on Poway Road and 50% on all other streets |
| **Upper Floor(s) Transparency** | Minimum 30% |
| **Minimum Landscaped Area**<sup>9</sup> | 10% of net developable site area |

**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. The side and rear setback areas shall be used for landscaping or private open space, and front setback areas shall be used for additional sidewalk space, public or private open space, and/or outdoor dining.

<sup>4,6</sup>Incentives and bonuses are available to unlock additional building height and housing density; bonuses are subject to additional regulations outlined in this Chapter.

<sup>5</sup>See Poway Municipal Code (PMC) Chapter 17.04 Definitions, 17.04.450 Lot coverage.

<sup>7</sup>See Poway Municipal Code (PMC) Chapter 17.04 Definitions, 17.04.540 Net Area.

<sup>8</sup>All glass shall permit 80% visible transparency, allowing pedestrians to see into the business. (*)Required setbacks shall be excluded from the calculation of minimum landscaped area, and landscaping provided in required setback shall not contribute toward the required minimum landscaped area.
Town Center Development Examples
3.3.2 POWAY ROAD – MIXED USE

The Mixed Use district allows for residential development to complement long-established retail and commercial uses. The MU district is the only district that allows residential uses by right besides the Town Center. Standards and guidelines emphasize walkable building form and strategies to accommodate a dynamic mix of residential and commercial uses.

OBJECTIVES

1. Create development at key locations that support a pedestrian activity.
2. Integrate residential uses either as stand-alone or mixed-use projects to provide housing that responds to community demands for home ownership options, both for first-time homebuyers and for long-term residents looking to downsize in the community they love.
3. Ensure that building massing along large blocks is designed to allow through passage or circulation, 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 at the rear of the site
MIXED USE DEVELOPMENT STANDARDS
The Mixed Use district development standards are set forth in Table 3-3: Mixed Use Development Standards. To achieve additional height and housing density within the PR-MU district, an incentive and bonus system applies to qualified projects. Bonuses may be granted to projects that consolidate lots or provide additional community benefits, such as open space or a mid-block pedestrian passageway. The incentives and their corresponding bonuses are indicated in Table 3-4 Town Center and Mixed Use Incentives and Bonuses.

Also, for corner lots, the maximum height of an architectural corner building element used as non-inhabitable space may exceed the maximum allowable height, provided:
1) such architectural element clearly does not appear to be habitable space and 2) the additional height of such architectural element is reviewed through the Development Review process (PMC Chapter 17.52).

For any habitable building area over 35 feet in height pursuant to the bonus program, review by the City Council shall be required as set forth in Chapter 8 – Implementation.
<table>
<thead>
<tr>
<th>TABLE 3-3 MIXED USE DEVELOPMENT STANDARDS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>MIXED USE DEVELOPMENT STANDARDS</strong></td>
</tr>
<tr>
<td><strong>Minimum Front Setback</strong></td>
</tr>
<tr>
<td>Ground Floor Retail/Commercial Use: 5 feet minimum, 10 feet maximum</td>
</tr>
<tr>
<td>Ground Floor Residential Use: 10 feet minimum</td>
</tr>
<tr>
<td><strong>Minimum Side Setback</strong></td>
</tr>
<tr>
<td>Interior: 0 feet minimum. On Interior lots, buildings shall only be set back from the property line to allow for a driveway. 10 feet minimum with ground-floor residential use or if parcel is adjacent to a single-family residential zone.</td>
</tr>
<tr>
<td>Street Side: Same as Front. On a corner lot, a driveway shall be located perpendicular to the secondary street.</td>
</tr>
<tr>
<td><strong>Minimum Rear Setback</strong></td>
</tr>
<tr>
<td>10 feet minimum. 15 feet minimum when adjacent to a residential zone.</td>
</tr>
<tr>
<td><strong>Maximum Height by Right</strong></td>
</tr>
<tr>
<td>2 stories, 35 feet</td>
</tr>
<tr>
<td><strong>Maximum Lot Area Coverage</strong></td>
</tr>
<tr>
<td>55%</td>
</tr>
<tr>
<td><strong>Maximum Housing Density by Right</strong></td>
</tr>
<tr>
<td>24 du/net acre</td>
</tr>
<tr>
<td><strong>Ground Floor Transparency</strong></td>
</tr>
<tr>
<td>Minimum 50% on Poway Road and 25% on all other streets</td>
</tr>
<tr>
<td><strong>Upper Floor(s) Transparency</strong></td>
</tr>
<tr>
<td>Minimum 30%</td>
</tr>
<tr>
<td><strong>Minimum Landscaped Area</strong></td>
</tr>
<tr>
<td>10% of net developable site area</td>
</tr>
</tbody>
</table>

Notes:

1, 2, 3 All development within the 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. The side and rear setback areas shall be used for landscaping or private open space. Front setback areas shall be used for additional sidewalk space, public or private open space, and/or outdoor dining.

4, 7 Incentives and bonuses are available to unlock additional building height and housing density; bonuses are subject to additional regulations outlined within this Chapter.


8, 9 All glass shall permit 80% visible transparency, allowing pedestrians to see into the business. 10 Required setbacks shall be excluded from the calculation of minimum landscaped area and landscaping provide in required setback shall not contribute toward the required minimum landscaped area.
Mixed Use Development Examples
TOWN CENTER AND MIXED USE INCENTIVES AND BONUSES

Height and density bonuses are outlined in Table 3-4: Town Center and Mixed Use Incentives and Bonuses. Bonuses may 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 Tier 1 Lot consolidation incentive requires consolidating two or more parcels. The Tier 1 community benefits incentive requires identification of two community benefits from a menu of community benefit incentives. To unlock the Tier 2 or maximum bonuses, applicants must consolidate a minimum of two lots and select two community benefit incentives. Applicants may propose other community benefits for review and consideration by the City. In addition, provision of affordable housing in excess of that allowed by 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 and density.

- Applicants consolidating lots or selecting two community benefits are required to follow the standards outlined in this section and will be eligible to receive the maximum Tier 1 bonuses detailed in Table 3-4, subject to City Council approval.

### TABLE 3-4: TOWN CENTER AND MIXED USE INCENTIVES AND BONUSES

| **TIER 1: HEIGHT AND DENSITY BONUSES WITH LOT CONSOLIDATION INCENTIVE OR SELECTION OF TWO COMMUNITY BENEFITS**¹ |  |
| Maximum Height | 3 stories, 38 feet |
| Maximum Housing Density | 30 du/net acre |

| **TIER 2: HEIGHT AND DENSITY BONUSES WITH LOT CONSOLIDATION INCENTIVE AND SELECTION OF TWO COMMUNITY BENEFITS**³ |  |
| Maximum Height⁴ | 3 stories, 40 feet |
| Maximum Housing Density | 35 du/net acre |

**Notes**

¹Lot consolidation incentives are subject to additional regulations outlined in this Chapter. The Tier 2 lot consolidation incentive and selection of two community benefits must be included in the final project to qualify for the maximum height and density bonuses. For a complete list of community benefits see the Menu of Community Benefits.

²Town Center district only. Maximum height may be increased to 4 stories and 45 feet on properties that slope down from Poway Road, with the selection of an additional community benefit. The maximum height at Poway Road shall be 3 stories and 38 feet. Along the rear property line, the fourth story shall be stepped back a minimum of 15 feet from the rear property line. See Figure 4-3 in Chapter 4.
• Applicants consolidating lots and selecting two community benefits from the menu in this section will be eligible to receive the maximum Tier 2 bonuses detailed in Table 3-4, subject to City Council approval.

**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 (requirement of a minimum of two parcels and combined site area greater than 1.5 acres) 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 provide a minimum of two community benefits to unlock height 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 General Plan Housing Element. Applicants choosing 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 pursuing the affordable housing incentive shall incorporate the following:

1. At least 10 percent 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 for very-low-income households or lower-income households and shall not include any moderate-income units, as defined by PMC Section 17.26.010 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.

**PUBLIC OPEN SPACE**

Public open space is a vital community resource that 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 enhance the built environment and 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 usable 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 connected Poway Road allows people to move fluidly via easily accessible internal pedestrian passageways.

**Standards:**
1. The minimum unobstructed width of any paseo, passageway, walkway, trail, alley, or arcade shall be 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 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 crossings on Poway Road, 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 8.3) or enter into a Development Agreement to provide funds to a City fund specifically established for these purposes.
2. The dollar amount contributed shall be determined by the cost of the improvements needed as determined by the City. See Chapter 8 - 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.

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. 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.
3.3.3 COMMERCIAL OFFICE

Located on both sides of Poway Road between Ridgedale Drive and Carriage Road, the Commercial Office district provides opportunities for infill development on vacant lots and as part of established commercial centers.

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.

TOTAL AREA

25 Acres (approximate)

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
COMMERCIAL OFFICE DEVELOPMENT STANDARDS

The Commercial Office district development standards are established in Table 3-5 Poway Road – Commercial Office Development Standards.
TABLE 3-5 COMMERCIAL OFFICE DEVELOPMENT STANDARDS

<table>
<thead>
<tr>
<th>COMMERCIAL OFFICE - DEVELOPMENT STANDARDS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Minimum Front Setback</strong>&lt;sup&gt;1&lt;/sup&gt;</td>
</tr>
<tr>
<td><strong>Minimum Side Setback</strong>&lt;sup&gt;2&lt;/sup&gt;</td>
</tr>
<tr>
<td><strong>Minimum Rear Setback</strong>&lt;sup&gt;3&lt;/sup&gt;</td>
</tr>
<tr>
<td><strong>Maximum Height by Right</strong></td>
</tr>
<tr>
<td><strong>Maximum Lot Coverage</strong>&lt;sup&gt;4&lt;/sup&gt;</td>
</tr>
<tr>
<td><strong>Ground Floor Transparency</strong>&lt;sup&gt;5&lt;/sup&gt;</td>
</tr>
<tr>
<td><strong>Upper Floor(s) Transparency</strong>&lt;sup&gt;6&lt;/sup&gt;</td>
</tr>
<tr>
<td><strong>Minimum Landscaped Area</strong>&lt;sup&gt;7&lt;/sup&gt;</td>
</tr>
</tbody>
</table>

Notes:
1,2,3 Setback exceptions may be allowed; see Chapter 4.
4 See Poway Municipal Code (PMC) Chapter 17.04 Definitions, 17.04.450 Lot coverage.
5,6 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).
7 Required setbacks shall be excluded from the calculation of minimum landscaped area and landscaping provide in required setback shall not contribute toward the required minimum landscaped area.
Commercial Office Development Examples
3.3.4 COMMERCIAL GENERAL

The Commercial General district applies to two intersections on the Poway Road corridor: Poway Road/Pomerado Road and Poway Road/Community Road. The 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 provided to soften the visual impacts of 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- and two-story buildings
- Parking lots well integrated into a site, with landscaping and pedestrian connections
- Buildings setback with space for outdoor dining and public gathering places
COMMERCIAL GENERAL DEVELOPMENT STANDARDS

The Commercial General Development district development standards are established in Table: 3-6 Poway Road – Commercial General Development Standards.
### TABLE 3-6 COMMERCIAL GENERAL DEVELOPMENT STANDARDS

<table>
<thead>
<tr>
<th>COMMERCIAL GENERAL - DEVELOPMENT STANDARDS</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Minimum Front Setback</strong>&lt;sup&gt;1&lt;/sup&gt;</td>
<td>10 feet minimum</td>
</tr>
<tr>
<td><strong>Minimum Side Setback</strong>&lt;sup&gt;2&lt;/sup&gt;</td>
<td>Interior: 10 feet minimum. 15 feet minimum when parcel is adjacent to a single-family residential zone. Buildings shall only be set back from the property line to allow for a driveway. Street side: 20 feet</td>
</tr>
<tr>
<td><strong>Minimum Rear Setback</strong>&lt;sup&gt;3&lt;/sup&gt;</td>
<td>0 feet minimum. 25 feet minimum when adjacent to a single-family residential zone</td>
</tr>
<tr>
<td><strong>Maximum Height by Right</strong></td>
<td>2 stories, 35 feet</td>
</tr>
<tr>
<td><strong>Maximum Lot Coverage</strong>&lt;sup&gt;4&lt;/sup&gt;</td>
<td>50%</td>
</tr>
<tr>
<td><strong>Ground Floor Transparency</strong>&lt;sup&gt;5&lt;/sup&gt;</td>
<td>Minimum 50% on Poway Road and 30% on all other streets</td>
</tr>
<tr>
<td><strong>Upper Floor(s) Transparency</strong>&lt;sup&gt;6&lt;/sup&gt;</td>
<td>Minimum 25%</td>
</tr>
<tr>
<td><strong>Minimum Landscaped Area</strong>&lt;sup&gt;7&lt;/sup&gt;</td>
<td>10% of net developable site area</td>
</tr>
</tbody>
</table>

Notes:
1,2,3Setback exceptions may be allowed; see Chapter 4.
4See Poway Municipal Code (PMC) Chapter 17.04 Definitions, 17.04.450 Lot coverage.
5,6See 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).
7Required setbacks shall be excluded from the calculation of minimum landscaped area, and landscaping provided in required setback shall not contribute toward the required minimum landscaped area.
Commercial General Development Examples
3.3.5 AUTOMOTIVE/COMMERCIAL GENERAL

The 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
- Primarily one story with high floor-to-ceiling heights
AUTOMOTIVE/ COMMERCIAL GENERAL DEVELOPMENT STANDARDS

The Automotive/Commercial General Development district development standards are established in Table 3-7: Automotive/Commercial General Development Standards.
### TABLE 3-7 AUTOMOTIVE/COMMERCIAL GENERAL DEVELOPMENT STANDARDS

<table>
<thead>
<tr>
<th>AUTOMOTIVE/COMMERCIAL GENERAL - DEVELOPMENT STANDARDS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Minimum Front Setback</strong>¹</td>
</tr>
<tr>
<td><strong>Minimum Side Setback</strong>²</td>
</tr>
<tr>
<td><strong>Minimum Rear Setback</strong>³⁺</td>
</tr>
<tr>
<td><strong>Maximum Height</strong></td>
</tr>
<tr>
<td><strong>Maximum Lot Coverage</strong>⁵</td>
</tr>
<tr>
<td><strong>Ground Floor Transparency</strong>⁶</td>
</tr>
<tr>
<td><strong>Upper Floor(s) Transparency</strong>⁷</td>
</tr>
<tr>
<td><strong>Minimum Landscaped Area</strong>⁸</td>
</tr>
</tbody>
</table>

**Notes:**

¹,²,³ All development within the 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.

³,⁴ When a property line is adjacent to a residential zone, a minimum 8-foot-high block wall shall be required.

⁵ See Poway Municipal Code (PMC) Chapter 17.04 Definitions, 17.04.450 Lot coverage.

⁶,⁷ 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).

⁸ Required setbacks shall be excluded from the calculation of minimum landscaped area and landscaping provide in required setback shall not contribute toward the required minimum landscaped area.
Automotive/Commercial General Development Examples
3.4 Off-Street Parking Standards

These off-street parking standards are designed to allow flexibility for uses to the Specific Plan area.

DEVELOPMENT STANDARDS FOR OFF-STREET PARKING

All parking related development standards — including access requirements, location of parking, design of parking areas, lots, and structures, and landscaping — shall be provided in accordance with this Specific Plan.

ACCESSIBLE PARKING REQUIREMENTS

The minimum number of required accessible parking spaces shall be determined by the requirements for Accessibility to Public Buildings, Public Accommodations, Commercial Buildings and Public Housing of the California Building Code.

TRANSPORTATION DEMAND MANAGEMENT

Transportation demand management (TDM) refers to a variety of strategies that change travel behavior to improve transportation system efficiency.

TDM measures mitigate traffic impacts associated with new development, reduce parking demand, and provide transportation choices for businesses and residents. New development should utilize TDM measures to advance the vision of this Specific Plan and to further establish Poway Road as a multimodal corridor that accommodates all users and makes transportation alternatives a viable choice.

Transportation management plans shall be prepared if and when required by the City. Regardless of whether a transportation demand management plan is required, new development is encouraged to utilize any of the following TDM strategies:

- Create a shared parking arrangement between compatible land uses to reduce the overall amount of land devoted to parking
- Incentivize reduction in single-occupancy vehicle trips through the inclusion of priority parking for carpools or vanpools
- Develop parking reservation system (smart parking – where users may pay for priority spots)
- Provide enhanced facilities for bicycle parking
- Provide spaces for carsharing to reduce the need to own a vehicle
- Enhance transit shelters to support public transportation

BICYCLE PARKING

Projects shall comply with the bicycle parking requirements of PMC 17.42.030 Bicycle Parking Requirements unless otherwise specified in this Specific Plan.

Commercial Uses - Bicycle Parking Requirements

Permanently anchored bicycle parking shall be provided for five percent of the required vehicular parking for the use, with a minimum of one two-bike capacity rack, as
defined in California Green Building Code Section 5.106.4.1. Bicycle racks shall be located within 100 feet of a visitor entrance and readily visible to passers-by.

**Residential Uses - Bicycle Parking**
For all residential buildings containing more than three dwelling units, long-term bicycle parking shall be provided at a rate of one space per dwelling unit. Developments that include individually accessed private garages for each unit shall not be required to provide separate long-term bicycle parking.

Acceptable examples of long-term bicycle parking include bicycle lockers, bicycle rooms, and bicycle cages. Long-term bicycle parking spaces shall be a minimum of 18 inches wide.

**Requirements for Bicycle Storage**
Secure, enclosed bicycle storage areas must be locked and easily accessible to residents and/or workers.

Visitor and customer bicycle racks must be clearly visible from a main entry, located within 100 feet of the door, protected from possible damage from nearby vehicles and provided with night lighting.

**ELECTRIC VEHICLE PARKING**
The incorporation of electric vehicle charging stations shall be provided as defined in California Green Building Code Section 5.106.5.3 Electric vehicle charging and Section 4.106.4. Electric vehicle charging for new construction, to facilitate installation of electric vehicle supply equipment.

**TOWN CENTER DISTRICT PARKING ALLOWANCES**
To further incentivize pedestrian-oriented development in the Town Center district, minimum parking standards may be reduced by the Director if the following findings are made:

1. The project provides exemplary design and directly implements objectives of the Specific Plan.
2. The project provides transportation demand management measures that are intended to reduce vehicle trips, such as, but not limited, to bicycle racks beyond those required by City codes, parking spaces dedicated to carsharing, parking spaces dedicated to carpools, or enhanced transit shelters.
3. A parking study has demonstrated that adequate on-site and nearby parking can accommodate the project’s parking need or that other parking methods have been used to ensure adequate parking for the project.
OFF-STREET PARKING REQUIREMENTS
Projects shall comply with the off-street parking requirements of Chapter 17.42 Off-Street Parking of the PMC unless otherwise specified in this Specific Plan. Parking requirements are listed in Table 3-8.

MIXED USE OFF-STREET PARKING REQUIREMENTS
1. For mixed/multi-tenant developments, the number of spaces required of each separate tenant space shall be determined separately as detailed in this Specific Plan.

2. The residential portion of a mixed-use project shall be determined according to Table 3-8 Off Street Parking Requirements.

3. Accessory uses within a single tenant space not exceeding 10 percent of the tenant’s gross floor area shall be calculated at the parking ratio of the primary use.

TABLE 3-8: OFF-STREET PARKING REQUIREMENTS

<table>
<thead>
<tr>
<th>Use</th>
<th>Spaces Required</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>COMMERCIAL USES</strong></td>
<td></td>
</tr>
<tr>
<td>Restaurants</td>
<td>1 space for each 150 square feet of floor area</td>
</tr>
<tr>
<td>Outdoor Dining and Seating</td>
<td>When the outdoor dining/seating area exceeds 75% of the gross interior floor area, 1 parking space for each 200 square feet of floor area exceeding the 75% interior floor area shall be provided. Otherwise, no additional parking shall be required for outdoor dining area(s).</td>
</tr>
<tr>
<td><strong>RESIDENTIAL USES</strong></td>
<td></td>
</tr>
<tr>
<td>Live-Work Unit</td>
<td>2 spaces per unit and 1 guest/client parking space per each 2 units</td>
</tr>
<tr>
<td>Multi-Family Dwellings:</td>
<td></td>
</tr>
<tr>
<td>Studio and 1-bedroom units</td>
<td>1 space per dwelling unit, plus 1 guest space per each 4 units</td>
</tr>
<tr>
<td>2-bedroom units</td>
<td>2 spaces per dwelling unit with 2 bedrooms, plus 1 guest parking space per each 4 units</td>
</tr>
<tr>
<td>3-bedroom+</td>
<td>2 spaces per dwelling unit with up to 3 bedrooms, plus 1 guest parking space per each 2 units. For units with 4 or more bedrooms, 3 spaces per unit, plus one guest space per each 2 units.</td>
</tr>
</tbody>
</table>
4. Parking required for accessory uses within a single tenant space that exceed 10 percent of the gross floor area of the tenant space shall be determined separately at the rates established in this Section for each use.

MIXED USE OFF-STREET PARKING ALLOWANCES

1. Parking requirements may be reduced up to 20 percent, subject to a conditional use permit and provided that a parking study approved by the City Engineer demonstrates that adequate parking will be available for the proposed development.

A determination of consistency with the general mix of land uses shall be made based upon the anticipated development per the Specific Plan or approved development plans.

The minimum number of parking spaces against which the 20 percent parking reduction may be applied shall be determined based on the number of parking spaces that would otherwise be required for each land use separately.

2. Within the Town Center district, the first 750 square feet of gross commercial floor area in a mixed-use development is exempt from providing off-street parking. The 20 percent reduction is calculated once this allowance is taken into account.

3. Guest spaces for residential uses may be fulfilled through required commercial parking (shared).

4. If requested by the City, an applicant or parties to a shared parking arrangement shall be conditioned to provide follow-up documentation such as parking occupancy counts within a defined time period (e.g., two years or sooner if a parking shortage issue is perceived) after project completion to validate shared parking results.

Applicants proposing shared parking shall submit a site plan of parking spaces included for shared parking and their proximity to land uses that they will serve, a signage plan that directs drives to the most convenient parking areas for each particular use or group of uses, a pedestrian circulation plan that shows connections and walkways between parking areas and land uses, and a safety and security plan that addresses lighting and maintenance of the parking.

5. Requests for a reduction in minimum parking requirements shall require a transportation demand management (TDM) plan or other adequate survey data as requested by the City and will be evaluated on a case-by-case basis by the Director.

6. If privately owned parking is to serve two or more separate properties, a written and recorded agreement between property owners approved by the City Attorney and Development Services Department shall be executed between property owners or properties guaranteeing access to, use of, and management of designated spaces.
OFF-SITE PARKING

Off-site parking may be permitted on either a privately owned property or public property dedicated exclusively for public parking purposes through the development review process or other applicable discretionary review permit process for an individual use or development project subject to the following regulations.

1. Off-site parking facility shall be located no more than 1,000 feet from the applicable use.
2. To fulfill the off-site parking standards, an applicant may choose one of following:
   - **Deed Restriction.** Where off-site parking for an individual use or development project is approved, a deed restriction, subject to review and approval of the City Attorney, shall be recorded against all affected properties. Such deed restriction shall indicate the restrictions on the properties relative to future use and development due to the off-site parking agreement.
   - **Irrevocable Access and/or Parking Easement.** If parking is provided on a site other than the subject site, an irrevocable access and/or parking easement shall be obtained on the other site for use and benefit of the site in issue. Such access and/or parking agreement, when fully exercised, shall not diminish the available parking capacity of the site subject to the easement to less than required by this Specific Plan.
3. If public parking is available and approved for use with a specific development project, a deed shall be recorded identifying where such public parking is available.

3.4 Required Residential Open Space

The required minimum amount of open space shall be 125 square feet per residential unit. The minimum open space may be met through a combination of common, private, and/or quasi-public open space provide on-site. The following shall apply.

1. All required open space shall be usable, meaning that it is improved with landscaping, hardscape, and outdoor furniture that residents can enjoy with unobstructed access.
2. Usable open space shall be improved to support residents’ passive and/or active uses.
3. Private open space shall be located on the same parcel as the dwelling units for which it is required.
4. The computation of open space shall include no obstructions other than devices and structures designed to enhance its usability, such as swimming pools, changing facilities, fountains, planters, benches, and landscaping.
5. Usable open space does not need to be located on the ground and can include rooftop gardens and rooftop landscaping, including rooftops above parking structures.
6. The requirement for open space shall not be satisfied through the utilization of
required setbacks, parking areas, driveways, service areas, or utility easements.

7. Areas designed to accommodate storm water retention may satisfy a portion of the requirement for open space if additional pedestrian amenities are provided near the storm water retention space in a manner that provides for usability.

8. Amenitized rooftop areas may be used to satisfy common open space requirements.

1. **Horizontal Mixed Use Share.** Up to 30 percent of the required open space for residential uses in a horizontal mixed-use project may be provided within the nonresidential component.

2. **Vertical Mixed Use Share.** Up to 40 percent of the required open space for residential uses in a vertical mixed-use project may be provided within the nonresidential component.

---

**ADDITIONAL MIXED-USE RESIDENTIAL OPEN SPACE REQUIREMENTS**

Mixed-use buildings shall be arranged to create opportunities for open space for the residential uses. In general, open space areas for residential uses shall be separated from nonresidential uses on the site. However, the sharing of open space may be permitted by the responsible review authority when it is clear that the open space will provide direct benefit to residents of the project, subject to the following limitations.
chapter 4

Design Guidelines for Private Development
Chapter 4

Design Guidelines for Private Development

The Poway Road Corridor is envisioned as a vibrant destination with a well-defined character. These Design Guidelines for Private Development focus on interdependent relationships between buildings, streets, sidewalks, and open space. Private design guidelines shape functional and attractive building and site design, and clarify the development quality that the City desires and expects. The objective is not to dictate specific architectural styles, but to ensure developers use design approaches and materials of lasting quality and distinctive character that reflect Poway’s history and local environmental influences.
These private design guidelines provide guidance for development design. The guidelines are not intended to be rigid or inflexible. The City looks for every project within the Specific Plan area to follow these guidelines. Guidelines that begin with a command verb or contain the word “shall” are required. Otherwise, the guideline is advisory and strongly encouraged. However, the City encourages creative solutions to design challenges. There are many ways to meet a particular guideline, and exceptions may be granted.

Photographs included in this chapter are illustrative and should not be construed as regulatory. Not every aspect of every photo is in perfect conformance with every regulation in this plan. Rather, the photos are intended to provide visual support and reference for the site design standards and guidelines.

This chapter covers private design. Chapter 5 addresses design on public properties. The following overarching design policies set the tone for private development projects.

1. Orient buildings toward the street to create a pedestrian-friendly environment.
2. Create a rhythm and scale to the Poway Road Corridor environment through buildings designed with articulation and architectural features.
3. Use quality materials and façade elements to provide visual interest and durability.
4. Utilize site planning, building architecture, and building placement methods to create consistent design and a sense of place.
5. Reflect the “City in the Country” character of Poway through choice of building materials, colors, landscaping, and architectural styles.
4.1 SITE DESIGN PRINCIPLES

Site design shall be used as a mechanism to create attractive, unique, and long-lasting places that add to the overall vision for the corridor. Buildings shall have a strong relationship with the street and be built close to the sidewalk, where appropriate, and specifically in the Town Center district. Doors and windows should be oriented directly toward the street to allow for permeability and visibility into shops.

Site Layout and Building Orientation

1. Orient buildings so that primary façades and key pedestrian entries face major streets or plazas.
2. Locate ground-floor commercial uses on street corners and at key intersections.
3. Accentuate corners with height, articulation, and unique roof silhouettes to emphasize their presence.
4. Locate semi-private open space such as common courtyards to face major streets, activating the street corridor and providing “eyes on the street.”
5. Encourage pedestrian passages and paseos that enable through-block pedestrian circulation.
6. Locate private parking lots, driveways, and loading areas behind buildings, with access from side or rear streets.
7. Minimize curb cuts.
8. Align and connect all new streets created as part of large private development with existing adjoining public streets.
9. Provide common useable open space such as plazas, paseos, greens, and community gathering spaces within residential development.
10. Encourage new residential and mixed-use residential developments to be configured around open courtyards and paseos.
11. Orient residential and commercial development that are adjacent to public parks, plazas, or common areas toward public/common open space areas. In addition, provide windows, doors, and porches/outdoor seating areas facing
12. Design buildings on parcels adjacent to Poway Creek and Poway Community Park to:
   a. Ensure building façades adjacent to the creek are open and articulated with design elements that active the Poway Creek, and with buildings that are massed and sited in a manner that does not wall in the creek or park.
   b. Encourage mid-block breaks between buildings along the Poway Creek and Poway Community Park that are pedestrian-oriented spaces, such as plazas, paseos, or courtyards.
   c. Encourage every building and/or shop to provide direct pedestrian access to the Poway Creek or Poway Community Park, where applicable.
   d. Discourage service areas on the creek or park side of any property (or screen from public view).
   e. Discourage surface parking lots between buildings and the creek or park edges.

4.2 BUILDING DESIGN PRINCIPLES

The following building design principles apply to all new construction and additions for all properties. These principles also apply to alterations to existing structures.

The intent is to emphasize the orientation of buildings toward sidewalks and rights-of-way, increase the visual interest of buildings, relate new and old construction, and emphasize the incorporation of design elements that provide opportunities for people to interact. Regardless of architectural style, development should exhibit attention to detail, quality design and materials, and a pedestrian-friendly interface with sidewalks.
Massing and Scale
1. Break up the mass of large-scale buildings with articulation of form, architectural details, variations in setbacks and stepbacks, and changes in materials and colors.
2. Articulation can be changes in wall planes, upper-story building stepbacks, and/or projecting or recessed elements.
3. At key intersections, at the terminus of a street corridor, at gateway locations, and at other highly visible building locations, utilize special architectural features such as rounded or cut corners, corner towers, inviting corner entrances, corner roof features, special shop windows, and/or special base designs.
4. Ensure that projects built adjacent to single-family zoned parcels respect the scale and privacy of these adjacent properties. Transitions can be made by varying the massing within a project, stepping back upper stories, and varying the size of design elements to transition to smaller-scale buildings.

Building Stepbacks, Setbacks, and Ground Floor Heights

Building Setbacks
See Figure 4-1: Building Orientation to Sidewalk.

1. Utilize building setbacks and arcaded spaces as an extension of the sidewalk to provide adequate space for pedestrian movement and activity. This space can be used for outdoor seating, street furniture, landscaping, and public art that can enliven the streetscape.
2. Incorporate landscaping into setbacks that add texture to the buildings and screen any mechanical equipment. Landscaping should be planned and scaled to complement the existing adjacent landscaping and building forms.
1. **Building Façade.** To allow for the inclusion of recessed entries, breaks in the façade, passages to courtyards, and other similar breaks in the street wall, up to 30% of the length of a façade may be interrupted or set back from the maximum setback requirement to accommodate recessed entries, breaks in the facade, passages to courtyards, and other similar breaks in the street wall.

2. **Outdoor Dining Exception.** Where a building has a ground-floor commercial use, a maximum setback exception may be permitted of up to 20 feet for outdoor cafes and small plazas.

3. **Plaza Exception.** For any plaza fronting a public right-of-way, no maximum setback is required if a large quasi-public plaza space is constructed with direct access and frontage to businesses.
**PROJECTIONS INTO SETBACKS**

1. Lobbies, porches, stoops, and other entry-related architectural features may extend up to four feet into the required front setback area.
2. Upper-floor balconies may extend up to two feet into the setback area.

**MIXED USE AND TOWN CENTER SIDE/REAR STEPBACK RELATION TO ANY SINGLE-FAMILY RESIDENTIAL ZONE**

Any new development located adjacent to a single-family residential zone shall have an appropriate height relationship to the existing residential development (see Figure 4-2: Building Transitions and 4-3: Fourth Story Stepback).
1. The first two stories of a structure shall be set back a minimum of 15 feet from the side and/or rear property line adjacent to a single-family residential zone.

2. The third story of a building shall step back a minimum of 18 feet from the side and/or rear property line adjacent to a single-family residence.

3. New development that abuts a single-family residential zone where the single-family zone is at a higher elevation may not require step-backed upper stories. Such determination shall be made by the Director through the Development Review Procedure process.

FOURTH STORY STEPBACKS

Town Center district projects built on sites which contain a downslope and which unlock the maximum height and density bonuses shall have the fourth story stepped back a minimum of 20 feet from the rear property line.
REQUIRED MINIMUM STREET WALL AND GROUND FLOOR HEIGHTS

Maximum building heights are denoted in each district’s development standards. Simultaneously, to encourage a consistent street wall, minimum floor-to-ceiling heights are also required. Where minimum floor-to-ceiling heights are required, the minimum height only applies to buildings wholly or partially located within 15 feet of the front property line. See Figure 4-4: Minimum Floor-to-Ceiling Heights.

1. New buildings and building additions should reinforce a uniform height based on each district’s maximum allowed height.
2. Minimum Ground Floor Height for retail/commercial uses shall be 14 feet.
3. Minimum Ground Floor Height for office uses shall be 12 feet.
4. Minimum Ground Floor Height for residential uses shall be 11 feet.
5. Conversions of use in existing buildings shall not be required to meet these standards.
Building Façade Articulation

The design of building façades ensures appropriate character of buildings in the Poway Road Corridor. Finely detailed and articulated building façades create a rich character and contribute to the pedestrian scale.

1. Incorporate a 360-degree design philosophy into building design, understanding that all of the built environment should be well designed, not just that visible from public areas and primary streets.
2. Create visual interest in building façades and break up the mass of large-scale buildings with articulation in form, architectural details, and changes in materials and colors.
3. Use articulation in form, including changes in wall planes, upper-story building stepbacks, and/or projecting or recessed elements.
4. Incorporate architectural elements and details on all walls, such as adding notches, clustering windows, providing
loggias and dormers, varying cornices and rooflines, and incorporating canopies, wing walls, trellis features, arcades, and colonnades.

5. Vary materials, colors, and textures to enhance key components of a building’s façade (i.e., window trims, entries, projecting elements, etc.).

6. Break building façades into smaller massings to create a more intimate pedestrian scale.

7. Create architectural boundaries by a varying/change of level, materials, textures, and color.

8. Roof lines should be broken at intervals no greater than 50 feet long by changes in height and/or roof form.

9. Accentuate upper-story stepback areas with balconies and/or roof gardens.

10. All building facades should avoid blank walls and provide the highest level of articulation on all walls visible from adjacent streets and public spaces.

11. Include horizontal divisions (base, middle, top) in buildings.

12. Similar and complementary massing materials and details should be incorporated into side and rear facades.

13. Espaliers/trellises and vines should be placed on any large ground floor wall expanse.

14. Incorporate architecturally compatible exterior lighting and fixtures that are complementary to the intended style/theme.

15. Ensure building materials, colors, fenestration, scale, and massing are compatible with the overall architectural style.

16. Apply materials in a consistent manner to all façades of the project (all facades should be treated in a similar fashion).

17. Murals can be incorporated into any large wall expanse. Murals are subject to regulations detailed in this chapter.
Entries, Doors, and Windows Design Guidelines

Entryways are a critical design feature in buildings, guiding guests to the interior and providing opportunities for architectural definition. Similarly, the use and location of windows and secondary entrances accentuate components of building design.

1. Well-designed storefronts—including windows, doors, wall composition, colors, and materials—should be incorporated to create a sense of entry and a pedestrian scale.

2. Incorporate one or more of the following at primary building entrances:
   - A small art installment or decorative detailing at the entry
   - A projecting element above the entrance
   - A change in material or detailing
   - Architectural elements such as flanked columns or decorative fixtures
- Recessed doors, archways, or cased openings
- A portico or formal porch projects from or set into the surface
- Changes in the roofline, a tower, or a break in the surface to the subject wall

3. Windows should be located at a pedestrian scale at the street level and should maximize daylighting and views for the interior.

4. Design windows and doors to have the same style, height, and scale with the building elevation.

5. Windows and doors should be designed as accent elements with details such as shutters, moldings, and divided lites.

**Ground-floor Residential**

In addition to the other guidelines outlined in this chapter, the following design guidelines apply to new construction and additions, as well as alterations to existing structures, of uses with ground-floor residential access from the primary street. The transition from public sidewalk to private space is especially important when
residential uses are located at the ground floor. These design guidelines apply to areas where ground-floor residential uses are permitted within the Specific Plan area.

1. Provide transitional spaces in the form of stoops, overhangs, and porches between public areas and entrances in new residential buildings.

2. Where exterior individual entries are provided, a distinctive entry should be established for each, defined with architectural elements consistent with the architectural style of the development as a whole.

3. Provide decorative lighting at entries.

4. If exterior staircases are used, incorporate these staircases into the overall architectural massing of the building.

5. The use of metal staircases is strongly discouraged.
Ground-floor Retail and Stand-alone Retail

In addition to the other guidelines outlined in this chapter, the following design guidelines apply to new construction and additions, as well as alterations to existing structures, for retail uses. Ground-floor retail spaces should be inviting to the pedestrian and draw visitors into the space.

1. In ground-floor spaces designed for retail or other active uses, orient tenant spaces to the street, maximize storefronts and entries along the sidewalks to sustain street-level interest, and promote pedestrian activity.

2. Include high-quality, well-designed, and pedestrian-oriented ground-floor architectural features.

3. Storefront configurations and details should provide a sense of pedestrian scale, variety, and interest within the overall context of the buildings.

4. Ground-floor retail space should wrap the corners that face intersecting streets.

5. Locate the primary entrance to each street-level tenant space with frontage along a public street on that street.

6. For any street-level tenant space that does not have frontage along a public street, locate the primary entrance along a pedestrian paseo, courtyard, or plaza connected to the public street.

7. Make at least 50 percent of a building’s street-level façade wall openings, such as storefront windows and doors.

8. Use clear glass for wall openings, (i.e., doors and windows) along all street-level façades for maximum transparency, especially in conjunction with retail uses. Do not use dark-tinted, reflective, or opaque glazing for any required wall opening along street level façades (see Chapter 3 for details).
Mixed-Use Development (Commercial and Residential)

In addition to the other guidelines outlined in this chapter, the following design guidelines apply to new construction and additions, as well as alterations to existing structures, of **mixed-use development**. The primary design issue related to mixed-use projects is the need to successfully balance the requirements of residential uses, such as the need for privacy and security, with the needs of commercial uses for access, visibility, parking, loading, and the possibility of extended hours of operation. Design and the continuity of storefronts should follow the Ground Floor Retail and Standalone Retail guidelines. Storefronts should also be characterized by continuous building frontages, adjacent to, and with awnings over the footpath. Mixed-use development should result in the formation of plazas, paseos, and small parks integrated with retail, office, entertainment, recreation, and community-related activities in the immediate area.

1. Differentiate residential and non-residential vehicular and pedestrian access with paving material, color, landscape buffers, etc.
2. Uses should be oriented to facilitate proper transitions to surrounding buildings and adjacent uses.
3. Separation should be created within the site through vertical differences (e.g., grading, massing, roof heights, etc.)
4. Focus lighting, including reflected light, so that residential areas receive minimum light and glare from commercial areas.
5. Landscape features should be used to highlight individual tenant spaces.
6. Provide distinctive signs for identification and guidance, and for each tenant space.
7. Add noise-attenuating protection for noise-sensitive uses and to provide privacy for residential areas.
8. An overall design palette should include building materials and textures that define an overarching theme.
9. Accessory structures should be strategically located to contribute to a visual and functional separation.
Mixed Use - Separation of Public and Private Space Guidelines

1. Public spaces should be clearly recognizable as “public” (e.g., a plaza within view of a street or other public space) and publicly accessible. Private spaces should be clearly recognizable as “private” through the use of security gates and signs.

2. Screen private areas from public view through the use of landscaping, walls, and fences and changes in elevation.

3. Areas should be designed to encourage informal meetings and social interaction with other people.

4. Spaces should be designed or located to encourage year-round use by providing areas that have awnings, sunshades, and/or landscaping that can provide shelter from the elements.

5. Provide an overall theme and visual connection between spaces and uses within the development, including pedestrian linkages throughout the development and to adjacent land uses.
4.3 ARCHITECTURAL CHARACTER

This section presents the primary architectural character elements recommended. The character elements will be consistent with and contribute to Poway’s “City in the Country” character. Maintaining consistency with architectural styles will visually unify the Poway Road Corridor, establish an appropriate aesthetic for new buildings, and reinforce the sense of place throughout the corridor.

Architectural Elements

FORM

- Variation of heights, such as two- to three-story buildings
- Varied building forms
- Massing with vertical and horizontal breaks
- Mixed-use buildings characterized by a clear horizontal division between street level retail and upper floors through use of awning, change in material/texture, and/or other architectural features

ROOF

- Variation in pitch from low-pitched to high-pitched roofs or flat roof with parapet
- Concrete roof tiles with a shingle look
- Front-to-back gable or hip roofs with intersecting hip or gable roofs

WALLS

- Horizontal or vertical wood siding
- Stone or brick base
- Fully wrapped horizontal siding is preferred
- Wall cladding materials of stone, ceramic tile, brick, or blended stucco
DETAILS
- Trim materials may include stone, ceramic tile, wood, or stucco. Multiple trim materials may be used.

WINDOWS
- Vertical window shapes, with multi-paneled at front elevations
- Storefront display windows accented by a transom or curved top shape
Materials, Color, and Finishes

The choice of materials contributes to the character of a building. Materials should be of high quality and detail to stimulate visual interest, and must have durability and permanence to minimize deterioration over time.

1. Materials, color, and finishes should be used consistently and be appropriate to the intended architectural style of the building.

2. Contrasting colors should be used for trims, windows, doors, and other key architectural elements.

3. High-quality, long-lasting materials should be used for exterior window sills and trims that are consistent with the overall architectural style of the building.

4. Traditional or contemporary materials may be used on all building facades, provided they are architecturally compatible within the development. A combination of the following materials may be used:
   - Stone or rock
   - Brick (unglazed finish)
   - Poured-in-place concrete or concrete block
   - Fiber cement
   - Plaster or stucco
   - Wrought iron, metal posts, frames, trellises, and canopies
   - Painted aluminum, copper, and steel framed windows and doors
   - Painted or stained lap horizontal siding and vertical board and batten wood siding
   - Finished and painted wood trim

5. The following materials are prohibited from use on building facades:
   - Plywood
   - Hardboard
   - Unfinished lumber
   - Corrugated fiberglass siding
   - Aluminum siding, sheet metal, or tin siding
   - Plastics

6. Finish materials should terminate only at changes in the wall plane and not on the same plane.

7. Roof materials should complement the materials and colors of the facades and provide texture or relief.

8. Rain gutters and downspouts should be integrated into the façade. At a minimum, their color should blend with adjacent surfaces.

9. Trellises, architectural canopies, balconies, and other such design elements should derive their materials, colors, and form from the building design.
4.4 OFF-STREET PARKING DESIGN GUIDELINES

The following design guidelines apply to all off-site parking. Design parking for functional vehicular access and circulation, with enhanced pedestrian connections that are aesthetically pleasing and shaded.

1. Avoid or eliminate duplicative driveway entrances.
2. Reciprocal access drives should be provided wherever possible to link adjacent properties and avoid individual curb cuts for every use/parking lot.
3. Parking access should be located as far as possible from street intersections to allow for adequate queuing and visibility.
4. Include minimum stacking distance of 40 feet between the edge of the travel lane and access into the first parking bay.
5. Parking lots should be located in areas behind buildings and away from the street. Planting areas with low hedges and shrubs (approximately three-feet high) are encouraged to assist in screening parking lots from public view where parking is adjacent to a street.
6. Screen parking lots located adjacent to a single-family zone with a minimum six-foot-high block wall.
7. Design on-site circulation system to minimize pedestrian and vehicle conflicts.
8. Design parking lots by dividing a large parking lot into a series of smaller connected lots.
9. Dead-end drive aisles and intersections should be avoided where possible. When necessary, provide a five-foot wide recessed area in the landscape area for maneuvering at the end of dead-end drive aisles.
10. Walkways should be wide enough for multiple people to pass (approximately eight feet in width), directly connect public sidewalks with sidewalks on private property, and be oriented toward building entrances.
11. Pave at least five percent of the total area of any surface parking lot with high-quality materials such as pavers, stone or cobblestone, patterned or scored concrete, or similar durable materials.
12. Provide colored, textured, and permeable pavement treatments at entry driveways.
13. Textured paving is encouraged at crosswalks within the project area as opposed to a painted stripe designation, provided such paving does not conflict with ADA requirements.
14. Paving materials, varied in texture and color, should be used where pedestrian and vehicular areas overlap. The use of concrete (exposed aggregate, colored, or stamped) or pavers (stone, brick, or granite) is preferred.
15. Sidewalks at building entrances should be a minimum of 10 feet wide when adjacent to head-in parking to allow for car bumper overhang, and eight feet wide adjacent to a landscape planter or drive aisles.

16. Bicycle racks should be provided near building entrances.
17. Add and evenly distribute parking lot lighting to create adequate visibility at night. Scale the lighting for pedestrians and vehicles for safety and security.

**OFF-STREET SURFACE PARKING LANDSCAPING DESIGN GUIDELINES**

Off-street surface parking lot landscaping is required to reduce heat island effect, enhance the aesthetics of private property, reduce impervious surfaces, and provide shade.

1. Landscape at least 10 percent of the total area of any surface parking lot.
2. To reduce the visual impact of parking lots, use landscaping to soften the appearance of hardscape.
3. Add a minimum seven-foot-wide landscape island (finger planter) every eight to 10 parking spaces and at the end of each parking aisle. Make landscape islands the same length as parking stalls.
4. Site designs should include one tree for every three parking spaces (minimum tree well size of six feet by six feet).
5. Allow at least two feet in the planted area for vehicle overhang. This area may be counted as part of the length of the parking stall, but not as part of the required planter area.
6. Install canopy trees or solar shade structures in parking areas to provide shade. Trees should have a 30- to 40-foot canopy potential and be sized at 24-inch box at the time of installation.
7. The use of pervious paving materials, open pave blocks, and intermittent paving is encouraged to reduce the amount of runoff and retain water for onsite irrigation.

**PARKING STRUCTURE DESIGN GUIDELINES**

1. Integrate parking structures into the surrounding buildings’ architecture and use architectural details to reduce the massing and landscaping to provide visual relief.
2. Parking structures should be located below, behind, or between buildings.
3. Design all parking structures to appear as a commercial building and be compatible with the surroundings when visible from public right-of-way.
4. Access to parking structures should be integrated into the overall design of the building façade and minimize disruptions along the street frontage.
5. Provide screening for cars and headlights while allowing for natural ventilation in parking structures.
6. Design parking access from side streets or alleys, where possible, rather than from pedestrian-oriented streets.
7. Provide attractive signs to clearly direct drivers into and out of parking structures and surface parking entrances.
8. Solar panels on roof decks of parking structures and carports in surface lots are encouraged both as shading devices for vehicles and as a sustainable energy source.
9. Incorporation of other technologies, such as charging stations for electric vehicles, into parking are encouraged.

10. Ground-level retail pads along a portion of the parking structure public façade are encouraged to create a pedestrian-friendly streetscape.

11. Partially submerged parking podiums that project above grade should either be integrated into the architectural character of the building above using cladding or building with materials that extend down from the portions of the building above, or be built with contrasting materials of a more substantial and permanent character than the portions of the building above to create a base.

12. Use architectural details on parking structures to reduce the massing and enhanced landscaping to provide visual relief.

13. The preferred parking structure design approaches are as follows:
   - Wrapped on Ground Level. An above-ground parking structure where non-parking uses, such as retail spaces, are integrated into the ground level of the building along the street frontage of the parcel. The parking structure may be exposed to the building street frontage on upper levels, with appropriate design and screening.
   - Wrapped on All Levels. An above-ground parking structure where non-parking uses are integrated into the building along the entire street frontage of the parcel on all levels of the building. The parking structure is totally hidden behind a “liner building” of non-parking uses.
   - Underground (Partial or Entirely). A parking structure that is fully underground and is not visible from the street. Depending upon the amount of parking provided, it may also include a level of at-grade parking hidden behind uses such as retail.
**4.5 LANDSCAPING**

A well-designed outdoor environment can integrate a site within its broader context, create inviting spaces for people, and enhance visual aesthetic of projects. Landscapes along the Poway Road corridor should focus on water conservation and the coordination between plant materials and plant placement. Other materials and furnishing should play a supporting role to water conservation, and integrate soft colors, subtle finishes, and simple design details.

Projects within the Poway Road corridor shall comply with the landscape requirements of PMC Chapter 17.41 Landscape Efficiency Standards unless otherwise specified in this chapter.

1. Landscape all setback areas, except where a required setback is occupied by a sidewalk, outdoor dining, or driveway, or where a required setback is screened from public view and it is determined by the Director that landscaping is not necessary to fulfill requirements of this section.

2. Plan landscaping as an integral part of the overall project design and not simply located in excess space after the parking areas and structures have been planned.

3. Consider pedestrian access to building entrances, sidewalks, parking areas, plazas, paseos, courtyards, and public open space in the design of all landscaped areas.

4. Corner parcels should add additional landscape emphasis through a decorative landscaped feature to promote visual interest, such as signage framed by landscape elements.
5. Landscape furnishings and materials should be from a color palette of muted cool tones, such as dark grey, pale grey, gray-blue, and sage green. Wood, with some metal if needed for framing, is a recommended material for bench seating. Provide landscaping to screen and reduce adverse visual impacts from utilities and mechanical equipment.

6. Add low-maintenance native or drought-tolerant non-invasive species (per the California Invasive Plant Council) that are suitable for Poway’s soils and a semi-arid climate.

7. Follow landscaping and irrigation design and maintenance requirements in the PMC.

8. Minimize maintenance and allow for capture of plant debris on site through landscape design.

9. Use landscaping to help shade buildings, parking areas, and public open spaces and minimize the heat island effect.

10. The use of salvaged and recycled content materials and furnishings is encouraged where possible.

11. Use permeable accent paving where soil and groundwater conditions allow infiltration.

4.6 LIGHTING

Exterior building lighting provides visibility, safety, and ambiance. Lighting enhances and complements architectural details and landscape features, and illuminates sidewalks, pedestrian paths, and plazas. Conform lighting to the Specific Plan with the following standards and guidelines.

1. Make light fixtures and poles architecturally compatible with the building’s architectural style.

2. Light building entrances well with appropriately scaled light fixtures.

3. Do not allow fixtures to light directly into adjacent residential properties; a translucent or optical lens diffuser globe or shield is recommended.

4. Architectural and landscape lighting is encouraged.
5. Color and finish of lighting metal work, when used, should harmonize with building metal work, if applicable.

6. Architectural lighting should enhance a front building façade during twilight and nighttime hours.

7. Lighting accents should be incorporated into features such as doors, window openings, detail cornices, columns, or arcades to create texture and form unique to the building.

8. Where accent lighting is used, the base of each building should be highlighted by lighting. This allows the building to be viewed from several different vantage points, both near and far from the structure, without looking unnatural.

9. Light fixtures should be designed so that the light goes exactly where it is intended. Special care should be taken to include louvers, glare shields, or barn doors to the front of floodlight fixtures to prevent light pollution.

10. Lighting fixtures should be mounted in strategic locations to facilitate maintenance. Parking lot and walkways within the property lines should be well lit for visibility and safety.

11. Lighting should be scaled for pedestrians and vehicle circulation, as appropriate.

12. Pedestrian-scaled lighting should emphasize and clearly identify pedestrian walkways and may include bollards, step, or other comparable lighting.
4.7 WALLS AND FENCES

Fences and walls articulate property edges and should not interfere with pedestrian connections or permeability. Solid, continuous walls and fences are discouraged in commercial areas, unless needed for screening, to create a street edge, or for safety purposes. The design of walls and fences shall be compatible with the primary architectural style used for buildings located on the project site.

1. Project design should avoid large expanses of blank walls and fencing material and provide the highest level of articulation on all walls visible from the public right-of-way.
2. Do not extend any walls or fences visible from the street more than 25 feet horizontally without a visual break created by articulation and/or architectural detail in the wall plane facing the street.
3. Articulation and detailing should include a staggering of the wall, indentation of the wall, rhythmic spacing of columns, or a raised series of planters.
4. Do not place security fences, walls, and entry gates in any manner that blocks the sidewalk edge of a courtyard, plaza, or paseo.
5. Walls and fences should contain visually permeable elements such as open rails, ironwork, or trellis treatments.
6. Walls and fences which face the primary right-of-way should be extensively landscaped to soften their appearance and create a more pleasing aesthetic.
7. Do not include chain-link fences and barbed wire materials in design.
8. Provide a minimum six-foot-high buffer wall wherever a parking lot is adjacent to a single-family residential zone.
4.8 OUTDOOR DINING

Outdoor dining brings activity out near the public realm and allows people to enjoy Poway’s great weather. Outdoor dining provides the community with dynamic places to encourage socializing.

OUTDOOR DINING BARRIERS

1. Barriers should demark the section provided for tables, chairs, and umbrellas for both temporary (public-right-of-way) and permanent use (private). Barriers may include but are not limited to removable fences, freestanding fences, hedges, planters, trees, and removeable columns. Fabric inserts, chain link fencing, chicken wire, or cyclone fencing are not allowed.

2. Temporary barriers may be erected only during normal business hours and shall be removed at the termination of each business day.

3. Use barriers that are no more than 36 inches tall. Use planters that are no more than 36 inches with plants that are no more than six feet tall.

4. An encroachment permit shall be issued by the City for any outdoor dining areas encroaching into the public right-of-way.

5. Barriers should be stable and well balanced.

6. Ensure outdoor dining barriers comply with all provisions of the California Department of Alcohol and Beverage Control.

7. Set back barriers a minimum of five feet from any tree, pole, bike rack, fire hydrant, or other public utility, unless a smaller setback is approved by the Director.

OUTDOOR DINING ACCESS

1. Access to outdoor dining should be located along the front or parallel edge of the sidewalk or paseo.

2. Make all outdoor dining areas fully accessible and comply with all Americans with Disabilities Act (ADA) regulations.
OUTDOOR DINING FURNITURE

1. Furniture and fixtures should be of high quality, aesthetically appealing, durable, and of sturdy construction, able to withstand strong winds without falling over.
2. Maintain outdoor furniture at all times and ensure it is free of fading, corrosion, splinters, dents, tears, and chipped paint.
3. Prohibited furniture includes flimsy plastic tables and chairs, unfinished wooden materials, and sofas.
4. Do not store outdoor dining furniture in the public-right-of-way overnight.
5. Seating should contribute to an inviting atmosphere that encourages outdoor dining.

4.9 PLAZAS, COURTYARDS, AND PUBLIC SPACES

A critical component of spatial definition is the relationship between buildings, public open spaces, and the public right-of-way. Plazas, courtyards, and public open space enliven commercial centers and add visual interest. Intimately scaled plazas or outdoor areas provide places for dining and relaxing. They also create space for public events, such as civic ceremonies, festivals, and live performances. Plazas, courtyards, and public spaces should incorporate shade and rest areas, as well as other amenities such as drinking fountains, water features, decorative trash cans, accent lighting, works of art, art murals, and similar enhancements that encourage use and social gathering. Tenants and businesses should incorporate outdoor dining or gathering spaces between buildings/pedestrian circulation spaces and public gathering areas to provide a transition between public and private space and to create visually interesting places.

1. Structures should be arranged and oriented on project sites to create well-defined, intimate, and pedestrian-friendly common plazas, courtyards, and public spaces.
2. Strong architecture elements should be added at the end of long colonnades or storefront areas to create visual landmarks.
3. Fountains, water features, and public art should be used to add visual interest to plaza, courtyard, and public open space areas.
4. Seating should be provided in proximity to deciduous trees that offer shade from summer sun and access to winter sunlight.
5. Raised landscape planters should be designed to allow for seating but to discourage undesirable activities, such as skateboarding.

6. Pedestrian amenities (i.e., site furnishings, shading devices, picnic tables, etc.) should be integrated into the overall unified project site design.

7. Clearly visible pedestrian connections should be provided and enhanced with decorative paving, landscaping, decorative trellises, and/or arbor features.

8. Landscaping should be used to enhance and define the various uses of the plaza, courtyard, and public open space.
Open Space and Pedestrian Access in the Town Center District

The mix of uses throughout the Town Center district offers many opportunities to activate and enhance the pedestrian experience. Pedestrian plazas, paseos, and courtyards add variety, scale, and linkages to new development. Open space includes plazas, parks, parklets, courtyards, paseos, and pedestrian passages/pathways.

1. Pedestrian pathways should be integrated into final project design to facilitate enhanced access to existing civic developments such as the Poway Branch Library and Poway Community Park.

2. Pedestrian pathways such as paseos to plazas and courtyards should be integrated into new development to create a secondary pedestrian network in addition to existing sidewalks.

3. Open space should be designed as a single contiguous space and not many scattered, separate spaces. Exceptions will be allowed if justified by physical and/or design constraints or exemplary project design that successfully links smaller separate spaces.
4. Plazas and courtyards should provide at least one sitting place for each 100 square feet of plaza.

5. The majority of open space areas should have access to sunlight for the duration of daylight hours. A mix of direct sunlight and shade should be provided. Shaded areas may include trees, canopies, awnings, trellises, cantilevered overhangs, or free-standing umbrellas accompanied by seating. No more than 40 percent of open space shall be covered.

6. Lighting should be provided from overhead fixtures either mounted on the building façade or suspended from cables, sculptural objects, or other means that do not obstruct pedestrian flow.

7. Make entries to open space physically accessible from the public right-of-way.

8. Designate and light storefront entries within open space areas so they do not create hiding places.

**4.10 ORIGINAL ART AND MURALS (PRIVATE)**

Art and murals can be used to add visual interest along a street corridor or within a district, and to celebrate history and culture. Original art and murals allow for creative expression and can be an attraction for visitors independent of stores and restaurants.

The purpose of this section is to permit and encourage original art and murals on a content-neutral basis with specific requirements and standards. Original art and murals are a unique medium of expression that serve the public interest. Original art and murals have purposes distinct from signs and provide different benefits. Original art and murals are not considered signs and are not regulated by the Sign Code (PMC Section 17.40).
The purposes and benefits of original art and murals include:

1. Improve community aesthetics
2. Create avenues for original artistic expression
3. Provide public access to original works of art
4. Invite the community to actively participate in the creation of original works of art
5. Reduce graffiti and other criminal activity
6. Education about the culture and history of Poway depicted in original works of art
7. Increased community identity and pride

**ORIGINAL ART MURAL**

An original art mural is defined as a one-of-a-kind, hand-painted, hand-tiled, or digitally printed work of visual art affixed directly to an exterior wall of a building.

**ORIGINAL WORK OF ART**

An original work of art is defined as a one-of-a-kind, original, creative work by an individual or group.

**ORIGINAL WORKS OF ART AND ART MURALS STANDARDS AND GUIDELINES**

Original art and murals are allowed within the Specific Plan area. All original art and murals proposed for the Poway Road Corridor and located on private property are required to follow the standards set forth in this section.

The regulations in this section shall not be interpreted to violate the federal Visual Artists Rights Act or the California Art Preservation Act.

**CRITERIA**

The following criteria shall be considered for the approval of an original work of art or an original art mural.

- Quality of the artwork
- Media
- Style of art
- Environment (where the art is displayed)
- Permanence (scale, material, form, and content for the immediate, general, social, and physical environment with which the art relates)
- Elements of design (integrity, permanence, protection against theft, vandalism, weathering, excessive maintenance, and repair costs)
- Diversity (scale, style, media, artists – including ethnicity and gender and equitable distribution of artworks and art places throughout the City)
- Review by the Department of Development Services to ensure the original art or mural is compliant with this Specific Plan and the PMC

**PROHIBITED**

No original art or murals shall be allowed which would result in a property becoming out of compliance with the provisions of this Specific Plan or the PMC.

No original art or mural shall contain any advertising or business name. No original art or mural shall contain any images of lewd or inappropriate behavior including, but not limited to, nudity, smoking or smoking products, or alcohol or alcoholic beverage products.
RELATIONSHIP TO OTHER REGULATIONS
A permit to allow original art and murals obtained under this section and any additional administrative rules does not exempt the applicant from conformance with other applicable regulations of this Specific Plan and the PMC.

The placement of an original art mural on a building does not count toward the sign area allocation since an original art mural is not considered a sign.

ORIGINAL ART AND MURAL DESIGN STANDARDS
1. Maintain the original art or mural in its original location, without alteration, for a period of at least two years.
2. Do not install an original art mural that is greater than 75 percent of a building’s façade.
3. Alterations are not allowed except other than minor changes that result from maintenance or repair.
4. Locate the original art or mural where it is visible to pedestrians.
5. Do not allow an original art mural that exceeds the height of the structure to which it is tiled, painted, or affixed.
6. Do not allow an original art or mural that projects into any public right-of-way.
7. Do not allow the original art mural to project more than six inches from the plane of the wall upon which it is tiled, painted, or affixed.
8. Community members should be included in the development of original art or murals, to the extent possible.
9. Maintain all original art and murals in a safe, neat, and orderly manner.
10. Construct original art and murals of durable, weather- and graffiti-resistant materials.
11. Do not allow original art and murals to interfere with or obstruct doors, windows, vents, or any other similar building element that would threaten the public health, safety, or welfare.
12. No original art or mural may consist of, or contain, electrical or mechanical components, or changing images (moving structural elements, flashing or sequential lights, lighting elements, or other automated methods that result in movement, the appearance of movement or change of mural image or message, not including static illumination turned off and back on not more than once every 24 hours).

4.11 SIGNS
Signs within the Poway Road Corridor Specific Plan area shall comply with PMC Chapter 17.40 (Comprehensive Sign Regulations).
4.12 DRIVE-IN AND DRIVE-THROUGH GUIDELINES

In addition to the other standards and guidelines in this chapter, the following design guidelines shall apply to new construction and additions, as well as alterations to existing structures, of drive-in and drive-through restaurants and other facilities.

1. Locate drive-through aisles toward the rear of the site to avoid having stacked vehicles blocking pedestrian facilities or traffic along the public right-of-way.
2. Locate vehicular ingress and egress points on secondary streets and not on Poway Road.
3. Do not locate the drive-through drive aisle between the building and the public right-of-way.
4. Clearly delineate pedestrian walkways with decorative paving or landscaping.
5. Raise pedestrian walkways to curb level to clearly separate driving and parking areas.
6. Provide a customer entrance directly accessible from both the public right-of-way and the parking area.
7. Screen/buffer the drive aisle by landscaping.
8. Designate on-site circulation to minimize conflicts between pedestrians and vehicles.
9. Use directional signage to enhance on-site circulation.

4.13 UTILITIES AND MECHANICAL EQUIPMENT

1. Screen utilities and mechanical equipment with attractive architectural walls, fences, and/or landscaping consistent with the building architecture in form, material, and detail.
2. Follow all setback and height requirements when placing utilities and mechanical equipment, and hide, to the extent possible, these features from the public right-of-way.
3. Landscaping should be used to screen utilities or mechanical equipment visible from the public right-of-way.
4. Screen utilities and mechanical equipment located on roofs with architectural design elements such as trellises or an artistic design feature.
chapter 5

Public Space Design Guidelines

A key element to the success of Poway Road is an actively used, accessible, and inviting public space. Public space encompasses all streets, sidewalks, parks, civic spaces, facilities, and uses which are owned, designed, and managed by local and state governments. Improvements to public space are essential to create space for social interaction with safe, tree-lined, pedestrian-oriented walking streets, gathering spaces, seating areas, and inviting design elements. These improvements are intended to serve as a catalyst to stimulate private investment along the Poway Road corridor.

The City of Poway will encourage new investment by completing streetscape improvements in advance of or in conjunction with new development to create a supportive environment and encourage more immediate and lasting transformation. In some instances, such as with larger projects, the City may also encourage public space improvements to be provided and/or funded by the developer. A critical element will be the creation of a new interior road within the Town Center district (see discussion in Chapter 6 Mobility).
The public space design guidelines guide the creation of an active, cohesive, and connected outdoor environment. Well-designed public space influences people’s perception of a place. Landscape plantings, lighting, furniture, and other streetscape elements define Poway’s expectation for quality development.

The following overarching design policies dictate City actions for the corridor.

1. Create public spaces with a distinct character, image, and design for the Poway Road corridor.
2. Plant appropriate climate-appropriate landscaping integrated with stormwater management facilities.
3. Enhance the streetscape with street furniture and landscape plantings.
4. Attract developers to the Poway Road corridor through quality public space improvements that invite economic investments.
5. Design and place improved wayfinding and signage to orient and guide users and visitors.
6. Install and maintain public space improvements that respond to the needs of pedestrians and cyclists.
5.1 ENHANCED PAVING

The Poway Road corridor is an eclectic mix of civic, commercial, residential, and retail uses. Safe, accessible, and well-designed sidewalks and crosswalks are essential to activate the corridor and enhance pedestrian safety. Hardscape treatments that include concrete sidewalks, the use of color, and pavers should connect both sides of the street, invite pedestrian movement, and allow for seamless connectivity between destinations. Paving includes both enhanced sidewalks and crosswalks. These materials shall be installed in accordance with City of Poway standards and as described in detail in Chapter 6 Mobility.

1. Sidewalk materials accommodate all users regardless of physical abilities or age.
2. Sidewalks should be durable and built with low-maintenance materials and features.
3. All sidewalks shall be standard ADA-compliant.
4. Sidewalks and crosswalks can incorporate stamped concrete, concrete pavers, permeable pavers, and scored/broom-finished natural concrete.

5. Colored concrete may be used to match pavers and create a visible edge around landscape areas.

6. Crosswalks should incorporate painted continental 12-inch white lines or interlocking concrete pavers to increase safety and visibility.
7. The Town Center district should have distinct and complementary paving treatments for sidewalks and crosswalks.
5.2 STREET FURNITURE

Well-designed and placed street furniture creates a comfortable and convenient pedestrian environment. Street furniture includes:

- Trash/recycling receptacles
- Public seating/bus shelters
- Bollards
- Bicycle parking
- Utilities

Public seating provides places for people to rest, converse with neighbors, or have lunch. Well-distributed trash and recycling receptacles discourage littering and thus result in a cleaner street corridor. Appropriately and conveniently located transit shelters and bicycle racks encourage people to ride transit and support bicycling as an alternative mode of transportation.

Thoughtfully laid out street furniture maximizes safety, comfort, and function for all users. In addition to furniture, the layout of above-ground utility poles and structures should be designed to reduce conflict, obstructions, and clutter along sidewalks. Over time, the City will investigate relocating utilities underground. However, when utility boxes are located on sidewalks, they can be used as temporary canvases for public art.

1. Waste and recycling receptacles should be placed at regular intervals along the Poway Road corridor, with a minimum of one every 600 feet.
2. Waste and recycling receptacles should be well designed and of high-quality materials.
3. Public seating should be provided for a minimum of two people at one location. Single seats may be provided as long as they are in groups of two or more.
4. Seating can be integrated into buildings, planters, and retaining walls.
5. Benches adjacent to bus stops/shelters should be located at the back of the sidewalk and face the street. Benches adjacent to transit stops should be located to the right of and outside of the front door landing zone of buses.

6. Public seating should be comfortable, inviting, durable, and weather and graffiti resistant.

7. Benches should be follow all ADA standards in terms of design, placement, and clearance on the sidewalk. Armrests should be provided for stability and assistance with sitting and standing.

8. Bus shelters shall be designed to allow for efficient loading and unloading to accommodate passengers.

9. Bollards may be placed where necessary to restrict vehicular access to car-free zones, trails, cycle-tracks, etc.

10. Bollards can be used to create protected space for street furniture, protect stormwater management features, and provide security for buildings and infrastructure.
11. Moveable bollards should be considered if restricting access is only needed during part of the day or if access is needed for emergency vehicles.

12. Provide ample, well-designed bicycle parking using bicycle racks that are permanently affixed to a paved surface.

13. Bicycle racks shall support the frame of the bicycle at two points above the bicycle’s center of gravity, provide access for different types of bicycle frame sizes and styles, allow easy locking of the frame and at least one but preferably both wheels.

14. On-street bicycle parking (bike corral) permitted on secondary streets (not on Poway Road) should be considered where there are space constraints on the sidewalk.

15. Themed/custom and whimsical bicycle racks are encouraged.

5.3 STREET LIGHTING

Street lighting in public spaces enhances public safety. Street lighting includes roadway and pedestrian lighting in the public right-of-way. Well-designed street lighting defines the nighttime visual environment and contributes to the character of a street. Street lighting should complement the context of the public right-of-way, support nighttime activities, account for existing lighting levels, and create appropriate nighttime design compositions and aesthetics.

The City aims to provide street lighting that is low maintenance, evenly spaced, energy efficient, low cost, shielded to prevent spillover onto private properties, and implements dark sky policies.
1. Street lighting should facilitate the safe movement of pedestrians, bicyclists, and vehicles.
2. Street lighting should create an environment that encourages pedestrian activity during all times of day and night.
3. Street lighting should improve the ability of all travelers to see the streets, intersections, transit stops, artwork, activity areas, and civic uses.
4. Design of poles and fixtures should enhance the character of the streetscape through a unifying theme consistent with the street character, amount of nighttime activity, and image of the City.
5. Street lighting and street furniture design should be coordinated to establish an aesthetically pleasing and unified design character.
6. Pedestrian-scale lighting (fixtures lower than 20 feet) should be used alone or in combination with roadway-scale lighting in high-activity areas to encourage nighttime use.
7. Light fixtures can be placed in close proximity to reduce the illumination standards and provide appropriate levels of illumination.
8. Street lighting should include light poles with armatures or clamp on brackets to allow for the hanging of banners or hanging planters.
9. New street lighting shall be dark-sky compliant with cut-off fixtures to ensure that a minimum of 95 percent of emitted light is directed toward the ground.
10. The City should consider a program for new street lighting to replace mercury vapor lamps in existing cobrahead fixtures with LEDs to reduce the City’s energy use and greenhouse gas emissions.
5.4 **GATEWAYS**

Gateways at Community Road and Pomerado Road will reinforce the corridor’s identity. Gateways will create a strong brand, unified theme, and complement other design elements in the public right-of-way.

1. Gateways will be used to create a sense of entry through public art, signage, special intersection treatment, and unique landscape plantings.
2. Gateways will announce the arrival and departure to Poway Road and will be scaled and oriented for both pedestrians and motorists.
3. Gateways will be established at the intersections of Poway Road and Pomerado Road and Community Road and Poway Road.
4. Textured pavement, artwork, or the City seal should be embedded into the center of the gateway intersection.
5. Secondary gateways such as intersections that lead to trails or open space will include pedestrian-scaled wayfinding signage or directional kiosks.

5.5 **SIGNAGE AND WAYFINDING**

Signage and wayfinding orient visitors and residents to major destinations within the Specific Plan area. Signage can also be decorative in function such as gateway signage. Signage and wayfinding will reinforce the Poway Road corridor character.

1. A wayfinding system will be developed to help visitors navigate along the Poway Road corridor to their desired destinations and to highlight interesting places.
2. Direction and informational signs will be attractive, clear, and consistent in theme, location, and design.
3. Wayfinding signage will identify key historic, cultural, civic, and shopping destinations and facilities, such as parking lots, parks and open space areas, trails, and cultural and civic facilities.
4. Signage should be clustered with other streetscape elements to reduce visual clutter.

5. Signage and wayfinding will be developed to lead bicyclists and pedestrians to multi-modal pathways and trails.

6. Sign placement will be coordinated with plantings, street furniture, lighting, and bus shelters to increase legibility and access.

7. Signage will be developed to incorporate a brand for the Poway Road corridor.
5.6 ORIGINAL ART AND MURALS (PUBLIC)

Art and murals can be used to add visual interest along the street corridor or within a district, and to celebrate history and culture. Original art and murals allow for creative expression and can be an attraction for visitors, independent of stores and restaurants.

The purpose of this section is to permit and encourage original art and murals on public property on a content-neutral basis with specific requirements and standards.

Original art and murals on public property serve the same purposes as art and murals on private properties. Installations are encouraged independent of any development project, with an emphasis on encouraging art that celebrates and educates highlights of Poway history and culture.

ORIGINAL WORKS OF ART AND ART MURALS STANDARDS AND GUIDELINES

Original art and murals are on public property subject to the standards set forth in this
section. The regulations in this section shall not be interpreted to violate the federal Visual Artists Rights Act or the California Art Preservation Act.

CRITERIA
The following criteria shall be considered for the approval of an original work of art or an original art mural on public property.

- Quality of the artwork
- Media
- Style of art
- Environment (where the art is displayed)
- Permanence (scale, material, form, and content for the immediate, general, social, and physical environment with which the art relates)
- Elements of design (integrity, permanence, protection against theft, vandalism, weathering, excessive maintenance, and repair costs)
- Diversity (scale, style, media, artists – including ethnicity and gender and equitable distribution of artworks and art places throughout the City)
- Emphasis on recognizing and celebrating elements of Poway history and culture
- Review by the Department of Development Services to ensure the original art or mural is compliant with this Specific Plan and the PMC

PROHIBITED
1. Art or mural containing any advertising or business name, or depicting any images of lewd or inappropriate behavior including, but not limited to, nudity, smoking or smoking products, alcohol or alcoholic beverage products, etc.
2. Art and murals that obstruct or compromise the safety, accessibility, and movement of pedestrians, vehicles, bicyclists, and transit within the public right-of-way.
ORIGINAL ART AND MURAL DESIGN STANDARDS

1. Original art or mural shall remain in place, without alteration, for a period of at least five years.

2. Alterations are not allowed except other than minor changes that result from maintenance or repair.

3. The original art or mural shall be located in a manner visible to pedestrians.

4. Community members should be included in the development of original art or murals, to the extent possible.

5. Original art and murals shall be constructed of durable, weather-resistant materials and shall be resistant to graffiti.

6. All artists and assistants who work on public art in the public right-of-way must complete a release of liability form.

7. No original art or mural may consist of, or contain, electrical or mechanical components, or changing images (moving structural elements, flashing or sequential lights, lighting elements, or other automated methods that result in movement, the appearance of movement or change of mural image or message, not including static illumination turned off and back on not more than once every 24 hours).
UTILITY BOX ORIGINAL ART

1. Original art pieces are allowed on utility boxes to deter graffiti and enhance the streetscape until such time that utilities are placed underground.

2. Design, including dark colors, may need to be modified if such design contributes to overheating of utility boxes.

3. The time schedule for artistic treatment of the utility box shall be approved by the City.

4. Artists will be responsible for preparing the utility box, applying the artistic treatment, and applying a clear coat to seal the completed art design.

5. Artists will be responsible for presenting the City with a written agreement from the utility provider (public or private) that allows for their art to be placed on a utility box.
5.7 PLAZAS AND OPEN SPACE

The Poway Road corridor is a place not only for economic development, but for welcoming and central community gathering areas. Increased opportunities for leisure and community activities will promote a complementary relationship between economic investment along Poway Road and a true community center.

Poway Community Park, Hilleary Park, and the Kumeyaay-Ipai Interpretive Center are important public spaces adjacent to the Specific Plan area. These open spaces can be better connected through streetscape elements, urban plazas, pedestrian pathways, and a civic framework that ties together existing open space, Poway Creek, and Rattlesnake Creek to the Poway Road corridor and surrounding neighborhoods.

1. Streetscape elements should enhance linkages with existing open space through wayfinding signage, bicycle and pedestrian pathways, and greenways.

2. Streets that lead to civic uses or open space should be heavily landscaped to provide a buffer between the sidewalk and roadway.

3. Plazas should be built for enjoyment, lingering, and as gathering places for special events.

4. Plazas should be encouraged in private development to enhance the streetscape and enliven the sidewalk experience for pedestrians.

5. Plazas should support a variety of activities, including farmer’s markets, art installations, and/or performances.

6. Open space areas should provide a variety of seating options, some of which may be moveable to allow for large group socializing and more intimate, quiet contemplation.

7. Open space areas should be inviting and attractive for the entire community to enjoy.
5.8 LANDSCAPE

Trees, shrubs, grasses, and other landscape plantings improve the streetscape to make streets attractive and more amenable for pedestrians. Landscaping can be used to define the character of a street, plaza, or open space, provide shade and cooling, reduce energy consumption, and filter and retain stormwater. Landscaping also absorbs greenhouse gases and helps filter airborne pollutants. In addition to environmental benefits, landscaping can provide positive social and psychological benefits, and help reduce stress.

1. The City will increase landscape plantings along Poway Road to improve comfort and appeal of the corridor. This includes new plantings in medians and new sidewalk parkways with trees.
2. Trees will be planted at regular intervals to enhance the comfort, beauty, and attractiveness of streets and public spaces.

3. Sufficient street tree coverage should be provided to reduce ultraviolet radiation exposure and allow people to spend more time walking, bicycling, and lingering in public spaces with reduced risk of sunburn, skin cancer, and other harmful effects of ultraviolet rays.

4. Parkways should be designed to make use of stormwater runoff from the sidewalk and/or the street.

5. Street trees and planter strips should be located between sidewalks and the roadway to provide a safety buffer for pedestrians from traffic.

6. The City will install traffic-calming elements, as considered appropriate, such as bulbouts, to provide more space for trees, plantings, and other amenities.

7. Drip irrigation will be used to specifically direct water where it is needed, and add moisture sensors that stop irrigation during wet weather.

8. Turf should be minimized or eliminated in landscaping areas.

9. Low-maintenance native and/or climate-appropriate planting should be used specifically in streetscape landscaping to minimize water consumption and maintenance.

10. Understory plants should complement median trees.

11. Parkways should provide a minimum tree planting areas of 4 feet by 8 feet wherever possible.

12. Tree basin surfacing should consist of either decomposed granite, understory plantings, or an ADA-compliant tree grate.

13. Trees and understory plants within a single planting area should have similar water requirements.

14. A minimum of 8 feet of clearance from sidewalks to the bottom of a tree canopy shall be provided, with a minimum of 14 feet above a roadway to provide adequate vertical clearance for pedestrians and vehicles.
5.9 GREEN INFRASTRUCTURE

The City looks to incorporate “green” infrastructure improvements to reduce pollution, decrease flooding, increase groundwater recharge, reduce energy use, reduce costs for wastewater treatment, and have the potential to create new green jobs. Strategies to manage stormwater runoff along streets and sidewalks can help reduce sewer overflows and save the City money on upgrading and repairing infrastructure.

1. Recycled materials should be used for public space improvements wherever possible.
2. Landscaping should be used to reduce energy use and the heat island effect by planting more street trees to shade buildings and cool the air through evapotranspiration.

Bioswales should be used to capture storm water runoff from the street.

Porous surfaces with open seams should be integrated into crosswalks, sidewalks, and driveways.

More trees should be planted to provide shade and reduce energy use.

Where possible, storm water runoff should be directed into bioswales or bioretention features adjacent to the roadway.
3. Landscaping should be used to reduce greenhouse gases and airborne particulates through additional tree plantings that sequester carbon dioxide and capture gaseous pollutants in the tree canopy surface.

4. Biofiltration and bioretention features such as stormwater planters will be used in medians and sidewalk landscaping to capture runoff from surrounding paved surfaces, including rooftops, sidewalks, plazas, parking lots, and streets. Median enhancement should be implemented in conjunction with other streetscape improvements.

5. Stormwater planters or bioswales will be placed along sidewalks behind the curbline, inside curb extensions, and in public plazas.

6. Locally manufactured products should be used for public space improvements to reduce transportation impacts and costs wherever possible.

7. Pervious surfaces such as paver blocks should be designed with open seams for intersections, crosswalks, driveways, and sidewalks. Porous concrete should be used for gutters and alleyways, and porous asphalt used for parking lot stalls.

8. Interlocking concrete pavers should consider permeable pavers to increase infiltration of stormwater runoff.

9. Vegetated swales (linear rain garden) can be used to augment traditional pipe and gutter systems to slow runoff velocity, filter stormwater pollutants, reduce runoff temperatures, and recharge groundwater.
5.10 TOWN CENTER INTERNAL STREET

Development of a walkable Town Center district is a center point of the Poway Road corridor. Creation of an internal street provides additional public space for community amenities, facilitates pedestrian connectivity and mobility, and supports a mix of land uses. The internal street shall conform to the design guidelines outlined in this chapter.

1. The City will look to implement development of an internal street within the Town Center district, aligned parallel to Poway Road, in conjunction with the development of catalytic sites.

2. Long-term development of the Town Center internal street should allow for the potential expansion and continuation of the internal street through adjacent parcels.

3. The internal street should contain on-street parallel parking on both sides, with spaces designated for loading and unloading.

4. Sidewalks should be wide enough to accommodate accessible pedestrian mobility and landscaping treatments.

5. The sidewalk shall include landscaping planters, bioswales, pervious strips, rain gardens, and trees on both sides of the street.

6. The internal street shall be designed to allow for the parking of food trucks.

7. The internal street shall have pedestrian-scale light fixtures.

8. Street furniture should be thoughtfully laid out at regular convenient intervals.

9. Special paving treatments shall be incorporated at crosswalks and strategic locations to slow vehicular speeds and give priority to pedestrians.
chapter 6

Mobility
chapter 6

Mobility

Poway Road’s primary circulation function is as an aerial roadway that provides a cross-town route, connecting I-5 to Highway 67 and allowing travelers to easily access north-south roads to Poway’s neighborhoods, schools, and open spaces. The Poway Road corridor supports a diverse mix of residential, commercial, office, and civic uses. Improvements to the physical characteristics of Poway Road will focus on more than vehicular throughout; the goal is to reinvent the roadway to accommodate multiple transportation modes.

This chapter defines the specific enhancements the City will pursue to Poway Road within the Specific Plan area. Targeted roadway improvements will improve mobility and strengthen connectivity. Significant roadway changes that should be considered as funds become available include median reductions, curb/sidewalk expansion, tree planting/landscaping, and undergrounding of utilities. Proposed improvements will only be implemented along Poway Road and intersecting streets in close proximity to Poway Road, as the north-south streets and Oak Knoll Road and Garden Road provide sufficient access to the corridor for all travel modes. Proposed streetscape improvements on Poway Road will be extended on intersecting streets and continue to the edge of the plan area.
What are Complete Streets?

Complete streets are streets designed and operated to enable safe access for all users. Complete streets principles recognize that transportation corridors have multiple users with different abilities and mode preferences (driving, biking, walking, and taking transit). Complete streets consider the broadest range of users, including children, seniors, and people with special needs. Complete streets can accommodate expected auto traffic demand while also providing additional facilities to support travel by other modes. Importantly, they also contribute to the creation of vibrant public spaces.

In addition, per the California Complete Streets Act of 2008 (AB 1358), complete streets help fulfill California’s commitment to reduce greenhouse gas emissions, efficiently utilize urban land and transportation infrastructure, and improve public health by encouraging physical activity through reduced vehicle miles traveled, shorter trips in automobiles, and more biking, walking, and use of public transit.

To continuously improve the quality of life and enhance future eligibility for SANDAG grants, such as capital or planning grants offered through the TransNet Smart Growth Incentive Program, this Specific Plan supports implementation of the 2050 SANDAG Regional Transportation Plan and includes strategies that utilize the complete streets approach to mobility planning.

Poway Road is a critical thoroughfare. However, Poway Road can accommodate multiple users and still function as a cross-town connector. A complete street approach to Poway Road is context sensitive and encourages a complementary relationship between land use, local and regional travel needs, and the greater community context.

The following overarching mobility policies set the direction for complete street improvements.
1. Ensure the design of Poway Road is context sensitive and responds to and influences the desired character of public spaces. This includes the potential for decreasing speeds through the Town Center district with streetscape improvements to include street trees, well-marked crosswalks, wayfinding signage, and lighting.

2. Balance the needs of multiple users and modes in a safe, accessible, and convenient manner.

3. Improve bicycle infrastructure through implementation of a Class IV bikeway (separated bike lane) along the entire extent of Poway Road.

4. Shorten distances between pedestrian crossings to improve walkability and safety and to discourage pedestrians from crossing mid-block.

5. Incorporate pedestrian safety features at all new and existing controlled crossings to include four-way high-visibility (continental) crosswalks and lighting to assist with nighttime visibility.

6. Enhance sidewalk edge landscaping

7. Reduce curb cuts.

8. Coordinate signal timing to synchronize traffic movement and manage vehicle progression speed.

9. Work with the San Diego Metropolitan Transit System (MTS) and the San Diego Association of Governments (SANDAG) to explore opportunities to improve bus headways along Poway Road, if demand for transit increases.

6.1 STREET NETWORK

Physical improvements to the street network are necessary to achieve the desired vibrant environment envisioned by the community. The Poway Road corridor includes an established network of interesting streets that provides access to destinations through and within the Specific Plan area. With targeted improvements to roadway, bicycle, pedestrian, and transit facilities, the strategies will help transform the Poway Road corridor into a corridor that attracts residents and visitors to shop, dine, gather for events, and buy a home.
Local Street System

Streets in the Specific Plan area are designated as follows as defined in the Poway General Plan:

Four-Lane Major Arterial
- Poway Road
- Pomerado Road

Four-Lane Secondary Arterial
- Community Road

Two-Lane Collector
- Oak Knoll Road

Two-Lane Local Collector
- Silver Lake Drive
- Garden Road
- Midland Road
- Carriage Road

Two-Lane Local Street
- Bowron Road

6.2 POWAY ROAD CORRIDOR IMPROVEMENTS

For the purpose of this Specific Plan, Poway Road is the only roadway where improvements are planned. Poway Road will retain its primary function to move auto and truck traffic along and through the corridor (see Figure 6-1: Poway Road 2016 Configuration), while improvements will support pedestrian, bicycle, and transit activity. A better balance among vehicles, pedestrians, bicyclists, and transit users will be established to catalyze and complement targeted land use changes.

Streetscape improvements respond to the desires expressed by the community to improve Poway Road’s appearance and are inherent components of successful implementation of the Specific Plan vision. Streetscape improvements should be completed in conjunction with major capital improvements such as roadway resurfacing or undergrounding of utilities, major redevelopment, and other public works projects which span Poway Road (see Figure 6-2: Poway Road Ultimate Configuration).
STREET CLASSIFICATIONS

Arterial roadways facilitate higher vehicle speeds and longer trips, and accommodate the greatest number of trips for all modes of travel. Collector streets are characterized by a balance between access and mobility, and are often connectors between residential neighborhoods and commercial, industrial, and civic districts. Local streets allow for easy access to individual residences at slower speeds.
FIGURE 6-1: POWAY ROAD 2016 CONFIGURATION

FIGURE 6-2: POWAY ROAD ULTIMATE CONFIGURATION
6.3 VEHICLE CIRCULATION

As of 2016, Poway Road operated within its design threshold in accordance with the General Plan Transportation Element. In general, Poway Road roadway segments and intersections function at acceptable level of service (LOS) or better during the morning and afternoon peak hours (with relatively free-flow movement and limited pockets of slowing). While most roadway segments operate at acceptable service levels, they can experience very high peak-hour direction traffic flow, particularly between Oak Knoll and Pomerado Road, Silver Lake Road and Carriage Road, and Community Road and Gate Drive. During peak-hour travel periods, the flow of traffic is highly unbalanced and much higher in one direction than the other due to the flow of commuter traffic. Much of this traffic is pass-through traffic using Poway Road as a route to I-15 and Highway 67 or to reach Scripps Poway Parkway via Pomerado Road or Community Road. Pass-through traffic on Poway Road provides little benefit to the community while creating impacts of congestion and traffic delays.

As the corridor is redefined with new residential and mixed-use development and expanded local businesses, some of the pass-through traffic will find destinations within the corridor, particularly within the Town Center district. At the same time, modified lane widths, additional controlled pedestrian crossings, improved signal synchronization, and other strategies will improve pedestrian flow and bicycle travel. These strategies are designed to preserve roadway capacity while helping to slow vehicle speeds and keep them within the speed limit. Improvements to the streetscape will create a more balanced experience among all travel models and a more attractive environment for people to stop and enjoy local businesses.

LEVEL OF SERVICE (LOS)

“Level of Service” (LOS) is a quantitative measure used to describe levels of congestion and delay experienced by motor vehicles. Level of Service ranges from LOS A (excellent conditions) to LOS F (extreme congestion), with LOS A through D generally considered to represent acceptable conditions in an urban/suburban area.
Town Center Internal Street “Main Street”

The Town Center district is envisioned as a “Main Street” pedestrian-friendly district with a mix of land uses in a vibrant, walkable, and active street environment. To develop an attractive pedestrian-oriented district, the City will pursue development of an internal street on the south side of Poway Road. Creation of an internal street between Civic Center Drive and Carriage Center West Shopping Center will be implemented in conjunction with development of catalytic sites.

The internal street will take on a multi-faceted role as a public space complete with sidewalks, landscaping, street furniture, and on-street parking. The internal street will create the opportunity for high pedestrian activity. Textured or pervious pavements flush with the curb will be installed in strategic locations to reinforce pedestrian-priority operation of the street. Parallel parking will be allowed on both sides of the internal street, along with designated space for loading and unloading of trucks during specific hours, in defined areas, using striping, and signage. Sidewalks along the internal street will include street trees, bioswales, pervious strips, rain gardens, and/or other landscaping features. Street furniture will include bollards, benches, planters, and bicycle parking.

Street Network and Traffic Control Improvements

To accommodate growth and investment along the Poway Road corridor, street network and traffic control improvements will be critical to improving the corridor for all users.

SIGNAL TIMING

Signal optimization and synchronization will be evaluated to provide the most efficient and cost-effective method of control. Where the City does not have coordinated traffic signal timing plans in place, they will be implemented. As future vehicular travel demand changes throughout the implementation of the Specific Plan, better coordination of signal timing between successive intersections will help facilitate the movement of vehicles most efficiently while protecting the ability of pedestrians and cyclists to feel comfortable and safe.
To reduce the potential impact of long-term changes such as intersection approach delay and congestion along the corridor, signal timing optimization will be focused along the entire Poway Road corridor. In general, signal cycle lengths should be minimized to reduce delay for all users.

As technology improves, intelligent transportation systems (ITS) will be implemented throughout the corridor. New technologies such as multimodal intelligent traffic signal systems can be integrated to improve mobility and facilitate efficient movement of motor vehicles, pedestrians, transit, bicyclists, and emergency vehicles. Additional ITS improvement concepts for consideration will include traffic-responsive or adaptive traffic control in areas with variable traffic patterns, plus transit signal priority treatments at signalized intersections that serve bus routes, if warranted by increased transit demand.

**Intersection Improvements**

Intersection design will balance the safe and efficient movement of pedestrians and bicyclists with the efficient movement of motor vehicles. Intersection improvements will include configuration of crosswalks, design of traffic controls, accessibility, placement of streetscape elements (light poles, utility covers, hydrants, traffic control devices, etc.), and type of materials. Intersections will also incorporate landscaping elements, where feasible, to control runoff and reduce the amount of impervious surface at intersections and street corners. Landscaping at intersections can also be used to filter pollutants and improve air quality. Landscaping at intersections shall not obstruct motorists, pedestrian, or bicyclist visibility.

Intersections along Poway Road will focus on safety, convenience, and minimal delay for all users. The following intersection design considerations are imperative to equally address the safety, comfort, and convenience of all transportation modes.

- Safety of all users shall be the priority of intersection design.
- Decisions that regard intersection design will take into account transportation patterns that occur along the entire corridor, through expanded periods of time, and not solely upon individual roadway segments and/or movements that occur over a short period of time.
- Primary intersections will have automatic pedestrian phasing, not requiring pushbutton activation.
- Pedestrian phases will be provided for the full length of the corresponding vehicle phase, where feasible.
- Intersection improvements will be targeted to maintain multimodal intersection operations at an acceptable LOS of D or better.
- Intersection design will maximize pedestrian safety with such features as textured, at-grade paving treatments that discourage high-speed turns.

**KEY INTERSECTIONS**

The key intersections along the Poway Road corridor are Poway Road/Community Road and Poway Road/Pomerado Road (see Figure 6-3: Intersection Improvements). Community Road and Pomerado Road serve as major entry points into the corridor from the east/west and from Scripps Poway Parkway and Twin Peaks Road. These intersections will receive the highest level of
FIGURE 6-3: INTERSECTION IMPROVEMENTS

The free right-turn lane from Community Road to Poway Road will be removed to reduce conflicts.

Key intersections will have special paving treatments to indicate a clear sense of arrival and transition as people enter the corridor.
attention, as they create gateways and set the tone for the entire corridor. Gateway treatments will establish a clear sense of arrival and transition. Pomerado Road is also the first major intersection for people traveling eastbound from I-15.

Safety of all users is the most important objective of intersection design. High multimodal activity at these intersections has caused the majority of conflicts and collisions along the corridor, primarily attributed to unsafe vehicular speeds. Intersection design should improve sight visibility and ensure safe options for turning movements, including phase-separated turning movements, advanced stop bars, and separate turn lanes (only when necessary).

**Poway Road and Community Road Right- turn Lane**

To further improve safety and reduce conflicts with eastbound cyclists and pedestrians crossing Community Road, the northbound vehicular free-right turn lane will be removed. The reclaimed space can be used to implement a gateway feature, public art, or a parklet.

### 6.4 PEDESTRIAN EXPERIENCE

As new development brings more pedestrian activity along Poway Road, it will be critical to provide an enhanced pedestrian environment. Pedestrians are the most vulnerable roadway users; thus, streetscape design should prioritize their needs. Pedestrians should have a safe, convenient, pleasant, and supportive environment to walk along the Poway Road corridor.

Pedestrian comfort and safety are highlighted in the General Plan Transportation Master Element. For the Poway Corridor to thrive, especially with introduction of compact mixed-use developments, legitimate travel choices need to be broadened so that a significant number of trips are made without the use of a car. A crucial component of this includes residents making short trips to local services by foot, and making longer trips through the combination of walking and transit. Walking and transit should not be modes of last resort. Rather, they should be convenient, pleasant, safe, and desirable mode of mobility. The following improvements will achieve desired pedestrian accommodation (see Figure 6-4: Pedestrian Improvements).

- Narrow vehicle lane widths, install textured pavement in strategic locations, and implement other traffic control measures to lower vehicular speeds on Poway Road. The reduction or reconfiguration in lane widths is a traffic-calming measure that helps slow traffic speeds and facilitates bicycle and pedestrian travel while still accommodating cars and trucks.
- Improve dedicated space for pedestrians, such as wider sidewalks and/or use landscaping to buffer pedestrians from vehicular traffic.
- Ensure pedestrian facilities are accessible for all people and have ADA compliant curb ramps.
FIGURE 6-4: PEDESTRIAN IMPROVEMENTS

Signalized pedestrian crossing with high-visibility (continental) crosswalk.

High-intensity activated crosswalks (HAWK) can be used to provide pedestrians a safe crossing opportunity.

Countdown pedestrian signal heads will be installed at all signalized intersections along Poway Road.
Ensure all crosswalks in the corridor are ADA compliant, with particular attention paid to the intersections of Civic Center Drive/Civic Center Drive, Garden Road/Poway Road, and Civic Center Drive/Community Road.

Conform with the United States Access Board’s Proposed Right-of-Way Accessibility Guidelines for Pedestrian Facilities in the Public Right-of-Way (PROWAG) for the disabled and visually impaired.

Install countdown pedestrian signal heads at all signalized intersections within corridor.

Develop midblock crossings where there is significant pedestrian demand to cross a street between intersections, where there are high pedestrian volumes or pedestrian generators such as a new mixed-use development, and/or near transit stops. Midblock crossings should be controlled either by a signal or a high-intensity activated crosswalk (HAWK), and should include overhead safety lighting, wheelchair ramps or at-grade channels where curbs or medians exist, pedestrian refuge islands, and signage to increase pedestrian and driver visibility.

Implement pedestrian improvements in phases, with the primary focus to expand walkability and improve safety at key intersections and within the Town Center district between Carriage Road and Community Road.

CROSSWALKS

To improve the pedestrian experience and reduce gaps in the pedestrian network, new and improved controlled crosswalk facilities will be integrated at strategic locations. At a minimum, four-way high-visibility (continental) crosswalks will be installed at all existing signalized intersections.

Roadway segments without sufficient controlled pedestrian crossings can be enhanced through the use of signalized crosswalks or HAWKs. The only controlled crosswalks, as of 2016, are located at Garden Road, Gate Drive, Midland Road, Community Road, Civic Center Drive, Carriage Road, Silver Lake Drive, Pomerado Road, and Oak Knoll Road. The segments between Pomerado Road and Silverlake Drive, Carriage Road and Tarascan Road, and Gate Drive and Garden Road all maintain a distance greater than 2,000 feet between controlled crossings. Such long distances discourage walking in general and encourage unsafe crossings midblock and at uncontrolled intersections.

MIDBLOCK CROSSING BETWEEN BOWRON ROAD AND COMMUNITY ROAD

A signalized pedestrian crosswalk will be installed between Bowron Road and Community Road (see Figure 6-5: Midblock Crossing Between Community Road and Bowron Road). The signalized crosswalk will be implemented in conjunction with new development and located at the ingress/egress driveway to a new project. An additional crosswalk will improve the pedestrian environment in the Town Center district with more frequent and accessible crossing points.
FIGURE 6-5: MIDBLOCK CROSSING BETWEEN COMMUNITY ROAD AND BOWRON ROAD
MIDBLOCK CROSSING BETWEEN TARASCAN DRIVE AND CARRIAGE ROAD
A signalized pedestrian crosswalk will be installed between Tarascan Drive and Carriage Road to break up the 2,100-foot roadway segment without a signalized intersection or safe pedestrian crossing point. The signalized crosswalk will be implemented in conjunction with new development and located at the ingress/egress driveway to a new project.

MIDBLOCK CROSSING BETWEEN GARDEN ROAD AND GATE DRIVE
If pedestrian demand increases, the City will consider installing a signalized pedestrian crosswalk between Garden Road and Gate Drive to break up the 3,000-foot roadway segment without a signalized intersection or safe pedestrian crossing point.

MIDBLOCK CROSSING BETWEEN SILVERLAKE DRIVE AND POMERADO ROAD
If pedestrian demand increases, the City will consider installing a signalized pedestrian crosswalk between Silverlake Drive and Pomerado Road to break up the 2,300-foot roadway segment without a signalized intersection or safe pedestrian crossing point.

6.5 BICYCLE FACILITIES
Improved bicycle facilities support better linkages to jobs, homes, and major activity centers by providing people with a practical, low-cost, and desirable alternative to driving a car. Development of a bicycle-friendly Poway Road furthers local and regional goals to reduce traffic congestion and improve air quality, public health, and livability.

Biking along Poway Road can be a challenge due to vehicle speeds and limitations of a Class II bike lane. Given that Poway Road connects across town and links to regional bike routes and employment centers, establishing a more protected bike facility will encourage increased usage by a broader array of riders, from recreational to enthusiasts.

The following strategies will enhance the “bikeability” of Poway Road and encourage additional ridership (see Figure 6-6: Bicycle Infrastructure Improvements):

- Install one-way Class IV Cycle Tracks on each side of Poway Road the entire length of the corridor. These cycle tracks will be implemented within the established roadway curb-to-curb road surface.
- Bicycle improvements will focus on connecting gaps, addressing constrained areas, providing greater local and regional connectivity, and encouraging more residents to bicycle more often.
- Improve substandard bicycle level of service by reducing curb cuts in conjunction with development projects, installing a physical buffer between cyclists and vehicles, and implementing other bicycle facility improvements.
- Support incentives and programs to expand the number of bicycle trips as a means to lower vehicle miles traveled and reduce greenhouse gas emissions.
FIGURE 6-6: BICYCLE INFRASTRUCTURE IMPROVEMENTS

Note: Existing bike lanes on Poway Road are Class II facilities.

A Class IV Cycle Track provides added separation between motor vehicle traffic and bicyclists.
6.6 IMPROVING AND SUPPORTING TRANSIT FACILITIES

The Metropolitan Transit System (MTS) operates several bus routes in Poway that provide access and connectivity between Poway Road and the surrounding areas. Routes 944, 945, and 945a are readily accessible from one of 34 stops along the corridor spaced less than one quarter-mile apart. Transit operations are limited by single direction service, days of operation, and long headways, which range from 30-minutes to an hour (as of 2017).

As the Poway Road corridor evolves, the City will partner with MTS and SANDAG to determine the appropriate transit future for the corridor. Transit ridership will be monitored as the corridor develops, with station amenities and route adjustments implemented as needed.

Future transit improvements will be focused on expanding local and regional connections in areas of high demand. Transit facility improvements will be considered at the time of new development and/or in conjunction with streetscape improvements. Improved transit facilities could be integrated into districts, with greater concentration of commercial and residential development such as the Town Center district, as demand warrants.
The trail system in Poway consists of more than 55 miles of community and regional trails. Many trails connect to open space or the San Diego County regional trail network. For example, Poway Creek Trail, located south of Poway Road, traverses Community Park and City Hall and eventually connects to the South Poway Trail.

Trails promote healthy lifestyles and help form an interconnected multimodal network to support active transportation such as walking, hiking, and biking. An interconnected Poway Road will help improve the health and welfare of the Poway community. Trails and pathways (trails within the public right-of-way) are integral to establish safe, convenient, and non-motorized travel between parks, schools, shopping, and other recreational facilities. An expanded trail and pathway system along the Poway Road corridor helps realize a continuous community and regional trail system (see Figure 6-8: Trail Enhancements).
FIGURE 6-8: TRAIL ENHANCEMENTS

Closing gaps in the Poway Creek Trail provide opportunities to strengthen connections between destinations.

The Poway Creek Trail will be improved to enhance connectivity between trails and Community Park.

Wayfinding signage will be used to direct the community to trails and open space.
Limited north/south connectivity exists between trails. Improving trail connections across Poway Road and along Poway Creek presents the opportunity to facilitate and enhance linkages to close the gaps in the existing network.

Mobility improvements will develop strong connections between the existing trail network and Poway Road. As properties along the corridor are redeveloped, the City will pursue trail and pathway easements and trail establishment between Hilleary Park and Community Park to strengthen north/south connectivity (see Figure 6-7: Trail Connection Between Hilleary Park and Poway Road). To achieve this trail alignment, an easement that traverses four parcels under common ownership north of Poway Road is needed. Land acquisitions and easements for future trail segments should occur concurrently with new development. The City will also explore expansion of the Poway Creek Trail, being mindful of habitat protection, to better establish regional trail connections and loop trails within the existing trail system. This expansion will further connectivity between Hilleary Park, Community Park, and the surrounding neighborhoods via pathway enhancements to Bowron Road (see Figure 6-8: Trail Enhancements). Enhancements to Bowron Road can include wider sidewalks and/or landscaping to buffer pedestrians from vehicular traffic, and wayfinding signage to direct people towards open space and recreation opportunities. These improvements will better position the City to qualify for active transportation grants.
chapter 7

Utility Infrastructure
Utility Infrastructure

A cost-efficient and reliable infrastructure network supports the City’s goal to incentivize private investment along the Poway Road corridor. The most critical infrastructure systems—domestic water service, sewage collection, and flood control—are well established and sized to accommodate the modest level of growth associated with the Specific Plan. This chapter provides an overview of baseline (2017) infrastructure conditions and the ability to serve the Poway Road corridor through the life of the Plan.
The following overarching objectives provide guidance for long-term infrastructure needs.

1. Support water efficiency and conservation programs and standards consistent with the most current Urban Water Management Plan.
2. Work with dry utility providers to ensure utility systems have adequate capacity to serve future residential and commercial uses.
3. Continue to implement stormwater management systems and programs mandated by federal and state regulations, including the City’s Stormwater Pollution Prevention Program.
4. Ensure the wastewater collection and treatment systems have adequate capacity to serve future residential and commercial uses.
5. Maintain efficient and safe solid waste collection and waste management services.

7.1 WATER SUPPLY AND DISTRIBUTION SYSTEM

The City recognizes the importance of conserving and efficiently managing finite water resources. Planning for water use and available water supply requires consideration of climate variability, supply, and demand. In 2016, the City adopted the 2015 Urban Water Management Plan (UWMP), which provides a framework for Poway’s long-term water planning and informs the public of resource planning that ensures adequate water supplies for existing and future demands. The UWMP is updated on a five-year cycle.

Domestic Water Source and Supply

The City’s Public Works Department provides water service within the Specific Plan area. The San Diego County Water Authority (SDCWA) provides 99 percent of Poway’s water supplies in the form of untreated water, with the remaining demand met through recycled water purchased from the City of San Diego. SDCWA is supplied water by the Metropolitan Water District of Southern California (MWD), water transfers from the Imperial Irrigation District, and desalinated water from the Carlsbad Desalination Plant. MWD water derives primarily from the State Water Project and the Colorado River.

All of this imported water is treated locally at the City’s water treatment plant and then distributed via a complex and comprehensive system of pumps and pipes. The water system in the Specific Plan area includes water mains between six and 10 inches in diameter largely installed between 1954 and the early 1990s (see Figure 7-1: 2017 Water Supply and Distribution Center).

Between 2020 and 2040, baseline water use demand is expected to increase from 13,378 gallons per capita per day (GPCD) to 14,1431 GPCD due to incremental growth throughout Poway, not just within the Specific Plan area. The UWMP reflects long-term demand.
FIGURE 7-1: 2017 WATER SUPPLY AND DISTRIBUTION SYSTEM

Source: City of Poway, 2017.

Base Map Features
- Plan Boundary
- Parcels
- Parks

2017 Water Lines
- Water Hydrants
- Water Valves
- Water Pressure Main
7.2 WASTEWATER AND SANITARY SEWER

Wastewater (sewage) is water that drains from sinks, toilets, and showers into the sewer system. The City’s Public Works Department is responsible for the sewage collection system, and actively monitors and maintains the sanitary sewer system to ensure sufficient capacity is available for dry weather peak-flow conditions, as well as appropriate pipeline capacity design for storm or wet weather events, as outlined in the Sanitary Sewer Master Plan.

Sewage generated by Poway households and businesses flows into the City of San Diego’s Municipal Wastewater System for conveyance to the City of Escondido’s Hale Avenue Resource Recovery Facility (HARRF) for treatment and disposal, and the Metro System for treatment at either the North City Water Reclamation Plant or the Point Loma Wastewater Treatment Plant.

The sewer system in the Specific Plan area consists of wastewater mains between four and 30 inches in diameter installed between 1958 and the late 2000s (see Figure 7-2: 2017 Wastewater and Sanitary Sewer Facilities).

The Sanitary Sewer Master Plan determined that Poway has a significant quantity of capacity-constrained sewers, especially under wet weather flow conditions, when rainwater infiltrates the system. As development occurs along the Poway Road corridor, increased wastewater flow volumes will be generated to the sewer system. (On a site-specific basis, wastewater flows associated with new development could actually decrease due to replacement of older plumbing fixtures with more modern and efficient ones, such as low-flow toilets.) As a matter of practice, the City requires that new development projects demonstrate sufficient capacity in sewer lines to accommodate anticipated demands, and that the developer fund any needed improvements, including fair-share contributions for improvements to the regional collection system.

Based on the findings of the Sanitary Sewer Master Plan, proposed Capital Improvement Program (CIP) projects are prioritized by capacity or reliability improvement to the existing system. As of 2017, the CIP identified only one improvement along Poway Road, scheduled to be completed by the year 2017. This project consists of replacing potential surcharging pipes under peak wet weather conditions for both five-year and 25-year modeled storm events along Poway Road between Pomerado Road and Oak Knoll Road.

7.3 STORMWATER DRAINAGE

The Department of Public Works Storm Water and Flood Control Division manages and maintains the stormwater drain lines within the City to collect storm runoff and help prevent flooding of developed areas. The stormwater system consists of channels, gutters, drains, catch basins, and pipes which convey the runoff to receiving water bodies (see Figure 7-3: 2017 Storm Drain Facilities).

The City is located within two watershed management areas: Los Peñasquitos, which covers 61.7 percent of the City and includes the entire Specific Plan area, and San Dieguito. Receiving water bodies within Los Peñasquitos include Beeler Creek, Los Peñasquitos Creek, Pomerado Creek, Poway Creek, Rattlesnake Creek, and the
FIGURE 7-2: 2017 WASTEWATER AND SANITARY SEWER FACILITIES

2017 Sewer System

Base Map Features
- Plan Boundary
- Parcels
- Parks

2017 Sewer System
- Wastewater Manhole
- Wastewater Main

Source: City of Poway, 2017.
FIGURE 7-3: 2017 STORM DRAIN FACILITIES

Source: City of Poway, 2017.
Silver Lake Drive Channel, Poway Creek and Rattlesnake Creek travel through the Specific Plan area.

The City’s strategy and policy direction is to reduce discharges of pollutants into the stormwater conveyance system through implementation of best management practices (BMPs). Adopted in 2015, the City of Poway Jurisdictional Runoff Management Program includes implementation of BMP requirements, water quality monitoring, educational outreach, municipal maintenance procedures, and inspection and enforcement programs.

The City conducts annual storm drain facility rehabilitation and replacement projects as needed. No major stormwater facility improvements are required to support the land use plan for the corridor. Development projects throughout the Specific Plan area will be required to implement site-specific storm drain improvements and contribute fees toward regional improvements. Critically, each project will implement measures to achieve stormwater runoff water quality requirements.

### 7.4 DRY UTILITIES

**Solid Waste Disposal**

The City contracts with a private hauler for residential and commercial solid waste and recycling pickup and disposal. All development will comply with City requirements regarding recycling and waste disposal.

**Electricity and Natural Gas**

Electrical power and natural gas is provided by San Diego Gas and Electric. No major improvements to the local distribution networks will be needed to support the growth facilitated by this Specific Plan.

**Broadband and Telecommunications**

Broadband and telecommunications services are provided by Cox Communications, Spectrum, AT&T, and Windstream Communications. Users have choices, and the available systems provide appropriate facilities and services to meet the needs of land uses along the Poway Road corridor.
chapter 8

Implementation
Implementation

The implementation strategy consists of a coordinated and systematic action plan to achieve the land use, mobility, economic development, and aesthetic enhancements envisioned for the Poway Road corridor. Tools draw from regulatory and programmatic development incentives, actions to advance public improvements, and funding mechanisms.

The Poway Road Corridor Specific Plan includes policies, design guidelines, and regulations designed to improve the physical environment of the Poway Road corridor and create conditions that will attract new private investment. Successful implementation will require cooperative public-private partnerships. The majority of new investment and construction will be made by developers, entrepreneurs, investors, and property owners. The City’s charge is to provide incentives for private investment via the standards in this Specific Plan and to provide parallel and complementary investment in roadway infrastructure, trails, and public spaces.
With changes in economic conditions and trends over time, the City may periodically revisit and reprioritize the implementation steps for revitalizing the Poway Road corridor. These tools and funding mechanisms are created with the understanding that market shifts and varying economic conditions require flexibility to accommodate new development and facilitate additional investment.

The implementation strategies address these overarching economic development objectives:

1. Expand employment opportunities through increased concentration of local retail, restaurant, and office spaces.
2. Prioritize land use improvements based on economic analysis, and focus efforts to capitalize on market opportunities.
3. Facilitate new development and the expansion of existing successful businesses.
4. Increase housing opportunities in proximity to shopping and services.
5. Take advantage of vacant and underutilized sites to expand mixed-use development.
6. Ensure developers build flexible commercial spaces able to respond to variations in the market over time.
7. Intensify concentration of public improvements to catalyze private investment within the Specific Plan area.
8. Create long-term public/private partnerships to lead the process of physical change.
9. Proactively attract and retain new businesses, jobs, and investment.
10. Establish financing mechanisms to implement public improvements.

### 8.1 Residential Housing Bank

Through the planning process for the Poway Road Corridor Specific Plan, various incentives were considered for encouraging a more active presence that would enliven the Poway Road corridor. The residential housing bank is a key implementation tool to achieve this goal by encouraging development of mixed-use or residential buildings in the Poway Road corridor. The residential housing bank was developed assuming a density of 30 dwelling units per acre in the Town Center district and 25 dwelling units per acre in the Mixed-Use district, which is compatible with the residential areas surrounding the Poway Road corridor.

The Specific Plan allows a maximum of 1,399 total residential units, representing a net increase of up to 1,148 residential units, relative to 2017 conditions. The residential housing bank is available on a first-come, first-served basis. Allocation of units will be approved on a project-by-project basis at the discretion of the City of Poway, as identified in this chapter. All projects proposing to incorporate residential units need to apply to utilize units from the residential housing bank. Table 8-1 Residential Housing Bank highlights the number of residential units allocated. Projects demonstrating high-quality design, meeting development regulations identified in this Specific Plan, adhering to policy intent of the design guidelines, and meeting the criteria...
identified in this chapter may be eligible to proceed without any additional environmental review since impacts for all 1,399 units have been analyzed in the Poway Road Corridor Specific Plan Environmental Impact Report (EIR).

8.2 SPECIFIC PLAN ADMINISTRATION

The Specific Plan serves as the implementation tool for the General Plan and establishes the zoning regulations for the Specific Plan area. The Specific Plan addresses general provisions, permitted uses, development and design standards, design guidelines, mobility improvements, and infrastructure. All development proposals within the Specific Plan area are subject to the procedures established herein and all state requirements.

Interpretation

As specified in Section 17.02.040 (Clarification of ambiguity) of the PMC, unless otherwise provided, any ambiguity concerning the content or application of the Specific Plan is resolved by the review authority or the Development Services Director in a manner consistent with the goals, policies, purposes, and intent established in this Specific Plan.

Severability

If any section, subsection, sentence, clause, phase, or portion of this Specific Plan, or any future amendments or additions, is for any reason held to be invalid or unconstitutional by the decision of any court or competent jurisdiction, such decision shall not affect the validity of the remaining portions of this Specific Plan or any future amendments or additions.

Environmental Review

The EIR for the Specific Plan area may reduce the need for project-specific environmental review in areas that have been analyzed by the EIR, subject to findings that there are no significant changes in conditions and that the project complies with Specific Plan requirements.

Certain projects may require additional specific environmental review as necessary if they do not conform with the Specific Plan. This could include targeted studies on one or more identified environmental concerns. The City will make these determinations, and environmental

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**TABLE 8-1: RESIDENTIAL HOUSING BANK**

<table>
<thead>
<tr>
<th>District</th>
<th>Maximum Number of Dwelling Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>Town Center</td>
<td>738</td>
</tr>
<tr>
<td>Mixed Use</td>
<td>661</td>
</tr>
<tr>
<td>Total Residential Units Allowed in the Specific Plan area</td>
<td>1,399</td>
</tr>
</tbody>
</table>
review may be incorporated into the development review process.

**Review and Approval Process**

All projects proposed within the Poway Road Corridor Specific Plan shall substantially conform with the provisions of this Specific Plan. Chapter 17.52 (Development Review Procedure) of the PMC sets forth development review requirements and process for approval of projects, which shall apply to projects proposed within the Specific Plan area.

The granting of any applicable Bonus outlined in this Specific Plan is a discretionary action. The City is under no obligation to grant development bonuses. Each bonus will be granted on a case-by-case basis, with past actions not affecting future decisions.

**ADMINISTRATIVE ADJUSTMENTS**

The Administrative Adjustment review process permits limited exceptions to certain development standards. An application for an Administrative Adjustment shall be filed on forms provided by the Director and shall include data and plans as required to make an investigation and evaluation of the application. Fees shall be paid as established by City Council resolution.

A property owner or authorized agent of the property owner shall file an Administrative Adjustment application whenever any one of the following deviations from the provisions of this Specific Plan is proposed.

1. *Condition of Approval.* Alteration of a condition of approval for an approved conditional use permit or development agreement.
2. *Required Commercial Storefronts.* Reduction in the required commercial storefront standard by up to 50 percent.
3. *Parking Spaces.* Adjustment in the number of required parking spaces by 10 percent or less.
4. *Setbacks.* Reduction of the required minimum and/or maximum setbacks by up to five percent.
5. *Other Standards.* A reduction in any other numeric development standard, excluding density or height, not exceeding 10 percent.

The Director shall reserve the right to refer any proposed alteration, reduction, or other adjustment to the City Council for consideration.

**ADMINISTRATIVE ADJUSTMENTS REVIEW AND FINDINGS**

The Director, or the City Council upon referral, may approve and/or modify an Administrative Adjustment application in whole or in part, with or without conditions, if the applicant can demonstrate that the circumstances of the particular case can justify making the following findings.

1. *Development Area.* The requested adjustment will not interfere with the purpose and intent of the regulations for the district in which the property is located.
2. *Adjacent Property.* The approval or conditional approval of the adjustment will not be injurious to adjacent property.
3. *General Plan.* The approval or conditional approval of the adjustment will promote the
general welfare and will not adversely affect the Poway General Plan.

4. **Superior Design.** The plans for construction and/or development resulting from approval or conditional approval of the adjustment results in a superior design solution which enhances the visual quality, use, and function of the site and surrounding area.

5. **Special Circumstances.** Special circumstances exist that justify a deviation in the minimum required standard.

Public notice for an Administrative Adjustment may be required at the discretion of the Director.

Any decision of the Director may be appealed to the City Council. Appeals shall be filed on forms provided by the Development Services Department and shall require a payment of a fee established by City Council resolution.

### Specific Plan Minor Modifications and Amendments

Modifications to the text or exhibits of this Specific Plan may be warranted to accommodate unforeseen conditions or events. The City will process revisions in a manner pursuant to the provisions in this section.

#### MINOR MODIFICATIONS

Minor Modifications to the Poway Road Corridor Specific Plan are processed administratively without the submission of a formal Specific Plan Amendment application and do not require a public hearing or review by the City Council. The Director shall have the authority to make modifications to the Specific Plan as follows:

1. Additions, deletions, or modifications to Table 3-1 Land Uses and Permit Requirements which are consistent with the intent of the particular district.

2. Minor modifications to design guidelines for architectural features and materials, landscape treatments, lighting, and signage.

4. Revisions to exhibits in the Specific Plan that do not substantially change its intent or character.

5. Modifications of a similar nature to those listed above, which are deemed minor by the Director and conform to the purpose and intent of this Specific Plan and the General Plan.

### AMENDMENTS

Proposed changes to this Specific Plan that do not meet the criteria for a Minor Modification shall be subject to a formal Specific Plan Amendment process pursuant to Chapter 17.47 (Specific Plan Regulations) of the PMC. All Specific Plan amendments shall be found consistent with the Poway General Plan in compliance with Government Code Section 65454. The Specific Plan may be amended as often as deemed necessary by the City Council in compliance with Government Code Section 65453.
Administrative Use Permit

Purpose and Authority. The Administrative Use Permit process is established to provide for Director-level review of certain land uses that may require special considerations and imposition of specific conditions because of their unusual characteristics. This review process allows consideration with respect to the objectives of this Specific Plan and potential effects on surrounding properties. To achieve these purposes, the Development Services Director or his/her designee is empowered to grant and to deny applications for Administrative Use Permits for such uses in such zones as are prescribed in Table 3-1 (Land Uses and Permit Requirements) of this Specific Plan, and to impose reasonable conditions upon the granting of Administrative Use Permits.

Application and Fees. An application for an Administrative Use Permit shall be filed on forms provided by the Director and shall include the data and plans set forth in PMC Section 17.48.020. Fees shall be paid as established by City Council resolution.

Investigation and Report. The Director shall make an investigation of the application and shall prepare a report identifying the proposed action to be taken, as well as any conditions to be applied to the application.

Action. Prior to acting to approve, approve with conditions, or deny an application for an Administrative Use Permit, the Director shall provide notice to property owners within 500 feet of the exterior boundaries of the subject property. The notice shall state that the Director will decide whether to approve, conditionally approve, or deny the Administrative Use Permit application on a date specified in the notice, and that a public hearing will be held only if requested in writing by any interested person before the specified date for the decision.

Any written request for a hearing shall be based on issues of significance directly related to the application. If the Director determines that the evidence has merit and can be properly addressed by a condition(s) added to the Administrative Use Permit approval, the Director may consider the permit in compliance the Findings requirements below and not conduct a public hearing.

If a public hearing is requested and the provisions of the paragraph above do not apply, a hearing before the Director shall be scheduled, noticed, and conducted.

Required Findings. The Director shall make the following findings before granting or modifying an Administrative Use Permit:

1. That the proposed location size, design and operating characteristics of the proposal use is in accord with this Specific Plan, the purpose of the zone in which the site is located, and the City General Plan;

2. That the location, size, design, and operating characteristics of the proposed use will be compatible with and will not adversely affect or be materially detrimental to adjacent uses, residents, buildings, structures or natural resources;

3. That there are public facilities, services, and utilities available;
4. That there will not be a harmful effect upon desirable neighborhood characteristics;

5. That the generation of traffic will not adversely impact the capacity and physical character of surrounding streets and/or the Transportation Element of the General Plan;

6. That the site is suitable for the type and intensity of use or development which is proposed;

7. That there will not be significant harmful effects upon environmental quality and natural resources;

8. That there are no other relevant negative impacts of the proposed use that cannot be mitigated; and

9. That the proposed use will comply with each of the applicable provisions of this Specific Plan.

**Appeals.** Any decision of the Director may be appealed to the City Council.

**Permit to Run with the Land.** An Administrative Use Permit granted pursuant to the provisions of this Specific Plan shall continue to be valid upon a change of ownership of the site, business, service, use or structure which was the subject of the application.

**Appeals**
All appeals pertaining to a determination or interpretation of the Poway Road Corridor Specific Plan shall be made pursuant to the provisions of Chapter 2.20 of the PMC.

### 8.3 FUNDING SOURCES

The physical improvements described in the Poway Road Corridor Specific Plan will define the corridor, promote Poway Road’s unique identity, and strengthen relationships with adjacent neighborhoods. Proposed changes will also create a pedestrian and bike friendly environment that links civic, commercial, and residential land uses. To support these enhancements, a variety of funding sources and mechanisms will be needed for implementation.

Tax increment financing through a redevelopment authority is no longer available as a funding mechanism for public improvements. While the tax increment financing and redevelopment resources are no longer available, Poway, like other California communities, can use an array of available public financing tools to raise revenues from new private investments as they are developed.

Funding is available from federal, state, and local sources and may be pursued by the City and/or partner agencies to implement planned public improvements and to supplement annual operations and maintenance costs. Funding tools and programs described in this Chapter are discretionary in nature, and the City is not required by the Specific Plan to undertake any particular approach or expenditure.

**Overview of Funding Sources**

**ASSESSMENT DISTRICTS**
Based on the Improvement Act of 1911 and the Improvement Bond Act of 1915, a city may
establish an assessment district to levy additional taxes to issue bonds to fund public facilities and improvements that directly benefit property owners in the district. An assessment district is formed by a majority vote of property owners who want the public improvement. Assessment district bonds may only fund improvements within the district. Assessment districts are typically used as a financing mechanism for installing public improvements in areas of new development; however, they can also be used in existing areas to finance new public improvements and other additions to the community.

BUSINESS/PROPERTY-BASED BUSINESS IMPROVEMENT DISTRICT
A business improvement district is a defined area within which businesses are required to pay an additional levy to fund projects within the district’s boundaries.

CALIFORNIA INVESTMENT AND ECONOMIC DEVELOPMENT BANK
I-Bank’s Infrastructure State Revolving Fund (ISRF) Loan Program provides financing to public agencies and non-profit corporations for infrastructure and economic development projects.

CAPITAL IMPROVEMENT PROGRAM
The City’s Capital Improvement Program (CIP) identifies capital projects, an implementation schedule, and financing options. This program is funded by multiple funding mechanisms, including a portion of the City’s General Fund, federal/state grants, and Community Development Block Grant (CDBG) funds, among others, to pay for improvements to City facilities such as local streets.

DEVELOPMENT IMPACT FEES
Development Impact Fees (DIF) are one-time fees imposed on new developments. DIFs ensure that new development pays for facility and infrastructure improvements necessary to directly support the proportional demand created by that project. Based on the Mitigation Fee Act, the City must establish the connection between new development, the proposed improvements and the fee level; and each project must pay only its proportional share of the cost for any facility. Fee revenues cannot be used to fund existing deficiencies in infrastructure.

ENHANCED INFRASTRUCTURE FINANCING DISTRICT
SB 628 authorizes the creation of an Enhanced Infrastructure Financing District (EIFD). The legislative body of a city or county may establish an infrastructure financing district, adopt an infrastructure financing plan, and issue bonds to finance construction or rehabilitation of a wide variety of public infrastructure and private facilities upon approval by two-thirds of a community’s voters.

PROPERTY OWNER/DEVELOPER EXACTIONS
Exactions are payments made by developers or property owners in addition to, or in lieu of, development impact fees to mitigate anticipated impacts of the development. Exactions may include infrastructure building, cash payments to the City, dedications of land for public uses, conditions on future land use, and restrictions or alienation. Alternatively, developers are required to construct and deliver specific improvements.
OTHER SOURCES INCLUDING LOCAL, STATE, AND FEDERAL LOANS AND GRANTS

Various federal, state, and regional programs distribute grant funds for public improvement projects. Funds are typically awarded on a competitive basis through programs run by regional transportation agencies, such as Caltrans or metropolitan planning organizations, such as the San Diego Association of Governments. Example grants include: The Federal/State Regional Surface Transportation Program (RSTP) under the Surface Transportation Grant Program (STGP) and SANDAG’s Smart Growth Incentive Program (SGIP) and Active Transportation Grant Program (ATGP).
8.4 IMPLEMENTATION ACTION PLAN

Table 8.3 Implementation Action Plan lists the specific actions to be taken by the City of Poway, in coordination with local businesses and partner agencies, to fully implement the vision outlined in the Poway Road Specific Plan. The Implementation Action Plan presents actions by topical area and provides a priority timeframe, primary responsibilities and partners, and potential funding sources. This information is based on funding sources available in 2017. The Implementation Action Plan will be used by the City throughout the life of the Poway Road Corridor Specific Plan, and as such should be periodically reviewed and updated by the City to reflect conditions as they change over time.

All development is required to comply with applicable state and federal regulations whether or not specifically cited in Table 8-3.

<table>
<thead>
<tr>
<th>IMPLEMENTATION ACTION PLAN ABBREVIATIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>AD</td>
</tr>
<tr>
<td>BID/PID</td>
</tr>
<tr>
<td>I-Bank</td>
</tr>
<tr>
<td>CIP</td>
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<tr>
<td>DIF</td>
</tr>
<tr>
<td>EIFD</td>
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<tr>
<td>PO/DE</td>
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<tr>
<td>Grants</td>
</tr>
</tbody>
</table>
## TABLE 8-3 IMPLEMENTATION ACTION PLAN

<table>
<thead>
<tr>
<th>Specific Actions</th>
<th>Timing</th>
<th>Responsible Party</th>
<th>Potential Funding Sources</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>IMMEDIATE IMPLEMENTATION ACTIONS</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1. <strong>Determine Management Structure for Plan Implementation.</strong></td>
<td>Upon Adoption</td>
<td>Development Services Department</td>
<td>General Fund</td>
</tr>
<tr>
<td>Determine the ongoing management structure to implement the Specific Plan.</td>
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<tr>
<td>Establish adequate staff and form partnerships needed for implementation.</td>
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<tr>
<td>2. <strong>Administrative Use Permit.</strong></td>
<td>Upon Adoption</td>
<td>Development Services Department</td>
<td>General Fund</td>
</tr>
<tr>
<td>Develop an administrative use permit process to be adopted in conjunction with adoption of this Specific Plan.</td>
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</tr>
<tr>
<td><strong>LAND USE ACTIONS</strong></td>
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<tr>
<td>3. <strong>General Plan Amendment.</strong></td>
<td>With Adoption</td>
<td>Development Services Department</td>
<td>General Fund</td>
</tr>
<tr>
<td>Implement a concurrent General Plan Amendment to ensure consistency between the Poway Road Corridor Specific Plan and the General Plan.</td>
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<td></td>
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<tr>
<td>4. <strong>Certified FEIR.</strong></td>
<td>With Adoption</td>
<td>City Council</td>
<td>General Fund</td>
</tr>
<tr>
<td>As part of the approval process for the Poway Road Corridor Specific Plan, a Final EIR must be certified by the City of Poway.</td>
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<td></td>
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<tr>
<td>5. <strong>Encourage Appropriate Development.</strong></td>
<td>Ongoing</td>
<td>Development Services Department</td>
<td>General Fund</td>
</tr>
<tr>
<td>Implement the Poway Road Corridor Specific Plan zoning requirements to facilitate desired land uses on Poway Road.</td>
<td></td>
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</tr>
<tr>
<td>6. <strong>Monitor Maximum Allowable Development (Residential Housing Bank).</strong></td>
<td>Ongoing</td>
<td>Development Services Department; City Council</td>
<td>General Fund</td>
</tr>
<tr>
<td>Monitor and publish the amount of residential development that occurs after adoption of the Specific Plan by residential units and by percentage of the Residential Housing Bank entitled. Projects meeting the regulations, guidelines, and additional criteria identified in this Specific Plan may be eligible to use residential units from the residential housing bank on a first-come, first-served basis until the maximum buildout (1,399 units) is achieved. Within 30 days of granting entitlement to 80 percent of maximum residential units allowed in the Specific Plan area, the Development Services Director will report to the City Council.</td>
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</tbody>
</table>
### TABLE 8-3 IMPLEMENTATION ACTION PLAN

<table>
<thead>
<tr>
<th>Specific Actions</th>
<th>Timing</th>
<th>Responsible Party</th>
<th>Potential Funding Sources</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>7. Activate the Town Center and Mixed Use Districts.</strong> Activate the Town Center and Mixed Use districts through the inclusion of additional housing and implementation of community benefits outlined in Chapter 3: Land Use Regulations and Development Standards.</td>
<td>Ongoing</td>
<td>Development Services Department; City Council</td>
<td>General Fund</td>
</tr>
<tr>
<td><strong>8. Community Benefits.</strong> Strategically negotiate for projects to provide highly desirable community benefits in the Town Center and Mixed Use districts. Incentivize community benefits through the provision of increased development potential (residential density and height) as outlined in Chapter 3: Land Use Regulations and Development Standards. Community benefits include:</td>
<td>Ongoing</td>
<td>Development Services Department; City Council</td>
<td>General Fund; Application Fees</td>
</tr>
<tr>
<td>• <strong>Affordable Housing Bonus.</strong> Twenty percent more affordable housing in addition to the provisions of PMC Section 17.26.640 Specified density bonus percentages shall apply.</td>
<td></td>
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</tr>
<tr>
<td>• <strong>Public Open Space.</strong> Public open space in conjunction with mixed-use development enlivens commercial centers, adds visual interest, and provides space for daily events and activities.</td>
<td></td>
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</tr>
<tr>
<td>• <strong>Internal Pedestrian Passageways.</strong> Enhances accessibility and convenience between private development and public amenities with new paseos, passageways, walkways, trails, and alleys.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• <strong>Community Benefits Fund.</strong> Public funds to implement desired community improvements.</td>
<td></td>
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</tr>
<tr>
<td>• <strong>Neighborhood Restaurant Row.</strong> Drives economic vitality and activates ground-floor space with neighborhood restaurants, cafes, and outdoor seating.</td>
<td></td>
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<tr>
<td>• <strong>Enhance Transportation Demand.</strong> Implement transportation demand management strategies in conjunction with mixed-use development.</td>
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</tbody>
</table>
### TABLE 8-3 IMPLEMENTATION ACTION PLAN

<table>
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<th>Timing</th>
<th>Responsible Party</th>
<th>Potential Funding Sources</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>9. Potential Standards Evaluation.</strong> Evaluate off-street parking standards after 20 percent of the allowable development potential is constructed. Reevaluate parking standards for parking impacts in tandem with transportation demand management to ensure flexible parking standards that facilitate mixed-use, outdoor dining and seating, restaurants, and residential development.</td>
<td>1 to 5 Years; Ongoing</td>
<td>Development Services Department; City Council</td>
<td>General Fund</td>
</tr>
<tr>
<td><strong>10. Revisit Maximum Allowable Development.</strong> Revisit the Poway Road Corridor Specific Plan Residential Housing Bank once 50 percent has been depleted or every five years, whichever comes first. Determine whether adjustments are warranted.</td>
<td>1 to 5 Years; Ongoing</td>
<td>Development Services Department; City Council</td>
<td>General Fund</td>
</tr>
</tbody>
</table>

#### ECONOMIC DEVELOPMENT ACTIONS

| 11. Business Improvement District (BID). Form a Poway Road Specific Plan Business Improvement District as a means to support local business efforts to invest in landscaping improvements, create new gateway signage, and implement streetscape improvements. | 1 to 5 Years | Property Owners | BID Assessments |
| 12. Assessment Districts. Consider forming assessment districts to help fund public improvements. In addition to Property and Business Improvement Districts (s), potential districts could include Community Facilities Districts (s), Landscape and Lighting District(s), Maintenance Assessment District(s), and Enhanced Infrastructure Financing District(s). | 1 to 5 Years | Development Services Department; Property Owners | Assessment District(s) |
| 13. Positive Business Climate Marketing. Work closely with the Poway Chamber of Commerce to aggressively market the Poway Road Corridor’s location and supportive regulatory climate for users in a variety of industries such as specialty retail, food services, office, auto dealerships, and innovative start-up businesses. | Ongoing | Economic Development | General Fund |
**TABLE 8-3 IMPLEMENTATION ACTION PLAN**

<table>
<thead>
<tr>
<th>Specific Actions</th>
<th>Timing</th>
<th>Responsible Party</th>
<th>Potential Funding Sources</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>14. Flexible Business Operations and Regulations.</strong> Implement flexible administrative procedures and use regulations that allow businesses in the Poway Road corridor to make operational changes with minimal discretionary City approval, recognizing that business operations need to adapt to market conditions and changes in technology.</td>
<td>1 to 5 Years; Ongoing</td>
<td>Development Services Department; City Council</td>
<td>General Fund</td>
</tr>
<tr>
<td><strong>15. Special Events/Programming.</strong> Work with property and business owners to identify prospective partners and flexible sites to host events that will draw visitors and energize Poway Road. Sites may include:</td>
<td>Ongoing</td>
<td>Economic Development; Development Services Department; Property Owners; BID; PID</td>
<td>BID; General Fund</td>
</tr>
<tr>
<td>• Private surface parking lots</td>
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<tr>
<td>• City-owned surface parking lots</td>
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<tr>
<td>• Temporary street closures</td>
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<tr>
<td><strong>16. Establish Ongoing Funding Mechanisms.</strong> Include any operations- and maintenance-related financing actions in conditions of approval or Development Agreement terms for new development projects, as applicable.</td>
<td>Ongoing</td>
<td>Development Services Department; City Council; Private Developers</td>
<td>Private</td>
</tr>
<tr>
<td><strong>17. Partnerships.</strong> Establish an environment of collaboration and partnerships among the City, other public agencies, key stakeholders, and the community to help ensure the implementation of this Specific Plan.</td>
<td>Ongoing</td>
<td>Economic Development; Development Services Department; City Council</td>
<td>General Fund</td>
</tr>
<tr>
<td><strong>18. Acquire Grant Funding.</strong> Research and apply for federal, state, and regional grant funding programs that offer funding improvements required in the Poway Road corridor.</td>
<td>Ongoing</td>
<td>Development Services Department; City Council</td>
<td>Federal; State; SANDAG; MTS; and Grants</td>
</tr>
<tr>
<td>Specific Actions</td>
<td>Timing</td>
<td>Responsible Party</td>
<td>Potential Funding Sources</td>
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<tr>
<td><strong>PRIVATE DEVELOPMENT ACTIONS</strong></td>
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<tr>
<td>19. <strong>Design Guideline Actions.</strong> Implement the design guidelines for private</td>
<td>Ongoing</td>
<td>Development Services Department; Private Developers</td>
<td>Private</td>
</tr>
<tr>
<td>development to provide a framework for building and site design to</td>
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<tr>
<td>accomplish the vision of the Specific Plan.</td>
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<tr>
<td>20. <strong>Activate Pedestrian Zone.</strong> Activate the pedestrian zone along ground-</td>
<td>Ongoing</td>
<td>Development Services Department; Private Developers</td>
<td>Private</td>
</tr>
<tr>
<td>floor frontages of development within the Town Center or Mixed Use district</td>
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<tr>
<td>by requiring usable setback areas for landscaping, private open space, and/</td>
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<tr>
<td>or outdoor dining.</td>
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<tr>
<td>21. <strong>Catalytic Sites.</strong> Prioritize catalytic site development to encourage</td>
<td>1 to 5 Years</td>
<td>Development Services Department; City Council; Private</td>
<td>General Fund; Application Fees</td>
</tr>
<tr>
<td>investment along the Poway Road Corridor. Utilize photo simulations to</td>
<td></td>
<td>Developers</td>
<td></td>
</tr>
<tr>
<td>assist private developers in their preliminary designs.</td>
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<tr>
<td>22. <strong>Curb Cut Reductions.</strong> Work with property owners regarding reciprocal</td>
<td>Ongoing</td>
<td>Development Services Department; City Council; Private</td>
<td>Private</td>
</tr>
<tr>
<td>access drives to link adjacent properties and avoid individual curb cuts</td>
<td></td>
<td>Developers</td>
<td></td>
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<tr>
<td>for every use/parking lot.</td>
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<tr>
<td>23. <strong>Façade Enhancement Program.</strong> The City will consider a program to</td>
<td>1 to 5 Years</td>
<td>Development Services Department</td>
<td>General Fund</td>
</tr>
<tr>
<td>provide design and architecture assistance for property owners who choose</td>
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<tr>
<td>to make substantial façade, landscape, lighting, and/or hardscape</td>
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<tr>
<td>improvements.</td>
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<tr>
<td><strong>PUBLIC SPACE AND MOBILITY ACTIONS</strong></td>
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<tr>
<td>24. <strong>Enhanced Paving.</strong> Implement distinct paving treatments for sidewalks and</td>
<td>1 to 5 Years</td>
<td>Development Services Department; EIFD;</td>
<td>General Fund;</td>
</tr>
<tr>
<td>crosswalks in the Town Center district. Install paving treatments along</td>
<td></td>
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<tr>
<td>Poway Road between</td>
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</tbody>
</table>
TABLE 8-3 IMPLEMENTATION ACTION PLAN

<table>
<thead>
<tr>
<th>Specific Actions</th>
<th>Timing</th>
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<th>Potential Funding Sources</th>
</tr>
</thead>
<tbody>
<tr>
<td>Community Road and Carriage Road. As outlined in Chapter 5 Public Space Design</td>
<td>1 to 5 Years; 5 to 10</td>
<td>Development Services Department;</td>
<td>General Fund; Grants</td>
</tr>
<tr>
<td>Guidelines and Chapter 6 Mobility.</td>
<td>Years</td>
<td>Public Works Department</td>
<td></td>
</tr>
<tr>
<td><strong>25. Street Furniture.</strong> Provide street furniture at regular intervals along</td>
<td>1 to 5 Years; Public</td>
<td>Development Services Department;</td>
<td>General Fund; Grants</td>
</tr>
<tr>
<td>Poway Road as outlined in Chapter 5: Public Space Design Guidelines.</td>
<td>Works Department;</td>
<td>Public Works Department</td>
<td></td>
</tr>
<tr>
<td></td>
<td>5 to 10 Years</td>
<td>City Council</td>
<td></td>
</tr>
<tr>
<td><strong>26. Street Lighting.</strong> Install roadway and pedestrian lighting along the</td>
<td>1 to 5 Years</td>
<td>Development Services Department;</td>
<td>General Fund</td>
</tr>
<tr>
<td>entire Poway Road corridor as described in Chapter 5: Public Space Design</td>
<td></td>
<td>Public Works Department</td>
<td></td>
</tr>
<tr>
<td>Guidelines.</td>
<td></td>
<td>City Council</td>
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<tr>
<td></td>
<td></td>
<td>General Fund; EIFD; Grants</td>
<td></td>
</tr>
<tr>
<td><strong>27. Gateway Improvements.</strong> Install prominent gateway features and elements</td>
<td>1 to 5 Years</td>
<td>Development Services Department;</td>
<td>General Fund</td>
</tr>
<tr>
<td>to highlight the entry to the Poway Road corridor at Community Road/Poway Road</td>
<td></td>
<td>Public Works Department</td>
<td></td>
</tr>
<tr>
<td>and Pomerado Road/Poway Road as outlined in Chapter 5: Public Space Design</td>
<td></td>
<td>City Council</td>
<td></td>
</tr>
<tr>
<td>Guidelines and Chapter 6 Mobility.</td>
<td></td>
<td>General Fund; Private</td>
<td></td>
</tr>
<tr>
<td><strong>28. Signage and Wayfinding Program.</strong> Develop and implement a signage and</td>
<td>1 to 5 Years; 5 to 10</td>
<td>Development Services Department;</td>
<td>General Fund; EIFD</td>
</tr>
<tr>
<td>wayfinding program that is easily understood and provides information on civic</td>
<td>Years</td>
<td>Public Works Department</td>
<td></td>
</tr>
<tr>
<td>uses, parking, and other destinations along the Poway Road Corridor according to</td>
<td></td>
<td>City Council</td>
<td></td>
</tr>
<tr>
<td>Chapter 5: Public Space Design Guidelines.</td>
<td></td>
<td>General Fund; Private</td>
<td></td>
</tr>
<tr>
<td><strong>29. Utility Box Beautification.</strong> Allow for the improvement of utility boxes</td>
<td>1 to 5 Years; Ongoing</td>
<td>Development Services Department;</td>
<td>General Fund</td>
</tr>
<tr>
<td>through artistic treatment consistent with Chapter 5: Public Space Design</td>
<td></td>
<td>Public Works Department</td>
<td></td>
</tr>
<tr>
<td>Guidelines.</td>
<td></td>
<td>City Council</td>
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<tr>
<td></td>
<td></td>
<td>General Fund; Private</td>
<td></td>
</tr>
<tr>
<td><strong>30. Plazas and Open Space.</strong> Construct plazas in partnership with private</td>
<td>Ongoing</td>
<td>Development Services Department;</td>
<td>General Fund; Private</td>
</tr>
<tr>
<td>developers. Implement streetscape improvements along Poway Road to connect</td>
<td></td>
<td>Public Works Department</td>
<td></td>
</tr>
<tr>
<td>pedestrians to existing open space, Poway Community Park, Hilleary Park, and the</td>
<td></td>
<td>City Council</td>
<td></td>
</tr>
<tr>
<td>Kumeyaay-ipai Interpretive Center.</td>
<td></td>
<td>General Fund; Private</td>
<td></td>
</tr>
</tbody>
</table>
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<th>Potential Funding Sources</th>
</tr>
</thead>
<tbody>
<tr>
<td>31. <strong>Improve Landscaping on Poway Road.</strong> Implement landscape streetscape</td>
<td>1 to 5 Years;</td>
<td>Development Services Department; Public Works</td>
<td>General Fund; Private</td>
</tr>
<tr>
<td>improvements along Poway Road that include street trees planted in regular</td>
<td>5 to 10 Years</td>
<td>Department</td>
<td></td>
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<tr>
<td>intervals, median tree planting, and planter strips.</td>
<td></td>
<td>Public Works Department</td>
<td></td>
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<tr>
<td>32. <strong>Green Infrastructure.</strong> Install green infrastructure improvements along</td>
<td>1 to 5 Years;</td>
<td>Development Services Department; Public Works</td>
<td>EIFD; Grants</td>
</tr>
<tr>
<td>Poway Road as outlined in Chapter 5: Public Space Design Guidelines.</td>
<td>5 to 10 Years</td>
<td>Department</td>
<td></td>
</tr>
<tr>
<td>33. <strong>Town Center Internal Street.</strong> Develop and implement an internal street</td>
<td>1 to 5 Years;</td>
<td>Development Services Department; Public Works</td>
<td>CIP; Private</td>
</tr>
<tr>
<td>between Civic Center Drive and Carriage Heights Way in conjunction with the</td>
<td>5 to 10 Years</td>
<td>Department</td>
<td></td>
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<tr>
<td>private development of catalytic sites as outlined in Chapter 5: Public Space</td>
<td></td>
<td>Public Works Department; City Council</td>
<td></td>
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<tr>
<td>Design Guidelines and Chapter 6: Mobility.</td>
<td></td>
<td>CIP; Private</td>
<td></td>
</tr>
<tr>
<td>34. <strong>Signal Optimization and Synchronization.</strong> Implement signal timing</td>
<td>1 to 5 Years</td>
<td>Public Works Department</td>
<td>CIP</td>
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<tr>
<td>optimization and synchronization at all signalized intersections along Poway</td>
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<td>Road.</td>
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<tr>
<td>35. <strong>New and Improved Crosswalks.</strong> Install crosswalk enhancements at all</td>
<td>1 to 5 Years;</td>
<td>Public Works Department</td>
<td>CIP; Grants</td>
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<tr>
<td>existing and proposed crosswalks that include highly visible (continental)</td>
<td>5 to 10 Years</td>
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<tr>
<td>crosswalk marking, countdown pedestrian signal heads, and ADA compliant</td>
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<td>facilities.</td>
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<td>36. <strong>Narrow Vehicle Lane Widths on Poway Road.</strong> Reduce vehicle lane widths</td>
<td>1 to 5 Years;</td>
<td>Public Works Department</td>
<td>CIP; EIFD; Grants</td>
</tr>
<tr>
<td>on Poway Road to 11 feet to allow for the installation of Class IV bicycle</td>
<td>5 to 10 Years</td>
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<td>lanes in both directions.</td>
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<tr>
<td>37. <strong>Intelligent Transportation Systems.</strong> Implement intelligent</td>
<td>1 to 5 Years;</td>
<td>Public Works Department; City Council</td>
<td>CIP; EIFD; Grants</td>
</tr>
<tr>
<td>transportation systems improvements to Poway Road as outlined in Chapter 6:</td>
<td>5 to 10 Years</td>
<td></td>
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<td>Mobility.</td>
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<tr>
<td>38. <strong>Community Road and Poway Road Improvements.</strong> Remove the free right-turn</td>
<td>1 to 5 Years</td>
<td>Public Works Department; City Council</td>
<td>CIP; EIFD; Grants</td>
</tr>
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<td>lane located on Community Road for vehicular traffic traveling north. Install</td>
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<td>gateway.</td>
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<tr>
<td>Specific Actions</td>
<td>Timing</td>
<td>Responsible Party</td>
<td>Potential Funding Sources</td>
</tr>
<tr>
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<tr>
<td>treatments that include interlocking concrete pavers, painted continental 12 inch-white lines, landscaping, and gateway and wayfinding signage.</td>
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<tr>
<td><strong>39. Pomerado Road and Poway Road Improvements</strong> Install gateway treatments that include interlocking concrete pavers, painted continental 12 inch-white lines, landscaping, and gateway and wayfinding signage.</td>
<td>1 to 5 Years; 5 to 10 Years</td>
<td>Development Services Department; Public Works Department; City Council</td>
<td>CIP; Grants</td>
</tr>
<tr>
<td><strong>40. Midblock Crossing between Bowron Road and Community Road.</strong> Install a signalized pedestrian crosswalk between Bowron Road and Community Road.</td>
<td>1 to 5 Years; or in conjunction with private development</td>
<td>Public Works Department; City Council</td>
<td>CIP; Private</td>
</tr>
<tr>
<td><strong>41. Class IV Cycle Track.</strong> Install an 8-foot-wide Class IV cycle track on both sides of Poway Road within the Specific Plan area.</td>
<td>1 to 5 Years; 5 to 10 Years</td>
<td>Public Works Department; City Council</td>
<td>CIP; EIFD; Grants</td>
</tr>
<tr>
<td><strong>42. Monitor Transit Ridership.</strong> Partner with MTS and SANDAG to monitor transit needs along the Poway Road Corridor. Prioritize improvements to bus stations and routes based on demand, as needed.</td>
<td>Ongoing</td>
<td>Development Services Department; City Council</td>
<td>General Fund; Grants</td>
</tr>
<tr>
<td><strong>43. Multimodal Trail Connection between Hilleary Park and Community Park.</strong> Expand access and connectivity between Community Park and Hilleary Park by planning and installing a multimodal trail, directional signage, and enhanced crosswalk.</td>
<td>1 to 5 Years</td>
<td>Development Services Department; Public Works Department; City Council</td>
<td>CIP; Grants</td>
</tr>
</tbody>
</table>

**INFRASTRUCTURE ACTIONS**

<p>| <strong>44. Capital Improvement Plan Integration.</strong> Identify applicable capital improvements from this Specific Plan in the Capital Improvement (CIP) and update based on priorities outlines in this Implementation Plan with each budget cycle. | Ongoing | Public Works Department; City Council | General Fund |</p>
<table>
<thead>
<tr>
<th>Specific Actions</th>
<th>Timing</th>
<th>Responsible Party</th>
<th>Potential Funding Sources</th>
</tr>
</thead>
<tbody>
<tr>
<td>45. Develop Detailing Infrastructure Financing Plan. Complete cost estimates for all proposed public improvements and identify funding mechanisms to support new infrastructure improvements within the Poway Road corridor. The optimal financing plan will likely include a number of complementary tools.</td>
<td>1 to 5 Years</td>
<td>Development Services Department; Public Works Department; City Council</td>
<td>General Fund</td>
</tr>
</tbody>
</table>
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RESOLUTION NO. P-17-22

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF POWAY, CALIFORNIA APPROVING GENERAL PLAN AMENDMENT (GPA) 17-001

WHEREAS, the City Council of the City of Poway recognizes that the need may arise to amend the City's General Plan from time to time;

WHEREAS, section 65350, et seq., of the California Government Code describes the procedures for amending General Plans;

WHEREAS, in 2014 the City began conducting a study of the Poway Road corridor and prepared a new Poway Road Specific Plan to guide the long-term growth and development of the Poway Road planning area;

WHEREAS, the new Poway Road Specific Plan contains definitions, a land use plan, development standards and design guidelines that communicate the City's vision for the planning area and set the policy framework to guide development;

WHEREAS, the proposed amendments ensure consistency between the new Poway Road Specific Plan and the City's General Plan; and

WHEREAS, on December 5, 2017, the City Council held a duly advertised public hearing to solicit comments from the public, both pro and con, relative to this matter.

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Poway as follows:

Section 1: The City Council hereby finds that the above recitals are true and correct and are incorporated herein by reference as if set forth in full.

Section 2: A Final Environmental Impact Report (FEIR) was prepared for the Poway Road Specific Plan Amendment (SPA 17-001) and the City Council certified the FEIR at a duly noticed public hearing on December 5, 2017. This general plan amendment is made in furtherance of, and consistent with, SPA 17-001; therefore, the FEIR is applicable to this project.

Section 3: The City Council finds that GPA 17-001 is consistent with Specific Plan Amendment 17-001, Zone Text Amendment 17-002 and the corresponding Zone Change 17-001, and would maintain land use compatibility with the surrounding properties.

Section 4: The City Council hereby approves GPA 17-001, and amends certain sections of the City's General Plan as specified below. Removals are indicated with strikethroughs and additions are indicated with underline.
Strategy 4 of Policy F – Architecture of Goal 1 within the Goals, Policies and Strategies (page 14) and Community Development (page 37) chapters shall be amended as follows:

4. Structures shall be no higher than two stories or 35 feet whichever is less. Exceptions may be made for architectural projections such as church steeples and freestanding clock towers and as specified in the Old Poway Specific Plan or development within the Poway Road Specific Plan. If any addition to the existing Pomerado Hospital building is constructed the expansion may be the same overall height from grade as the existing structure if it is attached or connected to the existing structure.

Community Business description on page 11 of Community Development Element is to be removed from the General Plan as follows:

COMMUNITY BUSINESS (CB): The Community Business District is a classification intended to accommodate local and community wide commercial centers that typically serve large areas of the City. Land uses in this area would include a wide range of less intensive retail and service type use such as junior department stores, medical and financial office complexes, food chains, restaurants and specialty stores.

Planned Community description, starting on page 12 of Community Development Element is to be amended as follows:

Planned Community

PLANNED COMMUNITY (PC): The Planned Community designation allows a variety of land uses to occur based upon the adoption by the City Council of a specific plan. The purpose of this designation is to encourage comprehensive land planning of large contiguous areas so that parcel specific issues can be addressed with creative solutions.

There are areas currently designated Planned Community. They are Rancho Arbolitos, South Poway, Poway Road and Old Coach. Rancho Arbolitos includes only single family homes. The Old Coach area has been approved for estate single family homes and a 27-hole golf course with club house. The distribution of land uses in South Poway is shown on Figure III-1. Distribution of land use and zoning districts, development standards and design guidelines for Poway Road are contained in the Poway Road Specific Plan.
PASSED, ADOPTED and APPROVED by the City Council of the City of Poway, California, at a regular meeting this 5th day of December 2017.

Steve Vaus, Mayor

ATTEST:

Nancy Neufeld, CMC, City Clerk

STATE OF CALIFORNIA )
COUNTY OF SAN DIEGO ) SS

I, Nancy Neufeld, City Clerk of the City of Poway, California, do hereby certify under penalty of perjury that the foregoing Resolution No. P-17-22, was duly adopted by the City Council at a meeting of said City Council held on the 5th day of December 2017, and that it was so adopted by the following vote:

AYES: Cunningham, Grosch, Mullin, Leonard, Vaus

NOES: NONE

ABSENT: NONE

DISQUALIFIED: NONE

Nancy Neufeld, CMC, City Clerk
City of Poway
ORDINANCE NO. 813

AN ORDINANCE OF THE CITY OF POWAY, CALIFORNIA, APPROVING A COMPREHENSIVE AMENDMENT TO THE POWAY ROAD SPECIFIC PLAN ADOPTING DEFINITIONS, LAND USES, DEVELOPMENT STANDARDS AND DESIGN GUIDELINES FOR THE POWAY ROAD CORRIDOR AND RESCINDING RESOLUTION 96-039 (SPECIFIC PLAN AMENDMENT 17-001)

WHEREAS, Chapter 17.47 (Specific Plan Regulations) of the Poway Municipal Code provides for the preparation and adoption of specific plans in accordance with section 65450, et seq., of the California Government Code (Article 8, Specific Plans);

WHEREAS, Poway Road is the main commercial district of the City and a major east-west thoroughfare through the City;

WHEREAS, it is the desire of the City Council to encourage a healthy economic climate in the City;

WHEREAS, the City Council adopted the Poway Road Specific Plan (SP 95-01) on May 14, 1996 by resolution 96-039;

WHEREAS, in 2014 the City Council determined a need to prepare the Poway Road Corridor Study (PRCS) to address planning, land use and transportation issues along Poway Road;

WHEREAS, in 2015 the City Council desired to provide a way for residents, local businesses, stakeholders, and other interested parties to provide input on the PRCS project;

WHEREAS, the City established a PRCS Advisory Committee who reviewed the PRCS and made recommendations on the Poway Road Specific Plan vision, land use, development standards and design guidelines;

WHEREAS, the City has conducted 18 PRCS Ad Hoc Committee meetings and four City Council workshops over the past three years to solicit input on how the Poway Road Specific Plan should guide future corridor development;

WHEREAS, the Vision Framework of the Specific Plan includes policies, strategies and actions that will encourage and support the desired mix, density, and orientation of land uses to improve the business environment and provide diverse places for people to live, work, and recreate;
WHEREAS, the key components of the City’s vision are to:
- Create a true Town Center
- Enhance circulation to accommodate pedestrians and bicyclists
- Provide for additional public and private open spaces and connections
- Increase opportunities for community gatherings and special events
- Ensure that all development is attractive and contributes to vibrancy, social vitality, and the distinctive character that defines Poway

WHEREAS, on December 5, 2017, the City Council held a duly advertised public hearing to solicit comments from the public, both for and against, the Poway Road Specific Plan amendment.

NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF POWAY DOES ORDAIN AS FOLLOWS:

Section 1: A Final Environmental Impact Report (FEIR) was prepared for the Poway Road Specific Plan Amendment 17-001 (SPA 17-001), and the City Council certified the FEIR at a duly noticed public hearing on December 5, 2017.

Section 2: That the City Council finds that the specific plan is consistent with the purposes of Chapter 17.47 of the Poway Municipal Code, the General Plan, and development policies of the City.

Section 3: That Resolution 96-039 is hereby rescinded and that SPA 17-001 is hereby approved and adopted.

Section 4: That this Ordinance shall take effect and be in force thirty (30) days after its adoption.

Section 5: Severability. If any section, subsection, subdivision, paragraph, sentence, clause or phrase of this ordinance or its application to any person or circumstance, is for any reason held to be invalid or unenforceable by a court of competent jurisdiction, such invalidity or unenforceability shall not affect the validity or enforceability of the remaining sections, subsections, subdivisions, paragraphs, sentences, clauses or phrases of this ordinance, or its application to any other person or circumstance. The City Council declares that it would have adopted each section, subsection, subdivision, paragraph, sentence, clause or phrase hereof, irrespective of the fact of any one or more sections, subsections, subdivisions, paragraphs, sentences, clauses or phrases hereof be declared invalid or unenforceable.

CERTIFICATION/PUBLICATION: The City Clerk shall certify the adoption of this Ordinance and cause it, or a summary of it, to be published with the names of the City Council members voting for and against the same in the Poway News Chieftain, a newspaper of general circulation in the City of Poway within fifteen (15) days after its adoption and shall post a certified copy of this Ordinance in the Office of the City Clerk in accordance with Government Code §36933.
Introduced and first read at a regular meeting of the City Council of the City of Poway, held the 5th day of December 2017, and thereafter PASSED AND ADOPTED at a regular meeting of said City Council held the 19th day of December 2017.

ATTEST:

Steve Vaus, Mayor

Nancy Neufeld, CMC, City Clerk

STATE OF CALIFORNIA )
COUNTY OF SAN DIEGO ) ss

I, Nancy Neufeld, City Clerk of the City of Poway, California, do hereby certify that the foregoing Ordinance No. 813, was duly adopted by the City Council at a meeting of said City Council held on the 19th day of December 2017, and that it was so adopted by the following vote:

AYES: CUNNINGHAM, GROSCH, MULLIN, LEONARD, VAUS
NOES: NONE
ABSENT: NONE
DISQUALIFIED: NONE

Nancy Neufeld, CMC, City Clerk
City of Poway