

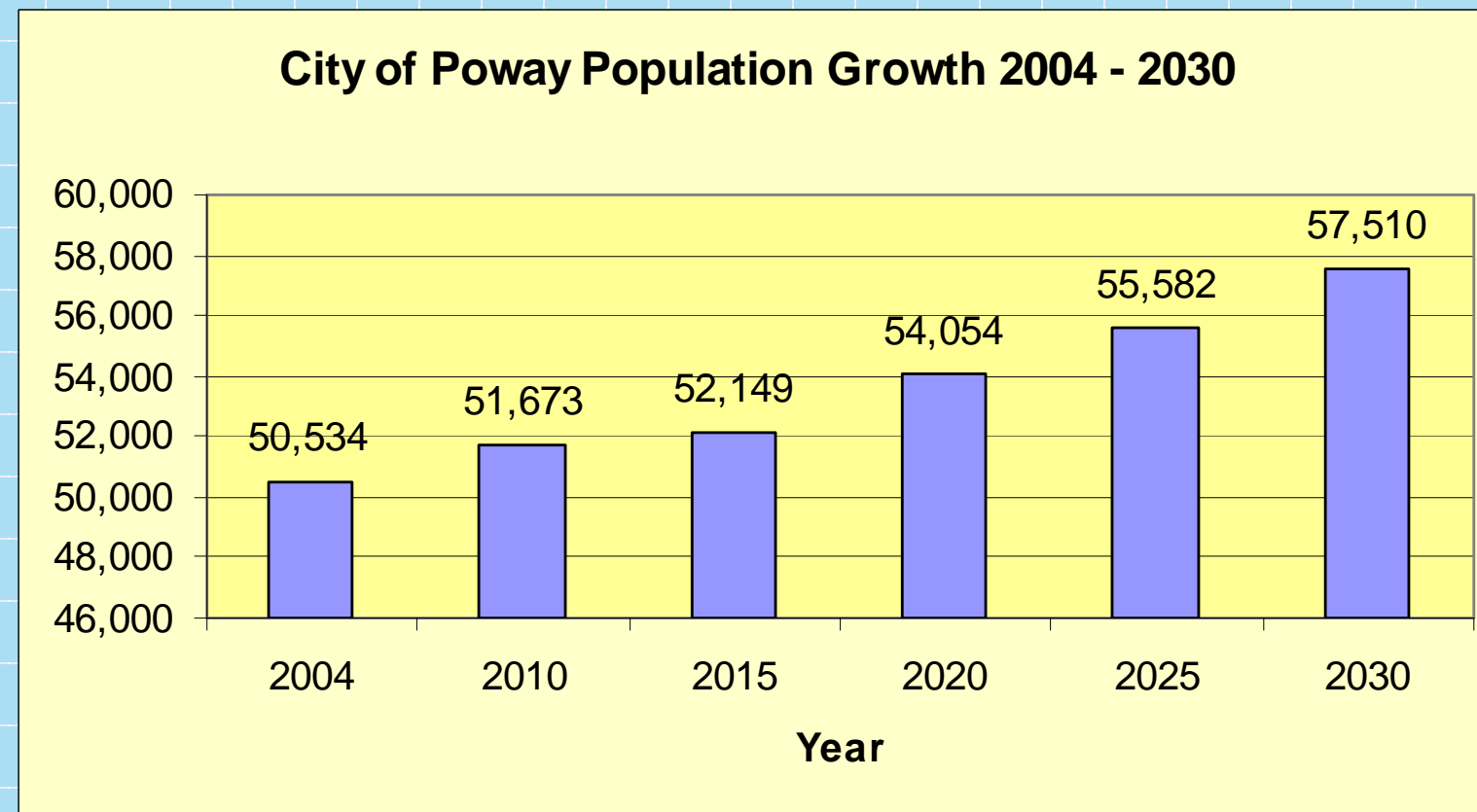
The City of Poway Creating a Town Center

Patti Brindle, AICP
City Planner, City of Poway
APA Luncheon September 28, 2006

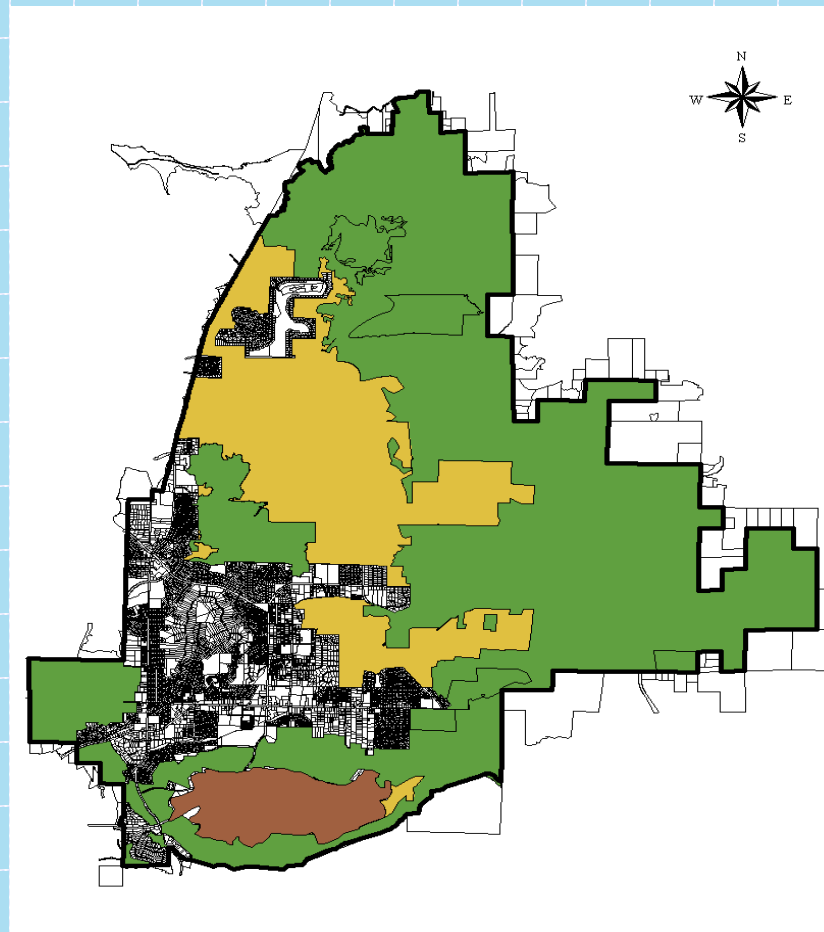
The “City in the Country”

- ◆ Population: 50,542
- ◆ Area: 25,047 acres
- ◆ Incorporated December 1980
- ◆ Open space
- ◆ Single family residential
- ◆ “Human-scale” development




Population Growth



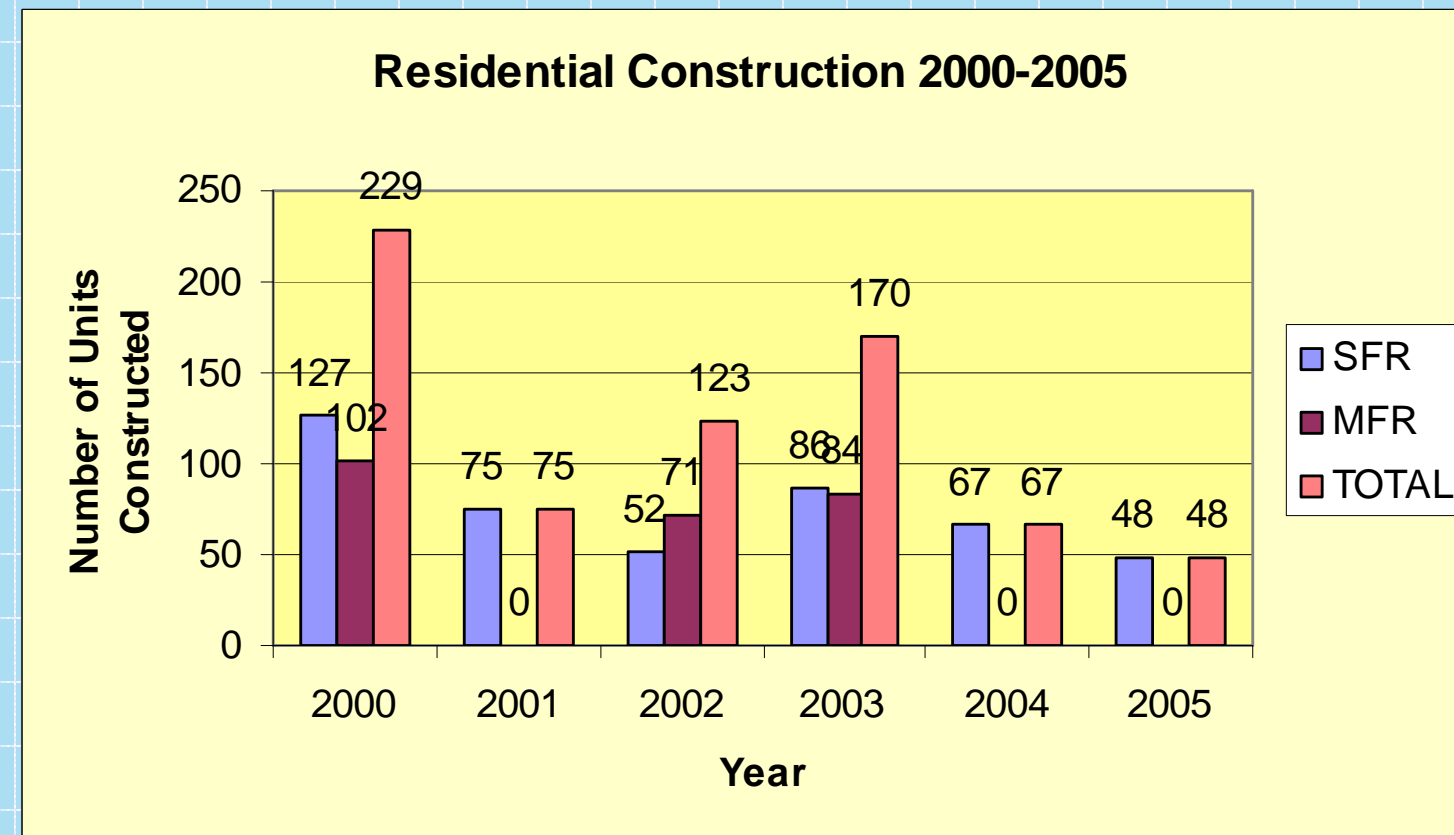
The City of Poway



Map Legend

-  Habitat Mitigation Area (43% of the City)
-  Rural Residential
-  South Poway Business Park

Residential Development



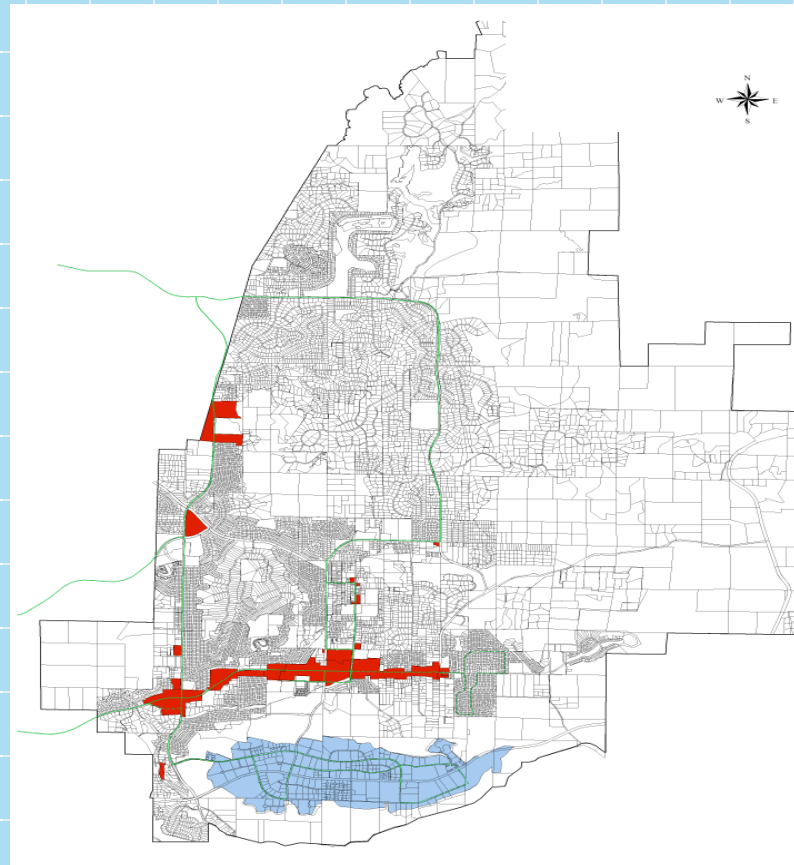
Commercial Development



Business Park Development



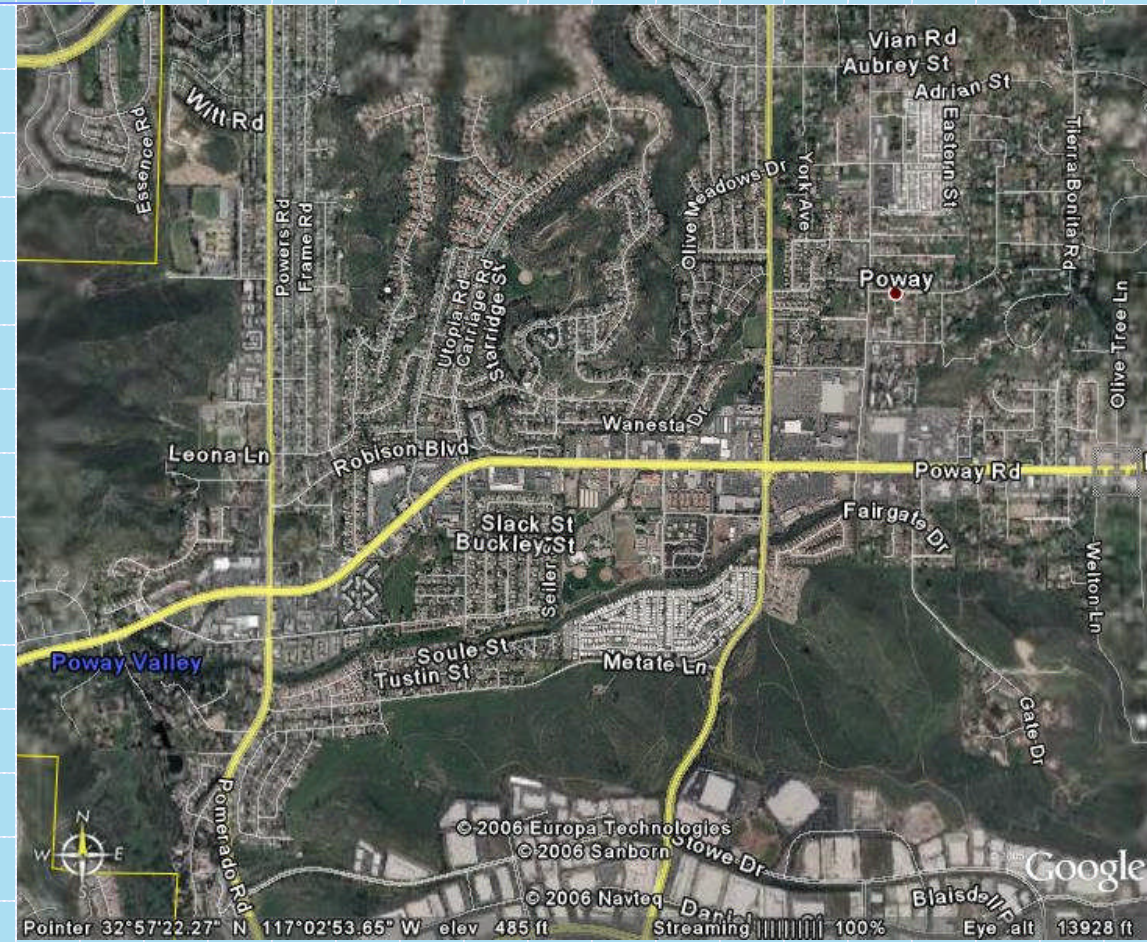
Defining the Heart of the City



Map Legend

-  Commercial Areas
-  South Poway Business Park

Poway Road



The Vision for Poway Road

- ◆ Economically healthy
- ◆ Renovate existing facilities and relocate incompatible uses
- ◆ Improved traffic control
- ◆ Increased variety of products/services, including restaurants and family-oriented entertainment

The Vision for Poway Road

- ◆ Inter-connecting pedestrian walkways and driveways
- ◆ Consideration of mixed use residential where there is an over abundance of retail
- ◆ Development of a distinctive, new town center

“Mixed Use”

- ◆ “Mixed Use” established in the zoning ordinance in 1993
 - Allowed by conditional use permit in commercial zones
- ◆ Poway Road Specific Plan adopted in 1996
 - Mixed Use District created

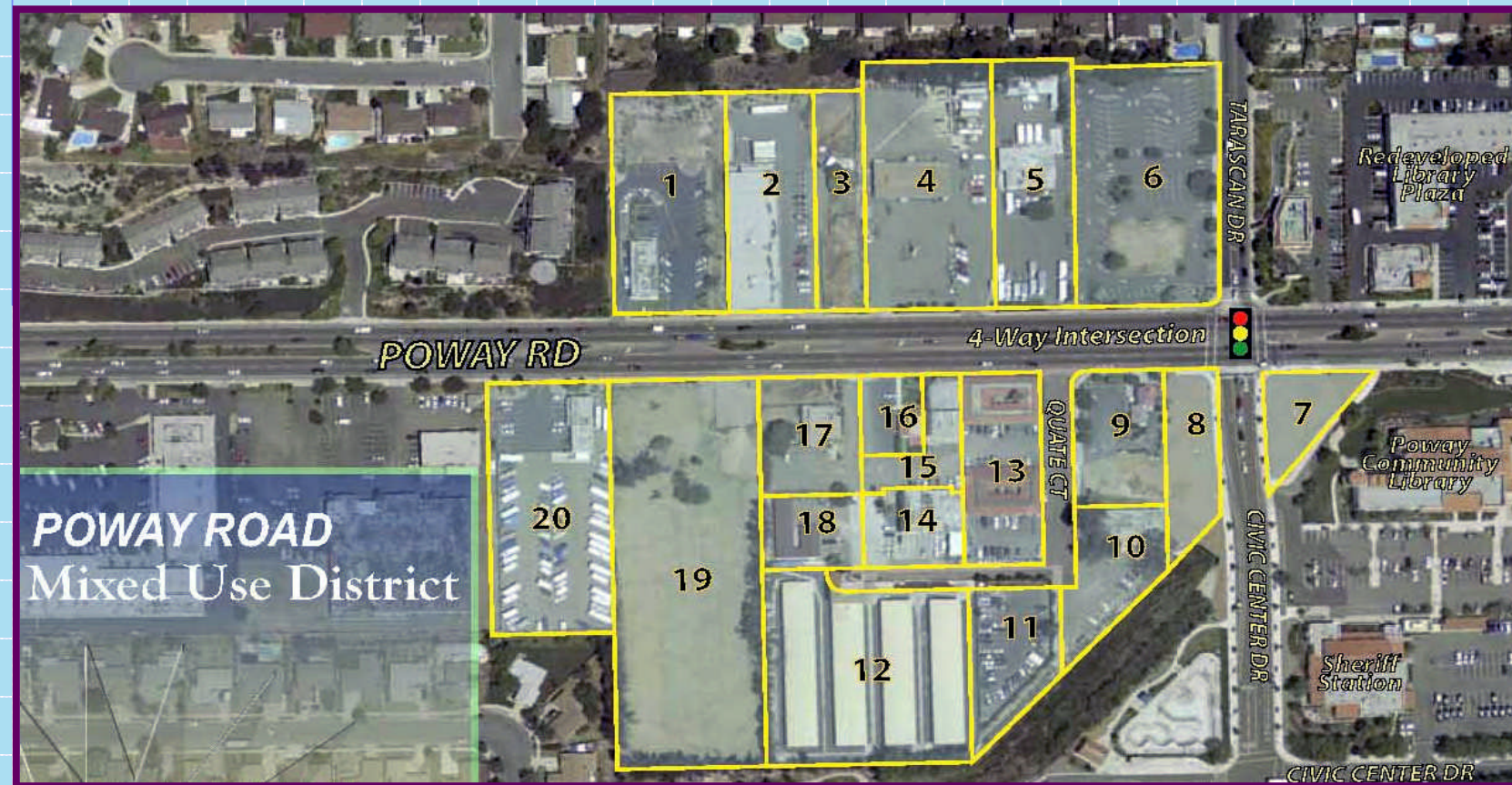
Mixed Use District



LEGEND
Mixed Use District 

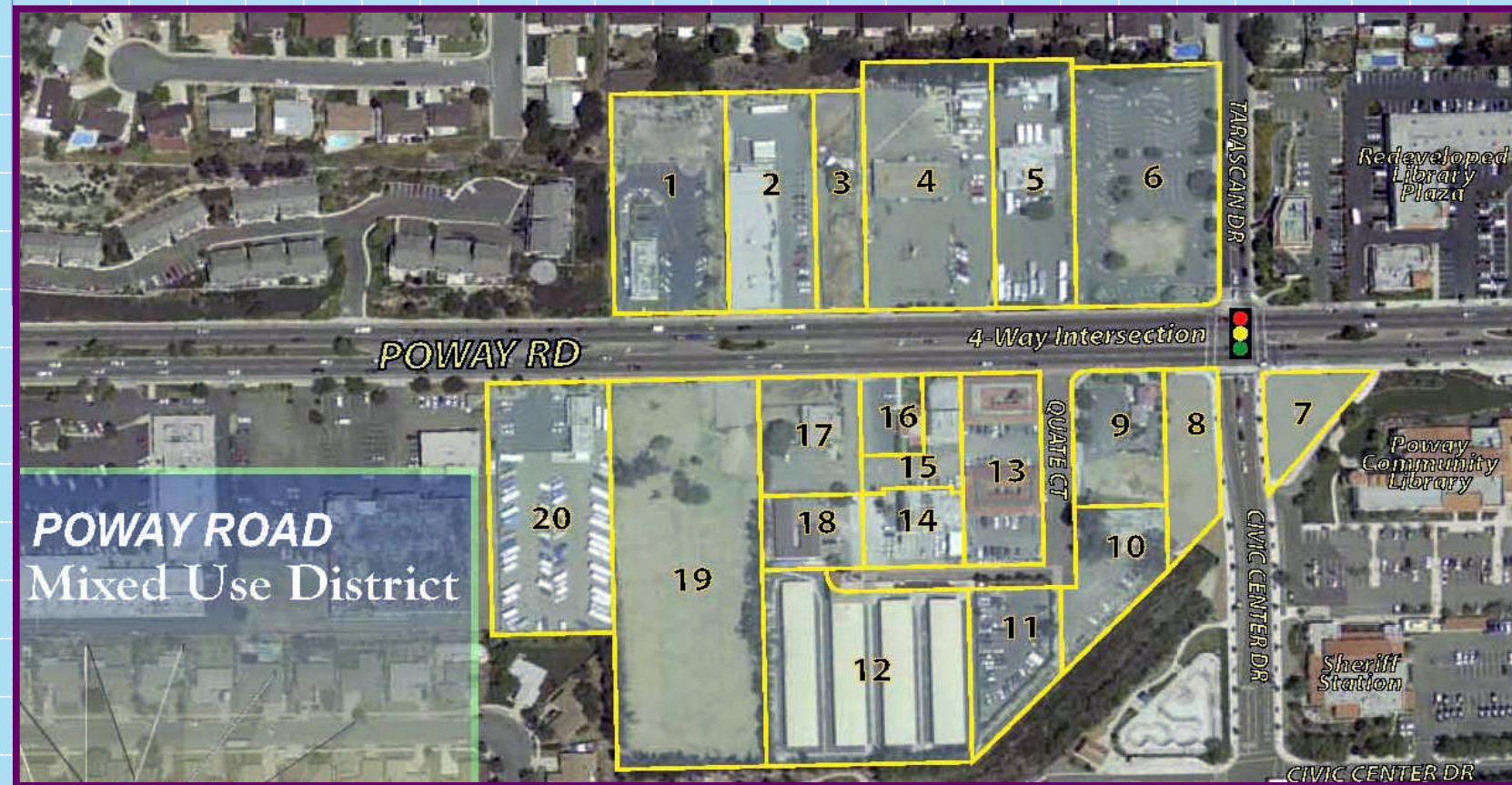
Mixed Use District

- ◆ 17 acres comprising 20 parcels
- ◆ Bisected by Poway Road



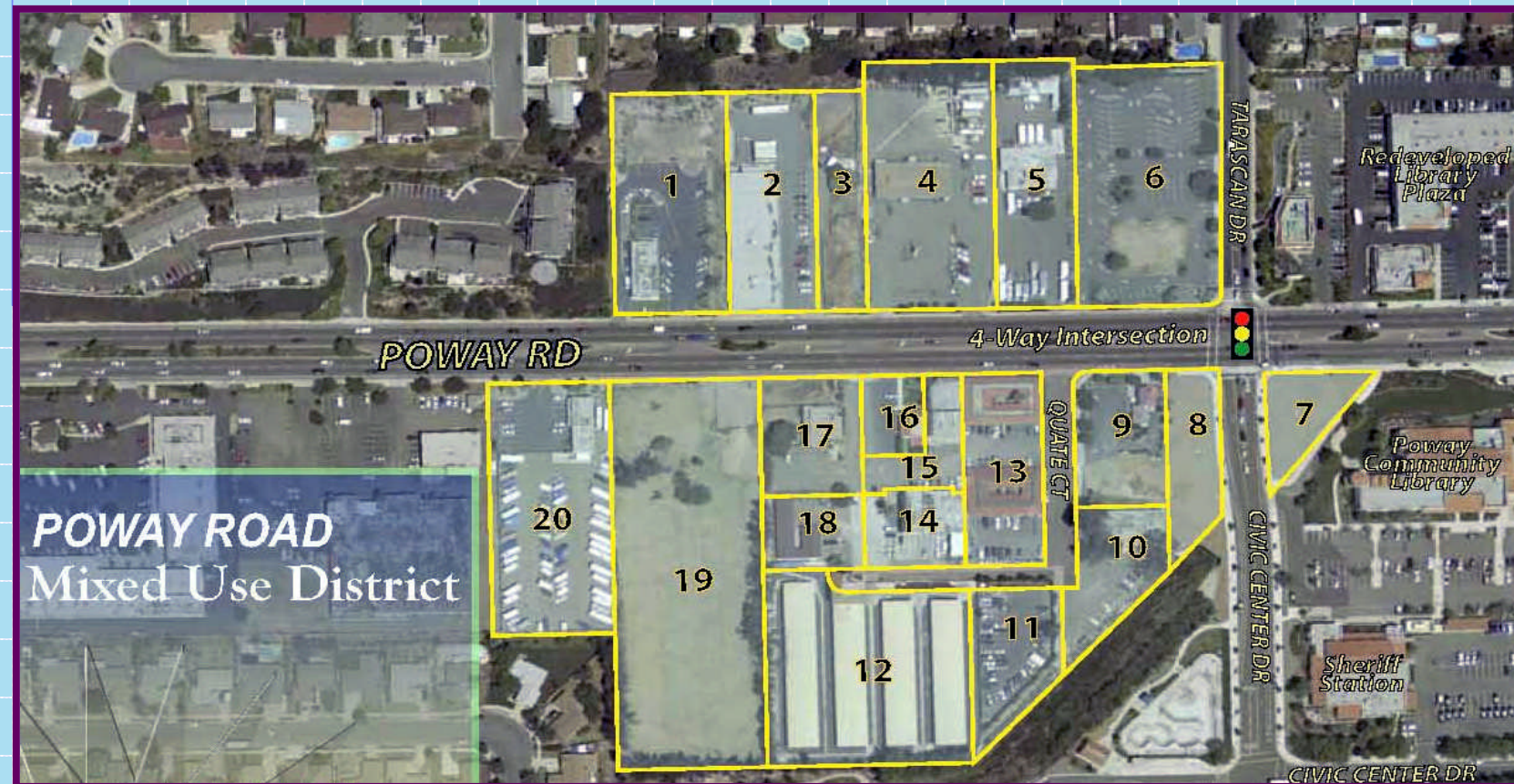
Mixed Use District

- ◆ Older, nonconforming uses
- ◆ Irregularly shaped parcels



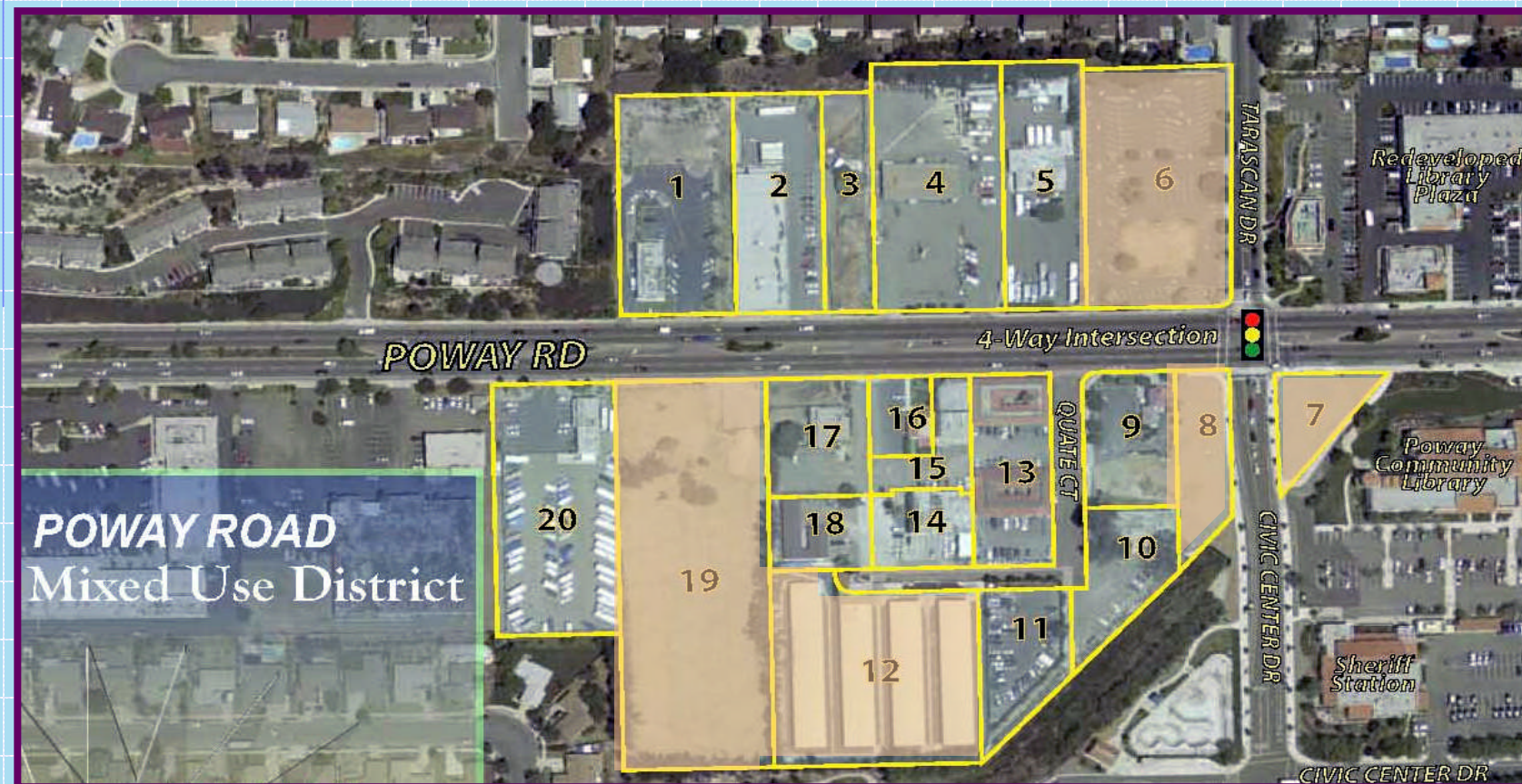
Mixed Use District

- ◆ Parcels with limited access
- ◆ Difficult for private sector to redevelop



Property Acquisition

- ◆ Acquired 5 parcels out of 20 total
- ◆ 6.98 acres out of 17.39 total acres (40%)



Property Acquisition



- ◆ Tarascan Parking Lot – Property acquired and building removed

Property Acquisition



- ◆ A+ Autocare - Nonconforming business relocated and Civic Center Drive extended to Poway Road

Property Acquisition



- ◆ Blighted property acquired, cleaned-up, and held for future Mixed Use development

Property Acquisition



- ◆ Poway Stoway – Self Storage property acquired and is being leased back to the business

Mixed Use Concepts

◆ Types of Uses

- Office condos with residential above
- Retention of Existing Small Businesses
- Restaurant
- Both rental and for-sale housing opportunities

◆ Pedestrian Connections

- Community Park
- Civic Uses
- Streets

Mixed Use Concepts

◆ Challenges

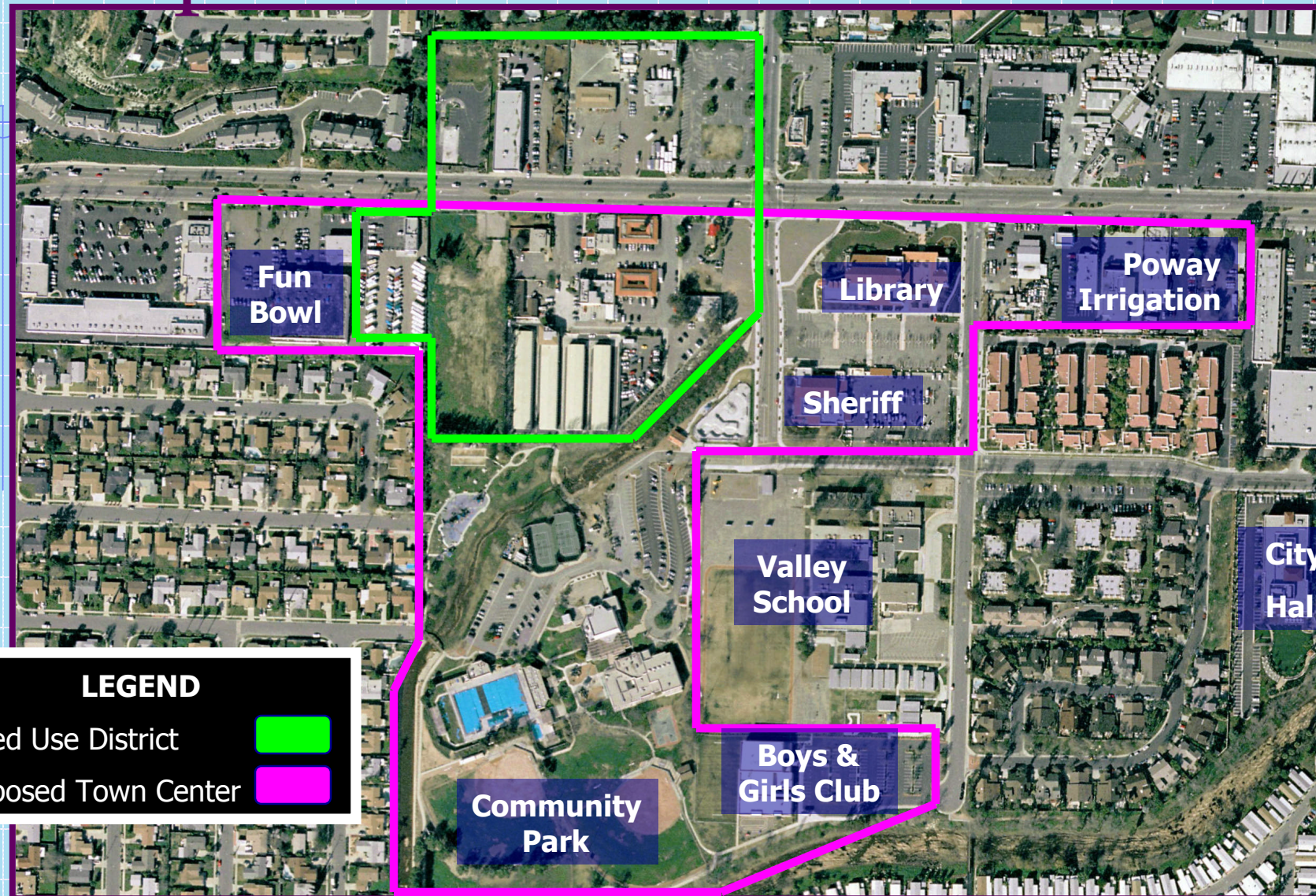
- Limited project area
- Project area divided by Poway Road
- Mix of housing types
- Parking
- Height limitation
- Economic feasibility

New Thinking

◆ Brainstorming session – March 17

- Review of past efforts
- Walking and driving tour of area
- Discussion and brainstorming
- Opportunities identified

Proposed "Town Center"



LEGEND

- Mixed Use District █
- Proposed Town Center █

Proposed "Town Center"

Proposed area is over 53 acres, with approximately 76% owned by the City/Agency



LEGEND
Proposed Town Center 

Proposed “Town Center”



Interior Street/Corridor

Benefits could include:

- Pedestrian friendly environment
- Two-lane, reduced speed interior road
- Wide sidewalks/enhanced streetscapes
- Compressed 3-5 block area
- Transit oriented

Interior Street/Corridor

Uses could include:

- Restaurants and/or sidewalk cafés
- Small offices and services
- Mixed-income Housing, with senior units
- Retail, including a specialty food store
- Cultural uses (e.g. small theatre/cinema)

Wide Sidewalks/Seating Areas



Pedestrian Friendly Street



Enhanced Creek Area

Enhancements could include:

- Create a 'creek-walk' environment
- Small Café

Enhanced Creek Area



Enhanced Community Park

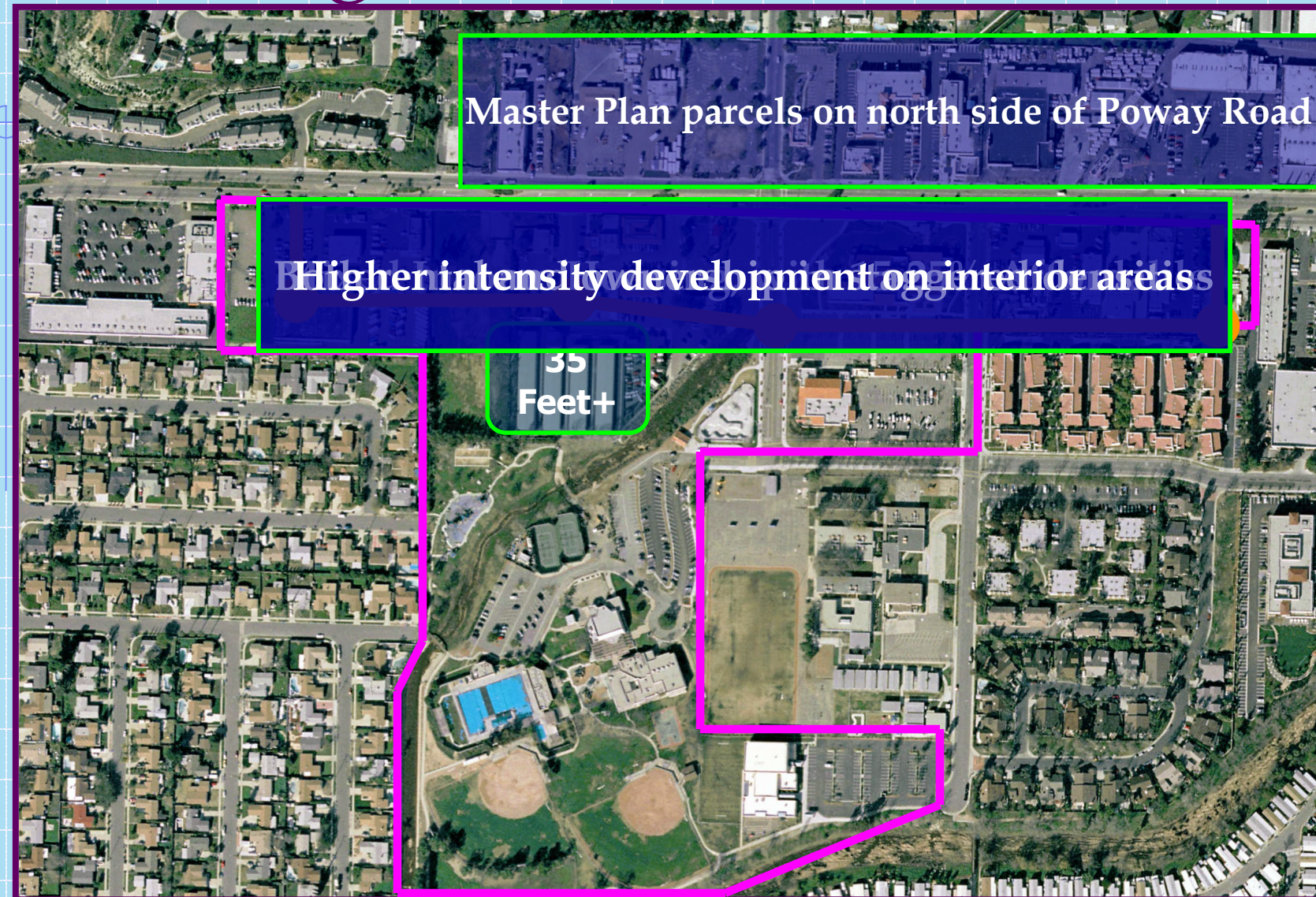
Enhancements could include:

- Re-orient existing uses
- Maximize land resources
- Emphasize pedestrian connections

Integrate Park with surrounding uses



Housing Mix

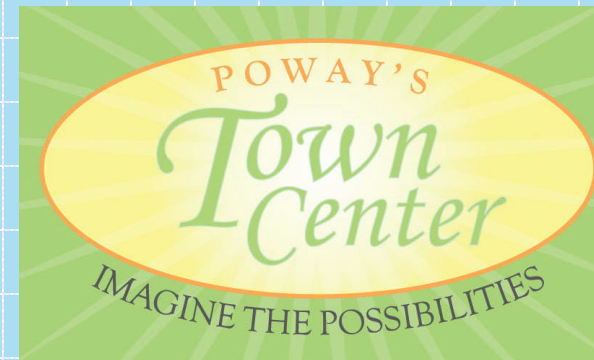


“Town Center” Goals



Moving Forward

- ◆ Community visioning workshops
- ◆ Community groups
- ◆ Businesses
- ◆ Chamber
- ◆ School
- ◆ Community events
- ◆ Flyers, posters, mailers



Moving Forward

- ◆ Workshops October 21, and 23-25
- ◆ Follow-up workshop in November
- ◆ Council report in January

