

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.



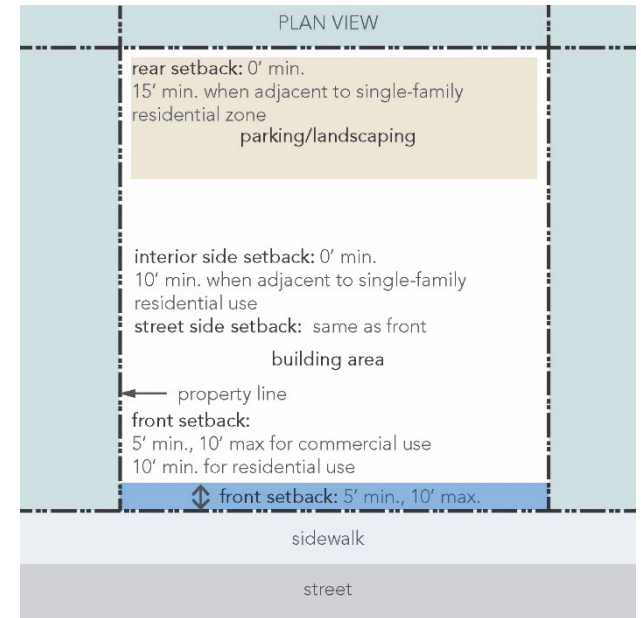
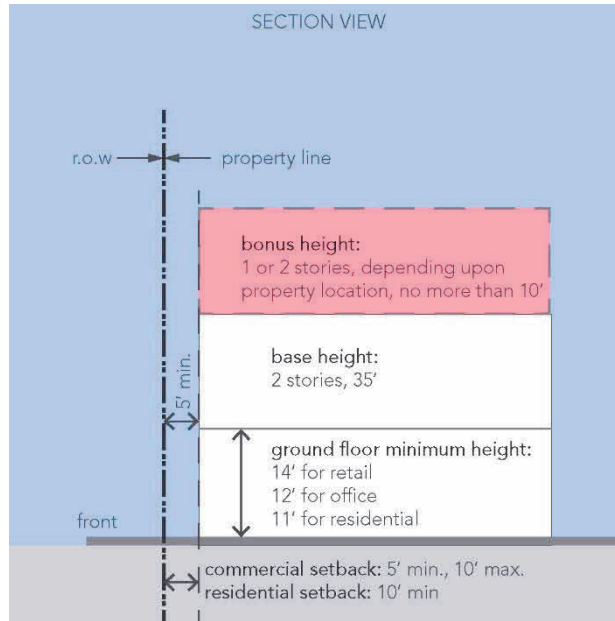
- Buildings scaled to achieve a pedestrian friendly streetscape
- Articulated facades to create visual interest along street frontages
- Consolidated lots to allow for cohesive development
- Siting and arrangement of buildings to create pedestrian-friendly outdoor spaces
- Buildings oriented toward the 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:



1) 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

TOWN CENTER - DEVELOPMENT STANDARDS	
Minimum Front Setback¹	Ground Floor Retail/Commercial Use: 5 feet minimum, 10 feet maximum Ground Floor Residential Use: 10 feet minimum
Minimum Side Setback²	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 Setback³	0 feet minimum 15 feet minimum when adjacent to a single-family residential zone
Maximum Height by Right⁴	2 stories, 35 feet
Maximum Lot Coverage⁵	65%
Maximum Housing Density by Right^{6,7}	24 du/net acre
Ground Floor Transparency⁸	Minimum 75% on Poway Road and 50% on all other streets
Upper Floor(s) Transparency	Minimum 30%
Minimum Landscaped Area⁹	10% of net developable site area
<p>Notes:</p> <p>^{1,2,3}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. Front setback areas shall be used for additional sidewalk space, public or private open space, and/or outdoor dining.</p> <p>⁴Incentives and bonuses are available to unlock additional building height and housing density; bonuses are subject to additional regulations outlined in this Chapter.</p> <p>⁵See Poway Municipal Code (PMC) Chapter 17.04 Definitions, 17.04.450 Lot coverage.</p> <p>⁷See Poway Municipal Code (PMC) Chapter 17.04 Definitions, 17.04.540 Net Area.</p> <p>⁸All glass shall permit 80% visible transparency, allowing pedestrians to see into the business. (⁹Required 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.</p>	