




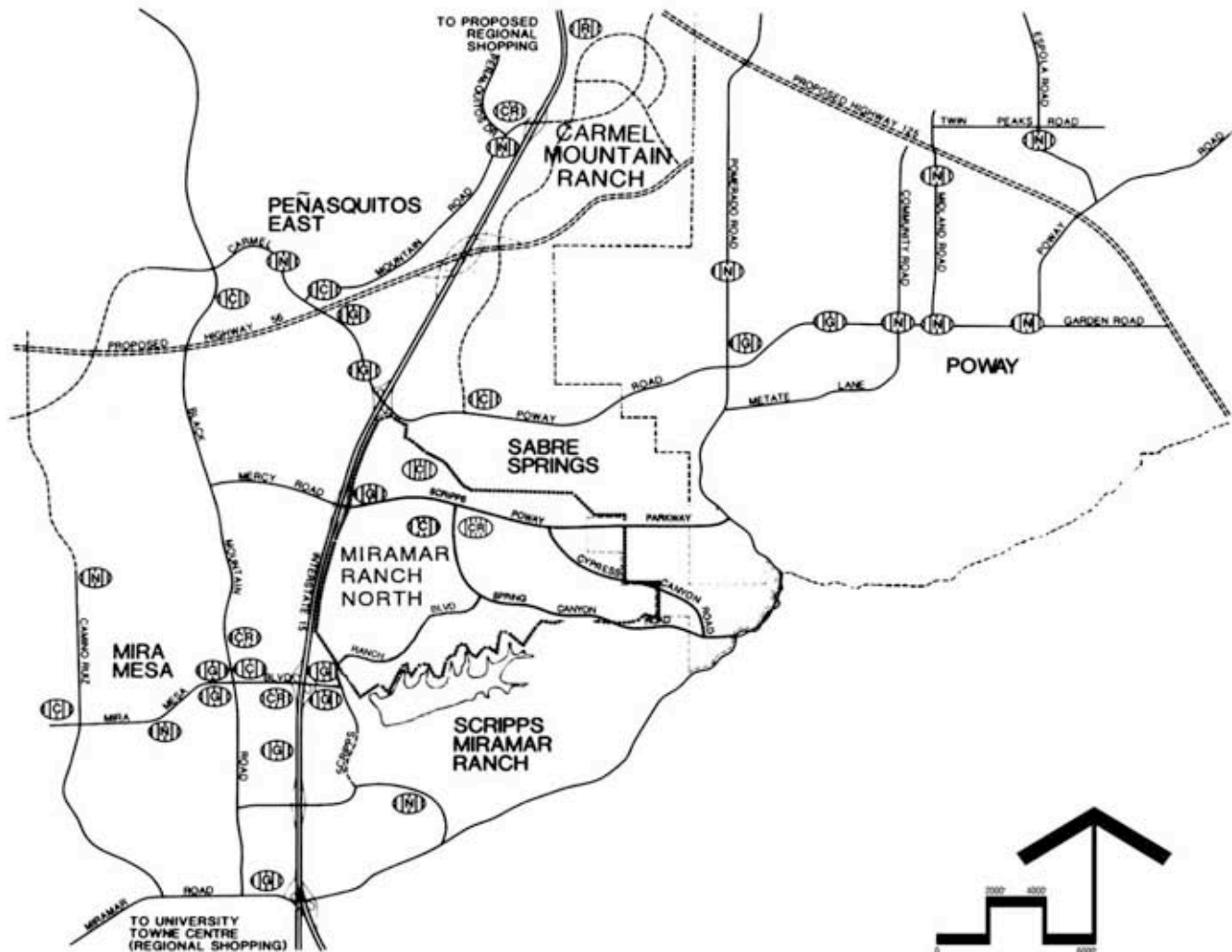


LEGEND:

- PLANNING AREA BOUNDARY 
- NEIGHBORHOOD COMMERCIAL 
- COMMUNITY COMMERCIAL 
- REGIONAL COMMERCIAL 
- GENERAL COMMERCIAL 
- COMMERCIAL RECREATION 



Areawide Commercial Facilities

Miramar Ranch North Community Plan

16
FIGURE

SECTION 6: COMMERCIAL ELEMENT

Goal: Encourage attractive, accessible commercial development meeting the community shopping and services requirements of the ranch.

6.1 COMMUNITY COMMERCIAL NEEDS

Objective: Provide sufficient commercial area for retail, professional, and recreational uses and social and other services to meet the basic requirements of residents and workers in the community.

The General Plan requires that new communities develop convenience shopping and commercial office facilities to serve community residents. It also recommends that all commercial projects be reviewed on an area wide basis, so that new commercial developments will not intrude on the market areas of other commercial activities.

Figure 16 shows the existing and proposed commercial developments in the surrounding communities. Community-level commercial services are available in Mira Mesa and Scripps Ranch, and also in Peñasquitos East. Most of these facilities, however, are designed to serve their own locales and are some distance from the Miramar Ranch North community. Regional shopping is provided by University Towne Centre in University City and is proposed in Carmel Mountain Ranch near I-15.






Given a projected population of about 10,785 residents and a service area of about one mile in radius, Miramar Ranch North can be expected to require a small, convenience-oriented community/neighborhood shopping center. According to City commercial standards, a neighborhood center about ten acres in size would be needed, or a community center of approximately 20 acres.

Additional demand generated by residents of the northeast portion of Scripps Ranch as well as by industrial park personnel from within Miramar Ranch North should further guarantee the viability of this center.

In addition to community/neighborhood shopping, a need for general commercial can be identified, serving Miramar Ranch North and surrounding communities as well. This commercial would supplement, not compete with, the community/neighborhood center by focusing on subregional commercial, office, recreation and/or industrial park support commercial. According to City commercial standards, community shopping centers or commercial service centers range up to approximately 15 or 20 acres.

While the principal purpose of providing for commercial development is to meet consumer needs, commercial sites should be recognized as employment generators as well. The two commercial centers proposed in this section are estimated to provide about 510 jobs when developed.

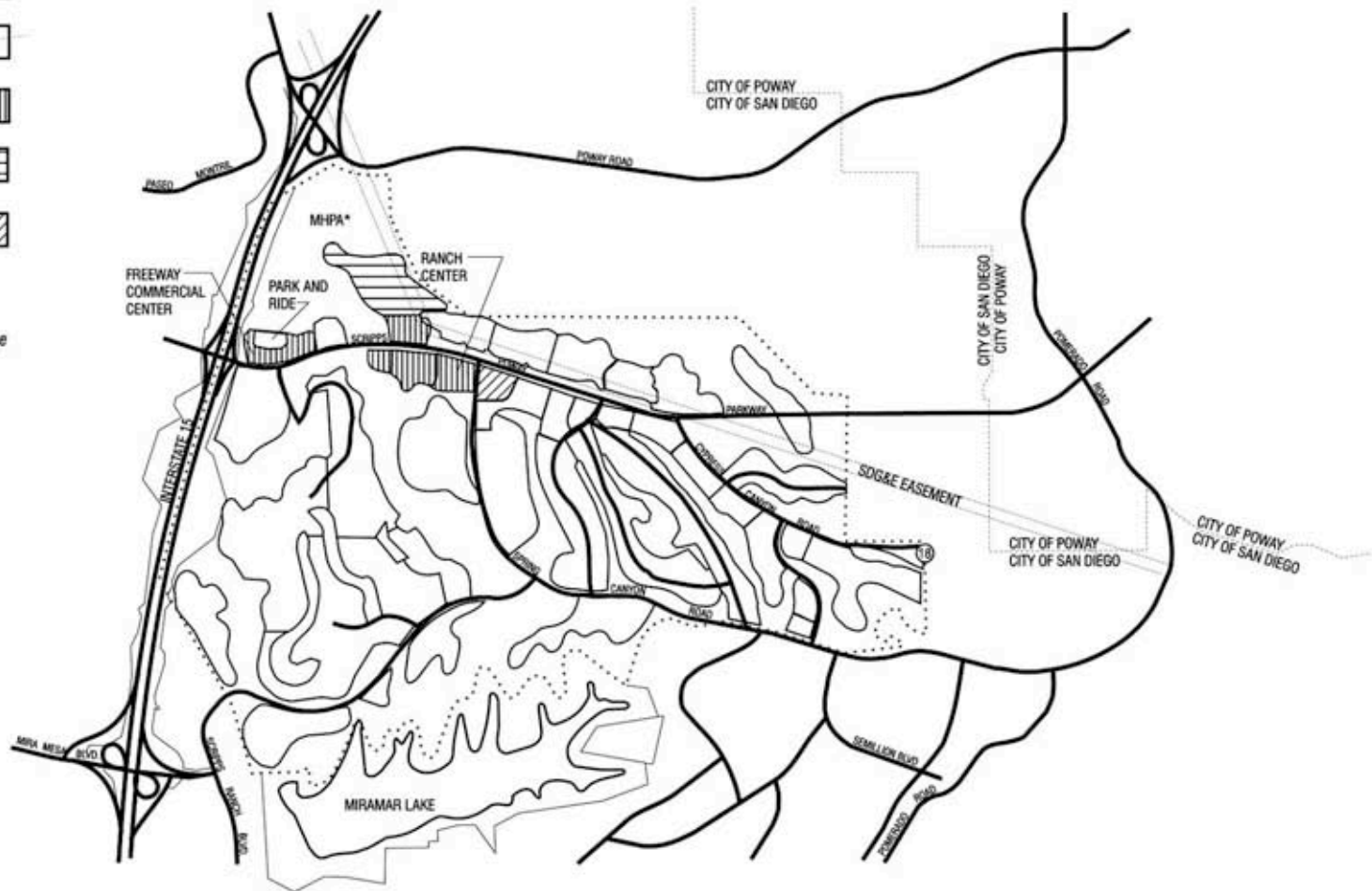
LEGEND:

- PLANNING AREA BOUNDARY 
- MUNICIPAL BOUNDARY 
- COMMERCIAL SHOPPING CENTER 
- OPTIONAL COMMERCIAL OFFICE 
- COMMERCIAL RECREATION 

NOTES:

Alignment of roads shown may change during final design.

**MHPA: Multiple Habitat Planning Area*



Location of Commercial Development

Miramar Ranch North Community Plan

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FIGURE

6.2 LOCATION OF COMMERCIAL DEVELOPMENT

Objective: Locate commercial land uses to best serve consumer needs, especially in relation to the circulation system and the overall land use pattern of the community.

A major community commercial center is proposed at the intersection of Spring Canyon Road and Scripps Poway Parkway as illustrated in **Figure 17**. This center is composed of four segments totaling 38 acres situated in the Ranch Center. Two segments lie south of Scripps Poway Parkway—one east of Spring Canyon Drive, and the other west of Spring Canyon Drive. The third and fourth segments are north of Scripps Poway Parkway. The commercial use is centrally located within the community in order to strengthen the identity and usage of the Ranch Center, while providing community residents and employment center personnel with convenient access to basic needed services and goods.

The community commercial center is intended primarily to serve residents of the Miramar Ranch North community and should function as outlined in the General Plan. This should include provision of convenience goods, shoppers' goods, and specialized retail goods, and personal, professional, repair, business and financial services. The center should probably house approximately 50 establishments, typically including a food market, drugstore, barber and beauty services, real estate office(s), medical and dental offices, laundry/dry cleaners, restaurant(s), specialty and clothing stores, convenience retailing and professional offices. Rental space may be provided for social services and outreach programs, a postal kiosk or contract station, and, subject to noise mitigation, teaching of crafts and the arts, a temporary library and a nursery school or daycare center. It is recommended that a food market containing at least 20,000 square feet should be located in the commercial center, parcel 5.

The commercial sites, parcels 5 and 6, may be used for interim multi-sports fields until developed for their designated uses. The interim use would be subject to an agreement between the property owner and either a community sports council or the City Department of Parks and Recreation. Parcel 6 is zoned commercial recreation and, because of its location adjacent to a community park, additional appropriate uses include but are not limited to a civic center, place of worship, daycare, teen center, senior center, sports facility or fitness club. While development in these recreational and civic uses is allowed and encouraged, there is concern that a market may not actually exist for such uses on parcel 6. For this reason, the site's commercial recreation designation will remain only until March 1, 2000. At that time, any portion of the site which has not been developed may, at the sole and absolute discretion of the City, and after noticed public hearings, be rezoned "CA" or some other appropriate zone, at the request of the landowner without the need for a community plan amendment.

A freeway commercial center is proposed at the northeast corner of Mercy interchange, with access provided from Scripps Poway Parkway. As shown in **Figure 17**, this center is located to attract users from adjacent communities as well as employees and residents from Miramar Ranch North. The total site is about ten acres in size, with one and one-half to two acres devoted to a park-and-ride facility as discussed in **Section 3.5**.

The freeway commercial center should be developed to accommodate subregional commercial needs, taking into account Peñasquitos East and Miramar Ranch North in particular. The following uses are appropriate:

- Commercial recreation, such as sports club, hotel/motel, restaurant and/or movie theater.
- Professional and business offices and/or commercial or industrial support services.
- Financial institutions.
- Teaching institutions, such as daycare, nursery school, art school and/or trade or business school.
- Retailing establishments.
- Hospice or nursing home, subject to traffic noise mitigation.
- Service station and/or automobile repair.
- Food store and/or drugstore, under the condition that each such establishment is a minimum of 20,000 square feet in size.

Possible commercial uses in addition to the community and freeway commercial centers include commercial office and recreation in the North Ridge industrial area. Also, a recreation club is permitted south of Scripps Poway Parkway, as discussed in the **Park and Recreation Element (Section 7.2)**.

6.3 COMMERCIAL DEVELOPMENT GUIDELINES

Objective: Encourage high standards in the design, construction, and maintenance of commercial development in the community.

Commercial development should be designed, constructed, and maintained as an aesthetic asset to the community. General development guidelines are outlined in the **Sensitive Lands/Open Space Element (Section 12)**. In the **Transportation Element (Section 5)**, parking and street design are discussed. In addition, a number of guidelines specifically related to commercial development are set out below. **Table 10** provides a summary design checklist for commercial areas. Note that both the community commercial center and freeway commercial center are designated anchor projects as described in the **Design Element (Section 11.2)**.

In building and site design, all commercial development should be compatible with surrounding land uses in height and bulk. A consistent architectural style emphasizing earth tones, pastels and warm materials should be utilized throughout each commercial center. This means structures built for different functions or at different times should be harmonious. Size, location, lighting, graphic design and maintenance should be considered in the design of outdoor signs. A consistent sign motif should be employed throughout commercial projects. Internally illuminated signs are discouraged and oversized signs not proportioned to the building and pedestrian scales are inappropriate. **Section 11.1** sets forth limitations and performance standards for signs.

The principles of crime preventive design should be utilized in the planning of commercial projects. Ease of surveillance and proper security measures should be considered in building and site design.

The community commercial center should function as part of the Cypress Canyon greenway. A small mall, an outdoor gathering space, a series of patios and/or a number of covered arcades are envisioned as connecting into and working as a part of the greenway. The commercial center’s location at the intersection of Spring Canyon Road and Scripps North Parkway makes it a focal point of the greenway. It is recommended that other commercial facilities in the Ranch Center area (such as the recreation club and any commercial in the North Ridge industrial site) also be incorporated into the greenway, in order to function as an interrelated complex. Where feasible, consideration should be given to tucking the parking behind the commercial buildings next to the power easement, screened from view.

**TABLE 10
COMMERCIAL DESIGN CHECKLIST**

1. Cypress Canyon greenway.
2. Building design.
3. Signs.
4. Crime preventive design.
5. Landform and grading.
6. Drainage.
7. Landscaping.
8. Conservation practices.
9. Streets and parking.
10. Lighting.
11. Pedestrian access.

6.4 IMPLEMENTATION OF COMMERCIAL DEVELOPMENT

Objective: Support the expeditious implementation of commercial development as proposed in this Plan.

The community commercial center should be developed under CA zoning, area shopping center. This zone is designed to accommodate community shopping centers and a wide range of commercial services, while providing some flexibility in permitted uses, and minimizing adverse effects of the commercial center on nearby properties. In the event the entire site is not utilized for community commercial, public facilities are appropriate.

In addition, it is recommended that the community commercial center be developed as a planned commercial development (PCD). A PCD permits the uses allowed under CA zoning plus a range of public facilities, handicraft uses, residential, and private service-oriented and teaching-oriented facilities. Approval of the PCD application requires planning director

acceptance of a comprehensive project plan conforming to specified design criteria and development standards. The PCD public hearing process will ensure compliance with the commercial design guidelines proposed in this Plan. Because of the 36-month time limit on a PCD permit, it is suggested that a comprehensive plan for the entire commercial center be developed at the outset, with the PCD permit allowing both initial and completion phases. Convenience uses would be more appropriate for the early phase, with uses requiring a larger market demand reserved for the second phase, if that is what the market dictates.

The freeway commercial center should be developed under CA zoning area shopping center. This zone gives considerable flexibility as to land uses, including commercial office, recreation facilities, and retailing establishments.

In addition, it is recommended that the freeway commercial be undertaken as a PCD. Additional uses are permitted under the PCD; however, for residential uses, adequate traffic noise mitigation must be provided. The PCD should be utilized to implement the proposals in regard to uses outlined in **Section 6.2**. All development should be aesthetically pleasing and visually compatible within the center.

Use of a comprehensive sign plan in conjunction with the PCDs is encouraged. Signs should be included as a permitted development control in City consideration of PCDs in the community.

Implementation of commercial development is summarized in **Table 11**. Commercial in the North Ridge industrial area is discussed in **Section 5**.

**TABLE 11
IMPLEMENTATION OF COMMERCIAL ELEMENT**

Proposal	Action	Responsibility
Develop adequate commercial area to meet the basic community needs.	Permit rezoning in conformance with Plan.	Planning Commission, City Council.
Promote development following the design guidelines set out in Plan.	Utilize tentative map and PCD processes to work with developers.	Planning Committee, Planning Department.