
CHAPTER 6. COMMERCIAL ELEMENT

6.1 Goal and Objectives

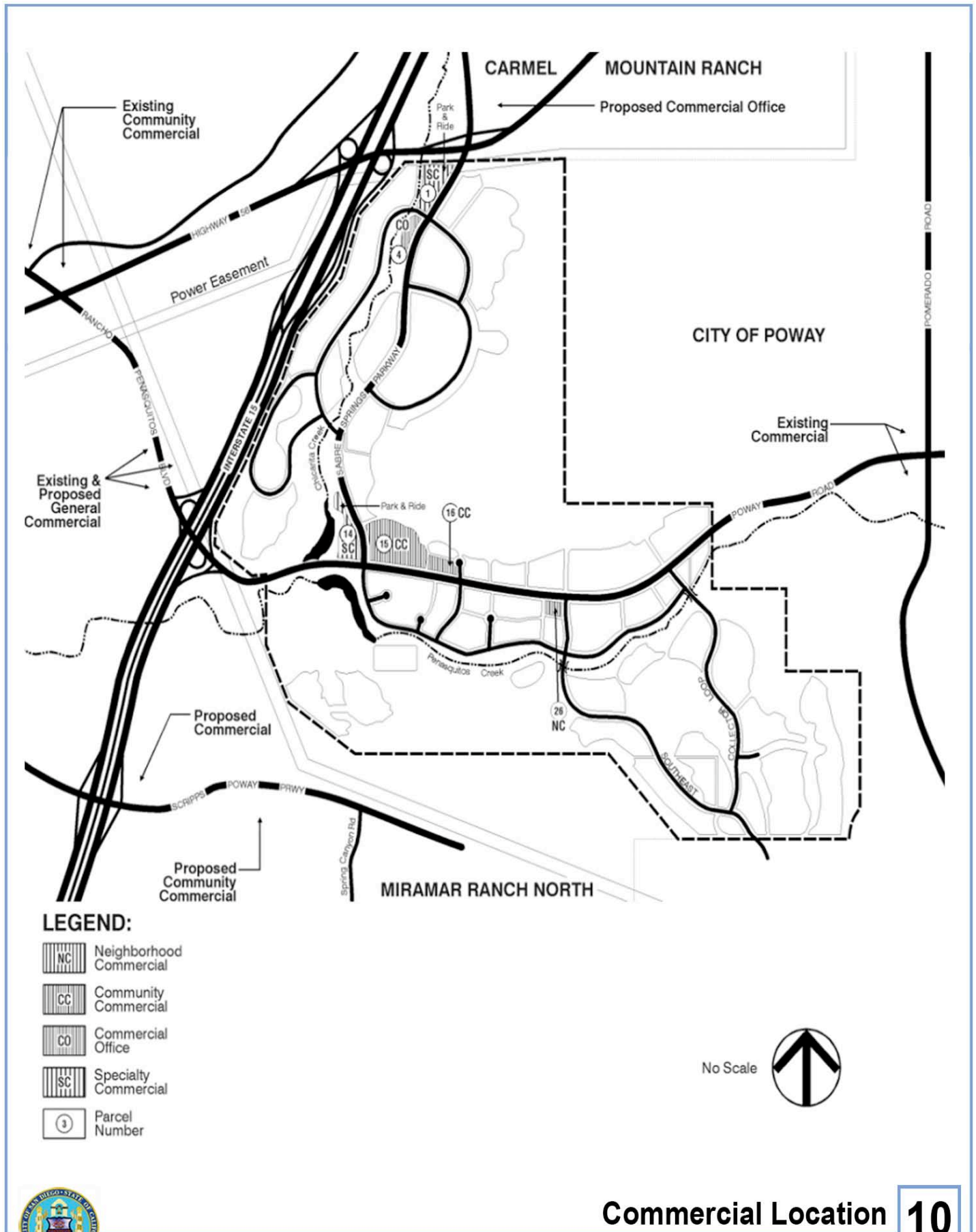
The overall goal for commercial development is to PROVIDE ATTRACTIVE, ACCESSIBLE COMMERCIAL DEVELOPMENT WHICH MEETS COMMUNITY CONVENIENCE NEEDS AND COMPLEMENTS THE FULL RANGE OF COMMERCIAL ACTIVITIES WITHIN THE I-15 CORRIDOR. The following objectives further detail this goal:

- Provide sufficient commercial area for retailing, offices and services to meet the day-to-day necessity and convenience commercial needs of community residents.
- Provide for commercial office and commercial support services to complement the industrial park activities within the community.
- Provide a highly visible, specialized commercial center within the community, tied to a lake environment.
- Complement all commercial development in the community with the existing and proposed commercial in surrounding areas, in order to adequately meet commercial needs and provide a diversity of goods and services, while ensuring market viability.
- Locate commercial projects in the community to best serve consumer needs, especially in relation to market areas, accessibility, relationship to other land use functions and environmental design factors.
- Time commercial development when feasible to the phased occupancy of residential and industrial park projects in order to meet commercial demand.
- Promote commercial development which is high-quality in design, construction and maintenance.

6.2 Need for Commercial Development

The City's General Plan requires that new communities develop convenience shopping, office and commercial centers 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 unduly intrude on the market areas of other commercial activities.

There are a number of existing and proposed commercial developments in communities surrounding Sabre Springs. Community and/or neighborhood commercial services are available in Rancho Peñasquitos, Poway, Miramar Ranch North, Mira Mesa and Carmel Mountain Ranch. Except for Mira Mesa and Carmel Mountain Ranch, most of these facilities are designed to serve local demand and are some distance away from Sabre Springs. However, a major regional shopping center exists at Carmel Mountain Ranch which includes a number of big box users and a major retail center opened in the southern portion of Escondido near I-15. Both of these centers provide community and regional commercial services to Sabre Springs.



Commercial Location **10**
Sabre Springs Community Plan **FIGURE**

Given a projected residential population of about 10,270 persons, and a service area less than two miles in diameter, neighborhood/community commercial totaling about 18 acres is required under City standards for Sabre Springs. Additional demand will be generated by persons traveling to and from Poway on Poway Road and by industrial park establishments and workers. With this expectation, Sabre Springs neighborhood/community commercial facilities should be located southward in the vicinity of Poway Road and should serve both the northern and southern halves of the planning area. Office space for commercial services should be included.

In addition to residentially-oriented neighborhood/community shopping and services, a need for commercial services and office space supporting the industrial park area can be identified. For new communities, the General Plan calls for employment centers, consisting of “small industrial park complexes with separate office and related commercial activities.” In Sabre Springs, commercial services and offices in the vicinity of the industrial park would be appropriate.

The population of Sabre Springs and the four adjacent communities is estimated to ultimately be about 117,000 persons. A specialized commercial center meeting some of the specialized/recreational commercial needs of these communities could be centrally located in Sabre Springs. Such a center could be carefully sited for adequate access, high visibility and to take advantage of good views or visual resources, such as the creeks or lakes.

6.3 Types and Locations of Commercial Development

Four commercial projects are proposed for the planning area to meet commercial needs. The locations of these projects are shown in **Figure 10** and the functions and acreages are outlined in **Table 6**. Proposed commercial area totals 34.2 gross acres, of which 2.5 acres are in commercial office and 31.7 acres are in retail/shopping and services. Of the 31.7 acres, at least 2+ acres will be devoted to park-and-ride facilities, one in Parcel 1 and another in Parcel 14. At 15 employees per acre for retail and services, and 50 employees per acre for office development, these projects will employ an estimated 601 persons.

6.4 Commercial Design and Implementation

Table 7 summarizes the design and implementation proposals for commercial projects in Sabre Springs. Zoning is recommended consistent with the commercial functions outlined in **Section 6.3** and with desired design controls. All commercial projects are recommended for development as planned commercial developments (PCDs). This is to ensure design appropriate to creek or lakeside locations and/or nearby residential uses. Approval of a PCD application requires City approval of a comprehensive project plan conforming to specified design criteria and development standards.

The proposed implementation phasing for commercial development is shown in **Table 7** and is based on the projected demand for commercial services. This is to ensure that

adequate commercial facilities accompany residential and industrial development in the community. The neighborhood commercial facilities south of Poway should be developed later in conjunction with residential development in Sabre Springs South.

In addition to the special design concerns cited in **Table 7** for each commercial project, there are a number of general concerns relating to design of commercial centers. Commercial development should be designed and operated as a functional and aesthetic asset to the community. Some commercial design considerations are outlined below:

- Ease of access and adequate parking for autos and service vehicles is critical. Access by transit, bicycle and foot should also be considered. Bicycle parking areas should be provided.
- Buildings should be sited and designed to be compatible with adjacent land uses, considering architectural style, height and bulk, all building elevations and spatial relationships.
- In the design of outdoor signs, size, location, lighting, graphic design, maintenance and project-wide consistency should be considered.
- Crime and fire preventive design and public safety should be factors in site planning and building design, as discussed in **Section 13.5D**.
- Structures and improvements built at different times within a commercial project should be designed to harmonize functionally and aesthetically.

**TABLE 6
PROPOSED COMMERCIAL PROJECTS**

Center and Location	Parcel and Acreage	Functions	Service Area
COMMUNITY COMMERCIAL Poway Road and Sabre Springs Parkway	Parcel 15 14.7 Acres; Parcel 16 2.6 acres	Provide convenience and specialized goods. Offer range of personal and professional services. Residential uses allowed under PCD. See Table 1 for details.	All Sabre Springs residential, plus persons from industrial park and Poway Road travelers.
NEIGHBORHOOD COMMERCIAL South of Poway Road.	Parcel 26 1.4 acres	Provide day-to-day necessity goods and personal services. Residential uses allowed under PCD.	Primarily Sabre Springs South plus Poway Road travelers.
COMMERCIAL OFFICE Sabre Springs Parkway and northern collector loop.	Parcel 4 2.5+ acres	Provide office space for business and professional uses or headquarters office, complementing industrial park. Residential uses allowed under PCD.	Primarily industrial park and/or subregion.
SPECIALIZED COMMERCIAL (Office and/or Commercial Support Services) Northern end of Sabre Springs Parkway.	Parcel 1 6± acres	Provide support to industrial park, including business, professional, visitor commercial, financial services and office services. Provide park-and-ride facility.	Primarily industrial park, plus general use by Sabre Springs and Carmel Mountain Ranch.
SPECIALIZED COMMERCIAL Sabre Springs Parkway and Poway Road (overlooking north lake).	Parcel 14 7.0± acres	Provide specialty retailing services, limited leisure and recreational activities, including restaurants. Provide park-and-ride facility.	Sabre Springs residential and industrial areas, travelers along Poway Road and I-15, and subregion.

**TABLE 7
COMMERCIAL DEVELOPMENT IMPLEMENTATION**

Residential Project	Recommended Rezoning	Phasing	Special Design Concerns
Parcel 1	CA-RR (Area Shopping Center, Restricted Residential) with PCD. No residential.	Provide as industrial park builds out.	Integrate with Sabre Springs industrial. Emphasize efficient car access. Respect Chicarita Creek open space. Design as entrance element into entire community and into industrial park. Provide stair connection from MTDB bus stop on Sabre Springs Parkway to park-and-ride facility. Design of park-and-ride must conform to citywide landscape standards and have adequate lighting for safety.
Parcel 4	CO (Commercial Office) with PCD.	Provide as user available.	Relate to Sabre Springs Parkway. Interface well with passive recreation area and Chicarita Creek. Carefully coordinate mix of commercial with residential use. Design as entrance element into industrial park/employment center.
Parcel 14	CA-RR (Area Shopping Center, Restricted Residential) with PCD. No residential.	Provide as I-15 corridor communities develop.	Enhance lake and creek views. Provide distinctive multistory architecture above lake. Emphasize landscaping interface with lake. Design as entrance element. Coordinate design of park-and-ride with day-care center and commercial development.
Parcel 15 & 16	CA (Area Shopping Center) with PCD.	Provide in conjunction with residential and industrial development in Sabre Springs North.	Design comprehensively for prominent site. Screen parking and integrate landscaping into design. Design as entrance into Sabre Springs North. Any mixed-use development should emphasize community-serving commercial, with a pedestrian connection provided between the residential and commercial development. The residential component shall not exceed approximately 50 percent of the gross square footage of the site prior to 2001. See footnote in Table 1 .
Parcel 26	CN (Neighborhood Commercial) with PCD	Provide in conjunction with residential development in Sabre Springs South.	Emphasize efficient car access from Poway Road. Buffer from adjacent residential uses. Relate design as entrance element into Sabre Springs South.