

- Community Shopping Center
- ..... Commercial Expansion (prop.)
- ▨ Open Space



**Community Shopping Center**  
**Tierrasanta Community Plan**

**6**  
**FIGURE**



---

## COMMERCIAL

---

### EXISTING CONDITIONS

There are three commercially designated areas in Tierrasanta: a community shopping center complex, a neighborhood center and a specialized commercial center. In addition, there is a Navy Exchange “mini-mart” in the Murphy Canyon area of the community.

The community shopping center complex is located on Tierrasanta Boulevard easterly of Santo Road. It is approximately 26 acres in size and contains over 70 businesses, including several financial institutions, a variety of community retail, service and office establishments and two gas stations.

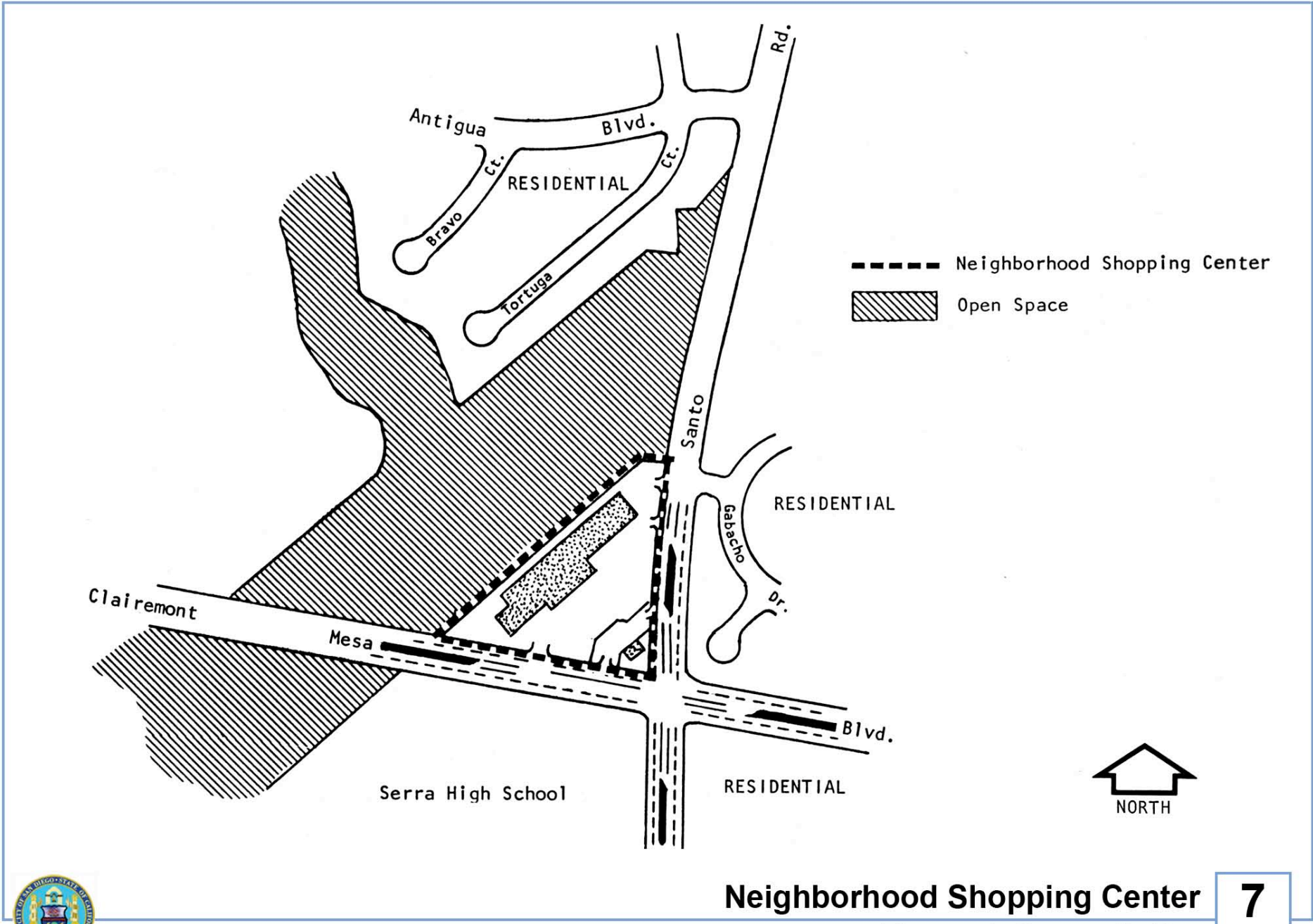
The community shopping center complex actually includes seven developments, constructed at different times with minimal integration of vehicular or pedestrian circulation. Autos are forced to use Tierrasanta Boulevard to move from one parking lot to the next. The seven developments are Tierra del Sol, Tierrasanta Town Center, Tierra Plaza, the Coldwell Banker Building, the Home Federal Building, Tierra Village and the Tierrasanta Professional Building, fronting on La Cuenta Drive (**Figure 6**).

The neighborhood center is located at the intersection of Santo Road and Clairemont Mesa Boulevard. It includes 16 businesses and covers five acres. Leading tenants include a supermarket, credit union, restaurants, a gas station and other service and office uses (**Figure 7**).

There is a small Navy Exchange “mini-mart” at the intersection of Santo Road and Orleck Street, which provides convenience goods for residents of the Murphy Canyon Naval housing. The use is expected to be relocated by the Navy to the intersection of Santo Road and Aero Drive sometime in fiscal year 1989 or 1990.

The third commercial area consists of 10.3 acres of commercially zoned land that has been set aside for specialized commercial use (**Figure 7a**). This site is located at the southwest interchange of Santo Road and State Route 52 (SR-52). Approximately three acres of this commercial property are currently in use as a church and church school. It is anticipated that the existing church will relocate to the western end of this commercial area and the remainder of the site will develop with a mixture of retail and office uses.

- The acreage designated for commercial use within the planning area appears to be adequate to serve the overall commercial needs of the community. Adequate office space is also provided for by the Plan and has been distributed primarily within three areas of the community, including the Tierrasanta Professional Building on La Cuenta Drive, the Tierrasanta Research Park on Clairemont Mesa Boulevard, and the Tierrasanta Gateway Plaza site, located at the Santo Road/SR-52 interchange.



**Neighborhood Shopping Center**

Tierrasanta Community Plan

**7**  
FIGURE



## GOAL

ENCOURAGE THE DEVELOPMENT OF COMMERCIAL AREAS WHICH UTILIZE HIGH DESIGN STANDARDS AND MEET THE NEEDS OF THE COMMUNITY.

## OBJECTIVES

- Provide properly located and adequately sized commercial areas to meet the present and future needs of the community.
- Create community focal points in the commercial areas by encouraging social and cultural facilities to locate in the same area.
- Discourage strip and spot commercial development.
- Promote the incorporation of high design standards into the development and redevelopment plans for all commercial areas. Of particular importance is the quality of landscaping, as well as the selection of architectural design and detailing, building materials and colors that are compatible with the character and quality of surrounding development.

## PROPOSALS

This Plan provides for the allocation of approximately 41 acres for commercial uses. Included are a 26-acre community shopping center complex, a ten acre specialized commercial center and a neighborhood shopping centers of five acres, as described below.

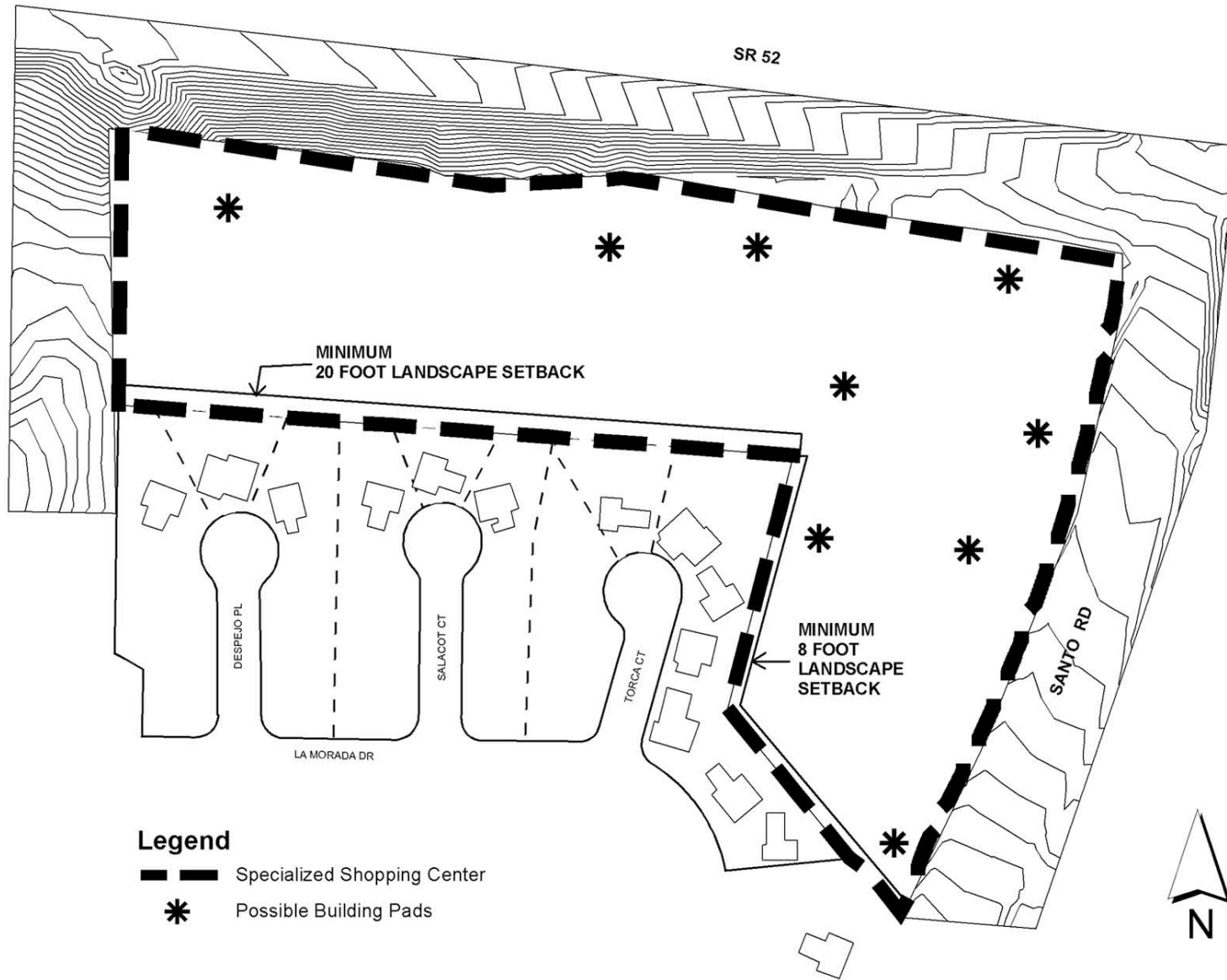
Circulation in commercial areas should be well designed and should accommodate pedestrian and bicycle traffic as well as vehicular traffic. All commercial traffic should be discouraged from crossing through adjacent neighborhoods, but should instead be diverted around identifiable neighborhood units.

Site design should also provide adequate visual and noise buffers from surrounding uses, such as with the use of landscaping or grade separation. In addition, new or remodeled commercial centers should be compatible with both the architecture and predominant color scheme of the surrounding developments. The **Urban Design Element** of this Plan provides additional specific design proposals.



### **Community Shopping Center**

The community shopping center should be allowed to expand southerly along Tierrasanta Boulevard to Ducos Place as shown on **Figure 6**. This area orients toward Tierrasanta Boulevard rather than toward residential neighborhoods to the west and south. Commercial use should be subject to a Planned Commercial Development permit (PCD), and should be limited to office, banking or a comparable use. Other uses which cause excessive traffic, noise, glare or other disruptions to surrounding homes should not be allowed.

The parking areas in the existing commercial center should be landscaped with trees and shrubs for visual relief and to provide shade. Circulation between the three separate complexes should be improved by the removal of barriers which currently separate the areas.



**Legend**

-  Specialized Shopping Center
-  Possible Building Pads

**Specialized Shopping Center**

Tierrasanta Community Plan

**7a**  
FIGURE





In addition to the main shopping center complex, there is an 8,000-square-foot lot, located at the southeast intersection of La Cuenta Drive and Baroque Lane (see **Figure 6**), which is designated for professional office use. This parcel is situated immediately to the south of the shopping center and to the west of the fire station.

Due to the proximity of this parcel to a residential area, it is essential that the project's design and permitted uses be compatible with surrounding residential development. In order to avoid any land use conflicts, this parcel shall be limited to professional office use. To ensure sensitive site and architectural design, future development of this property is subject to a Planned Commercial Development (PCD) Permit. Future development should be compatible with the neighboring residential uses in terms of bulk, scale and intensity of use, and the architectural design and color of the building should be in keeping with the character and design of nearby residences. Outdoor lighting and signage should be minimized, and adequate landscaping should be provided to screen parking and secondary entrance areas. Finally, sufficient off-street parking must be provided in order to avoid the need to park on Baroque Lane. This could be accomplished through the joint approval of a shared parking agreement with the adjacent church.

### **Specialized Commercial Center**

The Plan designates approximately ten acres of land at the southwest interchange of Santo Road and SR-52 for specialized commercial uses (**Figure 7A**). The permitted uses within this specialized commercial area include a combination of neighborhood and specialty retail uses, a theater, restaurants, office space and institutional uses, all of which will be available to serve the needs of northern Tierrasanta, as well as other residents within the Tierrasanta community. In order to maintain the specialized retail character of the center, the retail portion of this development should not be dominated by a few major users, rather the establishment of a variety of retail users should be encouraged. Accessory uses such as a convenient postal drop and a recycling center could also be incorporated into the development.

Development of this site is subject to a Planned Commercial Development (PCD) Permit in order to regulate both site design and permitted uses. Through the PCD process integrated architectural design, adequate auto and pedestrian circulation, sufficient parking to serve the proposed uses, consistent signage throughout the center, and appropriate buffering between uses can be assured. To further ensure that the commercial development will be compatible with the adjoining single-family residences to the south, the PCD should specify appropriate hours of operation for that portion of the development that abuts the residential properties and should prohibit uses such as adult bookstores and video arcades, which often create nuisances for the commercial center and surrounding residents.

The proposed development should incorporate appropriate mitigation for excessive noise from the freeway, as well as from the flight activities at NAS Miramar. Impacts to the community's circulation system, if any, should be avoided through the incorporation of traffic mitigation measures. Further, drive-through fast-food establishments should be discouraged within the center to avoid traffic congestion.

The site design should include a well-defined pedestrian circulation system that provides safe access through the parking areas to the various uses within the site. A comprehensive landscape plan should be provided that utilizes trees and shrubs not only to enhance the visual appearance of the parking area and the front of the center, but also to provide screening behind the center to reduce the center's visibility from the adjoining residential area.

Development to the north of Despejo, Salacot and Torca Courts should be sited as far to the north as is possible to avoid land use conflicts with adjoining residential uses. In addition, a combination of walls and landscaped setbacks should be provided between the proposed center and all adjoining residential properties.

The architectural design for this specialized commercial center should incorporate various design techniques such as variation in facade treatment, and other treatments to the front and back of the buildings that will enhance the center's appearance for users, as well as the adjoining residents. In addition, the bulk and scale of the buildings, as well as the basic color palette of the project, should be compatible with the adjoining single-family uses. Artificial lighting used to illuminate the center should be directed away from the adjacent residential properties. Roofing materials and colors should be selected that complement the visual quality of the adjacent residential area. All rooftop equipment should be screened from view, as should all loading and storage areas.

### **Neighborhood Shopping Centers**

#### **1. Clairemont Mesa Boulevard and Santo Road:**

This neighborhood shopping center should be maintained in its present size. Additional landscaping and other site improvements such as improved pedestrian and auto circulation, unified signage and appropriate color and façade modification should be encouraged. Future improvements to this center should be compatible with the architecture and predominant color scheme of the surrounding development..

#### **2. Murphy Canyon:**

The Navy should be encouraged to provide additional commercial facilities for the residents of Murphy Canyon. It is recommended that the Navy proceed with their plans to construct a "mini-mart," gas station and fast-food facility near the intersection of Santo Road and Aero Drive.