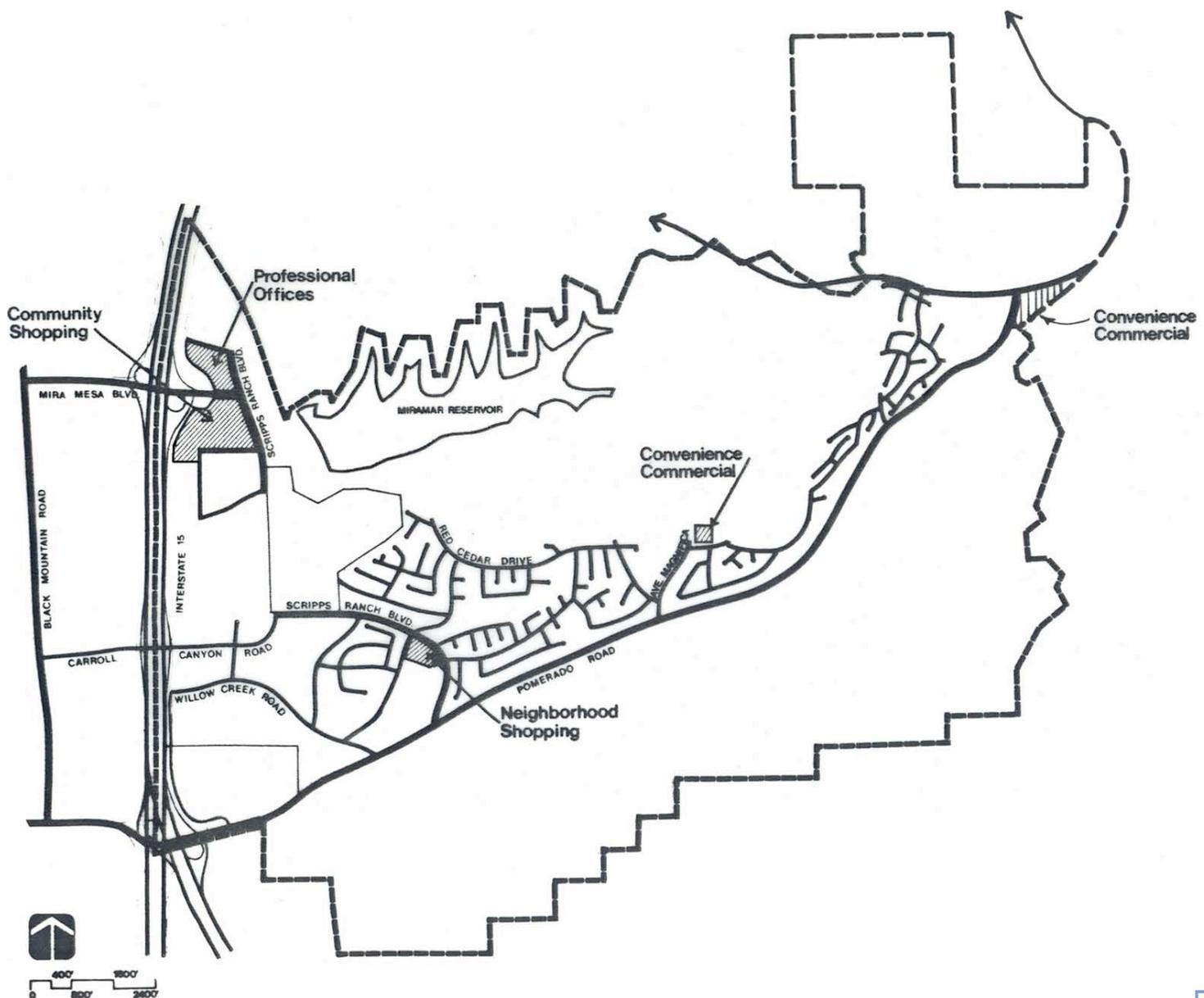

COMMERCIAL ELEMENT

OBJECTIVES

The community's overall commercial goal is to ENCOURAGE HIGH DESIGN STANDARDS WITHIN COMMERCIAL DEVELOPMENTS WHILE PROVIDING SUFFICIENT COMMERCIAL AREA TO MEET THE COMMUNITY'S NEEDS.

The following objectives expand upon this goal.

- Provide sufficient commercial area to meet the present and future needs of the community.
- Separate commercial development areas from incompatible land uses.
- Locate commercial areas so as to take advantage of pedestrian, bicycle and vehicular access routes.
- Encourage the use of eucalyptus and native vegetation in landscaping commercial areas.
- Encourage the use of crime-free design standards for commercial developments, emphasizing landscaping and lighting, which minimize the potential for criminal conduct.
- Support the development of a convenience shopping facility in the eastern area of the community.
- Encourage the high development standards associated with Planned Commercial Developments (PCDs), even when PCDs cannot be required for commercial development.



Commercial Element
Scripps Miramar Ranch Community Plan

8
FIGURE

PROPOSALS

Scripps Miramar Ranch residents presently rely on commercial facilities in Mira Mesa and other communities for many of their shopping needs. However, as the community's population increases with further development of Scripps Ranch, market demands will encourage the development of additional commercial facilities. This Plan provides for the anticipated demand through the allocation of about 55+ acres for commercial uses within the planning area.

Uses within these commercial areas can be distinguished as follows: 12+ acres for neighborhood shopping facilities; 28+ acres for community shopping facilities; and 15+ acres for professional office uses. **Figure 8** depicts the location of the various commercial land uses.

The need for neighborhood shopping facilities can best be met by full development of the remaining area in the Scripps Commercial Subdivision located at Aviary Drive and Scripps Ranch Boulevard. This seven-acre site should be adequate for a full neighborhood shopping center.

In addition to these facilities, a one-acre convenience center site should be developed in the vicinity of Jerabek Elementary School. This location can serve residents from both north and south of Pomerado Road, as well as visitors to the neighborhood park and school.

An additional four-acre convenience commercial site could be developed at the intersection of Spring Canyon Road and Pomerado Road. A commercial center with a mini-market and/or gas station at this location could serve residents at the east end of the community, as well as some residents of Miramar Ranch North. This site is designated as an optional residential site, therefore, it could develop for residential purposes at a density of 10-15 du/na in keeping with the Plan's medium-density designation. To ensure adequate regulation of design, setbacks, landscaping and buffering, the development of this site shall occur in association with a PCD.

Community shopping facilities at the 24-acre site adjoining Scripps Ranch Boulevard near its intersection with Mira Mesa Boulevard would complement other neighborhood facilities and could service Scripps Ranch and Mira Mesa residents. By including those establishments normally found in neighborhood shopping centers, this commercial area would eliminate the need for a second neighborhood shopping center in the area east of Miramar Reservoir. Most residents using Mary Ellen Road for access to Mira Mesa and I-15 would find it convenient to patronize these facilities during their daily trips to school and work.

The 3.9-acre site, located at the intersection of Hibert and Treena Streets, west of Scripps Ranch Boulevard and immediately south of the above referenced 24-acre site, shall be zoned CA and developed as a PCD to control the uses allowed on the site, ensure compatibility with surrounding development, and to provide for appropriate design review.

- Design of the building should be of high quality and must include variation in wall texture, color or material. The design shall also incorporate some form of shadow relief such as pop-outs, offsetting planes, overhangs and recesses to add visual interest and to avoid large, unbroken expanses of wall.
- Exterior building walls shall be constructed of durable, permanent material such as textured concrete, stone, brick, stucco, wood or glass. Reflective glass is prohibited, particularly adjacent to I-15, because of problems with reflected glare.
- All building elevations visible from I-15 or the street shall be well detailed and visually interesting.
- Careful design of the building roof is required because it is visible from Lake Miramar, a significant community landmark. Roof-mounted equipment should be avoided. If roof-mounted equipment is provided, however, all equipment and appurtenances shall be designed so that they appear to be an integral part of overall architectural design of the building, or sensitively screened from view.
- The site design shall also include a pedestrian pathway, distinguished by either colored or stamped concrete and/or landscaping as a linkage between the building and the parking lot.
- Landscaping of the site should incorporate the extensive use of eucalyptus trees and native vegetation with low water requirements. Parking areas should incorporate extensive landscaping and, if necessary, buffering elements to screen them from view along the street.
- Signage should advertise a place of business and be aesthetically pleasing and in scale with surrounding buildings. Additional signage design criteria is contained in the **Design Element**. A sign plan must be submitted as part of the PCD.
- Use of this facility will be limited to commercial uses with low trip generation rates, such as a furniture store, to avoid significant traffic impacts. Development of the site shall generate no more trips than those generated by a small industrial park. This site is located immediately adjacent to an industrial park and slightly north of the proposed secondary school site with its only access from a two-lane road. More intense retail commercial uses on this site could result in significant traffic impacts and, therefore, should not be permitted.

The 15-acre site located north of Mira Mesa Boulevard and west of Scripps Ranch Boulevard will remain suitable for professional office uses.

All future commercial development in Scripps Miramar Ranch should meet the following development criteria.

- Encourage extensive use of wood exteriors and earth tones to achieve architectural compatibility with existing commercial, residential and industrial development.
- Encourage commercial development which would be harmonious in scale and design with existing developments.
- Commercial developments should include buffers, preferably landscaped, which provide effective visual screening between disparate land uses.
- Although strict application of the PCD process may not be appropriate for much of the commercially-zoned land in Scripps Ranch, future development should observe the guidelines and design objectives outlined in the PCD Ordinance.
- The neighborhood convenience center in the east end of the planning area should be developed under the PCD Ordinance.
- Eucalyptus trees and native vegetation with low water requirements should be emphasized in landscaping.
- Ingress and egress routes should not cause traffic congestion problems.
- Specific commercial uses should be compatible with surrounding land uses.
- Commercial development proposals should be made available to the community's architectural review board so that it may provide input at future public hearings.
- Commercial facilities should accommodate pedestrian and bicycle traffic, as well as vehicular traffic.
- Signs should be unobtrusive and tastefully designed for identification purposes only; internally illuminated signs are strongly discouraged.