

MATRIX COMPARISON OF DIFFERENT PROPOSALS

Previous Staff Recommendations presented at the Planning Commission Hearing of April 8, 2004	Large Retail Advocates	SKU Ordinance	John Ziebarth's Proposal
<p><u>THRESHOLD</u> for applicability of discretionary review: A large single-tenant retail establishment greater than 75,000 square feet and not exceeding 150,000 square feet allowed via a Process 4 Conditional Use Permit in all Commercial--Community Zones, all Industrial Zones (with exception of Industrial--Park Zones), and all Planned Districts with exception of Centre City Planned District. Large single-tenant retail establishments (greater than 75,000 square feet) permitted by right and without limitations in the Commercial--Regional Zones and Centre City Planned District area.</p>	<p>According to Home Depot representative, the threshold for applicability of discretionary review should be 100,000 square feet per SANDAG's definition of Community Shopping Center (Traffic Generation Rates Guide for San Diego Region).</p> <p>Walmart and Costco opposed to the SKU ordinance.</p>	<p>No food, beverage, or groceries facility shall be established or enlarged if such facility would contain more than 130,000 square feet and more than 30,000 stockkeeping units (SKU) and more than 10 percent of its gross sales revenues would come from non-taxable items.</p>	<p>Threshold for applicability of discretionary review: 100,000 square feet per SANDAG's definition of Community Shopping Center (Traffic Generation Rates Guide for San Diego Region) and no building size limitation. The proposal does not include the SKU ordinance.</p>
<p><u>PERMIT TYPE/PROCESS:</u> Conditional Use Permit Process 4</p>	<p>Site Development Permit (according to Home Depot representative)</p>	<p>Food, Beverage or Groceries as a Limited use (L) rather than Permitted use (P) in the Use Regulations Tables.</p>	<p>Site Development Permit Process 3</p>

<p><u>BUILDING ARTICULATION:</u> Large single-tenant retail establishments in Commercial--Community Zones to comply with the following as supplemental regulations to the CUP:</p> <p>(a) A minimum of three material changes, such as glazing, tile, stone or varied pattern/texture shall be provided in street (facing) wall surfaces, where no one material shall cover less than 10 percent of the wall area or more than 60 percent of the wall area.</p> <p>(b) Each structure shall incorporate at least three architectural features from the following menu as major components of the design theme:</p> <ol style="list-style-type: none"> (1) Pilasters (2) Trellises (3) Awnings or extended covered entries (4) Arcades (5) Varied roof lines or roof cornices (6) A minimum of 25 percent of street wall area transparent with clear glass visible into a commercial use 	<p>In general, some concerns about the practicality of applying some of these design requirements, such as transparency requirements, material changes, and clerestory windows (according to Home Depot and Costco representatives).</p>	<p>Does not specifically address this issue.</p>	<p>Incorporate item (a) under staff's recommendation as part of item (b) under staff's recommendation and apply the building articulation requirements towards development of large retail buildings over 50,000 square feet in size as part of the overall Land Development Code (LDC) regulations versus as part of supplemental regulations for a CUP.</p>
---	--	--	---

(7) Clerestory windows			
<p>LANDSCAPING: Street yard planting requirements (100% of front and street side setbacks and 25% of balance of street yard) and remaining yard planting requirements (30% of remaining yard).</p> <p>Façade planting area requirements applied in large retail development (“Within the <i>street yard</i>, a facade planting area, as shown in Diagram 142-04B, shall be provided that abuts the <i>street wall</i> and is at least equal to 50 percent of the length as determined by adding the lines connecting the outermost points of the structure along the street wall as shown in Diagram 142-04C, and that has a width of at least 9 feet measured perpendicularly to the building.”).</p> <p>Vehicular use area planting requirements where a required planting area of 8 feet in width is necessary to separate the vehicular use area located in the street yard from the curb in the public right-of-way; this requirement does not apply towards large retail establishments in the CC zones.</p>	<p>Opposition to the City’s façade planting area proposal.</p>	<p>Does not specifically address this issue.</p>	<p>Façade planting area requirements applied in the industrial zones should not be applied towards development of large retail establishments due to a couple of reasons. First, the industrial façade planting requirements were established because no building articulation was required of industrial buildings. Secondly, a 9 feet planting strip against the building does not necessarily create a pleasant pedestrian experience. Propose addressing façade planting goal using a point system to allow more flexibility in the design.</p> <p>Support staff’s vehicular use landscape buffer and setback landscape requirement.</p>

Diagram 142-04B
Industrial Facade Planting Areas

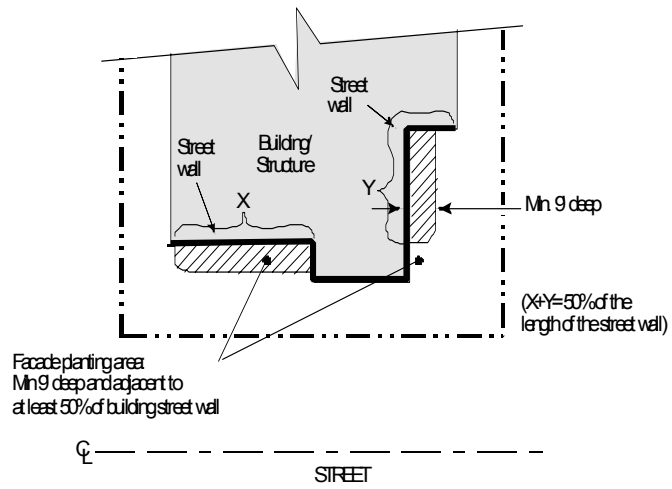
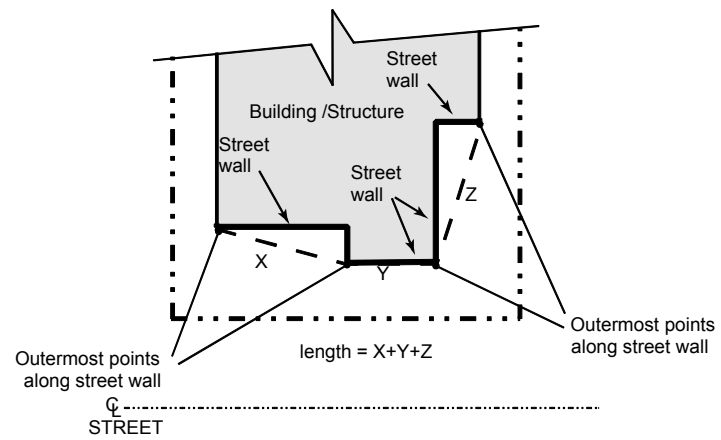


Diagram 142-04C
Industrial Facade Area Street Wall Length



pc (9-16-04)