INDUSTRIAL LAND USE

The 1970 Midway Community Plan designated two areas for industrial use: 1) the 35-acre area bounded by Kurtz and Camino del Rio West; and 2) the 50-acre Plant 19 Site located between Pacific Highway and I-5.

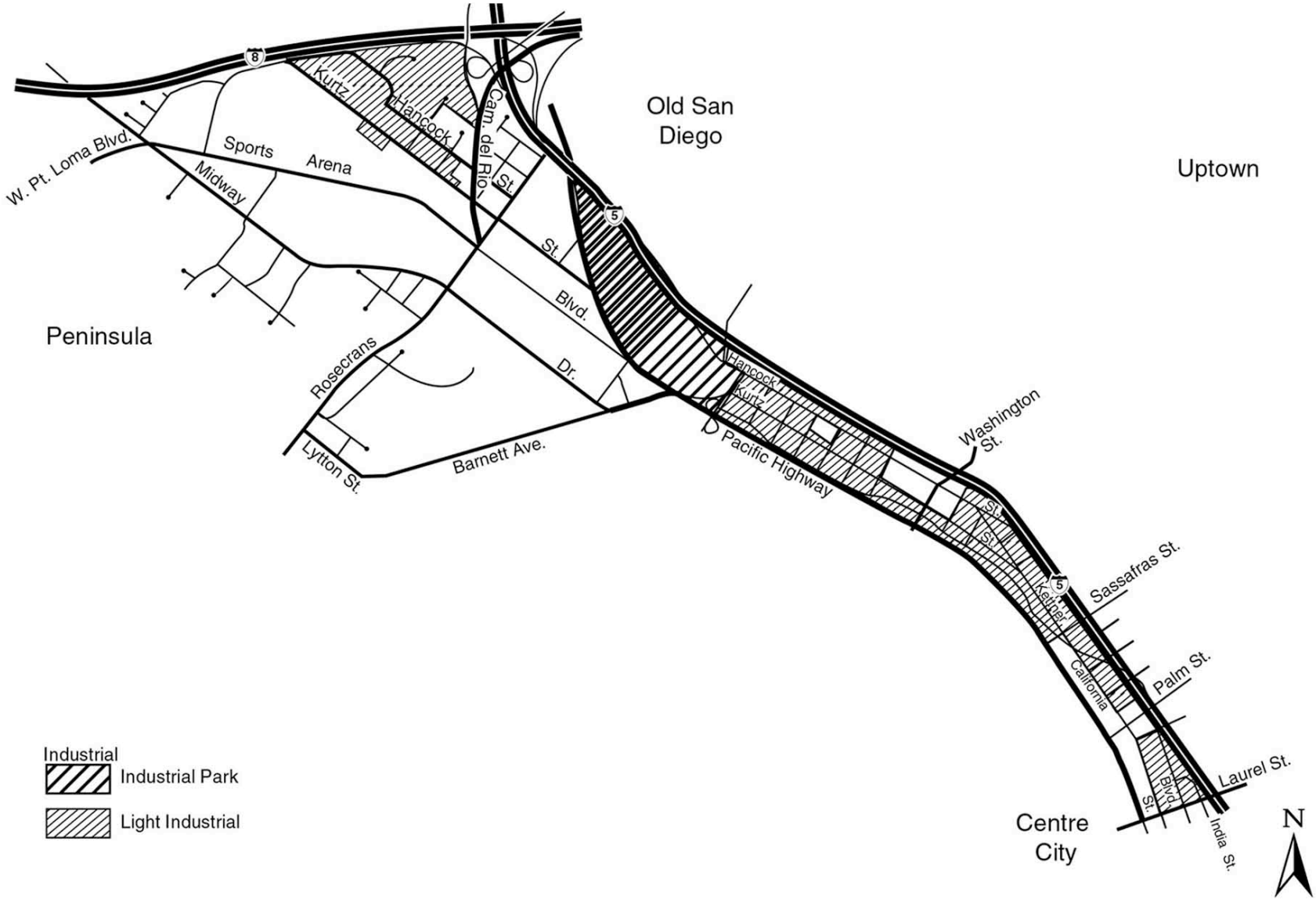
The Pacific Highway Corridor, located between I-5, the Pacific Highway, Witherby Street and Laurel Street, has not previously been included in an adopted community plan. The area is, however, designated for light industrial use by the General Plan. Historically, the Pacific Highway Corridor was associated with the Middletown and Uptown communities. Upon the construction of I-5, the area became physically isolated from those communities and is now linked only by a few pedestrian and auto underpasses and one pedestrian bridge which spans I-5 at Redwood Street.

POLICY

Preserve the existing industrial areas for industrial use, develop additional industrial areas where appropriate, and provide for the physical rehabilitation and economic revitalization of industrial areas through both public and private efforts.

FURTHER

- Upgrade the physical environment and visual appearance of industrial areas.
- Prevent further encroachment into industrial areas by unrestricted commercial uses.
- Provide, where appropriate, adequately sized sites for industrial park development.
- Design and locate industrial development so that negative impacts such as air, noise and visual pollution, traffic congestion and circulation conflicts will be minimized.
- Ensure adequate transportation and enhance circulation and access throughout the industrial areas.
- Redevelop the Pacific Highway Corridor in a manner that complements the proposed trolley extension.
- Protect and preserve San Diego's cultural heritage through the adaptive reuse of industrial buildings with historical and/or architectural significance.
- Consolidate and redevelop small parcels.



Industrial Land Use Designations

Midway/Pacific Highway Corridor Community Plan

15
FIGURE

ACTION PLAN

Implementation Measures	Timing			Responsibility For Implementation	Source of Funding	Index to Action Detail
	Adopt With Plan	Next Five Years	Six to 20 Years			
Apply industrial zoning as described in the Specific Recommendations of this element and as shown on Figure 12	●			City Council	N/A	Specific Recommendations A and B, **Figure 12**
Apply the Community Plan Implementation Overlay Zone—Type B to properties abutting the Canal Influence area to facilitate acquisition of canal right-of-way and conformance with design standards	●			City Council	Reimbursable	**Figure 13**
Increase sign code enforcement and require projects to follow the development and urban design guidelines of this element		●	●	Planning Department	City, Reimbursable	Development Criteria and Urban Design Guidelines pp. 72-74

SPECIFIC RECOMMENDATIONS

A. Light Industrial

The application of the light industrial land use designation in the Kurtz Street area and the Pacific Highway area between Washington and Witherby will provide for the continued operation of industrial use. Apply the Manufacturing-Small Industry (M-SI) Zone to restrict inappropriate commercial uses and ensure the retention of this area for industrial uses.

B. Industrial Park

Should the Air Force relocate and/or sell the Plant 19 site and/or the adjacent parking/storage area, the Industrial Park land use designation is intended to provide development criteria for redevelopment of these large lot parcels which are highly visible from two major entranceways into the City. Rezone these sites from Midway Planned District, the Industrial (M-l), and the General Commercial (C) Zones to the Manufacturing-Industrial Park (M-IP) Zone.

In anticipation of future re-use, the single-user regional post office facility should also be rezoned to the M-IP Zone.

Development Criteria

1. Require adequate off-street parking and loading facilities to serve all industrial activities.

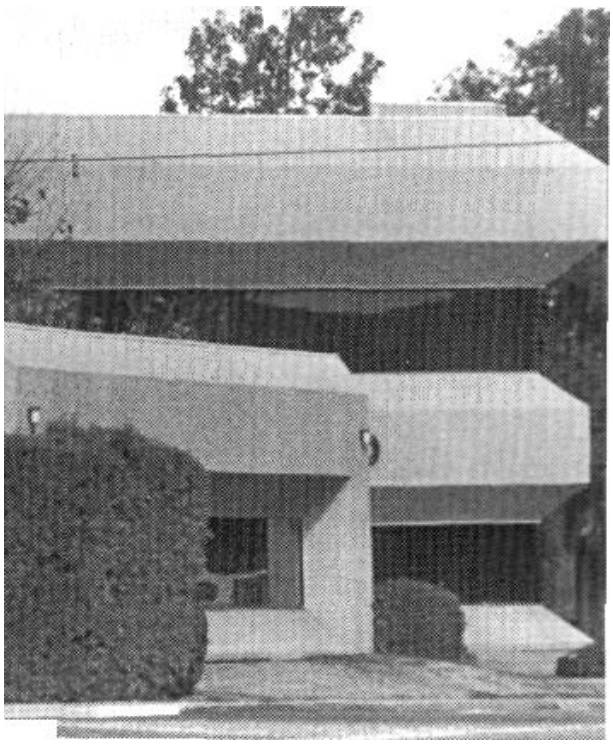
2. The underground installation of overhead utility lines should be implemented in a timely and coordinated manner.

3. In the event that industrial relocations occur, all designated historic sites should be rehabilitated for reuse under a discretionary review process.

4. Utilize the City's Transportation Demand Management (TDM) program to consider a parking reduction for those projects which provide and maintain transit transportation incentives for employees, i.e., bus or trolley transit subsidy; company sponsored car-pooling programs; staggered work hours; and/or similar programs.

5. Consolidate curb cuts as properties redevelop, as recommended in the **Circulation Element** of this Plan.

Urban Design Guidelines



1. Articulate and vary the height of facades on industrial buildings, and provide transitions in scale. Building colors should be light earth tones, pastels, white, or cool gray. Exceptionally bright colors should be avoided as they often create cluttered, harsh, and inharmonious environments and tend to fade exceptionally fast, resulting in unattractive hues.

   Decorative graphics may be used to enhance certain buildings by breaking up long expanses of wall surface—provided that specific products are not advertised.

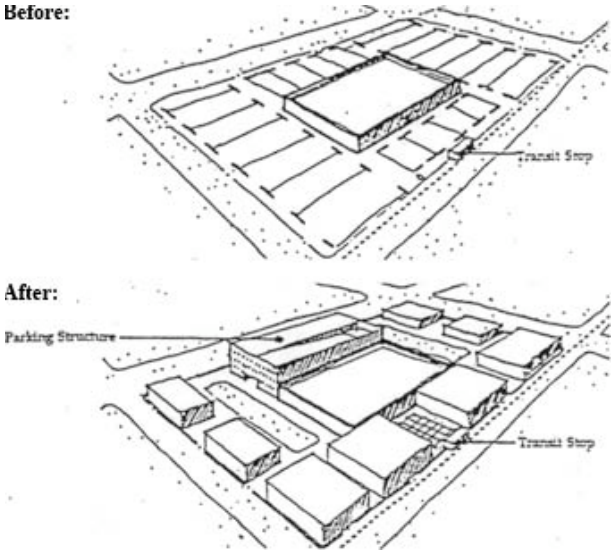
C. Incorporate pedestrian sidewalks and access ways, bikeways, trolley stations, and auto circulation considerations into the design of the project, thereby establishing physical linkages between project and community circulation systems.

D. Parking areas should be located toward the rear half of the lot, between buildings, in structures, or placed underground if feasible.

E. If the proposed industrial use is located at an existing bus stop, a well-lit bench or bus shelter should be provided for public use and the design of the structure should facilitate the use of public transportation.

F. Incorporate bicycle storage facilities and an appropriately sized employee recreational area into the design of each project.

G. All commercial and industrial projects should provide sufficient landscaping as required by the citywide Landscape Ordinance. Street trees placed in parkways, sidewalk grates or planter boxes are encouraged. If the citywide landscaping and/or parking standards are infeasible, then the project should be developed through a discretionary review process in order to employ alternative means for achieving site design standards.



7. Storage yards, parking areas and outdoor assemblage areas which are visible from the public right-of-way should be screened. Solid walls or facades should be broken up with recesses and visually softened by landscaping. If feasible, landscaped areas should be placed between the fence and the sidewalk.

8. All rooftop appurtenances and mechanical equipment which are visible from the public right-of-way and other public places should be treated as architectural design elements and/or visually screened. Prohibit rooftop storage.

9. All sign plans must meet the following guidelines and standards:

   a. Limit colors and typefaces to two.

   b. Freeway-facing wall signs shall be flush with the building facade.

   c. Utilize monument signs rather than pole signs.

   d. Total amount of signage shall not exceed the citywide Sign Ordinance.