





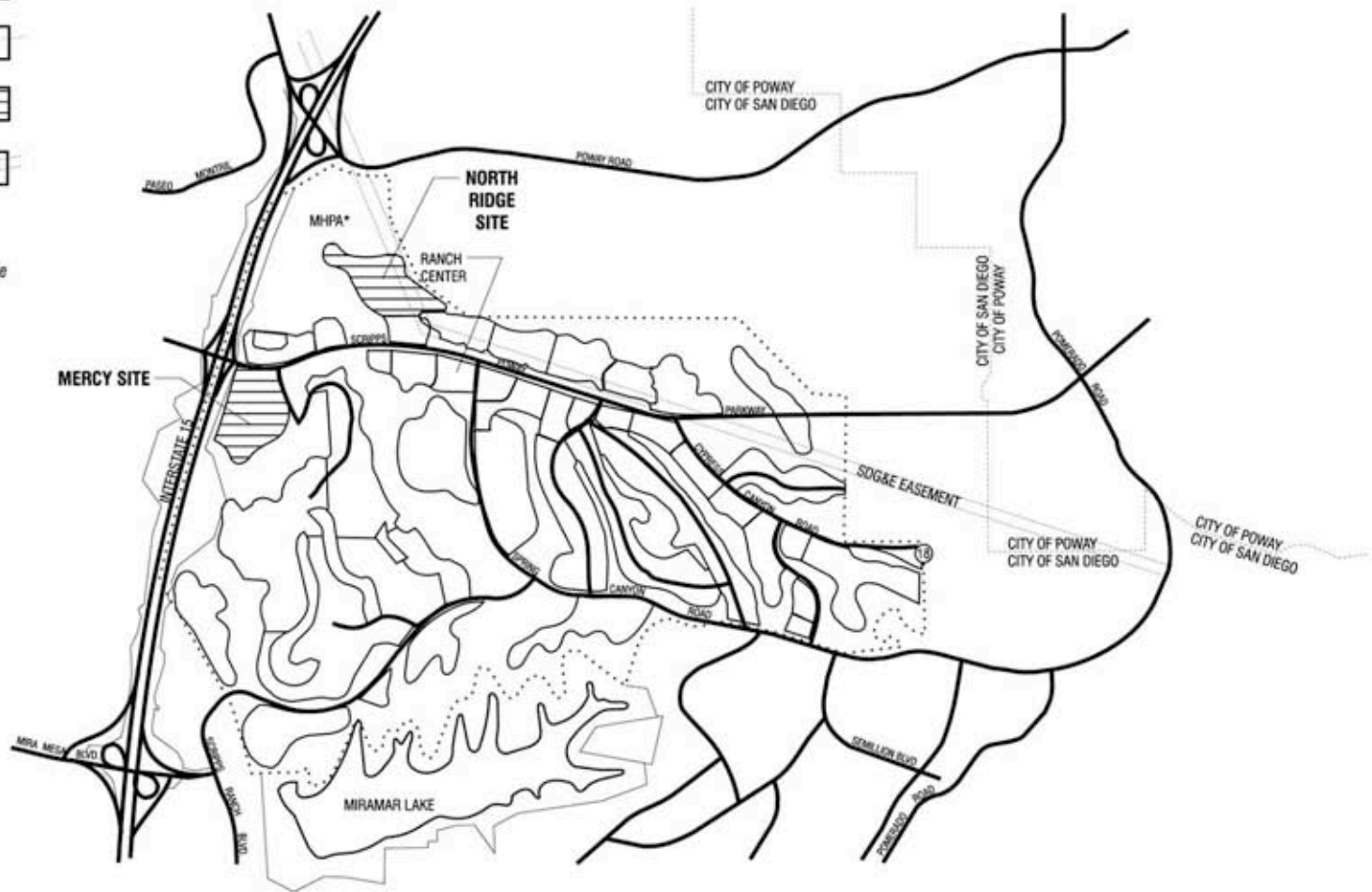
LEGEND:

- PLANNING AREA BOUNDARY 
- MUNICIPAL BOUNDARY 
- INDUSTRIAL/BUSINESS PARK 
- POWER EASEMENT 

NOTES:

Alignment of roads shown may change during final design.

**MHPA: Multiple Habitat Planning Area*



Location of Industrial Development

Miramar Ranch North Community Plan

15

FIGURE

SECTION 5: INDUSTRIAL ELEMENT

Goal: Promote industrial and business park development which provides employment opportunities while enhancing the physical environment of the community (**Figure 15**).

5.1 NEED FOR EMPLOYMENT OPPORTUNITIES

The General Plan calls for development of employment centers in “planned urbanizing areas” such as the I-15 corridor. This is part of the City’s effort to develop a sound employment base and a diverse economy including manufacturing. According to the General Plan, employment centers are supposed to be well located, in order to provide residents of new communities with realistic employment opportunities without long distance commuting. Small industrial park complexes situated throughout the urbanizing area are considered desirable.

The Miramar Ranch North planning area should provide employment opportunities within its boundaries. Employment centers inside the community should supplement other industrial/business park developments in the I-15 corridor. Complexes currently exist in Scripps Ranch, Mira Mesa, Kearny Mesa and Rancho Bernardo, while industrial development is expected in the developing communities of Carmel Mountain Ranch and Sabre Springs.

It is proposed that Miramar Ranch North could accommodate around 60 acres of industrial/business park development. Manufacturing, scientific and corporate headquarters uses would probably be emphasized, drawing employees from surrounding residential areas. However, servicing, warehousing and wholesaling uses are also possible. Except as noted, areas designated for industrial park development in this Plan should be protected from encroachment by unacceptable uses, in order to preserve industrial acreage and employment opportunities. Community and business support facilities and services should be permitted in the industrial parks. Examples of such facilities are private schools, daycare centers and healthcare facilities; however, such uses should not exceed 15 percent of the industrial land allocation.

Assuming approximately 18 employees per gross developable acre, 60 acres of industrial park would generate about 1,080 jobs.

5.2 LOCATION OF INDUSTRIAL DEVELOPMENT

Objective: Locate industrial/business park land uses in areas appropriate to environmental conditions, the circulation system and the overall land use pattern of the community.

As shown in **Figure 15**, industrial park uses are designated in two areas of the planning area: North Ridge and Mercy. Together, these sites total approximately 60 acres of industrial development. Each area is located within relatively easy access of the freeway, requires moderate but not excessive grading for development and fits into the overall land use pattern of the community.

North Ridge should be developed as a business park with lots ranging from one to five acres in size and should be utilized for industrial park and possibly commercial office uses. A technical/trade school and a daycare center are also considered appropriate. The Mercy industrial area is sited in a hollow directly abutting the freeway. The estimated 39 acres available should be utilized for light industrial uses such as manufacturing, wholesale distribution and warehousing. Commercial office uses may be more appropriately located in the North Ridge area or at the freeway commercial center. The lot size should be flexible. A recreation vehicle storage area screened by mini-warehousing facilities should be considered for the Mercy area.

5.3 INDUSTRIAL DEVELOPMENT GUIDELINES

Objective: Require high standards of design, materials and workmanship in business park development.

To ensure a high quality of industrial development in the community, all industrial park projects should meet the development guidelines outlined below. Additional guidelines are set out in the **Sensitive Lands/Open Space Element (Section 12)**, the **Transportation Element (Section 3)** and the **Design Element (Section 11)**. **Table 8** provides a design checklist for industrial development.

**TABLE 8
INDUSTRIAL DESIGN CHECKLIST**

1. Land use compatibility.
2. Site planning.
3. Building design.
4. Signs.
5. Landform and grading.
6. Drainage.
7. Landscaping.
8. Conservation practices.
9. Streets and parking.
10. Lighting.
11. Pedestrian access.
12. Employee recreation.

Particular care should be taken to design industrial development compatibly with surrounding land uses. Buffers between residential areas and industrial uses are especially needed, such as grade separations, open space zones and landscaping. In addition, roofscapes should be as aesthetically pleasing as possible in the Mercy and North Ridge industrial areas, since residential areas look out over these projects. All storage areas should be screened with fencing and landscaping.

To the extent possible, each of the four industrial park areas should be comprehensively designed at the outset. Site planning should emphasize visual variety in lot sizes, level changes and street design, rather than mass grading to a grid pattern of flat rectilinear lots. At the same time, each industrial area should create an overall harmonious atmosphere. Projects in these areas should be approved as Planned Industrial Developments (PID). Building design should consider the massing of buildings. Large bulky buildings ordinarily characteristic of industrial parks would better be broken up by height changes, shadow relief, clustering and similar measures, especially at the North Ridge sites. Rear elevations of buildings facing into canyons or visible from streets should be as well detailed and visually interesting as that normally provided for front elevations. The use of earth tones and warm, textured materials is considered especially appropriate.

Outdoor signs should be aesthetically pleasing as well as functional. Size, location, design, lighting and maintenance should be considered in their design. The chief purpose of signs should be identification rather than advertisement. Internally illuminated signs are strongly discouraged. **Section 11.1** details implementation of sign controls and performance standards.

The use of private roads may be considered for all three sites. In the case of the North Ridge site, a public through-road from Spring Canyon Road north and along the north ridge into the residential area to the east should be provided.

Consideration should be given for employee recreation needs. Provision of recreational amenities in individual development projects is encouraged. Such facilities could include shower facilities, compact “par” exercise courses, lockers and workout rooms.

5.4 IMPLEMENTATION OF INDUSTRIAL DEVELOPMENT

Objective: Provide for the implementation of the industrial proposals in this Plan.

The industrial park areas should be developed under proper rezoning. The North Ridge and Mercy sites should be designated M-IP, (Manufacturing for Industrial Park development). Approval of development plans requires review of detailed plans by the Planning Commission as part of the PID process.

Table 9 summarizes the actions and responsible parties for implementation of the industrial proposals.

TABLE 9
IMPLEMENTATION OF INDUSTRIAL ELEMENT

Proposal	Action	Responsibility
Provide substantial industrial acreage protected from other uses.	Approve industrial uses only in designated industrial areas.	Planning Commission, City Council.
Develop the types of industrial in the assigned locations designated in Plan.	Permit rezoning in conformance with Plan.	Planning Commission, City Council.
Promote development following design guidelines set out in Plan.	Utilize tentative map and planned development processes (PID) to work with developers.	Planning Committee, Planning Department.