

# **CIRCULATION**

## **BACKGROUND**

The circulation network of Pacific Beach is composed of major, collector and local streets arranged in a grid on the flat lands or plains, and contoured on the slopes of Soledad Mountain in the northern portion of the community (Figure 7). The community is served by Interstate 5 from the east and Interstate 8 from the south. The community-based circulation system is heavily utilized during daily peak hours as a through access route from La Jolla and Mission Beach, and as a coastal access route on several key streets--including Garnet and Grand Avenues and Ingraham Street. Because of this, some streets within Pacific Beach have had to accommodate large traffic volumes.

The Transportation Study (see Appendix J) prepared by the City's Engineering and Development Department points out that most congested locations in Pacific Beach are on east-west major streets and streets that lead to Interstate 5. The two worst street sections are Beryl Street from Donaldson Drive to Soledad Mountain Road and Garnet Avenue between Gresham Street and Haines Street. In a traffic volume comparison at 42 locations, 17 (40 percent) were carrying more than their designed capacity; the two street sections identified above (Beryl Street and Garnet Avenue) were carrying approximately double their designed capacity.

The four major public transit corridors through Pacific Beach are: Ingraham Street, Garnet and Grand Avenues, and Mission Boulevard. Ridership is good on these routes, but the routes run infrequently and are inconvenient to many residents.

According to the 1990 Census, 13 percent of Pacific Beach's population is elderly and retired. Some of the community's residents are also physically challenged. For a public transit system to be effective, it must serve these special populations with frequent, convenient service.

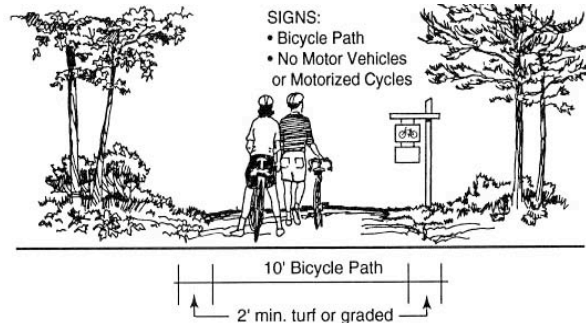
Some street classifications shown on Figure 7 do not exist in the Street Design Manual. Rather, they reflect the existing function of the street. No improvements are recommended for these streets with the exception of those listed in this plan.

The community is served by five inter-community bus routes (see Figure 8). During summer months this transit service has been supplemented by the "Sunrunner," which transports residents and visitors to and along the beach for a nominal fare. While the regular bus service maintains a healthy ridership, and the Sunrunner continues to augment transit services during the peak tourism period, it is unfortunate that private automobile use continues to be more attractive than public transit, even though congestion continues to worsen particularly during summer months. The Sunrunner has been a seasonal service and may not be depended upon in the future for the kind of year-round intra-community service required to convince drivers to leave their cars at home.

Transit corridors are identified in Figure 8. These corridors represent commercial and multifamily residential areas where new development can enhance transit usage by incorporating transit-oriented development features. It should be noted that these features are not applicable to the portion of the transit corridors running through areas designated for single-family development.

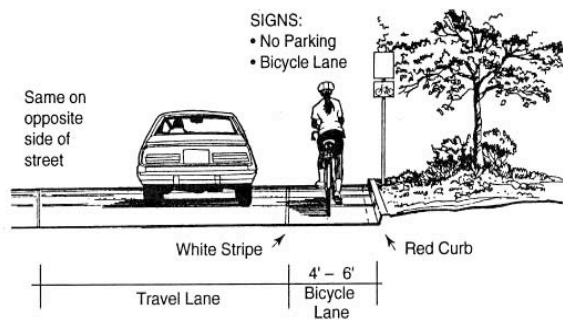
The Pacific Beach bicycle network connects with the citywide commuter-oriented bikeway system. This system encourages bicycle usage for both leisure and work trips, thereby helping to relieve traffic congestion and improve regional air quality.

Three bikeway classifications are used throughout the City of San Diego. The three classifications are Class I (bike paths), Class II (bike lanes), and Class III (bike routes). Class I bicycle facilities (typically located in open space areas) consist of a completely separate right-of-way for the exclusive use of non-motorized vehicles. Class II facilities (typically located on major streets) consist of a restricted right-of-way on the paved road surface alongside the traffic lane nearest the curb. These facilities are identified by special signs, lane striping, and pavement markings.



**CLASS I**  
(Typical location - open space)

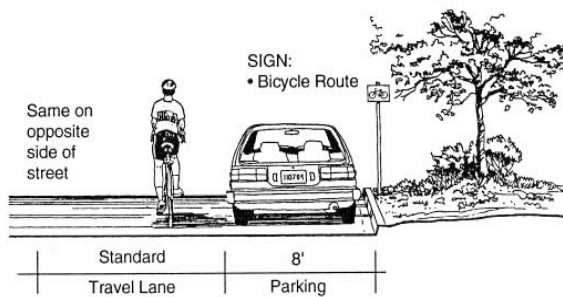
**Bicycle Path:**  
A completely separate right-of-way for the exclusive use of non-motorized vehicles.



**CLASS II**  
(Typical location - major street)

**Bicycle Lane:**  
A restricted right-of-way located on the paved road surface alongside the traffic lane nearest the curb, and identified by special signs, lane striping, and other pavement markings.

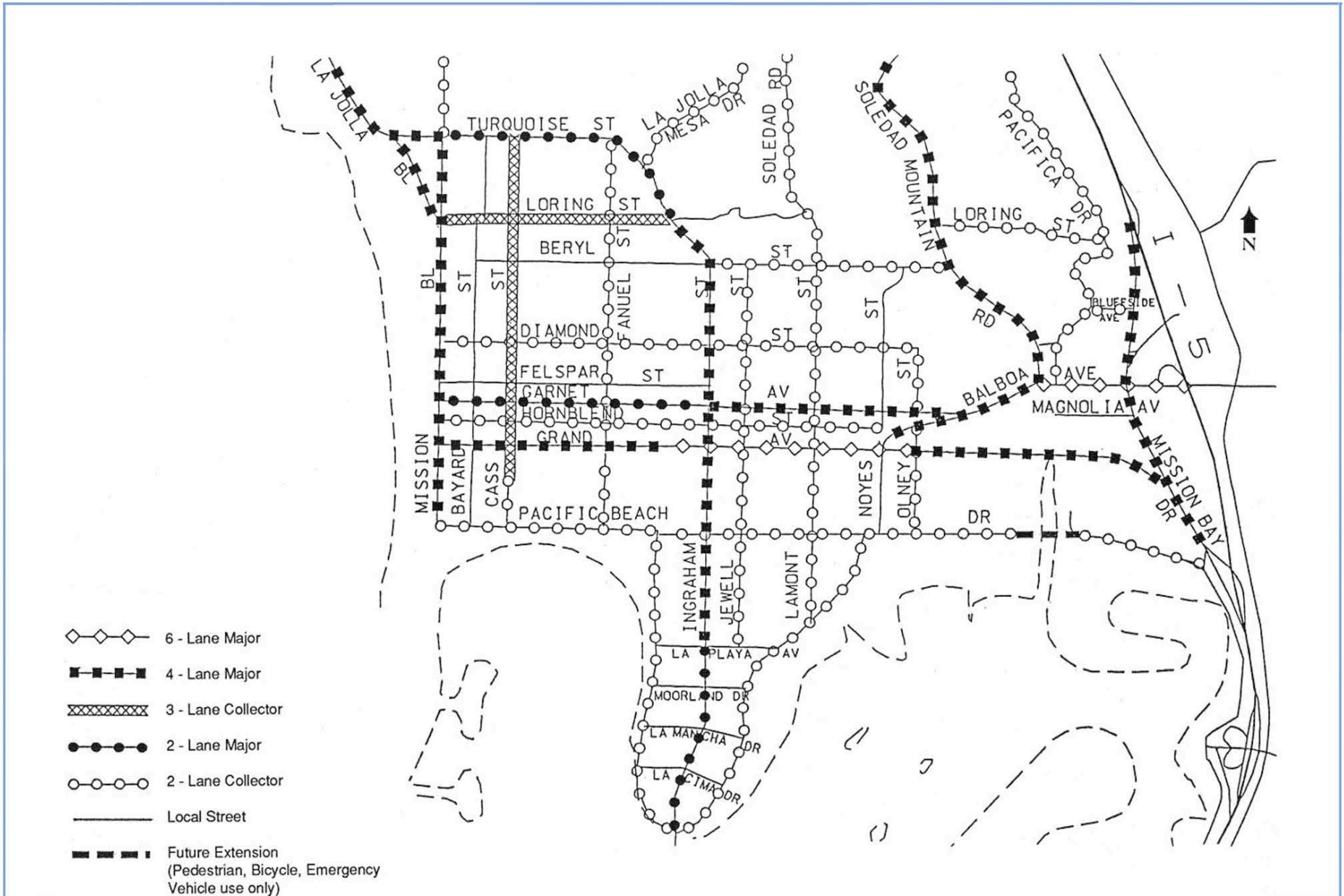
Class III facilities (typically located on neighborhood streets) consist of a shared right-of-way designated by signs only. With Class III facilities, bicycle traffic shares the roadway with motor vehicles. Pacific Beach's bicycle network contains all three classifications of bikeway facilities (see Figure 9).



**CLASS III**  
(Typical location - neighborhood street)

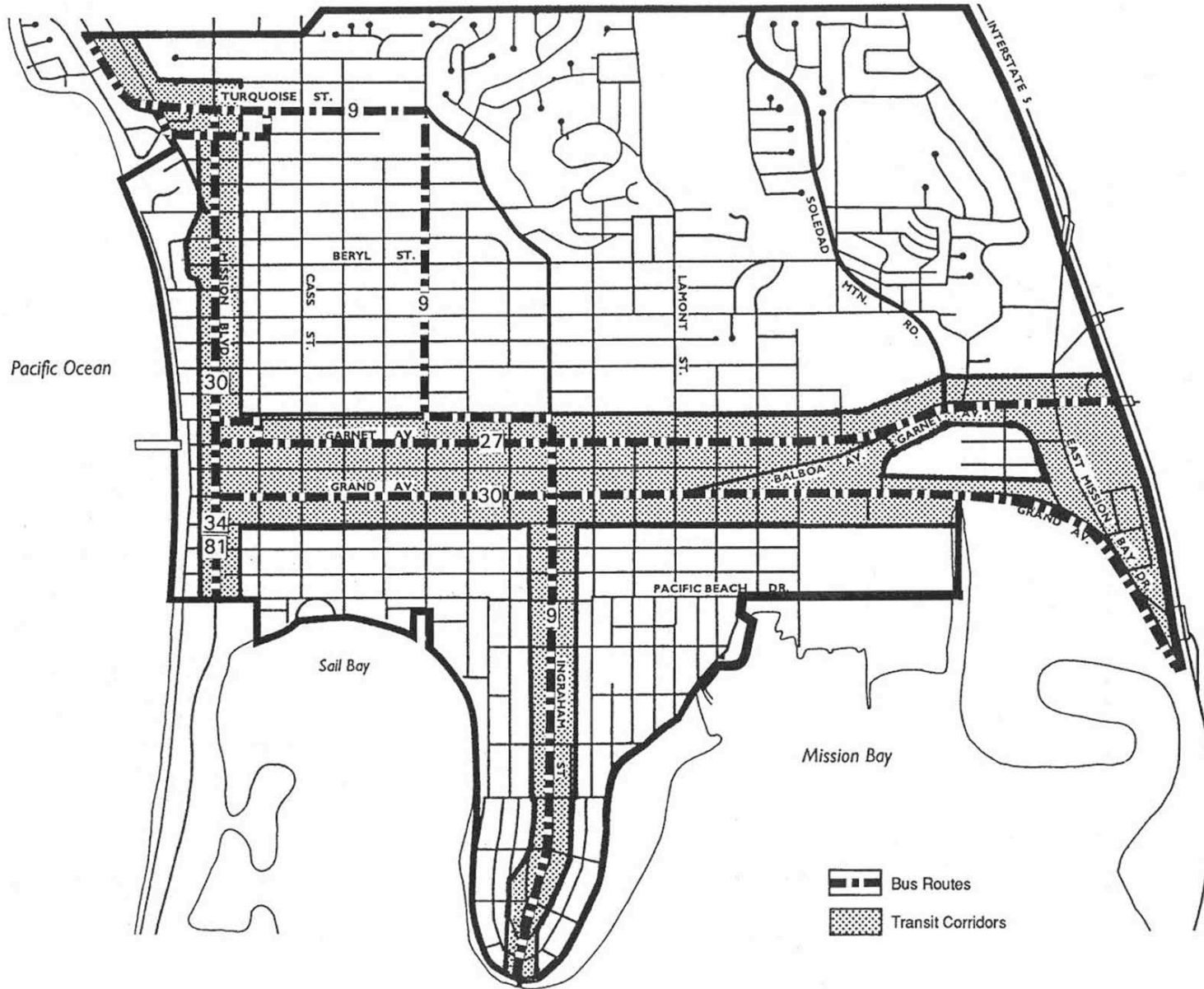
**Bicycle Route:**  
A shared right-of-way designated by signs only, with bicycle traffic sharing the roadway with motor vehicles.

In addition to the commuter-oriented bikeway system, Pacific Beach has numerous recreational bicyclists who also use the boardwalk and various trails along the perimeter of Mission Bay.



**Street Classifications**  
**Pacific Beach Community Plan**

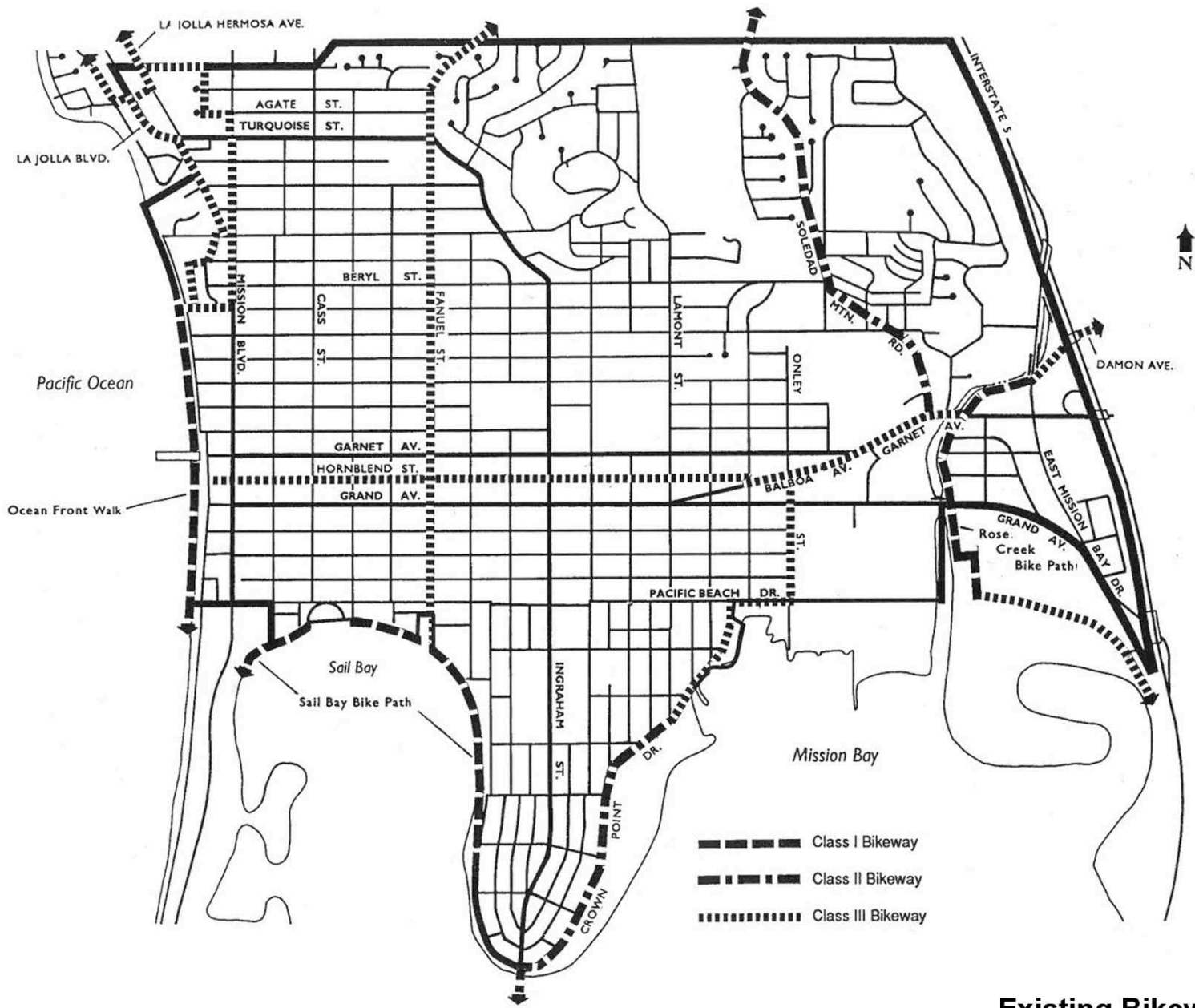
**7**  
**FIGURE**



**Bus Routes/Transit Corridors**  
**Pacific Beach Community Plan**

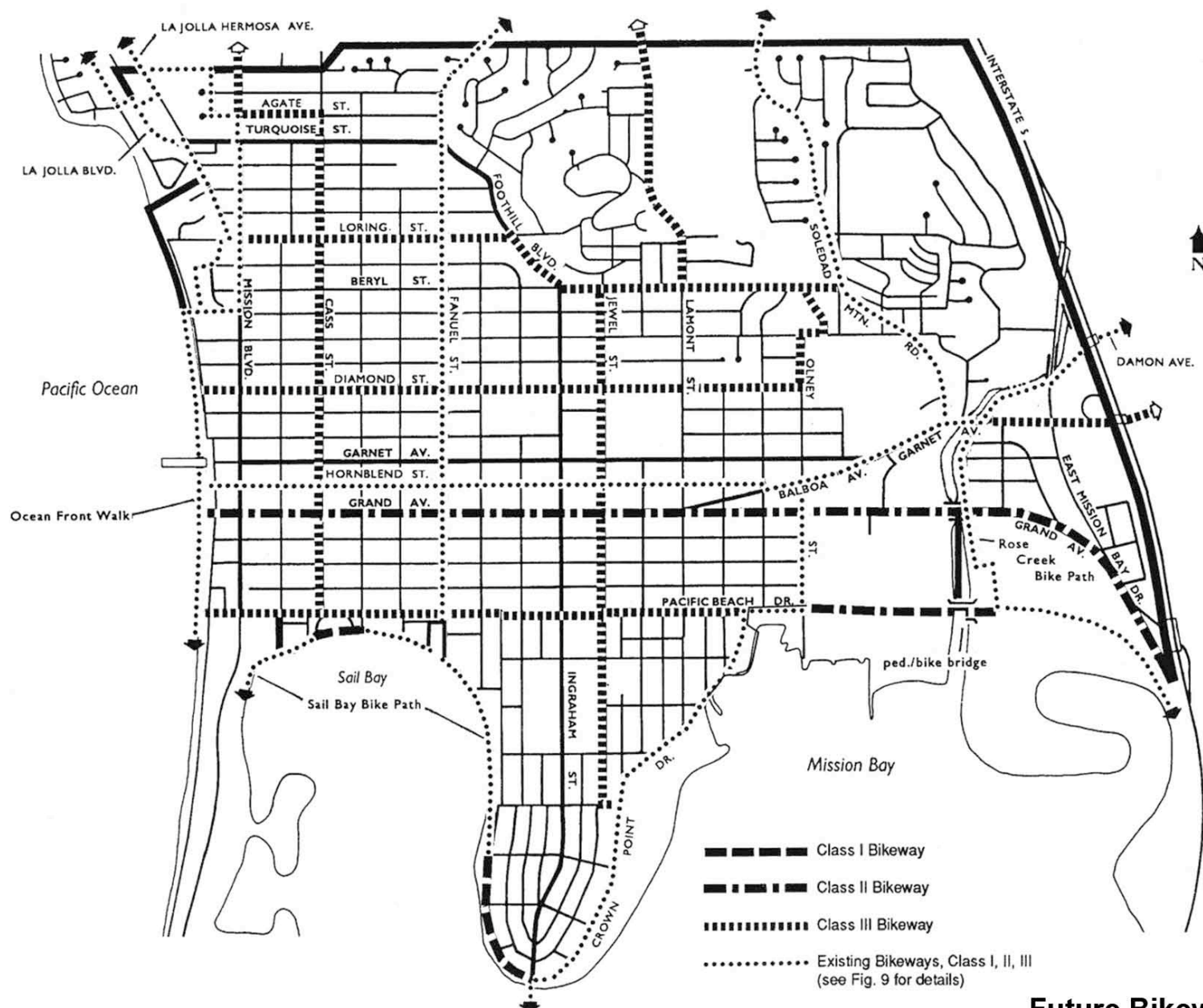
**8**  
**FIGURE**





**Existing Bikeways**  
**Pacific Beach Community Plan** **9**  
**FIGURE**






**Future Bikeways**  
**Pacific Beach Community Plan**  
**9a**  
**FIGURE**



The grid network of Pacific Beach that is conducive to the automobile also serves the pedestrian in the community, providing the same choice of alternative routes.

Some commercial streets contain a variety of uses and activity and exhibit a pedestrian-friendly development pattern, with buildings set close to the sidewalk, offering views into the establishments. These streets include Mission Boulevard, Garnet Avenue and Cass Street. Ocean Boulevard has been almost fully developed as a linear park along the ocean, and is used extensively by pedestrians, bicyclists and skaters.

## GOALS

- Reduce traffic congestion by increasing the efficiency and utility of public transit, enhancing the aesthetic value of major circulation routes, promoting safe and pleasant bicycle and pedestrian routes, creating a pleasant experience through commercial areas to enhance the commercial district, and providing physical and operational improvements to the circulation system.
- 
- Create safe, pleasant and useful pedestrian and bicycle pathways to connect the residential neighborhoods of Pacific Beach, such as Crown Point and Braemar, with commercial areas and community facilities, such as schools, parks and the library. Remove barriers which impede pedestrian, bicycle and disabled access.
  - Increase public transportation routes, perhaps by use of jitneys, minibuses, light rail, or other forms of mass transit to permit safe and inexpensive transit around Pacific Beach.
  - Incorporate parking facilities jointly with Mission Bay Park, and reduce the impact of visitor parking in areas closest to the beach and bay through a program of incentives, such as peripheral parking centers and improved transit.
  - Provide intensive street landscaping at the eastern and southern entrances to Pacific Beach: East Mission Bay Drive, Ingraham Street, Grand Avenue and Garnet Avenue.
  - Where feasible, provide large parking facilities on or near East Mission Bay Drive, particularly as a shared facility with the proposed light rail line stop at Morena Boulevard and Balboa Avenue, coordinated with proposed lots in Old Town and at the intersection of Pacific Highway and Sea World Drive.

## **POLICIES**

1. Bus routes and the Sunrunner shall be maintained and supplemented as necessary (i.e., with an intra-community shuttle, minibus or jitney); the City and the Metropolitan Transit Development Board (MTDB) shall pursue linkage with the future Light Rail Transit station at Balboa Avenue and Morena Boulevard and its parking facility.
2. The City shall consider changes to the Municipal Code that will permit a reduction in parking requirements for mixed use projects which utilize transit-oriented development standards (identified in the commercial element of this plan) and incorporate transportation demand management programs. These changes to the Code will not be pursued where there would be an adverse effect on surrounding neighborhoods or within the beach impact area.
3. The City shall identify additional transit corridors in the Pacific Beach community as appropriate to support transit oriented development policies. Transit corridors shall be limited to routes served by light rail, frequent City bus service or other forms of mass transit.
4. The City shall improve the road network to facilitate traffic circulation without widening streets, and without disrupting the neighborhood development pattern, streetscape or pedestrian environment, all of which contribute to the community's character. All road improvements will, where possible, maintain sidewalks and landscaping.
5. New development shall be designed to promote transit, bicycle and pedestrian use.
6. New development projects shall limit the number of curb cuts to the absolute minimum necessary (preferably one per property), unless precluded for safety reason. Where possible, vehicular access shall be solely from alleys.
7. The City shall promote the establishment of Park and Ride facilities on or near East Mission Bay Drive, particularly in proximity to the proposed trolley station at Morena Boulevard and Balboa Avenue.



## ACTION PLAN

Implementation Measures	Timing						Development Impact Fee Dependent	Responsibility For Implementation	Source of Funding	See For More Detail
	On-Going	Adopt With Plan	Within 2 Years	Within 5 Years	Within 10 Years	Within 20 Years				
Supplement and maintain bus service; link with Light Rail Transit.				●				Metropolitan Transit Development Board	MTDB	Policies 1 & 3 Proposal 1
Provide the circulation improvements recommended by this community plan.							●	Engineering and Development Dept.	various sources	Policy 4 Proposal 7 Proposal 8
Implement a phasing and funding schedule for the operational and roadway improvements.							●	Engineering and Development Dept., City Council	various sources	(PFFP) Public Facilities Financing Plan
Consider changes to the Municipal Code to allow a reduction of required parking for projects employing transit-oriented development and transportation demand management techniques.			●					Engineering and Development Dept., Planning Dept., Planning Commission, City Council, Calif. Coastal Commission	City	Policy 2
Require projects processed under discretionary review to design for transit, bicycle and pedestrian use.	●							Planning Dept., Engineering and Development Dept.	recoverable	Policy 5 Proposal 6
Require projects to limit the number of curb cuts to one wherever possible.	●							Planning Dept., Engineering and Development Dept.	recoverable	Policy 6
Promote establishment of Park & Ride facilities.			●					Planning Dept., CALTRANS	various sources	Policy 7

## **SPECIFIC PROPOSALS**

1. Transit systems shall be planned to serve all of Pacific Beach. When parking facilities are to be built, they should be incorporated with the light-rail system to serve as dual-purpose park and ride lots for residents of Pacific Beach and visitors.
2. MTDB, with input from the community, shall study the feasibility of providing a "no-fare collection" shuttle bus (similar to the Sunrunner), parking terminals outside the central commercial areas and near Interstate 5, and pay parking lots located at various points throughout the community. When light rail is installed, the routes shall be redesigned or extended to connect with the Morena Boulevard stop.
3. Pursue acquisition of property on East Mission Bay Drive to create a park-and-ride facility for alternative transit to and from destinations in Pacific Beach and to provide park-and-ride service for residents who travel downtown or to Mission Valley. Parking shall be shared with the trolley line. If economically feasible, parking garages should be provided with 24-hour security for vehicles left there.
4. Upon construction of the light rail station at Balboa Avenue and Morena Boulevard/Interstate 5, expand the existing Pacific Beach bus routes or establish a new route to provide service between the station, the proposed parking garages, and the community.
5. The City shall designate and promote the redevelopment of the Pacific Plaza shopping center as a transit node.
6. Require new developments to provide transit stops, passenger waiting areas, bus turnouts, and bicycle racks, lockers and other storage facilities as appropriate.
7. The City shall regularly review and adjust traffic signal timing and coordination to ensure maximum efficiency of traffic flow.
8. As street improvement projects are made, the City shall solicit community input and shall relocate or replace and enhance existing landscaping and sidewalks in conformance with the streetscape plan identified in Appendix D.

### **Street Realignment**

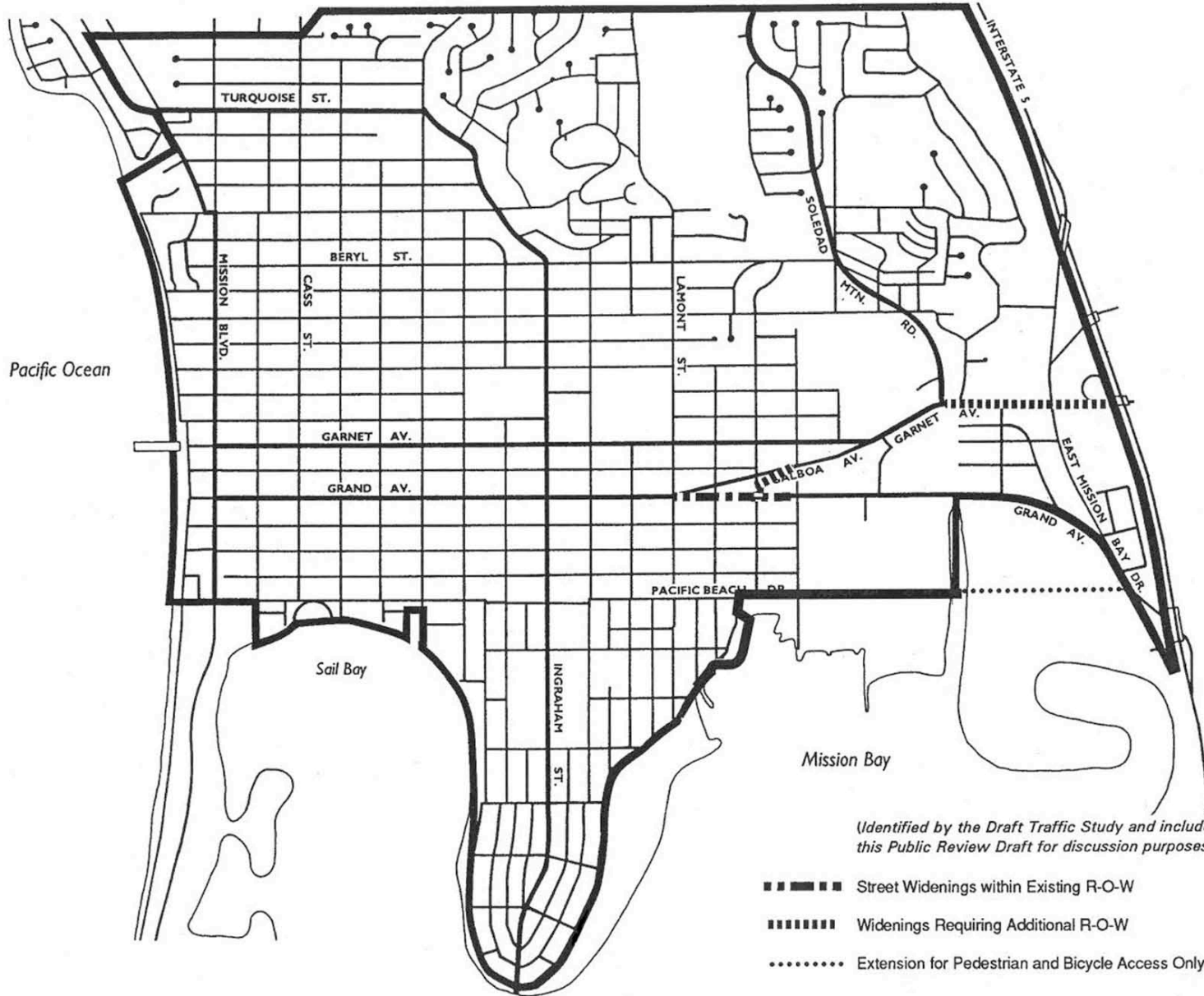
9. Realign Balboa Avenue to intersect Grand Avenue at Noyes Street, thereby reducing congestion and eliminating the potential for traffic conflicts.
10. Realign Pacific Beach Drive to eliminate the "s-curve" and to create, where possible, opportunities for pocket parks in the remaining right-of-way.

## **Street Widening**

11. Widen Grand Avenue to six lanes between east of Noyes Street and Lamont Street within existing right-of-way, providing for bike lanes and landscaping in accordance with the streetscape recommendations identified in Appendix D.
12. In the long term, obtain the dedication of the required right-of-way on both sides of Garnet Avenue to increase to six lanes between Soledad Mountain Road and Interstate 5, and to provide bike lanes, a landscaped entryway and landscaping as identified in Appendix D. Mitigation measures shall be provided during construction to address the impacts of increased sediment caused by grading. Measures should include catch basins and filtering systems or other necessary and effective measures. The bridge design should provide for minimal alterations to Rose Creek and its habitat.
13. At the intersection of Garnet Avenue and Mission Bay Drive, add a second southbound to eastbound left turn lane and lengthen the storage length for the northbound right and left turn lanes.
14. At the intersection of Grand Avenue and Lamont Street, widen Lamont Street to provide a second southbound left-turn lane and an additional northbound right-turn lane, within the existing right-of-way. Separate the shared northbound left and through lane.
15. Within the existing right-of-way, provide additional turn lanes at the following locations:
  - Garnet Avenue and Lamont Street (Add a right turn lane northbound to eastbound and add a right turn lane southbound to westbound).
  - Garnet Avenue and Ingraham Street (Add northbound to eastbound right turn lanes).
  - Garnet Avenue and Ingraham Street (Add second northbound to westbound and southbound to eastbound left turn lanes).

## **Street Extensions**

16. Extend Pacific Beach Drive to North Mission Bay Drive for pedestrian, bicycle and emergency vehicle use only. Mitigation measures shall be provided during construction to address the impacts of increased sediment caused by grading. Measures should include catch basins and filtering systems or other necessary and effective measures. The bridge design should provide for minimal alterations to Rose Creek and its habitat.



(Identified by the Draft Traffic Study and included in this Public Review Draft for discussion purposes)

- ▄▄▄▄▄▄ Street Widenings within Existing R-O-W
- ⋯⋯⋯⋯ Widenings Requiring Additional R-O-W
- ⋯⋯⋯⋯ Extension for Pedestrian and Bicycle Access Only

**Key Circulation Improvements**  
**Pacific Beach Community Plan** **10**  
 FIGURE



## COMMERCIAL LAND USE

### BACKGROUND

Approximately 190 acres of Pacific Beach are developed with commercial uses (constituting eight percent of the community's land area). The community contains six areas of commercial development, all of which are at least partially located within the coastal zone (see Figure 11).

Since 1983, Penney's (later Walker-Scott) Department Store, Pacific Bell and See's Chocolates have moved out of Pacific Beach. Many businesses in the expanded Pacific Plaza have also departed.



Many commercial properties in the community, particularly along Garnet Avenue, have begun to exhibit symptoms of deterioration and economic decline. Several structures have remained vacant for months, others are in various states of disrepair, and landscaping is often sparse or neglected.

In addition, given the community's desirability as a visitor destination point, commercial development has increasingly targeted the visitor population, and, conversely, has neglected the commercial needs of the community's residents. Since the late 1970s, there has been a steady conversion of community-serving establishments, such as the Roxy and Pacific Plaza Fine Arts theaters to primarily visitor-serving novelty stores, a condom shop, nightclubs, fast-food restaurants and strip-commercial shopping centers.

Since the City of San Diego assumed Coastal Development Permit Authority in 1988, commercial development projects have been required to obtain a discretionary permit from the City. This discretionary process has resulted in a significant increase in cost and processing time for applicants, which has served to further impede commercial redevelopment. In addition, the City has adopted revised landscaping, parking and signage codes for most of the citywide commercial zones that address the significant issues related to new development in the coastal zone.



\*As identified under specific proposals

**Commercial Designations and Districts**  
Pacific Beach Community Plan



## **GOALS**

- Promote a mixture of commercial uses and services within Pacific Beach to meet the variety of needs for existing and future resident and visitor populations.
- Stimulate the physical rehabilitation and economic revitalization of the Garnet Avenue Commercial District.
- Reinforce the commercial area around the Garnet Avenue/Ingraham Street intersection as the community's commercial core.
- Actively encourage mixed-use residential, office and commercial development in conjunction with transit corridors along Garnet Avenue and Mission Boulevard and in the commercial core area of Garnet Avenue/Ingraham Street.
- Enhance the commercial areas at the entryways into Pacific Beach to better reflect the community's unique relationship with Mission Bay and the Pacific Ocean.
- Implement development standards which will provide definitive direction to commercial property owners, will address the unique elements and resources of the community's commercial areas and will achieve a project approval process based on ministerial procedures.

## **POLICIES**

1. Specific commercial areas in Pacific Beach shall be designated for office, regional, community, neighborhood and visitor-serving commercial uses (see Figure 11).
2. Apply commercial zoning in Pacific Beach that will provide standards and definitive guidelines to be used for ministerial project review, and will further allow project design alternatives for the purpose of providing protection to adjacent residential landowners, preserving community character and creating varied, aesthetic and vibrant commercial areas.
3. New commercial development along the identified transit corridors (see Figure 8) and in the core commercial area shall incorporate pedestrian and transit-oriented features into project design.
4. To promote transit and pedestrian use along the community's commercial spines, mixed-use commercial projects shall be allowed with an increased residential density of up to 43 dwelling units per acre or shared parking as an incentive, only if designed as a transit-oriented development through a discretionary permit process.
5. New commercial developments shall incorporate landscaping treatments as identified in the streetscape recommendations of this plan.

6. Establishment of a redevelopment project area should be considered for the Garnet Avenue commercial district. The project could focus on the provision of a full range of housing types, including affordable housing, mixed with community-serving commercial uses. Such a program could revitalize commercial areas showing signs of economic and physical decline. Pursue Community Development Block Grants to fund "demonstration" blocks along Garnet Avenue, utilizing the streetscape recommendations and facade improvements included in this plan.
7. The development of single room occupancy and living unit quarters shall be promoted in the Garnet Avenue, Mission Boulevard and Mission Bay Drive commercial areas to provide more affordable housing in Pacific Beach and to promote residential activity in conjunction with transit corridors and activity centers (such as Mission Bay Hospital).
8. New development in the Crown Point neighborhood commercial district at Ingraham Street and La Cima Drive shall be required to be processed under the community plan implementation overlay zone or other zoning mechanism to limit the bulk and scale of new development and to further limit residential density so that it complements the scale and intensity of surrounding single-family development.
9. Reduce impediments to the redevelopment of commercial properties in the coastal zone by applying appropriate citywide zones to implement the recommendations of this plan and pursuing categorical exclusion, thereby eliminating the need for coastal development permits requiring discretionary review and public notice.
10. To make streets user friendly, kiosks shall be encouraged on sidewalks in key commercial areas, containing maps and directories of Pacific Beach and providing space for posting of special-event notices.

## **SPECIFIC PROPOSALS**

### **Commercial Designations**

Proposals 1-7 below correspond to the seven commercial districts identified on Figure 11.

1. Designate the Mission Bay Drive commercial area for regional-serving and visitor-serving commercial use and apply commercial zoning that provides for a mix of larger scale retail, wholesale, commercial service, hotel, and business/professional office uses. In the area designated for regional commercial uses, both large scale retail, such as automobile dealerships, and small scale retail, such as hotels and restaurants shall be permitted. In the areas designated for visitor commercial uses, which includes the area closest to Mission Bay Park, only visitor-serving uses shall be permitted.



## ACTION PLAN

Implementation Measures	Timing						Development Impact Fee Dependent	Responsibility For Implementation	Source of Funding	See For More Detail
	On-Going	Adopt With Plan	Within 2 Years	Within 5 Years	Within 10 Years	Within 20 Years				
Rezone Mission Bay Drive and Mission Blvd. commercial areas to CV, CA and RV.		●	●					Planning Dept., Planning Commission, City Council, Calif. Coastal Commission	City	Policies 1 & 2 Proposal 1 & 5-6
Require projects along transit corridors to employ pedestrian, bicycle and transit-oriented development standards.	●	●						City Council, Calif. Coastal Commission	City	Policy 3 Proposal 8
Permit a density of 43 du/nra and shared parking for mixed-use projects..		●						City Council, Calif. Coastal Commission	recoverable	Policy 4 Proposal 7
Require projects to conform to the streetscape recommendations of this plan..	●							Planning Dept.	City	Policy 5 Appendix D
Pursue opportunities for funding redevelopment/ revitalization projects.								Planning Dept., Economic Development	N/A	Policy 6
Amend the Living Unit enabling legislation to allow development in Pacific Beach commercial zones.			●					Planning Dept., Planning Commission, City Council, Calif. Coastal Commission	City	Policy 7
Require new projects in the Ingraham/La Cima commercial area to conform to the CPIOZ-B guidelines of this plan.	●							Planning Dept.	reimbursable	Policy 8 Proposal 7 Proposal 12
Pursue Categorical Exclusion of Pacific Beach commercial areas.	●		●					Planning Dept.	City	Policy 9
Encourage the placement of kiosks in the public R.O.W.								Planning Dept., Economic Development.	N/A	Policy 10

2. Designate the commercial area around the Garnet Avenue and Lamont/Noyes Street intersections for commercial office uses. Apply an office commercial zone that emphasizes the development of community-serving business/professional office uses and limits broad-scale retail sales and services which would not provide for the daily convenience needs of employees or residents.
3. Designate the Pacific Beach central commercial area around the Garnet Avenue/Ingraham Street intersection, and the eastern Garnet Avenue area for community-serving commercial uses. Apply zoning which will accommodate small to medium scale community-serving retail, commercial service and business/professional offices.
4. Designate the Garnet Avenue commercial area west of Ingraham Street for community-serving commercial uses. Promote the creation of an urban pedestrian mall concept by applying a commercial zone that permits a range of community-serving retail, service and office uses in a pedestrian-oriented development pattern. Encourage commercial street frontage and rear-lot parking, as well as through pedestrian access from the alleys to the streets where possible. Further limit auto-oriented uses to create a functional, convenient and pleasant environment for people arriving on foot, bicycle and transit, as well as by automobile.
5. Designate the Turquoise/Cass Street commercial area for community commercial uses. Apply a zoning that incorporates standards to ensure the new development of pedestrian friendly, transit-oriented commercial projects which minimize impacts to the adjacent residential areas, maintain the neighborhood commercial character and scale, and create an aesthetically pleasing and varied streetscape. Repeal the Cass Street Planned District Ordinance, provided that the zoning regulations to be applied incorporate standards to limit hours of operation from 6 a.m. to midnight and restrict cocktail lounges, bars and similar establishments from providing live entertainment without a special use permit.
6. Designate the Mission Boulevard commercial area for visitor-serving commercial uses. Apply a commercial zone to Mission Boulevard that will meet a variety of needs for existing and future resident and visitor populations. An emphasis shall be placed on meeting the unique needs of destination visitors (tourists) who often initially access the beach area with automobiles. Promote destination parking at hotels and motels, with pedestrian-friendly visitor uses and activities nearby. Permitted uses on those properties north of Diamond Street, fronting on Mission Boulevard and between the Pacific Ocean and the first alleyway, shall be those which serve visitors, such as hotels and motels, restaurants, and commercial uses. Permitted uses on those properties not fronting Mission Boulevard and not located between the ocean and the first alleyway shall be the same uses, as well as multifamily residential.
7. Designate the Crown Point commercial areas for neighborhood commercial uses. Apply zoning which will accommodate small, neighborhood-serving retail and commercial services. Retain the community plan implementation overlay zone or provide some other zoning mechanism at Ingraham/La Cima to apply the development standards contained in this element.

## **Commercial Design Standards**

8. The following standards should be considered for any future commercial zoning to be applied in Pacific Beach and should further be used when reviewing development projects processed under discretionary review:
  - Include techniques that will incorporate the use of massing variations, utilizing varied front yard setback and articulated building facade requirements.
  - Promote the utilization of alley access and minimize the number of allowed curb cuts, particularly on pedestrian-oriented streets such as Mission Boulevard, Garnet Avenue west of Ingraham Street and Cass Street.
  - Enhance pedestrian activity by requiring entryways and windows at the street level, and encourage the development of first floor retail and upper floor residential mixed-use projects through the use of floor area ratio bonuses.
  - Consider provisions that will limit the impact of new commercial development on adjacent residential development through the use of sound attenuation measures, limitations on certain commercial uses or other forms of buffering where appropriate.

## **Transit-Oriented Development Standards**

9. A transit-oriented development is a compact, pedestrian-oriented pattern of land uses with housing, jobs, services, plazas and public uses located on the transit system. Transit-oriented development is desired because it can handle growth with fewer auto-related environmental costs such as traffic congestion, urban sprawl and air pollution. This is because TODs are designed to use land efficiently and to make walking, bicycling, and using public transit feasible and attractive means of transportation.

The "TOD Opportunity Area" designation has been used to identify a site in the community that could benefit from a distinct, cohesive development plan. Elements of the TOD standards may also have applicability in supporting the community plan's overall goals to enhance Pacific Beach's pedestrian-oriented character and to reduce the need for road widenings.

The following standards are recommended in the community's commercial areas to emphasize a pedestrian-oriented environment and reinforce the use of public transportation:

- Minimize building setbacks, bringing buildings close to sidewalks; locate parking to the rear of lots, off of the alleys.
- Articulate building facades to provide variety and interest through arcades, porches, bays and particularly balconies, which minimize a walled effect and promote activity on the street. Promote activity on balconies through such means as outdoor seating for restaurants.

- Orient primary commercial building entrances to the pedestrian-oriented street, as opposed to parking lots.
- Provide bus shelters at established bus stops.
- Provide bicycle racks in areas that are visible and easily accessible from identified bicycle routes.
- Provide, if space permits, public plazas or courtyards along pedestrian-oriented streets to serve residents and workers. Encourage public art in these areas where appropriate.
- Utilize parking structures instead of surface parking for larger commercial developments; locate retail uses on the street level of parking garages to preserve the life and activity at the street.

### **Development in the Coastal Zone**

10. The following standards are recommended for all commercial development in the coastal zone to conform to the Coastal Act of 1976. Any future revisions to citywide zones to be applied in this area will include these standards:

- Provide parking in accordance with Appendix I of this plan, unless developed as a transit-oriented development through a discretionary process.
- Limit signage to conform with the citywide sign ordinance. Rooftop signs, free-standing pole signs, off-premise signs and billboards shall not be permitted with new development.

### **Development Along View Corridor**

11. The following standards are recommended to maintain public views of the ocean and bay:

- Incorporate design features in plans for new development in the Mission Boulevard commercial area between Diamond Street and Grand Avenue that maintains or enhances public views of the ocean. This can be accomplished through the use of additional setbacks from the east-west streets, or stepping back additional stories.

### **Coastal Bluff and Ocean/Bayfront Development Standards**

12. The following standards are recommended to preserve and promote Pacific Beach's coastal bluff and waterfront resources:

- Set back new development along coastal bluffs in accordance with the Sensitive Coastal Resource Zone and Appendix H of this plan to reduce the potential for erosion and slippage.

- Terrace second and third stories of new oceanfront and bayfront development or articulate oceanfront facades to minimize a walled effect along the water and adjacent walkways.

### **Crown Point CPIOZ-B Standards**

13. The following standards apply to the neighborhood commercial area at the intersection of Ingraham Street and La Cima Drive. These standards are intended to preserve and respect the scale and intensity of the surrounding single-family residential neighborhood.

- Utilize pitched roof designs, offsetting planes and/or other architectural detailing to minimize bulk and scale.
- Provide adequate on-site parking and minimize the number and size of curb cuts to minimize traffic conflicts. Utilize landscaping to screen surface parking areas.
- Utilize landscaping, sidewalk treatments and signage in accordance with the streetscape recommendations in Appendix D to promote a pedestrian orientation.
- Retain existing square footage of commercial development on the site. Residential use is only allowed on upper floors with commercial development on the ground floor.

## **INDUSTRIAL LAND USE**

### **BACKGROUND**

Industrial zoning in Pacific Beach is limited to a small area east of East Mission Bay Drive and west of Interstate 5. It is a very small portion of this planning district, which provides jobs in an area generally unsuitable for commercial or residential uses.

### **GOALS**

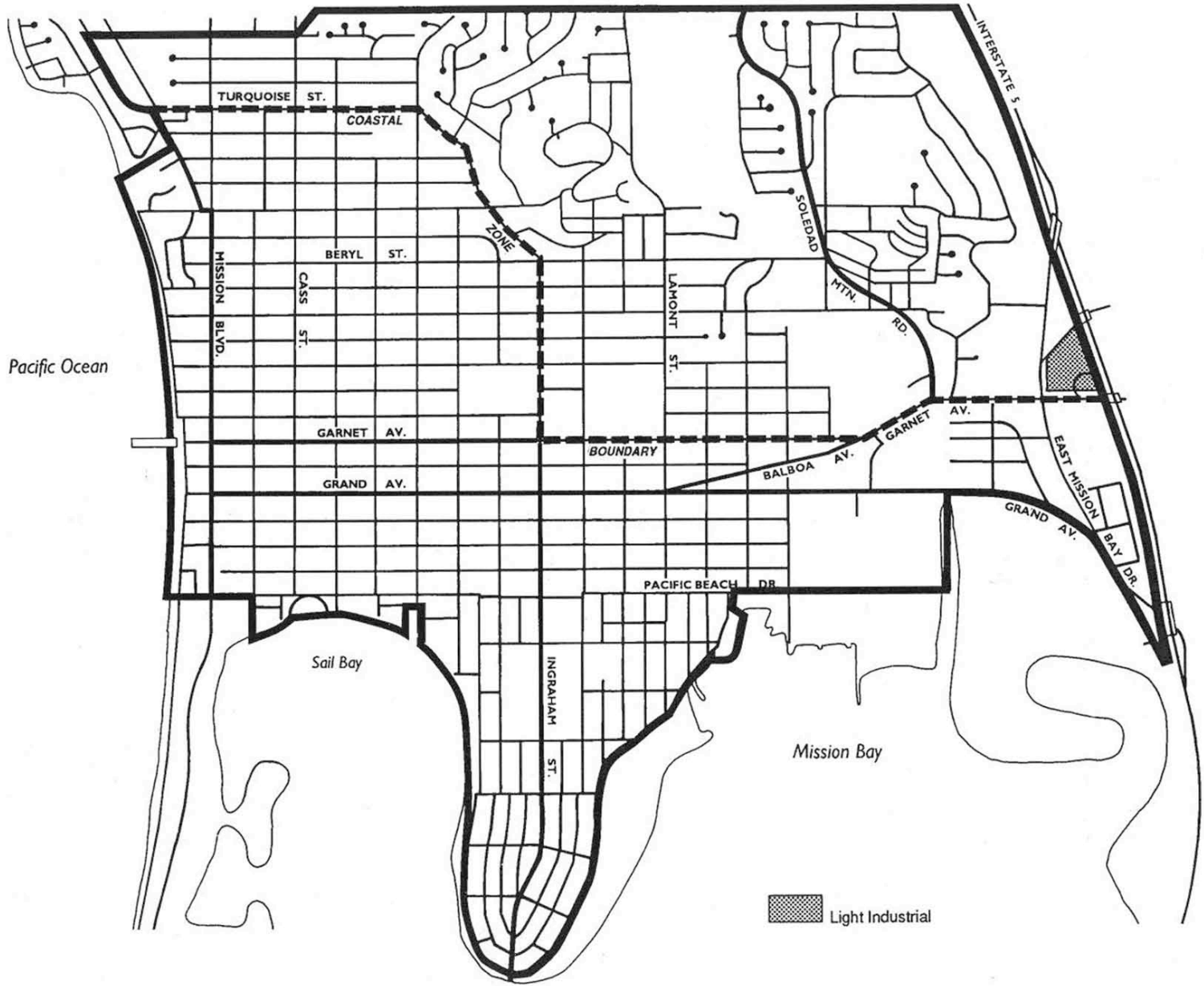
- Continue to promote a diverse economic and employment base in the Pacific Beach industrial area.
- Stimulate physical rehabilitation and economic revitalization of industrial properties to promote a positive image of Pacific Beach.

### **POLICIES**

1. Designate the industrial area for light industrial uses (see Figure 12).
2. New industrial development processed under discretionary review shall incorporate landscaping treatments as identified in the streetscape recommendations of this plan.

### **SPECIFIC PROPOSALS**

1. Rezone properties in the industrial area from M-1 to manufacturing – Small Industry (M-SI) to retain this area for industrial use and to restrict inappropriate commercial use.
2. Consider changes to the Municipal Code to establish a citywide zone for this area which permits mixed industrial/residential uses (such as live/work lofts) with provisions for ensuring a quality living environment.
3. Mixed-use industrial/residential projects may be allowed under discretionary review provided that the Municipal Code is amended to permit residential uses as a part of the industrial use package applied to this area. Approval of any such project will include conditions restricting incompatible uses, and provisions for residential amenities such as usable open space, and adequate buffering from surrounding industrial properties to ensure a quality living environment.



**Industrial Designations**  
**Pacific Beach Community Plan** **12**  
**FIGURE**



## ACTION PLAN

Implementation Measures	Timing						Development Impact Fee Dependent	Responsibility For Implementation	Source of Funding	See For More Detail
	On-Going	Adopt With Plan	Within 2 Years	Within 5 Years	Within 10 Years	Within 20 Years				
Rezone industrial properties from M-1 to M-SI.		●						Planning Dept., Planning Commission, City Council	City	Policy 1 Proposal 1
Require new projects processed under discretionary review to conform to streetscape recommendations of this plan.	●							Planning Dept.	recoverable	Policy 2 Appendix D
Allow for mixed residential/industrial use under discretionary review and consider ministerial zone with Zoning Code Update.			●					Planning Dept.	recoverable	Policy 3 Proposal 2



# RESIDENTIAL LAND USE

## BACKGROUND

Approximately 88 percent of the acreage of the community is devoted to residential development. Of this area, 61 percent is designated for single-family use and 39 percent is designated for multifamily use (See Figure 1).



Few vacant parcels are available for residential development. Single-family areas are, for the most part, built out. However, a number of parcels within the multifamily areas are developed with single-family residences. These parcels are scattered throughout the community; with the possible exception of Grand Avenue east of Ingraham Street, there is no concentration of single-family homes in multifamily designated areas of the community.

With the adoption of the citywide landscape ordinance, new multifamily design standards, parking regulations, and floor area ratio and height definitions, recent multifamily development has been required to provide more articulated facades, reduce the impact of driveways on the street by placing parking off the alley and increasing front yard landscaping. As a result, the multifamily development has been more "street friendly."

A number of multifamily parcels are built at a higher density than is presently allowed by the zoning, since more than half the multifamily area in the community was downzoned and redesignated in 1990-1991 from R-1500 (<30 dwelling units/acre) to R-3000 (<15 dwelling units/acre). Table 1, below, illustrates existing single-family vs. multifamily development and possible residential buildout under the present zoning.

**TABLE 1**

Dec 1990 Unit Capacity		Unbuilt Capacity		Total Capacity	
SF	MF	SF	MF	SF	MF
7,693	14,399	0	1,834	7,693	16,233

While the above table represents the maximum number of units that could be built in Pacific Beach, it is projected that only a portion of these units will be built over the next twenty years. Based on development trends which have taken place since the community was downzoned in 1991, it is anticipated that an additional 995 units may be built by 2010.

Because the community has experienced fluctuations in development intensity over the years, there is an increasing need to address the variations in neighborhood character that have surfaced and that will likely continue to surface in the future.

The Garnet Avenue commercial district stands in need of change. Residential uses are encouraged to enhance and increase use of the area (See the Commercial Element). Multi-use zoning has advantages to commercial and residential tenants: access to shops by tenants, new customers for commercial enterprises, and physical security to both, as the property will be occupied by one user or the other throughout the day.

### **Residential Densities**

1. Very Low-Density (0 - <5 dwelling units/acre) - In Pacific Beach, this density occurs primarily in the "hills" area of the community and is characterized by the development of detached, single-family homes on lots typically ranging from 10,000 square feet to 20,000 square feet.
2. Low-Density (5 - <9 dwelling units/acre) - This density, which occurs primarily in the northeastern "plains" area of Pacific Beach, typifies conventional single-family detached units on lots that are 5,000 to 6,000 square feet.
3. Low-Medium Density (9 - <15 dwelling units/acre) - This density category, which predominantly occupies those portions of the community that are closer to the beach and bay, is characterized by lower intensity multifamily housing, such as two-on-ones or duplexes.
4. Medium-Density (15 - <30 dwelling units/acre) - This density occurs primarily along Sail Bay, Grand Avenue, Hornblend Street and Lamont Street, and is characterized by four-plexes or four-unit condominiums.
5. Medium-High Density (30 - <40 dwelling units/acre) - This is the highest density category for residential development in Pacific Beach, and is characterized by multi-unit condominium or apartment development such as the Oakwood complex on Ingraham Street.

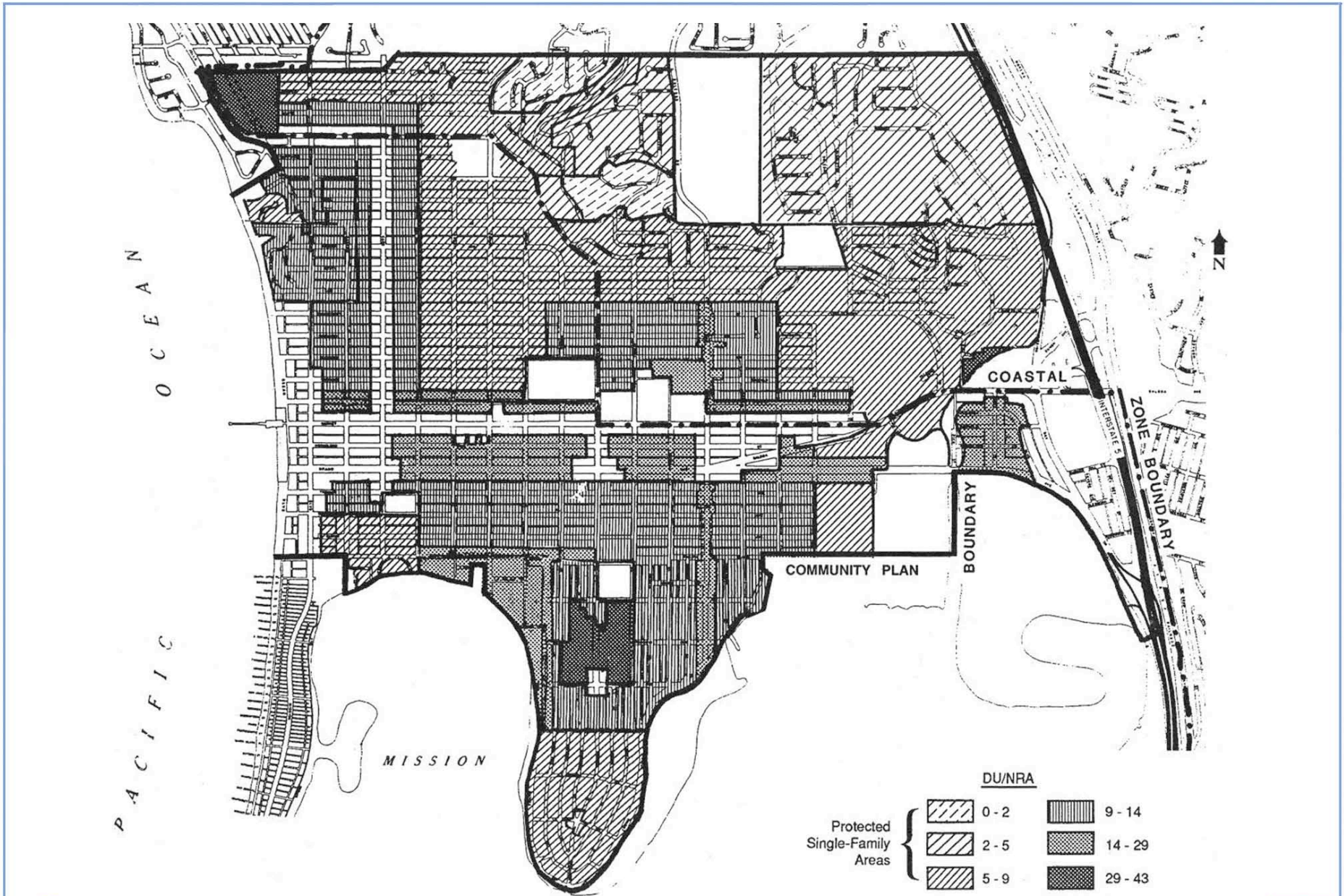
### **GOALS**

- Promote the development of a variety of housing types and styles in Pacific Beach to provide a greater opportunity for housing that is both affordable and accessible by everyone.
- Create safe and pleasant pedestrian linkages between residential neighborhoods and commercial areas and community facilities, such as schools, parks and the library.
- Enhance residential neighborhoods by establishing and maintaining street tree patterns and promoting general maintenance and improvement of residential properties.

- Implement design standards for multi- and single-family development to ensure that properties reflect the scale and character of the established neighborhood.
- Enforce bulk and scale standards in established neighborhoods.
- To the greatest extent possible, maintain or reduce present density standards, traffic patterns and street configuration.

## **POLICIES**

1. Maintain the residential scale of Pacific Beach and encourage development of residential units within transit corridors, especially along Garnet Avenue.
2. Analyze existing multifamily development standards focusing on building size and parking requirements, particularly in transit corridors, to provide incentives, for encouraging affordable housing in the form of smaller (1-2 bedroom) units. Further consider options for allowing higher densities in transit corridors while maintaining the intensity of the underlying zone (e.g., by regulating the number of bedrooms).
3. Promote residential development in conjunction with Housing Commission programs in the commercial areas of Pacific Beach, primarily on upper floors over commercial establishments. These mixed use developments should include various residential types, including single room occupancy hotels and living units.
4. Enforce building and zoning codes in the residential areas of Pacific Beach to abate zoning, building code and health code violations in the form of abandoned vehicles, illegal storage of boats and vehicles, and the accumulation of junk and litter in public and private areas.
5. Require new development to conform to area-specific streetscape recommendations for landscape, lighting, sidewalk treatment and signage (identified in Appendix D) and to be implemented through the citywide landscape ordinance.
6. The City shall establish development standards that will regulate the bulk and scale of new single-family residential development in this community through a ministerial process.
7. Pursue categorical exclusion of those residential areas within the City's jurisdiction of the coastal zone in Pacific Beach, thereby eliminating the need for coastal development permits requiring discretionary review and public notice.
8. The City shall ensure that new residential structures are designed to maintain public views of the beaches and bay.



**Residential Designations**  
**Pacific Beach Community Plan** **13**  
 FIGURE



## ACTION PLAN

Implementation Measures	Timing						Development Impact Fee Dependent	Responsibility For Implementation	Source of Funding	See For More Detail
	On-Going	Adopt With Plan	Within 2 Years	Within 5 Years	Within 10 Years	Within 20 Years				
Develop and employ incentives (for density, parking, etc.) in conjunction with Housing Commission Programs to promote smaller, more affordable units.			●					Planning Dept., Planning Commission, City Council, Calif. Coastal Commission, Housing Commission	City	Policies 2-3
Increase enforcement of zoning and health code violations in Pacific Beach.	●							Planning Dept.	City	Policy 4
Update the Landscape Technical manual to incorporate the street tree master plan.			●					Planning Dept., Planning Commission, City Council, Calif. Coastal Commission	City	Policy 5 Appendix D
Amend the Residential Zones to maintain the established bulk and scale of surrounding development through a ministerial process.			●					Planning Dept., Planning Commission, City Council, Calif. Coastal Commission	City	Policy 6
Pursue Categorical Exclusion of Pacific Beach residential areas.			●					Planning Dept., Planning Commission, City Council, Calif. Coastal Commission	City	Policy 7
Endure that discretionary projects maintain view corridors.	●							Planning Dept., Planning Commission	City	Policy 8 Proposal 6

## **SPECIFIC PROPOSALS**

### **Residential Character**

Promote neighborhood clean up efforts utilizing community organizations to remove graffiti, abandoned furniture and vehicles, cleanup landscaping and implement facade improvements.

### **Residential Design Standards**

#### *Development Along View Corridors*

1. Mandate setbacks of new development along all east-west streets west of Cass Street, and all north-south streets south of Grand Avenue which have a public view to the water (as identified on Figure 16). Street landscaping along these streets shall not obstruct, but shall enhance public views, in conformance with the streetscape recommendations of this plan (Appendix D).

#### *Coastal Bluff and Ocean/Bayfront Development*

2. Terrace second and third stories of new or redeveloped oceanfront and bayfront properties or articulate waterfront facades to minimize a walled effect along the water and adjacent walkways.
3. Set back new development along coastal bluffs in accordance with the Sensitive Coastal Resource Zone and Appendix H of this plan to reduce the potential for erosion and slippage.

### **Balanced Community**

While the Commercial Element of this plan contains recommendations for promoting the development of affordable housing in Pacific Beach through mixed-use projects and SROs, the following recommendations provide details on programs which can be utilized to achieve a balanced community.

The Pacific Beach community has recognized that the provision of affordable housing is a citywide responsibility. Pacific Beach is willing to do its fair share toward meeting San Diego's affordable housing needs. Since the remaining capacity for additional residential development in the community is limited, new construction will be able to contribute only a portion of any affordable housing which may be provided in



Pacific Beach. However, the community's existing housing stock can also provide affordable housing opportunities. The San Diego Housing Commission has a variety of programs aimed at existing housing. Toward this end, the San Diego Housing Commission shall be encouraged to purchase properties for the development of affordable housing and promote the use of local housing assistance programs, operated and managed by the San Diego Housing Commission to meet the recommended Fair Share Housing goals for Pacific Beach.

Examples include:

- **Multifamily Bond Program:** This program provides low interest loans to property owners of multifamily housing through the sale of bonds. In exchange for the loans, the owners would be required to rent 20 percent of the multifamily housing units to low-income households for 20 years.
- **Section 8 Rental Assistance Program:** This program offers certificates and vouchers to economically disadvantaged households who use these certificates to rent privately-owned apartments. Households who qualify for this program pay 30 percent of their gross monthly income for rent and the Housing Commission pays the difference to the property owners.
- **Senior CUP Program:** This Conditional Use Permit program provides a density bonus of up to 50 percent to property owners who agree to rent all of the units to senior citizens and physically impaired persons.
- A density of 43 du/ac is recommended by this plan for the Park La Jolla Apartment complex, provided that the City maintains the community plan implementation overlay zone or other zoning mechanism which provides for the processing of a permit application under discretionary review in connection with development of the property for purposes of implementing the following recommendations.

The existing streetscape character of La Jolla Boulevard shall be maintained as follows:

- Existing mature vegetation, within the building setback area (including the area between the curb and the property line), particularly the street trees, shall be preserved or replaced when removal is unavoidable. Replacement trees shall be of the same or similar species and of a minimum 60 inch box size.
- The open landscaped areas within the building setback areas (including the area between the curb and the property line), adjacent to La Jolla Boulevard and interior streets shall be preserved. New structures along La Jolla Boulevard shall observe an average landscaped setback of 30 feet and a minimum of 15 feet. New structures along interior streets shall be setback as required by the underlying R-1000 Zone.
- Structures shall have a lower profile along La Jolla Boulevard and shall be spaced to provide extensive open space and accordingly, building facades along La Jolla Boulevard shall have a minimum ten foot wide facade break for each 50 feet in building length. Spacing between new structures shall be an average of 30 feet with a minimum spacing of 15 feet. The maximum height of buildings permitted on this site is 30 feet.

- Taller structures shall observe additional setbacks from La Jolla Boulevard and maintain a pedestrian orientation. All portions of structures fronting on La Jolla Boulevard exceeding 20 feet in height shall be setback behind an imaginary plane beginning at a point 20 feet above and 20 feet in from the property line and sloping up and back toward the interior of the lot at an angle 30 degrees from horizontal.
- Appropriate setbacks together with a transition from lower to higher profile structures shall be provided along frontage of the property abutting residential development. Structures along frontage of the property abutting residential development shall observe an average setback of 30 feet, and shall be a maximum of 20 feet in height when located within 30 feet from the property line.



## PARKS AND OPEN SPACE

### BACKGROUND

The majority of the parks and recreational facilities in Pacific Beach are oriented to the shoreline and are enjoyed by visitors as well as residents. These include the sand beaches of Mission Bay and the Pacific Ocean, Tourmaline Park, Palisades Park--north and south, Pacific Beach (Ocean Boulevard) Park, Fanuel Street Park and Crown Point Shores.



The City of San Diego Progress Guide and General Plan (Recreation Element) addresses applicable guidelines and standards for population-based and resource-based parks:

“Neighborhood parks shall serve a population of 3,500 to 5,000 persons within a one-half mile radius. Neighborhood parks shall contain five (5) usable acres if adjacent to an elementary school and ten (10) usable acres when not so located.”

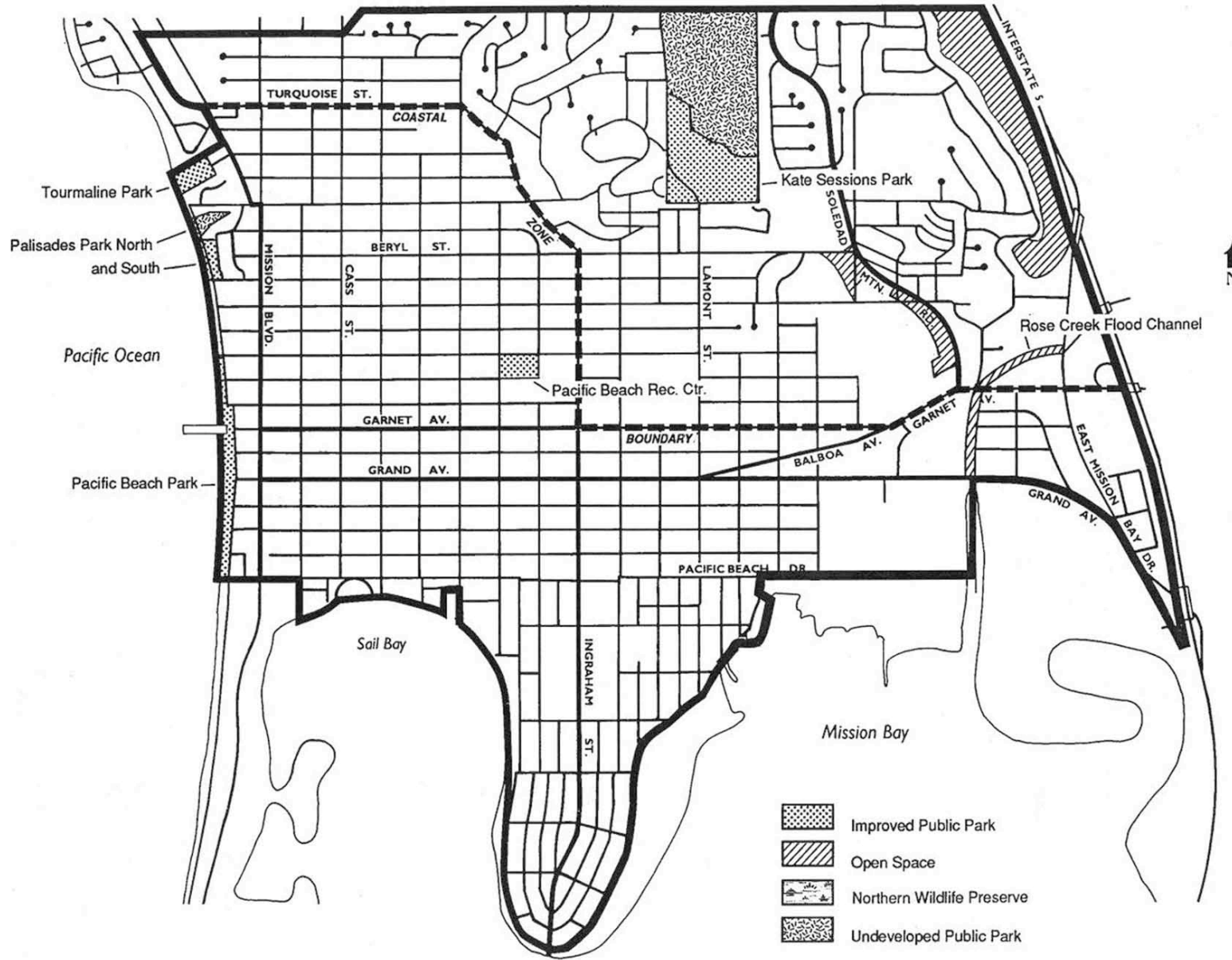
“Community parks and recreation facilities shall serve 18,000 to 25,000 persons within a one-and one-half (1-1/2) mile radius. They shall contain thirteen (13) usable acres if adjacent to a junior high school and twenty (20) usable acres when not so located.”

“Resource-based parks within a community shall comprise approximately 16 acres of land for each 1,000 residents.”

A potential buildout population of 48,200, if achieved, would require population based parks totaling 115 useable acres. The community has roughly 52 useable acres of park land as identified on **Table 2** below:

**TABLE 2**

<b>Park/School</b>	<b>Actual Acreage</b>	<b>Useable Acreage</b>
Pacific Beach Community Park	1.91	1.91
Kate Sessions Memorial Park	78.84	15.77
Campland Park (leased by others)	24.14	24.14
Pacific Beach Park	10.83	2.16
Palisades Park North & South	3.34	1.34
Pacific Beach Middle School (leased)	2.70	2.70
Mission Bay High School (leased)	0.50	0.50
Crown Point Elementary	2.10	2.10
Tourmaline Surfing Park. (shared)	(8.82)	1.00
<b>Total existing acreage</b>	<b>124.36</b>	<b>51.62</b>
<b>Total required useable acreage</b>	<b>115.00</b>	
<b>Shortfall</b>		<b>63.38 acres</b>



**Parks and Open Space Areas**  
**Pacific Beach Community Plan**

**14**  
**FIGURE**



An ideal balance of recreational opportunities cannot be achieved only through Citywide application of numerical standards for physical facilities. These standards are important, but they should be used with discretion rather than mechanically. Their application should be related to economic feasibility and the nature of the specific neighborhood or community, and should allow for flexibility as specific areas change or the needs and desires of the residents change.

The Pacific Beach Community Park and Kate Sessions Memorial Park and the leases at Pacific Beach Middle, Crown Point Elementary and Mission Bay Senior High along with the Mission Bay Athletic Area are designed directly for the residents of the community. Other parks within the Pacific Beach Community are designed to serve both the residents and visitors. Park development does not meet City Standards established in 1976. Shortfalls of parks and facilities within any community should be addressed.

The Park and Recreation Department shall work with the San Diego Unified School District to attempt to alleviate some of the shortfall presently occurring within the community. Additional leases at Pacific Beach Middle School and Mission Bay High School would serve some of the shortfall. Acquisitions of opportunity within the community could provide small parks which would serve individual needs of a specific area.

Many public school sites, most notably Mission Bay High School and Pacific Beach Junior High, have recreational facilities on site or on an adjacent site that are used extensively by community residents to meet their recreational needs. The most heavily used after hours recreational facilities are the Pacific Beach Middle School athletic field and the gym at the adjacent Recreation Center, indicating that another lighted field would be fully used. There is an increasing need to identify new opportunities for shared school facilities to meet the recreational demands of the community in the future. For instance, lighting at the field adjacent to Crown Point School, which is heavily used in daylight, would expand after-hours athletic needs.

Parks adjoining Mission Bay, while intended for visitors, also serve residents. However, after-dark usage for visitors and residents alike is diminished because of increasing crime and violence in the unlighted park.

## **GOALS**

- Provide sufficient community park and recreational facilities to meet the needs of the existing and future resident population.
- Promote the development, maintenance and safety of beach, park and bay recreational facilities within community and in those areas adjacent to Pacific Beach (such as the Mission Bay Golf Course or the Tourmaline Surfing Park) to serve both residents and visitors, while ensuring that such facilities will not adversely affect the community in terms of increased traffic or parking overflow.

- Conserve and enhance the natural amenities of the community such as its open space, topography, beach and plant life and achieve a desirable relationship between the natural and developed areas of the community, as is exemplified by Kate Sessions Park.
- Preserve significant environmental resource areas, such as the City-owned Kate Sessions Park, Rose Creek, Coastal Bluffs, and the Northern Wildlife Preserve (owned in part by the City and in part by the University of California), in their natural state.
- Improve access to beach, bay and park areas along the shoreline to benefit residents and visitors.
- Maintain and enhance public views to the Pacific Ocean, Mission Bay, the Northern Wildlife Preserve and Kate Sessions Park.

## **POLICIES**

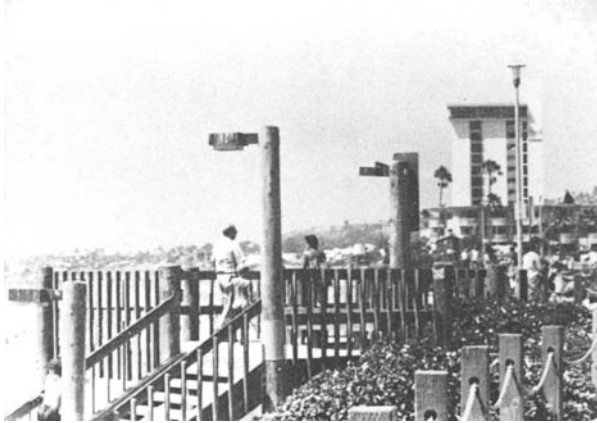
1. Kate Sessions Park shall be rezoned to an appropriate Open Space Zone and its natural resource areas shall be preserved in their natural state.

2. The Planning Department, through the City Projects Review Task Force, shall review any new access (via trails, etc.) into and through Open Space Areas proposed by the Park and Recreation Department or other City departments. Any project shall be subject to environmental analysis to ensure sensitivity to resource preservation, with designated trails that would not significantly disrupt habitat areas. The Planning Department shall seek public input before any open space is developed.

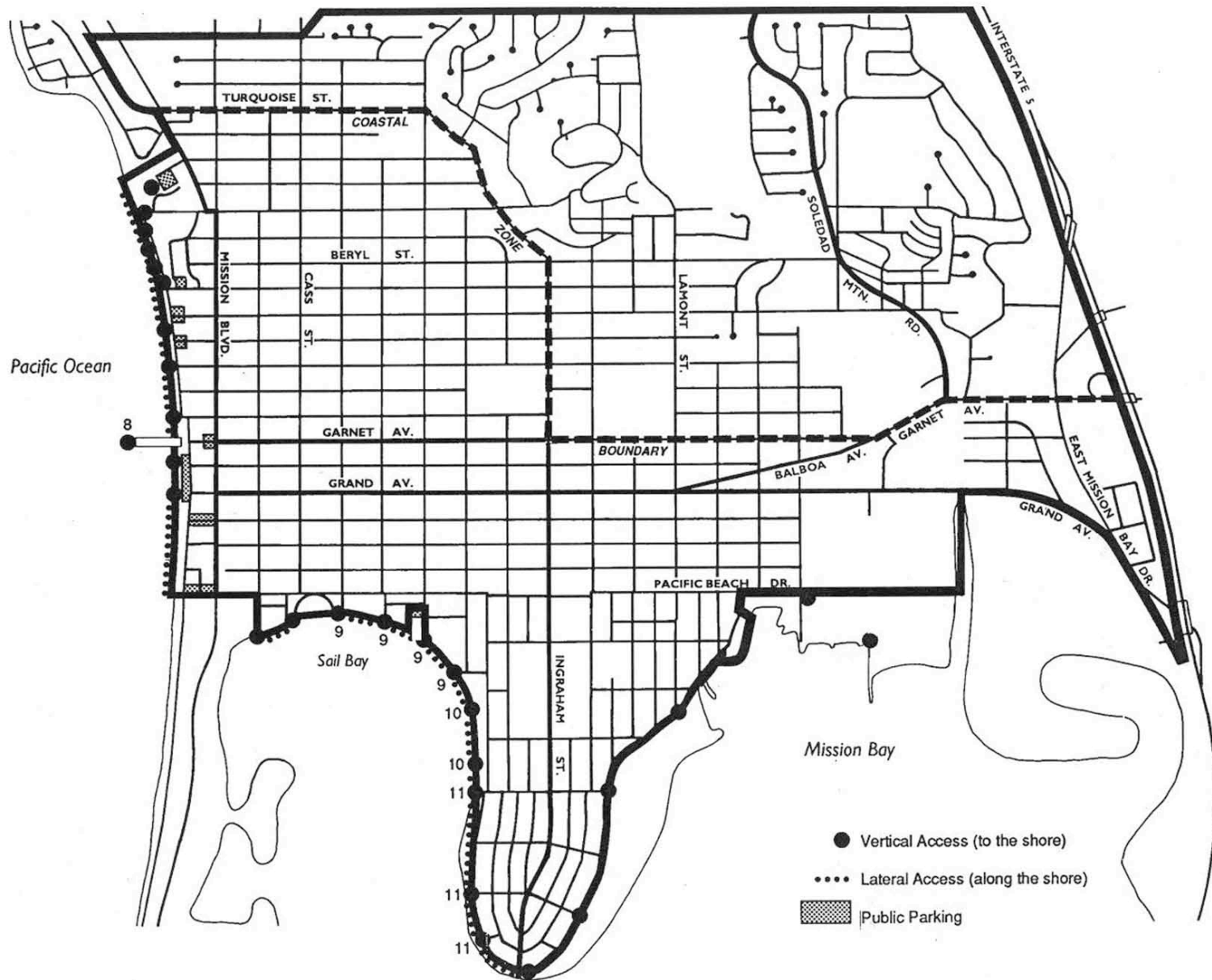


3. The Park and Recreation Department shall improve public access to Pacific Beach's coastal resources with additional stairways, walkways, remote parking, signage and other amenities as identified in this plan (see Figure 15). Additionally, access shall be improved with a coordinated transit system.
4. As new vertical accessways are developed, the Park and Recreation Department shall install access facilities for the physically challenged where possible, accounting for safety considerations.

5. Any new development of property directly abutting the Northern Wildlife Preserve shall maintain a one hundred foot (100') buffer area from wetlands and shall incorporate, where feasible, a controlled pedestrian trail and viewing areas around the marsh in the upper half of said buffer, in accordance with the Sensitive Coastal Resource Zone and the specific proposals of this plan.



6. The Park and Recreation Department shall work with the San Diego Unified School District to identify other opportunities for jointly utilizing school properties for providing additional recreational facilities to meet community needs, and shall further pursue acquisition or lease of surplus school sites for park development.
7. The City shall not lease or sell City-owned sites for private development until the Planning Department, the Park and Recreation Department and the community have analyzed the potential for these sites to meet the recreational needs of the community.
8. The City shall ensure that public views as identified in this plan of the Beach, Bay and Kate Sessions Park are retained. Specific view corridors to be protected are contained in **Figures 4 and 16**.
9. The City shall maintain and improve, as needed, facilities at existing parks, beaches and bay areas.



Ocean and Bay Access Points  
Pacific Beach Community Plan

**15**  
FIGURE



## ACTION PLAN

Implementation Measures	Timing						Development Impact Fee Dependent	Responsibility For Implementation	Source of Funding	See For More Detail
	On-Going	Adopt With Plan	Within 2 Years	Within 5 Years	Within 10 Years	Within 20 Years				
Rezone City-owned park sites to OS-P		●						Planning Dept., Planning Commission, City Council, Calif. Coastal Commission	City	Policy 1 Proposal 1-2, & 11
Review public access proposals for inclusion of resource preservation measures.	●							Planning Dept.	City	Policy 2 Proposal 3-4
Improve public access to the Beach and Mission Bay.			●					Park and Rec. Dept.	City	Policy 3-4 Figure 15 Proposal 9 Proposals 8, 10-11
Identify joint school-park opportunities; pursue lease or acquisition of surplus school sites for park/recreation uses. Pursue acquisition of additional park sites and expansion of existing ones.				●				Park and Rec. Dept.	City	Policy 6
Review City lease or sale proposals for opportunities.	●							Property Dept., Park and Rec. Dept., Planning Dept	City	Policy 7
Maintain/enhance public views and scenic vistas.	●							Planning Dept.	City, recoverable	Policy 8 Proposal 13
Maintain/improve parks, beaches and bay areas.	●						●	Park and Rec. Dept.	City	Policy 9 Proposal 14- 17 PFFP



### ACTION PLAN (continued)

Implementation Measures	Timing						Development Impact Fee Dependent	Responsibility For Implementation	Source of Funding	See For More Detail
	On-Going	Adopt With Plan	Within 2 Years	Within 5 Years	Within 10 Years	Within 20 Years				
Require projects to underground utilities per Council Policy 600-25; implement undergrounding utility districts.	●				●			Engineering and Development Dept., Planning Dept.	City	Policy 1 Proposal 2
Require public projects to conform with City regulations and recommendations of this plan.	●							Planning Dept., Other City departments	City	Policy 2 Proposal 3
Pursue the joint-use of school-park facilities with San Diego Unified School District.	●							Park and Rec. Dept.	City	Policy 3
Provide a new fire station in the vicinity of garnet Avenue and east Mission Bay Drive.							●	Engineering and Development Dept., Planning Dept.	City	Policy 4 PFFP

## **SPECIFIC PROPOSALS**

### **Open Space Preservation**

1. Designate the Rose/Creek inlet and flood control channel as open space, and further develop the area adjacent to the floodway as a linear parkway with native riparian landscaping, pedestrian and bicycle paths. Pursue funding sources, such as grants or landscape maintenance districts to facilitate development and maintenance of this area. Develop and use maintenance standards for the flood control channel that will reconcile the conflicting goals of maintaining the channel to control floods and minimizing disturbance of the natural riparian habitat.
2. Rezone the City-owned Kate Sessions Park from R1-10,000 (Single Family Residential 1 dwelling unit per 10 thousand square feet) to OS-P (Open Space - Parks) to preserve the area as a natural resource and to maintain its scenic and visual amenities.

### **Resource Protection**

3. Any public improvement projects adjacent to or within designated open space areas shall be reviewed by the Planning Department through the City Projects Review Task Force for potential environmental impacts and conformance with the policies and proposals of this plan.
4. Placement of new utility infrastructure shall avoid open space areas serving as habitat preserves or conservation. Facilities shall avoid all sensitive habitats, plants, and animals when being located in any open space area and be absolutely excluded from open-space sites serving as mitigation and/or serving habitat preservation and conservation purposes. Other open space areas allowing public access and activity would be available for infrastructure with appropriate mitigation. The City shall work with public utilities to ensure their sensitivity to environmental considerations before granting permits for new facilities.

### **Public Access**

Proposals 8-11 are identified by their corresponding number on **Figure 15**.

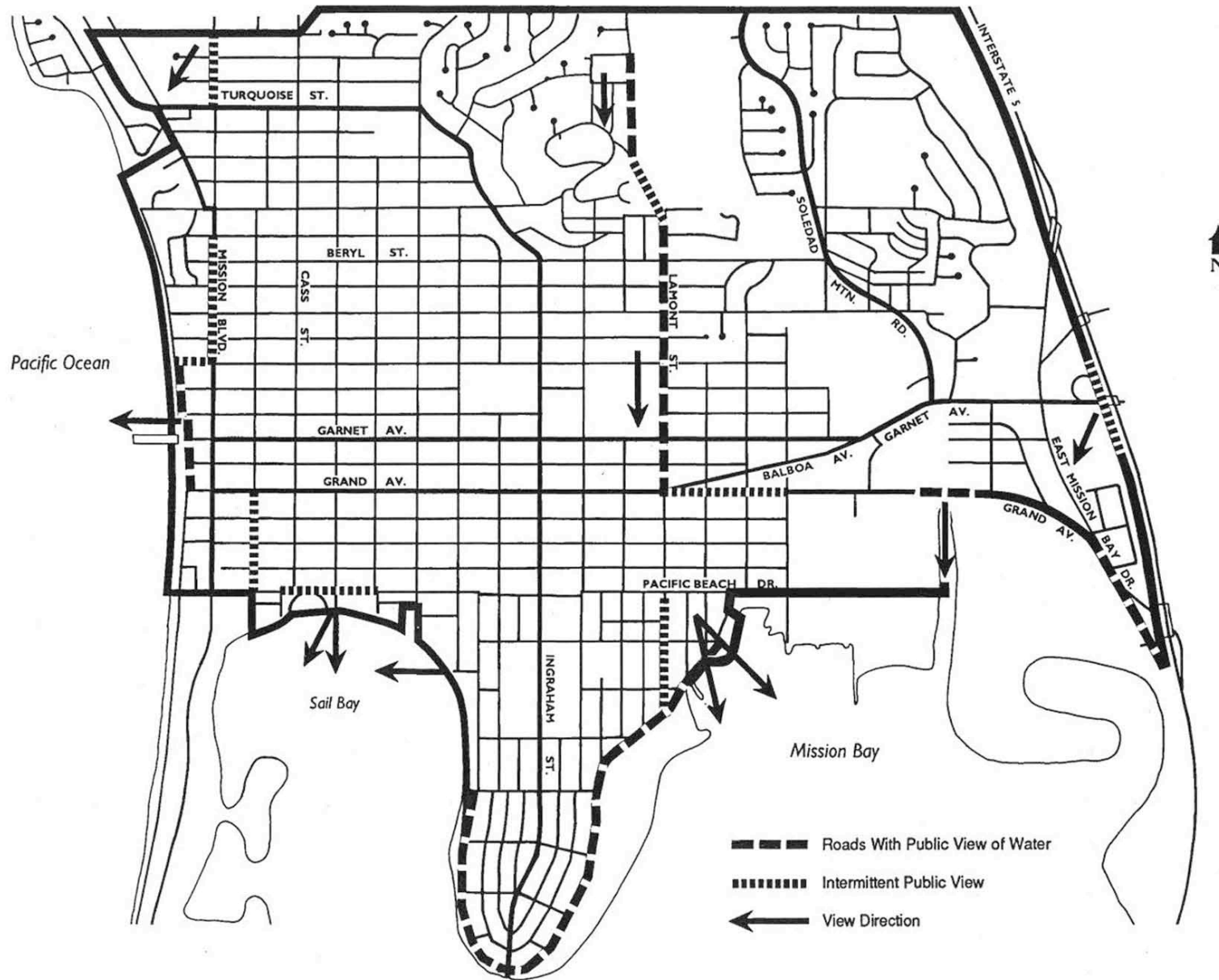
5. As new vertical accessways are developed, the Park and Recreation Department shall provide access facilities for the physically challenged, accounting for safety considerations.
6. The Park and Recreation Department shall provide adequate signs for all existing and future beach and bay accessways to ensure public safety and awareness.
7. Public access to the public portion at the western end of Crystal Pier shall be maintained, considering security of the pier and public safety. Any partial restriction on public access for security or safety reasons shall be agreed upon by the City, the private owner and the community.

8. The Parks and Recreation Department shall develop the ends of Dawes, Everts, Fanuel and Gresham Streets at the beach with ramps.
9. The Park and Recreation Department shall provide signage for the two dedicated accessways located at 3750 and 3862 Riviera Drive.
10. The Park and Recreation Department shall upgrade the dirt stairway on Riviera Drive with new facilities.
11. The Park and Recreation Department shall include wooden fencing, benches, trash receptacles, landscaping, paving, walkways and bicycle racks at all park, beach and bay accessways and trails, where possible.
12. The Park and Recreation Department shall complete the bikepath-walkway around Crown Point Shores.
13. Maintain and enhance the public views and scenic vistas of the beach and bay by undergrounding utilities and maintaining street landscaping, and by requiring new development to conform with the design standards of the commercial and residential elements of this plan. **Figures 4, 16, and 18** of this plan shall be used together to determine where said design standards are to be applied.

#### **Increased Recreational Opportunities**

14. The Park and Recreation Department shall develop new playground facilities and picnic areas in community parks, and along the beaches and bay.
15. The Park and Recreation Department shall complete the development of Pacific Beach (Ocean Boulevard) Park and widen the sidewalk along the beach near the lifeguard station at Grand Avenue.
16. The Park and Recreation Department shall pursue additional funding, including State and Federal grants, for the purposes of maintaining and improving parks, open space and recreation centers. The Department shall also work with community organizations to establish volunteer programs for litter abatement and safety enhancement.
17. The Park and Recreation Department shall redevelop Farnum Elementary School as an "interim" community park until funding for construction of the new library is obtained. Consider relocating the Pacific Beach Community Gardens to the library site if the parcel and landscape design permit.
18. When the new Pacific Beach Library is constructed, the City shall consider developing the old site as a pocket park or other community use.

19. The community, Planning Department and Park and Recreation Department shall study the enlargement of the Mission Bay athletic area to provide needed community recreation facilities.
20. The Park and Recreation Department shall create "pocket parks" from areas created from rights-of-way which are no longer needed for street circulation purposes (such as the realignment of Balboa Avenue).
21. The Park and Recreation Department shall work with the School District to turf school grounds and to install lighting and security for after-hours use of fields.



Coastal Views **16**  
Pacific Beach Community Plan **FIGURE**

## COMMUNITY FACILITIES AND SERVICES

### BACKGROUND

One middle, one high and four elementary schools are located in Pacific Beach (see **Figure 17**). In addition, Bird Rock Elementary School, located just northwest of the community boundary with La Jolla, serves residents in the northwestern area of the community.

The current library facility in Pacific Beach is located adjacent to the Pacific Beach Middle School. The site is limited at 8,750 square feet and there is no on-site parking. The library is in need of expansion, and a new, much larger library has been approved on what was previously the Farnum Elementary School site.

Police protection is provided by the Northern Area Division of the Police Department; there is a Community Relations Storefront Office in Pacific Beach.

One fire station serves the Mission Beach and Pacific Beach communities, located at Mission Boulevard and Grand Avenue.

The community contains one hospital, located on Bunker Hill Street, and one post office, located on Cass Street. The post office, which is relatively new, is small and has inadequate parking.

Pacific Beach receives its water supply from the City's transmission line, which distributes to the community from a pipe that runs underneath Grand Avenue. All sewage in Pacific Beach is pumped to the Point Loma Sewage Treatment Plant for processing.

### GOALS

- Maintain and expand as necessary the community's educational facilities, such as Mission Bay High, Pacific Beach Middle, and elementary schools to ensure that the facilities are available for needed programs and to meet projected student enrollment.
- Enhance the opportunity for library usage in the community by completing of the new Taylor Library on the Farnum Elementary School site.
- Improve the community's scenic views and vistas of the beach and bay through a program of undergrounding utilities and maintaining streetscapes that frame, rather than obstruct, views.
- SDG&E has a continuing program of undergrounding utilities. In view of its importance as a visitor destination, the City shall urge SDG&E to assign priority status to those areas identified in **Figure 18**.
- Ensure that the development of new public facilities do not block identified public views.

- Promote the safety of Pacific Beach's residents by supplementing, as necessary, police and fire protection; ensure that the Police Department's community relations store front is retained.

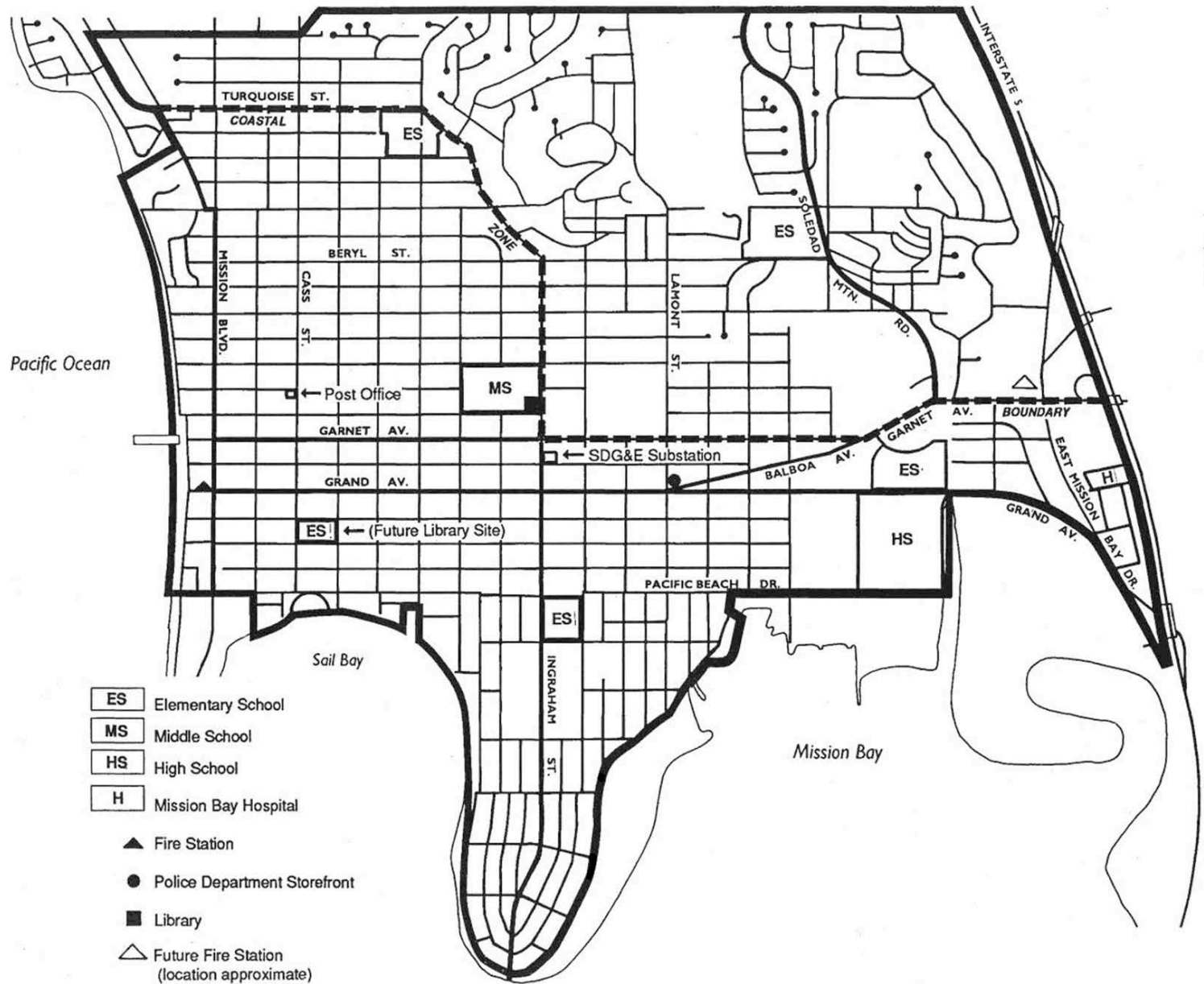


- Improve the appearance of water, sewer, gas and electric facilities in the community through enhanced landscaping and facade articulation of structures where possible.
- Ensure that new development of community facilities is complementary to the bulk and scale of the surrounding neighborhood.

- Provide for the social needs of the community's homeless and migrant populations.

## **POLICIES**

1. The City shall require the undergrounding of utilities for the approval of major projects in accordance with Council Policy and shall further implement the enhancement of key view corridors, identified by this plan, through underground utility districts.
2. All proposals for the construction or redevelopment of public facilities shall be reviewed to ensure conformance with the City's landscape ordinance and the goals of this plan.
3. The Park and Recreation Department shall work with the San Diego Unified School District to identify opportunities for utilizing school properties to provide additional recreational facilities to meet community needs, and shall further pursue acquisition or lease of surplus school sites for park development.
4. The City shall provide a new fire station in the proximity of Garnet Avenue and East Mission Bay Drive to enhance fire protection for the community. The new station will be designed in accordance of the recommendations of this plan.

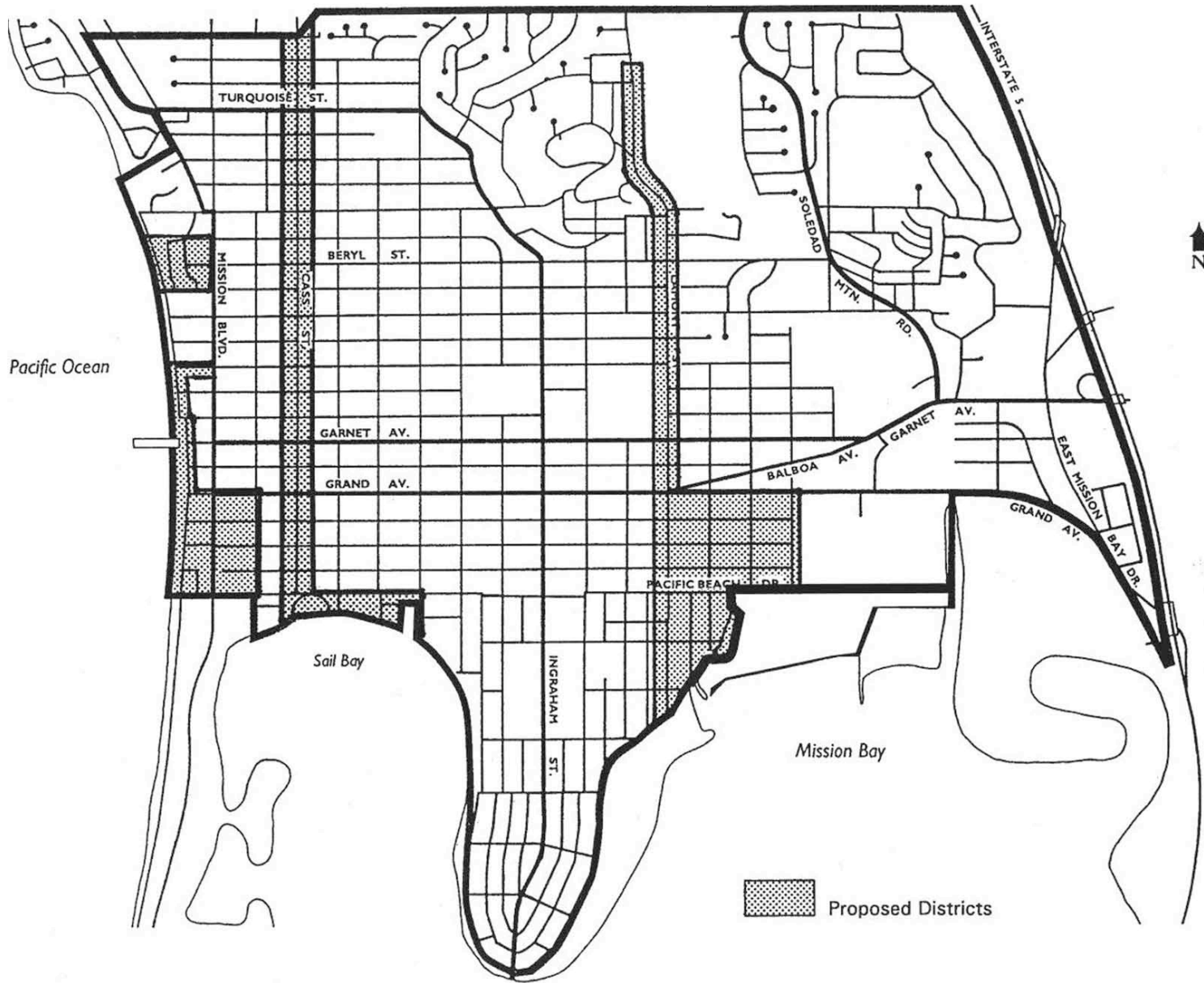


**Public Facilities**  
Pacific Beach Community Plan



## **SPECIFIC PROPOSALS**

1. Improve the appearance of the SDG&E substation at Ingraham and Hornblend Streets with enhanced landscaping and redwood slatted chain link fencing or other means of providing an attractive barrier.
2. Implement the view corridors (shown in **Figure 18**) as underground utility districts.
3. Process community facility development requests through the City projects review process to ensure conformance with the Pacific Beach Community Plan and to provide the opportunity for public input.
4. Appoint a Task Force of community and City representatives to quantify and analyze the needs of the homeless and migrant worker population in Pacific Beach and to formulate a plan to improve the conditions in the community utilizing community and City organizations and resources.



**Underground Utility Districts**  
**Pacific Beach Community Plan**

**18**  
**FIGURE**



## HERITAGE RESOURCES

### BACKGROUND

Only a few historical structures remain in Pacific Beach. Most notable are Crystal Pier, at the foot of Garnet Avenue, and the former Dunaway Drugstore, at the northwest corner of Garnet Avenue and Cass Street. These structures are identified in Figure 19, and a complete listing of potentially significant historical and archaeological sites is included as **Appendix G**.



### GOAL

Preserve the heritage of Pacific Beach for future generations by designating its historic and archaeological sites, such as Crystal Pier, the former Dunaway Drug store and the former village of La Rinconada de Jama.

### POLICIES



1. The City shall work with the community to conduct historical and archaeological surveys using the preliminary survey of heritage resources included as **Appendix G**, and shall pursue designation of significant sites or structures.
2. The City shall ensure that any redevelopment of Crystal Pier maximizes public access, emphasizes water dependent uses, enhances the historic architectural character of the pier and provides adequate parking.



*Potential historic resources to be added pending further review by the City of San Diego, Planning Department*

**Heritage Resources**  
**Pacific Beach Community Plan** **19**  
**FIGURE**



## ACTION PLAN

Implementation Measures	Timing						Development Impact Fee Dependent	Responsibility For Implementation	Source of Funding	See For More Detail
	On-Going	Adopt With Plan	Within 2 Years	Within 5 Years	Within 10 Years	Within 20 Years				
Pursue designation of significant historic and archaeological sites in Pacific Beach.			●					Planning Dept., Historic Sites Board, Planning Commission, City Council	City	Policy 1 Proposals 2-3
Require redevelopment of Crystal Pier to conform to City regulations and the recommendations of this plan.	●							Planning Dept. Property Dept.	City, private	Policy 2 Proposal 1

## SPECIFIC PROPOSALS

1. Redevelopment of Crystal Pier shall conform to development standards included as **Appendix F**.
2. Designate significant historic sites upon further review and analysis of the preliminary survey of heritage resources, included as **Appendix G**. Further analysis shall consist of a historic survey that will identify those sites that should be designated and saved in that location; those that should be saved but could be moved to another location; and those that could simply be photographed and documented prior to demolition. Pursue, in conjunction with the Pacific Beach Historical Society, additional opportunities for funding sources, such as grants, to conduct historical surveys.
3. The City shall provide where possible, incentives such as tax credits and permit fee waivers to encourage private designation and conservation of potentially historic sites.

