



Commercial and Industrial Element

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Commercial and Industrial Element



COMMERCIAL LAND USES

TC-TOURIST COMMERCIAL

RC-REGIONAL COMMERCIAL

CC-COMMUNITY COMMERCIAL

NC-NEIGHBORHOOD COMMERCIAL

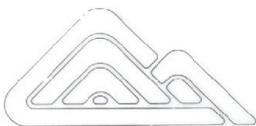
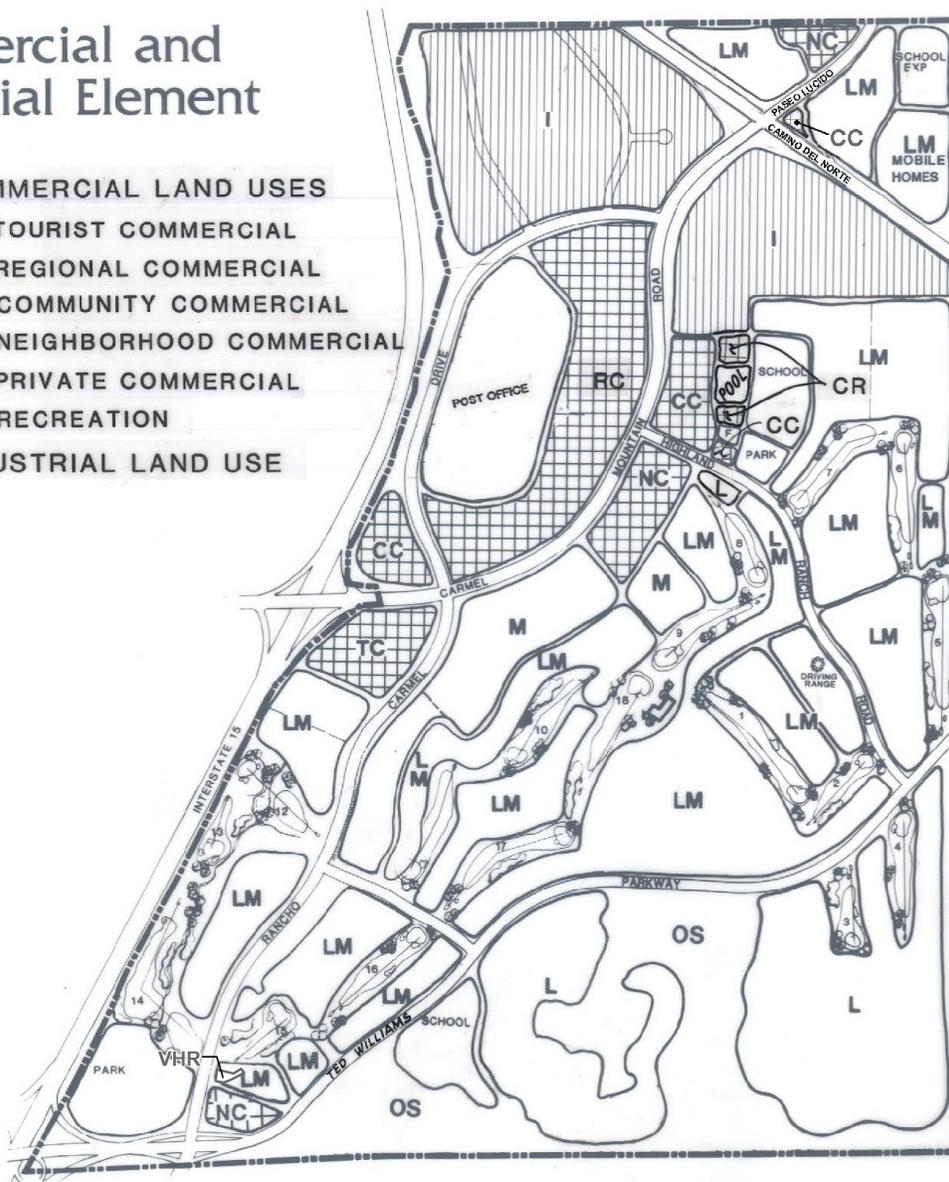
CR-PRIVATE COMMERCIAL

RECREATION

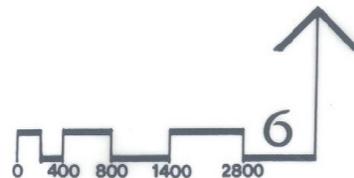
30-39



INDUSTRIAL LAND USE



Carmel Mountain Ranch



COMMERCIAL AND INDUSTRIAL ELEMENT

OBJECTIVE

DEVELOPMENT OF FACILITIES TO PROVIDE TOTAL JOB OPPORTUNITIES IN EXCESS OF TOTAL PLANNED RESIDENTIAL UNITS AND PROVISION OF CONVENIENT COMMERCIAL DEVELOPMENT TO MEET SHOPPING, SERVICE, AND RECREATION NEEDS OF A BALANCED COMMUNITY ARE CENTRAL TO CARMEL MOUNTAIN RANCH DEVELOPMENT.

Guidelines for attainment of this goal:

- Include commercial/industrial/office development as the initial phase of the Plan so that employment opportunities are available concurrently with residential occupancy, and housing opportunities are available concurrently with job generation. (See **Implementation Element, Phasing** for details.)
- Incorporate retail centers to meet the needs of the projected 101,000+ consumers (General Plan, 1995 projected household population for North San Diego).
- Locate traffic-generating development in proximity to circulation corridors capable of handling the volume.
- Plan the industrial park/office area to allow for incorporation of commercial and social uses (e.g., restaurants, athletic clubs and daycare centers) thereby minimizing the need for automobile trips into other areas of the community.
- Provide for one business-serving hotel within the industrial park/office area to serve the needs of corporate tenants within the area.
- Plan traffic patterns, between the industrial area on site and the Rancho Bernardo Business Park to the north, to integrate them into one transportation network.
- Locate and transitionally buffer sites to ensure compatibility with abutting land use designations.
- Provide for sufficient small commercial sites to offer accessible retail, leisure and service facilities for future users.
- Utilize Planned Industrial Development (PID) and Planned Commercial Development (PCD) zoning overlays, where needed, with the total planning of the community (see **Figure 35**). Encourage passive and active energy conserving designs in industrial and commercial buildings and site layouts.

PROPOSALS

1. Employment Acreage Balance

This Plan proposes 312.9 acres for commercial and industrial or office land uses. The number of jobs available in the community should far exceed the number of residential units; that is to say, a balanced community has been created in terms of the employment/housing balance.

2. Industrial/Commercial Sites

- a. **Industrial/Office Park** (Units 40, 41 on **Figure 5**). A 111.5-acre parcel at the southeast corner of the intersection of Camino Del Norte and I-15 is currently zoned and mapped for approximately 1,600,000 square feet of industrial park development under a Planned Industrial Development Permit from the City of San Diego. Approximately 190,000 square feet of the industrial park have approved Conditional Use Permits to develop medical facilities within this industrial park. Roadways have been designed to facilitate traffic between this area and the contiguous industrial area to the north.

One business-serving hotel, specifically designed to accommodate business travelers, may be developed within the office park. This type of hotel caters to a corporate clientele that have an average stay of seven to ten days. Rooms are typically suites and often incorporate kitchenettes. Amenities provided with the hotel may include exercise facilities and business centers. On-site restaurants, retail shops, or meeting rooms open to the general public, may not be included with this type of hotel. A business-serving hotel at this location would provide lodging for business and corporate travelers and business support personnel working with companies within the office park and other nearby areas.

A 69.0-acre parcel south of Camino Del Norte and adjacent to Carmel Mountain Road is zoned for industrial park use (including a combination of research-development and office uses). This area will be developed much like the existing industrial park area. An approved PID permits 970,250 square feet of additional floor area.

It was decided by the county of San Diego that right-of-way once reserved for a proposed diamond interchange at Camino Del Norte and Carmel Mountain Road/Paseo Lucido would no longer be needed. The property on the west and south quadrants of the intersection was redesignated for industrial land use. Additional traffic and environmental studies will be required if this former right-of-way area is ever proposed to be developed.

- b. Regional Commercial Center** (Unit 30 on **Figure 5**). Siting of the proposed 69.6-acre regional center gives ready access to both I-15 and SA-680 without impacting residential streets. The site is already graded and fully improved with services under a Planned Commercial Development Permit from the City of San Diego. A regional post office facility was added in 1992, covering 49 acres immediately adjacent to the regional shopping center. This facility's acreage has been counted under community facilities rather than commercial.

Unit 39 was designated for community commercial development after it was decided by the county of San Diego that right-of-way once reserved for a proposed diamond interchange at Camino Del Norte and Carmel Mountain Road/Paseo Lucido would no longer be needed. Unit 39 is located to the east of the Camino Del Norte and Carmel Mountain Road/Paseo Lucido intersection.

- c. Tourist Commercial** (Unit 35 on **Figure 5**). One parcel totaling 12.7 acres is zoned for hotel or related tourist/commercial uses. Unit 35 will relate to the regional commercial center and has been located at the gateways to the community.
- d. Private Commercial Recreation** (Unit 33 on **Figure 5**). Two parcels, totaling approximately 3.4 acres in size, are proposed as part of a private commercial recreational complex north and south of the community pool. These facilities are located in the Town Center area and will provide health and recreational opportunities for both future workers and residents of the Carmel Mountain Ranch community. A daycare center has been constructed on the southerly site, north of the fire station.

3. Development Design

Functional and aesthetic guidelines establishing design criteria for the commercial, industrial and residential element of Carmel Mountain Ranch, are included in the **Community Environment, Conservation and Design Element**. This criteria should be reviewed by City planning staff as a function of PID, PRD and PCD implementation. The guidelines are sensitive to the following:

- Choice of materials and color palette should marry the parcels visually to the site.
- Compatibility of architectural style with signage and street furniture of parcel entry statements and internal design themes.
- The silhouette and elevations of buildings will be harmonious with adjacent land uses in massing.
- Buffers and visual screening, an integral part of site planning, will incorporate landscaping, berms and walls into the total design. The Town Center will have an urban focus. Pedestrian orientation and plazas designed with special events in mind will provide opportunity for eating, shopping, relaxing, or just strolling in close proximity to major employment centers.
- Active and passive energy and water conservation measures will be incorporated in site planning and architectural design.