

COMMUNITY GOALS

LAND USE

Overall Land Use Goals

1. A land use plan that provides a mix of residential, office, industrial, retail, visitor and entertainment, and civic uses that also support and encourage transit use, walking, and bicycling.
2. Industrial and commercial office uses that support military uses located in North Bay and the City.
3. Mixed-use nodes that strengthen or create strong community character
4. Transit nodes that are connected to residential, retail, employment, and visitor entertainment uses located in North Bay.
5. Gateways that provide a sense of arrival into the North Bay community.

Residential

Diverse housing opportunities.

1. Achieve a diverse mix of housing types and forms, consistent with allowable densities and urban design policies.
2. Increase housing opportunities in North Bay to enhance the community character.
3. Encourage adaptive reuse of community-significant buildings for residential use.
4. Promote the production of affordable and workforce housing.

Commercial

Quality neighborhood and community-serving commercial uses.

1. Promote a mixture of commercial uses for existing and future residents, employees, and visitors.
2. Enhance and retain community, neighborhood, and visitor-serving commercial uses.
3. Encourage the development of shopkeeper units and live/work units that allow residents to own and operate office, professional, and retail uses.

Institutional

Retention and enhancement of community-supporting institutional uses; Retention and enhancement of military uses including the Marine Recruit Depot and Space and Naval Warfare Campus Facility.

1. Support the military's role in the community and the City.
2. Consult with government and non-government organizations to ensure that proposed land uses and development projects adjacent to existing institutional uses are compatible.
3. Ensure that new and remodeled facilities on designated institutional land are compatible with surrounding uses.
4. Ensure that the community will have ample opportunity to guide long-term uses of publicly owned community-serving facilities.
5. Identify alternative land uses for institutional uses in the event that existing institutional uses close or relocate.

Industrial

Retention and enhancement of small and mid-size light industrial business activities in predominantly industrial areas; Accommodation of urban, smaller lot, light industrial uses; Retention and expansion of stable base sector employment uses and supportive commercial and industrial services.

1. Attract and retain employment uses.
2. Promote a mixture of light industrial uses and employment related uses.
3. Encourage small-scale industrial and employment-related uses to promote economic vitality at a neighborhood scale consistent with urban design policies.



COMMUNITY GOALS

MIXED-USE SUB DISTRICTS

Midway Entertainment Village

A vibrant, mixed-use entertainment-focused village to enhance the character of the community at the City-owned Sports Arena property.

1. Support the renovation or replacement of the Sports Arena with a sports entertainment facility.
2. Create a mixed-use retail, office, entertainment activity center to serve as a regional gathering place and indoor and outdoor market, place as part of a master planned development.
3. Provide a new park/public space that can be used for community events, outdoor markets and recreational activities.
4. Support establishing a direct connection to the San Diego River Park.
5. Consider proposals that exceed the 30-foot coastal height limit when the proposed project has the potential to:
 - Create a landmark destination;
 - Enhance the community and the City;
 - Meet the goals and policies of the North Bay Community Plan; and
 - Do not detract from coastal views.

Note: Such a proposal would be subject to a citywide vote.

Dutch Flats Business Village

An attractive employment focused village that supports the Space and Naval Warfare (SPAWAR) Campus Facility.

1. Attract defense and high-tech related office, research and development, and residential uses at the Post Office and other large parcels adjacent to the SPAWAR Campus.
2. Support development of US Navy's Distribution Facility should the property become available.
3. Support the development of residential uses as part of a master planned development.
4. Support smaller scale neighborhood retail uses to support employees and residents.
5. Provide public or privately maintained park space that is open to the public.

Hancock Corridor

An attractive multiple use corridor linked to the Washington Street Trolley Station

1. Support the development of pedestrian friendly commercial and residential uses along Hancock Street, from Witherby Street to the Washington Street Trolley Station.
2. Maintain and enhance the historic Mission Brewery building.
3. Promote construction of live-work and shopkeeper units suitable for artists and business owners.



COMMUNITY GOALS

MOBILITY

Overall Mobility Goals

1. Ensure adequate capacity and improved regional access for vehicular traffic on heavily traveled roadways through focused improvements with an emphasis on Rosecrans Avenue and Camino Del Rio West.
2. Provide pedestrian-friendly facilities throughout the community with an emphasis on the following roads:
 - Rosecrans Street
 - Sports Arena Boulevard
 - Lytton Street
 - Barnett Avenue
 - Pacific Highway
 - Along any new streets / connections
3. Encourage transit as a mode of choice for residents and employees in the community by supporting improvements to transit service and infrastructure.
4. Develop a safe bicycle network that connects community destinations and links to surrounding communities and the regional bicycle network.
5. Ensure safe and efficient truck routes for access to San Diego International Airport as well as businesses within the North Bay community that minimize the negative impacts associated with commercial truck traffic.
6. Create an enhanced street typology network that is based on function as well as urban design considerations, emphasizing connections and linkages, pedestrian and cyclist comfort, transit movement, and compatibility with adjacent land uses.

Streets and Freeways

1. Support extension of the existing street grid to improve vehicular and multi-modal circulation within the community.
2. Create new roadways to break up the scale of large developments and superblocks, and to allow for additional access, and reduced congestion on existing roadways as part of a development project.
3. Implement physical and operational improvements community-wide to address existing and projected vehicular circulation needs which include, but are not limited to signalization improvements, restriping, and median modifications.
4. Support freeway access improvements to reduce congestion on streets within the community from vehicles traveling to and from adjacent communities, military facilities, and the San Diego International Airport.
5. Work with SANDAG and Caltrans to incorporate connector ramps from I-5 south to I-8 west, and I-8 east to I-5 north in the Regional Transportation Plan. The goal is to reduce traffic congestion within the community that is generated by vehicles traveling to and from adjacent communities.
6. Introduce traffic calming measures where appropriate to improve pedestrian safety and comfort, and to reduce speeding and traffic diversion from arterial streets onto residential streets.
7. Implement Intelligent Traffic Systems (ITS) strategies such as dynamic message signs and traffic signal coordination to reduce traffic congestion along Rosecrans Street, Sports Arena Boulevard, and Pacific Highway.
8. Support roadway-rail grade separation at West Washington Street.
9. Coordinate with the US Navy and Marine Corps to reduce congestion from employees and visitors traveling to Navy and Marine Corps facilities and installations within and adjacent to the community.



Transit

1. Develop land uses adjacent to transit that are compatible with transit and support transit ridership.
2. Reduce the number of existing and planned curb cuts where possible to minimize vehicular conflicts with pedestrians and buses on important transit and neighborhood commercial streets such as Rosecrans Avenue, Sports Arena Boulevard, Midway Drive, and Pacific Highway.
3. Improve the environment surrounding bus and trolley stops through installation of sidewalks, curb extensions, shelters, additional seating, lighting, street trees, and landscaping where appropriate.
4. Provide enhanced amenities and reflect the importance of the major bus stops and trolley stations through unique shelter designs, bicycle lockers, artwork, and real-time transit information.
5. Highlight the presence of each of the trolley stations through street treatments and signage on pedestrian routes to and from each of the stations including the Old Town Transit Center.
6. Improve wayfinding, signage, and lighting, to ensure that connections to all transit stops are clearly identified for pedestrians, bicyclists, and vehicles.
7. Work with MTS to incorporate measures to improve personal safety such as lighting, surveillance, emergency call boxes, and similar upgrades at each of the trolley stations.
8. Work with SANDAG to incorporate transit infrastructure and service enhancements for North Bay in the Regional Transportation Plan including roadway-rail grade separation at West Washington Street.
9. Work with regional and statewide transportation planning agencies and operators to design an Intermodal Transportation Center to connect transit and rail passengers to the San Diego International Airport that:
 - Enhances mobility and transit access for the North Bay
 - Enhances community character
 - Serves as a catalyst for businesses along the Pacific Highway Corridor.
10. Encourage employers and to coordinate with SANDAG to provide commuter programs that incentivize transit use, such as the provisions of transit passes at reduced rates, carpool or ridesharing programs, and allowing for flexible or alternative work schedules.

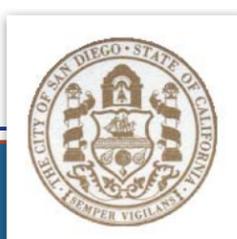


Pedestrians and Walkability

1. Promote the use of “Complete Streets” in which roadways are designed to enable safe, attractive, and comfortable access and travel for all users, by incorporating:
 - Sidewalks and buffer areas
 - Bicycle lanes
 - Well designed and well placed crosswalks
 - Raised crosswalks, medians or crossing islands in appropriate midblock locations
 - Special bus lanes
 - Accessible pedestrian signals
 - Sidewalk pop-outs
 - Street trees, planter strips and ground cover, staggered parking, and other ‘traffic calming’ techniques which tend to lower speeds and define an edge to travel ways
 - Center medians with trees and ground cover
 - Reduction in numbers of driveways
 - Removal of utility poles and other barriers within the pedestrian path of travel
2. Improve pedestrian access between North Bay (Midway) and adjacent communities.
3. Support and promote the completion of sidewalk and pedestrian intersection improvements along Rosecrans Avenue, Midway Drive and Sports Arena Boulevard
4. Support improvements to grade-separate the West Washington Street rail tracks in order to enhance pedestrian, bicycle, auto, and truck circulation.
5. Install missing sidewalk and curb ramps and remove accessibility barriers.
6. Provide marked crosswalks and pedestrian countdown timers at all signalized intersections.
7. Work with Caltrans to redesign the I-8 onramp at Sports Arena Boulevard to improve the pedestrian environment and access to the San Diego River pedestrian and bicycle trail and Mission Bay Park.
8. Improve the pedestrian environment adjacent to transit stops through the installation and maintenance of signs and crosswalks and other appropriate measures.
9. Redesign underutilized portions of streets as public spaces, such as widened sidewalks and curb pop-outs.
10. Provide shade-producing street trees and street furnishings, prioritizing pedestrian-serving streets.
11. Retrofit freeway underpasses with architectural lighting to foster pedestrian usage:
 - Rosecrans Avenue/I-5 underpass
 - West Washington Street/I-5 underpass
 - Sports Arena Boulevard/I-8 underpass

Bicycles

1. Provide and support a continuous network of safe, convenient and attractive bicycle facilities connecting North Bay to the Citywide bicycle network and implementing the San Diego Bicycle Master Plan.
2. Provide secure, accessible, and adequate bicycle parking within retail shopping areas and at concentrations of employment and residential uses and throughout the community.
3. Provide secure, accessible, and adequate bicycle parking, including bicycle lockers at major bus stops and transit stations.



COMMUNITY GOALS

URBAN DESIGN

Overall Urban Design Goals

1. Improve the public realm, so that North Bay better supports new development and residents, employees, and visitors.
2. Integrate North Bay with the surrounding neighborhoods.
3. Identify streetscape improvements to enhance the pedestrian environment along the following gateway streets within North Bay:
 - Rosecrans Street
 - Camino del Rio West
 - Sports Arena Boulevard
 - Midway Drive
 - Pacific Highway
 - Lytton Street
 - Barnett Avenue
4. Emphasize pedestrian-friendly streetscape design, with sidewalks, shade trees, landscaping, pedestrian lighting, and street furniture.
5. Create and implement a street tree palette that enhances the pedestrian environment and is suitable for the location.
6. Provide public gathering spaces within community nodes orient buildings to the streets and reduce building setbacks in key locations to create active street frontages.
7. Increase landscaping in existing parking lots that abut active street frontages.
8. Emphasize community gateways as clear entry points and “places” within the community.
9. Identify community sub-districts and connections to assets outside of the community which include:
 - Mission Bay
 - San Diego River
 - Old Town
 - Liberty Station
 - San Diego Bay
10. Identify existing buildings and streets that have an authentic and unique style reflective of the history and character of the area which include:
 - The La Playa Trail
 - Dutch Flats
 - Mission Brewery



COMMUNITY GOALS

PARKS

Overall Parks Goals

1. Create and implement a sustainable park and recreation system that meets the needs of the North Bay community.
2. Consider utilizing park equivalencies and other alternative methods, to increase the amount and quality of recreation facilities where development of typical facilities and infrastructure may be limited by land constraints.
3. Improve pedestrian and bike connections to parks, adjacent communities, and across I-8 to the San Diego River Park.
4. Incorporate different types of park and recreation opportunities, including population-based parks and plazas, as well as civic spaces, and non-traditional park and recreational spaces.
5. Design parks and public spaces to fit the community, creating unique “places” or destinations within different areas of the community, while being physically connected to the community as well as walkable and pedestrian-friendly.
6. Create a public amenity or civic space within the community.
7. Create urban green streets that provide pedestrian connections and linear recreational opportunities from the San Diego River Park, Mission Bay, Liberty Station Park, the San Diego Bay, Presidio Park, and Old Town San Diego.
8. Coordinate with the San Diego Unified School District to develop a joint use park facility with Dewey Elementary School.



LAND USES DEFINED

COMMUNITY COMMERCIAL — RESIDENTIAL PERMITTED

- Provides for shopping areas with retail, service, civic, and office uses for the community.
- May be applied to areas where multi-family residential uses could be added to enhance the viability of existing commercial uses.
- Residential uses may occur only as part of a mixed-use (commercial and residential) project.

COMMUNITY COMMERCIAL — RESIDENTIAL PROHIBITED

- Provides for shopping areas with retail, service, civic, and office uses for the community at large.
- Does not allow residential uses.

MIXED-COMMERCIAL/RESIDENTIAL

(Potential New Designation)

- Provides a diverse array of commercial and residential uses that include residential, live/work spaces, hotels, offices, and retail.
- Community plans may specify an emphasis on general types of commercial uses.
- Residential may occur as standalone or as part of a vertical or horizontal mixed-use project.

BUSINESS PARK - RESIDENTIAL PERMITTED

- Applies in areas where employment and residential uses are located on the same premises or in close proximity.
- Multi-family residential uses are optional with the density to be specified in the community plan.
- Permitted employment uses include those listed in the business park designation (Office and R&D). Development standards and/or use restrictions that address health and compatibility will be included in future zones.

URBAN BUSINESS

(Potential New Designation)

- Allows single- and multi-tenant office, research and development, light manufacturing, and storage uses.
- Intended for application in urban communities to accommodate small and medium sized employment uses to promote economic vitality.

HEAVY COMMERCIAL

- Provides for retail sales, commercial services, office uses, and heavier commercial uses such as wholesale, distribution, storage, and vehicular sales and service.
- May be applied to transit corridors where the previous community plan allowed for both industrial and commercial uses.

INSTITUTIONAL

- Provides a designation for uses that are identified as public or semi-public facilities in the community plan and that offer public and semi-public services to the community.

**Note: The categories can be further tailored to meet community needs throughout specific recommendations in the plan to denote emphasis or to limit uses.*

