

October 8, 2012

Midway – Pacific Highway Corridor  
Community Plan Update  
Public Workshop

**MIDWAY – PACIFIC HIGHWAY CORRIDOR**  
Community Plan Update

An aerial photograph of a city landscape, likely Midway, showing a highway corridor and a large circular structure in the foreground. The image is partially obscured by a blue gradient overlay.

# WORKSHOP AGENDA

1. Intro/Background
2. Community-Wide Goals
3. Group Discussions... Participants will move between the following stations:
  - Focus Area 1
  - Focus Area 2
  - Focus Area 3
4. Next Steps & Closing



# TODAY'S WORKSHOP

1. Update on where we are in the process

2. Review:

- Draft Land Use Map and other materials
- Key Opportunities, Goals, and Policies

3. Receive feedback on all materials in order to proceed with:

- Conducting traffic forecast
- Writing community plan



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# INTRODUCTION

# COMMUNITY PLAN UPDATE

## *Purpose of a Community Plan*

- Reflect the community's vision and needs for next 20-30 years.
- Address community specific issues.
- Provides community specific recommendations.
- Based on community input.



# COMMUNITY PLAN UPDATE *PROCESS*

1. Community meetings to obtain input throughout the process.
2. Draft material is based on input from:
  - 2005 planning effort
  - 10 Advisory Comm. Meetings.
3. Additional meetings planned.

# COMMUNITY PLAN UPDATE *OUTCOME*

1. Update to address the community's existing conditions & issues, and remove Bay to Bay Concept.
2. Consistent with City's General Plan Goals and Policies.
3. Retain and enhance applicable Goals and Policies for the current Community Plan.
4. Make more user-friendly with text, graphics, and images.

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# **COMMUNITY WIDE GOALS AND POLICIES**

# LAND USE

1. A mix of residential, office, industrial, retail, visitor and entertainment, and civic uses.
2. Industrial and commercial office uses that support military uses.
3. A mix of light industrial and employment, including small scale uses.



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# LAND USE

## 1. Mixed-use nodes that:

- Strengthen community character
- Connect to transit, encouraging transit use, walking, and bicycling

## 2. A mix of urban housing types and forms, including shopkeeper and live/work units.



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### Community Plan Update



# MIXED-USE DISTRICTS

## *Midway Entertainment Village*

Vibrant, mixed-use entertainment focused village at the City-owned Sports Arena property.

1. Renovation or replacement of Sports Arena with sports entertainment facility.
2. Mixed-use, including:
  - Entertainment
  - Office
  - Retail
  - Civic space for outdoor gathering, events, markets, and recreation



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# MIXED-USE DISTRICTS

## *Midway Entertainment Village*

A vibrant, mixed-use entertainment focused village at the City-owned Sports Arena property.

Support exceeding 30 ft height limit, if development:

- Creates landmark destination
  - Enhances the community and the City
  - Furthers goals of the Community Plan
  - Does not detract from coastal views
- \*Note: Subject to citywide vote.*



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# MIXED-USE DISTRICTS

## *Dutch Flats Business Village*

Attractive employment focused village supporting SPAWAR Campus.

1. Attract defense/ high-tech related office, R&D, and residential at the Post Office and adjacent large parcels.
2. Support development of US Navy's Distribution Facility should property become available.
3. Provide smaller scale retail for employees and residents.
4. Provide open space for public use.



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# MIXED-USE DISTRICTS

## *Hancock Corridor*

Multi-use corridor linked to Washington Street Trolley.

1. Pedestrian-friendly commercial and residential uses along Hancock, from Witherby to the Trolley.
2. Maintain and enhance historic Mission Brewery building.
3. Promote live-work and shop keeper units suitable for artists and business owners.



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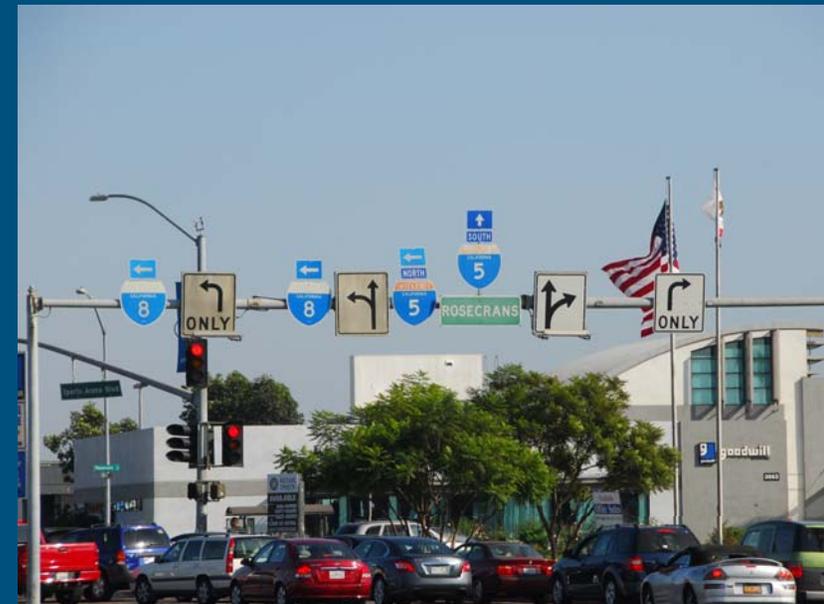
# MOBILITY

1. Implement both physical and operational improvements including:
  - Signalization improvements
  - Restriping
  - Median modifications
2. Work with SANDAG and Caltrans to incorporate connector ramps in Regional Transportation Plan:
  - From I-5 south to I-8 west
  - From I-8 east to I-5 north



# MOBILITY

1. Ensure adequate capacity and improved regional access for vehicular traffic, on:
  - Heavily traveled roads
  - Emphasis on Rosecrans and Camino Del Rio West
2. Support extension of street grid to improve circulation.
3. Create new roadways to break up the scale of larger developments and superblocks.



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# MOBILITY

1. Improve traffic flow.
2. Enhance the pedestrian environment.
  - Rosecrans St.
  - Sports Arena Blvd.
  - Lytton St.
  - Barnett Ave.
  - Pacific Highway.
  - Along any new streets/connections.



# MOBILITY

Improvements for all users that:

- Install missing sidewalks and curb ramps, and provide marked or upgraded crosswalks.
- Incorporate streetscape design with shade trees, landscaping, pedestrian lighting, and street furniture.
- Provide bicycle routes and parking.
- Reduce curb cuts where possible to minimize vehicular conflicts with pedestrians and transit.
- Remove utility poles and other barriers within the pedestrian path of travel.



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# URBAN DESIGN

1. Enhance the community's character.
2. Create a sense of place.
3. Create a pleasant environment by incorporating:
  - Reduced building setbacks
  - Buildings oriented to the street and sidewalk
  - Shade trees
  - Landscaping
  - Pedestrian lighting
  - Street furniture
  - Increased landscaping in parking lots and setback areas



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# URBAN DESIGN

Emphasize clear gateways from the following locations as clear entry points and “places”

- San Diego River
- Mission Bay
- San Diego Bay
- Old Town
- Peninsula
- Liberty Station
- Downtown
- Airport



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# PARKS & RECREATION

1. Create a public or civic space within the community.
2. Design multiple parks and recreation opportunities as unique “places.”
3. Consider non-traditional park opportunities, such as:
  - Privately owned parks
  - Linear parks
  - Plazas/Public space
  - Green streets
  - Pocket parks



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# PARKS & RECREATION

1. Improve pedestrian and bicycle connections to:

- Parks
- Adjacent communities
- San Diego Bay
- Mission Bay
- San Diego River Park

2. Coordinate with other public agencies for joint use parks and recreation facilities.

- Dewey Elementary School



# ***FOCUS GROUP DISCUSSIONS***

# FOCUS AREAS

1. Review Draft Land Use Map.

2. Discuss Goals and Policies.

- Land Use
- Mobility
- Character

3. Note:

- Draft is based on input from 2005 Planning Effort and 10 Advisory Comm. Meetings
- Uses General Plan Land Use Categories



Existing Land Use



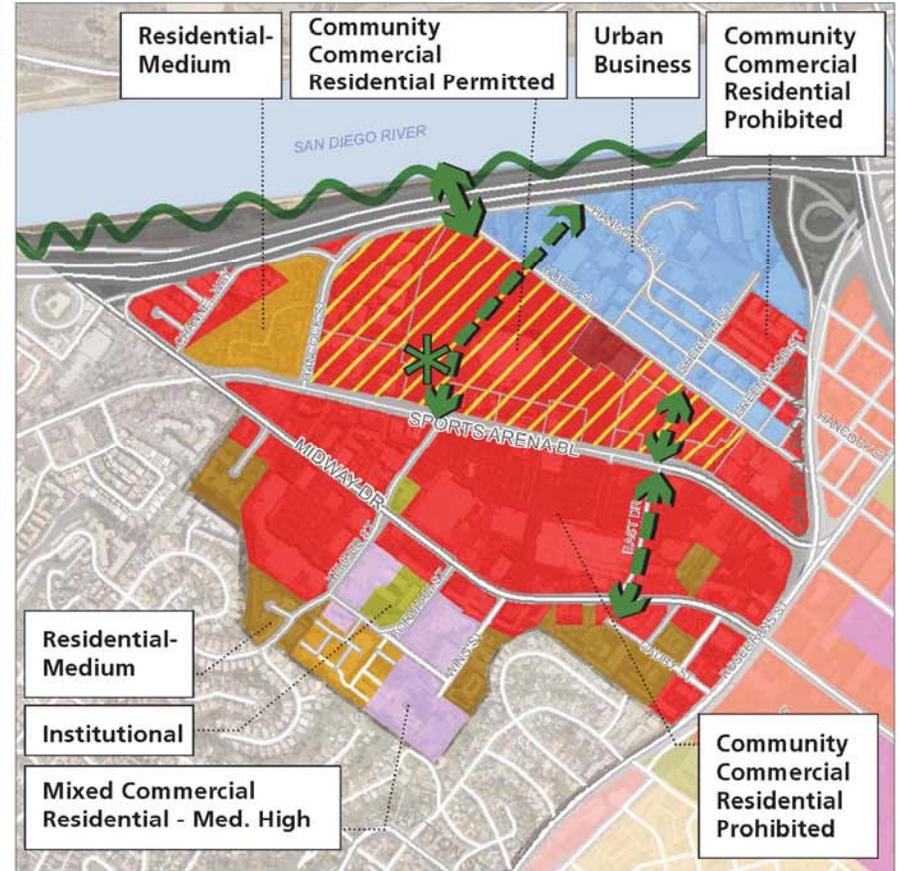
- ◆ Single Family
- ◆ Multifamily
- ◆ Commercial Retail or Services
- ◆ Office
- ◆ Hotel/Motel
- ◆ Industrial
- ◆ Institutional
- ◆ Utility
- ◆ Parking
- ◆ Vacant

Adopted Land Use



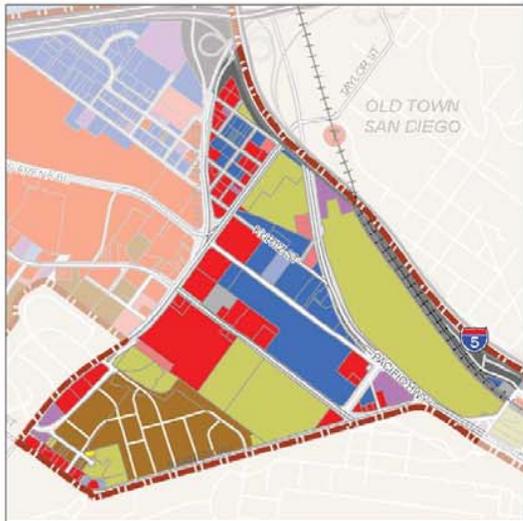
- ◆ Medium Density Residential (29 du/ac)
- ◆ Medium High Density Residential (43 du/ac)
- ◆ Community Commercial
- ◆ Office Commercial
- ◆ Commercial - Visitor
- ◆ Light Industrial
- ◆ Multiple Use
- ◆ Institutional
- ◆ Canal Alignment (approximate)

Proposed Draft Land Use



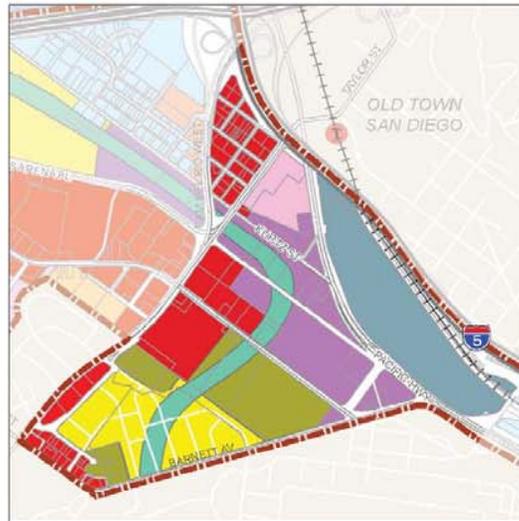
- ◆ Residential - Medium 15-29 du/ac
- ◆ Residential - Medium High 30-44 du/ac
- ◆ Mixed Commercial Residential - Med High 30-44 du/ac
- ◆ Community Commercial - Residential Permitted
- ◆ Community Commercial - Residential Prohibited
- ◆ Heavy Commercial
- ◆ Urban Business
- ◆ Institutional
- Potential New Streets
- ➔ Potential New Pedestrian / Bicycle Link to San Diego River
- ✳ Potential New Civic Space, Park or Plaza
- 〰 Potential Enhancements along San Diego River

Existing Land Use



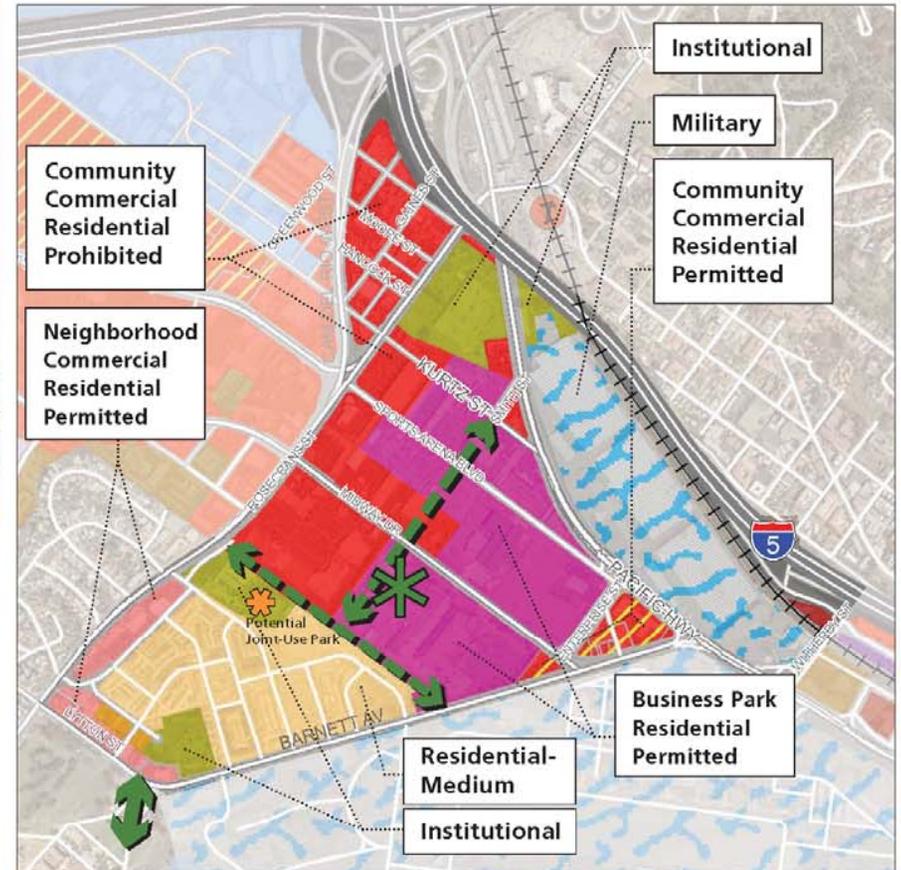
- ◆ Single Family
- ◆ Multifamily
- ◆ Commercial Retail or Services
- ◆ Office
- ◆ Hotel/Motel
- ◆ Industrial
- ◆ Institutional
- ◆ Utility
- ◆ Parking
- ◆ Vacant

Adopted Land Use



- ◆ Medium Density Residential (29 du/ac)
- ◆ Community Commercial
- ◆ Neighborhood Commercial
- ◆ Office Commercial
- ◆ Light Industrial
- ◆ Multiple Use
- ◆ Institutional
- ◆ Canal Alignment (approximate)

Proposed Draft Land Use



- ◆ Residential - Low Medium 10-14 du/ac
- ◆ Residential - Medium 15-29 du/ac
- ◆ Business Park - Residential Permitted
- ◆ Community Commercial - Residential Permitted
- ◆ Community Commercial - Residential Prohibited
- ◆ Neighborhood Commercial - Residential Permitted
- ◆ Institutional
- ◆ Military
- Potential New Streets
- ◆ Potential Enhancement to Existing Pedestrian / Bicycle Link to San Diego Bay
- ◆ Potential New Civic Space, Park or Plaza

Existing Land Use



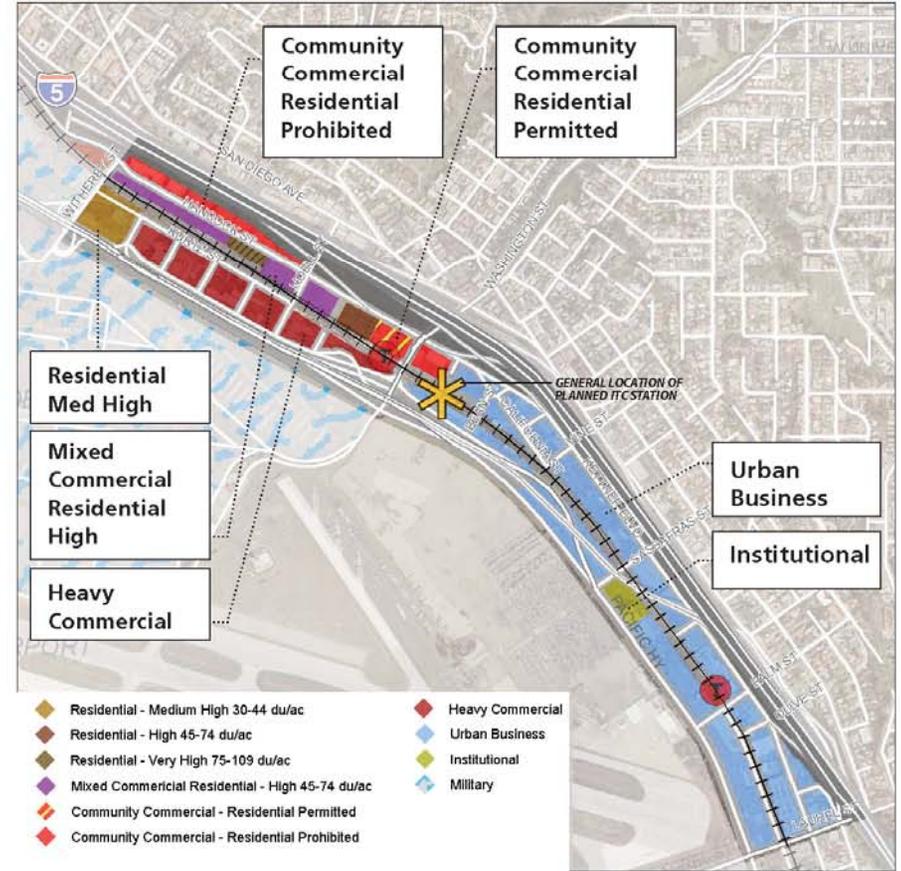
- ◆ Single Family
- ◆ Multifamily
- ◆ Commercial Retail or Services
- ◆ Office
- ◆ Hotel/Motel
- ◆ Industrial
- ◆ Institutional
- ◆ Utility
- ◆ Parking
- ◆ Vacant

Adopted Land Use



- ◆ Very High Density Residential (75-110 du/ac)
- ◆ Light Industrial
- ◆ Multiple Use
- ◆ Institutional
- ◆ Transportation Related Commercial

Proposed Draft Land Use



- ◆ Residential - Medium High 30-44 du/ac
- ◆ Residential - High 45-74 du/ac
- ◆ Residential - Very High 75-109 du/ac
- ◆ Mixed Commercial Residential - High 45-74 du/ac
- ◆ Community Commercial - Residential Permitted
- ◆ Community Commercial - Residential Prohibited
- ◆ Heavy Commercial
- ◆ Urban Business
- ◆ Institutional
- ◆ Military

# **LAND USE TERMS**

## **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.

## LAND USE TERMS

Residential, where  
Allowed within mixed-use  
areas:

- Potential densities may be up to 29 du/acre (unless otherwise noted)
- Example of this density: Lennar Shona development in Midway; Portions of Spectrum or Liberty Station



# **LAND USE TERMS**

## **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**

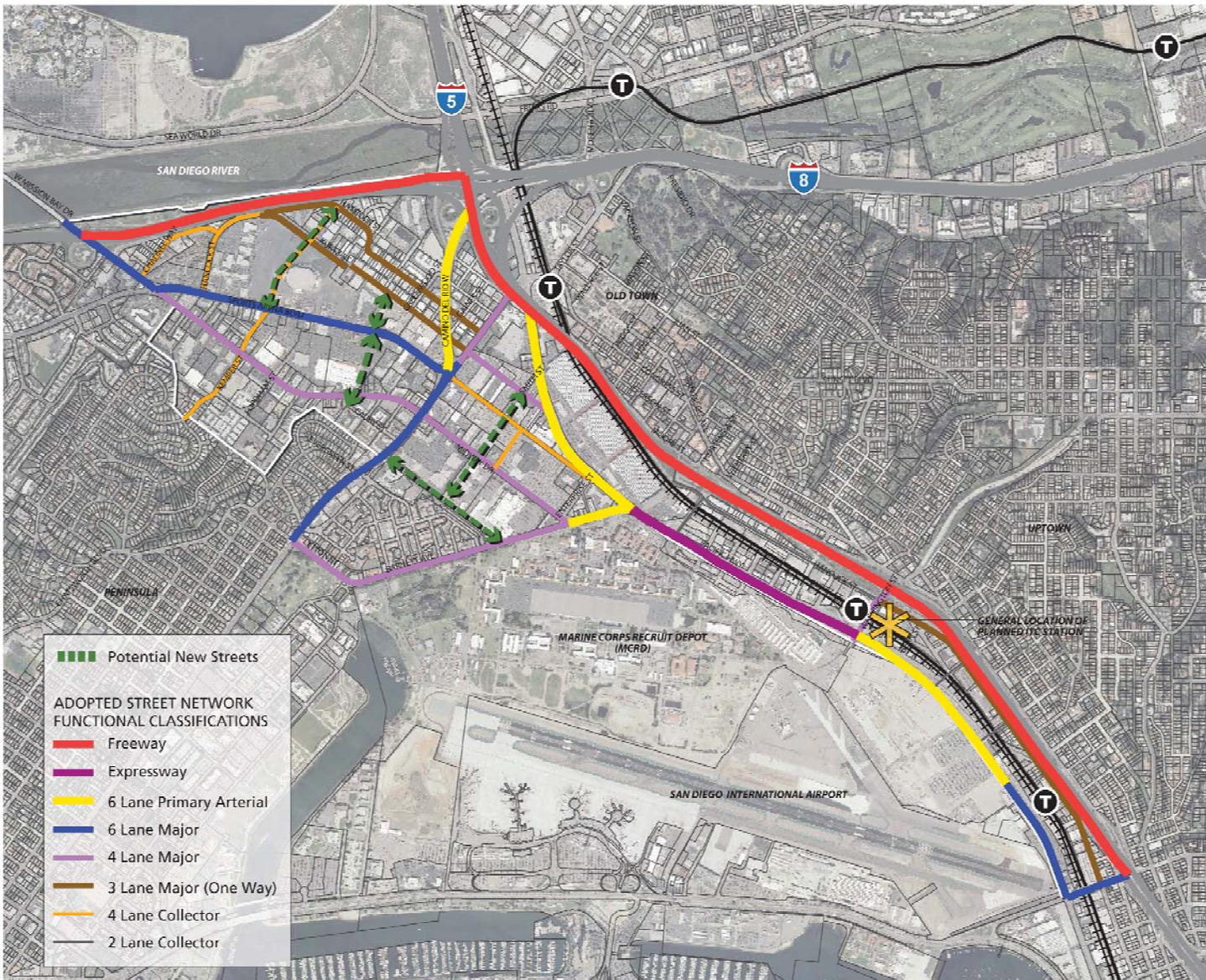
- Provides for retail sales, commercial services, office uses, and heavier commercial uses such as wholesale, distribution, storage, and vehicular sales and service.
- May be applied to transit corridors where the previous community plan allowed for both industrial and commercial uses.

## **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.*

# STREET NETWORK



Add your comments or goals here:

# LAND USE CHARACTER



URBAN RESIDENTIAL



URBAN MIXED-USE



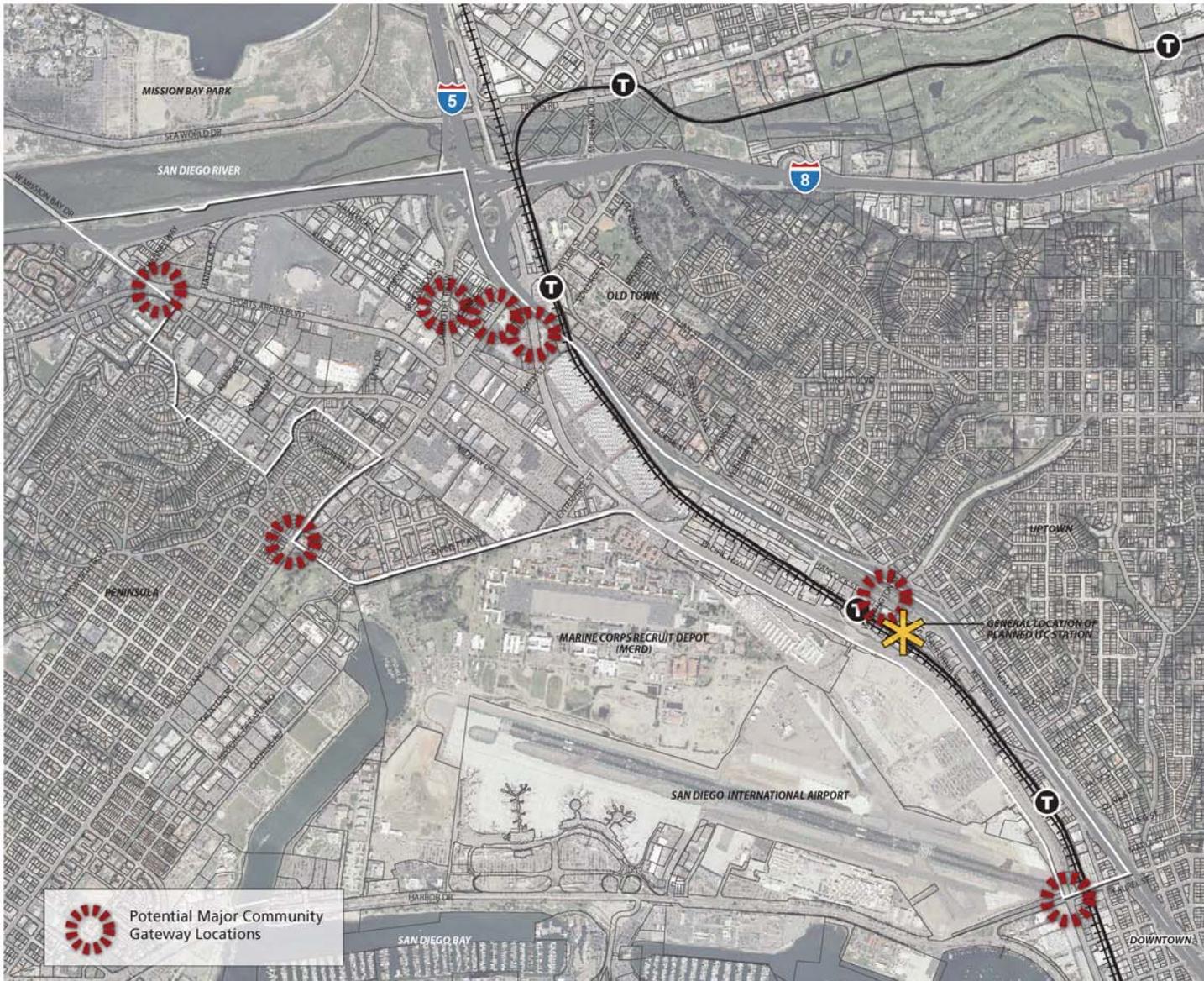
OFFICE / TECHNOLOGY



SPORTS / RETAIL AND ENTERTAINMENT

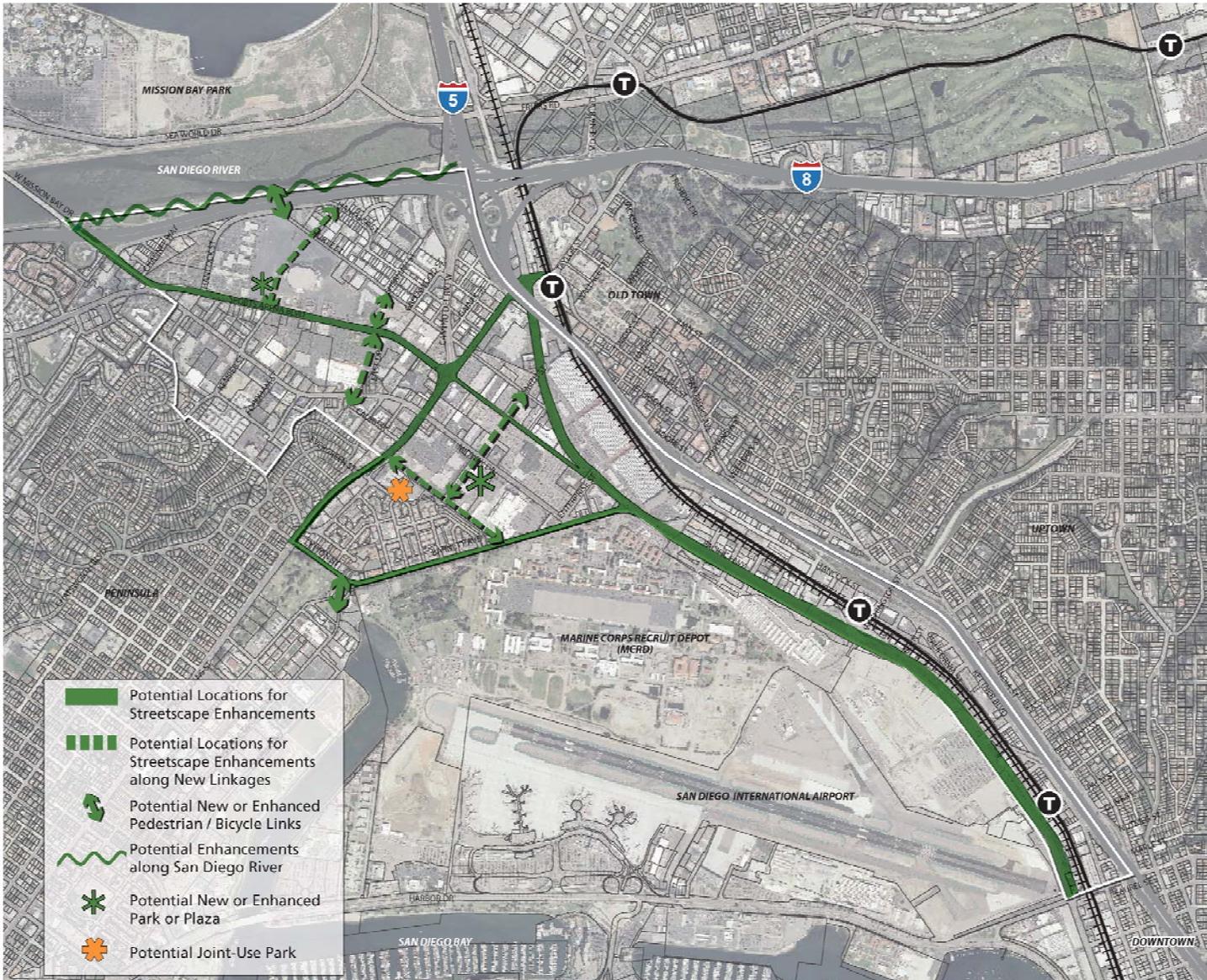


*\*Note: The imagery shown on this exhibit is meant to be inspirational and for discussion purposes only. Some aspects may or may not be feasible depending on actual site conditions, ultimate development configurations, and the final community plan and applicable regulations.*



**Create gateways that enhance the pedestrian experience and provide a sense of arrival.**

1. Create gateways that provide a sense of arrival and “place” within the community that:
  - Are designed for pedestrians, bicyclists, and vehicles.
  - Provide pedestrian- and vehicular-oriented wayfinding signage.
  - Provide enhanced landscape, streetscape, and/or landmark features.
2. Identify appropriate locations for gateways:
  - Midway Drive at Sports Arena Boulevard
  - Rosecrans Street at Moore Street (south of underpass)
  - Camino Del Rio at Hancock Street
  - Pacific Highway, between Taylor Street and Smith Street
  - Rosecrans Street at Barnett Avenue
  - Washington Street at Hancock Street
  - Pacific Highway at Laurel Street
  - Other locations?
3. Create clear and quantifiable guidelines for gateways:
  - For design, scale, and landscaping.
  - To reinforce a sense of quality and authenticity.
4. Add your comments or goals here:



**Improve the quality of the urban realm.**

1. Identify locations for streetscape / green street enhancements:
  - Sports Arena Boulevard
  - Rosecrans Street
  - Pacific Highway
  - Lytton Street
  - Barnett Avenue
  - Along new streets / connections
2. Identify opportunities for parks/ civic spaces at:
  - Sports Arena
  - Along Sports Arena Blvd
  - Post Office Site
  - Joint Use Park at Dewey Elem. School
  - Courtyards or plazas as part of new infill projects
3. Improve important linkages:
  - Emphasize La Playa Trail as Historic Rosecrans Link and Connection to Presidio Park.
  - Strengthen ped/bike link to and along San Diego River.
  - Strengthen ped/bike link to San Diego Bay and Liberty Station Recreation Center.
  - Make Pacific Highway a "Front Door" incorporating Pedestrian and Bike Paths.
4. Consider opportunities to incorporate public art into streetscape design.
5. Add your comments or goals here:

# URBAN REALM



STREETSCAPE ELEMENTS



- Sidewalks and Crosswalks
- Signage/ Wayfinding
- Paving
- Landscaping
- Trees
- Street Furniture
- Benches
- Pedestrian Lighting
- Litter Receptacles
- Public Art
- Bike Racks
- Newspaper Racks
- Water Features/ Fountains



PARKS AND PLAZAS



- Neighborhood Parks
- Community Parks
- Pocket Parks
- Plazas



CIVIC PLACES AND GATHERING SPACES



- Civic Plazas
- Performance Spaces
- Amphitheaters
- Multi-Use Lawns
- Water Features/ Fountains



PEDESTRIAN LINKS AND BIKE PATHS



- Pedestrian Paths
- Bike Paths
- Riverwalks
- Pedestrian/ Bike Bridges
- Joint Use Paths
- Paseos
- Mid-Block Crossings
- Neighborhood Linkages

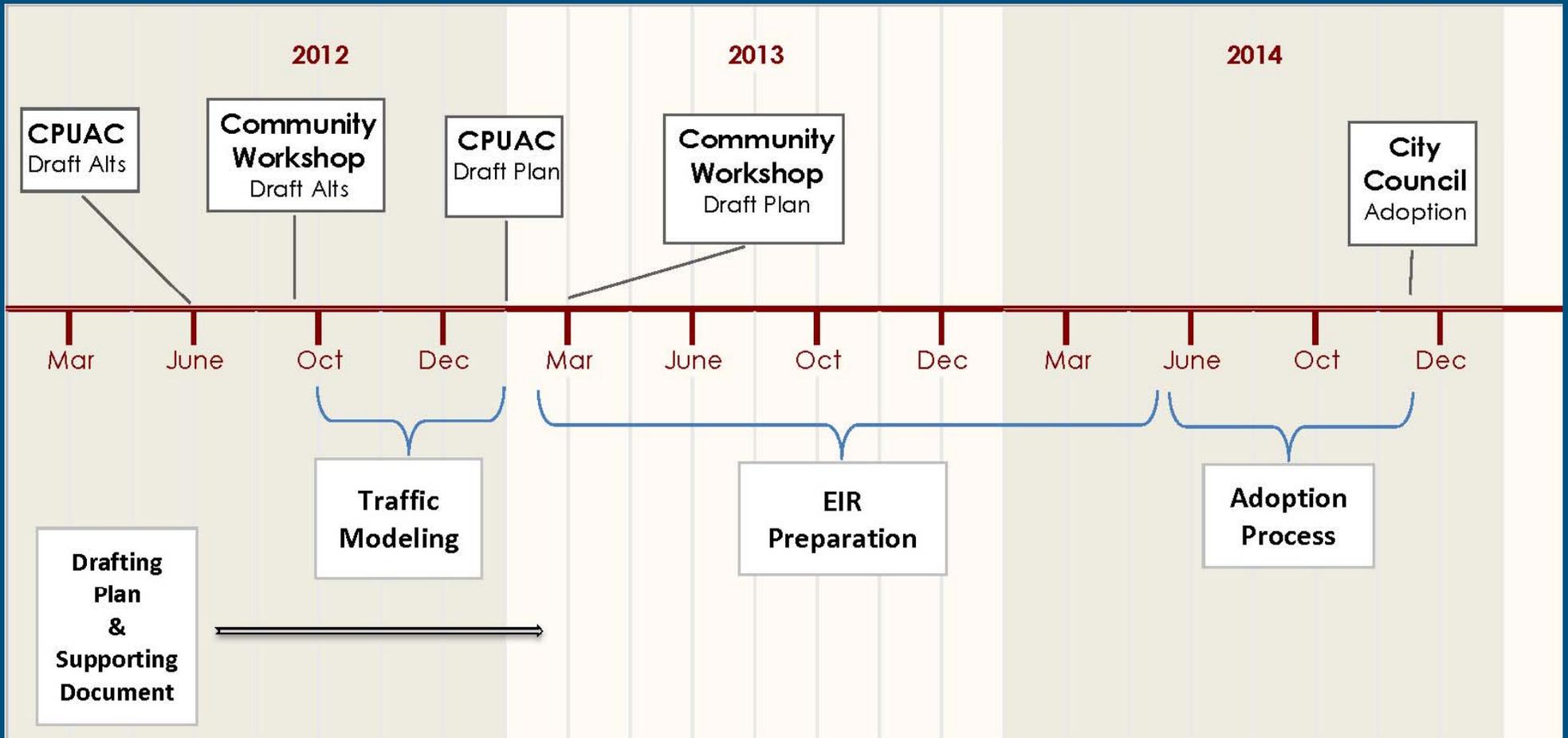
# ***FOCUS GROUP DISCUSSIONS***

# NEXT STEPS

# Next Steps

1. Summarize results of Workshop and On-Line Survey.
2. Revise Alternative(s) based on input from Community.
3. Begin Drafting Community Plan.
4. Traffic Modeling October – December.

# Community Plan Update Timeline



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# Additional Comments?

1. Provide Comment Cards to Staff Tonight

2. Take On-Line Survey

<https://www.surveymonkey.com/s/midwaypacifichighway>

3. Visit Plan Update Website

<http://www.sandiego.gov/planning/community/cpu/oldtownmidway/>

3. Email: [tgalloway@sandiego.gov](mailto:tgalloway@sandiego.gov)

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Thank You!