

Midway-Pacific Highway Corridor

COMMUNITY PLAN UPDATE LAND USE AND URBAN DESIGN EXISTING CONDITIONS REPORT
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Prepared for:



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**Midway-Pacific Highway Corridor Community Plan Update
LAND USE AND URBAN DESIGN EXISTING CONDITIONS REPORT**

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Introduction and Background



THE COMMUNITY PLAN AREA

The Midway-Pacific Highway Corridor Community Plan Area is an urbanized community that encompasses over 900 acres of relatively flat land situated north of Downtown, generally between Peninsula and Old Town. The community is comprised of two general areas: the central Midway Area and the narrow, linear shaped Pacific Highway Corridor. The Community Plan Area is generally bounded on the north by Interstate 8 (I-8), on the east by Interstate 5 (I-5), on the south by Laurel Street, and on the west by the San Diego Unified Port District properties, San Diego International Airport (SDIA) and the Marine Corps Recruit Depot (MCRD).

Prior to the construction of Interstate 5 the Pacific Highway Corridor was part of the Uptown community plan area. It was excluded from that community in 1969 and included with the Midway Area during the last community plan update in 1991. The community is primarily commercial and industrial in nature with a limited amount of residential. An aerial photo of the Plan Area is shown on the following page. Historic maps of the Plan Area and surroundings are shown at right.

Current Plan Adoption & Amendments

City Council Adoption Date	Resolution Number	Description
May 28, 1991	R-278010	Adoption of Midway/Pacific Highway Corridor Community Plan and Local Coastal Program Land Use Plan
December 6, 1994	R-285099	Plan amendment to allow commercial office uses office use at the Midway Continuing Education Center if the center should relocate.
May 4, 1998	R-290045	Plan amended to add Bay-to-Bay/Canal Influence Area and Multiple Use Plan Elements outside of the Coastal Zone.
January 19, 1999	R-291202	Plan amended to add Bay-to-Bay/Canal Influence Area and Multiple Use Plan Elements within the Coastal Zone with Coastal Commission revisions. On September 11, 1998, Coastal Zone. Coastal Commission approved the May 4, 1998 community plan amendment with revisions.
March 21, 2006	R-301318	Plan amended to redesignate 0.89-acre land use designation from light industrial to very-high residential (75-110 dwelling units per acre) at 2015 Hancock Street, north of the Washington Street Trolley Station, for the proposed Stella project.
July 12, 2010	R-805973	Plan amendment to redesignate an approximately 3.12-acre site from Transportation-Related Commercial, to Multiple Use for the proposed Mission Villas multifamily residential project.

The Current Plan

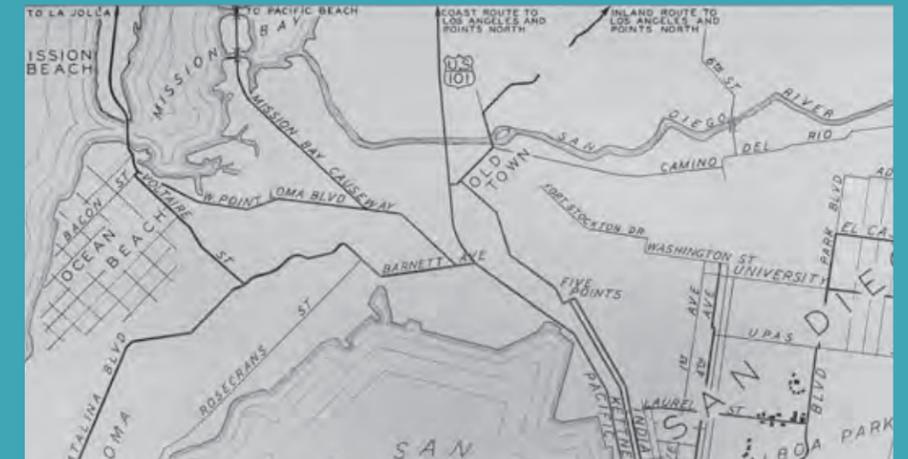
The current Midway-Pacific Highway Corridor Community Plan and Local Coastal Program Land Use Plan was adopted May 28, 1991, by the San Diego City Council. The current Community Plan anticipated that the San Diego Sports Arena would cease operations and that the large site could redevelop. The 1991 update also sought to stimulate commercial uses through redevelopment and design, preserve and expand industrial areas for economic vitality, promote mixed use in redevelopment, and continue to accommodate institutional uses.

The Community Plan has been amended by the San Diego City Council a number of times since it was first adopted. The table below summarizes Amendments since the adoption of the current Community Plan.

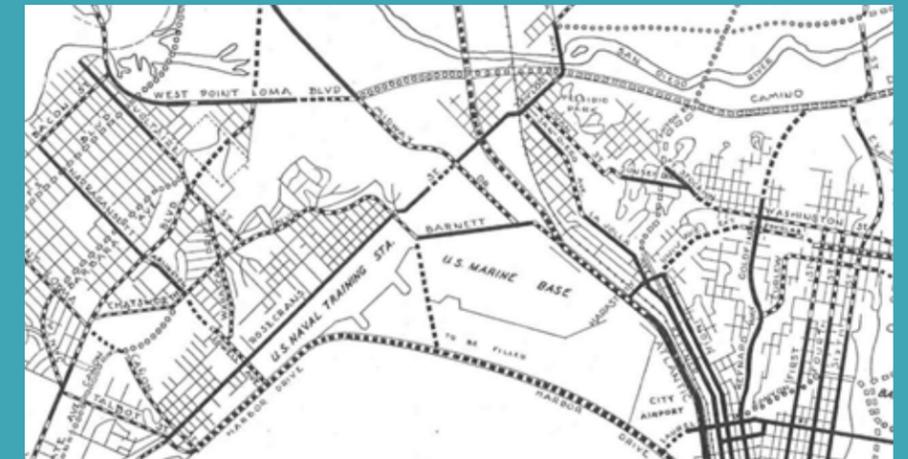
HISTORICAL MAPS OF MIDWAY AREA



1910 Map, San Diego Library Files



1937 Map, LA Public Library Files



1938 Major Street Plan, San Diego Library Files



Aerial Photo (2010) and Parcels (2011)

THE COMMUNITY PLAN UPDATE

Starting in late 2010, the City of San Diego started an update of the Community Plan. This Urban Design/Land Use Existing Conditions Report is one of the first steps in that update process and has been prepared to support the Community Plan update effort. Mobility will be addressed in a separate report.

This report includes the following sections:

- **Introduction and Background:** Reviews the current plan, describes the Community Plan Area, as well as previous planning efforts. Includes Population and Housing, provides current housing, population, and age estimates from the San Diego Association of Governments for the Community Plan Area. This section also discusses the environmental setting, including a general overview of the geology and the general location of flood plains within the community.
- **Zoning and Land Use:** General Plan land uses based on the current Community Plan land uses, current Community Plan land uses, and applicable zoning regulations and overlays. This section also includes an overview of related plans and studies that have been completed.
- **Urban Design Analysis:** Describes development patterns, public spaces, circulation and mobility, land ownership, and public facilities, including park needs. This section also analyzes the existing uses within the plan area, as well as discussion and photos of community character.
- **Opportunities and Case Studies:** Includes a summary of potential opportunities, as well as examples of best-practices in urban design that may be applicable to the Community Plan Area. This is provided for general discussion purposes to help inform the Community Plan update process.

Previous Planning Efforts

Since 2003, the following planning efforts have been undertaken:

Sports Arena RFP

In 2003, City issued Request for Proposals (RFP) for redevelopment of the Sports Arena site and other public and private properties within the vicinity. The RFP process was subsequently terminated by the City's Real Estate Assets Division.

Bay-To-Bay Feasibility Study

The Bay-to-Bay Feasibility Study analyzed the Bay-to-Bay water canal linkage identified in the Midway-Pacific Highway Corridor Community Plan. The study, which included several workshops with the Midway Community Planning Group, assessed a variety of land use, environmental, and economic constraints / opportunities associated with implementing the concept canal linkage through the community. The results of the analysis, completed in 2003, concluded that implementing such a canal water link was not economically viable.

North Bay Station Area Planning

The North Bay Station Area Planning study identified a vision for transit-oriented development opportunities in Midway area within approximately five miles of the Old Town Transit Station. The study focused on various land use, transportation, and architectural design policies for the area.

North Bay Conceptual Plan

The North Bay Association funded and facilitated the preparation of the North Bay Conceptual Plan which was released in June 2004. The plan identified architectural and landscape design guidelines and recommendations for use in the Midway area.

Sports Arena Ad Hoc Committee Report

The Ad Hoc Committee was established to address future redevelopment opportunities for the Sports Arena facility and surrounding City-owned properties. In January 2005, the committee released a report with their recommendations. A minority report was also released.

Midway Community Plan Amendment

In 2004, the City Council initiated a community plan amendment to remove the Bay-to-Bay concept from the Community Plan with the following goals:

- Remove the Bay-to-Bay concept from the Community Plan.
- Develop an alternative strategy for open space and recreation, which several parks would be developed in the community to be linked by pedestrian bike routes.
- Incorporate architectural and landscaping guidelines that are similar to those identified for implementation in the North Bay Conceptual Plan.
- Identify portions of the community where mixed-use, urban transit oriented development should be encouraged.
- Make other appropriate changes needed to bring the Community Plan up to date with relevant community and redevelopment goals for the area. The changes may include elements of the Strategic Framework Element General Plan, Transit-Oriented Development Design Guidelines, and appropriate zoning changes.
- The process to amend the plan was started and resulted in land use concepts, but was not completed. These directives are being incorporated into the community plan update that is currently underway.

ENVIRONMENTAL SETTING

Geology

The Midway Community is at a relatively high risk for ground failure, liquefaction, and rapid erosion on coastal bluffs. According to the 2007 USGS database, several faults exist directly to the northeast of the community in Old Town, as well as one fault that lies partially in the community near the Marine Corp Recruiting Depot. In general, this area is considered to be in a moderate to high geo-technical hazard risk zone.

Flood Plain

A portion of the community extending south from I-8 approximately 500 feet and encompassing the northeastern portion of the community northeast of Kurtz Street is within a FEMA designated 500-year flood plain.

POPULATION AND HOUSING

Population

In 2010, the total population was estimated at 3,857 people. Approximately, 16 percent of the community population lives at a group quarter type facility such as an assisted living center. On average, there are two persons per household or less.

Housing

In 2010, there were 1,822 total housing units in the community of which 73 percent were multifamily. The community has a low vacancy rate. Only 3.6 percent of the total housing units are vacant.

Age

Almost half of the community is between the ages of 20-44. The community has a slightly younger population than the City as a whole. The median age in the community is 31.8 versus 35.6 for the entire City.

Population

Household Population	3,252
Group Quarters	605
Total Population	3,857
Persons per Household	1.85

Source: SANDAG, Population and Housing Estimates, 2010

Housing

Housing Unit Type	Total Housing	Occupied Households	Vacancy Rate
Single Family - Detached	8	8	0.0%
Single Family - Multiple-Unit	488	477	2.3%
Multi-Family	1,326	1,272	4.1%
Mobile Home and Other	0	0	0.0%
Housing Units	1,822	1,757	3.6%

Source: SANDAG, Population and Housing Estimates, 2010

Age

Age Category	People	Percent
19 and Under	1,086	28%
20 to 44	1,919	49%
45 to 64	506	13%
65 and older	346	9%
Total	3,857	100%
Median Age	31.8	

Source: SANDAG, Population and Housing Estimates, 2010

