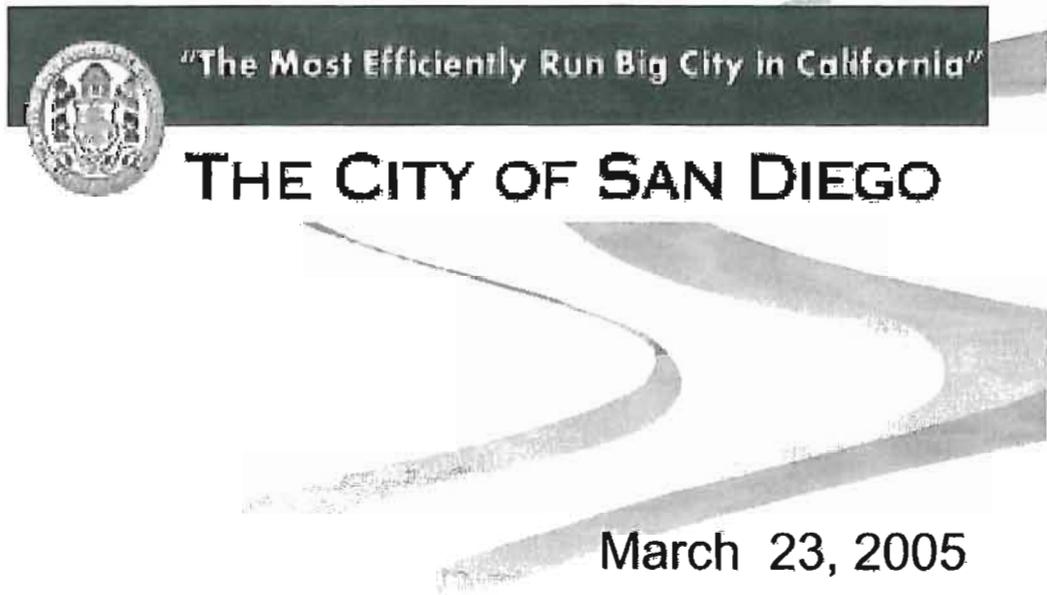
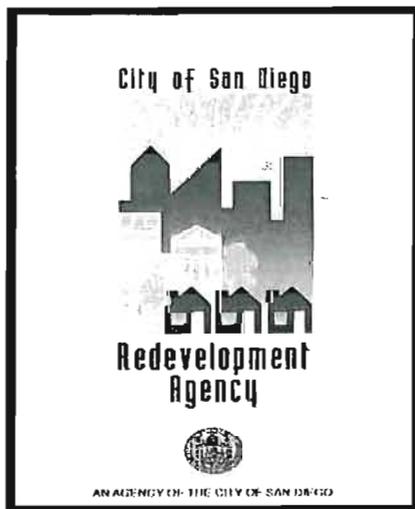


Midway Pacific Highway Corridor Community Plan Amendment



March 23, 2005

Overview of Today's Presentation

- **Where We Have Been**
- **Where We Are Today**
- **Where We Are Going**



Where We Have Been

Project Location Map



- 1 Peninsula
2 Mission Bay
3 Mission Valley
4 Old San Diego
5 Uptown
6 Centre City



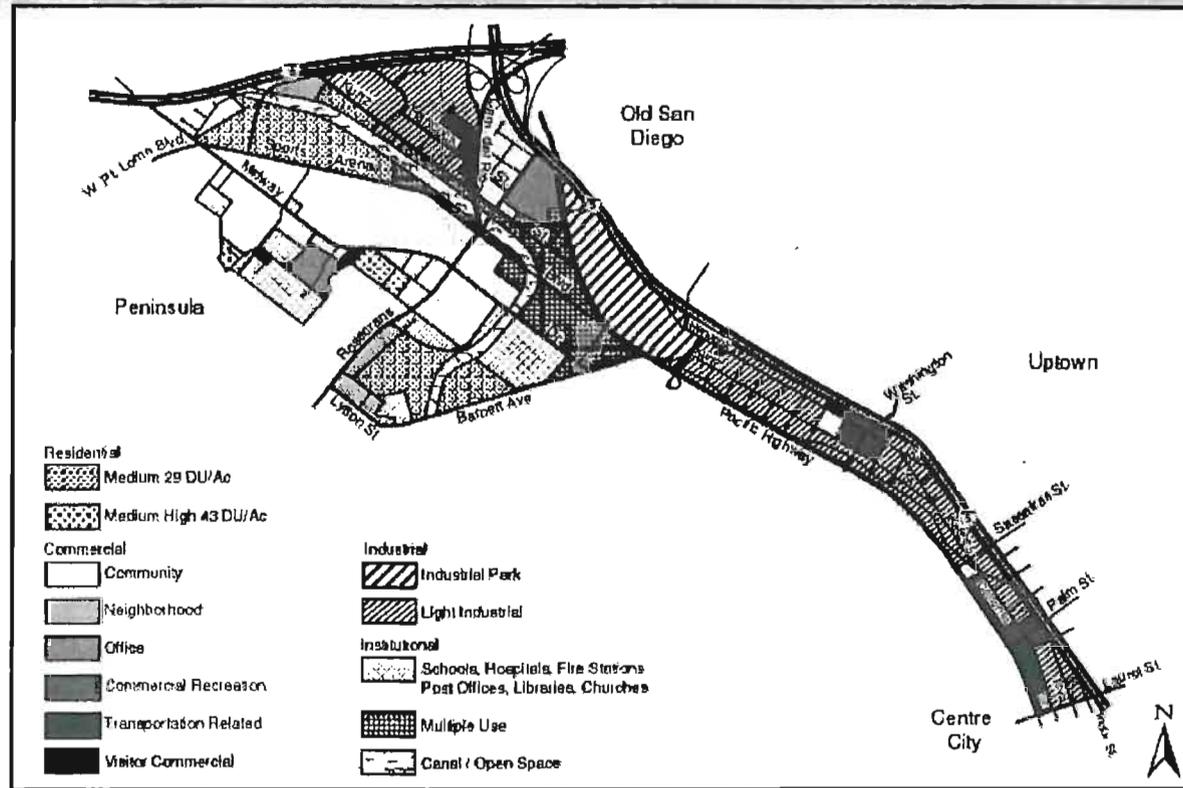
Project Location - Surrounding Communities

Midway / Pacific Highway Corridor Community Plan
CITY OF SAN DIEGO • PLANNING DEPARTMENT

Figure
4

Where We Have Been

Existing Land Use Map



Existing Land Use Plan
Midway / Pacific Highway Corridor Community Plan
 City of San Diego • Community and Economic Development

Figure 11

Where We Have Been

History of the Bay-to-Bay Concept

- January, 1999 Midway/Pacific Highway Corridor Community Plan
amended to insert the Bay-to-Bay Concept
- October, 2003 Bay-to-Bay Feasibility Study completed and accepted
by the City Council
- January, 2004 Midway/Pacific Highway Corridor Community Planning
Group voted unanimously to remove the Bay-to-Bay
concept from the community plan
- March, 2004 North Bay Redevelopment PAC voted to oppose the
Bay-to-Bay concept and to support alternative strategy for
parks

Where We Have Been

April 2004

City Council Directives (Resolution R-299076)

1. Remove the Bay-to-Bay concept from the Midway/Pacific Highway Corridor Community Plan and Local Coastal Program Land Use Plan
2. Develop an alternative strategy for open space and recreation, in which several parks would be developed in the Midway Community, to be linked by pedestrian/bike route
3. Insert architectural and landscaping guidelines similar to those identified in the Planning Advisory Committee North Bay Conceptual Plan
4. Identify portions of the community where mixed-use, urban, transit-oriented development should be encouraged
5. Make other changes needed to bring the community plan up to date with relevant community and redevelopment goals for the area. These changes may include elements of the Strategic Framework Element General Plan, Transit-Oriented Development Design Guidelines, and appropriate zoning changes

To fulfill the City Council Directives a Community Plan Amendment was initiated

Where We Have Been

Review Recent Planning Studies:

- North Bay Conceptual Plan - June 04
For: North Bay Association
By: New City America, Inc.

Primary focus: Commercial corridors revitalization in the northern part (North Bay) of the community plan

- San Diego/North Bay Station Area Planning - September 04
For: San Diego Redevelopment Agency
By: Calthorpe Associates

Primary focus: Mixed-use transit oriented development within half-mile radius of the Old Town Transit Station

SD/NBSAP is available for review on-line at <http://www.sandiego.gov/redevelopment-agency/northbay.shtml>

Where We Have Been

Summary of Recent Planning Studies:

- ❑ Some ideas in plans are the same:
Example: They both want open space.
- ❑ Some ideas in the plans are different:
Example: Different focus or purpose for each plan and height limits.
- ❑ Some topic areas are not addressed:
Example: Southern panhandle of project area and its transit stations are not addressed in either plan.

So, we needed to do some work together to address differences, fill in the gaps and finish the design work before writing the amendment.

Where We Have Been

Gain Additional Community Input:

Goal of input process is to move from existing conditions to future land use plans

- Workshop #1: January 22, 2005 - Existing Conditions
 - Reviewed 9 Elements of a Successful Districts
 - Broke out into working groups by those elements for a walking tour
 - Came back and defined what we liked and did not like by our element

- In between Workshops #1 and #2: Comparative District Research
 - Get ideas about what other districts are doing

- Workshop #2: February 23, 2005 - Defining ideas for the District's future
 - Reviewed Comparative District Research
 - Brainstormed "Big Ideas" - Where do you want the District to be in 5-10 years?

Where We Are

Gain Additional Community Input

Public Workshop 3 - Today, Wednesday March 23:

- Present conceptual future plans that:
 - Incorporate walking tour's existing conditions from Workshop 1
 - Build from Big Ideas from comparative district research and Workshop 2
 - Relate to the Council Directives
 - Incorporate urban planning concepts

- Gain more public input on the conceptual future plans:
 - Rotate through working stations
 - Comment on the conceptual future plans

- Report out what the responses are to these conceptual future plans

*The input from this workshop will be used to refine these conceptual future plans and develop the draft language for the community plan amendment

Where We Are

Draft Land Use Concept Plan

This workshop process was designed to move all of us from Existing Conditions to Conceptual Future Plans for the District

- ❑ Listening to your input
- ❑ Analyzing recent planning studies
- ❑ Conducting our own site tours
- ❑ Incorporating urban planning knowledge with your input and ideas
- ❑ Developing conceptual future plans for the District

Note:

This slide show is just the first glimpse of the future plans. You will also have the opportunity tonight to view all of these slides on large boards in small groups so that you can hear again the ideas, read what they say and respond to them.

Where We Are

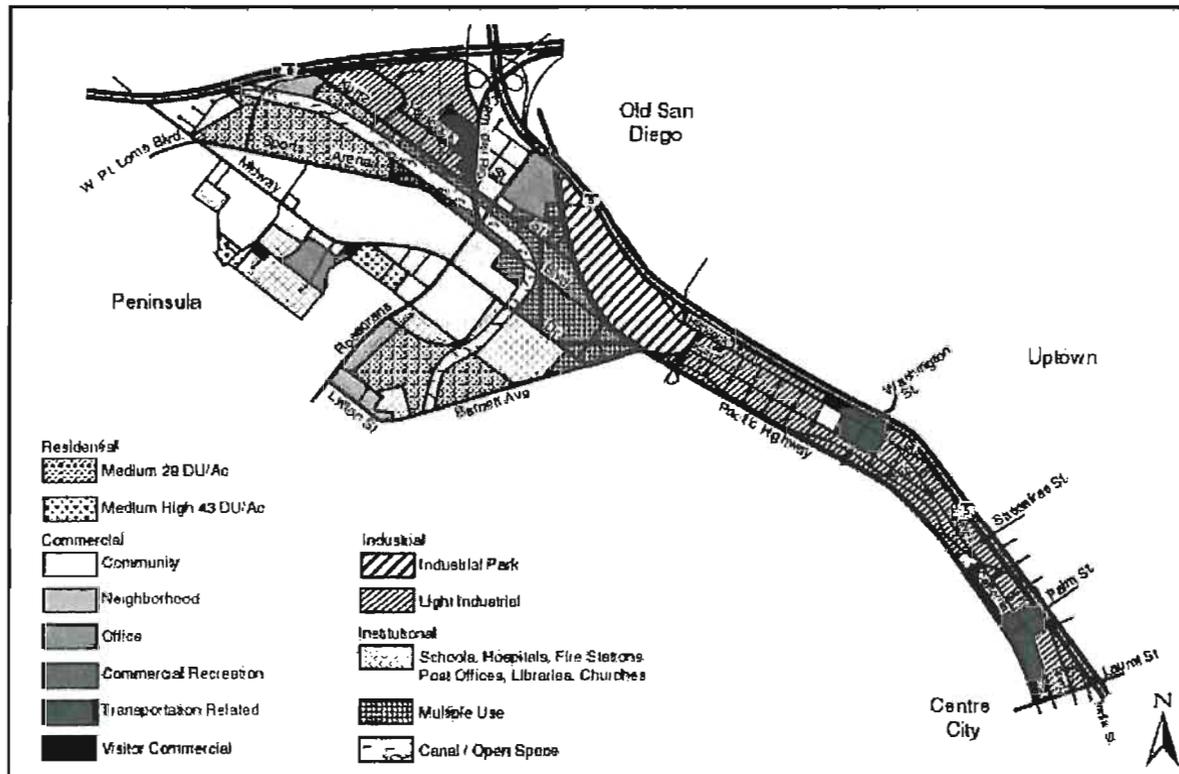
Draft Land Use Concept Plan

Illustrations to show you today in this slide show and then in smaller groups to comment on the ideas are:

- ❑ Existing Conditions & Opportunities and Constraints
- ❑ Activity Nodes, Land Uses and Circulation Patterns
- ❑ Creating 6 Districts based on Activity Nodes
- ❑ Linking the Districts through open space strategies, pedestrian and bike routes and mass transit
- ❑ Architecture Design Guidelines for the Districts

Where We Are

Project Area Review:



Existing Land Use Plan
Midway / Pacific Highway Corridor Community Plan
 City of San Diego • Community and Economic Development

Figure 11

Where We Are

Existing Conditions

What we heard you say:

- ❑ Car oriented
- ❑ Regional shopping
- ❑ Single uses that are separated from one another
- ❑ Disconnected amenities within the district
- ❑ Lacking open space
- ❑ Complicated traffic patterns constrained by freeway on and off ramps
- ❑ Visually confusing because of signage
- ❑ Large parking areas
- ❑ Light industrial uses
- ❑ Entertainment venues - some okay, some not
- ❑ Military presence in the area
- ❑ Hostile environment to pedestrians or anyone not in a car

Where We Are

Existing Conditions helped to define Opportunities and Constraints

What we heard:

- ❑ Varied open space
- ❑ Open space that fits the community
- ❑ Parks in safe corridors and clean air
- ❑ Meet the current code for parks
- ❑ Recreation space and center
- ❑ Lofts over businesses
- ❑ Tree-lined euro blvd from PCH to OB
- ❑ Little Italy
- ❑ Big sidewalks with w/pop-outs
- ❑ Streetscape
- ❑ Mixed-use with lofts
- ❑ Lots of parking
- ❑ Trails for pedestrians
- ❑ Adequate handicap parking
- ❑ Open market or Farmers Market
- ❑ Satellite police department
- ❑ Foundry uses - industrial variety of small businesses
- ❑ Live/work space
- ❑ Well maintained properties

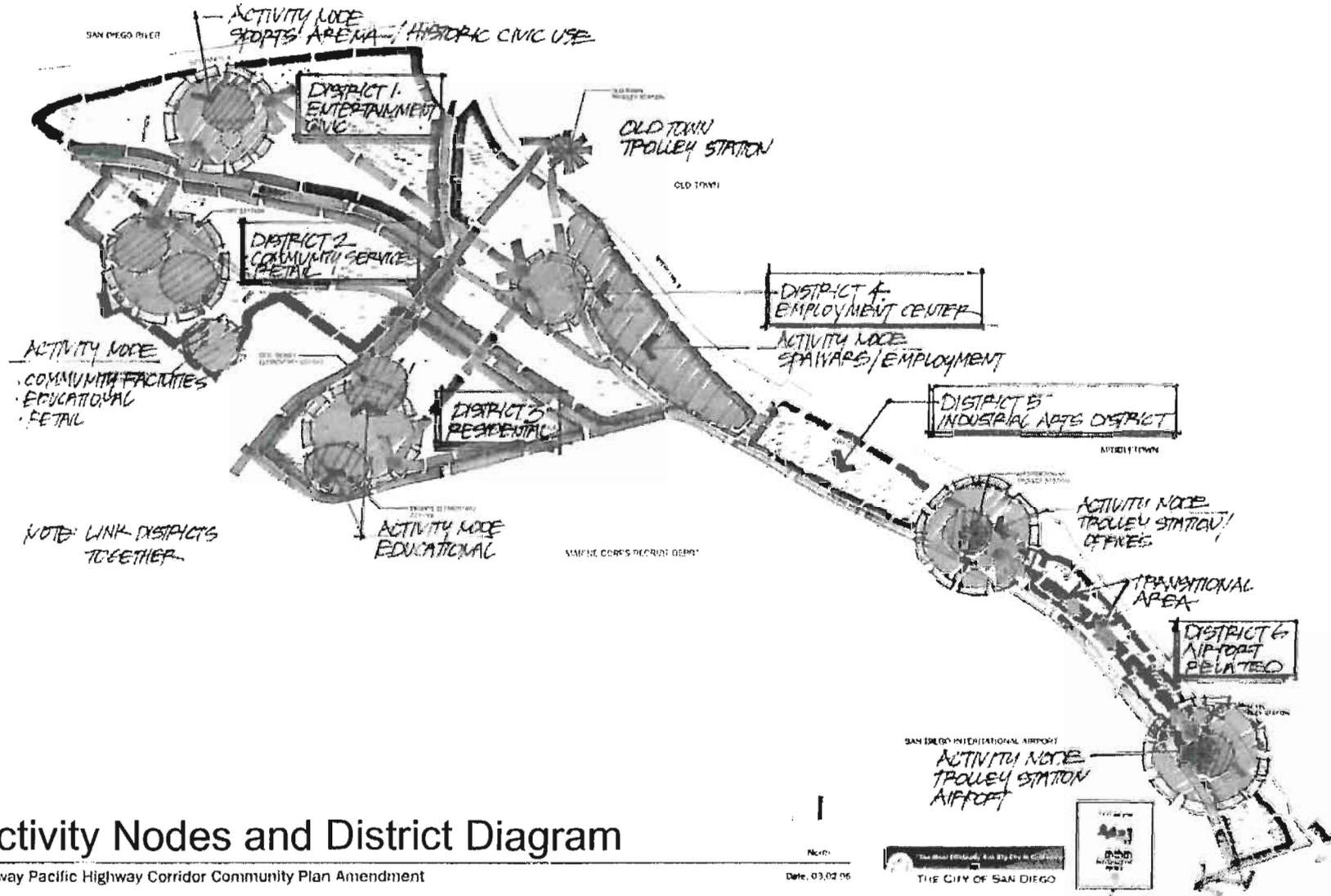
Where We Are

Opportunities and Constraints Define Activity Nodes

What we heard you say:

- ❑ Streetscape in Little Italy
- ❑ Mixed use - residential
- ❑ Outdoor market near retail can be used for multiple uses
- ❑ New home for Kobey's
- ❑ Farmers market
- ❑ Outdoor fest/concerts
- ❑ Draws foot traffic to retail
- ❑ Bike routes pedestrian walkways
- ❑ Continuity of architecture and landscaping
- ❑ Parks to be included in TOD developed on City owned land and Eminent Domain land
- ❑ 5-story mixed-use development
- ❑ Rebuild Sports Arena and develop parking lot as parking garage and mixed-use
- ❑ Improve traffic circulation
- ❑ Build a hospital
- ❑ Transitional Zoning to allow mixed uses – old and new

Where We Are



Activity Nodes and District Diagram

Midway Pacific Highway Corridor Community Plan Amendment

North
Date: 03.02.06



Where We Are

Activity Nodes begin to define 6 unique Districts

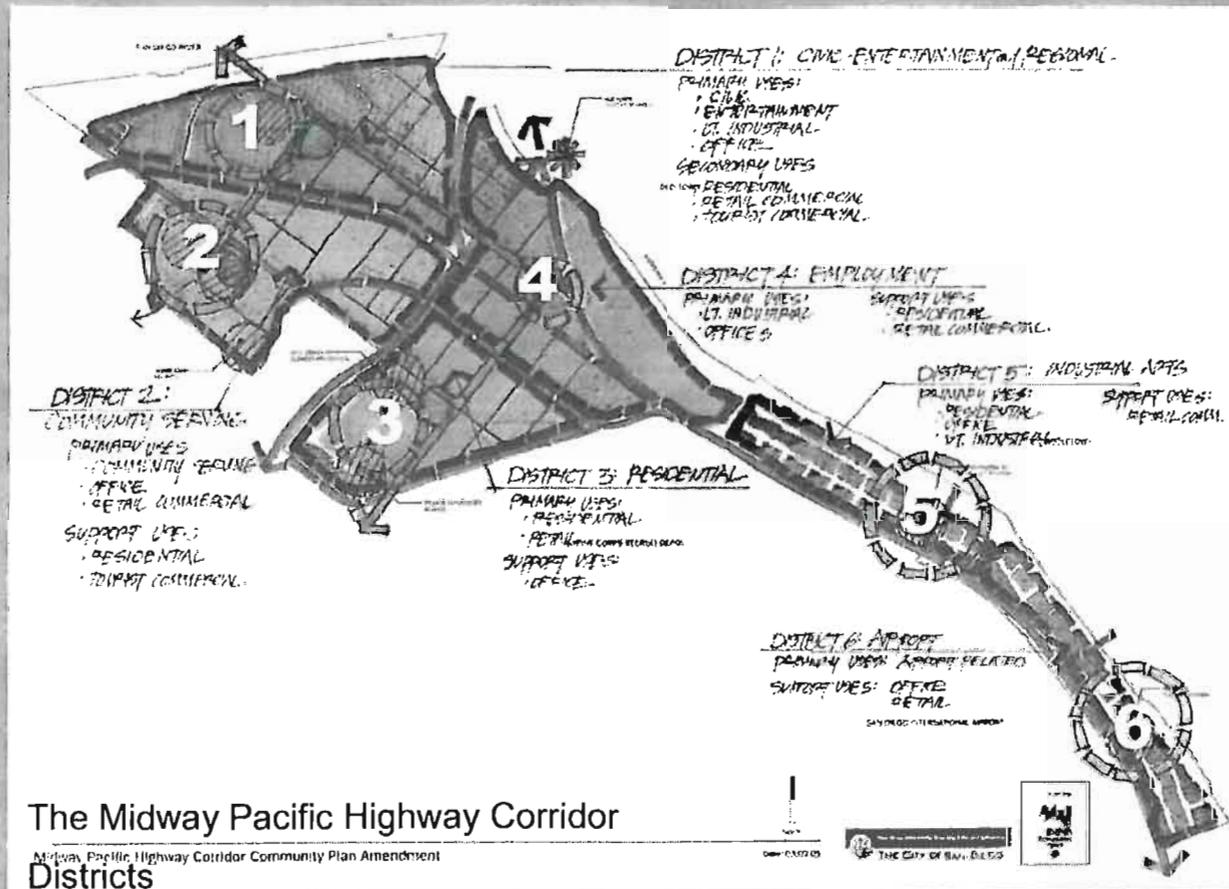
What we heard you say:

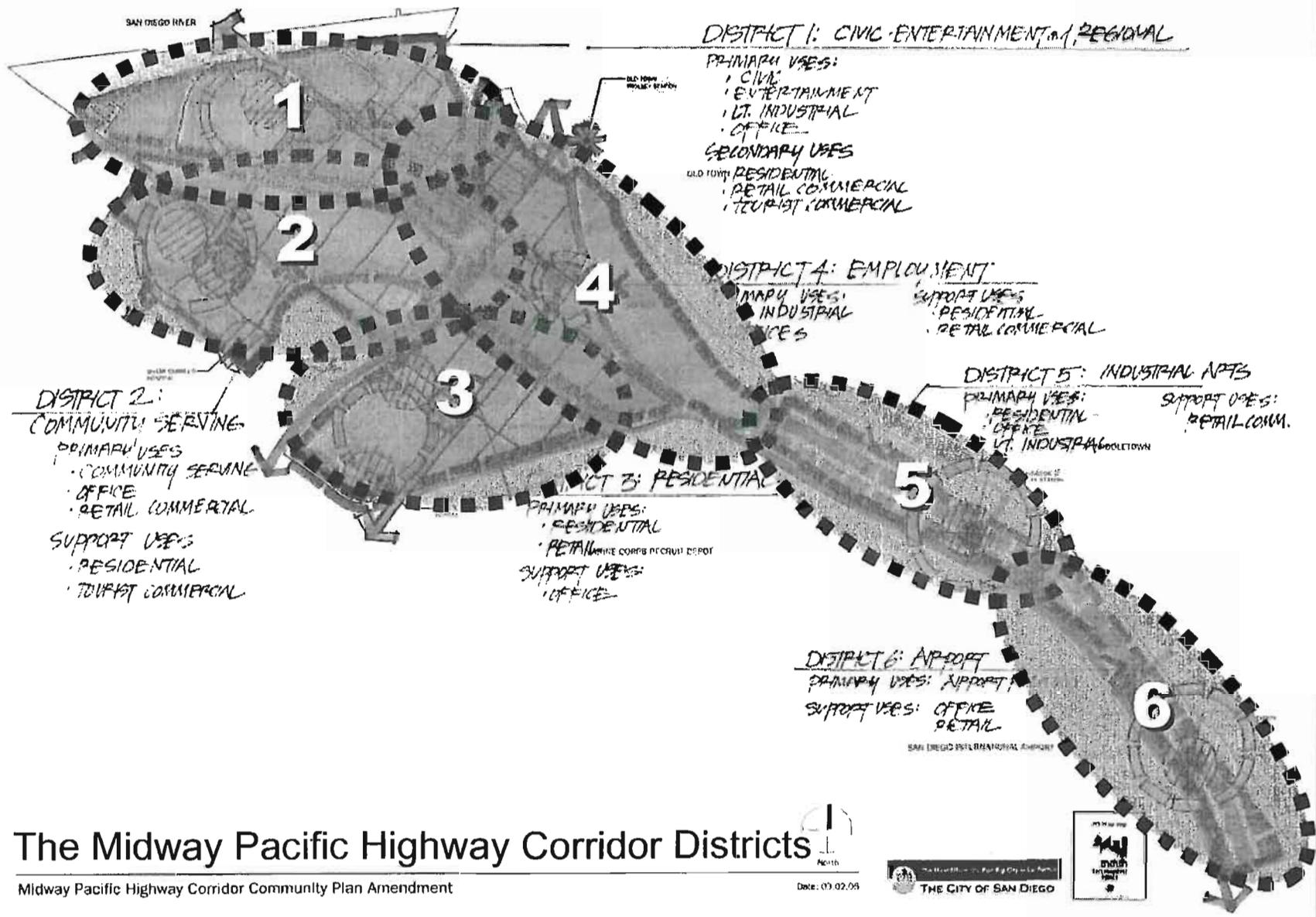
- ❑ 5-story mixed-use development
- ❑ Rebuild Sports Arena and develop parking lot as parking garage and mixed-use
- ❑ Improve traffic circulation
- ❑ Build a hospital
- ❑ Remove Bay to Bay
- ❑ Transitional Zoning to allow mixed uses – old and new
- ❑ Tree lined boulevard European style, pedestrian/bike friendly from Pacific Highway to Ocean Beach
- ❑ Continuity of architecture and landscaping
- ❑ Outdoor market near retail can be used for multiple uses
 - New home for Kobey's
 - Farmers market
 - Outdoor fest/concerts
 - Draws foot traffic to retail

Where We Are

Activity Nodes begin to define 6 unique districts

What we did: By building off the unique character of each activity node, distinct districts begin to naturally evolve.





DISTRICT 1: CIVIC, ENTERTAINMENT, REGIONAL

- PRIMARY USES:**
- CIVIC
 - ENTERTAINMENT
 - LT. INDUSTRIAL
 - OFFICE
- SECONDARY USES**
- RESIDENTIAL
 - RETAIL COMMERCIAL
 - TOURIST COMMERCIAL

DISTRICT 4: EMPLOYMENT

- PRIMARY USES:**
- INDUSTRIAL
 - OFFICES
- SUPPORT USES:**
- RESIDENTIAL
 - RETAIL COMMERCIAL

DISTRICT 5: INDUSTRIAL APPTS

- PRIMARY USES:**
- RESIDENTIAL
 - OFFICE
 - LT. INDUSTRIAL
- SUPPORT USES:**
- RETAIL COMM.

DISTRICT 3: RESIDENTIAL

- PRIMARY USES:**
- RESIDENTIAL
 - RETAIL
- SUPPORT USES:**
- OFFICE

DISTRICT 2: COMMUNITY SERVING

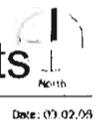
- PRIMARY USES:**
- COMMUNITY SERVING
 - OFFICE
 - RETAIL COMMERCIAL
- SUPPORT USES:**
- RESIDENTIAL
 - TOURIST COMMERCIAL

DISTRICT 6: AIRPORT

- PRIMARY USES:**
- SUPPORT
- SUPPORT USES:**
- OFFICE
 - RETAIL

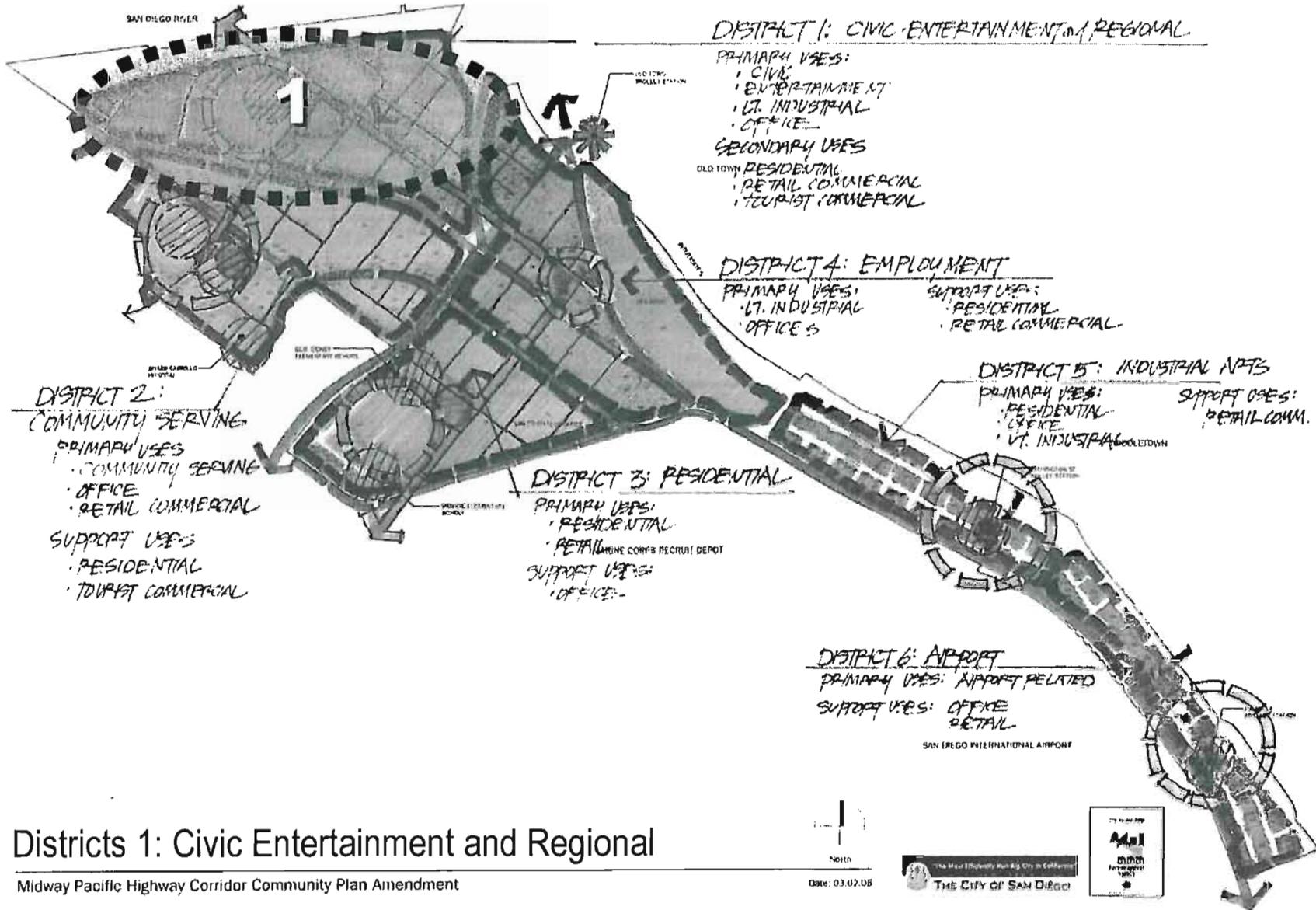
The Midway Pacific Highway Corridor Districts

Midway Pacific Highway Corridor Community Plan Amendment



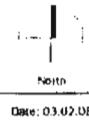
Date: 03/02/09



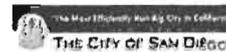


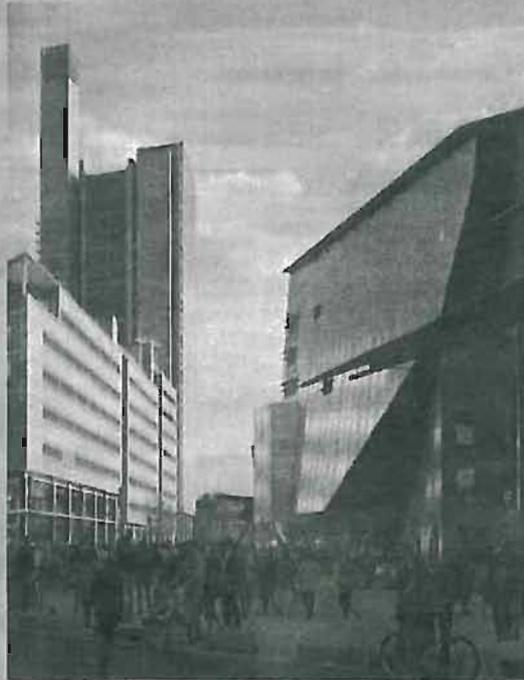
Districts 1: Civic Entertainment and Regional

Midway Pacific Highway Corridor Community Plan Amendment



Date: 03.02.08





District 1: Civic Entertainment and Regional Uses

Present: District 1 is the center of Midway Community Planning area. This district has historically been a regional entertainment and civic activity node for the City of San Diego.

Future: In the future, it is envisioned that this district continue to provide necessary regional, civic, and entertainment uses and become the symbolic center of the community. The objective of this district is to encourage the presence of civic, and cultural institutions, while providing the overall area with a mixture of supportive uses.



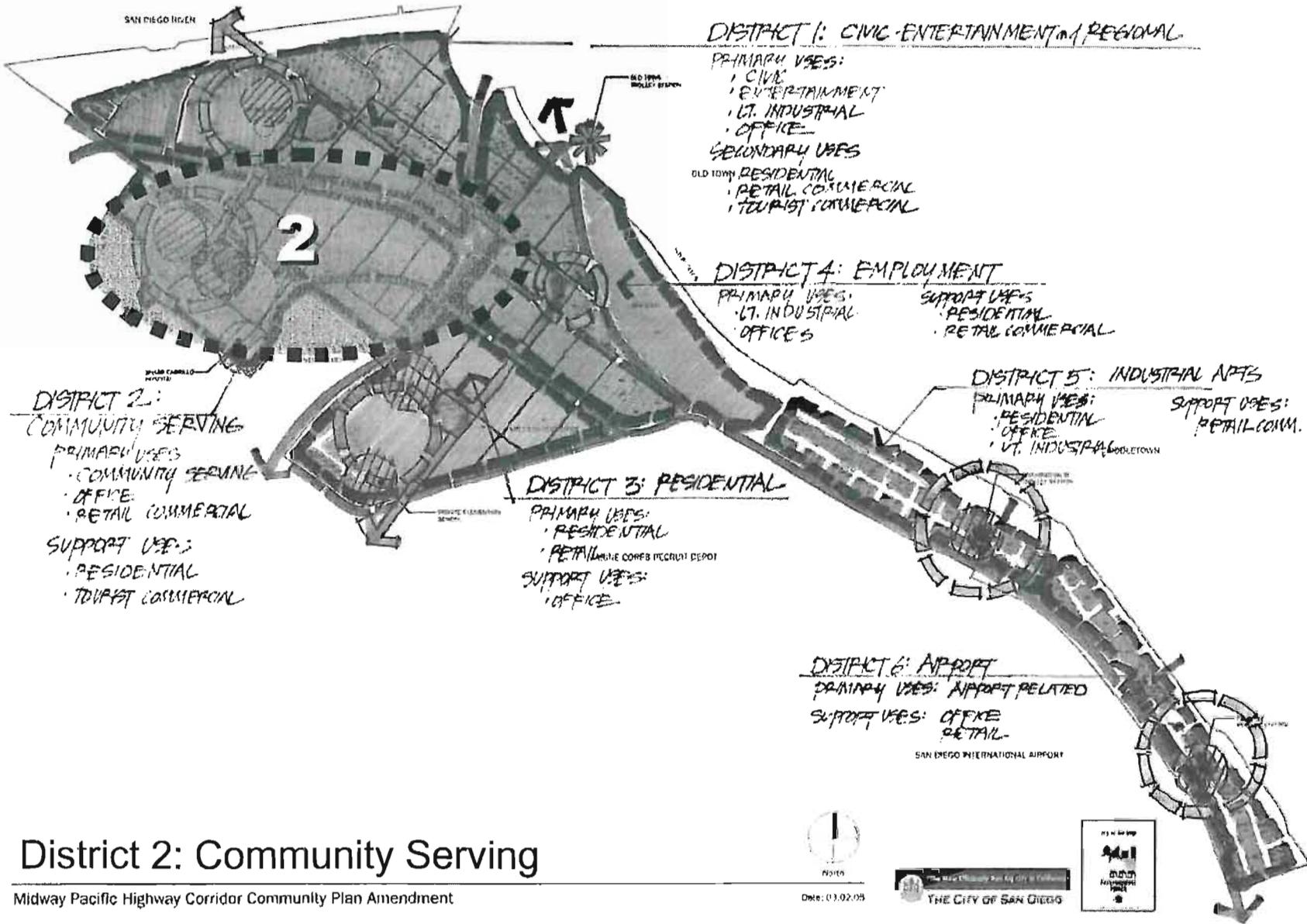
District 1: Civic Entertainment and Regional Uses

Primary Uses:

Civic and Entertainment Facilities, Business and Professional Offices

Support Uses:

Open Space, Residential, Retail (support commercial), Tourist-Commercial and Light Industrial



District 2: Community Serving

Midway Pacific Highway Corridor Community Plan Amendment



Date: 03.02.05



THE CITY OF SAN DIEGO





District 2: Community Serving

Present: District 2 has existing activity nodes that consist of numerous community-serving uses including neighborhood shopping centers, hospitals and educational facilities.

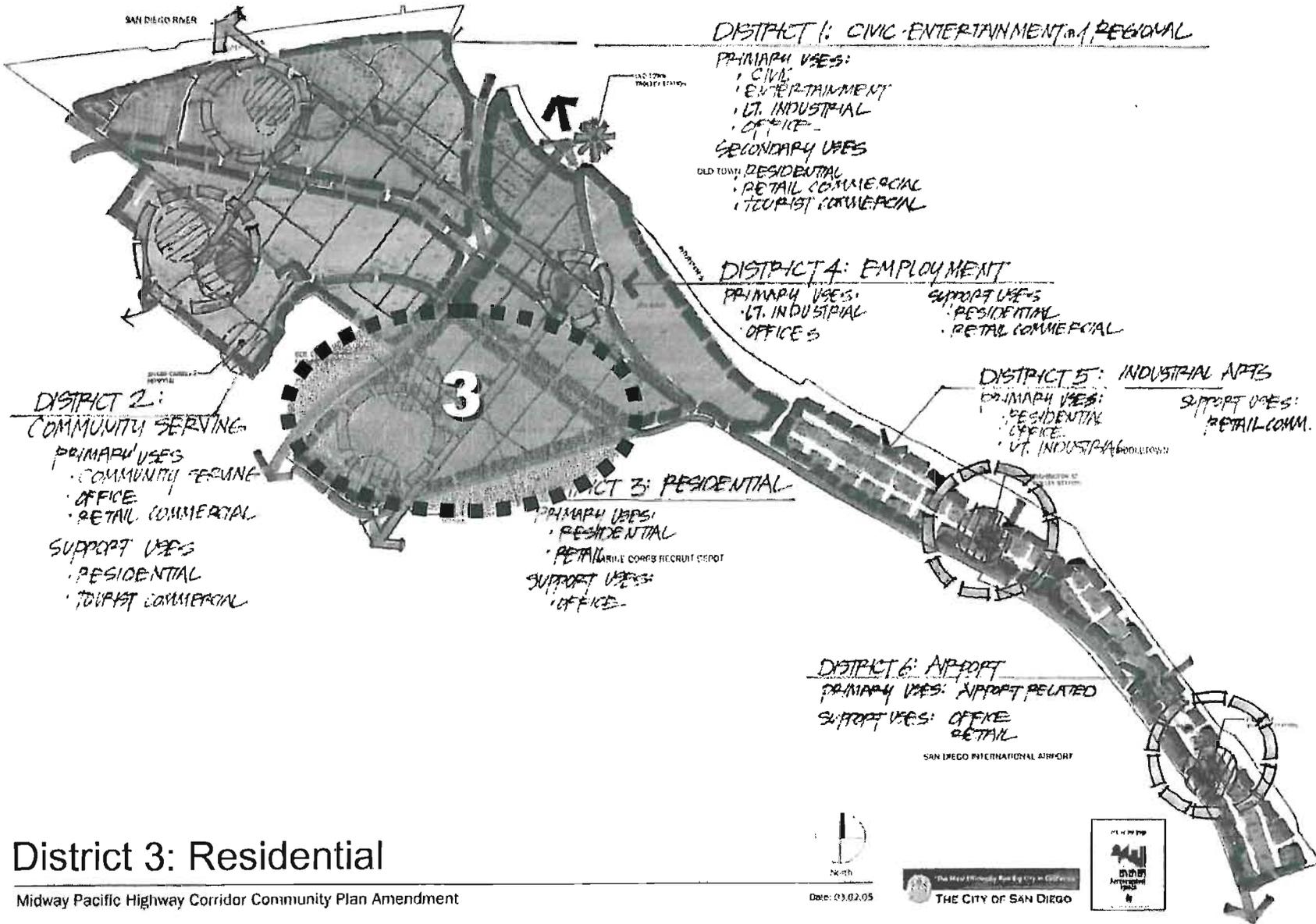
Future: In the future, it is envisioned that District 2 will continue to provide community-serving uses and mixed-use developments including office uses, residential and tourist-serving commercial uses.



District 2: Community Serving

Primary Uses: Neighborhood Services, Office, Medical, Retail / Commercial

Support Uses: Residential, Tourist-Commercial



District 3: Residential

Midway Pacific Highway Corridor Community Plan Amendment



DATE: 03.02.05

THE CITY OF SAN DIEGO





District 3: Residential

Present: District 3 has two primary activity nodes that contain educational facilities with nearby housing. The other main facility is the Post Office and a variety of retail commercial strip centers.

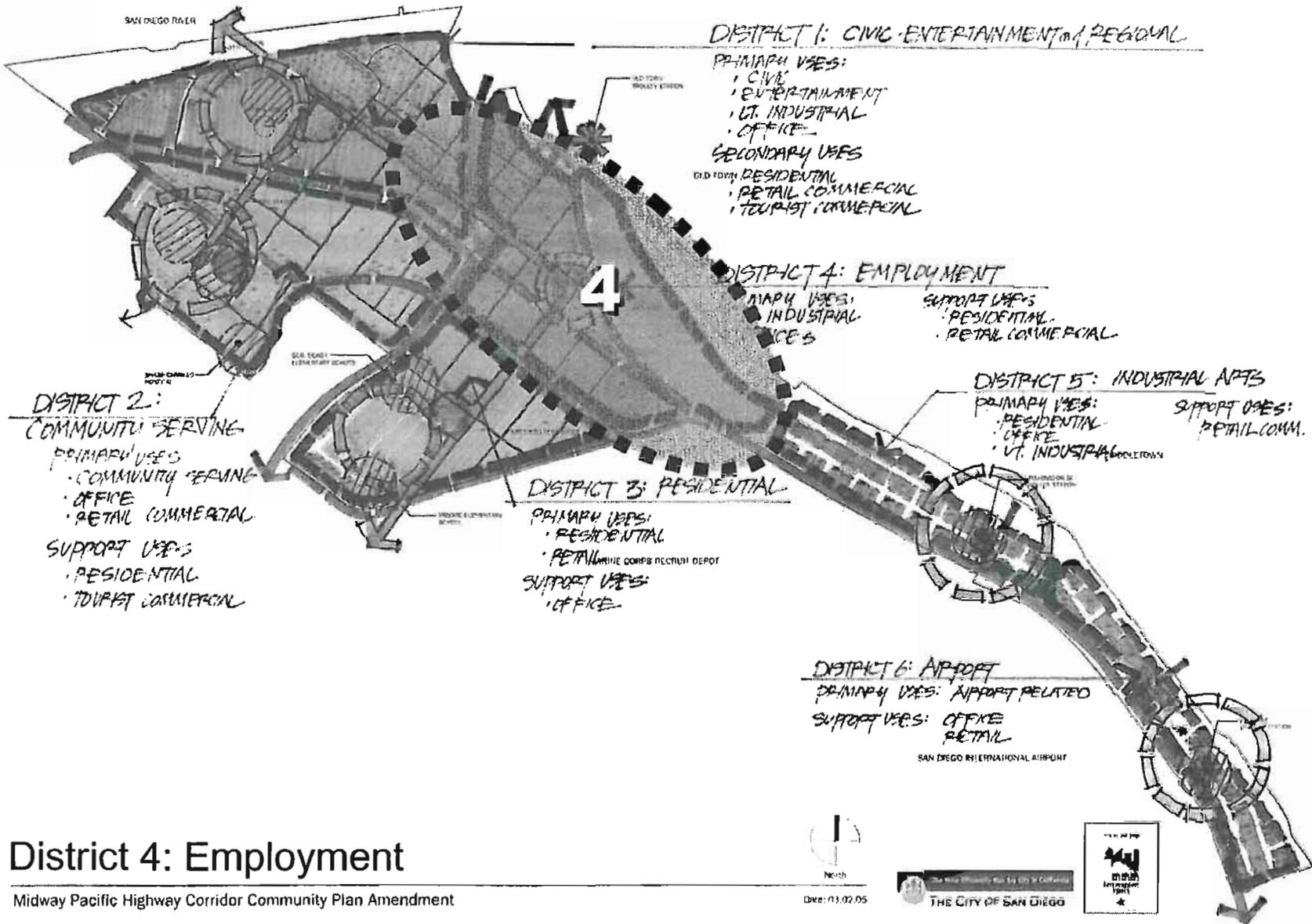
Future: In the future, it is envisioned that this district will transition into a mixed-use residential community with educational uses that is supported by open space, neighborhood services, retail and office uses.



District 3: Residential

Primary Uses: Residential and Educational Uses

Support Uses: Neighborhood Retail, Restaurant, Professional Businesses, Offices and Open Space



District 4: Employment

Midway Pacific Highway Corridor Community Plan Amendment



Date: 03/02/05

THE CITY OF SAN DIEGO





District 4: Employment

Present: District 4 is currently a major employment center with SPAWARS as the primary tenant. Other businesses including those complementary to SPAWARS are also in the district making it an attractive center for employment.

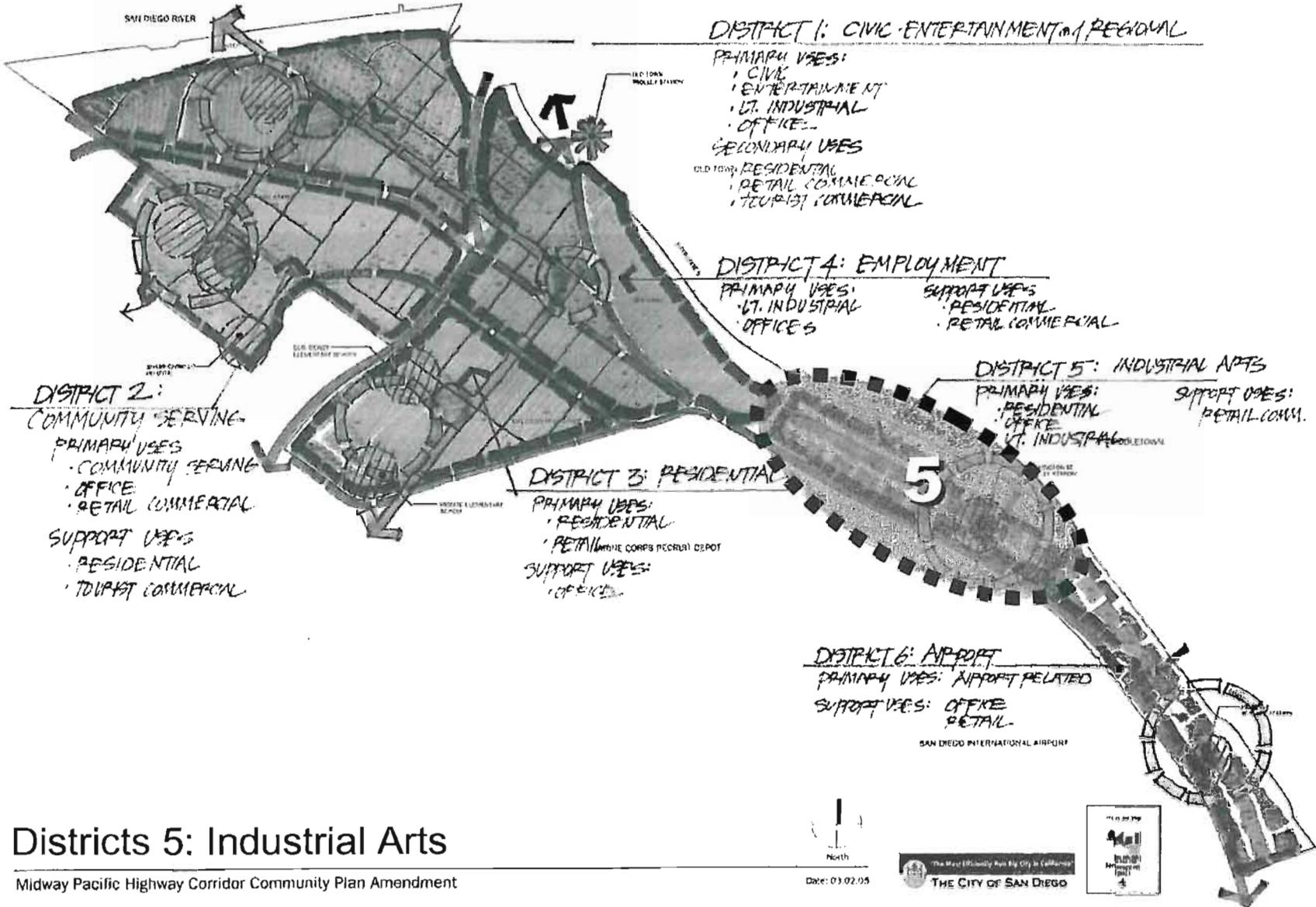
Future: In the future, it is envisioned that the area could continue to be an active employment node for the community. The objective for this district is to provide the employment base for the area while still allowing for a mixture of supportive uses.



District 4: Employment

Primary Uses: Professional Offices, Businesses and
Light Industrial

Support Uses: Residential, Retail / Commercial



Districts 5: Industrial Arts

Midway Pacific Highway Corridor Community Plan Amendment

North

Date: 01.02.05

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THE CITY OF SAN DIEGO



District 5: Industrial Arts

Present: District 5 consists of multiple business types and unique buildings making it an attractive area for a mixed-use neighborhood. The current light industrial uses, design service businesses, the Brewery office complex and warehouse buildings provide the opportunity to create an Industrial Arts District.

Future: In the future, it is envisioned that the area develop as a distinctive "industrial" arts district. The compact nature of the area and its close proximity to a trolley station will allow this district to become a pedestrian and transit-oriented, mixed-use community. This district could provide a wide variety of residential uses while maintaining the opportunity for office, retail and other supporting use.



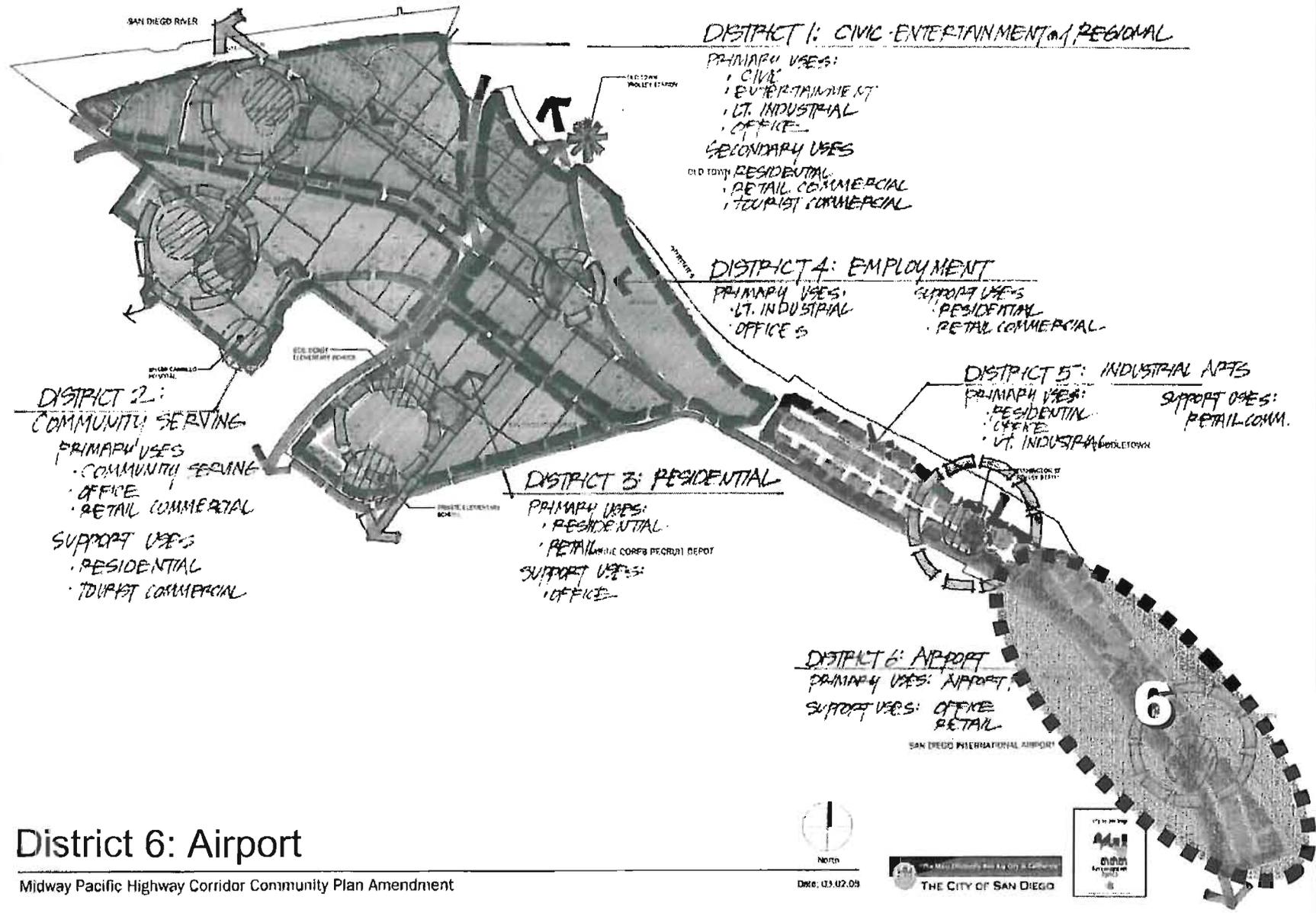
District 5: Industrial Arts

Primary Uses:

Light Industrial, Arts, Residential, Business and Professional
Offices

Support Uses:

Retail / Commercial



District 6: Airport

Midway Pacific Highway Corridor Community Plan Amendment



DATE: 03.02.09

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District 6: Airport

Present: District 6 is the most southern district in the Midway Pacific Highway Corridor community. Its relationship to the San Diego International Airport provides a unique opportunity to offer support uses to this important regional facility.

Future: In the future, it is envisioned that this district would provide a wide range of uses that support and benefit its close proximity to the airport. The location also has a trolley station that could be used by employees in the district and by others as a future link to the airport creating a complete system of mass transit.



District 6: Airport

Primary Uses:

Airport-Related Uses such as Rental Car Facilities, Park & Ride Facilities, Service Stations, and Tourist Commercial such as Hotels

Support Uses:

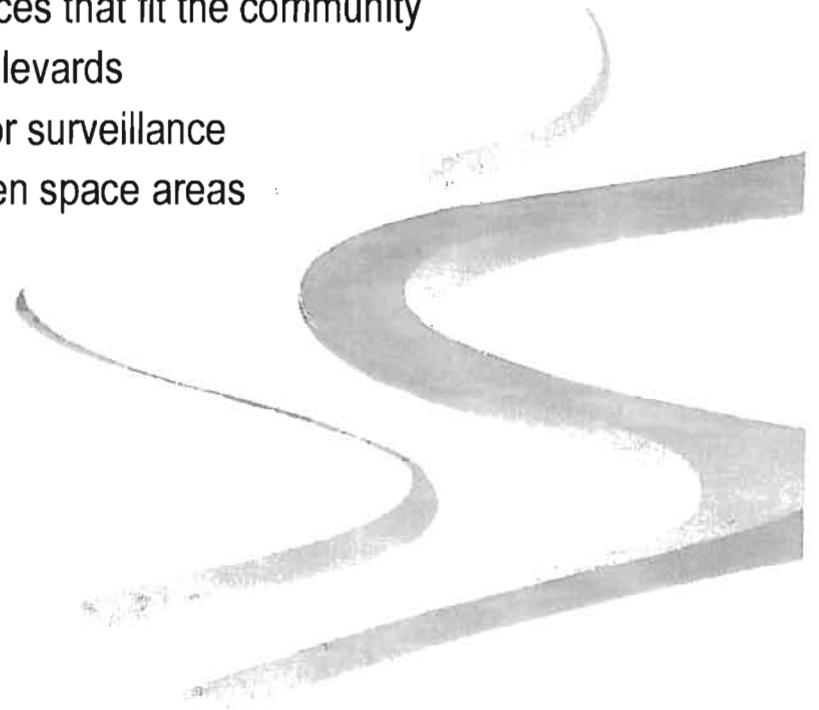
Business and Professional Offices, Commercial, Retail, and Restaurants

Where We Are

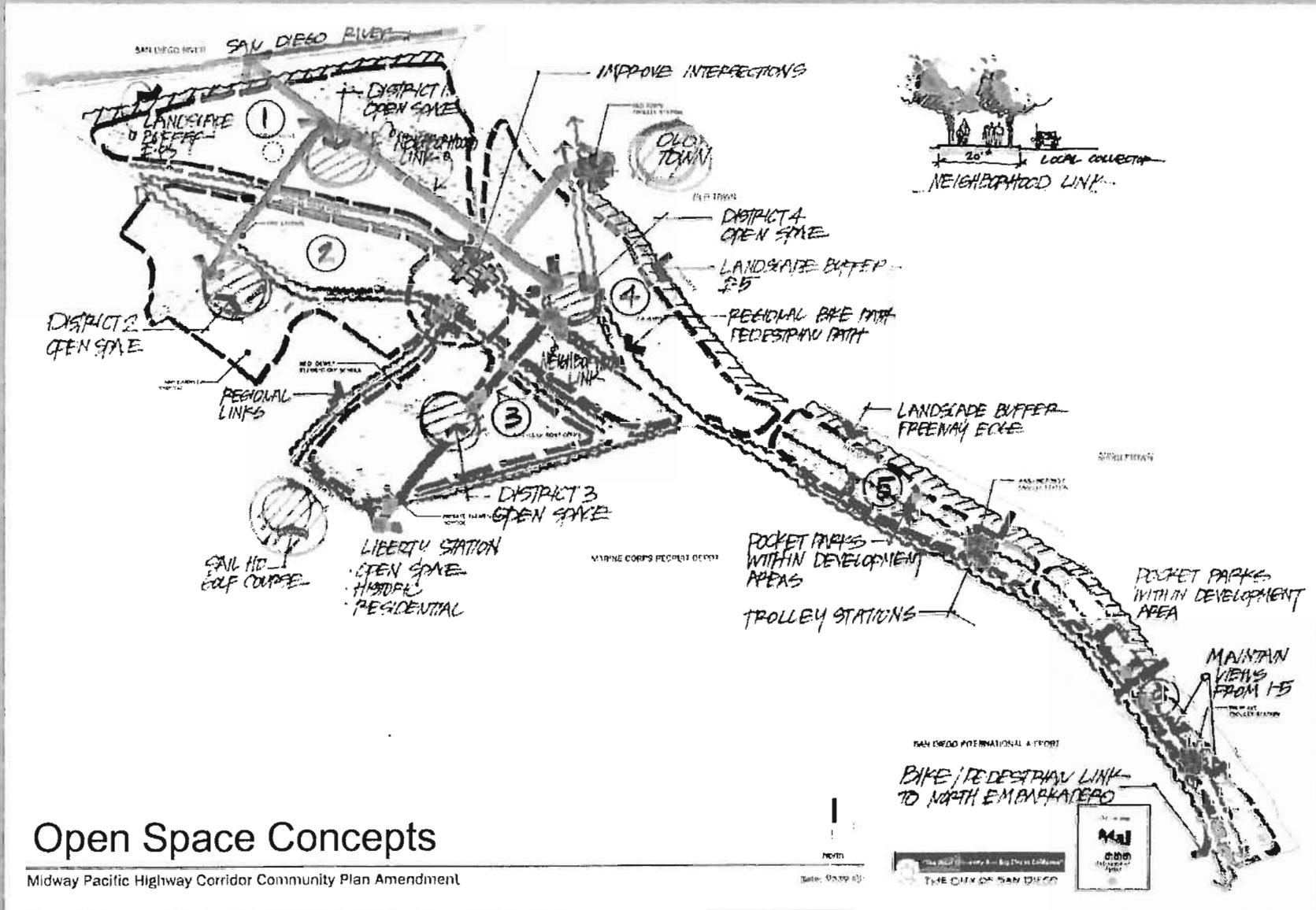
Community Districts can be connected by Open Space & Open Space can transition the community from car-based to pedestrian and multi-modal

What we heard you say:

- ❑ Make the community pedestrian and bicycle friendly
- ❑ Provide a variety of open space types ...open spaces that fit the community
- ❑ Improved Streetscapes...tree lined streets and boulevards
- ❑ Develop open spaces that are safe and are easy for surveillance
- ❑ Connect us back to the river and other regional open space areas



Where We Are



Open Space Concepts

Midway Pacific Highway Corridor Community Plan Amendment

Date: 05/20/03



Open Space Concepts

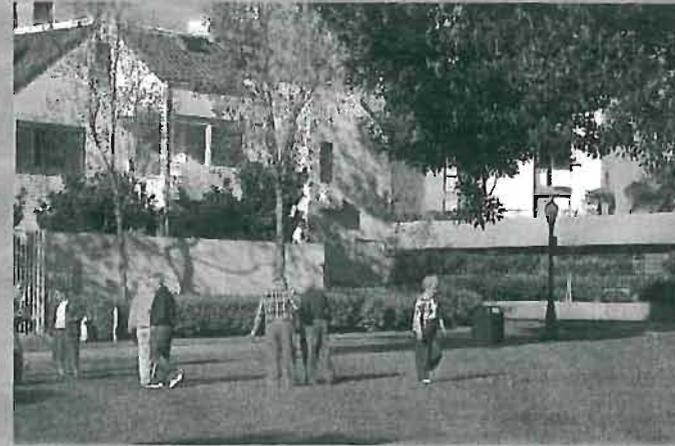
The open space concept for the Midway Pacific Highway Corridor is to provide a variety of open space opportunities for each of the districts. It will change from a regional emphasis for open space, as portrayed in the Bay-to-Bay Concept, to a hierarchy of open spaces. These open spaces should include major regional open space facilities and neighborhood-serving open spaces that are located in each of the districts. These spaces need to be connected by regional and neighborhood pedestrian-oriented streets. The elements of this open space concept include: civic open spaces; urban district parks; neighborhood pocket parks; regional links and neighborhood links.



Civic Open Spaces

Civic open spaces should serve both a regional use as well as a district or neighborhood use. Civic open spaces can be used for the many events that bring people together such as outdoor events and open air markets. These areas can also be an extension of a civic facility.

Location: District 1



Urban District Parks

Small urban parks can provide for a mix of passive and active uses. They can be the major gathering space for neighborhoods within the districts. These neighborhood parks should be connected together by a system of neighborhood links that are pedestrian-oriented.

Location: Districts 2-4



Neighborhood Pocket Parks

Neighborhood pocket parks are small open space areas that serve neighborhoods within the districts. They should be linked together by an intimate system of pathways within a neighborhood. These pathways should connect to the neighborhood linkages.

Location: All districts



Regional Links

Regional links are expanded parkways on major boulevards that provide pedestrian-oriented and bicycle-oriented routes to regional facilities within and adjacent to the community.

Location: Rosecrans, Midway, Pacific Coast Highway and Sports Arena



Neighborhood Links

Neighborhood links should be expanded parkways on local streets that connect the neighborhoods to each of the district's activity nodes. Ample sidewalks with streetscape amenities such as street trees and pedestrian lighting should be provided.

Location: All districts



Architectural Guidelines and Methodology

Architectural guidelines will provide an approach that allows for the recognition of historic styles without a literal recreation of them. To do this existing buildings within the project area that have an authentic and unique style reflective of the history and character of the area were identified. These buildings were used to define four styles that could be used as a reference point in the design of new structures. Such things as massing, human scale, type and rhythm of openings and finishes are among the elements of existing buildings that can inform the design of new buildings. This will enable new buildings to say something about today while acknowledging the past history and culture of the area.



Modern

The modern style references a wide range of building designs that show the progression of the international style, that was established in the 1920s and 30s, into mainstream architectural design. Photos show an existing building from the district and examples of how elements from the existing buildings might be used to create a building design that reflects the areas past as well as its future.



Spanish Mission Style

The Spanish Mission Style is drawn from the Design of the Naval Training Center and Marine Corp Recruit Depot that are both located at the periphery of the community plan area. This style is common all over San Diego and has many variations that have been used to inform the design of new buildings such as the one shown above.



Industrial Arts Style

Portions of the community plan area have historically housed a variety of light industrial uses. These buildings have successfully been renovated either to continue the existing use or re-used to house light industrial arts and design arts. Additionally, the forms and finishes used in these industrial buildings have informed the design of new buildings. Other districts that have done this include Granville Island in Vancouver, British Columbia and the East Village in Downtown San Diego.



Warehouse Style

The warehouse style is similar to the industrial style in that it traditionally has housed a variety of industrial and manufacturing uses. The warehouse style differs in that it usually refers to multi-story buildings that are faced with brick and other more durable materials. The Mission Brewery located in the southern portion of the project area is an excellent example of this building style. Examples of new buildings that build off this reference include a multi-family residence and a hotel.

Where We Are Going

Today's workshop - Your Input

- 8 Stations located around the room
 - 6 for the districts
 - 1 for the open space plan
 - 1 for architectural concepts
- Each station will have multiple boards:
The boards will illustrate possible images that could define each of the "Districts." Also included are the open space and architectural concept boards.
- We are going to rotate through 8 stations
 - You will be able to provide your feedback and comments at each station
 - Host/Facilitator at each station to help document your reaction to the ideas
- When lights flash go to the next station.
Once all the way through the stations, we will have a call out process so that you can hear all the ideas

Where We Are Going

Modify Jurisdictional Documents & Approval Process

- ❑ Review input received at this final workshop
- ❑ Refine Draft Amendments - Through Midway Community Planning Group Meetings
- ❑ Environmental Review Process - Start date to be determined
- ❑ Documents to be revised:
 - City of San Diego Progress Guide and General Plan
 - Midway/Pacific Highway Corridor Community Plan
 - Local Coastal Program
 - North Bay Redevelopment Plan
- ❑ Approval Process:
 - Midway Community Group
 - Planning Commission
 - City Council

Thank You!

City of San Diego



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