



## THE CITY OF SAN DIEGO

### MEMORANDUM

DATE: July 28, 2005

TO: Members of the Planning Commission

FROM: Mary P. Wright, Program Manager, Planning Department  
Tony Kempton, Associate Planner, Planning Department

SUBJECT: Agenda of August 4, 2005 – Continued Item: INITIATION –  
COMMUNITY PLAN AMENDMENT MIDWAY/PACIFIC  
HIGHWAY CORRIDOR – STELLA – PTS 65484

REFERENCE: Planning Commission Report PC-05-190

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This memorandum supplements Planning Commission Report No. PC-05-190 on the Stella project. On June 16, 2005, the Planning Commission considered the initiation of an amendment to the City of San Diego Progress Guide and General Plan and the Midway/Pacific Highway Corridor Community Plan and Local Coastal Program to change the land use designation on a .89-acre site from Light Industrial to Very-High Residential (75-110 du/ac). At the meeting, the Planning Commission continued the item until such time when there is a full commission present to have further discussions on issues raised during that meeting. The Planning Commission also made several comments and posed questions which are addressed below:

1. What would a multiple use designation allow in terms of a residential component? What density range could be allowed under this designation?

The project applicant is proposing a general plan/community plan amendment from Light Industrial to Very-High Residential which would accommodate 67 to 98 dwelling units on the .89-acre project site. An 86 dwelling unit project is also being proposed at a density of 97 du/ac (13 units would be on-site restricted, affordable housing units). With regard to a multiple use designation, the Midway/Pacific Highway Corridor Community Plan and Local Coastal Program Land Use Plan calls for a 'variety of uses' in the Multiple Use designation, including retail and visitor-serving commercial uses, offices, multifamily residential and limited research and development uses. Two densities are identified for Multiple Use areas. They are: Medium (maximum 29 du/ac) and Medium-High (maximum 43 du/ac).

General Plan/Community Plan Amendments have already been initiated for two sites in the project vicinity located at 1875 Hancock Street (Mission Brewery Villas) and 1895 Hancock Street (Hancock Brickworks). The Mission Brewery Villas site (1.95 acres) is proposed to be redesignated from Commercial-Transportation Related to Multiple Use to accommodate 84 dwelling units at 43 du/ac. The Hancock Brickworks site (1.26 acres) is proposed to be redesignated from Light Industrial to Multiple Use to accommodate 53 dwelling units at 42 du/ac.

2. What is the distance from subject property to Washington Street trolley stop?

The distance from the subject property to the Washington Street trolley stop is approximately 1,000 feet (close to one-quarter mile). The Transit-Oriented Development (TOD) Design Guidelines state, "Studies by regional transit agencies throughout the country have shown that the greatest pedestrian "capture rate" for public transit occurs when transit stops are within a 10-minute walking distance." The TOD Design Guidelines also state, "...2,000 feet is intended to represent a 'comfortable walking distance' (+ or - 10 minutes) for the majority of people." The project would meet the goals of the TOD Design Guidelines to, "...direct growth into compact neighborhood patterns of development, where living and working environments are within walkable distances. This development pattern is designed to support the substantial public investment in transit systems, and result in regional environmental and fiscal benefits over the long term." Furthermore, at 97 du/ac, the project would meet and exceed the minimum 18-25 du/ac residential densities desired within walking distance of transit.

3. Are there other requests for plan amendments in the area?

Staff has had preliminary discussions with two more interested parties that may potentially seek plan amendments in the future. One was for a site in the vicinity of this proposal and another was at the corner of Olive Street and Kettner Boulevard.

4. Comments made regarding coordination of proposals submitted up to date for this area:

Staff is currently working with the applicants of Mission Brewery Villas and Hancock Brickworks and the City's development project managers to arrange meetings with all pertinent stakeholders to coordinate design issues and impact analyses. If the Stella project is initiated, staff would incorporate this project with the others. Issues to be addressed include: the appropriate land use designation, density range and zoning for the site, traffic circulation issues and mitigation measures, compatibility with adjacent existing and planned development, and

demand for Residential versus Light Industrial related uses. In addition, upon Planning Commission direction, staff could coordinate a workshop to address planning issues in general within the Pacific Highway Corridor.

5. Concerns raised about potential loss of Light Industrial designated land:

The draft Economic Prosperity Element of the General Plan states, "...existing lower technology industrial uses previously established in the central portion of the City have disappeared or relocated." Further, "As a result, the Midway/Pacific Highway area, Grantville, and portions of Kearny Mesa are not well-suited to traditional industrial development and contain obsolete industrial structures which have been utilized as service and retail uses." Also, an internal land survey entitled "Industrial Land Available as of August 2004" does not list Midway as a contributing community because this area has less than ten acres of industrial land and it was also not included in the "Central Market Area," which is one of the three sub-areas in the City used in the inventory.

Based on analysis by the Community and Economic Development staff, Midway/Pacific Highway is identified as a community with non-prime industrial land. The following criteria were utilized to rank several communities in terms of their potential for attracting industrial uses: 1) proximity to science/engineering worker residences, 2) price of land/buildings and lease rates, 3) proximity to Otay Mesa Port-of-Entry, 4) separation from residential/receptiveness of community to industrial uses. The Midway community received 13th place among a total of 22 communities in the City.

Given that the Midway/Pacific Highway community is not considered an area where industrial uses should be preserved or expanded, there is an opportunity and potential with the three requests for plan amendments in this area to create an urban village center per the City's Strategic Framework Element and the City of Villages concept. These three proposals could help achieve several of the criteria under the City of Villages concept which are as follows: 10 to 160 acres, mixed residential and commercial use, significant public space, transit- and pedestrian-oriented development and unique design to reflect community character.

6. How many units are proposed by the other projects requesting general plan/community plan amendments near the site?

Project details are provided below:

- 1875 Hancock Street (Mission Brewery Villas) Planning Commission initiation date: August 19, 2004 – Currently in formal review process. Project includes a general plan/community plan amendment to change the land use designation on the site from Commercial-Transportation Related to Multiple Use which would

allow a maximum of dwelling units on the site. Project is proposing 84 for-sale residential units (no affordable housing), eight commercial/retail units and one corner commercial/restaurant space and 153 parking spaces on-site (132 residential, 21 commercial).

Expedite Program: No.  
Sustainability: Applicant proposes to make every effort to incorporate sustainable building design.

- 1895 Hancock Street (Hancock Brickworks) Planning Commission initiation date: January 13, 2005 – No project formally submitted to the City. Project includes a general plan/community plan amendment to change the land use designation on the site from Light Industrial to Multiple Use which would allow a maximum of dwelling units on the site. Based on preliminary information, the project would propose 53 residential units (21 would be live/work units) with ten percent of the dwelling units affordable to households with incomes at or below 100 percent of area median income.

Expedite Program: Applicant has indicated a desire to submit under the Expedite Program.  
Sustainability Applicant proposes to incorporate “green building” elements into design, such as solar panels. The Expedite Program requires residential projects to provide 50 percent of projected energy use utilizing renewable energy resources.

In summary, the request for a plan amendment would fulfill several of the City’s policies for managing growth (Strategic Framework Element and Transit-Oriented Development Design Guidelines) and would not result in a net loss of industrial land to the City, as the Midway/Pacific Highway Corridor community is considered non-prime industrial land in the City of San Diego.

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