



Memo

To: Lara Gates, City of San Diego

From: Matt Carr, President, Barrio Logan Smart Growth Coalition (BLSGC)

Date: February 26, 2010

Re: Response to Barrio Logan Community Plan Update Goals and Policies

Cc: BLSGC Members
Council President Ben Hueso, City of San Diego
Bill Anderson, City of San Diego
Chris Wahl, Southwest Strategies

Per your request, the Barrio Logan Smart Growth Coalition is submitting comments on the materials released by the city at the Barrio Logan Community Plan Update open house on January 30, 2010. To provide our comments in the clearest manner possible, we've developed the attached matrix.

In the middle column, labeled *Top Priorities*, we have listed the specific goals and policies developed by the City that are of the utmost importance to the members of our Coalition. The matrix also includes a column labeled *Additions and Recommendations* which includes concepts that are not included in the City's language, but we would suggest be added into the final documents.

The Barrio Logan Smart Growth Coalition formed in 2008. Today it represents over thirty businesses and hundreds of employees in the Barrio Logan Community Plan Update area, in which a significant number of members operate to provide the maritime industry and the Navy with direct assistance and resources.

Thank you for the opportunity to submit our comments. We look forward to further discussing our position in the coming weeks. If you have any questions in the meantime, please contact Chris Wahl at (858) 361-4750.

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BARRIO LOGAN SMART GROWTH COALITION
Barrio Logan Community Plan Update Goals and Policies
February 26, 2010

Topic	Top Priorities		Additions and Recommendations
LAND USE	GOALS	<ul style="list-style-type: none"> • Promote appropriate maritime-oriented industrial development that enhances and reflects the character of Barrio Logan and supports major Port and Naval uses. • Encourage stable base sector employment uses and supportive commercial and industrial services for Downtown San Diego and waterfront businesses. • Provide diverse housing opportunities for Barrio Logan residents. 	
	POLICIES	<p>2.1</p> <ul style="list-style-type: none"> • Provide a diverse mixture of residential units. <p>2.2 – Housing Types</p> <ul style="list-style-type: none"> • Achieve a diverse mix of housing types and forms, consistent with allowable densities and urban design policies. <p>2.2 – Housing: Affordability & New Development</p> <ul style="list-style-type: none"> • Utilize land-use, regulatory and financial tools to facilitate the development of housing affordable to all income levels, including: <ul style="list-style-type: none"> ○ Provide density bonuses to create additional affordable units. ○ Acquisition and site assembly of sites for future development. ○ Adjust parking requirements to meet the needs of affordable housing development projects. <p>2.2 – Existing Development</p> <ul style="list-style-type: none"> • Achieve a mix of housing types and forms, consistent with urban design policies and Barrio Logan's urban form. 	<p>The BLSGC recommends adding the following policy under all Land Use sections:</p> <ul style="list-style-type: none"> • Incorporate higher densities and development incentives within the Barrio Logan Community Plan Update area. Higher densities and incentives which allow for a diverse mix of housing types, including market-rate housing, could encourage existing incompatible land uses to convert to other more compatible land uses set forth in the community plan. <p>The BLSGC recommends adding the following policy under Section 2.2 – Housing: Affordability & New Development:</p> <ul style="list-style-type: none"> • Develop a plan that prohibits new residential development within the transition zone and/or industrial-zoned areas.

		<p>2.2 – Commercial</p> <ul style="list-style-type: none"> • Provide incentives that encourage relocation of incompatible commercial and vehicular repair and maintenance uses. <p>2.2 – Industrial</p> <ul style="list-style-type: none"> • Protect and promote development of maritime and maritime-related uses. • Work with San Diego Port District, Caltrans, and SANDAG to develop truck routes along non-residential corridors of Barrio Logan that prove efficient for business and are safe, energy efficient, and mitigate potential environmental and health impacts. • Utilize incentives to encourage and expedite the removal and/or relocation of incompatible non-residential uses located within lands designated for residential development. 	<p>THE BLSGC requests the following policy be added to Section 2.2 – Commercial:</p> <ul style="list-style-type: none"> • Commercial businesses are permitted to continue operations, so long as they comply with all existing local and state regulations. <p>THE BLSGC recommends adding the following policy under Section 2.2 – Industrial:</p> <ul style="list-style-type: none"> • Utilize incentives to encourage and expedite the removal and/or relocation of incompatible residential uses located within the transition zone and/or industrial-zoned areas. • Protect existing industrial properties by incorporating a “no net loss” of industrial land policy within the Barrio Logan Community Plan Update document.
MOBILITY	GOALS	<ul style="list-style-type: none"> • Emphasize transit as a mode of choice for large employers in the Barrio Logan area including Port tenants and the Navy by enhancing transit service and infrastructure. • Provide adequate capacity and improve regional access for vehicular traffic on heavily traveled roadways through focused improvements. • Partner with government agencies such as the San Diego Association of Governments (SANDAG), Caltrans, and the Port to identify and fund improvements needed to better serve regional access, goods movements and parking. 	

URBAN DESIGN	POLICIES	<p>4.4 – Area-Specific Policies – Focus Area 3</p> <ul style="list-style-type: none"> • Industrial Buildings Screening and Buffering • Industrial Buildings Context <p>4.6 – Area-Specific Polices – Focus Area 5</p> <ul style="list-style-type: none"> • Industrial Buildings Screening and Buffering • Industrial Buildings Context 	<p>The BLSGC is in agreement with incorporating recommended guidelines set forth in the area-specific policies, which are also in accordance with the General Plan Update.</p>
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ECONOMIC PROSPERITY	GOALS	<ul style="list-style-type: none"> • Protect sufficient long-term capacity for base sector industries by expanding Barrio Logan's Prime Industrial lands south of 32nd Street and West of Harbor Drive. • Foster economic growth of major maritime industries and local businesses that cater to the maritime industries while promoting environmentally sustainable business operations. • Support the economic wellbeing of locally-owned and operated businesses by utilizing economic development approaches and programs that benefit the local business environment. 	<p>The BLSCG recommends adding the following goal under the Economic Prosperity Element:</p> <ul style="list-style-type: none"> • Protect the regional economy and preserve existing jobs by establishing a no net loss of industrial land policy in the Barrio Logan Community Plan Update document.
	POLICIES	<p>5.1 - Industrial</p> <ul style="list-style-type: none"> • Provide additional land area for prime industrial lands expansion south of 32nd Street and west of Harbor Drive to provide new jobs, new job categories, and training possibilities in the community. • Encourage Heavy Industrial land uses to include base-sector uses such as maritime-oriented manufacturing. • Encourage industries and trade-related businesses that provide middle-income employment opportunities to locate in lands designated as Prime Industrial. <p>5.1 – International Business and Trade Zone</p> <ul style="list-style-type: none"> • Encourage Base Sector Industrial uses in IBT lands with greater capacity for production, research and development, business services, and the potential for higher value-added activities. • Ensure adequate buffers are maintained between IBT designated lands as they approach adjacent land uses. 	