



Midway Pacific Highway Corridor Community - Land Use, Urban Design, & Mobility Workshop Summary

Workshop Date: October 8, 2012

Summary Prepared: October 26, 2012

INTRODUCTION

In November 2010, the City of San Diego (City) began an update to the Midway-Pacific Highway Corridor Community Plan. A Community Plan Update Advisory Committee (Advisory Committee) was formed to provide the City and the community plan update consultants with input throughout the plan update process. Since November 2010, ten Advisory Committee meetings have been held.

On October 8, 2012, members of the Advisory Committee for the Midway-Pacific Highway Corridor Community Plan Update (Community Plan Update) and interested residents, business owners, and others convened for a public meeting, the Community Plan Update Workshop (Workshop). The purpose of the Workshop was to specifically address land use urban design, and mobility concepts, policies and goals for the Community Plan Update. The Workshop was designed to allow attendees to have an opportunity to hear a presentation on the community plan update, participate in facilitated discussions about different areas in the community, and provide input on land use urban design, and mobility concepts, policies and goals for the Community Plan Update.

The Workshop was held at the Hampton Inn, located at 3888 Greenwood Street in Midway-Pacific Highway Community, from 4 to 8 p.m. The agenda for the Workshop was as follows:

- Update where the City is in the Midway-Pacific Highway Corridor Community Plan Update process
- Review:
 - Draft Land Use Map and other materials
 - Key Opportunities, Goals, and Policies
- Receive Feedback on all materials in order to:
 - Conduct Traffic Forecast/Analysis
 - Prepare the draft Community Plan

MEETING ANNOUNCEMENT AND ATTENDANCE

The Workshop was announced in the *UT* (both digital and hard-copy versions) and posted on online event calendars, on the City's website, in direct mailings to property owners within the community plan area, and through numerous email blasts. More than 40 attended the Workshop, including Midway-Pacific Highway Corridor residents, business and property owners, and other stakeholders, as well as the consultant team

MIDWAY - PACIFIC HIGHWAY CORRIDOR

Community Plan Update



members, staff from City, Marine Corps Recruit Depot (MCRD), San Diego County Regional Airport Authority (SDCRAA), Metropolitan Transit System (MTS), and San Diego Association of Governments (SANDAG). Copies of the Workshop meeting announcement, press release, and direct mail post card are included in Appendix A.

Midway- Pacific Highway Corridor Community Plan Update Workshop Summary

Upon arrival at the workshop, attendees were asked to sign in and take a name tag, were provided an overview of the workshop format and background material, as well as a comment card. Attendees were directed to be seated at one of three focus area stations.

MEETING ACTIVITIES – WELCOME AND PRESENTATION

Kristen Byrne (Consultant Team), welcomed attendees and provided an overview of the workshop agenda and format. Tait Galloway (City), provided an overview of the Community Plan Update process and the goals for the community. Christine Babla, (Consultant Team), gave an overview of community-wide goals, and policies, the evening's facilitated focus areas, and some of the key issues to consider at each focus area station.

FOCUS AREA DISCUSSIONS

Following the presentation, City staff and members of the consultant team facilitated group discussions at three separate stations. The three stations covered the following topics:

- Focus Area 1: Sports Arena Area
- Focus Area 2: Post Office Area
- Focus Area 3: Pacific Highway Corridor

A facilitator and a person to take notes on chart paper were assigned to each focus area station, to summarize comments and feedback, and address questions from the attendees.

Facilitators provided attendees with an overview of goals for the focus area, reviewed a series of display boards and handouts, and discussed specific questions about potential opportunities in each focus area. Display boards included maps comparing existing land uses with Community Plan land uses and proposed land uses for the Community Plan Update. This was provided to help demonstrate potential land use changes in the community that could result from the adoption of the plan.

Feedback from the three focus groups is summarized below. Additionally, photos from the Workshop are provided in Appendix B, and the comments received at the Workshop are included for reference in Appendix C.

MIDWAY - PACIFIC HIGHWAY CORRIDOR

Community Plan Update



FOCUS AREA 1: SPORTS ARENA AREA

Land Use/Urban Design

- There seemed to be general consensus on retaining the Sports Arena use by renovating the existing or developing a new building.
- There seemed to be consensus on considering developments that could exceed the 30-foot height limit on the Sports Arena and Post Office sites, if they were well designed, could provide additional benefit to the community and the City, and subject to a Citywide vote.
- There seemed to be consensus that new residential should be allowed in the Sports Arena site, but not required. It could be included as part of mixed use commercial – entertainment development with the potential for a shared parking structure.
- There were several comments related to improving the appearance of industrial area north of the Sports Arena with improved building and streetscape design.

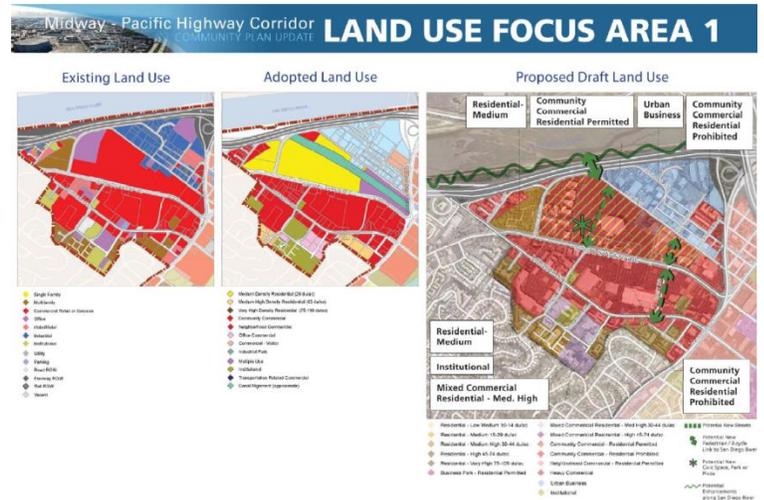
Transportation/Mobility

- There was a common concern about adding new development due to existing circulation and traffic congestion issues.
- While there seemed to be consensus on extending Kemper Street from Sports Arena Blvd to Hancock St, there were questions about whether there was a better alternative than extending Kemper Street from Hancock Street to Kurtz Street.
- Several attendees suggested solutions to congestion on Rosecrans Street, including the idea of an elevated roadway from Midway Drive to the I-5/I-8 freeway interchange for through traffic, while allowing local traffic to drive at the ground level.
- There was consistent feedback about the community having a negative environment for pedestrians and bicyclists, and the need to improve conditions for pedestrians and bicyclists and the need to improve transit service.

Parks

- There seemed to be consensus for the potential for a smaller or non-traditional park at the Sports Arena site, but there were concerns about attracting homeless people.
- There seemed to be consensus to improve connections to both San Diego River Park and Liberty Station.
- Several comments were provided stating the need for smaller, pocket parks, as well as landscape, shade trees, planting, and lighting in the community.

The comments received at the Workshop are included for reference in Appendix C.



MIDWAY - PACIFIC HIGHWAY CORRIDOR

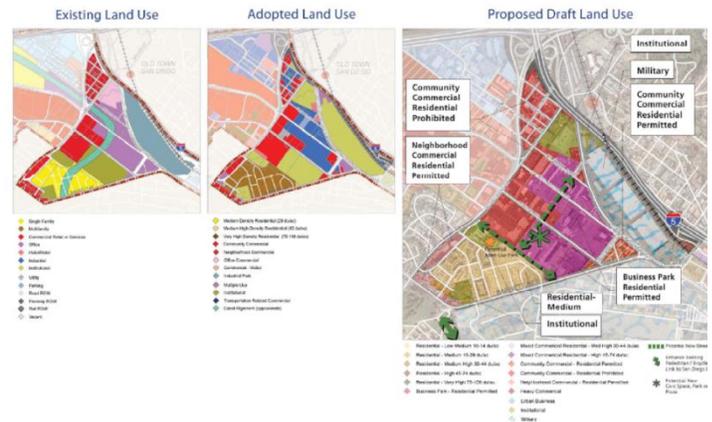
Community Plan Update



FOCUS AREA 2: POST OFFICE AREA Land Use/Urban Design

- There was discussion regarding the area identified as Business Park-Residential that:
 - Office could help support the defense industry, similar to the development at Liberty Station. There were concerns about light industrial uses that utilize hazardous materials, giving the proximity to residential.
 - Residential should be allowed as an option as part of a mixed residential employment area, but not required. It could help support SPAWARS and attract future office and R&D employment uses. However, many attendees felt that if residential was included, those developments should address circulation as part of their proposals.
 - Big box retail uses at this site would impact traffic and should not be allowed. Many felt that small scale retail to support employees and residents could be beneficial.
- Regarding gateways into the community from Pacific Highway, there was consensus on the need to improve access, way finding signs, and the appearance of the entrances into the community.

Midway - Pacific Highway Corridor COMMUNITY PLAN UPDATE LAND USE FOCUS AREA 2



Transportation/Mobility

- There seemed to be consensus on including a new north – south connection from Midway Drive to Kurtz Street.
- There was feedback that there are conflicts between vehicles and bicycles and additional connections, both pedestrian and bicycle, should be provided.
- There was discussion of creating better sidewalks and expanding sidewalks.
- There were suggestions to better connect the community to Liberty Station and Old Town.

Parks

- There were comments that a linear park along Sports Arena or a new north-south connection could be beneficial if there was residential in this area. There was also a suggestion of having the shopping centers provide new gathering spaces.

The comments received at the Workshop are included for reference in Appendix C.

MIDWAY - PACIFIC HIGHWAY CORRIDOR

Community Plan Update

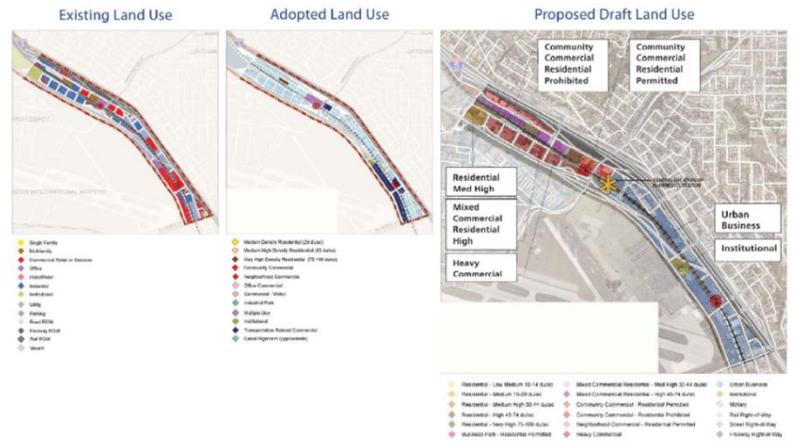


FOCUS AREA 3: PACIFIC HIGHWAY CORRIDOR

Midway - Pacific Highway Corridor COMMUNITY PLAN UPDATE LAND USE FOCUS AREA 3

Land Use/Urban Design

- Regarding gateway signage, there was consensus that there should be signs and or streetscape enhancements to create a theme at various gateways to signify entry into the community.
- There was consensus that Pacific Highway streetscape enhancements should be a priority.
- There was consensus with the potential for allowing light industrial uses in heavy commercial areas
- There were comments that residential should not be allowed anywhere in the corridor given the proximity to the airport and freeways due to the potential noise and crime. However, there were comments that residential should be allowed north of the Trolley Station given the existing residential and the proximity to the trolley station.



Transportation/Mobility

- There was consistent feedback that this area has circulation issues.
- There was a suggestion to have grade separated Trolley tracks due to the traffic in the area and provide Trolley access to the Airport.
- There was feedback that the I-5 connector to Pacific Highway could be a long-term solution, but there is a need for a shorter-term solution to traffic issues along Pacific Highway, and the connector ramp should not be located near residential.
- There was feedback that on-street parking on Pacific Highway is strained and could be further constrained by airport related parking.
- There was discussion about making improvements on Pacific Highway for pedestrians and bicyclists.

Intermodal Transportation Center (ITC)

- There were comments about the need to identify the ITC in the community plan.
- There was feedback that the ITC be a gateway and focal point for the community.
- There were concerns how the ITC would affect property.

The comments received at the Workshop are included for reference in Appendix C.

MIDWAY - PACIFIC HIGHWAY CORRIDOR

Community Plan Update



NEXT STEPS

City staff and the consultant team discussed the next steps for this project, including preparing a summary of the community survey results, revising the alternatives based on the feedback received at the workshop, drafting the community plan, and beginning the traffic modeling.

FOR MORE INFORMATION:

Visit the Midway-Pacific Highway Corridor Community Plan Update website:

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

Contact: Tait Galloway, Senior Planner

tgalloway@sandiego.gov or (619) 533-4550



APPENDIX A: Meeting Announcements



Midway-Pacific Highway Corridor Community Plan Update Public Workshop

MONDAY, OCT 8 4:00P TO 8:00P

at Hampton Inn San Diego-Sea World/Airport Area, San Diego, CA

Age Suitability: None Specified

Tags: north bay, public workshop, city of san diego, midway-pacific highway corridor +

The City of San Diego will host a public workshop focusing on planning for the future in the Midway-Pacific Highway Corridor (North Bay) on Monday, October 8 at 4:00 to 8:00 pm at the Hampton Inn on Greenwood St. The workshop is intended to seek public input on the Midway-Pacific Highway Corridor Community Plan Update.

At the workshop, attendees will participate in small group discussions focusing on different subareas of the community and issues such as land uses, mobility & urban design.

 [Event Website](#)

Categories: Workshops & Classes, Civic/Government

+ [Add a Performer to this Event](#)

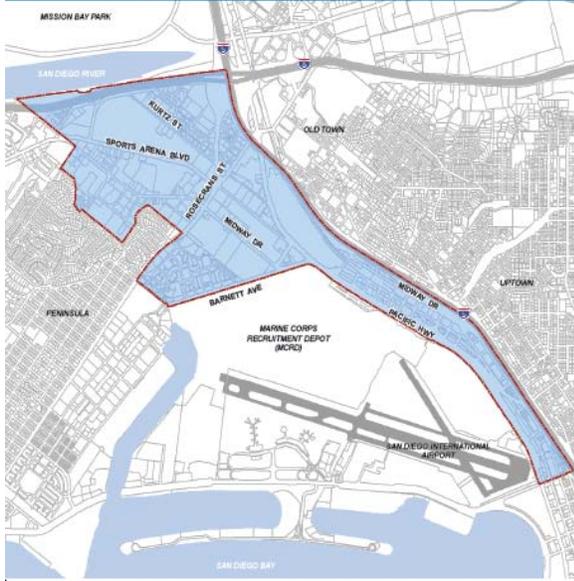
MIDWAY - PACIFIC HIGHWAY CORRIDOR

Community Plan Update



MIDWAY/PACIFIC HIGHWAY CORRIDOR

COMMUNITY PLAN UPDATE



The City of San Diego is in the process of updating the Midway/Pacific Highway Corridor Community Plan. The purpose of a community plan is to provide a long-range vision for the community. The community plan for Midway/Pacific Highway Corridor is more than 20 years old. The update will address current issues and conditions in the community and provide a long-term vision that enhances the character of the Midway/Pacific Highway Corridor community. The update process will ensure that the community plan is consistent with the City's General Plan, and will include corresponding updates to the zoning program for the Midway/Pacific Highway Corridor community.

The public input received at the workshop will be used to inform the preparation of the draft update. The workshop details are included on reverse side of this postcard. You can also provide input by participating in an online survey at: <https://www.surveymonkey.com/s/midwaypacifichighway>.

For more information on the community plan update process, please visit: <http://www.sandiego.gov/planning/community/cpu/oldtownmidway/>.



City of San Diego
Development Services Department,
Planning Division
1222 First Avenue
San Diego, CA 92101

For more information contact:
Tait Galloway, Senior Planner
(619) 533-4550
tgalloway@sandiego.gov

YOU ARE INVITED . . .

The City of San Diego welcomes your participation in the Midway/Pacific Highway Corridor Community Plan Update. Mark your calendar for a public workshop to learn more about the plan update and provide your input.

MONDAY, OCTOBER 8, 2012
4-8 P.M.

Hampton Inn
3888 Greenwood Street
San Diego, CA 92110

Attendees will have the opportunity to participate in facilitated discussions to provide input on the Midway/Pacific Highway Corridor community plan update. This input will help provide a long-range vision for Midway/Pacific Highway Corridor. Light refreshments will be provided.

MIDWAY - PACIFIC HIGHWAY CORRIDOR

Community Plan Update



MIDWAY/PACIFIC HIGHWAY CORRIDOR

COMMUNITY PLAN UPDATE

The City of San Diego is in the process of updating the Midway/Pacific Highway Corridor Community Plan. The purpose of a community plan is to provide a long-range vision for the community. The community plan for Midway/Pacific Highway Corridor is more than 20 years old. The update will address current issues and conditions in the community and provide a long-term vision that enhances the character of the Midway/Pacific Highway Corridor community. The update process will ensure that the community plan is consistent with the City's General Plan, and will include corresponding updates to the zoning program for the Midway/Pacific Highway Corridor community.

The public input received at the workshop will be used to inform the preparation of the draft update. You can also provide input by participating in an online survey at: <https://www.surveymonkey.com/s/midwaypacifichighway>.

For more information on the community plan update process, please visit: <http://www.sandiego.gov/planning/community/cpu/oldtownmidway/>.

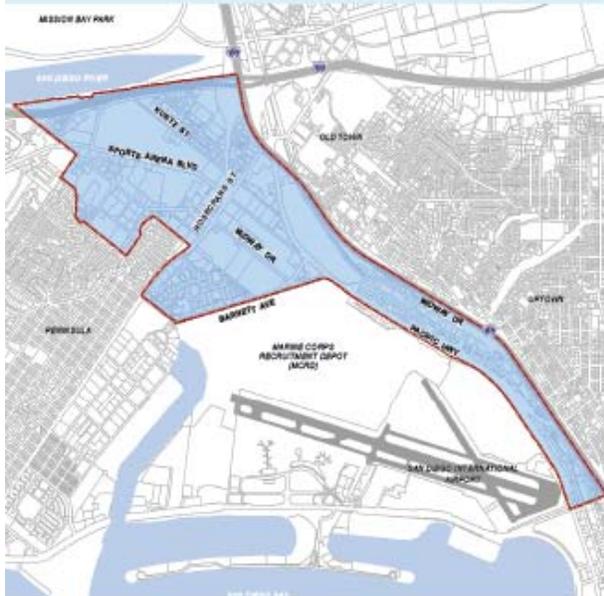
PLEASE JOIN US AT THE PUBLIC WORKSHOP

MONDAY, OCTOBER 8, 2012
4-8 P.M.

Hampton Inn
3888 Greenwood Street
San Diego, CA 92110

The City of San Diego welcomes your participation in the Midway/Pacific Highway Corridor Community Plan Update. Mark your calendar for a public workshop to learn more about the plan update and provide your input.

Attendees will have the opportunity to participate in facilitated discussions to provide input on the Midway/Pacific Highway Corridor community plan update. This input will help provide a long-range vision for Midway/Pacific Highway Corridor. Light refreshments will be provided.



City of San Diego
Development Services Department,
Planning Division
1222 First Avenue
San Diego, CA 92101

For more information contact:
Tait Galloway, Senior Planner
(619) 533-4550
tgalloway@sandiego.gov

MIDWAY - PACIFIC HIGHWAY CORRIDOR

Community Plan Update



THE CITY OF SAN DIEGO

Development Services Department, Planning Division

FOR IMMEDIATE RELEASE
(insert date)

CONTACT
Tait Galloway (619) 533-4550
tgalloway@sandiego.gov

Public Workshop on Midway-Pacific Highway Corridor Community Plan Update Scheduled

City seeks public input on the long-term vision for the community.

WHEN: Monday, October 8, 2012, 4:00-8:00 PM

WHERE: Hampton Inn, 3888 Greenwood Street, San Diego, CA 92110

The City of San Diego announced today an upcoming public workshop that will focus on planning for the future in the Midway-Pacific Highway Corridor also known as North Bay. The public workshop is intended to seek public input on the Midway-Pacific Highway Corridor Community Plan Update. The community plan will provide a long-term vision for the community.

The community plan the Midway-Pacific Highway Corridor is more than 20 years old. The City is updating the community plan to reflect current community issues and conditions and to provide a long-term vision for the community that enhances the character of the community. The update process will ensure that the community plan is consistent with the City's General Plan, and will include corresponding amendments to the zoning program for the community, and the City of San Diego's Local Coastal Program.

At the public workshop, attendees will participate in a number of small group discussions focusing on different subareas of the community and issues such as land uses, mobility and urban design. The workshop is scheduled for four hours to allow participants the time to provide input. The public input will be used to inform the preparation of the draft updated community plan, which will be presented to the community at a future public meeting. A draft plan environmental impact report will also be released for review before being considered by the City Council for approval at a future adoption hearing.

For more information about the Community Plan Update, please visit
<http://www.sandiego.gov/planning/community/cpu/oldtownmidway/>

MIDWAY - PACIFIC HIGHWAY CORRIDOR

Community Plan Update



APPENDIX B: Photos of the Workshop



MIDWAY - PACIFIC HIGHWAY CORRIDOR

Community Plan Update





APPENDIX C:

Transcribed Comments

FOCUS AREA 1

First Group

Vehicular Mobility

- What about transportation problem – i.e. with any new development?
- Midway is a large on-ramp to freeway with two types of users:
 - People that travel through the community
 - People who live/work in the community
- Should consider an elevated roadway to provide direct access from Midway Dr to the I-8/ I-5 Freeway interchange along Rosecrans and Camino Del Rio West with local traffic at ground level.
- Mobility will have a lot of impact on land use options
 - Need to solve major circulation problems
 - What impact will the missing I-5/I-8 freeway ramps have on reducing congestion?
- Should address congestion on Rosecrans. The travel time is increasing due to congestion.
- Are there solutions to the congestion problems? Should consider bold solutions.
- East Drive is not a public street. It is currently not designed for public use.
 - Much more potential for putting streets through North of Sports Arena
- Is it legal to pan handle on streets? – seems like you need more patrol
- Allow vehicular traffic to connect east on Sports Arena, across Rosecrans
- Consider alternative to Kemper Road alignment, so it bends west to connect river
- What is the purpose/impact of Kemper Street connecting north of Kurtz?

Transit/Pedestrians/Bike

- Midway Drive, west of Sports Arena, is hazardous for bicyclists
- Make industrial area more accessible to bicyclists and transit users
- Transit Service within the community is not good
- Improved transit services could address traffic issues.

Urban Design

- Shade trees
 - Should create canopy over the street
 - Structural soil (Cornell invention) to make tree growth with limited top soil

MIDWAY - PACIFIC HIGHWAY CORRIDOR

Community Plan Update



- Limit use/eliminate palm trees
- Sidewalks – in Sports Arena
 - Use full row along Sports Arena to double width of actual sidewalks
 - Right now buildings encroach
- Bridge connection to the San Diego River – People might not use since it would be too difficult to access even with ramping, but the idea of a bridge was encouraged.

Parks

- Opportunity for parks at Sports Arena & Post Office sites
- Should consider an alternative and new approach for providing parks
- As people get older, use parks for exercise, rest, and they should be easily accessible.
- Could provide opportunities for fresh air, trees, grass
- Consider a recreation center
- Like Ocean Beach – also can be for gatherings – some concrete, but grass too
- Need to consider approaches to reduce the potential of homeless people occupying the park space.
- Need to consider what would attract people from the Sports Arena to access the San Diego River. The Sports Arena would need more activities, mixed-use, etc to support access to the river.
- Need to create public parks in Midway.

Land Use

- Mixed-Use
 - It could be difficult to do mixed-use with 30 foot height limit & high water table (at Target retail center the water table is at 8 feet)
 - There is a need to have policies to exceed 30 foot height limit
 - Should consider supporting exceptional development projects that exceed the 30 foot height limit
 - This area is not within the Coastal Zone.
- Residential – permitted or required?
 - Residential should not be required as part of a commercial development.
 - Allow residential if a development could have extra height such as 4 stories over retail.
- Should make industrial area travel-related uses to complement Sports Arena
- Make industrial area land uses more flexible, better urban design



Second Group

Transportation/Mobility

- Mobility is a key factor that needs to be addressed before considering changes to land use that would add additional traffic.
 - There is congestion all day not just peak periods.
 - Congestion increases with an event at the Sports Arena.
 - Traffic associated with military bases adds to the congestion
- What is benefit of extending Kemper St north of Kurtz St?
- Sports Arena Blvd should be connected thorough Rosecrans St.
- Should consider creating a freeway above Rosecrans St.

Land Use

- Consider retaining Sports Arena use
 - Need a new state- of-the- art arena.
 - Midway is still a good location for an arena rather than Downtown.
 - Should reuse the concrete if demolished.
- Consider allowing buildings to exceed the 30 foot height limit.
 - Buildings would not obstruct coastal views.
 - Proposals would need to be well planned and really great, but not just any proposal.
- Consider allowing residential uses at the Sports Arena site.
 - The site is not a good location for residential.
 - Midway is not a residential community.
 - Consider leaving the option open to develop residential.
 - Consider that housing would be low income housing.
 - Residential or mixed use could increase congestion.
- Consider a park at the Sports Arena site.
 - There are no parks in the community.
 - Who would walk to use a park?
 - Maybe if there was a potential to access the San Diego River
 - Concern that a park would attract homeless, parolees, mental health facility users.
- Consider heavy commercial uses along Kurtz St.
 - Need to improve Kurtz Street.
 - Should allow for residential option without making existing uses non-conforming.
- Consider developing a shared parking structure needed as part of a development.

MIDWAY - PACIFIC HIGHWAY CORRIDOR

Community Plan Update



- Do not allow big box retail uses surrounded by asphalt parking lots.

Park/Open Space

- There are not parks in the community currently.
- Who would walk to use a park?
- Would like a park to walk to during lunch time from the industrial area.
- Would like access the San Diego River Park and pathway.
- Concern that a park would attract homeless, parolee, mental health facility users.
- Smaller parks fit the area better than large traditional parks.

Third Focus Group

Transportation/Mobility

- Kemper St extension would be a great improvement.
- What is the purpose of connecting Cauby St to Midway Dr? It would not benefit vehicles traffic.
- Midway bicycle network:
 - Need to address bicycle safety.
 - Need to focus on bicycle access along Midway Dr.
 - Need to connect to San Diego River Bicycle path.
 - Could include bicycle route on Kemper and to service as a connection for bicycles to access the San Diego River which would be a better than on Midway Drive.
- There are many attractions in and adjacent to the community, but people can't walk to these attractions.
- Need to look at larger transportation vision.

Parks/Open Space

- Consider a park or public space, such as the park at Petco Park, if Sports Arena was developed as a mixed-use area.
- Consider pocket park or green areas with trees at retail centers for people to sit and eat lunch.
- Would not use a linear park in the commercial zone, too much noise and traffic.
- Would like a connection to Liberty Station to use the park at Liberty Station.
- Would enjoy smaller parks spread out through the community.
- Would like a connection to the San Diego River Park and pathway, could be pedestrian/bicycle bridge.
- Consider linear park or green space:
 - Along Sports Arena Blvd.

MIDWAY - PACIFIC HIGHWAY CORRIDOR

Community Plan Update



- Along Camino Del Rio.
- At Gateways in the community.
- Consider a pathway from the community to Liberty Station for jogging.

Land Use

- Need to retain the Sports Arena use.
- Residential and civic uses at Sports Arena (both in favor and opposed).
- Need to address parking and provide options for future development at the Sports Arena site.
- Need to enhance the appearance by make improvements at industrial areas
 - Safety and security are a concern at night.
 - Attracts homeless.
 - Consider a pocket park in the industrial area for people who work there to eat lunch.
- Consider allowing mixed-use, office, residential within the industrial area:
 - Consider maximizing value of this land.
 - Provide greater flexibility for other uses.
- Improvements to industrial area could really improve the value potential for adjacent areas:
 - Visitor Commercial uses (hotels/motels).
 - Under grounding utilities.
 - Reduce the attraction to homeless people.
 - Improve walkability.
 - Enhance access to Old Town trolley station.
 - Consider bicycle access (facilities: lanes/bridge).

FOCUS AREA 2

First Group

Land Use

- Should residential be allowed in the area identified as Business Park - Residential?
 - Concerns that 29 dwelling units per acre would allow too many housing units.
 - There would be a need to address the location of the residential, so they are not fronting Midway Drive across from the adult businesses.
 - There are a large amount of employees at nearby military bases that need housing.

MIDWAY - PACIFIC HIGHWAY CORRIDOR

Community Plan Update



- Should retail office be allowed in the area identified as Business Park - Residential?
 - Concern that the community already has big box retail stores and additional new big box stores could affect the viability of the existing stores.
 - Could allow smaller scale retail to support employees and residents on the site.
 - New retail should be compatible with the community and could support military uses.
- Light Industrial/Business employment uses in the area identified as Business Park - Residential?
 - Retail/office space could help support defense industry – similar mixed use as Liberty Station.
 - Liberty Station is a great example of having defense related industry office uses.
 - Liberty Station honors the historic use of property and provides economic drivers in the community.
 - Should not allow light industrial uses that use chemicals or hazardous materials since this could impact residential.
 - With the limitations on hazardous chemicals, you could have light industrial that works.
 - Should create links to provide better connections to adjacent communities
 - What killed the concept of the canal? (It was infeasible – costs, engineering, etc.).

Parks/Open Space

- Linear Park:
 - An opportunity for wide/expanded street and park – maybe even on Barnett, maybe Pac Highway and Barnett
 - Linear park along Sports Arena or a new north – south connection could work with street improvements, benches, etc.

Gateways

- The streets connecting Midway to Pacific Highway seem more like alley style streets leading you into the community – not very appealing.
- There is a need more of a grand entrance.
- Need to identify the La Playa Trail marker.
- There is nothing to identify the community.
- Need for a gateway at Pac Highway/Barnett.
- There is a need for stronger way finding on Sports Arena.



Second Group

Land Use

- Should residential be allowed in the area identified as Business Park - Residential?
 - Should the P.O. site be vacated in the future – what should happen there?
 - Was the P.O. sold? – Not yet.
 - It's unlikely the Navy distribution facility will be available in the near future.
 - Need to address circulation issues as part of any future development.
 - With mobility solutions residential could be a good opportunity.
 - Should allow for a mix of uses, but it should not be required.
 - Should not allow residential in the area north of Midway Drive.
- Should mixed use be allowed in the area identified as Business Park - Residential?
 - Is there a way to create a liberty station? – yes, create flexibility there and create the opportunity there – may need to be a larger plan for those sites – wouldn't want to see piece meal development.
 - Linear commercial doesn't work – allow for a mixture that gives flexibility to property owner.
 - Should provide flexibility at this site.
 - The land use economics may not be feasible in the near-term.
 - Should be a compressive development, but not piecemeal.

Parks/Open Space

- Linear Park proposed? – could be a variety of parks, pocket parks, linear, etc.
 - Cannot imagine park in the middle of the commercial area.
 - Need to require shopping centers to create spaces and landscaping areas & areas to rest, sit, etc. – need urban design policy.

Transportation/Mobility

- Barnett Ave and Midway Dr are not pedestrian friendly streets.
- Need to focus more on the cross streets.
- Need to provide connection for pedestrians and bicycles.
- Encouraging bicycles within industrial areas may have conflicts.
- Should create a bicycle lane rather than allowing on street parking on Sports Arena Blvd.
- Expanding sidewalks & landscaping could require moving utilities which can be expensive.

MIDWAY - PACIFIC HIGHWAY CORRIDOR

Community Plan Update



- Allow vehicular traffic to connect east on Sports Arena Blvd, across Rosecrans St.
- Should create a connection east of the Smith Street connection.

Third Group

Land Use

- Should avoid creating previously conforming uses with the plan update.
- Should residential be allowed in the area identified as Business Park - Residential?
 - What is the rationale for residential at Post Office site?
 - Residential brings traffic impacts.
 - Could provide the option for residential, but not require it.
 - Could support SPAWARs.
 - Should give flexibility to consider office and residential at the Post Office site.
 - The County mental health facility could affect the ability to support residential. It could create issues for residential uses. The County mental health facility is undesirable for the community.
 - Should recommend another land use for the County facility in the community plan in case it ever relocates.
 - If you remove the county facility, there is a great gateway to Old Town.
 - There is a probation related use nearby that could affect the ability to have residential in this area.
 - Adult business could affect the ability to have residential in this area.
 - Should consider senior housing.
 - Should discourage affordable housing at the site.
- Should retail office be allowed in the area identified as Business Park - Residential?
 - Should consider proposals that exceed 30 feet, if they provide outstanding projects, subject to a Citywide vote.
 - Could consider hotels serving SPAWAR with mobility improvements such as landscaped parkways, additional roadway connections, and parking.
 - Should not allow big box retail at the Post Office site.
 - Any major retail at the Post Office site would impact traffic.

Transportation/Mobility

- Need better connections to Liberty Station and Old Town.

MIDWAY - PACIFIC HIGHWAY CORRIDOR

Community Plan Update



- Need to consider options to avoid Rosecrans St such as additional connections to Sports Arena and Pacific Highway.
- Should consider dual roadway on Rosecrans to allow local traffic on the ground level and through traffic on an elevated roadway to access the freeway.
- Should consider a shared parking structure at Sports Arena could help with the community wide parking and could assist with overall traffic, support future development.

Parks/Open Space

- If you were to make a linear park on Sports Arena, would that create an issue with cross streets?
- Consider on new roadway connections.

Gateways

- There is a need to discuss if the name of the community should be Midway – Pacific Highway or North Bay.

FOCUS AREA 3

First Group

Transit

- Support the need for improved bus/rail/trolley/transit connections to the airport.
- Consider transit access to the airport from the existing trolley station.

Land Use

- Need to identify the footprint for the Intermodal Transportation Center since that could affect available land for future development.
- There are not many privately owned parcels between Washington St & Laurel – limited opportunity for private development.
- Allow light industrial in heavy commercial areas – i.e. light manufacturing
- Lots are small and changes in requirements with new use (parking, setbacks) will be problematic.
- Should not allow residential near the airport.
- This area is not a large residential area – pocket parks and civic spaces not appropriate and could be homeless attractor.

Parking

- Airport parking will likely stay

MIDWAY - PACIFIC HIGHWAY CORRIDOR

Community Plan Update



- Parking on Pacific Highway is a premium – any streetscape/bicycle improvements that remove on-street parking would be opposed

Transportation/Mobility

- Lots of traffic issues – rail, car, truck – at Washington
- Traffic issues with rental car facility – have to cross tracks
- Should consider grade-separation for the rail tracks.
- Should address through-traffic into Pac Highway corridor? – Did SANDAG address regional improvements along Pacific Highway as part of the 2050 Regional Transportation Plan?
- Traffic from rental car facility onto Sassafras is not terrible
- Need shorter-term solution to traffic issues along Pacific Highway, the I-5 connector to Pacific Highway is good long-term solution, but won't happen soon enough.

Second Group

Transportation/Mobility

- Marine Corps will not support for I-5 connector ramp to Pacific Highway that flies over or impacts MCRD.
- Residential area is not a good place for I-5 connector ramp to Pacific Highway alignment.
- Urban business land use designation should avoid changing parking requirements.
- There should be a bikeway along Pac Highway – more than just a paint stripe – needs to be separated from traffic.
- North Harbor Drive is an example of a good bikeway, park space.
- Streetscape and urban design enhancements could allow better entry for tourists and visitors.
- Car storage options would be more viable if bikeways were more attractive.
- Continue North Embarcadero improvements up to Pac Highway – pedestrian/bicycle friendly.
- Potential traffic and parking impacts from drop offs at airport consolidated rental car facility shuttle.

Gateway/Urban Design

- Gateway/signage pointing to adjacent communities – i.e. Little Italy, 5-Points.
- Gateway ideas: community clocks at various gateways – small sign incorporated for Midway.

MIDWAY - PACIFIC HIGHWAY CORRIDOR

Community Plan Update



- Street furniture (trashcans, benches, gateways) fit a similar theme.
- Bikeways could integrate with Intermodal Transportation Center and could create a gateway.
- Pacific Highway beautification/landscaping enhancements should be a priority.
- Beautification sounds good, but reality is the area has I-5, heavy rail corridor, airport & off ramps – which will prevent the area to serve as a park.

Third Group

Land Use/Noise

- I-5 connectors to Pacific Highway could impact land uses.
- Residential should not be allowed in this area – poor quality of life for residents due to noise.
- People live by noise sources – code requires noise mitigation inside.
- Should not encourage residential use in this area due to noise.
- Need a whole lot more residential throughout Midway – area is crime ridden and having more “eyes on the street” would help.
- Noise can be mitigated where you can’t hear airplanes, etc.
- Crime is a problem in the area
- State air quality guidelines limit residential near freeways
- How many residential units could be located here?

Intermodal Transportation Center

- Consider using the IL3-1 zone to implement the land use– appropriate for area next to Intermodal Transportation Center – flexibility of uses – would also access existing land uses
- Intermodal Transportation Center could be focal point of corridor
- Lot consolidation may be needed to make plan implementation feasible
- Concern expressed about property acquisition for Intermodal Transportation Center

Transportation/Mobility

- On-street parking in the area is constrained.
- On-street parking could be impacted if airport patrons use on-street parking in the community and then use CONRAC shuttle to access the terminals.
- Should address bicycle safety.

Gateway/Urban Design

MIDWAY - PACIFIC HIGHWAY CORRIDOR

Community Plan Update



- Landscaping/streetscape improvements are needed on Pacific Highway since this is services as a gateway to the community.