



**Midway Pacific Corridor
Community Plan Amendment**

**Preliminary Analysis and
Recommendations Memo**

Submitted to:
City of San Diego
Redevelopment Agency

Submitted by:
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1. Executive Summary

The goal of this project is to create an amendment to the Midway Community Plan, the North Bay Redevelopment Plan and the Local Coastal Program for the Midway Pacific Corridor project area. This amendment was initiated in response to the desires of both community stakeholders and the City of San Diego City Council to remove the Bay-to-Bay Plan Amendment from the Community Plan. Both groups, as well as City Staff recognized that the removal of the Bay-to-Bay plan could not be done without considering the impact of it's removal on the project area. As such, the City of San Diego City Council issued a directive that requires consideration of other land use issues when removing the Bay-to-Bay plan.

Therefore, this memo is organized into two sections. The second section includes a preliminary analysis. The third section provides recommendations for next steps.

2. Preliminary Analysis

This section reviews:

- a) Planning documents that govern the project area,
- b) Existing Conditions of the Project Area
 - i. Physical Conditions
 - ii. Community Stakeholders
- c) Council Directive
- d) Analysis of Previous Planning Efforts

a) Planning Documents that Govern the Project Area

In May 18, 1998, the City of San Diego adopted the Midway Pacific Highway as apart of the North Bay Redevelopment Area. This area is also currently governed by the Midway Community Plan, which was adopted May 28, 1991. A small portion of the project area is within the coastal zone; this small sliver of land separates the San Diego International Airport and the Pacific Highway corridor.

Additionally, this project area is under the restrictions of Proposition D, a proposition that requires a 30' maximum height limit for the project area.

On January 19, 1999, the Midway/Pacific Highway Corridor Plan was amended by the City Council (Resolution 291202) to insert the Bay-to-Bay Concept. This concept provided a basis by which a canal linking San Diego Bay to Mission Bay via the San Diego River could be developed, and was viewed as a critical step towards revitalizing this community. The 1999 Amendment also provided language that proposed an alternative to the Bay-to-Bay canal of providing a linear park or waterway without connections to the San Diego Bay or Mission Bay.

b) Existing Conditions of the Project Area

This section addresses both the existing physical characteristics of the project area and the areas that surround it. It also defines the community stakeholders who use this area including who they are and how are they organized.

1. Physical Characteristics

This section covers: the project location, circulation, land uses, and open space.

Project Location

The project area is bounded on the north by Interstate 8 and on the east by Interstate 5. To the north are the Mission Beach community and the Seaworld area. To the east is the Old Town community and State Park. The west side of the project area is bounded by the Ocean Beach community. Its south side is bounded by Point Loma's Peninsula community. The size of the project area is 635 AC.

Circulation

Circulation that is addressed in this section includes that which is within and surrounding the project area including vehicular circulation, mass transit circulation, bicycle routes and pedestrian access.

The project area has strong vehicular connections, as it is immediately accessible to three primary transportation routes: Interstates 5 and 8 as well as the Pacific Coast Highway, which is within the southern panhandle of the project area. Major vehicular corridors within the project area such as Rosecrans Street and Midway Drive are some of the most congested in the City. Long blocks and a lack of smaller grid system contribute to this congestion as well as to the area's unfriendly and unsafe pedestrian environment.

The mass transit system in the area consists of several bus lines that connect into the Old Town Transit Station as well as the Washington Street Station and the Middle Town Station in the southern panhandle of the project area.

Additionally, the project area is bounded by one of the most important regional mass transit systems in San Diego, the San Diego International Airport.

For the pedestrian and biker, this area has not been developed to accommodate their use. Wide streets, small sidewalks, large building setbacks, large block sizes and a lack of streetscape amenities all prioritize vehicular travel and create heavy traffic congestion, pollution and the expectation of drivers that these roads are for higher speeds despite the congestion.

Land Use and Community Character

The existing conditions of the land use and community character is organized into two sections: Surrounding the Project Area and Within the Project Area

Land Uses Surrounding The Project Area

To the north of the project area is Interstate 8 and the San Diego River.

To the west is the Ocean Beach Planning Area which includes the Famosa Slough, multi-family housing, a school, Bill Cleator Park and a variety of low density commercial strip centers. (Please note that in most cases where a low density commercial strip center is identified as a use it typically refers to a parcel that includes 70% asphalt parking lot with 30% of the parcel being covered with a one story commercial building.)

To the east is Interstate 8, which is immediately adjacent to the Old Town Planning Area, which includes the Old Town Trolley Station, historic Old Town State Park, and the Caltran's Central Headquarters.

To the southwest of the project area is the Point Loma Peninsula Planning Area which includes: Cabrillo Hospital, the NTC development, and single family residential neighborhoods. Directly south of the project area is the Marine Corps Recruitment Depot (MCRD) and the San Diego International Airport (SDIA). In regards to the southern panhandle portion of the project area Old Town and the India Street commercial area lie at the eastern perimeter. The San Diego International Airport is to its west and to the south is the Little Italy neighborhood, a successfully revitalizing Redevelopment Area of Downtown San Diego.

Land Uses within the Project Area

At the north side of the project area there are off-ramps from Interstates 5 and 8, a mixed area of heavy-to-light industrial uses, adult entertainment clubs, office buildings, multi-family uses, and the Sports Arena facility.

On the western end of the project area, there are multi-family housing projects and low density commercial strip centers.

On the eastern end of the project area, there is the Regional County Health Center, Space and Naval Warfare Systems Center (SPAWAR), light industrial uses, office space, Anderson's Nursery, and low-density commercial strip centers.

At the southern portion of the project area there is the Midway Post Office, a new residential development where military housing previously existed, Dewey Elementary School, low-density commercial strip centers, and some auto repair shops. And, a southern "panhandle" is formed within the project area by land that flanks the Pacific Coast Highway. The Pacific Coast Highway and its on-ramps to Interstate 5 within this area define much of the land use here. Mostly light industrial uses with some commercial retail uses and rental car uses related to the airport make up this area. The Port District Offices and the Mission Brewery with its retail and office uses are landmarks.

At the center of the project area, there are mostly low-density commercial strip centers and some multi-family residential uses. There are two big box centers one with a Vons Super Market and Sports Chalet and a variety of smaller shops such as Kinko's, a beauty salon, and a gym; and one with a Target, Mervyn's, Ralph's and Home Depot. Additionally, smaller strip centers abound, typically with local and national retailers and restaurants with an anchor tenant such as a grocery store or a variety store such as Big Lots. There is some emphasis on home improvement stores and furnishings such as the Home Depot, Dixieline Lumber, Pier One and Palmers plumbing supplies which starts to bleed into the light industrial area to the north of Sports Arena.

Open Space

This section describes open space that is surrounding and within the project area

Open Space – Surrounding Area

To the north of the project area the San Diego River runs. Unfortunately, this natural amenity is not immediately accessible because Interstate 8 separates the project area from the river.

To the west, active recreational open space includes Bill Cleator Park and Robb Field.

To the east, Old Town State Park has several open spaces for passive recreation. Additionally there is Presidio Community Park for active recreational and passive recreational space that is adjacent to Old Town State Park.

To the south, NTC offers a variety of open spaces including a golf course.

Open Space – Within the Project Area

In the western, eastern and northern portions of the project area there are no open spaces for recreating. At the southern end, there is a joint-use park space that is located at Dewey Elementary School.

2. Community Stakeholders

This section addresses who the stakeholders in this project area and how they are organized.

Stakeholders Within the Project Area

This project area is represented by the Midway Community Planning Group, which advises the City of San Diego on land use issues within their community planning area. Regarding economic revitalization, this area is represented by the North Bay Association, a business improvement district, representing the commercial property owners and business owners in this area. Regarding Redevelopment, this area is included in the North Bay Redevelopment Area, which has a Project Area Committee to advise the City's Redevelopment Agency on redevelopment projects. The North Bay Redevelopment Project Area is a non-contiguous land area that resides in 3 different community planning areas: Midway, Old Town and Morena as well as in Council Districts 2 and 6.

As the Community Planning Group is the officially recognized advisory body to the City of San Diego on land use decisions and as the community plan amendment process involves land use decisions pertaining to this area, the community planning group is the lead entity for community input during this process. Therefore, the composition of the Community Planning Group was reviewed to determine whether it represented all the interests that might exist within the project area. Although this Planning Group has strong connections to the business community, commercial property owners, and other community-based involvement processes such as the Sports Arena Ad Hoc committee, it does not have residential interests represented on its board. Thus, the project team approved the identification of other stakeholders within the project area for inclusion in the input process. These identified stakeholders fall into the following categories:

- Residents
- Non profit organizations
- Civic organizations
- Jurisdictional interests
- Adjacent communities

These other stakeholder groups are invited to participate in the public workshops described in the next section.

c) Council Directive

The City of San Diego, Council Directive regarding the Midway Community Planning Area was issued on ---. It directed that following changes be implemented to the Midway Community Plan:

- Remove the Bay-to-Bay amendment from the Midway Pacific Corridor Community Plan and the Local Coastal Program Land Use Plan
- Develop an alternative strategy for open space and recreation
- Insert policies and recommendations for architectural and landscape guidelines
- Identify portions of the community where mixed-use, urban, transit-oriented development should be encouraged
- Provide other appropriate changes to bring the community plan up to date with relevant and current community, planning and redevelopment goals, the City of San Diego strategic framework and its TOD design guidelines.

The council directive defines the goal and the approach for amending the community plan. In this document it is the criteria used to evaluate the previous planning studies, as well as, the basis for recommendations made for moving forward.

d) Analysis of Previous Planning Studies

The goal of this community plan amendment process is to fulfill the City Council Directives. To do so, previous planning efforts are being analyzed in relation to the Council Directive as well as tested against the elements that make all districts successful. A review of the areas of agreement and disagreement between the previous planning studies is also provided to assist in defining the recommendations for moving forward with the community amendment process.

Introduction to the Previous Plans

As the Redevelopment Agency wants this community plan amendment to incorporate existing ideas within the City and community as much as possible, this planning effort has involved reviewing and analyzing previous plans. These previous plans are: The North Bay Conceptual Plan and the San Diego/North Bay Station Area Planning study. The North Bay Concept Plan by NewCityAmerica was commissioned by the North Bay Association, a community-based organization that represents the commercial property and business owners in the project area. The San Diego/North Bay Station Area Planning Study was completed on September 3, 2004 by Calthorpe Associates and commissioned by the City of San Diego Redevelopment Agency.

The North Bay Concept Plan Analysis

This section provides:

- i) a summary of this study
- ii) an analysis of how this plan meets or does not meet the council directive and
- iii) what important components of this plan are recommended to build upon for the community plan amendment

Summary of the North Bay Concept Plan

The North Bay Concept Plan (NBCP) focuses on a portion of the project area that has previously been described in the existing conditions section as the northern portion. It does not address the southern panhandle. The goal of the plan was to define ways that the project area could develop a sense of place and

identity through a variety of landscape and architectural improvements. The study identified: 1) activity nodes at major intersections in the project area, 2) entry portals, 3) major corridors to receive improvements and 4) sub-districts. Additionally, the study provided landscape design guidelines and three architectural styles that were recommended for important streets in the project area.

The North Bay Conceptual Plan and the Council Directive

There are five council directives that the NBCP study is analyzed against. The analysis follows:

Directive #1 is to eliminate the Bay-to-Bay concept from the Community Plan. The NBCP study clearly states that the North Bay Association is opposed to the Bay-to-Bay concept and led an effort to eliminate this feature from the Community Plan.

Directive #2 is about providing an alternative open space strategy for the project area that replaces the Bay-to-Bay feature. The NBCP study makes suggestions to improve major corridors with improved streetscapes as well as recommending that a variety of other public open space types be considered such as traditional full service parks, pocket parks of various sizes and mixed-use open space incorporating commercial uses. The NBCP study also suggests that perhaps the Sports Arena site could provide an open space component with a pedestrian connection over Interstate 8 to the San Diego River. The study identifies the Famosa Slough as an important existing natural open space feature.

Directive #3 states the need for architectural and landscape design guidelines for the project area. The NBCP has defined architectural and landscape guidelines that are intended to improve the appearance of the area and give it a sense of identity. Both the landscape and architectural design guidelines are focused on the prime arterials and the entry portals into the project area.

The architectural guidelines define three distinct building styles for the area that are: i) NTC Revival, ii) Warehouse Loft and iii) Neo-Modernist. The landscape guidelines address streetscape improvements and relate to major vehicular travel corridors as well as suggest the use of landscape and streetscape improvements to define entry portals to the community.

Directive #4 requires identification of portions of the community where mixed-use, urban, transit-oriented development should be encouraged. The NBCP study briefly suggests that these land uses should be provided in both its Urban Design Guidelines section as well as in its land use and zoning section.

In the Urban Design Guidelines section of the NBCP study, it supports *Directive #4* when it states that buildings should orient themselves to the street front and should be: 1) well articulated, 2) appropriately transparent, 3) have materials and textures that reinforce a human scale, and 4) minimize the impact of vehicles and signage.

In the land use and zoning portion of the NBCP study, it recommends rezoning to accommodate mixed uses, and a higher density, and the possibility of eliminating the area height limit of 30-feet.

Directive #5 requires that other appropriate changes needed to bring the community plan up to date with relevant community and redevelopment goals for the area, as well as be current with the Strategic Framework Element including the TOD Guidelines.

The NBCP study briefly addresses this when it recommends a mixture of land uses. The study states a need for a better mass transit in the project area although it does not provide specifics on a transit plan. Additionally, it recommends that additional residential units at an increased density be located in this area which supports concepts associated with transit-oriented development practices.

Elements of the North Bay Concept Plan study that can be built upon for the Community Plan Amendment

The NBCP study describes several important concepts that are recommended as building blocks for creating a broadly supported community plan amendment related. The most important concept is the idea of creating a community plan amendment that provides the necessary tools to create a sense of place in the Midway Pacific Highway Corridor planning area. These tools include appropriate land uses, circulation patterns, open space and design guidelines. Each of these is described as follows.

Land Use Strategy: The NBCP study suggests that a mixture of transit-oriented uses such as residential and commercial retail and office uses be provided in the project area. It also recommends that land uses encouraging "Big Box" type retail uses are in opposition to this type of land use strategy. And, that the continued allowance for "Big Box" uses should be prohibited from future development in the community.

In regard to industrial uses, the study wisely recommends the elimination of heavy industrial uses that would not be compatible with a mixed land use that increases residential and commercial users adjacent to existing industrial uses.

Additionally, building off of existing historical and regional activity nodes in the area such as the Sports Arena and the Kobey swap meet is an approach that should be pursued.

Circulation Strategy: The NBCP study recommends improving major circulation corridors with streetscape improvements, portals and activity nodes.

The beautification of these circulation corridors is appropriate, and if done right, could increase pedestrian usage. However, beautification alone will not significantly relieve traffic congestion in the community unless coupled with land use strategies that are supported by mass transit improvements such as the Transit First program referenced in the NBCP study.

Open Space Strategy: Defining community gathering spaces and activity nodes in the project area could provide spaces that catalyze the mixed-use transit oriented development that the NBCP study identifies. However, it does not locate a system of open space but does suggest organizing and linking the urban environment with a series of large and small park spaces that would be beneficial to the quality of the urban environment. Also, the NBCP study's idea to leverage the existing open space resources at the perimeter of the project area by linking it to the uses in the project area is a good one.

Design Guidelines: The purpose of the landscape and architectural guidelines defined in the NBCP study to help the area define a sense of place is much needed.

In regard to the landscape design guidelines, defining major corridors by using particular tree types could be beneficial to the area, as long as tree types also meet the City of San Diego's Landscape Regulation in the City's Municipal Code. Additionally, improved streetscape recommendations for the corridors could also be

beneficial in creating a sense of place for the project area. The NBCP study recommends several trees that are not on the City of San Diego street tree list. These include the Western Cottonwood (*Populus fremontii*) and the Lombardi Poplar (*Populus nigra* "Italica"). Both have maintenance issues that would not make them a good choice for these particular applications.

In regard to the architectural design guidelines, three specific styles were. The NTC style is one that is indigenous to the general area, although it exists at the perimeter of the project area. The warehouse / loft style does not exist in the project area, but buildings of this style can be found in the East Village area of Downtown San Diego. The Mission Brewery is a similar style that could be used in lieu of the East Village's warehouse / loft style. This replacement style should be considered because it is authentic to the area and therefore will help to create an identity that is recognizable and distinguishable from other areas of San Diego. Lastly, architectural design guidelines would be applied only to projects requiring discretionary review at the level of a Process 3 or higher per current City of San Diego Planning Department procedures.

Analysis of The San Diego/North Bay Station Area Planning Study

This section provides:

- i. a summary of this study
- ii. an analysis of how this plan meets or does not meet the council directive and
- iii. what important components of this plan are recommended to build upon for the community plan amendment

Summary of the San Diego/North Bay Station Area Planning Study

The San Diego/ North Bay Station Area Planning Study focuses on the quarter and half mile radius around the Old Town Trolley Station. It does not address all portions of the northern portion of the community plan nor does it address the southern panhandle.

One goal of this study was to create a vision of the future development of the Midway Pacific Corridor Project Area, based on a series of three workshops with key stakeholders within and from the surrounding areas. Community member that were invited to participate included the Midway Community Planning Board, North Bay Association, North Bay Project Area Committee, Old Town Business Association, Peninsula Planning Board, and the Orchard Apartments. Approximately 25 people attended each of the workshops.

Another goal of the plan was to use, as a focus for the project area, the Old Town Transit Center as it could become an important center for mixed-use and transit-oriented development. Community workshop participants were asked to share their ideas about how land uses and urban design features could be designed to create a transit-oriented development (TOD) in the project area. The final concept plan was meant to achieve the following objectives:

- 1) Improve circulation by increasing the number of streets and providing a more rectilinear pattern of streets (or a grid pattern), upgrade major streets into gateways, and improve intersections.
- 2) Provide mixed-use livable neighborhoods by providing flexible plans and zoning strategies, maintaining a height limit of 30' with 2-3 story buildings, having a mixture of uses on a single parcel, and identifying opportunity sites for large mixed-use development.

- 3) Make open space improvements with the goal of creating a series of small open spaces scattered through-out the project area with strong links to larger open spaces in the areas that surround the project area.
- 4) Support the existing SPAWAR headquarters as a catalyst for redeveloping the area by strengthening connections to the Old Town Transit Center, setting aside 40-70 AC of adjacent land for future growth, providing live/work units and open space.
- 5) Preserve the light industrial uses in the northern portion of the project area between Kurtz Street and Interstate 8 by maintaining this land use and adding new streets to improve access to the area.

The San Diego/North Bay Station Area Planning Study and the Council Directive

Directive #1 is to eliminate the Bay-to-Bay concept. The SD/NB Station Area Planning Study notes that the Bay-to-Bay link was found to be infeasible and / or cost prohibitive. It suggests that the open space intended for the Bay-to-Bay link could be replaced with a series of small pocket parks.

Directive #2 is about providing an open space strategy for the area. The San Diego/North Bay Station Area Planning Study proposes a series of small pocket parks that are linked to the larger open spaces on the perimeter of the project area.

Directive #3 is about providing architectural and landscape design guidelines for the project area. The San Diego/North Bay Station Area Planning Study re-states the community stakeholder's desire for a set of design guidelines for the area, but does not provide specific design guidelines.

Directive #4 requires identification of portions of the community where mixed-use, urban, transit-oriented development should be encouraged. The San Diego/North Bay Station Area Planning Study proposes that the project area follow a smart growth approach to land use by using a mixture of uses that are transit-oriented. More specifically, large development sites are identified for mixed-use development which are: 1) the City-owned Sports Arena site, 2) the County's Health Services Complex, 3) several underused sites along Camino Del Rio and Rosecrans, and 4) several sites near to the Navy's SPAWAR facility. The study also recommends that transit connections be improved between the SPAWAR facility and the Old Town Trolley Station.

Directive #5 states that other appropriate changes needed to bring the community plan up to date with relevant community, and redevelopment goals for the area as well as make it current with the Strategic Plan including the TOD Guidelines. The San Diego/North Bay Station Area Planning Study recommends that a smart growth approach that is similar to that stated in the Strategic Plan including the TOD guidelines by:

- 1) Encouraging mixed-use development to happen within the 1/2 mile radius around the Old Town Transit Center.
- 2) Recommending the improvement of linkages between the SPAWAR facility, an important employment center and the Old Town Transit Station.
- 3) Recommending more regulated and frequent series of streets.

4) Recommending additional open space in the form of pocket parks that are linked to larger open spaces on the perimeter of the project area.

5) Suggesting that the light industrial uses in the northern part of the project area be maintained.

Elements of the San Diego/North Bay Station Area Planning Study that can be built upon for the Community Plan Amendment

The SD/NB Station Area Planning Study describes several important concepts that are recommended as building blocks for creating a broadly supported community plan amendment. The most important concept is the idea of implementing the City of San Diego's Strategic Framework Element. This concept builds off of the existing Old Town Transit Station immediately adjacent to the project area and provides a mixture of dense transit-oriented development with residential and neighborhood serving commercial uses that maintains and strengthens the existing employment base and light industrial areas. As has been noted, this study does not address the southern panhandle area of the project area where two additional trolley stops should be analyzed for their potential as secondary TOD sites.

The section below provides more detail about which ideas are recommended as starting points for finalizing a vision and urban plan that can be the basis for the Community Plan Amendment. It is divided into the following sections: Land Use, Circulation Strategy, Open Space Strategy and Design Guidelines.

Land Use Strategy: The SD/NB Station Area Planning Study recommends that the light industrial areas in the community be preserved and the SPAWAR land use be preserved, maintained and expanded. Additionally, it recommends that a variety of sites be designated for 2-3 story mixed-use residential and commercial use.

The industrial areas between Interstate 8 and Kurtz Street contain a variety of businesses some of which are relatively clean operations in terms of industrial uses. However, others uses - such as boat repair facilities - involve more toxic substances such as painting operations. It is recommended that light industrial uses that are cleaner be allowed in this area, especially if residential and commercial uses will be located adjacent to these industrial areas.

The SD/NB Station Area Planning Study describes the idea that the preservation, maintenance and expansion of SPAWAR facility could catalyze the area due to the high paying jobs that this facility provides the community. The study's idea of locating a mixture of uses including residential uses adjacent to the facility would be a significant benefit to the community as it would allow workers to walk to work. This along with linkages to the Old Town Transit Center could significantly reduce vehicle trips and pollution typically caused by employment uses that are separated from residential uses.

In this study the Sports Arena site is illustrated as used for mainly mixed-use residential and commercial uses. The NBCP study's idea of maintaining the historic use of this regional site as a gathering and market place should be tested and blended with the SD/NB Station Area Planning study's idea of having a mixture of residential and commercial uses that could reinforce and surround this potential new public space on the site.

Circulation Strategy: The SD/NB Station Area Planning Study makes an excellent recommendation to provide a more frequent and rectilinear pattern of streets. This will not only allow more routes for vehicles, which will lessen the congestion on major arterials such as Rosecrans Street, but it will also provide a more walkable scale of blocks for pedestrian and bicycle use.

Open Space Strategy: The SD/NB Station Area Planning Study recommends that only small pocket parks be provided. Pocket parks should definitely be part of the mix, but there should also be some major community gathering spaces as suggested in the NBA study. Additionally, creating high quality pedestrian linkages between open spaces within the project area as well as to open spaces at the perimeter of the project area is an appropriate approach to planning the project area.

Design Guidelines: The SD/NB Station Area Planning Study does not provide design guidelines.

The Nine Elements of a Successful District and the Previous Planning Studies

CityWorks uses the "Nine Elements of a Successful District", a copyrighted methodology, to evaluate land plans, assist stakeholders and the project team organize and evaluate existing site information, and to organize a vision and plan for the area. Districts or communities need all nine elements to work to be successful. These nine elements also provide a way to describe the goals stated in the council directive. Therefore, this section reviews both previous planning studies in terms of their ability to provide all nine elements in this district. In many cases, the NBCP Study and the SD/NB Station Area Planning Study address some of the elements but not all of them. In some cases they address an element but do not provide a comprehensive or complete solution. Please see the enclosed matrix that summarizes how each plan addresses each of these nine elements.

The Nine Elements of a Successful District Include:

- Appropriate Revitalization and Redevelopment of the Built Environment
- Maintaining and Expanding Community Character
- A Mixture of Uses
- A Pedestrian-oriented Environment
- A Mixture of Transportation Modes
- Amenities and Services
- Economic Vitality
- Density and Compactness

The NBCP Study identifies all the elements as requiring improvement. This is an accurate representation of the existing condition of the project area. The study provides partial solutions related to: appropriate revitalization and redevelopment of the built environment, maintaining and expanding on community character, providing a pedestrian-orientation and providing open space. The remaining elements are mentioned, but there are no solutions posed for resolving these problems associated with those elements within the project area.

The architectural and landscape guidelines, which are such a large component of the NBCP Study, provide support for creating an identifiable and pleasant community character, appropriate revitalization and redevelopment, as well as supporting a pedestrian orientation along major corridors. Other issues such as the great width, speed and congestion of these major corridors is not addressed as it relates to pedestrian-

orientation and these problems will ultimately impact these corridors' ability to be successful pedestrian streets. Additionally the study's idea to build on the historic use of the Sports Arena and the Kobey's swap meet as community gathering and market spaces is one that addresses the need to maintain and expand on community character as well as the need for open space.

The SD/NB Station Area Planning Study identifies all the elements in its study of the area. Some elements such as the appropriate revitalization and redevelopment of the built environment, density and compactness, mixture of use, open space, pedestrian orientation and economic vitality are identified with partial solutions recommended that further community-based design work could complete. Other issues such as community character, a mixture transportation modes, amenities and services are identified, but no specific solutions are offered.

Elements of SD/NB Station Area Planning Study that can be built on include:

- 1) Expanding the SPAWAR facility and using it as a catalyst for future mixed-use development around it;
- 2) Maintaining the industrial uses and their high paying jobs that are located between Interstate 8 and Kurtz Street (with the caveat that only clean and "light" industrial uses would be appropriate adjacent to proposed residential and commercial uses);
- 3) Providing a mixture of uses should at the Sports Arena site, the County Health Services site (if available) and other underutilized sites in the area as they become available;
- 4) Improving vehicular and pedestrian circulation and orientation by creating a smaller, more rectilinear grid of streets; and
- 5) providing small pocket parks that are linked to larger park spaces at the perimeter of the project area (we also recommend that there be some larger community gathering spaces in the area as well).

Areas of Agreement and Disagreement between the Previous Planning Studies

This section includes a description of areas of agreement between the two plans and where the plans disagree as it relates to the components such as: 1) the underlying focus of each study, 2) land uses and physical improvements, 3) open space, 4) height restrictions

- 1) **The Underlying Focus of Each Study:** The underlying focus of each study is significantly different. The NBCP study focuses on the commercial corridors, portals into the community and the creation of sub-districts. The community stakeholders who prepared this plan have as their mission to create a better, more valuable properties and businesses along these commercial corridors. The SD/NB Station Area Planning Study is focused on a Transit-oriented development concept and as such its center starts at the Old Town Trolley Station and radiates out the quarter and half mile radius out from the station.

2) **Land Use:** Even though each study has a different focus, both studies come to similar conclusions regarding land use and the physical environment. Both studies recommend that land uses need to be mixed, more intense and more urban in character. Also there is agreement that the physical environment both in terms of the streetscape as well as the building stock needs to be improved. Both plans seek to preserve, support and expand the existing employment base in the area and also recommend the creation of a mixed-use environment and the creation of a sense of community in this very commercial/ light industrial environment.

3) **Open Space:** The NBCP study advocates the use of both large and small open spaces. This study also suggests that a large communal space with a market place could happen at the existing Sports Arena site. The SD/NB Station Area Planning Study suggests that only small pocket parks should be provided in the project area. Both studies agree that linking open spaces within the project area as well as to the many large open spaces that exist at the perimeters of the project area is a good approach.

4) **Height Restrictions:** The NBCP study advocates that the 30' height limit is too low and that there is precedence in the area for heights of 50 feet to 85 feet. The SD/NB Station Area Planning Study recommends a height limit of 30 feet or two – three stories. Two stories would more likely be built due to requirements for floor to floor heights, and roof forms or parapets. The requirements of Proposition D require a 30 foot height limit in the project area and for this to change to a higher height limit would require a ballot vote.

3. Recommendations:

Introduction

This section provides recommendations for next steps to implement the community plan amendment to the Midway Pacific Corridor. The section is divided into two sections that address: 1) Planning goals and issues that should be addressed to refine and complete the design of previous planning efforts; and 2) The community planning/ press and media, goals and process for reaching consensus amongst a majority of the stakeholders.

1) **Planning:** The overall goal of the planning effort is to build-off the portions of the previous studies that meet the Council Directives and the Nine Elements of a Successful District by engaging the broader community in testing and evolving these ideas into a comprehensive planning concept that can then be described in the community plan amendment. A more detailed description of the goals and next steps for the planning work are described below.

- Remove the Bay-to-Bay concept from the Community Plan, Local Coastal Program, and the North Bay Redevelopment Plan.
- Include the southern panhandle in design efforts to define the activity nodes, TOD areas, open space opportunities, etc., consistent with City's Strategic Framework Element.; then, using this information to amend the community plan to meet the goals of the Council Directive
- Improve the built environment with appropriate revitalization of existing structures and the redevelopment of underutilized parcels. A development envelope should be designed

should be seriously considered as the project team defines the development envelopes for this project area.

2. Community Involvement/ Press and Media - The Process Defined for Gaining Participation and Input

Because a community planning amendment is a land use decision and because the community planning group is the advisory body for land use decisions to the City, the input process began with reaching out to the community planning group prior to initiating other stakeholder outreach and involvement. The purpose of this outreach was to review and gain this group's input regarding where the project has been, where it is now and where it is going. During this initial presentation, this group expressed two primary concerns:

- Respect for this community planning group's advisory role for decisions pertaining to this project area
- How input from adjacent communities about this community will be managed

An additional concern was defined by City Staff that this process be transparent in its input and decision-making as this community planning group has previously expressed concerns about not being informed or included in other decisions within the community in the past.

To respond to and balance these concerns, gaining participation and input into this process is recommended to take place in a variety of ways:

- Direct outreach to individual stakeholders to encourage their participation
- Presentation to residential groups within the project area
- Official noticing to the community within a 300' radius of the project area
- Article placements in community publications
- Public workshops including a walking tour of the project area

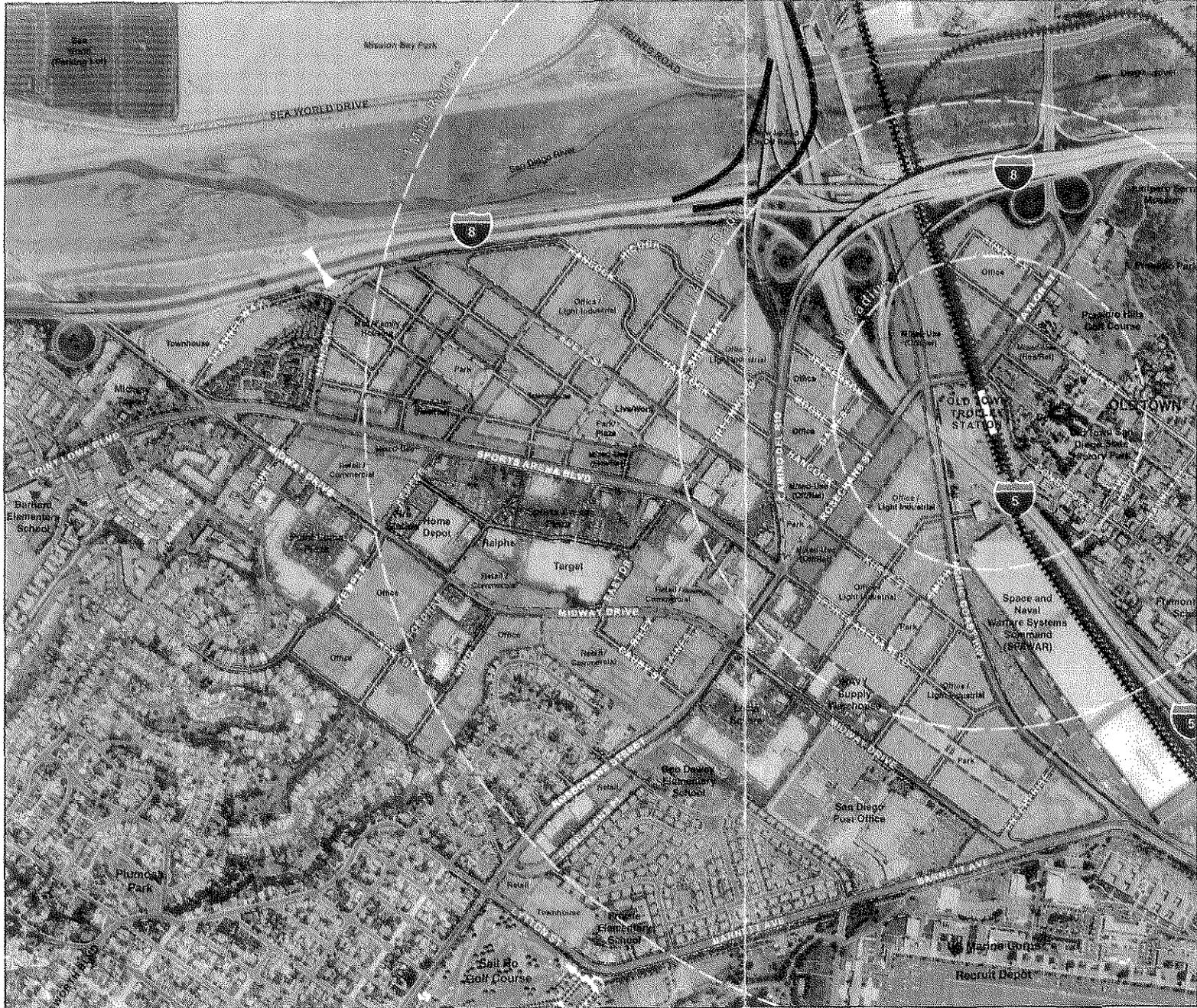
To respect the role of the Midway Community Planning Group as the advisory body to the City of San Diego regarding land use decisions in this area, public workshops are recommended to be designed to both provide for open session discussions as well as provide opportunities for the Midway Planning Group to lead workshop participants in providing input about the concepts and plan for the area. In this way, all public input will be brought through the Midway Community Planning Group for their consideration prior to being acted upon. Additionally, final review of refined concept plans and the community plan amendment is recommended to commence with a presentation to the Midway Community Planning Group before going to the Planning Commission and the City Council for approval.

4. Appendix

North Bay Conceptual Plan: Map Number 3

San Diego North Bay Station Area Planning Study: Proposed Street Network and Land Uses

Planning Studies Comparison Matrix



OLD TOWN TROLLEY STATION

Proposed Street Network & Land Uses

STREET NETWORK (Existing)

- Major Road
- Minor Road
- Local Road

STREET NETWORK (Proposed)

- New Road

PEDESTRIAN NETWORK (Proposed)

TRANSIT

- San Diego Trolley (BLUE LINE)
- COASTER (Commuter Rail - Oceanside to San Diego)

LAND USES (Proposed)

- Retail / Commercial
- Mixed-Use (Residential over Retail)
- Mixed-Use (Office over Retail)
- Live/Work Units
- Townhouse
- Multi Family Housing
- Office / Light Industrial
- Open Space

SAN DIEGO - NORTH BAY
TROLLEY STATION STUDY
San Diego, California

April 21, 2004



City of San Diego/Redevelopment Agency

Midway Pacific Corridor / Community Plan Amendment

Planning Studies Comparison Matrix

	SD/NB Station Area Planning Study	North Bay Conceptual Plan Study
Does it address the whole project area?	no	no
Areas of Agreement Between the Studies		
land use	mixture of land uses that are denser and more compact	mixture of land uses that are denser and more compact
	quality of physical environment needs to be	quality of physical environment needs to be
	employment base in area needs to be maintained and	employment base in area needs to be maintained and
Areas of Disagreement Between the		
focus of plan	1/4 and 1/2 mile radius around transit center	commercial corridors
open space	only linked pocket parks - no larger spaces	small and large spaces that are linked
height limits	30'	higher than 30' - perhaps 50'
Nine Elements of a Successful District		
Appropriate Revitalization and Redevelopment		
Community Character		
Density and Compactness		
Mixture of Uses		
Mixture of Transportation Modes		
Amenities and Services		
Open Space		
Pedestrian Orientation		
Economic Vitality	SPAWAR/existing industrial	
Does it define activity nodes that tie the community together and define its character?	no	no

Legend

It does not address this element	
It recognizes this element but provides no solution	
It recognizes this element and provides a partial solution	
It recognizes this element and provides a complete solution that could be added into the community plan amendment	

