



EXISTING CONDITIONS chollas triangle master plan

The City of San Diego, CA
September 2011

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executive summary

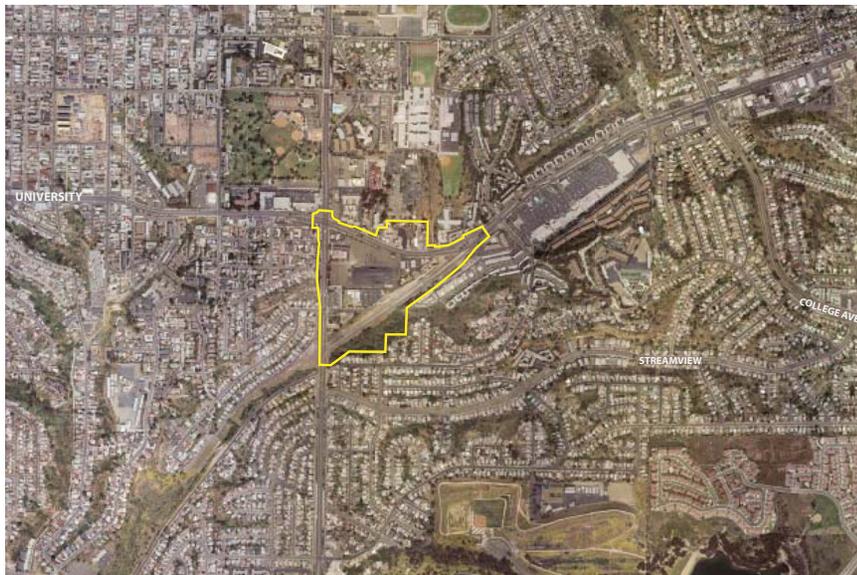
executive summary

In 2010, the City of San Diego was awarded a Smart Growth Incentive Program Grant by the San Diego Association of Governments (SANDAG) for the Chollas Triangle Master Plan. The intent of the plan is to provide specific land use and mobility recommendations to encourage a mixed-use, transit-oriented village supported by public/civic park space, open space and creek enhancements for the Chollas Triangle Site.

In order to achieve the best possible vision for the Chollas Triangle site, an intensive existing conditions analysis was performed and is summarized in this document.

The analysis process isolates the various components that influence an urban site in order understand each on their own merits. These components include land use, urban design, mobility, economic, demographic and planning frameworks that will influence how this site redevelops in the future.

The report is organized as a series of illustrative analysis diagrams, brief descriptions and associated observations. Key observations are as follows:



Key Observations:

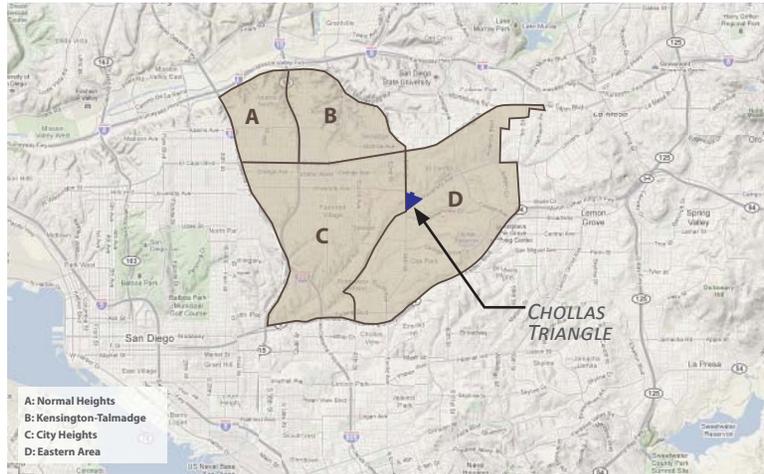
- Mid-City Communities can be thought of as a medium-size city that is residential in character with commercial activity located along transportation corridors.
- Chollas Triangle's size and central geographic location among Mid-City Communities makes it an ideal location for a multi-functional Community Village Center.
- The communities that surround Chollas Triangle represent a significant base of spending and economic activity.
- The existing zoning designation makes it difficult to create the mixed use communities center envisioned by the Mid City Community Plan.
- The site is at the intersection of several planned bicycle network improvements.
- 54th Street & University Avenue is an important component of the transportation network for all modes of transit. It includes the highest number of peak period pedestrians, bicyclists, daily transit boarding and drop-offs in the mobility study area, suggesting that this site is ripe for transit oriented development pattern.
- Topography is an important and challenging component of this site.

Key Opportunities:

- Chollas Creek presents an opportunity to create a unique site identity and community amenity that has the potential to catalyze redevelopment.
- Improvements to Chollas Parkway is an opportunity to catalyze private investment in Chollas Triangle.
- Significant amounts of under-utilized parking presents an opportunity to densify the site around existing uses.
- The site presents opportunities to capture a greater percentage of the community's retail expenditures, increase the area's employment density, and create attainably-priced housing opportunities. All of which can be physically accommodated on the Chollas Triangle site.

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introduction



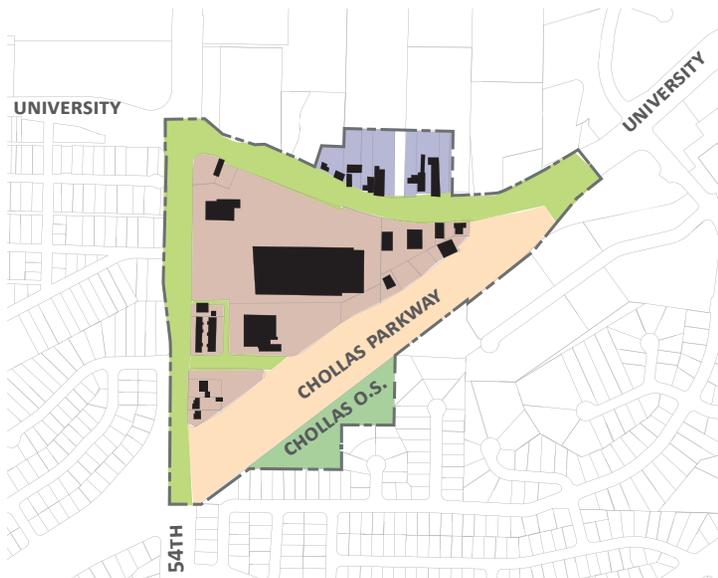
Mid-City Communities

MID-CITY COMMUNITIES

Chollas Triangle is located within the Mid-City Communities. Mid-City is comprised of four distinct communities that include Normal Heights, Kensington-Talmadge, City Heights and Eastern Area. Chollas Triangle is located at the heart of these communities within the Eastern Area.

Observations:

- Chollas Triangle’s size and central geographic location presents a clear opportunity to create a multi-functional Community Village Center.
- Located at the threshold of City Heights and Eastern Area, Chollas Triangle is in a prime position to support the needs of both communities.



Project Area

PROJECT AREA

The Chollas Triangle Site is approximately 48¹ acres. It is generally bounded by and includes 54th Street at the west, Chollas Creek Parkway to the southeast and University Avenue to the north. Several properties north or University Avenue are also included in the study area.

	Property North of University:	
	Parcels:	3.29 acres +/-
	Property South of University:	
	Parcels:	17.28 acres +/-
	Utility:	0.78 acres +/-
	Chollas Parkway	11.80 acres +/- ²
	Chollas Open Space	3.00 acres +/-
	R.O.W. at University and 54th	11.51 acres +/-

1. Data obtained from SanGIS Warehouse , January 1, 2007.

2. Estimated area, actual Chollas Parkway R.O.W. boundary data not available from SanGIS.

Several existing plans will influence the outcome of the Chollas Triangle Master Plan, policy documents guiding the process include, but are not limited to:

- City of San Diego General Plan
- Mid-City Communities Plan
- Chollas Creek Enhancement Program
- Pedestrian Master Plan (see mobility context)
- Bicycle Master Plan (see mobility context)

CITY OF SAN DIEGO GENERAL PLAN (2008)

- Establishes broad range of city policies affecting land development and quality of life.
- Recognizes land use designations described in Community Plans.

MID-CITY COMMUNITIES PLAN (1998)

- Legally recognized as part of General Plan’s Land Use and Community Planning Element.
- Provides community specific policies and recommendations to implement General Plan policies.
- Establishes land use designations, density and intensity.

CHOLLAS TRIANGLE MASTER PLAN

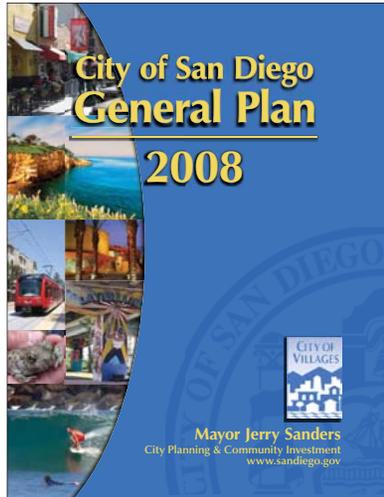
- Amends the Mid-City Communities Plan with policies and recommendations for future development of the Chollas Triangle area as a vibrant community center.
- Provides detailed urban design guidelines and implementation actions.
- Refines policies of the General Plan with site-specific recommendations.
- Provides land use designations and zoning for future development.

CITY AND COMMUNITY PLANS

The Chollas Triangle Master Plan will create a vision for the future character of the site based upon stakeholder and community input. The diagram to the left outlines how the Chollas Triangle Master Plan relates to other city and regional plans.

CHOLLAS CREEK ENHANCEMENT PROGRAM

The Chollas Creek Enhancement Program provides a community vision, existing city policy context, design/development guidelines and an implementation strategy for improving the Chollas Creek drainage system as a community amenity. This document also summarizes all recommendations regarding Chollas Creek that were identified in the Mid-City Communities Plan. This plan will be referred to as a guide for recommended improvements along Chollas Creek adjacent to the Chollas Triangle site.



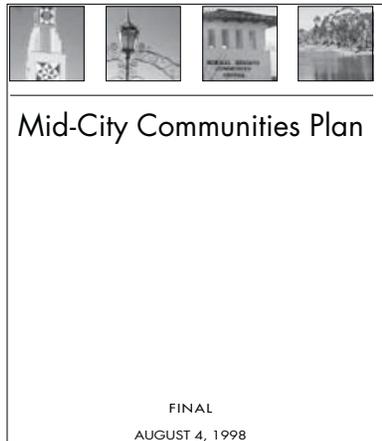
SAN DIEGO GENERAL PLAN (2008)

The San Diego General Plan outlines a strategy for creating a City of Villages that focuses growth into pedestrian friendly, mixed-activity centers that are linked together by an improved transit system. The plan defines a ‘village’ as “the mixed use heart of a community where residential, commercial, employment and civic uses are all present and integrated”. (San Diego General Plan page SF-3)

Guiding Principles:

1. An open space network formed by parks, canyons, river valleys, habitats, beaches, and ocean;
2. Diverse residential communities formed by the open space network;
3. Compact and walkable mixed-use villages of different scales within communities;
4. Employment centers for a strong economy;
5. An integrated regional transportation network of walkways, bikeways, transit, roadways and freeways that efficiently link communities and villages to each other and to employment centers.
6. High quality, affordable, and well-maintained public facilities to serve the City’s population, workers, and visitors;
7. Historic districts and sites that respect our heritage;
8. Balanced communities that offer opportunities for all San Diegans and share citywide responsibilities;
9. A clean and sustainable environment; and
10. A high aesthetic standard.

(San Diego General Plan page SF-6)



MID-CITY COMMUNITIES PLAN

The Mid-City Communities Plan establishes an over-arching Vision, listed below, that is further supported by a comprehensive set of vision statements, goals and recommendations for each of the plan elements.

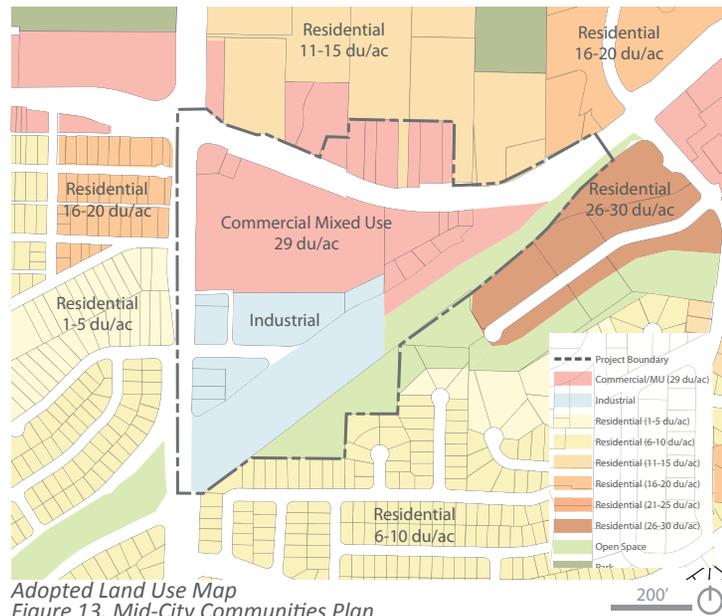
Vision

Our vision is for the re-establishment of a deep-rooted community: one that attracts new residents and whose inhabitants are planning to stay. We envision a stable community close to everything within San Diego's urban core that offers a high quality of life and is characterized by the following:

Key statements within the overarching vision that apply to the Chollas Triangle site include:

- A diverse array of attractive and affordable housing types that cater to a full range of family and living styles.
- Buildings of excellent design within the framework of a community order of appropriately arranged land uses.
- Vital commercial, business, and employment centers.
- A functioning transportation system that connects to the larger regional system .
- Streets, businesses, and public gathering spaces that promote interaction among residents of Mid-City and that will draw people from elsewhere to discover Mid-City.
- A vibrant and important part of the larger urbanized core of the City.

chapter 2: existing plans



Key Development Recommendations

Commercial Mixed Use

Density: 29 du/ac gross
 Density Bonus: in areas where residential is permitted, a mixed-use bonus to 43 du/acre is available.

MID-CITY COMMUNITIES PLAN: ADOPTED LAND USE

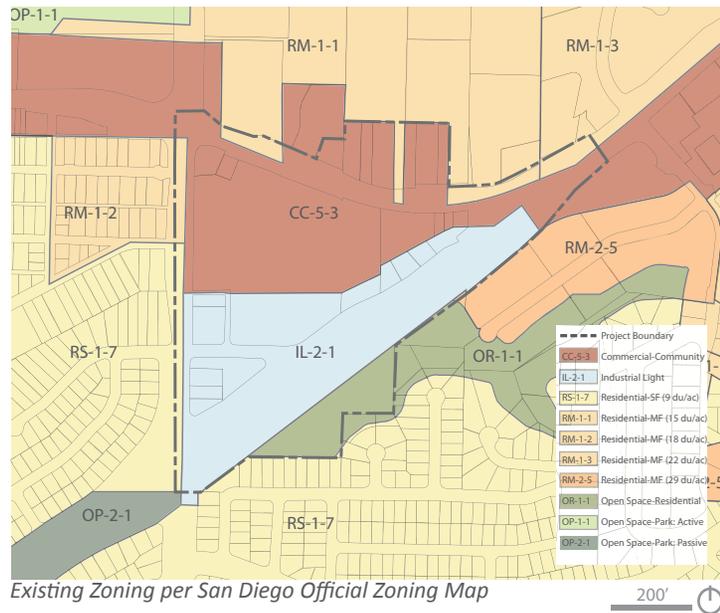
The Mid-City Communities Plan defines the land use for the Chollas Triangle site. The land use designation for the northern portion of the site is Commercial Mixed Use. This land use allows for a residential density of 29 dwelling units per acre. The Commercial Mixed Use land designation is intended to be implemented by the CC-5-3 zone. If a project is mixed use, the potential maximum density may be increased to 43 dwelling units per acre.

The southern portion of the site is designated as Industrial. It is intended to provide base sector employment opportunities and is implemented by the IL-2-1 zone.

Observations:

- The existing community plan land use designations may need to be amended to implement the Chollas Triangle Master Plan.
- Chollas Creek is an important component of the site and is identified in the Open Space Element of the Mid-City Communities Plan. The Plan calls for the preservation and enhancement of Chollas Creek as a linear open space system
- The Urban Design Element of the Plan recommends buildings east of 54th not exceed two stories. This policy will need to be evaluated in preparing the Master Plan.
- 54th and University is also identified as a main intersection, or Crossroad, in the Community Plan. The Plan recommends treatments for Crossroads that focus on creating urban places designed for pedestrian use, which recommends treatments to the intersection.
- University and 54th intersection is identified as 'Great Streets' in the Community Plan.
- The Chollas Triangle site is identified as an Economic Development Area in the Community Plan.
- Future recommended land use designations need to be amended to the Mid-City Communities Plan and subsequently rezoned.

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Existing Zoning per San Diego Official Zoning Map

CC-5-3: Key Development Regulations

San Diego Municipal Code Chapter 13, Article 1, Division 5:
131.0531, Table 131-05E

Res. Density:	1 du/1,500 sf lot area (29 du/ac)
Min. Lot Area:	5,000
Min. lot width	100'
Max FAR	.75
Max Height	45'
FAR bonus	.75/75

(.75 FAR bonus if 75% of increased density is dedicated to residential development)

LAND DEVELOPMENT CODE

Two zones currently exist at the Chollas Triangle Site: Community Commercial (CC-5-3) and Industrial-Light (IL-2-1). Their full regulations can be found in Chapter 13, Article 1, Division 6 of the San Diego Municipal Code.

COMMUNITY COMMERCIAL (CC-5-3)

The purpose of CC zones is to accommodate community-serving commercial services, retail uses, and limited industrial uses of moderate intensity and small to medium scale. Community Commercial (CC-5-3) is primarily intended to accommodate development with an auto orientation. Aside from density bonuses, this zone does little to encourage the mixed-use vision identified in the Mid-City Community Plan nor the SANDAG vision of a Community Center.

Observations:

- The existing zoning limits many uses that could contribute to strong, vibrant communities including: open space, community gardens, raising crops, greenhouses, open air markets or single family dwelling units. Senior housing is allowed on a conditional basis.
- CC-5-3 precludes an individual property owner from developing a stand alone residential project. This would preclude land assemblage for a residential project that does front on a commercial street. *“Residential development is only permitted when a commercial structure exists on the premises or as part of the proposed development” (131.0540b).*
- CC-5-3 will not allow for ground floor residential along future internal streets. *“Residential use is prohibited on the ground floor in the front half of the lot” (131.0504c).*
- Height and FAR may limit critical mass necessary to create a vibrant community center.
- Light industrial zoning may be incompatible for mixed use development with residential.
- Chollas Parkway, which is currently controlled by the city, is zoned IL-2-1.
- The existing parcels, aside from Chollas Parkway, do not meet minimum lot size requirements in IL-2-1.
- The Light Industrial portion of the site separates the community from Chollas Creek.

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IL-2-1: Key Development Regulations

San Diego Municipal Code Chapter 13, Article 1, Division 6: 131.0631, Table 131-06C

Min. Lot Area:	15,000
Min. lot width	75'
Max FAR	2.0
Max Height	none

Parking Requirements

San Diego Municipal Code Chapter 14, Article 2, Division 5: Parking Regulations

Commercial	4/1,000 sf
Multifamily	1.75/du (assumes a variety of dwelling unit options requiring 1.25-2.25 /du)
Industrial	5/1000

LIGHT INDUSTRIAL (IL-2-1)

The southern portion of the site is zoned Light Industrial. The code states “The purpose of the IL zone is to provide for a wide range of manufacturing and distributions services. Development standards for this zone encourage sound industrial development by providing an attractive environment free from adverse impacts associated with some heavy industrial uses”.

Observations:

- IL-2-1 allows for a mix of light industrial and office uses with limited commercial.
- Light industrial zoning may be inappropriate adjacent to a special site amenity such as Chollas Creek.
- Light industrial zoning is incompatible with residential uses and may preclude the site’s ability achieve a density appropriate for a mixed use community center.

URBAN VILLAGE OVERLAY ZONE

The Urban Village Overlay Zone provides regulations for a greater variety of uses, flexibility and site planning. The intent is to create a mix of land uses in a compact pattern that will reduce dependency on the automobile, improve air quality and promote high quality, interactive neighborhoods.

Minimum residential density of at least 18 dwelling units per acre, maximum residential density is determined by base zone. A residential density bonus of 10%, a floor area ratio bonus of .5 and a height bonus of 1 story is permitted within 2,000 feet of a trunk transit line station.

Observations:

- This overlay zone could be a viable zoning update option depending upon the outcome of the community visioning process.

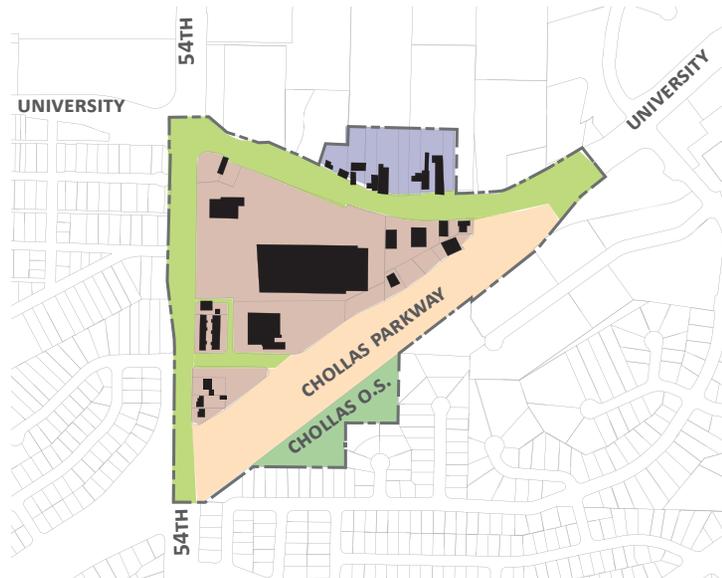
TRANSIT OVERLAY ZONE

The Transit Overlay Zone provides reduced parking requirements for areas receiving high levels of transit service.

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Aerial



POTENTIAL BUILD-OUT:

The following page offers a planning level assessment of maximum build out potential at the Chollas Triangle site under the current CC-5-3 and IL-2-1 zoning describes above.

For comparison purposes, the Sears building is approximately 112,000 sf with a footprint of 225' x 500. The front parking lot has +/- 400 parking spaces.

- ① Sears
- ② Teen Challenge
- ③ Apartments
- ④ San Diego Electric and Gas

* see page 24 for complete list of existing site uses.

Private Property North of University:	
Parcels:	3.29 acres +/-
Private Property South of University:	
Parcels:	17.28 acres +/-
Utility:	0.78 acres +/-
Chollas Parkway	11.80 acres +/-
Chollas Open Space	3.00 acres +/-
R.O.W. at University and 54th	11.51 acres +/-

Approximately 33 acres (excludes R.O.W. and Chollas O.S.) could potentially be redeveloped.

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CC-5-3 BUILD-OUT SCENARIO:

Assumptions:

15.27+/- acres are currently zoned CC-5-3.

13.00 net acres developable after 15% reduction for open space and future R.O.W.

CC-5-3 Scenario 1: Commercial Development Only (.75 FAR)

- +/- 425,000 square feet of commercial development.
- 1,700 commercial parking spaces requires 13.5 acres (350sf/parking space) of surface parking or one-six story, four tray parking structure at 250' x 400'.

CC-5-3 Scenario 2: Mixed Use Development (.75 FAR bonus (1.5 FAR total), max. commercial)

- 1.5 FAR = 850,000 sf gross floor area
- 530,000 square feet of commercial development.
- 2,120 commercial parking spaces requires 17 acres (350sf/parking space) of surface parking or two- four story, four tray parking structures at 250' x 400'.
- 266 multifamily dwelling units (1,200 sf / du for remaining 320,000 sf allowable gross floor area).
- 462 residential parking spaces requires 3.7 acres (350sf/parking space) of surface parking or a four story, 2 tray parking structure at 125' x 300'.

CC-5-3 Scenario 3: Mixed Use Development (.75 FAR bonus (1.5 FAR total), max. residential)

- 395,000 square feet of commercial development.
- 1,580 commercial parking spaces required
- 2.5 acres (350sf/parking space) of surface parking or one- five story, four tray parking structure at 250' x 450' for commercial uses.
- 377 dwelling units.
- 659 residential parking spaces requires 5.3 acres (350sf/parking space) of surface parking or one- six story, two tray parking structure at 125' x 300'.

IL-2-1 BUILD-OUT SCENARIO:

Assumptions:

18.00 acres +/- of industrial zoned land, including chollas parkway, is developed as one project.

15.30 net acres are developable after 15% of land is set aside for open space and future R.O.W.

Industrial parking calculated at 5/1,000 sf.

Scenario 1: Light Industrial only

- 1,332,936 square feet of industrial space at 2.0 FAR.
- This build out would require 6, two story buildings at 225' x 500' (the same size at K-Mart).
- 6,665 parking spaces requires 53 acres of surface parking.