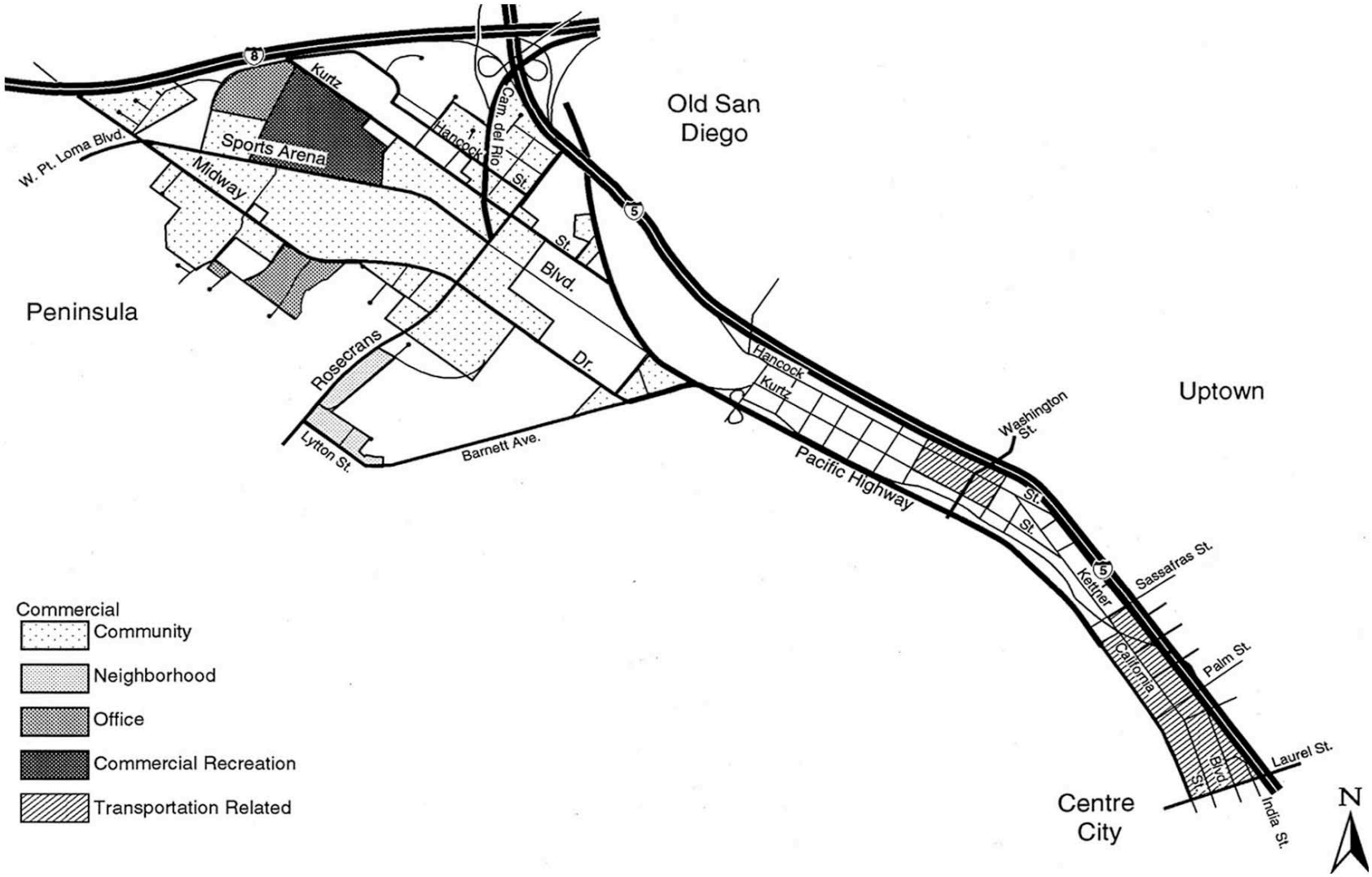
COMMERCIAL LAND USE

POLICY

Stimulate the physical rehabilitation and economic revitalization of commercial areas within the Midway/Pacific Highway Corridor community, and promote a mixture of commercial uses within the community to meet a variety of needs for both the existing and future resident and visitor populations.

FURTHER

- Improve the aesthetic and functional qualities of commercial areas.
- Develop comprehensively planned commercial areas on adequately sized sites rather than strip commercial development and isolated freestanding stores.
- Consolidate lots where feasible to improve project design and traffic circulation.
- Unify the streetscape throughout the community with the installation of landscaping in commercial areas and along the public right-of-way.
- Reduce visual clutter in the community and control excessive or unnecessary signage.
- Provide and maintain setback and view corridors from the public right-of-way.
- Separate retail and specialized commercial uses from areas appropriate for medical and professional office use.
- Require pedestrian-oriented features to improve and safeguard pedestrian safety, access and ease of circulation throughout the commercial area.
- Ensure that commercial developments provide adequate off-street parking.
- Retain and upgrade areas adjacent to existing residential neighborhoods for neighborhood commercial use.
- Provide zoning and land use designations for airport-related commercial uses in areas that are most impacted by flight operations.
- Develop trolley-supported commercial uses adjacent to the proposed Washington Street and Laurel Street light rail transit stations.
- Promote mixed residential/commercial development in commercial areas that are not in conflict with General Plan and San Diego Association of Government (SANDAG) noise compatibility standards.

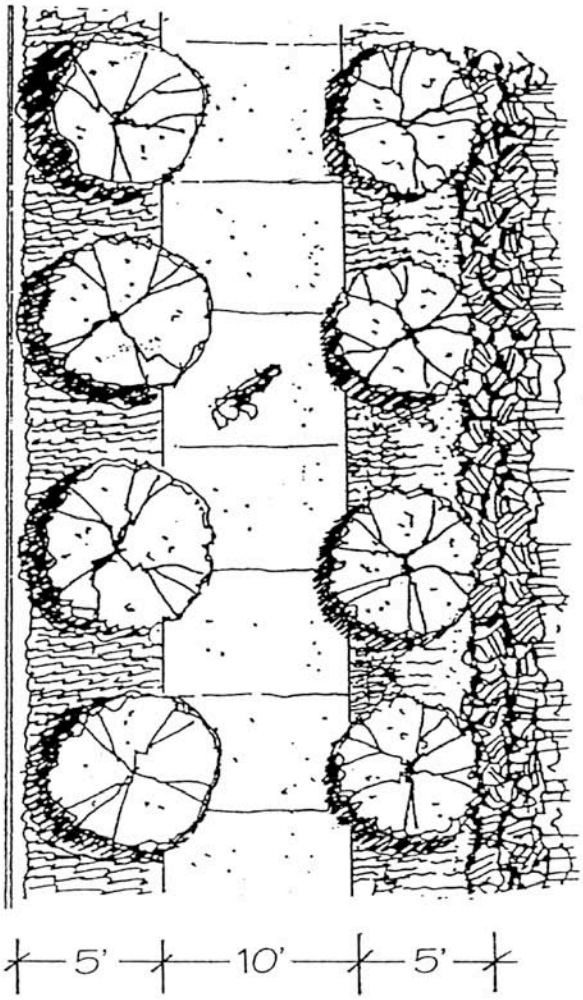


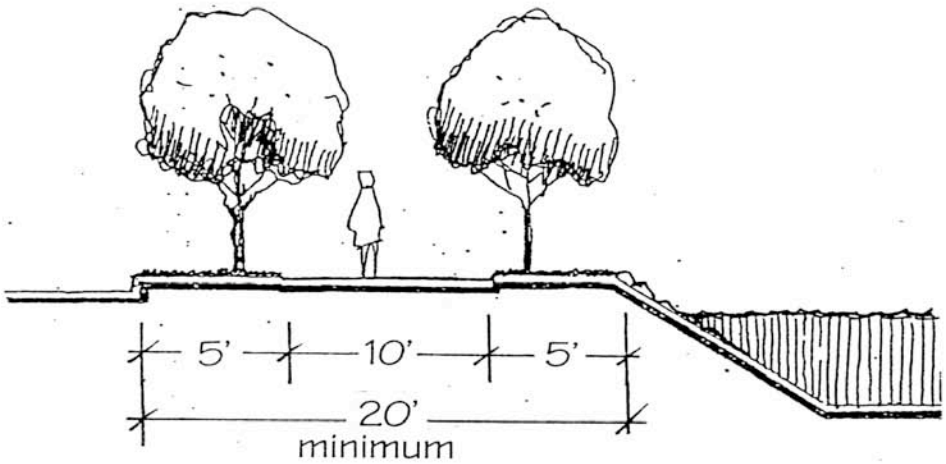
Commercial Land Use Designations **14**

Midway/Pacific Highway Corridor Community Plan FIGURE

ACTION PLAN

Implementation Measures	Timing: Adopt With Plan	Timing: Next Five Years	Timing: Six to 20 Years	Responsibility For Implementation	Source of Funding	Index to Action Detail
Apply commercial zoning as described in the Specific Recommendations of this element and as shown on Figure 12	●			City Council	N/A	Specific Recommendations A-K, **Figure 12**
Apply the Community Plan Implementation Overlay Zone—Type B to properties abutting the Canal influence area to facilitate acquisition of canal right-of-way and conformance with design standards	●			City Council	Reimbursable	**Figure 13**
Permit residential density bonus up to 43 dwelling units per acre through the PCD permit process		●	●	Planning Commission and City Council	Private	Development Criteria #3
Require projects to follow the streetscape criteria of this Plan and the citywide Landscape Ordinance		●	●	Planning Department, Caltrans, Park and Recreation Department and Private Action	Private and Caltrans	**Appendix B**
Increase sign code enforcement and require projects to follow the development and urban design guidelines of this element		●	●	Planning Department	City, Reimbursable	Urban Design Guidelines pp. 65-68





Pedestrian walkway concepts along canal

SPECIFIC RECOMMENDATIONS

A. Redesignate the Sports Arena/Midway Shopping Center and adjacent area from Regional Commercial to Community Commercial. Rezone this area from the industrial zone M-1A to area shopping center (CA), which is a more appropriate zone for a commercial shopping center. Future rehabilitation should include landscaping of all parking areas and the retention of existing eucalyptus trees.

B. The commercial strip area located adjacent to the Midway/Sports Arena Boulevard shopping center should be rehabilitated and/or redeveloped. The orientation of buildings, landscaping and pathways should continue to be toward Midway Drive. Rezone this area from M-1A and General Commercial (C) to CA.

C. Retain the Community Commercial designation of the Loma Square Shopping Center, support the continued upgrading rehabilitation of the site, including the provision of adequate parking, extensive landscaping along the public right-of-way, and improved pedestrian access and circulation. All signage should be part of a comprehensive sign plan.

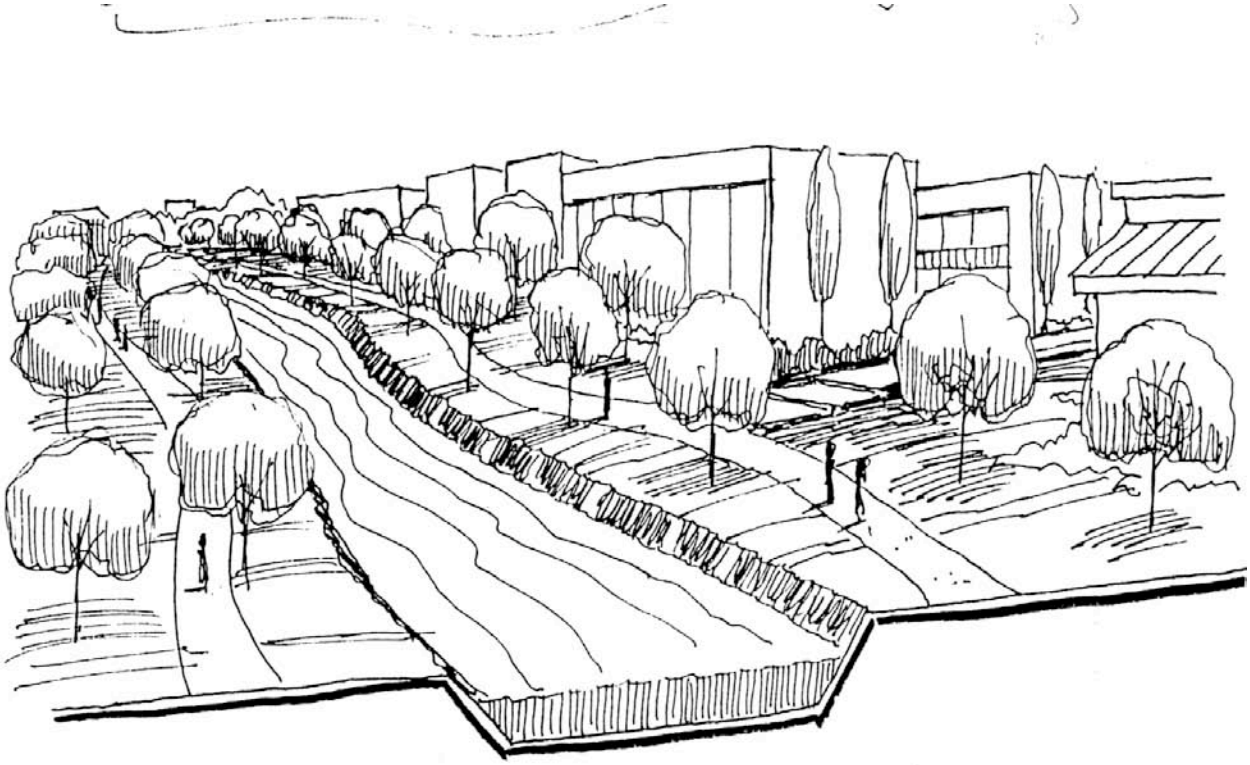
D. Redesignate the central Rosecrans corridor to Community Commercial, with attention given to its dual role as a community commercial area and as a visitor-serving area convenient to the airport, Old Town, the beaches, Cabrillo Monument and other features.

E. The Rosecrans Shopping Center is a new retail center located on the northeast corner of the Midway Drive and Rosecrans intersection. Rezone the site to CA, as the development standards of the Midway Planned District and the "C" zone are inappropriate for a commercial shopping center.

F. Due to its close proximity to residential neighborhoods, retain the Neighborhood Commercial designation of the Lytton Street area, and rezone that portion of the site which is zoned C to Neighborhood Commercial (CN). Replace the Multifamily Residential (R-400) zoning applied to lots fronting Cadiz Street with CN zoning as well.

G. The Rosecrans Street/Place Commercial Island should include provisions for pedestrian amenities, control of excessive signage, improved pedestrian and vehicular access, and all lighting should be directed away from the adjacent residential area. Redevelopment and/or rehabilitation of the property should also include extensive landscaping along the public right-of-way to include street trees and landscaped medians as required in the **Urban Design Element** of this Plan.

H. The area currently occupied by business and professional offices in the vicinity of the Sharp Cabrillo Hospital and the Kaiser Permanente clinic should be designated for Commercial Office use. This area represents a vital resource to the community, as well as a regional serving area, and medical uses should continue to locate here. All discretionary permits should contain provisions for adequate parking, extensive landscaping and architectural compatibility to the surrounding neighborhood. Signs should be attractively designed and architecturally integrated into the project.



Research and Development Office design concepts along canal

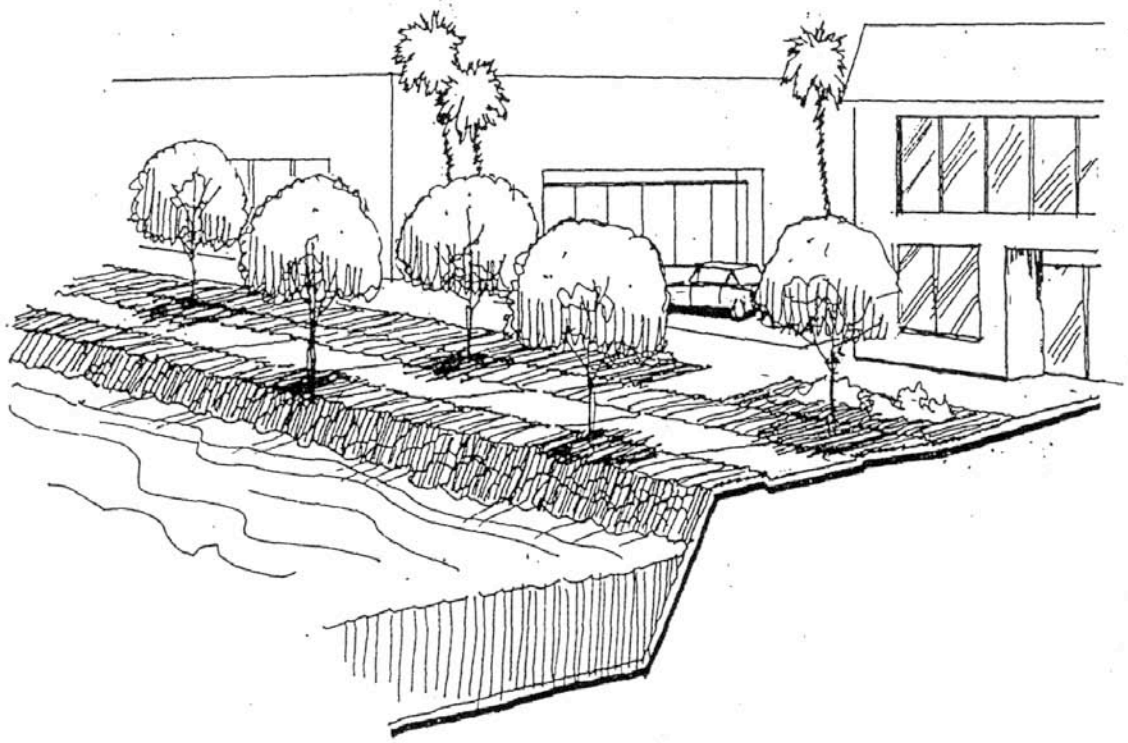
I. The Sports Arena site represents a major recreational facility and, although redesignated for multifamily residential use, should remain in commercial recreation use until such time that the property is comprehensively redeveloped by the City. The monumental size of the building and the barren nature of the surrounding parking lot imposes an automobile-oriented “asphalt and concrete” image on the community which should be remedied by the implementation of the approved Master Landscape Plan.

J. The existing swap meet is a retail activity that should continue to be closely monitored through the Conditional Use Permit conditions with respect to visual appearance, litter, traffic generation, parking and signage. Pedestrian circulation should be improved by the addition of attractively designed crosswalks between the Sports Arena facility and its off-site parking facility on Kemper Street. Curbs and street medians should be reconfigured to allow handicap access. Entrances and exits should be visually identified and reinforced through the use of landscape elements.

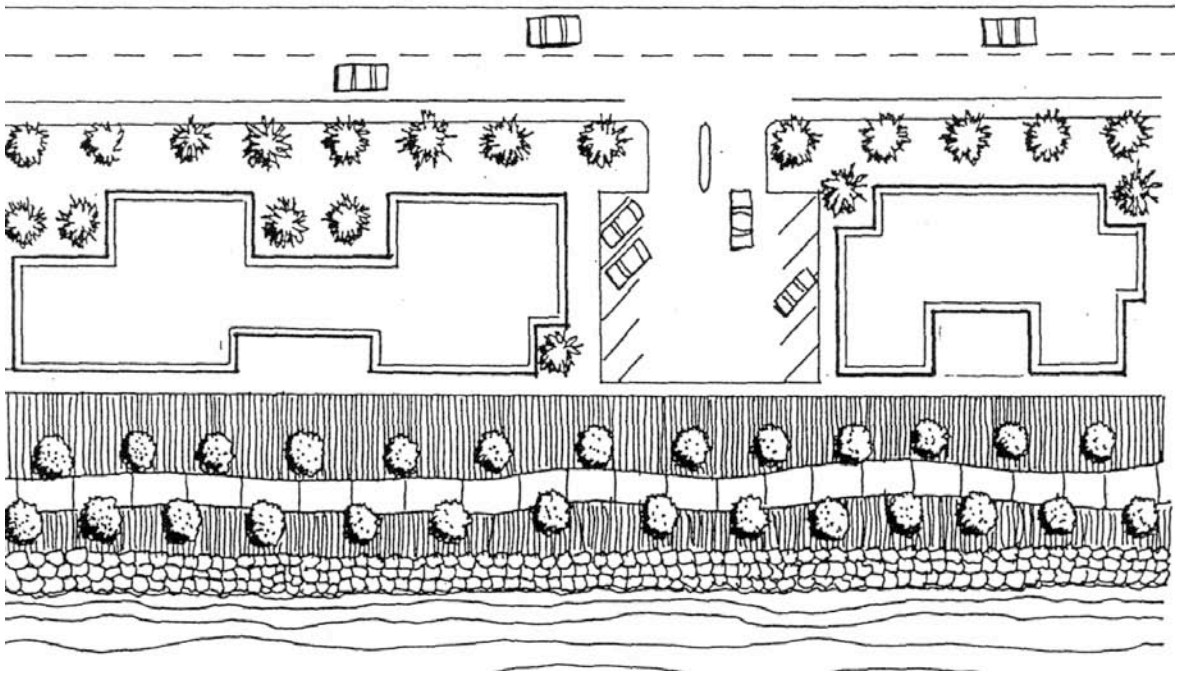
K. Once the Sports Arena ceases operation at this site, redevelopment of the property will require a Planned Development Permit and a series of public hearings to address uses, site design, canal and roadway improvements, as well as conformance with the design standards of the residential and bay-to-bay elements, so that the new development will be exemplary not just in and of itself, but in terms of its contribution to the circulation improvements and design standards of the Midway area as a whole. Upon redevelopment of the Sports Arena site, consider re-designating some of the industrial area north of Kurtz Street to Visitor Commercial uses.

L. The Barnett Avenue Commercial Center should be rehabilitated to include adequate parking and extensive landscaping along the public right-of-way. Any discretionary permit should include the provision for removal of all pole signs and the applicant should obtain a comprehensive sign plan. Rezone this site from C-1 to a community commercial zone that allows a mixture of commercial and limited industrial and residential uses with a residential orientation to the citywide Commercial C-l zone. The removal of billboards in this area is also strongly encouraged.

M. Apply the commercial development criteria of the underlying high-intensity, strip commercial zoning allowing heavy commercial and residential uses, and the urban design criteria of this element to the Pacific Highway Corridor between Sassafras Street and Laurel Street, as well as those areas immediately adjacent to the Washington Street trolley station, to help improve the visual appearance of the area and the visitor and airport-related image of the City, in conformance with the Local Coastal Program. Application of the CPIOZ in conjunction with the C-l zone will ensure maintenance of view corridors to the waterfront, incorporation of pedestrian-oriented features and landscaping of visible parking structures, while promoting airport-related uses.



Research and Development Office design concepts along canal



Development Criteria

The following additional guidelines apply to all commercial areas of the community:

1. If desired by property owners, a business improvement district or other neighborhood association should be formed to facilitate the economic and physical revitalization of the community. Future studies should examine the appropriateness of establishing a redevelopment project area along the Pacific Highway Corridor area.

2. No additional rezonings to commercial use should be permitted except: 1) if an institutional use is leaving and the proposed zone is consistent with the alternate land use designation provided by this Plan; or 2) if it is clearly necessary for the development of mixed-use commercial/residential projects.

3. Mixed-use residential development may occur in appropriate commercial areas in conformance with General Plan noise compatibility standards at a medium high density (43 dwelling units per acre) when developed through the Planned Commercial Development (PCD) Permit Process. The PCD permit process will ensure adequate parking, landscaping and other design considerations. Mixed-use projects should be limited to sites which can meet the residential urban design provisions of this Plan, and which can provide a portion of the usable open space in the proposed development as public urban space (e.g., a plaza, playground, fountain, tables and benches, or other open space amenity).

4. Projects locating in commercially zoned areas adjacent to trolley station stops should devote a majority of ground floor development to commercial uses, in order to promote pedestrian activity and interest.

5. Commercial redevelopment projects located along the Pacific Highway Corridor should not obstruct scenic vistas and/or should provide and maintain view corridors from all public right-of-ways.

6. In the event that commercial relocations occur, designated historic sites should be rehabilitated for reuse under a discretionary review process.

7. All commercial shopping centers should also adhere to the following development criteria:

    a. Applicants should obtain a sign plan which controls excessive or unnecessary signage such as pole signs, billboards and freeway-oriented signs.

    b. Commercial projects should incorporate urban open space areas and pedestrian circulation plans.

    c. If parking is considered inadequate, applicant should provide a parking needs study and submit a proposed parking plan which incorporates shared and/or joint-use measures to adequately meet the present, as well as future parking needs of the project.

    d. The recommendations of the **Circulation Element** of this Plan should be incorporated into the design of commercial projects.

Urban Design Guidelines

The following urban design criteria have been developed to integrate building setbacks and landscaping while allowing flexibility in architectural style and site design. Strict adherence to the citywide sign code ordinance, as well as an increase in sign code enforcement, may also help to reduce the visual clutter in the community.

1. Transitions in scale should be used to add visual interest and create a sense of enclosure for the pedestrian.

2. Commercial projects are encouraged to articulate and vary the height of facades. All mechanical equipment and other appurtenances should be screened and/or attractively incorporated into the overall architectural design of the project.

4. Commercial projects should incorporate urban open areas such as plazas, courtyards, arcades, water features, fountains, and/or table or bench areas with shade trees or overhead trellises.

5. Pedestrian paths and activity areas should be reinforced by providing benches, tables, overhead sun trellis, fountains and decorative paving. Large unbroken areas of concrete or paving should be avoided; patterned paving related to architectural elements should be used to break up monotonous areas. Pedestrian linkages should be provided throughout and between shopping areas, parking lots, and all public right-of-ways.

4. On-site signs should enhance the character of the commercial area and should help to unify the architectural theme of the project, rather than simply be used as a means of identifying various tenants. Center identification signage should be used to minimize the need for multiple tenant identification signs.

Decorative graphics which do not advertise a specific product may be used if they are compatible with neighborhood character.

Internally illuminated, multi-tenant panel directories which impart neither character or architectural style are strongly discouraged, as are tall pole signs. Sign plans should limit the color and typeface of signage to no more than three colors and three designs.

Signs should not be located along local streets leading to residential areas nor should they be installed in the public right-of-way or in areas that may conflict with landscaping and/or signage on adjacent parcels. Monument signs may be located within the setback area if they include exemplary landscaping and pedestrian-oriented design details, and meet the requirements of the citywide sign regulations.

5. Commercial lighting and signage should not impinge on, nor should they be visible from, adjacent residential areas. The existing street lamp theme along Midway Drive between Sports Arena Boulevard and Rosecrans Street should be retained and incorporated into the design of commercial projects in the area.

6. Unify the streetscape system by providing street trees and landscaping as recommended in the general streetscape recommendations **Appendix B**. Commercial projects occupying a corner lot should wrap streetscape treatments onto local connector streets.

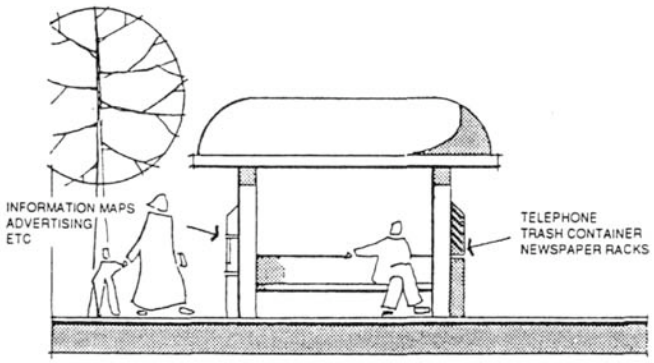
7. Off-street parking, including large parking structures, must be amply landscaped or screened from the public right-of-way and should be located towards the rear half of the lot and/or placed underground.

8. All trash enclosures and utility boxes should be attractively designed and screened so as not to obstruct access and/or the successful implementation of proposed architectural and landscape designs.

   Storage and loading areas that are visible from the public right-of-way should be screened with a combination of decorative fencing and landscaping.

9. If retail or restaurant use is included in a commercial project, bike racks should be provided and maintained for public use.

10. Attractively designed and well-lit public bus shelters and benches should be provided wherever an existing bus stop exists.



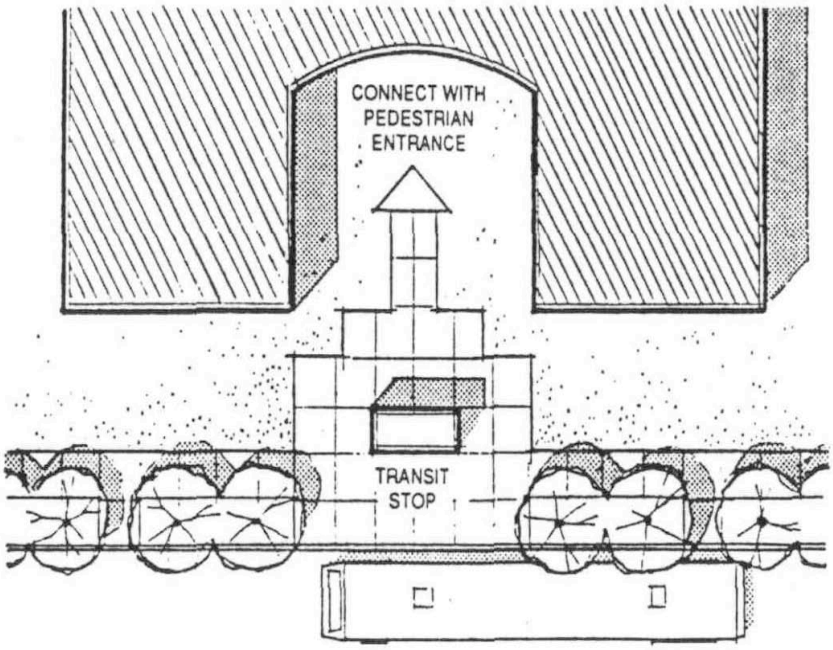
Components of primary transit stops.

11. Community Plan Implementation Overlay Zone—Type B: In addition to the design criteria provided above, the following guidelines should apply to developments in the area of the Pacific Highway Corridor between Sassafras Street and Laurel Street:

    a. Preserve scenic vistas to the bay and other coastal areas with new development. Provide flexibility in interior setbacks and step back the taller portions of those buildings located along view corridors to enhance views to the waterfront from public rights-of-way.

    b. Promote pedestrian activity by incorporating pedestrian-oriented landscaping, such as street trees and shrub buffers, and architectural features, such as courtyards, window displays and awnings, into the project design of new buildings.

    c. Provide landscaping for parking structures, such as cascading vines, along the edges of each deck and rooftop landscaping when visible from the public right-of-way.



Detached transit stops.