

### Planning Area Boundaries

Midway/Pacific Highway Corridor Community Plan

**3**  
FIGURE

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## **PLAN CONTEXT**

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### **COMMUNITY BOUNDARIES**

The Midway/Pacific Highway Corridor planning area is located in the western portion of the geographic center of the City of San Diego. It is bounded on the north by Interstate 8 (I-8), on the east by I-5, on the south by Laurel Street, and on the west by the San Diego Unified Port District properties and the Marine Corps Recruit Depot and Naval Training Center sites. A small strip of property located along Pacific Highway which is under the jurisdiction of the Port District, has been included in this Plan, as it represents an integral part of the community planning area.

### **COMMUNITY PROFILE**

The Midway area is centrally located among such regional recreational resource areas as the Cabrillo National Monument, the Ocean Beach Recreational area, the Old Town State recreation area and the Mission Bay Aquatic Park. The Pacific Highway Corridor area is a major accessway to the San Diego International Airport and is a gateway to the Centre City area.

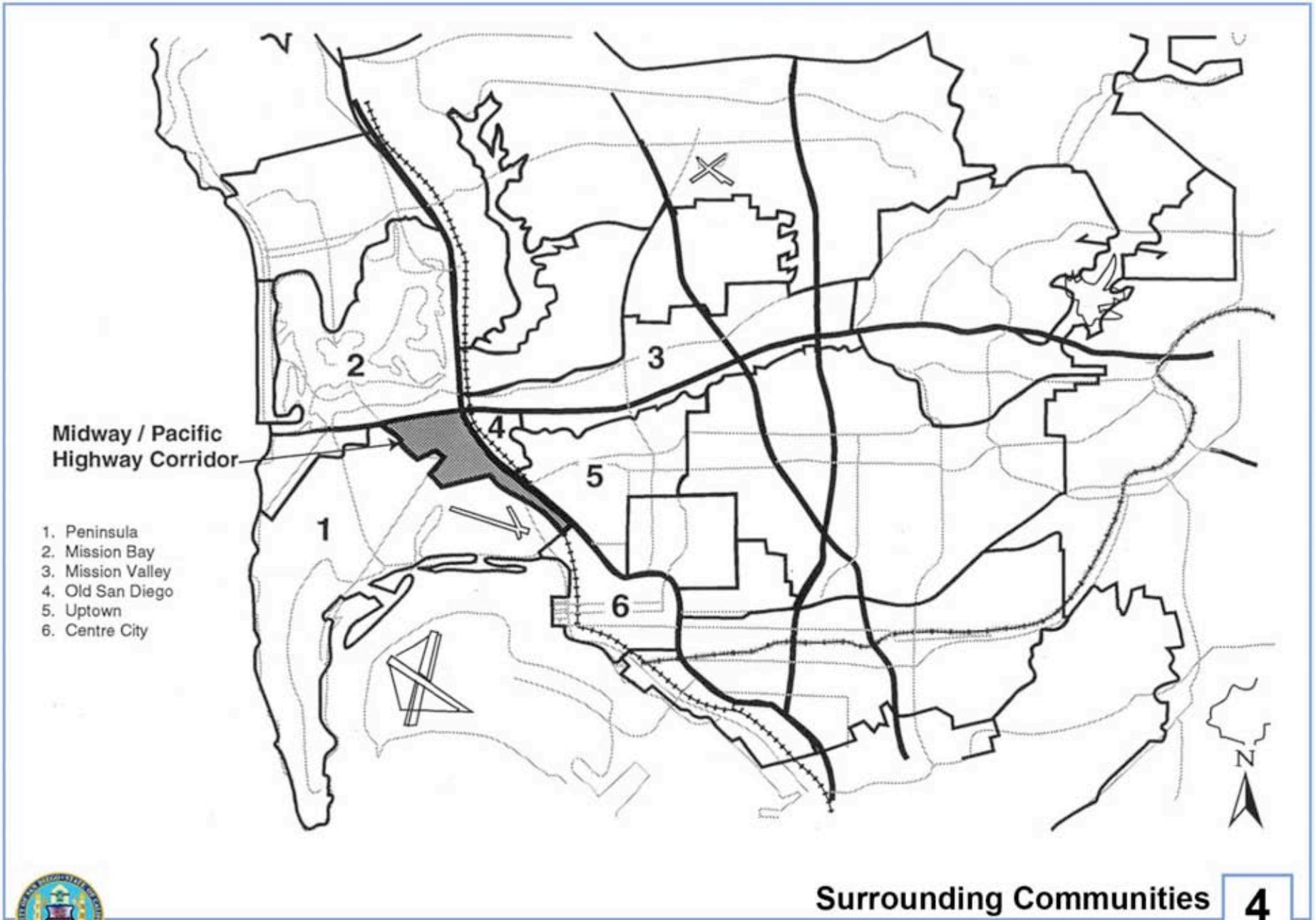
This community contains a variety of regional-serving uses which include the City's main post office, the San Diego Sports Arena, the County Health Services complex, the offices of the San Diego Unified Port District, Sharp Cabrillo Hospital and a Kaiser Permanente medical complex.

Other major uses in the community include a variety of commercial uses such as retail shopping centers, discount stores, adult entertainment uses, hotels, motels, restaurants and both heavy and light industrial uses. Most of the commercial uses have developed along the area's major streets which include: Sports Arena Boulevard, Midway Drive, Camino del Rio South and Rosecrans Street.

This community contains little residential development. The Planning Department has estimated that approximately 3,357 people reside in 1,569 housing units in the Midway/Pacific Highway Corridor as of January 1989. Based on the urbanized nature of this community, and redevelopment activities and opportunities in this area, the projected residential population is expected to increase.

### **RELATIONSHIP TO SURROUNDING COMMUNITIES**

The relationship of this Plan to other planning programs and development patterns in the surrounding areas has been considered during the preparation of this Plan. The process has incorporated review of the updated Peninsula Community Plan, the adopted Centre City Community Plan, the revised Marine Corps Recruit Depot Master Plan, the Master Plan for the San Diego Unified Port District and the ongoing Comprehensive Land Use Plan for Lindbergh Field. As part of the redevelopment plan process, the draft reuse plan for the now-closed Naval Training Center and, to the extent possible, the preliminary Lindbergh Field Airport Master Plan have also been considered.



**Surrounding Communities**

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FIGURE

Midway/Pacific Highway Corridor Community Plan



## **EXISTING CONDITIONS**

### **Commercial**

A wide variety of commercial uses can be found throughout the Midway/Pacific Highway Corridor community. Approximately 273 acres of the total net land area in this community (excluding streets) is used for commercial purposes. The community is generally known as a commercial-retail area, since most of its major streets are lined with varying types and sizes of commercial uses. It contains more than a dozen shopping centers, ranging in size from two to 40 acres, a variety of strip commercial areas and several stores on individual lots.

While nearly 50 percent of the community's total acreage is occupied by commercial use, only about 30 percent of the total area is zoned for commercial purposes. Commercial uses have encroached into the industrial areas of the community under the regulations of the Midway Planned District. Although the Planned District was developed as an industrial zone, approximately 65 percent of the uses in the planned district are commercial in nature. Parking requirements, landscaping and the other development criteria of the Midway Planned District have created poorly designed and circulating commercial areas.

### **Industrial**

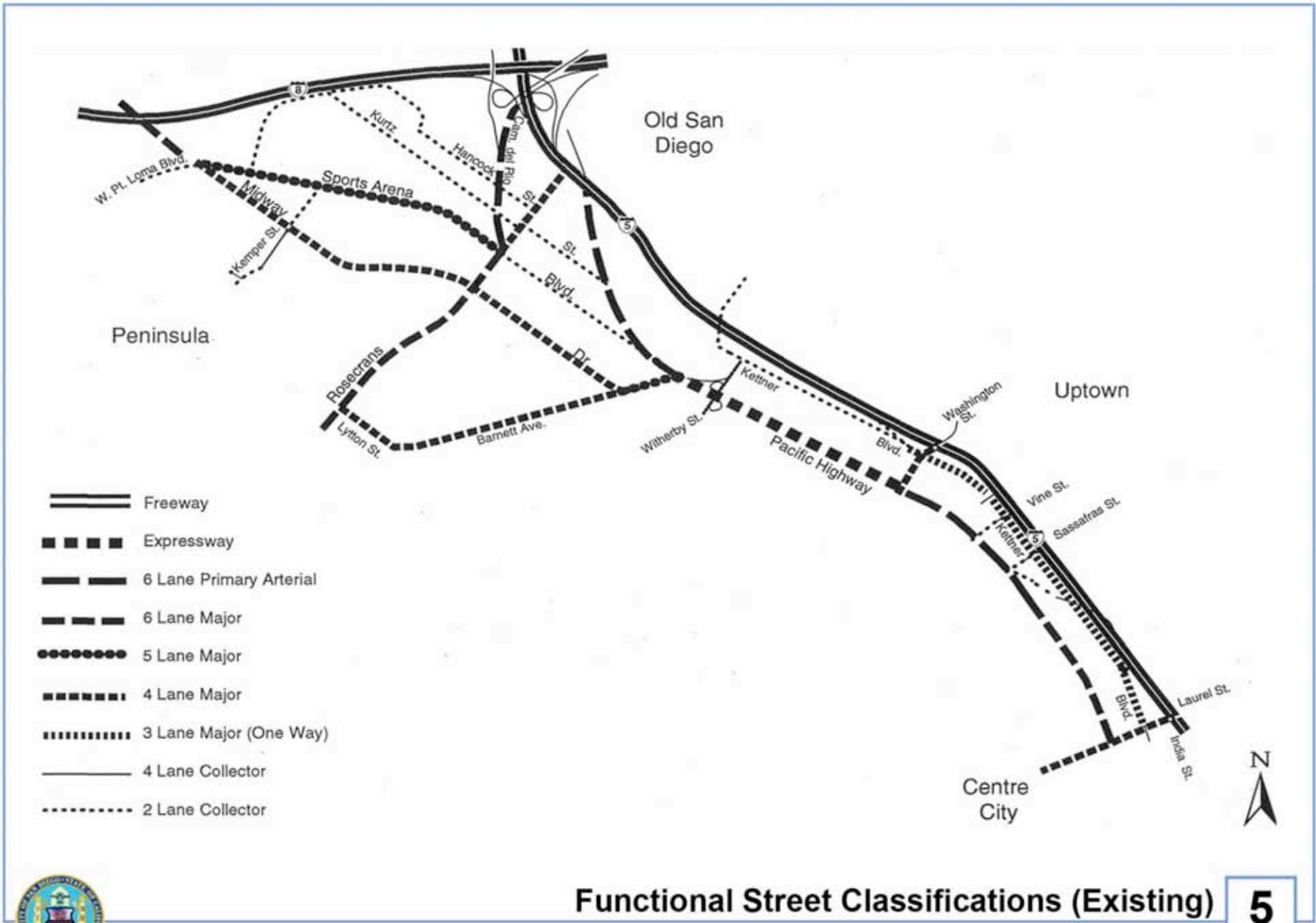
The industrial districts within this community are—by use, location and street pattern—isolated from one another. Some of the industrial portions of this community exhibit the physical and economic characteristics of under-utilization and physical deterioration. The 1970 Midway Community Plan cited many of the same problems which still exist today, such as: physical deterioration, the preemption of industrial zones by non-industrial uses, traffic congestion, parking deficiencies, small lot size, inefficient circulation and land development patterns. In 1978, the Midway Planned District was applied to a major portion of the community. The Planned District Ordinance required minimal landscaping, insufficient parking and minimal development criteria. To date, the Planned District Ordinance has done little to address these problems.

### **Institutional**

A wide variety of institutional, public and semipublic uses occupy land in the Midway/Pacific Highway Corridor community and adjacent areas. Lindbergh Field, which is San Diego's international commercial airport, the U.S. Marine Corps Recruit Depot, and the U.S. Naval Training Center are all located immediately adjacent to the planning area.

Government facilities located within this community include the United States Post Office facility on Midway Drive; the County Health Services complex on Rosecrans Street; the San Diego Unified Port District office building on Sassafras Street; and the City's Fire Station No. 20 on Kemper Street.

Private institutional uses in this area include Sharp-Cabrillo Hospital near Kenyon Street, and the Point Loma Convalescent Hospital on Duke Street.



**Functional Street Classifications (Existing)**

**Midway/Pacific Highway Corridor Community Plan**

**5**  
FIGURE



Education facilities located in this community are the San Diego Community College District’s Midway Continuing Education Center on Fordham Street, the Dewey Elementary School on Rosecrans Place and the St. Charles Borromeo Academy on Cadiz Street.

**Residential**

Historically, the residential land use component of this community was larger than it is today. During World War II, the area was the site of numerous wartime housing projects which were designed as temporary quarters for civilian workers. Most of these structures have since been demolished and/or replaced with commercial operations. A majority of the existing multifamily housing in this community was built in the 1960s and 1970s. The 1970 community plan designated all residential areas for a maximum of 75 dwelling units per net acre. However, the existing 30-foot Coastal Zone Height Limitation Ordinance has made it difficult to design multifamily housing projects of that density which contain adequate open space and recreational amenities, and which provide sufficient amounts of light and air.

In September 1987, the City Council modified both the Midway and the Peninsula Community Plan boundaries. The boundary change removed about one-half of the residential acreage from the Midway community planning area and placed it in the Peninsula community area. While the number of residences within the Midway Plan boundary was reduced, residents from surrounding areas continue to rely on services located within the Midway area.

January 1988 population figures indicate that there are approximately 3,398 residents in the community, with almost 97 percent residing in the Midway area (excluding Pacific Highway). The community contains 2,016 private households and 1,223 Navy households. The average household size for this community is 2.3 people per household.

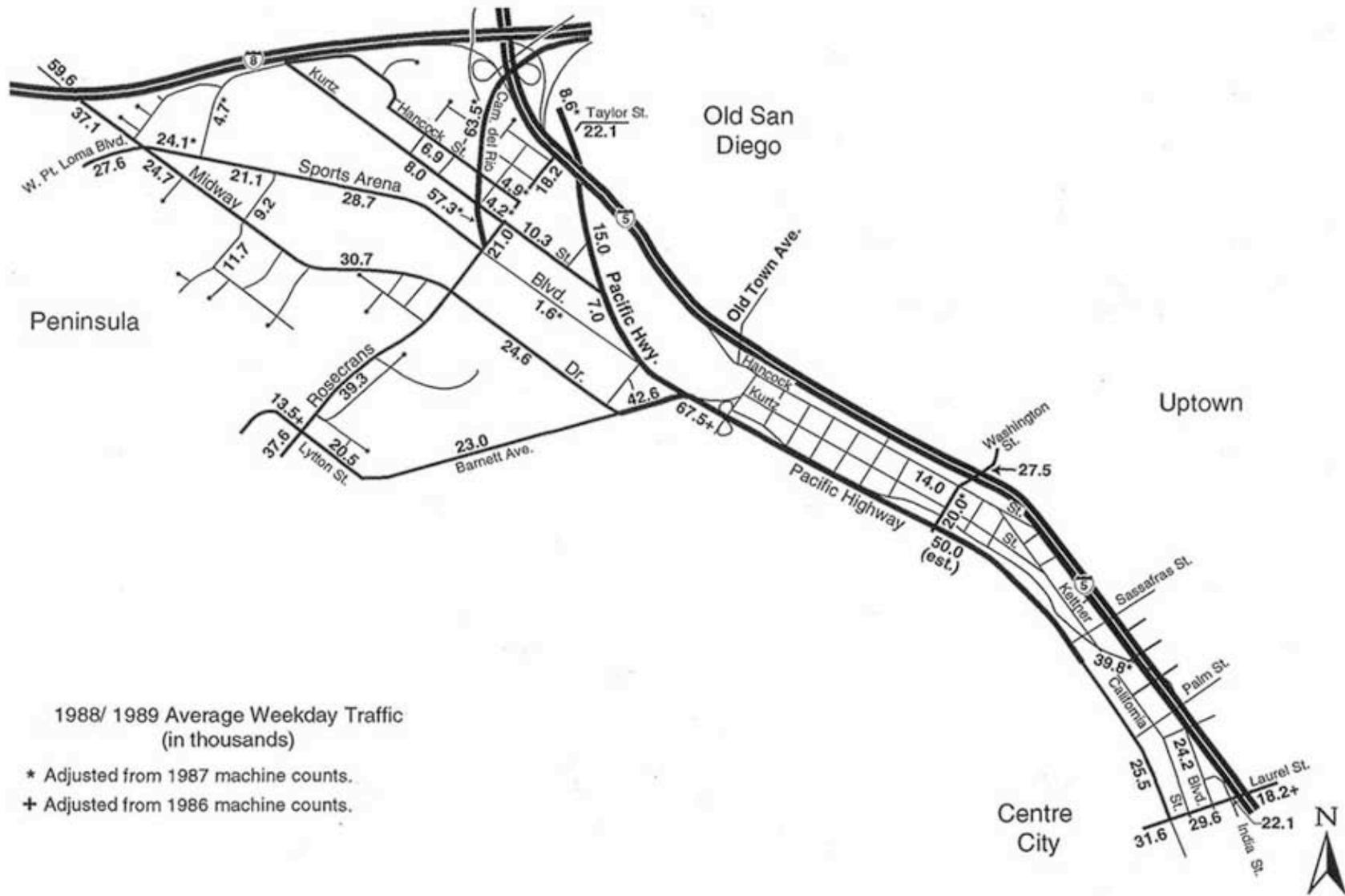
**Residential Characteristics**

The ethnic composition of residents in this community is well balanced. A large percentage of the residents tend to be renters. Housing costs in this area are generally considered to be below the citywide median. **Table 1** below provides a breakdown of housing types in the community.

**TABLE 1  
HOUSING TYPES**

<b>Number of Single-family Units</b>	<b>Number of Multifamily Units</b>	<b>Private</b>	<b>Navy</b>
238	1,435	890	545

Source: City of San Diego Housing Element Annual Review, 1986-87



## Existing Weekday Traffic Volumes

Midway/Pacific Highway Corridor Community Plan

**6**

FIGURE

## **Circulation**

The Midway/Pacific Highway Corridor community is bounded by two major freeways: I-5 on the east and I-8 on the north. State Route 209 (Rosecrans Street) connects the surrounding freeways to the Point Loma area and bisects the central commercial core of the community. **Figure 5** illustrates the existing (1989) street classifications for all major routes in this community.

The community is characterized by its system of wide streets, heavy traffic flows and traffic intersections with non-standard configurations. The existing street pattern has been in place for several decades with little or no modification. Completion of the western extension of I-8 along the northern fringe of the community has been the only major circulation improvement in the community in recent history.

The community has historically experienced traffic congestion problems. Under the 1970 plan and associated zoning, traffic in the community has continued to worsen, not only as a result of intensified development and redevelopment within the planning area, but particularly as a result of the increased pass-through traffic created by limited freeway access and additional development in adjacent communities.

### **Vehicular Circulation**

Traffic circulation problems in the Midway/Pacific Highway community are attributed to various factors: the inadequate circulation system developed in response to rapid community growth in the 1930s and 40s, the location and spacing of curb cuts, and the function that Midway serves as a crossroads for through traffic to and from its surrounding communities. These impediments are most evident on the four major streets in the community: Rosecrans Street, Camino del Rio West, Midway Drive and Sports Arena Boulevard.

Average daily trip (ADT) volumes presently exceed functional street capacities along several major routes including Camino del Rio West, Kurtz Street, Hancock Street, Rosecrans Street, Kemper Boulevard, Barnett Avenue and Pacific Highway. The existing (1989) daily traffic volumes, which have been estimated on the basis of annual counts, are shown on **Figure 6**.

The intersection of Rosecrans Street/Camino del Rio West and Sports Arena Boulevard is a particularly difficult intersection to negotiate for both visitors and local residents. It is likely that additional vehicular trips are generated by the inability of drivers to easily understand and use the circulation system efficiently.

The 1985 Centre City Transportation Action Plan recommended that the Pacific Highway be developed as a major northwest entryway into the City to facilitate access to the bayfront, convention center, airport and Centre City area. Studies are currently being undertaken by Caltrans to further determine the feasibility of locating an additional I-5 off-ramp to connect with the Pacific Highway, as recommended in the **Circulation Element**.

Due to the community's centralized urban location, the established street patterns, the few access points between the Ocean Beach and Peninsula communities and the freeway system, in combination with consumer preference for the private auto, it is unlikely that the future vehicular congestion in this community will be reduced below the maximum functional capacity of the major commercial streets in the foreseeable future.

## **Public Transit**

### Commuter Rail Service

Commuter Rail Service between Oceanside and Centre City is anticipated to begin operation by late 1992. The service will utilize the existing Santa Fe Railway right-of-way which runs through the Pacific Highway Corridor. Commuter rail stations will be located nearby in Old Town and Centre City.

### Light Rail Transit

The most significant changes in transit service for the Pacific Highway/Corridor area are related to the construction of the Old Town Light Rail Transit Line, parallel to the existing railroad right-of-way which traverses the Pacific Highway area. Completion of the trolley line is anticipated in the early 1990s. Station stops are proposed at Laurel Street, Washington Street, Witherby Street and near the Taylor/Rosecrans Street intersection. The Taylor/Rosecrans Street station proposed to be located in the Old Town community will include a Transit Center facility which will serve as a major transfer point between commuter rail, trolley and bus service.

### Bus Service

The Midway/Pacific Highway Corridor community is served by seven bus routes which operate on a regular schedule seven days a week (**Figure 25**). Five of the bus routes traverse the Midway/Pacific Highway Corridor area while the others skirt the eastern fringe of the community. These routes provide service between the Midway/Pacific Highway Corridor area and the beaches, Mission Bay, San Diego State University, College Grove Center, Southeast San Diego, Old Town, Point Loma, Centre City and cities in the south bay area. Access to other points in the metropolitan area is available through transfers from the Midway area.

## **Scenic Routes**

Since 1964, the City has maintained a 52-mile scenic route extending from Mount Soledad on the north to Cabrillo National Monument on the south and traversing such in-between areas of attraction as Balboa Park and Mission Bay Park. This route was designed to provide scenic views of the San Diego community, as well as to link points of visitor interest.

Sports Arena Boulevard is part of the City-designated scenic route that connects Mission Bay to the Old Town and Presidio Park visitor attractions. Rosecrans Street (State Route 209) is

eligible for scenic highway designation under the provisions of the California State Scenic Highway Program. In 1963, the State Scenic Highway Act was adopted to provide for the protection and enhancement of California's natural scenic beauty. The State Highway Master Plan identifies those portions of the State Highway system, together with the adjacent scenic corridors, which should have special scenic conservation treatment including regulation of grading and land use, as well as guidelines for landscaping and outdoor advertising. Rosecrans Street provides distant views to the east, and numerous coastal and scenic views farther to the south in the Peninsula community.

### **Parking and Loading Facilities**

Commercial retail centers in the Camino del Rio area have experienced parking conflicts when patrons and/or employees park in lots provided by adjacent centers.

The Kurtz Street industrial area has only minimal off-street parking and loading facilities available. Existing (1989) land use regulations have resulted in the pre-emption of on-street parking by retail, commercial office and industrial uses which have, in some cases, developed with less than adequate on-site parking.

### **Bicycle Access**

Bicyclists who travel through this community must share the right-of-way with autos on all major streets. Architectural barriers such as inappropriately placed curb extensions can be found along the Pacific Highway and may exist in other areas of the community. The curb extension along the Pacific Highway at the Witherby Street bridge poses a difficult access point for bicyclists by forcing bikes onto a high-speed traffic lane.

### **Pedestrian Circulation and Access**

Pedestrian obstructions and/or the lack of pedestrian continuity are apparent throughout the community. Some areas lack sidewalks, while other areas have concrete curbs which obstruct bicycle and wheelchair access. Several intersections in the community have wide traffic lanes and minimal pedestrian provisions. The intersections of Camino del Rio/Sports Arena Boulevard/Rosecrans Street, and Midway Drive and Sports Arena Boulevard have continuous moving right-hand turn lanes which effectively obstruct and prevent elderly and handicapped pedestrians from completing desired street crossings.

### **Community Facilities and Services**

#### **Park and Recreation Facilities**

Though located in a highly urbanized region, the Midway/Pacific Highway Corridor has an abundance of nearby open space in the form of existing parkland and beaches. Midway is also the location of the San Diego Sports Arena, which draws visitors to the community from throughout the county.

Nearly all of the public parks and recreation facilities used by residents of the Midway/Pacific Highway Corridor lie outside the boundaries of the Midway/Pacific Highway Corridor community planning area. These facilities include the swimming and surfing beaches of Ocean Beach; ball fields in the Ocean Beach Athletic area; nature trails, view points and tide-pools in the Cabrillo National Monument area; the marine-related recreation facilities of Shelter Island and Mission Bay Park; the Old Town State Historic Park, and the ballfield and recreational facilities of the Old Town community.

This Plan designates land for future residential development that is now either vacant or developed with other uses. Since the residential population will ultimately increase from the existing 3,400 residents to approximately 8,000, additional recreational facilities are recommended by this Plan. The General Plan stipulates that a neighborhood park should be provided for a residential population of 3,500 to 5,000 persons within a half-mile radius. Community facilities should serve 18,000 to 25,000 residents within a one and one-half mile radius.

The City's 1986 CIP budget provided for the establishment of a joint-use park/school site at Dewey Elementary which would serve many of the community's residents within a quarter-mile radius of their neighborhoods. Development of a joint-use at this site would be accomplished pursuant to an agreement between the City and the school district as is done elsewhere in the City.

## **Schools**

### Public Schools

Students in the Midway/Pacific Highway Corridor area are served by five elementary schools (Barnard, Dewey, Fremont, Grant and Washington); two junior high schools (Correia and Roosevelt); two high schools (Point Loma and San Diego High Schools); and a continuing education center (Midway Continuing Education Center). Dewey Elementary and the Midway Continuing Education Center are the only public schools located in the planning area. Actual enrollment, enrollment projections and strategies for meeting future educational needs are shown on **Table 2**.

#### The Dewey Elementary School

The Dewey Elementary School site contains approximately 5.9 net usable acres and is located southeasterly of the intersection of Rosecrans and Sellers Street. The school provides service to families who reside in the immediately adjacent Gateway Village housing complex, as well as other families throughout the Midway and Peninsula communities. The school serves grades kindergarten through sixth grade, and includes a day-care center. The use of portable classrooms may become necessary in order to adequately service future enrollment.

## The Midway Continuing Education Center

The Midway Continuing Education Center is under the jurisdiction of the San Diego Community College District and functions as an adult continuing education center. Enrollment for the center for Fall 1988 was approximately 6,000 students with addresses shown from 21 different zip codes.

## Private Schools

### The St. Charles Borromeo Academy

The St. Charles Borromeo Academy is the only private school located within the planning area. The academy had approximately 185 students enrolled from the Midway area and other communities for the 1987 academic year. The school facility should be allowed to expand to meet the needs of the parochial community.

**TABLE 2  
SCHOOL FACILITIES SERVING MIDWAY/PACIFIC HIGHWAY CORRIDOR**

<b>School</b>	<b>Grade Range</b>	<b>Actual Enrollment 9/28/90</b>	<b>Forecasted 1991-92</b>	<b>1990 Operating Capacity</b>	<b>1991-2000 Recommended Action</b>
<b>Elementary</b>					
Barnard*	K-6	342	314	368	
Dewey	K-6	439	480	448	
Fremont*	K-6	283	289	300	
Grant*	K-6	634	641	660	
Washington*	K-6	326	347	360	Remodel by 1993 to 750 capacity
<b>Junior High</b>					
Correia*	7-8	916	903	983	
Roosevelt*	7-9	1,150	1,127	1,292	
<b>Senior High</b>					
Point Loma*	9-12	1,952	1,951	2,039	Add science wing by 1993
San Diego*		1,553	1,629	1,651	Add 10 classrooms

\*Located outside Midway/Pacific Highway Corridor Plan Boundaries

Source: San Diego Unified School District Long-Range Facilities Master Plan – March 1990

## Library Facilities

Three San Diego City branch libraries are located within the vicinity of the Midway/Pacific Highway Corridor community. These annexes are located in Point Loma, Ocean Beach and Mission Hills.

The maximum service area for each branch site is a two-mile radius. Most of the residents in this community live within the service area for the nearby Point Loma branch library. The existing population of 3,400 in the Midway/Pacific Highway Corridor community does not warrant the establishment of a branch library at this time. However, at residential buildout of the community, development of a branch library should be considered.

**TABLE 3  
LIBRARY FACILITIES**

<b>Library Facilities</b>	<b>Population Served</b>	<b>Circulation</b>	<b>Square Feet</b>
Ocean Beach	26,000	123,505	4,579
Point Loma	24,700	176,162	4,894
Mission Hills	18,000	116,334	3,850

## Water and Sewer Service

Sewer facilities in the Midway area are served by a centrally located 96-inch metropolitan main sewer system which runs north-south through the center of the Midway area passing near the intersection of Rosecrans and Midway Drive. Pump Station No. 40, which is located on Juniper Street, was built in 1953. Pump Station No. 3, located near the intersection of Witherby Street and Pacific Highway, has been abandoned. The community's sewer system is considered to be entirely adequate to meet all redevelopment needs in the Midway/Pacific Highway Corridor area.

The planning area receives its water supply from the City's 24-inch transmission line, located along West Point Loma Boulevard. This is supplemented by a 16-inch cast-iron main, located along Midway Drive.

## Gas and Electric Service

Gas and electric service in the community is provided by San Diego Gas & Electric (SDG&E) which operates and maintains gas pipelines and electric power lines throughout the planning area, as well as a gas regulator station and electric substation at Hancock and Witherby Streets, an electric substation at Kettner Boulevard and Vine Street and an electric substation at Kettner Boulevard and Palm Street. The community's gas and electric systems are considered to be adequate to meet all current needs in the Midway/Pacific Highway Corridor area.

## **Police Protection**

Police protection in the Midway/Pacific Highway Corridor is provided by the western area station of the San Diego Police Department, which is located at 5215 Gaines Street in Mission Valley. One officer unit provides service in the community's three beats: Beat 613, which includes the area south of Midway Drive and west of Rosecrans Street; Beat 615, which includes the portion of Pacific Highway Corridor that is south of Vine Street; and Beat 614, which includes all of the remaining portions of the planning area.

The security of residential areas has been enhanced through the active involvement of residents in Neighborhood Watch programs, as well as through the implementation of defensible space techniques, which foster feelings of residential territoriality, enhanced surveillance opportunities and community responsibility. Approximately nine community alert groups are active in the Midway area.

## **Fire Protection**

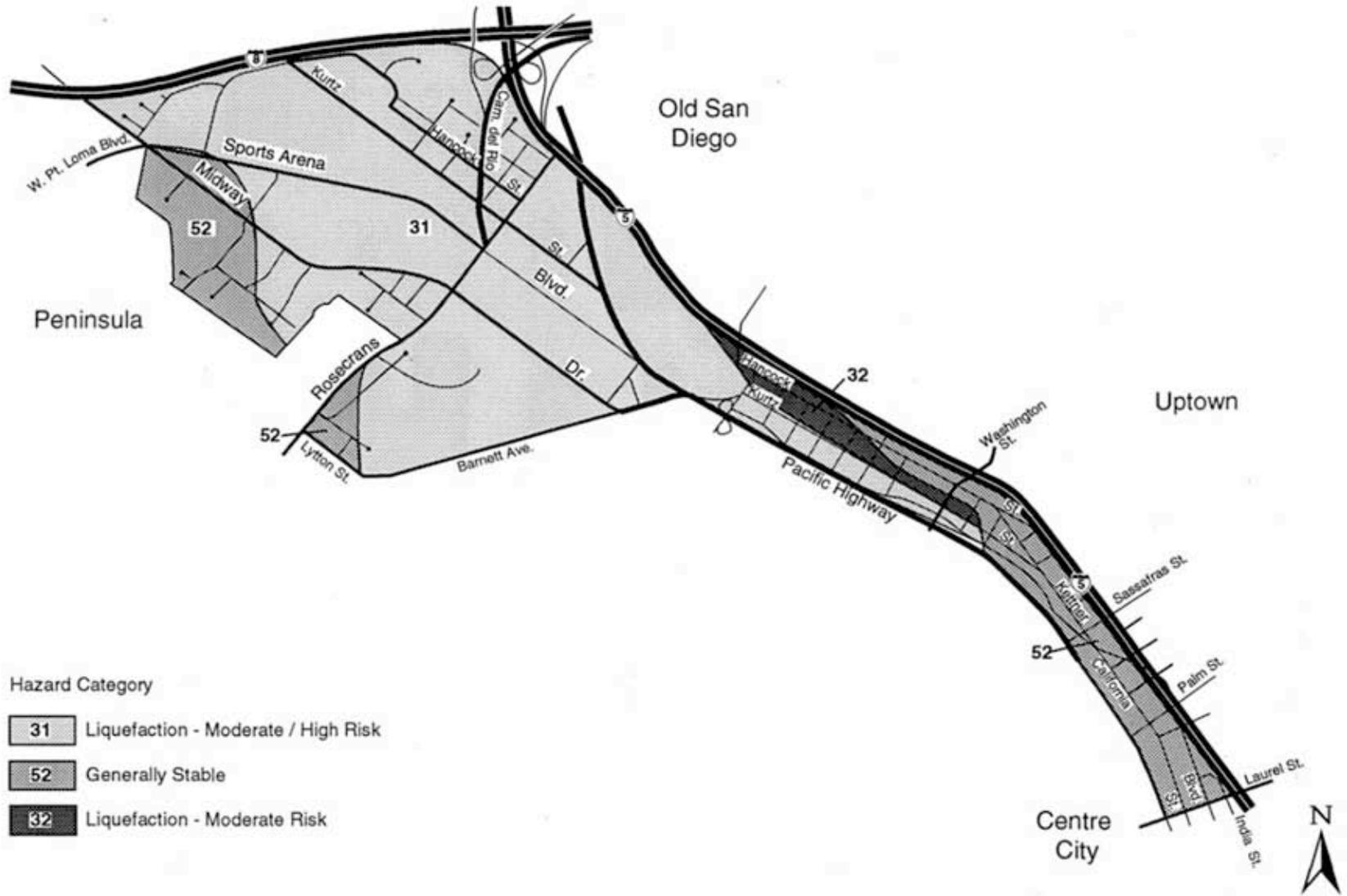
Three fire stations provide protection to the Midway/Pacific Highway Corridor planning area. Station No. 20 is located at 3305 Kemper and contains one engine company and one truck company and serves the general Midway area. Both Station No. 8, located at 3974 Goldfinch and Station No. 3, located at 725 Kalmia, are located outside the planning area and contain one engine company each which serves the Pacific Highway Corridor area. Response times for all three stations serving the community are under the six-minute standard. Fire protection at the Marine Corps Recruit Depot and at Lindbergh Field is provided at stations on the MCRD and the Port District properties. Paramedic services in the Midway area are provided by a unit located at Sharp Cabrillo Hospital. Paramedic services in the Pacific Highway Corridor area are provided by units at Station No. 25 (located in southwestern Clairemont Mesa) and Station No. 1 (located downtown).

## **Environmentally Sensitive Areas**

The Midway area was once part of the river bottom and alluvial flood plain area of the San Diego River. The area is relatively flat with topographic elevations ranging from 35 feet to sea level or below. The community is highly urbanized with virtually no open space or naturally occurring biological resource areas.

## **Geological Considerations**

In 1983, the Leighton and Associates Geotechnical Study conducted for the City of San Diego determined that the existing groundwater table in much of the Midway area was located at a depth of less than 25 feet. The same geotechnical study also showed that a large portion of the central Midway area is subject to a relatively high risk of liquefaction (**Figure 7**). Liquefaction occurs primarily during earthquakes when soil located below the water table is converted to a fluid-like state resulting in soil subsidence or ground failure.



# Geological Hazards

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## Midway/Pacific Highway Corridor Community Plan

FIGURE



**TABLE 4  
HAZARD-RISK ZONE CORRELATION**

Geological Constraint Hazard	Feature of Phenomenon	Hazard Category No. (See Geologic Hazards Map)	Land Use Compatibility Map Risk Zone				
			A	B	C	D	
Potential Ground Failure	Liquefaction Potential Relatively High (Major Alluvial Valleys, Groundwater 25' +)	31				•	
		32			•		
All Other Terrain Conditions	Generally Stable All Remaining Level and Sloping Areas (Minor Alluvial Valleys, Low Terraces, Rolling Hillside to Steep Mountainous Terrain)	52	•	•	•	•	

**RISK ZONE RATING KEY:**

A: Normal, B: Low, D: High  
AB, BD, AC – Variable Risk (Hazard Category No. 52 only)

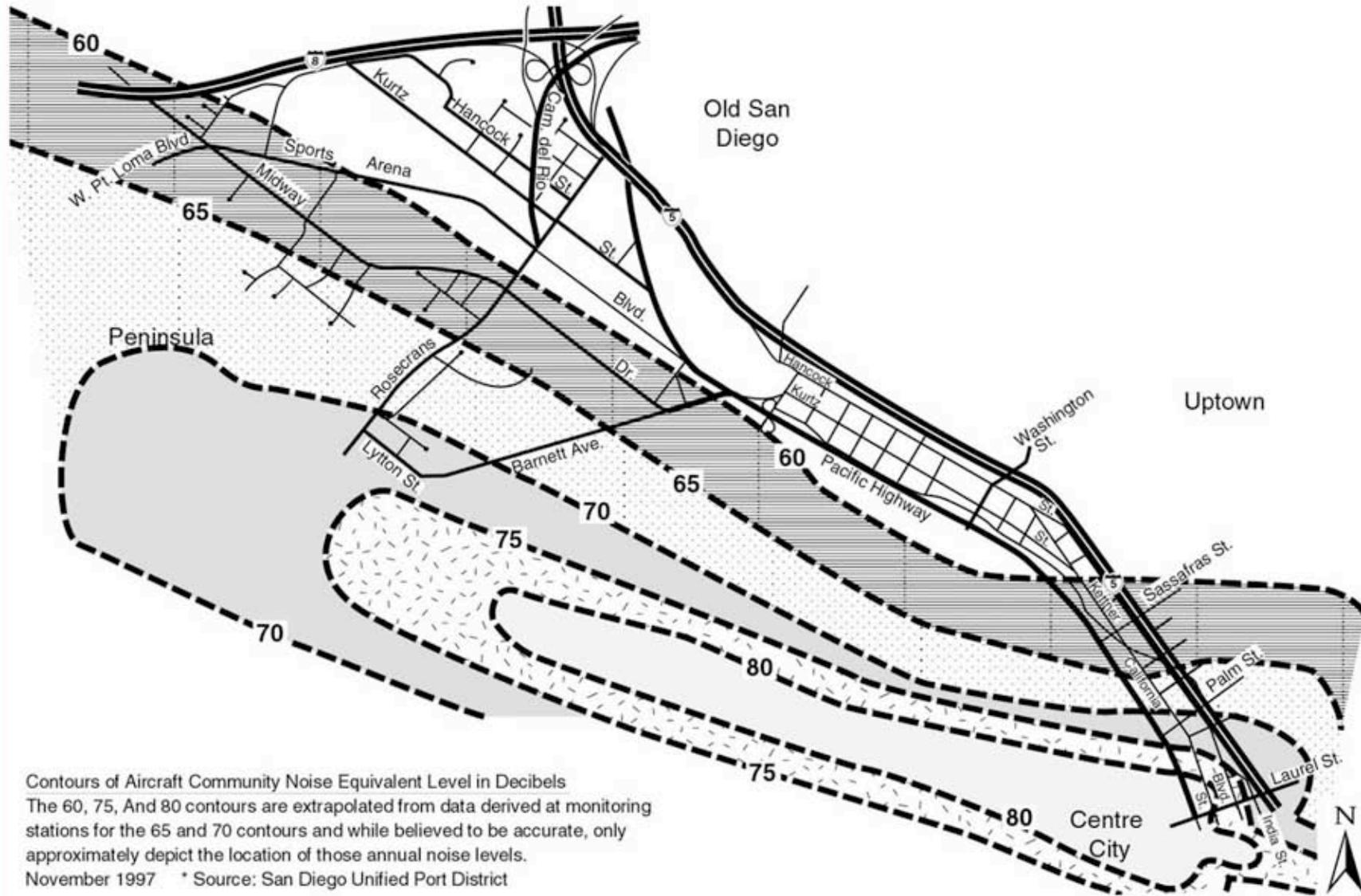
**GENERAL NOTES:**

All risk zone ratings and hazard area boundaries subject to change, based on new data. Although flood hazard was not specifically evaluated for this study, it is taken into account in a general manner in the risk rating of potential liquefaction. Guidelines used for assigning risk rating within the hazard category No. 52 Rating

1. Mostly developed area, essentially on mesas or within tracts developed by minimal grading ..... AB
2. Generally low slopes adjoining canyon or bay areas may include low nearly flat terraces; graded tracts having low to moderate slope heights ..... AB or B
3. Moderate the high annual or graded slopes with no special hazards identified nearby ..... B
4. Mostly moderate to high, locally steep natural or graded slopes; some hazards in adjoining areas or within area ..... BC
5. Areas including all the above ..... AC

Multiple risk designations were permitted within a single category No. 52 area, without a line boundary separating them. Where a lesser hazard (e.g., an inactive fault) extended into a confirmed slide, the higher risk predominates; however, the approximately fault location is shown by a dashed boundary.

Source: Leighton & Associates Geotechnical Consultants, June 1983  
(Update of Woodward-Gizenski Study, 1974)



Contours of Aircraft Community Noise Equivalent Level in Decibels  
 The 60, 75, And 80 contours are extrapolated from data derived at monitoring stations for the 65 and 70 contours and while believed to be accurate, only approximately depict the location of those annual noise levels.  
 November 1997 \* Source: San Diego Unified Port District

## Community Noise Levels

### Midway/Pacific Highway Corridor Community Plan

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FIGURE



## Noise

As shown on **Figure 8**, that portion of the community which is generally located either west of Pacific Highway and Sports Arena Boulevard or south of Bean Street is subject to significant noise levels which range from 65 to 80 decibels CNEL (Community Noise Equivalent Level). The area along the Pacific Highway Corridor which is closest to the airport is subject to the most intense noise impacts. While noise abatement construction techniques can provide some relief from noise in the interior of a structure, outside areas remain heavily impacted.

Noise contours surrounding Lindbergh Field have continued to shrink over recent years as quieter and more advanced aircraft replace the noisier, earlier craft. The revised noise contours (as depicted on **Figure 8**) enable the development of land uses not previously compatible with the community's location relative to the airport because proper noise attenuation becomes more economically feasible.

The Port District has embarked upon an effort to update the Master Plan for the airport. The plan is considering future demand, facility needs, and existing airport capacity in order to develop a plan for the airport, including locations for facilities such as terminals, runways, and airport access. The plan is expected to be completed by the end of 1998, and may affect the proposed land uses and circulation recommendations of this community plan.

The Port of San Diego and the Federal Aviation Administration have conducted a Federal Aviation Regulations Part 150 Study to examine the compatibility between airport noise and surrounding land use activities. A wide range of abatement and/or mitigation measures were identified including: 1) the use of sound-proofing construction techniques designed to mitigate ambient noise levels; 2) the long-range conversion of residential areas to more compatible commercial and industrial land uses; 3) the outright purchase of property occupied by non-compatible land use activities; and 4) the reduction in overall noise levels generated by aircraft at Lindbergh Field.

Final recommendations contained in the report included: 1) the initiation of a program to accelerate the use of quieter aircraft at Lindbergh Field; 2) the implementation of an upgraded noise monitoring system; and 3) the soundproofing of schools, churches, hospitals and residences in the impacted area. The study indicated that the implementation of the recommendations could result in significant reductions in noise throughout the impacted area.

## Hillsides

The western edge of the planning area contains the only naturally occurring hillside. This area is located between the Point Loma Towers residential complex in the Peninsula community and the Loma Plaza Shopping Center and Point Loma Convalescent Hospital in the Midway area. The area above the shopping center has been revegetated, while the area above the hospital exhibits a gully-like drainage pattern which is apparently the result of runoff and erosion. The eastern edge of the community is bounded by the heavily landscaped grades abutting I-5.

**TABLE 5  
LAND USE COMPATIBILITY WITH  
ANNUAL COMMUNITY NOISE EQUIVALENT LEVELS**

Annual Community Noise Level Equivalent Level (CNEL) in Decibels					
LAND USE	55	60	65	70	75
1. Outdoor Amphitheaters (may not be suitable for certain types of music)					
2. Schools, Libraries					
3. Hospitals					
4. Nature Preserves, Wildlife Preserves					
5. Residential-Single-family, Multifamily, Mobile Homes, Transient Housing					
6. Retirement Home, Intermediate Care Facilities, Convalescent Homes					
7. Parks, Playgrounds					
8. Office Buildings, Business and Professional					
9. Auditoriums, Concert Halls, Indoor Arenas, Churches					
10. Riding Stables, Water Recreation Facilities					
11. Outdoor Spectator Sports, Golf Courses					
12. Livestock Farming, Animal Breeding					
13. Agriculture (except Livestock), Extractive Industry, Farming					
14. Commercial-Retail, Shopping Centers, Restaurants, Movie Theaters					
15. Commercial-Wholesale, Industrial Manufacturing, Utilities					
16. Cemeteries					
Source: City of San Diego's Progress Guide and General Plan					



**COMPATIBLE**

The average noise level is such that indoor and outdoor activities associated with the land use may be carried out with essentially no interference from noise.



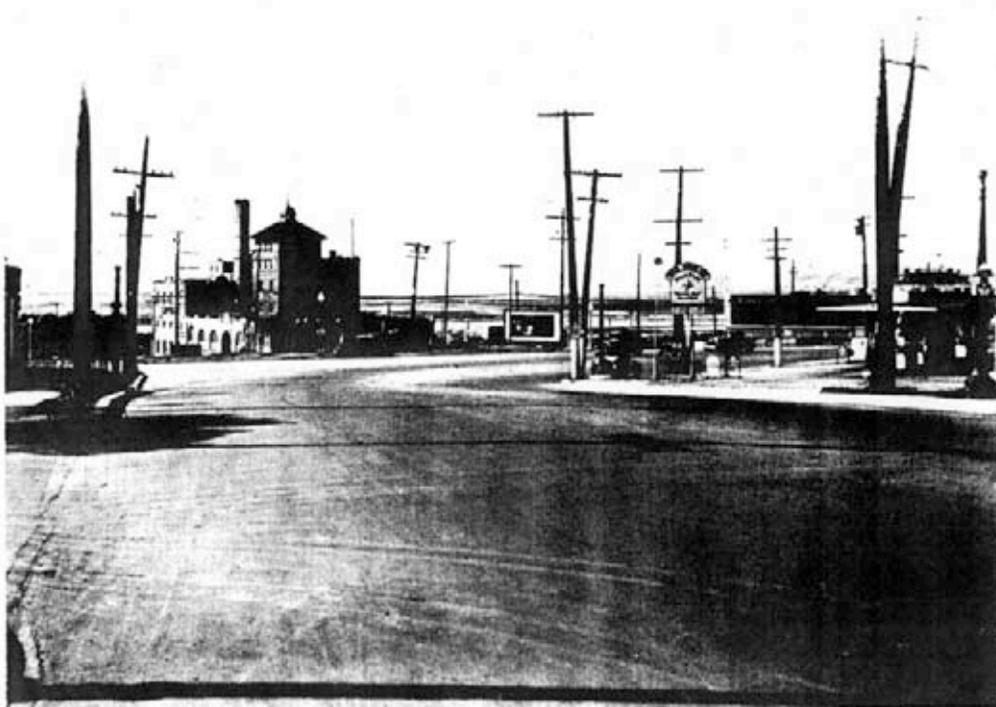
**INCOMPATIBLE**

The average noise level is so severe that construction costs to make the indoor environment acceptable for performance of activities would probably be prohibitive. The outdoor environment would be intolerable for outdoor activities associated with land use.

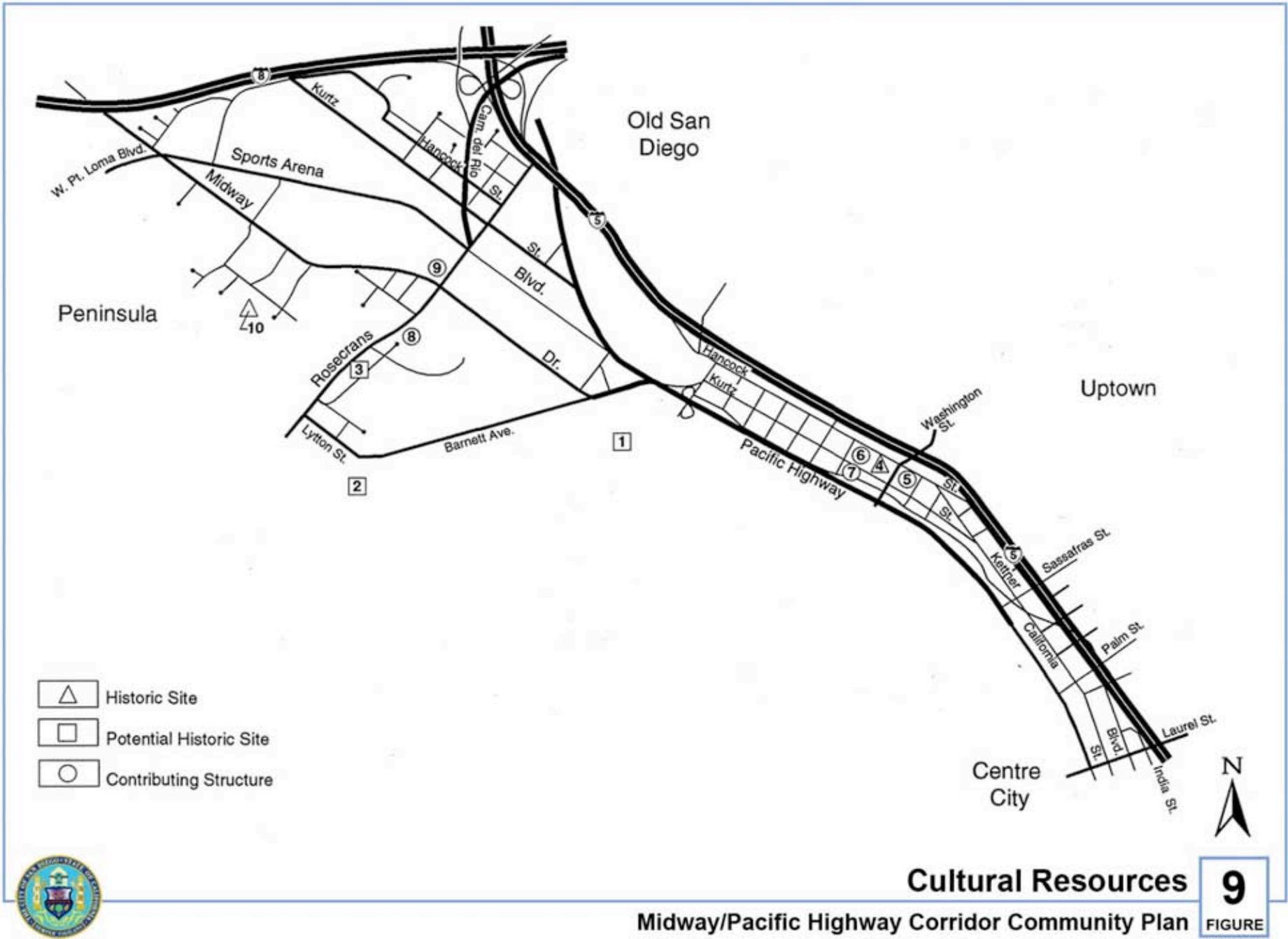
## **Cultural and Heritage Resources**

In the late 1800s, the Midway area was little more than a marshy land area containing a few wooden structures and some cattle grazing activities. Early records of the City's history indicate that the Old La Playa Trail traversed the Midway area and connected the Old Town and Point Loma areas. The San Diego River flowed freely through the area until the construction of the dike built in 1853 by a contingent of "...49 Americans and 100 Indians..." under the direction of Lieutenant George Derby of the Topographical Engineers. Around 1870, the dike was damaged and had to be reconstructed. The Midway area was sporadically inundated with standing water and remained virtually undeveloped until the 1930s.

The early history of the area is probably best captured by Winifred Davidson, local author, in her "Loma Lore" articles first published in The Beach News in 1924: "For ages Point Loma was an island cut off from the mainland by the San Diego River which mingled with the bay at high tide and spread over an area of about four square miles. This we sometimes call 'Dutch Flats,' the level space traversed by the Midway trail—a trail of old river sediment mixed with salt sand, where straggle tufts of Australian salt-weed and the hardy native dew-plants... Already we are losing some of the names that lately attested to the island origin of Point Loma. Tide Street (sic Barnett Avenue) has gone... and 'The Dyke' means nothing to the newer generation; but these names are significant and should be recorded and remembered. Only seventy-one years ago, in 1853, the government built the dike that reached from the northern end of Isle Loma to the entrance of Mission Valley. No more than five years since, at high tide we drove on Barnett Street with water flooding to the curbs on both sides. Point Loma was even so late as this sometimes an island; False Bay a continuation of the circle of surrounding waters."



**Area historically known as "Five Points" (Washington and Hancock Street)**



**TABLE 6  
CULTURAL RESOURCES**

1. Marine Corps Recruit Depot (c. 1920) Barnett Avenue	Featuring red tile roofs and stucco exteriors, with Spanish-style architectural elements including arcades, colonnades, porticoes, and patios.
2. Naval Training Center Lytton and Rosecrans Streets	Site of one of the first Navy encampments in San Diego.
3. Loma Theater (1945) 3150 Rosecrans Street	Once a commercial theater, this structure features an art deco interior and large internally illuminated marquee reminiscent of the post-war 1940s.
4. American Agar Building* (1913) 1751 Hancock Street	A five-story Mission style industrial building featuring a stucco and brick exterior, arched windows, scalloped parapets, and a pyramidal roof on the central tower. The building was once the site of the Mission Brewing Company and served as a hospital during the 1918 influenza epidemic for the nearby Italian community.
5. Ancillary Building-Mission Brewing Company* (1913) 1747 Hancock Street	A one-story stucco building featuring the same vine-covered, scalloped parapets and arched windows of the adjacent American Agar building.
6. Datagraphix Building 1895 Hancock Street	A one-story industrial building featuring a curved entry façade reminiscent of the 1940s art deco style of architecture.
7. Dorado Growth Industries 3489 Noell Street	A two-story structure featuring a curved façade and staircase entryway.
8. George Dewey Elementary School (c. 1920) 3251 Rosecrans Place	Constructed to serve wartime workers, this structure features a semi-circular second story façade.
9. Rosecrans Street	The approximate location of the Old La Playa Trail which linked Point Loma and Old Town.
10. Hebrew Cemetery Kenyon Street	Designated a Historical Landmark in 1970. In 1973 the remains of those interred were transferred to the Home of Peace Cemetery in Point Loma. The site has since been built on. All historic signs and plaques were removed.

Note: Inclusion in this list does not, by itself, establish a historic site designation, nor does it restrict use or development of a site. An historic site designation may be applied only following a separate review process, independent of this Plan.

\* Designated as a historic site

## **Midway Area**

Early development in the Midway area first occurred along portions of Barnett Avenue, Lytton Street and Midway Drive. Buildings with setbacks close to the existing right-of-way and/or exhibiting curvilinear features may have some historic and/or architectural significance. Decorative light standards, installed in the 1940s, are one of the few remaining features linked to the community's early development history.

## **Pacific Highway Corridor**

Archaeological sites have been recorded along the Pacific Highway. Survey records indicate that these sites are probably of little significance.

Decorative light standards and several older industrial structures, dating back to the early 1900s, are located in the Pacific Highway Corridor area.

The American Agar building and the Ancillary Building-Mission Brewing Company are the only designated historic sites in the community. These and other buildings which have potential architectural and/or historic significance, or which contribute to the character of the community, are briefly described on **Table 6** and their locations are shown on **Figure 9**.

## **Local Coastal Area**

The community's coastal zone area consists of a narrow two block area bounded by Sassafras Street on the north, the Atchinson, Topeka and Santa Fe Railroad right-of-way on the east, Laurel Street on the south, and Pacific Highway on the west; and a narrow strip of Pacific Highway and Barnett Avenue right-of-way. Approximately half of this coastal zone area lies west of the mean high tide line and thus falls under Port District jurisdiction.

Although that portion of the planning area which lies within the coastal zone is relatively small, it is situated along a major transportation corridor which is adjacent to Lindbergh Field, San Diego's International Airport, the Centre City area and the Marine Corps Recruit Depot which are all of considerable local and regional significance.

Land uses in this portion of the planning area are primarily airport related. It is anticipated that most of these uses will continue to be both airport related, as well as commercial in nature, for as long as the airport is maintained in its present location. Structures in this small area of the Coastal Zone are also limited by the citywide 30-foot Coastal Zone Height Limitation Ordinance and the City's Airport Approach Zone Overlay which may restrict development in the Lindbergh Field glide path to a height of less than 30 feet. Community Noise Equivalent Levels in this area range from approximately 70 to 80 decibels and represent a significant environmental issue for many land use activities.

## **TRANSITIONAL AREAS**

Portions of the community will transform from their current industrial, retail and storage-based emphasis to water-oriented retail, entertainment, office and residential uses as eventual construction of the bay-to-bay canal is undertaken. Proposed land use regulations and development guidelines focus on the existing and projected trends of transitional areas in this community. Each of the transitional areas in this community is shown on **Figure 10** and is briefly described below:

### **1. Pacific Highway Corridor**

Located between Washington Street and Laurel Street, this area has historically been used for industrial purposes but is now being used increasingly for airport-related commercial land use activities.

### **2. Kurtz Street Industrial Area**

Prior to the adoption of the 1991 community plan update and associated rezones, this area was continuously being encroached upon by commercial retail and office uses. The lack of adequate off-street parking and loading facilities is a continuing problem in this area.

### **3. Camino del Rio Commercial Area**

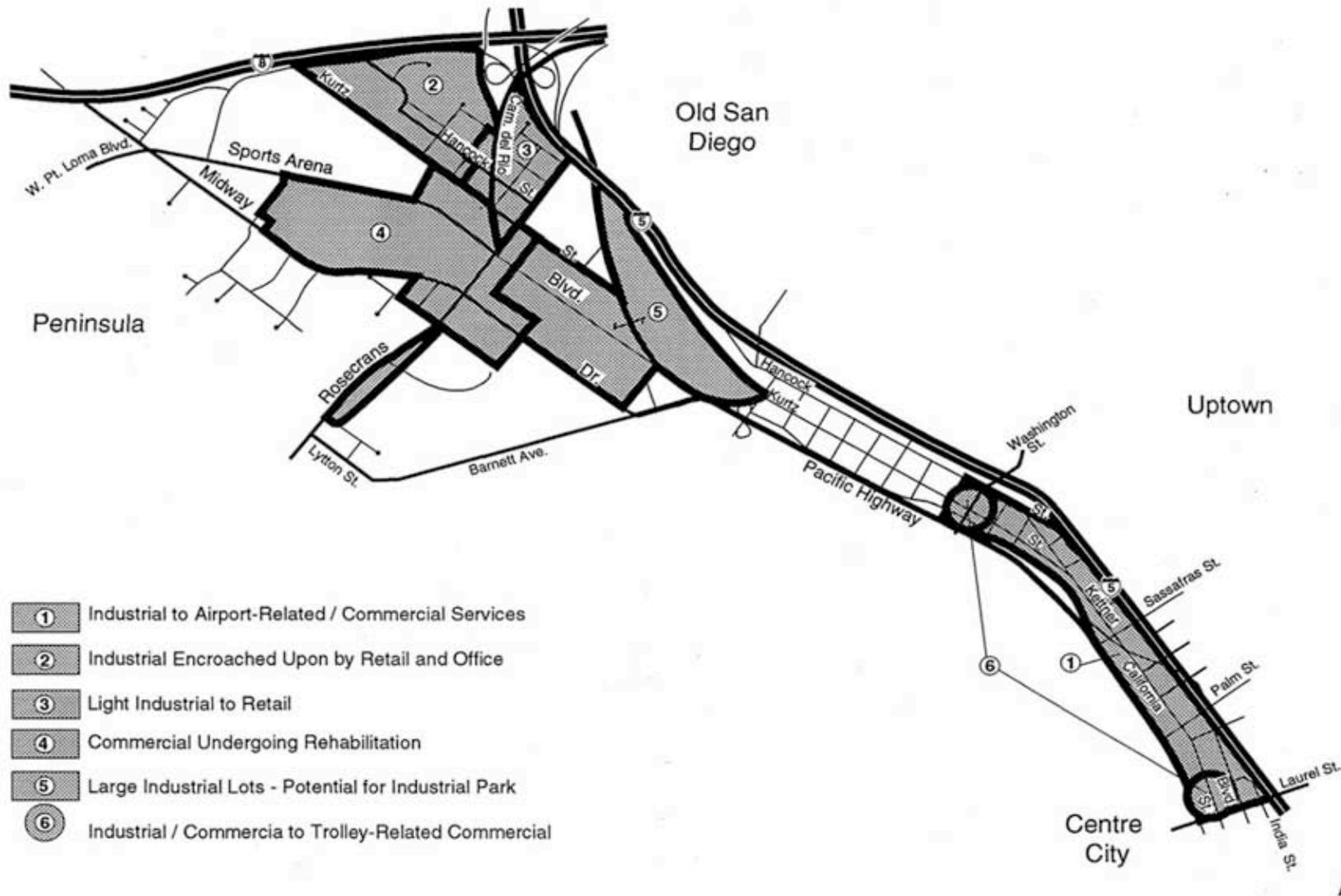
A gateway to the Point Loma Community and the Cabrillo National Monument, this commercially zoned area (Midway Planned District) contains some older industrial buildings and warehouses. However, land use activities include a commercial strip with auto-oriented sales and service yards, fast food restaurants, retail shops and adult entertainment businesses. The area generally exhibits a lack of landscaping, adequate parking and sign control.

### **4. Central Midway Commercial Core**

The central Midway area has experienced relatively high vacancy rates, particularly in the eastern portion. The newer commercial developments, including the large Vons and Ralphs centers, continue to upgrade. This portion of the community also contains various visitor-serving uses such as motels, restaurants, movie theaters and the City-owned Sports Arena. Redevelopment and revitalization of the entire area is expected to continue through both private and public redevelopment efforts.

### **5. The Navy's Old Town Campus (former Plant 19 site and adjacent storage yard)**

The disposition and eventual rehabilitation and/or redevelopment of these large parcels will depend in large part on the long-range plans of the United States Navy. The size of the parcels, and the area's relatively good access and highly visible location indicate that this may be an appropriate location for office/research and development uses, as part of a mixed-used development that takes advantage of the future bay-to-bay canal.



## Transitional Areas

Midway/Pacific Highway Corridor Community Plan

**10**  
FIGURE

## **6. Pacific Highway Corridor at Washington and Laurel Streets**

Both of these sites located along the proposed light rail transit line will be served by trolley stations. Retail and other commercial uses are expected to develop further at each site. The Mission Brewery at Washington Street has been renovated and expanded for retail and office use.

### **COMMUNITY ISSUES**

These issue statements have been developed by the community and the Planning Department. The issues have been used to establish goals and recommend actions which are presented within each element of the Plan.

#### **Commercial**

- This community contains a wide variety of commercial retail activities which attract a large number of residents from surrounding communities.
- Some commercial areas within this community exhibit symptoms of disorganization and economic decline.
- This community contains a concentration of adult entertainment uses, which exhibit excessive signage and contribute to the occurrence of crime (i.e., prostitution) in the area.
- Many commercial areas developed under the provisions of the Midway Planned District exhibit a general lack of adequate parking, setbacks and landscaping.

#### **Industrial**

- The Plant 19 and adjacent storage yard have redevelopment potential as an industrial park or a major institutional use which would need extensive transportation improvements and design control.
- Industrial areas of this community exhibit symptoms of physical and economic decline.
- Redevelopment and rehabilitation in much of the industrial area has been hampered by poor access, odd-sized lots and an alternating pattern of commercial and industrial land uses.
- Access to major transportation routes is needed for the retention of light industrial uses.
- Rooftops and open storage areas are unscreened.
- Commercial activities have preempted the industrial use areas.

### **Bay-to-Bay Canal**

- Development of a canal linking San Diego Bay to Mission Bay via the San Diego River would provide an opportunity for a renewed vitality and upscale image for the Midway/Pacific Highway Corridor community. Before plans for such a canal can be developed and incorporated into the City's Local Coastal Program, the City shall conduct additional environmental assessment of the impacts of such a canal, including but not limited to the impacts to the tidal regimes, biological productivity and water quality of Mission Bay and San Diego Bay. Completion of that assessment will be followed by a request that the Coastal Commission certify amendments to the Midway/Pacific Highway Corridor Land Use Plan and the certified Mission Bay Park Master Plan that reflect the alignment of the canal links to the San Diego River. In addition, if by that time the Coastal Commission has certified a Land Use Plan (LUP) for the former Naval Training Center, such LUP shall also require amendment to reflect linkage of the canal with San Diego Bay.
- An alternative to the bay-to-bay canal is the development of a linear park or waterway without connections to the San Diego Bay or Mission Bay in the Midway/Pacific Highway Corridor community planning area.
- The canal would be an amenity that would provide opportunities for recreation, outdoor dining, entertainment, and an enhanced living and working environment.
- Development of the canal presents challenges for automobile circulation.
- Development of the canal is likely to be a long-term effort, and implementation will occur in phases.

### **Institutional**

- Because of their size and integral role in the community, institutional uses can have either a very significant positive or adverse effect on the neighborhoods in which they are located.
- The institutional designation may not be appropriate if existing uses of institutionally designated sites relocate outside of the community.
- Institutional uses tend to have a significant impact on traffic within the community.

### **Residential**

- Most of the existing single-family units in this community are in need of repair and/or are inappropriately located within commercial and industrial areas.
- The community is subject to significant noise levels which, in some areas, exceed the 65 CNEL threshold for residential use as recommended by the General Plan, thereby limiting new locations and increased intensities for residential development. However, as quieter aircraft are phased in, additional areas become suitable for residential development because proper noise attenuation becomes more economically feasible.
- Most residential open space, park and recreational opportunities exist outside of the community.

## **Urban Design**

- Urban design guidelines are needed to improve the visual character of the community.
- Many commercial projects in this community are physically and visually isolated from the surrounding neighborhood by poor circulation, landscaping and site design.
- Excessive signage and utility lines present a cluttered community image.
- Landscaping along the public right-of-way is minimal or nonexistent.
- The community lacks pedestrian-oriented amenities such as benches at bus stops, definitive pathways, safe lighting and pedestrian-oriented landscaping.

## **Transportation and Circulation**

- Circulation within the community is often congested and confusing.
- Traffic which passes through the community contributes significantly to the congestion of streets in the community.
- Vehicular congestion is expected to increase as traffic volumes rise.
- On- and off-street parking and loading facilities are inadequate in certain areas.
- Excessive curb cuts along major streets have contributed significantly to traffic flow problems, and along industrial streets have removed the opportunity for on-street parking.
- Auto/pedestrian conflicts are apparent throughout the community.
- Lack of sidewalk continuity, as well as physical obstructions, hamper pedestrian and handicap access throughout the community.

## **Community Facilities**

- The community lacks open space and public park and recreation areas.

## **Environmental**

- Airport noise effects the quality of experience for both the residential and business populations.
- Street noise is prevalent along major commercial boulevards and intersections.
- Most of the community has been identified as having a relatively high risk of liquefaction.
- The area may contain significant historic, architectural, and/or archaeological resources which have not yet been identified.

### **Local Coastal Program**

- The portion of this community which lies within the Coastal Zone is located immediately adjacent to the Lindbergh Field runway and is directly beneath the airport glide path.
- Traffic impacts associated with the Marine Corps Recruit Depot and other areas within the jurisdiction of the Port District may impact the Coastal Zone area of the community.
- The Centre City/Pacific Highway Corridor Local Coastal Program requires protection of major public view corridors, improved sign control, and improved landscaping and design where the existing zoning does not address these goals.

*Plan Elements*

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