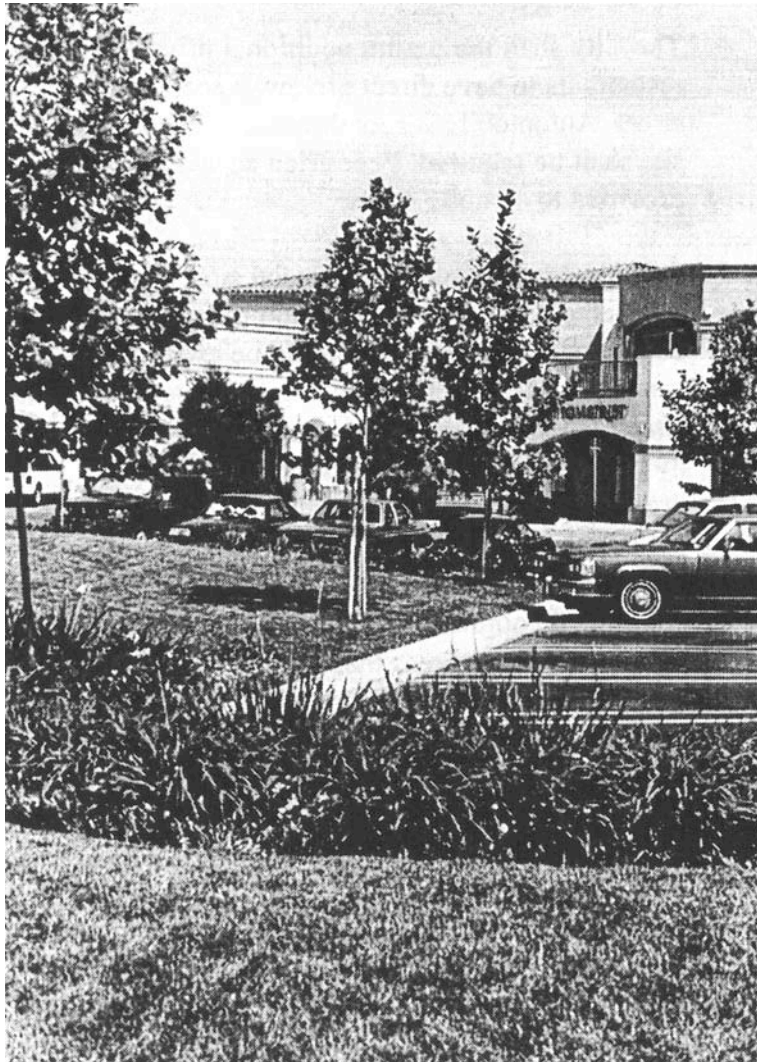

COMMERCIAL LAND USE



GOALS

- Conveniently located and well-designed commercial development.
- Commercial areas that also serve as centers for community activity.
- A reduction in automobile trips associated with commercial services.
- Neighborhood commercial services that are easily accessible to pedestrians and bicyclists.

INTRODUCTION

Commercial development in Mira Mesa is generally automobile-oriented, with large parking areas between the stores and the streets. Newer developments have incorporated trees within the parking lots to help break up these normally large barren areas and have increasingly stressed aesthetic considerations in building and site design. This is exemplified in the developments at the intersection of Black Mountain Road and Mira Mesa Boulevard. These areas have been planned with cohesive architecture, building materials, signs and landscaping. Driveways have been consolidated and the parking areas are shared among users. Still, as in most suburban shopping center development, that found in Mira Mesa is not oriented to the pedestrian or bicyclist.

POLICIES

1. Until the zoning code update can provide adequate implementation for commercial land use policies, the City shall require a planned Commercial Development Permit for any new commercial project that requires processing of a rezone, subdivision map or other discretionary permit.
2. For properties along Miramar Road, the City shall limit commercial retail uses that generate additional traffic impacts at peak hours to existing M-1A or commercially zoned areas. Support commercial uses may be included within industrial parks according to the development criteria contained in the **Industrial Land Use Element** (Miramar Subarea Proposal).
3. The City shall ensure that all projects under the Navy's flight pattern are reviewed for conformance with the Comprehensive Land Use Plan for NAS Miramar.
4. The City shall not permit additional drive-through restaurants to have direct driveway access to a public street. Automobile access through a larger commercial site shall be required. Pedestrian access should be provided to a public street.
5. As Mira Mesa's older commercial sites begin to redevelop, a more pedestrian and transit-oriented commercial environment should be established. This can be accomplished by placing buildings closer to the street; emphasizing pedestrian paths and activity areas by providing benches, tables and shaded areas; and breaking up large areas of concrete or asphalt with patterned paving.
6. Additional commercial development should be permitted only in areas that are served, or are proposed to be served in the future, by transit. Provision of sheltered passenger waiting areas should be requirements of all new commercial development.
7. In the review of discretionary projects, the City shall employ the criteria in the **Development Criteria Element** of this Plan, as appropriate, in its determination of consistency with the Plan.

PROPOSALS

1. Commercial Designations

Approximately 171 acres in Mira Mesa are designated for commercial development as shown on **Figure 21**. Seven categories of commercial use and one overlay designation are proposed:

The **Neighborhood Commercial** designation is intended to encourage the organized concentration of retail goods and services for the convenience of the immediately adjacent residential neighborhood. Typical uses found in neighborhood shopping centers include grocery stores, pharmacies, restaurants, dry cleaners, service stations, specialty apparel shops, beauty parlors, professional office and financial services.

The **Community Commercial** designation is intended to encourage organized concentration of a wide variety of retail goods and services for the community. In addition to the uses specified in the neighborhood commercial designation, the uses found in community shopping centers include, but are not limited to, general apparel and merchandise sales, movie theaters and furniture sales.

The **Business Commercial** designation is intended to encourage the development of commercial centers to serve the employees of the surrounding industrial parks. Such developments are characterized by a high level of design to complement adjacent industrial and office development. Typical uses are similar to those specified in the neighborhood commercial designation but with an added emphasis on uses that serve the business community. Employment generating uses may be provided if included with a range of retail and service uses.

The **Specialized Commercial** designation is intended to provide for the location of commercial uses that are more suitable for individual auto access than for general shopping area developments. These uses include auto sales and service, car washes, furniture, appliance and building supply stores and rental businesses. Multi-tenant shopping centers that concentrate on specialized uses such as auto sales and service; furniture sales; and other commercial facilities that support and are ancillary to such specialized uses also are intended.

The **Commercial Recreation** designation is intended to accommodate recreation facilities for residents and visitors. At present, this designation is limited to the skating rink near Black Mountain Road and Galvin Avenue. In the future, the Commercial Recreation designation may be proposed for other sites in the community to locate health clubs, golf driving ranges and other related uses. The sites should be chosen to provide easy auto access and not create land use conflicts with residential neighborhoods.

The **Visitor Commercial** designation is intended primarily for hotels and motels. Specialty shops, restaurants, entertainment and other uses catering to visitors may also be provided.

The **Office Commercial** designation provides for professional and financial services in locations served by primary access, yet inappropriate for commercial or high-employment office centers because of the proximity to residential uses. Related uses may include lodges and clubs, medical clinics and convalescent homes.

The **Airport Overlay** Designation is intended to ensure that development of properties that are subject to high noise levels or accident potential from aircraft operations at NAS Miramar are reviewed for conformance with the CLUP for NAS Miramar. The noise contours and accident potential zones, and the uses and intensities that are compatible in these areas, are shown in **Appendix D**.

In general, development in Accident Potential Zone (APZ) 1 is limited to a lot coverage of less than 25 percent. Building square footage is limited by a formula that is intended to restrict the number of people exposed to accident potential at any one time to 50 persons per acre.

For example, for a one-acre site the following building intensities would be compatible in APZ 1:

Building Type	Building Size	Floor Area Ratio
Warehouse Building	50,000 sq. ft. per acre	1.15
Office Building	10,000 sq. ft. per acre	.23

The intensity of retail buildings that would be compatible in APZ 1 varies depending on the area devoted to stock rooms, ground floor and upper floors. Property in APZ 2 is limited to a lot coverage of less than 40 percent. No further intensity restrictions are applied.

The CLUP also prevents office and hotel development in areas that are subject to noise levels in excess of 70 decibels CNEL and requires interior noise attenuation for all indoor uses that are subject to noise levels in excess of 65 decibels CNEL. (Hotel development in APZ 1 is prohibited.)

2. **Site-specific Proposals**

a. Miramar Road

This Plan provides for the continued location of auto-dependent uses along Miramar Road—primarily a mix of light industrial and specialized commercial uses. Support commercial uses that are part of a larger industrial park are encouraged, but should be permitted under a planned industrial permit process only. Retail uses that generate heavy traffic at peak hours should be limited to existing M1-A or commercially zoned areas.

Because Miramar Road is primarily intended as an industrial area, commercial uses must be designed to minimize visual intrusion to avoid creating the appearance of a commercial strip. New development fronting Miramar Road should consolidate

driveways or take access from adjacent side streets to reduce traffic conflicts caused by turning movements. This will also improve the continuity of the sidewalk and front landscape strip, increasing the attractiveness of this area to the pedestrian as well as the motorist.

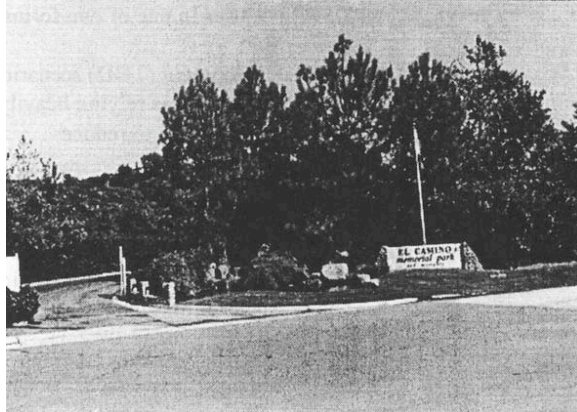
b. Sorrento Mesa

Commercial services in Sorrento Mesa should continue to consist of hotels, restaurants, and convenience services that cater to employees of the industrial and office parks. Retail services should be permitted only in existing commercial designations or as part of larger industrial parks that are processed as planned industrial developments.



c. Mira Mesa Boulevard and Camino Ruiz

Two shopping centers and an office center provide community serving uses such as department stores, clothing stores, movie theaters, and medical and dental offices at this intersection. Also at this location are community facilities such as the library, senior citizens center, a fire station, community and neighborhood park and Mira Mesa High School. This area should be enhanced as the community's focal point by continuing to locate public facilities here.

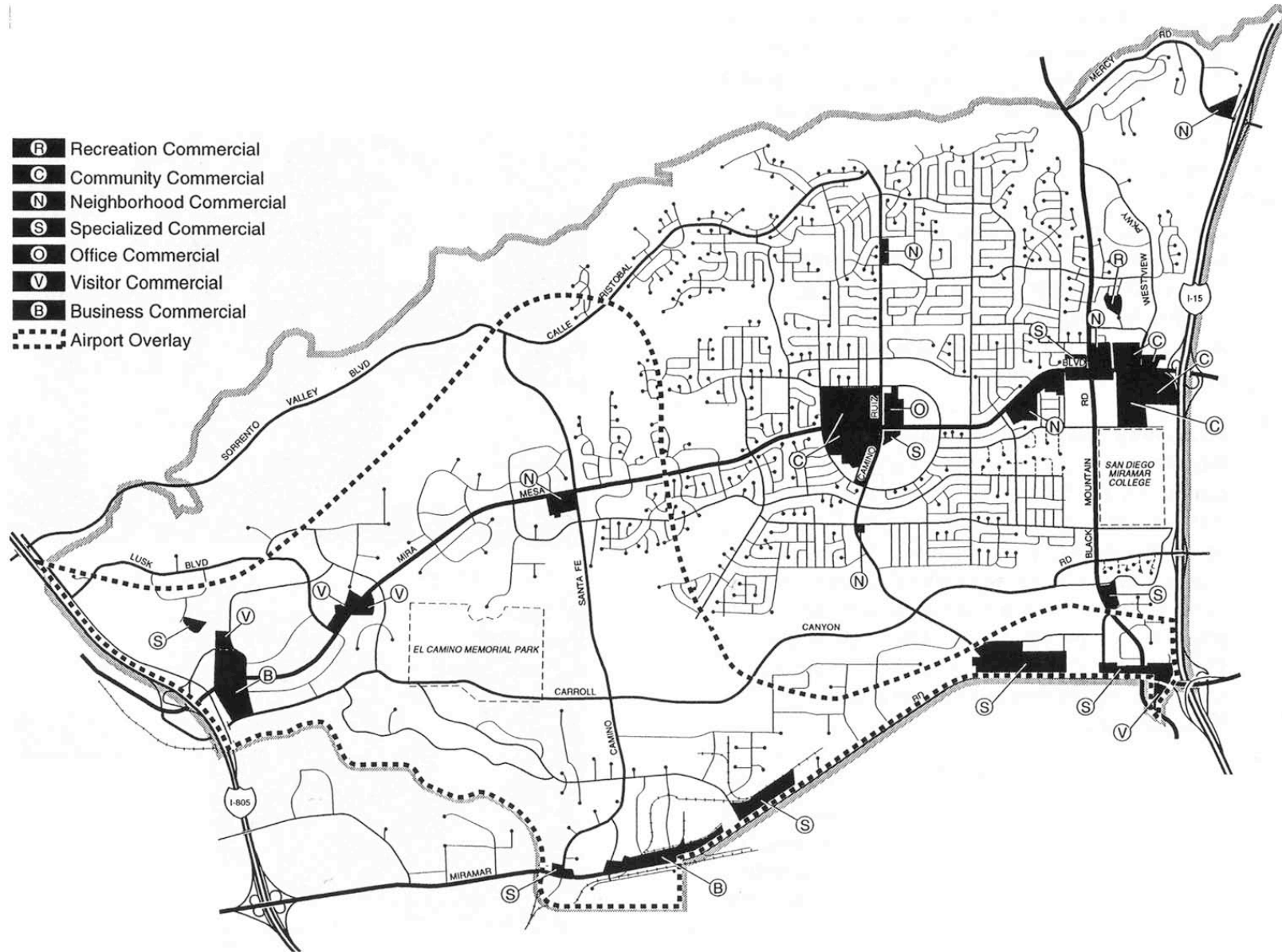


Because of the large areas they serve, auto use will continue to be the predominant mode of travel to these centers; however, as these properties redevelop, an effort should be made to make these centers more accessible to transit users, pedestrians and bicyclists, as described in **Policy 5** above.

d. Mira Mesa Boulevard from Black Mountain Road to I-15

The 65-acre Kaiser property at the southwest corner of Mira Mesa Boulevard and I-15 should be developed as an integrated retail commercial/office/entertainment and medium-density residential project. It is anticipated that commercial, entertainment, office and residential uses will occur in this area. As such, development should occur under the City's planned commercial development (PCD) process for commercial land uses and planned residential development (PRD) process for residential land uses.

- R** Recreation Commercial
- C** Community Commercial
- N** Neighborhood Commercial
- S** Specialized Commercial
- O** Office Commercial
- V** Visitor Commercial
- B** Business Commercial
-  Airport Overlay



Recommended Commercial Land Use
Mira Mesa Community Plan

21
 FIGURE



Because this site is located proximate to a planned bus transfer facility currently under study by MTDB, future development should emphasize a pedestrian-friendly environment and reinforce the use of public transportation. The mix of land uses should occur at an intensity which can support existing or planned transit opportunities. Site planning and design should focus on mobility options, such as pedestrian, bicycle and vehicular travel. Access should occur in a manner which integrates these mobility options and provides logical connection to the variety of uses which can occur in these areas of the community through the use of enhanced plazas and pedestrian promenades.

e. Mira Mesa Boulevard and Camino Santa Fe

Approximately ten acres at the southwest corner of this intersection are designated for neighborhood/commercial uses. This site is intended to serve the residential development east of Camino Santa Fe, as well as the industrial development to the west. The property is being developed under the planned commercial development process and will include a grocery store, restaurants and a service station. Commercial uses should not be expanded west of this ten-acre site.

f. Mercy Road and I-15

A neighborhood commercial site of approximately three acres is proposed at the northwest corner of I-15 and Mercy Road. This area should be developed under the planned commercial development process to provide for freeway-oriented needs such as a service station, as well as provide for convenience shopping for the adjacent residential neighborhood.

ACTION PLAN

Implementation Measures	Timing			Responsibility for Implementation	Source of Funding	See for More Detail
	Adopt With Plan	Within 10 Years	Within 15 Years			
Require PCDs for new commercial development until the Zoning Code Update is completed.	●			Planning Department	Reimbursable	Policies 1-4
Review all projects in the Airport Overlay designation for conformance with the CLUP.	●			Planning Department	Reimbursable	Policy 3