
IMPLEMENTATION ELEMENT

The Mission Beach Precise Plan sets forth a series of goals and proposals regarding the future of the Mission Beach community. The Plan, however, is only a step in the process of achieving the most desirable living environment for the area. In order to be meaningful, the goals of the Plan must be realized. The means of accomplishing goals is through implementation of Plan proposals which is primarily the responsibility of the community itself, through its Planning Organization.

The first section of the Implementation Element details the Plan maintenance responsibility. The following section is an account of the proposals of the Plan, suggested priorities for carrying them out, details of the type of action necessary for implementation and suggestions as to necessary financing. In addition to the summary of proposals there is an account of existing Capital Improvement Projects, and suggestions for additional inclusions. Last, a summary of legislative tools details the type of support available for implementing the Plan.

The Plan belongs to the people of the Mission Beach community. Implementation of its recommendations is primarily their responsibility. With citizen initiative and governmental cooperation, the goals of the Plan will be realized.

PRECISE PLAN MAINTAINANCE

The Mission Beach Precise Planning and Implementation Organization should continue to function, with its primary responsibility being the implementation of the Plan. Its work should include initiating action based on proposals of the Plan, monitoring all development activity in Mission Beach, conducting general meetings periodically within the community in order to raise the consciousness of the people relative to the planning and implementation efforts and to obtain public opinion, and to act as a liaison between the citizens and City government.

The City should make every effort to aid and encourage the Organization in carrying out its activities. Staff time should be allocated in order to provide assistance when necessary. All decisions made by the City regarding the Mission Beach community should necessarily involve the citizens of the community.

PRECISE PLAN PROPOSALS

The recommendations of the Plan are summarized in the following tables. An effort has been made to assign priorities to all proposals in terms of their overall importance.

RESIDENTIAL PROGRAMS

Proposal	Priority	Necessary Action	Financing
1. Develop a Planned Residential District to replace existing residential zoning. Reduce permitted density. Rewrite yard requirements. Provide for FAR bonuses. Establish permanent height limitation. Increase average parking requirement.	Immediate	Write appropriate legislation. Adopt Planned District Ordinance.	No capital outlay. City staff time.
2. Rehabilitate sub-standard housing.	Short-range	Rank sub-standard conditions by order of importance. Cite major violations of health, safety and sanitation. Identify all minor violations. Determine most efficient and less costly method of correcting violations. Disperse all such information to property owners and residents.	Cost to be borne by property owners. City staff time. Printing cost.
3. Maintain and develop a lower income housing program.	Mid-range	Investigate sources of rehabilitation funds and subsidy funds. Examine the use of incentives in order to maintain a reasonable price on housing.	No capital outlay. City staff time.
4. Develop an affirmative action program for promoting balance.	Short-range	Assemble information on available housing programs. Disperse information to potential builders. Assemble information on available housing. Disperse information widely to persons of all income levels.	No capital outlay. Printing cost.
5. Study the relationship of assessment practices to development in Mission Beach.	Mid-range	Examine the practices and techniques used in assessing Mission Beach property. Investigate the use of existing tax programs in order to fulfill community goals. Propose revisions to local assessment practices if warranted. Propose changes in tax laws if warranted.	No capital outlay. City staff time.

COMMERCIAL PROGRAMS

Proposal	Priority	Necessary Action	Financing
1. Develop a Planned District to replace existing commercial zoning. Allocate neighborhood commercial plus commercial recreation. Rewrite yard requirements. Provide for FAR bonuses. Establish permanent height limitation. Develop special parking requirements. Increase landscaping requirements.	Immediate	Write appropriate legislation. Adopt Planned District Ordinance.	No capital outlay. City staff time.
2. Study the feasibility of establishing off-street parking districts.	Long-range	Evaluate existing enabling legislation. Analyze interest among commercial businesses and property owners. Create assessment district.	Special assessment district.

COMMUNITY FACILITIES PROGRAMS

Proposal	Priority	Necessary Action	Financing
1. Establish the elementary school facility.	Immediate	Analyze in detail the cost of operating the school facility. Community lobbying effort with the local school board. Establish fixed attendance area encompassing all of Mission Beach.	Capital outlay by the School District.
2. Develop landscaped mini-parks.	Mid-range	Prepare site plan and cost estimates for converting the school playground and the ends of Places into mini-parks.	Capital outlay. City staff time.
3. Convert selected Places into pedestrian-oriented malls, serving as linkages between the ocean and bay.	Ongoing	Generate interest among property owners adjacent to the Places. Prepare site plans for the project areas.	Assessment to adjacent property owners. Possible City capital outlay. City staff time.
4. Prepare a detailed Master Plan for the Amusement Park.	Immediate	Develop criteria applicable to any proposed upgrading of the Amusement Park. Evaluate any proposals for the Amusement Park against such criteria.	No capital outlay. City staff time.
5. Develop a program to evaluate and reduce criminal activity in Mission Beach.	Short-range	Analyze the nature of criminal acts. Seek input from citizens of Mission Beach relative to crime. Develop recommendations for distribution and use by Mission Beach residents. Develop recommendations for action by the City in solving the problems.	No capital outlay. City staff time.

COMMUNITY AMENITY PROGRAMS

Proposal	Priority	Necessary Action	Financing
1. Prepare design manual for private property improvement. Materials Colors Textures Shapes Ornamentation Siting Fencing Landscaping Lighting Soundproofing	Short-range	Develop criteria. Adopt manual explaining criteria. Distribute manual to all persons seeking to improve property in Mission Beach.	City staff time. Printing cost.
2. Prepare design plan for public spaces. Overall system Location Use Size Shape Materials Street furniture	Short-range	Develop criteria. Adopt plan.	City staff time.
3. Prepare sign criteria. Shape Texture Material Lettering Layout	Short-range	Develop criteria. Adopt criteria. Distribute to all persons and businesses using identification signs.	City staff time. Printing cost.
4. Prepare landscaping plan for public spaces and criteria for private efforts.	Short-range	Develop criteria. Adopt plan and criteria. Distribute criteria to residents and property owners.	City staff time. Printing cost.
5. Underground utilities.	Short-range	Determine the cost of total undergrounding. Solicit support from residents and property owners. Analyze alternative methods of financing.	Probable assessment district.

TRANSPORTATION PROGRAMS

Proposal	Priority	Necessary Action	Financing
1. Initiation of the Mission Boulevard Improvement Project. Construction of: Storm drain pump station; collector drains; local drains; new sidewalks between existing walk and curbs; streetlight facilities; left-turn pockets; signals; landscaping; undergrounding; striping for one lane in each direction.	Immediate	Construction in phases after the completion of all necessary hearings.	Gas tax fund. Storm drain bond fund. Area assessment district.
2. Reduce through traffic.	Short-range	Use directional signing to discourage through traffic entering the community. Remove Mission Beach from the 52-mile scenic drive.	Minor capital outlay.
3. Reduce beach user traffic on Mission Boulevard.	Short-range	Use directional signing to encourage beach user traffic into the Bonita Cove parking reservoir directly from West Mission Bay Drive.	Minor capital outlay.
4. Increase parking on Mission Boulevard.	Short-range	Reduce number of bus stops. Coordinate curb cuts, loading zones and fire hydrants.	Minor capital outlay.
5. Reduce existing number of curb cuts.	Ongoing.	Close access of selected alleys to Mission Boulevard at the will of owners of property having access on such alleys.	Minor capital outlay.
6. Widen Mission Boulevard median in South Mission Beach.	Short-range	Determine cost of 14-foot median. Solicit property owner support. Create assessment district.	Assessment district.
7. Widen Mission Boulevard median in North Mission Beach.	Long-range	Monitor traffic conditions. Determine when extra pavement is not needed for traffic. Determine cost of 14-foot median. Solicit property owner support. Create assessment district.	Assessment district.
8. Reduce parking along Mission Boulevard.	Long-range	Monitor the adequacy of off-street parking. Determine when off-street parking is sufficient to accommodate needs of residents. Establish trial program of parking removal and analyze the results.	Minor capital outlay.
9. Increase off-street parking by using all existing spaces.	Short-range	Locate all existing off-street parking spaces presently not used for storage. Encourage owners to use spaces for parking purposes.	No capital outlay.

Proposal	Priority	Necessary Action	Financing
10. Develop parking reservoirs primarily for beach user parking.	Mid-range	Determine the demand for parking spaces for recreational use, both short and long range. Develop and study alternative solutions including the use of parking structures, the provision of facilities away from Mission Beach connected by shuttle, and the possibility of joint use by residents. Determine the cost for various alternatives. Analyze alternative methods of financing. Implement the most feasible solution.	County-wide funding. Possible fee for use of facility. City staff time.
11. Expand regular shuttle service to area colleges.	Short-range	Analyze demand for transportation to campuses from Mission Beach. Investigate the provision of service, both public and private. Provide service to meet demands where they exist.	If public, funding through Transit Corporation, probably subsidized. City staff time.
12. Upgrade bus stops.	Short-range	After reduction in the number of stops, design remaining ones to be attractive, safe and convenient to the public. Reconstruct remaining stops. Remove advertising signs on the beaches.	Minor capital outlay by Transit Corporation. City staff time.
13. Institute demonstration shuttle service for beach users and, possibly, residents.	Short-range	Commence service in the summer of mini-buses running the length of Mission Boulevard. Study the advisability of charging a fee. Analyze the service in terms of frequency of use and nature of the users.	Capital outlay by Transit Corporation for subsidized service.
14. Widen Ocean Front and Bay Side Walks.	Short-range	Prepare final plans.	Capital outlay.
15. Build bikeways.	Short-range	Prepare final plans.	Minor capital outlay.

EXISTING CAPITAL IMPROVEMENT PROJECTS

Project	Description	Cost	Fiscal Year
11-032	New drains and inlets. Four pump stations.	\$776,000	1973-74
22-309	Sidewalks and ornamental lighting along Bayside Walk north of West Mission Bay Drive.	\$124,000	1973-74
22-429	Picnic facilities and decorative walk lighting along Bayside Walk south of West Mission Bay Drive.	\$ 54,000	1973-74
22-426	Comfort stations, recreational facilities in Bonita Cove.	\$107,000	1973-74
22-406	Electrical power facilities in Bonita Cove.	\$ 32,000	1973-74
22-410	Irrigation, landscaping and walks in Bonita Cove.	\$466,000	1973-74
22-405	Parking lots in Bonita Cove.	\$250,000	1973-74
22-408	Pump stations for Bonita Cove.	\$ 22,000	1973-74
22-404	Roads and drainage for Bonita Cove.	\$200,000	1973-74
22-407	Sewer and water mains for Bonita Cove.	\$ 98,000	1973-74
22-308	Landscaping, picnic facilities, parking lot and drainage facilities for El Carmel Point.	\$ 72,000	1973-74
22-411	Landscaping, picnic facilities, comfort station, utilities, sewer pump station, parking lots and access roads for Mission Point.	\$394,000	1973-74
22-307	Boat center facility for Santa Clara Point.	\$316,000	1973-74
23-020.1	Comfort station at El Carmel Place.	\$ 43,000	1975-76
23-020.2	Comfort station north of Santa Clara Place.	\$ 48,000	1975-76
37-028	Undergrounding of City streetlight circuits in conjunction with private utility undergrounding.	\$200,000 \$608,000 \$552,000	1973-74 1974-75 1975-76
52-105.3	Mission Boulevard Improvement Project - El Carmel Place to Pacific Beach Drive.	\$320,000	1973-74
52-105.2	Mission Boulevard Improvement Project - West Mission Bay Drive to El Carmel Place.	\$142,000	1974-75
52-105.1	Mission Boulevard Improvement Project - San Diego Place to West Mission Bay Drive.	\$186,000	1975-76

PROPOSED CAPITAL IMPROVEMENT PROJECTS

Project	Description	Priority
1. Develop mini-parks.	Convert the elementary school playground into a landscaped mini-park. Convert the stubs of selected Places adjacent to Bayside Walk and Ocean Front Walk into mini-parks.	Ongoing
2. Reduce through traffic.	Change directional signing in the vicinity of Mission Beach to discourage through traffic.	Short-range
3. Increase parking on Mission Boulevard.	Coordinate curb cuts, loading zones, fire hydrants and bus stops in order to more efficiently use on-street parking.	Short-range
4. Reduce existing curb cuts on Mission Boulevard.	Block off selected alley openings where acceptable to adjacent residents in order to reduce openings onto Mission Boulevard.	Ongoing
5. Reduce parking along Mission Boulevard.	Remove on-street parking at such a time when off-street parking is sufficient to accommodate the needs of the residents.	Long-range
6. Develop beach user parking.	Provide parking reservoirs, possibly structures, for the automobiles of persons wishing to use the beach.	Mid-range
7. Widen Ocean Front Walk.	Widen the boardwalk on existing right-of-way of the present sidewalk in order to accommodate pedestrians and bicycles.	Short-range
8. Build bikeways.	Stripe bikeways throughout Mission Beach, connecting paths in Pacific Beach with Mission Bay Park via West Mission Bay Drive.	Short-range

AVAILABLE LEGISLATIVE TOOLS

There are a number of ordinances and policies available for use in implementing proposals of the Mission Beach Precise Plan. The following is a summary of these legal tools.

Zoning Ordinance

The zoning ordinance is used primarily to regulate the use of private land. A community is usually divided into various zones, each of which permit certain land uses governed by development regulations. Zones are established for use on a citywide basis. Mission Beach is currently regulated by several of these zones.

Planned District

The planned district is a part of the zoning ordinance. It is intended for use in certain areas in order to implement adopted plans through the application of appropriate controls in lieu of conventional zoning. Such controls must be at least as comprehensive as regular zoning. The advantage of this procedure is that regulations can be tailored specifically for Mission Beach.

Assessment District

There are two basic assessment districts that receive wide use. The Improvement Act of 1911 can be used for streets, sidewalks, street trees, bridges, sewers, gas and water lines, lighting, storm drains and transportation facilities. The act establishes machinery for levying against property and for recovering unpaid assessments. All costs are borne by benefiting property owners. The Municipal Act of 1913 has wider application because it may also be used to acquire public improvements rather than just construct like the 1911 Act.

California Pedestrian Mall Law of 1960

This law allows cities to create a special district and authorize the financing and construction of mall-related improvements including paving, sidewalks, curbs, gutters, sewers, drainage, parking areas, restrooms, fire protection facilities, water distribution, public assembly, street lighting, landscaping, statuary, fountains and benches.

Parking District Laws

There are a number of legislative tools available to aid in the creation of off-street parking districts. The Revenue Bond Law of 1941 permits bonds to be sold to finance parking projects. Parking fees are used to retire the bonds. This law might be used to finance beach user parking although the revenue generated by such a project may be less than necessary to retire the bonds. The Vehicle Parking District Law of 1943 assesses benefiting property owners in proportion to their benefit. This Law is more applicable to private residential or commercial efforts to provide parking for their own needs. The Parking Law of 1949 enables municipalities to establish a parking authority as an independent corporation. The basic financing method available under this law is revenue bond financing, similar to the 1941

Law. The Parking Law of 1951 permits the use of an assessment procedure for securing bonds. A parking district of any size can be created, adding flexibility in the provision, financing and user charges for parking. The fact that no other parking district may fall within the boundaries of one created under this law may limit its application on a citywide basis. The Parking and Business Improvement Area Law of 1965 establishes new property tax and business licensing revenue bases for financing improvements and services to commercial districts. Different tax rates are permitted to correspond with the degree of benefit. The San Diego Parking and Improvement District Procedural Ordinance No. 1 establishes a method by which public parking places and adjacent improvements might be acquired, constructed and operated through the creation of special assessment districts. It includes and supplements the 1943 Law.

COUNCIL POLICIES

Periodically, the City Council adopts policies in order to guide the various regulatory functions of the City and, where necessary, to establish procedures by which functions are performed. Many of these policies have applicability to Mission Beach in terms of its implementation of the Plan. Included herein is a list of these policies that could be of use, even if remotely, in implementing recommendations of the Plan.

- 200-1 Distribution of Street Improvement Costs
- 200-3 Methods of Maintaining Streets Not Now to Full Improved Standards
- 200-4 Installation or Removal of Parking Meters
- 200-5 Planting of Trees in City Streets
- 200-6 Criteria for Installation of Traffic Signals
- 200-7 Installation of Parking Facility Guide Signs
- 200-8 Criteria for Installation of Stop Signs
- 400-6 Replacement, Betterment, and Expansion of Water and Sewer Facilities in Previously Developed Areas
- 600-2 Rezoning-Dedications and Improvements
- 600-4 Standards for Public Rights-of-Way and Public Improvements Installed Therein
- 600-5 Community Plans
- 600-6 Community Plans, Implementation of Adopted Plans Rezoning
- 600-8 Underground Conversion of Utility Lines at Company Expense

- 600-13 Zoning Applications - Refiling
- 600-16 Major Structures Spanning Public Rights-of-Way
- 600-19 Fostering the Development of Balanced Communities
- 700-8 Mission Bay Park Policies
- 700-9 Leases to Non-Commercial, Non-Profit Organizations, and/or Clubs in Mission Bay Park
- 700-10 Assignment and/or Subletting of City Leases
- 700-11 Lease Assignment
- 700-12 Lease Negotiation
- 700-13 Capital Improvement Programs for Parks and Recreation
- 700-14 Procedures for Expenditure of Park and Recreation Bond Funds
- 700-15 Assessment Proceedings for Park Districts
- 700-16 Off-Street Vehicle Parking Districts
- 700-17 Policy on Dedication of Park Lands
- 700-27 Establishment of Parking Time Limit Zones in Residential Districts
- 800-1 Installation of Pedestrian Separation Structure
- 800-2 Improvements to Cover a Whole Block
- 800-3 Assessment Proceedings
- 800-4 Financing of Drainage Facilities
- 800-5 Median Openings