

EXECUTIVE SUMMARY

PLAN VISION

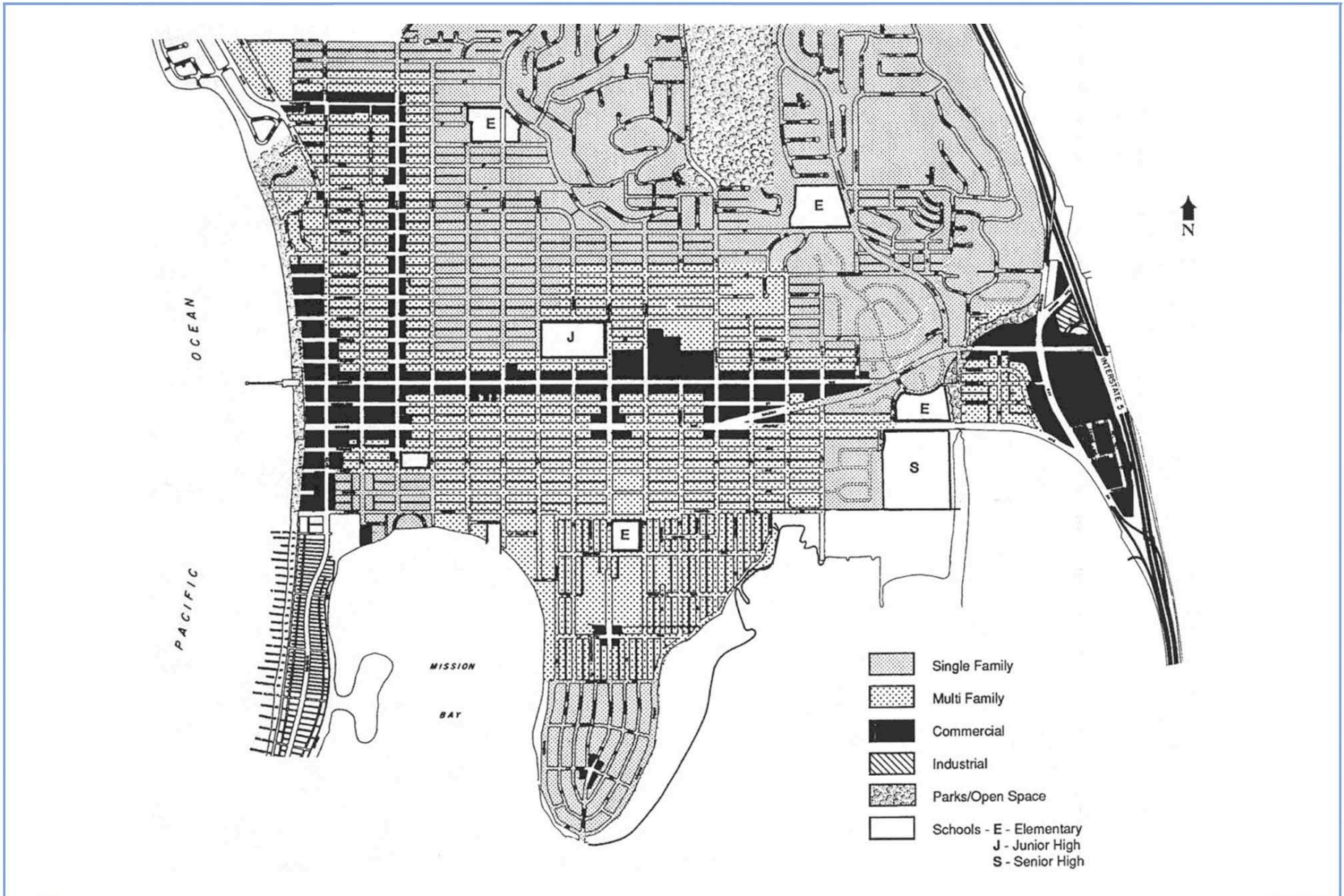
Pacific Beach is both benefited and burdened by its proximity to the Pacific Ocean and Mission Bay. As the community develops over the next twenty years, it will strive to reconcile the duality of its roles as a visitor destination and a residential community. The desirable aspects of the community which draw both visitors and residents alike--the beach, the bay, Kate Sessions Park and its scenic vistas--will be enhanced through improved identification and access. Conversely, those negative impacts--resulting primarily from increased traffic--will be minimized through the increased provision of convenient and affordable public transit.

The San Diego Trolley light rail transit line along Interstate 5 will serve the community and will provide linkages with convenient shuttle buses or other transit that will service key destinations within the community. Visitors will be encouraged to utilize peripheral parking and/or public transit. Usage of the community's bikeways will also be enhanced with improved identification and landscaping. Those residents and visitors who do need or choose to drive their automobile will be able to do so, utilizing the community's improved circulation system. Once these cars reach their destination, however, the pedestrian-oriented nature of development and pedestrian amenities will encourage passengers to stop and get out of their cars.

New development in the community will be concentrated along and around Garnet Avenue and Mission Boulevard, which are the community's primary commercial areas and transit corridors. Visitor-serving commercial uses will predominate along Mission Boulevard, while the remainder of the community's commercial area will be oriented towards resident-serving uses. Residents and visitors alike will be enticed to walk to and along these streets, which will be characterized by a sense of vitality created by the variety of uses and services, identifiable streetscape, architectural interest created by balcony restaurants or other pedestrian-oriented features, and residential activity. The East Mission Bay Drive area will continue to provide the community with regional-serving commercial uses. The various residential and commercial areas in the community will retain their unique neighborhood character, and the community's history will be further preserved through identification and designation of its heritage resources.

The identity of distinct residential neighborhoods in Pacific Beach will be reinforced. Crown Point, Braemar, Sail Bay and other neighborhoods will be distinguished by their varied streetscape themes. New development in residential areas of the community will complement the established scale, thus fostering the sense of neighborhood harmony.

The Earl and Birdie Taylor Library will serve as a community landmark as well as a focal point for community activities. In addition to the recreational opportunities provided by the beach and bay, residents and visitors will have increased access to active recreational facilities throughout the community, such as the tennis courts at Mission Bay High School and the softball fields and the recreation center next to Pacific Beach Junior High.



Community Land Use Map
Pacific Beach Community Plan

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FIGURE



KEY COMMUNITY ISSUES

In the initial stages of this plan update, the Planning Department worked with the Pacific Beach Community Planning Committee to identify key issues related to planning and development in the community. These issues, highlighted below, served as the basis for this plan update and the goals and recommendations contained herein.

Traffic, Circulation and Parking

- Traffic congestion continues to worsen in the community, particularly during holidays and the summer months.



- Beach-and-bay destination traffic and pass-through traffic has diminished the feeling of "community" in Pacific Beach. Although the area is served by public transit, visitors and most residents continue to rely on private automobiles for moving within and through the community.

- Sufficient parking is not available in some areas of Pacific Beach, particularly in the summer and on weekend evenings. Because Pacific Beach also lacks sufficient garage space and off-street parking, streets are also impacted by the on-street parking of recreational vehicles and boats. Recent development has, however, provided adequate parking.

Commercial

- Community-serving commercial uses in the area are insufficient; residents must go outside of the community for basic needs (such as theaters, clothing, etc.).
- The Garnet Avenue commercial strip continues to exhibit deterioration and economic decline.
- Commercial establishments in the community have increasingly developed with automobile rather than a pedestrian or transit orientation.
- Despite its extraordinary traffic load, the East Mission Bay Drive commercial area conveys a negative image as the gateway to the community.

Residential

- Affordable housing opportunities (e.g., studios, one bedrooms) have been reduced (both in absolute numbers and as a percentage of housing stock) because of soaring land costs and a decrease in allowable residential densities.
- Much of the residential portion of Pacific Beach lacks neighborhood identity.
- Redevelopment of properties in the single-family neighborhoods has not reflected the established bulk and scale of those neighborhoods. Many of the newer single-family homes appear to be more massive than multifamily buildings.

Parks and Recreation

- The community's parks and recreational facilities are inadequate to meet the needs of the resident and visitor populations.
- With little or no signage, beach and park access is inadequate.

Community Character

- Many commercial and residential properties in the community, particularly in transitional neighborhoods, are in need of general maintenance or improvement.
- The community does not have an identifiable center or core.
- Utility poles and wires, stored or abandoned vehicles, unpaved alleys, and sporadic use of street trees detract from a positive community character.
- The community is affected by the increasing homeless and migrant worker population arising from continuing economic hardship. The situation has served to frustrate residential and commercial improvement efforts.

OVERALL GOALS

The Planning Department and the Community Planning Committee have generated land-use goals as follows:

- Provide public facilities for the education, recreation, safety and health of Pacific Beach residents including children, families, the elderly and the physically or mentally challenged.
- Promote a mixture of commercial services to meet needs of existing and future populations.
- Create safe and pleasant pedestrian linkages among residential neighborhoods, commercial facilities and other neighborhood destinations.
- Reduce traffic congestion by increasing the efficiency, economy and attractiveness of public transit in the community, promote safe and attractive bicycle and pedestrian routes, provide physical and operational improvements to the circulation system.
- Enhance commercial areas and residential neighborhoods by establishing street tree patterns and promoting general maintenance and improvement of residential and commercial properties.
- Enhance existing public access to the beach, bay and park areas along the shoreline to benefit community residents and visitors.
- Develop and maintain beach and bay recreational facilities adjacent to Pacific Beach to serve both residents and visitors, while assuring that such facilities will not adversely affect the community in terms of traffic or parking.
- Implement design standards for single-family and multifamily development to ensure that redeveloped properties reflect the scale and character of the neighborhood.
- Stimulate the physical rehabilitation and economic revitalization of the Garnet Avenue commercial district.

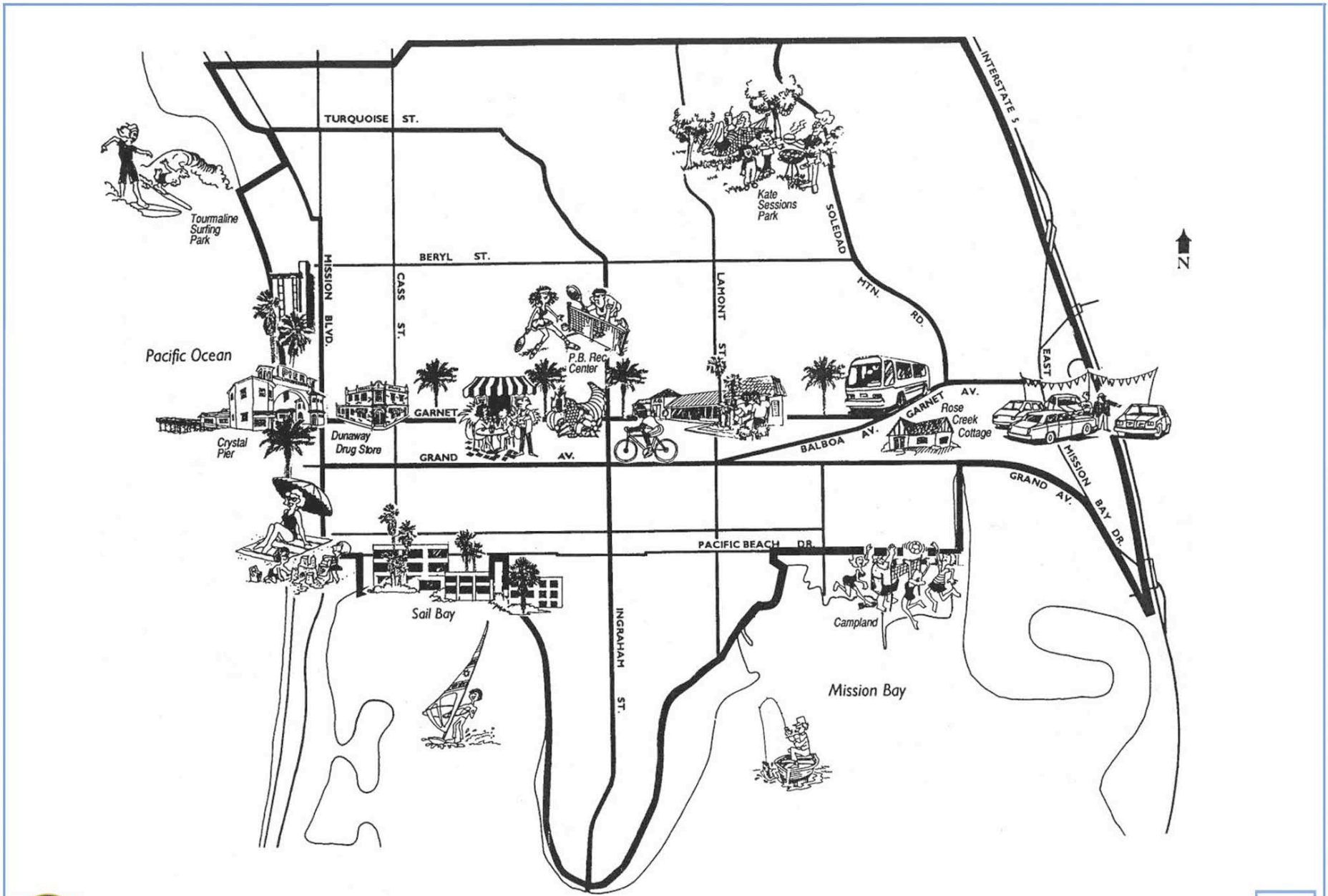


Image Map
Pacific Beach Community Plan

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FIGURE