

INTRODUCTION

PURPOSE OF THE PLAN

The Pacific Beach Community Plan and Local Coastal Program Land Use Plan is the City of San Diego's adopted statement of policy for growth and development of the Pacific Beach planning area over the next decade. The plan proposes specific goals, policies and strategies regarding the use and development of land within Pacific Beach and identifies how land use and development will affect public services and facilities such as local schools, parks, roads, water and public safety.

The plan designates areas for residential, commercial, community facilities and recreational uses. The plan recommends areas that should remain free from development to preserve natural resources, especially the unique relationship that exists between Pacific Beach and its primary natural resource--the Pacific Ocean and Mission Bay.

PLAN ORGANIZATION

The Pacific Beach Community Plan includes goals, policies and recommended actions, and land-use maps which illustrate plan recommendations. The final plan will include a fold-out land-use map (scale of 1 inch to 800 feet). A large 1 inch to 400 foot scale map on file with the Planning Department depicts land-use designations with greater clarity.

The Pacific Beach Community Plan text is organized as follows:

The *Introduction* describes the purpose of this plan, its organization and development.

The *Planning Context* provides background on the planning area, history, and urban and environmental settings which serve as the framework for future development.

The *Elements of the Community Plan* contain land-use goals for development of the community, and the policies to achieve these goals. Each element also contains a table of recommended actions and time frames to implement the policies and proposals of the plan.

The *Appendices* contain lists of reference documents used in preparing this plan, supplemental documents that provide additional detailed recommendations, and proposed streetscape plans for specific residential and commercial areas.

HOW THE PLAN WAS DEVELOPED

The update of the Pacific Beach Community Plan was a cooperative effort involving the citizens of the community, the Pacific Beach Community Planning Committee, other community organizations, the City of San Diego Planning Department, and other City Departments and governmental agencies. The update process began with Planning Department preparation of a community outreach paper that was printed in the *Beach and Bay Press*, Pacific Beach's community newspaper. The outreach paper outlined the

community planning process, the overall goals of the community plan and encouraged broad community involvement in the update process.

At the onset of the plan update process, the Pacific Beach Community Planning Committee established subcommittees to work on different elements of the plan update. Representation on the subcommittees included local business and property owners, architects, planners and community residents. The subcommittees identified a number of issues that served as the general framework for the development of the goals, policies and proposals of the plan update.

On August 8, 1992, an all-day Community Forum was held by the Community Planning Committee at the Catamaran Hotel. At that meeting approximately 80 people participated and, with the Committee, set goals and objectives for the future development of Pacific Beach.

After the forum, the Committee regularly held monthly, and sometimes bi-weekly, meetings where they and members of the public worked with the Planning Department to prepare this plan.

In updating this plan, the Planning Department reviewed a variety of documents, including the existing Pacific Beach Community Plan and Local Coastal Program Land Use Plan, the Beach Communities Traffic Options Study, the draft Transit Oriented Development Design Guidelines, the City of San Diego Progress Guide and General Plan (General Plan), and the Coastal Act. A complete list of the reference documents used in the preparation of this plan is included in Appendix J.