

A topographic map of San Diego, California, showing the city's geographical features and planning boundaries. The map is color-coded to show elevation, with green and yellow representing lower elevations and brown and grey representing higher elevations. A network of black lines represents major roads and highways. A red-shaded area covers the central urban core, and a yellow-shaded area covers the coastal region. A blue-shaded area is visible in the bottom left corner, representing the ocean. The text "City of San Diego General Plan Update" is overlaid in the upper center, and "City Planning and Community Investment December 2006" is overlaid in the bottom left.

City of San Diego General Plan Update

**City Planning and Community Investment
December 2006**

General Plan Update

- Comprehensive update to 10 elements
- Guided by the Strategic Framework Element vision, core values and City of Villages Strategy
- Structured to fit into the context of San Diego's community planning program



City of Villages Strategy

- Target compact growth in existing centers and corridors
- Create a network of walkable, mixed use village centers connected by transit
- Provide public spaces and facilities
- Provide a diversity of housing
- Preserve existing neighborhoods
- Preserve open space



Guiding Principles

1. Open space network
2. Diverse residential communities
3. Compact, walkable villages
4. Employment centers for a strong economy
5. Integrated, multi-modal transportation network
6. High quality public facilities
7. Historic preservation
8. Balanced communities
9. Clean and sustainable environment
10. High aesthetic standard

General Plan Elements



Land Use and Community Planning



Mobility



Urban Design



Economic Prosperity



Public Facilities, Services and Safety



Recreation



Conservation



Historic Preservation



Noise



Housing (under separate cover)

General Plan Update Timeline*

- April 2005 - General Plan Discussion Draft released
- May-June 2005 - Presentations to planning groups
- July 2005 – July 2005 Draft General Plan released
- July – Oct. 2005 - Planning Commission and Land Use and Housing Committee workshops
- August 2005- April 2006 – CPC Review
- May-August 2006 – PC and LU&H workshops
- October 2006 – Final Public Review Draft release
- March 2007 – Draft PEIR release
- June 2007- Public hearings

* Housing Element on separate timeline

Land Use and Community Planning Element

- City of Villages strategy and citywide land use policies
- Menu of land use designations
- Role of General Plan and community plans
- Guidance for community plan preparation
- Land Use and Streets Map
 - Composite of community plan maps
 - Does not replace or substitute community plan maps
 - No changes to land use designations or zoning
- Village designations to occur in community plans
- Community plans to identify areas of change and stability

Planning and Implementation

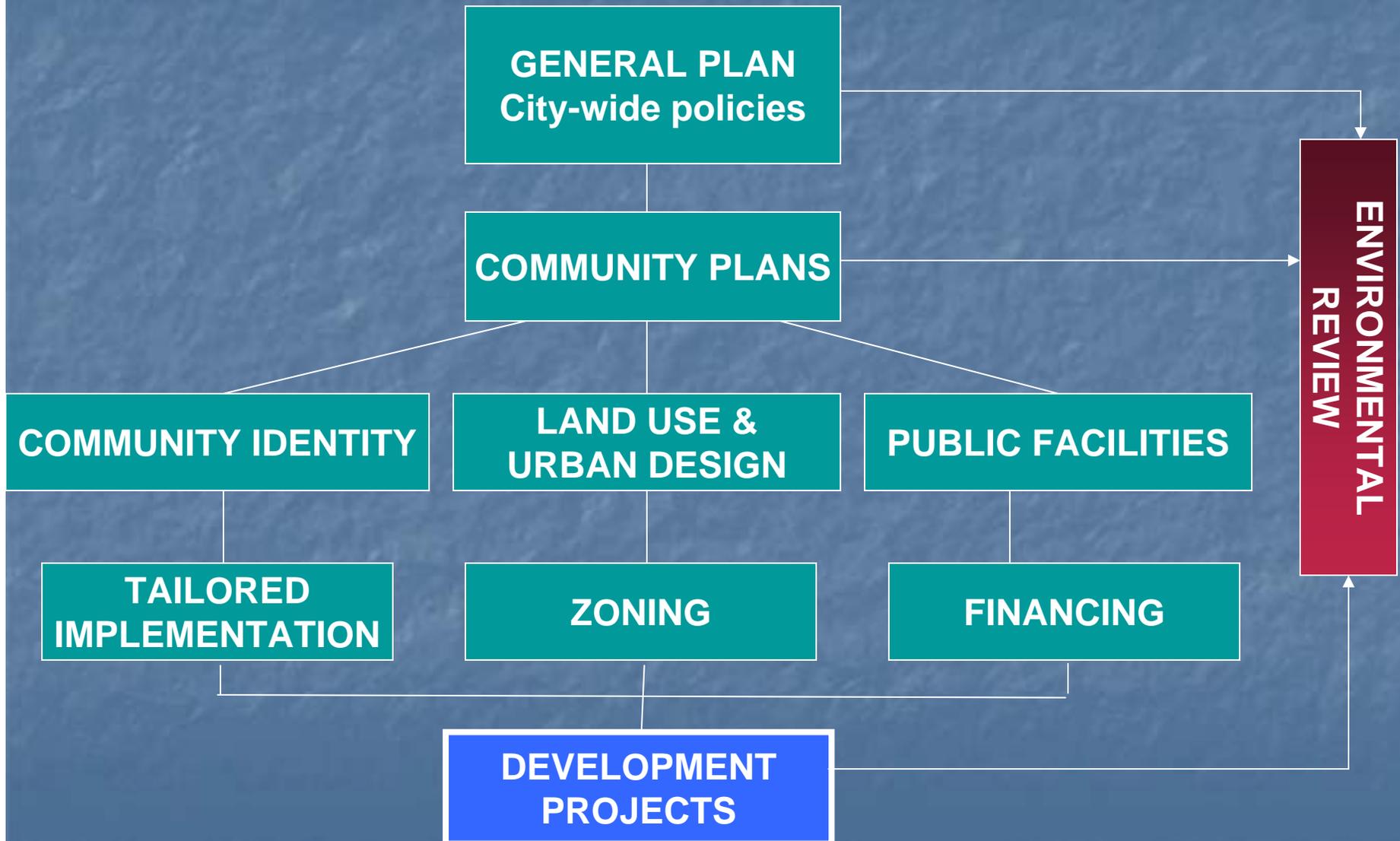


Figure LU-3

General Plan Land Use and Street System Map

General Plan Land Use

- Residential
- Commercial Employment, Retail, & Services
- Multiple Use
- Industrial Employment
- Institutional & Public and Semi-Public Facilities
- Park, Open Space, & Recreation
- Agriculture

Street System

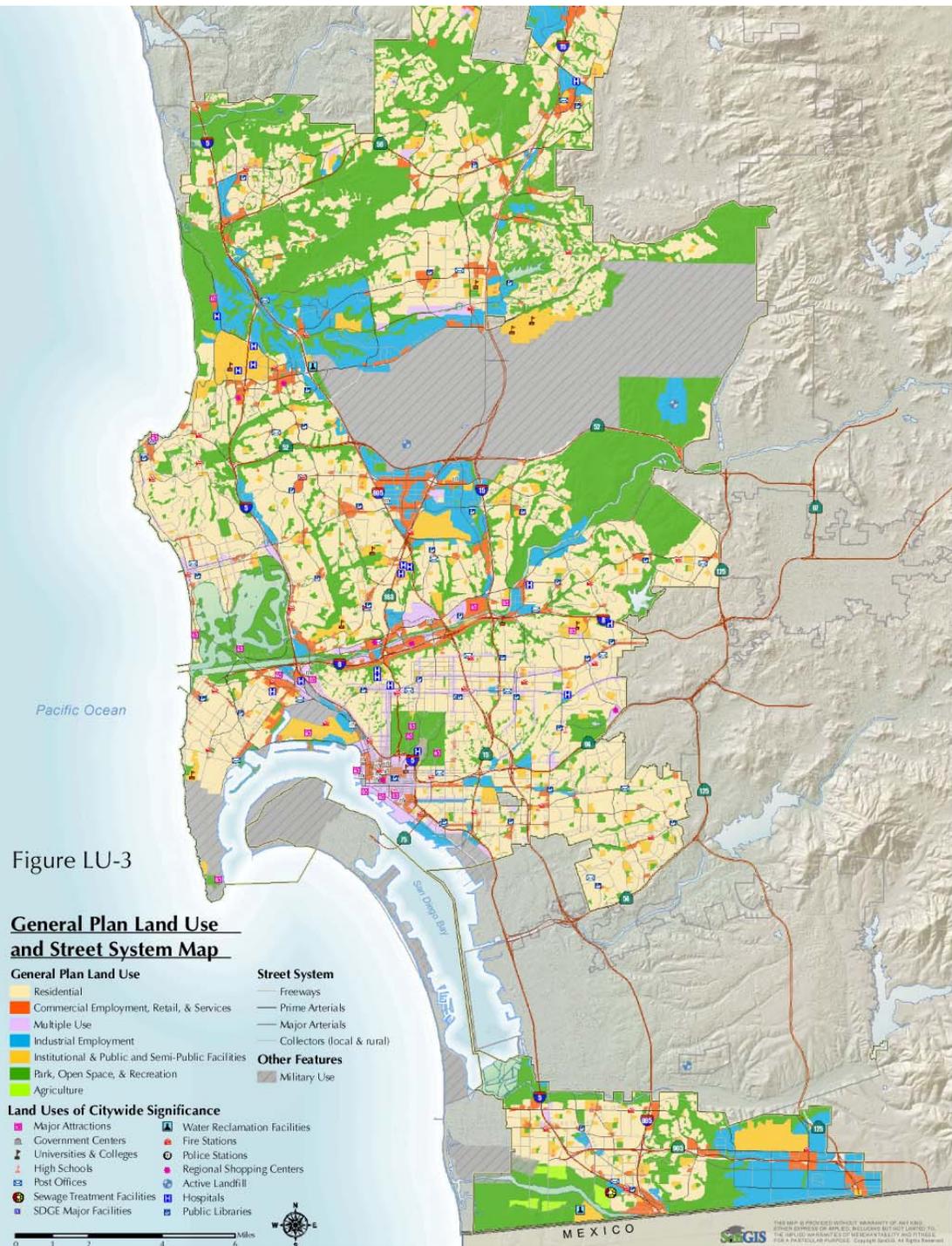
- Freeways
- Prime Arterials
- Major Arterials
- Collectors (local & rural)

Other Features

- Military Use

Land Uses of Citywide Significance

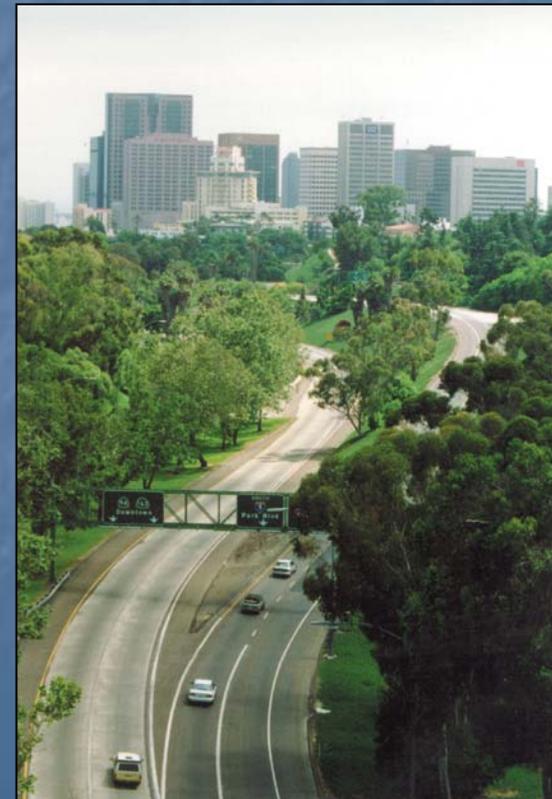
- Major Attractions
- Government Centers
- Universities & Colleges
- High Schools
- Post Offices
- Sewage Treatment Facilities
- SDGE Major Facilities
- Water Reclamation Facilities
- Fire Stations
- Police Stations
- Regional Shopping Centers
- Active Landfill
- Hospitals
- Public Libraries



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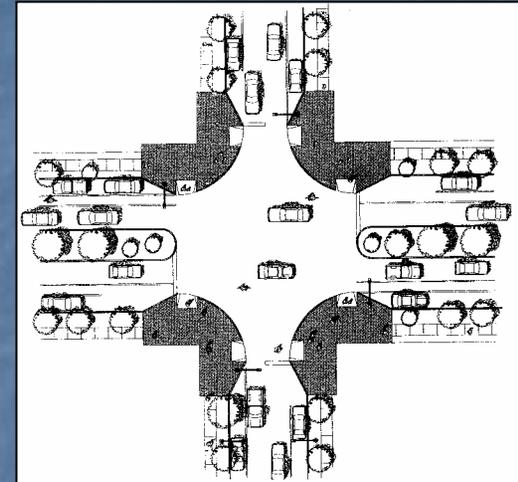
Mobility Element

- Multi-modal solutions
 - Walkable communities
 - Bicycle facilities
 - Streets and freeways
 - Transit and transit-orientation
 - Parking management
 - Transportation management
- Guidance for regional collaboration



Mobility – Toolbox Approach

- Provides a range of options
- Solutions to be tailored to meet site- or community-specific needs
- Toolboxes proposed for:
 - Pedestrian Improvements
 - Traffic Calming
 - Parking



Pacific Ocean

Transit Land Use Connections

Planned High Frequency Transit Service

Bus Rapid Transit & Rail

Existing Transit Service

Higher Frequency Lower Frequency

Bus Service Bus Service

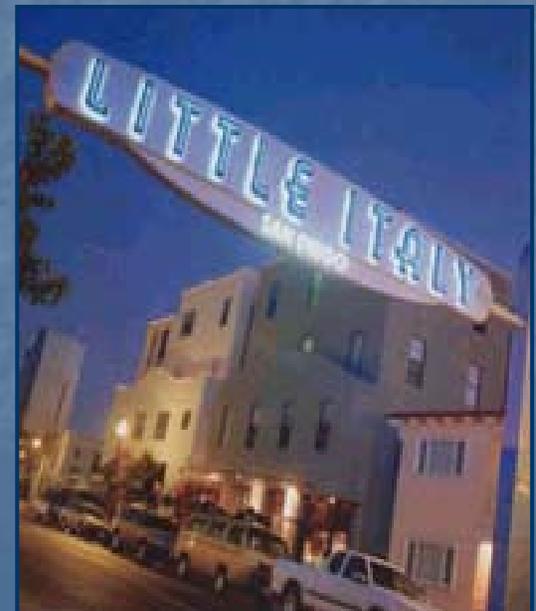
Existing and Planned Park and Open Space

Park, Open Space, and Recreation



Urban Design Element

- Respect the city's natural features and distinctive neighborhoods
- Create diverse, walkable, mixed-use villages
- Design vibrant public spaces and prominent civic architecture
- Provide public art



Conservation Element

- Promote sustainable development
 - Clean tech industries for environmental and economic benefits
- Protect open space, landforms and habitat
- Conserve and manage resources
 - Water supply
- Prevent pollution
 - Reduce greenhouse gas emissions
- Manage storm water runoff
- Expand the urban forest



Economic Prosperity Element

- Protect Employment Lands
 - Identifies Prime Industrial Lands
 - Limits non-industrial land use intrusions
- Community Investment
 - Access to capital
 - Redevelopment
 - Employment and commercial land uses
 - Infrastructure investments
- Workforce Quality of Life
 - Promote middle-income job opportunities
 - Workforce housing in villages
 - Education and training



Communities With Prime Industrial Land

- Mira Mesa
- Rancho Bernardo
- University
- Kearny Mesa
- Torrey Pines
- Scripps Ranch
- Sabre Springs
- Carmel Mountain Ranch
- Navajo
- Clairemont Mesa
- Miramar Ranch North
- Barrio Logan
- Centre City

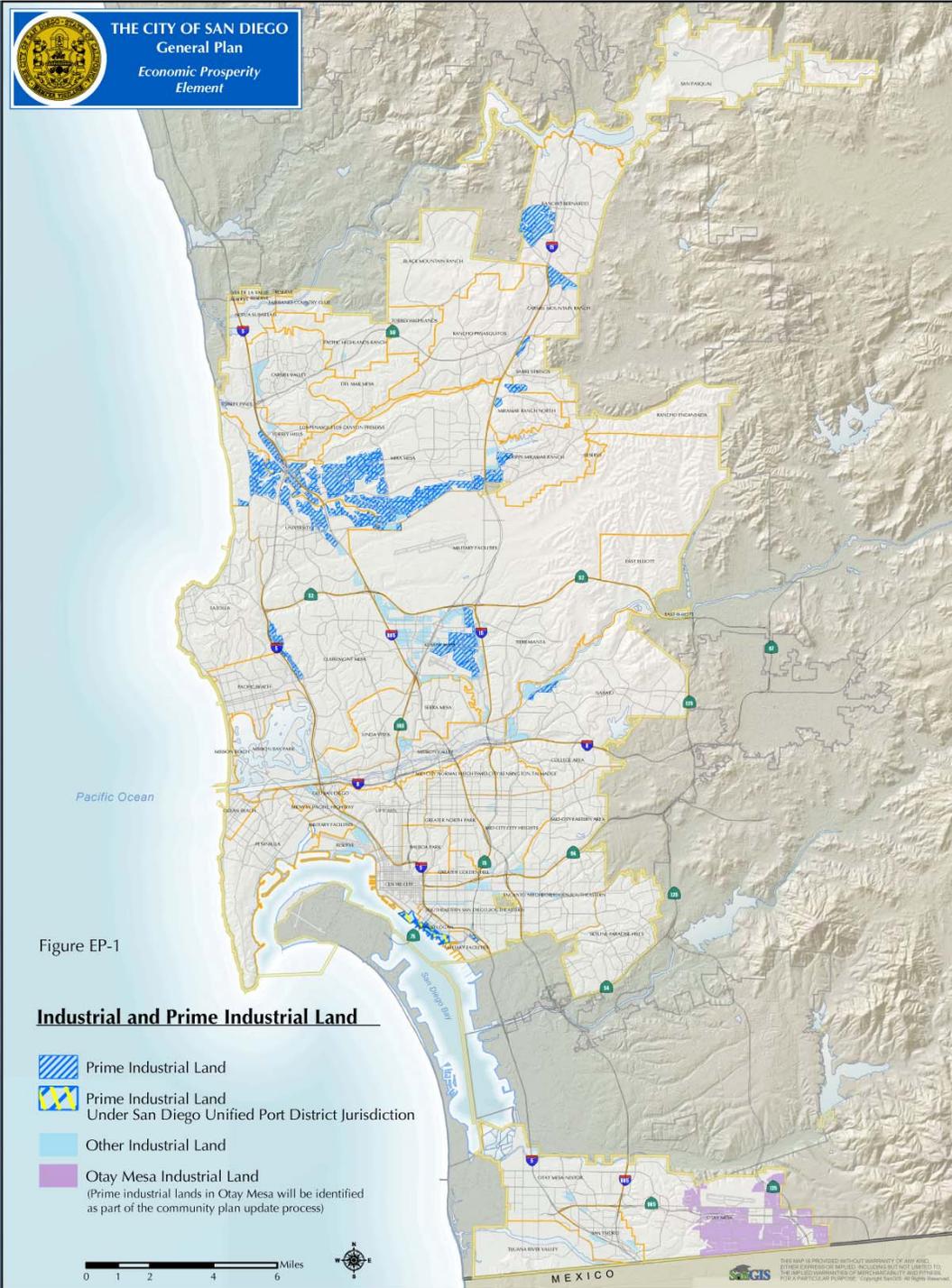


THE CITY OF SAN DIEGO
 General Plan
 Economic Prosperity
 Element

Figure EP-1

Industrial and Prime Industrial Land

-  Prime Industrial Land
-  Prime Industrial Land Under San Diego Unified Port District Jurisdiction
-  Other Industrial Land
-  Otay Mesa Industrial Land
 (Prime industrial lands in Otay Mesa will be identified as part of the community plan update process)



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Draft Collocation Policy

Other Industrial Land (Non-Prime)

- Contains a significant amount of non-industrial uses such as commercial office and retail.
- May contain parcels not large enough to attract industrial users.
- Encourage collocation subject to suitability factors such as public health considerations, availability of transit and other public facilities, provision of on-site affordable housing.
- Public Health – could require 1000-ft distance separation from hazardous or toxic substances, or a study to determine a lesser distance.

Community Plan Land Use Designations

- Apply when community plans are updated
- Industrial Designations created to retain land for base-sector uses
- Commercial retail uses restricted in industrial designations to prevent further encroachment of non-industrial uses

Economic Development Strategy

- Regional Economic Prosperity
 - Business development incentives
 - Focus on middle income job-producing industries
 - Coordinate fiscal, economic, and regulatory policies
 - Support small businesses
- Increase Economic Opportunity
 - Create and retain suitable jobs
- Implement City of Villages Strategy
 - Coordinate redevelopment and business development activities
- Energy and Water Independence
- Revenue Enhancement

Recreation Element

- Provide for a wide range of recreational opportunities for a diverse population
- Provide population-based parks at 2.8 acres per 1,000 residents
 - Flexible implementation through “equivalencies,” includes using portions of resource-based parks
 - Limit equivalencies to no more than 50% of acreage
- Link neighborhoods, parks, and open spaces
- Prepare a citywide Park Master Plan



Citywide Park Master Plan

- Provide the implementation strategy for meeting park and recreational needs
- Identify community specific recreation needs
- Contain both Park and Recreation guidelines and equivalencies to meet community and citywide objectives
- Address equitable access to recreational resources
- Promote preservation of canyon lands



Public Facilities, Services and Safety Element

- City to build facilities to begin to lessen infrastructure deficits
- New growth to proceed, but not to compound existing facilities needs
- Formalized approach to prioritization
- Coordinated Capital Improvement Program process
- Policies for the provision of specific facilities and services



Public Facility Guidelines

- Fire-Rescue
 - Fire/EMS response times
 - Excess of 2,500 responses requires a needs analysis
- Police response times
- Library facility, service and design
- Park guidelines (Rec. Element)



New Sections

- Storm Water Infrastructure
 - Facility and service demands
- Water Infrastructure
 - Water supply and infrastructure
 - Watershed management and conservation policies located in the Conservation Element
- Public Utilities
 - Coordinate planning
- Regional Facilities
 - Active leadership
- Healthcare Services and Facilities
 - Coordinate to influence facility siting decisions



Facilities Prioritization

- Maximize efficiency in the annual allocation of capital resources for the Capital Improvements Program (CIP)
- Establish a structured approach to objectively rank projects by facility type
 - Weigh factors such as:
 - health and safety,
 - smart growth locations,
 - legal mandates,
 - communities in need
 - Community-level priorities
- Citywide CIP coordination



Public Facilities Financing

- City responsible for addressing existing deficiencies and future needs
 - Policies include a menu of financing options from which various strategies can be adopted
- Short-term strategies
 - Options include: grants, infrastructure bank funds, revolving fund loans, facilities and assessment districts, reimbursement agreements, financial leveraging, and partnering with redevelopment and other agencies
- Long-term strategies
 - Options include: infrastructure bonds, new or increased funding sources, legislative reform, and expanded financing districts

Developer Financing

- Private development responsible for fair share contributions
- Establish larger areas of benefit that include multiple communities
- Refine impact fee methodologies to maximize benefit
- Require physical improvements with community plan amendment density increases

FBA & DIF

- Facilities Benefit Assessment (FBA) (1980)
 - Exist in predominantly newer, urbanizing communities
 - Provide 100% of funds for public facilities
 - Current fees up to \$80,270 (DMM), with median of \$15,398
- Development Impact Fees (DIF) (1987)
 - Exist in urbanized communities
 - Fees collected at permit issuance according to type and amount of development to contribute (developer's) fair-share of public facilities costs
 - Current fees up to \$11,621 (MV), with median of \$4,080

Public Facilities Financing Plans

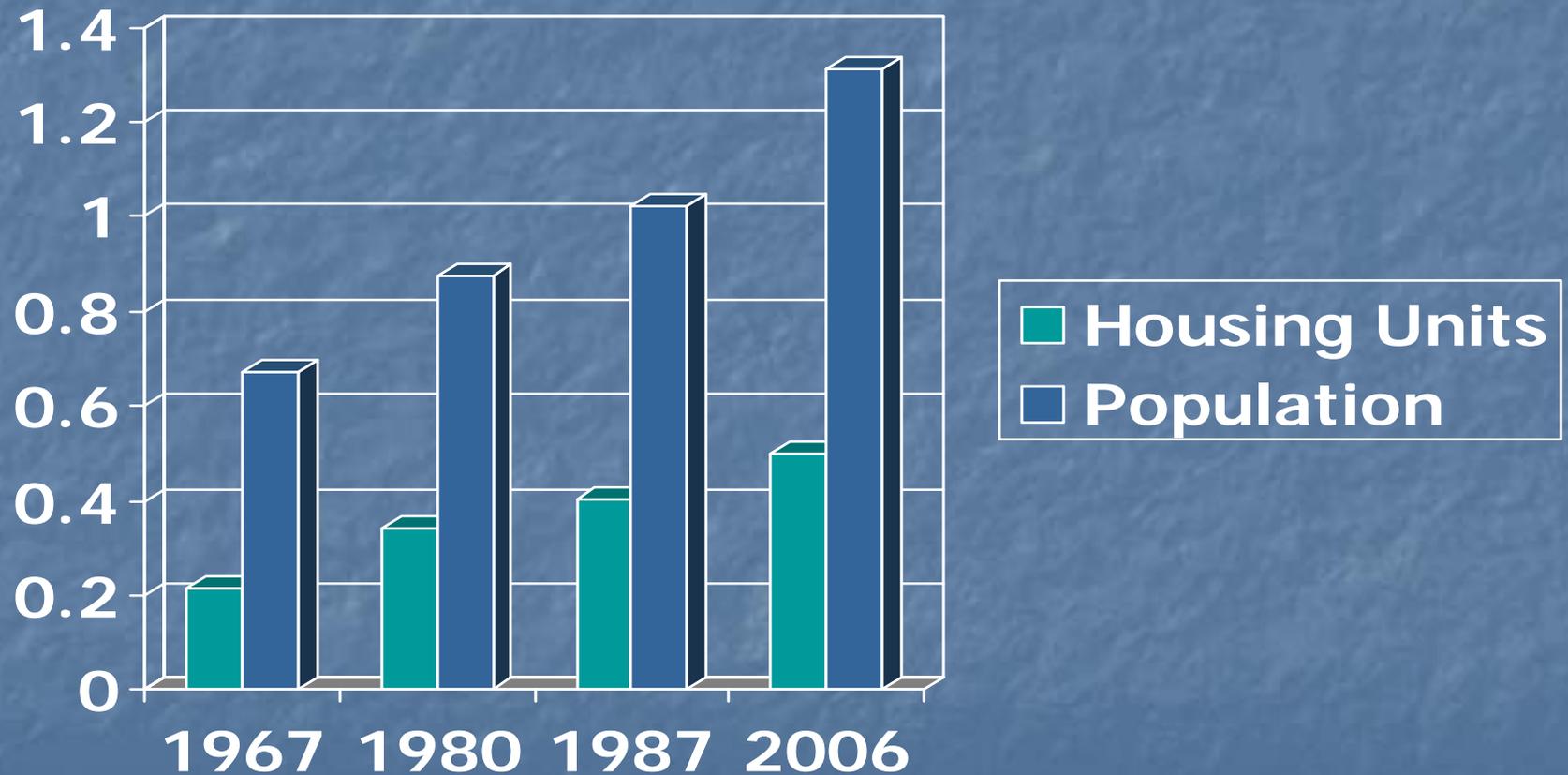
- Identify needed public facilities per Community Plan and General Plan guidelines
- Include area of benefit and full community development (buildout) assumptions
- Planned (PFFP) projects are included in annual Capital Improvements Program (CIP) once programmed
- DIF PFFPs updated periodically
- FBA PFFPs updated annually
- All PFFPs will be updated whenever a Community Plan is updated

City Development

- Total Housing Units Citywide
 - 1967 = 214,973
 - 1980 = 341,928 (59% increase from previous)
 - These units did not pay FBA or DIF
 - 1987 = 401,570 (17% increase from previous)
 - Only some portion of 17% paid FBA
 - 2006 = 499,730 (24% increase from previous)
 - Since 1987, all units have paid either FBA or DIF
- Non-residential development has paid FBA since 1980 and DIF since 1987 in respective areas
- Total Citywide Population
 - 1967 = 670,300
 - 1980 = 875,538 (30% increase from 1967)
 - 1987 = 1,022,395 (16% increase from 1980)
 - 2006 = 1,310,199 (28% increase from 1987)

City Development

Millions



Historic Preservation Element

- Strengthen historic preservation planning
- Actively identify, document, evaluate, designate and preserve historical resources
- Promote financial and development incentives for historic property owners
- Develop a historic preservation sponsorship program
- Foster greater public participation and education
- Increase opportunities for cultural heritage tourism



Noise Element

- Minimize exposure to excessive noise
- Identifies noise compatible land uses
- Provides typical abatement measures
- Addresses mixed-use
- Revisions to Noise Land Use Compatibility Matrix
 - Conditionally compatible land uses by noise level

To review the Draft General Plan visit:

<http://www.sandiego.gov/planning/genplan/draftfinal.shtml>

