



Issues & Opportunities Identified During the 2005 Community Plan Amendment Process

Community Plan Advisory Committee

March 21, 2012

Initiated to fulfill the City Council Directives

- **Remove the Bay-to-Bay concept from the Community Plan and Local Coastal Program Land Use Plan**
- **Develop an alternative strategy for open space and recreation**
- **Insert architectural and landscaping guidelines**
- **Identify portions of the community where mixed-use, urban, transit-oriented development should be encouraged**

Major Community Issues Identified

- **Is car oriented - congestion**
- **Complicated traffic patterns constrained by freeway on and off ramps**
- **Has hostile environment to pedestrians and bicyclists**
- **Has single uses separated from one another**
- **Lacks open space**

Major Community Issues Identified

Land Use

- **Encourage residential and employment mixed use focused at Trolley Station and nodes**
- **Increase residential housing in certain areas of the community**
- **Retain, replace or renovate the Sports Arena**
- **Create an outdoor public space for market/swap meet/concerts**

Major Community Issues Identified

Institutional

- **Support SPAWARS facility**
- **Improve utilization of Navy property**
- **Reuse the existing hospital building or allow a new hospital uses**
- **Remove County Mental Health facility**
- **Need for senior facilities**

Major Community Issues Identified

Commercial

- **Create a busy community/retail business district with exciting retail uses (not big box)**
- **Reduce strip malls and big box uses**
- **Maintain retail and commercial uses**

Major Community Issues Identified

Industrial/Office Employment

- **Concentrate employment uses adjacent to transit**
- **Keep light industrial uses**
- **Restrict expansion of light industrial uses**
- **Expand on the industrial area**

Major Community Issues Identified

Open Space / Parks Landscaping

- **Provide a variety of open space/park opportunities that:**
 - **for each of the districts**
 - **fit the community,**
 - **meet park space requirements,**
 - **in safe locations**
 - **are connected by pedestrian friendly streets**

Major Community Issues Identified

Open Space / Parks Landscaping

- **Elements of the open space/park concept include:**
 - **Civic/public open spaces**
 - **urban district parks**
 - **neighborhood pocket parks**
 - **regional links**
 - **neighborhood links**

Major Community Issues Identified

Open Space / Parks Landscaping

- **Create a connection to the San Diego River and regional parks and open space.**
- **Emphasis streets with shade trees, landscaping, and street furniture**
- **Emphasis on a landscape guideline for commercial and industrial uses**

Major Community Issues Identified

Urban Design

- **Emphasize existing community nodes**
- **Emphasize pedestrian friendly streetscape**
- **Emphasize continuity of architecture and landscaping**
- **Identify existing buildings that have an authentic and unique style reflective of the history and character of the area**
- **Use Little Italy as an example**

Major Community Issues Identified

Urban Design

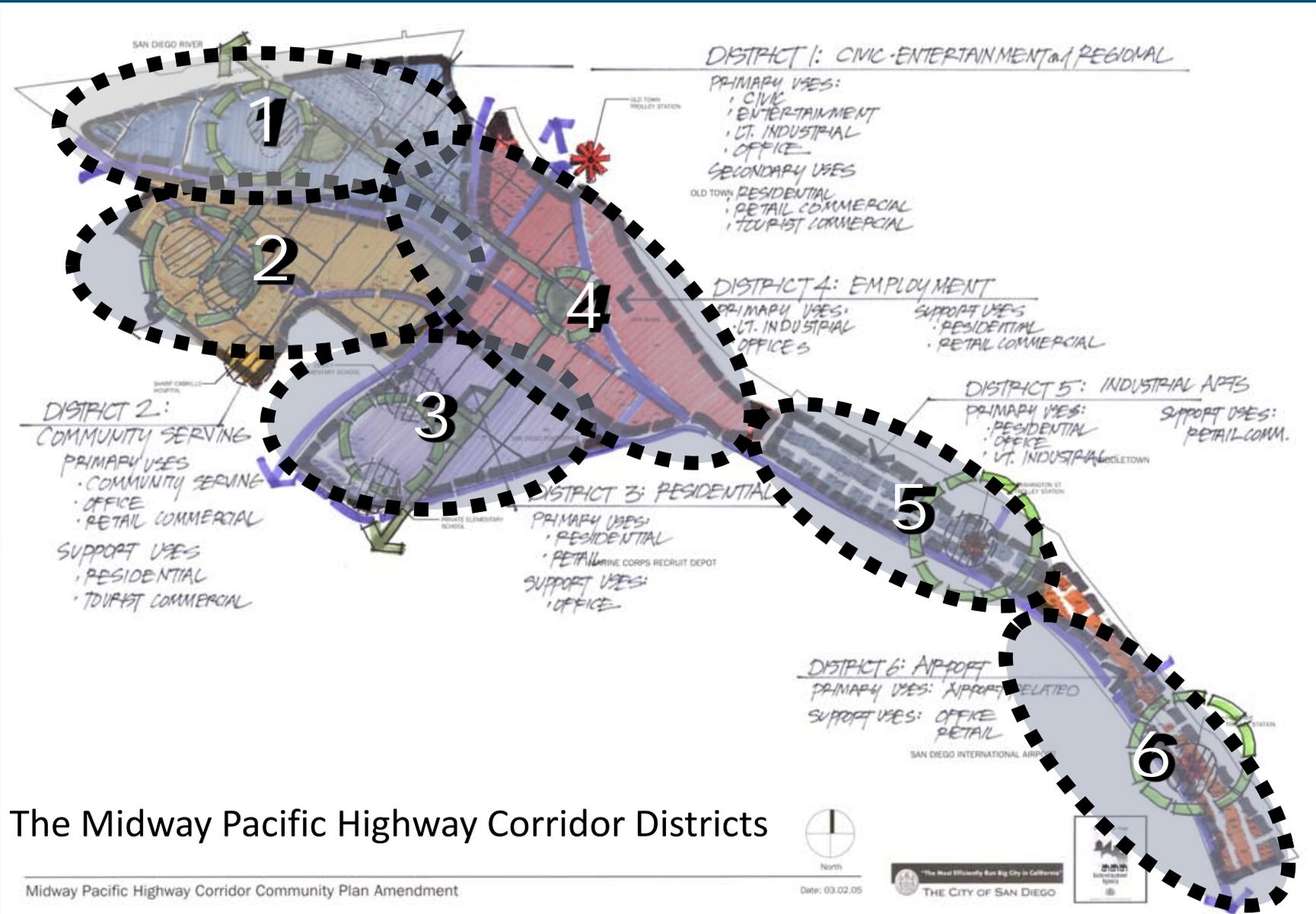
- **Emphasize the following types of styles:**
 - **Modern**
 - **Spanish Mission**
 - **Industrial Arts**
 - **Warehouse**

Major Community Issues Identified

Mobility

- **Increase connectivity to transit, shopping, and residential areas**
- **Improve signage,**
- **Improve access,**
- **Improve transit service,**
- **Increase multimodal connectivity**
- **Additional transit center parking**

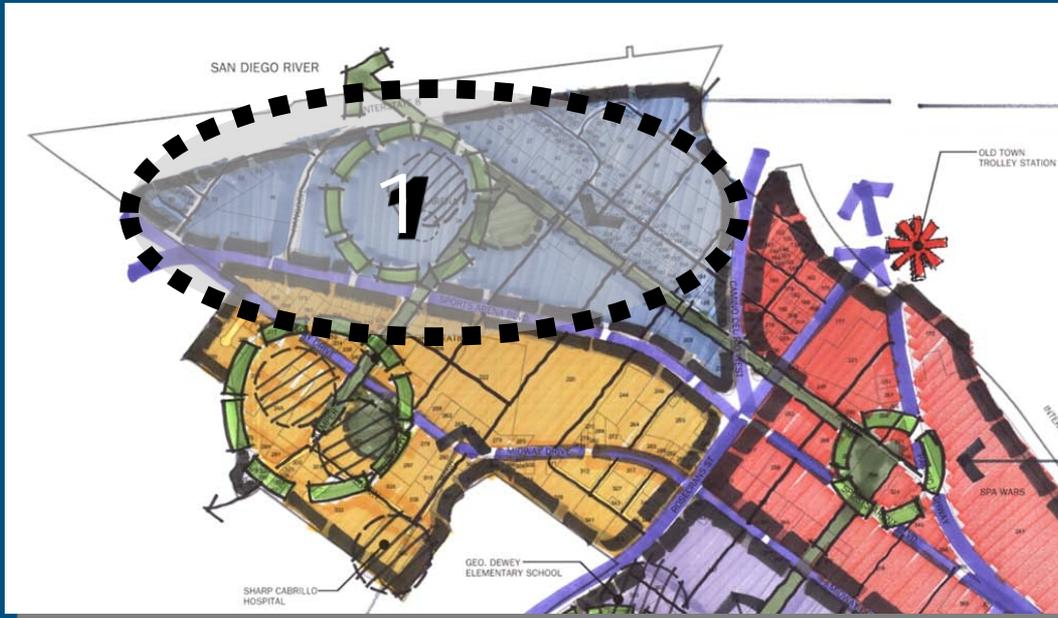
Activity Nodes defined 6 unique districts



The Midway Pacific Highway Corridor Districts



Activity Nodes defined 6 unique districts

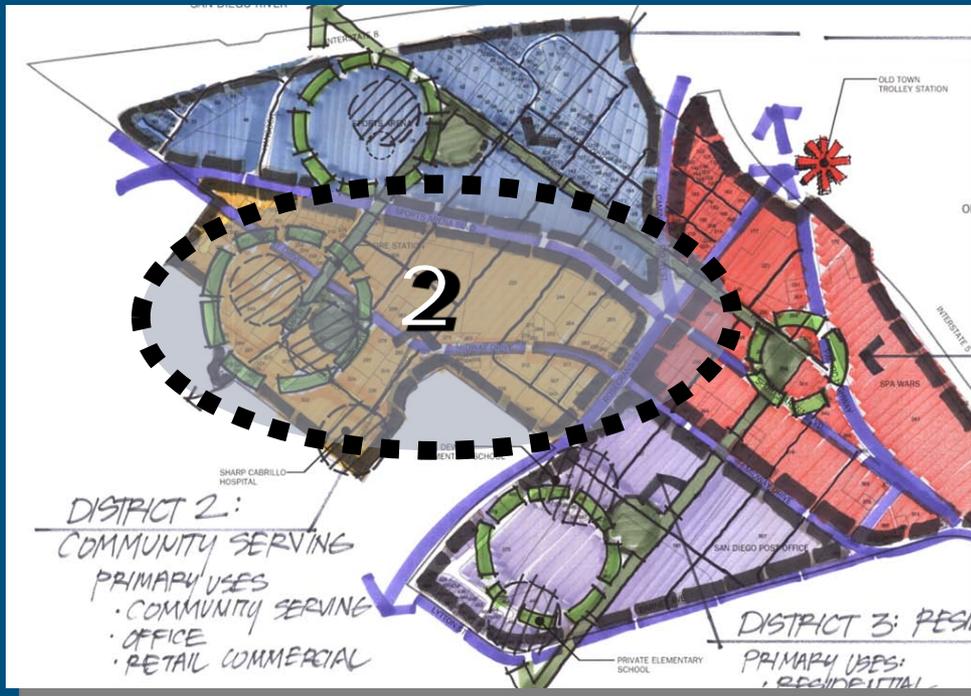


District 1: Civic
Entertainment and
Regional Uses

Primary Uses: Civic and Entertainment Facilities, Business and Professional Offices

Support Uses: Open Space, Residential, Retail (support commercial), Tourist-Commercial and Light Industrial

Activity Nodes defined 6 unique districts



District 2:
Community Serving

Primary Uses: Neighborhood Services, Office, Medical, Retail / Commercial

Support Uses: Residential, Tourist-Commercial

Activity Nodes defined 6 unique districts

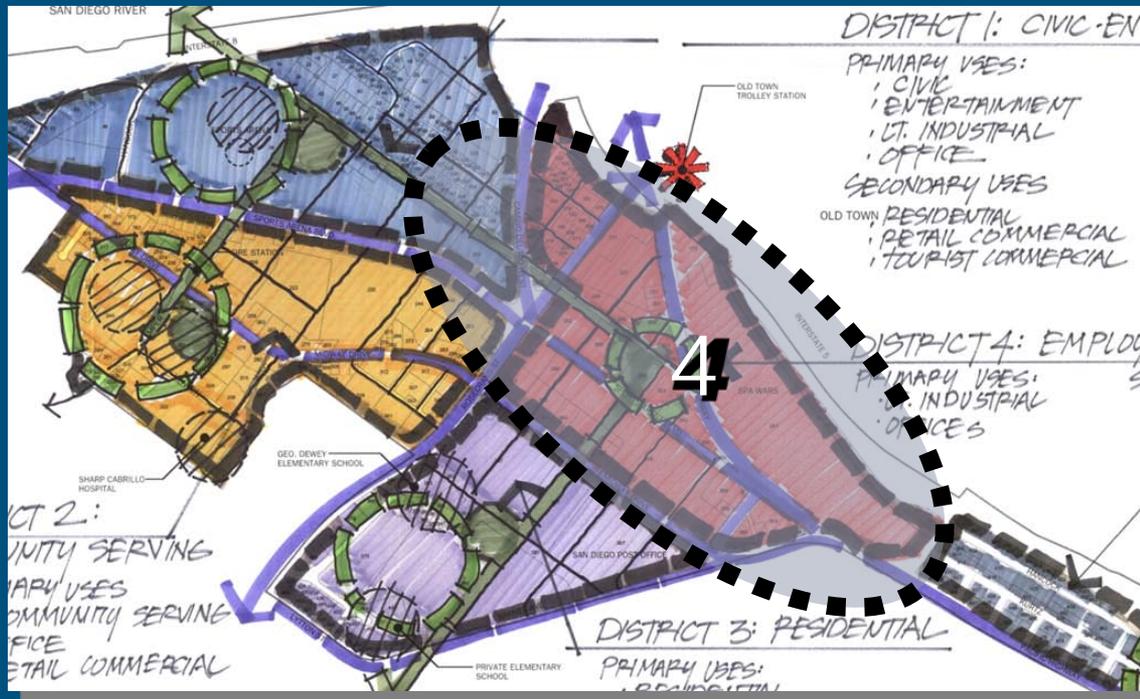


District 3:
Residential

Primary Uses: Residential and Educational Uses

Support Uses: Neighborhood Retail, Restaurant, Professional Businesses, Offices and Open Space

Activity Nodes defined 6 unique districts

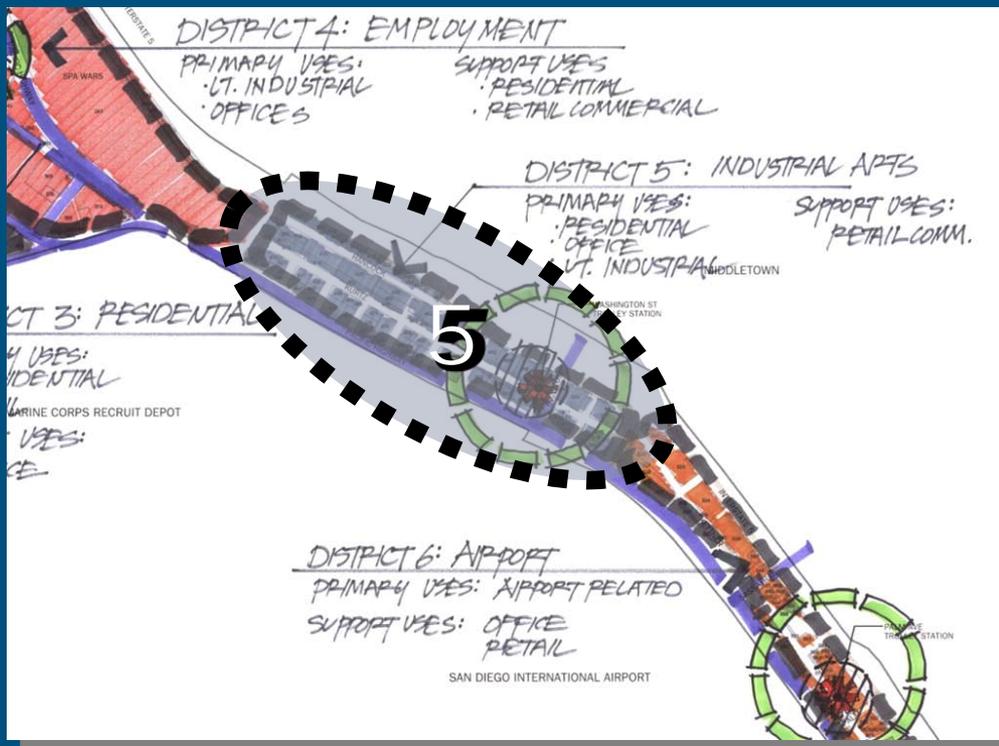


District 4:
Employment

Primary Uses: Professional Offices, Businesses and Light Industrial

Support Uses: Residential, Retail / Commercial

Activity Nodes defined 6 unique districts

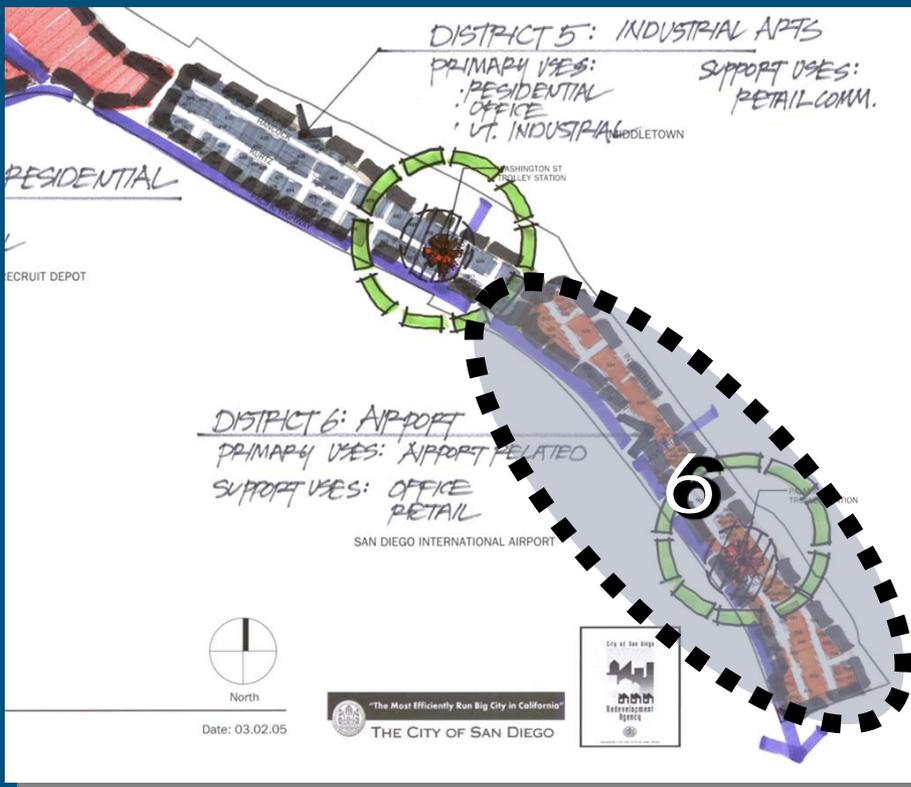


District 5:
Industrial Arts

Primary Uses: Light Industrial, Arts, Residential, Business and Professional Offices

Support Uses: Retail / Commercial

Activity Nodes defined 6 unique districts



District 6:
Airport

Primary Uses: Airport-Related Uses such as Rental Car Facilities, Park & Ride Facilities, Service Stations, and Tourist Commercial such as Hotels

Support Uses: Business and Professional Offices, Commercial, Retail, and Restaurants