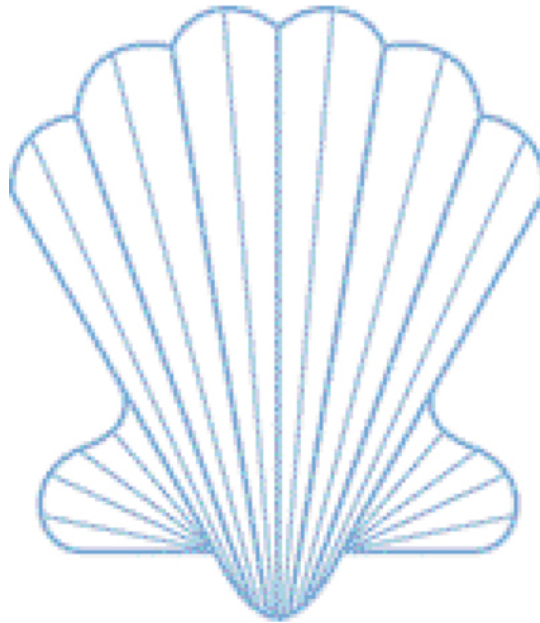


Proposed Community Plan Amendment for the
Balboa Avenue Station Area Specific

Pacific Beach Community Plan and Local Coastal Program Land Use Plan



City of San Diego Planning Department
202 C Street, MS 4A
San Diego, CA 92101



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PACIFIC BEACH COMMUNITY PLAN AMENDMENTS

The following amendments have been incorporated into this February 2005 posting of this Plan:

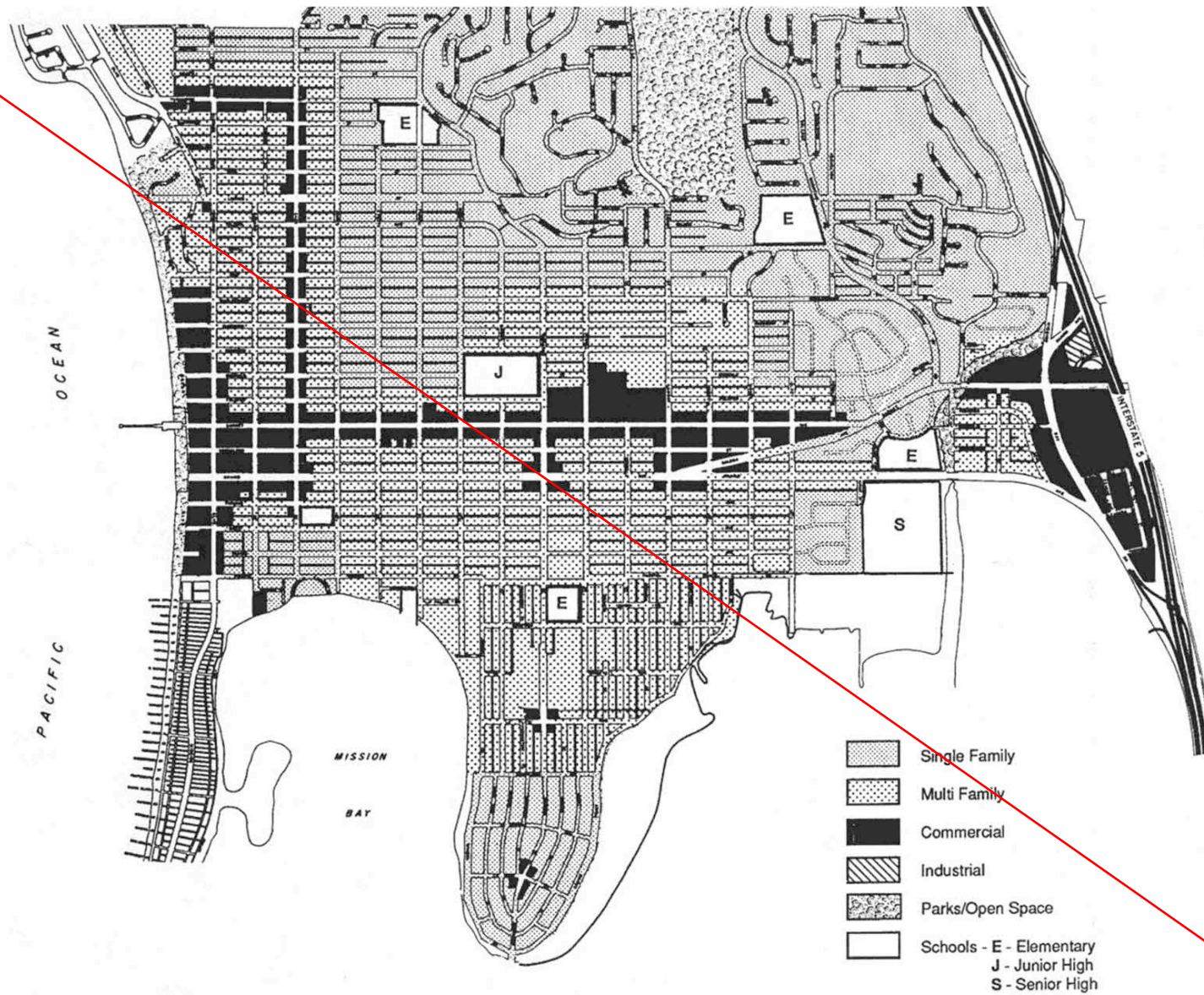
Amendment	Date Approved by Planning Commission	Resolution Number	Date Adopted by City Council	Resolution Number
Pacific Beach Community Plan adopted	December 2, 1993		February 28, 1995	R-28517
Balboa Avenue Station Area Specific Plan				R-

Certified by the California Coastal Commission on May 11, 1995 by Certificate Number 2-95C0



Introduction

- Purpose of the Plan
- Plan Organization
- How the Plan was Developed



Community Land Use Map
Pacific Beach Community Plan

1
FIGURE

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.

BALBOA AVENUE STATION AREA SPECIFIC PLAN

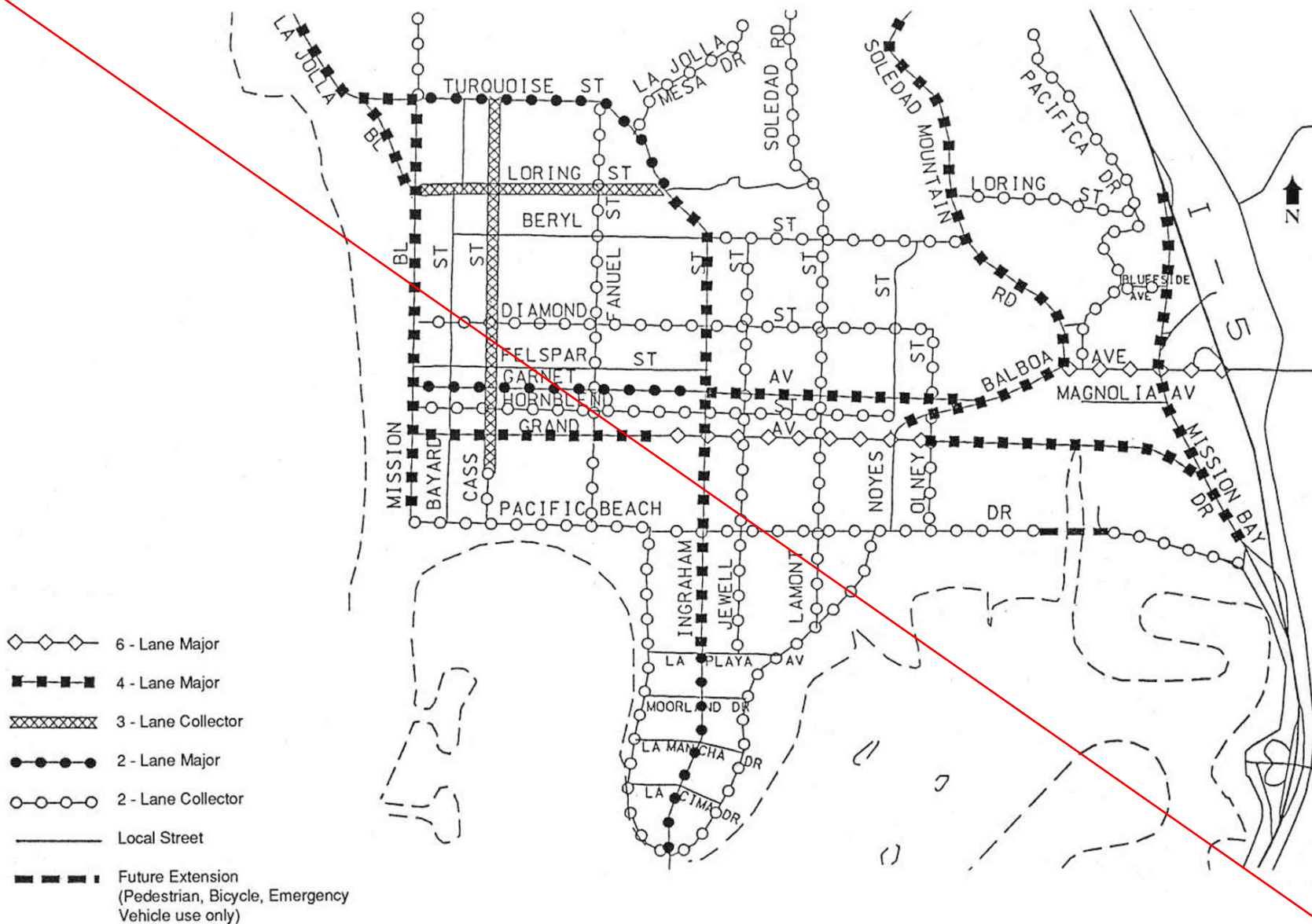
The Balboa Avenue Station Area Specific Plan (Specific Plan) is a comprehensive planning document that provides a policy framework to guide transit-oriented development and multi-modal improvements adjacent to the Balboa Avenue Trolley Station consistent with the General Plan City of Villages strategy. The Specific Plan contains policies and supplemental development regulations, identifies mobility, streetscape, and public realm improvements and facility recommendations. The Specific Plan creates a framework for future infrastructure improvements, and includes an implementation action plan to improve connectivity between Pacific Beach and the trolley station. The Specific Plan encompasses approximately 140 acres of land within the Pacific Beach community planning area between Rose Creek, Mission Bay Park, and I-5. For land within this area, the Specific Plan policies and supplemental development regulations apply.



Opportunities and Constraints Map
Pacific Beach Community Plan

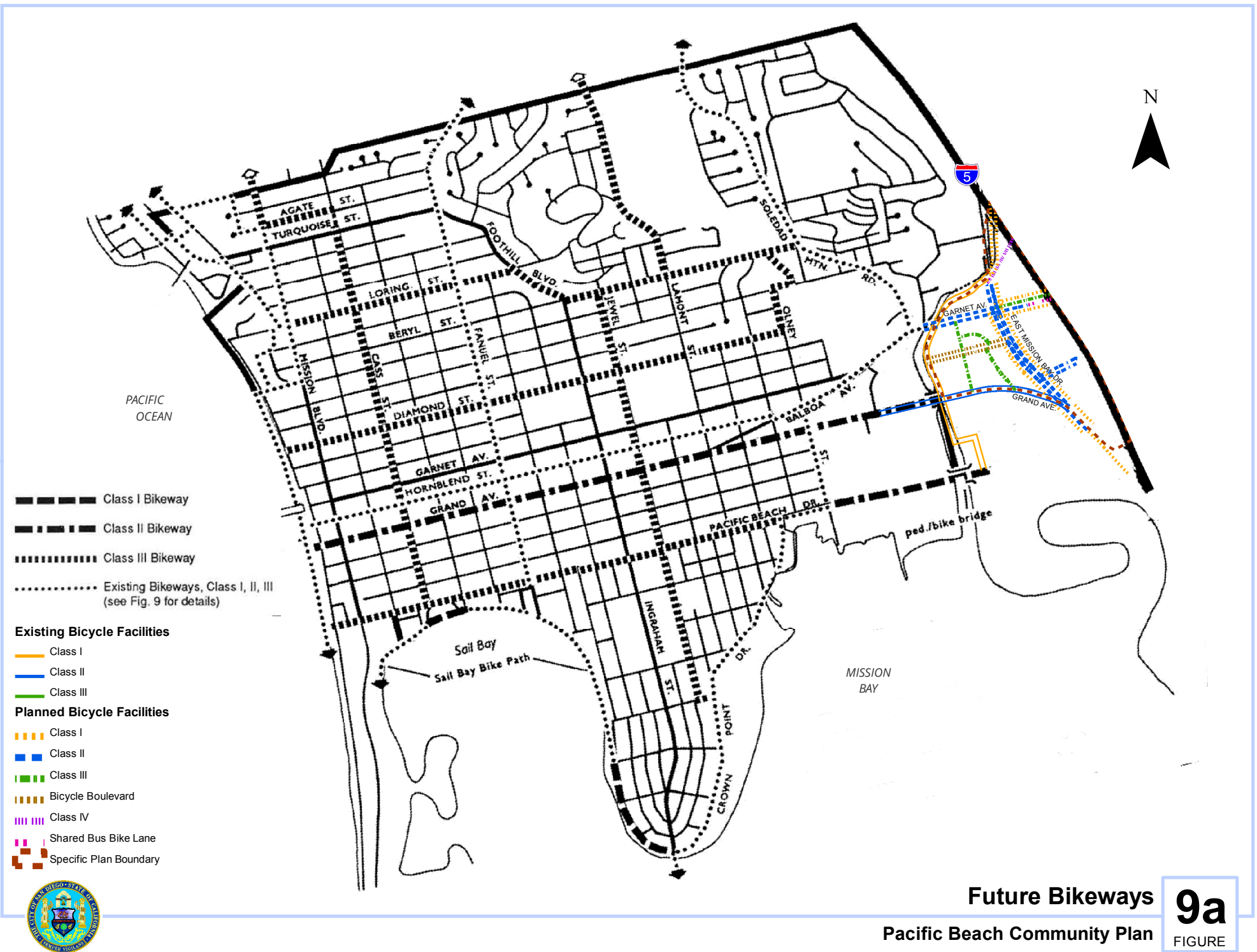
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FIGURE





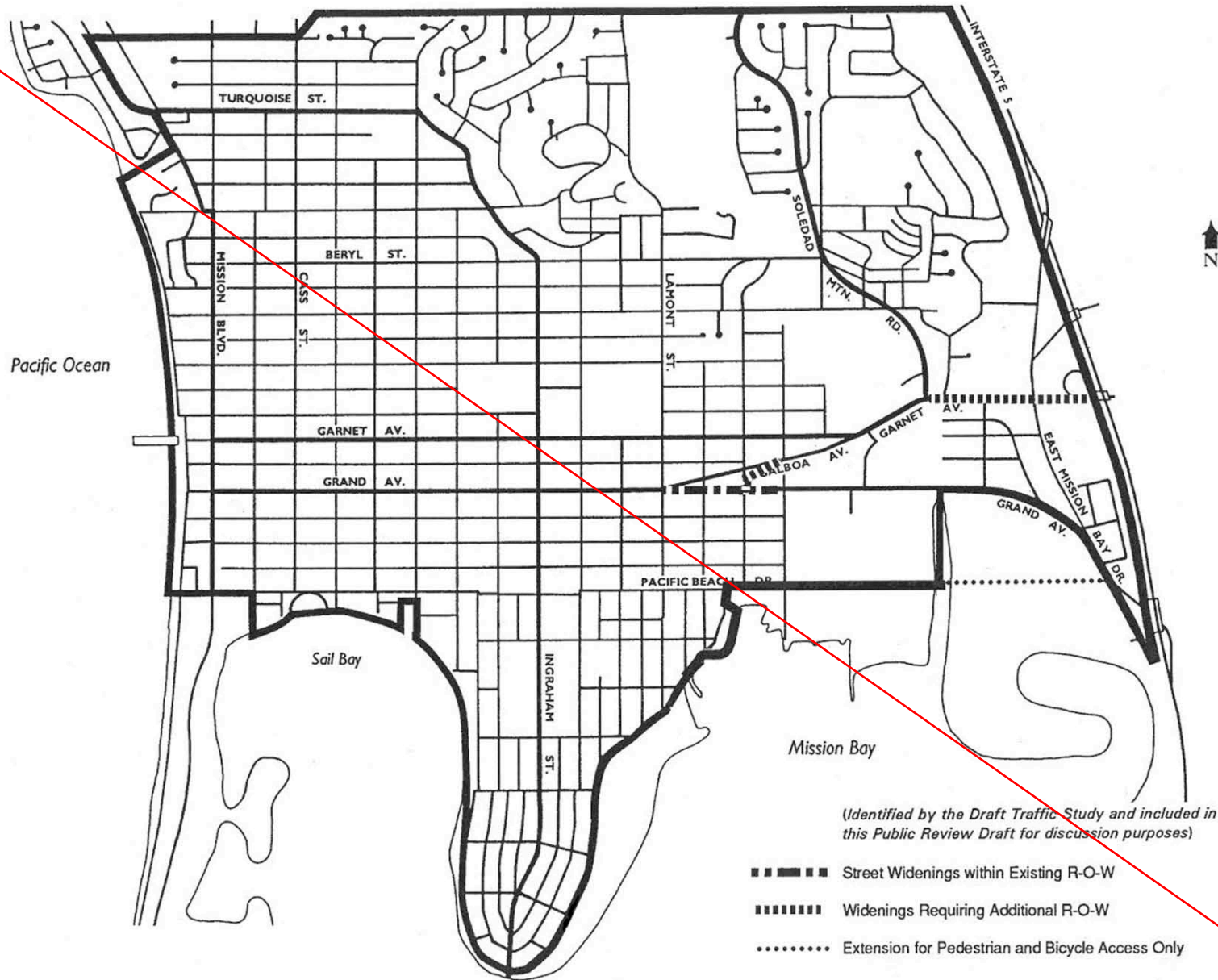
Street Classifications
Pacific Beach Community Plan

7
FIGURE



Future Bikeways
Pacific Beach Community Plan
9a
FIGURE





Key Circulation Improvements
Pacific Beach Community Plan

10
FIGURE





*As identified under specific proposals

Commercial Designations and Districts
Pacific Beach Community Plan

11
FIGURE





- f. Establishment of a redevelopment project area should be considered for the Garnet Avenue commercial district. The project could focus on the provision of a full range of housing types, including affordable housing, mixed with community-serving commercial uses. Such a program could revitalize commercial areas showing signs of economic and physical decline. Pursue Community Development Block Grants to fund "demonstration" blocks along Garnet Avenue, utilizing the streetscape recommendations and facade improvements included in this plan.
- g. The development of single room occupancy and living unit quarters shall be promoted in the Garnet Avenue, Mission Boulevard and Mission Bay Drive commercial areas to provide more affordable housing in Pacific Beach and to promote residential activity in conjunction with transit corridors and activity centers (such as Mission Bay Hospital).
- h. New development in the Crown Point neighborhood commercial district at Ingraham Street and La Cima Drive shall be required to be processed under the community plan implementation overlay zone or other zoning mechanism to limit the bulk and scale of new development and to further limit residential density so that it complements the scale and intensity of surrounding single-family development.
- i. Reduce impediments to the redevelopment of commercial properties in the coastal zone by applying appropriate citywide zones to implement the recommendations of this plan and pursuing categorical exclusion, thereby eliminating the need for coastal development permits requiring discretionary review and public notice.
- j. To make streets user friendly, kiosks shall be encouraged on sidewalks in key commercial areas, containing maps and directories of Pacific Beach and providing space for posting of special-event notices.

SPECIFIC PROPOSALS

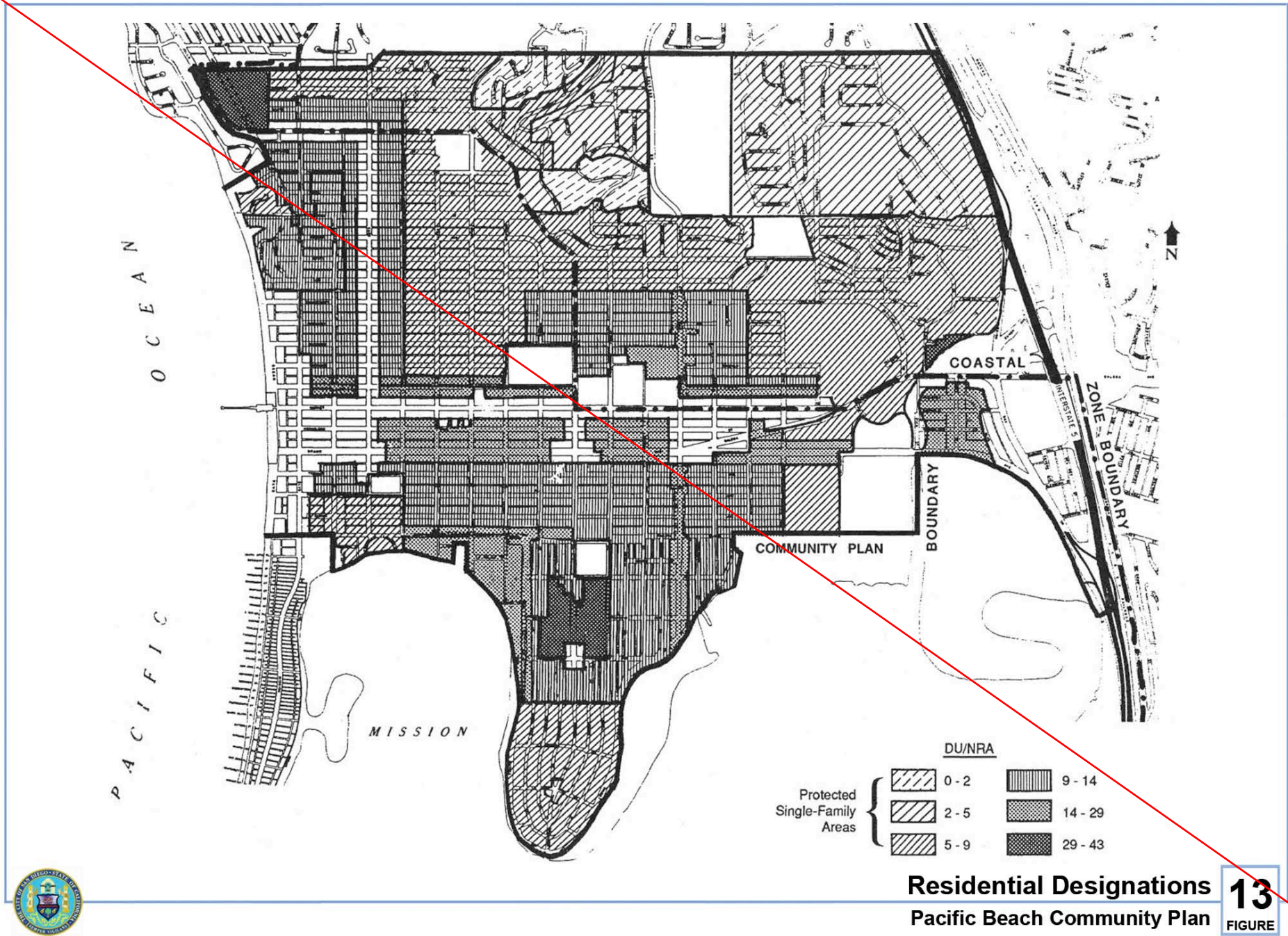
Commercial Designations

Proposals 1-7 below correspond to the seven commercial districts identified on Figure 11.

- 4.—Designate the Mission Bay Drive commercial area for Community Village uses that support pedestrian and transit-oriented development, Mission Bay Park Visitors, and help implement the policies of the Balboa Avenue Station Area Specific Plan. Uses include community and neighborhood serving retail, a mix of hotel, restaurant, and business/professional office uses. regional-serving and visitor-serving commercial use and apply commercial zoning that provides for a mix of larger scale retail, wholesale, commercial service, hotel, and business/professional office uses. In the area designated for regional commercial uses, both large scale retail, such as automobile dealerships, and small scale retail, such as hotels and restaurants shall be permitted. In the areas designated for visitor commercial uses, which includes the area closest to Mission Bay Park, only visitor-serving uses shall be permitted.

ACTION PLAN

Implementation Measures	Timing						Development Impact Fee Dependent	Responsibility For Implementation	Source of Funding	See For More Detail
	On-Going	Adopt With Plan	Within 2 Years	Within 5 Years	Within 10 Years	Within 20 Years				
Rezone Mission Bay Drive and Mission Blvd. commercial areas to CV, CA and RV commercial and residential zones that implement the Community Village designation.		●	●					Planning Dept., Planning Commission, City Council, Calif. Coastal Commission	City	Policies 1 & 2 Proposal 1 & 5-6
Require projects along transit corridors to employ pedestrian, bicycle and transit-oriented development standards.	●	●						City Council, Calif. Coastal Commission	City	Policy 3 Proposal 8
Permit a density of 43 du/nra and shared parking for mixed-use projects..		●						City Council, Calif. Coastal Commission	recoverable	Policy 4 Proposal 7
Require projects to conform to the streetscape recommendations of this plan..	●							Planning Dept.	City	Policy 5 Appendix D
Pursue opportunities for funding redevelopment/ revitalization projects.								Planning Dept., Economic Development	N/A	Policy 6
Amend the Living Unit enabling legislation to allow development in Pacific Beach commercial zones.			●					Planning Dept., Planning Commission, City Council, Calif. Coastal Commission	City	Policy 7
Require new projects in the Ingraham/La Cima commercial area to conform to the CPIOZ-B guidelines of this plan.	●							Planning Dept.	reimbursable	Policy 8 Proposal 7 Proposal 12
Pursue Categorical Exclusion of Pacific Beach commercial areas.	●		●					Planning Dept.	City	Policy 9
Encourage the placement of kiosks in the public R.O.W.								Planning Dept., Economic	N/A	Policy 10



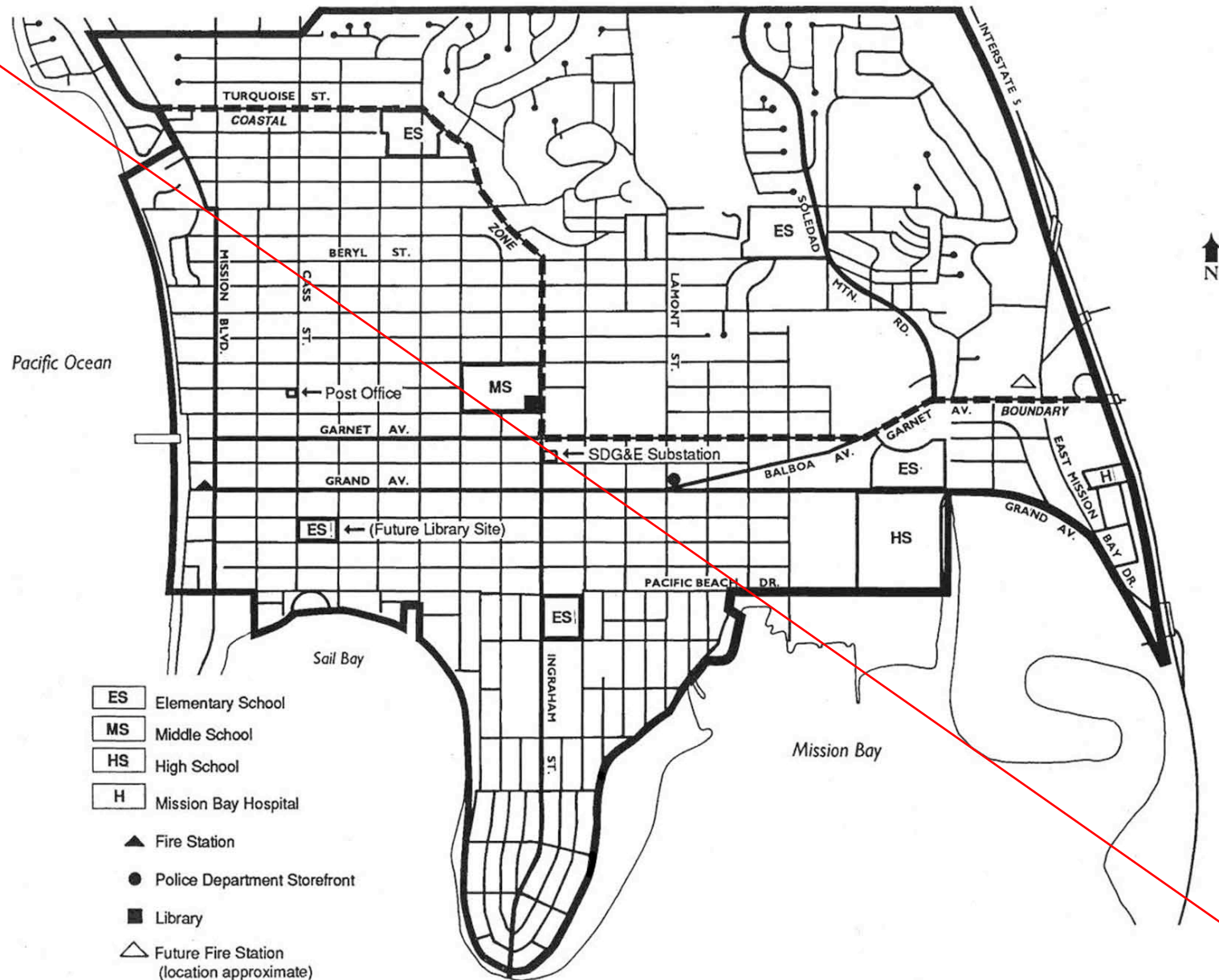


Residential Designations

Pacific Beach Community Plan

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FIGURE



Public Facilities
Pacific Beach Community Plan



- ES Elementary School
- MS Middle School
- HS High School
- Fire Station
- Police Department Storefront
- Library
- Future Fire Station (location approximate)
- Specific Plan Boundary



Public Facilities
Pacific Beach Community Plan