



THE CITY OF SAN DIEGO

## Report to the Planning Commission

DATE ISSUED: April 28, 2022 REPORT NO. PC-22-020

HEARING DATE: May 5, 2022

SUBJECT: PACIFIC BEACH COMMUNITY PLAN AMENDMENT INITIATION – AVA PACIFIC BEACH PROJECT

PROJECT NUMBER: 1050765

OWNER/APPLICANT: Avalon Bay Communities/KLR Planning

### SUMMARY

Issue(s): Should the Planning Commission INITIATE an amendment to the Pacific Beach Community Plan to redesignate the project site from Residential (29-43 dwelling units/acre) to Residential (29-54 dwelling units/acre)?

Staff Recommendation(s): Approve the initiation.

Community Planning Group Recommendation: On February 8, 2022 the Pacific Beach Community Planning Group voted 12-0-0 to recommend approval of the Pacific Beach Community Plan Amendment Initiation (Attachment 1).

Environmental Review: This activity is not a “project” under the definition set forth in CEQA Guidelines Section 15378. Should initiation of the community plan amendment be approved, an environmental review would take place at the appropriate time in accordance with CEQA Section 15004.

Fiscal Impact Statement: None with this action. All costs associated with this action are paid from a deposit account maintained by the applicant.

Code Enforcement Impact: None.

Housing Impact Statement: If initiated, subsequent approval of the proposed community plan amendment and corresponding rezone would allow for the development of an additional 136 multi-family apartment units.

## **BACKGROUND**

### **Site Location**

The proposed amendment site is approximately 12.96 acres bounded by Ingraham Street on the west, Jewell Street on the east, La Playa Avenue on the south, and Fortuna Avenue on the north within the Pacific Beach Community Planning Area (Attachment 2) The project site is occupied by 564 multi-family apartment units, resident amenities, and underutilized surface parking lots with a total of 738 vehicle parking spaces.

### **Existing Adjacent Land Uses**

The project site occupies the majority of the block, with single-family residential units on the northwest corner and a mixed-use commercial residential development on the southwest corner. To the north of the project along Fortuna Avenue is Crown Point Elementary. To the south are commercial uses along Ingraham Street, multi-family apartments, and single-family homes. To the east are multi-family apartment units and to the west along Ingraham Street are additional multifamily apartments (Attachment 3).

### **Community Plan Land Use Designation**

The Pacific Beach Community Plan designates the site as Multiple Family (Attachment 4). Residential (29-43 dwelling units per acre)

### **Zoning**

The site is currently zoned RM-3-7, which allows for one dwelling unit for each 1,000 square feet of lot area (Attachment 5).

### **Transit**

The site is within a Transit Priority Area (TPA). The site is served by Metropolitan Transit Service (MTS) local bus route #9 that runs from Garnet Avenue, with stops along Ingraham Street and connects to the Old Town Transit Center. Just north of the site MTS bus route #27 runs along Garnet Avenue to Kearny Mesa and bus route #8 runs from the Old Town Transit Center to the Balboa Avenue Transit Center (Attachment 6).

### **Circulation**

The project fronts on Ingraham Street, identified as a major road. The balance of the surrounding roads are local streets (Attachment 7).

### **Bike Facilities**

Ingraham Street has a Class III bike lane, and Pacific Beach Drive to the north and Jewell Street to the east of the project contain a Bicycle Boulevards (Attachment 8).

### **Existing Public Facilities and Services**

#### **Schools:**

- Crown Point Elementary is on the block north of the site.
- Barnard Elementary is 1.5 miles northeast on Fogg Street.



- Pacific Beach Middle School is .8 miles north on Ingraham Street
- Mission Bay High School is 1.5 miles northeast of the site.

**Parks:**

- Pacific Beach Community Park is 1 mile north of the site.
- Kate Sessions Park is 1.6 miles north of the site.
- Mission Bay Regional Park surrounds the site to the west, east and south within .5 miles.
- Along the coastline west of the site is Tourmaline, Palisades North, and Palisades South Neighborhood Parks, Pacific Beach Regional Park and Mission Beach Park.

**Library:**

- The Pacific Beach/Taylor Library is 1 mile west of the site on Cass Street.

**Public Safety:**

- The site is served by Fire Station 21 located 1.3 miles west of the site on Grand Avenue.
- Numerous lifeguard stations are located around the bay and beach within a mile of the site (Attachment 9).

**Housing and Demographics**

As of 2020, SANDAG estimates there are a total of 48,832 people living in Pacific Beach, that is a 21% increase from the 40,302 people that were living in the community in 2010 based on SANDAG estimates. In 2020, the community had 22,327 housing units, of which 6,304 were single-family detached, 2,254 were single family attached, and 13,769 were multifamily. Between 2010 and 2020, the community added 319 housing units a 1.4 percent increase over the previous 22,008 housing units. The community has a rate of 2.26 persons per household.

**Affordable Housing**

As of 2022, according to the San Diego Housing Commission there were 49 deed-restricted affordable dwelling units in the community.

**DISCUSSION**

**Project Description:**

The applicant is requesting an amendment to the Community Plan to change the land use designation of Residential (29-43 dwelling units per acre) to Residential (29-54 dwelling units per acre). The proposed increase in density would allow for the addition of 136 multi-family apartment units on underutilized parking spaces and recreational space. The applicant stated in their letter of initiation that rent restricted units to comply with the City's Inclusionary Housing Ordinance would be provided onsite (Attachment 10). The additional residential units would also be within a Transit Priority Area.

**Initiation Criteria:**

The City is unique among jurisdictions that the process to amend the General Plan and/or a community plan requires either a Planning Commission or City Council initiation before a plan amendment process and accompanying project may proceed. Community plans are components of

the General Plan. The staff recommendation of approval or denial of the initiation is based upon compliance with all three of the initiation criteria contained in the General Plan. The Planning Department has provided an overview of how the following initiation criteria are addressed by the proposed amendment.

**(a) The amendment request appears to be consistent with the goals and policies of the General Plan and community plan and any community plan specific amendment criteria.**

The addition of housing to the site would help implement the housing goals and policies of the General and Pacific Beach Community Plan. The proposed amendment would be consistent with policies in the General Plan Housing Element to increase housing stock and construct affordable units. The proposal would be consistent with specific policies in the General Plan Land Use Element to increase the amount of housing types and sizes and provide affordable housing opportunities (LU-C-2,a. 1), maintain or increase the City's supply of land designated for various residential densities as community plans are prepared, updated, or amended (LU-C.3)

The proposal would be consistent with goals and policies in the Community Plan including the goal to promote the development of a variety of housing types and styles in Pacific Beach to provide a greater opportunity for housing that is both affordable and accessible by everyone. The proposed development will provide affordable housing onsite and incorporated in the project. Additionally, constructing more apartments in Pacific Beach will add housing stock with more affordable rents when compared to rental rates for single family housing units.

The proposal is also consistent with the policy in the Residential Land Use section of the Community Plan that states to maintain the residential scale of Pacific Beach and encourage development of residential units within transit corridors. The site is located on Ingraham Street with access to the MTS bus line. The bus line is located 4.2 miles from the Old Town Transit station, allowing riders to quickly access a wide network of public transportation.

**(b) The proposed amendment provides additional public benefit to the community as compared to the existing land use designation, density/intensity range, plan policy or site design.**

The requested amendment would benefit the community by providing increased residential development at a time when the City and the larger region face a housing shortage and rising home prices. The proposed density allows for more units within the same footprint. The applicant has stated their intention to satisfy the inclusionary housing requirement through provision of affordable housing on-site.

As stated in the applicant's initiation letter the redeveloped site will include sustainable design features included EV car and bicycle chargers, solar panels, LED lighting and a minimum LEED Silver certification. Additionally, the applicant stated that a linear park element will be incorporated into the project design along Jewell Street at La Playa Avenue. The linear park will be designed with public input and is envisioned to be available to the community, not only

for the residents of the development.

**(c) Public facilities appear to be available to serve the proposed increase in density/intensity, or their provision will be addressed as a component of the amendment process.**

All necessary public services appear to be available. If the amendment to the Community Plan is initiated, an analysis of public services and facilities would be conducted with the review of the amendment.

As outlined above, staff has determined that the proposal can meet all the initiation criteria.

Issues

The following issues have been identified by City staff. If initiated, staff would work with the applicant to address the following issues, as well as others that may be identified, through the community plan amendment review process:

Land Use Designation

- Evaluate the appropriate land use designation and zoning for the site.

Site Design

- Incorporate sustainability features in the building and site design.
- Incorporate streetscape elements including street trees to enhance the appearance of the community and site.

Urban Design

- Evaluate the compatibility of the bulk and scale of the structures with the adjacent neighborhood character.
- Incorporate the architectural features to enhance the appearance and function of the development.

Mobility

- Evaluate, vehicle, bicycle, and pedestrian circulation adjacent to the site.
- Connect and enhance the active transportation options for residents of the site and adjacent neighborhood.

Although staff believes that the proposed amendment meets the necessary criteria for initiation, staff has not fully reviewed the applicant's proposal. Therefore, by initiating this community plan amendment, neither staff nor the Planning Commission is committed to recommend in favor or denial of the proposed amendment

Respectfully submitted,

*Melissa Garcia*

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Melissa Garcia  
Senior Planner  
Planning Department

*Tait Galloway*

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Tait Galloway  
Interim Deputy Director  
Planning Department

Attachments:

1. Pacific Beach Community Planning Group vote
2. Vicinity Map
3. Pacific Beach Existing Land Use Layout
4. Pacific Beach Community Plan Land Use Map
5. Current Zoning Map
6. Transit Route Map
7. Roadway Classifications
8. Bicycle Facilities Map
9. Public Facilities Map
10. Applicant's Initiation Request Letter
11. Ownership Disclosure Statement

From: Carolyn Chase <  
Date: Wed, Feb 9, 2022 at 8:29 PM  
Subject: [PBPG Board] DRAFT PBPG Minutes of Feb 9, 2022  
To: <[board@pbplanning.org](mailto:board@pbplanning.org)>

PBPG MINUTES  
FEB. 9, 2022 MTG

Pacific Beach Planning Group Met via Zoom Conference on Wednesday, February 9, 2022

Attending:

1 Ed Gallagher  
2 Karl Rand, Chair  
3 Carolyn Chase, Secretary  
4 Steve Pruett  
5 Jason Legros  
6 Scott Chipman  
7 Greg Daunoras  
8 John Terrell  
Cole Reed  
Marshall Anderson  
Brittany Ruggelts Wallace  
Rebecca Smith  
Mark Janda  
Craig Benedetto  
9 Jonathan Cole quorum was established at 6:31pm  
Lori Saldana  
13179193055  
Gordon Froehlich  
10 Marcella Bothwell  
11 Paige Hernandez  
Sofia Zamora  
Kathy Archibald  
Iain Richardson  
Chris Brewster  
12 Jim Morrison  
Bill Powers  
Sonja Robinson  
Jim Gottlieb

**AGENDA**

Item 1 Call to Order at 6:32pm , Quorum is 9 and was established at 6:31pm

Item 2 **Non-Agenda Public Comments** Issues *not* on the Agenda and within the jurisdiction of PBPG.

Carolyn Chase - announced the formation of PB Trees - for those interested in documenting the Heritage Trees of PB and increasing plantings and support for all aspects of trees in PB. We're meeting via Zoom on Monday afternoons from 4-5pm. [Email treemail@TreeWatchSD.org](mailto:treemail@TreeWatchSD.org) for more info. There are things

anyone can do to support trees, and increase the tree canopy to increase shade and implement the tree goals in the Climate Action Plan.

Ed Gallagher - Garnet & Cass Street Cleanup the morning after St Patrick's Day - March 18th Friday morning - needs volunteers and picker-uppers

Lori Saldana - Council on Monday approved 50 year lease on affordable housing next to Kendall-Frost and will install solar panels to help keep people on fixed incomes more financially stable

6:36pm Item 3 **Current Agenda - Modifications and Approval**

MOTION to adopt noticed Agenda - adopted without objection  
Item 11 presenter Diane Kane is teaching until 8pm

Item 4 **January 12, 2022 Minutes - Modifications and Approval**

MOTION to adopt Minutes of January 12, 2022 as corrected today - Approved without objection - CDC abstaining due to not attending

Item 5 **PBPG Chair's Report by Karl Rand (25 people online)**

Street Vendor Ordinance was heard today with a lot of public comment with many who thought it was not restrictive enough and those who think it's too restrictive. It was forwarded to City Council with minor amendments.

STVR Ordinance at the Coastal Commission for review - could maybe happen next month and if approved in March would go into effect in December.

Discover PB is asking for a report from the Planning Group and Greg volunteered to do it.

Wrote a Support letter for PB Town Council Grant for Concerts on the Green 2022,

De Anza PEIR Comment Period closes tomorrow

Redistricting process went through and technically the new districts take effect after the November election winners are seated. Terra Lawson-Remer will be our new County Board of Supervisors rep.

There's a movement to undo Diamond as a Slow Street and the PB Town Council will take the lead on that. Spoke with Kohta on the Mayor's office who will make a presentation next week about what the City may do. Next Weds Feb 16th will be the meeting

6:47pm 25 people online

Item 6 **AVA Pacific Beach – Initiation of a Proposed Amendment to the Pacific Beach Community Plan (Action Item)**

Sofia Palacios, the Senior Development Manager for the AvalonBay AVA Pacific Beach project will present a proposal to initiate an amendment to the PB Community Plan to allow the expansion of

AvalonBay to construct parking structures and additional buildings at 3883 Ingraham Street, as presented at last month's meeting. Developing 4.3 acres out of 14 acres; 6 affordable units. CDP, Public Utilities Easement Vacations; from 29 to 43 units. Proposed Rezone from RM 3-7 to RM 3-8 or RM 3-9

Questions? 6:53pm

MOTION MB/JL to approve the Initiation

- no changes from last presentation

GD - 18 buildings - how can parking be under-utilized? are you sure?

A - did in-depth parking analysis to observe usage at peak times - we would be adding 20 spaces. Current is 1.3 to number of apartments and we say demand is 1.0 and we're planning 1.1 spaces to the number of apartments.

Unit mix includes 1 bedrooms and 2 bedrooms and studios

PH - regarding affordable housing I see you have 2 bedrooms \$3550, studio about \$2000 would you consider doing more

SP - 6 out 135 units is about 5% affordable.

CDC - landscape plan? How many mature trees are you removing?

A - trying to retain as many as possible - net we'll be adding more trees overall.

LS - solar panels?

A - it is part of what we're studying and we are planning to put them everywhere we can - we're committed to sustainability in general

existing density is 43 du/acre and going up to 54 du/acre

JM - are the residents on board? what is timeline?

A - have not talked to the residents yet since we expect process to take about two years; do the study; we're not displacing any of the existing residents or buildings. Expect occupancy in new units in 2027

EG - when was original construction?

A - 1969

EG - I imagine there are some 50-year old trees there - it's not a matter of replacing one tree with another - replacing an existing canopy tree is not the same as putting in a sapling. Am looking forward to a landscape plan.

SP - in the 50 years it's been there, transportation has changed, you should design for pick-ups/drop-offs, shared parking for scooters; secure place for bikes etc.

Iain R - question re parking; almost all the parking along Jewell St, west side is occupied - did your study look at parking in the area.

A - we found less than 10% of our residents use street parking. And those who did, did because it was closer to their specific apartment. We'll continue to study as this progresses.

Chris B - it's fantastic to increase density here; three blocks from my house. The parking lot is underutilized. There's a bus stop directly across the street.

Kathy A - I live in the Crown Point area as well. More affordable units please.

Karl - It be about a year before this project comes back...what is the procedure?

A - After PBPG, city reviews the initial request and PC has the power to initiate it. Then we will ask for comments. It will come back with the details, units types, tree info/landscape plan etc. and goes to Planning Commission and final decision by City Council.

JL - I support it and remind us that the Community Plan hasn't been updated in 28 years

SC - a two lane road that leaves on Ingraham and a two-lane road that leaves on Grand we've got to figure out how to get more than one lane in and out.

EG - I also support and I want to see the landscape plans that shows you're not reducing the tree canopy, but are also increasing it. And how about a landscape stobe some heritage trees there to showcase.

Call the question at 7:20pm

Chair calls for any objections and there were none. The Motion is Approved by Unanimous Consent at 7:21pm

#### **Item 7 Elections Subcommittee Update (Informational)**

Chair Steve Pruett reviewed the nomination and voting procedures for the upcoming election.

Elections take place in March. No guidance yet from the City about in-person or virtual meetings or if we'll follow the same process as last year or not. Expiring seats are: Legros, Chase, LeBeau, Gallagher, Beckman, Gallo. PBPG has five open business seats; Will do outreach via Save PB, Discover PB, PB Town Council and will send to website list.

7:29pm 20 people online

#### **Item 8 D2 Budget Priorities List for 2022 (Action)**

The 2021 Budget Priorities List contained items we still need. This request goes into the Council office and they provide their own Budget memo. JT suggested a wording change to Item 2. Widen and improve Balboa Avenue to be more detailed: *Improve Balboa Avenue (Mission Bay Drive to northbound Interstate 5 offramp) and: Provide enhanced and safe access from Pacific Beach to the Balboa Avenue Trolley Station for Pedestrians, bicycles and other non-motorized vehicles.*

**ACTION: These changes were supported without Objection for the 2022/23 list**

These projects will require more than being a part of any CIP list. Caltrans and others will have to be involved.

#### **Item 9 Community Planning Group Reform Proposal Update (Informational)**



Vice Chair Jason Legros provided an update on the actions of the CPC and others in response to the Councilmember LaCava's proposed "reforms" for planning groups. The updated proposal was presented last month. <https://www.PBplanning.org/wp-content/uploads/CPC-Council-Policy-update.pdf>

LaCava was provided a lot of feedback and said he would make some changes. No further revisions have been provided. We'll continue to follow.

Also "Homes for All of Us" program passed yesterday at City Council.  
<https://www.sandiego.gov/planning/programs/housing-action-package>

Item 10 – 7:43 21 people online

### **Protect Our Communities Foundation, PCF (Informational)**

William Powers, P.E., and Sonja Robinson, Program Manager, reviewed current matters being worked on at the Foundation, such as the benefits of local rooftop solar, San Diego Community Power, and the NEM decision by the California Public Utilities Commission.

[protectourcommunities.org](http://protectourcommunities.org)

advocating for local solar as best for the community and for climate

We lead the state in rooftop solar

Immediate threat at the state level

City Council support rooftop solar

Asking for you to call: Governor's office, Toni Atkins office and thank Assembly Chris Ward

SDG&E focused on conventional infrastructure and rooftop solar threatens their business model

SDG&E highest rates and rising compared to other California utilities

Over 200,000 systems, San Diego leads the state in the number of systems

Community Choice Power is the way to go however SDCP is following the SD&GE model - big, remote; where is the local green power?

Joe LaCava is new appointee to SDCP and we're asking him to get them back on track

\$1 million was allocated for a Public Power Feasibility Study in 2022 and Task Force - need to make it happen Local Public Power Task Force

Need to keep possibility of public power

8pm

CDC - what's going on with Toni Atkins?

BP - we met with D Spehn; we're hopeful

SC - I installed a clean natural gas turbine at a business and it was like pulling teeth with SDG&E to let me produce my own electricity. They are definitely obstructing electrical production.

JM - wave power should be considered

CB - SDG&E makes \$ by building stuff and if homeowners put up solar, it cuts into their profits. When was the last time you think that SDG&E sat down to care about equity? They care about profits.

JT - where does the \$64 new fee come from?

BP - it would only apply to new solar installs and the amount itself appears to be a 'rabbit out a hat' and it's a huge point of controversy

IR - What is the next step?

BP - The CPUC was poised to vote on Jan 27th but the Governor asked for more work and it's not on indefinite hold while they are working on it. They meet tomorrow but they have non-agenda public comment and pro-solar did more than 7 hours - 400 people called in and you can too! It was locked down by insiders but now it's a public fight. Meeting starts at 9am.

Item12--8:30 **Streets & Sidewalks Subcommittee (Informational)**No report Town Council is taking up the Diamond Slow Street proposal next week

Item 13 – 8:14pm 18 people online

### **Government Representatives' Reports**

Cole Reed for State Senator Atkins.

Nominations open for Woman of the Year for each Senate and Assembly District - due by Feb 18th Feel free to provide your input for Woman of the Year through this link: <https://sd39.senate.ca.gov/women-year-nomination>

SB 113 and 114 were signed by Gov today - \$6.1 billion for small biz to help recover from COVID; and also tax credits; and grant relief; expands Supplemental Paid Sick Leave through Dec 30, 2022 for companies with more than 25 employees who get COVID; DMV is allowing people to opt-in to paperless notices and renewal noticed via email for driver's licenses. [Cole.Reed@sen.ca.gov](mailto:Cole.Reed@sen.ca.gov)

Rebecca Smith for County Supervisor Lawson Remer, Land Use and Environment advisor and will be attending when she can and TLR is your representative now - different from the City.

Working to develop program to prevent senior homelessness; Board passed measure to support local food providers - Buy Local. The County is one of the biggest food purchasers for facilities

Item11 was not presented: **Proposed Revision of 50% Rule for Coastal Area Remodels (Action)** Diane Kane of the La Jolla Community Planning Association has a proposal to change the Land Development Code "50% rule" from 50% of walls to 50% of Floor Area. Hope to have on a future Agenda.

Item 14 – **Adjournment at 8:25pm 15 people at the end**

### **Upcoming Meetings:**

**Streets & Sidewalks Subcommittee – February 23, 2022 at 6:30 pm**

**Development Review Subcommittee – March 3, 2022 at Noon**

**Full PBPG – March 9, 2022 at 6:30 pm**

Date: 4/13/2022

**DRAFT**

# Vicinity Map

## Legend

-  Subject Site
-  Pacific Beach
-  Community Planning Area
-  Trolley Stop
-  Light Rail

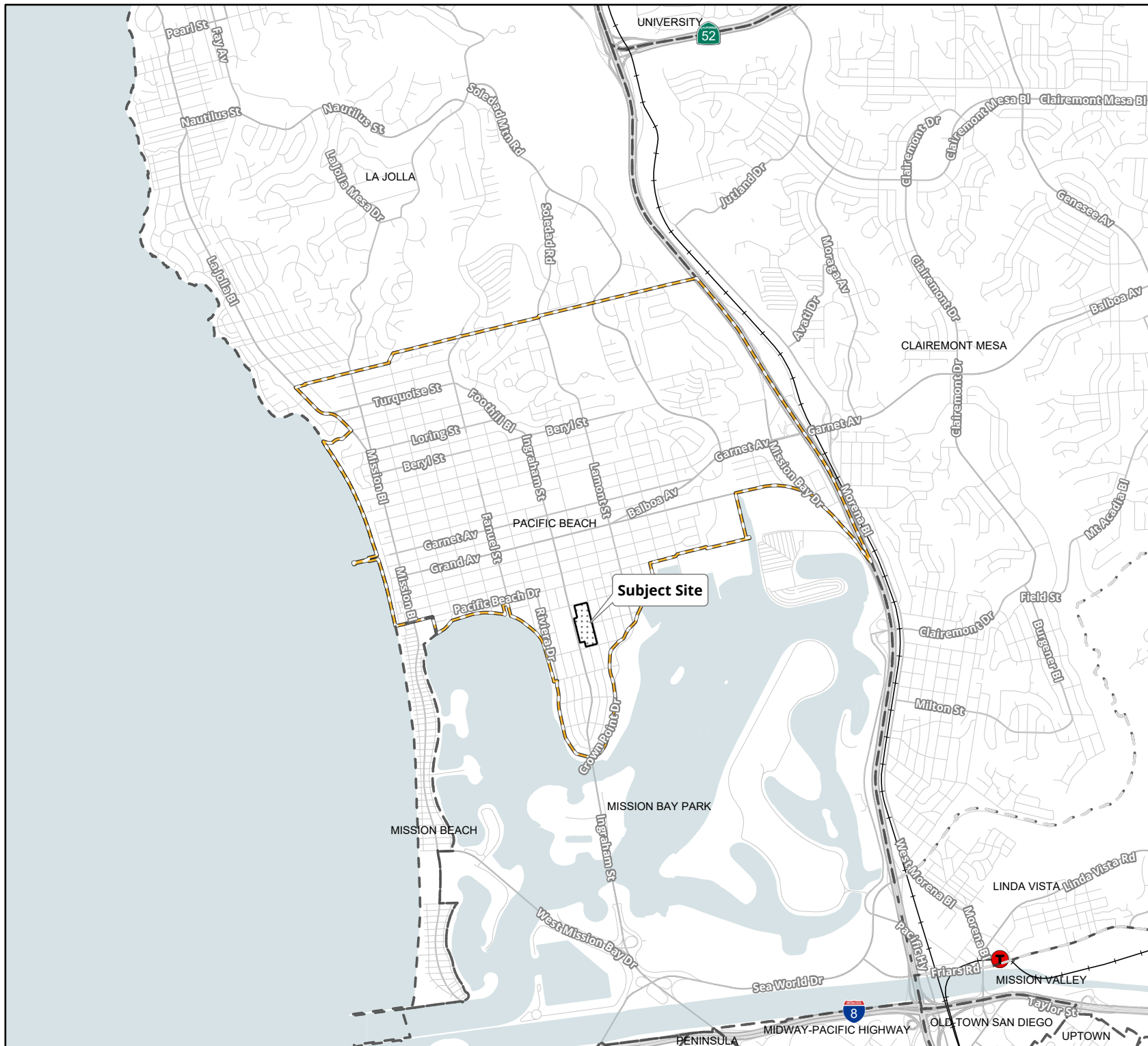
## Summary

To provide a compiled GIS dataset to spatially represent the General Plan and Community Plan designated land uses. Subject to revision as Community plan amendments and updates are processed. Not designed for site planning purposes. Refer to the adopted Community Plan for specific land use policies.

Description  
City of San Diego draft community plan land use. Represents adopted planned land use polygons for City of SD community planning areas.



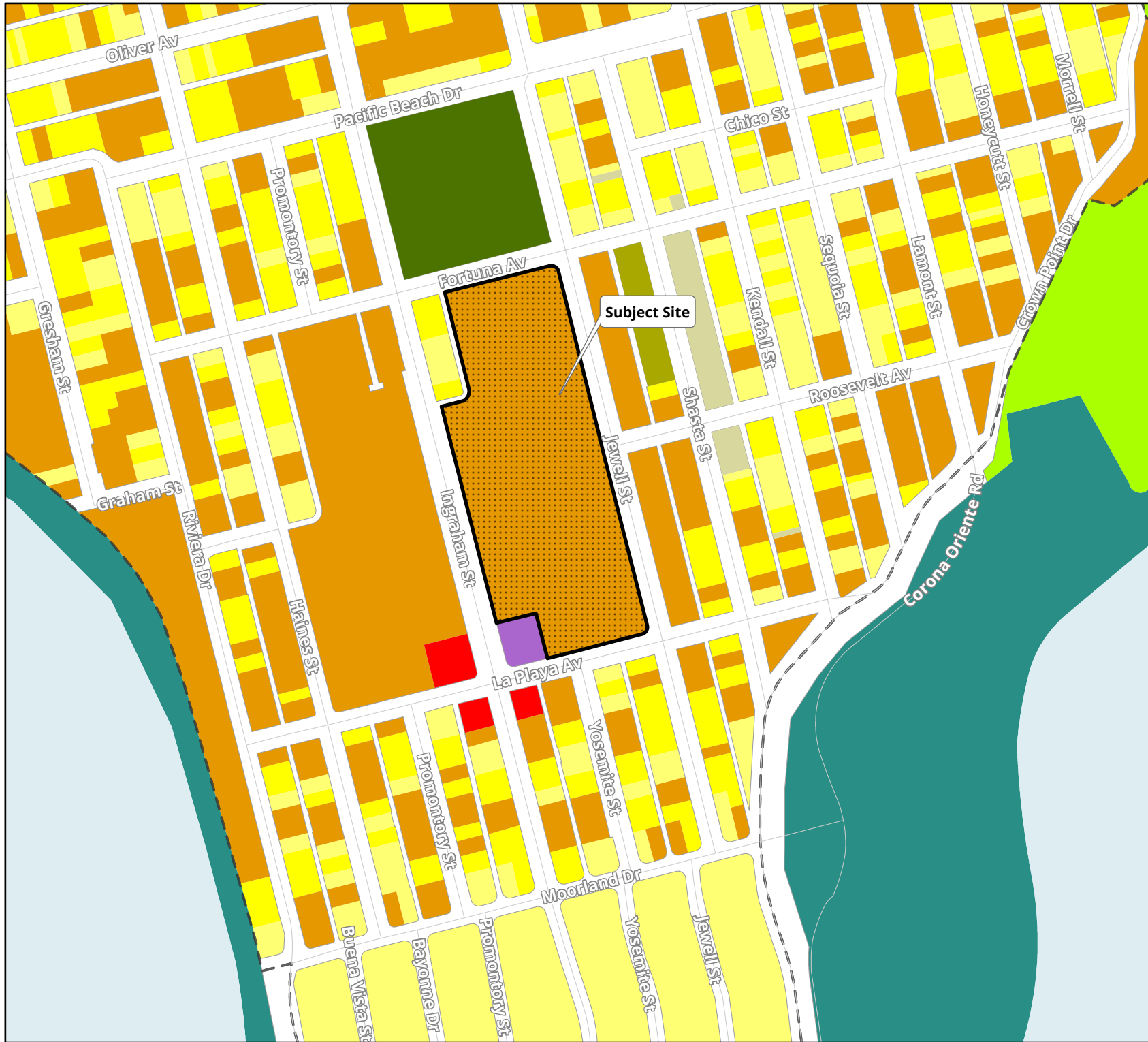
0 2,500 5,000 Feet



Date: 4/13/2022

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# Existing Land Use Map



## Legend

### RESIDENTIAL

- Single Family Detached
- Single Family Attached
- Multiple Family

### COMMERCIAL

- Retail, Regional, Wholesale Commercial

### MULTIPLE USE

- Mixed Use

### PARKS AND RECREATION

- Recreation
- Open Space Parks

### PUBLIC FACILITIES AND UTILITIES

- Transportation, Communications, Utilities
- Institutions
- Education

### UNDEVELOPED

- Undeveloped

### WATER

- River, Lake, Bay

- Planning Areas

### PLAN LAND USE LAYER NOTICE:

This map is for illustrative purposes only. Refer to the Adopted Community Plan document for official land use boundaries.

Map is intended to reflect land use designations depicted in the community plan document and should not be used for site planning purposes.

If you notice areas of land use on this map that differ from adopted plan, please inform GIS staff to request a change to this map.

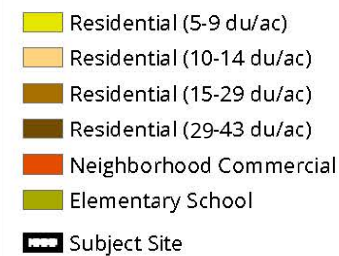


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**DRAFT**

## Land Use Map



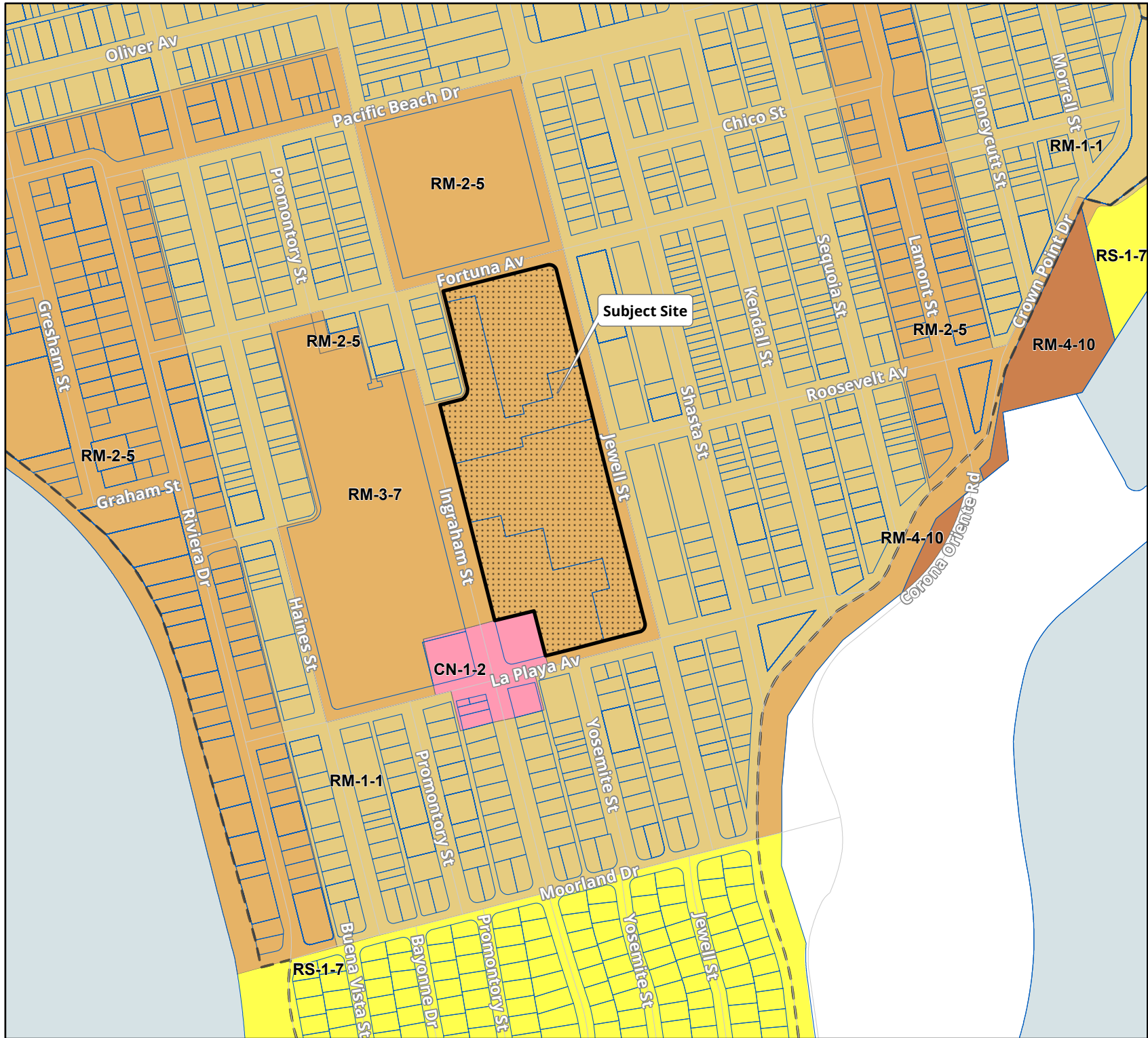
**PLAN LAND USE LAYER NOTICE:**  
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plan, please inform GIS staff to request a change to this map.



Date: 4/13/2022

**DRAFT**

# Zoning Map



- Legend**
- CN-1-2
  - RM-1-1
  - RM-2-5
  - RM-3-7
  - RM-4-10
  - RS-1-7
  - Subject Site
  - Planning Area
  - Parcels

This dataset is a collection of the current base zone designations applied to property in the City of San Diego, as per the Official Zoning Map adopted by the City Council on February 28, 2006, and all subsequent updates

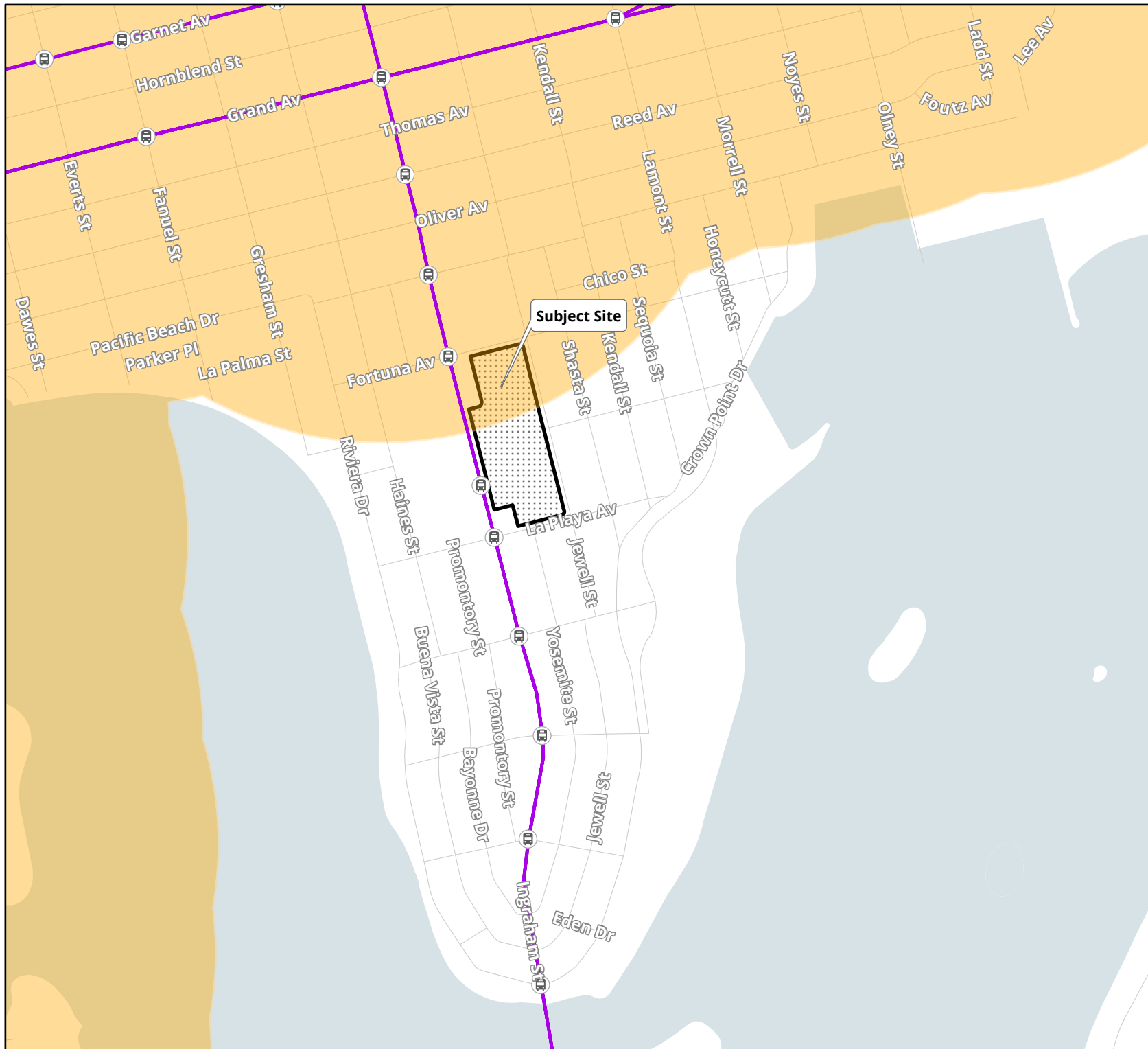


0 280 560 Feet

Date: 4/13/2022

**DRAFT**

## Transit Routes Map



### Legend

- Bus Stop
- Bus
- Transit Priority Areas (TPA)
- Subject Site

This dataset is a collection of the current base zone designations applied to property in the City of San Diego, as per the Official Zoning Map adopted by the City Council on February 28, 2006, and all subsequent updates



0 620 1,240 Feet



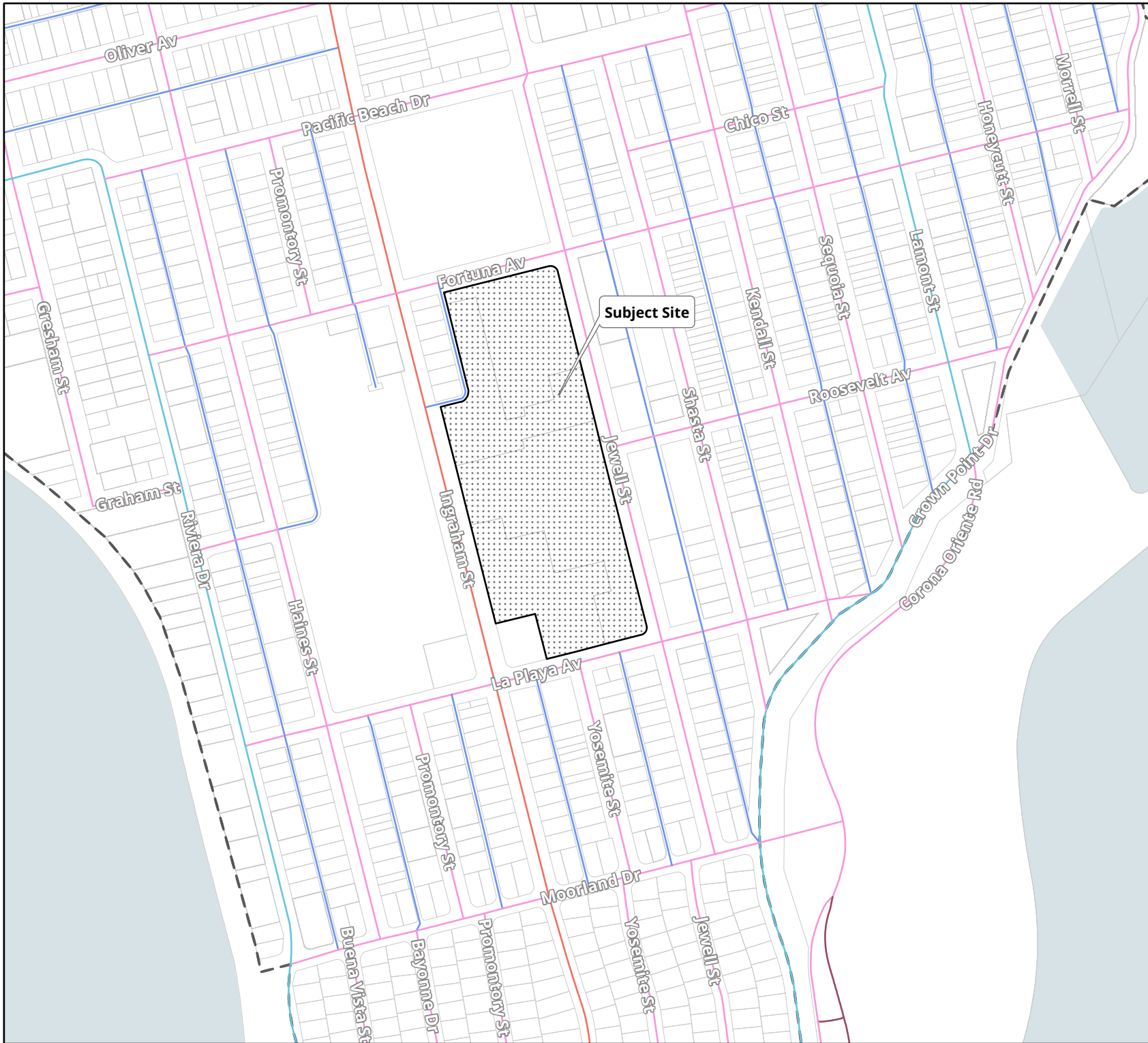
Date: 4/8/2022

**DRAFT**

# Roadway Classification Map

**Legend**

- Minor Highway/Major Road
- Arterial or Collector
- Local Street
- Private Road
- Alley
- Subject Site
- Planning Area
- Parcels



This dataset is a collection of the current base zone designations applied to property in the City of San Diego, as per the Official Zoning Map adopted by the City Council on February 28, 2006, and all subsequent updates





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Date: 4/13/2022

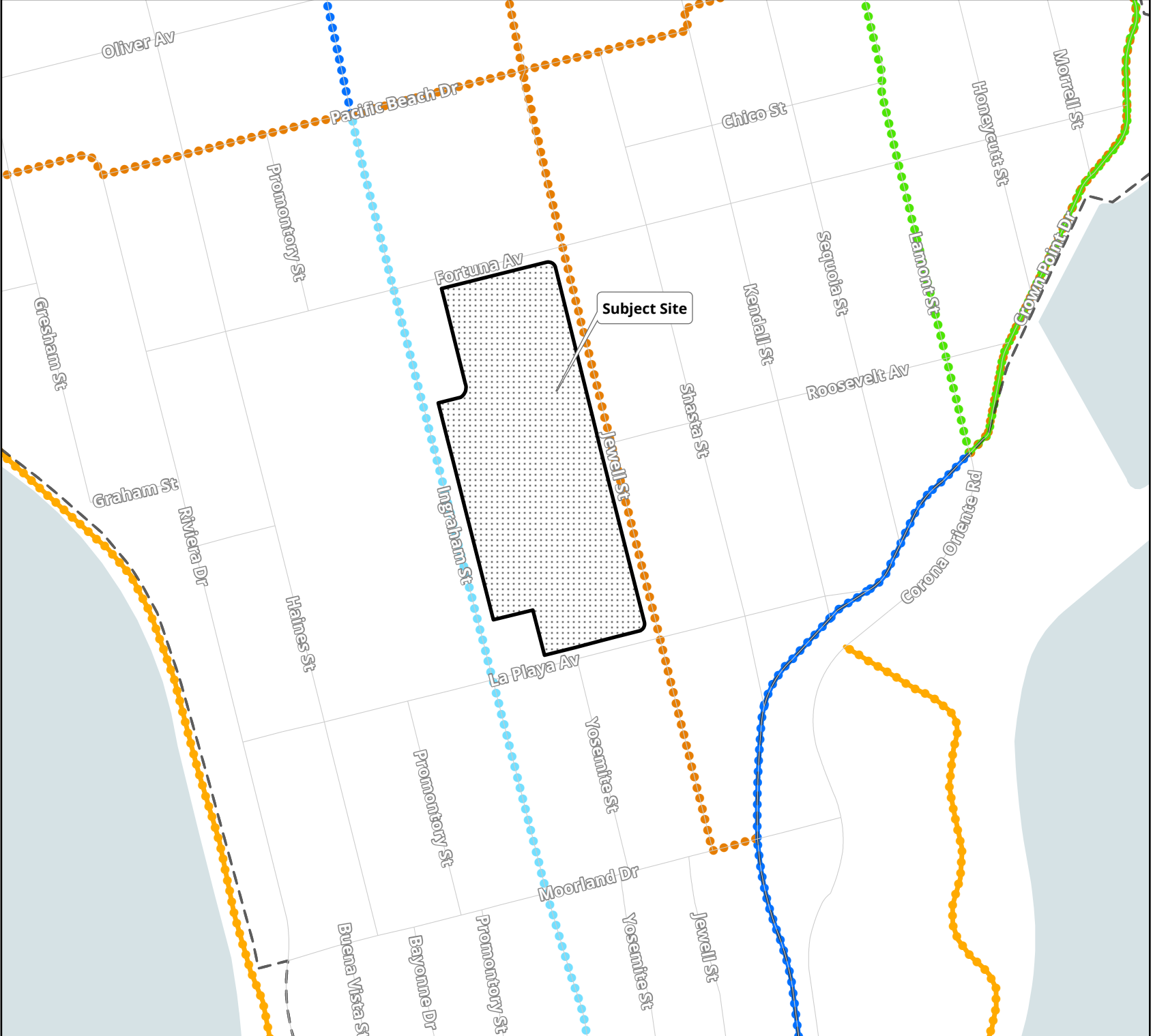
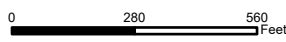
**DRAFT**

# Bicycle Facilities Map

- Legend**
- Existing Bike Routes (BMP)**
- Class I - Bike Path
  - Class II - Bike Lane
  - Class III - Bike Route
- Proposed Bike Routes (BMP)**
- Class I - Bike Path
  - Class II - Bike Lane
  - Class III - Bike Route
  - Class II or III
  - Bicycle Boulevard or Enhanced Class III
-  Planning Areas
-  Subject Site

**Summary**  
To provide a compiled GIS dataset to spatially represent the General Plan and Community Plan designated land uses. Subject to revision as Community plan amendments and updates are processed. Not designed for site planning purposes. Refer to the adopted Community Plan for specific land use policies.










**Description**  
City of San Diego draft community plan land use. Represents adopted planned land use polygons for City of SD community planning areas.



Date: 4/13/2022

DRAFT

# Public Facilities Map

- Legend
-  Library
  -  Fire Station
  -  Lifeguard Station
  -  Public
  -  Private
  -  Subject Site
  -  Neighborhood Park
  -  Community Park
  -  Regional Park



This dataset is a collection of the current base zone designations applied to property in the City of San Diego, as per the Official Zoning Map adopted by the City Council on February 28, 2006, and all subsequent updates



0 1,000 2,000 Feet



P.O. Box 882676  
 San Diego, CA 92168-2676  
 karen@klrplanning.com  
 619.578.9505

January 21, 2022

Ms. Heidi VonBlum  
 Acting Planning Director  
 City of San Diego  
 9485 Aero Drive  
 San Diego, California 92123

RE: LETTER OF REQUEST FOR COMMUNITY PLAN/GENERAL PLAN AMENDMENT INITIATION  
 FOR THE **AVA PB PROJECT** IN THE PACIFIC BEACH COMMUNITY  
 IN ACCORDANCE WITH THE CITY OF SAN DIEGO, GENERAL PLAN, 2008

APN: 424-471-1300, -1400, -1500, -1600

APPROXIMATELY 12.96 ACRES

Dear Heidi,

On behalf of AvalonBay Communities, we are pleased to submit this request for initiation of an Amendment to the Pacific Beach Community Plan for the **AVA PB** project. AvalonBay Communities owns and manages the existing AVA Pacific Beach apartment community located at 3823, 3863, and 3913 Ingraham Street and 3952 Jewell Street in the Pacific Beach community. The project site is located within the Transit Priority Area (TPA) and the Parking Standards TPA. The AVA PB project is evaluating redevelopment and re-use of existing surface parking and underutilized private recreation space to provide additional multi-family housing for the community and City.

Encompassing approximately 12.96 acres bounded by Ingraham Street on the west, Jewell Street on the east, La Playa Avenue on the south, and Fortuna Avenue on the north in the Pacific Beach Community Plan area, the project site is occupied by 564 multi-family apartment units, associated resident amenities, and approximately five acres of surface parking lots that provide for a total of 738 vehicle parking spaces (see Attachment A – *Aerial Photograph*). The AVA PB project proposes that 4.3 acres of underutilized parking and recreation space be redeveloped with medium density multi-family residential use with structured parking. Preliminary concept plans for this redevelopment/in-fill project envision the addition of 136 multi-family apartment units, bringing the total development to 700 multi-family residential units. The project would meet the City's Inclusionary Housing Ordinance by providing rent restricted units on-site and would create a modernized and updated aesthetic for the existing development. Architecturally, the design would reflect elements that emulate the beach community but with a modern flare.

The project site is designated as Residential on the City of San Diego General Plan Land Use and Street System Map (General Plan Figure LU-2, see Attachment B). The Pacific Beach Community Plan also identifies the project site as Residential, with a specific Residential Designation of 29-43 dwelling units per net residential acre (*Pacific Beach Community Plan Community Land Use Map*, see Attachment C; and *Residential Designations*, see Attachment D). The project proposes an amendment to the Pacific Beach Community Plan to redesignate the project site as Residential (15-54 DU/AC) (see Attachment E – *Proposed Land Use*). The proposed Community Plan land use designation aligns with the recently adopted

Balboa Avenue Station Area Specific Plan (August 1, 2019) land use designation. (Although the project site is not within or adjacent to the Balboa Avenue Station Area Specific Plan area, the land use designation adopted with the Balboa Avenue Station Area Specific Plan sets a precedent for application of this land use designation at the proposed amendment site.)

At this time, we are contemplating a rezone from the current RM-3-7 zone to one that fits the proposed density, likely RM-3-8 or RM-3-9, depending on the ultimate density proposed. The project will also comply with the requirements of the City's Inclusionary Housing Ordinance, by providing the rent restricted units on-site.

In addition to the Community Plan Amendment/General Plan Amendment and Rezone, Process Five, other discretionary actions that would/may be required include a Coastal Development Permit (CDP), due to the project's location within the Coastal Overlay Zone, as well as a Planned Development Permit (PDP), if any deviations from the proposed zone are required.

The following section addresses the criteria associated with the plan amendment process, as outlined in General Plan Land Use Policy LU-D.10:

*LU-D.10. Require that the recommendation of approval or denial to the Planning Commission be based upon compliance with all of the three initiation criteria as follows: a) the amendment request appears to be consistent with the goals and policies of the General Plan and community plan and any community plan specific amendment criteria; b) the proposed amendment provides additional public benefit to the community as compared to the existing land use designation, density/intensity range, plan policy or site design; and c) public facilities appear to be available to serve the proposed increase in density/intensity, or their provision will be addressed as a component of the amendment process.*

We believe that the proposed project meets all three criteria. The findings and our initial responses are as follows:

- a) *The amendment request appears to be consistent with the goals and policies of the General Plan and community plan and any community plan specific amendment criteria.***

General Plan Consistency

There are numerous goals and policies of the City of San Diego General Plan with which the amendment would be consistent, with the core of planning included as the General Plan's Strategic Framework and the City of Villages Strategy. The City of Villages Strategy "focuses growth into mixed-use activity centers that are pedestrian-friendly districts linked to an improved regional transit system" (pg. SF-3). Further:

*A "village" is defined as the mixed-use heart of a community where residential, commercial, employment, and civic uses are all present and integrated. Each village will be unique to the community in which it is located. All villages will be pedestrian-friendly and characterized by inviting, accessible and attractive streets and public spaces. Public spaces will vary from village to village, consisting of well-designed public parks or plazas that bring people together. Individual villages will offer a variety of housing types affordable for people with different incomes and needs. Over time, villages will connect to each other via an expanded regional transit system.*

*Implementation of the City of Villages strategy relies upon the designation and development of village sites. There are many factors to consider when designating village sites including the capacity for growth, existing and future public facilities, transportation options, community character, and environmental constraints. Precise village boundaries, the specific mix of uses, architectural form, needed public facilities, and the type of public*

*space within proposed village areas will be determined through community plan updates or amendments.[...]*  
(pg. SF-3)

The proposed amendment would reinforce the foundation for a village in a location identified by the City of San Diego as having moderate village propensity (*General Plan Figure LU-1*; see Attachment F), where an organic village is already emerging as redevelopment occurs in a commercial and mixed-use manner. Additionally, the project site is located within a TPA and Parking Standards TPA – identifying an area where existing transit opportunities and a walkable street network occur with a transit- and pedestrian-supportive development intensity along Ingraham Street. The proposed amendment would allow for medium density residential use designed with a pedestrian focus along local transit, bicycle, and pedestrian routes. Although this amendment would not create a village by itself, it supports the developing village fabric of the community in this area and provides the framework for a greater village to evolve around the project site and in adjacent areas.

Additionally, the proposed amendment is consistent with the Conservation Element of the General Plan and the Climate Action Plan due to its sustainable development. Specifically, relative to the Conservation Element, the proposed amendment supports the Climate Change and Sustainable Development goal: “To reduce the City’s overall carbon dioxide footprint by improving energy efficiency, increasing use of alternative modes of transportation, employing sustainable planning and design techniques, and providing environmentally sound waste management.” The conceptual project design would support multi-modal transportation by improving the pedestrian circulation network around the site. Sustainable design would be implemented through infill development within a fully developed site, as well as exploring opportunities for alternative design and construction methods. The project would also include a Waste Management Plan, which would ensure environmentally sound management of solid waste – during both construction and operation – including recycling, re-use, and separation of organic wastes from general refuse.

Further, the proposed amendment is aligned with the City’s Climate Action Plan (CAP) and the CAP Consistency Checklist. Step 1, Item B, of the CAP Consistency Checklist explicitly encourages projects that are not consistent with the existing Community Plan and zoning designation to be developed so long as they are densifying in a Transit Priority Area (TPA). The proposed amendment would increase the capacity for transit-supportive density within the TPA along an identified transit route. Additionally, the proposed amendment would allow for pedestrian improvements to be implemented within the TPA to increase walking opportunities, including improved accessibility to the adjacent school and retail opportunities. The project would incorporate mechanisms, such as a linear park and efficient use of parking, that support Transit Oriented Development. Finally, new street trees, as well as new trees within project landscaping/linear park, would contribute to the increase in urban tree canopy coverage.

#### Community Plan Consistency

Although the Pacific Beach Community Plan does not include any specific amendment criteria, the Community Plan does include nine overall land use goals. Of those, the following four goals relate to the proposed project:

- 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.

- Implement design standards for single-family and multifamily development to ensure that redeveloped properties reflect the scale and character of the neighborhood.

The proposed land use plan amendment would be consistent with these goals. The project would include streetscape improvements, particularly along Jewell Street, that would contribute to a safe and pleasant pedestrian link through this portion of Crown Point and connecting to Crown Point Elementary School, as well as commercial opportunities to the south and north of the site. The project would increase the efficiency, economy, and attractiveness of public transit by contributing to the safe and attractive routes for non-motorized transportation connections to transit opportunities. Portions of the site where redevelopment would occur would feature updated street trees, contributing to the street tree pattern of the community, which would be maintained and improved by the management company. The project would also enhance a portion of PB Pathways, with an enhanced streetscape along Jewell Street – a Phase 2 PB Pathway. Finally, the project would work with the Pacific Beach Planning Group to ensure design standards are implemented for the site to ensure the new components complement the community and reflect the scale and character of the neighborhood.

***b) The proposed amendment provides additional public benefit to the community as compared to the existing land use designation, density/intensity range, plan policy or site design.***

The project will provide much needed housing – market rate, as well as affordable units – to serve the Pacific Beach community and the City as a whole. The housing would be proximate to transit and nearby community amenities, recreation opportunities, and services, thus reducing the need for an automobile.

The project will include sustainable design features such as EV car and bicycle chargers, LED lighting, a minimum LEED Silver certification, solar panels, preservation of existing trees and buildings, reduced construction waste, etc. Additionally, the project supports the Pacific Beach EcoDistrict's goals by implementing elements of the EcoDistrict's targeted eight performance areas, including: appropriate development, health and well-being, community identity, access and mobility, energy, water, habitat and ecosystem, and materials management.<sup>1</sup> The project would include enhancement of Jewell Street, identified as Phase 2 of the Beautiful Pacific Beach PB Pathways program, to include non-contiguous side walk fronting areas where the new buildings will occur, new street trees, and new landscaping in the parkway. (See Attachment G, *Jewell Street Design Concept*.)

Redevelopment of the site's parking areas allows for a linear park element to be incorporated into the project design along Jewell Street at La Playa Avenue. This park element would be designed with community input and represent an additional public benefit as compared to what exists currently. The linear park would provide a pleasant gateway element linking the larger single-family homes south of the site with the smaller-scale single-family homes, multi-family developments, and elementary school to the north of the site. Unlike on-site private recreation and leisure amenities designed to specifically address the desires of the existing and future population of the project itself, this linear park is envisioned to be enjoyed by all members of the community and, as such, would be designed with various ages, family compositions, and accessibility constraints in mind. (See Attachment H, *Linear Park Concept*.)

***c) Public facilities appear to be available to serve the proposed increase in density/intensity, or their provision will be addressed as a component of the amendment process.***

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<sup>1</sup> beautifulPB is a grassroots non-profit organization formed in 2011 by a group of Pacific Beach residents, businesses, and property owners. To implement community projects and programs that create a more sustainable, equitable, and beautiful community based on the EcoDistricts framework, beautifulPB worked in collaboration with the Pacific Beach Planning Group to develop a checklist for EcoDistrict compatibility. The checklist is used during project review by the Planning Group.



The proposed amendment site is a fully-developed property within an urbanized community of the City of San Diego. Public facilities, services, and utilities exist to serve the uses on-site today. As a component of the amendment process, the environmental document required by the California Environmental Quality Act (CEQA) would provide an in-depth analysis of the potential impacts of the proposed project on a number of issues areas, to include public facilities and services, such as public schools and parks; and public utilities, such as water, sewer, and storm drains. Additionally, the project would be paying Development Impact Fees, established so that new development contributes its fair share toward public services and utilities, such as parks, roads, water, sewer, fire, and libraries.

For these reasons, we believe the project meets the City's criteria and, therefore, respectfully request that the City of San Diego Planning Department process this land use plan amendment initiation request to study a change to the current land use and schedule the request for consideration by the City of San Diego Planning commission as soon as possible. We strongly believe that allowing the proposed redevelopment of the property to increase opportunities for market-rate and affordable rental housing within the footprint of an existing development will allow for a vibrant, urban mixed-use residential community with much-needed housing in a location that supports existing and evolving mobility options.

Thank you for your attention to this project. If you have any questions, please feel free to contact me at 619.204.9757 or [brittany@klrplanning.com](mailto:brittany@klrplanning.com).

Sincerely,



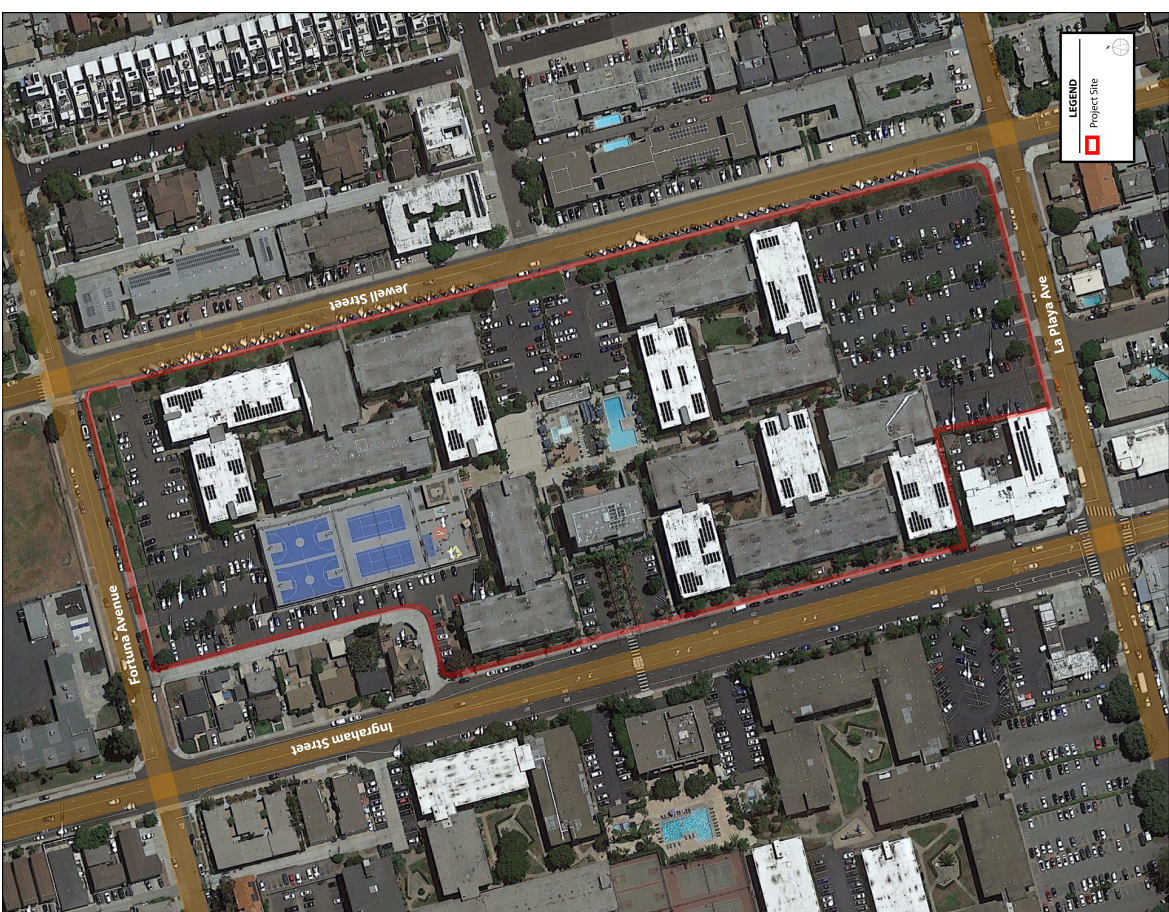
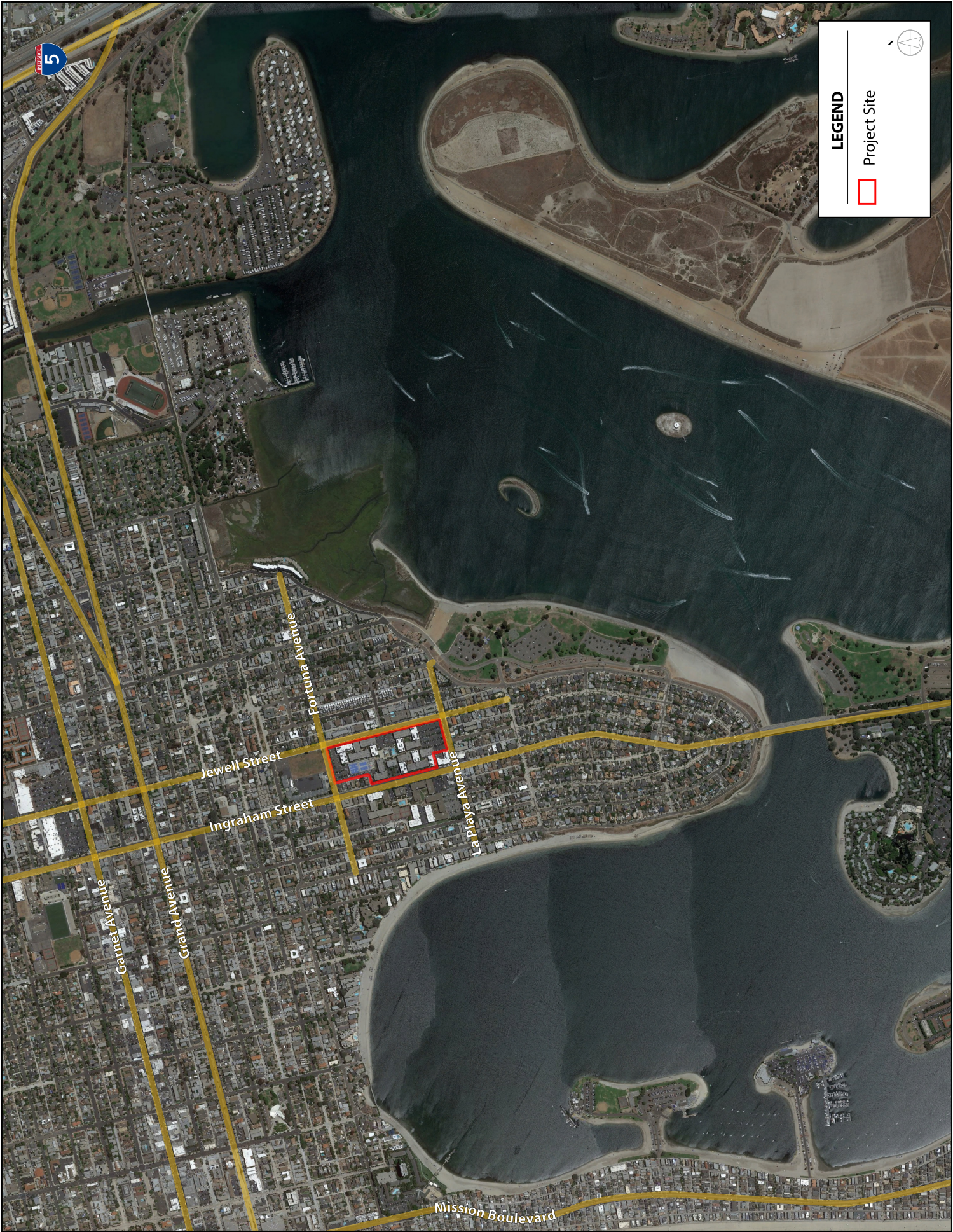
Brittany Ruggels Wallace  
*Senior Project Manager*

Cc: Sofia Zamora Palacios, AvalonBay Communities  
Karen L. Ruggels, KLR PLANNING

Attachments: A – Aerial Photograph  
B – City of San Diego General Plan Land Use and Street System Map  
C – Pacific Beach Community Plan Community Land Use Map  
D – Residential Designations  
E – Proposed Land Use  
F – City of San Diego General Plan Village Propensity  
G – Jewell Street Design Concept  
H – Linear Park Concept

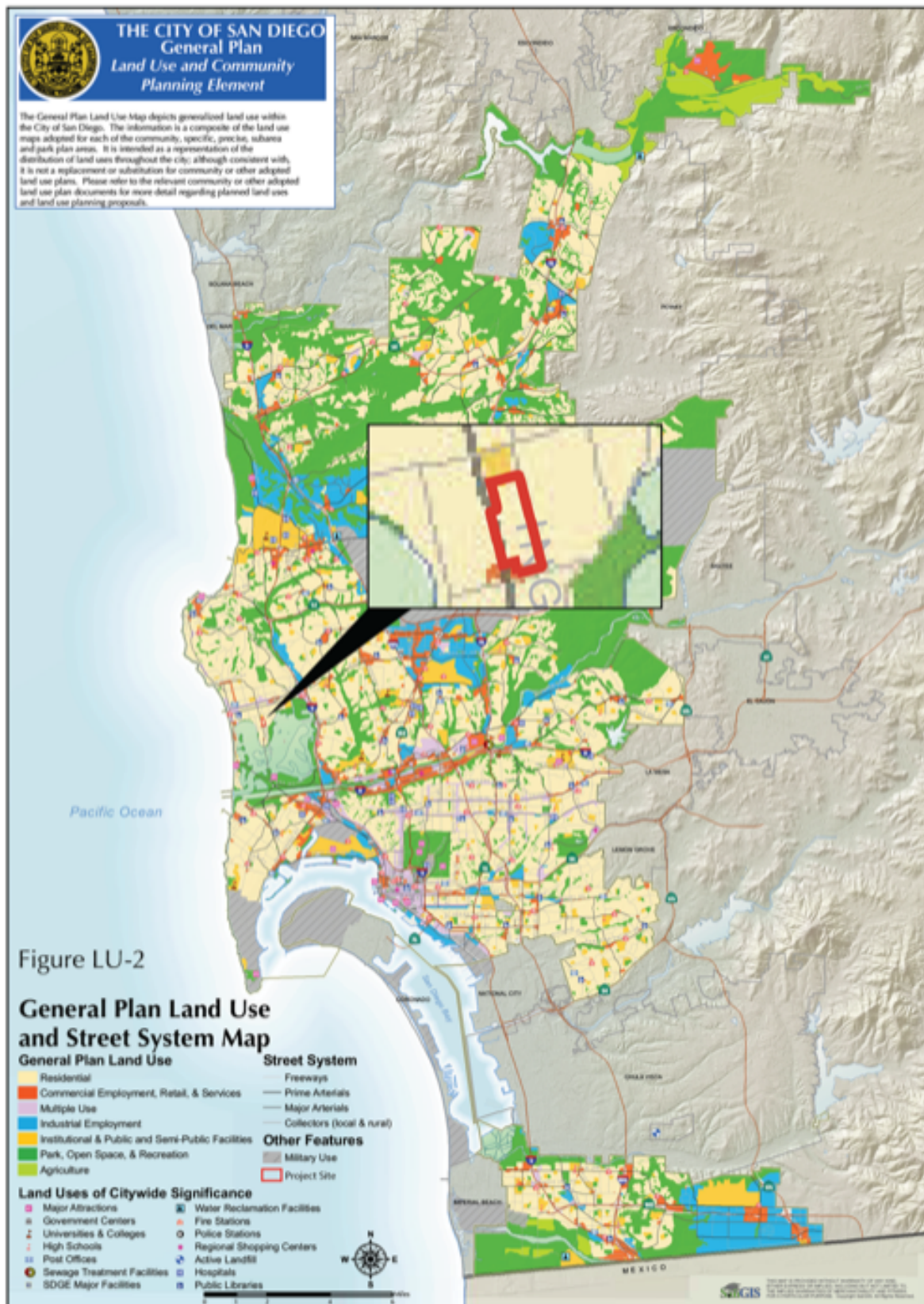


Attachment A – Aerial Photograph

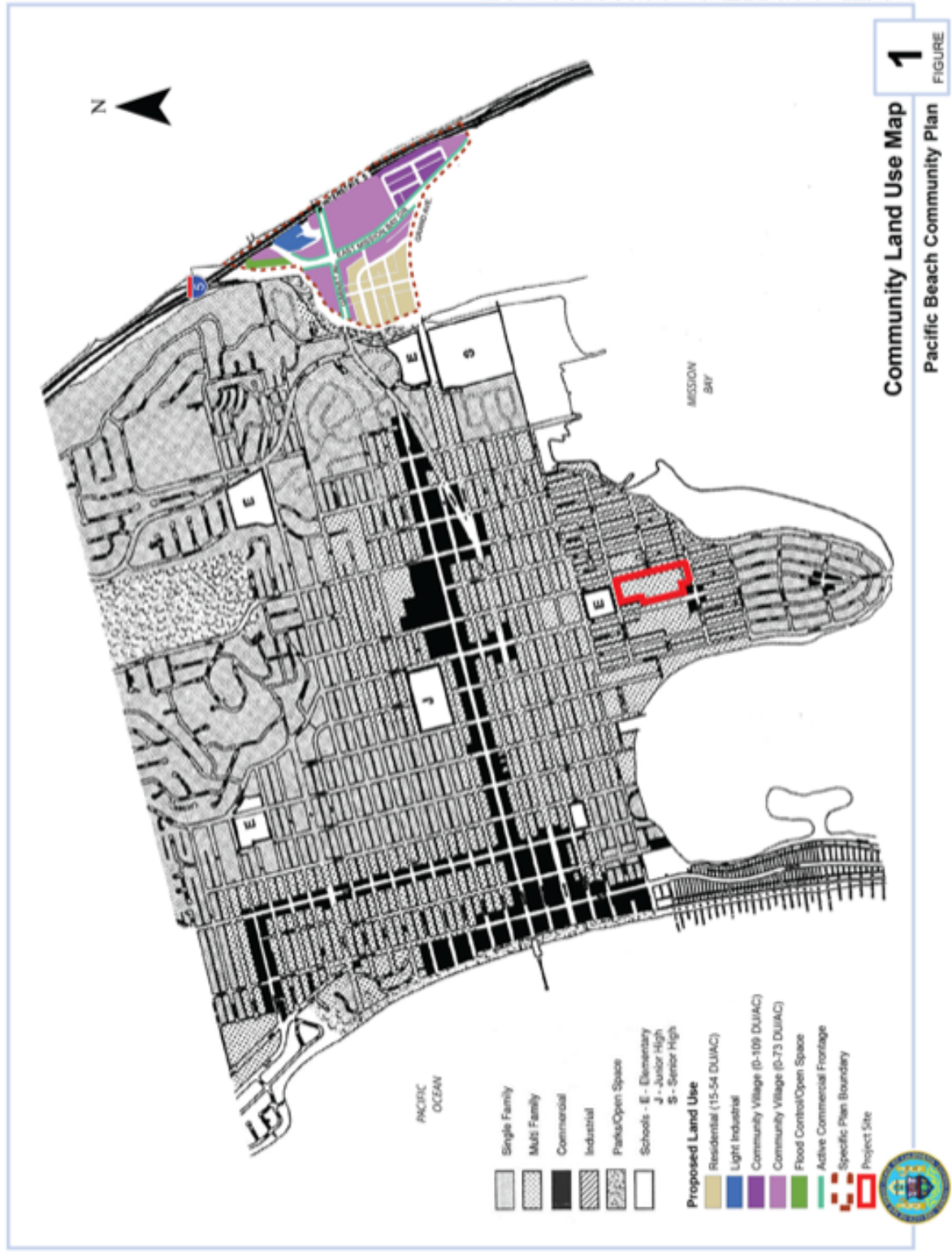




## Attachment B – City of San Diego General Plan Land Use and Street System Map

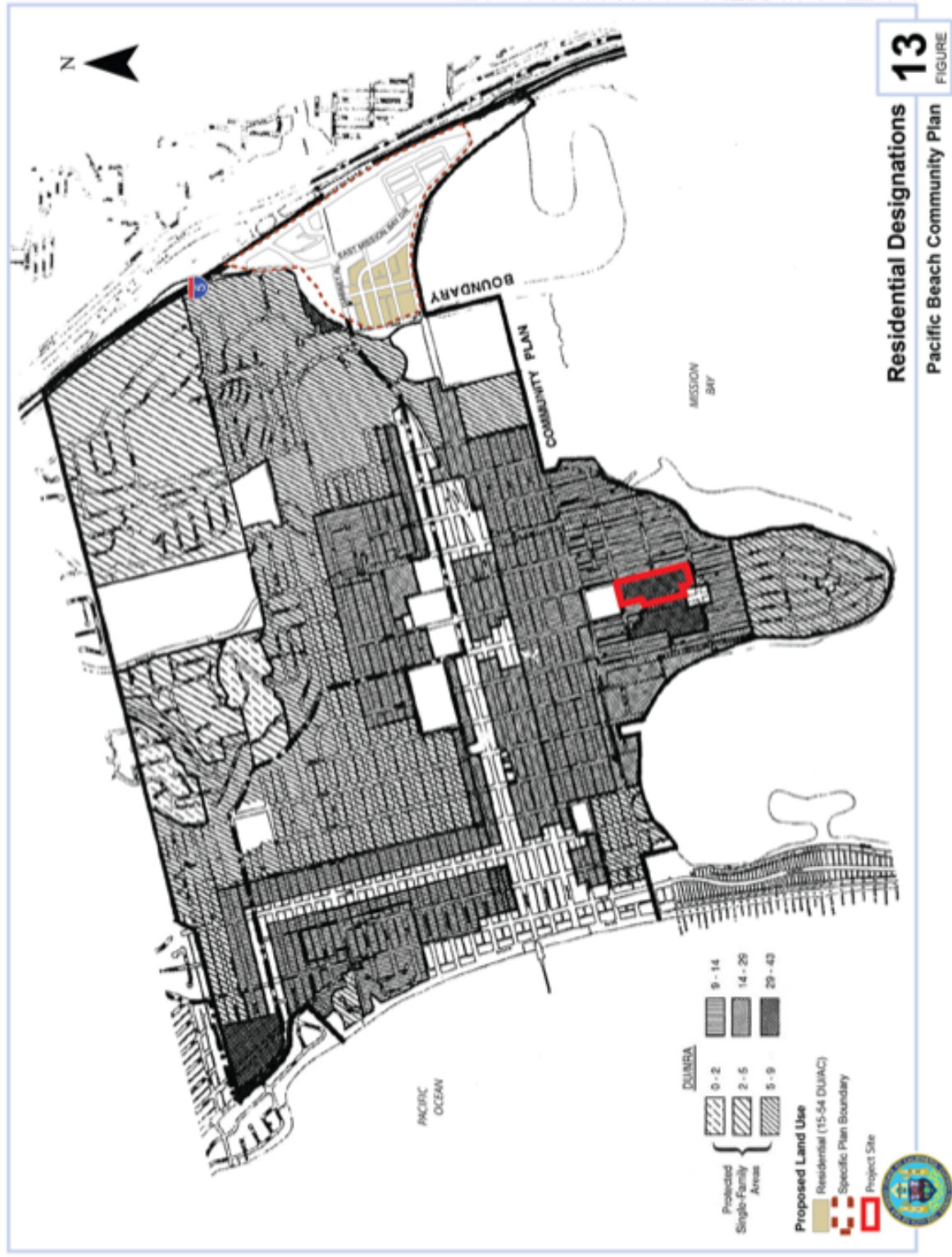


# Attachment C – Pacific Beach Community Plan Community Land Use Map





# Attachment D – Pacific Beach Community Plan Residential Designations



**Residential Designations**  
Pacific Beach Community Plan

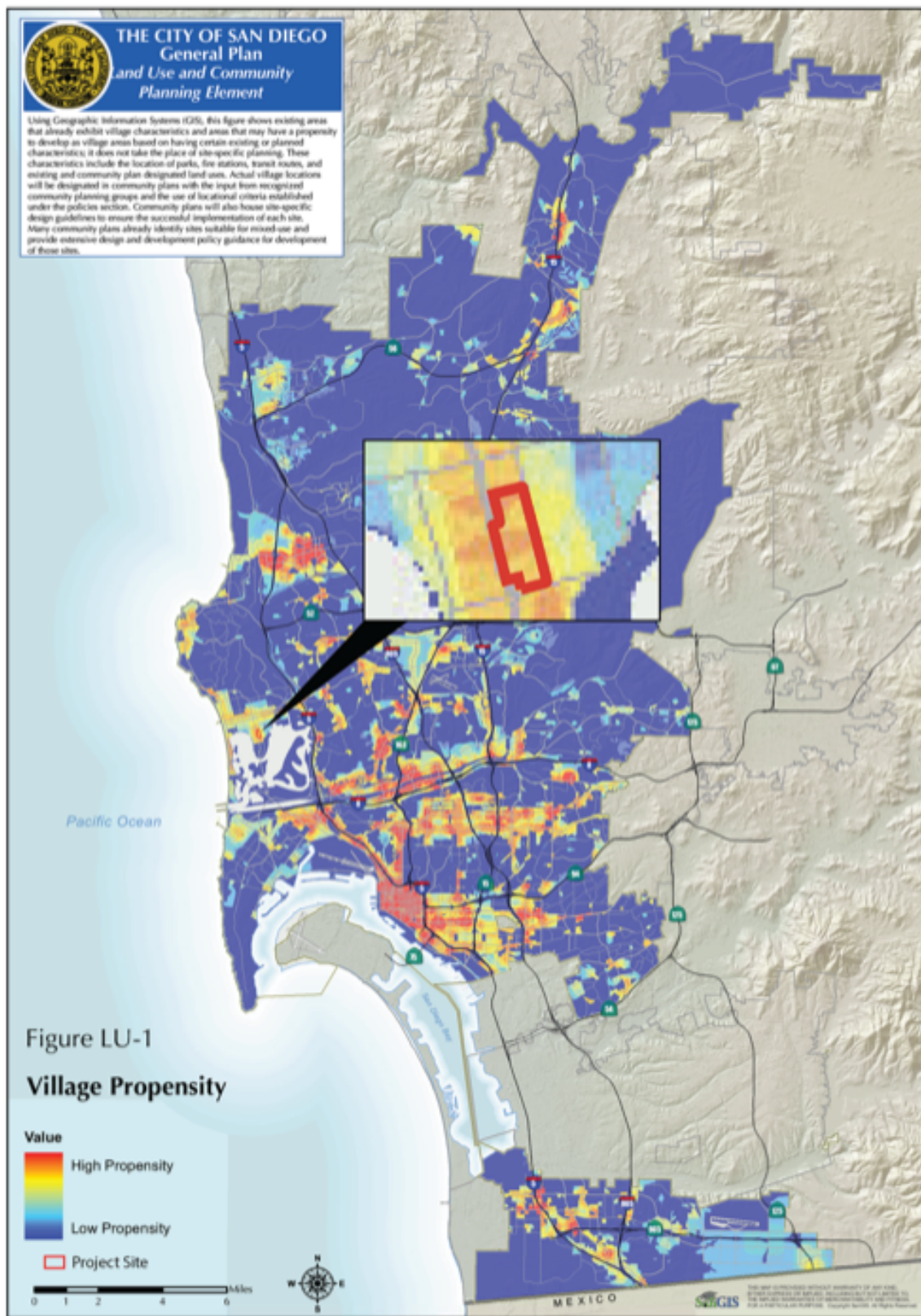
The map displays the Mission Bay area with various land use designations. A legend in the bottom right corner defines the symbols used:

- Protected Single-Family Areas:**
  - 0 - 2 (diagonal lines)
  - 2 - 5 (cross-hatch)
  - 5 - 9 (horizontal lines)
  - 9 - 14 (vertical lines)
  - 14 - 29 (stippled)
  - 29 - 43 (dark stippled)
- Proposed Land Use:**
  - Residential (15-54 DU/AC) (light gray)
  - Specific Plan Boundary (dashed line)
- Project Site:** Indicated by a red rectangle.

Geographical features include the Pacific Ocean to the west and Mission Bay to the east. A dashed line marks the 'COMMUNITY PLAN BOUNDARY'. A specific project site is highlighted in red within the residential area. A north arrow is located in the top left corner.



## Attachment F – City of San Diego General Plan Village Propensity



[illegible]



## Attachment H – Linear Park Concept



	<b>City of San Diego Development Services</b> 1222 First Ave., MS 302 San Diego, CA 92101 (619) 446-5000	<h1 style="margin: 0;">Ownership Disclosure Statement</h1>	<b>FORM DS-318</b>  <b>October 2017</b>
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**Approval Type:** Check appropriate box for type of approval(s) requested: ☐ Neighborhood Use Permit ☐ Coastal Development Permit  
☐ Neighborhood Development Permit ☐ Site Development Permit ☐ Planned Development Permit ☐ Conditional Use Permit ☐ Variance  
☐ Tentative Map ☐ Vesting Tentative Map ☐ Map Waiver ☒ Land Use Plan Amendment • ☐ Other \_\_\_\_\_

**Project Title:** AVA Pacific Beach **Project No. For City Use Only:** \_\_\_\_\_  
**Project Address:** 3823, 3863, 3913 Ingraham Street, 3952 Jewell Street

**Specify Form of Ownership/Legal Status (please check):**

☒ Corporation ☐ Limited Liability -or- ☐ General – What State? Maryland Corporate Identification No. 77-0404318  
☐ Partnership ☐ Individual

By signing the Ownership Disclosure Statement, the owner(s) acknowledge that an application for a permit, map or other matter will be filed with the City of San Diego on the subject property with the intent to record an encumbrance against the property. Please list below the owner(s), applicant(s), and other financially interested persons of the above referenced property. A financially interested party includes any individual, firm, co-partnership, joint venture, association, social club, fraternal organization, corporation, estate, trust, receiver or syndicate with a financial interest in the application. If the applicant includes a corporation or partnership, include the names, titles, addresses of all individuals owning more than 10% of the shares. If a publicly-owned corporation, include the names, titles, and addresses of the corporate officers. (A separate page may be attached if necessary.) If any person is a nonprofit organization or a trust, list the names and addresses of **ANY** person serving as an officer or director of the nonprofit organization or as trustee or beneficiary of the nonprofit organization. A signature is required of at least one of the property owners. Attach additional pages if needed. Note: The applicant is responsible for notifying the Project Manager of any changes in ownership during the time the application is being processed or considered. Changes in ownership are to be given to the Project Manager at least thirty days prior to any public hearing on the subject property. Failure to provide accurate and current ownership information could result in a delay in the hearing process.

**Property Owner**

Name of Individual: AvalonBay Communities, Inc. ☒ Owner ☐ Tenant/Lessee ☐ Successor Agency  
 Street Address: 2050 Main Street #1200  
 City: Irvine State: CA Zip: 92614  
 Phone No.: (949) 955-6200 Fax No.: (949) 724-9208 Email: mark\_janda@avalonbay.com  
 Signature: Mark Janda Date: February 16, 2022  
 Additional pages Attached: ☐ Yes ☐ No

**Applicant**

Name of Individual: AvalonBay Communities, Inc. ☒ Owner ☐ Tenant/Lessee ☐ Successor Agency  
 Street Address: 2050 Main Street #1200  
 City: Irvine State: CA Zip: 92614  
 Phone No.: (949) 955-6200 Fax No.: (949) 724-9208 Email: mark\_janda@avalonbay.com  
 Signature: Mark Janda Date: February 16, 2022  
 Additional pages Attached: ☐ Yes ☒ No

**Other Financially Interested Persons**

Name of Individual: N/A ☐ Owner ☐ Tenant/Lessee ☐ Successor Agency  
 Street Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Phone No.: \_\_\_\_\_ Fax No.: \_\_\_\_\_ Email: \_\_\_\_\_  
 Signature: \_\_\_\_\_ Date: \_\_\_\_\_  
 Additional pages Attached: ☐ Yes ☐ No