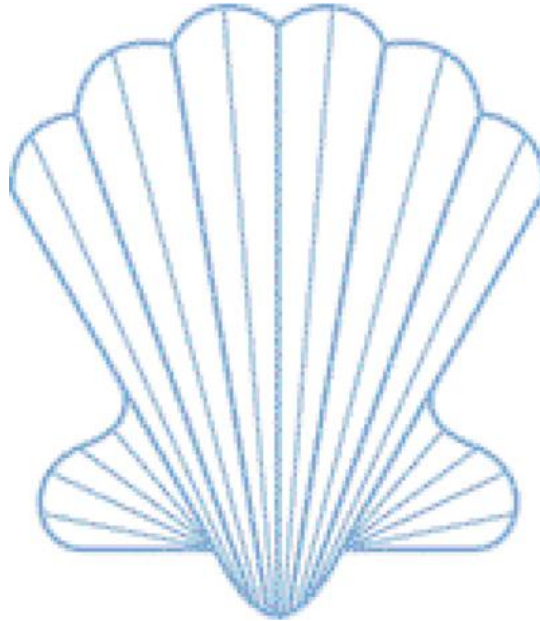


Pacific Beach Community Plan and Local Coastal Program Land Use Plan



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 2020 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	December 13, 2018		August 1, 2019	R-312605

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



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PLANNING DEPARTMENT

Ernest Freeman, A.I.C.P., Planning Director
George Arimes, Assistant Planning Director
Jeff Washington, Deputy Director Land Use and Facilities
Betsy McCullough, A.I.C.P., Principal Planner
Kerry Varga, A.I.C.P., Senior Planner/Project Manager
Jim Atkins, Graphic Designer
Sam Riordan, Graphic Designer
Byron Frohn, Senior Drafting Aide
Theresa Newman, Word Processing Operator
Ronald St. Germain, Editor/Proofreader
Ron Shely, Press Operator

PACIFIC BEACH COMMUNITY PLANNING COMMITTEE

Range of Membership Terms 1991 – 1994

Jim Magot, Chair	Charles Almack	James J. Morrison
Doug Holmes	Mark Sullivan	Don Hammer
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Pat Flynn Jr.	Walter Tice	Mark Boydston
Robert Jester	Eugene Tartaglione	Robert Jakarian

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Executive Summary

- Plan Vision
- Key Community Issues
- Overall Goals
- Image Map

EXECUTIVE SUMMARY

PLAN VISION

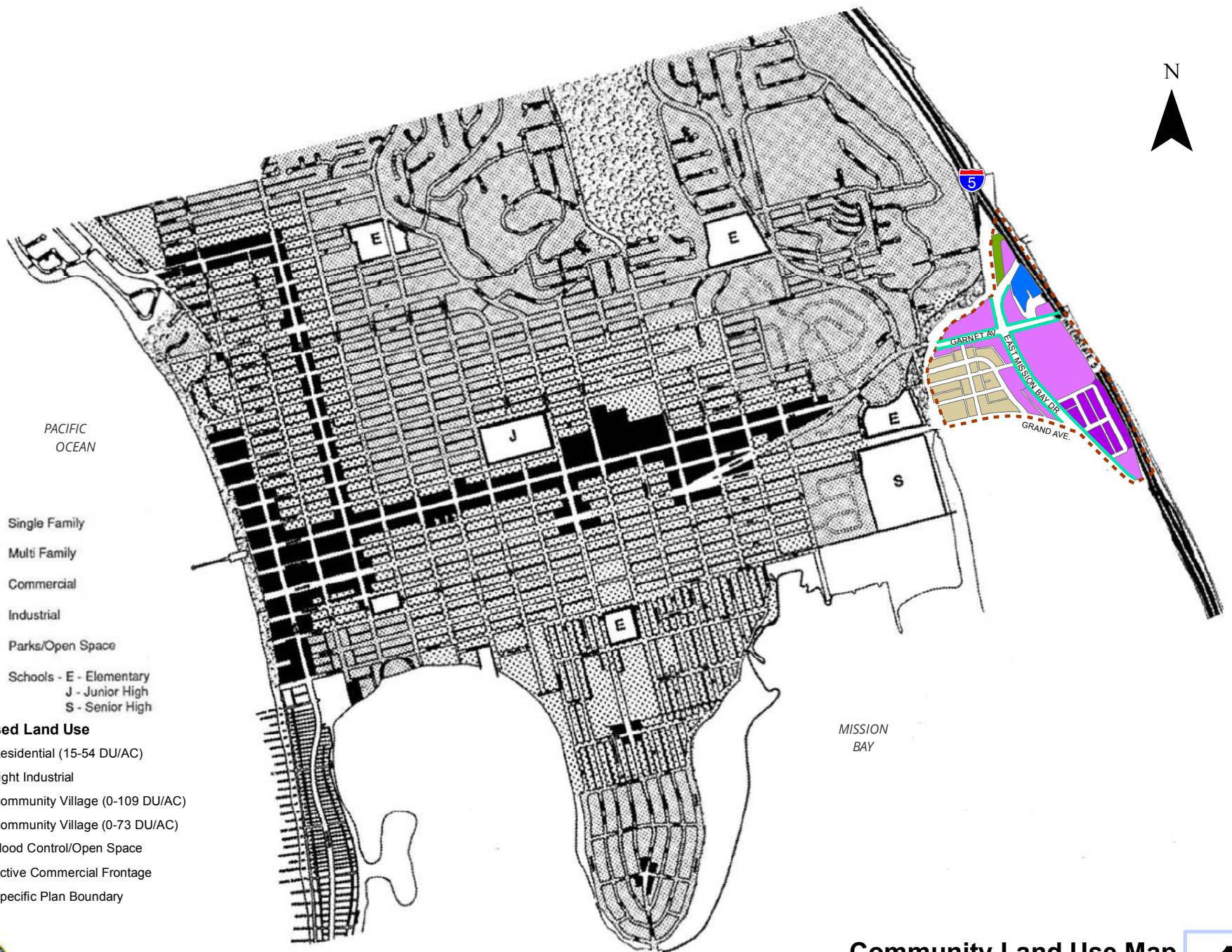
Pacific Beach is both benefited and burdened by its proximity to the Pacific Ocean and Mission Bay. As the community develops over the next twenty years, it will strive to reconcile the duality of its roles as a visitor destination and a residential community. The desirable aspects of the community which draw both visitors and residents alike--the beach, the bay, Kate Sessions Park and its scenic vistas--will be enhanced through improved identification and access. Conversely, those negative impacts--resulting primarily from increased traffic--will be minimized through the increased provision of convenient and affordable public transit.

The San Diego Trolley light rail transit line along Interstate 5 will serve the community and will provide linkages with convenient shuttle buses or other transit that will service key destinations within the community. Visitors will be encouraged to utilize peripheral parking and/or public transit. Usage of the community's bikeways will also be enhanced with improved identification and landscaping. Those residents and visitors who do need or choose to drive their automobile will be able to do so, utilizing the community's improved circulation system. Once these cars reach their destination, however, the pedestrian-oriented nature of development and pedestrian amenities will encourage passengers to stop and get out of their cars.

New development in the community will be concentrated along and around Garnet Avenue and Mission Boulevard, which are the community's primary commercial areas and transit corridors. Visitor-serving commercial uses will predominate along Mission Boulevard, while the remainder of the community's commercial area will be oriented towards resident-serving uses. Residents and visitors alike will be enticed to walk to and along these streets, which will be characterized by a sense of vitality created by the variety of uses and services, identifiable streetscape, architectural interest created by balcony restaurants or other pedestrian-oriented features, and residential activity. The East Mission Bay Drive area will continue to provide the community with regional-serving commercial uses. The various residential and commercial areas in the community will retain their unique neighborhood character, and the community's history will be further preserved through identification and designation of its heritage resources.

The identity of distinct residential neighborhoods in Pacific Beach will be reinforced. Crown Point, Braemar, Sail Bay and other neighborhoods will be distinguished by their varied streetscape themes. New development in residential areas of the community will complement the established scale, thus fostering the sense of neighborhood harmony.

The Earl and Birdie Taylor Library will serve as a community landmark as well as a focal point for community activities. In addition to the recreational opportunities provided by the beach and bay, residents and visitors will have increased access to active recreational facilities throughout the community, such as the tennis courts at Mission Bay High School and the softball fields and the recreation center next to Pacific Beach Junior High.



- Single Family
- Multi Family
- Commercial
- Industrial
- Parks/Open Space
- Schools - E - Elementary
- J - Junior High
- S - Senior High

- Proposed Land Use**
- Residential (15-54 DU/AC)
 - Light Industrial
 - Community Village (0-109 DU/AC)
 - Community Village (0-73 DU/AC)
 - Flood Control/Open Space
 - Active Commercial Frontage
 - Specific Plan Boundary



Community Land Use Map
Pacific Beach Community Plan

1
FIGURE

KEY COMMUNITY ISSUES

In the initial stages of this plan update, the Planning Department worked with the Pacific Beach Community Planning Committee to identify key issues related to planning and development in the community. These issues, highlighted below, served as the basis for this plan update and the goals and recommendations contained herein.

Traffic, Circulation and Parking

- Traffic congestion continues to worsen in the community, particularly during holidays and the summer months.



- Beach-and-bay destination traffic and pass-through traffic has diminished the feeling of "community" in Pacific Beach. Although the area is served by public transit, visitors and most residents continue to rely on private automobiles for moving within and through the community.

- Sufficient parking is not available in some areas of Pacific Beach, particularly in the summer and on weekend evenings. Because Pacific Beach also lacks sufficient garage space and off-street parking, streets are also impacted by the on-street parking of recreational vehicles and boats. Recent development has, however, provided adequate parking.

Commercial

- Community-serving commercial uses in the area are insufficient; residents must go outside of the community for basic needs (such as theaters, clothing, etc.).
- The Garnet Avenue commercial strip continues to exhibit deterioration and economic decline.
- Commercial establishments in the community have increasingly developed with automobile rather than a pedestrian or transit orientation.
- Despite its extraordinary traffic load, the East Mission Bay Drive commercial area conveys a negative image as the gateway to the community.

Residential

- Affordable housing opportunities (e.g., studios, one bedrooms) have been reduced (both in absolute numbers and as a percentage of housing stock) because of soaring land costs and a decrease in allowable residential densities.
- Much of the residential portion of Pacific Beach lacks neighborhood identity.
- Redevelopment of properties in the single-family neighborhoods has not reflected the established bulk and scale of those neighborhoods. Many of the newer single-family homes appear to be more massive than multifamily buildings.

Parks and Recreation

- The community's parks and recreational facilities are inadequate to meet the needs of the resident and visitor populations.
- With little or no signage, beach and park access is inadequate.

Community Character

- Many commercial and residential properties in the community, particularly in transitional neighborhoods, are in need of general maintenance or improvement.
- The community does not have an identifiable center or core.
- Utility poles and wires, stored or abandoned vehicles, unpaved alleys, and sporadic use of street trees detract from a positive community character.
- The community is affected by the increasing homeless and migrant worker population arising from continuing economic hardship. The situation has served to frustrate residential and commercial improvement efforts.

OVERALL GOALS

The Planning Department and the Community Planning Committee have generated land-use goals as follows:

- Provide public facilities for the education, recreation, safety and health of Pacific Beach residents including children, families, the elderly and the physically or mentally challenged.
- Promote a mixture of commercial services to meet needs of existing and future populations.
- 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.
- Enhance existing public access to the beach, bay and park areas along the shoreline to benefit community residents and visitors.
- Develop and maintain beach and bay recreational facilities adjacent to Pacific Beach to serve both residents and visitors, while assuring that such facilities will not adversely affect the community in terms of traffic or parking.
- Implement design standards for single-family and multifamily development to ensure that redeveloped properties reflect the scale and character of the neighborhood.
- Stimulate the physical rehabilitation and economic revitalization of the Garnet Avenue commercial district.

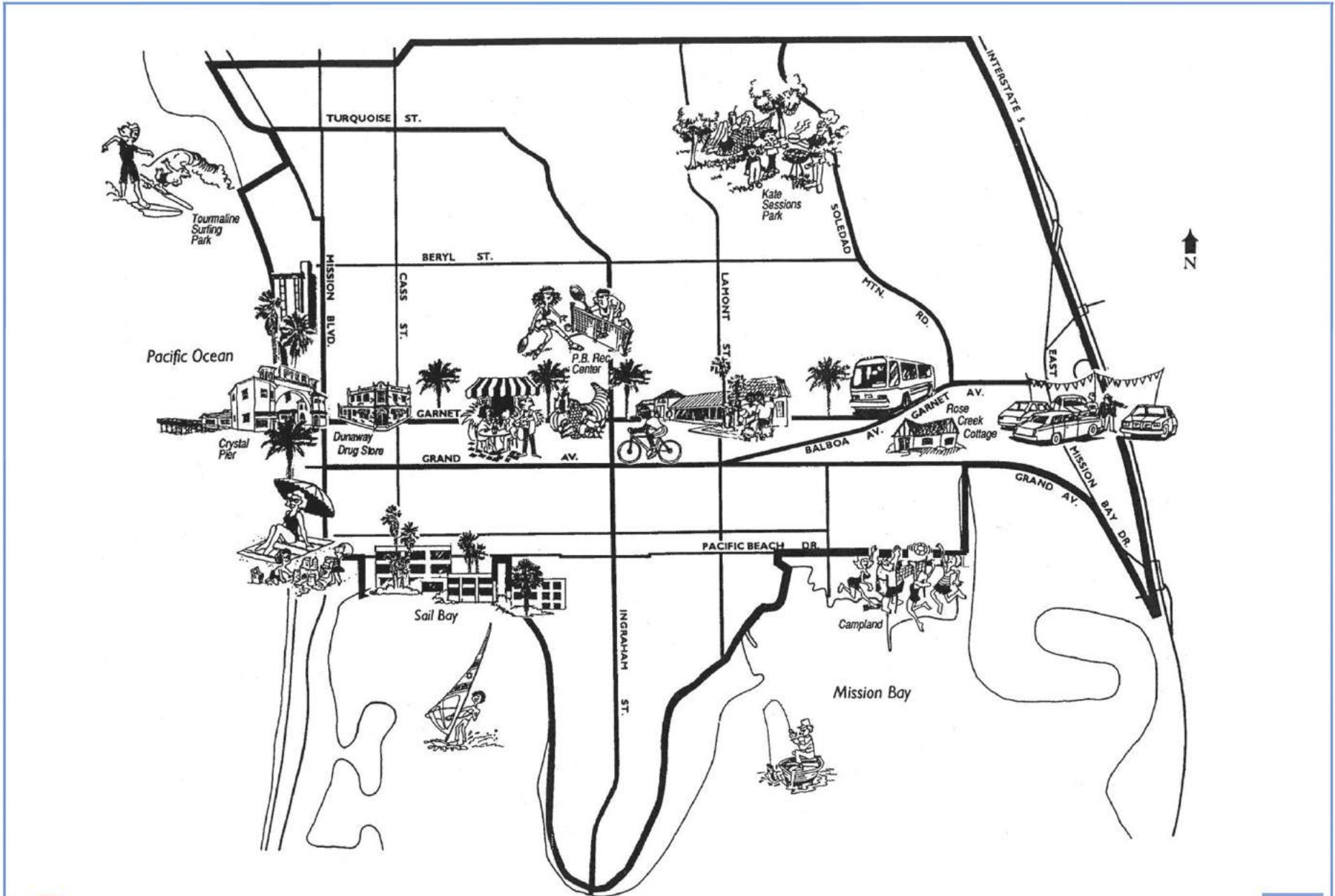


Image Map
Pacific Beach Community Plan



Introduction

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

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.



Planning Context

- The Community Planning Area
- Development and Planning History
- Urban and Environmental Setting
- Local Coastal Area

PLANNING CONTEXT

THE COMMUNITY PLANNING AREA

The Pacific Beach community planning area is located within the mid-coastal region of the City of San Diego. It is bounded on the north by La Jolla, on the east by Interstate 5 and Clairemont Mesa, on the south by Mission Bay Park and Mission Beach, and on the west by the Pacific Ocean (Figure 3).

DEVELOPMENT AND PLANNING HISTORY

Pacific Beach was included within the original Pueblo Lands, which divided the area into a large grid pattern in the mid-1800s. The founding of the San Diego College of Letters at the northwest corner of Garnet Avenue and Lamont Street in 1887, acted as a catalyst for development of a nearby small village. In 1910, the redevelopment of the college site to the San Diego Army and Navy Academy--later named the Brown Military Academy--spurred significant residential building activity.

This activity continued at an accelerated pace through the war and post-war years. During this same period, major transportation routes served as the focal points for commercial development. With the exception of Pacific Plaza, very little change has occurred to the commercial development pattern established at the time.

Tourism has consistently had a major economic impact on Pacific Beach and its surrounding communities. Belmont Park, Crystal Pier and Mission Bay Park were all developed to take advantage of this potential.

The Mission-Pacific Beach Community Plan, adopted by the City Council in 1970, was the first area plan for Pacific Beach. In 1974, the Council adopted the Mission Beach Precise Plan, and amended the 1970 plan to remove the Mission Beach Planning Area.

In 1977, the City Council recognized the Pacific Beach Community Planning Committee as the official organization to provide citizen input on planning and development issues in Pacific Beach. The committee worked with the Planning Department to prepare the updated Pacific Beach Community Plan and Local Coastal Program Land Use Plan, which was adopted by the City Council in 1983. The plan has been amended five times since then.

In 1988 and 1989, the City Council approved rezonings to various residential and commercial properties in Pacific Beach to implement the 1983 community plan and the local coastal program. Upon the California Coastal Commission's certification of these rezonings in 1988, the City assumed Coastal Development Permit authority for most of the properties within Pacific Beach's coastal zone.

In 1990, as part of the City's Single-Family Protection Program, the 1983 plan was amended to redesignate most of the community's multifamily residential area from a maximum allowable density of 29 dwelling units per acre to a maximum allowable density of 15 dwelling units per acre, with rezonings from R-1500 to R-3000. This latest downzoning followed previous downzonings in the community from R-1000 to R-1500 in the 1980s, and from R-400 to R-1000 prior to that.



Location Map
Pacific Beach Community Plan

URBAN AND ENVIRONMENTAL SETTING

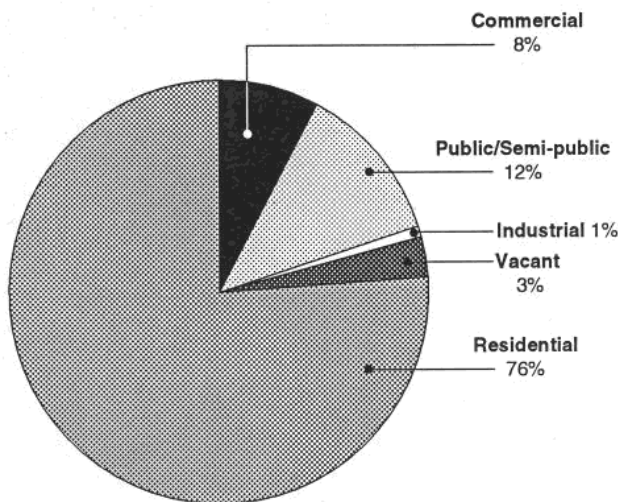
The following aspects that make up the urban and environmental setting of the community establish a framework for future development in the community. There is very little vacant land left in Pacific Beach upon which to build. Approximately 97 percent of the community's land area is developed with residential, commercial, industrial, institutional or park use. Most new development is expected to consist of redevelopment or infill development.

There are both opportunities and constraints for the future development of Pacific Beach that are inherent in its location, topography and development history (see Figure 4). These opportunities and constraints are discussed in more detail in the sections below.

Development and Circulation Pattern

Pacific beach is predominately residential in use as illustrated by the chart below:

There are opportunities for providing more affordable housing through a balance of housing types in the community, both in residential and commercial areas.



The circulation network of Pacific Beach is composed of major, collector and local streets, arranged in a grid on the plains portion of the community and contoured on the slopes of Soledad Mountain in the hills portion of the community. Interstate 5 forms the eastern boundary of Pacific Beach and is the only freeway that serves the community. The predominant grid pattern, along with transit-oriented development, presents an opportunity to provide for alternative forms of transportation to the private automobile.

Hillsides

The northwest quadrant of Pacific Beach is topographically characterized by its gently- to moderately-sloped hillsides. Development potential on these slopes is constrained by the Hillside Review overlay zone. The only area that contains slopes in excess of 25 percent is the east side of Pacifica Drive, facing Interstate 5. Most of the area is built out primarily with low-profile single-family residences.

Coastal Bluffs

The shoreline area from Grand Avenue to the community's boundary with La Jolla contains coastal bluffs that gradually increase in height as they extend north. The City has developed an oceanfront park north from Grand Avenue to Diamond Street, and has plans to extend the park south of Grand Avenue. North of Diamond Street, the properties along the bluffs have been developed with residential or hotel uses. According to the 1983 City of San Diego Seismic Safety Study, the bluffs south of Diamond Street are considered generally stable with a low risk rating. The bluffs north of Diamond Street are considered mostly stable, with a moderate risk rating.

Most of the bluffs within the community are experiencing varying degrees of erosion (see Figure 5). Development in close proximity to the bluffs is constrained by the Sensitive Coastal Resource Zone applied to properties west of Ocean Boulevard.

Geology

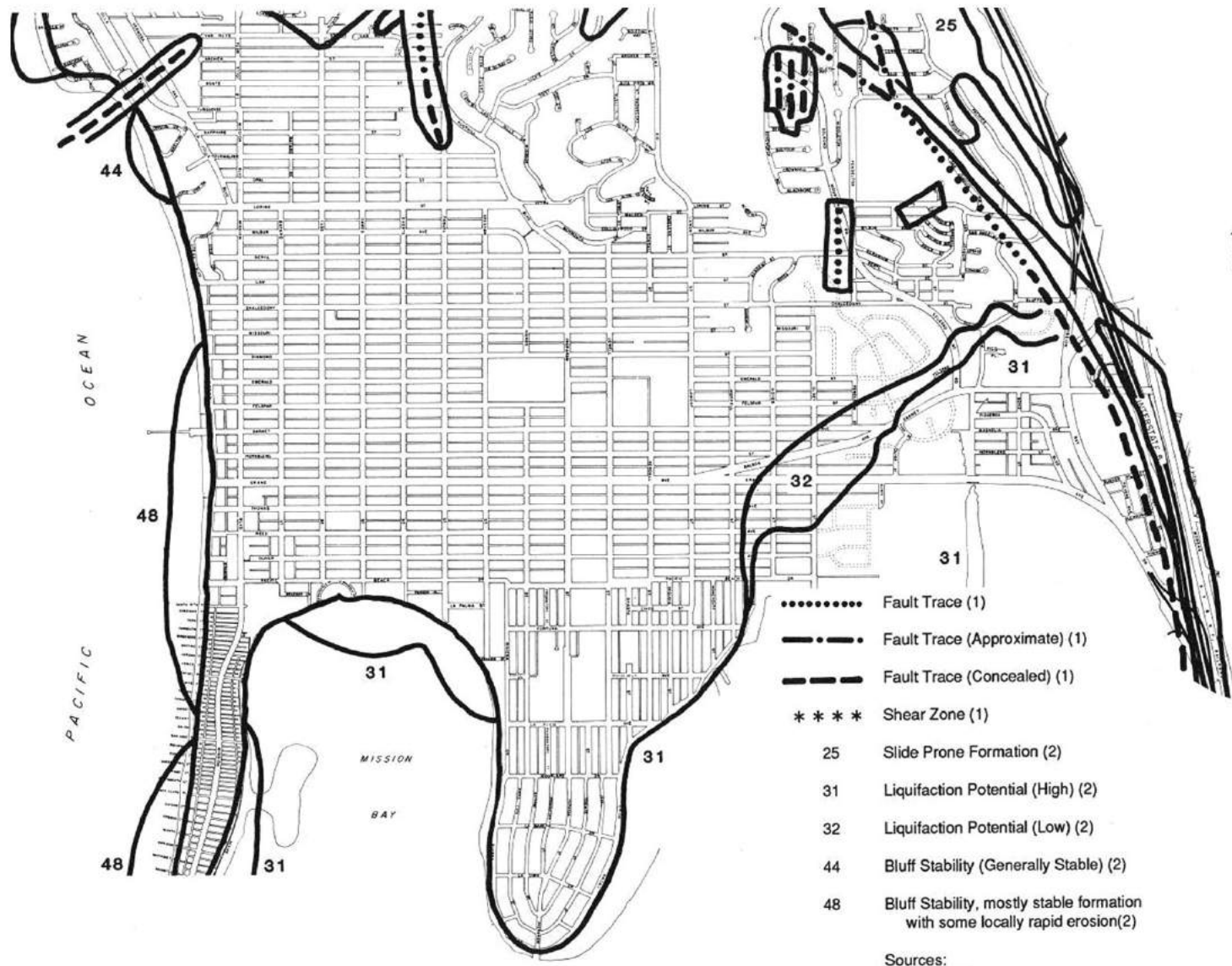
The City of San Diego Seismic Safety Study determined that there is a relatively high potential for liquefaction (ground failure) in some areas of Pacific Beach, as indicated in Figure 5. There are three fault trace lines identified in the community: the Rose Canyon Fault paralleling Interstate 5; and two other faults in the northwestern portion of the community. According to the study, the portion of the Rose Canyon Fault that runs through Pacific Beach has a "high" geotechnical risk rating and the other two faults have a "moderate" risk rating.

LOCAL COASTAL AREA

The California Coastal Act of 1976 established a coastal zone boundary and mandated that all jurisdictions within that boundary prepare a Local Coastal Program (LCP). The LCP brings the jurisdiction's planning process into conformance with the 1976 Coastal Act.

Approximately 60 percent of the Pacific Beach Community is located within the coastal zone, as identified in Figure 6.

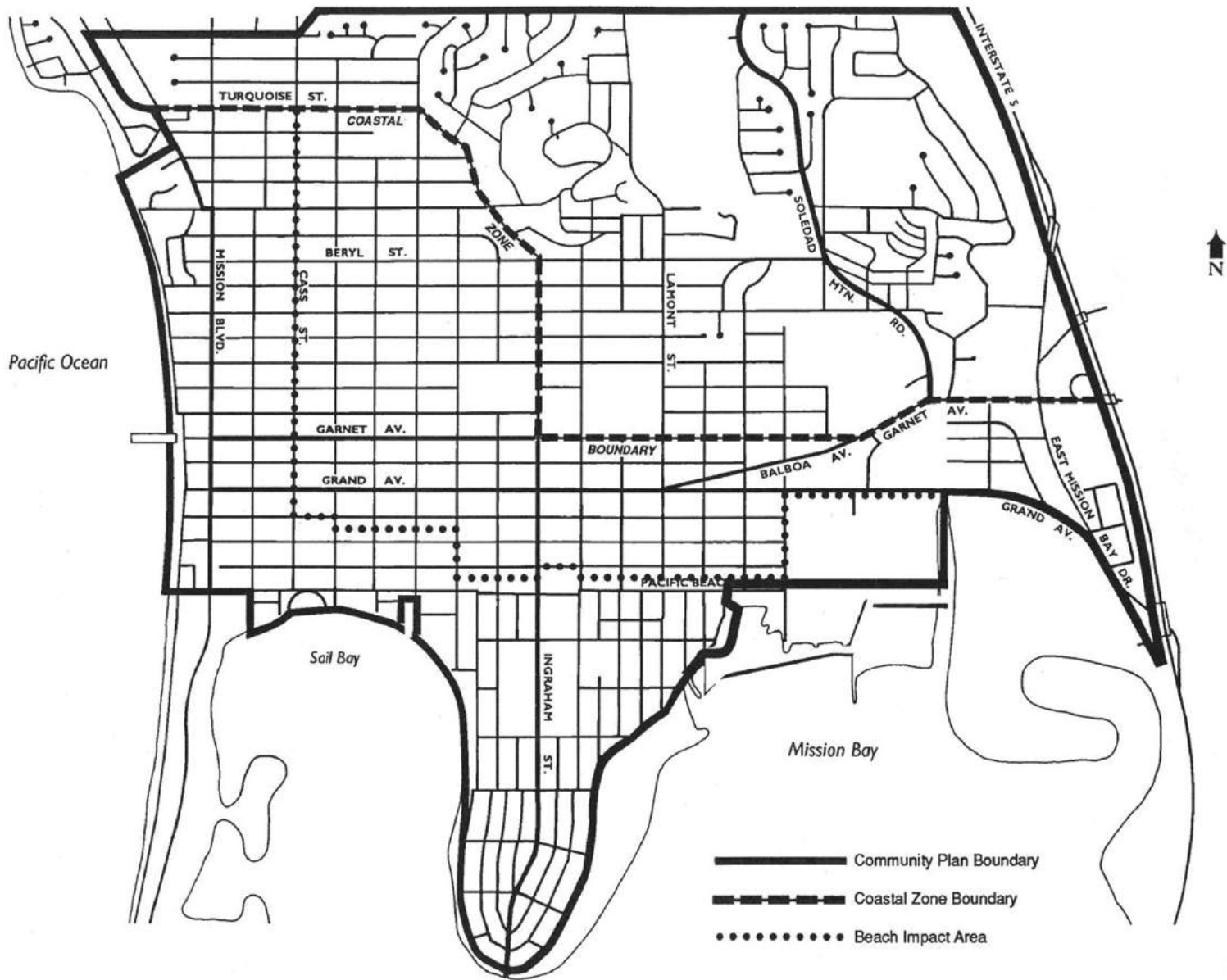




Sources:
 (1) Cal. Div. Mines & Geology
 (2) City of San Diego Seismic Safety Study, 1974

Generalized Geology
Pacific Beach Community Plan **5**
FIGURE





Coastal Zone and Community Plan Boundaries
Pacific Beach Community Plan



Because of the area within the coastal zone, this community plan has the responsibility of including planning and development standards to protect and preserve the state's coastal resources pursuant to the adoption and certification of the City of San Diego's LCP.

A portion of the community also falls within the beach impact area which is applied to those areas of the coastal zone that are subject to higher levels of traffic congestion and parking need.

This Pacific Beach Community Plan and LCP Land Use Plan has incorporated the coastal issues that have been identified for the community, and has developed policies and recommendations in the various elements of the community plan to address those issues, as summarized below:

Public Access to the Beaches and Bay

The Parks and Open Space Element incorporates recommendations for improving vehicular, bicycle, and pedestrian access to the beaches and bays; both the Parks and Open Space and the Community Facilities Elements include recommendations for improving visual access through landscape maintenance programs and undergrounding of utilities.

Recreation and Visitor Serving Facilities

The Commercial Element recommends retaining existing commercial areas in proximity to the beach and bay with a commercial and visitor serving focus, while still providing community goods and services.

Preservation of Crystal Pier

The Heritage Resources Element and Appendix E contain design standards for the preservation of the historical integrity of Crystal Pier.

Provision of Community Parks & Recreation Areas

The Parks and Open Space Element recommends the identification of additional park and recreation opportunities through the joint use of school sites.

Provision of Low- and Moderate-Income Housing

The Commercial Element provides for an increased density for mixed-use projects, and promotes the development of Single-Room-Occupancy Hotels and Living Units to provide a greater opportunity for the development of more affordable housing.

The Residential Element further recommends revising multifamily development standards to encourage the development of smaller units.

Preservation of Water, Marine & Biological Resources

The Parks and Open Space Element contains recommendations for new development of properties abutting the North Marsh preserve, for rezoning Kate Sessions Park to OS-P, and for enhancement of the Rose Creek Flood Control Channel.

Beach and Coastal Bluff preservation

The Commercial and Residential Elements include standards for coastal bluff development. The Heritage Element contains specific recommendations for the future development of Crystal Pier that is sensitive to the beach and bluffs.

Hazard Areas

Potentially hazardous areas are identified in the Urban and Environmental Setting section and illustrated in Figure 5.

Impact of Buildout on Coastal Access

The land uses designated in the various elements of this plan reflect the intensity of existing development. The Circulation Element focuses on transit improvements designed to facilitate visitor access to the coastline.

Visual Resources

The Community Facilities Element recommends undergrounding of overhead utilities; various elements in the plan contain recommendations for improved signage; and Appendix D contains streetscape recommendations to improve the visual quality of Pacific Beach.

Public Works

The Community Facilities element contains recommendations for future water, sewage, gas and electric service to Pacific Beach.

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Plan Elements

- Circulation
- Commercial Land Use
- Industrial Land Use
- Residential Land Use
- Parks and Open Space
- Community Facilities and Services
- Heritage Resources

CIRCULATION

BACKGROUND

The circulation network of Pacific Beach is composed of major, collector and local streets arranged in a grid on the flat lands or plains, and contoured on the slopes of Soledad Mountain in the northern portion of the community (Figure 7). The community is served by Interstate 5 from the east and Interstate 8 from the south. The community-based circulation system is heavily utilized during daily peak hours as a through access route from La Jolla and Mission Beach, and as a coastal access route on several key streets--including Garnet and Grand Avenues and Ingraham Street. Because of this, some streets within Pacific Beach have had to accommodate large traffic volumes.

The Transportation Study (see Appendix J) prepared by the City's Engineering and Development Department points out that most congested locations in Pacific Beach are on east-west major streets and streets that lead to Interstate 5. The two worst street sections are Beryl Street from Donaldson Drive to Soledad Mountain Road and Garnet Avenue between Gresham Street and Haines Street. In a traffic volume comparison at 42 locations, 17 (40 percent) were carrying more than their designed capacity; the two street sections identified above (Beryl Street and Garnet Avenue) were carrying approximately double their designed capacity.

The four major public transit corridors through Pacific Beach are: Ingraham Street, Garnet and Grand Avenues, and Mission Boulevard. Ridership is good on these routes, but the routes run infrequently and are inconvenient to many residents.

According to the 1990 Census, 13 percent of Pacific Beach's population is elderly and retired. Some of the community's residents are also physically challenged. For a public transit system to be effective, it must serve these special populations with frequent, convenient service.

Some street classifications shown on Figure 7 do not exist in the Street Design Manual. Rather, they reflect the existing function of the street. No improvements are recommended for these streets with the exception of those listed in this plan.

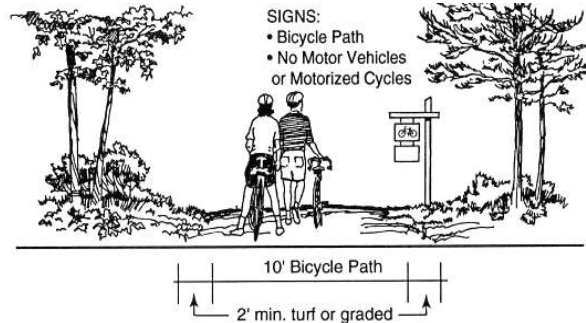
The community is served by five inter-community bus routes (see Figure 8). During summer months this transit service has been supplemented by the "Sunrunner," which transports residents and visitors to and along the beach for a nominal fare. While the regular bus service maintains a healthy ridership, and the Sunrunner continues to augment transit services during the peak tourism period, it is unfortunate that private automobile use continues to be more attractive than public transit, even though congestion continues to worsen particularly during summer months. The Sunrunner has been a seasonal service and may not be depended upon in the future for the kind of year-round intra-community service required to convince drivers to leave their cars at home.

Transit corridors are identified in Figure 8. These corridors represent commercial and multifamily residential areas where new development can enhance transit usage by incorporating transit-oriented development features. It should be noted that these features are not applicable to the portion of the transit corridors running through areas designated for single-family development.

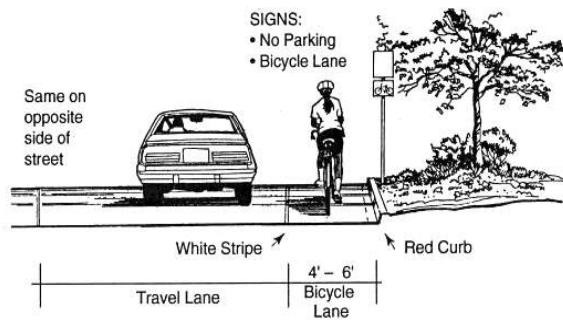
The Pacific Beach bicycle network connects with the citywide commuter-oriented bikeway system. This system encourages bicycle usage for both leisure and work trips, thereby helping to relieve traffic congestion and improve regional air quality.

Three bikeway classifications are used throughout the City of San Diego. The three classifications are Class I (bike paths), Class II (bike lanes), and Class III (bike routes). Class I bicycle facilities (typically located in open space areas) consist of a completely separate right-of-way for the exclusive use of non-motorized vehicles. Class II facilities (typically located on major streets) consist of a restricted right-of-way on the paved road surface alongside the traffic lane nearest the curb. These facilities are identified by special signs, lane striping, and pavement markings.

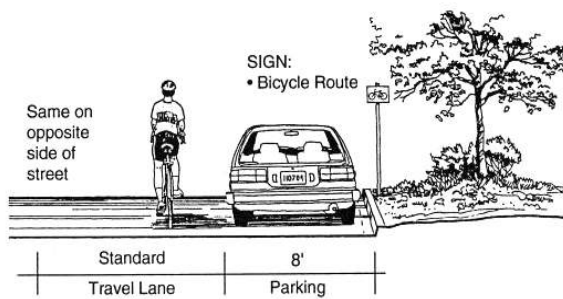
Class III facilities (typically located on neighborhood streets) consist of a shared right-of-way designated by signs only. With Class III facilities, bicycle traffic shares the roadway with motor vehicles. Pacific Beach's bicycle network contains all three classifications of bikeway facilities (see Figure 9).



CLASS I
(Typical location - open space)
Bicycle Path:
A completely separate right-of-way for the exclusive use of non-motorized vehicles.






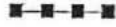





CLASS II
(Typical location - major street)
Bicycle Lane:
A restricted right-of-way located on the paved road surface alongside the traffic lane nearest the curb, and identified by special signs, lane striping, and other pavement markings.

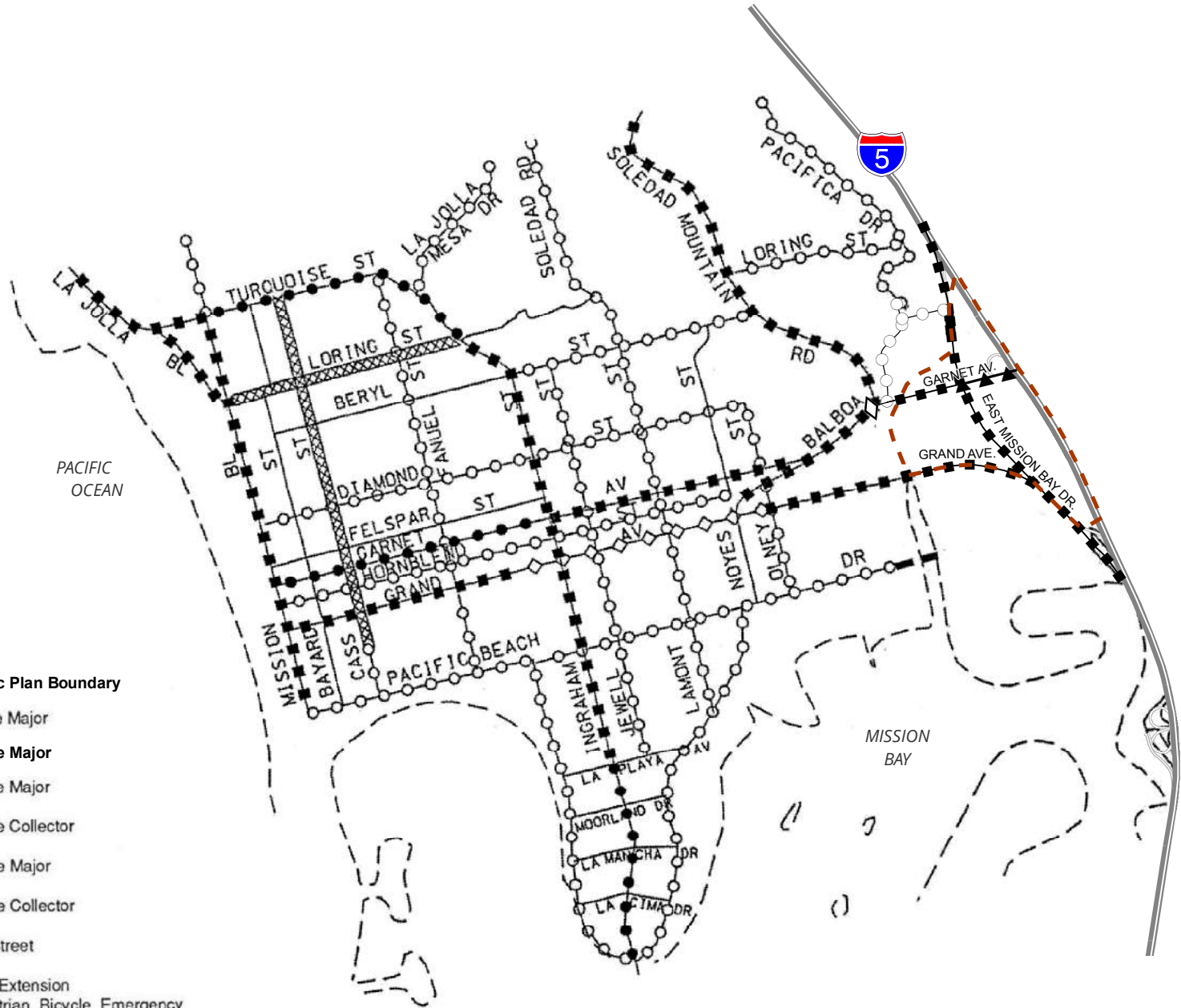


CLASS III
(Typical location - neighborhood street)
Bicycle Route:
A shared right-of-way designated by signs only, with bicycle traffic sharing the roadway with motor vehicles.

In addition to the commuter-oriented bikeway system, Pacific Beach has numerous recreational bicyclists who also use the boardwalk and various trails along the perimeter of Mission Bay.

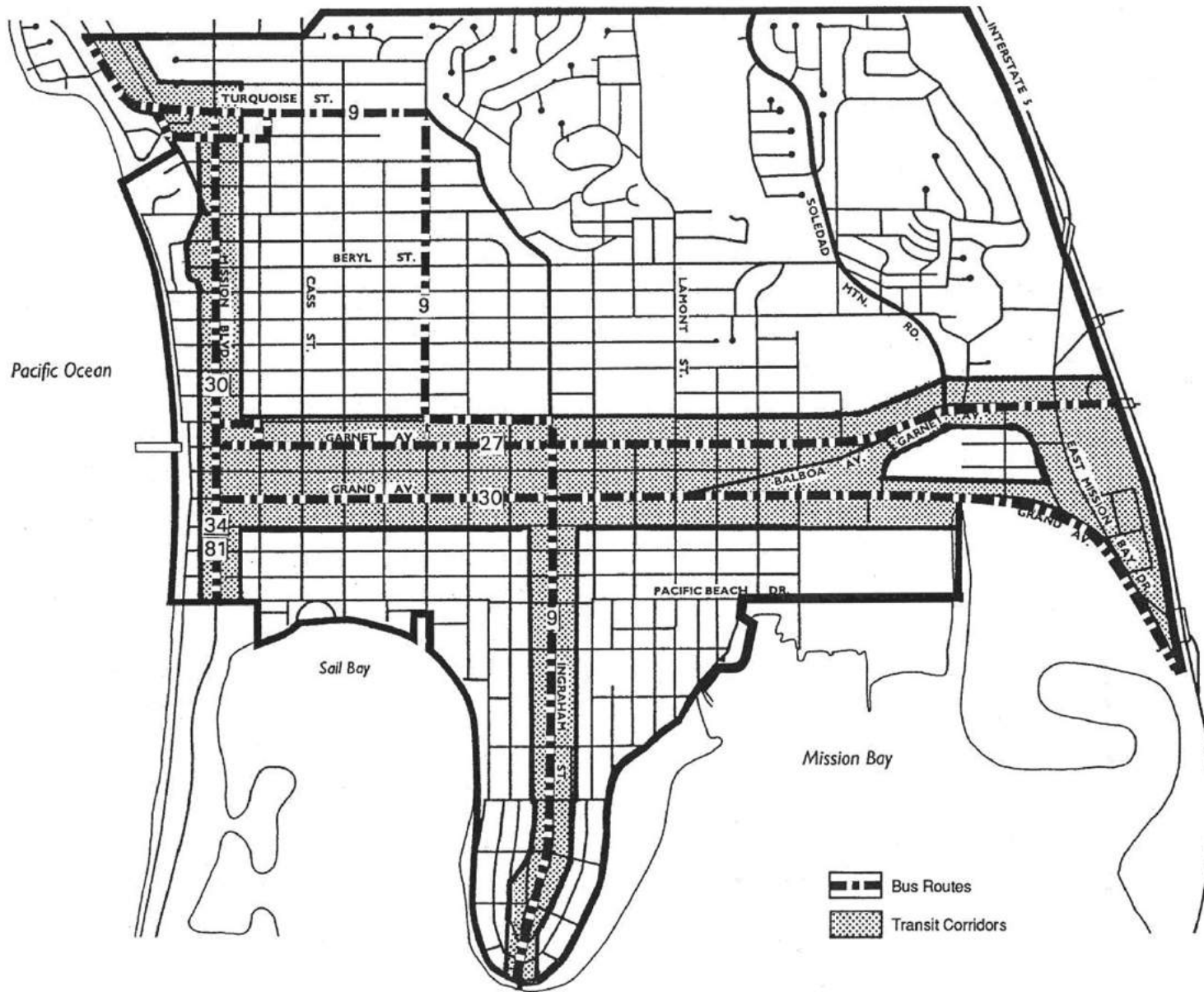


-  **Specific Plan Boundary**
-  6 - Lane Major
-  5 - Lane Major
-  4 - Lane Major
-  3 - Lane Collector
-  2 - Lane Major
-  2 - Lane Collector
-  Local Street
-  Future Extension
(Pedestrian, Bicycle, Emergency
Vehicle use only)



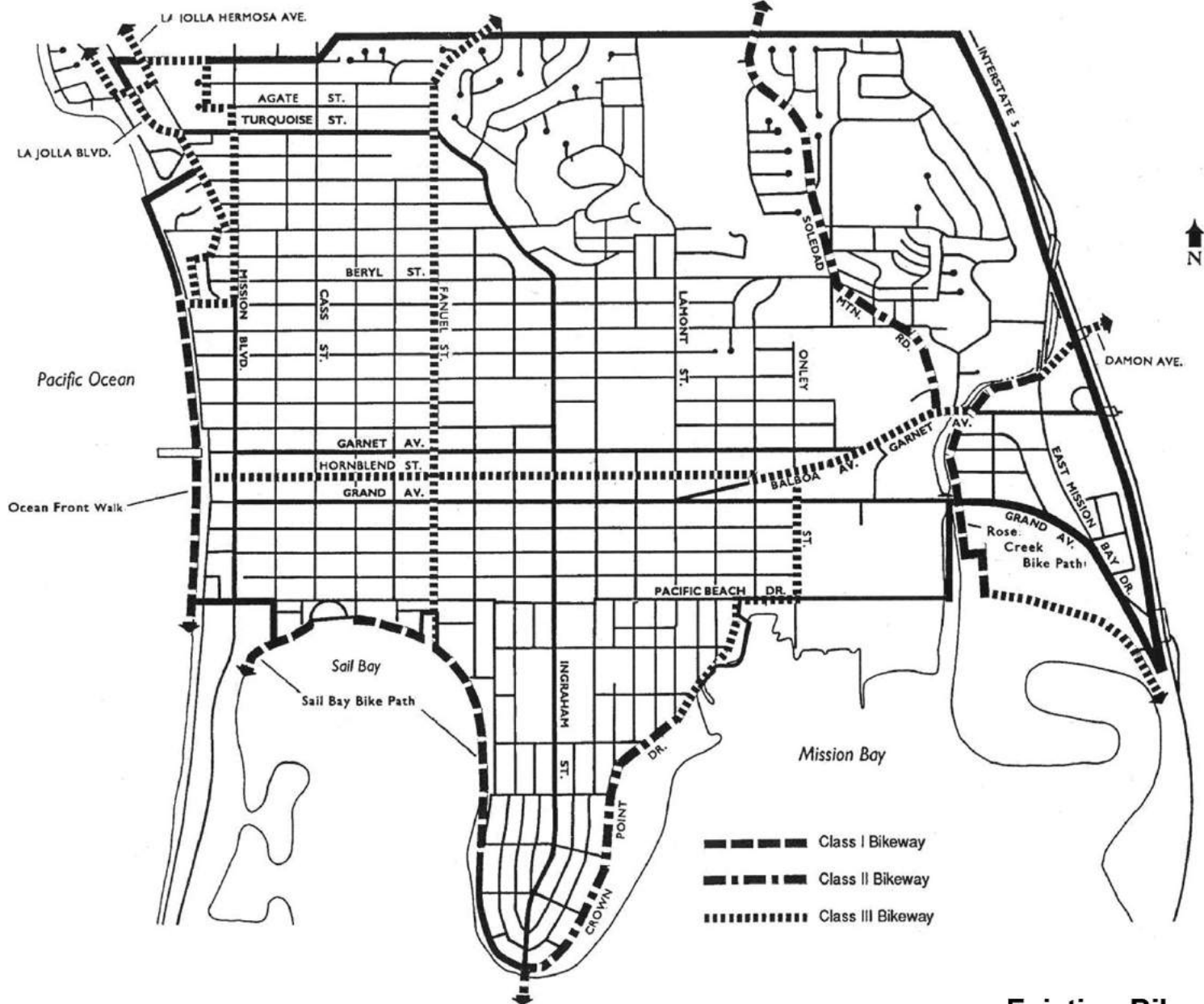
Street Classifications
Pacific Beach Community Plan

7
FIGURE



Bus Routes/Transit Corridors
Pacific Beach Community Plan





Existing Bikeways
Pacific Beach Community Plan











- Class I Bikeway
- Class II Bikeway
- Class III Bikeway
- Existing Bikeways, Class I, II, III (see Fig. 9 for details)

 Specific Plan Boundary
Existing Bicycle Facilities

-  Class I
-  Class III
-  Class II

Planned Bicycle Facilities

-  Class I
-  Class II
-  Class III
-  Class IV
-  Bicycle Boulevard
-  Shared Bus Bike Lane



Future Bikeways
 Pacific Beach Community Plan

9a
 FIGURE

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The grid network of Pacific Beach that is conducive to the automobile also serves the pedestrian in the community, providing the same choice of alternative routes.

Some commercial streets contain a variety of uses and activity and exhibit a pedestrian-friendly development pattern, with buildings set close to the sidewalk, offering views into the establishments. These streets include Mission Boulevard, Garnet Avenue and Cass Street. Ocean Boulevard has been almost fully developed as a linear park along the ocean, and is used extensively by pedestrians, bicyclists and skaters.

GOALS

- Reduce traffic congestion by increasing the efficiency and utility of public transit, enhancing the aesthetic value of major circulation routes, promoting safe and pleasant bicycle and pedestrian routes, creating a pleasant experience through commercial areas to enhance the commercial district, and providing physical and operational improvements to the circulation system.



- Create safe, pleasant and useful pedestrian and bicycle pathways to connect the residential neighborhoods of Pacific Beach, such as Crown Point and Braemar, with commercial areas and community facilities, such as schools, parks and the library. Remove barriers which impede pedestrian, bicycle and disabled access.
- Increase public transportation routes, perhaps by use of jitneys, minibuses, light rail, or other forms of mass transit to permit safe and inexpensive transit around Pacific Beach.
- Incorporate parking facilities jointly with Mission Bay Park, and reduce the impact of visitor parking in areas closest to the beach and bay through a program of incentives, such as peripheral parking centers and improved transit.
- Provide intensive street landscaping at the eastern and southern entrances to Pacific Beach: East Mission Bay Drive, Ingraham Street, Grand Avenue and Garnet Avenue.
- Where feasible, provide large parking facilities on or near East Mission Bay Drive, particularly as a shared facility with the proposed light rail line stop at Morena Boulevard and Balboa Avenue, coordinated with proposed lots in Old Town and at the intersection of Pacific Highway and Sea World Drive.

POLICIES

1. Bus routes and the Sunrunner shall be maintained and supplemented as necessary (i.e., with an intra-community shuttle, minibus or jitney); the City and the Metropolitan Transit Development Board (MTDB) shall pursue linkage with the future Light Rail Transit station at Balboa Avenue and Morena Boulevard and its parking facility.
2. The City shall consider changes to the Municipal Code that will permit a reduction in parking requirements for mixed use projects which utilize transit-oriented development standards (identified in the commercial element of this plan) and incorporate transportation demand management programs. These changes to the Code will not be pursued where there would be an adverse effect on surrounding neighborhoods or within the beach impact area.
3. The City shall identify additional transit corridors in the Pacific Beach community as appropriate to support transit oriented development policies. Transit corridors shall be limited to routes served by light rail, frequent City bus service or other forms of mass transit.
4. The City shall improve the road network to facilitate traffic circulation without widening streets, and without disrupting the neighborhood development pattern, streetscape or pedestrian environment, all of which contribute to the community's character. All road improvements will, where possible, maintain sidewalks and landscaping.
5. New development shall be designed to promote transit, bicycle and pedestrian use.
6. New development projects shall limit the number of curb cuts to the absolute minimum necessary (preferably one per property), unless precluded for safety reason. Where possible, vehicular access shall be solely from alleys.
7. The City shall promote the establishment of Park and Ride facilities on or near East Mission Bay Drive, particularly in proximity to the proposed trolley station at Morena Boulevard and Balboa Avenue.

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				
Supplement and maintain bus service; link with Light Rail Transit.				●				Metropolitan Transit Development Board	MTDB	Policies 1 & 3 Proposal 1
Provide the circulation improvements recommended by this community plan.							●	Engineering and Development Dept.	various sources	Policy 4 Proposal 7 Proposal 8
Implement a phasing and funding schedule for the operational and roadway improvements.							●	Engineering and Development Dept., City Council	various sources	(PFFP) Public Facilities Financing Plan
Consider changes to the Municipal Code to allow a reduction of required parking for projects employing transit-oriented development and transportation demand management techniques.			●					Engineering and Development Dept., Planning Dept., Planning Commission, City Council, Calif. Coastal Commission	City	Policy 2
Require projects processed under discretionary review to design for transit, bicycle and pedestrian use.	●							Planning Dept., Engineering and Development Dept.	recoverable	Policy 5 Proposal 6
Require projects to limit the number of curb cuts to one wherever possible.	●							Planning Dept., Engineering and Development Dept.	recoverable	Policy 6
Promote establishment of Park & Ride facilities.			●					Planning Dept., CALTRANS	various sources	Policy 7

SPECIFIC PROPOSALS

1. Transit systems shall be planned to serve all of Pacific Beach. When parking facilities are to be built, they should be incorporated with the light-rail system to serve as dual-purpose park and ride lots for residents of Pacific Beach and visitors.
2. MTDB, with input from the community, shall study the feasibility of providing a "no-fare collection" shuttle bus (similar to the Sunrunner), parking terminals outside the central commercial areas and near Interstate 5, and pay parking lots located at various points throughout the community. When light rail is installed, the routes shall be redesigned or extended to connect with the Morena Boulevard stop.
3. Pursue acquisition of property on East Mission Bay Drive to create a park-and-ride facility for alternative transit to and from destinations in Pacific Beach and to provide park-and-ride service for residents who travel downtown or to Mission Valley. Parking shall be shared with the trolley line. If economically feasible, parking garages should be provided with 24-hour security for vehicles left there.
4. Upon construction of the light rail station at Balboa Avenue and Morena Boulevard/Interstate 5, expand the existing Pacific Beach bus routes or establish a new route to provide service between the station, the proposed parking garages, and the community.
5. The City shall designate and promote the redevelopment of the Pacific Plaza shopping center as a transit node.
6. Require new developments to provide transit stops, passenger waiting areas, bus turnouts, and bicycle racks, lockers and other storage facilities as appropriate.
7. The City shall regularly review and adjust traffic signal timing and coordination to ensure maximum efficiency of traffic flow.
8. As street improvement projects are made, the City shall solicit community input and shall relocate or replace and enhance existing landscaping and sidewalks in conformance with the streetscape plan identified in Appendix D.

Street Realignment

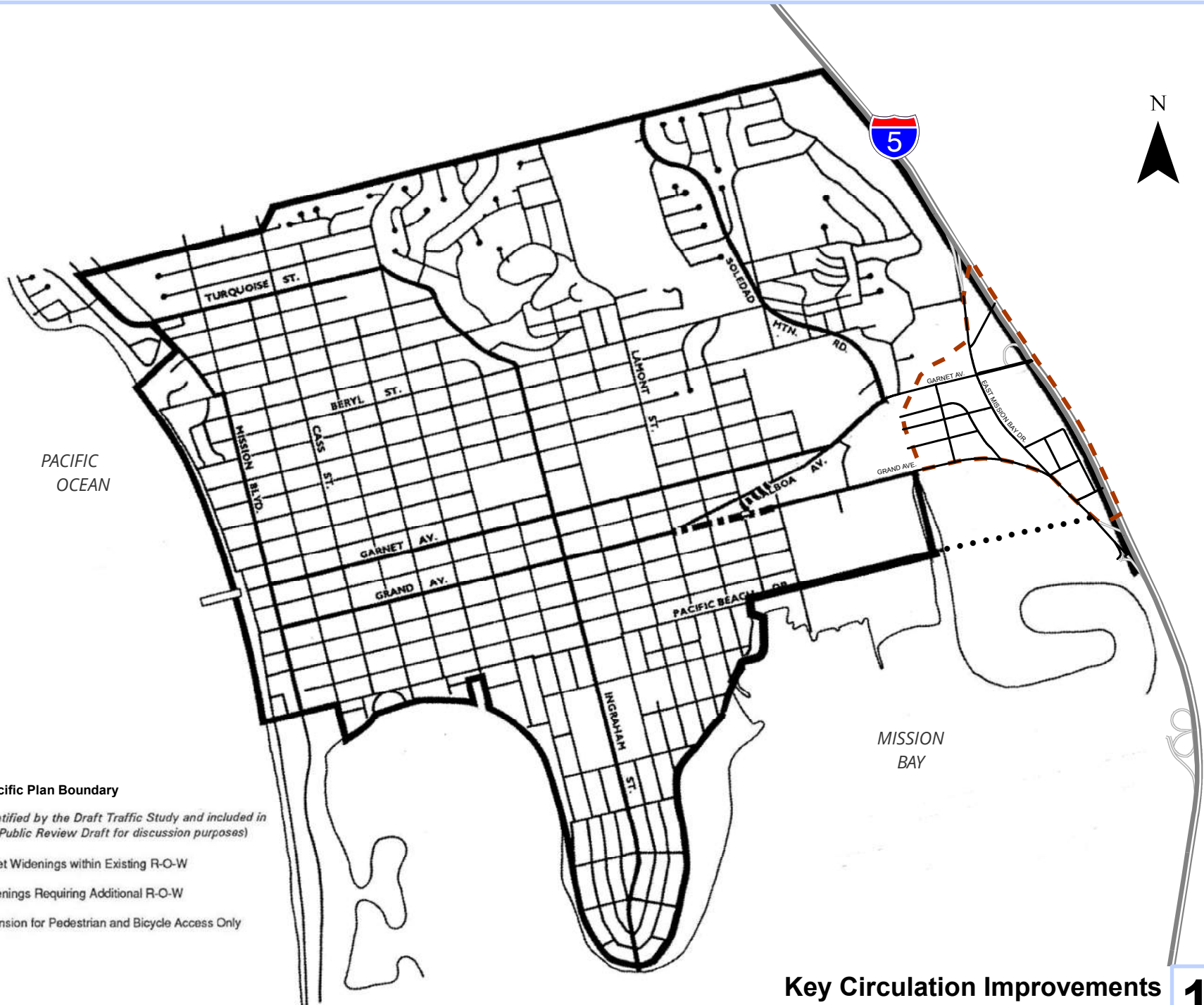
- Realign Balboa Avenue to intersect Grand Avenue at Noyes Street, thereby reducing congestion and eliminating the potential for traffic conflicts.
- Realign Pacific Beach Drive to eliminate the "s-curve" and to create, where possible, opportunities for pocket parks in the remaining right-of-way.





Street Widening

- Widen Grand Avenue to six lanes between east of Noyes Street and Lamont Street within existing right-of-way, providing for bike lanes and landscaping in accordance with the streetscape recommendations identified in Appendix D.
- In the long term, obtain the dedication of the required right-of-way on both sides of Garnet Avenue to increase to six lanes between Soledad Mountain Road and Interstate 5, and to provide bike lanes, a landscaped entryway and landscaping as identified in Appendix D. Mitigation measures shall be provided during construction to address the impacts of increased sediment caused by grading. Measures should include catch basins and filtering systems or other necessary and effective measures. The bridge design should provide for minimal alterations to Rose Creek and its habitat.
- At the intersection of Garnet Avenue and Mission Bay Drive, add a second southbound to eastbound left turn lane and lengthen the storage length for the northbound right and left turn lanes.
- At the intersection of Grand Avenue and Lamont Street, widen Lamont Street to provide a second southbound left-turn lane and an additional northbound right-turn lane, within the existing right-of-way. Separate the shared northbound left and through lane.
- Within the existing right-of-way, provide additional turn lanes at the following locations:
 1. Garnet Avenue and Lamont Street (Add a right turn lane northbound to eastbound and add a right turn lane southbound to westbound).
 2. Garnet Avenue and Ingraham Street (Add northbound to eastbound right turn lanes).
 3. Garnet Avenue and Ingraham Street (Add second northbound to westbound and southbound to eastbound left turn lanes).

Street Extensions

- Extend Pacific Beach Drive to North Mission Bay Drive for pedestrian, bicycle and emergency vehicle use only. Mitigation measures shall be provided during construction to address the impacts of increased sediment caused by grading. Measures should include catch basins and filtering systems or other necessary and effective measures. The bridge design should provide for minimal alterations to Rose Creek and its habitat.



- 
Specific Plan Boundary
(Identified by the Draft Traffic Study and included in this Public Review Draft for discussion purposes)
- 
Street Widenings within Existing R-O-W
- 
Widenings Requiring Additional R-O-W
- 
Extension for Pedestrian and Bicycle Access Only



Key Circulation Improvements
Pacific Beach Community Plan

10
FIGURE

COMMERCIAL LAND USE

BACKGROUND

Approximately 190 acres of Pacific Beach are developed with commercial uses (constituting eight percent of the community's land area). The community contains six areas of commercial development, all of which are at least partially located within the coastal zone (see Figure 11).

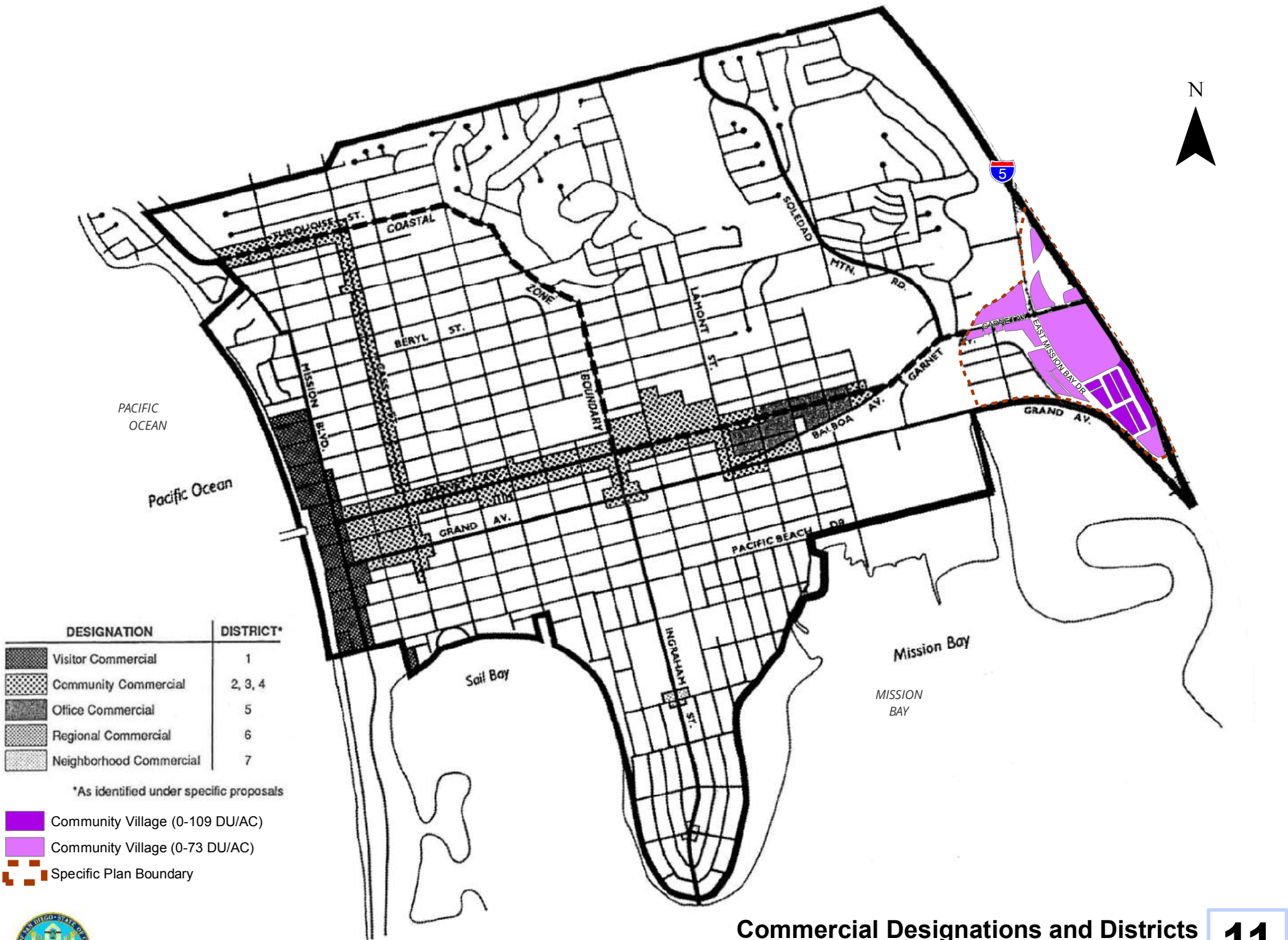
Since 1983, Penney's (later Walker-Scott) Department Store, Pacific Bell and See's Chocolates have moved out of Pacific Beach. Many businesses in the expanded Pacific Plaza have also departed.



Many commercial properties in the community, particularly along Garnet Avenue, have begun to exhibit symptoms of deterioration and economic decline. Several structures have remained vacant for months, others are in various states of disrepair, and landscaping is often sparse or neglected.

In addition, given the community's desirability as a visitor destination point, commercial development has increasingly targeted the visitor population, and, conversely, has neglected the commercial needs of the community's residents. Since the late 1970s, there has been a steady conversion of community-serving establishments, such as the Roxy and Pacific Plaza Fine Arts theaters to primarily visitor-serving novelty stores, a condom shop, nightclubs, fast-food restaurants and strip-commercial shopping centers.

Since the City of San Diego assumed Coastal Development Permit Authority in 1988, commercial development projects have been required to obtain a discretionary permit from the City. This discretionary process has resulted in a significant increase in cost and processing time for applicants, which has served to further impede commercial redevelopment. In addition, the City has adopted revised landscaping, parking and signage codes for most of the citywide commercial zones that address the significant issues related to new development in the coastal zone.



DESIGNATION	DISTRICT*
	1
	2, 3, 4
	5
	6
	7

*As identified under specific proposals

- Community Village (0-109 DU/AC)
- Community Village (0-73 DU/AC)
- Specific Plan Boundary

Commercial Designations and Districts
Pacific Beach Community Plan



GOALS

- Promote a mixture of commercial uses and services within Pacific Beach to meet the variety of needs for existing and future resident and visitor populations.
- Stimulate the physical rehabilitation and economic revitalization of the Garnet Avenue Commercial District.
- Reinforce the commercial area around the Garnet Avenue/Ingraham Street intersection as the community's commercial core.
- Actively encourage mixed-use residential, office and commercial development in conjunction with transit corridors along Garnet Avenue and Mission Boulevard and in the commercial core area of Garnet Avenue/Ingraham Street.
- Enhance the commercial areas at the entryways into Pacific Beach to better reflect the community's unique relationship with Mission Bay and the Pacific Ocean.
- Implement development standards which will provide definitive direction to commercial property owners, will address the unique elements and resources of the community's commercial areas and will achieve a project approval process based on ministerial procedures.

POLICIES

- a. Specific commercial areas in Pacific Beach shall be designated for office, regional, community, neighborhood and visitor-serving commercial uses (see Figure 11).
- b. Apply commercial zoning in Pacific Beach that will provide standards and definitive guidelines to be used for ministerial project review, and will further allow project design alternatives for the purpose of providing protection to adjacent residential landowners, preserving community character and creating varied, aesthetic and vibrant commercial areas.
- c. New commercial development along the identified transit corridors (see Figure 8) and in the core commercial area shall incorporate pedestrian and transit-oriented features into project design.
- d. To promote transit and pedestrian use along the community's commercial spines, mixed-use commercial projects shall be allowed with an increased residential density of up to 43 dwelling units per acre or shared parking as an incentive, only if designed as a transit-oriented development through a discretionary permit process.
- e. New commercial developments shall incorporate landscaping treatments as identified in the streetscape recommendations of this plan.

- 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.

- 1. 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.

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				
Rezone Mission Bay Drive and Mission Blvd. commercial areas to 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 Development.	N/A	Policy 10

- Designate the commercial area around the Garnet Avenue and Lamont/Noyes Street intersections for commercial office uses. Apply an office commercial zone that emphasizes the development of community-serving business/professional office uses and limits broad-scale retail sales and services which would not provide for the daily convenience needs of employees or residents.
- Designate the Pacific Beach central commercial area around the Garnet Avenue/Ingraham Street intersection, and the eastern Garnet Avenue area for community-serving commercial uses. Apply zoning which will accommodate small to medium scale community-serving retail, commercial service and business/professional offices.
- Designate the Garnet Avenue commercial area west of Ingraham Street for community-serving commercial uses. Promote the creation of an urban pedestrian mall concept by applying a commercial zone that permits a range of community-serving retail, service and office uses in a pedestrian-oriented development pattern. Encourage commercial street frontage and rear-lot parking, as well as through pedestrian access from the alleys to the streets where possible. Further limit auto-oriented uses to create a functional, convenient and pleasant environment for people arriving on foot, bicycle and transit, as well as by automobile.
- Designate the Turquoise/Cass Street commercial area for community commercial uses. Apply a zoning that incorporates standards to ensure the new development of pedestrian friendly, transit-oriented commercial projects which minimize impacts to the adjacent residential areas, maintain the neighborhood commercial character and scale, and create an aesthetically pleasing and varied streetscape. Repeal the Cass Street Planned District Ordinance, provided that the zoning regulations to be applied incorporate standards to limit hours of operation from 6 a.m. to midnight and restrict cocktail lounges, bars and similar establishments from providing live entertainment without a special use permit.
- Designate the Mission Boulevard commercial area for visitor-serving commercial uses. Apply a commercial zone to Mission Boulevard that will meet a variety of needs for existing and future resident and visitor populations. An emphasis shall be placed on meeting the unique needs of destination visitors (tourists) who often initially access the beach area with automobiles. Promote destination parking at hotels and motels, with pedestrian-friendly visitor uses and activities nearby. Permitted uses on those properties north of Diamond Street, fronting on Mission Boulevard and between the Pacific Ocean and the first alleyway, shall be those which serve visitors, such as hotels and motels, restaurants, and commercial uses. Permitted uses on those properties not fronting Mission Boulevard and not located between the ocean and the first alleyway shall be the same uses, as well as multifamily residential.
- Designate the Crown Point commercial areas for neighborhood commercial uses. Apply zoning which will accommodate small, neighborhood-serving retail and commercial services. Retain the community plan implementation overlay zone or provide some other

zoning mechanism at Ingraham/La Cima to apply the development standards contained in this element.

Commercial Design Standards

- The following standards should be considered for any future commercial zoning to be applied in Pacific Beach and should further be used when reviewing development projects processed under discretionary review:
 - Include techniques that will incorporate the use of massing variations, utilizing varied front yard setback and articulated building facade requirements.
 - Promote the utilization of alley access and minimize the number of allowed curb cuts, particularly on pedestrian-oriented streets such as Mission Boulevard, Garnet Avenue west of Ingraham Street and Cass Street.
 - Enhance pedestrian activity by requiring entryways and windows at the street level, and encourage the development of first floor retail and upper floor residential mixed-use projects through the use of floor area ratio bonuses.
 - Consider provisions that will limit the impact of new commercial development on adjacent residential development through the use of sound attenuation measures, limitations on certain commercial uses or other forms of buffering where appropriate.

Transit-Oriented Development Standards

- A transit-oriented development is a compact, pedestrian-oriented pattern of land uses with housing, jobs, services, plazas and public uses located on the transit system. Transit-oriented development is desired because it can handle growth with fewer auto-related environmental costs such as traffic congestion, urban sprawl and air pollution. This is because TODs are designed to use land efficiently and to make walking, bicycling, and using public transit feasible and attractive means of transportation.

The "TOD Opportunity Area" designation has been used to identify a site in the community that could benefit from a distinct, cohesive development plan. Elements of the TOD standards may also have applicability in supporting the community plan's overall goals to enhance Pacific Beach's pedestrian-oriented character and to reduce the need for road widenings.

The following standards are recommended in the community's commercial areas to emphasize a pedestrian-oriented environment and reinforce the use of public transportation:

- Minimize building setbacks, bringing buildings close to sidewalks; locate parking to the rear of lots, off of the alleys.
- Articulate building facades to provide variety and interest through arcades, porches, bays and particularly balconies, which minimize a walled effect and promote activity on the street. Promote activity on balconies through such means as outdoor seating for restaurants.

- Orient primary commercial building entrances to the pedestrian-oriented street, as opposed to parking lots.
- Provide bus shelters at established bus stops.
- Provide bicycle racks in areas that are visible and easily accessible from identified bicycle routes.
- Provide, if space permits, public plazas or courtyards along pedestrian-oriented streets to serve residents and workers. Encourage public art in these areas where appropriate.
- Utilize parking structures instead of surface parking for larger commercial developments; locate retail uses on the street level of parking garages to preserve the life and activity at the street.

Development in the Coastal Zone

- The following standards are recommended for all commercial development in the coastal zone to conform to the Coastal Act of 1976. Any future revisions to citywide zones to be applied in this area will include these standards:
 - Provide parking in accordance with Appendix I of this plan, unless developed as a transit-oriented development through a discretionary process.
 - Limit signage to conform with the citywide sign ordinance. Rooftop signs, free-standing pole signs, off-premise signs and billboards shall not be permitted with new development.

Development Along View Corridor

- The following standards are recommended to maintain public views of the ocean and bay:
 1. Incorporate design features in plans for new development in the Mission Boulevard commercial area between Diamond Street and Grand Avenue that maintains or enhances public views of the ocean. This can be accomplished through the use of additional setbacks from the east-west streets, or stepping back additional stories.

Coastal Bluff and Ocean/Bayfront Development Standards

- The following standards are recommended to preserve and promote Pacific Beach's coastal bluff and waterfront resources:
 - Set back new development along coastal bluffs in accordance with the Sensitive Coastal Resource Zone and Appendix H of this plan to reduce the potential for erosion and slippage.

2. Terrace second and third stories of new oceanfront and bayfront development or articulate oceanfront facades to minimize a walled effect along the water and adjacent walkways.

Crown Point CPIOZ-B Standards

- The following standards apply to the neighborhood commercial area at the intersection of Ingraham Street and La Cima Drive. These standards are intended to preserve and respect the scale and intensity of the surrounding single-family residential neighborhood.
 1. Utilize pitched roof designs, offsetting planes and/or other architectural detailing to minimize bulk and scale.
 2. Provide adequate on-site parking and minimize the number and size of curb cuts to minimize traffic conflicts. Utilize landscaping to screen surface parking areas.
 3. Utilize landscaping, sidewalk treatments and signage in accordance with the streetscape recommendations in Appendix D to promote a pedestrian orientation.
 4. Retain existing square footage of commercial development on the site. Residential use is only allowed on upper floors with commercial development on the ground floor.

INDUSTRIAL LAND USE

BACKGROUND

Industrial zoning in Pacific Beach is limited to a small area east of East Mission Bay Drive and west of Interstate 5. It is a very small portion of this planning district, which provides jobs in an area generally unsuitable for commercial or residential uses.

GOALS

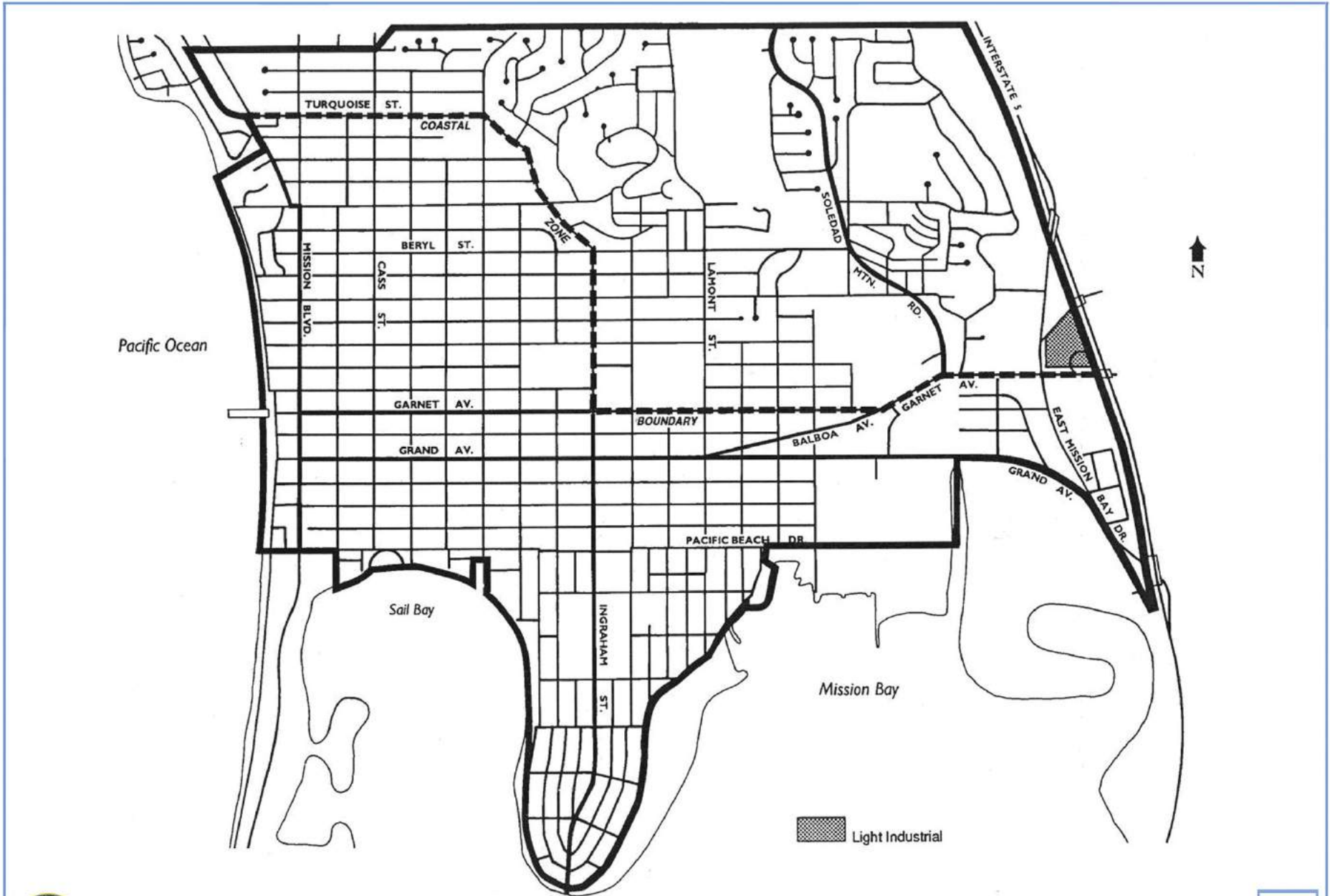
- Continue to promote a diverse economic and employment base in the Pacific Beach industrial area.
- Stimulate physical rehabilitation and economic revitalization of industrial properties to promote a positive image of Pacific Beach.

POLICIES

- Designate the industrial area for light industrial uses (see Figure 12).
- New industrial development processed under discretionary review shall incorporate landscaping treatments as identified in the streetscape recommendations of this plan.

SPECIFIC PROPOSALS

1. Rezone properties in the industrial area from M-1 to manufacturing – Small Industry (M-SI) to retain this area for industrial use and to restrict inappropriate commercial use.
2. Consider changes to the Municipal Code to establish a citywide zone for this area which permits mixed industrial/residential uses (such as live/work lofts) with provisions for ensuring a quality living environment.
3. Mixed-use industrial/residential projects may be allowed under discretionary review provided that the Municipal Code is amended to permit residential uses as a part of the industrial use package applied to this area. Approval of any such project will include conditions restricting incompatible uses, and provisions for residential amenities such as usable open space, and adequate buffering from surrounding industrial properties to ensure a quality living environment.



Industrial Designations
Pacific Beach Community Plan

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 industrial properties from M-1 to M-SI.		●						Planning Dept., Planning Commission, City Council	City	Policy 1 Proposal 1
Require new projects processed under discretionary review to conform to streetscape recommendations of this plan.	●							Planning Dept.	recoverable	Policy 2 Appendix D
Allow for mixed residential/industrial use under discretionary review and consider ministerial zone with Zoning Code Update.			●					Planning Dept.	recoverable	Policy 3 Proposal 2

RESIDENTIAL LAND USE

BACKGROUND

Approximately 88 percent of the acreage of the community is devoted to residential development. Of this area, 61 percent is designated for single-family use and 39 percent is designated for multifamily use (See Figure 1).



Few vacant parcels are available for residential development. Single-family areas are, for the most part, built out. However, a number of parcels within the multifamily areas are developed with single-family residences. These parcels are scattered throughout the community; with the possible exception of Grand Avenue east of Ingraham Street, there is no concentration of single-family homes in multifamily designated areas of the community.

With the adoption of the citywide landscape ordinance, new multifamily design standards, parking regulations, and floor area ratio and height definitions, recent multifamily development has been required to provide more articulated facades, reduce the impact of driveways on the street by placing parking off the alley and increasing front yard landscaping. As a result, the multifamily development has been more "street friendly."

A number of multifamily parcels are built at a higher density than is presently allowed by the zoning, since more than half the multifamily area in the community was downzoned and redesignated in 1990-1991 from R-1500 (<30 dwelling units/acre) to R-3000 (<15 dwelling units/acre). Table 1, below, illustrates existing single-family vs. multifamily development and possible residential buildout under the present zoning.

TABLE 1

Dec 1990 Unit Capacity		Unbuilt Capacity		Total Capacity	
SF	MF	SF	MF	SF	MF
7,693	14,399	0	1,834	7,693	16,233

While the above table represents the maximum number of units that could be built in Pacific Beach, it is projected that only a portion of these units will be built over the next twenty years. Based on development trends which have taken place since the community was downzoned in 1991, it is anticipated that an additional 995 units may be built by 2010.

Because the community has experienced fluctuations in development intensity over the years, there is an increasing need to address the variations in neighborhood character that have surfaced and that will likely continue to surface in the future.

The Garnet Avenue commercial district stands in need of change. Residential uses are encouraged to enhance and increase use of the area (See the Commercial Element). Multi-use zoning has advantages to commercial and residential tenants: access to shops by tenants, new customers for commercial enterprises, and physical security to both, as the property will be occupied by one user or the other throughout the day.

Residential Densities

1. Very Low-Density (0 - <5 dwelling units/acre) - In Pacific Beach, this density occurs primarily in the "hills" area of the community and is characterized by the development of detached, single-family homes on lots typically ranging from 10,000 square feet to 20,000 square feet.
2. Low-Density (5 - <9 dwelling units/acre) - This density, which occurs primarily in the northeastern "plains" area of Pacific Beach, typifies conventional single-family detached units on lots that are 5,000 to 6,000 square feet.
3. Low-Medium Density (9 - <15 dwelling units/acre) - This density category, which predominantly occupies those portions of the community that are closer to the beach and bay, is characterized by lower intensity multifamily housing, such as two-on-ones or duplexes.
4. Medium-Density (15 - <30 dwelling units/acre) - This density occurs primarily along Sail Bay, Grand Avenue, Hornblend Street and Lamont Street, and is characterized by four-plexes or four-unit condominiums.
5. Medium-High Density (30 - <40 dwelling units/acre) - This is the highest density category for residential development in Pacific Beach, and is characterized by multi-unit condominium or apartment development such as the Oakwood complex on Ingraham Street.

GOALS

- 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.
 - Create safe and pleasant pedestrian linkages between residential neighborhoods and commercial areas and community facilities, such as schools, parks and the library.
1. Enhance residential neighborhoods by establishing and maintaining street tree patterns and promoting general maintenance and improvement of residential properties.

- Implement design standards for multi- and single-family development to ensure that properties reflect the scale and character of the established neighborhood.
- Enforce bulk and scale standards in established neighborhoods.
- To the greatest extent possible, maintain or reduce present density standards, traffic patterns and street configuration.

POLICIES

- Maintain the residential scale of Pacific Beach and encourage development of residential units within transit corridors, especially along Garnet Avenue.
- Analyze existing multifamily development standards focusing on building size and parking requirements, particularly in transit corridors, to provide incentives, for encouraging affordable housing in the form of smaller (1-2 bedroom) units. Further consider options for allowing higher densities in transit corridors while maintaining the intensity of the underlying zone (e.g., by regulating the number of bedrooms).
- Promote residential development in conjunction with Housing Commission programs in the commercial areas of Pacific Beach, primarily on upper floors over commercial establishments. These mixed use developments should include various residential types, including single room occupancy hotels and living units.
- Enforce building and zoning codes in the residential areas of Pacific Beach to abate zoning, building code and health code violations in the form of abandoned vehicles, illegal storage of boats and vehicles, and the accumulation of junk and litter in public and private areas.
- Require new development to conform to area-specific streetscape recommendations for landscape, lighting, sidewalk treatment and signage (identified in Appendix D) and to be implemented through the citywide landscape ordinance.
- The City shall establish development standards that will regulate the bulk and scale of new single-family residential development in this community through a ministerial process.
- Pursue categorical exclusion of those residential areas within the City's jurisdiction of the coastal zone in Pacific Beach, thereby eliminating the need for coastal development permits requiring discretionary review and public notice.
- The City shall ensure that new residential structures are designed to maintain public views of the beaches and bay.



PACIFIC OCEAN

MISSION BAY

COMMUNITY PLAN BOUNDARY

GARNET AV
EAST MISSION BAY DR
GRAND AVE



DU/NRA

Protected Single-Family Areas		0 - 2		9 - 14
		2 - 5		14 - 29
		5 - 9		29 - 43

Proposed Land Use

- Residential (15-54 DU/AC)
- Specific Plan Boundary



Residential Designations

Pacific Beach Community Plan

13
FIGURE

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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				
Develop and employ incentives (for density, parking, etc.) in conjunction with Housing Commission Programs to promote smaller, more affordable units.			●					Planning Dept., Planning Commission, City Council, Calif. Coastal Commission, Housing Commission	City	Policies 2-3
Increase enforcement of zoning and health code violations in Pacific Beach.	●							Planning Dept.	City	Policy 4
Update the Landscape Technical manual to incorporate the street tree master plan.			●					Planning Dept., Planning Commission, City Council, Calif. Coastal Commission	City	Policy 5 Appendix D
Amend the Residential Zones to maintain the established bulk and scale of surrounding development through a ministerial process.			●					Planning Dept., Planning Commission, City Council, Calif. Coastal Commission	City	Policy 6
Pursue Categorical Exclusion of Pacific Beach residential areas.			●					Planning Dept., Planning Commission, City Council, Calif. Coastal Commission	City	Policy 7
Endure that discretionary projects maintain view corridors.	●							Planning Dept., Planning Commission	City	Policy 8 Proposal 6

SPECIFIC PROPOSALS

Residential Character

Promote neighborhood clean up efforts utilizing community organizations to remove graffiti, abandoned furniture and vehicles, cleanup landscaping and implement facade improvements.

Residential Design Standards

Development Along View Corridors

1. Mandate setbacks of new development along all east-west streets west of Cass Street, and all north-south streets south of Grand Avenue which have a public view to the water (as identified on Figure 16). Street landscaping along these streets shall not obstruct, but shall enhance public views, in conformance with the streetscape recommendations of this plan (Appendix D).

Coastal Bluff and Ocean/Bayfront Development

2. Terrace second and third stories of new or redeveloped oceanfront and bayfront properties or articulate waterfront facades to minimize a walled effect along the water and adjacent walkways.
3. Set back new development along coastal bluffs in accordance with the Sensitive Coastal Resource Zone and Appendix H of this plan to reduce the potential for erosion and slippage.

Balanced Community

While the Commercial Element of this plan contains recommendations for promoting the development of affordable housing in Pacific Beach through mixed-use projects and SROs, the following recommendations provide details on programs which can be utilized to achieve a balanced community.

The Pacific Beach community has recognized that the provision of affordable housing is a citywide responsibility. Pacific Beach is willing to do its fair share toward meeting San Diego's affordable housing needs. Since the remaining capacity for additional residential development in the community is limited, new construction will be able to contribute only a portion of any affordable housing which may be provided in



Pacific Beach. However, the community's existing housing stock can also provide affordable housing opportunities. The San Diego Housing Commission has a variety of programs aimed at existing housing. Toward this end, the San Diego Housing Commission shall be encouraged to purchase properties for the development of affordable housing and promote the use of local housing assistance programs, operated and managed by the San Diego Housing Commission to meet the recommended Fair Share Housing goals for Pacific Beach.

Examples include:

1. Multifamily Bond Program: This program provides low interest loans to property owners of multifamily housing through the sale of bonds. In exchange for the loans, the owners would be required to rent 20 percent of the multifamily housing units to low-income households for 20 years.
2. Section 8 Rental Assistance Program: This program offers certificates and vouchers to economically disadvantaged households who use these certificates to rent privately-owned apartments. Households who qualify for this program pay 30 percent of their gross monthly income for rent and the Housing Commission pays the difference to the property owners.
3. Senior CUP Program: This Conditional Use Permit program provides a density bonus of up to 50 percent to property owners who agree to rent all of the units to senior citizens and physically impaired persons.
4. A density of 43 du/ac is recommended by this plan for the Park La Jolla Apartment complex, provided that the City maintains the community plan implementation overlay zone or other zoning mechanism which provides for the processing of a permit application under discretionary review in connection with development of the property for purposes of implementing the following recommendations.

The existing streetscape character of La Jolla Boulevard shall be maintained as follows:

- Existing mature vegetation, within the building setback area (including the area between the curb and the property line), particularly the street trees, shall be preserved or replaced when removal is unavoidable. Replacement trees shall be of the same or similar species and of a minimum 60 inch box size.
- The open landscaped areas within the building setback areas (including the area between the curb and the property line), adjacent to La Jolla Boulevard and interior streets shall be preserved. New structures along La Jolla Boulevard shall observe an average landscaped setback of 30 feet and a minimum of 15 feet. New structures along interior streets shall be setback as required by the underlying R-1000 Zone.
- Structures shall have a lower profile along La Jolla Boulevard and shall be spaced to provide extensive open space and accordingly, building facades along La Jolla Boulevard shall have a minimum ten foot wide facade break for each 50 feet in building length. Spacing between new structures shall be an average of 30 feet with a minimum spacing of 15 feet. The maximum height of buildings permitted on this site is 30 feet.

- Taller structures shall observe additional setbacks from La Jolla Boulevard and maintain a pedestrian orientation. All portions of structures fronting on La Jolla Boulevard exceeding 20 feet in height shall be setback behind an imaginary plane beginning at a point 20 feet above and 20 feet in from the property line and sloping up and back toward the interior of the lot at an angle 30 degrees from horizontal.
- Appropriate setbacks together with a transition from lower to higher profile structures shall be provided along frontage of the property abutting residential development. Structures along frontage of the property abutting residential development shall observe an average setback of 30 feet, and shall be a maximum of 20 feet in height when located within 30 feet from the property line.

PARKS AND OPEN SPACE

BACKGROUND

The majority of the parks and recreational facilities in Pacific Beach are oriented to the shoreline and are enjoyed by visitors as well as residents. These include the sand beaches of Mission Bay and the Pacific Ocean, Tourmaline Park, Palisades Park--north and south, Pacific Beach (Ocean Boulevard) Park, Fanuel Street Park and Crown Point Shores.



The City of San Diego Progress Guide and General Plan (Recreation Element) addresses applicable guidelines and standards for population-based and resource-based parks:

“Neighborhood parks shall serve a population of 3,500 to 5,000 persons within a one-half mile radius. Neighborhood parks shall contain five (5) usable acres if adjacent to an elementary school and ten (10) usable acres when not so located.”

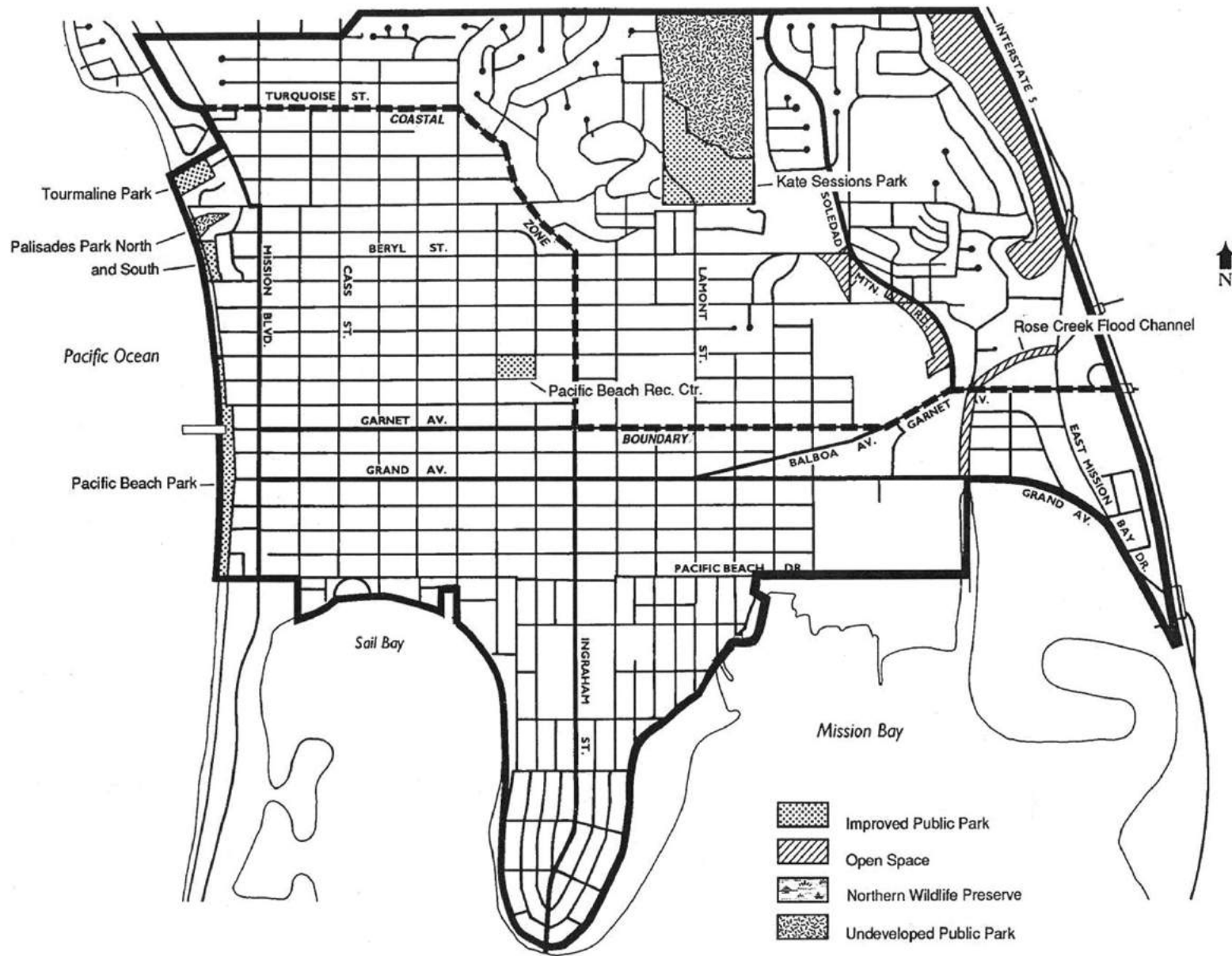
“Community parks and recreation facilities shall serve 18,000 to 25,000 persons within a one-and one-half (1-1/2) mile radius. They shall contain thirteen (13) usable acres if adjacent to a junior high school and twenty (20) usable acres when not so located.”

“Resource-based parks within a community shall comprise approximately 16 acres of land for each 1,000 residents.”

A potential buildout population of 48,200, if achieved, would require population based parks totaling 115 useable acres. The community has roughly 52 useable acres of park land as identified on **Table 2** below:

TABLE 2

Park/School	Actual Acreage	Useable Acreage
Pacific Beach Community Park	1.91	1.91
Kate Sessions Memorial Park	78.84	15.77
Campland Park (leased by others)	24.14	24.14
Pacific Beach Park	10.83	2.16
Palisades Park North & South	3.34	1.34
Pacific Beach Middle School (leased)	2.70	2.70
Mission Bay High School (leased)	0.50	0.50
Crown Point Elementary	2.10	2.10
Tourmaline Surfing Park. (shared)	(8.82)	1.00
Total existing acreage	124.36	51.62
Total required useable acreage	115.00	
Shortfall		63.38 acres



Parks and Open Space Areas
Pacific Beach Community Plan



An ideal balance of recreational opportunities cannot be achieved only through Citywide application of numerical standards for physical facilities. These standards are important, but they should be used with discretion rather than mechanically. Their application should be related to economic feasibility and the nature of the specific neighborhood or community, and should allow for flexibility as specific areas change or the needs and desires of the residents change.

The Pacific Beach Community Park and Kate Sessions Memorial Park and the leases at Pacific Beach Middle, Crown Point Elementary and Mission Bay Senior High along with the Mission Bay Athletic Area are designed directly for the residents of the community. Other parks within the Pacific Beach Community are designed to serve both the residents and visitors. Park development does not meet City Standards established in 1976. Shortfalls of parks and facilities within any community should be addressed.

The Park and Recreation Department shall work with the San Diego Unified School District to attempt to alleviate some of the shortfall presently occurring within the community. Additional leases at Pacific Beach Middle School and Mission Bay High School would serve some of the shortfall. Acquisitions of opportunity within the community could provide small parks which would serve individual needs of a specific area.

Many public school sites, most notably Mission Bay High School and Pacific Beach Junior High, have recreational facilities on site or on an adjacent site that are used extensively by community residents to meet their recreational needs. The most heavily used after hours recreational facilities are the Pacific Beach Middle School athletic field and the gym at the adjacent Recreation Center, indicating that another lighted field would be fully used. There is an increasing need to identify new opportunities for shared school facilities to meet the recreational demands of the community in the future. For instance, lighting at the field adjacent to Crown Point School, which is heavily used in daylight, would expand after-hours athletic needs.

Parks adjoining Mission Bay, while intended for visitors, also serve residents. However, after-dark usage for visitors and residents alike is diminished because of increasing crime and violence in the unlighted park.

GOALS

1. Provide sufficient community park and recreational facilities to meet the needs of the existing and future resident population.
2. Promote the development, maintenance and safety of beach, park and bay recreational facilities within community and in those areas adjacent to Pacific Beach (such as the Mission Bay Golf Course or the Tourmaline Surfing Park) to serve both residents and visitors, while ensuring that such facilities will not adversely affect the community in terms of increased traffic or parking overflow.

3. Conserve and enhance the natural amenities of the community such as its open space, topography, beach and plant life and achieve a desirable relationship between the natural and developed areas of the community, as is exemplified by Kate Sessions Park.
4. Preserve significant environmental resource areas, such as the City-owned Kate Sessions Park, Rose Creek, Coastal Bluffs, and the Northern Wildlife Preserve (owned in part by the City and in part by the University of California), in their natural state.
5. Improve access to beach, bay and park areas along the shoreline to benefit residents and visitors.
6. Maintain and enhance public views to the Pacific Ocean, Mission Bay, the Northern Wildlife Preserve and Kate Sessions Park.

POLICIES

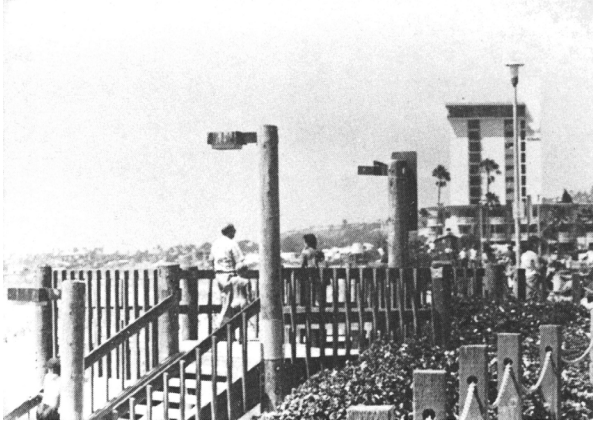
1. Kate Sessions Park shall be rezoned to an appropriate Open Space Zone and its natural resource areas shall be preserved in their natural state.

2. The Planning Department, through the City Projects Review Task Force, shall review any new access (via trails, etc.) into and through Open Space Areas proposed by the Park and Recreation Department or other City departments. Any project shall be subject to environmental analysis to ensure sensitivity to resource preservation, with designated trails that would not significantly disrupt habitat areas.

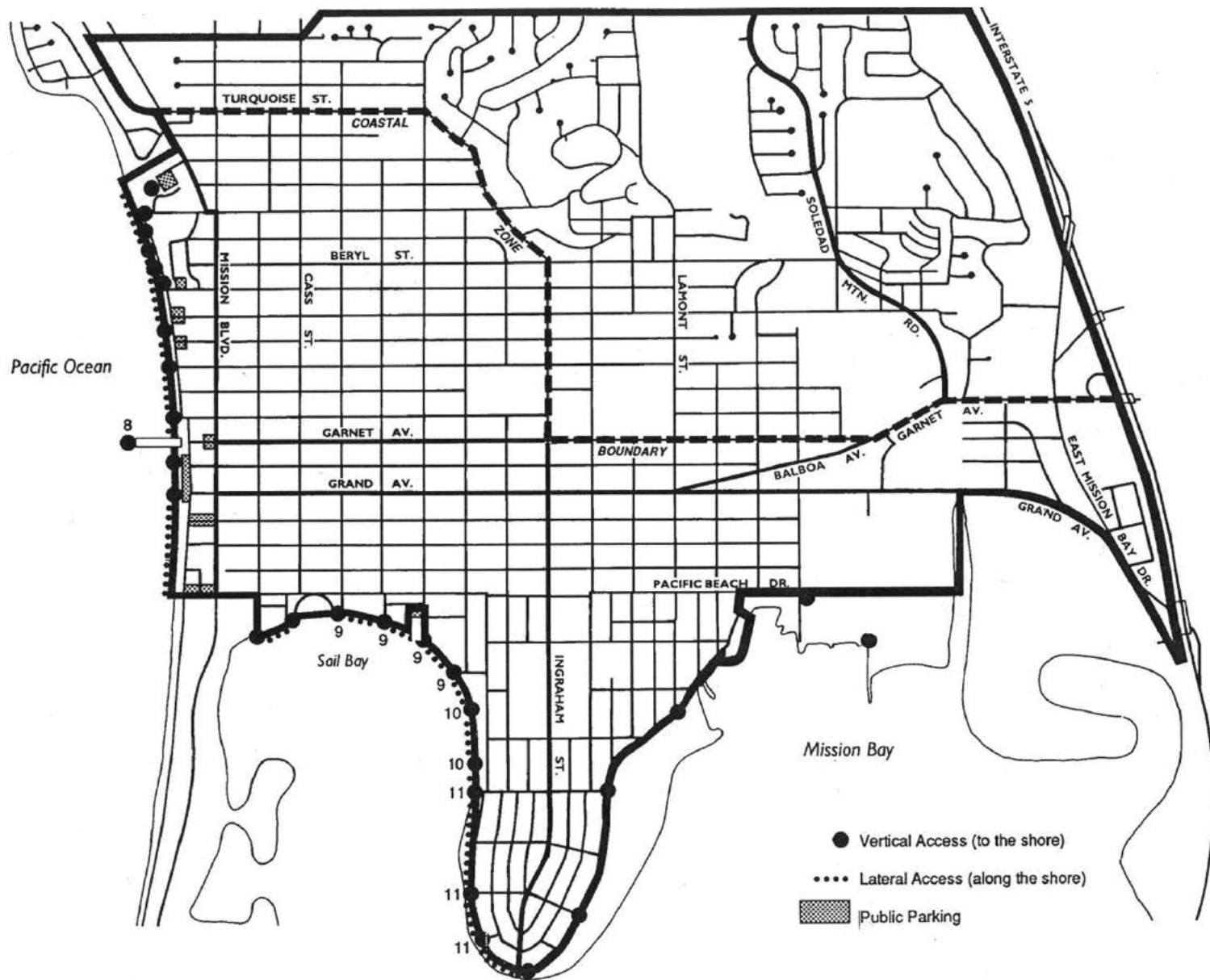


- The Planning Department shall seek public input before any open space is developed.
3. The Park and Recreation Department shall improve public access to Pacific Beach's coastal resources with additional stairways, walkways, remote parking, signage and other amenities as identified in this plan (see Figure 15). Additionally, access shall be improved with a coordinated transit system.
4. As new vertical accessways are developed, the Park and Recreation Department shall install access facilities for the physically challenged where possible, accounting for safety considerations.

5. Any new development of property directly abutting the Northern Wildlife Preserve shall maintain a one hundred foot (100') buffer area from wetlands and shall incorporate, where feasible, a controlled pedestrian trail and viewing areas around the marsh in the upper half of said buffer, in accordance with the Sensitive Coastal Resource Zone and the specific proposals of this plan.



6. The Park and Recreation Department shall work with the San Diego Unified School District to identify other opportunities for jointly utilizing school properties for providing additional recreational facilities to meet community needs, and shall further pursue acquisition or lease of surplus school sites for park development.
7. The City shall not lease or sell City-owned sites for private development until the Planning Department, the Park and Recreation Department and the community have analyzed the potential for these sites to meet the recreational needs of the community.
8. The City shall ensure that public views as identified in this plan of the Beach, Bay and Kate Sessions Park are retained. Specific view corridors to be protected are contained in **Figures 4 and 16.**
9. The City shall maintain and improve, as needed, facilities at existing parks, beaches and bay areas.



Ocean and Bay Access Points
Pacific Beach Community Plan



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 City-owned park sites to OS-P		●						Planning Dept., Planning Commission, City Council, Calif. Coastal Commission	City	Policy 1 Proposal 1-2, & 11
Review public access proposals for inclusion of resource preservation measures.	●							Planning Dept.	City	Policy 2 Proposal 3-4
Improve public access to the Beach and Mission Bay.			●					Park and Rec. Dept.	City	Policy 3-4 Figure 15 Proposal 9 Proposals 8, 10-11
Identify joint school-park opportunities; pursue lease or acquisition of surplus school sites for park/recreation uses. Pursue acquisition of additional park sites and expansion of existing ones.				●				Park and Rec. Dept.	City	Policy 6
Review City lease or sale proposals for opportunities.	●							Property Dept., Park and Rec. Dept., Planning Dept	City	Policy 7
Maintain/enhance public views and scenic vistas.	●							Planning Dept.	City, recoverable	Policy 8 Proposal 13
Maintain/improve parks, beaches and bay areas.	●						●	Park and Rec. Dept.	City	Policy 9 Proposal 14-17 PFFP

ACTION PLAN (continued)

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				
Require projects to underground utilities per Council Policy 600-25; implement undergrounding utility districts.	●				●			Engineering and Development Dept., Planning Dept.	City	Policy 1 Proposal 2
Require public projects to conform with City regulations and recommendations of this plan.	●							Planning Dept., Other City departments	City	Policy 2 Proposal 3
Pursue the joint-use of school-park facilities with San Diego Unified School District.	●							Park and Rec. Dept.	City	Policy 3
Provide a new fire station in the vicinity of garnet Avenue and east Mission Bay Drive.							●	Engineering and Development Dept., Planning Dept.	City	Policy 4 PFFP

SPECIFIC PROPOSALS

Open Space Preservation

1. Designate the Rose/Creek inlet and flood control channel as open space, and further develop the area adjacent to the floodway as a linear parkway with native riparian landscaping, pedestrian and bicycle paths. Pursue funding sources, such as grants or landscape maintenance districts to facilitate development and maintenance of this area. Develop and use maintenance standards for the flood control channel that will reconcile the conflicting goals of maintaining the channel to control floods and minimizing disturbance of the natural riparian habitat.
2. Rezone the City-owned Kate Sessions Park from R1-10,000 (Single Family Residential 1 dwelling unit per 10 thousand square feet) to OS-P (Open Space - Parks) to preserve the area as a natural resource and to maintain its scenic and visual amenities.

Resource Protection

3. Any public improvement projects adjacent to or within designated open space areas shall be reviewed by the Planning Department through the City Projects Review Task Force for potential environmental impacts and conformance with the policies and proposals of this plan.
4. Placement of new utility infrastructure shall avoid open space areas serving as habitat preserves or conservation. Facilities shall avoid all sensitive habitats, plants, and animals when being located in any open space area and be absolutely excluded from open-space sites serving as mitigation and/or serving habitat preservation and conservation purposes. Other open space areas allowing public access and activity would be available for infrastructure with appropriate mitigation. The City shall work with public utilities to ensure their sensitivity to environmental considerations before granting permits for new facilities.

Public Access

Proposals 8-11 are identified by their corresponding number on **Figure 15**.

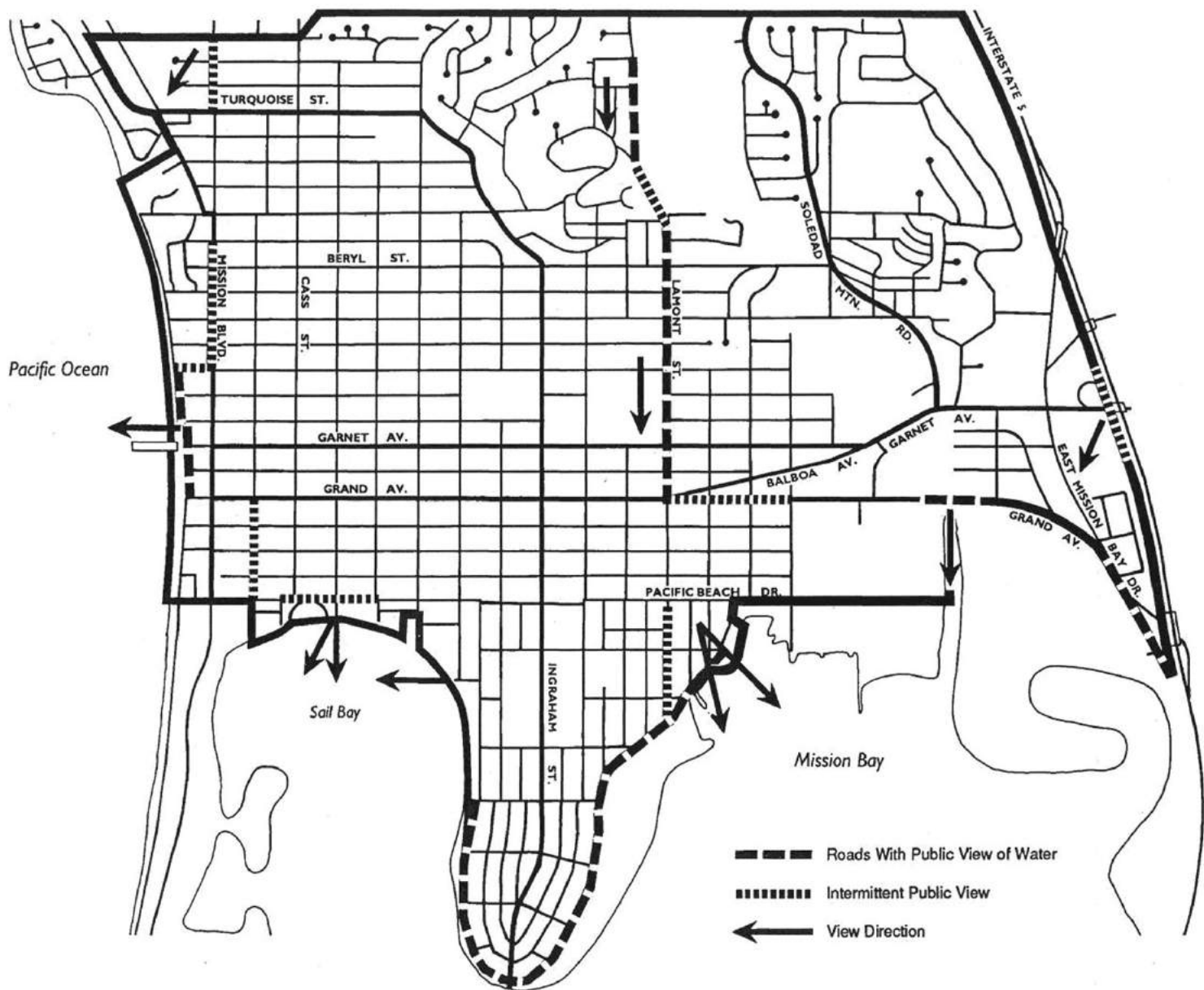
5. As new vertical accessways are developed, the Park and Recreation Department shall provide access facilities for the physically challenged, accounting for safety considerations.
6. The Park and Recreation Department shall provide adequate signs for all existing and future beach and bay accessways to ensure public safety and awareness.
7. Public access to the public portion at the western end of Crystal Pier shall be maintained, considering security of the pier and public safety. Any partial restriction on public access for security or safety reasons shall be agreed upon by the City, the private owner and the community.

8. The Parks and Recreation Department shall develop the ends of Dawes, Everts, Fanuel and Gresham Streets at the beach with ramps.
9. The Park and Recreation Department shall provide signage for the two dedicated accessways located at 3750 and 3862 Riviera Drive.
10. The Park and Recreation Department shall upgrade the dirt stairway on Riviera Drive with new facilities.
11. The Park and Recreation Department shall include wooden fencing, benches, trash receptacles, landscaping, paving, walkways and bicycle racks at all park, beach and bay accessways and trails, where possible.
12. The Park and Recreation Department shall complete the bikepath-walkway around Crown Point Shores.
13. Maintain and enhance the public views and scenic vistas of the beach and bay by undergrounding utilities and maintaining street landscaping, and by requiring new development to conform with the design standards of the commercial and residential elements of this plan. **Figures 4, 16, and 18** of this plan shall be used together to determine where said design standards are to be applied.

Increased Recreational Opportunities

14. The Park and Recreation Department shall develop new playground facilities and picnic areas in community parks, and along the beaches and bay.
15. The Park and Recreation Department shall complete the development of Pacific Beach (Ocean Boulevard) Park and widen the sidewalk along the beach near the lifeguard station at Grand Avenue.
16. The Park and Recreation Department shall pursue additional funding, including State and Federal grants, for the purposes of maintaining and improving parks, open space and recreation centers. The Department shall also work with community organizations to establish volunteer programs for litter abatement and safety enhancement.
17. The Park and Recreation Department shall redevelop Farnum Elementary School as an "interim" community park until funding for construction of the new library is obtained. Consider relocating the Pacific Beach Community Gardens to the library site if the parcel and landscape design permit.
18. When the new Pacific Beach Library is constructed, the City shall consider developing the old site as a pocket park or other community use.

19. The community, Planning Department and Park and Recreation Department shall study the enlargement of the Mission Bay athletic area to provide needed community recreation facilities.
20. The Park and Recreation Department shall create "pocket parks" from areas created from rights-of-way which are no longer needed for street circulation purposes (such as the realignment of Balboa Avenue).
21. The Park and Recreation Department shall work with the School District to turf school grounds and to install lighting and security for after-hours use of fields.



Coastal Views
Pacific Beach Community Plan

COMMUNITY FACILITIES AND SERVICES

BACKGROUND

One middle, one high and four elementary schools are located in Pacific Beach (see **Figure 17**). In addition, Bird Rock Elementary School, located just northwest of the community boundary with La Jolla, serves residents in the northwestern area of the community.

The current library facility in Pacific Beach is located adjacent to the Pacific Beach Middle School. The site is limited at 8,750 square feet and there is no on-site parking. The library is in need of expansion, and a new, much larger library has been approved on what was previously the Farnum Elementary School site.

Police protection is provided by the Northern Area Division of the Police Department; there is a Community Relations Storefront Office in Pacific Beach.

One fire station serves the Mission Beach and Pacific Beach communities, located at Mission Boulevard and Grand Avenue.

The community contains one hospital, located on Bunker Hill Street, and one post office, located on Cass Street. The post office, which is relatively new, is small and has inadequate parking.

Pacific Beach receives its water supply from the City's transmission line, which distributes to the community from a pipe that runs underneath Grand Avenue. All sewage in Pacific Beach is pumped to the Point Loma Sewage Treatment Plant for processing.

GOALS

1. Maintain and expand as necessary the community's educational facilities, such as Mission Bay High, Pacific Beach Middle, and elementary schools to ensure that the facilities are available for needed programs and to meet projected student enrollment.
2. Enhance the opportunity for library usage in the community by completing of the new Taylor Library on the Farnum Elementary School site.
3. Improve the community's scenic views and vistas of the beach and bay through a program of undergrounding utilities and maintaining streetscapes that frame, rather than obstruct, views.
4. SDG&E has a continuing program of undergrounding utilities. In view of its importance as a visitor destination, the City shall urge SDG&E to assign priority status to those areas identified in **Figure 18**.
5. Ensure that the development of new public facilities do not block identified public views.

6. Promote the safety of Pacific Beach's residents by supplementing, as necessary, police and fire protection; ensure that the Police Department's community relations store front is retained.

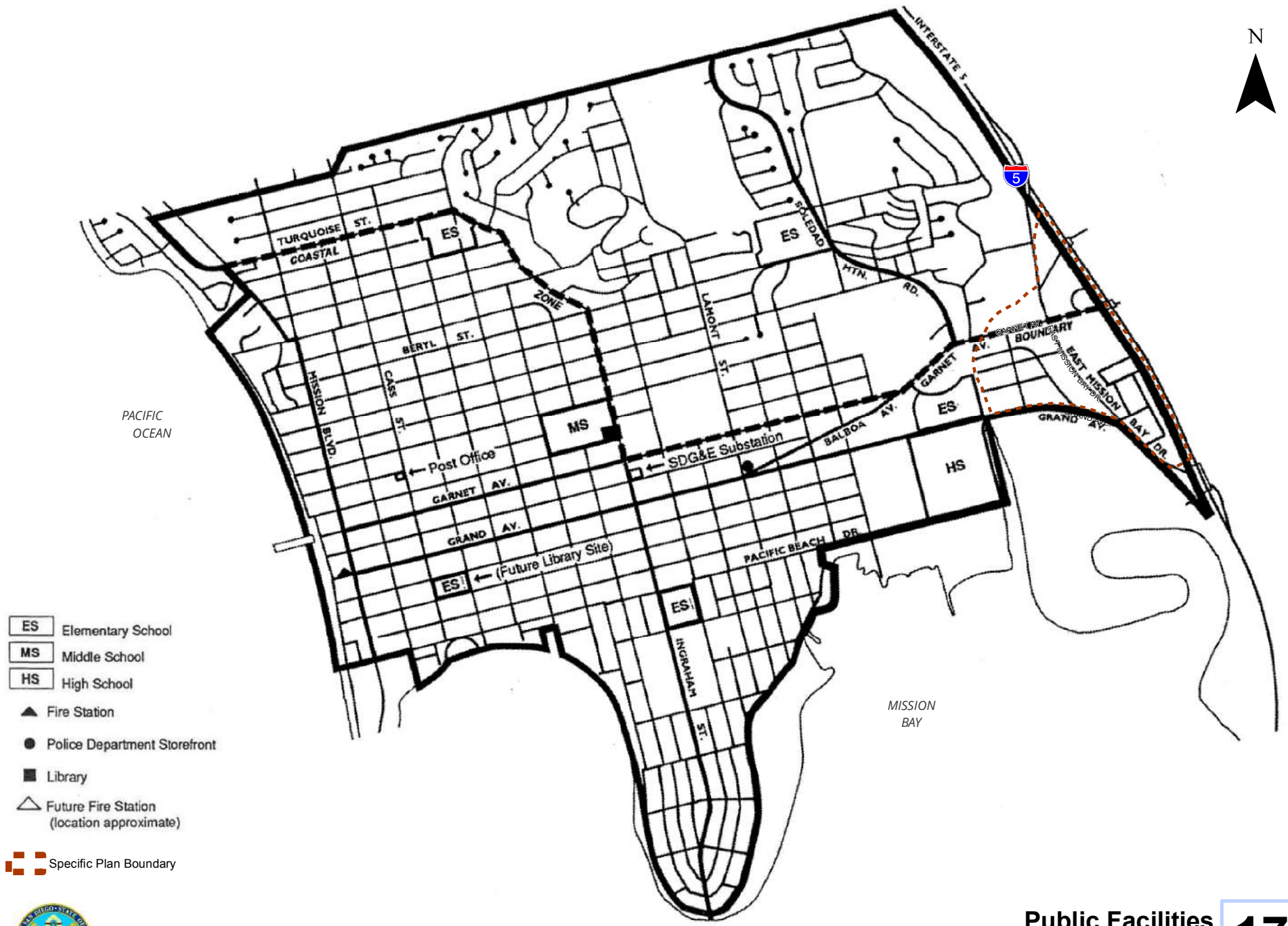


7. Improve the appearance of water, sewer, gas and electric facilities in the community through enhanced landscaping and facade articulation of structures where possible.
8. Ensure that new development of community facilities is complementary to the bulk and scale of the surrounding neighborhood.

9. Provide for the social needs of the community's homeless and migrant populations.

POLICIES

- The City shall require the undergrounding of utilities for the approval of major projects in accordance with Council Policy and shall further implement the enhancement of key view corridors, identified by this plan, through underground utility districts.
- All proposals for the construction or redevelopment of public facilities shall be reviewed to ensure conformance with the City's landscape ordinance and the goals of this plan.
- The Park and Recreation Department shall work with the San Diego Unified School District to identify opportunities for utilizing school properties to provide additional recreational facilities to meet community needs, and shall further pursue acquisition or lease of surplus school sites for park development.
- The City shall provide a new fire station in the proximity of Garnet Avenue and East Mission Bay Drive to enhance fire protection for the community. The new station will be designed in accordance of the recommendations of this plan.



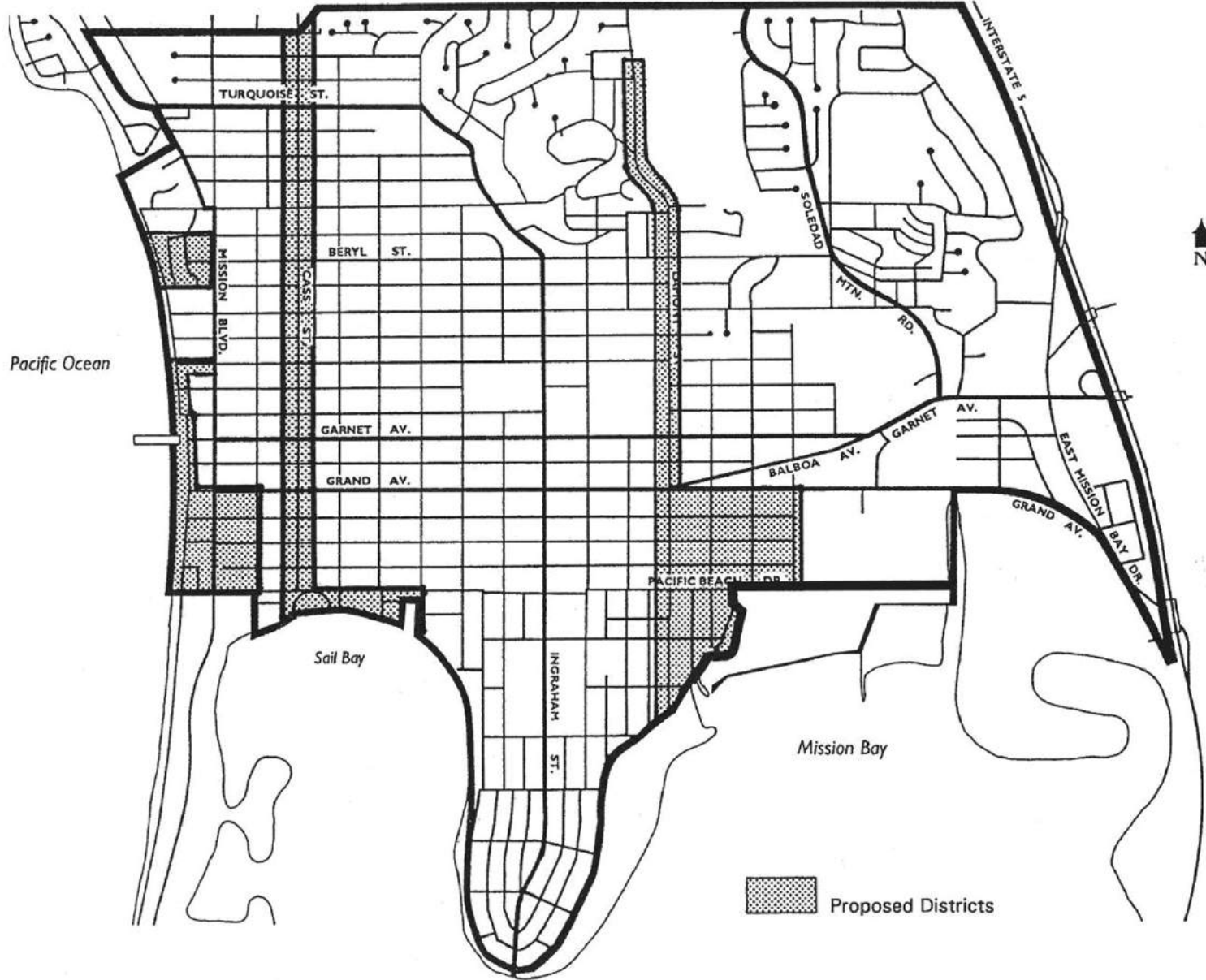
- ES Elementary School
- MS Middle School
- HS High School
- Fire Station
- Police Department Storefront
- Library
- Future Fire Station (location approximate)
- Specific Plan Boundary



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SPECIFIC PROPOSALS

- Improve the appearance of the SDG&E substation at Ingraham and Hornblend Streets with enhanced landscaping and redwood slatted chain link fencing or other means of providing an attractive barrier.
- Implement the view corridors (shown in **Figure 18**) as underground utility districts.
- Process community facility development requests through the City projects review process to ensure conformance with the Pacific Beach Community Plan and to provide the opportunity for public input.
- Appoint a Task Force of community and City representatives to quantify and analyze the needs of the homeless and migrant worker population in Pacific Beach and to formulate a plan to improve the conditions in the community utilizing community and City organizations and resources.



Underground Utility Districts
Pacific Beach Community Plan



HERITAGE RESOURCES

BACKGROUND

Only a few historical structures remain in Pacific Beach. Most notable are Crystal Pier, at the foot of Garnet Avenue, and the former Dunaway Drugstore, at the northwest corner of Garnet Avenue and Cass Street. These structures are identified in Figure 19, and a complete listing of potentially significant historical and archaeological sites is included as **Appendix G**.



GOAL

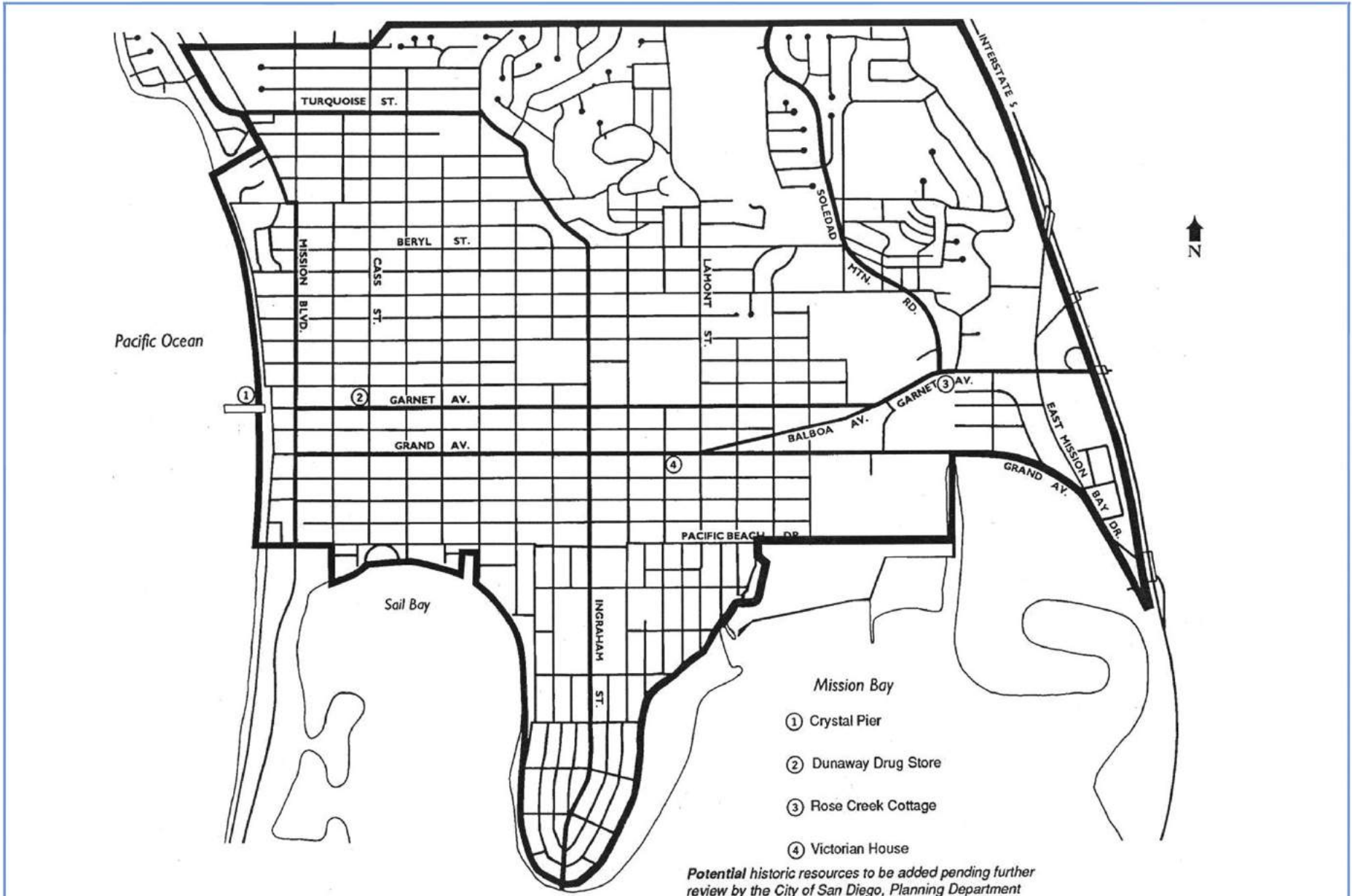
Preserve the heritage of Pacific Beach for future generations by designating its historic and archaeological sites, such as Crystal Pier, the former Dunaway Drug store and the former village of La Rinconada de Jama.

POLICIES



shall pursue designation of significant sites or structures.

- The City shall ensure that any redevelopment of Crystal Pier maximizes public access, emphasizes water dependent uses, enhances the historic architectural character of the pier and provides adequate parking.
- The City shall work with the community to conduct historical and archaeological surveys using the preliminary survey of heritage resources included as **Appendix G**, and



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				
Pursue designation of significant historic and archaeological sites in Pacific Beach.			●					Planning Dept., Historic Sites Board, Planning Commission, City Council	City	Policy 1 Proposals 2-3
Require redevelopment of Crystal Pier to conform to City regulations and the recommendations of this plan.	●							Planning Dept. Property Dept.	City, private	Policy 2 Proposal 1

SPECIFIC PROPOSALS

- Redevelopment of Crystal Pier shall conform to development standards included as **Appendix F**.
- Designate significant historic sites upon further review and analysis of the preliminary survey of heritage resources, included as **Appendix G**. Further analysis shall consist of a historic survey that will identify those sites that should be designated and saved in that location; those that should be saved but could be moved to another location; and those that could simply be photographed and documented prior to demolition. Pursue, in conjunction with the Pacific Beach Historical Society, additional opportunities for funding sources, such as grants, to conduct historical surveys.
- The City shall provide where possible, incentives such as tax credits and permit fee waivers to encourage private designation and conservation of potentially historic sites.





Appendices

- A. Legislative Framework
 - i. Relationship to the General Plan
 - ii. Plan Update and Amendment Process
 - iii. Streetscape Recommendations
 - iv. Alternative Land Use Designations for School Sites
 - v. Crystal Pier Development Standards
 - vi. Preliminary Survey of Heritage Resources
 - vii. Coastal Bluff Development Standards
 - viii. Coastal Parking Standards
 - ix. List of Reference Documents

APPENDIX A

Legislative Framework

The Pacific Beach Community Plan and Local Coastal Program Land Use Plan was developed within the context of a legislative framework existing on Federal, State and local levels. Among the more important areas of influence are:

- Section 65450 of the Government Code of the State of California (State Planning and Zoning Act) which gives authority for the preparation of the community plan and specifies the elements which must appear in each plan. It also provides means for adopting and administering these plans.
- The California Environmental Quality Act of 1970 (CEQA), as amended, which requires that environmental documents be prepared for all community plans. Separate, detailed environmental impact reports are also required for all projects which may adversely affect environment, including actions related to implementing the plan.
- The California Coastal Act of 1976, which mandates that all designated coastal areas develop a Local Coastal Program that is consistent with state-wide goals and objectives. The Pacific Beach Local Coastal Program Land Use Plan was adopted by the City Council in December 1983. The plan provides specific guidelines for the development of that area of the community which lies within the coastal zone boundary.
- The citywide zoning and subdivision ordinances, which regulate the development and subdivision of land in the City.
- In addition to legislation and ordinances, the City Council has adopted a number of policies to serve as guidelines in the decision-making process. Many of the policies relate directly to planning issues and are used in implementing plan recommendations.

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APPENDIX B

Relationship to the General Plan

The Pacific Beach Community Plan is a component of the City of San Diego Progress Guide and General Plan. The community plan provides specific recommendations for actions which will implement the goals and objectives of the General Plan. Recommendations which implement the General Plan's goals and objectives are outlined below:

Residential: This plan recommends the retention and redevelopment of its residentially designated areas of the community at their existing intensities. The plan further provides for the residential intensification of commercial areas through mixed-use projects and the development of single room occupancy hotels designed to promote affordable housing opportunities to meet General Plan goals for achieving fair share housing and a balanced community.

Commercial: This plan contains recommendations for retaining and revitalizing existing commercial districts through the provision of landscaping and pedestrian-oriented amenities which are consistent with General Plan recommendations for prohibiting the expansion of strip development and encouraging the rehabilitation of older commercial centers including the provision of a landscape program.

Industrial: The community plan recommends the retention of industrially-zoned land within Pacific Beach by redesignating it from visitor-commercial to light industrial and rezoning it from M-1 to M-SI. Although this redesignation constitutes an amendment to the General Plan, it is consistent with General Plan goals to ensure that industrial land needs as required for a balanced economy and balanced land use are met consistent with environmental considerations and to protect a reserve of manufacturing lands from encroachment by non-manufacturing uses.

Circulation: The community plan provides for vehicular circulation improvements that will not disrupt community character and contains numerous recommendations to promote public transit into and throughout the community, as well as enhanced bicycle and pedestrian amenities to reduce dependence on the private automobile. These recommendations are consistent with the General Plan's recommendations to place equal emphasis on the aesthetic, functional and noise design considerations of streets, the maintenance and increased efficiency of the existing street system, the development of an improved mass transit system, the maintenance of bikeways at connection points with other transportation modes, and the provision of adequately sized pedestrian and bicycle paths.

Public Facilities Services and Safety: This community meets the General Plan standards for fire service. It is anticipated that school and police services, as well as water and sewer needs, will be adequately met through existing facilities.

Recreation and Open Space: This plan identifies opportunities for acquisition or lease of abandoned school sites in the community and encourages joint-use facilities with the public schools to help meet General Plan standards for population-based parks. The plan also identifies an open space system for the community to meet the open space goal of the General Plan.

Conservation of Resources: The community plan contains extensive policies and recommendations designed to reduce the impact of development on the community's natural resources. These policies and recommendations are consistent with those contained in the General Plan for minimizing grading; controlling soil runoff, sedimentation and erosion; retaining existing trees and ground covers; and providing attractive, less polluting alternatives to the use of the private automobile.

Cultural Resources Management: The plan contains a heritage resources element that recommends that significant historic resources be rehabilitated and preserved for adaptive reuse, and that incentives be provided to conserve archaeological and paleontological sites to encourage their use as an educational attraction, which is consistent with General Plan recommendations to inventory cultural resources and to preserve structures and complexes of importance to urban identity.

Seismic Safety: This plan provides a geological fault lines map and recommendations for submittal of geologic, seismic and soil reports where appropriate. The plan recommendations are consistent with the General Plan objectives of ensuring that current and future community planning consider seismic and other geologic hazards, and that geologic and seismic reports be submitted with new development proposals whenever problems are suspected.

Urban Design: This plan contains urban design standards to upgrade and physically enhance the commercial and residential areas of the community. The guidelines have been developed to incorporate General Plan recommendations for the avoidance of radical and intrusive changes to existing residential area; reductions in the amount of visual clutter; the promotion of harmony in visual relationships; the encouragement of mixed uses; and the provision of safe and convenient pedestrian crossings, walkways and parking areas.

APPENDIX C

Plan Update and Amendment Process

While the Pacific Beach Community Plan and Local Coastal Program Land Use Plan sets forth many proposals for implementation, it does not establish new regulations or legislation, nor does it rezone property. Some rezonings are recommended to carry out the proposals of the plan and public hearings for this plan. Should the land use recommendations in the plan necessitate future rezonings, subsequent public hearings would be held as necessary so that future development is consistent with plan proposals.

This plan is not a static document. While it is intended to provide long-range guidance for the orderly growth of the community, in order to respond to unanticipated changes in environmental, social or economic conditions, the plan must be continually monitored and updated as necessary to remain relevant to community and City needs.

Once the plan is adopted, two additional steps will follow: implementation and review. Implementation refers to the process of putting plan policies and recommendations into effect. Review is the process of monitoring the community and recommending changes to the plan as conditions in the community change. Guidelines for implementation are provided in the plan, but the process must be based on a cooperative effort of private citizens, City officials and other agencies. The Pacific Beach Community Planning Committee, as well as other private citizen organizations, will provide the continuity needed for an effective implementation program.

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APPENDIX D

Streetscape Recommendations

The goal of the streetscape recommendations is to provide standards that will convey an identifiable theme which also allows for diversity; an integrated mosaic of enriched landscaping, pavement, storefronts and signage at the gateways, in the commercial districts and throughout the community.

The streetscape themes are based on environmental characteristics (the growing environment) and will provide a biological diversity of plantings, including deciduous, evergreen, drought tolerant, vertical and canopy elements. These themes are discussed below and are illustrated on the following pages.



Framework

The concept includes a structural framework of street trees (e.g., palm trees) along major corridors in the community. These trees will be the thread that ties the community together.

Districts/Zones

Comprehensive themes have also been developed to convey an individualized identity for different districts throughout the community, supplementing the overall framework. These districts reflect view shed/hillside areas, the beachfront (first exposure to salt air), and the bayside, etc.

Garnet Avenue

Garnet Avenue area west of Ingraham conveys an eclectic theme based on the various elements (art deco, international, etc.) along this key pedestrian-oriented commercial area. A primary element of this theme is a "wave" pattern to be sandblasted into the sidewalks, conveying the beach character of the community.

The pedestrian environment will be further enriched by the placement of "knuckles" or "pop-outs" of the sidewalks at block ends. All intersections will be marked by a visual and textural difference that would help promote the pedestrian's right-of-way.

The street tree plan for this area includes accent palms at corners and broad-headed street trees with tree grates. The streetscape design will provide flexibility of street tree placement (to encourage outdoor seating, etc.) for commercial property owners.

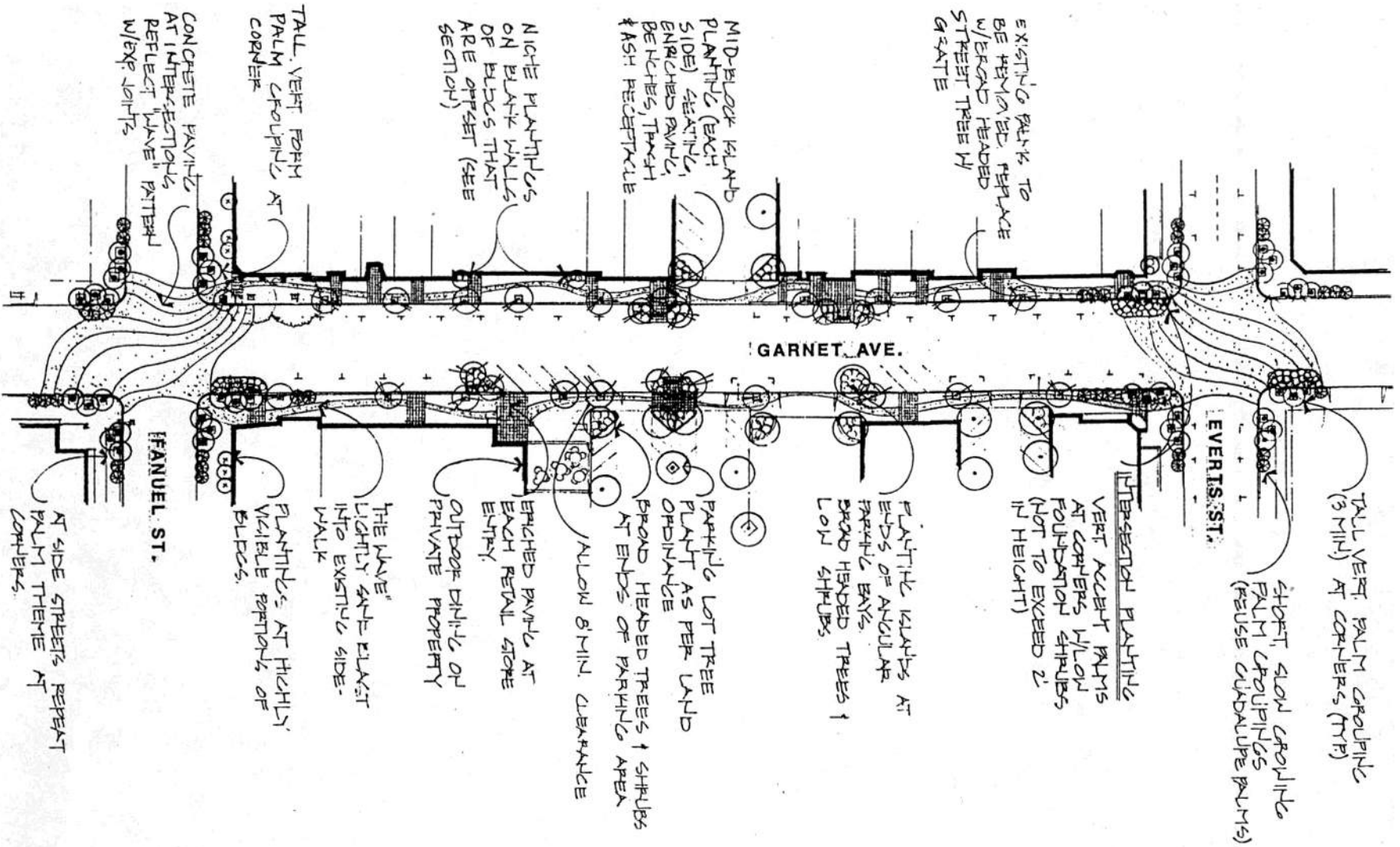
Kiosks will be placed on sidewalks, containing maps, directories of Pacific Beach special events, a public telephone and information numbers for the Pacific Beach Town Council and Visitor Information Center.

Other Major Corridors

Individualized themes, or palettes, will enhance other key streets in the community, particularly in commercial areas and at the gateways to the community. These streets include Grand Avenue, Ingraham Street, East Mission Bay Drive, Mission Boulevard, Cass Street, Fanuel Street, Lamont Street, Soledad Mountain Road, Riviera Drive, and Crown Point Drive.

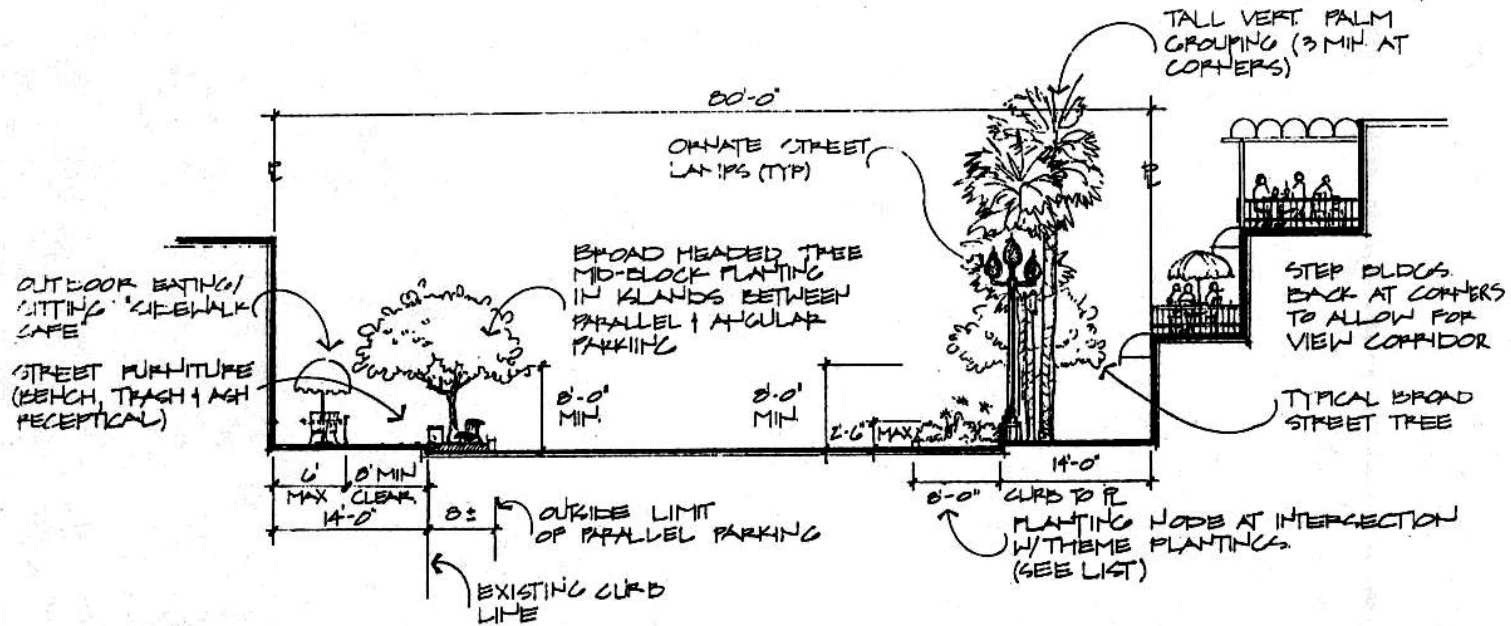


APPENDIX D Streetscape Design Program



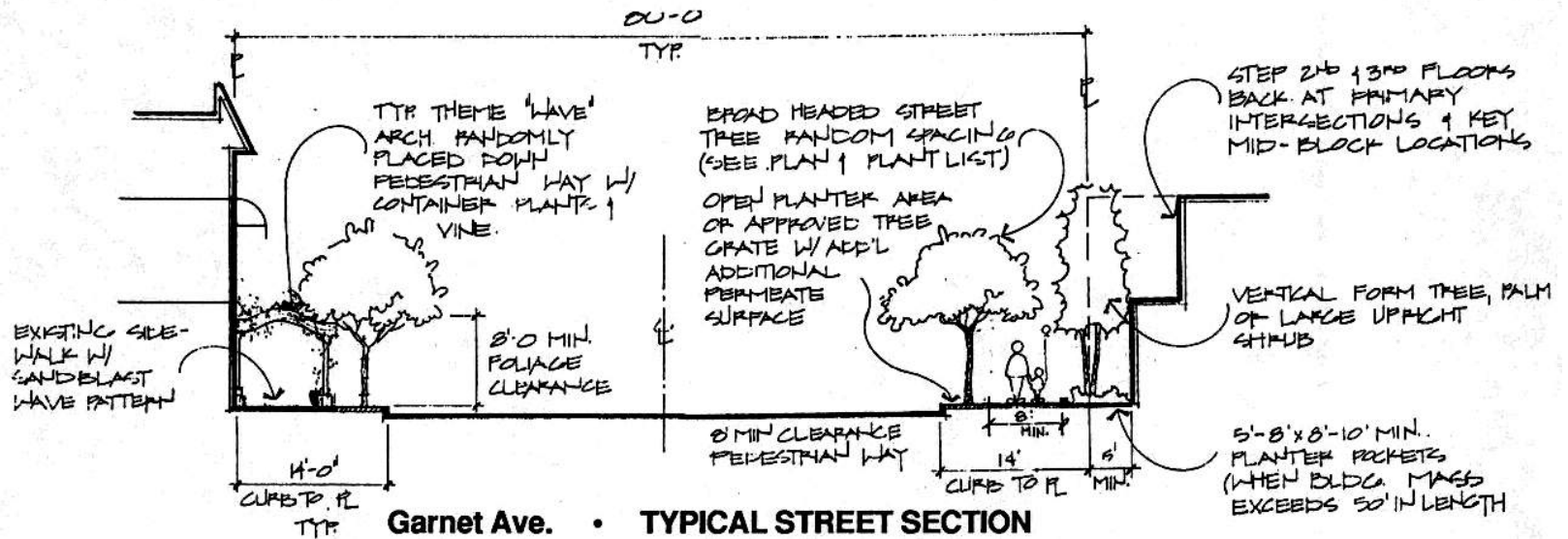
Garnet Ave. • TYPICAL SITE DESIGN

APPENDIX D Streetscape Design Program



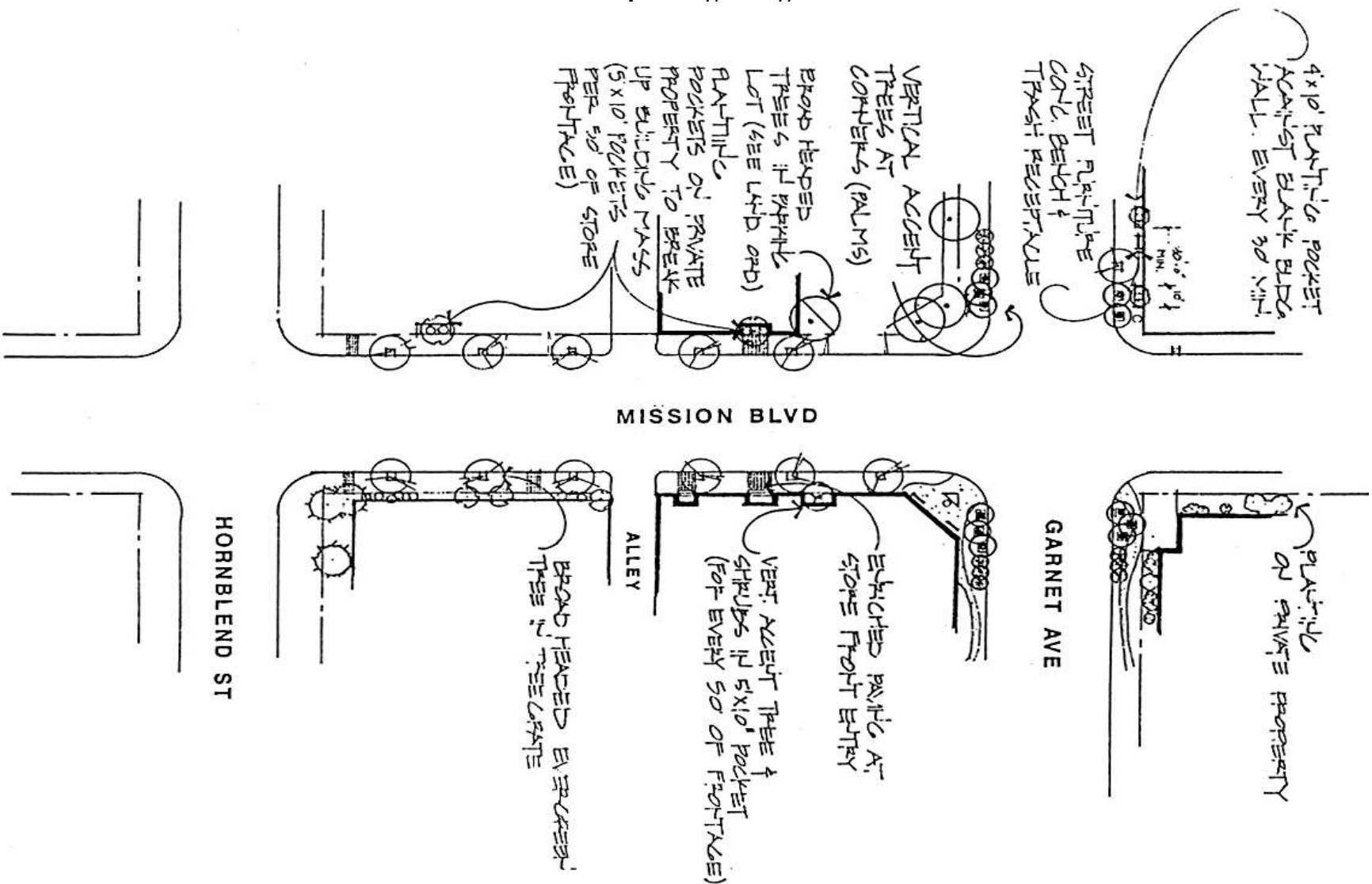
Garnet Ave. • MID-BLOCK PLANTING

Garnet Ave. • INTERSECTION PLANTING

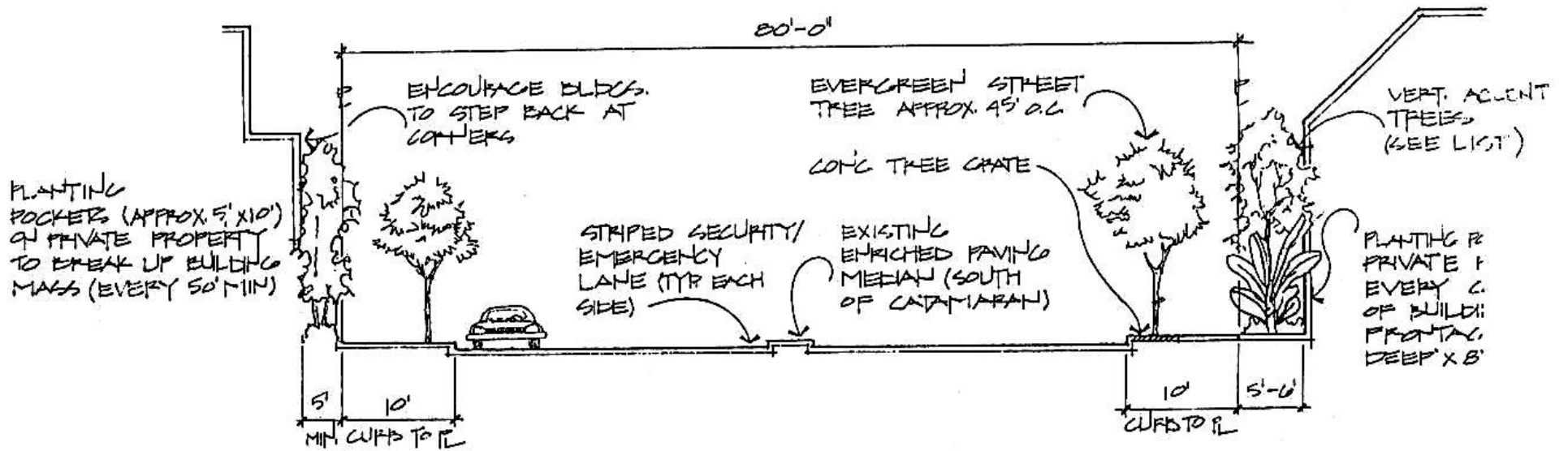


Garnet Ave. • TYPICAL STREET SECTION

APPENDIX D
Streetscape Design Program

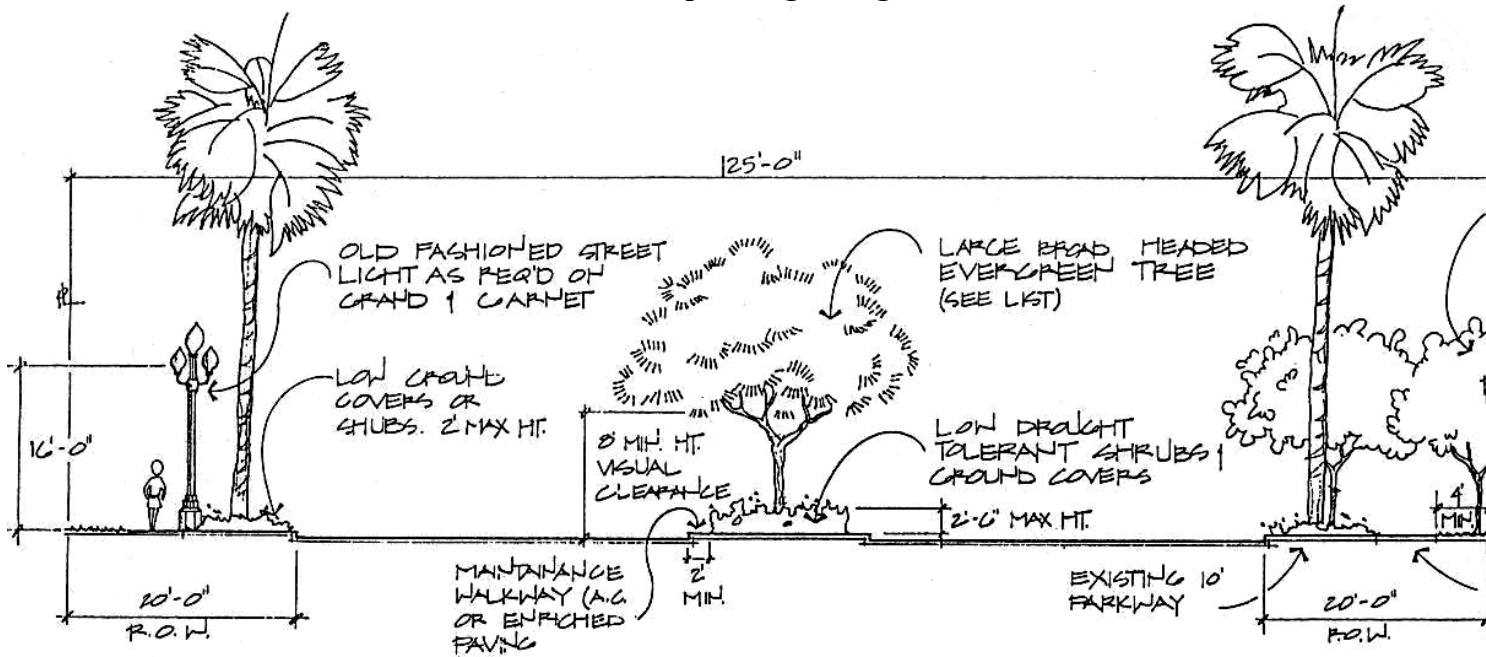


APPENDIX D
Streetscape Design Program

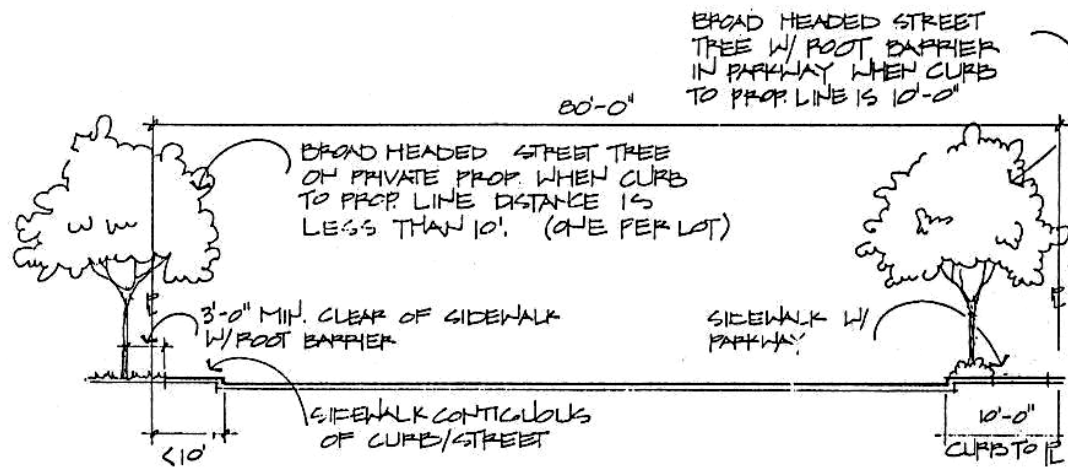


Mission Blvd • TYPICAL SECTION

APPENDIX D
Streetscape Design Program

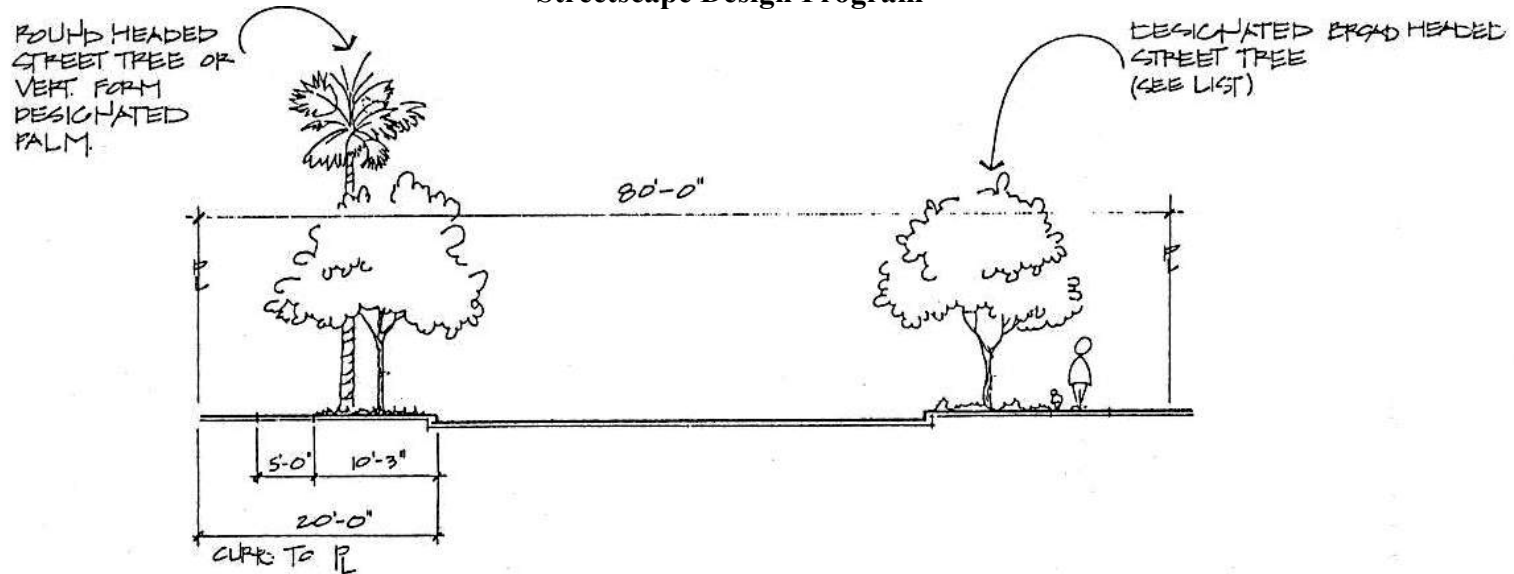


Grand Ave. • TYPICAL SECTION

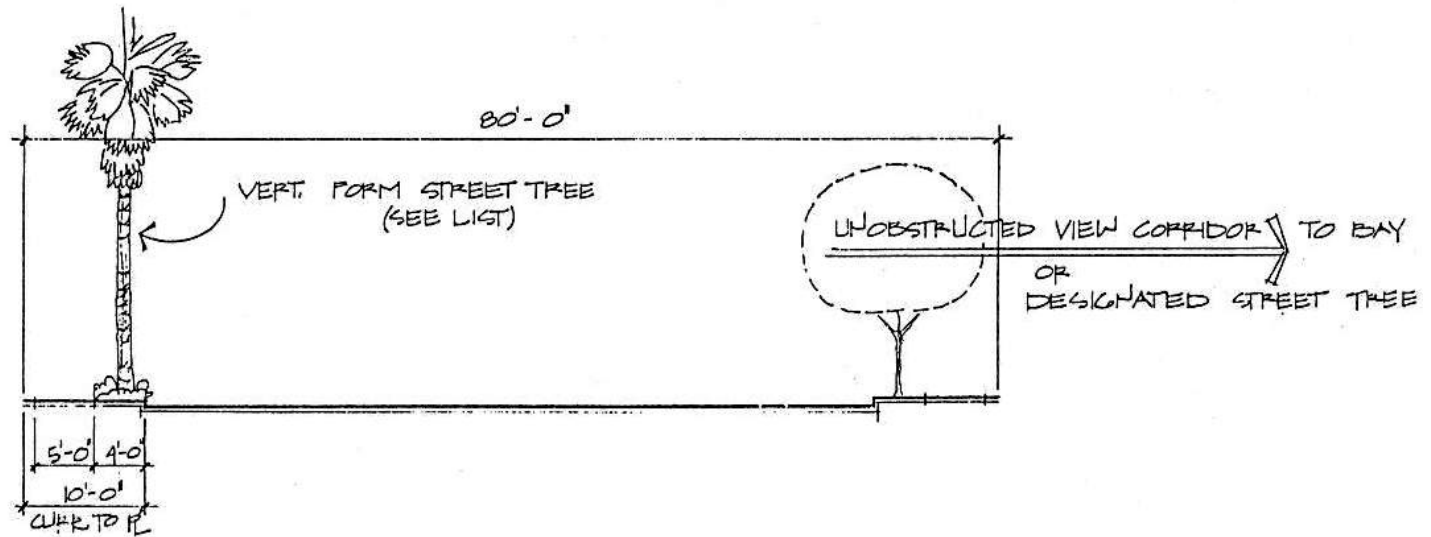


Ingraham Street • PRIMARY STREET SECTION

**APPENDIX D
Streetscape Design Program**



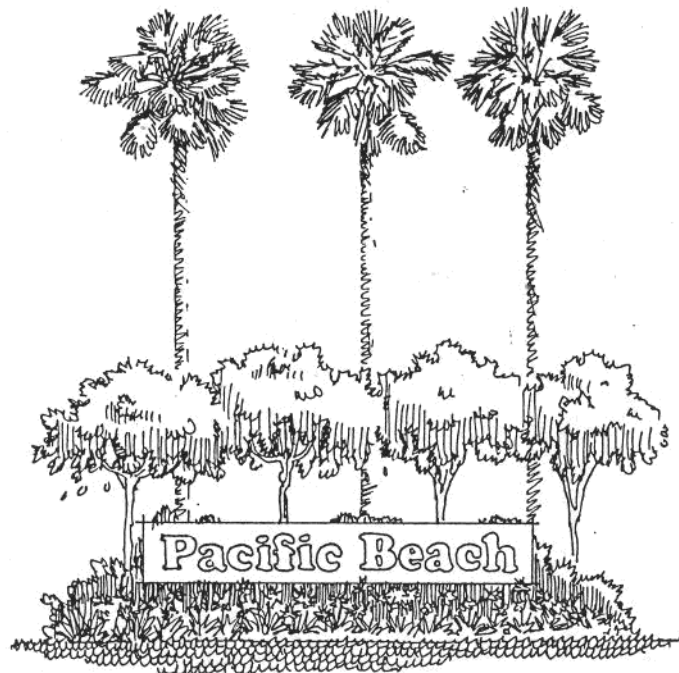
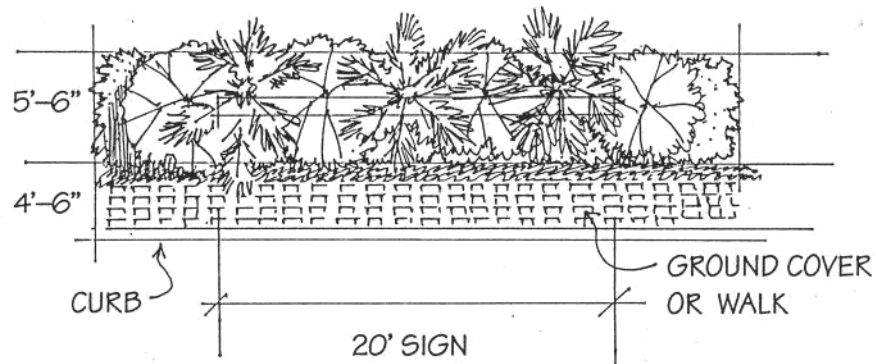
Fanuel, Lamont, Diamond, Etc. • SECONDARY STREET SECTION



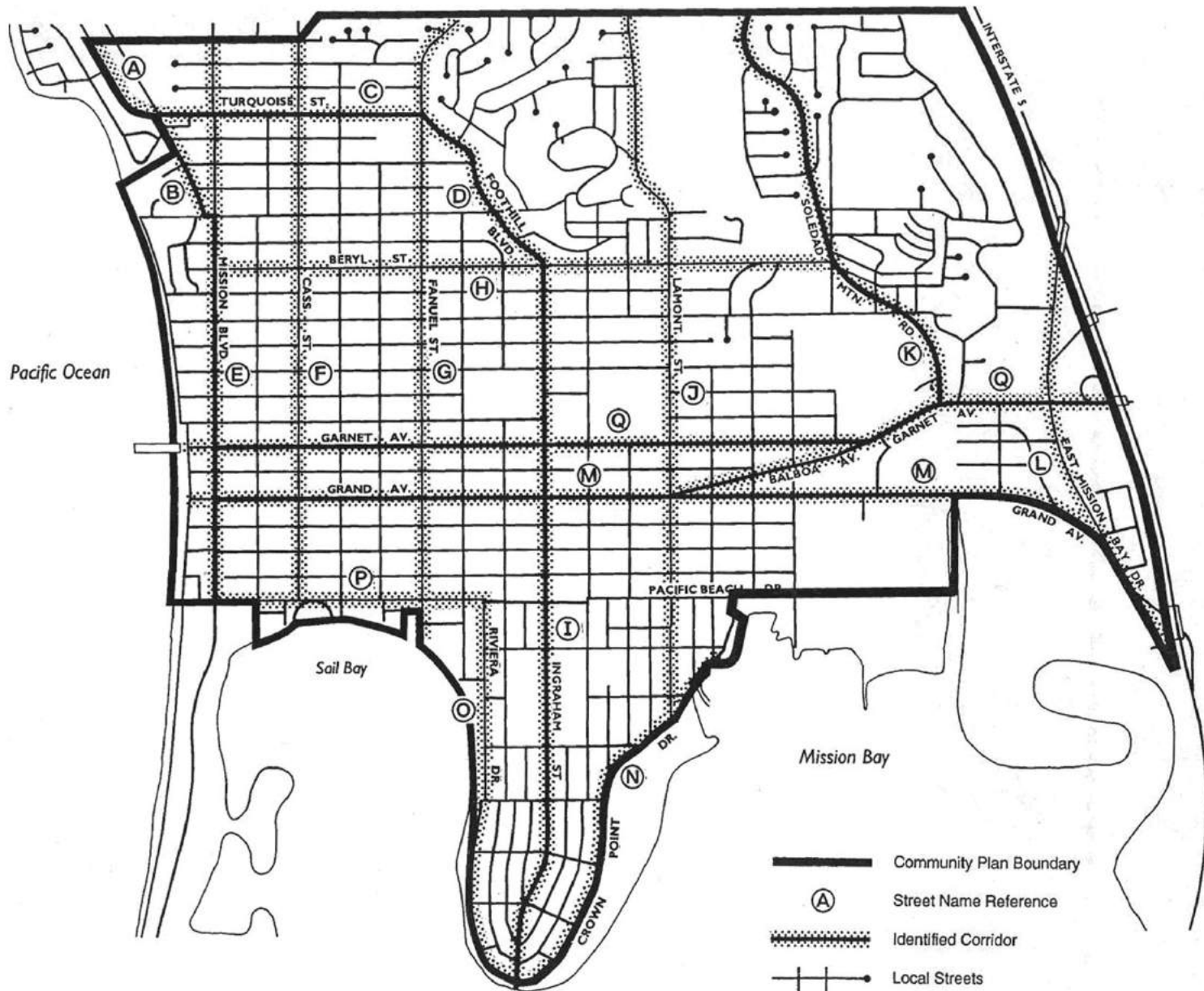
Crown Point, Riviera Dr., Etc. • SECONDARY STREET SECTION

ENTRYWAY PROGRAM

Provide, along with streetscape improvements, community entryway statements to reinforce a sense of community pride. The statements shall include a comprehensive landscape and signage program that will be carried throughout the community. Signage shall include the name of the community and, if desired, a community logo. Both the sign and the logo should represent the community's unique assets. The entryway concept illustration provided in this plan serves only to provide an idea of what such an entryway statement might include. An open design competition, sponsored and organized by Pacific Beach community groups, would provide an opportunity to create a design that is truly characteristic of the community.



ENTRY SIGN CONCEPT



Community Corridor - Street Tree Plan
Pacific Beach Community Plan



PACIFIC BEACH COMMUNITY STREET PLAN

COMMUNITY CORRIDOR	TREE Botanical Name	TREE Common Name	PATTERN & TREATMENT	PARKWAY WIDTH	CURB TO PROPERTY LINE
(A) La Jolla Boulevard (West of La Jolla Hermosa)	Pinus pinea	Italian Stone Pine	Linear Parkway	10 ft	4 ft
(B) La Jolla Boulevard (South of Turquoise)	Melaleuca quinquenervia	Cajeput Tree	Linear/Cluster Parkway Grates/Pavers	10 ft	4 ft
(C) Turquoise Street	Tabebuia avellanedae Washingtonia robusta	Trumpet Tree Mexican Fan Palm	Linear/Cluster Grates/Pavers	10 ft	0 ft
(D) Foothill Boulevard	Liquidambar styraciflua	Sweet Gum Tree	Linear Parkway	10 ft	4 ft
(E) Mission Boulevard	Melaleuca quinquenervia Metrosideros excelsa Washingtonia robusta	Cajeput Tree New Zealand Christmas Tree Mexican Fan Palm	Linear/Cluster Grates/Pavers	10 ft – 0 ft	0 ft
(F) Cass Street	Agonis flexuosa Tabebuia avellanedae	Peppermint Tree Trumpet Tree	Linear/Cluster Parkway Grates/Pavers	14 ft – 0 ft	10 ft – 0 ft
(G) Fanuel Street	Podocarpus gracilior Cassia leptophylla Ulmus parvifolia	Fern Pine Gold Medallion Tree Chinese Elm	Linear/Cluster Parkway Grates/Pavers	20 ft – 0 ft	10 ft
(H) Beryl Street	Jacaranda mimosifolia	NCN	Linear/Cluster Parkway	10 ft	4 ft
(I) Ingraham Street	Bauhinia blakeana Cassia leptophylla Podocarpus gracilior	Orchid tree Gold Medallion Tree Fern Pine	Linear/Cluster Parkway Grates/Pavers	6 ft – 0 ft	varies
(J) Lamont Street	Washingtonia robusta Bauhinia blakeana Jacaranda mimosifolia	Mexican Fan Palm Orchid tree NCN	Linear/Cluster Parkway Grates/Pavers	20 ft – 0 ft	4 ft & 10 ft
(K) Soledad Mountain Road	Jacaranda mimosifolia Pinus torreyana	NCN (p) Torrey Pine (m)	Linear/Cluster Parkway Median	varies	varies
(L) East Mission Bay Drive	Washingtonia robusta Podocarpus gracilior Bougainvillea species Vines (see note #3)	Mexican Fan Palm Fern Pine NCN	Linear/Cluster Parkway Grates/Pavers	varies	varies

PACIFIC BEACH COMMUNITY STREET PLAN (continued)

COMMUNITY CORRIDOR	TREE Botanical Name	TREE Common Name	PATTERN & TREATMENT	PARKWAY WIDTH	CURB TO PROPERTY LINE
(M) Grand Avenue/ Balboa Avenue	Washingtonia robusta	Mexican Fan Palm (p)	Linear/Cluster	20 ft	10 ft
	Cassia leptophylla	Gold Medallion Tree (p)	Parkway		
	Pinus pinea	Italian Stone Pine (m ₁)	Grates/Pavers		
	Pinus torreyana	Torrey Pine (m)	Medians		
(N) Crown Point Drive	Washingtonia robusta	Mexican Fan Palm	Linear/Cluster	10 ft	4 ft
	Vines (see note #3)		Parkway		
(O) Riviera Drive	Washingtonia robusta	Mexican Fan Palm	Linear/Cluster	10 ft	4 ft
	Vines (see note #3)		Parkway		
(P) Pacific Beach Drive (West of Fanuel)	Washingtonia robusta	Mexican Fan Palm	Linear/Cluster	10 ft	4 ft
	Metrosideros excelsa	New Zealand Christmas Tree	Parkway		
	Melaleuca quinquenervia	Cajeput Tree			
	Vines (see note #3)				
(Q) Garnet Avenue (See below for specific information)	<u>General Concept:</u> Tall, Vertical, Tropical Landmark at intersections Medium Height, Broadheaded, Flowering, Canopy at midblock		Linear/Cluster	0 ft – 5 ft	10 ft- 14 ft
			Parkway Grates/Pavers at midblock Popouts and islands		
<u>General Note:</u> Washingtonia robusta (Mexican Fan Palm clustered at all intersections the full length of Garnet Avenue (East Mission Bay Drive to Ocean Front)					
Garnet Avenue from Ocean Front to Mission Boulevard	Washingtonia robusta Biahea edulis	Mexican Fan Palm	Linear/Cluster Grates/Pavers	0 ft	14 ft
Garnet Avenue from Mission Boulevard to Bayard Street	Washingtonia robusta Metrosideros excelsa	Mexican Fan Palm New Zealand Christmas	Linear/Cluster Grates/Pavers	0 ft	14 ft
Garnet Avenue from Bayard Street to Dawes Street	Tabebuia avellanedae	Trumpet Tree	Linear/Cluster Grates/Pavers	0 ft	14 ft
Garnet Avenue from Dawes Street to Fanuel Street	Tippuana tipu	Tipu Tree	Linear/Cluster Grates/Pavers	0 ft	14 ft
Garnet Avenue from Fanuel Street to Haines Street	Jacaranda acutifolia	Jacaranda Tree	Linear/Cluster Grates/Pavers	0 ft	14 ft

PACIFIC BEACH COMMUNITY STREET PLAN (continued)

COMMUNITY CORRIDOR	TREE Botanical Name	TREE Common Name	PATTERN & TREATMENT	PARKWAY WIDTH	CURB TO PROPERTY LINE
Garnet Avenue from Haines Street to Ingraham Street	Cassia leptophylla	Gold Medallion Tree	Linear/Cluster Grates/Pavers	0 ft	14 ft
Garnet Avenue from Ingraham Street to Jewel Street	Cinimonum camphora Cassia leptophylla	Camphor Tree	Linear/Cluster Grates/Pavers Parkway	0 ft – 5 ft	14 ft
Garnet Avenue from Jewel Street to East Mission Bay Drive	Tippuana tipu Platnus acerifolia Cupaniopsis anacardioides	Tipu Tree London Plane Carrotwood tree	Linear/Cluster Grates/Pavers Parkway	0 ft – 5 ft	10 ft – 14 ft

NOTES: 1. Community Corridor - Commercial corridors may utilize
Small trees/Tree form Shrubs, Vertical accent, Tropical or Flowering at rear of R.O.W. or on private property (where R.O.W. is less than 10 ft)

2. On all streets where R.O.W. is less than 10 ft street trees may be located on private property.

3. Vines - to be used in conjunction with Palm Trees:

- Distictus bliccinatoria
- Macfadyena lingliis-cati
- Clytostoma callistegioides
- Bougainvillea
- Wisteria sinensis

(m) = Median only

(m₁) = Ends of Median only

(p) = Parkways only

General:

Size of street trees to be per *citywide Landscape Regulations* (calculated by street frontage of each property and in no case less than a twenty four inch box)

Tree grates shall be a minimum dimension of 5'-0" and must be ADA approved where necessary to provide required clear path.

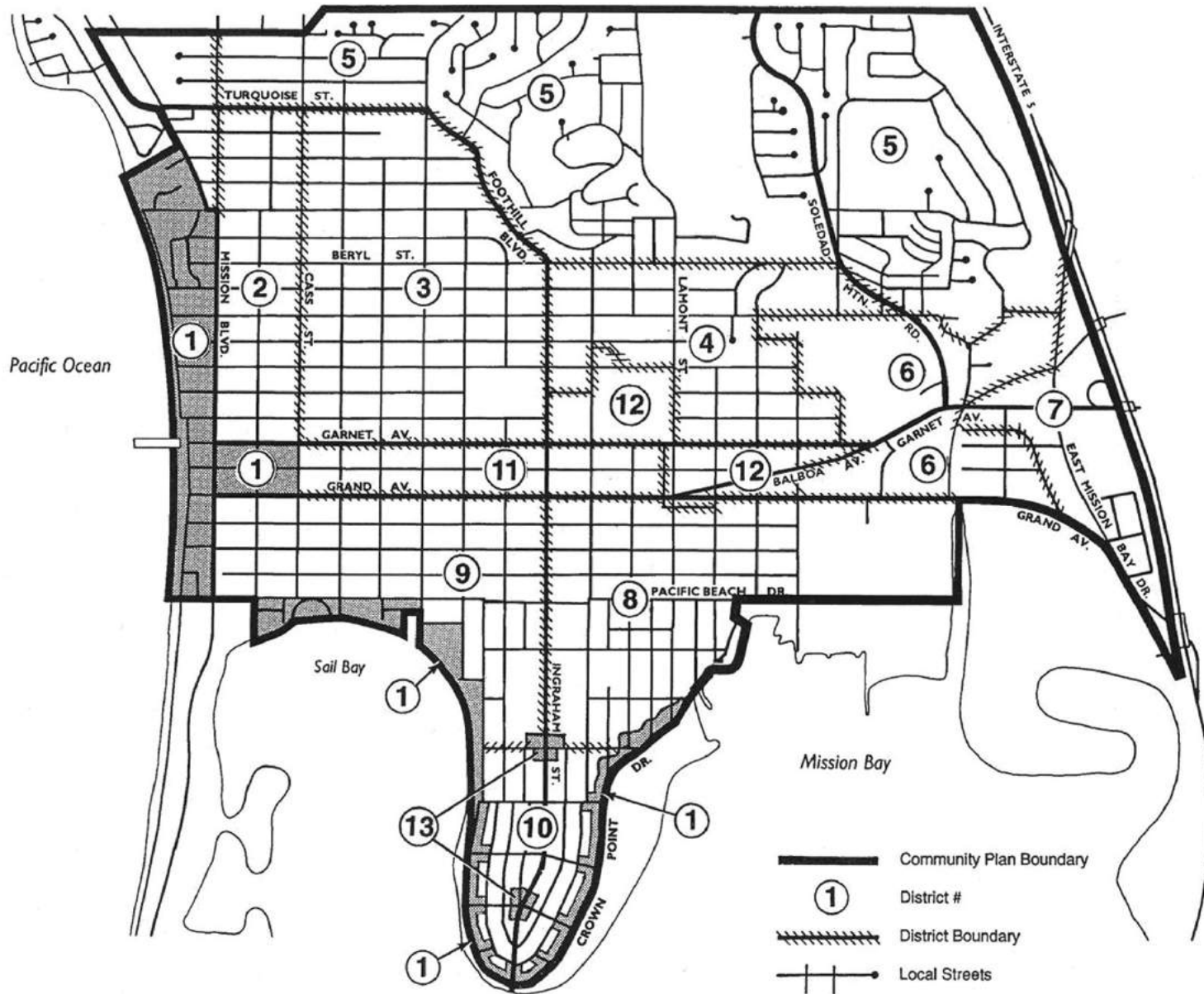
Palms should be a minimum of 8 ft BTH and at intersections should be clustered at three feet on center.

BTH = Brown Trunk Height

Flexibility of tree placement to facilitate commercial visibility may be approved by the Planning Director.

Pruning of trees shall comply with the standards of the National Arborist Association according to Class I Fine Pruning.

All plant material shall be installed per the standards of the *Landscape Technical Manual*.



Community Tree Districts - Street Tree Plan
Pacific Beach Community Plan



COMMUNITY TREE DISTRICTS

District Street Trees	1	2	3	4	5	6	7	8	9	10	11	12	13	*(See note)
<i>Archontophoenix cunninghamiana</i> (King Palm)	●	●							●	●			●	
<i>Arecastrum romanzoffianum</i> (Queen Palm)					●								●	
<i>Bauhinia blakeana</i> (Orchid Tree)			●		●								●	
<i>Cassia leptophylla</i> (Gold Medallion Tree)			●	●							●			
<i>Ceratonia siliqua</i> (Carob)		●												*
<i>Eucalyptus ficifolia</i> (Red-flowering Gum)		●					●		●		●			
<i>Jacaranda mimosifolia</i> (Jacaranda)			●	●	●	●						●		
<i>Liquidambar styraciflus</i> (Liquidambar)			●					●		●				
<i>Magnolia grandiflora</i> (Magnolia)								●						
<i>Melaleuca quinquenervia</i> (Cajeput Tree)	●	●	●				●		●	●	●	●		
<i>Metrosideros excelsus</i> (New Zealand Christmas Tree)	●	●								●			●	
<i>Olea europaea</i> (Olive)					●			●						
<i>Pinus canariensis</i> (Canary Island Pine)				●		●	●					●		
<i>Pittosporum undulatum</i> (Victorian Box)									●					
<i>Platanus acerifolia</i> (Sycamore)							●					●		

COMMUNITY TREE DISTRICTS (continued)

District Street Trees	1	2	3	4	5	6	7	8	9	10	11	12	13	*(See note)
Podocarpus gracilior (Fern Tree)			●	●					●	●				
Rhus lancea (African Sumac)							●							
Tabebuia avellanedae (Trumpet Tree)		●									●			
Tipuana tipu (Tipu Tree)						●					●	●		
Tristania conferta (Brisbane Box)						●	●							
Ulmus parvifolia (Chinese Elm)			●	●	●	●		●						
Washingtonia robusta (Mexican Fan Palm)	●	●	●		●			●	●	●	●			
Quercus ilex (Holly Oak)					●									
Loelreuteria bipinnata (Chinese Flame tree)				●	●	●	●							
Tabebuia chrysostricha (Golden Trumpet Tree)		●												
Pyrus calleryana (Bradford Pear)					●									

*Requires special installation conditions approved by Planning and Park & Recreation Departments.

APPENDIX E

Alternative Land Use Designation for School Sites

School Sites	Alternative Land Use Designation
Mission Bay High School	Low-Density Residential (R1-5000)
Pacific Beach Middle School	Low-Medium Density Residential (R-3000)
Bay View Terrace Elementary	Low-Density Residential (R1-5000)
Crown Point Elementary	Low-Medium Density Residential (R-3000)
Pacific Beach Elementary	Low-Density Residential (R1-5000)
Sessions Elementary	Low-Density Residential (R1-5000)

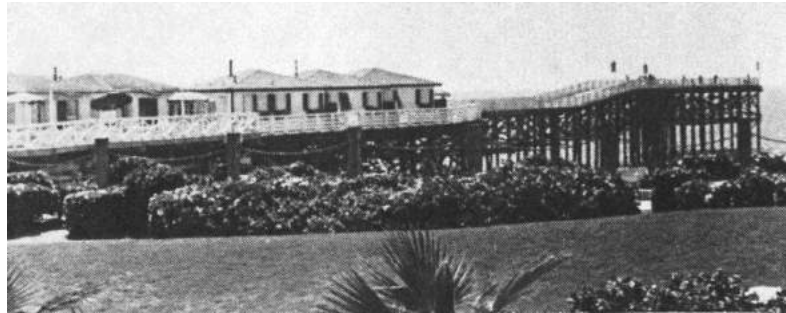
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APPENDIX F

Crystal Pier Development Standards

Redevelop Crystal Pier to maximize public access and public use of the facility. Promote uses which are visitor-serving and emphasize water dependent uses.

Enhance the architectural character of the pier with any new development while maintaining the integrity of the historically significant Crystal Pier arch. This should include a distinctive "entrance" statement to be provided on Ocean Boulevard. New development on the pier should be sensitive in scale, bulk and design to the original physical character of the pier and to the surrounding uses. To preserve the view of the pier, any land-side additions should be limited to two stories and should not block the view to the end of the pier.



Develop the private ownership and leasehold portions of Crystal Pier with visitor-recreational facilities emphasizing water-dependent uses (e.g., restaurants, water-oriented and dependent commercial activities which maximize public use).

Provide adequate parking facilities for the uses to be located on the pier; however, vehicle parking shall not be located on the surface of the pier structure or sandy beach area, cantilevered from the pier or cantilevered through the bluffs and extending over the sandy beach area. Alternatives which should be considered include the development of parking in the immediate area of the pier as an integral part of existing commercial areas across the Ocean Boulevard and/or the Mission Boulevard corridor.

One alternative could entail purchasing the air space above existing parking lots and constructing three-story parking structures east of Mission Boulevard (portable structures is an option) or underground parking structures beneath existing public rights-of-way. In no instances shall above ground parking structures be located on lots fronting Ocean Boulevard.

Public access is to be maintained to the public portion of the pier, to the extent that it is practical with consideration to the overall security of the pier and public safety. Any partial restriction on public access necessitated out of concern for security or public safety shall be agreed upon by the City, the private owner and the community.

Public views of the beach and ocean from the pier are to be protected and maintained, and existing ocean views from Ocean Boulevard are to be respected.

The State Coastal Conservancy should be considered for possible assistance in the rehabilitation/redevelopment of the Crystal Pier facility as a coastal restoration project.

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APPENDIX G

Preliminary Survey of Heritage Resources

This preliminary survey was prepared in 1981 and revised in 1993 by the City Planning Department with the assistance of John Fry, President of the Pacific Beach Historical Society. The plan recommends further research and review of the resources listed and designation of the significant historical sites and structures within Pacific Beach.

Significant Structures

1888 – 1899

1932 Balboa: This small cottage appears in early photos of the Pacific Beach Lumber Company and may have been the residence of Mr. Gleason, its proprietor. It is in good condition and has recently served as a restaurant.

1921 Beryl: The owner of this small, two-story structure said the deed dated to 1892, which would make it one of the oldest homes in Pacific Beach. It appears to be in fairly good condition, and is more visible since the City's removal of the large eucalyptus trees in front of the house.

1932 Diamond: This two-story home is also believed to date to 1892, and may have been the residence of E. Y. Barnes, an early resident and fruit grower. The Barnes later moved to Julian and began Manzanita Ranch. The home was owned by George Churchman from the 1920s to the 1970s and was altered significantly. The exterior is in poor condition and the home is not visible from the street.

1814 Hornblend: This box-like, two-story home resembles a small rooming house. The 1912 City Directory lists it as belonging to Oliver Russell. It is in fair condition.

1976 Hornblend: This two-story Victorian home has had its exterior altered significantly, but remains in good condition.

1576 Law: This quaint, two-story Queen Anne home was built by Victor Hinkle in 1896. Mr. Hinkle was a fruit grower whose wife was the beach area's first librarian. It was moved to its present site from Chalcedony Street in the early 1920s. It has been maintained in very good condition, and is probably the best-known early residence in Pacific Beach.

1860 Law: This three-story home may have been built by Victor Hinkle's brother around 1896. It had deteriorated badly, but has recently been upgraded and is in fair to good condition.

1846 Reed: This two-story residence is quite similar to the home at 1814 Hornblend, and may well have been built by the same person. It is in fair to good condition, but appears to have been altered on the first floor.

2104 Diamond: This cottage was the home of Dr. Martha Dunn Corey, the first physician in Pacific Beach. It has been upgraded and is in good to excellent condition.

1900 – 1909

In 1903, Frederick Tudor Scripps built “Braemar,” the family home, on the site of today's Catamaran Hotel. Around 1908 the family planted palm trees on Bayard and along Pacific Beach Drive. The palm trees in the 4400 block of Lamont, appear to date from the same period.

1904 Beryl: This Classic three-story Colonial revival home has remained in excellent condition. It was built by developer Josephus Asher around 1910, which was a period of growth for the community due to efforts of the Folsom Brothers Real Estate Company.

1650 Collingwood: This palatial structure once stood proudly alone, but is now almost hidden by surrounding development. It was built for Charles Norris by A. H. Frost, and has been magnificently refurbished in recent years.

1132 Diamond: O.W. Cotton lived in this notable two-story home, which he built around 1905. Mr. Cotton was instrumental in the development of Pacific Beach during the years before World War I as an employee and partner of the Folsom Brothers. The home is in very good condition, and is architecturally significant.

1576 Diamond: This large, two-story residence was built around 1905 as a home for James Haskins, a wealthy eastern industrialist. It has been well-maintained over the years, and remains an excellent example of Craftsman architecture.

976 Felspar: Serving until recently as an antique shop, this two-story structure was the home of the Earl Taylor family when they moved to Pacific Beach in 1923. Earl helped build Crystal Pier and the first Dunaway Drug store. His son Vernon has continued as a developer in Pacific Beach since the 1940s. It is in fair to good condition.

1704 Grand: Built in 1907, this home was researched in 1992 by Alexander Bevil who termed it "a rare example of Early 20th Century American Colonial Revival Gambrel Roof Cottage." The home has been in the family of the current owner, Mrs. Erna Handley, since 1936 and has been extremely well maintained.

1760 Hornblend: Although this home appears to be of more modern vintage, it dates to 1910, and one family reported finding newspapers dating to the 1890s in the attic. It has had its exterior modified and is in good condition.

4304 Ingraham: This home has deteriorated badly. It is visible in photographs taken at the beach in 1906 and is built on a foundation of concrete blocks, popular at the turn-of-the-century.

932 Oliver: This cottage, according to its present owner, dates to 1903 and was part of the Braemar Subdivision. It is in very good condition, and is an attractive reminder of the period.

1910 – 1919

2176 Diamond: This very large, three-story home was built in 1913 for the J. J. Richert family. It is in good condition, and its present owners are only the third family to have lived in the house.

860 Garnet: Home to the Reverend G. F. Williams in the 1930s, this two-story home has been altered significantly for use as a restaurant. It, and two neighboring homes since demolished, were probably built before World War I. 864 Garnet was torn down to make way for the restaurant's parking lot and 876 Garnet, known as the "Simmons Place", has been gone for several decades.

2032 Garnet: This is a large, simple cottage.

1509 Grand: This large, one-level cottage is surrounded by a cobblestone wall that was constructed about 1910 as was, presumably, the cottage itself.

722 Hornblend: This is a rather ordinary wood structure, in fair condition, that appears to have been altered slightly.

961 Hornblend: This is a wooden residence complex in poor condition.

1018 Hornblend: This is a small cottage with what appears to be an added-on, ornate porch. It is in fair condition.

1704 Hornblend: This one-story home is in fair condition.

718 Hornblend: This two-story home is in good condition. A matching apartment was added to the rear in 1986.

1721 Hornblend: Built in 1913, this community hall is in fair to good condition, and is one of the most important buildings in the beach area. It was Pacific Beach's first library and has long been the home of the Pacific Beach Women's Club.

4260 Kendall: This large, two-story home was built around 1910 by developer J. J. Asher. It was owned by the Robinson family for over half a century, but was sold in 1992. It is in good condition.

1550 Loring: This two-story stuccoed, box-like residence has been a Pacific Beach landmark for over sixty years. It is in good condition, although the surrounding property has deteriorated badly. It is believed to have been used by the government during World War II, and is rumored to have an indoor shooting range. It is most significant.

1104 Missouri: This attractive but simple two-story home has been kept in such excellent condition that it does not appear to be as old as it is. It was probably built around 1915.

1144 Missouri: This residence appears to have been built at the same time as the residence at 1104 Missouri. It is similar in design, and is in fair to good condition.

4240 Morrell: This very simple, box-like cottage is nondescript, but authoritative rumors insist that it has been in existence since at least 1910. It is in fair to good condition.

1060 Oliver: Part of the Braemar Subdivision, this stuccoed, English-style home is quite large and is in good condition.

953 Reed: This home was moved to its present location from Bayard Street in the mid-1920s. The home was altered significantly in the 1980s and is in excellent condition. It is Queen Anne-like in architecture and may date to the 1890s.

961 Reed: This simple residence, in good condition, was moved with the home at 953 Reed in the 1920s.

1804 Reed: This single-story home has been completely altered with siding and is in fair condition. Neighbors say it has been there as long as anyone can recall.

3778 Shasta: This two-story apartment was built in 1910 as the Bayview Hotel. It is in good condition and is notable as the only hotel-type building remaining from the period prior to World War I. It was significantly remodeled after an upstairs fire in the 1980s.

864 Thomas: This box-like two-story home is in excellent condition. It may date to the turn-of-the-century.

935-7 Thomas: This duplex is a wooden structure in excellent condition, although there has been infill development added to the rear of the property. It is similar in design to the homes at 961 Hornblend and 961 Thomas.

961 Thomas: This two-story wooden structure has been recently improved on the exterior but is in only fair condition and has infill development on the lot.

1920 – 1929

A great number of residences exist from this period - too numerous to mention and, probably, of minimal significance. There are, however, significant commercial structures worth noting.

Dunaway Drugstore: This magnificent, two-story office building is the only brick structure of note at the beach. It was built in 1925 by Sam Dunaway, who was instrumental in the growth of Pacific Beach during these years. It is located at 976 Garnet, at the northwest corner of Cass and Garnet. The drug store closed in the early 1990s; the site is now occupied by other retail establishments.

Crystal Pier: Sam Dunaway, Earl Taylor, and other investors urged the construction of the pier as a tourist attraction. Completed in 1927, it was originally about 400 feet long, with a cork-lined dance floor in a covered pavilion at the tip. It was short-lived, however, as the builders neglected to creosote the pilings, which became worm-infested. The structure was closed to the public, taken over by the bank, and was reopened in 1936, refurbished, extended an additional 800 feet, and motel cottages added.

Significant Sites and Landmarks

Pacific Beach Plaza: This sixteen-acre site has always been the focal point of Pacific Beach. It was originally the site of the San Diego College of Arts and Letters, which opened its doors in September of 1888. The college lasted only a short while, succumbing to the financial depression of the 1890s.

The main building served at the turn of the century as a rooming house - the College Inn. In 1904 it was reopened as the Hotel Balboa. In 1920 the entire sixteen acres was sold to the Davis family, who created the San Diego Army and Navy Academy. The academy was a vital part of the community for a quarter of a century but, like the original college, it fell victim to financial reverses and moved to Carlsbad in 1936.

Shortly thereafter the school was reopened as the Brown Military Academy. In 1958 the property changed hands again, the old school buildings came down and construction began on a new shopping center - Pacific Plaza.

Pacific Beach Driving Park/4570 East Mission Bay Drive: Since the mid-1960s, a series of automobile dealerships have occupied this site which was a horse racing track in 1888. Served by the San Diego, Old Town, and Pacific Beach Railway, the track was a very popular weekend attraction at the end of the 19th century. Portions of the Judge's Stand remained until 1947, when the Rancho 101 Motel was built on the site.

Pacific Beach Steam Railway (Balboa-Grand-Lamont Intersection): This dogleg intersection follows the track of the original Pacific Beach steam railway. The train stopped at a point just west of the dogleg, letting off most of the beach passengers.

Scripps Estates (Catamaran Hotel): The hotel, built in 1959, occupies the property once owned by F. T. Scripps, son of E. W. Scripps, the newspaper magnate. Mr. Scripps built the family home here—Braemar—a palatial estate that was a landmark for a half century. It was sold and razed in 1958 to make way for the Catamaran. The wedding chapel that sits on Garnet Avenue just west of Rose Creek was the music room of the Scripps home, added in 1926.

Palm Trees: Tall palms exist from the earliest years of Pacific Beach. Those at the intersection of Bayard and Pacific Beach Drive, and in the 4400 block of Lamont, were planted around 1908. Much shorter palms of a different species in the 3700 block of Shasta are original trees planted at the opening of the Fortuna Park subdivision around 1910.

Japanese Black Pines: Planted in the 900 and 1000 blocks of Oliver Avenue in the late 1920s, these trees have grown to provide a unique canopy over the street.

Kate Session's Tipuana Tree: This unusual tree has an official state marker indicating its importance in commemorating the original site of Kate Sessions nursery at Garnet and Pico.

La Rinconada de Jama: Site of San Diego's largest Indian village in the vicinity of the intersection of Bluffside Avenue and Pico Street. The Pacific Beach Drive-In occupied this site until the 1980s.

APPENDIX H

Coastal Bluff Development Standards

The following standards are required for developments proposed on or near coastal bluffs, as identified on the Sensitive Coastal Resource Zone of the San Diego Municipal Code. These standards reflect the code regulations as they were written at the time of adoption of this plan and do not reflect subsequent regulation changes that may be adopted. However, subsequent regulation changes and any revision to these land use plan standards will require further public review and local coastal program amendments to become effective.

Coastal Bluffs

All applications for shoreline protective works or bluff development shall include a geologic report prepared by a licensed geologist who has a specific expertise in coastal bluff erosion processes.

No structure or improvement or portion thereof shall be placed or erected, and no grading shall be undertaken, within forty (40) feet of any point along a coastal bluff edge, except for the following uses:

- Essential bluff top improvements including, but not limited to, a walkway leading to a permitted beach access facility; drainage facilities; and open fences to provide for safety and to protect resource areas.
- Bluff repair and erosion control measures including, but not limited to, structures needed to repair damage to, or to prevent or retard erosion of, the bluff face in order to protect existing principal structures; provided, however, that no such measures or structures shall cause significant alteration of the natural character of the bluff face.
- Accessory structures and landscape features customary and incidental to residential uses; provided, however, that these shall be located at grade and at least five (5) feet from the bluff edge. Such structures and features may include: walkways, unenclosed patios, open shade structures, decks, lighting standards, walls, public seating benches, signs, and similar structures and features, excluding pools, spas, garages, and upper floor decks with load bearing support structures.

A bluff edge setback of less than forty (40) feet, but in no case less than twenty-five (25) feet, may be granted by the Planning Director where the evidence contained in the geology report indicates that: 1) the site is stable enough to support the development with the proposed bluff edge setback; and 2) that the project can be designed so that it will neither be subject to nor contribute to significant geologic instability throughout the anticipated life span of the principal structures.

Where a proposed development would lie wholly or partially upon a coastal bluff, the following shall apply:

- Buildings and other structures shall be sited, designed and constructed so as not to obstruct views to and along the ocean and other scenic coastal areas from public vantage points.
- The design and other structures shall be sited, designed and constructed so as not to obstruct views to and along the ocean and other scenic coastal areas from public vantage points.
- Landscaping materials shall be installed and maintained so as to assure that neither during growing stages nor upon reaching maturity will such materials obstruct views to and along the ocean and other scenic coastal areas from public vantage points.
- Native and other drought-tolerant plant species shall be utilized in order to minimize irrigation requirements and to reduce potential slide hazards due to overwatering of the bluffs.
- All drainage from the site shall be directed away from any bluff edges

APPENDIX I

Coastal Parking Standards

Off-street parking standards for uses within the coastal zone are the same for all uses as those specified in the citywide zones of the San Diego Municipal Code, except for restaurants. Within the coastal zone, restaurants are required to provide one (1) parking space for each two hundred (200) square feet of gross floor area, including all outdoor dining areas. It is expected that this standard shall continue in the community's beach impact area. These standards are based on the citywide and coastal zone parking regulations as they were written at the time of adoption of this plan and do not reflect subsequent changes that may be adopted. However, subsequent regulation changes and any revision to these land use plan standards will require further public review and local coastal program amendments to become effective.

Consolidated or shared-use parking areas are encouraged in all commercial and recreational areas. Parking requirement reductions will be considered for those mixed-use projects which are developed under discretionary review and employ transit-oriented development features.

Beach Impact Areas

Parking standards for the beach impact area are applied where the demand for near-shore parking is most critical among beach visitors, residents and patrons of commercial establishments.

Commercial office, retail, service (except restaurants) and marine oriented establishments - one (1) parking space for each four hundred (400) square feet of gross floor area.

Restaurants - one (1) parking space for each two hundred (200) square feet of gross floor area, including all outdoor dining areas.

Hotel/motel units - one (1) parking space for each guest room or suite.

Private clubs and similar establishments - one (1) parking space for each guest room or one (1) parking space for each two hundred (200) square feet of gross floor area, whichever is greater.

Residential uses - one and one-half (1.5) spaces for each dwelling unit containing one (1) bedroom or less, and two (2) spaces for each dwelling unit containing two (2) or more bedrooms.

New curb cuts shall not be permitted and existing curb cuts shall be removed where safe and efficient access is available from an abutting alley, except that new commercial or residential developments with a frontage of one hundred fifty (150) feet or greater shall be permitted one (1) curb cut twenty five (25) feet wide at the property line for every full one hundred fifty (150) feet of street frontage. Where alley access is not available or where access from an abutting alley would be precluded by the proposed retention of an existing commercial or residential development, one (1) curb cut not to exceed twenty five (25) feet in width at the property line may be permitted.

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APPENDIX J

List of Reference Documents

Pacific Beach Community and Local Coastal Program Land Use Plan, December 1980, City of San Diego Planning Department

Mission Bay Park Master Plan for Land and Water Use, December 1978, City of San Diego Park and Recreation Department

Beach Communities Traffic Options Study, April 1989, JHK and Associates

Metropolitan San Diego Short Range Transit Plan, FY 1991-1995, Metropolitan Transit Development Board

California Coastal Act of 1976, Amended January 1988, California Coastal Commission

List of Supplemental Documents

Pacific Beach Community Plan Land Use Survey and Community Conditions Report, October 1991, City of San Diego Planning Department

Pacific Beach Community Outreach Paper inserted in the *Beach and Bay Press*, October 3, 1991, City of San Diego Planning Department

Pacific Beach Community Plan Update Issues Report No. 91-314, presented to the Planning Commission on October 10, 1991, City of San Diego Planning Department

Pacific Beach La Jolla Transportation Study, June, 1993 DRAFT, City of San Diego Engineering and Development Department