

**CLAIREMONT COMMUNITY PLAN UPDATE
Economic Prosperity Element Policy Comparison**

What is in the Adopted Clairemont Community Plan (1989)	How does the General Plan (GP) address this policy? Economic Prosperity Element (EP), Conservation Element (CE), Urban Design Element (UD)	How would this be reflected in the Community Plan Update (CPU)?
<p>Rose Creek/Canyon - Rezone</p> <p>2. The Rose Creek/Canyon industrial area along Morena Boulevard and Santa Fe Street should be developed with industrial parks (Figure 17) that conform with the regulations of the M-IP Zone. Development within the M-IP Zone requires a discretionary development permit.</p> <ul style="list-style-type: none"> a. The industrial area on Santa Fe Street, north of Balboa Avenue and south of Damon Avenue should be rezoned from M-IA to M-IP to ensure high quality industrial development, similar to the research and development uses, north of Santa Fe Street (Figure 38). b. The Price Club site should be rezoned to M-IP when the Price Club is discontinued and an alternative use is being propose for the site. 	<p>The Rose Creek/Canyon Industrial area is identified in the General Plan as Prime Industrial Land, which has an emphasis on maintaining industrial land for base sector uses.</p> <p>EP-A.1. –Protect base sector uses that provide quality job opportunities including middle-income jobs; provide for secondary employment and supporting use; and maintain areas where smaller emerging industrial uses can locate in a multi-tenant setting. When updating community plans or considering plan amendments, the industrial land use designations contained in the Land Use and Community Planning Element should be appropriately applied to protect viable sites for base sector and related employment uses.</p>	<p>In the past, the CPU process would make recommendations about rezoning areas to implement the goals of the plan. These zoning actions would be done separately after the CPU was adopted. This approach has changed as rezoning actions would not be identified in the community plan, but will now be adopted concurrently with the adoption of the CPU.</p> <p>The industrial are along Santa Fe Street, north of Balboa Avenue, and south of Damon Street is zoned IP-2-1 that provides for high quality science and business park development.</p> <p>Site specific recommendations for future uses will be addressed in the Land Use Element.</p>

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Rose Creek/Canyon – Site Design		
<p>The Rose Creek/Canyon industrial area along Morena Boulevard and Santa Fe Street should be developed with industrial parks (Figure 17) that conform with the regulations of the M-IP Zone. Development within the M-IP Zone requires a discretionary development permit.</p> <p>a. Development in the Rose Creek/Canyon area should be principally research and development (R&D) oriented, but could include professional offices or corporate headquarters as well.</p>	<p>The Rose Creek/Canyon Industrial area is identified in the General Plan as Prime Industrial Land, which has an emphasis on maintaining industrial land for base sector uses.</p> <p>EP-A.1. –Protect base sector uses that provide quality job opportunities including middle-income jobs; provide for secondary employment and supporting use; and maintain areas where smaller emerging industrial uses can locate in a multi-tenant setting. When updating community plans or considering plan amendments, the industrial land use designations contained in the Land Use and Community Planning Element should be appropriately applied to protect viable sites for base sector and related employment uses.</p>	<p>In the CPU, a policy for identifying industrial uses in the Rose Creek/Canyon, will be addressed in the Land Use Element</p>
<p>b. Development should be clustered to minimize automobile use areas thereby maintaining open space areas with the canyon.</p> <p>c. Buildings located on Morena Boulevard should have a low profile so that the structure will not be out of scale with the adjacent canyon slopes when observed from I-5.</p> <p>d. Rooftops should be designed to protect views from adjacent hillside development. Rooftop design should screen mechanical structures and rooftop storage areas. There should be some variation in rooftops to avoid the appearance of flat roofs looking like a parking lot. Perspectives of</p>	<p>The GP does not contain specific site design policies for industrial areas.</p>	<p>The recommendations for site design at the Rose Creek/Canyon industrial area along Morena Boulevard and Santa Fe Street are specific site recommendations that will be addressed in the Urban Design Element related to development adjacent to hillsides and canyons.</p>

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<p>the proposed project from vantage points from the adjacent hillsides should be submitted as part of the permit application.</p> <p>e. On sloping sites, successive floors of buildings should incorporate setbacks in order to follow the natural line of the slope.</p> <p>f. On sloping sites, the rear of the buildings should be set into the slope in order to blend the structures into the site thereby helping to preserve the canyon environment.</p>		
Rose Creek/Canyon – Hillside Review-Grading		
<p>a. Erosion and runoff control measures should be employed to prevent erosion and downstream siltation.</p> <p>b. Grading of pads should not be obtrusive but rather blend into the environment to avoid stark, abrupt appearances of buildings and building pads</p> <p>c. Grading should conform to the recommendations of the Open Space Element.</p>	<p>CE-E.2.a through h – Apply water quality protection measures early in the process-during project design, permitting, construction, and operations in order to minimize the quantity of runoff generated on-site, the disruption of natural water flows and the contamination of storm water runoff.</p> <p>UD-A.3 – Design development adjacent to natural features in a sensitive manner to highlight and complement the natural environment in areas designated for development.</p> <p>a) Integrate development on hillside parcels with the natural environment to preserve and enhance views, and protect areas of unique topography.</p> <p>b) Minimize grading to maintain the natural topography, while contouring any land form alterations to blend into the natural terrain.</p>	<p>General erosion, run off control, and grading policies are addressed Conservation Element and Urban Design Elements of the GP. The Community Plan Update - Urban Design Element will address development adjacent to hillsides and canyons.</p>

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Rose Creek/Canyon - Landscaping		
<p>a. The existing landscaping, such as lawns, pine trees, and eucalyptus trees on Morena Boulevard north of Balboa Avenue should be used as a landscaping theme (See Transportation Element).</p> <p>b. The Price Club should enter into an agreement with the City to improve the landscaping on its site.</p>	<p>UD-A.8.a through l – Landscape materials and design should enhance structures, create and define public and private spaces, and provide shade, aesthetic appeal, and environmental benefits.</p> <p>CE-J.2.a through c – Include community street tree master plans in community plan.</p>	<p>In the CPU, street tree themes will be in the Urban Design Element.</p>
Rose Creek/Canyon – Access Improvements		
<p>To facilitate access to the area, Morena Boulevard should be widened to four lanes from Jutland Drive south to the existing four-lane section, north of Avati Drive (See Transportation Element).</p>	<p>A goal of the Mobility Element of the GP under the discussion of Transportation Demand Management is to have improved performance and efficiency of the street and freeway system by means of other than widening or construction.</p>	<p>In the CPU, recommended transportation improvements will be provided later after the transportation circulation network is analyzed and included in the Mobility Element.</p>
Rose Creek/Canyon – LRT Stop		
<p>Future development of the City-owned leased sites on Morena Boulevard should reserve a site for the proposed LRT stop (Figures 17 and 19).</p>	<p>ME-B.9- Make transit planning an integral component of long range planning documents and the development review process</p> <p>ME-B.9.a - Identify recommended transit routes and stops/stations as part of the preparation of community plans and community plan amendments, and through the development review process.</p> <p>ME-B.9.C – Proactively seek reservations and dedications of right-of-way along transit routes and stations through the planning and development review process.</p>	<p>The CPU maps and Mobility Element would reflect the new Mid-Coast Trolley Stations at Tecolote, Clairemont Drive, and Balboa Avenue.</p>
Tecolote Gateway – Industrial Development		
<p>The area south of Savannah Street and west of Tecolote Road should remain light industrial with the M-IA Zone in order to continue providing employment</p>	<p>EP-A.6 Provide for the establishment or retention of non-base sector employment uses to serve base sector industries, community needs, and encourage the development of small business.</p>	<p>The CPU would continue to recommend that this portion of the Tecolote Gateway be designated for light Industrial development as reflected by the IL-3-1 zone.</p>

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<p>opportunities in the community (Figure 19). Redevelopment should occur through a Planned Industrial Development (PIO) permit to provide for open space areas and improve circulation and off-street parking. Parking should be located underground or behind the building. In those cases where parking facilities are visible from I-5, Morena Boulevard or West Morena Boulevard, landscaping should be provided within or adjacent to the parking facility in order to visually buffer parking areas seen from the public right-of-way.</p> <ul style="list-style-type: none"> a) The entire perimeter of the concrete channel should be landscaped in a manner that will be visible from Tecolote Road right-of-way to enhance the main entryway to Tecolote Canyon Natural Park. b) Secure bicycle storage facilities (such as bicycle lockers and racks) should be provided for employees and visitors. 	<p>UD-A.11 – Encourage the use of underground or above-ground parking structures, rather than surface parking lots, to reduce land area devoted to parking.</p> <ul style="list-style-type: none"> a) Use appropriate screening mechanisms to screen views of parked vehicles from pedestrian areas, and headlights from adjacent buildings. <p>UD-A.12 Reduce the amount and visual impact of surface parking lots.</p> <ul style="list-style-type: none"> a) Encourage the placement of parking along the rear and sides of street-oriented buildings <p>ME-F.4 – Provide safe, convenient, and adequate short-term and long term bicycle parking facilities and other bicycle amenities for employment, retail, multifamily housing, schools and colleges, and transit facility uses.</p>	<p>Parking screening and location will be addressed in the CPU – Urban Design Element</p> <p>The CPU will carry over the recommendation to enhance the concrete channel to either be in the Conservation Element and Urban Design.</p> <p>Secure bicycle storage policies are already covered by the Mobility Element of the GP and will also be addressed in the CPU Mobility Element.</p>
<p>Tecolote Gateway - Rezone</p>		
<p>The area north of the Savannah Street and west of Tecolote Road should be rezoned from C, R-400 and M-1A to C-1 in order to be consistent with existing land uses</p>	<p>LU-C.6 – Review existing and apply new zoning at the time of the community plan update to assure that revised land use designations or newly-applicable policies can be</p>	<p>In the past, the CPU process would make recommendations about rezoning areas to implement the goals of the plan. These zoning actions would be done separately after</p>

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<p>and have improved parking and landscaping standards (Figures 19 and 38).</p>	<p>implemented through appropriate zones and development regulations.</p>	<p>the CPU was adopted. This approach has changed as rezoning actions will now be adopted concurrently with the adoption of the CPU.</p>
<p>Signs</p>		
<p>Comprehensive Sign Plan (CSP) should be submitted as part of the development review process to integrate signs into projects. A CSP will help to consolidate signs in industrial areas. Signs should be well maintained and designed with respect for the scale and character of the street and surrounding development in order to enhance the overall quality of industrial areas. This can be accomplished with low-profile ground signs, wall signs and projecting signs that should be in scale with pedestrians.</p> <ol style="list-style-type: none"> 1) Signs should be integrated into the design of the building and constructed of similar materials. 2) Lettering and color of signs should have uniformity throughout the project in order to reduce visual clutter. 	<p>UD-A.14. – Design project signage to effectively utilize sign area and complement the character of the structure and setting.</p> <ol style="list-style-type: none"> a) Architecturally integrate signage into the project design, e) Address community-specific signage issues. 	<p>General sign recommendations are already covered in the GP and in the Sign regulations of the Municipal Code: http://docs.sandiego.gov/municode/MuniCodeChapter14/Ch14Art02Division12.pdf</p> <p>Sign recommendations will also be addressed in the Urban Design Element.</p>
<p>Service Yards - Use</p>		
<ol style="list-style-type: none"> 1) Use <ol style="list-style-type: none"> a) Future development of the Rose Canyon Public Works service yard site and SDG&E 	<p>The GP does not contain specific policies for the reuse of City-owned or private operations yards.</p>	<p>In the CPU, a policy to address alternative uses at the Rose Canyon and SDG&E sites will be contained in the Land Use Element.</p>

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<p>site should be research and development.</p> <p>b) A portion of the Rose Canyon Public Works service yard should be considered for a community recycling center. The equipment, such as trash bins and trash compactors should be screened from the public right-of-way.</p>		
<p>Service Yards – Screening and Landscaping</p>		
<p>The Rose Canyon Public Works service yard on Morena Boulevard and the SDG&E on Santa Fe Street should have landscaping or a wall along the perimeter of the site in order to screen the parking lot and equipment from the public right-of-way. If a fence or wall is located along the perimeter of the site and is visible from the public right-of-way, landscaping should be required to ensure aesthetic screening of the service yard and compatibility with the surrounding development.</p>	<p>The GP does not contain specific screening policies pertaining specifically to industrial areas involving the Rose Canyon Public Works service yard and the SDG&E Facility.</p>	<p>In the CPU, this recommendation will be address in the Urban Design Element</p>

Other Draft Policies for Consideration

Business Growth
<ul style="list-style-type: none"> • Encourage office, research and development, and other base sector employment-oriented uses and supportive commercial and industrial services • Encourage visitor-commercial uses to provide rooms and amenities to serve a wide range of users, including tourists and business travelers • Encourage economic growth of base sector employment industries and local businesses • Encourage businesses that focus on creating innovation, design, and technology jobs.
Employment and Small Business Development
<ul style="list-style-type: none"> • Support the retention and expansion of employment-related uses to promote economic vitality • Support the attraction, retention, and expansion of start-up and smaller businesses that develop products and technologies which provide environmentally sustainable solutions • Encourage the use of local, state, and federal programs to incentivize the retention and expansion of employment oriented businesses including small, mid-size, and start-up businesses • Support the location of artisan and craft businesses within commercial designated areas

Related Economic Prosperity Elements Topics covered in the General Plan

Policy Topic	General Plan Policy Reference
Base Sector Industrial Uses	EP-A.1 through EP-A.5
Non-Base Sector Employment Uses	EP-A.6 through EP-A.11
Prime Industrial Land	EP-A.12 through EP-A.15
Other Industrial Uses	EP-A.16 through EP-A.19
All Industrial Areas	EP-A.20
Neighborhood Commercial Areas	EP-B.6 through EP-B.8
Community Commercial Areas	EP-B.9 through EP-B.11
Transit Corridors	EP-B.12 through EP-B.14
Redesignating Commercial Land	EP-B.16
Education and Workforce Development	EP-D.1, EP-D.2, & EP-D.6
Employment Development	EP-E.1
Business Development	EP-F.1 through EP-F.4