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Enclosed for your files is a copy of the SERRA MESA COMMUNITY PLAN. This Plan was adopted by City Council on July 27, 1977, by Resolution No. 218949. The Plan covers the Serra Mesa residential community and the Kearny Mesa industrial-commercial area.

FINAL COPY

DOCUMENT NO. 761104

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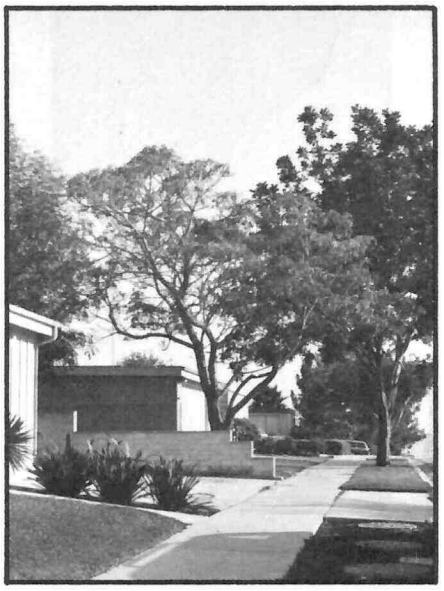
Zoning LUP
Serra Mesa
Community Plan





SERRA MESA

COMMUNITY PLAN









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OFFICE OF
PLANNING
DEPARTMENT
236-6450

March 3, 1977

The Honorable Mayor and City Council
The City Planning Commission
City of San Diego, California

I am pleased to present to you the accompanying Serra Mesa Community Plan. The Plan represents a comprehensive guide for the maintenance and future development of the Serra Mesa community through 1995.

This Plan has been prepared over the last three years during which time numerous meetings have been held within the community and in Downtown San Diego. The Planning Department staff has been working with the Serra Mesa Community Planning Group, a citizen organization composed of residents of Serra Mesa, major property owners and business people. In addition, input was sought from other public agencies and private interests concerning issues of regional concern.

Quality of life, community stability, open space, adequate housing and jobs appeared to be the major issues in the Serra Mesa community. To address these issues, the Plan sets forth objectives and recommendations aimed at maintenance of residential character, providing adequate community services, providing for open space and environmentally sensitive hillside development, enhancing both the physical and social environment, encouraging a diversified regional employment center and fostering ethnic and economic balance.

It is recommended that the Planning Commission approve and recommend City Council adoption of the Serra Mesa Community Plan as a comprehensive guide for the future of the Serra Mesa community.

James L. Goff
Planning Director

JLG:mc

THE CITY OF
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OFFICE OF
PLANNING
DEPARTMENT
236-6450

March 3, 1977

Re: Serra Mesa Community Plan and Environmental Impact Report (EQD No. 76-02-23C)

The Environmental Impact Report for the Serra Mesa Community Plan has been incorporated into the Plan document in the manner referenced by the Table of Contents. Because the Community Plan outlines general long-term land use guidelines, it contains important implications for the future quality of the community and regional environment. The California Environmental Quality Act of 1970 requires that an Environmental Impact Report be prepared for such a project to evaluate environmental effects, to examine methods of reducing adverse impacts, and to explore alternatives to the project. Since the purpose of the environmental review process is to facilitate the consideration of environmental consequences in the decision to approve, modify or disapprove the proposed Plan, required EIR components have been distributed within the Plan rather than in a separate report to increase the effectiveness of the public review and decision-making process.

James F. Gleason
Environmental Quality Division

JFG/DMH:mc

SERRA MESA
COMMUNITY
PLAN
AND ENVIRONMENTAL IMPACT REPORT

prepared by

THE SERRA MESA COMMUNITY PLANNING GROUP

AND

THE CITY OF SAN DIEGO

This Plan has not been reviewed in minute detail on a block by block basis. Reasonable interpretation of this Plan which may cause minor adjustments, is expected.

Following duly authorized public hearings:

On March 3, 1977, the City Planning Commission approved the SERRA MESA COMMUNITY PLAN by Resolution No. 840.

On July 27, 1977, the City Council adopted the SERRA MESA COMMUNITY PLAN by Resolution No. 218949 on file in the Office of the City Clerk as Document No. 761104; and certified that the information contained in the Environmental Impact Report has been completed in compliance with the California Environmental Quality Act of 1970, by Resolution No. 218948 on file in the Office of the City Clerk as EQD No. 76-02-23C.

DECEMBER 1977

SERRA MESA COMMUNITY PLAN
AND FINAL ENVIRONMENTAL IMPACT REPORT

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PREFACE

This document is divided into two sections. Section I (the first 41 pages) is a combined Plan Concept Analysis and Environmental Impact Report (EIR). The Plan Concept Analysis evaluated five "alternative plan concepts" or ways of looking at overall growth and development management in the Serra Mesa community. These five alternatives were:

1. No Plan (what would happen if existing controls remain and no comprehensive community plan is adopted)

2. Intensive Urbanization (encouraging urbanization throughout the entire community)

3. Transit Corridor (likely result of a policy channeling new growth in the northwesterly portion of the community; limiting growth elsewhere)

4. Limited Urbanization (placing severe limitations on growth throughout the community)

5. Moderate Urbanization (encouraging moderate growth on mesa surfaces; encouraging open space or very limited development on canyons and hillsides). Concept 5 (moderate urbanization) was selected as the basis for the Plan.

The Environmental Quality Division of the Planning Department prepared the EIR, and evaluated the environmental effects of each of the five plan alternatives. Formerly, the EIR was written as a separate report, with its own format and public review process. In the interest of saving time and eliminating duplication, the EIR was incorporated into this document. For the sake of organization and readability, components of the EIR have been distributed throughout the report. However, these EIR components have been clearly identified in the Table of Contents and in the report by distinctive headings. Although the concept selected as the basis of the Plan was chosen because of environmental and other considerations, it was not selected on the basis of the EIR. It is believed that this approach meets the requirements of the California Environmental Quality Act of 1970, as amended. A "Statement of Findings of Mitigability and Feasibility" will be found at the end of the Preface.

Section II (beginning on page 42) constitutes the Plan. This section is divided into eight "elements" or categories of land use considerations. The elements are:

1. Housing
2. Local Commercial
3. Parks and Recreation
4. Community Facilities
5. The Regional Employment Center
6. Transportation
7. Environmental Management
8. Implementation

The Plan Elements Section is devoted to precise proposals and recommendations for land use and community improvement. Each of the first seven elements contains information on existing conditions and trends, problems and issues where significant, goals and objectives (statements that reflect what conditions should be achieved), and proposals (statements as to what should be done to achieve the desired goals and objectives). These are related to six "Overriding Community Goals" that were established for the community. The Implementation Element outlines how the proposals could be put into effect, and establishes priorities. It also states whether responsibility is primarily that of public agencies or private interests, and indicates where close cooperation of public and private interests is necessary or desirable.

*EIR COMPONENT: FINDINGS OF MITIGABILITY AND FEASIBILITY – SERRA MESA COMMUNITY PLAN

Air Quality and Energy Conservation: Because Serra Mesa is highly automobile dependent, it is very energy inefficient and produces significant air pollutants. However, as an existing community the nature and pattern of land use which cause this situation have been firmly established. Thus, mitigation or avoidance of the impact is not capable of being accomplished in a successful manner within a reasonable period of time taking into account economic and technological factors.

Water Quality: Development as proposed by the plan would not cause a substantially adverse impact on downstream water quality.

Noise: Additional development as proposed under the selected concept would not expose new residences to significant noise levels.

Adverse noise levels from future expanded operations at Montgomery Field would affect only existing residences, not areas proposed for residential development by the plan. Since control of Montgomery Field operations are not within the purview of the community planning process, this impact cannot be mitigated through the plan.

Visual Quality: The most significant natural areas within the community are the canyons. Since the plan proposes an extensive open space system to retain the canyons, the most valuable visual amenities would not be disturbed, thus reducing the impact to insignificance.

Landform: The geologic constraints within the plan area present only a "low" to "medium" risk, with "suitable" to "provisionally suitable" soils for development. Normal City requirements for geologic and soils surveys prior to development would mitigate the impact to insignificance.

Biology: Retention of the few vernal pools in the community would not be practical or feasible. They are very limited in number and have been disturbed by previous human activity. Because they are so close to intensive urbanization, continued disturbance cannot be avoided and preservation of their biological significance is not feasible.

The coastal sage scrub plant community would be protected by the plan's proposed open space system. The riparian habitat is not considered to be a regionally significant biological system because it is an artificial habitat produced by sand and gravel operations. Its loss is not considered to be a substantially adverse impact.

Urban Support Systems: There are no significant adverse impacts in this area.

Heritage Resources: Presently undeveloped portions of the community may contain archaeological sites. Impacts to them would be mitigated to insignificance by salvage or excavation during the normal environmental review process.

Growth Inducement: The plan does not pose a significant growth inducement impact.

SECTION I

PLAN CONCEPT ANALYSIS AND ENVIRONMENTAL IMPACT REPORT

Note: The EIR components contained within this Plan document are intended to satisfy the requirements of the California Environmental Quality Act of 1970. Formal sections (components) have been identified by an asterisk (*) in the following Plan Concept Analysis outline:

*Findings of Mitigability and Feasibility (contained in Preface)
*Description of Project (contained in Scope and Purpose of the Plan)
*Description of Environmental Setting
Overriding Community Goals
Alternative Plan Analysis
Alternative Plan Concepts
*Environmental Analysis of Alternative Concepts (Alternatives to the Proposed Action)
Analysis of Alternative Concepts and Community Goals
Concept Selection
*Environmental Impacts of Selected Plan Concept and Related Mitigation Measures
*Organizations, Agencies and Individuals Consulted (Appendix)

*EIR COMPONENT: DESCRIPTION OF PROJECT (SCOPE AND PURPOSE OF THE PLAN)

The Serra Mesa Community Plan is the result of a planning program authorized by the San Diego City Council on February 12, 1974. The Serra Mesa Community Planning Group (SMCPG), the citizen planning organization officially recognized by the City Council, has met regularly with Planning Department staff for over three years to formulate community goals and recommend strategies for their implementation. The Plan contains a series of proposals to guide private and public development in accordance with community goals that are consistent with City-wide policies.

*Note: EIR components have been identified throughout the Plan text. (See outline of the Plan Concept Analysis, Page 1). (Plan concept analysis text resumes.)

LEGISLATIVE FRAMEWORK

The planning process must respond to a number of laws enacted at Federal, State and local levels. Some of the more significant legislation is discussed below.

The State Planning and Zoning Act specifies the elements that must be included in general plans. The required content of general plans has undergone modification based primarily on environmental considerations.

The California Environmental Quality Act of 1970 (CEQA) was enacted in response to increasing public concern over the environment. In a 1972 landmark case, Friends of Mammoth et al. vs. Board of Supervisors Mono County et al., the California Supreme Court ruled that Environmental Impact Reports must be prepared for both public and private projects having a significant effect on the environment. Environmental Impact Reports must be prepared for all community plans. Separate, detailed EIR's are also required for all significant projects, including those implementing this Plan.

The City-wide Zoning and Subdivision Ordinances serve to regulate the use of land. These are amended from time to time to resolve problems as they are identified, enhance the environment, and encourage imaginative approaches to development design.

In addition to legislation, the City Council utilizes a set of officially designated and numbered policies as a guideline in the decision-making process. Many of the policies relate directly to planning issues and should be used in implementing Plan recommendations.

LEGAL EFFECTS OF THE PLAN

Adoption of the Serra Mesa Community Plan will necessitate the rescinding of the Kearny Mesa-East, Kearny Mesa-West and Cabrillo-Inland Freeway Area Plans, and a portion of the East Mission Valley Plan. The Plan's

adoption will also amend the Progress Guide and General Plan for the City of San Diego. Land currently in County "islands" would not be affected unless annexed to the City.

Although the Plan specifies means of implementation, it does not itself create new regulations or legislation, nor does it rezone property. Rather, controls over zoning, subdivisions, transportation, building construction and other development must be enacted separately as part of the implementation program.

Proposals within this Plan have been coordinated with the Progress Guide and General Plan. There is conformity between the goals and policies of this Plan and those of the City and region. Should differences occur between this Plan and the City's General Plan, they may be resolved during the course of related public hearings. This procedure conforms to the intent of City Council Policy 600-7.

In addition, periodic comprehensive reviews of the Progress Guide and General Plan may produce recommendations for changes in this Plan. Again, the normal procedure for legislative action, including public hearings, must be followed before changes to either of these documents can be accomplished.

Future development based on this Plan shall be undertaken in compliance with all existing City policies and all applicable City ordinances with respect to providing necessary public facilities.

During Plan preparation, the relationship with planning programs and development patterns in surrounding areas was considered. This analysis included coordination with the adopted Elliott, Kearny-Vista and Clairemont-Mesa Community Plans, and land uses in Mission Valley. Proposals by the Comprehensive Planning Organization (CPO) and those contained in the adopted San Diego County General Plan have also been considered.

The Plan is not an end in itself, nor is it a static document. Two additional steps will follow Plan adoption: implementation and review. Implementation means putting Plan policies and recommendations into effect. The Plan provides guidelines for implementation, but the actual work must be based on a cooperative effort of private citizens, city officials and other agencies. It is contemplated that the SMCPG and other private citizen organizations will provide the continuity needed for a sustained, effective implementation program.

Although the Plan is intended to be a development guide for the next fifteen to twenty years, circumstances may arise requiring a plan review or update. Community conditions and the legislative framework must be continually monitored to ensure that the Plan remains timely. If Plan amendments are necessary, they would follow the same legislative process required for adoption.

BRIEF PLANNING HISTORY

Four "area plans" were developed during the 1960's covering portions of the Serra Mesa community. Chronologically, these were:

- Kearny Mesa-East, effective 7-27-61 (Resolution No. 166950).
- Kearny Mesa-West, effective 2-6-62 (Resolution No. 169333).
- Cabrillo-Inland Freeway, effective 2-7-63 (Resolution No. 174418).
- East Mission Valley (revised) effective 9-19-68 (Resolution No. 194819).

The "area plans" were exclusively land use plans, considered adequate in their day. In recent years, there has been an increasing awareness of social and environmental consequences of land use decisions. The need for truly comprehensive environmental plans became apparent. It is hoped that the Serra Mesa Community Plan is truly comprehensive from a social and environmental point of view. This was achieved by (1) citizen involvement early in the planning program to ensure responsiveness to the needs of the people in the community, and (2) careful consideration of environmental effects of existing conditions and Plan proposals.

LOCAL VS. REGIONAL ISSUES

A major problem during Plan preparation was determining responsibility for policy recommendations concerning issues of regional importance. Serra Mesa is clearly a local entity with facilities primarily serving the residents. Kearny Mesa-East and West are dominated by land uses serving the San Diego region. These include Montgomery Field, County Operations Center and major industrial firms. Because policy recommendations for Kearny Mesa-East and West affect a region well beyond their boundaries, input from interested public agencies and surrounding communities as well as from the SMCPG has been encouraged.

*EIR COMPONENT: DESCRIPTION OF ENVIRONMENTAL SETTING

Location and General Characteristics

The Serra Mesa Community Planning Area encompasses about 5,500 net acres,[1] on the southeastern portion of Kearny Mesa. It is bounded by Miramar Naval Air Station (NAS) and proposed State Route 52 extension on the north, Interstate 15 on the east, Friars Road and Mission Valley on the south, and State Route 163 and Interstate 805 on the west. Tierrasanta (Elliott community) lies east of the study area and Clairemont-Mesa and Linda Vista are to the west.

Roughly 3,900 acres have been developed, giving the community a distinctly urban character. However, several canyon systems penetrate the southern and eastern portions of the community providing natural open areas and wildlife habitats.

The study area is centrally located within the City of San Diego. The City's population center was estimated to be at San Diego Stadium in 1970 and within Serra Mesa in 1975. The central location and excellent freeway network provides Serra Mesans with easy automobile access to major employment, shopping and recreational facilities. The Kearny Mesa Regional Employment Center[2] lies within the planning area. Centre City, Grantville and Sorrento Valley are within ten minutes by automobile. Major shopping centers are located in Mission Valley and Kearny Mesa-West. Important recreational facilities such as San Diego Stadium, Sports Arena, Balboa Park and Mission Bay are also within easy reach.

Subareas and Neighborhoods

For organizational purposes, three easily definable subareas were identified:

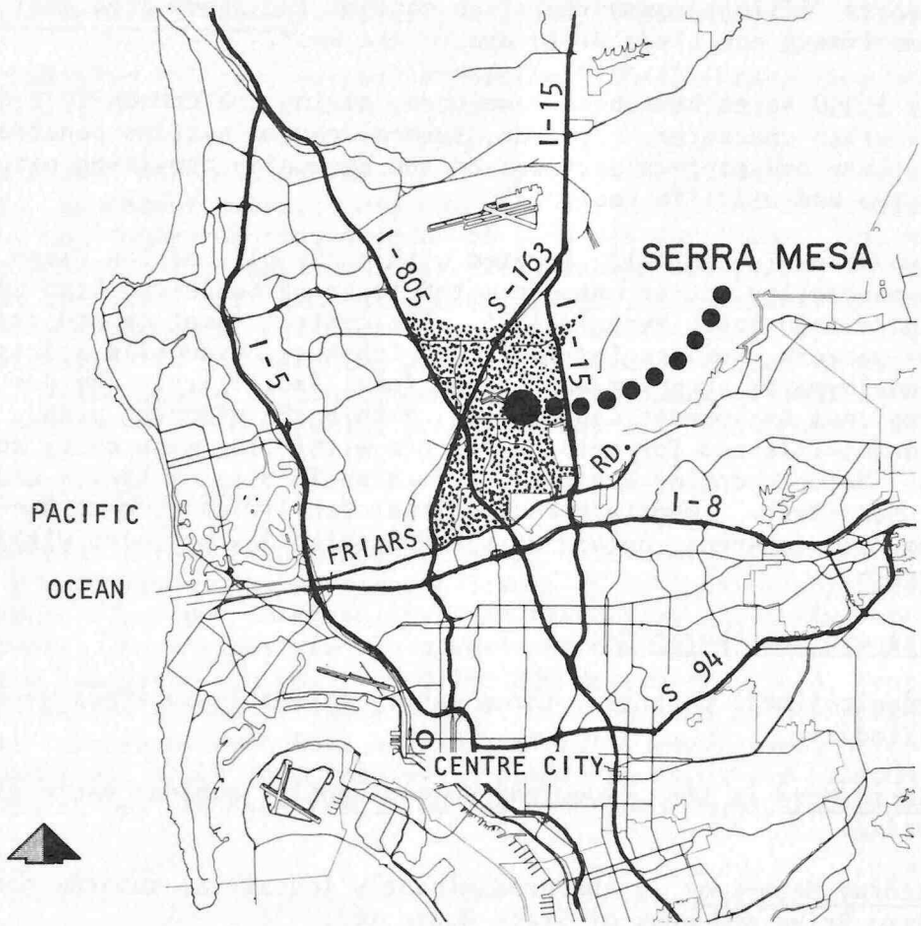
- Serra Mesa is the predominantly residential subarea south of Aero Drive.
- Kearny Mesa-East is the predominantly industrial subarea north of Aero Drive and east of State Route 163.
- Kearny Mesa-West is the predominantly commercial-industrial subarea between State Route 163 and Interstate 805.

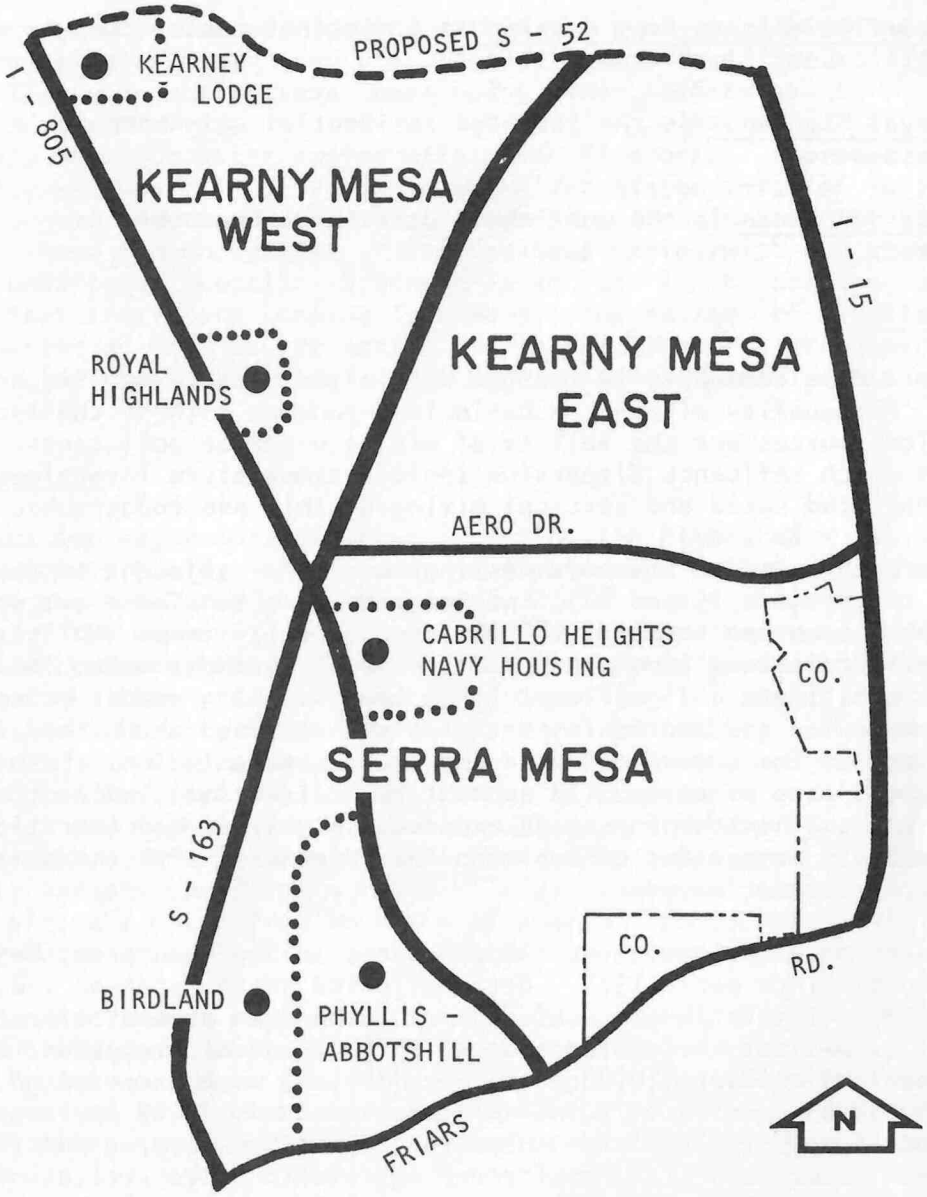
In addition, the following neighborhoods were identified:

- Birdland is the portion of Serra Mesa west of Interstate 805 and west of Mission Center Road.
- Phyllis-Abbotshill is west of I-805 and east of Mission Center Road.

FIGURE 1

GENERAL LOCATION





SERRA MESA

FIGURE 2

SUBAREAS AND NEIGHBORHOODS

- Cabrillo-Mission Village is east of I-805 and Mission Center Road.
- Cabrillo Heights Navy Housing is a distinct socio-economic entity within Cabrillo-Mission Village.
- Royal Highlands is the isolated residential neighborhood in Kearny Mesa-West.
- Kearney Lodge is the mobilehome park in northwestern Kearny Mesa-West.

Air Quality

The Serra Mesa community is located within the greater San Diego Air Basin. Air quality within the basin is dependent both on the types of pollution sources and the ability of air to disperse pollutants. Major factors which influence dispersion include temperature inversions, air movement (wind speed and vertical mixing depth), and topographic features.

There are three major freeways passing through or adjacent to the Plan area - Interstates 15 and 805, and State Route 163. These are presently carrying a combined total of 184,000 average daily trips (ADT's). Automobile emissions from these trips as well as those using local streets constitute a significant local impact. Of greatest concern are carbon monoxide gas and toxic particles such as lead which tend to settle out of the atmosphere near the sources of emission. Both of these components of automobile exhaust have direct and indirect adverse effects on the health of persons exposed. High lead concentrations may lead to brain damage and carbon monoxide interferes with the ability of blood to transport oxygen.

The Kearny Mesa monitoring station, located in the Plan area, has been operational since early 1974. Data collected at the station indicate that oxidant levels in the ambient air of the Plan area at times exceed Federal as well as State standards. In 1974 Federal standards for photochemical oxidants (0.08 parts per million) were exceeded on 73 days in 1974 and 63 days in 1975, while State standards (0.10 ppm) were exceeded 14 days in 1974 and 9 days in 1975. Excessive oxidant levels have been associated with respiratory aggravation, eye irritation and physiological dysfunctions. A major regional goal is to achieve a level of air quality that would meet Federal Ambient Air Quality Standards for the San Diego Air Basin.

Sand and gravel operations in the southern and eastern portions of the Plan area are a potential source of particulate matter, a soiling and nuisance problem. Particulate matter can be a health hazard as well. It is capable of absorbing other contaminants that can have harmful effects on the lungs and respiratory tract.

Water Quality

The study area is largely located within the 400 square mile San Diego River hydrologic unit. Land use within the basin area is largely urban-residential with agricultural uses being almost non-existent.

There are no major water bodies within the Plan area. Drainage is generally southward into the San Diego River system (Mission Valley) except in the extreme northwest portion where flow is into the San Clemente-Rose Canyon system. Local drainage varies with the permeability of the underlying subsoil. Drainage is so poor in the Redding soil series that short-term ponding is common. The ratings of ground water for domestic as well as irrigation use in the Plan area are generally marginal to inferior, a result of a high content of total dissolved solids (TDS).

Noise Quality

There are two major noise sources impacting the Plan area - NAS Miramar and Montgomery Field. NAS Miramar is located approximately 2.5 miles north of the Plan area while Montgomery Field is situated in the central portion of the community. Tentative noise contours generated by a 1976 noise and accident hazard study for NAS Miramar indicate that the northern sector of the Plan area is impacted by noise levels ranging from 60 to 70 decibels Community Noise Equivalent Level (dB CNEL). (See Footnote 12). This area lies generally north of Balboa Avenue and extends past I-805 on the west and I-15 on the east. It is largely developed to commercial and light industrial uses. These are compatible with the existing ambient noise levels. The 65 dB CNEL noise zone for Montgomery Field is largely confined to the airfield. Technical measurements aside, aircraft noise from both NAS Miramar and Montgomery Field has been a source of irritation for Serra Mesa residents.

Other dominant noise sources in the community are Interstates 805 and 15, and State Route 163. Traffic levels on these freeways result in 65 dB CNEL noise corridors generally extending 200 feet on either side of the highways. Royal Highlands, Kearney Lodge Mobilehome Park and other property along the freeways are adversely impacted by excessive freeway noise.

Sand and gravel operations along Friars Road and Murphy Canyon Road (I-15) are localized sources of noise. Surrounding properties in the Plan area are vacant at this time; therefore there are only few complaints from nearby residential areas.

Visual Quality

The Plan area is effectively halved by the central location of Montgomery Field. Development north of the field is predominantly industrial-commercial and aligned along main thoroughfares. Approximately 700 vacant acres are checkered throughout the area resulting in pockets of naturally vegetated mesa land. South of Montgomery Field, development is overwhelmingly single-family on an area basis. There are roughly 850 acres of vacant land, most of which make up the hillside and canyon systems of the southern and eastern sections of the community, and would be unsuitable or extremely difficult to develop due to slopes in excess of 25%.

Extensively cut slopes have been created along the southern (Friars Road) and eastern (I-15) Plan boundaries. Although the cut slopes are in various stages of revegetation they appear bare in contrast to surrounding vegetated hillsides and canyon areas.

Landform

The study area is located on the southeastern part of Kearny Mesa (geologically Lindavista Mesa),[3] formerly a series of marine wave-cut terraces. Rock textures are cobbly in nature, with the exception of some sandstone derived from old beach ridges.

Rocks primarily belong to the Upper Eocene Poway Group. Members of the Poway Group include the Lindavista Formation, a conglomerate capping most of the mesa; Mission Valley Formation, a sandstone exposed in south and east facing canyons; and Stadium Formation, a conglomerate comprising most of the lower slopes in Murphy Canyon and those adjacent to Mission Valley. The Friars Formation, a loosely consolidated sandstone-claystone belonging to the Middle Eocene La Jolla Group, is outcropped along the west wall of Murphy Canyon. This fossil-bearing rock is primarily of terrestrial origin.[4]

The mesa is sharply demarcated by Mission Valley on the south and Murphy Canyon on the east, and penetrated by several canyons. Among the more important canyons are Murray Canyon, the Sandrock-Ruffin Canyon system and tributaries of Murphy Canyon below Shawn Avenue, Cubberley School and southeast of Montgomery Field. In addition, a tributary of San Clemente Canyon extends into Kearny Mesa-West. Elevations range from 450 feet on the mesa to about 50 feet in canyon bottoms.

The bulk of the community is located on Kearny Mesa, which according to the City of San Diego Seismic Safety Study contains limited geologic hazards. However, areas of potential geologic hazard have been noted within the boundaries of the Plan area. Slope stability hazards are

especially important as they affect all of the steep hillsides bordering the mesa on the east and south and the canyons that penetrate the southern portion of the community. Slope stability is affected directly by the physical nature of the layered rocks, internal consistency of the rocks, and natural and man-made erosion. Areas of particular concern are along Murphy Canyon where the Friars Formation is exposed. This formation is susceptible to landsliding especially where the rock structure includes weak claystone beds or seams. Also, the low lying areas along Murphy Canyon and Friars Road are designated as having low to moderate liquefaction risks resulting from high ground water levels.[5] The City Seismic Safety Study rates moderate risk zones as being "generally unsuitable" for critical land uses, including but not limited to nuclear facilities, dams and hospitals. For most other types of urbanization the moderate risk zone is "provisionally suitable" with non-urban uses considered "suitable".

There are no known faults located within the Plan area, but a fault trace has been mapped in Murphy Canyon. While it is not known whether the inferred fault would affect the community, the Plan area is within the influence zones of the active Rose Canyon and La Nacion fault systems. It could be reasonably expected that any seismic activity along these fault systems could affect the community.

Biological Resources

Although the area covered by the Plan is largely developed, natural vegetation still exists in canyons and on other open lands. Vegetation varies with site characteristics but can generally be grouped into two major floral associations - Chaparral and Coastal Sage Scrub. In addition, isolated elements of the riparian (streamside woodland) vegetative association and ruderal (man-disturbed) areas are found scattered throughout the community.

Chaparral is usually found in canyon areas, particularly on north-facing slopes. Members of the chaparral association have extensive root systems that have important water retention qualities. In summer, chaparral becomes extremely dry, presenting a fire hazard. Coastal Sage Scrub, also referred to as soft, or impoverished chaparral, is the dominant native vegetation within the Plan area. It is found on the mesa proper and drier south-facing slopes in the community. Riparian growth is found along natural drainages in Murphy and Ruffin Canyons. Although the riparian habitat in lower Ruffin Canyon is artificial, being derived from sand and gravel washing operations, it is regarded as a significant high quality habitat. Riparian growth, while occupying significantly less area than the two preceding communities, supports a diverse wildlife community. Ruderal vegetation (usually grasses and weeds) occupies vacant lots throughout the community. Most of this land has been graded or otherwise disturbed by man.

Wildlife within the Plan area is characteristic of the region. Abundant birds and small mammals remain in the community, especially in undisturbed canyons. Waterfowl have been observed in Murphy Canyon and larger bird species including hawks are common in Ruffin Canyon. However, many faunal inhabitants of the coastal sage shrub association are nocturnal and would not be casually observed.

The northern sector of the Plan area also supports a rare physiographic feature and associated ecosystem. Oval-shaped mounds (mimamounds) with intervening shallow, flat-bottomed depressions create a rare and fragile ecosystem known as "vernal pools", "springtime pools" or "wintertime pools". Flora found within these pools includes miniature wildflowers, many of which are rare and endangered species. Many fresh-water crustaceans, including fairy shrimp, ostracods and copepods have also been observed. Vernal pools offer an unique laboratory for the observation of these biotic communities. Unfortunately, nearly all of this ecosystem located within the community has been significantly disturbed.

Climate

The climate is a semi-arid phase of the Mediterranean (wet winter-dry summer) pattern prevailing in coastal Southern California and northwestern Baja California. Annual rainfall averages about 10 inches at Montgomery Field, most of which falls from December through March. Frost is seldom encountered in the study area. Air drainage during the periods of clear weather between winter storms contributes to the occasional formation of dense ground fog in canyon bottoms and along freeways depressed below surrounding terrain. The daily cycle of on shore-off shore air flow during late spring and summer brings in coastal fog and low clouds almost daily. However, clearing occurs earlier in the day in the community than on the immediate coast.

Soils

There is a close correlation between soils and underlying bedrock. Two principal soil types exist on the mesa tops - the Redding gravelly-cobbly loam lying over the Lindavista conglomerate, and the Chesterton fine sandy loam originating from the Lindavista beach ridge sandstone. Both are characterized by hardpans extending from 23 to 41 inches below the surface. Soil fertility ranges from low in the Redding series to moderately high in the Chesterton series.

The upper reaches of the canyons are covered by the Olivenhain soil type, a cobbly loam of low fertility and variable hardpan. Most of the remaining canyon land consists of immature soils which have not developed definite layers or horizons. Examples are riverwash (sandy canyon bottoms) and terrace escarpments (extremely shallow soils on steeply sloping land). Soil is also imported to augment building sites. A prominent example is the site of the San Diego Pipe Line Tank Farm.

Sand and Gravel

Excavation operations in Murphy Canyon as well as on hillsides north of Mission Valley presently encompass 697 acres. The availability of source material (alluvial deposits and the Stadium Formation), central location, and freeway access to growth areas indicate a long-term commitment to operations in the community area.

Sand and gravel are among San Diego's most important economic resources. Utilization of these resources has the potential for producing problems for both the community and the extractive industry. Possible conflicts arising between sand and gravel operators and adjacent property owners include the hazard of increased truck traffic, noise and dust, standing water and visual degradation resulting from excavation.

Carefully conceived re-use of sand and gravel land is critical to comprehensive land use planning. Because of the sensitivities involving the use and re-use of the resource, a management plan to establish appropriate conservation and re-use of depleted resource areas is most important.

Heritage Resources

The Serra Mesa Plan area has a limited number of historical and archaeological sites. Three major trails, apparently dating back to prehistoric time, traversed the study area - Canada de la Soledad (Murphy Canyon), Mission Trail (Mission Valley) and Poor Man's Grade (Murray Canyon). These trails become especially important when the Mission San Diego de Alcala was moved from Old Town to the mouth of Murphy Canyon in 1774.

Three archaeological sites identified along Friars Road have already been destroyed by development. Scattered small camps on Kearny Mesa have been identified, but there are no specific site locations. Identification of artifacts indicate past use by the San Dieguito II, La Jolla II, and Yuman III cultural groups. Although not verified at this time by an archaeological reconnaissance, other prehistoric sites may be located elsewhere in the community. Likely areas would be in the various canyons dissecting the mesa, since they were used in prehistoric times as travelways.

(Plan concept analysis text resumes.)

Development History

Recent history is considered to have begun in 1847 with the march of the Mormon Battalion from Miramar Mesa to San Diego Mission by way of Murphy Canyon. Although Mission Valley was devoted to farming and livestock raising since the Spanish period, settlement of the Serra Mesa community occurred relatively late due to its isolation and lack of an adequate water supply. Some homesteading occurred about 1910, consisting of scattered olive orchards, apiaries and cattle grazing. Mining of sand and gravel deposits began in 1913 in Murphy Canyon and during the 1920's in Mission Valley. During the early 1930's, several large florist farming and wholesaling operations began in Kearny Mesa-West and Birdland. The last remnant of this activity was only recently phased out. Privately owned and operated Gibbs Airfield, predecessor to Montgomery Field, was built in 1935. The only other development of note prior to 1950 was the Linda Vista (Chesterton) Federal Housing Project. The Defense Housing Agency constructed this project in Linda Vista and in a portion of Birdland during 1941.

Several events occurred between 1950 and 1955 which spurred rapid growth in the community. The City of San Diego acquired Gibb's Field (renamed John J. Montgomery Field) and surrounding lands for a metropolitan airport. When airspace conflicts with NAS Miramar resulted in the designation of Lindbergh Field as the principal airport, Montgomery was redesignated a general aviation (non-commercial) airfield. Another important development was the designation of 1,000 acres of surplus airport land for industrial use. Convair Astronautics Division of General Dynamics located there in 1955, followed by numerous other aerospace and electronic plants. Also in 1955, construction of Donald N. Sharp Memorial Community Hospital was begun under a twenty year master plan. A major health-institutional complex has evolved in the vicinity of the hospital.

Almost all residential development in Serra Mesa occurred between 1955 and 1965, beginning with the Cabrillo Heights Navy Housing project. Single family subdivisions included Cabrillo Village, Mission Village, Mesa Hills and Princess Park. Royal Highlands, the single family development in Kearny Mesa-West, was built in 1960. The only recent projects of consequence have been multifamily developments in the Mission Village area and in the vicinity of the health-institutional complex.

During the 1960's and early 1970's, rapid growth of a different kind occurred in Kearny Mesa-West. Beginning with Fed Mart in 1960 a commercial district consisting mainly of freestanding, auto-oriented retail businesses evolved along Convoy Street and Clairemont Mesa Boulevard. Industrial development spread east and west from this commercial district, with industrial-office parks along Convoy Court and Mercury Street.

OVERRIDING COMMUNITY GOALS

The following overriding goals were established for the Serra Mesa community:

- RETAIN THE RESIDENTIAL CHARACTER OF SERRA MESA.
- PROVIDE ADEQUATE COMMUNITY SERVICES.
- ESTABLISH GUIDELINES FOR THE UTILIZATION OF HILLSIDES AND CANYONS.
- ENHANCE THE PHYSICAL AND SOCIAL ENVIRONMENT.
- ENCOURAGE DEVELOPMENT OF KEARNY MESA-EAST AND KEARNY MESA-WEST AS A HIGHLY DIVERSIFIED REGIONAL EMPLOYMENT CENTER.
- FOSTER THE DEVELOPMENT OF A RACIALLY, ETHNICALLY AND ECONOMICALLY DIVERSE COMMUNITY.

ALTERNATIVE PLAN ANALYSIS

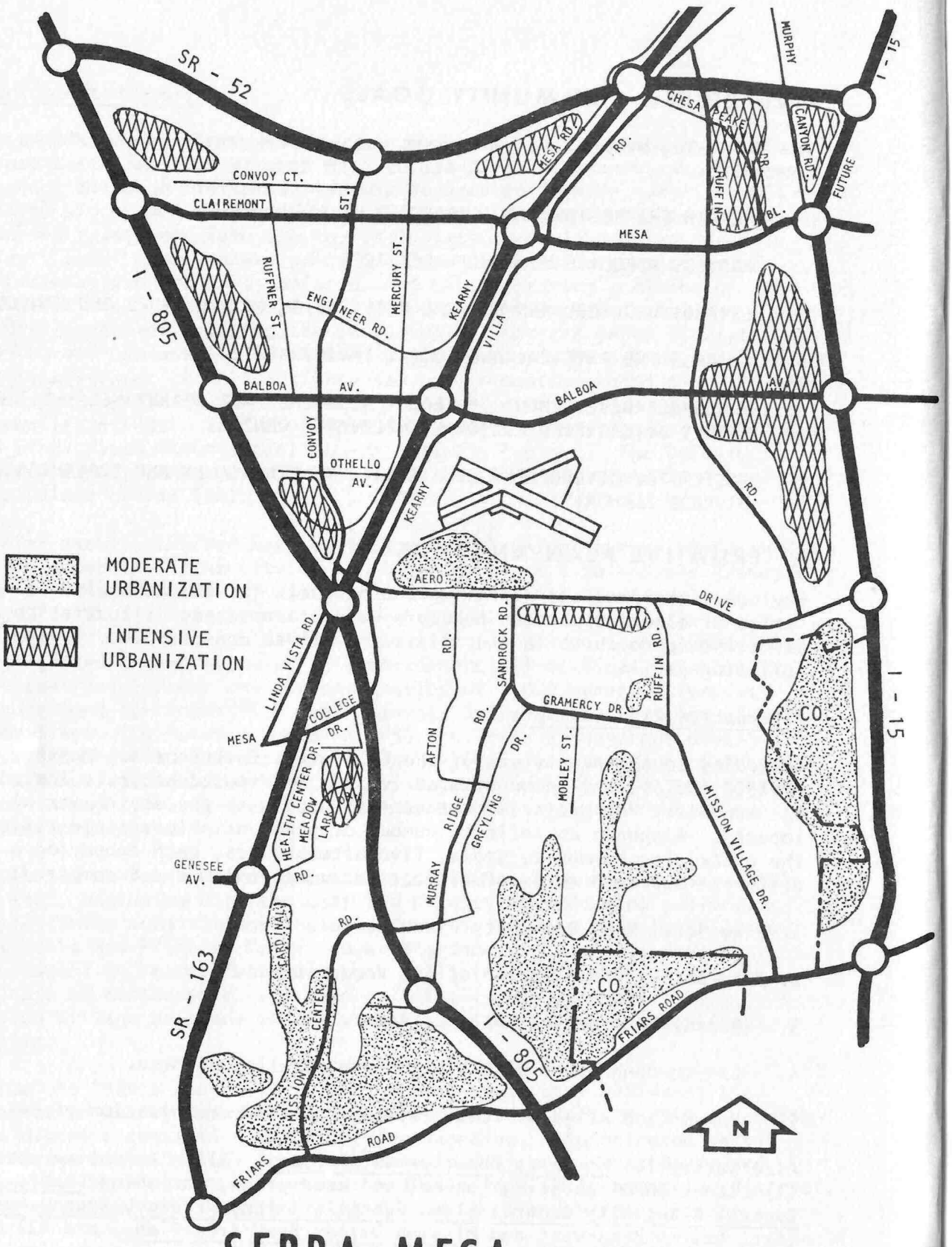
Having established the overall planning goals for the community, a series of alternative plan concepts were prepared each illustrating a different approach to land utilization. These are described in the following section.

Alternative Plan Concepts

According to the provisions of the California Environmental Quality Act of 1970 (CEQA), any known alternatives to a proposed project, including the mandatory "no project" must be evaluated with the environmental impacts. Although an infinite number of plan variations could satisfy the overriding community goals, five alternatives, each embodying a different approach to land utilization, were reviewed and compared:

1. No Serra Mesa Community Plan.
2. Intensive Urbanization of All Vacant Lands.
3. Kearny Mesa-West Transit Corridor.
4. Canyon Open Space with Limited Urbanization of Mesa.
5. Canyon and Hillside Conservation; Moderate Urbanization of Mesa.

Alternative 1. No Serra Mesa Community Plan. This alternative assumes: (1) retention of existing general and area plans, including County General Plan, City General Plan, Cabrillo-Inland Freeway, Kearny Mesa-East, Kearny Mesa-West and Mission Valley East Area Plans, and (2) no change in current zoning and other land use controls except to implement the above mentioned plans.



SERRA MESA

FIGURE 3

CONCEPT I NO PLAN

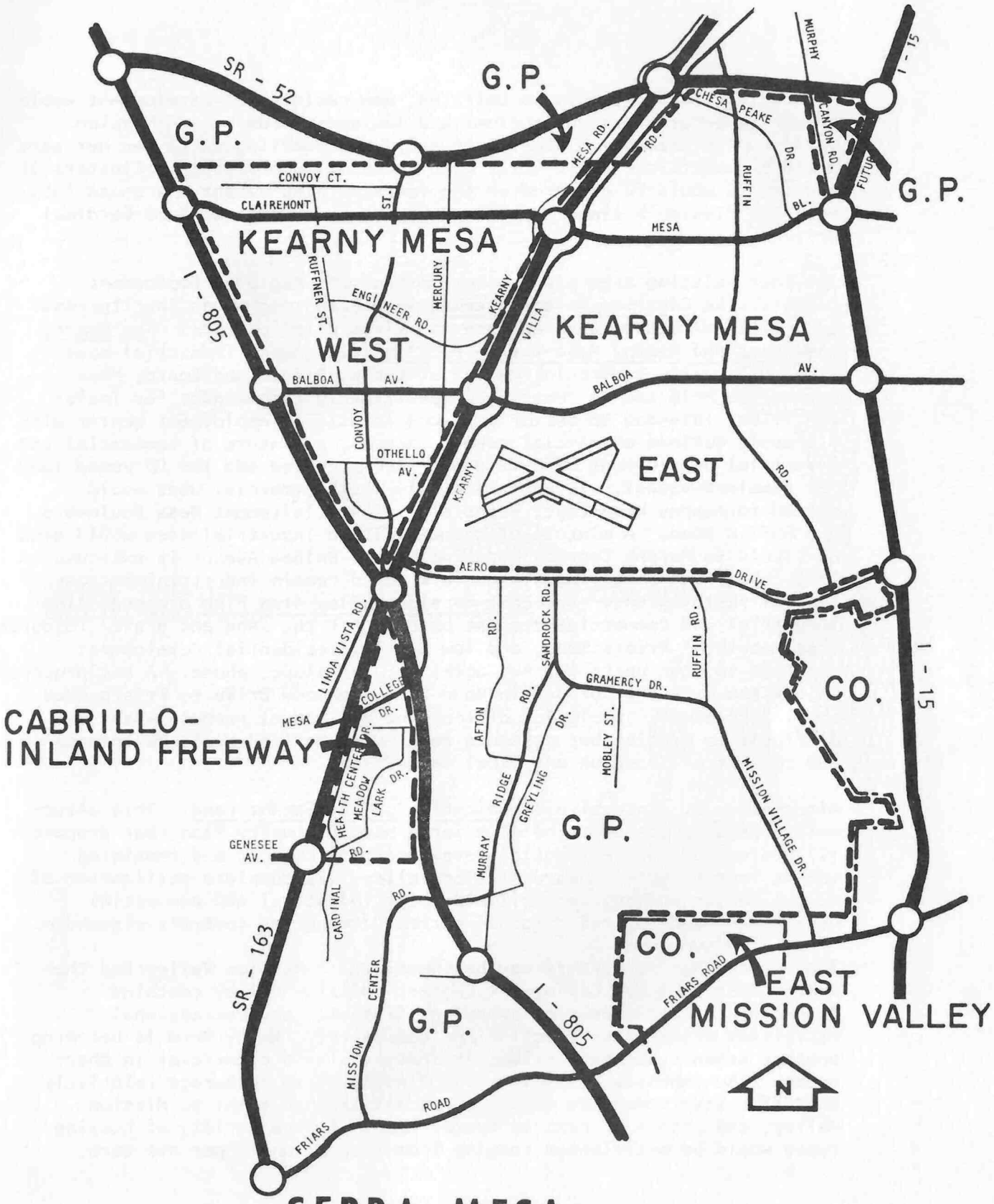


FIGURE 4

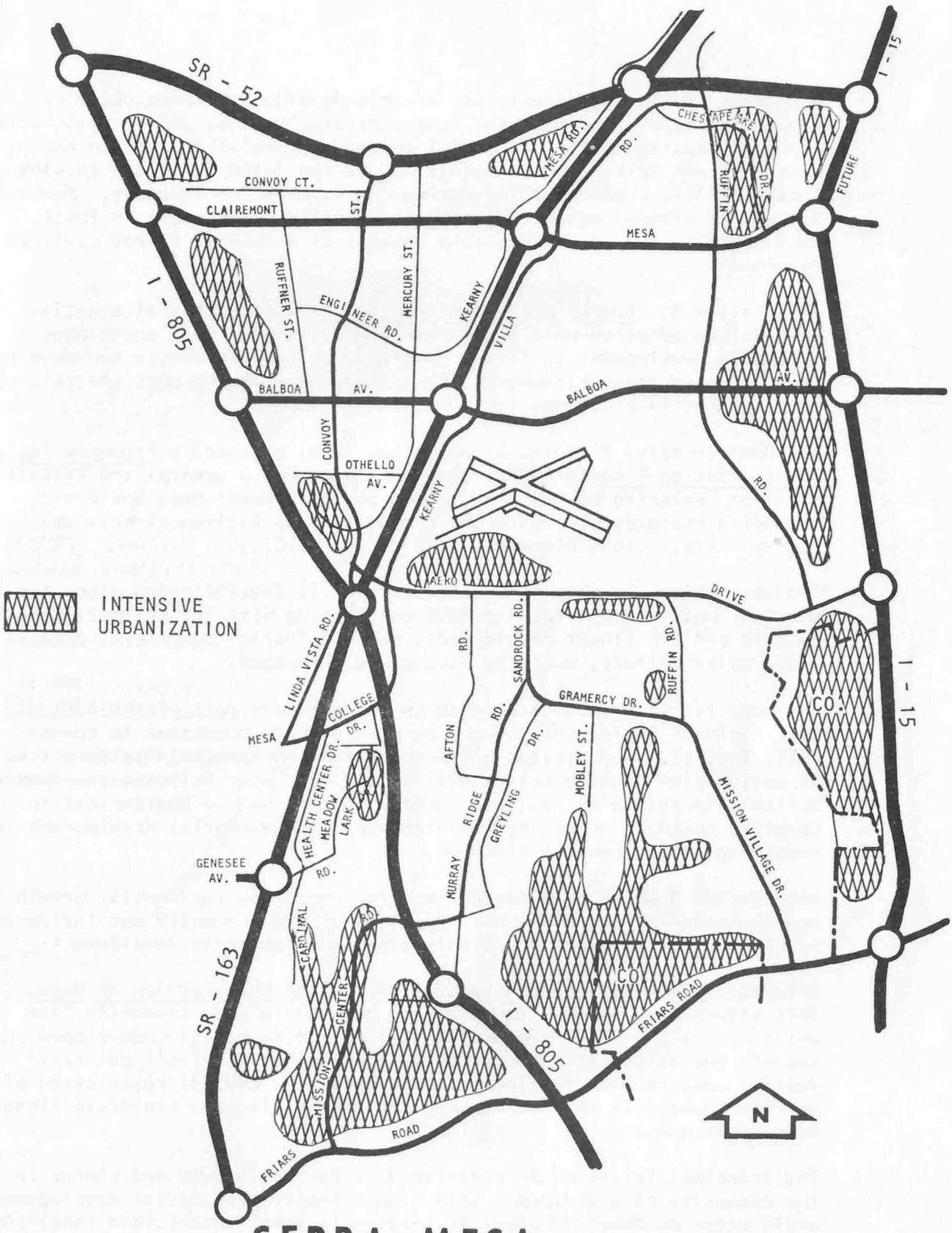
EXISTING PLANS COVERING STUDY AREA

As nearly all of the mesa is built up, new residential development would primarily occur on canyon bottoms and lowlands bordering on Mission Valley. The prevailing density of about six dwelling units per net acre would be maintained with little open space being preserved. Clusters of apartments would be expected on the few remaining vacant R-4 zoned lots near the Mission Village Shopping Center and at Cardinal Road-Cardinal Drive.

The four existing area plans cover most of the Regional Employment Center. The Cabrillo-Inland Freeway Area Plan recommends institutional and multifamily uses with an internal circulation pattern. The Kearny Mesa-East and Kearny Mesa-West Area Plans designated industrial uses with a community commercial center at Convoy Street and Kearny Mesa Road. The M-1A and CA zones were specifically recommended for implementation, intended to foster a strong industrial employment center with a sharply defined commercial core. Instead, a mixture of commercial and industrial development of M-1A zoned land occurred and the CA zoned land has remained vacant. It appears likely that commercial uses would spread to Kearny Mesa-East, especially along Clairemont Mesa Boulevard and Ruffin Road. A mixture of commercial and industrial uses would also be likely in Murphy Canyon, especially when Balboa Avenue is extended to I-15. Only San Diego Industrial Park would remain industrial because of special restrictions. The East Mission Valley Area Plan proposes light industrial and commercial-recreation uses for the sand and gravel resource areas north of Friars Road, and low density residential development (limited to five units per net acre) for the slopes above. A key proposal is for the extension of Ruffin Road from Gramercy Drive to Friars Road and Interstate 8. Depletion of the sand and gravel resouce areas is difficult to predict but pressure to re-use the land would be intense due to central location and excellent access.

Alternative 2. Intensive Urbanization of All Vacant Land. This alternative assumes the adoption of a Serra Mesa Community Plan that proposes: (1) medium-density residential development of canyons and remaining vacant land oriented toward Mission Valley, (2) complete utilization of Murphy Canyon and adjacent hillsides for industrial and commercial development and (3) retention of current zoning and controls elsewhere.

Two major urban subcenters may be identified - Mission Valley and the Kearny Mesa Regional Employment Center. Mission Valley contains important concentrations of shopping, financial and recreational facilities within easy reach of the community. Kearny Mesa is becoming another urban subcenter, primarily industrial and commercial in character. The emphasis of Alternative 2 would be to encourage relatively intensive development on remaining vacant land adjacent to Mission Valley, and within or next to Kearny Mesa. A wide variety of housing types would be anticipated ranging from 5 to 43 units per net acre,



SERRA MESA

FIGURE 5

CONCEPT 2 INTENSIVE URBANIZATION

depending on slopes. Nearly all of this development would occur on remaining vacant land oriented toward Mission Valley. About 1,100 acres are still available for industrial and/or commercial use within Kearny Mesa-East and West. Approximately 450 of the 1,100 acres are in slopes exceeding 15%, considered the maximum utilizable for industry. However, if current liberal approaches to slope modification remain in force, land normally considered unusable because of excessive slopes could be developed.

Alternative 3. Kearny Mesa-West Transit Corridor. This alternative assumes the adoption of a Serra Mesa Community Plan that encourages intensive development in Kearny Mesa-West and only moderate new development and open space elsewhere. Emphasized here is the possible role of mass transit in the community.

The Comprehensive Planning Organization (CPO) produced a Proposed Regional Transportation Plan in 1974. The CPO plan shows a generalized transit corridor beginning at State Route 163 and Clairemont Mesa Boulevard, extending southwesterly into the communities of Clairemont-Mesa and Kearny-Vista, across Mission Valley to Centre City.

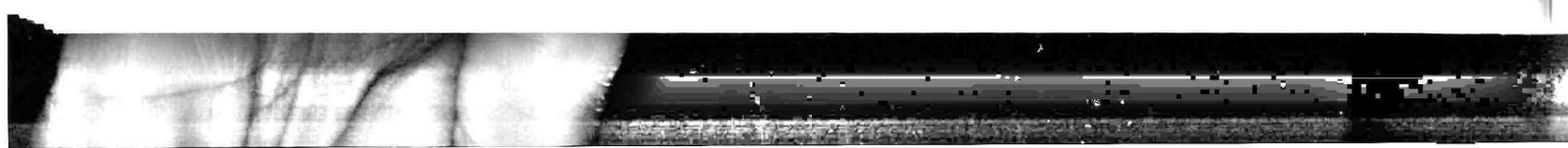
Two assumptions in this alternative are: (1) several nodes along the corridor would become focal points contrasting with the current diffuse pattern and (2) linear development, such as "strip" commercial areas along major streets, would be strongly discouraged.

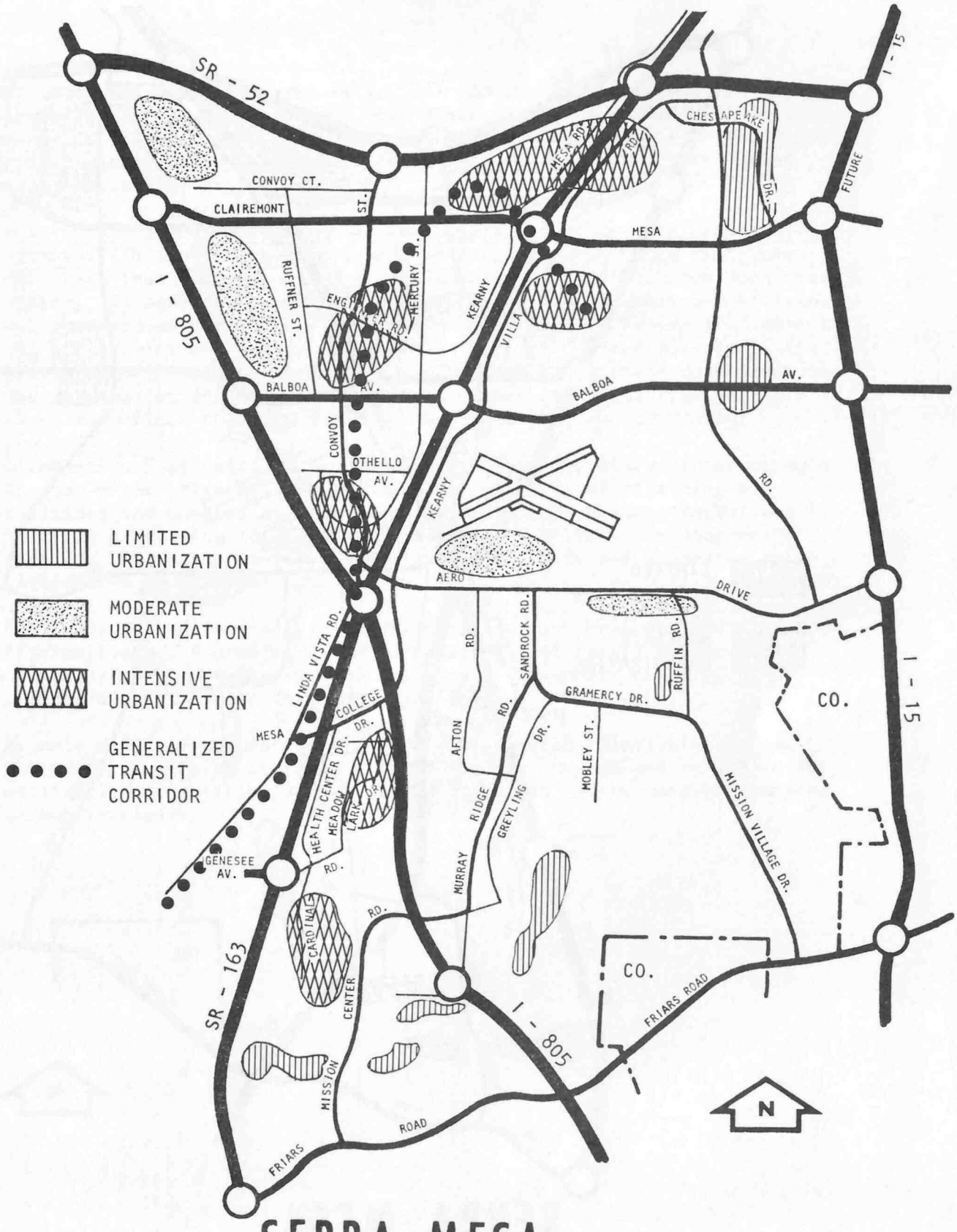
One node is envisioned to develop in the northern part of the Kearny Mesa Regional Employment Center, an area already committed to commercial, industial and visitor-oriented uses. Another could be comprised of medium-high density residential development near Balboa Avenue and Ruffner Street. A third, focusing on the Kearny Mesa Health-Institutional Complex, could stimulate medium-high density residential development on remaining vacant land in Birdland.

Alternative 3 would be expected to direct most new residential growth to Kearny Mesa-West and Birdland. Portions of the community not influenced by the transit corridor would only experience moderate development.

Alternative 4. Canyon Open Space with Limited Urbanization of Mesa. This alternative assumes the adoption of a Serra Mesa Community Plan which has as its major proposals: (1) retention of all undeveloped canyons and hillsides as open space, (2) limitation of all new residential construction to single family dwellings and (3) restriction of new development in the Kearny Mesa Regional Employment Center to light industrial uses.

The principal intent of Alternative 4 is to keep growth and change in the community to a minimum. Only single-family residential development would occur on about 70 acres of relatively level vacant land remaining

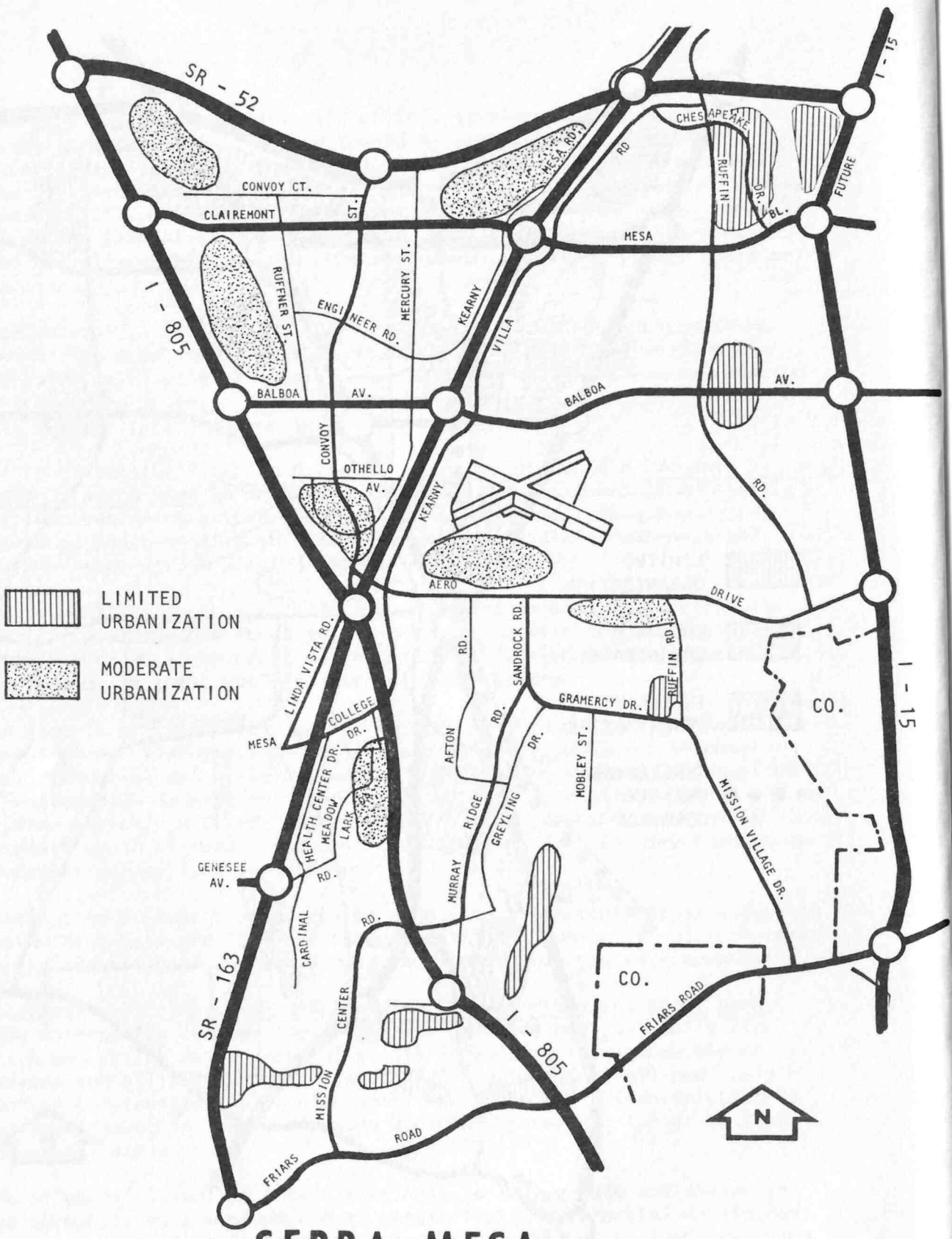




SERRA MESA

FIGURE 6

CONCEPT 3 TRANSIT CORRIDOR



SERRA MESA

FIGURE 7

CONCEPT 4 LIMITED URBANIZATION

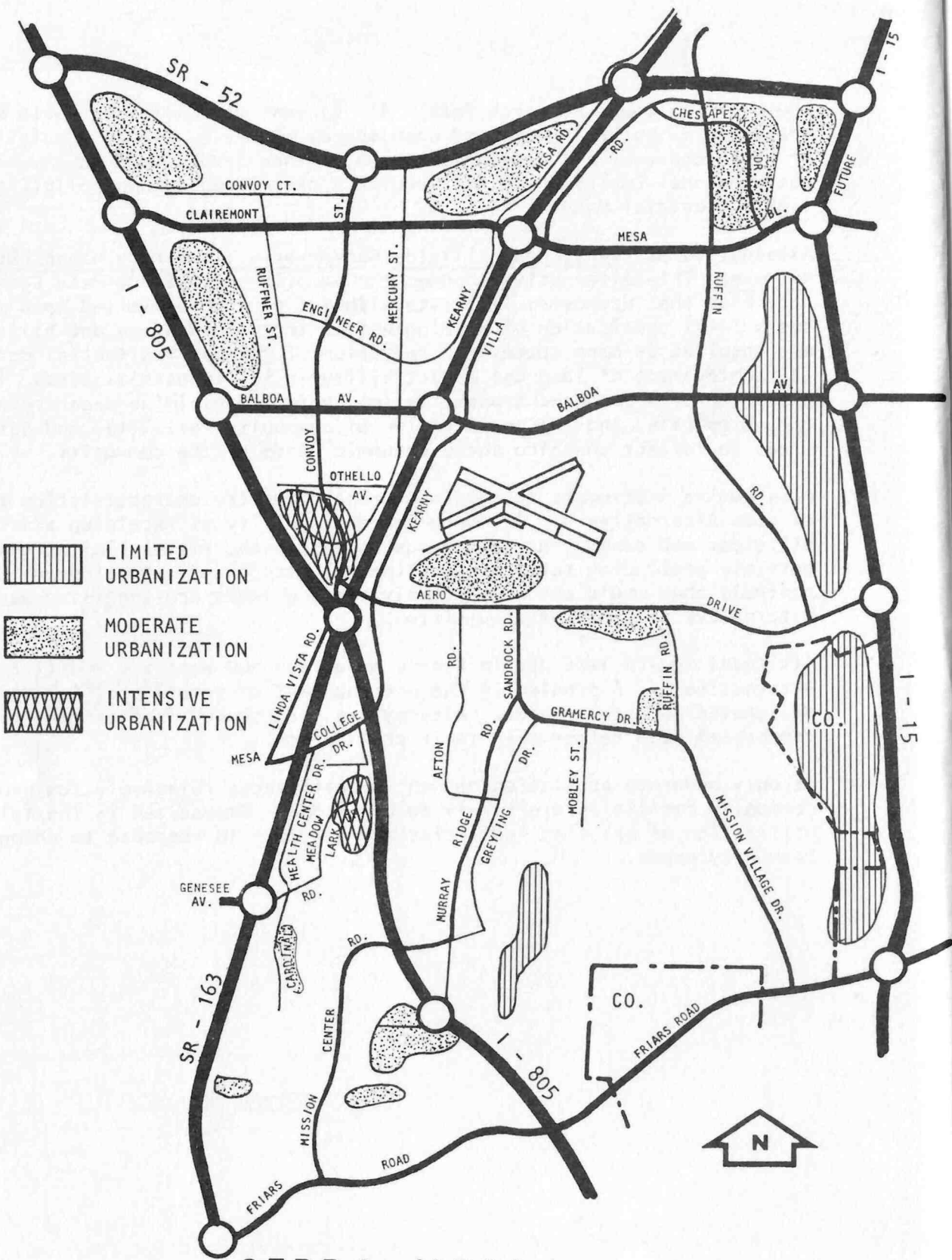
south of San Diego Research Park. All canyons and hillsides would be preserved as natural parks and open space, either by direct acquisition or by purchase of all development rights. New development in the Kearny Mesa Regional Employment Center would be restricted to non-polluting light industrial uses.

Alternative 5. Canyon and Hillside Conservation; Moderate Urbanization of Mesa. This alternative assumes the adoption of a Serra Mesa Community Plan that proposes: (1) establishment of a more limited open space system, (2) application of development controls on canyons and hillsides not acquired as open space, (3) reduction of maximum residential density, (4) achievement of land use compatibility in the industrial areas, (5) provision of a balanced transportation system to minimize dependence on the automobile, and (6) modification of community facilities and services to reflect changing socio-economic needs of the community.

Alternative 5 attempts to retain current community characteristics much as does Alternative 4. Although the desirability of retaining all hillsides and canyons as open space is expressed, fiscal limitations possibly precluding total acquisition are recognized. Development controls that would conserve steeply sloping lands are suggested as an alternative to outright acquisition.

Attitudes toward land use in Kearny Mesa-East and West are modified from Alternative 4. A problem is the encroachment of retail uses into a designated industrial area. Alternative 5 recommends containment of commercial uses rather than their prohibition.

As only moderate population growth is anticipated relatively few new community facilities are likely to be needed. Emphasized is the fuller utilization of existing facilities and services in response to changing community needs.



SERRA MESA

FIGURE 8

CONCEPT 5 MODERATE URBANIZATION

TABLE 1

SUMMARY OF PROPOSED ALTERNATIVES

	Units	Population
Current (1976)	8,100	25,182
1. No Serra Mesa Community Plan	12,000	36,000
2. Intensive urbanization	16,000	47,000
3. Transit corridor	11,000	33,700
4. Open space; limited urbanization	8,500	26,300
5. Canyon conservation; moderate urbanization	9,000	28,500

*EIR Component: Environmental Analysis of Alternative Concepts (Alternatives to the Proposed Action)

The potential consequences that each of the five alternative land use concepts would have upon the environment generally vary with the intensity of urbanization. For comparison purposes the five alternative concepts are evaluated with regard to their potential effects utilizing the following environmental analysis categories:

Effect on Air Quality:

Each of the proposed alternative concepts would lead to greater contributions of air pollutants to the San Diego Air Basin based on projected increases in mobile and stationary emission sources. But, because the alternatives propose different patterns and magnitudes of growth, the pollutant increase is not proportional to the possible population increase of each. To a large extent, air quality and pollutant generation is a function of the degree of self-containment of the communities within a region. Serra Mesa, because it contains or is very close to regional employment, commercial, and recreational centers, is more self-contained than most San Diego communities north of Interstate 8. The proximity of residential land use to these other land uses minimizes the number and length of automobile trips, and thus directly affects air quality.

Concepts 1, 2, and 3 would accommodate a larger community population growth (36,000; 47,000; 33,700, respectively) than Concepts 4 and 5 (26,300; 28,500). These larger populations would result in greater vehicular activity and air pollutant generation within Serra Mesa, but

because of the self-containment of the community would have less of an impact on regional air quality than would Concepts 4 and 5. Implementing Concepts 4 or 5 would probably force more people farther to the fringes of the urban area, where community development patterns and their greater auto dependence would more severely impact air quality. Thus, in terms of effect on regional air quality, Concepts 1, 2 and 3 would be better than Concepts 4 and 5; Concept 3 would in fact least impact regional air quality because of its emphasis on a mass transit system.

Concepts 1, 2 and to some degree 5 call for new residential development in canyons and lowlands adjacent to the extraction operations. Premature development in these areas in advance of depletion would subject residents to a localized exposure of particulate matter. Concepts 3 and 4 would not encourage new residential development to locate near extraction operations.

Effect on Water Quality:

The principal water quality concern in the study area is the potential long range adverse effect on surface water quality by the addition of urban pollutants and silt to the watershed. In addition, buildings, pavement and other urban changes in the watershed would produce greater runoff and greater peak flows for a given rain episode, thus increasing erosion problems.

If development should proceed as anticipated under Concepts 1 and 2 it would lead to a substantial addition of urban pollutants to the San Diego River and ultimately the ocean. The eventual impact of urban pollutants (heavy metals, petroleum and rubber) on receiving water bodies is difficult to predict. Of the information presently available assessing the total impact of urban runoff, none fully evaluates the complete impact of various types of urban runoff on ecosystems and receiving bodies of water. From data that have been collected there is reason to believe that such runoff would have a long-term adverse effect downstream. Also, a short-term consequence under Concepts 1 and 2 would be erosion and siltation problems from intensive development of hillsides and canyons. Erosion and siltation could clog drainage facilities and water ways. Longer-range consequences resulting from inadequate erosional control could include continued downstream siltation, destruction of biota, and eventual alteration of watercourses.

Concepts 3, 4 and 5 would concentrate development on the mesa and mesa rim. Alternatives 3 and 5 would allow limited low density residential development of 1 to 4 units per net acre on hillsides and canyons while Alternative 4 would exclude development on all hillsides and canyon lowlands. This urbanization could increase the flow rate to a minor extent, causing runoff peaks to be reached more quickly than now is the

case. Although the potential of erosion would be increased, development under Concepts 3, 4 and 5 should lead to a substantially less adverse impact on aquatic and marine ecosystems downstream than that anticipated by Concepts 1 and 2.

Effect on Noise Quality:

While quantified noise level changes within the community have not been analyzed, it is possible to evaluate the alternatives and form certain general conclusions. It can be expected that ambient noise levels throughout the community would respond to the intensity and distribution of urban development and that short-term localized noise would be expected to occur as construction of new development occurs.

In Concepts 1 and 2 the major impact on the ambient community noise level would be from increased motor vehicles and traffic related noise. Development under these concepts would be in or adjacent to existing neighborhoods and would increase traffic volumes on interior roadways in proporation to projected population increases of 36,000 and 47,000, respectively. While initial development may not immediately impact ambient noise levels except during peak traffic periods, it is probable that the ultimate development under Concepts 1 and 2 would raise the ambient level and would prolong the duration of higher peak-hour traffic noise levels.

Although Concept 3 has only the third highest projected population (33,700) it would result in the greatest number of people being impacted by adverse noise levels. Nearly all new residential development would occur in Kearny Mesa-West, the most heavily noise impacted area in the community. Although the proposed residential development would lie outside the 65 dB CNEL zones around NAS Miramar and Montgomery Field, individual aircraft would exceed that level. In addition, Kearny Mesa-West is subjected to high noise levels emanating from streets and freeways. Sound attenuation measures would be necessary to protect new residents from generally high noise levels expected to be generated by the implementation of Concept 3.

Concepts 4 and 5 would be least affected by community noise as they would minimize residential development and attendant traffic. Proposed development of new industrial-commercial uses in the Regional Employment Center would be subject to noise levels ranging from 60 to 65 dB CNEL. These uses, however, would be compatible with the expected noise levels according to the City Noise (Transportation) Element.

In the past 10 years (1965-1975) aircraft operations at Montgomery Field have doubled, making Montgomery the busiest general aviation airport in the county. Air traffic is expected to increase from 324,000 to 470,000 operations (32%) by 1986. However, this increase does not include the

presently in a relatively natural state. Implementation of either Concept 1 or 2, with subsequent intensive urbanization along the I-15 corridor would drastically alter its natural appearance.

Concepts 3, 4 and 5 would have less effect on existing undeveloped canyons and hillsides as they would allow for retention of canyons as open space and low-density development on hillsides. The majority of development would be directed to the mesa area of the community. Concept 5 designates Murphy Canyon for limited urbanization from Clairemont Mesa Boulevard south to Friars Road. Even limited urbanization of these hillside and canyon areas would require relatively intensive landform modification and would affect their visual appearance.

All of the proposed concepts designate Kearny Mesa-East and West for industrial/commercial development. Development of existing vacant land combined with the lack of topographic relief on the mesa would result in blanket urbanization allowing for little visual relief or perception of the community.

All Plan concepts include existing sand and gravel operations along the southern and southeastern community boundaries. In most cases, depletion and reclamation of these areas will not occur within the projected life of the Plan. The on-going excavation of hillside and canyon areas could result in the long-term exposure of visually obtrusive cut slopes. These have a limited potential for revegetation and reclamation as passive open areas because of their dry exposure and infertile soils.

Effect on Landform:

Basically there are two major landforms in the Plan area - mesas and canyon lowlands. These are adjoined by transitional hillsides, many having slopes that exceed twenty-five percent (25%). Three major factors should be considered that potentially limit development in the community: the degree of slope, the potential for ground failure and the presence of unique mineral resources. Because of present day engineering techniques, radical modification of hilly terrain using large-area mass grading is economically feasible. Therefore, if the demand is great enough to warrant the grading, the degree of slope plays a decreasing role in limiting urbanization.

Under Concepts 1 and 2 there would be intensive urbanization of canyons and adjoining hillsides. Because of mass grading techniques it is expected the most significant modification of existing landforms would take place under these concepts. Proposed development in Murphy and Ruffin Canyons would be subject to potential ground failure. This is due to young geologic deposits (alluvium) that are especially susceptible to ground water saturation and potential liquefaction because of their

realization of the proposed 1900-foot extension of Runway 28-R and the expansion of fuel storage and other airport facilities which could increase the frequency of jet aircraft operations. At this time there are no studies designating areas of accident potential for Montgomery Field, but the CPO-San Diego Plan for Air Transportation (SANPAT) study due in 1977 will consider this aspect. In the interim, the assumption used in the evaluation of the concepts is that projected accident potential zones would be closely aligned to the "approach" and "take off" surfaces of the two runways (Nos. 5 and 28).

Projected expansion and increased operations at Montgomery Field would affect the greatest number of people under Concept 3. The development of a medium-high density residential node near Balboa Avenue and Ruffner Street would expose residents to an increasingly adverse noise and accident potential as future expansion and increased activity at Montgomery Field takes place. The effects of noise and accident potential under Concepts 1, 2, 4 and 5 would be minimized as new residential development would be located south of Montgomery Field and away from major approach and takeoff surfaces. Although the major landing approach is over Murphy Canyon, aircraft frequently stray over residential areas. The projected increase in operations at Montgomery Field may significantly increase the overflights which could result in a long-term increase of community noise levels to an incompatible level.

Effect on Visual Quality:

The perceived effects of urbanization or landform modification on the visual character of the community involves a very subjective set of value judgments. In evaluating the Plan concepts and their effects on the visual character of the community no attempt is made to establish a prescribed set of aesthetic criteria. Instead, the analysis of the various concepts is based on the modification and/or removal of generally accepted visual amenities, e.g. canyons, hillsides, scenic views and significant stands of vegetation.

A primary amenity in the community is the network of canyons and hillsides located in the southern, residential portion of the community. These naturally occurring open areas produce intra-community subdivisions that give the community an openness and visual character not found on the mesa proper. Concept 2 would encourage the urbanization of undeveloped canyon lowlands and hillsides. This development would require the greatest degree of landform modification due to physical constraints. These include steep slopes, unstable soils and high water tables in some canyons. Development under Concept 2 would result in pronounced changes in community character. While Concept 1 does not actively encourage such development it could readily occur under the current zoning and controls with results similar to that of Concept 2. The visual appearance of Murphy Canyon, a major entry to San Diego, is

proximity to a suspected earthquake fault located in Murphy Canyon. Development in Murphy Canyon would also be subject to potential slope instability due to exposures of the Friars Formation which is susceptible to sliding.

Development under Concepts 3, 4 and 5 would be directed toward the mesa proper and would include the retention or very limited development of canyons and hillsides. Urbanization under these concepts would require minimal landform modification and would be minimally affected by the previously discussed constraints on development. However, Concept 5 does propose limited development in Murphy Canyon which would be subjected to the same potential geologic constraints discussed under Concepts 1 and 2.

All of the Plan concepts would continue the existing sand and gravel operations at the southern and southeastern plan boundaries. Because of the presence of this mineral resource, intensive canyon and hillside development under Concepts 1 and 2 would be delayed until depletion.

Effect on Biological Resources:

Due to the urban character of the community the majority of undisturbed habitat is located in canyons and adjoining steep hillsides. Because of inaccessibility, variety of vegetative cover, extent of contiguous open areas and relatively moist conditions, these areas provide prime supportive wildlife habitats for the community.

Intensive development of canyons and hillsides as proposed under Concepts 1 and 2 would directly eliminate most existing undisturbed native vegetation. Because the chaparral and coastal sage scrub floral communities are the first and third most extensive types in the County, the overall habitat loss would be of minor significance on a regional scale. However, due to the limited amount and type of undisturbed natural habitat within the Plan area, conversion to urbanization would have immediate as well as long-term unavoidable biological impacts. There would be a displacement of almost all of the resident animal population with an eventual reduction in numbers resulting from competition in areas already at maximum holding capacity. Additional impacts resulting from implementation of Concepts 1 or 2 would include: revegetation of slopes with non-native plants, and loss of hunting territory for raptorial birds and predatory mammals.

Concepts 3, 4 and 5 would direct most new growth toward the mesa proper with limited or no development in the canyon/hillside network. These alternatives would be expected to reduce, but not to an insignificant level, the stated effects of Concepts 1 and 2 on the community's ecosystem.

A high quality habitat identified in the community is the Mimamound-Vernal Pool ecosystem. Because of its location in the community and sensitivity to human intrusion it is questionable whether this ecosystem would survive under any of the Plan concepts.

Effect on Human Uses of Land Resources:

Sand and gravel extraction operations in the community are expected to continue to at least 1995. A major concern of the industry is the ability to continue operations until depletion because of possible interference from urban encroachment into resource areas and the resulting conflict of land uses.

Under Concepts 1 and 2 new residential development would occur on canyon bottoms and lowlands bordering on Mission Valley and Murphy Canyon. Development under these concepts prior to depletion of sand and gravel resources would bring residential areas into conflict with extraction operations. Adverse environmental effects could include noise, dust, odor, traffic conflicts and visual degradation of the existing land form.

Concepts 3, 4 and 5 would develop remaining vacant mesa land oriented toward Mission Valley. Under these concepts there would be minimal conflict between the extraction industry and rim-land development.

Effect on Urban Support System:

The Plan area is relatively developed and is provided with a full complement of urban support services. Nevertheless, several deficiencies exist within the community which would be further affected by implementation of the various concepts. The following table is a summary of current and projected populations for each concept and their anticipated demand requirements for new urban facilities:

TABLE 2

ANTICIPATED DEMAND REQUIREMENTS FOR NEW URBAN FACILITIES

	Current (1976)	Concept 1	Concept 2	Concept 3	Concept 4	Concept 5
Population	25,182	36,000	47,000	33,700	26,300	28,500
Units	8,100	12,000	16,000	11,000	8,500	9,000
Elementary Schools	none	2	4	1	none	none
Jr. High Schools	none	1	1	none	none	none
Sr. High Schools	none	none	1	none	none	none
Neighborhood Parks	2	4	3	3	2	2
Convenience Shopping Centers	1	3	4	1	none	none

As evidenced, development under all concepts would require the addition of one or more urban facilities. Development under Concepts 1 and 2 would create the greatest demand on certain urban core facilities, and would necessitate the extension of a new street network to serve lowlands and canyon development. Substantial investments in expanded police and fire coverage would also be required. Higher levels of police and fire protection would also be required under Concept 3 but would not require extensive roadway expansion as transportation is based on the proposed CPO mass transit system. Concepts 4 and 5 with the two smallest net population increases would maintain or slightly expand the existing road system as the emphasis is on expanded and improved bus service. Police and fire protection can be maintained at current levels in the residential area of the community while minor upgrading of these services may be necessary in the northern industrial/commercial sector.

An overriding short-term restraint on residential development for all Plan concepts could be the availability of schools as determined by the San Diego Unified School District (SDUSD). According to current policies, Kearny Senior High, which serves the Plan area, is overcrowded and cannot accommodate additional students. This problem is expected to be alleviated during the next few years as new schools open in nearby communities. (Note: school availability policies of the SDUSD are being re-evaluated and are subject to change.)

All Plan concepts propose industrial development in Kearny Mesa-East north of Clairemont Mesa Boulevard. A current constraint is the lack of major sewer lines. Unless the Murphy Canyon Trunk Sewer is extended from Balboa Avenue to Clairemont Mesa Boulevard, development taking place in this area would adversely impact the existing system.

Effect on Heritage Resources:

There are a limited number of known historical and archaeological sites, all of which have been disturbed by urbanization. Scattered small camps were located on Kearny Mesa, but no specific site locations have been identified. Other prehistoric sites may also be located in the northernmost sector of the Plan area. These have not been verified at this time by archaeological reconnaissance. The potential for impacting presently undetermined resources would exist under any of the concepts, especially in the undisturbed northern portion of the community. Likely areas would be in the various canyons dissecting the mesa.

Effect on Growth Inducement:

All of the Plan concepts are essentially proposals for the contiguous extension of urbanization to the community and would to some degree foster economic as well as population growth. They differ greatly in relative amounts of growth and their impacts on community facilities. (See Urban Support System subsection for a discussion of the relative effects of each concept on existing community facilities).

Effect on Energy Conservation:

Conservation of energy is a new concept that is playing an increasingly important role in today's society. The consequences of the various Plan alternatives on the unnecessary consumption of energy is best discussed in terms of transportation, which is the greatest single consumer of energy in the United States.

The air quality implications of land development and the energy consumption effects are closely related since transportation is the single most important variable affecting each. The energy impact of the Plan alternatives would be similar to those discussed above under "Air Quality", and for similar reasons. Because of their promotion of community self-containment, land development resulting from Concepts 1, 2, and 3 would more efficiently consume energy than would that from Concepts 4 or 5. Concept 3, because it proposes a mass transit system, would result in the greatest long-term fuel and energy savings. Since new development would be concentrated near the mass transit corridor, additional reductions in the unnecessary consumption of energy would result.

Concepts 4 and 5 would maintain the automobile as the dominant mode of transportation with a long-term increase in energy consumption, especially gas and oil. Improvement of bus service to alleviate dependency on the automobile is proposed under Concept 5, but long-range energy conservation depends on public acceptance and use of the transit system.

(Plan concept analysis text resumes.)

Analysis of Alternative Concepts and Community Goals

Goal #1. Retain the Residential Character of Serra Mesa.

Each of the alternatives would retain the residential character of the Serra Mesa subarea, but would differ greatly in environmental effects. Substantial new residential development as proposed in Concepts 1 and 2 would result in loss of open space which constitutes one of the community's most significant visual and aesthetic resources. Concept 3 would retain the current pattern in the Serra Mesa Subarea and concentrate new residential development in Kearny Mesa-West. Concept 4 retains the current pattern and would limit all new residential development to single-family homes on the mesa. Concept 5 essentially retains the current pattern but does propose varied housing types on the limited mesa and rim lands still available.

In terms of Goal #1, Concept 4 would come closest to achieving the community goal but Concept 5 best relates the community goal to city-wide policies.

. Goal #2. Provide Adequate Community Services.

Community services and facilities constitute the urban support system. Two major considerations are discussed - adequacy and the total burden placed on community facilities by each plan concept.

Since Concept 1 assumes no community plan, there is no articulation of community needs. It is presumed that the current level of services would be retained, despite changes in community character that have occurred since initial development. Further, the land use pattern envisioned in Concept 1 would require substantial outlays for streets and other facilities to serve new urbanization. Although the projected needs generated by Concept 1 were enumerated under "Effect on Urban Support Systems", they cannot be met without specific recommendations provided by an adopted community plan.

Concept 2 would place the heaviest burden on community services because of the intensity of urbanization proposed. As Concept 2 assumes an adopted community plan, needed services and facilities can be stipulated in Plan recommendations. However, implementation would be extremely difficult due to the immense costs involved.

Concept 3 concentrates costly new services and facilities in Kearny Mesa-West. Outside of two new neighborhood parks, no changes would be proposed elsewhere. Concept 4 advocates the current level of services and facilities throughout the community. Concept 5 proposes two neighborhood parks and a more balanced transportation system. But in addition qualitative adjustments in the urban support system are anticipated in response to changing community needs.

In fulfillment of Goal #2, Concept 4 would impose the lightest burden with Concept 5 next. In terms of adequacy, qualitative as well as quantitive, Concept 5 ranks first in terms of immediate needs. Concept 3 might provide best for long term regional needs with the proposed mass transit system.

. Goal #3. Establish Guidelines for the Utilization of Hillsides and Canyons.

Concept 1 does not provide guidelines for hillside and canyon utilization. Development is expected to proceed in accordance with current zoning and controls which are minimal. Concept 2 proposes the complete urbanization of hillsides and canyons without new controls. Both Concept 3 and 4 advocate retention of hillsides and canyons as open space. Concept 5 establishes an open space system to protect the most sensitive portions of the canyons, and proposes conservation of hillsides and canyons not acquired as open space.

As far as ecological considerations are concerned the approach taken by Concepts 4 and 3 seem most appropriate. Canyons and hillsides would be protected for posterity, and would continue to provide visual and psychic relief from urbanization. Concept 5 most nearly achieves Goal #3 when social and economic factors are taken into consideration.

. Goal #4. Enhance the Physical and Social Environment.

Maintenance and enhancement of the physical and social environment has been expressed as being extremely important to the community. Concepts 1 and 2 would clearly lead to degradation of the physical environment. Concept 3 could lead to further degradation in Kearny Mesa-West but would at least maintain the physical environment elsewhere. Concept 4 makes a strong point in maintaining the physical environment at its present state everywhere.

Only Concept 5 considers the enhancement of both the physical and social environment, and most nearly meets Goal #4.

. Goal #5. Encourage Development of Kearny Mesa-East and Kearny Mesa-West as a Highly Diversified Regional Employment Center.

Attainment of Goal #5 is possible under all the concepts but their overall effects vary a great deal. Concepts 1 and 2 endorse the current pattern of mixed commercial-industrial uses. Concept 3 conceives a regional activity node in Kearny Mesa-West with an emphasis on such diverse uses as professional offices, administrative headquarters, commercial and industrial uses. Growth in Kearny Mesa-East would be restrained. Concept 4 would reduce the land use mix by eliminating the retail uses but still encourages a diverse industrial base. Concept 5 emphasizes containment of retail uses within specified areas, thereby recognizing the existence of a general commercial district. Industrial development and uses compatible with industry would be fostered elsewhere in the Regional Employment Center. Concept 5 most nearly meets Goal #5 with only moderate effects on the environment.

. Goal #6. Foster the Development of a Racially, Ethnically and Economically Diverse Community.

Progress toward a racially, ethnically and economically diverse community (community balance) could occur under Concepts 1, 2 and 3. Concept 4 proposes so little new housing (all single family) that virtually no progress toward balance could occur. Concept 5 can achieve only partial balance at best.

Concept Selection

It is the considered opinion of the Serra Mesa Community and City of San Diego that Concept #5, Canyon and Hillside Conservation, Moderate Urbanization of Mesa, best satisfies the six overriding community goals in the context of City-wide policies, and should be the basis for the Serra Mesa Community Plan.

Each of the concepts poses certain advantages and disadvantages in terms of environmental management. Concept 3 least impacts regional air quality and energy, while Concept 4 least impacts biological resources, natural topography, and water quality. Thus no one concept is clearly best in terms of its environmental effects.

*EIR COMPONENT: ENVIRONMENTAL IMPACTS OF SELECTED PLAN CONCEPT AND RELATED MITIGATION MEASURES

A. AIR QUALITY

Impact: Development under Concept 5 would not only expose an additional 3,300 people to existing adverse oxidant levels but would significantly add to the in-migration of vehicles utilizing the Regional Employment Center. Increased vehicle usage, attributable to the projected population and regional attraction, would result in an incremental degradation of the San Diego Air Basin over the long term. Local oxidant levels would exceed Federal and State air quality standards with increasing frequency. The impacts would be expected to be mid- to long-term in duration dependent on the level and success of proposed regional emission control strategies.

Mitigation: Progress in meeting State and Federal air standards in the San Diego Air Basin may be achieved through the successful implementation of regional emission control strategies. However, this assumption cannot anticipate influences from outside the air basin or exactly when the impact would be reduced to an insignificant level. The long-term reduction of air pollutants on a regional as well as local level may be achieved by a shift from travel dominance by private automobiles to a balanced transportation system involving the greater use of mass transit modes. Implementation of such transportation systems would not be limited by lack of technology or economic infeasibility; the real constraint would be the acceptance and use of mass transit modes by the public.

An immediate lessening of local pollution generation could be achieved with the reduction of vehicle trips and improvement in traffic flow within the community. These could be accomplished through the creation of peripheral parking areas with a shuttle service to major industrial-commercial areas and by smoothing traffic flow through limiting access onto major roadways. As with other remedies to the problem, public acceptance of such policies would be the determining factor as to their level of success as mitigation.

The sand and gravel industry is required to comply with State dust control standards. To date this mitigation has been successful.

B. WATER QUALITY

Impact: Development under this alternative would be concentrated on the mesa and mesa rims. The principal surface water impact would be the cumulative, long-range, adverse effect of urban runoff and silt on the receiving water bodies. A short-term erosional-siltation problem from new development may result in clogged drainage facilities and nearby waterways. It is not expected that these effects would constitute a substantially adverse impact on the natural environment because of the project's scope and duration of the impact.

Mitigation: Local treatment of urban runoff may mitigate potential impacts, but the high cost and frequent ineffectiveness of such systems would make this mitigation infeasible at a community level. Common protective construction practices include: (1) coordinating activity with the dry season, (2) phasing of clearing and grading operations with construction to maintain a minimal amount of exposed land, (3) construction of drainage control systems on cut and fill slopes to divert runoff from erodible slopes, and (4) immediate revegetation of all graded areas, especially slopes, with natural vegetation. These measures are only partially successful, and would not mitigate the impact to insignificance.

C. NOISE QUALITY

Impact: The ambient noise level of the Plan area is influenced by NAS Miramar and Montgomery Field, and three heavily traveled freeways which are less obtrusive. Future expansion and increased operations at Montgomery Field would have the potential for increasing the number of aircraft straying over residential areas. While increased overflights may have the long-term potential of raising ambient noise to incompatible levels, they would definitely constitute an intrusive element in the residential community. Increasing traffic levels on existing and new streets and freeways projected through 1995 will extend 65 dB CNEL noise contours beyond the existing noise corridors. Urbanization as proposed under the selected concept would not expose additional residential development to adverse noise levels emanating from these roadways.

Mitigation: There is no effective mitigation of outdoor noise. Alleviation of aircraft noise affecting residential areas would require strict adherence to established approach and takeoff patterns. Although implementation of such controls are beyond the jurisdiction of the Plan, cooperation can be elicited from State and Federal agencies.

D. VISUAL QUALITY

Impact: Development under the selected concept would have a relatively small effect on the regional landscape. At the local level,

Mitigation: Continued City requirements for geologic/soils survey findings of land use compatiblity would protect users from excessive geologic risks. In the absence of findings of unreconcilable hazard, mitigating measures may be specified in project engineering. City permit processing procedures require geologic review and survey studies for land with geologic risk potential. Further professional review may be required for unusually complex situations.

F. BIOLOGICAL RESOURCES

Impact: Conversion of the limited amount of undisturbed natural habitat to urbanization would have immediate as well as long-term unavoidable biologic impacts of: (1) curtailing the range and distribution of wildlife habitats, (2) displacement of resident animal populations to undeveloped areas and (3) the eventual reduction in net faunal population resulting from competition in areas already at maximum holding capacity.

The Mimamounds-Vernal Pools ecosystem would be irreversibly altered and lost by planned development. The loss of this unique as well as rare physiographic and biotic resource would constitute a significant long-term adverse impact. The significance is two-fold in that (1) this ecosystem offers a natural laboratory for the observation of unique biotic relationships that cannot be artifically duplicated and (2) the pools contain several species of rare miniature wildflowers.

The riparian habitat located in the southeastern portion of the community would be irreversibly lost as a result of sand and gravel operations. Although this habitat is artificial it does provide for an expanded and varied wildlife habitat in the community. No endangered species are known to use these areas, but the regional availability of riparian habitat is extremely limited and has been decreasing in recent years.

Mitigation: There is no effective mitigation of the long-term displacement and reduction of the resident wildlife population. Establishment and adoption of a community open-space system and developmental controls for hillsides and canyon lowlands would maintain some natural undisturbed land which would provide limited habitat areas.

Because of the delicate nature of the Mimamound-Vernal Pool habitat there are no effective mitigating measures outside of preserving the land on which they are located. However, developmental pressures for relatively flat mesa land would make this mitigation infeasible. Loss of the riparian habitat cannot be mitigated within the scope of the Plan.

G. URBAN SUPPORT SYSTEM

Impact: Concept 5 would utilize existing utility trunk lines, schools, streets, parks, libraries and other municipal services.

however, it would encourage the irreversible development of highly visible areas of the community. These include sites along the Interstate 15 Corridor and overlooking Mission Valley. Because of the topography of these areas, economy of development can best be achieved through significant landform modification. This would result in the loss of visual amenities available to surrounding residents as well as to freeway travelers. The current trend toward artifically manufactured land for building sites becomes significant in several respects. These include the continuing erosion of the underlying physical identity of San Diego by urbanization; the loss of visual relief from a solidly urban landscape; and further insulation of urbanites from natural landscapes.

Mitigation: The consequence of transforming undisturbed natural land to urban uses cannot be successfully mitigated. However, the establishment of a selective open space system and controls for hillside and canyon development would lessen the effects of anticipated development. Other measures that could be taken to reduce the effects on visual quality include: restabilization of the disturbed landform, horizontal and vertical contouring of manufactured slopes to resist erosion, and both immediate and long-term revegetation of all exposed slopes.

E. LANDFORM

Impact: Two major geologic contraints have been identified within the Plan area: (1) steep slopes containing slide-prone formations and (2) liquefaction of loosely consolidated canyon lowlands with high water tables. Slope instability and liquefaction hazards are of particular concern in Murphy Canyon. It would be expected that a "Credible" event along the Rose Canyon and La Nacion fault systems would have an effect on the inferred Murphy Canyon fault with a resultant impact on the community. The degree of risk to surrounding areas may be intensified with potential movement along the Murphy Canyon fault trace.

As determined in the City of San Diego Seismic Safety Study development in Murphy Canyon would be subjected to low- and medium-risk hazards from potential slope failure and liquefaction. The proposed limited industrial development would either be "suitable" or "provisionally suitable" for this area.

New limited residential development on mesa rim lands would be subjected to low- and moderate-risk hazards from slope instability. Hillside development in these areas would also have the long-term impact of irreversibly modifying natural landforms, and the short-term impact of hillside erosion with subsequent potential slope failure. As with the development in Murphy Canyon, residential development of the rim areas would range from "suitable" to "provisionally suitable" depending on location. However, it should be pointed out that, dependent on specific types of uses, locations and geologic conditions, urbanization in the aforementioned areas could be subjected to significant long-term geologic hazards.

reduce the consumption of conventional fossil fuels. Effectiveness of this mitigation is dependent on several factors. These include costs of conventional fuels, financial incentives for insulation and use of alternative energy sources, adoption of stringent energy standards, and individual construction and usage decisions.

Energy could also be conserved in project design. Measures could include the encouragement of cluster development, deemphasis of large turf areas (to conserve water) and the greater use of patios and container plantings.

The Plan proposes increased transit service to the community. The implementation of a community bikeway system linked with the adopted City-wide bikeway system is also proposed. This could incrementally reduce energy consumption by encouraging the use of bicycles instead of automobiles for recreation and commuting. Overall, these measures would reduce significantly the magnitude of the impact on energy resources.

J. GROWTH INDUCEMENT

Impact: The Serra Mesa community is surrounded by existing urban development. Implementation of the Plan would only encourage incremental growth adjacent to an already urbanized area and would be restricted to the Plan boundaries. It is not expected that implementation of the Plan would remove any restraints to regional growth or provide a stimulus for growth of adjoining communities.

Mitigation: There is no mitigation needed as development under the Plan would not have a significant influence on sub-regional growth.

(End of plan concept analysis and Environmental Impact Report. Note: Statements and observations contained in the foregoing section should not be considered as plan recommendations and proposals.)

However, the projected incremental increases in urban support facilities would occur in response to the needs of a projected study area population increase of approximately 3,300.

Two constraints that would have short-term effects on proposed development of residential and industrial/commercial areas of the plan are school availability and the extension of the Murphy Canyon Trunk Sewer. Residential development prior to school availability would have the short-term impact of prolonging the existing overcrowded conditions of Kearny Senior High School. Delay in extending the Murphy Canyon Trunk Sewer would preclude development in the northern portion of Kearny Mesa-East. Development in this area prior to the trunk line extension would result in an overload condition in existing lines and would adversely impact the whole system.

Mitigation: Development in accordance with Council policies 600-10 and 600-22 would ensure that needed public services would be available concurrently with need and would preclude the stated impacts on the urban support system of the community. These policies are presently in effect and would be expected to be applied, making this mitigation feasible and likely.

H. HERITAGE RESOURCES

Impact: A search of archaeological records covering the Plan area indicates that there is evidence of prehistoric artifacts on the undeveloped portion of Kearny Mesa and within the canyons. These archaeological resources could be impacted by future development.

Mitigation: Areas not surveyed and proposed for future development in the Plan should be surveyed prior to development or land alteration to prevent destruction of potential resources. Archaeological surveys are currently required as part of environmental documents, especially for the development of previously undisturbed lands.

I. EFFECT ON ENERGY CONSERVATION

Impact: Residential, commercial and industrial construction proposed under the Plan would continue a long-range incremental increase in energy consumption until the ultimate urbanization of the Plan area. Future development in the Kearny Mesa area would tend to further attract the automobile as the dominant mode of transportation. This increased use of the automobile, the least energy-efficient mode of transportation on an individual basis, would continue the long-term depletion of a limited resource.

Mitigation: Long-term incremental increases resulting from commercial, industrial and residential development could be partially mitigated with the incorporation of several measures in building and transportation. The adequate use of insulation, and of alternative sources of energy (e.g. solar) for heating and cooling could

SECTION II

THE PLAN

PLAN ELEMENTS

The Plan Elements Section which follows is devoted to precise proposals of land use, including mitigation proposals, and implementation of the Canyon and Hillside Conservation; Moderate Urbanization of Mesa Plan (Concept #5) for the Serra Mesa Community Planning Area. The elements are as follows:

HOUSING
LOCAL COMMERCIAL
PARKS AND RECREATION
COMMUNITY FACILITIES
REGIONAL EMPLOYMENT CENTER
TRANSPORTATION
ENVIRONMENTAL MANAGEMENT
IMPLEMENTATION

For convenience, the established Overriding Community Goals are repeated below:

- RETAIN THE RESIDENTIAL CHARACTER OF SERRA MESA.
- PROVIDE ADEQUATE COMMUNITY SERVICES.
- ESTABLISH GUIDELINES FOR THE UTILIZATION OF HILLSIDES AND CANYONS.
- ENHANCE THE PHYSICAL AND SOCIAL ENVIRONMENT.
- ENCOURAGE DEVELOPMENT OF KEARNY MESA-EAST AND KEARNY MESA-WEST AS A HIGHLY DIVERSIFIED REGIONAL EMPLOYMENT CENTER.
- FOSTER THE DEVELOPMENT OF A RACIALLY, ETHNICALLY AND ECONOMICALLY DIVERSE COMMUNITY.

HOUSING ELEMENT

EXISTING CONDITIONS

After experiencing a period of rapid growth (3,825 in 1955 to 27,269 in 1970), population in the study area leveled off and declined somewhat (25,182 in 1976). The decline is attributable to several factors. These include the tendency for grown children to leave home, changing life styles (fewer children, higher divorce rate), and recent emphasis on adult housing.

Including current construction, there are approximately 8,100 housing units in Serra Mesa . Although the community is overwhelmingly single family in character on an area basis, 42% of the units are classified as multifamily or mobilehome park. Virtually all construction since 1970 has been in apartments, reflecting the scarcity of vacant land readily available for residential use. Most of this new apartment construction has occurred adjacent to the Mission Village Shopping Center.

Multifamily units are clustered near shopping facilities and the health-institutional complex. These range in density from about 14 to 61 units per net acre. The 812-unit Cabrillo Heights Navy Housing Project is built to a density of 10 units per net acre. It provides housing for enlisted Navy personnel and their families. Estimated life of the project without major refurbishing is 20 years. A mobilehome park, Kearney Lodge, is located in northwestern Kearny Mesa-West. It contains 327 spaces on a 31 acre site for a density of about 11 units per net acre.

The overall condition of the housing stock is excellent, with 97.0% considered to be sound. No redevelopment is anticipated during the period through 1995, but some older units will require rehabilitation or extensive repairs.

A major attraction to Serra Mesa has been the availability of moderately priced housing. When new houses sold for about $13,000 and the median value had risen to only $22,950 in 1970. However, most recent sales have been over $40,000 with no end of the price spiral in sight. This trend is threatening to price housing out of the reach of all but the relatively affluent, making the achievement of a balanced community ever more elusive.

Only about 71 acres are considered suitable for new housing in the community. Of this land, only 22 acres are readily developable without major landform modification. Included is a two-acre piece planned for a 51 unit retirement complex. The remaining 49 acres consist primarily of mesa rim land overlooking Mission Valley and tributary canyons. Of the 49 acres, 30 are owned by sand and gravel or related interests. These 30 acres are excluded from future resource extraction plans. The final 19 acres consist of several promontories included in buffer lands owned by San Diego Gas & Electric Company and several isolated pieces scattered about the community.

density), and 5-9 (low-density). These density ranges will encourage single family dwellings, duplexes, townhouses and apartments. The intent is to accommodate a wide choice of life styles appealing to all segments of the population. (See Figure 9 for location of residential density proposals).

- A very low residential density of 0 to 4 units per net acre should be applied to hillsides and canyons in the Serra Mesa subarea (south of Aero Drive) designated for open space, but not acquired because of excessive land costs or other factors. Development in these areas, including those in the Hillside Review Overlay Zone should be guided by the following additional criteria:

  (1) Slopes of 0-12% should be permitted to develop up to 4 dwelling units per net acre.

  (2) Slopes of 13-24% should be permitted to develop up to two dwelling units per net acre.

  (3) Slopes of 25% or greater should be permitted to develop to no more than one dwelling unit per net acre.

- All new multifamily construction should be contiguous to existing shopping facilities and multifamily developments. All such development should incorporate good design standards in relation to building location, parking and landscaping. Driveway cuts along major streets should be minimized.

- The Cabrillo Heights Navy Housing complex should be retained until 1995 to provide low-cost housing. However, if the Navy should relinquish ownership, transfer to public ownership or control should be guaranteed.

- A wide variety of housing types combined with open space preservation should be accomplished by Planned Residential Developments (PRD) or other innovative development techniques. These approaches should be strongly encouraged on the limited mesa rim lands still available.

- Site Proposals. The following are criteria recommended for specific portions of the approximately 71 acres still available for residential development.

  A. Mission Village Center (north and west of the Mission Village Shopping District). Approximately 15.6 acres: This relatively level parcel appears suitable for medium density residential development. It can accommodate about 450 units with a potential population of 900. The vegetated ravine to the west of the

It should be pointed out that 781 people resided in non-household quarters. These consist primarily of institutional facilities such as Juvenile Hall and several convalescent homes near Sharp Hospital. This figure could rise to 1,000 by 1995 if further development of this kind occurs as anticipated.

Finally, the decline in household size is expected to bottom out and rebound slightly before 1995. Many of the "empty nesters" will be quite elderly by then, and could be forced to move by ill health or economic reasons. They would most likely be replaced by households with one or two children. The high household size (3.94) prevalent in 1960 is not likely to be attained, however.

If the Plan is implemented, approximately 9,000 units are anticipated by 1995. Multifamily units will probably approach parity with single family dwellings. The 1995 projected population is 28,500 with 27,500 in the Serra Mesa subarea and 1,000 in Kearny Mesa-West.

GOALS

General Goal:

TO MAINTAIN AND ENHANCE THE QUALITY OF EXISTING RESIDENCES, AND ENCOURAGE A WIDE VARIETY OF NEW HOUSING TYPES.

Objectives:

- To achieve a wide variety and choice of housing types in all economic ranges throughout the community.
- To encourage cluster housing overlooking the canyons to maximize the benefits of open space.
- To promote "pride in the community" campaigns to maintain and enhance the existing housing stock.
- To maintain a stable community by discouraging replacement of single family residences by multifamily units, even along major streets.

PROPOSALS

- While the Serra Mesa community is and will continue to be a relatively low density area, it is proposed that a wide range of residential densities be encouraged to develop. The proposed maximum density of existing development is 43 units per net acre; that for new development, 29 units per net acre. Proposed density ranges include 15-29 and 15-43 (medium density), 10-14 (low-medium

property should be left intact. Pedestrian access linkages should be encouraged among the residential developments, Mission Village Shopping Center, and related cultural, educational and recreational facilities. (See p. 52-53). The R-4 property is recommended to be rezoned to R-2A. Note: Residential development up to R-2A density (29 DU/NRA) is also permitted on CA-zoned property. About 9.9 acres of Residential Site Proposal "A" is so zoned.

B. Site located east side of Cardinal Drive, south of Cardinal Lane. Approximately 4.4 acres. This site consists of six parcels overlooking a branch of Murray Canyon. This land is being developed. The developer plans to build 96 units for a density of 22 units per net acre. Potential population is approximately 200. The community desires to retain the canyon as open space. Consequently it should not be disturbed by development. The new housing should be architecturally compatible with adjoining development. Recommended rezoning: R-4 to R-2A.

C. Whinchat Overlook, located south of the southerly ends of Whinchat and Goshawk Streets, Birdland. Approximately 4.5 acres. This site is owned by sand and gravel interests but is not planned for resource extraction. It appears suitable for low density residential development to a maximum of 9 units per net acre. This could potentially result in 40 units accommodating approximately 120 people. Housing should be clustered to preserve slopes and provide spectacular views of Mission Valley. Whinchat and Goshawk Streets should be extended to serve the new development. They should either end in culs-de-sac or be connected into a loop network. No street connection should be made to Mission Center Road or other streets serving Mission Valley. The R-1-5 zoning should be retained.

D. North side of Phyllis Place, west of I-805. Approximately 2.2 acres of a 9.6 acre site. The property is owned by a religious institution. A 51 unit elderly housing complex is planned for the western part of the property, with a potential population of 100. This project and adjacent religious facilities are governed by a conditional use permit. The R-1-5 zone should be retained.

E. South side of Phyllis Place, west of I-805. Approximately 21.9 acres. This site overlooks Mission Valley. It is bordered on the south by a major sand and gravel operation. A large religious institution and proposed retirement units (Site Proposal "D") are located to the north. Although most of the land is owned by the lessor of a sand and gravel operation,

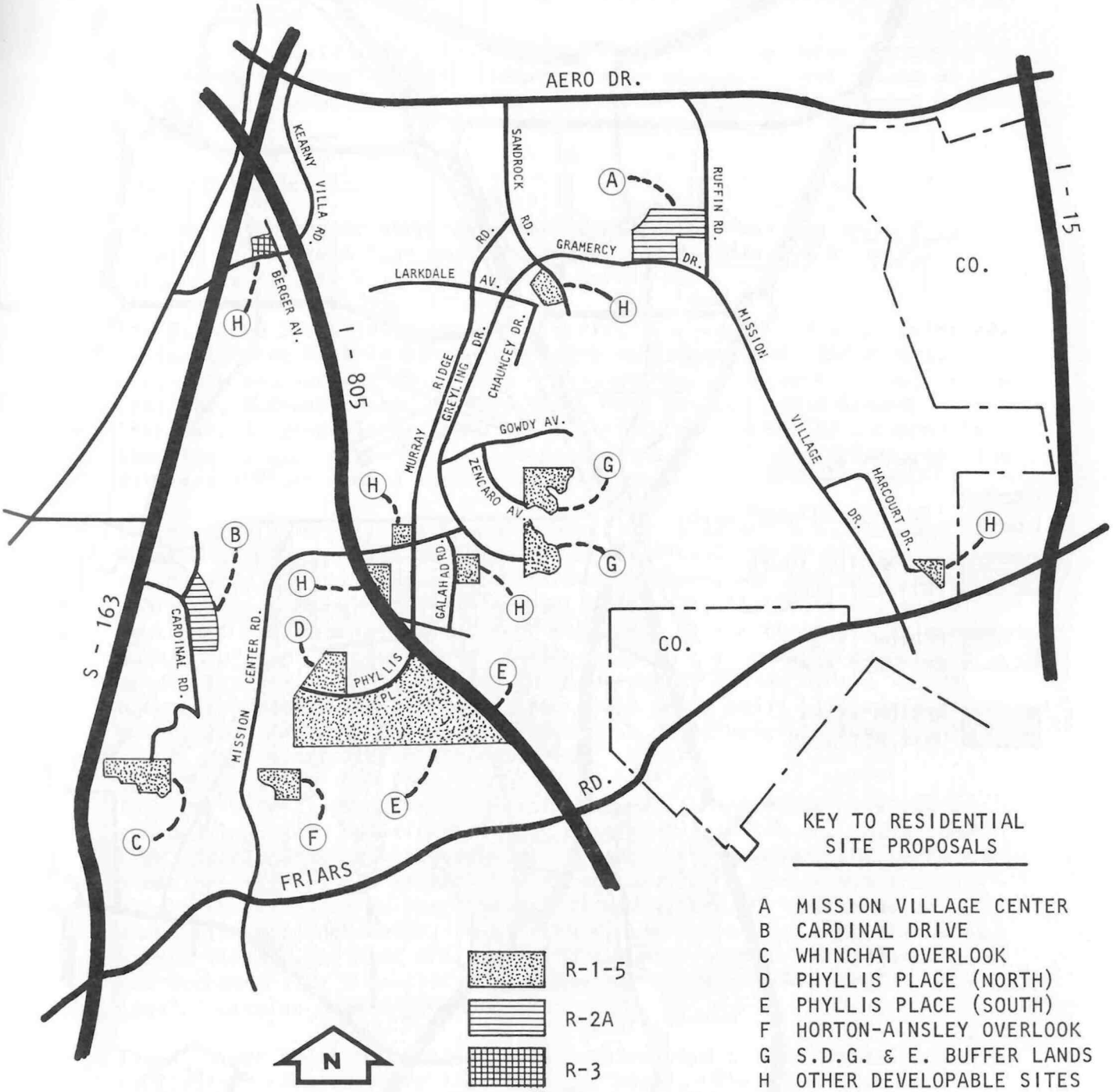
this site is specifically excluded from extraction plans. An overriding community concern is to preserve the integrity of the single family neighborhood located to the west of the property. The R-1-5 zone should be retained.

F. Horton-Ainsley Overlook. Approximately 4.0 acres. This site is owned by sand and gravel interests, but is not planned for extraction. It appears suitable for low density residential development to a maximum of 9 units per net acre. About 36 units housing 100 people could be accommodated. Housing should be clustered to preserve slopes and views. Culs-de-sac or loop streets should be extended onto the promontory from Horton and Ainsley Roads. The R-1-5 zoning should be retained.

G. San Diego Gas & Electric Buffer Area (south of Kobe and Chauncey Drives and east of Zencaro and Sandmark Avenues). Approximately 15.0 acres. This group of sites consist of several promontories of rim land extending into the Ruffin Canyon system. These promontories appear capable of accommodating low density development to 9 units per net acre. This works out to 135 units housing approximately 400 people. Views are spectacular despite the overhead transmission lines and towers converging on the Mission Switching Substation.

Kobe and Chauncey Drives; Zencaro and Sandmark Avenues should be extended onto the promontories and culs-de-sac created. Cluster developments should be encouraged through the use of Planned Residential Developments.

H. Other developable sites total approximately 3.5 acres. Of these, one 0.5 acre parcel is proposed for a density up to 43, capable of accommodating 22 units housing 45 people. This piece is located at Berger Avenue and Mesa College Drive, next to the Cabrillo Palisades apartment development. It should be rezoned from R-4 to R-3. The remaining 3.0 acres are scattered throughout the Serra Mesa Community. These are suitable for low density only, and can accommodate about 25 units providing housing for 70 people. They are all zoned R-1-5 which should be retained.



SERRA MESA

FIGURE 9

RESIDENTIAL SITE PROPOSALS

TABLE 3

SUMMARY OF SITE PROPOSALS

Site	Acres	Low Density 5-9	Medium Density 15-29	Elderly Housing	Maximum Potential Units	Potential Population
A	15.6		450		450	900
B	4.4		96		96	200
C	4.5	40			40	120
D	2.2			51*	51	100
E	21.9	190			190	570
F	4.0	36			36	100
G	15.0	135			135	400
H	0.5		22**		22	45
	3.0	25			25	70
Totals	71.1	426	568	51*	1,045	2,505

* These units were approved under Conditional Use Permit 409-PC. No rezoning is indicated.

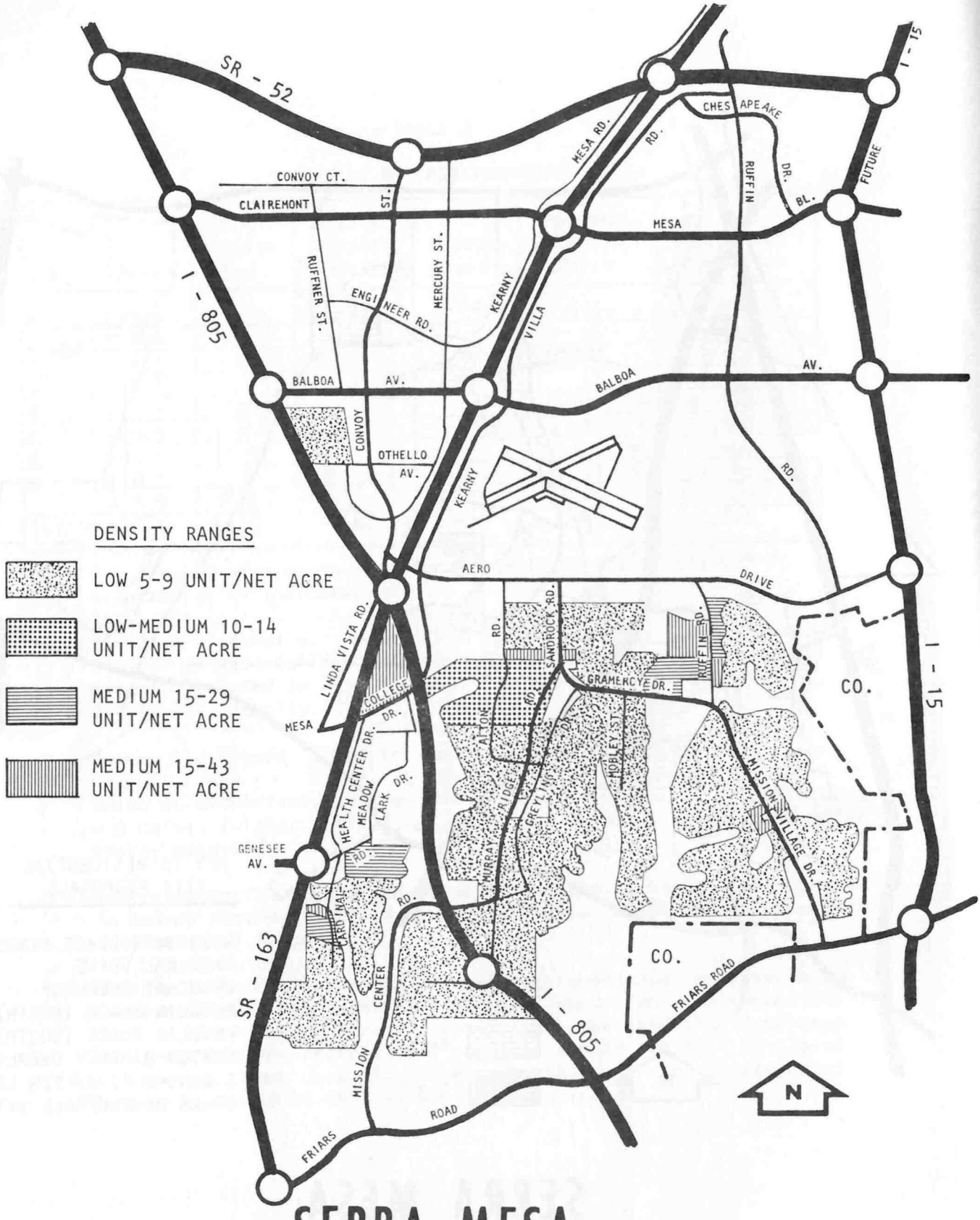
** 15-43 (R-3) density. Note: This pertains to the 0.5 acre parcel located on Mesa College Drive and Berger Avenue only. The other parcels included in Site Proposal "H" are all designated for 5-9 (R-1-5) density.

Note: See Figure 9 for the location of Site Proposals.

. Owing to excessively adverse environmental impacts of air pollution and noise, further residential development should be discouraged in Kearny Mesa-West.

. Redevelopment to higher densities of the single family neighborhood in Kearny Mesa-West should be strongly discouraged due to adverse environmental factors.

. Kearney Lodge Mobilehome Park should be regarded as an interim use incompatible with current environmental conditions. Although the park is recommended to remain until 1995, the land should be used for industrial or recreational purposes should the park be closed or removed. Such uses should be compatible with the limits established in the 65 dB CNEL range. (See Footnote 12).



SERRA MESA

FIGURE 10

HOUSING PROPOSALS

LOCAL COMMERCIAL ELEMENT

This element deals with retail facilities intended to serve residents of the community. Regionally-oriented general commercial uses, such as those along Convoy Street, are covered in the Regional Employment Center Element.

EXISTING CONDITIONS

The two neighborhood shopping districts in Serra Mesa are Serra Mesa, located at Sandrock Road and Greyling Drive, and Mission Village, located at Mission Village Drive and Ruffin Road.

The 9.1 acre Serra Mesa Shopping District includes a shopping center and adjacent commercial development. Major uses include a supermarket, drugstore and variety store within the center, and a bank, three service stations, medical-dental offices, U.S. Post Office, and a branch library. There are 38 establishments in the district, equivalent to a community shopping center. Many of the businesses are small and marginal, and the district suffers from a lack of maintenance.

The newer Mission Village Shopping District is 12 acres in size and is located at Mission Village Drive and Ruffin Road. Major occupants of the Mission Village Shopping Center are a supermarket and large drug-store. These two major uses are supplemented by 15 additional establish-ments. A service station and a professional office complex are located outside of the shopping center. Efforts have been made to make the center attractive to shoppers. The supermarket and adjoining stores have been extensively remodeled, new shops being built with contrasting materials. Parking has been provided at a relatively generous 2.5 to 1 ratio, and is attractively landscaped.

The Mission Village Shopping District appears to have the more advan-tageous long term position. It has room for expansion and could benefit from additional nearby residential development. However, the Serra Mesa Shopping District was established first, and for a decade was the only neighborhood center in Serra Mesa. It has virtually functioned as a community shopping center, reinforced by the nearby location of a bank, branch library and post office. As a result, the Mission Village Center has operated at a competitive disadvantage being only marginally suc-cessful despite extensive improvements.

These larger shopping districts are supplemented by two convenience facilities, each covering less than two acres. The major uses of the Shawn Avenue facility are a small convenience market, service station and delicatessen. The delicatessen occupies an attractively designed wood-faced commercial structure that blends with adjoining residential uses. The Starling Avenue center includes a small convenience market, service station and three other stores.

and Parochial School, Serra Mesa Community Park and Recreation Center, Wegeforth Elementary School and Extended Day Care Center, and Cubberley Elementary School.

- At least one facility suitable for club or organizational meetings should be provided.

- Pedestrian and bicycle access to the center should be provided. These paths should connect the center with nearby community facilities and land uses.

- The parking lot should be redesigned to minimize internal traffic conflicts.

- The use of the center for community "happenings" such as pancake breakfasts, school band concerts and art exhibits, should be encouraged.

- The "village" atmosphere of the Mission Village center should be maintained by encouraging adjacent supportive housing. The density should not exceed 29 units per net acre.

Shawn and Starling:

- The Shawn and Starling convenience shopping facilities should be maintained.

Navy Housing:

- A well-designed small activity center should be encouraged, including the commissary, recreation hall and "tot lot" mini-park in the Navy housing project.

Birdland:

- A convenience shopping facility, conforming to the CN (PCD) zone, should be developed at the southeast corner of Cardinal Road and Genesee Avenue.

Professional Offices

- Professional offices should be retained in their present locations at the northeast corner of Mission Village Drive and Ruffin Road; and along Greyling Avenue west of Sandrock Road. They may also be considered as an alternative use to highway-oriented commercial uses on the west side of Kearny Villa Road, south of Aero Drive.

The small commissary serving the Cabrillo Heights Navy Housing project provides day-to-day convenience goods. As its range of goods is limited, Navy personnel shop elsewhere for meat and produce.

There are two Serra Mesa neighborhoods effectively isolated by topography from existing shopping facilities. These are Birdland, located south of Mockingbird Drive and west of Mission Center Road, and Phyllis-Abbotshill, located between Mission Center Road and Interstate 805. Residents must drive up to two miles to provide for everyday needs.

Residents of Royal Highlands and Kearney Lodge shop in the Convoy Street area for both convenience and shoppers' goods.

There are no movie theaters, bowling alleys or other forms of commercial recreation; savings and loan institutions; book stores or record shops within the Serra Mesa subarea. There is only one bank, and only one family restaurant, and the variety store is marginal and poorly situated. Finally, the centers serve only commercial functions, rarely being used for other community activities.

GOAL

. TO ENCOURAGE COMMERCIAL DISTRICTS WHICH PROVIDE A WIDE VARIETY OF GOODS AND SERVICES TO SERRA MESA, BUT ALSO ENHANCE THE COMMUNITY ENVIRONMENT.

PROPOSALS

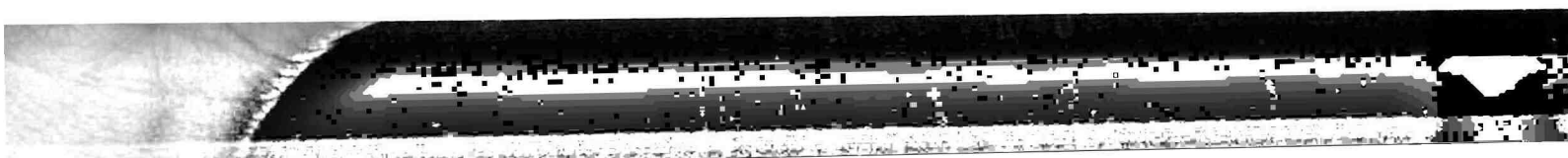
Neighborhood Shopping Facilities

Serra Mesa:

. The Serra Mesa Shopping District should be designated as a neighborhood shopping center even though the number of establishments exceeds that usually found in typical neighborhood centers. The library, post office, and establishments across the street support this neighborhood activity center. Appearance should be enhanced by removing sign clutter and rehabilitating structural exteriors. If the Navy Housing Project is removed, the Serra Mesa Shopping District should be incorporated into any redevelopment plan, including re-design of the street system.

Mission Village:

. The Mission Village Shopping District should be designated as a neighborhood shopping center. Because of the center's location it has the potential for becoming the nucleus for a community activity center, integrating cultural, recreational and educational functions with retail and office uses. Adjacent facilities that could relate to this center are: Taft Junior High School, Saint Columba Church



PARKS AND RECREATION ELEMENT

EXISTING CONDITIONS

There are two developed parks in the community - Serra Mesa Community Park and Cabrillo Heights Neighborhood Park. Rancho Cabrillo Neighborhood Park is scheduled for development on the Rose School site.

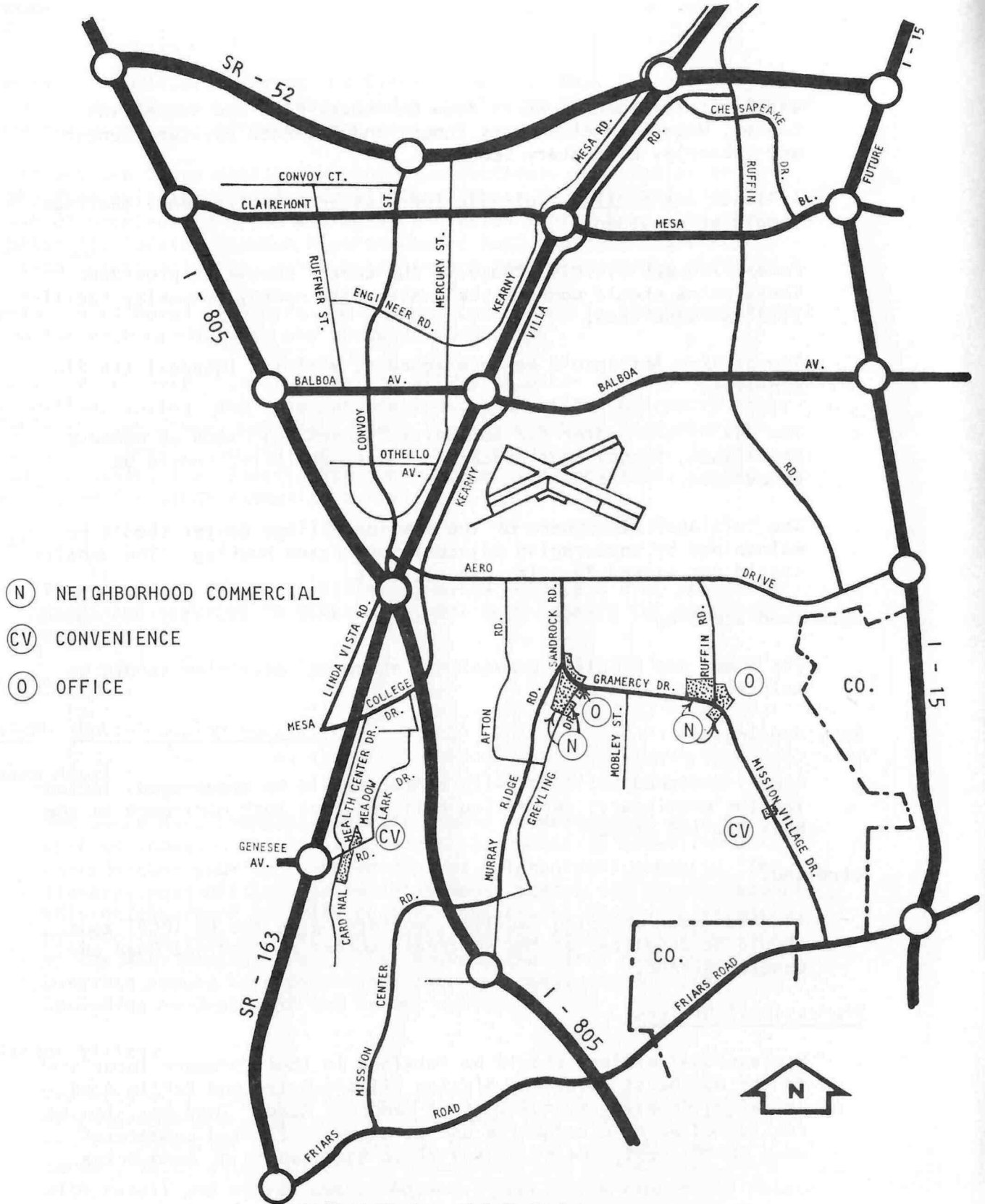
Kearny Mesa-West is served by two parks outside the community - Lindbergh Neighborhood Park in east Clairemont-Mesa and Kearny Mesa Community Park and Recreation Center in Linda Vista.

Serra Mesa Community Park and Recreation Center occupy about five acres of an 11.3 acre site. Total usable area falls short of the 13 acre standard for a community park next to a school, in this case Wegeforth Elementary. Active recreational facilities have been emphasized, including a 10,000 square foot recreation hall-gymnasium, playgrounds, multi-purpose courts and ball fields. Adjacent facilities that could relate to Serra Mesa Community Park are the Wegeforth Extended Day Care Center and Wegeforth School playground. Negotiations are underway for the possible inclusion of eight acres of City owned land now in San Diego Research Park Subdivision Addition. This land would be linked to the park by the dedication of some steeply sloping land which is part of a proposed industrial park subdivision. It should be noted that the Research Park and Aero Drive were developed with the aid of Federal funds. The City has asked the Economic Development Administration if land so developed could be used for park purposes. Pending official affirmation, the Property Department has been requested to remove these 8 acres along Aero Drive from the market.

Cabrillo Heights Neighborhood Park adjoins Angier Elementary School. Facilities include a comfort station, picnic area and three baseball fields. The 14.2 acres far exceed minimum General Plan standards. The future Rancho Cabrillo Park will be developed on the Rose School site, located at the west end of Celestine Avenue. Total area is 11 acres. Baseball fields are the only existing facilities, and will probably be incorporated into overall park development. Additional baseball fields are located under an aircraft approach path to Montgomery Field (on the south side of Aero Drive, east of Ruffin Road); and on Navy land east of Kearney Lodge Mobilehome Park.

There is a deficiency in park and recreational facilities in Serra Mesa. At least two more neighborhood parks are needed in the Fletcher and Juarez School areas. A problem is that there is no vacant land immediately adjacent to the schools. Some canyon-related land remnants appear to offer the best possibilities for park development.

Recreational opportunities within the Serra Mesa community are extremely limited, especially for adults. There are no suitable tennis courts or public swimming pools. There is no designated meeting place for quiet



SERRA MESA

FIGURE 11

LOCAL COMMERCIAL PROPOSALS

activities and cultural pursuits. The Recreation Center gymnasium is so heavily used that the use of adjoining meeting rooms is not practical. Recreational and park facilities are lacking in the Regional Employment Center. With physical fitness becoming so popular, opportunities for outdoor physical exercise would be a desirable amenity in this industrial area.

GOALS

- TO DEVELOP SUFFICIENT AND CONVENIENT PARKS AND RECREATIONAL FACILITIES TO SERVE THE EXISTING AND FUTURE RESIDENTIAL AND WORKING POPULATION OF THE COMMUNITY.

- TO DEVELOP PEDESTRIAN AND BICYCLE LINKAGES CONNECTING OPEN SPACE, NEIGHBORHOOD AND COMMUNITY PARKS, SCHOOLS AND SHOPPING FACILITIES.

- TO FOSTER COOPERATION BETWEEN THE CITY OF SAN DIEGO AND THE SAN DIEGO UNIFIED SCHOOL DISTRICT TO CONVERT PRESENT DIRT PLAYGROUNDS INTO GRASSY, MULTIPURPOSE OUTDOOR RECREATION AREAS.

PROPOSALS

- Serra Mesa Community Park should be combined with the Wegeforth Elementary School playground and the eight acres of City-owned land in Research Park Subdivision Addition. This would provide a park with a full range of recreational facilities, including tennis courts and a community swimming pool. The community park and recreation center should be integrated with the Mission Village Community Activity Center. The proposed park expansion would enhance the working environment in the San Diego Research Park and could be considered a support facility for the working population.

- Cabrillo Heights Park should be retained as a developed park, with four baseball diamonds.

- The Rancho Cabrillo Park Site should be acquired and developed as a neighborhood park, emphasizing picnic and leisure activities.

- A 5 to 10 acre neighborhood park site should be acquired and developed in Park District 391 (Juarez School). The parcel at the west end of Shawn Avenue appears to be the best potential site. An alternative proposal could be to use the Juarez School playground for a neighborhood park. This could be accomplished by a joint development agreement between the City of San Diego and the San Diego Unified School District.

- A 3-acre neighborhood park site should be acquired and developed in Park District 402 (Fletcher School). The vacant piece located on the west side of Cardinal Road north of Cardinal Drive appears to be the best potential site. This proposed park site could be

supplemented by turfing a portion of the Fletcher School playground. This could be accomplished by a joint development agreement between the City and the School District.

- The baseball diamonds south of Aero Drive and east of Ruffin Road should be retained. They are an appropriate use for the approach pattern to Montgomery Field. Access to these facilities should be improved.

- At least one facility for quiet meetings or passive indoor recreation should be designated in the community, preferably in the Mission Village Community Activity Center.

- The baseball diamonds east of the Kearney Lodge Mobilehome Park should be retained as an appropriate use within the 60 to 65 dB CNEL zone surrounding NAS Miramar.

- At least one recreational support facility for the working population should be developed in the Regional Employment Center. Minimum size should be 10 acres. Such a facility should provide opportunities for active recreational pursuits. Especially desirable would be a jogging track, handball courts, picnic areas and shower facilities. Land may be obtained from the Navy when State Route 52 is extended. This land may adjoin the baseball diamonds noted above. It is recommended that such a facility be privately developed and maintained. Other possibilities are offered by the publicly owned parcels west of Ruffner Street, intended for operations and maintenance facilities. In the event that one of the operations centers is not built, a recreational support facility should be considered an alternative use.

COMMUNITY FACILITIES ELEMENT

This element deals with Schools, Fire Protection, Police Protection, Library Services, Postal Services, Utilities, and Emergency Medical Services. Only local community facilities are included. Facilities serving the San Diego Region are discussed in the Regional Employment Center Element.

EXISTING CONDITIONS

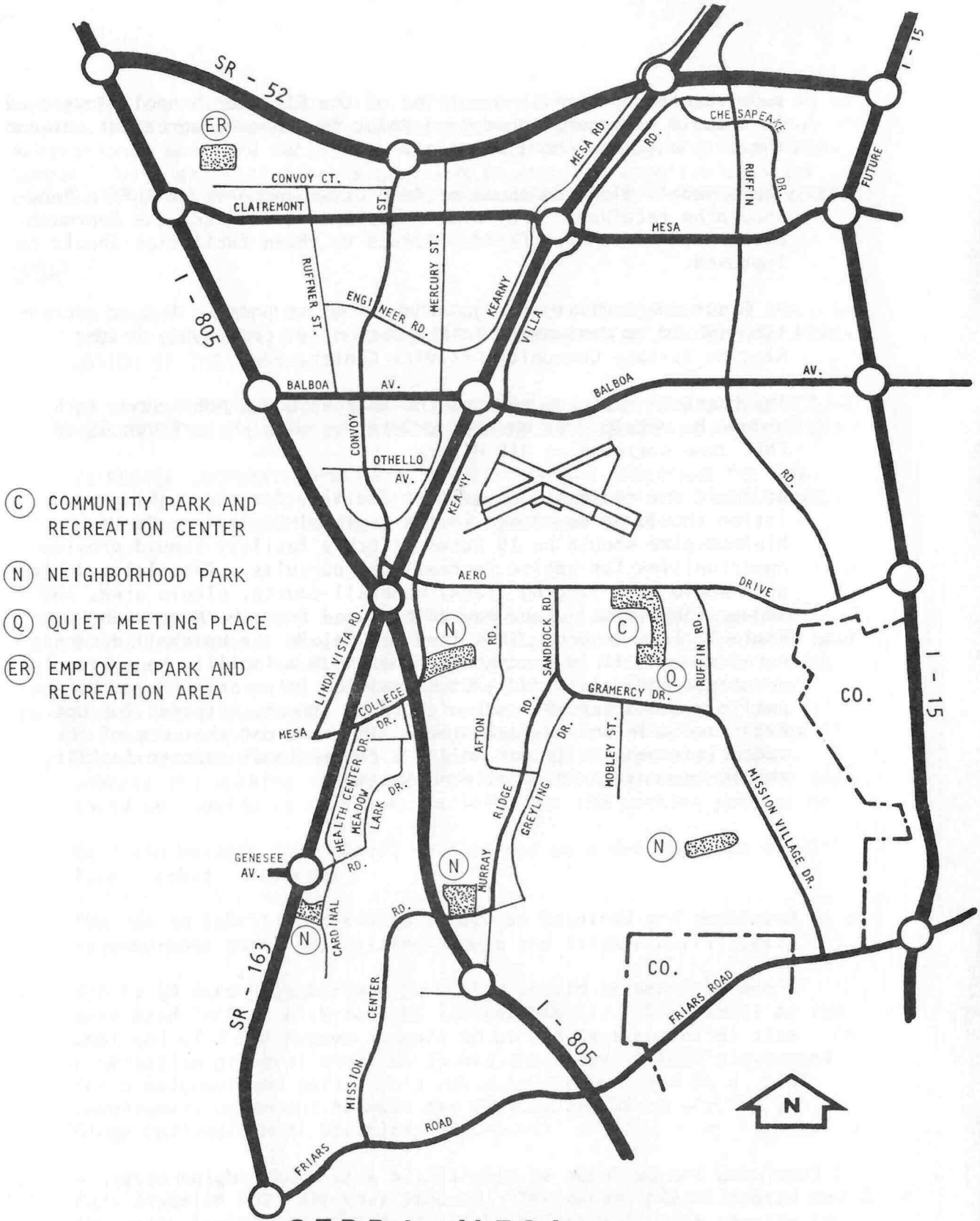
Schools

The following two tables summarize school information as of this writing. Table 4 gives the optimal school enrollment and usable site standards of the San Diego Unified School District. Table 5 provides an inventory of public and private school facilities serving the Serra Mesa subarea.

TABLE 4
OPTIMAL SCHOOL ENROLLMENT AND USABLE SITE AREA STANDARDS
(San Diego Unified School District)

School	Enrollment	Usable Site Area
Elementary	750	10 acres
Junior High	2,000	30 acres
Senior High	2,500	50 acres

Exceptions are made for existing school sites.



SERRA MESA

FIGURE 12

PARK AND RECREATION PROPOSALS

Council Policy 600-22 (adopted 6-26-75), is concerned with the ability of schools to accommodate school-age children living in new housing developments. One important consideration is the availability policy of each individual school district. A school is considered overcrowded by the San Diego Unified School District if enrollment exceeds the stated school capacity. (See S.D.U.S.D. Policy for determining the availability of schools - revised March 15, 1977.) The Council Policy realizes, however, that a particular development project may have varying impact on school enrollment depending on the intended market.

Kearny Senior High had been considered overcrowded on the basis of both enrollment and proportion of portable classroom space. The School District had made known these inadequacies by refusing to issue "availability of schools" letters. Enrollment at Kearny is expected to decline sharply the next few years alleviating this problem.

Fire Protection

Station 28, located on Kearny Villa Road north of Aero Drive, is the only station within the study area. Its service area includes Serra Mesa (east of Interstate 805), and all of Kearny Mesa-East. Station 28 maintains one engine and one truck company, and accommodates ten personnel. This station also serves as a maintenance and repair facility and is a limited training site.

Station 23, located at Comstock and Ulric Streets in Linda Vista, serves the Birdland neighborhood.

Station 36, located at Chateau Drive and Mt. Abernathy Avenue, Clairemont-Mesa, serves Kearny Mesa-West. The six-person truck company formerly at Station 28 was moved to Station 36 at the end of 1976.

Station 39, located at La Cuenta Drive and Tierrasanta Bouelvard, Tierrasanta, also serves the area west of Interstate 15.

As a rule, response times in the City are rated as (a) commercial/industrial areas, two minutes; (b) "target hazards" (schools, hospitals, resthomes, etc.), four minutes; and (c) residential areas, six minutes. The community appears to have adequate fire protection.

Police Protection

Patrol units are assigned to the Serra Mesa Planning Area from the Northern Patrol Station in University City. Three units serve Serra Mesa and one serves the Regional Employment Center north of Aero Drive. Service is considered adequate according to Police Department records, but there have been citizen complaints of response times exceeding 20 minutes. In addition, business interests in the Kearny Mesa Regional

TABLE 5
INVENTORY OF SCHOOL FACILITIES SERVING SERRA MESA

Schools	Enrollment Oct. 1976	Usable acres	Construction Date (a)
Public Elementary			
Angier	685	7.4	1953
Cubberley	399	8.1	1959
Fletcher	310	8.2	1960
Jones	523	9.4	1958
Juarez	345	8.8	1961
Wegeforth	467	8.0	1958
Public Junior High			
Montgomery (b)	1,408	12.8	1942
Taft	1,227	16.3	1962
Public Senior High			
Kearny (b)	2,554	32.8	1954
Public Community College			
Mesa (b)	9,582	76.7	1964
Private School			
St. Columba (K-8th)	346	3.5	1958

Notes:
a. Date of original construction.
b. Serve the study area, but are located outside the community.

Kearny Mesa-West is served by Ross and Mac Dowell Elementary Schools, Einstein Junior High and Madison Senior High Schools, all located in east Clairemont-Mesa.

Total enrollment of the six public elementary schools in the Serra Mesa subarea peaked at 5,023 in 1969, declining steadily to 2,729 in 1976. The drop is attributable to the general decline in family size and birth rates occurring since the mid-1960's. Enrollment at the two junior high schools and Kearny High peaked in 1975. Some relief is occurring as new junior and senior high schools open in Mira Mesa, Tierrasanta and University City. Enrollment declined at Kearny High (from 3,090 in 1975 to 2,554 in 1976), at Taft Junior High (from 1,592 to 1,227), and at Montgomery Junior High (from 1,961 to 1,408).

Employment Center have expressed concern about the high rate of non-residential burglaries occurring in that area.

The Police Department has disclosed plans to construct the North-Eastern Substation on Montgomery Field land just east of Fire Station 28. This should improve coverage in the Serra Mesa community as well as in communities to the east.

Library Services

Serra Mesa Branch Library is located immediately north of the Serra Mesa Shopping Center. The present book collection numbers 34,190 and the building contains 4,680 square feet. Circulation peaked in the 1971 Fiscal Year at 219,600 volumes, then dropped substantially when the Balboa Branch Library opened in Clairemont-Mesa, October, 1971. The most recent circulation volume was 160,850 in Fiscal Year 1976.

The adopted Clairemont-Mesa Community Plan proposes a regional branch library in the Balboa-Genesee area. It would serve as a resource center for nearby community branches, including Serra Mesa.

Postal Services

The Serra Mesa Post Office Station is located on Greyling Drive, across the street from the Serra Mesa Shopping Center. Its service area (Zip Code 92123) includes Serra Mesa and Kearny Mesa-East. Mail delivery services are considered adequate. However, there are not enough post office boxes at the station to satisfy demand.

The Linda Vista Post Office Station (Zip Code 92111) serves Kearny Mesa-West. Service to the industrial-business community is considered inadequate at this time. The Postal Service is studying the possibility of relocating the Linda Vista Station to a site closer to the Interstate 805-State Route 163 interchange to better serve this area. This relocation may occur five to ten years from now.

Utilities

Gas and Electricity:

San Diego Gas & Electric Company provides gas and electric service for all of San Diego. The Mission Switching Substation is a major facility located in the study area. (See the Regional Employment Center Element for proposals relating to this facility).

Water and Sewer Services:

The City of San Diego provides water and sewer services to the community.

All of the mesa areas of the community are served by water from the Miramar Filtration Plant. The water flows from Miramar through two major pipeline systems to a central distribution facility along Interstate 805 between Clairemont Mesa Boulevard and Balboa Avenue. A major crosstie pipeline is planned along Clairemont Mesa Boulevard from I-805 to Santo Road. This will weld the pipelines together to complete the Miramar Loop. This project will be needed soon to assure reliable water service to the City north of Mission Valley from the Pacific Ocean to Camp Elliott. The Mission Valley fringe of the community is served by the Alvarado Filtration Plant.

The Mission Valley-Kearny Mesa trunk sewer system collects all liquid wastes from the study area. Of great importance for future industrial development is the Murphy Canyon trunk sewer serving Tierrasanta. Extension to Clairemont Mesa Boulevard from its present terminus at Balboa Avenue is necessary before development can take place in the north portion of Kearny Mesa-East.

Telephone Service:

Pacific Telephone provides service to all parts of the community on demand. No major projects are anticipated and service is adequate.

Cable TV (CATV) Service:

Southwestern Cable Company holds the franchise for the planning area. Only about 30 percent of the potential market in Serra Mesa is currently served by cable because most residents are satisfied with reception from roof antennas. Public acceptance of cable service is likely to remain low in the study area as long as roof antennas are permitted.

Bulk Petroleum Pipeline:

San Diego Pipeline Company owns a high pressure underground pipeline that brings liquid fuels from Norwalk, California to the petroleum tank farm located at Friars Road and Interstate 15. The pipeline, built in 1963, extends from Ruffner Street near Clairemont Mesa Boulevard, southeastward along Kearny Villa Road and Aero Drive, then south on Ruffin Road and Mission Village Drive to Friars Road.

Although the pipeline serves the community only indirectly, it is worthy of discussion because of safety risks. It could develop leaks either by natural deterioration or mishaps occurring during periodic maintenance.

Emergency Medical Services

Donald N. Sharp Memorial Community Hospital is the only general medical facility in the community. It provides emergency care for Serra Mesa and nearby communities.

- Available space at Taft Junior High School should be reserved for a community swimming pool as an alternative to the proposed site at Serra Mesa Community Park. This would be consistent with current Board of Education policy.

- If the land presently designated for open space, and for sand and gravel extraction develops residentially, elementary school/ neighborhood park sites should be provided. The site size standard used should be 10 acres per 1,000 dwelling units.

Fire Protection

- Evaluation of fire protection should be continued to assure adequate coverage in the community.

Police Protection

- The present response time should be continually evaluated. Police emphasis should be placed on protection of the community. Crime prevention, community relations and crime-inhibiting design programs should be emphasized both in residential and in commercial/ industrial areas.

- The location of a police substation at Montgomery Field just east of Fire Station 28 is proposed. Such a facility should blend with the environment.

Library

- The Plan anticipates that the Serra Mesa Library Branch will remain in its present location to 1995. This branch should eventually be expanded to 8,000 square feet. This expansion could be accomplished by adding a second story to the existing facility. The alternative of expanding the facility on one level would require the acquisition of residential property to the west.

Postal Services

- Postal services to the Regional Employment Center should be improved. The Linda Vista Station should be relocated to a site near the I-805/ SR 163 interchange as soon as possible. A possible near-term solution may be to establish a contract "retail" post office station in Kearny Mesa-West to supplement the present Linda Vista Station.

Utilities

- Periodic studies should be conducted to ensure that adequate sewer, water and drainage facilities are provided in the community. If the areas proposed for open space should develop, additional facilities would be required.

In 1975, Kaiser Permanente opened a hospital on Zion Avenue near Mission Gorge Road in the Navajo community. All health services, including emergency care, are available to Kaiser Plan members only.

Primary ambulance service is provided by the San Diego Police Department supplemented by private ambulance services. The City Fire Department also makes emergency calls.

GOAL

. TO ASSURE THAT A HIGH LEVEL OF ALL COMMUNITY SERVICES IS REACHED AND MAINTAINED BY ADHERING TO STANDARDS SET FORTH IN THE PROGRESS GUIDE AND GENERAL PLAN.

Objectives:

Schools:

. To urge maximum utilization of school facilities for educational, recreational, cultural and other activities.

. To assure all students direct, safe access to schools.

. To encourage community participation in identification, evaluation and implementation of the educational needs of the community.

All Community Facilities:

. To assure that all community facilities and services adequately respond to changing community characteristics.

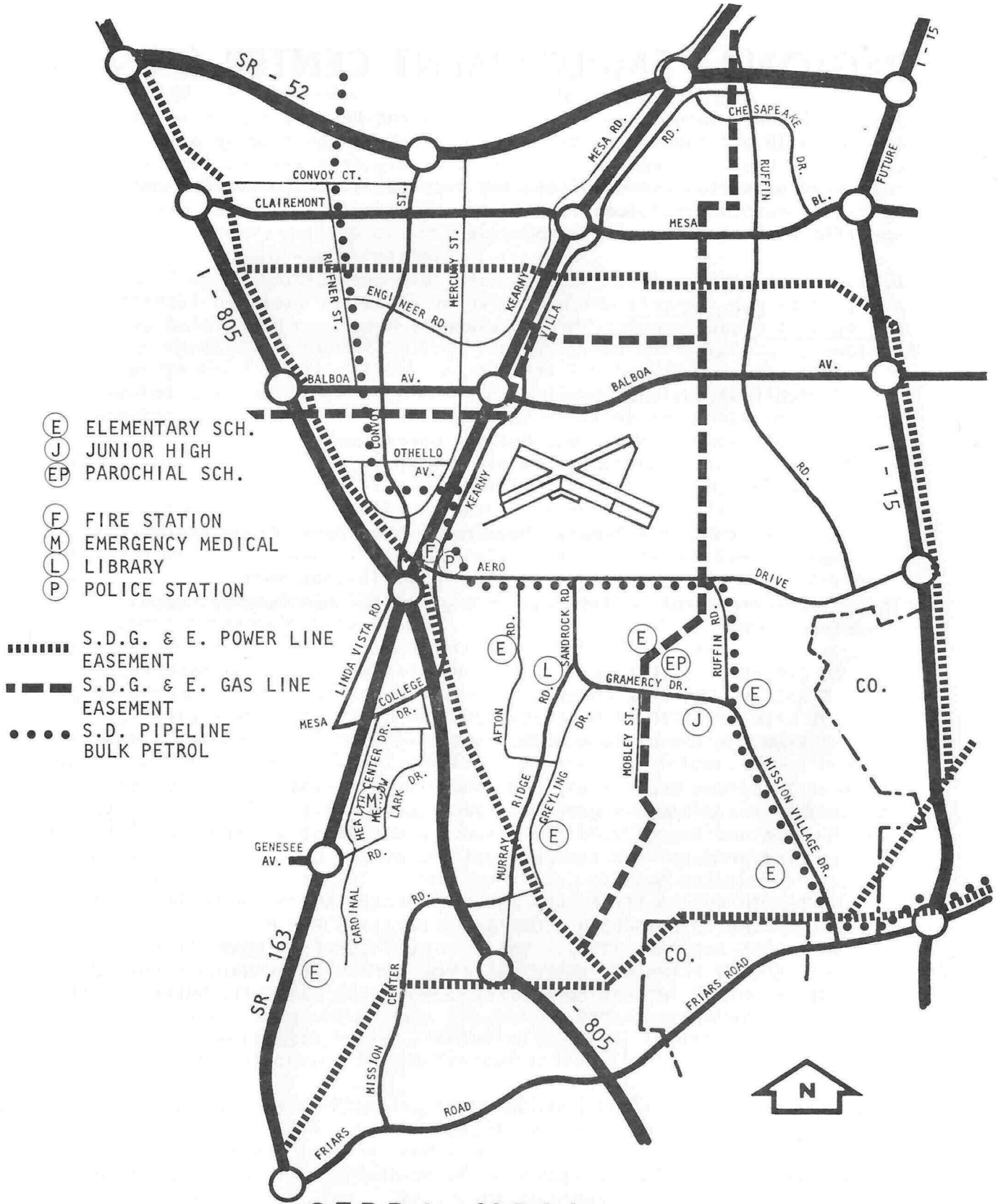
PROPOSALS

Schools

. All schools should be maintained in accordance with Board of Education policy and the highest possible standards.

. Elementary school attendance boundaries should generally remain stable. However, changes should be considered when necessary to ensure safer access and balance school enrollments.

. If the Board of Education classifies any schools as "surplus property", the community and the City should be given the opportunity to acquire the land for public purposes before the property is sold for private development.



SERRA MESA

FIGURE 13

COMMUNITY FACILITIES PROPOSALS

REGIONAL EMPLOYMENT CENTER ELEMENT

The 3,845-acre Kearny Mesa Regional Employment Center, employing an estimated 30,000 people, is already one of the largest major activity centers in the San Diego Region. It is highly diversified, including not only industrial and manufacturing uses but also significant commercial, institutional, public and natural resource uses each with specific problems, issues and concerns.

Because of its diversity, the Regional Employment Center lends itself to analysis by sub-elements which consist of groups of uses and facilities of regional significance. The sub-elements have been identified as follows:

- Health-Institutional Complex
- Natural Resource (Sand and Gravel) Operations
- Montgomery Field
- Industrial Parks - General Commercial Districts; Other Regional Facilities

The following general goal serves as a guideline for further recommendations:

- TO ENCOURAGE DEVELOPMENT OF A HIGHLY DIVERSIFIED, ENVIRONMENTALLY ATTRACTIVE REGIONAL EMPLOYMENT CENTER PRIMARILY INDUSTRIALLY BASED, BUT WITH SPECIFIC LAND ALLOCATIONS FOR OTHER KINDS OF FACILITIES SERVING THE SAN DIEGO REGION.

It seems inappropriate for any one community planning group to be held accountable for proposals governing land use and facilities of regional significance and impact. To encourage a wider range of input the following policymaking proposal for the Regional Employment Center is recommended:

- GOVERNMENTAL, POLITICAL AND ADVISORY BOARDS AND AGENCIES SHOULD BE ENCOURAGED TO ESTABLISH COORDINATED POLICIES FOR REGIONALLY-ORIENTED LAND USES AND FACILITIES. THE CITY MUST SERVE AS LEAD AGENCY, WITH CPO, COUNTY PLANNING, NAVY, CALTRANS, COMMUNITY PLANNING COMMITTEE AND ALL OTHER INTERESTED PUBLIC AGENCIES AND COMMUNITY ORGANIZATIONS INVITED TO PARTICIPATE.

KEARNY MESA HEALTH – INSTITUTIONAL COMPLEX

Existing Conditions

The 127-acre Kearny Mesa Health-Institutional Complex is located between State Route 163 and Interstate 805, in the Birdland section of Serra Mesa. The Complex consists of specialized medical and custodial facilities serving the San Diego region.

Medical Facilities:

There are three types of health care facilities in the Complex: general acute, acute psychiatric and skilled nursing (including general, long term mental and developmentally disabled). General acute facilities include Donald N. Sharp Memorial Community Hospital and Children's Hospital and Health Center. Children's also offers specialty care services. These include the Child Guidance Clinic, Regional Center for the Developmentally Disabled, Easter Seals Facility and the Speech, Hearing and Neurosensory Center. Mesa Vista Hospital is an acute psychiatric facility. Skilled nursing facilities include four convalescent hospitals (Frost Street, Knollwood West, Meadowlark, Saint Mary's) and the Genesee East Mental Health Center. Other specialized health facilities include the Cerebral Palsy Center and several clinics. San Diego Medical Center and Starling Plaza contain approximately 115,000 square feet of office space. Both complexes are within easy walking distance of the hospitals.

Custodial Facilities:

The Juvenile Division of the San Diego County Probation Department is headquartered in the Complex. Probation Department offices, Juvenile Hall and Juvenile Courts are located here. Private non-profit institutions include the Door of Hope (Salvation Army), comprised of a home for unwed mothers and a women's alcohol detoxification center; and Children's Home Society, an adoption agency specializing in the placement of very young children. Expansion plans call for additional juvenile court facilities.

Problems and Issues

Roles of medical facilities in the regional context and future growth are significant issues confronting the Kearny Mesa Health-Institutional Complex. Transportation issues, including parking, internal circulation and transit, are discussed in the Transportation Element.

The Comprehensive Health Planning Association (CHPA)* produced a report 1975 Health Systems Plan. It proposes a regional health-care delivery system for San Diego, Imperial and Riverside counties. A major goal is to prevent unnecessary duplication of very costly, infrequently used (tertiary level) facilities. The report recommended tertiary level

* Succeeded by the Health Systems Agency of San Diego and Imperial Counties.

responsibility for the Kearny Mesa Health-Institutional Complex in four specialties - rehabilitation, convalescence, general pediatrics and high risk neonatal (new-born) care. These functions would complement tertiary level general acute care provided by the designated regional facility, the Uptown Medical Complex (University and Mercy Hospitals) in Hillcrest.

Sharp's, Children's and Mesa Vista comprise one of several medical centers designated by the Health Systems Plan. These provide general and emergency care (primary) and frequently-used specialized care (secondary) for significant geographic areas. In this case, the service area includes Serra Mesa, Kearny Mesa, Linda Vista and southeast Clairemont-Mesa.

Future growth is a major issue. All three acute-care hospitals have plans for substantial additions, possibly including high rises, capable of adding 400 acute-care beds (for a total of 1,000) before 1995. In addition the adopted Cabrillo-Inland Freeway Area Plan recommended institutional uses for 21 acres of remaining developable land, including eventual replacement of several houses.

Objective

- To foster coordinated development of the Kearny Mesa Health-Institutional Complex as a regional human care facility comprised of a Medical Center as defined in the report Health Systems Plan 1975, a Juvenile Hall-Probation Center, and related medical and custodial agencies and services.

Specific Proposals

- The following kinds of facilities should be encouraged for remaining developable land in the Complex: rehabilitative, convalescent, psychiatric, children's health, high-risk neonatal care, medical office, and laboratory.
- Development of tertiary care facilities offered by the Uptown Medical Complex and the Kearny Mesa Health-Institutional Complex should be jointly planned.
- Sharp's and Children's Hospitals should be encouraged to give high priority to improving outpatient primary care and emergency services according to Health Systems Agency standards.
- The provision of adequate off-street parking, including garages if necessary, should be required as a condition for future expansion of facilities.
- Juvenile Hall should be rezoned from R-4 to a zone consistent with the remainder of the Health-Institutional Complex.
- A network of paths, planting strips, benches and other street furniture should be provided along Birmingham Drive in the vicinity of the convalescent hospitals and the Cerebral Palsy Center. Emphasis should be placed on environmental enhancement and pedestrian safety.

NATURAL RESOURCE (SAND AND GRAVEL) OPERATIONS

Existing Conditions

Sand and gravel interests own 697 acres in the community, 358 of which are located in unincorporated County.

The industry seems to be in an excellent long term position with respect to location and economic potential. The source material (Stadium Formation) is located only four miles from Centre City, and could be utilized if Downtown redevelopment takes place. Excellent freeway access to other potential growth areas is also advantageous since material hauling costs increase substantially with travel time. In addition, the industry should profit substantially from the re-use of mined areas when extraction ceases.

Problems and Issues

Owing to its size and impact, the sand and gravel industry faces problems and opportunities of community and regional concern. Among the more salient are: (1) continuance until depletion, (2) community opposition to environmental impacts, (3) plan boundary problem, (4) reclamation, (5) re-use.

Continuance Until Depletion:

A major concern of the industry is the ability to continue operating until raw materials are depleted. As indicated, sand and gravel deposits in the community are of great economic significance to the San Diego region. It should be emphasized that readily removable aggregate in close-in locations is an increasingly scarce commodity.

Community Opposition to Environmental Impacts:

Conflicts frequently arise between sand and gravel operators and adjacent property owners. Sand and gravel operations preceded urbanization of the mesa by at least 30 years and are operating under use permits. Nevertheless, nearby residents have objected to the operations. Much of the opposition has been directed at adverse environmental effects. These include noise, dust, odor, standing water and visual degradation. Although the permits contain conditions intended to mitigate many adverse effects, they may not suffice for this era of greater environmental awareness. Greater emphasis on vegetative buffers, noise suppression and emission controls than called for in the permits and existing legislation may be necessary to assure peaceful coexistence.

Plan Boundary Problem:

Two permit areas are split by Friars Road so that portions fall outside the community. A major concern is that policy recommendations for both sides of Friars Road will be formulated at different times, thereby risking inconsistency.

Reclamation:

In the State Surface and Reclamation Act of 1975, (Senate Bill 756) the following definition of reclamation appears:

> 2733. "Reclamation" means the combined process of land treatment that minimizes water degradation, air pollution, damage to aquatic or wildlife habitat, flooding, erosion, and other adverse effects from surface mining operations, including adverse surface effects incidental to underground mines, so that mined lands are reclaimed to a usable condition which is readily adaptable for alternate land uses and create no danger to public health or safety. The process may extend to affected lands surrounding mined lands, and may require backfilling, grading, resoiling, revegetation, soil compaction, stabilization, or other measures.

The Act requires all operators to file a reclamation plan with the State to ensure that depleted land is left in a safe, re-usable condition. Some reclamation measures can begin before termination of mining operations.

Re-use:

Although most sand and gravel mining is likely to continue until at least 1995, some re-use is already occurring at Frazee and Friars Roads. Likewise, the Fenton properties may reach depletion before 1990. It is essential that guidelines be drafted for re-use of mined-out land. These guidelines, formulated as Re-use Development Proposals, consider relationships to existing development, environmental problems and coordination.

To aid in formulating goals and proposals the natural resource area has been divided into four relatively self-contained Natural Resource Planning Units (NRPU's) according to the following table:

TABLE 6
PROPOSED NATURAL RESOURCE PLANNING UNITS (NRPU'S)
SERRA MESA COMMUNITY

Operator	Location	Controls	Area (acres)	Estimated Depletion Year
NRPU #1				
a. Fenton I (west)	Hy. 163 to Mission Ctr. Rd.	City-CUP 107-PC	103	1990
b. Conrock-Grant (west)	West of Mission Center Rd.	City-CUP 5073	15	Beyond 1995
NRPU #2				
a. Fenton I (east)	Mission Center Road east	City-CUP 107-PC	20	Beyond 1995
b. Conrock-Grant (east)	Mission Center to I-805	City-CUP 5073	201	Beyond 1995
NRPU #3 Fenton II	I-805 to Mission Village Drive	County Spec. U.P. 67-163	156	1990
NRPU #4 Daley Corp.	Murphy Canyon	County Spec. U.P. 58-12	202	Beyond 1995

Note: City Conditional Use Permit 5073 (Conrock-Grant) and County Special Use Permit 67-163 (Fenton II) also include land south of Friars Road, out of the study area.

Recommended re-use alternatives for each of the four Natural Resource Planning Units follow the Re-use Development Proposals.

It should be noted that population and housing projections in this Plan do not take into account possible residential re-use of the sand and gravel areas. However, rim lands owned by natural resource interests but not in NRPU's are included, and are treated in appropriate sections of the Housing Element.

Objectives

- To foster continuation of sand and gravel operations in the community until depletion is reached.
- To encourage sand and gravel operators and nearby property owners to achieve peaceful coexistence.

- To encourage land reclamation during and following termination of mining activity.

- To foster orderly re-use programs for depleted sand and gravel lands, encouraging uses of benefit to the community.

- To recognize each Natural Resource Planning Unit as a separate entity for which depletion, reclamation and re-use will occur at different times.

Specific Proposals

Regulatory Proposals:

- When a suitable zone for the preservation and regulation of sand and gravel resource areas is enacted, it should be applied to existing natural resource operations in the community.

- Expansion of sand and gravel operations into canyons and hillsides designated for open space should be discouraged.

- Permits should be renewed to enable depletion to be reached, provided a firm review procedure is guaranteed to ensure compliance with all conditions.

- Compliance with applicable provisions of the State Surface Mining and Reclamation Act of 1975 and subsequent legislation relative to the reclamation of mined land should be assured.

- When land within an NRPU is contemplated for re-use, a generalized re-use plan approved by the Planning Commission should be required for each NRPU. Such a plan should show at least the general types of re-use anticipated, and a skeletal street network.

- In recognition of the large land areas involved, changing economic conditions and the long time frame necessary for full re-use, precise development plans for portions of a given NRPU consistent with the generalized re-use plan should be approved by the Planning Commission. Precise development plans should indicate specific land use allocations (for example, industrial or commercial), residential densities (if applicable) and complete street networks.

- Amendments to re-use plans should be made only with Planning Commission approval.

Re-use Development Proposals:

(1) Relationship to Existing Development:

- All lowland development should be oriented away from the mesa.
- New lowland development should be a logical extension of existing land use in Mission Valley and Murphy Canyon.
- Support facilities needed for new lowland development should be provided within the new development or adjacent lowlands. No additional burden should be placed on existing schools, parks and local shopping facilities on the mesa.
- Streets serving new lowland development should be connected to the lowland road network, and not to major streets serving residential areas on the mesa.

(2) Environmental Problems:

- Environmental sensitivities should be incorporated into each precise development plan. These should include but not be limited to the following: air quality; flood hazards; high quality habitats and adjacent open space systems; hillside preservation and conservation; carrying capacity of the local street system; impact of San Diego Stadium.
- Ideally, depletion or termination of mining operations should be reached in a given Natural Resource Planning Unit before re-use begins. If this proves infeasible, new development should be sufficiently buffered from continued mining operations to meet existing noise and air pollution standards; present no danger to public health, safety and welfare; and minimize environmental conflicts.
- The use of Planned Residential Developments, Planned Commercial Developments and Manufacturing-Industrial Permits should be encouraged to assure the highest quality of development and sensitive treatment of the environment.

(3) Coordination:

- New development should be logical and cohesive, not piecemeal or fragmented.
- If two or more entities are operating in a given Natural Resource Planning Unit, they should coordinate their activities to assure logical, cohesive development and minimize environmental conflicts.

- Annexation of unincorporated territory should be achieved before any re-use requiring City services is begun.

- Coordination of planning efforts for the land south of Friars Road should be urged. This would achieve reasonable compatibility and consistency with proposals contained in the Plan.

Recommended Re-use Alternatives:

NRPU #1. North of Friars Road between State Route 163 and Mission Center Road. 142 acres. Includes Fenton I (west) and Conrock-Grant (west).

- Any of the following uses: industrial parks, warehousing and distribution; offices; auto service stations, restaurants, hotels, motels and other visitor and recreational facilities; or other uses approved by the Planning Commission. Not suitable for residential use.

  The proposed Whinchat Street extension that would connect with Mission Center Road should be deleted.

  Vehicular access should be gained from the Friars-Frazee-Murray Canyon-Mission Center Road system.

NRPU #2. Between Mission Center Road and Interstate 805. 221 acres. Includes Fenton I (east) and Conrock-Grant (east).

- Any of the following uses: residential (varying densities, wide variety of housing types including mobilehome parks); industrial parks; warehousing and distribution; offices; auto service stations, restaurants, hotels, motels and other visitor and recreational facilities; or other uses approved by the Planning Commission.

- Vehicular access should be gained from a street network off Friars Road, Mission Center Road and Stadium Way.

NRPU #3. Between Interstate 805 and Mission Village Drive. 156 acres. Fenton II.

- Any of the following uses: hotels, motels and other visitor and recreational facilities; industrial parks; warehousing and distribution; auto service stations; restaurants; offices; residential (varying densities; wide variety of housing types including mobilehome parks); or other uses approved by the Planning Commission.

- Vehicular access should be gained from a street network off Friars Road, with no streets extended from the uplands.

NRPU #4. Murphy Canyon and adjacent hillsides. 202 acres. Daley Corporation.

- Re-use should be selected from the following major groups: industrial park; offices. Other uses: Limited retail commercial should serve only the industrial parks. Auto service stations and commercial-recreation uses should be located only at major interchanges. This area is not suitable for residential use.

- Vehicular access should be gained from Ruffin Road and Murphy Canyon Road.

It should be pointed out that the Plan map designates continued sand and gravel extraction. Proposed guidelines, including generalized re-use plans, precise development plans, recommended re-use alternatives and other re-use development proposals are contingency measures. They should be employed if depletion or termination of operations occur during the life of the Plan. Re-use alternatives may be incorporated into a future Plan revision.

MONTGOMERY FIELD

Existing Conditions

Montgomery Field is located in Kearny Mesa-East adjoining State Route 163 and Aero Drive. The total area is 588 acres, including the approach-way northwest of Murphy Canyon.

Aircraft operations (takeoffs and landings) have increased dramatically from 156,000 in 1965 to 324,500 in 1975. These volumes have made Montgomery the busiest airport in San Diego County and the 22nd busiest in the nation. Air traffic is expected to approach 470,000 operations by 1986, a 32% increase. Currently, 550 aircraft are based at Montgomery. Users of Montgomery Field include recreational, executive and business flyers (mostly prop-driven craft but also a few small jets); airflight instructors; flying clubs; and, small charter operators.

Montgomery Field is one of two City-owned airports administered by the Airport Operations Division of the Department of Transportation. Major responsibilities include daily operation of the airport and support facilities, and leasing land for aviation-related services. Airport support facilities include an administration building, a control tower, a weather station, aviation fuel supplies, a heliport and safety equipment. Montgomery Field operates 24 hours a day.

Leases are set up in accordance with Council Policy 700-10 which sets forth guidelines for lease of all City-owned land. Although Montgomery Field is unzoned, uses under lease are controlled by conditions attached to lease contracts, and by development standards contained in the "Prospectus-Hotel/Commercial Aviation Operations", prepared by the City Department of Transportation. The Federal Aviation Agency (FAA) also regulates land use as well as airport operations, and is instrumental in obtaining 90% Federal financing for public improvements.

Many kinds of aviation-related uses exist at Montgomery Field, including aircraft repair and maintenance, tiedown areas (outdoor and hangar), aircraft sales, flight schools, aircraft repair training facilities, charter services, and a restaurant. Other uses contemplated are a hotel catering to users of Montgomery Field, office and conference room facilities for deplaning business people and some private commercial-recreation uses.

Baseball fields occupy part of the approach zone south of Aero Drive, and a pitch and put golf course has been proposed immediately east of the present runway.

TABLE 7
APPROXIMATE LAND ALLOCATIONS - MONTGOMERY FIELD

Runway and clearance zones (Airport proper)	240 acres
Airport administration	25
Lease for airport-related uses	188
Other clearance and approach zones	135
	588 acres

Problems and Issues

The role of Montgomery Field as part of a regional transportation system should be mentioned. This role will be only highlighted here but will be examined more fully in future CPO studies. Issues that concern Serra Mesa residents and other nearby communities include noise, approach pattern-crash hazards, and airport expansion plans. The basic task appears to be reconciliation of City policies with regional and FAA regulations and policies, demands of business interests and the concerns of nearby residents.

Montgomery Field is one of four general aviation (non-commercial and non-military) airports serving San Diego. The others are City-owned Brown Field in south San Diego and County-owned Gillespie Field and Palomar Airport. Montgomery is the busiest because of its central location and excellent freeway accessibility. It is expected to maintain its lead for at least the next 20 years. Accommodation of large scheduled airliners is not expected even on a relief or emergency basis. However, short hop commuter services utilizing small short take-off and landing (STOL) aircraft is a possibility in the distant future. Airspace requirements of NAS Miramar must be considered in expansion plans or operating procedure changes.

Although not exceeding technical standards, aircraft noise attributable to Montgomery Field operations is still an important local issue. Even though the major landing approach is over Murphy Canyon, aircraft frequently stray over residential areas. Helicopters and small jets are especially bothersome. Take-off noise affects Clairemont-Mesa, but not to 65 dB CNEL considered detrimental to residents.

A parallel issue is potential crash hazard. Although only three serious incidents have occurred, crash hazard would increase with heavier usage. This aspect will be considered in the CPO-San Diego Plan for Air Transportation (SANPAT) study for Montgomery Field, due in 1977.

For some time, the 1900-foot extension of Runway 28-R has been proposed in the Capital Improvements Program. (Note: This proposal has been suspended pending completion of the CPO-SANPAT study for Montgomery Field). Fears have been expressed that larger (and noisier) aircraft could be accommodated. Although the approach pattern would be shifted somewhat eastward and away from Serra Mesa residential areas, Tierrasanta might be significantly impacted by aircraft noise unless approaches are carefully controlled.

It should also be pointed out that small private jets use the present runway. Expanded fuel storage and other facilities might lead to an increase in frequency of jet aircraft operations, and may attract larger aircraft.

Space has been reserved for a cargo handling facility near the end of Ponderosa Avenue. It would be intended to handle small package, high value cargo such as electronic parts assembled in nearby industrial parks. Only light aircraft would use the facility.

Objectives

- To encourage development of Montgomery Field as an attractively designed and well maintained general aviation airfield, that would relate well to nearby industrial uses and be a community as well as regional asset.

- To provide aviation services, commercial recreation and other appropriate uses to supplement airfield operations.

- To mitigate adverse environmental impacts of noise, crash hazards and visual appearance affecting adjacent areas.

- To ensure that overall use and development of Montgomery Field is on a solid financial basis.

Specific Proposals

- The findings and recommendations of the CPO-SANPAT study should be supported regarding (1) the operation, facilities expansion and land use development of Montgomery Field and (2) land use located on adjacent land included in its "Airport Influence Area".

- Operation and development of Montgomery Field should conform to FAA regulations and policies.

- Non-runway areas should be encouraged to develop with airport related services and uses such as, but not limited to: aircraft sales, service, maintenance and storage; flight schools, flying

clubs and similar uses; auto leasing; air hotel; meeting rooms; restaurants; offices; recreation facilities. Alternative uses could include light industry, warehousing, distribution and low intensity recreation. These should be considered only if demand for airport related services proves insufficient.

- Low intensity outdoor recreation uses should be encouraged within aircraft approach zones.

- City Council Policy 700-10, development standards set forth in the "Prospectus-Hotel/Commercial Aviation Operation" and succeeding policies relating to financial feasibility and development should be endorsed.

- Each land use proposal for Montgomery Field, either City operations or lease proposals, should be reviewed by the Planning Commission.

- Noise effects on nearby residential areas should be minimized by routing approaches over Murphy Canyon, and by prohibiting excessively noisy aircraft from using Montgomery Field.

- Noise levels should be monitored to be certain that all State and Federal standards are met. The Serra Mesa community would like to go on record by stating that any increase in aircraft noise levels will not be tolerated.

- Landscaping, including the planting of grass on dirt surfaces next to runways and screening of the airfield along Aero Drive, should be encouraged.

- Aviation support facilities and services should be limited to Montgomery Field property.

INDUSTRIAL/COMMERCIAL DISTRICTS

Existing Conditions

This subelement deals with the portion of the Regional Employment Center designated for industrial and commercial use in the Progress Guide and General Plan. Total area is about 2,700 acres.

The industrial-commercial area is comprised of a wide variety of industrial, warehousing, distribution, wholesale, retail, office and commercial-recreation uses. To facilitate analysis the following functional classification of land use is employed:

Industrial Uses

(1) City industrial parks
(2) Single-purpose industrial sites (private)
(3) Speculative industrial-office parks and industrial subdivisions

Regional general commercial uses

Regional office/administrative facilities

Other Regional Facilities

Industrial Uses:

A major factor in the pattern of industrial land use is the method of development. There are three types of development: City-controlled industrial parks, single purpose industrial sites developed by private interests, and speculative industrial-office parks and subdivisions.

(1) City Industrial Parks:

When plans fell through for a regional commercial-aviation airport at Montgomery Field the City designated surplus lands for industrial use. Although most of the land was sold outright, approximately 418 acres were retained in San Diego Industrial Park and Research Park. These industrial parks are distinguished by development restrictions and performance standards that are more stringent than existing zoning; methods of handling land transactions; and pricing structure.

The intent of City policy was to set aside land for non-polluting industry; and, in Research Park, for research and development. Development controls, called "Declarations of Restrictions" were adopted by the City Council. These controls were intended to preclude incompatible land uses (especially retail commercial) from usurping prime industrial land, and to provide performance standards to minimize environmental pollution. The restrictions also apply to all subsequent resales. Under present City policy, the Economic Development Corporation (EDC), an affiliate of the Chamber of Commerce has a "non exclusive right" to purchase City industrial property for resale. Land must be sold at

"fair market value" as established by independent fee appraisers. Due to the land use restrictions, prices tend to be lower than those of privately-owned industrial land. EDC inserts a "limited reversionary clause" into all sales contracts so that in case of default, EDC may exercise an option to repurchase the site and buildings within a set time period.

(2) Single Purpose Industrial Sites:

Other lands were sold by the City to primary industrial users without additional controls. The most prominent example is Convair Astronautics, located on 244 acres east of State Route 163 between Balboa Avenue and Clairemont Mesa Boulevard. There are also many smaller facilities especially in Kearny Mesa-West. Some of these smaller structures have been converted to retail commercial and related uses, most noticeably in Kearny Mesa-West south of Balboa Avenue. Some older properties are in need of rehabilitation and may be redeveloped during the plan period.

(3) Speculative Industrial-Office Parks and Subdivisions:

A recent phenomenon is the speculative industrial-office park, completed without definite lease commitments. This type of development is a direct result of rapidly increasing start-up costs for traditional land purchases and plant construction. This approach provides new enterprises and larger firms with an alternative to tying up capital in fixed facilities. A great advantage of this arrangement is flexibility. As most of these developments are modular in construction, interior floor space can be easily rearranged to suit tenants.

A variation of the speculative industrial-office park is the industrial subdivision where a large developer acquires a sizable tract of land (50 acres or more) and subdivides it for resale. The developer provides major improvements such as water, sewers and streets, and sets aside areas for recreation and other amenities. Buyers would develop the parcels as they see fit. Some private developers affix covenants, conditions and restrictions (CC & R's) to the land to discourage incompatible land uses.

Most speculative industrial-office parks in the Regional Employment Center are located along Convoy Court, Mercury Street, Complex Drive, and north of Clairemont Mesa Boulevard along Kearny Mesa, Kearny Villa and Chesapeake Roads. Two large industrial subdivisions, Daley Business Park and Rehco Industrial Park, are planned along Ruffin Road in Kearny Mesa-East.

Land use in speculative industrial-office parks reflects the M-1A zoning. Many commercial firms not specifically serving the local work force find the rents and location attractive.

Regional General Commercial Uses:

Several major concentrations of general commercial uses have evolved in the Regional Employment Center. The most prominent is the Convoy Street Commercial District. It is significant that nearly all this retail development has occurred under M-1A zoning. In contrast to regional shopping centers in Mission Valley, the Convoy Street development is the result of uncoordinated actions by many individual developers. The commercial development is strongly automobile-oriented, and contains high volume discount stores, auto sales and service centers, fast food outlets, furniture stores, hardware stores and the like. In addition, several speculative commercial centers, each equivalent to a neighborhood shopping center, are found along Convoy Street and Clairemont Mesa Boulevard. Other concentrations of general commercial uses exist along Clairemont Mesa Boulevard, Kearny Mesa Road south of Clairemont Mesa Boulevard, and at Complex Drive.

A number of commercial-recreation uses are located on Clairemont Mesa Boulevard. These include a recreational complex near Interstate 805 and a motor hotel and drive-in theater near State Route 163.

Regional Office/Administrative Facilities:

There are numerous office and office park developments scattered throughout the Regional Employment Center. The largest office complexes are located near Shawline Street and Convoy Court and on Ruffin Road north of Aero Drive.

The County Operations Center is located on Overland Avenue. Thirty-five acres are devoted to vehicle storage and maintenance, supply centers and numerous field and engineering services. The County recently agreed to purchase a 29-acre warehouse site at Ruffin Road and Clairemont Mesa Boulevard. In addition, the County operates a Traffic Court and leases space in several nearby industrial parks.

Other Regional Facilities and Problem Areas:

Listed below are additional regional facilities considered part of the Regional Employment Center. All of these have created issues in nearby residential neighborhoods relative to traffic congestion and/or physical appearance:

. School District Support Facility

. San Diego Gas & Electric Mission Substation

. San Diego Pipeline Tank Farm

Special problem areas primarily concerned with future land use are:

- Operations Centers and Facilities
- Future use of NAS Miramar land south of proposed State Route 52 Freeway Extension
- Convoy Street - Othello Avenue Area
- Friars-Frazee Activity Center
- Parcel on Friars Road East of Interstate 805

Space does not permit detailed treatment of these facilities and problem areas. Recommendations intended to address most of these issues are contained in the specific proposals at the end of this Element.

Problems and Issues

There are numerous problems and issues with respect to the industrial-general commercial districts and related facilities. The scope of this Plan permits coverage of only the most pressing. These include: (1) the preemption of industrial land by commercial uses, and (2) the relationship of Research Park to Montgomery Field and residential areas.

Note: traffic congestion, certainly a major issue, is treated at length in the Transportation Element. Visual degradation is dealt with in the Environmental Management Element.

Preemption of Industrial Land by Commercial Uses:

A serious departure from the City Progress Guide and General Plan is the preemption of industrially designated land by non-industrial uses, especially retail commercial businesses. Contributing to this trend are existing zoning, location, accessibility, and land prices. The phenomenon of the preemption of industrial land is treated at length in the San Diego City Planning Department report San Diego's Industry 1969-1990, A Planning Analysis (pages 117-122).

Of 800 acres of M-1A land in Kearny Mesa-West 299 acres are used for commercial purposes, 355 for industrial purposes and 14 for other uses. Preemption has been less of a problem in Kearny Mesa-East as only 55 acres of commercial development has occurred on 1,250 acres of M-1A land. However, the potential still exists for preemption on most of 402 acres of M-1A land still available for development in Kearny Mesa-East as well as on 132 vacant acres in Kearny Mesa-West.

The problem lies with the liberal provisions of the M-1A zone. Although ostensibly an industrial zone, it permits the full range of retail

commercial uses. One intent of this zone is to enable industrial developers to provide retail outlets and services to serve the working population. The Kearny Mesa industrial area, as designated by the Progress Guide and General Plan was intended to draw workers from surrounding residential communities. However, merchandizers came to visualize Kearny Mesa as the heart of a vast marketing area, providing an alternative to the more structured, exclusive shopping centers in Mission Valley.

Development potential under the M-1A zone, central location and freeway accessibility have all contributed to extremely high land prices in Kearny Mesa. According to sources familiar with the industrial real estate market, maximum price limits (in 1976 dollars) are $2.00 per square foot for industrial developers and subdividers, and $3.00 for industrial users. Only commercial and office users can afford prices over $3.00. Current land prices in City industrial parks are in the $1.50 to $1.75 range, reflecting the development restrictions. Land not subject to restrictions is selling for $2.75 in Kearny Mesa-East, and asking prices of $4.00 to $5.00 have been reported along Convoy Street.

In order to arrive at a meaningful solution to the preemption problem, it is necessary to distinguish between general commercial and support facilities. General commercial uses are those normally found in shopping centers or freestanding commercial strips. They attract shoppers from nearby residential areas as well as industrial districts. Land use and traffic conflicts frequently occur when general commercial uses are mixed with industrial uses. Support facilities are those intended to serve the working population. These may include recreational, child-care, financial, office and limited retail and service uses. Preemption of industrially designated land by general commercial uses should be discouraged. On the other hand, support facilities, strategically placed and well designed can significantly enhance the working environment.

The current zoning framework cannot satisfactorily accommodate the concept of limited support facilities. The M-1A zone is too inclusive as all commercial uses are permitted. The M-1B zone is too restrictive as only business services, office uses and certain "heavy" commercial uses not normally found in shopping centers are allowed. The use of "spot" commercial zones in conjunction with M-1B may be the best interim solution. Note: A new approach, the "Planned Industrial Development" (PID) is being developed as of this writing. This concept will permit some flexibility in permitted land uses in exchange for improved landscaping, parking and other site design concessions.

Relationship of Research Park to Montgomery Field and Residential Areas:

For the purposes of this Plan, Research Park consists of the 77 acres originally owned by the City of San Diego and 24 acres owned by the State of California and private interests. The entire 101 acre area is

zoned M-IP, with additional restrictions applied to the original City ownership. Although Research Park was established in 1957, only 49 of the original 77 acres have been developed. Slow sales have continued despite such positive factors as attractive land costs and terms, including financial incentives; proximity to a general aviation airfield and major health complex; and easy freeway access. Apparently, property restrictions, small parcel size (1 to 6 acres), and linear arrangment of shallow sites are off-setting factors.

The M-IP zone and the Declaration of Restrictions were recently liberalized to permit certain business and professional services in an apparent effort to increase demand for Research Park land. The Serra Mesa Community became concerned with the prospects of offices preempting research and development uses, and with the possibility of services oriented to Montgomery Field locating in Research Park.

Aero Drive is a major entrance to Serra Mesa. Although the community has been primarily concerned with traffic and aesthetic appearance, another consideration is the role of Aero Drive as a major street. Too many driveways could reduce its effectiveness as a through-traffic carrier and endanger users of the bike lanes. Eight acres in the Research Park Subdivision Addition have been proposed for removal from the market to allow expansion of Serra Mesa Community Park to a full 20 acres. This is a community goal. A strip of State-owned land is separated from the Research Park by Kearny Villa Road. Its configuration precludes use for industrial park purposes.

Objectives;

- To encourage the location of both large and small firms in a wide variety of non-polluting industries to help achieve regional economic stability.

- To preserve the integrity of the industrial area by discouraging indiscriminate location of incompatible land uses.

- To encourage limited support facilities specifically serving the labor force.

- To encourage development of a land use pattern that minimizes conflicts among communting, delivery and shopping traffic.

- To encourage all new industrial development to locate in modern, attractive, well-designed and landscaped industrial parks.

- To provide for industrial sites which are large enough to allow ample space for on-site parking (underground parking where possible), appropriate landscaping and loading facilities, and area for expansion.

- To encourage landscaping of existing industrial uses to buffer unsightly and congested industrial areas from surrounding land uses.

Specific Proposals

Industrial and General Commercial Districts:

- Appropriate zoning should be accomplished to assure high industrial park standards in the areas allocated for industrial uses and to exclude additional general commercial uses from areas designated for industrial use.

  (1) Rezonings from interim holding zones (A-1, R-1-20, R-1-40) should be to M-1B (Industrial with Restricted Commercial), or M-IP (Industrial Park).

  (2) M-1A property designated for industrial use should be rezoned to M-1B.

  (3) The use of covenants, conditions and restrictions (CC&R's) should be encouraged.

- Support facilities within designated industrial areas should be provided specifically to serve workers and industrial firms. Such facilities should include the following permitted in the M-1B zone: banks, credit unions, savings and loan associations and business-office uses. The following additional uses should also be encouraged by very selective commercial zoning (CA, C-1 or CO) in conjunction with Planned Commercial Developments (PCD's); or under Conditional Use Permits (CUP's): restaurants, snack shops, recreational facilities (such as racquet ball-hand ball courts; gymnasiums and health clubs); child care centers, service stations and other appropriate uses approved by the Planning Commission. Ideally, such facilities should be designed as integral parts of large-scale industrial parks. Freestanding strip commercial development should not be permitted. Signs should be low-key and freeway-oriented outdoor advertising structures should be discouraged. This proposal should be stipulated in the Declaration of Restrictions for City Industrial Park and in CC&R's on private industrial developments. An industrial zone designed to accommodate the support facilities listed above and excluding general commercial uses should be devised.

- Extensive landscaping should be utilized in all development that fronts on freeways, arterial or major streets; adjoins Murphy Canyon or areas designated for open space; and abuts residential development. The greater site design controls incorporated into the M-IP zone would be preferable to conventional industrial zoning to prevent possible land use conflicts. An alternative approach, the Planned Industrial Development (PID) concept, is presently being developed.

- New visitor commercial uses, such as service stations, restaurants and lodging facilities should be strictly limited to land adjacent to freeway interchanges. Such uses should be adequately buffered from industrial and residential uses, and designed so as not to disrupt the environment. The amenity of designated scenic highways (State Route 52 extension and Interstate 15 through Murphy Canyon) should be respected.

- The 26 acre Fed Mart shopping area at Convoy Street and Othello Avenue should be designated a community shopping center. It would serve the Serra Mesa community and nearby residential areas west of I-805 between Genesee and Balboa Avenues.

- In recognition of existing general commercial uses that are likely to persist through the Plan period, a policy of containment for consumer-oriented general commercial uses should be adopted. Such uses should be limited to Convoy Street and Clairemont Mesa Boulevard (the lands designated for general commercial use on the Plan map). This proposal may be implemented by use of Commercial Zones CO, CA and C-1. PCD's should be strongly encouraged for new commercial development. Land presently zoned M-1A, fronting on Clairemont-Mesa Boulevard between State Route 163 and Ruffin Road, may remain in M-1A to accommodate some general commercial uses in combination with industrial-office park developments. However, shallow-depth, small lot, freestanding strip commercial development should be strongly discouraged.

- A visitor-commercial district should be established in the vicinity of the Clairemont Mesa Boulevard-State Route 163 interchange. Such uses should include lodging facilities, restaurants and service stations. The existing drive-in theater should be either refurbished or the site redeveloped to industrial-office park, visitor-commercial or freestanding discount department store uses.

- Light industrial, wholesaling, distribution and warehousing uses should be encouraged in the older area generally east of Convoy Street and south of Balboa Avenue. Further incursion of general commercial uses should be discouraged.

- Attractive industrial parks with some distribution, warehousing and wholesaling uses should be encouraged in Kearny Mesa-West between Balboa Avenue and Convoy Court. Further incursion of general commercial uses should be discouraged.

- San Diego Research Park (City, State and private land) should develop according to the following criteria:

  (1) Driveways along Aero Drive should be discouraged.

- San Diego Gas & Electric Mission Substation:

  (1) Efforts to screen and buffer the facility to date should be recognized. These have been incorporated into the Conditional Use Permit now in force. The Use Permit should be retained for an indefinite period, amended when necessary to accommodate further expansion.

  (2) When feasible, all overhead transmission lines should be undergrounded and transmission towers removed.

  (3) Uses of rights-of-way should be permitted that will not interfere with their primary function. Such uses many include: plant nurseries, parks, bicycle and pedestrian paths, gardens, and outdoor recreactional uses.

  (4) Rights-of-way located within residential neighborhoods should be landscaped. These rights-of-way should be kept clear of trash and refuse and otherwise well-maintained.

- San Diego Pipeline Tank Farm:

  (1) Facilities visible from nearby areas should be well maintained.

  (2) Unincorporated land should be annexed to the City of San Diego to assure City fire protection supplementing on-site safety preparations.

- Operations Centers and Facilities:

  (1) Support facilities and operations complexes for governmental and other public, utility, communication and transportation agencies should be considered appropriate uses for industrial areas.

  (2) The location of governmental <u>administrative</u> functions should be discouraged in the Regional Employment Center.

- Future use of NAS Miramar land south of Proposed State Route 52 Extension (approximately 200 acres):

  (1) Upon commitment of funds to begin construction of State Route 52 Freeway extension, the following land uses should be encouraged:

    (a) Mesa surfaces: low intensity industrial-warehousing-distributive uses meeting the standards for 65-70 dB CNEL; park and recreational facility for the working population.

(2) Facilities catering to users of Montgomery Field should be discouraged.

(3) The community goal of creating an adequate community park by the inclusion of designated Research Park Subdivision Addition lands should be supported.

(4) The attractive environment afforded by the park expansion and by Cabrillo Heights Neighborhood Park should be capitalized upon through appropriate landscaping.

(5) Clustered development on access streets off Aero Drive should be encouraged.

(6) Firms that complement the nearby Health-Institutional Complex, should be encouraged to locate in Research Park. Examples could be manufacturers of biological compounds, pharmaceuticals or medical instruments.

(7) Speculative office complexes should be discouraged.

(8) The State-owned parcel should be rezoned to permit highway-oriented commercial and/or office uses, with strictly controlled access and signing.

- Industrial subdividers should be encouraged to provide both large industrial plant sites of 30 acres or more and smaller sites on the remaining vacant land in Kearny Mesa-East. Emphasis should be placed on industrial-user sites rather than speculative industrial parks.

- In recognition of the need for speculative industrial-office parks, this kind of development should be confined to: Kearny Mesa-West, east of Convoy Street and north of Balboa Avenue; the corridor along Kearny Mesa Road north of Clairemont Mesa Boulevard; and the drive-in threater site (as a development alternative). Office complexes may be appropriate on high-cost, high-exposure sites along the Convoy Street axis.

Other Regional Facilities and Problem Areas:

- San Diego Unified School District Support Facility:

(1) When funds are available, some or all of the facility should be relocated to the District-owned parcel in Kearny Mesa-West.

(2) Should the existing facility be abandoned, the community or City should be given an opportunity to acquire the property for public purposes.

(b) Canyons and hillsides: outdoor recreation and open space.

(2) The possibility of creating a City-owned industrial park by means of land exchanges with the Navy should be considered. City-owned land, heavily impacted by noise-crash hazards from NAS Miramar and now being considered for fee acquisition by the Navy would be appropriate for such a trade.

. Convoy Street (west side) - Othello Avenue Area

(1) An office-commercial-industrial park complex, including redevelopment of property on the east side of Convoy Street, should be established.

(2) Access should be provided by Othello Avenue and an interior street network connecting Othello and Convoy Street/Mercury Street. Direct access off Convoy Street should be discouraged.

. Friars-Frazee Activity Center

(1) Development of an attractive light industrial-office park should be fostered by rezoning the M-1A portion to zones eliminating the potential for indiscriminate general commercial development.

(2) Future development should be coordinated with the re-use of NRPU #1 to accomplish logical development with minimal environmental conflicts. (See Natural Resources Re-use proposals).

. Parcel on Friars Road East of Interstate 805

(1) Redevelopment of this parcel should be coordinated with the re-use of NRPU #3 to accomplish logical development with minimal environmental conflicts. (See Natural Resources Re-use proposals).

(2) Should this parcel develop independently, the uses should be low traffic generating storage, distribution, and light industry. These are permissible under M-1B zoning. Additional direct access off Friars Road should be discouraged.

. Although most important planning problems existing in the Regional Employment Center were addressed, it would be desirable to undertake more precise studies following adoption of this Plan for the following areas of concern:

(1) Kearny Mesa Health-Institutional Complex

(2) Kearny Mesa-East and West: land use, parking and circulation; possible redevelopment of older areas, consideration of a City park-recreation facility.

(3) Utilization of NAS Miramar land south of State Route 52 Extension

(4) Re-use of sand and gravel areas

(5) Adequate land use controls in industrial areas

These studies should be coordinated with those by CPO; San Diego County Integrated Planning Office and other public agencies concerned with regional land use and functions. The Community Planning Committee (CAC) should be a participant in these studies.

TRANSPORTATION ELEMENT

The movement of people and goods is one of the most important considerations in the planning process. Ideally, the transportation system should be well-balanced between individual and mass transit conveyances, and offer a wide choice among modes of travel. The transportation system in the Serra Mesa Community Planning Area falls short of the ideal in several respects. This will be seen in the existing conditions analysis to follow. Topics include: Street System, Parking, Transit System, Bicycle Routes, Pedestrian Walkways and Equestrian Trails. Air Transportation is discussed in the Regional Employment Center Element.

EXISTING CONDITIONS

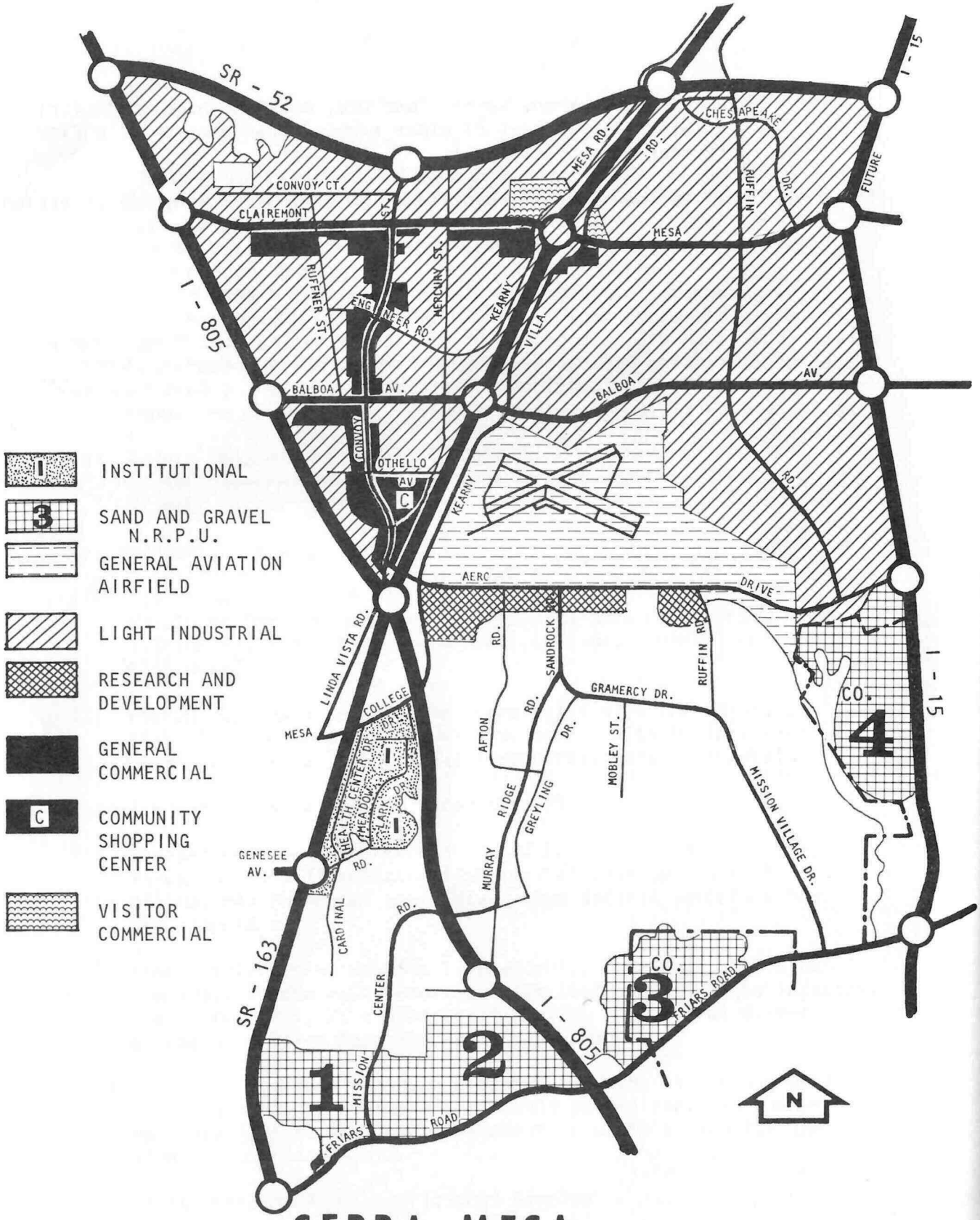
Street System

The street system in the community is characterized by five functional classifications: Freeways, Primary Arterials, Major Streets, Collector Streets and Local Streets. Freeways may have four or more lanes, with full access control and grade separations at intersections. Their primary function is to carry high volumes of traffic at high speeds between points. Primary Arterials are usually four to six lanes wide with limited access, grade separations and extra lanes where conditions require. They are designed for through-traffic, but usually have signals at major intersections. Major Streets are also usually four to six lanes wide. Although designed primarily for through traffic, they also provide access to abutting property. Collector Streets are typically two to four lanes wide. They function as feeders of traffic to the major street system and provide continuity with local streets. An equally important function is that of providing access to abutting property. Local Streets serve adjacent land uses. They may be two lane minor streets or one lane alleys.

Efficiency of the primary arterial-major street network in the community varies considerably. Friars Road and Aero Drive function smoothly most of the time because there are few intersecting streets and virtually no driveways. In contrast, Balboa Avenue, Clairemont Mesa Boulevard and Convoy Street in Kearny Mesa-West experience congestion at times as access to abutting properties is virtually unlimited.

Several traffic generators may cause local congestion. San Diego Stadium traffic can overload Friars Road and increase the load on nearby residential streets. Traffic generated by Mesa College and Kearny Senior High School affect the Mesa College - Kearny Villa Road major street system.

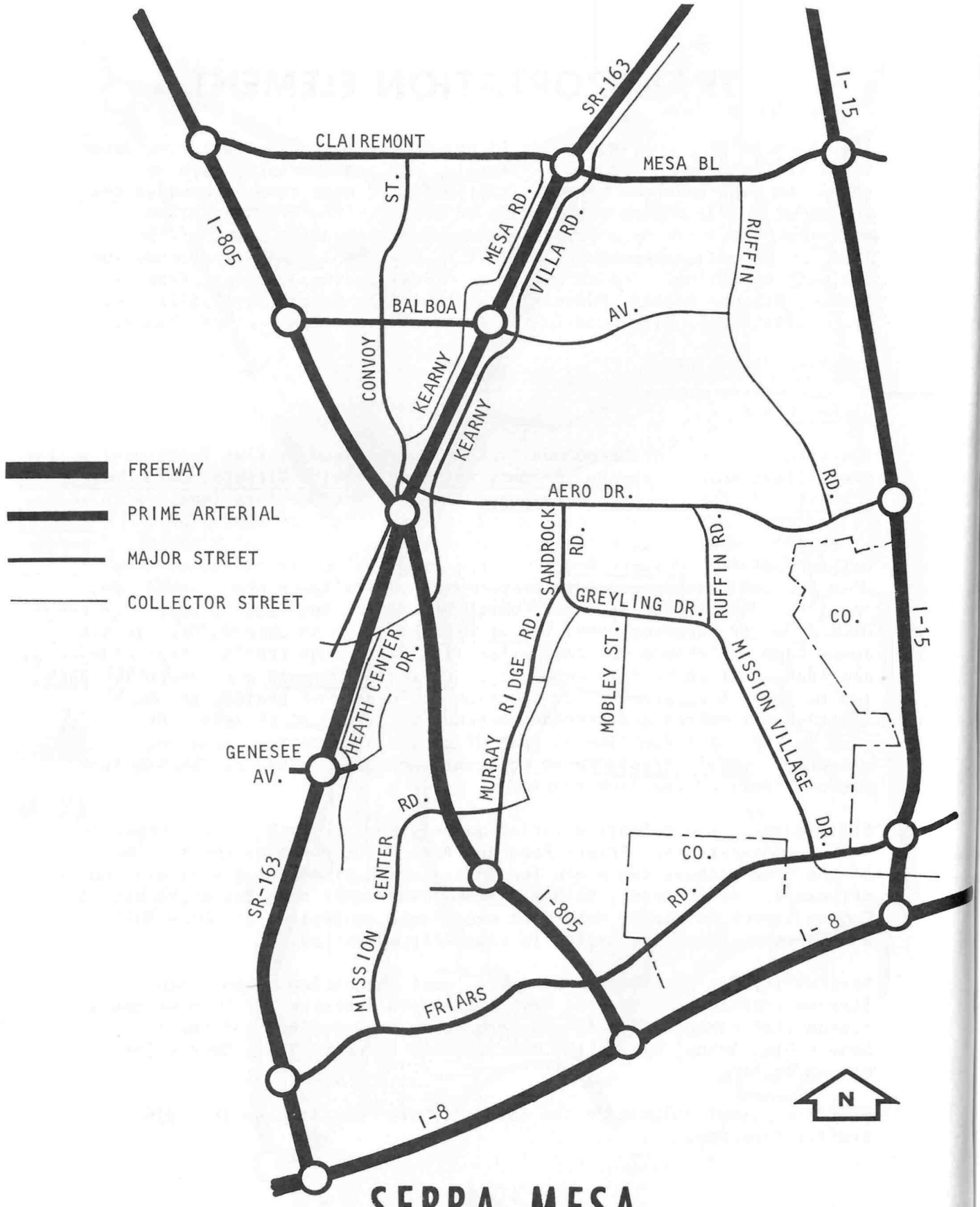
Existing street volumes in the community are indicated on the 1976 traffic flow map.



SERRA MESA

FIGURE 14

REGIONAL EMPLOYMENT CENTER PROPOSALS



SERRA MESA

FIGURE 15

1976 FUNCTIONAL STREET CLASSIFICATION MAP

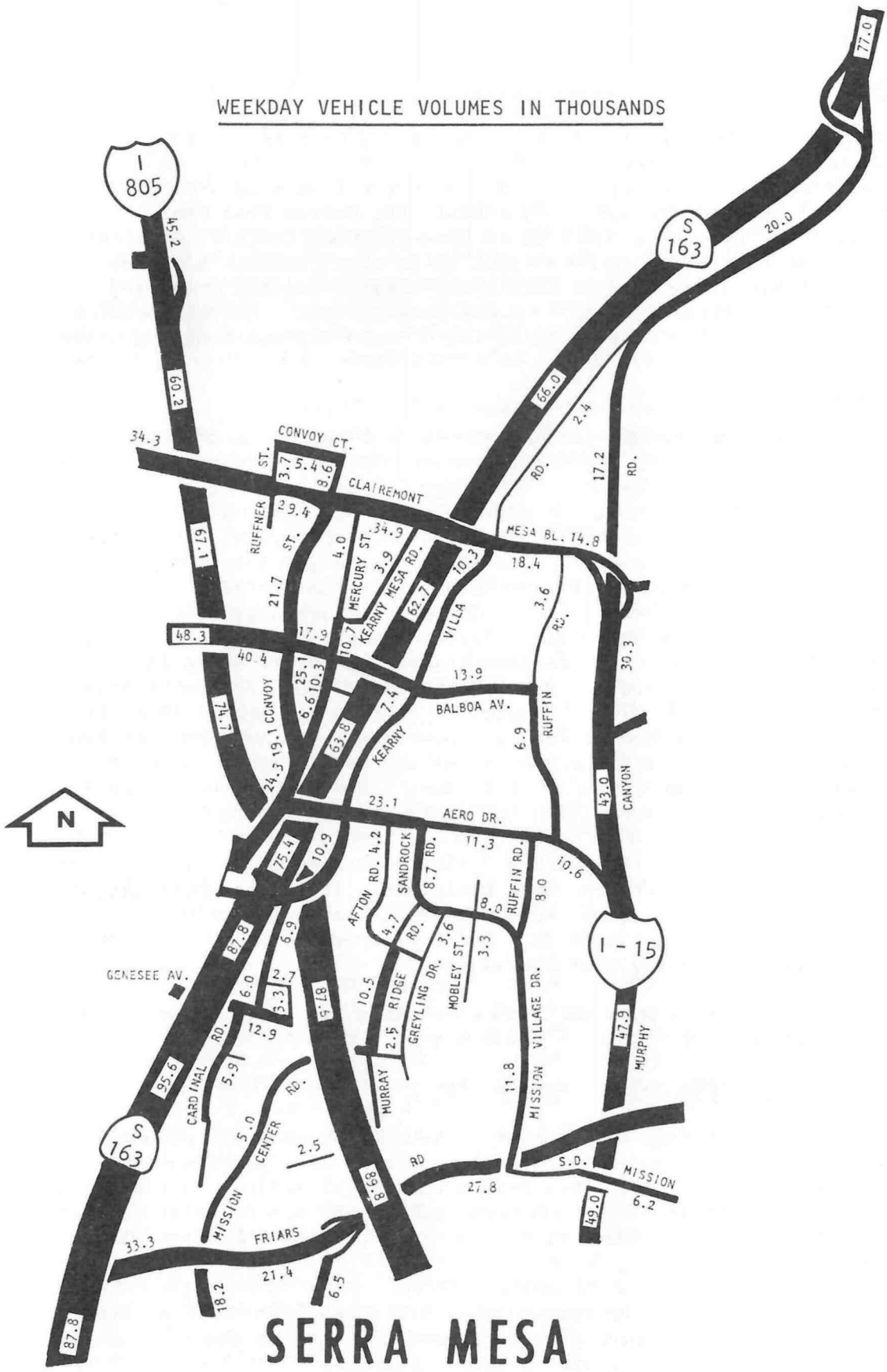


FIGURE 16

1976 TRAFFIC FLOW MAP

Parking

On-street parking occurs either by necessity, because parking lots are inadequate or non-existent, by individual choice to avoid fees, or for convenience. Examples of inadequate off-street parking are found in the commercial portions of Kearny Mesa-West, the Kearny Mesa Health-Institutional Complex and the Serra Mesa Shopping Center. On-street parking has been a source of irritation in some residential areas. Patrons of San Diego Stadium park along Mission Village Drive and adjacent residential streets to avoid parking fees. Another problem area is along Ruffin Road north of the Mission Village Shopping Center.

Transit

An element of the transportation network destined to become more important as pressure mounts for energy conservation and improved air quality is the public transit system. San Diego Transit Corporation has accorded the community high priority in improving bus service. Although considerable route experimentation is being undertaken, much still needs to be done to attract riders. Currently, Route 25A serves the Serra Mesa subarea from Mission Village Road to Mission Center Road, with a transfer point at Fashion Valley. Connections are available to Downtown, San Diego State University, Pacific Beach, Sorrento Valley, and Grantville-Allied Gardens. Another transfer point to Route 25 is located at Aero Drive and Sandrock - Afton Roads for direct service to Sharp Hospital and to Linda Vista. Routes 25 and 25A operate at 15 minute intervals between Fashion Valley and Downtown, with service extended to Mission Village Road and Sharp Hospital at approximately 60 minute intervals during peak periods. This long interval between headways has been a source of irritation for residents of the area.

Route 27 connects Pacific Beach and Tierrasanta by way of Balboa Avenue, Convoy Street and Clairemont Mesa Boulevard. It serves the Regional Employment Center and connections are available to Sorrento Valley, Mira Mesa, Downtown, and Linda Vista. Route 27 operates at approximately 30 minute intervals during peak hours.

San Diego Transit Corporation also operates a bus route between Kearny Senior High and the corner of Shawn Avenue and Melbourne Drive.

Bicycle, Pedestrian and Equestrian Trails

Non-motorized forms of transportation have achieved great popularity in recent years in response to increased concerns over personal and environmental health. The result has been a boom in bicycling, walking, jogging and horseback riding. Although these activities are oriented to both transportation and recreation, trails are a part of the circulation system.

An important issue in the community is the establishment of an adequate bicycle route plan. Major bicycle generators include the six public

elementary schools, St. Columba Parochial School, Taft and Montgomery Junior Highs, Kearny Senior High, the library and the community park and recreation center. Problems confronting bicyclists are: (1) steep roads leading out of the community, (2) on-street parking along designated route lines and (3) general traffic.

High costs preclude the provision of separate bike trails throughout the community. The only alternative is to utilize existing streets for most of the bicycle route system. The community is bounded on three sides by proposed regional bikeways. These are located along the proposed State Route 52 extension, Murphy Canyon and Mission Valley. Access to the regional bikeways is limited by sharp elevation differences.

Fortunately for pedestrians, nearly all streets are improved with sidewalks. Pedestrian overcrossings at State Route 163/Cardinal Lane and Interstate 805/Othello Avenue provide access to schools and parks outside the community. However, few walkways intended solely for pedestrians exist in the study area. There is a need for separate pedestrian access to parts of the Mission Village Shopping Center and other activity centers. Hiking trails have not been designated in the community, but the regional bikeways could serve as major hiking routes. These could be linked to urbanized areas by trails through the attractive natural canyons.

Horseback riding has also increased in popularity, necessitating trails and facilities, (see A Plan for Equestrian Trails and Facilities).[6] A major trail is recommended that would connect San Clemente Natural Park with Fortuna Mountain through NAS Miramar lands. The trail would cross I-15 north of its intersection with State Route 163, with the alignment continuing along State Route 52. A local trail from Ruffin Court through Shepherd's Canyon to Fortuna Mountain is already in use.

FUTURE TRAVEL FORECASTS

Street and Highway System

While increases are forecast in pedestrian, bicycle, and transit usage, the auto should remain as the dominant form of transportation in the community for the next 15 to 20 years. Using the City's Streets and Highways Standards (Table 8) as a guide, the projected 1995 traffic demand volume, expressed in auto trips, is translated into street requirements on the 1995 Street System map. Major increases in traffic will occur in Kearny Mesa-West and East as the Regional Employment Center continues to develop.

As auto trips begin to exceed the street capacity, safety performance will diminish and congestion, driver irritation and delay will occur. Because the circulation system is already established, remedies for future conditions must necessarily involve changes to existing streets. These changes are basically limited to parking removal, street widening, left turn prohibitions during "peak" periods, costly grade separated interchanges, access control and establishment of one-way pairs.

TABLE 8
CITY OF SAN DIEGO
STREET DESIGN STANDARDS*

Appendix I
(To Council Policy 600-4)

FUNCTIONAL STREET CLASSIFICATION	NUMBER OF LANES	APPROX. MAX. ADT	R.O.W. WIDTH	CURB (OR OTHER) WIDTH	MEDIAN WIDTH	SHOULDER WIDTH	MINIMUM RADIUS OF CURVE	MAXIMUM GRADE
Primary Arterial	6	47,000	122' (1)	102'	14'	8'	1000'	6%
	4	28,000	98' (1)	78'	14'	8'-10' (4)	1000'	6%
Major	6(2)	32,000	122' (3)	102'	14'	8'-10' (4)	1000'	7%
	4	25,000	98' (3)	78'	14'	8'-10 (4)	1000'	7%
	4	18,000	88'-98 (5)	68'-78'	4'	8'-10' (4)	1000'	7%
Collector Street	4	10,000	84-98' (5)	64'-78'	0-14'	8'-13' (4)	500'	12% (6)
	2	5,000	60-70' (7)	40'-50' (7)	0'	8'-13'	300'	12% (6)
Local Street (8)								
Industrial	2	5,000	70'	50'	0'	13'	200'	8%
Commercial	4	10,000	84'	64'	0'	8'	200'	8%
	2	5,000	60'	40'	0'	8'	200'	8%
Residential	2	5,000	60'	40'	0'	8'	100'	15%
	2	1,500	56'	36'	0'	8'	100'	15%
	2	700	52' (9)	32' (9)	0'	8'	100'	15%
	2	200	50' (9)	30' (9)	0'	8'	100'	15%
Bikeways								
Separated facility	2	--	12'	8'-10' (10)	0'	-	15'	7%
Within Street R/W (11)	2	--	10'-16'(12)	10' (13)	0'	-	15'	Grade of St.
Within Roadway (14)	2	--	--	5'-8'	0'	-	15'	Grade of St.
Alley	2	--	20'	20'	0'	-	100'	15%
Sidewalk (15)	2	--	--	4'-5' (16)	0'	-	-	Grade of St.

1. Full control of access from abutting property.
2. Used only where property owners elect and are authorized to construct additional lanes to convert a four lane primary arterial to a major street in order to gain access.
3. Access and parking control at critical locations. Additional width required for double left turn lanes.
4. 10' where State or Federal design standards apply.
5. 98' required where left turn lanes are needed.
6. 8% in commercial areas.
7. 70' R.O.W. and 50' curb width in idustrial areas.
8. Frontage roads or other single locaded streets: R.O.W. and curb widths may be reduced in residential areas to provide streets of 47/32' (5000 ADT), 43/28' (1500 ADT) and 41/26' (700 and 200 ADT). R.O.W. may be reduced 5' in commercial or industrial areas with no decrease in curb width.
9. Where no parking will be allowed, curb to curb width may be reduced to 24' with right of way width of 44' (R.O.W. 34' where sidewalks are provided separately from streets).
10. 10' facility where substantial amount of traffic volume is anticipated (e.g. near schools).
11. Located in curb to property line area.
12. 16' provides for 6' landscaped separation between bikeway and roadway along major/primary arterials.
13. Street lights, hydrants, etc., accommodated within paved 10' area.
14. One-way traffic on each shoulder, no parking. Separation from traffic lane varies from 6" white line to 2' island.
15. Sidewalk on each side except on single loaded streets.
16. Minimum clear unobstructed width - 4' residential areas, 5' in commercial and industrial areas (excludes curb top width, fire hydrants, light poles, transformers, etc.)

*NOTE: These are standards applicable primarily to newly developing areas without unusual terrain problems. In difficult terrain and in older developed areas where flexibility is lost, they may represent only desirable goals which the designer attempts to achieve.

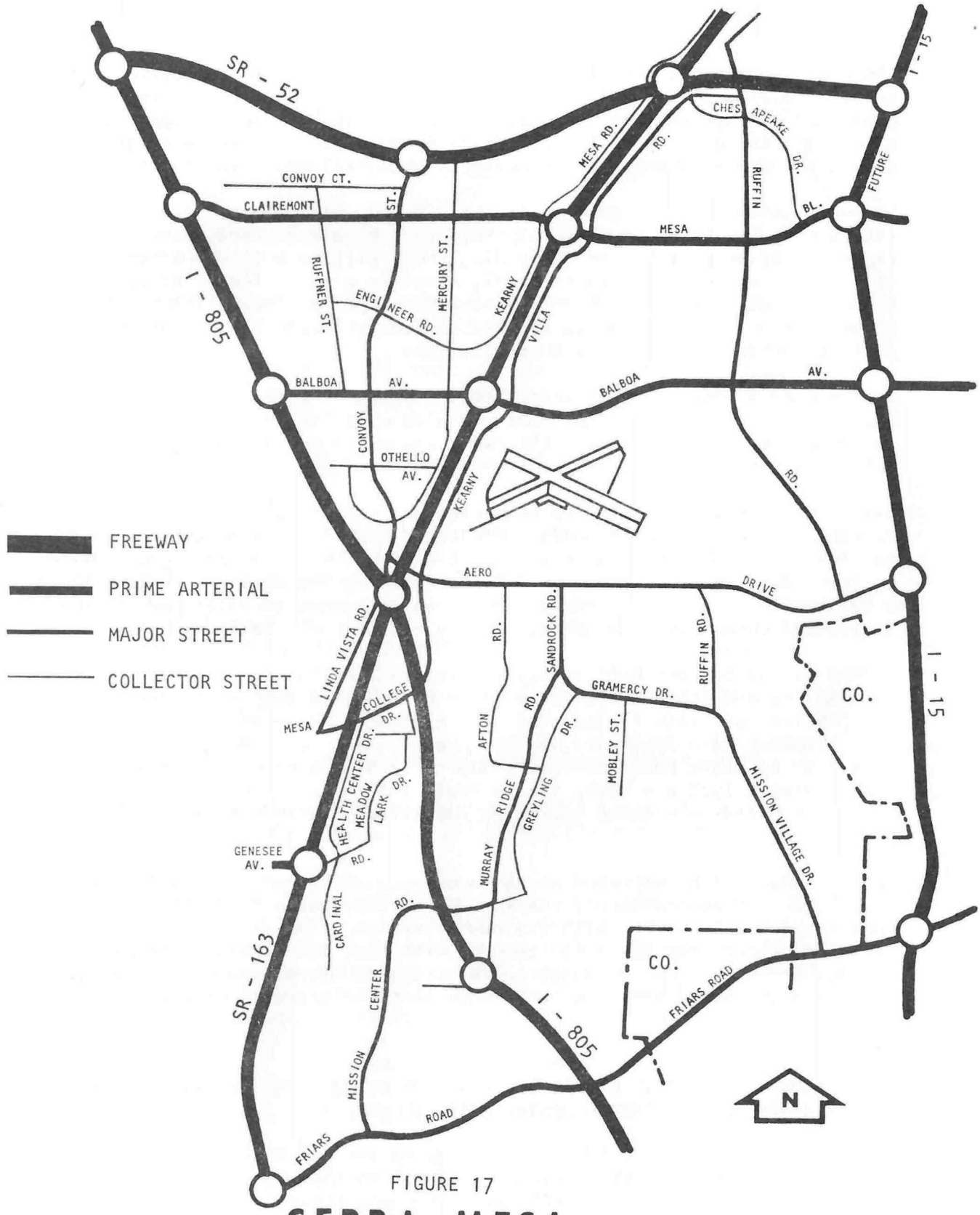


FIGURE 17

SERRA MESA

1995 FUNCTIONAL STREET SYSTEM

TO SERVE PROJECTED DEMAND

The Kearny Mesa-West area is already experiencing traffic congestion problems during peak hours. If State Route 52 is not extended, traffic generated by the land use proposed in the Plan would have an overwhelming effect on Clairemont Mesa Boulevard and Balboa Avenue. Severe congestion and a dramatic increase in accident potential would occur.

Serious intersection congestion is anticipated where Convoy Street intersects with Balboa Avenue and Clairemont Mesa Boulevard, despite siphoning by proposed State Route 52. There will be a Convoy Street interchange connection with Route 52, creating a major feeder street from the freeway to serve Kearny Mesa-West. Special intersection improvements will need to be considered on Convoy Street such as widening, parking removal, and left turn prohibitions.

In the Kearny Mesa Health-Institutional Complex, increased demand on health and custodial services combined with existing internal circulation problems, necessitates the extension of Berger Avenue to connect with Birmingham Drive.

All other streets in the Serra Mesa area are considered to be adequate to handle future travel demands. Projected traffic flow on these streets may result in increased congestion, but will not require major operational or reconstruction changes. The freeways serving the area are marked by a substantial increase in travel demand which cannot be allocated to an individual community. Rather it must be treated on a regional basis.

Balboa Avenue between Ruffin Road and Interstate 15, and Interstate 15 between I-8 and State Route 163 will be constructed subject to the availability of State funds. Major interchanges are planned along I-15 at Clairemont Mesa Boulevard, Balboa Avenue, Aero Drive and Friars Road. Extension of State Route 52 from I-805 to I-15 is projected to take place between 1983 and 1990. State Route 163, north of Clairemont Mesa Boulevard, will be widened beginning tentatively in 1976 being completed in 1979.

Ruffin Road will be extended north to connect with Kearny Villa Road in 1977-1978. At approximately the same time, Chesapeake Road will be constructed to intersect with the new extension of Ruffin Road and will extend east and then south, to connect with Clairemont Mesa Boulevard. Ruffner Street will be extended south to Balboa Avenue and Vickers Street completed to Kearny Mesa Road only when abutting property develops.

GOAL

. TO PROVIDE A SAFE, BALANCED, EFFICIENT TRANSPORTATION SYSTEM WITH MINIMAL ADVERSE ENVIRONMENTAL EFFECTS.

PROPOSALS

Streets and Highways

- The freeway network should be completed as soon as monies are available.

- Hillside and canyon views should be preserved when new streets are constructed.

- During street construction, grading should be minimized and compatibility with the total landscape should be assured.

- Street widening and other improvements should be achieved with sensitivity to street character and quality of adjacent development.

- Curb cuts along designated primary arterial and major streets should be discouraged.

- Unsightly barricades at the ends of minor residential streets should be replaced with attractive culs-de-sac and loop streets. These should be constructed by developers of mesa rim lands.

- State Route 52 should be extended from its present terminus at Interstate 805, to Santos Road in Tierrasanta as soon as possible.

- Route 52 and Interstate 15 (Murphy Canyon) should be designated Scenic Highways.

- The City Manager's office should evaluate alternatives for:

  (1) Improving the intersection capacity at (1) Convoy Street and Balboa Avenue and (2) Convoy Street and Clairemont Mesa Boulevard.

  One alternative is to widen Convoy Street at the intersections to six through lanes in addition to providing left turn lanes. Another alternative is to prohibit on-street parking on the approaches to the intersections and to prohibit all left turns during peak hours. Either of these alternatives will help alleviate congestion problems.

  (2) Improving the intersection design at the intersections of: (1) Kearny Villa Road and Health Center Drive and (2) Kearny Villa Road and Interstate 805.

  (3) Improving the street design and/or traffic control involving left turns in and out of the Gemco Store on Balboa Avenue, between Convoy Street and Interstate 805.

(4) Improving the following streets whose projected 1995 traffic volumes far exceed the City standards for desirable daily traffic volumes. The recommended improvements to the following roads should be incorporated into the City's twenty year needs list for determining a priority and time-table for completion. Such improvements may be accomplished by parking removal and/or widening.

(a) Convoy Street: six lanes along its entire length;

(b) Engineer Road: four lanes;

(c) Health Center Drive: four lanes;

(d) Mercury Street between Engineer Road and Clairemont Mesa Boulevard: four lanes;

(e) Othello Avenue: four lanes along its entire length;

(f) Ruffner Street: Segment between Balboa Avenue and Opportunity Road should be constructed; entire street should be four lanes.

(5) Completing Vickers Street between Mercury Street and Kearny Mesa Road, two lanes along its entire length.

(6) Signalizing the following intersections when warranted: Aero Drive and Ruffin Road (segment connecting to Mission Village Drive), Health Center Drive and Frost Street, and Murray Ridge and Mission Center Roads.

(7) Giving highest priority to parking removal on the following streets: Health Center Drive, Frost Street, Convoy Street.

. The internal street network in the Kearny Mesa Health-Institutional Complex consisting of Berger Avenue and Birmingham Drive should be completed. The intersection of Mesa College Drive and Berger Avenue should be designed to control left turn traffic.

. A name change for Ruffin Road should be made to avoid confusion between the two segments within the community.

Public Transportation

. Studies should be conducted to determine the feasibility of an express bus pick up point at the intersection of Murray Ridge Road and Interstate 805. This would be connected by shuttle bus to the rest of Serra Mesa via the Murray Ridge-Sandrock-Gramercy-Mission Village-Shawn major street link.

- Express bus service linking Serra Mesa with major employment centers and other destinations should be accorded the highest priority.

- Studies should be conducted to determine the feasibility of an express bus terminus in the vicinity of Genesee Avenue and Health Center Drive.

- Bus service to the Kearny Mesa Health-Institutional Complex should be improved with scheduling taking into account the 24-hour operating basis of medical facilities.

- Bus service to Kearny Mesa-West should be increased, including shuttle buses to alleviate traffic congestion.

Parking

- Parking studies including the feasibility of parking structures should be undertaken in Kearny Mesa-West.

- On-street parking along Ruffin Road south of Aero Drive, and non-residential parking along Mission Village Drive and adjacent residential streets should be recognized as sources of irritation. Although there is no practical way to discourage these kinds of parking the community should look into means of persuading people to park elsewhere.

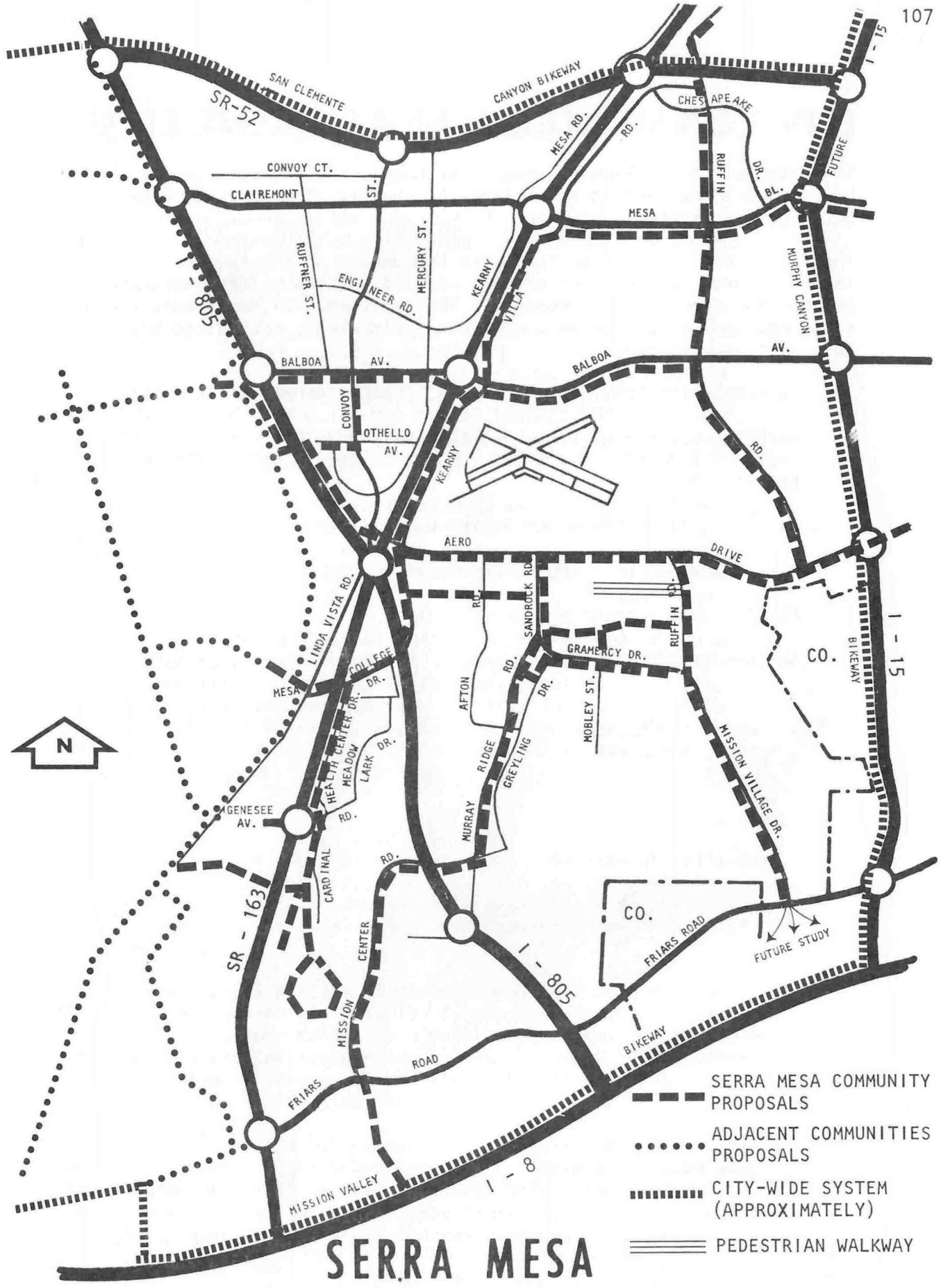
Pedestrian Walkway

- A walkway should be established connecting Ruffin Road with Serra Mesa Community Park.

Bicycle Routes

- A community bikeway system should be designated as shown on the Bikeways Map. This system should be developed so as to adequately serve the major bicycle traffic generators identified in the Plan, and connect with the bicycle route systems in adjoining communities.

- Three access routes should be established linking the mesa to regional bikeways serving Mission Valley and Murphy Canyon. One route should follow Mission Center Road from Murray Ridge Road to the Mission Valley bikeway. Should this route prove infeasible, studies for an alternative route should be carried out. A second route should connect Aero Drive with the Murphy Canyon Bikeway. A third route should serve the Mission Village area. On a near term basis, a route connecting Mission Village Drive to the Mission Valley Bikeway should be investigated, possibly involving the City-owned slope easement on the west side of Mission Village Drive. A long term alternative using Ruffin Canyon should only be considered after depletion occurs in NRPU #3 (see P. 76).



SERRA MESA

FIGURE 18

PROPOSED BIKEWAYS AND PEDESTRIAN WALKWAY

ENVIRONMENTAL MANAGEMENT ELEMENT

This element of the Plan considers the total community environment and how it should be managed to achieve the quality of life desired by the Serra Mesa community.

The Plan Concept Analysis, including components of the Environmental Impact Report, provided background material necessary for understanding the current community environment. The Environmental Management Element sets forth guidelines dealing with the environment, consistent with the following general goal:

. TO MANAGE THE PHYSICAL, BIOTIC AND SOCIO-ECONOMIC ENVIRONMENT OF THE COMMUNITY IN THE CONTEXT OF THE SAN DIEGO REGION TO ASSURE IMPROVED QUALITY OF LIFE, RESPECT ENVIRONMENTAL CONSTRAINTS AND PRESERVE COMMUNITY RESOURCES FOR ALL RESIDENTS AND SUCCEEDING GENERATIONS.

This element will be presented in three sections:

. Open Space and Hillside Conservation

. Physical Environment - Urban Design

. Socio-economic Environment

OPEN SPACE AND HILLSIDE CONSERVATION

What is Open Space?

The issue which has generated the greatest citizen interest in the community is the preservation of undeveloped canyons as open space.

Open space may be defined as:

> Any urban land or water surface that is essentially open or natural in character, and has appreciable utility for park and recreation purposes, conservation of land, water or other natural resources and historic or scenic purpose.[7]

The psychological effects of open space have only recently been recognized. A 1968 study observed:

> ...it is possible that the most valuable purpose open space serves is its affording visual and psychological relief from the deadful tedium and tension of interminable urban development. The human spirit must surely languish when confronted daily with a continuous and confused panorama of buildings, pavements, and automobiles.
>
> In that it provides a physical patterning for the metropolitan fabric, open space helps give the urbanized area and its constituent communities a desirable definition, coherence, and character which would otherwise be lacking. In turn, individual residents are better able to identify, and be identified with, their communities. The importance of these factors, while intangible, is not to be underestimated.[8]

Existing Conditions

The Serra Mesa community contains an open space subsystem of hillsides and canyons, identified in the report A Plan for the Preservation of Natural Parks for San Diego.[9] The westerly branches of Murphy Canyon, all of Ruffin-Sandrock Canyon and portions of Murray Canyon are included in the open space system.

In addition, the central portion of Murphy Canyon and part of San Clemente Canyon are worthy of inclusion in the open space - hillside protection system. Murphy Canyon is a major scenic feature visible both from Interstate 15 and the eastern edge of Kearny Mesa. The southern branches of San Clemente Canyon extend into NAS Miramar land, south of the proposed State Route 52 extension.

Serra Mesa is characterized by spectacular canyons and hillsides that provide welcome breaks in the urban landscape. These attributes are reflected in premiums of 10 to 25% for canyon lots. Certainly, open space has a true economic value, and contributes to the public welfare through higher property assessments and tax revenues.

Countering these benefits, however, is an economic problem - the cost of land to be included in the open space system. The possibility exists that not all land worthy of designation as "open space" can be acquired. Although public funds may become available for open space purposes, the Park Procedural Ordinance (assessment district) method is likely to be the only means of direct acquisition of open space for the foreseeable future. This means of preservation requires a monetary contribution by surrounding property owners.

Acquisition vs. Conservation

In view of the growing possibility that not all canyon and hillside land can be acquired, two approaches appear appropriate - acquisition of a selected open space system and conservation of remaining ecologically sensitive land by rigorous application of strict development controls.

Lands designated for acquisition are characterized by the following qualities: are recognized by residents as being highly significant to the community; are readily visible and accessible; contain valuable and fragile natural and biotic resources; pose potential risks to development; and possess slopes of 25% or greater. Approximately 400 acres south of Aero Drive can be classified as potential open space. Only 40 acres, including the recently acquired Sandrock Open Space Park, are publicly owned at present. However, the Hillside Review overlay zone has been applied to the entire area. An additional 25 acres of canyon land in Kearny Mesa-West may be considered for open space acquisition, possibly linked to San Clemente Natural Park. This may occur when the Navy relinquishes land south of the proposed extension of State Route 52.

Land designated for conservation is not as significant or as readily accessible, but still possesses the following qualities that warrant consideration: possess slopes of 25% or greater; pose potential risks to development such as slope instability, liquefaction and flood danger; and, contain fragile environments that should be conserved and protected from adverse effects of slope modification. Approximately 300 acres of hillsides, mostly north of Aero Drive and bordering Murphy Canyon should be protected by development controls to conserve their scenic and ecological values.

Objective

. To designate canyons and hillsides for preservation as open space and for strictly controlled utilization for the enjoyment of this generation and in perpetuity.

Proposals

. Open space should be preserved and hillsides conserved by rigorous development controls as shown on the accompanying map. Open space

and hillside conservation areas are limited to slopes of 25% or greater, pose potential risks to development and are otherwise environmentally sensitive.

- Open space should be initially maintained in its natural condition. Studies should be undertaken to determine uses compatible with the open space concept. Examples of open space utilization are:

  (1) Outdoor recreation, such as hiking, biking, horseback riding, golfing, archery, sightseeing, picnicking, camping, wildlife observation, botanical gardens (natural and man-made) and fossil study.

  (2) Cultivation for food; ornamental landscaping.

- Steep hillsides and canyons should be protected and preserved in a natural state. Where development is permitted, very low density urbanization should occur. Natural features should be enhanced and areas of high scenic value and environmental sensitivity, conserved. This proposal can be implemented with Hillside Review (HR) overlay zoning and Planned Residential Development (PRD). The HR designation should be regarded as an interim measure until more stringent controls become available.

- The community should be given an opportunity to preserve designated open space affected by the following City Council actions: approval of a Tentative Subdivision Map, Planned Residential Development, Conditional Use Permit, or a Hillside Review Permit appealed from a decision of the Planning Commission within the open space. Upon demonstration by the community of an interest to acquire open space by assessments levied against benefiting properties, a resolution would be passed by the City Council to hold a hearing on the formation of an assessment district to acquire the land. Approval of the development proposal could then be deferred for up to one year to provide time to accomplish the acquisition. Should the open space effort fail, the original development proposal would be approved.

- If excessive land costs or other factors preclude purchase of proposed open space, development should be limited to "very low density" residential use (0 to 4 dwelling units per net acre, depending on slope), appropriate PRD, or other uses compatible with the open space concept. (See Housing Element).

- Any public improvements such as roads, drainage channels and utility services or any lessee development should be compatible with open space objectives. No through roads should be permitted to traverse designated open space.

PHYSICAL ENVIRONMENT – URBAN DESIGN

Existing Conditions

Most aspects of the physical environment have already been discussed elsewhere in the Plan and do not need to be repeated here. The following section focuses on a highly significant, but often overlooked aspect of the physical environment, urban design.

The discipline of urban design entails the process of integrating human activity and the natural environment. Urban design considers the overall "impression" or "image" of the community as seen by residents and visitors. It has been called "the mortar that enables all the Plan's elements to cohere".[10]

The following comments were drawn from Temporary Paradise?, the report of a "regional reconnaissance" of San Diego by the noted urban designers, Donald Appleyard and Kevin Lynch.

> The image of the city has important psychological effects upon its residents. It provides organization and measures relationships that convey a sense of time and place. Additionally, views of a pleasant and varied pattern give a comforting sense of living with the environment.
>
> Their image of the city also helps people to identify communities and neighborhoods, particularly those in which they themselves live. Recognition of such areas by their prominent features, their edges, and their centers of activity breaks up a large and intense city into units that are visually and psychologically manageable.[11]

Prominent features, "edges" and activity centers give one a "sense of place" in a community or neighborhood. The Serra Mesa community possesses sharply defined edges, both natural and man-made. Mission Valley and the canyons contrast sharply with the mesa. The freeway network and sand and gravel sites also form important edges. Locational reference to any of these focal points can create an immediate "sense of place". The top of the mesa, however, is virtually flat and few dominant features are visible. If one is not intimately familiar with his surroundings, disorientation can easily occur, especially in the interior portions of large residential neighborhoods.

Objective

. To preserve and enhance the physical environment, visual appearance, safety, identity and character of the Serra Mesa community through aesthetic improvement and careful urban design.

- Open space linkages should be established with the regional open space system. Hiking, biking and equestrian trails should be built in Murphy Canyon to connect Fortuna Mountain, San Clemente Canyon and Mission Valley.

- Open space linkages should be established among major activity centers, major public facilities (especially parks and schools), and within the designated open space system.

- Safety considerations should be introduced into the planning process, including: placement of hydrants to better control canyon fires; adequate assessment of geologic hazards for all new development; and, installation of devices in institutional care facilities and industrial plants capable of detecting toxic fumes and gases.

- Development proposals should be consistent with the overall growth management policies of the City.

- Development should be managed through appropriate zoning and other development controls.

- Diversity within neighborhoods should be encouraged to improve "sense of place" by: varying the type of street surfaces, sidewalks, lights, signs and other street furniture; innovative yet tasteful remodeling; and, individually distinctive landscaping.

Proposals (Physical Environment and Urban Design)

- Community resources and development constraints are environmental considerations that should be respected at all times.

- The limited ability of the San Diego Air Basin to absorb air pollutants should be respected especially in heavily impacted areas such as Kearny Mesa-West, Murphy Canyon and Mission Valley.

- Potential sources of water contamination should be monitored, especially sand and gravel operations, sanitary sewers and petroleum distillate storage facilities.

- The visual appearance of the community should be improved by: systematic undergrounding of utility distribution lines; encouraging the use of cable television and removal of television and other outdoor antennas; imposing sign controls in all areas; limiting the size and number of billboards and off-premises advertising structures; installing street trees and landscaping along heavily traveled streets and freeways; and, shielding residences facing Mission Valley from lights emanating from San Diego Stadium.

- The effects of noise should be mitigated by: controlling flight patterns, especially around NAS Miramar and Montgomery Field; discouraging residential uses in areas impacted by environmental noise exceeding 65 dB CNEL or Ldn;[12] using noise-buffering material in all new construction; retaining noise-absorbing native vegetation in open space areas; and rigorously enforcing all local, State and Federal laws relating to noise abatement. Findings of CPO and Navy studies should be incorporated into the environmental review process.

- Energy resources should be conserved by: encouraging efficient land use and transportation patterns; making available energy-saving modes of travel as alternatives to the automobile; using alternative sources of energy to conventional fossil fuels (for example solar, wind, geothermal); recycling solid waste materials whenever possible, and encouraging remodeling and rehabilitation of deteriorating structures in preference to replacement.

- An Environmental Impact Report (EIR) or equivalent should be prepared for each project, whether public or private, that would have a significant effect on the environment.

- Litter cleanup and prevention campaigns should be conducted and the weed abatement ordinance vigorously enforced.

- On-street parking of campers, trailers, boats and other pleasure vehicles, trucks and buses should be discouraged. On-site storage should be encouraged in screened parking or storage areas.

SOCIO – ECONOMIC ENVIRONMENT

It is appropriate to address social and economic issues based on (1) the need to achieve social comprehensiveness, (2) the desire to enhance the social environment, and (3) the realization that Plan implementation is largely dependent on economic reality.

The purpose of this section of the Plan is to recommend guidelines for the best social and economic use of physical and human resources in order to improve the quality of life in the community.

Existing Conditions

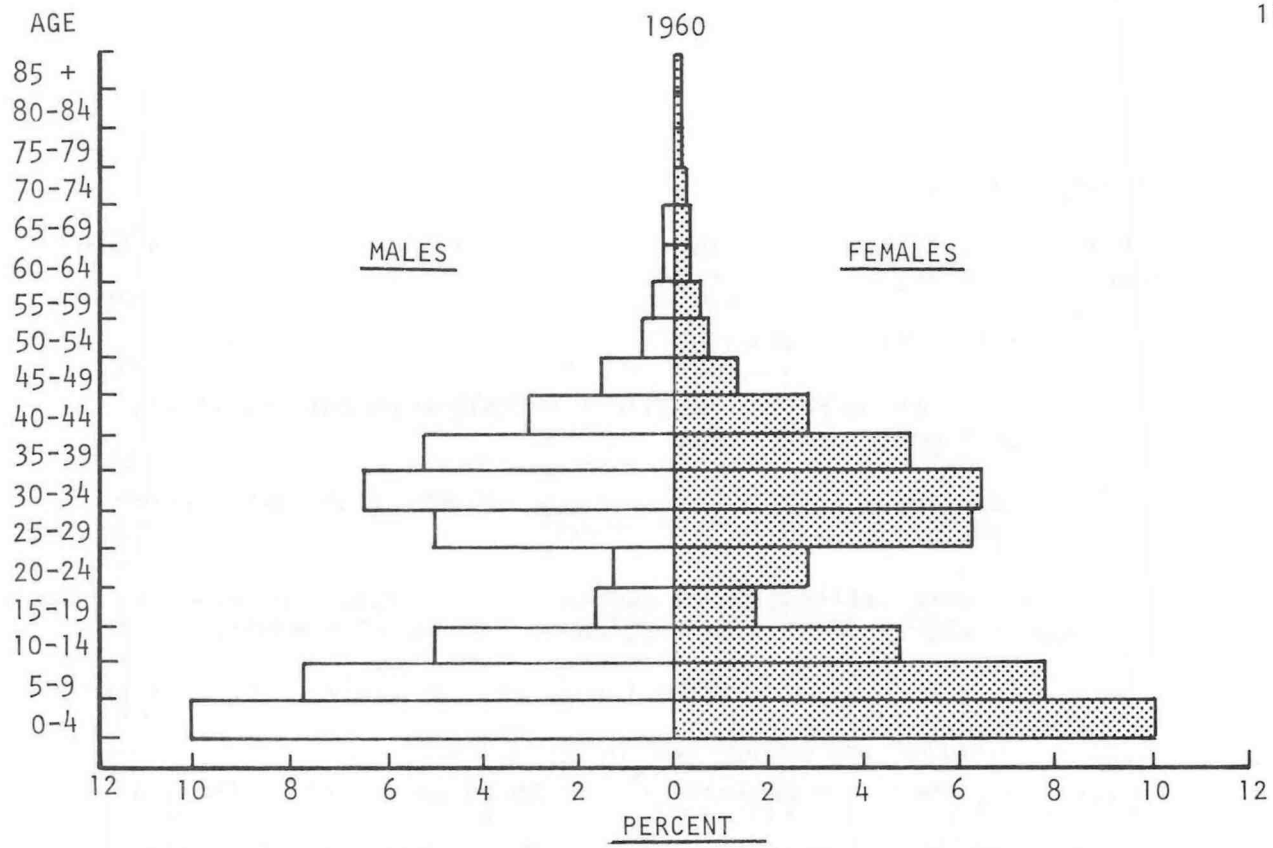
The community's pattern of physical development was largely established during the 1950's and early 1960's. Although physical appearance of residential neighborhoods has changed little, subtle shifts in social characteristics have been occurring.

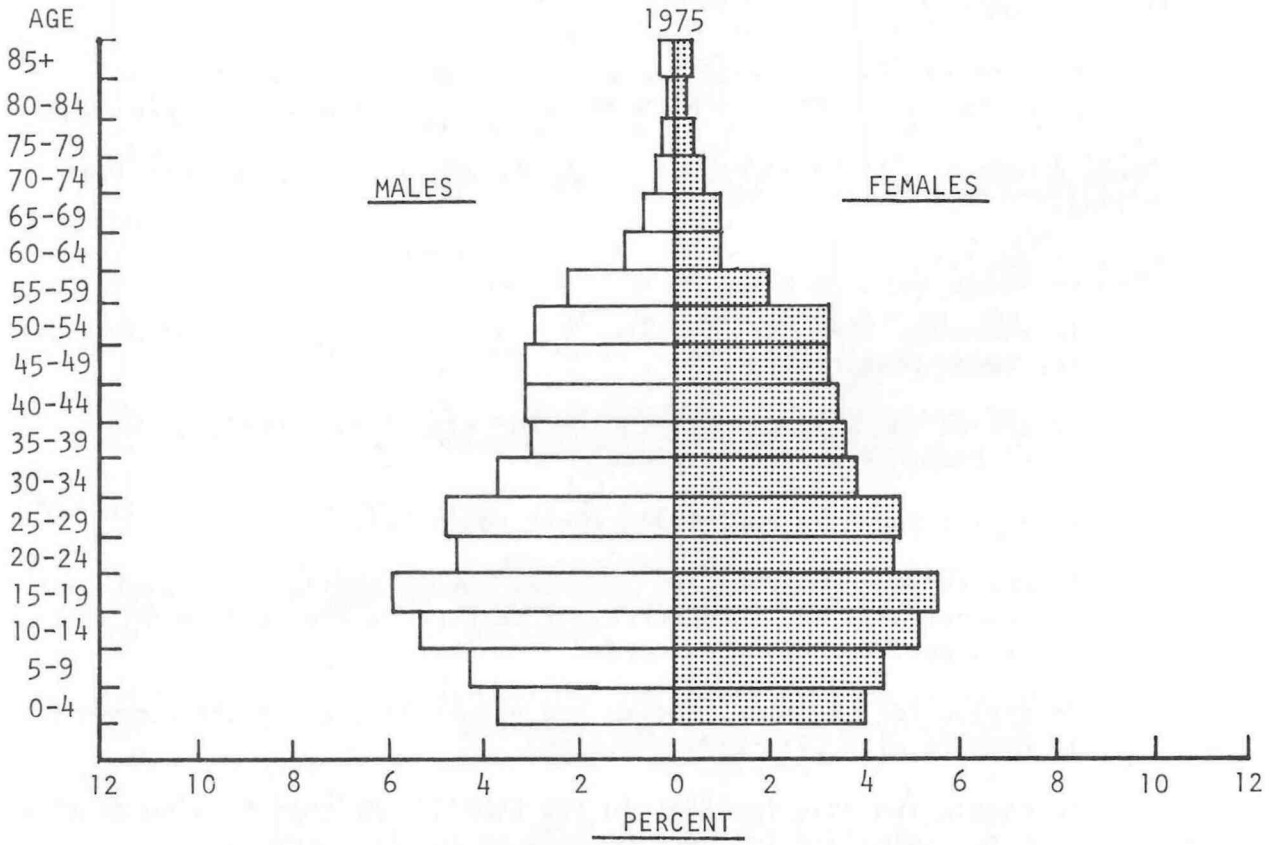
Population and the average number of persons per household have been declining, despite a growing number of households. Although the decline in household size coincides with a national trend that began about 1955, it strongly suggests that Serra Mesa has matured as a residential community. Initially, the moderately priced new housing attracted young families with young children. By necessity, community facilities and services were oriented to this group. These included recreational facilities such as baseball fields, elementary schools, and heavy emphasis on juvenile books in the library.

Another indicator of community maturation is the age profile. A shift in age group distribution has occurred between 1960 and 1975. The largest age group is now "15 to 19" compared with "0 to 4" in 1960. This shift has been strongly reflected in school enrollment figures. In twenty years, it is possible that the cycle will begin anew, with another generation of young families with young children.

Although Serra Mesa has remained a stable middle income community, two changes in work patterns have occurred. Working women, including mothers with young children comprise a much larger proportion of the labor force then formerly. Secondly, there has been as increase in leisure time (three day weekends and longer vacations). These two factors have long term planning implications.

The community is relatively homogeneous in terms of socio-economic characteristics, but there is one readily identifiable subgroup. This group is comprised of Navy enlisted personnel and families occupying the Cabrillo Heights housing development. Due to rapid turnover, this subgroup has managed to retain the social profile that characterized the entire community in 1960 (large family with young children).





SERRA MESA

FIGURE 19

AGE PROFILE, 1960 AND 1975

Problems and Issues

A basic community issue is the existing and future social environment. Problems include:

- Alienation from authority
- Increased crime rate in residential neighborhoods and in the Regional Employment Center
- Lack of activities for specific age groups, especially senior citizens and teenagers.
- Inefficient utilization of community facilities (for example, over use of the recreation center, and under use of schools).
- Economic problems including inflation, joblessness, lack of child care facilities

In addition, there are regional issues to be considered. These are:

- Commitment to a socially, ethnically and economically balanced community.
- Growing realization that public funds are limited and must be allocated with care for both physical improvements and social good.

These concerns will be addressed in the objectives and proposals that follow.

Objectives:

- To encourage the most efficient social and economic use of physical and human resources.
- To ensure the maximum opportunity for social and intellectual development of every individual.
- To assist youth in maximizing their potential.
- To ensure that policies and programs funded wholly or in part by government will include provisions to improve the quality of life for the aged and disadvantaged.
- To strive for economic, social and ethnic balance in the community in concert with City-wide policies.
- To enable the Navy families in the Cabrillo Heights housing development to assimilate into and contribute to the community.

Proposals

Community Facilities and Services:

- "Rap" sessions should be encouraged between authority figures (police, fire fighters, teachers, principals and the like) and youth in the community. Crime and substance abuse prevention programs should be encouraged and well publicized.

- The City Library Department should continue to evaluate population characteristics and adjust book collections accordingly. Also, additional operating hours should be considered for the Serra Mesa Library.

- A community bulletin board or marquee should be established to announce community-wide events.

- One or more meeting places in the community should be designated to alleviate overtaxed conditions at the Recreation Center.

- "Community schools" programs should be established at each of the elementary schools and at Taft Junior High School, modeled after the successful Fletcher Community School. Such programs would make schools available to all age groups in the community and would enable more complete utilization of school facilities.

- Alternatives to the conventional K-6, 7-9, 10-12 separation of elementary, junior high and senior high schools should be considered to redistribute enrollment to under-used school facilities in the community.

- Religious institutions should be encouraged to offer space and facilities to the community for meeting rooms, movies, recreation, child care, and other activities.

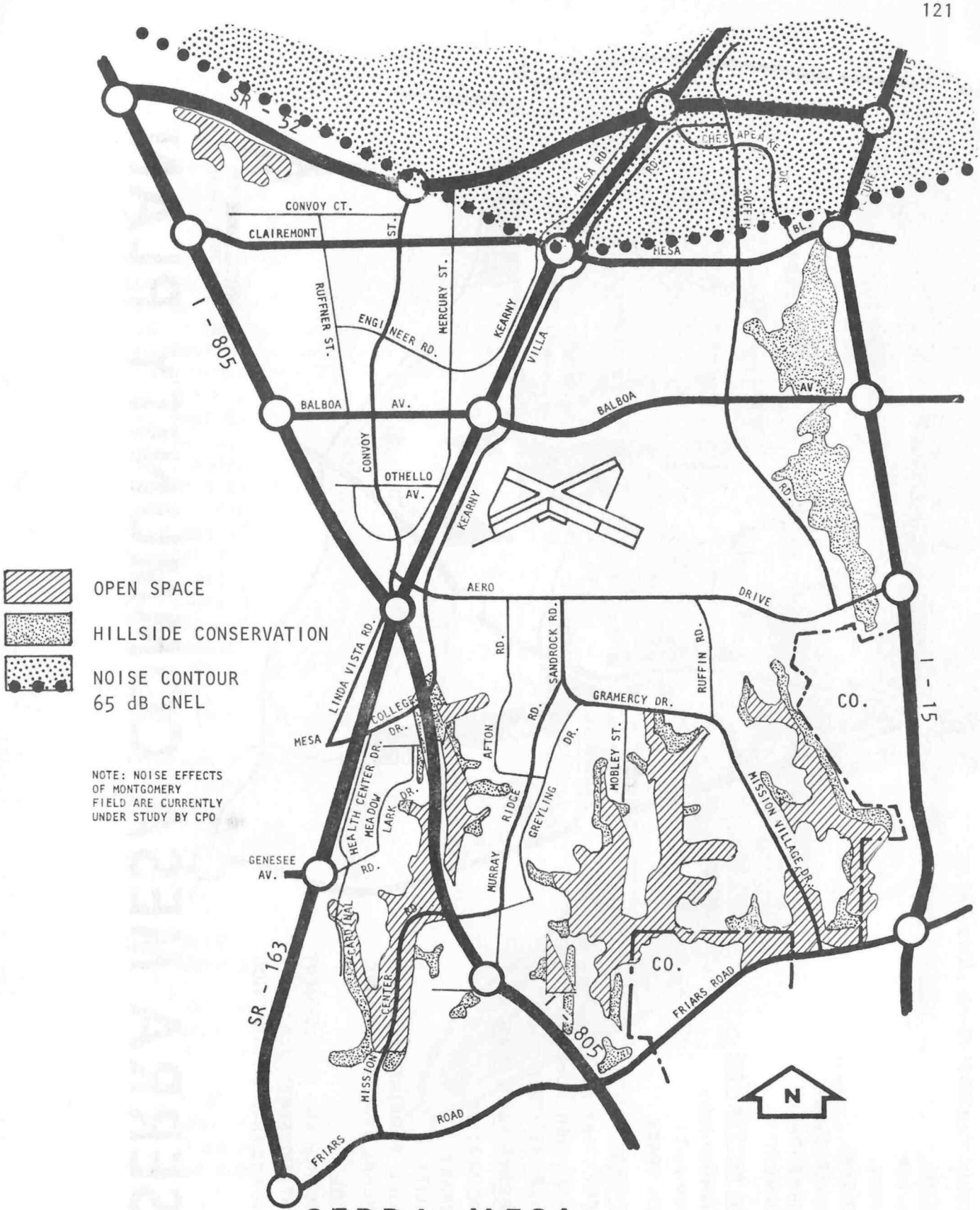
- The location of mail pick-up boxes should be evaluated to better serve the community, especially with respect to the elderly.

Housing and Other Development:

- Housing for the elderly should be encouraged on remaining vacant land located near the Mission Village Shopping District and in the Phyllis-Abbotshill neighborhood.

- Government-assisted housing for low and middle income households should be encouraged throughout Serra Mesa in accordance with the density proposals of this Plan.

- Principles of "defensible space" should be applied wherever feasible for individual structures as well as project layouts. Architectural design that prevents or inhibits crime should be strongly encouraged.



SERRA MESA

FIGURE 20

ENVIRONMENTAL MANAGEMENT PROPOSALS

Transportation:

- The use of carpool formation services (for example "Commuter Computer") should be encouraged to reduce automobile usage.

- The needs of the elderly and handicapped should be considered when determining bus design, sequencing of signals at intersections, and wheelchair ramps located at pedestrian crossings that connect shopping facilities and residential areas.

Other Social and Economic Proposals:

- Merchants, churches, schools, hospitals and other facilities and organizations should be encouraged to provide volunteer and paid work for teenagers, senior citizens and other groups lacking meaningful employment or activities.

- Activities should be organized that appeal to teenagers, the elderly and other groups. Examples may be skate boarding contests, racquetball and handball contests, movies for young and old, sewing bees.

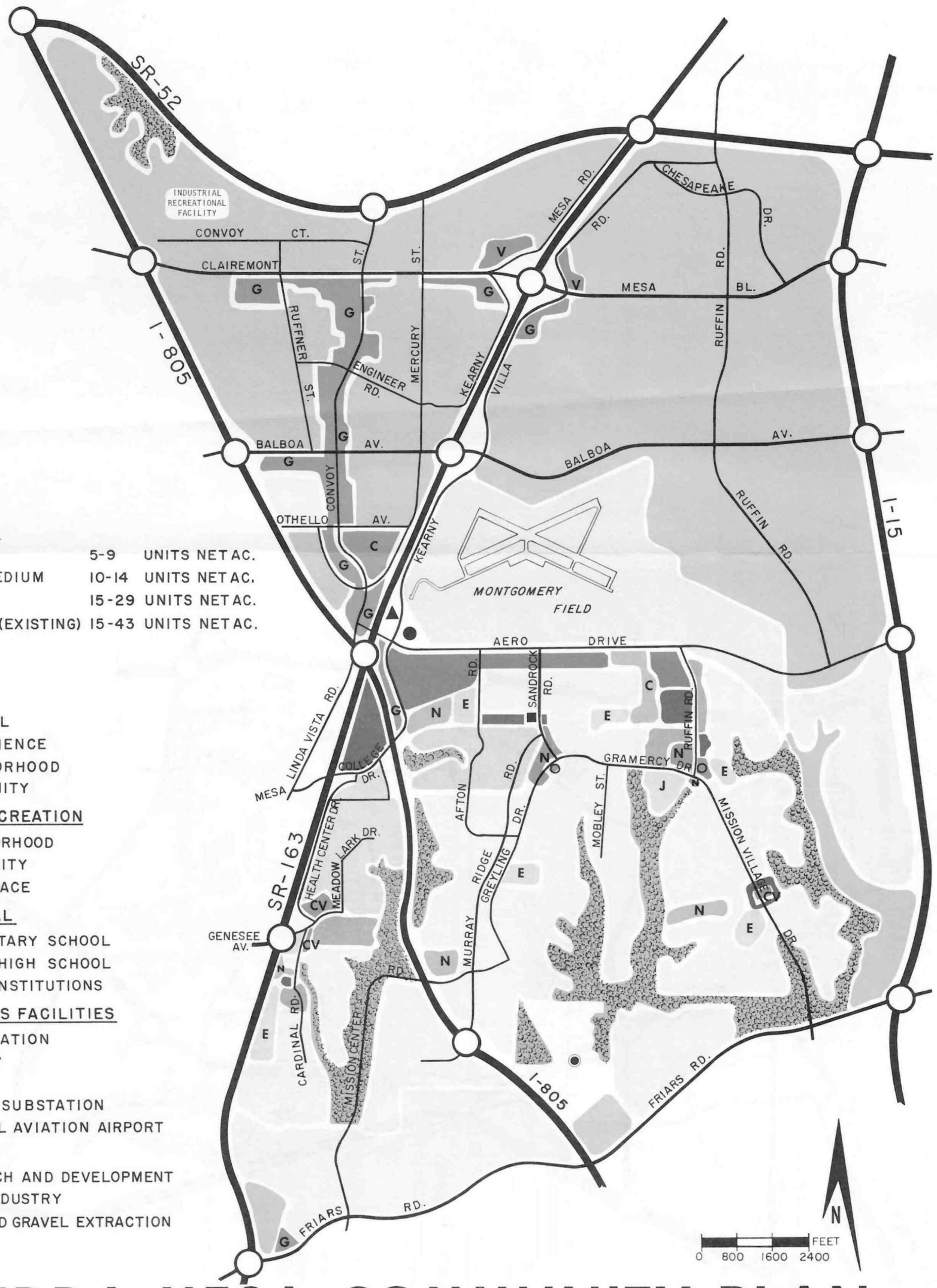
- Skills training opportunities should be encouraged in the Regional Employment Center and Community Schools' programs.

- The need for child care facilities should be evaluated in residential areas and in the Regional Employment Center.

- The community and the Navy should aid Navy families in becoming a viable part of the community.

- The community should be made aware of social services available in the community and the San Diego region. Examples include crisis intervention centers, senior citizen affairs, suicide prevention, and child abuse hotline.

- The Serra Mesa Community Planning Group and its successors should continue as a clearing house for community issues, even after adoption of this Plan.



RESIDENTIAL

- LOW 5-9 UNITS NET AC.
- LOW-MEDIUM 10-14 UNITS NET AC.
- MEDIUM 15-29 UNITS NET AC.
- MEDIUM(EXISTING) 15-43 UNITS NET AC.

COMMERCIAL

- V VISITOR
- O OFFICE
- G GENERAL
- CV CONVENIENCE
- N NEIGHBORHOOD
- C COMMUNITY

PARK AND RECREATION

- N NEIGHBORHOOD
- C COMMUNITY
- OPEN SPACE

INSTITUTIONAL

- E ELEMENTARY SCHOOL
- J JUNIOR HIGH SCHOOL
- OTHER INSTITUTIONS

PUBLIC WORKS FACILITIES

- FIRE STATION
- LIBRARY
- UTILITY
- POLICE SUBSTATION
- GENERAL AVIATION AIRPORT

INDUSTRIAL

- RESEARCH AND DEVELOPMENT
- LIGHT INDUSTRY
- SAND AND GRAVEL EXTRACTION

SERRA MESA COMMUNITY PLAN

TABLE 9
PLAN SUMMARY
PROPOSED LAND USE ALLOCATIONS

Use	Acres
Low Density Residential (5-9)a, b	944
Low-Medium Density Residential (10-14)a, b	85
Medium Density Residential (15-29)a, b	54
Medium Density Residential (15-43)a, b	45
Professional Office (Serra Mesa Subarea)	2
Local Commercial (Neighborhood and Convenience)	23
Community Shopping Center	26
Regional General Commercial	150
Recreation-Visitor Commercial	15
Light Industrial c	2,325
Research and Development	88
Health-Institutional Complex	127
Sand and Gravel Areas	339
General Aviation Airport and Related	588
Other Regional Facilities (SDG&E; School Support)	97
Parks and Recreation	62
Schools and Other Community Facilities	84
Open Space	425
Total Net Area	5,479
Streets, Other Public Rights-of-Way	1,117
Total in City of San Diego	6,596
Proposed Annexation:	
Light Industrial c	69
Sand and Gravel Areas	358
Open Space	22
Streets; Other Public Rights-of-Way	106
Total in County of San Diego	555

a. Density is calculated as the number of dwelling units per net residential acre (DU/NRA).

b. Residential use allocations include certain non-residential uses for which no separate plan element is given. These include religious facilities, private day care centers and the like.

c. Light industrial areas are understood to include manufacturing, wholesaling, administrative offices, certain "heavy" commercial uses as permitted in the M-1B zone, and limited support facilities as explained in the text. (See p. 88).

IMPLEMENTATION ELEMENT

The Serra Mesa Community Plan has set forth a wide range of goals and proposals aimed at enhancing the community, with careful consideration of the environment. Specific actions must be undertaken to realize the Plan. These actions and related financial obligations require joint efforts by private citizens, enterprises, community organizations, and government at local, State and Federal levels. Some implementation programs, however, may be carried out by private initiative only.

The community is relatively new and developed to relatively high standards. It does not require extensive redevelopment. Implementation will emphasize the retention and enhancement of those qualities that have made the community a desirable place in which to live and work.

The following section of the Plan summarizes the implementation proposals necessary to fulfill the goals of the Serra Mesa community. The proposals are presented by category as follows: Plan review and maintenance, citizen participation, development phasing, rezoning proposals (to bring zoning into consistency with the Plan), a summary table of public facilities (existing and proposed), and a summary table of major Plan proposals.

PLAN REVIEW AND MAINTENANCE

The Serra Mesa Community Planning Group (SMCPG) has been instrumental in preparing this Plan. Once the Plan is adopted, continued citizen involvement is vital for its implementation. The SMCPG and succeeding private citizen organizations should provide leadership for the following Plan Review and Maintenance proposals:

- ACTIONS TO IMPLEMENT PLAN PROPOSALS SHOULD BE INITIATED. These actions vary widely. They may be direct actions such as petitions for forming assessment districts or initiating rezonings. The community may assert itself in other ways to bring about desirable changes such as the formation of a citizen task force to clean up litter.

- DEVELOPMENT ACTIVITY IN THE SERRA MESA COMMUNITY SHOULD BE CONTINUALLY MONITORED. The planning group should review all future public facility improvements, rezonings, subdivisions, Conditional Use Permits, Hillside Review Permits, Manufacturing-Industrial Permits (M-IP zone), lease proposals for Montgomery Field, Planned Residential, Commercial and Industrial Developments. The planning group should also review and respond to all Environmental Impact Reports relative to public and private projects. These projects and environmental statements should receive strong recommendations regarding their individual conformance to Community Plan goals and objectives.

- DEVELOPERS SHOULD BE PERSUADED TO INCORPORATE ENVIRONMENTAL CONSIDERATIONS INTO PROJECTS. Some of these considerations are not incorporated into existing ordinances. It is essential that development located on and near canyon rims and hillsides be designed with great care. This can be accomplished through good design and environmental concern on the part of the developer. Through cooperation between developers and the community, environmentally attractive developments can be realized without total reliance on ordinances that may rigidly dictate the form of new development.

- THE CAPITAL IMPROVEMENTS PROGRAM SHOULD BE REVIEWED. Each year the City prepares a Capital Improvements Program which lists urgent projects that must be financed within the following six years. The first year of this program is formally adopted by the City Council. The community should review the Capital Improvements Program and make recommendations. These recommendations should be consistent with the Plan's goals, objectives and proposals.

- THE PLAN SHOULD BE CONTINUALLY MONITORED TO ENSURE ITS TIMELINESS. This Plan should not be considered a static document. The Plan's intent is to provide guidance for orderly growth and to respond to changing environmental, social and economic conditions. The Plan should also be reviewed with respect to the legislative framework. It should conform to all applicable Federal, State and local ordinances. As the Plan is a policy guide, it should also conform to City Council policies, and to those formulated by other public agencies having jurisdiction. In order to accomplish these aims, the Plan must be continually monitored and amended when necessary so that it remains relevant to community and City needs. This process will probably involve a yearly review and a major overhaul and revision every five to ten years. The planning group should be responsible for this task.

CITIZEN PARTICIPATION

Although the City Council has ultimate responsibility for carrying out the Plan, the true burden rests with an interested, active citizenry. The following proposals are intended to encourage constant citizen participation in community affairs in accordance with Council Policy 600-24, Operating Procedures and Responsibilities of Recognized Community Planning Committees:

- THE PLANNING GROUP SHOULD CONTINUE TO MEET ON A REGULAR BASIS AFTER PLAN ADOPTION. These meetings should be open to the public. They may be held either downtown when staff assistance is required, or at a designated meeting place in the community. Although these meetings will generally be concerned with issues of direct relevance to the Plan, they may function as forums for other matters of community concern and interest.



DEVELOPMENT PHASING

Although Serra Mesa is largely developed, events can plausibly occur that could place heavy pressure on public facilities. City Council Policy 600-10 states that development should proceed only if adequate public facilities are assured.

Two phases of development can be distinguished in the community. These are: (1) land use as proposed in the Plan and (2) re-use of sand and gravel resource areas.

Phase I

Phase I consists of the entire study area for which land use proposals have been made. Only moderate growth is anticipated in residential development as indicated in the Housing Element. However there is room for substantial growth in the Regional Employment Center.

The following basic requirement is set forth to guide development as proposed in the Plan (Phase I):

ALL DEVELOPMENT PROPOSED IN PHASE I SHALL BE PREDICATED UPON THE ADEQUACY AND AVAILABILITY OF ESSENTIAL PUBLIC SERVICES TO SERVE THE DEVELOPMENT.

In addition, it must be emphasized that the processing of rezonings, PRD's, Conditional Use Permits and tentative maps must comply with normal City requirements. These include: Council Policy 600-4, Standards for Public Rights-of-Way Improvements; Council Policy 600-10, Adequacy of Public Services in Connection with Development Proposals; Council Policy 600-19, Fostering of Balanced Community Development for the City of San Diego, Council Policy 600-22, School Availability; Environmental Impact Report requirements; and all other City policy requirements.

Phase II

The Natural Resources (Sand and Gravel) Operations subelement of the Regional Employment Center contains proposals for both Phase I and Phase II. Phase I (as shown on the Plan map) assumes continuation of current extractive activity for the next 15 to 20 years. This activity is not expected to require heavy expenditures for public facilities. Phase II will occur when mining operations are terminated. Re-use development can take many forms as seen in Mission Valley. No precise designations were proposed for the Natural Resource Planning Units (NRPU), because the particular market (residential, commercial or industrial) cannot be predicted. It can be said that if re-use is primarily industrial or commercial, major impacts would be felt in the transportation system. If a large number of houses and apartments are built (as part of a

- IF NEIGHBORHOOD ISSUES WARRANT COMMUNITY-WIDE ATTENTION THE PLANNING GROUP SHOULD CALL SPECIAL MEETINGS. These special meetings should be held in the neighborhood affected by the issue. Suggested meeting places could be local elementary schools or churches. The planning group can respond more effectively by going to the affected neighborhood than by requiring all neighborhood matters to be heard at regularly scheduled community meetings.

- CITIZEN PARTICIPATION SHOULD BE BROADLY BASED AND EXTEND TO "GRASS ROOTS" LEVELS. The planning group should assume the leadership role in a "community government" that should enable every member of the community to have a voice in neighborhood and community affairs. This may be accomplished through the establishment of a "town hall" in a designated meeting place known to all. Issues brought forth at these meetings then could be made known to the City or other agencies for appropriate responses.

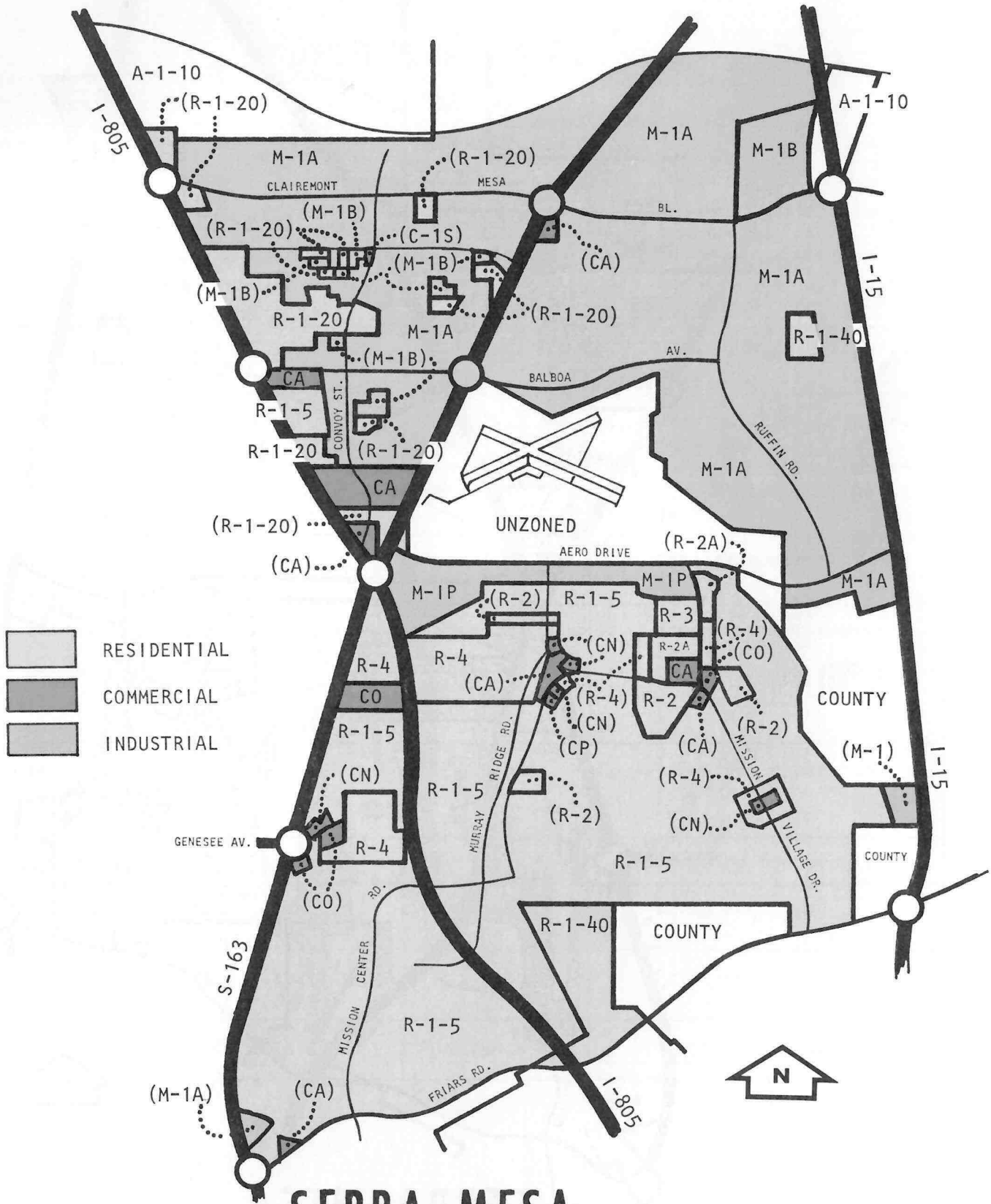
- COMPOSITION OF THE PLANNING GROUP SHOULD BE TRULY REPRESENTATIVE OF THE COMMUNITY. Procedures should be established to ensure that the planning group reflects a wide range of opinions and that a maximum number of citizens participate. These should be accomplished by periodic, democratically conducted elections of representatives to the planning group by all members of the Serra Mesa community.

- ALL GOVERNMENTAL AGENCIES SHOULD SOLICIT CITIZEN INPUT BEFORE MAKING DECISIONS THAT AFFECT THE COMMUNITY. The "community planning" approach should be extended to all facilities and services planning. A hypothetical example is neighborhood park design. A park that is technically well designed but not used by the community would be frustrating to the park designer. Members of the community could have made the park designer aware of neighborhood problems not immediately apparent to an outsider.

- ALL COMMUNITY ORGANIZATIONS SHOULD MAKE THE COMMUNITY AWARE OF THEIR EXISTENCE AND ENCOURAGE PARTICIPATION. A marquee should be established at a prominent location in the community. It should list the names of the organizations together with their meeting times and places. Many of these organizations can be vehicles for implementing Plan proposals.

- PARTICIPATION SHOULD BE STRONGLY ENCOURAGED IN KEARNY MESA-EAST AND KEARNY MESA-WEST. A citizen committee representing Kearny Mesa business interests should be formally recognized by the City Council. It should work jointly with the Serra Mesa Community Planning Group on issues that affect Serra Mesa, but it probably should retain a separate identity.

  Citizens residing in Royal Highlands and Kearney Lodge should be urged to participate in the Clairemont-Mesa Development Committee or its successors. These residents rely on facilities and services located in Clairemont-Mesa for most of their needs.



SERRA MESA

FIGURE 22

EXISTING ZONING

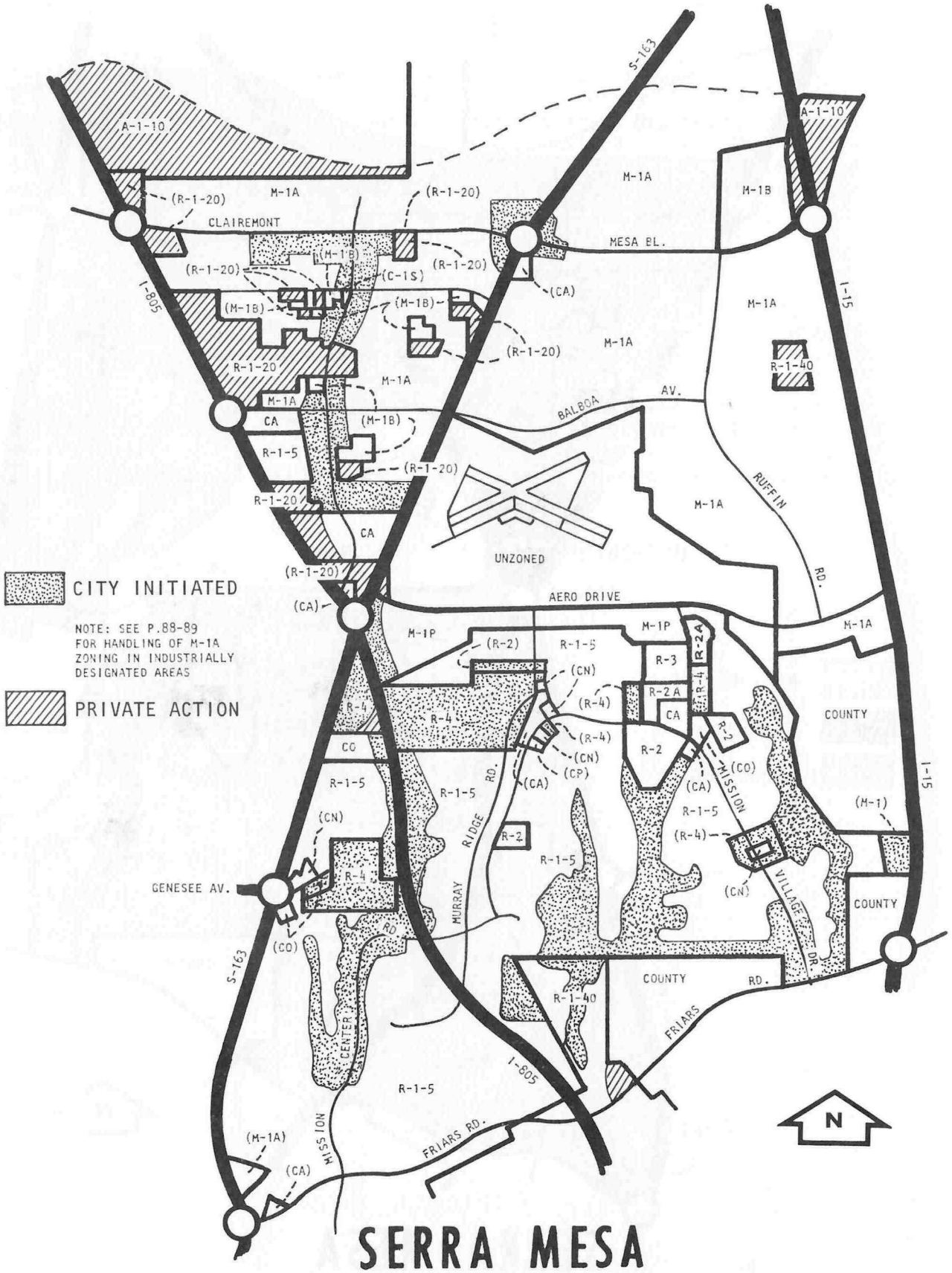
JULY 1977

Mission Valley community) numerous additional facilities must be provided. These would include elementary schools, neighborhood parks, possibly a recreation center, and a branch library. The Plan stipulates that no additional burden should be placed on existing community facilities on the mesa by new development taking place in the lowlands. These factors, and all environmental implications should be carefully reviewed before re-use proposals are approved.

REZONING PROPOSALS

Council Policy 600-6 states that zoning should be used to implement proposals in adopted community plans. This policy is an indication of the City's intent to follow through on its proposed plans.

The following maps illustrate those situations where Plan proposals and present zoning are inconsistent. The first map shows the zoning as it existed in October, 1976. The second map specifies the rezonings which must be accomplished to implement Plan proposals and achieve consistency.



SERRA MESA

FIGURE 23

REZONING REQUIRED TO IMPLEMENT PLAN

SUMMARY OF PROJECTS (PHASE I)

Streets and Highways	Priority	Status
Interstate 15 reconstruction	Mid-range	Pending availability of State funds
State Route 52 extension (to I-15)	Mid-range	Pending availability of State funds.
Balboa Avenue (State Route 274) to I-15	Immediate	State Funds - private developer
Ruffin Road (N. to I-15)	Immediate	When adjacent property develops
Chesapeake Rd. (E. to Ruffin)	Immediate	When adjacent property develops
Birmingham-Berger loop	Immediate	When adjacent property develops
Ruffner Street (S. to Balboa)	Immediate	When adjacent property develops
Vickers Street (E. to Kearny Mesa Rd.)	Immediate	When adjacent property develops
Park (Park District #)		
Serra Mesa Community Park to Rec. Center #390		Existing, expansion proposed
Neighborhood Park #391 (Shawn)	Mid-range	Proposed for acquisition
Neighborhood Park #392 (Rancho Cabrillo)	Immediate	Being acquired
Neighborhood Park #393 (Cabrillo Heights)		Existing
Neighborhood Park #402 (Fletcher)	Mid-range	Proposed for acquisition

Schools	Priority	Status
Angier Elementary		Existing
Cubberley Elementary		Existing
Fletcher Elementary		Existing
Jones Elementary		Existing
Juarez Elementary		Existing
Wegeforth Elementary		Existing
Taft Junior High		Existing
Other Public Facilities		
Branch Library		Existing
Fire Station		Existing
Major Trunk Sewer - Industrial Area (Clairemont Mesa Bl; W of I-15)	Immediate	To be built when adjacent property develops
Montgomery Field improvements	Mid-range	Deleted from CIP pending noise impact studies
North-East Police Substation	Immediate	Proposed in recent consultant study conducted for Police Department

SUMMARY TABLE OF PLAN PROPOSALS

The following is a summary table of implementation projects, including priorities, type of action, responsibility, and, if pertinent, means of financing.

HOUSING ELEMENT

Proposal	Priority	Action	Respon-sibility
1. Encourage density ranges (5-9, 10-14, 15-29, 15-43) du/ac to develop and/or maintain these densities as shown on Plan Map.	Continuing	Allow no rezonings that conflict with plan proposals. Initiate rezonings to conform to plan.	Planning Commission and City Council
2. Relate dwelling units to topography	Immediate	Work with property owners, realtors and developers to strongly encourage PRD concepts.	Planning Department
3. Encourage maintenance and enhancement of existing housing stock.	Immediate and continuing.	Work with property owners, Navy (Cabrillo Heights)	SMCPG*
4. Investigate use of housing subsidies and lease programs in the Serra Mesa community.	Continuing	Investigate State and Federal housing subsidy and City leased housing programs.	City Council, City Manager, Private Developer
5. Public ownership of Cabrillo Heights Navy housing should be guaranteed even if the Navy relinquishes ownership.	According to need	Effect transfer of ownership from Navy to public agency if the Navy relinquishes ownership	City Council, City Manager

* Serra Mesa Community Planning Group and successors.

LOCAL COMMERCIAL ELEMENT

Proposal	Priority	Action	Responsibility
1. Rezone parcel at south east corner Genesee and Mockingbird from R-1-5 to CN.	According to need	Work with owner and/or developer, using CN (PCD) zoning.	Private
2. Enhance appearance of Serra Mesa Shopping District.	Immediately	Work with owners and tenants	SMCPG
3. Retain CN zoning at Shawn and Starling convenience center	Continuing	Monitor situation	SMCPG
4. Develop small activity node at Navy Commissary.	Continuing	Work with Navy	SMCPG

PARKS AND RECREATION ELEMENT

Proposal	Priority	Action	Responsibility	Financing
1. Expand Serra Mesa Community Park, including leisure areas, tennis courts, swimming pool	Immediate	Work with School District, private developers.	Planning Department, Park & Rec. Department, Property Department	CIP,* land trade, assessment district
2. Retain Cabrillo Heights Park, ball diamonds.	Continuing	Monitor situation, maintain facilities	Park and Rec. Dept.	
3. Develop Rancho Cabrillo Neighborhood Park	Immediate	Acquire land and construct improvements	Park and Rec. Dept.	CIP- Park fees
4. Provide neighborhood park near Juarez School.	Immediate	Acquire land and construct improvements**	Park and Rec. Dept. **	CIP- Park fees- Environment Growth Fund
5. Provide neighborhood park near Fletcher School.	Immediate	Acquire land and construct improvements**	Park and Rec. Dept. **	CIP- Park fees
6. Improve recreation and "tot lot" facility in Cabrillo Heights housing project.	Immediate	Enhance "tot lot" facility; clean up ravine to west	Navy; residents in area	
7. Provide outdoor recreation facility in Regional Employment Center; including jogging track, handball courts, tennis courts, swimming pool, leisure areas.	Immediate	Acquire land and construct improvements.	Navy, private interests	Land trade, assessment district.

* CIP - Capital Improvements Program

** Alternate: Turfing of school playgrounds by joint development agreement with San Diego Unified School District.

COMMUNITY FACILITIES ELEMENT

Proposal	Priority	Action	Responsibility	Financing
1. Schools: Encourage most efficient utilization of schools in the community.	Immediate	Work with San Diego Unified School District to investigate alternatives to conventional class structure	SDUSD, SMCPG, community action	
2. Encourage Community Schools programs at all schools in the community.	Immediate	Survey neighborhoods for needs that can be served by community schools. Establish programs to fulfill those needs.	SDUSD, SMCPG, community action	SDUSD, Stuart Mott Foundation
3. Police, Fire Protection, Library, Sewer, Water and Drainage Facilities	Continuing	Monitor needs; improve when necessary	City of San Diego	
4. Emergency Medical Services: Improve emergency services	Immediate	Work with Donald N. Sharp Memorial Community Hospital to improve emergency medical services	Sharp Hospital, County agencies	

REGIONAL EMPLOYMENT CENTER ELEMENT

Proposal	Priority	Action	Responsibility
1. Contain the Convoy Street Commercial area by appropriate zoning. Designate Fed Mart as community shopping center.	As soon as possible.	Rezone to CA, C-1 or other appropriate zone within commercial district. Employ PCD for all new commercial development.	Planning Department, Planning Commission, City Council
2. Discourage preemption of designated industrial areas by general commercial uses.	ASAP	Replace M-1A zone with M-1B whenever possible. Rezone land in interim holding zones to M-1B or M-IP	Planning Department, Planning Commission, City Council, Private Interests
3. Encourage selected support facilities to be strategically located in REC.	Immediate	Provide child care centers, recreational facilities, other limited uses for work force. Use CUP, PCD devices	Private Interests
4. Set aside NAS Miramar land south of State Route 52 for light industrial use.	Upon commitment of road construction funds.	Eventual rezoning to M-1B or M-IP; work with Navy. Consider City Industrial Park concept.	Private Interests, Planning Department, Planning Commission, City Council, Navy.
5. Ensure that the sand and gravel industry operates to depletion and re-uses land within the context of good planning practice.	Immediate and continuing	Monitor existing permits; require development plans for re-use	Planning Department, Planning Commission, Private Interests

Proposal	Priority	Action	Respon-sibility	Financing
6. Develop Montgomery Field as attractive general aviation airport; confine uses directly related to air-port to north of Aero Dr.	Immediate	Continue present lease policy except encourage Planning Commission review of projects.	City Department of Trans-portation, Property Department, Planning Commission, community action.	Lease revenues, CIP, FAA funds.

TRANSPORTATION ELEMENT

Proposal	Priority	Action	Responsibility	Financing
Streets 1. Extend Route 52 to Santos Road	ASAP	Construct freeway	Caltrans; Transportation planning.	Highway trust fund, gas tax
2. Construct I-15 between Friars Road and Route 52	ASAP	Construct freeway	Caltrans; Transportation planning	Highway trust fund gas tax
3. Extend Balboa Avenue from Ruffin Road to I-15.	Immediate, according to need	Construct 4-lane major street	Caltrans; Transportation planning.	Highway trust fund, gas tax
4. Extend Ruffner Street from Balboa Avenue to Engineer Road.	When needed	Construct 4-lane major street	Adjacent property owners	
5. Complete internal street network in Kearny Mesa Health-Institutional Complex	Immediately, according to need	Construct Birmingham - Berger Avenue loop to Mesa College Drive	Adjacent property owners - as part of expansion plans	
6. Widen existing road to 6-lanes (widening or parking removal): Convoy Street	According to to need	Schedule into CIP according to need.	Transportation Planning	CIP
7. Widen existing roads to 4 lanes (widening and/or parking removal): Engineer Road Health Center Dr. Mercury Street Othello Avenue Ruffner Street	According to need	Schedule into CIP according to need	Transportation Planning	CIP
8. Extend Vickers Street to Kearny Mesa Road	When needed.	Construct 2-lane street	Adjacent property owners	

Proposal	Priority	Action	Responsibility	Financing
9. Provide misc. special treatment	As needed	Monitor and determine needs for increasing capacity of road system.	Transportation	CIP and/or City general fund.
Public Transportation				
10. Increase frequency and hours for Routes 25, 25A and 27	Immediately	Implement plans	Transit company	Not determined
11. Provide direct express service from Serra Mesa to Downtown and other employment centers.	ASAP	Implement plans	Transit company	Not determined
12. Institute area mini bus-shuttle system supplementary to express service	Long range	Develop and implement local service plan linked with city wide	SMCPG S.D. Transit, private	Not determined
Bikeways				
13. Develop community bikeway system coordinated with City and regional system	ASAP	Follow through by implementing approved plans	Transportation Planning SMCPG	CIP, Bikeway fund, City general fund

ENVIRONMENTAL MANAGEMENT ELEMENT

Proposal	Priority	Action	Responsibility	Financing
Physical Environment-Urban Design 1. Improve grading, landscaping, standards and control of hillside cuts.	Immediate	Amend PRD, PCD and HR requirements to provide better protection and enhancement of environment. Enforce adopted standards.	Planning	
2. Underground utilities on following streets: Gramercy Dr. FY 1980 Mission Village Dr. FY 1981 Ruffin Road FY 1981 Sandrock Rd. FY 1982	ASAP	Schedule undergrounding of utilities on major streets; local neighborhoods when feasible, transmission lines when feasible	Community action/ SMCPG; SDG&E	Utility Company, Assessment District, CIP
3. Extend cable TV; require master antenna in new PRD's and multifamily projects	ASAP	Approach franchise operator re: expenditure service-follow-up. Require master antenna in PRD's thru Council action.	SMCPG-Community action Planning Dept.	
4. Extend sign controls	Immediate	Adopt zone changes to achieve sign controls	City Council	
5. Plant street trees and landscaping: Clairemont Mesa Blvd. Balboa Avenue Friars Road Convoy Street Aero Drive	Immediate	Prepare preliminary plans; implement via assessment districts	SMCPG, Community action	Assessment District
6. Control environmental pollution	Immediate	Enforce existing anti-pollution legislation; develop new programs and practices	Community action/ City Council	

Proposal	Priority	Action	Responsibility	Financing
Open Space-Hillside Conservation				
7. Establish open space system: Ruffin-Sandrock Canyons; Cardinal Canyon, west forks of Murphy Canyon south of Aero Dr. Murray Canyon, hillsides adjacent to Mission Village Drive (Total 400 acres) San Clemente Canyon 25 acres	Immediate. Acquisition should occur as early as possible, not until threat of development occurs.	Initiate proceedings for hearing and Council action on establishment of assessment district or districts. Apply HR zone overlay over all land meeting criteria; R-1-40 zone in designated open space areas.	SMCPG/City Council/ Community Action	Park Procedural Ordinance (assessment districts), Environmental Growth Fund
8. Establish strict development controls in steeply sloping portions of the Regional Employment Center and elsewhere (Total 300 acres	ASAP	Apply HR zone overlay over all land meeting criteria. Propose additional controls appropriate for protection of sensitive environments	City Planning Dept. Planning Commission, City Council	
Socio-Economic Environment				
9. Monitor community facilities and services to ensure they serve the changing social and economic needs of the population.	Immediate and continuing	Organize a task force of community leaders and experts in social problems to evaluate socio-economic conditions in the community and recommend appropriate action.	SMCPG, community leaders, City Human Resources Dept.	

APPENDICES

*EIR COMPONENT: ORGANIZATIONS, AGENCIES AND INDIVIDUALS CONSULTED

The following were asked to comment on the accuracy and/or sufficiency of this draft report:

Comprehensive Health Planning Association
Federal Aviation Administration
City Planning Department
City Parks and Recreation Department
City Department of Transportation
City Engineering and Development Department
City Fire Department
City Library Department
City Police Department
City Water Utilities Department
City Attorney's Office
City Manager's Office
Councilman Floyd L. Morrow
Comprehensive Planning Organization
County Health Department (Health Care Agency)
San Diego Unified School District
San Diego Chamber of Commerce
Economic Development Corporation
Angier Elementary School
Cubberley Elementary School
Fletcher Elementary School
Fletcher Community School
Jones Elementary School
Juarez Elementary School
Wegeforth Elementary School
Taft Junior High School
Montgomery Junior High School
Kearny Senior High School
Mesa Community College
Serra Mesa Community Planning Group
Kearny Mesa Business Association
Clairemont Mesa Development Committee
Apartment and Rental Owners Association
San Diego Board of Realtors
Environmental Action Council
Citizens Coordinate for Century III
Clean Air Council
Noise Administrator
San Diego Ecology Centre
Archaeological Fellowship of SDSU
San Diego League of Women Voters
Senior Adult Services
California Public Interest Research Group
Central Area Committee, Park and Recreation

County Parks and Recreation Department
County Office of Environmental Management
San Diego Transit Corporation
Metropolitan Transit District
San Diego Gas & Electric Company
Sierra Club
Native Plant Society
Audobon Society
San Diego Union-Tribune
Sun Newspaper (Sentinel)
Miramar Naval Air Station
Cal Trans
Fish and Game Department
Water Quality Control Board
Air Pollution Control District
Department of Land Use and Environmental Regulation
City Property Department
Local Agency Formation Commission
San Diego Building Contractors Association
San Diego Construction Industry Coordinating Council
Citizens to Save Open Space
General Chairman of Park and Recreation Board
San Diego Museum of Man
Archaeology Society, San Diego
Tierrasanta Community Council
Montgomery Airport Tower
Mira Mesa Community Planning Group
Mira Mesa Town Council
Kearny Vista Community Planning Group
Kearny Mesa Town Council
West Mission Valley Planning Group
Mission Valley Council, Inc.
San Diego Pipe Line Company
Daley Corporation
H.G. Fenton Materials Corporation
Conrock Company
R.E. Hazard Company
Sharp Hospital
Childrens Hospital and Health Center
Mesa Vista Hospital
Genesee East Mental Health Center
Door of Hope
County Probation
Juvenile Hall
County Department of General Services (Facilities Planning)
United Way of San Diego County (Community Contact Services)

FOOTNOTES

1. Conversion to the metric system is anticipated before the end of the plan period. The following are conversion factors from the English system to the metric:

English	Metric	Conversion Factors
Square Feet	Square Meters	Sq. ft. x 0.093
Acres	Hectares	Acres x 0.4046
Miles	Kilometers	Miles x 1.609
Feet	Meters	Feet x 0.3048
Inches	Centimeters	Inches x 2.540

2. The Regional Employment Center (REC) refers to Kearny Mesa-East and West, the sand and gravel operations, the Health-Institutional Complex and other land uses of regional (as opposed to local or community) interest within the Serra Mesa Community Planning Area.

3. Kennedy, Michael P., "Bedrock Lithographics, San Diego Coastal Area, California", in: Studies on the Geology and Geologic Hazards of the Greater San Diego Area, California, 1973, pp. 13-15.

4. Dr. Jason A. Lillegraven, San Diego State University Professor of Paleontology, personal communication.

5. Liquefaction constitutes a failure of the ground to support weight. This occurs on sandy ground with a high water table during earthquakes.

6. San Diego City Planning Department, A Plan for Equestrian Trails and Facilities, October 1974.

7. San Diego City Planning Department, A Plan for the Preservation of Natural Parks for San Diego, April, 1973, p. 2.

8. San Diego City Planning Department, Open Space for San Diego, May, 1968, p. 7.

9. San Diego City Planning Department, A Plan for the Preservation of Natural Parks for San Diego, April, 1973, p. 26.

10. San Diego City Planning Department, The General Plan for San Diego - 1995, unpublished preliminary draft, September, 1975, p. 316. Full title of the Appleyard-Lynch study was Temporary Paradise? A Look at the Special Landscape of the San Diego Region, published September, 1974. Much of that study has been incorporated into the Urban Design Element of the proposed General Plan for San Diego - 1995.

11. Ibid., p. 317.

12. Two types of noise measurement are used in California. Aircraft noise is expressed in terms of community noise equivalent level (CNEL) and motor vehicular noise in terms of day-night average level (Ldn). The unit of measurement is the decibel; CNEL and Ldn take into account average noise levels over a 24-hour period. The calculation of CNEL requires the addition of five decibels to evening (7:00 p.m. to 10:00 p.m.) and ten decibels to nighttime (10:00 p.m. to 7:00 a.m.) noise levels. Ldn calculations add ten decibels to nighttime noise levels only, since the evening hours are treated as a part of the daytime period. (Abstracted from The General Plan for San Diego - 1995, unpublished preliminary draft, pp. 260-261).

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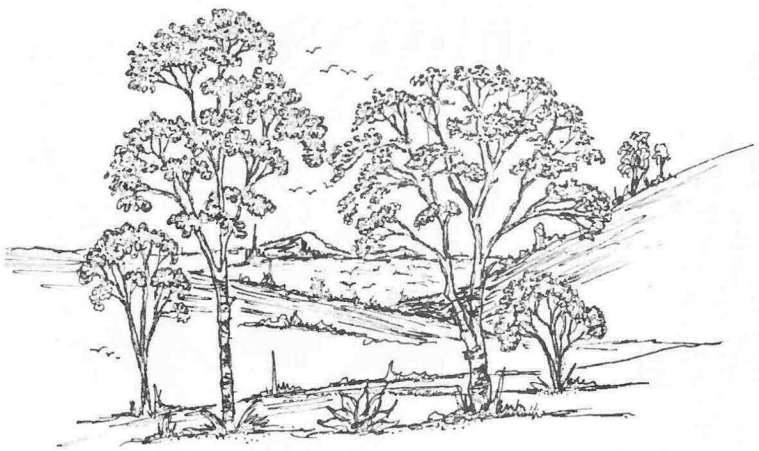
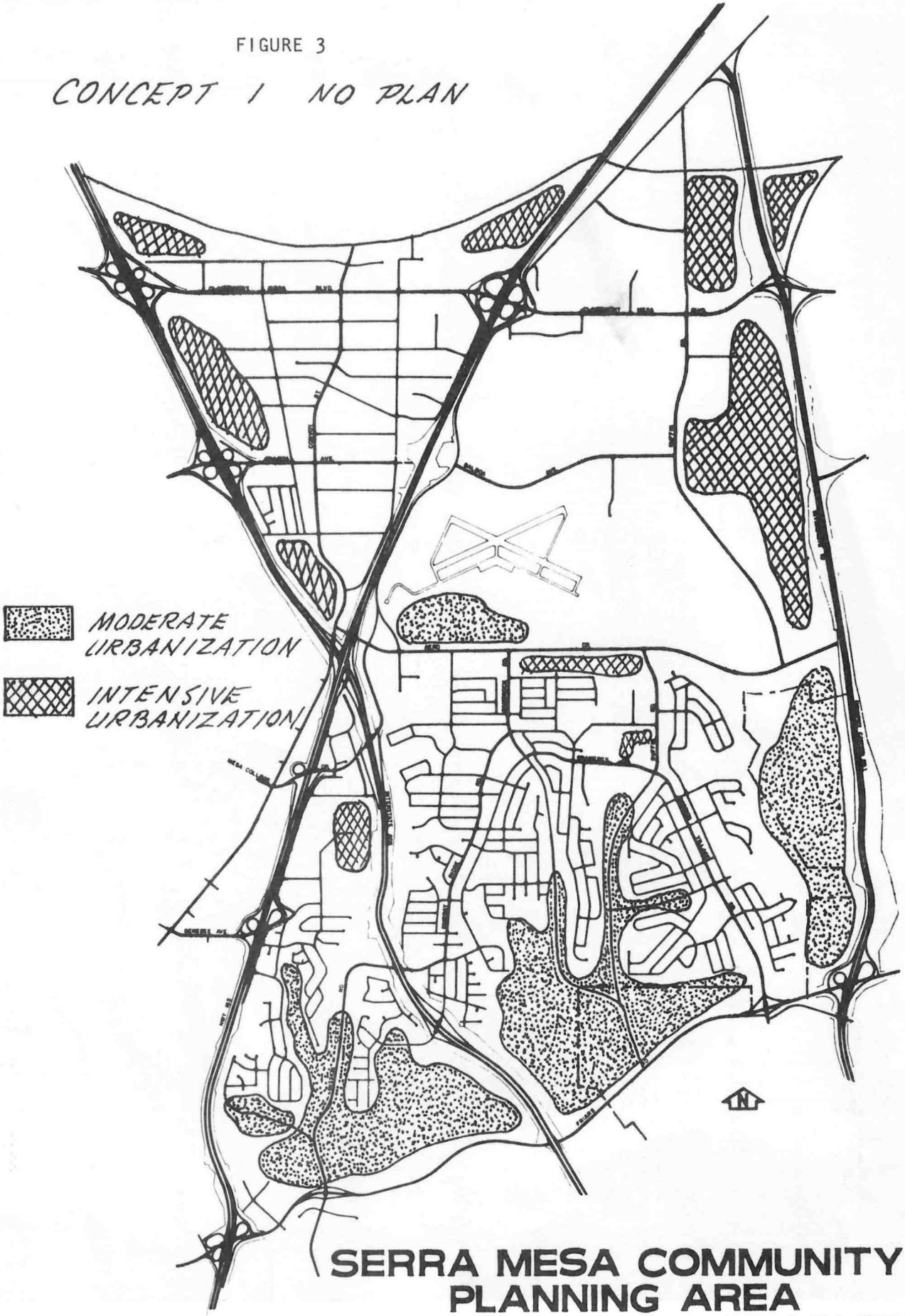


FIGURE 3

CONCEPT 1 NO PLAN



SERRA MESA COMMUNITY PLANNING AREA