



# City of San Diego General Plan

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## ~ Historical Context ~

- ❑ **1967:** City Council adopted and the electorate ratified the **first** General Plan for the City of San Diego
- ❑ **1974:** Influence of **K**evin **L**ynch and **D**onald **A**ppleyard's *Temporary Paradise*
  - ❑ “New growth [should] **complement** the **regional landscape** to **preserve** its **precious natural resources** and San Diego's **high quality of life**”
- ❑ Influence of **g**rowth
  - ❑ Development of documents, ballot initiatives, and programs
- ❑ **2002:** City Council adopted the **S**trategic **F**ramework **E**lement to guide the comprehensive update of the 1979 General Plan

# ~ Current General Plan: Background ~

- ❑ Comprehensive “blueprint” for the **C**ity of **S**an **D**iego’s growth over the next **20+** years
- ❑ **S**trong **s**ustainability focus and provides **l**ocal **p**olicies to address **g**lobal **c**limate **c**hange
- ❑ Consists of **10** elements:
  - ❑ **L**and **U**se & **C**ommunity **P**lanning
  - ❑ **M**obility
  - ❑ **U**rban **D**esign
  - ❑ **E**conomic **P**rosperity
  - ❑ **P**ublic **F**acilities, **S**ervices & **S**afety
  - ❑ **R**ecreation
  - ❑ **C**onservation
  - ❑ **N**oise
  - ❑ **H**istoric **P**reservation
  - ❑ **H**ousing **E**lement

# ~ Current & Projected Profile ~

	Profile in 2010	Projected Profile in 2030	Percent of Change (%)
Population	1,307,402	1,689,000	29
Income	98,210	112,294	14
Employment	850,543	980,374	15
Housing	518,063	610,049	18

# ~ SWOT Analysis ~

## Strengths

- ❖ **B**usiness  
**F**riendly
- ❖ **T**ourist  
**H**otspot

## Weaknesses

- ❖ **U**naffordable  
**H**ousing
- ❖ **S**prawl
- ❖ **H**ourglass  
**E**conomy

## Opportunities

- ❖ **R**ecreation
- ❖ **S**ustainability

## Threats

- ❖ **R**ising **S**ea  
**L**evel
- ❖ **E**arthquakes



# ~ Land Use Element ~

Last Updated June 2015

# ~ Existing and Proposed Land Uses ~

## Change:

❑ Residential: ↑

❑ Industrial: ↑

❑ Agriculture: ↓

❑ Multiple Use: emergence

❑ Commercial Employment, Retail, and Services: evenly dispersed

❑ Institutional, Public and Semi-Public Facilities: little

TABLE LU-1 Existing Land Uses (May 2006)

General Plan Land Use Category	Existing Uses	
	Acres	% of Total
Agriculture	6,055	2.8
Commercial Employment, Retail, and Services	7,887	3.6
Industrial Employment	8,928	4.1
Institutional, Public and Semi-Public Facilities <sup>1</sup>	37,103	16.9
Multiple Use	--	--
Park, Open Space and Recreation <sup>2</sup>	60,654	27.6
Residential	52,389	23.9
Roads / Freeways / Transportation Facilities <sup>3</sup>	31,291	14.3
Water Bodies <sup>3</sup>	6,932	3.2
Vacant <sup>3</sup>	8,002	3.6
<b>Total</b>	<b>219,241</b>	<b>100.0</b>

<sup>1</sup> This land use category includes 26,547 of existing acres of military use.

<sup>2</sup> This land use category includes 2,578 acres of water bodies that are recreational areas and located within park and open space areas.

<sup>3</sup> Not a General Plan land use category, however, it is included to provide an accurate account for total acreage in the City. Water bodies identified here are not for recreational purposes.

Source: SANDAG's Regional Land Use Database

TABLE LU-2 Planned Land Uses

General Plan Land Use Category	Existing Uses	
	Acres	% of Total
Agriculture	3,670	1.7
Commercial Employment, Retail, and Services	6,114	2.8
Industrial Employment	12,278	5.6
Institutional, Public and Semi-Public Facilities <sup>1</sup>	36,545	16.7
Multiple Use	4,534	2.1
Park, Open Space and Recreation <sup>2</sup>	62,686	28.5
Residential	55,987	25.5
Roads / Freeways / Transportation Facilities <sup>3</sup>	30,495	13.9
Water Bodies <sup>3</sup>	6,932	3.2
Vacant <sup>3</sup>	--	--
<b>Total</b>	<b>219,241</b>	<b>100.0</b>

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Source: SANDAG's Regional Land Use Database



# ~ Mobility Element ~

Last Updated June 29, 2015



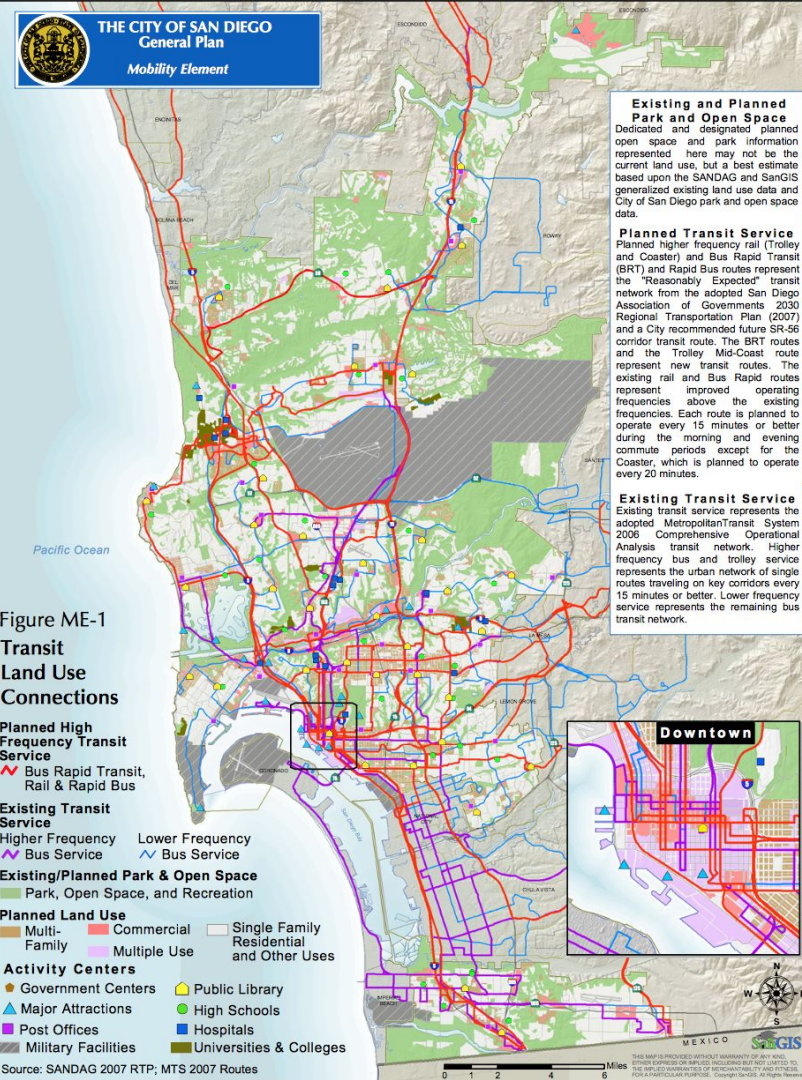
# ~ Mobility Element ~

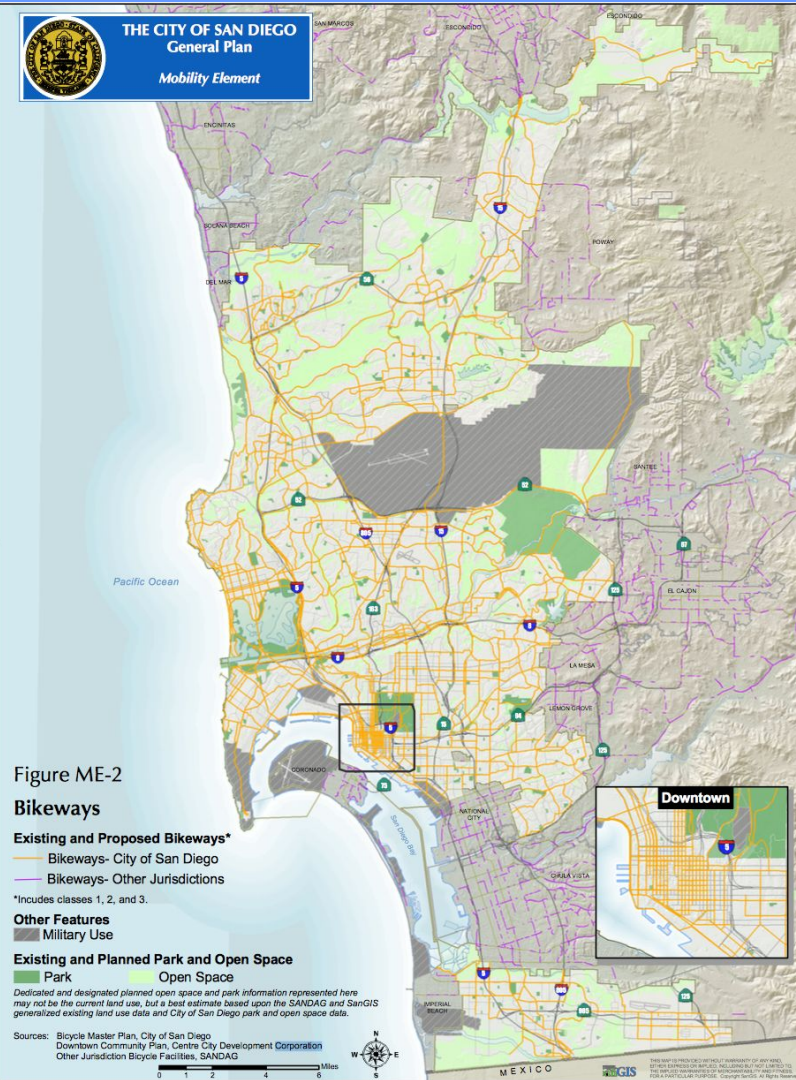
Connectivity + walkability

Multimodal

Half cent sales tax funds  
improvements → still need  
more funds

- SANDAG









# ~ Housing Element ~

Last Adopted **March 4, 2013**  
**(2013-2020)**

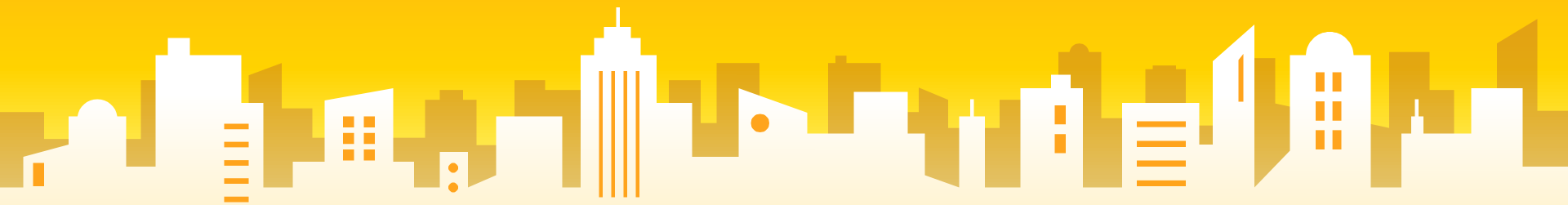
# ~ Housing Element ~

## Regional Housing Needs Allocation

- ❖ Low Income: **18,735** units
- ❖ High Income: **18,362** units

## Quantified Objectives for Housing Production

- ❖ Low Income: **7,700** units
- ❖ High Income: **34,800** units



# Rental Housing Assistance Program

- ❖ Dedicated to breaking the cycle of poverty by assisting families with
  - **Paying Rent**
  - **Providing Supportive Services**
  - **Individualized Case Management to Encourage Economic Independence**

# ~ Specific Plans ~

## Quarry Falls

- ❖ Low and High Density Residential
- ❖ Multiple-Use
- ❖ Recreational and Open Space

## Morena Corridor

- ❖ Renovation into Mixed-Use Village

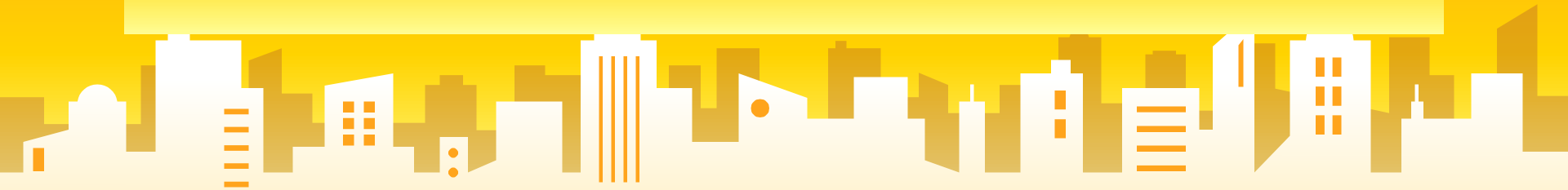
## Balboa Avenue Station

- ❖ Improves Transit-Oriented Development near the Balboa Avenue Trolley Station



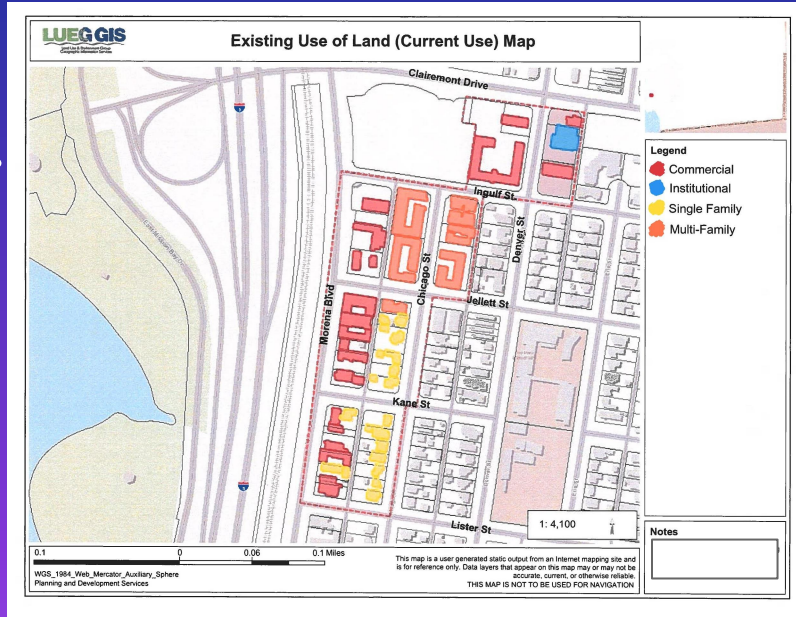
# ~ Balboa Avenue Station Specific Plan ~

- ❖ Consistent with the **G**eneral **P**lan
  - City of **V**illages **S**trategy
    - **M**ixed-**u**se **v**illages located throughout the **C**ity and connected by **h**igh-**q**uality **t**ransit

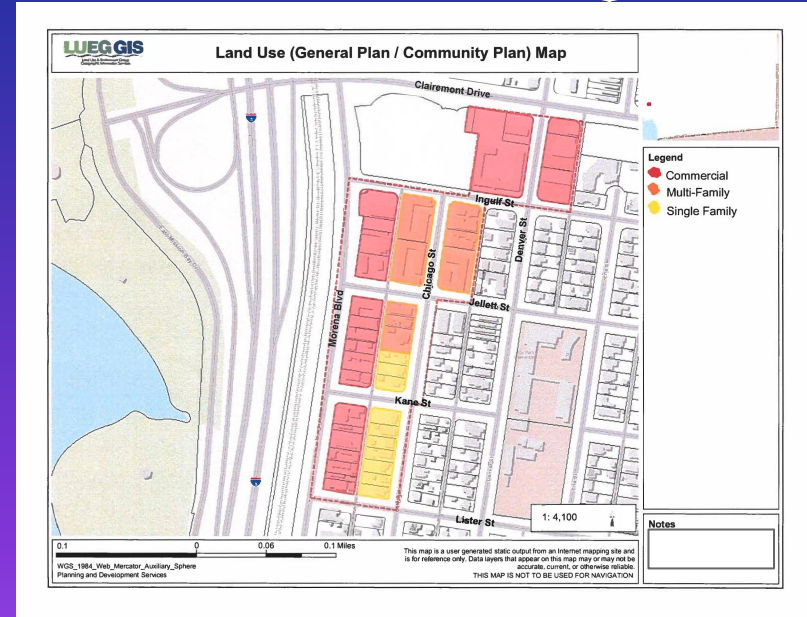


# ~ Morena Corridor Specific Plan ~

Present:



Future:





# ~ Consistencies with 3 Elements ~

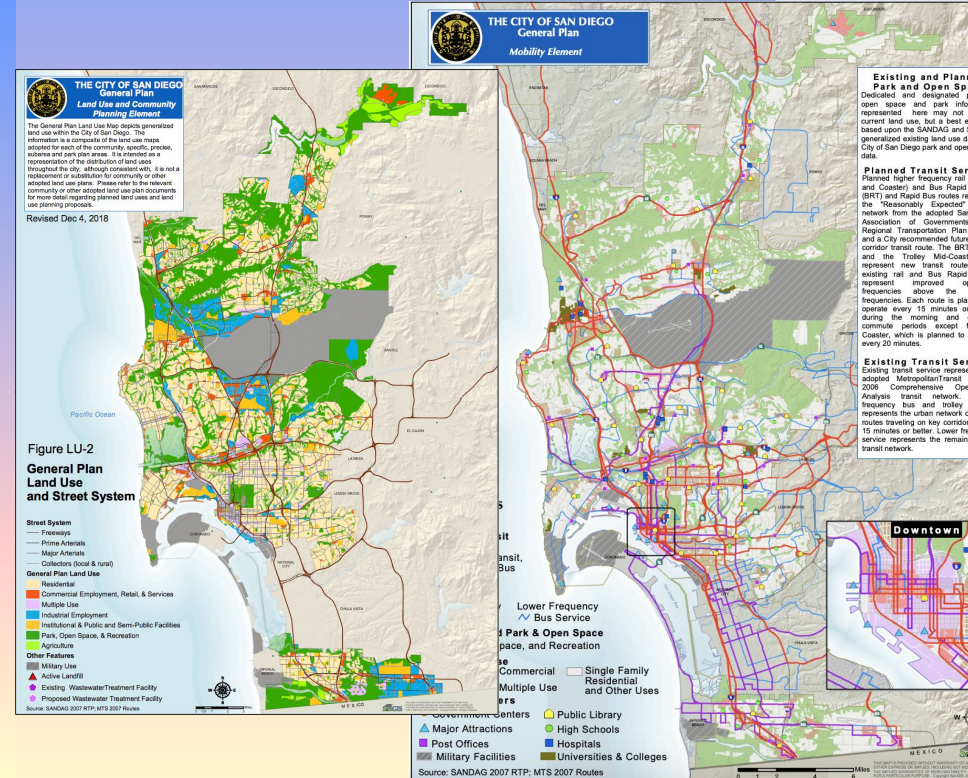
- **Land Use, Circulation, and Housing Developments**

- **Map:** Existing and community plan-designated activity centers, commercial centers and corridors, and multifamily residential areas that are along the region's higher frequency existing and planned transit services.

- **Land Use and Circulation Elements:**

- **City of Villages**

■ SB 375



# ~ Strengths/Weaknesses ~

- ❖ **Housing Growth = Pop. Growth**
- ❖ **Mixed Use Land**
- ❖ **Complete**
- ❖ **Addresses Hourglass Economy**

- ❖ **Unaffordable Housing**
  - **Redevelopment Agencies**
- ❖ **Mixed Use → 2%**
- ❖ **Sea Level Rise**

~ Thank You! ~

