

Midway Village Mixed Use Development, San Diego

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Senior Project, Spring 2014

City and Regional Development Department, Cal Poly, San Luis Obispo



MIDWAY VILLAGE MIXED USE DEVELOPMENT, SAN DIEGO

by

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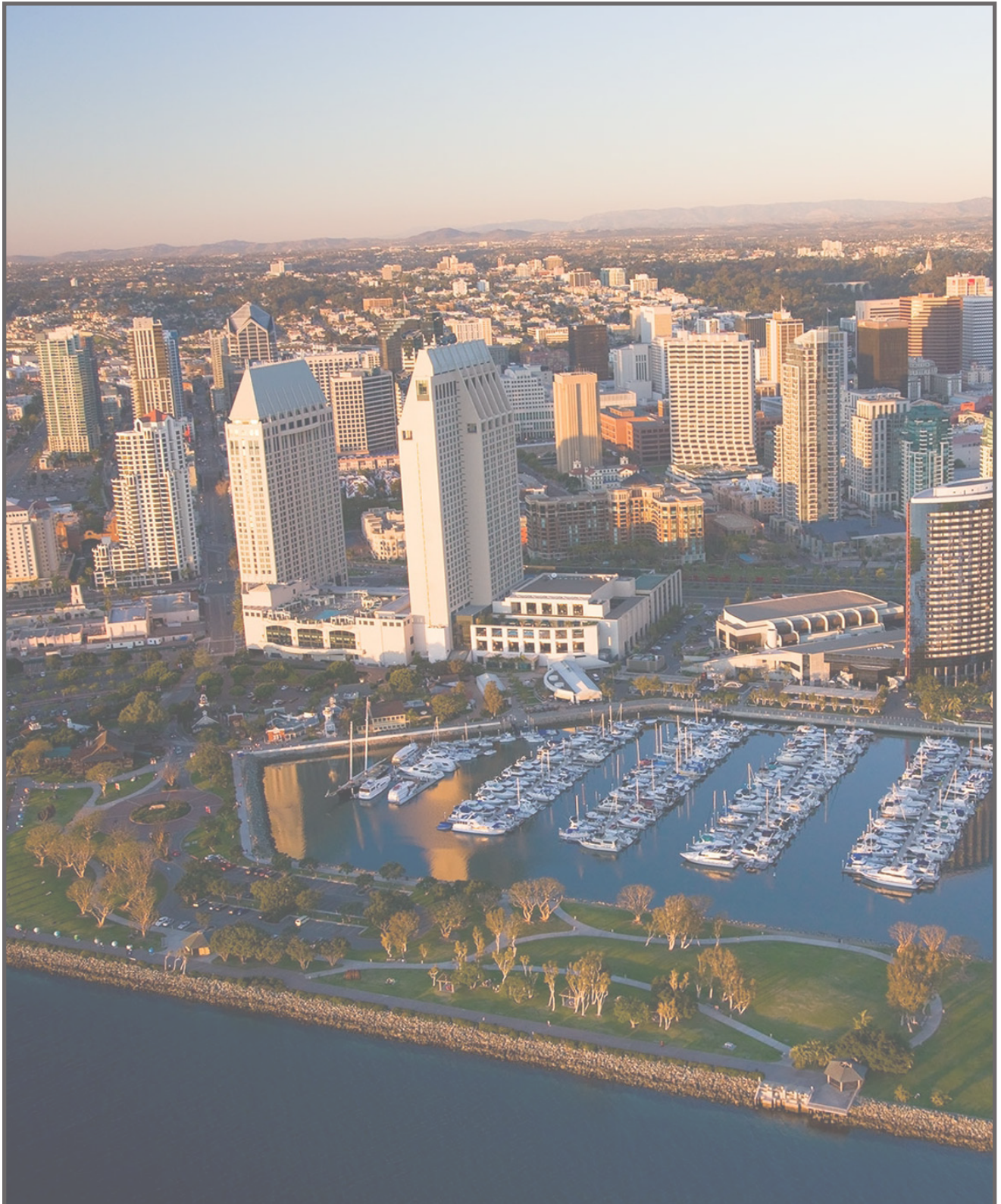
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CHAPTER 1 - Introduction



DOWNTOWN SAN DIEGO SKYLINE

1.1 Project Introduction



The San Diego General Plan was first adopted in 1967 when the City's population was less than 700,000 residents. The City has grown steadily since that time to a current population of approximately 1.4 million residents. The boundaries of the San Diego, however, have not changed as dramatically as its population, leading to challenges to find developable land to meet its citizens' needs in future years as the population is predicted to continue to grow. Accordingly, today, the City is encouraging and implementing redevelopment of underutilized land to provide project sites to provide needed infrastructure and building sites to serve the City's needs into the future.

San Diego's 2008 General Plan includes goals and policies to guide future development within the City. San Diego's plan recognizes and addresses the 52 individual communities within the 342.5 square miles in city limits. Each community is required to create a community plan that addresses each community's problems and capitalizes on each community's unique opportunities.

The City of San Diego implemented the City of Villages concept as part of its evolving General Plan in 2008 to make its various town centers more prominent and integral parts the neighborhoods. According to the General Plan, these villages are places that are defined by a diverse mix of uses where residential, commercial, employment, and civic centers are all present and utilized by the community. Villages should draw on the character of the

overall community for their architectural presence and sense of place (City of San Diego, 2008). Villages should be characterized by pedestrian friendly streets and inviting public spaces, and should vary in affordability based on individual location and needs within the area. According to the general plan, the villages of San Diego will benefit from an improved citywide public transit system, with special efforts being made to connect the villages to each other and the rest of the city.

These village plans are the designed to implement the ideals set forth in the City's general plan vision statement, as follows: "We are stewards of a remarkable resource, a City on the Pacific of great cultural and physical diversity. In the 21st century, San Diego must continue to evolve in harmony with its exceptional natural environment, always treasuring the unique character of its neighborhoods, striving for equity, and celebrating the rich mosaic that is San Diego." (San Diego, 2008).

The goal of this project is to perform extensive research regarding the immediate the context of the area surrounding the project site, and develop a site design that will solve problems we observe in the community and meet the growing residential and commercial needs of the Midway Community in San Diego. Our proposal is based on smart growth and new urbanist principles that support the implementation of mixed use development and is in accordance with the City's general plan.



Figure 1.1: View over Mission Beach and Mission Bay

Research began by first by performing a aerial examination of the site using maps from Google Earth. Further research of the site’s context was found online using various plans and documents that yielded information on the project site’s relationship to its surroundings on a local, citywide, and regional context.

The actual boundaries of the project site were then determined based what areas would provide the greatest benefit if redeveloped and what the team considered feasible. The team then performed a site survey on a parcel-by-parcel basis that included a pedestrian visual survey of the study area, which quantified various aspects of site condition such as building conditions, sidewalk conditions, height of buildings, land use, etc. The results of this survey are summarized and incorporated in Chapter 3: “Existing Conditions.”

Document Contents

Chapter one of the Midway Village Plan begins with an introduction of the site and its immediate context. This chapter roughly follows the team’s early progression of research, and explains the historical, climatic, and geographical conditions of the Midway Community area.

Chapter two describes the theoretical framework that is used to evaluate case studies and create a project design. This chapter outlines the tenets of Smart Growth and New Urbanism, and explains the environmental, fiscal, and aesthetic benefits that communities designed around their principles can have.

Chapter three of this document details the team’s on-site research efforts, and explains the process by which data was collected and the thresholds that were used to analyze the site. An analysis of the data that was collected is provided and explained using charts and diagrams, which identifies the opportunities and challenges of the site.

Chapter four outlines the new site design proposal. A site plan is provided with overall circulation and land use in the area. Design imagery is presented alongside the site plan to demonstrate the desired aesthetic. The potential fiscal impact of the project is presented and the process by which those numbers are achieved is explained, demonstrating that the project is a fiscally viable redevelopment of the existing land uses.

Chapter five presents the team’s project conclusions confirming the

viability of a mixed use village within the site to complement the Midway/Pacific High Corridor community and its surrounding uses.

The attached appendices provide additional information regarding the project, including site survey data sheets, tables, and figures that are not presented in the report. The project bibliography is also included in the appendices providing citations to ideas referenced in the project.

1.2 Location Context

Regional Location

San Diego is an incorporated southern California city located on the Pacific Ocean, bordering Mexico just to the south. San Diego's 342.5 square miles and almost 1.35 million people as of 2014 are part of the second largest metropolitan area in California consisting of approximately 3.2 million residents and 419 square miles of land. The City is known for the large span of coastline, which draws millions of visitors from around the world annually. The topography of San Diego contributes to its unique atmosphere. Distinct and varied communities have emerged within San Diego, each with its own characteristics defined by topography, transportation networks, and unique culture and historic development.

As the first American port of call north of the Panama Canal on the west coast, San Diego serves as an important locus for maritime commerce and defense based on the protected bay large enough to house scores of Naval ships

and cargo ships. The city has been the home to multiple military bases for more than one hundred years, providing regional jobs and valued economic support. In addition, a vibrant tourism industry attracts millions of visitors to the area each year generating additional revenue for the city. Much of the tourism is based on coastal amenities, beaches and bays, as well as the unique neighborhoods and constant temperate weather almost year round.

San Diego has an extensive freeway network, which is complemented by easily accessed surface streets to its many neighborhoods. The freeways connect the coastline with eastern San Diego County, the Mexican border and north county and points north. Interstate-5 and Interstate-8 join the city to all other regions of the country. Interstate-5 stretches from the Mexican border to the Canadian border in Washington; Interstate-8 runs from Ocean Beach through Arizona, connecting



Figure 1.2: Aerial view Interstate-8 and Interstate-5 toward Mission Bay with Old Town Transit Center in foreground



Figure 1.3: Sunset on the coast of La Jolla, a distinct San Diego community

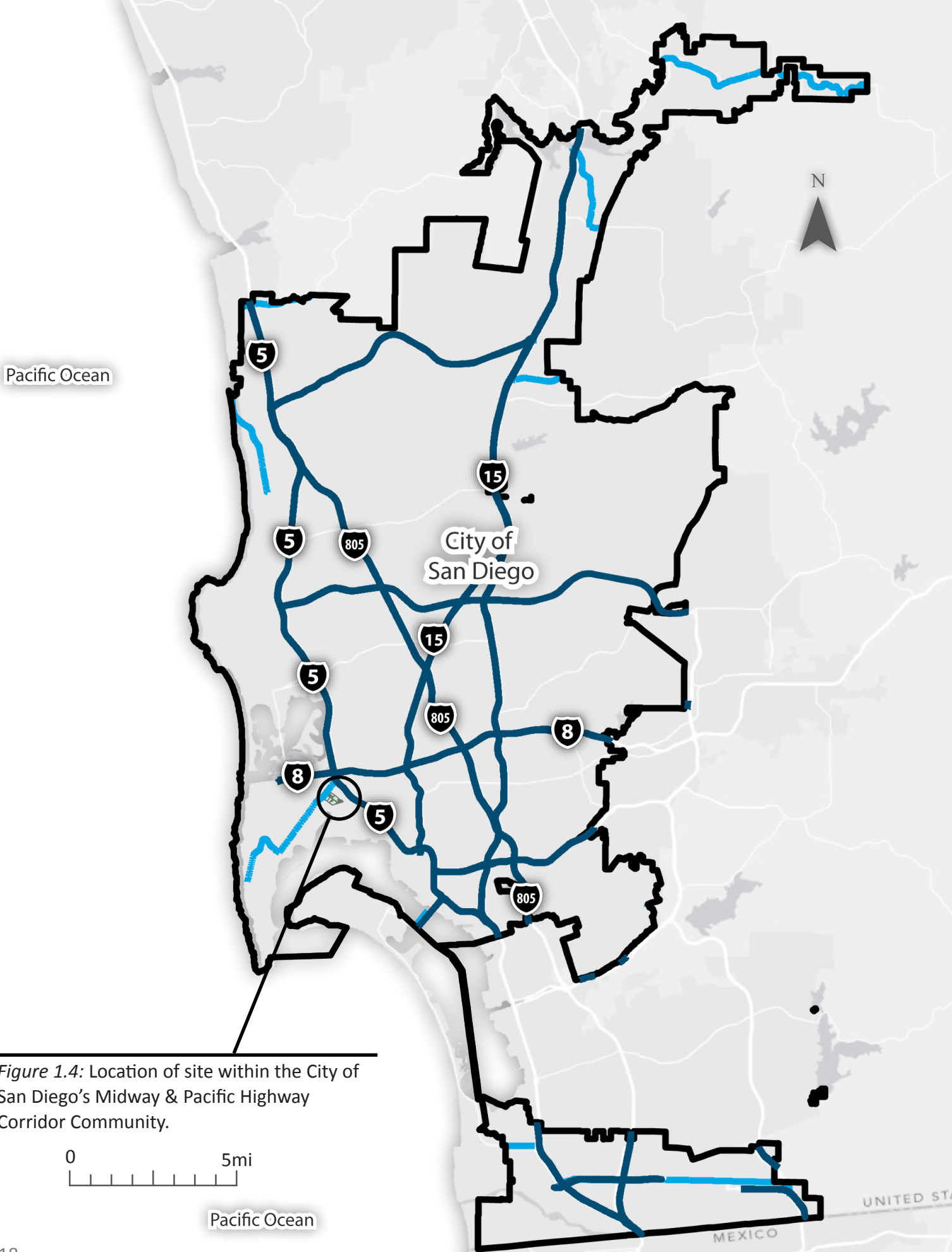


Figure 1.4: Location of site within the City of San Diego's Midway & Pacific Highway Corridor Community.

to Interstate-10, which runs to the east coast. Pacific Highway winds up the coast, to the north and is one of the most scenic drives in the country. These three roads pass close by to the Midway Village, the focus of the team's study.

Nearby the project site are Interstate-5, the Old Town Amtrak Station and a San Diego Trolley stop, linking the project site to the rest of San Diego by means of public transportation. The trolley station is located a little over half a mile (0.6mi) from the project site. Buses, trains, trolleys provide services out of the station. The Amtrak trains travel from downtown San Diego to Orange County, Los Angeles, Santa Barbara, San Luis Obispo, and all of the places in between.

Historical Context

As the oldest city in California, San Diego has a long and diverse history. Spanish missionaries and explorers arrived in 1542. The San Diego Mission, Mission San Diego de Alcalá was officially founded in 1769, marked the beginning of the Californian Missions (San Diego History, n.d.). By the late 1770s, non-soldier settlers arrived in San Diego and set up homes on Presidio Hill (where the



Figure 1.5: Aerial view of Downtown San Diego, circa 1876

mission is located to this day). The town did not begin to truly expand until the 1820's and 1830's, when more settlers established a town center in the area now known as Old Town (only a mile from Midway Village).

On March 27, 1850, San Diego was incorporated just before California became a state later that year. The mid-to late-1800s saw further growth in San Diego. A key actor in the overall development of the city was Alonzo Horton. Horton underwrote the cost of an election to get a new town Board of Trustees. He also purchased 800 acres of land in the area, which became New San Diego, now downtown San Diego. Before any expansion could take place near the Midway area, the San Diego River had to be diverted toward Mission Bay. Once the river flow was changed, marshy land was exposed to be developed by investors who had previously subdivided the land (San Diego History, n.d.).

The turn of the century also brought a new sector of growth to the region, military expansion. Fort Rosecrans, at the tip of Point Loma, was commissioned as an Army base and in the

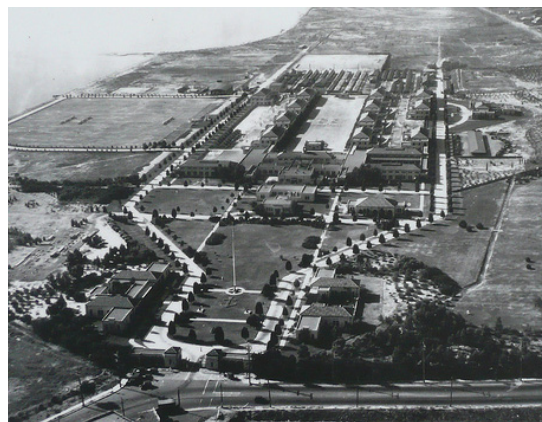


Figure 1.6: View of Naval Training Center with Barnett Avenue in the foreground



Figure 1.7: La Playa Trail marker on the Midway Village site

1950s was converted into the Naval submarine base. In order to reach the base, Navy personnel and civilian employees used Rosecrans Street to access the base. Rosecrans follows the old La Playa Trail, running from the government base adjacent to La Playa back to the Mission on Presidio Hill (La Playa Trail, 2013). By the 1920s, additional military bases were located near the Midway District. First, the Marines moved to their current installation off of Barnett Avenue, now known as the Marine Corps Recruit Depot. Nearby, the Naval Training Center was commissioned adjacent to the Marine base, but has since been returned to civilian ownership and was redeveloped into a mixed-use community open to the public.

In addition to military growth, the aviation industry had early roots in the Midway District as well. Ryan Aeronautical Company was located in the Midway Village, including its own runway to test airplanes it manufactured. The company was famous for designing, building, and testing Charles Lindbergh's Spirit of Saint Louis before his trans-Atlantic flight (City of San Diego, n.d.). By



Figure 1.8: Farmers Market on Midway Drive, circa 1946

the late-1920s Lindbergh Field opened to the public and remains in use today as the San Diego International Airport.

The 1930s and 1940s brought much more development to the Midway area. Commercial and industrial uses dominated, with very housing. In the 1940s, Midway remained dominated by military industrial sites and temporary wartime housing (City of San Diego, n.d.). By WWII and into the '50s, the aircraft industry occupied much of the Midway community. Midway Drive attracted many small warehouses and commercial developments (City of San Diego, n.d.). With the growth of the interstate freeway system in the 1950s, Interstate-8 was built running east-west through Mission Valley, terminating at its western most point in Point Loma at Ocean Beach, providing easy access to Rosecrans Street and the Midway District.

In the 1960s, land values began to increase creating a higher demand for tax producing uses in the area. Industrial uses faded away as more commercial developments moved in. Since then, commercial development expanded with little guidance or direction. The City blamed haphazard development for the

lack of defined urban form and community legibility (City of San Diego, n.d.). As a result, few of the area's buildings relate or function together or with the surrounding neighborhood.

1.3 Project Site

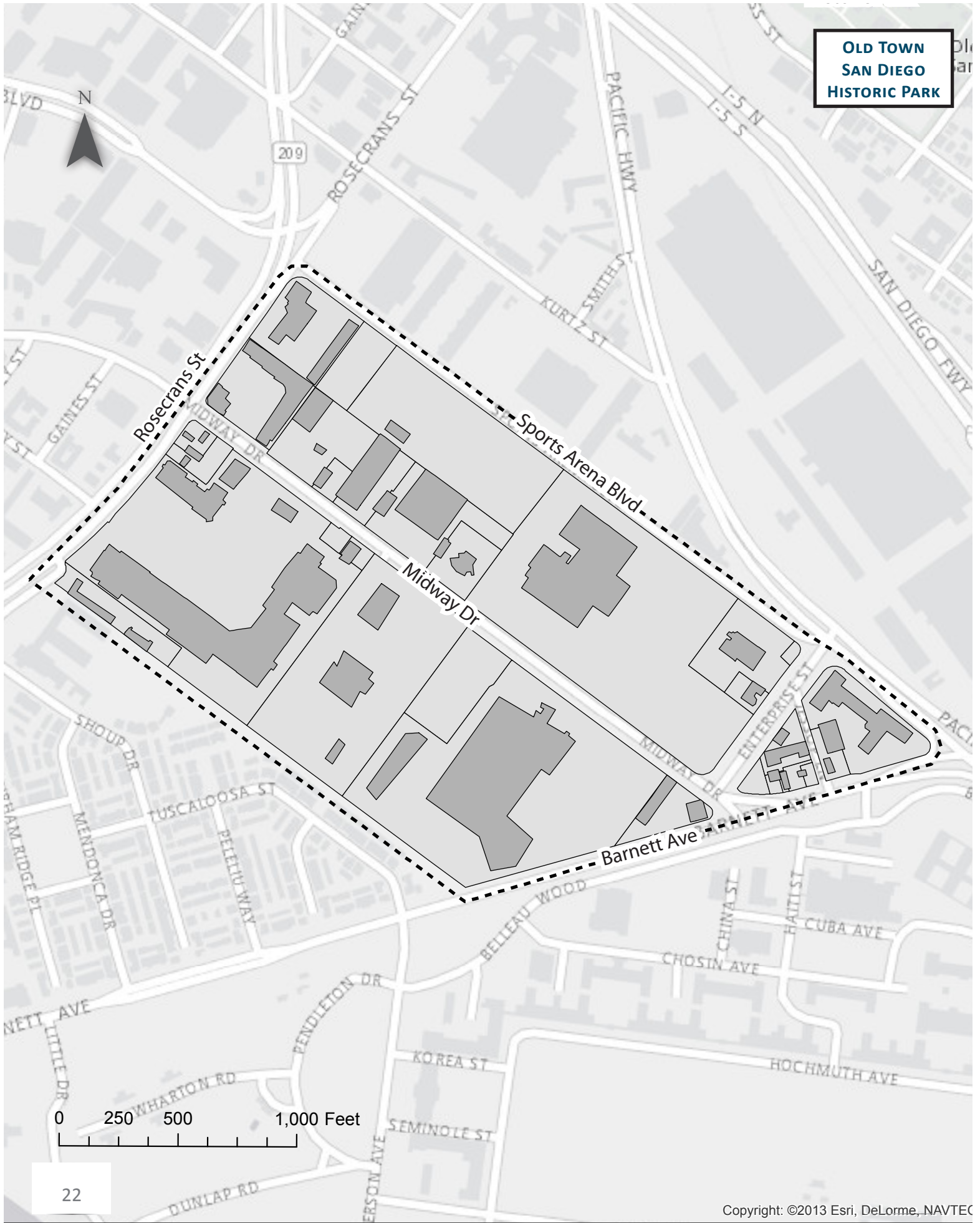
The Midway Village consists of 89 acres located next to one of San Diego's busiest intersections, Rosecrans Street and Midway Drive between Rosecrans Street/State Route 209 and Barnett Avenue in the Midway/Pacific Highway Community (Figure 1.9). Midway Drive runs through the center of the Midway Village. The street connects to other shopping centers and continues to the west toward Mission Beach and Mission Bay.

Midway Village is close to central San Diego as well as other notable destinations. It is within one mile of Old Town State Park, two miles of the San Diego International Airport, four miles of Balboa Park and Downtown San Diego, and three miles to the nearest beach. The site is dominated by auto-oriented commercial uses with a scattering of industrial uses reflecting the past aviation and defense industries that once dominated the area. The major tenants currently in the project site include: CVS, T.J. Maxx, Home Goods, U.S. Post Office, the Naval Base Point Loma-Old Town Campus parking lot, and a large trucking warehouse structure. Directly adjacent to

the site is an elementary school, the Gateway Military Housing to the south, the Marine Corps Recruit Depot on Barnett Avenue, and light industrial and offices along Sports Arena Blvd. There is very limited public transportation access.

(Following Page) Figure 1.9: The project site and its immediate surroundings

**OLD TOWN
SAN DIEGO
HISTORIC PARK**



CHAPTER 2 - Theory Statement



SMART GROWTH RENDERING

2.1 Theoretical Framework

PLANNING THEORY AND URBAN FORM

Urban planning by definition and practice is constantly evolving, embodying changing sets of ideals and practices as necessary to meet and define the needs of society and culture. In planning theory, a variety of ideals have been implemented in the field of city planning. Over time, various theories and principles become popularized; others languish and have fallen by the wayside. This is the natural progression of the planning profession. As communities evolve and embrace new technologies to confront new problems and controversies, urban planning assists in finding resolutions for society. Planning theories are sets of ideas that are formulated to address and guide change within urban communities guiding residents toward a better future in the public realm. The physical and social consequence of these applied planning theories is known as “urban form”.

Urban form refers to the characteristics of a public place, and generally describes the interrelationship between circulation, aesthetics, nature, and the built environment. There are numerous types of urban form - some of which are radically different from others. Variations in urban form are especially apparent in older cities where the contrast between traditional developments, with their typically smaller streets, residential alleys, and denser developments, is juxtaposed against post-World War II developments, which are characterized by wider streets, increased vehicular presence and

emphasis, separated land uses, and general disregard to alternative modes of transportation (Environmental, 2013).

The variations in urban form can have significant impacts on public health, safety, general welfare, and the natural environment (Dannenbergy, 2011). Varying negative consequences have only just begun to appear in recent decades from the application of planning theories that were considered innovative at the time of their conception (such as the Euclidean separation of land uses). Therefore, much consideration should be given to planning theories that are applied to current and future developments so that similar problems do not re-emerge as a result of the planner’s inability to forecast future changes in economic, political, and social landscapes.

For example, during the 1950’s, commonly regarded as the pinnacle of the suburbanization in the United States, (Traditional, n.d.) planners developed zoning and development regulations that necessitated automobile transportation as the main means to access virtually every place within a city. Freeways were built to facilitate personal automobile connections between cities and states. Regulations adopted during this period were a direct result of the increasing affordability of the automobile and the desire of the prototypical American family to move outside of the city core, where land was cheap, neighborhoods were safe, and streets were clean. Other

factors encouraged the trend of suburbanization as well, such as access to higher education through the G.I. bill and federal underwriting of suburban housing, all of which encouraged migration out of the city center and into the suburbs for returning soldiers and the emerging middle class. Declining city centers and an increasing perception of danger and uncleanliness in urban areas contributed to the pace of suburbanization. This process eventually resulted in patterns of racial segregation where minorities were relegated to live in dilapidated urban areas while the white middle class relocated to newer neighborhoods outside central city boundaries (Wiewel, Brown, & Morris, 1989).

These changes during their time were seen as positive improvements in the urban form of cities and the nation's overall health, conferring a suburban lifestyle on upwardly mobile citizens previously afforded only to the very wealthy. The planning profession's implicit endorsement of the personal automobile as prime mode of transportation was a major factor in choices made about the distribution of land uses in and around cities, all of which has left us today with myriad problems as more and more Americans have been born and raised in a society that relies on automobiles to commute from where they live to where they work, where they shop and where they go to be entertained.

A sampling of these problems left to us today by earlier planners includes: poor air quality caused by heavy automobile use; greenhouse gas

emissions from automobiles that contribute to global climate change; traffic congestion along with increased road construction in the city fabric; a heavier financial burden on low-income households from costs associated with owning and operating a personal automobile necessary for travel to destinations such as work or the grocery store; and decreased walkability within cities that emphasize automobile transportation, contributing to an increase in obesity and general lack of fitness. The application of a specific type of planning theory (i.e., automobile and freeway-centric) has resulted in specific urban forms with unanticipated consequences, not all of which have proven positive for our evolving society and growing populations.

Recognizing that unforeseen consequences can arise from seemingly advantageous policies and design philosophies, the planning profession needs to be mindful of the potential for problems that might arise in the built environment. The goal of planning theory must be to lead to truly "better" urban forms for tomorrow and generations beyond.

While planners may never be able to predict the future with 100 percent accuracy, recent trends in planning have positively focused more on the long-term impacts of development upon the built environment and the people that utilize that space. Emerging planning theories promote pedestrian walkability, alternative modes of transportation, and environmental friendliness. The Smart Growth and New Urbanist approaches are two sets of planning principles that

when applied properly, should result in a more sustainable design with fewer negative long-term impacts. These theories combine what planners have observed have worked in the past with

technological advances in building design of the present, such as resource efficient fixtures, low-impact development, and green-building techniques for better planning overall.

New Urbanism

New Urbanism is a planning practice that began in the 1980's and 1990's as a grassroots movement growing out of the Traditional Neighborhood Development which rejected suburban development and sprawl as an ideal. New Urbanism incorporates interrelated patterns of land use, transportation, and urban form to create communities that foster the most desirable characteristics of human habitation (APA, 2014). New urbanism aims to foster neighborhoods that are pedestrian-friendly and human-scaled and support sustainable communities. Street grids that encourage movement of vehicles allow for less congestion by bringing destinations closer and making them more accessible. Public spaces for the community to enjoy are also an essential focus of new urbanism, emphasizing the public realm to build community and make people more connected (CNU, 2011). New

urbanism not only raises the quality of life, but it increases retail sales because people are more like to get out and about.

The key difference between New Urbanism and Smart Growth is that New Urbanism provides design and detailed means to achieve intended goals. New urbanism emphasizes transect zoning and form-based codes. These two design oriented elements make new urbanism more rooted in design needs. Transect zoning encompasses a series of zones that transition from rural, less dense areas to dense city cores (New Urbanism, n.d.). Each transect has the defined appropriate building and street densities to ensure a clear hierarchy of spaces. Form-based codes regulate the public realm through the physical appearance of structures and spaces rather than focusing on land use type, which in the

PRINCIPLES OF NEW URBANISM

- *Importance of walkable, human-scale neighborhoods*
- *Removal of regulations that prevent the TND urban form and separates land uses*
- *Provide a robust circulation network via a street grid and alternative transit options*
- *Emphasize community spaces that add value and aesthetic to the community*
- *Use sustainable principles to apply green design on a neighborhood scale*
- *Redevelop blighted areas into attractive, mixed-income communities*
- *Create an urban form that enhances overall quality of life*

Figure 2.1: Providing a restaurant and community center near apartments creates spaces for people to enjoy in Uptown District, San Diego, CA



end creates a predictable built environment (FBCI, 2014). The Congress for New Urbanism (CNU) provides twenty-seven principles to direct public policies, development practices, urban planning endeavors, and designs. Below is a summary of the twenty-seven key principles the CNU laid out in its Charter of the New Urbanism.

Implementing New Urbanist ideals, communities will grow in character and quality. The Midway Village will utilize New Urbanist design principles as much as feasible in order to ensure aesthetic value and neighborhood scale.

Smart Growth

Smart Growth is a set of planning principles that is intended to counter the suburbanization and urban sprawl effect which arose from the planning practices of the post-WWII era. The Smart Growth movement emerged in the mid-1990s when professionals began to promote alternative growth paradigms. It caught steam in 1996, when the U.S. Environmental Protection Agency (EPA) joined non-profits and government organizations to create the Smart Growth Network (Goetz, 2004). The network borrowed ideas about the positive benefits of transit-oriented urban form, compact development and neotraditional neighborhood planning techniques. Members of the network took action to address community concerns about growth, including boosting the economy, protecting the environment, and increasing quality of life (Smart Growth Online, n.d.). Smart growth favors infill development, the redevelopment of existing neighborhoods into denser walkable communities, and the overall reduction of urban sprawl. In addition to

PRINCIPLES OF SMART GROWTH

- *Mix of land uses*
- *Take advantage of compact building design*
- *Create a range of housing opportunities and choices*
- *Create walkable neighborhoods*
- *Foster distinctive, attractive communities with a strong sense of place*
- *Preserve open space, farmland, natural beauty, critical environmental areas*
- *Strengthen and direct development toward existing communities*
- *Provide a variety of transportation choices*
- *Make development decisions predictable, fair and cost effective*
- *Encourage community and stakeholder collaboration in development decisions*



Figure 2.2: Example of mixed-use smart growth development at Orenco Station in Portland, OR by Peter Calthorpe.

these benefits in urban areas, the application of smart growth principles also places high value on the preservation of existing farmland and natural areas. These principles, as outlined by NCAT (The National Center for Appropriate Technology; funded by the EPA) on its website SmartGrowth.com, is discussed further below.

Implementation of smart growth principles minimizes impacts on the environment as well as provides an economically superior urban form due to reduced costs of maintaining a more compact urban infrastructure. Additionally, the flexibility of Smart

Growth principles assists in the creation of a workable design for the instant project site and its surrounding area. The Midway Village proposal presented here will incorporate as many of these Smart Growth principles into the design and plan as is feasible so that the project will be sustainable, forward thinking, and enriching for the people that use and live in the surrounding area.

Characteristics of Successful Developments

As discussed above, the New Urbanist and Smart Growth theories share many ideals and principles, especially in their emphasis on compact urban form and its associated benefits. However, compact development is not the only determinant of a successful place; rather, a successful environment is the result of a variety of factors all of which in combination influence the way people use and live in a space. In successful developments, these factors are often intertwined, and are a part of a holistic package that aims to address many issues in cities by the implementation of an all-inclusive plan. Below are some of the most significant characteristics that greatly affect the liveability, sustainability, and quality of a development according to the principles outlined by Smart Growth and New

BENEFITS OF MIXED-USE DEVELOPMENT

- *Allows for greater housing variety and density*
- *Reduces distances between housing, workplaces, and other destinations*
- *Strengthens and encourages neighborhood character*
- *Promotes pedestrian and bicycle friendly environments.*

Urbanism. The aspects that are addressed are mixed use, walkability, compact urban form, sense of place and unique identity, community amenities, sustainability, and a variety of transportation options. All of these components work with each other to create a place for a community to enjoy.

Mixed Use

Mixed use is a recently re-emerging trend in urban design and placemaking. It emphasizes mixing land compatible land uses within a project, village, development, or building. Urban development was historically a mix of land uses; however, over time mixing uses fell out of favor as industrialization created large production centers that were mutually exclusive with residential uses. Zoning laws (i.e., Euclidean zoning) were developed which segregated varying activities from one another in an attempt to further separate housing areas from discrete places of work and production. With some exceptions, these enabling factors resulted in the

suburbanization of United States cities and are largely responsible for today's automobile oriented culture (Planning, n.d.).

The benefits of mixed use developments, according to the American Planning Association, are many. These benefits can be experienced through the application of other urban design practices, which incorporate a healthy mix of uses Both Smart Growth and New Urbanism promote the implementation of mixed uses.

Walkability

Walkability is an important public health, environmental, and economic equality issue in many urban areas. Cities that are designed with walkability in mind allow lower-income residents to easily travel to places that they visit everyday, such as their places of employment, their children's schools, and their grocery stores without requiring the use of a personal automobile. The mild exercise afforded by walking has been



Figure 2.3: Walkable streets create cities that are more equitable, healthy, and sustainable



Figure 2.4: Example of compact development in a New Urbanist development

demonstrated to have positive health benefits for people of all ages, and can be an important factor in fighting the obesity epidemic in the United States which has been shown to disproportionately affect low-income families and children (Dannenberg, 2011).

For many low-income families owning a personal automobile can cause financial hardships due to the costs of owning and operating a car; however, these costs are oftentimes necessary because no practical alternate means of affordable transportation exists where they live. Where possible, walking provides individuals a transportation alternative that can result in cost savings since ownership of a vehicle is no longer necessary (Dannenberg, 2011).

Despite the many benefits conferred from walkable neighborhoods and cities, many urban areas still suffer from a lack of pedestrian accessibility. Both Smart Growth and New Urbanism strongly encourage pedestrian oriented design to be combined with other ideals,

in order to develop an urban form that does not rely upon the automobile as the primary mode of transportation. This effort is seen as a means of achieving more equitable, healthy, and sustainable cities.

Compact Urban Form

A compact urban form has a variety of positive economic and environmental impacts upon cities and the rural and natural areas around them. Smart Growth advocates that a compact urban form reduces the cost of implementing and maintaining city infrastructure, as the physical size of a city's infrastructure (i.e., streets, underground sewers, utilities, etc.) is reduced while maintaining overall capacity. Additionally, a compact urban form also reduces the footprint of a city upon surrounding natural and agricultural areas, making compact cities more environmentally "friendly" and walkable than sprawling, less-dense urban areas.



Figure 2.5: The Spanish Steps in Rome is a good example of a strong sense of place anchored by landmarks and activity.



Figure 2.6: Public parks serve as a community amenity by providing a place to relax and recreate.

New Urbanism also endorses a compact urban form, albeit this theory tends to favor consolidated and mixed-use development as a means to achieve the desired aesthetic of traditional neighborhood development, as well as the positive consequences that contribute to the success of Traditional Neighborhood Development urban areas. New urbanists also support compact cities to foster and enhance the sense of community that these theorists strive to establish in public areas like parks and front porches.

Sense of Place and Unique Identity

A “sense of place,” or a place’s unique identity, are the characteristics of the built and natural environments in an area which contribute to the memorability of that particular development. These characteristics are developed by including certain aesthetic elements that differentiate a development from other places. Unique design aspects, such as an art installation or the distinct architecture of the buildings in the development, can all contribute to a place’s identity (Adams & Tiesdell, 1994).

A successful identity is one that is perceived not only by established residents of the area, but also by visitors to the area. The presence of a sense of place is desirable because it contributes to the success of a development by creating an attractive area in which people desire to live, work, and shop. A strong identity also encourages the use of alternative transportation, specifically walking and cycling, due to people being

Figure 2.7: The unique central features help define Bayliss Park in Iowa as a place of its own.

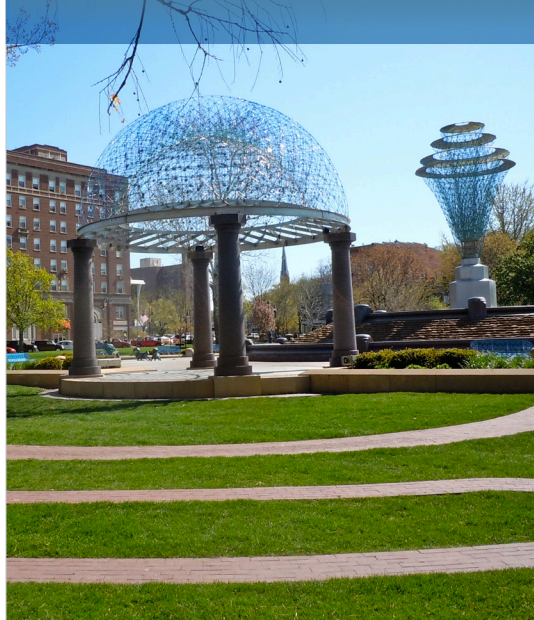


Figure 2.8: Public art along the Lincoln Trails Network in Lincoln, NE serves as landmarks for the trail.

generally more willing to travel through places to enjoy its pleasing aesthetics (Adams & Tiesdell, 1994).

Community Amenities

Community amenities are aspects

of developments that are either public or semi-public and which allow members of the public to use that space to socialize, and which provide a place for events to take place, or which provide some service or benefit to the people that use that place (e.g., a school, library, public park). Public places and services are important to the community because they oftentimes are sources of recreation or learning, and generally are either free or highly inexpensive.

Amenities, such as parks and public buildings, offer an opportunity to contribute to a place's identity by improving the area's overall aesthetic or emphasizing that place's character. Additionally, services provided to the community generally improve the quality of life of the citizens that use those places.

Sustainability

Sustainable design encompasses a wide variety of building, maintenance and operational practices that conserves natural resources, such as water, land, air quality, fossil fuels, natural areas, and wildlife. Because the population of U.S. cities is ever-increasing and the resources available to meet the needs of their populations remain relatively constant (Adams & Tiesdell, 2013), it is important for cities and the people who develop them to respect and value natural resources. Sustainable practices do not have to be expensive or complicated to have an important impact. They can be as simple as promoting walkability within a neighborhood and as complex as a high-technology solar array placed on the roof of a building or a parking lot shade

Figure 2.9: Example of landscaping that act as a low-impact drainage solution by filtering the rain water flows before it hits the main pipes.



Figure 2.10: Roof top-mounted solar panels conserve electricity, thus preserving natural resources

structure.

Sustainably designed communities require less energy and resources to operate. They provide alternatives to citizens so that they can make environmentally conscious decisions that lead to healthier, future-oriented lifestyles while saving money that would have otherwise been spent on

operations. Both the Smart Growth and New Urbanist movements heavily endorse the implementation of sustainable design as a means of creating resilience within cities and creating a more efficient urban form.

Variety of Transportation Options

Providing communities with a variety of transportation options should be a high priority in new developments. Developments that are built specifically with mass transit in mind are called Transit Oriented Developments (TODs), and often cater to mixed and lower income residents for whom owning a car may be a financial burden. Though not all developments can feasibly be transit oriented, due to the fact that mass transit options are largely the responsibility of public agencies, maximizing access to existing transit options can provide a sustainable alternative to the personal automobile.

In addition to mass-transit options, efforts should be made in the design of a project to adequately connect the development to the project area's context, and incorporate all possible cycling and pedestrian connections in an effort to facilitate the use of these paths instead of automobiles and to increase connectivity in the area.

Figure 2.11: Light rail provides an alternative mode of transit that can be used to travel long distances.



Figure 2.12: Bike lanes provide a personal mode of transit that is suitable for shorter distances.

2.2 Design Considerations

The following case study analysis examines existing projects with similarities to the Midway Village Project and analyzes the aspects of those project designs that have been successful and those which have not performed as well as originally projected. Case studies are an important step in the design process because the analysis of these previous projects yields insight into how well aspects of design solve problems in real-world situations. The case studies examined here represent a diverse mix of geographic, climatic, and pre-build conditions which share many common features and design characteristics with the Midway Village Project. Studying the successes and shortcomings of these existing projects will aid decision making in the design process, and will provide justification for decisions made about the layout and amenities of the Midway Village Project.

Case Study: Belmar Center in Lakewood, Colorado

Background and History

Built in 1966 on 104 acres of land in Lakewood Colorado, the Villa Italia Mall was designed to be a one-story, fully enclosed mall – one of the first of its kind. Portions of the mall were two stories in height, and featured office space and upper floors for the larger anchor stores. At nearly 800,000 square feet the Villa Italia Mall was the largest mall in the country until it was trumped two years later by a development that boasted over 1.2 million square feet of retail space. Over the life of the building, several expansions took place until the interior retail space totaled about 1.4 million square feet (Mall, 2008).

By the 1990's, however, Villa Italia Mall began to decline as changing economic conditions and the construction of newer upscale malls within a few miles of its location drove the main anchor tenants out one by one, disincentivizing smaller stores from leasing space in the mall. Villa Italia

Figure 2.13: The facade of the original Villa Italia Mall before infill redevelopment took place.



languished until 1998, at which point Lakewood city officials began to take action to revitalize the largely vacant plot of land that now occupied a large portion of the growing Lakewood commercial core (Mall, 2008).

To replace Villa Italia Mall, the Belmar Center was constructed on a



Figure 2.14: Street scene from the redeveloped Belmar Center, where pedestrians have walkable access to a variety of uses and street-level retail opportunities.

104-acre piece of land that was split into 22 city blocks, introducing a “downtown district” with 3.5 million square feet of commercial and office mixed-uses. Additionally, 900,000 square feet of dedicated retail space and 269,000 square feet of office space would be constructed alongside 1,300 single family residences and nearly 400 apartment homes (Myers, 2013). Public amenities, such as parks and cultural centers, were also included in the project.

Performance of Development According to Theoretical Framework

Belmar is a very successful development in terms of smart growth principles. Designed and constructed by Continuum Partners, the development utilized an urban “greyfield” and redeveloped it into a denser, more accessible mixed-use development. Belmar promotes walkability with a

compact urban form in mind, and increases connectivity in the area by fostering new connections with existing neighborhoods. From an economic and feasibility standpoint, the development is successful in that it heightens the use of available land, thereby increasing profitability. As a joint public-private development, the project lends a degree of transparency and encourages community participation in meeting stakeholder needs (Myers, 2013).

The project also incorporates the tenets of New Urbanism in its design by breaking the 104-acre project into blocks that promote walkability and increase permeability through the site. The aesthetic of the project, although not traditional in architecture, has densely placed units facing the street with parking around the back. The proximity to commercial and office uses increases walkability of the neighborhoods and provides convenience for the people living there.



Belmar Center is primarily surrounded by residential and commercial uses



Central seating space in Belmar, which doubles as an ice rink during the winter and is surrounded by unique modern pillars



Picture of Belmar's residential townhomes



Modern-styled multi-family living in Belmar



Belmar's park, which is located near the development's townhomes.



Photo of a building in Belmar's mixed-use core, with retail on the ground floor and offices on the upper floors.

The project also generates nearly \$17 million annually in tax revenue for the City of Lakewood - more than four times the amount the previous Villa Italia Mall had generated.

Mixed-Use

Belmar Center integrates both vertical and horizontal mixed-use into its design. Apartments and offices are located toward the core of the project above ground-level retail spaces. Larger three-level townhomes are located toward the periphery of the site but still have access to new retail areas through an improved grid system that is the basis for the Belmar site layout.

Walkability

The project has a high level of onsite walkability. Residents who live in the vertical mixed use areas need only walk downstairs to reach public amenities and retail spaces. Those driving to the site or living in one of the townhomes also have excellent walkable access to onsite amenities via the main circulation system.

The project is pedestrian pathways parallel its roads. Thus, when walking through the site pedestrians are on sidewalks near vehicles. This does not hinder the walkability throughout the site due to its grid layout, but a superior pedestrian experience could have been achieved if a separate dedicated pedestrian circulation network had been integrated into the site plan.

Walking trips originating from

outside the project site were improved with the introduction of the grid layout. But to reach the site from the surrounding area, pedestrians must cross one of three wide, busy streets.

Compact Urban Form

Development at Belmar is significantly more compact than the previous Villa Italia Mall. Mixed-use buildings in Belmar are not set back from the streets and sidewalks. Townhomes that surround the mixed-use center have a small landscaped buffer between the sidewalk and road.

Unique Sense of Place

The development at Belmar distinguishes itself by incorporating a distinct blend of contemporary and “traditional” commercial and residential architecture throughout the site. Art installations, such as found surrounding the central courtyard area, are pleasing to behold but also serve the functional purpose of creating a space for activities to take place. This courtyard, for example, serves as an ice rink in the winter months and as a seating area during the summer.

Unique modern street furniture creates interest on the ground level, and overhead lighting fixtures are strung between buildings and in courtyards to serve as an unconventional yet beautiful method to light the streets that contributes to the overall sense of place.

Community Amenities

The Belmar development provides a variety of onsite amenities. A large public center for the arts is included onsite in the project, which promotes culture and sense of place.

One of the larger outdoor public amenities provided is a park at the end of one of the two central axes of the site. This park is intended for use by residents of the onsite townhomes and apartments, but is visually and physically accessible from the mixed-use core in the center of the site.

Other public amenities include several smaller courtyards throughout the development that are located along the central mixed-use axes, which provide space for seating and recreating adjacent to the businesses located on the ground floors of buildings in this area.

Sustainability

Sustainable building practices were an important part of the initial overall design, and the implementation of these ideas at the conceptual level was a key factor in their fruition. Belmar Center has 8370 solar panels installed throughout the project which generate an annual 2.3 million megawatts of electricity annually - more than any other retail center in America. The shopping center also incorporates a wind farm installation on the premises.

The project includes nine LEED Silver Certified retail buildings onsite and actively encourages the use of alternate forms of transportation in its construction by building a new light rail station and extending existing bike and bus routes to service the shopping center

(Belmar, 2014).

Access to Alternative Modes of Transit

The design of Belmar encourages the use of public transit by incorporating bus and light rail stations into the project. Nevertheless, despite these nods toward alternative transit, Belmar's major streets are notably lacking bike lanes or separated bike trails. This lack of cycling accommodations appears to be a serious oversight, and seriously detracts from claims made that Belmar truly encourages alternative transportation.

Key Features of Redevelopment

Joint Public and Private Development

The City of Lakewood worked in conjunction with Denver-based developers Continuum Development in order to speed up the development process and create an area that satisfied the vision of the city officials and the needs of residents living in Lakewood. Working in partnership, the city acquired the land via referendum and then made the property available for private development into a mixed-use neighborhood that represented the desire of the community to have a "downtown center."

New Urbanism and Neotraditional Design

The Belmar Center was designed utilizing the ideals of New Urbanism. The 104-acre parcel was divided into 22 city blocks that varied in their uses; minimal setbacks and parking in the rear afforded a strong street presence creating a new and unique identity in Lakewood.

Walkability and the pedestrian experience are also emphasized via the use of street furniture and centralized public spaces that promote the community-centric aspects of this overall design. Belmar promotes community by providing a center for the arts and public park space throughout the project that is accessible to area residents as well as for shoppers visiting from afar.

Lessons Learned

Belmar provided a good example of suburban redevelopment projects that reflect traditional urban districts. The redevelopment replaced an aging mall with a new complex that incorporates many tenets of Smart Growth into its design, complementing the existing commercial uses in the area while providing new places to recreate, live, and work, all in an attractive development that is more profitable for developers and the city overall than the previous Villa Italia Mall.

Sustainable design elements promote awareness as well as reducing the fiscal and physical impacts of the property. A community-centric design incorporates a center for the arts that promotes culture and a sense of place, and residents in the area have options regarding unit type and size, and walkable access to many amenities in the area that will reduce the overall vehicular trips they have to make on a daily basis.

Case Study: Mashpee Commons, Mashpee, Massachusetts

Background and History

The New Seabury Shopping Center was built in the 1960s to serve the 867 residents of the rapidly growing town of Mashpee, Massachusetts (US Census Bureau, 1981). The movement to the automobile as the primary mode of transportation contributed to the rise in population in this small community. The 75,000 square-foot shopping center included large-scale buildings and a large asphalt parking lot. Similar to many other aging shopping centers, New Seabury Shopping Center experienced a decline in user-friendliness losing out business to newer shopping alternatives close by. By the mid-1980s, the shopping center had declined greatly and soon the Mashpee Commons redevelopment was proposed.

Mashpee was one of the fastest growing towns in Massachusetts during the time of the redevelopment. Mashpee was in need of a town center. To provide this need, developers transformed the

Figure 2.15: Photo of the strip-mall that existed before the redevelopment of Mashpee Commons



outdated shopping center into a mixed-use downtown with historic New England town center principles. The developers, Douglas Storrs and Arnold Chase, created a plan to repurpose the existing large buildings into smaller shops and pedestrian-friendly atmosphere. New façade features broke up the old plain grocery store walls (Bohl, 2006).

The original phase for the redevelopment plan added 150,000



Figure 2.16: Street scene of the newly developed Mashpee Commons, where elements of New Urbanism and Smart Growth can be observed.



Mashpee Commons is primarily surrounded by residential and open space



Storefronts in Mashpee Commons



Aerial view of Mashpee Commons



Restaurant with outdoor seating and clocktower in Mashpee Commons



Land use map with future development plans for Mashpee Commons



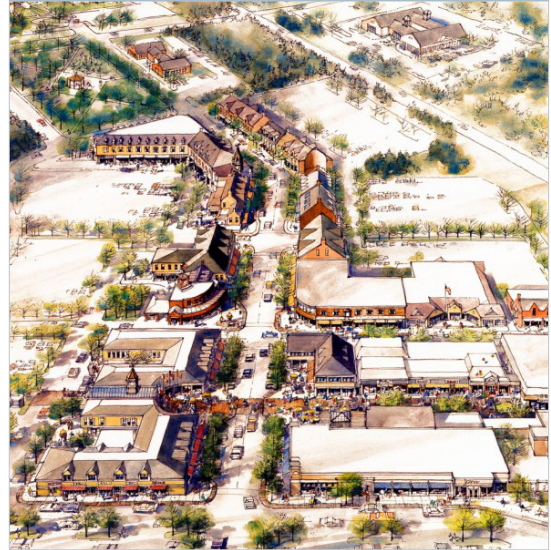
Wide sidewalks allow for covered walkways

square-foot of commercial space and 100 residential units on the second story of new buildings. As part of the new downtown center, civic uses were introduced such as a post office, library and church. The development today incorporates approximately 294 acres including surrounding residential neighborhoods and open space.

Performance of Development According to Theoretical Framework

Mashpee Commons is an extremely successful development which incorporates several New Urbanist and Smart Growth principles. The development effectively repurposed the old shopping center and surrounding land to create a new town center with all the amenities the public needed. In terms of Smart Growth principles, the project embraced sustainability. In addition, the site fostered a distinctive community with a strong sense of place for residents and visitors alike. The scale and street features also promoted the walkability and the interaction of pedestrians (EPA, 2013). The amenities

Figure 2.17: Bird's eye view of the Mashpee Commons illustrated site plan



draw people to the Commons, which has created a sense of place for the community through the several civic uses located within the town center.

Like traditional New England town centers, the developers adopted five of the seven characteristics of a successful development, as laid out in the prior discussion of the characteristics of successful developments. Mashpee Commons has become a national example of smart growth and traditional



Figure 2.18: Central plaza and meeting area located within the heart of the Mashpee Commons development

town center development. The five shared successful characteristics are as follows:

Sense of Place and Unique Identity

The designers created Mashpee Commons with traditional New England and Cape Cod styles in mind. As a visitor or patron strolls through the development they are surrounded by red brick and white paneled buildings. At the main intersection, a clock tower in style of an old bell tower is the centerpiece. Intermixed in the center development area are small public plazas for people to meet or hold public events such as concerts. The public spaces and atmosphere of the shops and residential uses help make Mashpee Commons an attractive New England destination.

Mixed Use

As the project progressed in the phases, new uses were introduced with residential units, live/work studios and apartments. During the first phase, there were neither residential units nor a distinct town square. In subsequent phases, residential units were introduced above some of the retail areas and surrounding core. The housing brought in a variety of people to the community and created a vibrant town center for the people to enjoy various amenities. Offices and entertainment spaces were then added contributing further to the all-encompassing atmosphere. This year, development has begun on another phase to incorporate affordable housing.

Walkability

A major change for Mashpee was

the focus on the pedestrian's experience. The zoning regulations and policies in the city and state previously favored automobiles. Roads often were wide and suburban-style, and land uses were restricted to highway-oriented retail. Mashpee Commons instead provided roads the size of driveways, and service roads were used to create a human-scale development. The developers focused on providing double-loaded streets (streets lined with buildings on both sides) as often as possible to create a visual sense of place as well as hiding parking lots behind the storefronts so as to not interfere with the pedestrian experience. The storefronts had high transparency utilizing windows and entrances to invite people in. The street grid helps to break up long stretches of streets and allows for easy pedestrian access to the entire development.

Community Amenities

A central goal for the development of Mashpee Commons was the creation of a place that would serve as the town center with all essential public services. Community amenities draw people to a place, not just for retail shopping. Community amenities within the new Mashpee Commons development include a public library and post office all within walking distance from economic draws. In addition, public plaza spaces provide ideal venues for public concerts, free outdoor movie nights, community block parties and fairs. A variety of options for public gathering and entertainment create a place which attracts people to visit and provides residents a successful community.

Mashpee Commons: Lessons Learned

Outdated shopping centers can be transformed into successful town centers, both for community benefit and economic success, as demonstrated by Mashpee Commons. The project has continued to provide a place for the community to gather and as well as for residents to run errands, all without using their cars. The repurposing of the old shopping center into small shops evoking classic New England style and design have aided in creating a sense of place for all to enjoy.

Mashpee Commons is an example of successful town center planning. As mentioned above, it is proof that aging shopping centers do not need to be torn down completely to make way for a town center development. A very important ingredient to the project's success was the developers' role in creating value and a sense of place in the retail development project, making it much more than just a shopping center.

Case Study: Mizner Park in Boca Raton, Florida

Background and History

Mizner Park is a suburban infill project in Boca Raton, Florida. Mizner Park replaced the aging Boca Mall, which was built on a 31-acre site. The Mall had nearly 400,000 square feet of interior shopping space, and was noteworthy for housing the city's first escalator.

Like many malls of its time, Boca Mall experienced a steady decline after its initial years of success. This decline was hastened by the opening of other upscale shopping malls in the vicinity. Its demise was sealed with the closing of its major anchor retailers which had leased space in the complex.

The owner of the property announced his intention to redevelop the site into a mixed-use development in partnership with the city of Boca Raton and the local redevelopment authority. The redevelopment plan featured ample room for retail and commercial uses, office space, and approximately 270 residential units. Mizner Park was designed to draw people to its new commercial activities. The new design for the site complemented and connected existing retail establishments in the existing downtown. The redeveloped area has generated increased tax revenues from retail and residential activity in the area by nearly \$80 million since its completion in 1992 (City of Boca Raton, 2005).

Performance of Development According to Theoretical Framework



Figure 2.19: Land uses surrounding Mizner Park

Mizner Park is a highly successful development noteworthy for its exemplary integration of Smart Growth and New Urbanist principles. The project tactfully redeveloped and infilled the existing greyfield-mall area into a destination which complements the surrounding area and provides more jobs and tax revenue to the city. From the standpoint of economic smart growth principles, Mizner Park also benefits from denser development, mixed-uses, and a more compact urban form, all of which contribute to municipal savings as a result of efficiencies in providing utilities and maintenance to the project. The redevelopment project's success is further demonstrated by the overall increase in taxable value of the underlying land and improvements, which had an appraised value of \$18



Central landmarks, such as this tower, contribute to developing a unique identity for Mizner Park



Mizner Park's architecture is meant to consistent with existing downtown architecture while fostering a unique identity



Mizner Park has courtyards throughout the complex that provide a place to eat and relax



A large landscaped central boulevard runs through the middle of the site and has private spaces, fountains, and seating.



Public amenities, such as the Count de Hoerle amphitheater (shown) and museum of art bring activity into the development, and add value to the community

Figure 2.20: Mizner Park site plan, showing central “main street” configuration with parking located out of view in the rear



million in 1992, and \$110 million in 2005 (City of Boca Raton, 2005). This increase in taxable value has yielded a 14-fold increase in tax revenue for the city of Boca Raton (EPA, 2013).

The scale and features of the development also conform to New Urbanist principles, as the buildings themselves are oriented toward pedestrian activity on its streets. The presence of the automobile is minimized by using parking structures to house cars, and in residential areas, units interact with the street by having the front door face the street and garages and parking on the back of the units. A large, central boulevard contributes to this area’s sense of walkability, traditional design and, overall pedestrian orientation. The development’s strong sense of place also strengthens the area’s character by making a mental connection to the nearby downtown (Bohl, 2006).

Key Features of Redevelopment

Mixed-Use

The Mizner Park development takes full advantage of the benefits derived from mixing uses. Retail uses line the ground floors of each building along central landscaped boulevard. On the west side of the boulevard, office uses occupy the upper floors, while on the east side, residential units of varying size occupy the upper floors. This design not only ensures that there will be a relatively high level of activity during the day (since residential, office, and retail uses all have differing peak activity times), but also encourages people to live nearby their places of work, whether that be in offices across the street or at retail venues along the main boulevard.

In addition, Mizner Park also incorporates public uses, most notably an

Figure 2.21: View of the central pedestrian promenade of Mizner Park. The walkway features heavy landscaping and pedestrian amenities.



amphitheater and an art museum, into the design of the site, which offer residents of and visitors to the development the opportunity to host a variety of civic and public events.

Walkability

Walkability is also encouraged throughout Mizner Park via the implementation of compact, mixed-use development, and the site's proximity to existing downtown Boca Raton. A high quality pedestrian experience is facilitated by making pedestrian landscaping elements and walkways the main feature of the central boulevard, and by placing the majority of the project's parking in the rear of buildings behind office and residential uses.

Mizner Park encourages walkability within the development by placing numerous types of uses and creating a pedestrian experience that is

more interesting, more unique, and more favorable than an automobile experience, effectively drawing people out of their cars and onto the sidewalks.

Compact Urban Form

Mizner Park has a compact urban form that includes zero setbacks from the road for its main retail, office, and residential buildings, as well as a relatively high construction height - in some places as high as six stories.

Sense of Place, Unique Identity

The Mizner Park development creates a unique identity by utilizing iconic architecture found throughout Florida, which is relatively consistent with the nearby downtown area. Since Mizner Park was developed to be somewhat of an extension of downtown, the character of two areas are similar. However, Mizner

Park distinguishes itself by including a spacious central boulevard that is heavily landscaped and acts somewhat as a linear park. The axis created by the boulevard directs the orientation of the buildings around it and dictates pedestrian and automobile traffic flow through the site in a way that is not typically found in other developments. This combination of landscaping and architecture instills a distinct identity in the area and makes it memorable.

Community Amenities

There are many community amenities provided by Mizner Park. Especially notable are the Boca Raton Museum of Art and the Mizner Park Count de Hoernle Amphitheatre. These establishments add civic value to the development because they provide a venue for cultural activities to take place and an area for both the general public as well as residents in Mizner Park together. In addition, there are a variety of semi-private courtyard, gazebo, and plaza spaces throughout the development which are open to the general public that provide a place for relaxation in the public realm.

Mizner Park was designed to integrate into the existing community. The new set of uses complements the existing commercial uses in the nearby Downtown, and together they draw shoppers from around the area to new commercial and retail uses.

Sustainability

Mizner Park is considered a relatively sustainable development due

to its efficient and walkable urban form. However, aside from the initial design considerations that create compact urban form and encourage walking, no additional efforts toward making the development a sustainable place exist. This may be because the development was constructed in a time when designers were not as conscious of diminishing resources and energy-saving design considerations.

Variety of Transportation Options

The design of Mizner Park does not make any effort to offer access to the project by any means other than by foot or by automobile. No special efforts were made to increase access to the site by alternative means of transportation, such as via light rail or bicycle. Aside from existing bus routes, there are no means of alternative mass transportation by which to travel to and from Mizner Park.

Complements Existing Development

Mizner Park was designed to integrate into the existing community. The new set of uses complements existing commercial uses of the nearby downtown, and together they draw shoppers from around the area into their new commercial and retail uses.

Unique Sense of Place and Identity

Mizner Park building create a unique sense of place by utilizing a Mediterranean architectural style that include a mix of publicly accessible private and public spaces which take shape in courtyards, green spaces, and landscaped walkways. Street furniture,

sculptures, fountains, and outdoor lighting fixtures all contribute to project's identity, and create an attractive commercial complex that has had a much more favorable response since its completion. Mizner Park also prioritizes culture and community involvement by providing an attractive location for the Boca Raton Museum of Art, as well as for cultural centers and an amphitheater which provide community galleries and art centers that are rented at nominal rates.

Central Features

The central features of Mizner Park create a sense of direction and gravity which guide visitors and residents throughout the site. There is a large pedestrian promenade that runs through the center of the site, and a central fountain that ties the development together.

Pedestrian Oriented

The development as a whole is oriented toward pedestrians. The scale of the buildings and street setbacks create a sense of enclosure, and shops on the first floor provide transparency and interest on the ground level as pedestrians walk by. A central landscaped pedestrian promenade is intensely and attractively landscaped, inviting pedestrians to linger in the area and casually stroll down the sidewalk, causing people to spend more time in Mizner Park and giving the stores more exposure to shoppers.

Lessons Learned

Creating a suburban infill development can be a very successful

endeavor, as evidenced by the financial success of Mizner Park, which improved the profitability of the site for investors and increased tax revenues for the City of Boca Raton. A mix of uses gives the place vitality, ensuring that there is always some sort of activity going on in the area, whether it be shopping, working, or living in the complex. The unique sense of place gives visitors a favorable and memorable impression of their experiences there, and sets Mizner Park apart from conventional shopping or strip malls.

The success of Mizner Park can be attributed to its forward thinking design, but also to its integration into the existing community. The shopping center complements uses that exist in the Boca Raton Downtown, and provides new and alternative forms of recreation, including by simply walking through the pedestrian promenade or visiting the eight-screen theatre (Bohl, 2006).

Case Study Takeaways

All three case studies examined typically shared the majority of the characteristics of successful development outlined in the theoretical framework. The three examined projects were successful not only fiscally, but also in their attempts at creating usable, attractive, and memorable public spaces. All three developments tended to hide automobile parking and utilized access in the rear of the sites, creating spaces that were oriented toward pedestrian use along a central axis or block system. All three projects included a substantial mixed-use aspect, which increases the vitality of the site by diversifying the type of activities that take place and the time of day they occur. The compact urban form implemented by each of the case studies allows for walkability within the projects' residential and commercial components, and reduces infrastructure costs associated with servicing those uses.

Some notable omissions from the designs of Mashpee Commons and Mizner Park included the lack of sustainable features and access to alternative forms of public transportation. Aside from the sustainable benefits conferred by the utilization of smart growth principles, there were few explicit resource or habitat saving design considerations, which today would be considered a major oversight.

In the process of designing the Midway Village project, the team will take into consideration the successes of the foregoing projects, as well as their "omissions," and use the teaching of the three to define what has worked in the

past and will most likely work in the future.

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CHAPTER 3 - Site Assessment



VIEW WEST ON MIDWAY AT BARNETT INTERSECTION

Introduction

The following chapter is a review and analysis of the development of the design proposal for the Midway Village taking into account the goals and regulations set forth in the San Diego General Plan and aligning them with the team's visual observations and findings from the site survey. In addition to understanding the goals of the city for new development in the area, the team was able to gather supporting information regarding current zoning, traffic circulation and noise considerations. These documents provide valuable information for compiling a site inventory to fully comprehend the city's vision for the area. With a clear understanding of the current land uses and the status of the broader area in the public realm, the team was able to analyze the data more thoroughly, identifying missing components and evaluating the challenges and opportunities for improvements and new construction for the Midway Village community.

3.1 Regulatory Context

San Diego General Plan

The 2008 San Diego General Plan outlines the city's goals for existing and future development. Included are goals and policies to guide the decisions of elected officials and city staff. The General Plan also defines the City's land use policies according to the needs and desires of the citizens. The San Diego General Plan is recognized in the planning community as a model for smart growth strategies on a city-wide scale using the City of Villages concept, which targets specific areas with a high potential for redevelopment into vibrant community centers. The city plan provides guidelines for implementation and application of smart growth strategies.

San Diego is divided into 52 communities, each of which has an individualized community plan with land use and development policies unique to the opportunities and challenges present in that community. (See Figure 3.1 for a map of the communities.) Working on a community-by-community basis, permits city planners to effectively address issues that may occur in certain portions of the city and capitalize on resources present in other areas of the city without creating redundancy or confusion in the overall plan. Our goal for creating the Midway Village is to improve the quality of life for not only the residents and visitors directly impacted, but also those living and working in the surrounding community.

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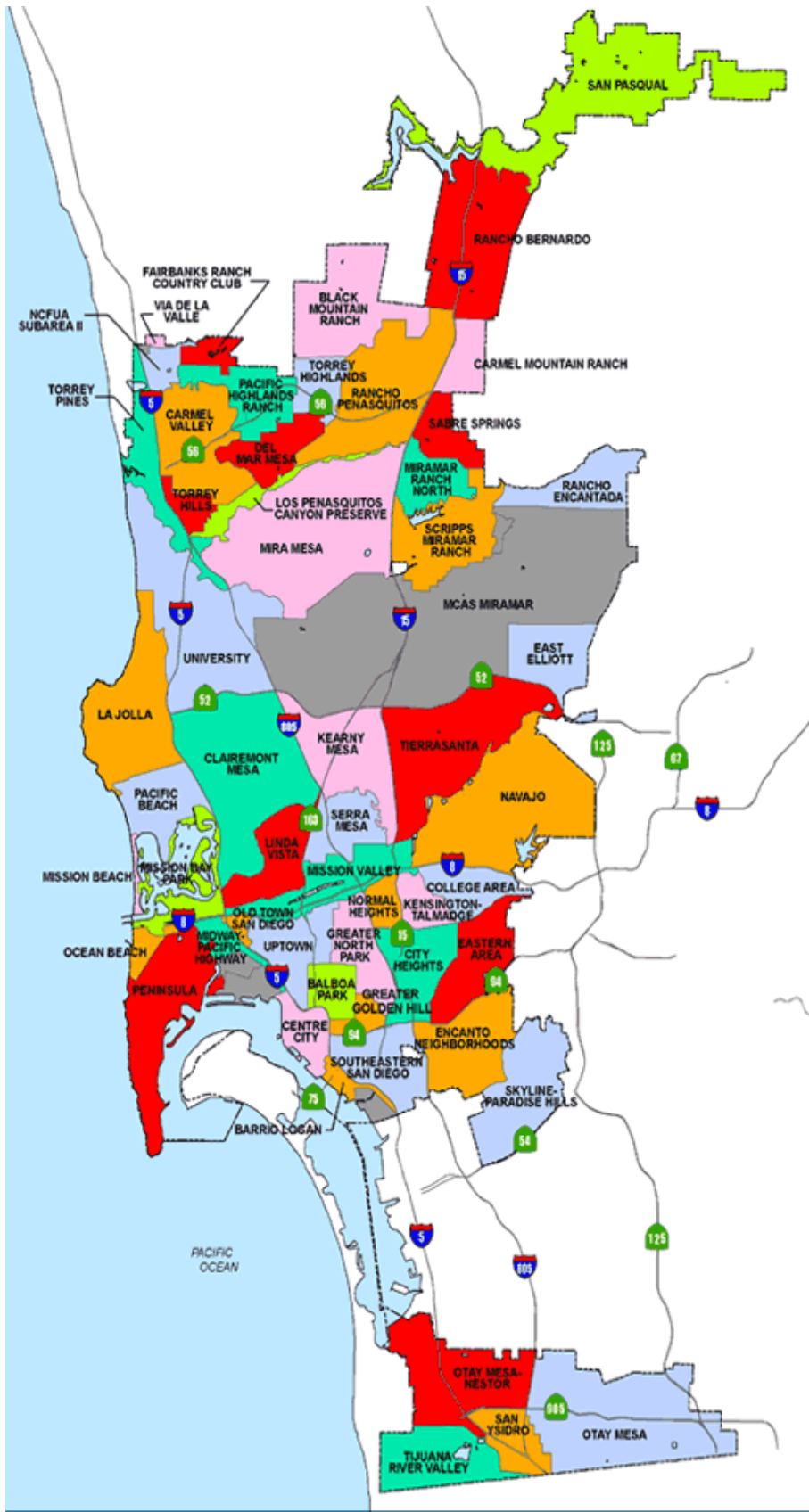
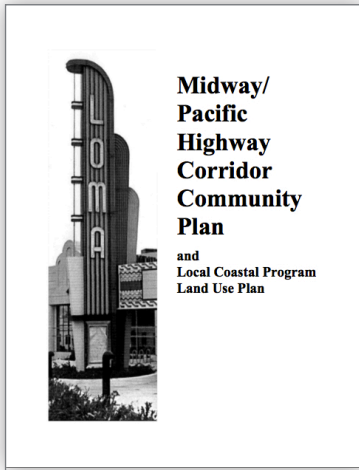


Figure 3.1: Map of the 52 Communities San Diego has determined for planning purposes

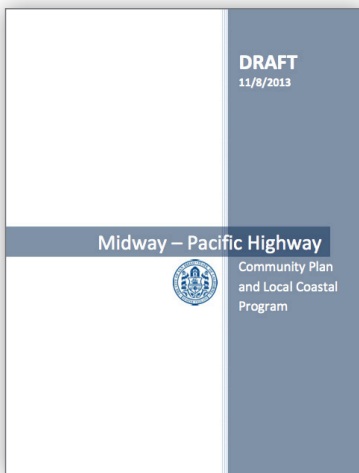
Midway/Pacific Highway Corridor Community Plan



The Midway/Pacific Highway Corridor Community Plan was adopted in 1991 and has had only minor revisions to modernize it since its initial adoption. This plan functions as one of the community plans in the “City of Villages” strategy outlined in the City of San Diego’s General Plan. However, it has been operatively outdated as many of the proposed projects, development patterns, and design guidelines either failed to materialize, were proven fiscally impossible, or promoted development types that fell out of favor in the planning community. Examples of departures from the General Plan include the suburbanization of the area by emphasizing automobile travel, promoting “strip-mall” development, and minimizing walkability and mixed-use. While this community plan is vastly out of date at the moment, it is not disregarded given that it is in the process of being updated, as described in further detail below.

Retrieved from: < <http://www.sandiego.gov/planning/community/profiles/midwaypacifichwycorridor/pdf/midwayfullversion.pdf>>

Midway/Pacific Highway Corridor Community Plan Update



The Midway/Pacific Highway Corridor Community Plan is undergoing a complete revision to reflect current planning attitudes and a more sustainable smart growth oriented method of development. Though the plan has yet to be completed and adopted, its current draft yields valuable insight into the changing priorities of the residents of the area and the unaddressed needs that may be present near the project site. A significant change in the Plan is the addition of a village element into the community. The project site, referred to as the Midway Village in this document, includes the Dutch Flats Village as indicated in the Community Plan.

Retrieved from: < http://www.sandiego.gov/planning/community/cpu/oldtownmidway/pdf/midway_pacific_highway_cpu_draft.pdf>

San Diego Zoning Ordinance and Development Code

The San Diego Zoning Ordinance and Development Codes are located in the Municipal Code, Chapters 11 – 14. The ordinances and codes that apply to the project area have made a lasting impression on the current state and character of the existing development. There are three kinds of land uses in the project site, two of which are Commercial-

Community directed and the third is Industrial-Park. The Commercial-Community zones are meant to accommodate community-serving commercial service and retail uses. The two Commercial-Community zones are differentiated by prioritizing either pedestrian accessibility or auto-oriented travel. The Industrial-Park zones are designated for business offices and industrial uses. The three zones are clearly evident in the Midway area with expansive parking lots and auto-centric access to the businesses along Rosecrans Street and Midway Drive. The Commercial-Community, zoned for pedestrian oriented uses, meets only the minimum standards outlined in the zoning, missing the qualities needed for an inviting place to walk.

Retrieved from: < <http://www.sandiego.gov/city-clerk/officialdocs/legisdocs/muni.shtml> >

3.2 Site Inventory

Land Use

As designated by the San Diego Zoning Ordinance found on the City's website, the project area is currently zoned for three primary uses: Community Commercial (CC)-1-3, Community Commercial (CC)-5-4, and Industrial Park (IP)-2-1. Refer to Figure 3.2 for the map of the designated land uses in the project site. Refer to Table 3.1 for the distribution of the land uses by number of parcels and number of acres.

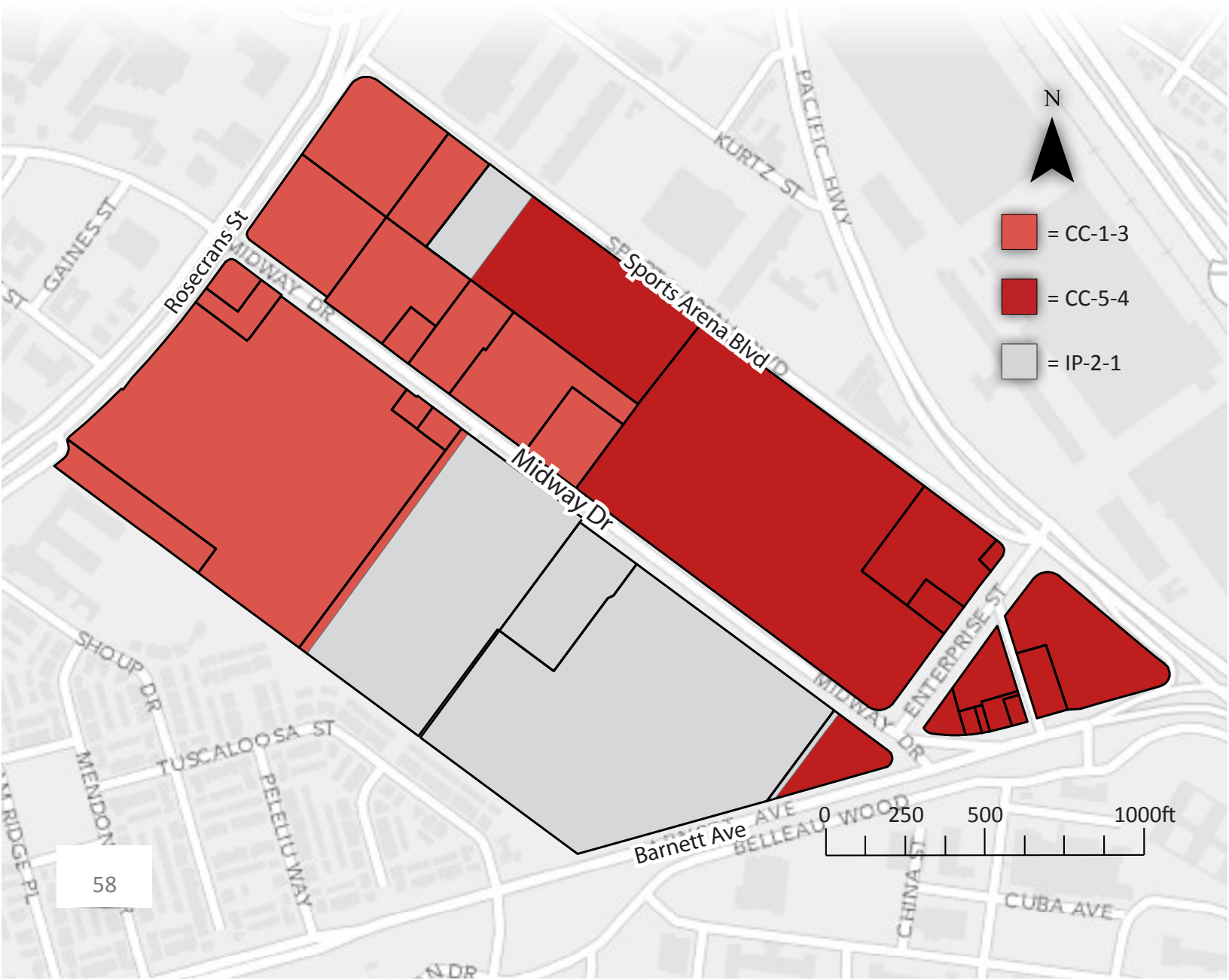
CC-1-3 is intended to accommodate community-serving commercial and retail activity that is automobile oriented and designed in the "strip mall" style. Additionally, this zone may also accommodate a limited amount of residential uses and is eligible for FAR bonuses to supplement implementation of "multiple" uses. CC-1-3 encompasses roughly 45 percent of the project area's parcels, and about 32 percent of the site

acreage. The majority of this land use designation is located in the northwest portion along Rosecrans Street, and is characterized by relatively newer development that follows the strip mall automobile-oriented commercial developments.

CC-5-4 is intended to accommodate heavy commercial uses with limited accompanying industrial uses. The zone is oriented toward pedestrian activity, which is an interesting feature for this area considering this portion of the site is isolated from any residential area or point of origin for pedestrian activity. Furthermore, the activities taking place on these sites are not congruent with the zoning designation applied to them. When considering acreage, light industrial uses account for the majority of activity in the CC-5-4 zone. The scale, location, and use of the parcels do not lend themselves to a pedestrian orientation. The CC-5-4 zone

Table 3.1: Land Use Designations within the project site			
Use Designation	Number of Parcels	Number of Acres	Percent of Acreage
CC-1-3	14	32.1	36%
CC-5-4	14	30.3	34%
IP-2-1	3	26.7	30%
TOTALS:	31	89.1	100%

Figure 3.2: Existing Zoning Map



encompasses 34 percent of the project area's parcels, and 30 percent of the project area's acreage.

IP-2-1 zoning allows for a mix of industrial and office uses. According to the San Diego General Plan, this zone is designed specifically with high-quality business and office park developments in mind which should incorporate extensive landscaping to create a "campus-like" environment. Currently, the IP-2-1 designation encompasses approximately 10 percent of the project area's parcels and 30 percent of the site acreage. The parcels were previously used by the United States Postal Service as a regional distribution center but which is currently for sale. The existing buildings appear to meet only the minimum standards of the IP-2-1 zone with little to no landscape features.

The project area is also located within the Coastal Height Overlay Zone, which limits the construction of buildings to a maximum of 30 feet in order to protect coast views. However, there is the opportunity to increase the height of buildings with voter approval.

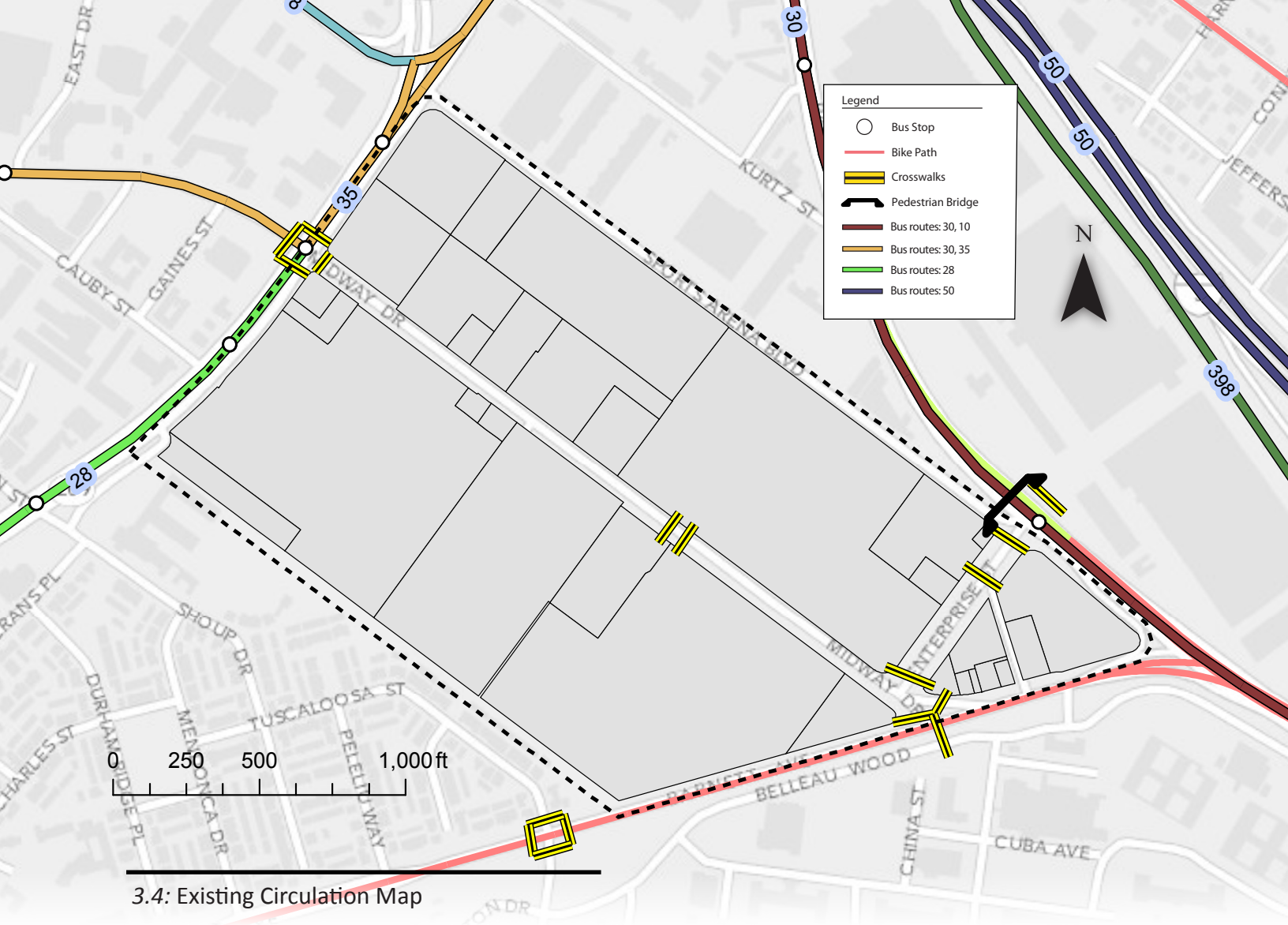
Circulation

The City of San Diego's General Plan includes a Mobility Element. Its purpose is to create a "balanced, multi-modal transportation network to get people to where they want to go" while minimizing environmental and neighborhood impacts (City of San Diego, 2008). Each transportation mode must work together and be coordinated to make an efficient circulation network to meet user needs.

The City's General Plan and the Midway/Pacific Highway Corridor Community Plan include goals and policies directed to improving the public realm and creating a cohesive network of streets. The goals include developing spaces fitted for human-scale, with a sense of place, expanding the grid network of streets, increasing transit options for residents, employees and visitors, and building an interconnected street system which provides multiple linkages within and between communities. New streets are planned to follow the Complete Street model in the community and throughout the city. A "complete street" creates a safe, attractive and comfortable environment



Figure 3.3: Streets in the project area tend to be wider than necessary, yet lack simple amenities like bike lanes and street furniture.



3.4: Existing Circulation Map

for pedestrians, bicyclists, and public transit users. The different levels of street types indicated in the element are boulevards, main streets, and green streets. Each will have their own identity and role to play in enhancing the visitor’s experience. Any future transportation plans and strategies will also relate to the SANDAG’s Regional Transportation Plan and the Congestion Management Program.

The site currently has very limited choices for transportation. Automobiles are the overwhelming mode of transportation to and from the site. They are given priority access to existing retail and offices while creating a less safe

environment for pedestrians and cyclists. There are few buses present with only three bus stops directly adjacent to the site, two on Rosecrans Street and one on Sports Arena Boulevard and Pacific Highway, as seen in Figure 3.4. Designated bicycle lanes are sparse in the Midway community, lacking to a network connect the few bike lanes that are in the area in a safe and efficient manner. In fact, the only section of the site that has a designated bike lane is on Barnett Avenue along the old Post Office property. The rest of the site and surrounding area does not encourage bicycling. The roads are busy, intersections are tricky to maneuver, and with high vehicular traffic

traveling at high speeds, bicycle travel is unsafe at best.

The roads in the Midway Village have three classifications: major streets, collector streets, and primary arterial roads. Midway Drive, Barnett Avenue and Sports Arena Boulevard are considered major four-lane roads. Major roads are ones that lead to other neighborhoods in the area. Enterprise Street is considered a collector street. Collector streets are smaller roads that feed into to the larger major roads and do not extend very far. Rosecrans Street is a primary arterial road.

Within the Midway/Pacific Highway Corridor Community there are several barriers interfering with a balanced circulation system. The most apparent is the existing automobile-oriented transportation infrastructure. Midway Drive and most of the surrounding streets have driveway cutouts dominating the sidewalks and, as mentioned above, there are no safe bike lanes to accommodate bicycle travel. In addition, “superblocks” are abundant throughout the site, which constrain vehicular traffic to Midway Drive and Rosecrans Street. Pedestrians, cyclists, and transit riders have poor experiences through the project site and surrounding areas because of the superblocks, lack of easy and safe access, and inadequate bus service.

The Midway Village community existing sidewalks lack consistency as to condition, quality and width, reducing frequency of pedestrian activity. Much of the pedestrian circulation occurs along Rosecrans Street and at Enterprise Street and Midway Drive. The pedestrian

activity along Rosecrans relates to the location of the bus stops serving the site and to the high concentration of businesses found there. At peak times a large number of pedestrians travel to and from the Enterprise and Midway intersection. Employees from area office spaces, including the large SPAWARS building, arrive to work, walk to lunch and depart at the end of the day. The team observed equally large numbers of people using the crosswalk and the pedestrian bridge to cross Pacific Highway.

As indicated in the Existing Circulation map (Figure 3.4), there are several bus routes serving the project site. Each route provides access to residents and visitors alike. Four buses serve the site, two of which provide the most direct access, Routes 28 and 35. The other two bus stops, Route 10 and 30 are a block or more outside the project area.

Bus route 28 begins at the Old



Figure 3.5: Airplane traffic is a major source of noise in the project area. Lindbergh Field is located less than a mile away.

pleasure boats are docked. This bus route travels down Rosecrans Street providing access to Loma Square, High Tech High Village, and Liberty Station. Loma Square is the existing shopping center on the south side of Midway Drive at the corner of Rosecrans. The riders on this route could be traveling in from any number of locations within the City as the Old Town Transit Center is a major transfer hub. Based on ridership observations, a large percentage of bus riders appear to be high school students and patrons of the various shops along the route.

Bus route 35 also originates at the Old Town Transit Center but it ends in Ocean Beach. Among its many stops, major destinations include Loma Square, Sports Arena Plaza, Ocean Beach Library, and Robb Field. The riders of this route appear to be residents, employees, and visitors.

Bus route 10 starts in Old Town



Figure 3.7: Typical example of vegetation on a few parcels. These planters are the extent of landscaping on site.

Figure 3.6: Except for sparse landscaping on surrounding private properties, the area is void of natural resources.



and terminates at University and College near City Heights. This route has limited stops east of Fifth Avenue. The main destinations along this route include City Heights Transit Plaza, Scripps Mercy Hospital, and Hillcrest DMV. Riders on bus 10 appear to be residents from North Park, Mission Hills, and City Heights, as well as employees traveling from Old Town to businesses within those neighborhoods.

Bus route 30 begins in downtown and ends at University Town Center and the VA Medical Center. It travels through Old Town, Pacific Beach, La Jolla, and UCSD. The main destinations along this route include Mission Bay High School, Westfield UTC, and UCSD. Riders on Bus 30 include students at UCSD and Mission Bay High School, visitors to the area's beaches, and local residents.

The ridership on the buses that provide service near the project helps to define the likely users and beneficiaries of future development in the project area.

Figure 3.8: Sparse landscaping, nondescript buildings, wide streets, and parcels enclosed by tall fences are all typical characteristics of the urban form of Midway area.



Noise

Noise is defined as sound that becomes intrusive, annoying and undesirable, often at subjectively perceived excessive amounts (City of San Diego, 2008). Noise pollution takes various forms and ranges in intensity and length of impact. Sustained and constant noise, such as noise made from a factory or from a busy freeway, is generally more regulated so that sensitive uses like residences, schools, and retirement homes are not exposed to unhealthy or disruptive amounts of noise. Sensitive receptors are places where certain activities take place that are incompatible with high levels of noise.

Three main types of noise are experienced in the project site: aircraft, vehicular, and commercial and industrial activity noises. The San Diego General Plan utilizes a measurement system called Community Noise Equivalent Level

as a scale for determining noise impacts and quantifying them on a “human” level. The scale provides a threshold measurement for placing restrictions on noise levels in specific land uses and determining how much mitigation must be implemented in order to lower noise impacts to acceptable levels near sensitive receptors. Indoor noise levels can be reduced through the implementation of noise insulating construction techniques and materials.

Noise pollution from aircraft and trains, though louder, is considered to have a lower impact on sensitive receptors due to the infrequent and temporary nature of its impact. Both types of noise are regulated and may impact how the area is developed.

Aircraft Noise

Aircraft noise is prevalent on the site due to its close proximity to the San Diego International Airport. The levels of

noise in the area can vary depending on relative proximity to the airport and to flight paths of associated aircraft. Also the impact to individuals can vary depending on each person's ability to tolerate a certain level of annoyance. Some regulations exist to lessen the impact of the airport area residents, such as restricting aircraft takeoff and landing times at night and retrofitting existing homes with air-conditioning and double pane windows insulation, in order to make interior noise levels more acceptable.

Vehicular Noise

Vehicular noise in the site is prevalent in areas near Rosecrans Street, Interstate-5, and Pacific Highway. Noise from driving or idling trucks as they make deliveries is a source of annoyance for residences and sensitive uses. According to the Midway/Pacific Highway Corridor



Figure 3.9: The lack of cohesive design guidelines in the area has resulted in odd and disparate structures.

Community Plan, many of the major roads in the area (including those previously mentioned) are subject to heavy use by large trucks associated with heavy industry, the military, and airport deliveries. Light industrial and commercial use trucks generally tend to create less noise than trucks in heavier industry; however, the impact is still considerable and should be taken into consideration.

While performing the site inventory, the team observed significant sources of vehicular noise permeating through the site, especially when walking along Rosecrans Street, Midway Drive, and Barnett Avenue. Sports Arena Blvd. was one of the only streets that did not have a significant source of vehicular noise.

Commercial and Industrial Activity Noises

Commercial and industrial activity noises are naturally emitted by the nature of these specific activities which can affect the surrounding areas. Generally these impacts are either generated on site, are a result of deliveries or the movement of goods within the area using mechanical devices. Proximity to sensitive uses should be carefully considered if impacts take place at night or early in the morning. While taking the site inventory, the team noticed no significant sources of noise resulting from commercial or industrial activity.

Natural Resources

The project area is highly urbanized and is one of the oldest

developed portions of San Diego. As such, almost all of the original natural resources that were originally located in the area have been depleted or destroyed by the military and other industries that have occupied and used this area for many years. Reviving some of the natural resources that were once here, could be accomplished through the development of parks and recreational open space, restoration of natural wildlife habitat, as well as by drawing water resources from the earth to be utilized for recreational activities.

The Natural Resource

Conservation Service classifies the soils of the entire site area as “urban land,” providing little to no data regarding the general characteristics of the soil. This is likely due to the fact that much of the land was developed before habitual environmental data collection took place, illustrating the lack of environmental consideration that was present at the time of the original development. Many of the parcels in this area were designed with little to no landscaping, resulting in vast swathes of asphalt and large flat

roofed buildings with minimal natural amenities. Most parcels surveyed in the site inventory had fewer than one to two mature trees. Since the average parcel size within the area is roughly three acres, this has resulted in a barren expanse that is void of natural resources. Perhaps the most significant “natural” amenity source in the site is the plant nursery located on Enterprise Street and Sports Arena Blvd., where trees, flowers, and bushes are raised and sold for landscaping.

Despite the lack of natural features in the project area, there is a high potential for integrating natural amenities into future development due to the large amounts of under-utilized space that characterize the study area. Natural resources can also be conserved in development by implementing sustainable building practices that conserve resources and promote efficiency, saving water, energy, and reducing the impact to the environment.

Prevailing winds and rainfall are important to consider when assessing natural resources affecting a project site. The prevailing winds in San Diego come from WNW (Unified Port of San Diego,



Figure 3.10: The Pacific Highway pedestrian bridge is one of the most prominent examples of public infrastructure in the project area.

2013). This will provide a constant breeze through Midway Dr. toward Barnett Ave. The average rainfall for San Diego is 10.34 inches annually reports the San Diego County Water Authority (2013). However, the amount of rain that was reported in 2013 was 6.55 inches. That is consistent with the California drought. This will mean the project site must consider drought tolerant landscaping.

Public Safety and Infrastructure

Like any other community or “village” area in San Diego, the Midway Village needs a sense of safety to allow it to flourish and develop.

The Midway/Pacific Highway Corridor Community Plan indicates that adequate public safety facilities exist, and that the future needs of the Midway area will be handily met by the existing fire, police, and rescue services. The plan indicates that implementation of adequate urban design guidelines which call for buildings and areas that are safer by design will reduce the demand on existing emergency personnel into the future as the area continues to grow.

According to the Community Plan update, health and safety issues in the Midway Community are primarily a result of its location within an earthquake-prone area, its proximity to the airport, and the existence of hazardous materials remaining from previous industrial activity yet to be unearthed and remediated. Seismic and geological hazards primarily stem from the Rose Canyon Fault Zone, which intersects the Midway area with “active and potentially

Figure 3.11: The military housing development on Barnett Ave; one of the only instances of residential use in the Midway area.



active faults.” (City of San Diego, 2008). The majority of the Midway area is built upon a large mass of artificial fill that was haphazardly placed throughout the district with minimal soil engineering. As a result, much of the Midway Village area is at “high potential risk” for liquefaction due to the proximity to the San Diego Bay. The project area is included in this “high potential” area for liquefaction.

Population, Housing and Employment

San Diego is the second largest city in California and the eighth largest in the nation. The city’s population in 2010 was 1,307,402. The City is expected to grow to 1,689,000 people by 2030, a 29 percent increase from its 2010 population. This population growth influences the demand on housing and employment opportunities.

The age of a population in a given area is an important factor in determining the demand for housing and employment

opportunities. In terms of housing, each age group places a different demand on housing types. Middle-aged adults typically have the highest demand on higher cost condominiums and single-family housing because they often have larger households and higher income. Traditionally, younger-aged adults and the elderly create a demand for lower to moderate cost housing, such as apartments and smaller single-family homes.

Race and ethnicity is another factor to consider when assessing a city's characteristics. Over the years, San Diego has increased its ethnic diversity. In 2010, about 45 percent of the population was White, 29 percent Hispanic, 16 percent Asian or Pacific Islander, 6 percent Black and the remaining percentage Native American and "Others" (City of San Diego, 2013). In the Midway Village area, ethnicity and race do not appear to be significant factors for future development.

Income determines the type and size a household typically can afford. The types of job available also affects housing needs and demands. Historically, San Diego's primary employment draws are manufacturing, defense, and tourism. In recent years, however, the region's employment draws have branched out to include modern, export-driven jobs, such as high-tech, biotech, and clean-tech industries. The military remains the major employer in the city, with five large bases, numerous Navy ships, and accompanying services. The unemployment rate has drastically increased from 3.8 percent in 2000 to 8.7 percent in 2010 (City of San Diego, 2013). The change in

unemployment is linked to the recession in 2008.

The Area Median Income helps determine the affordability of housing in San Diego. In 2010, the median household income was \$61,282. For 42 percent of households in San Diego more than 30 percent of their income is spent on housing, significantly more than the national average.

The total number of households in San Diego in 2000 was 450,691, increasing to 483,092 by 2010. Within the Midway/Pacific Highway Community there are 2,076 housing units that are primarily multifamily units with most of those outside of the project site. The majority of existing near by residential units are in the Gateway Military Housing on Barnett Avenue adjacent to the project site.

Household size influences the demand for and defines the mix of multifamily and single-family homes and unit sizes. Since 2000, the average household size has remained relatively constant at 2.6 with an average family size of 3.28 as of 2010. A small increase in household size is projected to reach to 2.70 by 2030. The Midway Community average household size is 2.4 people.

A significant Homeless population is prevalent in the Midway/Pacific Highway community. Homelessness is frequently found in major metropolitan areas and county seats, requiring city and county governments to work together to provide aid or support. According to a survey performed by the Regional Taskforce on the Homeless, in January 2012 an estimated 6,239 people were

Amenity Map Items

Healthcare Amenities

- ① Urgent Care .7 mi
- ② Walgreens Pharmacy .4 mi
- ③ CVS Pharmacy onsite
- ④ Target Pharmacy .6 mi

Libraries and Schools

- ⑤ Point Loma Library 2.6 mi
- ⑥ Dewey Elementary School .3 mi
- ⑦ High Tech Middle School 1.5 mi
- ⑧ Loma Portal Elementary School 1.4 mi
- ⑨ Point Loma High School 1.7 mi

Parks and Open Space

- ⑩ NTC Park 1.4 mi
- ⑪ Presidio Park 1.4 mi

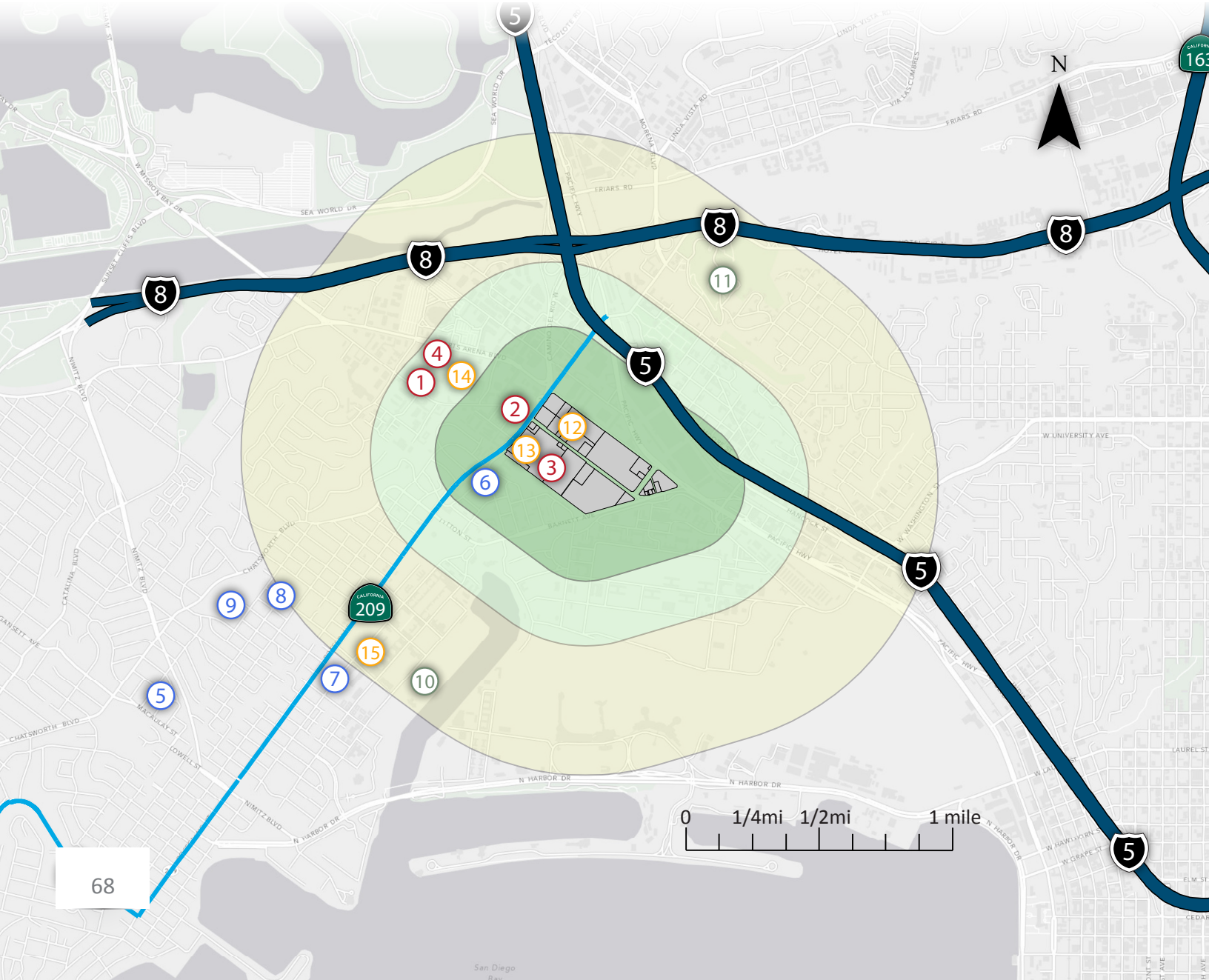
Shopping and Grocery

- ⑫ Smart and Final onsite
- ⑬ Sprouts Farmer's Market onsite
- ⑭ Target .6 mi
- ⑮ Vons 1.1 mi

Distance Buffers

- 1/4 Mile Buffer
- 1/2 Mile Buffer
- 1 Mile Buffer

Figure 3.12: Community Amenity Map



homeless in the city on a given night with more than half of this population living in unsheltered conditions. The majority of homeless people are between the ages of 40 and 69 years of age. During the winter months, a temporary homeless shelter is erected in the Midway/Pacific Highway community. In addition, there is a large year-round presence of homeless individuals who live along Sports Arena Boulevard, who leave their trash scattered in the area and some members of this population regularly disrupt or harass business patrons.

As the population in San Diego increases, so does the need to provide more housing. With the amount of available developable land in the Midway Village, there is an opportunity to provide additional housing to help the City meet its overall housing needs. As a result of the lower average household size (i.e., 2.4 persons to a household) in the Midway/Pacific Highway Corridor Community, the size of any new housing does not need to be overly large. The addition of housing and other amenities to the project site needs to also accommodate the existing homeless population so as not to push them out to a neighboring area.

Community Amenities

Community services are publicly provided amenities within a community which provide residents and visitors alike with opportunities to recreate, to learn, and to socialize. Community services include parks and recreation, community centers, social services centers, places of education, libraries and local governance buildings.

Aside from the recently downsized post office, the project area severely lacks community services. Within the site, there are no public schools, libraries, or public park spaces, reflecting the fact that Midway traditionally has served as a hub of commercial and industrial activity. However, as the area becomes increasingly residential, public service facilities will need to be incorporated into any plan to make the community more liveable, walkable, and usable by the residents. As the area is redeveloped, community services can be implemented to increase the quality of life in the Midway community.

While not within the project site boundaries, there are a variety of community services that are immediately adjacent to or within the vicinity of the project site. The George Dewey Elementary School is adjacent to the site and may provide the opportunity to offer complimentary land uses to students and faculty at the school. While there are no parks in the study area, Presidio Park is approximately 1.4 miles away on foot, and the Liberty Station waterfront park is roughly 1.4 miles away, barely accessible on foot - both parks exceeding the “comfortable” walking distance metric of half a mile when measured from the study area. The nearest public library is 2.6 miles away from the study area and is only accessible by walking or driving along Rosecrans Street, a busy, pedestrian-unfriendly roadway.

Urban Form and the Public Realm

During the site survey, the team analyzed the project area’s parcels based on their interaction and relationship with

the street, sidewalk, and general quality of development. The project area is characterized by large, flat buildings which are set back a considerable distance from the street, and in many instances oriented inwards, toward the center of the parcel. This urban form is not surprising, considering the land use designation of the parcels is specifically intended to be “auto-oriented strip mall development”; however, this type of development is outdated and in this case is aesthetically unappealing. The adjacent elementary school and the Gateway Military Housing complex have no direct pedestrian access to the shopping centers or to the existing buildings. Residents must instead walk a great distance around the area on busy streets with sidewalks in disrepair to access the nearby stores.

Although there are zoned industrial parcels with a pedestrian orientation within the area, they have few pedestrian amenities. Many of these parcels are either vacant or closed to the public, and therefore are inaccessible from the sidewalk. Parcels that are open to the public tended to be auto-oriented as well, and many of them had barriers that would prevent access to the site from the public realm or would inconvenience the pedestrian. The inaccessibility is perhaps a result of the presence of homeless people in the area and is an attempt to keep drifters from settling down or loitering on-site.

The streets’ average width range from 50 feet to 90 feet within the project site, and pedestrian crossings are few and far between. Midway Drive has a average width of 60 feet. Sports Arena Boulevard is on average 52 feet wide. Enterprise

Street is the widest with an average of 90 feet across. The project area is composed of two “superblocks” that are approximately half a mile long on Midway Drive. There is a pedestrian crossing at the center of the superblock that connects both sides of Midway Drive where pedestrians can safely cross six lanes of traffic. Many of the parcels are surrounded by fences topped with barbed wire, which detracts from the overall pedestrian experience and creates an hostile atmosphere. The public realm, particularly the sidewalks and landscaping along the street, has a high homeless presence with small camp sites littered with trash which spill over on the surrounding sidewalks and planters.

The minimal design guidelines in the current community plan inadequately addressed urban form, site identity, and non-automobile mobility. As a result, the urban form that exists today is dominated by personal vehicles and parking lots. The proximity to several major roads (Rosecrans Street, Pacific Highway, and Interstate-5) exaggerates this aspect of the sites character by surrounding the site with off ramps and busy streets that receive the bulk of the traffic leaving these major streets for the arterial streets in the area. Like most of the Midway/ Pacific Highway community, the project site lacks any unique identifiers that could help to build and exude a positive “sense of place” or identity.

3.3 Site Analysis

On March 25, 2014, the team conducted a survey of the parcels within the project area. The purpose of the survey was to gather data on the existing conditions of the parcels, buildings, and public realm independent of the GIS data, providing the team with an accurate portrayal of the land uses and scale of the current developments within the project boundaries. The information gathered during the survey aided the site design process, providing a better understanding for more efficient utilization of the land with new and updated amenities for the community in the Midway Village.

Methodology

The project team gathered relevant data and information from various sources, both primary and secondary, in order to research and analyze existing land use and public realm characteristics of Midway Village area. The land use and public realm survey was chosen as a primary source because it allowed for the collection of accurate information on current conditions of the existing environment through first-hand observations of the Midway Village. Data collected during the visual inspection provided the basis for analyzing existing land uses and public realm in the project site.

The survey included the examination of existing characteristics of Midway Drive from Rosecrans Street to Barnett Avenue. The parcels within the

survey area were numbered for ease of analysis and put in a logical order. The map of the parcels labeled for surveying can be found in Appendix A. For each of the 32 parcels in the Midway Village area, the survey map includes pictures of the structures and elements of the public realm with recorded quantitative and qualitative data. The survey sheets are composed of three sections: parcel information, building information, and public realm information. Table 3.2 lists the type of information examined for each parcel. All of the completed survey sheets our found in Appendix B.

The team compiled and transferred the data documented in the survey sheets to a spreadsheet, assigning land use categories for analysis. The team then compared the assigned categories

Table 3.2: Information categories in site survey

Parcel Information	Building Information	Public Realm Information
Parcel Occupancy	Number of Buildings	Average Width of Sidewalk
Parcel Condition	Number of Stories	Sidewalk Condition
Mature Trees on Parcel	Building Occupancy	Mature Trees in Sidewalk
	Existing Land Uses (per story)	
	Facade Materials	
	Building Condition	
	Historical Significance	

with those in the General Plan Land Use document (Table 3.3). The businesses that serve the community with day-to-day needs and also occasional supplies are marked as Commercial Employment, Retail, and Services. The General Plan describes this use as one that can include a variety of commercial types from neighborhood commercial to visitor commercial. The Post Office and the neighboring parcels used by the Post Office are categorized as Institutional, Public and Semi-Public Facilities. Institutional land use can include such uses as airports, schools, military facilities, libraries, and transit centers. The parcels used by the military for storage and other similar uses are marked as Multiple Use. Multiple Use is found within mixed-use communities with a range of densities for neighborhood village, community village, urban village, and downtown.

Surveyed Land Use	General Plan Land Use
Commercial	Commercial Employment, Retail, and Services
Offices	Multiple Use
Light Industrial	Multiple Use
Public	Institutional, Public and Semi-Public Facilities

Lot coverage was calculated with the use of GIS data. The team used the building footprint square footage and the parcel square footage.

Assessments of both parcel conditions and building conditions were somewhat subjective although a set of criteria was established by the team for illustration. The criteria can be seen on the following page.

Sidewalk width was measured during the site survey by rough measurement and close approximation in front of each parcel. The sidewalk condition factored into the pedestrian



Figure 3.13: Lack of building interaction with the sidewalk contributes to this area's poor pedestrian experience.



Figure 3.14: Street furniture and minimal setbacks contribute to a good pedestrian experience.

experience analysis, an important part of the overall public realm condition. Pedestrian experience of each block area is rated as good, average, or bad. The rating system has a certain level of subjectivity for evaluating the condition of a section. A good pedestrian experience occurs when sidewalks are clean and even; where there is ample street furniture such as benches and street lamps that create visual interest; when buildings face the sidewalks and have minimal setbacks; and when pedestrians experience minimal physical and audible disruption from vehicular traffic. Overall a good pedestrian experience is defined as one that is both safe and pleasant for pedestrians. An average pedestrian experience one that has at least one characteristic of a good pedestrian experience but is missing others that would make it a good experience. For example, a well paved sidewalk will provide a good experience, but if it lacks landscaping and is exposed to heavy vehicular traffic, it would be considered an average experience. A bad pedestrian experience is one in which there is no sidewalk or any clear delineation of a sidewalk, or is one in which unevenness makes it less enjoyable or even unsafe to walk along, without

landscaping, and/or is dominated by heavy vehicular-traffic volumes or disturbances.

Analysis

Land Use

The Midway Village is dominated by automobiles, which can be seen through the existing uses. Illustrated in Table 3.4 is the distribution of land uses by number of parcels with the corresponding percentage of 89 acres.

Out of 31 parcels surveyed, almost 50 percent are commercial/retail sites. The commercial/retail establishments in the area are primarily automobile-oriented applications in a strip mall configuration. The second most prominent existing land use in the project site is light industrial, predominately what remains of the defense industry complex that dominated the Midway Community during the 1960s and 1970s. Some of the light industrial is still in use, associated with SPAWARS and military defense businesses.

Also illustrated in Table 3.5 is the acreage each land use occupies in the project area. The commercial/retail uses

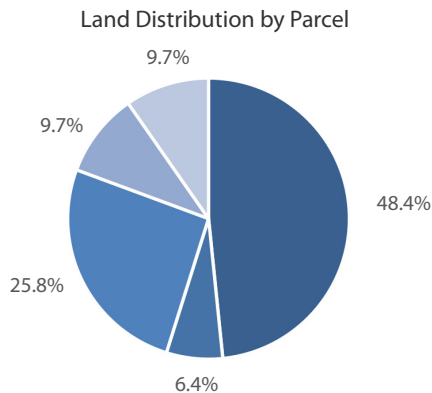
CRITERIA FOR PARCEL AND BUILDING CONDITION

- *Good condition is a parcel or building that is clean and well maintained with no signs of neglect;*
- *Average condition is a parcel or building that is clean and moderately maintained, there could be some aging or neglect but not significant enough to be falling down; and*
- *Bad condition is a parcel or building that is not clean and has no signs of recent maintenance, there could be weeds and debris on site.*

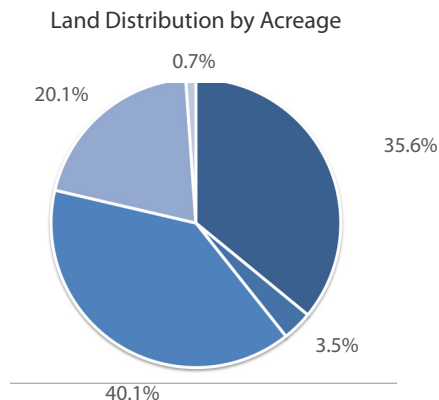
in the area occupy seven more parcels than the eight parcels of light industrial, yet the eight light industrial parcels cover 35.73 acres of the site's 89 total acres. The largest light industrial parcel is used by the military for parking and storage. This parcel is approximately 20 acres on the north side of Midway Drive, spanning from Enterprise Street to Rosecrans Street. Public serves occupy 20 percent of the area, dominated by the U.S. Post Office buildings. There are only three parcels considered to be light industrial, but two of these parcels are currently used by the U.S. Post Office. The mammoth and now vacant U.S. Post Office buildings and parking lot occupy 15.2 acres of land. The Midway Post Office was a major regional mail distribution center until the early 1990s when regional mail bulk processing

moved to North San Diego County. The Post Office continued operations as a sorting office until its closing in early 2014.

For additional discussion of the land uses which dominate the project and the acreage distribution for each use, view the pie charts below which present the percentages of use corresponding to Tables 3.4 and 3.5. The charts confirm that commercial/retail applications dominate the site both in terms of number of parcels and also by size. With only two office parcels in the site, representing a mere 3 percent of the site acreage, need for more office space in the area is readily apparent in order to fulfill the updated vision of the City's community plan.



- = Commercial/Retail
- = Office
- = Light Industrial
- = Public/Semi-Public
- = Parking



Land use	Number of Parcels	Percentage of Total Parcels
Commercial/Retail	15	48.4%
Office	2	6.4%
Light Industrial	8	25.8%
Public/Semi-Public	3	9.7%
Parking	3	9.7%
TOTAL:	31	100%

Land use	Acreage	Percentage of Total Acreage
Commercial/Retail	31.73	35.6%
Office	3.05	3.5%
Light Industrial	35.73	40.1%
Public/Semi-Public	17.94	20.1%
Parking	0.61	0.7%
TOTAL:	89.06	100%

Lot Coverage

The lot coverage for each land use category is illustrated in Table 3.6. The buildings of each land use, excluding parking, occupy less than a quarter of the total acreage. The land that is not used for buildings is often used for parking or storage facilities. The overwhelming amount of under-utilized land illustrates the potential for increasing the density and number of uses for better use of the land and improved service to the community.

Land use	Parcel Size (sq ft)	Building Lot Coverage	Percent of Lot Coverage	Total Building Square Footage
Commercial/Retail	1,382,324.96	463,660.19	34%	539,383.48
Office	132,764.81	40,746.06	31%	76,799.98
Light Industrial	1,556,323.11	194,500.08	12%	250,598.95
Public/Semi-Public	781,677.49	230,287.17	29%	723,366.46
Parking	26,449.38	0.0	0%	0.0
TOTAL:	3,879,539.75	929,193.50	24%	1,534,453.71

Figure 3.15: Parcel and Building Quality Map

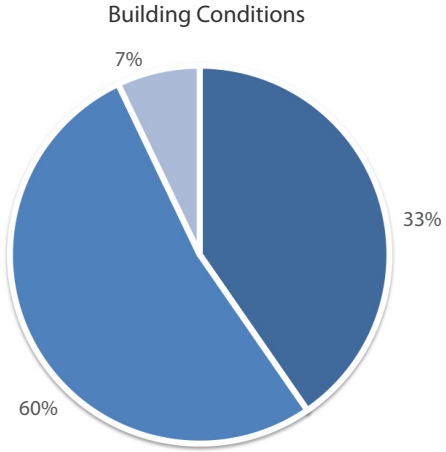
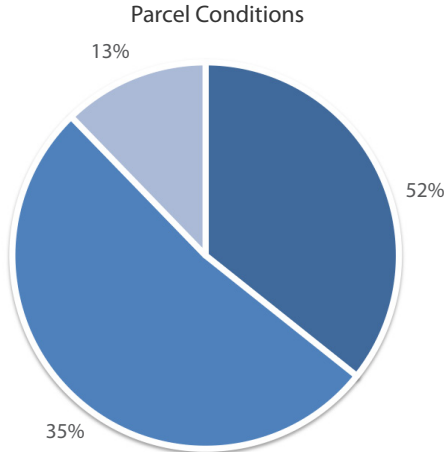





Parcel Condition

Throughout the site, parcels are kept at a tolerable level. About 52% of the parcels are in an average condition. They are neither in disrepair nor pristine. Thirty-five percent of the parcels in the project site are in good condition. The remaining 13 percent of the parcels are in bad condition with trash, weeds, and cement in disrepair.

Building Condition

Similar to parcel conditions, approximately 50% of the buildings in the site are in average condition. The difference between the building and parcel conditions is that the buildings outnumber the total parcels (42 buildings vs. 31 parcels) and most of the buildings are in better condition than the parcels on which they sit. The good condition of the buildings may be related to recent facade improvements, such as painting or small updates.



-  = Good cond.
-  = Average cond.
-  = Bad cond.

Building Height

There are a total of 42 buildings in the site, three-fourths of which are one-story (see Figure 3.16) and representative of the automobile-oriented uses dominating the site. Automobile-oriented land uses with large, single-story buildings were popular and widely embraced at the time of the original development period in the 1950s and 1960s. As a result, there is no defined space, or sense of identity, for visitors to the site. While the buildings tend to be only single-story, one building stands out from all others, the abandoned U.S. Post Office on Midway Drive. The three-story Post Office building is the tallest in the area and can be seen from the Interstate-5 off ramp onto Rosecrans Street, as well as from the Pacific Highway exit coming from Downtown San Diego.

Figure 3.16: Building Height Map



Sidewalks

Throughout the Midway Village, existing sidewalks are on average 7.6 feet wide. The sidewalks range from the narrowest, add about 4.5 feet in front of a short-term residence motel, to the widest, 14 feet on Enterprise Street. The ideal width for a pedestrian friendly sidewalk is 15 feet from street to parcel, allowing for comfortable two-way foot traffic and welcoming street furniture. The survey found no street furniture in the site area.

There are neither paved nor designated sidewalks in front of five parcels in the project area. Other than those five parcels, the sidewalks are split almost evenly between good and average condition. Refer to Figure 3.19 for locations of good, average, and bad pedestrian experiences.



Figure 3.18: Many sidewalks in the project site have garbage, weeds, or obstructions in the path.

Figure 3.17: Street trees are sparse and do not provide ample shade for pedestrians.



One would expect to find street lamps along the site's sidewalks. However, the site has only 28 street lamps, a relatively low number. The lamps also range in style from neighborhood low-level lamps to large, bright major street lamps, creating an inconsistency in lighting for pedestrians at night. The poor lighting also contributes to an unsafe environment and encourages the area's homeless population to take root.

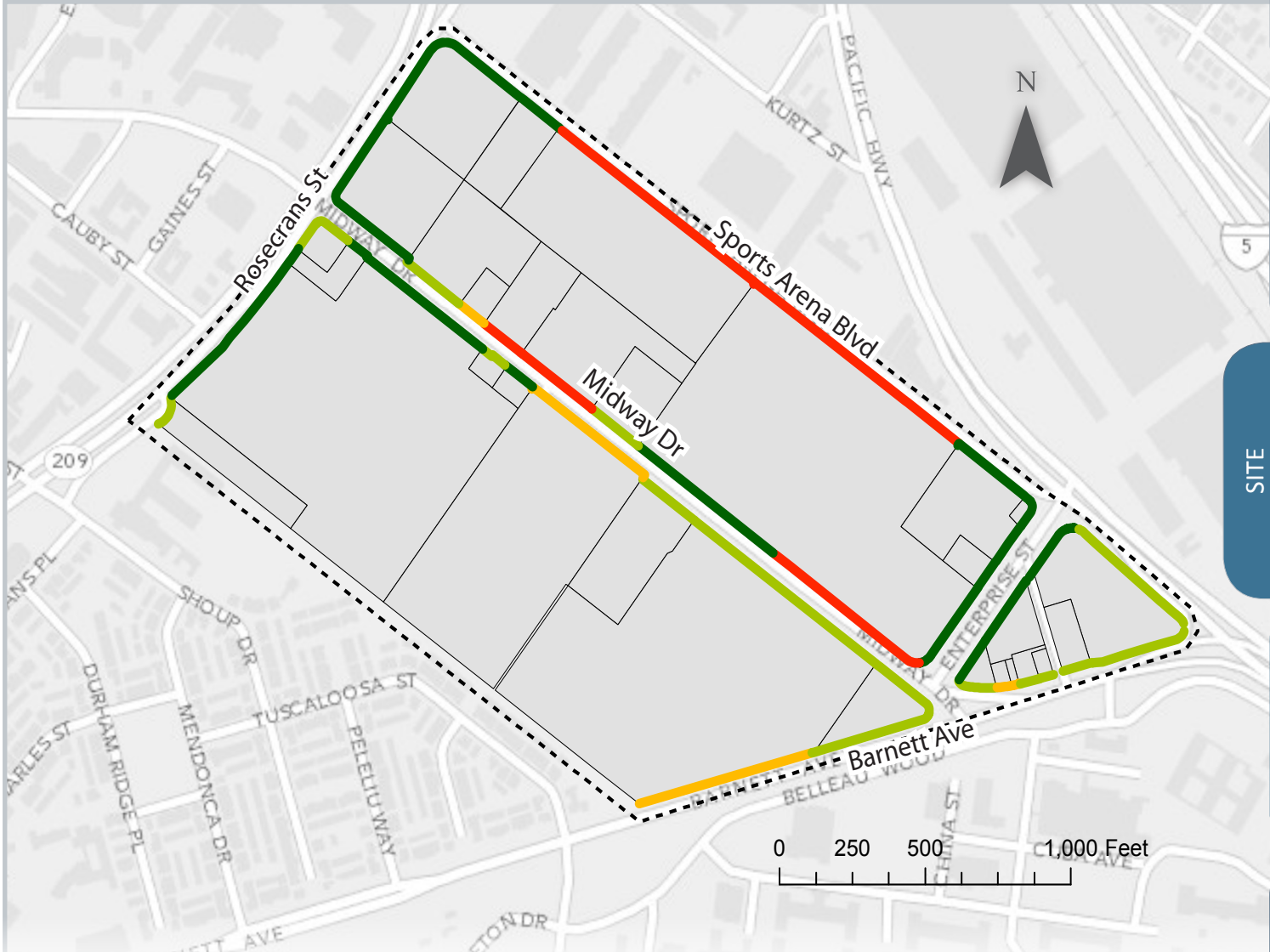


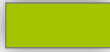



Figure 3.19: Sidewalk Quality Map

- | | | | |
|---|-------------------|---|------------------------|
|  | = Good Quality |  | = Bad Quality |
|  | = Average Quality |  | = No Existing Sidewalk |

3.4 Site Challenges



Land Use Challenges

- The project site and the surrounding area is highly automobile oriented, which makes developing a unique identity for the project site difficult.
- Redevelopment of the study area could introduce residential and commercial land uses that are incompatible with existing local businesses, particularly among the light-industrial and adult entertainment-oriented uses in the area.
- Newly constructed uses could conflict with the presence of the large homeless population in the area and the situation could be exacerbated by the displacement of homeless encampments.
- Airport regulations could restrict what types of land uses can be implemented in the study area.

Circulation Challenges

- The project site has poor street lighting and few way-finding signs.
- High speed vehicular traffic along Midway Drive and Rosecrans Street negatively impacts the area and limits business and residential development and inhibits bicycle and pedestrian circulation.
- The project area lacks of pedestrian street crossings along its superblocks with numerous driveways.
- There are little to no bicycle lanes or connectivity to streets in project area.

Population, Housing, and Employment Challenges









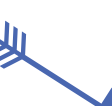
- There is a general lack of affordable housing in the Midway Community.
- A large homeless population has taken root in the area, increasing trash and a sense of disrepair and lack of safety.
- Employment opportunities in the area are limited by the competing demand for similar employment in surrounding areas.

Natural Resource Challenges

- The lack of existing natural resources, habitat, and open space within the site will make it difficult to successfully reintroduce natural resources.
- Urban infrastructure characterized by large expanses of concrete and asphalt dominating the project site interferes with natural resource existence.
- There is a lack of visual or physical connection to the San Diego Bay, despite its close proximity.



LEGEND

-  Intersection
-  Vehicular Circulation
-  Pedestrian Circulation
-  Access Point
-  High Opportunity Area
-  Tree
-  Noise Source
-  Viewshed
-  Prevailing Wind Direction

SITE ASSESSMENT

Figure 3.20: Site Analysis Map (an illustration of the information gathered during site analysis)

Urban Form Challenges

- Lack of existing character dictates the need for a new development concept for the site.
- A new high quality development will starkly contrast to the context of the existing urban infrastructure in the project site.
- Height restriction of 30 feet exists on all new development limiting vertical mixed-use construction.

Community Services Challenges

- Public service facilities in the study area and surrounding community are absent.
- Existing community facilities in nearby communities are not easily accessible from the project site.

Noise Challenges

- Noise pollution exists in the project area due to its proximity to several major roads, including the Interstate-5 freeway, as well as to its proximity to the San Diego International Airport.
- Noise pollution is generated from the industrial activities from commercial vehicles on nearby thoroughfares.

Public Safety and Infrastructure Challenges

- Existing infrastructure is dilapidated and in need of repair.
- Pedestrian right-of-ways often have uneven or damaged surfaces, creating unsafe conditions for pedestrians, particularly for individuals with impaired mobility.

3.5 Site Opportunities

Land Use Opportunities

- Large areas of under-utilized land within the project area are available for redevelopment which will provide an opportunity to use the land to its fullest potential, bringing in new land uses and activities to the area.
- Aging building stock in the project site may signal that property owners will be willing to redevelop or update their properties consistent with the guidance of a larger, cohesive plan for the area.
- Location of the project site is in close proximity to downtown San Diego, other community resources, commercial activity, and major highways and freeways which allow for easy access.

Circulation Opportunities

- The wide public right-of-way in the project site offers an opportunity to be able to design different street “types” and a distinct hierarchy of streets.
- The lack of current infrastructure allows for implementation of complete streets, which would improve the experience for pedestrians and cyclists along existing streets.
- Consolidating parking will allow for more fluidity to pedestrian and bicycle circulation in the project site.
- The study area and its uses can be connected to the surrounding neighborhoods by expanding walking and biking paths which are well maintained.

Population, Housing, and Employment Opportunities

- The project site offers an opportunity to integrate new housing into the site using mixed-use development.
- The City’s need for affordable housing can be satisfied by incorporating those options in the project area.
- Opportunity exists within the project site to introduce new places of commercial and retail employment.

Natural Resources Opportunities

- Implementation of “green-building” practices into new development will provide natural resources and save energy.
- Incorporating Low-Impact Development techniques into a new plan to effectively manage storm water in an environmentally friendly manner.
- Creating a space habitat that is beneficial for animals and residents in the site will improve the urban ecology of the area.

Urban Form Opportunities

- The “blank slate” status of the project site makes development of a unique place easier to implement, incorporating new features into the public realm.
- The sufficient public right-of-way allows for the incorporation of public gathering places throughout the study area.

Community Services Opportunities

- There is an opportunity to provide much needed public facilities and new services for the community.
- New community services, such as after-school care, will draw children and families from neighboring schools to the area.
- Community assistance programs for the homeless will help alleviate problems associated with the homeless population.

Noise Opportunities

- The use of new building techniques and materials will mitigate the surrounding noise pollution.

Public Safety and Infrastructure Opportunities

- With a new plan, it will be easier to incorporate “safe” urban form techniques for public safety, facilitating more effective law enforcement visibility.
- New development will provide the resources to update and repair the sidewalks and roads that are in poor condition in the project area.

CHAPTER 4 - Development Proposal

AERIAL OF THE MIDWAY VILLAGE COMMUNITY CENTER



4.1 Vision Statement

Midway Village will foster a sense of place and community by creating a dense urban center that supports a variety of lifestyles through its diverse mixture of residential, retail, and office land uses. The project will transform the area's underutilized land into vibrant public spaces that prioritize pedestrians and are well connected to urban amenities. A resource conserving and sustainable urban form will integrate multiple modes of transportation and encourage healthy and sustainable lifestyles.

Goals

The goals expand upon the topics addressed in the vision statement to provide guidance in the design policies. The formation of the goals emerged from the results gathered during the extensive research in the Midway area about what needs to be improved. Smart Growth and New Urbanist principles helped determine the six theoretical framework topics that make up the following goals.

Mixed Use

Midway Village should have a variety of land uses that are well integrated into the community context and complement each other.

Walkability

The pedestrian network in the Midway Village should create an environment that is comfortable and safe for all ages and mobilities while encouraging people to walk through.

Compact Urban Design

Midway Village should reap the benefits of a compact urban design through the use of mixed use and use of the maximum densities to strengthen the

community network.

Sense of Place and Unique Identity

The creation of a unique identity in the Midway Village should incorporate unique urban features, such as public art and architectural detailing that will set it apart from other communities in San Diego.

Community Amenities

Midway Village should provide public amenities, such as a community center, that residents and visitors of all ages can engage in and enjoy for years to come.

Sustainability

Sustainable practices should be incorporated into the design of Midway Village as to reduce the overall impact on the environment produced by the project and increase resiliency.

Variety of Transportation Options

Midway Village should have easy and ample access to various modes of transportation, including buses, regional transit, and bicycle networks.

4.2 Site Design Overview

Overall Design Concept

The overall concept of the Midway Village design is intended to adhere to the characteristics of successful developments as recognized and endorsed by the Smart Growth movement and New Urbanism, while conforming to the goals of the San Diego General Plan’s “City of Villages” concept.

Successful developments that integrate the vision for Village Centers are communities that are defined as mixed use, compact urban form with a sense of place and a unique identity that is sustainable, has community amenities and walkability along with a variety of transportation options. “Villages” are meant to be “mixed-use activity centers that are pedestrian-friendly districts linked to an improved regional transit system” (City of San Diego, 2008). The General Plan goes on to specify that a truly mixed use village with all the necessary criteria has residential housing, commercial buildings with employment and civic opportunities all being present to create a unique place that represents

the community with public plazas and streets that are attractive and inviting.

In the proposed new Midway Village design, overall density on the site will be greatly increased in a sustainable manner that promotes alternative modes of transportation, while facilitating more efficient vehicle access throughout the site. The mix of land uses in the project area will be diversified; residential uses will be introduced to the site area, as well as a healthy mix of commercial and office space that will create a vibrant interactive community. Additionally, public amenities will be added to the site, increasing the quality of life in the area, particularly with the addition of green spaces and public plazas. The increased square footage per land use and the removed land uses from the site are demonstrated in Table 4.1. There are noticeable increases in square footage for commercial, office, and residential but a staggering increase in the amount of parking, which is exemplified in detail later on. The existing public square footage decreases but the land is now accessible for the public to enjoy.

Table 4.1: Development Table

Land Use	Existing Square Footage	Proposed Square Footage
Commercial	539,384	679,000
Office	76,800	1,413,900
Light Industrial	194,904	0
Residential	N/A	230 units
Public	781,678	467,463
Parking	26,449.38	2,725,320

Principle Design Features

The Midway Village is intended to function as a cohesive and unified mixed-use district. The different areas in the project are organized around a central pedestrian axis and two sub axes. These pedestrian oriented corridors increase connectivity throughout the site and organize the space around them. Refer to Figure 4.1 for the location and orientation of the six areas. The Illustrated Site Plan is Figure 4.5 on page 93.

The land uses facing these pedestrian axis are always a retail or community serving use, such as a library or park. These axes also make other connections into the surrounding community by connecting open space in the residential community to the south to the Midway Village's main park, as well as via the pedestrian bridge that connects the SPAWARS facility to the project site. This is significant because it will provide additional access for people

living and working outside of Midway Village, and will also bring different types of users to the project site as well, namely families living in the southern residences and professionals who work in the SPAWARS facility.

Area 1

Area one serves as a transitional space between the rest of Midway Village and the adjacent southern neighborhood. The three land uses in this site are residential attached townhomes, parking garages, and the Midway Village's main public park. The lower density residences are more consistent with the existing uses in the surrounding neighborhoods, making the connection provided between the park and existing neighborhood more appropriate.

The proposed townhomes are oriented around the park, and are surrounded by open space that serves as a recreational area as well as a buffer between them and the parking garages.

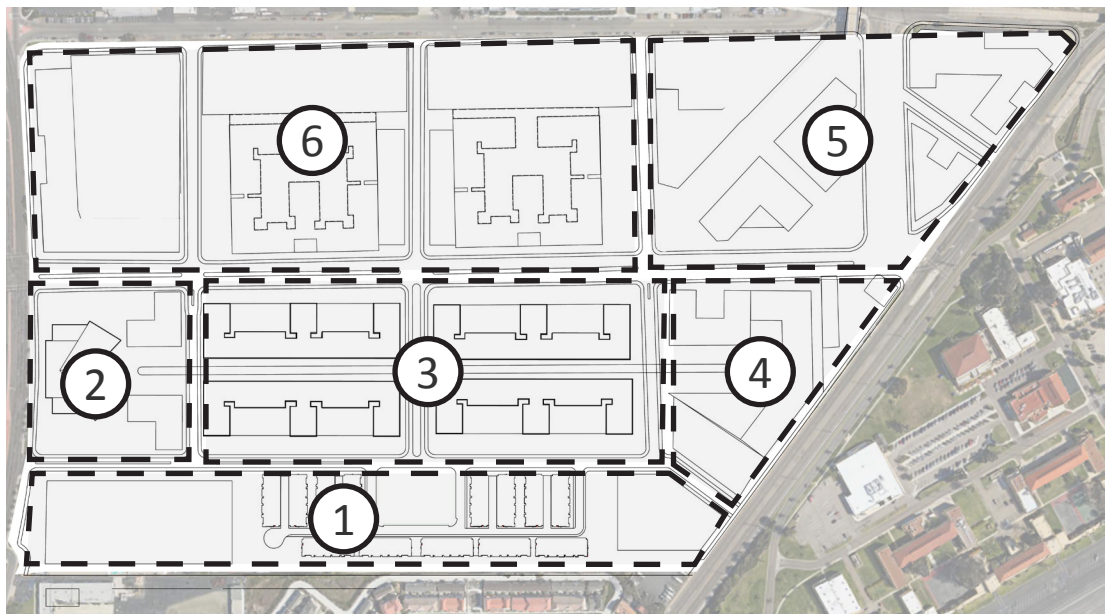


Figure 4.1: Site Plan divided into six areas

Figure 4.2: Neighborhood commercial has an inviting atmosphere for people to relax and enjoy.



The townhomes themselves have covered parking integrated into their design, and are three stories tall.

Area 2

Area two primarily serves as community serving use and an anchor to the main pedestrian axis. The “anchor” of area two is the proposed community center, which will integrate a small post office into its design. This community center has a large courtyard in front of it that can serve as a space for activities, and is flanked by two buildings that will provide space for cafe and restaurant uses. The architecture of this building should be memorable and appealing, as it is one of the buildings seen from the busy Rosecrans St. and will function as one of the primary draws to the Midway Village.

Area 3

Figure 4.3: Example of volume and scale in the mixed-use areas



Area three will function as the heart of the main pedestrian axis. Retail uses will front Airstrip Way (the main pedestrian axis) on the ground floors of all buildings in area three. Residential uses will be built upon the upper floors of this building on the southern side of the pedestrian axis, and office uses will be built upon the upper floors of the northern side (see figure 4.6). This serves to buffer the residences from the relatively busy Midway Drive. Additionally, reserved podium parking will be provided behind the retail uses on the ground floor, the roof of which will serve as courtyard and community spaces for residents and workers in these buildings. This parking shall be accessible from the local residential roads that surround these buildings.

Airstrip Way, the main pedestrian axis that runs through area three, will be heavily landscaped and will provide spaces for recreation and community.

Outdoor seating, shade, and decorations such as public art and fountains will be placed throughout the axis to create an inviting space and draw pedestrians down throughout the pedestrian corridor.

Area 4

Area four shall serve as another anchor space. This anchor will be created by implementing a large public plaza that will host public artwork and community events. Retail uses will surround the courtyard on the ground floors, while the upper floors will be used as office space.

Area 5

Area five hosts one of the pedestrian sub axis, Atlantic Way. This area is directly connected to the large SPAWARS facility directly across Highway One by a large pedestrian bridge. This gateway connection is utilized by directly connecting it to one of the pedestrian sub-axis, Atlantic Way, which runs directly into the main pedestrian axis of the Midway Village.

The design of this area makes the Midway Village an excellent place for related businesses to co-locate to the SPAWARS facility, as it opens up a direct connection into the area and provides amenities such as a landscaped pedestrian corridor and cafe and restaurant uses.

Area 6

Area six is the location of the majority of the office space provided by the Midway Village Development. Facing

Figure 4.4: Complete streets will prioritize all modes of travel equally, enhancing the pedestrian experience



Rosecrans Street is a three story office building with an accompanying parking garage.

Two larger office buildings face Midway Drive, and have shared parking garages behind them as well as podium parking underneath them on the ground floor. Courtyards atop the podium parking are located in the center of these office buildings, and provide a place for workers in the buildings to spend their lunches or for companies to host events. Podium parking beneath the office buildings shall be reserved for tenants and can be accessed from the local roads that surround the buildings.

St. Louis street, one of the pedestrian sub-axis, ends in area six. This axis has retail and restaurant uses on the ground floors, and is connected physically and visually to the main pedestrian axis by this pedestrian corridor, which ends at the community park.



Figure 4.5: Illustrative Site Plan



Figure 4.6: Design options for Midway Village

Theoretical Framework Applicability

The characteristics listed for “villages” can be correlated with characteristics of other successful developments, such as a design that is pedestrian-friendly, accessible, with inviting streets to create a walkable community. The proposed project addresses all of the characteristics put forth by the City and those the team has established during research.

Mixed-Use

Currently the area has no mixed-use characteristics. Proposed in the new plan is to incorporate a significant number of mixed-use buildings that will have commercial/residential and commercial/office spaces. This is an important improvement because a mix of uses is a necessary aspect of a “village” as well as an important Smart Growth principle, and allows those working and living in the project to reduce trips made and overall travel time by introducing various uses throughout the site in close proximity to one another.

Walkability

The area as it exists is not an inviting or friendly environment that encourages walking. It is dominated by vehicles, and is not a safe area to walk due to the absence of paths and connectivity. An expanded sidewalk network for safer foot traffic that will encourage pedestrian access to all areas of the site is part of the new plan. Accessibility and creating an inviting community that allows for pedestrians to

Figure 4.7: Example of iconic architecture that could be implemented for the community center



comfortably move through the area is an important concept in New Urbanism while also better for the environment and with health benefits because people will be encouraged to walk to their destinations rather than drive.

Compact Urban Form

Currently the buildings are spread out with a lot of surface parking that under utilizes valuable land. The proposed development will create more building density, reducing the inefficiency of large spans of parking and asphalt. The reduction in the footprint will be more environmentally friendly, decreasing the costs to the City while achieving a human-scale space. Compact urban form will encourage human contact which will lead to an enhanced sense of community.

Sense of Place

The project site is currently

composed of generic commercial buildings that do not reflect a unique style with which people can identify in the Midway Community. The proposed redevelopment project will bring the buildings to the forefront with individual character better representing the community. With the addition of plazas and pedestrian paths throughout the site, there will be spaces for community members and visitors to identify as their own. It is important to have areas that are distinguishable from one another so that people can feel as if they are a part of a particular place. The new project site will bring in character which is representative of the Midway/Pacific Highway Corridor Community.

Community Amenities

At the site, the only community amenity in service is the U.S. Post Office. There are no parks, library, or community gathering spaces. The proposed development includes a community center that will provide space for events and other neighborhood based activities. The site will also have public park space and plazas that will be interactive and areas that can be used for recreation or just relaxing. An important aspect of a “village” is the existence of sufficient community amenities which contribute to quality of life and a more engaged, happy and cohesive neighborhood.

Sustainability

Currently, there are no obvious sustainable measures in place to protect the environment. The ground is covered by asphalt and concrete and lacks any

significant use of landscaping. The new project will be built in a sustainable manner with ecologically sound infrastructure, green spaces, amenities and pathways which should facilitate less driving and encourage more use of public transportation, walking and bicycling. Green spaces will utilize drought tolerant plants to reduce maintenance costs and water usage. Concerns for incorporating sustainable measures are important because it is good for the long-term management of the environment and improves the health of those using the space.

Variety of Transportation Options

The primary mode of transportation option in the current environment is the personal automobile. While there are buses serving the site, they are not readily available or easy to use and exist as though an after-thought; clearly transit access was not a significant aspect of a broader plan at the time of development. The proposed project will encourage other modes of transportation by making it safer and easier to use, lessening the dominance of cars. Additionally, the San Diego Old Town Transportation Center is also within one mile of the project site, and while this is outside of what is considered “walkable,” it is still a relevant aspect of alternative transit accessibility to Midway Village.

Improvements to the site will consist primarily of designing all streets within the project in adherence with the complete street standards, which will emphasize pedestrian and cyclist traffic equally with vehicular traffic. Bike lanes and sidewalks are included as a part of

every street in the development.

An expected result of the dense nature of the Midway Village is a general increase in walkability in the area for the residents and workers in the development. The pedestrian axes make traversing the site on foot an easy task, and also increases connectivity with the existing development surrounding the site.

Altogether, these proposed changes will increase the feasibility and accessibility of alternative transit in the Midway Community, and make strides towards accomplishing the City's desire to connect all of the "villages" through an extensive transportation network using bus and bike routes.

Land Uses

Land Use Distribution

The new amenities and land uses are strategically placed to couple with existing land uses and activities in the area. Specifically, new residential uses will be placed adjacent to the existing military residential neighborhood along Barnett (notable for being one of two existing residential uses in the Midway area). Community services that benefit from high exposure to passing traffic will be placed along Rosecrans Street, whereas new pedestrian walkways will be located along Midway Drive and on the newly designed blocks and intersections which will facilitate and encourage pedestrian traffic. The new design will be safer and limit the exposure to noise and traffic providing a sense of enclosure.

New office spaces will be distributed throughout the site, but will be concentrated in the eastern portion of the project in order to compliment the large SPAWARS facility. This complex has an extensive employee base with the capacity to support a large number of smaller businesses which would benefit to co-locate near other offices. Foot traffic will continue to access the area from the existing pedestrian bridge. The land use distribution is illustrated in Figure 4.9.

Commercial/Retail

The commercial/retail uses will be a variety of styles, ranging from the current larger stores to smaller neighborhood commercial establishments. Examples of the businesses that are planned include clothing stores, grocery stores, and eating establishments.

The design for Midway Village mixes uses horizontally and vertically throughout the site, but focuses different types of uses in varying places that make them more appropriate to blend in with the existing community. Differing densities of uses are implemented to create transitional zones that are designed to minimize inconsistent uses as much as possible.

Office

New office spaces will replace much of the current parking lot and surface storage on the north side of Midway Drive. It will be flexible to allow for various kinds of office uses which can make their home in Point Loma. There

will be windows to allow for natural lighting and creating a better work experience for the employees.

Mixed Use

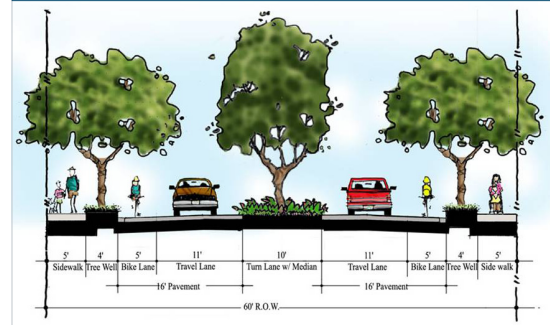
There are two kinds of mixed use in the site. First, there is commercial-residential mixed use. It is located next to the residential units to allow for a buffer between the commercial-retail and current residential spaces. The commercial establishments on the ground floor will be commercial neighborhood and have some parking tucked behind for the residents. Above the stores will be apartments and loft style housing.

The second type of mixed use that is incorporated into the plan is commercial-office. This mixed use will be located on the north side of Midway Drive to serve as a transition from the retail businesses along the street to the dedicated office buildings. The commercial-retail use will serve existing and new employees. With a noticeable lack of restaurants and daily services in the area, outdoor eating and socializing space will be incorporated into the pedestrian axes and courtyard spaces that surround the retail, commercial and culinary uses.

Public

One of the primary deficiencies of the Midway Community is the lack of community serving uses. To remedy this situation, a community center has been proposed at one end of the major pedestrian axis along Rosecrans St. This center will also integrate a small post

Figure 4.8: Example of 'local residential street' complete street typology that will be incorporated into the Midway Village



office into it to replace the functionality of the previous post office that is being removed.

Outdoor spaces around the community center will be designed with the purpose of holding community events in mind. This will provide a place for people to gather and participate in community activities, such as farmers markets, small concerts, and other types of activities that are noticeably lacking in the Midway Community.

Additionally, a park has been integrated into the design in Area 1 that is easily accessible from the pedestrian access and well connected to the rest of the site.

Circulation

Street Designations

The Midway Village is connected to the city street system using three types of roads: major roads, collector roads, and local residential streets. These designations are consistent with the San Diego General Plan. Major roads on the site include Rosecrans St and Barnett Ave. These streets have four lanes of

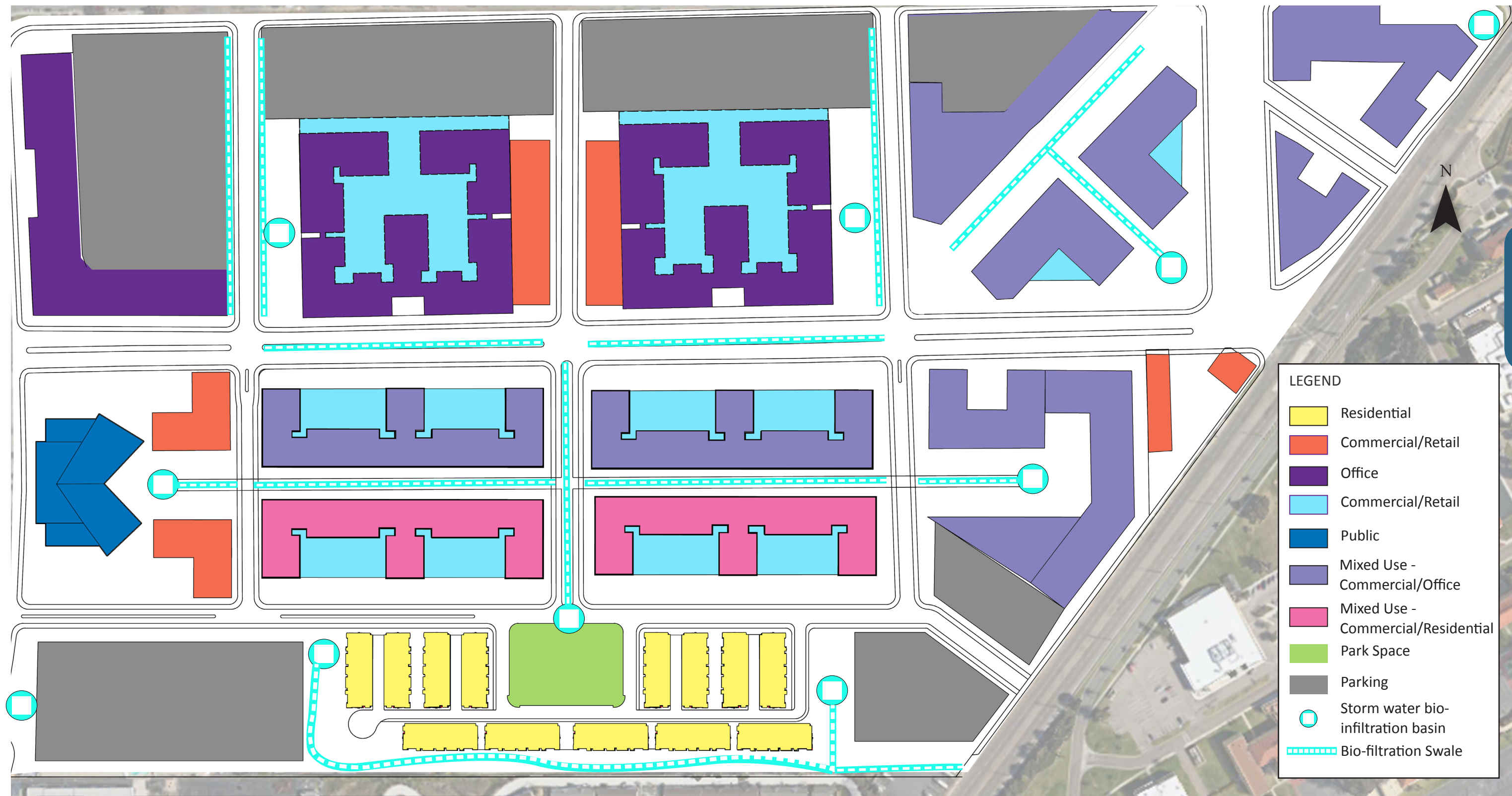


Figure 4.9: Design Concept Map in Land Uses

traffic and lane widths that are consistent with the “major road” designation, and are designed to carry high volumes of traffic between metropolitan areas. These roads remain unaltered in the design of the Midway Village plan, but are important to consider when connecting Midway Village to the transportation network of San Diego (see [Figure 4.11](#)).

Collector streets feature lower levels of traffic than major roads, and can have between two and four lanes of traffic. Midway Drive and Sports Arena Boulevard are the two collector streets on the project site that will be incorporated into the design of the Midway Village. Midway Drive currently meets the requirements of the city’s collector street designation, but will be upgraded to include bike lanes and a landscaped median. Sports Arena Boulevard is currently in a poor state of maintenance, and will be resurfaced and upgraded with a landscaped median, bike lanes, and sidewalks - none of which currently exist on site.

Local “residential” roads are designed to carry lower volumes of traffic and are used to connect larger streets to a trip’s destination. Local roads will connect the remainder of the site, and will be largely newly designed roads. These streets will feature two lanes of travel and will include bike lanes and sidewalks in their right of way. Spirit Blvd. features a landscaped median, as it is the only local road that provides a connection between Rosecrans St. and Barnett Ave. However, the presence of stop signs will force Spirit Blvd to have slower moving traffic, and is intended to

entice drivers to use Midway Dr as the main means of traveling between the two major streets in this area.

Overall Circulation Concept

In order to improve circulation throughout the site, the two superblocks which compose the project will be split approximately every 400 feet to improve the grid network of streets within the area, and allow for cars to more easily traverse the site. These new blocks serve to improve the quality of the pedestrian experience by providing new street crossings and breaking up the visual length of the blocks, particularly on Midway Drive and Sports Arena Boulevard, where there is only one pedestrian crossing in the middle of a 1,000 foot long superblock.

Circulation within the site will also be improved by adding five local roads to the site, which will increase connectivity for pedestrians and cyclists as well as vehicles. These new streets feature aviation related names that recall the historical use of the site as the Dutch Flats Airstrip.

Parking will be concentrated on the periphery of the site, so as to draw physical and visual focus to pedestrian and cyclist accessibility and away from the automobile. Midway Drive will be converted to a complete street, with two lanes of travel in either direction and 6 feet of bike lanes and sidewalks on either side of the right of way.

A pedestrian path will connect the neighboring residential uses to the south to the network of pedestrian axes. To take advantage of the existing pedestrian

bridge on the northern edge of the project site, one of the pedestrian sub-axis will connect that bridge and act as a pedestrian gateway from the SPAWARS facility into the Midway Village.

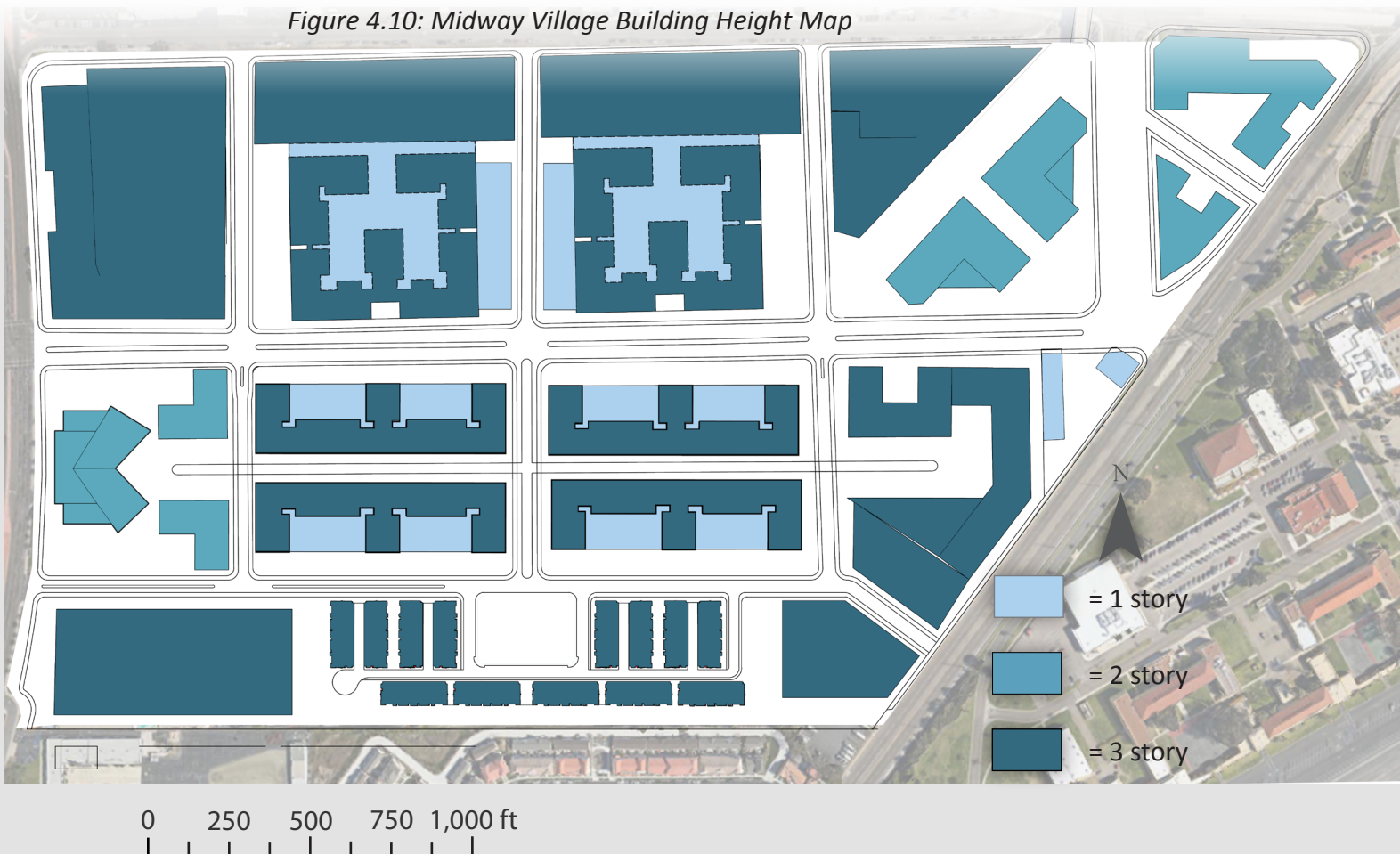
Parking Orientation

The Midway Village has seven parking garages and six buildings with integrated podium parking. Initially the plan was designed with parking garages integrated into the centers of the blocks that they were serving; however, when the team calculated the amount of parking required using the shared parking guidelines outlined in the San Diego General Plan, the design was greatly

altered to accommodate the large amount of parking that would be required for the land uses being introduced into the area.

The proposed standalone garages are located around the periphery of the site. The sheer amount of parking required made it impossible to effectively shield the garages from the surrounding streets by placing them in the center of blocks, and necessitated the use of large standalone garages. The location of these garages will still provide the Midway Village with an enhanced pedestrian experience, since it de-emphasizes the personal automobile and encourages walking around the site; however, there

Figure 4.10: Midway Village Building Height Map



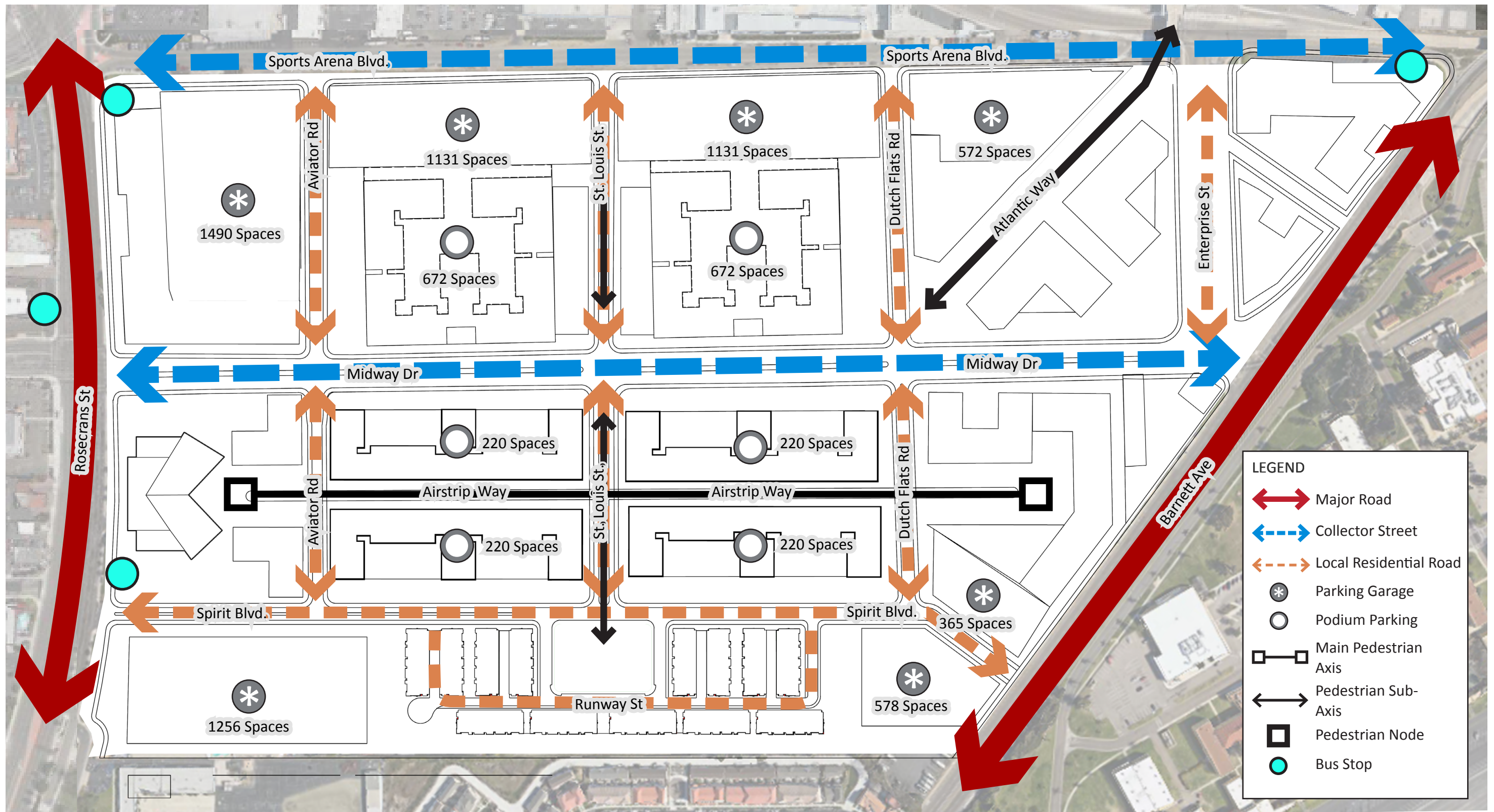


Figure 4.11: Circulation Map

are some unavoidable visual impacts to the public realm surrounding the project site. These impacts can be mitigated by developing garage facades that are architecturally pleasing and feature vertical landscaping elements on their facades.

The podium parking garages are located in the heart of the site, as they are tucked away on the ground floors of the central office and mixed-use buildings (Figure 4.12). The frontages of these podium parking lots will have retail uses in them facing the sidewalk, and the only visual impact will be the entrances and exits used by vehicles to use the garage, which will be located alongside the nearest local road. Since these spaces are more centrally located, they will be used as reserved spaces for the residential uses, to be divided on a per-unit basis among the residents. The remaining spaces will be located in the shared garages along the periphery.

The total number of parking spaces provided is 8,311 spaces including private garages provided for townhome units. The number of spaces required based on the distribution of the land uses in the Midway Village is 7,856, and was calculated using San Diego's shared parking formula, which factors in the different land uses on site, their particular peak usage rates, and the number of spaces typically required for uses of that type. These parking spaces are distributed relatively evenly throughout the site and provide walkable access to the rest of the Midway Village after parking a car. See figure 4.7 for the specific number of spaces throughout the site (City of San Diego, 2014).

Figure 4.12: Example of parking garage shielding using landscaping that can make such structures more publicly appealing



Urban Form and the Public Realm

The urban form of the project will vary by location within the site; however, the development will maintain a high standard of quality despite variations in the physical forms of the buildings. Buildings that are adjacent to a pedestrian axis will have minimal setbacks from those paseos, and will be oriented toward these walkways and sidewalks. Retail and commercial uses are planned to have large ground-level windows which allow for viewing into and creating transparency along the street to improve the pedestrian experience. Due to airport and general plan height restrictions in the area, building height will not exceed thirty feet. As a result, buildings will be at most three stories in height (see Figure 4.10). Commercial and office spaces will generally be two stories, since these uses

Figure 4.13: Three story attached townhomes are one of the building typologies that are used in the site design



have higher ceilings. Exterior building finishes and facades will be designed to create visual interest.

Street facing buildings with the minimal setbacks will have street entrance access. There will be plentiful street furniture and landscaping for a friendly inviting atmosphere. Landscaping on both public and private properties will adhere to a high standard, environmentally friendly using native and drought tolerant resilient plants. Streetlights will be placed at regular intervals, with trash cans and benches distributed throughout the development to encourage proper litter disposal.

The overall development plan will create a unique sense of place within the Midway Community for San Diego. The architectural design will utilize portions of the historical style of the neighboring military bases. The visual style of the Midway Village will establish it as the employment and residential center of the

Figure 4.14: Energy efficient appliances will be placed in residential units to reduce monthly costs and overall energy use



Midway Community.

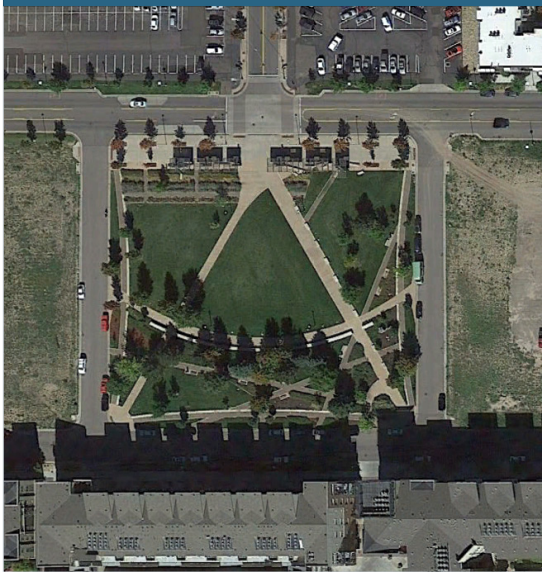
Housing

The atmosphere new housing creates contributes to the quality of life and happiness of the people living in the area. It is important to keep in mind the interactions which occur in the new residential area and insure they are pertinent to the residents' lives.

There are two types of residential use in the Midway Village, both of which will be three stories in height. The first is an attached townhome product that features two garaged spaces per unit on the first floor, loaded from the street. Front doors are on the opposite side of the building facing landscaped pedestrian paseos. This design ensures access to open space and increases connectivity within neighborhoods.

The second type of residential use in Midway Village are the apartment

Figure 4.15: Belmar Center Park in Lakewood, CO is a good example of a community amenity provided by private development



units located along the main pedestrian axis, Airstrip Way. These units are three bedroom residences that are on the second and third floors of their buildings, stacked above the retail and parking uses located on the first floor. The podium parking on the first floor will feature open space atop it, creating a courtyard space that is accessible to residents that can be used for community activities.

Public Safety and Infrastructure

Because adequate public safety facilities exist, as indicated by the Midway Community Plan, no new facilities have been proposed in the future development. The site plan embraces the “safety by design” concept with easy access in mind, such that public safety personnel can easily see into most open spaces between buildings and courtyards from the streets.

New construction will be built in compliance with current earthquake code and the site will be examined by environmental engineers for potential hazardous materials. Any materials found to be hazardous will be remediated.

Infrastructure, e.g., roads, power and sewage, will likely have to be updated to accommodate the influx of new shoppers, employees, and residents in the Midway Village. New uses which are proposed in the area will generate new volumes of traffic; however, these volumes will be less than conventional development due to the mix of uses in the project

Natural Resource Conservation and Sustainability

There are a variety of sustainable building techniques which will be incorporated into the design to make the overall project more resource conscious and sustainable. Low impact design (LID) is utilized to handle stormwater retention, infiltration, and drainage throughout the site in accordance with the best management practices outlined in the City of San Diego Low Impact Design Manual (City of San Diego, 2011). Stormwater bio-infiltration basins are placed throughout the site (see figure 4.6 for exact location), and are connected to the city wastewater system by a series of bio-filtration swales that will slow and clean stormwater that is not infiltrated in the basins before it leaves the site.

Implementing these design practices will entail using native and drought tolerant plants in most, if not all landscaped areas in the project. This will

allow the site to be attractively landscaped but minimally irrigated; ideally plants will no longer require irrigation once they have reached maturity, dramatically reducing the water consumed for landscaping purposes when compared to conventional landscaping design (City of San Diego, 2011).

LID has the added benefit of reducing the loads placed upon conventional storm water infrastructure, and can functionally replace these types of drainage systems on both a small and large scale. In the case of the Midway Village, LID will be used throughout the site to infiltrate and slow storm water runoff such that the site drainage mimics the original “natural” state of the area. The Midway Village’s remaining runoff will drain into the city’s conventional storm water infrastructure after having been slowed and filtered by the LID planters on site.

Green building techniques will be incorporated into the construction when possible. Water efficient fixtures will be placed in all restrooms and kitchen facilities at the point of initial construction with the benefits of significant lifetime water savings when compared to conventional water fixtures. These water fixtures will exceed the minimum standards established for water efficiency in the area and will perform as follows: toilets will be 1.28 gallon per flush (gpf) high efficiency toilets as compared to a standard 1.6 gpf fixture; shower heads will perform at 1.5 gallons per minute (gpm) as versus the standard 2.5 gpm flow rate of traditional shower heads; bathroom sink faucets will operate at 1.0 gpm flow rate as opposed to the

standard 2.2 gpm; and urinals will be waterless versus the 1.0 gpf standard.

In addition to water saving fixtures, solar panels will be placed on a majority of the flat-roofed commercial and office structures with the target being at least 50 percent coverage in order to utilize what would otherwise be wasted rooftop space. The solar panels will generate electricity which will supplement the power source for the buildings located within the project, reducing the overall power consumption of the project on the electric grid system and the resources used to generate the electricity. Certified energy-star electricity saving appliances will be placed inside all new residences to reduce monthly costs of usage and overall energy consumption.

Community Services

The Midway Village will introduce new amenities into the community by way of a new large park space located near the existing military housing neighborhood and proposed apartment complex. The neighborhood park will be approximately two acres and in addition to other small pocket parks will provide enough park space to maintain the City of San Diego minimum standard of 2.8 acres of park space per thousand people within the city limits. The new Midway Village plan introduces 550 new residents and 230 new households into the city (at a rate of 2.39 people per household), which would require roughly space. The new Village development will exceed the minimum requirement for new park space by providing 3.2 acres of formal park space, exceeding the minimum requirement by 1.62 acres.

Other public spaces will be added throughout the development in the form of public courtyards, plazas, and landscaped spaces. These public spaces will be distributed around the development so that each type of land use in the Midway Village has good access to an open space which can be used for a variety outdoor activities.

A small post office will be integrated into the new community center, and will replace the day-to-day functionality of the current post office for residents in the area. The previous post office, once a regional processing and distribution center, operates functionally only as a neighborhood post office, due mainly to the declining significance of the United States Postal Service, which has led to closures around the country of many processing centers such as this one. However, the function of a neighborhood post office in the area is still very much necessary. Integrating this feature into the design of Midway Village ensures that the needs of the community in this respect will continue to be met.

Relation to Case Studies

The Midway Village design emulates some of the more successful features of the case studies used in research phase of this project. Some of the most prominent examples of this are the integration of courtyards and plazas throughout the project that provide a range of choices for using public spaces, prominent pedestrian axis that increase walkability and organize the site around it, and the logical mixing of uses that can increase vitality of the project. The design also utilizes the concept of a

central axis that is flanked by sub-axis, similar to those found in both the Mizner Park and Belmar Center plans. The parking orientation of the Midway Village is also similar to that of the case studies in that the primary land uses are centered in the site and the garages are located on the periphery to reduce the visual impact upon the main pedestrian areas. While the Midway Village project was designed specifically to meet the needs of the Midway Community, but these design cues that have been taken from the researched case studies help to ensure that the project will be a successful one.

4.3 Fiscal Impact

Purpose

This chapter addresses the fiscal impact, revenues and expenditures generated by existing uses within the project area and the financial changes expected to arise from the proposed development. Rationale and support for the benefits of new commercial buildings, office space and residential units will be demonstrated with an examination of the three tax-based sources of revenues, consisting of sales tax, property tax, and miscellaneous other taxes. Revenues were derived from calculation based on the square footage of existing as well as the proposed construction. In addition, the costs to the City for developing and servicing the site were taken into account in the final calculations for the projections of the net revenue benefits of proposed new development for the area.

Key Assumptions

To begin the calculations and analysis, several assumptions were made. First, San Diego's population, taken from the 2013 census, is estimated to be 1.356 million people. Second, the 2014 General Fund revenue budget of \$1.2 billion is used as the base for tabulating the expenditure rate per capita. As noted above, "Tax Revenue" is comprised of sales tax, property tax, and other taxes. "Other Taxes" are derived by taking the General Fund budget amount less sales and property tax revenues based on residential occupancy. Of the General Fund budget, sales tax represents 20.6 percent; property taxes are 33.9 percent; and other taxes, therefore, are the remainder of the General Fund at 45.5 percent. Finally, the average household size for the Midway Community is 2.4, which is lower than the citywide average of 2.6.

When calculating City expenses associated with the existing site, other key guidelines are in place. Per capita costs for services include expenses both for residents living in the area and for

employees working in the district. While employees do not use the site all of the time, they still use and have an impact on the services provided, so they are each counted as one-half a resident. Currently, there are an estimated 620 employees who work in the project site, but no residents live within the project site. Based on an expected 230 new residential units, the team projects there will be 552 new residents added to the area after new development is in place.

Projecting expenditures using the foregoing data, the average cost per capita for new development in San Diego is \$885 based on the 2014 General Fund budget divided by total 2013 census.

Sales Tax

Calculations for sales tax revenue per year were derived from sales tax revenues collected as stated in the General Fund report. The sales tax rate is 8.0 percent citywide, however, the City of San Diego is entitled to only 0.75 percent of the 8 percent tax. The industry average

for expected revenue generated by a commercial space is \$300 per square foot. The equation is as follows:

$$\begin{aligned} & \text{New Sales Tax Revenue Per Year} \\ & = \text{New Commercial Square Footage} \\ & \times \$300/\text{SqFt} \times .75 \% \end{aligned}$$

The existing square footage of commercial/retail space within the site is 543,683.12. Therefore, the current estimated sales tax revenue per year from the site's commercial/retail space is \$1,223,287.02. The new development project contains 679,000 square feet of commercial/retail space, which is an additional 135,316 square feet of commercial space added to the site. The additional square footage from development at the site is projected to increase the sales tax revenue to \$304,463 annually. While some of the current businesses will be replaced, they will be replaced with new business uses there by maintaining sales tax revenue.

Property Tax

The total property tax is a combination of the office property tax, residential property tax, and commercial property tax. Each type of land use contributes a different amount of property tax revenue. The average assessed value per square foot upon which applicable property taxes are based ranges from \$80 per square foot for office space to \$125 per square foot for residential housing. The average assessed value per square foot is based on the estimated value of each use. Property tax is 1.0 percent of the assessed value of all real property and is collected by the San Diego County Tax

Collector and then distributed to several governmental agencies, including the City of San Diego. The City receives 17.9 percent of the 1.0 percent tax collected from assessed property values of properties taxable within the city.

The equations the team used to calculate available tax revenues are as follows:

$$\begin{aligned} & \text{New Office Property Tax Per Year} = \\ & \text{New Office SqFt} * \$80/\text{SqFt} * 1 \% * \\ & 17.9 \% \end{aligned}$$

$$\begin{aligned} & \text{New Residential Property Tax Per Year} = \\ & \text{New Residential SqFt} * \$125/\text{SqFt} * 1 \% * \\ & 17.9 \% \end{aligned}$$

$$\begin{aligned} & \text{New Commercial Property Tax Per Year} = \\ & \text{New Commercial SqFt} * \$100/\text{SqFt} * 1 \% \\ & * 17.9 \% \end{aligned}$$

The current square footage of office space within the site is 76,799.98. Therefore, the existing property tax revenue from office space is estimated to be \$10,997.76 per year. The development plan projects 1,337,100 new square feet of office space which when combined with existing office space on the site brings the total office space on the site to 1,413,900 square feet. Thus, the new total estimated property tax revenue to be derived annually from the site would be \$202,470.

In the project site there are currently no residential units. The proposed development plan calls for an additional 230 residential units to be built on the site, which will provide an additional \$119,403 per year in property tax revenues.

The largest portion of property tax revenue is derived from the existing

commercial buildings which comprise the majority of the square footage at the site with 543,683 square feet, providing \$97,319 in annual tax revenues. The site plan proposes a total of 679,000 square feet of commercial, an increase of 135,316 square feet, contributing to an increase of \$24,221 per year in property tax revenues.

In total, the current revenue from property tax at the site is \$108,317.04. With the addition of residential units and the expansion of the commercial and office space, the project will generate an estimated \$335,098 per year (\$202,470 from office property tax, \$121,541 from commercial space and \$119,403 from the residential spaces), representing a \$335,098 increase in total property tax revenue.

Other Taxes

The remaining tax revenue generated for the City from uses at the site, excluding property tax and sales tax, is \$5.46 million based on calculations derived from the 2014 General Fund Budget. Since there are currently no residential units in the site, the other taxes, based on residential occupancy, are not calculated and not within the scope of this analysis. However, with new residential units, revenue from “other” taxes can be determined as the average revenue per capita for each resident. With an average gain of \$403 per capita, the new project is estimated to generate \$222,265 per year from “other” taxes.

Expenditures

Expenditures associated with the

site are analyzed in two categories, based on the amount governmental services used.

Residents are the highest users of City services, requiring services 24 hours a day. As previously stated, there are no residents currently living in the area. Thus, the expenditure on residents cannot be calculated for existing development. However, with the addition of 230 new residential housing units in the area, the expenditure can be calculated based on the increase in population at a per capita cost (\$884). The estimated expenditure by the City for the new residents is \$488,499 per year.

The second expenditure category for the City is the cost attributed to employees working in the area, including current employees and the projected increased employee population resulting from the new development. An estimated 620 employees currently work in the project site. The annual expenditure for existing employees is calculated to be \$549,100.09. The total number of employees after the proposed project is completed is 1472, an increase of 852. The employee cost after development is expected to be \$1,303,023 per year, an increase of \$753,923 per year.

Totals

The completed project is expected to generate gross revenue from all taxes, i.e., sales, property and “other” taxes, totaling \$2,193,431, representing an increase of \$454,065 over existing gross revenues of \$1,739,366.40.

Net revenue, gross revenues less calculated expenditures, is expected to

decrease by \$1,043,077 over current net revenues of \$1,190,266 for a total of -\$147,189.

The calculations are considered to be conservative estimates and are not intended to be a definitive guaranty of results, nor does it take into consideration the potential cannibalization of surrounding commercial uses including relocation of some employees. If a more precise analysis were preformed, it would likely have a net increase in revenues of a redevelopment for the community.

Conclusion

Based on this analysis, the project will have a net loss in tax revenue to the City of San Diego that will affect the overall contribution to the General Fund. The cost of providing services to the new land uses is far greater than the expected revenue from taxes. That is a result of the development requirements to provide more parking and lack of an ability to increase density. If the development standards remain the same, this development style is not a financially successful format.

CHAPTER 5 - Conclusion

MIDWAY VILLAGE'S COMMERCIAL AND RESIDENTIAL MIXED-USE



5.1 Conclusion

The Midway Village design performs well when analyzed using the theoretical framework set forth at the beginning of this document. The elements of Smart Growth and New Urbanism can be seen throughout the design, but are especially noticeable when examining the mixed-use portions of the site that border the pedestrian axes. The characteristics of successful development are incorporated as well, and the design speaks to these ideals and implements them to solve problems that existed before the Midway Village proposal.

The project design takes advantage of the opportunities that are provided by the site. The underutilized land is redeveloped at a higher density that is organized around a commercial core. This type of design will result in an urban form that is dense and does not waste natural resources as the previous design did. Long blocks were divided up into a semi-grid pattern that conforms to the ideals of neo-traditionalism and promotes walkability.

The Midway Village proposal could have been improved by integrating in transportation options into the design; however, these transit connections would be largely meaningless unless they were well connected to the rest of the San Diego transportation network – a factor that would require careful planning on the part of the City of San Diego and would be difficult to preemptively incorporate into the design. While Midway Village itself may be a walkable area, this lack of significant transit

connections means that it will act as somewhat of an island of walkability, meaning that residents and workers will still most likely have to drive to leave the area. Until the overall system of public transportation is improved in San Diego, this is likely to remain the case for many of the walkable villages that exist in the city.

One of the largest challenges the team encountered was dealing with the alterations that needed to be made to the conceptual design in order for the project to adequately meet parking and height restrictions. When beginning the design phase of the project, the team envisioned a higher density development that incorporated more residences into the Midway Village. However, upon creating the design and then calculating and designing the necessary parking (and removing some square footage from the design in order to make room for the required garages) it was found that the original vision of the design had to be heavily redesigned in order to accommodate these building requirements. Despite these forced changes, the team still believes that the original design intents, namely a central pedestrian pathway, the facilitating of new connections, the improvement of circulation, and the introduction of mixed uses into the area, were still accomplished.

Having examined the process of creating a site design first hand, the team gathered some valuable insight into the challenges associated with such undertakings. Particularly challenging was

a set of conditions specific to the Midway Community that make cost effective redevelopment difficult. Height restrictions in the area prevent high office, commercial and residential densities. Additionally, if density is to be achieved, expensive parking garages must be built in order to accommodate the high volume of cars needed for residents and workers in the area. The design team believes that this restrictive combination of factors is one of the main reasons that much of the Midway Community remains underutilized: simply because it may be more cost effective to have large swaths of parking lot and fewer, more auto-oriented developments, than to build densely with a draconian restriction of thirty feet and construct costly parking garages to compensate for the increase in required parking. Furthermore, parking regulations for village areas and non-village developments are the same despite the fact that San Diego's villages are specifically intended to be walkable communities. If these restrictions were reexamined, the design team believes that the Midway Village could be redesigned to be a much denser and more efficient development that lessens the presence of parking garages, and provides a more cost effective model for redevelopment.

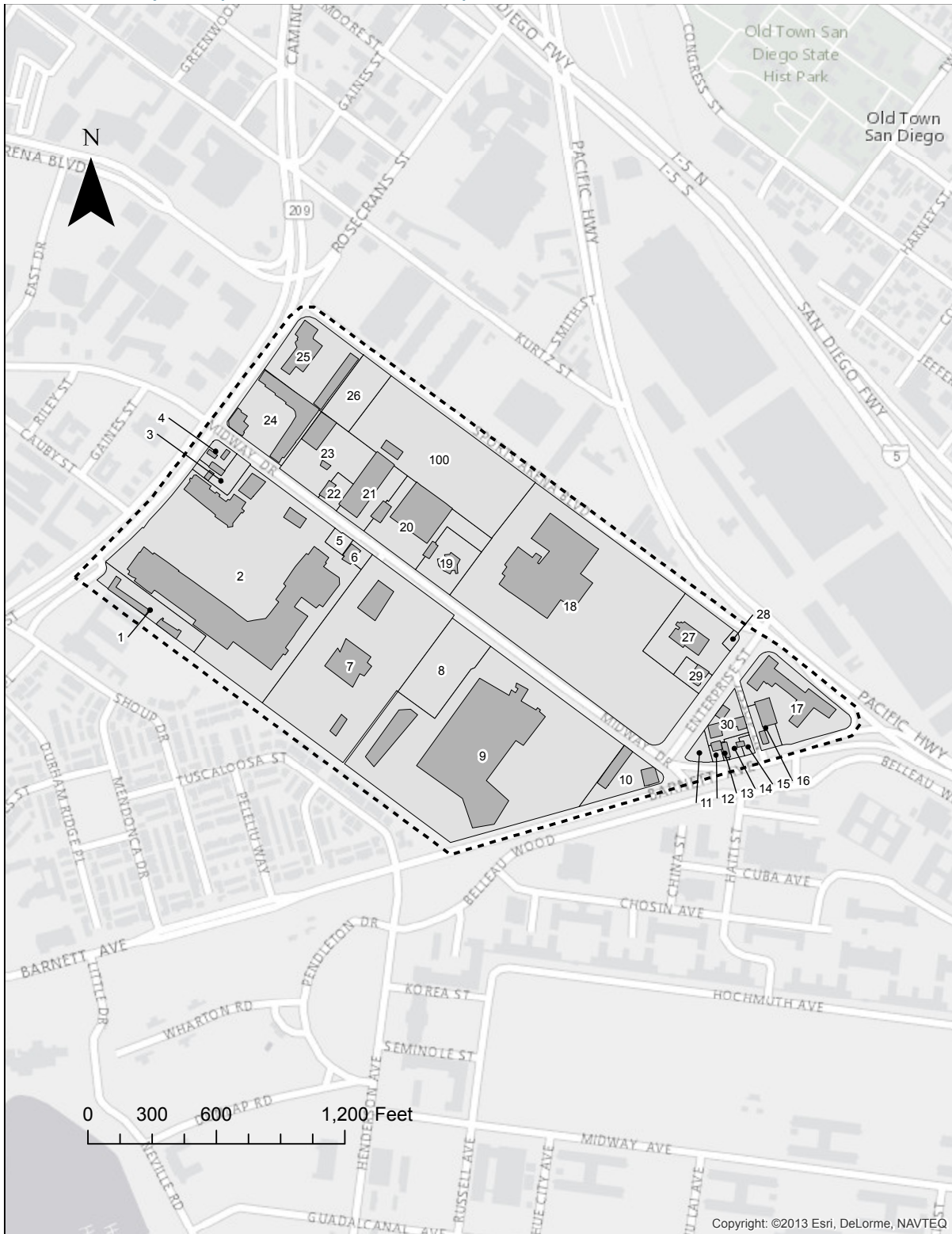
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Appendix A

Site Survey Map with numbered parcels



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Appendix B

LOT SURVEY

Project area _____

Lot number: 151

Vacant: N

No buildings but lot used for 2

		Buildings (number them on the map)															
		1			2			3			4			5			
Number of stories (ground floor counts as one)					X			Handwritten scribble									
Type of Use	Ground	Hotel															
	1st floor																
Dominant façade materials		Stucco															
Dominant façade color		white															
General maintenance aspect (Good, average, bad)		B	(A)	G	B	(A)	G	B	A	G	B	A	G	B	A	G	
Historical/cultural significance (Indicate if its your judgment)		(No)	Yes	(No)	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes
Mature trees in the lot (locate on the map)		How many <u>1</u> Aspect <u>palm tree</u>															
Other observations and elements of note (locate on the map)																	

Sidewalk	No	(Yes)	Average width:	4.5'	Condition: (Good, average, bad)	B	(A)	G
Mature trees in the sidewalk (locate on the map)		How many <u>2</u> Aspect _____						
Other observations and elements of note (locate on the map)		Bus stop on Roscomas 1 street lamp						

When you are back in the studio, fill in one letter-head sheet per Lot Survey with:

The photo(s) showing the building(s) in the lot (one photo per building), numbered accordingly to the map

Photos of any special observation you want to make.

Appendix B

LOT SURVEY

Project area _____

Lot number: 42

Vacant: N

No buildings but lot used for _____

		Buildings (number them on the map)														
		1			2			3			4			5		
Number of stories <i>(ground floor counts as one)</i>		1			1			1								
Type of Use	Ground	retail - am, general retail														
	1st floor	st														
Dominant façade materials		stucco														
Dominant façade color		white														
General maintenance aspect <i>(Good, average, bad)</i>		B	A	G	B	A	G	B	A	G	B	A	G	B	A	G
Historical/cultural significance <i>(Indicate if its your judgment)</i>		No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	
Mature trees in the lot <i>(locate on the map)</i>		How many <u>5</u> Aspect _____														
Other observations and elements of note <i>(locate on the map)</i>		clean and maintained, no very pretty landscaped or architecturally CBS, sprouts, Home goods, TJ Maxx, Party city														

Sidewalk	No	Yes	Average width: <u>5</u>	Condition: (Good, average, bad)	B	A	G
Mature trees in the sidewalk <i>(locate on the map)</i>		How many ___ Aspect _____					
Other observations and elements of note <i>(locate on the map)</i>							

When you are back in the studio, fill in one letter-head sheet per Lot Survey with:

The photo(s) showing the building(s) in the lot (one photo per building), numbered accordingly to the map.

Photos of any special observation you want to make.

Appendix B

45

LOT SURVEY Project area _____ Lot number: 3
 Vacant: N No buildings but lot used for _____

		Buildings (number them on the map)										
		1	2	3	4	5						
Number of stories (ground floor counts as one)		1										
Type of Use	Ground	car wash										
	1st floor											
Dominant façade materials		brick										
Dominant façade color		brown										
General maintenance aspect (Good, average, bad)		B (A) G	B A G	B A G	B A G	B A G	B A G	B A G	B A G	B A G	B A G	
Historical/cultural significance (Indicate if its your judgment)		(No) Yes	No Yes	No Yes	No Yes	No Yes	No Yes	No Yes	No Yes	No Yes	No Yes	
Mature trees in the lot (locate on the map)		How many <u>1</u> Aspect <u>smaller size - has shade</u>										
Other observations and elements of note (locate on the map)												

Sidewalk	No (Yes)	Average width: <u>12.5</u>	Condition: (Good, average, bad)	B A (G)
Mature trees in the sidewalk (locate on the map)		How many <u>1</u> Aspect _____		
Other observations and elements of note (locate on the map)		<u>no street lamps or furniture on either side</u>		

When you are back in the studio, fill in one letter-head sheet per Lot Survey with:

- The photo(s) showing the building(s) in the lot (one photo per building), numbered accordingly to the map.
- Photos of any special observation you want to make.

Appendix B

~~7/4~~

LOT SURVEY Project area _____ Lot number: 4
 Vacant: N No buildings but lot used for _____

		Buildings (number them on the map)											
		1	2	3	4	5							
Number of stories <i>(ground floor counts as one)</i>		1	1										
Type of Use	Ground	gas store pumps		retail gas store									
	1st floor												
Dominant façade materials		brick/glass											
Dominant façade color		white											
General maintenance aspect <i>(Good, average, bad)</i>		B	A	(G)	B	A	(G)	B	A	G	B	A	G
Historical/cultural significance <i>(Indicate if its your judgment)</i>		(No)	Yes	(No)	Yes	No	Yes	No	Yes	No	Yes	No	Yes
Mature trees in the lot <i>(locate on the map)</i>		How many <u>0</u> Aspect _____											
Other observations and elements of note <i>(locate on the map)</i>		- Chevron - homeless presence											

Sidewalk	No	Yes	Average width: <u>6-12.5</u>	Condition: <i>(Good, average, bad)</i>	B	(A)	G
Mature trees in the sidewalk <i>(locate on the map)</i>		How many <u>0</u> Aspect _____					
Other observations and elements of note <i>(locate on the map)</i>							

When you are back in the studio, fill in one letter-head sheet per Lot Survey with:

The photo(s) showing the building(s) in the lot (one photo per building), numbered accordingly to the map.

Photos of any special observation you want to make.

Appendix B

44

LOT SURVEY Project area _____ Lot number: 5
 Vacant: Y No buildings but lot used for parking

		Buildings (number them on the map)														
		1			2			3			4			5		
Number of stories (ground floor counts as one)	Ground	/														
	1st floor															
Dominant façade materials		/														
Dominant façade color																
General maintenance aspect (Good, average, bad)		B	A	G	B	A	G	B	A	G	B	A	G	B	A	G
Historical/cultural significance (indicate if its your judgment)		No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	
Mature trees in the lot (locate on the map)		How many <u>1</u> Aspect _____														
Other observations and elements of note (locate on the map)		parking lot w/ atm in center														

Sidewalk	No	Yes	Average width: <u>17.5</u>	Condition: (Good, average, bad)	B	A	G
Mature trees in the sidewalk (locate on the map)		How many <u>1</u> Aspect _____					
Other observations and elements of note (locate on the map)		one skamp no other skamp					

When you are back in the studio, fill in one letter-head sheet per Lot Survey with:

The photo(s) showing the building(s) in the lot (one photo per building), numbered accordingly to the map.

Photos of any special observation you want to make.

Appendix B

LOT SURVEY

Project area _____

Lot number: 116

Vacant: N

No buildings but lot used for _____

		Buildings (number them on the map)														
		1	2	3	4	5										
Number of stories (ground floor counts as one)		1														
Type of Use	Ground	GYM														
	1st floor	B														
Dominant façade materials		brick														
Dominant façade color		grey														
General maintenance aspect (Good, average, bad)		B	A	G	B	A	G	B	A	G	B	A	G	B	A	G
Historical/cultural significance (indicate if its your judgment)		(No)	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	
Mature trees in the lot (locate on the map)		How many <u>1</u> Aspect _____														
Other observations and elements of note (locate on the map)		clean, not architecturally appealing - part of service entrance for delivery trucks														

Sidewalk	No	(Yes)	Average width:	12.5	Condition: (Good, average, bad)	B	A	(G)
Mature trees in the sidewalk (locate on the map)			How many <u>2</u> Aspect _____					
Other observations and elements of note (locate on the map)			ONE streetlight NO other street					

When you are back in the studio, fill in one letter-head sheet per Lot Survey with:

The photo(s) showing the building(s) in the lot (one photo per building), numbered accordingly to the map.

Photos of any special observation you want to make.

Appendix B

~~X~~

LOT SURVEY

Project area _____

Lot number: 7

Vacant: N

No buildings but lot used for _____

		Buildings (number them on the map)														
		1			2			3			4			5		
Number of stories <i>(ground floor counts as one)</i>		1														
Type of Use	Ground	Fedex center														
	1st floor															
Dominant façade materials																
Dominant façade color		white														
General maintenance aspect <i>(Good, average, bad)</i>		B	A	G	B	A	G	B	A	G	B	A	G	B	A	G
Historical/cultural significance <i>(Indicate if its your judgment)</i>		(No)	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No
Mature trees in the lot <i>(locate on the map)</i>		How many <u>0</u> Aspect _____														
Other observations and elements of note <i>(locate on the map)</i>		generally unattractive. Clean, but fenced in w/ razor wire. Fedex shipping center the photo														

Sidewalk	No	(Yes)	Average width: <u>12.5</u>	Condition: (Good, average, bad)	(B)	A	G
Mature trees in the sidewalk <i>(locate on the map)</i>		How many ___ Aspect _____					
Other observations and elements of note <i>(locate on the map)</i>		- 3 st lamps - 2 elec boxes - littered w/ plastic ? trash debris					

When you are back in the studio, fill in one letter-head sheet per Lot Survey with:

The photo(s) showing the building(s) in the lot (one photo per building), numbered accordingly to the map.

Photos of any special observation you want to make.

Appendix B

41

LOT SURVEY Project area _____ Lot number: 8
 Vacant: Y No buildings but lot used for post office training

		Buildings (number them on the map)														
		1	2	3	4	5										
Number of stories (ground floor counts as one)	Ground	/														
	1st floor															
Dominant façade materials																
Dominant façade color																
General maintenance aspect (Good, average, bad)		B	A	G	B	A	G	B	A	G	B	A	G	B	A	G
Historical/cultural significance (Indicate if its your judgment)		No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	
Mature trees in the lot (locate on the map)		How many <u>9</u> Aspect _____														
Other observations and elements of note (locate on the map)		- homeless presence - enclosed by fence														

Sidewalk	No	Yes	Average width: <u>7.5'</u>	Condition: (Good, average, bad)	B	A	G
Mature trees in the sidewalk (locate on the map)		How many <u>0</u> Aspect _____					
Other observations and elements of note (locate on the map)		- intersection light - 1 utility box					

When you are back in the studio, fill in one letter-head sheet per Lot Survey with:

The photo(s) showing the building(s) in the lot (one photo per building), numbered accordingly to the map

Photos of any special observation you want to make.

Appendix B

42

LOT SURVEY Project area _____ Lot number: 9
 Vacant: N No buildings but lot used for _____

		Buildings (number them on the map)														
		1			2			3			4			5		
Number of stories (ground floor counts as one)		4														
Type of Use	Ground	public (post office)														
	1st floor															
Dominant façade materials		concrete														
Dominant façade color		grey														
General maintenance aspect (Good, average, bad)		B	A	G	B	A	G	B	A	G	B	A	G	B	A	G
Historical/cultural significance (Indicate if its your judgment)		No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	
Mature trees in the lot (locate on the map)		How many <u>25</u> Aspect _____														
Other observations and elements of note (locate on the map)		<ul style="list-style-type: none"> - aesthetically ugly - place where Lindbergh first flew - homeless presence 														

Sidewalk	No	Yes	Average width: Barnett: <u>7.5</u> <i>m. wide</i>	Condition: (Good, average, bad)	B	A	G
Mature trees in the sidewalk (locate on the map)		How many <u>1</u> Aspect _____ <i>midway</i>					
Other observations and elements of note (locate on the map)		<ul style="list-style-type: none"> 4 street lamps on Barnett fence around property bike lane along Barnett (only on the side of PO) 					

When you are back in the studio, fill in one letter-head sheet per Lot Survey with:

The photo(s) showing the building(s) in the lot (one photo per building), numbered accordingly to the map.

Photos of any special observation you want to make.

Appendix B

43

LOT SURVEY Project area _____ Lot number: 10
 Vacant: N No buildings but lot used for _____

		Buildings (number them on the map)														
		1			2			3			4			5		
Number of stories (ground floor counts as one)		1			1											
Type of Use	Ground	retail			restaurant											
	1st floor															
Dominant façade materials		stucco														
Dominant façade color		tan / brown														
General maintenance aspect (Good, average, bad)		B	A	G	B	A	G	B	A	G	B	A	G	B	A	G
Historical/cultural significance (Indicate if its your judgment)		No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	
Mature trees in the lot (locate on the map)		How many <u>3</u> Aspect _____														
Other observations and elements of note (locate on the map)		- newer dev. - 7-11 & currency waffle														

Sidewalk	No	Yes	Average width:	5.5	Condition: (Good, average, bad)	B	A	G
Mature trees in the sidewalk (locate on the map)		How many ____ Aspect _____						
Other observations and elements of note (locate on the map)		- 2 st lamps - many signs block sidewalk						

When you are back in the studio, fill in one letter-head sheet per Lot Survey with:

- The photo(s) showing the building(s) in the lot (one photo per building), numbered accordingly to the map
- Photos of any special observation you want to make.

Appendix B

LOT SURVEY

Project area _____

Lot number: ~~10~~ 11

Vacant: Y

No buildings but lot used for parking & storage

		Buildings (number them on the map)																													
		1			2			3			4			5																	
Number of stories (ground floor counts as one)		/																													
Type of Use	Ground																														
	1st floor																														
Dominant façade materials																															
Dominant façade color																															
General maintenance aspect (Good, average, bad)		B	A	G	B	A	G	B	A	G	B	A	G	B	A	G															
Historical/cultural significance (Indicate if its your judgment)		No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes																
Mature trees in the lot (locate on the map)		How many <u>0</u> Aspect _____																													
Other observations and elements of note (locate on the map)		mostly used for parking, ~9 storage containers on lot																													

Sidewalk	No	Yes	Average width:	<u>7</u>	Condition: (Good, average, bad)	B	A	G
Mature trees in the sidewalk (locate on the map)			How many <u>0</u> Aspect _____					
Other observations and elements of note (locate on the map)			- 1 st lamp					

When you are back in the studio, fill in one letter-head sheet per Lot Survey with:

The photo(s) showing the building(s) in the lot (one photo per building), numbered accordingly to the map.

Photos of any special observation you want to make.

Appendix B

LOT SURVEY

Project area _____

Lot number: X 12

Vacant: N

No buildings but lot used for _____

		Buildings (number them on the map)														
		1			2			3			4			5		
Number of stories (ground floor counts as one)		1														
Type of Use	Ground	retail (Fuchs)														
	1st floor															
Dominant façade materials		stucco														
Dominant façade color		white														
General maintenance aspect (Good, average, bad)		<input checked="" type="radio"/> B	<input type="radio"/> A	<input type="radio"/> G	<input type="radio"/> B	<input type="radio"/> A	<input type="radio"/> G	<input type="radio"/> B	<input type="radio"/> A	<input type="radio"/> G	<input type="radio"/> B	<input type="radio"/> A	<input type="radio"/> G	<input type="radio"/> B	<input type="radio"/> A	<input type="radio"/> G
Historical/cultural significance (Indicate if its your judgment)		<input checked="" type="radio"/> No	<input type="radio"/> Yes	<input type="radio"/> No	<input type="radio"/> Yes	<input type="radio"/> No	<input type="radio"/> Yes	<input type="radio"/> No	<input type="radio"/> Yes	<input type="radio"/> No	<input type="radio"/> Yes	<input type="radio"/> No	<input type="radio"/> Yes	<input type="radio"/> No	<input type="radio"/> Yes	
Mature trees in the lot (locate on the map)		How many <u>0</u> Aspect _____														
Other observations and elements of note (locate on the map)		- building is unappealing, no interaction w/ street														

Sidewalk	No <input type="radio"/>	Yes <input checked="" type="radio"/>	Average width: <u>6'</u>	Condition: (Good, average, bad)	<input checked="" type="radio"/> B	<input type="radio"/> A	<input type="radio"/> G
Mature trees in the sidewalk (locate on the map)		How many <u>0</u> Aspect _____					
Other observations and elements of note (locate on the map)		poorly maintained, uneven, sloping					

When you are back in the studio, fill in one letter-head sheet per Lot Survey with:

The photo(s) showing the building(s) in the lot (one photo per building), numbered accordingly to the map.

Photos of any special observation you want to make.

Appendix B

LOT SURVEY

Project area _____

Lot number: ~~12~~ 13

Vacant: N

No buildings but lot used for _____

		Buildings (number them on the map)											
		1	2	3	4	5							
Number of stories (ground floor counts as one)		2											
Type of Use	Ground	restaurant											
	1st floor	residential?											
Dominant façade materials		brick											
Dominant façade color		yellow											
General maintenance aspect (Good, average, bad)		B	A	G	B	A	G	B	A	G	B	A	G
Historical/cultural significance (Indicate if its your judgment)		No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes
Mature trees in the lot (locate on the map)		How many 0 Aspect _____											
Other observations and elements of note (locate on the map)		- falls str, volume rest, old, unappealing											

Sidewalk	No	Yes	Average width: 8'	Condition: (Good, average, bad)	B	A	G
Mature trees in the sidewalk (locate on the map)		How many 0 Aspect _____					
Other observations and elements of note (locate on the map)		- utility poles, cracked pavement, but even					

When you are back in the studio, fill in one letter-head sheet per Lot Survey with:

The photo(s) showing the building(s) in the lot (one photo per building), numbered accordingly to the map.

Photos of any special observation you want to make.

Appendix B

LOT SURVEY

Project area _____

Lot number: 14

Vacant: N

No buildings but lot used for parking lot for Volcare

		Buildings (number them on the map)																							
		1			2			3			4			5											
Number of stories (ground floor counts as one)		/																							
Type of Use	Ground																								
	1st floor																								
Dominant façade materials																									
Dominant façade color																									
General maintenance aspect (Good, average, bad)		B	A	G	B	A	G	B	A	G	B	A	G	B	A	G									
Historical/cultural significance (Indicate if its your judgment)		No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes										
Mature trees in the lot (locate on the map)		How many <u>0</u> Aspect _____																							
Other observations and elements of note (locate on the map)																									

Sidewalk	No	Yes	Average width:	<u>8</u>	Condition: (Good, average, bad)	B	A	G
Mature trees in the sidewalk (locate on the map)		How many <u>0</u> Aspect _____						
Other observations and elements of note (locate on the map)								

When you are back in the studio, fill in one letter-head sheet per Lot Survey with:

The photo(s) showing the building(s) in the lot (one photo per building), numbered accordingly to the map.

Photos of any special observation you want to make.

Appendix B

LOT SURVEY

Project area _____

Lot number: ~~114~~ 114
15

Vacant: N

No buildings but lot used for _____

		Buildings (number them on the map)									
		1	2	3	4	5					
Number of stories <i>(ground floor counts as one)</i>		1									
Type of Use	Ground	auto repair									
	1st floor										
Dominant façade materials		brick									
Dominant façade color		white									
General maintenance aspect <i>(Good, average, bad)</i>		B (A) G	B A G	B A G	B A G	B A G	B A G	B A G	B A G	B A G	
Historical/cultural significance <i>(Indicate if its your judgment)</i>		(No) Yes	No Yes	No Yes	No Yes	No Yes	No Yes	No Yes	No Yes	No Yes	
Mature trees in the lot <i>(locate on the map)</i>		How many <u>0</u> Aspect _____									
Other observations and elements of note <i>(locate on the map)</i>		- parking lot w/ central building									

Sidewalk	No	(Yes)	Average width:	8	Condition: <i>(Good, average, bad)</i>	B	(A)	G
Mature trees in the sidewalk <i>(locate on the map)</i>		How many ____ Aspect _____						
Other observations and elements of note <i>(locate on the map)</i>		- shop signs on sidewalk						

When you are back in the studio, fill in one letter-head sheet per Lot Survey with:

The photo(s) showing the building(s) in the lot (one photo per building), numbered accordingly to the map.

Photos of any special observation you want to make.

Appendix B

LOT SURVEY Project area _____ Lot number: 16
 Vacant: N No buildings but lot used for _____

		Buildings (number them on the map)											
		1	2	3	4	5							
Number of stories (ground floor counts as one)		1	2										
Type of Use	Ground	Adult	Adult store										
	1st floor												
Dominant façade materials		brick	stucco										
Dominant façade color		white											
General maintenance aspect (Good, average, bad)		(B)	A	G	(B)	(A)	G	B	A	G	B	A	G
Historical/cultural significance (Indicate if its your judgment)		(No)	Yes	(No)	Yes	No	Yes	No	Yes	No	Yes	No	Yes
Mature trees in the lot (locate on the map)		How many <u>0</u> Aspect _____											
Other observations and elements of note (locate on the map)		- Large Adult store - appears to be converted from auto repair → building 1 is an old unused garage											

Sidewalk	No	(Yes)	Average width:	8	Condition: (Good, average, bad)	B	(A)	G
Mature trees in the sidewalk (locate on the map)		How many <u>0</u> Aspect _____						
Other observations and elements of note (locate on the map)		- no st furniture - the wall separates access to site from sidewalk						

When you are back in the studio, fill in one letter-head sheet per Lot Survey with:

The photo(s) showing the building(s) in the lot (one photo per building), numbered accordingly to the map.

Photos of any special observation you want to make.

Appendix B

LOT SURVEY

Project area _____

Lot number: ~~11A~~ 17

Vacant: N

No buildings but lot used for _____

		Buildings (number them on the map)											
		1	2	3	4	5							
Number of stories <i>(ground floor counts as one)</i>		1											
Type of Use	Ground	offices											
	1st floor												
Dominant façade materials		stucco											
Dominant façade color													
General maintenance aspect <i>(Good, average, bad)</i>		B	<u>A</u>	G	B	A	G	B	A	G	B	A	G
Historical/cultural significance <i>(indicate if its your judgment)</i>		<u>No</u>	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes
Mature trees in the lot <i>(locate on the map)</i>		How many <u>15</u> Aspect _____											
Other observations and elements of note <i>(locate on the map)</i>		<ul style="list-style-type: none"> - generally unappealing architecture - minimal landscaping - generally clean and maintained 											

Sidewalk	No	<u>Yes</u>	Average width: <u>7.5</u>	Condition: <i>(Good, average, bad)</i>	B	<u>A</u>	G
Mature trees in the sidewalk <i>(locate on the map)</i>		How many <u>0</u> Aspect _____					
Other observations and elements of note <i>(locate on the map)</i>		-					

When you are back in the studio, fill in one letter-head sheet per Lot Survey with:

The photo(s) showing the building(s) in the lot (one photo per building), numbered accordingly to the map.

Photos of any special observation you want to make.

Appendix B

LOT SURVEY

Project area _____

Lot number: 18A

Vacant: Y

No buildings but lot used for _____

		Buildings (number them on the map)											
		1		2		3		4		5			
Number of stories (ground floor counts as one)		3											
Type of Use	Ground												
	1st floor												
Dominant façade materials													
Dominant façade color													
General maintenance aspect (Good, average, bad)		B	A	G	B	A	G	B	A	G	B	A	G
Historical/cultural significance (indicate if its your judgment)		No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes
Mature trees in the lot (locate on the map)		How many ___ Aspect _____											
Other observations and elements of note (locate on the map)		- parking for Naval Base PL Old town campus - tenants + official visitors											

Sidewalk	<input checked="" type="radio"/> No	Yes	Average width:	Condition: (Good, average, bad)	<input checked="" type="radio"/> B	A	G
Mature trees in the sidewalk (locate on the map)	How many <u>0</u> Aspect _____						
Other observations and elements of note (locate on the map)	- No SW along Midway - left wide - bad cond. ^{7 ft} - 14.5 ft SW along Enterprise - good cond. ^{15 ft} - 10 ft along Midway → 9 ft, good cond. → landscape divide → 11 ft						

When you are back in the studio, fill in one letter-head sheet per Lot Survey with:

The photo(s) showing the building(s) in the lot (one photo per building), numbered accordingly to the map.

Photos of any special observation you want to make.

Appendix B

LOT SURVEY

Project area _____

Lot number: 186

Vacant: ~~Y~~ N

No buildings but lot used for _____



		Buildings (number them on the map)														
		1			2			3			4			5		
Number of stories (ground floor counts as one)		1														
Type of Use	Ground	storage														
	1st floor															
Dominant façade materials																
Dominant façade color																
General maintenance aspect (Good, average, bad)		B	A	G	B	A	G	B	A	G	B	A	G	B	A	G
Historical/cultural significance (Indicate if its your judgment)		No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	
Mature trees in the lot (locate on the map)		How many ____ Aspect _____														
Other observations and elements of note (locate on the map)		- high homeless presence - large lot w/ storage of vehicles, sheds, bathrooms. - fenced in along st, unscreened. Messy & unsightly														

Sidewalk	<u>No</u>	Yes	Average width: 4.5'	Condition: (Good, average, bad)	<u>B</u>	A	G
Mature trees in the sidewalk (locate on the map)		How many <u>0</u> Aspect _____					
Other observations and elements of note (locate on the map)		- dirt w/ numerous obstructions (signs poles) - no st lights - numerous homeless mini-camps					

When you are back in the studio, fill in one letter-head sheet per Lot Survey with:

The photo(s) showing the building(s) in the lot (one photo per building), numbered accordingly to the map.

Photos of any special observation you want to make.

Appendix B

LOT SURVEY

Project area _____

Lot number: ~~1000~~ 19

Vacant: N

No buildings but lot used for _____

		Buildings (number them on the map)														
		1			2			3			4			5		
Number of stories (ground floor counts as one)		1														
Type of Use	Ground	Adult club														
	1st floor															
Dominant façade materials		Stucco														
Dominant façade color		Pink														
General maintenance aspect (Good, average, bad)		B	(A)	G	B	A	G	B	A	G	B	A	G	B	A	G
Historical/cultural significance (Indicate if its your judgment)		(No)	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	
Mature trees in the lot (locate on the map)		How many <u>1</u> Aspect _____														
Other observations and elements of note (locate on the map)		- unappealing building, but clean and maintained														

Sidewalk	(No)	Yes	Average width:	8'	Condition: (Good, average, bad)	B	(A)	G
Mature trees in the sidewalk (locate on the map)		How many ____ Aspect _____						
Other observations and elements of note (locate on the map)		- paved area, but no sidewalk. is asphalt. - 1 st lamp - utility box						

When you are back in the studio, fill in one letter-head sheet per Lot Survey with:

The photo(s) showing the building(s) in the lot (one photo per building), numbered accordingly to the map.

Photos of any special observation you want to make.

Appendix B

LOT SURVEY

Project area _____

Lot number: ~~19~~ 19 cont.

Vacant: N

No buildings but lot used for _____

		Buildings (number them on the map)											
		1	2	3	4	5							
Number of stories <i>(ground floor counts as one)</i>		1											
Type of Use	Ground	restaurant											
	1st floor												
Dominant façade materials		stucco											
Dominant façade color		orange											
General maintenance aspect <i>(Good, average, bad)</i>		B	(A)	G	B	A	G	B	A	G	B	A	G
Historical/cultural significance <i>(Indicate if it's your judgment)</i>		(No)	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes
Mature trees in the lot <i>(locate on the map)</i>		How many <u>0</u> Aspect _____											
Other observations and elements of note <i>(locate on the map)</i>		<ul style="list-style-type: none"> - unattractive but clean - small restaurant/lounge w/ parking - wrapped around strip club 											

Sidewalk	(No)	Yes	Average width:	8'	Condition: <i>(Good, average, bad)</i>	B	(A)	G
Mature trees in the sidewalk <i>(locate on the map)</i>		How many ____ Aspect _____						
Other observations and elements of note <i>(locate on the map)</i>		- asphalt, no designated sidewalk						

When you are back in the studio, fill in one letter-head sheet per Lot Survey with:

The photo(s) showing the building(s) in the lot (one photo per building), numbered accordingly to the map.

Photos of any special observation you want to make.

Appendix B

~~24~~

LOT SURVEY Project area _____ Lot number: 20
 Vacant: N No buildings but lot used for _____

		Buildings (number them on the map)														
		1			2			3			4			5		
Number of stories (ground floor counts as one)		1			1											
Type of Use	Ground	retail			restaurant											
	1st floor															
Dominant façade materials		stucco			stucco											
Dominant façade color		white			pink											
General maintenance aspect (Good, average, bad)		B	A	G	B	A	G	B	A	G	B	A	G	B	A	G
Historical/cultural significance (Indicate if its your judgment)		<input checked="" type="radio"/> No	Yes		<input checked="" type="radio"/> No	Yes		No	Yes		No	Yes		No	Yes	
Mature trees in the lot (locate on the map)		How many <u>0</u> Aspect _____														
Other observations and elements of note (locate on the map)		- older buildings, parking in front - strip mall style														

Sidewalk	<input checked="" type="radio"/> No	Yes	Average width:	Condition: (Good, average, bad)	<input checked="" type="radio"/> B	A	G
Mature trees in the sidewalk (locate on the map)	How many <u>2</u> Aspect <u>Behind Pho restaurant</u>						
Other observations and elements of note (locate on the map)	- 2 st lamps st - no designated sw, asphalt paving - uneven in places						

When you are back in the studio, fill in one letter-head sheet per Lot Survey with:

The photo(s) showing the building(s) in the lot (one photo per building), numbered accordingly to the map.

Photos of any special observation you want to make.

Appendix B

~~22~~

LOT SURVEY Project area _____ Lot number: 21
 Vacant: N No buildings but lot used for _____

		Buildings (number them on the map)														
		1			2			3			4			5		
Number of stories <i>(ground floor counts as one)</i>		1														
Type of Use	Ground	retail														
	1st floor															
Dominant façade materials		stucco/plywood														
Dominant façade color		green														
General maintenance aspect <i>(Good, average, bad)</i>		B	(A)	G	B	A	G	B	A	G	B	A	G	B	A	G
Historical/cultural significance <i>(Indicate if its your judgment)</i>		(No)	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	
Mature trees in the lot <i>(locate on the map)</i>		How many <u>0</u> Aspect _____														
Other observations and elements of note <i>(locate on the map)</i>		<ul style="list-style-type: none"> - parking out front - Aerial Bros 3 smart n small attached - no vegetation 														

Sidewalk	(No)	Yes	Average width:	Condition: (Good, average, bad)	(B)	A	G
Mature trees in the sidewalk <i>(locate on the map)</i>		How many <u>0</u> Aspect _____					
Other observations and elements of note <i>(locate on the map)</i>		<ul style="list-style-type: none"> - 1 st lamp - uneven sidewalk asphalt, no sidewalk - many poles 3 obstructions in pavement 					

When you are back in the studio, fill in one letter-head sheet per Lot Survey with:

The photo(s) showing the building(s) in the lot (one photo per building), numbered accordingly to the map.

Photos of any special observation you want to make.

Appendix B

22

LOT SURVEY Project area _____ Lot number: 22
 Vacant: N No buildings but lot used for _____

		Buildings (number them on the map)														
		1			2			3			4			5		
Number of stories (ground floor counts as one)		1														
Type of Use	Ground	auto repair														
	1st floor															
Dominant façade materials		brick														
Dominant façade color		white														
General maintenance aspect (Good, average, bad)		B	A	G	B	A	G	B	A	G	B	A	G	B	A	G
Historical/cultural significance (Indicate if its your judgment)		No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	
Mature trees in the lot (locate on the map)		How many <u>0</u> Aspect _____														
Other observations and elements of note (locate on the map)		- building is avg. cond, site is dirty w/ unscreened tools, dumpster visible from sidewalk														

Sidewalk	No	<input checked="" type="radio"/> Yes	Average width: <u>8.5</u>	Condition: (Good, average, bad)	B	A	G
Mature trees in the sidewalk (locate on the map)		How many <u>0</u> Aspect _____					
Other observations and elements of note (locate on the map)		- cracked sidewalk, but even - 1 st lamp					

When you are back in the studio, fill in one letter-head sheet per Lot Survey with:

The photo(s) showing the building(s) in the lot (one photo per building), numbered accordingly to the map.

Photos of any special observation you want to make.

Appendix B

LOT SURVEY

Project area _____

Lot number: 23

Vacant: N

No buildings but lot used for _____

		Buildings (number them on the map)														
		1			2			3			4			5		
Number of stories <i>(ground floor counts as one)</i>		1			1											
Type of Use	Ground	auto repair			office/warehouse											
	1st floor															
Dominant façade materials		corrugated metal			brick											
Dominant façade color		white			white											
General maintenance aspect <i>(Good, average, bad)</i>		B	A	G	B	A	G	B	A	G	B	A	G	B	A	G
Historical/cultural significance <i>(Indicate if its your judgment)</i>		No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	
Mature trees in the lot <i>(locate on the map)</i>		How many <u>0</u> Aspect _____														
Other observations and elements of note <i>(locate on the map)</i>		- mostly parking - almost fenced in from sidewalk, limited access														

Sidewalk	No	Yes	Average width: <u>7.5</u>	Condition: <i>(Good, average, bad)</i>	B	A	G
Mature trees in the sidewalk <i>(locate on the map)</i>		How many <u>1</u> Aspect _____					
Other observations and elements of note <i>(locate on the map)</i>		- dirty, but even.					

When you are back in the studio, fill in one letter-head sheet per Lot Survey with:

The photo(s) showing the building(s) in the lot (one photo per building), numbered accordingly to the map.

Photos of any special observation you want to make.

Appendix B

24

LOT SURVEY Project area _____ Lot number: 24
 Vacant: N No buildings but lot used for _____

		Buildings (number them on the map)											
		1		2		3		4		5			
Number of stories <i>(ground floor counts as one)</i>		2											
Type of Use	Ground	retail/ commercial											
	1st floor												
Dominant façade materials		wood siding											
Dominant façade color		yellow											
General maintenance aspect <i>(Good, average, bad)</i>		B	A	G	B	A	G	B	A	G	B	A	G
Historical/cultural significance <i>(Indicate if its your judgment)</i>		No		Yes		No		Yes		No		Yes	
Mature trees in the lot <i>(locate on the map)</i>		How many <u>14</u> Aspect _____											
Other observations and elements of note <i>(locate on the map)</i>		- poorly designed parking lot - dated architecture											

Sidewalk	No	Yes	Average width: <u>7</u>	Condition: <i>(Good, average, bad)</i>	B	A	G
Mature trees in the sidewalk <i>(locate on the map)</i>		How many ___ Aspect _____					
Other observations and elements of note <i>(locate on the map)</i>		- 1 st lamp					

When you are back in the studio, fill in one letter-head sheet per Lot Survey with:

The photo(s) showing the building(s) in the lot (one photo per building), numbered accordingly to the map.

Photos of any special observation you want to make.

Appendix B

25

LOT SURVEY

Project area _____

Lot number: 25

Vacant: N

No buildings but lot used for _____

		Buildings (number them on the map)											
		1	2	3	4	5							
Number of stories (ground floor counts as one)		2											
Type of Use	Ground	retail (goodwill)											
	1st floor												
Dominant façade materials		Stucco											
Dominant façade color		white											
General maintenance aspect (Good, average, bad)		B	A	G	B	A	G	B	A	G	B	A	G
Historical/cultural significance (Indicate if its your judgment)		No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes
Mature trees in the lot (locate on the map)		How many <u>15</u> Aspect _____											
Other observations and elements of note (locate on the map)		-											

Sidewalk	No	Yes	Average width:	6'	Condition: (Good, average, bad)	B	A	G
Mature trees in the sidewalk (locate on the map)		How many <u>0</u> Aspect _____						
Other observations and elements of note (locate on the map)		- bus stop near corner of rosecrans? spurs arena corner of rosecrans?						

When you are back in the studio, fill in one letter-head sheet per Lot Survey with:

The photo(s) showing the building(s) in the lot (one photo per building), numbered accordingly to the map.

Photos of any special observation you want to make.

Appendix B

~~3/17~~

LOT SURVEY Project area _____ Lot number: 26
 Vacant: N No buildings but lot used for _____

		Buildings (number them on the map)														
		1			2			3			4			5		
Number of stories (ground floor counts as one)		1														
Type of Use	Ground	office / warehouse														
	1st floor															
Dominant façade materials		brick														
Dominant façade color		lt blue														
General maintenance aspect (Good, average, bad)		B	A	G	B	A	G	B	A	G	B	A	G	B	A	G
Historical/cultural significance (Indicate if its your judgment)		No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	
Mature trees in the lot (locate on the map)		How many <u>2</u> Aspect _____														
Other observations and elements of note (locate on the map)		<ul style="list-style-type: none"> - many cars in parking lots to organized donations - homeless presence 														

Sidewalk	No	Yes	Average width:	<u>6'</u>	Condition: (Good, average, bad)	B	A	G
Mature trees in the sidewalk (locate on the map)		How many <u>0</u> Aspect _____						
Other observations and elements of note (locate on the map)		- good SW						

When you are back in the studio, fill in one letter-head sheet per Lot Survey with:

The photo(s) showing the building(s) in the lot (one photo per building), numbered accordingly to the map.

Photos of any special observation you want to make.

Appendix B

~~32~~

LOT SURVEY Project area _____ Lot number: 27
 Vacant: N No buildings but lot used for _____

		Buildings (number them on the map)											
		1	2	3	4	5							
Number of stories <i>(ground floor counts as one)</i>		1											
Type of Use	Ground	retail/ market											
	1st floor												
Dominant façade materials													
Dominant façade color		yellow											
General maintenance aspect <i>(Good, average, bad)</i>		<input checked="" type="radio"/> B	A	G	<input type="radio"/> B	A	G	<input type="radio"/> B	A	G	<input type="radio"/> B	A	G
Historical/cultural significance <i>(Indicate if its your judgment)</i>		<input checked="" type="radio"/> No	Yes	<input type="radio"/> No	Yes	<input type="radio"/> No	Yes	<input type="radio"/> No	Yes	<input type="radio"/> No	Yes	<input type="radio"/> No	Yes
Mature trees in the lot <i>(locate on the map)</i>		How many <u>0</u> Aspect _____											
Other observations and elements of note <i>(locate on the map)</i>		- clean site, building is somewhat dilapidated											

Sidewalk	No	<input checked="" type="radio"/> Yes	Average width: <u>5.5</u>	Condition: <i>(Good, average, bad)</i>	B	A	<input checked="" type="radio"/> G
Mature trees in the sidewalk <i>(locate on the map)</i>		How many <u>0</u> Aspect _____					
Other observations and elements of note <i>(locate on the map)</i>		- even, maintained					

When you are back in the studio, fill in one letter-head sheet per Lot Survey with:

The photo(s) showing the building(s) in the lot (one photo per building), numbered accordingly to the map.

Photos of any special observation you want to make.

Appendix B

BA

LOT SURVEY

Project area _____

Lot number: 28

Vacant: Y

No buildings but lot used for ped bridge, nursery storage

		Buildings (number them on the map)																													
		1			2			3			4			5																	
Number of stories (ground floor counts as one)		/																													
Type of Use	Ground																														
	1st floor																														
Dominant façade materials																															
Dominant façade color																															
General maintenance aspect (Good, average, bad)		B	A	G	B	A	G	B	A	G	B	A	G	B	A	G															
Historical/cultural significance (Indicate if its your judgment)		(No)	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes																
Mature trees in the lot (locate on the map)		How many <u>0</u> Aspect _____																													
Other observations and elements of note (locate on the map)		- screened in storage for nursery - pedestrian overpass for PCH access here																													

Sidewalk	No	(Yes)	Average width:	<u>5</u>	Condition: (Good, average, bad)	B	A	(G)
Mature trees in the sidewalk (locate on the map)		How many <u>0</u> Aspect _____						
Other observations and elements of note (locate on the map)		- fence is setback from street						

When you are back in the studio, fill in one letter-head sheet per Lot Survey with:

The photo(s) showing the building(s) in the lot (one photo per building), numbered accordingly to the map.

Photos of any special observation you want to make.

Appendix B



LOT SURVEY Project area _____ Lot number: 29
 Vacant: N No buildings but lot used for _____

		Buildings (number them on the map)														
		1			2			3			4			5		
Number of stories (ground floor counts as one)		1														
Type of Use	Ground	offices														
	1st floor															
Dominant façade materials		stucco														
Dominant façade color		yellow														
General maintenance aspect (Good, average, bad)		B	A	G	B	A	G	B	A	G	B	A	G	B	A	G
Historical/cultural significance (Indicate if its your judgment)		(No)	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	
Mature trees in the lot (locate on the map)		How many <u>0</u> Aspect _____														
Other observations and elements of note (locate on the map)		- small non-descript building														

Sidewalk	No	(Yes)	Average width: <u>14</u>	Condition: (Good, average, bad)	B	A	(G)
Mature trees in the sidewalk (locate on the map)		How many <u>0</u> Aspect _____					
Other observations and elements of note (locate on the map)		- oddly wide					

When you are back in the studio, fill in one letter-head sheet per Lot Survey with:

The photo(s) showing the building(s) in the lot (one photo per building), numbered accordingly to the map.

Photos of any special observation you want to make.

Appendix B

38

LOT SURVEY Project area _____ Lot number: 30
 Vacant: N No buildings but lot used for _____

		Buildings (number them on the map)											
		1	2	3	4	5							
Number of stories (ground floor counts as one)	Ground	day care / spanish christian school											
	1st floor												
Dominant façade materials													
Dominant façade color		blue											
General maintenance aspect (Good, average, bad)		<input checked="" type="radio"/> B	<input type="radio"/> A	<input type="radio"/> G	<input type="radio"/> B	<input type="radio"/> A	<input type="radio"/> G	<input type="radio"/> B	<input type="radio"/> A	<input type="radio"/> G	<input type="radio"/> B	<input type="radio"/> A	<input type="radio"/> G
Historical/cultural significance (Indicate if its your judgment)		<input checked="" type="radio"/> No	<input type="radio"/> Yes	<input type="radio"/> No	<input type="radio"/> Yes	<input type="radio"/> No	<input type="radio"/> Yes	<input type="radio"/> No	<input type="radio"/> Yes	<input type="radio"/> No	<input type="radio"/> Yes	<input type="radio"/> No	<input type="radio"/> Yes
Mature trees in the lot (locate on the map)		How many <u>0</u> Aspect _____											
Other observations and elements of note (locate on the map)		- school adjacent to adult building - screened in play area - playground onsite											

Sidewalk	No	<input checked="" type="radio"/> Yes	Average width:	<u>12'</u>	Condition: (Good, average, bad)	<input type="radio"/> B	<input type="radio"/> A	<input checked="" type="radio"/> G
Mature trees in the sidewalk (locate on the map)		How many <u>0</u> Aspect _____						
Other observations and elements of note (locate on the map)		- nondescript st. presence						

When you are back in the studio, fill in one letter-head sheet per Lot Survey with:

The photo(s) showing the building(s) in the lot (one photo per building), numbered accordingly to the map

Photos of any special observation you want to make.

Appendix C

Section of Survey Results

Parcel Number	Number of Buildings	Number of Stories	Parcel Square Footage	Acres	Total Bldg Square Footage	Percentage of Building Coverage	Land Use	Detailed Land Use	Parcel Condition	Building Condition	Mature Trees on Parcel
1	2	1&3	52,757.85	1.211	11,652.60	22%	Commercial/Retail	Hotel	A	A/A	1
2	4	1	695,928.50	15.976	234,334.08	34%	Commercial/Retail	Retail	G	G/G/G/G	5
3	1	1	21,586.32	0.496	1,042.82	5%	Commercial/Retail	Car Wash	A	A	1
4	3	1	15,505.90	0.356	4,160.07	27%	Light Industrial	Gas Station	G	G/G/G	0
5	0	0	8,331.56	0.191	0.00	0%	Parking	Parking	G	-	1
6	1	1	9,686.22	0.222	4,280.56	44%	Commercial/Retail	Gym	G	G	0
7	3	1	408,384.23	9.375	44,592.96	11%	Light Industrial	Community pool & offices related to community center	A	A/A/A	0
8	0	0	92,547.47	2.125	0.00	0%	Public	ing	A	-	9
9	2	1&4	660,848.75	15.171	219,055.18	33%	Public	Public	A	A/A	35
10	2	1	48,061.75	1.103	15,648.47	33%	Commercial/Retail	urant	G	G/A	3
11	0	0	10,466.85	0.240	0.00	0%	Parking	Parking	B	-	0
12	1	1	4,231.91	0.097	1,909.29	45%	Commercial/Retail	Retail	B	B	0
13	1	2	2,170.19	0.050	1,866.88	86%	Commercial/Retail	Restaurant	B	B	0
14	0	0	7,650.97	0.176	0.00	0%	Parking	Parking	A	-	0
15	1	1	4,498.05	0.103	833.06	19%	Light Industrial	autorepair	A	A	0
16	2	1	21,293.44	0.489	10,620.51	50%	Commercial/Retail	Adult	B	A/A	0
17	1	2	117,331.50	2.694	36,053.93	31%	Offices	Offices	G	G	9
18a	1	3	690,333.79	15.848	122,447.86	18%	Light Industrial	Industrial	A	G	0
18b	1	1	275,663.80	6.328	4,292.00	2%	Light Industrial	Storage	A	A	0
19	2	1	50,082.01	1.150	9,137.83	18%	Commercial/Retail	ant	A	A/A	1
20	2	1	113,613.97	2.608	47,701.04	42%	Commercial/Retail	ant	A	A/A	0
21	1	1	54,448.67	1.250	31,779.69	58%	Commercial/Retail	Retail	A	A	0
22	1	1	15,198.40	0.349	3,108.53	20%	Light Industrial	autorepair	A	A	0
23	2	1	94,109.94	2.160	15,065.60	16%	Light Industrial	A/T	G	G/G	0
24	2	1&2	103,986.60	2.387	43,039.38	41%	Commercial/Retail	retail	G	G/G	14
25	2	1&2	110,198.50	2.530	35,652.12	32%	Commercial/Retail	Goodwill	G	G/A	7
26	0	0	52,629.00	1.208	0.00	0%	Light Industrial	office	A	-	0
27	1	1	90,294.80	2.073	14,994.92	17%	Commercial/Retail	plantnursery	G	A	0
28	0	0	3,984.23	0.091	0.00	0%	Commercial/Retail		A	-	0
29	1	1	15,433.31	0.354	4,692.13	30%	Offices	offices	G	G	0
30	2	1	28,281.27	0.649	11,231.99	40%	Public	School	A	B/A	0
	42		3,879,539.75	89.062	929,193.50						86

Appendix D

Fiscal Analysis existing raw numbers

REVENUE		EXPENDITURE		
Sales Tax	commercial sqft*\$300/sqft*.75%	\$ 1,223,287.02	Expenditure (cost) per capita	General Fund / Population \$ 884.96
Property Tax			Number of Residents	residential units * average household size 0
Commercial property tax	sqft*\$100/sqft*1%*17.9%	\$ 97,319.28	Expenditure on residents	expenditure per capita * number of residents \$ -
Office Property Tax	sqft*\$80/sqft*1%*17.9%	\$ 10,997.76	Number of employees	[(commercial sqft + office sqft) / 500] / 2 620
Residential Property Tax	sqft*\$125/sqft*1%*17.9%	\$ -	Expenditure on employees	expenditure per capita * number of employees \$ 549,100.09
Total Property Tax		108,317.04	TOTAL EXPENDITURE	\$ 549,100.09
Other Taxes	General Fund less property and sales tax per capita * residents	\$ -	NET REVENUE	Total Cost - Total Expenditure \$ 782,503.96
TOTAL REVENUE		\$ 1,331,604.06		

Appendix D

Fiscal Analysis existing raw numbers

REVENUE		EXPENDITURE			
Sales Tax	commercial sqft*\$300/sqft*.75%	\$ 304,462.98	Expenditure (cost) per capita	General Fund / Population	\$ 884.96
Property Tax			Number of Residents	residential units * average household size	552.00
Commercial property tax	sqft*\$100/sqft*1%*17.9%	\$ 24,221.72	Expenditure on residents	expenditure per capita * number of residents	\$ 488,495.58
Office Property Tax	sqft*\$80/sqft*1%*17.9%	\$ 191,472.72	Number of employees	[(commercial sqft + office sqft) / 500] / 2	1472
Residential Property Tax	sqft*\$125/sqft*1%*17.9%	\$ 119,403.74	Expenditure on employees	expenditure per capita * number of employees	\$ 1,303,023.80
Total Property Tax		\$335,098.18	TOTAL EXPENDITURE		\$ 1,791,519.38
Other Taxes	General Fund less property and sales tax per capita * residents	\$ 222,265.49	NET REVENUE	Total Revenue - Total Expenditure	\$ (929,692.73)
TOTAL REVENUE		\$ 861,826.65			
		\$2,193,430.71			

