

REQUEST FOR COUNCIL ACTION
CITY OF SAN DIEGO

1. CERTIFICATE NUM
(FOR AUDITOR'S I)

117
7/10

TO: CITY ATTORNEY 2. FROM: (ORIGINATING DEPARTMENT) CITY PLANNING & COMMUNITY INVESTMENT 3. DATE June 19, 2007

4. SUBJECT: Grant Application to the State of California Pollution Control Financing Authority under the Sustainable Communities Grant and Loan Program for funding for the Barrio Logan Community Plan Update.

5. PRIMARY CONTACT (NAME, PHONE, MAIL STA.) Lara Gates, 236-6006, MS-4A 6. SECONDARY CONTACT (NAME, PHONE, MAIL STA.) Mary P. Wright, 533-4528, MS 4A 7. CHECK BOX IF REPORT TO COUNCIL IS ATTACHED:

8. COMPLETE FOR ACCOUNTING PURPOSES

FUND					9. ADDITIONAL INFORMATION / ESTIMATED COST: <i>WMA</i>
DEPARTMENT					
ORGANIZATION					
OBJECT ACCOUNT					
JOB ORDER					
C.I.P. NUMBER					
AMOUNT					

10. ROUTING AND APPROVALS

ROUTE (#)	APPROVING AUTHORITY	APPROVAL SIGNATURE	DATE SIGNED	ROUTE (#)	APPROVING AUTHORITY	APPROVAL SIGNATURE	DATE SIGNED
1	ORIGINATING DEPARTMENT	<i>William Anderson</i> WILLIAM ANDERSON	6-19-07	5	DEPUTY CHIEF	<i>James T. Waring</i> JAMES T. WARING	6/26/07
2	LIAISON OFFICE	<i>Ed Plank</i> ED PLANK	6/20/07	6	COO		
3	AUDITOR <i>EMC</i>	<i>Norman Reyes</i> NORMAN REYES	6/26/07	7	CITY ATTORNEY	<i>Marianne Greene</i> SHIRLEY EDWARDS S.E.	7/2/07
4	EOCP	EXEMPT PER MEMO DATED 11-15-05		8	ORIGINATING DEPARTMENT	<i>Lara Gates</i> LARA GATES	6/26/07
	<i>Fm</i>	<i>Mahoe Nakagelua</i> Mahoe Nakagelua	6/22/07		DOCKET COORD:	COUNCIL LIAISON:	
	<i>EAS</i>	<i>M. Gates</i>	6/27/07	✓	COUNCIL PRESIDENT:	<input type="checkbox"/> SPOB <input type="checkbox"/> CONSENT <input type="checkbox"/> ADOPTION	
						<input type="checkbox"/> REFER TO <input type="checkbox"/> COUNCIL DATE	

11. PREPARATION OF: RESOLUTION(S) ORDINANCE(S) AGREEMENT(S) DEED(S)

11A. STAFF RECOMMENDATIONS:
1. Authorize the Mayor, or designee, to submit an application to the State of California Pollution Control Financing Authority (PCFA) for a \$350,000 grant and \$150,000 loan under the under the Sustainable Communities Grant and Loan Program;
2. Declare this activity statutorily exempt from CEQA pursuant to CEQA Guidelines Section 15262, as the activity constitutes feasibility and planning studies.

12. SPECIAL CONDITIONS (REFER TO A.R. 3.20 FOR INFORMATION ON COMPLETING THIS SECTION.)

COUNCIL DISTRICT(S): 8
COMMUNITY AREA(S): Barrio Logan
ENVIRONMENTAL IMPACT: Exempt pursuant to CEQA Section 15262.
HOUSING IMPACT: None with this activity.
OTHER ISSUES: None.

EXECUTIVE SUMMARY SHEET

DATE ISSUED: REPORT NO:
ATTENTION: Council President and City Council
ORIGINATING DEPT: City Planning & Community Investment
SUBJECT: Sustainable Communities Grant and Loan Application to the State
of California Pollution Control Financing Authority
COUNCIL DISTRICT(S): 8
STAFF CONTACT: Lara Gates, 236-6006

REQUESTED ACTION:

1. Authorize the Mayor, or designee, to submit an application to the State of California Pollution Control Financing Authority (PCFA) for a \$350,000 grant and \$150,000 loan under the Sustainable Communities Grant and Loan Program;
2. Declare this activity statutorily exempt from CEQA pursuant to CEQA Guidelines Section 15262, as the activity constitutes feasibility and planning studies.

STAFF RECOMMENDATION:

Approve the requested actions.

EXECUTIVE SUMMARY:

The City Planning & Community Investment Department proposes to seek funding from the Sustainable Communities Grant and Loan Program (SCGL) administered by the State of California to assist in funding the Barrio Logan Community Plan Update. The SCGL Program funds transportation and land use planning projects that promote sustainable development growth policies, programs and projects. SCGL may fund specific plans, portions of specific plans, alternative transportation studies, finance plans, redevelopment plans, engineering studies, public projects and other projects that promote sustainable development principles.

The total anticipated cost for the plan update process is approximately \$1,700,000 to \$2,100,000. The update process will utilize up to \$1,000,000 in secured funds from CCDC. Further, the San Diego Unified Port District has committed up to \$100,000 toward plan update costs. Based on the secured commitments to date, the update has an approximate \$500,000 funding gap which the SCGL would assist in covering.

As part of the update process, City staff and a consultant team will engage the community of Barrio Logan in creating the new policies and regulations that are intended to identify a collective vision for the community; create a guide for future development; provide adequate buffers between incompatible land uses; reduce traffic conflicts; apply pedestrian-oriented design principals; encourage affordable housing; updating the zoning ordinance, expand the existing redevelopment area boundaries; and provide adequate public facilities.

City staff is currently working on a request for proposals (RFP) to solicit a multi-disciplinary consulting team to conduct the public outreach and plan update process. Staff anticipates issuing

If the City of San Diego is awarded the Sustainable Communities grant and/or loan, staff will return to City Council as well as the Redevelopment Agency to authorize accepting and expending the grant and loan funds. It is anticipated that the loan will be repaid using Barrio Logan Redevelopment Tax Increment funds.

the RFP in July and selecting a consultant by September. The City is also in the process of forming a stakeholder committee for the plan update.

If funding is received, studies that are needed for the community plan update process would be funded through the SCGL grant and loan proceeds. City Council action is required to approve the application for funding, and to accept and expend grant and loan funds should they be received.

FISCAL CONSIDERATIONS: None with this action. If the proposed application is approved, up to \$500,000 in State of California Pollution Control Financing Authority grant and loan funds would be available for the Barrio Logan Community Plan Update.

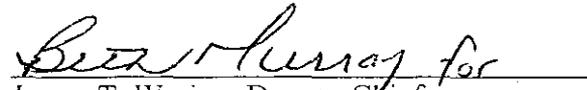
PREVIOUS COUNCIL and/or COMMITTEE ACTION: On April 24, 2007, the City Council, acting as the Redevelopment Agency, approved the transfer of up to \$1,500,000 in funds from the Centre City Development Corporation to the City of San Diego for the update of the Barrio Logan Community Plan.

COMMUNITY PARTICIPATION and PUBLIC OUTREACH EFFORTS: Grant and loan funding would assist in augmenting the cost of the public outreach process which is considered one of the primary objectives of the plan update process.

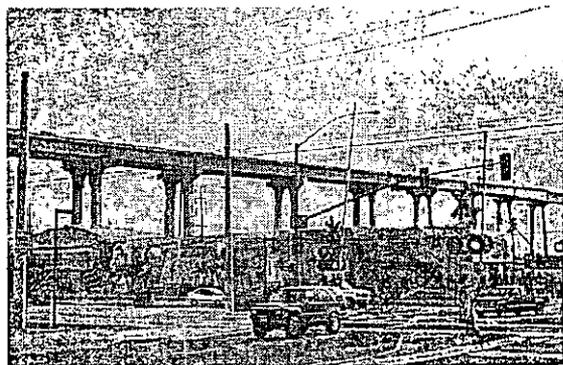
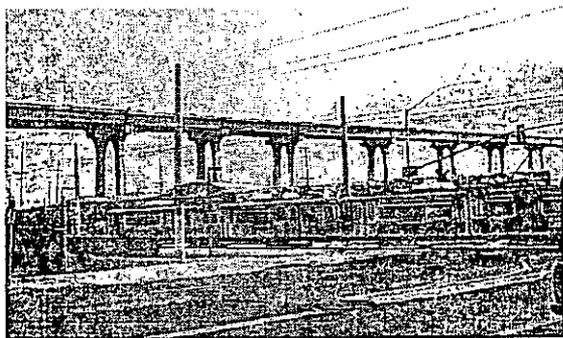
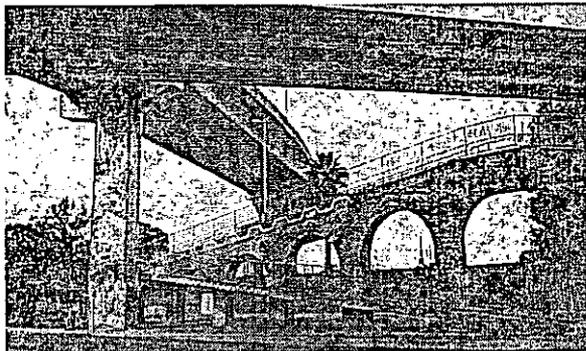
KEY STAKEHOLDERS and PROJECTED IMPACTS: If grant and loan funding is received, City staff will identify and work with key stakeholders throughout the process.



William Anderson, Director
City Planning & Community Investment



James T. Waring, Deputy Chief
Land Use and Economic Development



PROJECT:

**Sustainable Communities
Grant and Loan Program
Project Application:**

**The Barrio Logan Community
Plan, Redevelopment Plan
and Planned District
Ordinance Update**

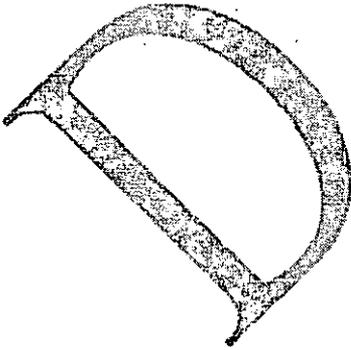
SUBMITTED BY:

**The City of San Diego
City Planning &
Community Investment
Department
202 C Street, MS-4A
San Diego CA 92101**

Section III. Application Process

A. Application Checklist

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|--------------|---|---------|
| <u> X </u> | Application Checklist | (Tab A) |
| <u> X </u> | Application Coversheet | (Tab B) |
| <u> X </u> | Project Description | (Tab C) |
| <u> X </u> | Eligibility and Funding Priority Worksheet | (Tab D) |
| <u> X </u> | Project Evaluation Information | (Tab E) |
| <u> X </u> | Project Budget | (Tab F) |
| <u> X </u> | Project Timeline | (Tab G) |
| <u> X </u> | Resumes | (Tab H) |
| <u> X </u> | Attachments (Surveys, maps, studies, reports, etc.) | (Tab I) |



B. Application Cover Sheet

Project Name: Barrio Logan Community Plan and Zoning Program Update

Applicant Information:

Applicant Name(s): City of San Diego City Planning & Community Investment Department

Address: 202 C Street, MS-4A

City: San Diego State: CA ZIP: 92101

Tel: 619-236-6361 Fax: 619-533-5951 E-mail: AndersonW@sandiego.gov

Contact Person:

Last Name: Gates First Name: Lara

Title: Barrio Logan Plan Update Project Manager Tel: 619-236-6006

E-mail: lgates@sandiego.gov

Project Location:

City: City of San Diego County: County of San Diego

Zip: 92113 Project Area: Barrio Logan Community Plan Area

Funding Information:

Amount of Loan Requested:	\$ 150,000
Amount of Grant Requested:	\$ 350,000
Amount of Other Funds Available:	\$ 1,600,000
Total Amount of Project:	\$ <u>2,100,000</u>

The CPCFA reserves the right to request additional information for its review.

The Applicant declares under the penalty of perjury that the information contained in the Application, exhibits, and attachments is true and correct to the best of its knowledge and belief. We understand that misrepresentation may result in the cancellation of the approved funding, and other actions, which CPCFA may take.

Signature of Applicant's Senior Official

William Anderson, FAICP

Print Name

City Planning and Community Investment Director

Title

Date

C. Project Description

Project Summary

Funds received from the Sustainable Communities Grant and Loan Program would be used to conduct a comprehensive planning and zoning update effort in the community of Barrio Logan. The effort would include updating the 1978 Barrio Logan/Harbor 101 Community Plan; the 1982 Planned District Ordinance (PDO) and expanding the Barrio Logan Redevelopment Area. This comprehensive program will be undertaken in order to address the challenges and issues facing the community that include serious land use incompatibilities, significant airborne and water-borne pollution and transportation deficiencies and impacts.

The revised Barrio Logan Community Plan would also offer policy direction in the new areas of urban form, neighborhood character, historic preservation, public facilities, conservation, mobility, housing affordability, economic prosperity, and equitable development. It would take into account the urban development trends of the past and the challenges of growth in the future. The Plan would also outline implementation strategies and consider the continued growth of the community beyond the year 2020. Most importantly, the strategy for updating the community plan would be based upon the vision and core values of those who shaped it: the people of Barrio Logan.

Purpose and Need for the Project

Because the San Diego region is estimated to grow by one million people and 400,000 new jobs in the next 30 years, the City must plan for the accompanying increase in population and travel demand by improving mobility and land use options in areas like Barrio Logan. The City of San Diego's General Plan includes a Strategic Framework Element that sets forth the City of Villages strategy – a comprehensive approach to guiding future development. The City of Villages strategy calls for a convenient, efficient, and attractive multimodal transportation system that encourages trips by pedestrians, bicyclists, and transit riders. To realize this vision, transportation and land use planning are closely linked. This linkage includes retrofitting and redeveloping portions of existing neighborhoods and roadways and designing new centers to fully integrate land use, circulation, and sustainable development and design principles.

Barrio Logan has provided an example of a village that has many of the essential elements, such as pedestrian connectivity, good access to mass transit and a direct connection to the downtown and port district employment areas. However, Barrio Logan has serious issues in relationship to allowing incompatible land uses to locate adjacent to each other. Further, Barrio Logan falls short where the existing pedestrian and auto-serving infrastructure is inadequate to meet the increases in population and density that the community anticipates. The update will assist in protecting the environment and developing sustainable development policies by encouraging the use of alternative modes of transportation and higher density development in order to reduce urban sprawl and the associated traffic congestion. It

will encourage efficient development practices by providing enhanced transit services so that parking need and requirements correspond as this established community experiences infill redevelopment. It will promote jobs and affordable housing balance by encouraging residential development that directly adjacent to the Downtown San Diego and maritime employment centers located directly to the west of Barrio Logan.

Context

The plan update area is bounded by Commercial Street to the north, Interstate-5 to the east, National City to the south and San Diego Bay to the west. These boundaries include two areas under the corporate limits of the City of San Diego, but not under the planning jurisdiction of the City; the Unified Port District which includes all the San Diego Bay waterfront area to the tidelands, and the 32nd Street United States Naval Station which includes the southern portion of the San Diego Bay waterfront area from 28th Street to the National City boundary west of Main Street. Please refer to the Project Area Map (Attachment 1).

Barrio Logan is home to the 32nd Street United States Naval Air Station as well as major maritime and the Port's Tenth Avenue Marine Terminal. Access to the bayside industries along Harbor Drive is primarily from Interstate-5 and crosses the community along Crosby Street and 28th Street. Truck traffic, comprised primarily of diesel trucks, through the community is a source of air and noise pollution and is also a physical hazard to pedestrians and bicyclists. Most of the children who attend the local elementary school must cross Crosby Street during peak truck travel periods. One of only three parks in the area, the Crosby Street Park, is adjacent to Port's Tenth Avenue Marine Terminal. Children must cross Harbor Drive, the six-lane main north/south surface street along the bay, the trolley tracks and train tracks, and walk through an industrial area with poorly maintained sidewalks to get to Crosby Street Park. Unlike many air pollutants that rapidly disperse, diesel's effects remain more localized. A recent study by the Institute of Preventive Medicine at the University of Southern California has also found a connection between diminished lung capacity in children who live close to freeways.

The proximity of incompatible uses in this geographically constrained community has and continues to pose serious environmental and health concerns for the residents of the community. The combination of industrial, commercial and residential land uses, together with an ineffective and outdated land use plan and zoning controls, has resulted in a situation that allows incompatible land uses to occur on adjacent properties with inadequate provisions for buffers between industrial businesses and residents. This co-location of incompatible land uses has further resulted in unhealthy levels of pollution directly affecting residents of Barrio Logan. Studies by the Air Pollution Control District (APCD) have found that there are elevated levels of hexavalent chromium within the community. Hexavalent chromium, even in small amounts, can increase the risk of cancer.

Expected Outcomes & Benefits

The update of the Barrio Logan Community Plan will build upon the framework established by the City's Draft General Plan Update and Strategic Framework Element which are blueprints for the future growth and development in the City of San Diego. The community plan update will address land use incompatibilities and will promote sustainable development principles, such as promoting mixed-use infill development that will increase both the market rate and affordable housing supply as well as provide for additional employment opportunities.

Many of the recommendations and regulations found in both the Community and Redevelopment Plan along with the Plan District Ordinances are outdated and inadequate to address the land use, traffic and housing affordability concerns facing the community today. As part of the update to the Barrio Logan Community Plan, policies and recommendations will be incorporated in assisting the reduction or eliminating airborne and waterborne pollutants stemming from heavy industrial uses. The proposed update will also incorporate the development of stricter zoning controls to reduce the risk of airborne pollution caused by diesel truck traffic and industrial uses in the community. As a result of new zoning, land use designations and an expanded redevelopment area, long-term strategies will include attracting new development opportunities to generate additional revenue through tax increment. An increase in tax increment revenue would allow the Redevelopment Agency to partner with the private sector and foundation investment to enhance mobility and economic vitality within the community.

A new community plan coupled with an updated transportation plan would produce a long-term strategy to foster new, denser transit-oriented development. The proposed update would educate affected Barrio Logan residents and property owners on sustainable development and traffic calming principals. It is intended that new development would incorporate and promote employment opportunities and an improved transportation system to link residents and employers alike to employment centers within and outside of Barrio Logan. The community of Barrio Logan is located adjacent to the largest trolley transfer station in the City and has a trolley stop located in the heart of the proposed core commercial area. The update would also promote pedestrian and bicycle linkages in the community connecting Barrio Logan with Downtown San Diego and National City, located directly to the north and south, respectively.

The finished product, including the updated community plan, zoning program and redevelopment plan, would put in place updated policy guidelines needed to ensure that Barrio Logan can become a healthy, vibrant and pedestrian-friendly community. Funding from this grant and loan program would provide the community with an opportunity to contribute to the enhancement of the physical, economic and social environment of Barrio Logan and address issues of safety and mobility, which have long been a concern to this community. This open process would also provide residents a sense of validation and personal investment in the betterment of their community.

The proposed Barrio Logan Community Plan could become a model for other cities and counties undertaking the development of a long-term development guide. The primary goal of this project is to produce a model community plan that effectively addresses land use conflicts found in the older, urbanized areas. The ability to effectively address environmental, land use, mobility and quality of life issues through urban design and infrastructure of changing traditional urban development behavior is essential to formulate a sustainable community that can support its citizens economically, physically and socially. The plan update process proposes to do this and document the methodology for producing this document so it can be effectively reproduced by other jurisdictions that need to incorporate sustainable development policies into their documents.

DRAFT

D. Eligibility and Funding Priority Worksheet

As described below, the Barrio Logan community meets all three eligible categories outlined in the grant/loan application.

A. That the Project will result in the development and implementation of policies, programs and projects that reduce pollution hazards and the degradation of the environment within existing neighborhoods/communities.

The update of the Barrio Logan Community Plan will focus on the development of a comprehensive land use plan that addresses the collocation of hazardous and polluting industries that are in close proximity to residences. The update will result in the development and implementation of policies and regulations that would address land use conflicts between existing industrial and residential uses. Currently, the community plan and planned district ordinance allow for a mixture of land uses including residential, commercial and industrial. During this process, a long term strategy will be developed to promote sustainable development while addressing land use adjacency conflicts that have led to the unhealthy levels of air and water-borne pollution.

Further, motor vehicles and other fossil-fuel burning vehicles are responsible for about 75% of the air pollution emissions in the San Diego region. In order to improve local air quality and to reduce greenhouse gas emissions (GHG) that contribute to climate change, the City of San Diego is participating in the Cities for Climate Protection program. The goal put forward by the City in 2002 is to achieve a 15% reduction in GHG by 2010, using 1990 as baseline. The Barrio Logan Community Plan Update will include strategies for reducing pollution and green house gas emissions in order to bring the City as a whole into compliance with the EPA standards.

Developing within existing urbanized communities, such as Barrio Logan, reduces the demand for development that impacts sensitive habitat and farmland. Therefore, preparing and implementing a strategy to address long-term public infrastructure needs within Barrio Logan is vital to reducing the overall negative impact of development where it occurs and protecting precious sensitive environmental and farming resources elsewhere.

B. The Project will assist one or more California neighborhoods that are Economically Distressed.

According to Census data, San Diego's urban core, which includes Barrio Logan, has an unemployment rate of 15 percent, far above the regional rate of 5.5 percent. Further, median income for Barrio Logan is \$23,793 or one-half of the County's median income level of \$45,826. Over 40 percent of the residents in Barrio Logan are at or below the poverty line

and a disproportionate number, 85 percent, are renters. The most prominent characterization of Barrio Logan is its Mexican-American community at 86 percent of the total population, together with the most labor-intensive industrial complex in the City of San Diego.

The following table provides demographic information on Barrio Logan and compares it to the County of San Diego (ethnicity, age, and home ownership data is from the 2000 census; and current estimates from SANDAG).

Demographics	County (Region)	Target Area (Barrio Logan)
% Latino	29.1%	83.96%
% Under age 18	25.7%	34.39%
Median age (general population/Latino population)	34.3 / 26.6	27.7
% Renters	44.6%	85%
Median Income	\$50,710 (2006 Cur. Est.)	\$23,793 (Cur. Est.)
% Below poverty level	12.6% (2000 Census)	40.7% (2000 Census)
% of workers who use public transportation	3%	19% (2000 Census)
% of population >25 years with less than a 9 th grade education	8%	38% (2000 Census)
% of population >25 years with some college	26%	8% (2000 Census)
% of population > 25 years with a bachelor's degree	19%	2% (2000 Census)
% of persons over age 16 in service occupations	16%	38% (2000 Census)

(Source: www.sandag.org, SANDAG, Data Warehouse, Census 2000 & Current Estimates.)

A portion of Barrio Logan is within an adopted redevelopment area. In order to qualify as a redevelopment area, California Redevelopment Law (CRL) requires that the area meet the requirements for both physical and economic blight (Attachment 5). According to the Barrio Logan Redevelopment Plan (1991), "Existing land use reflects a mixed pattern of residential, industrial and commercial uses. There is evidence of incompatible land uses and old declining residential housing stock, which are symptomatic of blight".



Figure 1. Barrio Logan Redevelopment Area.

According to the City's Economic Development Division, Barrio Logan also qualifies for other programs including the Regional Brownfields Project. Brownfields are defined as abandoned, idled or under-used real property where expansion or redevelopment is complicated by real or perceived contamination.

Census Tract 50 which covers Barrio Logan, is identified as a Housing and Urban Development "Renewal Community". By having this designation, Barrio Logan can offer tax incentives to encourage businesses to locate or expand operations in the area and are encouraged to hire residents from the designated area as well.

The area is also identified as a State Enterprise Zone (see map below) as well as a Federal Enterprise Community. An Enterprise Zone is a defined geographic area in which businesses can claim certain state income tax savings and other advantages. Enterprise Zones were created in California to stimulate business investments in areas that are economically disadvantaged as well as spur job growth in areas of high unemployment.



Figure 2: Barrio Logan Enterprise Zone

B. That the Project will Promote Infill Development

The proposed update to the Barrio Logan Community Plan, Redevelopment Plan and Planned District Ordinance would implement the goals and objectives of the Strategic Framework Element, a chapter of the City's General Plan. The Strategic Framework Element sets forth a strategy for growth and development of the City. The element proposes a "City of Villages" strategy to focus growth in compact, pedestrian-friendly mixed-use centers linked by transit. Barrio Logan is an ideal community for this strategy.

The Strategic Framework Element replaced the "Guidelines for Future Development" chapter of the General Plan. The Guidelines for Future Development mainly addressed how vacant land within the City was to be replaced by development. However, less than seven percent of the City's 331 square miles is currently available for new development, which now renders the existing General Plan chapter obsolete. The new strategy encourages high quality infill development designed to enhance existing neighborhoods and meet future needs. The recommendations would be incorporated into a new Barrio Logan Community Plan.

The update of the Barrio Logan Community Plan will result in a plan, which reduces pollution hazards and the degradation of the environment by eliminating collocation hazards from incompatible land uses that are prevalent

in the Barrio Logan Community. A residential/industrial co-location and buffer study will be prepared to identify opportunities for employment uses and areas within Barrio Logan appropriate for locating workforce-housing opportunities while balancing the need to create a buffer between industrial and residential uses. The analysis will also produce strategies which minimize land use conflicts and preserve the most important types of industrial land, or prime industrial land, from residential, public assembly, and other sensitive receptor land uses. The Project will promote infill development through the comprehensive update of the Land Use Element of the community plan, which will redesignate transitional areas to allow for additional infill opportunities.

Funding Priority

1. Alternative Funding Sources:

The City of San Diego has been actively seeking funds to update the Barrio Logan Community Plan. The ~~Centre City~~ City Development Corporation committed up to \$1.5 million in funds to the update effort earlier this year. The Unified Port of San Diego has also dedicated \$100,000 to the plan update. It is anticipated that the cost of the update will be \$2.1 million. Therefore, there is a \$500,000 shortfall in funding to complete the process. Due to the City's current fiscal constraints, no additional funds are available to conduct studies, hire outside consultants, or to prepare the environmental document to study potential impacts.

Redevelopment tax increment financing is normally a source of funding that could be utilized for the work program outlined in this application. However, due to the small size of the project area, there is virtually no tax increment funding available to fund this project. For fiscal year 2007, Barrio Logan generated \$460,000 in tax increment. The majority of the tax increment that was generated has already been allocated to pay for a portion of a staff position that oversees redevelopment activities in the redevelopment area as well as to repay taxing entities and a number of existing bond projects. However, there is approximately \$30,000 annually that would be available to repay the \$150,000 zero-interest loan over a five-year timeframe. If the redevelopment area was expanded, additional tax increment could be generated to fund transit-oriented infill development projects.

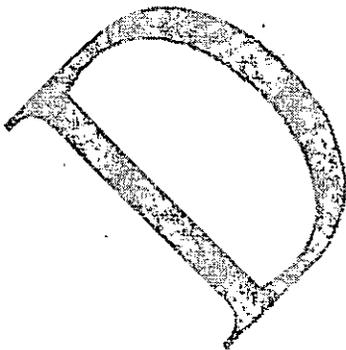
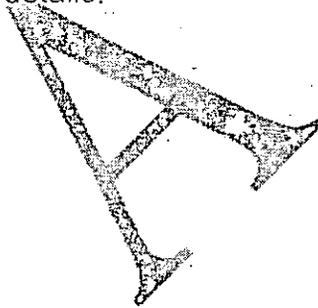
2. Lack of Resources:

Due to the complexity of the plan update, it is estimated that an additional \$500,000 will be needed based on cost estimates to complete the update process. If this proposal is not funded, the extent to which City staff could complete the comprehensive update to the community plan and planned district ordinance could be seriously compromised.

The importance of updating the Barrio Logan/Harbor 101 Community Plan, which was last updated in 1978, is critical in incorporating the new policies that have been developed as part of the City's General Plan along with the Regional Comprehensive Plan published by the San Diego Association of Governments. The proposed update to the Barrio Logan Community Plan, Redevelopment Plan and Planned District Ordinance would implement the goals and objectives of the General Plan and RCP.

Further, the proposed project could have a significant impact on addressing diesel truck emissions and traffic patterns along with addressing heavy industrial polluting businesses adjacent to residential uses in the Barrio Logan community. These two issues are the top two concerns expressed by the residents of Barrio Logan that could be addressed through the plan update.

As part of the long-term strategy to address land use, housing affordability and environmental issues, the City of San Diego strongly believes that an update to the Community Plan and Planned District Ordinance is both timely and necessary. If the project is fully funded, the City, working with the community and a consulting team would be able to complete the plan update over a 28-month period, please refer to the Barrio Logan Community Plan Update Schedule for further details.

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E. Project Evaluation Information

1. Describe how the Project promotes one or more Sustainable Development objectives.

Planning is critical to assist a city in its evolution, as well as in protecting the health, safety and welfare of its residents. Recognizing this reality, the State of California requires each city to have a General Plan to guide its future, and, mandates through Government Code that the plan be periodically updated to assure relevance and utility.

The Land Use Element of the City of San Diego's Progress Guide and General Plan is comprised of over forty community plans. These community plans address land use goals and objectives for specific geographic areas of the city. Originally adopted in 1978, the existing Barrio Logan Community Plan provides land use recommendations, but allows potentially incompatible land uses to be located in close proximity to each other. The updated Barrio Logan Community Plan will provide tailored solutions that more clearly implement City of San Diego's General Plan policies as well as Local Coastal Program policies. An updated community plan will provide a long-range physical development guide for elected officials and citizens engaged in community development.

The revised Barrio Logan Community Plan could also offer policy direction in the new areas of urban form, neighborhood character, historic preservation, public facilities, conservation, mobility, housing affordability, economic prosperity, and equitable development. It would take into account the urban development trends of the past and the challenges of growth in the future. The Plan would also outline implementation strategies and consider the continued growth of the community beyond the year 2020. Most importantly, the strategy for updating the community plan would be based upon the vision and core values of those who shaped it: the people of Barrio Logan.

The Barrio Logan Community Plan, Redevelopment Plan and PDO would be designed to support the City of Villages strategy as well as support long-range growth management strategies throughout the region. The City continues to coordinate and work closely with the regional planning entity known as the San Diego Association of Governments (SANDAG). The Plan would incorporate the objective of increasing residential and employment concentrations in Barrio Logan with the best existing and future transit connections, thus supporting SANDAG's regional planning goals and transit vision.

In 2002, the City adopted a long-range master plan to rehabilitate Chollas Creek, a drainage system that traverses Southeastern San Diego and the Mid-City communities from La Mesa and Lemon Grove to Barrio Logan on San Diego Bay. The policies contained within the Chollas Creek Master Plan will also be incorporated as part of the update to the community plan. The vision for the Chollas Creek area is multi-purpose. It includes concepts to maintain and restore the natural habitat of undeveloped areas, restore channeled creeks in urbanized areas to more natural and safe conditions, promote cohesive new development that integrates buildings, creates open space, and integrates the creek into successful and useable areas for the community. The goals and objectives of the Chollas Creek Master Plan would be incorporated into the Conservation Element of the proposed Barrio Logan Community Plan.

Barrio Logan, located just south of Downtown San Diego, is one of San Diego's oldest communities. A primary element of a new community plan along with new zoning will promote the development of pedestrian-friendly, residential and commercial mixed-use infill development. A major concern of Barrio Logan residents is the loss of affordable housing opportunities through gentrification. A primary focus of the plan update would be to create medium to high-density infill development that benefits the existing community as a whole by providing affordable housing opportunities, neighborhood serving commercial businesses along with community facilities that are currently lacking.

Community redevelopment priorities include several projects in the redevelopment area that are located near the neighborhood trolley station. The centerpiece of the plan is the Mercado District that emphasizes high intensity mixed-use development catering to neighborhood needs. The District is comprised of the existing Mercado Apartments, a 144-unit, low-income complex, the proposed Mercado Commercial Center. The Mercado District is essential in providing the first step to the economic development of this transit dependent population. The second phase of the Mercado District calls for the re-creation of Barrio Logan's commercial center through the development of a multi-use project. A low-cost supermarket will anchor the 100,000 square foot Mercado commercial center. Attracting a market has been a community goal for several years.

While the intent of the center is to create a Mexican marketplace, the project has broader implications than merely creating a good urban space. The Center also seeks to encourage start-up businesses. With the assistance of a combination of public and private investments, including Federal Economic Development Initiative funding, HHS support and a UDAG grant, the marketplace has been designed to nurture the small businessperson. The inclusion of the small entrepreneur is important to the economic development of the community because it will provide an outlet for neighborhood artisans to sell the wares.

The Mercado Project, located in the heart of Barrio Logan, is projected to be the catalyst for attracting new development throughout the community. An update to the community plan and PDO, along with the expansion of the Redevelopment Area, will be instrumental in providing the necessary policies and tools to promote attractive, affordable and sustainable development in the community.

2. Describe how the Project promotes economic development within Economically Distressed communities.

Under the Economic Prosperity Element of the community plan, recommendations would focus on creating a wide range of housing, employment and shopping opportunities accessible to all residents of Barrio Logan. A section of the plan could be dedicated to economic restructuring and reinvestment that would encourage improving accessibility to employment centers within and outside the community as well as to encourage the development of "clean" manufacturing and industrial enterprises to expand employment opportunities in Barrio Logan. The goal could be tied into the Mobility Element of the Plan to address mobility issues in the community.

The proposed plan update would encourage mixed-use infill development that could include live/work units. The live/work unit has proven to be a successful tool in providing employment opportunities within the urbanized areas of Mid-City as well as Downtown San Diego.

The San Diego South Metro One-Stop Career Center, located at 5415 Imperial Avenue, provides employment and training partners, career counselors, workforce development professionals and an Employer Services Representative to prospective job seekers and employers in Barrio Logan. As a component to the community plan update community-wide meetings, the Career Center would be invited to expand its outreach activities to residents and employers alike.

The San Diego Urban Corps whose mission is to provide job training and educational opportunities to young adults, in the fields of conservation, recycling, and community service are involved in assisting Barrio Logan youth in learning employment skills. The skills learned as part of the Urban Corps program assist youth in becoming more employable, while protecting San Diego's natural resources and instilling the importance of community involvement. Again, the Urban Corps would be invited to participate at that plan update citizen forums.

The Center for Employment Training, located at 3295 Market Street, has also been an active participant in recruiting clients in Barrio Logan. The Center offers skills training in the areas of welding fabrication, building maintenance

and electronic assembly as well as English as a second language and job placement assistance. Their efforts, coupled with the Urban Corps and the Career Center as well as other employment local employment and training entities will be invaluable if the project is funded.

3. Describe how the Project incorporates creative approaches.

The project will promote smart growth principles in dealing with the incompatible land use issues facing Barrio Logan today. Specifically, the project will assess how existing industrial uses that are causing health and safety concerns in the community can be accommodated in other areas of Barrio Logan or newly emerging industrial areas in San Diego to maintain the employer's economic viability while also promoting new employment opportunities within Barrio Logan for existing residents.

The project will involve participation from multiple jurisdictions including: the San Diego Port District, a special government entity created to manage San Diego Harbor and administer the public lands along San Diego Bay; the United States Navy, who operates the 32nd Street Naval Base; as well as the California Coastal Commission, whose primary mission is to be the lead agency responsible for carrying out California's federally-approved coastal management program. The Commission also plans for and regulates land and water uses in the coastal zone consistent with the policies of the Coastal Act.

The City is also considering using the innovative PLACE³S approach in the update of the Barrio Logan Community Plan. Created by the California Energy Commission and now available publicly, PLACE³S is an acronym for **PL**Anning for **C**ommunity **E**nergy, **E**conomic, and **E**nvironmental **S**ustainability. PLACE³S is an innovative planning methodology that integrates public participation and community development and design while using computer-assisted quantification methods (geographic information systems or 'GIS'). In essence, the PLACE³S approach facilitates 'scenario' planning by using computerized tools to quickly generate alternative land use scenarios for discussion and review in public meetings and workshops. The use of this creative process will help facilitate public input into land use decisions that will guide the future development of Barrio Logan.

4. Describe the likelihood that the projects expected outcomes will be implemented.

On April 24, 2007, the City of San Diego Redevelopment Agency approved the transfer of \$1,500,000 in funding from the Centre City Development Corporation to the City in order to begin work on the plan update process.

As part of the long-term strategy to address land use, housing affordability and environmental issues, the City of San Diego believes that an update to the Community Plan and Planned District Ordinance is both timely and

necessary. If the project is fully funded, the City, working with the community and a consulting team would be able to complete the plan update over a three-year period, please refer to the Barrio Logan Plan Update Schedule for further detail.

Implementation of the project would be highly successful due to the regulatory requirements of the zoning controls. Policies embodied within the proposed Barrio Logan Community Plan would be implemented through the discretionary review process, which requires an advisory body, such as the *Planning Commission*, to review and make recommendations and decisions on projects deviating from the zoning regulations. Projects that meet the new zoning code regulations would be reviewed by City staff for conformance and would issue building permits if they did not deviate from the zoning code. Therefore, this project is highly implementable and would result in a significant benefit to the community as a whole.

Letters of Support for the community plan and planned district ordinance update have been received from the Environmental Health Coalition; Senator Denise Ducheny; San Diego Councilmember Ben Hueso, District 8. Please see Attachment 3 for letters of support.

5. Describe how the Project demonstrates applicability to other communities by identifying the applicability and transferability of the proposed project elements to other communities.

The largest influence on the City of San Diego's land use policies and regulations comes from the State Planning and Zoning Law. The California Government Code mandates local governments to create land use policies normally called a General Plan. Many cities in California are small enough that their General Plans are single volumes. However, larger cities often have several community plans, which are "mini" land use and policy plans, for more specific geographic areas. In the City of San Diego, due to the sheer size and the diversity of our communities, there are more than 40 community plans. The community plans combined together constitutes the Land Use Element of the General Plan.

The proposed Barrio Logan Community Plan could become a model for other cities and counties undertaking the development of a long-term development guide. The primary goal of this project is to produce a model community plan and planned district ordinance that effectively addresses land use conflicts found in the older urbanized areas of cities today. The ability to effectively address environmental, land use and quality of life issues through urban design and infrastructure is essential to formulate a sustainable community that can support its citizens economically, physically and socially. The Project proposes to do this and document the methodology for producing this document so it can be effectively reproduced by other jurisdictions that need to incorporate sustainable development policies in their areas.

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F. Project Budget

Please see file titled Funding Proposal



G. Project Timeline

Please see file titled Schedule

RF

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H. Resumes

If grant funding is procured for the Barrio Logan Community Plan and Planned District Ordinance update, consultant resumes will be submitted to the California Pollution Control Board Agency for review prior to consultant selection.

Planning

Project Manager: Lara Gates
Assistant Project Manager: Melissa Devine
Community Planning Deputy Director: Mary Wright
Transportation: Samir Hajiri
Facilities Financing: John Traccana/Vicki Burgess
Historical: Cathy Winterrowd
Urban Design: Garry Papers

Development Services

Land Development Code: Dan Joyce
EAS: Terri Bumgardner/Marilyn Mirrasol

Park and Recreation

Park Planning: Howard Greenstein

Redevelopment

Project Manager: Robert Chavez

Economic Development and Analysis

Industrial: Russ Gibbons

Affordable Housing:

Housing Commission: Amy Benjamin

I. Project Documentation

The following is the list of Attachments providing additional project documentation:

- Attachment 1: Barrio Logan Community Plan Map
- Attachment 2: City of San Diego Action, April 24, 2007
- Attachment 3: Letters of Support
- Attachment 4: Project Area Photographs



RESOLUTION NUMBER R-_____

DATE OF FINAL PASSAGE _____

A RESOLUTION AUTHORIZING SUBMITTAL OF APPLICATION TO THE STATE OF CALIFORNIA POLLUTION CONTROL FINANCING AUTHORITY FOR A \$350,000 GRANT AND \$150,000 LOAN UNDER THE SUSTAINABLE COMMUNITIES GRANT AND LOAN PROGRAM.

WHEREAS, the Sustainable Communities Grant and Loan Program, administered by the State of California, funds transportation and land use planning projects that promote sustainable development growth policies, programs and projects; and

WHEREAS, the total anticipated cost of the Barrio Logan Community Plan Update process is approximately \$1,700,000 to \$2,100,000; and

WHEREAS, the Barrio Logan community update process will utilize up to \$1,000,000 in secured funds from Centre City Development Corporation, and \$100,000 in committed funds from the San Diego Unified Port District; and

WHEREAS, based on the secured commitments to date, the Barrio Logan Community Plan Update has an approximate \$500,000 funding gap which the Sustainable Communities Grant and Loan Program would assist in covering; and

WHEREAS, the funding of the Barrio Logan Community Plan Update is statutorily exempt from the California Environmental Quality Act [CEQA] (Pub. Res. Code Section 21000 et. seq.) pursuant to State CEQA Guidelines Section 15262, as an activity that constitutes feasibility and planning studies; NOW, THEREFORE,

BE IT RESOLVED, by the Council of the City of San Diego, as follows:

1. That the Mayor or his designee is authorized and empowered for and on behalf of the City to submit an application to the State of California Pollution Control Financing Authority for a \$350,000 grant and \$150,000 loan under the Sustainable Communities Grant and Loan Program, to assist in funding the Barrio Logan Community Plan Update.

APPROVED: MICHAEL J. AGUIRRE, City Attorney

By Marianne Greene
Marianne Greene
Deputy City Attorney

MG:ca
07/02/2007
Or.Dept:City Planning & Community Investment
R-2008-1

I hereby certify that the foregoing Resolution was passed by the Council of the City of San Diego, at this meeting of _____.

ELIZABETH S. MALAND
City Clerk

By _____
Deputy City Clerk

Approved: _____
(date)

JERRY SANDERS, Mayor

Vetoed: _____
(date)

JERRY SANDERS, Mayor