

## Memorandum



Date Issued: November 3, 2009 Report No. SEDC 09-010  
Meeting of: November 17, 2009  
To: Honorable Chair and Members of the Redevelopment Agency  
From: Nancy M. Lytle, Vice President of Project and Development  
Subject: Adoption of the Multi-Family Development Guidelines Update 2009  
Reference: On August 12, 2009, the SEDC Projects & Development Committee recommended to the SEDC Board of Directors approval of the Draft Multi-Family Development Guidelines Update.

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On September 30, 2009, the SEDC Board of Directors (Board) adopted the recommendation of the Project and Development Committee and approved the Multi-Family Development Guidelines Update.

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### REQUESTED ACTION

That the Redevelopment Agency adopt the Multi-Family Development Guidelines Update 2009 to be used by Southeastern Economic Development Corporation (SEDC) in evaluating projects that receive Agency assistance.

### STAFF RECOMMENDATION TO THE REDEVELOPMENT AGENCY

That the Redevelopment Agency adopt the Multi-Family Development Guidelines Update 2009.

### SUMMARY

The Southeastern Economic Development Corporation's (SEDC) Multi-Family Development Guidelines (MFDG) were completed in September, 2000. The update of these Guidelines was part of the Agency adopted SEDC Work Plan that accompanied the budget for FY 08-09. This document was prepared to assist developers with design and development standards for all new and rehabilitated multi-family developments located within southeastern San Diego. On February 22, 2006, the SEDC Board of Directors approved the preparation of an amendment to the guidelines to address elements that needed to be enhanced, expanded upon or completely new information provided in order to bring the Guidelines into compliance with the new General Plan policies. On March 25, 2009, the Board of Directors approved a contract amendment to include an evaluation the existing guidelines, revisions to the existing chapters, revisions to the Introductory Chapter, a testing of guidelines that will measure their effectiveness and adequacy, and additional formatting and illustration for each chapter.

The primary focus of this Multi-Family Development Guidelines Update is twofold:

First, the guidelines are updated to not only reflect but also align with Smart Growth principals promoted by the "City of Villages" vision of the San Diego General Plan. The "City of Villages" outlines a clear and bold vision of continued development. The future of urban growth will be accommodated though this vision with existing *village centers* that

are linked through transit, making efficient use of existing infrastructure and amenities eliminating consumption of valuable space and resources. Smart Growth has gained significant ground in terms of federal, state and regional land use and transportation policy. This policy is premised on the fundamental belief in the need to control urban sprawl and concentrate development within existing urban centers in order to protect open space, natural resources, and prime agricultural land. Compact growth in urban centers offers high quality amenities, infrastructure, transportation choices and a range of housing choices, all of which increase quality of life and sense of community.

Second, four new design components of increasing importance to the Southeastern San Diego Community have been added: Sustainability, Mixed-Use, Condominium Conversions, and Management and Maintenance of For-Sale Developments. The Multi-Family Development Guidelines Update include three new chapters that address topics of increasing importance in the Southeastern Community: a heightened awareness of the environment, an appreciation for mixed-use development and the pressing need to manage condominium conversions. The Guidelines translate these growing concerns into measurable guidelines for developments in Southeastern San Diego, with the fundamental goal of preserving and enhancing livability, dignity, and quality of life for all residents in Southeastern.

Working with the consultant, SEDC has updated the Guidelines by adding new chapters, revamping all the remaining chapters to include new and updated information, evaluating the information to ensure its applicability, reformatting all chapters and revising the introduction chapter, updating images and creating new illustrations where necessary, and testing of the guidelines. SEDC appointed and met with MFDG Advisory Committee three times and held two community meetings on the updated guidelines. The checklist tool that SEDC will use to evaluate new proposals seeking SEDC assistance has been revised. Appendices and introduction chapter information has been updated. Three SEDC Project Sites were tested during the process to evaluate the Guidelines adequacy and effectiveness in each of the neighborhood areas. The updated guidelines have been available on SEDC's website at [http://www.sedcinc.com/multifamily\\_housing.html](http://www.sedcinc.com/multifamily_housing.html) for public review for three months.

Once adopted, SEDC Staff will administer the Multi-Family Development Guidelines. When a development is proposed in the Southeastern Community, SEDC will recommend that the developer and or the developer's agent evaluate strategies for incorporating the guidelines into the development. A Project Checklist will be used by SEDC staff to evaluate how well the project meets the objectives of the development guidelines. The checklist will also be used in competitive processes to determine which projects receive funding from SEDC.

#### FISCAL CONSIDERATION

There are no fiscal impacts or funding considerations with this action.

#### ENVIRONMENTAL IMPACT

The proposed adoption of the updated Development Guidelines is not a "project" for purposes of the California Environmental Quality Act (CEQA) because it involves organizational or administrative activities and recommended approaches to creating sustainable multi-family residential development that will not, standing alone, result in physical changes in the environment as described in State CEQA Guidelines Section 15378(b)(5). Thus, the proposed adoption is not subject to CEQA under State CEQA Guidelines Section 15060(c) (3). Further, even if the proposed adoption of the updated Development Guidelines were considered a "project" and therefore subject to CEQA, this proposed activity would be exempt from CEQA under State CEQA Guidelines Section 15061(b)(3) based on the general rule that CEQA applies only to projects having the potential for causing a significant effect on the environment. The updated Development Guidelines are intended to be used by SEDC to evaluate multi-family

residential development proposals within SEDC's area of influence, but these Development Guidelines are not mandatory regulations with respect to any particular development proposals and, to the extent that they are applied to particular projects in the future, they focus on sustainable development and environmental conservation measures for the betterment of the environment.

#### PREVIOUS AGENCY ACTIONS

The update of these Guidelines was part of the Agency adopted SEDC Work Plan that accompanied the Agency adopted budget for FY 08-09 and FY 09-10.

#### COMMUNITY PARTICIPATION

To assist SEDC with the update, an Advisory Committee was formed. This Advisory Committee is comprised of local residents, developers, and apartment managers, and a member of the former Central Imperial Project Area Committee. The Advisory Committee met twice to review the Guidelines and they have conducted two Community Workshops. The Projects and Development Committee conducted a public hearing and reviewed the Draft Guidelines on August 12, 2009 and the SEDC Board conducted a public hearing and adopted the Guidelines and recommended adoption to the Redevelopment Agency Board on September 30, 2009.

#### KEY STAKEHOLDERS

The key stakeholders for the project are the property owners, community residents of Southeastern San Diego.

#### CONCLUSION

The SEDC Multi-family Development Guidelines is an important tool for developers who are constructing or rehabilitating multi-family developments in southeastern San Diego. It is also an informative reference for property owners, residents, community planning groups and members of the community at-large. With this comprehensive update, the Multifamily Development Guidelines will ensure conformance and compatibility with the City of San Diego's new General Plan as well as Smart Growth Principles. This will better serve the community by providing a tool to help create quality, livable environments.

  
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Submitted  
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Approved by  
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Acting President/CEO