THE FUTURE OF THE VILLAGE

GUIDING PRINCIPLES
AND NEXT STEPS

In collaboration with
DOHENY VILLAGE MERCHANTS’ ASSOCIATION
DVMA MEETINGS WITH CITY STAFF:

- October 12, 2017
- November 2, 2017
- December 7, 2017
- January 18, 2018
- February 22, 2018
THE FUTURE OF THE VILLAGE

Do you own property, invest in a business, or live in Balboa Village?
Now, the City of San Diego is requesting input on a self-guided Village-Marketwalk. September 29, 2013, 6-8pm
Sara Juncal Community Center - 16850 Hibiscus Street

Overview to be covered at the presentation:
- How to understand your neighborhood
- Networking and connecting key players
- Critical understanding of key trends
- Efforts to protect and enhance the neighborhood

Meeting agenda/structure to be provided in pre-meeting email.

For more information or questions, contact:
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GUIDING PRINCIPLES

- Planning process must be driven by the community
  - Ongoing meetings/outreach
  - Continue to solicit community input through decision making process
- Adopt zoning that aligns and respects existing uses
  - Recognize existing, nonconforming uses
  - Update/ensure regulations allow existing uses
- Keep jobs and services in the community
  - Recognize and respect existing businesses in the area
- Offer incentives for rehabilitation and new development
  - Zoning regulations must allow existing, nonconforming properties to be updated
  - Public investment in beautification
- Improve connectivity and access to the beach
  - To the beach, across the creek, and PCH
- Invest in beautification
  - Landscaping and streetscape enhancements
  - Façade improvements on private property
- Consider options for traffic calming
  - Avoid congestion impacts
- Explore parking opportunities
  - Identify additional on-street parking sites
  - Apply parking management tools
- Preserve character and enhance vitality
  - Recognize The Village as an eclectic area
    - Industrial, Mixed-Use, Commercial
    - Many long-standing businesses
    - Variety of housing types (mobile homes, SFD, apartments, etc.)
**SHORT-TERM**

- Adopt guiding principles
- Zone Text Amendment
- Suspend EIR work

**Zone Text Amendment**
- In conjunction with 2018 Zoning Ordinance “Clean-up”
- Flexibility for nonconforming properties in The Village

**Environmental Impact Report**
- Based on draft form-based code
- Code revisions will require changes to project description
LONG-TERM

- Beautification Plan
- Working group with DVMA stakeholders
  - Long-Range Plan
  - Zoning Code Update

- Beautification Plan
  - Focus on public improvements
  - Return at future Council meeting to review draft plan and budget

- Working Group
  - Review zoning code language
  - Develop draft zoning code update that reflects vision and values of the “guiding principles”
1. Receive and file the Doheny Village Plan Update report;
2. Adopt “guiding principles” for the Doheny Village Plan Update project;
3. Direct staff to:
   a. Continue meeting with DVMA as a working group and prepare a Draft Zoning Code Update for City Council review;
   b. Prepare a Zone Text Amendment for inclusion in the 2018 Zoning Ordinance cleanup project to streamline existing, nonconforming property regulations and provide more flexibility for Village property owners to invest in updating and improving their properties;
   c. Prepare a beautification plan; and
   d. Suspend work authorized by the Council for the Doheny Village Plan Update EIR contract.