Section 3.0

PROJECT DESCRIPTION

3.0 PROJECT DESCRIPTION

This section of the EIR describes the goals and objectives of the proposed project, its specific characteristics, project phasing and construction, and the discretionary actions required in conjunction with project approval by the City and other agencies.

3.1 PROJECT GOALS AND OBJECTIVES

The primary goals and objectives of the project are to:

- Develop a mixed-use village consistent with the goals of the General Plan.
- Develop a mixed-use project to serve the community that is consistent with the goals of the Community Plan.
- Provide additional housing types and employment opportunities within the Carmel Valley community.
- Provide a mix of land uses within close proximity to major roads and regional freeways and existing community amenities, such as libraries, schools, recreational facilities, parks, and shopping centers.
- Provide the community with a place for public gathering and social interaction, reinforcing the sense of community.
- Promote sustainable development principles and smart growth by providing a mix of employment, housing, dining, and shopping within the same development.

3.2 PROJECT CHARACTERISTICS AND COMPONENTS

The baseline for environmental analysis in this EIR is the graded vacant project site in its current condition, as of the date of issuance of the NOP (May 25, 2010).¹

The project entails the phased construction of a mixed-use development encompassing a maximum of 1,857,440 gross square feet (sf) consisting of approximately 270,000 gross sf of commercial retail (all 270,000 sf comprises the gross leasable area [gla]), approximately 557,440 gross sf of commercial office (536,000 sf gla), approximately 100,000 gross sf consisting of a 150-room hotel, and approximately 930,000 gross sf consisting of a maximum of 608 multi-family residential units. It would provide a total of 413,000 sf (9.48 acres) of total open space, of which 331,000 sf would be considered usable open space. The project also would include internal roadways, landscaping, hardscape treatments, utility improvements, and parking facilities to support these uses. A total of 4,089 parking spaces would be provided throughout the site in subsurface garages, one above-ground parking structure, and small surface lots. Figure 3-1, *Site Plan*, illustrates the conceptual site plan of the proposed project.

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¹ As discussed in Section 2.0, *Environmental Setting*, there were prior entitlements issued for a portion of the project site, which have expired.

3.2.1 Blocks

For the purposes of phasing, the project has been divided into five blocks surrounding a central Main Street. These blocks are identified as Blocks A through E on Figure 3-1. Blocks D and E would be constructed in Phase 1, Block A is anticipated to be constructed in Phase 2, and Blocks B and C are anticipated to be developed in Phase 3. Proposed land uses and project features in each Block are described below (in sequential order of anticipated construction phasing) and summarized in Table 3-1, *Development Summary*.

Main Street

The project would feature a Main Street that would function as the central organizing and unifying element of the development. Main Street would be lined with a vertically integrated mixture of uses and public spaces along a landscaped, pedestrian-friendly thoroughfare, or paseo. It would consist of a three-lane roadway including a central queuing lane and two travel lanes edged with curbs and gutters and wide sidewalks with street trees and lighting. Curb extensions, enhanced pavement and crosswalks would be provided at intersections with First, Second, and Third Avenues. Proposed internal roadways and pedestrian/bicycle paths would connect with Main Street.

Block D

Block D would be located in the southwest portion of the project site and would include a mixture of commercial uses and public spaces, including retail/restaurant uses, a cinema, a corporate office building, professional offices, a parking structure, and a central plaza. A total of approximately 61,190 sf (gla) of retail space would be provided in Block D comprised of ground-floor retail in a professional office building and a retail building along the western edge of the public plaza. An additional 50,000 sf (gla) of cinema use also would be provided in Block D². A corporate office building would be located in the southern portion of the Block along El Camino Real totaling approximately 270,000 sf (gla). An additional 21,000 sf (gla) would be allocated for professional office uses along Main Street. Parking facilities in Block D would include a multi-level parking structure along the southwestern edge and an underground garage that would provide a total of approximately 1,230 spaces within Block D.

The civic plaza would be situated central to the overall project site at the northeastern corner of Block D. The plaza would be lined with retail uses and restaurants along its interior, while Main and Market Streets would form its outer boundaries. The plaza would function as the main gathering space within the project and could accommodate community events, markets, and holiday activities. It would feature landscaping, lawns, hardscape, and other amenities to serve residents, employees, and patrons of the project.

Block E

Block E would be located east of Block D and would include commercial office uses and parking. A corporate office building would be constructed along the El Camino Real frontage, at

² The cinema is anticipated to be constructed in Phase 3.



Site Plan

ONE PASEO

the corner of El Camino Real and Market Street. This building would include approximately 245,000 sf (gla) of office space within seven to eight levels above approximately 39,460 sf (gla) of ground-floor retail/restaurant space.



An underground parking garage would provide approximately 1,000 parking spaces within Block E. In addition, a drop-off/loading area would be provided directly off of El Camino Real, south of the office buildings to serve the two corporate office buildings and also connect to the parking structure in Block D.

Block A

Block A would be located in the northeastern portion of the project site bounded by First Avenue, Del Mar Heights Road, El Camino Real, and Market Street. This Block would include two commercial retail buildings along the eastern site boundary totaling approximately 65,610 sf (gla). These buildings would be accessible via Market Plaza and Market Street off of El Camino Real. A four-level residential building containing 194 homes would be constructed on the north side of Market Plaza. Underground and surface parking would provide approximately 659 parking spaces within Block A. Other proposed features within Block A would include small plazas or paseos at the intersections of El Camino Real and Del Mar Heights Road, El Camino Real and Market Plaza, El Camino Real and Market Street, and First Avenue and Main Street; sidewalks and streetscapes along Market Plaza, Market Street, and the Del Mar Heights Road and El Camino Real frontages; and landscaping.



Block B

Block B would be located in the northern portion of the project site bounded by Del Mar Heights Road, First Avenue, Main Street, and Third Avenue and would extend along the entire length of Main Street. Block B would contain approximately 38,940 sf (gla) of street-level retail uses along the north side of the Main Street frontage. A 150-room boutique hotel would be located at the corner of Main Street and First Avenue would consist of up to five levels above a single story of street level retail. Four levels of residential development would be constructed above the street-level retail on the balance of this block, and an additional four-level residential building would be built with interior courtyards. A total of 181 homes would be located within Block B. An underground parking garage would provide approximately 675 parking spaces that would be accessible from First Avenue and Market Plaza. Landscaping and streetscapes also would be installed around the perimeter of Block B.

It is possible that temporary facilities may be constructed in Block B during Phase 1, including a surface parking lot and a multi-purpose grass field. If warranted, it is anticipated that the temporary surface parking lot would be located on the west side of First Avenue and could accommodate up to approximately 83 spaces with landscaping. A temporary grass field also may be provided on the remainder of Block B to accommodate active recreation. If constructed, both of these temporary facilities would be removed upon construction of Phase 2.

Block C

Block C would be located in the western portion of the site, south of Del Mar Heights Road, east of High Bluff Drive, and west of the proposed Third Avenue. Block C would include primarily residential uses, with some retail/restaurant space and related open space areas. Two residential buildings would be constructed in Block C, including a four-level building along the northern edge, and a ten-level building to the southwest. These residential buildings would contain a total of 233 homes, consisting of a combination of single-level flats and two-story townhomes. The residential buildings could include facilities such as landscaped courtyards and a swimming pool. A project gateway entry plaza would be constructed at the corner of High Bluff Drive and Del Mar Heights Road. The entry plaza would connect to a promenade extending through Block C and to a plaza at the corner of Main Street and Third Avenue. Approximately 14,800 sf (gla) of ground-floor neighborhood serving retail and restaurant space, ancillary to the residential uses, would be located at the eastern end of Block C adjacent to the residential plaza. An underground parking garage would provide approximately 525 spaces in Block C. Other proposed features within Block C would include pedestrian paths near the Del Mar Heights and High Bluff Drive frontages, a pedestrian path and stairway connecting to the adjacent commercial office development to the south, streetscape along Third Avenue, and landscaping.



Table 3-1 presents a summary of the proposed land uses within each Block and the anticipated development of these uses per phase and Block in terms of gla and number of hotel rooms and residential units. Table 3-2, *Gross Floor Area Summary*, summarizes the maximum gross floor area of the proposed project by use in terms of gross sf. These summaries are intended to represent the maximum development potential proposed by the project. The project proposes a maximum of 270,000 gross sf of commercial retail (all 270,000 sf comprises the gla), 557,440 gross sf of office (536,000 sf of gla), 100,000 gross sf consisting of a 150-room hotel, and 930,000 gross sf consisting of a maximum of 608 residential units. Because the project would be developed in phases driven by market conditions, densities of these uses may vary per phase, but the total area (gla and gross sf) or number of units of each use would not exceed the maximum area/units for that use. Uses within each Block would remain consistent with the descriptions above and the general locations illustrated in Figure 3-1. This would allow for some flexibility as the project is built out, while maintaining the maximum area/units of each use and the aggregate project total of no greater than 1,857,440 gross sf of proposed development.

3.2.2 Parking

The proposed project would provide a total of up to 4,089 parking spaces throughout the site upon buildout of the project. Parking facilities would include underground garages beneath the site, a multi-level, above ground parking structure, and some surface parking. Shared parking opportunities among all the proposed on-site uses except residential would be provided. Residents of the project would have reserved parking spaces, but all other uses would share parking spaces. Table 3-3, *Parking Summary*, summarizes proposed on-site parking per phase and Block.



As indicated in Section 3.2.1, a temporary surface parking lot may be provided on a portion of Block B as part of Phase 1 construction, if warranted. It is anticipated that this temporary parking lot would be located on the west side of First Avenue and could include up to approximately 83 parking spaces. Canopy trees may be planted throughout the parking lot, and hedges may be planted along the Del Mar Heights Road frontage. Enhanced paving also may be provided between the parking lot and the crosswalks at the intersection of First Avenue and Main Street.

Table 3-1 DEVELOPMENT SUMMARY									
Phase/Block	Commercial Retail ¹ (sf)		Commercial Office ³ (sf)		Hotel	Residential			
	Retail	Cinema ²	Corporate Office	Professional Office ⁴	(Rooms)	(MF Units)	Total ³		
Phase 1 (Start of	Construction 2	Anticipated in 2	2013)						
Block D	61,190		270,000	21,000			352,190		
Block E	39,460		245,000				284,460		
Phase 1 Total	100,650		515,000	21,000			636,650		
Phase 2 (Start of	Construction 2	Anticipated in 2	2014)						
Block A	65,610					194	65,610 + 194 MF units		
Phase 2 Total	65,610					194	65,610 + 194 MF units		
Phase 3 (Start of	Construction 2	Anticipated in 2	2015)						
Block B	38,940				150	181	38,940 + 150 hotel rooms + 181 MF units		
Block C	14,800					233	14,800 + 233 MF units		
Block D		50,000					50,000		
Phase 3 Total	53,740	50,000				414	103,740 + 418 MF units		
Total ¹ ME = multi-family	220,000	50,000	515,000	21,000	150	608	806,000 + 150 hotel rooms + 608 MF units		

MF = multi-family

⁴Professional Office (located on Main Street).

Table 3-2 GROSS FLOOR AREA SUMMARY ¹							
Commercial Retail ² (sf)		Commercial Office (sf)		Hotel	Residential	TD - 4 - 1	
Retail	Cinema ³	Corporate Office	Professional Office ⁴	(sf)	(sf)	Total	
220,000	50,000	535,600	21,840	100,000	930,000	1,857,440	

¹Gross Floor Area calculations per Land Development Code.

¹ As it relates to retail, all areas are considered gross leasable because all retail space may be leasable.

²Cinema consists of up to 10 screens.

³ Gross Leasable Area (excludes parking structures in conformance with City of San Diego LDC Sections 113.0234 and 142.0560). Density transfers permitted in accordance with procedures described in the Precise Plan.

² Gross square feet

³Cinema of up to 10 screens.

⁴Professional Office (located on Main Street).

Table 3-3 PARKING SUMMARY						
Phase/Block	Number of Parking Spaces					
Phase 1						
Block D	1,230					
Block E	1,000					
Phase 1 Total	2,230					
Phase 2						
Block A	659					
Phase 2 Total	659					
Phase 3						
Block B	675					
Block C	525					
Block D						
Phase 3 Total	1,200					
Total	4,089					

Source: Walker Parking Study 2011

3.2.3 <u>Circulation/Access</u>

Vehicular Circulation

Vehicular access to the project site would be provided from existing Del Mar Heights Road and El Camino Real (Figure 3-2, *Circulation Plan*). The project also proposes internal private drives, including First Avenue and Third Avenue that would extend from Del Mar Heights Road, and Market Street and Market Plaza that would extend from El Camino Real. These new access points would be identified with signage and streetscaping, and three (First Avenue, Third Avenue, and Market Street) would be signalized. In addition to the site access points discussed above, the drop-off/loading area with two new driveways leading to on-site parking structures would also be provided along El Camino Real.

Proposed internal roadways include First, Second, and Third Avenues, Main Street, Market Street, and Market Plaza, as described below. All internal streets would be private driveways (per the City of San Diego Street Design Manual).



Circulation Plan

ONE PASEO

Main Street

Main Street would be an east-west roadway that would function as the main access through the project site. It would consist of a 52-foot-wide paved roadway with one 13-foot-wide travel lane and one 8-foot-wide loading/parking lane in each direction. The roadway would be edged on both sides with curbs and gutters, along with approximately 20-foot-wide sidewalks that would include street trees and lighting. Enhanced pavement and crosswalks would be provided at intersections with First, Second, and Third Avenues.



Market Street

Market Street would extend from El Camino Real to serve as one of the project's entries and would connect to Main Street, Market Plaza, and First Avenue. It would include a 54-foot-wide paved roadway with two 11-foot-wide travel lanes in each direction, and a 10-foot-wide landscaped center median. Curbs and gutters would be provided on both sides of the paved roadway, along with 28-foot-wide sidewalks that would include street trees and lighting.

Market Plaza

Market Plaza would extend from El Camino Real and would connect to Market Street. It would provide access to the proposed retail uses on the south side of the roadway and parking garage in Block A. The roadway would consist of enhanced pavement at a width of 42 feet with two 13-foot-wide travel lanes (one in each direction) and an 8-foot-wide loading lane. Curbs and gutters would be provided on both sides of the paved roadway, along with approximately 20-foot-wide sidewalks that would include street trees and lighting.

First Avenue

First Avenue would extend southward from Del Mar Heights Road and would connect to Main Street and Market Street. From the connection with Del Mar Heights Road to the parking structure entrance into Block A, the First Avenue roadway would include a pavement width of 54 feet, with two 11-foot-wide travel lanes in each direction, and a 10-foot-wide landscaped center median. The roadway would be edged with curbs and gutters, and lined with 10 to 12-foot-wide sidewalks that would include street trees, and lighting. From south of the parking structure entrance to Main Street, the First Avenue pavement width would be 33 feet, with two 11-foot-wide southbound lanes and one 11-foot-wide northbound lane. The sidewalks would connect to the Main Street paseo.

Second Avenue

Second Avenue would extend southward from Main Street and connect with the parking structure in Block D. It would provide access to the Block D office buildings and above ground parking structure. Second Avenue would consist of a 26-foot-wide, two-lane roadway (one travel lane in each direction) with curbs, gutters, and sidewalks. The sidewalk on the west side of the roadway would be 25-feet wide, and the sidewalk on the east side would be 20-feet wide.

Third Avenue

Third Avenue would extend from Del Mar Heights Road and would connect to Main Street, providing access to proposed underground parking in Blocks B and C. From the connection with Del Mar Heights Road to the parking structure entrances in Blocks B and C, Third Avenue would include a pavement width of 66 feet, with two 13-foot-wide lanes on the west side of the street, and three 11-foot-wide lanes on the east side of the street. A 10-foot-wide landscaped center median would separate the traffic lanes. From south of the entrances into the parking structures down to Main Street, Third Avenue would include a pavement width of 42 feet, with two 11-foot-wide lanes on the west side of the street, and one 12-foot-wide lane on the east side. An eight-foot-wide landscaped median would separate the traffic lanes. The entire length of the roadway would be edged with curbs and gutters, as well as 15-foot-wide sidewalks that would include trees, and lighting lining both sides of the roadway. The 15-foot-wide sidewalks would connect to proposed Main Street paseo.

Pedestrian/Bicycle Circulation

Pedestrian circulation would be provided throughout the site by a network of paseos, sidewalks, pathways, plazas, and public spaces (refer to Figure 3-2). These pedestrian facilities would provide convenient connections between the proposed uses within the project site, and also would connect to existing sidewalks along Del Mar Heights Road and El Camino Real.

An internal bicycle route would be provided along Third Avenue, Main Street, First Avenue, and Market Street. This bicycle route would connect to existing Class II bicycle lanes along Del Mar Heights Road and El Camino Real. The proposed bicycle route would allow for connection to an existing paved trail that currently runs through the middle of the business park uses west of the project site. The project also would include on-site bicycle racks to support bicycle circulation.

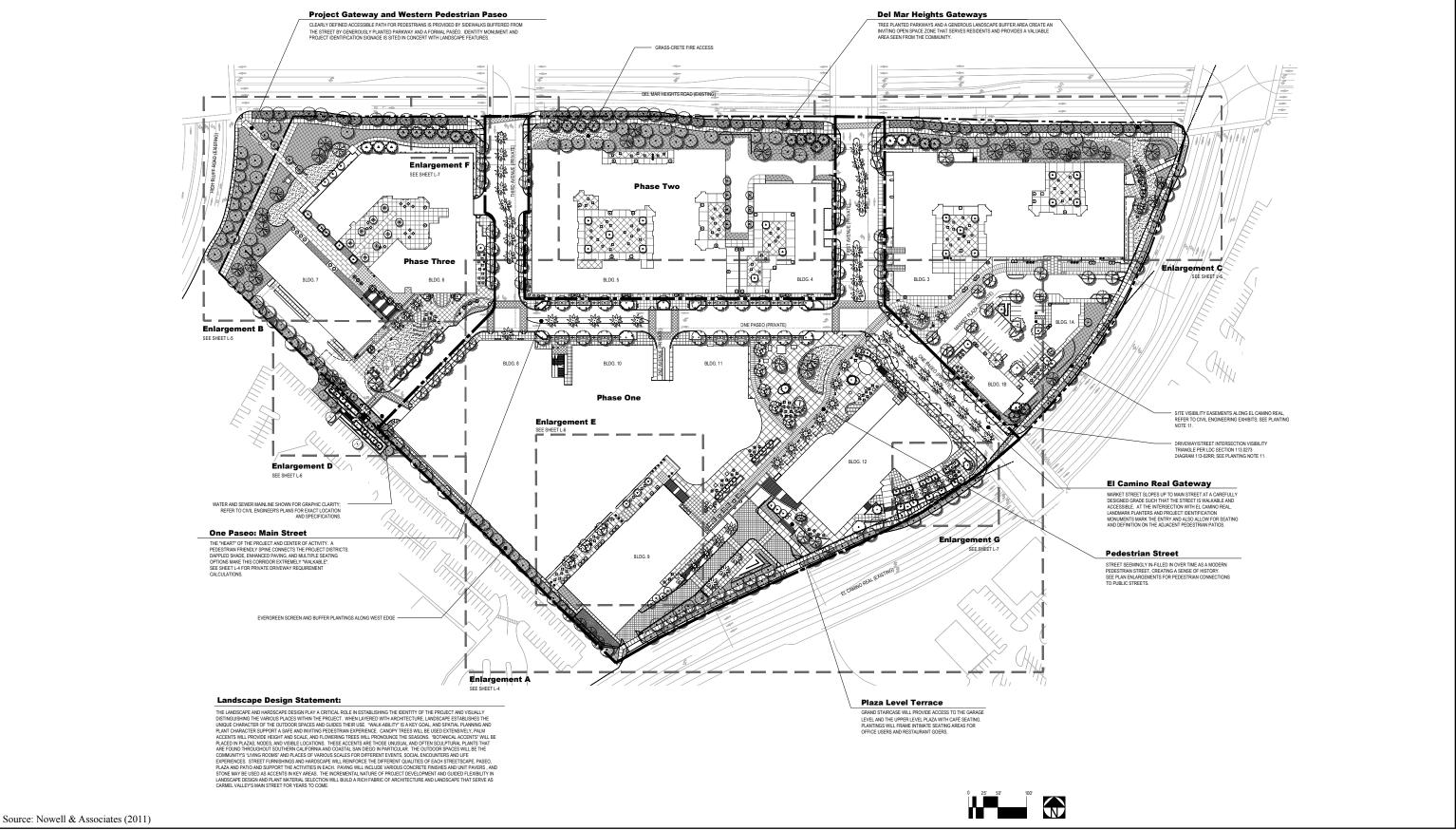


3.2.4 Landscape and Hardscape Treatments

Landscaping would be provided throughout the project site, including along the proposed roadways, plazas, courtyards, pedestrian walkways, and the site perimeter. The conceptual landscape plan for the proposed project is shown in Figures 3-3a through 3-3g, *Conceptual Landscape Plan*. Each Block would be defined and unified through the use of landscaping, designed in accordance with City landscaping requirements.

Blocks D and E

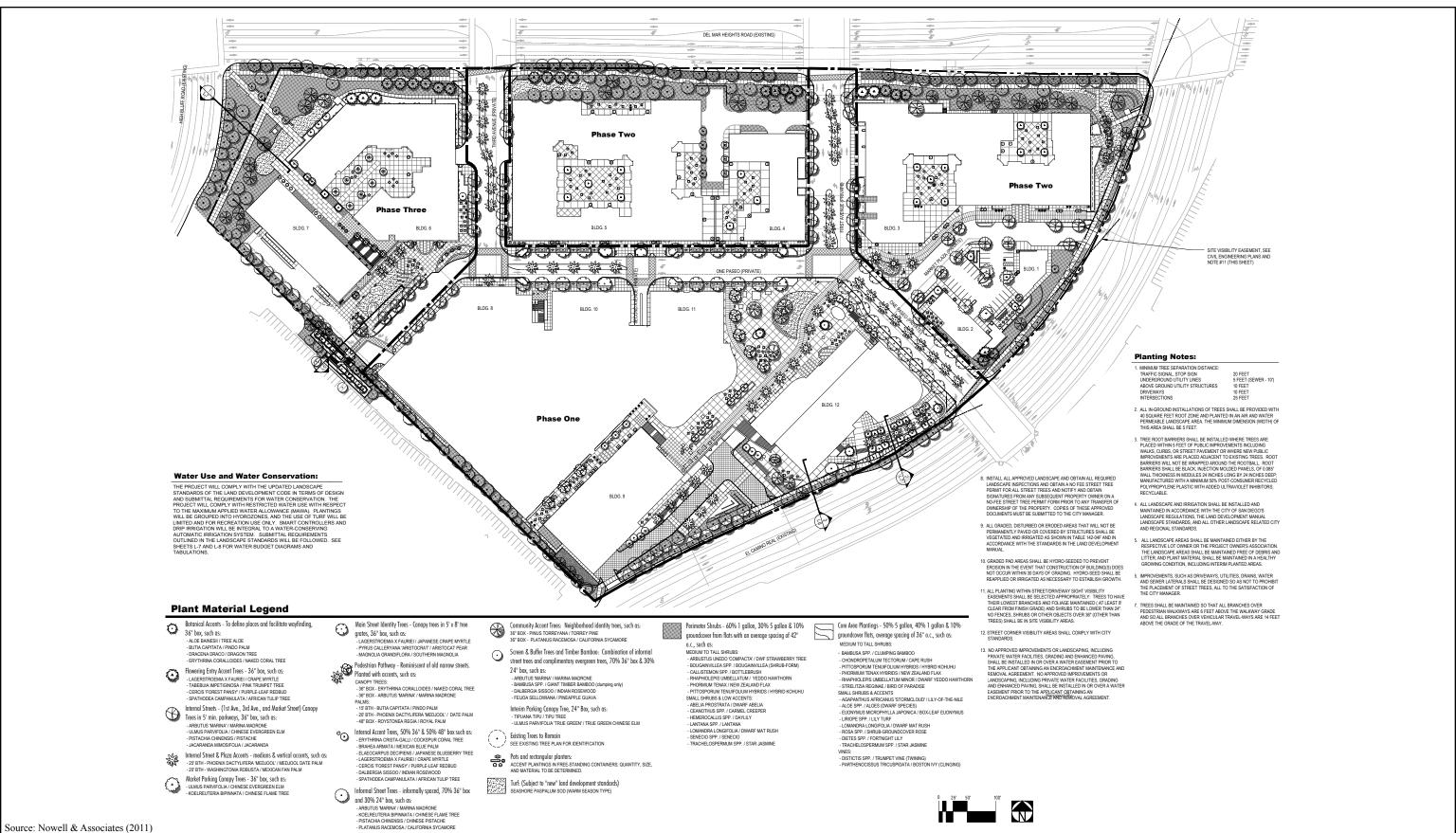
In the project's large community plaza, canopy trees are proposed along Main Street and Market Street to provide a subtle edge and buffer to the streets. Accent trees and palms are proposed for the central plaza area, to provide shade and define the intended area for outdoor gathering and seating. Evergreen canopy trees and small flowering accent trees, along with a combination of shrub and groundcover areas, are proposed to define the pedestrian walkways and patio areas. A large lawn area also would be provided to accommodate outdoor events and active uses.



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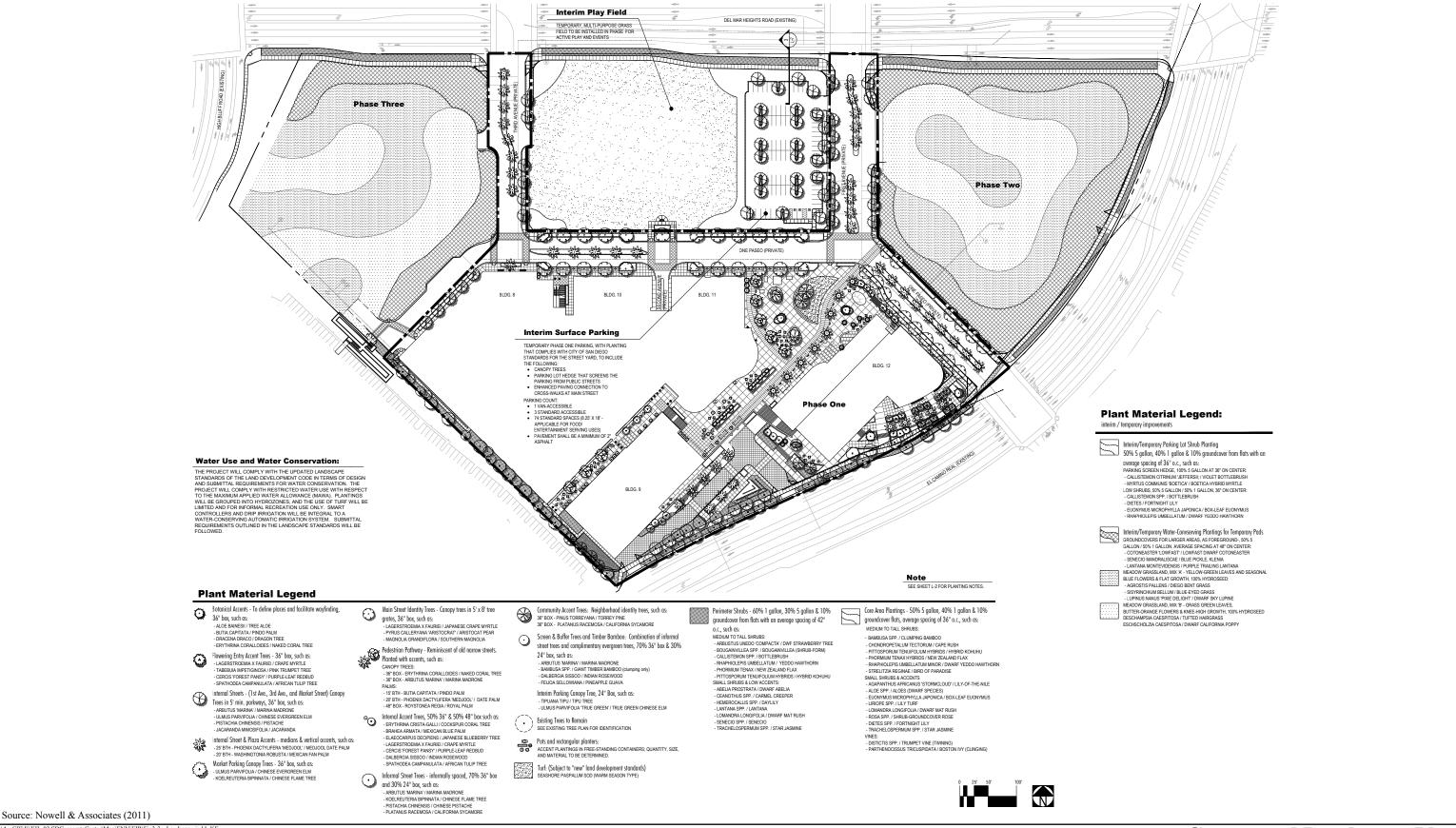
Conceptual Landscape Plan

ONE PASEO



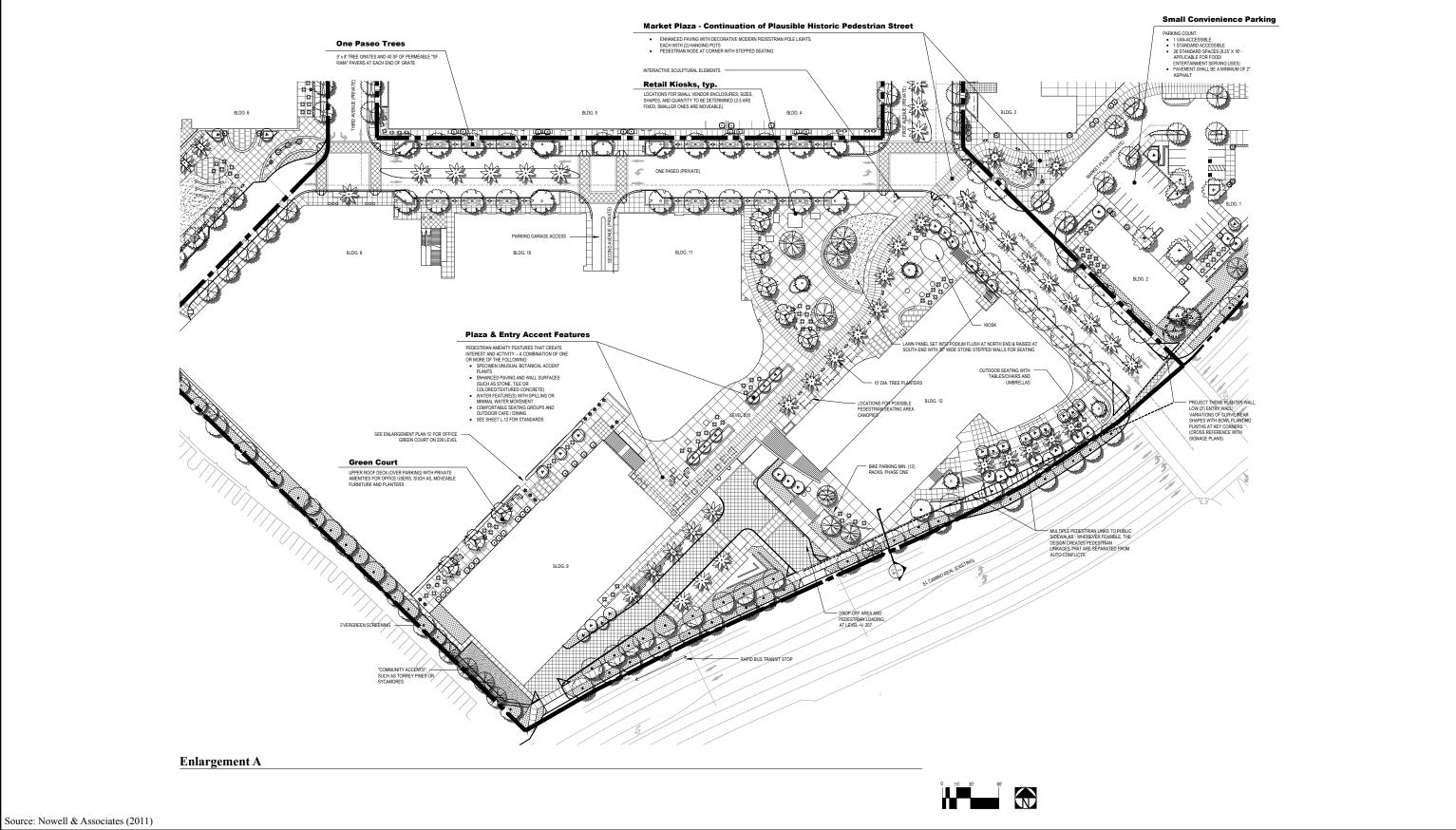
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Conceptual Landscape Plan



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Conceptual Landscape Plan



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Conceptual Landscape Plan