Mountain Empire Subregional Plan

San Diego County General Plan

Adopted
January 3, 1979
GPA 78-03

GPA 01-01

August 2011

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CERTIFICATE OF ADOPTION

I hereby certify that this Plan, consisting of text and exhibits, is the Mountain Empire Subregional Plan and is a part of the San Diego County General Plan, and that it was considered by the San Diego County Planning Commission during nine hearings that occurred from November 6, 2009 through the 20th day of August 2010, and adopted by the San Diego County Board of Supervisors on the 3rd day of August 2011.

Attest: _____
ERIC GIBSON, Director
Department of Planning and Land Use

MOUNTAIN EMPIRE SUBREGIONAL PLAN

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MOUNTAIN EMPIRE SUBREGIONAL PLAN

INTRODUCTION

A goal is a purpose or ultimate end towards which effort is directed. It represents a value to be sought which is general and timeless. A policy is a principle that guides the allocation of County resources towards prescribed outcomes consistent with the goals.

The goals and policies that follow reflect a thoughtful analysis of the Mountain Empire Subregion and are a statement by the citizens and the Board of Supervisors as to the kind of total living environment that should be achieved.

It is recognized that legal and economic limitations may hinder the complete attainment of these goals. The fact that the goals may not be completely achieved should in no way hinder every effort to achieve them to the greatest extent possible.

The Land Use Element of the General Plan can be referred to for complete descriptions, the Land Use Maps and definitions of these Land Use Regional Categories and Designations.

There are six other elements of the General Plan besides the Land Use Element. They are Housing, Mobility, Safety, Conservation and Open Space (combined), and Noise. These subject areas provide the basic structure by which this Subregional Plan is organized.

The purpose of addressing these elements within the Subregional Plan is to ensure that the goals and policies formulated by each community in the Subregion will be compatible with those found in the General Plan, or, if conflicts exist, they can be readily identified and reconciled. In addition, some policies found in the General Plan Elements can be more relevant for one community than for others, and further elaboration or refinement may be appropriate in one case, while in another the existing policies might be adequate.

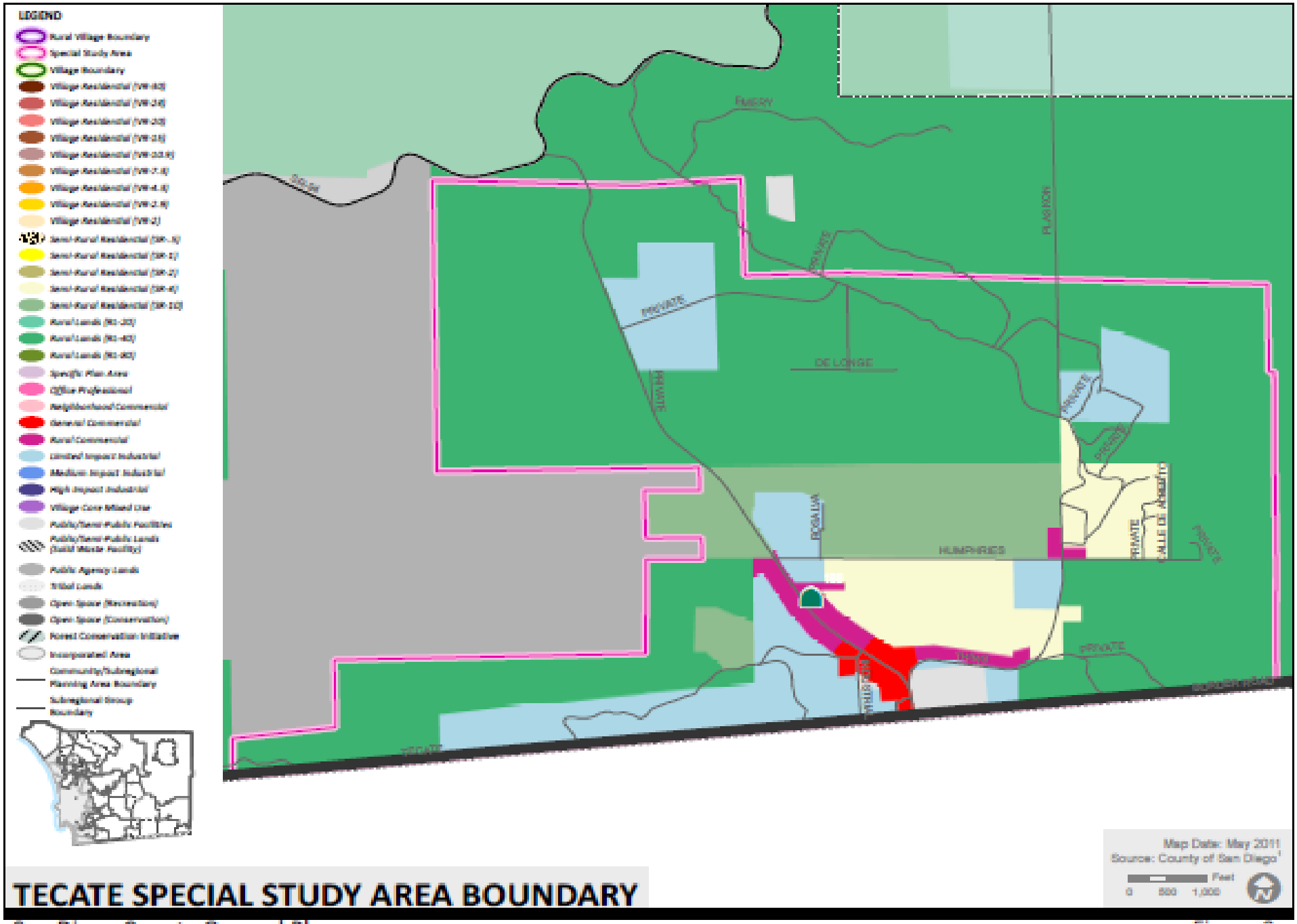
The policies contained in this Subregional Plan should be regarded as applications of broad General Plan policies, which are designed to fit the specific or unique circumstances existing in the individual communities. Where the General Plan element adequately addresses an individual community's situation, the subject area may be omitted or a notation to reference the element may be included so that the adopted goals and policies relating to the subject area may be taken into account.

The Mountain Empire Subregion contains six areas with their own unique identities, but they are similar in many natural characteristics such as topography, water resources, and environment. These areas are the five Subregional Group Areas: Tecate, Potrero, Boulevard, Campo / Lake Morena, Jacumba and the Mountain Empire Balance, the remainder of the plan area. Although the policies in this section apply generally to the entire Subregion, the Subregional Group Areas of Boulevard and Potrero have adopted specific vision statements, goals and policies affecting their Subregional Group Areas. These Subregional Group Area Plans are adopted to cover those specific areas as chapters in this Mountain Empire Subregional Plan, and serve as the primary community plans for those areas.

Additionally, Jacumba has adopted a vision statement and along with Campo/Lake Morena and Tecate have the option in the future to develop specific goals and policies.

A Special Study Area (SSA) applies to a large portion of Tecate that will be implemented through an amendment to the Mountain Empire Subregional Plan text and map, rezoning as necessary for consistency with that amendment, and adoption of a Specific Plan (See Figure 1-A on page 3).

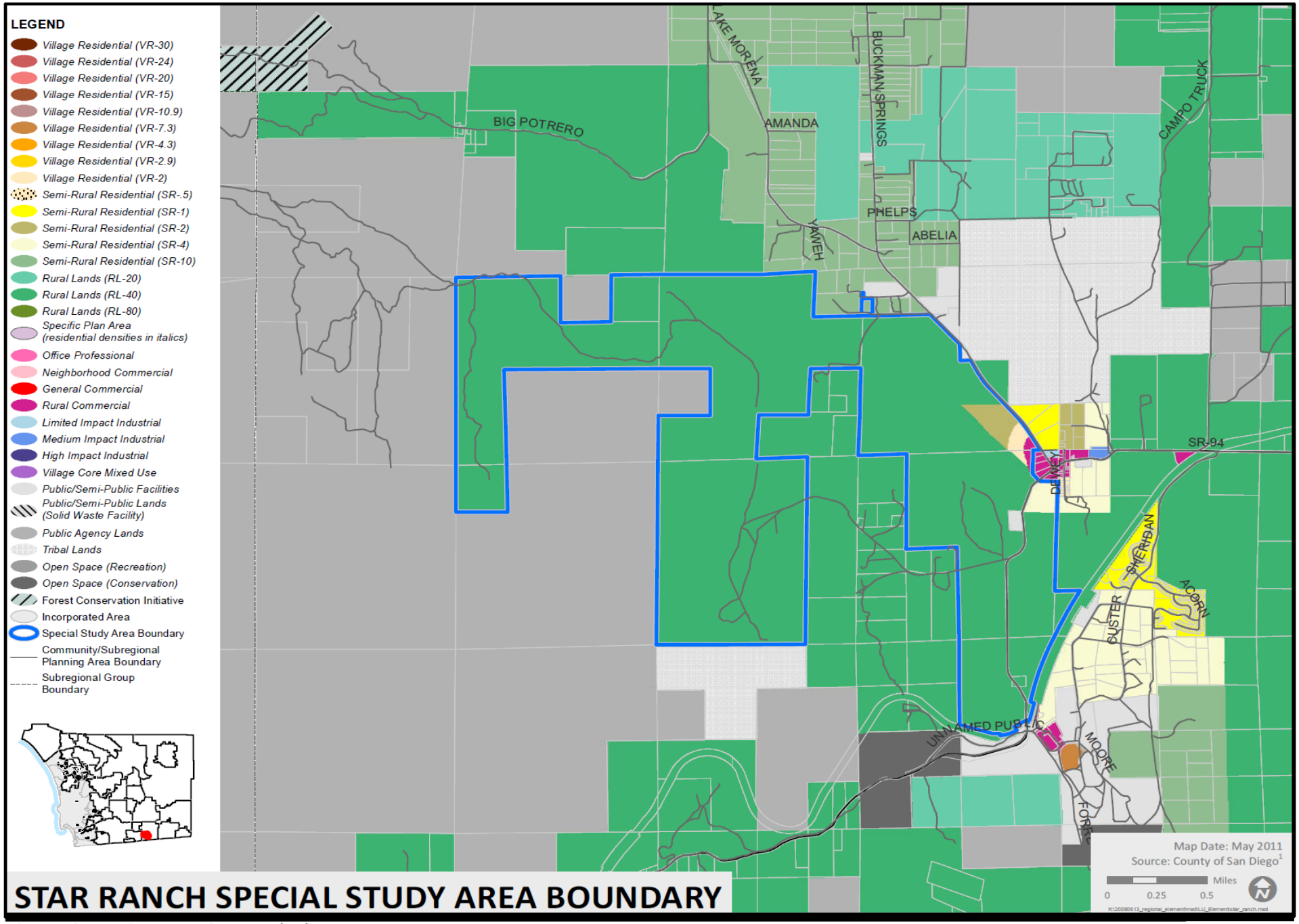
A SSA has been applied to the Star Ranch area of Campo / Lake Morena in the western portion and adjacent to the Village of Cameron Corners (See Figure 1-B on page 4).



TECATE SPECIAL STUDY AREA BOUNDARY

San Diego County General Plan

Figure 1-A



STAR RANCH SPECIAL STUDY AREA BOUNDARY

San Diego County General Plan

Figure 1-B

1. COMMUNITY CHARACTER

GOAL

ENCOURAGE THE DEVELOPMENT OF LAND IN A MANNER THAT REINFORCES THE UNIQUE IDENTITY OF THE MOUNTAIN EMPIRE SUBREGION AND ITS COMMUNITIES.

FINDINGS

Because it is a port of entry, the Tecate Subregional Group Area has certain land uses that are unique. Its proximity to Tecate, Mexico, has given rise to uses that are generally nonresidential and need greater planning, which will be achieved through implementation of a SSA, an amendment to the Mountain Empire Subregional Plan text and map, rezoning, as necessary for consistency with that amendment, and adoption of a Specific Plan.

The Potrero Subregional Group area has unique natural characteristics, such as: excellent air quality, a gently sloping valley floor bisected by Potrero Creek, the surrounding mountains, which offer view sites of the valley, and proximity to the border and a growing population in Tecate, Mexico.

The Campo/Lake Morena Subregional Group Area consists of three clusters of development. Campo, Lake Morena and Cameron Corners have historically been rural in character. The need to provide services and to house the population has not, as of yet, presented a threat to the rural life style.

The Boulevard Subregional Group Area developed as a linear, highway oriented community and that orientation has been altered by the construction of Interstate 8. As a result, there now is a need to reassess the existing land use pattern. .

The Jacumba Subregional Group Area is unique in both its natural and manmade settings and has a long history of human occupation. These natural attributes - hot springs, desert environment, and clean air - attracted many residents and brought about the town's development.

The northern portions of the Subregion consist primarily of the Anza-Borrego State Park, agricultural preserves and other public lands. There exists very little pressure to urbanize and no significant growth is anticipated.

POLICIES AND RECOMMENDATIONS

1. Development proposals within Rural Village Boundaries should avoid the removal of mature trees. [PP]

2. LAND USE ELEMENT

GENERAL GOAL

PROVIDE A LAND USE PATTERN CONSISTENT WITH THE SUBREGIONAL POPULATION FORECAST.

FINDINGS

The Mountain Empire Subregion is expected to grow from its present population of approximately 5,815[1] to some 8,844[2] persons by the year 2030. There is a need to provide sufficient land area and density to accommodate this projected growth within the Subregion.

All residents of the Mountain Empire Subregion are aware of the importance that must be given to protecting the unique quality of the area's natural resources. Existing trees, rock outcroppings, hillsides, and meadows are significant resources that contribute to the character and beauty of the Subregion.

The Mountain Empire Subregion is totally dependent on groundwater resources. Surface runoff is meager and too variable to be used as a water supply and importation of water is not a viable option for the foreseeable future. The availability of groundwater varies from community to community but, generally, future development will require large minimum lot sizes to ensure long term availability of groundwater.

There have been increased demands on law enforcement agencies along the International Border in recent years and a greater need for law enforcement and fire protection activities is anticipated in future years.

POLICIES AND RECOMMENDATIONS

1. The landforms of the Subregion are an important environmental resource that should be respected in new development. Hillside grading shall be minimized and designed to blend in with the existing natural contours. [PP]
2. Create a buffer area of one hundred and fifty (150) feet in width along the international boundary line inclusive of the existing sixty-foot (60') Public Reserve owned by the Federal Government. [AP, PP]
3. Apply a ninety (90') foot setback within which no new permanent building may be built northerly of the existing sixty (60') foot Public Reserve line. Where such ninety (90') foot setback can be shown to adversely impact a property, the owner may apply for a waiver from complying with the setback as provided for in Section 7060 of The Zoning Ordinance. [PP]

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[1] SANDAG Profile Warehouse http://profilewarehouse.sandag.org/profiles/est/cocpa1952est.pdf, August 2010
[2] SANDAG 2050 Regional Growth Forecast for 2030, February 2010

RESIDENTIAL GOAL

PROVIDE A LAND USE PATTERN THAT WILL ACCOMMODATE THE FORECAST POPULATION INCREASE, WHILE RETAINING THE RURAL CHARM OF THE PRESENT LIVING ENVIRONMENT.

FINDINGS

The Mountain Empire Subregion is generally characterized by single family residential development on large lots outside the Rural Villages, and generally undeveloped meadows, open spaces, and hillsides. The ability to experience large open spaces and views to distant hills is essential to preserving the Subregion's present quality of life.

POLICIES AND RECOMMENDATIONS

1. Apply a Rural Village Boundary to each of the following historically significant settlements in this Subregional Area, as shown in Figures 2 and 3 on pages 9 and 10, respectively. Campo, Jacumba, Lake Morena, Cameron Corners, and Potrero. [AP]

2. Preserve the rural atmosphere of the Subregion by blending roads into the natural terrain. [DPW, PP]

3. Maintain the existing rural life style by continuing the existing pattern of residential and agricultural uses on large lots outside of the Rural Villages. [PP]

4. All development proposals shall demonstrate a diligent effort to retain significant existing natural features characteristic of the community's landscape. Existing topography and landforms, drainage courses, rock outcroppings, vegetation, and views shall be incorporated, to the maximum extent feasible, into the future development of the land. [PP]

5. Residential site design shall avoid: [PP]

   - level grading of entire lots without respect for existing landforms or neighboring developments;
   - removal of oaks without careful consideration;
   - blocking existing significant views through the property and within the property;
   - diverting natural drainage patterns unless no other alternative is available; and
   - creation of a landscape foreign to that of surrounding sites.

6. Minimize the visual impacts of hillside developments with buildings, retaining walls, and other improvements deferring to the natural landforms and kept to as low a profile as possible. [PP]

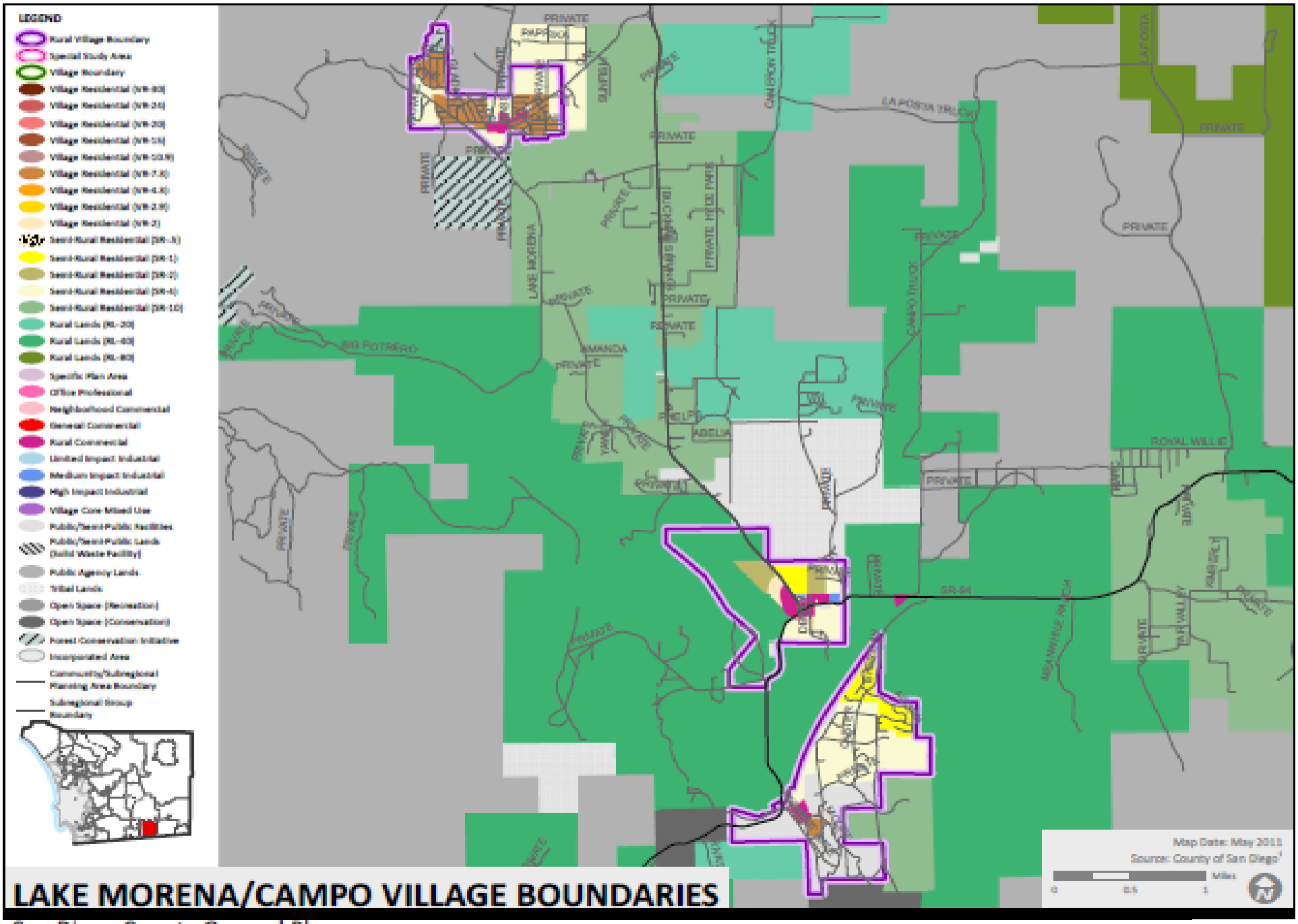
7. Graded hillsides should approximate the surrounding natural hills. Slope banks should be softened by contoured grading of fill at the top and toe of the slope. [DPW, PP]

8. Waive concrete curbs, gutters, and sidewalk requirements in new subdivisions to ensure compatibility with existing rural developments. [DPW]

9. Preserve open space areas, such as steep slopes and canyons, floodplains, agricultural lands, meadows, and unique scenic views and vistas by clustering residential development away from such areas.

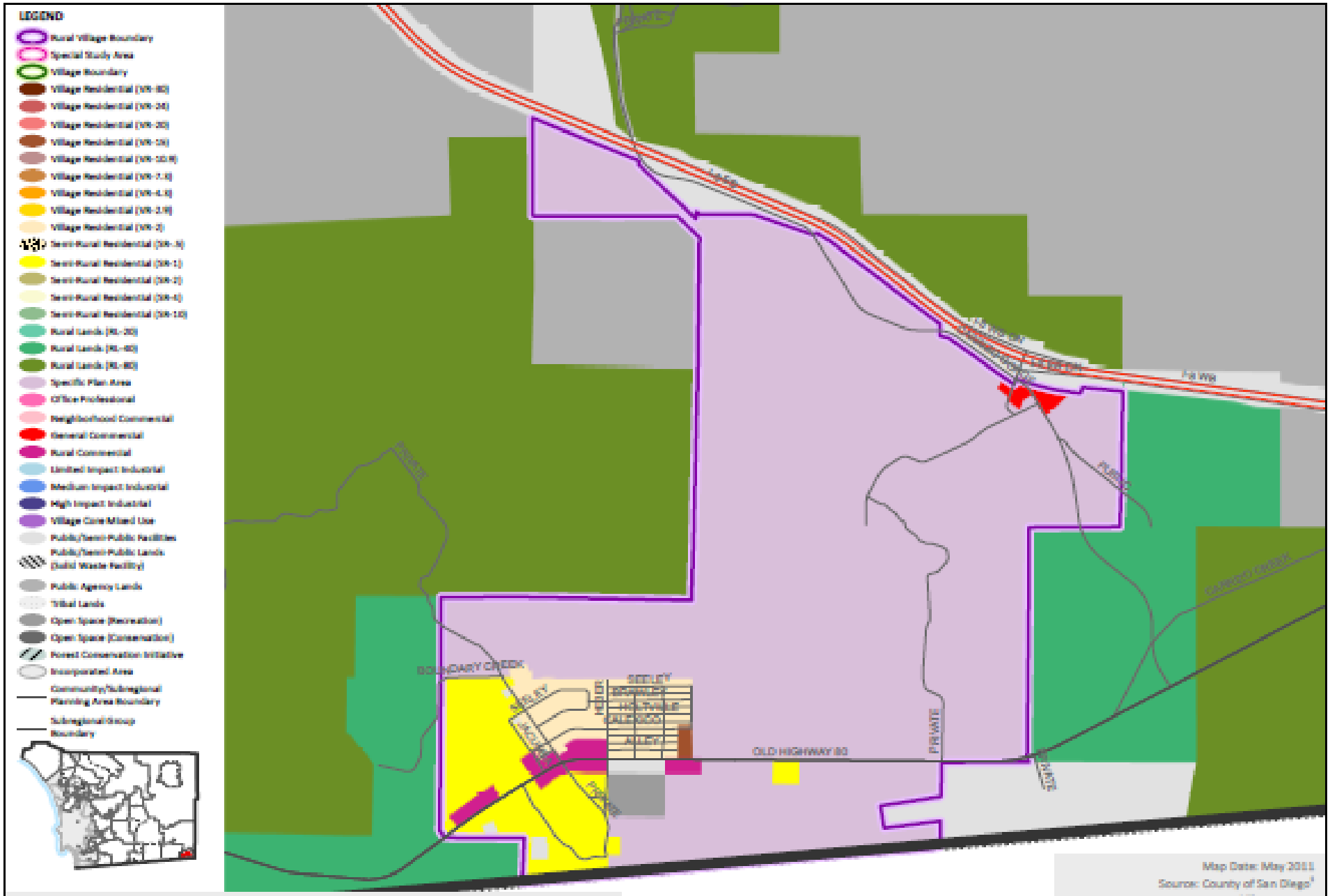
10. Buffer residential areas from incompatible activities that create heavy traffic, noise, lighting, odors, dust, and unsightly views. [PP]

11. Avoid all extensive or severe grading to preserve the natural terrain. [DPW, PP]



LAKE MORENA/CAMPO VILLAGE BOUNDARIES

Figure 2



JACUMBA RURAL VILLAGE BOUNDARY

San Diego County General Plan

Figure 3

COMMERCIAL GOAL

PROVIDE FOR THE ORDERLY GROWTH OF BUSINESS AND PROFESSIONAL SERVICES AND OPTIMIZE CONVENIENCE FOR LOCAL AND HIGHWAY-RELATED SHOPPING NEEDS.

FINDINGS

Commercial businesses are generally concentrated in the Rural Villages where they are located in small neighborhood shopping centers or are contiguous to one or more businesses. However, Tecate's commercial businesses will be providing goods and services for the population of Tecate, Mexico with the goal of reducing vehicle traffic on State Route 94.

There exists a need to promote further concentration of commercial uses in most communities within the Subregion.

The amount of commercial acreage provided in each community is based upon the size of the forecasted support population and the recognition that, for the foreseeable future, most properties in the Subregion will be served by individual septic systems and wells. The supporting population for commercial development in Tecate, USA is located across the border in Tecate, Mexico.

POLICIES AND RECOMMENDATIONS

1. Protect areas designated for commercial development from encroachment by incompatible non-commercial uses. [AP, PP]
2. Discourage requests which may lead to mixed residential in commercial areas except those residential uses which are secondary to a commercial use. [PP]
3. Upgrade existing "strip" commercial by providing landscaping and clearly defined parking and access areas. [PP]
4. To create shade for the comfort of pedestrians, design the south-facing facades of businesses to include arcades, porches or trellised walkways. [PP]
5. Cooperate with the federal and state governments at the time the Port of Entry at Tecate is redesigned. [AP]
6. Limit new commercial uses to sites within the Rural Village Boundaries. [AP, PP]
7. Ensure that all development be planned in a manner that provides adequate public facilities prior to or concurrent with need.
8. Soften the visual impact of parking areas by screening all parking areas from street view, by interrupting continuous rows of parking spaces with planting, and by creating planted canopies over parking areas to lessen heat build-up. [PP]

9. Parking lots for commercial uses may utilize permeable surfacing materials, such as gravel or decomposed granite, in order to minimize surface runoff and maximize groundwater recharge. [PP]

10. Commercial parking areas adjacent to residentially zoned property must be completely screened from view of the residential property with a 72 inch high solid fence, wall, hedge, or other dense plant material. The following plant species would be appropriate if a vegetative screening is to be utilized: [PP]

    a. San Diego Mountain Mahogany (*Cercocarpus minutiflorus*); 4'-15'.

    b. Toyon (*Heteromeles arbutifolia*); 8'-15' with flowers and berries.

    c. Hollyleaf cherry (*Prunus ilicifolia*); 8'-20' with flowers and berries.

    d. California scrub oak (*Quercus dumosa*); 8'-10'.

    e. Coffeeberry (*Rhamnus California*); 5'-15' with flowers and berries.

    To provide an effective screening, these plants should be planted four to five feet apart. These suggested plants are all native evergreens that naturalize after two growing seasons (two winters). They will require water during the summer in order to ensure adequate adaptation, and are not effective in areas over 4,000 feet in elevation.

11. Plan for land use development that would contribute to the cultural and economic relationship between Tecate, USA and Tecate, Mexico.

12. In Tecate, explore the potential for development of agricultural services and agri-tourism to promote East County agricultural products.

INDUSTRIAL GOAL

PROVIDE A LAND USE PATTERN WHICH WILL PERMIT THOSE KINDS OF INDUSTRIAL USES THAT WILL NOT DETRACT FROM THE RURAL CHARM AND LIFESTYLE OF THE SUBREGION.

FINDINGS

Parcel size, transportation, and utility service availability are typical constraints to industrial development. As a result, the Mountain Empire Subregional Plan Area is not expected to attract much general industrial development.

Existing industrial development is generally characterized by open storage and parking areas that are not landscaped or screened from the street or neighboring properties.

While, additional industrial development is not compatible with the goal of maintaining the rural character in the Subregion, the Tecate SSA is an important exception. Tecate is located across the international border from Tecate, Mexico, which has a population of approximately91,000[3]. Such a support population with

[3] Based on 2005 census, http://en.wikipedia.org/wiki/Tecate

its large, highly competitive labor pool presents many opportunities for business and industry. Industrial development in Tecate shall be governed by the SSA and the Tecate Specific Plan.

POLICIES AND RECOMMENDATIONS

1. Preserve those existing industries that are compatible with a rural lifestyle. [GEN]
2. New industrial development should be clean, non-polluting, and complementary to a rural area. [GEN]
3. Industrial development in Tecate should not adversely affect the excellent air quality of the Potrero area. [PP]
4. Ensure that all development be planned in a manner that provides adequate public facilities prior to or concurrent with need.
5. New industrial development should consider all views into the property from public streets, adjacent properties, and residences on nearby hills. [PP]
6. Concentrate future industrial development in those Rural Village areas already designated or planned for industrial uses. [PP]
7. Apply heavy industrial designations sparingly to avoid uses that can create noise, dirt, air pollution, other forms of pollution, and congestion. [AP]
8. Upgrade existing industrial developments by providing landscaping and clearly defined parking and access area. Soften the visual impact of parking areas for new development by providing landscaped screening and by interrupting continuous rows of parking spaces with plantings of shade trees. [PP]
9. Parking lots for industrial uses may utilize permeable surfacing materials, such as gravel or decomposed granite, in order to minimize surface runoff and maximize groundwater recharge. [PP]
10. Industrial parking areas adjacent to residentially zoned property must be completely screened from view of the residential property with a 72 inch high solid fence, wall, hedge, or other dense plant material. [PP]
11. Large unbroken expanses of wall shall be avoided. If this is not possible, architectural details and/or landscaping shall be utilized to soften straight unbroken facades. [PP]

AGRICULTURAL GOAL

ENCOURAGE THE EXPANSION AND CONTINUANCE OF AGRICULTURAL USES IN THE SUBREGION.

FINDINGS

While the Subregion is essentially rural in character, the topography, lack of water, and poor soil quality offer little opportunity for instituting any large scale agricultural operations. In the past, the most significant agricultural enterprise , has been at the Ketchum Ranch near Jacumba, but this has ceased operation and it is currently planned for development as a residential project under a Specific Plan.

Small scale agricultural opportunities are scattered throughout the Subregion, which include orchards, chicken ranches, and grazing operations. However, any expansion or increase in the number of these within the foreseeable future is unlikely.

There are currently 55,578 acres of Agricultural Preserves in the Subregion.

POLICIES AND RECOMMENDATIONS

Study and determine the possible benefit from promoting agricultural uses in the Subregion. Explore the potential for development of agricultural services and agri-tourism in Tecate to promote East County agricultural products. [AWM]

SPECIFIC PLAN AREAS

KETCHUM RANCH SPECIFIC PLAN AREA

The Ketchum Ranch Specific Plan proposes a multi-use concept, a residential community with recreational and visitor oriented commercial uses on approximately 1,300 acres next to Jacumba.

The Ketchum Ranch Specific Plan proposal shall create a community in harmony with the existing town of Jacumba and provide services to the existing residents of Jacumba. It will also be sensitive in its design to the natural and historical resources of the Jacumba area. Adequate provisions shall be made to prevent periodic flooding originating at the Mexican border.

TECATE SPECIAL STUDY AREA

Tecate, USA and Tecate, Mexico lie within the Tecate Valley and share many resources, including air quality, water, and weather. The Tecates are connected to State Route 94 and the international border by State Route 188. The Tecate Valley has retained much of its national beauty, which has been recognized by the designation of State Route 188 as a scenic corridor.

The Tecates are physically separated by the International Border and the border fence. The uses of land on each side of the border currently are significantly

different. Tecate, USA is dominated by trucking, storage and other border-related uses, with a very small residential component. Tecate, Mexico has a population of more than 100,000 residents. Many residents of Tecate, Mexico and the surrounding area drive through Tecate, USA and westerly along State Route 94 to the urban areas of San Diego County (such as Rancho San Diego and the eastern portions of Chula Vista) to purchase goods and services not readily available in stores where they live.

As a result, State Route 94 is heavily traveled between those urban areas and Tecate, causing traffic congestion and safety concerns, along with a number of environmental impacts. The Tecate SSA is intended to create a cross-border community and to promote development of Tecate, USA as an International Trade Community with commercial and industrial uses intended to provide goods and services that compliment the needs of the residents of Tecate, Mexico.

Establishing Tecate, USA as an International Trade Community provides an opportunity to redevelop the existing portions of Tecate in proximity to the International Border as well as to develop the large, generally flat area northerly along State Route 188 in a coordinated manner, while also reducing vehicle traffic on the heavily traveled State Route 94. The reduction in traffic would also have the beneficial effects of reducing energy consumption, air pollution, and reduce the generation of greenhouse gases.

The vision for the Tecate, USA community is based upon developing commercial and industrial uses that reduce vehicle traffic reaching State Route 94 rather than developing residential dwelling units, which are readily available in Tecate, Mexico.

The Goals and Policies outlined herein for the Tecate SSA are designed to allow the development of commercial uses largely not available to residents of Tecate, Mexico. In this regard, the SSA includes a vehicle trip limit of approximately 65,000 Average Daily Trips (ADT) ends.

Sufficient roadway capacity will need to be provided within Tecate, USA to ensure adequate property access. Planning and development shall be coordinated with the federal government to ensure that sufficient border crossing capacity is maintained.

The Tecate Valley has retained much of its natural beauty, which should be considered during the implementation of the Tecate SSA. The SSA should include design criteria that respect the State Route 188 scenic corridor. Additionally, the SSA should identify the infrastructure needed to support the land use designations and logical phasing. Currently, Tecate, USA does not have adequate infrastructure to serve the proposed SSA. Therefore, the SSA implementation will consider which facilities will be needed to serve the community and how those facilities will be provided. All property development will comply with County requirements and standards related to water and wastewater facilities.

Land Use Plan

Issue SSA 1.1 A mix of commercial uses needs to be developed to reduce trips into the urban areas of San Diego County. While the topography near the Port of Entry limits development of large flat building pads, it does provide an opportunity for development of uses that compliment the Port of Entry. North of this border area along State Route 188, is a large generally flat area, which represents an excellent opportunity for larger commercial development. A companion component for the development of Tecate, USA will be fostering industrial land uses that emphasize International Trade, and develops land uses that generate increased sales and property tax revenues, while lessening the need for typical public services such as schools, parks, and other population-based services.

Goal SSA 1.1 A Land Use Plan with a mix of commercial and industrial uses tailored to reduce trips into the urban areas of the County of San Diego by developing as a complement to the existing populations in Tecate, Mexico and revitalize the existing underutilized development.

Policy SSA 1.1.1 Encourage commercial development in areas with appropriate topography and road access, as a complete plan that integrates revitalization of existing underutilized sites and allows growth in appropriate areas.

Policy SSA 1.1.2 Require the development plan to include design guidelines that will create a distinctive entry to Tecate USA, and will unify the land uses across the multi-ownership.

Goal SSA 1.2 Development of an integrated transportation plan that includes a road network to accommodate traffic from automobiles, pedestrians, and other modes of transportation on a regional and local level to tie the development to Tecate, Mexico.

Policy SSA 1.2.1 Require the development plan to include traffic analysis and establish land uses based on the Kimley-Horn Traffic Study (See Appendix A: Kimley-Horn Associated 9 May 2009 memo, subject: Tecate Sponsor Group Proposed Land Use and Traffic Modeling) to capture existing through traffic and limit traffic on State Route 94 to 65,000 average daily trips from originating from the SSA.

Policy SSA 1.2.2 Periodically review traffic conditions relative to new development in Tecate USA to demonstrate that uses are achieving the desired interaction with Mexico and limiting the traffic burden on State Route 94. Make adjustments to the land plan and intensities where necessary to better achieve the desired balance between growth within Tecate, while limiting the effects on State Route 94.

Policy SSA 1.2.3 Arrange retail uses in nodes such that visits to multiple businesses can be made on foot. As development intensity in Tecate increases, consideration should be given to a shuttle service that would

transport shoppers between the border crossing and retail establishments in Tecate, USA.

Implementation of the SSA will require a General Plan Amendment, a Mountain Empire Subregional Plan Amendment, zoning implementation, and a Specific Plan that will describe and designate land uses, design guidelines, and infrastructure consistent with the goal of creating an International Trade Community.

The inclusion of this SSA for the Tecate community in this Subregional Plan is considered a County-initiated General Plan Amendment, although privately processed, that does not require further approval as a Plan Amendment Authorization by the Board of Supervisors to begin its planning process in compliance with the Goals and Policies in this Subregional Plan. The SSA within the Subregional Plan on Figure 3-A anticipates requiring a General Plan Amendment, Subregional Plan Amendment, Rezone, and the adoption of a Specific Plan. There are no time limits or prohibitions relative to the processing and approval of said General Plan Amendment and Mountain Empire Subregional Plan Amendment, rezoning and/or Specific Plan.

The Goals and Policies and Recommendations of the Tecate SSA are adopted within this Subregional Plan.

STAR RANCH SPECIAL STUDY AREA (SSA)

The Star Ranch Special Study Area (SSA) is composed of 2,160-plus acres located within the western portion of the Cameron Corners Village; extending to the Rural Lands west of the Village boundary (see Figure 3-B). Wetlands are located within the boundary of the SSA. However, the wetlands are also considered as prime agricultural lands. This SSA is intended to determine if changes to the Land Use Map, adopted August 2011, can enhance the economic and social viability of both the Village and the community of Campo / Lake Morena, while minimizing impacts to sensitive resources and maintaining the rural character of the community.

A mix of commercial and residential land uses in the vicinity of the Cameron Corners Village is necessary to enhance the vitality of the Campo / Lake Morena community, while minimizing environmental impacts and maintaining its rural character. The current lack of goods, services, and employment opportunities in this community requires its residents to travel long distances, often on a daily basis. Therefore, the availability of additional local goods, services, and employment opportunities, along with residential development to support them would potentially provide a community-wide benefit.

Implementation of the Star Ranch SSA shall include the studies identified below:

Infrastructure Study —This Study shall identify opportunities and constraints for providing infrastructure to new development. Specific topics for analysis include the sufficiency and quality of groundwater to accommodate growth, as well as opportunities for shared wastewater

facilities. The availability of fire protection, schools, medical facilities, telecommunications infrastructure, other public services, and the potential for transportation impacts should also be considered for providing appropriate levels of service that are acceptable in a community while retaining its rural character. The Infrastructure Study should consider options for creating an environmentally sustainable community with specific attention paid to energy use, carbon emissions, and water supply and reuse.

Economic Study — This Study shall identify development opportunities that are available and necessary to facilitate investment, build infrastructure, support public services, and ensure an adequate jobs-to-housing ratio. The Economic Study should examine the feasibility of implementing a pilot Transfer of Development Rights program within the Campo / Lake Morena Community or the larger Mountain Empire Subregion. Specific attention should be paid to employment opportunities for area residents, as well as opportunities for increased tourism and recreation in the community. Additionally, the Economic Study should examine the options for revenues necessary to support new and existing residents, which could be generated for local public services, such as libraries, schools, Sheriff, and fire protection.

Land Use Study — This Study shall, with consideration to the findings from the Infrastructure Study and the Economic Study, provide the framework for development of a land use plan that would accommodate a level of residential, commercial, civic, and other employment-producing land uses to balance sustaining a community with maintaining its rural character. The process of preparing the Land Use Study will include a Public Planning Process with community workshops, meetings, and design charrettes to determine appropriate land uses that achieve general consensus with residents, property owners, stakeholders, and the County of San Diego. The land use study should include a land use plan that offers a variety of housing types to accommodate residents of diverse age, family size, and income level, as well as options providing opportunities for public gathering places, civic uses, and "main street" commercial areas. The Land Use Study should include design guidelines that retain the community's rural character, while limiting impacts to environmentally constrained lands, including the conservation, rehabilitation and/or incorporation of these valuable resources.

Completion of the studies identified above may be achieved in coordination with, and may be embodied in, the technical and other studies being prepared by the Star Ranch property owner as a part of the Star Ranch land use entitlement application process through the County of San Diego.

The Goals and Policies outlined herein for the Star Ranch SSA are designed to allow the development of commercial and residential uses that both respect and enhance the viability of the Cameron Corners Village and reduce environmental

impacts, while accommodating the potential for additional development beyond that shown on the Land Use Map adopted in August 2011.

Goal SSA 2.1 A Land Use Plan with a mix of commercial and residential uses that enhance the vitality of Cameron Corners and the greater community of Campo / Lake Morena, while minimizing environmental impacts and retaining the rural character of the community.

Policy SSA 2.1.1 Require new commercial development to recognize existing commercial businesses and attempt to integrate new development so as to provide an overall community benefit without adversely impacting existing businesses.

Policy SSA 2.1.2 Require the pattern and design of new residential development to reflect both the rural character of the community and the compact form of development consistent with the General Plan Guiding Principles.

Goal SSA 2.2 A mobility network that enhances public connectivity and walkability in the Cameron Corners Village, while still maintaining the community's rural character.

Policy SSA 2.2.1 Provide a public road and trail network that considers and enhances existing development patterns, while respecting the rural character of the community.

Policy SSA 2.2.2 Provide a public network of non-motorized trails and pathways that connects the residential development to community facilities and commercial areas.

3. HOUSING

GOAL

ENSURE THAT ADEQUATE, AFFORDABLE SHELTER IS PROVIDED FOR ALL RESIDENTS OF THE MOUNTAIN EMPIRE SUBREGION IN A WAY THAT IS CONSISTENT WITH ITS RURAL CHARACTER.

FINDINGS

The Housing Element of the General Plan sets forth goals, policies, and action programs that are designed to adequately provide for the housing needs of all economic segments of the County. In most cases, the policies and action programs are targeted toward the larger, more urbanized communities. However, there are some policies that involve issues affecting all parts of the County.

The Tecate SSA is based upon developing commercial and industrial land uses that reduce vehicle traffic on State Route 94 through the provision of goods and services desired by the more than 91,000 residents of Tecate, Mexico.

The lack of adequate housing for the County's farm workers is of concern. However, the Subregion does not have significant labor-intensive agricultural activities.

POLICIES AND RECOMMENDATIONS

1. Take those steps necessary to ensure that the private sector is able to provide for the housing needs of the Subregion's low and moderate income households. [AP]
2. Designate appropriate parcels within the Subregional communities for multi-family or mixed use development. [AP]
3. Identify and inventory areas with underused infrastructure when revising this Subregional Plan. This could be instrumental in minimizing housing costs, as well as actualizing economics from infilling. [AP]
4. Study and determine if there is a need for farm employee housing in the Subregion. [AP]
5. Study and determine if there is a need for creating emergency housing for the homeless in the Subregion. [AP]
6. If a project is in conformance with the General Plan and if the Subregion has had a certified Environmental Impact Report (EIR) done for it, then the EIR may be used as a master environmental assessment. This would provide the applicant with a central source of current information on potential regional impacts, including the cumulative and growth inducing impacts of the project, making it necessary to address only site specific impacts. [PP]
7. The demand for low income housing anticipated for the Potrero Valley Planning Area can be accommodated at the Twin Lakes Trailer Park. [PP]

4. MOBILITY

GOAL

IMPROVE THE TRANSPORTATION SYSTEM TO PROVIDE FOR SAFE AND EFFICIENTLY MAINTAINED TRAVEL THROUGHOUT THE SUBREGION, WHILE MAINTAINING THE RURAL ATMOSPHERE AND NATURAL BEAUTY OF THE AREA.

FINDINGS

Transportation facilities have significant design, location, and environmental impacts on community character.

Primary access to the Mountain Empire Subregion is provided by Interstate 8, a limited access freeway with interchanges at the following:

- Buckman Springs Road;
- Cameron Road and Old Highway 80;
- Crestwood Road and Old Highway 80; and
- Ribbonwood Road (Highway 94) and Carrizo Gorge Road.

Secondary access to the Subregion is provided by State Route 94 and Old Highway 80, which serve to connect the Rural Villages of the Subregion.

Buckman Springs Road is the principal north-south access road within the Subregion.

The current road network can accommodate the existing and planned increases in population without encountering capacity problems. Large portions of the Subregion are not served by roads. Access to public lands is not required, and, for those areas in private ownership, local roads will be built as development occurs. In general, traffic volumes generated by existing and proposed land use designations will not warrant any addition to, or expansion of, Mobility Element roads, with the possible exception of State Route 188 to implement the traffic reducing land uses planned for the Tecate Subregional Group Area.

Some community groups have identified traffic safety and parking problems within their communities as issues that should be addressed.

POLICIES AND RECOMMENDATIONS

1. Consider prohibiting trucks, one ton and over, from parking on Thing and Emery Roads in Tecate. [DPW]
2. Request CalTrans to study the safety aspects of SR-94 in the vicinity of Tecate Road. [DPW]

5. PUBLIC FACILITIES AND SERVICES

GOAL

PROVIDE THE FACILITIES AND LEVEL OF SERVICE NECESSARY TO SATISFY THE NEEDS OF THE SUBREGION.

FINDINGS

San Diego Gas and Electric (SDG&E) maintains a 69 kilovolt (KV) overhead transmission line that runs through the middle of the Boulevard Planning Area. In addition, the Southwest Powerlink transmission line runs west and east through the entire Subregion. SDG&E has substation facilities located in Boulevard and Cameron Corners. It is possible that development within the vicinity of these power transmission facilities can have an effect upon SDG&E's ability to patrol, maintain, and repair them.

POLICIES AND RECOMMENDATIONS

1. Maintain unobstructed access to and along the path of existing power transmission facilities and lines.
2. Any proposed grading, improvements, or other encroachments to the substation or transmission right-of-ways must be reviewed by SDG&E.
3. Any alteration of drainage patterns affecting the substation or transmission line right-of-ways should be reviewed and approved by SDG&E.
4. Uses proposed for property adjacent to substations or transmission line right-of-ways should be reviewed for possible impacts to the power facilities and vice versa.

6. CONSERVATION

ENVIRONMENTAL RESOURCES GOAL

ENSURE THAT THERE IS CAREFUL MANAGEMENT OF ENVIRONMENTAL RESOURCES IN THE AREA IN ORDER TO PREVENT WASTEFUL EXPLOITATION OR DEGRADATION OF THOSE RESOURCES AND TO MAINTAIN THEM FOR FUTURE NEEDS.

FINDINGS

The Subregion contains a variety of different plant and animal habitats, as well as numerous rare and endangered plant and animal species.

Residents recognize the native oaks as a significant historical, aesthetic, and ecological resource that contribute to the distinctive character of many areas of the Mountain Empire Subregion.

Important geological resources are also present which include the following:

a) An assortment of land formations, some of which have scenic value;

b) Groundwater resources; and

c) Soils of biological significance.

There are significant limitations to groundwater resources, and sewage disposal capabilities are affected by certain soil characteristics.

Numerous archaeological and historical sites have been identified in the Subregion, which attests to a rich history of human habitation.

POLICIES AND RECOMMENDATIONS

1. All development shall demonstrate a diligent effort to retain as many native oak trees as possible. [PP]
2. Encourage sewer districts to implement a wastewater reclamation program in areas where groundwater is not abundant. [AP]
3. Floodways shall be maintained in their natural state unless findings can be made that a threat to public safety exists. [GEN]
4. The dark night sky is a significant resource for the Subregion and appropriate steps shall be taken to preserve it. [GEN]
5. Development shall not adversely affect the habitat of sensitive plant and wildlife species or those areas of significant scenic value. [PP]
6. The Jacumba Hotel should be restored, if at all possible. [AP, PP]

7. RECREATION

It is the policy of the Board of Supervisors that the Recreation Chapter of the Mountain Empire Subregional Plan shall provide for satisfying the park needs of the community in accordance with the overall guidelines of the General Plan (Board Policy No. F-26). The Recreation component of the General Plan is incorporated in the Conservation and Open Space Element. The following is intended to give direction and guidelines for providing and fulfilling the requirements of park and recreation needs for the citizens of the Mountain Empire Subregion.

GOAL

SUPPORT RECREATIONAL OPPORTUNITIES TO MEET COMMUNITY NEEDS AND ENRICH THE LIVES OF ALL RESIDENTS BY ESTABLISHING A BALANCED SYSTEM OF RECREATION FACILITIES AND SERVICES.

FINDINGS

The County Local Park Planning Area for the Mountain Empire exceeds the boundaries of the Subregion. The communities of Descanso and Pine Valley are also served by the Laguna/Mountain Empire Local Park Planning Area. For this reason, park facilities and development priorities for Descanso and Pine Valley are included in this Recreation Element.

Existing Regional Park and Recreation Facilities[4]

John Lyons - Lake Morena Park - 3,250-acre lakefront park with facilities for camping, fishing, hiking, and entrance to the Pacific Crest Trail. As funds become available, additional water related activities may be developed.

Mountain Springs Park - 137 acres of undeveloped land adjacent to Anza-Borrego State Park to be preserved as open space for future needs.

In-Ko-Pah Park - 159.65 acres of undeveloped land also adjacent to Anza-Borrego State Park to be preserved as open space for future needs.

Pine Valley Park - This 17.07-acre park is considered a subregional facility. The large acreage allows the park to be used extensively by local Pine Valley residents and by visitors from the entire Laguna/Mountain Empire Area. Facilities include family and group picnic areas, play areas, ballfields, a tennis court, and horseshoe and shuffleboard courts. This facility is maintained by the County of San Diego Department of Parks and Recreation.

[4] Does not include facilities identified in Subregional Group Area sections (Boulevard and Potrero)

Existing Local Park and Recreation Facilities[4]

Tecate Planning Area

Because of the limited population, there are no existing local park facilities and none are being currently developed.

Campo/Lake Morena Planning Area

Campo Stone Store is a 1.04 acre parcel containing a historic building open for community use.

Jacumba Planning Area

Jacumba Community Park consists of one parcel of about 20 acres of undeveloped land, which is intended to be developed with local park facilities.

POLICIES AND RECOMMENDATIONS

1. Through the cooperation of the San Diego County Parks and Recreation Department and local sponsor groups, the coordination and maximum use of existing recreational facilities shall be undertaken. [DPR]
2. Future development of park and recreation facilities are to be coordinated with the location and needs of local school facilities in order to promote joint use and most effective use of resources. [DPR]
3. So that Park Land Dedication Ordinance Funds may be used to develop local park facilities, County Service Areas, alternative taxing agencies, or other organizations are to be created to provide ongoing park maintenance and operation services for each community requiring park facilities within the Subregion. [GEN]
4. In order to proceed with any local park improvements, joint powers or cooperative agreements will be required with the affected community organization. These agreements will be prepared when local groups have established maintenance and operation capabilities. [DPR]
5. Future Development - Regional Facilities: As funds become available, additional water-related activities may be developed at John Lyons - Lake Morena Park. [DPR]

6. Future Development - Local Facilities: The Mountain Empire Subregion meets the County General Plan goal for local park land provided per 1,000 in population5. Consequently, County Parks Department and local Sponsor Group's review of park and recreation needs has concentrated on facility development rather than acquisition. Review of possible future acquisition needs should occur along with large scale development proposals. Facility development is recognized and prioritized as follows and is to occur as staffing, funding, and maintenance and operation capabilities become available. [DPR]

   a. Jacumba - Develop local park facilities at the 20-acre Jacumba Community Park site in accordance with Jacumba Community Service Districts maintenance capabilities and the needs of the citizens of Jacumba.

   b. Campo - Expand or improve local park facilities at the Campo Community center site, leased from the County by the Lake Morena/Campo Fund, Inc. Organization, to meet the needs of the citizens of the Campo Community and the organization's operation and maintenance capabilities.

      Establish a local Historical Society Chapter at the Campo Stone Store to enhance and protect its State Historical Designation and to preserve local historical culture, artifacts, and information.

   c. Tecate - No park facilities are planned for the near term. If additional local park land is needed to serve the forecast population, means to acquire additional parkland will be assessed.

7. Local Park Acreage Goals

   The County General Plan Conservation and Open Space Element, Parks, Open Space, and Recreation section establishes a goal of ten acres of local park land for every 1,000 persons. Aggregate totals for the Mountain Empire Subregion show that it currently has 15.3 acres of local park land for every 1,000 population, which by the year 2030 this will shrink to 10.0 acres per 1,000 population. The breakdown of park acreage by planning area is:

Planning Area	Local Park Acreage	2010 Population	2030 Projected Population (1)
Tecate	------		
Potrero	55.00		
Campo/Lake Morena	0.57		
Boulevard	3.14		
Jacumba	20.00		
TOTALS:	88.71	5,815[6]	8,844[7]

[5] Conservation and Open Space Element Goal COS-21.
[6] SANDAG Profile Warehouse http://profilewarehouse.sandag.org/profiles/est/cocpa1952est.pdf, August 2010
[7] SANDAG 2050 Regional Growth Forecast for 2030, February 2010

8. The Jacumba Sponsor Group recommends that Park Land Dedication fees collected from the Ketchum Ranch Specific Plan area be spent for park and recreation facilities within the Jacumba Planning Area. [DPR]

8. ENERGY CONSERVATION

GOAL

ENSURE THAT THE CONSERVATION OF NON-RENEWAL ENERGY RESOURCES IS PURSUED IN A WAY THAT IS NOT DETRIMENTAL TO THE RURAL LIFESTYLE.

FINDINGS

Site planting and building design can be used to reduce heating and cooling costs, and to provide more comfortable indoor and outdoor living spaces.

Advances in technology are producing energy effective housing designs and improvements in home energy systems.

POLICIES AND RECOMMENDATIONS

1. New development should utilize alternative energy technologies, especially active and passive solar energy systems. [GEN]
2. Protected courtyards, porches, arcades, loggias, verandas, and overhangs are effective means of shading exterior wall surfaces and windows from direct sun exposure. These elements are easily added to buildings as temperature moderating elements. An additional benefit is their ability to add character to a building. [GEN]
3. Deciduous trees used on the south and west sides of a building can provide shade in summer, while allowing sun penetration in winter. [GEN]
4. Roof overhangs on south facing walls offer effective protection of window areas from summer sun, while admitting lower winter sun rays. [GEN]
5. South-facing courtyards may be used to create protected outdoor spaces, giving the site a more favorable micro climate for year-round activities. [GEN]

9. SCENIC HIGHWAYS

GOAL

ESTABLISH A NETWORK OF SCENIC HIGHWAY CORRIDORS WITHIN WHICH SCENIC, HISTORICAL AND RECREATIONAL RESOURCES ARE PROTECTED AND ENHANCED.

FINDINGS

There are eight scenic corridors identified on the Scenic Highways Figure C-5 in the County General Plan Conservation and Open Space Element that pass through the Mountain Empire Subregional Plan Area.

1. Tecate Road (State Route 188), from the Mexican border north to State Route 94;
2. Potrero Valley Road, from State Route 94 to Potrero County Park;
3. Lake Morena Drive from Buckman Springs Road, north to Morena Lake;
4. Oak Drive, from Lake Morena Drive North to Buckman Springs Road.
5. Interstate 8, from State Route 79 east to the Imperial County Line;
6. State Route 94, from State Route 125 to Interstate 8;
7. Buckman Springs Road, from Lake Morena Drive to State Route 94; and.
8. Old Highway 80, from the Central Mountain Subregion to Interstate 8.

POLICY CODE EXPLANATION

The responsibility for carrying out the policies of this community/subregional plan does not lie solely with the Department of Planning and Land Use (DPLU). The cooperation of private property owners, developers, decision-makers and numerous other entities both public and private is necessary to make these policies successful.

A code has been placed at the end of each policy in the plan text which identifies it with the County department or the sub-departmental section of the Department of Planning and Land Use which would be most likely to take the lead in carrying out the policy (see below). In addition, there is a category for those policies that are of general concern to all persons or groups that might be involved in development or plan implementation.

This approach can make detailed information regarding policies easier to locate and it can aid staff in charting the progress of the plan.

CODE

GEN	Policy of General Application
DPW	Department of Public Works
DPR	Department of Parks and Recreation
DHS	Department of Health Services
DPLU	Department of Planning and Land Use

AP	-	Advance Planning
PP	-	Project Planning
B	-	Building Division
C	-	Code Enforcement

APPENDIX A: RESOURCE CONSERVATION AREAS

This overlay identifies lands requiring special attention in order to conserve resources in a manner best satisfying public and private objectives. The appropriate implementation actions will vary depending upon the conservation objectives of each resource but may include public acquisition, establishment of open space easements, application of special land use controls, such as cluster zoning, large lot zoning, scenic or natural resource preservation overlay zones, or by incorporating special design considerations into subdivision maps or special use permits. Resource Conservation Areas shall include, but are not limited, to groundwater problem areas, coastal wetlands, native wildlife habitats, construction quality sand areas, littoral sand areas, astronomical dark sky areas, unique geological formations, and significant archaeological and historical sites.

Within Resource Conservation Areas, County departments and other public agencies shall give careful consideration and special environmental analysis to all projects that they intend to carry out, propose, or approve, and shall select those conservation actions most appropriate to the project and consistent with the intent of this overlay designation.

Section 6, Conservation, of this Subregional Plan provides policies and recommendations for environmental resources within the Subregion. This appendix identifies Resources Conservation Areas within the Subregion and includes Figure 4, Resource Conservation Area Map, showing their location.

CRITERIA

The following criteria were used in selecting resources worthy of conservation:

- Areas necessary for the protection of wildlife and representative stands of native vegetation.
- Areas containing rare and/or endangered plants.
- Wildlife habitats which are:
    - in large blocks, if possible;
    - wide, rather than long and narrow to minimize adverse effects along their margins; and
    - in contact with other wild areas and floodplains to provide migration corridors.
- Areas containing mineral resources. Conservation measures should ensure future availability.

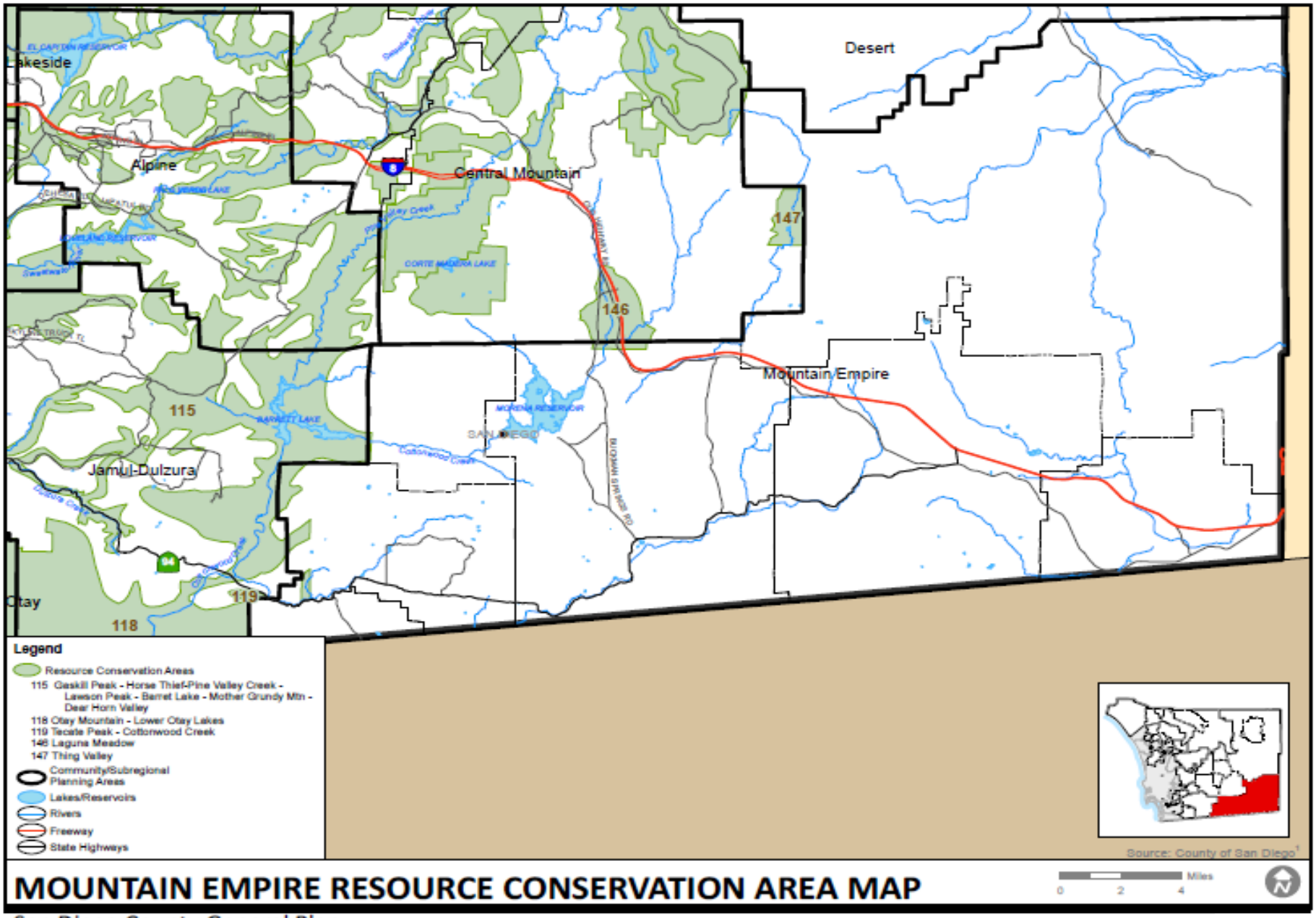
RESOURCE CONSERVATION AREAS

115. Gaskill Peak, Horse Thief-Pine Valley Creek, Lawson Peak, Barrett Lake, Mother Grundy Mountain, Deer Horn Valley

Lawson Peak is a scenically important mountain, as well as biologically important area, because of the presence of the threatened Felt leaf rock mint, Gander's butterweed, and the rare Campo clarkia and Creeping sage. This Resource Conservation Area also contains the Riparian and Oak woodlands of Hollenbeck Canyon, Pringle Canyon, and Dulzura Creek. The rock formation namesake for this mountain is a prominent landscape feature for the Dulzura area. It also contains some of the rare and endangered species that occur in the Barrett RCA. Resources in this area include Tecate Peak, as an international landmark, Cottonwood Creek, and its waterfall, Riparian woodlands, as well as rare and endangered plants, such as Mountain misery, the spectacular Campo pea, Cleveland monkey flower, Dense reed grass, Slender pod caulanthus, Gander's butterweed, and Orcutt's brodiaea.

119. Tecate Peak Cottonwood Creek

Resources in this area include Tecate Peak as an international landmark, Cottonwood Creek and its waterfall, Riparian woodlands, stands of the rare Tecate cypress, as well as rare and endangered plants, such as Mountain misery, the spectacular Campo pea, Cleveland monkey flower, Dense reed grass, Slender pod caulanthus, Gander's butterweed, and Orcutt's brodiaea.



MOUNTAIN EMPIRE RESOURCE CONSERVATION AREA MAP

San Diego County General Plan

Figure 4

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APPENDIX B

KIMLEY-HORN ASSOCIATES MEMO

Tecate Sponsor Group Proposed Land Use and Traffic Modeling

May 21, 2009

Kimley-Horn
and Associates, Inc.

Memorandum

Suite 600
401 B St
San Diego, California
92101

To: Devon Muto
Department of Planning and Land Use, County of San Diego

From: Dave Sorenson, T.E.
Adam Dankberg, P.E.
Kimley-Horn and Associates, Inc.

Date: May 21, 2009

Subject: Tecate Sponsor Group Proposed Land Use and Traffic Modeling

This technical report summarizes and evaluates the Tecate Sponsor Group's proposed land plan for the Tecate area of San Diego County. Tecate, USA currently has minimal development, but is located directly across the international border from Tecate, Mexico, which has a population of 94,000. Tecate, USA is relatively isolated from other more populated communities in San Diego County, such as Jamul (21 miles), Rancho San Diego (26 miles), and eastern Chula Vista (28 miles). As such, the Tecate Sponsor Group desires to develop a land use plan focused on interacting with the nearby, heavily populated Tecate, Mexico. The Sponsor Group also seeks to create an economically viable plan that does not overburden the traffic load on State Route 94. A land use plan focused on appealing to Mexican consumers may actually improve State Route 94 by attracting shoppers locally that would otherwise travel into San Diego and other shopping areas accessed by State Route 94. The Tecate Sponsor Group has retained a consultant team to help develop a plan that meets the above objectives, and this team has been in dialogue with County staff to help refine the plan.

Market Demand in Mexico for Tecate, USA Services

One of the first steps in developing the plan was to determine the demand from Mexican residents for services in the USA. Economic Research Associates was retained to prepare a retail analysis specifically targeting those crossing from Mexico into the United States at the Tecate border crossing. The resulting study, Tecate Retail Analysis II, March 22, 2007, reached the following conclusions:

TEL 619 234 9411
FAX 619 234 9433

- Mexican residents crossing into Tecate were asked their primary reason for entering the USA:
    - 59% - Shopping
    - 19% - Work/Business
    - 15% - Family/Social Visit
    - 7% - Other reasons
- Mexican residents crossing into Tecate were asked why they preferred to shop in the USA:
    - 85% - Better Prices/Value
    - 42 % - Better Quality
    - 31% - More Variety
- Mexican residents crossing into Tecate were asked what type of goods they were looking for in the United States:
    - 78% - Clothing
    - 43% - Groceries/Food
    - 9% - Electronics
    - 8% - Shoes
- Mexican residents crossing into Tecate were asked what stores they would like to shop
    - 68% - WalMart
    - 38% - Target
    - 28% - Costco
    - 17% - Ross
    - 13% - Home Depot
    - 10% - Sears
- The study concluded that based on the area's regional location, approximately 76% of the shoppers in Tecate, USA would be from Tecate, Mexico, with 12% coming from the US within a 15 minute drive to the Tecate, and the remaining 12% coming from the USA with a drive in excess of 15 minutes from Tecate.
- Tecate, Mexico shoppers create a demand that would support approximately 870,000 square feet of retail use by the year 2020.

Review of General Plan Update Traffic Studies

Transportation modeling efforts performed for the County of San Diego's General Plan Update were reviewed to determine the interaction of the County's Proposed Project land uses with uses in Mexico as well as the rest of San Diego County. Kimley-Horn commissioned SANDAG to conducted several traffic model runs, including select zone traffic assignments for the traffic analysis

zones in Tecate, USA and the traffic analysis zone representing vehicles entering the United States from Tecate, Mexico. Kimley-Horn reviewed both the Series 10 General Plan traffic model and the updated Series 11 traffic model, with the inclusion of General Plan land uses. Based on a review of the modeling data by Kimley-Horn, County staff and consultants, and SANDAG staff, the following conclusions were reached:

- The General Plan traffic model dramatically underrepresented the traffic interaction between Tecate, USA and Mexico.
- The traffic model matched too much traffic internally amongst the three Tecate, USA Traffic Analysis Zones.
- Traffic on State Route 94, west of Tecate Road, was shown by the General Plan traffic model to exceed the capacity of that roadway, resulting in projected Level-of-Service F conditions.
- Traffic projections for the Tecate Sponsor Group plan should be developed based on the findings of this modeling review and the economic analysis.

Tecate Sponsor Group Land Use Plan

A land use plan was developed to best respond to retail market demands from Tecate, Mexico, as shown by the economic study. **Figure 1** displays the Tecate Sponsor Group land use plan; however, a Specific Plan will be prepared for the community and the intensity and distribution of land uses will be determined during the preparation and adoption of that document. The plan includes certain elements of the Proposed Project land use plan, but with a number of modifications. The Sponsor Group plan incorporates a total of just under 100 acres of retail use, corresponding to approximately 1 million square feet of actual building area. The retail is focused along Tecate Road to maximize visibility to motorists traveling up from Mexico. The retail would be located in two areas. The first area would be on both sides of Tecate Road between the border and Humphries Road. The second area would be located north of Humphries Road on the east side of Tecate Road. This area was intentionally placed on the east side to facilitate ease of flow into the site (right-turn movements) and designed with deep parcel sizes that may attract the larger multi-faceted retailers desired by Mexican shoppers.

The remainder of the plan is similar to the Board Referral Alternative, with the exception that nearly all Medium Impact Industrial was changed to Limited Impact Industrial, to reflect actual market demands and to reduce trip making potential. Limited impact industrial uses include warehousing, storage, and light

industrial business park. These uses have less environmental impact and generate fewer trips than the manufacturing/assembly-associated uses incorporated into the medium impact industrial classification, allowing for an increase in total acreage, while reducing the total trip generation.

Trip Generation

Trip generation for the plan was calculated using building square footage estimates and detailed selection of appropriate land use types, since many of the uses proposed in the Sponsor Group plan were specifically selected to capture traffic crossing the border, based on the market research. Trip rates were utilized from the SANDAG Brief Guide of Vehicular Traffic Generation Rates. Modeled trip rates that are assigned by broad land use classification were deemed to be too general for this effort. **Table 1** displays the trip generation estimates for the Sponsor Group Plan. This plan generates about 65,000 daily trip ends, of which seventy-four percent is attributable to retail activity. Residential use occupies most of the land, but due to the very low density (1 dwelling unit per 10, 20 or 40 acres), only about 90 dwelling units are anticipated to be built. Industrial use is located on approximately 350 acres and generates about twenty-five percent of the trips. See Table 1 for the mix of specific land use types assumed for each land use designation.

Table 2 compares the land use and trip generation of the Tecate Sponsor Group Plan to the Proposed Project analyzed in the General Plan Environmental Impact Report. The Sponsor Group plan generates about two-thirds of the traffic of the Proposed Project, largely due to the shift in industrial intensity and by limiting uses to those that would likely interact with Tecate, Mexico.

Trip Interaction

The Tecate Sponsor Group plan was designed such that the majority of trip ends generated in Tecate, USA will not be utilizing State Route 94. **Figure 2** was prepared to illustrate the interaction that is expected for retail uses. Forty percent of the retail trips are expected to be made by Mexican shoppers. Another forty percent of the retail trips are expected to occur between other uses in Tecate, USA. These uses include residential, employment/industrial, and other retail sites (linked shopping trips). Due to the time penalty associated with crossing the international border and the lack of competing retail centers anywhere near the area, it is anticipated that many shoppers to the area will visit multiple retail stores. The remaining twenty percent of the retail trips would use State Route 94. The split of trips between those using SR-94 to/from the east and those using SR-

94 to/from the west was based on a select zone assignment for Tecate, USA of the General Plan Update EIR traffic forecast model.

Figure 3 shows the distribution of industrial trips. Thirty-five percent of the industrial trips are expected to cross into Tecate, Mexico. It is expected that most industrial sites developing in Tecate will have some type of interaction with Mexico, due to proximity to the border and isolation from the more populated portions of San Diego County. Twenty percent of the industrial trips are expected to interact with Tecate residential (workers) and retail (lunch and service trips). The remaining forty-five percent of the industrial trips would use State Route 94. The split of trips between those using SR-94 to/from the east and those using SR-94 to/from the west was based on a select zone assignment for Tecate, USA of the General Plan Update EIR traffic forecast model.

Figure 4 shows the distribution of residential trips from Tecate. The overall number of residential trips is minor compared with the number of retail and industrial trips due to the minimal amount of residential development anticipated to occur in the area. Seventeen percent of the residential trips are expected to cross into Mexico (one round trip per day per dwelling unit). Half of the residential trips would interact with other uses in Tecate, USA. The remaining one-third of the trips (two round trips out of town per day per dwelling unit) would use State Route 94.

Figure 5 summarizes the combined trip distribution of all proposed uses in Tecate, USA. As shown, just less than 25,000 daily trips are expected to interact between Tecate, USA and Mexico. This reflects thirty-eight percent of the total trip ends in Tecate, USA. About twenty-six percent of the trips will travel on State Route 94 to the east and west. The remainder of the trips will be between uses in Tecate, USA.

Table 3, shown below, displays the assumed interaction between Tecate, USA uses. It should be noted that most of the retail internal interaction is to/from other retail sites in the community. This is logical in that many of the shopping trips from Mexico will likely involve stops at multiple stores.

Table 3
Internal Trip Interaction between Tecate uses (in daily trip ends)

From/To	Retail	Industrial	Residential
Retail	15,577	3,127	486
Industrial	3,127	0	54
Residential	486	54	0

Figure 6 shows the resulting daily traffic volumes on roadways within Tecate, including traffic crossing the border and on State Route 94. The amount of traffic from Mexico shown traveling on State Route 94 is approximately the same as existing conditions, which is a conservative approach since many existing shopping trips from Mexico would no longer need to use State Route 94. **Figure 7** depicts the traffic volumes assigned to County Circulation Element roadways in the areas influenced by Tecate traffic patterns. As shown in Figure 7, all roadways operate at acceptable LOS D or better conditions. Per the County General Plan Update Environmental Impact Report traffic forecast model, SR-94 is classified as a two-lane Community Collector with Improvement Options throughout the study area with a total of capacity of 19,000 daily trips. As noted on this figure, Tecate Road will require further analysis to determine the roadway width, which will depend on the spatial distribution of specific land uses within Tecate. Given the existing level of detail in the analysis, it is recommended that Tecate Road be a four lane Major Street, and the right-of-way width required by a six-lane Prime Arterial be reserved to allow for expansion should future studies indicate the need for additional capacity.

Additional Land Use Plan Considerations

While the land use plan shown in Figure 1 meets a number of stakeholder objectives, it is likely that future site development patterns will result in modifications to the precise placement of specific land uses and parcel access points. In order to ensure that any revisions to the land use plan do not substantially alter the conclusion of this report that SR-94 would operate effectively with Sponsor Group plan, the daily trip generation for the area covered by the plan should be limited to 65,000 total trips. Refinement of the land use plan may require modifications to the proposed internal Tecate transportation network, including Tecate Road and associated collectors.

Additional site design and transportation elements should be encouraged as the land use plan comes to fruition. Encouragement of the development of shuttle, pedestrian and bicycle facilities near the border will further encourage trips from Mexico to remain in Tecate and utilize the planned commercial uses in the area. In addition, with the projected increase in cross-border interaction with Mexico, demands on border-crossing inspection facilities will increase, resulting in potential impact. The Sponsor Group plan provides additional parcels for federal inspection facilities beyond those identified in the Proposed Project. The extent to which existing inspection facilities will require expansion will need to be considered by federal agencies.

SR-94 currently has truck use restrictions due to the rural character of the roadway. Between SR-125 and Otay Lakes Road, it is classified as a Terminal

Access Route, allowing use by all California Legal Trucks. Between Otay Lakes Road and Tierra del Sol Road (located two miles west of the junction with I-8), SR-94 is classified as a California Legal Advisory Route. Over this stretch of 38 miles of SR-94, a Truck Advisory is in effect. Over this stretch, trucks with a kingpin-to-rear-axle length of 30 feet or greater are not advised. Between Tierra del Sol Road and I-8, SR-94 is classified as a Terminal Access Route. SR-188 (Tecate Road) has a similar Truck Advisory as SR-94 between SR-94 and Humphries Road. Between Humphries Road and the border it is classified as a California Legal Route, allowing use by all California Legal Trucks. It is anticipated that future development in the Tecate area will need to abide by these advisories.

Summary

The above analysis indicates that, given a land use plan focused on attracting Mexican consumers and minimizing traffic to/from other portions of San Diego County, development can occur in Tecate while maintaining State Route 94 as a two-lane roadway. The land use plan developed and contained in this memorandum leans on the economic analysis performed of border crossers at Tecate, which indicates strong Mexican demand for American retail uses near the border crossing. Given the remoteness of Tecate, USA to other populated areas on the American side of the border, it is anticipated that the trips generated by the proposed land uses will be primarily linked within the Tecate, Mexico and Tecate, USA area, minimizing trips on State Route 94.

<u>Attachments:</u>

Figure 1: General Plan Update – Tecate Sponsor Group Land Use Plan

Figure 2: Tecate, USA Retail Trip Distribution with Sponsor Group Proposed Land Use

Figure 3: Tecate, USA Industrial Trip Distribution with Sponsor Group Proposed Land Use

Figure 4: Tecate, USA Residential Trip Distribution with Sponsor Group Proposed Land Use

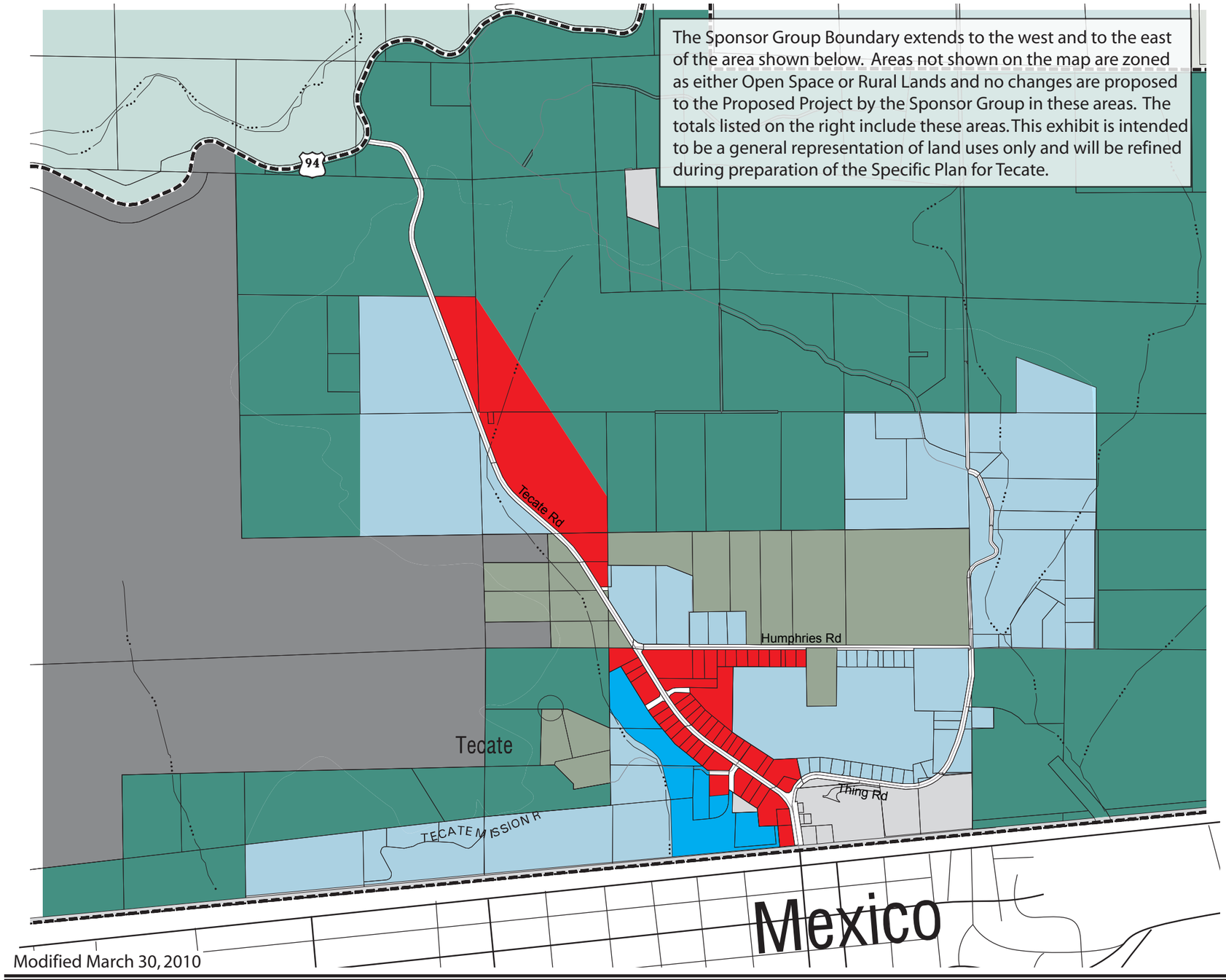
Figure 5: Tecate, USA Total Trip Distribution with Sponsor Group Proposed Land Use

Figure 6: Daily Roadway Volumes with Sponsor Group Land Use

Figure 7: 2030 Level of Service and Daily Volumes with Sponsor Group Land Use

Table 1: Proposed Tecate Land Uses Trip Generation Summary

Table 2: Tecate Land Use Comparison



Modified March 30, 2010

Sponsor Group Proposed Land Use Map

Village Residential (VR-29), 29 du/ac	
Village Residential (VR-24), 24 du/ac	
Village Residential (VR-20), 20 du/ac	
Village Residential (VR-14.5), 14.5 du/ac	
Village Residential (VR-10.9), 10.9 du/ac	
Village Residential (VR-7.3), 7.3 du/ac	
Village Residential (VR-4.3), 4.3 du/ac	
Village Residential (VR-2.9), 2.9 du/ac	
Village Residential (VR-2), 2 du/ac	
Semi-rural Residential (SR-1), 1 du/1,2,4 ac	
Semi-rural Residential (SR-2), 1 du/2,4,8 ac	
Semi-rural Residential (SR-4), 1 du/4,8,16 ac	
Semi-rural Residential (SR-10), 1 du/10,20 ac	118.0 ac
Rural Lands (RL-20), 1 du/20 ac	
Rural Lands (RL-40), 1 du/40 ac	3125.5 ac
Rural Lands (RL-80), 1 du/80 ac	
Rural Lands (RL-160), 1 du/160 ac	
Specific Plan Area (densities indicated in italics)	
Office Professional	
Neighborhood Commercial	
General Commercial	96.2 ac
Rural Commercial	
Limited Impact Industrial	326.6 ac
Medium Impact Industrial	23.1 ac
High Impact Industrial	
Village Core Mixed Use	
Public/Semi-Public Facilities	23.6 ac
National Forest and State Parks	
Tribal Lands	
Open Space (Recreation)	
Open Space (Conservation)	
Military Installations	
Forest Conservation Initiative Overlay	
Area Subject to Further Refinements	
County Water Authority Boundary	
Tecate Sponsor Group Boundary	
Adjacent Community Plan and Sponsor Group Boundary	
Jurisdictional Boundary	

NOT TO SCALE

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Figure 1

General Plan Update - Tecate Sponsor Group Land Use Plan

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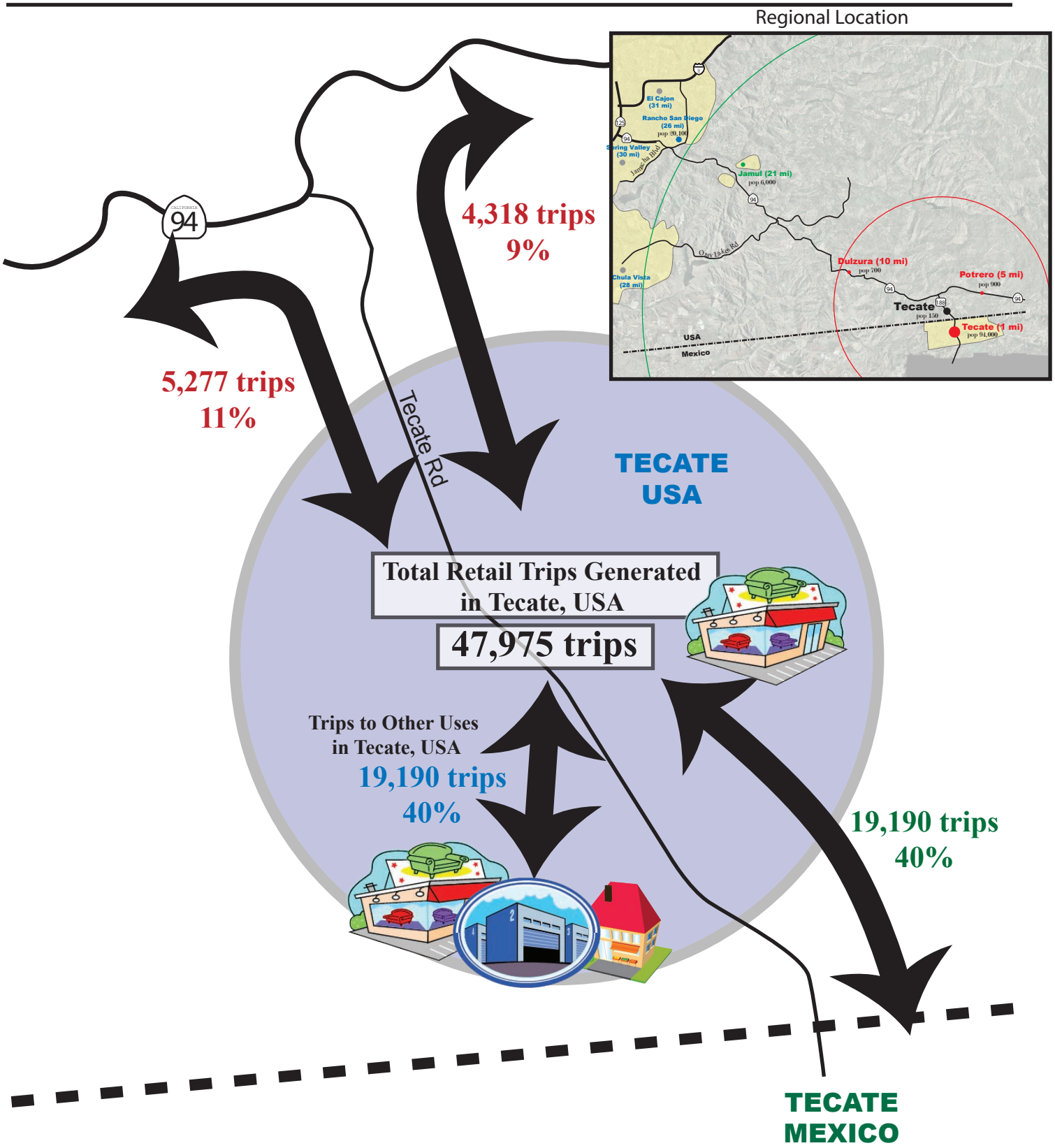

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FIGURE 2

Tecate, USA Retail Trip Distribution with Sponsor Group Proposed Land Use

K:\TPTO\095591000\Figures\Retail Trips.ai

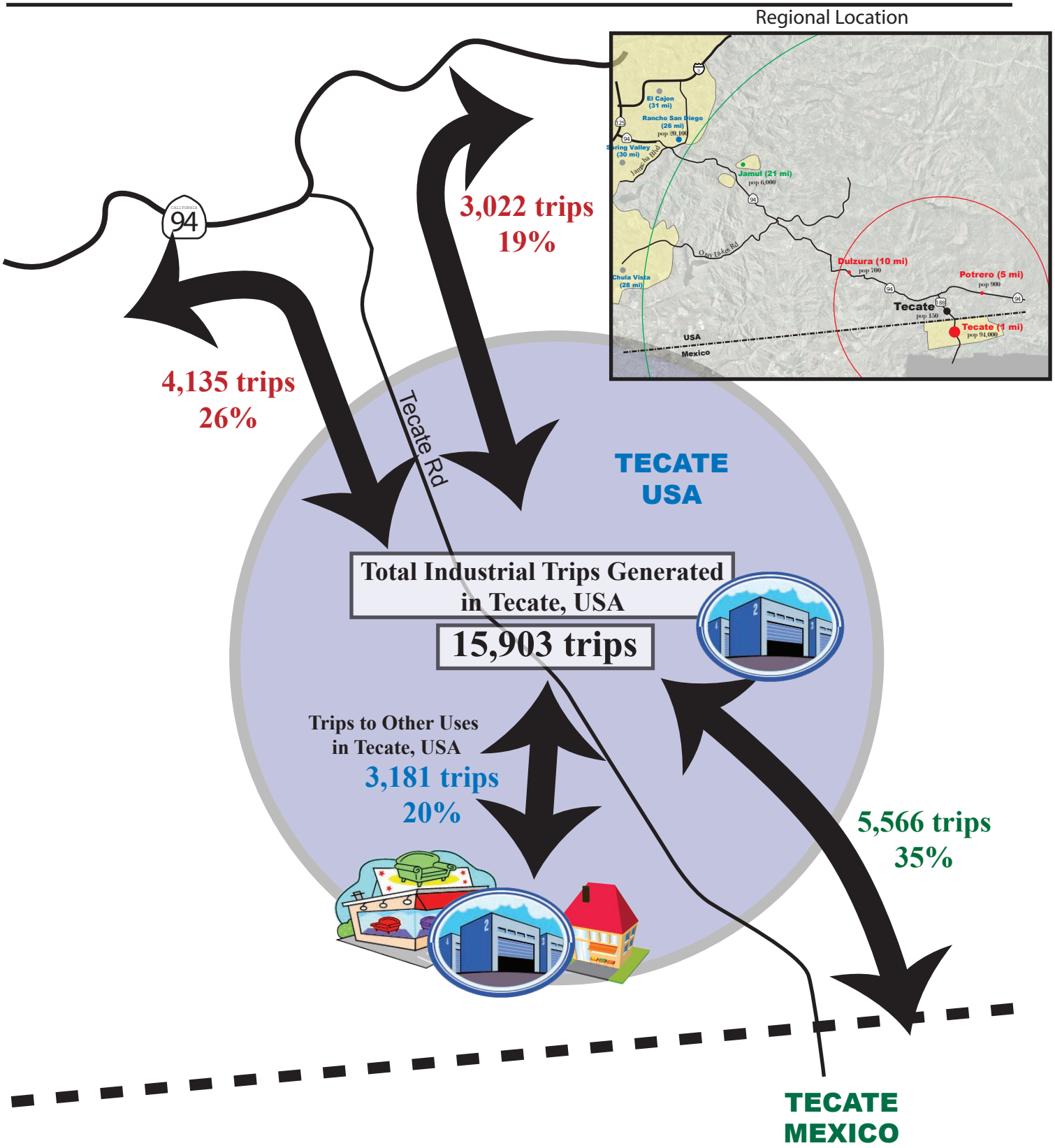

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FIGURE 3

Tecate, USA Industrial Trip Distribution with Sponsor Group Proposed Land Use

K:\TPTO\095591000\Figures\Industrial Trips.ai

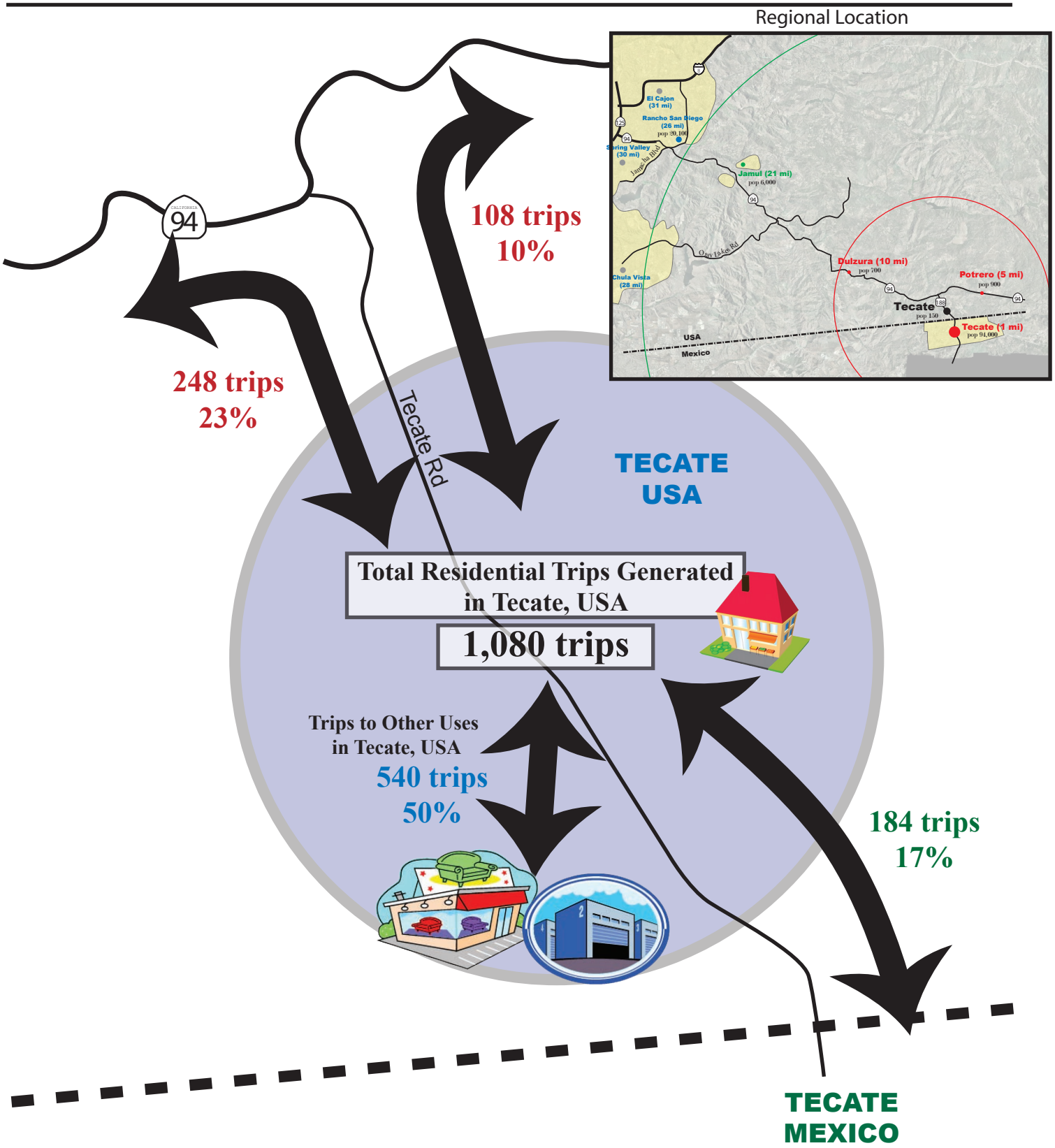

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FIGURE 4

Tecate, USA Residential Trip Distribution with Sponsor Group Proposed Land Use

K:\TPTO\095591000\Figures\Residential Trips.ai

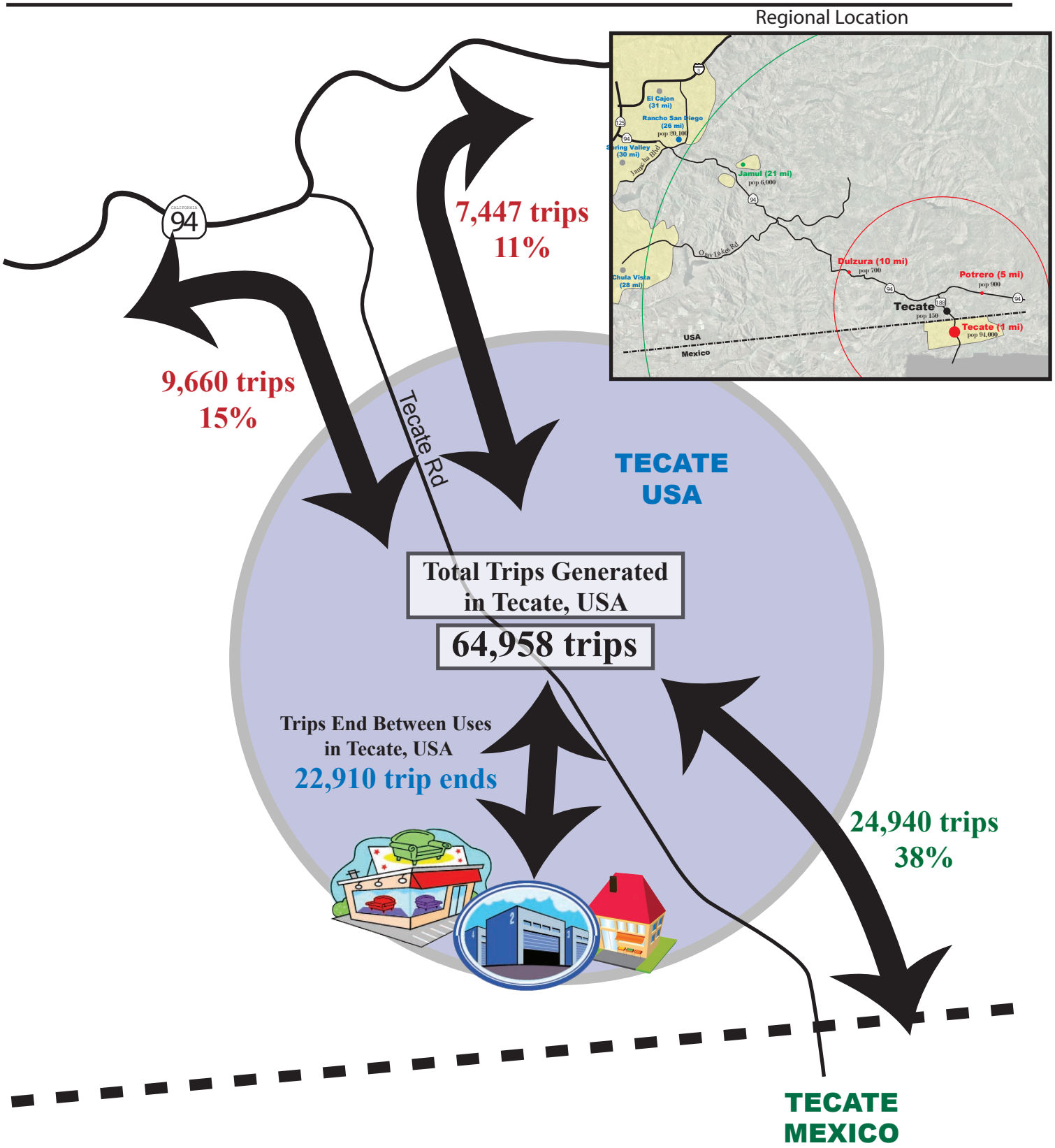

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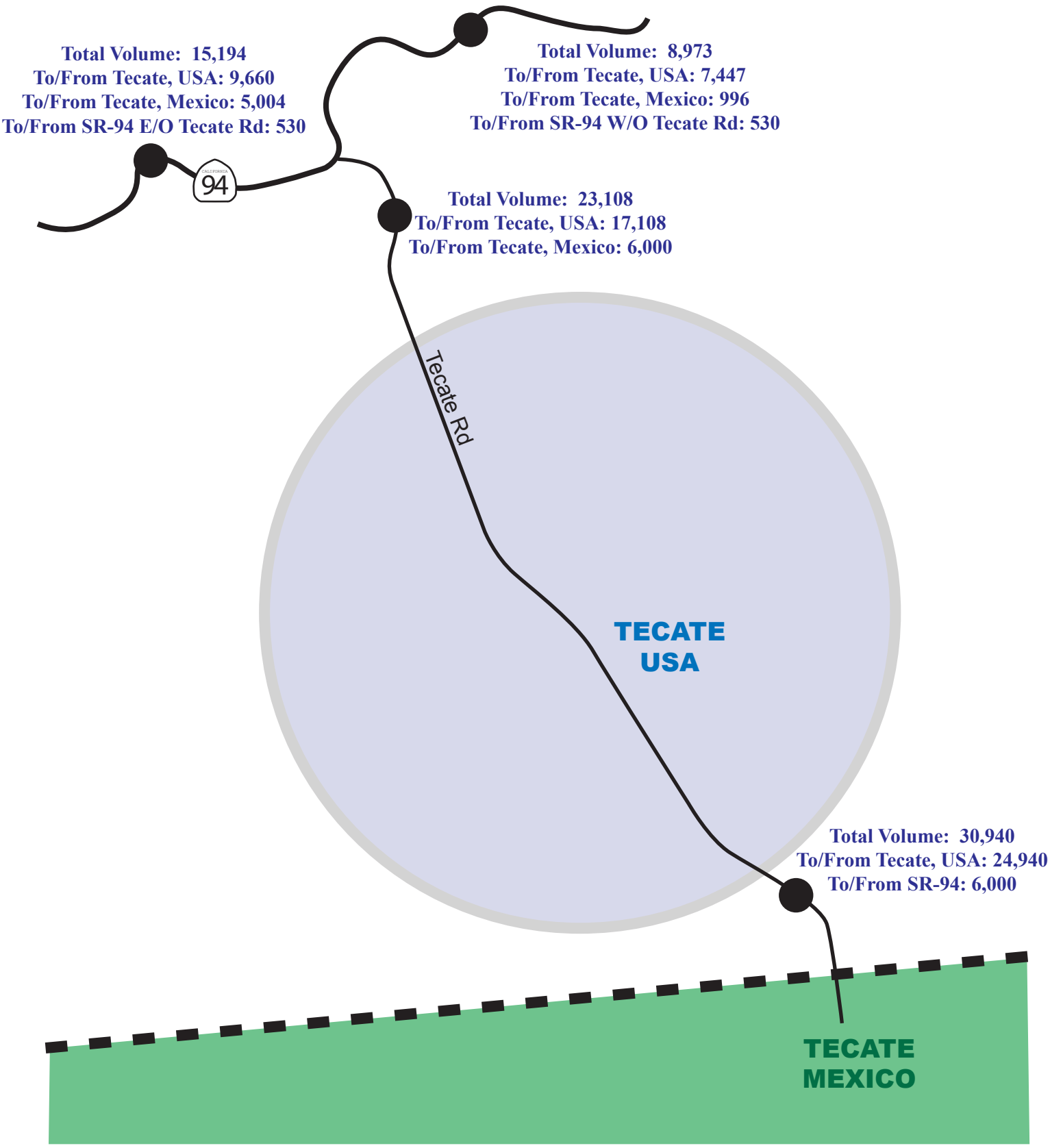
FIGURE 5

Tecate, USA Total Trip Distribution with Sponsor Group Proposed Land Use

K:\TPTO\095591000\Figures\Total Trips.ai



Note: Volumes are daily and bi-directional

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FIGURE 6

Daily Roadway Volumes with Sponsor Group Land Use

K:\TPTO\095591000\Figures\Tecate Roadway Vols.ai

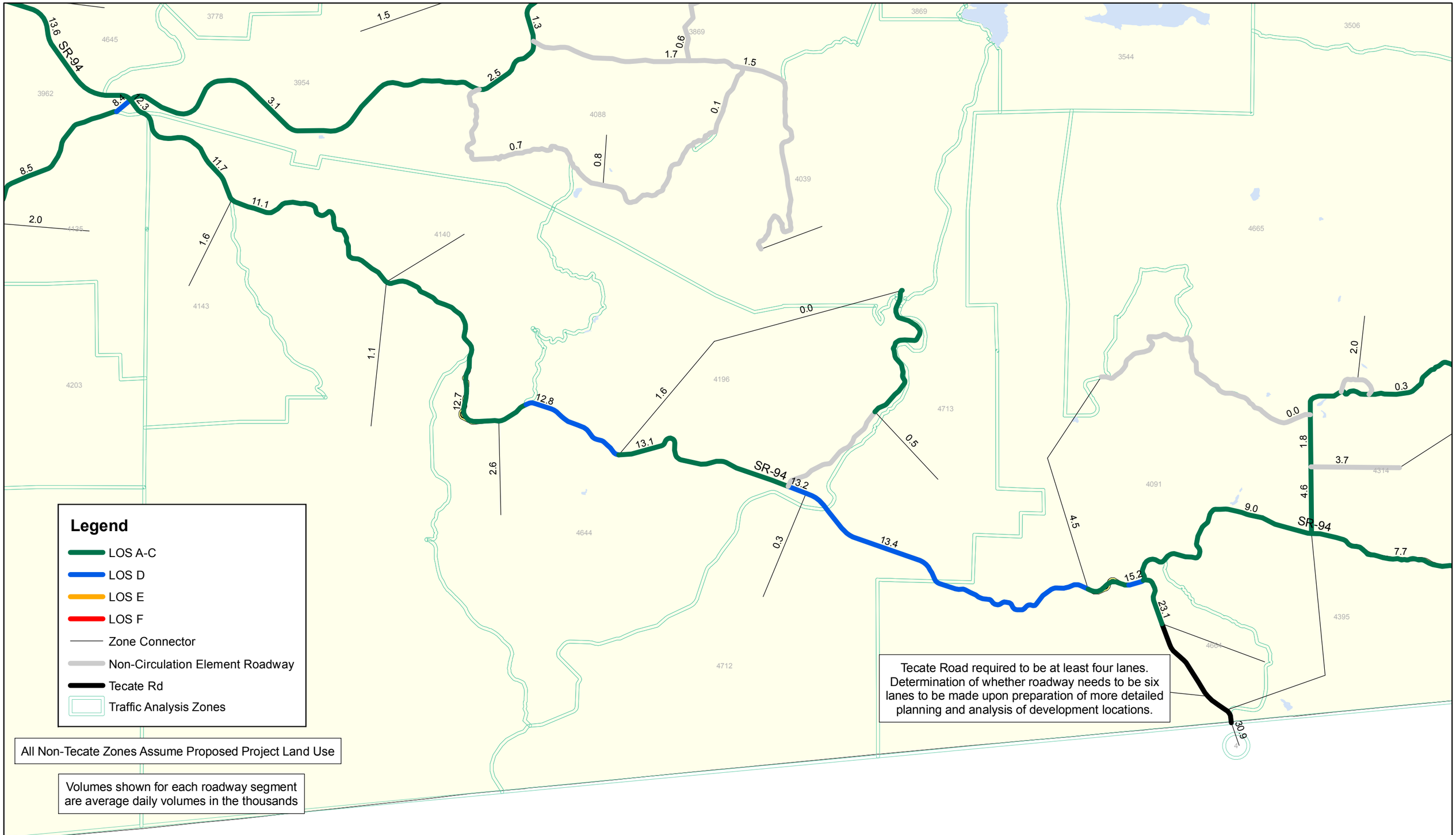

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Figure 7

2030 Level of Service and Daily Volumes with Sponsor Group Land Use

TABLE 1
PROPOSED TECATE LAND USES TRIP GENERATION SUMMARY

Land Use	Land Use as listed in SANDAG	Units[1]	Trip Rate[2]	Daily Trips	AM Peak-Hour					PM Peak-Hour				
					% of ADT[2]	In:Out Ratio[2]	In	Out	Total	% of ADT[2]	In:Out Ratio[2]	In	Out	Total
DRIVEWAY TRIPS[3]														
Residential Uses														
Semi-Rural Residential	Estate, Urban or Rural	12 du	12 / du	144	8%	3.00 : 7.00	3	9	12	10%	7.00 : 3.00	10	4	14
Rural Lands	Estate, Urban or Rural	78 du	12 / du	936	8%	3.00 : 7.00	22	53	75	10%	7.00 : 3.00	66	28	94
Commercial Uses														
General Commercial	Community Shopping Center	126 ksf	80 / ksf	10,057	4%	6.00 : 4.00	241	161	402	10%	5.00 : 5.00	503	503	1,006
General Commercial	Specialty Retail/Strip Commercial	251 ksf	40 / ksf	10,057	3%	6.00 : 4.00	181	121	302	9%	5.00 : 5.00	453	452	905
General Commercial	Drugstore	63 ksf	90 / ksf	5,657	4%	6.00 : 4.00	136	90	226	10%	5.00 : 5.00	283	283	566
General Commercial	Discount Store	126 ksf	60 / ksf	7,543	3%	6.00 : 4.00	136	90	226	8%	5.00 : 5.00	302	301	603
General Commercial	Furniture Store	63 ksf	6 / ksf	377	4%	7.00 : 3.00	11	4	15	9%	5.00 : 5.00	17	17	34
General Commercial	Lumber Store	63 ksf	30 / ksf	1,886	7%	6.00 : 4.00	79	53	132	9%	5.00 : 5.00	85	85	170
General Commercial	Auto Parts Sales	63 ksf	60 / ksf	3,771	4%	0.00 : 0.00	0	151	151	10%	0.00 : 0.00	0	377	377
General Commercial	Gas Station with/Food Mart	8 vfs	160 / vfs	1,280	7%	5.00 : 5.00	45	45	90	8%	5.00 : 5.00	51	51	102
General Commercial	Motel	25 oc	9 / oc	225	8%	4.00 : 6.00	7	11	18	9%	6.00 : 4.00	12	8	20
General Commercial	Storage	58 ksf	2 / ksf	117	6%	5.00 : 5.00	4	3	7	9%	5.00 : 5.00	5	6	11
General Commercial	Hardware/Paint Store	58 ksf	60 / ksf	3,502	2%	6.00 : 4.00	42	28	70	9%	5.00 : 5.00	158	157	315
General Commercial	Garden Nursery	58 ksf	40 / ksf	2,335	3%	6.00 : 4.00	42	28	70	10%	5.00 : 5.00	117	116	233
General Commercial	Auto Repair Center	58 ksf	20 / ksf	1,167	8%	7.00 : 3.00	65	28	93	11%	4.00 : 6.00	51	77	128
Industrial Uses														
Limited Impact Industrial	Industrial Park (no commercial)	711 ksf	8 / ksf	5,691	11%	9.00 : 1.00	563	63	626	12%	2.00 : 8.00	137	546	683
Limited Impact Industrial	Warehousing	1,067 ksf	5 / ksf	5,335	13%	7.00 : 3.00	485	209	694	15%	4.00 : 6.00	320	480	800
Limited Impact Industrial	Storage	1,778 ksf	2 / ksf	3,557	6%	5.00 : 5.00	107	106	213	9%	5.00 : 5.00	160	160	320
Medium Impact Industrial	Industrial Park (no commercial)	63 ksf	8 / ksf	503	11%	9.00 : 1.00	50	5	55	12%	2.00 : 8.00	12	48	60
Medium Impact Industrial	Manufacturing/Assembly	126 ksf	4 / ksf	503	19%	9.00 : 1.00	86	10	96	20%	2.00 : 8.00	20	81	101
Medium Impact Industrial	Warehousing	63 ksf	5 / ksf	314	13%	7.00 : 3.00	29	12	41	15%	4.00 : 6.00	19	28	47
NET TRIP GENERATION =				**64,958**			**2,334**	**1,280**	**3,614**			**2,781**	**3,808**	**6,589**

Note:
1. ksf = thousand square feet; vsf = vehicle fueling stations; ac = acres; oc = occupied rooms
2. Trip rates referenced from the Brief Guide of Vehicular Traffic Generation Rates for the San Diego Region, SANDAG, April 2002
3. Driveway trips are the total number of trips generated by a site.

K:\TPTO\095591000\Excel\[591000TG01.xlsx]Summary

TABLE 2
TECATE LAND USE COMPARISON

Land Use	Land Use by Alternative (ac)	
	Sponsor Group Proposal	Proposed Project Alternative
Semi-rural Residential (SR-10)	118.3	118.3
Rural Lands (RL-40)	3125.5	3220.7
Total Residential	3243.8	3339.0
General Commercial	96.2	63.8
Rural Commercial		4.1
Streetfront Commercial		3.8
Other Commercial		1.2
Total Commercial	96.2	72.9
Church		14.3
Limited Impact Industrial	326.6	17.4
Medium Impact Industrial	23.1	255.4
Warehousing/Storage		16.1
Total Industrial	349.7	288.9

	Sponsor Group	Proposed Project
Daily Total Trip Generation	64,958	93,339

Note: Daily trip generation for Proposed Project alternative from SANDAG series 10 GPU model run. Daily trip generation for Sponsor Group land use from projected land uses, floor-to-area ratios, and corresponding SANDAG daily trip generation rates.

K:\TPTO\095591000\Excel\[Model Trip Gen.xlsx]Comparison