

SAN YSIDRO COMMUNITY PLANNING GROUP

NOTICE OF REGULAR MEETING

Location:

San Ysidro School District Education Center
4350 Otay Mesa Road [north of Beyer Blvd]
in San Ysidro, California

Monday, June 18, 2018 at 7:00 p.m.

Chairman: Michael Freedman (619) 690-3833 [messages only]

City Planner: Elizabeth Ocampo Vivero (619) 236-6301

Except for Public Comment, Items Appearing On This Agenda May Be Acted Upon
Without Further Notice as Allowed by the Brown Act [California Gov. Code, §54950 et.seq.]

1. **Call to Order, Introduction, and Roll Call**
2. **Agenda & Minutes**
 - a. **Approval of the Published Agenda**
 - b. **Approval of Minutes.**
 - (1) Regular Meeting of May 21, 2018
3. **Communications, Announcements and Special Orders**
 - a. **Chairman**
 1. Parks Master Plan Open House 6-8 pm, Wed., June 27, 2018, San Ysidro Community Activity Center, 179 Diza Rd, San Ysidro. Learn about the Parks Master Plan and provide your input.
 - b. **Board Members**
 - c. **Elected Officials and Public Servants.**
 - d. **Members of the Public**
4. **Public Comment on Matters Not on the Agenda.**

Any person may address the SYCPG regarding matters which are not shown in this Agenda. Comments and inquiries must be related to the SYCPG purposes (City Council Policy 600-24). The Chair can limit comment to a set period of time per item, or per speaker. The "Brown Act", a State law, does not allow any discussion of, or action to be taken on, items not properly noticed to the public.

SAN YSIDRO COMMUNITY PLANNING GROUP

5. Docket Items:

a. **Beyer Blvd Senior Apartments** (Arnulfo Manriquez, MAAC). Initial review of a proposed 101-unit affordable senior community at 4132 Beyer Blvd (APN 638-190-27-00 & 638-190-28-00) in the CC-3-6 zone (High Density [community serving residential/commercial]) of the *San Ysidro Historic Village Specific Plan* [Beyer Blvd Trolley District] on two abutting parcels totaling 1.3 acres (56,628 sf). Near to the MTS Blue Line Trolley. Two 3-story buildings over podium parking, community room, outdoor space, service space, and on-site laundry. Unit mix: 80 one BR (550sf); 20 two BR (800sf). Parking for 50 autos. CC-3-6 zone is intended to accommodate development with a high intensity, pedestrian orientation; residential use permits a maximum density of 1 dwelling unit for each 1,000 square feet of lot area; residential prohibited on the ground floor in the front 30 feet of the lot.

b. **SANDAG/MTS Community Benefits Package** (David Flores, Casa Familiar rep). Letter of Support *“demanding Community Benefits Package agreements for any funding spent by SANDAG and MTS in increasing their capacity to operate and take local community funds and small businesses away from our collective vision for San Ysidro...”* and requesting a community forum to discuss future planning, investment and operation surrounding the San Ysidro Land Port of Entry and benefits to San Ysidro. Propose identifying a 5% community benefits package integrated into the project financing.

e. **Special Election Results.** (Chairman Freedman). Announcing the results of the Special Election held on June 18, 2018. There are three vacant seats from the regular election in March 2018. Two seats expire April 2022, to be filled by the two candidates with the highest number of votes. One seat expires in April 2020, to be filled by the candidate with the third highest number of votes. There were two candidates for the three seats: Mr. Jason Wells, representing the San Ysidro Chamber of Commerce (“Business” – Not-For-Profit) and Mr. Alfonso Zermeno (“Property Owner”).

6. Subcommittee Reports

a. There are no active subcommittees.

7. Representative’s Reports

- a. SY POE Expansion & Reconfiguration - (Aguirre)
- b. SY Smart Border Coalition – (Flores)
- c. Community Planners Committee – (Meza)
- d. Otay Mesa Planning Group - (Lopez)

8. Adjournment

SAN YSIDRO COMMUNITY PLANNING GROUP

ATTENDANCE RECORD

APRIL 2018 - MARCH 2019

	APR 2018	MAY 2018	JUN 2018	JUL 2018	AUG 2018	SEP 2018	OCT 2018	NOV 2018	DEC 2018	JAN 2019	FEB 2019	MAR 2019	MEETINGS MISSED
AGUIRRE	P	A											1
CASTANEDA	P	A											1
CHAVARIN	P	P											NONE
FLORES	P	P											NONE
FREEDMAN	P	P											NONE
GONZALEZ	A	P											1
GOUDEAU	P	A											1
LOPEZ	P	P											NONE
MARTINEZ	P	A											1
MEZA	P	P											NONE
PEREZ	P	P											NONE
QASAWADISH	P	A											1
CITY COUNCIL POLICY 600-24 & SYCPG BYLAWS REQUIRE THAT A SEAT <u>MUST BE</u> DECLARED VACATED WHEN THERE ARE: 3 <u>CONSECUTIVE</u> ABSENCES, <u>OR</u> 4 <u>TOTAL</u> ABSENCES BETWEEN APRIL 2018 AND MARCH 2019 Note: Adjourned Meetings and Special Meetings are not counted for attendance purposes.													

SAN YSIDRO COMMUNITY PLANNING GROUP

Minutes from May 21, 2018

1. **Call to order:** At 5:40 p.m. Chairman Michael Freedman called meeting to order.

Roll Call: Present: M. Chavarin; D. Flores; M. Freedman; B. Gonzalez; R. Lopez; B. Meza; A. Perez.

Absent: M. Aguirre; F. Castaneda; J. Goudeau; A. Martinez; D. Qasawadish

Quorum of 7 present at Call to Order, Item #2a, 2.b.1, 2.b.2, 5.a,5.b, 5.c, 5.d, 5.e

2. **Agenda & Minutes**

a. **Approval of Published Agenda:** A motion was made by R. Lopez and seconded by D. Flores to approve the Agenda as Published. Motion Passed (7-0-0). Yes: M. Chavarin; D. Flores; M. Freedman; B. Gonzalez; R. Lopez; B. Meza; A. Perez. No: None. Abstain: None.

- b. **Approval of Minutes:**

(1) Minutes of 2/26/2018 - A Motion was made by B. Gonzalez and seconded by D. Flores to approve the corrected version of Minutes of February 26, 2018. Motion Passed (7-0-0) Yes: M. Chavarin; D. Flores; M. Freedman; R. Lopez; B. Gonzalez; B. Meza; A. Perez. No: None. Abstain: None.

(2) Minutes of 4/16/18 – A Motion was made by B. Meza and seconded by B. Gonzalez to approve the Minutes of April 16, 2018 as published. Motion Passed (7-0-0). Yes: M. Chavarin; D. Flores; M. Freedman; B. Gonzalez; R. Lopez; B. Meza; A. Perez. No: None. Abstain: None.

3. **Announcements:**

- a. **Chairman:**

1. San Ysidro Library: Last Chance to get Community Tile with your name on it. Community Tile Program ends May 31, 2018. More information at www.supportmylibrary.org/sy.

- b. **Board Members:**

1. D. Flores – Sin Limites May 31st, 6 pm. Updates on “Living Rooms” Project, Upgrade to Blanche St., and Air Quality Monitoring. SANDAG will present an update to the Border to Bayshore Bikeway.

- c. **Elected Officials and Public Servants:**

1. Carlos Lacarra, San Diego Police Department:

(a) Communicated that Southern Division is transitioning in shift changes between morning and evening, newer officers will start on late shift. Also informed on new graduating class of officers.

(b) A new Neighborhood Policing Division will deal with homeless complaints. Please report any complaints to neighborhoodpolicing@pd.sandiego.gov.

d. **Members of the Public:**

1. Alex Christodoulou - Representing Intersectional Health Project will be hosing a free water quality testing event. Testing water for lead levels on May 29, 2018 from 5-8 pm at the Col. Irving Salomon Community Center. Anyone from the neighborhood can bring a sample of their water from home for testing.
2. Jason Wells:
 - (a) San Ysidro Chamber of Commerce will be hosting the 7th Annual Independence Day Festival at Larsen Field on July 1, 2018 from 3 pm to 10 pm.
 - (b) SYCC will be working with SANDAG to host meeting with residents of the Hill St/Center St & E. Beyer Blvd. are to gauge how much residential parking is really needed. This is to identify if design of a bikeway through E. Beyer can be finalized.
3. Arnulfo Manriquez - CEO of the MAAC Project announced that the organization has purchase 1¼ acres of property at the corner of Beyer Blvd and North Lane. MAAC is proposing to develop a mixed-use affordable housing project.

4. **Public Comment on Matters Not on the Agenda:** None

5. **Docket Items:**

- a. **“Welcome the Stranger” Sculpture** (Jim Bleisner, Artist). Illuminated aluminum art piece approximately 40 feet in height set in a customized patio, accessible to the public. Located in the existing parking lot of Our Lady of Mount Carmel Catholic Church. Site is 4.04 acres (175,982sf) located at 2020 Alaquinas Drive (APN 638-060-17-00) in the RS-1-7 zone (Separately Regulated Use) of the San Ysidro Community Plan.
Mr. Bleisner present images of the proposed 40-foot sculpture to be installed at the existing church. The sculpture represents the migrant experience, the Virgin Mary and hope of the Statue of Liberty that is set in a new public patio that is a terraced open space to provide a civic monument and connection between the community and church. Request is to allow the installation of the sculpture and approve under the existing OLMC CUP. Concern was expressed regarding the finishes and metal rusting, the scale being too large and the art piece needing refinement.
A motion was made by B. Meza and seconded by A. Perez to recommend approval of the concept with comments concerning the bulk and scale of the proposed sculpture. Motion Passed (7-0-0). Yes: M. Chavarin; D. Flores; M. Freedman; B. Gonzalez; R. Lopez; B. Meza; A. Perez. No: None. Abstain: None.
- b. **“Living Rooms at the Border”:** (David Flores, Applicant). INFORMATION ONLY. Construction schedule information for a 10-unit affordable housing project and adaptive reuse of a vacated church building at 114-122 W. Hall Ave. (SYCPG previously recommended approval.) The expected start in July 2018. The scope of construction will affect the public right-of-way along Hall Avenue and Tennie Street for underground infrastructure upgrade work. Project completion Summer 2019.
- c. **125 Cypress Dr.** (David Flores, Applicant). INFORMATION ONLY. Advanced notice of underground infrastructure upgrades near Blanche Street and Cypress Drive through a *Project Reinvest: Neighborhoods America* grant. Preparation for future housing development on a 0.65-acre (28,314 sf) site at 125 Cypress Drive (APN 666-020-11-00) in the RM-1-3 zone of the San Ysidro Community Plan and Historic District Specific Plan. Work would begin in July/August and last 4-6 weeks.

- d. **SANDAG/MTS Community Benefits Agreement** (David Flores, Casa Familiar rep). Letter of Support “*demanding community benefits agreements for any funding spent by SANDAG and MTS in increasing their capacity to operate and take local community funds and small businesses away from our collective vision for San Ysidro...*” Requesting a community forum to discuss future planning, investment and operation surrounding the San Ysidro Land Port of Entry and benefits to San Ysidro. Propose identifying a 5% community benefits package integrated into the project financing. Item continued pending draft of letter to be presented at June Meeting.

e. Special Election Actions. (Chair Freedman). A Special Election will be held in June. There are three vacant seats from the regular election in March 2018. Two seats expire April 2022, to be filled by the two candidates with the highest number of votes. Two candidates were present and validated as qualified: Mr. Jason Wells, representing the San Ysidro Chamber of Commerce (“Business” – Not-For-Profit category) and Mr. Alfonso Zermeno (“Property Owner” category.) **A motion was made by B. Meza and seconded by M. Chavarin to accept candidates as qualified for the ballot. Motion Passed (7-0-0). Yes: M. Chavarin; D. Flores; M. Freedman; B. Gonzalez; R. Lopez; B. Meza; A. Perez. No: None. Abstain: None.**

After discussion, it was concurred that the Election will be held on Monday June 18, 2018 from 5:30 – 6:30 pm. Chairman appointed an Election Committee: R. Lopez, M. Chavarin, B. Gonzalez.

6. **Subcommittee Reports:** No Active Subcommittees.

7. **Representative’s Reports:**

- a. **SY POE Expansion & Reconfiguration** (Aguirre): Not present.
- b. **SY Smart Border Coalition** (Flores): SANDAG/MTS Community Benefits Agreement and an update to the Border to Bayshore Bikeway
- c. **Community Planners Committee** (Meza): No Report.
- d. **Otay Mesa Planning Group** (Lopez): Brown Field Airport has been shut down for runway a re-paving project. City needs to upgrade CBP facility. OMPG also approve 1st of 7 Marijuana Processing Facilities (MPF’s.) Subcommittee created for a Southwest Village Area with housing, mixed-use retail center, dedicated parkland and a new school.

8. **Adjournment** – Meeting Adjourned at 7:46 p.m.

Next Regular Meeting June 18, 2017.

Minutes submitted J. Goudeau

WHAT DO YOU THINK ABOUT YOUR CITY PARKS? GET INVOLVED!

We are holding 10 Regional Workshops across the City of San Diego. Pick a date and location convenient for you to come learn about the Parks Master Plan and provide your input.

**Open House format.
Come any time between 6:00PM to 8:00PM**

Wednesday, June 6, 2018

**Linda Vista Recreation
Center, Auditorium**
7064 Levant St, San Diego, 92111

Monday, June 11, 2018

**Robb Field,
Jim Howard Hall Meeting Room**
2525 Bacon St, San Diego, 92107

Tuesday, June 12, 2018

**San Diego Central Library,
Shiley Special Events Suite**
330 Park Blvd, San Diego, 92101

Thursday, June 14, 2018

**Black Mountain Middle School,
Multi-purpose Room**
9353 Oviedo St, San Diego, 92129

Monday, June 18, 2018

**Mid-City
Gym**
4302 Landis St, San Diego, 92105

Tuesday, June 19, 2018

**Skyline Hills Recreation
Center, Gym**
8285 Skyline Dr, San Diego, 92114

Wednesday, June 20, 2018

**Canyonside Recreation Center,
Multi-purpose Room**
12350 Black Mountain Rd, San Diego, 92129

Thursday, June 21, 2018

**Standley Recreation
Center, Gym**
3585 Governor Dr, San Diego, 92122

Monday, June 25, 2018

**Golden Hill Recreation
Center, Gym**
2600 Golf Course Dr, San Diego, 92102

Wednesday, June 27, 2018

**San Ysidro Community
Activity Center, Gym**
179 Diza Rd, San Diego, 92173

You can also provide input in multiple languages at:
cityofsandiegoparksplan.com



PARKS MASTER PLAN



¿QUÉ OPINA SOBRE LOS PARQUES DE SU CIUDAD?

¡PARTICIPE!

Estamos realizando 10 talleres regionales en la ciudad de San Diego. Elija la fecha y ubicación conveniente para usted y aprenda más sobre el Plan Maestro de Parques

Evento de formato casa abierta
Venga a cualquier hora entre 6:00PM y 8:00PM

Miércoles, 6 de junio de 2018

**Linda Vista Recreation
Center, Auditorium**

7064 Levant St, San Diego, 92111

Lunes, 11 de junio de 2018

**Robb Field,
Jim Howard Hall Meeting Room**

2525 Bacon St, San Diego, 92107

Martes, 12 de junio de 2018

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4302 Landis St, San Diego, 92105

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Activity Center, Gym**

179 Diza Rd, San Diego, 92173

También puede aportar con información
disponible en múltiples idiomas, en el sitio:
cityofsandiegoparksplan.com





PARKS MASTER PLAN



MAAC

638-190-28-00 & 638-190-29-00

Legend

-  63819028&29
-  Our Lady-Mount Carmel Catholic Church

SY Health Ctr

Our Lady of Mount Carmel

La Bodegita

7-ELEVEN

4282 Beyer Blvd

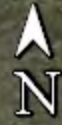
Beyer Blvd

Gr. Stenderly

W. Park Ave

Google Earth

© 2018 INEGI
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300 ft

SAN YSIDRO
COMMUNITY BENEFITS PACKAGE
(DRAFT 6/11/2018)

On behalf of _____, we offer this letter of support for the development of a *Community Benefits Package* for the development of the San Ysidro Intermodal Transportation Center (SY ITC).

This proposed Community Benefits Package looks to establish community support for a new SY ITC to result in increased investment in San Ysidro. The previous agreements with the San Diego Metropolitan Transit System (MTS) have been unilaterally nullified and thus removed the community benefits and access that were promised for the current intermodal transit center.

The community of San Ysidro seeks that both the San Diego Association of Governments (SANDAG) and the MTS Board of Directors accept a *Community Benefits Package* for integration into a future SY ITC to be included in all relevant SANDAG and MTS project development agreements, budgets, and as part of any operating agreement for the project. A Property Use and Development Agreement (PUDA) or other binding mechanism should be required to ensure the public benefit elements will remain open and accessible to the public.

Initial support for a *Community Benefits Package* (with further detail to be developed by community residents and stakeholders for identifying benefits), revolves around establishing a 5% investment package for the total development cost of the SY ITC.

The following initiatives at a minimum must be considered:

- Physical Public Benefits such as:
 - Setback Incentives
 - Overhead Weather Protection for public plazas & walkways and transit station
 - Seating in the Right-of-Way (ROW)
 - Planting (adding plant material greater than code requirements)
 - Off-site ROW: Curb bulbs, enhanced planting, upgraded paving, overhead weather protection

- Public Art
 - Artworks with integrated seating, lighting, landscaping
 - Large scale artwork on prominent wall of the new SY ITC
 - Minimum Contribution toward City of San Diego Commission for the Arts and Culture

- Funding Neighborhood Improvements
 - Amenities for Beyer Park
 - Bicycle infrastructure connecting E. SY Blvd. and Ped-East & Ped-West
 - Pedestrian Bridge Study - MTS Trolley Lines at Del Sur (Project M-3 of SY IFS)
 - San Ysidro Camino De La Plaza Bridge Deck Park Study (Project M-23 of SY IFS)

- Affordable Housing Funding
 - \$_____ to the San Diego Housing Commission to assist in construction of permanently affordable housing units within the San Ysidro Community Plan area.

- Community Air Monitoring Funding

DRAFT

Study sees 2 nations, 1 community at border crossing

Experts: Areas that link San Ysidro, Tijuana ready to be ‘world destination’

BY SANDRA DIBBLE

In an era of fortified fencing, one new proposal aims to blur the international border between San Diego and Tijuana.

Architects, developers and urban planners from the United States and Mexico are studying the tightly packed, heavily crossed areas that straddle the busy San Ysidro Port of Entry in a first-of-its-kind study by the Urban Land Institute of San Diego and Tijuana that looks at both sides as a single entity.

The all-volunteer team of nine professionals spent three days walking these neighborhoods where the two countries converge, talking to business and property owners to get a feel for the area’s challenges and opportunities.

“On either side of the border, it’s a big mystery what’s on the other side,” San Diego architect Frank Wolden said on Wednesday afternoon as the group stepped past the decaying strip of fast food outlets, money exchange houses and mobile phone shops that line San Ysidro Boulevard. “The whole idea is in years and years of talking about this as a combined region, very little has been invested in doing much about that.”

At a Friday presentation of the preliminary findings by the group, known as a technical assistance panel, participants spoke of turning the area into a “world destination with local flavor” that would include breweries, wineries and other small businesses that invite passers-by to linger.

“Right now, it’s a place where you want to cross and drive away from,” said study participant Beryl Foreman, executive director of the El Cajon Boulevard Business Improvement Association.

Suggestions for the San Ysidro side included the creation of a hostel hotel for U.S. volunteers traveling to Mexico; the creation of a Friendship Park plaza; and redevelopment of the aging city-owned San Ysidro Service Center into a regional welcome center.

For Tijuana, participants recommended the redevelopment of the Viva Tijuana plaza, a vast mall near Mexico’s El Chaparral Port of Entry with many shuttered businesses. They envisioned a “mobility corridor” to connect foot traffic from the border to nearby medical facilities at a planned center at New City and the Pueblo Amigo mall, which has seen growing numbers of medical offices.

The \$35,000 study was commissioned by the San Ysidro Chamber of Commerce and the Border Fusion Group, supported by property and business owners in Tijuana and San Diego.

Similar studies have been conducted by the Urban Land Institute, or ULI, in a number of San Diego neighborhoods, as well as south of the border. In previous studies, volunteer experts have looked at ways to revitalize downtown Tijuana and spur development on land adjacent to the Baja California Center, a convention facility that straddles Rosarito Beach and Tijuana.

But this latest effort is the first by ULI involving a cross-border area, one that Border Fusion founder Miguel Aguirre has long championed, and where he has called for measures that could instill “an international, strategic sense of place.”

A major objective of the study is to understand the experience of thousands of pedestrians who cross between Tijuana and San Diego on a regular basis, a category that includes students, workers, shoppers, tourists and patients seeking medical treatment. The experts looked at ways to enhance their experience as they confront an uneven, often disconnected maze of walkways to get to their destinations.

The study comes amid much development activity at the border, especially on the Mexican side, where ambitious private plans to create a major medical tourism center by the border crossing are taking shape.

The study “is not an official document that has to be adopted, but now you have something coherent, professionally developed, so that we can go to authorities and say, ‘Let’s get on board, now we have a plan to make it happen,’” said Border Fusion adviser Flavio Olivieri.

This small, intensely crossed section of the border has been in a state of metamorphosis for several years with the upgrade and expansion of the San Ysidro Port of Entry. The multi-phase \$741 million U.S. federal project expands both the northbound vehicle and pedestrian inspection processing capacity of the port, the busiest in the Western Hemisphere.

According to figures from U.S. Customs and Border Protection, an average of 23,000 pedestrians a day crossed northbound through the port last month through two entry points to the east and west of the vehicle lanes.

More than 60 percent of those crossers were processed at PedWest, an entry that opened in July 2016 and operates with 10 northbound lanes. Within weeks, authorities are expected to expand the pedestrian crossing capacity on the eastern side from eight lanes to 22 with the opening of a new PedEast inspection facility. The tentative opening date is July 31.

For Sunil Gakhreja, the owner of Sunny’s Perfume on San Ysidro Boulevard, the opening of PedEast offers hope that foot traffic from Mexico will return to their shops, which saw a dramatic drop in customers following the opening of the western entrance.

“I’m surviving because of my repeat customers,” Gakhreja told the ULI group, saying 99 percent of his clients are from Mexico.

Santiago Lim, who manages a family-owned parking lot in San Ysidro, said the ULI study brings more attention to an area that has been long overlooked by authorities and investors. “It’s such an important point in the country, and hasn’t been given the importance it deserves,” he said.


The ULI study, which is scheduled for final release in July, comes two years after the nonprofit North American Research Partnership called for the creation of border “economic micro-zones” at similar pedestrian areas along the U.S.-Mexico border.

The NARP study, which was sponsored by Border Fusion, called for a formal designation of these economic micro zones through legislation and bilateral agreements that could bring resources and create awareness of their importance.

San Ysidro and Tijuana are “the largest, most complex case of these economic micro-zones,” said Erik Lee, NARP’s executive director, who joined the group last week in walking through the area. “Lots of communities have similar issues along the border, that are very complicated to maneuver, very congested,” he said.

At the same time, “they are historically, commercially, culturally unique areas for the United States and Mexico, and should be recognized at a bilateral level.”

sandra.dibble@sduniontribune.com



Building Bridges: An Exploration of a United Cross Border Experience

RETHINK INTEGRATE EXPLORE ACCELER





Urban Land Institute

San Diego/Tijuana



Urban Planning & Design | Construction |
Engineering | Land Economist | Real Estate
Development | Placemaking | Journalism |
Border Relations | Transit & Mobility |
Entrepreneurship | Capital Markets |
Architecture

Alex Alemany, Hub & Spoke Community

Bruce Appleyard, San Diego State University

Beryl Forman, El Cajon Boulevard Business Improvement Association

Antonio Gamboa, Telefonica Restaurant Group

Cesar Leal, Seica

Gary London, London Moeder Advisors

Miguel Marshall, Centro Ventures

Roger Showley, Freelance

Jeffery Troutman, The Miller Hull Partnership

Diego Velasco, M.W. Steele Group

Frank Wolden, Skyport Studios

Panel Assignment

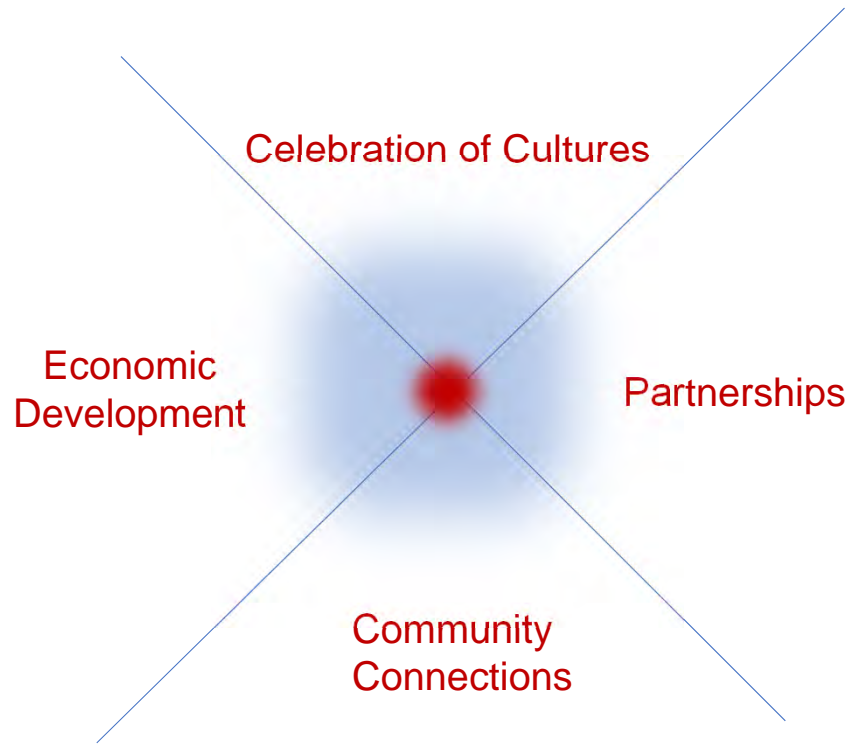
San Ysidro Chamber of Commerce and the Border Fusion Group invited ULI San Diego – Tijuana to provide a set of recommendations that support an economic development and urban placemaking strategies that celebrates the international border and reflects the intersection of two countries, shared cultures, and energy.



A ULI Technical Assistance Panel



A ULI Technical Assistance Panel



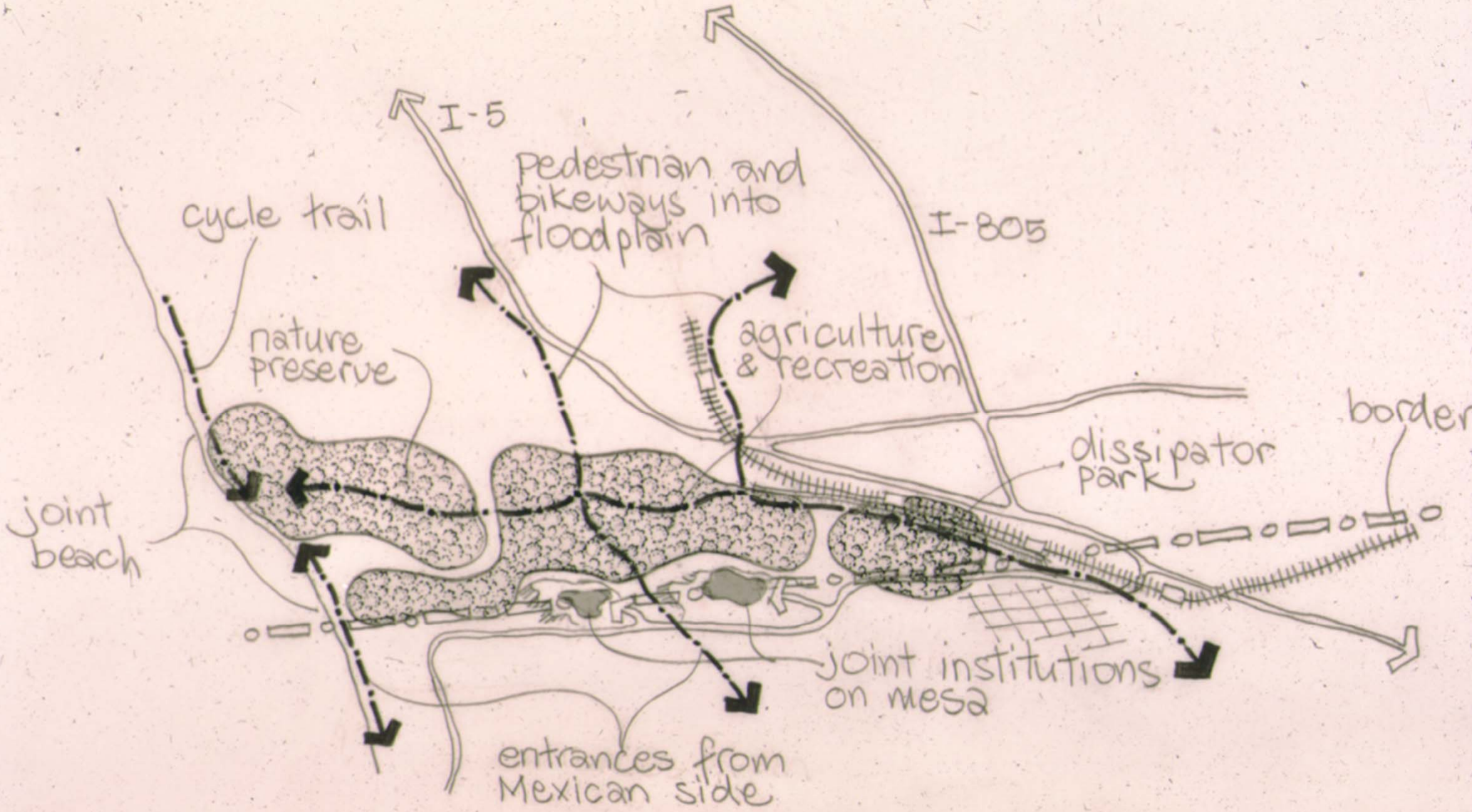
ULI TAP MAP TIJUANA

June 6-8, 2018



Image Landsat / Copernicus





International District: Tourist oriented Mexican shopping district targeting and catering to American tourists and cross border pedestrians.

International Gateway: Different retail experience and not competitive with other retail in San Ysidro. Must create a linkage so there is a partnership with other districts in San Ysidro.

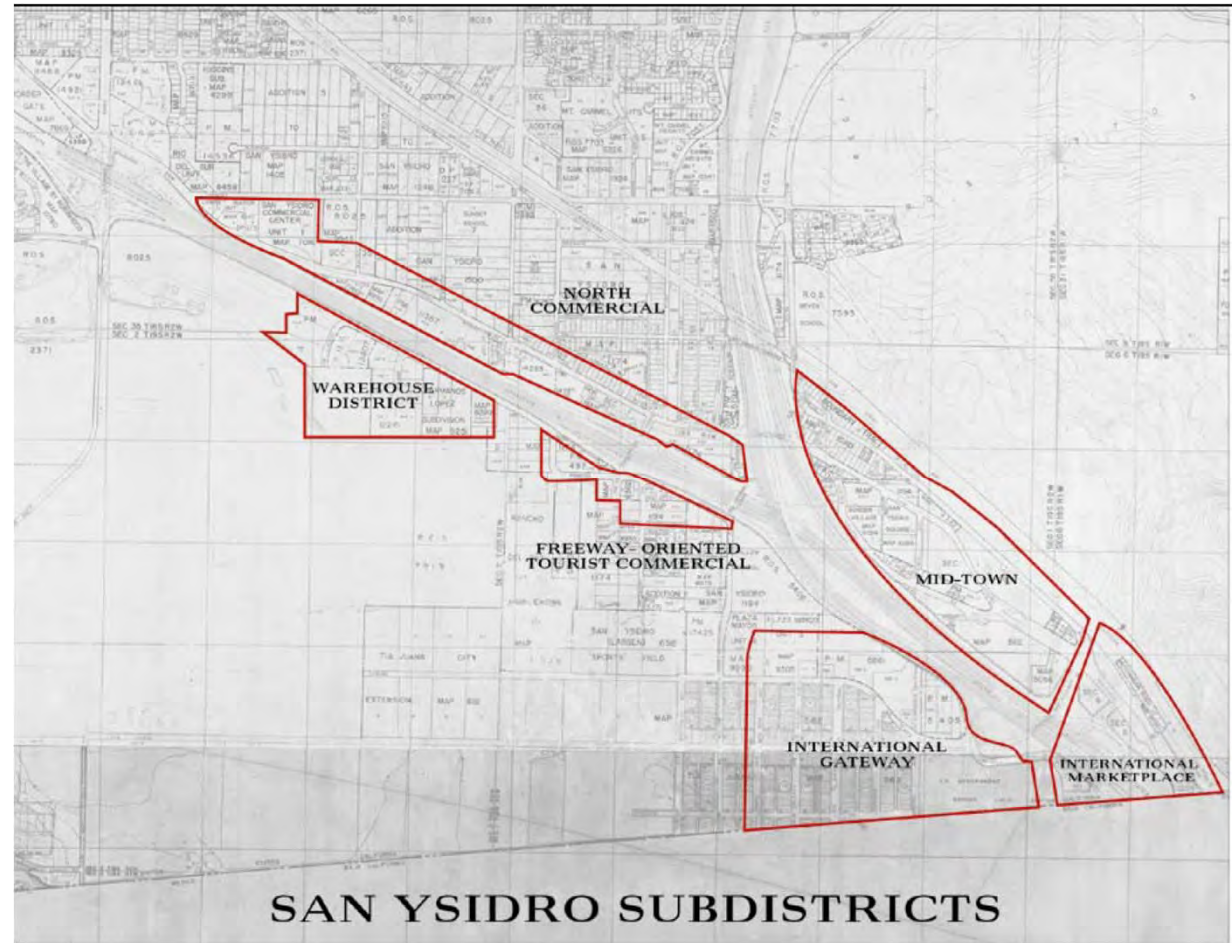
Mid-Town: A more intensive commercial district on SY Blvd. couple with new increased density housing along the trolley ROW.

Freeway Oriented Tourist Commercial: An attractor for tourists heading to Mexico or just entering the U.S. (insurance, money exchange)

North Commercial: To better serve the existing SY residents and businesses, including mixed-use development along the north side of west SY Blvd.

Warehouse District: Enhance existing retail and add another southbound exit at the northern boundary. To relieve traffic congestion.

A ULI Technical Assistance Panel



The Process



Stakeholder Interviews



Site Tours

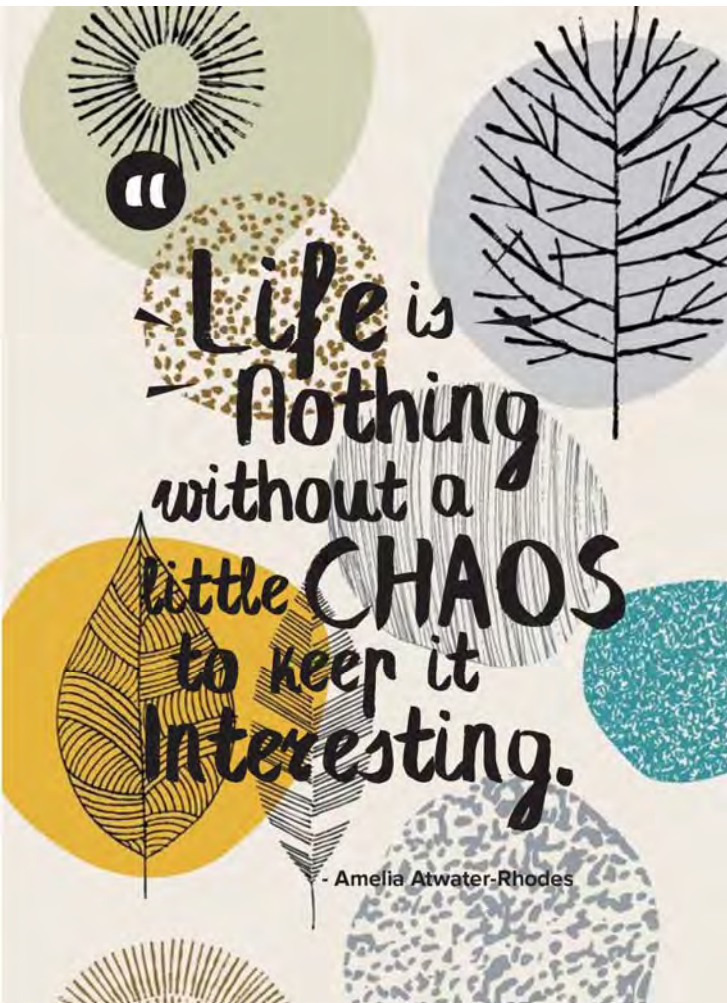


A ULI Technical Assistance Panel



What we learned

- Mexican Tourism board has raised \$40M Pesos for new pedestrian bridge over the river.
- There are no express lanes for MTS
- PedEast is actually an easer, multi-mobile access to Mexico and the US.
- The San Ysidro Service Center is city-owned
- The land on both sides of the border are owned by a few people on both sides of the border and they are not speaking to each other.
- Land owners in Tijuana are willing to invest in public private partnerships
- Estacion Federal is a good catalyst project at Ped East in terms of hospitality, co-working, and brewery culture
- There is a lot of entrepreneurial spirit on both sides of the border
- Tijuana tourism have \$200K set aside for new signage and wayfinding
- Tourism department has relationship with Escuela Libre Arquitectura



A ULI Technical Assistance Panel

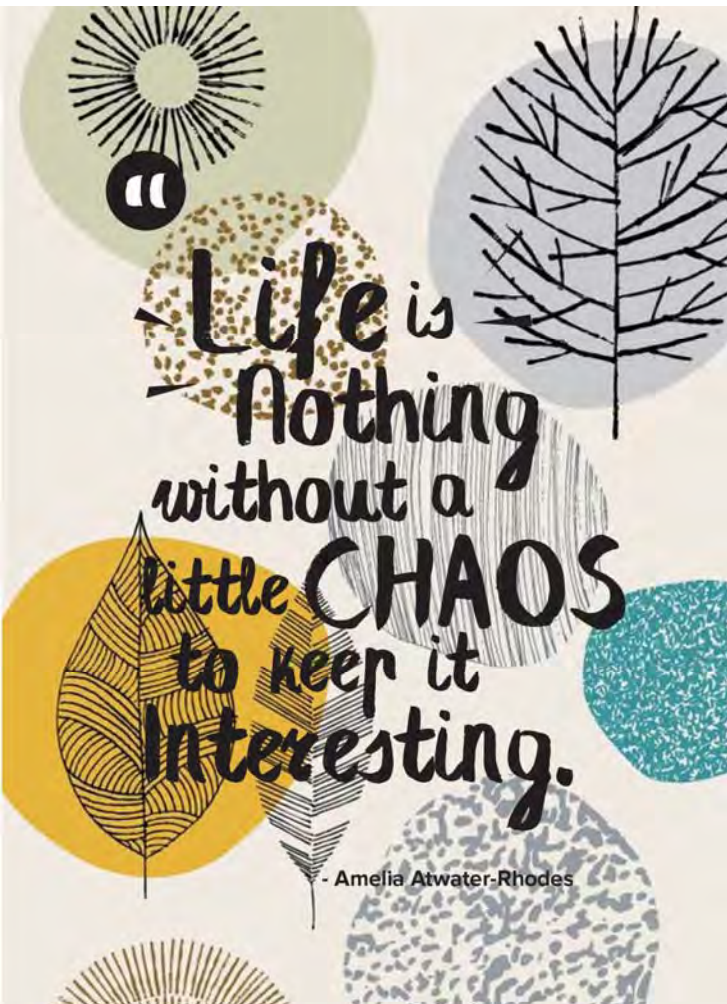
San Ysidro

Challenges

- Locally oriented retail shops are gone and have been replaced by mobile phone services, exchange houses and fast food
- Property owners have a different perspectives (some are happy with an income stream from parking lots while others are anxious for change)
- The public realm is degraded and needs to be restored – narrow and uneven sidewalks, lack of landscaping, lack of visual interest.
- Most of the activity is centered around the trolley stop and few pedestrians venture beyond there.
- If you miss last exit from freeway, you end up in Mexico.
- Las Americas vs San Ysidro Boulevard

Opportunities

- Gateway to Tijuana via food and beverage destination
- Orientation for Tijuana attractions including breweries, wineries, handi crafts and the arts
- Main Street Revitalization
- Binational business and education center
- Multi-modal transportation center



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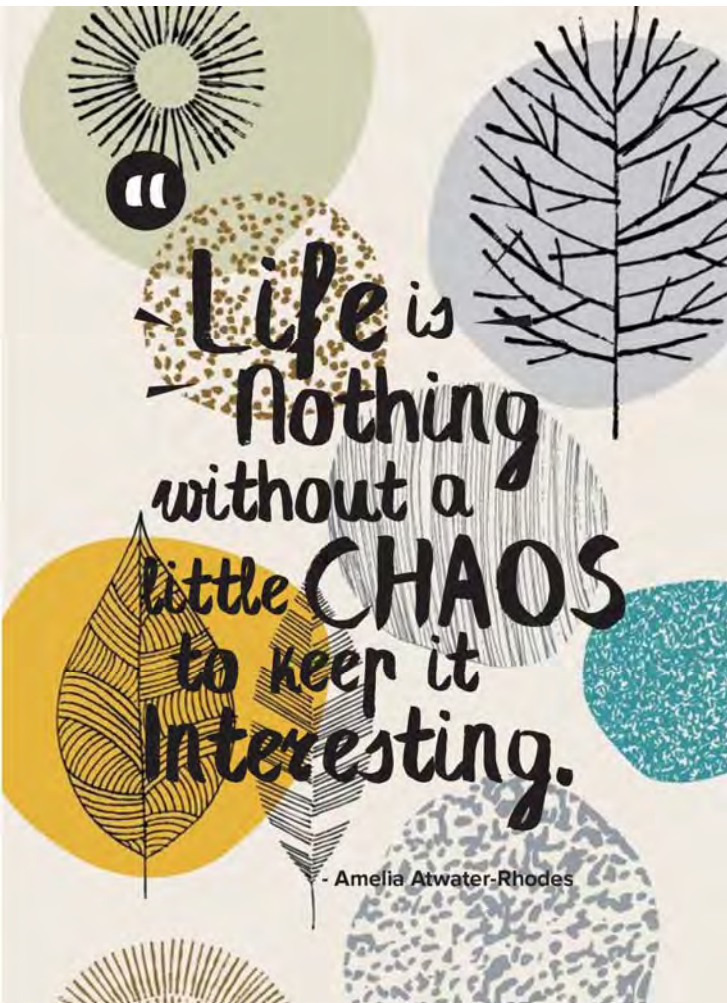
Tijuana Border Zone

Challenges

- Confusing routes to city attractions/Lack of Marketing
- Sidewalks, landscaping, other public improvements lacking
- Redeveloped sites without linkages to each other and surrounding neighborhoods
- Empty malls and retail projects
- Safety and security perceptions are negative

Opportunities

- Land and developments available for retenanting and reuse
- Coworking, mixed-use and entrepreneurial ventures
- New public gathering spaces, outfitted with gazebos, play spaces, promenading
 - Public-Private Partnership to support implementation of Master Plans
- Tourists and residents eager for new music, food, drink concepts
 - Barrios Hermanos Marketing Strategy



Common issues to both sides of the border:

- Synergy between two sides
- Parks and open space
- Some parties are satisfied with the status quos
- Government and business implementation is unclear; national and local interests are not in synch.
- The border crossing are treated like the back door entrance versus the front door to two nations



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The Panel Vision

- The Boulevard is an authentic front door to the United States
- San Ysidro and Tijuana becomes a gateway to US/Mexico
- Evolution of SY Boulevard as a creative food and entertainment destination.
- A system of linear parks and open space connect one side of the border with the other
- Make San Ysidro Boulevard a destination for people who live here.
 - Support micro-enterprise of local businesses
- World destination with a regional flavor



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High Level Recommendations

Experimental pilot placemaking project that links a property owner with an entrepreneur

Issue an RFP for the redevelopment of the SY Service Center and becomes the headquarters for the district and regional welcome center

Hostel hotel for VIA (non-profit dedicated to transborder education and microenterprise)

Prioritize east – west pedestrian traffic on the Tijuana side of the border

Express Trolley route from border to Downtown San Diego

Landscape maintenance district

Need for efficient transportation center at PedEast



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PEDEast Catalyst Projects

- Mobility corridor from the border to New City and SIMSA Medical Campus
- Redevelopment and adaptive reuse of Pueblo Amigo
- Linear park and bridge masterplan that gets you from PedEast to PedWest to the Arch
- Dirt parking area immediately after border crossing should be activated to symbolize a Friendship Park 'Meeting of the Soles'
- Beer University

PedWest Catalyst Projects

- Redevelopment of Viva Tijuana
- Use temporary activation and events to draw crowds
- Involve Tijuana Innovador creative sectors

San Ysidro Catalyst Projects

- RFP for the redevelopment of the Chamber site
- Beer garden / brewery placemaking activation
- Friendship Park at plaza at PedEast



Key Partners

- South County EDC
- Casa Familiar
- San Ysidro Community Planning Group
- Private land owners
- City of San Diego and City of Tijuana



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Thank You