



INTRODUCTION

Location and Purpose of Plan

The National Avenue Master Plan focuses on the segment of National Avenue extending east approximately 1.8 miles from Interstate 5 to 43rd Street in the Southeastern San Diego Community Planning Area (see map below). The purpose of the National Avenue Master Plan is to recommend an appropriate mix of land uses and building densities, and to balance the needs of all modes of travel along the corridor, resulting in a welcoming roadway that enhances connectivity to residential areas, schools, parks, recreation, shopping and other commercial activities.

In addition to land use and mobility recommendations, the National Avenue Master Plan presents urban design concepts for the following five focus areas:

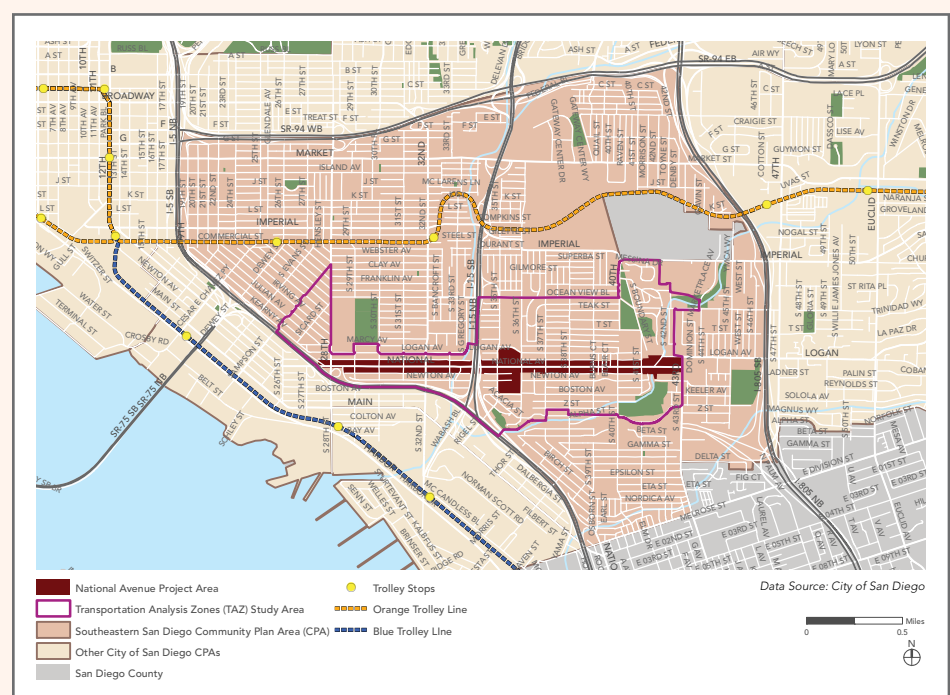
1. Community-serving commercial uses near 30th Street
2. Potential conversion of the industrial park just west of SR-15 into park and recreation uses
3. Potential redevelopment of the Otto Plaza shopping center, between 35th and 36th Streets
4. Residential uses between 37th and 41st Streets
5. Potential redevelopment between 41st and 43rd Streets

Location and Purpose of Plan (Spanish)

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NATIONAL AVENUE LAND USE AND MOBILITY RECOMMENDATIONS

Land Use Goals

The National Avenue Corridor will provide a mix of land uses that:

- Maintains the existing feel of small block, high density, human scale development
- Allows for a compatible range of neighborhood- and community-serving retail uses
- Complements nearby institutional facilities
- Improves recreation and trail opportunities

Mobility Goals

The National Avenue Corridor will promote mobility improvements to:

- Encourage walking and bicycling with safe and enjoyable facilities
- Provide safer access to transit

Mobility Analysis

Ab ilicis volereGit; eor ut dien horus hilincum es? Bente nonsu manum hae intimmo vidit.

Ximiliu esupertum Romnequ istantilne de coenin Ita, nos iam public mactorum niritium contion sedit L. Dectumu squastanum in ve, que crum niu merumus aut L.

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PLACEHOLDER GRAPHIC: Illustrative cross-section with right-of-way dimensions

Acknowledgments

The National Avenue Master Plan has been funded by a Caltrans Transportation Planning Grant for Environmental Justice. This Plan has benefited from participation by the residents and Southeastern San Diego Community Planning Group members who participated in meetings and workshops, providing valuable feedback and input to help shape the study area's future.

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<http://www.sandiego.gov/planning/community/cpu/southeastern/index.shtml>

Land Use (Spanish)

- Small block, high density mix of uses with community shopping center (Otto Plaza)
- Industrial uses co-located with residential uses
- Schools, parks, and other institutional uses nearby
- Many vacant and underutilized parcels exist, especially west of SR-15
- Chollas Creek is an underutilized open space and recreation opportunity
- Opportunity for more street trees and parks/gathering spaces

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2 EXISTING CONDITIONS

Land Use (Spanish)

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Mobility (Spanish)

- National Avenue is a busy four-lane roadway between 27th and 28th Streets, and a two-lane roadway with two-way left turn lane between 28th and 43rd Streets
- No bike lanes exist
- One bus route serves the corridor; bus stops lack amenities
- On-street parking provides about 440 total parking spaces
- Sidewalks are present along most of the corridor
- Pedestrian crossing of the street can be a challenge
- Need for improved lighting and pavement conditions

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3 CONTEXT AND IMPLEMENTATION

Planning Context (Spanish)

This Plan has been developed in coordination with the Southeastern San Diego Community Plan Update (CPU). The public outreach involved in this effort included three meetings with the Southeastern San Diego Community Planning Group during 2013 (March 11, May 13, and December 9) and two community workshops in 2013 (April 25 and July 27).

Implementation (Spanish)

When the Southeastern San Diego CPU is adopted, implementation measures related to the National Avenue Master Plan will be approved. New land uses will come about primarily by future redevelopment of existing developed parcels, and will need to conform to the CPU's zoning regulations and be approved by the City of San Diego. Mobility and streetscape improvements are to be implemented through the City's Capital Improvement Program and, as feasible, with individual redevelopment projects. Funding for Plan implementation can come from various sources, such as the following:

- State and Federal funding (e.g., Community Development Block Grants, Low Income Housing Tax Credits, Proposition 1C Funds, and Caltrans Active Transportation Program)
- Local funding (e.g., City of San Diego General Fund, Infrastructure Financing Districts, and developer incentives offered by the City of San Diego)
- Developer or property owner funding (e.g., Developer Impact Fees, Developer Exactions, and Business Improvement Districts)

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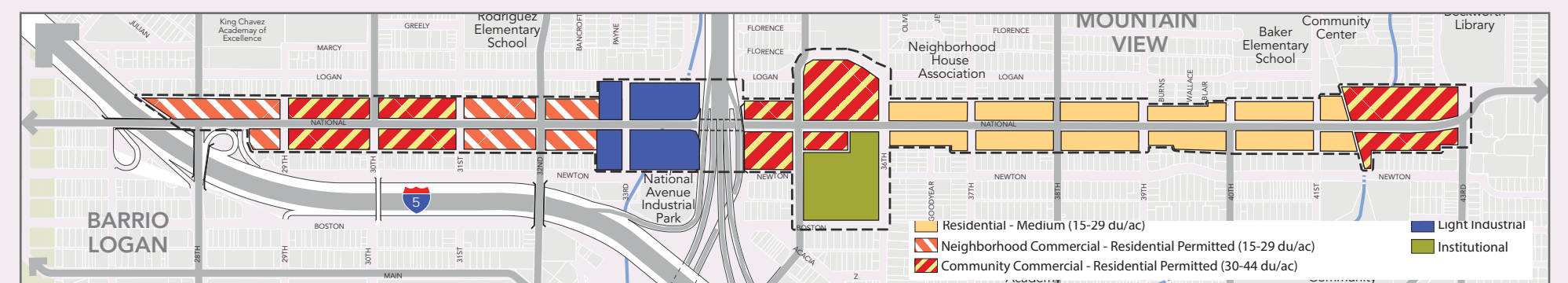
4 MOBILITY RECOMMENDATIONS

Land Use Recommendations (Spanish)

The recommended land uses are shown in the map below. Some areas of the corridor have no change in designated land use. These include:

- The Light Industrial area, just west of SR-15 – this area could be converted to public park in the future (recommended in the Southeastern San Diego Community Plan Update)
- The Institutional land use designation on the south side of National Avenue between 35th and 36th Streets – this is the location of Emerson-Bandini Elementary School
- The Multi-Family Residential area, between 36th Street and just east of 41st Street, is to stay residential at the same allowed density of 15-29 du/ac

The other areas have a recommended mix of commercial and residential uses (either Community Commercial or Neighborhood Commercial with Residential Permitted), which allow community-serving retail and provide the opportunity for more housing. Previously, most of these parcels were designated as General Commercial, with a few Multi-Family Residential parcels just east of SR-15.



Mobility Recommendations

The associated Mobility Recommendations Diagram (above) and illustrative cross-section (left) show recommended modifications to accommodate Class II bike lanes and improve pedestrian safety at intersections. Most of these changes work with the existing curb-to-curb dimensions, although curb extensions would require reconstruction at affected intersections. The major changes involve:

- Re-striping the street to remove the center left turn lane at each mid-block, keep left turn pockets at some intersections, and add Class II bike lanes
 - Removing on-street parking near intersections, to accommodate bike lanes and left turn pockets
 - Providing safety improvements at intersections shown in the plan diagram
- Other actions to achieve the National Avenue mobility goals include:
- Repair sidewalks for pedestrian safety and ADA compliance
 - Install additional street lighting
 - Enhance landscape with additional street trees and groundcover plantings
 - Install more site furnishings (benches, etc.) where needed
 - Work with San Diego Metropolitan Transit System to improve bus stops

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National Avenue Focus Areas and Urban Design Concepts

The five focus areas depicted on this page have been selected to illustrate a variety of proposed land uses and contexts along the National Avenue corridor. The graphics are conceptual only, and are not formal development proposals. Any proposed development and public improvements must be approved by the City of San Diego and other relevant agencies. The graphics represent a feasible mix of land uses and development intensities for the recommended land use designations along the corridor, at build-out into the future, and follow urban design guidelines in the Southeastern San Diego Community Plan Update.

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Focus Area #1



- Highlights: mixed commercial and residential uses in neighborhood context; furnishings and public plaza help to activate open space
- Land use designation west of 31st Street: Community Commercial + Residential (30-44 du/ac; FAR 1.5)
- Land use designation east of 31st Street: Neighborhood Commercial + Residential (15-29 du/ac; FAR 1.0)



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Focus Area #3



- Highlights: possible redevelopment of Otto Plaza into mixed-use commercial node, serving nearby neighborhoods
- Land use designation: Community Commercial + Residential (30-44 du/ac; FAR 1.5)



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Focus Area #4



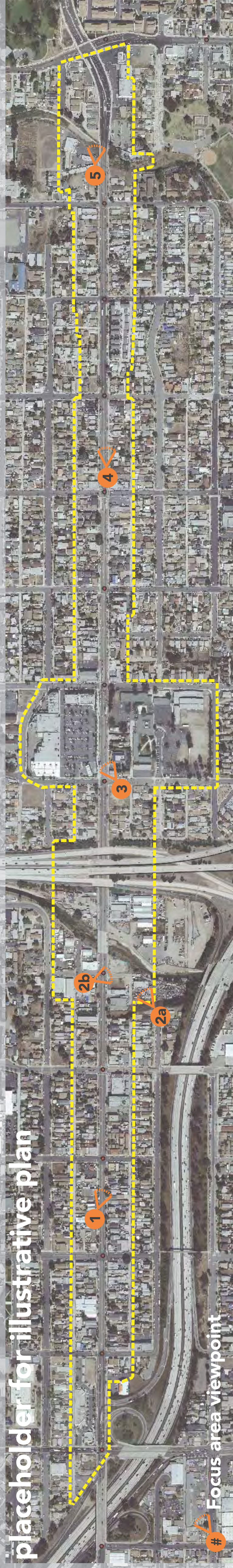
- Highlights: possible redevelopment of Otto Plaza into mixed-use commercial node, serving nearby neighborhoods
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- Highlights: moderate residential density, with added streetscape improvements
- Land use designation: Residential - Medium (15-29 du/ac)

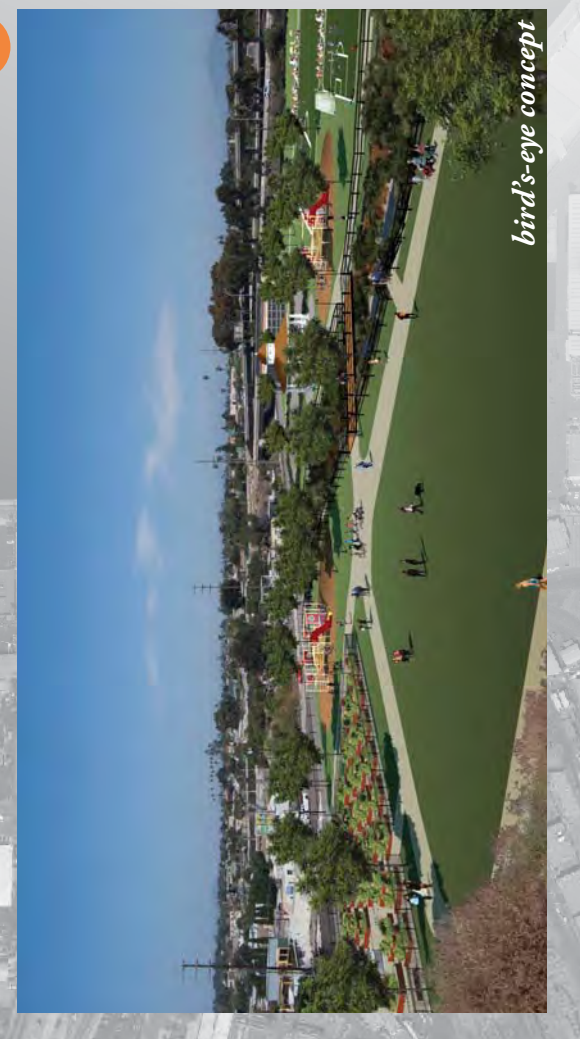


placeholder for illustrative plan

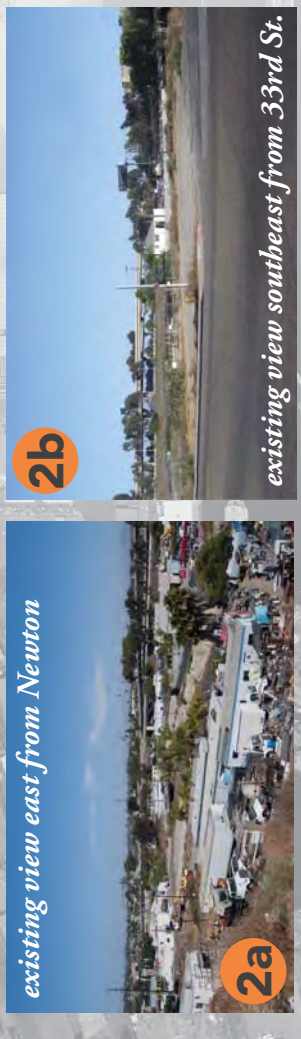


Focus area viewpoint

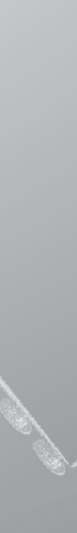
Focus Area #2



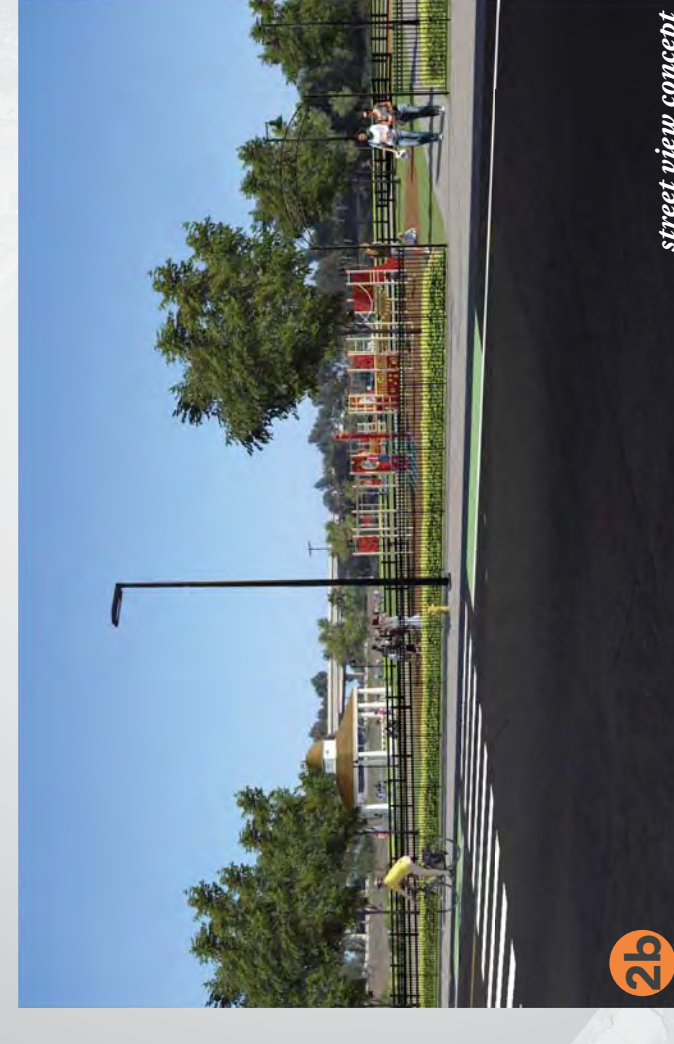
2a



2b



2a



2b

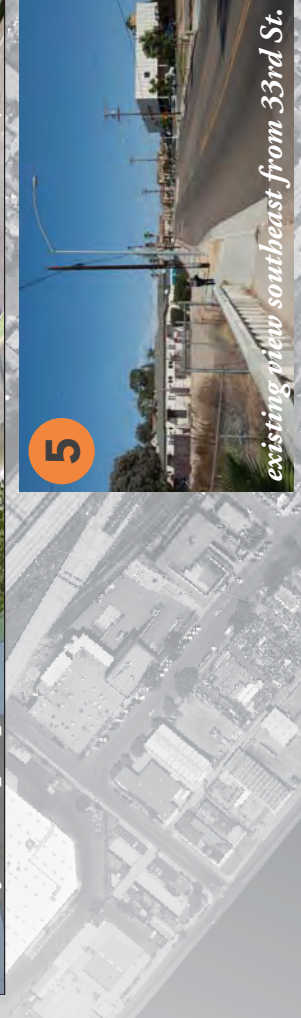
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Focus Area #5



- Highlights: mixed-use eastern gateway to National Avenue, with proximity to numerous institutional uses (library, parks, community center, school) and Chollas Creek
- Land use designation: Community Commercial + Residential (30-44 du/ac; FAR 1.5)



5



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