



THE CITY OF SAN DIEGO

## REPORT TO THE PLANNING COMMISSION

**DATE ISSUED:** November 26, 2013 **REPORT NO.** PC-13-120

**ATTENTION:** Planning Commission  
Agenda of December 5, 2013

**SUBJECT:** San Ysidro Community Plan Update Workshop

### SUMMARY

THIS IS A WORKSHOP TO UPDATE THE PLANNING COMMISSION ON THE SAN YSIDRO COMMUNITY PLAN UPDATE AND SAN YSIDRO INTERMODAL TRANSIT CENTER STUDY. NO ACTION IS REQUIRED ON THE PART OF THE PLANNING COMMISSION AT THIS TIME.

### BACKGROUND

A comprehensive community plan update started in San Ysidro in June of 2010 and aims to reflect current conditions, improve mobility, including the pedestrian environment, and address quality of life issues. A Community Plan Update Stakeholder Advisory Committee was established as part of the plan update effort.

San Ysidro has an estimated population of 28,707 and encompasses approximately 1,863 acres within the City's southern tip adjacent to Otay Mesa-Nestor, Otay Mesa, the Tijuana River Valley, and the international border with Mexico (*refer to Exhibit A – San Ysidro Community Plan Area Map*). Topographically, much of the San Ysidro planning area is moderately level; however, a sharp rise in topography occurs immediately east of I-5 in the area of the international border crossing and its border with Otay Mesa. The Tijuana River floodplain comprises most of the planning area south and west of I-5.

San Ysidro's location adjacent to Mexico provides abundant opportunities for cultural exchange and commerce serving both the tourist and the resident population. San Ysidro's location and its ethnic heritage, however, also present the community with its greatest challenges such as border traffic congestion and sub-standard socio-economic levels. While the architectural and cultural history remains evident, more than a century of settlement and development makes San Ysidro a dynamic community. The San Ysidro Port of Entry is the busiest in North America and is currently undergoing a huge expansion and reconfiguration that will directly impact the community of San Ysidro. Although San Ysidro suffers from the constraints typical of other urbanized areas of the City, including fighting aging infrastructure and overcoming barriers to

connectivity, San Ysidro remains a strong, tightly knit community with an optimistic vision for its future.

San Ysidro is largely residential and commercial with the residential neighborhoods generally bounded by the freeways with the commercial uses closest to the international border (*refer to Exhibit B – Adopted San Ysidro Community Plan Land Use Map*). The residential neighborhoods are primarily built out with a mix of historic and older multifamily and single family homes and subdivisions, along with relatively newer infill multifamily and single family developments. Local serving retail and services are in close proximity and within walking distances. The southeast portion of the community is predominantly border and visitor serving commercial with smaller retail spaces and related lodging and services. At San Ysidro's southern edge lies the San Ysidro Land Port of Entry (LPOE), operated by US Customs and Border Protection. West of Interstate 5 contains a commercial area with larger format and outlet retail, including the Las Americas Premium Outlets, along with older multifamily developments, a small industrial area, and the newest single family subdivision built in 1995. Because of how San Ysidro has been divided, and its many decades of development, there is a wide diversity of building types, and property conditions.

## **DISCUSSION**

San Ysidro's proximity to Mexico and its Hispanic heritage are among the community's greatest resources. San Ysidro is both a bustling, vibrant community, as well as a gateway to San Diego and the United States. San Ysidro has a notably young population with over half the population under 25 and is characterized by a large Hispanic component with 90 percent of residents being Hispanic compared to 28 percent citywide. Along with a young and largely Hispanic population San Ysidro has a large household size. These demographic characteristics underscore the need to provide ample public facilities geared towards families with children, including parks, playgrounds, libraries, and recreational facilities. Even though San Ysidro has a high proportion of families, there is a relatively low rate of home ownership. Less than 40 percent of households are owners; compared to city and county ownership rates.

### Public Outreach and Visioning

A Community Plan Update Stakeholder Advisory Committee (Advisory Committee) was established as part of the plan update effort and consists of diverse representation from community planning group members, residents, property owners, various business interests, local community organizations and not-for-profit groups, and participating public agencies within the plan update boundary. Since July 2010, City staff and the consultant team have met with the Advisory Committee regularly to gather community input. The community has provided input on the existing conditions, goals, land use, zoning and technical studies. A community walk audit was conducted along with the visioning charrette and most recently a zoning subcommittee was formed to participate in converting the community's commercial and industrial zoning from the existing PDO to citywide zones. Other outreach efforts have included surveying San Ysidro children and parents through the local schools and by attending community festivals.

During the October 2010 Charrette process, staff engaged the community in visioning and identified key objectives to focus on in the plan update. The draft vision statement and key objectives will continue to be discussed and refined as the plan is developed.

### *Draft Vision Statement*

San Ysidro is a long standing community of Mexican heritage, uniquely situated along the international border. The community strives for excellence in education, greater job opportunities, diversity in housing, access to health services, and takes pride in their neighborhood identity.

### *Draft Key Objectives*

- Establish an attractive international border destination for residents, businesses and visitors
- Enhance and leverage bicultural and historic traditions and diversity
- Provide a plan with mix of land uses that serves residents, generates prosperity, and capitalizes on visitor traffic
- Increase mobility for pedestrians, cyclists, transit and automobiles through a border intermodal center, new linkages at key points, and a strong pedestrian focus
- Identify locations for urban parks, plazas, promenades and venues that support a variety of event and gatherings
- Expand park and recreation opportunities including trail options at Dairy Mart ponds and joint use opportunities; promote a healthy, active community
- Incorporate sustainability practices, policies and design features that reduce greenhouse gas emissions, address environmental justice, and contribute to a strong economy
- Provide a lively, pedestrian-friendly, healthy environment where kids can walk safely to school
- Facilitate the development of the El Pueblito Viejo Village
- Craft a clear and practical implementation strategy

Through public outreach, the community has expressed a real desire to see an implementation strategy as part of this planning effort particularly for the village areas. The community strongly and consistently advocates for better connectivity, enhanced gateways, public signage and are enthusiastic about an Intermodal Transit Center at the border and the opportunity for it to create a showcase international gateway.

### Land Uses: Neighborhoods, Districts and Villages

The San Ysidro plan update is organized into a composite of walkable-multimodal Neighborhoods, Districts and Villages. San Ysidro contains five distinct residential neighborhoods; two neighborhood villages – “the heart” of the community, El Pueblito Viejo Village, and the Border Village District; two additional commercial districts; and the Port of Entry District (*refer to Exhibit C – District Map*).

The residential neighborhoods along the northern, western and easternmost portions of the community primarily contain single-family tract homes built in the 1970s and early 1980s with neighborhood supporting commercial uses. These neighborhoods are relatively stable with little

to no redevelopment occurring. Homes are generally well-maintained and each neighborhood contains several medium- to large-scale multifamily developments. The southern neighborhood is bisected by the Dairy Mart Ponds and consists of the large Coral Gates community along Camino de la Plaza and a mixture of multifamily housing types, including several Housing Commission projects off Willow Road. Redevelopment opportunities exist in these neighborhoods on a small scale and seem to focus on vacant or under-utilized parcels. Multifamily projects will need to be compatible with the single-family homes and provide better design than in the past, including better articulation with building separation and landscape buffers.

The Advisory Committee began discussing land use changes and intensity in October 2011. The proposed land use map was generally agreed upon by the community in July 2012 with minor edits in March 2013 and August 2013 to remain consistent with the community's commercial zones subcommittee recommendations. The proposed land use map utilizes the General Plan land use nomenclature, provides residential intensity and identifies the three areas of focus - El Pueblito Viejo Village, Border Village District, and the San Ysidro ITC (*Refer to Exhibit D – Proposed Land Use Map*). In June 2012, the community planning group formed a commercial zones subcommittee. This committee met five times and was instrumental in establishing the proposed commercial zoning for the plan update (*Refer to Exhibit E – Proposed Zoning Map*). The most significant changes include the replacement of the PDO with citywide zones which include more use options, increase height limits and intensity in some areas, and allow residential mixed use to occur in the village areas.

#### Transition Areas

As part of the land use discussion, the community helped identify areas of stability and areas of transition which are areas with opportunities for growth and improvement. These transition areas include portions of the Sunset Neighborhood, the Pueblito Viejo Village, the Border Village District and the Port of Entry District (*refer to Exhibit F – Areas of Transition*). The areas of transition were characterized as areas that had had recent plan amendment proposals to increase intensity, where a lack of investment was occurring due to zoning constraints, areas adjacent to the federal Port of Entry expansion project, core areas along San Ysidro Boulevard and Beyer Boulevard, and the area within the boundaries of the 2004 Mi Pueblo Pilot Village proposal.

#### *Sunset Neighborhood*

The Sunset Neighborhood is characterized with single-family homes on one-acre lots, a few with corrals and stables, and medium- to large-scale multifamily developments. This neighborhood has a mixture of housing types that is characterized by the density changes that occurred over the last several decades. Since plan amendments to increase intensity had been processed in this neighborhood in recent years, it was determined that a portion of the neighborhood warranted a higher intensity based on the existing development patterns. Design policies are being considered for this area and the El Pueblito Viejo Village to provide guidance on blending unit types, sizes, and styles, while maintaining the scale, massing, and height. Also, to improve the existing built environment a strategy is being developed for how to renovate existing buildings and sites to create a more cohesive neighborhood.

### *El Pueblito Viejo Village*

Originally a small neighborhood of circa 1920 homes, *El Pueblito Viejo* includes the remaining portion of the historic “Little Landers Colony” from the turn-of-the-century. This village is located in the geographic center of San Ysidro, and has provided the community’s small-scale, single-family, village character. In 2004, the San Diego City Council approved the Mi Pueblo Pilot Village proposal as one of five innovative City of Villages demonstration projects. Through the plan update process, the boundaries of the village were expanded and a greater emphasis was given to the Beyer Boulevard Trolley Station with its large parking lot presenting a potential joint development opportunity. North of Beyer Boulevard are several community and social service facilities including the San Ysidro Health Center and aging commercial with mixed use redevelopment potential. There are a number of vacant lots near the Trolley Station that could accommodate development. Along West Olive Drive is a small commercial district and potential excess right of way to include a farmer’s market. The commercial area along West San Ysidro Boulevard contains a diverse mix of retail but little has redeveloped in recent years. The vision is for this section of the Boulevard to become a vibrant, mixed use main street. Between East and West Park Avenue is the San Ysidro linear community park, along with the existing library. One of the defining elements of this village is the potential interconnected system of paseos, alleys and sidewalks that connect pedestrians to the trolley, San Ysidro Boulevard, parks, the greater community and to the international border.

### *Border Village District*

The Border Village District surrounds East San Ysidro Boulevard adjacent to Interstate 5 and 805, the Port of Entry District, and the trolley and freight rail lines and contains several district nodes. The core of the border commercial area is densely populated with multiple small strip centers and free-standing buildings that contain small shop spaces featuring Mexican-themed merchandise, apparel, and other items targeted at Mexican purchasers, as well as US shoppers. The buildings in the core range from newer construction to older remodeled buildings. This area also has a large number of US bank branches along with currency exchange stores serving cross-border traffic. The southern node contains a mix of older lodging, fast food, and retail shop space, with a significant amount of undeveloped land behind these uses extending to Interstate 5, creating the potential for redevelopment if these sites can be assembled. There are several parcels with older buildings containing community uses and older retail spaces that are upslope, that also represent underutilized sites.

The community vision for the Border Village District is to reestablish the area as a tourist and visitor destination. The concept of a “Mexican Village,” an entertainment area with restaurants, performance space, a theater and some housing was supported by the community. The dynamic nature of this area makes it appropriate to focus zoning controls on the form and scale of buildings, and less on uses. Improvements to the pedestrian environment are critical in this district as it provides the gateway to the community from the Port of Entry.

### *Port of Entry District*

The Port of Entry District is the area currently most intensely affected by northbound pedestrian and vehicular border traffic. Adjacent to Camino de la Plaza are several privately owned parking lots, a motel, and a fast food restaurant. Further south, below the Interstate 5 northbound access ramp, is the LPOE facility. East of the LPOE is the existing San Ysidro Intermodal Transit Center (ITC), with its

Trolley station and other transportation services. SANDAG is currently planning for a reconfigured ITC, in conjunction with the reconfigured LPOE.

#### *San Ysidro Intermodal Transit Center Study*

In October 2012, SANDAG and the City of San Diego, in collaboration with Caltrans, the Metropolitan Transit System (MTS), and the community, initiated a study to identify a multimodal concept for an Intermodal Transportation Center in the vicinity of the San Ysidro Port of Entry. The study also will include a financial feasibility analysis to identify strategies for creation of the San Ysidro Intermodal Transportation Center (SYITC).

The purpose of the study is to produce a mobility and economic/fiscal feasibility analysis for a SYITC concept for evaluation and consideration as part of the comprehensive San Ysidro Community Plan update process. The study includes a demand and supply analysis for off-street parking facilities associated with the ITC concept, and an analysis of complementary on-site retail, commercial, and institutional uses that could enhance the SYITC as a community amenity and generate revenue toward its construction. The attached report (*Refer to Exhibit G – SANDAG's Border Committee Report*) provides details on the status of the study and highlights a third design concept for the SYITC to serve as a gateway to one of the world's busiest Ports of Entry.

#### *Mobility*

The plan outreach clearly envisions the development of a balanced, multi-modal transportation network that improves pedestrian, bicycle and transit access while also addressing vehicular traffic capacity and improve regional access from the port. A major component of the plan is to enhance the pedestrian environment throughout the community, consider circulation improvements at the Port of Entry, particularly where Camino de la Plaza intersects with San Ysidro Boulevard and Beyer Blvd in an effort to better manage border crossers and create a more efficient multi-modal network. As mentioned above, the City has teamed up with SANDAG to study an Intermodal Transit Center concept to improve regional access and create better connections to and from the border.

#### *Urban Design*

The community contributed to a number of discussions related to urban design as part of the plan update and the attached map illustrates many of the broad based design concepts (Exhibit F – Urban Design Map). The zoning changes and village concepts have made it possible to hone in on specific urban design recommendations to achieve good design which seeks to improve the community character, create a sense of place and foster livability to transform the community into a vibrant pedestrian friendly community. High quality building design, the design of urban street-facing facades, and the creation of a pleasant environment through the incorporation of reduced building setbacks, shade trees, landscaping, pedestrian lighting and street furniture, will be key aspects to enhance the interface with the public realm and strengthen San Ysidro's identity. Creating clear gateways to emphasize entry points into the various neighborhoods and districts, as well as, help visitors and residents navigate the community is also being explored.

#### *Economic Prosperity and the International Gateway*

San Ysidro's local economy is influenced by a number of forces, some of them border related. Generally, the majority of smaller business establishments in San Ysidro are located in the east

along the community's historic commercial spine, San Ysidro Boulevard. The village strategy aims to embrace San Ysidro's location, heritage and small business nature to stimulate commercial opportunities and new development along San Ysidro Boulevard to create a unique destination. Conversely, the outlet stores, including the Las Americas Premium Outlets, located west of I-5 on Camino de la Plaza, opened several years ago and are recently expanding. This area has become a successful regional commercial center in the San Diego South Bay area. Within the San Ysidro Commercial District projects for the remaining vacant sites, as well as redevelopment of existing properties, are in various stages of consideration and planning for development. Continued growth in the San Diego and Tijuana border regions, as well as cross-border traffic and trade, are expected to create ongoing potential for future investment in development in the area. The plan is considering opportunities within San Ysidro for future job creation, as well as, better connections to existing job centers.

### *Public Spaces and Parks*

The community desires to enhance the public realm through:

- Identifying new parks, public spaces like plazas and smaller spaces along paseos and at corners that contain public art and signage;
- Creating links to regional recreational areas and open space such as Dairy Mart Ponds and the Tijuana River Valley;
- Capitalizing on existing resources and excess ROW to enhance the Park Blvd linear park and create a new linear park or trail along Beyer Blvd adjacent to the trolley;
- Improving walking and bicycling throughout the community through sidewalk, alley and paseo enhancements; and
- Creating a way finding program for the entire community.

The Community Plan's park strategy includes the combination of population-based parks, such as: neighborhood parks, mini-parks, pocket parks, plazas; and park equivalencies, such as: non-traditional parks sites, and joint-use recreational facilities that are accessible to the public.

## **CONCLUSION**

The San Ysidro community can be characterized as a relatively modestly-growing community with a longstanding history and a strong local identity. Staff is seeking Planning Commission input on the concepts currently being developed. Staff and the consultant team will continue to obtain community input on the draft Community Plan and to complete technical studies to inform the plan update, including traffic modeling that is expected to be completed by the beginning of 2014. In Spring 2014, the draft plan will be prepared and work will begin on a Program Environmental Impact Report. It is anticipated that the adoption hearing process will begin by mid-2015.

Respectfully submitted,



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Attachments:

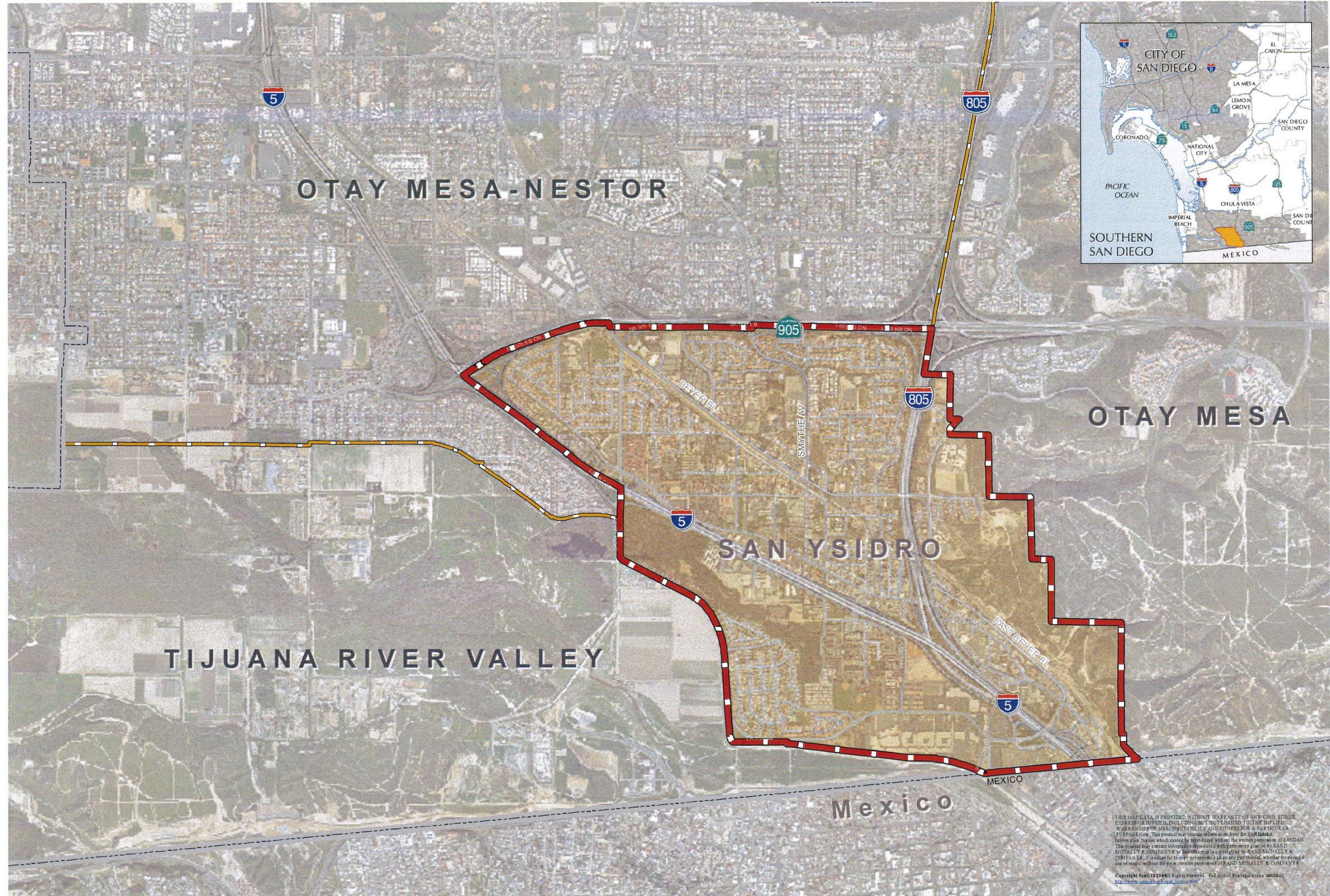
- Exhibit A – San Ysidro Community Plan Area Map
- Exhibit B – Adopted San Ysidro Community Plan Land Use Map
- Exhibit C – District Map
- Exhibit D – Proposed Land Use Map
- Exhibit E – Proposed Zoning Map
- Exhibit F – Areas of Transition
- Exhibit G – SANDAG’s Borders Committee Report for the San Ysidro ITC Study
- Exhibit H – Urban Design Map

So/SO





# Vicinity Map

September 2010



**LEGEND**

-  San Ysidro Community Planning Area
-  Other City of San Diego Community Planning Areas
-  City of San Diego Boundary

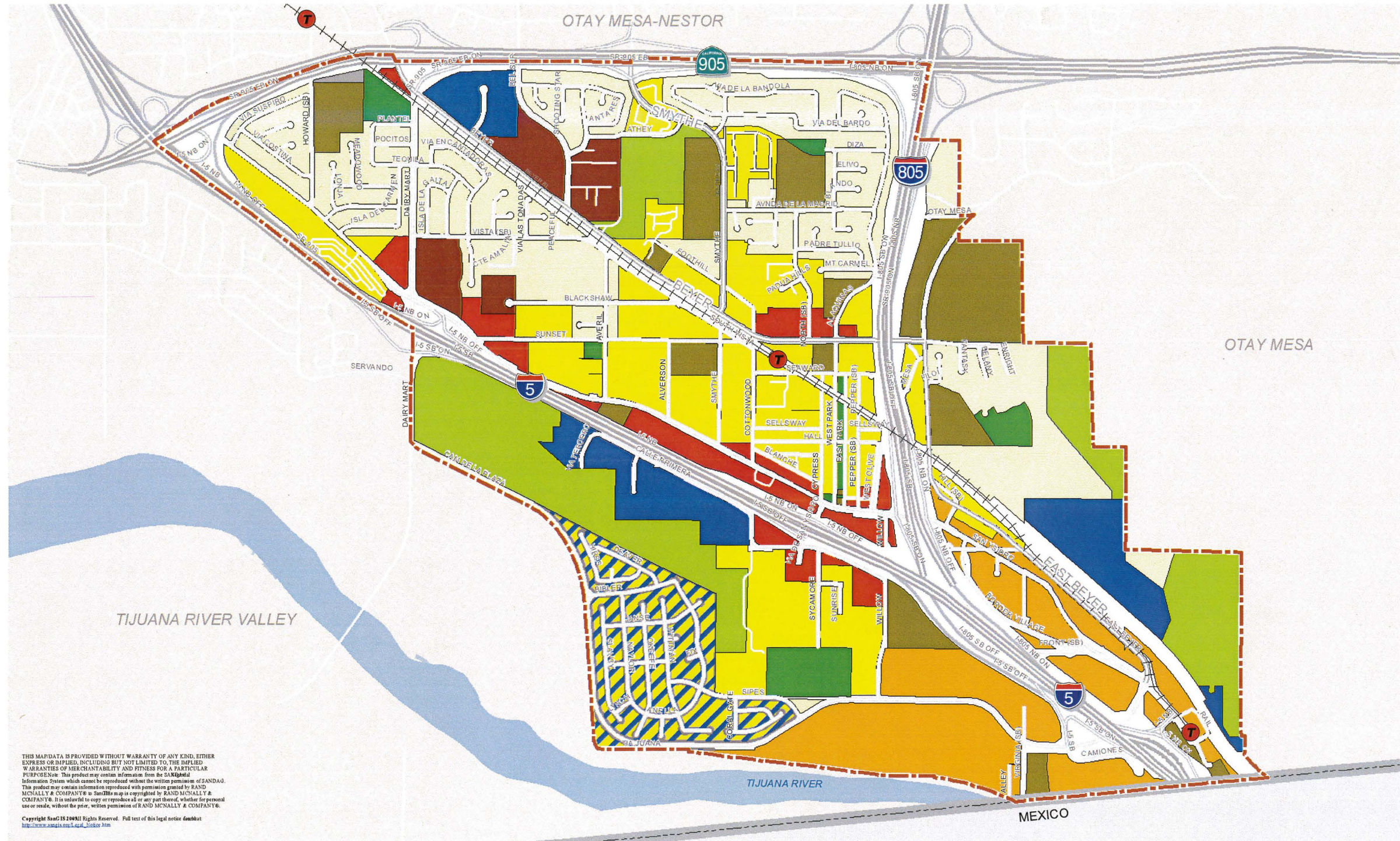
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SAN YSIDRO

July 2010

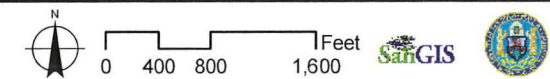


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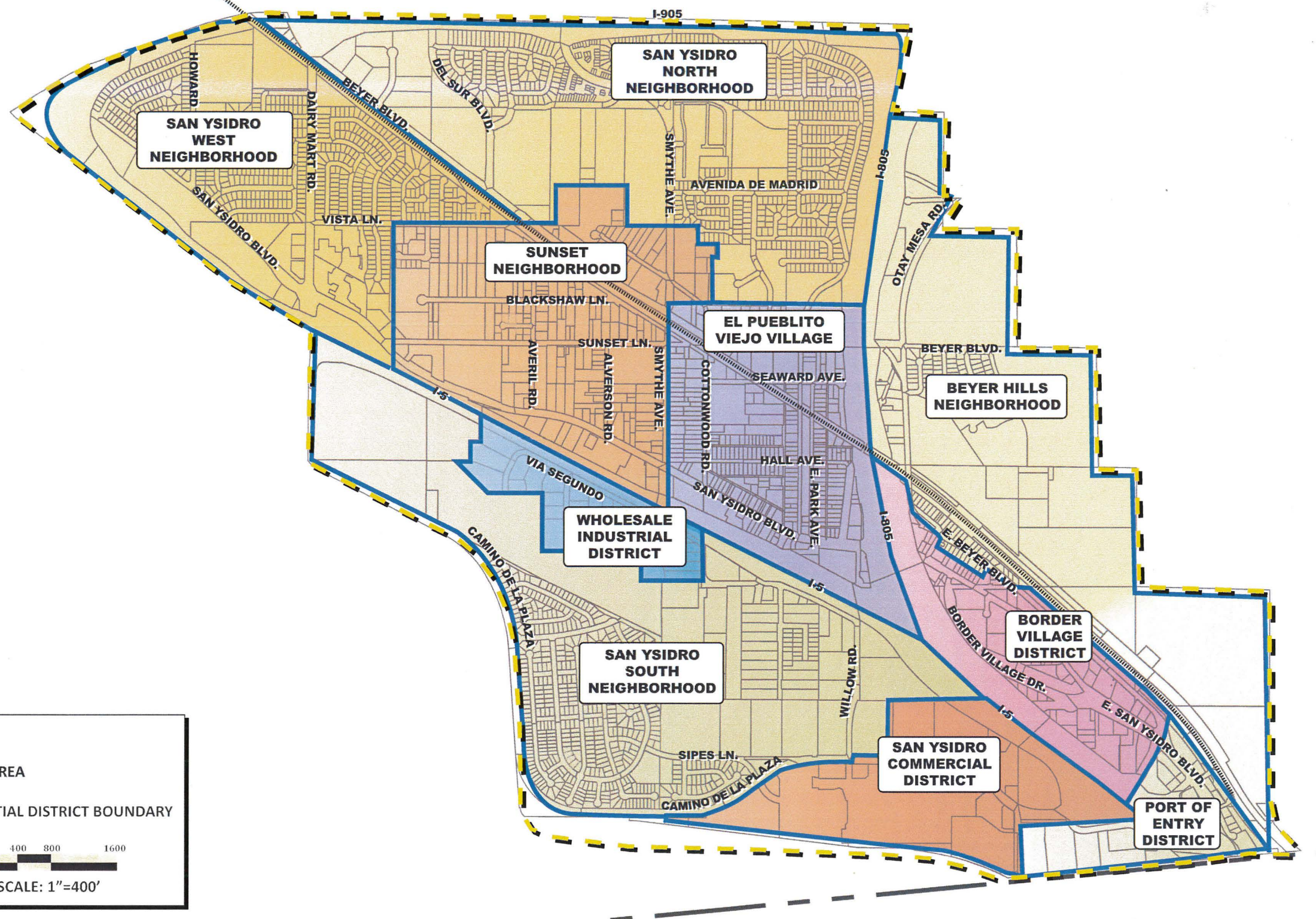
**LEGEND**

- Industrial or Low Density Residential (5-10 du/nra)
- Medium Density Residential (15-30 du/nra)
- Industrial
- Open Space
- Community Plan Boundary
- Low Density Residential (5-10 du/nra)
- Community Commercial
- Storage
- Park
- Trolley Stop
- Low-Medium Density Residential (10-15 du/nra)
- Border Commercial
- Institutional
- Light Rail

**Community Plan Land Use**



# DISTRICTS MAP



**LEGEND**

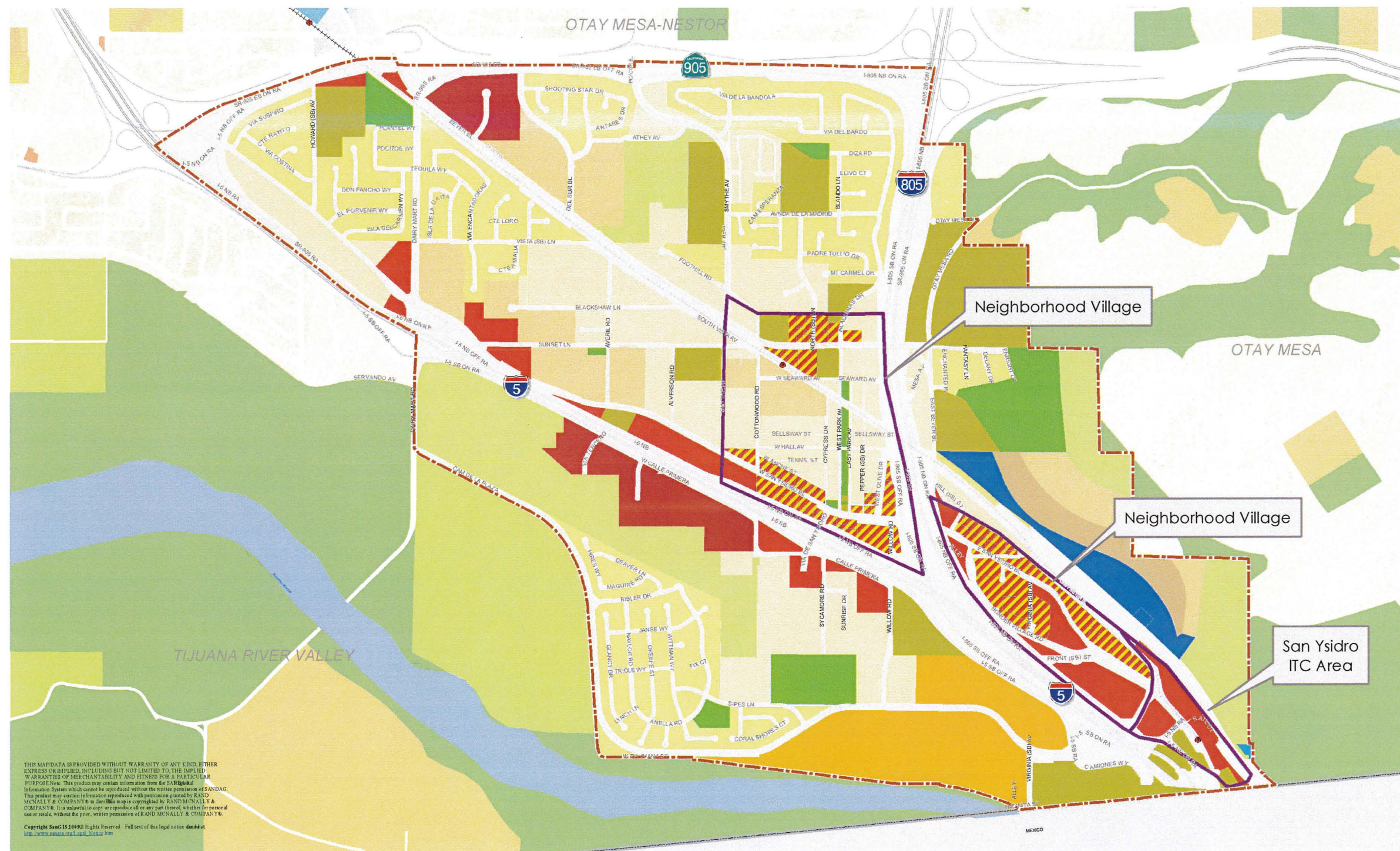
- PLAN AREA
- POTENTIAL DISTRICT BOUNDARY

NORTH

SCALE: 1"=400'

# SAN YSIDRO COMMUNITY PLAN UPDATE

10/9/2013



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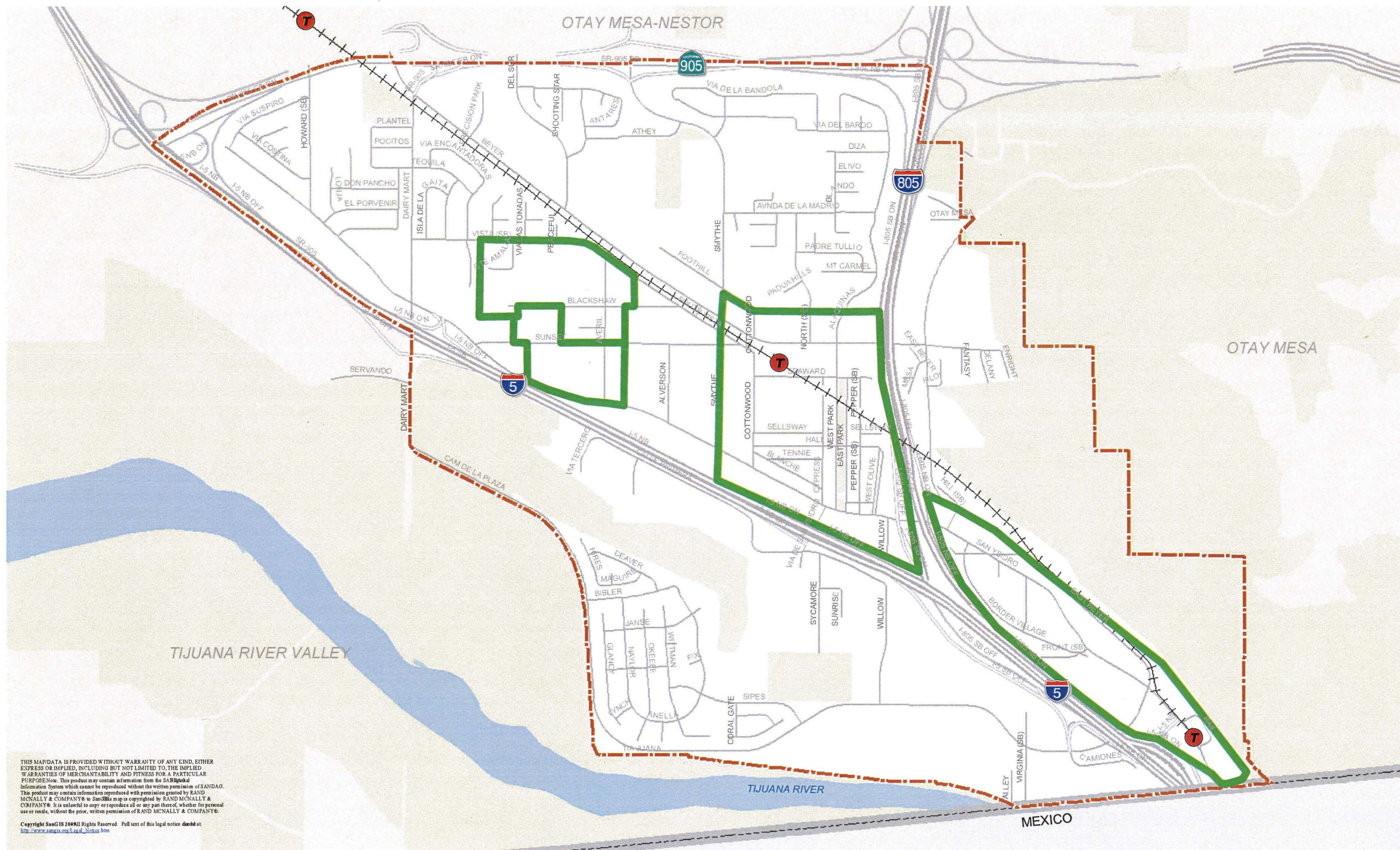
<b>LEGEND</b>	<b>San Ysidro Proposed Land Use</b>	Industrial	Light Industrial	Park	Open Space	Multiple Use	Park, Open Space, & Recreation	Community Plan Boundary
	Community Commercial	Institutional	Low Density Residential (5-10 du/nra)	Other Community Open Space / Agriculture	Industrial Employment	Institutional & Public and Semi-Public Facilities	Agriculture	Trolley Stop
	Community Commercial/Residential Permitted	Low-Medium Density Residential (10-15 du/nra)	Medium Density Residential (15-30 du/nra)	Commercial Employment, Retail, & Services	Military Use	Light Rail		
	Regional Commercial	Right-of-Way						
Heavy Commercial								

## Proposed Land Use - September, 2013

**DRAFT**

# SAN YSIDRO COMMUNITY PLAN UPDATE

8/15/2013



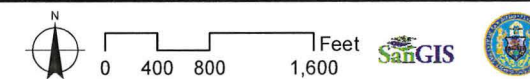
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**LEGEND**

- Areas of Transition
- Community Plan Boundary
- Trolley Stop
- Light Rail

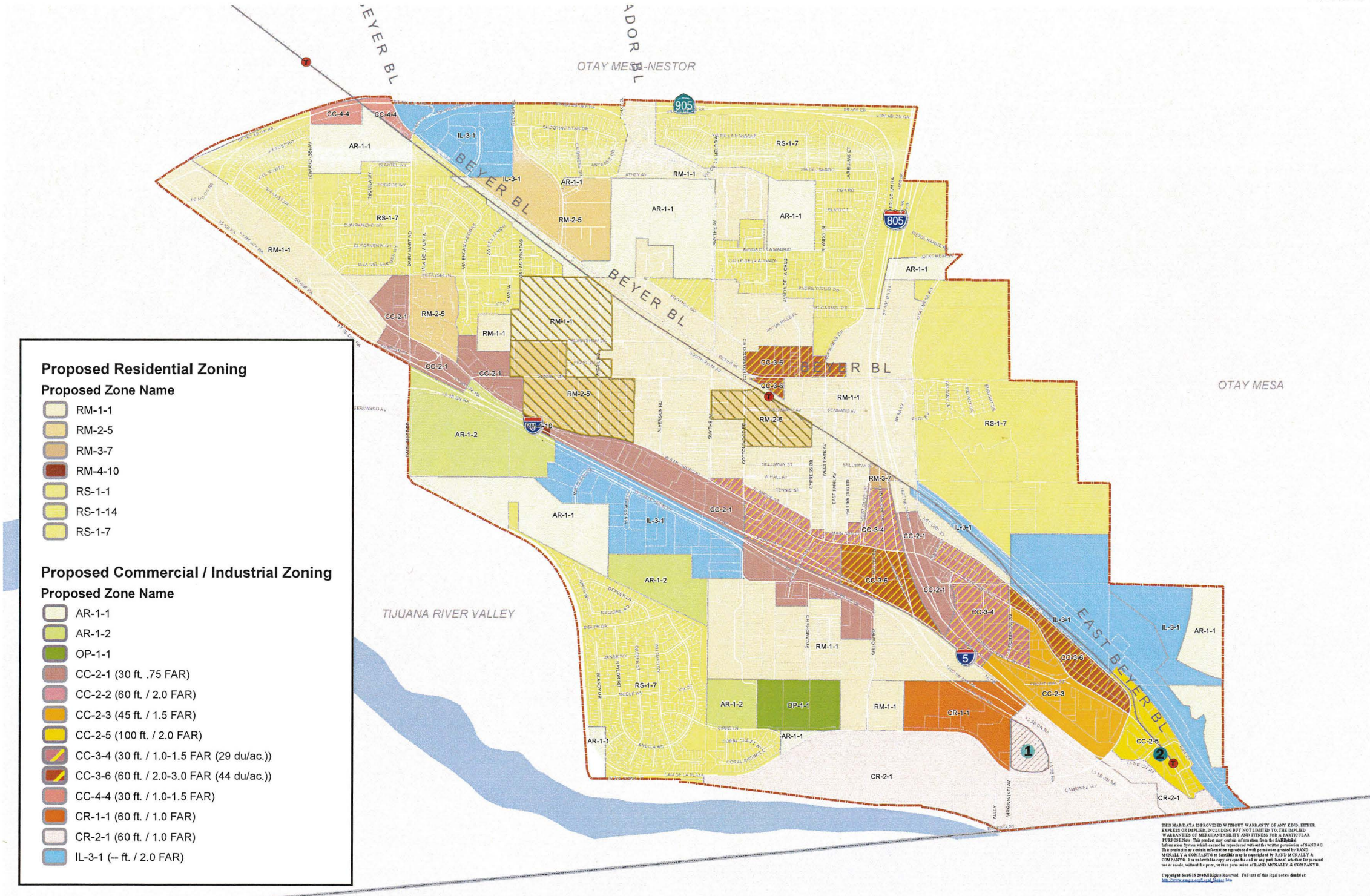


## Areas of Transition



SAN YSIDRO COMMUNITY PLAN UPDATE

11/21/2013



PROPOSED Zoning Map - September, 2013

**AGENDA ITEM NO. 13-11-6****BORDERS COMMITTEE  
NOVEMBER 15, 2013****ACTION REQUESTED – DISCUSSION****SAN YSIDRO INTERMODAL TRANSPORTATION CENTER  
STUDY DRAFT DESIGN CONCEPTS**

File Number 3330500

**Introduction**

In October 2012, SANDAG and the City of San Diego, in collaboration with Caltrans, the Metropolitan Transit System (MTS), and the community, initiated a study to identify a multimodal concept for an Intermodal Transportation Center (ITC) in the vicinity of the San Ysidro Port of Entry (POE). The study also will include a financial feasibility analysis to identify strategies for creation of the San Ysidro Intermodal Transportation Center (SYITC).

The purpose of the study is to produce a mobility and economic/fiscal feasibility analysis for a SYITC concept for evaluation and consideration as part of the comprehensive San Ysidro Community Plan update process. The study includes a demand and supply analysis for off-street parking facilities associated with the ITC concept, and an analysis of complementary on-site retail, commercial, and institutional uses that could enhance the SYITC as a community amenity and generate revenue toward its construction. A team of consultants has been selected to help envision and provide the technical tools needed to develop a SYITC concept that will serve as a gateway to the world's busiest POE. The Borders Committee provided input on two design concepts at its July 28, 2013, meeting. This report highlights a third design concept (Attachment 1), which incorporates the strengths of concepts 1 and 2 and feedback from the community.

**Discussion**

The initial study efforts focused on reviewing past and ongoing studies; preparing a commercial and institutional market study; creating off-street parking projections; and gathering input on the needs and vision for a future SYITC from the community, local business leaders, property owners, transportation providers, border crossers, and other stakeholders, including representatives from Baja California, Mexico. The information gathered through these efforts was used to inform the development of three draft SYITC concepts. The study has included extensive public outreach efforts, which are described in a subsequent section of the report.

**Draft Design Concepts**

The draft concepts were crafted taking into account input gathered via public workshops, outreach to San Ysidro High School students, and surveys. Findings from the commercial market study, off-street parking projections, progress on the San Ysidro Community Plan Update, existing and projected transit ridership and border crossing data, and connectivity with the San Ysidro POE also

informed the development of the draft concepts. These concepts incorporate the Trolley, MTS buses, private buses, jitneys, taxis, bicycle and pedestrian pathways, personal vehicle drop-off and pick-up facilities, and paid parking, in conjunction with commercial development. Retail, office, hotel, and institutional/government space is included in line with the study's market analysis, and additional opportunities for increased private development also are identified. All alternatives include a public plaza, landscaping, and public art, and look to develop a welcoming gateway to the region and link the ITC to the greater San Ysidro community to the north.

The transportation functions and commercial development square footage would be the same for the three alternatives; however, the siting of these various components would differ. As described in a previous report, Option 1 would keep the Trolley in approximately its current location, but would expand the facility to include a third platform and longer platforms to accommodate four-car trains. The transportation elements included in Option 1 are estimated to cost between \$90 and \$120 million. In Option 2, the Trolley would be moved further east and the private and MTS bus facilities would be located underground, below the Trolley station. Option 2 would include significant excavation and relocation of the Trolley and has an estimated cost of between \$145 and \$200 million. With the relocation of the Trolley tracks, Option 2 may allow for additional street-front retail development along San Ysidro Boulevard.

In Option 3, the Trolley remains in approximately its current location and is expanded to include a third platform, and all platforms are lengthened to accommodate four-car trains. The Trolley tracks are relocated further east in this option, which allows for grade separation of the Trolley tracks from bus and vehicular traffic, and may allow for additional street-front retail development on San Ysidro Boulevard. Option 3 has an estimated cost of between \$125 and \$170 million. All concepts identify locations where additional private commercial development could occur. The concepts could be constructed in phases and would likely require significant private investment.

### **Public Outreach**

There have been three public workshops to date, which have been publicized by San Diego and Tijuana media, postcard mailings, email, SANDAG, and partner agency websites, social media, and local community organizations. Meeting information also was posted on MTS buses serving the San Ysidro POE and at ticket vending machines at the San Ysidro Trolley station. Simultaneous Spanish translation was provided and meeting materials were available in English and Spanish. A fourth public meeting where Option 3 will be shared with the public will be held on November 13, 2013. The project webpage ([www.sandag.org/syitc](http://www.sandag.org/syitc)) includes information on the study and outreach efforts, an online survey and comment tool, and materials from the public meetings.

SANDAG staff also has partnered with Casa Familiar to gather community input on the SYITC Study at three Sin Límites workshops. Additionally, SANDAG staff has met twice with members of the Border Transportation Council (BTC) and sought input and data regarding current and future facility needs to be incorporated into a future San Ysidro ITC facility. Staff will be seeking input on Option 3 from the BTC at the November 12, 2013, meeting. SANDAG staff also presented the two draft design concepts to the South County Economic Development Corporation at its August 6, 2013, meeting.



Project staff met with members of the San Ysidro Smart Border Coalition (SYSBC) in August 2013 to receive input on the first two draft design concepts. The SYSBC noted its preference for Option 2 and stated a need for additional facilities for private buses, jitneys, vans, pedicabs, taxis, bicycles, and personal vehicle pick-up/drop-offs. The SYSBC also voiced interest in additional widening of San Ysidro Boulevard between the current MTS bus drop-off area and Camino de la Plaza. The group also requested that elevating the Trolley to a second level in Option 2 be considered. Project staff met again with the SYSBC on October 30, 2013, to seek their input on Option 3. The new concept incorporates additional passenger pick-up and drop-off areas, a new pedicab station, a more accessible bike center, bicycle lanes on San Ysidro Boulevard, a revised Customs and Border Protection and Border Patrol emergency access route, and additional private operator bus bays with an area identified for potential future expansion. Project staff also did a high-level analysis of a potential elevated Trolley station, as per comments submitted by the SYSBC. It was determined that a second level Trolley station could potentially be included in an iteration of Option 2; however, it was noted that significant vertical circulation (stairs, escalators, and elevators) would be required to move people to and from the Trolley platform. A pedestrian bridge from the second floor of the ITC connecting to the U.S. General Services Administration (GSA) southbound pedestrian facility could aid in pedestrian circulation; however, the bridge would likely need to be partially constructed on federal property, would interface with the historic Customs House, and could have impacts on the future GSA pedestrian plaza. This concept would require additional study and is anticipated to add an additional \$80 million to the cost estimate for Option 2.

In addition, the consultant team conducted an intercept survey of over 450 northbound pedestrian border crossers to gather demographic data, reasons for crossing, use of public transportation, and their input on elements preferred in a future SYITC. Survey respondents noted their desire for additional Trolley and bus services with longer hours of operation, greater service frequency, and additional seating capacity. Respondents also noted the desire for additional trees and green areas adjacent to the POE, the need for areas with shade, and waiting areas with seating and public restrooms.

Due to its location, adjacent to the San Ysidro POE that is undergoing a major reconfiguration and expansion project, staff maintains regular communication with the GSA, as well as with Mexican agencies, including the Secretariat of Infrastructure and Urban Development of the State of Baja California (SIDUE) and the City of Tijuana Metropolitan Planning Institute.

### **Alternatives Analysis**

Project staff has conducted a technical analysis of the three ITC concepts. A summary matrix highlighting the strengths and challenges of each concept is included as Attachment 2. A comparison of all three concepts reveals that Option 3 incorporates the strengths of Options 1 and 2 and provides additional transit capacity and offers grade separation of the Trolley tracks from buses and automobiles. Option 3 also combines all buses into one larger expandable facility and provides for increased pedestrian and taxi pick-up and drop-off facilities adjacent to the POE. This concept also includes a dedicated intercity bus facility adjacent to the POE for secure passenger ticketing, waiting, and baggage handling and identifies locations for security and facilities operations. The relocation of the Trolley tracks in Option 3 allows for potential street-front commercial development along San Ysidro Boulevard. A bicycle station, bicycle lanes, and a pedicab station also are included in the concept.

## **Next Steps**

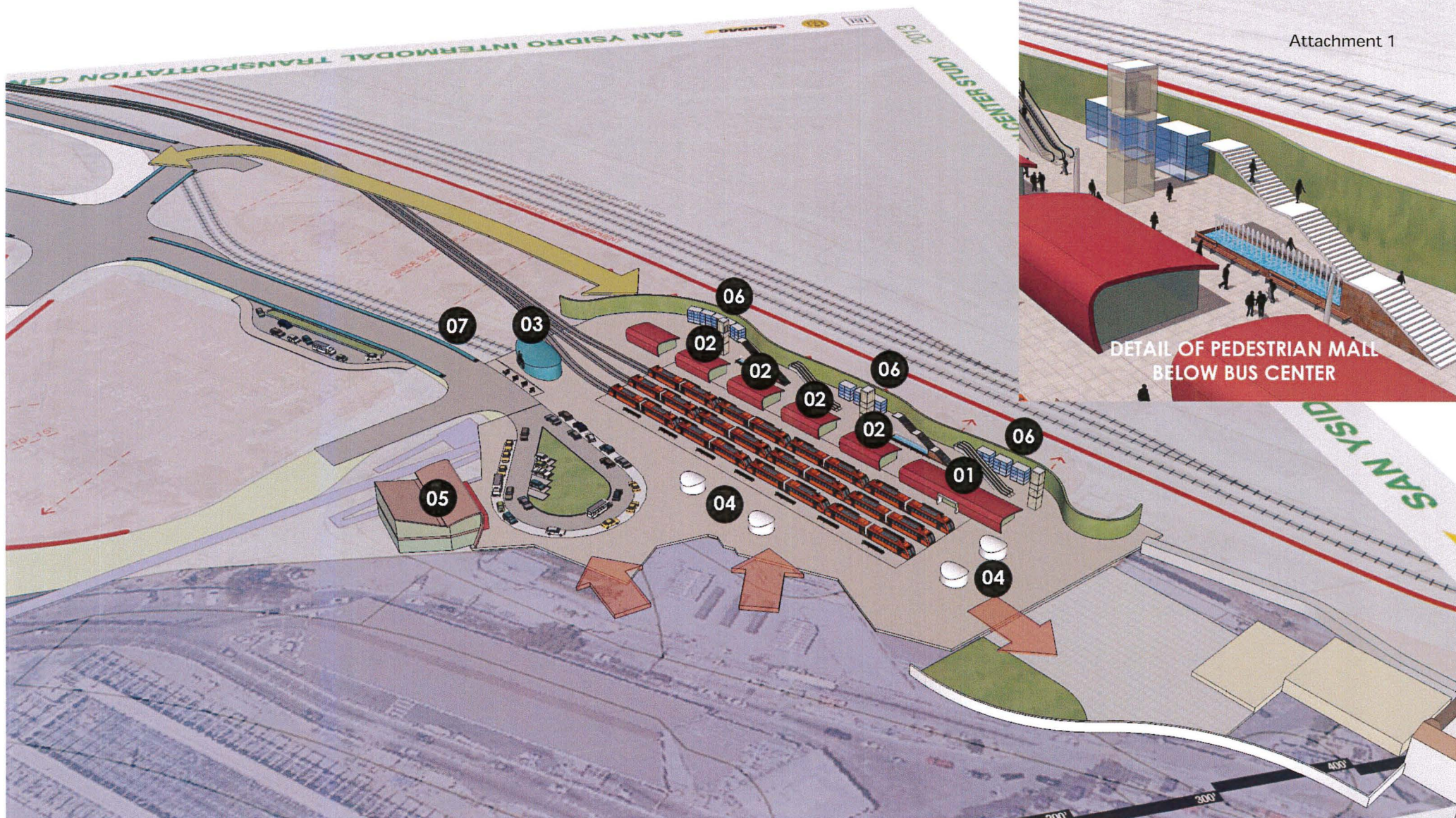
Input from the Borders Committee will be relayed to the Transportation Committee. At its December meeting, the Transportation Committee will be asked to recommend that the ITC Option 3 be the one concept analyzed in the study implementation plan and funding strategy, in accordance with the scope of work for the study. The study is expected to conclude in spring 2014.

CHARLES "MUGGS" STOLL

Director of Land Use and Transportation Planning

Attachments:    1. Draft San Ysidro Intermodal Transportation Center Study Design Option 3  
                  2. San Ysidro Intermodal Transportation Center Study Evaluation Matrix

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Attachment 1

DETAIL OF PEDESTRIAN MALL  
BELOW BUS CENTER

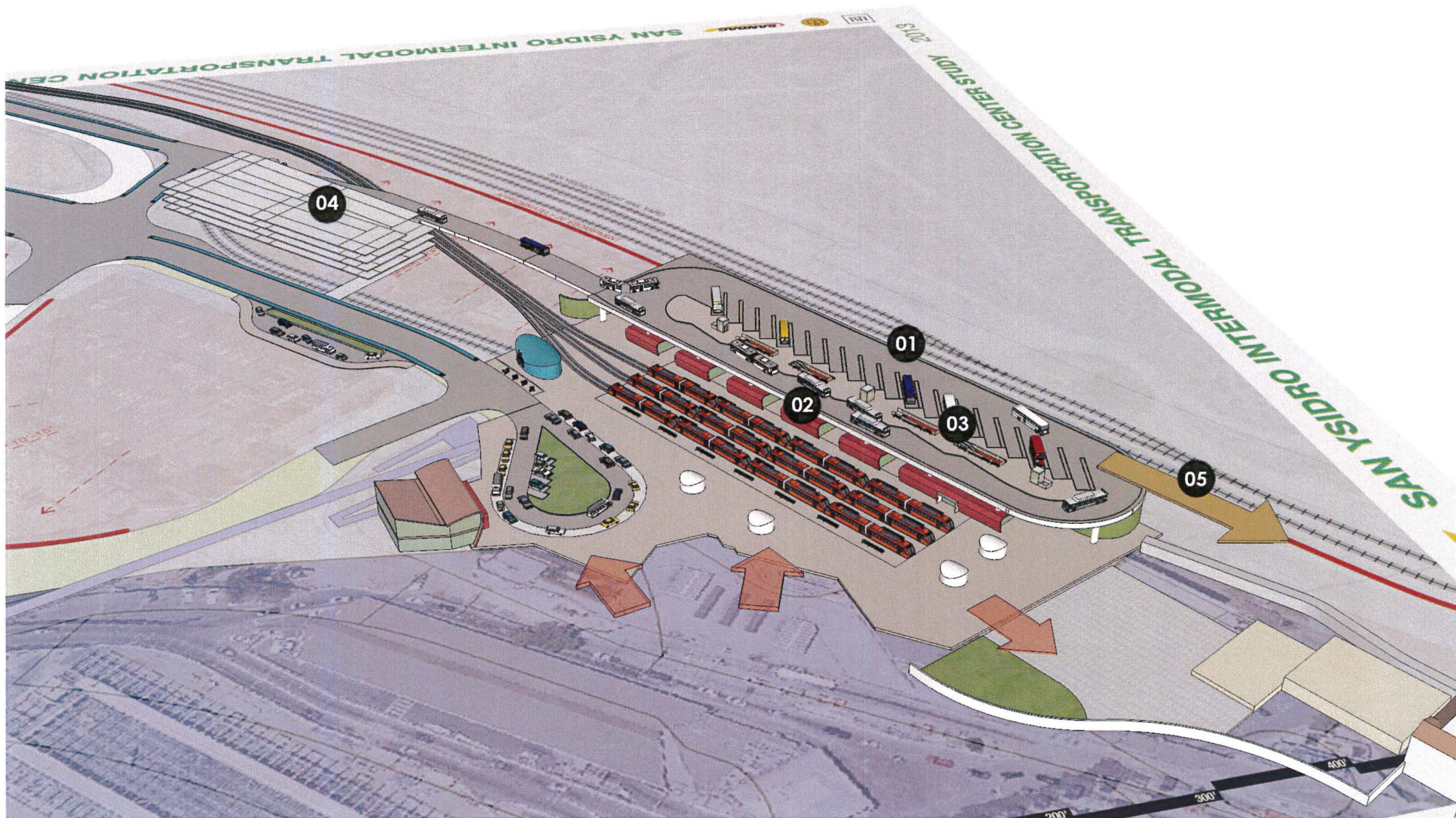
### OPTION 3

#### VIEW 4

- 01 Intercity Bus Facility - Waiting, Ticketing, Baggage
- 02 Retail Opportunity & Transit Services
- 03 Bike Storage, Rental and Service
- 04 Ticketing, Information & Duty Free Services

- 05 Large Retail Opportunity
- 06 Display and Small Retail Opportunities
- 07 Bike Lanes

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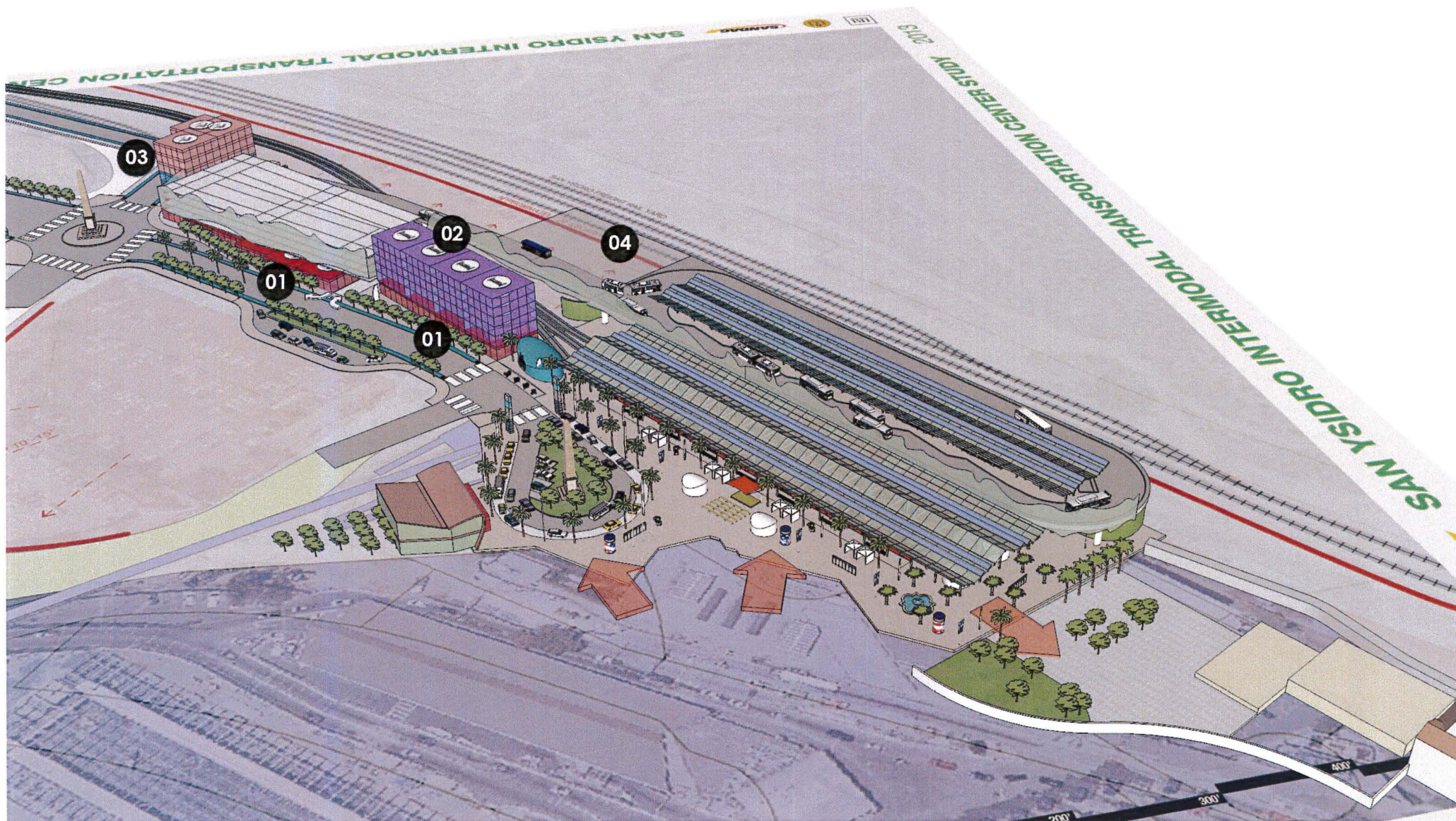
**OPTION 3**

**VIEW 5**

- 01 Intercity Buses
- 02 City Buses & Shuttles
- 03 Bus Center Platform, Seating, Shelters, Passenger Amenities
- 04 Parking Structure

- 05 Access To Rail Yards

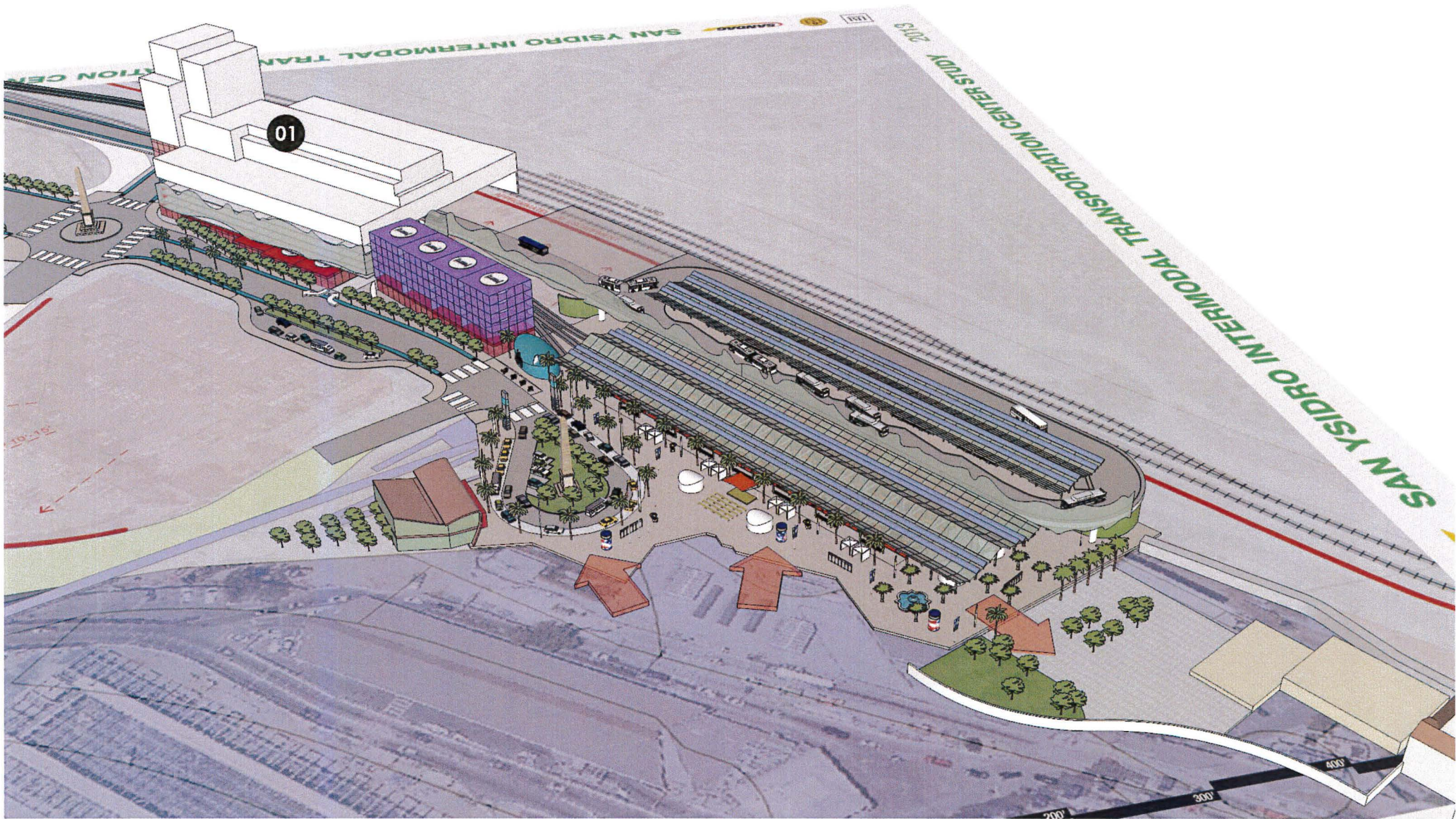
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### OPTION 3

#### VIEW 8

- 01 Possible Future Retail
- 02 Possible Future Hotel
- 03 Possible Future Office Commercial/Education
- 04 Possible 30% Expansion of Bus Center

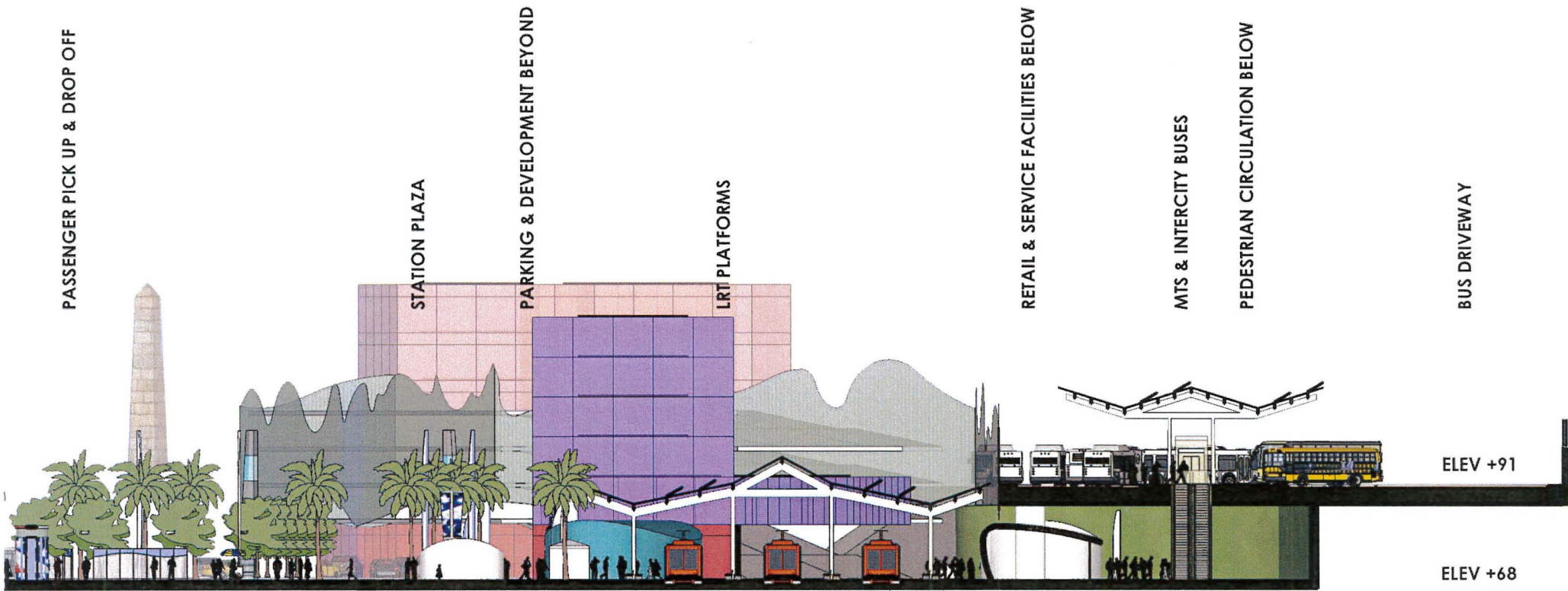


**OPTION 3**

**VIEW 9**

01 Possible Future Expanded Mixed-Use Development

2013•11•05



**OPTION 3**

**VIEW 16 - SECTION LOOKING NORTH**

2013•11•05

**SAN YSIDRO INTERMODAL TRANSPORTATION CENTER  
EVALUATION MATRIX**

OPTION 1 Trolley Tracks Near Existing Location	OPTION 2 Trolley Tracks Relocated to the East with Underground Bus Facility	OPTION 3 Trolley Tracks Near Existing Location with Second Level Bus Facility
<b>Transit Operations and Customer Experience</b>		
✓	✓ ✓	✓ ✓ ✓
- Facilities for all transit modes expanded "in place" - Bus/rail/auto conflict at grade crossing remains	- Facilities for all transit modes expanded - Bus/rail/auto conflict removed - Trolley platforms move further away from POE doors - All buses combined into one underground facility	- Facilities for all transit modes expanded - Bus/rail/auto conflict removed - Trolley platforms stay in existing location - All buses combined into one, expandable facility
<b>Access, Circulation and Parking</b>		
✓	✓ ✓	✓ ✓ ✓
- Auto and taxi pick-up and drop-off (PPUDO) circulation is out-of-the-way - Longer walk from PPUDO to Port of Entry	-Circulation for all modes is clear and straightforward	-Circulation for all modes is clear and straightforward
<b>Constructability</b>		
✓ ✓	✓	✓ ✓ ✓
- All at-grade construction - Relocation of at-grade crossing could be a California Public Utilities Commission issue	- Significant excavation and structures needed	- Site constraints may require some design exceptions
<b>Land Use Elements and Community Development Support</b>		
✓	✓ ✓ ✓	✓ ✓
- Leaves tracks along San Ysidro Boulevard - limits opportunities	- Provides largest plaza space for community amenities	- Provides same plaza space as Option 1 while relocating tracks off San Ysidro Boulevard
<b>Public Private Partnership Support</b>		
✓	✓ ✓ ✓	✓ ✓
- Complicates "deal" by mixing all commercial and transportation uses in same space	- Provides most space for commercial development	- Space for commercial development somewhat constrained
<b>Capital Costs</b>		
\$90-120M	\$145-200M	\$125-170M
<b>Common features to all Options:</b> - Expanded facilities for all transit modes - Dedicated taxi and auto pick-up and drop-off facilities - Improved/expanded pedestrian plaza with public art and amenities - Upgrades to San Ysidro Boulevard including landscaping and wider sidewalks - Dedicated bike lanes on San Ysidro Blvd. leading to Bike Center and Pedicab Station -Dedicated Intercity Bus facility - ticketing, waiting, and baggage handling - Dedicated facilities for security and operations - Ability to incorporate a private/paid parking structure, approximately 560 spaces		



# URBAN DESIGN ELEMENT MAP

