



*san ysidro*  
community plan update



june 4, 2014



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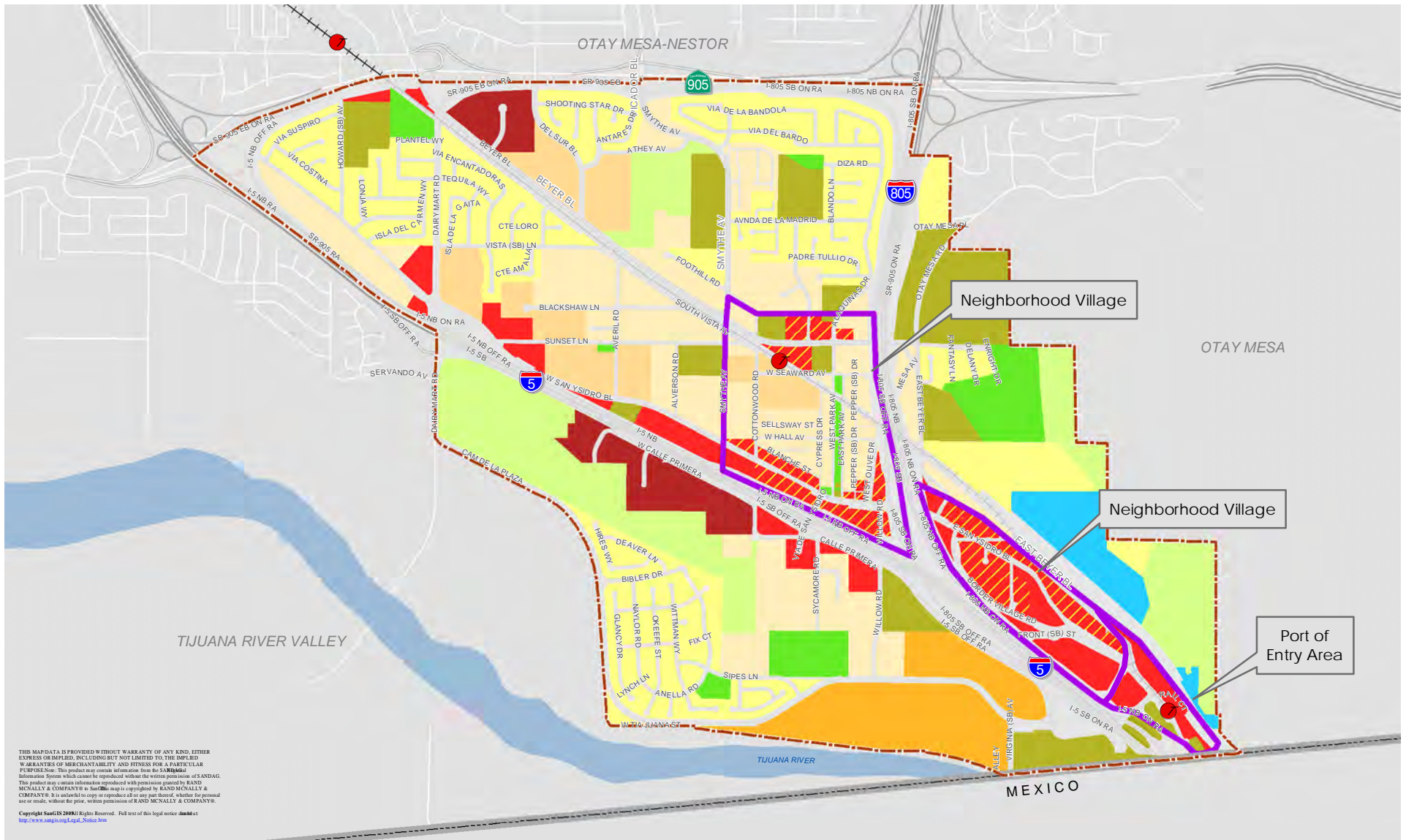
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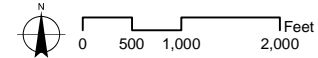




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|               |  |                  |  |  |                         |
|---------------|--|------------------|--|--|-------------------------|
| <b>LEGEND</b> | San Ysidro Proposed Land Use               | Heavy Commercial | Low Density Residential (5-10 du/nra)          | Park                                     | Community Plan Boundary |
|               | Community Commercial                       | Industrial       | Low-Medium Density Residential (10-15 du/nra)  | Open Space                               | Areas of Transition     |
|               | Community Commercial/Residential Permitted | Light Industrial | Medium Density Residential (15-30 du/nra)      | Other Community Open Space / Agriculture | Light Rail              |
|               | Regional Commercial                        | Institutional    | Medium-High Density Residential (30-44 du/nra) | Right-of-Way                             | Trolley Stop            |
|               |  |                  |  |  |                         |

Land Use



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# 1. Introduction

CONTENTS: COMMUNITY PROFILE | KEY OBJECTIVES | LEGISLATIVE FRAMEWORK | PLANNING PROCESS | ENVIRONMENTAL IMPACT REPORT | PLAN ORGANIZATION

## 1.1 COMMUNITY PROFILE

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, also presents the community with challenges related to border traffic congestion and associated vehicle emissions, 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 community today contains a breadth of building types and architectural styles from development waves occurring since the early part of the 20<sup>th</sup> century.

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 **Figure I-1 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. Because of these topographical characteristics, spectacular views of the surrounding region can be found throughout the community.

The San Ysidro Port of Entry is the busiest in North America and is undergoing a huge expansion and reconfiguration in the early part of the 21<sup>st</sup> Century that will directly impact the community of San Ysidro. Although San Ysidro suffers from the constraints including aging infrastructure and overcoming barriers to connectivity, San Ysidro remains a strong, tightly knit community with an optimistic vision for its future. 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 Community Plan Update

## Introduction

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. Housing is in high demand in San Ysidro.

### 1.2 COMMUNITY VISION AND KEY OBJECTIVES

The plan update’s public outreach effort centered on individual community meetings that consisted 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 . There were workshops on key topics, a multi-day charrette and meetings of the San Ysidro Community Planning Group, the City’s recognized community planning group.

San Ysidro is situated adjacent to the international border and geographically separated from much of the rest of the City of San Diego. It is also topographically separated from Otay Mesa by canyons and the 905 creates a physical separation from Otay Mesa-Nestor. These characteristics provide a sense of seclusion from the rest of the City of San Diego.

As development occurred in San Ysidro following the short lived Little Landers Colony, commercial districts formed along San Ysidro Boulevard and Camino de la Plaza focusing primarily on border users. A legacy remains of traditional storefronts uniquely suited to small and sole-proprietor businesses, particularly along the community’s spine, San Ysidro Boulevard. Remnants of the original grid pattern of streets and alleys enhances connectivity and promotes walkability in the El Pueblito Viejo, the old town and community core, yet traffic

#### Community 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.





congestion and poor pedestrian connectivity occurs at many ‘pinch points’ where street widths narrow or access is ‘funneled’ due to the trisecting of the freeways and trolley tracks.

In 2010, the community engaged in intensive visioning workshops and identified a community vision and key objectives to focus on for the plan update. The Key Objectives include:

- 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 Mi Pueblo Village
- Craft a clear and practical implementation strategy

#### **General Plan Guiding Principles**

1. *An open space network formed by parks, canyons, river valleys, habitats, beaches and ocean;*
2. *Diverse residential communities formed by the open space network;*
3. *Compact and walkable mixed-use villages of different scales within communities;*
4. *Employment centers for a strong economy;*
5. *An integrated regional transportation network of walkways, bikeways, transit, roadways, and freeways that efficiently link communities and villages to each other and to employment centers;*
6. *High quality, affordable, and well-maintained public facilities to serve the City’s population, workers, and visitors;*
7. *Historic districts and sites that respect our heritage;*
8. *Balanced communities that offer opportunities for all San Diegans and share citywide responsibilities;*
9. *A clean and sustainable environment; and*
10. *A high aesthetic standard.*

# San Ysidro Community Plan Update

## Introduction

### 1.3 LEGISLATIVE FRAMEWORK

#### *General Plan*

The San Ysidro Community Plan is a component of the City of San Diego’s General Plan. It is intended to further express the General Plan policies in San Ysidro through the provision of more site-specific recommendations that implement goals and policies, guide zoning, and the Capital Improvement Plan. While the two documents are under separate cover, they work together to establish the framework for growth and development in San Ysidro. Some specific General Plan policies are referenced within the Community Plan to emphasize their significance in San Ysidro, but all applicable General Plan policies may be cited in conjunction with the San Ysidro plan, whether or not they are specifically referenced. Both the General Plan and the San Ysidro Community Plan should be consulted for land use planning matters in San Ysidro. While the community plan addresses specific community needs, its policies and recommendations remain in harmony with the General Plan, city-wide policies, and other community plans.

The General Plan sets out a long-range vision and policy framework to guide future development, provide public services, and maintain the qualities that define San Diego and contains a set of overall guiding principles (see inset). The recent update to the General Plan shifts focus from how to develop vacant land to how to design infill development and reinvest in existing communities. A key component guiding these efforts is the City of Villages Strategy, which proposes growth be directed into pedestrian-friendly mixed-use activity centers linked to an improved regional transit system.

Regional and local investments that promote transit and bicycle use support this strategy. By increasing transportation choices, a reduction in overall vehicle miles travelled can be achieved, which is a key contributor to broader sustainable development initiatives. Better mobility options are also needed for those who cannot drive, do not own a motor vehicle, or prefer to reduce their dependence on the automobile. Reduction in air pollutants as well as a shift to favor walking as a preferred mode benefits individuals as well as public health.

These villages or activity centers are to be formally identified through the community plan update process. The mixed-use commercial districts and higher density neighborhoods along transit lines are candidate village locations within each of the three communities. The policies of each plan can be used to focus needed investments in infrastructure, transit and other mobility improvements.

#### *Land Development Code*

The City of San Diego Land Development Code (LDC) is part of the municipal code and contains regulations and controls pertaining to land use, density and intensity, building massing, architectural design, landscaping, storm water management, street frontages, lighting, and other development characteristics. The LDC implements the policies and recommendations of the Community Plan and all development within in San Ysidro must comply with regulations set forth in the LDC.

#### *Local Coastal Program*

The California Coastal Act of 1976 requires all jurisdictions within the Coastal Zone to prepare a Local Coastal Program (LCP). The Local Coastal Program includes issue identification, a land use plan and implementation ordinances. In order to respond to individual community issues, the Local Coastal Program of the City of San Diego has been divided into 12 segments. The coastal zone portion of the San Ysidro community has been incorporated into the Tijuana River Valley Local Coastal Program segment. **Figure I-2 Coastal Zone Map** provides the boundary for coastal zone in San Ysidro. With the development of this Plan it was determined that it would be appropriate to have one document that would address the basic resource protection measures for the coastal zone and discuss the community's relationship to the Tijuana River Valley resource area. The important coastal resources consisting of the Dairy Mart Ponds, Tijuana River Valley floodplain, and the Tijuana River estuary, is contained within the open space section of the **Conservation Element** of this Plan.

## 1.4 PLANNING PROCESS

The public outreach for the plan update was primarily conducted through the Community Plan Update Advisory Committee which were regularly held special meetings with the San Ysidro Community Planning Group and which included other stakeholder representatives. These meetings serve as the backbone for the community outreach effort. However, the outreach effort also included individual stakeholder meetings, a walk audit, booths at community festivals and school functions, community survey, outreach to students through the local schools and presentations to other organizations and agencies. The community outreach was a collaborative process between community members, stakeholders and the City and the participation strategy was designed to:

- Enhance community participation and input
- Integrate consensus building with planning process
- Strengthen Community Partnerships
- Provide learning opportunities to improve mobility, housing, recreation, access and quality of life issues for residents, businesses and visitors
- Gather and integrate community input and feedback

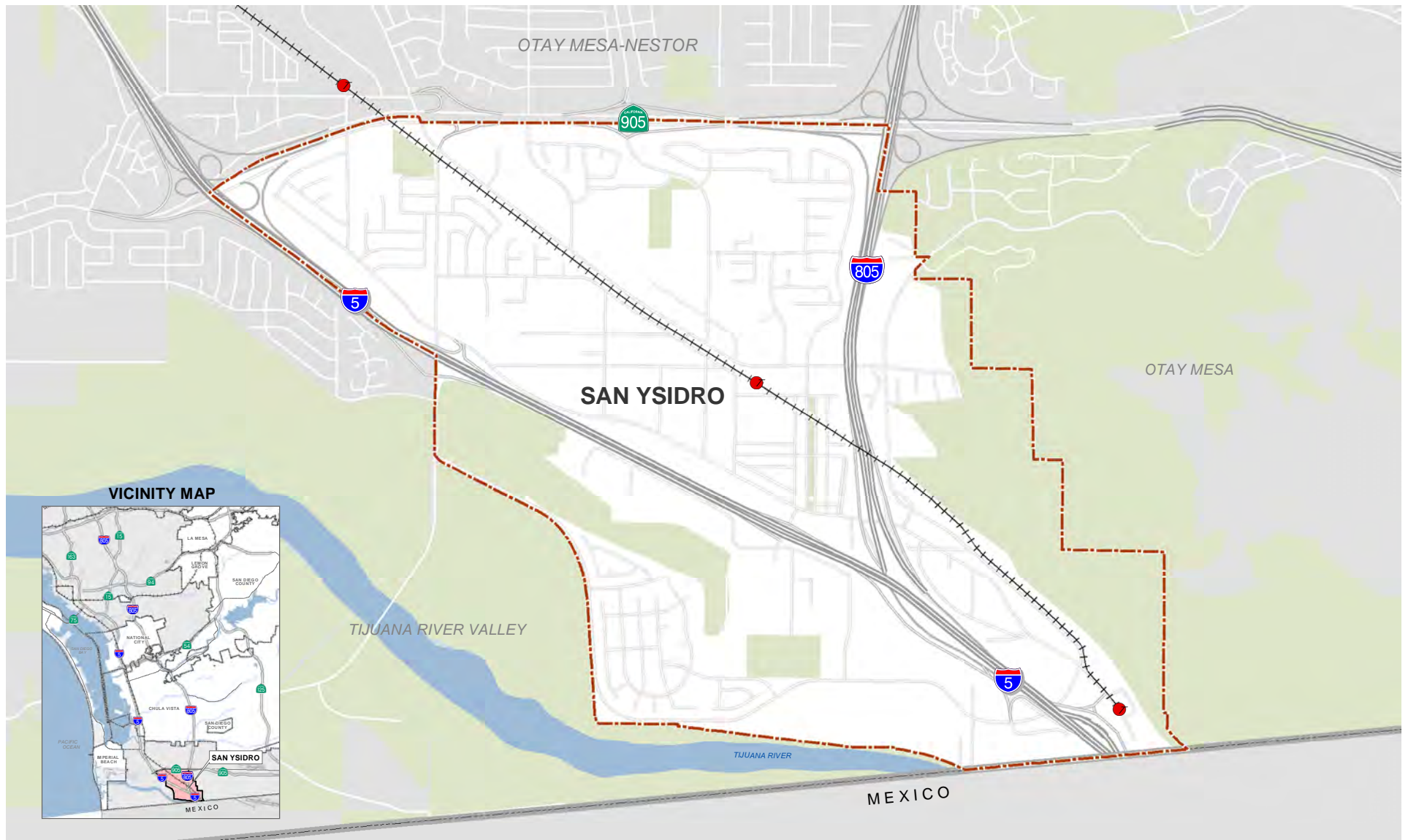
## 1.5 ENVIRONMENTAL IMPACT REPORT

Pursuant to the California Environmental Quality Act (CEQA), the Golden Hill Community Plan Environmental Impact Report (EIR) provides a programmatic assessment of potential impacts occurring with the realization and implementation of Community Plan policies and recommendations. Potential impacts were anticipated during preparation of the Community Plan, and many of the policies were designed to reduce or avoid such impacts.

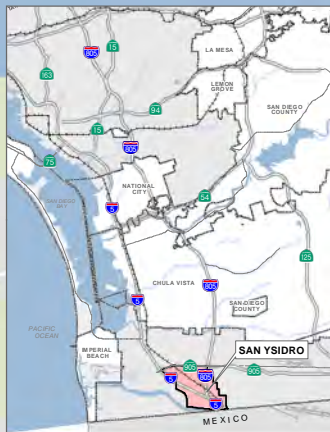
## 1.6 PLAN ORGANIZATION

The plan is organized similarly to the General Plan and includes nine Elements. Each element includes goals, discussion sections, policies and recommendations. A separate Implementation Chapter includes implementation measures. Policies often cross reference the General Plan and related subjects in corresponding Elements. This community plan is a companion document to the General Plan and the General Plan should be used in conjunction with this plan.





VICINITY MAP

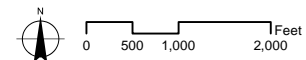


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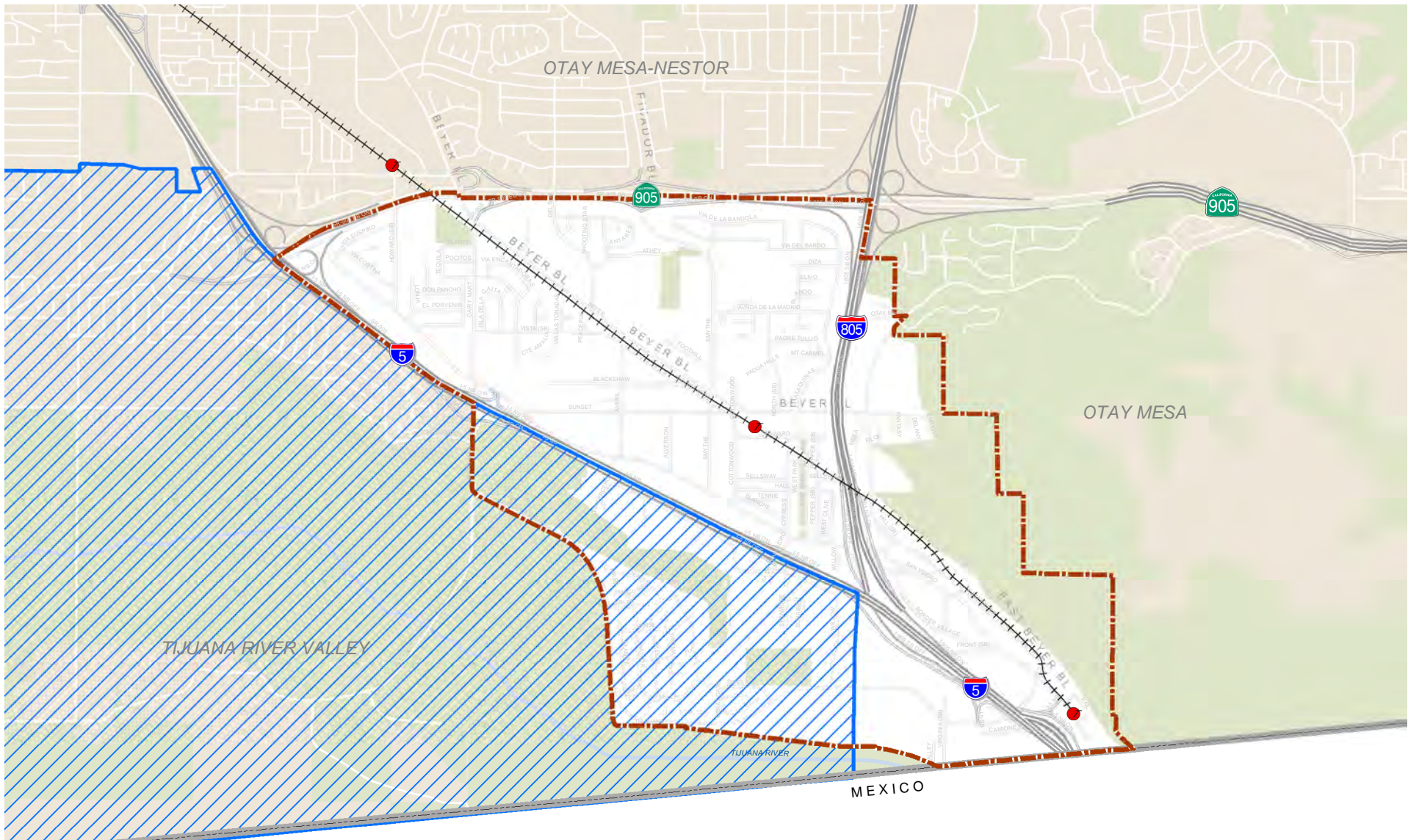
- Community Plan Boundary
- Trolley Stop
- Light Rail

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**Vicinity Map**



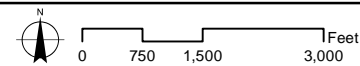




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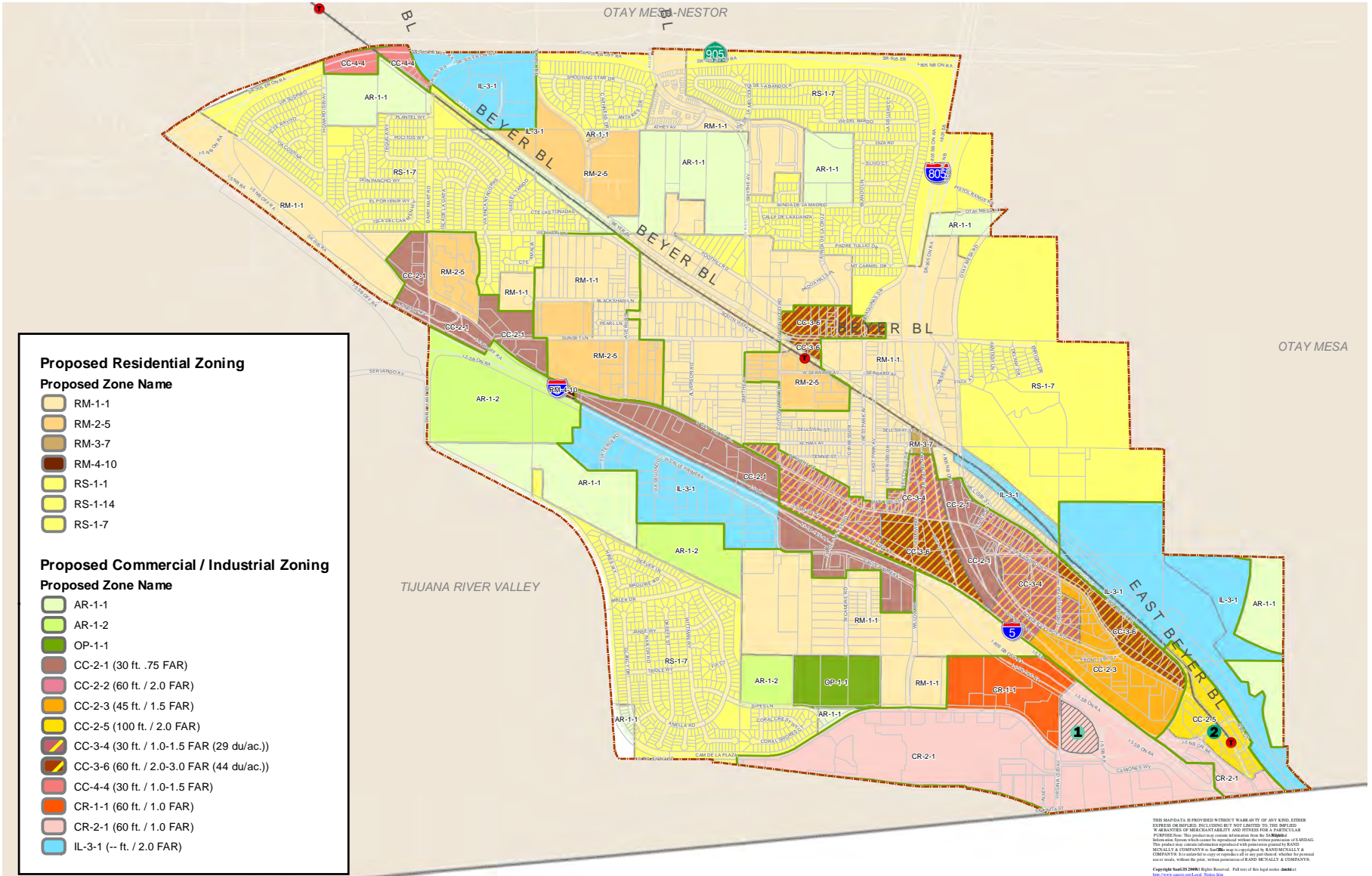
- Community Plan Boundary
- Trolley Stop
- Light Rail
- Coastal Zone

Coastal Zone Map



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**LEGEND**

- Trolley Stops
- Light Rail
- Community Plan Boundary
- Areas of Zoning Change

- = Community plan will support a higher height limit
- = Community plan will support a higher height limit and residential uses w/ master plan and additional environmental review.

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PROPOSED Zoning Map - September, 2013





## 2. Land Use

CONTENTS: HOUSING | COMMERCIAL, BORDER & INDUSTRIAL USES | INSTITUTIONAL USES & PUBLIC FACILITIES  
| VILLAGE AREAS

### GOALS

- **A community of Mexican Heritage which offers excellent education, job, housing, health services, and recreational opportunities.**
- **A grand gateway linking Mexico to the United States and the City of San Diego.**
- **Create a safe and healthy living environment with a diverse mix of housing opportunities and land uses.**
- **Residential densities which retain the character and scale of the San Ysidro community and offer new housing opportunities for all income levels.**
- **Opportunities for market rate, upscale housing and affordable housing.**
- **El Pueblito Viejo Village, a community village, which provides access to first class social services, transit and cultural amenities.**
- **A vibrant commercial and entertainment Border Village.**
- **An Intermodal Transit Facility at the border.**

## DISCUSSION

The Land Use Element establishes the distribution and pattern of land uses throughout the community along with associated residential densities. The **Land Use Map** is located on page X. It also contains community-specific policies for the future development of residential, commercial/mixed-use, institutional, and village designated areas within the San Ysidro community. In order to facilitate revitalization and address public space deficiencies in the community, this element also includes policies for focus areas within the community where development is encouraged through higher intensity zoning and a menu of incentives designed to encourage partnerships with the development industry in order to meet the community’s vision for growth.

### 2.1 LAND USE DISTRIBUTION

The community has a unique level of complexity due to its long-standing and diverse development history, varied geography and proximity to the international border Port of Entry. San Ysidro is a community with an established land use pattern that is expected to remain, although some land use intensities are increasing as a result of this plan. The community will continue to evolve incrementally with the hopes of spurring growth within village areas. The recommended land use break down within the community is located in **Table LU-1**.

**Table LU-1: Land Uses**

| LAND USE   | ACREAGE | PERCENTAGE |
|--|---------|------------|
| Low-Density Residential (5-10 dwelling units/net acre)   | 313     | 17%        |
| Low-Medium Density Residential (10-15 dwelling units/net acre)   | 242     | 13%        |
| Medium-Density Residential (15-30 dwelling units/net acre)   | 84      | 4%         |
| Commercial Residential permitted   | 49      | 3%         |
| Commercial   | 71      | 4%         |
| Regional Commercial  | 91      | 5%         |
| Heavy Commercial   | 51      | 3%         |
| Industrial   | 36      | 2%         |
| Open Space   | 181     | 10%        |
| Park   | 61      | 3%         |
| Institutional  | 144     | 8%         |
| Note: Including freeway and trolley rights-of-way, the total planning area acreage is approximately 1,861 acres. More precise mapping was used to determine the acreage totals than the previous community plan. |         |            |



## San Ysidro Community Plan

### Land Use

This community plan refines land uses. The land use balance within the community does not significantly change from the 1990 Community Plan beyond the Port of Entry District. In the Port of Entry District some land is redesignated to Institutional or Right of Way, mostly due to the realignment of Interstate 5 into Mexico to connect with Tijuana's El Chaparral border inspection facility. In addition, the following refinements are reflected as part of the recommended land uses:

- Residential densities increased from Low to Low-Medium Density within a portion of the Sunset Neighborhood;
- Residential densities increased from Low-Medium to Medium Density near the Beyer Trolley Station;
- Commercial property within portions of the village areas will allow residential mixed-use;
- Existing industrial areas were reclassified to a Heavy Commercial designation since the character of these areas has changed over time to support commercial and wholesale retail uses; and
- The commercial area within the Regional Commercial District was redesignated as Regional Commercial.

The distribution of land uses provides an opportunity for balanced and sustainable growth in San Ysidro. The challenge will be in balancing the needs of the residents, daily visitors, commuters and business interests with one another and creating a cohesive community with often different needs and competing interests.

#### *Land Use Intensity*

Land Use intensity is related to the specific type of use as well as the manifestation of a particular use (or multiple uses) within a developed or built form. A generalized description of land use categories is provided in **Table 2** which reflects the conversion of land use descriptions from the 1990 San Ysidro Community Plan to those recommended by the Land Use and Community Planning Element of the General Plan (LU-11). Each land use designation also contains quantifiable standards of building intensity. Zone designations are used where use and development standards correlate to the applied zoning program.

#### *Population Density*

Based on the application of planned land uses and development intensity, the community estimates to have a population of 38,559.



| Table LU-2: Community Plan Land Uses Density and Intensity |                   |  |                               |
|--|-------------------|--|-------------------------------|
| Land Use Designation                                       | Use Consideration | Description  | Density Range (du/ac or FAR*) |
| Open Space   | None              | Provides for the preservation of land that has distinctive scenic, natural or cultural features; that contributes to community character and form; or that contains environmentally sensitive resources. Applies to land or water areas that are undeveloped, generally free from development, or developed with very low-intensity uses that respect natural environmental characteristics and are compatible with the open space use. Open Space may have utility for: primarily passive park and recreation use; conservation of land, water, or other natural resources; historic or scenic purposes; visual relief; or landform preservation. | N/A                           |
| Population-based Parks                                     | None              | Provides for areas designated for passive and/or active recreational uses, such as community parks and neighborhood parks. It will allow for facilities and services to meet the recreational needs of the community as defined by the community plan.   | N/A                           |
| Residential - Low  | None              | Provides for both single-family and multifamily housing within a low-density range.  | 5 – 10 du/ac                  |
| Residential - Low Medium                                   | None              | Provides for both single-family and multifamily housing within a low- medium-density range.  | 10 - 15 du/ac                 |
| Residential - Medium                                       | None              | Provides for both single-family and multifamily housing within a medium-density range.   | 15 - 30 du/ac                 |
| Residential - Medium High                                  | None              | Provides for multifamily housing within a medium-high-density range.   | 30 - 44 du/ac                 |

# San Ysidro Community Plan

## Land Use

|                      |                        |   |                             |
|----------------------|------------------------|---|-----------------------------|
| Community Commercial | Residential Permitted  | Provides for shopping areas with retail, service, civic, and office uses for the community at large within three to six miles. It can also be applied to Transit Corridors where multifamily residential uses could be added to enhance the viability of existing commercial uses.  | 0 - 44 du/ac<br>1.0-3.0 FAR |
|                      | Residential Prohibited | Provides for shopping areas with retail, service, civic, and office uses for the community at large within three to six miles.  | .75-2.0 FAR                 |
| Regional Commercial  | Residential Prohibited | Serves the region, within five to 25-plus miles, with a wide variety of uses, including commercial service, civic, retail, office, and limited industrial uses.   | 1.0 FAR                     |
| Heavy Commercial     | Residential Prohibited | Provides for retail sales, commercial services, office uses, and heavier commercial uses such as wholesale, distribution, storage, and vehicular sales and service. This designation is appropriate for transportation corridors where the previous community plan may have allowed for both industrial and commercial uses.  | 2.0 FAR                     |
| Institutional        | None                   | Provides a designation for uses that are identified as public or semi-public facilities in the community plan and which offer public and semi-public services to the community. Uses may include but are not limited to: airports, military facilities, community colleges, university campuses, landfills, communication and utilities, transit centers, water sanitation plants, schools, libraries, police and fire facilities, cemeteries, post offices, hospitals, park-and-ride lots, government offices and civic centers. | N/A                         |



|   |                      |  |                             |
|---|----------------------|--|-----------------------------|
| Community Village   | Residential Required | Provides housing in a mixed-use setting and serves the commercial needs of the community-at-large, including the industrial and business areas. Integration of commercial and residential use is emphasized; civic uses are an important component. Retail, professional/administrative offices, commercial recreation facilities, service businesses, and similar types of uses are allowed.  | 5 - 44 du/ac<br>.75-3.0 FAR |
| Light Industrial  | Office Use Limited   | Allows a wider variety of industrial uses by permitting a full range of light manufacturing and research and development uses, and adding other industrial uses such as storage and distribution and transportation terminals. Multi-tenant industrial uses and corporate headquarters office uses are permitted. Otherwise, only limited office or commercial uses should be permitted which are accessory to the primary industrial use. Heavy industrial uses that have significant nuisance or hazardous effects are excluded. | 2.0 FAR                     |
| *Floor Area Ratio (FAR) is assigned by the underlying zone and subject to zoning regulations. |                      |  |                             |
|   |                      |  |                             |



*Districts/Neighborhoods*

San Ysidro is largely comprised of residential neighborhoods and commercial centers with the residential neighborhoods generally bounded by the freeways and with the commercial uses closest to the international border (**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, Coral Gates, built in 1995. Because of how San Ysidro has been trisected, and its many decades of development, there is a wide diversity of building types, and property conditions.

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 **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. Character, scale and development potential within the neighborhoods, districts and villages are further outlined in the Urban Design Element.

While the planning area successfully maintains a balance of land uses, there is also a desire to promote harmony between uses and the residents. Creating a safe and healthy living environment and linking residential development to the provision of adequate community facilities and services is one way of achieving this. Understanding the land use and urban design concepts needed to improve use compatibilities and transitions between neighborhoods and districts is critical to the success of this plan. To accomplish these goals, the plan provides site specific recommendations, elaborates on General Plan policies, cross references between the General Plan and the various community plan Elements and includes an Implementation Strategy that complements the policy direction.

## 2.2 HOUSING

CONTENTS: RESIDENTIAL USES | BALANCED COMMUNITIES | EQUITABLE DEVELOPMENT | ENVIRONMENTAL JUSTICE

### *Housing and Design*

Approximately 30% of San Ysidro's housing stock is single family homes located in the San Ysidro West Neighborhood, San Ysidro North Neighborhood, the developed portions of the Beyer Hills Neighborhood, and the Coral Gates subdivision located in the San Ysidro South Neighborhood. These neighborhoods are well established and small scale changes occur through home remodels and improvements. The undeveloped land located in the Beyer Hills Neighborhood is further discussed in Section D.

The majority of housing in San Ysidro is multifamily. It is also anticipated that new housing in San Ysidro will be part of mixed use projects in the commercial village areas, within areas of the Sunset Neighborhood, and located on remnant vacant and underutilized parcels designated for multifamily throughout the community. Many of the existing multifamily housing are not sensitively designed and disrupt the small-scale character of San Ysidro's neighborhoods. In addition, much of the older housing stock is in need of rehabilitation, which many residents are unable to afford. New development should be designed with attention to aesthetics, usability and safety. Attention to building bulk and scale is important, and building articulation and architectural detail should be required for all projects.



## San Ysidro Community Plan Update

### Land Use

#### *Housing and Community*

Residents are committed to living as a community and new housing should encourage physical design which promotes social contact and individual space. Housing needs range from conventional homes and apartments to housing where residents may share access to extensive common facilities such as open space, courtyards, gardens, a playground, a common kitchen and living space.

Alternative housing options, such as cohousing, a type of collaborative housing in which residents actively participate in the design and operation of their own neighborhoods, or senior housing is currently being explored within the El Pueblito Viejo Village. New ideas for creating affordable senior-friendly housing and retrofitting existing structures with multi-units are also being explored. There is a demand in San Ysidro for community-oriented housing which provides access to health services and nonprofit support and which promotes aging together with mutual help.

#### **Policies**

- LU.A-1 Preserve and rehabilitate existing single-family homes within the single-family neighborhoods to maintain neighborhood character.
- LU.A-2 Upgrade existing single-family and multifamily residential developments while maintaining the historic atmosphere within the residential component of El Pueblito Viejo and Hill Street within the Border Village. Design guidelines and recommendations listed in the Urban Design Element Section 4.11 are to be used in the evaluation of proposed development.
- LU.A-3 Articulate multifamily structures so as to provide each unit with its own identity to avoid massive, monolithic structure, and use pedestrian paths to link the development to sidewalks, commercial amenities, parks and schools.
- LU.A-4 Provide recreation and open areas within the developments.
- LU.A-5 Provide well-landscaped parking areas and include some covered parking with storage for tools, equipment and bicycles.



- LU.A-6 The hilly topography of some sites within San Ysidro provide views of Tijuana, the Tijuana River Valley and the Pacific Ocean. Site structures to preserve and enhance public scenic vistas and open space areas.
- LU.A-7 Protect the single-family character of the existing adjacent neighborhoods by requiring sensitive project planning and design to accommodate sufficient setbacks, landscaping and buffering.
- LU.A-8 Site design of structures for large sites and consolidated lots should reflect the configuration of the adjacent neighborhood.
- LU.A-9 Site the structures so as to minimize noise and visual impacts from freeways and the trolley corridor.
- LU.A-10 Develop residential sites in the community within the context of the neighborhood vision. Design guidelines and recommendations listed in the Urban Design Element Section 4.11 are to be used in the evaluation of proposed development. Additional design considerations should be accommodated when sites provide cultural, architectural, or potential historic significance and/or are within a prominent location, such as an “entrance” into the community or neighborhood.
- LU.A-11 Design new housing in San Ysidro South Neighborhood to reduce impacts to natural habitat within the Dairy Mart Ponds natural habitat (see **Recreation and Conservation Elements**).
- LU.A-12 Provide housing options which explore and model innovative approaches to environmental and social sustainability while meeting the needs of the community. Support housing which:
- Provides alternative housing options, such as co-housing, eco-villages, or cooperative living, where units share common facilities and responsibilities.
  - Meets the needs of the community, by providing multi-generational housing, where grandparents may live with grandchildren or where large or extended families can more easily live together.
  - Embraces the spirit of cooperative and sustainable living in an effort to provide a more affordable, cultural and ecological lifestyle.

## San Ysidro Community Plan Update

### Land Use

- LU.A-13 Provide housing in a mixed use commercial setting to create lively commercial centers in the Village areas. See Section E Village Areas.
- LU.A-14 Ensure that the residential and mixed use developments are compatible with adjacent land uses and provide higher quality site planning and design than the existing development. See Urban Design Element Section 4.11.
- LU.A-15 Consider proposals that ensure diverse and balanced housing types are available for households of all income levels throughout the older residential sections of the community, particularly in the “Pueblito Viejo,” Sunset, East Beyer and Hill Street, and Southern neighborhoods, and that enhance the character of these neighborhoods.
- LU.A-16 Establish residential rehabilitation programs and provide incentives for neighborhood upgrading. Design these programs to enable existing residents to remain in the community after it is upgraded.

## 2.3 COMMERCIAL AND INDUSTRIAL USE

### COMMERCIAL CENTERS | REGIONAL COMMERCIAL | HEAVY COMMERCIAL

San Ysidro’s economy is driven by local, regional and bi-national influences. The commercial establishments within each Neighborhood and District are unique. There are local serving bodegas and services, fast food establishments, gas stations, Mexican insurance, money exchange - Casa de Cambios, banks, small scale wholesale retail businesses, and international brand outlet stores. Generally, regional and border serving commercial is located closer to the border and community serving commercial is located within the residential neighborhoods, however, there are exceptions within the strip commercial visible from Interstate 5. The commercial uses along corridors within the Village areas are further described in the Section D. Villages and Section E. Port of Entry District. Additional information on San Ysidro’s economy can be found in the Economic Prosperity Element.

### *Commercial Centers*

Commercial centers in San Ysidro South, West, and Sunset Neighborhoods along Calle Primera, San Ysidro Boulevard and Dairy Mart Road consists of strip commercial centers. Refer to Commercial Areas. These commercial areas are stable, serve the general community and are visible from the interstate which attracts additional freeway business. Uses include a post office, motels, fast-food franchises and convenience and grocery stores. These commercial areas are well established however investments to improve storefronts, landscaping and signage would go a long way in benefiting the neighborhood.

### *Regional Commercial*

The San Ysidro Commercial District is located west of I-5 along the border and consists of factory outlet malls, the first of which opened in 1988. The outlet malls have expanded in this district and consist of X amount of commercial land within San Ysidro. The outlet centers have been successful in attracting regional and bi-national shoppers and tourists traveling to and from Mexico.

### *Heavy Commercial/Industrial*

The heavy commercial area in San Ysidro is primarily multi-tenant industrial parks containing some warehouse, light manufacturing and distributing uses. Originally, light industrial in nature, as more commercial uses have entered the area, the heavy commercial designation is more appropriate. Wholesale retail businesses, a popular grocery store, a senior center and fitness club are uses that can be found within the heavy commercial area. There is potential for a limited amount of industrial development in San Ysidro because the community offers good railroad and highway access, as well as residential and commercial support to industrial development, however the Otay Mesa community, east of San Ysidro, has established itself as the Prime Industrial sub regional center along the border, capitalizing on Otay Mesa commercial crossing. This sub regional center provides employment opportunities for the San Ysidro community.

## San Ysidro Community Plan Update

### Land Use

#### Policies

##### *Commercial Centers*

- LU.B-1 Improve the appearance of dilapidated commercial structures and upgrade the landscaping.
- LU.B-2 Promote community-serving commercial uses with the San Ysidro South, West, and Sunset Neighborhoods to serve resident needs.

##### *Regional Commercial*

- LU.B-3 Support the outlet centers as tourist-oriented commercial uses and encourage rehabilitation of older structures and maintenance of existing centers. See policies in the Urban Design Element Section 4.12

##### *Heavy Commercial/Industrial*

- LU.B-4 Provide for the reuse of the industrial buildings affected by the changing market conditions due to industrial growth in Otay Mesa. Utilize the vacant warehouses in the International Business Park and adjacent industrial areas at Calle Primera and Via Segundo for new uses such as theaters, skating rinks and bowling alleys. Additional uses could include professional office and heavy commercial uses such as health clubs, trade schools, furniture stores and hardware stores.
- LU.B-5 Attract and market new light industrial businesses to minimize environmental impacts.
- LU.B-6 Facilitate transit and bicycle routes for San Ysidro residents traveling to jobs in Otay Mesa by supporting the extension of Beyer Boulevard to ensure that San Ysidro residents can easily commute to jobs in Otay Mesa and so that future Otay Mesa residents and employees will be able to easily and conveniently patronize San Ysidro commercial areas. See Mobility Element for more detail.

## 2.4 INSTITUTIONAL USES AND PUBLIC FACILITIES

### PUBLIC SERVICES | SERVICE NEEDS

Institutional uses and public facilities are a major land user and can be a catalyst for investment. See the Public Facilities, Services & Safety and Economic Prosperity Elements for more detail.

#### Policies

LU.C-1. Promote Institutional uses including vocational schools to provide local opportunities for continuing education.

## 2.5 VILLAGE AREAS

### VILLAGE LOCATION AND TYPE | EL PUEBLITO VIEJO | BORDER VILLAGE

There are two neighborhood villages within San Ysidro, “the heart” of the community, El Pueblito Viejo Village, and the Border Village District (refer to **District Map**).

#### *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.

The village is bound by the commercial properties along Beyer Boulevard to the commercial properties along San Ysidro Boulevard and from Smythe Avenue to Olive Drive and the 805 freeway, refer to **El Pueblito Viejo Village Map**. The village concentrates on two areas of intensification, the area around the Beyer Trolley Station and the commercial corridor along San Ysidro Boulevard preserving the low scale single- and multi- family of the residential area. The Beyer Station Trolley parking lot presents a potential

## San Ysidro Community Plan Update

### Land Use

joint development opportunity for redevelopment. North of Beyer Boulevard includes the well maintained 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 future housing and mixed use projects. There is a small commercial district along West Olive Drive where excess right of way could accommodate additional village parking and include space for a weekly 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.

The commercial strip along Beyer Blvd, which includes the San Ysidro Health Center and neighborhood serving commercial uses, is loosely connected and acts more like a string of businesses rather than a center. This commercial area is included as part of the El Pueblito Viejo Village as an opportunity area and has potential to redevelop into a mixed use component to the Beyer Trolley Station transit area.

Businesses within the historic section of San Ysidro Boulevard within the El Pueblito Viejo Village were first established in the 1920s and 1930s to serve the growing rural community of San Ysidro. This area has deteriorated over time due to the growth of the border commercial area and the construction of newer commercial centers, however recent rehabilitation of structures and new investment into this area are helping it to reestablish itself as the "Main Street." This corridor is essential to the El Pueblito Viejo Village character which includes minor or no front setbacks and mostly structures that are one- or two-story buildings. Despite the absence of sidewalks, curbs and gutters, this area is a major pedestrian thoroughfare and a landmark in the community.

#### *Border Village District*

The Border Village District centers on the commercial business along East San Ysidro Boulevard adjacent to Interstate 5 and 805, between the Port of Entry District, El Pueblito Viejo Village, the trolley and freight rail lines. This village contains several district nodes refer to **Border Village Map**. 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.

## Policies

### El Pueblito Viejo

- LU.D-1 Provide housing in a mixed use commercial setting to create a lively commercial center around the Trolley Beyer Station.
- LU.D-2 Redevelop the existing trolley station’s parking lot into a mixed use housing project that includes public trolley parking, affordable housing and commercial uses.
- LU.D-3 Redevelop the businesses along Beyer Boulevard, between North Lane and Alaquinas Drive, to form a more cohesive neighborhood-serving center.
- LU.D-4 Encourage mixed use along Beyer Boulevard and utilize the slope on the north side of Beyer Boulevard to terrace housing behind commercial uses.
- LU.D-5 Locate housing above or behind commercial storefronts along portions of San Ysidro Blvd in the El Pueblito Viejo Village.
- LU.D-6 Protect the tangible remains of the Little Landers colony and document the evolution of housing styles in San Ysidro.





## San Ysidro Community Plan Update

### Land Use

Review the Urban Design Element Section 4.4 and the Historic Preservation Element for special character design policies within the historic “El Pueblito Viejo” neighborhood.

LU.D-7 Provide commercial uses which serve the neighborhoods and residents. Attract community-oriented commercial redevelopment and infill projects in the historic town center.

LU.D-8 Preserve small-scale development and provide pedestrian amenities, such as benches and landscaping, in the community commercial core area of San Ysidro Boulevard.

LU.D-10 Provide a strong well-landscaped link to the library, the linear park, and to the pedestrian bridges when redeveloping property within the El Pueblito Viejo Village. Large sites should utilize pedestrian-oriented design elements such as plazas, fountains or sculptural elements, paths and landscaping. Community-serving retail uses, pedestrian in scale and oriented to the street, should further strengthen the link. Place buildings along San Ysidro Boulevard at the property line to maintain the uniform building setbacks of the historic commercial area. (See Urban Design Element Section 4.5)

### Border Village

LU.D-11 Establish a destination shopping/visitor center at the border. It should include uses to attract both the American tourist (arts and crafts, restaurants) and the Mexican consumer (clothing, appliances, postal and banking services).

LU.D-12 Improve the appearance of dilapidated commercial structures and upgrade the landscaping.

LU.D-13 Provide adequate commercial facilities within areas designated for commercial use to meet the needs of both residents and visitors.

LU.D-14 Promote tourist-serving commercial uses within the Border Village and encourage restaurants, entertainment uses and support small scale shops to promote local incubator businesses.



- LU.D-15 Create a Mercado, an open public market, with small permanent shops within the Border Village. The design theme should be festive to help the Mercado attract residents and tourists, alike and be accessible for artisans and small enterprises.
- LU.D-16 Develop a plaza and amphitheater style commercial development (include public urban outdoor space) within the Border Village, possibly at the old San Ysidro Service Center, to activate the area. Use unique and unifying signage, landscaping and an architectural theme based upon San Ysidro's ethnic identity. This will provide both the resident and tourist with an attractive shopping area and will promote a positive San Ysidro image.
- LU.D-17 Areas which allow mixed use in the Border Village require ground floor retail in development along commercial streets, San Ysidro Boulevard and Border Village Road, to enhance the environment at the pedestrian level. Utilize the slope between San Ysidro Boulevard and Beyer Blvd to create residential units which assess residential units from Beyer, separating commercial and residential traffic.
- LU.D-18 Provide adequate parking in the Border Village area to ensure that businesses will benefit from improved vehicular traffic and augment demand at the Port of Entry.
- LU.D-19 Enhance the pedestrian scale and orientation of the existing development by utilizing pedestrian-oriented design elements, such as plazas, fountains and landscaping.
- LU.D-20 Capitalize on the colorful excitement of the meeting of two cultures and on the hustle and bustle of millions of people crossing the border here.



### 2.6 PORT OF ENTRY DISTRICT

#### LAND PORT OF ENTRY | BORDER COMMERCIAL AND TRANSIT CENTERS

The San Ysidro Port of Entry is at the hub of the Port of Entry District. This District is intensely affected by north and south bound pedestrian and vehicular border traffic. The District is primarily designated as Institutional, delineating the Land Port of Entry (Port) footprint, with commercial land uses designated along the east side of San Ysidro Boulevard adjacent to the Port. East of the Port is the San Ysidro Intermodal Transit Center (ITC), with San Ysidro Trolley Station, city and intercity bus services, other transportation services. Also, within the commercial area are several privately owned parking lots, a motel, and fast food restaurants. The western boundary of the District at Virginia Avenue includes a south- and north- bound pedestrian border crossing and a second transit facility. The City and SANDAG continue to study the area surrounding the Port to improve circulation and create a more efficient and iconic ITC in conjunction with the reconfigured Port.

#### *Land Port of Entry*

The San Ysidro Port of Entry (POE) is the busiest international border in the hemisphere, and continues to function as a significant international commuting and tourist terminal. In 2008 the U.S. Federal Government's General Services Administration (GSA) issued a master plan for the reconfiguration of the POE. The new POE will improve pedestrian and vehicular processing; increase operational efficiency; enhance international trade, business and tourism; provide greater Custom Border Protection officer and public safety; incorporate the latest in security and antiterrorism enhancements; and decrease operations and maintenance costs, and improve the travel experience.

#### *Border Commercial and Transit Centers*

The commercially designated land east of the Port contains transit and commercial uses. The commercial uses within the Port of Entry District and Border Village have the potential to benefit from the community's proximity to the border. The reconfiguration of the Port and the future potential of a new ITC intend to improve pedestrian and vehicular congestion, clearly identifying the entrance into the community (especially at the border crossing) and serve as a welcoming gateway to the world's busiest land



border-crossing. The area will include new commercial development that is well integrated into the border trolley station and other transit services. The ITC will coordinate all modes, including MTS/Charter/Intercity Bus Center, include numerous retail/commercial development opportunities, enhance public pick-up/drop-off area, and formalize a bike center with direct access to and from dedicated bike lanes on San Ysidro Blvd. There will also be improvements to the streetscaping, relocation of trolley tracks to maximize trolley access to and from the border pedestrian crossing and to maximize pedestrian safety, grade-separated bus access road to eliminate vehicle/bus/pedestrian/ trolley conflicts, and a new paid-parking structure to compensate for the loss in parking resulting from the U.S. General Services Administration (GSA)'s reconfiguration of the Land Port of Entry.

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 included a financial feasibility analysis to identify strategies for creation of the San Ysidro Intermodal Transportation Center (SYITC) to serve as a gateway to one of the world's busiest Ports of Entry. The recommendations of this study are integrated within the Mobility and Economic Prosperity Element.

A new intermodal transit facility is also located at the southern terminus of Virginia Avenue as a replacement facility for the Camiones Way transit center by the reconfiguration of the federal San Ysidro Land Port of Entry project. The transit facility will provide for bi-directional pedestrian border crossing traffic, private vehicle pick-up and drop-off areas, bus stops, taxi stands, and improved pedestrian facilities. Improvements to signalization of the Camino de la Plaza/Virginia Avenue intersection, as well as on-street pull-off area for MTS busses along Camino De La Plaza are included.

### **Policies**

- LU.E-1 Encourage redevelopment of the Port of Entry commercial and transit area to create a cohesive and iconic International Gateway. A new Intermodal Center would provide jobs for San Ysidro residents, provide more efficient circulation and transit, and improve the physical appearance of the area.
- LU.E-2 Provide parking structures as part of a future ITC in the Port of Entry District which address parking demand and improves vehicular traffic.

## San Ysidro Community Plan Update

### Land Use

LU.E-3 Develop the area immediately adjacent to the border as an International Gateway, a richer, symbolic image of entry into San Ysidro, San Diego and the United States.

## 2.7 Hillside

### *Hillside Master Plan*

The vacant hillside forms San Ysidro's eastern boundary and are located within the Beyer Hills Neighborhood. Beyer Elementary School, a small subdivision next to the school, the future Beyer Park site and a rail yard make up the existing development in this area. Development of the vacant sites within the Hillside will require discretionary review because they are located in an area characterized by geotechnical problems (unstable soils) and hilly, sensitive topography. This area is also located immediately above the railroad and trolley corridor.

### *Land Use Designation*

The Hillside area is designated for Low-Density Residential, however through the outreach effort of the plan update the community expressed interest in a master plan concept for the area which would include higher residential intensities, commercial retail, additional transit connections, parks and open space. It is recommended that a private master plan be developed to further determine the development potential of the hillside area. The specific plan should consider access, use restrictions, sensitive site design, resource protection, geotechnical safety, and landscaping. Through the master planning process, the Hillside has the opportunity to implement the General Plan's village strategies, while interacting with San Ysidro's unique natural resources and topography. A master plan will be considered an amendment to the Community Plan, and must adhere to the City's process for plan amendments and any associated rezoning. The master plan must include the provision of infrastructure and public facilities and demonstrate consistency with the General Plan and Community Plan policies.

## Policies

LU F-1 Require a master plan and any required rezoning for the Hillside areas to be consistent with the policies of this plan.

LU F-2 Achieve sustainable and efficient land use patterns with comprehensive neighborhood and community development through a master plan that will:

- Respect the natural topography and sensitive habitat areas with growth patterns that balance development with preservation of natural resources.
- Provide a land use map that illustrates the detailed land use designations, including any lands set aside for resource conservation, consistent with the MSCP Subarea Plan.
- Illustrate the complete circulation system that improves the overall connectivity to the surrounding community, integrates transit, and indicates how the system will relate to the overall San Ysidro circulation system.
- Illustrate a separate system of pedestrian and bicycle facilities and pathways linking the activity centers with the residential areas, public facilities, and open space systems.
- Cluster development and site structures sensitively by following the natural topography and slope of the existing, undeveloped hillsides.
- Reduce visual impacts of the hillsides by minimizing grading.
- Consider the surrounding development when identifying the mitigation options as part of the site specific geological study.
- Consider timing issues with future development adjacent to the site that may preclude development from occurring.
- Provide required park space onsite and distribute parks comprehensively throughout the Hillside area.
  - Link parks to one another with pathways to increase connectivity and enhance sense of community.
  - Locate neighborhood parks at the end of streets and adjacent to canyons, when appropriate, to accommodate and enhance public views and vistas.
- Incorporate a diversity of housing types that includes market rate and affordable housing. Require inclusionary housing on-site.
- Encourage an appropriately scaled new retail development along with other commercial uses such as food markets, restaurants, and other small retail shops.

## San Ysidro Community Plan Update

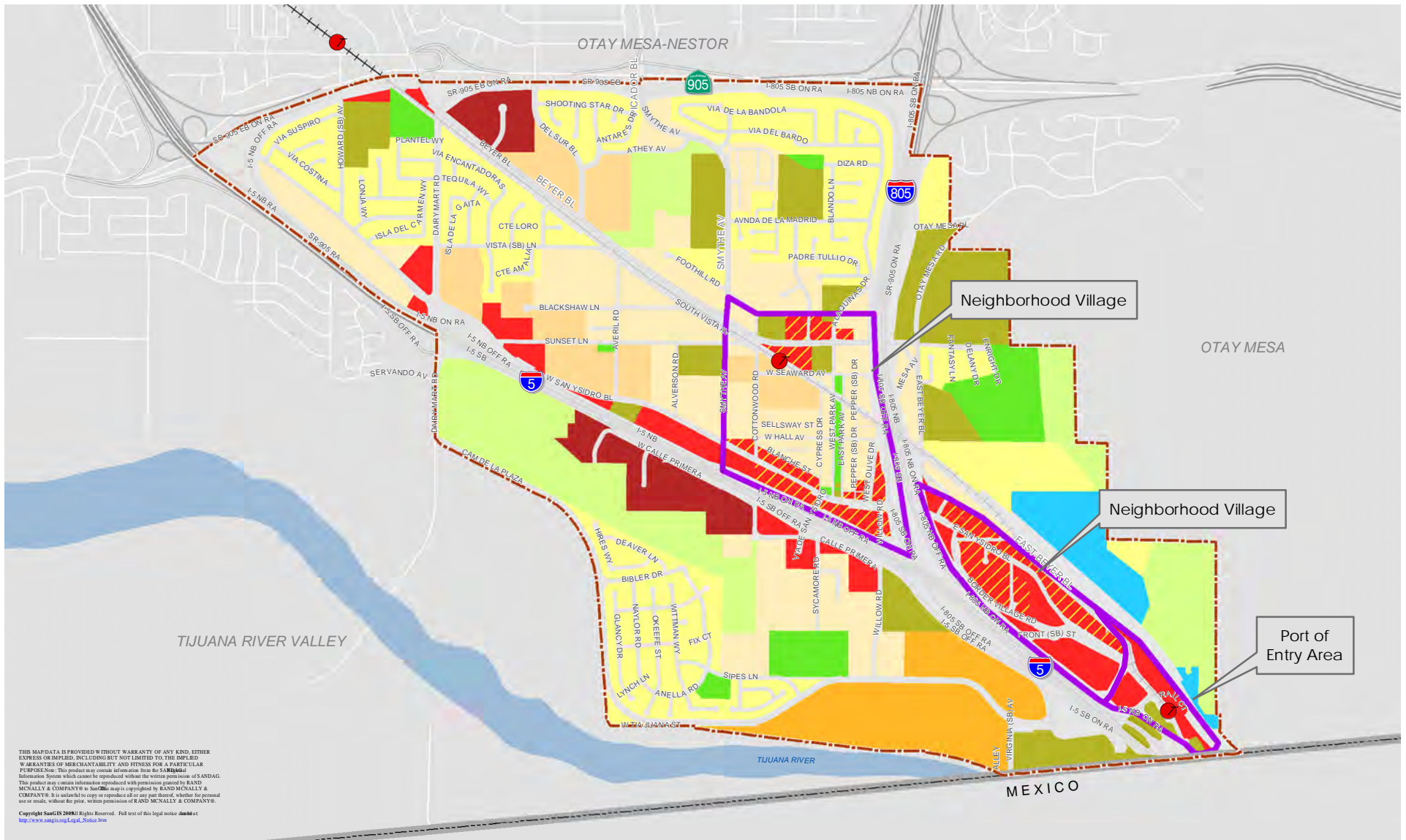
### Land Use

- Consider a trolley stop and additional pedestrian connections to Beyer Blvd to connect to the Border Village.
- Locate higher density and mixed uses within a ¼ mile of transit stops.
- Provide sufficient community serving commercial development within ¼ of transit that support the residents, workforce, and visitors.
- Include a detailed design plan for the residential, commercial and mixed uses, identifying retail, convenience uses, and public spaces.
- Provide architecture, urban design, and streetscape guidelines consistent with the policies in the San Ysidro Community Plan and the General Plan.
- Include illustrations for height, bulk, and scale of buildings and their relation to each other.
- Provide a street tree concept that utilizes species within the San Ysidro Street Tree Plan.
- Require a financing strategy to ensure timely provision of necessary public facilities to serve the proposed development.
- Provide a well-landscaped buffer between the development and the adjacent railroad and trolley corridor.





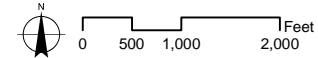




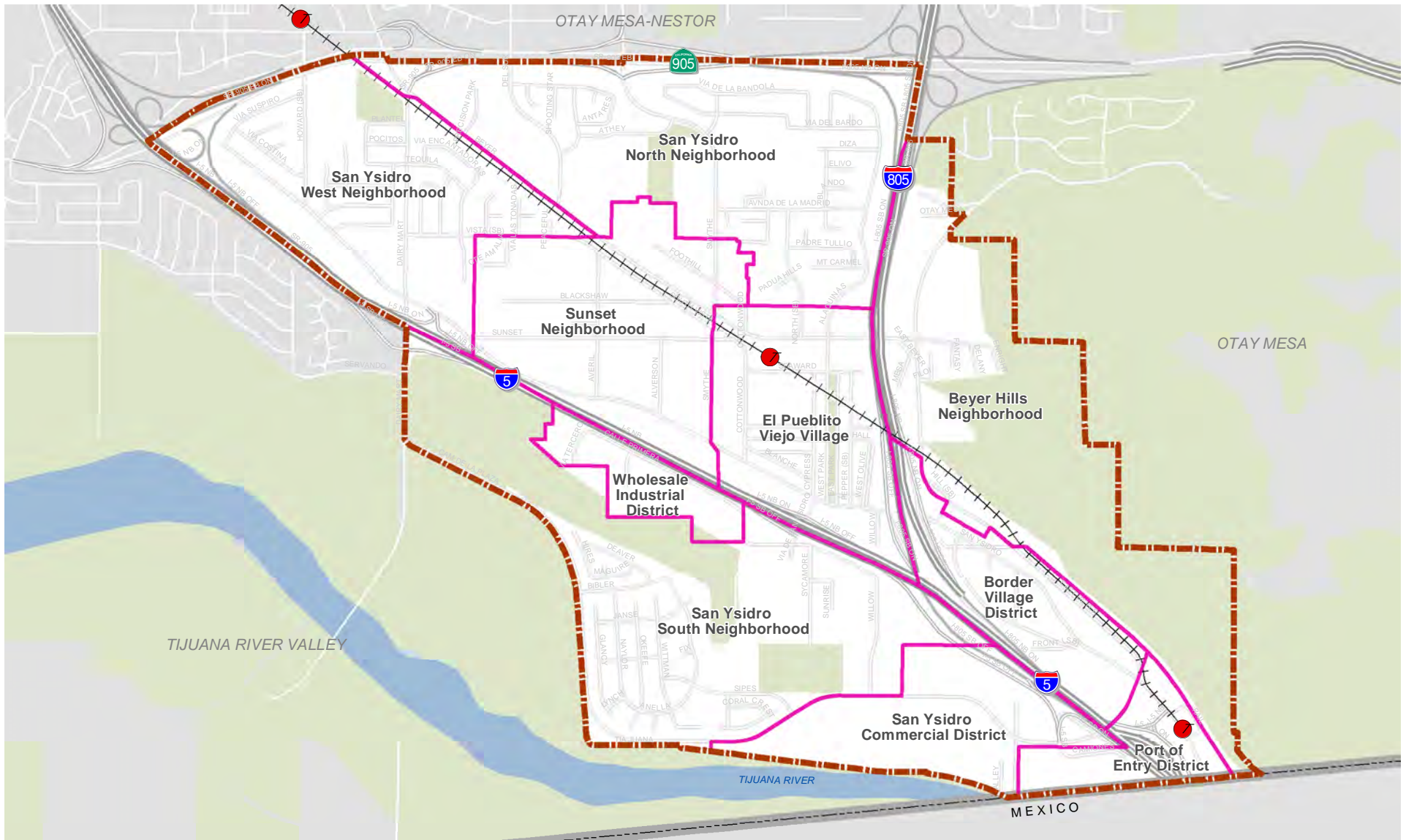
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| San Ysidro Proposed Land Use               |                  | Community Plan Boundary                        |                         |
|--|------------------|--|-------------------------|
| Community Commercial                       | Heavy Commercial | Low Density Residential (5-10 du/nra)          | Community Plan Boundary |
| Community Commercial/Residential Permitted | Industrial       | Low-Medium Density Residential (10-15 du/nra)  | Areas of Transition     |
| Regional Commercial                        | Light Industrial | Medium Density Residential (15-30 du/nra)      | Light Rail              |
|  | Institutional    | Medium-High Density Residential (30-44 du/nra) | Trolley Stop            |
|  |                  | Park   |                         |
|  |                  | Open Space                                     |                         |
|  |                  | Other Community Open Space / Agriculture       |                         |
|  |                  | Right-of-Way                                   |                         |





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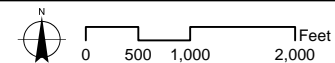
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**LEGEND**

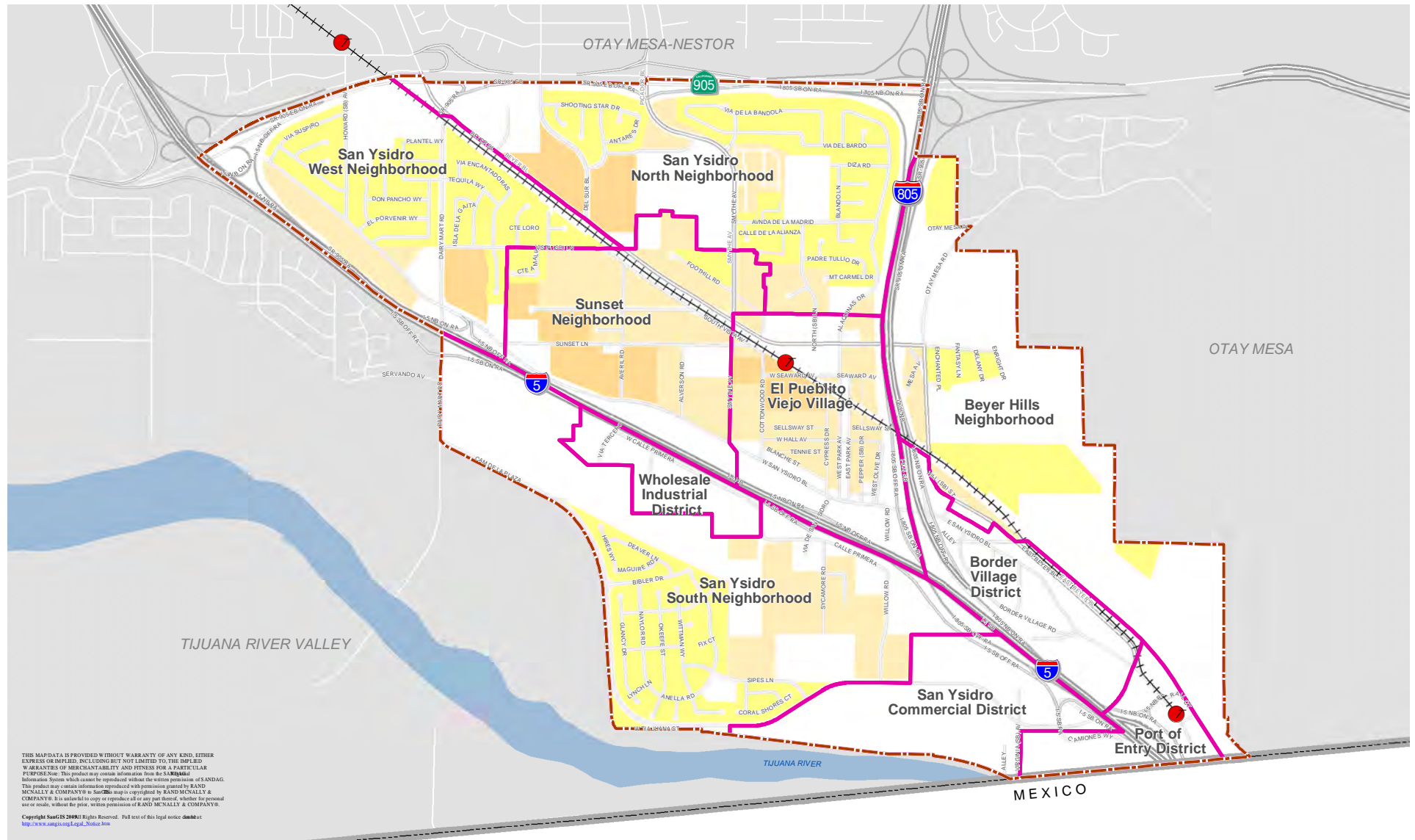
-  Community Plan Boundary
-  Districts
-  Trolley Stop
-  Light Rail

**District Map**



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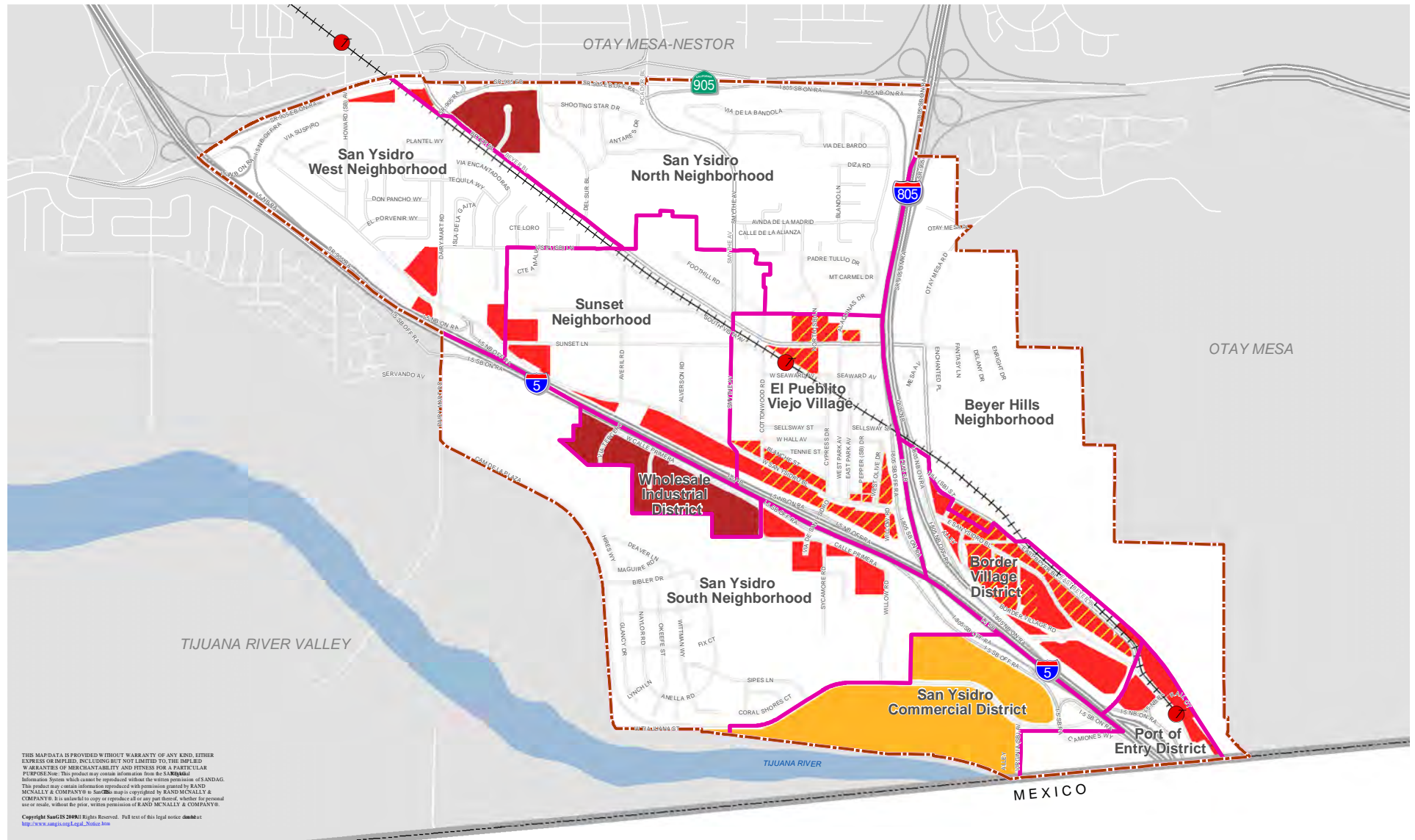
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- |               |  |                         |
|---------------|--|-------------------------|
| <b>LEGEND</b> | Residential                                    | Community Plan Boundary |
|               | Low Density Residential (5-10 du/nra)          | Districts               |
|               | Low-Medium Density Residential (10-15 du/nra)  | Light Rail              |
|               | Medium Density Residential (15-30 du/nra)      | Trolley Stop            |
|               | Medium-High Density Residential (30-44 du/nra) |                         |

Residential Map

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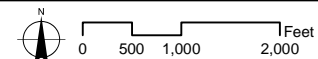
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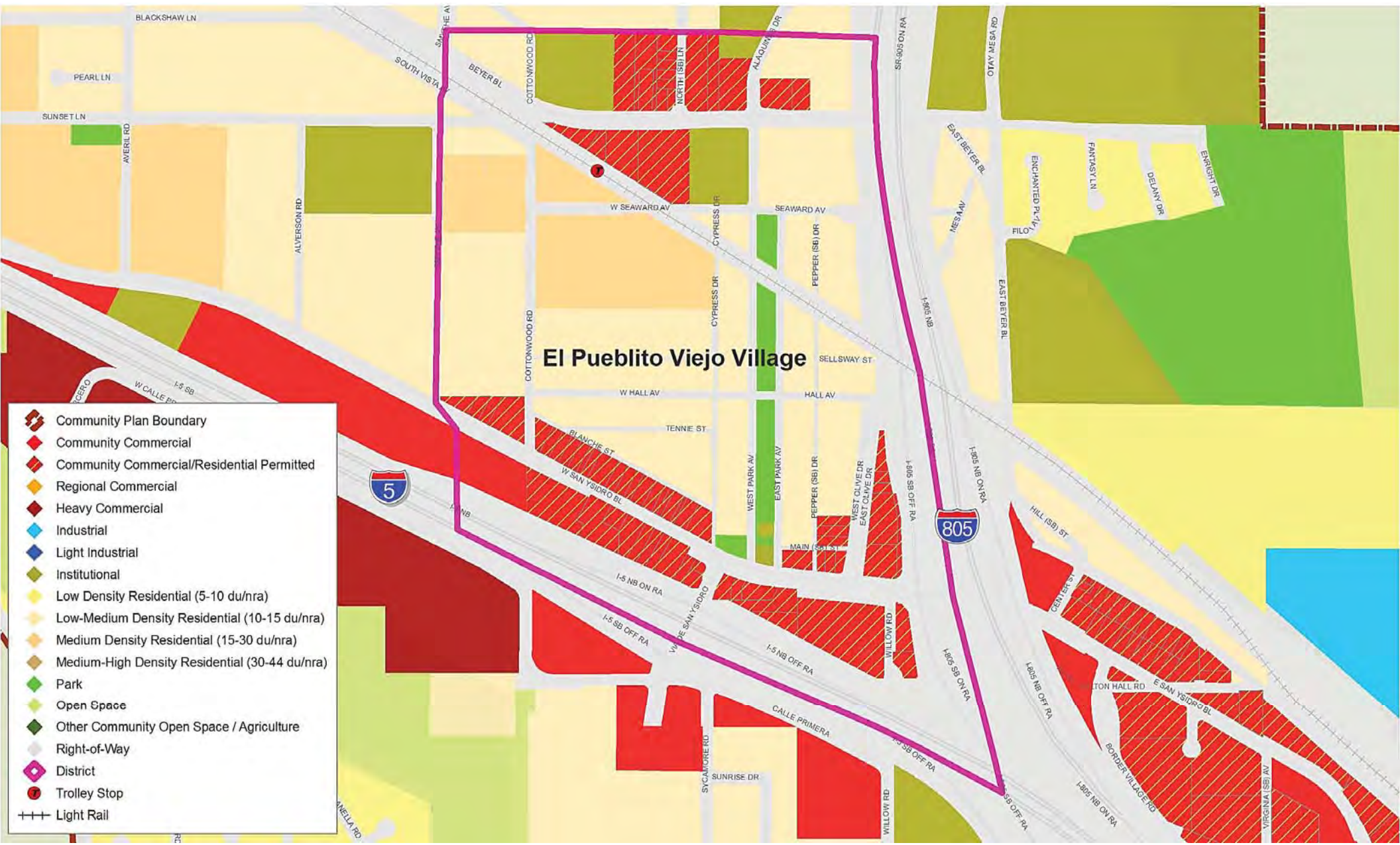
- LEGEND**
- Community Plan Boundary
  - Districts
  - Community Commercial
  - Community Commercial/Residential Permitted
  - Regional Commercial
  - Heavy Commercial
  - Light Rail
  - Trolley Stop

Commercial Map



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# El Pueblito Viejo Village

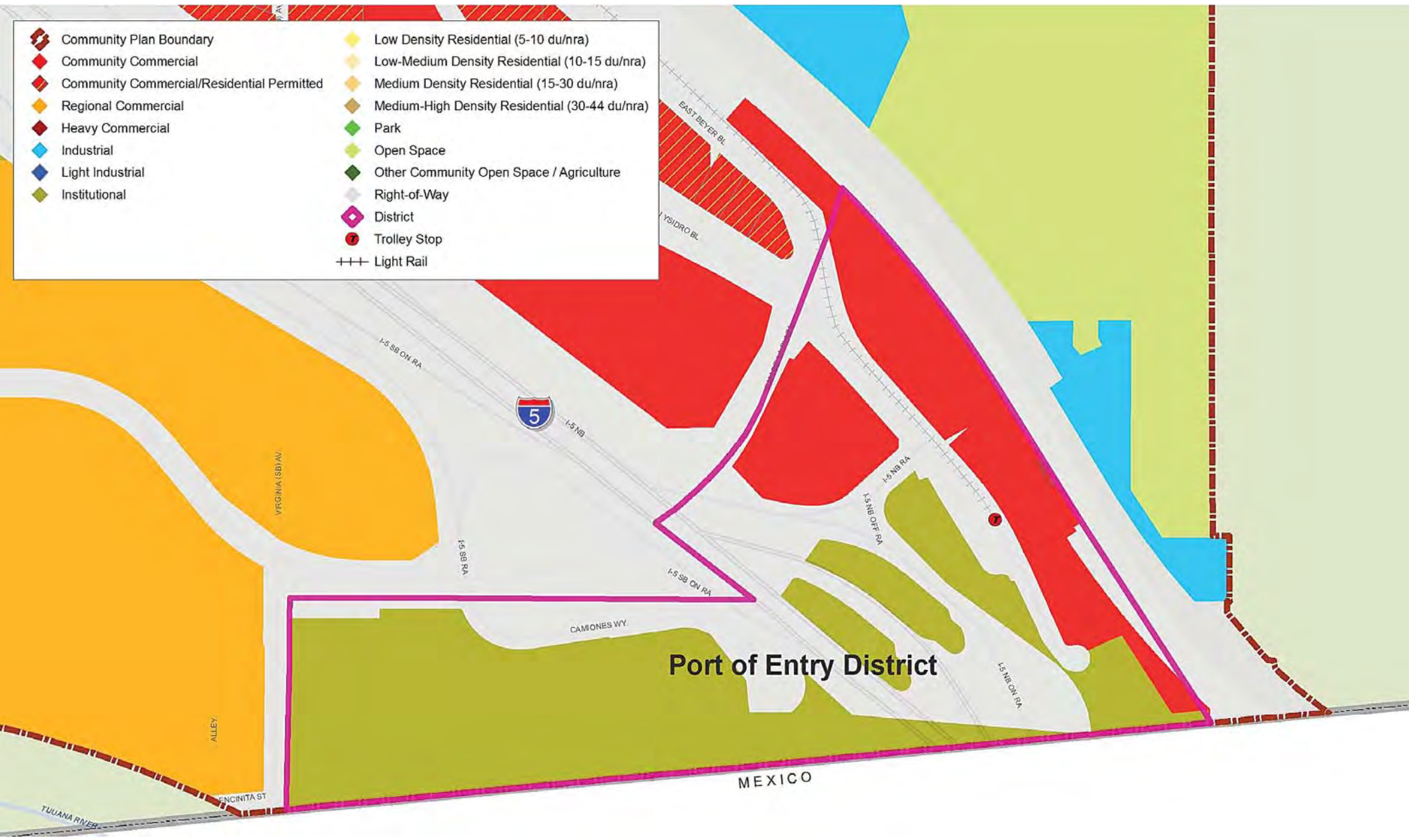
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-  Community Commercial
-  Community Commercial/Residential Permitted
-  Regional Commercial
-  Heavy Commercial
-  Industrial
-  Light Industrial
-  Institutional
-  Low Density Residential (5-10 du/nra)
-  Low-Medium Density Residential (10-15 du/nra)
-  Medium Density Residential (15-30 du/nra)
-  Medium-High Density Residential (30-44 du/nra)
-  Park
-  Open Space
-  Other Community Open Space / Agriculture
-  Right-of-Way
-  District
-  Trolley Stop
-  Light Rail







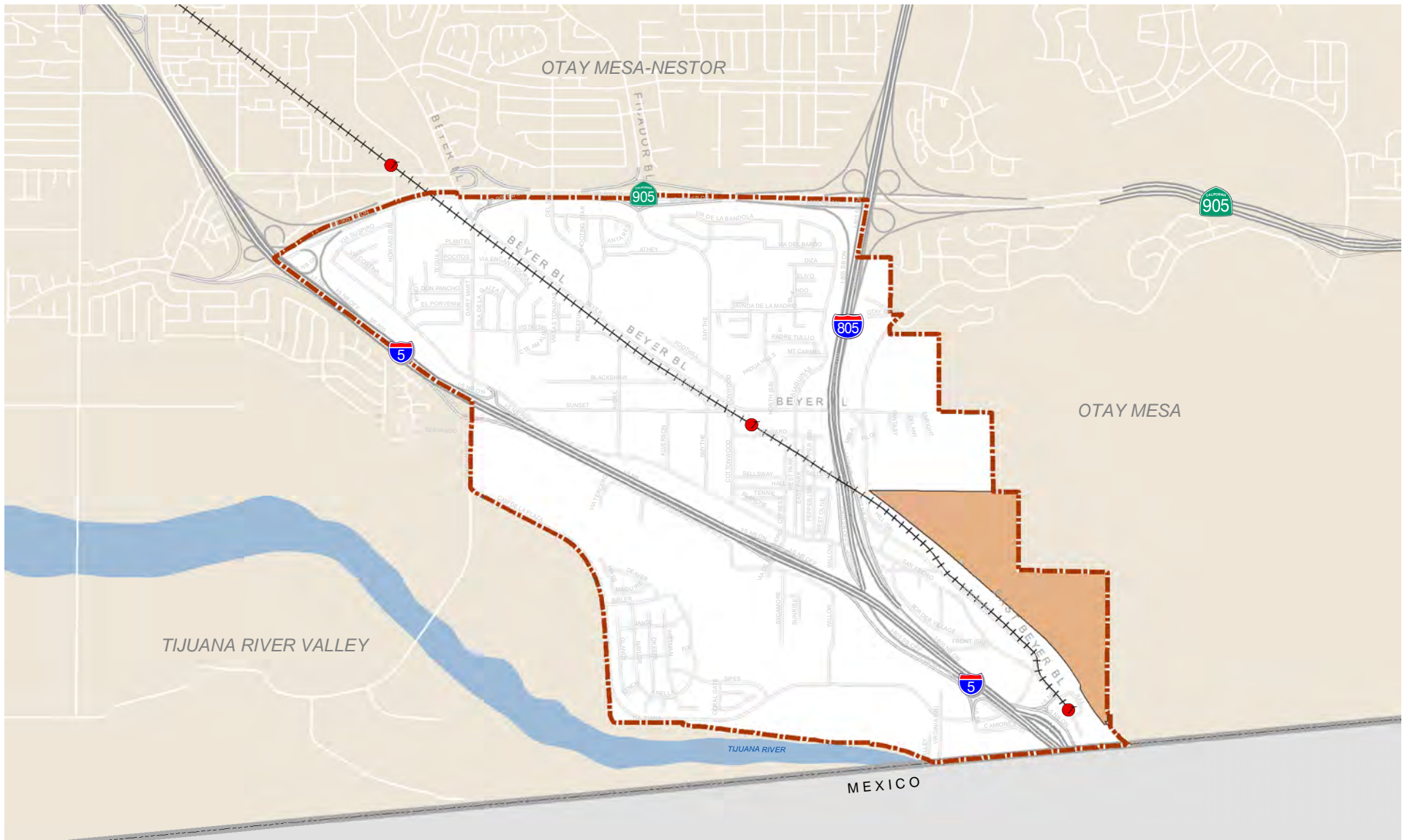
-  Community Plan Boundary
-  Community Commercial
-  Community Commercial/Residential Permitted
-  Regional Commercial
-  Heavy Commercial
-  Industrial
-  Light Industrial
-  Institutional
-  Low Density Residential (5-10 du/nra)
-  Low-Medium Density Residential (10-15 du/nra)
-  Medium Density Residential (15-30 du/nra)
-  Medium-High Density Residential (30-44 du/nra)
-  Park
-  Open Space
-  Other Community Open Space / Agriculture
-  Right-of-Way
-  District
-  Trolley Stop
-  Light Rail







## Port of Entry District

MEXICO



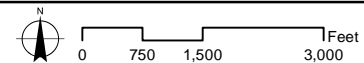


**LEGEND**

-  Community Plan Boundary
-  Vacant Hillsides
-  Trolley Stop
-  Light Rail

Hillsides Map

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### 3. Mobility

CONTENTS: WALKABILITY | PUBLIC TRANSIT | STREETS | BICYCLING | PARKING | LAND PORT OF ENTRY | BORDER VILLAGE | EL PUEBLITO VIEJO

#### GOALS

- **Pedestrian-friendly facilities through-out the community with emphasis on the El Pueblito Viejo and Border Village areas.**
- **An Intermodal Transit Facility at or near the border.**
- **A circulation system that provides for the smooth flow of traffic with enhanced transit and bicycle access.**
- **A parking management strategy that support more intensive land uses around the Pilot Village and Border Village areas.**
- **Safe and efficient truck access to the San Ysidro Freight Yard, industrial sites located at the northeastern part of the community and the commercial along Calle Primera west of Via de San Ysidro.**



## DISCUSSION

*(Insert overall discussion about San Ysidro Mobility Element here when Traffic Study is complete. Due to timing mobility recommendations regarding the San Ysidro ITC have not been incorporated into this Discussion Draft. In addition, the Mobility Element will be further refined and figures will be added when the Traffic Study is complete in the Fall of 2014.)*

### 3.1 WALKABILITY

Walking is a popular mode of travel in San Ysidro community. This is apparent in the high concentration of pedestrians walking within the community, as well as through the results of predictive tools. The City's Pedestrian Master Plan's Pedestrian Priority Model ranks San Ysidro as the ninth most walkable community in the City.

San Ysidro has several important features of a walkable community including its fine-grained mix of residential and neighborhood serving commercial uses in the village areas and basic grid network of streets throughout. Deficiencies in the pedestrian environment include the barriers presented by the rail and freeway infrastructure, large land parcels, industrial uses interspersed throughout the neighborhood, and inadequate sidewalks and pedestrian facilities on higher pedestrian and traffic volume streets.

The pedestrian connectivity within San Ysidro is negatively impacted by Interstate 5, Interstate 805 and the Metropolitan Transit System (MTS) Trolley Blue Line, as depicted in **Figure X-X**, Pedestrian Routes. These major transportation facilities divide the community in to four areas with a limited number of existing pedestrian crossings. Many of these crossings are in need of improvements to enhance their safety, accessibility, and attractiveness to pedestrians. Two pedestrian bridges that cross Interstate 805 south of Beyer Boulevard and Interstate 5 west of Via San Ysidro, are not well used because they do not have convenient connections and are isolated from nearby land uses. Pedestrian routes in San Ysidro have been classified based on definitions in the City's Pedestrian Master Plan and are shown in **Figure X-X**, Pedestrian Routes.



The Mobility Element promotes the concept of Complete Streets in which roadways are designed and operated to enable safe, attractive, and comfortable access and travel for all users.

Pedestrians, bicyclists, motorists and public transport users of all ages and abilities are able to safely and comfortably move along and across a complete street. Complete streets create a sense of place and improve social interaction and may include:

- Sidewalks and buffer areas
- Bicycle lanes
- Well designed and well placed crosswalks
- Raised crosswalks, medians or crossing islands in appropriate midblock locations
- Special bus lanes
- Accessible pedestrian signals
- Sidewalk bulb-outs
- Street trees, planter strips and ground cover, staggered parking, and other 'traffic calming' techniques which tend to lower speeds and define an edge to travel ways
- Center medians with trees and ground cover
- Reduction in numbers of driveways

All recommended improvements in the Mobility Element were developed with consideration of implementing complete streets. General Plan policies ME-A.6 through ME-A.9 as well as the Traffic Calming Toolbox, Tables ME-1 and ME- 2, should be consulted for additional policies.



## San Ysidro Community Plan

### Mobility

#### Policies

- ME.A-1. Support and promote complete sidewalk and intersection improvements along Dairy Mart, San Ysidro Boulevard, and throughout the Villages.
- ME.A-2. Install missing sidewalks and curb ramps and remove accessibility barriers.
- ME.A-3. Provide marked crosswalks and pedestrian countdown timers at all signalized intersections.
- ME.A-4. Improve the pedestrian environment adjacent to transit stops through the installation and maintenance of signs and crosswalks and other appropriate measures.
- ME.A-5. Provide shade-producing street trees and street furnishings with an emphasis in the Villages and historic core.
- ME.A-6. Retrofit and/or reconstruct freeway pedestrian overpasses with architectural lighting to foster pedestrian connections between the villages. Design the entrances to the bridges to accommodate public gathering spaces while maintaining the safety and accessibility of pedestrian traffic.
- ME.A-7. Transform unused rail and freeway rights-of-way into landscaped features to provide a pleasant and safe route where possible for pedestrians. Prioritize improvements for the areas along the south side of Beyer Boulevard adjacent to the trolley line.
- ME.A-8. Improve existing alleys within the El Pueblito Viejo Village area in order to connect the commercial area along West San Ysidro Boulevard and the Transit Development around the Beyer Station.
- ME.A-9. Construct sidewalk improvements on the north side of Otay Mesa Road from Beyer Boulevard to just south of Crescent Drive to improve pedestrian connectivity between San Ysidro and the San Ysidro High School.
- ME.A-10. Construct sidewalk improvements along Seward Avenue and West Park to improve connection between the Beyer Trolley Station and El Pueblito Village.
- ME.A-11. Construct a new pedestrian bridge crossing over the trolley line at Del Sur Boulevard.



### 3.2 PUBLIC TRANSIT

The San Ysidro community is well served by transit. A variety of public and private mass transit options are available, including the Metropolitan Transit System (MTS) with trolley and bus services, private jitneys, and Greyhound intercity buses.

**Figure X-X** illustrates the transit routes and stops within the community. Approximately XX percent of the community is within one-eighth of a mile or 660 feet of a transit station or stop, and XX percent of the community is within one-quarter of a mile. According to year 2000 U.S. Census surveys, 9% of the residents of San Ysidro use public transportation to get to work. This is higher than the City of San Diego average of 7.5% and the county-wide average of 6.2%.

The MTS Trolley Blue Line terminates at the San Ysidro Transit Center near the international border. The line travels northward to the Old Town community of the City of San Diego, and offers transfer locations to the Orange and Green Lines, which serve a majority of the City of San Diego and areas adjacent cities such as the cities of Lemon Grove, La Mesa, El Cajon, and Santee. In addition to the stop at the San Ysidro Transit Center, the Blue Line has a stop at the Beyer Avenue station which is also located within the San Ysidro community. An additional station is located just north of the community at the Iris Avenue Transit Center. The San Ysidro Station is the busiest station on the 53-mile trolley light rail system with over 13,000 trip ends (ons and offs) a day in 2009. The trolley operates with three- and four-car trains serving San Ysidro approximately every 7.5 minutes during the weekday peak periods and 15 minutes during weekday off-peak and weekends.

Two bus routes serve the community with stops along Beyer Boulevard, Cottonwood Road, San Ysidro Boulevard, Camino de la Plaza, Willow Road, Calle Primera and Howard Avenue.

An intercity bus station is located on East San Ysidro Boulevard just south of Camino de la Plaza. The privately operated intercity bus system serves locations throughout the United States, Canada, and Mexico.

General Plan policies ME-B.1 through MEB.10 should be consulted for additional policies and guidance.

## San Ysidro Community Plan

### Mobility

#### Policies

- ME.B-1. Improve the environment surrounding bus, trolley and jitney stops through installation of curb extensions, shelters, additional seating, lighting, and landscaping where appropriate.
- ME.B-2. Highlight the presence of each of the two trolley stations through street treatments and way finding signage on pedestrian routes to and from each of the stations.
- ME.B-3. Work with the San Diego Association of Governments (SANDAG) to incorporate transit infrastructure and service enhancements for San Ysidro included in the Regional Transportation Plan, including the construction of a new Intermodal Transit Center at the Border.
- ME.B-4. Encourage the Transit Oriented Development around the Beyer Boulevard Station.
- ME.B-5. Implement a Street Car or people mover system along East San Ysidro Boulevard to connect the Intermodal Transit Center at the Border with the El Pueblito Viejo Village.

### 3.3 STREETS

New residential, commercial and industrial development in San Ysidro will generate additional travel in and through the area. Figure X-X shows the existing (2010) street classifications and average daily traffic (ADT) volumes. Figure X-X shows the planned buildout street classifications and Figure X-X shows the projected buildout average daily traffic.

Efforts should be made to direct some of the new trips to public transit, walking, and biking, while also accommodating new vehicle traffic and minimizing conflicts between modes. Targeted street improvements, transportation systems management techniques, and traffic calming projects should be implemented and expanded to increase street capacity, reduce congestion, reduce speeding and improve neighborhood livability. New technologies should be pursued to respond to current traffic conditions, and move people and goods safely and efficiently throughout the community.



General Plan policies ME-C.1 through ME-C.7 and Table ME-2 Traffic Calming Toolbox should be consulted for additional policies and guidance.

### **Policies**

ME.C-1. Maintain the grid network of streets and alleys.

ME.C-2. Design publicly-accessible alleys to break up the scale of large developments and allow additional access to buildings.

ME.C-3. Introduce traffic calming measures where appropriate to improve pedestrian safety and comfort, and to reduce speeding and traffic diversion from arterial streets onto residential streets and alleyways.

ME.C-4. Implement Intelligent Traffic Systems (ITS) strategies such as smart parking technology, dynamic message signs, and adaptive traffic coordination systems to reduce traffic congestion along West and East San Ysidro.

ME.C-5. Implement a one-way couplet street configuration within the Border Village District.

ME.C-6. Construct a direct freeway connection from the Camino de la Plaza bridge to the I-5 and I-805 freeways.

ME.C-7. Reconfigure the I-5 SB off-ramp at Via de San Ysidro to connect directly to Calle Primera.

ME.C-8. Complete the roadway connection from Calle Primera to Camino de la Plaza.

ME.C-9. Implement a road diet along Beyer Boulevard between Dairy Mart Road and Smythe Avenue.

ME.C-10. Implement road improvements along East and West Park to increase parking supply, and improve bicycle and pedestrian facilities.

ME.C-11. Complete improvements along Hall Avenue between East and West Park to reduce the overall roadway width, provide a larger pedestrian refugee area and add on-street parking.

## San Ysidro Community Plan

### Mobility

ME.C-12. Complete intersection improvements at Smythe Crossing and Beyer Boulevard to reduce the conflicts amongst the trolley, bicyclist, pedestrians and vehicular traffic.

### 3.4 BICYCLING

The existing conditions evaluation found the community of San Ysidro to have an incomplete bicycle network. The existing bicycle system lacks the connectivity and accessibility required to connect the major attractors within the community.

All recommended bicycle facilities are shown on **Figure X-X**. Key proposed bike corridors include:

- **Dairy Mart Road** between West San Ysidro Boulevard and Camino de la Plaza (Class II)
- **Camino de la Plaza** between Willow Road and East San Ysidro Boulevard (Class II)
- **East Beyer Boulevard** between East San Ysidro Boulevard and Beyer Boulevard (Class III)
- **Beyer Boulevard** between East Beyer Boulevard and Dairy Mart Road (Potential Class III)
- **East and West Park Avenue** between Beyer Boulevard and West San Ysidro Boulevard (Class III)
- **West and East San Ysidro Boulevard** between Dairy Mart Road and East Beyer Boulevard/Camino de la Plaza (Potential Class III)
- **Via de San Ysidro** between West San Ysidro Boulevard and Calle Primera (Class III)
- **Willow Road** between Calle Primera and Camino de la Plaza (Class III)
- **Smythe Avenue** between Vista Lane and West San Ysidro Boulevard (Class III)
- **Vista Lane** between Dairy Mart Road and Cottonwood Road (Class III)
- **Cottonwood Road** between Vista Lane and West San Ysidro Boulevard
- **Sunset Lane** between West San Ysidro Boulevard and Vista Lane



The regional bike plan, *Riding to 2050*, identifies three bike routes of regional importance within or near San Ysidro. One such route, the Border Access Corridor, is primarily within San Ysidro. This 6.4 mile route connects the international border crossing in San Ysidro with the Bayshore Bikeway route in Otay Mesa Nestor. Within San Ysidro, the route uses Beyer and East Beyer Boulevard.

The State Route 905 Corridor is a nine mile facility planned to operate as a Class I bike path along the Otay Mesa/ State Route 905 Corridor. This route would connect to the Border Access Corridor in San Ysidro via Old Otay Mesa Road and then connect to the third border crossing in eastern Otay Mesa. Within San Ysidro this portion of the corridor is operating as a Class III bike route.

The Bayshore Bikeway is a 23.8 mile route around the southern portions of San Diego Bay. The route is currently a combination of Class I and II facilities which pass through San Diego, National City, Chula Vista, Imperial Beach, and Coronado. The route is planned to be upgraded to a Class I bike path for the entire route.

General Plan policies ME-F.1 through ME-F.6 should be consulted for additional policies and guidance.

#### **Policies**

ME.D-1. Provide and support a continuous network of safe, convenient and attractive bicycle facilities connecting San Ysidro to the citywide bicycle network and implementing the San Diego Bicycle Master Plan and the Regional Bike Plan.

ME.D-2. Provide secure, accessible and adequate bicycle parking, particularly at Beyer Trolley Station and the future Intermodal Transit Center, within shopping areas, and at concentrations of employment throughout the community.



### 3.5 PARKING

Many of the goals and policies of this Plan depend heavily on how parking – both on and off street – is managed in San Ysidro. These goals include reduced congestion and vehicle trips, improved transit, vibrant neighborhood commercial districts, housing production and affordability, and good urban design.

The General Services Administration (GSA) is currently under construction for the expansion of the San Ysidro Port of Entry. As the result of the expansion project, existing pay parking lots located within the Port of Entry footprints will be removed. Plans for the relocation of the parking lots have not yet been defined. The removal of the existing parking lots could create a shortage of parking spaces surrounding the port of entry. This parking shortage could potentially affect the parking availability around the commercial district of East San Ysidro Boulevard and Border Village Road.

The Port of Entry expansion currently undertaken by the GSA will remove parking lots currently used for people walking across the U.S./Mexico border. This could create a significant shortage of parking spaces within the vicinity of the Port of Entry. This Plan includes options to address parking shortage caused by the Port of Entry expansion.

General Plan policies ME-G.1 through ME-G.5 as well as Table ME-3 (Parking Strategies Toolbox) should be consulted for additional policies and guidance.

#### Policies

ME.E-1. Establish parking policies that reduce parking congestion.

ME.E-2. Permit construction of public parking garages around the Border Village that include shared parking arrangements that efficiently use space, are appropriately designed, and reduce the overall number of off-street parking spaces required for development.

ME.E-3. Implement on-street parking management strategies in the Border Village, in order to more efficiently use street parking space and increase turnover and parking availability.



### 3.6 GOOD MOVEMENT AND FREIGHT CIRCULATION

Within the community of San Ysidro, there are no designated truck routes facilities. Trucks are allowed to use major circulation element roads to access the industrial sites within the community. Along the recommended truck routes shown on **Figure X-X**, the needs of industry should be prioritized while still accommodating pedestrians, bicyclists and cars. General Plan policies ME-J.1 through ME-J.8 should be consulted for additional policies.

#### Policies

ME.F-1. Implement a recommended truck route to facilitate access to existing and future industrial/commercial areas.

ME.F-2. Require adequate loading spaces internal to the development to minimize conflicts with users in new non-residential projects.

ME.F-3. Provide an adequate amount of short-term, on-street curbside freight loading spaces.

### 3.7 TRANSPORTATION DEMAND MANAGEMENT

Transportation Demand Management (TDM) combines marketing and incentive programs to reduce dependence on automobiles and encourage use of a range of transportation options, including public transit, bicycling, walking and ridesharing.

These are important tools to reduce congestion and parking demand and are viable in Barrio Logan. General Plan policies ME-E.1 through ME-E.8 should be consulted for additional policies and guidance.

#### Policies

ME.G-1. Encourage new residential, office and commercial developments, as well as any new parking garages to provide spaces for car sharing.

- ME.G-2. Encourage large employers and institutions in the San Ysidro area such as the Port of Entry tenants, and the Community College District to provide transit passes at reduced rates to employees and students and to allow for flexible work and school schedules in order to shift trips to off-peak periods.
- ME.G-3. Encourage new residential development to provide transit passes to residents.
- ME.G-4. Encourage new commercial, office and industrial development to provide transit passes to employees.
- ME.G-5. Encourage employers to coordinate with SANDAG to provide commuter transportation programs.





*san ysidro*  
community plan update

# Urban Design Element

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## 4.1 Introduction

The Urban Design Element describes the community character for San Ysidro and provides goals and policies to guide future private and public development. An overarching theme is to develop a more comprehensive San Ysidro, a community connected socially, visually and physically. The Urban Design Element establishes direction for village design, neighborhoods, community gateways and linkages, streetscapes and pedestrian orientation, and other unique aspects of the community. In addition, these policies supplement policies established in the San Diego General Plan Urban Design Element.

## 4.2 Urban Design Context

The San Ysidro community is challenged by several major social and economic conditions that affect its physical urban form. Many of these have been discussed in other elements of this plan and include:

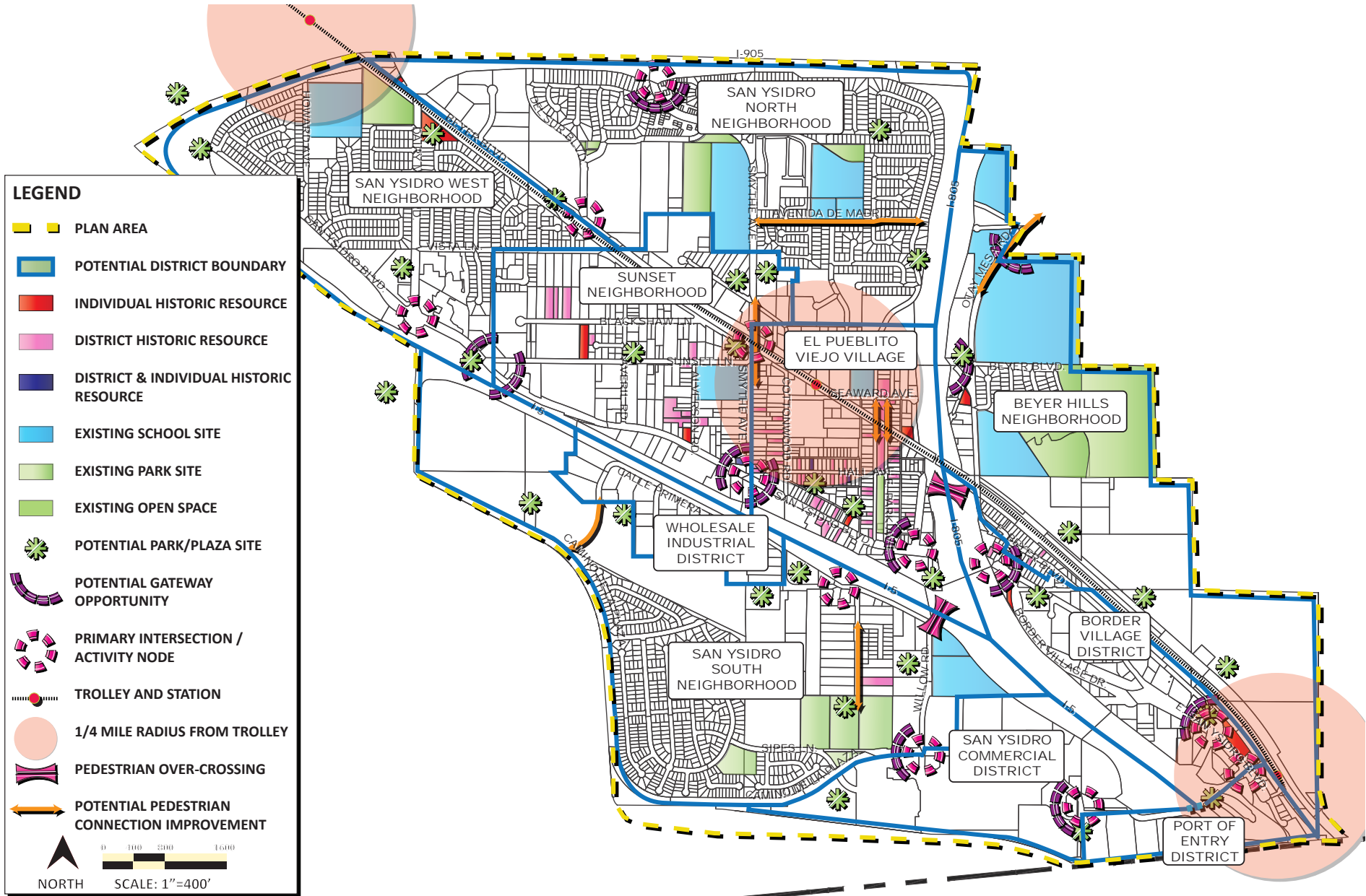
- A close cultural and commercial trade relationship with Mexico and the millions of tourists, business people and workers that cross the International Border every year.
- The lack of economic vitality that exists in the community while a large number of tourists pass through its boundaries every day.
- The need for sensitively designed, affordable housing for San Ysidro residents.
- The need to unify a community divided by freeways and rail line and enhance the pedestrian environment.



San Ysidro Site Photos







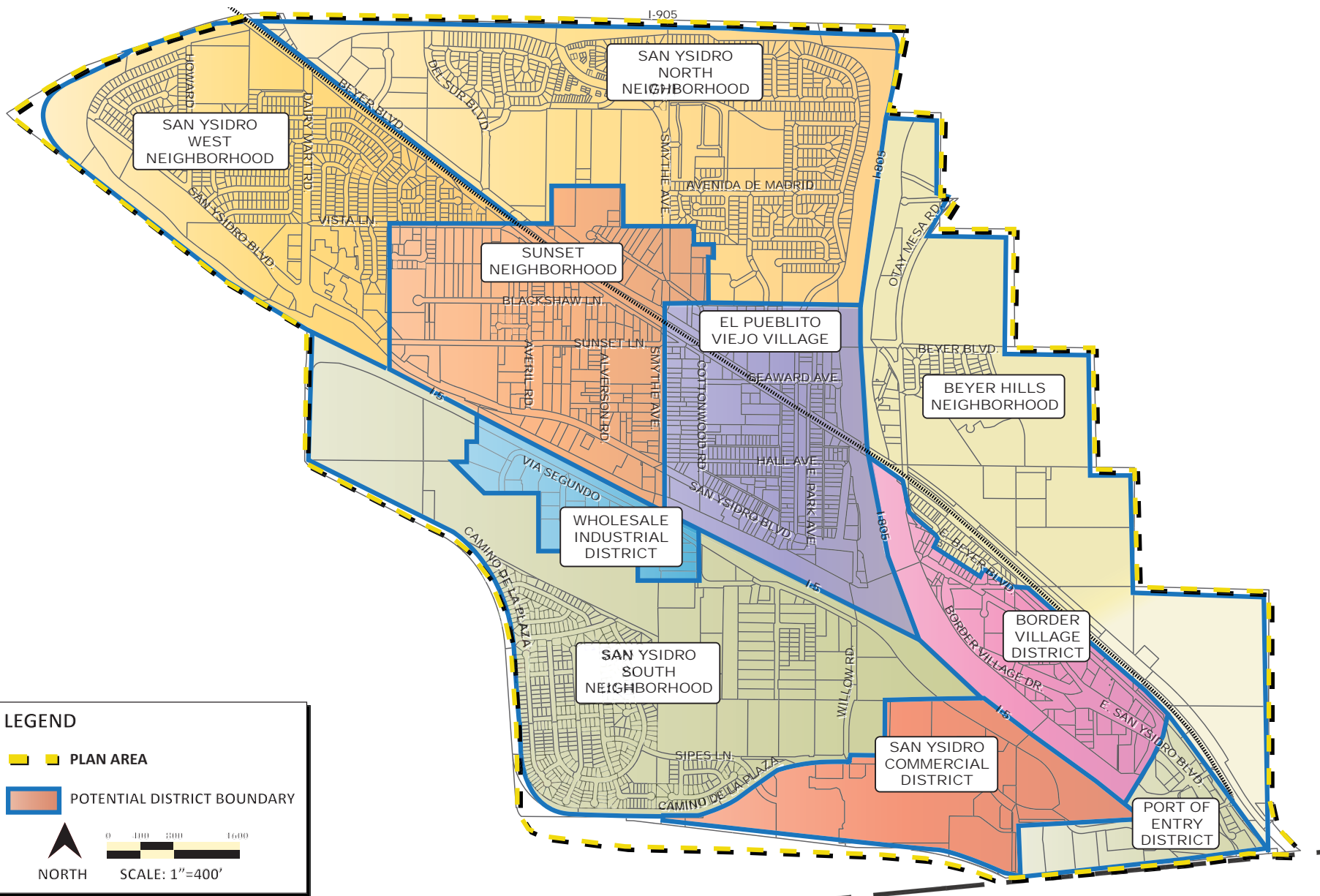
## 4.3 Goals

Extensive community outreach yielded the following key goals and values for San Ysidro. These provide the foundation for policies within the Urban Design Element.

- San Ysidro's operation as a grand gateway linking Mexico to the United States and the City of San Diego.
- Public walkways, alleys, public space and pedestrian bridges that link San Ysidro neighborhoods.
- Convenient and well located public gathering spaces.
- Lively public plazas within Village areas that create opportunities for fiestas, gatherings, and community events.
- Village areas that provide an attractive atmosphere for local craftsmen and artisans to live, work and market their products.
- Distinct neighborhoods and districts with unique streetscape themes, wayfinding solutions, and public art.
- Access to a range of transit opportunities, public space, public and government services, and visitor serving commercial uses within the Port of Entry District.
- An Intermodal Transit Facility within the Port of Entry District to efficiently serve the needs of commuters, visitors and transit riders.
- A community-oriented character in the El Pueblito Viejo Village with a mix of residential, commercial, and civic uses.
- Opportunities for a range of commercial uses to attract tourists and shoppers from the region at large within the Border Village, San Ysidro Commercial and the Port of Entry Districts.
- Family-oriented restaurants and entertainment opportunities in the Border Village District.







## 4.4 Distinctive Neighborhoods and Villages

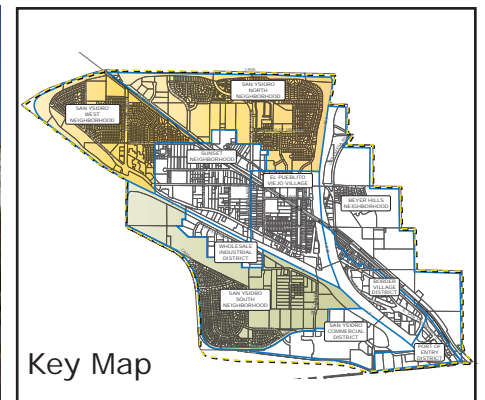
The San Ysidro community is composed of a variety of neighborhoods and villages. Each neighborhood and village reflects unique attributes and characteristics that are described in the following paragraphs. Overarching themes that tie these areas together are San Ysidro's historical roots, the melding of American/Mexican cultures, and human-scaled environments.

### 4.4.1 SAN YSIDRO WEST AND NORTH NEIGHBORHOODS

The western and northern portions of the community primarily contain single-family tract homes built in the 1970s and early 1980s. These homes are generally well-maintained. Most of the single-family is single level, although two story homes do not appear out of scale or incompatible with these neighborhoods. Most homes are stucco, or wood siding, with front facing gables and low to moderate pitched roofs. In addition, the northern and western "suburbs" each contain several medium- to large-scale multifamily developments.

### 4.4.2 SAN YSIDRO SOUTH NEIGHBORHOOD

The San Ysidro South Neighborhood consists of a number of older multifamily developments along Willow Road and west of it, with a limited number of older and smaller single-family residences. The Rancho Del Rio Mobile Home Park is also located in this area. Camino de la Plaza, as it heads west and north towards Dairy Mart Road, is the western boundary of the relatively new Coral Gate single-family subdivision, which is bounded on the north and east by protected open space. Willow Road as it reaches Interstate 5 turns west and becomes Calle Primera; at its intersection with Via De San Ysidro and Interstate 5 on/off-ramps there is a small highway commercial and tourist services retail node, along with a motel.

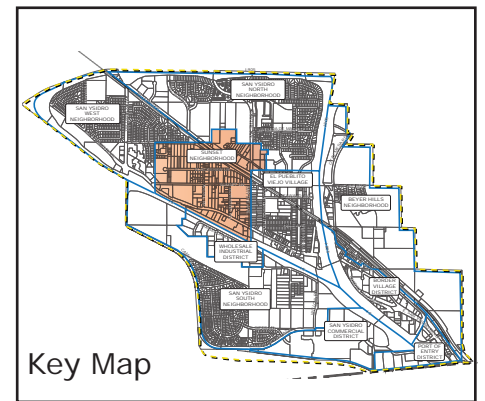




### 4.4.3 SUNSET NEIGHBORHOOD

The area west of the historic village neighborhood is generally small in scale with both single and multifamily character. A neighborhood in transition, it contains single-family homes on one-acre lots and has seen many new medium- to large-scale multifamily developments. Newer developments have focused on single-family character, with higher densities and more compact living. Two story residential structures are much more common, usually articulated with stucco walls and Spanish tile roofing. Some apartments have been constructed here, offering garden style walkups with centralized amenities like pools or barbeque areas.

In addition, a number of neighborhood commercial areas exist within this area. These community serving strip commercial centers are located generally along San Ysidro Boulevard and Beyer Boulevard (between Cottonwood Road and Alaquinas Drive). These areas are characterized by low-rise development with older deteriorating building stock located behind parking fields. Architectural themes are inconsistent and landscaping is sparse. The commercial areas provide opportunities for façade improvements, enhanced streetscapes and landscaping, unified signage programs, enhanced pedestrian access, and infill pad development.



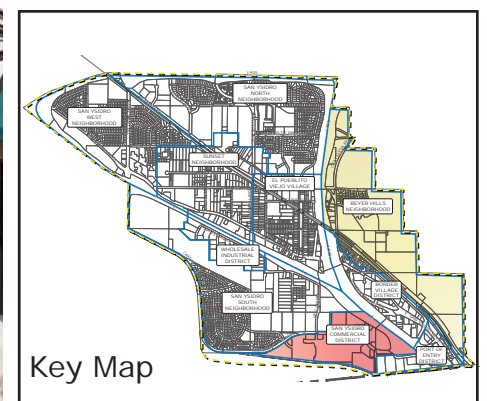
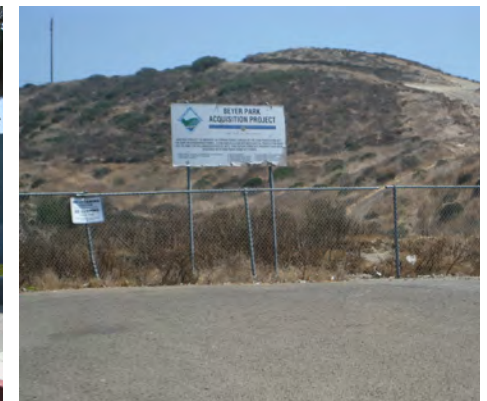
## 4.4.4 BEYER HILLS NEIGHBORHOOD

This neighborhood, located just east of I-805 and immediately south of the railroad and trolley corridor, consists of well-maintained single-family homes. A dilapidated multifamily development and several deteriorated duplexes are located at the extreme west of the neighborhood. The neighborhood is bounded on one side by the San Ysidro Boulevard tourist commercial area, and the other by the Otay Mesa. The single-family residences in the southern part of this district are mostly hidden behind gates and fences, due largely to the heavy pedestrian and vehicular traffic in the area.

The vacant hillsides may provide opportunities for future development, however a Master Plan will need to be created, analyzed, and implemented following the adoption of the San Ysidro Community Plan Update. Future development within this area should be integrated with the existing community, respect the existing topography, and provide enhanced connectivity so that it does not become an isolated neighborhood.

## 4.4.5 SAN YSIDRO COMMERCIAL DISTRICT

The San Ysidro Commercial District contains the Las Americas Premium Outlets center, which encompasses a large variety of outlet apparel retail stores along with dining uses. Architectural massing includes flat roofs with simple parapets, or moderately pitched roofs with Spanish tile. Opportunities for enhanced connectivity and public spaces along with additional regional commercial and services are present within this area. The future pedestrian connection between Mexico and the USA at Virginia Avenue will need to connect with additional pedestrian linkages within the area, as well as public spaces and destinations that service local and international travelers.



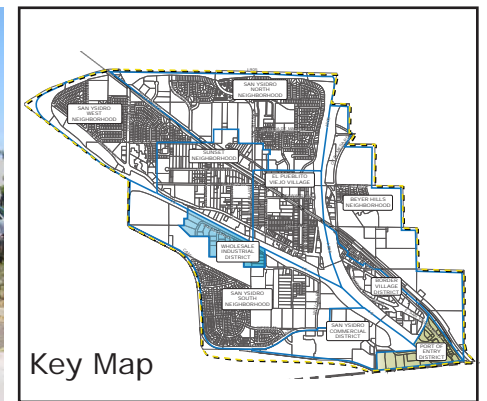


#### 4.4.6 PORT OF ENTRY DISTRICT

The Port of Entry currently handles passenger vehicle, bus, and pedestrian traffic, processing thousands of northbound vehicles and pedestrians per day. The architectural character of this area will be redefined by the new Port of Entry and Intermodal Transportation Center structures which are taking on a contemporary theme. The primary urban design focus for this area is to reduce pedestrian and vehicular conflicts, provide more efficient circulation for all forms of transit, highlight and accommodate growing pedestrian needs, and beautify and enhance this important and highly traveled international gateway. Port of Entry project parking areas, including structures, will need to be designed to be pedestrian friendly and more efficiently serve the needs of commuters, visitors, and residents of San Ysidro. The primary opportunity for this area is to bring visitors into the Border Village area and San Ysidro as a whole. Pedestrian promenades, wayfinding and gateway features can help to create a community identity and encourage visitors to spend time in the community rather than pass through.

#### 4.4.7 WHOLESALE INDUSTRIAL DISTRICT

Although the area has historically been designated for industrial uses, the area has transitioned to emphasize commercial uses. Most of the buildings in this District are warehouse style, either tilt-up or metal construction with simple box massing and flat roofs. As uses continue to transition into places that service higher volumes of foot traffic, building frontages, pedestrian amenities, and flexible work space become a higher priority.



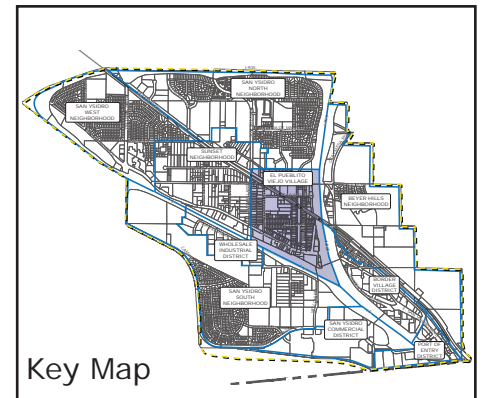
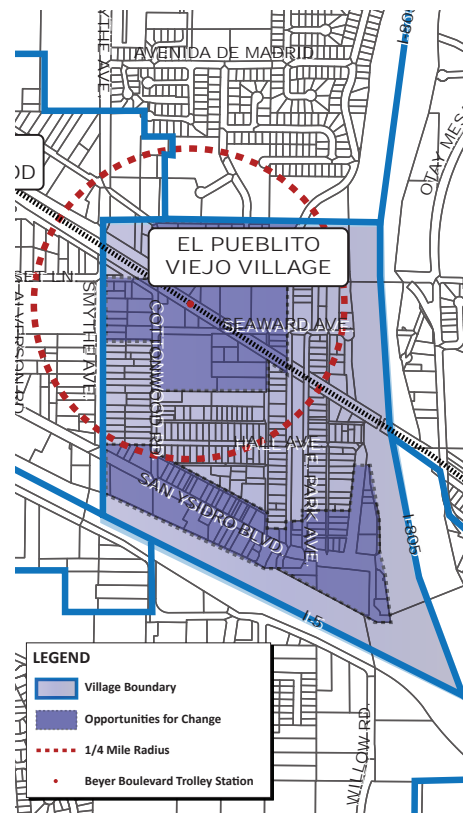
Key Map

## 4.4.8 EL PUEBLITO VIEJO VILLAGE

Located in the heart of San Ysidro, El Pueblito Viejo Village is characterized by fine-grained, small-lot development with low-rise buildings with historic and cultural character. The focus of the area is on local-serving uses and small-scale businesses. Community amenities include a post office, library, public park and health center. The area is significantly shaped and defined by San Ysidro Community Park and has a historic downtown presence along San Ysidro Boulevard. Greatest opportunities for change surround the Beyer Boulevard trolley station and include the W. San Ysidro Boulevard commercial area. Established residential neighborhood character and density is envisioned to be preserved and enhanced with additional paseos, pedestrian and alley improvements, public art, and pocket parks. The area will continue to be the cultural and community center of San Ysidro.

The Beyer Boulevard trolley station provides the greatest opportunity for intensification and change in the El Pueblito Viejo Village. This transit opportunity will catalyze future mixed-use and higher density residential development. Access to transit from surrounding residential neighborhoods is a key design priority to the trolley station as well as bus stops located on primary streets. Planned pedestrian network elements expand existing facilities and include alleys, paseos, and pathways of knowledge.

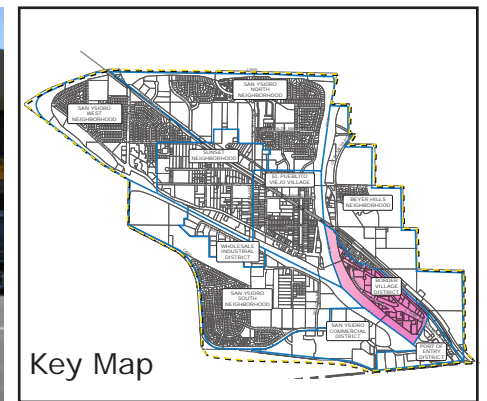
In addition, residential uses in El Pueblito Viejo Village include a small neighborhood of circa 1920 homes and the remaining portion of the historic Little Landers Colony from the turn-of-the-century. The area consists primarily of single-family homes, several units on one lot, bungalow courts, and small-scale attached units. Several large-scale multifamily developments on two or more consolidated lots have been introduced over the years and add to the housing availability and diversity. However, façade improvements and additional resident amenities are needed.





#### 4.4.9 BORDER VILLAGE

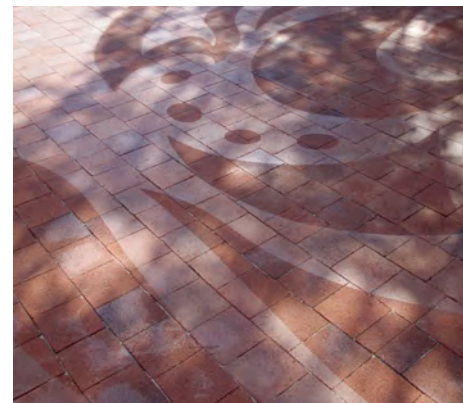
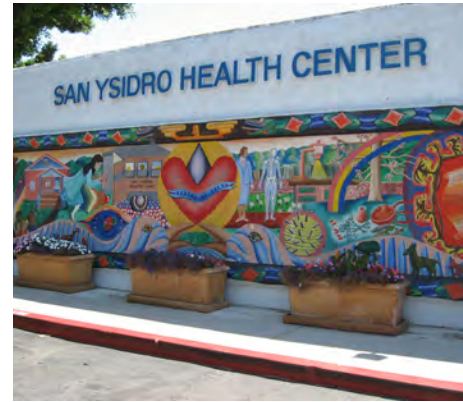
Situated between the Port of Entry District, trolley tracks, and the 5 and 805 freeways, Border Village serves primarily as a visitor-serving destination and is envisioned to appeal to the Mexican consumer and tourist. Border Village theming is characterized by a blending of cultures. Buildings and urban form are characterized by one and two-story development primarily located at the street edge however opportunities exist for larger infill mixed-use development with the redevelopment of underutilized parcels and surface parking lots. Building orientation, articulation, and enhanced pedestrian amenities should be the focus of these properties so as to develop a prominent street presence along San Ysidro Boulevard. A strong pedestrian link to the Port of Entry, enhanced wayfinding, and gateway features coupled with a large pedestrian promenade will create an inviting attraction drawing visitors from the Port of Entry into the community. The area's central location and international confluence can then leverage this area as an activity center with opportunities to expand destination retail, entertainment, hospitality and family fun uses.



## 4.4.10 DISTINCTIVE NEIGHBORHOODS AND VILLAGES POLICIES:

The General Plan recognizes San Diego as a City of distinctive neighborhoods and villages. The following polices are intended to guide future development to enhance the unique characteristics of San Ysidro. Refer also to General Plan Urban Design Element UD-A.5 and UD Section B – Distinctive Neighborhoods and Residential Design.

- 4.4.10-1 Provide for a range of housing types, building forms, and a mix of affordable and market-rate residences.
- 4.4.10-2 Tailor housing types to accommodate multi-generational needs such as senior housing with play yards.
- 4.4.10-3 Integrate senior housing within neighborhoods and individual developments.
- 4.4.10-4 Provide housing to accommodate larger household sizes including additional bedrooms.
- 4.4.10-5 Consider developing a program for bringing unpermitted secondary units into compliance with current building code standards, such as an amnesty period or fee reductions.
- 4.4.10-6 Encourage rehabilitation of existing buildings.
- 4.4.10-7 Develop strategies and incentives to improve sustainability for existing building stock. Examples could include an amnesty period for bringing second units into building code compliance with a reduction in fees.
- 4.4.10-8 Provide a range of opportunities for commercial enterprises to accommodate small locally owned businesses as well as larger tenants.



Inspirational Photos for San Ysidro Improvements





# UD

# Distinctive Neighborhoods + Villages

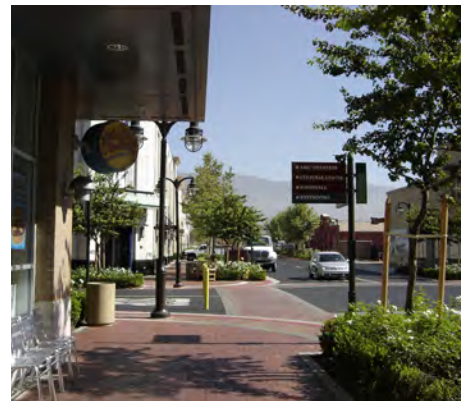
- 4.4.10-9 Encourage building design, such as roof-deck dining areas, to take advantage of urban views of Tijuana River Valley and Tijuana.
- 4.4.10-10 Incorporate windows and balconies on street-facing facades.
- 4.4.10-11 See also General Plan Urban Design Element UD-C.1.e.2 regarding transition of development and buildings to ensure compatibility with adjacent uses.
  - a. Tailor building height and scale to be sensitive to surrounding residential and commercial uses.



## 4.5 Mixed-use Villages and International Gateway

Mixed-use villages provide for the integration of uses and serve as focal points for public gathering and community identity. This section provides the design policies and guidelines specifically for village designated areas as determined in the Land Use Element of the Community Plan. Primary Village areas identified for San Ysidro include El Pueblito Viejo Village and Border Village. The following policies supplement General Plan Urban Design Element Policies UD-C.1, UD-C.2 and UD-C.3 (Mixed-use Villages). Additionally, San Ysidro is home to the international gateway, which possesses unique urban design challenges associated with pedestrian and vehicular conflicts, transit demands, and beautification needs. Policies provided to address these demands are provided in Section 4.5.3 below.

- 4.5-1 Residential elements of a mixed-use building should relate to outdoor areas, such as courtyards and open space areas.
- 4.5-2 Provide directional signage along the highway to direct tourists to village areas and the International Gateway. Include parking information and attractions.



Inspirational Photos for San Ysidro Improvements





- 4.5-3 Consider open air markets in pedestrian-focused areas that:
- Provide paseos and arcades for commercial activities and displays.
  - Avoid displays in the public rights-of-way.
  - Implement policies developed for display and advertising.
- 4.5-4 Minimize curb cuts across sidewalks to better support pedestrian areas and to reduce potential conflicts between pedestrians and vehicles. Where such conflicts exist, the visual continuity of the pedestrian pathway can be maintained by continuing the pavement pattern across the driveway.
- 4.5-5 Require ground floor retail or other appropriate commercial uses in all developments along commercial streets, such as San Ysidro Boulevard, Border Village Road and Beyer Boulevard, to enhance the pedestrian environment.
- Promote in transparency for ground floor storefronts.
  - Encourage windows on first floors facades.
  - Limit signage and solid obstructions for first floor uses.
  - Orient buildings toward the street and/or relocate parking and curb cuts, where feasible and replace with landscaped areas and well-lit entries.

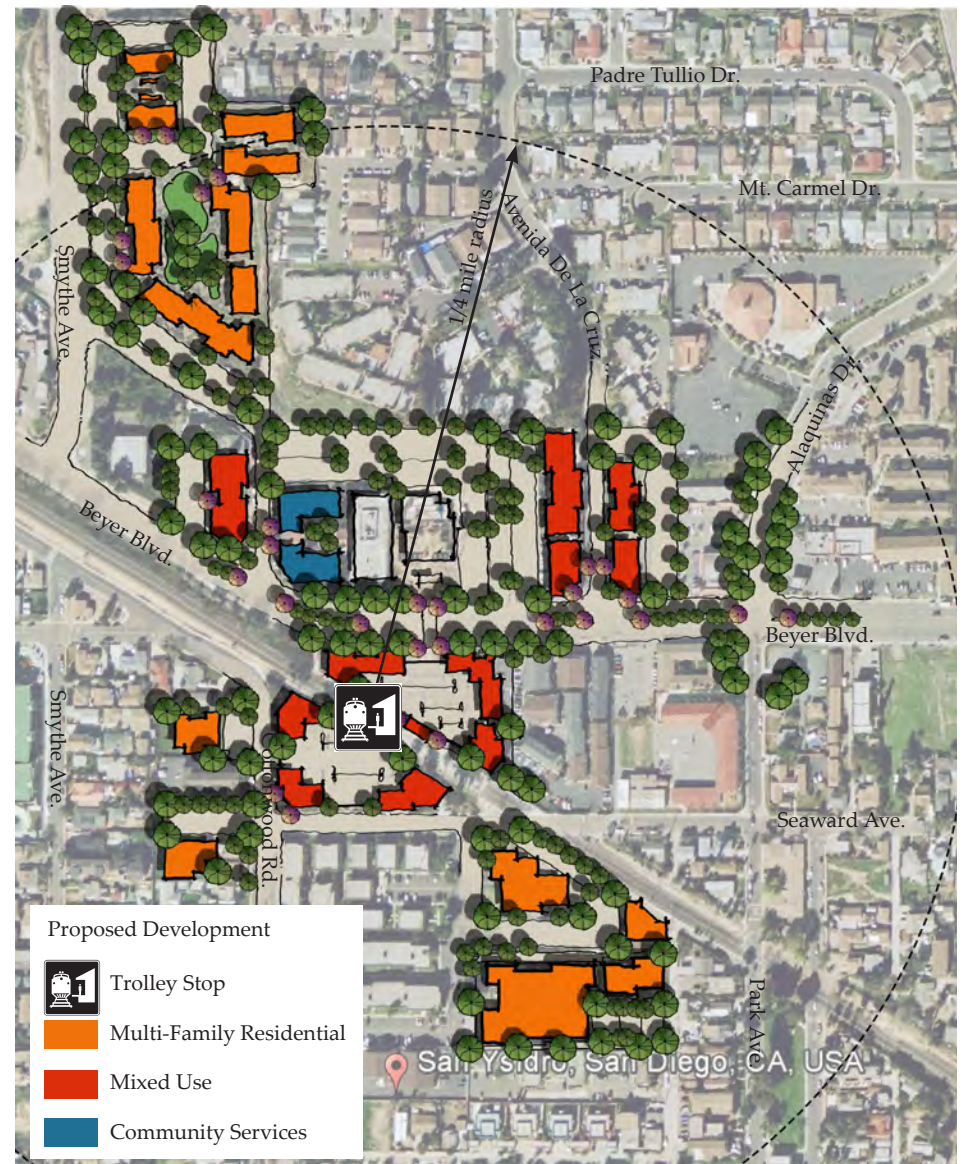




## 4.5.1 EL PUEBLITO VIEJO VILLAGE

El Pueblito Viejo Village provides an opportunity for fine grained infill development that will complement the authentic historic character. The trolley stop at Beyer Boulevard provides a significant opportunity for transit oriented strategies including enhanced pedestrian amenities, mixed-use development, and increased residential density. The following policies support the vision to maintain and enhance this village as San Ysidro's traditional hub for community services and day-to-day activities for residents and businesses.

- 4.5.1-1 Locate highest development concentrations by the Beyer Boulevard trolley stop and San Ysidro Boulevard, with smaller infill opportunities in between.
- 4.5.1-2 Promote higher density residential uses within a quarter mile of Beyer Boulevard Trolley Station.
- 4.5.1-3 Maintain the unique historical character of the village with an infusion of Latino Urbanism.
  - a. Building design that is tailored to San Ysidro resident's needs and cultural heritage, such as porches, patios, courtyard houses, plazas and unique expressions of color.
  - b. Encourage building design that integrates private courtyards adjacent to public space.
  - c. Promote the use of low fences in front yards a vehicle to create a place where people can come together while joining the private space of the home with the public space of the street.





- d. Encourage street art, murals, signage, and other vibrant graphics as cultural expressions.
- e. Promote street vending in public areas at key locations within San Ysidro villages.
- f. Tailor streets and sidewalks to support, encourage, and promote physical activity.
- g. Enhance paseos, sidewalks and paths to promote waling to daily activities.

- 4.5.1-4 Retain San Ysidro Community Park as the heart of the El Pueblito Viejo Village and encourage quality access and community gathering opportunities within Park.
- 4.5.1-5 Opportunities exist along San Ysidro Boulevard for infill or redevelopment, however, care should be given to maintaining historical character of this corridor.
- 4.5.1-6 Add pedestrian-scale lighting or wall-mounted light sconces to light alley and building entries, and increase visibility and safety especially along identified paseos, public spaces, and key connectivity points.



## 4.5.2 BORDER VILLAGE

The hallmark of Border Village is the confluence of Mexican and American cultures. Key strategies focus on leveraging abundant daily tourist traffic into a thriving mix of business, retail and cultural opportunities. The following policies acknowledge this very unique hot spot for activity that possesses significant potential to capture untapped commerce and entertainment opportunities.

- 4.5.2-1 Promote mixed-use development between San Ysidro Boulevard and Beyer Boulevard, utilizing existing topography to establish ground floor commercial fronting San Ysidro Boulevard with upper residential stories accessed from Beyer Boulevard.
- 4.5.2-2 Create a “Mercado” (market) that provides a variety of goods and prepared foods from Mexico.
  - a. Apply a festive design theme for the Mercado to attract residents and tourists, alike.
  - b. Include uses and products such as vegetables and meat markets, booths filled with spices, herbs, fabrics, clothing, artisan crafts and other Mexican goods.
  - c. Locate the Mercado within the urban plaza located in the Border Village (refer to 4.7.2A).
- 4.5.2-3 Look for infill/intensification opportunities along San Ysidro Boulevard and Border Village Road, which could be in the form of commercial-only or mixed-use developments.
- 4.5.2-4 Foster a vibrancy using color, public art, architectural identity and wayfinding elements.





### 4.5.3 INTERNATIONAL GATEWAY

San Ysidro and San Diego welcome visitors into the United States at the busiest Port of Entry in the Western Hemisphere. The International Gateway is north of the Port of Entry, along San Ysidro Boulevard, south of I-805, and along Camino de la Plaza west of I-5. The International Gateway serves as the center for cultural exchange and commerce between Mexico and San Ysidro. The following policies support the vision to maintain and enhance this gateway as San Ysidro's grand entrance into the United States.

- 4.5.3-1 Encourage tourism at the International Gateway.
- 4.5.3-2 Create a sense of entry into the community through gateways, plazas, signage, unique street furnishings, landscaping, and cultural art at major entry points.
- 4.5.3-3 Increase commercial retail development at the border to capture tourist dollars.
- 4.5.3-4 Attract tourists by developing projects which offer entertainment and cultural activities.
- 4.5.3-5 Design international gateway development to be visible and accessible from the freeway.
- 4.5.3-6 Develop distinctive and innovative designed projects, incorporate Latino Urbanism, and promote high quality, monumental, and creative design solutions.
- 4.5.3-7 Promote outdoor activity with sidewalk cafes, public outdoor spaces and open areas, and pedestrian-oriented shopping plazas.



Artist's conceptual renderings of entry to POE by Miller Hull and inspirational images

# Village Areas + International Gateway

UD

- 4.5.3-8 Improve the transportation system at the border to provide for the smooth flow of traffic and minimize conflicts between vehicles and pedestrians.
- 4.5.3-9 Increase the availability of secure parking for visitors at the border.
- 4.5.3-10 Direct tourist traffic to the tourist-serving commercial areas within wayfinding and streetscape design.
- 4.5.3-11 Provide a new pedestrian and bicyclist border crossing at Virginia Avenue to facilitate tourist traffic flow between San Ysidro and Avenida Revolucion in Tijuana.
- 4.5.3-12 Incorporate an Intermodal Transportation Center with the following features:
  - a. Plaza space at border entry and a promenade with enhanced landscaping and pedestrian amenities to draw visitors from the International Gateway into the Border Village.
  - b. MTS Trolley facility and amenities
  - c. Public and private bus bays
  - d. Passenger pick-up & drop-off with taxi and jitney service and queuing areas
  - e. Public parking facilities and structures
  - f. Retail and other land uses



Artist's conceptual renderings of entry to POE by Miller Hull





## 4.6 Pedestrian-Oriented Design

Pedestrian-oriented design is encouraged throughout the Village areas with particular emphasis along San Ysidro Boulevard, Border Village Road, Beyer Boulevard, and Olive Drive. Creating pedestrian-friendly village centers is an important goal of the Community Plan. The following policies supplement General Plan Urban Design Element Policy UD-C.4 (Pedestrian-Oriented Design).

- 4.6-1 Address human scale for all buildings along street frontages, such as for San Ysidro and Beyer Boulevards.
- 4.6-2 Shade pedestrian areas using trees or other shade strategies where space is limited.
- 4.6-3 Enhance bus stops within Village areas with shaded seats, wayfinding signs and public art.
- 4.6-4 Encourage pedestrian activity through appropriate design and provision of amenities including but not limited to:
  - a. Awnings
  - b. Outdoor dining
  - c. Arcades
  - d. Plazas
  - e. Public art
  - f. Trellises
- 4.6-5 Create and maintain a comprehensive sidewalk network with tailored widths and characteristics to enhance village character and address varying pedestrian volumes.



# Pedestrian Oriented Design

UD

- 4.6-6 For new development utilizing consolidated lots, incorporate building articulation and changes in wall planes or building massing, to reflect historic lot patterns and surrounding buildings.
- 4.6-7 Commercial and mixed-use buildings shall be placed along primary street frontages (with parking to rear of buildings) with windows and storefront treatments to engage pedestrians.
- 4.6-8 Promote reciprocal access agreements and limit driveway access along San Ysidro Boulevard.
- 4.6-9 where feasible, place buildings ten (10) feet from curb along San Ysidro Boulevard to provide additional pedestrian access.
- 4.6-10 Provide bicycle storage racks for public use at retail and restaurant establishments.
- 4.6-11 Seek opportunities to enhance the pedestrian environment including outdoor dining, expanded sidewalks, reciprocal access agreements, enhanced alleys and paseos.
- 4.6-12 Provide pedestrian enhancements and safety features at trolley crossings.
- 4.6-13 Provide connections and linkages to Dairy Mart Ponds and open space.



Inspirational Photos for San Ysidro Improvements





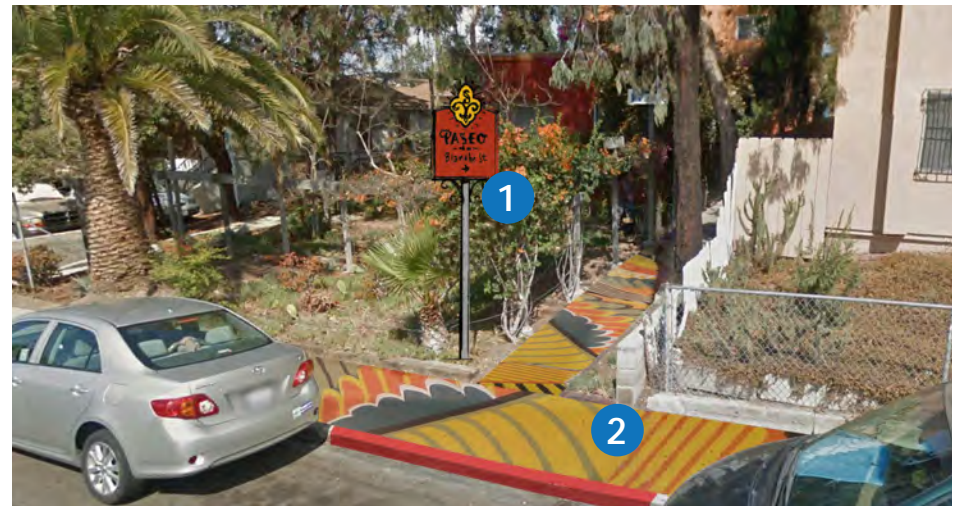
### 4.6.1 PASEOS

Paseos provide an opportunity not only for improved pedestrian circulation, but also for enhancing community character and distinctive urban spaces. The following policies support pedestrian mobility and urban design goals.

- 4.6.1-1 Provide a network of pedestrian paseos.
  - a. Improve side yards with accessible paseo access, where feasible to link alleys and primary streets.
  - b. Encourage adjacent properties to combine side yards to create opportunities for larger paseos.
  - c. Where lots are consolidated, incorporate a paseo to enhance neighborhood connectivity.
- 4.6.1-2 Provide ground paintings or other artistic treatment at paseo entries to slow down vehicles and increase pedestrian safety.
- 4.6.1-3 Provide enlarged access points, public art, seating areas, artistic wayfinding and other welcoming features at paseo entries.



Existing Paseo Conditions



Proposed Paseo Improvements

- 1 Wayfinding Signage
- 2 Painted Concrete

## 4.6.2 GRAN PASEO DE SAN YSIDRO

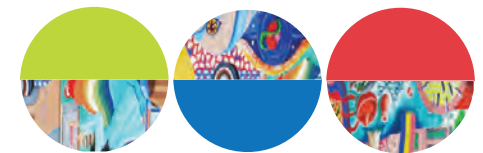
Parkway and sidewalk improvements are envisioned to enhance the pedestrian experience along San Ysidro Boulevard and to entice visitors and locals into the Border Village from the Port of Entry District.

- 4.6.2-1 Provide special paving treatment and signage at crosswalks.
- 4.6.2-2 Utilize excess right-of-way and increase sidewalk widths to incorporate seating areas, distinctive paving, signage, artwork, shade trees, enhanced landscaping, and lighting.
- 4.6.2-3 Incorporate a large monument or focal feature with signage at San Ysidro Boulevard and Beyer Boulevard to encourage movement into the Border Village.
- 4.6.2-4 Locate the Gran Paseo de San Ysidro to connect the International Gateway, Intermodal Transportation Center, and the urban plaza to be located at the existing San Ysidro Service Center on E. San Ysidro Boulevard.
- 4.6.2-5 Plant shade or palm trees with consistent spacing to reinforce the presence of the pedestrian paseo.
- 4.6.2-6 Locate buildings along the street edge, minimize curb cuts and provide generous sidewalk width along the Gran Paseo de San Ysidro.



Gran Paseo de San Ysidro - View at Beyer Blvd.

- 1 Gateway Signage
- 2 Special paving
- 3 Wider sidewalk with trees, benches, and lighting

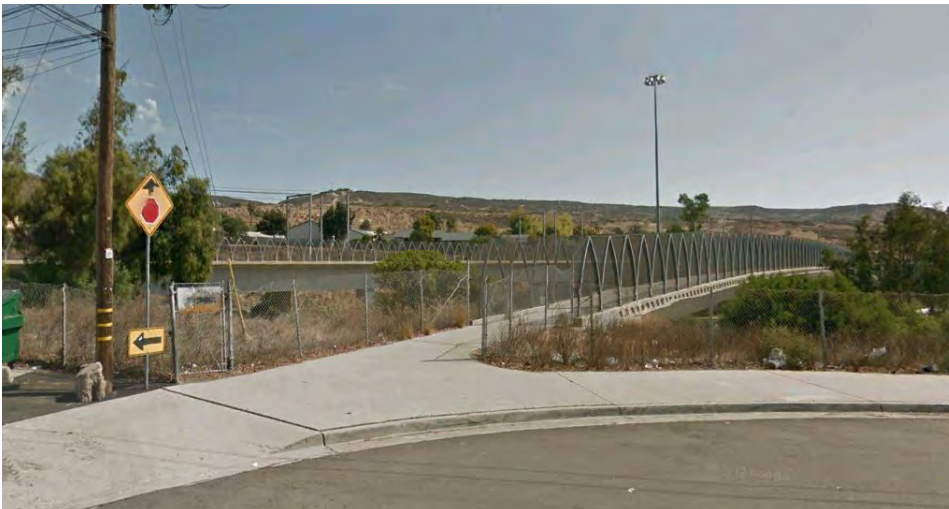




### 4.6.3 PEDESTRIAN BRIDGE CONNECTIONS

Existing pedestrian bridges crossing Interstates 5 and 805 link village and commercial areas, neighborhoods, schools, parks and plazas. Preliminary concepts are shown to the right.

- 4.6.3-1 Provide opportunities for public art, gateway treatments, mini plazas, and other improvements to create more inviting connections.
- 4.6.3-2 Integrate public art and design themes into bridge entries, fencing, and guard rails, to express the bi-cultural context and add visual interest from all viewpoints.
- 4.6.3-3 Incorporate seating areas, specialty paving, shade and accent trees, landscaping, wayfinding, public art and lighting into access plazas at bridge entries.



Existing Condition at Olive Drive



Pedestrian Bridge Concept A



Pedestrian Bridge Concept B

## 4.7 Village Center Public Spaces

The General Plan calls for significant public spaces in every community that provide distinctive civic architecture, landmarks and public facilities. Public spaces have the potential to strengthen the social fabric and identity of neighborhoods. Neighborhood plazas promote activities, recreation, educational, arts, and cultural events in the core of the Village to support a healthy community. The following policies supplement General Plan Urban Design Element Policies UD-C.5 (Village Center Public Spaces) and UD-E.1 and E.2 (Public Spaces and Civic Architecture).

4.7-1 Provide a hierarchy of inviting public spaces including the following:

- a. Urban Plazas
- b. Neighborhood Plazas
- c. Pocket Parks
- d. Paseos
- e. Pedestrian Bridge Connections

4.7-2 Transform underused lots and public properties into vibrant, social public space for the adjacent neighborhoods and urban open space accommodating community gatherings and events.



Inspiration photos for public spaces

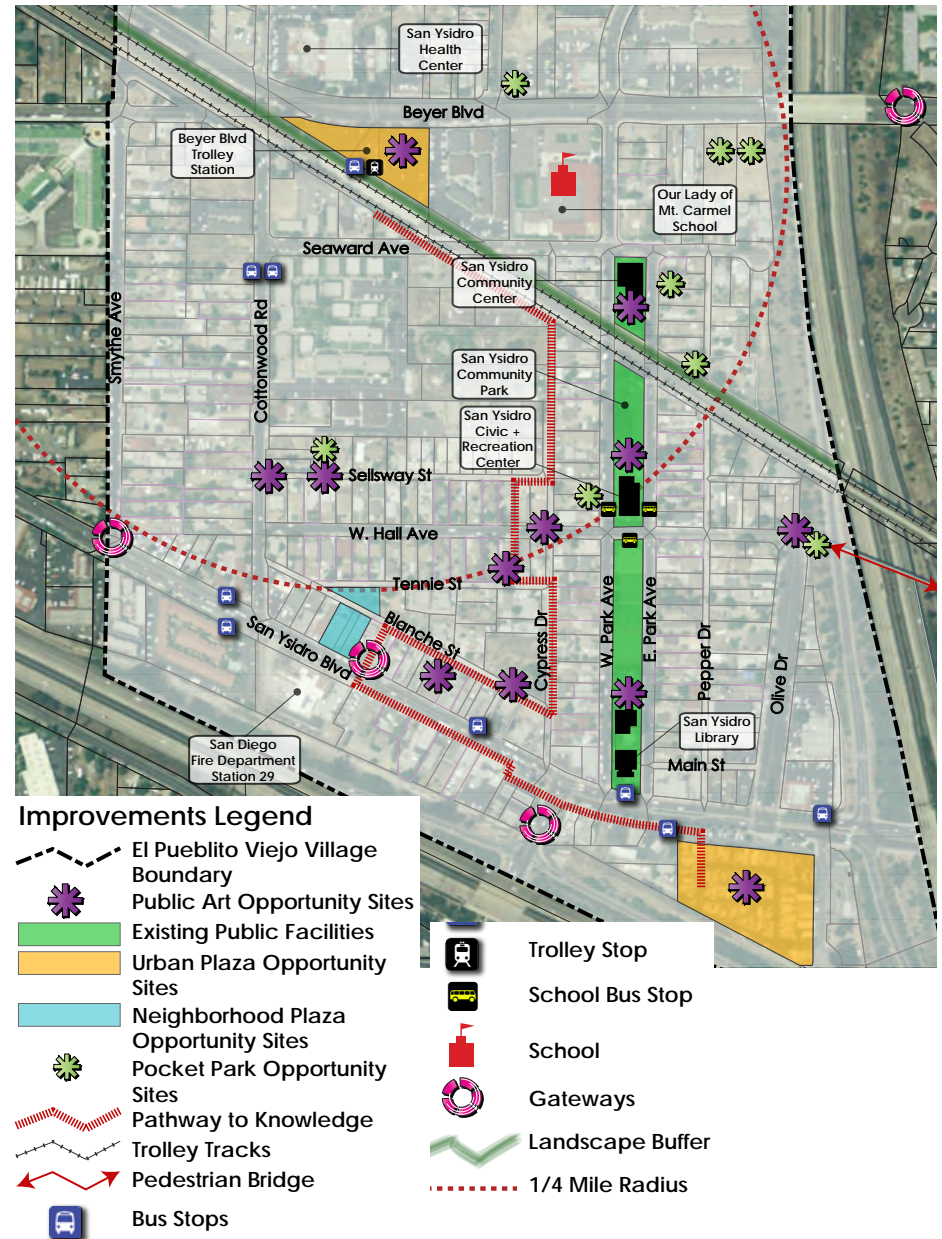




# UD

# Village Center Public Space

- 4.7-3 Design plazas and public spaces as safe pedestrian linkages to alleys, paseos, and streets within the Village.
- 4.7-4 Encourage cooperation among land owners to aggregate required private open space near paseos, public spaces, and at street corners.
- 4.7-5 Encourage public access (versus private) to public spaces.
- 4.7-6 Encourage the provision of approximately 10% of a projects net site area as space provided for public use, pursuant to General Plan Urban Design Element UD-C.1.d.
- 4.7-7 Incorporate a series of plaza spaces, paseos, pocket parks, and other public spaces a minimum of ¼ mile apart throughout San Ysidro Villages to provide pedestrian connectivity, resting places, and points of interest.



## 4.7.1 EL PUEBLITO VIEJO VILLAGE PUBLIC SPACES

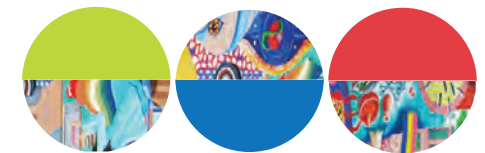
Public spaces within the El Pueblito Viejo Village include civic parks and recreation facilities, public plazas, neighborhood plazas, pocket parks, and a network of paseos and alleys. Envisioned improvements to this area include upgrades to pedestrian walkways and bicycle access to create safer and healthier mobility alternatives.

- 4.7.1-1 Integrate additional landscaping, trees, picnic areas, group gathering spaces, and community gardens into existing and future Village public spaces.
- 4.7.1-2 Enhance Community Center, Library, and civic open space along Park Avenue with additional pedestrian and bicycle amenities and public art.
- 4.7.1-3 Convert underutilized parcels into neighborhood plazas and pocket parks to provide neighborhoods access to additional green space, outdoor activity space, and playgrounds.
- 4.7.1-4 Build upon the existing “the Pathways of Knowledge” (an extended network of existing alleys currently utilized as informal pedestrian and landscaped corridors designed to promote mobility and accessibility and to highlight curiosity, knowledge and creativity) with pedestrian amenities, linkages, public art, and cultural elements to provide strengthened access and pedestrian circulation to connect the community.
- 4.7.1-5 Provide a transit plaza with pedestrian and bicycle amenities, wayfinding, and public art at the Beyer Boulevard Trolley Station.

- 4.7.1-6 Enhance pedestrian access, sidewalks, alleys, and paseos within a minimum of a ¼ mile radius of the Beyer Boulevard Trolley Station.
- 4.7.1-7 Develop a neighborhood plaza located at the former fire station site located along E. San Ysidro Boulevard in the El Pueblito Viejo Village, as described in section 4.7.1.A.
- 4.7.1-8 Develop a neighborhood plaza located at the terminus of Olive Drive at San Ysidro Boulevard in the El Pueblito Viejo Village, as described in section 4.7.1.B below.



Inspiration Photos





#### 4.7.1A EL PUEBLITO VIEJO NEIGHBORHOOD PLAZA – FORMER FIRE STATION SITE

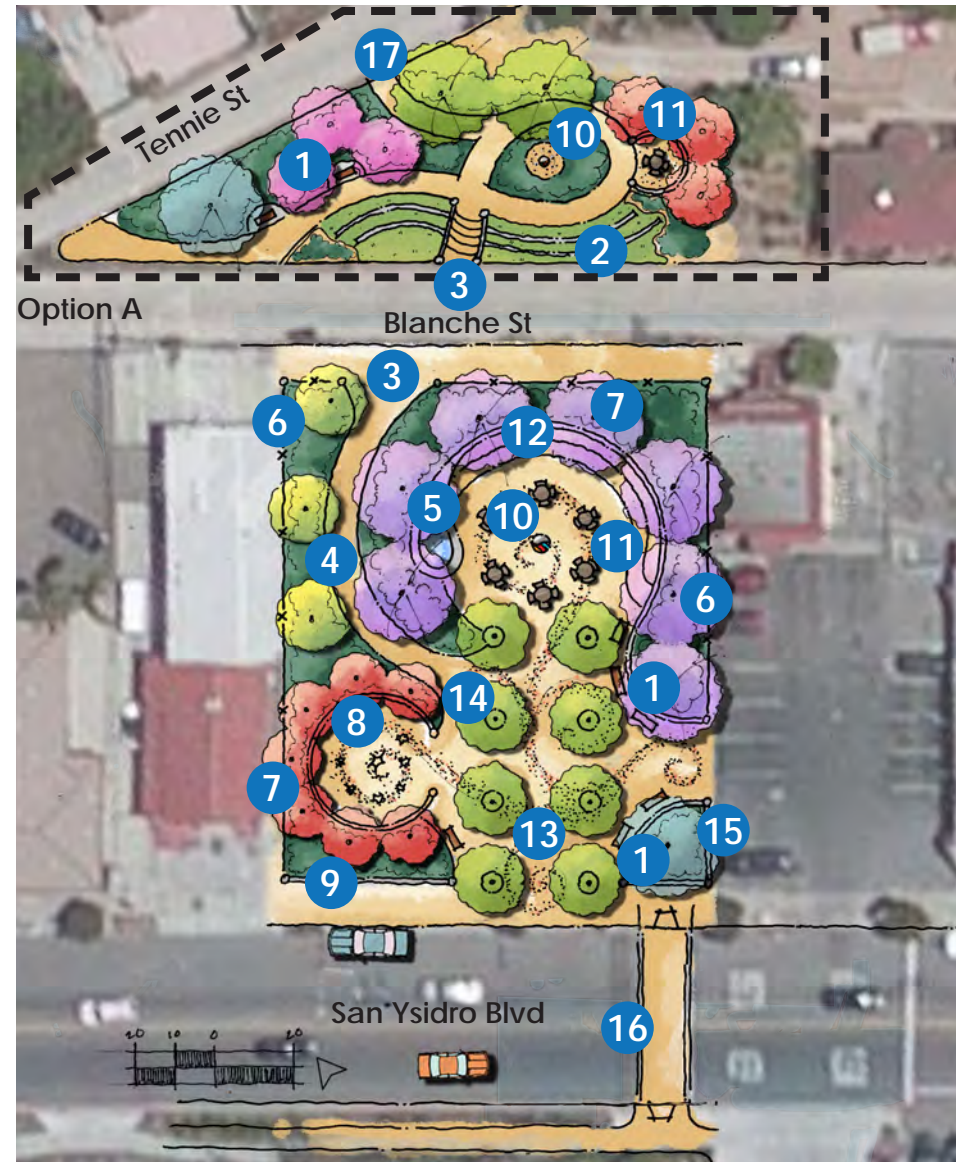
The former Fire Station site at San Ysidro Boulevard and Blanche Street is envisioned to be redeveloped into a public space that includes a variety of features and amenities to create an inviting environment. Potential amenities could include outdoor seating, picnic tables, landscaping, public art, shade trees, and decorative hardscape. The following exhibits illustrate a couple of options that incorporate some of the featured public space elements that are recommended for the Neighborhood Plaza.

##### Option A:

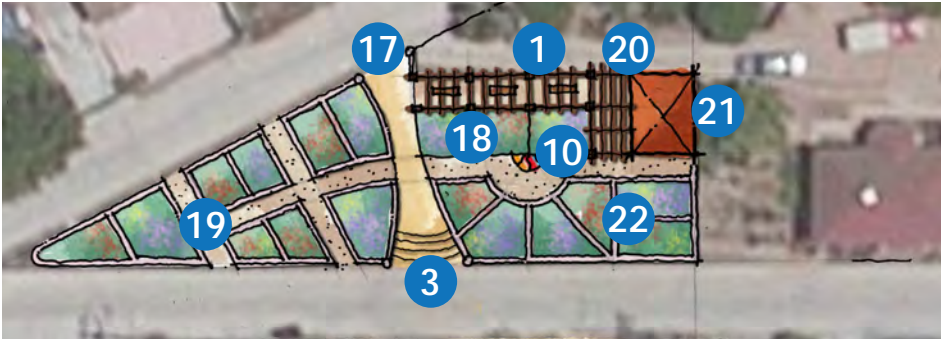
Option A provides an extended plaza and passive park between Tennie Street and Blanche Street. The lot could include trees and landscaped areas for public art, walking paths, benches, and picnic tables.

##### Option B:

This option shows the proposed public space between Tennie Street and Blanche Street as a community garden with raised garden plots, access pathways, grape arbors, and an equipment shed for storage. The community gardens create great places for neighbors to socialize and provide healthy choices of outdoor gardening and growing wholesome foods.



Example Neighborhood Plaza



Example Community Garden Option B

- 1 Benches
- 2 Terraced Seating
- 3 Connection to Alley (Blanche St)
- 4 ADA Accessible Ramp to Plaza
- 5 Water Feature
- 6 Fence
- 7 Colorful Shade Trees
- 8 Splash Pad with Seat Walls
- 9 Seat Wall
- 10 Public Art Opportunity
- 11 Picnic Table
- 12 Steps for Seating
- 13 Decorative Paving
- 14 Tree Wells for Shade
- 15 Planter with Seat Wall
- 16 Potential Pedestrian Crossing
- 17 Connection to Alley (Tennie St)
- 18 Garden Beds
- 19 Gravel Walkway
- 20 Trellis with Grape Vines
- 21 Maintenance and Equipment Shelter
- 22 Raised Wooden Garden Beds



Inspiration Photos for Neighborhood Plaza and Park Design





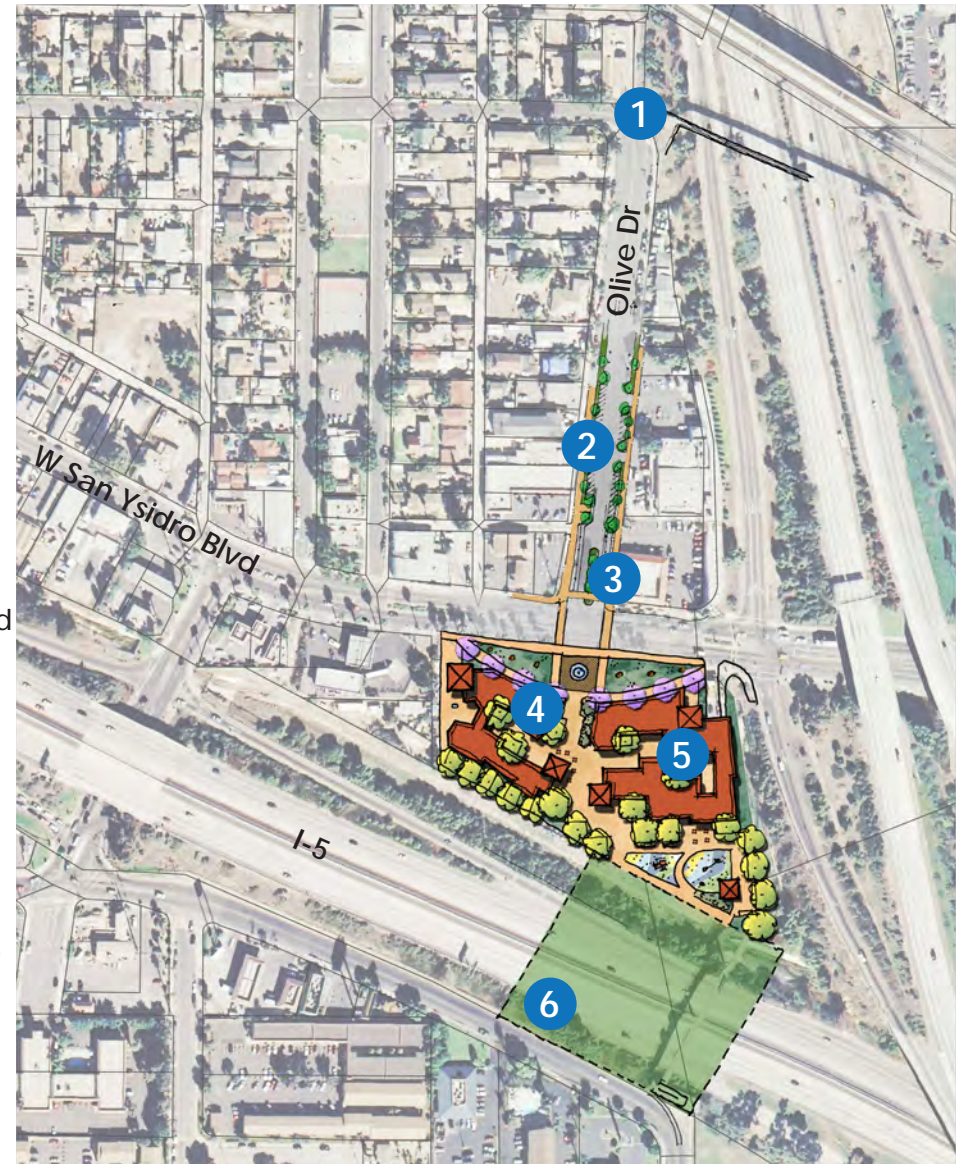
**4.7.1B OLIVE DRIVE TERMINUS**

An example of a potential neighborhood plaza site is a potential redevelopment opportunity at the terminus of Olive Drive and the pedestrian bridge above Interstate-5. This is a highly utilized pedestrian connection and an opportunity to integrate affordable housing, public parking, open space, and improved bridge access. Alternatively the neighborhood plaza and existing pedestrian bridge could be incorporated into a freeway cap. The following elements should be explored and incorporated into this area:



Inspiration Photo for Freeway Cap

- 1 Plaza at Pedestrian/Bike Bridge Enhancements
- 2 Olive Street Pedestrian Improvements
- 3 Planter Island/Median and Reduced Right-of-Way
- 4 Mixed Use with Covered Arcade and Underground Parking
- 5 Residential over Ground Floor Retail
- 6 Freeway Cap Opportunity



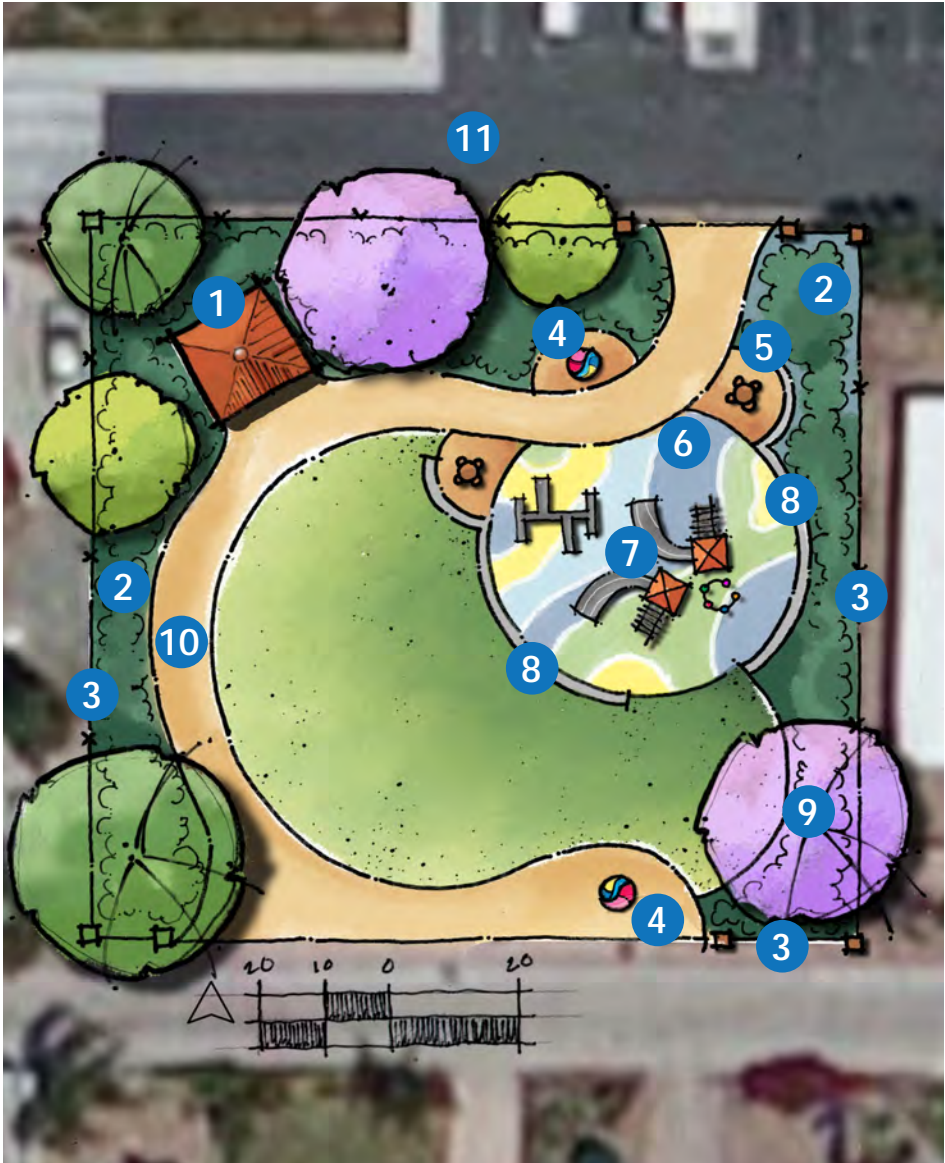
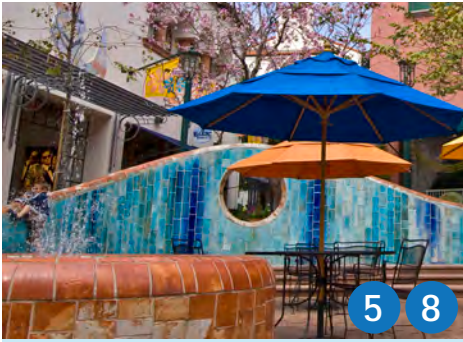
Olive Drive Terminus



### 4.7.1.C POCKET PARKS

Underutilized properties provide opportunities for pocket parks that create improved open spaces on a smaller scale throughout the community. Pocket parks provide much needed neighborhood gathering areas that can be used for both passive uses and active play. Typically surrounded by residences, these areas integrate into the neighborhood fabric and support “eyes on the park” for improved safety. The pocket park exhibit represents an example layout and potential features for these smaller public open spaces.

- 1 Picnic Shade Structure
- 2 Planting
- 3 Fence
- 4 Public Art or Signage Opportunity
- 5 Picnic Table
- 6 Colorful Safety Surfacing
- 7 Playground
- 8 Seatwall
- 9 Shade Trees
- 10 Pathway
- 11 Typical Alley



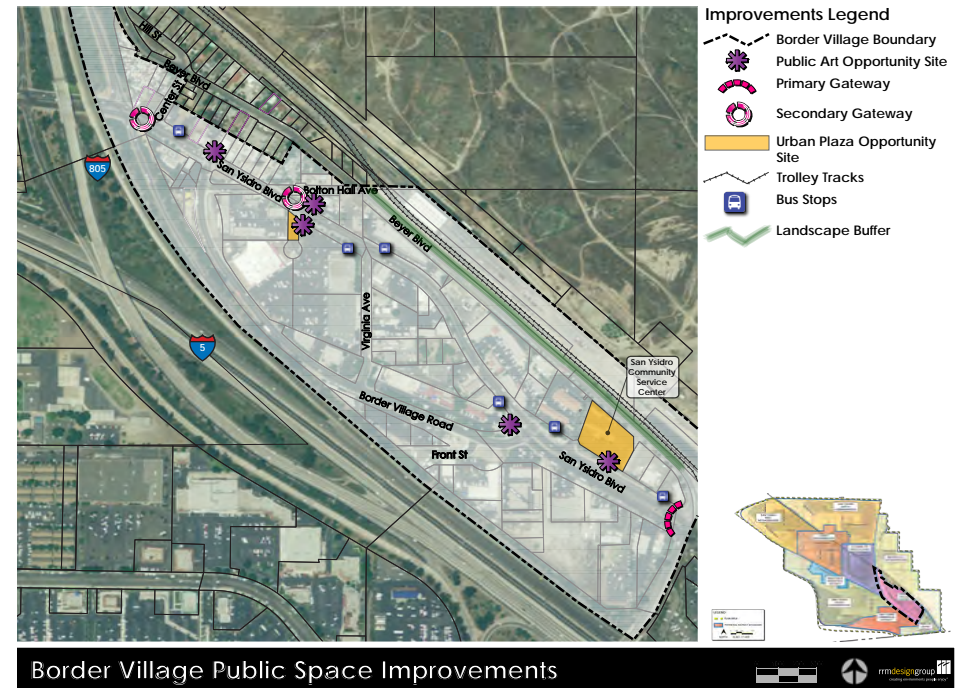
Example Pocket Park



### 4.7.2 BORDER VILLAGE PUBLIC SPACES

The public space in the Border Village serves a larger scale need addressing both local community and regional visitors. Envisioned improvements to this area include large marketplace squares for festive events, plazas within commercial centers, paseos connecting retail uses, pedestrian and bus stop enhancements, gateways and public art.

- 4.7.2-1 Integrate a gateway feature located at the intersection of San Ysidro Boulevard and Beyer Boulevard and urban plazas, enhanced bus stops, public art throughout the Village as shown in the Border Village Public Space Improvements exhibit.
- 4.7.2-2 Develop an urban plaza located at the existing San Ysidro Service Center located along E. San Ysidro Boulevard in the Border Village, as described in section 4.7.2A below.



Inspiration Photos for Urban Plaza Design



## 4.7.2.A BORDER VILLAGE URBAN PLAZA - LOCATED AT THE SAN YSIDRO SERVICE CENTER

Redevelop the existing San Ysidro Service Center into a family-oriented public plaza including rich cultural elements celebrating the Latino influence of the region. This plaza is envisioned to incorporate open gathering areas with trees, seating areas, fountains, gazebos, outdoor dining, and open air markets to accommodate a range of activities and uses including:

- Concerts
- Dances
- Farmers markets
- Holiday events
- Informal seating for picnicking
- Lighting for evening uses
- Supporting retail and outdoor dining

- |  |   |
|--|---|
| 1 Commercial Buildings                                 | 7 Parking                               |
| 2 Pedestrian Connection to Plaza                       | 8 Arcade                                |
| 3 ADA Accessible Ramp to Plaza                         | 9 Public Art Opportunity                |
| 4 Event Gazebo   | 10 Colorful Tables and Umbrellas        |
| 5 Entry Trellis with Signage                           | 11 Vendor Kiosks                        |
| 6 Potential Future Shared Driveway for Access to Plaza | 12 Stairs to Plaza                      |
|  | 13 Relocated Bus Stop and Drop Off Area |



Border Village Urban Plaza Concept

## 4.8 Village Street Layout and Design

The street layout and design within San Ysidro is an important part of shaping the urban fabric and creating a vibrant, cohesive community. This section focuses on street framework and circulation characteristics, developing an inviting and functional public environment. The following policies supplement Policy UD-C.6 in the General Plan Urban Design Element and Sections A and F of the General Plan Mobility Element.

4.8-1 Improve pedestrian connectivity along designated alleys within El Pueblito Viejo Village. Provide pedestrian lighting, textured paving at intersections and crosswalks, wayfinding signage, bulbouts at arterial intersections, site furnishings, and public art along the following alleys:

- a. Sellsway Street
- b. Tennie Street
- c. Blanche Street
- d. Cypress Drive
- e. Pepper Street
- f. Main Street

4.8-2 Encourage opportunities for paseos through private property in El Pueblito Viejo Village and Border Village areas. Coordinate linkages and routes with transit stops and parking facilities to encourage walking between destinations.



Inspiration Photos for Village Street Layout and Design





# Village Street Layout + Design

UD

- 4.8-3 Provide textured paving or piano striping, signage, and signals at all major intersections on Beyer Boulevard, San Ysidro Boulevard, and Border Village Road.
- 4.8-4 Enhance bus stops along San Ysidro Boulevard and Beyer Boulevard with bus pullouts, bus shelters, and site furnishings, where possible.
- 4.8-5 Identify utility boxes along all streets that can be incorporated into a public art program.
- 4.8-6 Consider under-grounding all utility lines and removing poles to enhance the pedestrian experience and improve public viewsheds.
- 4.8-7 Enhance walkability within a minimum one-quarter ( $\frac{1}{4}$ ) mile of bus stops and trolley stops using textured paving at crosswalks, curb extension, bulbouts, accessible ramps, site furnishings, and shade trees.



Before Improvements



After Improvements





## 4.9 Streetscapes

The intent of streetscape improvements and public amenities is to create a pleasant and inviting environment for residents, businesses and visitors. Streetscapes can provide a consistent and cohesive theme to unify and highlight the distinctive characteristics of San Ysidro. As identified in General Plan Policy UD-C.7, streetscapes should “enhance the public streetscape for greater walkability and neighborhood aesthetics.” This section also relates closely to policies provided under Pedestrian-Oriented Design and Village Street Layout and Design presented earlier in the Urban Design Element. Streetscape policies include:

- 4.9-1 Follow guidelines for building frontage types and massing for appropriate design intent and location in each district as illustrated in the following exhibits.
- 4.9-2 Unify streets within each district with a consistent street tree palette, site furnishings, and signage. Refer to section 4.16 Gateways and Signage for district theme concepts.
- 4.9-3 Promote façade improvement strategies and implementation measures for existing commercial, office, and residential buildings along San Ysidro Boulevard, Beyer Boulevard, and Border Village Drive. Incorporate the following improvements:
  - a. Entrances that include recessed doors, archways, or cased openings, a change in wall plane, and/or projecting elements above the entrance.
  - b. Accessible pathways from parking or the street to building entries.



Front yards/porches are appropriate in Sunset, Beyer Hills, San Ysidro North and South Neighborhoods



Stoops are appropriate in El Pueblito Viejo Village, Sunset, Beyer Hills, and San Ysidro North Neighborhoods



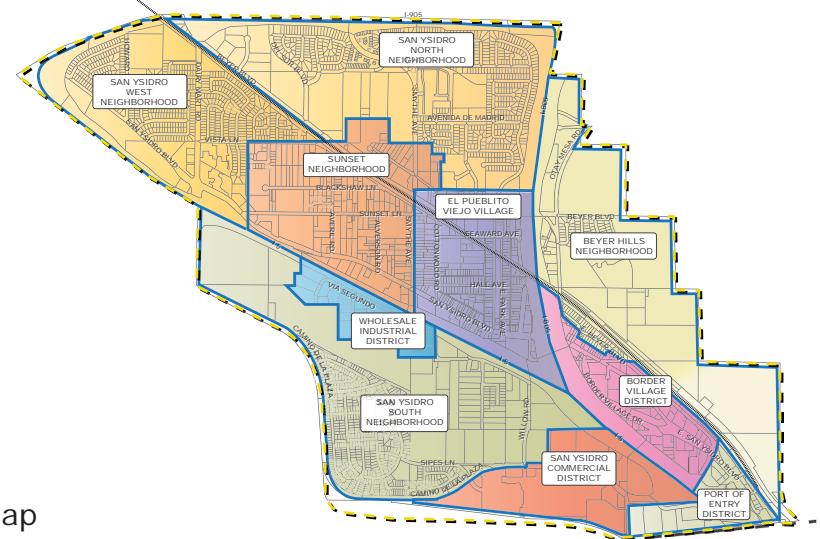
Courtyards are appropriate in El Pueblito Viejo Village, Sunset, Beyer Hills, San Ysidro North and South Neighborhoods



Courtyards in commercial areas are appropriate in Border Village, El Pueblito Viejo Village, San Ysidro Commercial and Port of Entry Districts, Beyer Hills and San Ysidro North Neighborhoods



Terraces are appropriate in El Pueblito Viejo Village, Sunset, Beyer Hills, and San Ysidro North Neighborhoods



Key Map



- c. Low level lighting on pathways and building faces.
- d. Clear glass windows on the ground floor for interior shop views for pedestrians, awnings, or other window coverings that reflect the character of the building.
- e. 360 degree architectural articulation.

4.9-4 Provide outdoor dining areas at restaurants with enclosed patios, decorative fencing, planters and potted plants.

4.9.5 Provide a bus shelter, additional seating, public art, trash receptacles, and street trees at the Beyer Boulevard and Poplar Street bus stop.



Storefronts are appropriate in Border Village District, El Pueblito Viejo Village, San Ysidro Commercial District, Beyer Hills, San Ysidro North Neighborhoods, and Port of Entry District



Parking at storefronts is appropriate in the San Ysidro Commercial District and the Wholesale Industrial District

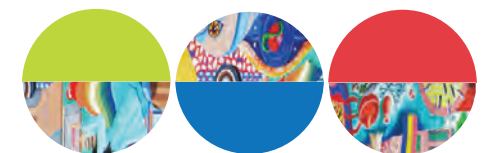
## 4.9.1 EL PUEBLITO VIEJO VILLAGE

The following policies apply to the streetscapes in El Pueblito Viejo Village:

- 4.9.1-1 Explore opportunities to provide a farmers market within the Olive Drive right-of-way.
- 4.9.1-2 Provide “parklets” with bicycle parking, seating, and dining areas to reduce expand pedestrian areas on sidewalks along San Ysidro Boulevard.
- 4.9.1-3 Incorporate new pedestrian sidewalk and parkways to add safe, accessible pedestrian connection along Park Avenue. Provide bicycle parking at the entrance to the library, recreation center, and community center.
- 4.9.1-4 Improve pedestrian connections to the Beyer Boulevard Trolley Station, San Ysidro Health Center, and the Maternal and Child Health Center, including lighting, special paving at crosswalks, and signage.
- 4.9.1-5 Enhance the parkway between the trolley tracks and Beyer Boulevard with a buffer that includes decorative fencing, drought tolerant landscaping, and street trees.



Proposed Improvements for El Pueblito Viejo Village





### 4.9.2 BORDER VILLAGE

The following policies apply to the streetscapes within Border Village. Refer to the illustrative improvement example below.

- 4.9.2-1 Provide a vegetated buffer and decorative fencing between the trolley tracks and Beyer Boulevard.
- 4.9.2-2 Improve private property along Beyer Boulevard with street trees, vegetated buffer, and enhanced architecture and building character.
- 4.9.2-3 Provide bank and slope stabilization techniques along Beyer Boulevard utilizing plants or retaining walls, where appropriate.
- 4.9.2-4 Utilize opportunities provided by the existing topography to provide building entrances that front both San Ysidro Boulevard and Beyer Boulevard. Design new buildings with 360 degree architecture, minimize drive aisle access, and promote parking in safe and convenient locations, including roof-deck parking or podium parking.
- 4.9.2-5 Transform street parking into bioswales to catch stormwater runoff, reduce street width, slow vehicular traffic, enhance street character, provide shade, improve pedestrian experience, and increase pedestrian safety along Border Village Road.
- 4.9.2-6 Minimize curb cuts and reduce driveway widths on Border Village Road to commercial center parking to increase pedestrian safety.

- 4.9.2-7 Enhance San Ysidro Boulevard with decorative lighting, banners, and new street furnishings.
- 4.9.2-8 Consider removing vehicular access on Louisiana Avenue for a pedestrian paseo connecting San Ysidro Boulevard and Border Village Drive and to provide for future infill development opportunities.
- 4.9.2-9 Enhance the intersection of San Ysidro Boulevard and Border Village Road with pedestrian walkways and connections with landscaped parkways, a public plaza, and opportunities for a unique gateway treatment and public art.
- 4.9.2-10 Enhance the intersection of San Ysidro Boulevard and Beyer Boulevard with pedestrian walkways and connections with landscaped parkways, and opportunities for a unique gateway treatment and public art.



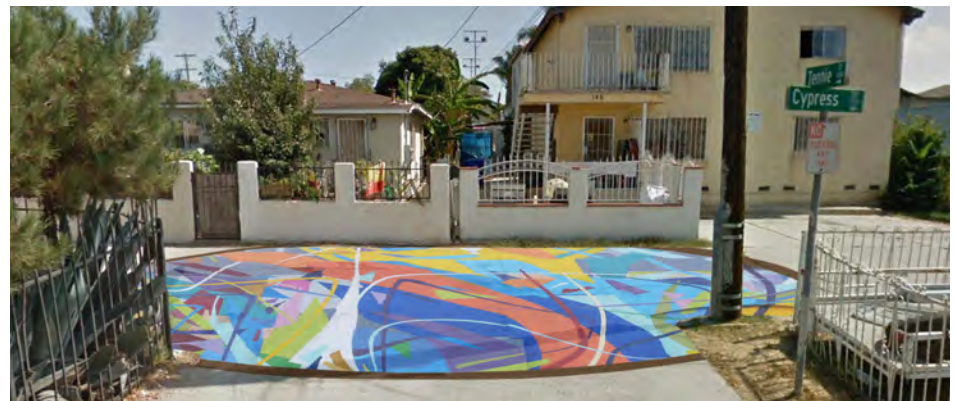
Proposed Improvements along Beyer Boulevard

- 1 Vegetated buffer
- 2 Decorative fencing
- 3 Street trees and vegetated buffer
- 4 Enhanced architecture and building character

## 4.9.3 ALLEYS

The following policies apply to alley improvements:

- 4.9.3-1 Implement specialty paving or artistic ground treatment such as painted concrete where alleys intersect, to enhance pedestrian activity.
- 4.9.3-2 Provide wayfinding signs, pedestrian lighting for safety and security, and public art along alleys to enhance the neighborhood character.
- 4.9.3-3 Integrate common trash enclosures for multiple businesses to create more attractive and walkable environment.
- 4.9.3-4 Provide landscaping where feasible, underground utilities, and incorporate murals or vines on expanses of blank wall surfaces.
- 4.9.3-5 Repair and maintain alley surfaces and paving.



Proposed Improvements for Alleys in San Ysidro.





## 4.10 Superblocks

Policies for developments on large-scale or multiple lots (superblocks) such as the site located at San Ysidro Boulevard and Border Village Road, focus on providing improved linkages and ensuring pedestrian permeability and multi-modal access. See also General Plan Urban Design Element Policy UD-C.6 and UD-C.8.

- 4.10-1 Avoid large expanses of unarticulated walls in the design of buildings by providing breaks and details in elevation and massing.
- 4.10-2 Incorporate paseos and linkages into development site layout.
- 4.10-3 Improve access to transit and bikeways.
- 4.10-4 Discourage irregular parcel configurations.
- 4.10-5 Promote lot consolidation for development intensification.
- 4.10-6 Enhance the rhythm along street frontages with pedestrian amenities, architectural scale and massing, and landscaping.
- 4.10-7 Establish reciprocal access easements to reduce pedestrian/vehicle conflicts (utilizing a common drive aisle for neighboring developments).
- 4.10-8 Encourage “park once” strategy to reduce vehicle trips and encourage walking between services. Discourage businesses from posting signage for customers only.



Example of Superblock Development



## 4.11 Residential Neighborhoods Area Design

A variety of residential typologies exist within the San Ysidro community, ranging from single-family homes to higher density residential uses. Residential neighborhoods are generally stable with limited opportunities for redevelopment and higher density infill development. The following policies supplement those found in Section UD-B of the General Plan Urban Design Element.

- 4.11-1 The unique architectural character of San Ysidro and its neighborhoods should be maintained and enhanced with new developments. Particular attention should be paid to massing, neighborhood context for style, and vibrant yet quality materials.
- 4.11-2 Encourage differing residential densities with variation in building forms. Promote compatibility using visual buffers, such as setbacks, landscaping, walls, berms or a combination thereof, assist in creating a transition between land uses.
- 4.11-3 Encourage the use of porches, articulated entries, and recessed garages to decrease visual dominance along the street.

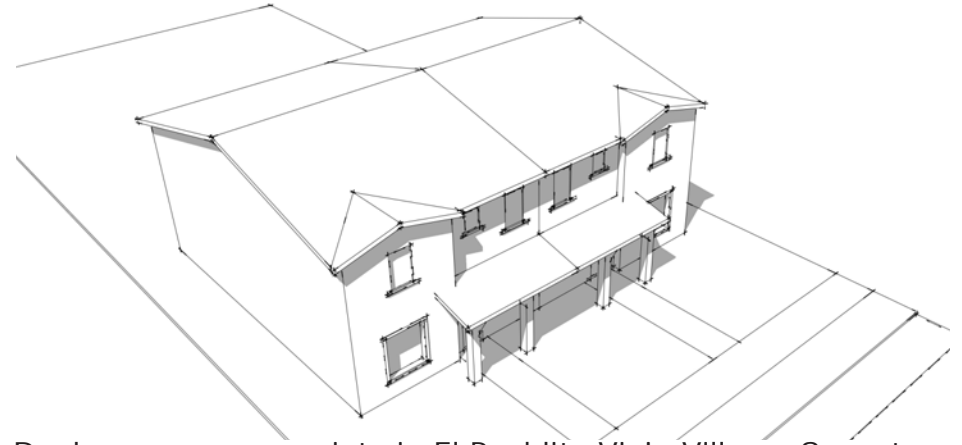


Example of local housing and residential design

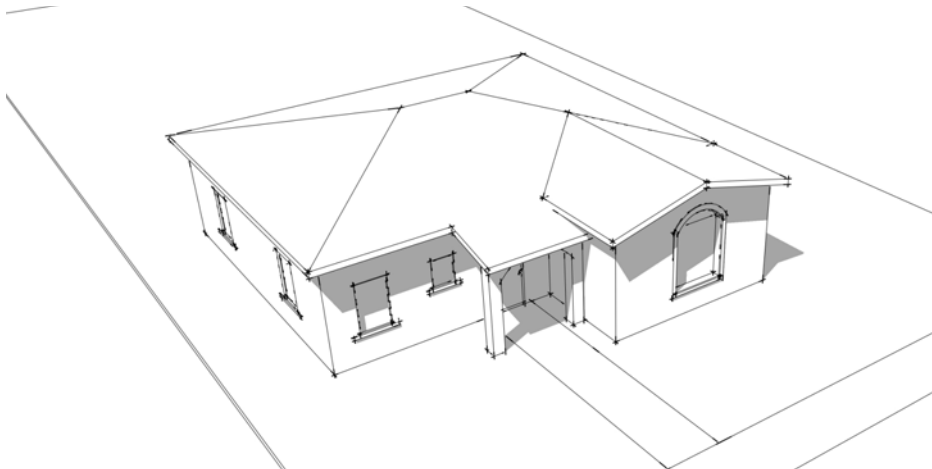


4.11-4 Promote housing typologies appropriate to each neighborhood, as defined by the community during the outreach process. Refer to the adjacent recommended locations for the following housing types.

- Single Dwelling
- Duplex
- Apartment
- Low Density Mixed-Use
- Medium Density Mixed-Use
- High Density Mixed-Use



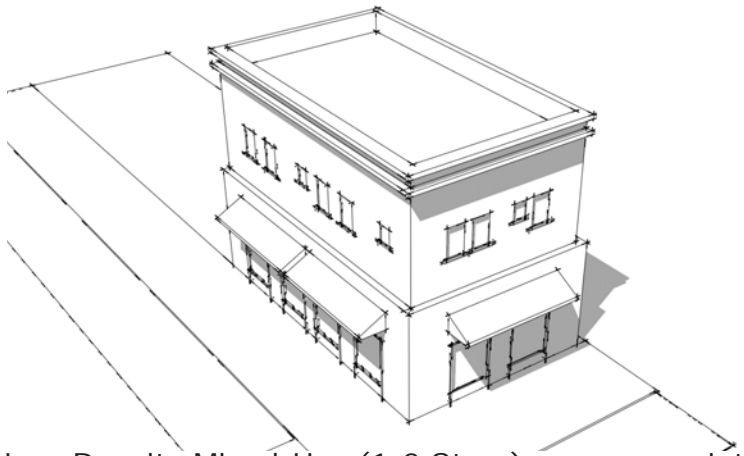
Duplexes are appropriate in El Pueblito Viejo Village, Sunset, Beyer Hills, and San Ysidro North and South Neighborhoods



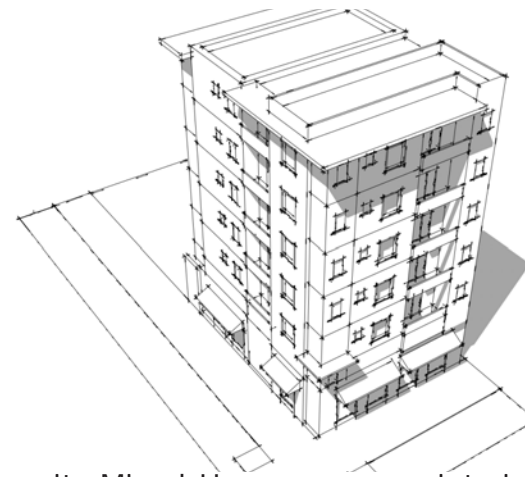
Single Dwelling Units are appropriate in El Pueblito Viejo Village, Sunset, Beyer Hills, and San Ysidro North and South Neighborhoods



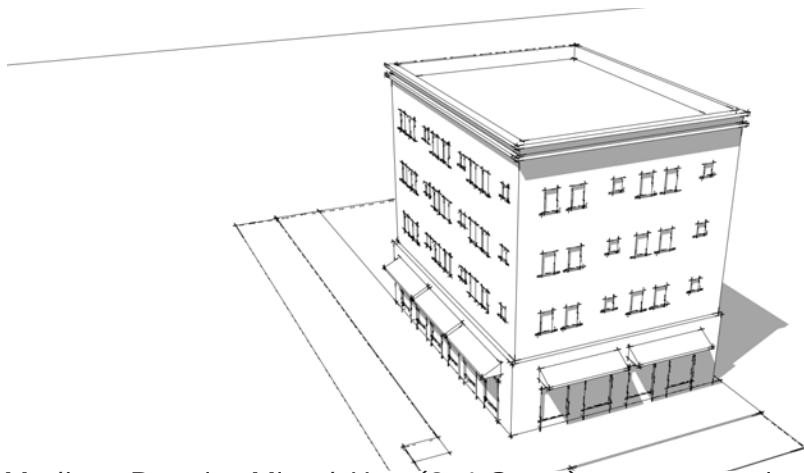
Apartments are appropriate in El Pueblito Viejo Village, Sunset, and San Ysidro North and South Neighborhoods



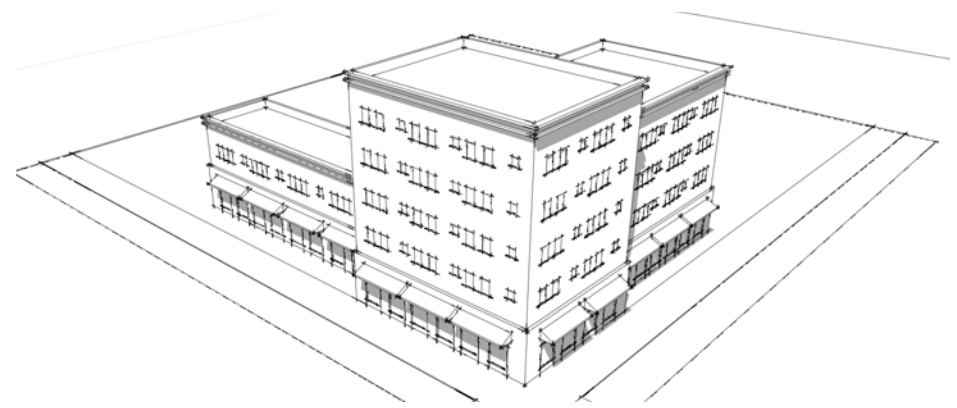
Low Density Mixed-Use (1-2 Story) are appropriate in El Pueblito Viejo Village, Border Village, San Ysidro Commercial District, and San Ysidro North and South Neighborhoods



High Density Mixed-Use are appropriate in Border Village and Port of Entry Districts



Medium Density Mixed-Use (3-4 Story) are appropriate in El Pueblito Viejo Village, Border Village, and San Ysidro Commercial and Port of Entry Districts

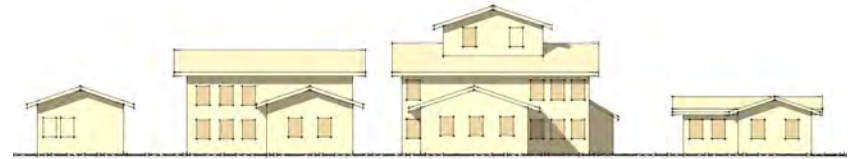


Mixed Product are appropriate San Ysidro Commercial and Port of Entry Districts

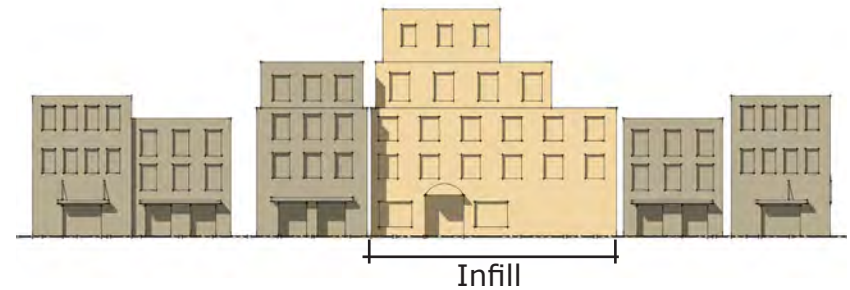




- 4.11-5 Include additional setbacks and steps within the massing for structures with greater building types to create transitions in heights from adjacent properties and to avoid dominating the character of the neighborhood.
- 4.11-6 Improve compatibility to adjacent buildings by creating additional building setbacks and/or stepbacks where multifamily residences are adjacent to a single-family residential zone.
- 4.11-7 Incorporate open space into all residential developments in a way that provides public, semi-public, and private settings.
- 4.11-8 Assure usable open spaces that can accommodate social engagement, and provide convenient access from parking to well-defined building entries.
- 4.11-9 Encourage diversity and variation in housing stock that will meet the needs of numerous community residents. Provide a mix of densities, sizes, and housing types, while maintaining the contextual style of each neighborhood.
- 4.11-10 Enhance the existing housing stock by focusing on safety, code compliance, street facades, energy efficiency, landscaping, and visual quality. Refer to illustrative on pages 47 for methods to enhance existing residential development.
- 4.11-11 Enhance the pedestrian experience and quality street frontage by providing parking access from side or rear of lots. When parking is accessed off of primary frontage, avoid a garage dominated architecture.



Residential Context - Example of transitional heights and architectural elements



Mixed-Use Infill - Example that reflects designing for context and sensitivity



Existing Condition

- 1 Increase pedestrian lighting for safety.
- 2 Enhance project entries and engage with public right of way.
- 3 Update building windows for increased energy efficiency.
- 4 Provide additional landscaping for aesthetic enhancement, and screen utilities from views of project from public right of way.
- 5 Carports and parking screening can help to reduce the visual dominance of parking lots, while at the same time providing shade for residents.



Proposed Improvements

- 6 Enhance garages with trellis' to reduce the visual impact from the street.
- 7 Update paint and color palette.
- 8 Incorporate sustainable practices where feasible.



## 4.12 Commercial Area Design

Commercial centers outside of Village areas should be designed in accordance with many of the same design policies that apply to Village areas. The following commercial policies apply to new commercial development, as well as, for the rehabilitation of existing structures. These policies supplement the policies and requirements of Section UD-C of the General Plan Urban Design Element.

- 4.12-1 Enhance landscaping, promote pedestrian activities and amenities, and provide safe and adequate lighting for commercial developments.
- 4.12-2 Encourage façade improvements including painting, awning replacement, updated materials and additional building articulation.
- 4.12-3 Provide consistent architectural theming for commercial centers utilizing complementary materials, colors, lighting and massing.
- 4.12-4 Incorporate strategies for articulation and massing that reduce overall scale and provide interest and activity for the pedestrian on buildings with large frontages and expansive facades.



Commercial Existing Condition



Commercial Proposed Improvements - Enhanced sidewalk, street trees, bus stop, and building entry



- 4.12-5 Provide pedestrian amenities such as window displays in shops on the ground level, fountains, canopies and arcades, outdoor cafes, sitting areas and plazas. These elements of interest contribute to the pedestrian’s positive and exciting experience of the community and, when a series of these amenities is within walking distance of each other, they encourage pedestrian movement and a healthier community.
- 4.12-6 Locate buildings at the property lines maintaining historic setbacks along San Ysidro Boulevard from Cottonwood Road to the border crossing.
- 4.12-7 Explore additional heights and densities within the Border Village area and around the Beyer Boulevard Trolley Station.
- 4.12-8 Provide bicycle storage racks for public use at retail establishments and restaurants.
- 4.11-9 For development on corner lots, extend street landscaping treatments onto the side street.
- 4.11-10 Direct lighting away from adjacent residential areas.



Commercial Proposed Improvements



## 4.13 Industrial Area Design

Industrial areas within the San Ysidro community provide a range of light industrial and commercial uses, are not designated as Prime Industrial, and contain uses more commercial in character. The design policies are intended to focus on appearances from public view areas while allowing flexibility for operations out of public view. These guidelines supplement the policies and requirements of Section UD-D of the General Plan Urban Design Element and policies UD-D.1, UD-D.2 and UD-D.3.

- 4.13-1 Promote the incorporation of high quality design, materials, landscaping, and pedestrian connections.
- 4.13-2 Encourage flexibility of use in building and site design to accommodate a range of uses and business sizes. For example, allow growth of small entrepreneurial businesses into larger business endeavors.
- 4.13-3 Provide a visually interesting building design incorporating human scale architectural elements such as recessed walls, fenestration and entrance canopies. Vary roof heights and textures to enhance the view of development from I-5.
- 4.13-4 Provide a buffer landscaped with native vegetation to protect the Dairy Mart Ponds.
- 4.13-5 Provide interesting rooflines, by varying roof heights and textures, to enhance the view of a project from SR-905.



Industrial Proposed Improvements - Use high quality design and flexibility of uses in building design



- 4.13-6 Provide landscaped open areas for employee recreation.
- 4.13-7 Require adequate screened parking for both motorists and bicyclists and adequate storage and loading facilities to serve the needs of the development.
- 4.13-8 Design parking and loading areas as an integral part of the total project design. Locate them so that the visual impacts of these areas on adjacent development and the public right-of-way are minimized and screen them attractively using a combination of fencing and landscaping.
- 4.13-9 Encourage additional landscaping and articulation of walls surrounding storage facilities to visually screen unsightly barriers.



Industrial Proposed Improvements - Screen parking and loading areas from adjacent uses and the public right-of-way





## 4.14 Public Art

Display of public art is an important way of expressing the personality and character of a community. Potential themes for San Ysidro include local history, contemporary Latino Urbanism, connections with Mexico, and other themes of significance for the community. Existing examples of public art may be found in the alleys of El Pueblito Viejo Village. Please reference the El Pueblito Viejo Village Plan on page 4-26 for art opportunity sites. See also General Plan Urban Design Element, Policies UD-F.1, UD-F.2, UD-F.3, UD-F.4 and UD-F.5.

- 4.14-1 Reinforce community pride and identity by encouraging artworks and cultural amenities that celebrate the unique cultural, ethnic, historical, or other attributes of San Ysidro.
- 4.14-2 Use public art and cultural amenities as community landmarks, encouraging public gathering and wayfinding.
- 4.14-3 Support opportunities in San Ysidro for Mexican and American artists.
- 4.14-4 Use public art to enhance pedestrian environments such as sidewalks, paseos, plazas and alleys.
- 4.14-5 Incorporate public art either as stand-alone installations or integrated into the design of other urban improvements such as building murals, paving, benches, and street lights.



Examples of existing art in San Ysidro

- 4.14-6 Encourage bi-national creative collaborations in developing public art and cultural programs.
- 4.14-7 Develop a public art program for the San Ysidro community consistent with City policies.





## 4.15 Gateways and Signage

Gateways and signage are important elements that contribute to San Ysidro's community identity. Under this section, signage policy direction is provided for both public realm and individual developments. The following conceptual signage and identification graphics were developed by Graphic Solutions.

### 4.15.1 PUBLIC SIGNS

- 4.15.1-1 Implement a unified sign program to help orient visitors through the community including gateways, directional and directory signs, information and historical interpretive signs, and freeway identification signage.
- 4.15.1-2 Incorporate unified design materials and components to provide a consistent "brand", "icon", or logo, type fonts, colors, arrangement, and materials for the sign program.
- 4.15.1-3 Solicit community input to assist in defining community-wide and neighborhood specific character defining elements.
- 4.15.1-4 Locate gateway signs at key entry points or intersections, within medians, or at the side of the street (refer to adjacent key map for recommended locations).



Border Village



El Pueblito Viejo

"Wrought Iron" Theme



**BORDER  
VILLAGE**



El Pueblito Viejo

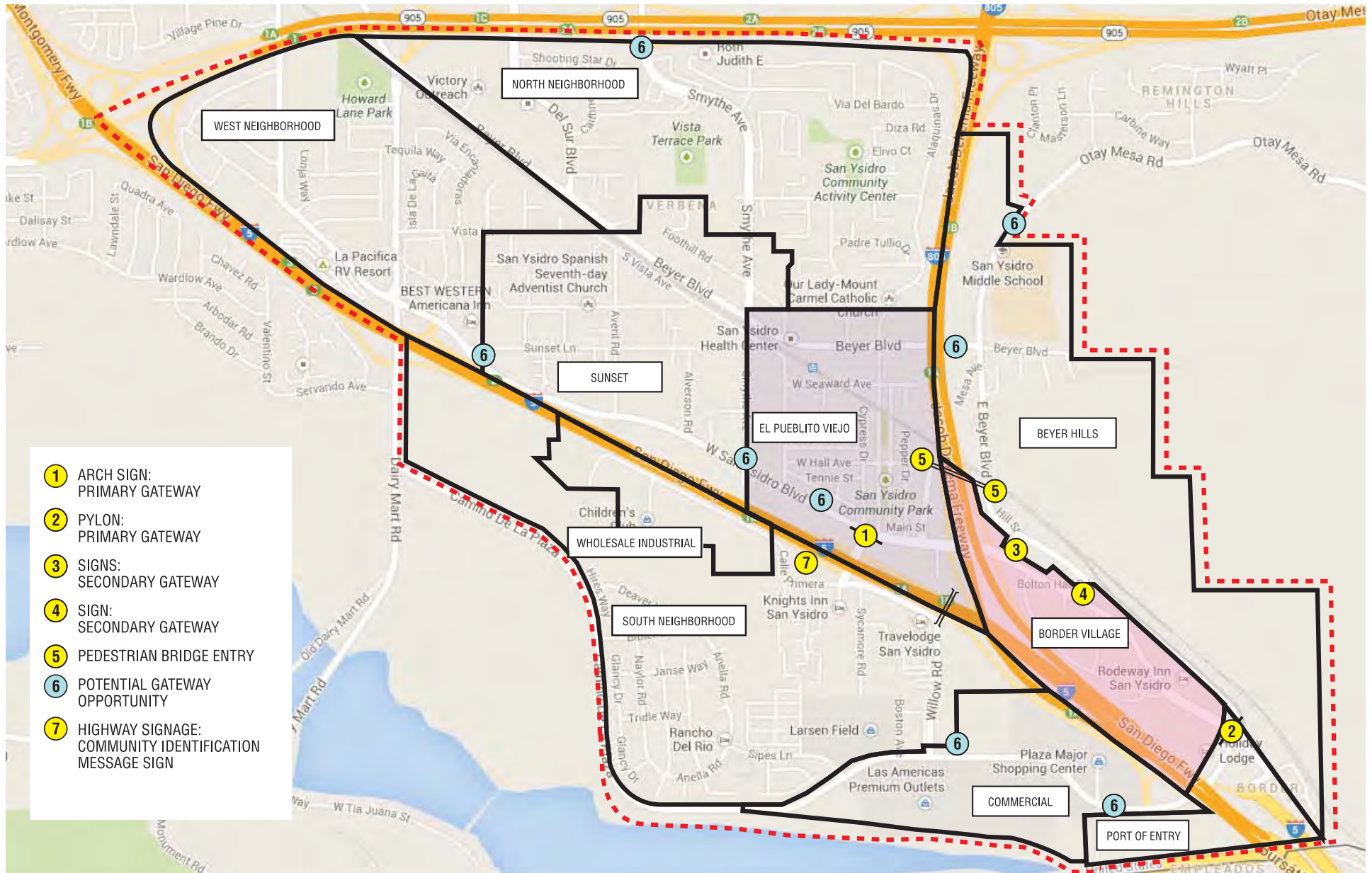
"Tile" Theme

Examples of conceptual district themes that can help establish district identity



# Gateways + Signage

UD



- 1 ARCH SIGN: PRIMARY GATEWAY
- 2 PYLON: PRIMARY GATEWAY
- 3 SIGNS: SECONDARY GATEWAY
- 4 SIGN: SECONDARY GATEWAY
- 5 PEDESTRIAN BRIDGE ENTRY
- 6 POTENTIAL GATEWAY OPPORTUNITY
- 7 HIGHWAY SIGNAGE: COMMUNITY IDENTIFICATION MESSAGE SIGN

Key Map

# UD Gateways + Signage

## PRIMARY GATEWAYS

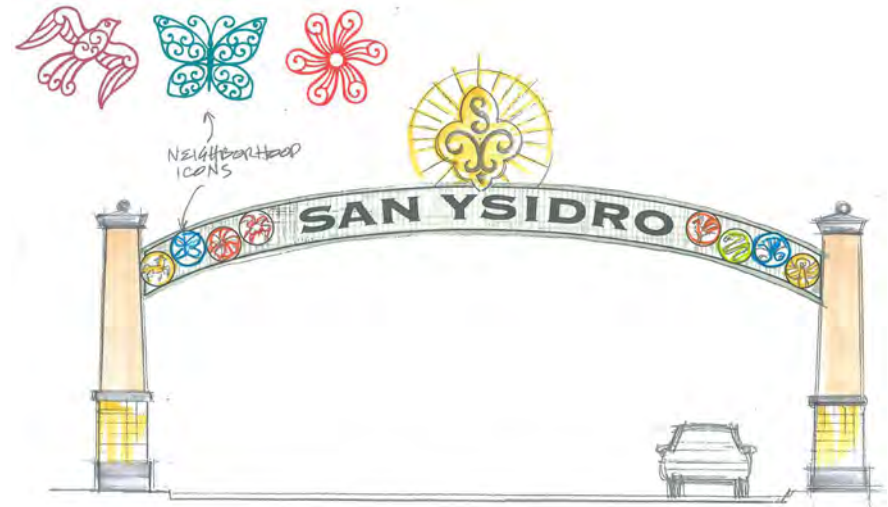
- 4.15.1-5 Create a Primary Gateway Arch across Via de San Ysidro on the north side of the I-5 off-ramp to welcome visitors into the El Pueblito Viejo Village and San Ysidro.
- 4.15.1-6 Create a Primary Gateway Sign at the intersection of San Ysidro Boulevard and Beyer Boulevard/Camino De La Plaza to welcome visitors into San Ysidro from Mexico.



I-5 North (FWY Off-Ramp - Eastbound)



West San Ysidro and East Beyer Blvd. (Northbound)



Arch Concept



## SECONDARY GATEWAYS

- 4.15.1-7 Provide a Secondary Gateway Sign at Bolton Hall Road along San Ysidro Boulevard in the Border Village Area.
- 4.15.1-8 Provide a Secondary Gateway Sign at the northwest corner of Center Street and San Ysidro Boulevard, at the I-805 northbound off-ramp in the Border Village Area.
- 4.15.1-9 Consider opportunities for additional Secondary Gateway Signs at the locations on page 4-58.



Column Concept



Secondary Gateway at San Ysidro Boulevard at Bolton Hall Road (Southbound)



Secondary Gateway at San Ysidro Blvd. (Southbound) at the Hwy 805 off-ramp

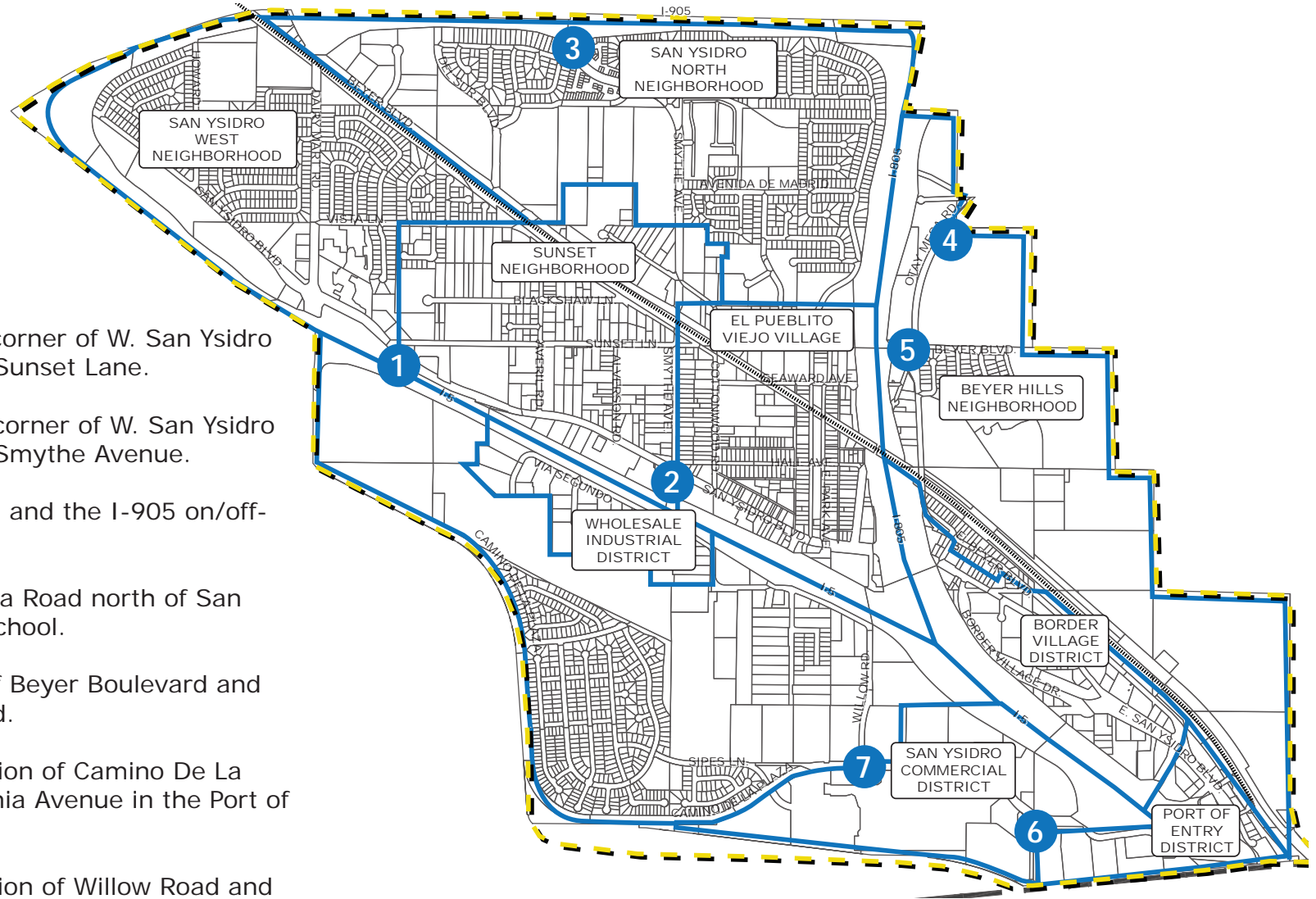


San Ysidro Boulevard at Smythe Avenue. (Northbound)





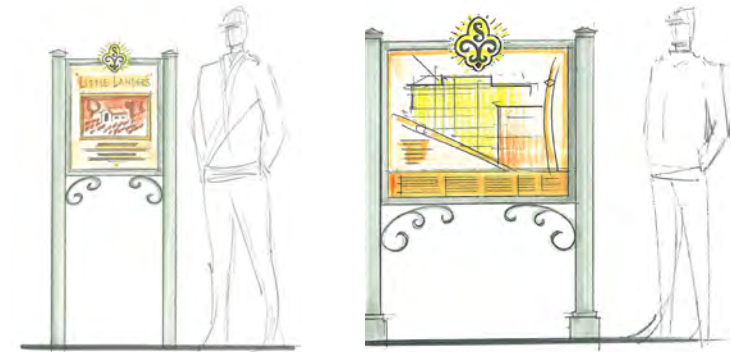
- 1 The southeast corner of W. San Ysidro Boulevard and Sunset Lane.
- 2 The northwest corner of W. San Ysidro Boulevard and Smythe Avenue.
- 3 Smythe Avenue and the I-905 on/off-ramps.
- 4 Along Otay Mesa Road north of San Ysidro Middle School.
- 5 At the corner of Beyer Boulevard and Otay Mesa Road.
- 6 At the intersection of Camino De La Plaza and Virginia Avenue in the Port of Entry District.
- 7 At the intersection of Willow Road and Camino De La Plaza.



Potential Secondary Gateway Locations

## **DIRECTIONAL SIGNS**

- 4.15.1-10 Provide directional signage to help direct pedestrians, bicyclists, and vehicles to specific attractions.
- 4.15.1-11 Include direction arrows, distances, and labeling to denote attractions.
- 4.15.1-12 Incorporate district theme elements into directional signs.
- 4.15.1-13 Vehicular directional signs should follow the Federal Highway Administration Manual on Uniform Traffic Control Devices (MUTCD) guidelines for design, organization, type fonts, sizes, contrast and reflectivity, but may be mounted or customized to reinforce district and San Ysidro identity.
- 4.15.1-14 Establish a sign program for recommended locations for sign directories. Directory signs help orient pedestrians and may list businesses in each village.
- 4.15.1-15 San Ysidro presents unique opportunities for historical interpretive signs, adding layers of meaning for visitors as well as residents.

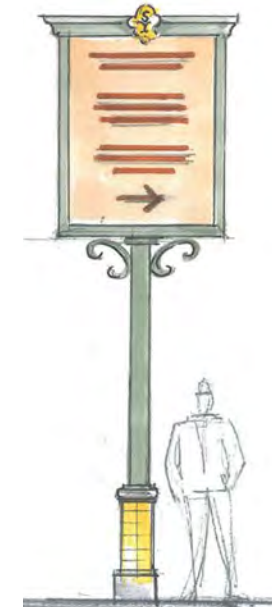


Interpretive Sign

Directory Sign



Community Directional Sign



Directional Sign



District Marker

# UD Gateways + Signage

## FREEWAY SIGNS

- 4.15.1-16 Coordinate with Caltrans to incorporate wayfinding signage to key destination areas at highway off-ramps to entice visitors to commercial attractions.
- 4.15.1-17 Provide a digital community identification sign in advance of the I-5 off-ramp to Via de San Ysidro.
- 4.15.1-18 Identify locations for future freeway oriented community identification signs along 805 and 905 freeways.



Community Identification Sign



Key Map



Freeway Signs

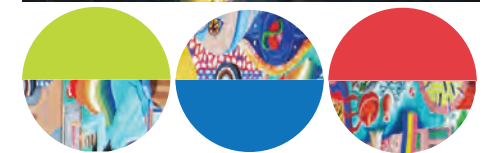


## 4.15.2 PRIVATE SIGNS

- 4.15.2-1 Design signage as an integral element of the total design of a development.
- 4.15.2-2 To minimize clutter, encourage well-landscaped monument signs.
- 4.15.2-3 Abate all signs that do not conform to City standards within a five-year period.
- 4.15.2-4 Design decorative graphics to be compatible with the character of the street or neighborhood.
- 4.15.2-5 Locate signage for commercial projects so that it is not visible from adjacent residential areas, where feasible.
- 4.15.2-6 Feature decorative graphics/signage to be compatible with the character of the development and individual use.
- 4.15.2-7 Design signage as an integral element of the total design of the development.
- 4.15.2-8 Minimize sign clutter through development of tailored sign standards and consistent code enforcement.
- 4.15.2-9 Create more specific guidelines appropriate for each village. Enhance Border Village with larger, brighter vehicle-oriented signs and smaller, more pedestrian oriented signs for El Pueblito Viejo Village.



Signs should reflect the character of the development and incorporate landscaping



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## 5. Economic Prosperity

CONTENTS: BUSINESS IMPROVEMENT | VISITOR SERVICES | RESIDENT SERVICES | INTERNATIONAL RELATIONS & LAND PORT OF ENTRY | BORDER VILLAGE | EL PUEBLITO VIEJO | SAN YSIDRO COMMERCIAL DISTRICT | WHOLESALE INDUSTRIAL AREA | SAN YSIDRO NORTH INDUSTRIAL AREA | SAN YSIDRO NEIGHBORHOODS

### GOALS

- **San Ysidro as a recognized destination that invites and encourages visitors, businesses, and residents to stop, explore, enjoy, and create new ventures.**
- **An expanded mix of uses that foster a vital and convenient environment for San Ysidro residents, and a regional and cross-border destination for San Diego and Tijuana region residents and businesses.**
- **The appropriate improvement, renovation, and redevelopment of existing older and obsolete properties, along with new infill development, to better attract new uses and enhance community character.**
- **A variety of new job opportunities for residents of all skill levels, with an emphasis on middle-income jobs.**
- **Access for locally-owned and operated businesses to a range of public and private financial and technical assistance resources, through engagement of a range of private and non-profit organizations involved in economic development.**
- **Opportunities provided by the world's busiest land border crossing and San Ysidro's central location in the San Diego – Tijuana region.**



## DISCUSSION

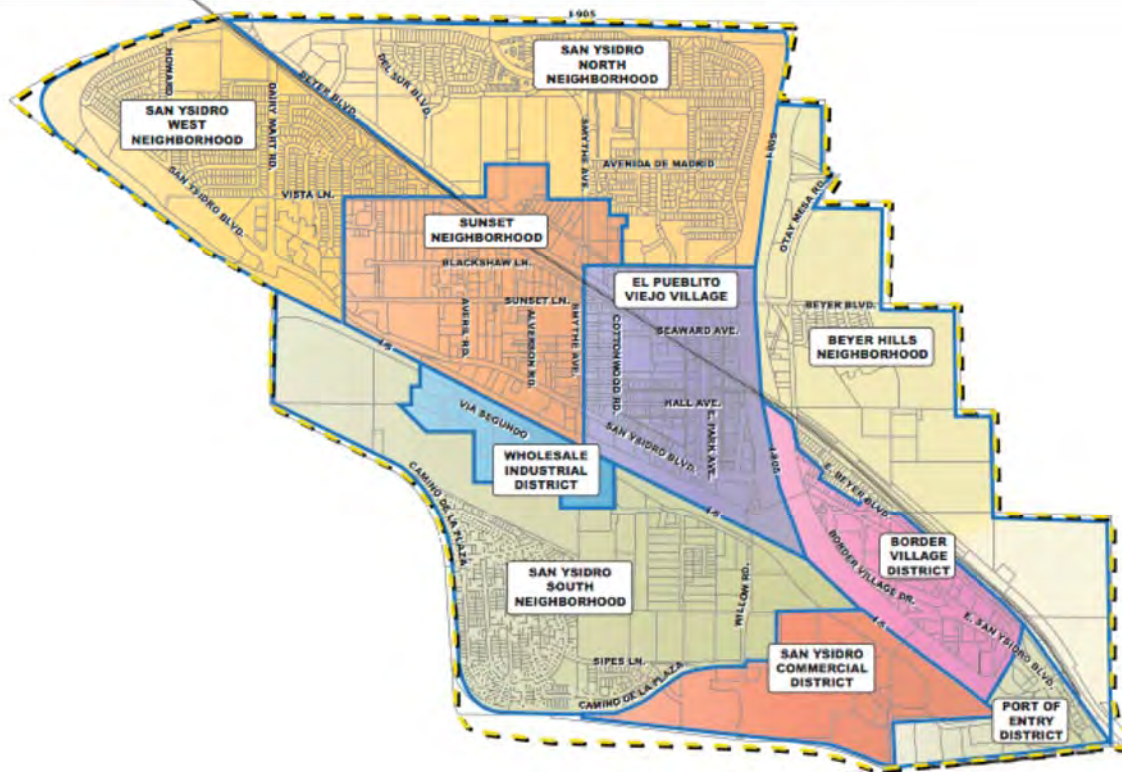
Economic development is an essential City activity that includes a focus on community-level activities to spur the creation of job opportunities and strengthening of the local economy. Increasing community job opportunities at all levels and enhancing local economic performance, including the creation of new locally-based businesses, in turn promotes equitable development and greater prosperity for the City and the region. The San Ysidro Community Plan envisions a strategic approach that is focused on increasing opportunities for densification of residential and commercial development in selected parts of the largely build-out San Ysidro community, while protecting San Ysidro's existing strong neighborhoods through enhancement of neighborhood villages.

San Ysidro occupies a central location in the greater San Diego – Tijuana region, one of the largest bi-national regional economies in the world, with extensive trade flows back and forth across the border. San Ysidro's location has been central to its evolution since substantial growth commenced during Prohibition in the 1920s and consists of ten distinct subareas and districts, as shown in Figure 1.

# San Ysidro Community Plan

## Economic Prosperity

Figure 1: San Ysidro Community Plan Area – Subareas and Districts



Sources: RRM Design Group; Kimley-Horn & Assocs.; City of San Diego



San Ysidro's competitive advantages that should be protected and enhanced include:

- Residential development spanning multiple decades, starting from a historic core in the El Pueblito Viejo Village neighborhood, with a range of housing product types and price points, including for-sale and rental, with many residents having family members on both sides of the border.
- A border village commercial area adjacent to and north of the San Ysidro Land Port of Entry, one of the busiest land border crossings in the world. The area serves the large number of daily pedestrian crossers from Mexico traveling for shopping (retail and wholesale), jobs, and education, as well as US travelers to Mexico for tourism and other activities.
- A financial cluster of multiple bank branches that serves local residents as well as Mexican residents and business owners with US investments who prefer to conduct their banking in the US.
- An outlet-oriented retail area that first targeted shoppers from Mexico seeking retail choices not available in that country, but has since grown to become a retail destination for residents from throughout Southern San Diego County.
- Two heavy commercial/industrial areas, one south of I-5 oriented towards wholesale and service commercial uses, the other near CA-905 that servers medium-size industrial firms.
- Excellent transportation access, both from the freeway network (I-5, I-805, and CA-905), as well as the Trolley Blue Line, with the San Ysidro Transit Center being the busiest station in the Trolley system.

At the same time, San Ysidro has had to contend with a number of challenges, starting with the construction of a freeway network that trisected the community and impedes movement between subareas, and creates substantial internal circulation issues and congestion. Other key factors that can impact economic potential in San Ysidro include:

- A long-term lack of public investment in the road network and streetscape improvements, resulting in not only congestion challenges but appearances of blight in some locations.



## San Ysidro Community Plan

### Economic Prosperity

- Limited amounts of new land for new development, which has led to significant new development occurring in the adjacent communities of Otay Ranch in Chula Vista and Otay Mesa.
- The emergence of the nearby Otay Mesa area as the largest industrial market in the City, serving large-scale cross-border trade in manufactured goods, and providing a wide range of industrial buildings for other users.
- The concentration of regional malls, large format retail, and other retail and entertainment uses in Chula Vista, resulting in San Ysidro residents' retail spending leaking into this area. Limited sites, existing competition, and a trade area for domestic US spending constrained by the border, make it difficult to attract a full range of new retail.

The combination of these advantages as well as challenges, and the impact of current major projects in San Ysidro, suggest a range of potential opportunities for the San Ysidro community, as well as potential measures to address challenges. Community-wide opportunities (with subarea specific opportunities described in detail later in this Element) include:

- *Future growth in border crossing activity.* The US General Service Administration's redevelopment of the Land Port of Entry, once fully funded, will modernize the facility and expand its capacity to accommodate projects increases in border crossing volume and reduce waits, encouraging greater activity.
- *Revisioning of the Port of Entry District.* SANDAG's planning for redevelopment of the San Ysidro Transit Center Trolley Station into an Intermodal Transportation Center, with joint development, will establish a mixed-use node at a location that bridges the Border Village and Commercial Districts. It will further enhance the potential for adjacent privately owned sites in the Port of Entry District.
- *Expanded retail offerings.* Development of vacant sites and obsolete and underutilized properties in the Border Village and San Ysidro Commercial Districts can introduce a broader mix of dining and entertainment destinations, leverage other recent development in the Districts, and further enhance these areas as retail destinations for South County shoppers, tourists, and visitors from Mexico, without directly competing with nearby retail outside San Ysidro.
- *Neighborhood enhancements.* Development of vacant sites and underutilized commercial and institutional properties in San Ysidro's neighborhoods, particularly El Pueblito Viejo Village and the Sunset Neighborhood, including properties along San

Ysidro Boulevard, into new mixed-use development. This will provide enhanced amenities for residents, encourage investment by other property owners, and enhance the neighborhoods attractiveness for new residents.

- *Encouragement of new firms and places to house them.* San Ysidro's location at the border provides an excellent location for a range of new and existing small firms that can facilitate and leverage trade and tourism. Entrepreneurial training programs can assist San Ysidro residents in becoming business owners, while strategic development of new mixed-use and flex space at various locations can house them.

The realization of these opportunities will require increased efforts by the City to coordinate and encourage supportive actions by key participants (GSA, SANDAG, property owners), as well as a significant increase in funding for public improvements above historic levels. It will require development of community support for new development in order to enhance San Ysidro's competitive position as substantial new residential and commercial development continues in the nearby Otay Nestor, Otay Ranch, and Chula Vista neighborhoods.

## 5.1 BUSINESS IMPROVEMENT

San Ysidro has a dynamic business environment, with a number of small businesses in various sectors, including locally based ones, located in the Border Village District, El Pueblito Viejo Village, Sunset Neighborhood, and the Wholesale Industrial District. The small business environment, however, is challenged by congestion, and a lack of a distinct identity for San Ysidro's business districts beyond the Las Americas Premium Outlets.

The Border Village contains a number of small businesses, including currency exchanges and banks, that are dependent upon cross-border activities. While Mexico's underdeveloped retail sector is growing, particularly with large US chains adding locations, it is expected that in the near- or medium-term this will not affect San Ysidro businesses. Another factor, difficult to anticipate or plan for, is the effect of currency swings or controls; historically, crises in the Mexican economy have had a significant impact on the San Ysidro economy.

## San Ysidro Community Plan

### Economic Prosperity

#### Policies

- EP.A-1. Improve the circulation system to provide better multi-modal access to businesses and employers. See the Mobility Element for specifics.
- EP.A-2. Encourage San Ysidro-owned and operated businesses to participate in the City's Business & Industry Incentive Program, as well as other City and State assistance programs.
- EP.A-3. Target a variety of available incentives to firms that are prospects for proposed new development projects and/or can advance Plan goals for middle-income job creation.
- EP.A-4. Monitor taxable retail sales by district and subarea to identify shifts in retail spending, and when action may be needed to enhance retail area competitiveness.
- EP.A-5. Work with the San Ysidro Business Improvement District to create a branding and marketing program that creates a distinct identify for each of the primary commercial districts, and increases awareness of their offerings.

#### 5.2 VISITOR SERVICES

San Ysidro attracts three distinct sets of visitors. The most significant, in terms of retail sales tax generation and impact on the local economy, are Mexican residents and businesses who travel across the border to shop at the outlet stores in the San Ysidro Commercial District and the independent businesses in the Border Commercial District. The next largest set of visitors are US visitors to Mexico, who frequent insurance and exchange stores and other retail in San Ysidro prior to crossing the border or after their return. Finally, San Ysidro's cluster of affordable lodging in various motels attracts value-oriented visitors to nearby attractions, including the Aquatica Waterpark in Chula Vista and the Sleep Train Amphitheatre.

Another category of potential visitors are tourists visiting San Diego who are interested in experiencing Mexican culture, but without passports or a comfort level with visiting Tijuana. A cultural-entertainment destination in San Ysidro, focused on the Tijuana culture



that is drawing increasing international attention, could provide another attraction for these visitors, as well as San Diego residents who do not wish to cross the border.

### **Policies**

EP.B-1. Work to attract additional lodging projects to the Border Village area, with a focus on extended stay/limited service properties.

EP.B-2. Work with the San Ysidro Business Improvement District to create a printed and smartphone app guide to San Ysidro businesses, tied to wayfinding improvements, to increase visitor awareness of the San Ysidro's offerings.

EP.B-3. Conduct a feasibility study to evaluate the potential market for a Mexico/Tijuana-themed cultural, dining, and entertainment destination in San Ysidro, including evaluation of potential sites.

## **5.3 RESIDENT SERVICES**

San Ysidro residents have a range of grocery stores and local services located in neighborhood shopping centers and retail districts, particularly on or near San Ysidro Boulevard. However, there is a limited selection of comparison goods available in San Ysidro, and as a result there is considerable retail spending by San Ysidro residents in Chula Vista and adjacent communities. These adjacent areas include multiple regional malls, large format retail, and movie theaters, and dining and entertainment venues. These absorb demand from throughout the Southern San Diego County trade area that includes San Ysidro.

These established patterns for retail locations are further reinforced by large scale master planned community developments outside San Ysidro that include new retail centers. Combined with the lack of available sites, this limits the potential to attract significant amounts of new comparison goods retail, such as apparel, home furnishings, and other specialty retail. Development of large new shopping centers in San Ysidro targeting local residents presents the risk of creating vacancies in existing centers, rather than expanding retail choices.

## San Ysidro Community Plan

### Economic Prosperity

The significant amount of existing retail space in San Ysidro does create opportunities over time to retenant these spaces with new retailers who can diversify the choices available to residents. This also applies to obsolete centers. Ground floor spaces in mixed-use developments, or new stand-alone commercial buildings, can accommodate additional retail, although this is most likely to be a mix of convenience goods and services, along with some specialty stores, including specialty grocery.

#### Policies

EP.C-1. Focus on enhancements to the retail mix in existing shopping centers in San Ysidro neighborhoods.

EP.C-2. Limit development of new shopping centers and retail in San Ysidro neighborhoods to what can be supported by recapture of existing leakage and population growth, in order to avoid increasing retail vacancies.

EP.C-3. Work with existing shopping center owners to encourage renovations and enhancements to tenant mix to provide additional retail choices for residents.

EP.C-4. Work with local retail developers and brokers to increase awareness of San Ysidro opportunities, and greater awareness of the total purchasing power available in the community.

## 5.4 INTERNATIONAL RELATIONS AND LAND PORT OF ENTRY

The Port of Entry District contains a bi-national gateway that sees more than eight million annual pedestrians crossing the border, with projected growth to 12 million by 2030 (this does not include those crossing in vehicles). The primary activities of pedestrian border crossers is shopping, going to jobs, attending school, and visiting friends and family. For those originating from Baja California, 78 percent have an annual household income of \$19,000 or less and just over nine percent have an annual household income of more than \$30,000. There are more than 21 million individuals annually who cross the border in vehicles, projected to grow to more than 38 million by 2030. Data on the nature of trips by those crossing in vehicles is not as available. This level of border crossing provides the primary support for the Las Americas Premium Outlets and other Border Village District retail. It supports a cluster of services and food adjacent to the current San Ysidro Transit Center Trolley Station and its adjacent MTS and intercity bus facility.



The area adjacent to the Land Port of Entry presents a tired, haphazard appearance with minimal amenities. The ongoing GSA Land Port of Entry renovation, when fully funded and completed, will increase the capacity of the facility. SANDAG is currently planning for an expanded Intermodal Transportation Center (ITC) that would accommodate increased Trolley ridership (the San Ysidro Station already has the highest ridership in the Trolley system) and accommodate an increase in Blue Trolley lines. The ITC project will contain joint development opportunities, and has the potential to stimulate development of privately owned parking lots and obsolete retail properties in this area.

Members of the San Ysidro community have expressed support for the redevelopment of this area so that it supports high-quality development and can become a welcoming “gateway” between the two countries. This vision would also include facilities to support trade, entrepreneurs wishing to start new businesses, and a range of services, including offices.

### **Policies**

- EP.D.-1. Facilitate SANDAG’s implementation of a Intermodal Transportation Center (ITC) on the east side of the I-5, and support complementary retail, office, parking, lodging and other developments in the Port of Entry District.
- EP.D-2. Encourage creation of a binational incubator located in the Port of Entry District, that would facilitate creation of new small businesses by San Diego and Tijuana residents focused on cross-border trade.
- EP.D-3. Work with private and public educational institutions to encourage the location of post-secondary education and training programs, particularly those that focus on international trade.
- EP.D-4. Promote the use of shared parking to reduce the amount of parking required for new development in this area and thereby facilitate the feasibility of new development.



## **5.5 BORDER VILLAGE**

The Border Village District represents the single largest collection of small-scale retail space in San Ysidro, along with a range of ancillary services. It has seen considerable new development over the past couple decades, however it also has many older, obsolete, and underutilized properties that present a blighting appearance. It includes a couple of acres of land between buildings on San Ysidro Boulevard and I-5 that has never been developed and most serves as truck parking. There are also several underutilized properties ready for redevelopment at the northern end of the area, near the I-805 ramp.

There is a tremendous diversity in the retail and service offerings spread over multiple small to mid-size projects. There are a number of retailers that offer apparel and other items targeted at Mexican customers, anecdotally it is understood that these stores do substantial wholesale business with small retailers from Mexico. There are a number of bank branches, supporting the banking of Mexican citizens who own US assets and wish to maintain their banking in the US. The area also contains duty-free stores, a variety of retail, dining, currency exchange, and other services. There is local-serving retail, particularly at the CVS and 99 cents shopping center at the northern end of this area.

This area experiences frequent traffic congestion, and wayfinding can be difficult, presenting a challenge for understanding the full range of retail offerings. There are a opportunities to enhance the physical appearance of this area, improve circulation, and renovate and redevelop properties to enhance its role as an area that provides diverse visitor shopping, services, and experiences that can also be enjoyed by local residents.

### **Policies**

EP.E-1. Encourage creation of a destination cultural and entertainment venue that enhances access to Tijuana culture for San Diego residents and visitors who are unable or uninterested in a cross-border trip.

EP.E-2. Work with the property owners on either side of San Ysidro Boulevard, north of Camino de la Plaza, to facilitate redevelopment of obsolete and underutilized properties to provide enhanced visitor retail, dining, and entertainment.

EP.E-3. Pursue shared parking and parking district strategies that facilitate “park once” practices and encourage shoppers to navigate the area by foot.

## 5.6 EL PUEBLITO VIEJO

The El Pueblito Viejo District contains the historic core of San Ysidro. It contains a tremendous diversity of housing, much of it older, not compliant with current zoning standards, and in varying conditions. Along San Ysidro Boulevard there is a range of retail that a variety of small commercial buildings, ranging from those in good condition to dilapidated, older buildings. The portion of San Ysidro Boulevard north of I-805 to Via de San Ysidro, the access point for northbound I-5 traffic, is particularly congested and is not a favorable environment for pedestrians or bicycle riders.

El Pueblito Viejo will benefit from planned new public facilities, including a new library that will enhance the services of the current small library. The San Ysidro Community Park defines an important circulation route from San Ysidro Boulevard, up Park Boulevard, near the Beyer Boulevard Trolley Station. Creation of Transit-Oriented Development at the Trolley Station has the potential to provide increased housing choices, encourage investment in adjacent properties, and enhance circulation for pedestrians and bicyclists between Beyer Boulevard and San Ysidro Boulevard, and creating additional support for San Ysidro Boulevard retail.

The earlier Pilot Village project demonstrated the impracticality of large scale land assembly to create large, mixed-use development. However, there is considerable opportunity for more modest land assembly and smaller mixed-use projects that better fit the scale of the neighborhood. These smaller projects also create more opportunities for smaller contractors and developers, including community residents.

## San Ysidro Community Plan

### Economic Prosperity

#### Policies

EP.F-1. Work with MTS to facilitate the creation of a TOD project on the Beyer Boulevard Trolley Station parking lot, as well as denser transit-adjacent development on nearby properties.

EP.F-2. Facilitate smaller-scale infill mixed-use developments along San Ysidro Boulevard, including small-scale land assembly, to create sensitively scaled new development that can accommodate new businesses and residents.

### 5.7 SAN YSIDRO COMMERCIAL DISTRICT

The San Ysidro Commercial area is defined by the Las Americas Premium Outlets and several other shopping centers. The success of Las Americas has spurred the development of additional value- and outlet retail on adjacent parcels. The San Ysidro Village Shopping Center across the street is an older shopping center, whose tenant mix is evolving to attract outlet shoppers. Market forces are likely to result in a substantial renovation of this center in the near- to medium-term.

There remains one sizable undeveloped site at Virginia and Camino de la Plaza, currently used as an ad hoc flea market, that can accommodate new retail development. This area is being affected by the current Land Port of Entry redevelopment, which has closed the Virginia Avenue border crossing in the interim. Existing parking south of Camino de la Plaza is being lost to the Port of Entry project, creating a substantial reduction in the area's parking inventory.

#### Policies

EP.G-1. Work with owners of the San Ysidro Village shopping center, and the unimproved site at Virginia Avenue and Camino de la Plaza, to encourage new development, retenancing and redevelopment with outlet- and value-oriented retail that enhances the district as a regional and cross-border retail destination.

EP.G-2. Work with MTS and private transportation providers to enhance the convenience of transit services between the Port of Entry District and the Commercial District.



## 5.8 WHOLESALE INDUSTRIAL & SAN YSIDRO NORTH AREA

San Ysidro has two discrete industrial areas, although these areas do not constitute prime industrial lands. These areas are designated as Heavy Commercial and will remain zoned for light industrial use. The first industrial area is the Wholesale Industrial District, south of I-5 and north of Via de San Ysidro. This area has a variety of warehouse and flex industrial buildings that have evolved to support a variety of wholesale activities as well as highway-oriented service commercial uses.

The second industrial area is a cluster of buildings in the San Ysidro North neighborhood, near Beyer Boulevard and CA-905. These are medium- to larger buildings occupied by light industrial users. These two industrial areas represent the majority of San Ysidro's industrial space as the market for industrial space has shifted to the east to the Otay Mesa area. It represents a key resource for small firms, including locally-owned ones.

### Policies

- EP.H-1. Enhance the highway service commercial orientation of this area by facilitating appropriate signage that enhances visibility from I-5, while reducing the haphazard and temporary nature of current signage.
- EP.H-2. Facilitate conversion of the mini-storage complex to smaller scale industrial/flex-type buildings that can accommodate a wide range of smaller office and industrial tenants.
- EP.H-3. Work to protect the small cluster of industrial buildings at Beyer Boulevard and Precision Park Lane from redevelopment into other uses, in order to preserve local industrial employment.
- EP.H-4. As existing industrial properties in the San Ysidro North area become obsolete, encourage their redevelopment into smaller industrial/flex buildings that can accommodate a variety of local office and light-industrial users.

## 5.9 SAN YSIDRO NEIGHBORHOODS (BEYER, SUNSET, AND SAN YSIDRO-NORTH, -WEST & -SOUTH)

These neighborhoods contain the majority of San Ysidro's residents. They also contain commercial areas with several shopping centers and a range of services, primarily along San Ysidro Boulevard and Dairy Mart Road, north of I-5. While these areas are mostly built-out, there are several sites suitable for redevelopment into infill residential and mixed-use properties.

### Policies

EP.I-1. Seek to have the spectrum of new residential development in the neighborhoods provide a range of product types, and for-sale and rental units, both market-rate and workforce, in order to accommodate the needs of current San Ysidro households and enhance the attractiveness of San Ysidro for new residents and new businesses.





## 6. Public Facilities, Service and Safety

CONTENTS: FACILITIES AND SERVICES | SAFETY | BORDER VILLAGE | EL PUEBLITO VIEJO | INTERMODAL TRANSIT CENTER

### GOALS

- **Public uses and facilities that are located near one another to improve access and to take advantage of interconnecting public uses**
- **A full balanced range of employment opportunities, medical facilities, public works and educational, social, and recreational facilities and services.**
- **A new expanded library in or near the village.**

### DISCUSSION

The emphasis of the Public Facilities, Services and Safety Element is to identify existing facilities and services and address the capacity and needs for future services. The community plan addresses priorities for public facility improvements, and identifies potential sites and desired characteristics for future facilities. In addition to public facilities financing and prioritization, policies related to fire-rescue, police, stormwater, water and sewer infrastructure, waste management, libraries, schools, parks (See Recreation Element), public utilities, and health and safety are contained in this Element.

## 6.1 FACILITIES AND SERVICES

### *Public Facility Needs & Prioritization*

As an urbanized community, San Ysidro, is faced with aging infrastructure and substandard facilities that do not meet current standards. **Figure FS-1 Public Facilities Map** illustrates where current facilities exist and identifies sites for future facilities. The City's two main funding sources for providing and improving facilities include Developer Impact Fees (DIF) and the General Fund. DIF collects a proportional fair share of capital improvements needed to offset the impact of development. The General Fund is relied on for facility improvement and upgrades and operational and maintenance costs.

The community's DIF and General Fund have helped to alleviate growing facilities needs but a deficit remains with regards to most public facilities leaving the City and community with the challenge to find alternative means of funding improvements.

There is limited funding for annual capital improvements and the City has instituted a prioritization and ranking strategy that integrates community input. This effort allows the City to strategize funding and be more responsive to the community's facility and infrastructure priorities. Although the City is making incremental changes in how CIP projects are funded to provide more timely improvements, the unfortunate reality is there remains an existing facilities and infrastructure deficit in San Ysidro. There are a number of obstacles in alleviating the infrastructure deficit, including, the increased costs in acquisition and construction, lack of available land, funding constraints, and competing needs. It is up to the City and the community of San Ysidro to work together, to find creative solutions for meeting facility and infrastructure needs, and ultimately improve the quality of life. Solutions such as clustering facilities, land value recapture, providing broader community serving facilities, offering equivalences, seeking city wide or regional initiatives for new sources of revenue, and exploring public-private opportunities are just some ways that may make it possible to accommodate new facilities for the next generation.

## San Ysidro Community Plan

### Public Facilities, Service and Safety

#### *Police*

The San Ysidro community is served by the Southern Neighborhood Divisions of the Police Department. The Southern Division encompasses 31.5 square miles and serves the neighborhoods of Border, Egger Highlands, Nestor, Ocean Crest, Otay Mesa, Otay Mesa West, Palm City and San Ysidro. The Southern Division's offices are located in Otay Mesa at 1120 27<sup>th</sup> Street. The Southern Division has requested a small kiosk or work space be incorporated into a future ITC at the Port of Entry when patrolling the area.

#### *Fire*

Fire protection for the community is provided by Fire Station 29. The original Fire Station was built in 1958 as Station 27 and became Fire Station 29 in 1959. In 2005 a new station was opened across the street at 198 West San Ysidro Blvd. Fire Station 29 serves 6.21 square miles including San Ysidro and its surrounding areas.

Maintaining a successful fire service system is a challenge due the City's topography, fiscal constraints, and an ever growing population. The City has recognized the value of fire prevention measures to reduce pressure on the overall response system in the long term; such measures include adopting strenuous safety codes and an aggressive brush management program. City wide fire service goals, policies and standards are located in the Public Facilities, Services, and Safety Element of the General Plan and the Fire-Rescue Services Department's Fire Service Standards of Response Coverage Deployment Study (aka Citygate 2011).

#### *Library*

The existing San Ysidro Branch Library is currently 1,500-square-foot located at 101 W. San Ysidro Blvd and originally built in 1914 and is historically designated. There are plans to build a new library and depending on the site selected, an approximately 15,000 square feet new facility will replace the existing library. The existing library would be reused as a public space, for a museum, art gallery or other civic and cultural space. See General Plan policies PF-J.3 and PF-J.5 support larger service areas for library facilities.

#### *Schools*

One of the most important public services is the provision of schools and the offering of quality education to the residents of the community. The San Ysidro community is served by one South Bay Union School District elementary school, the San Ysidro School



District for preschool through grade 8 and the Sweetwater Union High School District for grades 9 through 12. The San Ysidro School District has preschool classes, a childcare center, a K-8 district with five elementary schools, one K-8 elementary school, and one middle school 7-8. The district serves over 5,550 students and is projected to double in the next 10 years. In addition, there are charter schools, private schools, and neighboring community schools which help to serve the community. In 2012, voters approved a \$250 million dollar school bond, which will be utilized to upgrade the existing schools and build new schools based on projected growth.

Schools in San Ysidro are centrally located near other facilities and services and walking distance to transit. School sites are also often used as joint use facilities providing additional recreational opportunities. If opportunities arise to acquire school district property or that of private schools within the community the city should make every effort to reserve the property for public use.

#### *Undergrounding Utilities*

Gas and electricity are provided by the San Diego Gas & Electric Company and several gas and electric lines traverse the area. San Diego Gas and Electric Company has a number of programs related to conservation, including commercial and residential energy audits, low interest loan programs for energy conservation, retrofit installations and rebates for solar water heaters. In addition, the City is actively involved in undergrounding of existing overhead power lines.

#### *Water, Sewer and Stormwater Infrastructure*

On average, San Diego must import nearly 90 percent of its water from other areas, specifically northern California and the Colorado River. Potential water supply offsets such as conservation and water reclamation have only recently entered the water supply picture, but even the most optimistic projections credit those offsets with no more than 20 to 25 percent of total demand. San Diego will therefore continue to rely heavily upon imported water for its water supply needs far into the foreseeable future.

Beginning in 2007, the City increased water and sewer rates to replace and improve both the water and sewer systems infrastructure. Some pipelines have been in operation for a hundred years and need to be replaced. The City of San Diego Water Department's Capital Improvement Program Guidelines and Standards provides the framework for the design and construction of new water facilities and address water efficiency, conservation, recycled and reclaimed water, cost effectiveness and timely construction.

## San Ysidro Community Plan

### Public Facilities, Service and Safety

In a continuing main replacement program, concrete sewer mains and cast iron water mains are being replaced and the City schedules many of these water and sewer main replacement projects for the same time and location to minimize the impact on the community. Replacement is currently scheduled based on breaks or blockages in the mains. As incidents mount, main replacement is scheduled for accomplishment through the annual Capital Improvements Program.

Since the 1972 Clean Water Act, considerable strides have been made in reducing conventional forms of pollution, such as from sewage treatment plants and industrial facilities, through the implementation of the National Pollutant Discharge Elimination System program and other federal, state, and local programs. The California Regional Water Quality Control Board, San Diego Region requires the City to develop and implement a jurisdictional Urban Runoff Management Program. The General Plan discusses the City's Stormwater programs in more detail; however, San Ysidro is located within the Tijuana River Valley watershed and reduction of pollutants in urban runoff and storm water is critical to the health of this watershed. A Tijuana River Valley Recovery Team was established to address pollution issues in the valley and a future Tijuana River Valley Comprehensive Load Reduction Plan (CLRPP) will address areas where storm water infrastructure and green streets can be built to improve water quality within the area.

### Policies

PF.A-1 Provide educational facilities, law enforcement, fire protection, libraries and public utilities in accordance with City standards.

- a. Cluster public facilities such as library, post office, fire station, public space, and public amenities together to create active centers and take advantage of shared uses like parking and open space areas.
- b. Incorporate art in public facilities.
- c. Incorporate a space within the future San Ysidro ITC for Police officers to use while at the Port of Entry.

PF.A-2 Provide facilities that accommodate a full range of City programs to serve residents and cultivate civic involvement.

- a. Encourage public education facilities to participate in this community process.
- b. Use joint-use agreements to increase recreational opportunities and activate school sites with residents after hours.



*Library*

- PF.A -3 Invest in a new library that serves the San Ysidro community and meets current standards.
- a. Locate the new library within the El Pueblito Viejo village or with walking distance from the village.
  - b. Incorporate public space or a pocket park and public art into the library site.
  - c. Design the library to advantage of public views if available.
  - d. Coordinate bike and pedestrian facility improvements and wayfinding to the new site to encourage multi-modal travel to the new library.

*Schools*

- PF.A-4 Improve public education facilities and the image of schools in San Ysidro so families stay and send their children to neighborhood schools and maximize the use of the facilities.
- a. Encourage full-time use of school facilities, including community use during non-school hours for educational, recreational and cultural needs.
  - b. Coordinate CIP projects with school facility upgrades to improve the interface between the public realm and the facility.
  - c. Explore the possibility of joint use buildings for commercial and educational uses.
  - d. Acquire excess school district property or that of private schools within the San Ysidro community to reserve the property for public use. Or incorporate parks and public space in future projects.

## San Ysidro Community Plan

### Public Facilities, Service and Safety

#### *Water, Sewer and Stormwater Infrastructure*

PF.A-5 Implement water improvements programs so there are systematic improvements and gradual replacement of water and sewer and stormwater facilities throughout the community. Also see General Plan PF-F.6 PF-G.2, PF-H.3, and PF-I.1.

- a. Collaborate with the San Ysidro community and other entities when funding and siting improvements to coordinate timing and replacement of infrastructure.
- b. Provide purple pipe opportunities throughout the community.
- c. Coordinate street improvements, undergrounding efforts, street tree planting and urban beautification efforts when upgrading storm water infrastructure and creating green streets.
- d. Where possible, incorporate parks or public spaces in collaboration with stormwater improvements.
- e. Focus infrastructure pilot projects and prioritization in village areas.

PF.A-6 To help meet stormwater permit requirements identify suitable sites to be used as communitywide stormwater retention areas. Prioritize areas that could co-locate both stormwater and other much needed public facilities such as parks, public space, and recreational trails. Potential locations could include:

- Beyer Blvd along the rail from Dairy Mart Rd to the Beyer Trolley Station.
- Beyer Trolley Station along the rail from Seaward Ave to Cypress Dr. to the San Ysidro Linear Park.
- Willow Road and San Ysidro Blvd near pedestrian bridge.
- Olive Drive
- North side of Calle Primera from Willow Rd to Via de San Ysidro.
- Potential excess Right of Way in the Border Village District.
- Trails connecting to Dairy Mart Pond open space area.



*Undergrounding Utilities*

PF.A-7 Program the undergrounding of telephone and electric power lines to underground all utilities and boxes. See General Plan policy section PF-M.

- a. Revisit prioritization of undergrounding with the San Ysidro community and coordinate other improvements in the same location.
- b. Support efforts to move utility boxes and obstructions out of the public right of way to create a clear path of travel.

## **6.2 HEALTH & SAFETY**

*Health*

San Ysidro is engaged in efforts to understand the relationship between land use/mobility and personal health. San Ysidro is an identified case study location for assessing comprehensive approaches to integrating transportation and land use planning with health initiatives to improve quality of life and sustainability of local communities. The San Ysidro's proximity to the border crossing facility makes it a unique challenge for mitigating congestion, air quality, and mobility and understanding the public health ramifications. Health studies along the border improve the community's knowledge on health issues and help citizens and jurisdictions make informed decisions based on health analysis.

*Geological and Seismic Hazards*

The General Plan provides policy support for disaster preparedness and Seismic Safety in the Public Facilities, Services & Safety Element sections PF-P and PF-Q. Design considerations with regards to safety are located in the Urban Design Element.

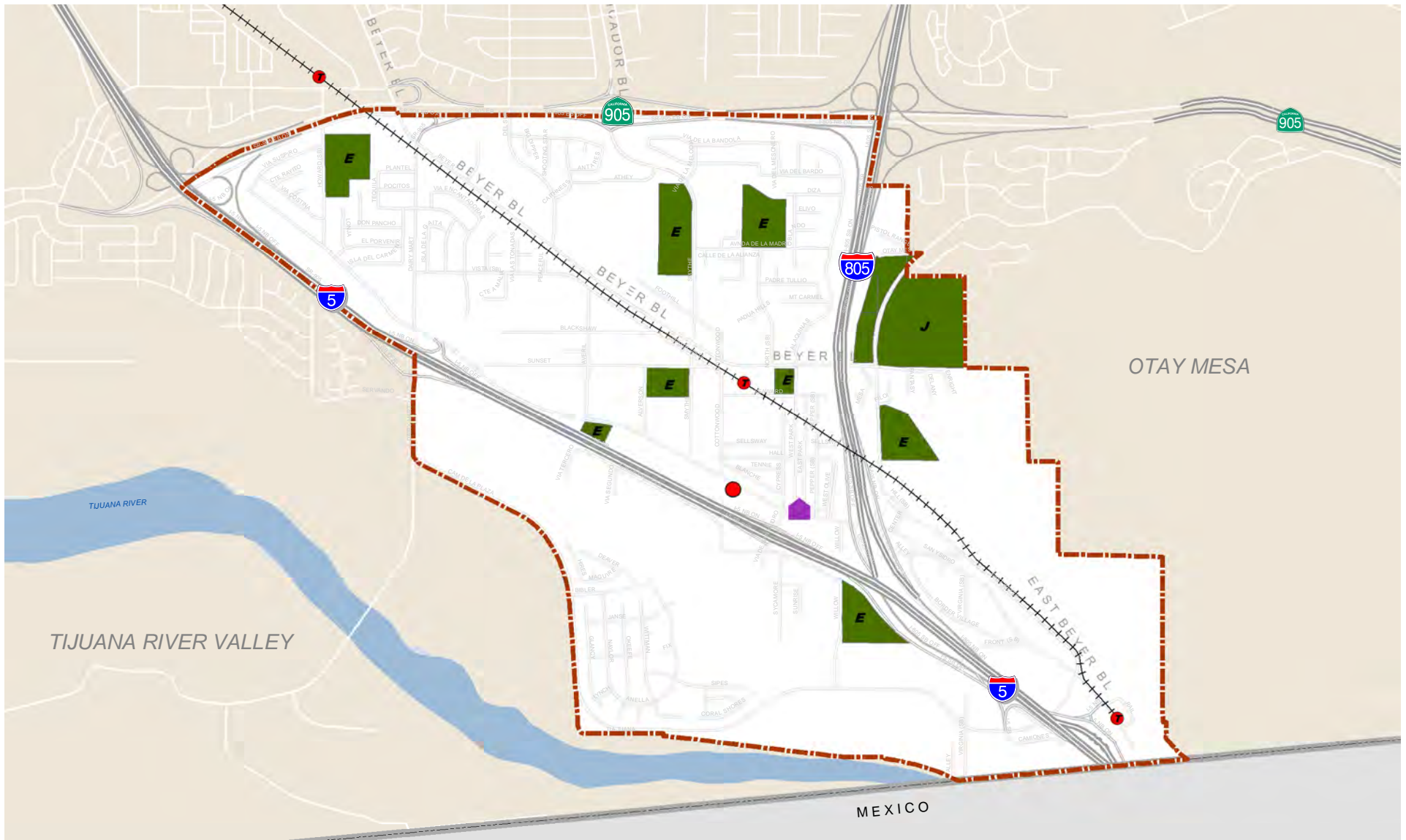
## **Policies**

PF.B.1 Support and promote community health in San Ysidro through land use and transportation planning. Refer to Land Use, Mobility, Urban Design, Conservation and Recreation Elements regarding policies which promote the following concepts.

- Cyclist and pedestrian safety
- Parks, trails and recreation
- Sidewalks and connectivity
- Transportation support
- Youth safety and physical activity

PF.B-2 Continue to evaluate how mobility and the built environment factors in the community of San Ysidro are related to the health of the people who live and work in the community.

- Consider incorporating health research, analysis and related technologies in future studies in order to improve the quality of life for residents;
- Improve health related data collection to better understand health impacts;
- Incorporate technologies to better manage congestion and support improved air quality;
- Use of air filtration systems to improve air quality;
- Pursue subsidies to retrofit existing structures with air filtration technologies;
- Pursue subsidies to retrofit existing structures with energy efficiency technologies; and
- Improve access to healthy foods.



**LEGEND**

|  |                         |  |                    |  |              |
|--|-------------------------|--|--------------------|--|--------------|
|  | Community Plan Boundary |  | Schools            |  | Light Rail   |
|  | Fire Station            |  | Elementary School  |  | Trolley Stop |
|  | Library                 |  | Junior High School |  |              |

Public Facilities and Services Map



**DRAFT**

## 7. Recreation

CONTENTS: PARKS AND RECREATION FACILITIES | PRESERVATION | ACCESSIBILITY | OPEN SPACE LANDS AND RESOURCE-BASED PARKS

### GOALS

- **Preserve, protect and develop public recreation opportunities and facilities throughout San Ysidro for all users.**

#### Parks and Recreation Facilities Goals

- ◆ Create a sustainable park and recreation system that meets the needs of San Ysidro residents and visitors which serves a variety of users, such as children, persons with disabilities, and the underserved teenage and senior populations.
- ◆ Provide parks and recreation facilities that keep pace with the San Ysidro Community population growth through timely acquisition of available land and development of new facilities.
- ◆ Increase the quantity and quality of recreation facilities in San Ysidro through the promotion of alternative methods, such as park equivalencies, where development of typical facilities and infrastructure may be limited by land constraints.
- ◆ Provide a network of park and recreation facilities and open space areas that are linked by multiple modes of transportation, including public transit, bicycle and pedestrian routes, and trails.

#### Preservation Goals

- ◆ To create a sustainable park and recreation system that meets the needs of San Ysidro residents by using “green” technology and sustainable practices in all new and retrofitted parks and recreation facilities.
- ◆ To create a sustainable park and recreation system that meets the needs of San Ysidro residents by using “green” technology and sustainable practices in all new and retrofitted parks and recreation facilities.



## San Ysidro Community Plan

### Recreation

#### Accessibility Goals

- ◆ Enhance recreation facilities in San Ysidro by optimizing access by foot, bicycle, public transit, automobile, and alternative modes of travel.
- ◆ Design all new recreation facilities to be accessible to the broadest population possible.
- ◆ Provide a balance of recreational facilities in the San Ysidro Community that are available for programmed and non-programmed uses.

#### Open Space Lands Goals

- ◆ Provide an open space system in the San Ysidro Community that provides that preserves and manages the significant natural and man-made resources and enhances of outdoor recreation opportunities.
- ◆ Provide new passive recreation and trails within the Open Space Lands of San Ysidro with connections to Open Space Lands and Resource-based parks adjacent to San Ysidro.

## DISCUSSION

The San Ysidro Community Plan Recreation Element includes goals and policies addressing the following topic areas: Parks and Recreation Facilities; Preservation; Accessibility; and Open Space Lands. These policies, along with the broader goals and policies of the General Plan, provide a comprehensive parks strategy intended to accommodate the community at full community development.

## 7.1 PARKS AND RECREATION FACILITIES

### POPULATION-BASED PARKS AND RECREATION FACILITIES STANDARDS

The City General Plan Recreation Element describes three categories of parks within the City of San Diego: Open Space Lands, Resource-based Parks, and Population-based Parks. (See Section RE-D, Open Space Lands and Resource-Based Parks for descriptions.) Population-based parks and recreation facilities are typically located within close proximity to residents and are intended to serve the daily recreational needs of the neighborhoods and communities. The General Plan standard is to provide a minimum of 2.8 useable acres of public park land per 1,000 residents.

Population-based parks consist of seven categories of park types: 1) Major Parks; 2) Community Parks; 3) Neighborhood Parks; 4) Mini-Parks; and 5) Pocket Parks or Plazas; 6) Special Activity Parks, which are unique facilities that may serve multiple communities; and 7) Park Equivalencies. Descriptions for each of these park types can be found in the General Plan Recreation Element, Table RE-2, Parks Guidelines. Typically, community parks are a minimum of 13 useable acres, serve a population of 25,000 and provide active and passive recreation. Neighborhood parks are 3 to 13 useable acres, serve a population of 5,000 within approximately one mile radius, and are accessible primarily by foot or bicycle. Mini-parks are 1 to 3 useable acres within a half mile radius, and pocket parks and plazas are typically less than 1 useable acre within a quarter mile radius from residents to be served. The size of special activity parks vary depending upon the activity and population to be served. Park Equivalencies are alternatives to providing parks and recreation facilities, and supplement the standard population-based parks. Park Equivalencies categories include: 1) Joint-use facilities; 2) Trails; 3) Portions of Resource-based parks; 4) Privately-owned parks, with recreation easements; 5) Non-traditional Parks, such as rooftops or indoor facilities; and 6) Facility or Building expansion or upgrades.

The General Plan also establishes minimum guidelines for recreation centers and aquatic complexes based on population. A recreation center, typically 17,000 square feet in size, should be provided for every 25,000 residents, and an aquatic complex should be provided for every 50,000 residents.

**EXISTING AND FUTURE POPULATION-BASED PARKS AND RECREATION FACILITIES**

The existing population-based park system which serves the San Ysidro community totals 35.28 useable acres of park land, three recreation centers and one swimming pool. At full community development, the projected population for the San Ysidro Community will be 38,559, including any military population. Therefore, according to General Plan Guidelines for the future population-based parks and recreation facilities, the community should be served by a minimum of approximately 108 useable acres of park land at full community development<sup>1</sup>. Additionally, at full community development, the projected population warrants approximately one and one-half recreation centers equivalent to 26,220 total square feet<sup>2</sup>, and approximately one aquatic complex<sup>3</sup>.

<sup>1</sup> **General Plan Guideline - Parks** (2.8 acres/1,000 population):  $.0028 \times 38,559 \text{ people} = 107.96 \text{ acres of population-based parks}$ .

<sup>2</sup> **General Plan Guideline - Recreation Center** (17,000 square feet) serves population of 25,000:  $38,559 \text{ people} \div 25,000 \text{ people} = 1.54 \text{ Recreation Centers} \times 17,000 \text{ SF} = 26,220 \text{ square feet total}$ .

<sup>3</sup> **General Plan Guideline - Aquatic Complex** serves population of 50,000:  $38,559 \text{ people} \div 50,000 \text{ people} = 0.77 \text{ Aquatic Complexes}$

While the City’s primary goal is to obtain land for population-based parks, where vacant land is limited, unavailable or is cost-prohibitive, the City’s General Plan allows for the application of park equivalencies to be determined by the community and City staff through a set of guidelines.

The San Ysidro Community is an urbanized community where park equivalencies are appropriate for satisfying some of the community’s population-based park needs. The community and City staff identified and evaluated population-based park and recreation opportunities, as well as potential park equivalency sites, for their recreational value, possible uses and functions, public accessibility, and consistency with General Plan policies and guidelines. It was determined that a variety of sites and facilities within the San Ysidro Community could serve as population-based parks or park equivalencies.

The following Table RE-1, Population-based Parks, Park Equivalencies and Recreation Facilities, summarizes the existing and future parks, park equivalencies and recreation facilities for San Ysidro. (Also see Figure RE-1, Open Space, Parks, Park Equivalencies and Recreation Facilities, below.)

**Table RE-1 POPULATION-BASED PARKS, PARK EQUIVALENCIES AND RECREATION FACILITIES**

| SITE I.D. from Figure RE-1 | PARKS & RECREATION FACILITIES         | EXISTING USEABLE | FUTURE USEABLE ACREAGE | PARKS & RECREATION FACILITIES DESCRIPTIONS   | RECREATION COMPONENTS & AMENITIES RECOMMENDATIONS |
|----------------------------|---------------------------------------|------------------|------------------------|--|---|
| <b>Major Parks</b>         |                                       |                  |                        |  |   |
| None                       |                                       |                  |                        |  |   |
| <b>Community Parks</b>     |                                       |                  |                        |  |   |
| x                          | San Ysidro Community Park             | 3.2              | 0.0                    | Existing community park with a recreation center, senior center, library, gymnasium, tennis & basketball facilities, tot lot & landscaped and turf open area with picnic tables. |   |
| x                          | San Ysidro Athletic Area/Larsen Field | 15.75            | 0.0                    | Existing community park with a recreation center, multi-purpose fields, children's play areas and picnic areas.  |   |





**San Ysidro Community Plan**  
Recreation

| Neighborhood Parks |   |      |      |  |   |
|--------------------|---|------|------|--|---|
| X                  | Beyer Park  | 0.0  | 5.0  | Proposed neighborhood park on undeveloped City owned property. This site has approximately 12.0 useable acres which will be shared with Otay Mesa (5.0 ac. San Ysidro, and 7.0 ac. Otay Mesa). | Complete the General Development Plan (GDP). Design and construct lighted multipurpose turf sports fields, a skate park, a lighted basketball court, children’s play areas, comfort station/concession building, picnic facilities including picnic shelter, parking areas, viewpoints/overlooks and interpretive signage, trailheads, trails, bicycle lanes and bike racks, walkways, security lighting and landscaping. |
| X                  | Coral Gate  | 2.89 | 0.0  | Existing neighborhood park with turf areas, children play areas, picnic facilities and seating, walkways and landscaping, and security lighting.   |   |
| X                  | Howard Lane   | 5.95 | 0.0  | Existing neighborhood park with picnic shelters and facilities, basketball courts, children’s play areas, turf areas, parking lot, walkways and security lighting.                             | Design and construct a new comfort station, basketball court lighting, and ADA/accessibility upgrades for the children’s play area. Design and construct upgrades to the irrigation system, turf, and security lighting.  |
| X(7)               | Smythe Ave. & Foothill Rd., NE corner (Camino del Progreso) | 0.0  | 4.30 | Proposed neighborhood park on three privately owned, undeveloped lots.   | Acquire, design and construct multipurpose turf areas, children’s play areas, viewpoints, picnic facilities, seating, walkways and landscaping.   |

|                   |   |      |      |   |  |
|-------------------|---|------|------|---|--|
| x                 | Vista Terrace                                       | 4.1  | 0.0  | Existing neighborhood park with a swimming pool & changing room, tot lot, parking lot, picnic area, and multipurpose turf area. | Design and construct upgrades to the turf and irrigation system.   |
| <b>Mini Parks</b> |   |      |      |   |  |
| x                 | Colonel Irving Salomon / San Ysidro Activity Center | 1.45 | 0.0  | Existing mini park with a recreation center, parking area, and an undeveloped area.   | Design and construct a children's play area and half-court basketball court in the undeveloped area at the rear of the Activity Center.  |
| x(18)             | Calle Primera, NE of the right-angle road curve.    | 0.0  | 2.65 | Proposed mini park on undeveloped, privately owned land.  | Acquire, design and construct a plaza area, public kiosk, multipurpose turf areas, children play areas, picnic facilities, walkways and landscaping.   |
| x(2)              | Dairy Mart Rd. & Beyer Blvd., SE corner             | 0.0  | 1.66 | Proposed mini park on privately owned land.   | Acquire, design and construct a plaza area, public kiosk, multipurpose turf areas, children play areas, picnic facilities, walkways and landscaping.   |
| x                 | Smythe Ave. & Athey Ave., SE corner                 | 0.0  | 1.33 | Proposed mini park on City owned land.  | Design and construct this site as a gateway to Vista Terrace Neighborhood Park. Consider a variety of uses ranging from passive seating and landscaping to a community garden or skate park. |
| x(6)              | Smythe Ave. & Foothill Rd., NW corner               | 0.0  | 1.25 | Proposed mini park on City owned land.  | Design and construct multipurpose turf areas, children's play areas, viewpoints, picnic facilities, seating, walkways and landscaping.   |

**San Ysidro Community Plan**  
Recreation

|                              |  |     |      |   |   |
|------------------------------|--|-----|------|---|---|
| x                            | 315 Sycamore Road  | 0.0 | 0.98 | Proposed mini park on undeveloped, privately owned land.  | Acquire, design and construct multipurpose turf areas, children play areas, picnic facilities, walkways and landscaping.  |
| <b>Pocket Parks / Plazas</b> |  |     |      |   |   |
| x(23)                        | Library / Park Site.<br>Beyer Blvd. & Otay Mesa Rd./E. Beyer Blvd., SW corner. | 0.0 | 0.37 | Potential future library and proposed pocket park on undeveloped City owned land and some private land. | Design and construct multipurpose turf areas, children’s play area, picnic facilities seating and landscaping. Acquisition of private property required. Agreement with Library Department.   |
| x(12)                        | Blanche St. & Tennie St.,<br>triangle portion of parcel                        | 0.0 | 0.53 | Proposed pocket park on undeveloped, privately-owned land.  | Design and construct a community garden, plaza or public information kiosk on a portion of the site. Acquire the property, or a recreation easement or other agreement for public use of the site.  |
| x(11)                        | Blanche St. & Cypress Dr., NW corner   | 0.0 | 0.65 | Proposed pocket park on undeveloped, privately-owned land. Casa Familiar (redevelopment site?)          | Acquire, design and construct a pocket park. Acquisition of property from land owner, Casa Familiar, required; if site is planned to be developed with residential uses, the development should incorporate the required public park acreage on site. |
| x                            | Old San Ysidro Fire Station #29  | 0.0 | 0.32 | Proposed plaza/pocket park on City owned land.  | Demolition of existing structure. Design and construct plaza, public gathering areas, stage/amphitheatre, picnic facilities, seating and landscaping.   |

**San Ysidro Community Plan Update**  
Recreation

|                               |  |     |      |  |   |
|-------------------------------|--|-----|------|--|---|
| X(21)                         | Sipes Lane & Camino de la Plaza, SE corner of intersection | 0.0 | 0.61 | Proposed plaza/pocket park on City owned land.                     | Design and construct a plaza, multipurpose turf areas, children's play area, picnic facilities, seating and landscaping.  |
| X(19)                         | Sunrise Dr., S terminus                                    | 0.0 | 0.85 | Proposed pocket park on partially developed, privately owned land. | Lot line adjustment to create two parcels. Acquire the undeveloped portion of the site. Design and construct multipurpose turf areas, children's play area, picnic facilities, seating, walkways and landscaping. |
| X(10)                         | Sunset Lane & Averil Rd., NE corner                        | 0.0 | 0.33 | Proposed pocket park on undeveloped, privately-owned land.         | Acquire, design and construct multipurpose turf areas, children play areas, picnic facilities, walkways and landscaping.  |
| <b>Special Activity Parks</b> |  |     |      |  |   |
| None                          |  |     |      |  |   |



**San Ysidro Community Plan**  
Recreation

| SITE I.D. from Figure RE-1              | PARK EQUIVALENCIES   | EXISTING USEABLE ACREAGE | FUTURE USEABLE ACREAGE | PARKS & RECREATION FACILITIES DESCRIPTIONS               | RECREATION COMPONENTS & AMENITIES RECOMMENDATIONS   |
|---|--|--------------------------|------------------------|--|---|
| <b>Joint Use Facilities</b>             |  |                          |                        |  |   |
| x                                       | La Mirada Elementary School  | 1.94                     | 0.0                    | Existing joint use facility with turfed multi-use field. |   |
| <b>Trails<sup>x</sup></b>               |  |                          |                        |  |   |
|   | None   |                          |                        |  |   |
| <b>Portions of Resource-Based Parks</b> |  |                          |                        |  |   |
|   | None   |                          |                        |  |   |
| <b>Privately-Owned Park Sites</b>       |  |                          |                        |  |   |
|   | None   |                          |                        |  |   |
| <b>Non-Traditional Park Sites</b>       |  |                          |                        |  |   |
| X(4)                                    | Beyer Blvd. between Dairy Mart Rd. & Smythe Ave., north of the trolley tracks. | 0.0                      | 0.2                    | Proposed linear park on public right-of-way.             | Reduce traffic or parking lanes. Design and construct active and passive recreation facilities including exercise and fitness stations, children’s play area, seating and landscaping. Recreation easement may be required. |

|  |       |        |   |                                       |
|--|-------|--------|---|---------------------------------------|
| <b>Facility or Building Expansion or Upgrade</b> |       |        |   |                                       |
| None   |       |        |   |                                       |
| <b>Total Existing Useable Acreage</b>            | 35.28 | -----  | <b>Required Useable Acreage At Full<br/>Community Development</b> | <b>Future Useable Acreage Deficit</b> |
| <b>Total Future Useable Acreage</b>              | ----- | 21.03* | 107.96 Acres  | 51.65 Acres*                          |
|  |       |        |   |                                       |

**San Ysidro Community Plan**  
Recreation

|   | RECREATION FACILITIES  | PARKS & RECREATION FACILITIES DESCRIPTIONS                           | RECREATION COMPONENTS & AMENITIES RECOMMENDATIONS |
|---|--|--|---|
|   | <b>RECREATION CENTERS - 17,000 SF per 25,000 people required</b> |  |   |
| x | Cesar Chavez Recreation Center                                   | Existing 12,997 square foot facility. This facility contains...      |   |
| x | Colonel Irving Salomon / San Ysidro Activity Center              | Existing 13,976 square foot facility. This facility contains...      |   |
| x | San Ysidro Recreation Center                                     | Existing 7,854 square foot facility. This facility contains...       |   |
|   | <b>AQUATIC COMPLEXES - 1 per 50,000 people required</b>          |  |   |
| x | Vista Terrace Aquatics Complex                                   | Existing aquatics complex contains a swimming pool and locker rooms. |   |

**NOTES:**

*x Site (#s) refer to potential park sites recommended by community members and evaluated by staff. Final site numbers will be revised in the final draft of this document.*

*\* Future Useable Acres are based on approximate gross acreages. Future acreage will be adjusted in the final draft of this document.*

**Table RE-2 POPULATION-BASED PARKS INVENTORY SUMMARY**

| EXISTING AND FUTURE PARKS<br>AND RECREATION FACILITIES   | USEABLE<br>ACRES | QUANTITY OR<br>SIZE                                |
|--|------------------|--|
| Existing Population-based Parks  | 35.28 acres      |  |
| Future Population-based Parks and Equivalencies  | 21.03 acres      |  |
| Total Existing and Future Population-based parks at full community development   | 56.31 acres      |  |
| Required population-based parks at full community development  | 108.00           |  |
| Population-based park deficit at full community development  | 51.65 acres      |  |
| Existing Recreation Centers (These facilities satisfy and exceed the population-based standards of 26,220 square feet at full community development) |                  | 3 Recreation Centers<br>(34,827 total square feet) |
| Existing Aquatic Center (This facility satisfies the population-based standards of one aquatics center at full community development)                |                  | 1 Swimming Pool                                    |

In summary, the population-based parks needed to serve the San Ysidro Community at full community development will be approximately 108 acres, of which 35.28 acres currently exist. Through this community plan update process, 21.03 useable acres of future parks and park equivalencies sites and facilities have been identified within the San Ysidro Community to serve new residents. The remaining park acreage deficit will need to be addressed in the future through property redevelopment, by land acquisitions and donations, or through future park equivalencies identified by the City or the community.



## San Ysidro Community Plan

### Recreation

At full community development, San Ysidro will require the equivalent of approximately one and one-half recreation centers, or 26,220 square feet of recreation center space. A surplus of this requirement is provided by the community's three existing recreation centers. Similarly, to meet population-based standards, San Ysidro will require approximately one aquatics complex; this standard is currently met by the Vista Terrace Neighborhood Park swimming pool.

#### Policies

- RE.A-1 Complete the Beyer Park General Development Plan (GDP), and design and construct the planned improvements.
- RE.A-2 Design and construct a public plaza and community gathering space at the old Fire Station #29 site located on San Ysidro Boulevard. Design of the site should encourage linkages with the future pocket park located at Blanche and Tennie Streets.
- RE.A-3 Design and construct a comfort station, and lighting for the basketball courts at Howard Lane Neighborhood Park.
- RE.A-4 Design and construct the City owned sites that are identified in Table RE-1 as population-based parks.
- RE.A-5. Acquire, design and develop privately owned sites as population-based parks that are identified in Table RE-1. Pursue acquisition of other potential population-based parks sites as opportunities arise.
- RE.A-6 Pursue opportunities for joint use of recreational facilities with San Ysidro's schools, and other public or private entities.
- RE.A-7 In the development of the Eastern Hillside area, use master plans to determine the specific quantity, locations and acreages of population-based parks, based on General Plan standards. (refer to the Land Use Element).
- RE.A-8 During the subdivision process, parks should be planned comprehensively with the overall development. Locate new parks adjacent to streets, and as focal points of the planned development.
- RE.A-9 Acquire the Immigration and Naturalization Service (INS) Detention Facility site to expand Vista Terrace Park if the INS determines their use of the site is no longer required.



**Insert FIGURE RE-1 EXISTING AND FUTURE PARKS**



# San Ysidro Community Plan Update

## Recreation

### 7.2 PRESERVATION

The demand for park and recreation opportunities will continue to grow as the population of the San Ysidro Community continues to grow. Undeveloped land for parks has already become difficult to find in the San Ysidro Community making preservation of the existing parks, recreation facilities and open space essential to providing recreation opportunities in this community. Preservation can include improvements to existing parks and recreation facilities to increase their life span, or expand their uses and sustainability. Within new and existing parks all new enhancements or retrofits should include water conservation, storm water management, urban forestry/trees and where possible environmental education. Lawn areas should be limited to areas that are actively used and should be irrigated with high efficiency technology or recycled water to conserve water. The amount of impervious surfaces within park should be decreased where possible to allow storm water to filter back into the soil. Trees should be used within parks to provide shade and also to shade buildings, paving materials and parking lots. Interpretive signs should be located to provide environmental education.

The three Recreation Centers in San Ysidro will continue to serve as the main Recreation Centers for the community, but with increased demand and usage, the buildings will need to be upgraded and designed with sustainable and 'green' technology features, and these upgrades could serve as a model for other public and private development.

Preservation can also include the protection and enhancement of existing open space lands by providing a balance between protecting the natural resources and allowing for an appropriate level of public recreation use. For the San Ysidro Community, this would mean concentrating active recreational improvements within community parks and focusing passive improvements within open space lands. The two open space lands in San Ysidro consist of Dairy Mart Ponds and the Eastern Open Space area. Both of these areas are identified in the City's Multiple Species Conservation Program (MSCP) and mapped as a Multi-Habitat Planning Area (MHPA). The MSCP is the City's comprehensive habitat conservation planning program that addresses multiple species habitat needs and the preservation of native vegetation communities in the San Diego region. The MHPA is the actual mapping of these core biological resource areas and corridors targeted for conservation. Trails and passive uses are allowed in the MHPA. All new improvements should be located to minimize impacts to natural resources and still provide recreation value.



**Policies**

- RE.B-2. Enhance the quality of existing and new parks with improvements that provide water conservation, storm water management, urban forestry/trees and where possible environmental education.
- RE.B-2. When the existing Recreation Centers are upgraded to meet increased demand the new improvements should reuse building materials, use materials that have recycled content, or use materials that are derived from sustainable or rapidly renewable sources to the extent possible.
- RE.B-3. Protect and enhance Dairy Mart Ponds and the Eastern Open Space area by locating passive recreation uses that are sensitive to the existing sensitive habitats.
- RE.D-4. Ensure that all new private development adjacent to wetlands and sensitive resources is designed to minimize adverse effects to the resources.
- RE.B-5. Provide sufficient human and economic resources to preserve and enhance the existing parks, recreation facilities and open space lands.



## San Ysidro Community Plan Update

### Recreation

#### 7.3 ACCESSIBILITY

Accessibility within the San Ysidro Community has three main components: 1) all facilities should be located within walking distance of neighborhoods and employment centers; 2) facilities should be accessible to the broadest population possible, and 3) facilities should be open for use by the general public with a balance between programmed and non-programmed activities.

All parks within the San Ysidro Community should be planned to be linked by a network of existing and proposed public transportation, bikeways and pedestrian paths. Beyer Boulevard provides an opportunity to link several public parks together. By reducing the extra wide existing street right-of-way a new pedestrian pathway could be provided with street trees, benches and way finding signs to the public parks. Another opportunity to increase accessibility within the community is to provide park kiosk signs at each community and neighborhood parks. Within the park kiosk sign would be a community map showing the location of all public parks and all available mass transit routes, bike paths and pedestrian paths connecting each park.

All new and existing parks and recreation facilities within the San Ysidro Community are required to meet Federal, State and local accessibility guidelines when they are constructed or retrofitted for improvements or upgrades. This could include adding accessible pedestrian ramps, providing paved pathways at acceptable gradients that lead from a public street sidewalk or parking area to a children's play area or other park destination (referred to as the "path of travel"), providing disabled parking spaces, remodeling of restrooms and building interiors, and providing interpretive signage along a nature trail.

Accessibility also means the availability of active and passive recreation to all community residents. The existing Recreation Centers and multi-use fields are programmed to allow organized sport leagues use of the facilities at specific times while making the facilities available for open, unstructured play and at other times impromptu uses. The schedule is adjusted each year to make sure a balance is provided for the community residents. Future park and recreation areas should be designed to accommodate a variety of uses as determined by community desires consistent with General Plan Guidelines. When special uses are designed into parks, such as dog off-leash areas or community gardens, these areas should also include amenities, such as pathways, benches, exercise stations, or picnic tables on the perimeter that could accommodate more than one type of user and enhance the recreational and leisure experience.

## Policies

- RE.C-1. Provide a multimodal circulation system linking parks and open space lands that includes access to mass transit, bike routes and pedestrian paths.
- RE.C-2. Provide information, park maps and other way-finding measures at park and recreation facilities that identify all public parks in San Ysidro and how they can be access by public transit, bike routes or pedestrian paths.
- RE.C-3. Retrofit all existing parks, Recreation Centers and the Aquatic Complex to meet Federal, State and local accessibility guidelines.
- RE.C-4. Provide a balance of programmed activities and non-programmed activities at recreation facilities for the San Ysidro community.

## 7.4 OPEN SPACE LANDS AND RESOURCE-BASED PARKS

Open space lands are City-owned property located within canyons, mesas and other natural land forms. Open space is intended to preserve and protect native habitats of flora and fauna while providing responsible, public access through hiking, biking and equestrian trails. Open space lands are typically free from development and kept in their natural state to protect their biological resources and habitat value.

In San Ysidro, there are two open space areas; Dairy Mart Ponds and the Eastern Open Space. While there are no Resource-based parks within San Ysidro, the Tijuana River Valley Regional Park is a large resource-based park adjacent to the western boundary of the community (See Figure RE-2, Open Space Lands).

The Dairy Mart Ponds, containing approximately 113 acres of wetland habitat, with 88 acres in the San Ysidro community planning area. This area is located off of Dairy Mart Road, southwest of I-5. Dairy Mart Ponds has several owners including; the State of California Wildlife Conservation Board, the County of San Diego, the City of San Diego and private ownership. The site is one of the community's major natural resources, featuring naturalized ponds, wetland and native habitat.



## San Ysidro Community Plan Update

### Recreation

The Eastern Open Space, approximately XX acres, is located on the community's eastern boundary and is San Ysidro's major visual open space area and dramatically frames the eastern portion of the community. This open space area is adjacent to the open space network in the Otay Mesa Community.

The Tijuana River Valley Regional Park, approximately 2,500 acres, is immediately to the west of San Ysidro. The river valley provides an open, natural area in an otherwise urban atmosphere. Although not within the San Ysidro Community Plan boundaries, the river valley has a dramatic visual impact on the community and it offers one of the best and largest remaining examples of coastal wetlands .

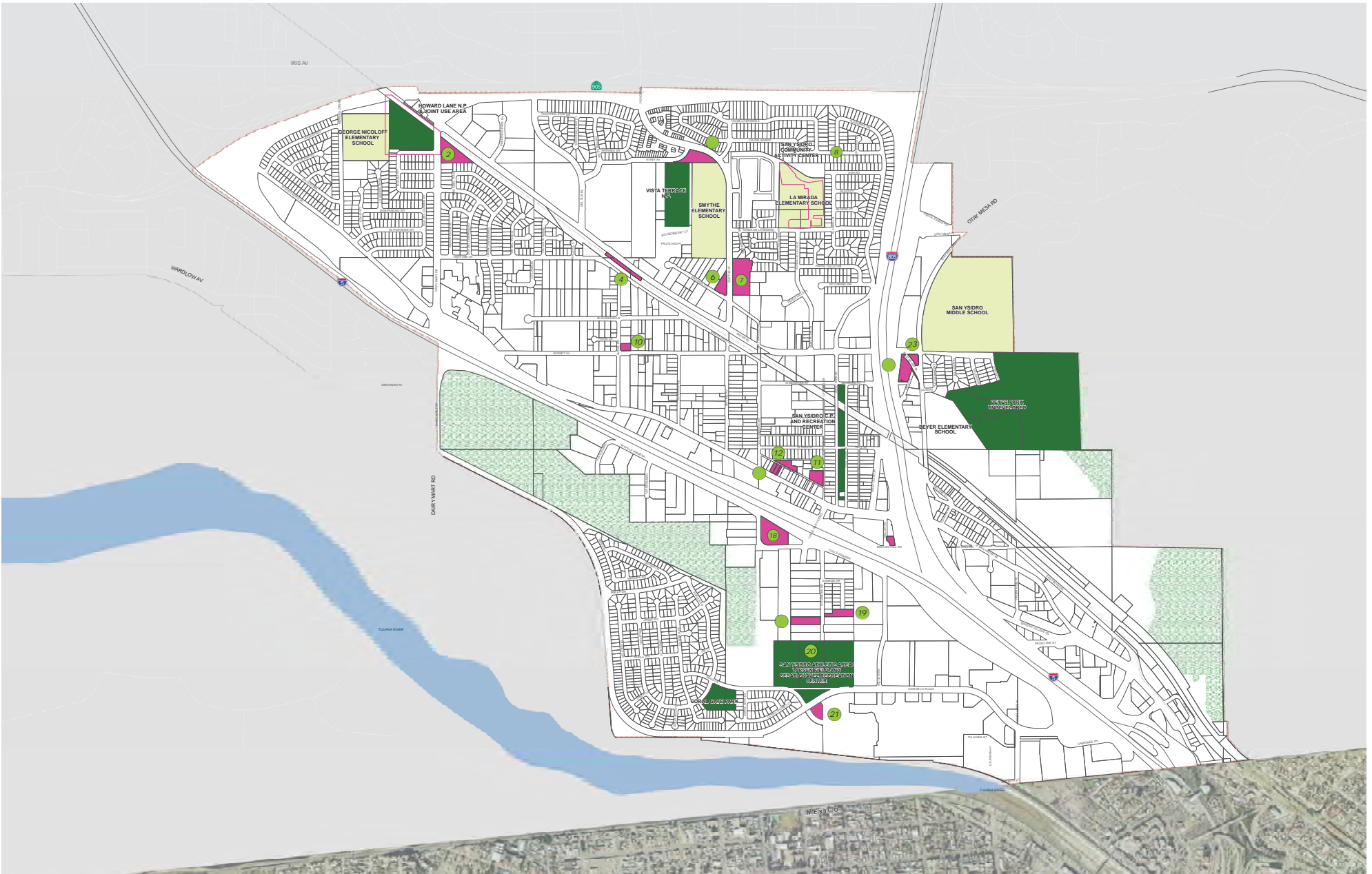
Access to the Reserve is possible from several directions. The northern and western parts of the Reserve in the National Wildlife Refuge are more accessible to visitors. The beach and Seacoast Driver provide pedestrian and vehicular access to the western edge of the Reserve and Refuge. Access to the south is via Monument Road – the entrance to Border Field State Park. Visitors can enter the northern part for the Reserve along Imperial Beach Boulevard and other local roads. Elsewhere, access is restricted by the Navy Outlying Landing Field and private agricultural properties. Hiking and equestrian use is accommodated by an extensive trail system.

Within the Reserve are two distinct areas; the Tijuana Slough National Wildlife Refuge and the Border Field Station. Within the Border Field State Park, approximately 418 acres, is a passive recreation area consisting of picnic areas, overlooks and a beach area used for swimming, surfing and fishing. The remainder of the area within the existing park consists mainly of wetland habitats—a saltwater marsh, mud flats and a maritime transition zone. It is a primary objective of the State Park and Recreation Commission to preserve the ecological system in as natural a condition as possible and to restrict active recreation to the sandy beach and upland area. Management and future improvements of the Reserve is guided by the Tijuana River Comprehensive Management Plan, dated March 1999. Public access, involvement and resource protection are key goals to the plan.

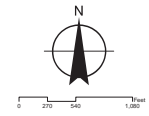
**Policies**

- RE.D-1. Maintain and preserve the sensitive habitat at the Dairy Mart Ponds by locating trails consistent with the City's Multiple Species Conservation Program and by providing interpretive signs on the significance of the site at key locations.
- RE.D-2. Within the Eastern Open Space area look for trail opportunities to connect to the Otay Mesa Trail System and to the future trails located in Beyer Neighborhood Park. Provide trailhead kiosk signs and interpretive signs that educate the community on the Open Space area and habitat.
- RE.D-3. Create a link from San Ysidro to the Tijuana River Valley Regional Park. This connection could be located within Dairy Mart Ponds area or from pedestrian sidewalks along Camino de la Plaza and connect to the existing trailhead kiosk at the intersection of Dairy Mart Road and Camino de la Plaza.



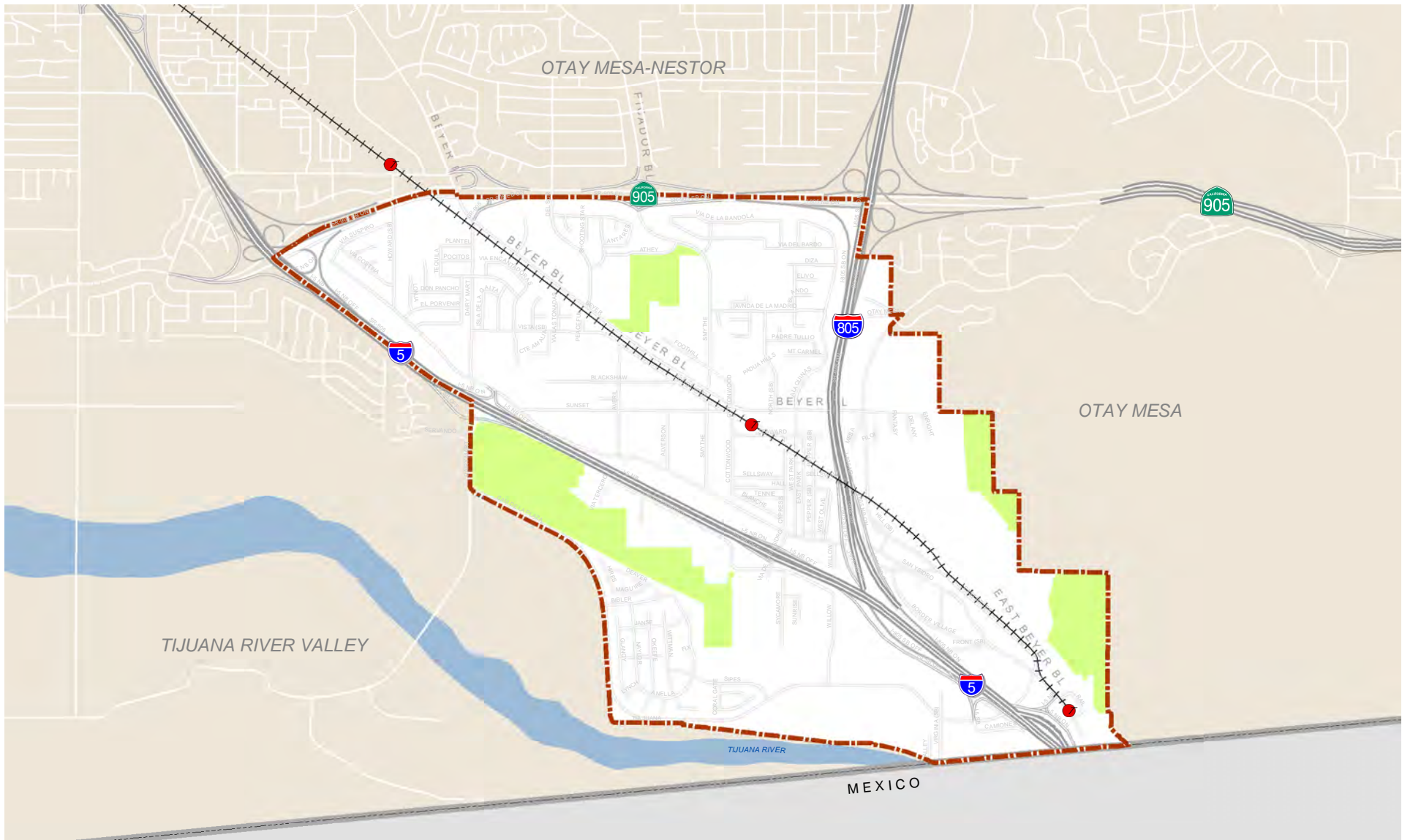


- LEGEND**
- Community Plan Boundary
  - Existing Parks
  - Future Parks
  - Existing Open Space
  - Existing Joint Use Area
  - Future Park Identification
  - Schools
  - Parcels







**SanGIS**

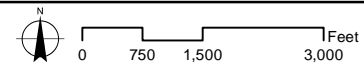
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**LEGEND**

-  Community Plan Boundary
-  Open Space
-  Trolley Stop
-  Light Rail

Open Space Map



**DRAFT**

## 8. Conservation

CONTENTS: SUSTAINABILITY | RESOURCE MANAGEMENT & PRESERVATION | COASTAL RESOURCES | AIR QUALITY  
| ADJACENCY ISSUES | STREET TREE GUIDELINES

### GOALS

- **A healthy and sustainable community at the border**
- **Application of the highest possible standards for environmentally sensitive design and sustainable development practices**
- **Responsible stewardship for open space lands and sensitive resources**
- **Assured water supply to meet future needs**
- **Implementation of urban runoff management techniques**
- **A community-wide urban forest**
- **Local food generation through community farms and gardens**
- **Safe and healthy air quality within San Ysidro**

## **DISCUSSION**

The San Ysidro Community Plan Conservation Element builds on the General Plan Conservation Element with policies tailored to conditions in San Ysidro. The Conservation Element contains policies on how to meet the City’s sustainable development goals in areas that have been identified as suitable for development. Water is identified as a critical issue, as well as, the need for urban runoff management techniques. The community plan is also responsive to state legislation calling for greenhouse gas emissions reductions to be achieved in part through coordinated land use and transportation planning, and more sustainable development practices. The Element also addresses open space and habitat protection. Finally, the community’s location next to the international border, and the high volumes of truck traffic associated with the border, present additional environmental challenges and opportunities.

### **8.1 SUSTAINABILITY**

The City of San Diego’s sustainable development strategies seek to improve the region’s ecology, economy, and equity while protecting the rights of future generations. These strategies are becoming increasingly important as local, state and national efforts accelerate to curb global climate change. Citywide climate change policies are found in the General Plan Conservation Element, Section A. The San Ysidro Community Plan provides additional specificity related to water recycling and conservation, and alternative energy generation. The community plan also encourages implementation of green building measures, and community farms and gardens.

Climate change impacts in San Diego could result in a hotter and drier climate, water supply shortages, more frequent and intense wildfires, increasingly unhealthy air quality, sea level rise, and threats to the survival of native plants and wildlife species. Although a global issue, the community can help reduce practices that contribute to climate change and devise local plans to adapt to anticipated changes.



Conservation Element policies address: development and use of sustainable energy types, including solar; reuse or recycling of building material; adaptively retrofitting and reusing existing buildings; constructing energy efficient buildings with healthy and energy-efficient interior environments; creating quality outdoor living spaces; improving materials recycling programs; water resources management, sustainable local food practices, and other issues.

### **Policies**

- CE.A-1. Implement applicable General Plan sustainable development and resource management goals and policies as discussed in its Conservation Element and the Urban Design Element.
- CE.A-2. Assure that required recycling facilities for buildings with alleys are accessed by the alleys but do not encourage the alley right-of-way to become the location for the recycling containers. Recycling containers should be located on private property.
- CE.A-3. In residential and mixed-use locations create quality outdoor space that considers protection from excess noise, shadow impacts, and maximizes the positive effects of breezes to heat or cool the outdoor spaces. See also **Urban Design Element**.
- CE.A-4. Encourage the use of solar energy systems to supplement or replace traditional building energy systems.

## **8.2 RESOURCE MANAGEMENT & PRESERVATION**

San Ysidro has approximately 181 acres (ten percent of the community planning area) designated as Open Space. The Open space areas include the Dairy Mart Ponds in the southwestern portion of San Ysidro and the steep slopes on the community's eastern boundary. The Dairy Mart Ponds, approximately 113 acres of wetland habitat, 88 of which are in the San Ysidro community planning area, are one of the community's major natural resources. They are located off Dairy Mart Road, southwest of Interstate 5.

The steep slopes on the community's eastern boundary are one of San Ysidro's major visual open area resources and dramatically frame the eastern portion of the community. They are immediately adjacent to the open space network in the adopted Otay Mesa Community Plan. This area has been identified as containing unstable soils.

The Tijuana River Valley, immediately to the west of San Ysidro, is also the site of designated open space, including the floodplain, extending west of the Tijuana River Levee, Border Field State Park and the Tijuana River National Estuarine Research Reserve. Located between the Cities of Tijuana and San Diego, the river valley provides an open, natural area in an otherwise urban atmosphere. Although not within the San Ysidro Community Plan boundaries, the river valley has a dramatic visual impact on that community and serves as its major natural resource. The opportunity exists to provide multi-modal trail connections to the river valley to the west and to Otay Mesa to the east.

### **Policies**

- CE.B-1. Relocate the Immigration and Naturalization Service Detention Facility and acquire the 14.4 acre property to expand the existing 6.7-acre neighborhood facility, Vista Terrace Park. See Recreation Element for more detail.
- CE.B-2. Implement the Environmentally Sensitive Lands Regulations related to biological resources and steep hillsides for all new development in the eastern portion of the community. Plan development to minimize grading and relate to the topography and natural features of the San Ysidro Hillsides.

- CE.B-3. Implement the MSCP Adjacency Guidelines through the project review process for properties in proximity to the Dairy Mart Ponds.
- CE.B-4. Implement City regulations and Biology Guidelines for preservation, acquisition, restoration, management and monitoring of biological resources.
- CE.B-5 Foster local stewardship and develop positive neighborhood awareness of the open space preserve areas with environmental education programs through local schools, Homeowner's Associations (HOAs), community groups, and other public forums that address the local ecosystem and habitat preservation. Incorporate hands-on learning via neighborhood hikes, or other initiatives that present information in a manner that will increase interest in the natural world.

### 8.3 COASTAL RESOURCES

(Discussion will be added with first public draft.)

### 8.4 AIR QUALITY

Air is shared by all members of a community, and suitable air quality is important in fostering a healthful living and working environment. Maintaining suitable air quality requires continual attentiveness to mitigate or eliminate unfavorable conditions. Air quality, specifically poor air quality due to air pollution, causes harm to humans, animals, plant life, water quality, and visibility. There are many different sources of air pollution, including naturally occurring and man-made sources. In the San Diego region, 80 percent of air pollution is caused by fossil fuel burning vehicles. Within San Ysidro the majority of fossil fuel emissions come from vehicles that travel through the Port of Entry, as discussed in the Mobility Element.

## San Ysidro Community Plan

### Conservation

#### Policies

- CE.D-1. Encourage enforcement of air quality regulations by the San Diego County Air Pollution Control District (APCD).
- CE.D-1. Implement a pattern of land uses that can be served efficiently by a multi-modal transportation system that directly and indirectly minimizes air pollutants.
- CE.D-1. Support the monitoring of particulate pollution at the Port of Entry, and pursue methods of reducing emission while accommodating the expansion of the Port activities.
- CE.D-1. Educate businesses and residents on the benefits of alternative modes of transportation including public transit, walking, bicycling, car and van pooling, and teleworking.
- CE.D-1. Encourage street tree and private tree planting programs throughout the community to increase absorption of carbon dioxide and pollutants.

#### 8.5 ADJACENCY ISSUES

(Discussion will be added at with first public draft.)





## 8.6 STREET TREE GUIDELINES

Street tree and private tree planting programs are low cost, low-technology methods for improving the visual landscape and air quality in San Ysidro. As San Ysidro's urban forest grows in size and number, the benefits increase with the growth. These benefits include lower energy consumption resulting from reduction in the size of the urban heat island; reduced storm water runoff through absorption of water by the trees; improved air quality achieved as the trees convert carbon dioxide into oxygen, and an improved pedestrian environment created by providing protection from the heat and glare of the sun. A primary component of the San Ysidro urban forest is the San Ysidro Community Street Tree Plan that can be found in the Appendix.

### Policies

- CE.F-1. Ensure the overall tree cover and other vegetation throughout Otay Mesa is no less than 20% in urban residential areas and 10% in the commercial areas so that the natural landscape is sufficient in mass to provide significant benefits to the city in terms of air and water management.
- CE.F-2. Work with the City's Urban Forestry Division to coordinate the appropriate selection and location of shade-producing trees from the San Ysidro Community Street Tree Plan.
- CE.F-3. Require new development to retain significant and mature trees, where feasible
- CE.F-4. Support public outreach efforts to educate business owners, residents, and school children on the care of and environmental benefits of shade-producing street trees.
- CE.F-5. Plant trees strategically to achieve energy savings. Generally, orient tree plantings so that building structures maximize shading and cooling benefits from the canopy spread.
- CE.F-6. Work cooperatively with Caltrans to buffer the community from the freeways with appropriate plant materials, such as the bougainvillea, to create visual separation.

## **8.7 COMMUNITY FARMS AND GARDENS**

The General Plan encourages the establishment of community farms and gardens as a way to promote sustainability and healthy communities. Local food production is an environmental issue because food that is produced and consumed locally requires less transportation energy. Community gardens offer an opportunity to develop sustainable source of local food within the community.

### **Policies**

- CE.G-1. Locate community gardens where there is sufficient demand, appropriate land, and where they will not generate adverse impacts on adjacent uses either on public or private land.
  - a. Consider locating community gardens adjacent to school facilities and within Village locations. See Urban Design Element for more details.
  - b. Provide space in new developments or multifamily developments.
  
- CE.G-2. Seek small City-owned sites not suitable for recreation use as opportunities for community gardens where individuals can supplement their food supply.
  
- CE.G-3. Identify commercially-designated lots that may be appropriate for commercial farms where a business person may create income by selling locally-produced agricultural products.
  
- CE.G-4. Support urban agriculture endeavors in San Ysidro where consistent with other goals of the community plan and the city's General Plan.

## 8.8 Water

Water is provided to San Ysidro by the City of San Diego. The City depends on wholesale water supply by the San Diego County Water Authority (SDCWA). The SDCWA in turn, obtains most of its imported supply from the Metropolitan Water District (MWD). The City's South Bay Water Reclamation Plant contributes to the water supply by providing local wastewater treatment services and reclaimed water to the South Bay. Its distribution system consists of a pipeline in Dairy Mart Road which provides recycled water. As part of San Ysidro Community Plan update, a Water Supply Assessment (WSA) from the City of San Diego was prepared as a part of the update process.

### Policies

- CE.H-1 Promote the expansion of the reclaimed water distribution system to allow greater use of recycled water.
- CE.H-2 Utilize information, tools, and other resources from the City's Water Conservation Program to increase water conservation opportunities.
- CE.H-3 Require new development and redeveloping properties to use water conserving plant material and techniques to comply with the landscape water budget of the Municipal Code.
- CE.H-4 Require installation of recycled water infrastructure as a part of the development review process.

## **8.9 Watershed Urban Runoff Management**

Urban runoff is stormwater runoff generated from impervious surfaces associated with urbanization. The runoff picks up pollutants from city streets, parking lots, sidewalks, building roofs and other surfaces which then enter into the storm drains, creeks and other receiving waters. Citywide policies for urban runoff management are found in Section E of the General Plan Conservation Element.

Advances in urban runoff management practices now give more consideration to the small runoff quantities that have an erosive effect on local streams due to the longer duration and greater frequency of occurrence. The practice of managing these flows is referred to as hydromodification management.

### **Policies**

- CE.I-1 Manage storm water using Low Impact Development principles for development proposals, and include the most current restrictions/allowances for sustainable development and environmental maintenance.
- a. Consider topography, soils and other site features that are essential when planning for Low Impact Development design.
  - b. Incorporate sufficient land areas to locate storm water management facilities early in the development planning process
  - c. Include Low Impact Development practices such as bioretention, porous paving, and green roofs, early in the development process to find compatibilities with other goals, such as incorporating landscaped bio-retention features that could also enhance walkability.
- CE.I-2 Encourage the use of pervious materials in planting areas, driveways, and parking areas.
- CE.I-3 Design streets with sufficient right-of-way to implement quality design practices for runoff management.



- CE.I-4 Encourage private property owners to design or retrofit landscaped areas to better capture storm water runoff. See Public Facilities Element for more details.
- CE.I-5 Identify opportunities for additional hydromodification management measures such as preserving open space uses for areas that are natural sources of sediment supply for streams. Give particular attention to protecting steep canyon drainages that receive urban runoff from developed mesas.

## 9. Noise

CONTENTS: MOTOR VEHICLE TRAFFIC, RAIL NOISE, AND COMMERCIAL ACTIVITY NOISE

### GOALS

- **A community with acceptable noise levels**

### DISCUSSION

The Noise Element provides goals and policies to guide compatible land uses as well as the incorporation of noise attenuation measures for new uses to protect people living and working in the San Ysidro community from excessive noise. Because the application of policies related to noise is similar across communities, the General Plan provides the main policy considerations addressing this issue.

Noise-sensitive land uses are locations where the presence of unwanted sound could adversely affect the use of the land. These include residences, schools, lodging, libraries, religious facilities, nursing homes, playgrounds and parks. San Ysidro is an urban community with a variety of land uses as well as proximity to the busiest Land Port of Entry and major transportation facilities. The main sources of unwanted sound in the community are related to rail and freeway operations. Heavily travelled streets as well as certain activities associated with commercial and industrial land uses have the potential to generate unwanted noise.

Figure NE-1 Noise Contours Map illustrates the future noise contours from freeways and major roads in the community.

Community Noise Equivalent Level or CNEL is the noise rating scale used for land use compatibility. The CNEL rating represents the average of equivalent noise levels, measured in A-weighted decibels (dBA), at a location for a 24-hour period, with upward adjustments added to account for increased noise sensitivity in the evening and night periods. The A-weighted filter places a greater emphasis on frequencies within the range of the human ear. The General Plan provides compatibility guidelines for evaluating land

## San Ysidro Community Plan

### Noise

uses based on noise levels. The community is largely residential so noise effects on residential land uses are a broad concern. However, noise effects on other sensitive receptors are also important. Per the General Plan, residential uses are compatible at locations with an exterior noise exposure at or below 65dB with standard construction methods attenuating interior noise below 45db. Multi-family residential may be allowed at locations with an exterior noise exposure at or below 70 dBA if additional sound attenuation measures are included to reduce the interior noise levels to 45 dB. Typical attenuation measures are addressed in the General Plan.

### 9.1 MOTOR VEHICLE TRAFFIC, RAIL, AND COMMERCIAL NOISE

#### *Motor Vehicle Traffic Noise*

Vehicle traffic noise is directly related to the traffic volume, speed, and mix of vehicles. The three freeways that surround the community (State Route 905, Interstates 5 and 805) are the primary sources of motor vehicle noise within the community. Because commercial trucks generate more noise than cars and light trucks they can have a proportionately greater noise impact. Potential sources of truck traffic are the commercial and industrial areas in the community.

The Port of Entry poses to be a central source for motor vehicle noise. The sheer volume of traffic crossing the border, idling vehicles on the freeway or local streets near the Port of Entry, and the buses that service the area make this a notable location for noise.

#### *Rail Noise*

The trolley and cargo train both utilize the rail that runs diagonally through the community adjacent to residential uses, parks, open space, schools, commercial business and the Port of Entry. The rail is a potential source of noise throughout the day impacting many residents and uses within the community.



*Commercial Activity*

Where residential and other sensitive receptor uses are present or proposed, the potential for noise impacts from commercial activities are important to evaluate, such as deliveries during late night and early morning hours that generate noise that can affect the nearby residential uses. As new housing is built as part of mixed use projects in the village areas and along Beyer Blvd and San Ysidro Blvd more attention to site design and noise attenuation will be necessary to reduce nuisances with other uses.

**Policies**

- NE.A-1 Site structures so as to minimize noise and visual impacts from the adjacent freeways and rail while reflecting the lot configuration of the adjacent neighborhood.
- NE.A-2 Reducing the effect from commercial activity noise involves site planning and integrating noise attenuation measures in new buildings that will reduce interior sound levels. Refer to General Plan Policies NE-E-1 through NE-E6.





## 10. Historic Preservation

CONTENTS: IDENTIFICATION & PRESERVATION | EDUCATION, BENEFITS & INCENTIVES | HISTORIC AND CULTURAL HERITAGE TOURISM

### GOALS

- **Recognize, preserve and rehabilitate architecturally significant buildings, districts, landscaped areas, archeological sites, and urban environment.**

### DISCUSSION

San Ysidro has played an important role in the City of San Diego's agricultural and international tourism history. The community contains a number of potential historic resources that date primarily to the Little Landers farming period of the 1910s. San Ysidro has been a residential area enhancing the economy along the border, and primarily housing working class Mexicans since the mid-twentieth century. The community's connection to the rest of the city and region via railroad, interurban electric streetcars, and freeways has provided access to employment and leisure activities for residents of the community, and commerce for San Ysidro's establishments. Over time the character of the area has developed to include residential subdivisions and strip malls, but the heart of old San Ysidro, including its Craftsman bungalows and city park, remains largely unaltered.

This Element contains specific recommendations to address the history and cultural resources unique to San Ysidro in order to encourage appreciation of the community's history and culture. These policies along with the General Plan policies provide a comprehensive historic preservation strategy for Ocean San Ysidro. A complete discussion of the community's Prehistory and History can be found in the Historic Context Statement (Appendix C).

## **10.1 IDENTIFICATION AND PRESERVATION**

San Ysidro contains a variety of property types and architectural styles reflecting the significant themes and associated periods of development in the community. Identified themes discussed in the historic context statement (Appendix C) include:

- Pre-History and Spanish Period (1800-1922)
- Rancho Period and Early Border History (1822-1908)
- An Agricultural Community (1906-1964)
- Development of a Border Town (1916-1956)
- Annexation to the City of San Diego (1957-Present)

Within each era, growth and evolution of the built environment in San Ysidro is discussed relative to the Residential Development, Commercial Development, and Institutional and Government Development.

### *Designated Historical Resources*

Three buildings in San Ysidro are listed on the San Diego Historic Register. This includes the following:

- HRB #236, El Toreador Motel, 631 San Ysidro Boulevard
- HRB #451, San Ysidro Public Library, 101-105 San Ysidro Boulevard
- HRB #820, Harry and Amanda Rundell House, 123 East Seaward Avenue

In addition, the U.S. Custom House located on the U.S./Mexico border is listed in the National Register of Historic Places. Properties found to be potentially significant through the reconnaissance survey, highlight those properties which may contribute to a potential historic district, or which may be potentially significant as an individual property. This survey is provided along with the Historic Context Study found in Appendix X (*Not include with Discussion Draft*).

The valleys and mesas of the Tijuana River Valley including the area of San Ysidro were relatively undisturbed throughout the Spanish period. The Ranch Period and Early Border History (1822 – 1908) is important as the earliest period of Anglo settlement in the San Ysidro area, including the brief existence of the first American town (Tia Juana City) on the north side of the Tijuana River, as well as establishment of the first ranches. Of these ranches, the Belcher homestead is the oldest surviving building in San Ysidro, and continues to be used. Other than the ranchos, there was no development in the area until after the Treaty of Guadalupe Hildago in 1848 which established the US/Mexican border south of San Ysidro. By the mid 1860s, temporary markers were erected at 258 locations across the 1,200 mile border between Brownsville, Texas and San Diego. Border Monument 255 can still be seen today and is located near the Port of Entry Building.

Following the floods of the late 19th century, settlers re-established their homesteads and the small town that had started to develop along the U.S./Mexico border. The small town became an agricultural community in the model of the Country Life Movement, and was known as the Little Landers' Colony No. 1 (Little Landers) at San Ysidro. The town was named San Ysidro after the original rancho grant along the Tia Juana River Valley, which had been named for the patron saint of farmers. The Little Landers colony struggled in its early years due to the availability of water, but by 1912 the community was well established. Dairies carried on the agricultural business in San Ysidro after the collapse of Little Landers, and maintained a rural belt around the town for a number of years. Agricultural uses continued in San Ysidro after World War II as border traffic in San Ysidro related to tourism and commercial interests increased. The Little Landers Colony is important because of the earliest development of the present-day town of San Ysidro, including construction of the original neighborhood of Craftsman homes, some of which are still extant. The city park and a few early commercial buildings were also established during this period. The earliest infrastructure and transportation systems were also established at this time, laying the basis for further property development in the town. The parcel and street layout of the old town area are due in large part to the Little Landers Colony.

The history of San Ysidro is intimately connected to the history of the U.S./Mexican border. As the agricultural community of Little Landers waned, the community evolved with a new focus on border activity, entertainment, tourism, and civic development. The following section highlights the impact of events, people, and border activity on the development of San Ysidro. The Development of a Border Town period is important for addressing the needs of a growing population of both residents and tourists from California and Mexico. Americans were attracted into the area because of recreational gambling and horse racing just over the border in Tijuana, Mexico, while both Americans and Mexicans were attracted to agricultural employment opportunities in and around San

## San Ysidro Community Plan

### Historic Preservation

Ysidro. Consequently, the era saw the further construction of single-family residences in the original platted neighborhood, as well as multifamily housing like the first small apartment buildings and bungalow courts. Commercial development also expanded greatly along San Ysidro Boulevard, and many of these commercial properties remain extant. Institutional facilities, such as the Customs House, public library, and churches were established to service the tourists and/or residents. The town was now a full-fledged city that supported the various economic, social, religious, and recreational needs of the residents and visitors.

Water concerns from San Ysidro residents and commercial owners precipitated the idea of annexation, the City of San Diego as a whole recognized the importance of the border to the region and voted for annexation in 1957. San Ysidro continued to play an important role in the local, regional, and national economy as the border crossing became the busiest crossing in the U.S. in 1988. The Annexation period is important because it represents the transition of a small, relatively sleepy border town to a bustling community, which is today characterized by a heavy influence of Mexican culture and primarily Mexican residents. Further expansion of the transportation infrastructure between San Diego and the border has encouraged the growth in the amount of travel between Mexico and California. Development of subdivisions and commercial areas in San Ysidro are indicators of various cultural, economic, and political changes in the last fifty or so years that have promoted both commerce and residency on the U.S. side of the border.

Historic and cultural preservation efforts can be some of the most effective tools used to maintain the character of the community while stimulating civic pride and inspiring new businesses. San Ysidro is well positioned to benefit from its history. San Ysidro recognizes the benefits associated with preserving historic resources and creating additional destinations for visitors and residents. Holding cultural events by local organizations and conducting walking tours are methods to increase interest in San Ysidro. Preservation and promotion of these resources could continue to help create new businesses, provide job opportunities, and increase property values by inspiring local job creation, generating tax revenue from consumer purchases, supporting small businesses, and enhancing quality of life and community character.



## Policies

- HR.A-1 Conduct subsurface investigations at the project level to identify potentially significant archaeological resources in San Ysidro.
- HR.A-2 Protect and preserve significant archaeological resources. Refer significant sites to the Historical Resources Board for designation.
- HR.A-3 Ensure adequate data recovery and mitigation for adverse impacts to archaeological and Native American sites at the project level. In order to determine ethnic or cultural significance of archaeological sites or landscapes to the Native American community, meaningful consultation is necessary.
- HR.A-4 Include measures during new construction to monitor and recover buried deposits from the historic period and address significant research questions related to prehistory.
- HR.A-5 Identify, designate, preserve, and restore historical buildings in San Ysidro and encourage their adaptive reuse.
- HR.A-6 Catalogue and preserve historic street lighting and furniture. Maintain and preserve other non-structural features of the historic and cultural landscape, such as sidewalk scoring and coloring, sidewalk stamps and landscaping.
- HR.A-7 Encourage the reuse of materials and the adaptation of historically significant structures to help sustain the community character.
- HR.A-8 Preserve notable landmarks and areas of historic, architectural or aesthetic value.
- HR.A-9 Promote the preservation of buildings and features that provide continuity with the past.
- HR.A-10 Encourage new buildings to express a variety of architectural styles, but to do so with full awareness of, and respect for, the height, mass, articulation and materials of the surrounding historic buildings and culturally significant resources.
- HR.A-11 Look to historic buildings for design and architectural ideas and inspiration.

## **10.2 EDUCATION, BENEFITS AND INCENTIVES**

Revitalization and adaptive reuse of historic buildings and districts has many benefits. These include conservation of resources, use of existing infrastructure, local job creation and tax revenue from consumer purchases, supports small business development and heritage tourism, and enhances quality of life and community character.

There are a number of incentives available to owners of historic resources to assist with the revitalization and adaptive reuse of historic buildings and districts. The California State Historic Building Code provides flexibility in meeting building code requirements for historically designated buildings. Conditional Use Permits are available to allow adaptive reuse of historic structures consistent with the U.S. Secretary of the Interior's Standards and the character of the community. The Mills Act, which is a highly successful incentive, provides property tax relief to owners to help rehabilitate and maintain designated historical resources. Additional incentives recommended in the General Plan, including an architectural assistance program, are being developed and may become available in the future. In addition to direct incentives to owners of designated historical resources, all members of the community enjoy the benefits of historic preservation through reinvestment of individual property tax savings into historical properties and an increased historic tourism economy. There is great opportunity to build on the existing tourism base drawn to the community's unique cultural influence in the region and its bi-national location by highlighting and celebrating the rich history of San Ysidro.

In addition to General Plan Historic Preservation Element Policies, the following recommendations are specific to San Ysidro for implementation of educational opportunities and incentives for preservation of the community's historical resources.

**Policies**

- HR.B-1 Provide opportunities for education and interpretation of San Ysidro’s history through the distribution of printed brochures and walking tours, and the installation of interpretative signs, markers, displays, and exhibits at public buildings and parks. (Cross reference Wayfinding policies in Urban Design Element)
- HR.B-2 Promote the maintenance, restoration, rehabilitation and continued private ownership and utilization of historical resources through a variety of financial and development incentives.
- HR.B-3 Continue to use existing incentive programs and develop new approaches, such as architectural assistance and relief from setback requirements through a development permit process, as needed.
- HR.B-4 Expand cultural heritage tourism opportunities, such as the preservation of the San Ysidro Blvd Village area and encourage its use as a mixed-use entertainment venue. Conduct walking tours of historical resources, and protect historical properties and cultural assets.
- HR.B-5 Partner with interested parties to promote conservation, restoration, educational programs/tours, stewardship, and create cultural tourism programs focusing on the community’s heritage.

## A. Appendix: San Ysidro Street Tree Guidelines

CONTENTS: COMMUNITY CORRIDORS | NEIGHBORHOOD AND DISTRICT STREET TREES | STRATEGIES |  
GUIDELINES FOR CORRIDOR STREETS AND LANDSCAPE DISTRICTS

### A.1 STREET TREES

Street trees provide design and aesthetic benefits by visually unifying streets and continuity within neighborhoods and the community. Street trees help create a physical community character, reduce the heat gain and glare effects of the built environment, and provide fresh air and shade. The tree planting recommendations consider environmental characteristics including climate, exposure, maintenance requirements, existing plantings, views, and existing development. This streetscape program encompasses both a communitywide and neighborhood scope.

#### *Community Corridors*

Principal thoroughfares will be consistently planted with selected theme trees to establish strong, recognizable corridors and neighborhoods. Table 1 identifies the Theme Trees for corridors within San Ysidro. The Theme Trees are the dominant species and will establish the character of the street. However, the Alternate Trees are appropriate for particular streets when conditions for the Theme Tree are inappropriate, or when there is a need to separate the dominant species for disease prevention purposes.

#### *Neighborhood and District Street Trees*

The street tree selection for neighborhoods and districts follows the boundaries set forth by the Districts Map and include: San Ysidro West Neighborhood, San Ysidro North Neighborhood, Sunset Neighborhood, El Pueblito Viejo Village, Beyer Hills Neighborhood, San Ysidro South Neighborhood, Border Village District, Port of Entry District, Wholesale Industrial District, and San Ysidro Commercial District.



## San Ysidro Community Plan

### Appendix: San Ysidro Street Tree Guidelines

The street tree selection distinguishes each district/neighborhood and the palettes identified in Table 2 are based on the unique natural and built environments of these areas and include species that are already present and performing well. For streets without a strong existing pattern or there is not a dominant or theme tree; any of the listed trees within that district selection can be established as the theme tree for a particular block, street or area.

Existing sidewalks in San Ysidro are predominately contiguous without planted parkways. Neighborhood street trees are planted within the front yard in many cases. This allows larger trees to be planted, as they are not bound by parkway widths. Street tree planting is encouraged in the public right of way, but can also be considered for use in front or side yards of private property. Consistent tree planting within neighborhoods will help to foster a cohesive sense of place. Street trees in residential areas should focus on providing shade for homeowners and pedestrians while considering ease of maintenance. Within commercial areas balance the need for shade and canopies with commercial visibility. In Industrial zones have trees focus on screening unsightly activities or large blank walls.

#### A.2 STRATEGIES

- Encourage neighborhoods and business associations to organize and implement tree planting programs consistent with the Landscape Districts recommendations. Selecting one or two tree species, from the Landscape District list, for each neighborhood street or block is recommended to create local continuity and identity.
- Existing street tree planting adjacent to community parks and schools is minimal. Work with the local School Districts, the Park and Recreation Department, community residents, students and private non-profit organizations, such as People for Trees, to implement the streetscape recommendations in these areas. This effort, alone, will have a significant positive impact on the community, and can serve as a catalyst for additional tree planting.
- Provide landscape parkways between the curb and sidewalk in new developments and maintain existing parkways. Provide street trees in mixed-use and Village areas. Consider use of tree grates in areas with high level of pedestrians and where an urban scale may be more appropriate than parkways. Streets where sidewalks widths cannot be expanded, such as along San Ysidro Blvd in the Village area consider tree wells that pop out at corners or between parking spaces.



### A.3 GUIDELINES FOR CORRIDOR STREETS AND LANDSCAPE DISTRICTS

All street trees shall be selected per the Citywide Landscape regulations and the Landscape Technical Manual and Implement standard size of street trees per citywide landscape regulations and standards.

1. All plant material should be installed per the standards of the applicable landscape regulations and standards.
2. Palms should be a minimum of 8 feet (brown trunk) in height.
3. Flexibility of tree placement to facilitate commercial visibility may be approved by the Development Services Director.
4. Tree grates shall be American Disabilities Act approved where necessary to provide required clear path.
5. Use alternate trees when overhead wires are present.
6. Where site conditions do not allow the installation of street trees in the public right of way due to a right of way width of less than 10 feet or utility conflicts, street trees may be located on private property.
7. Pruning of trees should comply with the standards of the National Arborist Association according to Class I Fine Pruning
8. Highlight community and neighborhood gateway areas by clustering street trees with accent trees in these locations.
9. For species of pines, palms, etc. not specifically identified on Table 1 require approval of Development Services, and Park and Recreation Departments.
10. Preserve and enhance existing strong tree patterns.
11. Where there is no obvious primary street tree, select from Table 2 or, if necessary, the City's Street Tree Selection Plan. Primary trees selected for future development should provide adequate shade and canopies.
12. If palms, cypress, eucalyptus or pines create an existing unifying theme along a street, use these trees as accent trees for new development near corners or driveways to help transition the street to a new street tree while maintaining a unifying tree theme.
13. Use street trees to help with wayfinding. Use specific accent trees to identify paseo entrances, pocket parks, and other outdoor spaces while maintaining a primary street tree theme.

## San Ysidro Community Plan Update

### Appendix: San Ysidro Street Tree Guidelines

**TABLE 1: COMMUNITY CORRIDOR STREET TREE LIST**

**Landscape District Street Tree List**

| Map Key | Landscape District  | Tree Botanical Name             | Tree Common Name    |
|---------|---------------------|---------------------------------|---------------------|
| 1       | South Neighborhood  | Jacaranda mimosifolia           | Jacaranda           |
|         |                     | Cupaniopsis anacardioides       | Carrotwood          |
|         |                     | Callistemon citrinus            | Lemon Bottle Brush  |
|         |                     | Washingtonia robusta            | Mexican Fan Palm    |
| 2       | West Neighborhood   | Cupaniopsis anacardioides       | Carrotwood          |
|         |                     | Callistemon citrinus            | Lemon Bottle Brush  |
|         |                     | Olea europaea                   | Olive “fruitless”   |
|         |                     | Pyrus kawakamii                 | Evergreen Pear      |
|         |                     | Magnolia grandiflora 'St. Mary' | St. Mary's Magnolia |
| 3       | Sunset Neighborhood | Pyrus calleryana                | Bradford Pear       |
|         |                     | Magnolia grandiflora 'St. Mary' | St. Mary's Magnolia |
|         |                     | Eucalyptus torquata             | Coral Gum Tree      |
|         |                     | Cupaniopsis anacardioides       | Carrotwood          |
|         |                     | Syagrus romanzoffianum          | Queen Palm          |



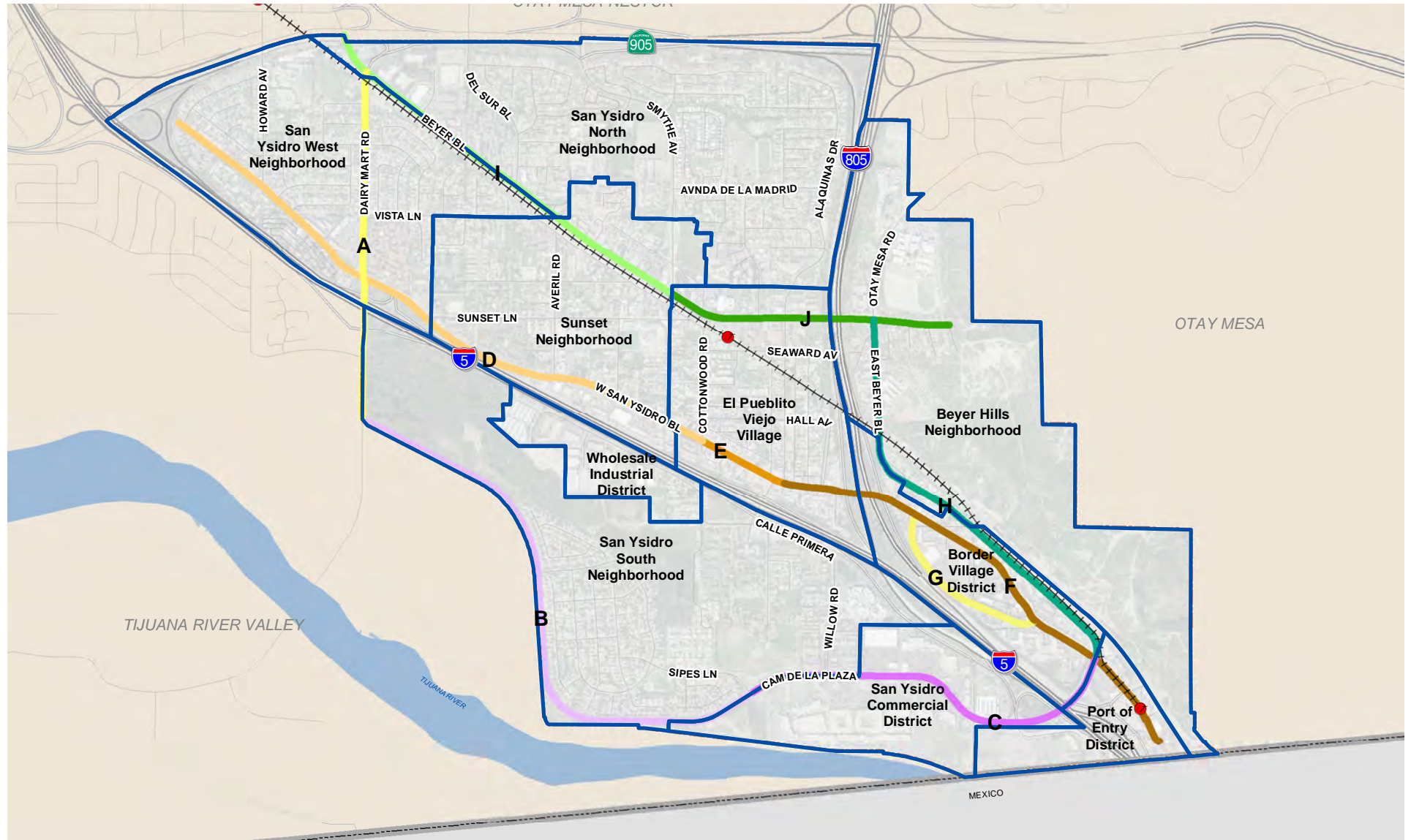


# San Ysidro Community Plan

## Appendix: San Ysidro Street Tree Guidelines

|   |                           |   |  |
|---|---------------------------|---|--|
| 4 | El Pueblito Viejo Village | <i>Callistemon citrinus</i><br><i>Cupaniopsis anacardioides</i><br><i>Jacaranda mimosifolia</i><br><i>Platanus racemosa</i><br><i>Lagerstroemia indica</i><br><i>Syagrus romanzoffianum</i> | Lemon Bottle Brush<br>Carrotwood<br>Jacaranda<br>California Sycamore<br>Crape Myrtle (Alleys/Paseos)<br>Queen Palm (Alleys/Paseos) |
| 5 | Beyer Hills               | <i>Jacaranda mimosifolia</i><br><i>Melaleuca linarifolia</i><br><i>Cupaniopsis anacardioides</i><br><i>Lagerstroemia indica</i><br><i>Syagrus romanzoffianum</i>                            | Jacaranda<br>Flaxleaf Paperbark<br>Carrotwood<br>Crape Myrtle<br>Queen Palm  |
| 6 | Border Village District   | <i>Magnolia grandiflora</i> 'St. Mary'<br><i>Platanus racemosa</i><br><i>Cupaniopsis anacardioides</i><br><i>Jacaranda mimosifolia</i><br><i>Syagrus romanzoffianum</i>                     | St. Mary's Magnolia<br>California Sycamore<br>Carrotwood<br>Jacaranda<br>Queen Palm  |
| 7 | Commercial District       | <i>Tristania conferta</i><br><i>Fraxinus uhdei</i><br><i>Afrocarpus gracilior</i><br><i>Platanus racemosa</i><br><i>Washingtonia robusta</i>  | Brisbane Box<br>Ash<br>African Fern Pine<br>California Sycamore<br>Mexican Fan Palm  |

|   |                               |   |   |
|---|-------------------------------|---|---|
| 8 | South Neighborhood            | <i>Pyrus calleryana</i><br><i>Tristania conferta</i><br><i>Tipuana tipu</i><br><i>Callistemon citrinus</i><br><i>Platanus racemosa</i><br><i>Syagrus romanzoffianum</i> | Bradford Pear<br>Brisbane Box<br>Tipu Tree<br>Lemon Bottle Brush<br>California Sycamore<br>Queen Palm |
| 9 | Wholesale Industrial District | <i>Cinnamomum camphora</i><br><i>Platanus racemosa</i><br><i>Afrocarpus gracilior</i>   | Camphor Tree<br>California Sycamore<br>African Fern Pine  |



- LEGEND**
- Community Plan Boundary
  - District Boundaries
  - Trolley Stop
  - Light Rail
  - A - DAIRY MART RD
  - B - CAMINO DE LA PLAZA
  - C - CAMINO DE LA PLAZA
  - D - WEST SAN YSIDRO BLVD
  - E - WEST SAN YSIDRO BLVD
  - F - EAST SAN YSIDRO BLVD
  - G - BORDER VILLAGE RD
  - H - EAST BEYER BLVD
  - I - BEYER BLVD (DAIRY MART TO SMYTHE)
  - J - BEYER BLVD (EL PUEBLITO VIEJO VILLAGE)

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Street Trees

