

Land Use Element | 2



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DISCUSSION

The Land Use Element establishes the distribution and pattern of land uses throughout the community along with associated residential densities. Refer to **Figure 2-1 Land Use Map** for land use designations. The Land Use Element 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, the Land Use Element includes policies for focus areas where development is encouraged through higher intensity zoning and policies to encourage development. The policies provide direction for new development to meet the community's land use vision.



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
- 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
- A community with acceptable noise levels

“The heralding of a critical 21st Century U.S.-Mexico alliance along our shared border testifies to the grandness of San Ysidro, an enduring Native Californian coastal passageway, our world’s most engaged land crossing, and a region inextricably linked by trade, familial ties, and ancient roots.”

- Miguel Aguirre, San Ysidro Business Owner

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 2-1 Land Uses**.

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

Table 2-1: Land Uses

LAND USE	ACREAGE	PERCENTAGE
Low-Density Residential (5-10 dwelling units/net acre)	303	23%
Low-Medium Density Residential (10-15 dwelling units/net acre)	219	16%
Low-Moderate Density Residential (10-22 dwelling units/net acre)	32	2%
Medium-Density Residential (15-30 dwelling units/net acre)	84	6%
Community Commercial/Residential permitted	60	5%
Community Commercial/Residential prohibited	78	6%
Regional Commercial	91	7%
Heavy Commercial	26	2%
Industrial	38	3%
Open Space	177	13%
Park	68	5%
Institutional	144	11%
Note: Including freeway and trolley rights-of-way, the total planning area acreage is approximately 1,861 acres.		

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 2-2 Community Plan Land Uses Density and Intensity**. Each land use designation also contains a maximum building intensity for non-residential uses and a density range for residential uses. Zone designations are used where use and development standards correlate to the applied zoning program.

Table 2-2: 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	

Table 2-2: Community Plan Land Uses Density and Intensity (continued)





LAND USE DESIGNATION	USE CONSIDERATION	DESCRIPTION	DENSITY RANGE (DU/AC OR FAR)*	
Residential - Low	None	Provides for both single-family and multifamily housing within a low-density range.	5 - 10 du/ac	
Residential - Low Medium 1	None	Provides for both single-family and multifamily housing within a low- medium-density range.	10 - 15 du/ac	
Residential - Low Medium 2	None	Provides for both single-family and multifamily housing within a low- moderate-density range in the El Pueblito Viejo Village.	10 - 22 du/ac	
Residential - Medium	None	Provides for multifamily housing within a medium-density range.	15 - 30 du/ac	

Table 2-2: Community Plan Land Uses Density and Intensity (continued)








LAND USE DESIGNATION	USE CONSIDERATION	DESCRIPTION	DENSITY RANGE (DU/AC OR FAR)*	
Community Commercial	Residential Permitted	Provides for shopping areas with retail, service, civic, and office uses for the community. 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 1.0-3.0 FAR	
	Residential Prohibited	Provides for shopping areas with retail, service, civic, and office uses for the community.	.75-2.0 FAR	
Regional Commercial	Residential Prohibited	Serves an area beyond the community, 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.	2.0 FAR	

Table 2-2: Community Plan Land Uses Density and Intensity (continued)

LAND USE DESIGNATION	USE CONSIDERATION	DESCRIPTION	DENSITY RANGE (DU/AC OR 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: colleges, university campuses, communication and utilities, transit centers, schools, libraries, police and fire facilities, post offices, park-and-ride lots, government offices and civic use.	N/A	
Neighborhood Village	Residential Required	Provides housing in a mixed-use setting and convenient shopping, civic uses, as an important component, and services.	15 - 44 du/ac .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	

*Residential density is measured in the ratio between the site acreage and total amount of dwelling units, referred to as dwelling units per acre (DU/ AC). Non-residential intensity is measured in the ratio between the site square foot area and the building floor area which is referred to as floor area ratio (FAR). Floor Area Ratio (FAR) is assigned by the underlying zone and subject to zoning regulations.

POPULATION DENSITY

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

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, See **Figure 2-1 Land Use Map**.

The San Ysidro Community Plan 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, see **Figure 2-2 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. 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.

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 Community 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.

ENVIRONMENTAL JUSTICE

Environmental justice is defined in federal and state law as “the fair treatment of people of all races, cultures, and income levels with respect to the development, adoption, implementation, and enforcement of environmental laws, regulations, and policies.” **The General Plan Land Use Element Section I** is dedicated to environmental justice and provides a policy framework for achieving equity and balance within our land use plans.

Environmental justice is achieved when everyone, regardless of race, culture, gender, disabilities, or income, enjoys the same degree of protection from environmental and health hazards. Furthermore, it is achieved when everyone has equal access to, and meaningful participation in, the decision-making process to have a healthy environment in which to live, learn, and work. Environmental justice is more than an important goal in land use and transportation planning; it is a prerequisite in obtaining federal transportation funds and other grant monies. Additionally, the state of California has an expectation that local governments will adopt policies to ensure the provision of the equitable distribution of new public facilities and services, and to expand opportunities for transit-oriented development, among other considerations. The design and use of the built environment plays a critical role in public health and environmental justice. Factors that affect individuals’ health are influenced by the aspects of the Community Plan. For example, the Community Plan can affect how often people walk, ride a bike, drive a car, or take public transportation; their access to healthy

Figure 2-1: Land Use Map

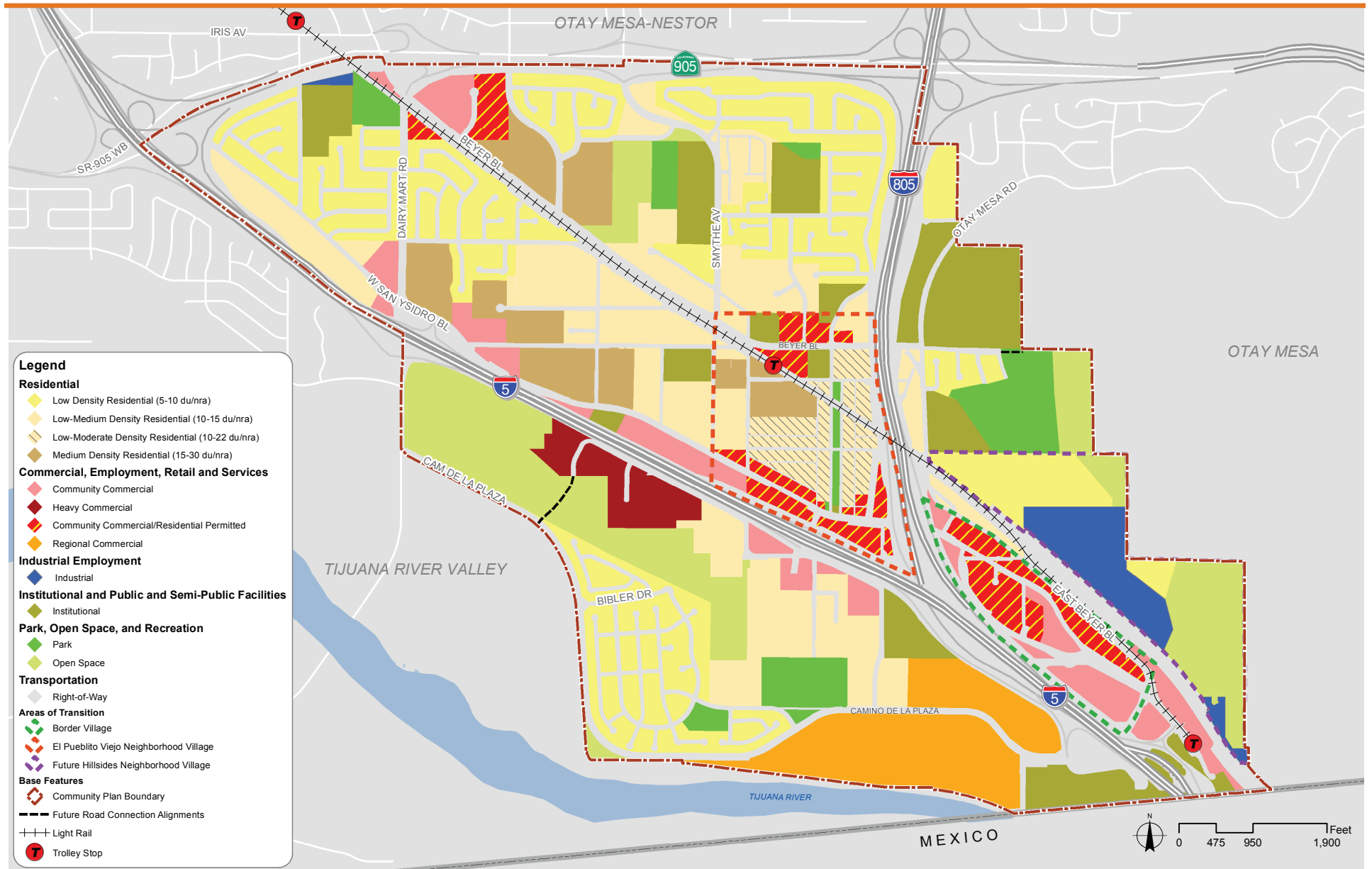
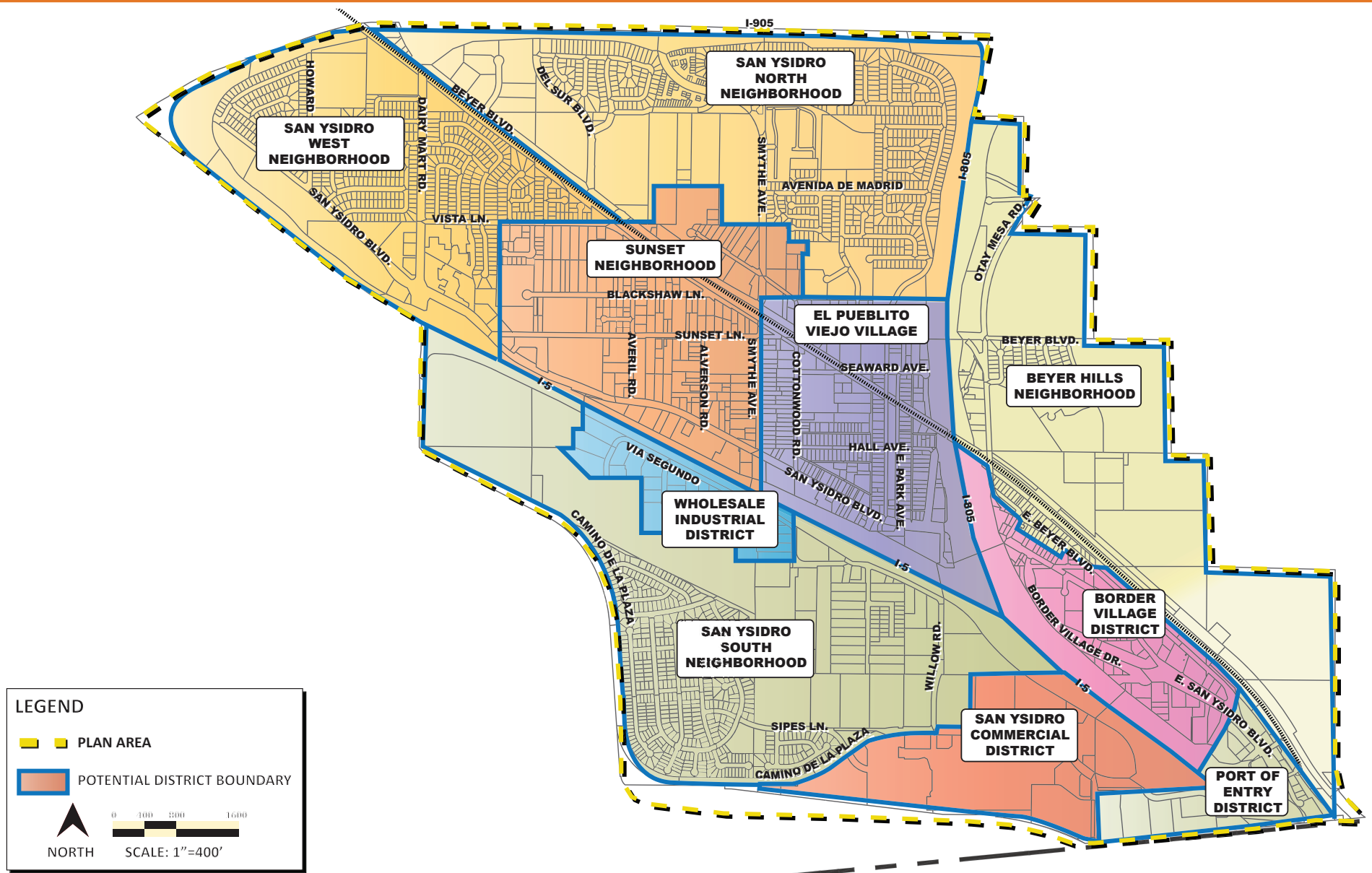


Figure 2-2: District Map



food; and the quality of their air and water. The Community Plan policy aims to minimize public health risks and address environmental justice concerns to improve the living conditions and foster better physical health and well being in San Ysidro.

2.2 HOUSING

HOUSING AND DESIGN

Approximately 30 percent of San Ysidro's existing housing stock are 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 2.7.

The majority of housing in San Ysidro is multifamily. The Plan envisions 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 is not sensitively designed and disrupts 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.

HOUSING AND COMMUNITY

Residents are committed to living as a community and new housing should encourage this through 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, playgrounds, common kitchens, and living spaces.

Alternative housing options, such as co-housing, a type of collaborative housing in which residents actively participate in the design and operation of their own neighborhoods, or senior housing, are options being considered

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. The Plan supports community-oriented housing, which provides access to health services and non-profit support, and which promotes aging together with mutual help. For additional residential and housing related policies cross reference SYCP Element Sections 3.2, 4.3, 4.4, 4.5 and GP Element Sections LU-H, UD-B; UD-C.

- 2.2.1 Develop residential uses in the community within the context of the neighborhood vision. Additional design considerations should be accommodated when sites provide cultural, architectural, or potential historic significance and/or are within a prominent location, such as a gateway into the community or neighborhood.
- 2.2.2 Preserve and rehabilitate existing single-family homes within the single-family neighborhoods to maintain neighborhood character.
- 2.2.3 Upgrade existing single-family and multifamily residential developments while maintaining the historic atmosphere within the residential component of El Pueblito Viejo Village and Hill Street.
- 2.2.4 Articulate multifamily structures to provide each unit with its own identity to avoid massive, monolithic structures, and use pedestrian paths to link the development to sidewalks, commercial amenities, parks, and schools.
- 2.2.5 Provide public recreation and open areas within the developments.
- 2.2.6 Provide well-landscaped parking areas and include covered parking with closed storage for resident needs.

2.2.7 Site structures to preserve and enhance public scenic vistas and open space areas, particularly those areas with views of Tijuana, the Tijuana River Valley, and the Pacific Ocean.

2.2.8 Protect the single-family character of the existing adjacent neighborhoods by requiring sensitive project planning and design to accommodate sufficient setbacks, landscaping, and buffering.

2.2.9 Site design of residential structures for large sites and consolidated lots should reflect the configuration of the adjacent neighborhood.

2.2.10 Design new housing in San Ysidro South Neighborhood to reduce impacts to natural habitat within the Dairy Mart Ponds natural habitat (also see 8.2).

2.2.11 Provide housing options that explore and model innovative approaches to environmental and social sustainability while meeting the needs of the community. Support housing which:

- a. Provides alternative housing options, such as co-housing, eco-villages that are focused on sustainability, or cooperative living, where units share common facilities.
- b. Embraces the spirit of cooperative and sustainable living in an effort to provide a more affordable, cultural, and ecological lifestyle.
- c. 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.

2.2.12 Provide housing in a mixed-use commercial setting to create lively commercial centers in village areas (also see 2.5).



Housing located near public transit and recreational spaces enhances a neighborhood.

- 2.2.13 Ensure that the residential and mixed-use developments are compatible with adjacent land uses and provide quality site planning and design (also see 4.3).
- 2.2.14 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.
- 2.2.15 Establish residential rehabilitation programs and provide incentives for neighborhood improvements. Design these programs to enable existing residents to remain in the community after it is improved.
- 2.2.16 Create synergy between all land uses by providing a balance and mix of use types.

2.3 COMMERCIAL & INDUSTRIAL USE

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 (i.e. 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 I-5. San Ysidro Boulevard, Border Village Drive, Camino de la Plaza, Beyer Boulevard, and Dairy Mart Road are the main commercial corridors within San Ysidro, and store frontages should be placed facing the these streets. The commercial

uses along corridors within the Village areas are further described in Section 2.5 Villages Areas and Section 2.6 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 consist of strip commercial centers. These commercial areas are stable, serve the general community, and are visible from Interstate-5, 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 benefit the neighborhood by reducing visual clutter and beautifying the area.

The properties along Precision Way in the San Ysidro North Neighborhood have been designated for Community Commercial with a portion envisioned for mixed-use. Originally developed as an industrial park, the area is transitioning to one that provides community commercial serving uses. The Plan envisions this area with commercial uses to serve the local residents.

REGIONAL COMMERCIAL

The San Ysidro Commercial District is located west of Interstate 5 along the border and consists of factory outlet malls. The outlet malls have expanded in this district and have been successful in attracting regional and bi-national shoppers and tourists traveling to and from Mexico.

HEAVY COMMERCIAL/INDUSTRIAL

The Wholesale Industrial District is designated Heavy Commercial and is primarily characterized by multi-tenant industrial buildings, containing light manufacturing, wholesale warehouse, distribution, and various retail uses including a popular grocery store and swap meet. Industrial uses have been affected by the changing market conditions due to industrial growth in

Otay Mesa. Adjacent industrial areas at Calle Primera and Via Segundo could have commercial 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. Although the neighboring Otay Mesa's Prime Industrial sub regional center along the border has limited San Ysidro's industrial growth, there remains potential for limited industrial growth, due to good railroad and highway access. For additional commercial and industrial related policies cross reference SYCP Element Sections 3.4, 4.3, 5.8, 5.9 and GP Element Sections LU-H, UD-B, UD-C.

- 2.3.1 Improve the appearance of dilapidated commercial structures and upgrade the landscaping.
 - Site store frontages should face the main commercial corridors in order to maintain character and improve the pedestrian nature of the commercial areas. Refer to the Urban Design Element for more detail.
- 2.3.2 Promote community-serving commercial uses with the San Ysidro South, West, and Sunset Neighborhoods to serve resident needs.
- 2.3.3 Support the outlet centers as tourist-oriented commercial uses and encourage rehabilitation of older structures and maintenance of existing centers (also see 4.4).
- 2.3.4 Provide for the reuse of the industrial buildings for commercial uses.
- 2.3.5 Attract and market new light industrial businesses that minimize environmental impacts and diversify San Ysidro's economy (also see 5.9.2).



Various commercial centers in San Ysidro.



- 2.3.6 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 (also see 3.4.20).
- 2.3.7 Support the extension of Calle Primera to Dairy Mart Road to provide better access to the Wholesale Industrial District (also see 3.4 and 5.9).
- 2.3.8 Redevelop the Precision Park Lane properties to include community commercial uses that support the residential neighborhood.
 - a. Commercial uses should buffer residential uses from the freeway.
 - b. Access from Del Sur should be incorporated into the redevelopment for better connectivity to the adjacent neighborhood.

2.4 INSTITUTIONAL USES & PUBLIC FACILITIES

Institutional uses and public facilities are major land uses and can be a catalyst for investment in neighboring properties. Refer to Public Facilities, Services, & Safety, and Economic Prosperity Elements for more detail. For additional institutional uses and public facilities related policies cross reference SYCP Element Sections 6.1 and the GP Public Facilities Element Sections D-O.

- 2.4.1 Promote Institutional uses, including vocational schools, to provide local opportunities for continuing education.

2.5 VILLAGE AREAS

San Ysidro has two neighborhood villages El Pueblito Viejo Village, and the Border Village District (also see **Figure 2-2 District Map**).

EL PUEBLITO VIEJO VILLAGE

Originally a small neighborhood of circa 1920 homes, El Pueblito Viejo Village 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 “the heart”, and has provided the community’s small-scale, single and multifamily, village character.

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 multifamily character of the residential area. The Beyer Trolley Station parking lot presents a potential joint development opportunity for redevelopment. North of Beyer Boulevard, includes the well-maintained San Ysidro Health Center and aging commercial uses with mixed-use redevelopment potential. There are a number of vacant lots near the Beyer Trolley Station that could accommodate future housing and mixed-use projects. The small commercial district along West Olive Drive where excess right-of-way could accommodate additional Village parking and could 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 been 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 Boulevard includes the San Ysidro Health Center and neighborhood serving commercial uses. The plan envisions this commercial area to transform into a mixed-use component of the Beyer Trolley Station transit area.

EL PUEBLITO VIEJO SPECIFIC PLAN

A Specific Plan for the El Pueblito Viejo Village area would further guide development within this area to implement this Plan’s Village strategy to create a thriving, mixed-use urban environment that provides multiple opportunities for living, working and enrichment. The foundation for the Specific Plan will utilize the underlying land use and zoning proposed as part of the Community Plan, however, a Specific Plan will tailor these standards to respond to the unique opportunities associated with the Beyer Boulevard Trolley Station, the San Ysidro Boulevard commercial area, the surrounding residential neighborhood, and the Beyer commercial area. The Specific Plan will generate realistic concepts that consider the parking, infrastructure, economic, and design opportunities and constraints for the El Pueblito Viejo Village area to encourage catalyst projects to stimulate village development.

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 in this area are helping to reestablish it as the “Main Street.” This corridor is essential to the El Pueblito Viejo Village character, which includes minor or no front setbacks and primarily 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. For additional housing, village and mixed-use related policies cross reference SYCP Element Sections 2.2, 3.2-3.6, 4.4-4.9, 5.7 and GP Element Section, LU-A, UD-B, ME-A, UD-C, UD-E.

- 2.5.1 Pursue a specific plan for the El Pueblito Viejo Village area to help implement the mixed-use village concepts and creatively address circulation and public space needs.
- 2.5.2 Provide housing in a mixed-use commercial setting to create a lively commercial center around the Beyer Trolley Station.



Images in El Pueblito Viejo Village.



- 2.5.3 Coordinate with MTS to develop the Beyer Trolley Station’s parking lot into a mixed-use housing project that includes public trolley parking, affordable housing, and commercial uses.
- 2.5.4 Encourage commercial development along Beyer Boulevard, between North Lane and Alaquinas Drive, to form a more cohesive neighborhood-serving center.
- 2.5.5 Encourage mixed-uses along Beyer Boulevard, and utilize the slope on the north side of Beyer Boulevard to terrace housing behind commercial uses (also see 4.4.16).
- 2.5.6 Locate housing above or behind commercial storefronts along portions of San Ysidro Boulevard in the El Pueblito Viejo Village.
- 2.5.7 Protect the tangible remains of the Little Landers Colony and document the evolution of housing styles in San Ysidro. Review the Urban Design Element Section 4.4 and the Historic Preservation Element for special character design policies within the historic El Pueblito Viejo Village.
- 2.5.8 Attract community-oriented commercial redevelopment and infill projects in the historic town center that serve the neighborhood and residents.
- 2.5.9 Preserve small-scale buildings and provide pedestrian amenities, such as benches and drought tolerant landscaping, in the community commercial core area of San Ysidro Boulevard.
- 2.5.10 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.
 - a. 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.
 - b. Place buildings along San Ysidro Boulevard at the property line to maintain the uniform building setbacks of the historic commercial area. See Street Frontages identified on **Figure 4-1 Urban Design Map** and Limited Residential Policies in Section 4.4 and 4.8.

BORDER VILLAGE DISTRICT

The Border Village District centers on the commercial business along East San Ysidro Boulevard. See **Figure 2-2 Border Village Map**. The core of the border commercial area is densely populated with multiple small retail 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 United States shoppers. The buildings in the core range from newer construction to older, remodeled buildings. This area also has a large number of United States 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 I-5, creating the potential for redevelopment if these sites can be assembled.

The community plan 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 district with restaurants, performance space, and a theater. The dynamic nature of this area makes it appropriate to focus development regulations addressing the form and scale of buildings for greater flexibility for types of allowed uses. Improvements to the pedestrian environment are

critical in this district as it provides the gateway to the community from the Port of Entry. For additional housing, village and mixed-use related policies cross reference SYCP Element Sections 2.2, 2.3, 3.2-3.6, 4.4-4.9, 5.5, 5.6 and GP Element Section, LU-A, UD-B, ME-A, UD-C, UD-E.

- 2.5.10 Establish a destination shopping/visitor center at the border to attract both the United States tourist and Mexican visitors.
- 2.5.11 Improve the appearance of older commercial structures and upgrade the landscaping.
- 2.5.12 Provide commercial uses to meet the needs of both residents and visitors.
- 2.5.13 Promote tourist-serving commercial uses within the Border Village and encourage restaurants, entertainment uses, and small-scale shops to promote local incubator businesses.
- 2.5.14 Create a Mercado, an open public market, with small permanent shops with a festive design theme. To attract residents and tourists, as well artisans and small enterprises (also see 4.4.17).
- 2.5.15 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.
 - a. Use unique and unifying signage, landscaping, and an architectural theme based upon San Ysidro's ethnic identity.
 - b. Provide both the resident and tourist with an attractive shopping area and to promote a positive San Ysidro image (also see 4.6.18).



The Border Village is a critical node with potential for redevelopment and enhancements.

- 2.5.16 Require ground floor retail for mixed use developments along commercial streets, San Ysidro Boulevard, and Border Village Road in order to enhance the environment at the pedestrian level. Utilize the slope between San Ysidro Boulevard and Beyer Boulevard to create residential units, which assess residential units from Beyer Boulevard, separating commercial and residential traffic (also see 4.4.16).
- 2.5.17 Provide parking in the Border Village area to ensure that businesses will benefit from improved vehicular traffic and augment demand at the Port of Entry.
- 2.5.18 Enhance the pedestrian scale and orientation of the existing development by utilizing pedestrian-oriented design elements, such as plazas, fountains, and landscaping.
- 2.5.19 Capitalize on the colorful excitement of the meeting of two cultures and on the hustle and bustle of people crossing the border through building designs that are open and welcoming.

2.6 PORT OF ENTRY DISTRICT

San Ysidro's Port of Entry (Port of Entry) is at the hub of the Port of Entry District. This district is intensely affected by north and southbound pedestrian and vehicular border traffic. The Port of Entry District is primarily designated as Institutional, delineating the Port of Entry footprint with commercial land uses designated along the east side of San Ysidro Boulevard, adjacent to the Port of Entry District. East of the Port of Entry, is the San Ysidro Intermodal Transit Center (ITC), with San Ysidro Transit Center Trolley Station, city and intercity bus services, and 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 northbound pedestrian border crossing and a second transit facility. The City and San Diego Association of Governments (SANDAG) continue to study the area

surrounding the Port of Entry to improve circulation and create a more efficient and iconic ITC in conjunction with the reconfigured Port of Entry.

LAND PORT OF ENTRY

The San Ysidro Port of Entry is one of the busiest international border crossings in the world and continues to function as a significant international commuting and tourist terminal. The U.S. Federal Government's General Services Administration (GSA) implemented a master plan for the reconfiguration of the Port of Entry. The new Port of Entry 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 anti-terrorism enhancements, decrease operations and maintenance costs, and improve the travel experience.

BORDER COMMERCIAL AND TRANSIT CENTERS

The commercially designated land east of the Port of Entry 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 of Entry and the future potential of a new ITC intends 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 one of the world's busiest land border crossings. The area will include new commercial development that is well integrated into the San Ysidro Transit Center Trolley Station and other transit services. The ITC will coordinate all modes, including Metropolitan Transit System (MTS)/Charter/Intercity Bus Center, it will 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 Boulevard. There will also be improvements to the streetscape; relocation of trolley tracks (to maximize trolley access to and from the border pedestrian crossing and to maximize pedestrian safety); a 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 (GSA) reconfiguration of the Port of Entry). Air quality is a significant community

concern within the Port of Entry District. Refer to the Conservation Element Air Quality Section for related policies.

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 ITC in the vicinity of the San Ysidro Port of Entry. A new intermodal transit facility would provide jobs for San Ysidro residents, provide more efficient circulation and transit, and improve the physical appearance of the area. The study included a financial feasibility analysis to identify strategies for creation of the ITC 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.

Intermodal transit facility is 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 intermodal 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 an on-street pull-off area for MTS buses along Camino De La Plaza, are included. For additional Port of Entry and Intermodal Transit Center related policies cross reference SYCP Element Sections 3.2, 3.4, 3.6, 3.9, 4.4, 4.5 and GP Element Section, LU-A, UD-B, ME-A, ME-B.

- 2.6.1 Encourage redevelopment of the Port of Entry commercial and transit area to create a cohesive and iconic International Gateway.
- 2.6.2 Provide parking structures as part of a future ITC in the Port of Entry District, which address parking demand and improves vehicular traffic.
- 2.6.3 Develop the area immediately adjacent to the border as an International Gateway that creates a rich, symbolic image of entry into San Ysidro, San Diego, and the United States.



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

2.7 HILLSIDES

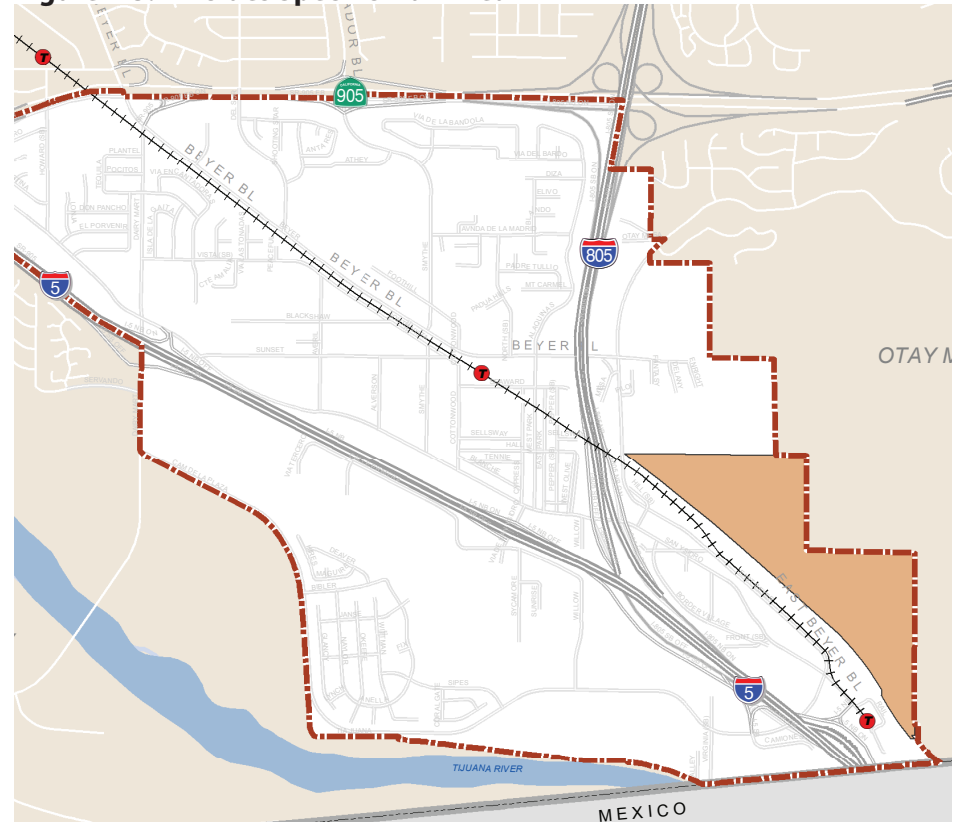
The hillsides form San Ysidro's eastern boundary and are located within the Beyer Hills Neighborhood. Beyer Elementary School, a small subdivision next to the school, the future Beyer Park site, and a rail yard make up the existing development in this area. Property owners will need to prepare a specific plan of the entire area in order to holistically determine the desired character and development potential of the area. Technical studies property owners need to prepare to assess geotechnical conditions (unstable soils), sensitive resources, topography, infrastructure, and site access. The specific plan will include land use designations, zoning, design guidelines, and public facilities phasing recommendations.

HILLSIDES SPECIFIC PLAN

The Hillsides area should be considered for village-like development with higher residential intensities, commercial retail, additional transit connections, parks, and open space. The Hillsides should implement the General Plan's City of Villages strategy, while interacting with San Ysidro's unique natural resources and topography. A specific 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 Hillsides Specific Plan must include the provision of infrastructure and public facilities and demonstrate consistency with the General Plan and San Ysidro Community Plan policies.

- 2.7.1 Require a specific plan and any required rezoning for the Hillsides area to be consistent with the policies of the Community Plan and the General Plan City of Villages strategy
- 2.7.2 Achieve sustainable and efficient land use patterns with comprehensive neighborhood and community development through a specific plan that will:
 - a. Provide a land use map that illustrates the detailed land use designations, including any land set aside for resource conservation consistent with the City's Multiple Species Conservation Program (MSCP) Subarea Plan.

Figure 2-3: Hillsides Specific Plan Area



- b. 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.
- c. 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.
- d. Cluster development and site structures sensitively by following the natural topography and slope of the existing, undeveloped hillsides. Balance development with preservation of natural resources.
- e. Reduce visual impacts and promote vistas and views of the surrounding area.
- f. Consider the surrounding development when identifying the mitigation options as part of the site specific geological study.
- g. Consider timing issues with future development adjacent to the site that may preclude development from occurring.
- h. Provide required park space on-site and distribute parks comprehensively throughout the Hillsides area.
- i. Link parks to one another with pathways to increase connectivity and enhance sense of community.
- j. Locate neighborhood parks at the end of streets and adjacent to canyons, when appropriate, to accommodate and enhance public views and vistas.
- k. Incorporate a diversity of housing types that includes market rate and affordable housing. Require inclusionary housing on-site.
- l. Encourage an appropriately scaled, new retail development along with other commercial uses, such as food markets, restaurants, and other small retail shops.
- m. Consider a trolley stop and additional pedestrian connections to Beyer Boulevard to connect to the Border Village.
- n. Locate higher density and mixed-uses within a ¼ mile of transit stops.
- o. Provide sufficient community-serving commercial development within a ¼ mile of transit that supports the residents, workforce, and visitors.
- p. Include a detailed urban design plan for the residential, commercial, and mixed-uses, identifying retail, convenience uses, and public spaces.
- q. Provide architecture, urban design, and streetscape guidelines consistent with the policies in the San Ysidro Community Plan and the General Plan.
- r. Include illustrations for height, bulk, and scale of buildings and their relation to each other.
- s. Provide a street tree concept that utilizes species within the San Ysidro Street Tree Plan.
- t. Require a financing strategy to ensure timely provision of necessary public facilities to serve the proposed development.
- u. Provide a well-landscaped buffer between the development and the adjacent railroad and trolley corridor.

2.8 NOISE

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 and proximity to one of the busiest ports in the world and major transportation facilities. The main sources of unwanted sound in the community are related to rail and freeway operations. Heavily traveled streets and certain activities associated with commercial and industrial land uses have the potential to generate unwanted noise (refer to **Figure 2-4 Noise Contours Map**).

Community Noise Equivalent Level (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 uses based on noise levels. With the community largely residential, noise effects on residential land uses are a broad concern. However, noise effects on other sensitive receptors are also important. Per the General Plan, single family residential uses are compatible at locations with an exterior noise exposure at or below 65dB with standard construction methods attenuating interior noise below 45db. Multifamily residential developments 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.

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 (SR-905, I-5, and I-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 Blue Line 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 including bells and horns at rail roadway crossing, 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 Boulevard and San Ysidro Boulevard, more attention to site design and noise attenuation will be necessary to reduce nuisances with other uses.

- 2.8.1 Site structures so as to minimize noise and visual impacts from the adjacent freeways and rail while reflecting the lot configuration and building orientation of the adjacent neighborhood.
- 2.8.2 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-E-6.
- 2.8.3 Locate structures to minimize noise and visual impacts from freeways and the trolley corridor.

Figure 2-4: Noise Contours Map

NOISE CONTOUR MAP TO BE INSERTED

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