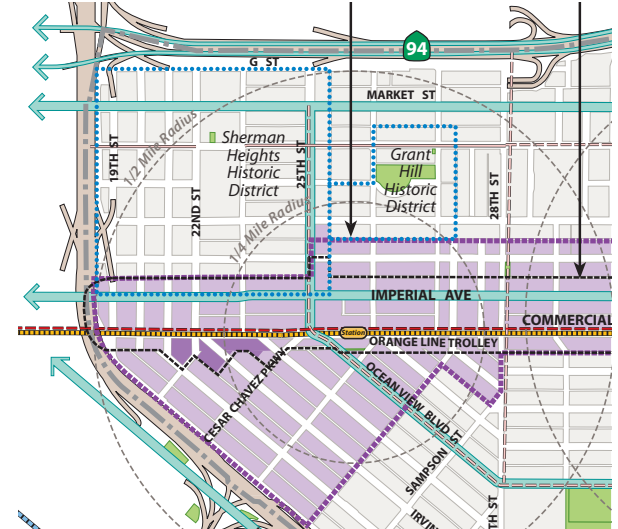
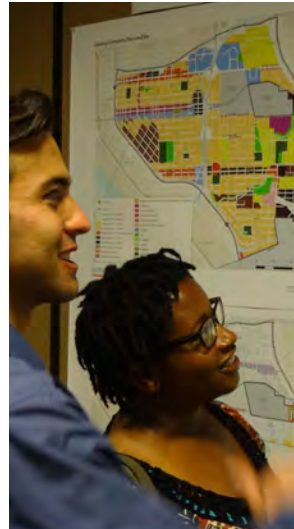


# Southeastern San Diego

## Community Plan



# COMMUNITY PLAN

June 2014

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# TABLE OF CONTENTS

<b>1</b>	<b>INTRODUCTION.....</b>	<b>1-1</b>
1.1	Overview .....	1-2
1.2	Vision and Guiding Principles.....	1-5
1.3	Community Profile.....	1-7
1.4	Planning Framework.....	1-10
<b>2</b>	<b>LAND USE .....</b>	<b>2-1</b>
2.1	Land Use Framework.....	2-3
2.2	Future Development .....	2-12
2.3	Village Areas and Key Corridors.....	2-15
2.4	Mixed Use .....	2-19
2.5	Residential Land Use .....	2-20
2.6	Commercial, Employment, and Industrial Land Use.....	2-22
2.7	Institutional Uses and Open Space .....	2-23
2.8	Environmental Justice.....	2-24
2.9	Noise.....	2-27
2.10	Sherman Heights and Grant Hill Park Historic Districts .....	2-32
<b>3</b>	<b>MOBILITY.....</b>	<b>3-1</b>
3.1	Active Transportation .....	3-3
3.2	Public Transit .....	3-7
3.3	Streets and Freeway System .....	3-9
3.4	Intelligent Transportation Systems .....	3-10
3.5	Transportation Demand Management (TDM).....	3-10
3.6	Parking .....	3-11

<b>4</b>	<b>URBAN DESIGN.....</b>	<b>4-1</b>
4.1	Urban Design Framework.....	4-2
4.2	Development Design.....	4-7
4.3	Streetscape and Public Realm.....	4-16
4.4	Urban Forest.....	4-24
4.5	Urban Design Vision Illustratives.....	4-27
<b>5</b>	<b>ECONOMIC PROSPERITY.....</b>	<b>5-1</b>
5.1	Market Conditions & Demand Projections.....	5-3
5.2	Employment Generation.....	5-4
5.3	Business Improvement.....	5-5
5.4	Financial Feasibility.....	5-5
<b>6</b>	<b>PUBLIC FACILITIES, SERVICES, AND SAFETY.....</b>	<b>6-1</b>
6.1	Public Facilities and Services.....	6-3
6.2	Infrastructure.....	6-7
6.3	Health and Safety.....	6-10
<b>7</b>	<b>RECREATION.....</b>	<b>7-1</b>
7.1	Parks and Recreation Facilities.....	7-3
7.2	Preservation.....	7-17
7.3	Accessibility.....	7-18
7.4	Open Space Land.....	7-20
<b>8</b>	<b>CONSERVATION AND SUSTAINABILITY.....</b>	<b>8-1</b>
8.1	Sustainability.....	8-3
8.2	Resource Management and Preservation.....	8-6
8.3	Community Gardens and Urban Agriculture.....	8-15

**9 HISTORIC PRESERVATION .....9-1**

9.1 Identification and Preservation of Historical Resources ..... 9-3

9.2 Educational Opportunities and Incentives Related to Historic Preservation..... 9-15

**10 ARTS AND CULTURE..... 10-1**

10.1 Cultural Character ..... 10-3

10.2 Public Art ..... 10-3

10.3 Arts Programs and Facilities ..... 10-4

**11 IMPLEMENTATION ..... 11-1**

11.1 Purpose ..... 11-2

11.2 Incentive Programs ..... 11-2

11.3 Financing Mechanisms ..... 11-3

11.4 Priority Public Improvements and Funding..... 11-9

11.5 Action Items and Priorities..... 11-9

## LIST OF FIGURES

Figure 1-1:	Regional Location .....	1-8
Figure 1-2:	Southeastern San Diego Planning Area and Neighborhoods.....	1-9
Figure 1-3:	Planning Framework.....	1-11
Figure 2-1:	Community Plan Land Use .....	2-4
Figure 2-2:	Active Frontage.....	2-11
Figure 2-3:	Areas of Change, Master Plan Areas, and Village Boundaries.....	2-17
Figure 2-4:	Existing Noise Contours.....	2-29
Figure 2-5:	Sherman Heights and Grant Hill Park Historic District .....	2-32
Figure 3-1:	Pedestrian Routes .....	3-4
Figure 3-2:	Planned Bicycle Network .....	3-6
Figure 3-3:	Public Transit Facilities .....	3-8
Figure 3-4:	Market Street between 41st and Morrison Streets.....	3-12
Figure 3-5:	Imperial Avenue between 25th and 26th Streets.....	3-14
Figure 3-6:	National Avenue between 30th and 31st Streets.....	3-16
Figure 3-7:	Existing (2012) Functional Street Classifications and Daily Traffic .....	3-18
Figure 3-8:	Buildout Street Classifications and Daily Traffic .....	3-19
Figure 3-9:	Street Improvements .....	3-20
Figure 4-1:	Anchors and Gateways .....	4-2
Figure 4-2:	Urban Design Concept Map .....	4-5
Figure 4-3:	Building Height to Street Ratio .....	4-8
Figure 4-4:	Site Planning – Commercial Office & Retail .....	4-8
Figure 4-5:	Building Orientation – Mixed-Use and Residential .....	4-9
Figure 4-6:	Building Transition.....	4-10
Figure 4-7:	Storefront Design .....	4-11
Figure 4-8:	Corner Plazas .....	4-17
Figure 4-9:	Site Connectivity.....	4-19
Figure 4-10:	Sidewalk Zones .....	4-20



Figure 4-11: Street Tree Corridors and Proposed Neighborhood Street Trees .....	4-25
Figure 6-1: Existing and Planned Public Facilities in Southeastern San Diego .....	6-5
Figure 6-2: Seismic, Geologic, and Flooding Hazards .....	6-13
Figure 7-1: Existing Parks and Recreation Facilities .....	7-5
Figure 7-2: Existing and Proposed Parks and Park Equivalencies.....	7-7
Figure 7-3: Open Space and Trail System.....	7-23
Figure 7-4: Chollas Creek Detail 1 .....	7-24
Figure 7-5: Chollas Creek Detail 2.....	7-25
Figure 7-6: Chollas Creek Detail 3.....	7-26
Figure 7-7: Chollas Creek Detail 4.....	7-27
Figure 7-8: Chollas Creek Detail 5.....	7-28
Figure 8-1: Sustainable Development Diagram.....	8-3
Figure 8-2: Open Space, Hillsides, and Views in Southeastern San Diego .....	8-7
Figure 8-3: Tree Canopy and Habitat .....	8-12
Figure 9-1: Historic Districts and Structures.....	9-11

## LIST OF TABLES AND CHARTS

Chart 1-1: Race and Ethnicity in Encanto Neighborhoods and San Diego (2012) .....	1-12
Table 1-1: General and Community Plan Elements.....	1-12
Table 2-1: Land Use Topics Also Covered in Other Plan Elements.....	2-2
Table 2-2: Existing Land Uses in Southeastern San Diego.....	2-3
Chart 2-1: Existing Land Use in the Planning Area, by Percent Share .....	2-3
Chart 2-2: Development Types and Land Use Classifications.....	2-6
Table 2-3: Land Use Classifications and Permitted Densities/Intensities .....	2-9
Chart 2-3: Future Land Use in the Planning Area, by Percent Share.....	2-12
Table 2-4: Land Use Classifications in Southeastern San Diego.....	2-13
Table 2-5: Potential Development Under the Southeastern San Diego Community Plan .....	2-14

Table 2-6:	Additional Standards and Incentives in Villages .....	2-16
Table 3-1:	Mobility Topics Also Covered in Other Plan Elements.....	3-2
Table 3-2:	Proposed Bicycle Facility Typologies.....	3-5
Table 4-1:	General Plan “Crosswalk” Table .....	4-6
Table 5-1:	Economic Prosperity Topics Also Covered in Other Plan Elements.....	5-2
Table 6-1:	Public Facilities, Services and Safety Topics Also Covered in Other Plan Elements .....	6-2
Table 7-1:	Recreation Topics Also Covered in Other Plan Elements.....	7-2
Table 7-2:	Existing and Proposed Population-based Parks and Park Equivalencies Inventory .....	7-8
Table 7-3:	Existing and Proposed Population-based Park Inventory and Recreation Facility Summary.....	7-16
Table 8-1:	Conservation and Sustainability Topics Also Covered in Other Plan Elements.....	8-2
Table 9-1:	Historic Preservation Topics Also Covered in Other Plan Elements .....	9-2
Table 9-2:	Historic Places, Landmarks and Districts .....	9-12
Table 10-1:	Arts and Culture Topics Also Covered in Other Plan Elements.....	10-2
Table 11-1:	City of San Diego Financing Methods .....	11-4
Table 11-2:	Local, State and Federal Financing Methods .....	11-5
Table 11-3:	Developer/Property Owner/User Financing Methods .....	11-7
Table 11-4:	Implementation Schedule .....	11-10



# 1 INTRODUCTION

## 1.1 Overview

### Background

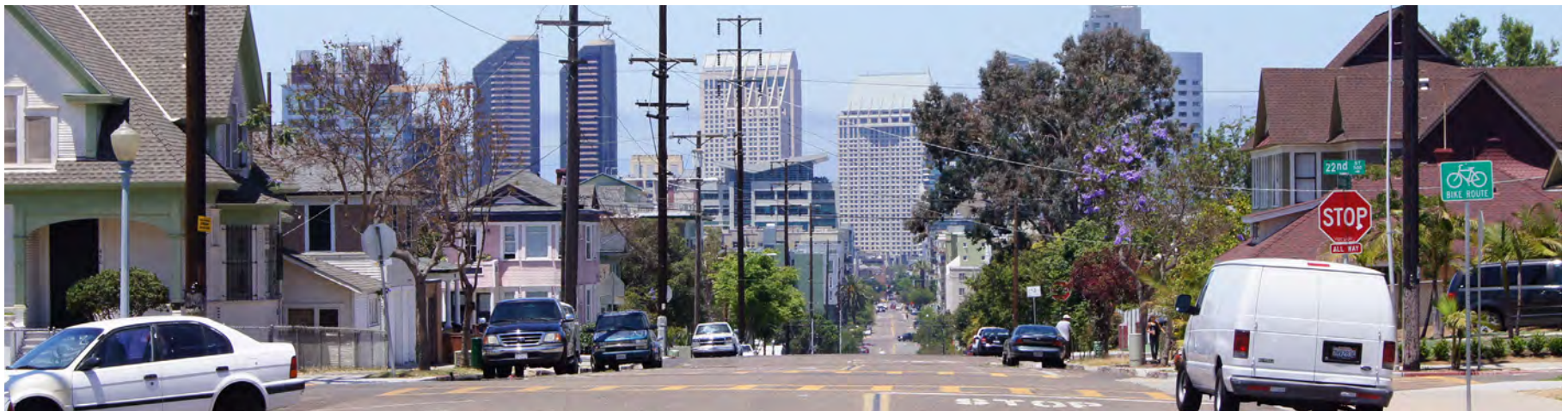
Southeastern San Diego is a vibrant, diverse community located just east of Downtown San Diego. The western portion of the area was settled early in the city's history and was directly connected to the city center by streets and the railroad. The community was home to both large estates, where San Diego's elite lived, and modest cottages, where many working families lived. After World War II, with large tracts of rural land available in the eastern portion of the community, Southeastern San Diego experienced major physical and population growth. It was one of the few communities in San Diego with housing available to working class families and non-white residents. In the postwar period, freeways were also constructed around and through the neighborhood, bringing great changes to the neighborhood. Today, Southeastern San Diego is one of the most culturally diverse and inclusive neighborhoods in San Diego. The community's distinct history and cul-

ture, legacy of diversity, and well-connected location have shaped its past and will continue to inform its future, through this Community Plan and the land use and development in the decades to come.

### Plan Purpose and Process

The Community Plan is designed to guide growth and development within Southeastern San Diego. This Plan is a revision of the previous Southeastern San Diego Community Plan. The Southeastern San Diego Community Plan was originally adopted in 1969, was comprehensively updated in 1987, and has undergone several amendments in the intervening years. The purpose of this plan includes:

- Evaluating what land use changes have occurred since the previous update
- Analyzing changes in demographics that may inform current and future land use needs, including demand for housing and commercial development



*Southeastern San Diego is located just east of Downtown, and linked to it by surface streets and the Trolley.*



- Working with community members and stakeholders to determine key issues and desires, establishing a vision, goals, and policies for reviewing development proposals and public projects
- Providing guidance to the City of San Diego, public agencies, property owners, and private developers to design projects that enhance the character of the community
- Providing strategies and specific implementing actions to help ensure the land use vision is accomplished
- Ensuring that policies and recommendations remain in harmony with the General Plan and citywide policies

While this Plan sets forth procedures for implementation, it does not establish regulations or legislation, nor does it rezone property. Controls on development and use of public and private property including zoning, design controls, and implementation of transportation improvements are included as part of the Plan implementation program. The rezoning actions and overlay zones recommended in the Implementation Element of this Plan were enacted concurrently as part of the plan adoption. Zoning used to implement this community plan complies with the General Plan policies (See GP LU-F.1) and proposals within this Plan have been coordinated with and are consistent with the General Plan. Periodic comprehensive reviews of the General Plan may affect the Southeastern San Diego Community Plan.

This plan is a living document. It is intended to provide guidance for the orderly growth and development

of the Southeastern San Diego community. In order to respond to unanticipated changes in environmental, social or economic conditions and to remain relevant to community and City needs, the Plan must be monitored and amended when necessary. Two additional steps are included as part of the adoption: Implementation and Review. Implementation is the process of putting Plan policies and recommendations into effect. Review refers to the process of monitoring the community development and growth conditions and recommending changes to the Plan as these conditions change.

Policies are provided in the Plan, but the actual work must be based on a cooperative effort of private citizens, developers, city officials and other agencies. It is contemplated that the residents of Southeastern San Diego and other private citizen and business organizations will provide the continuity needed for a sustained, effective implementation program.

### Environmental Impact Report

The Southeastern San Diego Community Plan Environmental Impact Report (EIR) provides a programmatic assessment of potential impacts occurring with the implementation of the Community Plan, pursuant to the California Environmental Quality Act (CEQA). Because Southeastern San Diego is a highly urbanized area, the nature of impacts primarily relates to the changes in land use, use intensity and traffic rather than effects on natural resources. Potential impacts were anticipated during preparation of the Community Plan, and many of the policies and implementing regulations were designed to reduce or avoid such impacts.



*Policies are provided in the Plan, but the actual work must be based on a cooperative effort of private citizens, developers, city officials and other agencies.*

## Plan Organization

The Southeastern San Diego Community Plan contains nine elements, an Implementation Section, and Specific Plans for the designated Village Areas. The Plan and its coordinating elements are organized as follows:

- **Chapter 1: Introduction** includes an overview of the project and history of the community, outlines the Planning Area, and discusses the existing planning context, including the adopted and ongoing planning efforts and policies.
- **Chapter 2: Land Use** contains detailed descriptions and distributions of land uses, historic resources, a delineated Community Village, and specific policies for the development of commercial, industrial, and institutional uses, and a discussion of environmental justice and noise issues.
- **Chapter 3: Mobility** describes existing and future conditions related to streets, vehicles, and parking, as well as bicycles, pedestrians, and public transit.
- **Chapter 4: Urban Design** describes community character and identity and explores urban form, including public spaces and village design, neighborhood and community gateways and linkages, building types and massing, streetscape and pedestrian orientation, and other unique aspects of the community.
- **Chapter 5: Economic Prosperity** links economic prosperity goals with land use distribution and employment land use policies, including specific policies aimed at supporting existing and new businesses to preserve and create job opportunities for residents, primarily through commercial, industrial and office development incentives.
- **Chapter 6: Public Facilities, Services and Safety** identifies and proposes public facilities and services needed to serve existing and future residents, including educational facilities, public safety services, and infrastructure systems. This element also addresses key environmental topics including: natural hazards, air quality, emissions, and hazardous materials.
- **Chapter 7: Recreation** contains recommendations addressing parks and recreation facilities and opportunities, preservation, accessibility and open space lands.
- **Chapter 8: Conservation and Sustainability** addresses policies related to: managing and preserving the natural resources of the community, climate change, and urban agriculture.
- **Chapter 9: Historic Preservation** describes education opportunities and preservation of significant historical resources and historical districts.
- **Chapter 10: Arts and Culture** describes the artwork, music and other cultural expressions that express the community character and enrich the public realm.
- **Chapter 11: Implementation Plan** explains the different mechanisms through which the community vision can be realized, including the necessary actions and key parties responsible. This element also includes a discussion of the Public Facilities Financing Plan update and any zoning changes that may occur concurrently with the Community Plan Update.

In addition, each element contains the following key sections:

- **Introduction:** Provides a summary of key community issues specific to the chapter topic
- **Goals:** Expresses the broad intent and results of implementing policies, recommendations and guidelines
- **Discussion:** Explains the importance of the issue and its relevance to the community
- **Policies:** Reflects the specific direction, practice, guidance, or directives that may need to be developed further and/or carried out through implementing plans by the City or other governmental agencies.

### How to Use the Community Plan

The Southeastern San Diego community plan provides a long-range physical development guide for elected officials, property owners and citizens. The plan contains specific goals and policies to provide direction on what types of future uses and public improvements should be developed in the Southeastern San Diego. When using this community plan to develop projects or determine what uses are appropriate for a site, the applicable zoning regulations found in the City's Land Development Code along with the Southeastern San Diego Public Facilities Financing Plan should also be reviewed to ensure full implementation of this plan.

## 1.2 Vision and Guiding Principles

### Public Participation

In order to ensure that the Southeastern San Diego Community Plan was a community-driven update, the City conducted an extensive community outreach process, where a wealth of valuable community information was received through a variety of avenues, including workshops, meetings and community outreach sessions at various places in the community. During each phase of the process broad public input was obtained through a series of meetings where residents, employees, property owners, as well as representatives of advocacy groups and the surrounding neighborhoods, weighed in on issues and provided recommendations, concerns, and preferences.

To ensure that outreach activities reached a broad spectrum of the population, outreach materials were available in English and Spanish, and bilingual interpretation was available at community workshops. Through these meetings, the community confirmed its Vision and developed a set of Guiding Principles that were used as criteria in crafting each of the Plan Elements.



*During each phase of the process broad public input was obtained through a series of meetings, including a visioning workshop in April 2013 (top and middle) and an open house in July 2014 (bottom.)*



## COMMUNITY VISION

Southeastern San Diego is a diverse, inclusive, and vibrant place to live and work, experiencing a renaissance while celebrating its distinct history. The community promotes economic well-being, with a job-ready population, active employment areas, and cottage industry, and investment by property owners. The low-density character of its neighborhoods is maintained, while the corridors are enhanced with a vibrant mix of retail, restaurant, and cultural uses, jobs, and higher density housing, along the transit corridors. Parks are safe, well-maintained, and full of community-serving amenities. The community benefits from its strong connections to the rest of the region. Movement within the community is enhanced with good north-south connections and attractive, well-lit, and pedestrian-friendly streetscapes, making it easy to get around car-free.

## COMMUNITY GUIDING PRINCIPLES

1. Celebrate and preserve Southeastern San Diego's distinctive historic roots and historic districts, and enhance the community's identity with strategic new higher density residential, compatible mixed-use development, and streetscape improvements along major corridors and at key sites.
2. Improve and maintain the community's streets and infrastructure and create a circulation system that supports the safe and efficient movement of pedestrians, bicyclists, transit, and vehicles, and enhance connections to surrounding neighborhoods and beyond. Provide parking convenient to retail and restaurant uses while reducing the automobile emphasis in the community over time.
3. Flourish as a desirable, livable, and inclusive community, with safe streets, building on existing high quality community assets.
4. Make the community healthy and self-sustaining by ensuring compatibility between industrial and residential uses, providing access to healthy foods, and facilitating home-grown businesses and jobs.
5. Respect the low-density character of existing neighborhoods, while supporting investment by property owners and providing housing at a range of densities and affordability in the community.
6. Develop a mix of residential, light industrial, retail, restaurant, and cultural uses and a variety of amenities and services to support a balanced and vibrant community.
7. Enhance existing parks with improvements to landscaping, lighting, signage, walkways and play facilities, promote joint use of parks with schools, and provide new parks and gathering places.
8. Ensure that Southeastern San Diego's families are well served by schools within the community, and provide opportunities for education and job training for all community members.
9. Develop sustainable practices in new development, mobility, water and energy conservation in order to reduce greenhouse gas emissions.



## 1.3 Community Profile

### Social and Historical Context

The built environment in Southeastern San Diego had its start with the Mexican land grants in the San Diego area, which would serve as the base for all future development. American settlement of San Diego began in 1850.

In the 1880s, with the arrival of railroads, the city underwent a building boom. Residential development during this early period was primarily concentrated west of 28th Street. The 1915 Panama-California Exposition and military buildup during World War I brought new people to the city, many of whom settled in Southeastern San Diego. During the 1920s and 1930s, the area experienced denser and more ethnically diverse residential development.

The city again grew rapidly in the post-World War II years, which saw the creation of new suburban development in the Chollas Valley. Restrictive zoning and discriminatory covenants in other parts of the city reinforced segregated living conditions that had begun in the 1920s, and Southeastern San Diego became home to a majority of San Diego's poor and non-white residents. Southeastern San Diego today remains one of the most ethnically diverse and historic communities in San Diego.

### Location and Boundaries

Located just east of Downtown San Diego, the Southeastern San Diego community is located proximate to major employment and commercial centers in the South Bay and Downtown and linked to them by trol-

leys and buses. It is surrounded by several other community planning areas: Golden Hill and City Heights to the north, and Encanto Neighborhoods to the east. It also lies near major recreation facilities in Balboa Park and San Diego Bay. Although the community is divided by its freeways, the access that they provide is a key resource for the community. See Figure 1-1.

The Planning Area encompasses 2,930 acres, not including 121 acres of unincorporated San Diego County land (Greenwood Cemetery). As shown in Figure 1-2, the community lies south of State Route 94 (SR-94), between Interstate 5 (I-5) and Interstate 805 (I-805), and north of the city limits of National City. Neighborhoods contained in Southeastern San Diego include Sherman Heights, Grant Hill, Stockton, Mt. Hope, Logan Heights, Mountain View, Southcrest and Shelltown.

### Demographic Profile

Southeastern San Diego is home to over 57,000 residents. Compared to the city overall, the community has a somewhat younger population, with a median age of 27 years. In fact, 33 percent of the community's population is under 18 years old. Households in Southeastern San Diego also have substantially lower incomes— at \$33,000—just half of the citywide median.

Over 84 percent of residents in Southeastern are Hispanic compared with 29 percent citywide (see Chart 2-1). According to the 2011 American Community Survey (Five-Year Estimates), 78 percent of the population speaks a language other than English at home.



*Much of Southeastern San Diego was first developed beginning in the 1880s. The community became denser and more ethnically diverse during the 1920s and 1930s.*

FIGURE 1-1: Regional Location

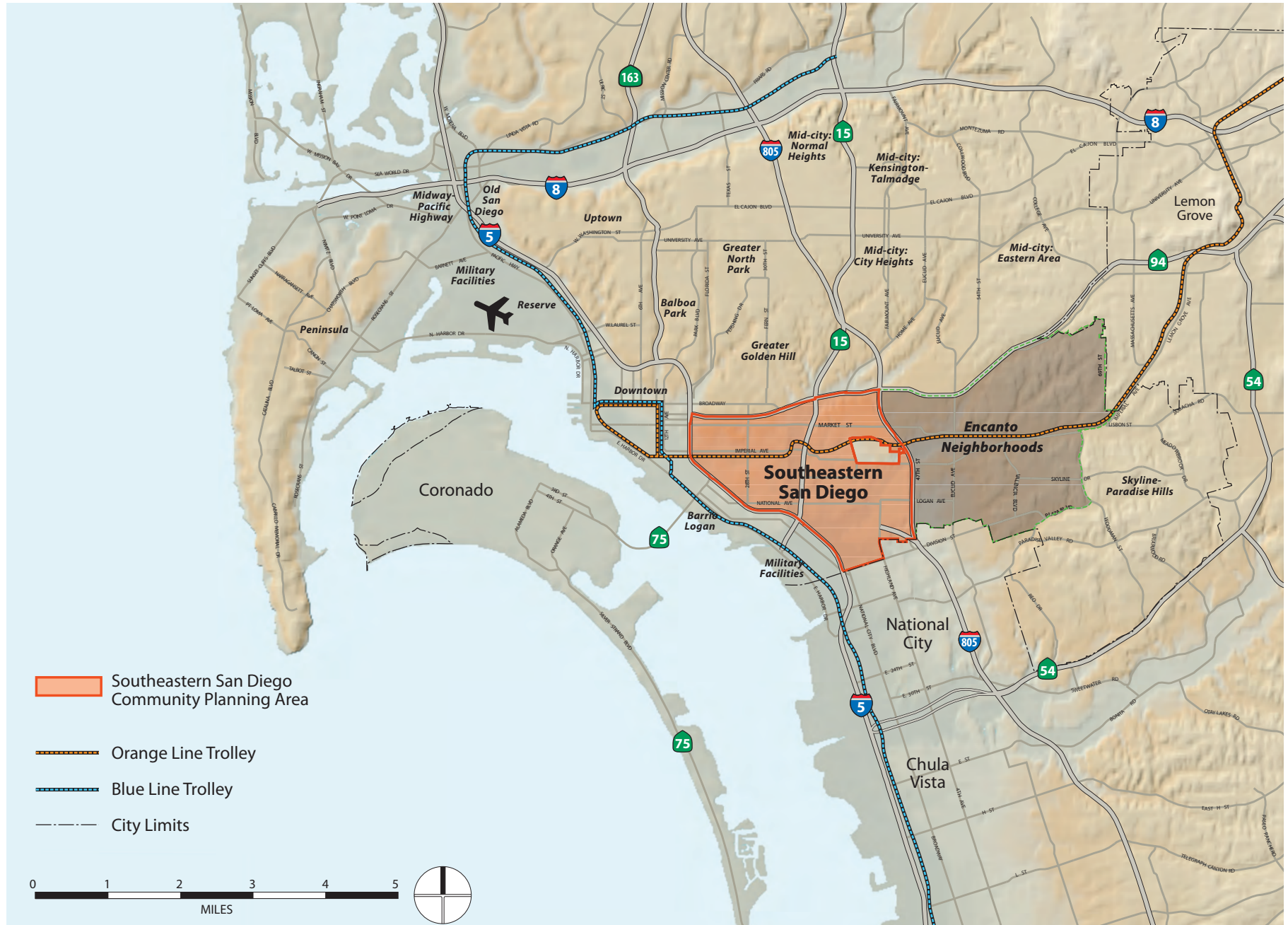




FIGURE 1-2: Southeastern San Diego Planning Area and neighborhoods





*Neighborhood plans and master plans for key corridors are incorporated into this Plan. The Plan supports the City's goal to focus growth into mixed-use activity centers linked to the transit system.*

## 1.4 Planning Framework

### Relationship to the General Plan

The City of San Diego General Plan, adopted in 2008, is the comprehensive constitution for San Diego's growth and development over the next 20 years, and is the foundation upon all land use decisions in the City are based. The Southeastern San Diego Community Plan intends to express the broad citywide vision and development framework provided in the General Plan through community-level recommendations, goals, and policies. The two documents work together to establish the framework for growth and development in Southeastern San Diego.

Central to the General Plan is the City of Villages strategy, which focuses growth into compact, pedestrian-friendly, mixed-use activity centers linked to an improved regional transit system that provides better connections between homes, jobs and services throughout the region. Infill development is promoted to conserve regional open space, promote transit, and revitalize existing communities. Figure 1-3 shows the community's Trolley and bus routes, and indicates "Village" areas where higher-density and mixed-use development is facilitated by the community plan. Historic districts are also shown.

### Relationship to the Municipal Code

The Community Plan and the General Plan work together to guide growth and development in Southeastern San Diego, while the Municipal Code serves to implement the Community Plan policies and recommendations through zoning and development regulations and

controls pertaining to land use density and intensity, building massing, landscaping, streetscaping and other development characteristics. With the expectation of the projects occurring on property owned by other government agencies, all development in Southeastern San Diego must comply with the Municipal Code.

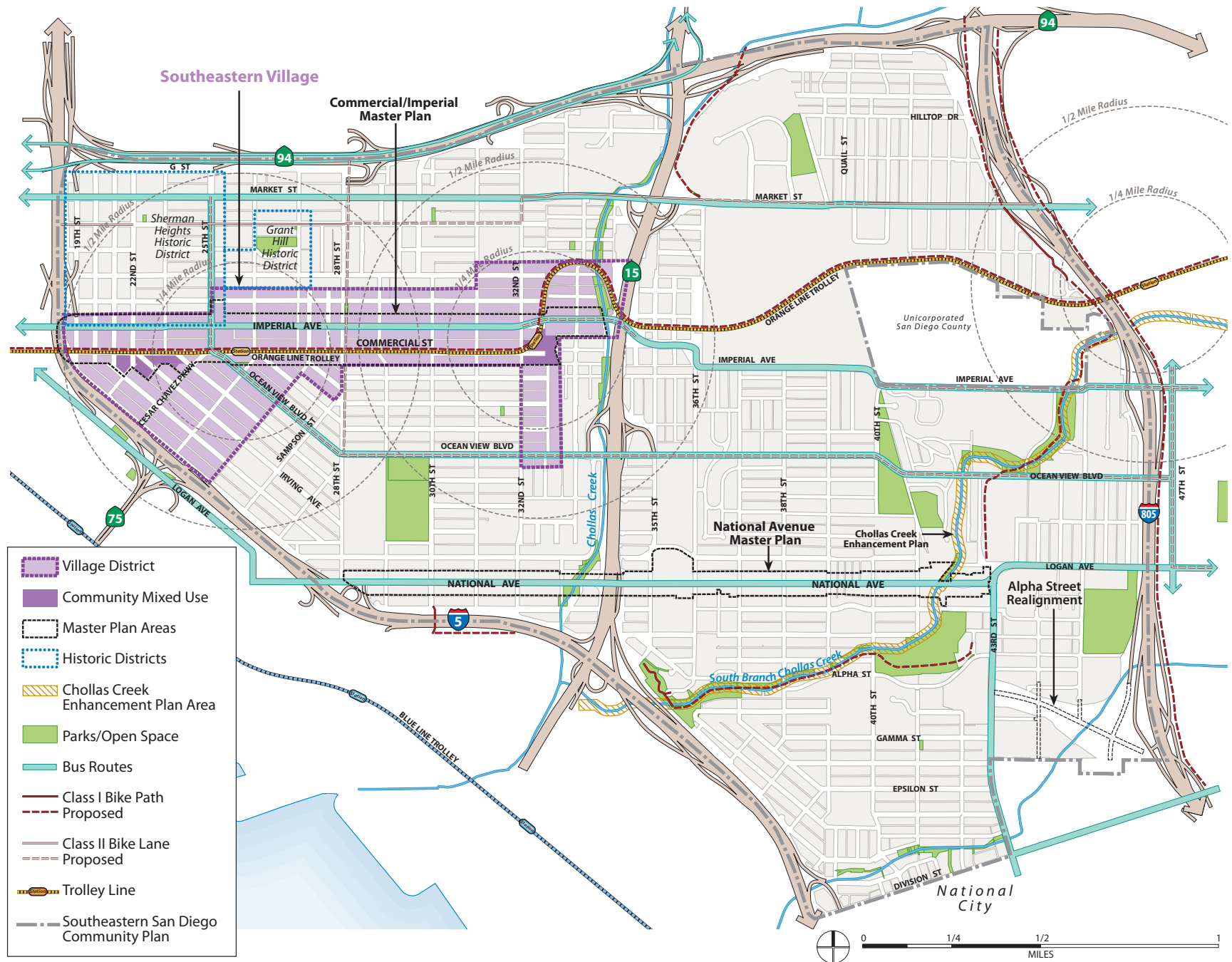
### Other Related Land Use Plans and Documents

A variety of important planning efforts and studies have been undertaken in Southeastern San Diego and are referenced throughout the community plan.

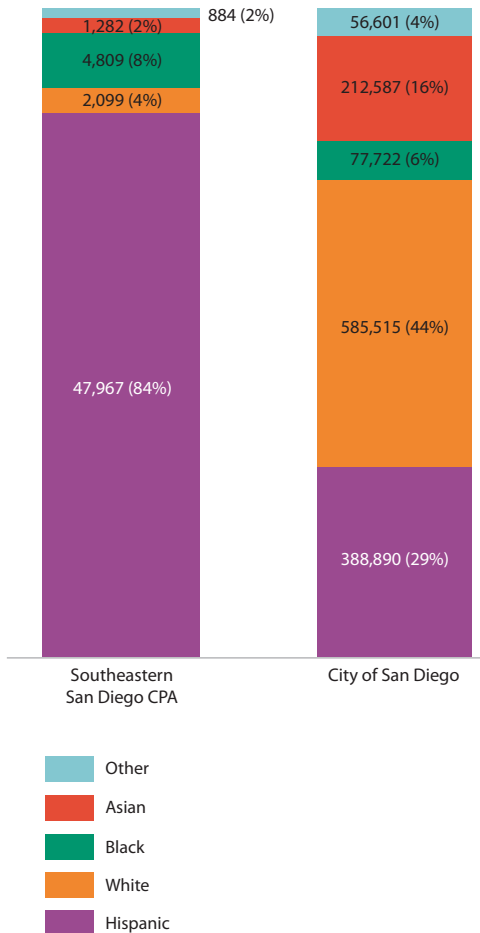




FIGURE 1-3: Planning Framework



**CHART 1-1: RACE AND ETHNICITY IN ENCANTO NEIGHBORHOODS AND SAN DIEGO (2012)**



Source: SANDAG Regional Warehouse Data, 2012.

**TABLE 1-1: GENERAL AND COMMUNITY PLAN ELEMENTS**

GENERAL PLAN ELEMENT	COMMUNITY PLAN ELEMENT
Introduction	Introduction
Strategic Framework	Introduction
Land Use and Community Planning	Land Use
Mobility	Mobility
Urban Design	Urban Design
Economic Prosperity	Economic Prosperity
Public Facilities, Services, and Safety	Public Facilities, Services, and Safety
Recreation	Recreation
Conservation	Conservation and Sustainability
Noise	Land Use
Historic Preservation	Land Use

## GENERAL PLAN GUIDING PRINCIPLES

1. An open space network formed by parks, canyons, river valleys, habitats, beaches, and the Pacific 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
10. A high aesthetic standard



## 2 LAND USE

How land is used underlies the experience of living, working, or visiting any urban area, making land use a pivotal element of the Community Plan. This element outlines the framework to guide land use decision-making, provides the land use classification system, intensity standards, and outlines goals and policies to promote vibrant communities, enhance neighborhoods and open spaces, and support sustainable lifestyles.

## GOALS

1. A vibrant and pedestrian-oriented community that provides residential, commercial, office, institutional, industrial, and civic, including governmental, uses.
2. A compatible mix of land uses that promote a healthy environment.
3. Stable base sector employment uses and supportive commercial and industrial services.
4. A diverse mix of residential opportunities including affordable rental and market rate housing, senior and multi-generational housing, and small lot townhome development.
5. Well-designed and aesthetically pleasing neighborhood and community-serving commercial and institutional uses to meet the daily needs of the residents.
6. Special districts and villages to address the unique commercial needs of the community, including the Southeastern Village centered along the Commercial/Imperial Corridor. The eastern Commercial Street corridor is to remain industrial.
7. A vibrant, pedestrian-oriented village with a mix of residential, commercial, industrial, and civic facilities for the enjoyment of community residents, with unique, local character.
8. Preservation of the present employment opportunities in the community and increased opportunities through education.
9. Make improvements to and stimulate investments in this area.

**TABLE 2-1: LAND USE TOPICS ALSO COVERED IN OTHER PLAN ELEMENTS**

LAND USE TOPIC AREAS	MOBILITY	URBAN DESIGN	ECONOMIC PROSPERITY	PUBLIC FACILITIES AND SERVICES	RECREATION	CONSERVATION AND SUSTAINABILITY	HISTORIC PRESERVATION
Transportation and land use relationship	X	X					
Development standards; building form and character		X					X
Commercial and employment uses			X				
Parks and open space uses				X	X	X	

The Land Use Element consists of narrative goals, policies, and programs, as well as a Land Use Map and other figures and maps. It also includes land use designations that describe the uses shown on the Land Use Map.

Many aspects of the Land Use Element overlap with topics also covered in other Plan elements. For example, Southeastern San Diego has a rich history and wealth of historic resources, which are addressed in the Historic Preservation Element. Commercial and employment areas are where Economic Prosperity strategies are based. The relationship between transit-oriented development and transit access is also a topic concerning Mobility and Urban Design. Table 2-1 shows some of the issues that may be addressed in more than one Plan element.



## 2.1 Land Use Framework

### Existing Land Use Snapshot

Southeastern San Diego is primarily residential with a mix of single-family homes and multi-family developments. There are large-scale commercial spaces, parks and school sites.

Southeastern San Diego consists of residential neighborhoods and commercial corridors, industrial areas, shopping and employment centers, and schools and other community amenities framed by the freeway system.

The community has a mix of single-family and multi-family housing in all neighborhoods. Commercial development is concentrated along commercial corridors west of Highway 15 and at shopping centers to the east. Industrial and employment uses are found on both sides of Highway 15 south of Highway 94 (Gateway West and East) as well as along Commercial Street.

Table 2-2 and Chart 2-1 show the proportion of land area occupied by different uses in the community as of 2013. Southeastern San Diego encompasses 2,950 acres, not including 121 acres of unincorporated San Diego County land at Greenwood Cemetery.

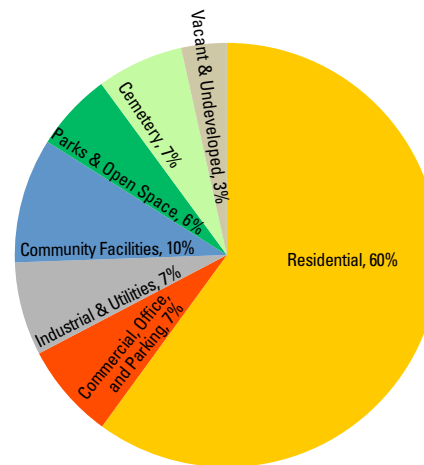
A majority of Southeastern San Diego is not anticipated to change significantly in land use or development intensity. Some sites, because of the current land use and intensity of development, have a heightened potential for reuse or intensification; these areas are clustered along the principal corridors in the community. Discussion or mapping of a site as an area of change

COMMUNITY PLAN LAND USE	ACRES	PERCENT
Single-family Housing	667	36%
Multi-family Housing	454	24%
Community Facilities	178	10%
Parks and Open Space	111	6%
Commercial Uses	136	7%
Industrial Uses and Utilities	133	7%
Mount Hope Cemetery	123	7%
Vacant Land	65	3%
<b>SUB-TOTAL</b>	<b>1,867</b>	<b>100%</b>
Streets and Public Right-of-Way	1,062	
<b>TOTAL</b>	<b>2,929</b>	

1. Does not include streets and public right-of-way.

Source: Dyett & Bhatia, 2013.

CHART 2-1: Existing Land Use in the Planning Area, by Percent Share

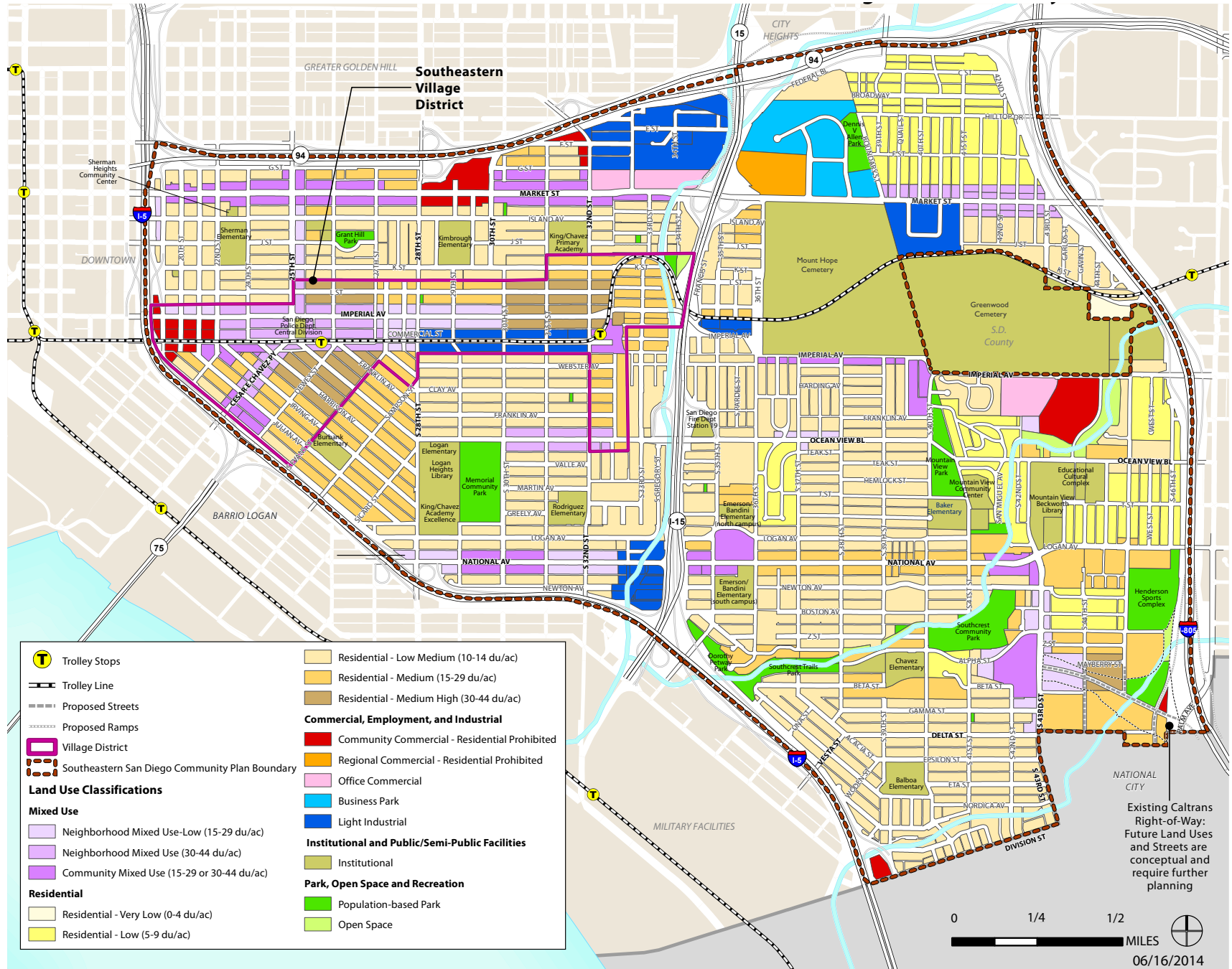


Source: City of San Diego, 2008; Dyett & Bhatia, 2013.



Southeastern San Diego is primarily residential with a mix of single-family homes and multi-family developments. There are large-scale commercial spaces, parks and school sites.

FIGURE 2-1: Community Plan Land Use



Existing Caltrans Right-of-Way: Future Land Uses and Streets are conceptual and require further planning



does not necessarily mean that the site will undergo a use or intensity change, as development would result from private property owner initiative. .

### Classification of Uses

The land use framework consists of the land use classifications, the Land Use map (Figure 2-1), and Active Frontage map (Figure 2-2) that work together to define activities and capacities. Table 2-3 outlines the land use classification system for Southeastern San Diego. It describes permitted land uses and mixes, and the density and/or intensity (floor area ratio or FAR) for each designation. These descriptions are abbreviated; for a fuller description of permitted uses and development intensity, the City's Municipal Code should be consulted. Density and intensity of land use have implications in terms of community character as well as traffic generated and public facility needs. Chart 2-2 includes a description of the land uses, as well as renderings and photographs of examples of the associated building typologies. The characteristics and locations of each use designation are described in sections 2.4 through 2.7.

### Active Frontage

In order to promote vibrant areas in the villages, Figure 2-2: Active Frontage shows two designations, with the requirements below:

- Active Frontage Required. Along these streets, new development must be pedestrian-oriented, and all sites with where designations require a commercial use (Community Mixed Use, Neighborhood Mixed Use, Community Commercial or Neighborhood Commercial),

development should provide retail, restaurants, and other similar active commercial uses at the ground level.

- Active Frontage Permitted. Along these streets, retail, restaurants, offices, live/work spaces, galleries, hotel lobbies, or other business establishments are permitted, but not required, at the ground level.

Limitations on retail in other areas would be in accordance with the designated Land Use Classification and zoning.



PUBLIC REVIEW DRAFT: June 2014

**CHART 2-2: Development Types and Land Use Classifications**

<b>Residential - Very Low</b> (0 - 4 du/ac)	<b>Residential - Low</b> (5 - 9 du/ac)	<b>Residential - Low Medium</b> (10 - 14 du/ac)	<b>Residential - Medium</b> (15 - 29 du/ac)	<b>Residential - Medium High</b> (30 - 44 du/ac)
<p>Very Low Residential is intended for areas with predominantly single-family residential development on large lots, in a “rural-feeling” setting and on hillsides. Single-family homes may be arranged as stand alone detached units, with significant front, rear and side yards. Parking should be integrated into the ground-floor of the units in individually secured garages. Garages may be accessed from the front or rear of the site</p>	<p>Low Residential is intended for areas with predominantly single-family residential development on small lots. Single-family homes may be arranged as stand alone detached units, with modest front, rear and side yards. Parking should be integrated into the ground-floor of the units in individually secured garages, preferably accessed from the side or rear of the site.</p>	<p>Low-Medium Residential allows for an almost equal mix of single-family, town home and multi-family units. This combination of residential types supports a fine-grain, pedestrian scale. Town homes or row homes may be clustered in groups of 4 to 6 units. Parking is integrated into the ground-floor of the units in individually secured garages. Garages are accessed from the rear of the site.</p>	<p>Medium Residential is composed primarily of town homes and garden apartments/condominiums, with some opportunities for small-lot, town homes. Medium Residential buildings are organized around a central courtyard with individual or collective open space amenities for building residents to use. Parking includes a mixture of garages and surface spaces. Parking spaces should be individually secured and accessed from the rear of the site or a central, landscaped drive court.</p>	<p>Medium-High Residential supports compact and compatible condominium/apartment buildings that are typically designed with single or double-loaded access corridors. Parking should be integrated into the ground level of the development or below grade, in individually secured garages. Community amenities, such as a gym, bbq deck, playground or computer lab are an integral part of the development. Private and shared open space is provided and a key component of the design.</p>
<p><i>Up to 30' Max. Height</i></p>	<p><i>Up to 30' Max. Height</i></p>	<p><i>Up to 30' Max. Height</i></p>	<p><i>Up to 40' Max. Height</i></p>	<p><i>Up to 60' Max. Height</i></p>



**CHART 2-2: Development Types and Land Use Classifications (Continued)**

**Neighborhood Mixed Use**

Neighborhood Mixed-Use provides housing in a mixed-use setting with convenience shopping, civic uses and services (such as healthy food stores, banks, laundry facilities and “mom and pop” stores) within an approximate three mile radius or less. Residential densities can range between 15 to 29 du/ac or 30 to 44 du/ac townhomes to 30 to 44 du/ac walk-up apartments. These uses are intended to be at the heart of the community where other complementary land uses are synergistically located in close proximity to one another.

*Up to 60' Max. Height*



**Community Mixed Use**

Community Mixed-Use encourages community-wide retail and mixed-use development that occurs at critical activity centers. Buildings are typically medium-scaled and integrated into a mixed-use development, with residential densities that can range between 15 to 29 du/ac or 30 to 44 du/ac. This type of development accommodates medium-scale retail, housing, office, civic and entertainment uses, grocery stores, drug stores and supporting uses, such as small-scale hotels, assembly spaces and office.

*Up to 60' Max. Height*



**Community Commercial**

Community Commercial focuses on commercial uses, however, office, public, and community gathering spaces are also allowed. A traditional “Main Street” character is encouraged with active storefronts, outdoor seating and pedestrian-oriented design.

*Up to 60' Max. Height  
1.5 to 4.0 Max. F.A.R.*



**Regional Commercial**

Regional Commercial supports regional retail and commercial development that occurs at critical activity centers in the community but also serves the region, within five to 25-plus miles. Buildings are typically larger-footprint and urban-scaled; up to 4 stories in height. Also medium-scale retail, office, civic and entertainment uses, shopping malls and limited industrial uses are permitted. Residential is not permitted in this area.

*Up to 45' Max. Height  
1.5 Max. F.A.R.*



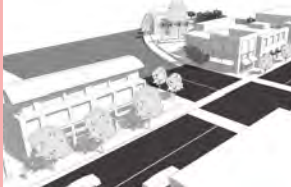
PUBLIC REVIEW DRAFT: June 2014

**CHART 2-2: Development Types and Land Use Classifications (Continued)**

**Office Commercial**

Office Commercial provides for office employment uses with limited, complementary retail uses. Residential uses are prohibited. Buildings tend to be a medium-sized footprint and urban scaled, with one to two stories in height. Office Commercial is limited to a few areas where office uses currently exist in the community and are desired to remain.

*Up to 45' Max. Height  
0.75 Max. F.A.R.*



**Business Park**

The Business Park designation represents employment-generating uses that will both create jobs and a pleasant and safe streetscape environment. Intended uses include office, research and development, and light manufacturing. Storage and distribution is discouraged to minimize truck traffic. Limited retail is allowed, to augment commercial uses and serve nearby residential areas, but is not intended as a primary use.

*Max. Height N/A  
2.0 Max. F.A.R.*



**Light Industrial**

Light Industrial allows a wide variety of industrial uses, such as light manufacturing, research and development uses, and other industrial uses such as storage and distribution and transportation terminals. Multi-tenant industrial uses and corporate headquarters office uses are permitted. All other office or commercial uses should be accessory to the primary industrial uses. Heavy industrial uses that have significant nuisance or hazardous effects are excluded.

*Max. Height N/A  
2.0 Max. F.A.R.*



**Open Space/ Park/  
Institutional**

Parks applies to both public and private recreational sites and facilities, including neighborhood parks, recreational centers, and other passive and active open space areas. It will allow for facilities and services to meet the recreational needs of the community as defined by the future Recreation Element.



<b>TABLE 2-3: LAND USE CLASSIFICATIONS AND PERMITTED DENSITIES/INTENSITIES</b>			
<b>COMMUNITY PLAN LAND USE</b>	<b>DESCRIPTION</b>	<b>RESIDENTIAL DENSITY (DU/AC)</b>	<b>MAXIMUM FLOOR AREA RATIO (FAR; MINIMUM WHERE SPECIFIED)<sup>1</sup></b>
<i>Mixed Use</i>			
Community Mixed Use	Serves the commercial needs of the community at large and provides housing in a mixed-use, moderately high intensity setting within approximately ¼-mile of a Trolley stop. Integration of commercial and residential use is emphasized, and civic uses are an important component. Ground level commercial uses are required along designated retail streets.	Up to 44 (included in overall FAR calculations)	Up to 4.0 (1.0 minimum)
Neighborhood Mixed Use	Provides convenience shopping and services and housing in a mixed-use setting, as well as civic uses, within generally ½-mile of a Trolley stop, as well as focused locations. Ground level commercial uses are required along designated retail streets.		Up to 3.0 (0.75 minimum)
Neighborhood Mixed Use – Low	Provides convenience shopping and services and housing in a mixed-use setting, as well as civic uses, within generally ½-mile of a Trolley stop, as well as focused locations, with somewhat lower residential densities than Neighborhood Mixed Use. Ground level commercial uses are required along designated retail streets.	Up to 29 (included in overall FAR calculations)	Up to 2.0 (0.5 minimum)
<i>Residential</i>			
Residential – Medium High	Provides for multifamily housing within a medium-high density range. Commercial uses are also allowed, but not required.	30 to 44	1.8
Residential – Medium	Provides for both single-family and multifamily housing within a medium density range.	15 to 29	0.9 to 1.8, as specified in Municipal Code
Residential – Low Medium	Provides for single-family within a low-medium density range.	10 to 15	0.75 to 0.8, as specified in Municipal Code
Residential – Low	Provides for single-family within a low-density range.	5 to 9	Varies; see Table 131-04J in Municipal Code
Residential – Very Low	Provides for single-family housing within the lowest density range.	0 to 4	Varies; see Table 131-04J in Municipal Code
<i>Commercial, Employment, and Industrial</i>			
Community Commercial, Residential Prohibited	Provides for shopping areas with retail, service, civic, and office uses for the community at large within 3 to 6 miles.	Not Applicable	0.75 to 1.5
Regional Commercial, Residential Prohibited	Serves the region, from five to 25-plus miles, with a wide variety of uses including commercial service, civic, retail, office, and limited industrial uses.	Not Applicable	Up to 1.5
Office Commercial	Provides for office employment uses with limited, complementary retail uses. Residential uses may occur only as part of a mixed-use project.	Not Applicable	Up to 1.5

<b>TABLE 2-3: LAND USE CLASSIFICATIONS AND PERMITTED DENSITIES/INTENSITIES</b>			
<b>COMMUNITY PLAN LAND USE</b>	<b>DESCRIPTION</b>	<b>RESIDENTIAL DENSITY (DU/AC)</b>	<b>MAXIMUM FLOOR AREA RATIO (FAR; MINIMUM WHERE SPECIFIED)<sup>1</sup></b>
Business Park	Allows office, research & development, and light manufacturing uses. Recycling uses are prohibited.	Not Applicable	2.0
Light Industrial	Allows a wide variety of industrial uses such as warehousing, storage, wholesale distribution and transportation terminals in addition to uses allowed in Business Park areas. Recycling uses are prohibited.	Not Applicable	2.0
<i>Institutional and Public and Semi-Public Facilities</i>			
Institutional	Provides a designation for uses that are identified as public or semi-public facilities in the Community Plan, including but not limited to schools, libraries, police and fire facilities, and cemeteries.	Not Applicable	Not Applicable
<i>Park, Open Space and Recreation</i>			
Open Space	Applies to land or water areas generally free from development or developed with very low-intensity uses that respect natural environmental characteristics.	Not Applicable	Not Applicable
Population-based Parks	Provides for areas designated for passive and/or active recreational uses, such as community parks and neighborhood parks.	Not Applicable	Not Applicable

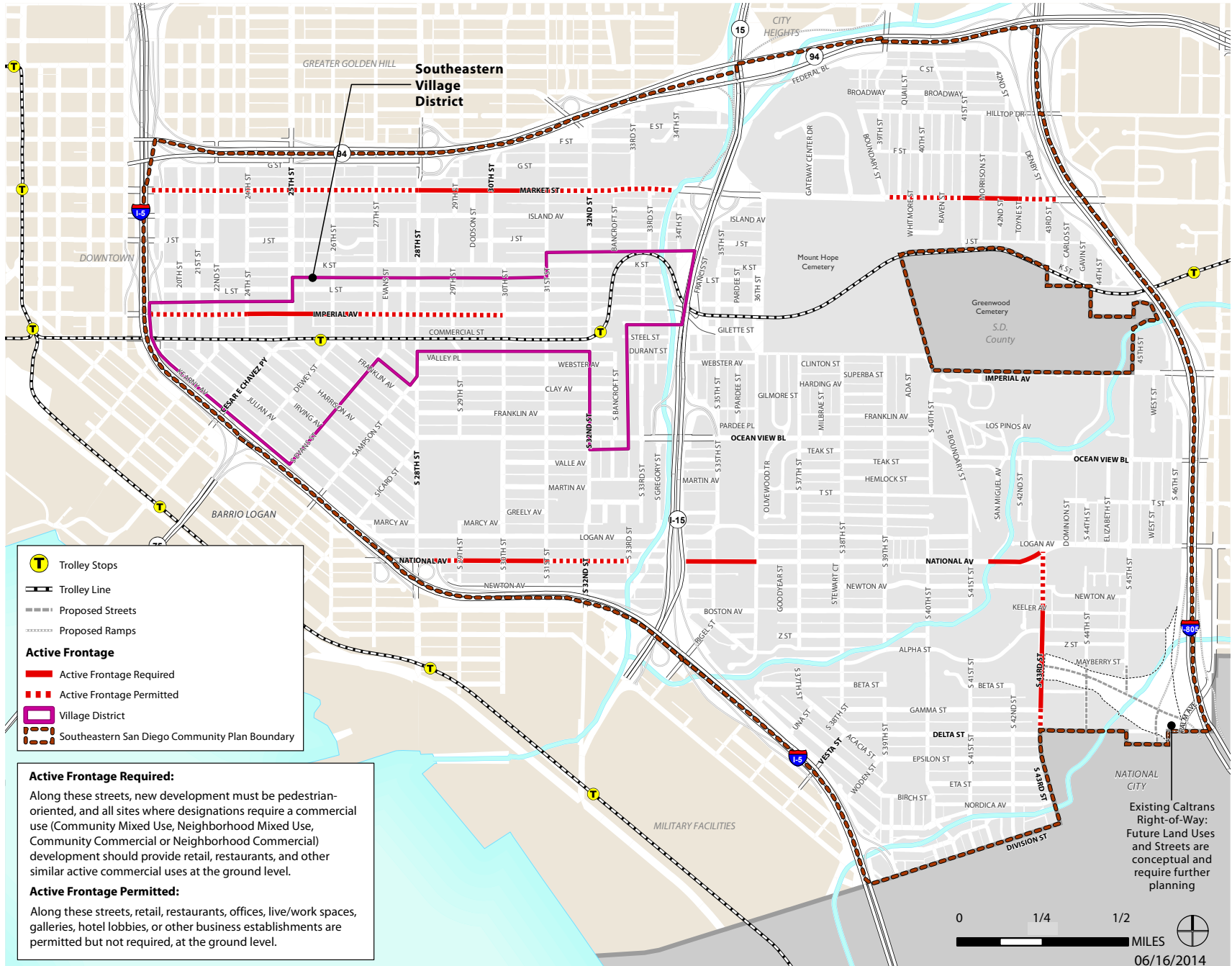
1 Floor Area Ratio (FAR) represents total allowed FAR, as follows:

- For Community Mixed Use and Neighborhood Mixed Use: FAR includes both residential and non-residential uses.
- For Neighborhood Commercial and Community Commercial: FAR includes only non-residential uses.
- For Residential only uses: Projects would need to comply with both density and FAR standards.

2 New residential development is required to be within the density range (both maximum and minimum) specified in the applicable designation as shown in Table 2-1. Residential density is applied to overall parcel area, excluding land that is not developable because of steep slopes or other natural constraints. Clustering is permitted in all residential designations to encourage open space conservation and preservation of natural topography; this may result in portions of a site developed at a density higher than the applicable density range, which is acceptable as long as the density for the overall development site is not exceeded.



FIGURE 2-2: Active Frontage



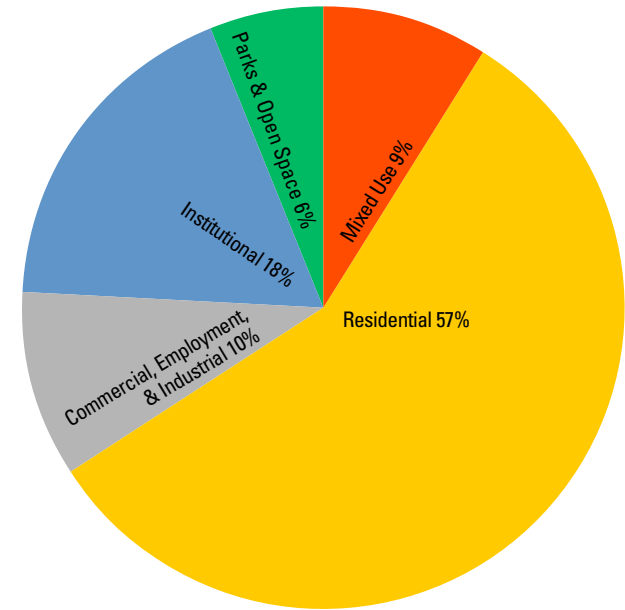


## 2.2 Future Development

### Land Use Distribution at Plan Buildout

The amount of land in each land use designation is shown on Table 2-4 and summarized in Chart 2-3. The predominant land use designation in Southeastern San Diego will remain residential, with Residential – Low Medium (678 acres) mirroring the current prevalence of single-family houses intermixed with duplexes and apartments. Land use categories allowing both commercial and residential would comprise about 9 percent of the community, spanning much of the Commercial Street/Imperial Avenue, Market Street, and National Avenue corridors.

**CHART 2-3: Future Land Use in the Planning Area, by Percent Share**



Source: City of San Diego, 2008; Dyett & Bhatia, 2013.

<b>TABLE 2-4: LAND USE CLASSIFICATIONS IN SOUTHEASTERN SAN DIEGO</b>		
<b>COMMUNITY PLAN LAND USE</b>	<b>ACRES</b>	<b>PERCENT</b>
<i>Mixed-Use</i>		
Community Mixed Use	89	4%
Neighborhood Commercial – Residential Permitted	53	3%
Community Commercial – Residential Permitted	49	2%
<b>MIXED-USE TOTAL</b>	<b>191</b>	<b>9%</b>
<i>Residential</i>		
Residential - Very Low	4	< 0.5%
Residential - Low	175	9%
Residential - Low Medium	678	34%
Residential - Medium	250	12%
Residential - Medium High	48	2%
<b>RESIDENTIAL TOTAL</b>	<b>1,153</b>	<b>57%</b>
<i>Commercial, Employment, and Industrial</i>		
Community Commercial - Residential Prohibited	37	2%
Regional Commercial - Residential Prohibited	15	1%
Office Commercial	23	1%
Business Park	35	2%
Light Industrial	88	4%
<b>COMMERCIAL, EMPLOYMENT, AND INDUSTRIAL TOTAL</b>	<b>197</b>	<b>10%</b>
<i>Institutional and Public and Semi-Public Facilities</i>		
Institutional	365	18%
<b>INSTITUTIONAL AND PUBLIC AND SEMI-PUBLIC FACILITIES TOTAL</b>	<b>365</b>	<b>18%</b>
<i>Parks and Open Space</i>		
Open Space	17	1%
Population-based Parks	94	5%
<b>PARKS AND OPEN SPACE TOTAL</b>	<b>111</b>	<b>6%</b>
<b>TOTAL</b>	<b>2,017</b>	<b>100%</b>

Source: Dyett & Bhatia, 2014.

### Buildout

Potential development under the Plan is referred to as buildout. The Plan has a 2035 horizon; however, it does not specify or anticipate when buildout will occur, as long-range demographic and economic trends are difficult to predict. The designation of a site for a certain use also does not necessarily mean that the site will be developed or redeveloped with that use during the planning period, as most development will depend on property owner initiative.

Table 2-5 shows potential development resulting from application of land uses shown on the Land Use Map on vacant and underutilized sites. This includes development already permitted but not yet built. As shown in the tables, the existing inventory of 15,204 housing

units (as of 2012) could increase by 3,214 (21 percent) to a total of 18,418. Commercial, office, and industrial development is projected to increase by 36 percent, 30 percent, and 20 percent respectively.

### Policies

**P-LU-1:** Provide a variety of land use types to maintain the existing balance of land uses (refer to General Plan Policy LU-H.7)

**P-LU-2:** Foster development of neighborhood structure around existing elements such as the Educational Cultural Complex, Chollas Creek, 43rd and Logan node, and National Avenue. Include a center in the neighborhood structure, as well as other elements such as a spine, a gradation of density, or clearly distinct use areas.

TABLE 2-5: POTENTIAL DEVELOPMENT UNDER THE SOUTHEASTERN SAN DIEGO COMMUNITY PLAN			
DEVELOPMENT TYPE	EXISTING (2012)	NET NEW	TOTAL (2035)
<i>Residential (dwelling units)</i>			
Single-Family Residential <sup>1</sup>	11,167	(5,402)	5,765
Multifamily Residential	4,037	8,616	12,653
<b>TOTAL FAMILY RESIDENTIAL<sup>1</sup></b>	<b>15,204</b>	<b>3,214</b>	<b>18,418</b>
<i>Non-Residential (square feet)</i>			
Commercial	1,807,500	653,700	2,461,200
Office	216,000	64,800	280,900
Industrial and Utilities	2,079,700	418,800	2,498,500
Community Facilities	2,282,300	311,100	2,593,400
<b>TOTAL NON-RESIDENTIAL</b>	<b>6,385,600</b>	<b>1,448,400</b>	<b>7,834,000</b>

<sup>1</sup> Single-family residential includes detached single-family and multiple-unit single-family. Multifamily Residential includes residential as part of mixed-use.

<sup>2</sup> Non-residential development rounded to nearest 100 square feet.

Sources: SANDAG, 2012; City of San Diego, 2008, 2013; Dyett & Bhatia, 2013.

## 2.3 Village Areas and Key Corridors

This section describes the Community Plan's approach to fostering growth that enhances the community along its key corridors and around trolley stations. To fulfill the City of San Diego General Plan's key strategy of becoming a "City of Villages," the Southeastern Village is envisioned as the mixed-use center for the community of Southeastern San Diego. This Village District is shown in Figure 2-3, which also highlights the areas of Southeastern San Diego where land use or intensity may change as a result of the Community Plan. The Southeastern Specific Plan provides detailed development standards and land use regulations and is a companion document to this plan.

### Southeastern Village

The Southeastern Village includes the Commercial/Imperial corridor from Interstate 5 to 28th Street, and is centered on the trolley stops at 25th Street and 32nd Street. As shown in Figure 2-4, the Village will contain a mix of uses, with higher density allowed near the transit corridor while respecting the Historic Districts in Sherman Heights and Grant Hill. The Community Plan seeks to achieve the vision expressed by the community to allow a greater mix of uses in the corridor, preserve some industrial jobs, and ensure that development is sensitive in terms of heights and densities to the existing character.

### Density Incentives for Transit Oriented Development

The Community Plan is designed around a strong transit-oriented development (TOD) framework that focuses new higher density and intensity development within a village core in close proximity to major transit services. The plan enables development of complete neighborhoods that include a diverse array of residential, commercial, mixed-use, employment, and recreational opportunities. Higher density development will include urban design guidelines to foster enhancement of the public realm, pedestrian and bicycle movement, and public safety. Density incentives in the Village District are summarized in Table 2-6: Standards and Incentives in Villages. The Urban Design and Recreation elements also detail streetscape and pocket park improvements.

### Key Corridors

In addition to the Commercial/Imperial Corridor, there are three other main corridors in the Southeastern San Diego community: National Avenue, Market Street, and Ocean View Boulevard.

### National Avenue

National Avenue is a neighborhood spine connecting across the southern portion of the community, from Interstate 5 to 43rd Street, where the street shifts and becomes Logan Avenue. National Avenue provides a through connection between neighborhoods and features clusters of businesses, as well as one larger shopping center (Otto Square). The primary character of most segments of the street is residential. A community park is envisioned to occur along National at the SR-15 freeway.



*The Comm22 development will be joined by additional buildings and street improvements as the Commercial/Imperial corridor becomes a vibrant, mixed use area.*



**TABLE 2-6: ADDITIONAL STANDARDS AND INCENTIVES IN VILLAGES**

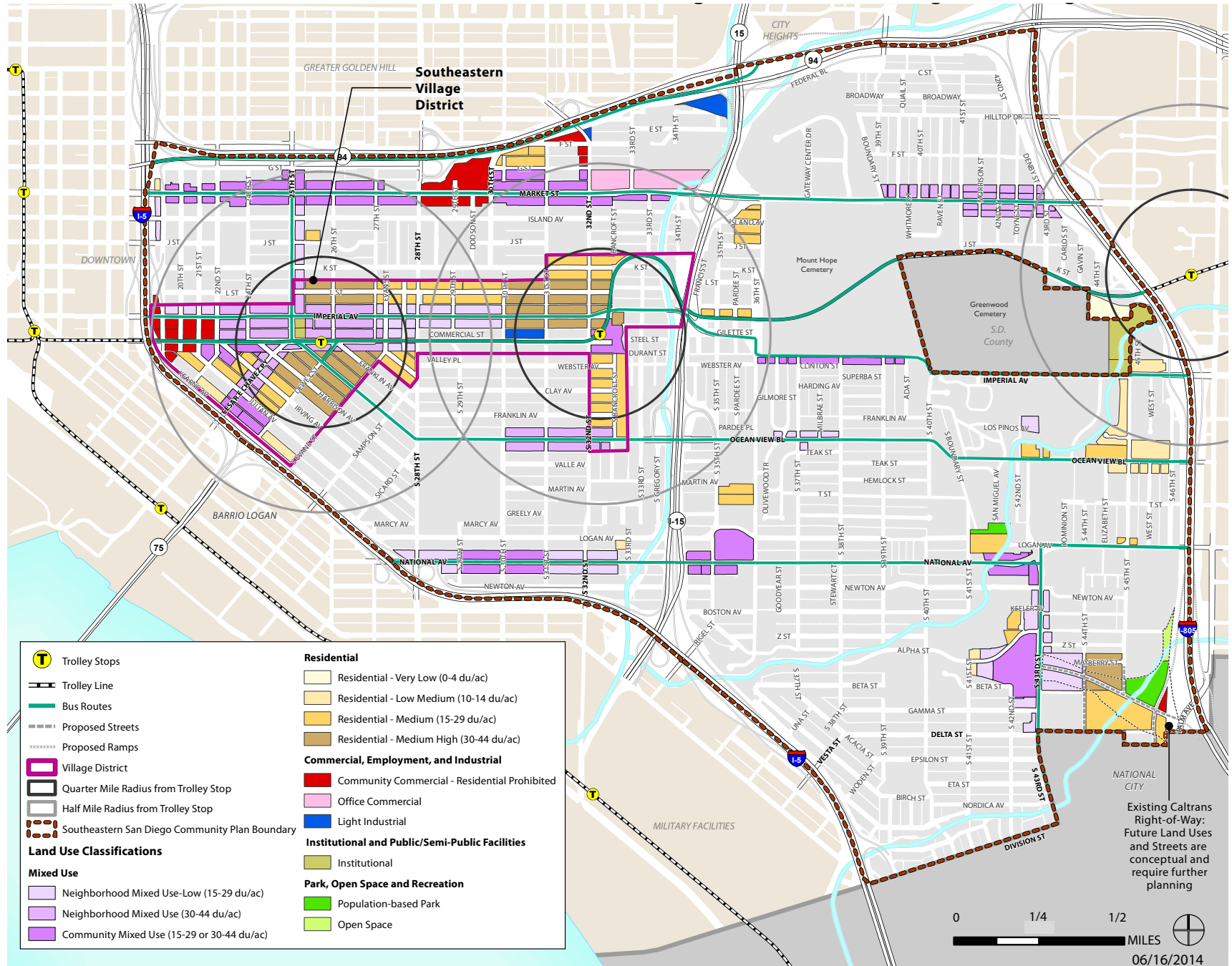
CATEGORY	COMMUNITY PLAN AND MUNICIPAL CODE REGULATIONS	VILLAGE DISTRICT
Minimum Density and Intensity	The density is planned as a range with minimum as well as maximum development intensity. Exceptions to the range would require discretionary approval or a zone amendment.	Density may be transferred within the Village District boundaries or to sites within 1/4 mile radius of trolley stops or major mass transit stations.
Reduction in Required Parking	The first 5,000 square feet of commercial/retail contained in a mixed-use development is not required to provide parking.	Reduced parking ratio equivalent to the Transit Area Overlay Zone parking standards and Affordable Housing parking standards where residential is included.
Shared Parking	Required visitor parking for new non-residential development shall be available for general use.	Shared parking agreements shall be allowed throughout the Village District area.
Retail/Restaurant Location		Active ground-floor commercial uses are required in mixed-use developments.
Publicly-Accessible Open Space	Usable open space is required in all projects.	Inclusion of public plaza, paseos, and open space (dedicated or with public access easement; minimum 500 square feet in size) are eligible for FAR bonus.  Every 100 SF of improved public space dedicated may earn 200 square feet of additional building area up to total 1 FAR bonus (Up to 1/2 of the site may be dedicated to open space).
Parking Structures	Parking shall be provided in conformance with the San Diego Municipal Code	Structured parking shall not be counted as part of building floor area ratio

The San Diego Municipal Code facilitates higher-density/intensity development through affordable housing density bonuses, transit demand management, tandem parking, shared parking, parking assessment districts, and reduced parking requirements depending on housing type.

*A major purpose of the National Avenue Master Plan, reflected in this Community Plan, is to recommend an appropriate mix of land uses and densities along the corridor.*



FIGURE 2-3: Areas of Change, Master Plan Areas, and Village Boundaries





*New development and streetscape improvements are envisioned to grow around the 32nd Street station.*



*An extension of Alpha Street would become the spine of a new mixed-use neighborhood integrated with surrounding residential areas.*

## Market Street

Market Street spans the northern tier of Southeastern San Diego, connecting the community with Downtown to the west and the Encanto Neighborhoods to the east. The street is broad, and segments east of 32nd Street carry more traffic than Imperial or National Avenues do. It passes through a variety of settings, including the Sherman Heights historic district; an area with some larger-scale commercial and light industrial buildings; alongside the Gateway West and Gateway East industrial parks, and through the Mt. Hope residential neighborhood. The Land Use Plan recognizes these distinct characteristics, while providing more opportunities for a mixture of uses to develop in complementary ways. For example, residential development will be facilitated in mixed use buildings, helping to support local convenience shopping. An office designation along the Market Street frontage should help to revitalize the Gateway West industrial park while capitalizing on exposure to Market Street and I-805.

## Ocean View Boulevard

Ocean View Boulevard is the community's fourth major east-west corridor, crossing Highway 15 and linking directly to the heart of the Imperial corridor at 25th Street. Ocean View connects large parks and community hubs at Memorial Park and Mountain View Park, and features two small commercial districts which, under the Plan, should grow into small higher-density mixed use areas.

## Policies

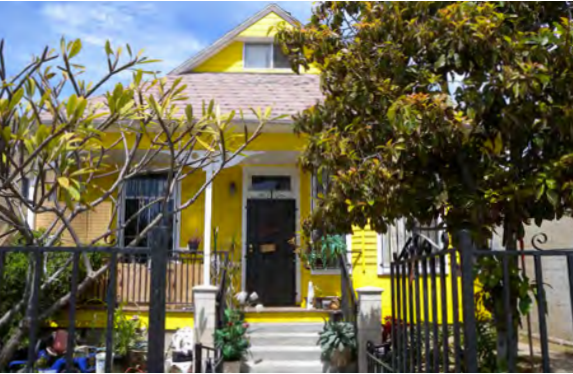
- P-LU-3:** Focus the highest intensity development (residential and non-residential) on both Commercial Street and Imperial Avenue around the trolley stops to capitalize on access to transit, boost transit ridership, and reduce reliance on driving.
- P-LU-4:** Refer to the Sherman Heights Historic District and Grant Hill Historic District for development and rehabilitation guidelines.
- P-LU-5:** Promote Cesar E. Chavez Parkway and 25th Street as the Village's primary ceremonial street as described in the Mobility Element.
- P-LU-6:** Orient street frontages towards Imperial Avenue and 25th Street, and provide space for outdoor seating and for retailers to display their wares.
- P-LU-7:** Provide sidewalks that are 15 feet wide (minimum) along Cesar E. Chavez Parkway, 25th Street, and Imperial and Commercial avenues to enhance pedestrian and commercial activity.
- P-LU-8:** Require ground-floor commercial uses, such as retail spaces and small businesses, in the Neighborhood Mixed Use designation near the 25th Street trolley stop, as shown by the symbol "Commercial Frontage Required" on the Land Use Diagram.
- P-LU-9:** Work with Caltrans to eliminate the freeway structure in order to redevelop the parcels for a variety of community serving uses.
- P-LU-10:** Promote 43rd Street as a higher density mixed-use spine through the Village with 15-foot wide sidewalks (minimum), corner popouts, shade-producing street trees, and pedestrian-oriented lighting.

## 2.4 Mixed Use

The Neighborhood Mixed Use and Community Mixed Use designations are provided where the integration of housing and commercial uses in a thoroughly mixed-use setting is the emphasis. Mixed use refers to the combining of compatible commercial, retail, and/or office uses in the same building (vertical mixed use) or on the same site (horizontal mixed use) as residential. This includes higher density residential development to serve many market segments, along with a mix of commercial, retail, civic, and recreational uses to serve the overall community.

Community and Neighborhood Mixed Use areas will feature mixed-use buildings as well as commercial-only buildings, with heights limited to 30 feet along corridors and rising up to 60 feet (typically five stories) near the trolley stations or at the center of mixed use areas. The Community Mixed Use zones generally extend to a 1/4 mile radius around trolley stops and along major corridors. The Neighborhood Mixed Use zones generally extend to about 1/2 mile of trolley stops and along corridors, and exclude low-density residential areas, industrial areas, parks and schools.





*The community's housing stock will be joined by newer development on vacant and underutilized lots.*

## 2.5 Residential Land Use

### Neighborhoods

Neighborhood structure is relatively strong in some areas, such as in Logan Heights, Sherman Heights, and Mount Hope with a strong community nucleus around community centers, schools, parks and libraries. Some neighborhoods in Southeastern San Diego are among the city's oldest, and reveal interesting aspects of the city's urban development. Conservation of character and historic preservation are key objectives in the neighborhoods west of SR-15. Elsewhere where neighborhood structure is less strong, as in Mountain View and Southcrest, the Plan seeks to enhance these.

### Residential Uses

Most neighborhoods in Southeastern San Diego are in the Residential – Low Medium category, indicating a mix of single-family and small-scale multi-family development. Much of Logan Heights and the Southcrest neighborhood east of 43rd Street are classified as Low-Medium density due to proximity to transit or existing development patterns. Medium-High density development is facilitated close within a few blocks to the north and south of the heart of the Commercial/Imperial corridor. Meanwhile much of the Mt. Hope neighborhood and the eastern half of Mountain View are classified as Low Density.

### Residential Infill Opportunity Areas

The Plan seeks to expand and preserve the supply of affordable housing through the construction of new units as well as the preservation and restoration on

older homes. Though most of its lots have been developed, there remains some vacant or underutilized land in Southeastern San Diego, as identified on Figure 2-4. With its good access to transit and central location, the community provides an opportunity for well-located, mixed-use infill development.

Although much of the community has already been developed, there are some opportunities for infill development through the construction of companion units on the lower density residential sites. Companion units increase the housing stock and allow for multi-generational housing opportunities. The community also has a number of medium and small vacant lots along its main transit corridors and in its Village Districts. These areas can be developed to offer more housing choices in the neighborhood, including mixed-use units, multi-family housing, and townhome projects, which can be appropriately scaled to the vacant lot sizes. Furthermore, mixed-use units allow families to live above commercial, retail and office space. In addition, there are some vacant lots scattered in residential neighborhoods where new housing may be created over time.

### Policies

- P-LU-11:** Achieve a diverse mix of housing types and forms, consistent with allowable densities and urban design policies.
- P-LU-12:** Balance new development with the rehabilitation of high-quality older residential development.
- P-LU-13:** Promote construction of larger housing units suitable for families with children by utilizing density bonus incentives.



- P-LU-14:** Provide housing development that incorporates universal design standards for persons with disabilities.
- P-LU-15:** Support rental and ownership opportunities in all types of housing, including alternative housing such as companion units, live/work studios, shopkeeper units, small-lot housing typologies, and for-sale townhomes.
- P-LU-16:** Encourage preservation and renovation of culturally and historically significant residential units and provide incentives to retrofit or remodel units in a sustainable manner.
- P-LU-17:** Preserve existing single-family homes that provide affordable housing and contribute to Southeastern San Diego's unique character in particular in the Sherman Heights and Grant Hill Historic Districts.
- P-LU-18:** Rehabilitate existing residential units that contribute to the historic district's character and fabric. Encourage adaptive reuse of historically or architecturally interesting buildings in cases where the new use would be compatible with the structure itself and the surrounding area.
- P-LU-19:** Support development of companion housing units in lower density areas to provide additional residential units and opportunities for co-generational habitation.
- P-LU-20:** Discourage parcel consolidation over 14,000 square feet in the lower density and historic district areas to maintain the historic building pattern of smaller buildings.

### Affordable Housing Policies

- P-LU-21:** Develop larger sized (three bedrooms) affordable units; housing with high-quality private open space; and residential units that are adaptable to multi-generational living.
- P-LU-22:** Enable in-law units for existing single-family homes to accommodate growing families and provide an opportunity for rental income.
- P-LU-23:** Promote the production of very-low and low income affordable housing in all residential and multi-use neighborhood designations.
- P-LU-24:** Create affordable home ownership opportunities for moderate income buyers.
- P-LU-25:** Encourage the development of moderately priced, market-rate (unsubsidized) housing affordable to middle income households earning up to 150% of area median income.
- P-LU-26:** Promote homebuyer assistance programs for moderate-income buyers.
- P-LU-27:** Utilize land-use, regulatory, and financial tools to facilitate the development of housing affordable to all income levels.



*A wide variety of industrial and commercial uses occupy nearly 270 acres of land in Southeastern San Diego.*

## 2.6 Commercial, Employment, and Industrial Land Use

Most of the community’s commercial development is in two basic categories, small businesses and large commercial centers. The community’s small businesses are located along the main commercial corridors of Market Street, Imperial Avenue, and National Avenue, mainly west of Highway 15. These corridors are long, but they do not build up a critical mass at any point and provide a limited range of services. Located east of State Route 15, there are four large commercial centers in Southeastern San Diego: Imperial Marketplace, Gateway Center, Northgate Market, and Otto Square.

### Commercial Land Uses

The Community Commercial designation is meant for shopping and office uses that serve the whole community. In most parts of the community, commercial uses are provided for in designations that allow residential development, creating more opportunities for mixed use, with heights typically limited to 30 feet.

Community Commercial areas are located along western Market Street and at three nodes along National Avenue, in areas that are accessible by the whole community and to freeways and transit. Neighborhood Commercial areas are located along eastern Market Street and segments of Ocean View Boulevard, Imperial and National avenues, and 43rd Street, where convenience shopping uses would be within walking distance of surrounding neighborhoods.

### Employment and Industrial Land Uses

The Community Plan provides three land use designations for industrial or employment-focused uses. The Light Industrial designation is given to land along Commercial Street at the industrial parks, and along National at Highway 15 (though this area along National Avenue is also proposed for park land, as discussed in the Recreation Element). The Business Park designation is applied to much of the Gateway Center development, where there may be room for employment intensification. The Office Commercial designation is given to the Market Street frontage at the Gateway West industrial park, to encourage higher-value use and economic diversification along this high-visibility corridor.

### Policies

- P-LU-28:** Provide transparency on the street with active uses such as ground-floor lobbies, offices, and retail areas.
- P-LU-29:** Incorporate plazas, courtyards, and outdoor places into new development for employees to gather and recreate.
- P-LU-30:** Provide multi-modal access through the integration of transit within employment areas and the creation of safe and direct bicycle and pedestrian connections (refer to General Plan Policies UD-D.1 through D.3).
- P-LU-31:** Focus light industrial uses in one portion of the Commercial Street corridor—between 28th and 32nd streets—to minimize potential conflicts with residential and other sensitive uses and to concentrate industrial activities, including freight and truck loading/unloading.

- P-LU-32:** Treat building facades along Commercial Street that face the rail road right-of-way as primary façades. Promote use of quality materials on the facades, and screen the service and loading areas from the right-of-way.
- P-LU-33:** Ensure that truck and auto ingress and egress are taken from alleyways rather than the front of buildings to minimize impacts. Make curb cuts as minimal as possible if no alley exists.
- P-LU-34:** Ensure that industrial land uses minimize conflict with surrounding incompatible uses through building design and truck restrictions.
- P-LU-35:** Create neighborhood centers and corridors lined with neighborhood-serving retail, restaurants, cafés, and places for gathering.
- P-LU-36:** Retain and enhance existing quality neighborhood-serving commercial uses.
- P-LU-37:** Develop shopkeeper units and live/work units that allow residents to own and operate office, professional, and retail uses.
- P-LU-38:** Mitigate potential negative effects where industrial uses are located through zoning performance measures (such as glare and noise standards), landscaping and/or screening to reduce noise, dust, toxins, and unattractive presence along streets and sidewalks.
- P-LU-39:** Locate smaller buildings and less intensive uses within an industrial development site closer to adjacent residential uses, rather than larger or more intensive uses.

## 2.7 Institutional Uses and Open Space

### Institutional Uses

Community facilities, including schools and churches, represent a large share of non-residential space in Southeastern San Diego. These facilities are spread throughout the community, and provide meeting rooms, education and recreation classes, and cultural events. Mount Hope Cemetery, owned and operated by the City of San Diego, occupies 123 acres in the community's eastern section, while Greenwood Cemetery, owned and operated by the County of San Diego, occupies 121 acres on the far eastern side of the community.

### Parks and Open Space

Parks and open space play an important role in sustaining and improving neighborhood quality of life and providing opportunities for social interaction, physical activity, environmental benefits, and visual relief in the urban environment. In total, there are about 111 acres of park land and open space in Southeastern San Diego spread throughout the community. Parks and open space are covered in depth in the Recreation Element.

### Airport Land Use Compatibility

The Airport Influence Area for the San Diego International Airport (SDIA) affects the Southeastern San Diego Community Plan. The Airport Influence Area serves as the planning boundaries for the Airport Land Use Compatibility Plan for SDIA and is divided into two review areas. Review Area 1 is comprised of the

noise contours, safety zones, airspace protection surfaces, and overflight areas. Review Area 2 is comprised of the airspace protection surfaces and overflight areas. The Airport Land Use Commission for San Diego County adopted the Airport Land Use Compatibility Plan for SDIA to establish land use compatibility policies and development criteria for new development within the Airport Influence Area to protect the airport from incompatible land uses and provide the City with development criteria that will allow for the orderly growth of the area surrounding the airport. The policies and criteria contained in the Airport Land Use Compatibility Plan are addressed in the General Plan (Land Use and Community Planning Element and Noise Element) and implemented by the supplemental development regulations in the Airport Land Use Compatibility Overlay Zone of the San Diego Municipal Code. Planning efforts need to address airport land use compatibility issues consistent with airport land use compatibility policies and regulations mentioned above.

## Policies

### Institutions

- P-LU-40:** Coordinate with the San Diego Unified School District to develop joint-use park facilities on school campuses throughout the community.
- P-LU-41:** Evaluate remnant cemetery properties for opportunities for additional open space and parks.
- P-LU-42:** Work with community institutions such as the Sherman Heights Community Center, the Boys and Girls Club, and the YMCA to maximize availability and programming of the respective facilities in the community.

### Airport Land Use Compatibility Plan

- P-LU-43:** Review development applications within the Airport Influence Area for consistency with the adopted ALUCP.

## 2.8 Environmental Justice

Environmental justice is defined in the California Government Code as “the fair treatment of people of all races, cultures, and incomes with respect to the development, adoption, implementation, and enforcement of environmental laws, regulations, and policies.” (Gov. Code, §65040.12, subd. (e).) 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 also 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 play a critical role in public health and environmental justice. Factors that affect individuals’ health are influenced by the aspects of the Plan. For example, the Plan can affect how often people walk, ride a bike, drive a car, or take pub-



lic transportation; their access to healthy food; and the quality of their air and water. The section aims to identify public health risks and environmental justice concerns to improve the living conditions and foster better physical health and well being in Southeastern San Diego residents.

Compared to the City as a whole, Southeastern San Diego is a relatively lower-income community with a racially and ethnically diverse population. In some areas, communities with these attributes also feature a concentration of contaminated sites or industrial uses that pose health risks to residents. In Southeastern San Diego, this condition is most notable along the Commercial Street corridor, where recycling facilities and industrial uses are located in close proximity to homes. Industrial and auto uses can have negative impacts on workers, residents, children, and other sensitive receptors due to loud noises from machinery, unappealing facades and open industrial yards, and potential hazardous emissions.

### Health and the Built Environment

When the land uses and operations of light industrial and commercial activities are adjacent to residential land uses, there is the potential for negative impacts for the community (collocation). The Plan addresses compatibility between industrial and residential uses through a number of policies and measures, including noise mitigation (i.e. controlling noise at the source), screening operations with shrubs or well-designed walls, as well as enforcement of the City's existing codes (e.g. containing operations within structures). State and federal agencies are also responsible for protecting community health through enforcing air quality rules identified by the

Environmental Protection Agency, the California Air Resources Board, and the San Diego Air Quality Management District; as well as enforcing rules concerning use, handling, storage and transportation of hazardous materials identified in the California Hazardous Materials Regulations and the California Fire and Building Code, and laws and regulations of the California Department of Toxic Substances Control and the County Department of Environmental Health.

To improve health and the built environment, some businesses have already made an effort to soften and screen the facades on the sidewalk edge through the introduction of vines and planting, or by painting large walls with murals. Vines can be introduced on fences and walls where wide planting areas are not feasible. The addition of vegetated cover to these blank surfaces can provide immediate impact to increased pedestrian comfort on the street, while screening the industrial uses.

### Access to Healthy Food

The availability of healthy food options at stores and farmers markets may correlate with a higher consumption of fruits and vegetables, which in turn can promote better health in individuals. The community does contain a high amount of less desirable unhealthy land uses such as liquor stores and fast food, and a lower prevalence of desirable healthy retail such as grocery stores. Liquor stores and fast food outlets are more likely to carry unhealthy and high-calorie food items, while grocery stores are more likely to carry nutritious items such as fruits, vegetables, and grains.



*Access to healthy food, green space, health care and social services are components of environmental justice.*

The Community Plan promotes development of spaces that can be occupied by fresh food retailers and policies that promote community gardens, urban gardening, and farmers' markets.

### Access to Parks and Green Space

The General Plan provides specific service area standards for neighborhood parks (1 mile), mini-parks (1/2 mile), and pocket parks and plazas (1/4 mile). Community parks are generally intended to serve an entire community planning area, or 25,000 residents. Nearly all of the community falls within one mile of either a neighborhood park or a community park. The area's scattered mini-parks provide more immediate access in some neighborhoods.

The Plan designates many new park and recreation areas, including proximate to neighborhoods that currently lack these facilities in Southeastern San Diego. In addition, the Plan promotes development of urban plazas and complete streets, to foster development of community gathering places and active living. The Recreation Element of this Plan provides further detail about parks and open space. Active transportation – mobility powered by human energy, such as walking and bicycling – and physical activity and recreation are other important factors of community health outcomes, which are addressed in the Mobility and Recreation elements.

### Access to Health Care and Social Services

Access to health care and social services can play a critical role in the preservation and maintenance of good public health. There are two community centers in

Southeastern San Diego: Sherman Heights Community Center serves the western side of the community, while Mountain View Community Center serves the eastern side of the community. In addition to private health care providers located throughout the community, Sherman Heights Family Health Center provides important health services in the community. The Jackie Robinson YMCA at the eastern end of the Imperial corridor is in the process of modernizing and rebuilding; it provides a technology center and child care, in addition to fitness and wellness services. Additionally, the Boys and Girls Club in Logan Heights serves the youth of the community.

While providing health care itself is beyond the scope of the Plan, the Plan promotes development of health and social services in a manner that enhances their community use and access by enabling their location in the Village Districts—proximate to transit, and integrated with higher density mixed-use developments, with a greater number of people within easy walking and biking distances.

## Policies

### Collocation of Uses

**P-LU-44:** Protect public health by evaluating the effects of noise and air pollution from free-way traffic on community land uses. Reduce, or eliminate where feasible, impacts on sensitive land uses, including housing, schools and outdoor athletic areas, through appropriate buffers, barriers, and best-practice construction measures.

**P-LU-45:** Avoid siting of new sensitive receptors—schools, homes, and other community

facilities—adjacent to freeways, truck distribution centers, dry cleaners, and gas stations.

### Landscaping Treatments

- P-LU-46:** Use natural landscape materials (trees, shrubs, and hedges) to buffer differing land uses, and provide a transition between adjacent properties.
- P-LU-47:** Require screening walls on the interior lot lines of industrial uses abutting residential uses. Screen the view of any parking or storage area, refuse collection, utility enclosures, or other service area visible from major streets, alley, or pedestrian area.
- P-LU-48:** Use screens of attractive high-quality materials and/or landscaped screening such as vines, mesh, and living walls (e.g. concrete wall with green creepers) of consistent height and design.
- P-LU-49:** Educate and encourage property owners to apply for Encroachment Maintenance and Removal Agreement with support from City staff to approve planting and irrigation within the public right of way and to plant vines on industrial fences to screen industrial sites from adjacent sidewalks and properties.

### Community Health

- P-LU-50:** Increase availability of fresh healthy foods by actively engaging such businesses, and undertake measures to decrease the density of liquor stores in the commercial corridors.
- P-LU-51:** Enable and encourage the development of one or more full-service grocery stores with healthy food options and easy access for community members.

**P-LU-52:** Prioritize healthy food outlets in economic development efforts, especially in areas more than a quarter to half a mile away from a healthy food outlet, farmer's market, farm stand, or corner store/market with healthy foods and fresh produce.

**P-LU-53:** Encourage the development of healthy food establishments in areas with an existing high concentration of fast food establishments, convenience stores, and liquor stores.

**P-LU-54:** Encourage development projects to include a healthy food outlet, or be located within a quarter to a half mile of a healthy food outlet, where feasible and appropriate.

**P-LU-55:** Discourage fast food outlets and liquor stores from locating near schools.

**P-LU-56:** Strive for a majority of residents to be within a quarter to a half mile walking distance to a grocery store or other healthy food retail establishment. Consider farm stands and community gardens for underserved areas where retail is not feasible.

## 2.9 Noise

Noises are undesirable sounds that vary widely in their scope, source, and volume. They range from individual occurrences, such as leaf blower or holiday firecrackers, to regular through intermittent disturbance by aircraft flying overhead and the trolley passing, to the fairly constant noise generated by traffic on freeways and roads. Noise is primarily a concern to sensitive land uses, such as residences and schools. Southeastern San Diego has a variety of land uses in proximity to major transportation facilities. The main sources of unwanted sound in

the community are related to airport 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 2-6 identifies the existing noise contours in the community.

Federal noise standards cover transportation-related noise sources related to interstate commerce (i.e., aircraft, trains, and trucks) for which there are not more stringent state standards. State noise standards are set for automobiles, light trucks, and motorcycles. The General Plan Noise Element specifies compatibility standards (maximum noise levels) for different categories of land use. The Noise Ordinance specifies maximum one-hour average sound level limits at the boundary of a property. Additional Plan policies are provided in this section.

### **Noise Sources**

Noise sources are typically categorized as mobile or stationary. The majority of mobile sources are transportation related from vehicles operating on roadways, aircraft and airport operations, and railroad activities. Stationary noise sources typically include machinery; fabrication; construction; heating, ventilation, and air conditioning systems; compressors and generators; and landscape maintenance equipment. Another category of stationary sources include various activities such as concerts, outdoor dining, amplified music, public address systems.

### **Motor Vehicle Traffic**

The dominant noise source in the community is traffic on roadways. Vehicle traffic noise is directly related to the traffic volume, speed, and mix of vehicles. 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 roads generating the greatest noise level in the area are I-5, I-805, SR-15, SR-94, Market Street, National Avenue, Ocean View Boulevard, and 43rd Street. The noise contours shown in Figure 6-2 represent the projected future noise level based on roadway volumes, the percent of trucks, speed and other factors, with full development under the community plan. They do not reflect the attenuating effects of noise barriers, structures, topography, or dense vegetation and should not be considered site-specific.

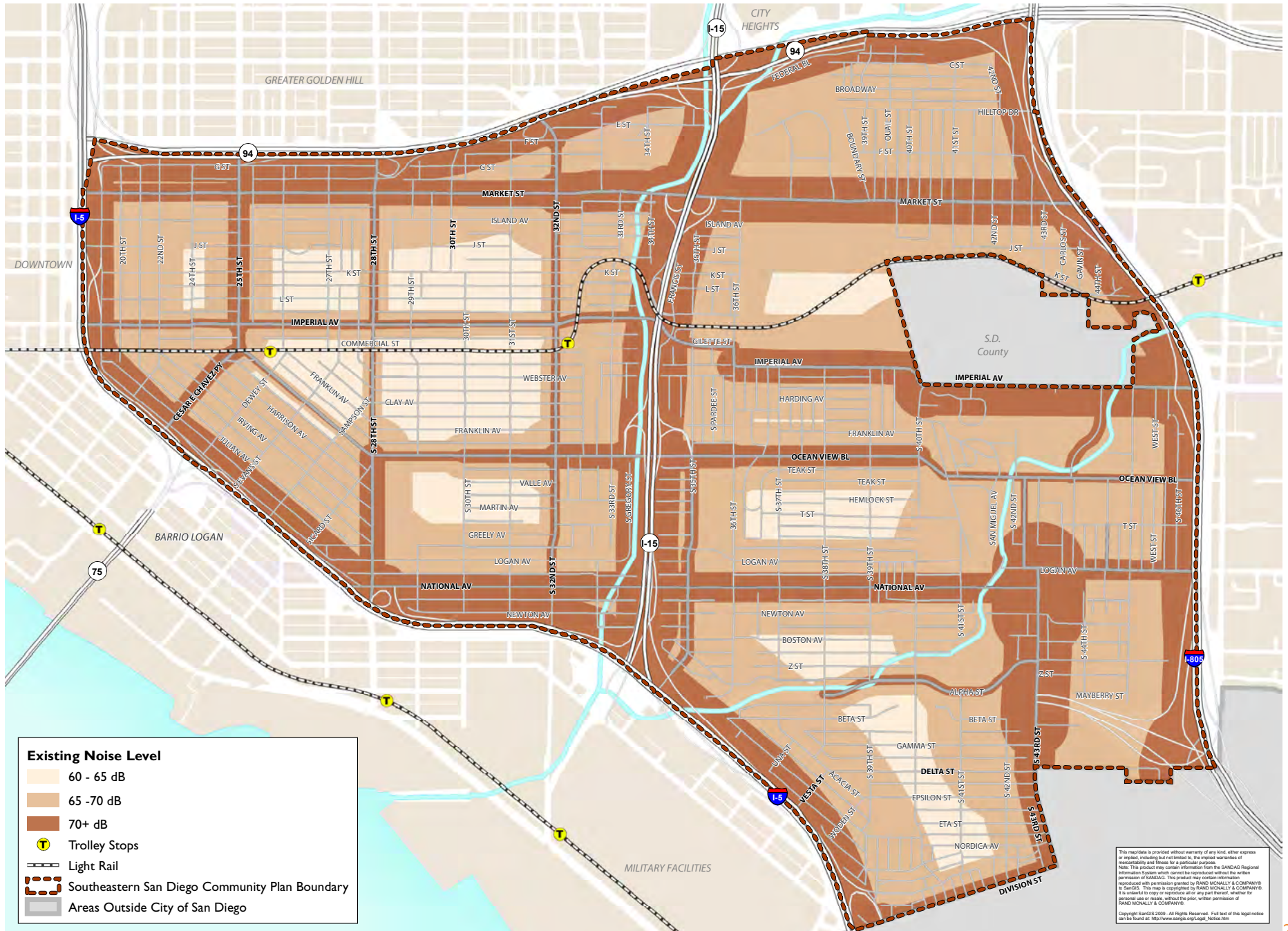
Future noise levels are expected to often exceed 65 CNEL, which is a generally acceptable level of noise when outdoors. (CNEL, the community noise equivalent level, adjusts for the annoyance of noise in the evening and nighttime hours.) Noise levels exceed this threshold in Southeastern San Diego today; increases may be expected along major roadways where traffic levels will increase.

### **Rail Activity**

Rail noise is a source of noise in the community. Freight trains and light rail transit (trolley) can generate high, relatively brief, intermittent noise events within the vicinity of at grade rail crossings where horns and crossing bells are sounded. Federal regulations require trains



FIGURE 2-4: Existing Noise Contours



to sound their horns at all roadway-rail grade crossings. Horns, whistles and bells on the moving trolley vehicles, and horns from freight trains, combined with stationary bells at grade crossings can generate excessive noise levels that can affect noise sensitive land uses. To minimize excess train horn noise, the federal government allows the establishment of train horn “quiet zones.” This requires the implementation of safety measures to compensate for the loss of the train horn usage. The General Plan has policy direction for trolley and train noise found in policies NE.C.1 through NE-C.4. Noise from the Trolley is not expected to exceed 65 CNEL only within 50 feet of the Trolley, even when the horn is used.

### Airport Activity

Aircraft noise can affect people living and working in the community to varying degrees, depending on a person’s level of noise sensitivity. The community is located entirely outside of the present and future 65 CNEL noise contour for San Diego International Airport. However, the community is within the Airport



*The dominant noise source in the Planning Area is traffic on roadways.*

Influence Area, which is the boundary for the Airport Land Use Compatibility Plan (ALUCP) for SDIA. Aircraft noise is one of the factors that the state-required ALUCP addresses with established policies for land use compatibility.

### Commercial and Industrial Activity

The primary issue with stationary noise sources from light industrial and commercial activities is when these land uses and operations are adjacent to residential land uses (colocation). The colocation of these land uses is a long-standing concern in the community. Noise impacts generated by construction activities, as well as commercial businesses can periodically generate high levels of noise in the community. The Community Plan’s land use diagram seeks to minimize the areas where sensitive land uses and potentially noise-producing land uses adjoin. In many areas, residential areas are separated from industrial districts by commercial areas, major roads, or natural features. 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. The Plan provides or reinforces land use siting and buffering standards to ensure sound-reducing features and site design.

## Policies

- P-LU-57:** Utilize the Community Plan and the Airport Land Use Compatibility Plan noise contours when making land use planning decisions.
- P-LU-58:** Reduce the effect of noise through the following techniques:
- Use building setbacks to increase distance between the noise source and receiver;
  - Orient buildings to shield outdoor spaces from noise sources;
  - Locate parking lots, and other non-habitable uses between the noise source and receptor;
  - Incorporate forced-air ventilation systems to allow windows and doors to be closed;
  - Use double-paned or sound rated windows;
  - Incorporate sound insulating exterior walls and roofs;
  - Use attic vents to minimize sound intrusion into structures.
- P-LU-59:** Ensure that future residential uses above the 60 dBA CNEL aircraft noise contour include noise attenuation measures to create an interior noise level of 45 dBA CNEL and provide an avigation easement to the airport operator for SDIA.
- P-LU-60:** Reduce the effect of commercial activity noise through site planning and integrating noise attenuation measures in new buildings to reduce interior sound levels. (Refer to General Plan Policies NE-E-1 through NE-E6.)
- P-LU-61:** Minimize exposure of commercial and industrial noise to noise-sensitive land uses.
- P-LU-62:** Reduce excessive rail, truck and other motor vehicle traffic noise levels that impact noise-sensitive land uses.
- P-LU-63:** Control noise impacts at the source through dampening, buffering, or active cancelling, particularly on sites that abut residential development or other sensitive receptors.
- P-LU-64:** Reduce potential noise impacts, particularly from the trolley, by orienting windows and openings away from noise sources or developing mitigations for noise and vibrations.
- P-LU-65:** Minimize noise impacts on sensitive receptors by discouraging multi-family housing development within the 65 db CNEL noise contour (generally west of 22nd Street and east of 33rd Street).

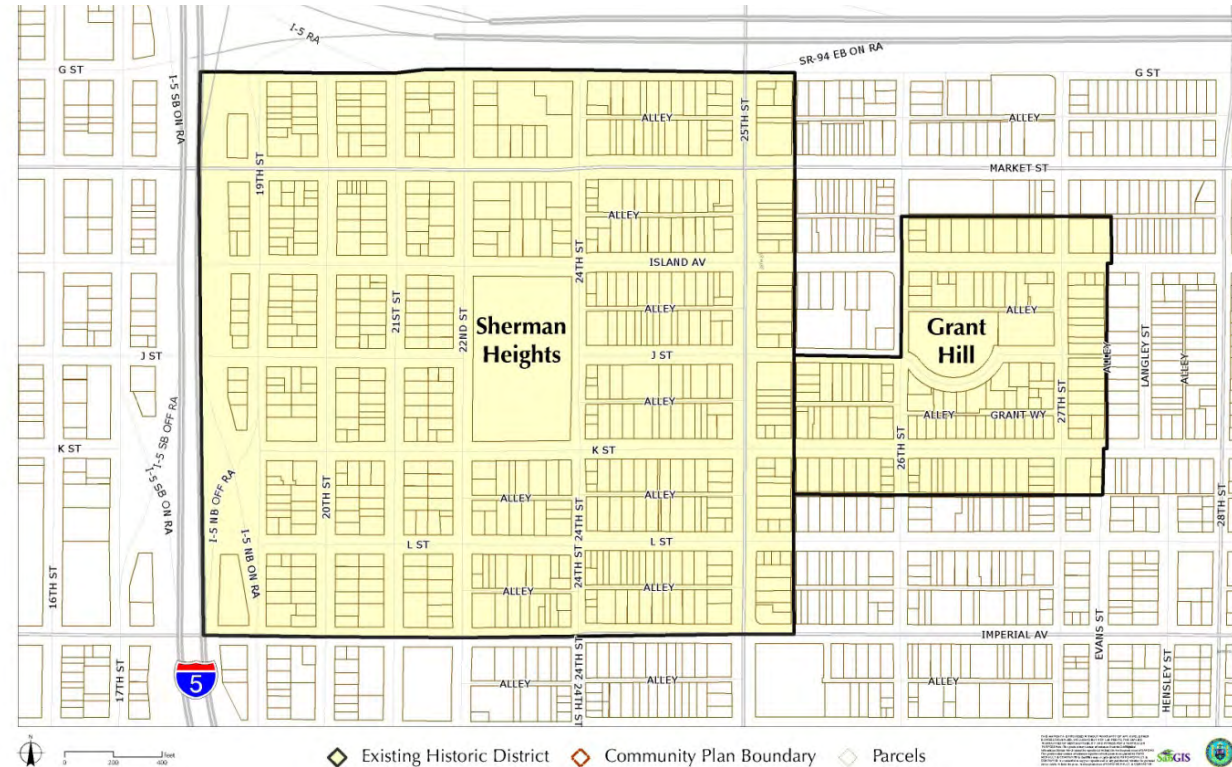


## 2.10 Sherman Heights and Grant Hill Park Historic Districts

The Sherman Heights Historic District and the Grant Hill Park Historic District were designated in 1987 and 1988, respectively, by the City of San Diego Historical Resources Board (HRB). As designated historic districts, development within the Sherman Heights and Grant Hill Park Historic Districts must comply not only with the Sherman Heights and Grant Hill Park Historic Districts Design Criteria and Guidelines, but the City’s Historical Resources Regulations (Municipal Code Chapter 14, Article 3, Division 2) as well. See Chapter 9: Historic Preservation for more detail on the historic districts.

The boundaries of the Sherman Heights and Grant Hill Park Historic Districts and the Community Plan Implementation Overlay Zone (CPIOZ) are coterminous, and are shown on Figure 2-5. Within the Sherman Heights and Grant Hill Park Historic Districts CPIOZ, the Sherman Heights and Grant Hill Park Historic Districts Design Criteria and Guidelines (Guidelines) shall be applied. Projects consistent with the Guidelines and the City’s Historical Resources Regulations shall be processed ministerially in accordance with Process 1. Projects that are not consistent with the Guidelines and/or the Historical Resources Regulations shall require a Site Development Permit, Process 4, consistent with SDMC Section 143.0210(e)(2).

**FIGURE 2-5: Sherman Heights and Grant Hill Park Historic District**







## 3 MOBILITY

To fulfill the City of San Diego General Plan’s key strategy of becoming a “City of Villages,” this community plan fosters high quality growth along key corridors and near trolley stations. In order for compact, mixed use villages to thrive, legitimate travel choices need to be broadened so that a good portion of trips can be made without a car. Walking, cycling, and transit should not be modes of last resort; rather they should be convenient, pleasant, safe and desirable modes of travel. To this end, the Mobility Element includes goals, policies, and recommendations that will lead to a robust multimodal network that encourages walking, bicycling, and taking transit while continuing to provide for needed vehicular access in the community.

## GOALS

1. A complete network of pedestrian-friendly, multi-modal facilities throughout the community.
2. Wayfinding programs to support efficiency and enhance use of all transportation modes.
3. Pedestrian-friendly infrastructure including sidewalks with parkways, gridded streets and pedestrian-scale blocks.
4. Safe, walkable neighborhoods which utilize new paseos, pedestrian connections, improved sidewalks, and make use of the alley network for vehicular access.
5. A complete, safe, and efficient bicycle network that connects community destinations and links to surrounding communities and the regional bicycle network.
6. High-quality public transit service as the preferred transportation mode for employees and residents centered around transit-oriented development within identified community villages.
7. Adequate capacity and improved regional access for vehicular traffic.
8. Efficient use of parking resources through parking management strategies in the clustered commercial or industrial areas and high frequency transit corridors to reduce the costs associated with providing parking and reduce parking impacts while supporting local businesses.
9. Interagency coordination to provide additional comprehensive mobility strategies and opportunities, funding resources, and inter jurisdictional cooperation.
10. Improve and stimulate investments in this area.

**TABLE 3-1: MOBILITY TOPICS ALSO COVERED IN OTHER PLAN ELEMENTS**

MOBILITY TOPIC AREAS	LAND USE	URBAN DESIGN	RECREATION	CONSERVATION AND SUSTAINABILITY
Transit-oriented Development	X			
Streetscape		X		
Multi-use Trails			X	
Walkable Communities				
Greenhouse Gas Emissions Reduction				X

The Southeastern San Diego mobility network is comprised of diverse elements, including roadway and free-way systems, public transit services including bus and light rail, and bicycle and pedestrian infrastructure; and each has an important role in serving the future needs of the community. The freeways and the Orange Line Trolley provide regional accessibility between Southeastern San Diego and other locations across the County. Within the community, there is a fairly well-connected grid of arterial and local roadways that provides for a high level of connectivity. In addition, the community is well-served by public transit, with the Orange Line traversing the entire community, west to east, and five Metropolitan Transit System (MTS) bus routes providing for local and regional travel. The Mobility Element builds upon these strengths and envisions a significantly enhanced network of bicycle facilities along with improvements to the pedestrian environment, transit services and transit stop amenities.

## 3.1 Active Transportation

Active transportation refers to those modes of travel powered by human energy, primarily walking and cycling. In addition to environmental, social, economic, and transportation benefits, active transportation creates important opportunities for routine physical activity resulting in public health benefits.

### Walkable Communities

Pedestrian comfort and safety is a cornerstone of the City of Villages transportation/land use strategy. In Southeastern San Diego, the Orange Line Trolley stations at 25th Street and 32nd Street, and the many neighborhood scale commercial destinations within the community will contribute to increasingly vibrant pedestrian realms. There are deficiencies in the pedestrian environment that make mobility more challenging including freeway and ramp intersections, light rail/railroad alignment, Chollas Creek, high vehicular travel speeds, wide intersection crossings, lack of physical and landscape pedestrian buffers from moving vehicles, insufficient lighting, and missing sections of sidewalk and curb ramps. The Mobility Element seeks to address these where possible.

Pedestrian routes in Southeastern San Diego have been classified based on definitions in the City's Pedestrian Master Plan and are shown in Figure 3-1.

General Plan policies ME-A.1 through ME-A.9, as well as Table ME-1, Pedestrian Improvement Toolbox, and Table ME-2, Traffic Calming Toolbox, should be consulted for additional policies.

### Walkability Policies

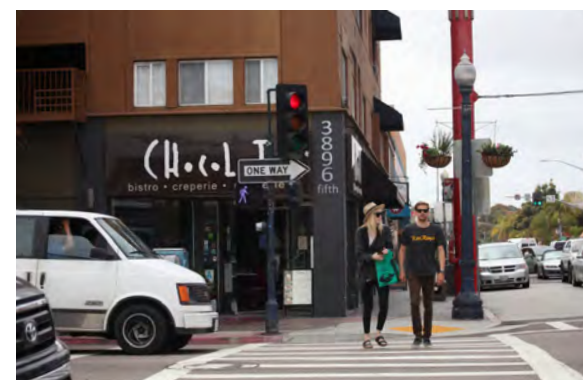
- P-MO-1:** Support and promote complete sidewalk and intersection improvements along Market Street, Imperial Avenue, Commercial Street and National Avenue.
- P-MO-2:** Install missing sidewalk and curb ramps and remove accessibility barriers.
- P-MO-3:** Provide marked crosswalks and pedestrian countdown timers at all signalized intersections.
- P-MO-4:** Improve the pedestrian environment adjacent and along routes to transit stops through the installation and maintenance of signs, crosswalks, and other appropriate measures.
- P-MO-5:** Provide shade-producing street trees and street furnishings with an emphasis in the Community Villages and along routes to schools and transit.
- P-MO-6:** Provide adequate lighting for safety and security, including retrofitting freeway underpasses.

### Bicycling

Development of a well-connected, dense bicycle network including high quality, protected facilities where feasible, will facilitate cycling and help meet community travel needs. Separated bicycle facilities are known to be safer and to promote increased cycling rates among the general population, the majority of whom are uncomfortable riding in unprotected facilities. Table 3-2 illustrates bicycle facility typologies that are recommended and Figure 3-2 shows a map of the proposed bicycle facilities in Southeastern San Diego.



THE COLUMBIAN



*Pedestrian countdown signal (top). Pedestrian amenities, Solana Beach, CA (middle). Pedestrian lead interval (bottom).*



FIGURE 3-1: Pedestrian Routes

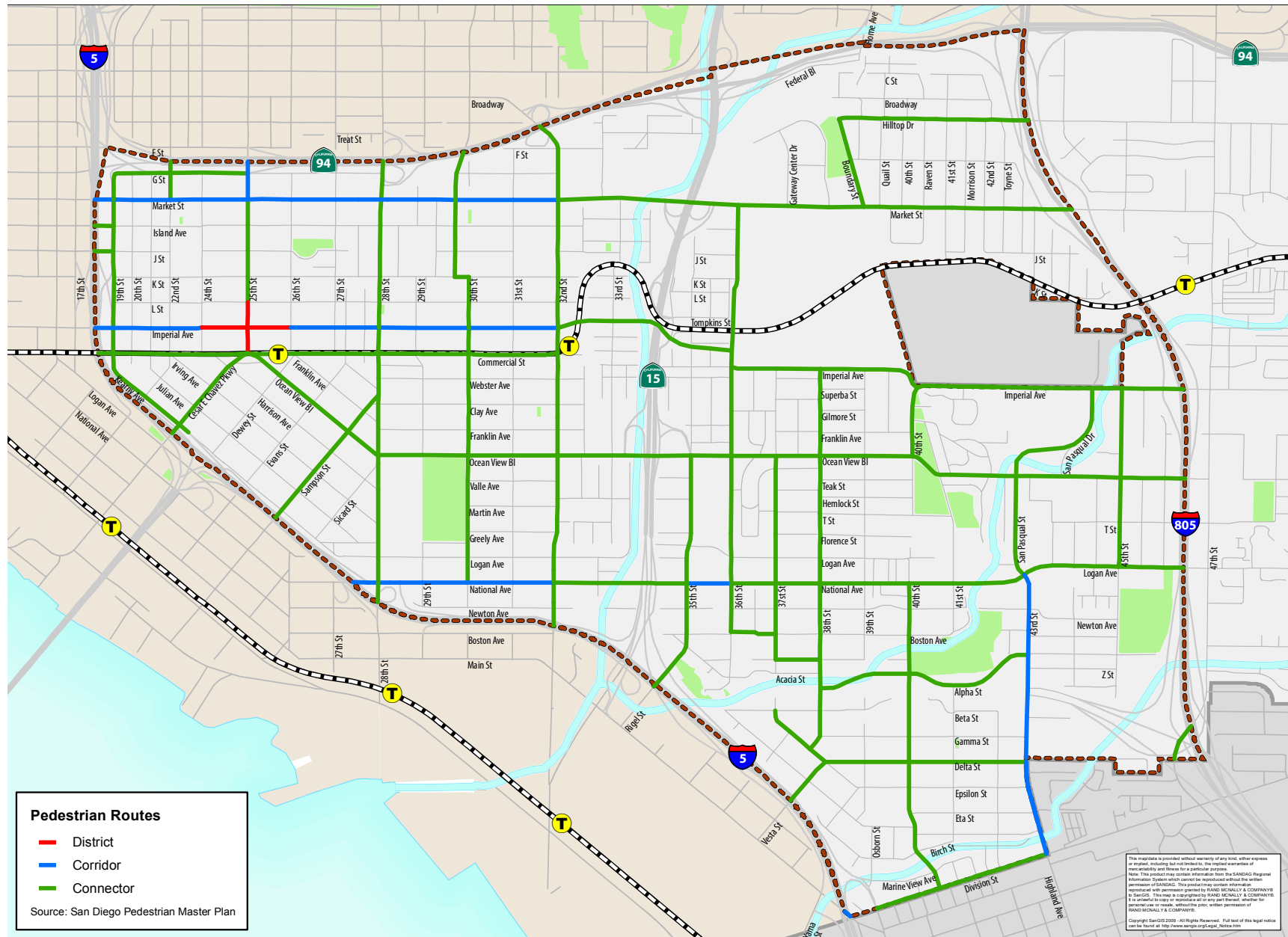






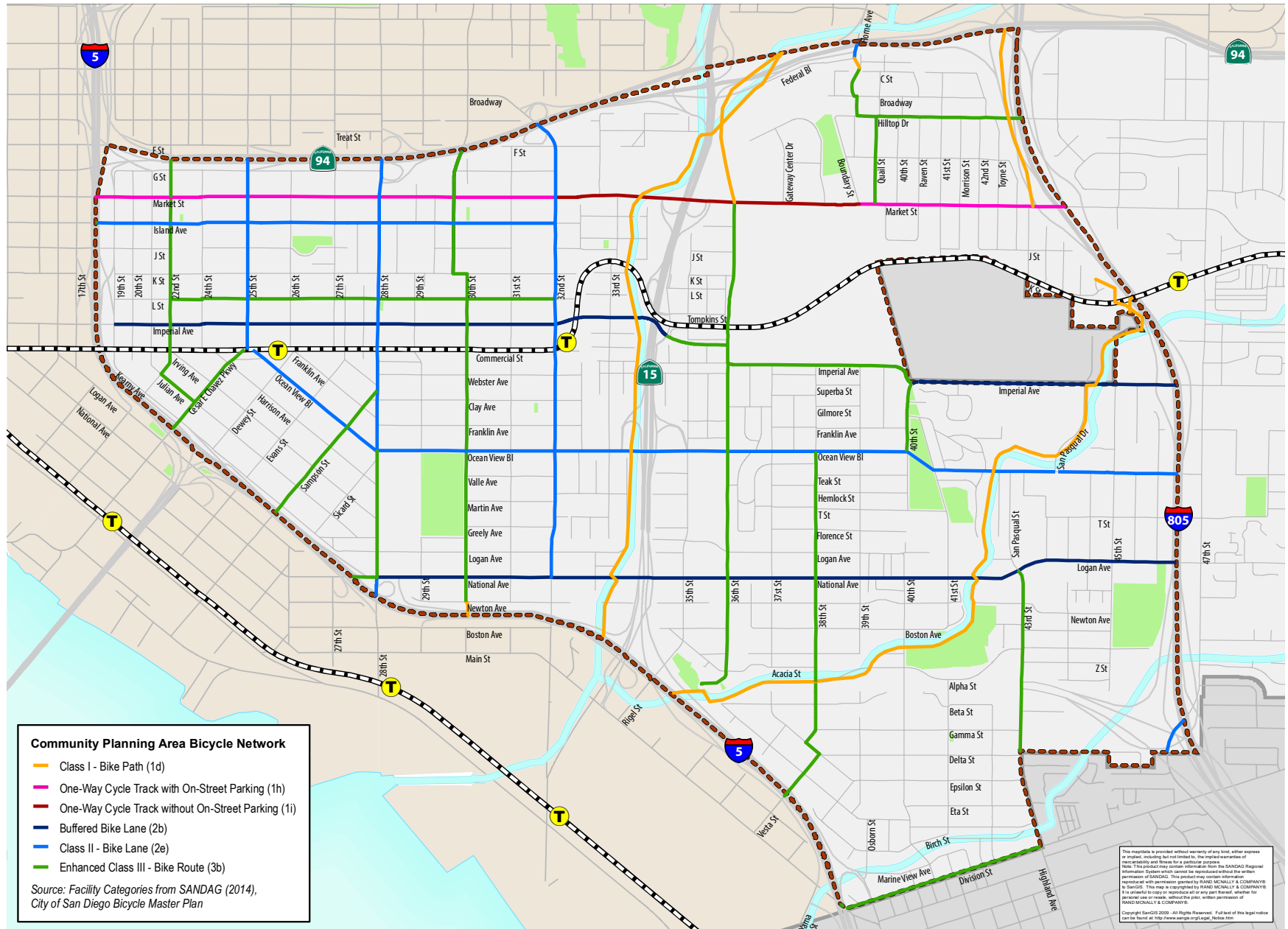




TABLE 3-2: PROPOSED BICYCLE FACILITY TYPOLOGIES		
BICYCLE FACILITY TYPE	ILLUSTRATION	MINIMUM WIDTH REQUIREMENT
Cycle Track	1-way 	<ul style="list-style-type: none"> <li>• Minimum 8' (5' bikeway + 3' buffer)</li> <li>• Desired 10' (7' bikeway + 3' buffer)</li> </ul>
Bike Lane	Buffered 	<ul style="list-style-type: none"> <li>• Minimum 7' including buffer</li> </ul>
	Conventional 	<ul style="list-style-type: none"> <li>• Minimum 5'</li> </ul>
Mixed Flow	Boulevard 	<ul style="list-style-type: none"> <li>• No additional pavement width required</li> <li>• Prioritize non-motorized modes through traffic calming and bicycle treatments, such as vertical and horizontal signage, wayfinding, etc.</li> </ul>
	Marked Route 	<ul style="list-style-type: none"> <li>• No additional pavement width required</li> </ul>
Multi-Use Path		<ul style="list-style-type: none"> <li>• 8' minimum width</li> <li>• 10' – 12' recommended</li> <li>• 2' buffer recommended</li> </ul>

Source: NACTO Urban Bikeway Design Guide, 2011 and AASHTO, 2010.

FIGURE 3-2: Planned Bicycle Network



General Plan policies ME-F.1 through ME-F.6, as well as the following community-based policies should be considered for guidance. Key proposed bicycling corridors include: Market Street, Imperial Avenue, National Avenue, and the Chollas Creek Branches.

### Bicycling Policies

- P-MO-7:** Where feasible, repurpose right-of-way to provide and support a continuous network of safe, convenient and attractive bicycle facilities shown in Figure 3-2, connecting Southeastern San Diego to the citywide bicycle network.
- P-MO-8:** Implement multi-use trails recommended in the Chollas Creek Master Plan.
- P-MO-9:** Provide secure, accessible bicycle parking, particularly at the Cesar Chavez and 32nd Street trolley stations, within commercial areas, and at concentrations of employment throughout the community.

## 3.2 Public Transit

Southeastern San Diego is served by both local and regional transit with the Metropolitan Transit System (MTS) providing five bus routes and the Orange Line trolley service in the community as shown in Figure 3-3: Public Transit Facilities. Nearly all of Southeastern San Diego is within a quarter-mile of a transit stop. There are very high transit demand nodes at the Orange Line trolley stations at 25th Street and 32nd Street; and at bus stops at 38th Street and 43rd Street along National Avenue. The San Diego Association of Governments (SANDAG) 2050 RTP includes the following planned transit improvements for this community, contingent on future funding:

- Local bus services would increase to 15-minute headways in 2020 and 10-minute headways in 2030.
- A new Bus Rapid Transit (BRT) route would serve the I-805 corridor from Otay Mesa to Sorrento Valley.
- A new rapid bus route would run between Spring Valley and San Diego State University traveling through Southeastern San Diego.
- A new rapid bus route would connect North Park and the 32nd Street Trolley Station.
- The Orange Line Trolley would have increased frequencies and an Orange Line Express would serve between El Cajon and Downtown San Diego.
- A new Light Rail Transit line would provide service between University Town Center and San Ysidro and travel through Southeastern San Diego.

General Plan Policies ME-B.1 through ME-B.10, as well as the following community-based policies should be consulted for guidance.

### Public Transit Policies

- P-MO-10:** Improve the environment surrounding bus and trolley stops through installation of curb extensions, shelters, additional seating, lighting, and landscaping where appropriate.
- P-MO-11:** Highlight the presence of the two trolley stations through wayfinding signage and treatments on pedestrian routes to and from each of the stations.

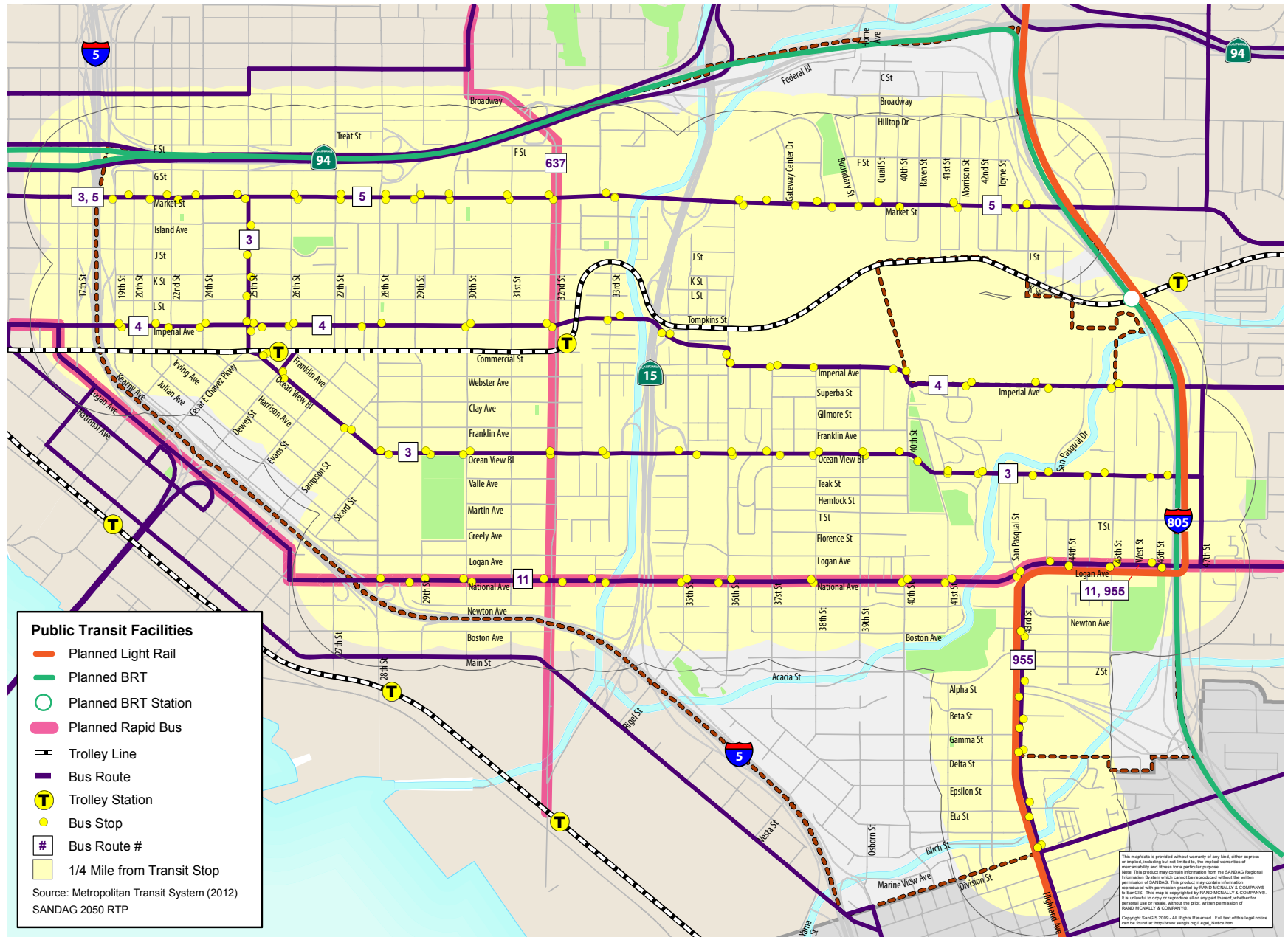


THE COLUMBIAN

Signage, wayfinding, and placemaking (top). Highway 101 high-visibility crosswalk (middle), Solano Beach, CA. Improve the entrances surrounding bus and trolley stops (bottom).



FIGURE 3-3: Public Transit Facilities





- P-MO-12:** Work with MTS to incorporate measures to improve personal safety such as lighting, emergency call boxes, and similar upgrades at each of the trolley stations.
- P-MO-13:** Work with MTS and SANDAG to implement transit priority measures to improve transit travel times.
- P-MO-14:** PWork with SANDAG to implement transit infrastructure and service enhancements in the Regional Transportation Plan, and to incorporate additional transit services and facilities such as a new BRT station along the I-805 corridor connected to the 47th Street Trolley Station, including new rail, pedestrian, and bicycle connections between Southeastern San Diego and Encanto Neighborhoods.

### 3.3 Streets and Freeway System

The street network in Southeastern San Diego provides a high degree of connectivity, which allows for shorter travel distances between origins and destinations. Users of all modes benefit from shorter trips and multiple route options. Exceptions to this are largely related to topography, Chollas Creek branches, freeways, trolley/rail-line, and the two cemeteries. In addition, numerous regional points of access are provided for the community by four major freeway facilities including I-5, I-15, I-805, and SR-94. Figures 3-4, 3-5, and 3-6 show recommended mobility improvements along Market Street, Imperial Avenue, and National Avenue. Figure 3-7: Existing (2012) Functional Street Classifications and Daily Traffic displays the existing (2012) street classifications and average daily trip (ADT) volumes. Figure 3-8: Buildout Street Classifications and Daily Traffic shows the planned buildout street classifications and the projected daily traffic.

Due to the urbanized nature of the community, most public right-of-way is fully constructed with streets and sidewalks as well as adjacent development. A guiding strategy for street system planning was to provide a Complete Streets network (accommodating all modes and users) while largely limiting recommendations to modifications within the existing rights-of-way, and to avoid extensive road widening in the largely built out urban community.

A number of road diets and lane diets (reducing the number of travel lanes and lane widths) are planned to accommodate high quality bicycle facilities desired in Southeastern San Diego, such as along Market Street, Imperial Avenue, and National Avenue/Logan Avenue. A number of new traffic signals and intersection improvements are also planned.

Figure 3-9 shows the recommended street improvements.

General Plan Policies ME-C.1 through ME-C.7, as well as Table ME-2 (Traffic Calming Toolbox), provide additional guidance on future street and intersection improvements.

#### Streets and Freeway Policies

- P-MO-15:** Provide a complete streets network throughout the community, accommodating all modes and users of the right of way.
- P-MO-16:** Repurpose right-of-way to provide high quality bicycle, pedestrian, and transit facilities while maintaining vehicular access.
- P-MO-17:** Implement road and lane diets and traffic calming measures where appropriate to improve safety and quality of service, and increase walking and bicycling in the community.



KOA CORPORATION

NYC DOT

*Buffered bike lane (top). Cycle tracks, Long Beach, CA and New York, NY (bottom).*

- P-MO-18:** Policy 3.3.4 Implement focused intersection improvements to improve safety and operations for all modes.
- P-MO-19:** Policy 3.3.5 Provide street trees, street lighting, and implement a wayfinding program.
- P-MO-20:** Policy 3.3.6 Coordinate with Caltrans and SANDAG to identify and implement needed freeway and interchange improvements.

### 3.4 Intelligent Transportation Systems

Intelligent Transportation Systems or ITS is the application of technology to transportation systems including vehicles, roadways, intersections, transit, traveler information and payment systems with the goal to maximize efficiency of those services while increasing vehicle throughput, reducing congestion, and providing quality information to the commuting public. The application of ITS technologies can influence transportation choices across all modes of travel.

General Plan Policies ME-D.1 through ME-D.6, as well as the following community-based policies should be consulted when evaluating ITS improvements.

#### Intelligent Transportation Systems Policies

- P-MO-21:** Support implementation of ITS to improve safety, efficiency and service, and congestion, including but not limited to traffic signal coordination, traffic and transit information, smart parking technology, and transit priority measures.

- P-MO-22:** Encourage use of or accommodation for emerging technologies such as car charging stations as part of future infrastructure and development projects.

### 3.5 Transportation Demand Management (TDM)

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.

General Plan Policies ME-E.1 through ME-E.8, as well as the following community-based policies should be consulted when evaluating TDM improvements.

#### Transportation Demand Management Policies

- P-MO-23:** Encourage new residential, office and commercial developments, as well as any new parking garages to provide spaces for carsharing.
- P-MO-24:** Encourage new commercial, office and industrial development; employers; and new residential development to provide transit passes to employees and residents.
- P-MO-25:** Encourage employers to coordinate with SANDAG to provide commuter transportation programs.

### 3.6 Parking

Many of the goals and policies of the Community Plan depend on how parking is planned and managed in Southeastern San Diego. These goals include increasing residential intensity and the density and variety of commercial and employment uses as well as reduced vehicle trips, increased sustainability, improved transit, and enhanced urban design.

General Plan Policies ME-G.1 through ME-G.5 as well as Table ME-3 (Parking Strategy Toolbox), as well as the following community-specific recommendations should be considered when evaluating new parking facilities.

#### Parking Policies

Policy 3.6.1 Implement parking regulations that provide sufficient parking to accommodate residents and support businesses while reducing the overall cost of providing parking.

- P-MO-26:** Permit construction of public parking garages 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.
- P-MO-27:** Encourage parking spaces to be rented, leased, or sold separately from new residential and commercial space.
- P-MO-28:** Implement on-street parking management strategies in the Community Villages and commercial areas to more efficiently use street parking space and increase turnover and parking availability.

**P-MO-29:** Implement a parking in-lieu fee for new development that would contribute to implementation of parking demand reduction strategies as well as potentially fund parking structures within the community.

**P-MO-30:** Where feasible, restripe side streets to convert parallel parking to angled parking in order to increase the overall parking supply.

CHEN RYAN ASSOCIATES



SFMTA

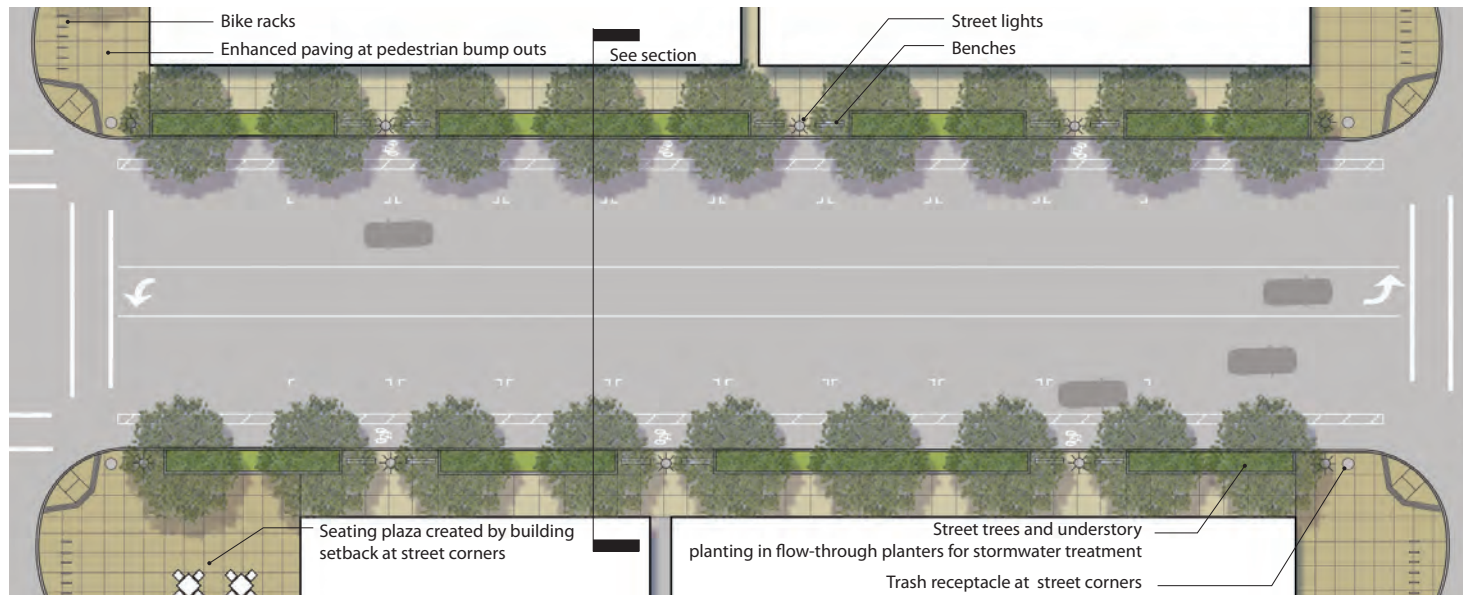


*Park-it on Market (top). Implement on-street parking management strategy (middle). Back-in angled parking (bottom).*



WORKING DRAFT: June 2014

FIGURE 3-4: Market Street between 41st and Morrison Streets



Plan view.



Existing view.



Illustrative view.





Section view.

FIGURE 3-5: Imperial Avenue between 25th and 26th Streets



Plan view.



Existing view.



Illustrative view.



Section view.



WORKING DRAFT: June 2014

**FIGURE 3-6: National Avenue between 30th and 31st Streets**



*Plan view.*



*Existing view.*



*Illustrative view.*





3-D view.









FIGURE 3-9: Street Improvements





## 4 URBAN DESIGN

Southeastern San Diego is one of the oldest communities in San Diego. Established in the late 19th and early 20th centuries, many of its neighborhoods, streets and buildings reflect a rich cultural and architectural history not seen in most other communities in San Diego. Residential areas are stable and continue to flourish. The key areas that exhibit the most potential for positive growth in the community are the commercial corridors. This element describes the existing urban form of the plan area and highlights key opportunities for urban design in the community.



*Residential - Multi-Family*



*Residential - Single Family*



*Industrial/ Warehouse*



*Commercial*



*Institutional*

## 4.1 Urban Design Framework

### Existing Land Form Snapshot

Southeastern San Diego is a community with defined edges and distinct neighborhoods that are rich in character and have a strong pride of place. Streets follow a grid pattern with occasional shifts that create opportunities for gateways and special places. Within that well-connected grid, there are significant opportunities to improve access and movement in the community, particularly across the I-5 and I-15 freeways, the trolley tracks, and Chollas Creek.

In western neighborhoods, the trolley acts as an urban streetcar, unifying the north and the south and contributing to the activity of the Commercial Street and Imperial Avenue corridors. More can be done to improve its presence in eastern neighborhoods and facilitate greater access to the 32nd Street Trolley Station.

Development patterns in Southeastern vary widely. In the older established neighborhoods, the character is defined as mostly a fine-grain, small scale nature. Lots follow a 50-foot width that facilitates small-scale, infill development. This is in contrast to the large commercial establishments in the community, which are often self-contained, auto-oriented and disassociated with their neighboring uses. Visible gaps in development along major commercial corridors represent opportunities for future growth that enhances and contributes to making the corridor coherent and complete.

Southeastern San Diego has some of the most diverse building stock in the city. From old to new, single-family to multi-family, and “Main Street” commercial to “Strip” commercial, this community has a balance of different building types and styles. Historic structures and districts (such as the Sherman Heights and Grant Hill Park Historic Districts) add another layer of diversity and richness and encourage the preservation and rehabilitation of the community’s oldest resources.

Southeastern also boasts several community anchoring buildings and uses that serve as landmarks in the community. When coupled with public art (such as murals and sculptures), these significant community resources become major gathering areas and contribute to a strong sense of identity and place.

Land form and natural features in Southeastern also contribute to a sense of place and provide plenty of views and view corridors to downtown, National City, the mountains and other neighborhoods in the community. These view corridors should be preserved and enhanced.

**FIGURE 4-1: Anchors and Gateways**





*Imperial Avenue**National Avenue**Chollas Creek**32nd Street Village*

## GOALS

1. High quality development that contributes to community character and promotes a "Main Street" feel along major commercial corridors in the community
2. New buildings that help define and activate the public realm and incentivize the development and inclusion of public open space
3. Convenient and well located public gathering spaces, including lively public plazas within village areas, that create opportunities for community events
4. Distinct neighborhoods, districts and primary corridors that are defined with gateways, streetscape themes, wayfinding solutions and design guidelines.
5. Chollas Creek as a continuous public open space amenity and focal feature
6. Street and open space design that creates an attractive, safe and inviting pedestrian-oriented environment
7. Design that celebrates and incorporates the natural environment whenever possible and "brings the outside in"
8. Design techniques that increase the safety and security of public places and reduce crime, including Crime Prevention through Environmental Design strategies such as adequate lighting and well-maintained landscaping, "eyes on the street," and ongoing maintenance such as removal of graffiti, trash and weeds
9. Development that addresses the trolley corridor and stations, provides adequate and pleasant pedestrian connections to the trolley and is well-integrated with transit.
10. New development that respects the fine-grain pattern of the community and its historic character



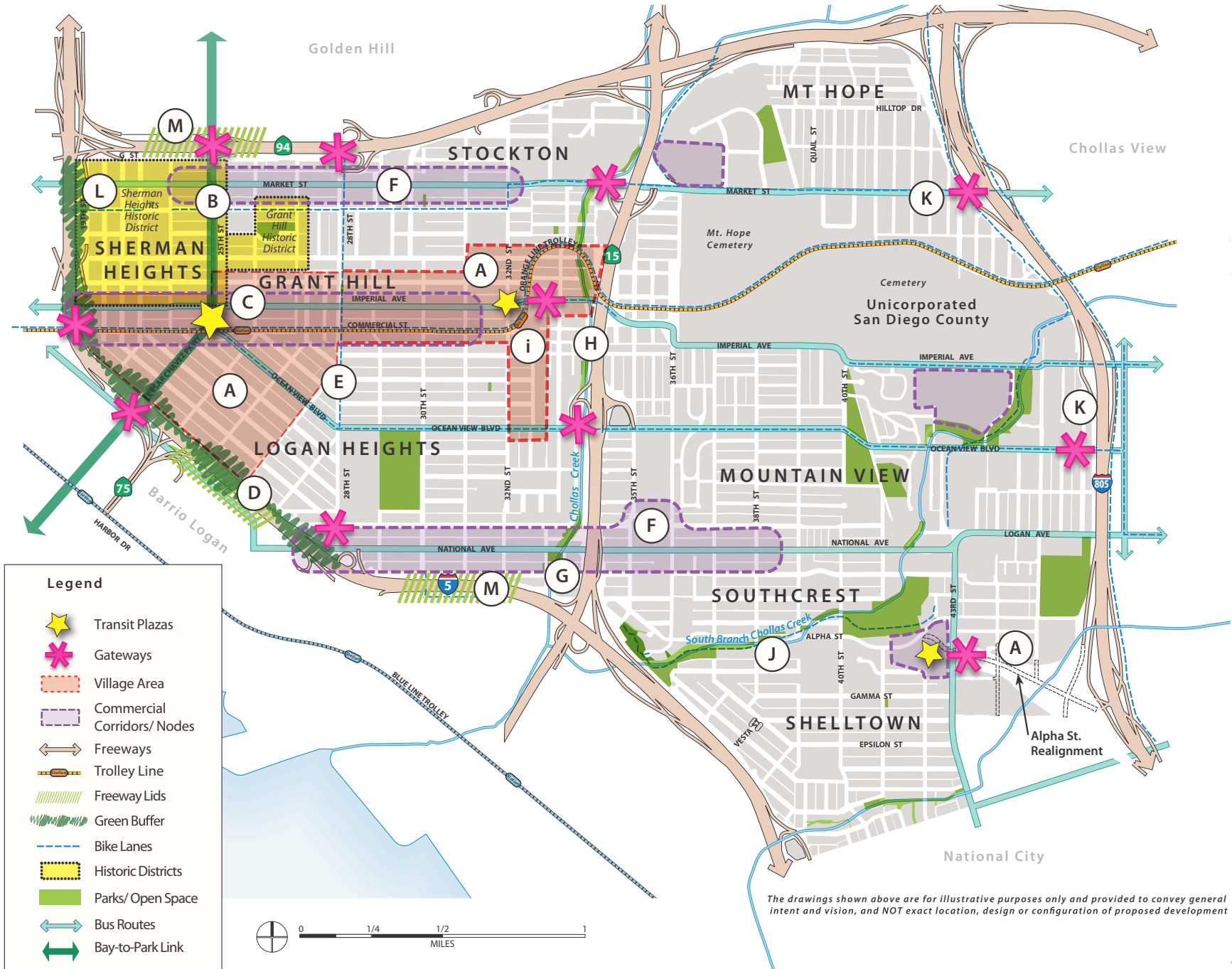
## Urban Design Framework

- (A) Existing and vibrant transit nodes in the community that have blossomed into community and neighborhood villages with a mix of uses, activities and people, and a highly walkable streetscape with pleasant gathering spots, all focused around transit
- (B) 25th Street and Cesar E. Chavez Parkway as the community’s “Bay to Park” link with streetscape improvements, pedestrian-oriented street trees, distinctive paving, signage and artwork
- (C) A transit plaza and central gathering space at the intersection of 25th Street, Commercial and Cesar E. Chavez Parkway, with distinct architectural features that make use of the triangular shape of the surrounding sites and make this an iconic terminus of 25th Street and community activity hub
- (D) A landscaped buffer/ring of green that wraps around the community located within the freeway right-of-way that makes good use of excess right-of-way, offers opportunities for open space and preserves critical views
- (E) A street tree planting and stormwater infrastructure campaign along 28th Street to make this street a “Green Street” and recognize its importance as a key North-South circulation route in the community
- (F) Retrofitted strip commercial lots in the community with pedestrian-oriented commercial and mixed-use buildings that address the street edge and corners and create a “Main Street” character along National Avenue, Market Street, Imperial Avenue and 43rd Street
- (G) Underutilized sites along the Chollas Creek become opportunities for a recreational sports complex, park, or community facility that takes advantage of its adjacency to the creek, connects residents to the creek, and recognizes it as an open space amenity in the community
- (H) More trails, paths and bike lanes along the Chollas Creek
- (i) New development focused around transit stations and the trolley corridor
- (J) Buildings, streets and views oriented toward the Chollas Creek, with greater opportunities for pedestrian access to and across the creek and “eyes on the creek”
- (K) Iconic gateways at key locations in the community and represented by landmark structures, unique signs, public art, landscape features and public plazas
- (L) A respect and appreciation for the history and culture of the community as expressed in its historic and older structures, landscapes and public amenities
- (M) A “Lid” over SR-94 and I-5 and a Neighborhood Park that connects Sherman Heights with Golden Hill and Logan Heights with Barrio Logan

*A new public space at 25th Street, Commercial Street and Cesar E. Chavez Plaza (top). Pedestrian-oriented commercial with mixed use buildings that address corners and the street edge (middle and bottom).*



FIGURE 4-2: Urban Design Concept Map





<b>TABLE 4-1: GENERAL PLAN “CROSSWALK” TABLE</b>	
<b>COMMUNITY PLAN POLICY</b>	<b>GENERAL PLAN POLICY</b>
<i>Development Adjacent to Canyons &amp; Other Natural Features</i>	UD-A.3
Landscape Guidelines	UD-A.8
Parking	UD-A.11, UD-A.12
Wireless Facilities	UD-A.15
Utilities	UD-A.16
Safety & Security (Crime Prevention Through Environmental Design (CPTED))	UD-A.17
Residential Design	UD-B.1 - UD-B.8
Mixed-Use and Commercial	UD-C.1 - UD-C.8
Public Spaces & Civic Architecture	UD-E.1 - UD-E.2
Public Art & Cultural Amenities	UD-F.1 - UD-F.5
Urban Runoff & Storm Water Management	CE-E.1 - CE-E.7
Urban Forestry	CE-J.1 - CE-J.5
Sustainable Development Practices	CE-A.5 - CE-A.12
Streetscape Design	UD-C.7
Pedestrian Access to Developments	UD-A.5, A.9
Site Design & Building Orientation	UD-A.3 - UD-A.6
Building Compatibility & Transitions	UD-B.2
Building Quality, Durability, Materials & Colors	UD-A.4, UD-A.5, CE-A.9

### General Plan “Crosswalk”

The City of San Diego General Plan establishes the over-riding policies and guidelines that guide all community plan policies. Several policies that apply to the Southeastern San Diego community are written and detailed in the General Plan. To the left is a “crosswalk” table that highlights key policies that concern Southeastern and which are currently addressed in the General Plan. Refer to the City of San Diego General Plan for these policies.

## 4.2 Development Design

Buildings in Southeastern San Diego are fine-grained and rich in character, colors, materials and details. They do not overwhelm the street or neighborhoods, but adapt to their context and help define public spaces. Height is reserved for areas where a statement can be made through building form, such as the major intersections in the community or at transit stations. Diversity is encouraged through a variety of forms, sizes, rooflines and materials, as well as building types. Taken together, developments in Southeastern San Diego are inspired from and respect the rich natural landscape of the area, its significant amenities, such as Chollas Creek, and contribute to the high quality streets and public spaces it seeks to shape.

**P-UD-1:** Require new residential, commercial and mixed-use development to design street frontages with architectural and landscape interest, and provide high quality street-facing building exteriors, to create a visually appealing streetscape.

**P-UD-2:** Design buildings so that they contribute to a positive neighborhood character, provide diverse living, working and shopping environments, and relate to the community. Designs should be sensitive to scale, form and quality while respecting the context of well established streets, landmarks, and areas that give a community a sense of place and history (refer to General Plan Policies UD-A.5; UD-A.7).

- a) Development height should be roughly proportional to street width, except where different heights are desired to reflect the importance of key streets within the Village District area or to preserve desired lower-scale character within the Historic Districts.



*Street banners and signs contribute to gateways and a sense of community pride and identity.*



*Wide sidewalks provide spaces for restaurant seating, while maintaining a clear pedestrian path.*



*Mid-block bump-outs or "parklets" expand the sidewalk area and provide seating opportunities.*



*Side yards and spaces between buildings may be used on occasion by restaurants for outdoor seating areas.*



*Spaces between buildings can be used for mini-parks or small urban plazas and gathering areas.*

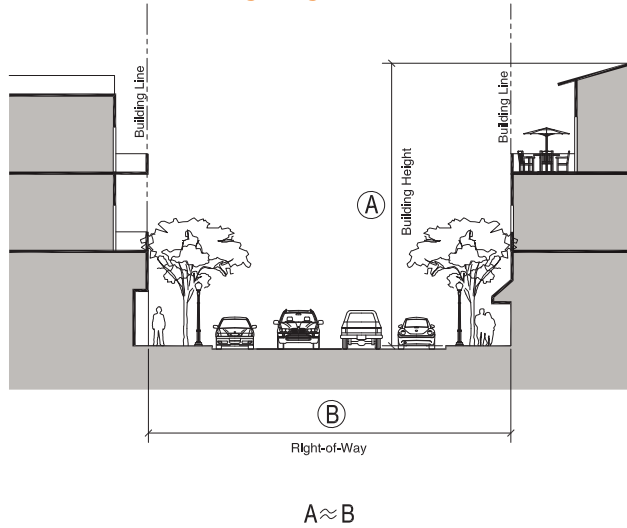


*Street corners in the community can be activated with development that builds to the corner and addresses the street.*



PUBLIC REVIEW DRAFT: June 2014

**FIGURE 4-3: Building Height to Street Ratio**



**FIGURE 4-4: Site Planning – Commercial Office & Retail**



**P-UD-3:** Ensure that new development includes appropriate setbacks.

- a) For both commercial and residential streets, provide space for an entry and front landing between the public sidewalk and the private entryway.
- b) New development should match the existing setbacks of surrounding quality development to the extent possible.
- c) d) Setbacks or projections on the upper floors, balconies, bay windows, innovative roof lines, or roof decks should be used to make the façade of the building attractive and more compatible to the surrounding context.
- d) Enhance setback areas with drought-tolerant landscape.

**P-UD-4:** Design buildings that relate directly to the adjacent street, present an attractive and interesting façade to passersby, and appear inviting.

**P-UD-5:** Create well-defined open spaces and common areas through building form. Arrange building spaces and dwelling units around a central, common and usable open space. For example, buildings can be clustered around courtyards, greenways, and plazas, or form the edge of a trail, creek or canyon.

**P-UD-6:** Maximize the interface, views and access to the Chollas Creek and its surrounding landscape by orienting development towards or including views on to the creek. Provide pedestrian connections to the creek and incorporate the creek into developments as an amenity.



- P-UD-7:** Provide “eyes on the trolley and transit by creating a positive relationship between mixed-use development and transit
- P-UD-8:** Break down building scale and massing with a pattern and hierarchy of forms to help reduce the visual bulk of the development.
- P-UD-9:** Incorporate smaller-scale architectural elements, such as bay windows, porches, projecting eaves, awnings, and similar elements, to add visual interest
- P-UD-10:** Avoid boxy and monotonous facades that lack human scale dimensions and have large expanses of flat wall planes. Articulate building facades by providing offsets and breaks between dwelling units and town homes, living and sleeping areas, and other building program components.
- P-UD-11:** Building openings and fenestration should represent the uses behind them, minimize visual clutter, harmonize with prevailing conditions, and provide architectural interest. Windows should have a minimum recess of 2 inches.
- P-UD-12:** Locate active uses on the ground floor of the buildings in order to enliven and engage the street.
- P-UD-13:** Ground-floor units should be primarily accessed directly from the public right-of-way. If this is not feasible, provide access through a transparent lobby.
- P-UD-14:** Entryways should be clearly identifiable. This can be achieved through adding awnings, a front porch, or adding design details.



*Development and seating areas, National Avenue at Chollas Creek.*

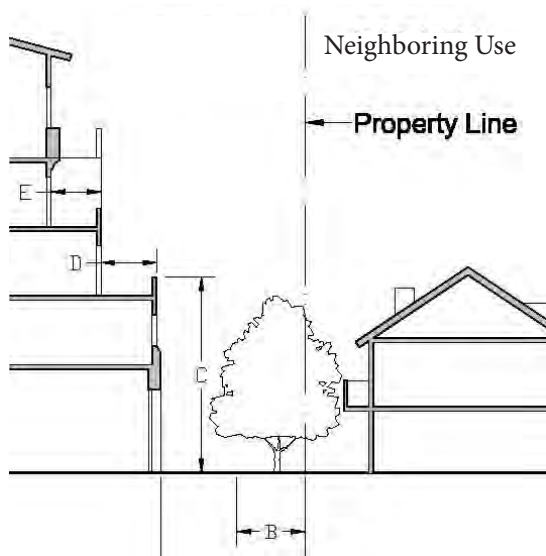
**FIGURE 4-5: Building Orientation – Mixed-Use and Residential**



- Street level uses face the primary frontage
- Recessed entries provide articulation in a continuous facade
- Pedestrian paseos link parking to the main street and provide secondary store frontage
- Street wall articulation adds visual interest and provides pockets of respite for pedestrians
- Varied building heights and massing create distinct elements and contribute to a fine grain human scale
- Details such as porches, balconies and arcades help activate the street

*Buildings should face the street, provide a positive appearance, and place active uses and “eyes” on the street.*

**FIGURE 4-6: Building Transition**



Step back upper stories of larger, mixed-use and multi-family buildings to ensure compatibility with adjacent single-family as follows:

A) Side yard setbacks should be maintained when a large-scale project abuts single-family and small-scale uses

B) Height of first two stories should not exceed the overall building height of the adjacent property

C) A minimum 5' upper story setback should be provided at the third floor for a minimum 75% of the facade

D) A minimum 5' upper story setback should be provided at the fourth floor and above for a minimum 50% of the facade

**P-UD-15:** Establish harmonious transitions and visual relationships between new and older buildings. Repeat existing building lines and surface treatments and provide gradual transitions in height, bulk and density, particularly where a development abuts single-family residential areas.

**P-UD-16:** Link development to existing street and sidewalk patterns and adjacent development. Prohibit developments designed as an enclave or complex apart from the neighborhood.

**P-UD-17:** Chain-link fencing and hurricane/barbed wire are not allowed as part of any new or existing development.

**P-UD-18:** Building form should celebrate corner locations where topography permits. For neighborhood-serving commercial and mixed use projects, retail entrances should be located at corners.

- a) Primary residential entrances may be located away from the corner to prevent congestion.
- b) For all types of new development, special building elements and architectural expressions such as towers, special entries, or cupolas should be used strategically at key locations, to address key street intersections and celebrate nearby important public spaces. These elements should be integrated into the overall design of the building.
- c) Encourage the use of special corner treatments for buildings that front onto the intersections of Cesar E. Chavez Parkway, Market Street,

National Avenue, Imperial Avenue, Commercial Street, 25th Street, and 32nd Street.

### Residential Development

**P-UD-19:** In new residential developments, repetitious use of identical style and type of dwellings should be avoided. Larger projects in particular result in greater visual prominence of development. Using a variety of structures can result in a more interesting appearance, and can also produce a wider range of housing costs.

**P-UD-20:** Use of staggered setbacks, varied building heights, widths, shapes, orientations, and colors should be incorporated. Protected courtyards, verandas, facades and porches are also encouraged to promote building variety.

**P-UD-21:** New residential development should be integrated with existing street and sidewalk patterns rather than being designed as an enclave or complex apart from the neighborhood. Sidewalks should be provided comprehensively along all private streets and should link in a clear manner to existing pedestrian and bicycle ways.

**P-UD-22:** Buildings should be oriented toward the public street. Each dwelling should visibly relate to the street. Units hidden on the back portion of the site or behind another building should be avoided. Visible front doors and street entrances or street facing courtyards with dwellings entered from the courtyard are encouraged. The same standards should be applied to buildings with alley frontage.



- P-UD-23:** Garages should not take the place of the main entryway.
- P-UD-24:** Locate potentially noisy areas like playgrounds and parking areas away from dwelling units where possible.

### Commercial and Mixed-Use Development

- P-UD-25:** Establish a continuous and consistent storefront presence in the community (see additional storefront design guidelines in Figure 4-6).
- P-UD-26:** Where a single-story commercial development is proposed, provide a minimum overall building height of 20-feet to make a significant statement on the street.
- P-UD-27:** Develop at a minimum two-story, “tall box” retail in lieu of one-story, “big-box” retail and take advantage of the height to make a statement at critical intersections in the community
- P-UD-28:** Design live/work or shopkeepers units on the ground floor to appear like commercial storefront or gallery space with minimum 13-foot-high ceilings in order to accommodate diverse commercial uses or artist activities.
- P-UD-29:** Require new residential, commercial and mixed-use development to design street frontages with architectural and landscape interest, and provide high quality street-facing building exteriors, to create a visually appealing streetscape.
- P-UD-30:** Ground-floor uses should be active and pedestrian-oriented.
- P-UD-31:** Uses that have little need for walk-in traffic should be discouraged from locating in street-front locations.

**FIGURE 4-7: Storefront Design**



$$X_1 + X_2 = \text{Min. } 60\% \text{ of Total Facade Length}$$

Active street frontage includes windows, doors and other openings with transparent glazing

Awnings, landscaped planters, lighting, signage and seating are well-integrated in the development and provide a pedestrian scale

Entrances are clearly marked with enhanced paving and dedicated pedestrian paths

Ground floor-to-floor height is a minimum of 15 feet



*Illustrative view from National Avenue between 38th & 39th Streets looking east.*



*Illustrative view from National Avenue and Chollas Creek looking east.*





*The COMM 22 development contributes to an active mixed use “village” (top). In industrial areas, exterior wall materials that contain integral colors and textures are encouraged (bottom).*

**P-UD-32:** Buildings with retail, commercial, community or public uses on the ground floor should have a clear floor-to-ceiling height of at least 13-feet.

**P-UD-33:** Ground-floor elevations for commercial uses should generally be level with the elevation of the adjacent public sidewalk, and not more than two feet above the sidewalk grade.

**P-UD-34:** Ground-floor residential uses should provide a grade change of at least two feet from the public sidewalk to the first floor residence, to protect the privacy of residential units.

**P-UD-35:** In order to promote active residential street frontages, ground-floor units should front onto and take direct access from the street, rather than having a shared entry and access from interior corridors.

**P-UD-36:** Ground-floor residential uses are discouraged in commercial areas.

### Village Areas and Key Corridors

Village areas and corridors in the Southeastern San Diego Community focus around highly-connected neighborhoods that exhibit a unique character and heightened sense of place. Consistent with the City of San Diego’s General Plan, villages in Southeastern San Diego are active places, with a mix of uses and a highly integrated transportation network. There is a buzz of activity around the streets, sidewalk cafes, public plazas, schools, parks and restaurants that are in the area. Gathering spaces attract residents and visitors alike and become hubs of the community. Families, workers and residents can easily walk to and around the village from surrounding neighborhoods to run errands or to meet up with friends.

Most activities are focused around the two trolley stations in the community and next to existing commercial nodes and corridors. National Avenue, Commercial Street, Imperial Avenue, Cesar E. Chavez Parkway, 25th Street, 32nd Street and Market Street are the community’s “Main Streets,” with a concentration of active businesses and storefronts, sidewalk seating, public plazas and a highly walkable and complete street environment.

Buildings contribute to a great sense of place by focusing on these streets but also on the major intersections in the community (such as 25th and Commercial, 32nd and Imperial, and 43rd and Alpha). Buildings have a fine-grain scale, pedestrian orientation, quality of materials and unique design that contribute to a comfortable and interesting neighborhood environment.

For further detail of the Village Area’s development standards and regulations refer to the Specific Plan included in the Implementation Element.

### Industrial Development

**P-UD-37:** New industrial development should recognize that Southeast San Diego is primarily a residential area.

**P-UD-38:** Varying building heights and setbacks should be used to define different functions such as offices and warehousing.

**P-UD-39:** Exterior wall materials that contain integral colors and textures, such as pre-cast concrete, brick, concrete masonry and split-faced block are encouraged.

**P-UD-40:** Entrances should be provided along street frontages. Continuous, blank walls on the street at the front or street side of the property should be avoided. If long walls are necessary and visible from the street or from adjacent residential areas, some form of visual relief should be provided. This can be accomplished through use of color and/or material changes, applied graphics, or applied architectural elements such as plasters or corbels.

**P-UD-41:** Loading docks should be located away from front streets or should be designed or screened in such a way as to make them a complementary feature of the building.

**P-UD-42:** Chain link or other open fencing should be avoided in the front and street side yard or in any situation where an industrial project adjoins residential.

**P-UD-43:** Curb cuts should be minimized to allow more landscaping and parking along the streets.

### Access To Light And Air

**P-UD-44:** Design the orientation and configuration of new development to allow for adequate access to light and air so that daylight is able to reach all living spaces for part of the day; and adequate ventilation is provided when windows are open.

- Buildings should avoid configurations that rely solely on narrow side yards for access to air and light.
- Courts, niches, alcoves, and other spaces should be provided in new residential and mixed-use

development to allow for access to air, light, and ventilation from two or more sides if possible.

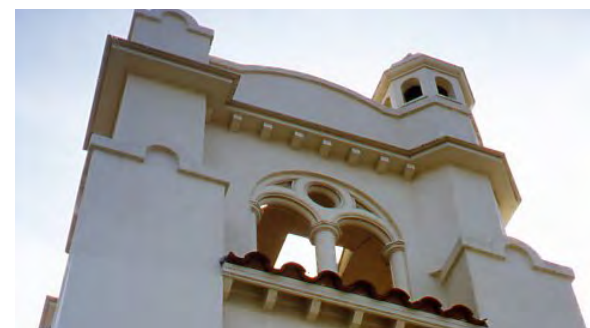
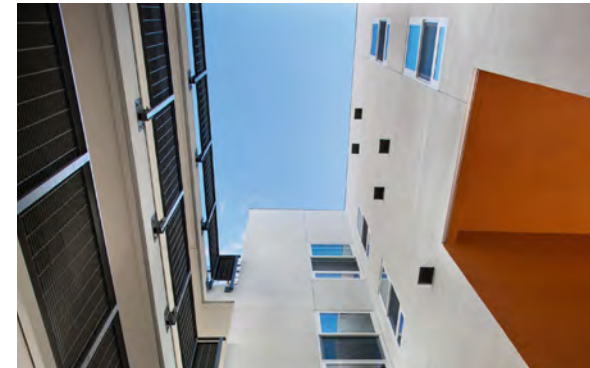
**P-UD-45:** New residential and mixed-use development shall maximize access to private outdoor space, light while ensuring an adequate level of privacy of all residents. Design considerations include:

- Windows and balconies should not face or overlook each other.
- Residential balconies are strongly encouraged.

### Iconic Buildings

**P-UD-46:** Provide iconic buildings at key gateways and intersections in the community and as shown on Figure 4-1. Buildings should incorporate the following elements:

- Distinct building architectural style
- Accentuated building corners and frontages, including an increase in the overall building height where warranted
- Dedicated entry court and/or public plaza
- Public art
- Unique signs
- landscape features and lighting
- variation in exterior building materials



*Design and orient new development to maximize access to light and air (top). Provide iconic buildings at key gateways and intersections such as 25th & Imperial (middle) and 22nd & Market (bottom).*





*Eco-roofs, permeable paving, and bioswales are strategies to reduce solar heat gain and integrate stormwater management.*

## Green Building Practices and Sustainability

Development of new infill buildings and retrofitting of existing buildings should take into account green building practices and sustainability. When green building practices and sustainability are intrinsic in the overall site planning and individual building design, it can create a distinctive context sensitive architecture that will be unique to the community.

**P-UD-47:** Minimize building heat gain and appropriately shading fenestrations through techniques including:

- a) Orienting new buildings to minimize east and west facing facades.
- b) Where possible, configuring buildings in such way as to create internal courtyards to trap cool air while still encourage interaction with streets and open spaces.
- c) Awning, canopies and deep-set windows on south facing windows and entries.
- d) Utilize vertical shading and fins on east and west facing building facades.
- e) Using horizontal overhangs, awning or shade structures above south facing windows to mitigate summer sun but allow winter sun. Encourage overhang width to equal half the vertical window height to shade the window from early May to mid-August but still allowing the winter sun.
- f) Installing high vents or open windows on the leeward side of the buildings to let the hottest air, near the ceiling, escape.

- g) Creating low open vents or windows on the windward side that accepts cooler air to replace the hotter air.
- h) Including high ceiling vaults and thermal chimneys to promote rapid air changes and to serve as architectural articulation for buildings.

**P-UD-48:** Incorporate environmentally conscious building practices and materials by using durable construction materials, low emitting materials and finishes, as well as recycled materials.

**P-UD-49:** Provide on-site landscaping improvements that minimize heat gain and provide attractive and context sensitive landscape environments, by

- a) Planting deciduous trees on the south side of buildings to shade the south face and roof during the summer while allowing sunlight to penetrate buildings in the winter.
- b) Explore vegetation on the exposed east and west facing walls.
- c) Planting groundcovers that prevent ground reflection and keep the surface cooler, preventing re-radiation.
- d) Build roof gardens, eco-roofs or other vegetated roof systems to help reduce the solar heat gain of building roofs and to serve as shared open space.
- e) Minimizing impervious surfaces that have large thermal gain

**P-UD-50:** Ensure the design of new development integrates storm water best management practices onsite to maximize their effectiveness by:



- a) Allowing the use of green roofs and water collection devices, such as bioswales, cisterns and rain barrels, to capture rainwater from the building for re-use.
- b) Utilizing disconnected drain sprouts to interrupt the direct flow of rainwater from the buildings to the storm water system. Integrate these features to imbibe buildings with a distinctive architectural character.
- c) Minimizing onsite impermeable surfaces, such as concrete and asphalt. Utilizing permeable pavers, porous asphalt, reinforced grass pavement (turf-crete), cobble stone block pavement, etc to detain and infiltrate run-off on-site.
- d) Encouraging the use of permeable paving elements in auto and non-auto-oriented areas.

**P-UD-51:** Integrate energy generation and sustainability such as solar, wind, geothermal or other technologies into the overall building design consistent with the architectural design.

### Quality, Durability, Materials and Colors

**P-UD-52:** Use authentic materials with a substantial appearance, including wood, masonry, ceramic tile, concrete or smooth stucco. Avoid using inauthentic materials such as foam molding or faux stone in particular those that have the appearance of thin veneer or attachment. If used, inauthentic materials should not be the dominant façade material, and should not be used for detailing or ornamentation.

**P-UD-53:** Brick, stone, tile, veneers or other applied materials should terminate logically and strongly, such as by wrapping corners and terminating at architectural modulations, articulations, frames or other features, so that they don't appear superficially affixed to the façade.

**P-UD-54:** Incorporate materials with recycled content, use regional materials (locally harvested, manufactured and/or appropriate to local climate) and rapidly renewable materials (such as bamboo, cork, wheat board, cotton insulation, or wool).

**P-UD-55:** Make site elements (such as walls, planters, shade structures and fences) consistent with the overall development's design and material palette. Fence and wall color shall be compatible with the development and adjacent properties.

**P-UD-56:** Treat all publicly visible façade of a building equally in terms of materials, colors, and design details. The building should have a finished appearance on all visible sides.

### Public Art and Cultural Expression

**P-UD-57:** Promote public art and cultural amenities as key features of buildings, common areas, and open space areas of a project

**P-UD-58:** Collaborate with regional artists, residents and community members during the design and construction of the project to integrate art into development projects.

**P-UD-59:** Promote art at critical "gateway" intersections in the community and around transit stops to serve as an expression of community identity and pride. Figure 4, "Anchors and Gateways" shows the locations of key community gateways.



*Use of authentic materials (top). Mural on the side of a commercial building in the Commercial/Imperial corridor (bottom).*



Landmarks (such as the Villa Montezuma) are cherished symbols of community pride and character (top). Windows positioned to maintain sight lines toward street, and clearly visible entryways help create security through design (bottom).

### Historic Preservation and Adaptive Reuse

- P-UD-60:** Promote the preservation and adaptive reuse of historic districts and historic structures to reinforce the history of the area and reinvest in existing resources.
- P-UD-61:** Require all development in the Sherman Heights & Grant Hill Park Historic Districts to follow the guidelines and recommendations of the Sherman Heights & Grant Hill Park Historic Districts Design Criteria and Guidelines
- P-UD-62:** Incorporate local history and heritage into the public realm through elements including signage, information placards, historic plaques, murals, gateway features, and unique pavers.
- P-UD-63:** Encourage the restoration and maintenance of older structures that may not be historically designated but nonetheless contribute to the unique character and flavor of Southeastern

### Designing for Defensible Space

The concept of territoriality and defensible space should be considered in designing public and private improvements. This is accomplished sensitively by designing:

- P-UD-64:** Buildings and grounds that “self-police” so that residents may participate in its security.
- P-UD-65:** Windows that are positioned to allow residents to have visible sight lines or “eyes on the street” toward public spaces, parking areas, and entrances to dwellings.
- P-UD-66:** Common spaces and entryways should be visible from the street, allowing clear vision by neighbors and law enforcement officers.

- P-UD-67:** Locating sidewalks or paths between parking areas and residences, and between the street and residences to allow natural surveillance over the entire path.
- P-UD-68:** Providing night lighting along walkways, streets, and at parking lots by using fixtures that will shape and deflect light into a layer close to the ground. This will place light where it is needed most and reduce interference with windows.
- P-UD-69:** Buffering parking areas from the street with planting while allowing for surveillance if low shrubs and ground covers are used.
- P-UD-70:** If security fencing is used, attention should be given to its detailed design. Fencing should be an architectural feature of a project, such as in the use of wrought iron fences integrated into the overall design of the project

### 4.3 Streetscape and Public Realm

Streets and public spaces in Southeastern are the lifeblood of the community. They are host to a diversity of activities and serve as a unifying force in the community. The 25th Street and Cesar E. Chavez Parkway corridor is the “Bay-to-Park” link in the community, connecting Southeastern neighborhoods to Golden Hill and Balboa Park to the north, and Barrio Logan and the bay to the south. Sidewalks are wide and provide ample space for a variety of activities. Street amenities and furniture, such as benches, pedestrian-scaled lighting, signs and planters, make for a comfortable walking environment. Special attention is given to paving design, and public art adds interest and a sense of



pride in the community. Streets and public spaces serve to connect homes with businesses and shops, making Southeastern San Diego one of the most bike-friendly and walkable communities in the city.

**P-UD-71:** Create publically accessible plazas that are either within the interior of the development or at building street corners.

**P-UD-72:** Accentuate key focal points, entrances, gateways and corners of a development with art, signs, special lighting, specimen trees and accent plant materials.

**P-UD-73:** Define the edges, boundaries and transitions between private and public space areas with landscaping, grade separations, covered patios, garden walls, gates and paving materials.

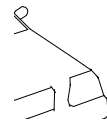
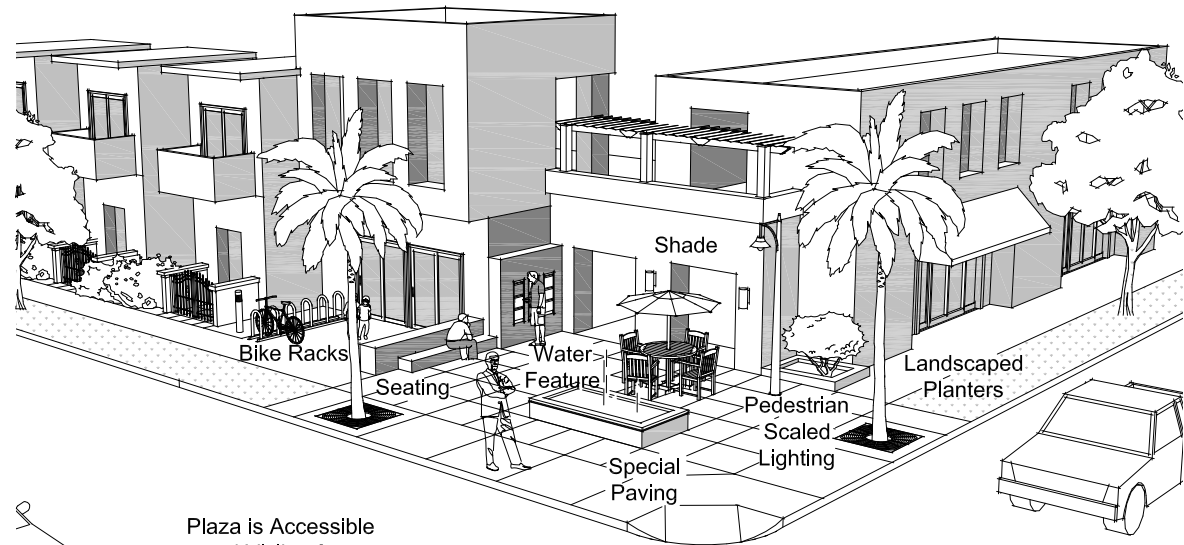
**P-UD-74:** Create a strong sense of edge along streets and open spaces by incorporating a continuous row of trees and/or by providing consistent building setbacks.

**P-UD-75:** Provide continuous and consistently designed right-of-way improvements, so that a development project reads as one unified project. Create a seamless connection of landscape improvements between properties and across streets.

**P-UD-76:** Use streetscape elements, including kiosks, walkways, street furniture, street lighting and wayfinding signage to enhance the appearance and function of commercial developments.

**P-UD-77:** Provide bicycle racks at community nodes such as schools, libraries, retail developments and transit stops. Rack and storage areas should be located within public view, but should not impede pedestrian use of adjacent walks.

**FIGURE 4-8: Corner Plazas**



Plaza is Accessible and Visible from the Street

*Provide corner plazas with amenities for pedestrians and cyclists and with entry features, such as a fountain or artwork.*

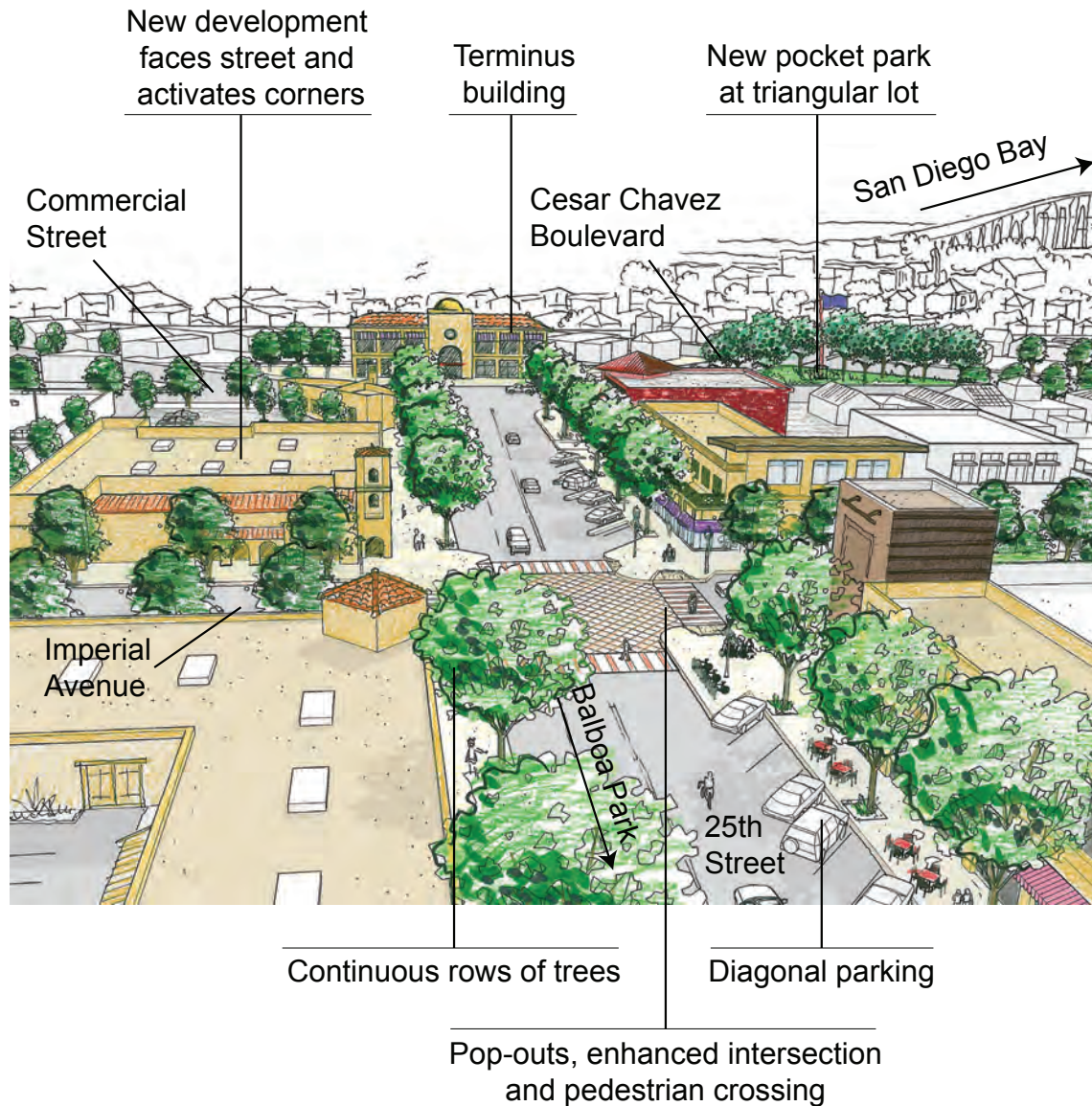


*Garden walls, landscaping, and gates help define transitions between public and private space.*



*Use street furniture and other streetscape elements to enhance appearance and function.*





**P-UD-78:** Provide waste receptacles in high traffic areas such as parks, plazas, transit stops and retail developments in conjunction with building entries and/or outdoor seating areas but should not impede pedestrian use of adjacent walks.

**P-UD-79:** Minimize the visual effects of service access and alleys from Imperial Avenue and secondary streets and prohibit direct access from these streets where alley access is possible.

**P-UD-80:** Provide continuous storefronts that face the street, are contiguous to the sidewalk and, where possible, support the use of sidewalks for outdoor seating, dining and cafes.

**P-UD-81:** Design the spaces between buildings (paseos, plazas, courtyards, terraces, arcades, colonnades, etc.) to connect development to transit, and create a sense of transition between indoors and outdoors.

### Pedestrian Environment and Connectivity

**P-UD-82:** Develop safe and convenient connections between neighborhood schools, parks, and libraries, and regional trails and parks (e.g. Balboa Park). This includes:

- a) Enhancing north-south linkages, especially 28th Street, to schools, parks and the Logan Heights Library
- b) Identifying and marking 25th Street as the community's Bay-to-Park link and connector to Barrio Logan and Golden Hill
- c) Developing a street trail on 32nd Street as part of the Chollas Creek Enhancement & Implementation Program

- d) Building more paths, steps, bridges and trails connecting the Chollas Creek to surrounding neighborhoods
- e) Developing paths to and through Mount Hope Cemetery to connect Market Street with Imperial Avenue and Mount Hope with Mountain View

**P-UD-83:** Require all developments exceeding one (1) acre in size to provide a comprehensive, internal circulation system of walkways, access ways and drives that are designed as “complete streets” and take into account all modes of travel, including bicycles.

**P-UD-84:** Provide direct pedestrian connections to transit. This includes convenience and comfort factors for residents, such as direct access, widened sidewalks, shaded seating opportunities, and weather protection provided near public transit stops and trolley stations.

**P-UD-85:** Provide dedicated, direct and identifiable pedestrian access from the street into the project. Define and emphasize building entrances with accent colors, enhanced paving, awnings, or overhead trellises. Entrances should be human in scale, well lighted and inviting to pedestrians.

**P-UD-86:** Prohibit above ground utility placement in the pedestrian path of travel and support the undergrounding of utilities wherever possible to reduce visual blight in the community.

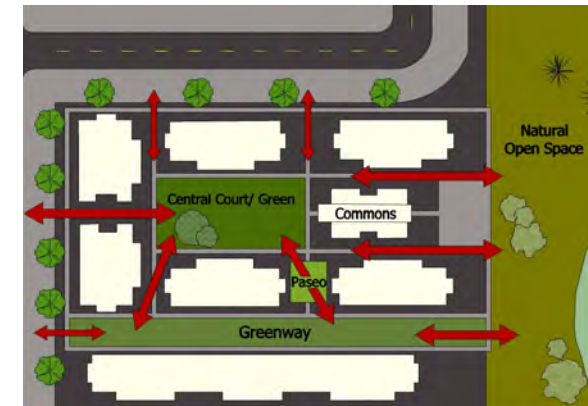
**P-UD-87:** Facilitate pedestrian access and connectivity across different sites and land uses in the community:

- a) Discourage primary pedestrian circulation through parking lots as access to storefronts or commercial areas of a mixed-use development.

- b) Develop plazas, “paseos” sidewalks and decorative internal crosswalks for pedestrian access to the parking areas and streets.
- c) Develop pedestrian and bicycle access to and through residential areas that terminate in dead-end cul-de-sac streets.
- d) Provide individual entries to commercial and retail establishments directly off the street and/or through an entry plaza.
- e) Provide pedestrian and bicycle access at regular intervals across the trolley tracks, canyons, Chollas Creek, and other natural barriers
- f) Integrate resting and waiting areas into mixed-use developments, linking plazas, trails, paths and transit-serving retail offered within and around the development.
- g) Limit perimeter walls around commercial sites to establish better visual and physical connection between commercial, mixed-use developments, and the residential neighborhoods. Incorporate publicly accessible walkways between properties.

**P-UD-88:** Allow new development along the main corridors of the community to bridge the East and West neighborhoods and beyond, both through physical connections (such as enhanced streetscape design, clear pedestrian and bicycle paths, and bridges) and complementary and reinforcing land uses (such as offices, grocery or drug stores, community buildings and multi-family residential).

**FIGURE 4-9: Site Connectivity**



*Provide dedicated, direct pedestrian connections and paths between streets, the development site, buildings and open space amenities within and beyond the site.*



*Provide pedestrian walkways or “paseos” to and through residential developments to connect residential with adjacent commercial uses.*



**FIGURE 4-10: Sidewalk Zones**



*Street trees provide multiple benefits, from shade to storm-water filtration, to visual definition and aesthetic quality. Tree-lined streets enhance a community and are a vital part of creating a quality of life.*

**P-UD-89:** For sidewalks of main commercial streets in the community, provide a clear demarcation of the pedestrian circulation zone, the building frontage zone and the street furniture and planting zone, as shown in Figure 4-10.

- a) Sidewalks are recommended to be at least ten feet wide and include tree grates or sidewalk cutouts at regular intervals for street trees and planting
- b) Where feasible (e.g. right-of-way more than 96 feet in width), the sidewalk should extend to 14 feet, including a minimum eight-foot paved clear pedestrian zone and six-foot planted parkway between the sidewalk and curb and be taken from the right-of-way.
- c) If sidewalk construction or width is not feasible along Commercial Street due to rail spurs, a pedestrian zone should be striped and/or colored to designate that pedestrians are permitted and to discourage parking or loading in that area

### Alleyways

Alleyways are a infrastructure resource for access to parking, loading locks, refuse collection, public infrastructure and a circulation connection. Alleys should be further developed where they currently exist and included in new development where alleyways are not present with the following features:

**P-UD-90:** New development along major transit corridors should create new alleyways if none exist, in order to provide rear service and parking access.

**P-UD-91:** Screen all service, loading docks, and platforms from public view.

**P-UD-92:** Trash bins should be screened from view at all trims and may not intrude into the alley right-of-way.

**P-UD-93:** Utilize permeable paving, bio swales, green alleys and/or other stormwater design features that will manage rain water and irrigation run off while supporting the heavy load vehicles that would service the loading docks and refuse containers.

**P-UD-94:** Include alley lighting to bolster security and defensible space and deter unwanted activities.

**P-UD-95:** Provide graffiti abatement on blank wall surfaces through planted walls and fences. Surfaces unplanted should be treated with graffiti deterrent coatings and maintained in a graffiti free condition.

**P-UD-96:** Provide alley improvements that and, and include, fencing, graffiti abatement, greenscape.

**P-UD-97:** All utilities within the alleyway should be undergrounded and poles or utility conveyances removed from the right of way. No above ground utilities or access boxes may be installed or encroach into the alley right-of-way.

### Landscape

**P-UD-98:** Areas that have been disturbed by construction should be revegetated with drought tolerant plant materials.

**P-UD-99:** Landscape materials should be of high quality and suitable for the San Diego climate. Low water use plant species are preferred.



**P-UD-100:** Whenever feasible, landscaped and private open spaced areas should be designed to serve a sustainable infrastructure function by collecting and treating stormwater flow, allowing for infiltration, and being used for irrigation.

**P-UD-101:** Landscaping should be used to activate building facades, soften building contours, highlight important architectural features, screen less attractive elements, provide shade and add color, texture and visual interest.

### Lighting and Signage

**P-UD-102:** Lighting should be used to add drama and character to buildings and landscape, ensure public safety, and enhance nighttime activities.

**P-UD-103:** Lighting should be designed as an integral part of the building that is consistent with its architectural character.

**P-UD-104:** Levels of illumination should be responsive to the type and level of anticipated activity without under- or over-illuminating. Generally, higher illumination is desired on buildings and areas with higher levels of nighttime use.

**P-UD-105:** Unnecessary glare should be avoided. Buildings and landscaping can be illuminated indirectly by concealing light features within buildings and landscaping to highlight attractive features and avoid light spillage onto neighboring properties. Building mounted lighting should be angled downwards or include cut-off shields.

**P-UD-106:** In pedestrian-oriented areas, energy efficient lighting sources with warm white color and good color rendition are recommended.

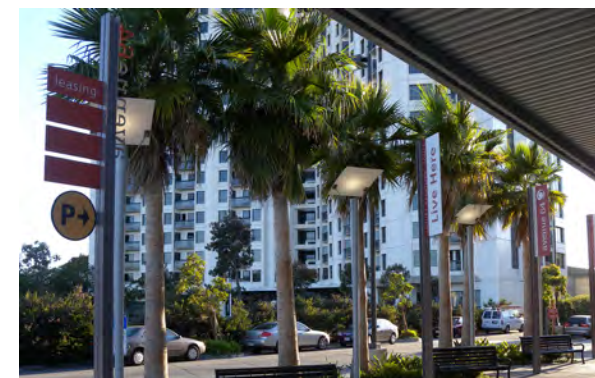
**P-UD-107:** Electric sources should be concealed and not conflict with architectural detailing.

**P-UD-108:** Install lighting to meet or exceed City Standards throughout the community for added safety, visibility and comfort

- a) Provide pedestrian-scaled lighting, as well as ambient lighting, along all walkways, internal corridors, common areas and garages within a development.
- b) Support the creation of Landscape Lighting and Maintenance District to sustain community amenities exceeding the City Standard or of a particular aesthetic design consistent with the community character

**P-UD-109:** Design high quality signage that contributes to community identity, improves wayfinding, and is highly visible and legible

- a) Provide clear, legible and professionally designed building signage to identify the development and improve wayfinding and circulation.
- b) Standardize the format and design of multiple signs within a single development for uniformity and consistency.



*Pedestrian-scaled lighting (top). Design high-quality signage that contributes to the community (middle and bottom).*



Wrap parking with active building uses (top). Consolidate parking entrances and minimize visual impact (middle). Use vines, shrubs, and trees to screen parking (bottom).

- c) The design, selection and placement of all site signage should be consistent and compatible with the overall site design and architectural character of the development.
- d) Encourage and promote street banners and logos along all commercial corridors in the community

**P-UD-110:** Place signs at a height that will ultimately allow sign visibility under tall shade trees.

*Trees should be allowed to grow to create a full canopy, without obscuring signage.*

### Parking

Integrate convenient, secure and accessible parking areas for bicycles and cars within an individual development project and throughout the community (See General Plan UD-A.11&12 for additional policies)

**P-UD-111:** Minimize the visual impact and land area dedicated to parking, and automobile circulation, by minimizing garage entrances and providing parking access from the alleyways where possible.

**P-UD-112:** Underground parking should be consolidated for multiple properties, where opportunities arise, to reduce the average cost of construction and minimize the number of curb cuts and garage entrances.

**P-UD-113:** At grade parking is strongly discouraged. Where at-grade parking is necessary, it should be wrapped with buildings on both the primary and secondary street frontages.

**P-UD-114:** Eliminate curb cuts with new development, and locate parking, service, and loading access at the rear of buildings. If this is not possible, screen these elements with low building elements that integrate living walls, public art, and lighting design.

**P-UD-115:** Prohibit drive-through features in all new commercial and retail development.

**P-UD-116:** Soften the impact of parking areas, garages and drive aisles on the surrounding development, streets and other open spaces with the following design measures:

- a) Use vines, shrubs, and trees around garages, tuck-under parking spaces, and underground parking entrances to reduce their visual dominance. Berms, bushes or fencing should be used to screen parking lots that front roadways.
- b) Wrap the street side of tuck-under parking with livable spaces and building entrances to mask the parking and place more active uses on the street.
- c) Create buffer zones between parking areas and the street. These zones can be created with walkways, landscape or earth berms. Visual buffering should allow a line of sight into the parking area to allow opportunity for surveillance. Provide landscape buffers between drive aisles, parking areas, pedestrian walkways, residential units and communal areas.



## Buffers and Screening

**P-UD-117:** Address the potential nuisances caused by higher intensity uses and reduce the visual dominance of service areas by implementing the following design measures in the development:

- a) Provide a clear demarcation between public and private areas, as well as residential and non-residential uses, with separate building entrances, building and landscape design features, building separations, access control or a change in levels and materials.
- b) Provide landscape buffers and/or low patio walls to reduce noise impacts and protect the privacy of residential units along high-traffic streets and intense uses.
- c) Mitigate noise through the use of berms, planting, setbacks and architectural design rather than with conventional wall barriers for developments next to transit, trolley, highways or other potential noise-generating uses.
- d) Use public spaces, such as pedestrian plazas, paseos, greenways and courtyards, to serve dual functions as valuable community space and buffers between different uses.
- e) Screen all visible building equipment, utilities, trash enclosures and service/maintenance areas in a manner that is consistent with the appearance of

the building, its materials and color and surrounding landscape.

## Service Areas and Truck Access

Service areas and truck access is an essential commercial and industrial function. The functions should be sensitively planned to minimize the visual, noise, and traffic impacts on adjacent properties and public spaces.

- P-UD-118:** Provide separated commercial and industrial parking and staging areas
- P-UD-119:** Establish clear rules of operation for the joint use of these areas.
- P-UD-120:** Discourage direct truck access directly off major streets. Truck access should be directed to alleyways where possible.
- P-UD-121:** Contain all heavy work areas of a business park development within an enclosed building area (outdoor commercial/ industrial, such as mechanical yards, are discouraged). Outdoor storage is prohibited unless completely screened or enclosed by solid fences, walls or buildings not less than six (6) feet tall. Storage areas shall not be placed facing a public right-of way.
- P-UD-122:** Screen all loading docks and platforms from public view. Loading docks should be located away from front streets and should be designed or screened in such a way as to make them a complementary feature of the building.
- P-UD-123:** Strongly discourage the use of chain link or other open fencing in the front and street side yard or in any situation where an industrial project adjoins other uses. Wrought iron fencing is preferred to chain-link fencing.



*Truck access should be directed to alleyways if possible (top). Screen all visible building equipment, utilities, and trash enclosures in a manner consistent with the building (middle and bottom).*





*Landscaping should serve as sustainable infrastructure (top). Street trees should be placed to maximize tree canopy in open parkways where feasible (middle and bottom.)*

## 4.4 Urban Forest

The community plan's street tree concepts are based on existing tree patterns, existing and future land uses, and species appropriate to San Diego as listed in the City's Street Trees Selection Guide. The intent is to create a comprehensive street tree plan to help unify major corridors, provide shade and street tree coverage within the public right of way, and to enhance the urban forest. Since the neighborhoods presently lack substantial tree canopy, existing trees should not be removed unless redevelopment, disease or appropriateness of the tree determines replacement to be necessary or desirable.

### Street Tree Character Drivers

The community's range in development patterns from the high density of Logan Heights to the less dense Southcrest neighborhood begins to suggest different tree character are appropriate for each of these different neighborhoods. Areas with an "urban character," have a strong street grid, higher density, some retail and industrial land use, and reduced planting areas defined by small parkway strips surrounded by paving. "Semi-urban character" areas have a more fragmented street grid, less density, and moderately-sized planting zones on private property or along the public right of way.

Outside of development patterns, existing and proposed land uses require additional consideration for tree species selection. For example, trees in commercial areas should provide shade and have seasonal interest while not obstructing visibility to businesses and signage. This should not preclude tall shade trees, however: if correctly pruned, tall species will ultimately provide a shade canopy above the signage and streetlights.

Industrial zones should have trees focused on screening unsightly activities or large blank walls. Street trees in residential areas should focus on providing shade for homeowners and pedestrians while considering ease of maintenance. Street trees adjacent to park or open spaces should use a similar palette to expand the park's presence. In all instances, consideration should be given to selecting tree species that are appropriate for the available planting areas and widths, non-aggressive roots to reduce potential damage to sidewalks, drought tolerance, and ease of maintenance and establishment.

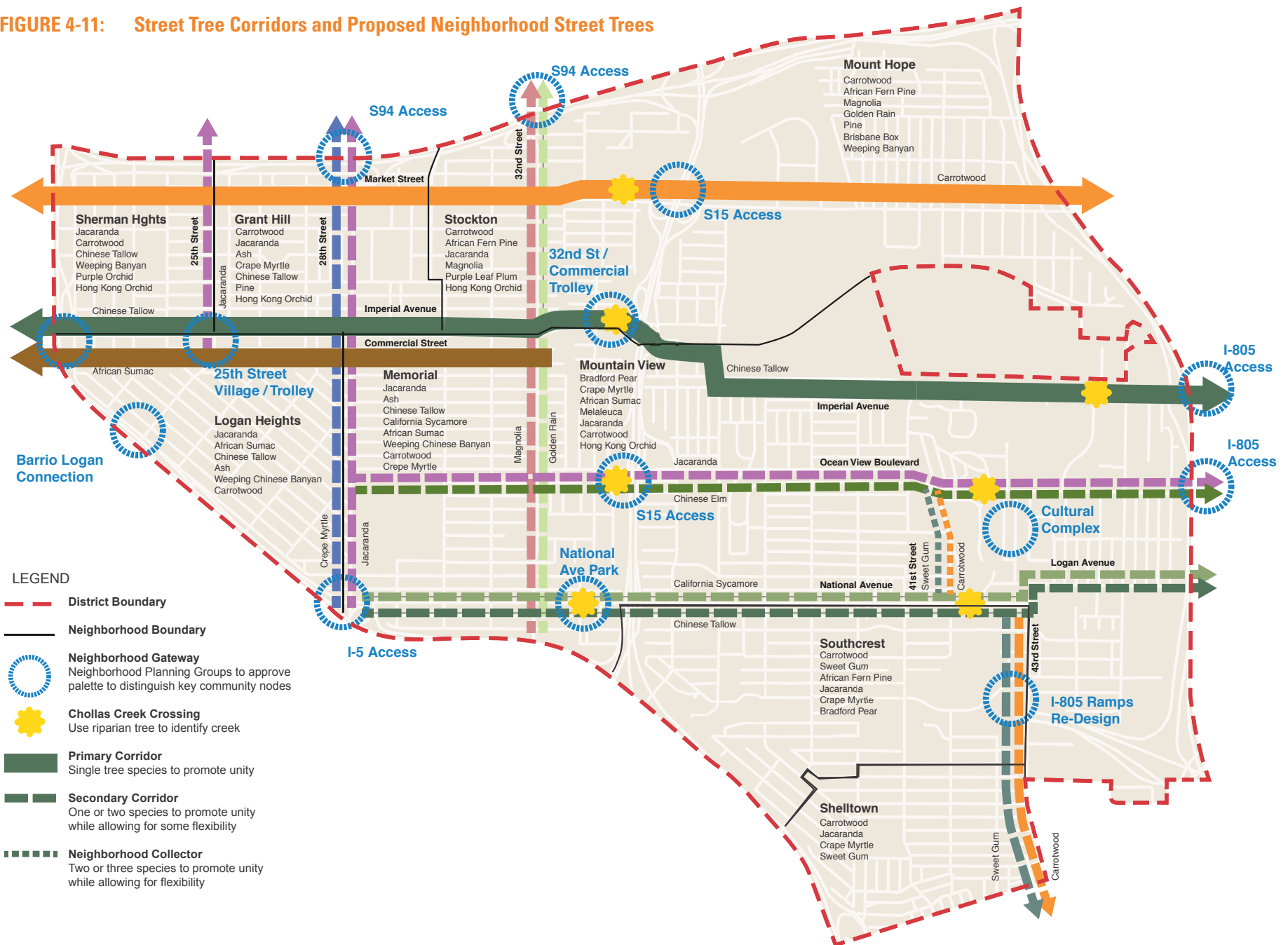
### Street Tree Corridor Hierarchy

Figure 4-11 identifies and breaks down major corridors into three general categories: primary corridors, secondary corridors, and neighborhood collectors. Selection is based primarily on existing patterns, but simplified. The overall goal is to create design unity while providing flexibility that relates to the overall street hierarchy. A single dominant tree species should be used within each development or block, but there may be variety of tree species along the entire corridor length.

### Street Tree Palettes

The proposed street tree palettes identified in Figure 4-11 are based upon trees species that are already present in the neighborhood, appear to be performing well, and appropriateness for their proximity within the community. For those streets without a strong existing pattern, adjacent corridors or the area's overall character was used to determine tree species. Identified gateways may have a secondary or accent tree to highlight a given area's significance or entrance into the community. Due to San Diego's Mediterranean climate, tall shade tree

FIGURE 4-11: Street Tree Corridors and Proposed Neighborhood Street Trees







Carrotwood (top), Chinese tallow (middle), and Jacaranda (bottom) are identified as thematic street trees for Market Street, Imperial Avenue, and 25th Street, respectively.

species should be used as much as possible to compensate for the increasing extent of the urban heat island effect. Where streets cross Chollas Creek, a native riparian species, such as the California Sycamore or Coast live oaks should be utilized to highlight the waterway and significance of the Chollas Creek corridor.

### Neighborhood Tree Selection

Historical neighborhood street tree plans have allowed a wide range of tree species on residential streets which have resulted in the pattern of a diverse tree species. This diversity makes prescribing specific trees species difficult to implement and enforce, but provides an added benefit by not creating a monoculture urban forest that is susceptible to dying from a singular diseases or pests. Existing strong tree patterns should be preserved and enhanced where feasible, such as the African fern pines next to Denis Allen Park or the crepe myrtles found along some Mountain View’s central streets, as indicated in Figure 4-11. Trees that do not provide adequate shade or canopies, such as palms, eucalyptus, or Italian Cypress are not allowed as primary street trees selections for future development.

### Street Trees and Urban Forest Policies

**P-UD-124:** Incorporate shade-producing street trees along all streets and roadways

- Maximize tree canopy - the optimum canopy will vary in accordance with street size, existing infrastructure, community needs, environmental limitations, and aesthetic considerations.
- Space street trees no further than 30 feet on center to achieve a continuous canopy.

- Require a double row of street trees where sidewalk/setbacks exceed a total of 24 feet.
- Use accent trees that are a different species than the adjacent street trees at important street intersections or corners.
- Plant maximum 15-gallon large species (as appropriate), shade-producing trees within metal tree guards along commercial streets.

*The size at planting should not exceed 15 gallons since younger specimens will acclimate to the site and surpass older, larger container specimens in size and health within a few years. These smaller trees can be protected through the use of metal guards. Tree grates are not recommended. If they are installed, they need maintenance at regular intervals to ensure grates do not girdle trunks.*

**P-UD-125:** Maintain street trees by coordinating public agencies with private enterprises responsible for tree maintenance.

Ensure that a tree maintenance and watering plan is in place for all new and redeveloped areas. Maintenance is the most important aspect of a healthy community forest.

**P-UD-126:** Wherever feasible with new development, street trees should be planted in open parkways rather than concrete cut-outs. Parkway can be designed to capture and infiltrate precipitation and stormwater to reduce irrigation requirements and urban runoff.



## 4.5 Urban Design Vision Illustratives

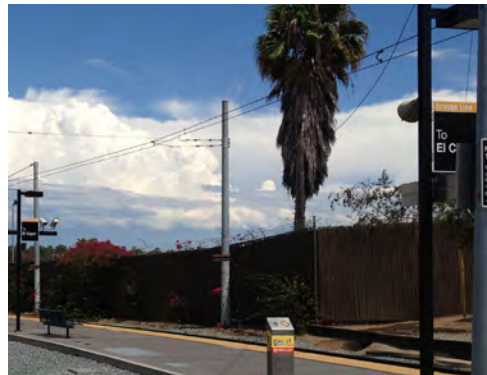
Four key concepts of the Urban Design Framework of Southeastern San Diego are:

- Build Around Transit Stations;
- Create Complete Streets and Main Street Environments;
- Retrofit Commercial Strip Centers;
- Embrace Chollas Creek.

The images that follow illustrate how existing settings in Southeastern San Diego could be transformed in a way that embodies the urban design goals of the Community Plan. The “after” images simulate hypothetical streetscape improvements and hypothetical new buildings.

### Build around Transit Stations

*This hypothetical situation shows how improvements can be focused around existing trolley stations in the community, with new residential and mixed-use development focused around the trolley and with landscape and amenities that provide comfort and amenities to transit riders.*



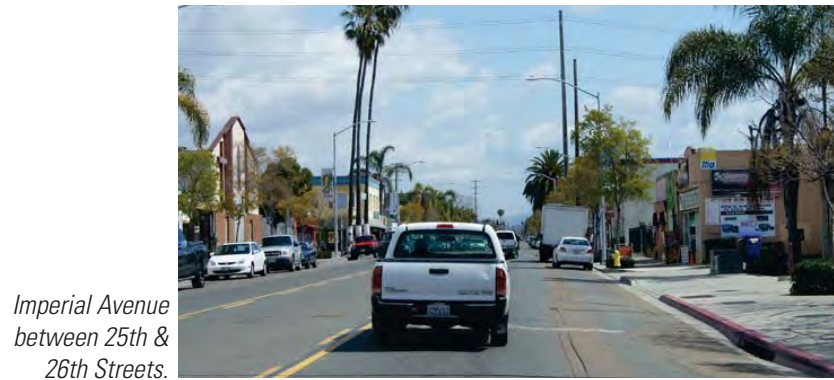
32nd Street trolley station.



Conceptual future development at the Trolley station.

## Create Complete Streets and Main Street Environments

*This hypothetical situation shows how could be made to major commercial corridors in the community to turn them into “Compete Streets” with undergrounded utilities, bicycle lanes, expanded sidewalks, mid-block bump-outs, street trees, landscaped planters, storefront improvements and new development that activates and focuses on the street.*



*Imperial Avenue between 25th & 26th Streets.*



*National Avenue between 35th & 36th Streets.*



*Future streetscape improvements and new development along Imperial.*



*Future streetscape improvements and new development along National.*



## “Retrofit” Commercial Strip Centers

*This hypothetical simulation shows how commercial strip centers in the community can be “retrofitted” to provide development that orients to the street, provides a pleasant walking environment, “eyes on the street” and an enhanced sidewalk experience while maintaining access to larger commercial uses in the rear of the site*



*Otto Square.*

## Embrace Chollas Creek

*This hypothetical simulation shows how improvements along the Chollas Creek can begin to transform this community asset into an attractive amenity, with bicycle trails, pedestrian paths, lighting and native landscape*



*Chollas Creek.*



*Conceptual future development at Otto Square.*



*Potential multi-use trail along Chollas Creek.*



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## 5 ECONOMIC PROSPERITY

The Plan seeks to enhance economic opportunity in Southeastern San Diego, building on significant growth opportunities along the area's main commercial corridors. The Economic Prosperity Element outlines Southeastern San Diego's economic goals, integrates economic decision-making with land use planning, and provide a framework for detailed implementing actions.

## GOALS

1. Land use designations that support the stability and growth of base sector employment opportunities.
2. Development of thriving commercial, manufacturing, office, and industrial development clusters that provide sustainable middle-income employment opportunities.
3. A destination that invites and encourages visitors to stop, invest, enjoy, and explore the multi-cultural vibe of the neighborhoods.
4. A local economy that promotes the well being of locally owned and operated businesses, provides opportunities for micro-enterprise, artist’s studios, and leverages the bi-national nature of the area.
5. A full and balanced range of employment opportunities.

Development of residential, light industrial, retail, restaurant, cultural uses and a variety of amenities and services is a Community Plan Guiding Principle. Southeastern San Diego offers important growth opportunities for community-oriented commercial establishments and work-spaces along the area’s main corridors: Commercial Street and Imperial Avenue, National Avenue, Market Street, and 43rd Street. The Plan envisions these main commercial corridors to be more active spines in the neighborhood, provide locations for new businesses, and expanded economic opportunities for the community. There is also underutilized land located in industrial parks at Gateway Center West and East and in commercial developments at Imperial Marketplace and Otto Square.

**TABLE 5-1: ECONOMIC PROSPERITY TOPICS ALSO COVERED IN OTHER PLAN ELEMENTS**

PUBLIC FACILITIES AND SERVICES TOPIC AREAS	LAND USE	URBAN DESIGN
Market Conditions and Demand Projections	x	
Employment Generation	x	x
Business Improvement	x	
Financial Feasibility of Future Development	x	
Development Incentives	x	

As Table 5-1 demonstrates, the Economic Prosperity element bears a strong relationship to the Land Use element, which provides land use designations in appropriate locations and a program to accommodate projected growth. In addition, the Urban Design and Public Facilities, Services, and Safety elements provide a physical and programmatic framework to facilitate economic prosperity in the Encanto Neighborhoods.



## 5.1 Market Conditions & Demand Projections

Southeastern San Diego is home to many national and local retailers, yet many residents purchase goods and services outside of the Planning Area. In fact, Southeastern San Diego and Encanto Neighborhoods residents are spending approximately \$170 million each year outside of the community on goods and services, according to the Southeastern San Diego and Encanto Community Plan Areas Market Demand Analysis Study prepared by Keyser Marston Associates in the process of preparing this plan. The sales are “leaked” out of the Planning Areas on retail goods and services in three general categories: convenience goods; general merchandise and home improvement; and eating and drinking.

Given Southeastern San Diego’s strategic location, access to transit and freeways, and proximity to an increasingly vital East Village in Downtown, there is strong potential for commercial and retail expansion in the coming years. In particular, demand for commercial space is expected to increase, providing opportunities for new jobs in the educational, healthcare, social services, and retail trade industries.

Historically, the community’s annual growth rate in housing units has been low, but given its central location and proximity to transit and freeways, the area is expected to grow in the coming years. Demand for new residential units over the next 20 years is likely to encompass a broad range of housing types and income levels. The Comm22 project, which includes

market-rate, affordable, and senior housing as well as retail space and community uses, reflects this. Long-term projections indicate that future demand in Southeastern San Diego be met with one-third multi-family apartments and attached for-sale condominiums, and one-third for-sale row homes and single-family detached houses on small lots, and one-third affordable rental housing.<sup>1</sup>



*The eastern portion of the community has experienced significant growth in the past two decades, including Imperial Marketplace, Gateway Center, and the Gonzales Northgate Market.*

<sup>1</sup> “Southeastern San Diego and Encanto Community Plan Areas – Market Demand Analysis,” prepared by Keyser Marston Associates, Inc., February 2013.



*Business Park, Light Industrial, and Office designations at Gateway Center and Imperial Marketplace facilitate employment generation.*

## 5.2 Employment Generation

Based on an analysis of long-term trends, Southeastern San Diego and Encanto Neighborhoods are anticipated to experience combined employment growth of 1,865 jobs in the next two decades, primarily in the educational, health care, social services, and retail trade industries.<sup>2</sup> The increase in office and institutional development in the area will increase the number of people present on a daily basis, which can lead to greater demand for retail and restaurant spaces with greater potential spending by employees. The increased demand for retail and restaurants may in turn lead to more opportunities for local businesses and jobs in the community.

In anticipation of this future growth, the Community Plan provides several land use designations for employment-focused uses. At the Gateway Center, the Community Plan includes the Business Park designation, which allows for office, research & development, and light manufacturing uses. Office Commercial, located along the Market Street frontage at the Gateway West industrial park, provides for office employment uses with limited, complementary retail uses. The Light Industrial designation, applied along Commercial Street, allows a wide variety of industrial uses such as repair, warehousing, storage, and wholesale distribution, in addition to uses allowed in Business Park areas.

The Community Mixed Use, Neighborhood Mixed Use, Community Commercial and Neighborhood Commercial land use designations facilitate commercial uses, including retail, restaurant, and office uses.

<sup>2</sup> “Southeastern San Diego and Encanto Community Plan Areas – Market Demand Analysis.”

These uses will create a mixed-use character along Commercial and Imperial Avenues, National Avenue, Market Street, and around Alpha and 43rd streets.

### Policies

- P-EP-1:** Concentrate commercial activity in the vicinity of commercial corridor intersections, with pedestrian orientation to distinguish Commercial Street, Imperial Avenue, National Avenue, Market Street, and 43rd Street.
- P-EP-2:** Improve the pedestrian, bicycle, and transit infrastructure in Southeastern San Diego to position it as one of the most sustainable districts in San Diego, and promote this attribute to compete regionally.
- P-EP-3:** Position and promote the Village Districts for smaller, independent professional service firms associated with creative and sustainable industries.
- P-EP-4:** Encourage the adoption of environmentally sustainable business practices.
- P-EP-5:** Recapture a greater share of local Southeastern San Diego residents’ expenditures with improved basic retail and personal services, as well as promotional efforts.
- P-EP-6:** Upgrade the appearance and infrastructure of commercial districts.
  - Enhance and create competitive commercial environments with the following initiatives:
  - Urban Forestry
  - Public Art
  - Event Programs
  - Storefront Improvement Program



- Small Business Assistance
- Capital Improvement
- Business Improvement Districts
- Micro Assessment Districts
- Maintenance Assessment Districts

## 5.3 Business Improvement

### Business Improvement District

A Business Improvement District (BID) is a type of assessment district in which business or property owners elect to self-assess a fee for use in promoting and improving the business area. A BID can play a crucial role in revitalizing an area, by improving cleanliness and security, promoting and marketing the neighborhood and its businesses, and organizing events in the area.

The Diamond Business Improvement District (Diamond BID) includes parts of Southeastern San Diego, including areas around Gateway Center, Market Street, and Logan Avenue. Areas of the Diamond BID also extend into the Eastern Community and into Encanto Neighborhoods.

### Maintenance Assessment District

A Maintenance Assessment District is funded with property tax assessments approved by property owners within the district. The Central Commercial District Revitalization Corporation (CCDRC) covers Commercial Street from I-5 to 28th Street and Imperial Avenue from I-5 to 32nd Street. The CCDRC provides cleaning, graffiti removal, safety enhancement and beautification of the public right-of-way, to supple-

ment City services, and works to encourage economic development, affordable housing, public recreation areas, better street lighting, and job training.

### Policies

**P-EP-7:** Consider an Assessment District for businesses or properties located in the Village Districts to support, dining, the arts, and entertainment within the community.

## 5.4 Financial Feasibility

Often new development faces difficulties because the cost of the development exceeds its economic value. For example, construction of new multifamily and mixed-use development may face economic challenges in the near-term, because current rental rates and sales prices may be insufficient to amortize the cost to develop these types of multifamily/mixed-use developments.

Public financial assistance could help stimulate new development in Southeastern San Diego. In the past, redevelopment tax increment and housing set-aside were the principal funding sources for this purpose. With the demise of redevelopment in California, and lean fiscal times at the Federal, State, and City level, partnerships with major public and institutional landowners could assist in redeveloping underutilized properties.

One possible local funding source is the New Markets Tax Credit (NMTC) program, which is administered by the U.S. Department of Treasury, Community Development Financial Institution Fund. While the NMTC allocation is much smaller than previous redevelopment program funds, it has the potential to positively,



*A Business Improvement District can play a crucial role in creating a cluster of dining, arts, and entertainment.*





*Public financial assistance, partnerships with key public and non-profit agencies, and land assets can be critical to stimulating new development in Southeastern San Diego.*

affect San Diego communities, including Southeastern San Diego; expansion of the Jackie Robinson YMCA is among the projects that may receive assistance.

Another possible local funding source is the Community Development Block Grant (CDBG), which can be used for neighborhood and economic development activities. The City of San Diego is a recipient of CDBG funding, and prepares a Consolidated Plan every five years to identify community development needs and priorities. Eligible CDBG activities include loans or grants to business for job training and hiring of lower income workers, and public infrastructure improvements (streets, sidewalks).

Other partnerships with key public and non-profit agencies can be critical to stimulating new development in Southeastern San Diego. In particular, the Metropolitan Transit System (MTS), the San Diego Housing Commission (SDHC), the San Diego Unified School District, the San Diego Community College District, and local churches could become instrumental partners for development stimulus in Southeastern San Diego, as they possess significant land assets in the community that could become in-fill development opportunities.

### Development Incentives

Citywide incentives, summarized in the Land Use Element, can help facilitate development of residential and commercial spaces by decreasing development costs while also providing important community benefits. Additional standards and incentives in the Village Districts are discussed in the Land Use Element and detailed in the applicable Specific Plans.

### Policies

**P-EP-8:** Pursue new funding sources to support local economic development efforts in Southeastern San Diego



## 6 PUBLIC FACILITIES, SERVICES, AND SAFETY

An essential component for accomplishing Southeastern San Diego's potential as a scenic, vibrant, and healthy community is a strong framework of public facilities and services. This element includes policies regarding the public and quasi-public facilities that foster development of a livable and sustainable community in Southeastern San Diego.

## GOALS

1. Police and fire safety facilities that meet the current and future needs of the community.
2. Public facilities that serve and are freely available and accessible to the general public.
3. A long term construction and maintenance plan for reliable systems of water, wastewater, stormwater, gray water and sewer facilities that serve the existing and future needs of the community and region.
4. Minimal exposure to hazardous materials and sound levels.
5. Medical facilities that meet the current and future needs of the community.
6. Improve and stimulate investments in this area.

This element addresses the spectrum of facilities and services which enhance Southeastern San Diego’s livability. Schools and training facilities promote student learning and employment skills; among the Plan’s guiding principles is to ensure that Southeastern San Diego’s families are well-served by schools, and to provide opportunities for education and job training for all community members. Police and fire services and the infrastructure system—including wastewater, water supply, and storm water conveyance—ensures that growth and development are responsibly managed and accommodated.

As illustrated in Table 6-1, Public Facilities, Services and Safety element has ties to other Plan elements. Land use designations (Chapter 2) mark where community facilities and parks are located and determines how much growth is expected- and in turn, the level of public services that will be needed. Public facilities are important sites of existing or potential joint use for recreational activities (Chapter 7, Recreation). Steep slopes—a safety consideration for buildings—also have scenic and open space value discussed in the Conservation and Sustainability element.

**TABLE 6-1: PUBLIC FACILITIES, SERVICES AND SAFETY TOPICS ALSO COVERED IN OTHER PLAN ELEMENTS**

PUBLIC FACILITIES AND SERVICES TOPIC AREAS	LAND USE	MOBILITY	RECREATION	CONSERVATION AND SUSTAINABILITY	ARTS AND CULTURE
Police and fire services		X			
Schools, community centers, and libraries	X		X		X
Water and wastewater				X	
Steep slopes				X	



## 6.1 Public Facilities and Services

### Police and Fire Services

Facilities for fire and police emergency services affect planning goals for livability and safety. The growing population in Southeastern San Diego may result in increased need for fire, medical, security, and emergency services. Commercial and community development in the Village areas may likewise raise demand. Over time, the City Police and Fire departments may need to increase staff levels, equipment, and facilities to meet these greater needs.

#### Police Services

The Police Department groups neighborhoods in the city into nine divisions. The portion of the community west of I-15 is part of the Central Division, which is headquartered at 2501 Imperial Avenue and serves over 103,000 residents in Southeastern San Diego and surrounding areas. The area east of I-15 is part of the Southeastern Division; this headquarters is located in the Skyline community and serves a population of over 175,000.

As growth and development occur, police capacity will be evaluated to ensure that station locations and staffing levels are adequate to maintain acceptable levels of service.

#### Fire Services

The Fire Department provides emergency/rescue services, hazard prevention and safety education to ensure the protection of life, property and the environment. This includes education about managing brush in order to protect properties from wildfires in canyon areas. There are two fire stations within or near the Planning Area: Station 19 just east of I-15 on Ocean View Bou-

levard and Station 7 in Barrio Logan just west of I-5 (see Figure 6-1.)

Southeastern San Diego has among the City's highest concentrations of incidents, and much of the community is identified as a "hot spot" for all incidents. At the same time, virtually all of Southeastern San Diego is within four-minute engine travel, and within 8-minute travel for three engines, one truck and one battalion chief. There are no Very High Wildfire Risk Zones as identified by the California Department of Fire and Forestry in the community.

The Fire Department will continue to monitor its performance and needs both at a citywide scale and through detailed mapping of local needs as the planning period progresses.

### Schools, Libraries, and other Community Facilities

#### K-12 Schools

Home to many families and school-age children, Southeastern San Diego includes at least 16 public, private, and charter schools that serve as places for student learning, but also centers of the community. Over 6,900 students attend elementary and middle schools in Southeastern San Diego. As of 2013, all public school students in this community are considered economically disadvantaged, qualifying for free or reduced priced lunch, and on average three-quarters of students are English Language Learners. There are no public high schools in Southeastern San Diego, so students must travel outside the community to attend high school.



*King-Chavez/Memorial, Kimbrough, and Sherman Elementary serve some of Southeastern San Diego's many school-age children.*

### Meeting Projected School Demand

The existing capacity of each school is approximate, estimated based on current class size ratios. Enrollment in 2013-14 is lower than estimated capacity at all of the public schools serving Southeastern San Diego. In total, there is an estimated available capacity for 4,747 additional students, though the amount of available capacity ranges from school to school. The potential increase in students from the number of future additional housing units could result in the need for new or expanded school facilities, depending on where growth occurs.

While the school district does not currently plan any additional new school projects in Southeastern San Diego beyond those funded by approved bond propositions, it is likely that additional school capacity will need to be added during the planning period, both to replace aging facilities and to accommodate additional students generated by new development.

In the interest of coordinated planning, the Plan policies point to ways in which school facilities can contribute to neighborhood livability and revitalization; coordinate with adjacent parks and community facilities; improve safety and walkability; and enhance access to education for neighborhood residents. As sites are developed and new housing is constructed, it will be essential to work with the school district to ensure that adequate facilities are available.

### Higher Education

San Diego Continuing Education's Educational Cultural Complex, located at 4343 Ocean View Boulevard, provides opportunities for professional development, technical skills training, and college preparation. The school offers a variety of non-credit courses and certificate programs in business, computers, English as a Second Language, GED preparation, health care, and other disciplines. As the adult education division of San Diego Community College District, Continuing Education serves over 90,000 students each year from six campuses around San Diego.

South Metro Career Center, located at 4389 Imperial Avenue, provides job search and career development resources such as GED completion, resume development and career counseling.

### Public Libraries

The San Diego Public Library system provides adult and family literacy assistance through the READ/San Diego program and computer and internet access services in addition to book lending. There are two branch libraries in Southeastern San Diego: Logan Heights Library and Mountain View/Beckwourth Library. The 25,000-square foot Logan Heights branch opened in 2009, making it the newest branch in the system, while a remodel was recently completed at the 8,000-square foot Mountain View branch. San Diego's central public library is located at the intersection of Park Boulevard and K Street in downtown, accessible by trolley for many Southeastern San Diego residents. The new library opened in September 2013.





The Mountain View/Beckwourth branch library falls short of the San Diego Public Library system's standard to build or expand library facilities at a minimum of 15,000 square feet. This branch's service population approximately matches the system's standard service area of 45,000 for each branch; the Logan Heights library, by contrast, currently serves only an estimated 28,000 and can sustain a greater degree of population growth.

There are no current plans to expand the Mountain View/Beckwourth branch library, this should be undertaken during the planning period. A new or expanded library at this location could be developed in partnership with the adjacent Educational Cultural Complex, strengthening this area as the cultural and community node for the eastern half of Southeastern San Diego.

### Community Centers and Other Facilities

Southeastern San Diego is served by the Sherman Heights Community Center and the Mountain View Community Center. These centers provide meeting rooms, education and recreation classes, and cultural events, and serve as important centers for children, teenagers, and adults. Memorial Park features a Senior Center, while a Neighborhood House facility is located directly south of the Mountain View Community Center. The non-profit Jackie Robinson Family YMCA, located just north of Imperial Avenue and west of I-805, provides a technology center and child care, in addition to fitness and wellness services.

## Policies

### Police Services

- P-PF-1:** Reduce incidence of criminal activity within Southeastern San Diego. Also see General Plan section PF-E related to policy service and Urban Design section UD-A for Crime Prevention through Environmental Design.
- Continue Neighborhood Watch Programs.
  - Maintain a close relationship with neighborhood organizations and have a continuing exchange of information with patrol officers.
  - Promote the development of Community Alert Programs where they do not presently exist.
  - Maintain a community relations program between police and residents.
  - Ensure that development projects provide adequate lighting, visibility for surveillance, and gradations between public and private spatial territories.

### Fire Services

- P-PF-2:** Maintain the high level of fire protection throughout Southeastern San Diego.
- Support efforts by the City to educate and inform the community regarding fire prevention techniques.
  - Support regular upgrading of the fire stations within Southeastern San Diego as necessary to adequately respond to fires and emergencies.

## K-12 Schools

- P-PF-3:** Work with the school district to transform school facilities in the Southeastern San Diego into neighborhood focal points with a strong image and identity.
- Encourage full community use of school facilities during non-school hours for educational, recreational, and cultural purposes.
  - Pursue joint use agreements to make school facilities available for community use.
  - Acquire excess public school district or private school property within the Southeastern San Diego to reserve the property for public use.
- P-PF-4:** Maintain and enhance the availability of community college and other higher education programs in the community.

## Public Libraries

- P-PF-5:** Support the extension of hours, expansion of book and periodical collections, and hiring of additional staff as necessary to provide adequate access to a full range of published materials.
- P-PF-6:** Ensure that future library services provide the necessary resources for Southeastern San Diego residents.

## 6.2 Infrastructure

### Water, Wastewater, and Storm Water Infrastructure

#### Potable Water

While Southeastern San Diego is at the end of the water system pipeline, there are several large diameter transmission mains within the community. Three 30” diameter pipelines—the 28th Street Pipeline, the Bonita Pipeline, and the Commercial Street Pipeline—create a large looping system through the north half of the community. A 24” and 16” pipeline in 30th Street and a 16” pipeline in 36th Street provide means to convey water to the southern portions of Southeastern San Diego. The remaining piping within the community is 12” and smaller and provides local water distribution. Lots are generally small and the water distribution system is well interconnected. Generally, the water service system for the community can be rated well because of the available working pressures in the water system. The most recent City of San Diego Urban Water Management Plan (2010) concludes that sufficient water supply is available to meet the projected water demands for the city through the year 2035 [to be updated following water supply assessment as part of EIR].

#### Wastewater

Replacement and maintenance of wastewater pipeline and facilities has been taking place on an ongoing basis as identified in the City’s Capital Improvements Program. Ensuring that adequate sewer capacity is available to meet future needs is an essential part of the community planning process. The future needs of



*Sherman Heights Community Center, the Logan Heights Library, and the Educational Cultural Complex serve residents of Southeastern San Diego.*



*Stormwater swales and permeable paving (top and middle) allow water to infiltrate, preventing polluted runoff from entering streams (bottom).*

Southeastern San Diego must be combined with projected needs across the service area to determine if additional capacity is required or if projected demand can be accommodated by the existing system or through other means or technologies.

### Storm Drainage

Storm drains are designed to handle normal water flow, but occasionally during heavy rain, flooding will occur. Storm water pollution affects human life as well as aquatic plant and animal life. Oil and grease from parking lots and roads, leaking petroleum storage tanks, pesticides, cleaning solvents, and other toxic chemicals can contaminate storm water and be transported into water bodies and receiving waters.

A Comprehensive Load Reduction Plan (CLRP) was prepared for the Chollas Hydrologic Sub Area (HSA) (Chollas watershed), part of the San Diego Bay watershed. The City of San Diego will use this CLRP to develop watershed implementation programs, evaluate their effectiveness, and make adjustments over the anticipated 20-year implementation period.

The Municipal Storm Sewer System Permit (MS4 Permit), issued by the San Diego Regional Water Quality Control Board (RWQCB), requires all development and redevelopment projects to implement storm water source control and site design practices to minimize the generation of pollutants. Additionally, the Permit requires new development and significant redevelopment projects that exceed certain size threshold to implement Structural Storm Water Best Management Practices (Structural BMPs) to reduce pollutant in storm water runoff and control runoff volume.

The MS4 Permit is re-issued every five years, typically imposing more stringent requirements on a wider range of development. These requirements are adopted in the City’s Land Development Manual; Storm Water Standards Manual and apply to both private development and public improvements.

There is an increased reliance on Low Impact Development (LID) strategies to meet the MS4 Permit requirements and TMDL as well. Examples of LID techniques are bioretention cells, green roofs, porous pavement, infiltration basins and biofiltration planters.

### Gas, Electricity, Wireless Communications Facilities, and Street lights

#### Gas and Electricity

Gas and electricity are provided in Southeastern San Diego by the San Diego Gas & Electric Company (SDG&E). Electric transmission tie-in lines traverse the community and connect local residents and businesses with the power grid. SDG&E has a large maintenance and operations center in the community on 33rd Street north of Market Street.

Electricity is carried in overhead wires along many streets in Southeastern San Diego, resulting in negative visual conditions. The City has formally adopted a policy for the undergrounding of overhead utility lines to protect public health, safety, and general welfare. The Plan reinforces citywide efforts to place utility lines underground.



### Wireless Communications Facilities

The Municipal Code regulates development of Wireless Communications Facilities (WCFs), while the City's WCF Guidelines provide guidance to stakeholders involved in the design and development of WCFs in the City of San Diego.

### Street Lights

Southeastern San Diego lacks adequate street lighting throughout the community. Street lighting is important to improve safety for pedestrians, vehicles, and property at night. Street lighting will be strategically added in the community during the planning period.

### Policies

#### Public Utilities

- P-PF-7:** Buffer the physical and visual impacts of energy facilities on adjacent uses through the use of adequate landscaping and screening, while maintaining access to energy facilities for repair and maintenance.
- P-PF-8:** Beautify the streetscape and encourage building façade improvements to utility facilities with prominent street frontage.
- P-PF-9:** Expedite the undergrounding of overhead utility lines and coordinate with the commercial revitalization program.
- P-PF-10:** Require that utilities be undergrounded as part of new development or other infrastructure projects

### Maintenance Assessment District and Property and Business Improvement District

**P-PF-11:** Support programs in Southeastern San Diego where property owners assess themselves for the benefit of public enhancements beyond the general services provided by the City. These enhancements include but are not limited to: landscape, lighting, streetscape improvements and maintenance, security, signage and banners, street furniture.

### Water, Sewer and Stormwater Infrastructure

**P-PF-12:** Implement Structural and Non-Structural BMP's contained in Appendix A of the Comprehensive Load Reduction Plan, Chollas Watershed BMP Representation Summary

**P-PF-13:** Implement water improvements programs so there are systematic improvements and gradual replacement of water and sewer facilities throughout the community. Also see General Plan PF-F.6 PF-G.2, PF-H.3, and PF-I.1.

- Support capital improvements to the system where replacement lines are needed and encourage the systematic improvement of water and sewer lines in the community.
- Continue the routine maintenance of the water and sewer facilities within the community.
- Collaborate with neighborhood organizations and other entities when funding and siting improvements to coordinate timing and replacement of infrastructure.



*Adequate street lighting is an important factor in providing safety and comfort at night. Street lighting will be strategically added in the community during the planning period. Bottom photo: Sam Hodgson.*

- Upgrade infrastructure for water and sewer facilities and institute a program to clean the storm drain system prior to the rainy season.
- Install infrastructure that includes components to capture, minimize, and add/ or prevent pollutants in urban runoff from reaching San Diego Bay and Chollas Creek.

## 6.3 Health and Safety

### Geological and Seismic Hazards

Southern California is one of the most seismically active regions in the United States, with numerous active faults and a history of destructive earthquakes. Damage to structures and improvements caused by a major earthquake will depend on the distance to the epicenter, the magnitude of the event, the underlying soil, and the quality of construction. Although there are no known active faults within Southeastern San Diego, the area is still subject to potential ground shaking due to faults just outside the community.

#### Fault Lines

San Diego is located about 100 miles west of the San Andreas Fault, the predominant earthquake hazard in the state. It is closer to several large active faults capable of producing intense ground shaking (active faults are defined as those known to have been active during Holocene time within the past 11,000 years.) These include the San Jacinto, Elsinore, Coronado Bank, and San Diego Trough faults, among others.

Active faults underlie parts of Downtown San Diego, and include associated Alquist-Priolo Fault Zone areas. The Alquist-Priolo Earthquake Fault Zoning Act regulates development on or near active fault traces to reduce the hazard of fault rupture and to prohibit the location of most structures for human occupancy across these traces.<sup>1</sup> The Alquist-Priolo zone does not extend into Southeastern San Diego. Surface fault rupture, however, is not necessarily restricted to the area within an Alquist-Priolo Zone.

#### Ground Shaking

Ground movement during an earthquake can vary depending on the overall magnitude, distance to the fault, focus of earthquake energy, and type of geologic material. The composition of underlying soils, even those relatively distant from faults, can intensify ground shaking. All of Southern California is located within Seismic Zone 4, the highest seismic zone and subject to ground shaking.

The community's location, directly east of faults, places it at risk of ground shaking. The Uniform Building Code requires that near-source velocity effects need to be considered in the design of buildings within 10 kilometers (approximately 6.2 miles) of a Type B fault, as defined by Near Source Shaking Zones. As shown on Figure 6-3, nearly all of Southeastern San Diego is subject to this requirement.

<sup>1</sup> A "structure for human occupancy" is defined by the Alquist-Priolo Act as any structure used or intended for supporting or sheltering any use or occupancy that has an occupancy rate of more than 2,000 person-hours per year.

## Liquefaction

Liquefaction is a phenomenon whereby unconsolidated and/or near-saturated soils lose cohesion as a result of severe vibratory motion. The relatively rapid loss of soil shear strength during strong earthquake shaking results in temporary, fluid-like behavior of the soil. Soil liquefaction causes ground failure that can damage roads, pipelines, underground cables, and buildings with shallow foundations. Liquefaction more commonly occurs in loose, saturated materials. Portions of Southeastern San Diego along the Main and South Branches of Chollas Creek, accounting for about 360 acres or 12 percent of the Planning Area, are considered to have some liquefaction potential.

## Steep Slopes

Steep slopes can introduce the risk of landslides or slope failure. Slope failure is dependent on topography and underlying geologic materials, as well as factors such as rainfall, excavation, or seismic activities which can precipitate slope instability. Earthquake motions can induce significant horizontal and vertical dynamic stresses along potential failure surfaces within a slope. Southeastern San Diego includes some steep (15 percent or greater) slopes in the Sherman Heights, Grant Hill, and Stockton neighborhoods. However, none of the community is considered to have landslide risk.

## Other Geologic Hazards

Other than the seismic risks described above, Southeastern San Diego's soils are considered to have a favorable geological structure and low risk. However, there may be other potential geological hazards including soil erosion, expansive soils, settlement and subsidence. These issues may require further study.

## Flooding Hazards

Flood risk is a consequence of rainfall characteristics, topography, water features, vegetation and soil coverage, impermeable surfaces, and urban stormwater management infrastructure. The Federal Emergency Management Agency (FEMA) creates Flood Insurance Rate Maps that identify the 100-year and 500-year floodplains for the purpose of informing flood insurance necessity.

As Figure 6-2 shows, portions of Southeastern San Diego along the Main and South Branches of Chollas Creek are located within the FEMA-designated 100-year and 500-year flood plains. The flood zones include undeveloped land along the creeks, as well as parks, schools, residential and industrial areas. In these areas, new structures must be reasonably safe from flooding by placing habitable floors above the base flood level among other measures. Overflow of the stormwater drainage system could also be a potential source of flooding. Proposed development must not interfere with routine channel maintenance, and will be required to include features that promote stormwater infiltration.

## Fire Hazards

Fire protection service is described in Section 6.1. The natural environment throughout San Diego presents considerable demands on fire and rescue services under various conditions and can also affect response times. The City augments its own forces with Automatic Aid agreements with adjoining jurisdictions, and Mutual Aid agreements with County, State, and federal government agencies.



*Parts of Southeastern San Diego, especially along Chollas Creek, have steep slopes that can present a hazard if the slope becomes unstable due to earthquakes, extensive rainfall, or excavation.*



## Hazardous Materials

The Plan does not expand the area of industrial operations, and is not likely to result in increased generation of hazardous emissions or handling of hazardous or acutely hazardous materials, substances, or wastes. However, soil and/or groundwater that have been impacted by releases of hazardous materials may be disturbed during future development activities, potentially increasing the exposure of sensitive receptors in residential populations to constituents of concern. The Plan policies are designed to maintain community health and safety.

## Policies

### Geological and Seismic Hazards

- P-PF-14:** Implement all seismic-safety development requirements for areas subject to potential liquefaction.
- P-PF-15:** Work closely with developers to provide publicly accessible open spaces where active faults are found and building cannot take place.

### Flooding Hazards

- P-PF-16:** Protect property from flooding while retaining the natural appearance of drainage areas to the extent feasible.
- P-PF-17:** Provide flood control in undeveloped portions of the drainage basin to ensure the safety of structures and active land uses upon development.
- P-PF-18:** 6.4-5 Use natural and/or landscaped facilities for flood control in the Chollas Creek system. Prohibit the use of concrete channels.

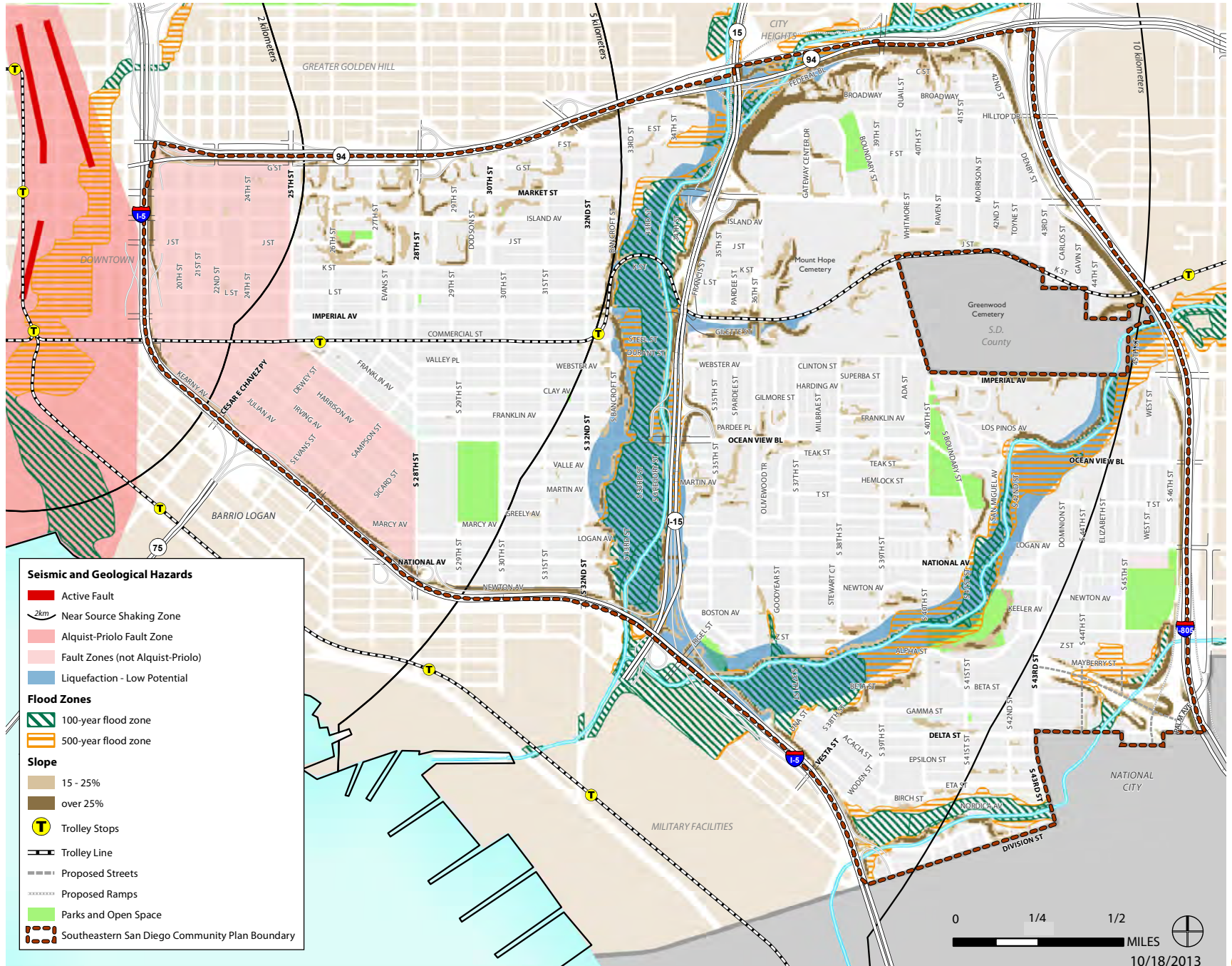
## Fire Hazards

- P-PF-19:** Maintain a high level of fire protection throughout the Southeastern San Diego community.
  - Modernize and/or replace facilities and equipment to meet the needs of the community as fire fighting technology improves.
  - Support efforts by the City to educate and inform the community regarding fire prevention techniques.
- P-PF-20:** Ensure the City's Brush Management Plan is implemented on a continuous basis to reduce the threat of fire to homes near canyons and other open space areas

## Hazardous Materials

- P-PF-21:** Require documentation of hazardous materials investigations that address site and building conditions during the review of development projects.
- P-PF-22:** 6.4-9 Avoid supporting on-site remediation of contaminated soil if the process causes external air and water quality impacts to the surrounding environment.
- P-PF-23:** 6.4-10 Ensure that sites designated as contaminated comply with all state regulations.
- P-PF-24:** Seek funding sources specifically targeted at brownfield site remediation.

FIGURE 6-2: Seismic, Geologic, and Flooding Hazards



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## 7 RECREATION

The Community Vision adopted as part of the Plan includes the following: “Enhance existing parks with improvements to landscaping, lighting, signage, walkways and play facilities, promote joint use schools, and provide new parks and gathering places.”

Parks and open spaces provide opportunities for recreation, relaxation, walking, and community gathering in Southeastern San Diego. The Plan provides goals and policies and identifies opportunities to create a comprehensive parks strategy to accommodate the community through build-out.

## GOALS

1. A sustainable park and recreation system that meets the needs of a variety of users such as children, the elderly, persons with disabilities, and the entire teenage population.
2. A comprehensive plan for pedestrian and bikeway connections between parks and open space lands within the Southeastern San Diego community, as well as to surrounding communities.
3. A comprehensive plan for preservation and management of Chollas Creek open space system and area canyons.
4. Accessible bicycle and pedestrian trail corridors along Chollas Creek.
5. A program to incentivize the provision of publicly accessible but privately maintained open space as part of new development.
6. A program to incentivize the provision of publicly accessible but privately maintained parks and open space as part of new development.
7. Improve and stimulate investments in this area.

The Recreation Element includes specific policies and opportunities 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 throughout the next twenty years.

Recreation topics overlap with other Plan elements, as shown in Table 7-1. Joint-use facilities at schools are relevant in the Public Facilities, Services, and Safety Element; open space also has value for the Conservation and Sustainability Element; and the parks system helps to produce the community's identity, a concern discussed in the Urban Design Element.

**TABLE 7-1: RECREATION TOPICS ALSO COVERED IN OTHER PLAN ELEMENTS**

RECREATION TOPIC AREAS	LAND USE	URBAN DESIGN	PUBLIC FACILITIES, SERVICES, AND SAFETY	CONSERVATION AND SUSTAINABILITY
Park and open space land designations	x			
Recognizable open space network		x		
Joint-use facilities at schools, community facilities			x	
Open space, including Chollas Creek corridor				x
Open space, including Chollas Creek open space system	x			

## 7.1 Parks and Recreation Facilities

### Population-Based Parks and Recreation Facilities Standards

The General Plan Recreation Element describes three categories of parks: Open Space Lands, Resource-based Parks, and Population-based Parks. This section covers Population-based Parks. Population-based parks and recreation facilities are typically located within close proximity to residents and are intended to serve the daily recreational and leisure needs of the neighborhoods and communities at a General Plan standard of 2.8 usable acres per 1,000 residents.

Population-based parks consist of six facility types: 1) major park; 2) community park; 3) neighborhood park; 4) mini park; 5) pocket park or plaza; and 6) special activity park. Typically, major parks are a minimum 20 acres and serve single or multiple communities and provide specialized facilities that serve large populations. Community parks are a minimum of 13 usable acres, serve a population of 25,000, and provide active and passive recreation. Neighborhood parks are 3 to 13 usable 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 usable acres within a half mile radius; Pocket parks and plazas are typically less than 1 usable acre within a quarter mile radius from residents to be served. The size of special activity parks varies depending upon the activity and the population to be served. Usable park land, by General Plan standards, must have a slope of less than two percent grade in active use areas, or a slope of less than ten percent for unstructured recreational or passive use areas.

The General Plan also establishes minimum standards 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.

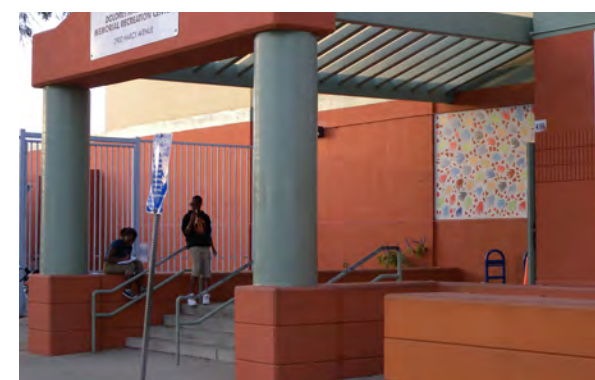
### Meeting City General Plan Standards for Population-based Parks and Recreation Facilities

Population-based park requirements are calculated on residential density based on the land use recommendations of the community plan, multiplied by CALTRANS projected persons per household at full community build-out, and park acreage and recreation facilities standards in the General Plan.

For Southeastern San Diego, the projected population at full community build out under the community plan is projected to be 60,992. Therefore, according to General Plan standard of 2.8 usable acres of population-based parks for 1,000 residents, the community should be served by a minimum of 171 usable acres of park land. Additionally, Southeastern San Diego should have 2.4 recreation centers for a total of 41,475 square feet, and a little more than one aquatic complex (1.2).

### Existing Population-Based Parks and Recreation Facilities in Southeastern San Diego

The park system that serves Southeastern San Diego is shown on Figure 7-1. It includes two community parks: Memorial Park in the west and Southcrest Park in the east. Both parks include a recreation center and a combination of ball fields and areas for passive rec-



*Dorothy Petway Park (top). Dolores Magdaleno Memorial Recreation Center (bottom).*





*The park system that serves Southeastern San Diego includes community parks, neighborhood parks, and joint use school fields and playgrounds.*

recreation. Memorial Park also includes an aquatic complex. Willie Henderson Sports Complex at the eastern edge of the Planning Area features nearly 17 acres of sports fields and multi-purpose courts. In addition to the recreation centers at Memorial and Southcrest, recreation centers exist at Mountain View Neighborhood Park and adjacent to King/Chavez Primary Academy (Stockton Recreation Center).

The community includes four neighborhood parks: Grant Hill Park, Dennis V. Allen Park, Mountain View Park, and Dorothy Petway Park. While providing typical neighborhood park amenities, Grant Hill Park, located at a high point, helps to define the surrounding historic neighborhood and Mountain View Park has a recreation center.

Southcrest Trails Park is a proposed park with an approved General Development Plan, and will provide both recreational facilities and restored natural open space as part of the Chollas Creek open space system.

There are six pocket parks considerably less than one acre in size. These pocket parks are the only public parks within walking distance for many residents. Two additional parks are proposed on City-owned park land that are currently undeveloped. In total, there are currently 72 acres of usable park land in Southeastern San Diego. Four recreation centers are located in Southeastern San Diego that serve the community's indoor recreational needs. The community is currently in excess of recreation centers per General Plan standards.

### Existing Park Equivalencies

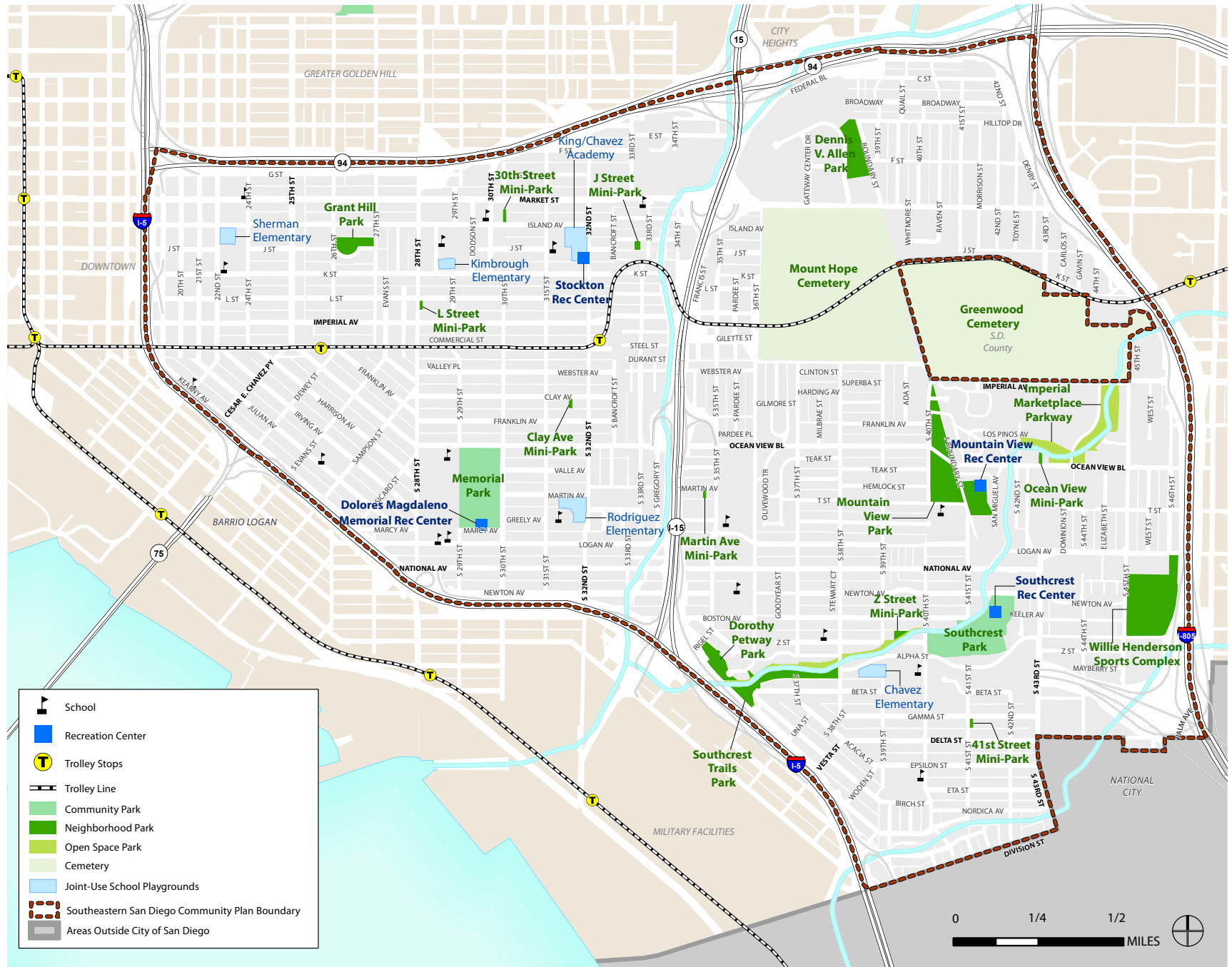
Five Joint Use facilities, Chavez, Kimbrough, Rodriguez, Sherman Heights Elementary Schools and King/Chavez Primary Academy provide turf multi-purposed playfields as a park equivalency for a total of 10.00 usable acres.

### Recreation Opportunities and Parks Equivalencies

Opportunities for additional park land and recreation facilities within Southeastern San Diego are anticipated to come primarily through property acquisition, redevelopment of private and public properties and through the application of park equivalencies.

Where undeveloped land is limited, unavailable or 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 community plan update or amendment. Park equivalencies categories include: 1) joint use facilities; 2) trails; 3) privately-owned publicly accessible parks; 4) non-traditional parks, such as rooftop or indoor recreation facilities; 5) portions of resource-based parks; and 6) park facility expansion or upgrades. Southeastern San Diego is an urbanized community where park equivalencies are appropriate for satisfying some of the community's population-based park needs.

FIGURE 7-1: Existing Parks and Recreation Facilities





*Trails (top) and privately-owned, publicly-accessible open space (bottom) are potential park equivalencies. Examples are from San Jose and West Hollywood.*

Population-based park and recreation opportunities, as well as potential park equivalency sites, have been identified and evaluated for their recreational value, uses, functions, and public accessibility. They were also evaluated for consistency with General Plan policies and guidelines, and other land use policy documents, including the Commercial/Imperial Corridor Master Plan and the Chollas Creek Enhancement Plan. It was determined that a variety of sites and facilities within the community do, or could, serve as population-based parks or park equivalencies.

The Commercial/Imperial Corridor Master Plan recommends development of public space consisting of both public gathering spaces and population-based parks for residents of the corridor and the surrounding neighborhoods. One mini-park and two pocket park locations are identified. In addition, urban plazas, paseos, curb extensions and other public spaces provided as part of new developments that do not directly provide for park deficits, would further add to the availability of open space.

The Chollas Creek open space system as identified in the Chollas Creek Enhancement Plan, as a whole is not considered a population-based park. However, proposed population-based parks along the creek open space system will provide needed recreation space and create connections between communities. Trails that connect these parks that feature such amenities as benches, picnic tables, exercise stations or areas for passive enjoyment could be considered as a park-equivalency once under City ownership by parcel or easement acquisition. See Section 7-4: Open Space Lands for more discussion of open space along Chollas Creek.

Table 7-2 identifies potential park or park equivalency sites in Southeastern San Diego.

Existing and proposed parks and park equivalencies are shown in Figure 7-2 and summarized in Table 7-2. **Identification of private property as a potential park site does not preclude permitted development per the underlying land use, or zone.**



FIGURE 7-2: Existing and Proposed Parks and Park Equivalencies

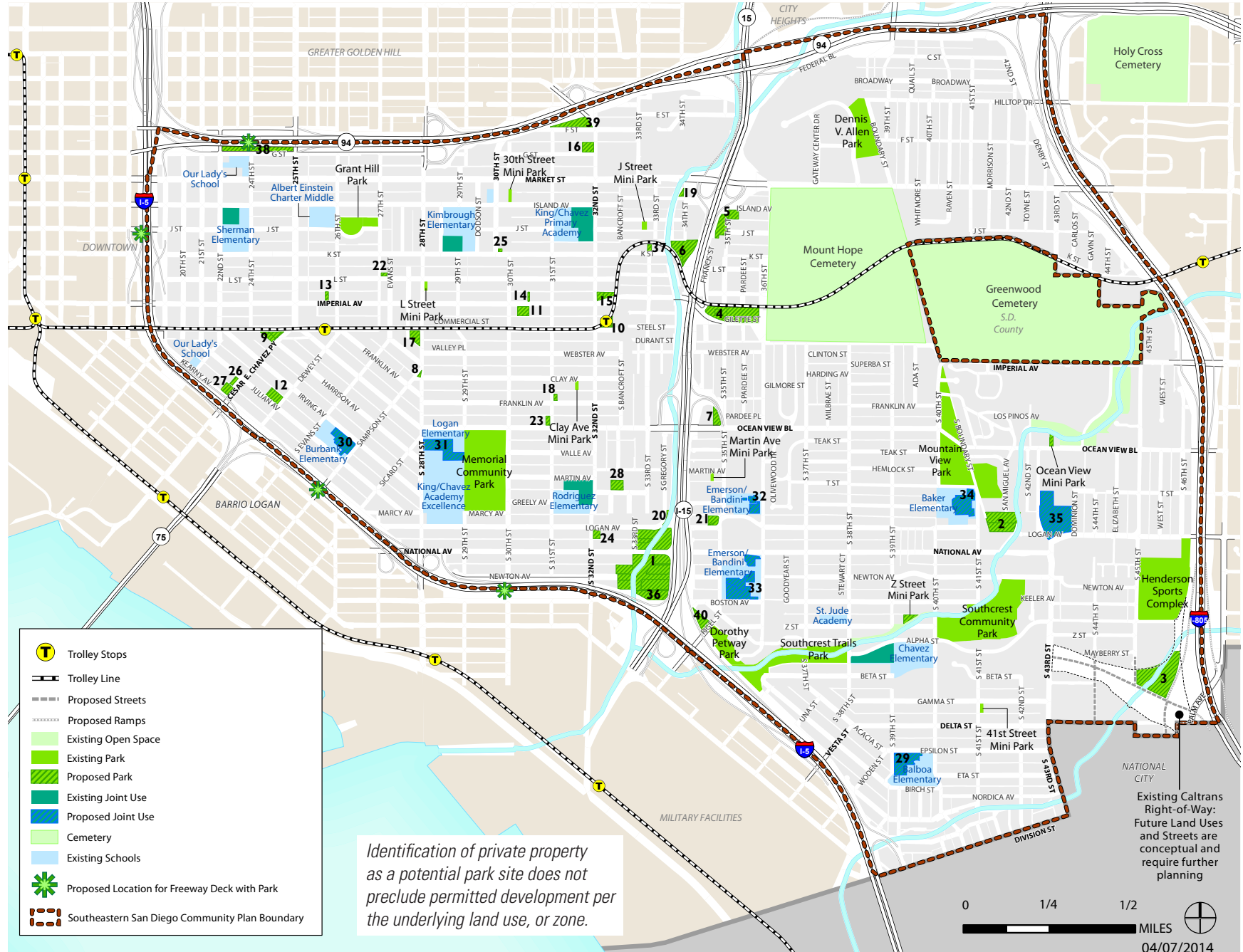


TABLE 7-2: EXISTING AND PROPOSED POPULATION-BASED PARKS AND PARK EQUIVALENCIES INVENTORY					
PARK OR PARK EQUIVALENCY	EXISTING USABLE ACREAGE	PROPOSED USABLE ACREAGE	ACQUISITION REQUIRED	EXISTING CONDITIONS / AMENITIES	PROPOSED ACTIONS AND RECOMMENDED RECREATION AMENITIES
<b>Parks</b>					
<i>Major Parks</i>					
None					
<i>Community Parks</i>					
Memorial	18.0	0.0		Existing facility consisting of both active and passive recreation that includes a recreation center, aquatic complex, Boys Club, skate park, lighted multi-sports fields, children’s play area, walkways, seating and picnic tables.	<ul style="list-style-type: none"> <li>• Pursue a General Development Plan amendment for the vacant Girls Club building for either a retrofit for park purposes, or demolition to provide intensification of recreational use.</li> <li>• Provide additional security lighting throughout the park.</li> <li>• Expand the existing parking lot.</li> <li>• Convert the existing shuffleboard courts at the Senior Center to a picnic area with tables, benches, grills and prep area for intensification of use.</li> <li>• Install lighting at multipurpose courts.</li> <li>• Upgrade northerly children’s playground to meet State and Federal accessibility guidelines.</li> <li>• Upgrade multi-purpose ballfield lighting to increase the use of the fields.</li> </ul>
Southcrest	13.9	0.0		Existing facility consisting of both passive and active recreation that includes a recreation center, a senior center with shuffleboard courts, comfort station lighted ball fields, multi-use courts, children’s play area, walkways, seating and picnic tables.	<ul style="list-style-type: none"> <li>• Design and construct two picnic shelters.</li> <li>• Provide security lighting.</li> <li>• Design and construct racquetball courts.</li> </ul>
(1) <sup>1</sup> Northwest of I-5/ SR 15 interchange		8.8	X	32 parcels both privately and publically owned containing a radio tower, parking/storage, business facilities and Chollas Creek.	Acquire, design and construct an active park with neighborhood park amenities along Chollas Creek. Potential 2.67 acres of site with radio antenna as a joint use with radio station.
<i>Neighborhood Parks</i>					
Dorothy Petway	2.4			Existing facility consisting of passive recreation that includes a comfort station, shade structure, children’s play area, walkways, seating and picnic tables.	

TABLE 7-2: EXISTING AND PROPOSED POPULATION-BASED PARKS AND PARK EQUIVALENCIES INVENTORY					
PARK OR PARK EQUIVALENCY	EXISTING USABLE ACREAGE	PROPOSED USABLE ACREAGE	ACQUISITION REQUIRED	EXISTING CONDITIONS / AMENITIES	PROPOSED ACTIONS AND RECOMMENDED RECREATION AMENITIES
Dennis V. Allen	5.1			Existing facility consisting of both active and passive recreation that includes a multi-purpose court, children's play area, walkways, seating and picnic tables.	<ul style="list-style-type: none"> <li>• Build two gazebos with picnic tables in the picnic area.</li> <li>• Upgrade comfort station to meet State and Federal accessibility guidelines.</li> <li>• Upgrade children's playground to meet State and Federal accessibility guidelines.</li> </ul>
Grant Hill	2.0			Existing facility consisting of both active and passive recreation that includes multi-purpose court, children's play area, walkways, seating and picnic tables.	Construct a 30 feet high retaining wall, 100 feet long to prevent further erosion and expand usable park acreage along "J" Street and 26th Street.
Willie Henderson Sport Complex	15.8			Existing facility consisting of both active and passive recreation that includes, multi-sports fields, multi-purpose courts, field house/comfort station, children's play area, walkways, seating and picnic tables.	<ul style="list-style-type: none"> <li>• Expand the fieldhouse and construct a new soccer arena.</li> <li>• Design and construct a picnic shelter.</li> <li>• Design and construct an additional parking lot on 45th Street.</li> <li>• Upgrade westerly children's playground to meet State and Federal accessibility guidelines.</li> <li>• Add additional ballfield lights on both fields.</li> <li>• Construct an exercise trail with mile markers.</li> </ul>
Mountain View	13.5			Existing facility consisting of both active and passive recreation that includes a ball field, multi-purpose courts, tennis courts, field house/comfort station, children's play area, walkways, shade structure, seating and picnic tables.	<ul style="list-style-type: none"> <li>• Construct ballfield lighting.</li> <li>• Vacate South Boundary Street between Mountain View Park and Mountain View Community Center between Hemlock and "I" Street. Landscape and irrigate closed street.</li> </ul>
(2) South end of San Miguel Ave		2.5	X	City fee-owned property. Adjacent to Chollas Creek and a portion of adjacent undeveloped private property to the south	Acquire, design and construct a park with typical neighborhood park amenities.
(3) Future Alpha & 45th St		9.9		Caltrans right of way. Ramps to be removed as a part of the redevelopment of I-805.	<ul style="list-style-type: none"> <li>• Pursue lease agreement with Caltrans.</li> <li>• Acquire, design and construct a park with typical neighborhood park amenities.</li> </ul>
(4) Gillette St between Francis & 36th St		3.9	X	12 parcels adjacent to trolley tracks, currently used for storage. Includes Gillette St and 35th Street.	<ul style="list-style-type: none"> <li>• Vacate street rights of way.</li> <li>• Acquire, design and construct a park with typical neighborhood park amenities and a gateway element along Imperial Ave.</li> </ul>



TABLE 7-2: EXISTING AND PROPOSED POPULATION-BASED PARKS AND PARK EQUIVALENCIES INVENTORY					
PARK OR PARK EQUIVALENCY	EXISTING USABLE ACREAGE	PROPOSED USABLE ACREAGE	ACQUISITION REQUIRED	EXISTING CONDITIONS / AMENITIES	PROPOSED ACTIONS AND RECOMMENDED RECREATION AMENITIES
<i>Mini-Parks</i>					
Southcrest Trails		2.6		A General Development Plan has been approved for a proposed facility to consist of both active and passive recreation including basketball half courts, amphitheater, skate plaza, children’s play area, shade structures, walkways, seating, picnic tables and Chollas Creek revegetation.	Construct a mini-park per the approved General Development Plan.
(5) 35th St between “J” St & Island		1.6		4 undeveloped parcels, including 35th St right of way to the alley.	<ul style="list-style-type: none"> <li>• Vacate street right of way.</li> <li>• Acquire, design and develop a park with typical mini-park amenities.</li> </ul>
(6) Main Branch Chollas Creek north of Imperial		1.0		Undeveloped City fee-owned parcel and Caltrans right of way	<ul style="list-style-type: none"> <li>• Pursue lease agreement with Caltrans.</li> <li>• Design and construct a park with typical mini-park amenities with interpretation of Chollas Creek. open space system.</li> </ul>
<i>Pocket Parks/Plazas</i>					
“J” Street	0.2			Existing facility with passive recreation that includes children’s play area, turf area and benches.	
“L” Street	0.2			Existing facility with both active and passive recreation that includes multi-purpose court, turf area and picnic table.	
“Z” Street	0.0	0.4		Parcel is adjacent to Chollas Creek and undeveloped City fee-owned park land acquired for population-based park development.	<ul style="list-style-type: none"> <li>• Design and construct a basketball court.</li> <li>• Design and construct a picnic area.</li> </ul>
30th Street	0.2			Existing facility with passive recreation that includes children’s play area, turf area and benches	Upgrade children’s playground to meet State and Federal accessibility guidelines.
41st Street	0.2			Existing facility with passive recreation that includes children’s play area, turf area, picnic table and benches.	
Clay Avenue	0.2			Existing facility with passive recreation that includes children’s play area, and turf area.	Upgrade children’s playground to meet State and Federal accessibility guidelines.
Martin Avenue		0.1		Parcel is undeveloped City fee-owned park land acquired for population-based park development.	Design and construct a park with typical pocket park amenities.
Sherman	0.1			Existing facility includes a parking lot, landscaping and a basketball hoop.	

TABLE 7-2: EXISTING AND PROPOSED POPULATION-BASED PARKS AND PARK EQUIVALENCIES INVENTORY					
PARK OR PARK EQUIVALENCY	EXISTING USABLE ACREAGE	PROPOSED USABLE ACREAGE	ACQUISITION REQUIRED	EXISTING CONDITIONS / AMENITIES	PROPOSED ACTIONS AND RECOMMENDED RECREATION AMENITIES
(7) Ocean View Blvd & 35th St		0.5		Portion of City fee-owned parcel with adjacent fire station.	Design and construct a park with typical pocket park amenities.
(8) 28th St/Clay Ave/Sampson St triangle		0.1	X	Underutilized street right of way.	Vacate street right of way. Acquire, design and construct a park with typical pocket park amenities.
(9) Commercial St & Cesar Chavez Pkwy		0.3		One developed parcel.	Design and construct a plaza as identified in the Commercial/Imperial Corridor Master Plan (CICMP), as part of future development.
(10) Commercial & 32nd St. NE corner		1.3	X	One undeveloped parcel used for storage. Adjacent to 32nd St Trolley station. Site identified for a plaza as part of CICMP process.	Design and construct a plaza as part of future development, identified in the CICMP.
(11) Imperial Ave between 30th St & 31st St, south side		0.6	X	2 undeveloped parcels used for parking and functions of adjacent business. Site identified for a park as part of CICMP process.	Acquire, design and construct a park with typical pocket park amenities as identified in the CICMP.
(12) Julian Ave & Dewey St, northwest corner		0.7	X	Three parcels. Two undeveloped parcels are used for parking and the third has a single family residence.	Acquire, design and construct a park with typical pocket park amenities.
(13) Imperial Ave west of 26th St		0.2		One undeveloped parcel. Site identified for a park as part of CICMP process.	Design and construct a park with typical pocket park amenities as identified in the Commercial/Imperial Corridor Master Plan (CICMP), as part of future development.
(14) Imperial Ave between 30th St and 31 St, north side		0.1	X	One undeveloped parcel. Site identified for a park as part of CICMP process.	Acquire, design and construct a park with typical pocket park amenities as identified in the CICMP.
(15) Imperial Ave & 32nd St, northeast corner		0.3		Three undeveloped parcels. Two are privately owned the third is City fee-owned. Near 32nd St trolley station.	Acquire, design and construct a plaza/pocket park.
(16) "G" St & 32nd St, northwest corner		0.6		Four undeveloped parcels. Potential park site only if the on-ramp as part of SR-94 is not constructed as a park.	Acquire, design and construct a park with typical pocket park amenities.
(17) 28th St & Commercial St, southwest corner		0.6	X	Four developed and one undeveloped parcel.	Acquire, design and construct a park with typical pocket park amenities.
(18) 31st St & Franklin Ave		0.1	X	One undeveloped parcel.	Acquire, design and construct a park with typical pocket park amenities.

TABLE 7-2: EXISTING AND PROPOSED POPULATION-BASED PARKS AND PARK EQUIVALENCIES INVENTORY					
PARK OR PARK EQUIVALENCY	EXISTING USABLE ACREAGE	PROPOSED USABLE ACREAGE	ACQUISITION REQUIRED	EXISTING CONDITIONS / AMENITIES	PROPOSED ACTIONS AND RECOMMENDED RECREATION AMENITIES
(19) 34th St & Island Ave, northwest corner		0.2	X	One undeveloped parcel and paper streets.	<ul style="list-style-type: none"> <li>• Vacate street rights of way.</li> <li>• Acquire, design and construct a park with typical pocket park amenities along Chollas Creek open space system.</li> </ul>
(20) Gregory St north of Logan Ave		0.3	X	One undeveloped parcel.	Acquire, design and construct a park with typical pocket park amenities along Chollas Creek open space system.
(21) 35th St & Logan Ave		0.5	X	One undeveloped parcel.	Acquire, design and construct a park with typical pocket park amenities.
(22) 27th & "L" St, northeast corner		0.1	X	One undeveloped parcel.	Acquire, design and construct a park with typical pocket park amenities.
(23) 31st St & Ocean View Blvd		0.2	X	One undeveloped parcel.	Acquire, design and construct a park with typical pocket park amenities.
(24) 32nd St & Logan Ave, southeast corner		0.3	X	Two undeveloped parcels.	Acquire, design and construct a park with typical pocket park amenities.
(25) 30th St & "K" St		0.1	X	Two undeveloped parcels.	Acquire, design and construct a park with typical pocket park amenities.
(26) Cesar Chavez Pkwy & Julian Ave, southeast corner		0.5	X	One undeveloped parcel used for parking.	Acquire, design and construct a park with typical pocket park amenities.
(27) Cesar Chavez Pkwy & Kearny Ave, northwest corner		0.5	X	One undeveloped parcel.	Acquire, design and construct a park with typical pocket park amenities with a potential gateway element.
(28) Greely Ave west of Payne Ave		0.6	X	Four undeveloped parcels.	Acquire, design and construct a park with typical pocket park amenities.
<i>Special Activity Parks</i>					
None					
<i>Recreation Centers</i>					
Dolores Magdaleno (Memorial)					
Mountain View Community Center					
Southcrest					
Stockton					



**TABLE 7-2: EXISTING AND PROPOSED POPULATION-BASED PARKS AND PARK EQUIVALENCIES INVENTORY**

PARK OR PARK EQUIVALENCY	EXISTING USABLE ACREAGE	PROPOSED USABLE ACREAGE	ACQUISITION REQUIRED	EXISTING CONDITIONS / AMENITIES	PROPOSED ACTIONS AND RECOMMENDED RECREATION AMENITIES
<i>Aquatic Complexes</i>					
Memorial					
Subtotal Population-based Parks	69.1	39.5			
<i>Park Equivalencies</i>					
<i>Joint Use Facilities</i>					
Cesar Chavez Elementary School	1.8			Existing facility consisting of turf multi-purpose playfield, multi-purpose courts, hardscape for games, and children's play area.	
Kimbrough Elementary School	1.0			Existing facility consisting of turf multi-purpose playfield.	
King/Chavez Primary Academy	3.3			Existing facility consisting of turf multi-purpose playfield, multi-purpose courts, and children's play area. Stockton Recreation Center is within this joint use.	<ul style="list-style-type: none"> <li>• Expand the existing kitchen facility at Stockton Recreation Center.</li> <li>• Add lighting to the outdoor basketball courts and children's playground area.</li> </ul>
Memorial Academy	0.3			Ground lease for swimming pool and recreation center.	
Rodriguez Elementary	2.5			Existing facility consisting of turf multi-purpose playfield, multi-purpose courts, hardscape for games, and children's play area.	
Sherman Elementary	1.4			Existing facility consisting of turf multi-purpose playfield, with skinned infield.	
(29) Balboa Elementary		2.2		Decomposed granite playing fields with asphalt play area.	Pursue joint use agreement for the design and construction of a turf multi-purpose playfield, multi-purpose courts, hardscape for games, and children's play area.
(30) Burbank Elementary		1.7		Asphalt play area.	Pursue joint use agreement for the design and construction of a turf multi-purpose playfield, multi-purpose courts, hardscape for games, and children's play area.
(31) Logan Elementary		2.7		Decomposed granite playing fields with asphalt play area.	Pursue joint use agreement for the design and construction of a turf multi-purpose playfield, multi-purpose courts, hardscape for games, and children's play area.

TABLE 7-2: EXISTING AND PROPOSED POPULATION-BASED PARKS AND PARK EQUIVALENCIES INVENTORY					
PARK OR PARK EQUIVALENCY	EXISTING USABLE ACREAGE	PROPOSED USABLE ACREAGE	ACQUISITION REQUIRED	EXISTING CONDITIONS / AMENITIES	PROPOSED ACTIONS AND RECOMMENDED RECREATION AMENITIES
(32) Emerson/Bandini Elementary/Bandini site		0.9		Asphalt play area.	Pursue joint use agreement for the design and construction of a turf multi-purpose playfield, multi-purpose courts, hardscape for games, and children’s play area.
(33) Emerson/Bandini Elementary/Emerson site		3.7		Decomposed granite playing fields with asphalt play area.	Pursue joint use agreement for the design and construction of a turf multi-purpose playfield, multi-purpose courts, hardscape for games, and children’s play area.
(34) Baker Elementary		2.3		Decomposed granite playing fields with asphalt play area.	Pursue joint use agreement for the design and construction of a turf multi-purpose playfield, multi-purpose courts, hardscape for games, and children’s play area.
(36) National Ave/33rd St		2.7		One parcel with radio tower.	Acquire, design and construct a neighborhood park. (Part of #1)
<i>Trails<sup>2</sup></i>					
Imperial Market Place	.9			Existing trail system through City-owned open space; Current improvements include benches, protective fencing, and native landscaping, trash containers.	
<i>Privately-Owned Park Sites</i>					
None					
<i>Non-Traditional Park Sites</i>					
(37) 33rd St north of “J” St		0.1		Vacant street right of way with pedestrian tunnel at trolley tracks. No street vacation necessary.	Design and construct a park with typical pocket park amenities and preserve public right of way pedestrian access.
(38) “G” St between 22nd St and 25th St		1.3		Caltrans right of way and street right of way.	<ul style="list-style-type: none"> <li>• Vacate portion of street.</li> <li>• Pursue lease agreement with Caltrans.</li> <li>• Design and construct a linear park with typical mini-park amenities.</li> </ul>
(39) 32nd St & “F” St, NW corner		1.2		Caltrans right of way on-ramp to be closed as part of SR-94 improvements and portion of adjacent street right of way.	Pursue lease agreement with Caltrans. Design and construct a terraced park with typical mini-park amenities.
(40) Rigel St & Franklin Ave		0.9		Caltrans Right of Way	Pursue lease agreement with Caltrans. Design and construct a special activity park as an extension of Dorothy Petway Park.

TABLE 7-2: EXISTING AND PROPOSED POPULATION-BASED PARKS AND PARK EQUIVALENCIES INVENTORY					
PARK OR PARK EQUIVALENCY	EXISTING USABLE ACREAGE	PROPOSED USABLE ACREAGE	ACQUISITION REQUIRED	EXISTING CONDITIONS / AMENITIES	PROPOSED ACTIONS AND RECOMMENDED RECREATION AMENITIES
<i>Facility or Building Expansion or Upgrade</i>					
Southcrest Community Park		2.1			Replace turfed sports field with synthetic turf and upgraded sports lighting to increase hours and days of use.
Subtotal Park Equivalencies	10.3	19.6			
<b>TOTAL PARK ACREAGE AND EQUIVALENCIES CREDITS</b>	<b>80.3</b>	<b>61.2</b>			

- 1 Site numbers refer to potential park sites evaluated by City Staff and shown on Figure 7-2. Many sites were recommended by the community.
- 2 The methodology used to determine the amount of acreage credit for trails is as follows  $X \div Y = Z$ , 43,560
  - X = lineal footage of trail
  - Y = (24 feet) 4 feet of trail tread plus 10 feet of vegetative buffer on either side
  - 43,560 = one acre
- 3 The methodology used to determine the amount of acreage credit for intensification of existing facilities is as follows:  $X \div Y = Z$ 
  - X = cost of improvements plus one replacement
  - Y = cost of acquisition, design and construction of 1.0 acre of parkland in Southeastern
  - Z = equivalency credit in acres

Source: City of San Diego, 2014.





Industrial land along Chollas Creek at National Avenue could be converted to public park space (top). Possible amenities include sports fields and courts, picnic and play areas, community garden, and access to Chollas Creek trail (bottom).

**TABLE 7-3: EXISTING AND PROPOSED POPULATION-BASED PARK INVENTORY AND RECREATION FACILITY SUMMARY**

POPULATION-BASED PARKS	USABLE ACRES
Existing Population-based Parks & Equivalencies	80.3
Proposed Population-based Parks & Equivalencies	59.1
Population-based Park Requirements at Community Build-out <sup>1</sup>	171
Existing and Proposed Population-based Parks & Equivalencies	141
<b>POPULATION-BASED PARK DEFICIT AT COMMUNITY BUILD-OUT</b>	<b>29.4</b>
<i>Recreation Center(s)</i>	
	<i>Square Footage</i>
Existing Recreation Centers	45,200
Recreation Center Requirement at Community Build-out <sup>2</sup>	41,5005
<b>RECREATION CENTER SURPLUS AT COMMUNITY BUILD-OUT</b>	<b>3,700</b>
<i>Aquatic Complex</i>	
Existing Aquatic Complex (Memorial)	1
Aquatic Complex Requirement at Community Build-out <sup>3</sup>	1.2
Aquatic Complex Deficit at Community Build-out	0.2

1 General Plan standard: A community build-out population of 60,992 divided by 1,000 = 60,992 x 2.8 usable acres = 170.78 usable acres of population based parks.

2 General Plan standard: 17,000 square feet recreation center serves a population of 25,000. A community build-out population of 60,992 divided by 25,000 = 41,475 square feet

3 General Plan standard: Aquatic Complex serves a population of 50,000. A community build-out population of 60,992 divided by 50,000 = 1.22 aquatic complex(s)

Sources: City of San Diego, 2014, Dyett & Bhatia, 2014.

In summary, an estimated 171 total acres of population-based parks will be needed to serve Southeastern San Diego by community build-out. With 80.3 acres of existing population-based parks and equivalencies combined with the 61.2 acres of park land and equivalencies that have been identified, a 29.4-acre deficit will result. The deficit will need to be fulfilled in the future by land acquisitions/donations or future park equivalencies identified by the City or the community.

**Policies**

**P-RE-1:** Continue to pursue land acquisition for the creation of new public parks from willing sellers, and through urban infill and redevelopment proposals, as identified in Table 7-2: Population-based Parks and Park Equivalencies Inventory.

**P-RE-2:** Pursue park equivalencies as opportunities arise, and as identified in Table 7-2: Population-based Parks and Park Equivalencies Inventory.

- P-RE-3:** Encourage private development proposals to include recreational facilities within their land holdings to serve existing and new residents in areas of the community where there are land constraints. Consider provision of non-traditional park and recreation amenities on rooftops of buildings and parking structures, and/or on the ground level, or within new buildings.
- P-RE-4:** Pursue lease agreements with public agencies (i.e. San Diego Unified School District, Caltrans), to incorporate active or passive recreation into existing buildings, or surrounding grounds, where non-programmed space is available and appropriate for public use.
- P-RE-5:** Acquire and develop land through street/alley rights-of-way vacations (paper streets), where appropriate, to provide park and recreation uses.
- P-RE-6:** Retain and promote safety in parks by incorporating the City's Crime Prevention through Environmental Design (CPTED) measures (see General Plan Policy UD-A.17) in existing parks and future park design.
- P-RE-7:** Implement recommendations contained in the Commercial/Imperial Corridor Master Plan and Chollas Creek Enhancement Plan that serve the park needs of the community.
- P-RE-8:** Encourage development of pocket parks and plazas within commercial districts.

## 7.2 Preservation

The demand for park and recreation facilities will continue to grow as the population grows. Undeveloped land for parks has already become difficult to find in the community making preservation of the existing parks and open space essential to providing recreation opportunities. Preservation can include improvements to existing facilities in a sustainable manner to increase their life span. -

Preservation can also include the enhancement of open space that provides a balance between protecting natural resources and allowing for a certain level of public recreation use. This would mean focusing passive use improvements on the edge of open space areas, such as at the "Z" Street mini-park. To protect natural resources and add recreation value, interpretive signs could be featured at parks and open space to educate the public on the unique natural habitat or the history of the place. See the Conservation and Sustainability Element for additional discussion of natural resource preservation.

Preservation of existing parks in Southeastern San Diego can include, but is not limited to, upgrading security and ballfield lighting; upgrading irrigation systems; repairing sidewalks;; and improving parking lots.

### Policies

- P-RE-9:** Preserve and enhance existing park and recreation facilities to increase their life span and ensure sustainability.
- P-RE-10:** Preserve, protect, and restore canyons and hillsides as important visual amenities and limit public use to designated trails.



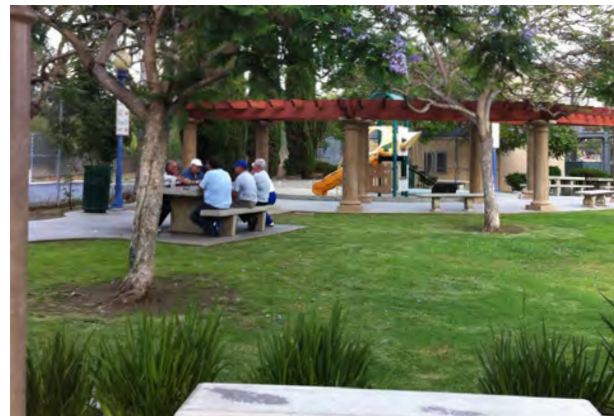
*Funding has been allocated to develop the planned Southcrest Trails park (top) which will relate to existing open space north of Chollas Creek (bottom).*

**P-RE-11:** Provide signs at strategic open space overlooks and trail entryway locations that interpret the biological and scenic value of the open space systems.

**P-RE-12:** Provide sufficient human and economic resources to preserve and enhance the existing parks and open space areas serving Southeastern San Diego.

### 7.3 Accessibility

Accessibility within Southeastern San Diego 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.



Access to parks is one of the criteria used to consider future sites. Park sites that would add usable recreational space within a quarter-mile walk of residents not currently served by parks should generally be prioritized.

Accessibility also means the availability of active and passive recreation to all residents. The sports leagues that use Memorial and Southcrest community parks are programmed use of the facilities at specific times while making the facilities available at other times for unstructured play and impromptu users. The schedule is adjusted each year to make sure a balance is provided.

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 off-leash dog areas or community gardens, the areas should also include amenities such as pathways, benches, exercise stations, or picnic tables on the perimeter that could accommodate more than



*A public agency non-programmed space available and appropriate for public use at Washington Elementary School .Walkability between parks and neighborhoods should be enhanced.*



one type of user and enhance the recreational and leisure experience.

Chollas Creek open space system has the potential of providing a major pedestrian and bicycle link connecting Southeastern San Diego and to surrounding communities.

The American with Disabilities Act (ADA) requires that newly constructed and/or altered local government facilities are to be readily accessible and usable by individuals with physical disabilities. Therefore, all new and existing parks and recreation facilities in Southeastern San Diego are required to meet ADA guidelines when they are constructed or retrofitted for improvements. 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, remodeling of restrooms and building interiors, and providing disabled interpretable signage along a nature trail.

## Policies

- P-RE-13:** Ensure all parks meet local, state and federal accessibility guidelines.
- P-RE-14:** Provide bus stops or accessible parking to community and neighborhood park and recreation facilities in Southeastern San Diego so persons with disabilities have access.
- P-RE-15:** Provide an information kiosk and map at the gateways to the community that identifies all parks that serve Southeastern San Diego and how to get to each by walking, biking or public transit.

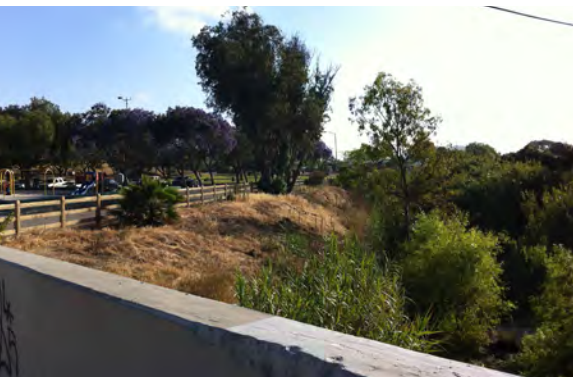
**P-RE-16:** Develop and increase access to senior and youth services, activities and facilities wherever possible within the community's public park and recreation system.

**P-RE-17:** Design all new recreation facilities for an inter-connected park and open space system that is integrated into and accessible to Southeastern San Diego residents.

**P-RE-18:** Pursue the attainment of public use easements for trails on private properties within the Chollas Creek Open Space system.



*Engaging signs inform residents of the community's natural environment (top). Open space lands preserve habitat while providing opportunities for recreation (middle and bottom).*



Creek conditions vary, with sections of concrete-lined channel (top, north of Ocean View Boulevard); concrete on one bank only (middle, north of Imperial Avenue); and earthen channel (bottom, at Southcrest Park).

## 7.4 Open Space Land

City-owned open space lands are located within canyons, mesas and other natural land forms. These open space lands are typically free from development and kept in their natural state to protect their biological resources and habitat value while providing responsible, public access through hiking, biking and equestrian trails.

Southeastern San Diego includes 12 acres of dedicated open space, which supports low intensity recreational uses. Open space lands are shown on Figure 7-3.

### Chollas Creek Enhancement Program and South Branch Implementation

The Chollas Creek Enhancement Program extends over 25 miles from Mid-City and Lemon Grove through the Encanto Neighborhoods and Southeastern San Diego to San Diego Bay and is predominately private property. The South Branch of Chollas Creek flows across the Mountain View and Southcrest neighborhoods, while the Main Branch runs adjacent to State Route 15. Creek conditions vary, with sections of concrete-lined channel, concrete on one bank only, and earthen channel. Certain reaches have intermittent flow, while other sections have water throughout the year. Both branches of Chollas Creek present additional open space opportunities, while providing for urban runoff management in the Planning Area.

The Chollas Creek Enhancement Program identifies the need for restoring disturbed areas; avoiding future channelization; developing a system of linear trails, access points, and enhanced sidewalks where routes must follow streets;

and ensuring that development preserves connections and addresses the open space system. The program includes a 20-year phasing schedule, and identifies the South Branch as the first phase, due to its potential for restoration and its exposure to a wide swath of neighborhoods and commercial areas. The City adopted a more detailed program for the South Branch and has implemented several pilot projects along the creek. As part of the Imperial Marketplace development, creek enhancements were made following Program guidance, including bank stabilization, revegetation, landscaping and trails. Enhancement or restoration actions planned or underway for other segments include:

- Widening and revegetating the channel in the vicinity of the YMCA, north of Imperial Avenue, and creating trails along the channel banks;
- Making streetscape and public art improvements along San Pasqual Street;
- Trail improvements along the creek through Southcrest Park and parallel to Alpha Street; and
- Complete development of Southcrest Trails Park and comprehensive restoration of the creekbed.

### Additional Chollas Creek Improvement Opportunities

Figure 7-3 shows existing City-owned and potential future public and private open space along Chollas Creek, and shows a recommended route for developing a pedestrian and bicycle trail system along the South and Main branches. The diagram shows locations where trails are feasible or feasible with minimal adjustment, and where trails would require land acquisition, agreements, or right-of-way adjustments. Where providing a trail directly along the creek would be



difficult, an alternate route is identified. The diagram shows where critical crossings of major streets and freeways could be done with minor improvements, and where they would be challenging. Trailheads are identified, pointing to the importance of visibility and access, in a system that has been historically hidden from view.

Urban development along the creek has led to land ownership obstacles for creek restoration. Restoring access and environmental quality along Chollas Creek will require action both by the City and future private development adjacent to the creek. These actions can include acquisition of land or easements from willing sellers for restoration and/or public access at key locations.

In other places, steep topography, major roadways and freeways complicate completing a trail connection. Major street crossings will require signalization improvements and bike/pedestrian bridges. Freeway undercrossings may require substantial infrastructure modification. Caltrans must also account for pedestrian/bicycle movement over freeways in proposing new projects. Temporary alternative routes are recommended as interim steps to bypass or circumvent significant obstacles.

Following Figure 7-3 are five enlarged plans with detailed improvements and conditions for different areas of Chollas Creek in Figures 7-4 to Figure 7-8 .

## Cemeteries

Like other open space, cemeteries provide valuable visual relief in the urban environment. The 118-acre Mount Hope Cemetery is a distinctive and well-landscaped feature. It is City owned and operated,

and is dedicated park land, though it does not provide recreational opportunities for the community. Its open space character is effectively doubled by the adjacent privately owned and operated Greenwood Cemetery.

## Policies

- P-RE-19:** Protect and enhance the natural resources of open space lands by re-vegetating with native plants and using open wood fences adjacent to very sensitive areas for additional protection while still allowing viewing opportunities.
- P-RE-20:** Provide recognizable trailheads (entrances) to the trail system as shown on Figure 7-3: Open Space and Trail System. Place a kiosk at trailheads that has a map of how the canyon interfaces with Southeastern San Diego, and interpretive signs on the biological and scenic value of the open space systems.
- P-RE-21:** Construct new trails within Southeastern San Diego's public open space as shown on Figure 7-3 Open Space and Trail System.
- P-RE-22:** Provide trails with benches and overlook(s) where appropriate, so residents of the community with disabilities can enjoy open spaces.
- P-RE-23:** Prepare a comprehensive study to analyze the Chollas Creek open space system's distinctive natural, cultural, and historic resources of a regional nature for consideration of its designation as a Regional Park.



*A maintenance road can be used for a new trail along the South Branch (top), while a pedestrian tunnel provides a passage under the Trolley (middle). Passage under I-5 to the Bay is an important goal (bottom).*



PUBLIC REVIEW DRAFT: June 2014



*Restoring access and environmental quality along Chollas Creek will require action by the City and private development. At top, housing and a neighborhood park in Encinitas. At bottom, Guadalupe River Park in San Jose.*

FIGURE 7-3: Open Space and Trail System

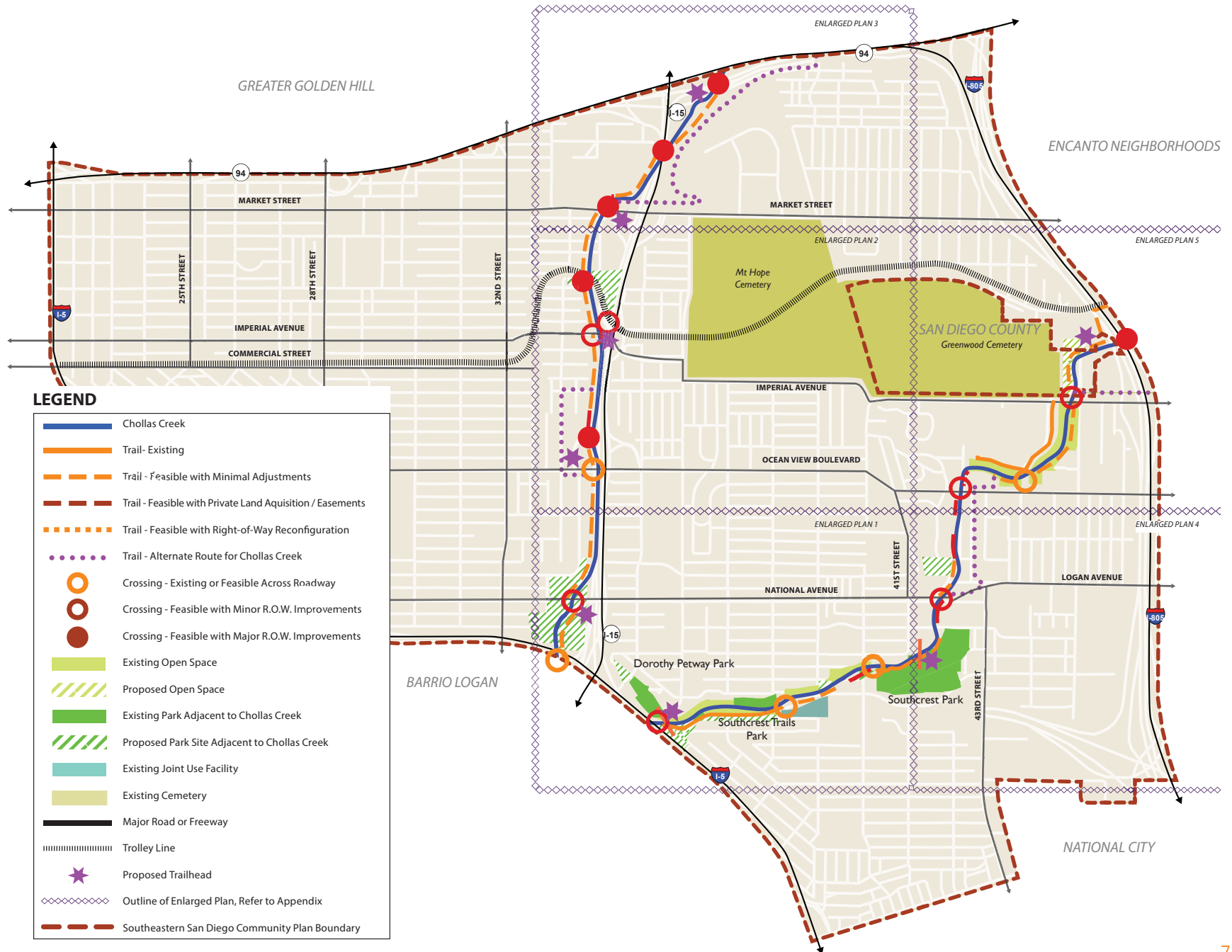


FIGURE 7-4: Chollas Creek Detail 1





FIGURE 7-5: Chollas Creek Detail 2

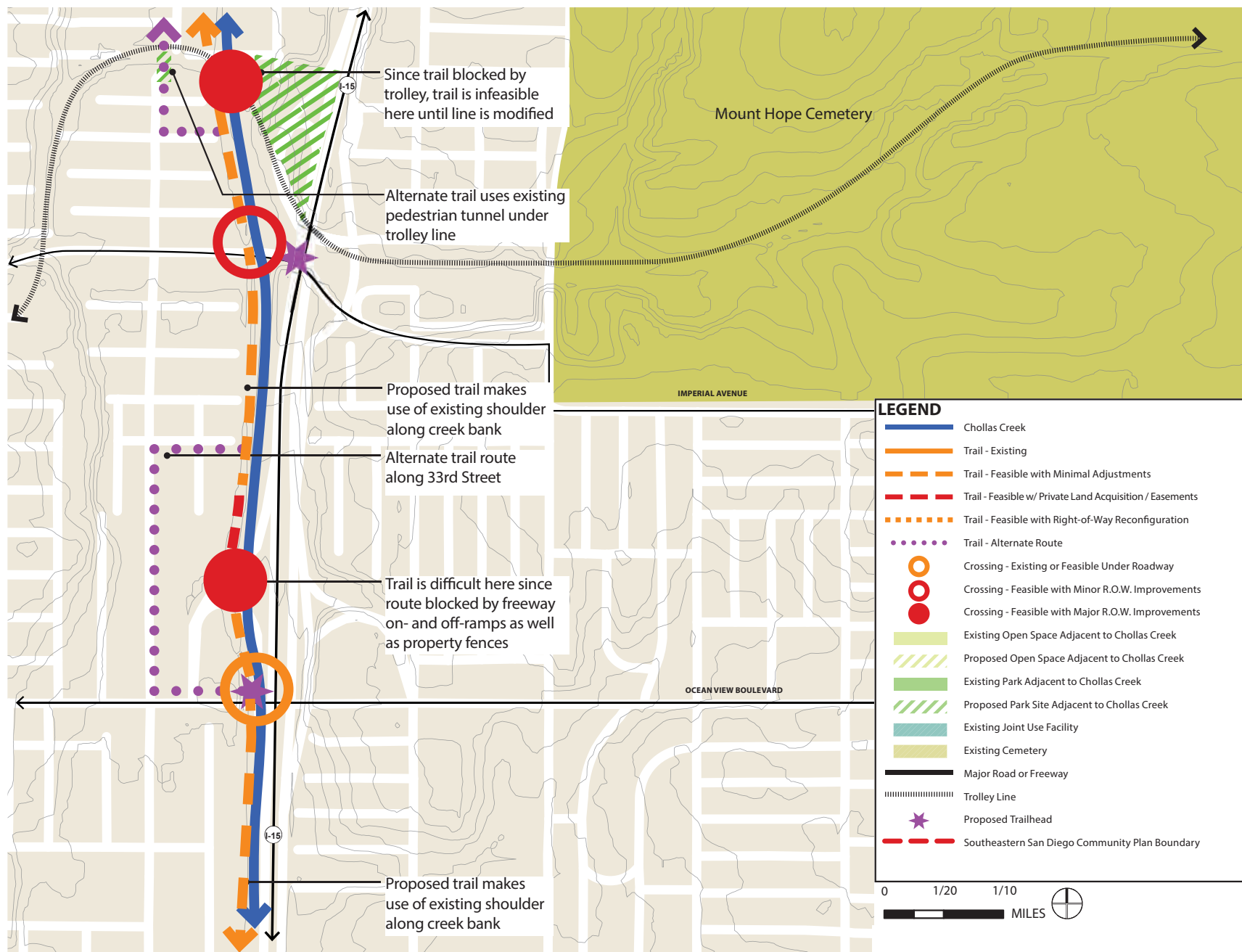


FIGURE 7-6: Chollas Creek Detail 3

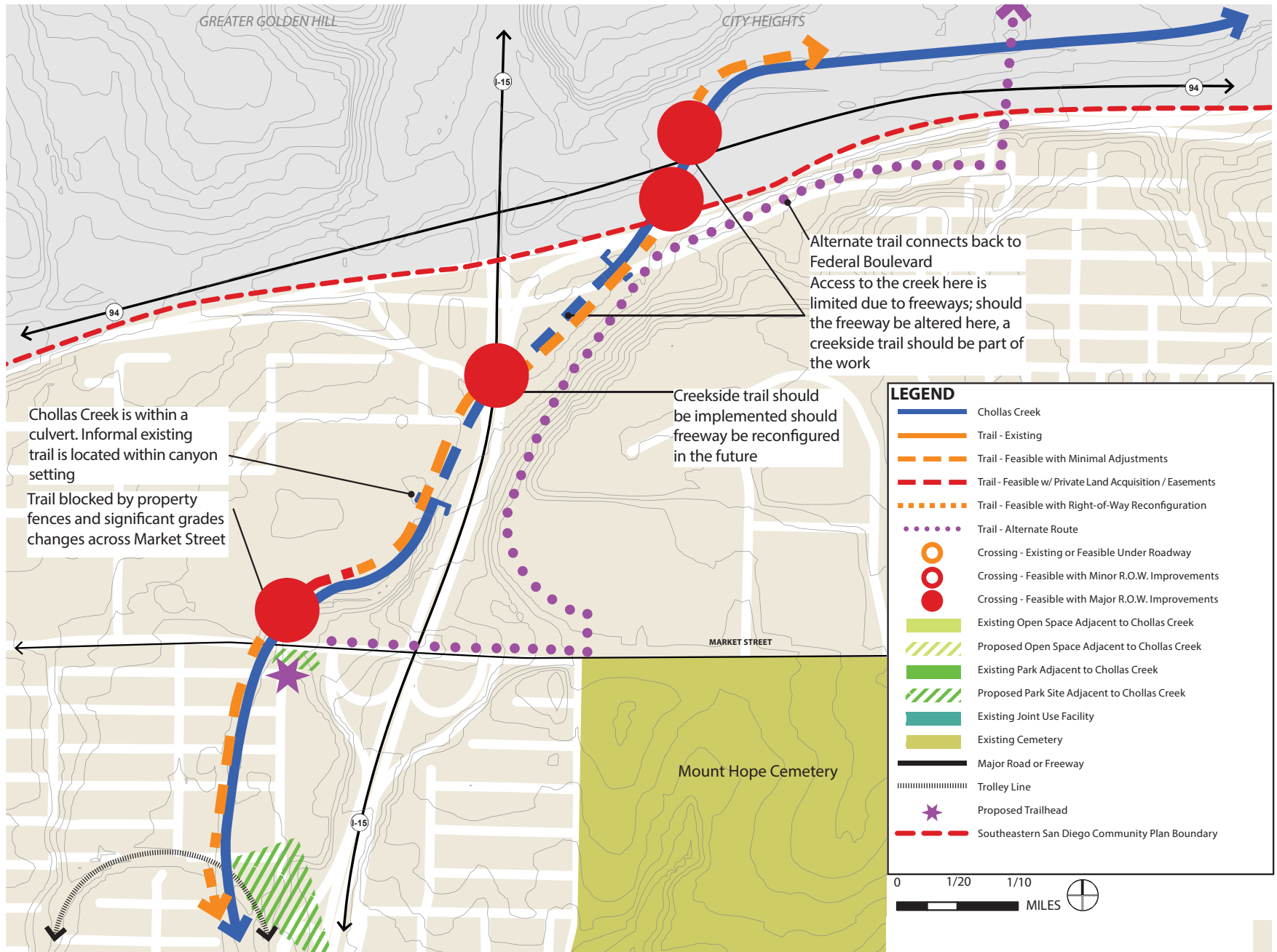


FIGURE 7-7: Chollas Creek Detail 4

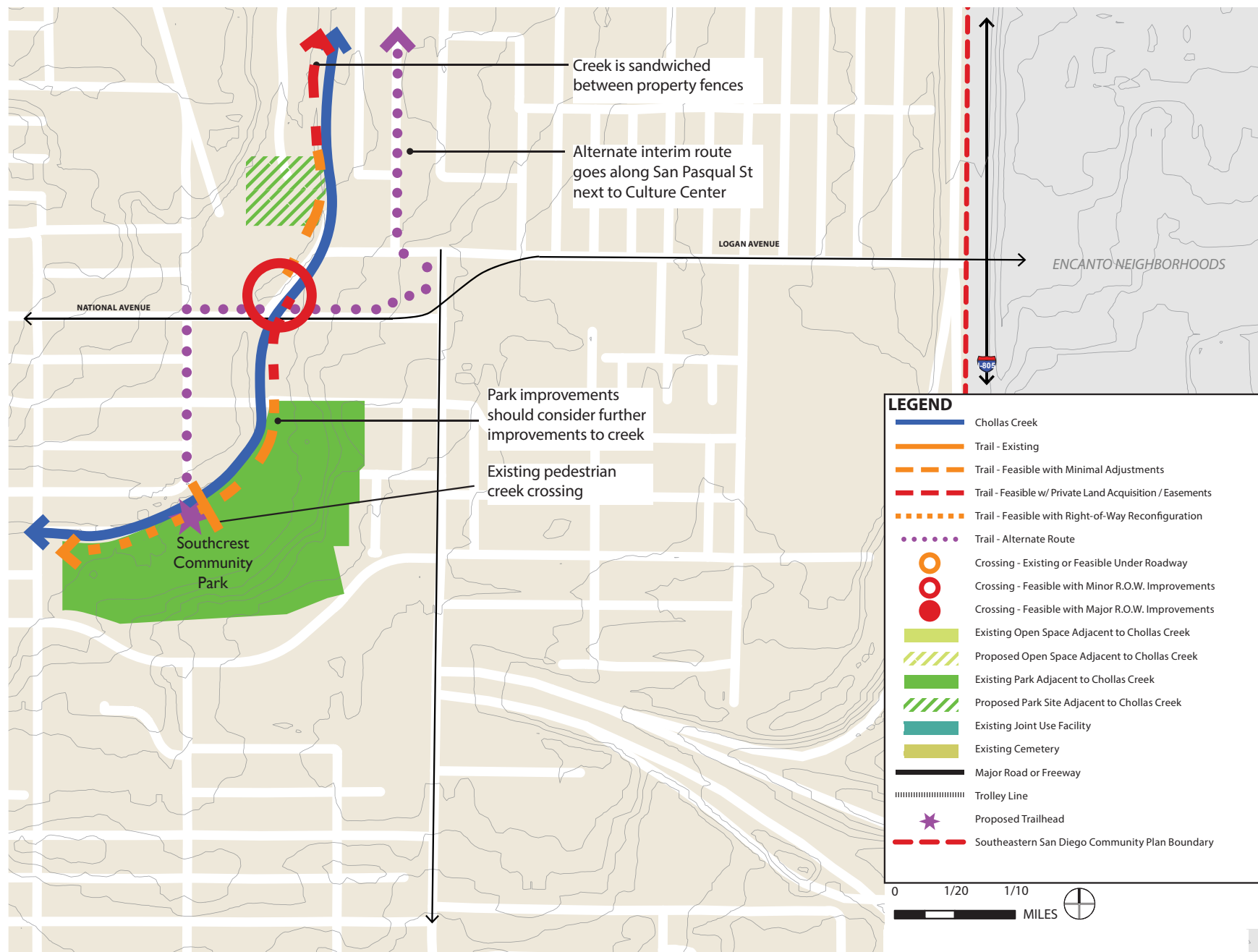
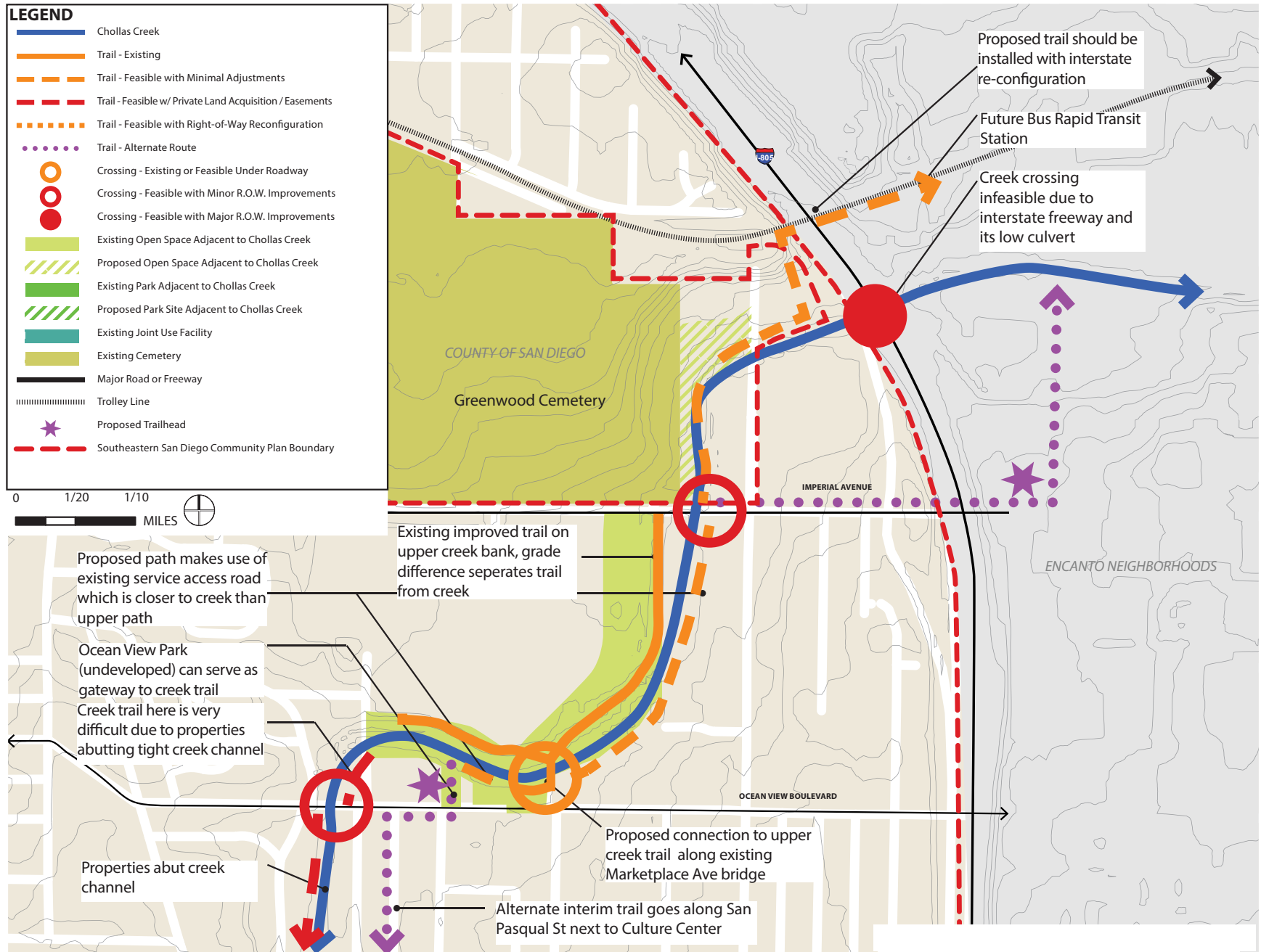




FIGURE 7-8: Chollas Creek Detail 5





## 8 CONSERVATION AND SUSTAINABILITY

One of the aims of both the City of San Diego General Plan and the Community Plan is to ensure that future generations will be able to use and enjoy resources to achieve and maintain a healthy and diverse environment and economy. The Plan supports sustainability through policies and land use guidance that give rise to economic resiliency, resource conservation, renewable energy, and enhancement of habitat and the urban forest. This element of the Southeastern San Diego Community Plan provides the conservation and sustainability goals and policies to effectively manage, preserve, and use the natural resources in the community.

## GOALS

1. Scenic resources and public access that are enhanced and accessible.
2. A comprehensive urban forest planting program that provides incentives in order to save energy, sequester carbon, reduce the urban heat island effect, and reduce storm water runoff by mitigating urban run-off, while minimizing the use of precious potable water.
3. Reduction of pollution and greenhouse gas emissions that contribute to global warming, resulting in improved air quality.
4. Energy and water efficient development and on-site production of renewable energy, including but not limited to solar power.
5. A land use strategy and mobility options that promote public health and welfare.
6. Cleaner storm water discharges into Chollas Creek.
7. Minimal exposure of commercial and industrial noise to noise-sensitive land uses.
8. Reduction of excessive rail, truck and other motor vehicle traffic noise levels that impact noise-sensitive land uses.
9. Urban agriculture opportunities that foster an increase in food system security.
10. Convenient opportunities to obtain fresh fruits and vegetables in all neighborhoods.
11. A land use framework that preserves creek corridors as open space and limits potential flooding hazards.
12. Improve and stimulate investments in this area.

**TABLE 8-1: CONSERVATION AND SUSTAINABILITY TOPICS ALSO COVERED IN OTHER PLAN ELEMENTS**

CONSERVATION AND SUSTAINABILITY TOPIC AREAS	LAND USE	URBAN DESIGN	ECONOMIC PROSPERITY	PUBLIC FACILITIES AND SERVICES	RECREATION
Open Space	X				X
Design guidelines for canyon rim development		X			
Protection of visual resources		X			
Las Chollas Creek watershed					X
Water resource management				X	
Urban forestry		X			
Community gardens and urban agriculture	X		X		

The Conservation and Sustainability Element is closely linked with other Plan elements. Protection of open space for habitat and visual enjoyment overlaps with open space values in the Urban Design Element; the Public Facilities, Services, and Safety Element; and the Recreation Element. Protection of Chollas Creek also has important recreational benefits as a trail system. Low-impact stormwater management helps to protect water resources, and is a storm drainage strategy described in the Public Facilities, Services, and Safety Element. Developing a greater urban tree canopy has benefits for wildlife and reduces the heat island effect, while also contributing to the community’s identity, as discussed in the Urban Design Element.



## 8.1 Sustainability

### Climate Change and Sustainable Development

The Conservation Element of the San Diego General Plan discusses climate change and provides a broad range of policies designed to promote sustainability and reduce greenhouse gas (GHG) emissions (see policies CE-A-1 through CE-A-13). Although climate change is a global issue, individual communities can help reduce the emissions that contribute to climate change and devise local plans to adapt to anticipated changes. The General Plan bases its goals and policies regarding climate change and natural resources on a number of basic principles that are intended to guide future development in ways that conserve natural non-renewable resources through sustainable development practices. This model of development considers a balance between natural resources and economic prosperity while protecting public health, safety and welfare and reducing our environmental footprint.

The City's main responsibility when implementing State climate change laws and guidelines comes from its authority to regulate land use. Through sensible land use regulation that reduces the number of vehicle miles travelled and promotes sustainable building and development practices, the City can achieve a meaningful reduction in carbon emissions. Actions that reduce dependence on the automobile by promoting walking, bicycling and transit use are key aspects of any strategy to reduce carbon emissions. In addition, the creation of clean, renewable, and sustainable local energy resources provides environmental benefits and increases economic certainty and stability for residents and business alike. The General Plan addresses sustainable energy in policies CE-I.1 through CE-I.13.

Strategies included in the Conservation Element 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; and, sustainable local food practices. General Plan policies will help guide future development in the community, which will generally occur on previously-utilized lots rather than on undeveloped land with high natural resource values.

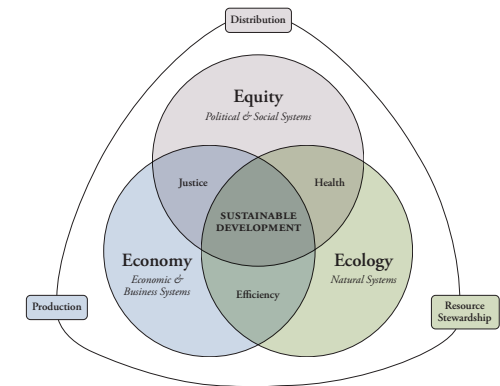
### Land Use and Transportation

#### Transit-Oriented Infill

The City of Villages strategy in the City's General Plan focuses growth into compact, mixed-use centers linked to the regional transit system, and preserves open space lands. Southeastern San Diego is one of the oldest communities in the city. As such, development has occurred over time and "filled-in" much of the area with stable, well-established neighborhoods and commercial districts. Opportunities remain to develop vacant or under-utilized parcels, mostly along the main commercial corridors in the community. Infill development would both address the negative overall image that vacant lots produce, and support a vibrant and coherent environment that is not fully realized today.

The Plan lays the groundwork for mixed-use infill development along the Commercial/Imperial, National Avenue, and Market Street corridors and in a new village area in the Southcrest neighborhood, replacing existing freeway ramps and vacant land.

**FIGURE 8-1:**  
Sustainable Development Diagram



*Like a stool that needs three legs to stand up, sustainability can only be achieved if the three 'legs' that support it are all strong. These 'legs' are sometimes called the "three Es of sustainability": ecology, economy, and equity.*

### Priority to Enhance Existing Infrastructure

Instead of building new infrastructure, the Plan prioritizes improvements to existing roads and new investments in already-developed areas. Channeling investment to the community's existing infrastructure can improve quality of life by bringing the new jobs, services, and amenities needed for Southeastern San Diego residents.

### Sustainable Energy

Use of fossil fuels for energy is the primary contributor to GHG emissions. The United States, with less than 5 percent of the world population, consumes about 20 percent of global energy. Among states, California is the second largest consumer of energy, though the state's per capita energy consumption is relatively low, in part due to mild weather that reduces energy demand for heating and cooling, and in part due to the government's energy-efficiency programs and standards. An important part of sustainable energy is energy conservation, which refers to efforts made to reduce energy consumption in order to preserve resources for the future and reduce pollution.

### Energy Efficiency

Energy conservation can be achieved through increases in energy efficiency in conjunction with decreased energy consumption and/or reduced consumption from conventional energy sources. Sustainable energy usually includes technologies that improve energy efficiency. Employing sustainable or "green" building techniques can help the City of San Diego achieve overall net-zero energy consumption by 2020 for new residential buildings and by 2030 for new commercial buildings, a goal established by the California Energy Efficiency Strategic Plan of 2008 (updated in 2011). Green building techniques include orienting buildings to minimize the need for heating and cooling; improving the efficiency of mechanical and electrical systems using current technology; using energy-efficient appliances and lighting; using cool roofing materials such as reflective tiles, membranes and coatings; and generating energy using renewable technologies such as rooftop solar.



*The Community Plan lays the groundwork for mixed-use infill development around the community's Trolley stations.*

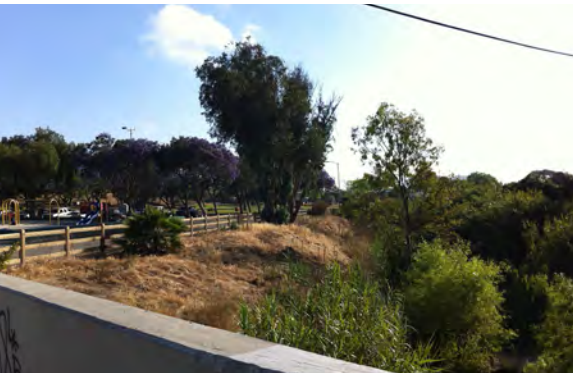
## Renewable Energy

The Plan supports the City's pursuit of sustainable energy sources, such as hydroelectricity, geothermal, solar, and wind power, to meet the community's energy needs. Creation of clean, renewable, and sustainable local energy resources provides environmental benefits and increases economic certainty and stability for residents and business alike. The expansion of solar energy production and other renewable technologies can aid in the production of local, renewable energy in South-eastern San Diego.

## Policies

- P-CS-1:** Implement applicable General Plan sustainable development and resource management goals and policies as discussed in its Conservation Element Sections CE-A, I, and CE.L.3. (See also Urban Design Element.)
- P-CS-2:** Design new development and build upon the existing street grid network that typifies Southeastern San Diego to create an enhanced pedestrian-oriented public domain in order to provide residents with attractive alternatives to driving, thus reducing vehicle miles travelled and fostering a healthy community (see Mobility Element).
- P-CS-3:** Reduce project level greenhouse gas emissions to acceptable levels through project design, application of site-specific mitigation measures, and/or adherence to standardized measures outlined in the City's adopted citywide Climate Mitigation and Adaptation Plan.
- P-CS-4:** Create a meaningful visually and functionally cohesive outdoor gathering space for multi-family development projects that considers protection from excess noise, shadow impacts, and maximizes the positive effects of prevailing breezes to reduce heat and provide natural ventilation to individual residences.
- P-CS-5:** Encourage the use of solar energy systems to supplement or replace traditional building energy systems.
- P-CS-6:** Promote development that qualifies for the City's Sustainable Buildings Expedite Program.
- P-CS-7:** Educate residents and businesses on efficient appliances and techniques for reducing energy consumption.
- P-CS-8:** Provide and/or retrofit lighting in the public right-of-way that is energy efficient.
- P-CS-9:** Provide information on programs and incentives for achieving more energy efficient buildings and renewable energy production.
- P-CS-10:** Promote development of alternative fuel vehicle charging and filling stations throughout the community and include charging stations in new mixed-use, commercial, industrial and multi-family development.





*Open space, hillsides, and diverse views contribute significantly to the identity and health of the community.*

## 8.2 Resource Management and Preservation

Landform and natural features in Southeastern San Diego contribute to a sense of place and provide views and view corridors to Downtown, San Diego Bay, National City, the mountains, and other neighborhoods from several vantage points in the community. In hilly areas, development steps with the hillside rather than projecting over it or digging into it, and the City grid is maintained. Chollas Creek weaves through the community, providing a natural link that has not been fully appreciated and used. It has tremendous potential as a habitat and recreational open space corridor and as a major pedestrian and bicycle connection.

Southeastern San Diego is comprised of a series of terraces that rise from just a few feet above sea level to over 180 feet above sea level in the northeast. This series of terraces has been cut by streams into three upland areas. The western portion of the community has a rolling appearance, and contains a prominent knoll at Grant Hill Park. The eastern portion of the community is divided from the western portion by the Main Branch of Chollas Creek, which roughly parallels State Highway 15. This portion has flatter terrain, descending from the lightly rolling highland area in the north to a relatively level area in the south near the confluence of the Main and South Branches of Chollas Creek. Elevations in Southeastern San Diego range from approximately 180 feet above mean sea level (MSL) at Mount Hope, in the northeastern part of the Planning Area, to approximately 40 feet MSL in the southwestern part of the Planning Area. The regional topography slopes to

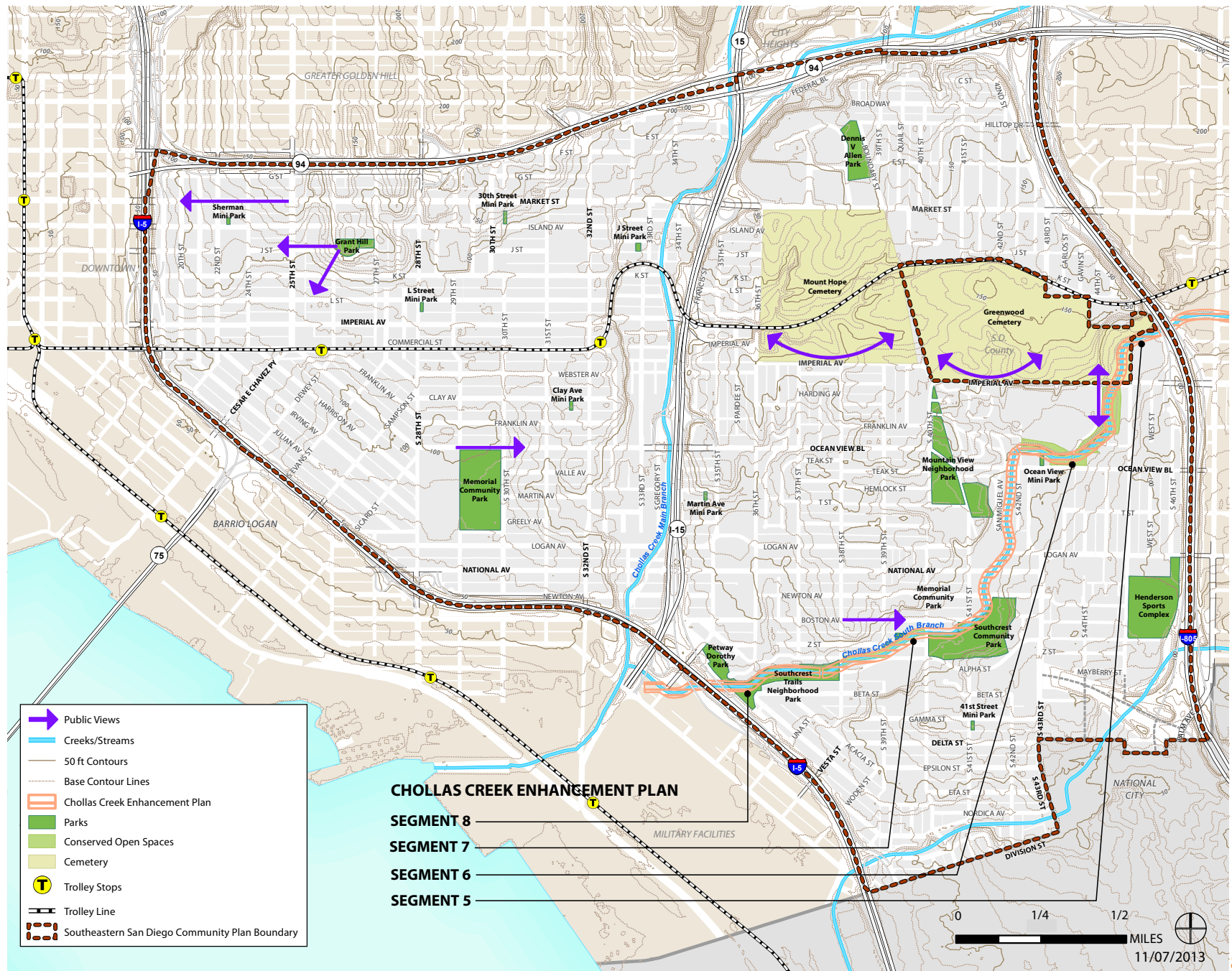
the southwest (USGS, 2012a & b). Southeastern San Diego is primarily underlain by old and very old paralic deposits and the San Diego Formation. Young alluvium is present in the vicinity of streams.

### Open Space, Landforms, and Hillsides

Open space serves as visual relief to urban development, adding character and identity to a community and its individual neighborhoods. The Plan seeks to provide and enhance a community-wide system of open space and recreational areas which link public, private, passive, and active uses. State law recognizes that open space land is a limited and valuable resource that should be conserved wherever possible. The Conservation Element of the City's General Plan discusses open space in terms of the preservation of natural resources, managing urban runoff, enhancing urban forestry, sustaining water resources, understanding geology, and as a component of sustainable development and a buffer from climate change (CE-B.1, CE-B.5).

Figure 8-2 shows the open space, hillsides, and views in Southeastern San Diego. Rolling topography, small canyons, and the Chollas Creek system lend topographic relief to the overall urbanized character of Southeastern San Diego. Some canyons and hillsides in the community serve a passive open space function, as shown on Figure 8-1. A significant open space slope is formed by the south face of Grant Hill Park, midway between 25th and 28th streets. Major slope areas also include the frontage of State Highway 94, the gap through which Market Street enters the subarea from the west, slopes in the southern portion of Mount Hope Cemetery, and a canyon north of Otto Square.

FIGURE 8-2: Open Space, Hillside, and Views in Southeastern San Diego







*Views from Grant Hill Park are among the community's scenic assets (top). View toward the mountains on Market Street (bottom).*

The community's two major cemeteries are important open space assets. In particular, Greenwood sets a high standard in landscaping and maintenance and is readily visible from many sections of the community.

While the Plan, zoning, and other regulations provide the legal framework for open space protection, the residents of the Southeastern San Diego also play an important role in determining the ultimate success of the preservation and restoration programs. Many residential neighborhoods adjoin Chollas Creek and canyon areas, providing an opportunity not only for visual enjoyment of these unique areas but also involvement in protection (i.e., reporting vandalism to the appropriate authorities), education and restoration efforts.

### Scenic Resources and Public Views

The Plan seeks to preserve and enhance scenic resources and public views. Types of scenic resources the Plan considers include:

- Viewshed: generally unobstructed panoramic view from a public vantage point
- Scenic Overlook: view over private property from a public right-of-way
- View Corridor: view along public rights-of-way framed by permitted development

Southeastern San Diego has a number of important scenic resources and public view shed vantage points. Several of the hills in the planning area provide vantage points from which one can gain panoramic views of the community, Downtown, and the San Diego Bay and beyond. The most prominent scenic view is from the

2.6-acre Grant Hill Park. Scenic views are also found in the Sherman Heights and Grant Hill Historic Districts, and the Stockton and Mountain View neighborhoods. Figure 8-2 illustrates the public views that have been identified within the community.

### Water Resource Management

The General Plan's Conservation Element discusses water resources management in policies CE-D.1 – D.5, and addresses a balanced water conservation strategy that includes measures such as implementation of landscape regulations for efficient use of water, development of watershed management plans, and participation in regional efforts to maintain and increase reliable water supplies with minimal environmental effects. Water conservation is an important aspect of environmental sustainability. The section below discusses the water resources present in the Southeastern San Diego community, while the provision of water is discussed in the Public Facilities, Services, and Safety Element.

### Chollas Creek Watershed and Wetlands

Chollas Creek weaves through the community, providing a natural link that has not been fully appreciated and used, but has tremendous potential as a habitat and recreational open space corridor, and as a pedestrian and bicycle connection. In 2002, the City initiated a more detailed program for the South Branch portion of the creek and has proceeded to carry out improvements.

The Chollas Creek Enhancement Program, adopted in 2002, calls for restoring disturbed areas; avoiding future channelization; developing a system of linear trails, access points, and enhanced sidewalks where routes must



follow streets; and ensuring that development preserves connections and addresses the corridor. The program includes a 20-year phasing schedule, and identifies the South Branch as the first phase, due to its potential for restoration and its exposure to a wide swath of neighborhoods and commercial areas.

The South Branch Implementation Program identifies eight segments, four of which are within Southeastern San Diego, as shown in Figure 8-2. Of these segments, improvements to Segment 6 have been completed following Program guidance, as part of the Imperial Marketplace development. These improvements included bank stabilization, re-vegetation, landscaping and trails. Enhancement or restoration actions planned or underway for other segments include:

- Segment 5 – Widening and re-vegetation of the channel in the vicinity of the YMCA, north of Imperial Avenue, and creating trails along the channel banks;
- Segment 7 – Making streetscape and public art improvements along San Pasqual Street and trail improvements along the creek through Southcrest Park and parallel to Alpha Street; and
- Segment 8 – Complete development of a linear park in Southcrest Trails Park and comprehensively restore the creek bed.

Planned enhancements to open space along Chollas Creek are also discussed in Chapter 7 Recreation.

## Urban Runoff Management

Chollas Creek is an impaired water body on the Clean Water Act Section 303(d) List of Water Quality Limited Segments. It is subject to three Total Maximum Daily Loads (TMDLs) thresholds, which represent the maximum amount of a pollutant that a water body can receive and still safely meet water quality standards. Therefore, managing urban runoff is important in the Southeastern San Diego community for the health of both the creek ecosystem and the residents.

Urban runoff occurs when water from rainfall or man-made operations flows over impervious surfaces and then makes its way into the storm conveyance system from where it can eventually reach the San Diego Bay or enter into waterways such as Chollas Creek. Urban runoff carries pollutants that are picked up by the water as it flows over urban surfaces. These pollutants include but are not limited to oils, grease, trash, pesticides, organic waste, and metals. The General Plan addresses urban runoff management in policies CE-E.1 through CE-E.7.

Increased pollution can be generated from the daily activities of new residents and businesses. The increased direct runoff and daily activities could result in further water quality degradation and flooding concerns. In addition, if not controlled, development activities have the potential to cause soil erosion and sedimentation, which may result in increased rates of surface runoff, decreased water quality, and related environmental damage.



*Chollas Creek provides a natural link with potential as a habitat and recreational open space corridor (top). As it travels over impervious surfaces, urban runoff can pick up harmful pollutants (bottom).*



*Functional wildlife corridors and habitat linkages support biodiversity (top) while vegetated swales can help reduce and clean runoff (middle). Local air quality is affected most significantly by motor vehicles (bottom).*

In May 2013, the San Diego Regional Water Quality Control Board unanimously approved a new regional Municipal Separate Storm Sewer System (MS4) permit, which implements a watershed-based approach to stormwater management with an increased reliance on Low Impact Development (LID). This permit applies to new development in the San Diego region, including the Southeastern San Diego community. The City of San Diego established the Storm Water Standards Manual to provide guidance on the required water quality improvements for new development and redevelopment projects, and the required construction Best Management Practices (BMPs). Techniques to reduce urban runoff include decreasing the amount of impervious surfaces, planting shade trees and drought-tolerant vegetation, and using high-efficiency irrigation.

### Air Quality

Suitable air quality is important in fostering a healthy living environment. Poor air quality creates health problems for groups with sensitivities such as children, the elderly, and persons with respiratory problems. Local air quality is affected most significantly by motor vehicles and other fossil-fuel burning vehicles, accounting for approximately 80 percent of air pollution emissions in the San Diego region. In addition to mobile sources, stationary sources also contribute to air pollution in the San Diego Air Basin (SDAB). Stationary sources include gasoline stations, power plants, dry cleaners, and other commercial and industrial uses. The General Plan's Conservation Element addresses air quality in the San Diego Air Basin and includes policies designed to improve air quality on a citywide level.

Southeastern San Diego consists of various air quality sensitive land uses located in close proximity with commercial and industrial land uses. There are numerous instances where potentially sensitive receptors may be located adjacent to commercial and industrial land uses (collocation). Toxic air contaminants are generated by a number of sources, including stationary sources such as dry cleaners, gas stations, combustion sources, and laboratories; mobile sources such as automobiles; and area sources such as landfills. The existing mix of land uses and small amount of undeveloped land limit opportunities for reducing impacts due to collocation.

### Biological Diversity

By maintaining functional wildlife corridors and habitat linkages, Southeastern San Diego can contribute to regional biodiversity and the viability of rare, unique or sensitive biological resources throughout the area. In addition, limiting access and use to appropriate areas and promoting aquatic biodiversity and habitat recovery by re-naturalizing stream channels can also contribute to the area's biological diversity. These efforts could be assisted through the expansion and implementation of the City's Multiple Species Conservation Plan (MSCP) Subarea Plan, which currently does not cover any land in Southeastern San Diego but could be expanded to include parts of the neighborhood.

### Urban Forestry

Street trees and private tree planting and maintenance programs are relatively low cost, low-technology methods for improving the visual landscape, improving air quality, reducing energy consumption, managing ur-



ban runoff, increasing groundwater recharge, and improving water quality. Trees can provide shading and cooling for adjacent buildings as well as for pedestrians. Trees can reduce energy consumption by naturally cooling the urban environment, reduce storm water runoff through absorption of water by the trees, enhance or create visual corridors, and improve air quality by converting CO<sub>2</sub> into oxygen. The General Plan's Conservation Element contains the goal of protecting and expanding a sustainable urban forest in policies CE-J.1 through CE-J.5.

An Urban Ecosystem Analysis prepared for the communities of San Diego in 2003 by the American Forests Organization concluded that San Diego has lost "green infrastructure" as development occurred in previous decades. This has created more heat islands while natural areas have been reduced including the removal of trees with large canopies that provide shade. At the time of the study, Southeastern San Diego had about 9 percent tree canopy, which is shown in Figure 8-3: Tree Canopy and Habitat, with existing trees, open and park space, and habitat restoration areas.

The Urban Ecosystem Analysis recommended a target of 25 percent tree canopy overall, 30 percent tree canopy in suburban residential, 20 percent tree canopy in urban residential, and 10 percent in central business districts. A target of 20 percent tree canopy overall in Southeastern San Diego could greatly increase the benefits provided by trees in the community. Street trees also have the opportunity to be a defining characteristic of streets and neighborhoods, and help enhance the community's identity. The Urban Design Element

of this plan discusses the development of a Street Tree Master Plan and implementing the Plan through the development process to meet this target and increase the community's tree canopy.

### Waste Diversion

An effective integrated waste management strategy conserves raw materials and energy, ensures that waste materials do not become a health threat, and reduces the need for new disposal facilities. The General Plan addresses waste management in policies PF-I.1 through PF-I.5.

Reuse of building materials, use of materials that have recycled content, or use of materials that are derived from sustainable or rapidly renewable sources can reduce the amount of waste generated in Southeastern San Diego. In addition, including features in buildings to facilitate recycling of waste generated by building occupants and associated refuse storage areas can also assist in reducing the amount of waste generated in the community.

### Policies

#### Open Space, Wetlands, and Landform Preservation Policies

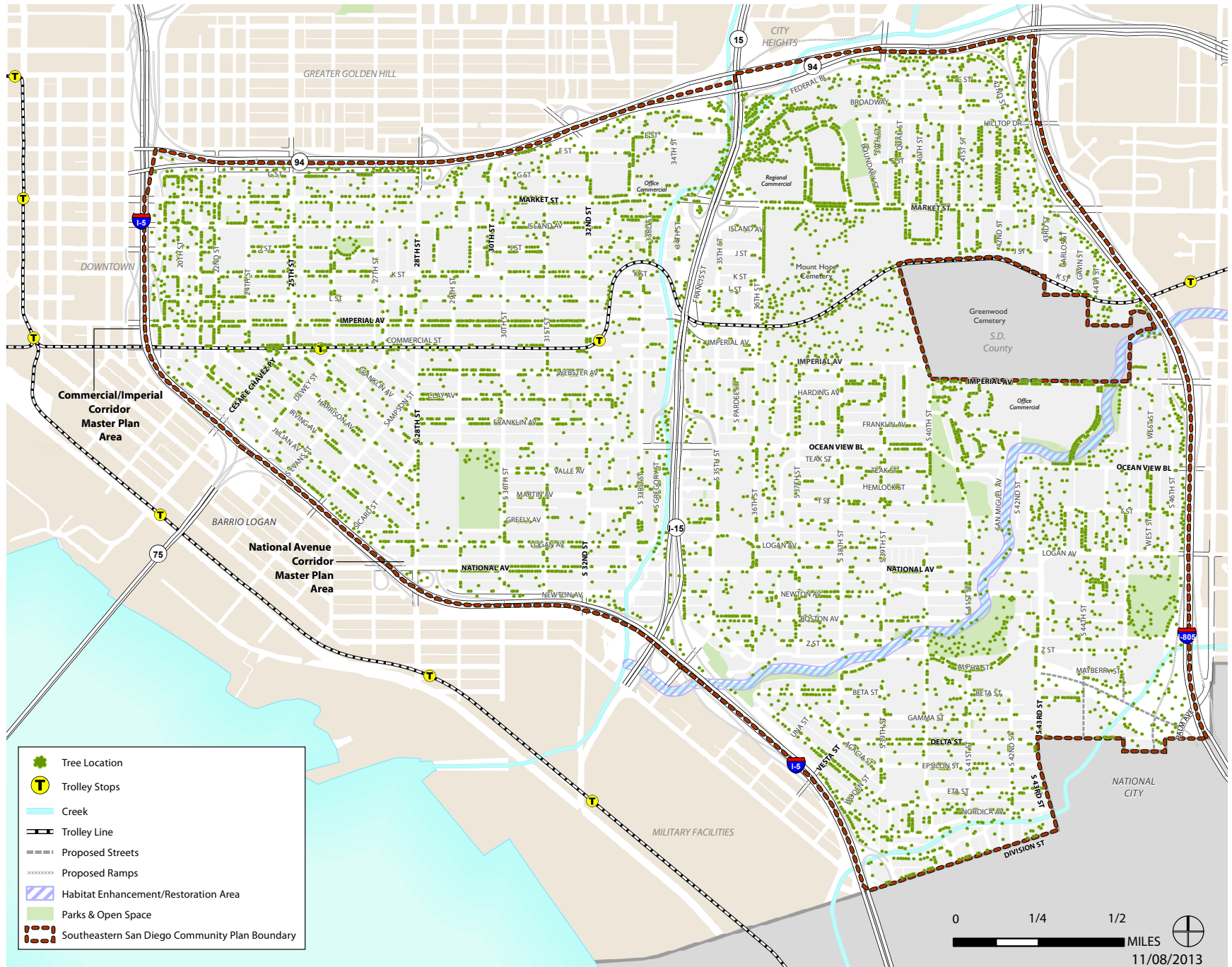
- P-CS-11:** Maintain Best Management Practices in all development to limit erosion and siltation.
- P-CS-12:** Preserve and protect open space by preventing incompatible uses, such as off-road activities and off leash dog areas.



*Trees can provide shading and cooling for buildings, pedestrians, and cyclists, as well as contribute to habitat.*



FIGURE 8-3: Tree Canopy and Habitat



### Chollas Creek Open Space, Wetlands, and Landform Preservation Policies

- P-CS-13:** Implement the recommendations contained in the Chollas Creek Enhancement Program such as removing concrete channels in Chollas Creek, where feasible, to create a more natural function and appearance, and establishing trails and other passive recreation amenities.
- P-CS-14:** Remove invasive species from Chollas Creek and restore habitat.

### Scenic Resources & Public Views

- P-CS-15:** Select new street trees for their ability to provide a canopy and framing of public views. (See Urban Design Element Street Tree discussion and recommendations.)
- P-CS-16:** Preserve the panoramic view offered by Grant Hill Park.
- P-CS-17:** Ensure unobstructed access to open space and canyon trailheads that provide public vantage points (i.e., views and vistas) and access.
- P-CS-18:** Evaluate the need for modified or increased setbacks when building adjacent to public view angles. Reject or object to reduced setbacks that obscure established public vantage points unless alternative or improved public views are proposed.

### Urban Runoff Management

- P-CS-19:** Encourage development to use Low-Impact Development (LID) practices such as bioretention, porous paving, and green roofs, that slow runoff and absorb pollutants from roofs, parking areas and other urban surfaces.

- P-CS-20:** Incorporate bioswales or other LID design practices where there is sufficient public rights-of-way throughout the community, and focus specific efforts to capture storm water along roadways in close proximity to Chollas Creek. Implement these features where appropriate, as they may be infeasible due to soil conditions and impacts to utilities.

- P-CS-21:** Encourage private property owners to design or retrofit landscaped or impervious areas to better capture storm water runoff.

- P-CS-22:** Repair and maintain drainage outfalls and brow ditches that discharge directly to or are within open space lands.

- P-CS-23:** Encourage, through redevelopment and retrofitting, phasing out of commercial and industrial building materials such as galvanized roofs that leach metals into storm water runoff.

- P-CS-24:** Reduce, through redevelopment and retrofitting, the amount of uncovered industrial and commercial areas where the work activity may contribute pollutants.

- P-CS-25:** Encourage neighborhood practices for preventing and removing buildup of trash and pet waste on land surfaces.

### Water Resource Management

- P-CS-26:** Implement applicable General Plan water resources management goals and policies as discussed in the Conservation Element Sections CE-D.1-D.5 and Urban Design Element.

- P-CS-27:** Encourage new development to incorporate as many water-wise practices as possible in their design and construction, including: encourage recycled and/or gray

water irrigation systems; retrofit public spaces and public rights-of-way with low-water use vegetation and/or alternative permeable surface materials that meet adopted landscape regulations; and ensure that any 'community greening' projects utilize water-efficient landscape.

- P-CS-28:** Conserve water through the provision of water-efficient infrastructure, drought tolerant plantings, greywater usage, and the extension of the municipal reclaimed water to support public parks and landscaped areas.
- P-CS-29:** Conserve water through the planting and maintenance of trees, which will provide for the capture of precipitation and runoff to recharge groundwater, in addition to providing shading for other landscaping to reduce irrigation requirements.

*Trees will help address a major concern in compliance with the Regional Water Quality Control Board permits. The Encanto Neighborhoods drain into Chollas Creek, and contribute to its impaired status. Tree planting and maintenance should provide incremental improvements to the creek's water quality. Through root systems and canopies, trees reduce the velocity of urban runoff, increase groundwater recharge, and reduce erosion and sedimentation..*

### Air Quality

- P-CS-30:** Implement the General Plan air quality policies found in the Conservation Element Section F through land use organization, economic development policies, and landscape policies.
- P-CS-31:** Promote retention of existing, or addition of new, drought resistant trees to absorb pollutants.

- P-CS-32:** Educate businesses and residents on the benefits of alternative modes of transportation including public transit, walking, bicycling, car and van pooling, and telecommuting.
- P-CS-33:** Create incentives to encourage relocation of incompatible uses that contribute to poor air quality.
- P-CS-34:** Encourage street tree and private tree planting programs throughout the community to increase absorption of carbon dioxide and pollutants.

### Urban Forestry

- P-CS-35:** Utilize the Street Tree Master Plan in the Urban Design Element of this plan to apply to private development and to utilize when pursuing greening grants or implementing community planting projects.
- P-CS-36:** Increase the overall tree canopy cover throughout the Southeastern San Diego community to the citywide generalized target goal of 20 percent in the urban residential areas and 10 percent in the business areas so that the natural landscape is sufficient in mass to provide significant benefits to the city in terms of air and water management.
- P-CS-37:** Require new development retain significant and mature trees unless they are diseased and pose a threat to safety and welfare.
- P-CS-38:** Work with the City's Community Forest Advisory Board and the Urban Forester (should the position be reinstated) to resolve issues that may arise in individual development projects.



- P-CS-39:** Replace street trees that are ‘missing’ or have been removed to restore a ‘visual resource’ or ‘continuous canopy.’
- P-CS-40:** Support public outreach efforts to educate business owners, residents, and school children on the care of and environmental benefits of shade-producing street trees.

### Waste Diversion

- P-CS-41:** Encourage multi-story developments to include solid waste and recycling management measures, such as dual trash/recycling chutes, in development plans to facilitate compliance with recycling regulations.
- P-CS-42:** Promote recycling facilities that are well maintained, attractive in appearance, and help promote waste reduction in the community.

## 8.3 Community Gardens and Urban Agriculture

### Urban Agriculture And Food Security

The Southeastern San Diego Community Plan supports local agriculture, farmers’ markets, and eating locally-grown food. These objectives touch on community concerns about other issues such as environmental quality, local economic development, neighborhood revitalization, and community connectedness. A sustainable food system perspective is particularly suited to approach food from all these perspectives, by looking at the broader picture and targeting several areas of influence: food access and quality, production (farms

and gardens), procurement (markets, stores, and city policies), transport (shipping methods and fuels, packaging, and other factors), and consumer and business decision-making.

Urban gardening can have a multitude of benefits. It is a strategy for creating local healthy food systems and fighting chronic obesity related illness. It is also a carbon reduction and stormwater runoff strategy. Third, it is a way to productively use underutilized sites and promote interactions between neighbors. All future community gardens in Southeastern San Diego should become attractive focal points that bring the neighborhood together as a way to interact, recreate and create a sustainable food system within the community.

Southeastern San Diego has the potential to provide multiple sites for community gardens that contain individual and shared-plot spaces. For instance, land owned by San Diego Gas and Electric, the Metropolitan Transit System, Caltrans, the City of San Diego, and the San Diego Unified School District may have remnant parcels that could be used as community gardens. Sections of public parks, in particular areas not well suited to active recreational uses, may also be good locations for community gardens.

Community gardening may also be an appropriate temporary use on private parcels that may be developed in the future, in all zones where allowed, including residential and commercial zones. Gardens may also be created with private sponsors, for use in the long-term, and produce may be sold on site in the gardens. On lots where contamination might be an issue, practices have been developed for aboveground gardening. Near



*Farmers’ markets and community gardens can be focal points that bring the neighborhood together and create a sustainable food system.*

freeways, sheltered, closed-system gardening can protect air quality and prevent runoff hazards. The availability of water, access and safety may be challenges for some sites.

## Policies

### Urban Agriculture and Food Security

- P-CS-43:** Promote the inclusion and development of urban agriculture in Southeastern San Diego.
- P-CS-44:** Locate community gardens in Southeastern San Diego where there is sufficient demand, appropriate land, and where they will not generate adverse impacts on adjacent uses.
- P-CS-45:** Develop and maintain partnerships with organizations that provide services, programs, and activities that would complement a community gardening program in Southeastern San Diego.
- P-CS-46:** Locate community gardens on publicly-owned properties whenever possible.
- P-CS-47:** Seek small publicly-owned sites not suitable for recreation use as opportunities for community gardens where individuals can supplement their food supply.
- P-CS-48:** Identify commercially-designated lots that may be appropriate for commercial farms where a business person may create income by selling locally-produced agricultural products.
- P-CS-49:** Identify potential urban agriculture sites such as under-utilized lots, public property and vacant land.
- P-CS-50:** Encourage new developments to identify space for food production, including rooftop gardens. Consider development incentives for projects that provide public community gardens.



## 9 HISTORIC PRESERVATION

As one of the oldest settled communities in the City of San Diego, Southeastern San Diego has deep connections to the area's rich history and culture. Historic preservation plays an important role in maintaining the community's character and identity, and enhancing the quality of the built environment to ensure the community is an attractive and desirable place for residents and visitors. The goals and policies of the Historic Preservation Element focus on the identification and protection of Southeastern San Diego's historical and cultural resources, and support educational opportunities and incentives to highlight, maintain, and preserve historic resources. These policies along with the General Plan policies provide a comprehensive historic preservation strategy for Southeastern San Diego.



## GOALS

1. Identification and preservation of Southeastern San Diego’s significant historical resources.
2. Greater use of educational opportunities and incentives to highlight, maintain, and preserve Southeastern San Diego’s historic resources.

**TABLE 9-1: HISTORIC PRESERVATION TOPICS ALSO COVERED IN OTHER PLAN ELEMENTS**

HISTORIC PRESERVATION TOPIC AREAS	LAND USE	URBAN DESIGN	ECONOMIC PROSPERITY	CONSERVATION AND SUSTAINABILITY	ARTS AND CULTURE
Identification of historical and cultural resources			X		X
Preservation of historical and cultural resources	X	X	X	X	X

Many aspects of the Plan overlap with the Historic Preservation Element. For example, Historic Preservation is closely correlated with the Land Use, Economic Prosperity, and Arts and Culture elements. Table 9-1 shows some of the issues that may be covered in more than one element in the Plan, including Conservation and Sustainability and Urban Design.

The Community Plan’s Historic Preservation Element supports the Historic Preservation Element in the General Plan, whose purpose is to preserve, protect, re-

store and rehabilitate historical and cultural resources throughout the City of San Diego. It is also the intent of the element to improve the quality of the built environment, encourage appreciation for the City’s history and culture, maintain the character and identity of communities, and contribute to the City’s economic vitality through historic preservation. The element’s goals for achieving this include identifying and preserving historical resources, and educating citizens about the benefits of, and incentives for, historic preservation.

## 9.1 Identification and Preservation of Historical Resources

Southeastern San Diego has rich historical resources representing human settlements that date hundreds of years into the past. The history of its people and its physical form are closely connected, as documented in the historical and cultural resource technical studies prepared for this Plan. The archaeological resources report completed in 2013 by AECOM and the Southeastern San Diego Historic Context Statement completed in 2013 by Page and Turnbull are provided in Appendix D.

### Archaeology Study

In Southeastern San Diego and Encanto Neighborhoods, 32 cultural resources have been recorded. The 13 prehistoric resources include two temporary camps; two shell scatters; two shell and lithic scatters; one lithic scatter; one shell, lithic, and groundstone scatter; one shell and lithic scatter with associated midden; one habitation site; the ethnographic village of Las Choyas; and two isolated finds. The 18 historic resources include 13 historic debris deposits, two historic foundations with associated features, two historic debris deposits with associated features, and one historic residence. One multi-component site is also present, consisting of two historic loci and two prehistoric loci.

While the majority of the community of Southeastern San Diego has been developed, numerous previously recorded and newly identified sites and/or features have been observed in a buried context during ground-disturbing construction and infrastructure installation, or maintenance activities.

There are pockets within the community that remain undeveloped, located primarily in canyon areas and designated parks. The ethnographic village of Las Choyas has been identified archaeologically and ethnographically within the community of Southeastern San Diego and has been previously identified as an area of concern to the local Native American community. Water courses such as Chollas Creek, Imperial Creek, and South Chollas Creek were major transportation corridors and ecological resources used during both prehistoric and historic periods. Given these factors, these areas have a high level of cultural sensitivity. Because cultural resources have also been observed during ground-disturbing activities throughout the community, and because the plan area is crossed by multiple high-potential water courses, the remainder of the community plan area is considered to have a moderate level of sensitivity for buried archaeological resources.

Participation of local Native American tribes is crucial to the protection of cultural resources. Native American participation would be required for all levels of future investigations in the Southeastern San Diego community. Areas that have not been developed should be surveyed prior to any ground-disturbing activities. In areas that have been developed, ground-disturbing activities should be monitored.

### Historic Context

The Southeastern San Diego Historic Context Statement presents the history of Southeastern San Diego's built environment from pre-history to 1967 in order to support and guide identification and evaluation of historic properties throughout the neighborhood, as well as to inform future planning decisions. The Historic



Map of San Diego showing the extent of development in 1904 (top) and showing subdivisions and city limits circa 1910 (middle). San Diego Electric Railway Trolley in Logan Heights (bottom).

Context Statement identifies periods and themes significant in the historical development of Southeastern San Diego which include:

- Pre-History and Early San Diego History (to 1867)
- Building Southeast San Diego (1868-1916)
  - Acquiring the Land: Early Subdivisions
  - Residential Development
  - Encanto: Suburban Farms
  - Commercial Corridors
  - Development of Social and Community Services
  - Annexation
- Southeastern San Diego Expands (1917-1939)
  - Panama-California Exposition and World War I
  - The Automobile Arrives
  - Ethnic Diversity and Migrations
  - New Municipal Improvements
- Freeway Era (1940-1967)
  - World War II
  - Suburbanization
  - Freeway Construction
  - Education and Social Services

## Pre-History and Early San Diego History (to 1867)

The longest period of human settlement in the San Diego area includes Native American, Spanish, and Mexican habitation, and is the period with the least physical evidence remaining today. As early as 12,000 years ago, Southeastern San Diego was primarily inhabited by the Kumeyaay people (called Diegueños by the Spanish missionaries). The modern built environment in Southeastern San Diego had its start with the Mexican land grants in the San Diego area, namely Pueblo Lands and Ex-Mission Rancho de San Diego de Alcalá, which would serve as the base for all future development in the area. American settlement of San Diego began in 1850 with the subdivision of “New San Diego,” and was solidified in 1867 when Alonzo Horton purchased 800 acres in downtown San Diego and began selling the lots at his real estate office. San Diego city leaders also tried to attract a railroad to further spur development in the city.

No known built resources exist from San Diego’s earliest period within Southeastern San Diego. However, sub-surface archaeological artifacts discovered from this period are likely to yield information about the life and culture of the early Native American, Spanish, Mexican, and early American peoples. These remains are most likely to be found along Chollas Creek and other waterways, and many archaeological sites in the community have already been documented, as discussed previously.



## Building Southeastern San Diego (1868-1916)

Anticipating the arrival of the railroad, Southeastern San Diego was a patchwork of subdivisions and additions in the 1870s. Block and parcel size varied by subdivision, and some of the street grids did not align. One of the most important early subdivisions in San Diego was Sherman's Addition, located on Pueblo Lot 1155, encompassing 160 acres bounded by 15th and 24th streets, between Market and Commercial streets.

The arrival of the railroad had a huge impact on the residential growth of Southeastern San Diego in this early period of development. In 1885, the California Southern Railroad, a subsidiary of the Atchison, Topeka and Santa Fe line, established a line between San Diego and National City. The California Southern Railroad tracks ran along the waterfront through what is now Barrio Logan, with a depot at the foot of present-day Beardsley Street. The San Diego, Cuyamaca and Eastern Railway was completed in 1889, beginning at 9th and N (now Commercial) streets, traveling along N Street, and winding through Mt. Hope Cemetery and Encanto. The present-day San Diego Trolley runs along this historic route. Beginning in 1887, steam, mule-drawn, and then electric trolleys began serving the area. Neighborhoods within a few blocks of the rail and streetcar lines flourished as transportation improvements resulted in a corresponding construction boost, especially in Logan Heights.

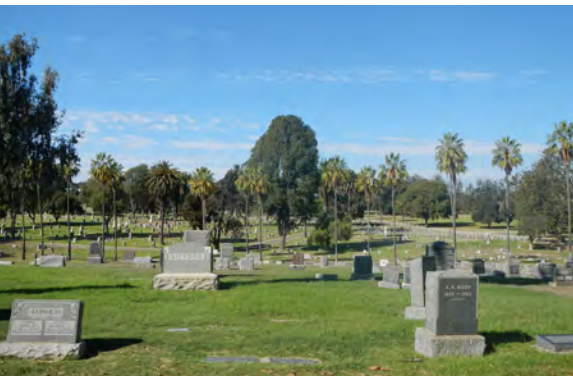
Southeastern San Diego, especially west of 30th Street, was predominantly home to middle- and working-class families. Land was affordable, and the area developed into a small-scale residential area dominated by modest wood-frame cottages and bungalows. In the late nineteenth century, these single-family residences were rendered in Folk Victorian, Queen Anne, and Folk National architectural styles; by the 1910s, residences featured simplified Craftsman and Early Prairie styles. Most had an outbuilding or stable at the rear of the property.

Some of the earliest houses in Southeastern San Diego were large estates, especially in Sherman Heights and Grant Hill. Sherman Heights developed as a fashionable neighborhood for wealthier San Diegans because its hilltop location and proximity to downtown San Diego were desirable. The Sherman House (1886) and Villa Montezuma (1887) are among the most impressive residences in the neighborhood.

Because of the close proximity and ease of connection to San Diego's downtown commercial core, the community remained primarily residential with only scattered neighborhood commercial development. Commercial uses were primarily located along the main transportation corridors linking the neighborhoods together: Imperial Avenue, National Avenue, Logan Avenue, and Market Street. Shops and light industrial uses such as livery stables, breweries, and harness-makers were the primary types of commercial uses in the Planning Area during this period.



*Example of residential cottages and bungalows from early subdivisions in Southeastern San Diego remain in the community today.*



*Wood-frame cottages and early multi-family residences (top and middle). The Mt. Hope and Greenwood cemeteries are significant cultural landscapes (bottom).*

As residential development progressed, schools and churches were constructed to serve the growing community. The locations of schools from this period help to explain the larger residential development patterns, as schools typically indicate a certain concentration of nearby single-family homes for families.

### **Southeastern San Diego Expands (1917-1939)**

The 1915 Panama-California Exposition and World War I greatly affected the development of Southeastern San Diego because both the exposition and the war called attention to San Diego and brought new people to the city. At the same time, a dramatic increase in automobile production made cars increasingly affordable to the middle classes. Most of the area had already been subdivided during the real estate booms of the 1880s and the early 1900s. During the interwar period, construction in existing subdivisions grew. By 1930, small-scale residential development now extended all the way to the edge of the Pueblo Lands. The automobile granted more flexibility for developers and homeowners, allowing areas farther from the city center to thrive without relying on public transportation.

Single-family residences were still the primary property type in the community during this period, but the size, style, and layout of the houses began to change to reflect newer architectural trends. The introduction of bungalow courts featured clusters of individual units arranged around a central garden or courtyard, allowing sufficient density while still providing greenery and private space. Bungalow courts included detached garages, indicative of the increasing role of the automobile in urban life.

Duplexes and apartment buildings also gained popularity during this interwar period of expansion.

The influence of the automobile resulted in new businesses that catered to car owners. Garages and service stations sprang up along the main commercial corridors in Southeastern San Diego: National Avenue, Logan Avenue, Ocean View Boulevard, Imperial Avenue, and Market Street. The 1920 Sanborn Fire Insurance maps show a large garage at Imperial Avenue and 30th Street, as well as many corner gas stations along all the main commercial corridors. Furthermore, personal automobile garages soon became a fixture of the new auto-focused lifestyle in Southeastern San Diego.

Like commercial and residential uses, the industrial district was influenced by the automobile. Industrial and light industrial uses no longer had to be located along the rail lines or at the port. The industrial area began to expand into Barrio Logan and the greater Logan Heights area beginning in the 1920s. According to Sanborn Fire Insurance Maps, breweries, bottling works, a concrete block factory, Saratoga Chip Factory, and a candy factory were all located between Kearney and Logan streets (present-day I-5 corridor). Lumber yards and other agricultural industries were located near Encanto.

Beginning in the 1920s, ethnic enclaves began to form in the community, especially in the greater Logan Heights area. This is attributed primarily to the increased use of restrictive covenants in housing contracts in other neighborhoods of San Diego. Minority groups settled in Southeastern San Diego where such restrictions were absent or were not enforced. Other factors



likely included proximity to jobs and social institutions such as churches, desire for cultural familiarity amongst others of the same culture, and international events that triggered large-scale population migrations across the country. Additionally, as the automobile opened new lands for settlement, wealthier white residents who had once lived in the neighborhoods close to the downtown commercial core took the opportunity to move further afield beginning in the 1920s, leaving vacancies for minority groups in the inner city.

The Memorial Park neighborhood became a center of San Diego's African-American population in the mid-1920s. By 1926, six of the city's seven black churches were located in the Memorial Park neighborhood, and by 1940, all eight of the city's black churches were located in the neighborhood.

The 1920s saw a dramatic increase in the Mexican-American population in Southeastern San Diego, as large numbers of immigrants fled to the United States after the Mexican Revolution (1910-1920). Additionally, restrictions on European and Asian immigration imposed by the federal government after World War I left many jobs in agriculture, construction, transportation, and mining available for Mexican immigrants. Many Mexican immigrants settled in Logan Heights, which transformed into the largest concentration of Mexican families in the city during the 1920s. The Neighborhood House was founded downtown in 1916, in keeping with the nationwide "settlement house movement" that sought to reach out to poor migrants. Although the organization's services were available to anyone in need, the primary goal of the Neighborhood House was to assist San Diego's Mexican immigrants.

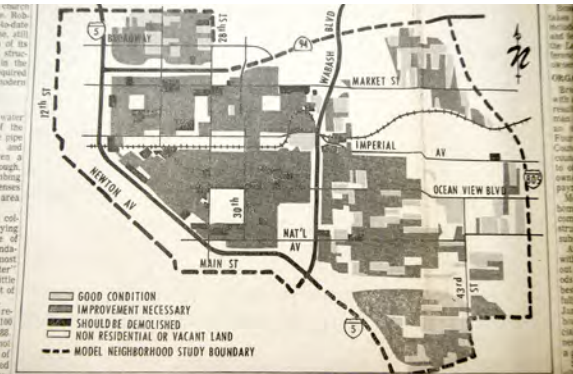


Apartment buildings, top, and bungalow courts, middle, were popular during the 1920s and 1930s. Commercial buildings, like the one pictured at the bottom, also appeared along main commercial corridors in this period.



During the 1920s, the Logan Heights and Memorial Park neighborhoods became centers of San Diego's Mexican-American and African-American populations. Calvary Baptist (top) and Our Lady of Guadalupe (bottom) are part of this history.





Aerial view of Chollas Valley, showing postwar subdivisions in 1957 (top). A map from the Model Neighborhoods project (bottom), in which dark shading was used to indicate “that the structures are past renovation and must be torn down.”

## Freeway Era (1940-1967)

San Diego has long had a military presence, but its place as a major military hub was solidified when the United States entered World War II in 1941. Naval Station San Diego, at the foot of 32nd Street just south of the community, was the largest Navy base on the West Coast and the home port of the U.S. Pacific Fleet. The influx of military personnel and defense workers created an immense housing shortage in San Diego. Fifty thousand workers arrived in the city in 1940 alone. In Southeastern San Diego, the “Dells” defense housing project was completed circa 1945 and demolished in 1955. Aerial photos from 1946 also reveal a large housing complex just north of Greenwood Memorial Park (south of Market Street at 43rd Street) labeled as “Market Street Extension Housing.” About four blocks of the development still exist today between 43rd Street and I-805.

The postwar era saw the rapid expansion of San Diego: over 2,500 new subdivisions were recorded city wide between 1940 and 1967. With large tracts of rural land available so close to the center city, postwar developers quickly saw the potential to create new suburbs in the valley. A study of San Diego County Assessor’s records revealed that subdivisions recorded in the 1950s and 1960s included Ocean View Terrace, on the south side of Ocean View Boulevard between Pueblo Lands boundary and San Pasqual Street (1950).

In the 1950s, the City of San Diego rezoned the greater Logan Heights area—especially in present-day Barrio Logan—from primarily residential to an industrial or mixed-use classification. This zoning change resulted in major changes to the land use and character of the neigh-

borhood: commercial and industrial businesses were now located adjacent to residences, and noisy, unsightly automotive scrap yards proliferated. This zoning change combined with municipal transportation decisions and post-war migration patterns to created conditions of blight in the community, especially in greater Logan Heights. As a result, Southeastern San Diego (roughly equivalent to the greater Logan Heights area) was one of two neighborhoods in San Diego officially designated as “Model Cities Neighborhoods,” under an ambitious federal urban aid program that operated between 1966 and 1974. A comprehensive profile of Southeastern San Diego was prepared for the Model Cities Program in 1968, and an action plan for fixing the decay was developed in 1972.

Restrictive zoning and discriminatory covenants in other parts of the city reinforced the segregated living conditions that had begun in the 1920s, and Southeastern San Diego became home to a majority of San Diego’s poor and non-white residents during the postwar era. Many African-Americans moved to Encanto and Valencia Park from Logan Heights in the 1950s and 1960s, taking advantage of the first opportunity they had to own homes.

Passage of the Civil Rights Act of 1964 and the Fair Housing Act of 1968 formally put an end to discriminatory housing practices, but Southeastern San Diego never fully recovered from the declining socioeconomic conditions that had been exacerbated by years of segregated living.

In the postwar era, “car culture” pervaded Southern California, and commercial development catered to the increasing number of car owners. New property types such

as car washes, drive-in restaurants, and drive-in movie theatres were built. Another architectural type exhibited in World War II-era and post-war commercial and light industrial buildings is the prefabricated Quonset hut, developed during World War II. After the war, the corrugated metal buildings were adapted to commercial buildings and warehouses.

As the population in Southern California continued to expand after World War II, increasing traffic congestion led city engineers to create a new transportation system to move large volumes of cars quickly without having to pass through congested business districts. In San Diego, master planning for the new freeways began in the early 1950s, and Southeastern San Diego was heavily affected by these plans. Large swaths of the neighborhood were razed in the 1950s and 1960s to make way for the six- and eight-lane freeways, effectively eliminating the once-fluid edges of the neighborhood.

The freeways not only demolished some of the area's oldest buildings, but also displaced families and businesses and exacerbated social issues. Socioeconomic consequences caused by the freeway construction included segregation of lower-income and ethnic minorities; reduction in existing affordable housing stock; and separation of communities from services such as stores, churches, and schools. For example, Highway 94 was designed to connect San Diego to Lemon Grove, La Mesa, and El Cajon to the east, and was completed in three stages between 1956 and 1958. Everything on the blocks between F and G streets between 17th and 30th streets was demolished.

## Today

Today, Southeastern San Diego remains one of the most ethnically diverse neighborhoods in all of San Diego, continuing the population migration trends that began in the 1920s. In recent years, demolition and deterioration of older housing stock combined with numerous urban infill projects have changed the built environment in the community. However, the resources that remain, which include over a dozen individually designated historic resources, two historic districts encompassing nearly 450 contributing resources, and potential resources in the form of individually exceptional properties and smaller clusters of significant houses, work collectively to tell the important stories of Southeastern San Diego's past.

## Designated Historical Resources

Southeastern San Diego is home to one historic building listed in the National Register of Historic Places, the Villa Montezuma located at 1925 K Street, as well as twelve other individual properties and two historic districts listed in the City of San Diego Register of Historic Resources.

Designed by architects Comstock and Trotshe and constructed in 1887 for musician Jesse Shepherd, the Villa Montezuma defies exact architectural classification, combining elements, forms and detail of Moorish or Turkish and Gothic influence in the general Queen Anne style. A community landmark since its construction, the Villa Montezuma is an integral part of the Sherman Heights community and was designated Historical Resources Board (HBB) Site #11 in 1970.



*An architectural type exhibited in post-war commercial buildings is the prefabricated Quonset hut, including this example on Market Street (top). Swaths of the neighborhood were razed to make way for freeways (bottom).*





*Villa Montezuma and Hollington House (top and bottom) are listed in the National Register of Historic Places and the San Diego Register of Historical Resources, respectively.*

Old Firestation #19, located at 3601 Ocean View Boulevard and designated as HRB Site #893, reflects special elements of social history in the development of the African American community in San Diego and is associated with the early history of the City's African-American firefighters. African-American firefighters were moved to Old Fire Station #19 in the late 1920s and were not allowed to work out of any other fire station in the City, thus reinforcing segregation and discrimination. Though the station became a community center for residents and other African-Americans working in other City departments, institutional discrimination did not allow firefighters to advance or earn promotions in the department. The San Diego Fire Department was the first to attempt integration in 1951 several years before the Civil Rights Movement would take shape; however, African American firefighters continued to be harassed by their colleagues for many years until integration was widely accepted.

Located at 2930 Marcy Avenue, The Boys Club of San Diego, designated as HRB Site #1114, has provided a safe and enriching environment for positive character development to San Diego's youth since its construction in 1942. Construction of the building was done using loaned heavy equipment, donated labor, and materials that were either donated or purchased at cost. The building of the Boys Club was truly a community effort that required the cooperation and support of many different people. Those who believed in it and helped it along understood its importance as an investment in the quality of life of future generations.

## Sherman Heights and Grant Hill Park Historic Districts

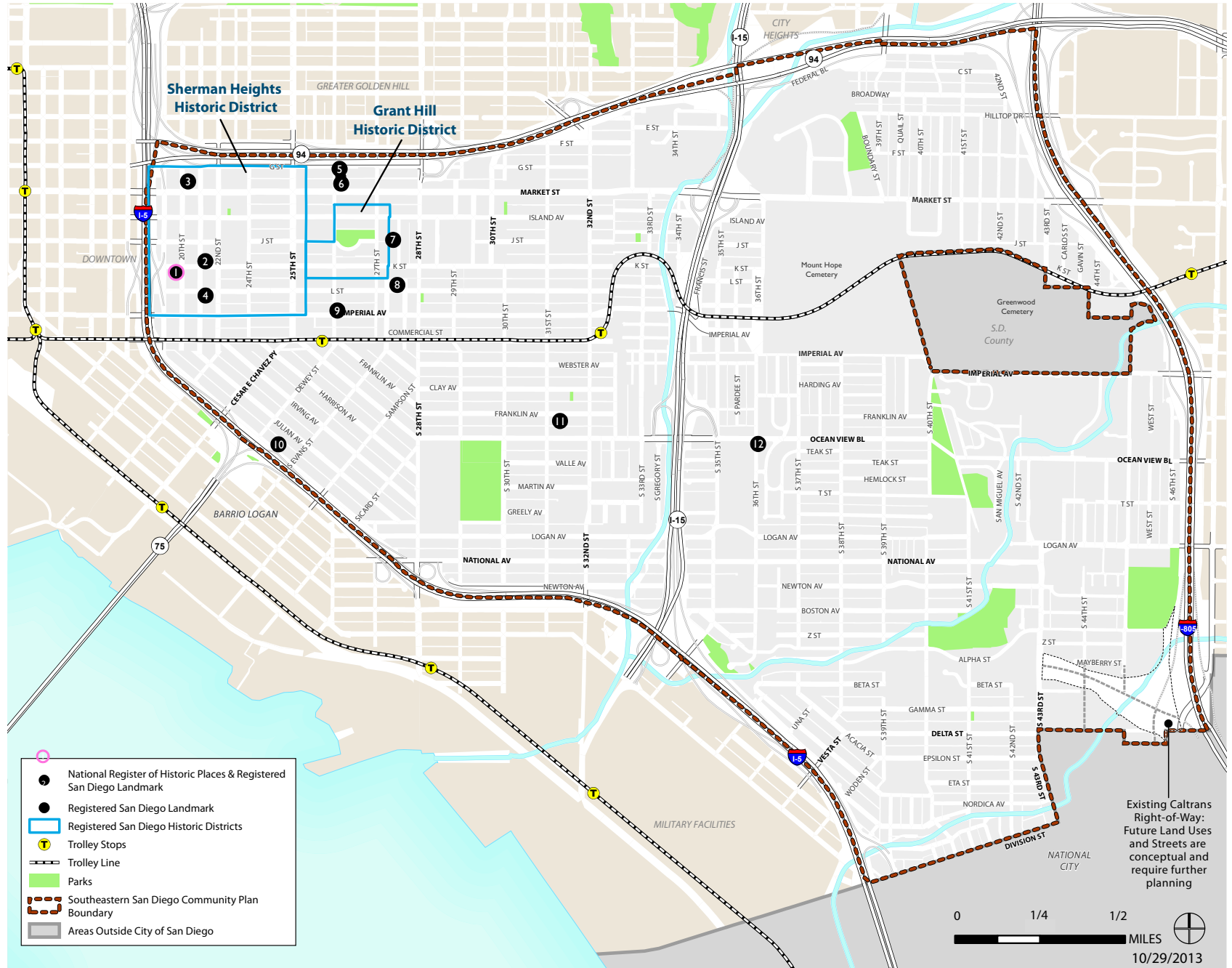
In addition to individually significant historic resources, Southeastern San Diego contains two historic districts, Sherman Heights and Grant Hill. The Sherman Heights District lists 390 contributors and the Grant Hill District lists 48 contributors. The historical resources in the community of Southeastern San Diego are shown in Figure 9-1 and Table 9-1.

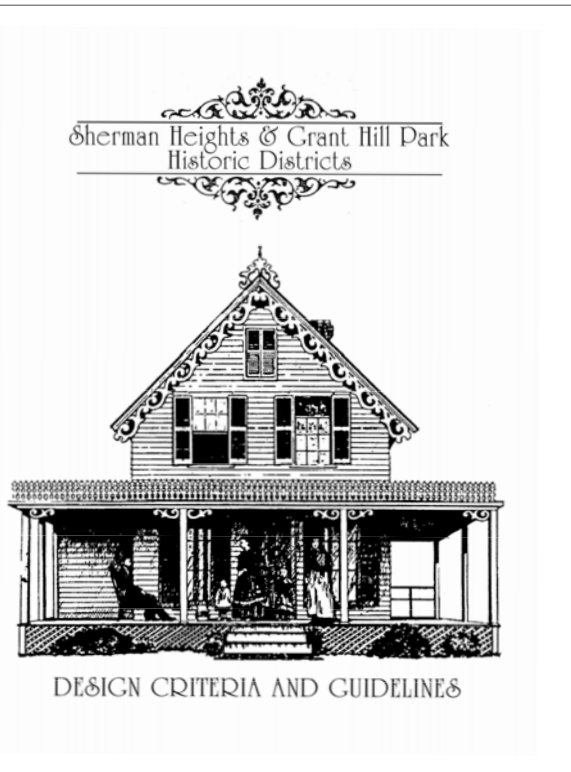
On May 27, 1987 the City of San Diego Historical Resources Board (HRB) designated the Sherman Heights Historic District, which contains a progression of architectural styles illustrating the architectural, social and economic development of the community and City. On June 30, 1987 the City Council adopted through Resolution R-268738 the Sherman Heights Historic District Development Guidelines, which were intended to guide development of contributing and non-contributing resources within the boundary of the District.

On February 24, 1988 the HRB designated the Grant Hill Park Historic District, located immediately east of the Sherman Heights Historic District. Grant Hill Park is notable for its historical association with Ulysses S. Grant, Jr.; the 2.6 acre Grant Hill Park with its panoramic view of the city and surrounding areas; and a variety of architectural styles dating from the late 1800s, including Neoclassic, Stick, Queen Anne and Craftsman. On February 5, 1990 the City Council amended the Sherman Heights Historic District Development Guidelines to include Grant Hill Park, and renamed them the Sherman Heights and Grant Hill Park Historic Districts Design Criteria and Guidelines (O-17419).



FIGURE 9-1: HISTORIC DISTRICTS AND STRUCTURES





The Sherman Heights Historic District covers the northwestern corner of the Plan area. Design criteria and guidelines aim to maintain the integrity of historic districts and the structures that comprise them.

TABLE 9-2: HISTORIC PLACES, LANDMARKS AND DISTRICTS		
MAP ID	SITE	ADDRESS
<i>National Register of Historic Places</i>		
1	Villa Montezuma	1925 K Street
<i>Registered San Diego Landmarks</i>		
1	Villa Montezuma	1925 K Street
2	Sherman Heights Apartments	2106 K Street
3	Sherman Hearn House	633 20th Street
4	Hollington House	171 21st Street
5	Frank Zinnel House	643 26th Street
6	Newby-Whitney House	629 26th Street
7	Strandlund Family Residence	402 Langley Street
8	Italian Stone Pine	2736 L Street
9	Claus A. Johnson Commercial Building	2602-2608 Imperial Avenue
10	Gorham House	2040-2042 Kearney Avenue
11	Weldon Glasson House (Chateau de Toman)	3139 Franklin Avenue
12	Old Fire Station #19	3601 Ocean View Boulevard
13	Boys Club of San Diego	2930 Marcy Avenue
<i>Historic Districts</i>		
1	Sherman Heights Historic District	Bounded by Hwy 94, 25th Street, Commercial Street, and I-5 Fwy
2	Grant Hill Historic District	Bounded by the alley south of K Street, the alley east of 27th Street, the alley north of Island Avenue, and the alley east of 25th Street (excluding 2500 block of Island Avenue & north side of 2500 block of J Street)

Source: Page & Turnbull, 2012.

As designated historic districts, development within the Sherman Heights and Grant Hill Park Historic Districts must comply not only with the Sherman Heights and Grant Hill Park Historic Districts Design Criteria and Guidelines, but the City's Historical Resources Regulations (Municipal Code Chapter 14, Article 3, Division 2) as well. See Chapter 2: Land Use for a discussion of the Community Plan Implementation Overlay Zone (CPIOZ) governing development in the historic districts.

### Potentially Significant Historical Resources

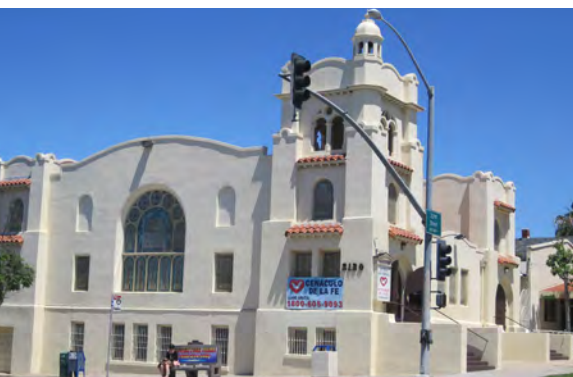
In the next twenty years (the timeframe of this plan), there will be historical resources that have not yet been identified as significant that could be added to the National, State, or City Registers for Historical Resources. The Southeastern San Diego Historic Context Statement identifies important periods, events, themes, and patterns of development, and provides a framework for evaluating individual historic properties and districts for the National Register of Historic Places, California Register of Historical Resources, and San Diego Register of Historical Resources. Historic property types associated with these periods and themes are also identified and described in the Historic Context Statement, and significance and integrity considerations are included for each. It is important to note that while the context statement identifies key historical themes that shaped development in Southeastern San Diego, it is not a comprehensive history of the city, nor is it a definitive listing of all the neighborhood's significant resources. Instead, it provides a general discussion of the overarching forces that created the built environment, the reasons why properties associated with that development are important, and what characteristics they need to qualify as historic resources.

### Identification and Preservation Policies

*In addition to General Plan Historic Preservation Element Policies, the following policies are specific to Southeast San Diego:*

- P-HP-1:** Conduct a Historic Resources Reconnaissance Survey to identify architecturally and historically significant buildings and potential historic districts.
- P-HP-2:** Identify, designate, preserve and restore historical buildings in Southeastern San Diego and encourage their adaptive reuse in a manner consistent with the U.S. Secretary of the Interior's Standards for the Treatment of Historic Properties.
- P-HP-3:** Develop a historic context statement related to the African-American community within Southeastern San Diego to assist with the identification, evaluation and preservation of resources significant to that history. Include an oral history component in the context statement to inform the context about those properties valued by the community. Include an oral history component to inform the context about those properties valued by the community.
- P-HP-4:** Develop a historic context statement related to the Mexican-American "sense of place" and cultural landscape evident throughout the community to assist with the identification, evaluation and preservation of resources significant to that history. Include an oral history component in the context statement to inform the context about those properties valued by the community.





*In order to qualify for listing in the local, state, or national historical registers, a property must be shown to possess both significance and integrity. Properties shown here are for example only.*

- P-HP-5:** Develop a historic context statement related to the Japanese-American community within Southeastern San Diego to assist with the identification, evaluation and preservation of resources significant to that history. Include an oral history component in the context statement to inform the context about those properties valued by the community. Conduct subsurface investigations at the project level to identify potentially significant archaeological resources in Southeastern San Diego.
- P-HP-6:** Protect and preserve significant archaeological resources. Refer significant sites to the Historical Resources Board for designation.
- P-HP-7:** Conduct project specific Native American consultation early in the development review process to ensure adequate data recovery and mitigation for adverse impacts to significant archaeological and Native American sites. Refer potentially significant historical and cultural resources to the Historical Resources Board for designation.
- P-HP-8:** Allow concerned Native American parties an opportunity to comment on or participate in any treatment plan for any sites with cultural and religious significance to the Native American community.
- P-HP-9:** Recommend that in the event that Native American burials are anticipated or inadvertently discovered during controlled archaeological excavations or any phase of construction, the concerned parties seek to avoid direct and indirect impacts to the site(s) as the primary mitigation alternative. Treat sites containing human remains, funerary objects, sacred objects, or objects of cultural patrimony according to applicable laws and in accordance with the Native American Graves Protection and Repatriation Act (NAGPRA; 43 CFR 10), as appropriate, and any agency-specific rules and procedures for handling such matters.
- P-HP-10:** Recommend that if human remains are uncovered, no further disturbance of the site shall occur until the County Coroner has made the necessary finds as to origin and disposition of the remains.
- P-HP-11:** Include measures during new construction to monitor and recover buried deposits from the historic period and address significant research questions related to prehistory.

## 9.2 Educational Opportunities and Incentives Related to Historic Preservation

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, support of small business development and heritage tourism, and enhancement of 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 heritage tourism base drawn to the community's historic neighborhoods by highlighting and celebrating the rich history of Southeastern San Diego.

### Educational and Incentives Policies

*In addition to General Plan Historic Preservation Element Policies, the following policies are specific to Southeast San Diego for implementation of educational opportunities for preservation of the community's historical resources:*

- P-HP-12:** Promote community education and awareness of the significance of Southeastern San Diego's potential and listed historic resources.
- P-HP-13:** Partner with Sherman Elementary School, located in the heart of the Sherman Heights Historic District, to provide information on the history and significance of the surrounding community. Materials could include photographs, printed brochures and walking tours that could be utilized for local field trips.
- P-HP-14:** Include well-preserved archaeological artifacts in an exhibit that could temporarily be housed at the Logan Heights and Mountain View/Beckwourth libraries to better inform the public about the prehistoric occupation and the historic development of Southeastern San Diego.
- P-HP-15:** Promote the maintenance, restoration, rehabilitation and continued private ownership and utilization of historical resources through a variety of financial and development incentives.
- P-HP-16:** 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.



*Sherman Heights Community Center (top), Bread & Salt (the former Weber's Bakery, middle), and Walmart Neighborhood Market (the old Farmers' Market Building, bottom) are examples of rehabilitation and adaptive reuse.*

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# 10 ARTS AND CULTURE

Arts and culture play an important role in Southeastern San Diego in creating vibrant and meaningful spaces and providing an opportunity to express ideas about nature, community, history, current events, and culture in the built environment. In Southeastern San Diego, arts and culture are expressed in many forms across the community, including on the streets and sidewalks, as well as in parks, plazas, transit stations, and private spaces like homeowners' yards. The Arts and Culture Element of this plan supports the creation and maintenance of art in the public realm and cultural activities in Southeastern San Diego, to ensure that they continue to be integral and defining characteristics of the community.



Street vendors, signs, brightly colored storefronts, fences, and garden walls add to the visual interest and cultural identity of the community's streets.

## GOALS

1. Southeastern San Diego Neighborhoods identified as a thriving cultural and arts center.
2. A community culture that promotes local artists and arts-supportive community organizations.
3. A vibrant cultural character enhanced through public art, food, music and dance.

TABLE 10-1: ARTS AND CULTURE TOPICS ALSO COVERED IN OTHER PLAN ELEMENTS

ARTS AND CULTURE TOPIC AREAS	LAND USE	MOBILITY	URBAN DESIGN	ECONOMIC PROSPERITY	RECREATION	HISTORIC PRESERVATION
Cultural Tourism	X		X	X		X
Public Art		x	X		X	

Other aspects of the Plan overlap with the Arts and Culture Element. Cultivating tourism based on arts and culture is an economic strategy discussed in the Economic Prosperity Element, and it also overlaps with the Historic Preservation Element. Public art is also an aspect of urban design, as discussed in the Urban Design Element, and the settings for public art as part of transit or streetscape projects and Chollas Creek improvements create connections with the Mobility and Recreation elements. See Table 10-1.



## 10.1 Cultural Character

Diversity is a defining attribute of the built environment in Southeastern San Diego, creating the varied yet consistently rich flavor of the community. Southeastern San Diego is a community that has grown over time, adapted to the needs and expressing the character of its residents. It is the appropriation of space and the built environment by its residents that makes it a special place in San Diego. Signs, advertisements, and brightly colored storefronts add to the visual interest and cultural identity of the community's streets, particularly on main commercial corridors such as Imperial and National avenues. In many residential areas in the community, fences and garden walls speak as much about the individual character of each resident as do the buildings.

Land form and natural features also contribute to a sense of place. Southeastern San Diego has views to Downtown, the mountains, and other neighborhoods. In hilly areas, development steps with the hillside rather than projecting over it, and the City grid is maintained.

## 10.2 Public Art

Throughout the public realm in Southeastern San Diego, art plays an important part in bringing life and identity to the streets and public spaces. The mural at 32nd Street and Imperial Avenue and the art work at the Sherman Heights Community Center are notable pieces of public art in the community.

Another notable work of art is at the 25th and Commercial Trolley Station. The sculptural art piece, entitled "Achievement/Progress/Community: In the Spirit of Cesar E. Chavez," is the work of a local art team.

The Chollas Creek South Branch Implementation Program makes site specific recommendations for creek restoration and public access enhancements, and art can play a role in making the creek a source of pride. There are numerous sites targeted for arts improvements, particularly where the creek crosses under freeways.



*Murals and art at Trolley stations are existing examples of public art in Southeastern San Diego.*





*Dia de los Muertos (top and middle) and the Cooper Family Juneteenth Celebration take place in Southeastern San Diego (bottom, image courtesy San Diego Union-Tribune).*

### 10.3 Arts Programs and Facilities

San Diego School of Creative and Performing Arts is a public arts magnet school near Southeastern San Diego that is a center for arts programs and spaces that serves the region.

The Sherman Heights Community Center plays a significant role in bolstering the arts and culture for Southeastern San Diego. One popular annual event held there is the Day of the Dead Celebration (Dia de Los Muertos), where local families create traditional Mexican altars (ofrendas) and share in food and folk art activities.

#### Cultural Tourism Opportunities

The abundance of arts and culture in Southeastern San Diego presents an opportunity to bolster economic prosperity in the community through cultural tourism. The unique character of the community as expressed through arts and cultural activities can attract visitors and enhance the local economy. A focus on arts and culture presents an opportunity to reinvent and revitalize the community.

The Sherman Heights Neighborhood Cultural Council (SHNCC) was founded in 2001 under the National Trust for Historic Preservation’s Share Your Heritage program to promote the unique and authentic cultural heritage of the Sherman Heights Historic District. With encouragement from the City of San Diego Commission for Arts and Culture, SHNCC members and supporters include residents, business owners, artists, and others who care about the unique character of

the neighborhood. The SHNCC promotes “Sherman Heights: the Victorian Neighborhood with Latino flavor – An Unexpected Cultural Mix!”

Music and dance are a central part of Southeastern San Diego’s identity and enrich the public realm with celebrations of the community’s history and culture through festivals and performances. The Latino Music Festival takes place at the Sherman Heights Community Center annually in collaboration with the Historic Barrio District. This free family event celebrates the food, arts, and sounds of Latino culture and features live music by local artists, food, art, unique hand-crafted items, and activities for kids.

The Cooper Family Juneteenth Celebration is held annually at 29th Street and Imperial Avenue to commemorate the end of slavery in the United States. It provides a free educational and culturally-enriching event and cultivates a sense of pride in the African-American community.

#### Policies

- P-AC-1:** Pursue art installations that are diverse in content, media and siting, that help to create and reinforce the uniqueness of Southeastern San Diego and reflect the array of regional cultural and environmental influences.
- P-AC-2:** Include public art or cultural amenities in each new development project. Engage artists early in the project design process to achieve integration between art and architecture.

- P-AC-3:** Strengthen Southeastern San Diego's identity as a local cultural and arts center through the use of art in public spaces such as trolley stations, sidewalks, streets, parks, and building lobbies.
- P-AC-4:** Promote cultural tourism in Southeastern San Diego to attract visitors interested in cultural events.
- P-AC-5:** Support the diversity of history, culture, climate, environment, and people through inclusive arts and cultural offerings accessible to non-English speaking residents, seniors, and visually and hearing impaired populations.
- P-AC-6:** Utilize vacant and/or underutilized storefronts and other non-residential buildings for temporary art exhibitions.
- P-AC-7:** Encourage the provision of spaces for performances and art events in neighborhood parks, community centers, schools, transit stations, residential developments, and public areas within private development.
- P-AC-8:** Continue efforts to create meaningful, memorable, and culturally-significant public spaces in Southeastern San Diego that are integrated with public art.
- P-AC-9:** Emphasize public art installations on Market Street, Imperial Avenue, Logan Avenue, National Avenue, and at major intersections.
- P-AC-10:** Involve artists in the design of gateway elements proposed for key entrances to the community, as identified in the Urban Design Element.
- P-AC-11:** Encourage the continuation and expansion of cultural arts events and programs, such as those at the Sherman Heights Community Center and Logan Heights Library, as well as seminars, workshops, concerts, and community cultural festivals. Improve and enhance existing arts and culture facilities.
- P-AC-12:** Explore opportunities to accommodate current or emerging cultural arts programs within existing facilities. Work with community groups for sharing of performance and exhibit space and consider the potential for new facilities.
- P-AC-13:** Support the efforts of non-profit, private, and community organizations to apply for public and private grants and promote donations to support art, cultural,



*The Plan supports diverse art installations, public art in new development, and art in public spaces and on public buildings.*

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# 11 IMPLEMENTATION

## 11.1 Purpose

The Southeastern San Diego Community Plan will be implemented through a number of different mechanisms which are outlined in this element. It describes the necessary actions and key parties responsible for realizing the plan's vision. Implementing these proposals will require the active participation of the city departments and agencies, regional agencies such as SANDAG, and MTS, and the community.

This plan recommends a number of actions for the City and the Southeastern San Diego community to pursue in order to implement the policies and recommendations of this plan for the entire planning area. These actions include, but are not limited to:

- Process zoning changes to implement the land use element.
- Approve and regularly update a Public Facilities Financing Plan (PFFP) identifying the capital improvements and other projects necessary to accommodate present and future community needs as identified throughout this Community Plan.
- Implement facilities and other public improvements in accordance with the PFFP.
- Pursue grant funding to implement unfunded needs identified in the PFFP.
- Apply project design recommendations when properties develop in accordance with the plan.
- Pursue formation of Assessment Districts, Business Improvement Districts, Property Based

Business Improvement Districts and Parking Districts, as appropriate, through the cooperative efforts of property owners and the community in order to construct and maintain improvements.

The implementation strategies that have been identified focus on various Incentive Programs, Financing Mechanisms, and Improvement Priorities that could be considered toward this effort. Table 11-4 (Implementation Schedule) begins to define the actions, responsible parties, and timeframes needed to ensure the timely implementation of the plans, policies, and developments envisioned by the Community Plan. This Table is intended to be continually updated and provides a mechanism to monitor progress and can be used to establish project and funding priorities as part of the City's annual budget process.

## 11.2 Incentive Programs

This section identifies various entitlement and development incentives that could be used to encourage and facilitate new development and/or rehabilitation and adaptive reuse of existing structures specifically within the Village District.

- **Land Use Entitlements:** Projects that are consistent with and advance the vision, goals and policies of the Community Plan, will be permitted to process land use entitlements either ministerially or as a Process 2 (Staff review). This ultimately allows development to proceed on an accelerated basis that saves property owners, business owners, developers, and builders valuable time and money.

- **Incentives:** An integral component of this Community Plan Land Use Element is the ability to incentivize new development in close proximity to the 22nd Street and 32nd Street transit stations. These incentives are identified in Table 2-4 in the Land Use Element.
- **Parking Allowances:** The parking supply, configuration, placement, and access are essential to the function and vitality of the Village area. The Community Plan identifies a number of policies in the Land Use and Mobility Elements that address parking. Through the entitlement process, opportunities exist to consider flexible guidelines and design alternatives to ensure that parking demand is accounted for while minimizing costs and maximizing shared parking opportunities.

### 11.3 Financing Mechanisms

This section presents the estimated costs for infrastructure and streetscape improvements for the Village area and identifies various financing mechanisms that could be used to encourage public and private development and investment in the community. Table 11-1 (City of San Diego Financing Methods) describes potential financing strategies that can be pursued by the City of San Diego, their eligible uses, and parameters in which they can be applied. Table 11-2 (Local, State and Federal Financing Methods) describes potential state and federal funding programs, their eligible uses, and parameters for application. Table 11-2 (Developer/Property Owner/User Financing Methods) describes financing programs that can be directly or in partnership with the City applied to developers, property owners, and users in the Village area; eligible uses; and the parameters for their application.

Implementing improvement projects will require varying levels of funding. A variety of funding mechanisms are available depending on the nature of the improvement project:

- Institution of updated impact fees for new development.
- Requiring certain public improvements as part of new development.
- Establishing community benefit districts, such as property-based improvement and maintenance districts for streetscape, lighting, sidewalk improvements, etc.



<b>TABLE 11-1: CITY OF SAN DIEGO FINANCING METHODS</b>			
<b>FUNDING MECHANISM</b>	<b>CAPITAL IMPROVEMENT PROGRAM (CIP)</b>	<b>DEFERRAL OF PERMITS/FEES</b>	<b>COMMUNITY DEVELOPMENT BLOCK GRANTS (CDBG) / SECTION 108 LOANS</b>
<i>Description</i>	<ul style="list-style-type: none"> <li>The CIP is the City’s multi-year planning instrument used to facilitate the timing and financing of capital improvements. The CIP identifies the sources of funds available for capital improvement projects</li> </ul>	<ul style="list-style-type: none"> <li>Deferral of select permits and fees that results in upfront development cost reductions</li> </ul>	<ul style="list-style-type: none"> <li>Annual grants for use towards economic development, public facilities, and housing rehabilitation</li> <li>Section 108 loans provide front-end financing for large-scale community and economic development projects that cannot be financed from annual grants</li> </ul>
<i>Eligible Uses</i>	<ul style="list-style-type: none"> <li>Lease or purchase of land and rights-of-way</li> <li>Construction of buildings or facilities</li> <li>Public infrastructure construction</li> <li>Purchase of major equipment and vehicles</li> <li>Studies and plans associated with capital projects</li> <li>Projects requiring debt obligation and borrowing</li> </ul>	<ul style="list-style-type: none"> <li>Permit and fee charges payable to the City</li> </ul>	<ul style="list-style-type: none"> <li>Acquisition and disposition of property</li> <li>Clearance and demolition</li> <li>Public facilities and site work</li> <li>Funds must be targeted to specific areas benefiting low- and moderate-income persons or to eliminate blight</li> </ul>
<i>Funding Parameters</i>	<ul style="list-style-type: none"> <li>Additionally, the City can elect to dedicate portions of specific General Fund revenues, e.g., TOT, sales tax, etc. to targeted capital improvements if the City determines that sufficient benefit exists for the assistance</li> </ul>	<ul style="list-style-type: none"> <li>An application must request fee deferral as part of their project</li> </ul>	<ul style="list-style-type: none"> <li>Varies, funds are provided by HUD and administered by cities</li> </ul>

<b>TABLE 11-2: LOCAL, STATE AND FEDERAL FINANCING METHODS</b>			
<b>FUNDING MECHANISM</b>	<b>CALIFORNIA INFRASTRUCTURE AND ECONOMIC DEVELOPMENT BANK (I-BANK)</b>	<b>TRANSNET</b>	<b>PROPOSITION 1B</b>
<i>Description</i>	Low cost financing to public agencies for a wide variety of infrastructure projects	<ul style="list-style-type: none"> <li>Half-cent sales tax for local transportation projects that has been instrumental in expanding the transportation system, reducing traffic congestion, and bringing critical transit projects to life. Over the next 40 years, TransNet will generate \$14 billion for transportation improvement projects and programs.</li> </ul>	<ul style="list-style-type: none"> <li>Highway Safety, Traffic Reduction, Air Quality, and Port Security Bond Act of 2006</li> <li>Approved in 2006, made available \$20 billion for state and local improvement projects</li> </ul>
<i>Eligible Uses</i>	<ul style="list-style-type: none"> <li>City streets</li> <li>Educational facilities</li> <li>Environmental mitigation measures</li> <li>Parks and recreational facilities</li> <li>Public transit</li> </ul>	<ul style="list-style-type: none"> <li>The local half-cent sales tax pays for upgrades to streets, highways, and transit systems, as well as environmental protection.</li> <li>It is expected to raise \$14 billion for important upgrades – such as adding high occupancy vehicle lanes and transit facilities – to Interstates 5 and 15, and 805, as well as State Route 94.</li> <li>The TransNet extension also funds local roads, bike and pedestrian paths, smart growth projects, and habitat preservation, as well as new Rapid bus lines and rail service expansion.</li> </ul>	<ul style="list-style-type: none"> <li>Congestion relief</li> <li>Improve air quality</li> <li>Enhance safety and security of transportation systems</li> </ul>
<i>Funding Parameters</i>	The infrastructure State Revolving Fund Program offered by the I-Bank offers loans ranging between \$250,000 to \$10,000,000 with eligible repayment sources including General Fund revenues, tax increment revenues, and property assessments.	<ul style="list-style-type: none"> <li>Each local agency shall biennially develop a five-year list of projects to be funded with revenues made available for local street and road improvements under Section 4(D).</li> <li>All projects to be funded with revenues made available under must be consistent with the Regional Transportation Plan (RTP). Project priorities or phasing shall also be consistent with the RTP.</li> </ul>	<ul style="list-style-type: none"> <li>Varies, competitive application process</li> <li>The program currently contains \$1.5 million in funds available</li> </ul>

<b>TABLE 11-2: LOCAL, STATE AND FEDERAL FINANCING METHODS</b>			
<b>FUNDING MECHANISM</b>	<b>NEW MARKET TAX CREDITS</b>	<b>PROPOSITIONS 42 AND 1A</b>	<b>PROPOSITION 84</b>
<i>Description</i>	The New Markets Tax Credit (NMTC) Program was established in 2000 as part of the Community Renewal Tax Relief Act of 2000. The goal of the program is to spur revitalization efforts of low-income and impoverished communities across the United States and Territories. The NMTC Program provides tax credit incentives to investors for equity investments in certified Community Development Entities, which invest in low-income communities. The credit equals 39% of the investment paid out (5% in each of the first three years, then 6% in the final four years, for a total of 39%) over seven years (more accurately, six years and one day of the seventh year)	<ul style="list-style-type: none"> <li>• Proposition 42 required a portion of sales tax on gasoline be transferred to the Transportation Infrastructure Fund (TIF). Amended by Proposition 1A to limit the State’s ability to suspend transfer of revenues from the TIF during fiscal difficulties.</li> </ul>	<ul style="list-style-type: none"> <li>• Proposition 84 provides funding for a broad range of projects including water quality; Statewide water planning; protection of coastal waters, rivers, lakes, and streams; wildlife conservation; and sustainable communities and climate change.</li> </ul>
<i>Eligible Uses</i>	NMTCs are intended to spur the investment of new capital through Qualified Equity Investments (QEIs) in Community Development Entities (CDEs). Each CDE is certified as such by the CDFI Fund and must use substantially all of its QEIs to provide financial support (generally debt or equity financing) called Qualified Low-Income Community Investments (QLICs) to Qualified Active Low-Income Community Businesses (QALICBs) by public agency.	<ul style="list-style-type: none"> <li>• Congestion relief</li> <li>• Safety enhancements</li> <li>• Local streets repair</li> <li>• Public transportation</li> </ul>	<ul style="list-style-type: none"> <li>• Incentives for the development of local land use plans that are designed to promote water conservation, reduce automobile use and fuel consumption, encourage greater infill and compact development, and revitalize urban and community centers.</li> <li>• Eligible projects include specific plans, infill plans, zoning ordinances, and other implementation instruments and plans needed for successfully meeting AB 32 greenhouse gas emissions reduction and implementing SB 375, while improving community-wide sustainability</li> </ul>
<i>Funding Parameters</i>	CDEs obtain NMTCs awards by submitting an application describing the business plan under which they will use NMTC financing to generate community benefits. In order to be competitive, CDEs generally agree (1) to use more than 85% of QEI proceeds to make QLICs, (2) to provide NMTC financing under terms and conditions significantly more favorable than those provided by conventional sources and (3) to make QLICs in communities characterized by greater distress than reflected in the NMTC eligibility criteria.	<ul style="list-style-type: none"> <li>• Funds provided directly for local road improvements, as well as for capital projects (highway and transit) selected by Caltrans in the State Transportation Improvement Program.</li> </ul>	<ul style="list-style-type: none"> <li>• A total of \$5.38 billion spread over eight broad project areas. One project area is for Sustainable Communities/Climate Change with a \$580 million allocation.</li> <li>• Applications for funding are to be submitted to the Strategic Growth Council, with grants to be issued for projects ranging from \$100,000 to \$1 million.</li> <li>• Current amount available is about \$218,000.</li> </ul>



<b>TABLE 11-3: DEVELOPER/PROPERTY OWNER/USER FINANCING METHODS</b>				
<b>FUNDING MECHANISM</b>	<b>LANDSCAPING DISTRICTS/PARKING DISTRICTS</b>	<b>BUSINESS IMPROVEMENT DISTRICTS (BIDS)</b>	<b>DEVELOPER IMPACT FEES</b>	<b>PROPERTY OWNER/DEVELOPER EXACTIONS</b>
<i>Description</i>	<ul style="list-style-type: none"> <li>Assessment on properties located within a specific district that benefit from landscaping and/or parking</li> <li>Alternatively, collection of parking in-lieu fees on new development in lieu of on-site parking</li> </ul>	Annual fees paid by business owners and/or property owners to fund activities and programs intended to enhance the business environment in a defined area	Fees paid by developers to pay all or a portion of the costs of any public facility that benefits their development	<ul style="list-style-type: none"> <li>Payments made by developers or property owners in addition to, or in lieu of, development impact fees</li> <li>Funds contributed are used to install selected public improvements.</li> <li>Alternatively, developers are required to construct and deliver specific improvements</li> </ul>
<i>Eligible Uses</i>	<ul style="list-style-type: none"> <li>Landscaping districts allow for the funding of lights, recreational equipment, landscaping, and/or parking</li> <li>Parking districts allow for the acquisition, improvement, and operation of shared parking facilities</li> </ul>	<ul style="list-style-type: none"> <li>Marketing and promotion</li> <li>Security</li> <li>Streetscape improvements</li> <li>Operating and maintenance of public improvements</li> <li>Special events</li> </ul>	Capital facilities or ongoing services, such as: School impact fee, Mitigation fee (police, fire, park), Water meter installation, Sanitation capacity charge, Water system, facility/backup facility charge	<ul style="list-style-type: none"> <li>Dedication of right-of-way streets and utilities</li> <li>Provision of open space</li> <li>Parks or landscape improvements</li> <li>Schools and community facilities</li> </ul>
<i>Funding Parameters</i>	<ul style="list-style-type: none"> <li>Funds are typically collected concurrently with the annual business license tax or property tax bill, with varying formulas for retail vs. nonretail businesses, and residential vs. non-residential property</li> <li>Parking in-lieu fees can be based on cost of off-site parking facilities</li> </ul>	<ul style="list-style-type: none"> <li>Once established, annual BID fees are mandatory for businesses/ properties located within the BID boundary</li> <li>Business-based BID fees are collected with business license fees; property-based BID assessments are collected on property tax bills</li> </ul>	Fees are paid in the form of a specified amount as a condition to the issuance of building permits, an occupancy permit, or subdivision map approval	Typically paid or committed as part of the development approval process

<b>TABLE 11-3: DEVELOPER/PROPERTY OWNER/USER FINANCING METHODS</b>				
<b>FUNDING MECHANISM</b>	<b>DEVELOPER ADVANCES/ REIMBURSEMENT AGREEMENTS</b>	<b>COMMUNITY FACILITIES DISTRICTS (CFDS)</b>	<b>SPECIAL ASSESSMENT DISTRICTS</b>	<b>USER FEES</b>
<i>Description</i>	<ul style="list-style-type: none"> <li>• Advance of funds from developers for use toward backbone infrastructure</li> <li>• Alternatively, developers construct and deliver specific improvements</li> <li>• City and developer enter into Reimbursement Agreement</li> </ul>	<ul style="list-style-type: none"> <li>• A special tax placed against property located within an established district to fund public facilities and services</li> <li>• Municipal bonds supported by revenues from the special tax are sold by the CFD to provide upfront funding to build improvements or fund services</li> </ul>	<ul style="list-style-type: none"> <li>• Similar to a CFD but shifts the funding of infrastructure from all taxpayers to only those who benefit specifically from the improvement</li> <li>• Sets a fixed lien on every parcel within the assessment district</li> <li>• Municipal bonds supported by special assessments provide upfront funding</li> </ul>	Fee imposed by a city, utility, or other franchise for services and facilities they provide
<i>Eligible Uses</i>	Infrastructure	<ul style="list-style-type: none"> <li>• Fund capital facilities including:</li> <li>• Parks,</li> <li>• Schools,</li> <li>• Fire stations,</li> <li>• Water and sewer systems,</li> <li>• Government facilities</li> <li>• Purchase, construction, and improvement or rehabilitation of real property</li> </ul>	Construction of capital facilities such as roads, water, sewer, and flood control	<ul style="list-style-type: none"> <li>• Water meter hook-ups</li> <li>• Gas, electric, cable, and telephone hook-ups</li> <li>• Park and recreation facilities</li> </ul>
<i>Funding Parameters</i>	Typically repaid from Community Facilities District (CFD) bond proceeds, and/or development impact fees collected from future developers	<ul style="list-style-type: none"> <li>• Requires 2/3 vote of qualified electors in district. If fewer than 12 residents, vote is conducted on current landowners</li> <li>• Assessment based on allocation formula, not necessarily in proportion to the benefit received</li> <li>• Requires value to lien ratio of 3:1</li> </ul>	<ul style="list-style-type: none"> <li>• Typically property owners petition a City to form a district to finance large-scale infrastructure improvements</li> <li>• Assessments on property owners are determined in proportion to the benefit received</li> </ul>	<ul style="list-style-type: none"> <li>• Use of user fee revenues are limited to paying for the service for which the fees are collected</li> <li>• The fee amount may not exceed the cost of providing the service but may include overhead, capital improvements, and debt service</li> </ul>

## 11.4 Priority Public Improvements and Funding

The proposals for improvements to streets and open spaces described in this plan vary widely in their range and scope— some can be implemented incrementally as scheduled street maintenance occurs, and others will require significant capital funding from city, state, regional, and federal agencies, or are not feasible until significant redevelopment occurs. Grants and other sources of funding should be pursued wherever possible. A complete list of projects is included in the PFFP. Following are some of the higher priority recommendations.

## 11.5 Action Items and Priorities

This section identifies actions that implement the policies and plans for the Community Plan. These encompass administrative strategies and physical improvements for mobility, streetscape, infrastructure, and open space. In undertaking these, the City will be making a significant and visible economic commitment to realize the vision of the planning area. They will add value and improve the visual character of the area, thereby laying the foundation for future private sector investment and new development.

The actions are assigned a priority of High, Medium, or Low and an estimated time frame depending on their importance to help affect or achieve the vision. The highest priorities recognize those items that can be implemented relatively quickly and are within the City's control, as well as those that offer the greatest leverage in stimulating private reinvestment and change. Gener-

ally, they fall into three categories: (a) development and implementation of programs to attract developers and secure funding for area improvements; (b) amendment of regulatory requirements and procedural processes to facilitate development consistent with the Plan; and (c) planning for and construction of improvements that provide infrastructure and services sufficient to support planned new development, and improve the quality of place (e.g., pedestrian-oriented streetscape and open space amenities and signage programs).

The actions and priorities are described in Table 11-4 (Implementation Schedule). This is intended to provide a mechanism to establish annual programmatic and budgeting priorities and monitor progress in achieving the Plan's visions. In conjunction with the City's annual budget process, the identified tasks and projects and their priority may be adjusted given funding availability, feasibility of implementation, timing of private development, or as new projects funding opportunities present themselves over time. Detailed mobility improvements are detailed in the Public Facilities and Financing Plan (PFFP).



<b>TABLE 11-4: IMPLEMENTATION SCHEDULE</b>					
<b>NO.</b>	<b>IMPLEMENTATION ACTIONS</b>	<b>POLICY</b>	<b>RESPONSIBLE DEPARTMENTS/</b>	<b>PRIORITY</b>	<b>TIME FRAME</b>
<i>Sidewalk and Pedestrian Improvements</i>					
1.	Install missing sidewalk and curb ramps and remove accessibility barriers.	P-MO-2	City of San Diego, Adjacent Property Owners		Short Term
2.	Incorporate a continuous row of trees and/or provide a consistent building setback to create a strong sense of edge along streets and open spaces.	P-UD-74	Adjacent Property Owners, City of San Diego		Short Term
3.	Use streetscape elements, including kiosks, walkways, street furniture, street lighting and wayfinding signage to enhance the appearance and function of commercial developments.	P-UD-76	Adjacent Property Owners, City of San Diego		Short Term
4.	Provide waste receptacles in high traffic areas such as parks, plazas, transit stops and retail developments in conjunction with building entries and/or outdoor seating areas but should not impede pedestrian use of adjacent walks.	P-UD-78	City of San Diego, Metropolitan Transit System (MTS)		Short Term
5.	Enhancing north-south linkages, especially 28th Street, to schools, parks and the Logan Heights Library.	P-UD-82	City of San Diego, Adjacent Property Owners		Short Term
6.	Identify and mark 25th Street as the community's Bay-to-Park link and connector to Barrio Logan and Golden Hill	P-UD-82	City of San Diego		Short Term
7.	Develop a street trail on 32nd Street as part of the Chollas Creek Enhancement & Implementation Program.	P-UD-82	City of San Diego		Medium Term
8.	Developing paths to and through Mount Hope Cemetery to connect Market Street with Imperial Avenue and Mount Hope with Mountain View	P-UD-82	City of San Diego		Medium Term
9.	Provide direct pedestrian connections to transit, such as direct access, widened sidewalks, shaded seating opportunities, and weather protection provided near public transit stops and trolley stations.	P-UD-84	City of San Diego, MTS, San Diego Association of Governments (SANDAG)		Medium Term
10.	Prohibit above ground utility placement in the pedestrian path of travel and support the undergrounding of utilities to reduce visual blight in the community.	P-UD-86	City of San Diego		Short Term
11.	Create a Landscape Lighting and Maintenance District to sustain community amenities exceeding the City Standard or of a particular aesthetic design consistent with the community character.	P-UD-108	City of San Diego, Southeastern San Diego Community		Medium Term
12.	Incorporate shade-producing street trees along all streets and roadways.	P-UD-123	City of San Diego		Medium Term

TABLE 11-4: IMPLEMENTATION SCHEDULE					
NO.	IMPLEMENTATION ACTIONS	POLICY	RESPONSIBLE DEPARTMENTS/	PRIORITY	TIME FRAME
13.	Provide marked crosswalks and pedestrian countdown timers at all signalized intersections.	P-MO-3	City of San Diego		Short Term
14.	Provide adequate lighting for safety and security, including retrofitting freeway underpasses.	P-MO-6	City of San Diego		Short Term
<i>Bicycle Improvements</i>					
1.	Where feasible, repurpose right-of-way to provide and support a continuous network of safe, convenient and attractive bicycle facilities shown in Figure 3-2, connecting Southeastern San Diego to the citywide bicycle network.	P-MO-7	City of San Diego		Medium Term
2.	Implement multi-use trails recommended in the Chollas Creek Master Plan.	P-MO-8	City of San Diego, Groundwork San Diego, Affected Property Owners		Medium Term
3.	Provide secure, accessible bicycle parking, particularly at the Cesar Chavez and 32nd Street trolley stations, within commercial areas, and at concentrations of employment throughout the community.	P-MO-9	City of San Diego		Short Term
<i>Public Park and Open Space Improvements</i>					
1.	Establish a new community park along a restored portion of the Main Branch of Chollas Creek south of National Avenue.	P-RE-1	City of San Diego		Medium Term
2.	Evaluate the Caltrans right-of-way property along 43rd street for possible park creation as part of the General Development Plan (GDP) process.	P-RE-6	City of San Diego, Caltrans		Medium Term
3.	Develop a plaza near the heart of the village area around the 25th Street Trolley station.	P-RE-9	City of San Diego		Medium Term
4.	Establish joint-use agreements San Diego Unified School District properties to utilize future recreational facilities during non-school hours.	P-RE-3	City of San Diego, San Diego Unified School District		Medium Term
5.	Narrow G Street and use of a portion of Caltrans right-of-way along the north side of G Street to create a linear parkway serving the Sherman Heights neighborhood, and supporting development along the Market Street corridor.	P-RE-6	City of San Diego, Caltrans		Medium Term
6.	Provide an information kiosk and map at the gateways (including Dorothy Petway Park, and Southcrest Park, and major intersections along Chollas Creek) to the community that identifies all parks that serve Southeastern San Diego and how to get to each by walking, biking or public transit.	P-RE-18	City of San Diego		Medium Term

<b>TABLE 11-4: IMPLEMENTATION SCHEDULE</b>					
<b>NO.</b>	<b>IMPLEMENTATION ACTIONS</b>	<b>POLICY</b>	<b>RESPONSIBLE DEPARTMENTS/</b>	<b>PRIORITY</b>	<b>TIME FRAME</b>
7.	Widen and re-vegetate the channel in the vicinity of the YMCA, north of Imperial Avenue, and creating trails along the channel banks.	P-RE-25	City of San Diego, Adjacent Property Owners		Medium Term
8.	Make streetscape and public art improvements along San Pasqual Street.	P-RE-25	City of San Diego, Adjacent Property Owners		Medium Term
9.	Completed trail improvements along the creek through Southcrest Park and parallel to Alpha Street;	P-RE-25	City of San Diego, Adjacent Property Owners		Medium Term
10.	Complete development of Southcrest Trails Park and comprehensive restoration of the creekbed	P-RE-25	City of San Diego		Medium Term
11.	Construct new trails within Southeastern San Diego’s public open space, as shown on the Open Space and Trails System diagram (Figure 7-3).	P-RE-25	City of San Diego, Adjacent Property Owners		Medium Term
<i>Public Facilities Improvements</i>					
1.	Ensure that future library services provide the necessary resources Southeastern San Diego residents.	P-PF-10	City of San Diego		Short Term
<i>Conservation Improvements</i>					
1.	Increase the overall tree canopy cover throughout Southeastern San Diego to the citywide generalized target goal of 20 percent in the urban residential areas and 10 percent in the business areas.	P-CS-35	City of San Diego		Medium Term
2.	Incorporate bioswales or other LID design practices where there is sufficient public rights-of-way throughout the community, and focus specific efforts to capture storm water along roadways in close proximity to Chollas Creek.	P-CS-20	City of San Diego		Short Term





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