

Southeastern San Diego



Community Plan Update

Draft Vision and Guiding Principles

The following synthesizes the emerging themes gleaned from the Community Planning Group meeting held in March 2013 and the community workshop held April 2013 into a vision statement and set of guiding principles. These key themes serve as a basis for the preferred land use plan. Results from subsequent community meetings, workshops, and other outreach will further help to refine the goals and policies in the Community Plan.

Draft Vision

Southeastern San Diego is a **diverse, inclusive, and delightful place to live and work**, experiencing a renaissance while celebrating its distinct history. The community fosters **economic well-being**, with a job-ready population, active employment areas, and cottage industry. The **low-scale character** of its neighborhoods is maintained, while the corridors are enhanced with a **vibrant mix of retail, restaurant, and cultural uses, jobs, and housing, with higher densities reflecting transit access**. Parks are safe, well-maintained, and full of 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.

Draft Guiding Principles

Community Character

1. Enhance the community's **identity with strategic new development and** streetscape improvements along major corridors and at key sites.
2. Create an **inclusive community** that nurtures and connects a diverse population.
3. Celebrate the community's **distinctive historic roots** and preserve, restore, and rehabilitate its historic resources.
4. Build on Southeastern San Diego's assets to emerge as a **desirable, livable community** where people choose to live and work.

Economic Development and Community Health

5. Provide **opportunities for education and job training** for children, teenagers, and adult community members, including linkages with colleges or universities.
6. Increase **employment** in light industrial, commercial, and new start-up sectors, and home-grown businesses.
7. Make the community **healthy and self-sustaining** by ensuring good air quality, providing access to healthy foods, limiting predatory businesses, and facilitating home-grown businesses.

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Land Use and Urban Design

8. Accommodate a range of household types and incomes with a **variety of housing types and affordability levels**.
9. Respect the **low-scale character**, style and density of existing residential neighborhoods, while encouraging higher-density, mixed-use development along transit lines and commercial corridors.
10. Develop a mix of employment, residential, live/work, retail, restaurant, and cultural uses and a variety of amenities and services to support a **balanced and vibrant community**.
11. Ensure **compatibility between industrial and residential uses** through zoning performance measures to mitigate noise and provide landscaping and/or screening and through redevelopment.
12. Maintain and elevate the **quality of building design**. Reduce negative aesthetic impacts such as graffiti and barbed-wire fencing, and enhance safety by careful design of landscaping, lighting, and the location of entrances and windows.

Parks and Community Facilities

13. Maintain and **enhance existing parks** with improvements to landscaping, lighting, signage, walkways and play facilities.
14. Provide more parks and green spaces, incorporating innovative solutions that create **places for families to gather**.
15. Ensure that Southeastern San Diego's families are **well-served by schools** within the community.
16. Recognize the important role that **community facilities and churches** play, and leverage these organizations to advance community cohesiveness.

Mobility and Streetscape

17. Create a **multi-modal circulation system** that supports the safe and efficient movement of pedestrians, bicyclists, transit, and vehicles and makes it easy to live car-free.
18. Minimize the effects of freeways on adjacent development and support **design improvements to freeway access** that improve safety and livability.
19. Implement physical and operational **improvements to the street system** to reduce accidents, improve travel by all modes, and create attractive, walkable street environments.
20. Improve **lighting and maintenance** of streets and sidewalks to enhance safety and the perception of safety.
21. Maintain and enhance strong east-west **connections** to downtown San Diego and along the Orange Line trolley, and improve north-south access in the community by all modes.