

PLAN SUMMARY

The San Ysidro Community Plan Map as illustrated (see **Figure 5**) is a visual representation of the major land use proposals set forth in each of the following plan elements. (See **Table 2** for recommended land use acreages.) The map by itself, however, does not constitute the Plan. The text of this document is equally necessary to interpret the intent of both the community and the City of San Diego with respect to this area.

The Plan map and text describe a future community comprised of residential, commercial, industrial and institutional land uses. The intent of the Plan is to provide comprehensive development standards and implementation recommendations to promote the physical and economic wellbeing of San Ysidro. The Plan is also intended to ensure that the community is properly developed as the gateway to the City and to the United States.

**TABLE 2
RECOMMENDED LAND USES**

LAND USE	ACREAGE
Low-Density Residential (5-10 dwelling units/net acre)	280
Low-Medium Density Residential (10-15 dwelling units/net acre)	305
Medium-Density Residential (15-30 dwelling units/net acre)	149
Commercial	77
Border Commercial	184
Industrial	199
Storage	3
Open Space	149
Park	64*
Institutional	128

Note: Including freeway and trolley rights-of-way, the total planning area acreage is approximately 1,802 acres.

* See note on **page 20**.

THE IMAGE OF SAN YSIDRO

The following discussion of the image of San Ysidro is an excerpt from a presentation of major community issues and goals by the San Ysidro Planning and Development Group to the City of San Diego Planning Commission, December 8, 1988.

San Ysidro is a collage of many different images. To some San Diegans, San Ysidro is the City's stepchild, not connected to it either physically or socially. To others, San Ysidro is the site of a terrible tragedy (the McDonald's restaurant massacre in 1984). To others, it is a sleepy, dusty little border town, a low-income Hispanic community with little political clout. Perhaps the most significant and most damaging image of San Ysidro is that to many San Diegans, San Ysidro has no real image.

To those who live, work, and play in San Ysidro, the community is at once all and none of those things. There is a strong sense of community in San Ysidro with closely knit neighborhoods characterized by older homes and well-tended flower and vegetable gardens. It is a place where residents still know their neighbors and say "buenos dias" and "hello" to them in passing. There is still a small town atmosphere.

Citizen involvement in the community is increasing. Many San Ysidro residents seem determined to change the image of San Ysidro by changing from within—by changing themselves. They are working to create an image and a reality that will help San Ysidro thrive economically, be a pleasant and livable place, and that will not only meet basic needs but provide amenities as well. They are working to create a place that offers both opportunity and hope for the future.

Additional images that the San Ysidro community is working to change include:

- The image that San Ysidro is a bad place for business and that it is difficult to make a living here; and
- The negative image of illegal immigration. The media focuses on the negative aspects of living on the border—for example, murders of illegal immigrants.

ISSUES FACING SAN YSIDRO

Image

Many of the images mentioned above are due, in part, to the following conditions:

- Few residents are involved with community political, planning and business groups.
- Residents feel powerless to make changes in their community.
- Community boundaries are poorly defined.
- The community is divided internally by social class and ethnicity.

For example:

- Many Hispanic residents feel close ties to Mexico. Because of this, they often disassociate themselves from local government and from the community's problems. (For example, voter registration has historically been low.)
- A dual system has existed for many years in San Ysidro: social service agencies for Hispanics and business and service organizations for the Anglos. In recent years, however, the business and service organizations have become more representative of the community.

Residential

- Many new multifamily housing developments have been built on land zoned and designated for commercial uses, and at densities much higher than adjacent single-family neighborhoods.
- New residential development has not been sensitively designed and is threatening the historic small-scale character of San Ysidro's neighborhoods.
- Much of the older housing stock is in need of rehabilitation, which many residents are unable to afford.

Commercial

- Most of the commercial facilities in San Ysidro serve the tourist, not the resident.
- San Ysidro's economy is dependent upon the Mexican consumer and as a result, has suffered due to the instability of the Mexican economy in the 1980s.
- The majority of older businesses are in poor physical condition.

International Gateway

- Despite its proximity to the border, San Ysidro has been unable to respond to the possibilities for international trade and cultural exchange.
- There is a shortage of secure parking, good restaurants and shops, public information centers and comfort stations adjacent to the border and throughout the community.
- In response to the almost constant flow of illegal immigration, the Border Patrol maintains a 24-hour watch over the border, and this situation has contributed to a feeling of insecurity, oppression, tension and fear among San Ysidro residents.

Industrial

- Industrial development in San Ysidro faces formidable competition from Otay Mesa, the developing community to the east, which has a significant amount of land designated for industrial use.

- The probable closing of the Virginia Avenue commercial crossing within the next few years will cause many of the distribution and warehouse uses to relocate from San Ysidro to Otay Mesa, where a new crossing is located.

Parks, Recreation and Open Space

- The community is deficient in parkland by approximately 20 acres.
- Some of the existing facilities are unimproved and lack turfed playing areas, parking and recreation facilities.
- Existing open space areas are not protected with the appropriate land use designation and zoning, nor are they connected to each other.
- Access to the ocean at Border Field State Park is often closed due to sewage spills and flooding.

Urban Form

- The community is divided by the trolley line, railroad tracks, I-5 and I-805.
- The southern portion of the community is isolated from the rest of the community and has a poorly defined edge.
- The entrances to the community are unattractive and ill-defined.
- No central business district exists in this community.
- Development in the community does not reflect San Ysidro's history, climate and ethnic identity in project type and design.

Transportation and Circulation

- The existing network of major and collector streets is old and inadequate and was not designed to serve existing or projected traffic volumes.
- There is no signage to direct tourists to parking areas, providers of Mexican insurance, and money exchange houses, which contributes to traffic problems as tourists drive around the community searching for these services.
- There is an absence of sidewalks and pedestrian pathways throughout the community.
- The lack of parking along commercial corridors and the lack of border parking facilities causes business patrons and tourists to park in residential neighborhoods.
- There is an absence of signed and striped bikeways, including the 1,000-mile long Pacific Coast Bicentennial bike route which terminates in San Ysidro.

Public Facilities

- A number of residences in the older sections of the community are without sewer and gas service.
- Adequate facilities and services were not provided in conjunction with the construction of the subsidized low-income housing.
- Several areas of the community are subject to periodic flooding due to the lack of storm drains.
- Many of San Ysidro's schools are overcrowded due to the unanticipated construction of multifamily units above the 1974 community plan forecast.
- San Ysidro's proximity to the border and recent rapid growth are responsible for major crime problems, including gang-related violence.

Cultural and Historic Resources

Insensitively designed multifamily projects have damaged the historic fabric of the community's oldest neighborhood, "El Pueblito Viejo," which includes a number of Craftsman bungalows and Spanish Colonial Revival houses.

OVERALL COMMUNITY GOALS

Image

Strengthen the Image of San Ysidro as a Community.

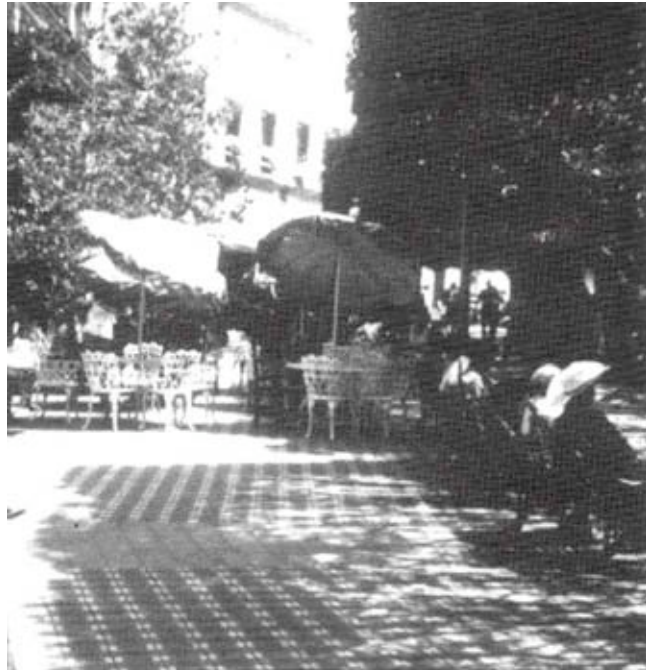
- A proud San Ysidro that recognizes and capitalizes on what it means to be of Mexican heritage.
- A San Ysidro that involves the community and invites participation from all of its residents in all aspects of community life.
- A San Ysidro that offers both opportunity and hope for the future and that provides excellence in education, job opportunities, housing, health services and recreation for all of its citizens.



A San Ysidro that offers both opportunity and hope for the future...

Create an Image of San Ysidro as a Destination.

- A San Ysidro that invites and encourages visitors to stop and invest in the community.
- A San Ysidro that people can enjoy and explore, where they can sample Mexican delicacies, and where they can shop for “artesanias” (arts and crafts).
- Develop an image of San Ysidro as a grand entrance into the United States and the City of San Diego.



San Ysidro as a destination

Residential

Create a safe and healthy living environment and link residential development to the provision of adequate community facilities and services.

Commercial

Preserve and enhance the community-oriented character in the historic commercial district; encourage the maintenance of existing uses and the development of new community-serving commercial uses which meet the needs of the residents.

International Gateway

Recognize and capitalize upon the opportunities provided by the world's busiest border crossing.

Industrial

Permit modest industrial growth to provide employment opportunities for residents and provide a link to the industrial development in Otay Mesa to capitalize upon Otay Mesa's commercial market.

Parks, Recreation and Open Space

Provide for a full and varied range of recreational opportunities accessible to all San Ysidro residents by improving existing resources, designating additional community and neighborhood parks and preserving natural open space areas.

Urban Form

- Develop a more cohesive San Ysidro, a community connected socially, visually and physically.
- Eliminate barriers to pedestrian activity and enhance the pedestrian environment.

Transportation and Circulation

- Develop a circulation system that provides for the smooth flow of traffic while allowing for a response to the social and economic needs of the community.
- Increase and enhance mass transit and bicycle access.

Public Facilities and Services

Provide a full and balanced range of employment opportunities, medical facilities, public works and educational, social and recreational facilities and services.

Cultural and Historic Resources

Recognize, preserve and rehabilitate historically and architecturally significant buildings, districts, landscaped areas, archeological sites and urban environments.

PLAN RECOMMENDATIONS

See each Plan element for a listing of these particular recommendations, and the **Implementation Element** for a complete listing of all Plan recommendations.

1. Establish an International Gateway: a regional retail/visitor center which would include tourist amenities such as parking and transit facilities. This would create a special destination in San Ysidro and an appropriately grand entrance into the United States and the City of San Diego.
2. Organize and publicize community groups to increase participation in the community.
3. Define the boundaries of San Ysidro to strengthen and solidify the residents' sense of community by using entrance and directional signage, landscaping themes and other identifying markers.
4. Work with the media and local businesses to stimulate an awareness of San Ysidro as an appealing place to live, work and visit.
5. Require that necessary public facilities (roads, schools, parks, library) be provided at the time of need. A Public Facilities Financing Plan will be incorporated into this Plan concurrent with Plan adoption to set forth the major public facilities needs and to recommend possible financing strategies.
 - a. Provide adequate educational facilities and programs at the time of need. Existing and future school sites are identified in the Plan.
 - b. Provide public parks and recreation facilities concurrent with need. Nine population-based parks totaling 63.9 acres and two open space areas totaling approximately 149 acres are identified in this Plan. Only two of these parks are fully developed as of November 1989. Improvement and construction of the remaining parks is required by the Plan as development proceeds. Funding sources for existing needs cannot include development impact fees.
2. Provide attractive residential, commercial and industrial development. Ensure that the development will be compatible with adjacent land uses and will provide higher quality site planning and design. New development should be designed with attention to aesthetics, usability and safety. Attention to building bulk and scale is important, and building articulation and architectural detail should be required for all projects.