

# Commercial/Imperial Corridor Master Plan



City of San Diego

## Community Survey Report

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*Prepared by*

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# Commercial/Imperial Corridor Master Plan



City of San Diego

## 1 Introduction

This report summarizes responses to a community survey administered in September and October 2011. The objectives of the survey were to provide opportunities for community members to express their desires, concerns, and perspectives regarding the Commercial/Imperial corridor. The survey included questions about favorite destinations, public facilities, and desired improvements. The survey was provided online, via Survey Monkey, in both English and Spanish. Hard copies were also available at the Sherman Heights Community Center. There were 33 survey respondents.

This report is organized as follows. This introductory chapter provides an overview of the project. Chapter 2 summarizes survey responses and overall findings. Chapter 3 documents responses to open-ended questions. Finally, copies of the English and Spanish survey instruments are appended at the end of this report.

### BACKGROUND

As part of its most recent 2030 Regional Transportation Plan, the San Diego Association of Governments designated the Commercial/Imperial corridor as a potential “Mixed Use Transit Corridor.” The corridor was seen as a potential focus area for smart growth development because it contains both the Orange Line Trolley and high-frequency bus service. As a result, the City applied for and was awarded a planning grant to identify potential development opportunities that could propel the corridor into a true Mixed Use Transit Corridor. The Master Plan will establish the community vision for the corridor and policies to help achieve it.

### PUBLIC OUTREACH FOR PLAN PREPARATION

Preparation of the Master Plan is proceeding with an integrated community outreach and technical process. Through the planning process, community members will be offered a variety of opportunities to help develop a vision and plan for the corridor that reflects the community’s most important values and priorities. Outreach activities include an advisory committee (the Project Working Group), community workshops, community character survey (the subject of this report), and ongoing updates to the project website: <http://www.sandiego.gov/planning/community/profiles/southeasternsd/index.shtml>.

### NEXT STEPS

Following review by the community-at-large during a November 2011 open house, this preferred concept will continue to be refined to greater specificity in the Commercial/Imperial Corridor Master Plan, which will provide land use, urban design, mobility, and economic strategies for the corridor. The Master Plan will ultimately be incorporated into the Southeastern San Diego Community Plan update expected to begin in 2012.

## 2 Survey Findings

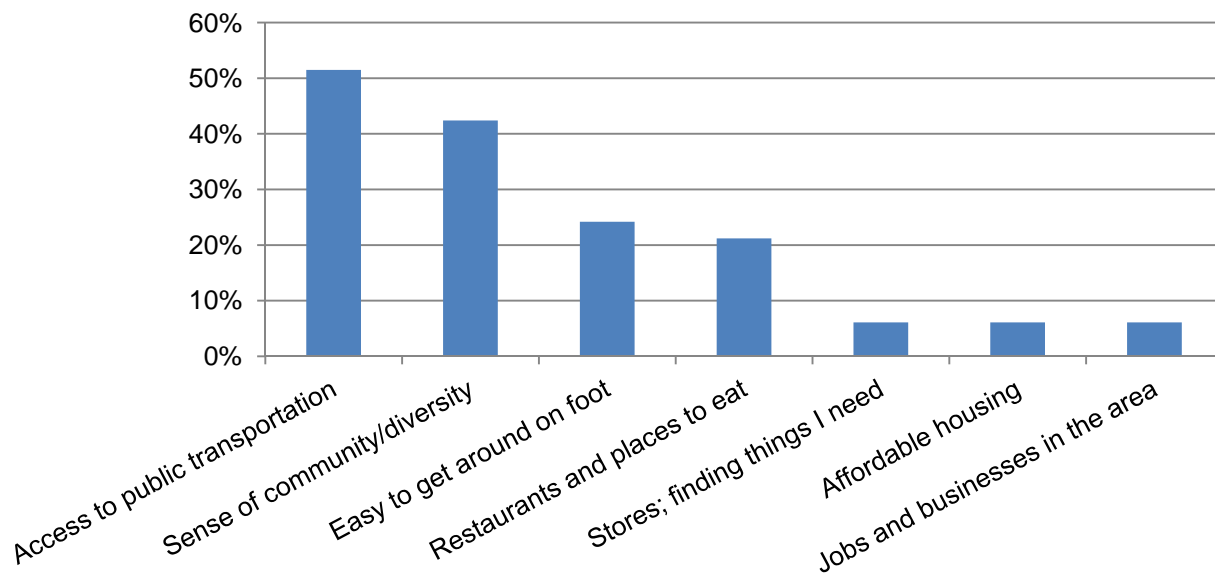
This section summarizes responses to each of the survey questions. Responses to open-ended questions can be found in Chapter 3. Overall, respondents expressed their appreciation for the sense of community and transportation access afforded by the corridor. They enjoy its small businesses, restaurants, and diversity. However, they identify some streets and intersections that feel unsafe for pedestrians and expressed a desire for more lighting, street and sidewalk improvements, benches, street trees, etc. They would like to see more affordable housing units, grocery stores and other small businesses and retail stores; and would like to see fewer auto and industrial uses in the corridor.

### Question 1: Do you live or work in the Commercial-Imperial corridor?

Most respondents visit the corridor and likely live or work near the planning area. Nine respondents live in the corridor, six work there, 25 reported visiting, and one responded “none of the above.” Only two respondents both live and work in the corridor.

### Question 2: What do you like most about the Commercial-Imperial corridor?

For this question, participants were invited to choose up to three answers. The two most popular features in the corridor were access to public transportation (52%) and a sense of community/diversity (42%). About a quarter of respondents most liked that it is easy to get around on foot in the corridor, and just over a fifth listed restaurants and places to eat as a favorite feature. The graph below shows all responses.



### Question 3: What is your favorite place in the corridor (e.g. building, business, home, etc.)? Why is this place important to you?

This open-ended question confirmed the sense of community and diversity in the corridor that respondents favored in Question 2. Many participants identified ethnic restaurants as favorite

places in the corridor to come together, specifically La Fachada, at 25th and Commercial streets, and Tacos El Paisa, on 25th Street and Imperial Avenue. Others were more removed from recreational or leisure destinations, and reported that their connection to the corridor was that they owned properties or conducted business in the area.

**Question 4: What would most improve the area?**

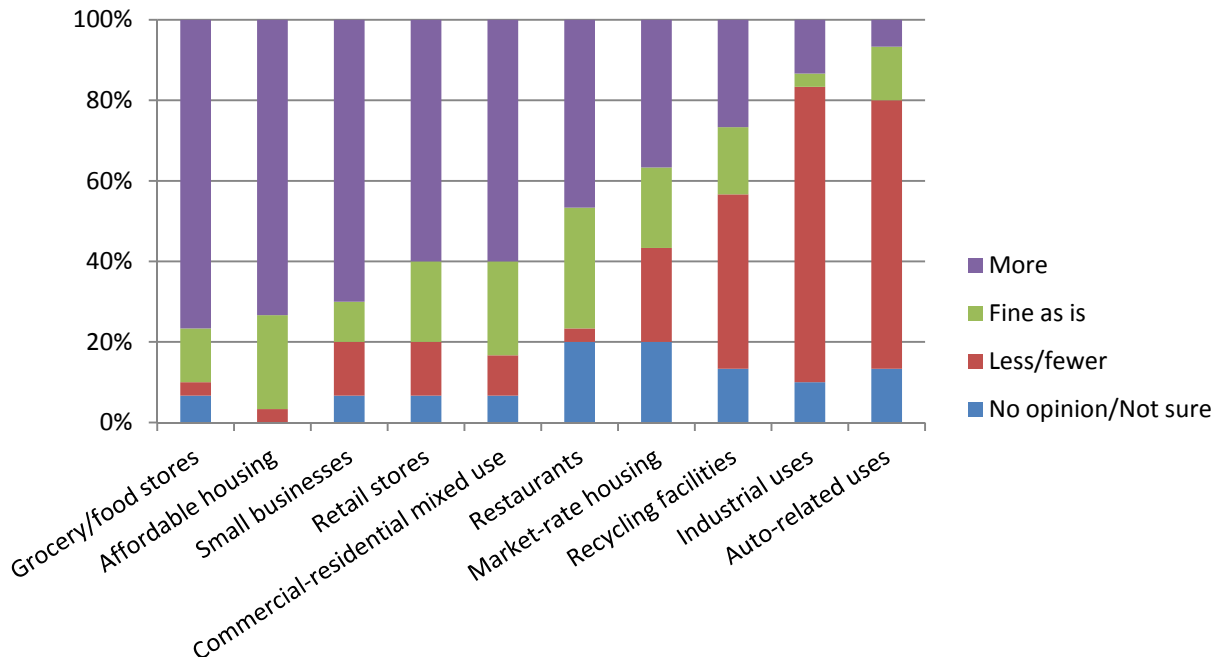
Street improvements (sidewalks, benches, trees, lighting, etc.) were by far the most popular suggestion for improving the corridor, with over 70% of respondents favoring such improvements. Public transit, pedestrian safety, and open space were each selected by over a quarter of respondents as key improvements, followed by bike improvements and employment opportunities. Open-ended responses further revealed a desire for cleaner, safer, more walkable community streets.

**Question 5: Are there locations in the corridor with poor walking conditions or obstacles for pedestrians?**

Of the respondents to this question, 68% answered that there are locations in the corridor with poor walking conditions or obstacles for pedestrians. Commercial Street was commonly noted as a dangerous or poorly-lit street. Some respondents also cited the Euclid-Imperial intersection and the I-15 underpass as locations with poor walking conditions.

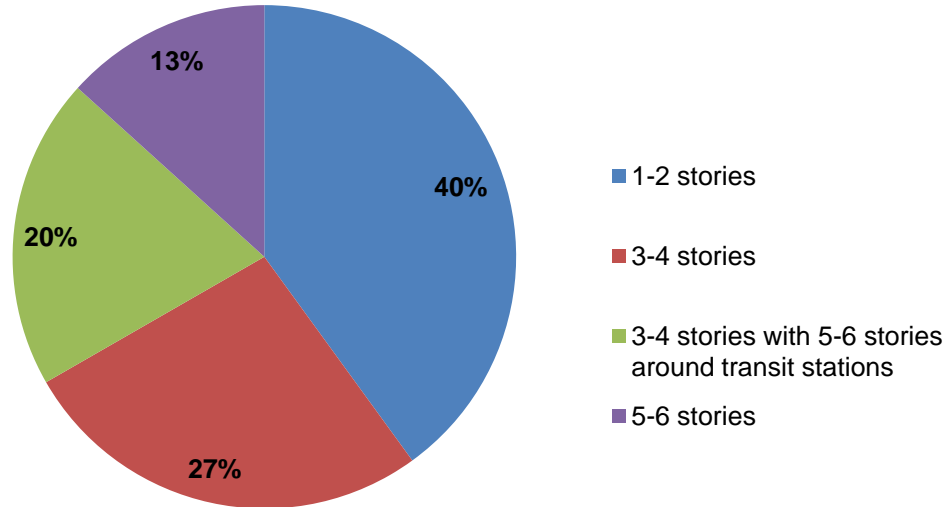
**Question 6: Would the corridor benefit from more or less of the following land uses?**

The majority of survey respondents expressed that they would like to see more grocery/food stores, affordable housing, small businesses, retail stores, and commercial-residential mixed use. Respondents were split over recycling facilities: while over 40% wanted to see fewer recycling facilities, about 25% thought the corridor would benefit from more. About 70% of respondents wanted to see fewer industrial uses; nearly as many respondents also wanted to see fewer auto-related uses.



**Question 7: What maximum building heights are appropriate in the corridor?**

Nearly half of respondents felt that 3-4 stories (including 3-4 stories with 5-6 stories around transit stations) were appropriate maximum building heights. About 40% of respondents felt that 1-2 stories were appropriate maximum building height in the corridor.



**Question 8: Are there any other comments you would like to share with us about the Commercial-Imperial corridor?**

Salient issues in the open-ended response section included desires for bicycle improvements, ADA-compliant pedestrian improvements, considerations for business owners, greenery and open space, low-density housing and single family homes, redevelopment, and building heights beyond those captured in Question 7. Several respondents envision the corridor as a friendly, community-driven place with great potential for improvement.

### 3 Open-Ended Responses

This chapter documents the open-ended responses to questions 3, 4, 5, and 8.

**Question 3:** What is your favorite place in the corridor (e.g. building, business, home, etc.)? Why is this place important to you?

*La Fachada, Tacos el Paisa. Great food.*

*La Fachada, my family and I visit regularly to eat.*

*La Fachada - great food anytime!*

*ceasar chavez learning center, a favorite mexican restaurant*

*on commercial la fachada taco shop*

*restaurants - good service, friendly business owners*

*Huffman's - great bar-b-que*

*The fachada restaurant and the church christ the king*

*right now...tacos el paisa*

*El Paisa Restaurant. It has fairly good Mexican food.*

*Restaurant El salvadoreno*

*El Salvador, the intersection of 25th and Commercial*

*I don't have a favorite place but I like the restaurants*

*my place is the best place to eat.*

*"North side of Imperial ave. between Evans and Hensley. The businesses are dynamic and funky.*

*Homes & businesses*

*Local mom and pop businesses...still gives a sense of community because you know the owners.*

*It provides income and a place where we can improve the living standards of our renters and others.*

*Farmer's Market Building. Historic Landmark. Has some potential to be a center piece of the corridor.*

*They are important to me because I own the buildings that they are in."*

*close to trolley*

*My favorite place in the corridor is the Police-substation on the corner because it makes me feel safe.*

*None. There is no destination. I come here only for business.*

**Question 4: What would most improve the area?**

*Street lights is a safety issue, air quality, infrastructure improvements everywhere would improve the area*

*Fixing the sewer system. Along Imperial the sewer system always floods when it rains and it makes it difficult to walk to and from the corridor*

*Parks, recreational center, library, community garden*

*Get rid of the gangs*

*Junk yards and recycling centers should be removed. They are unsightly and unhealthy.*

*Trolley stop on 28th St.*

**Question 5: Are there locations in the corridor with poor walking conditions or obstacles for pedestrians?**

*by the light at the 5 on ramp north*

*Imperial ave coming off the freeways*

*commercial by trolley*

*Commercial Avenue*

*I primarily bike and find the roads to be in poor condition*

*end of imperial and 25th station*

*Harbor corridor from ceaser chaves way to downtown looks like shit San Diego should be ashamed of the look it reflects on our city, alternative one is the best plan for this corridor according to Barrio Logan committee members Plan One is what the community wants,*

*Euclid-Imperial intersection*

*imperial avenue*

*the section near and under the I15 underpass*

*the whole Commercial Street, very unsafe and very dark at night.*

*All sidewalks are deteriorated*



*anywhere on Commercial feels unfriendly to pedestrians*

*28 street and commercial*

*East half of Commercial St.*

**Question 8: Are there any other comments you would like to share with us about the Commercial-Imperial corridor?**

*it should be a residential area or industrial area, not both.*

*it could use regular street sweeping*

*Maintain a stronger police presence in the area especially at night.*

*Definitely please improve bicycle facilities, bicycle access and bicycle parking. The area would also benefit with more pedestrian improvements which will also be ADA compliant.*

*We stand today on the edge of a New barrio Logan Community Plan as business owner, Property owner and resident we want Plan One, alternative Plan One is best for Barrio Logan Alternative One, alternative One for Barrio Logan Majority favor Alternative One.*

*Local business should be informed of the changes, they might lose customers and profit once the corridor comes in with their 'own' business'.*

*I would like to see more trees*

*The Commercial-Imperial corridor is currently a neighborhood of Spanish speaking people, this place is in desperate need of libraries, parks and facilities with employment opportunities. We need more of these investments into this specific community.*

*would like to see a gathering place such as a placita with green space*

*This is a great area to live and work*

*Keep the single family homes. Less recycling, junk yards and run down auto mechanic places. Replace with more single family style homes, NO high density affordable income housing.*

*Would like to see Improvements to this area sooner than later.*

*These corridors are prime for redevelopment. I recognize that the acquisition costs are high. The owners of the commercial property are currently serving on the SESDPG, a clear conflict of interest.*

*Like any other improvement it needs to have a maintenance plan.*

*Is this survey being sent out to all of the property owners of the corridor? If not, it is inadequate. 3-4 stories with 5-6 stories around transit stations is not a reasonable response. 5-6 stories is problematic for fire-proof steel and concrete construction. 10 to 12 would make more sense. The City government should define Smart Growth standards that apply to the entire City or at least large regions of the City.*

# Commercial/Imperial Corridor Master Plan



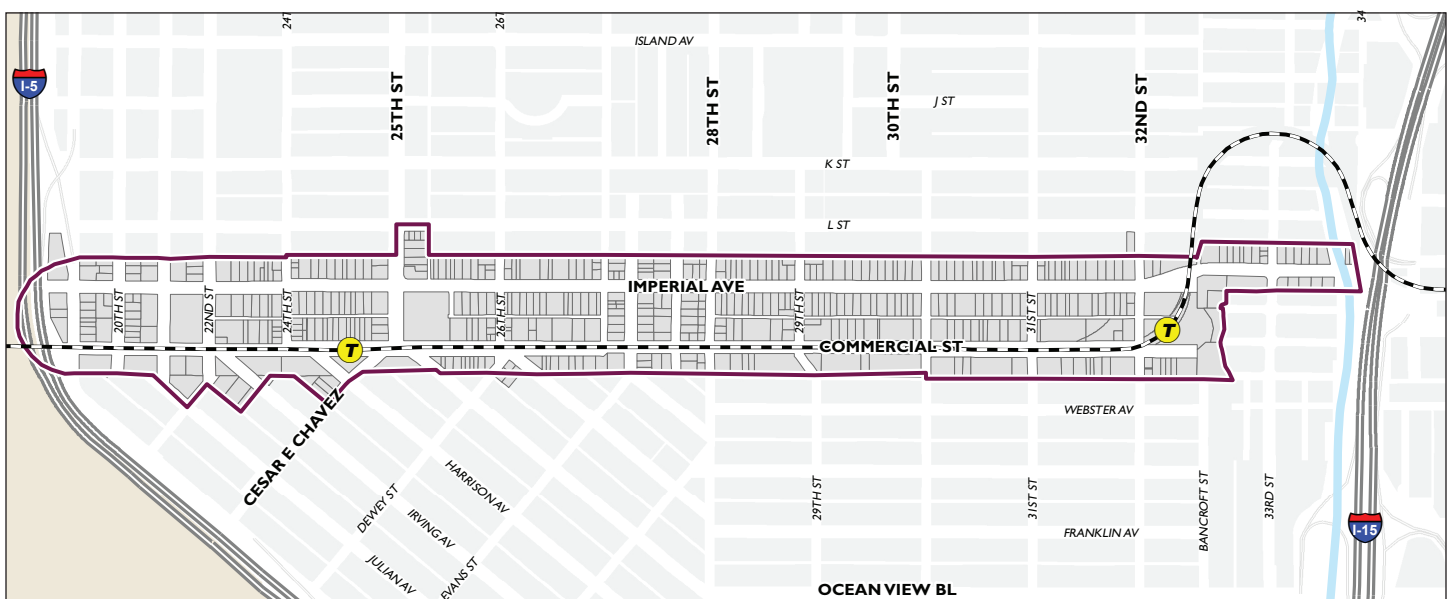
City of San Diego

## Community Character Survey

The City of San Diego is undertaking a master plan to revitalize San Diego's Commercial-Imperial corridor over the next 20 years. Because this corridor contains both the Orange Line Trolley and high-frequency bus service, it was seen as a potential focus area for smart growth development.

This brief survey aims to collect important feedback from residents, employees, and visitors to the area to help understand needs and establish priorities for improvements and changes. Your time and thoroughness in completing the survey are greatly appreciated and will ensure that the master plan reflects community needs.

The Commercial-Imperial corridor, outlined here in purple, runs along Imperial Avenue and Commercial Street between I-5 and I-15. The following questions ask for your opinion about the corridor shown here.



**1 Do you live or work in the Commercial-Imperial corridor?** (Check all boxes that apply).

- Live .....
- Work .....
- Visit .....
- None of the above .....

**2 What do you like most about the Commercial-Imperial corridor?**

(Check up to three boxes).

- Easy to get around on foot .....
- Restaurants and places to eat .....
- Stores; finding things I need .....
- Access to public transportation .....
- Affordable housing .....
- Jobs and businesses in the area .....
- Sense of community/diversity .....
- Other .....

Please specify: \_\_\_\_\_

**3 What is your favorite place in the corridor (e.g. building, business, home, etc.)? Why is this place important to you?**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**4 What would most improve the area?**

(Check up to three boxes).

- Streetscape improvements (sidewalks, benches, trees, lighting, etc.) .....
- Easier/safer to get around on foot .....
- More bicycle lanes and bicycle parking .....
- Improved automobile flow .....
- More parking .....
- Public transit improvements .....
- More stores/places to shop .....
- More restaurants/cafes .....
- More housing .....
- More plazas and open spaces .....
- More employment opportunities .....
- Other .....

Please specify: \_\_\_\_\_

**5 Are there locations in the corridor with poor walking conditions or obstacles for pedestrians?**

- Yes .....
- No .....

If yes, please specify location (e.g. street name or intersection):

\_\_\_\_\_

\_\_\_\_\_

**6 Would the corridor benefit from more or less of the following land uses?**

	LESS/ FEWER	FINE AS IS	MORE	NOT SURE
Market-rate housing.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Restaurants.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Grocery/food stores.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Small businesses.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Retail stores.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Commercial-residential mixed use.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Affordable housing.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Recycling facilities.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Auto-related uses.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Industrial uses.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please specify: \_\_\_\_\_

**7 What maximum building heights are appropriate in the corridor?**

- 1-2 stories.....
- 3-4 stories.....
- 3-4 stories with 5-6 stories  
around transit stations.....
- 5-6 stories.....

**8 Are there any other comments you like to share with us about the Commercial-Imperial corridor?**

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\_\_\_\_\_

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# Commercial/Imperial Corridor Master Plan



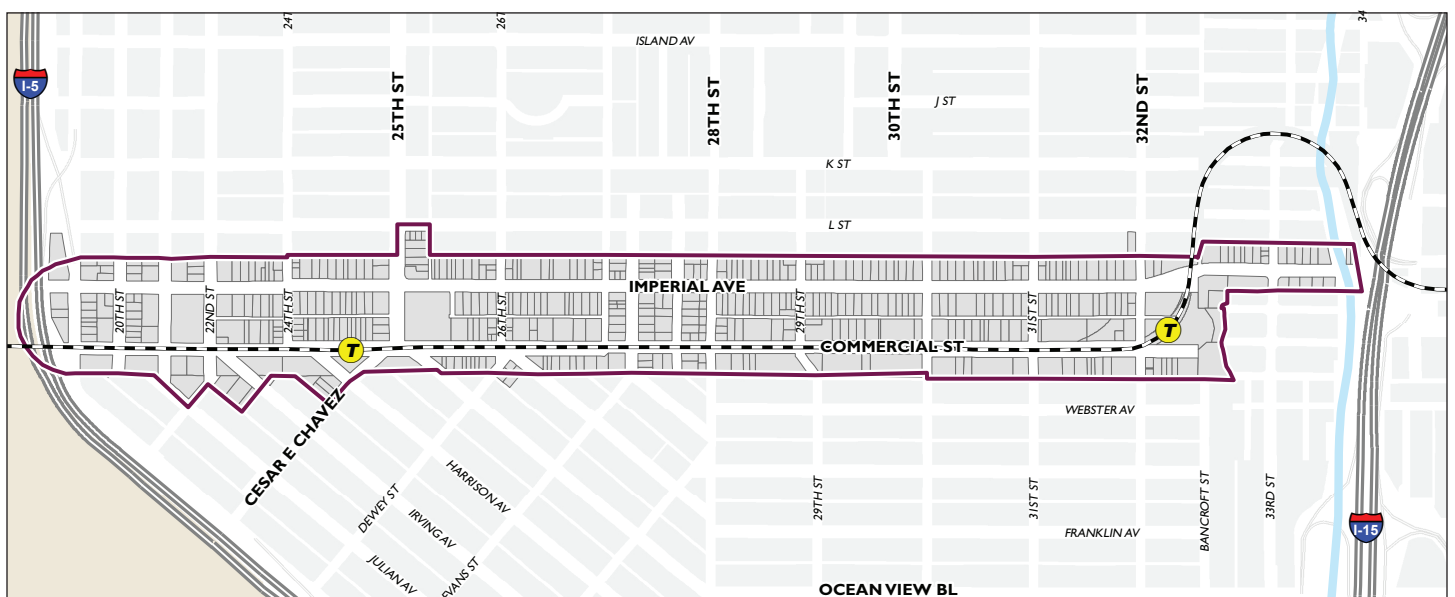
City of San Diego

## Encuesta del Carácter Comunitario

La ciudad de San Diego está emprendiendo un plan maestro para reanimar el corredor Commercial-Imperial de San Diego a través de los siguientes 20 años. Porque este corredor contiene ambos la Línea Naranja del Tranvía y servicio del bus de alta frecuencia, era visto como un área de enfoque potencial para desarrollo inteligente.

El objetivo de esta encuesta breve es recoger observaciones y reacciones importantes de los residentes, empleados y visitantes al área para ayudar a entender necesidades y establecer prioridades para mejoras y cambios. Su tiempo y meticulosidad en cumplir la encuesta son muy agradecidos y contribuirán al desarrollo del corredor Commercial-Imperial.

El corredor Commercial-Imperial, trazado aquí en morado, corre por Imperial Avenue y Commercial Street entre I-5 y I-15. Las preguntas siguientes piden su opinión sobre el corredor mostrado aquí.



**1 ¿Vive o trabaja usted en el corredor Commercial-Imperial?**

(Marca todas las cajas que apliquen).

- Vivir.....
- Trabajar.....
- Visitar.....
- Ninguna de las anteriores.....

**2 ¿Qué le gusta más a usted sobre el corredor Commercial-Imperial?**

(Marca hasta tres cajas).

- Es fácil viajar de pie.....
- Restaurantes y sitios para comer.....
- Tiendas; encontrar cosas que necesito.....
- Acceso al tránsito público.....
- Viviendas asequibles.....
- Trabajos y negocios en el área.....
- Sentido de comunidad/diversidad.....
- Otro.....

Por favor especifica: \_\_\_\_\_

**3 ¿Qué es su sitio favorito en el corredor (ej. edificio, negocio, hogar, etc.)? ¿Por qué es este sitio importante para usted?**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**4 ¿Qué más mejoraría el área?**

(Marca hasta tres cajas).

- Mejoras en las calles (senderos, bancos, árboles, alumbrados, etc.).....
- Más fácil/seguro viajar de pie.....
- Más ciclovías y estacionamiento para bicicletas.....
- Mejorada circulación de automóviles.....
- Más estacionamiento.....
- Mejoras al tránsito público.....
- Más tiendas/sitios para hacer compras.....
- Más restaurantes y cafés.....
- Más viviendas.....
- Más plazas y espacio abierto.....
- Más oportunidades de empleo.....
- Otro.....

Por favor especifica: \_\_\_\_\_

**5 ¿Hay sitios en el corredor con pobres condiciones pedestres o obstáculos para peatones?**

- Sí.....
  - No.....
- Si "Sí," por favor especifica el lugar (ej. nombre de la calle o intersección)
- \_\_\_\_\_
- \_\_\_\_\_

**6 ¿Se beneficiaría el corredor de más o menos de los siguientes usos del suelo?**

	MENOS	BIEN COMO ES	MÁS	INDECISO
Viviendas de precio del mercado.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Restaurantes.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tiendas de grocerías/comida.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Negocios pequeños.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tiendas minoristas.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Comercial-residencial uso mixto.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Viviendas asequibles.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Instalaciones de reciclaje.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Talleres mecánicos.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Usos industriales.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Otro.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Por favor especifica: \_\_\_\_\_

**7 ¿Qué alturas máximas para edificios son apropiadas en el corredor?**

- 1-2 pisos.....
- 3-4 pisos.....
- 3-4 pisos con 5-6 pisos acerca de estaciones de tránsito.....
- 5-6 pisos.....

**8 ¿Hay otros comentarios que le gustaría compartir con nosotros sobre el corredor Commercial-Imperial?**

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