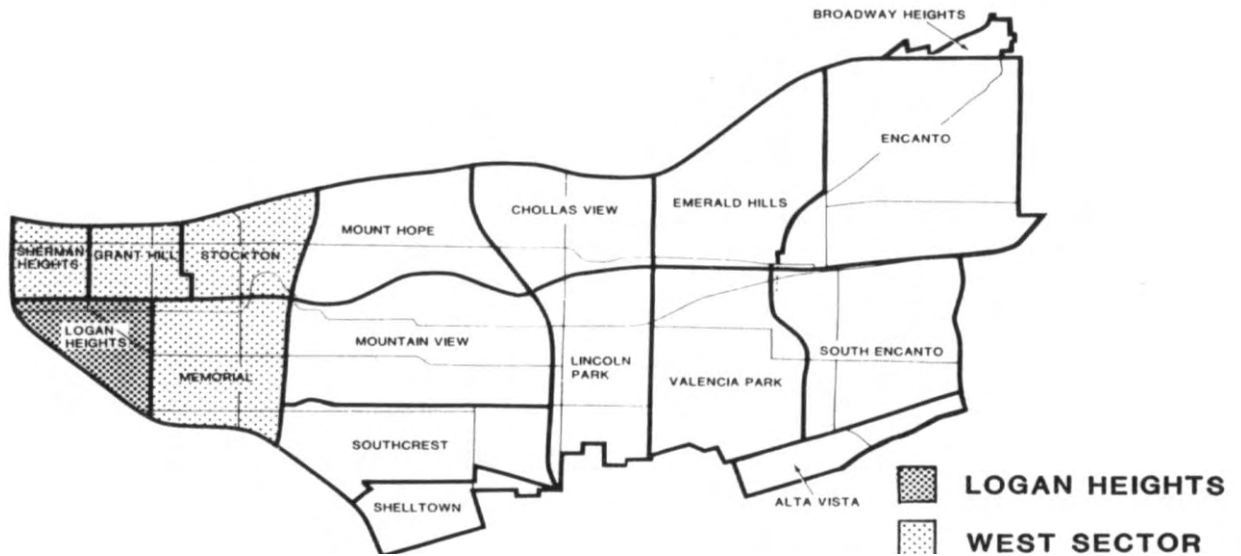


THE NEIGHBORHOOD OF LOGAN HEIGHTS



Setting

Logan Heights is situated on approximately 237 acres in the western portion of Southeastern San Diego. It is bounded on the north by Imperial Avenue, on the south and west by Interstate 5 and the community of Barrio Logan, and on the east by 28th Street.

In the 1880s Logan Heights became a significant subdivision in San Diego, and during the great boom of that period, was the location of many beautiful homes. In 1905, the Logan Heights Improvement Association named the major streets in this subdivision for Civil War generals: Logan, Kearny, Julian, Irving, Harrison and Grant. The cross streets were named for Spanish-American War admirals — Beardsley, Crosby, Dewey, Sampson, and Sigsbee. The streets were drawn in a diagonal rather than grid pattern to take advantage of the best views of San Diego Bay.

Transportation Facilities

The major streets in Logan Heights include 28th Street and Crosby Street, which run north and south, and Imperial Avenue, Commercial Street, and Oceanview Boulevard, which run east and west.

The trolley passes through the neighborhood along Commercial Street, where numerous heavy industrial uses have developed. The eastbound 25th Street trolley station is on the south side of Commercial Street, between Dewey Street and Oceanview Boulevard, while the westbound 25th Street trolley station is on the north side of Commercial Street between 24th and 25th Streets.

Existing Land Uses

Logan Heights is generally developed with a mixture of commercial and industrial uses north of Commercial Street and residential development south of Commercial Street with several churches, a park and one public school. Existing land uses as of 1986 are summarized in the table below and are illustrated on Figure 28.

Existing Land Uses (1986)	
Type of Use	Percent
Residential	
Low Density (5-10 du/ac, 1 du/lot)	25%
Low-Medium Density (15-30 du/ac)	45%
Medium Density (15-30 du/ac)	5%
Institutional (Burbank Elementary)	5%
Industrial	10%
Commercial	5%
Parks	<u>5%</u>
	100%

Residential

The majority of the residential areas of Logan Heights are single-family on small lots or two homes on one lot. Scattered throughout the residential areas are also duplex and triplex developments with densities of approximately 20 units per acre. A few single-family homes have remained along Commercial Street, where industrial and commercial uses have developed.

Many of the homes of Logan Heights, particularly those along Oceanview Boulevard, date back to the early 1900s with a variety of architectural styles including Neoclassic-Rowhouse (1895-1915), San Francisco Stick (1870-1890), Queen Ann Cottage (1883-1890s), and Craftsman Bungalow (1905-1925, 1910-1925). The historically significant structures tend to be in the areas of highest elevation, toward 29th Street. There are several blocks with well-maintained homes deserving of preservation.

Over 4,200 people reside in Logan Heights, with an overall density of about 15 dwelling units per acre.

Commercial

Commercial uses along Imperial Avenue include auto repair, liquor stores, markets, bars, cafes, and an appliance repair shop. Along Commercial Street, commercial uses include auto repair and sales, a carpet distributor, and a janitorial supply store.

Industrial

A wide range of industrial uses have developed along the Imperial Avenue and Commercial Street corridors. Those uses include a feed and egg distributor, a city schools maintenance yard, dismantling yards, a freight yard, a boat repair yard, auto body yards, and outdoor storage.

During preparation for the arrival of the San Diego Trolley, many of the industrial developments along Commercial Street participated in a revitalization program which resulted in a general cleanup of the area. However, many of the properties remain in a state of disrepair and are in need of redevelopment.

Schools

The neighborhood has one elementary school, Burbank Elementary School, located on Evans Street between Irving Avenue and Julian Avenue. With an enrollment of over 600, the school has increased beyond district projections and now has plans for expansion. (See Public Facilities section.)

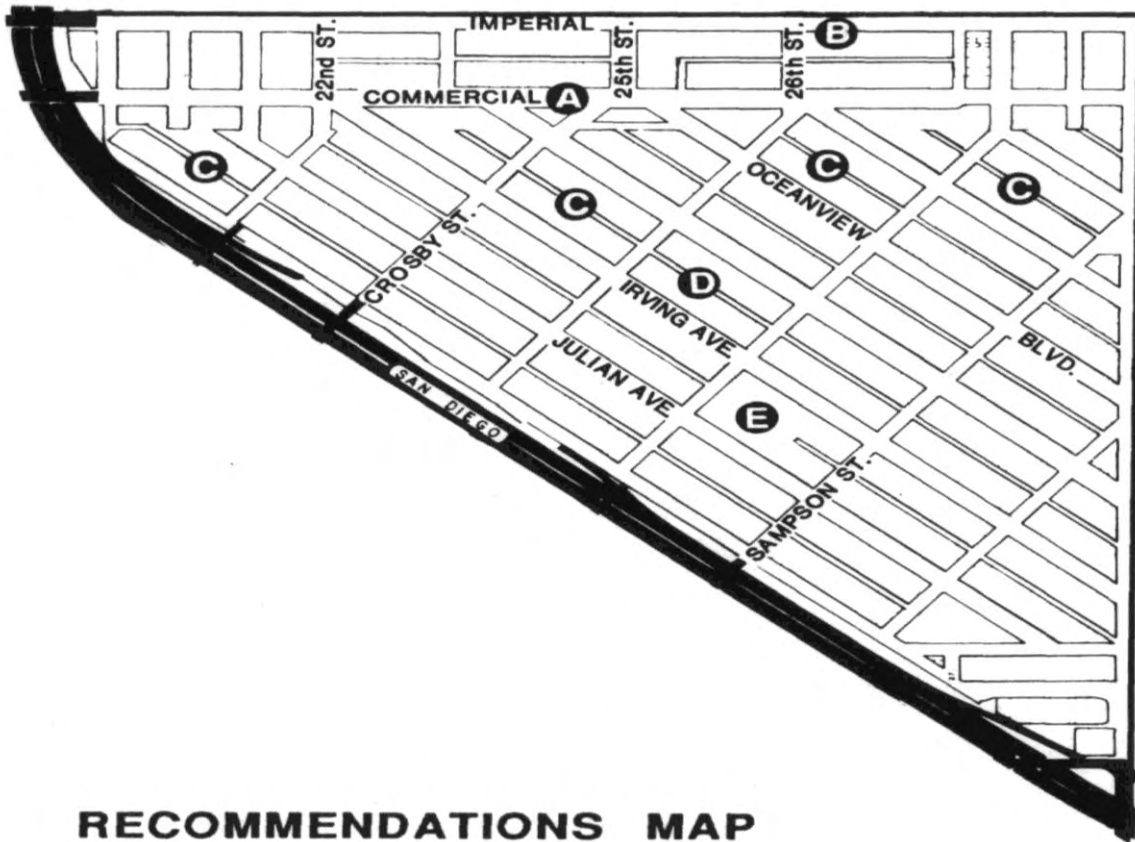
Logan Heights Objectives

1. Revitalize the commercial uses along Imperial Avenue and Commercial Street, improving building facades and landscaping.
2. Improve the appearance of Imperial Avenue, Commercial Street, and Oceanview Boulevard.
3. Rehabilitate the industrial uses along Commercial Street and increase the amount and quality of screening of industrial uses.
4. Preserve this community's well-maintained and historically significant residential units. Allow redevelopment on underutilized or poorly maintained lots, but preserve the area's development pattern of small houses along the street with additional units towards the rear of lots.

Logan Heights Recommendations

- A. Rezone both sides of Commercial Street to a light industrial zone that limits the range of uses permitted and requires aesthetic screening of all industrial uses with the exception of the southern portion of Commercial Street between 21st Street and Harrison Avenue which should be rezoned to CC-3-5.

Commercial Street is presently occupied with industrial uses including auto dismantling facilities, heavy manufacturing, boat building, and outdoor storage. Although these uses play an important role of the economy of Southeastern San Diego, it is important that these uses not be offensive or in conflict with surrounding land uses. This plan recommends that Commercial Street be rezoned from the existing M-2 and M-1 zones to a light industry and service zone for uses such as small and incubator businesses, wholesaling and office space. The alley system should be used as much as possible for service and parking access, reducing conflict with the trolley. Development regulations should ensure that industrial uses are screened by walls or berms.



RECOMMENDATIONS MAP

- B. Rezone the south side of Imperial, between Interstate 5 and 28th Street, from M-1 to a generalized commercial zone that also permits multi-family residential development.

The mixed commercial/residential designation reflects existing development. Development standards should permit residential developments of up to 30 units per acre. Development criteria should also be provided that limit or provide incentives for parking and auto access from the rear of buildings to continue the existing pattern of development of buildings near the street and to improve traffic flow on Imperial Avenue.

- C. Rezone areas that are generally low-medium densities to a zone that reflects existing uses (R-3000) to preserve the area's unique character and pattern of development and to encourage the preservation of historically significant structures.
- D. Rezone the remainder of Logan Heights to a low-medium density residential zone that permits up to 17 units per net acre.

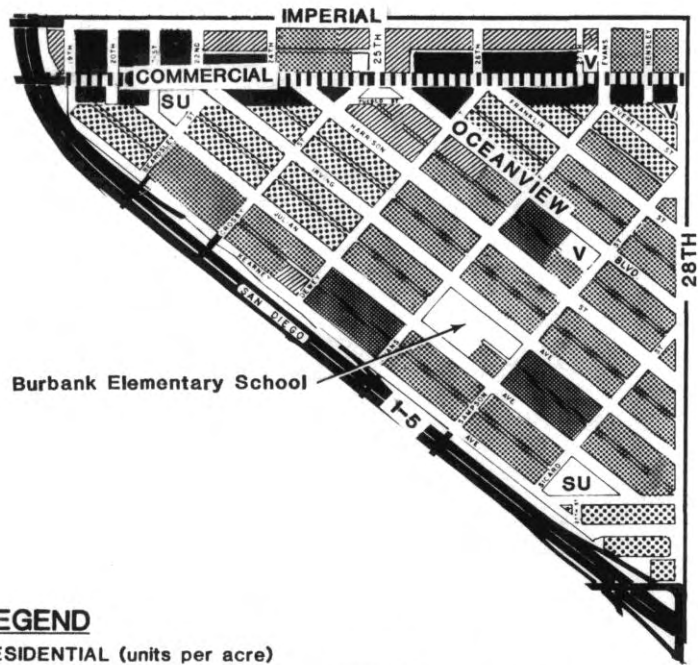
A low-medium density of residential development (10-17 units per net acre) is recommended for the central portion of Logan Heights to deter the removal of quality houses in the area and to preserve this stable residential neighborhood.

- E. Rezone the Burbank Elementary School site to the Institutional Overlay Zone. If this school is found to be no longer needed as a school site, this site should be developed with

compatible private development. In the event that residential development is considered for the site, the density should be compatible with the density recommended in this plan (15-17 units per acre).

- F. The low-medium density (10-17 dwelling units per net acre, MF-2500 and MF-3000 zones) multi-family portions of the neighborhood should be identified as “Special Character Multi-Family Neighborhoods” that would be protected with development standards recommended by the Urban Design Element.
- G. Rezone the southern side of Commercial Street between 21st Street and Harrison Avenue to CC-3-5 to allow a mix of pedestrian-oriented, community serving commercial uses and high density residential uses. Revitalization efforts may incorporate mixed-use development with residential densities greater than 30 dwelling units per acre. Revitalization efforts should also incorporate transit oriented design to maximize the use of the existing trolley system.

EXISTING LAND USE



LEGEND

RESIDENTIAL (units per acre)

10-15

15-17

30-45

MULTIPLE USE
(Residential/Commercial)

COMMERCIAL

G-GENERAL
N-NEIGHBORHOOD

INDUSTRIAL

INSTITUTIONAL

Schools

E Elementary

J Junior High

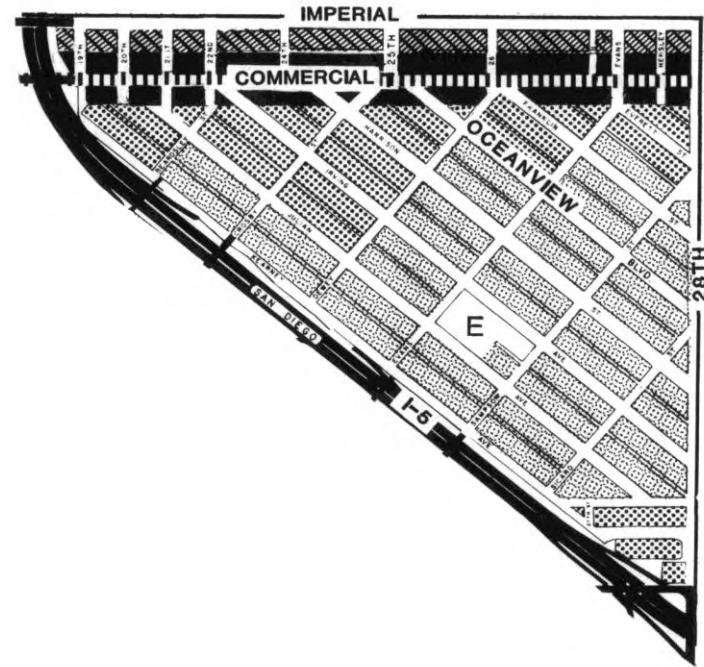
S Senior High

P Private

SU School Use

VACANT

RECOMMENDED LAND USE

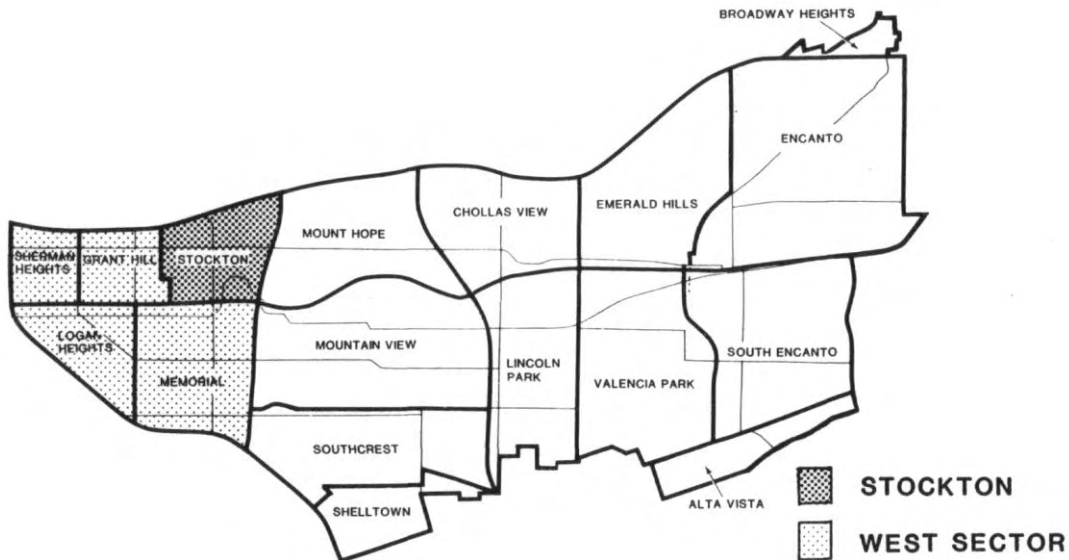


LOGAN HEIGHTS SOUTHEASTERN SAN DIEGO

CITY OF SAN DIEGO • PLANNING DEPARTMENT

FIGURE 28

THE NEIGHBORHOOD OF STOCKTON



Setting

Stockton is situated on approximately 243 acres in the north-central portion of Southeastern San Diego. It is bounded on the north by State Highway 94, on the south by Imperial Avenue, on the east by Interstate 15 and on the west by 30th Street.

The area is diverse in topographic features including steep and rolling hills. The highest point, located in the northeastern corner of the neighborhood in the Gateway Center West Redevelopment Project, provides views of the City and San Diego Bay.

Stockton is divided into two subareas, divided by Market Street which runs east/west. North of this street is the area known as the "Dells," which is the present site of the Gateway Center West Redevelopment Project. The southern two-thirds of the neighborhood contain a mixture of single- and multi-family residential development.

In the late 1800s, the area was residential with some commercial activity along Market Street. In the 1940s, Stockton began to change. It was close to downtown and on the main routes (Wabash Boulevard and Highway 94) to El Cajon and Chula Vista. Close to the shipyards and other defense industries, the northern portion of Stockton, known as the "Dells," was a convenient location for war housing which was later torn down. As areas to the east developed residentially, pressure was on the Dells to change from multi-family residential to more intense land uses. In 1956 the zoning changed in the Dells from R-4 to M-1 (industrial).

Dells Redevelopment Project

Proximity to downtown, freeway access, and a good central location were assets identified for the Dells Redevelopment Project which was approved by the City Council in 1976. The Redevelopment Plan has several objectives, which include: 1) the creation of job opportunities; 2) the strengthening of existing industrial development; 3) the provision of sites for new and relocated industries; and 4) the elimination of blighting influences, such as incompatible land uses, deteriorated structures, and hazardous conditions.

The Dells Redevelopment Area originally consisted of 68 acres of mixed commercial-industrial-residential uses southwest of the intersection of Highway 94 and Interstate 15. In February of 1982, the City Planning Commission approved a preliminary plan for an expanded redevelopment project for the area. This plan included the original Dells Redevelopment Area, and expanded it to include the Imperial Avenue corridor as well. A further revision to the plan was approved by the Planning Commission on July 11, 1985 which removed the Dells Industrial Park, now known as Gateway Center West, from the Dells Imperial Redevelopment Area. The new proposed Dells/Imperial Redevelopment Project Area contains approximately 900 acres (roughly one-third of the entire community), with approximately 20,000 residents. The proposed boundaries include all lands east and north of Interstate 5, south of Highway 94, west of Interstate 15.

The principal property in the Gateway Center West portion of the redevelopment area is the 14-acre San Diego Gas and Electric Company operating station. Gas and electric service crews operating from the site service a population of over 600,000 in a 220-square mile area. The facility serves as a training school and employs nearly 500 workers.

The balance of the project area consists of nearly 200 separate parcels containing single-family homes, multi-family residential units, and over 30 businesses employing over 400 persons.

The neighborhood of Stockton will benefit from the revised Redevelopment Plan in a variety of ways, including additional tax increment funds for housing rehabilitation and for project funding, land acquisition, and relocation by the SEDC. Redevelopment activities within the Dells/Imperial project area will concentrate on the provision of employment opportunities for the residents of the Southeastern San Diego community.

Transportation Facilities

The neighborhood's major streets are Market Street and Imperial Avenue, which run east and west, and 30th and 32nd Streets, which run north and south. The 32nd Street Trolley station is located immediately south of Stockton at the northeast corner of 32nd Street and Commercial Avenue in the neighborhood of Memorial.

Existing Land Uses

Land uses, as of 1986, are summarized below and are illustrated on Figure 29.

Existing Land Uses (1986)	
Type of Use	Percent
Residential	
Low Density (5-10 du/ac, 1 du/lot)	5%
Low-Medium Density (10-15 du/ac)	40%
Medium Density (15-30 du/ac)	2%
Commercial	5%
Industrial	35%
Institutional (Martin Luther King, Jr., Elementary	10%
Vacant	<u>3%</u>
	100%

Residential

Over 2,700 people reside in Stockton, with an overall density of about ten dwelling units per acre. The highest densities (15-45 units per acre) are along 32nd Street and Imperial Avenue, in the southern subarea. The residential areas in Stockton are varied in age and condition. The remaining homes in the Gateway Center West Redevelopment area are in poor condition and in many cases abandoned. The homes in the southern subarea are generally stable and in reasonably good condition, while some single-family homes are dilapidated and in need of repair.

Commercial

Commercial development has occurred along Imperial Avenue and Market Street, including restaurants, bars, gas stations, professional offices, and a liquor store. For the majority of commercial services, the residents of Stockton shop in Golden Hill or National City.

Industrial

Industrial development has played a major role in the history of this neighborhood. As a result of the Gateway Center West Redevelopment Area, private developers have purchased this land for a variety of industrial uses. The San Diego Gas and Electric operations center remains the largest tenant in the Redevelopment Project Area.

Stockton Objectives

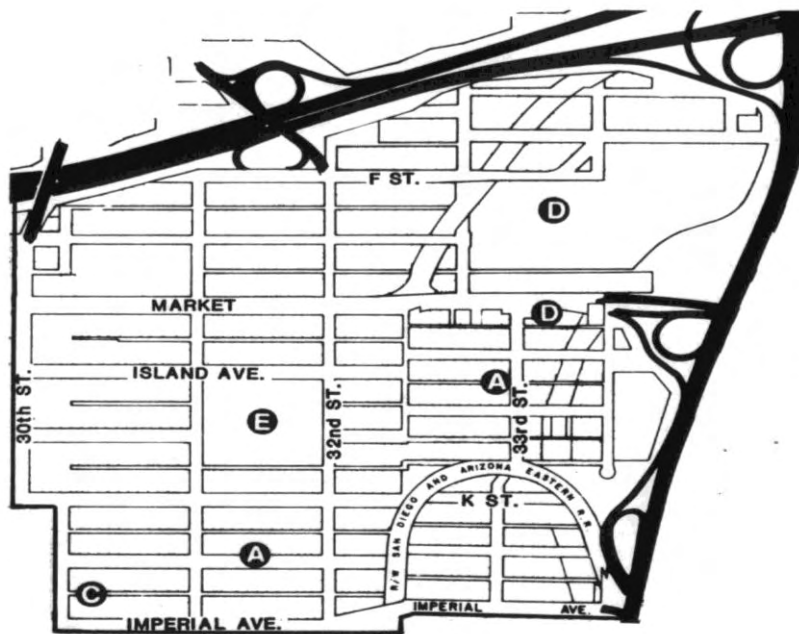
1. Redevelop and rehabilitate residential areas with dilapidated housing, but preserve the residential areas for residential use.
2. Improve the appearance of Imperial Avenue, 32nd Street, and Market Street. These streets could be improved through added landscaping and, in some areas, through removal of billboards.

3. Retain viable existing businesses along major streets including Imperial Avenue, 32nd Street, and Market Street.
4. Expand community-serving commercial activities along Market Street from 30th Street to Bancroft Street.

Stockton Recommendations

- A. Encourage infill development in some residential areas.

The residential areas south of Market Street are zoned R-3000, allowing up to 15 dwelling units per acre. This low-medium density should be retained in order to encourage infill development. Additionally, the properties south of "K" Street are recommended to retain the medium density of 15-30 units per acre to allow for increased housing opportunities along the Trolley corridor.



RECOMMENDATIONS MAP

GENERAL RECOMMENDATIONS

- B. Maintain a strong code enforcement effort
- B. Stabilize and improve the residential neighborhood through continued enforcement of the zoning and building code. In this neighborhood it is important that the ongoing Project First Class zoning and building code enforcement, alley improvement, and litter control programs be continued.
- C. Commercial revitalization and rehabilitation is recommended for the intersection of Imperial Avenue and 30th Street.

The 30th Street and Imperial Avenue intersection is proposed as a focus of publicly-sponsored redevelopment, with emphasis on rehabilitating existing commercial buildings. Public actions could include rehabilitation assistance to sound older buildings designated for retention, provision of a public parking area, street landscape and lighting improvements. The addition of off-street parking is desirable, but it should be carefully developed in a manner that preserves the pedestrian orientation of the trolley corridor. The mix of activities should include neighborhood-serving commercial, offices, and dwellings of 15-30 units per acre.

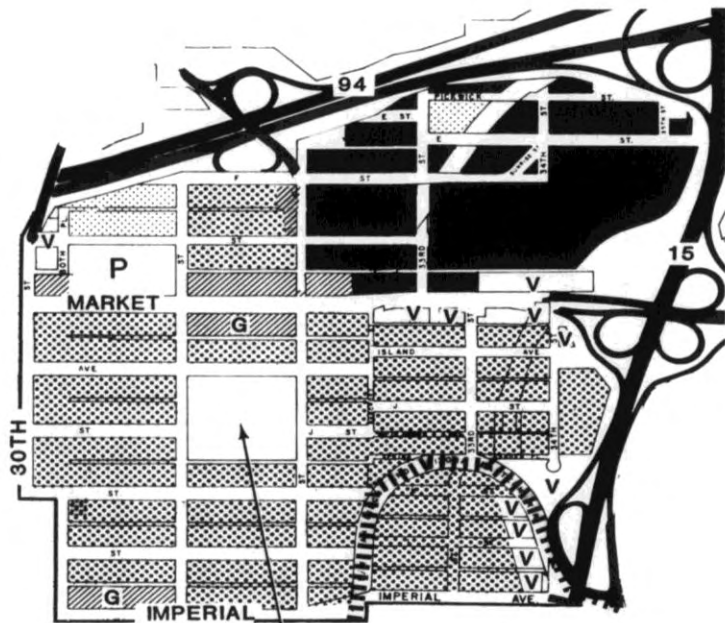
Properties should be allowed to develop at zero lot line (one side yard only), to better utilize the small lot sizes. The development scale of new infill buildings should be primarily two- and three-story, with dwellings and offices above ground floor commercial activities. Rezone the north side of Imperial Avenue from 31st Street to Bancroft Street to a multiple-use residential/commercial zone, allowing multi-family development of 15-30 dwelling units per acre.

- D. Rezone the remaining M-l zoned properties in the Gateway Center West to M-1B, or a similar zone. Rezone the vacant parcels south of Market Street and approximately east of 33rd Street to M-1B or a similar zone to be developed in conjunction with Gateway Center West.

The parcels zoned M-l north of Market Street and east of 33rd Street should be rezoned to M-1B or a similar zone. If possible zoning regulations should accommodate developments on smaller lots to provide an opportunity for smaller developments. Small businesses such as plumbers and carpenters do not presently have a lot of opportunities to establish businesses in Southeastern San Diego.

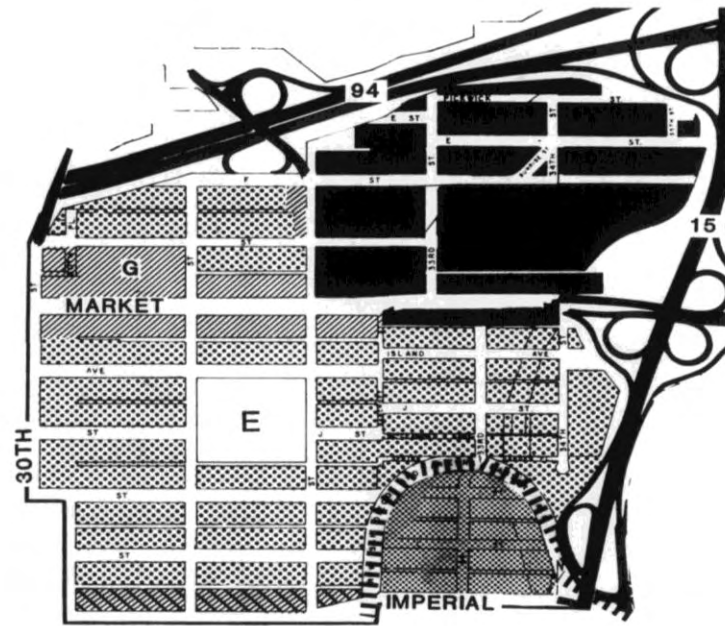
- E. Rezone Martin Luther King Junior Elementary School to the Institutional Overlay Zone. This site should be developed with compatible private development only after it has been determined that it is not needed for use as a public facility. Where it is determined that residential development is appropriate for the site, the density should be compatible with that of the surrounding neighborhood (10-15 units per acre).
- F. The medium density (15-30 units per net acre, MF-1500 Zone) multi-family portion of the neighborhood located on L Street between 30th Street and the trolley track should be redesignated and rezoned for low-medium residential density (10-15 dwelling units per net acre, MF-3000 Zone) and identified as a “Special Character Multi-Family Neighborhood” that would be protected with development standards recommended by the Urban Design Element.

EXISTING LAND USE



Martin Luther King Jr. Elementary

RECOMMENDED LAND USE



LEGEND

RESIDENTIAL (units per acre)

- 5-10
- 10-15
- 15-30

COMMERCIAL

- G-GENERAL
- N-NEIGHBORHOOD

MULTIPLE USE
(Residential/Commercial)

INSTITUTIONAL

Schools

- E Elementary
- J Junior High
- S Senior High
- T Trolley Station

INDUSTRIAL

VACANT



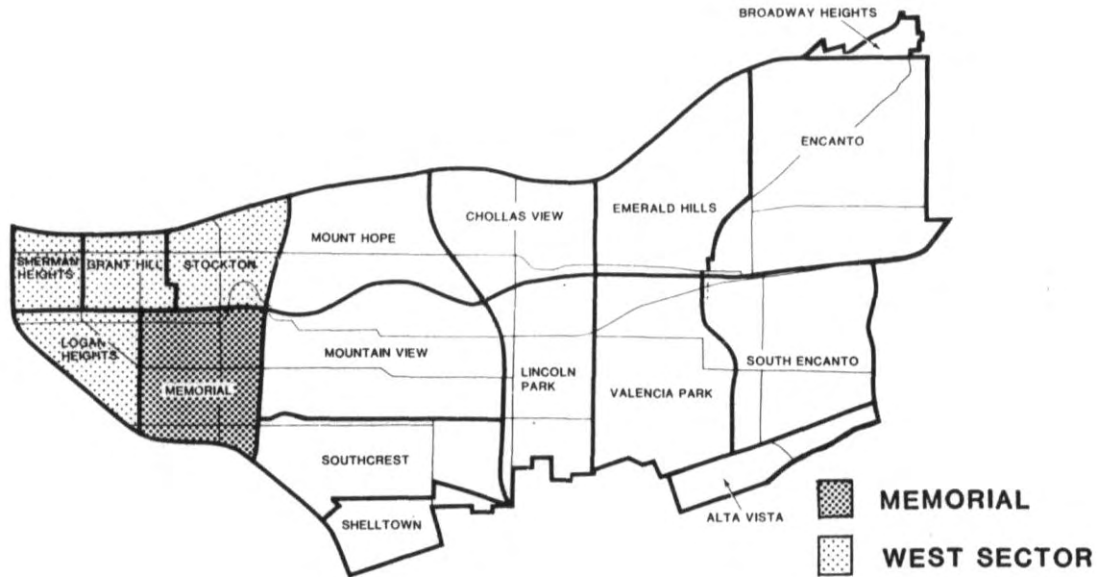
STOCKTON

SOUTHEAST SAN DIEGO

CITY OF SAN DIEGO • PLANNING DEPARTMENT

FIGURE 29

THE NEIGHBORHOOD OF MEMORIAL



Setting

Memorial is situated on approximately 429 acres in the western portion of Southeastern San Diego. It is bounded on the north by Imperial Avenue, on the south by Interstate 5, on the east by State Highway and on the west by 28th Street.

Memorial, originally known as Memorial Park, is one of San Diego's oldest neighborhoods. Development began as early as 1850, with few structures remaining from that era. Five thousand eight hundred people reside in Memorial with an overall density of about 17 dwelling units per acre. The population density is among the highest in the Southeastern San Diego community.

The area is relatively flat. The Las Chollas Creek runs north/south along Memorial's eastern boundary and flows through a concrete channel.

A significant feature of this neighborhood is Memorial Park, a fully developed 18-acre community park, which contains playing fields, a swimming pool, a recreation center, and picnic facilities.

Transportation Facilities

The major streets run east/west through the neighborhood and include Imperial Avenue, Commercial Street, Oceanview Boulevard, and National Avenue. The trolley passes through the neighborhood along Commercial Street, where numerous heavy industrial uses have developed. The 32nd Street Trolley station is in the northeast corner of the neighborhood at the intersection of 32nd Street and Commercial Street.

Existing Land Uses

Memorial is divided into three subareas, with industrial development in the northern subarea, commercial developments in the southern subarea, and residential uses in the central subarea.

Imperial Avenue is developed with commercial and residential uses, while Commercial Street just to the south has developed with industrial uses.

Residential

The residential areas of Memorial are located within the central subarea, with the lowest densities (5-10 dwelling units per acre) located east of Bancroft Street and the highest densities (15-30 dwelling units per acre) located just north of Memorial Junior High School at 28th Street and Franklin Avenue. Nearly half of Memorial has developed with medium density residential uses (10-15 dwelling units per acre).

Commercial

Along the south side of Imperial Avenue is a variety of small commercial uses including a cafe, a barbershop, two bars, and three churches. The businesses are stable, but many of the structures are in need of rehabilitation. Along National Avenue between 28th Street and 31st Street are several commercial uses including a bakery, two churches, and an auto repair facility.

Industrial

Industrial uses have developed along Commercial Street and in the southeastern corner of the neighborhood east of 33rd Street. The development along Commercial Street includes auto dismantling, auto repair, tire shops, heavy manufacturing, storage, and contractor's yards. The industrial uses east of 33rd Street include truck repair, storage yards, and light manufacturing.

Schools

The neighborhood has three schools - Memorial Junior High School, Logan Elementary School and Crockett Elementary School - the latter of which has been converted to administrative office space.

Redevelopment Projects

The proposed Dells-Imperial Redevelopment Project Area contains approximately 654 acres (roughly one-third of the community), with approximately 20,000 residents. Redevelopment in Memorial is planned to concentrate on providing employment opportunities for Southeastern San Diego residents.

The neighborhood of Memorial will benefit from the Redevelopment Project in a variety of ways, including tax increment funds for housing rehabilitation, and assistance with project funding, land acquisition and relocation by SEDC.

The neighborhood is bounded on the east by the Southcrest Redevelopment Project, which was approved by the City Council on April 1, 1986. The Redevelopment Project outlines a development plan for the rescinded State Route 252 land, revitalization and widening of National Avenue, and redevelopment of 43rd Street between Beta Street and Logan Avenue.

Memorial Objectives

1. Expand community commercial and medium density residential uses along Imperial Avenue and revitalize existing commercial uses through the establishment of a Business Improvement District and/or through facade improvements and landscaping.
2. Improve the appearance of Imperial Avenue, Commercial Street, Oceanview Boulevard, and National Avenue by improving the general appearance and maintenance of buildings along these streets, removing trash and adding landscaping.
3. Encourage the redevelopment of industrial uses along Commercial Street and reduce conflicts between industrial and residential uses along Imperial Avenue and Commercial Street.

Memorial Recommendations

- A. Rezone the south side of Imperial Avenue from 28th Street to 32nd Street to allow redevelopment from general commercial to multiple-use with general commercial development and multi-family residential uses.

Commercial uses should be developed with parking to the rear or side of the buildings to reflect pedestrian use. Residential uses should be in rowhouse and small (15-30 unit) courtyard buildings 2-3 stories high at up to 30 units per net acre.

- B. Rezone the intersection of 30th Street and Imperial Avenue to multiple-use neighborhood commercial/residential.

The 30th Street and Imperial Avenue intersection should be a focus of publicly-sponsored redevelopment, with emphasis on rehabilitating existing commercial buildings. Public actions could include rehabilitation assistance to some older buildings designated for retention, provision of a public parking area and street landscape and lighting improvements. The addition of off-street parking is desirable but it should be carefully developed in a manner that preserves the pedestrian orientation of the trolley corridor. The mix of activities recommended includes neighborhood-serving commercial, offices and multi-family residential at up to 30 units per net acre. **The new Central Division Police Station is planned to be constructed on the southeast corner of this intersection.**



RECOMMENDATIONS MAP

- C. Rezone the industrial uses in the Southeastern corner of the neighborhood to M-1B or a similar zone.

The industrial development located east of 33rd Street and south of Logan Avenue should be rezoned from the existing M-1 Zone to a less intensive industrial zone, such as M-1B. This change would allow for restricted uses and provide design controls more appropriate in an area with adjoining residential uses.

- D. Rezone Commercial Street to a light industrial zone. The zone should prohibit any uses that are not fully enclosed.

Commercial Street is presently occupied with auto dismantling facilities, heavy manufacturing, boat building, and outdoor storage. It is important that these uses not be offensive or in conflict with surrounding land uses and that any changes in use should be fully enclosed.

- E. Rezone the area along Oceanview Boulevard to R-3000 in order to retain the existing density of development.

On Oceanview Boulevard from 29th Street to State Highway 15, the land is presently zoned R-1500 (30 dwelling units per acre); however, the existing land use density is under 15 dwelling units per acre. This plan recommends that Oceanview Boulevard be rezoned to R-3000 or similar zone.

- F. Crockett Elementary School, Logan Elementary School and Memorial Junior High should be rezoned to the Institutional Overlay Zone. These sites should be developed with compatible private development only after it has been determined that they are not needed for use as public facilities. In the event that residential development is considered, the density should be compatible with that of the surrounding neighborhoods (10-15 units per acre).

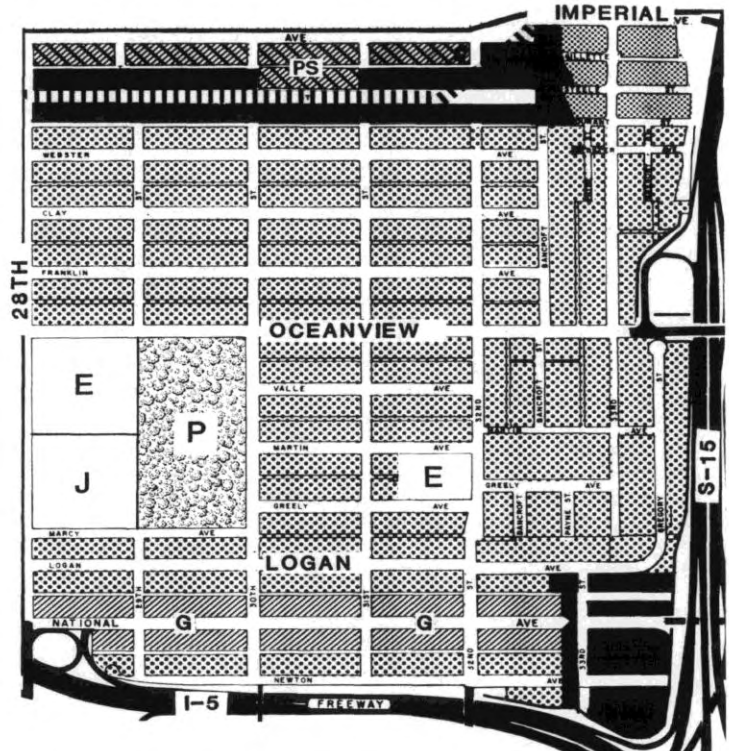
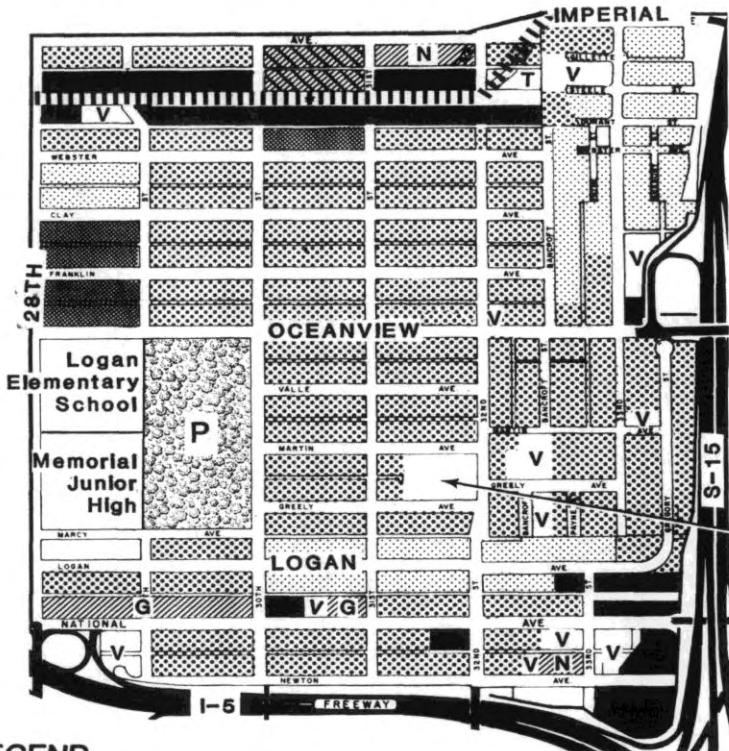
- G. Rezone the area south of Imperial Avenue, east of the end of Commercial Street, west of S-15, and north of Durant Street to medium density residential (15-30 units per acre) to increase the development intensity next to the 32nd Street trolley station.

- H. General commercial uses on both sides of National Avenue should be developed with parking in the rear to reflect and continue the existing pattern of development and encourage pedestrian use.

- I. The low-medium density (10-15 dwelling units per net acre, MF-3000 Zone) multi-family portion of the neighborhood should be identified as a “Special Character Multi-Family Neighborhood” that would be protected with development standards recommended by the Urban Design Element.

EXISTING LAND USE

RECOMMENDED LAND USE



LEGEND

RESIDENTIAL (units per acre)

- 5-10
- 10-15
- 15-30
- MULTIPLE USE (Residential/Commercial)

COMMERCIAL

- G-GENERAL
- N-NEIGHBORHOOD
- INDUSTRIAL
- PARK
- VACANT

E

INSTITUTIONAL

- Schools**
- E Elementary
 - J Junior High
 - S Senior High
 - PS Police Station



MEMORIAL SOUTHEASTERN SAN DIEGO

CITY OF SAN DIEGO • PLANNING DEPARTMENT

FIGURE 30