CENTRAL SECTOR

STATE ROUTE 15 EAST TO EUCLID AVENUE

Mount Hope, Mountain View, Southcrest, Shelltown.

Gateway East and Southcrest are focus areas for redevelopment activity.

Imperial Avenue, Oceanview Boulevard, and National Avenue are targeted areas for revitalization and landscaping improvements.

Imperial Avenue

Ocean View Blvd., Toward Mountain View Park

CENTRAL SECTOR

MOUNT HOPE

To complement plans for the Gateway East Redevelopment, Market Street from Boundary eastward to Interstate 805 should be a focus of commercial revitalization activity. Market Street is given high priority in the street corridor planting program.

MOUNTAIN VIEW

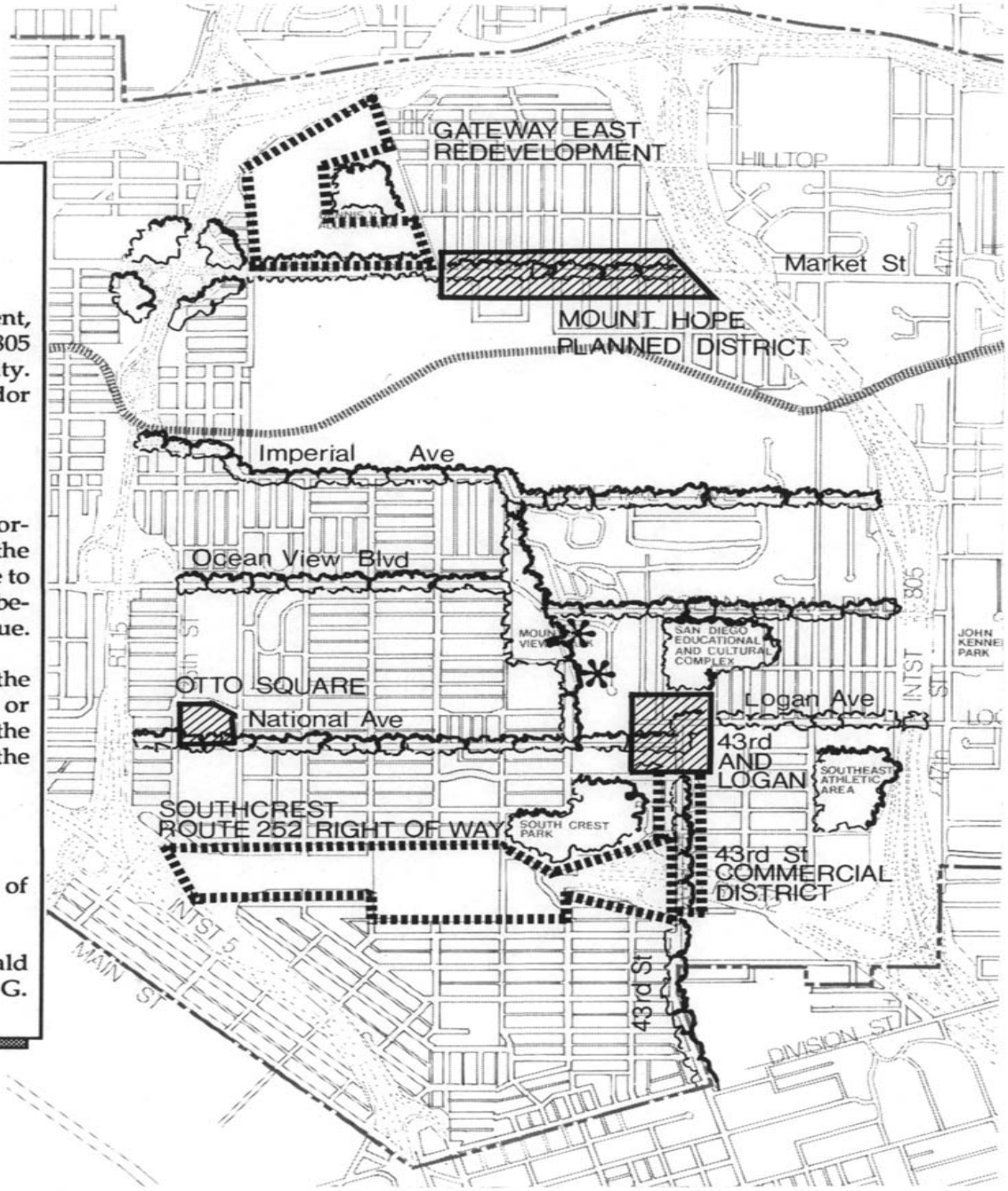
Mountain View Park should be strengthened as an important community focus with planting improvements in the park and on adjacent streets. Planting improvements are to be focused on 41st Street, making a strong connection between the park, Neighborhood House and National Avenue.

The Educational Cultural Complex now turns its back on the intersection and makes no relationship to either 43rd or Logan. There is need to develop a stronger tie, including the potential of a new building on college land just north of the intersection.

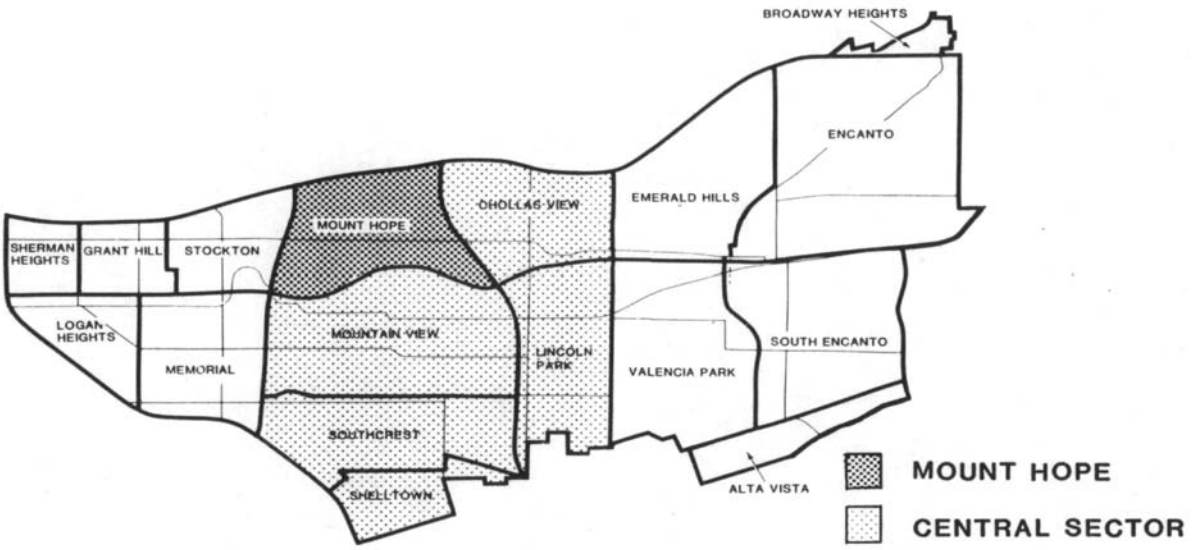
SOUTHCREST

The 43rd and Logan commercial area should be a target of future revitalization.

Credit to: Project First Class Urban Design Program, (Gerald Gast, AIA, Tectonics, Kercheval and Associates and G. Eckbo, FASLA, 1985)



THE NEIGHBORHOOD OF MOUNT HOPE



Setting

Mount Hope is situated on approximately 478 acres in the central portion of Southeastern San Diego. It is bounded on the north by State Highway 94, on the south by the San Diego Arizona Eastern Railroad (which is now shared by the San Diego Trolley), on the east by Interstate 805, and on the west by State Highway 15.

The neighborhood becomes known as "Mount Hope" through association with Mount Hope Cemetery, which is a city-owned cemetery that occupies the southwestern quadrant of the neighborhood. Located on a plateau, the area is one of the flattest in the community. Las Chollas Creek runs through the northwest corner of Mount Hope through a concrete-lined channel.

Existing Land Uses

Mount Hope is a mixture of residential, industrial, commercial, and cemetery uses. The residential neighborhood is stable, predominantly single-family homes with a scattering of higher densities north of Broadway. The neighborhood displays a strong sense of community and pride through the condition of its residences. The commercial developments along Market Street are small retail-type uses, many of which are in need of repair and rehabilitation. The Market Street Industrial Park and the Gateway Center East Business Park will eventually total 76 acres of industrial development.

Existing land uses as of 1986 are summarized in the table below and are illustrated on Figure 31.

Existing Land Uses (1986)	
Type of Use	Percent
Residential	
Low Density (5-10 du/ac, 1 du/lot)	50%
Low-Medium Density (10-15 du/ac)	0.5%
Medium Density (15-30 du/ac)	7%
Cemeteries (Mount Hope)	15%
Industrial	5%
Commercial	1%
Parks	2.5%
Vacant	18%
	100%

Residential

The residential areas of Mount Hope are divided by Mount Hope Cemetery, with medium-high densities (15-30 units per acre) to the west and low density (5-10 units per acre) to the east. The highest density developments are south of Island Avenue and north of Broadway between 35th and 36th Streets, with densities in excess of 30 units per acre. Nearly 3,800 people reside in Mount Hope, with an overall density of about ten dwelling units per acre.

The residential area north of Hilltop Drive is mixed in density and housing condition. The majority of the area is in need of redevelopment.

Commercial

Along Market Street, east of Boundary Street, is a variety of neighborhood commercial uses including churches, a beauty shop, two small markets, liquor stores. The businesses along this corridor are viable, but in need of rehabilitation.

Industrial

The industrial uses in the neighborhood are located in the Market Street Industrial Park, which is south of Market Street and immediately east of Boundary Street. The industrial park consists of ten subdivided lots ranging in size from 1.1 to 3.3 acres. The park is a redevelopment project, and each lot is presently under private ownership for light industrial use as governed by the park's covenants, codes and restrictions and M-1B zoning.

Gateway Center East Business Park is a 61-acre site being developed by the City of San Diego as a part of the Mount Hope Redevelopment Project. A majority of the 30 sites have been sold and are presently involved in design and grading. The business park is expected to be complete in

the next few years. The business park will eventually employ over 3,000 employees working in a variety of light industry/manufacturing facilities.

Neighborhood Park

The five-acre Dennis V. Allen Park is a neighborhood park that has recently been reconfigured in order to compliment the adjoining industrial developments to the north and south in the Gateway Center East Business Park. The park includes a playground, basketball courts, a restroom, picnic areas, and walking paths.

Mount Hope Redevelopment Project

Proximity to downtown, good freeway access, and a central location represent advantages for the Mount Hope Redevelopment Project, which was approved by the City Council in 1982 (see Figure 45). The Redevelopment Plan provides land use planning guidance for future zoning and development in the 160-acre project area. The Redevelopment Project also designated the southwestern corner of the project area for light industrial uses - now known as Gateway Center East Business Park.

The focus for redevelopment activity in this area is the Gateway Center East Business Park project described above. In addition to the industrial developments, a portion of the project site has been set aside for commercial development, with plans for a major grocery store to front on Market Street.

The balance of the project area consists of nearly 100 acres containing single-family and multi-family residential units, 20 businesses, a public park, and a large undeveloped parcel of cemetery land.

For planning purposes, the redevelopment area was divided into five subareas. It was determined that present zoning regulations for four of the five subareas of the Mount Hope Redevelopment Project were sufficient for the implementation of the redevelopment plan. However, planned district legislation was prepared for one subarea, because of the intent to gradually redevelop the area into planned commercial developments and residential developments at a density of 30 units per acre. This subarea is located along Market Street, generally to a depth of 200 feet to the north and the south of the street. The Planned District Ordinance was adopted by City Council in 1984, and provides development regulations which are tailored to the area including land use, development intensity, parking, and land and parcel coverage regulations.

The neighborhood of Mount Hope will benefit from the redevelopment project in a variety of ways, including housing rehabilitation, employment opportunities, public roadway improvements, and the coordination of industrial development with training programs to benefit unemployed and underemployed residents of Southeastern San Diego.

Transportation Facilities

The major streets run east/west through the neighborhood and include Market Street and Hilltop Drive. Although the existence of north/south residential streets allows for adequate transport

within the neighborhood, the presence of the cemeteries to the south acts as a major obstacle in allowing north/south access to other parts of Southeastern San Diego.

The trolley bisects Mount Hope Cemetery, providing trolley passengers a unique view of the cemetery, which could potentially be one of the most scenic portion of the trolley's route through the community. The trolley also passes along the northern boundary of Greenwood Cemetery, which sets a high standard in landscaping and maintenance and is readily visible to trolley passengers. There are no trolley stops within the neighborhood; however, stops are available to the west of 32nd Street and to the east at 47th Street.

Mount Hope Objectives

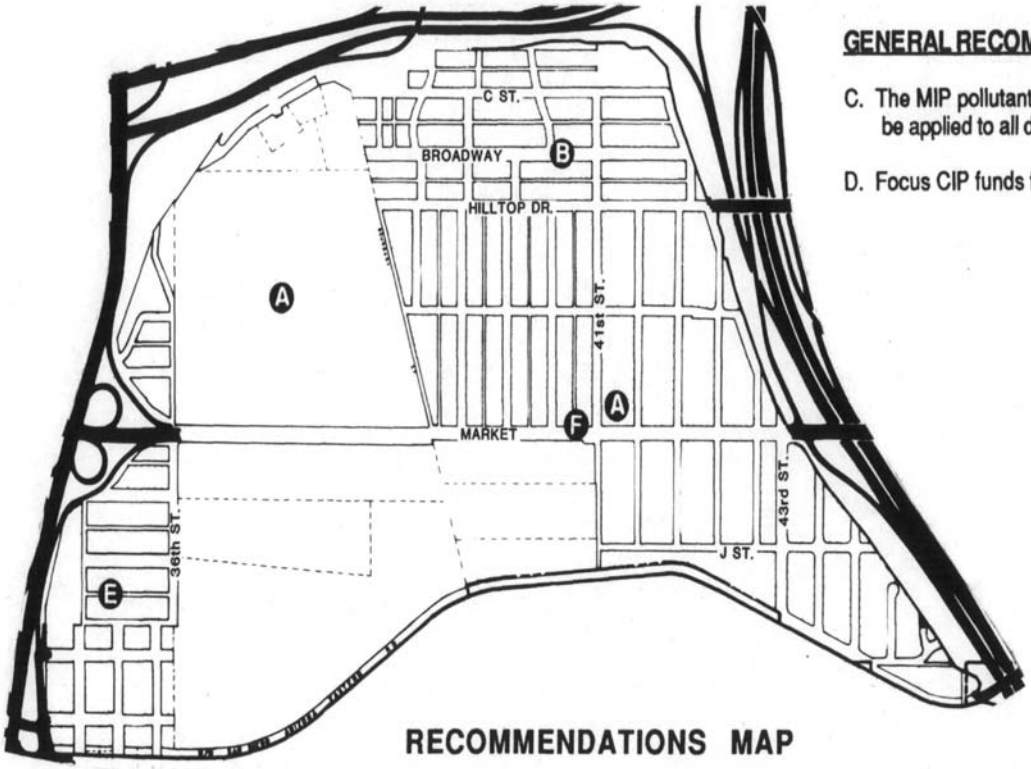
1. Improve the appearance and economic viability of the commercial corridor on Market Street.

2. Improve the landscaping in the right-of-way along Market Street, east of Boundary Street.

3. Protect the adjoining residential areas from any potential adverse impacts from the adjoining industrial developments.

4. Rehabilitate the residential area north of Hilltop Drive.

5. Improve the condition of streets and alleys and underground utilities as much as possible.



RECOMMENDATIONS MAP

GENERAL RECOMMENDATIONS

C. The MIP pollutant standards should be applied to all development.

D. Focus CIP funds for street and alley improvement.

Mount Hope Recommendations

A. Implementation of the Mount Hope Redevelopment Plan should be continued and should be given the highest priority for Mount Hope.

The Gateway Center East Business Park is expected to be completed by mid-1987, including the commercial development on Market Street. Commercial Development may be permitted within the Gateway Center East Industrial Redevelopment Project (Lots 1, 2, 3, 4, 5). A major commercial redevelopment commitment is already a reality as part of the SEDC's Mount Hope redevelopment project. Additional commercial development on the sites identified above may be required to strengthen this effort. This flexibility could help in the creation of a much needed commercial development of sufficient size to result in great economic benefit to the community.

The commercial corridor east of the business park is in need of rehabilitation, as outlined in the redevelopment plan. The development criteria is contained in the redevelopment plan and in the Mount Hope Planned District Ordinance, Section 103.1001 through 103.1010 of the Municipal Code. With the recent development at Gateway Center East Business Park and the continuation of the Market Street Industrial Park, the need for viable, consumer-oriented businesses is evident. Many of the existing structures are in need of repair and beautification. A Business Improvement District (BID) could facilitate future growth by providing coordinated building signage and designs, landscaping, and a maintenance program.

B. Redevelopment and rehabilitation of the residential area north of Hilltop Drive is recommended.

Although private redevelopment and rehabilitation is encouraged whenever possible, the City Housing Commission should assist homeowners in rehabilitation of private homes through low interest loans.

C. Pollutants, odors, contaminants, toxics, and smoke that exceed the standards of the Manufacturing Industrial Permit Zone (M-IP) should not be allowed.

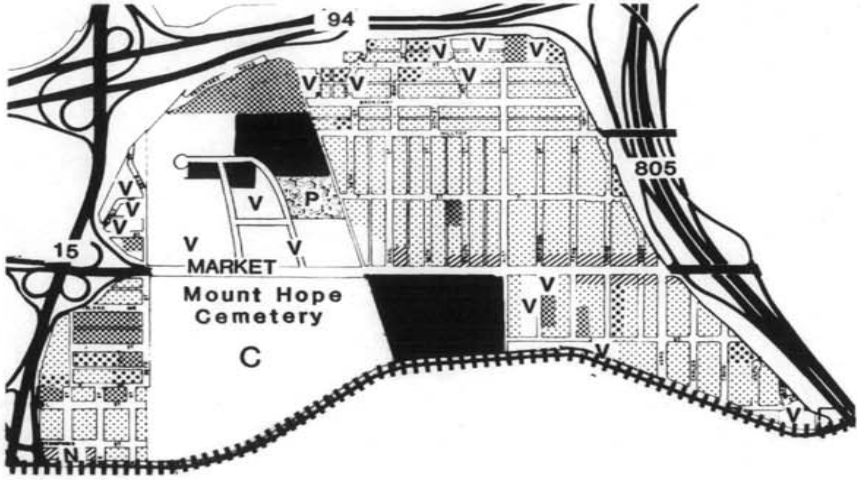
The M-IP standards relating to pollutants, odors, contaminants, toxics, and smoke should be applied to all developments in the Mount Hope neighborhood.

D. Focus Capital Improvement Program (CIP) funds to improving streets and alleys in this neighborhood. Undergrounding of utilities should also be sought.

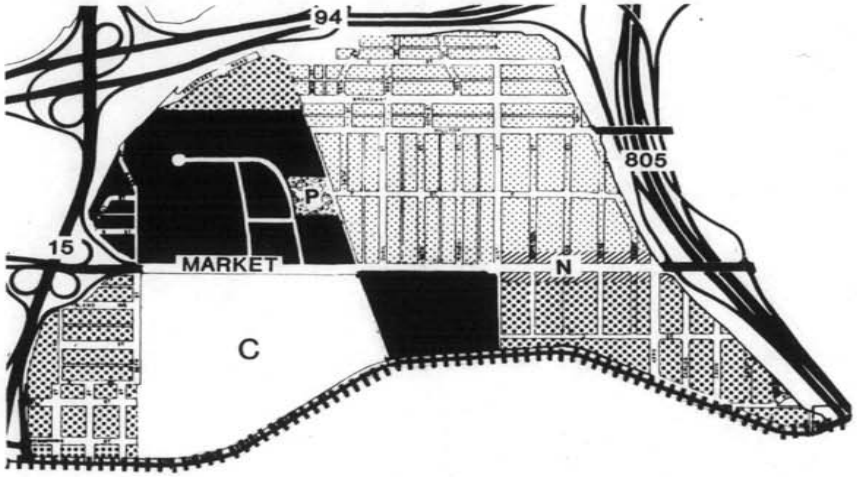
E. Designate the area west of Mount Hope Cemetery and south of Market Street for low-medium density residential uses (10-15 units per net acre). This area contains a mixture of residential densities and a few low intensity commercial establishments, but the area has access constraints to commercial or higher density residential development.

F. Rezone the commercially zoned properties between 40th Street and 41st Street to a low density residential designation of 5-10 units per net acre.

EXISTING LAND USE



RECOMMENDED LAND USE



LEGEND

RESIDENTIAL (units per acre)

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

COMMERCIAL

- G-GENERAL
- N-NEIGHBORHOOD

- INDUSTRIAL
- P — PARK
- V — VACANT
- C — CEMETERY

N
W NO SCALE E
S

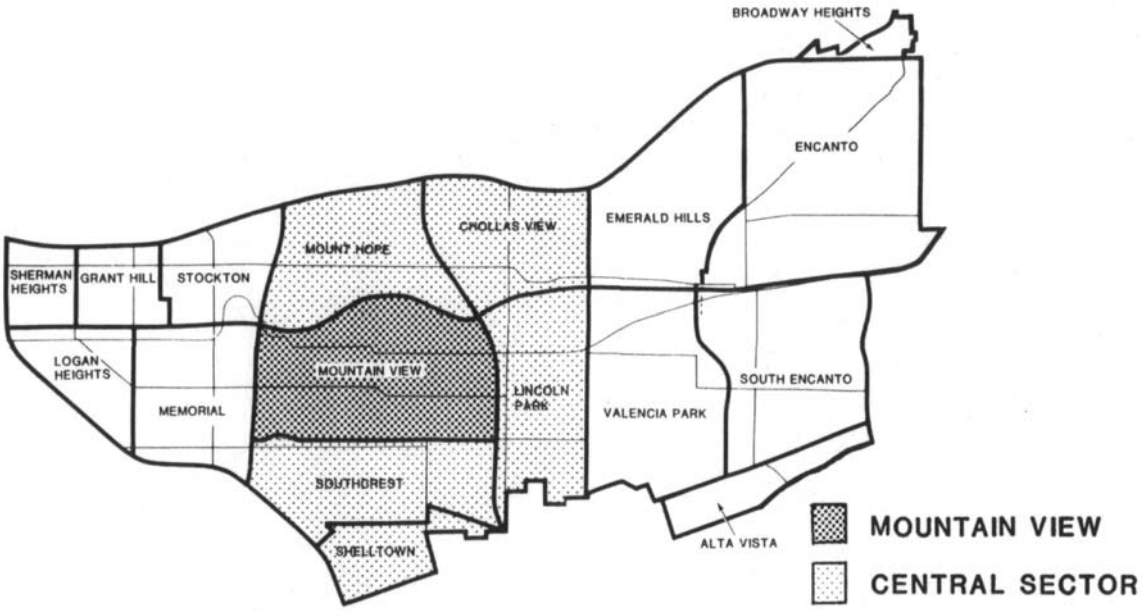
MOUNT HOPE

SOUTHEASTERN SAN DIEGO

CITY OF SAN DIEGO · PLANNING DEPARTMENT

FIGURE 31

THE NEIGHBORHOOD OF MOUNTAIN VIEW



Setting

Mountain View is situated on approximately 735 acres in the central portion of Southeastern San Diego and is predominantly developed with single-family residences and two cemeteries. It is bounded on the north by the San Diego Arizona Eastern Railroad (which is now shared by the San Diego Trolley), on the south by Logan Avenue, on the west by State Highway 15, and on the east by Interstate 805. The neighborhood is separated from the surrounding areas by two major freeways and two cemeteries.

The neighborhood became known as "Mountain View" due to the unobstructed view of San Miguel Mountain to the east. Located on a plateau, the area is one of the flattest in the community. Las Chollas Creek runs through Mountain View starting in its northeasterly corner near 45th Street, flowing southwest along San Pasqual Street until it enters the Southcrest neighborhood at Logan Avenue. The creek flows through a concrete-lined channel which is capable of handling 50-year storm flows.

Transportation Facilities

The major streets run east/west through the neighborhood and include Imperial Avenue and Oceanview Boulevard. Although the existence of north/south residential streets allows for adequate transportation within the neighborhood, the presence of the cemeteries to the north acts as a major obstacle in allowing north/south access to other parts of Southeastern San Diego.

The San Diego Arizona Eastern Railroad tracks constitute the northern boundary for the Mountain View neighborhood and the tracks now also serve the San Diego Trolley – Euclid line. The trolley bisects Mount Hope Cemetery, providing passengers a unique view of the cemetery.

The trolley also passes through Greenwood Cemetery, which sets a high standard in landscaping and maintenance.

Existing Land Uses

The existing land uses as of 1986 are varied, and are summarized in the table below and are illustrated on Figure 32.

Existing Land Uses (1986)	
Type of Use	Percent
Residential	
Low Density (5-10 du/ac, 1 du/lot)	50%
Low-Medium Density (10-15 du/ac)	5%
Medium Density (15-30 du/ac)	1%
Cemeteries (Mount Hope, Greenwood)	26%
Institutional (Baker Elementary, Bandini Elementary, Educational Cultural Complex, YMCA	5%
Industrial and Commercial	2%
Vacant	6%
Designated Open Space and Parks	5%
	100%

Residential

Mountain View is a stable residential neighborhood with well-maintained homes and businesses. The neighborhood displays a strong sense of community pride through the condition of its residences and cleanliness of its streets.

Most of the residential development in Mountain View took place in the early 1950s. Nearly 7,000 people reside in Mountain View, with an overall density of about eight dwelling units per acre. The population density is one of the lowest in the Southeastern San Diego community.

The residential areas of Mountain View are divided by Boundary Street, with densities of approximately 15 dwelling units per acre to the west and densities of approximately ten dwelling units per acre to the east. The highest density developments are south of Oceanview Boulevard and west of 36th Street, with densities in excess of 35 dwelling units per acre, including a rest home facility and a senior housing project.

Commercial and Industrial Uses

Along Oceanview Boulevard from 36th Street to 38th Street is a variety of neighborhood commercial uses including barbershops, a beauty shop, cafe, gas station, insurance sales office,

and a cabinet-maker shop. The businesses along this corridor are stable and predominantly attract customers from the Mountain View neighborhood.

The industrial uses in the neighborhood are located along Imperial Avenue between State Highway 15 and 40th Street. A junk yard is located east of State Highway 15 and north of Gillette Street, which is the first development seen from the trolley as it passes under State Interstate 15. For many years, the frontage properties along Imperial Avenue between 36th Street and 40th Street have been dedicated to services that support the cemeteries, including monument and marker makers, granite carvers, a florist, a chapel and a mausoleum.

Cemeteries

Mount Hope Cemetery is city-owned and is one of the most recognized and historical elements of Southeastern San Diego. The cemetery's site was chosen in 1869 because at that time it was on the outskirts of town. The grounds were divided up into various sections. There were areas for fraternal organizations such as the Masons and the International Order of Odd Fellows. Sections were also set aside for Jews, Japanese, Russians and Chinese. In addition, there was the area known as "Potter's Field," appropriated for indigent burials. Among the many beautiful monuments at Mount Hope Cemetery, there are those of the Horton, Sherman, Jessop and Marston families. Although the grounds are maintained and the cemetery still has room for expansion, some portions have deteriorated.

Unlike Mount Hope Cemetery, Greenwood Cemetery was a private venture. This cemetery is still in an unincorporated pocket within the City. Directly east of Mount Hope Cemetery, Greenwood sits on a slight hill and has a spectacular Oceanview. Over the years, it has expanded and developed into a lovely park as well as a successful cemetery. In 1919, the Cathedral Mausoleum was completed and became the largest single mausoleum building in the world. Today, Greenwood is constructing another mausoleum. Greenwood comprises one of the outstanding open landscaped areas in Southeastern San Diego. The cemetery contains chapels, three lakes, a mortuary and crematory, three mausoleums, a florist and a statuary. The grounds provide a display of vegetation that flourishes with irrigation from Greenwood's own wells.

Schools, Parks and Public Facilities

The neighborhood has two elementary schools - Baker Elementary School and Bandini Elementary School. Bandini Elementary School was closed in March 1976 due to declining enrollments. The site has since been converted to a special education use.

In addition to the cemeteries, Mountain View has yet another major landmark - the Educational Cultural Complex located south of Oceanview Boulevard between San Pasqual Street and 44th Street. The Educational Cultural Complex of the San Diego Community College District is the key educational institution in Southeastern San Diego. Opened in the fall of 1976, the Educational Cultural Complex offers day and evening college credit classes, adult school classes, and a wide variety of general interest programs. The center offers approximately 240 classes to an estimated 4,000 persons. A four-acre landscaped open space area adjoins the Educational Cultural Complex to the south.

In 1914, an ordinance was passed for acquisition of the land known as Mountain View Park. The park includes tennis courts, courts for basketball and volleyball, multi-purpose fields, a playground, and a portable swimming pool that is set up for a limited time during summer. Jackie Robinson YMCA is a 6.5-acre recreational facility located north of Imperial Avenue and east of 45th Street. The YMCA is a full service facility with a gymnasium for indoor court sports, a swimming pool, weight room, and aerobic exercise room. Expansion plans are now being made for tennis courts, racquetball courts, and a Jacuzzi.

Fire Station 19 is located on Oceanview Boulevard at 35th Street.

Vacant Parcels

Two large vacant parcels remain in the neighborhood. The first, known as "North Creek," is located south of Imperial Avenue, west of 45th Street, and east of San Pasqual Street. The second, known as "Stern Plantation," is located east of Boundary Street, south of Oceanview Boulevard, and west of San Miguel Avenue. The 30-acre North Creek site originally had an approved subdivision map to create 128 single-family lots. Although the building pads were cut and utility improvements made on the site, the homes were never built. In 1981, a different developer applied for a Planned Residential Development Permit which would allow 370 dwelling units. The revised application was approved by the City with a condition that the developer makes flood control improvements to Las Chollas Creek (including six acres of land dedication and landscaping of the floodplain) and that 43rd Street run through the project to provide a link between Oceanview Boulevard and Imperial Avenue. To date, 56 units within this Planned Residential Development along 45th Street have been constructed. The drainage channel and area to the south along Oceanview Boulevard (13 acres) have been dedicated as open space to the City of San Diego by the developer in conjunction with the original subdivision map. In 1996, the site was redesignated from residential to multiple use which would allow either a residential or a commercial development. The commercial use would be generally consistent with the CT-2 zoning of the Southeastern San Diego Planned District Ordinance and would allow a commercial development with a combination of movie theaters, restaurants, retail shops, and a pedestrian/bike path along the creek. If the site is not developed commercially, it may be developed under the residential designation and SF-5000 Zone. A residential development on the site would be generally consistent with the SF-5000 zoning of the Southeastern San Diego Planned District Ordinance.

The North Creek site could be developed as a commercial retail center with recreational uses such as a movie theater, urban plazas and a linear park along Chollas Creek to cerate part of a larger community center with linkage to the ECC on the south and the YMCA to the north. A commercial development on the North Creek site would require careful site planning to protect the integrity of the existing and proposed single-family development in the vicinity.

If the site is proposed to be developed with commercial uses, the following environmental mitigation measures, consistent with the “Final Environmental Impact Report for the Proposed Second Amendment to the Redevelopment Plan for the Central Imperial Redevelopment Project (State Clearinghouse Number 96021045),” shall be required.

Transportation/Circulation

The recommendations of a traffic study specifically addressing the proposed development, and approved by the City of San Diego Development Services Manager, shall be made conditions of project approval.

Noise

The recommendations of an acoustical study assessing the consistency of the proposed development with the City of San Diego Noise Ordinance and the City of San Diego Significance Determination Guidelines under the California Environmental Quality Act, and approved by the City of San Diego Development Services Manager, shall be made conditions of project approval.

Biology

According to the "Biological Resources Report for the Proposed Second Amendment to the Redevelopment Plan of the Central Imperial Redevelopment Project (The Butler Roach Group, Inc., July 1996), the North Creek site contains 1.4 acres of disturbed Diegan Coastal Sage Scrub habitat and several individuals of coast barrel cactus, both of which are sensitive biological resources. Impacts to these sensitive resources associated with the proposed development shall be mitigated to the satisfaction of the City of San Diego Development Services Manager and all other agencies with jurisdiction over these resources.

Permits or exemptions shall be obtained from the U.S. Army Corps of Engineers, the San Diego Regional Water Quality Control Board, and the California Department of Fish and Game prior to any alterations or disturbances to South Las Chollas Creek associated with the proposed development.

Hydrology/Water Quality

Proposed grading and/or development within the floodway or floodplain fringe area of South Las Chollas Creek may require the preparation of a hydrologic study, based on the determination of the Development Services Manager. All mitigation measures deemed necessary by the City of San Diego Development Services Manager shall be provided.

Neighborhood Character/Aesthetics

A Neighborhood Compatibility Study shall be required which addresses the following:

- Buffer areas between commercial and surrounding residential development.
- Bulk and scale of proposed commercial buildings and relationship to surrounding residential development to show there will be no negative impacts.
- Orientation of proposed commercial buildings to the open space areas and Chollas Creek.

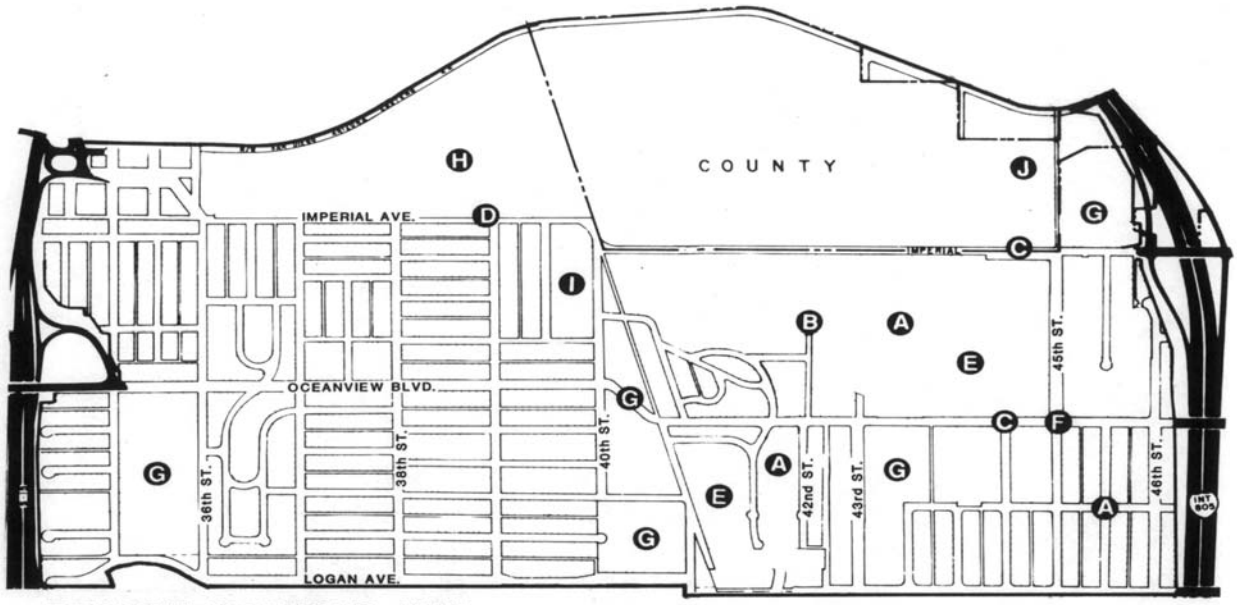
- Architectural design and compatibility with the surrounding development.
- Pedestrian circulation on site and access to other activity areas such as the ECC and YMCA.
- Identify any other special project features which provide specific benefits to the community such as park space eating areas, landmarks and plazas.

Cultural Resources

The recommendations of a cultural resources study shall be made a condition of permit approval.

Mountain View Objectives

1. Preserve the existing stable, well-maintained single-family areas.
2. Improve the north/south access problems.
3. Improve the commercial businesses on Oceanview Boulevard from 36th to 38th Streets.
4. Improve the appearance of Imperial Avenue and Oceanview Boulevard, starting with improved landscaping in both public and private land.



RECOMMENDATIONS MAP

Mountain View Recommendations

A. Maintain the character of the neighborhood by preservation of the single-family areas and their Rl-5000 zones. Allow option of a commercial development to serve the surrounding residential communities.

Preservation of the existing stable, well-maintained single-family neighborhood is a priority for Mountain View. The existing Rl-5000 and R-3000 zoning should be retained by designating these areas for low and low-medium residential densities (5-10 and 10-15 units per net acre).

B. Extend San Pasqual Street from Oceanview Boulevard to Imperial Avenue.

Another priority for this neighborhood should be the completion of San Pasqual Street between Oceanview Boulevard and Imperial Avenue. The construction of this link should be a requirement of any development on the North Creek subdivision, located south of Imperial Avenue and west of 45th Street. This recommendation should be implemented because there is a lack of adequate north/south access in this area. In addition, the recently approved Southcrest Redevelopment Project report includes the 43rd Street extension via San Pasqual Street as a vital link to the new development south of National Avenue.

C. Establish a Business Improvement District.

Business owners along Oceanview Boulevard and Imperial Avenue are encouraged to create a Business Improvement District to facilitate future growth by providing cohesive building facades, signage, landscaping, and maintenance, and to provide marketing or sales promotion. Low interest rehabilitation loans should be focused on locations where property owners are organized and willing to commit their own funds to improvements. The commercial corridor, along Oceanview Boulevard between 36th and 38th Streets, should be designated for community-serving commercial uses to reflect support for the desirable neighborhood serving uses that are currently provided.

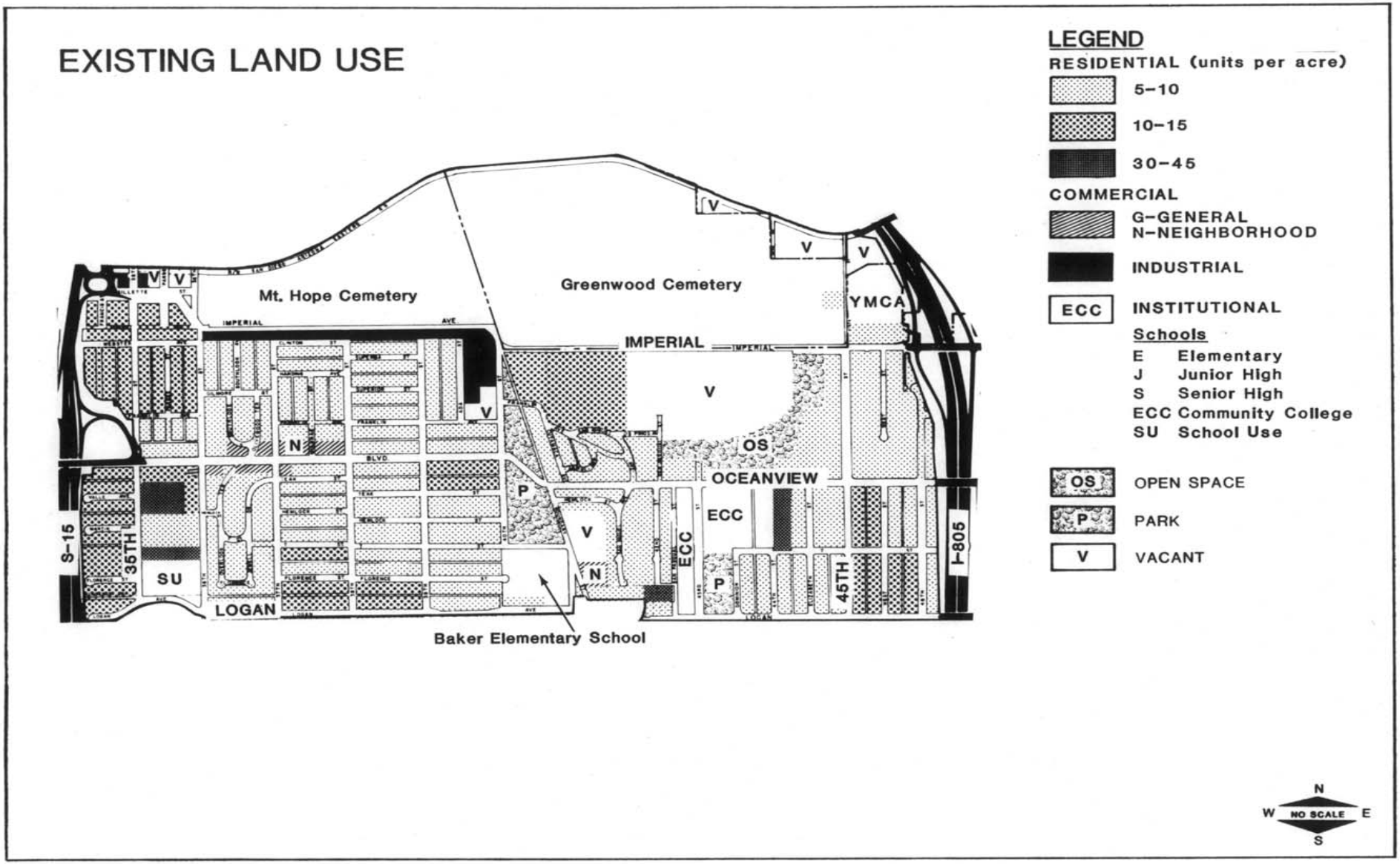
D. Rezone the properties on Imperial Avenue from 36th Street to Ada Street to specialized commercial.

The industrial uses along Imperial Avenue, east of 36th Street, should be re-designated for "specialized commercial," where cemetery-related services are recommended. In Mountain View, these businesses provide jobs and valuable services to the neighborhood and are encouraged to remain. Some of the structures are in need of revitalization and are encouraged to utilize the loan programs offered by the City Housing Commission.

The junkyard located east of State Highway 15 and north of Gillette Street should not be permitted to expand. Future industrial development should be fully enclosed.

E. New construction on the vacant sites should complement the existing single-family development.

The North Creek and Stearn Plantation sites should be developed at densities allowed by the existing Rl-5000 Zone (5-10 units per acre). Both sites are in the middle of single-family areas and should be developed with projects that are compatible in size and scale.



MOUNTAIN VIEW

SOUTHEASTERN SAN DIEGO

CITY OF SAN DIEGO · PLANNING DEPARTMENT

FIGURE 32

F. Rezone the intersection of Oceanview Boulevard and 45th Street to Rl-5000.

The existing pattern of single-family residential development is desirable. The intersection of Oceanview Boulevard and 45th Street is recommended for a change in zone from CC to Rl-5000, or a similar zone.

G. Retain existing institutional uses.

The existence of Mountain View Park and Jackie Robinson YMCA serve as recreational opportunities for young adults in the area. The YMCA, the Educational Cultural Complex, Baker Elementary School and Bandini Elementary School should be retained as institutional uses. Rezone the school facilities to the Institutional Overlay Zone. Where residential re-use is determined to be appropriate, the density should be compatible with the surrounding neighborhood.

H. Improve the appearance of Mount Hope Cemetery. Cemetery maintenance areas should be screened and improved landscaping is needed.

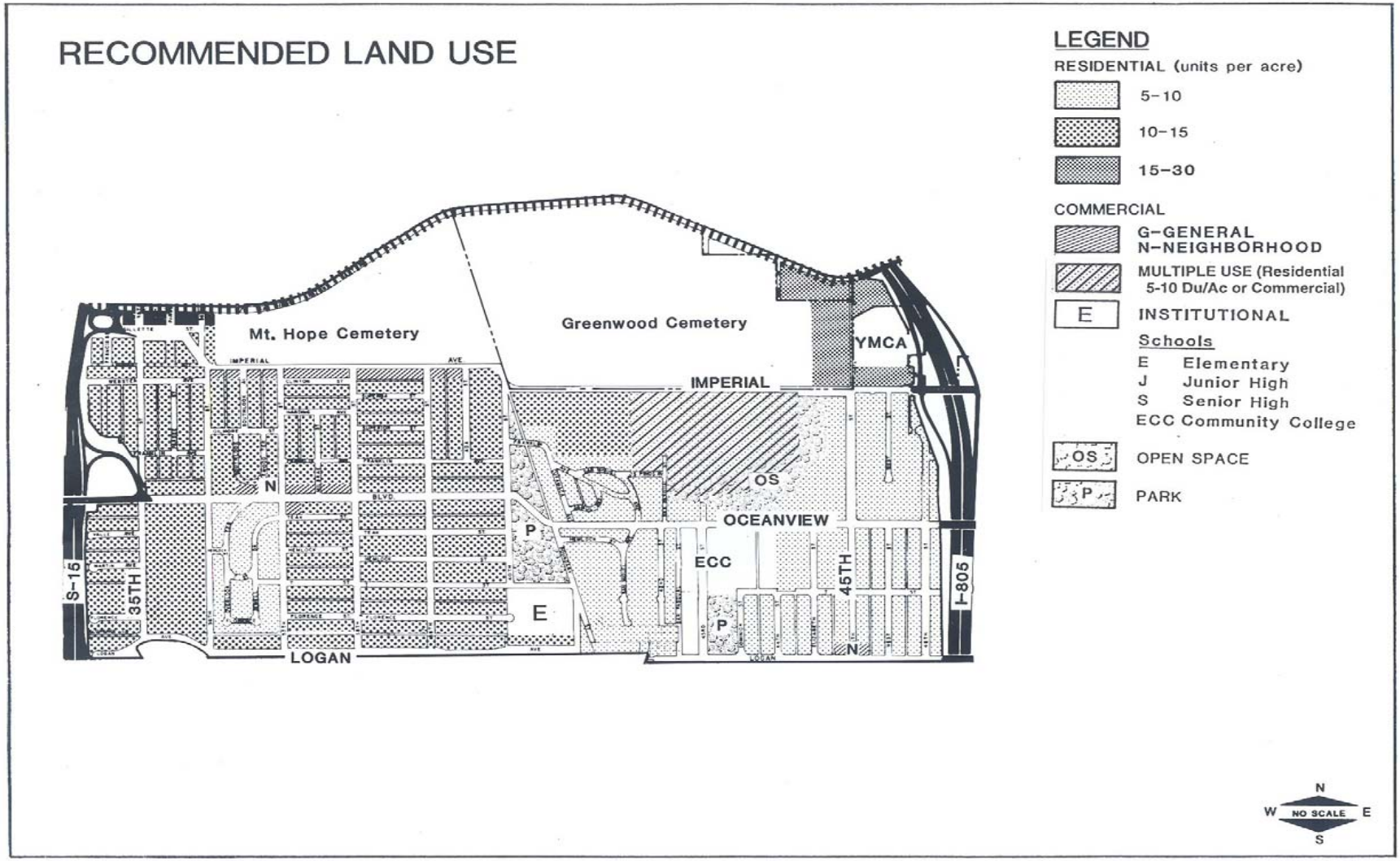
I. The block south of Imperial Avenue between Ada Street and 40th Street is presently developed and is encouraged to be retained as cemetery-related uses. The underlying R-3000 Zone should be retained together with the existing requirement for a Conditional Use Permit for cemetery-related uses.

J. The properties surrounding the YMCA north of Imperial Avenue and east of Greenwood Cemetery should be permitted to develop with up to 22 units per net acre. This area is removed from single-family development by Imperial Avenue, Interstate 805 and the cemetery and represents an opportunity for quality infill development.

K. The low-medium density (10-15 dwelling units per net acre, MF-3000 Zone) multi-family portion of the neighborhood bounded by 36th and 37th Streets on the east and west, and Oceanview Boulevard and Logan Avenue on the north and south, respectively, should be redesignated and rezoned for single-family development (SF-5000 Zone).

The medium density (15-30 dwelling units per net acre, MF-1500 Zone) multi-family portion of the neighborhood located on the north side of Logan Avenue between 36th Street and 41st Street 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.

The low-medium (10-15 dwelling units per net acre, MF-3000 Zone) multi-family portion of the neighborhood bounded by 35th and 36th Streets on the west, 40th Street on the east, the alley south of Imperial Avenue on the north and Logan Avenue on the south, excluding the area proposed for single-family zoning should be identified as a "Special Character Multi-Family Neighborhood" that would be protected with development standards recommended by the Urban Design Element.



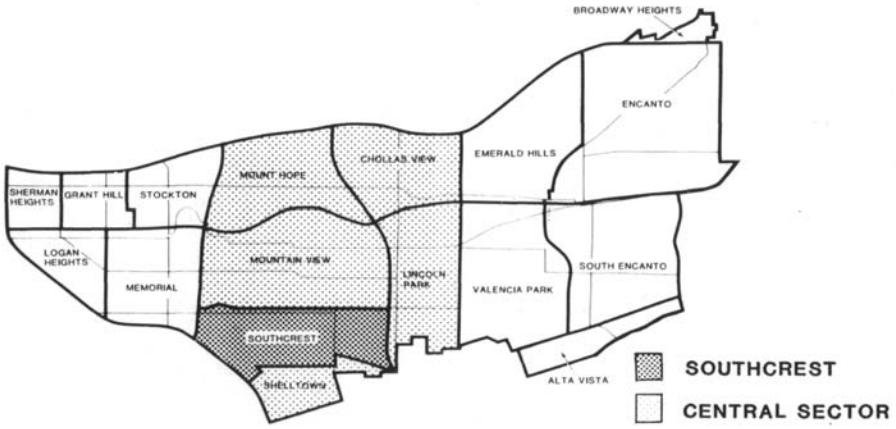
MOUNTAIN VIEW

SOUTHEASTERN SAN DIEGO

CITY OF SAN DIEGO · PLANNING DEPARTMENT

FIGURE 33

THE NEIGHBORHOOD OF SOUTHCREST



SETTING

The Southcrest neighborhood is bounded by State Route 15 and Interstate 5 on the west, Logan Avenue on the north, Interstate 805 on the east, and Gamma and Vesta Streets and the rescinded State Route 252 construction on the south. This area is located in the central portion of Southeastern San Diego, approximately five miles southeast of downtown San Diego and one-mile northeast of the naval and shipyard facilities on San Diego Bay. This neighborhood contains the Southcrest Redevelopment Project area, located between SR-15 and Interstate 5 on the west and 44th Street on the east, and an additional residential area between 44th Street and Interstate 805.

The Southcrest Redevelopment Project area comprises approximately 301 net acres, exclusive of public rights-of-way. The largest land use is residential with 149.12 acres. Commercial uses total 15.49 acres, and industrial uses total 0.85 acres. The remaining acreage is either in public and semi-public (27.85 acres) use or is vacant land (65.82 acres). The remainder of the neighborhood, outside of the redevelopment project area, is developed with residential developments, ranging up to 30 units per acre, and a public park.

The public and semi-public uses in the neighborhood include the Southcrest Park and Recreation Center, the Southeastern Athletic Area, Emerson Elementary School, St. Judes Elementary School, several churches and areas along Chollas Creek. Las Chollas Creek passes through Southcrest in a concrete-lined channel bounded on the north and south with protective fences.

Southcrest Redevelopment Project

This area was chosen for redevelopment because of the need to revitalize deteriorating commercial and residential areas, the need to redevelop the rescinded State Route 252 corridor, and the potential to provide business and employment opportunities as part of these efforts.

On April 1, 1986, the City Council adopted the Southeastern Community Plan Amendment - Southcrest Redevelopment Project by Resolution No. R-265347. As a redevelopment project area, all projects in the area will be channeled through SEDC. Through this agency, projects will

be subject to design review by the Planning Commission under the terms of disposition and development agreements. The Redevelopment Agency can also use the tools of property acquisition, relocation assistance, site preparation and rehabilitation to revitalize the Southcrest area and to meet the objectives of the Southcrest Redevelopment Plan. The guidelines for development contained in the redevelopment plan and the previous community plan amendment have been incorporated into this plan.

The specific projects anticipated in the Redevelopment Area are discussed in the Southcrest Redevelopment Project Report to Council. The report to Council identifies five major projects which are also recommended as part of this community plan:

1. Acquisition of blighted and nonconforming uses (principally along National Avenue and 43rd Street).

2. Improvement of the intersection of National/Logan, and 43rd Street.

3. Rehabilitation of Otto Square.

4. Acquisition and disposition of the SR-252 corridor.

5. Public improvements: streets, utility cable undergrounding, street landscaping and sewer/water replacement.

Additionally, the report to Council discusses the general development intent in the Redevelopment Area as shown on the Generalized Land Use Map and these recommendations are incorporated as a part of this plan.

Residential Development

There are approximately 1,530 housing units in the redevelopment project area with an estimated population of 5,100 people. The area is comprised primarily of single-family units with a number of duplexes and small apartment structures. The average density for the area is approximately ten dwelling units per acre. Of the SR-252 acres presently zoned for residential use, 147 acres are used for this purpose along with two acres which are zoned commercial.

Between 1968 and 1975, 280 housing units were removed in expectation of the construction of a freeway linking Interstate 805 with Interstate 5. Sixty-six acres were cleared and have been left idle.

Commercial Development

Existing commercial uses total 15.59 acres, with 26 acres of commercial and 14 acres of commercial/business park proposed in the Southcrest Redevelopment Project.

The redevelopment project area contains a few well-maintained businesses. However, the majority of the commercial structures are in a deteriorating condition.

Otto Square Shopping Center, located on the north side of National Avenue, between 35th and 36th Streets was built in 1965 and occupies approximately six acres. There is parking for 350 cars. This center needs exterior maintenance to the buildings and the parking lot. It also has problems relating to crime, loitering, and illegal parking. The facilities are generally considered to be too old and too small to attract major tenants needed to make the center economically viable. The center has only one major tenant, a drug store. Many of the stores are not of the quality usually found in other neighborhood shopping centers. Because of concerns about quality and the physical conditions of the center, many residents prefer to go elsewhere for their shopping needs.

Industrial Development

There is no industrial zoning in the redevelopment project area and only a small amount of existing industrial uses (0.83-acre).

Transportation

National Avenue is the major east-west arterial traversing the Southcrest neighborhood, carrying 12,000 vehicles per day in only two traffic lanes. National Avenue connects the area to downtown San Diego on the west and ends at 43rd Street on the east. Logan Avenue, east of 43rd Street, then becomes the major east-west arterial for the area. The remaining east-west streets serve the residential areas. Traffic is congested along the National Avenue/Logan Avenue corridor, especially during the afternoon rush hours when the area is used by workers from the nearby naval and industrial facilities.

Forty-third Street is the major north-south arterial, with 35th and 38th Streets serving as north-south collectors for the neighborhood. Access to Interstate 805 occurs at the intersection of 43rd Street and the rescinded State Route 252 corridor. On the west, Vesta and Rigel-35th Streets provide access to the industrial area to the south of Interstate 5 in Barrio Logan, while access to State Route 15 is provided by 35th Street to the north.

The following table summarizes recommended land uses in the Southcrest Redevelopment Project area of the neighborhood:

Recommended Land Uses –
Southcrest Redevelopment Project Area

Land Uses	Acres (Net)
Residential	
5-10 units/net acre	28.21
10 - 15 units/net acre	125.10
15 - 17 units/net acre	25.91
15 - 30 units/net acre	49.22
Commercial	26.14
Commercial/Business Park	14.91
Park	17.06
Open Space	14.91
	300.74

Southcrest Objectives

1. Redevelop the rescinded 252 freeway corridor.

2. Revitalize the commercial areas.

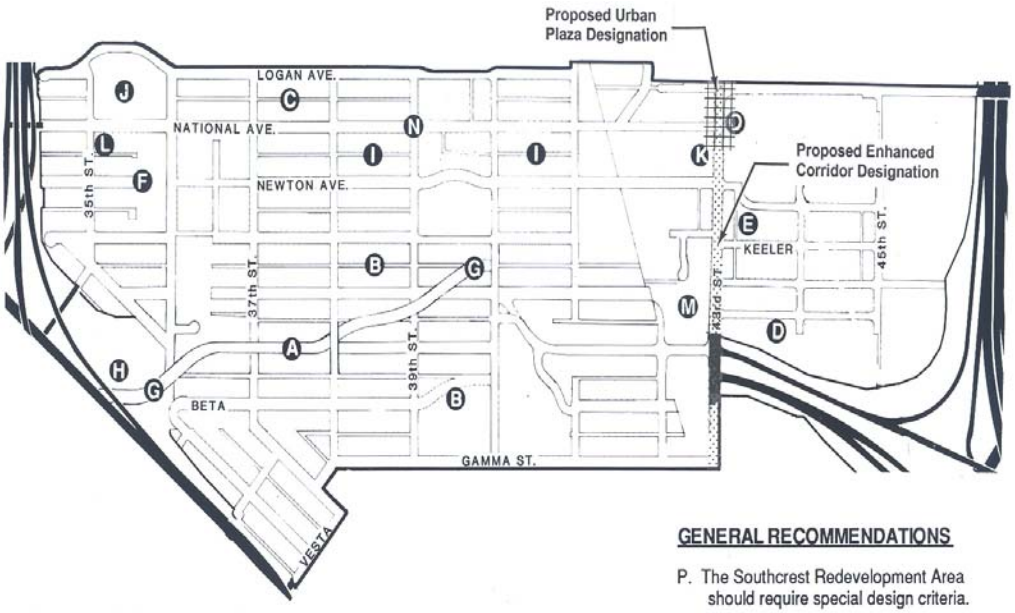
   The strip commercial area at National Avenue and 43rd Street and extending south on 43rdto the vacant freeway corridor suffers from unsightly structures, traffic congestion and parking problems.

3. Provide employment opportunities.

4. Improve streets and circulation.

   Street improvements are needed for both 43rd Street and National Avenue, as well as a major realignment of the intersection of these two streets. Additionally, many local streets are in poor condition and are discontinuous. Previously existing streets have been closed off and left to deteriorate in the SR-252 corridor. Only two streets have been left open to cross the corridor in its entire length of approximately one mile.

5. Create guidelines to achieve quality new development and enhance existing development.



RECOMMENDATIONS MAP

Southcrest Recommendations

<u>Residential</u>

A. Acquire the rescinded SR-252 corridor from the state of California.

Develop thirty-two acres with residential development at densities of 15-17 units per net acre. Since this entire corridor is recommended for purchase by the San Diego Redevelopment Agency, all development in this corridor area should be subject to design review under the terms of Disposition and Development Agreements. A portion of the State Route 252 corridor will include single-family housing.

B. Preservation and upgrading of the existing housing stock is recommended through continuation and expansion of the City's Housing Rehabilitation Program.

Infill housing development is also encouraged on vacant land within the areas to the north and south of the rescinded State Route 252 corridor.

C. Develop and redevelop a corridor along National Avenue and south of Logan Avenue with multi-family residential development at up to 30 units per net acre.

The recommended density of up to 30 units per acre is intended to provide higher residential densities along the transportation corridors of Logan Avenue and National Avenue and near the commercial developments in the neighborhood. These densities can provide an incentive for redevelopment and also reflect some of the existing development intensities.

D. Develop and redevelop the area south of Boston Avenue and east of 43rd Street with multi-family development at up to 30 units per net acre.

This area is not completely developed and there is also an opportunity to redevelop many poorly utilized sites. Access to the commercial development along 43rd Street and the proposed industrial area east of 43rd Street is good and these blocks are also close to two parks.

E. Retain the single-family or relatively low density character of several blocks located east of 43rd Street and north of Boston Avenue, as these areas are relatively stable and well maintained.

F. Rezone the Emerson 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 re-use is appropriate, the density should be compatible with the density recommended for the surrounding area in this plan.

G. The medium density (15-30 dwelling units per net acre, MF-1500) multi-family portion of the neighborhood located south of Logan Avenue between 36th and 41st Streets 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.

Open Space

H. The State Route 252 corridor lands offer an opportunity to develop a continuity of open space from Southcrest Park extending along the Chollas Creek channel all the way to Interstate 5.

The open space link will serve the new residential development proposed for the area. This open space, although modest in size, could be made effective if imaginatively designed and utilized. Encroachment into the flood channel should be avoided to maintain a visual open space corridor and to provide for passive and active recreational use of Las Chollas Creek. The plan recommends an 11-foot dedication on the north of the existing channel for passive use and 25 feet on the south for active use as a combination bike and pedestrian trail.

The following guidelines should be used while reviewing projects along the creek:

1) Development should not "turn its back" on the creek channel. Developments should instead enhance this creek area and use it as a positive feature of the project.

2) Sufficient setbacks should be provided in order to allow for the future use of the channel edges as parkway linkages, including pedestrian and bicycle paths.

3) Required off-street parking should not be located within the setback along the channel and should be sited so that landscaping can be provided between the parking area and the channel.

4) Project landscaping and architectural treatments should contribute to an overall enhancement of the channel parkway.

I. The western end of the State Route-252 corridor is recommended as open space. This 4.9-acre site is located east of Interstate 5 and 15, west of Acacia Street, south of Boston Avenue, and north of Beta Street. Alternative open space uses could include a neighborhood park, a community garden, or a botanical preserve. An assessment district or other mechanism should be established to maintain the open space.

J. Eliminate illegal, non-conforming, and deteriorated commercial uses.

Illegal, nonconforming, and deteriorated commercial uses are scattered along National Avenue from 36th Street to 43rd Street. The Redevelopment Plan recommends a residential revitalization effort here, eliminating the illegal and deteriorating commercial uses. The plan designates National Avenue for residential densities of 15-30 units per net acre.

Commercial Development

K. Revitalize the Otto Square Shopping Center.

The Redevelopment Plan proposes the revitalization of the Otto Square Shopping Center which may include expansion of the site northward to Logan Avenue.

L. Revitalization of the strip commercial uses along 43rd Street and at the intersection of 43rd Street and National Avenue is recommended through a rehabilitation program.

In addition, realignment of the intersection at 43rd Street and National/Logan Avenues is recommended. Retention of the commercial and institutional uses in this area and development of additional commercial uses on vacant or redeveloped land parcels is also encouraged. Specific development criteria will be prepared for the commercial area along 43rd Street, generally between Gamma Street and Logan Avenue as a part of the final legislation to implement the Project First Class Urban Design Program and this plan. (See Figure 33a.)

M. An enlargement of commercial-designated areas on the south side of National Avenue at 35th Street is recommended.

This enlargement would result in a shift of 2.5 acres from residential to commercial land uses. Approximately 0.5 acres on the southwest corner of 35th Street and National Avenue is recommended for commercial uses. Additionally, two acres between 35th and 36th Streets, to a depth of 150 feet south of National Avenue, is designated for commercial use.

Industrial Development

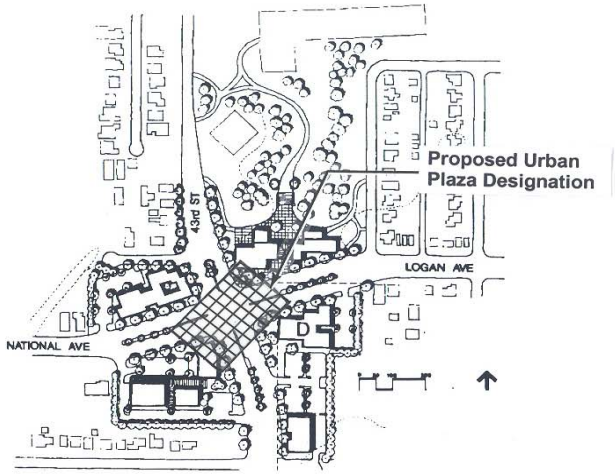
N. Develop a commercial/business park south of Southcrest Park and Keeler Street, west of 43rd Street, north of approximately Beta Street, and east of 41st Street.

This 14-acre site at the east end of the 252 corridor is proposed for mixed-use light industry/office commercial in the form of a commercial/business park with the exception of the two acres fronting on 43rd Street. The exact boundaries of this land use designation may be adjusted without the need to amend this community plan if, upon further study, the existing street pattern in this area is modified. If any adjustment to the boundary of the commercial/business park is made, the adjustment should reflect a sensitivity to reducing impacts to adjacent properties.

The site should be zoned M-1B or a similar zone and be developed according to the standards of a Planned Industrial Development Permit to ensure that development is of high quality, is well designed and is compatible with adjacent uses.

The commercial/business park should provide a 25-foot landscaped and bermed setback which will serve as a buffer. Special attention should be given to building placement, fencing and landscaping to reduce any incompatibilities between the commercial/business park development and adjacent development. In addition, specific attention should be given to the commercial/business park uses to ensure that air-contaminants, loud, unnecessary or unusual noises or hazardous materials do not adversely affect the area.

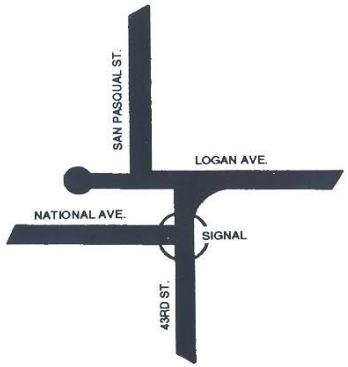
43RD STREET INTERSECTION IMPROVEMENT



NATIONAL AND LOGAN AVENUE AT 43RD
With intersection realignment
Illustrative Plan

Credit to: Project First Class Urban Design Program, (Gerald Gast, AIA, Tectonics, Kercheval and Associates and G. Eckbo, FASLA,1985)

PRESENT CONFIGURATION



PROPOSED CONFIGURATION

SOUTHEASTERN SAN DIEGO

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FIGURE 33a

Transportation

O. Widen National Avenue to become a four-lane major street between Interstate-15 and 43rd Street to accommodate the 14,000 expected weekday trips for the year 2000.

At selected intersections, this will likely require the prohibition of parking to allow room for left-turn lanes. According to the City's Engineering and Development Department, this link of National Avenue is carrying traffic volumes far in excess of the City's design standards and annually records an accident rate which exceeds citywide averages.

P. At the intersection of 43rd Street and National Avenue, a realignment of the intersection is recommended.

This realignment would improve north-south circulation, enhance the visibility of the Educational/Cultural Complex, and streamline an existing circulation system bottleneck (see Figure 33a).

Selected improvements are also recommended within the existing right-of-way for 43rd Street from Logan Avenue to the Interstate 805 ramps.

Development Guidelines

Q. The following guidelines should be considered in the review of all proposed projects in the Southcrest Redevelopment Area (in addition to the urban design element in the plan):

1. All projects should be evaluated for compatibility with adjacent developments, including architectural style, site design and setbacks, bulk and scale and colors.

2. The preservation of historic areas and the conservation of older neighborhoods is desirable.

3. New site developments should be carefully integrated with the existing street and sidewalk patterns of surrounding development in order to create a coherent circulation system, linking new development to the existing neighborhood fabric and to avoid the development becoming an enclave apart from the neighborhood.

4. Within the site, orient buildings to define street spaces. Place as many buildings as possible in a manner which complements and relates to the street scene. Each residential dwelling should have a sense of fronting on the street. Hidden units on the back portions of the site, or behind other buildings, should be avoided.

5. Landscaped breaks should be provided in parking areas. Parking areas should be buffered from the street with planting while allowing for natural surveillance if low shrubs and groundcovers are used.

6. Every effort should be made to retain or enhance existing vegetation and topography, particularly along important streets. Street trees should be planted near the public right-of-way. Extensive landscaping should be used to tie buildings and site developments to existing streets and sidewalks.

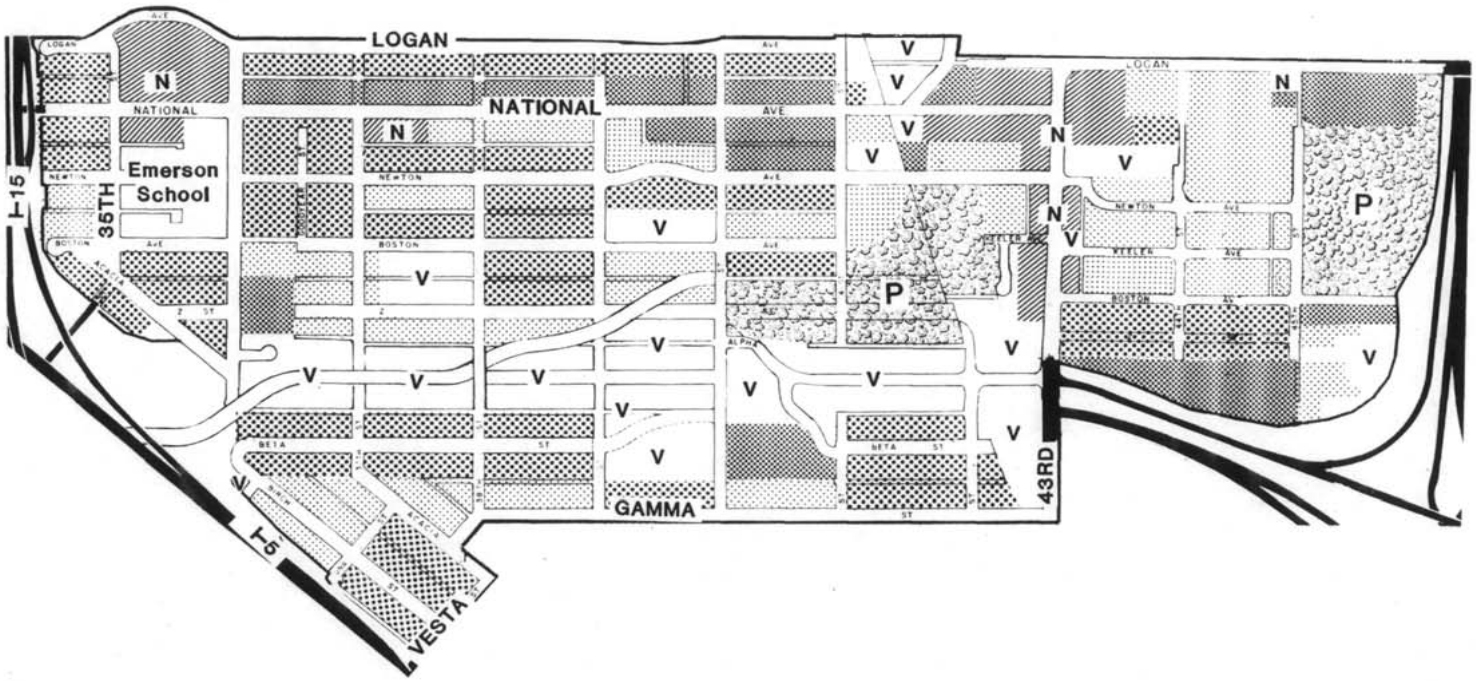
7. Private usable open space areas should be provided to supplement the public park system.

8. Sidewalks should be provided from all parking areas and rights-of-way to structures on-site.

9. Night lighting should be provided along walkways, streets and at parking lots.

10. If a security fence is used, attention should be given to its design and materials. Wrought-iron fences and other security devices can become attractive architectural details.

EXISTING LAND USE



LEGEND

RESIDENTIAL (units per acre)

- 0–5
- 5–10
- 15–30

COMMERCIAL

- G–GENERAL
- N–NEIGHBORHOOD

E — INSTITUTIONAL
Schools
- E Elementary
- J Junior High
- S Senior High

P — PARK

V — VACANT

N W NO SCALE E S

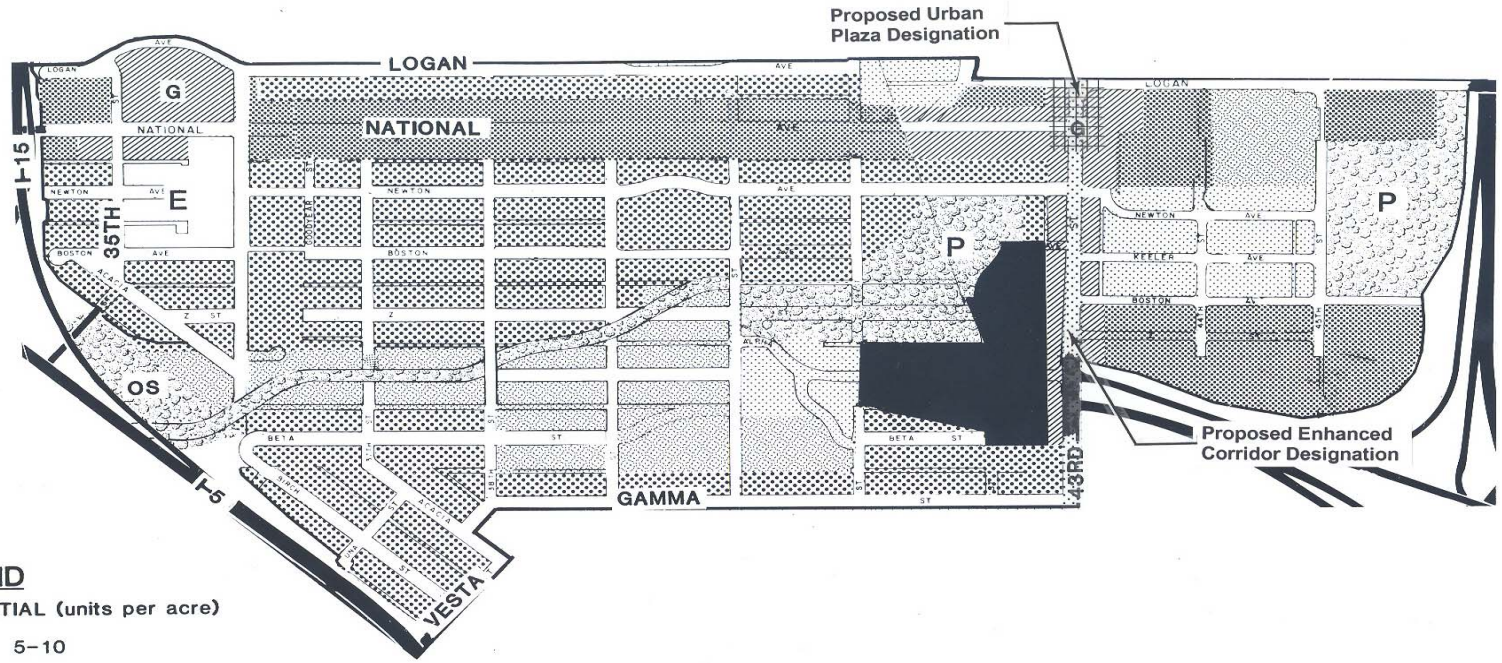
SOUTHCREST

SOUTHEASTERN SAN DIEGO

CITY OF SAN DIEGO · PLANNING DEPARTMENT

FIGURE 34

RECOMMENDED LAND USE



LEGEND

RESIDENTIAL (units per acre)

- 5–10
- 10–15
- 15–17
- 15–30

COMMERCIAL

- G–GENERAL
- N–NEIGHBORHOOD

E INSTITUTIONAL

Schools

- E Elementary
- J Junior High
- S Senior High

P PARK

OS OPEN SPACE

BUSINESS PARK/OFFICE COMMERCIAL

N W NO SCALE E S

SOUTHCREST

SOUTHEASTERN SAN DIEGO

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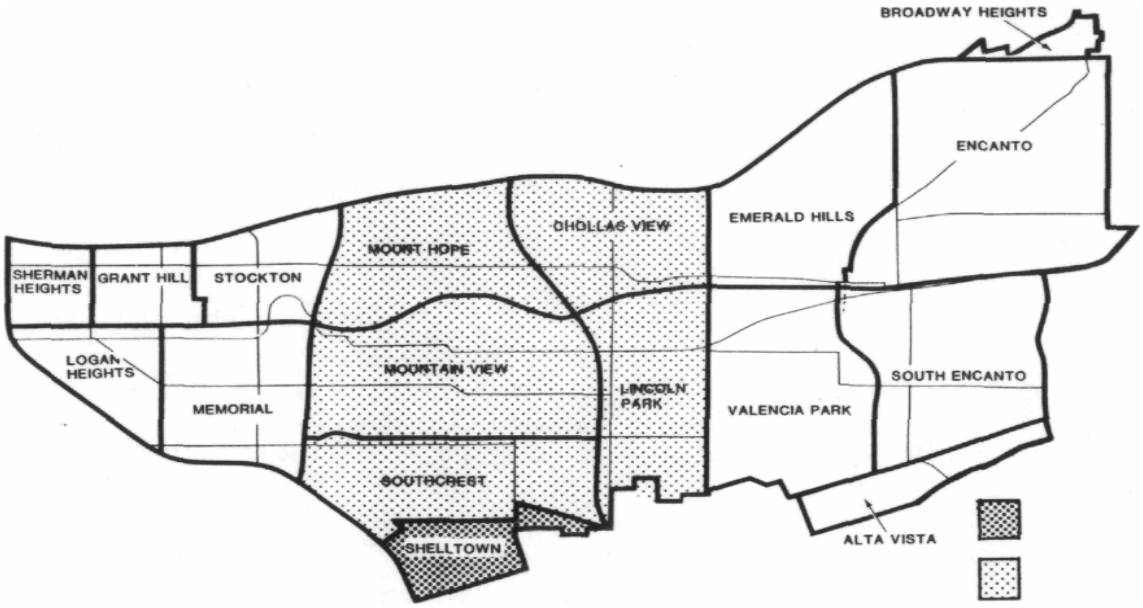
FIGURE 35

THE NEIGHBORHOOD OF SHELLTOWN



Setting

Shelltown is situated on approximately 166 acres in the south-central extreme of Southeastern San Diego, adjacent to National City. It is bounded on the north by Gamma Street, on the south by Division Street, on the west by Interstate 5, and on the east by 43rd Street and Interstate 805.

Due to the predominance of shells in the sandy soil, the neighborhood became known as "Shelltown." Located on a plateau just north and east of the 32nd Street Naval Station, Shelltown was a favorite location of housing for many of the early naval officers. Their ships were visible from their homes and were only moments away in the event they were called to duty.

The area is diverse in topographic features including steep and rolling hills and abrupt undeveloped canyons in the northern area, and a relatively flat plateau in the southern area. Many locations have striking views of San Diego Bay and the Pacific Ocean.

One of the advantages of the railroad was its effect in attracting industry to San Diego. In the early 1910s the California Iron Works began operation along the bayfront tracks of the Atchison Topeka and Santa Fe Railroad. In addition, the San Diego Marine Construction Company was established in 1915, as well as several tuna canneries.

The Navy began its long association with the city when the 28th Street pier was rebuilt for the Naval Militia of California. In 1919, doubtless prompted by the increased military activity of the first World War, the City deeded 98.2 acres to the Navy for a Navy Docking and Fleet Repair Base. This property, which is today the site of the 32nd Street Naval Station, is not in the community of Southeastern San Diego, yet there is no doubt that the marine and industrial zone along the bayfront had an impact on the neighboring residential areas - including Shelltown. About 2,200 people reside in Shelltown, with an overall density of about ten dwelling units per acre. The population density is one of the lowest in the Southeastern San Diego community. The sense of "community" is strong in this family-oriented neighborhood, with a high percentage of owner-occupied homes. However, the neighborhood is a mixture of blighted and well-maintained structures and many houses are in need of rehabilitation.

The significant feature of this neighborhood is the 5.71-acre Balboa Elementary School, with its exceptionally high student population of 1,000. The school is located on 40th Street, between Epsilon Street and Birch Street. A major renovation and expansion project was recently completed on Balboa Elementary School, which was originally constructed in the early 1930s. In recent years, the school has had problems with vandalism, although an outreach program is now in place which has resulted in a decrease in losses related to vandalism.

Forty-third Street, which runs north/south and constitutes the eastern boundary of this neighborhood, and Division Street, which runs east/west and constitutes the southern boundary of the neighborhood, are the major streets serving Shelltown. Forty-third Street is an extension of Highland Avenue, which is a major thoroughfare in National City. Nearly all of the development in Shelltown along these two streets is residential.

The neighborhood is bounded on the north 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. Back in the late 1960s, the State Route 252 corridor was cleared of nearly 200 homes and three north/south streets. This action in many respects cut off the properties to the south in the Shelltown neighborhood from the residential areas of Southcrest, as well as the commercial uses along National Avenue.

The condition of the streets is exceptionally poor. Potholes, cracked pavement, damaged sidewalks, junk cars and debris are common sights throughout the streets of Shelltown.

Inadequate street lighting adds to the hazard of traveling the streets. Bus service is available along 43rd Street then through the neighborhood via Delta Street to Vesta Street.

Existing land uses as of 1986 are summarized in the table below and are illustrated on Figure 36.

Existing Land Uses (1986)	
Type of Use	Percent
Residential	
Low Density (5-10 du/ac)	30%
Low-Medium Density (10-15 du/ac)	45%
Medium Density (15-30 du/ac)	15%
Commercial	2%
Industrial	2%
Institutional (Balboa Elementary School)	4%
Park	0%
Vacant	2%
	100%

Shelltown Objectives

1. Some of the residential areas in this neighborhood should be redeveloped to improve the quality of housing available here.

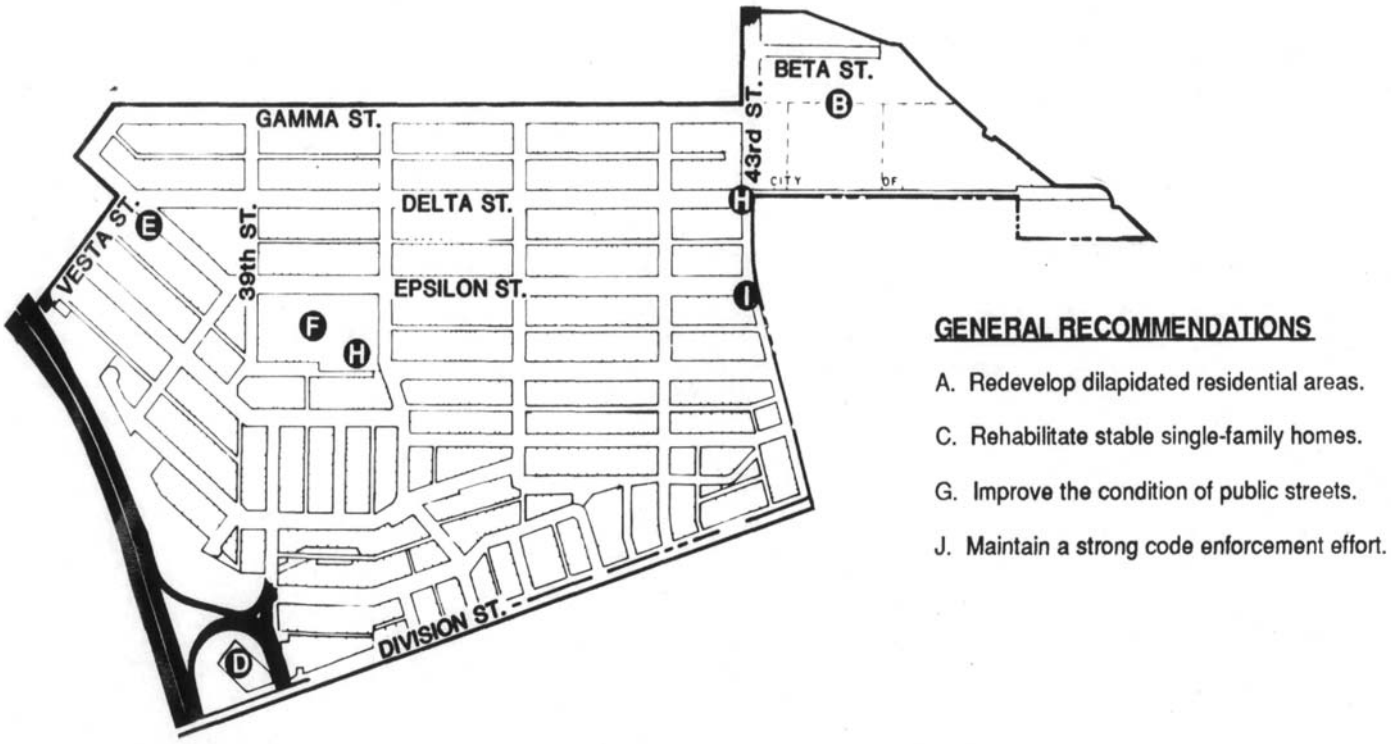
2. Decrease the frequency and extent of vandalism at Balboa Elementary School.

3. Improve the safety of traveling the neighborhoods streets. The streets in this neighborhood are considered by the community to be unsafe with deficient street lighting, drug and gang problems, high crime rate and a perceived deficiency in police surveillance.

4. Improve the physical condition of the street.

The physical condition of the streets is unacceptable to the community because of the abundance of potholes, cracked pavement, and broken sidewalks.

5. Improve the streetscape along 43rd Street.



RECOMMENDATIONS MAP

Shel1town Recommendations

A. Redevelop or rehabilitate dilapidated residential areas.

In situations where dilapidated structures now exist, demolition or rehabilitation is encouraged, thus allowing for new housing opportunities. The Housing Commission should earmark funds for this area for redevelopment use and for projects requiring the

demolition of dilapidated structures. This plan recommends densities of 10-15 dwelling units per acre, which would be compatible with the existing R-3000 Zone.

B. Rezone the area west and south of Interstate 805, east of 43rd Street, and north of National City to a residential density of 15-30 units per acre. This zoning will follow the current pattern of development in this area.

C. Rehabilitate the stable single-family homes. This plan proposes that the City Housing Commission prioritize rehabilitation loans to be used in this area.

D. The southwesterly corner of the neighborhood on Division Street is presently zoned Ml-B and houses a gasoline docking facility and a motel. This plan recommends a change in designation to a specialized commercial zone to prohibit the range of uses allowed in the Ml-B Zone.

E. The Southeastern corner of Delta Street and Acacia Street is presently zoned CC (Community Commercial). This plan recommends a change in designation to residential use. In the event the present businesses were discontinued, there would be no need to encourage the replacement of commercial uses since an abundance of services are available to the south in National City.

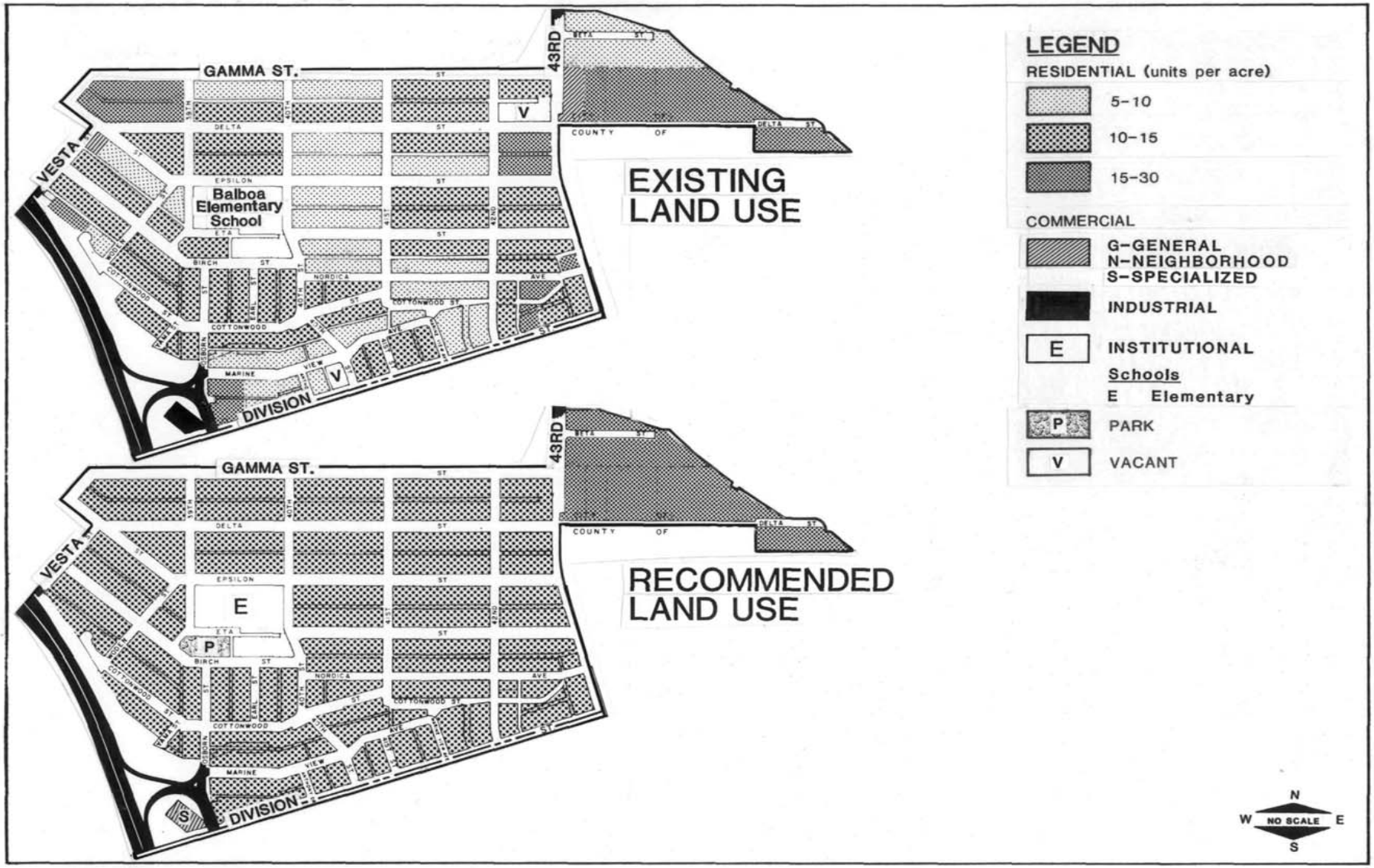
F. Balboa Elementary School is in need of physical improvements, including a secured parking facility for staff and improvements to the existing school yard which is in poor condition due to erosion problems. Additionally, the neighborhood as a whole has a need for a recreation area, in order to increase neighborhood identity and decrease juvenile crime. Utilization of the existing yard at Balboa Elementary School should be considered in a joint project with the City of San Diego to create a mini-park and recreational area. Additional land acquisition could involve the vacation of Eta Street between 39th Street and 40th Street. The project should include plans for a shared parking lot that could be used by school personnel during operating hours. Balboa Elementary School should be rezoned to the Institutional Overlay Zone. Compatible private development re-use of the site should only be considered after public uses are found to be inappropriate. Where residential re-use is considered, the density should be 10-15 units per acre.

G. Special attention should be given by the City of San Diego to the exceptionally poor condition of the public streets throughout Shelltown. Potholes, cracked pavement, damaged sidewalks, and junk cars are commonplace. Additionally, a regular street sweeping schedule is needed to improve the appearance and safety of the streets.

H. A street lighting improvement district should be established, particularly for 43rd Street and the vicinity of Balboa Elementary School. This would ensure safer travel along city streets as well as act as a deterrent to neighborhood-related crimes.

I. Forty-third Street should be included in the major corridor planting program.

J. Continue concentrated zoning and building code enforcement in the residential areas.



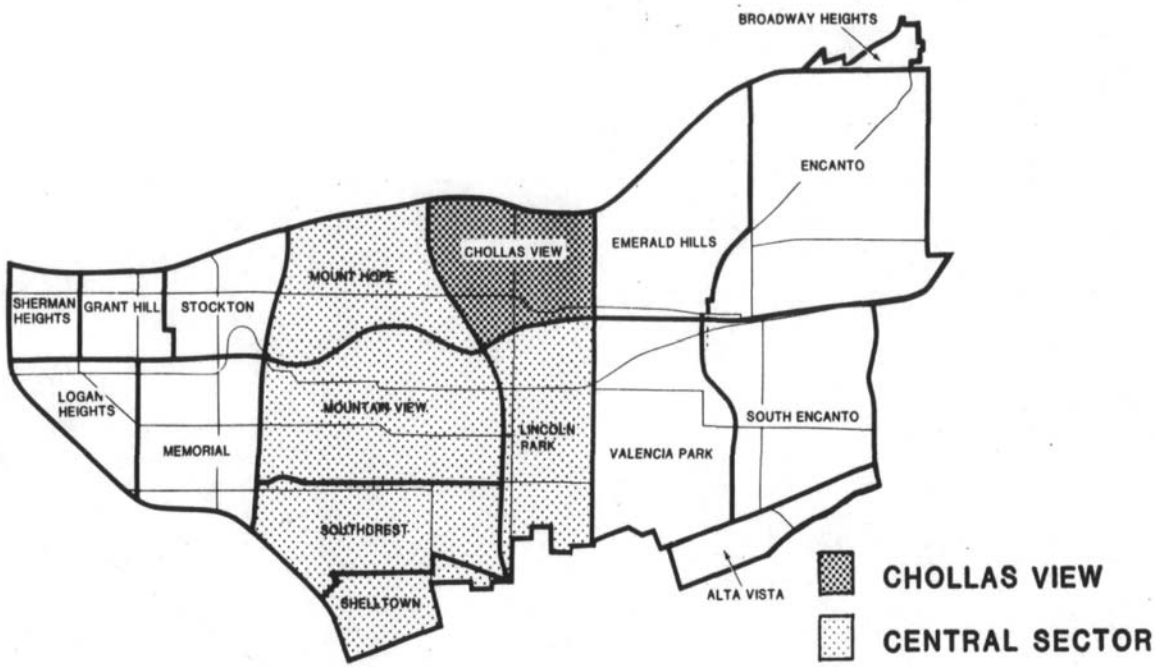
SHELLTOWN

SOUTHEASTERN SAN DIEGO

CITY OF SAN DIEGO · PLANNING DEPARTMENT

FIGURE 36

THE NEIGHBORHOOD OF CHOLLAS VIEW



Setting

Chollas View is situated on approximately 424 acres in the north-central portion of Southeastern San Diego. The neighborhood derived its name from the abundance of the cholla cactus that covered the land. It is bounded on the north by State Highway 94, on the south by the San Diego Arizona Eastern Railroad tracks (which also serve the San Diego Trolley), on the east by Euclid Avenue, and on the west by Interstate 805.

In 1919, the Catholic Diocese opened Holy Cross Cemetery on forty acres of land between 44th and 46th Streets north of Hilltop Drive. With the recent completion of Highway 94 immediately to the north of the cemetery, the blue-domed mausoleum became a landmark of Southeastern San Diego. Holy Cross Cemetery provides a panoramic view to the north, east and west.

From 1941 to March 1942, nearly 40,000 families were in need of military housing in San Diego. In response to that need, the federal government eventually built more defense housing in San Diego than in any other American city. One of those projects was located in the Chollas View neighborhood and was located between 44th and 45th Street and "F" and "G" Streets. The project was developed as duplexes, many of which remain today. In the 1950s a neighborhood began to develop around the war housing project south of Holy Cross Cemetery.

Chollas View is divided into two subareas by Hilltop Drive, an east/west collector located in the northern portion of the neighborhood. The northern subarea, encompassing about 30 percent of the total neighborhood, is bounded on the south by Hilltop Drive and on the north by State Highway 94. The subarea is a mixture of cemetery uses, neighborhood commercial uses, single- and multi-family residential uses (5-15 units per acre), and institutional uses (Gompers Secondary and Wright Brothers Senior High Schools). The southern subarea, accounting for the remaining 70 percent of the neighborhood, is bounded on the north by Hilltop Drive and on the

south by the San Diego Arizona Railroad. The subarea is a mixture of neighborhood commercial uses, industrial uses, single- and multi-family residential uses (5-15 units per acre), public facilities (Euclid trolley station) and institutional uses (Meade, Horton, and Chollas Elementary Schools).

Existing Land Uses (1986)	
Type of Use	Percent
Residential	
Low Density (5-10 du/ac, 1 du/lot)	20%
Medium Density (10-15 du/ac, 2 du/lot)	20%
Commercial	5%
Industrial	8%
Institutional	
(Gompers Secondary, Meade Elementary, Wright Brothers Senior High, Chollas Elementary, and Horton Elementary Schools	20%
Holy Cross Cemetery	20%
Public Parks	2%
Vacant	5%
	100%

Residential

Over 3,200 people reside in Chollas View, with an overall density of about 11 dwelling units per acre. The residential areas in Chollas View are modest, with some well-maintained homes.

As mentioned above, the neighborhood was the site of a 499-unit military housing project back in the early 1940s. Although originally constructed as duplexes, the majority of the units have been converted to single-family homes.

Throughout the neighborhood, an equal number of single-family and duplex units exist. However, the majority of the duplexes (282 units) are located in the "Glenclift" subdivision which is south of Hilltop Drive between 47th and 49th Streets. The area, immediately east of the Glenclift site, is developed exclusively with single-family homes.

Commercial

All four corners at 47th Street and Market Street have developed with commercial uses including a convenience store, a small market, and two auto repair shops. For the majority of commercial services, the residents of Chollas View shop to the north in Mid-City.

Industrial

A variety of industrial employment centers have developed north of the railroad tracks generally between 49th Street and Euclid Avenue. Light manufacturing and warehousing/storage are included in the industrial uses. Access to the railroad tracks has been a primary attraction for these users.

Schools and Public Facilities

The neighborhood has three elementary schools (Horton Elementary, Meade Elementary, and Chollas Elementary), and two secondary schools (Gompers Junior and Senior High School). Occupying 20 percent of the total neighborhood, Chollas View has an unusually high amount of land dedicated to school use. All of the campuses are active, with no plans for closing or change of use.

Samuel Gompers Park is a 4.82-acre developed neighborhood park that adjoins Gompers Secondary School, located north of Hilltop Drive between the school site and Carolina Lane.

Vacant Parcels

Approximately five percent of Chollas View has remained vacant, with four major parcels totaling 15.5 acres. The first is located north of Guymon Street, west of Euclid Avenue, east of 49th Street, and south of Lise Avenue. The 4.72-acre parcel is adjacent to single-family and duplex developments to the north and west, and Horton Elementary School to the east.

Two of the other vacant parcels are located off of Market Street just east of 47th Street. The westerly parcel fronts on Market Street, while the second parcel adjoins it on the east. The two parcels, totaling five acres, are surrounded with a variety of uses including industrial to the east, medium density residential to the north, and commercial to the west and south.

The fourth vacant parcel totals approximately 4.5 acres and is located north of Hilltop and west of Euclid Avenue. This area is surrounded by residential development and is near Gompers Junior/Senior High School.

Transportation Facilities

The neighborhood's major streets are Euclid Avenue and 47th Street, which run north and south, and Market Street and Hilltop Drive, which run east and west.

The 2.2-acre Euclid trolley station is located in this neighborhood at the southwest corner of Market Street and Euclid Avenue. This stop represents the easternmost point in the first phase of the East Urban Trolley Line and is less than one-mile east of the 47th Street/Market Street station, located in the neighborhood of Lincoln Park. The station has excellent pedestrian, bus, and automobile access along Euclid Avenue and Market Street. Euclid connects the station area to State Highway 94 about one-half mile to the north, while Market Street connects the area to Interstate 805 near the 47th Street Station.

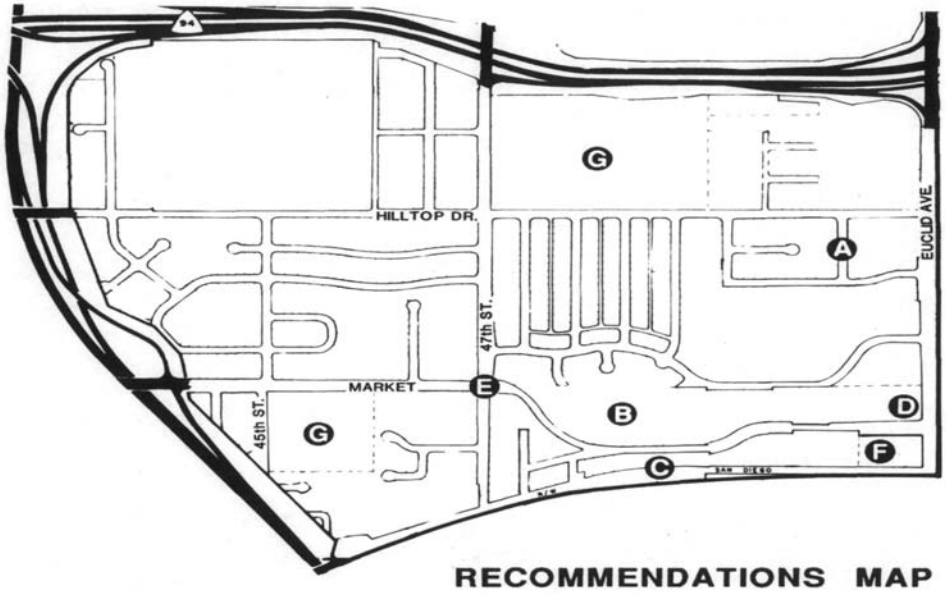
Chollas View Objectives

1. Preserve the existing, well-maintained single-family development east of 49th Street.

2. Improve the landscaping along Market Street and Euclid Avenue.

3. Achieve joint development with the MTDB and private businesses to develop the area adjoining the Euclid trolley station.

4. Increase the availability of commercial retail services which are sensitive to the needs of this community.



Chollas View Recommendations

A. Maintain the character of the low density residential area east of 49th Street.

Preserve the existing stable, well-maintained single-family homes by retaining the existing Rl-5000 Zone. The development of the vacant site north of Guymon Street and east of 49th Street should consist of detached units which are compatible in scale and development pattern with existing uses to the north. Redevelop the duplex units originally built as temporary housing. The vacant parcel north of Hilltop Drive should also be developed with detached single-family residential units.

B. Rezone the area on the north side of Market Street from 47th Street to 49th Street.

This area is presently zoned R-3000 and should be rezoned to a light industrial zone to allow for an increased intensity of development close to the trolley and adjacent to the industrial areas to the south and east.

C. Rezone the area south of Market Street between 47th and 49th Streets to a low-medium residential density designation.

The properties bounded by Market Street on the north, 47th Street on the west, the trolley tracks on the south, and 49th Street on the east are presently zoned R-400 and should be rezoned to R-3000 or a similar zone. This recommendation is made in consideration of the existing low residential pattern of development west of this area.

D. Rezone the northwest and southwest corner of Market Street and Euclid Avenue to a general commercial zone.

The parcels immediately northwest of the Euclid Trolley Station are presently zoned M-1A and M-1B. A general commercial designation is recommended for this site and the area to the north to allow uses including consumer goods and services, with an emphasis on services that could be provided during the day while the consumer uses the trolley for transportation, such as auto service, shoe repair, laundry services, cafes and other miscellaneous service commercial uses.

The parcels southwest of the Euclid Avenue should be rezoned for commercial use from their present industrial use designation and zoning. This is necessary to support much needed new commercial center development (Market Creek Plaza) in this important transit center area.

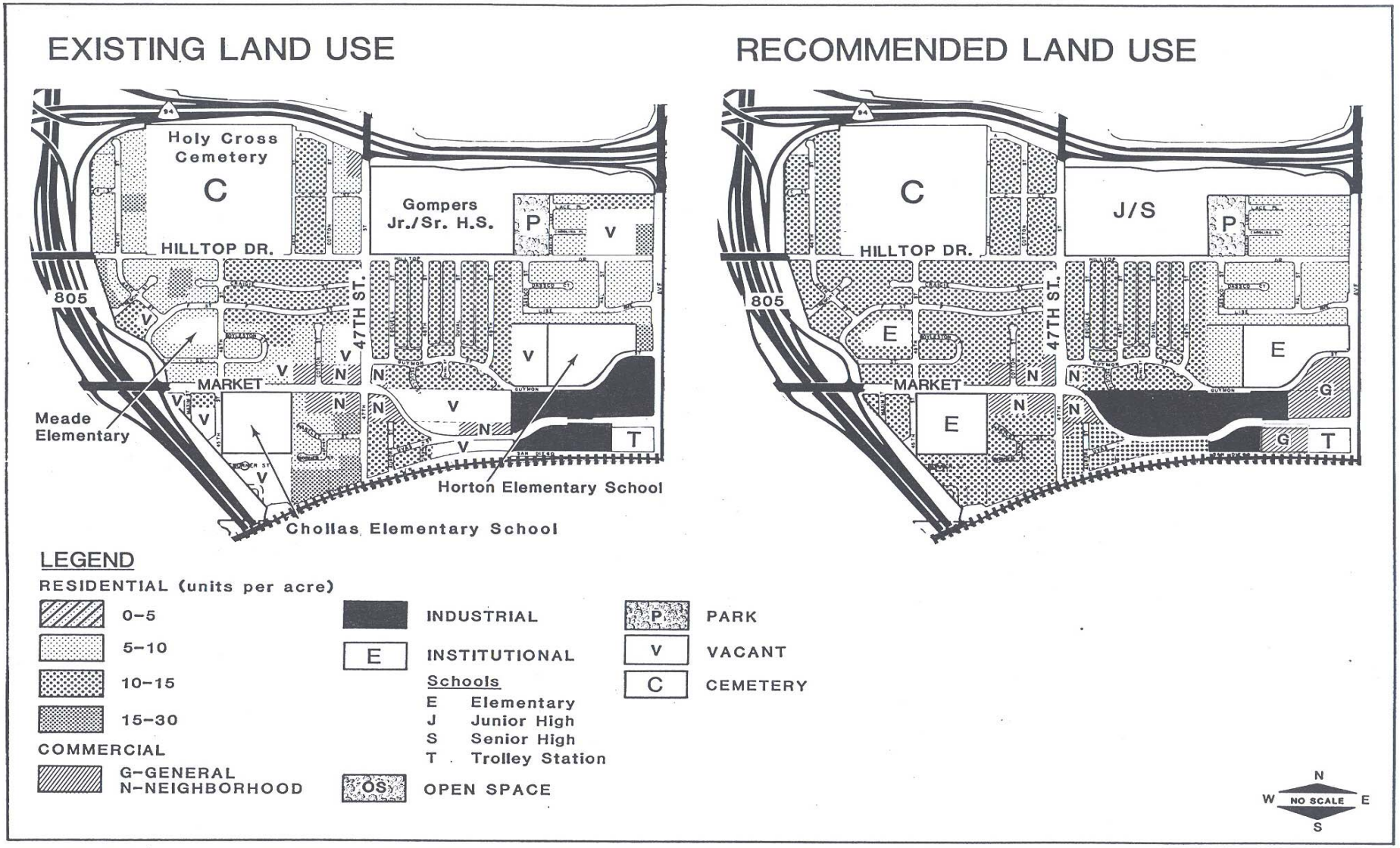
E. Redevelopment funds are recommended to be targeted for commercial retail uses at the corner of 47th and Market Street.

F. The trolley station parking lot may need to be expanded should the trolley ridership originating at this site increase. Increasing the size of the trolley parking area is recommended as demand increases.

G. Chollas Elementary School and Gompers Junior/Senior High School should be rezoned to the Institutional Overlay Zone. These sites should only be developed with compatible private development after it has been determined that they are not needed for use as public facilities. Should residential re-use be considered, the density should be 10-15 units per acre for Chollas Elementary School and 5-10 units per acre for Gompers Junior/Senior High School.

H. The low-medium density (10-15 dwelling units per net acre, MF-3000 Zone) multi-family portion of the neighborhood bounded by 46th Street on the west, 47th Street on the east, Hilltop Drive on the north and Market Street on the south, excluding the lots fronting on 47th Street and Market Street, should be identified as a "Special Character Multi-Family Neighborhood" that would be protected with development standards recommended by the Urban Design Element.

I. The restoration of Chollas Creek through the Market Creek Plaza Project will provide the community with opportunities for recreation. The creek's sloped banks should be restored with native riparian vegetation, and special features of the restoration could include an amphitheater embedded on the sloped banks of the creek. Pathways along the creek banks will provide pedestrian linkages to the community.



CHOLLAS VIEW

SOUTHEASTERN SAN DIEGO

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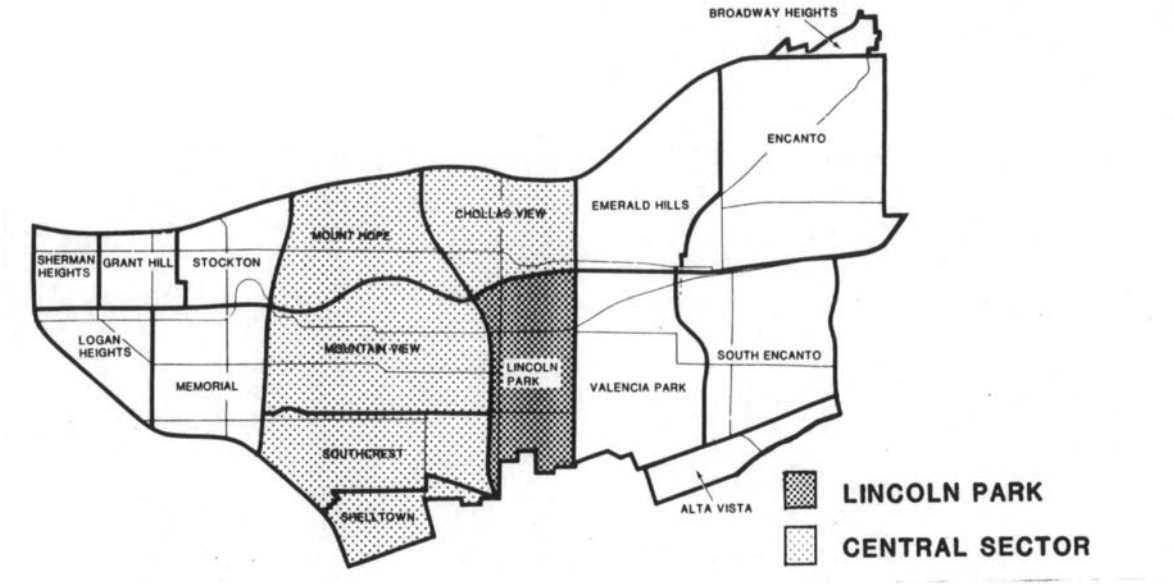
FIGURE 37

THE NEIGHBORHOOD LINCOLN PARK



Setting

Lincoln Park is situated on approximately 477 acres in the eastern portion of Southern San Diego. It is bounded on the north by the San Diego Arizona Eastern Railroad tracks (now the San Diego Trolley line), on the south by the city of National City, on the east by Euclid Avenue, and on the west by Interstate 805.

Lincoln High School, named after Abraham Lincoln, continues to serve as a focal point for the neighborhood. As is true in many neighborhoods, the residents of the area associate themselves with the school, historically referring to the area as "Lincoln" and now "Lincoln Park."

The significant feature of this neighborhood is its abundance of land dedicated to public schools, the most dominant being Lincoln High School. The neighborhood also has two elementary schools—Harley Knox Elementary School and John F. Kennedy Elementary School. Another landmark is the oasis-like landscaping of the 230-unit El Rey Trailer Park which is planted with 100-foot-high palm trees. The park is the first development seen to passengers on the Euclid Line of the San Diego Trolley as it travels east past Interstate 805.

The area contains a wide range of topographic features, including rolling hills, mesa tops and floodplains. Due to the abundance of rolling hills, many properties enjoy views, particularly the two-story apartment buildings.

Approximately 3,500 people reside in Lincoln Park with an overall density of about 17 dwelling units per acre. The population density is the highest in the Southeastern San Diego community.

Existing Land Uses

Lincoln Park is divided into three subareas, divided by major east/west corridors. The northern subarea, defined on the south by Imperial Avenue and on the north by the trolley line, is predominantly residential. At the southwest corner of 47th Street and the trolley line, the 47th

Street trolley station shares a parking lot with the Church of God. This station is the first stop on the trolley line after the trolley has exited the cemetery area in Mount Hope. The eastern portion of this subarea is multi-family housing with densities averaging about 25 units per acre. This subarea also includes the 230-unit El Rey Trailer Park and, just to the east of the trailer park, an 18-acre aircraft manufacturing facility. Concrete-lined Las Chollas Creek passes east/west through the trailer park and the industrial facility.

Still in the northern subarea, the western portion consists of a 35-acre site that was acquired by Caltrans and was intended to be developed as the 157 Expressway, a major connector between Interstate 805 and Market Street. The concept of constructing this project has since been abandoned and the area is now being recommended for redevelopment by SEDC. The property is nearly vacant with the exception of a dozen homes that are still being rented out by Caltrans. A majority of the property is impacted by flooding and drainage problems associated with Las Chollas Creek. The creek flows through a concrete lined channel through the developed areas of Lincoln Park, but is in its natural state as it passes by the 157 Expressway property.

Imperial Avenue west of Euclid Avenue is occupied by a variety of neighborhood-serving commercial uses. Eating establishments and other local retail shops line this strip commercial development. The strip commercial has a perimeter road of its own with a median separating it from Imperial Avenue. Within this easement, a majority of the off-street parking is provided for the retail uses.

This design removes the slower moving cars from the fast moving pace of Imperial Avenue. Lincoln High School, also fronts on Imperial Avenue, and John F. Kennedy Elementary School, with a four-acre park, is located one block south. Although the schools are on level ground, the properties to the south and east are very hilly, creating a challenge for infill development.

The residential area south of Imperial Avenue and north of Oceanview Boulevard is the oldest area in the Lincoln Park neighborhood. Many of the streets have poor road surfaces or are even unpaved and many lack any sidewalks, curbs or gutters. A vacant ten-acre site fronting on Euclid Avenue is surrounded by single- and multi-family developments.

Nearly all of the low density residential development is south of Oceanview Boulevard. A large cluster of over 400 single-family homes is just south of Logan Avenue between 47th Street and Euclid Avenue. The high density developments are in the vicinity of Imperial Avenue and Euclid Avenue and along Logan Avenue. An abundance of multi-family housing exists in this neighborhood.

The southern subarea is bounded by the city of National City on the south and is occupied primarily by single-family homes. Large apartment complexes are also in existence on Logan Avenue and 47th Street. In the center of this subarea is Harley Knox Elementary School. A recent development is the Eastridge project, located at the Southeastern corner of Logan Avenue and 47th Street. The 86-unit project is a gated single-family, attached complex. Along Logan Avenue east of 49th Street is a block of community-serving commercial uses, and a multi-family complex. The Logan-Euclid Professional Business Association has organized an active program to work for the area's improvement. This Association includes the northwest and southwest corners of Logan and Euclid Avenues.

Fire Station 12 is located on Imperial Avenue, west of Euclid Avenue. The Valencia Park Branch Library is located north of Imperial Avenue on 50th Street and is planned to be relocated to the corner of 51st and Market Streets.

Existing Land Uses (1986)	
Type of Use	Percent
Residential	
Low Density (5-10 du/ac, 1 du/lot)	25%
Low-Medium Density (10-15 du/ac)	20%
Medium Density (15-30 du/ac)	5%
Industrial and Commercial	15%
Institutional (public schools)	15%
Vacant	15%
Parks	5%
	100%

Lincoln Park Objectives

1. Retain the existing single-family development as islands of well-maintained housing, while encouraging redevelopment of dilapidated housing. Increase homeownership opportunities.

2. Redevelop the vacant 157 Expressway land for residential use, while encouraging homeownership opportunities.

3. Improve the appearance of major transportation corridors including the trolley through improved landscaping.

4. Retain viable existing businesses along major streets including Imperial Avenue, Euclid Avenue, and Logan Avenue, encouraging rehabilitation.

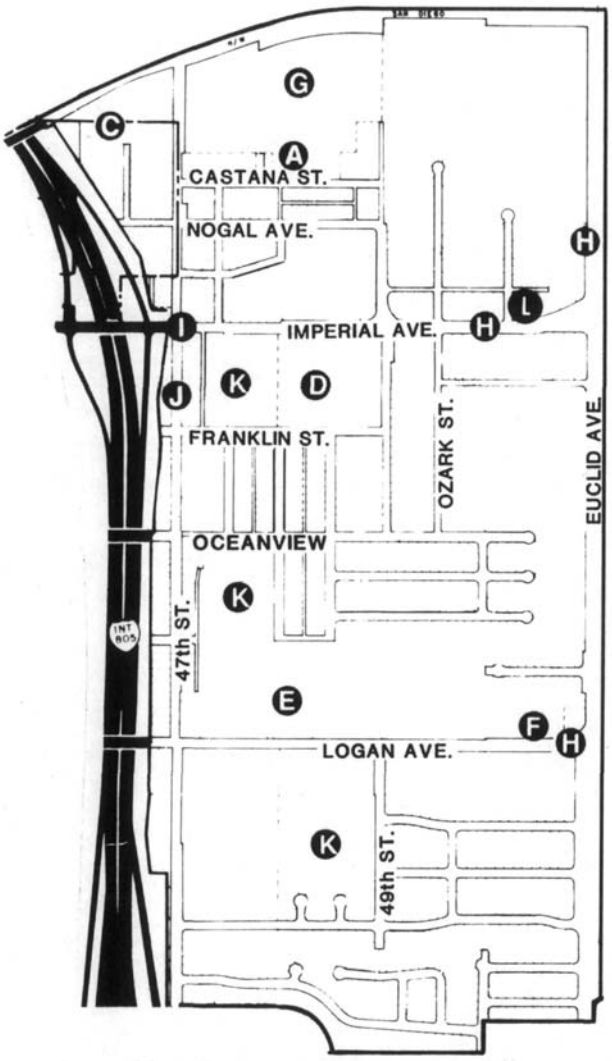
5. Expand community-serving commercial activities.

   Lincoln Park lacks adequate commercial facilities such as supermarkets, pharmacies, clothing stores and other outlets that would satisfy the needs of a neighborhood. Full service shopping facilities are several miles away in National City, while other retail services are grossly inadequate. Very few employment opportunities exist in Lincoln Park at the present time.

6. Retain the hills and canyons of the neighborhood.

7. Incorporate neighborhood changes to decrease the crime rate.

An excessively high crime rate, together with drug and gang problems associated with the schools, has affected the safety of the streets and has increased the need for police surveillance. The crime rate in this area is high. In a study conducted by CIC Research, Inc., in 1981 of the entire Southeastern San Diego community, two-thirds of the 600 respondents indicated that crime or juvenile delinquency was a problem in the community. The statistics on crimes committed in the neighborhood and its immediate surroundings show grounds for the concern voiced by the citizens. San Diego Police Department figures for 1984 violent crimes committed shows a rate per 10,000 persons of 117.5 which is nearly double the citywide rate of 61.1.



RECOMMENDATIONS MAP

GENERAL RECOMMENDATIONS

B. Maintain a strong code enforcement effort.

Lincoln Park Recommendations

A. Redevelop the 157 Expressway for residential and a small amount of commercial uses.

Redevelopment of the vacant 157 Expressway land is the highest priority for this neighborhood. SEDC is in the process now of completing the Central Imperial Redevelopment Project report which will outline specific projects and programs that will assist in the development of this area. The project area includes the majority of the Lincoln Park neighborhood, running as far south as Oceanview Boulevard.

Townhouse and courtyard designs are encouraged, with a recommendation that the development plans call for a division of dwellings into clusters, perhaps grouped around small courtyards. A majority of the development should be oriented toward home ownership. Large multi-family developments should be avoided. The Planned District legislation should outline a discretionary process to be used in the review of larger projects within the 157 Expressway. Street vacations and lot consolidations are strongly recommended in order to maximize redevelopment opportunities.

B. Stabilize and improve the neighborhood through continued enforcement of the zoning and building codes.

The ongoing Project First Class Zoning and Building Code Enforcement, alley improvement, and litter control programs should be continued. The central subarea of Lincoln Park is particularly needy in this regard.

C. Retain the R-3000 designation for the property south of the 47th Street trolley station.

The 47th Street park and ride trolley station is located just south of the railroad tracks on 47th Street. Just to the west of the trolley station is a 2.6-acre site on MTDB-owned land. To the south of the trolley station and along 47th Street is the Church of God which now shares the parking facilities at the trolley stations. South of church and north of Las Chollas Creek is a 1.5-acre site. This site should be developed by the standards of the R-3000 Zone.

D. Rezone the residential area south of Imperial Avenue and north of Oceanview Boulevard to R-2500 and R-3000 or similar zones, with the exception of the properties south of Holly Street and west of Euclid.

This plan recommends that the designation for the residential area south of Imperial Avenue and north of Oceanview Boulevard be revised in density from the existing R-1500 Zone to R-2500 and R-3000 zones. This designation would allow residential densities of 15-17 dwelling units per acre. Townhouse and courtyard designs are encouraged, with a recommendation that the development plans call for a division of dwellings into small clusters of 10-15 units each, perhaps grouped around small courtyards. This revision in density would not create any non-conforming uses, but it would assure compatibility in the scale of future development.

E. Rezone the R-1500 properties south of Oceanview to R-2500. This recommendation is made in recognition of the existing pattern of development, and to minimize the spot zoning pattern that presently exists.

F. Rezone the YWCA site to reflect its institutional use.

The YWCA on the south side of Logan Avenue just west of Euclid Avenue is recommended to be rezoned to reflect its institutional use, with an alternative community commercial zone.

G. Retain the El Rey Trailer Park as a mobile home park overlay zone.

The El Rey Trailer Park should be retained with a mobile home park overlay and be rezoned from the existing R-1500 Zone to the R-3000 Zone, in order to properly reflect the existing land use density.

H. Revitalize the commercial corridors through loans and the establishment of a Business Improvement District.

New commercial development needs to provide sorely needed community-serving commercial services. This development should be focused at the intersections of Imperial Avenue and Euclid Avenue, and Logan Avenue and Euclid Avenue. Euclid Avenue is a highly traveled north/south corridor that carries thousands of potential customers every day. The recent opening of the trolley station at Euclid Avenue and Market Street will further increase the number of people utilizing this major street.

Along the commercial corridors, a commercial revitalization program to assist existing businesses and business properties should be initiated. The program should begin with organization of property and business owners into a business improvement district for the intersection of Imperial Avenue and Euclid Avenue. City assistance through public improvements (code enforcement, landscape, parking, lighting) and low interest rehabilitation loans should be focused to locations where property owners are organized and willing to commit their own funds to improvements. A major component to this revitalization effort will be code enforcement and litter control.

The Logan-Euclid Professional Business Association has already organized an active program to work for the area's improvement. As an important, highly-visible intersection, Logan-Euclid can become a demonstration model for a joint private-public revitalization effort. Given the owner's initiative and willingness to invest in property improvements, the area should be given high priority for public landscape improvements through the Project First Class Landscape Improvement Program.

Logan Avenue from 49th Street to Euclid Avenue should also be given a high priority in the Landscape Improvement Program.

I. Retain or create neighborhood and commercial zones north of Imperial Avenue, east and west of 47th Street.

The northwest corner of 47th Street and Imperial Avenue should be retained for a neighborhood-serving commercial use. The northeast corner of 47th Street and Imperial Avenue is vacant and should be developed for neighborhood commercial use. All new development should recognize the importance of 47th Street as the visible "front edge" of Lincoln Park. Buildings on 47th Street, whether residential or commercial, should have street-facing entrances with a strong sense of the front being on 47th Street. Buildings should not turn their backs on the streets. Parking areas should not be located between buildings and 47th Street.

J. Rezone the east and west sides of 47th Street south of Imperial Avenue to Franklin Street.

The east side of 47th Street immediately south of Imperial Avenue is currently zoned R-1500, is adjacent to the Lincoln High School recreational field, and is developed with commercial uses on both the north and south ends of the block. This block should be

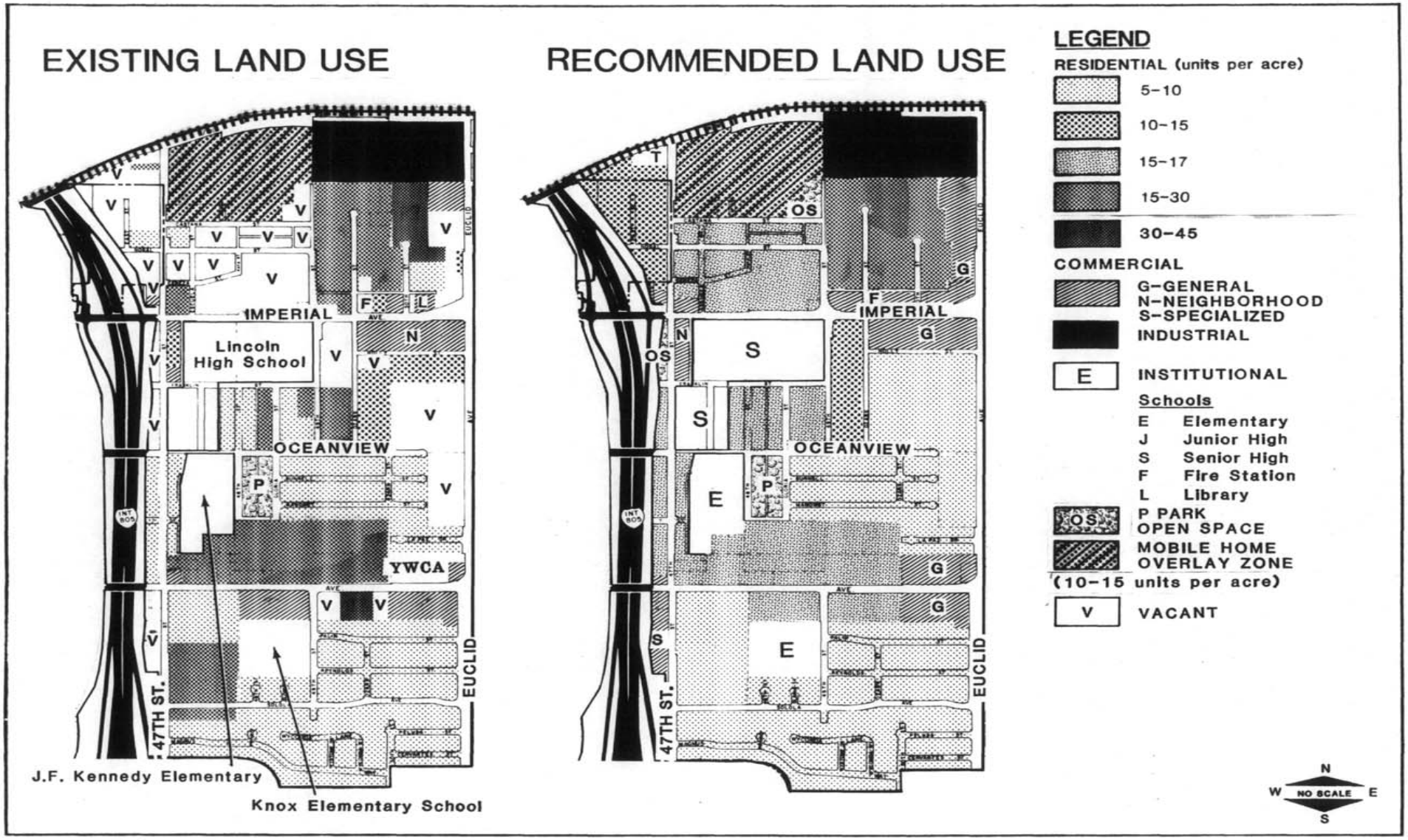
rezoned to a neighborhood commercial designation to allow the infill of neighborhood serving commercial uses. The west side of 47th Street, from Imperial Avenue to Franklin Street, is an 0.33-acre vacant parcel owned by the City of San Diego. This property should be rezoned to Rl-40000 and maintained by the City of San Diego as open space. Any use of this property other than open space, should require a special permit to control permitted uses and assure a quality project that relates well to the nearby school facilities.

K. Rezone Knox Elementary School, J.F. Kennedy Elementary School, and Lincoln High School to the Institutional Overlay Zone. None of these sites should be developed with compatible private development unless it is determined that they are not needed for public facility use through the Institutional Overlay Zone review process. Where it is determined that residential re-use is appropriate, the density should be compatible with surrounding densities in the neighborhood; the density should be 5-10 units per acre for Knox and J.F. Kennedy Elementary Schools and 10-17 units per acre for Lincoln High School.

L. When the Valencia Park Library vacates its present location on Imperial Avenue and 50th Street, the site shall be redesignated for commercial use and retain the zone CSF-2, in character with the surrounding development.

M. The restoration of Chollas Creek through the Market Creek Plaza Project will provide the community with opportunities for recreation. The creek's sloped banks should be restored with native riparian vegetation, and special features of the restoration could include an amphitheater embedded on the sloped banks of the creek. Pathways along the creek banks will provide pedestrian linkages to the community.

N. Rezone the area south of the trolley tracks west of Euclid and just east of the northern extension of 49th Street from industrial to commercial to support the development of a major community commercial center (Market Creek Plaza).



LINCOLN PARK

SOUTHEASTERN SAN DIEGO

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FIGURE 38