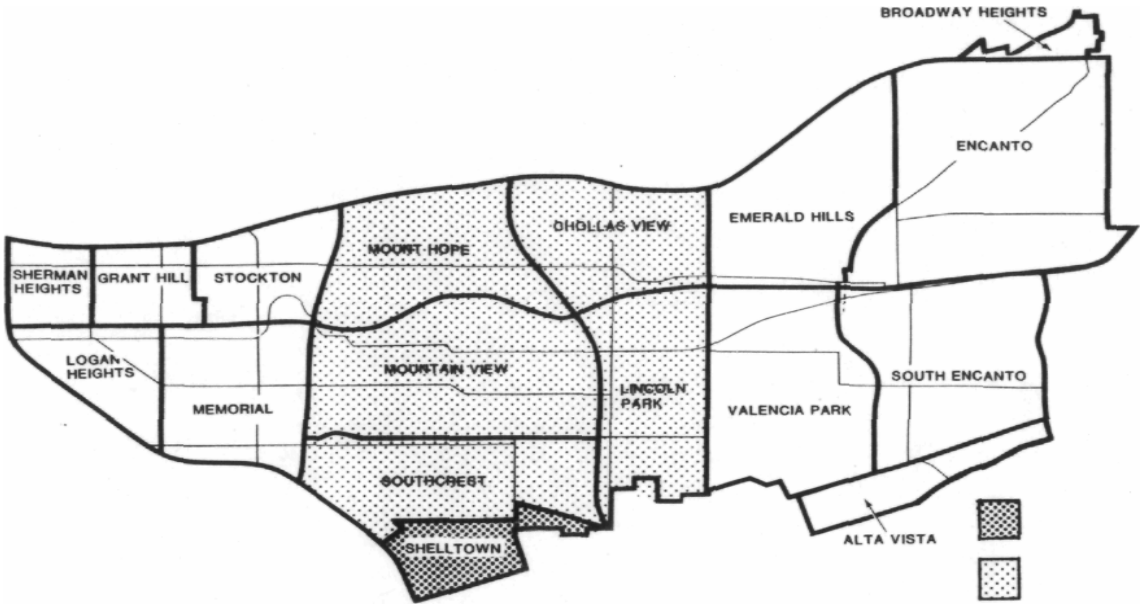
THE NEIGHBORHOOD OF SHELLTOWN



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.

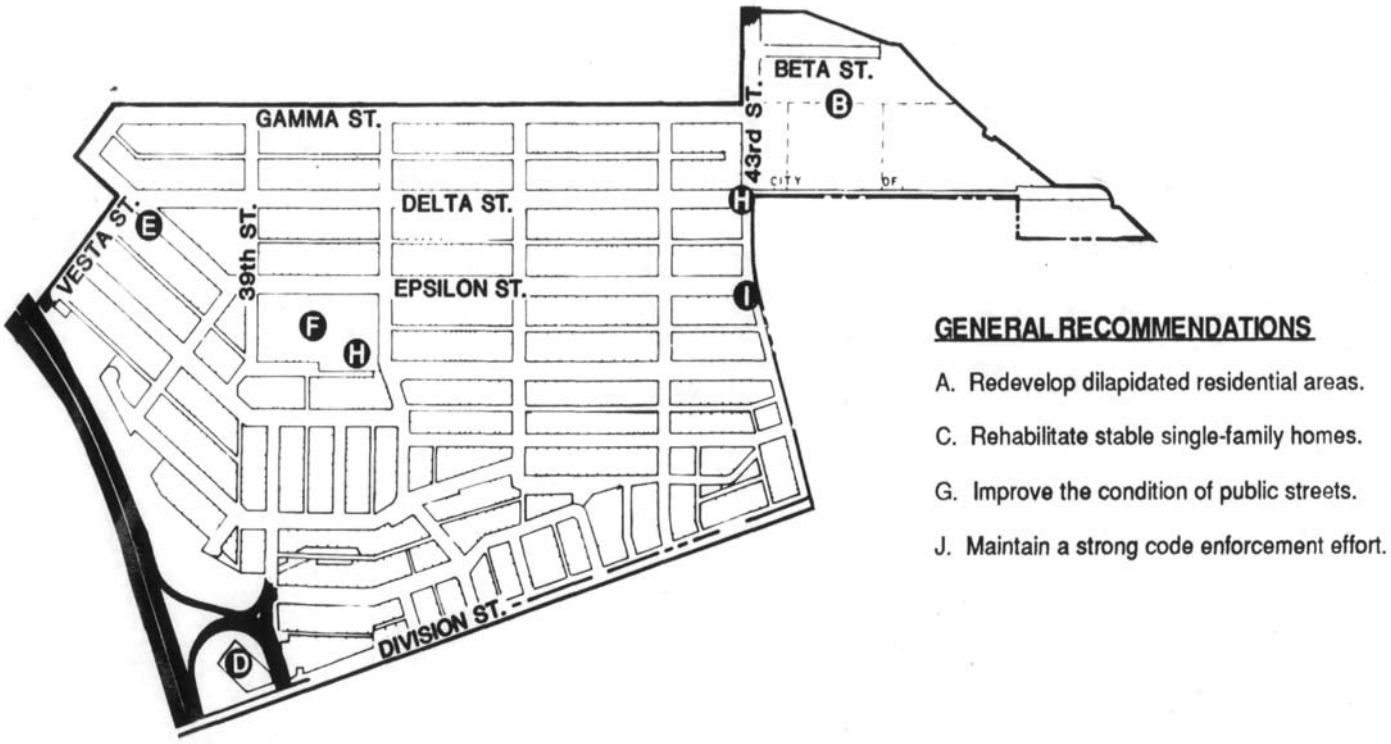
2. Decrease the frequency and extent of vandalism at Balboa Elementary School.

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.

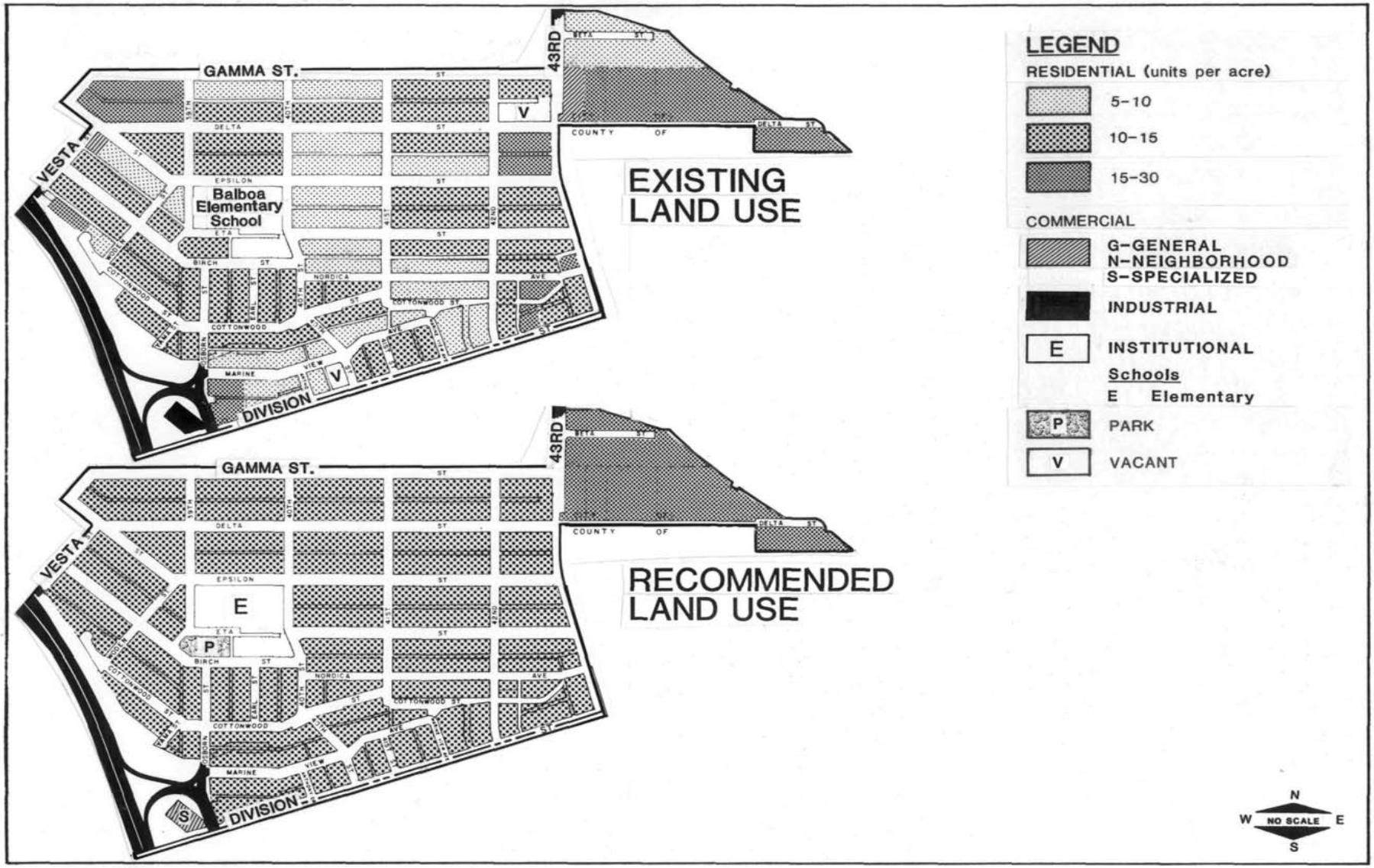
F. Balboa Elementary School is in need of physical improvements, including a secured parking facility for staff and improvements to the existing school yard which is in poor condition due to erosion problems. Additionally, the neighborhood as a whole has a need for a recreation area, in order to increase 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.



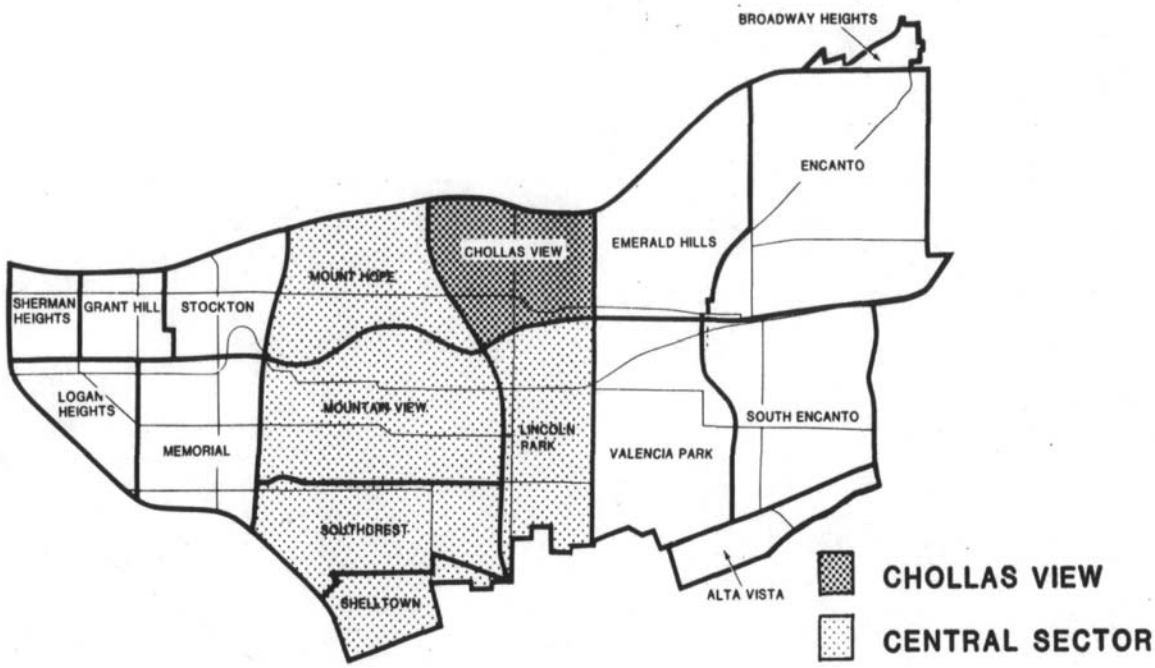
SHELLTOWN

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.

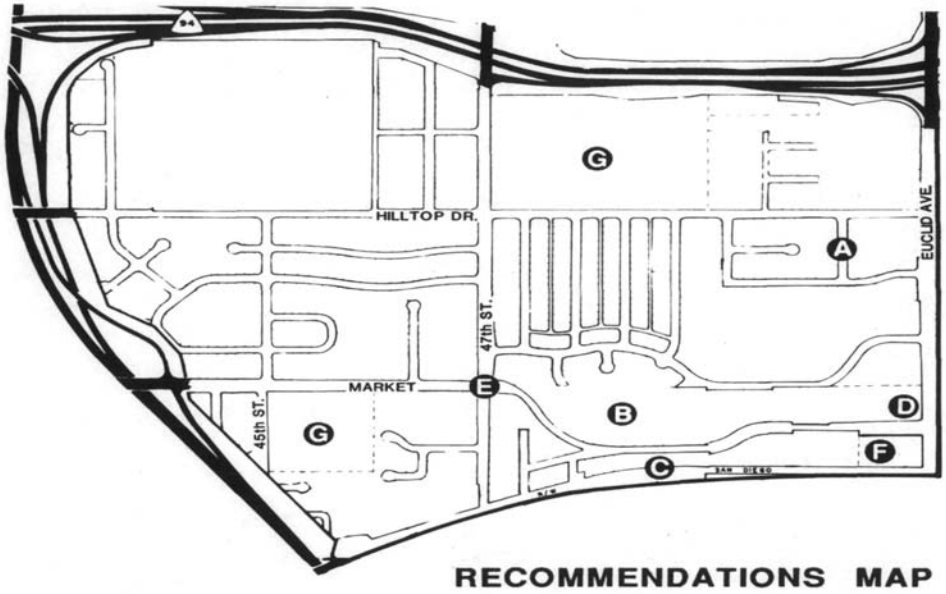
Chollas View Objectives

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.

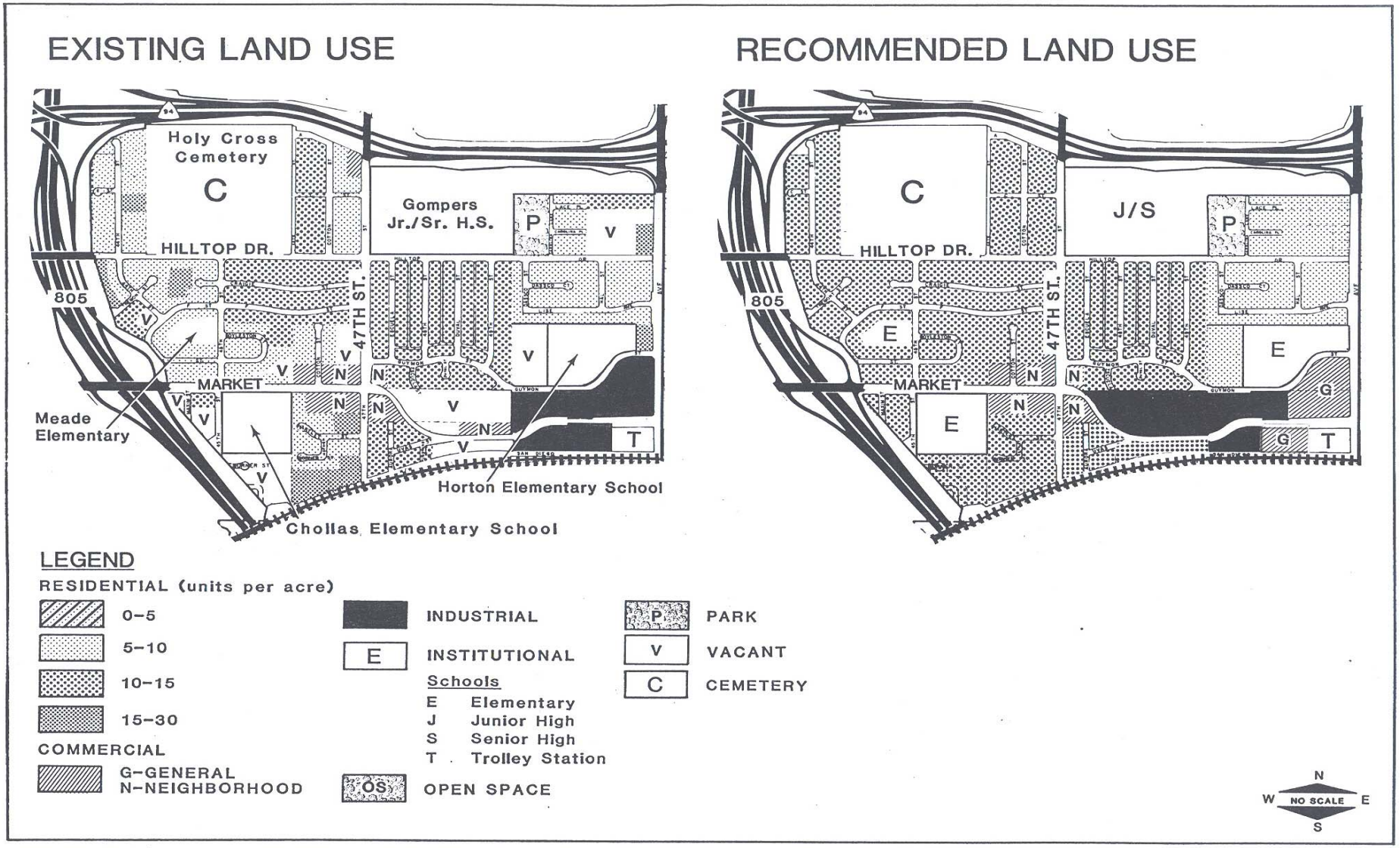
E. Redevelopment funds are recommended to be targeted for commercial retail uses at the corner of 47th and Market Street.

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.



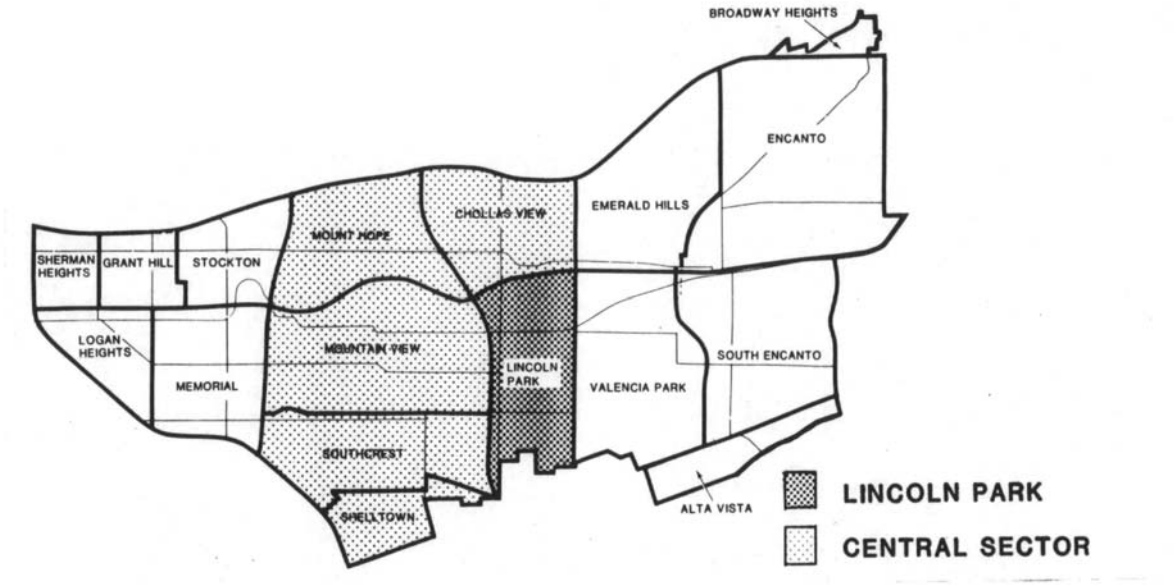
CHOLLAS VIEW

SOUTHEASTERN SAN DIEGO

CITY OF SAN DIEGO · PLANNING DEPARTMENT

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.

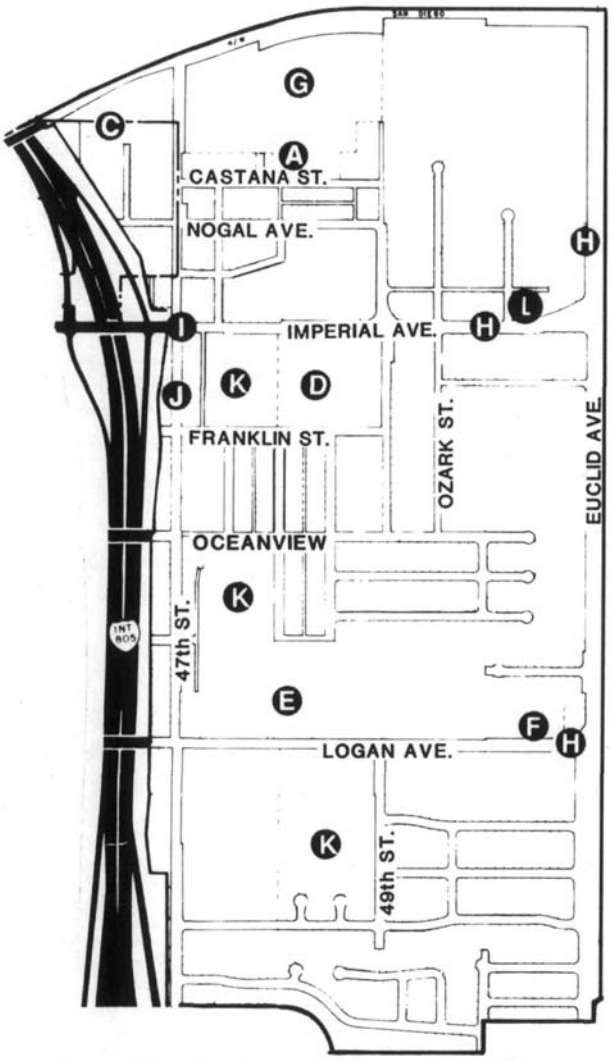
5. Expand community-serving commercial activities.

   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

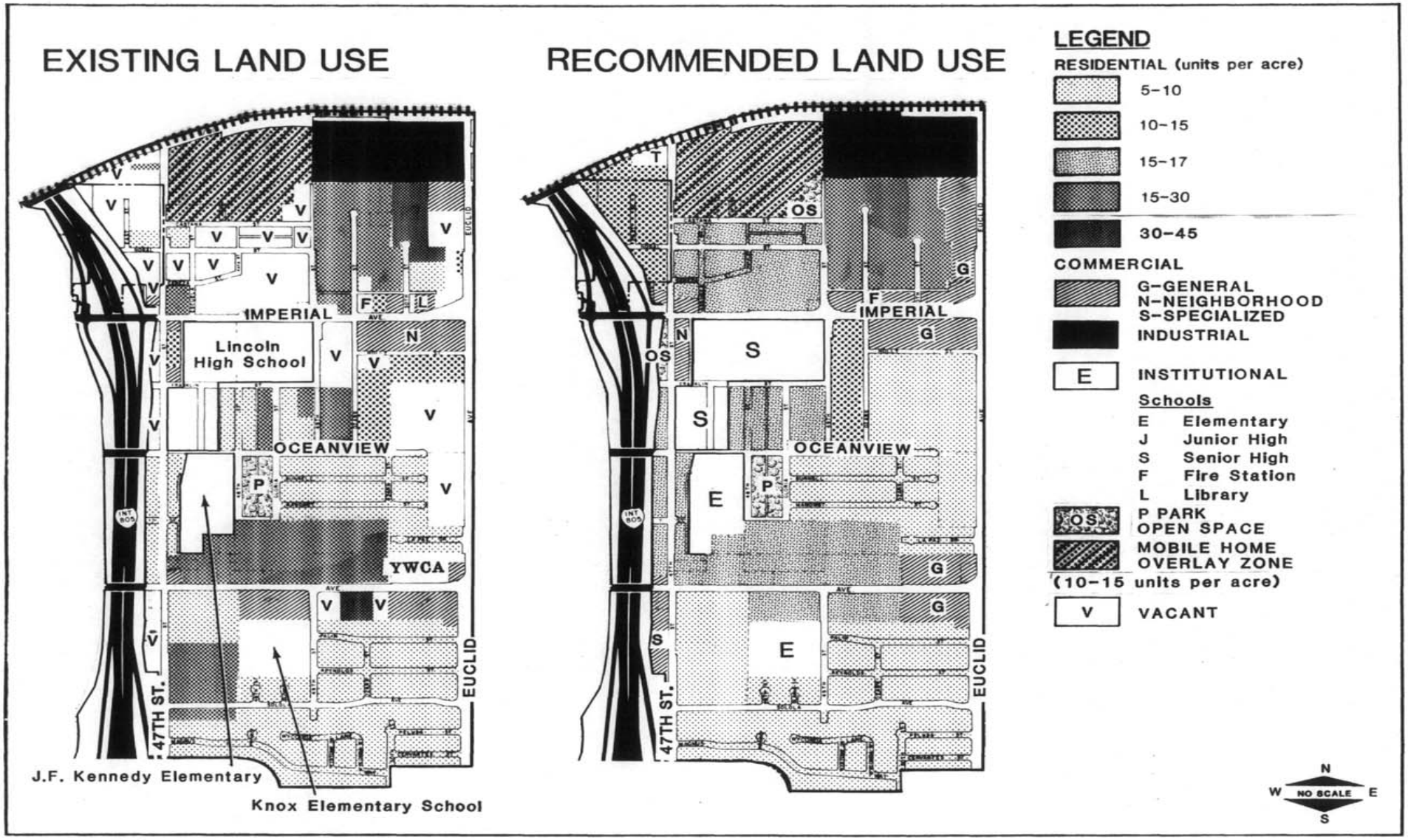
rezoned to a neighborhood commercial designation to allow the infill of neighborhood serving commercial uses. The west side of 47th Street, from Imperial Avenue to Franklin Street, is an 0.33-acre vacant parcel owned by the City of San Diego. This property should be rezoned to Rl-40000 and maintained 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