SOUTHEASTERN SAN DIEGO
COMMUNITY PLAN

Southeastern San Diego Community Plan

City of San Diego Planning Department
202 C Street, MS 4A
San Diego, CA 92101

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The following amendments have been incorporated into this June 2004 posting of this plan:

Amendment	Date Approved by Planning Commission	Resolution Number	Date Adopted by City Council	Resolution Number
Southeast San Diego Community Plan Adopted	June 4, 1987	PC-7046	July 13, 1987	R-268847
Designation of Special Character Multi-Family Neighborhoods			February 27, 1990	R-275223
Valencia Park Library Redesignation from Single Family Residential to Institutional			February 4, 1992	R-279375
Central Division Police Substation Redesignation from Multiple Use to Institutional			June 8, 1992	R-280091
Rezone 9 lots from I-2/CSR-1 to CT-2			June 28, 1994	R-284190
Mobil Mini Mart Redesignation of 0.2 acre from Multi-family Residential to Commercial			September 11, 1995	R-286277
North Creek Redesignation 30 AC of Commercial to 30 AC of Residential	November 14, 1996	234-PC	November 26, 1996	R-288103
Market Creek Plaza Redesignation of 19.56 AC of Industrial to 224,511 SF of Office and 95,178 SF of Commercial	September 2, 1999	2842-PC	September 28, 1999	R-292243

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Editorial Note: Please note that bolded sentences in this document were reflected as underlined information in the original printed document. Please refer to the original printed document for clarification.

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INTRODUCTION

Scope and Purpose
Plan Organization
Key Issues
Summary of Plan Objectives
Legislative Framework
Plan Alternatives

INTRODUCTION

SCOPE AND PURPOSE

Southeastern San Diego is an urbanized community occupying approximately 7,200 acres in the central portion of the City of San Diego. As of 1986, the community contained approximately 79,258 people living in 25,477 dwelling units, accompanied by approximately 173 acres of industrial development, 179 acres of commercial development and approximately 900 acres of vacant land.

The community is centrally located near major employment centers in the South Bay, Centre City and northern San Diego. The community also has excellent regional access to the metropolitan area and major commercial areas of Centre City, Mission Valley and the South Bay by means of four freeway systems.

The land within Southeastern San Diego consists of a series of terraces which are cut by streams into four highland areas. These terraces currently provide view opportunities to the downtown, Mid-City and South Bay regions of the City.

The community's central location, excellent regional access and view opportunities are attributes which have not been fully utilized. Furthermore, the introduction of a light rail transit system through Southeastern San Diego and the recent redevelopment of the Centre City area has provided exciting incentives for redevelopment and new development in the community.

The purpose of this community plan is to guide the future development of the community and, by identifying key issues and goals, to assist the community in achieving its full potential as a place to live and work.

The Progress Guide and General Plan (General Plan) for the City of San Diego designates community planning areas in the City in which specific land use proposals are made in the form of community plans. Taken together, these plans form the land use element of the General Plan. This process allows the community plan to refine the policies of the City down to the community level, within the context of citywide goals and objectives. This plan addresses issues and goals which are unique to the community and will serve to implement the goals which have been formulated by the residents of the community.

PROJECT FIRST CLASS

In addition to the mandates of the Progress Guide and General Plan, a program to specifically assist this community in the process of growth and revitalization was initiated by the fourth district Council Office in 1984. Project First Class is a comprehensive program of community development which was approved by the City Council in May of 1984. This program was established to develop an urban design program, to form a concentrated code enforcement program and to facilitate other public and private improvements for Southeastern San Diego and the adjoining communities of Golden Hill and Skyline-Paradise Hills. The intent of this program is to work toward a better environment through economic

development, attention to urban design, eyesore eradication, street and alleyway improvements, building code enforcement, residential and commercial rehabilitation and the establishment of quality housing. This community plan can also be considered as a step toward implementing the intent of Project First Class.

The community plan does not rezone property, authorize the taking of private property or establish new development regulations or ordinances. The plan is intended to serve as the basis for simultaneous or future zoning actions, including the adoption of a planned district for portions of the community. Additionally, all rezoning or subdivision actions and other actions associated with public or private development or redevelopment will be judged based on the consistency of the proposed action with this community plan.

PLAN ORGANIZATION

The community plan has been organized to first establish a general setting for the community in the Introduction and Background sections and then to address the existing conditions, objectives and recommendations for each of the following elements: Social-Economic, Residential, Commercial, Industrial, Open Space and Recreation, Transportation, Public Facilities and Urban Design. A Neighborhood Element has also been prepared to more specifically discuss the following neighborhoods within the community: Sherman Heights, Grant Hill, Logan Heights, Stockton, Memorial, Mount Hope, Mountain View, Southcrest, Shelltown, Chollas View, Lincoln Park, Broadway Heights, Emerald Hills, Encanto, Valencia Park, South Encanto, and Alta Vista.

The final section outlines the specific actions recommended for implementation of the plan.

HOW THE PLAN WORKS

Existing Conditions	▶	Objectives	▶	Recommendations	▶	Implementation
What we see in the community		What we want to do		What we will do		How we will do it

KEY ISSUES

The City Council-designated community planning group for the Southeastern San Diego community is the Southeastern Development Committee. The Committee has raised the following issues as a part of the plan development process. It is these issues to which this plan is designed to respond:

- Employment Opportunities: Providing jobs is one of the key aims in improving the social and economic well-being of the community.

- Commercial Centers: The absence of commercial shopping locations in the community is seen as a major problem by community residents.

- Density and Design of New Development: Although Southeastern San Diego is a predominantly urbanized community, several developable vacant tracts are located in the eastern portion of the community. The density and design of these parcels has the potential to greatly affect the quality of the community.

- Access: Within several neighborhoods, access to services and freeways via the community's surface street system is difficult. The lack of through north-south streets in many parts of the community is an issue of particular concern.

- Community Design: Concern about the appearance of developed areas is a manifestation of the pride that residents have in their community. Methods of improving existing developed areas have been actively sought by residents. In addition, the maintenance and cleanliness of public facilities and streets can have a great influence on overall community design.

- Public Facilities: The provision and maintenance of public facilities, including parks, is repeatedly stressed by residents and policy makers alike. Funding pubic facilities through the Capital Improvement Program rather than relying on Community Development Block Grants is also a community desire.

- Assisted Housing Projects: The community group has expressed concerns with programs and projects that impact the community with a disproportionately large share of low and moderate-income units. At issue are assisted housing units, density bonus programs and senior citizen conditional use permit projects.

- Social Service Facilities: The community planning group is also concerned by the concentration of social service agencies in the community. Specifically, the group is concerned about the issuance of Conditional Use Permits for clinics, criminal rehabilitation, poverty assistance outreach centers and residential care facilities, which seem to be congregated in the community.

- Recreation and Education Facilities: As with most residential communities with a high percentage of school age children, the parents of Southeastern San Diego are vitally interested in the provision of the highest quality educational and recreational services and facilities for the community.

SUMMARY OF PLAN OBJECTIVES

Social and Economic Objectives

1. Achieve an economically and ethnically balanced community.

2. Provide housing for all family sizes, particularly larger families.

3. Increase job opportunities and resources within the community.

4. Provide adequate health care for all residents of the community, while reducing the impacts of social service facilities intended to serve the population at large.

Residential Objectives

1. Respect the housing character, scale, style and density of existing residential neighborhoods.

2. Preserve, restore and rehabilitate residences and/or neighborhoods with historical significance. (Information on historic structures and districts is detailed in the Neighborhood Element of the Plan.)

3. Encourage and accommodate orderly new development that is consistent with community goals and objectives.

4. Require high quality developments in accordance with the design guidelines established within the plan and as recommended by Project First Class.

5. Maintain or increase the level of owner occupancy in the community to increase maintenance of properties and to increase pride in individual neighborhoods.

Commercial Objectives

1. Provide attractive quality community and neighborhood commercial facilities that offer a variety of goods and services to meet community needs.

2. Rehabilitate existing commercial centers and improve both vehicular and pedestrian access to the site.

3. Encourage the preservation, restoration and rehabilitation of commercial buildings of historical significance or interest.

4. Decrease crime and increase the perception of safety through the use of crime-deterring materials and design, including the thoughtful use of landscaping, screening materials, lighting and building siting and materials.

Industrial Objectives

1. Decrease land use conflicts between industrial and residential or commercial development.

2. Increase employment opportunities in the community.

3. Provide new, high quality office and industrial park development within the community.

4. Promote the redevelopment or rehabilitation of existing industrial facilities.

5. Decrease crime and crime-related aesthetic impacts (such as graffiti and barbed-wire fencing).

Open Space and Recreation Objectives

1. Maintain and improve existing parks by improvements to landscaping, lighting, signage, walkways and play facilities.

2. Increase the number of parks and the size of existing parks as financing and acquisition opportunities occur.

3. Require the provision of private recreation areas in new residential developments.

4. Maintain and enhance the community's cemeteries as unique landscaped open areas of visual significance to the community.

5. Preserve significant hillsides, canyons and drainage areas in their natural state

6. Increase the opportunities for the public enjoyment of open space areas, including limited access to Radio Canyon and Chollas Creek.

7. Achieve a more connected system of active and passive open space and recreation areas.

Transportation Objectives

<u>Vehicular Transit</u>

1. Minimize the effects of the existing freeways on adjacent development and oppose any addition of freeway construction as the community is well served by freeways.

2. Implement physical and operational improvements to the street system to meet the City's design standards and to reduce accidents.

3. Fully improve streets to reduce or remove "bottlenecks."

4. Improve north-south vehicular access in the community.

Public Transit

5. Maintain high public transit accessibility to downtown, as is currently promoted by the existing east-west bus route structure and the San Diego Trolley.

6. Improve the frequency and level of transit service, and the quality of transit facilities to meet the demands of the community.

7. Fully utilize the potential of the San Diego Trolley-East Line to revitalize and redevelop land adjacent to the trolley line and to maximize the use of public transportation.

Freight

8. Maintain freight transportation by rail to the extent feasible in the community.

9. Minimize impacts of freight transportation on vehicular circulation and nearby land use.

Pedestrian/Bicycle

10. Increase the aesthetic quality of street corridors to encourage pedestrian activity.

11. Maintain and improve pedestrian and bicycle access to public transportation.

12. Enhance bicycle circulation by improving designated routes to City standards and by attention to aesthetic quality and safety.

Public Facilities Objectives

Schools

1. Maintain an adequate level of capacity for all public schools and a high level of maintenance of all school facilities.

2. Improve present programs of racial desegregation in the schools.

3. Maintain and enhance the availability of community college and other higher education programs in the community.

Police/Fire

4. Maintain and improve response times and service levels to the community.

5. Reduce the present level of crime activity in the community.

Drainage/Flood Control

6. Protect property from flooding while retaining the natural appearance of drainage areas to the extent feasible.

Urban Design Objectives

1. Improve the visual and physical character of the community.

2. Ensure compatibility between new structures and existing neighborhoods.

3. Improve the quality of new multi-family residential development.

4. Enhance the community's visual image through streetscape improvements along major streets and within the neighborhoods.

LEGISLATIVE FRAMEWORK

The Southeastern San Diego Community Plan was developed within the context of a legislative framework consisting of federal, state and local levels. Some of the more significant legislation is discussed below.

- Section 65450 of the Governmental Code of the state of California (state Planning and Zoning Act) gives authority for the preparation of community plans and specifies the elements which must appear in each plan. It also provides the means for adopting and administering these plans.

- State Government Code Chapter 4.3 requires that local governments and agencies provide incentives to developers to include affordable units in housing projects. The City has prepared an ordinance which would establish an Affordable Housing Density Bonus providing an increase in maximum permitted density in a given zone to be granted for projects in which at least a certain percentage of the total housing units are for low or moderate-income persons.

- The California Environmental Quality Act of 1970 (CEQA) requires that environmental reports be prepared for all community plans. Separate, detailed environmental reports may also be required for many projects which implement this plan.

- The Regional Air Quality Strategy (RAQS) was developed in 1977 to achieve a level of air quality in the San Diego Air Basin that would meet federal air quality standards set forth in the National Clean Air Act. A major recommendation pertinent to this planning effort is to include air quality considerations in all land use and transportation plans.

- The citywide Zoning and Subdivision Ordinances regulate the development of land and subdivision of land in preparation for development.

- In addition to legislation, the City Council has adopted a number of policies to serve as guidelines in the decision making process. Many of the policies relate directly to planning issues and should be used in implementing plan recommendations.

- The Progress Guide and General Plan serves as a basis for the development of the community plan. The General Plan sets forth goals, standards and criteria for the provision of facilities that are essential in the community and possess citywide importance.

PLAN ALTERNATIVES

The following alternative land use plans have been considered in preparing for the revision of the Southeastern San Diego Community Plan. The variations largely pertain to differences in population density. In each of the alternatives, non-residential land use would remain approximately the same.

Using the existing plan and/or the existing zoning would not have integrated the introduction of the trolley line with the land uses of the recommended Southeastern Plan nor would they have designated Sherman Heights as an historic district. Additionally, much of the single-family stability of the community would have been lost to redevelopment at higher densities. These alternative plans have not been adopted but the variations in land uses and their impact have been considered while developing this community plan revision.

RESIDENTIAL ALTERNATIVES

Existing Plan Alternative

This alternative would continue the pattern of the existing 1969 Land Use Plan. The most widespread densities recommended in this plan were at the densities of 10-30 units per acre. Small pockets of 15-45 units per acre were scattered along the major corridors. The 1975 rezoning effort responding to the requirements of A. B. 1301 did not bring zoning into substantial conformance with this Land Use Plan. For that to have occurred, large areas would have had to be changed from 10-15 dwelling units per acre to five to ten dwelling units per acre, and in the eastern subarea from 5-10 dwelling units per acre to 0-5 dwelling units per acre.

Existing Zoning Alternative

Adjusting the Land Use Plan to conform to the existing zoning pattern yields the most intense development of all the alternatives. The preponderance of the multi-family segment of the western subarea is currently zoned R-1500 (15-30 du/ac).

Almost all multi-family development has occurred at a density of 30 units per acre, existing zoning does permit high density along major transportation routes, but it does not allow for transition zones between low and high densities. This could be accomplished through a series of up-zonings and down-zonings at transition points.

Transit Corridor Alternative

This alternative would identify the Trolley corridor, Market Street, Imperial Avenue, National and Logan Avenues, and Euclid Avenue as major thoroughfares and develop gradients in zoning density dependent on the distance to those streets and the trolley. The highest density would be concentrated in the blocks adjacent to those streets while density would decrease for the tiers of blocks as distance from the thoroughfares increases.

NON-RESIDENTIAL ALTERNATIVES

OPEN SPACE

Existing Community Plan and Zoning

The previously adopted Southeastern San Diego Community Plan did not identify specific areas of significant natural topographical features to be designated as open space. The existing zoning provides only minimal potential for preserving open space.

General Plan Open Space Designation

The deficiencies in the previously adopted plan's designated open space are potentially remedied by the open space designations contained in the open space map included in the City of San Diego Progress Guide and General Plan Open Space Element. These designations include both tributaries of Las Chollas Creek and Radio Canyon.

Other Open Space Designation

This alternative would include all of the open space recommendations in the General Plan alternative above, with additional designations located in some of the remaining undeveloped canyons, as well as steep slopes throughout many neighborhoods in the community.

COMMERCIAL AND INDUSTRIAL USE

Existing Community Plan

The previously adopted Southeastern San Diego Community Plan recommends more limited commercial area than is now developed or zoned. The adopted plan also recommends limited areas for industrial use along Commercial Street, Imperial Avenue near Euclid, the northwest corner of I-15 at I-94, and smaller pockets off of Federal Boulevard, Market Street, and National Avenue.

Existing Zoning

The existing zoning ordinance does not adequately differentiate among the many kinds of commercial activity. Some of the commercially zoned land is not now and is not likely to be developed for commercial use. Such commercial areas should be designated for more appropriate land uses.

Intensified Economic Activity

This alternative would evaluate the potentials for heightened economic activity by recommending mixed commercial and multi-family uses, by expanding the depth of commercially zoned strips, by contracting the extent of commercially zoned strips, and redesigning certain unproductive areas from commercial activity to some other use. It would also recommend a differentiation for the various commercial activities and place special emphasis on office commercial use. It would also recommend expanded areas for industrial use.

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BACKGROUND

Regional Context
Physical Setting
Development Characteristics
Redevelopment Project

BACKGROUND

REGIONAL CONTEXT

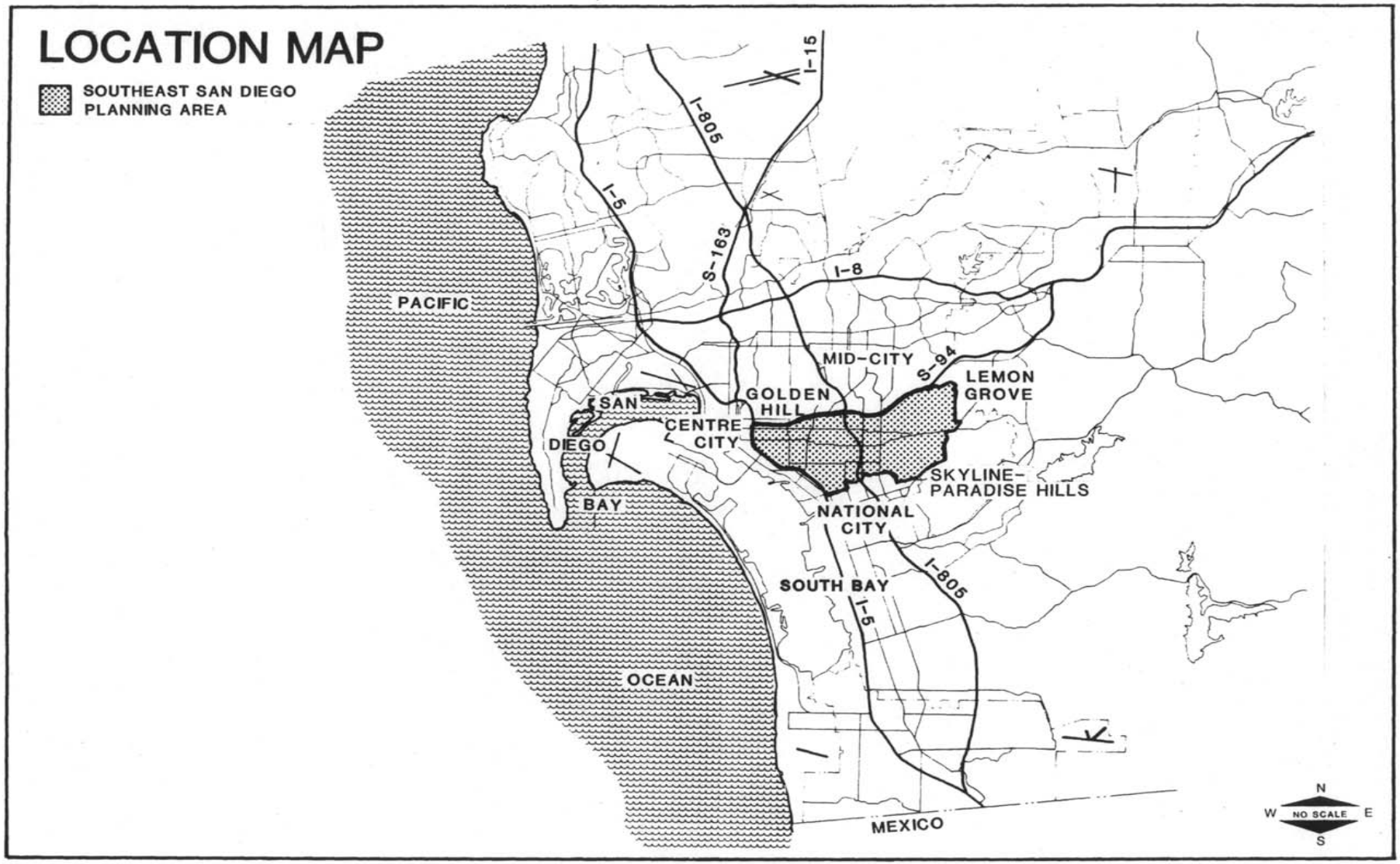
The Southeastern San Diego community lies south of State Highway 94, between the Centre City community and the city of Lemon Grove. Its southern boundary is formed by the limits of the city of National City and the community of Skyline-Paradise Hills. The western boundary of the community is defined by Interstate 5. The eastern and southeastern boundaries are formed by 69th Street, Imperial Avenue, Woodman Street and Division Street. The community is bounded by four City-designated community planning areas (Centre City, Golden Hill, Mid-City, and Skyline-Paradise Hills), two incorporated cities (Lemon Grove, National City) and some unincorporated county areas (Figures 1 and 2).

Land use in the areas surrounding the community are generally characterized by mixed industrial/residential areas lying south and west of the community, medium- to low density residential areas lying north and east and areas of low density, very-low density and undeveloped parcels lying south and east. On the west, the community adjoins the Centre City area.

Direct regional access to the metropolitan area is provided by two state and two Interstate freeways. The community is centrally located with respect to major employment centers in the South Bay, Centre City and northern San Diego. It lies near major recreation facilities in Balboa Park and San Diego Bay. It also has easy access to the major commercial areas of Centre City, Mission Valley and the South Bay. Although the community is divided by its freeways, the access that they provide to the metropolitan area and the central location that their presence in the community denotes could be a key resource for the community.

The General Plan designates Southeastern San Diego as an "urbanized" community. Such communities are defined as being largely developed, with public facilities in place. The thrust of the General Plan with respect to urbanized communities is to provide for the maintenance and limited expansion of public facilities, funded for the most part by the City's General Fund through the Capital Improvement Program.

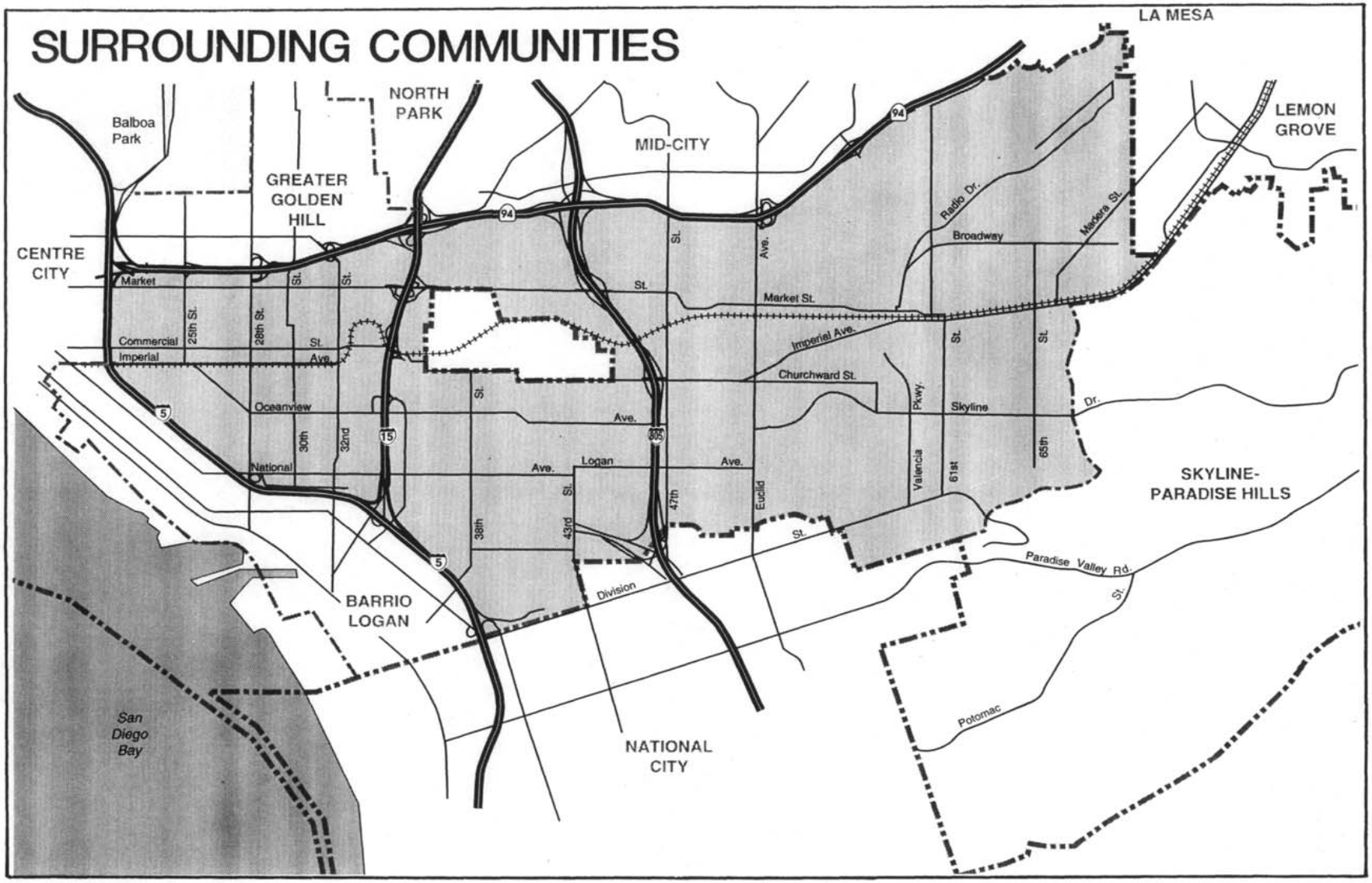
Development in urbanized communities is proposed by the General Plan to take place through infilling of vacant developable parcels. As an urbanized community with many such parcels, Southeastern San Diego is a prime location for such development, so long as it is consistent with the guidelines contained in this community plan.



SOUTHEASTERN SAN DIEGO

CITY OF SAN DIEGO · PLANNING DEPARTMENT

FIGURE 1



SOUTHEASTERN SAN DIEGO

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FIGURE 2

PHYSICAL SETTING

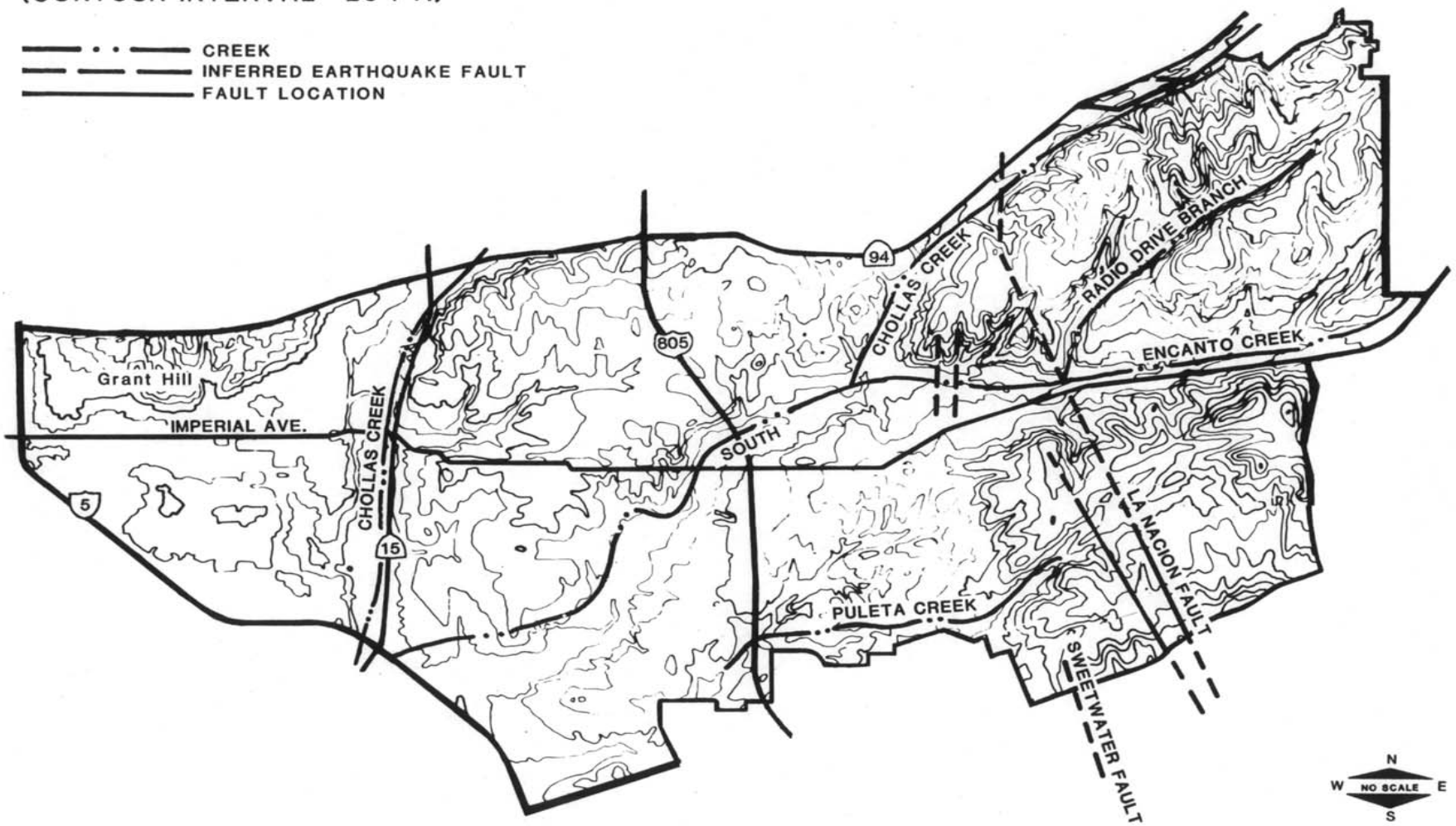
The study area is comprised of a series of terraces which rise from just a few feet above sea level to over 400 feet above sea level in the east. Within the plan area, these terraces have been cut by streams into four highland areas. In the western portion of the community, the first of these highlands has a rolling appearance. This area contains a prominent knoll at 26th and "J" Street in Grant Hill.

The central portion of the community is divided from the western portion by the Chollas Creek watercourse, which roughly parallels State Highway 15. The central portion has the flattest terrain in the community, descending from the lightly rolling second highland area in the north to a relatively level area in the south near the conflux of Chollas and South Chollas Creeks. Helix Heights and the shallow hillsides along the southern portion of the central area are notable topographic features.

The eastern portion of the plan area is characterized by higher elevations and steeper slopes. This portion of the plan area is bisected into two topographically comparable northern and southern parts containing the third and fourth highland areas of the community. The division between these uplands is formed by the Encanto Creek drainage.

TOPOGRAPHY, FLOODPLAINS AND EARTHQUAKE FAULTS

(CONTOUR INTERVAL- 25 FT.)



SOUTHEASTERN SAN DIEGO

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FIGURE 3

DEVELOPMENT CHARACTERISTICS

The Southeastern San Diego community has developed in a somewhat haphazard manner. This has happened in part because of the lack of a community plan, incomplete implementation of the adopted plan, and nonrestrictive zoning regulations during its formative years and in part because of the extensive freeway development within the community. As a result, many portions of the community are isolated from surrounding areas. Many community facilities are physically separated from the populations they are intended to serve. Some parks, schools and shopping areas are separated from their service areas by cemeteries, freeways, heavily traveled streets, drainage channels, canyons, undeveloped properties, and industrial areas.

The oldest portion of the community lies west of State Highway 15. This area developed prior to the application of present zoning regulations. It has a heavy intermixing of land uses. Its residential areas contain densities that are higher than those found in other parts of the community. Industrial and commercial uses are scattered throughout the area, with most activities existing within the Commercial Street-Imperial Avenue Corridor.

The central area of the community lies between State Highway 15 and Euclid Avenue. Development here took place after the advent of zoning regulations and is characterized by more distinct residential, commercial and industrial areas. Residential development is predominantly detached, single-family homes, or two homes on one lot. A considerable portion of the central area is devoted to cemeteries, which lie north of Imperial Avenue.

A marked change from the rectangular subdivision and commercial development takes place at Euclid Avenue. The eastern third of the community is characterized by a predominance of single-family homes on large lots. The eastern portion of Encanto is almost rural in nature.

The development characteristics of each neighborhood are more specifically described in the Neighborhood Element of the plan.

REDEVELOPMENT PROJECTS

Redevelopment, as established by the California Redevelopment Law, is a process which gives certain tools to the City of San Diego, the Southeastern Economic Development Corporation (SEDC) and property owners and tenants in Southeastern San Diego. SEDC is a public body which serves as the Redevelopment Agency and is governed by the City of San Diego. Once a redevelopment plan is adopted for a project area, the Redevelopment Agency (SEDC in this case) has broad powers under state law, except as limited by the redevelopment plan itself. The powers include the ability to acquire property and dispose of it for public and private development, to assist property owners in the rehabilitation and development of their properties, to undertake and pay for public improvements and to finance its activities through the issuance of bonds or other forms of borrowing.

The public purpose or goal behind the redevelopment process is the correction of conditions of blight in an area. This public purpose serves as the basis for permitting the Redevelopment Agency to acquire, through eminent domain, private property for lease or sale for private development and the spending of public funds to obtain private as well as public development. Certain controls or restrictions can also be imposed by SEDC to assure redevelopment of an area.

The redevelopment plan for an area is a development guide. In the case of the Southeastern San Diego community, a redevelopment plan can both supplement the guidelines of the community plan and can assist in the community plan's implementation.

The redevelopment plans contain general land uses and development controls, a full listing of Redevelopment Agency powers, a listing of public improvements to be provided, provisions for owner participation, and the proposed financing methods.

Redevelopment plans are adopted by first designating a survey area to study the need for possible redevelopment. This is followed by the adoption of a preliminary plan for a selected project area. Several months of detailed analysis will then result in the preparation of a redevelopment plan. In all cases, community businesses and residents are provided an opportunity to comment on the project. Following a public hearing which is noticed to all property owners by mail, the City Council may adopt the redevelopment plan, after which SEDC is charged with the responsibility to carry out the plan.

Activities associated with the implementation of a redevelopment plan could be commercial revitalization programs, code enforcement, rehabilitation, clearance of land for redevelopment and acquisition of land for public facilities or the assembly of sites for private development.

The Southeastern San Diego community contains four redevelopment project areas: Dells/Imperial, Mount Hope, Southcrest and Central/Imperial. Redevelopment plans have been approved for Mount Hope and Southcrest and preliminary plans have been prepared so far for the Dells/Imperial and Central/Imperial areas.

SOUTHCREST

The Southcrest Redevelopment Plan was approved in 1986 for a project area covering approximately 301 acres. This project is addressed in detail in the Neighborhood Element of this plan. The overall objectives of the Southcrest Redevelopment Plan are to:

- Promote revitalization of the economic and physical condition of the Southcrest community.

- Restore the character of Southcrest through development of the rescinded 252 corridor.

- Maximize employment opportunities for local residents through the creation of new commercial/business development.

- Promote owner participation agreements to ensure sensitive development throughout the Southcrest area.

MOUNT HOPE

The Mount Hope Redevelopment Plan was adopted in 1982. The project area consists of 160 acres. The redevelopment area contains two projects known as Gateway Center (east and west). The Mount Hope Planned District, providing special zoning or development regulations, was also approved in 1984 for part of the redevelopment project area.

The focus for redevelopment activity in this area has been the Gateway Center project, which covers 130 acres. This facility is planned for primarily industrial development, with a portion bring set aside for commercial development. Gateway Center is essentially sold out and 300,000 square feet of industrial building was completed or was under construction as of 1987.

The success of Gateway Center has enabled SEDC to realize many goals. A few of those goals include:

- Increased business opportunities for community based companies.

- Creation of jobs for Southeastern residents.

- Enhancement of the overall economic base for the Southeastern community.

- Rehabilitation of existing businesses.

More information on the Mount Hope neighborhood is provided in the Neighborhood Element of this plan.

DELLS/IMPERIAL

The Dells Redevelopment Project area originally consisted of 68 acres southeast of State Route 94 and State Route 15. Later revisions to this plan removed the Dells Industrial Park, now known as Gateway Center West from this redevelopment area, but expanded the project area to cover roughly 900 acres or the western one-third of the entire Southeastern San Diego community.

As of the date of adoption of this plan, a redevelopment plan had not yet been adopted for this area. The Southeastern Economic Development Corporation continues to work with community residents and business owners to assess the needs of the revitalization of the Dells/Imperial

Redevelopment Project Area which is bound by State Route 94 to the north, State Route 15 to the east and Interstate 5 to the south and west.

A major concern is the protection of the many historical structures located in this area. In order to preserve important structures and the overall character of the neighborhood, SEDC is suggesting the creation of a historic district for Sherman Heights.

The other major community concerns include:

- Commercial and industrial rehabilitation along Commercial Street, Market Street and Imperial Avenue.

- Site assembly for new construction.

- Development of joint use opportunities along the East Line Trolley.

- Promotion of housing rehabilitation throughout the project area.

CENTRAL IMPERIAL

The Central Imperial Redevelopment area covers 288 acres, located east of Interstate 805 and centered in neighborhood of Lincoln Park and along the corridors of Market Street and Imperial Avenue. A redevelopment plan is in the process of being prepared by SEDC.

Central Imperial offers many development opportunities. The 157 Expressway, the Potter tract and property adjacent to the 62nd Street trolley station are just a few. Through a Memorandum of Understanding between the Metropolitan Transit Development Board (MTDB) and the Housing Commission, SEDC will seek development opportunities along the trolley corridor.

The objectives of the Central Imperial Redevelopment Plan are to:

- Rehabilitate the intersection of 47th Street and Market Street.

- Provide opportunities for family-oriented business.

- Attract a large regional supermarket chain outlet in the area.

- Rehabilitate the intersection of Market Street and Euclid.

- Rehabilitate and rebuild the strip commercial along the eastern end of Imperial Avenue.

- Develop a quality residential project in the Caltrans owned 157 expressways.

- Continue and expand housing rehabilitation as necessary.

PROJECT FIRST CLASS

In addition to the mandates of the Progress Guide and General Plan, a program to specifically assist this community in the process of growth and revitalization was initiated by the fourth district council office in 1984.

Project First Class is a comprehensive program of community development which was approved by the City Council in May of 1984. This program was established to develop and urban design program, to form a concentrated code enforcement program and to facilitate other public and private improvements for Southeastern San Diego and the adjoining communities of Golden Hill and Skyline-Paradise Hills. The intent of this program is to work toward a better environment through economic development, attention to urban design, eyesore eradication, street and alleyway improvements, building code enforcement, residential and commercial rehabilitation and the establishment of quality housing. This community plan can also be considered as a step toward implementing the intent of Project First Class.

REDEVELOPMENT PROJECTS

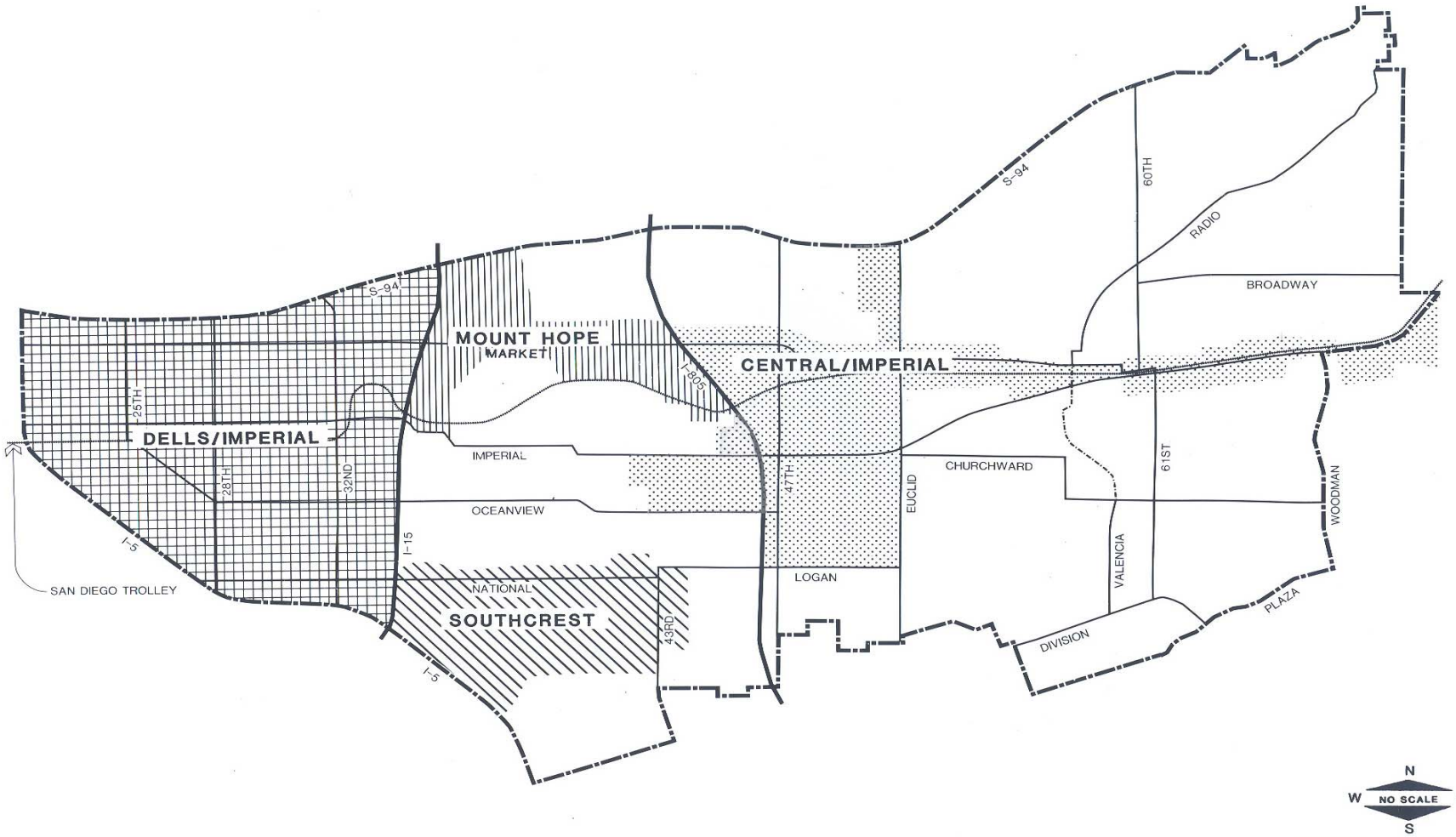

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FIGURE 4

PROJECT FIRST CLASS BOUNDARY & CDBG TARGET AREAS

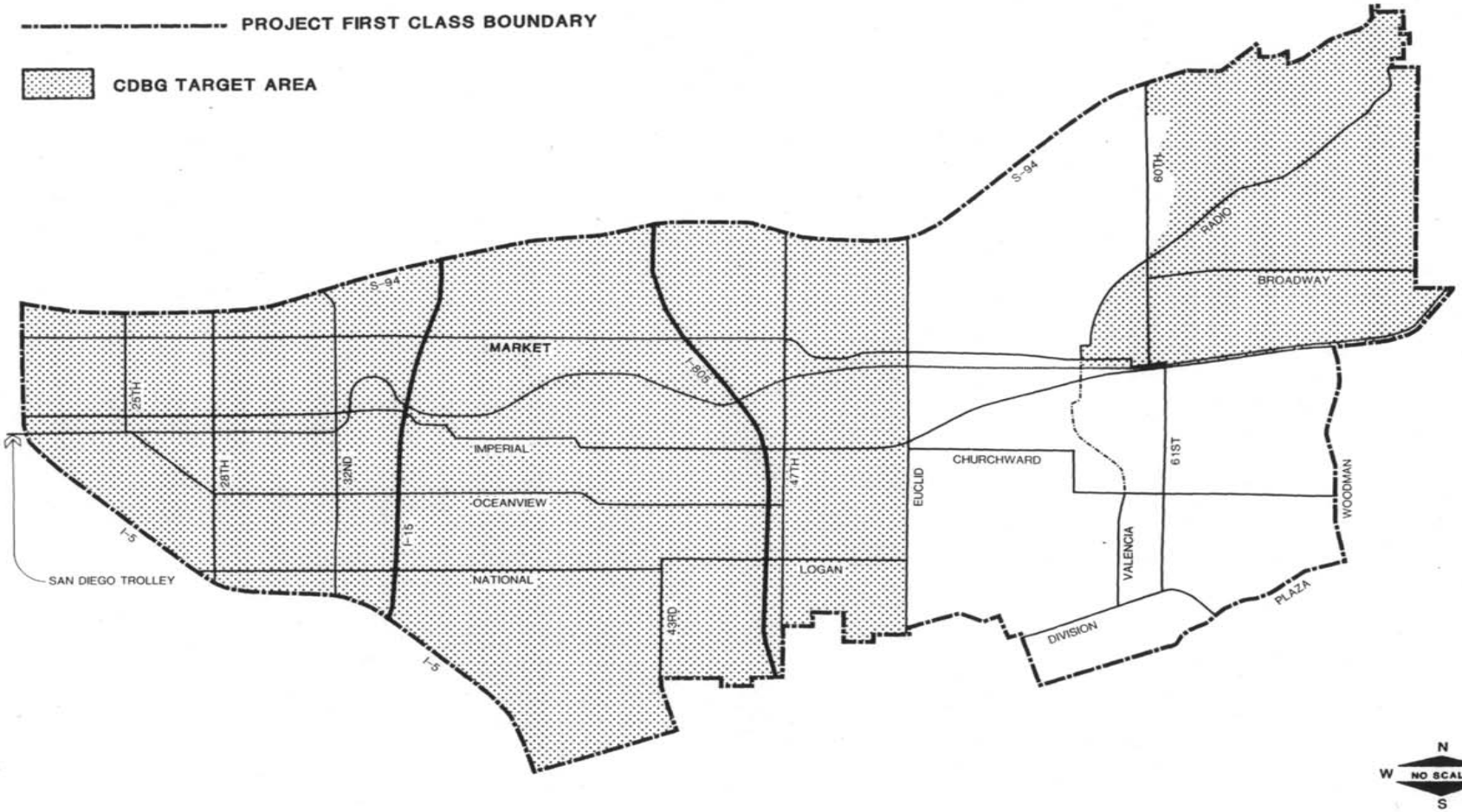

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FIGURE 4a

PLAN ELEMENTS

Social and Economic
Land Use
Residential
Commercial
Industrial
Open Space and Recreation
Transportation
Public Facilities
Urban Design

SOCIAL AND ECONOMIC ELEMENT

This element addresses issues associated with population, income and social and health services. The existing conditions are largely derived from the aggregated census data for the tracts and neighborhoods which make up the plan area. There appear to be three distinct social and economic subareas within the community. Generally, higher residential densities, older homes, lower incomes, lower educational attainment, and higher percentages of minority population are found in the area west of State Highway 15. Conversely, lower densities, new homes, higher incomes, higher educational attainment, and lower percentages of minority population are found in the portion of the community lying east of Euclid Avenue. In almost all respects, the area between the eastern and western subareas is also between them in terms of social and economic characteristics.

EXISTING CONDITIONS

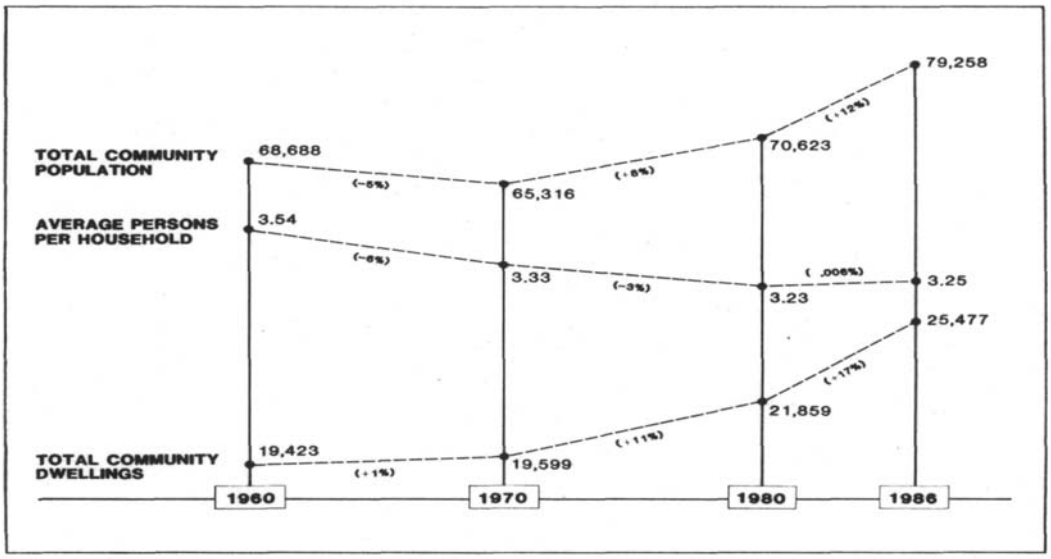
POPULATION:

While the number of dwelling units in the community has increased, Southeastern has experienced only a slight change in population during the last twenty years. During the twenty year period between the 1960 and 1980 censuses, the population of the City of San Diego has increased by over 52 percent. In that same period, the population of Southeastern increased a little under three percent. From a population of 68,688 in 1960, Southeastern has grown to a community of 70,623 as of the 1980 Census.

According to census data, the racial mix of the community has become markedly more nonwhite and Hispanic during the last twenty years. The white population of Southeastern has decreased by 54 percent since 1960, and 25 percent since 1970. Over the same twenty years, the black population has increased by 25 percent to comprise about 49 percent of the community population. However, it is interesting to note that the black population has also declined by about 11 percent over the last ten years. This appears to be largely a result of declining family sizes, as citywide black family sizes have decreased from 3.42 in 1970 to 2.85 in 1980. The largest gain in population was from other ethnic groups, which had less than five percent of the community's population in 1960 and only about seven percent in 1970. The remaining ethnic groups, of which the clear majority are Hispanic, now make up a little more than 28 percent of Southeastern San Diego's population. Most of the Hispanic population has settled in the south western portion of the community adjoining Barrio Logan.

The community is maintaining its character as the home of larger families in spite of regional trends of declining family sizes. According to the last three censuses, Southeastern San Diego has been characterized by a larger average family size than the regional average. Currently, the average family size in the community is 3.23 persons, which is well above the 2.53-person City average.

Table 1. Historical Population/Household Trends (1960-1980)



INCOME

Southeastern San Diego is a lower income community. Southeastern San Diego is one of eight communities found by the City's General Plan to be "lower income." In 1980, median family income in Southeastern San Diego was approximately 62 percent of the medium family income of the City as a whole. This "income gap" has expanded during the last twenty years, in that the 1960 census shows the median family income of the community to be about 80 percent of the citywide median.

Unemployment within the community is well above citywide rates. A major factor in lowering the median family income in the community is its higher than average unemployment rates. These rates, as measured for the fifteen neighborhoods which made up the community in the 1980 census, range from a low of 9.2 percent of the civilian labor force to a high of 21.1 percent. This range is between 1.3 and 2.3 times the citywide rate for the same period. The highest unemployment rates are found in the neighborhoods located in the western third of the community.

SOCIAL AND HEALTH SERVICES

The Southeastern San Diego San Diego Community contains an abundance of social service agencies. A total of more than 60 such agencies exist in the community, the majority of which serve the entire County. They are funded with money provided by churches, foundations, major fund-raising organizations and government grants. These agencies include the Neighborhood House Association, Youth Services, the Boy's Club, the Girl's Club, the Urban League, Emmanual House, St. Judes Nutrition Center, the YMCA, Harambee House and the Black Federation, and a large number of residential care facilities.

A number of regional and neighborhood health centers are located in the community. These include the San Diego Physicians and Surgeons Hospital and the Comprehensive Health

Center in the western portion of the community and the Southeastern San Diego Medical Center and the Community Medical Center in the eastern portion of the community. The lone acute care facility among these is Physicians and Surgeons Hospital. In 1979, this facility had 189 acute care beds; it was reduced to 111 beds by 1982, then to 78 by 1983. Employment at the hospital is also down from 344 in 1980 to 260 in 1984.

Social and Economic Objectives

1. Achieve an economically and ethnically balanced community.

2. Provide housing for all family sizes, particularly larger families.

3. Increase job opportunities and resources within the community.

4. Provide adequate health care for all residents of the community, while reducing the impacts of social service facilities intended to serve the population at large.

Social and Economic Recommendations

1. Provide a variety of residential density ranges in order to establish a range of housing types to accommodate various living styles and family sizes (see Land Use Element).

2. With the exception of senior citizen housing projects, residential projects should be designed to provide open play areas or tot lots, bicycle access and storage facilities and pedestrian access to schools.

3. Designate sufficient amounts of industrial and commercial land to support job generating functions (see Land Use Element).

4. Encourage lot consolidation in some of the industrially designated areas to promote job producing commercial and industrial land uses.

5. Encourage development and redevelopment of industrial and commercial sites through the active planning and marketing of the Redevelopment Agency.

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LAND USE ELEMENT

INTRODUCTION

This element of the plan evaluates the location and extent of the use of land in the community. The element is broken into three sub-elements which state findings about the three main uses of land: residential, commercial and industrial. Other major land uses are discussed in other sections of the plan.

The Southeastern San Diego community consists of almost 7,200 acres of land. A third of this total is used for right-of-ways and easements for freeways, streets, drainage facilities and other public improvements. Approximately 3,044 acres of the remaining land, or 63.8 percent of the entire community, is devoted to residential use. Vacant land is the next largest land use category, containing almost 800 acres. Commercial, industrial and public uses comprise the remaining land area and total less than 1,000 acres. Although the existing zoning of the community approximates these acreages and percentages, it is important to note that a considerable intermixing of land uses is allowed by the City's zoning code. Thus, some land uses are not located in the zones that they would be traditionally associated with, often to the detriment of the community. Figure 5 indicates total acres of each land use by zoning and by actual use.

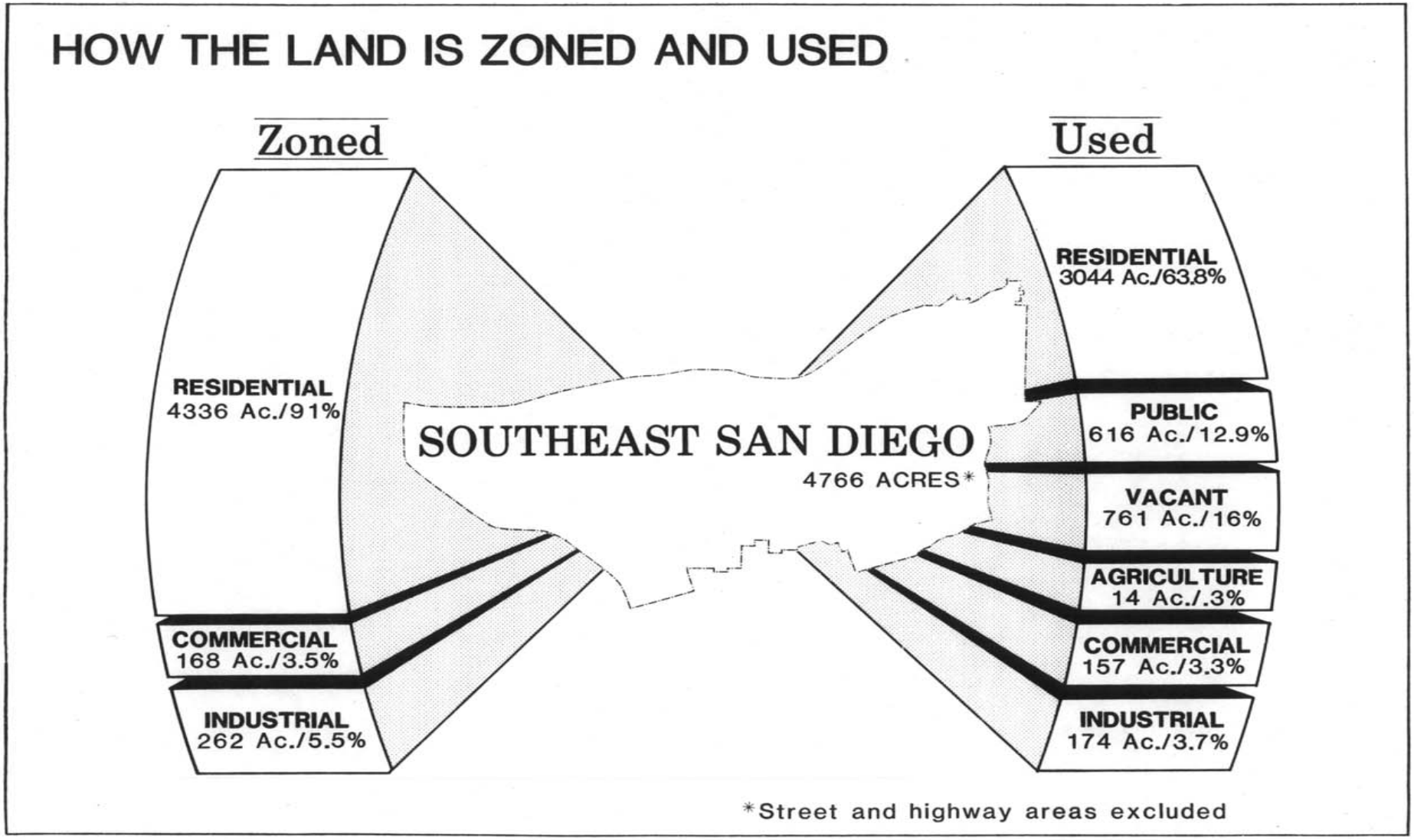

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FIGURE 5

RESIDENTIAL ELEMENT

EXISTING CONDITIONS

The Southeastern San Diego community is predominately a single-family residential community. The Housing Element of the General Plan indicates that Southeastern San Diego has an above-average concentration of detached single-family housing. Approximately 55 percent or 2,606 acres of the community is zoned for multi-family use is actually used for single-family housing. The spread of low density, single-family uses into higher intensity zones has given the community its character of low density and low profile in architectural scale. Table 2 indicates residential zoning and actual land use within the community.

Table 2. LAND USE IN RESIDENTIAL ZONES (IN ACRES)

	Total Zone (AC)	Single-Family	Multi-Family	Comm.	Indus.	Public	Agricult.	Vacant Land
R1-40000	120.23	---	---	1.34	2.75	116.14	---	---
R1-20000	238.99	160.38	14.45	---	---	3.64	.54	59.80
R1-15000	35.20	25.18	2.64	---	---	.55	---	6.83
R1-10000	344.14	236.01	15.64	---	34.00	---	.21	58.28
R1-6000	443.88	250.17	67.77	---	3.63	18.14	---	104.17
R1-5000	1422.99	868.94	58.57	10.17	.38	130.04	12.59	342.30
R-3000	1273.40	522.43	353.79	12.98	10.88	245.66	---	127.66
R-1500	327.69	90.65	138.15	6.17	1.61	65.37	.20	25.54
R-1000	122.32	44.55	54.13	7.39	1.46	---	---	4.33
R-600	2.16	---	2.16	---	---	---	---	---
R-400	33.18	9.57	11.14	.50	2.32	1.02	---	8.63
RV	1.11	.43	---	.51	---	---	---	.17
Total Acres by Land Use	4365.29	2208.31	718.44	38.96	57.03	580.56	13.54	737.71

Much of the residential development in the community is located in commercial and industrial zones. 68.3 acres or approximately 12 percent of the commercially and industrially zoned land is used for residential development. The City Zoning Ordinance allows residential development in many of its less restrictive commercial and industrial zones. These zones are located primarily in the central and western areas of the community plan area. The mix of residences with commercial and industrial uses in the western portion of the community is a development pattern that predates zoning. Using a community-wide average of 8.07 units per developed residential acre, it can be estimated that about 620 dwelling units are located in nonresidential zones.

Because many historical and high-quality residential neighborhoods are located in zones which would allow greater density or different uses, preservation of these areas is threatened. Some residential areas, by virtue of their overall appearance or historical significance, are strong candidates to be conserved from demolition and redevelopment. Because some of these areas are presently zoned for higher uses, there is a significant potential for future developments to replace these existing uses.

Due to the underutilization of available density in multi-family zones and an inventory of vacant land in the single-family zoned areas, the community has a substantial available zoning capacity for new residential development. As of 1987 there were 25,477 dwelling units in the community. Approximately 8,600 dwelling units, which would be allowed by the

multi-family residential zoning in the community, are currently preempted by single-family homes. An additional 4,600 units could be constructed on currently vacant lands in areas zoned for single-family dwellings.

Maintenance of housing stock varies throughout the community, and ranges from poor to very good. At the time of the 1975 special census, the last date for which the information was gathered citywide, the percentage of "sound" housing stock varied between 64.5 percent and 98.2 percent of the dwelling units for the thirteen census tracts which make up the Southeastern San Diego community. Three of the thirteen tracts had a percentage of "sound" housing above citywide rates. The other ten tracts, however, had "deteriorating" or "dilapidated" housing in excess of the citywide norms. While there are examples of excellently maintained homes in all parts of the community, the highest percentages of unsound housing are found in the western census tracts. These tracts also contain some of the oldest houses in the community, many dating back to before 1900.

Much of the community is within or proposed to be under regulation of the Redevelopment Agency. Figure 7 shows areas that are included. See the redevelopment discussion in the background section of this plan.

Many of the City's affordable housing projects are located in the community. According to the 1980 census, Southeastern San Diego had 6.4 percent of the City's total dwelling units. The General Plan Housing Element states that the community should receive a 5.6 percent allocation of lower income housing units. Between 1983 and 1985, 12 percent of the City's Affordable Housing Density Bonus Units (a program whereby projects are granted additional density over zoning for the provision of low and moderate-income housing) were in the community.

Mobile home parks in the community offer an alternative housing opportunity. The Southeastern San Diego community contains three mobile home parks containing 577 spaces. Two of the parks, the El Rey at 47th Street and Castana Street and the Summit Mobile Home Park at 63rd Street and Imperial Avenue have Mobile Home Overlay Zone designations which require specific discontinuance procedures prior to the sites being used for another purpose. The Acacia Imperial Mobile Home Park at 54th Street and Imperial Avenue is located adjacent to an area zoned for industrial use and is not covered by an overlay zone.

Southeastern is an established, stable community in terms of length of residence and household ownership. According to the 1980 census, the majority of the community's households have been in the community over five years. The stability of households has a strong correlation to the percentage rate of home ownership. The highest ownership rates are in the eastern portion of the community, while neighborhoods in the western portion tend to have a far higher concentration of rental units. The General Plan Housing Element indicates that Southeastern has an above-average number of rentals; however, recent trends in the community are toward a higher rate of ownership, for example, in the last twenty years the ratio of ownership has declined in the city as a whole from 52.7 percent to 49.1 percent. In the same period, home ownership has increased from 45.6 percent of the Southeastern households to the 1980 level of 47.5 percent. The trend between 1970 and 1980 was probably due to the development of a number of new, single-family sale housing developments primarily in the eastern portion of the community.

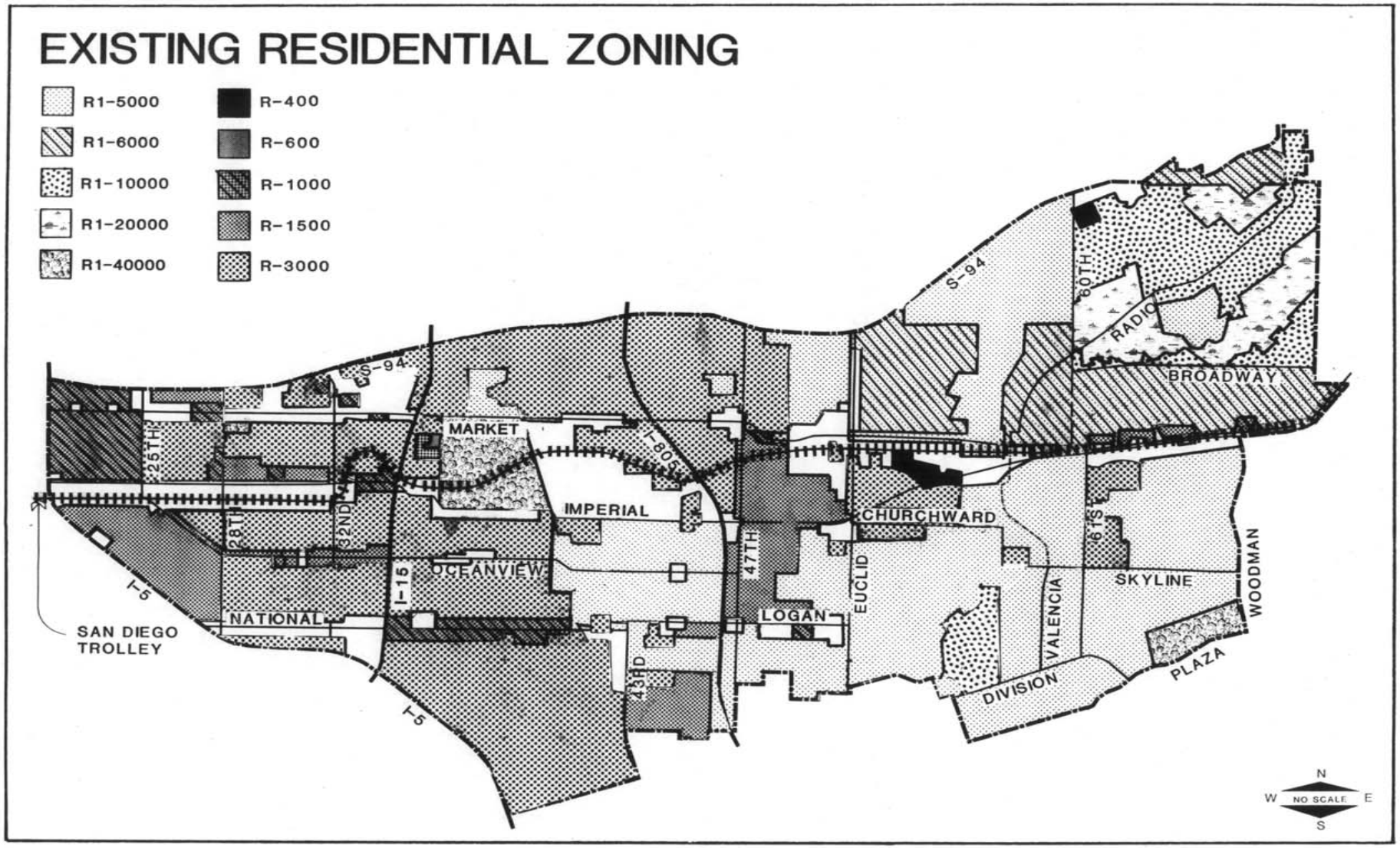

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FIGURE 6

RECOMMENDED RESIDENTIAL LAND USE

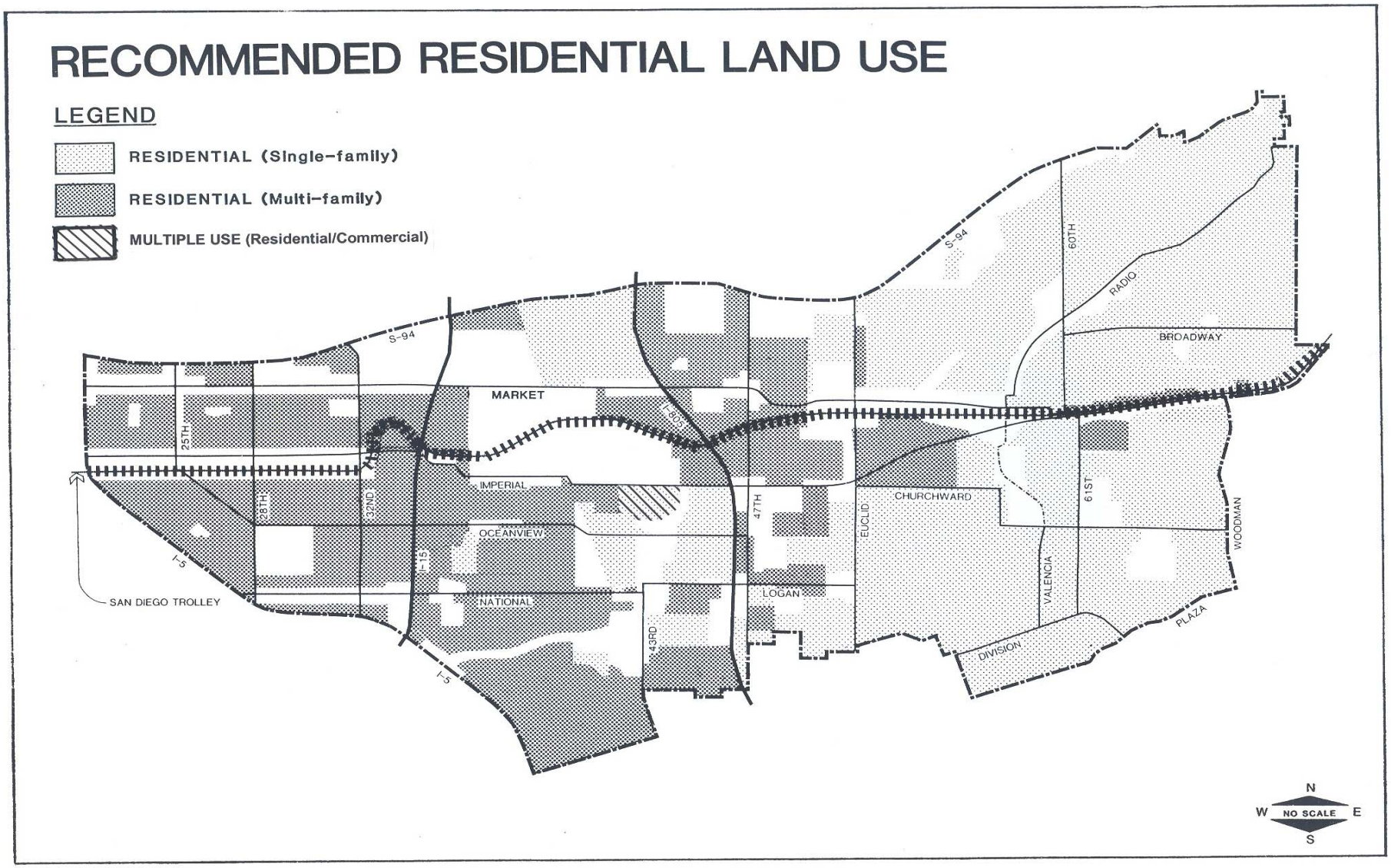

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FIGURE 7

Residential Objectives

1. Respect the housing character, scale, style and density of existing residential neighborhoods.

2. Preserve, restore and rehabilitate residences and/or neighborhoods with historical significance. (Information on historic structures and districts is detailed in the Neighborhood Element of the Plan.)

3. Encourage and accommodate orderly new development that is consistent with the community goals and objectives.

4. Require high quality developments in accordance with the design guidelines as established within the plan and as recommended by Project First Class.

5. Maintain or increase the level of owner occupancy in the community to increase maintenance of properties and to increase pride in individual neighborhoods.

Residential Recommendations

1. <u>Residential Density Designations</u>

   a. To maintain the scale and spacing of development, approximately 30 percent of the community should be developed as "very low" (0-5 du/ac) or "low" (5-10 du/ac) density residential as shown on the community plan map (Figure 47) and Figure 7.

   b. Areas designated for 10-15 dwelling units per acre generally coincide with areas presently zoned R-3000. This density is recommended for a majority of the central and western subareas, where the existing land use is typically 12-15 units per acre. In order to maintain the low visual scale of the community, the 30-foot height limitation of the R-3000 Zone should be adhered to.

   c. Provision of higher density residential use should not conflict with existing low scale, low density areas. Portions of the plan area are designated for densities of up to 30 dwelling units per acre. The areas designated for these densities include parts of Shelltown, and Southcrest, the northern portion of Lincoln Park, and along portions of Naranja Street, Imperial Avenue, National Avenue, and Market Street. This plan has designated areas for this density to reflect existing development, provide incentives for redevelopment and to take advantage of access to the trolley corridor. The development of higher density residential development should be restricted to these areas (Figure 7).

   d. Preserve the existing low residential densities in areas where a low density residential development pattern already exists and where the existing zoning is Rl-5000, Rl-6000 Rl-10000 or Rl-20000.

The community plan designations for land use could result in a total of 29,000 to 31,000 dwelling units or a decrease of about 18 percent in the existing zoning capacity.

Zoning changes are recommended for many of the neighborhoods in the community. These recommendations are illustrated and discussed in detail in the Neighborhood Element of this plan.

The existing very-low density and low density residential areas shown on Figure 7A – "Protected Single-Family Neighborhoods" are characterized by traditional single-family development such as detached housing units on individual lots. These areas should have single-family zoning (SF-40,000, SF-20,000, SF-10,000, SF-8,000, SF-6,000, SF-5,000) and should be protected as single-family neighborhoods in the future. Therefore, requests for rezonings or other discretionary actions in these areas that could result in construction of any type of residential structure other than traditional single-family residences, with one dwelling unit per lot, should be denied.

The existing low-medium density multiple family areas, and two areas currently designated as medium density multiple family areas shown on Figure 7B – "Special Character Multi-family Neighborhoods," are characterized by single-family detached housing units on the front portion, and additional units on the rear portion of individual lots. Many of these areas are also characterized by a high concentration of historically significant sites. These areas should have a low-medium density multi-family plan designation (10 to 17 dwelling units per acre). The character of these neighborhoods should be protected by tailored design regulations as recommended by the Urban Design Element.

2. Design Review and Development Regulations

   a. Design review of large multi-family residential development is recommended. These projects should be reviewed for conformity to the Urban Design Element of this plan. Smaller scale, multi-family projects could be regulated in a ministerial manner if sufficient criteria are provided to ensure substantial landscaping, adequate facilities such as trash enclosures, usable open space and lighting and visually pleasing architectural patterns.

   b. The review of discretionary projects which are located in the more urbanized portions of the community and ministerial development regulations should stress the "fit" of the project with respect to scale and conformity into the existing or imminently expected pattern of development. This proposal is not intended to preclude the development of larger-scale projects, but is intended to ensure that the scale of the project will conform with neighboring uses where desired and improved neighborhood aesthetics.

   c. Site design review should seek to minimize the amount of grading to produce building pads, maintain solar access to the site and neighboring sites, coordinate the proposed development with surrounding development, create buffers between dissimilar uses where appropriate, and improve general neighborhood aesthetics.

   d. Slopes and open space within or abutting public or private development should be retained and integrated into project design. Development on steep slopes in Hillside Review Areas proposed by this plan should minimize the amount of grading and, to the

PROTECTED SINGLE FAMILY NEIGHBORHOODS

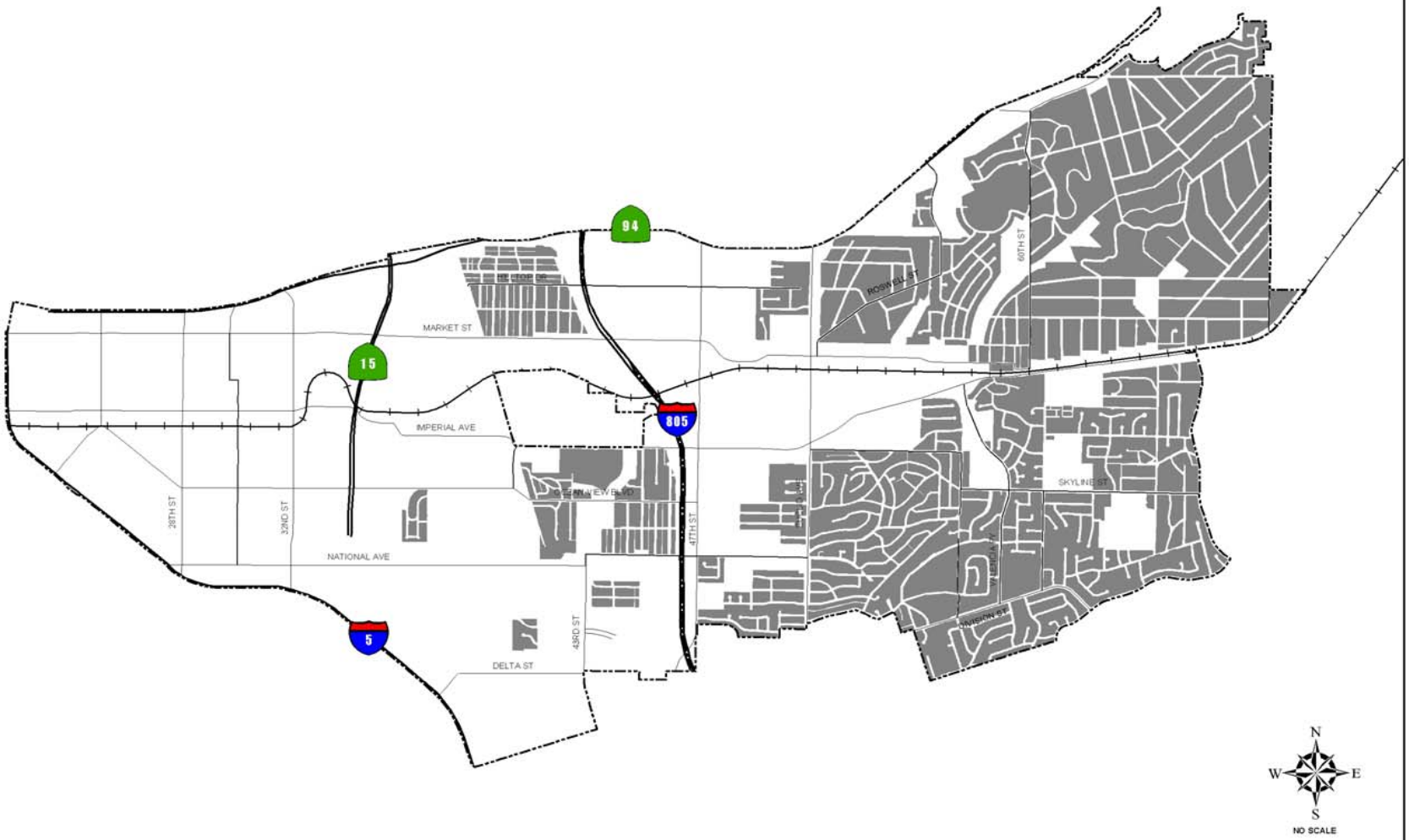

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FIGURE 7A

SPECIAL CHARACTER MULTI-FAMILY NEIGHBORHOODS

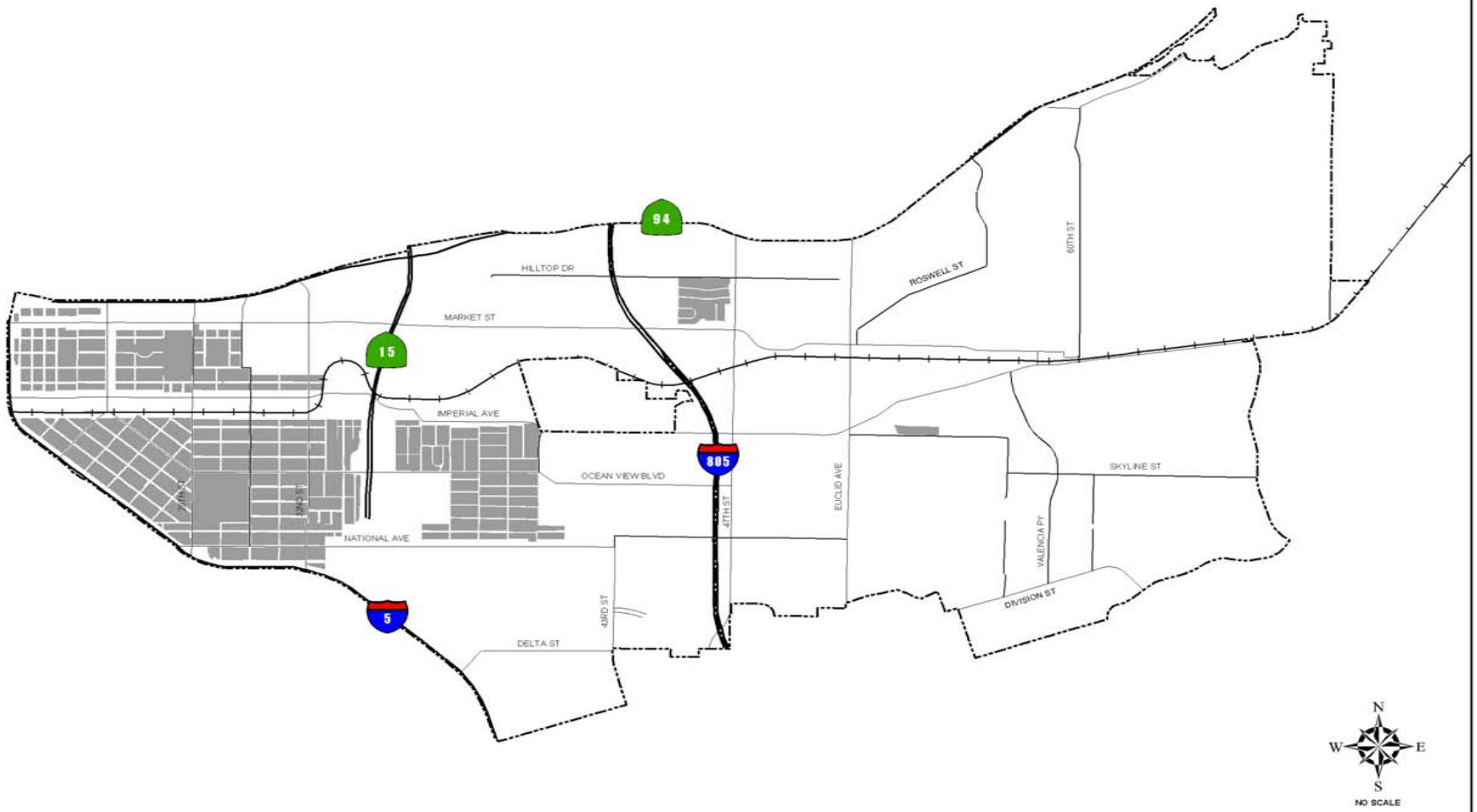

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FIGURE 7B

extent possible, retain open space in a natural state. Similarly, natural drainages should be improved using natural channels rather than concrete structures.

e. To maintain the character of existing neighborhoods, lot consolidations should be limited in the Memorial, Logan Heights, and Sherman Heights neighborhoods, to only vacant sites and lots with derelict buildings. Lot consolidations should limit parcels to 100 feet of street frontage in the medium density areas and 60 feet of street frontage in the low-medium density areas.

f. New development should be of the highest quality with attention to aesthetics, usability, and safety, as stated above and as addressed in detail in the Urban Design Element.

   1) Attention to building bulk and scale is important and building articulation and architectural detail should be required for all projects.

   2) Site designs should integrate existing street and sidewalk patterns, and should orient towards the street.

   3) Usable open space areas should be provided.

   4) Parking areas should be unobtrusive and well-landscaped.

   5) Curb cuts should be minimized to maintain on-street parking and reduce paved areas.

   6) Trash enclosures should be well-planned and screened.

   7) Lighting should be oriented to increase safety and serve the pedestrian.

3. Historic Sites. Within residentially zoned historic areas or sites located in Sherman Heights and other neighborhoods of Southeastern San Diego, the use of public funds should be limited to rehabilitation and restoration efforts on private residences and not for demolition and redevelopment projects. Wherever possible and aesthetically desirable, adaptive reuse of existing structures should be explored.

4. Rehabilitation Funding. Community Development Block Grant Funds, together with Capital Improvement Program funds, and Housing Commission Rehabilitation Programs should be directed towards target areas of active rehabilitation in order to coordinate and stimulate private rehabilitation efforts. Funding for active rehabilitation should be allocated on a priority basis in order of: 1) owner-occupied single-family, 2) rental single-family and 3) multiple-family. Rehabilitation funding should especially be focused on structures of historic significance in Sherman Heights. These funds should also be used for public facilities upgrading and historic street treatments in support of private rehabilitation efforts.

5. Move-Ons. Because a disproportionately large number of the City's move-ons are located in the community and the appearance of these projects in this community, move-ons should be carefully regulated, even to the point of requiring discretionary review of all proposals.

6. Landscaping. The landscaping requirements for new residential projects should result in substantial landscaping, particularly as viewed from public rights-of-way.

7. Mobile Home Parks. Existing mobile home parks at Summit and El Rey should be retained through the existing mobile home park overlay zone. The Acacia Imperial Mobile Home Park is designated for industrial development and may be redeveloped.

8. Housing Commission. The Housing Commission should maintain an active role in improving residential neighborhoods by:

   a. Requiring owner-occupancy housing rather than rental housing as part of agreements for affordable housing density bonuses, until such time that more than the citywide rate of ownership exists among assisted or bonus housing projects.

   b. Promoting for-sale, moderate-income housing projects, including first-time buyer programs.

   c. Initiating self-help rehabilitation training services for those residential areas which seek assistance through other Housing Commission programs.

   d. Targeting housing rehabilitation loans for the following areas:

      - historically significant structures in Sherman Heights;

      - the Shelltown neighborhood;

      - the area north of Hilltop Drive in the Chollas View Neighborhood;

      - the area south of Hilltop Drive, north of Guymon Street, and between 47th and 49th Streets in the Chollas View neighborhood;

      - the rehabilitation of architecturally significant buildings in the Grant Hill and Logan Heights neighborhoods.

   e. Coordinating with SEDC whenever a rehabilitation project is located in an adopted redevelopment area.

9. Rental Assistance. Rental assistance programs should be directed at existing or rehabilitated dwelling units rather than new units in order to maintain low rent levels while improving conditions.

10. Redevelopment Agency. The Redevelopment Agency should continue to initiate self-help rehabilitation training services to assist residents in areas lying within SEDC projects.

11. Code Enforcement. An ongoing program of code enforcement has been implemented and should be continued, involving both the Planning and Building Inspection departments. Concentrated efforts are particularly needed in the western subarea, Chollas View, and Shelltown.

12. Infill Development. Small development in clusters or grouped around courtyards are recommended infill developments for Grant Hill, Lincoln Park and Emerald Hills along Euclid Avenue. (See the Neighborhood Element for more recommendations on each neighborhood.)

13. School Sites-Alternative Use. School sites should be zoned at the density of surrounding residential development to assure that the sites will be developed at a density compatible with existing neighborhoods in the event that the sites are no longer needed for educational or other public facility uses. The playground portion of every school site should be considered for public park purposes.

14. Single-Room Occupancy Projects. A procedure should be developed to permit single-room occupancy projects only after discretionary review.

15. Residential Care Facilities. Reviews of conditional use permit for residential care facilities in the community should include an analysis of whether there is a concentration of similar facilities in the community and an elevation of possible impacts to the surrounding single-family neighborhoods. Additionally, residential care facilities should not be approved for more than six persons in a single-family zone or more than twelve persons in a multi-family zone.

16. Panhandle Shaped Lots. In areas where lots are large enough to split into two or more parcels according to the square footage designations of the zone care should be taken to avoid disruption of the surrounding character of the neighborhood and to avoid poor design. The 50-foot minimum frontage requirement should be met so that homes will face the street for safety and for aesthetic considerations. Long steeply sloping driveways should not be approved in most cases.

17. Manufactured Housing. Manufactured housing should be regulated to the extent legally feasible to assure that it is of the same quality and will contribute to the value of the surrounding neighborhood to the same degree as new standard-construction (stick-built) housing products.

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COMMERCIAL ELEMENT

EXISTING CONDITIONS

The Southeastern San Diego community has few community commercial facilities and has few definable commercial centers which could serve as community focal points. The central focal points of many communities in San Diego are established by their commercial centers. Southeastern San Diego does not enjoy this feature because the strip nature of most of the commercial land use in the community does not lend itself to centralized commercial activity. Currently, there is only one such shopping center which is the five-acre Otto Square on National Avenue near State Highway 15. Markets, pharmacies and other convenience stores are provided by small neighborhood commercial centers ("corner markets") or strip commercial facilities located throughout the community (Figure 8).

There are few available vacant commercial sites usable for community commercial development within the community. Although the community has approximately 171 acres that are zoned for commercial use, few sites are large enough for community commercial development. Most of the available parcels are 10,000 square feet or less in size and would require consolidation with neighboring parcels to accommodate commercial development (Figure 8).

In the western portion of the community, commercial development is characterized by discontinuous strips of small storefronts interspersed with residential units and vacant parcels. These commercial properties are difficult to patronize for motorists in that they front on busy streets and for the most part do not have off-street parking. In addition, the kinds of goods and services available and the distances between establishments make them less efficient to the shopper than a consolidated commercial center, and are too spread out for pedestrians.

Access and land use patterns in the community conspire to thwart commercial functions. Street patterns which were severed by the construction of freeways and cemeteries in the community make access to a number of neighborhood commercial areas difficult. Because shopping within the community often entails an indirect automobile trip, it is often perceived by residents to be easier to get on the freeway and leave the community. This, coupled with the fact that many goods are simply not available in the community, means that significant neighborhood shopping dollars escape the community to be spent elsewhere.

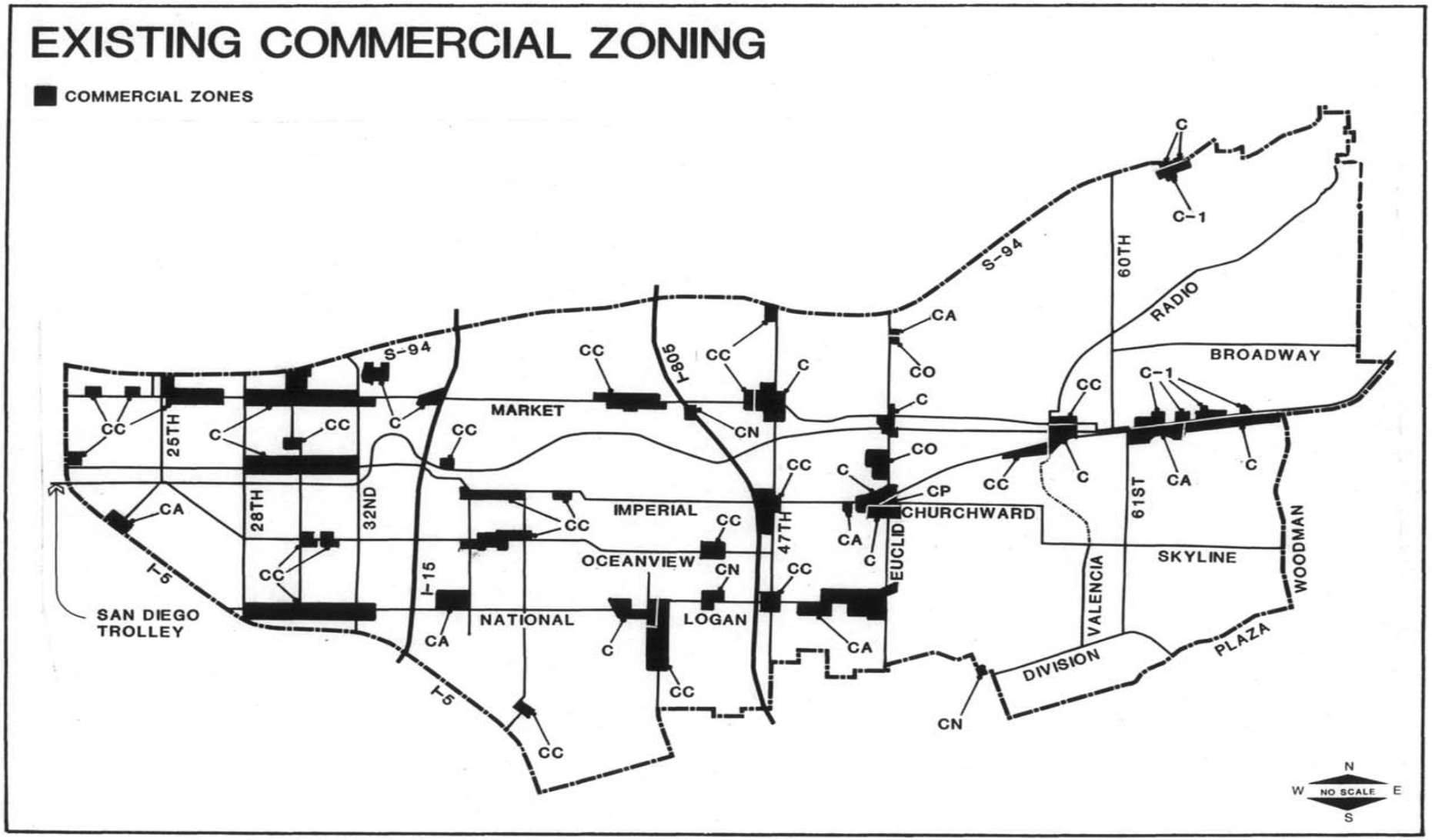

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FIGURE 8

RECOMMENDED COMMERCIAL DESIGNATIONS

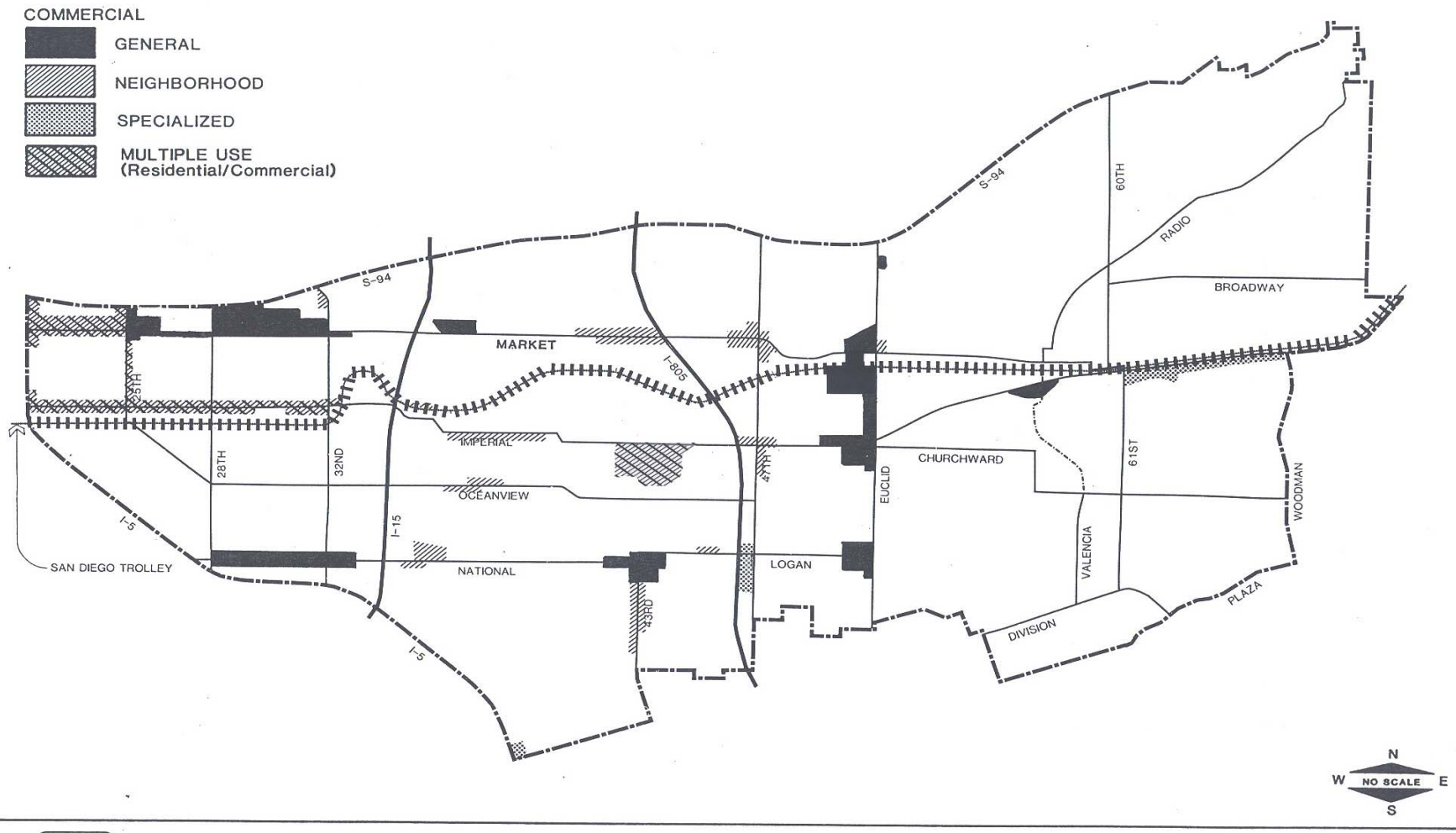

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FIGURE 9

Commercial Objectives

1. Provide attractive quality community and neighborhood commercial facilities that offer a variety of goods and services to meet community needs.

2. Rehabilitate existing commercial centers and improve both vehicular and pedestrian access.

3. Preserve, restore and rehabilitate commercial buildings of historical significance or interest.

4. Enhance the perception of safety through the use of crime-deterring materials and design, including the thoughtful use of landscaping, screening materials, lighting and building siting, and materials and parking locations.

5. Improve vehicular and pedestrian access to commercial sites, and ensure adequate and aesthetically pleasing parking facilities.

6. Limit the establishment of new retail liquor sales outlets in neighborhoods experiencing a high level of crime.

Commercial Recommendations

1. Community Commercial Shopping Facilities. In order to provide community-shopping facilities, four community commercial centers have been designated. These include:

   a. Southcrest East (along 43rd Street south of National Avenue)

   b. Otto Square (National Avenue between 35th Street and 36th Street)

   c. Gateway Center East (northeast corner State Highway 15 at Market Street)

   d. Market Creek Plaza (between Euclid Avenue and 47th Street, off Market Street and behind trolley station.)

   The four community commercial centers total 74 acres. All are located within redevelopment project areas to facilitate the assembly of property. The Redevelopment Agency should assist in the assemblage of these parcels and should assist in establishing these centers as community focal points. Design controls should also be established for these centers.

   Land uses or development other than for community commercial purposes should not be permitted at these locations.

2. Lot Consolidation. The regulations of the planned district or similar zoning regulations should encourage the consolidation of parcels for commercial development to create more viable businesses to serve the community.

3. Vehicular Access. Transportation system improvements are proposed in the transportation element of this plan to alleviate breaks in the existing transportation and street system. The implementation of these improvements will improve vehicular circulation and access to commercial centers.

4. Pedestrian Access. In areas where pedestrian activity is desired, development regulations should require that buildings be located along or near the street property line and parking should not be permitted between the building and the street. Amenities and project features such as street trees and building transparencies should be required. For projects oriented to vehicular access, pedestrian access should nonetheless be provided through clearly identified and pleasant walkways.

5. Design Review and Development Regulations. Several commercial areas within the community need special design treatments. These areas are specifically identified in the Neighborhood Element of this plan.

   a. Design review and regulations should address how the commercial project fits into the existing or expected pattern of development, including building scale, height and setbacks.

   b. Commercial signage should be regulated to enhance the overall area.

   c. The provision and maintenance of adequate landscaping should be assured through legislation. In larger areas, such as redevelopment project areas, a landscaping theme should be formulated and applied to all parcels within the project.

   d. Site design review should seek to minimize the amount of grading to produce building pads, maintain solar access to the site and neighboring sites, coordinate the proposed development with surrounding development, create buffers between dissimilar uses where appropriate, and improve general neighborhood aesthetics.

   e. Slopes and open space within or abutting public or private development should be retained and integrated into project design. Development on steep slopes in Hillside Review Areas proposed by this plan should minimize the amount of grading and to the extent possible retain open space in a natural state. Similarly, natural drainages should be improved using natural channels rather than concrete structures.

   f. Landscaping and screening should be required for auto-related uses.

   g. New commercial development should be of the highest quality with attention to aesthetics, usability and safety:

      1) Building setbacks should be required which maintain a consistent street pattern.

      2) Landscaping should be required between buildings and the parking areas.

3) Parking areas should not dominate the streetscape but should be located and screened so as to promote easy access.

4) Curb cuts should be minimized to increase opportunities for landscaping and on-street parking. Curb cuts should be prohibited and alley access encouraged to the extent feasible on the commercial portions of Commercial Avenue, Market Street, Imperial Avenue and 25th Street.

5) Uniform or coordinated signage, lighting and screening treatments are desirable within a complex and along strip commercial districts.

6. Historical Conservation. In historic preservation areas, any structures of significant historic value should be preserved through private rehabilitation efforts, aided wherever possible by available public funding sources. City funds, including Housing Commission bonding or funding and Redevelopment Agency funding, should not be used to support the demolition or "ground-up" redevelopment of historic sites. Wherever possible and aesthetically desirable, adaptive reuse of existing structures should be explored along 25th Street. As discussed in the Neighborhood Element of this plan, an historic district should be established for Sherman Heights.

7. Recommended Rezonings. Changes in zoning regulations are recommended to encourage commercial development in site specific areas for the purposes of providing employment opportunities and economic revitalization. These areas are discussed more fully in the Neighborhood Element of this plan.

8. Commercial Revitalization.

a. The creation of Business Improvement Districts is encouraged in the Mountain View neighborhood along Oceanview Boulevard and Imperial Avenue, in the Grant Hill commercial areas, in the Lincoln Park commercial areas, and in the commercial corridor east of Gateway Center East Industrial Park in the Mount Hope neighborhood and National Avenue west of State Highway 15. Low interest rehabilitation loans should be targeted to those areas where business owners have organized and are willing to commit funds to improvements. Recommended improvements or programs include:

1) Street, curb, sidewalk and transit improvements.

2) Planting programs along the right-of-way and on private property (see the Urban Design Element).

3) Design assistance to individual owners.

4) Low interest loans or rebate programs for exterior rehabilitation and landscaping.

5) Coordinated signage, lighting, and colors.

b. Publicly sponsored redevelopment, with an emphasis on rehabilitating existing commercial buildings, is provided for in the Preliminary Dells Imperial Redevelopment Plan and the Central Imperial Redevelopment Plan. The community plan recommends that priority be given to redevelopment efforts along Imperial Avenue from 25th Street to State Highway 15.

c. Logan-Euclid Professional Business Association. This area should be given priority for landscaping improvements and other assistance because of the owner's willingness to invest. This area could serve as a model for a joint public/private revitalization project. The traffic island here could be landscaped.

9. Public Parking. Public parking lots are needed in areas of higher density or more intense commercial activities, such as Imperial Avenue between 25th and 30th, and 63rd and 66th Streets. The funding of these parking areas and their maintenance could be obtained through Business Improvement Districts or Special Assessment Districts. These parking areas should be highly visible from the public streets to increase safety and should be well-lighted and landscaped. In addition, the Euclid Trolley Station should be expanded to the west if this additional area is determined to be needed by MTDB.

10. Alcohol Sales - Conditional Use Permit. The Alcohol Beverage Conditional Use Permit pilot program for new liquor licenses or a change in license should be continued. The number of commercial establishments selling alcoholic beverages in Southeastern San Diego should be reduced in neighborhoods experiencing high level of crime.

11. Multiple-Use. Areas designated for multiple use (commercial/residential) should be established along major streets near residential areas as illustrated in the Neighborhood Element of this plan (p. 157-315), and in redevelopment areas. Areas designated for multiple-use may be developed commercially or residentially. Careful site planning will be required to provide a buffer area between residential and commercial development. This blending of uses will act as a buffer between the commercial and residential zones, can aid in the preservation and re-use of historically significant structures and allows for development flexibility to create new opportunities for redevelopment. All other commercially designated areas should not be permitted to develop residentially to assure that needed commercial services are provided.

12. Urban Plazas and Landscaped Settings. Create urban plazas in park-like setting along Chollas Creek from Imperial Avenue near Interstate 805 on the north to National Avenue on the south which consist of landscaping, enhanced paving, and a location for public art.

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INDUSTRIAL ELEMENT

EXISTING CONDITIONS

As is the case with commercial land, there are few large industrial parcels in Southeastern San Diego. Private industrial users have been unable to assemble land in large enough parcels for efficient operation and successful industrial growth necessitating Redevelopment Agency intervention to provide such assemblages. Much of the land assembly which has been done to date has been accomplished through the redevelopment process in the SEDC Gateway Projects and in the Market Street Industrial Park.

Rezonings in the 1970s, aimed at upgrading uses and providing industrial sites have not resulted in a change of uses. "Strip" industrial zoning in the western portion of the community has resulted in access problems and conflicts with adjoining uses. These strips are located along Imperial Avenue between Interstate 5 and 22nd Street, and along Commercial Street between Interstate 5 and Bancroft Street. In these strips, there is a mixture of residential and industrial uses which is permitted under the current industrial zoning. These areas were chosen for industrial development in part on the basis of the existence of railroad tracks within Commercial Street; however little use has been made of this advantage. The expected development has not materialized since the adoption of the community plan in 1969, as residences have not given way to industrial development. The industrial activities present in these areas are typified by warehousing, distribution and automobile dismantling. These uses hire few people, are environmentally incompatible with adjacent development and are aesthetically unpleasant.

Though industrial areas are not the sole source of needed jobs, Southeastern San Diego does not have a large enough industrial land inventory to generate employment for its residents. At present, Southeastern has about 180 acres of industrial zoned land. At the gross employment density of 15.7 jobs per acre calculated by SANDAG, this means a total industrial land employment of less than 3000 jobs. Thus industrial employment opportunities in the community equal about 12 percent of the community's 25,000-person civilian labor force. The regional average for industrial employment is about 15 percent. The creation of industrial centers throughout the community in compact sites will produce the greatest amount of employment potential while locating jobs near residential population bases.

Industrial Objectives

1. Decrease land use conflicts between industrial and residential or commercial development.

2. Increase employment opportunities in the community.

3. Provide new, high quality office and industrial park development within the community.

4. Promote the redevelopment or rehabilitation of existing industrial facilities.

5. Decrease crime and crime-related aesthetic impacts (such as graffiti and barbed-wire fencing).

EXISTING INDUSTRIAL ZONING

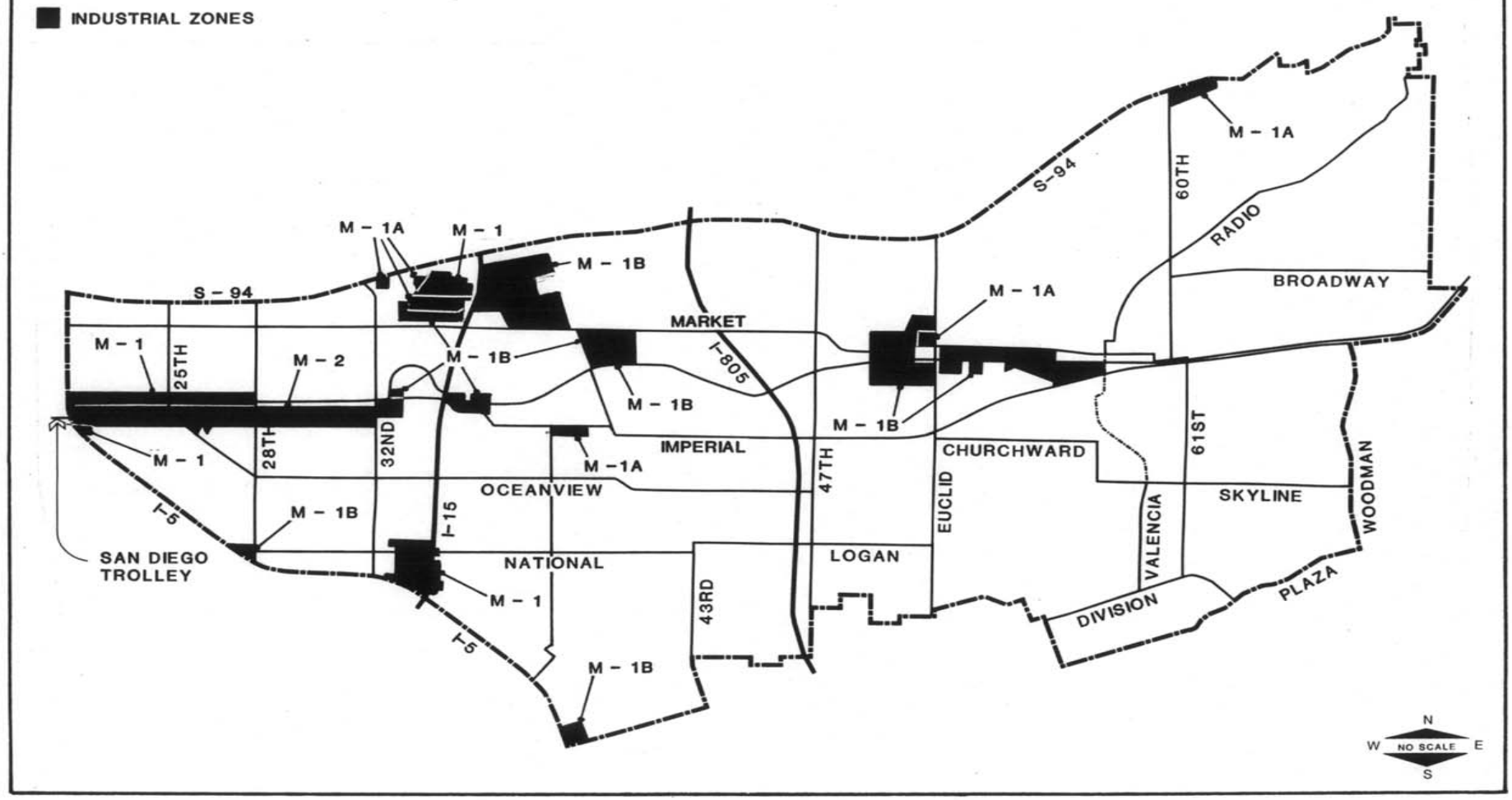

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FIGURE 10

RECOMMENDED INDUSTRIAL DESIGNATIONS

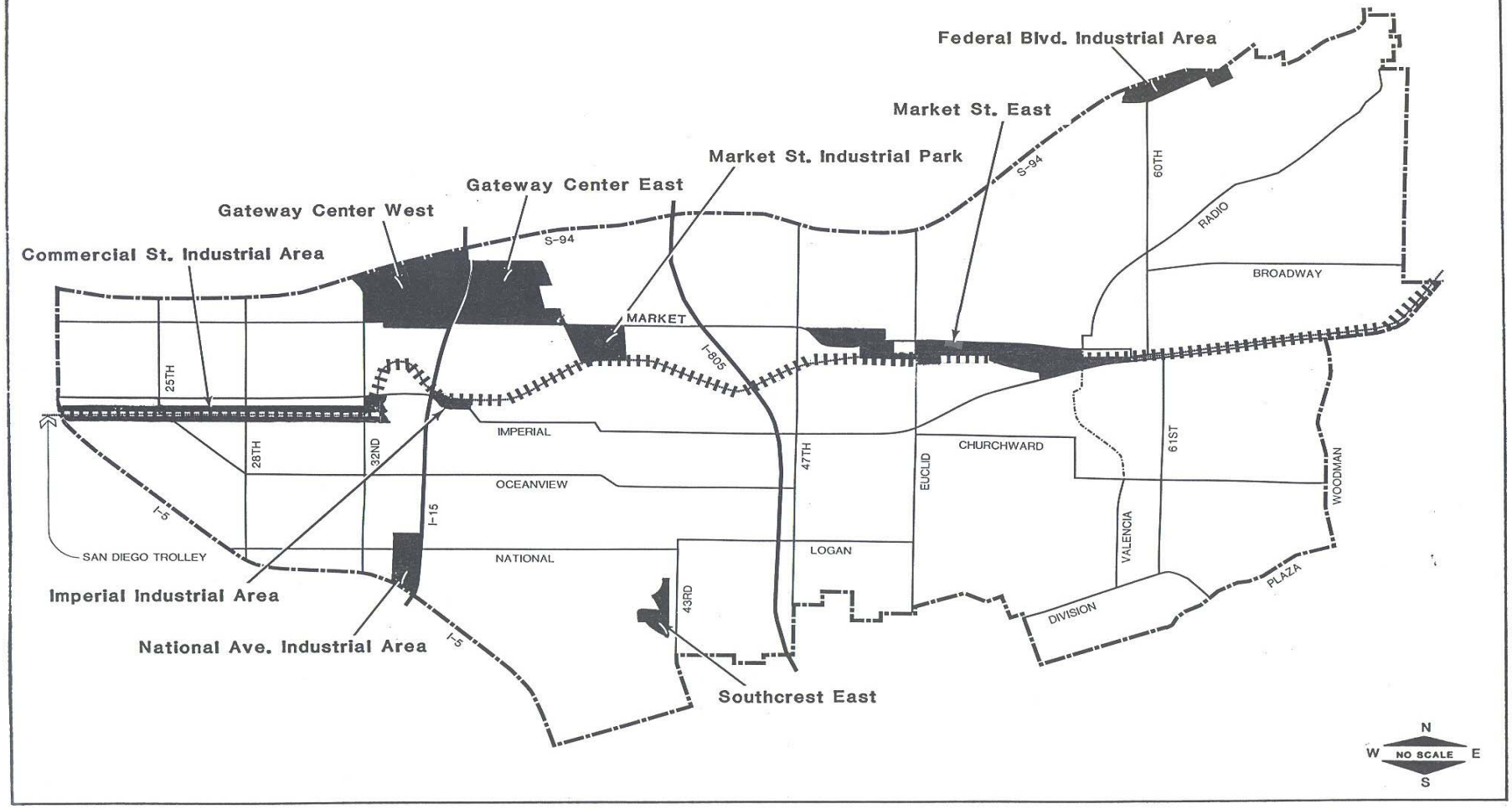

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FIGURE 11

Industrial Recommendations

1. Proposed Industrial Sites. The community plan land use map will provide for a slight increase in the total of industrial land use acreage allowed by existing zoning. Industrial sites in the community plan are designated in six consolidated industrial development centers. These include:

    1. Commercial Street (Interstate 5 to approximately Bancroft Street);

    2. National Avenue (33rd Street to State Highway 15);

    3. Southcrest East (41st Street to 43rd Street);

    4. Market Street East (Market Street generally from 49th Street to Merlin Drive, with the exception of the intersection Market Street and Euclid Avenue);

    5. Gateway Center West (32nd Street to State Highway 15);

    6. Gateway Center East (State Highway 15 to Boundary Street);

    7. Market Street Industrial Park (Market Street from Boundary Street to 41stStreet);

    8. Federal Boulevard (just east of 60th Street to the City Limits);

    9. Imperial Avenue (State Highway 15 to 36th Street).

    Most of the industrial centers listed above lie within the Redevelopment Agency project areas. The Redevelopment Agency should provide assistance for the assembly of land parcels in these areas. The Redevelopment Agency involvement should also assist in the application of design review for industrial parks at these centers.

2. Lot Sizes. The industrial centers listed above should be designed to allow the assembly of large parcels for major industrial users.

3. Use Restrictions.

    a. Industrially designated areas should be reserved for industrial and/or office park uses and should not be pre-empted by commercial or residential uses. This should be implemented through zoning or planned district regulations.

    b. Auto dismantling, junk yards, outdoor open storage and recycling industries should be prohibited in the Southeastern San Diego community. Compliance with this restriction should be required within ten years of adoption of the applicable zoning regulations.

4. Development Standards and Rehabilitation. Special development standards should be required to improve the aesthetic and environmental quality of industrial developments, including appropriate screening of equipment, improved roof treatments, prohibition of toxic materials, increased landscaping and attention to signage and building designs and colors. Provisions are also needed for the active upgrading of existing structures. Additional guidelines are included as part of the urban design section of this plan.

   Full compliance with the standards developed for these industrial areas should be required of all existing industrial properties within ten years of the approval of the standards by the City Council.

5. Defensible Design. Crime-related problems should be decreased through the careful selection of building materials and design, landscaping and lighting.

6. Multiple-Use Strips. The commercial/residential/industrial strips along Imperial Avenue should be given an incentive to redevelop with residential and commercial uses through the regulations of a planned district ordinance. This district should encourage the relocation of industrial uses from these corridors and into consolidated industrial centers. Additionally, the district should require that nonconforming uses be discontinued, establishing a schedule by which nonconforming uses will result in conformance within ten years of the adoption of the ordinance. (See 3.b. above.)

7. Recommended Rezonings. Changes in zoning regulations and in permitted uses in industrial zones are recommended to encourage industrial development in site specific areas for the purpose of providing employment opportunities in the community. These areas are discussed in the Neighborhood Element of this plan.

8. Toxic Materials Control. Ensure that a toxics disclosure statement is made for all industrial and heavy commercial uses. Identify the land uses involving hazardous materials and prepare an ordinance that will limit and control these uses.

   Take action to limit toxic materials storage at existing sites where such storage exists.

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OPEN SPACE AND RECREATION ELEMENT

Open space serves as visual relief to urban development, adding character and identity to a community and its individual neighborhoods. The overall goal of this plan is to provide and enhance a community-wide system of open space and recreational areas which link public, private, passive and active uses.

EXISTING CONDITIONS

PARKS

As summarized in Table 3, and illustrated on Figure 12, Southeastern San Diego has four community parks, ten neighborhood parks and six "mini-parks." In addition, two park sites just outside the community increase park availability to residents of the community.

According to General Plan standards, neighborhood parks should serve about 5,000 people within a half mile radius and should be ten acres in size, or five acres when located adjacent to a school. Six of the ten neighborhood parks in Southeastern are located adjacent to schools. Using the General Plan standard for sizes, three of the neighborhood parks are well above the size standards and five are smaller in size than recommended by the General Plan. However, six mini-parks in the community supplement the neighborhood parks and two neighborhood parks are located just outside the community.

Community parks are recommended by the General Plan to serve up to 25,000 people within a radius of 1½ miles. Optimally, these parks should be 20 acres in size, or 13 acres if located next to a junior high school.

Of the population based parks in the community, four are located adjacent to schools, increasing the recreational value of both the school and park site. By combining schools with parks at Kennedy Elementary, Gompers/Wright Brothers Junior/Senior High Schools and Memorial Junior High, both the City and the school district have achieved land and facility cost efficiencies in providing recreational facilities.

SANDAG population projections indicate a year 2000 population of 74,500 in the community plan area. Thus, Southeastern currently has sufficient park site acreage through the year 2000. However, the ultimate possible population of 90,628 based on family size projections (3.09 in 2000) and total dwelling units (29,213 units) allowed by this community plan, will require additional park acreage after year 2000.

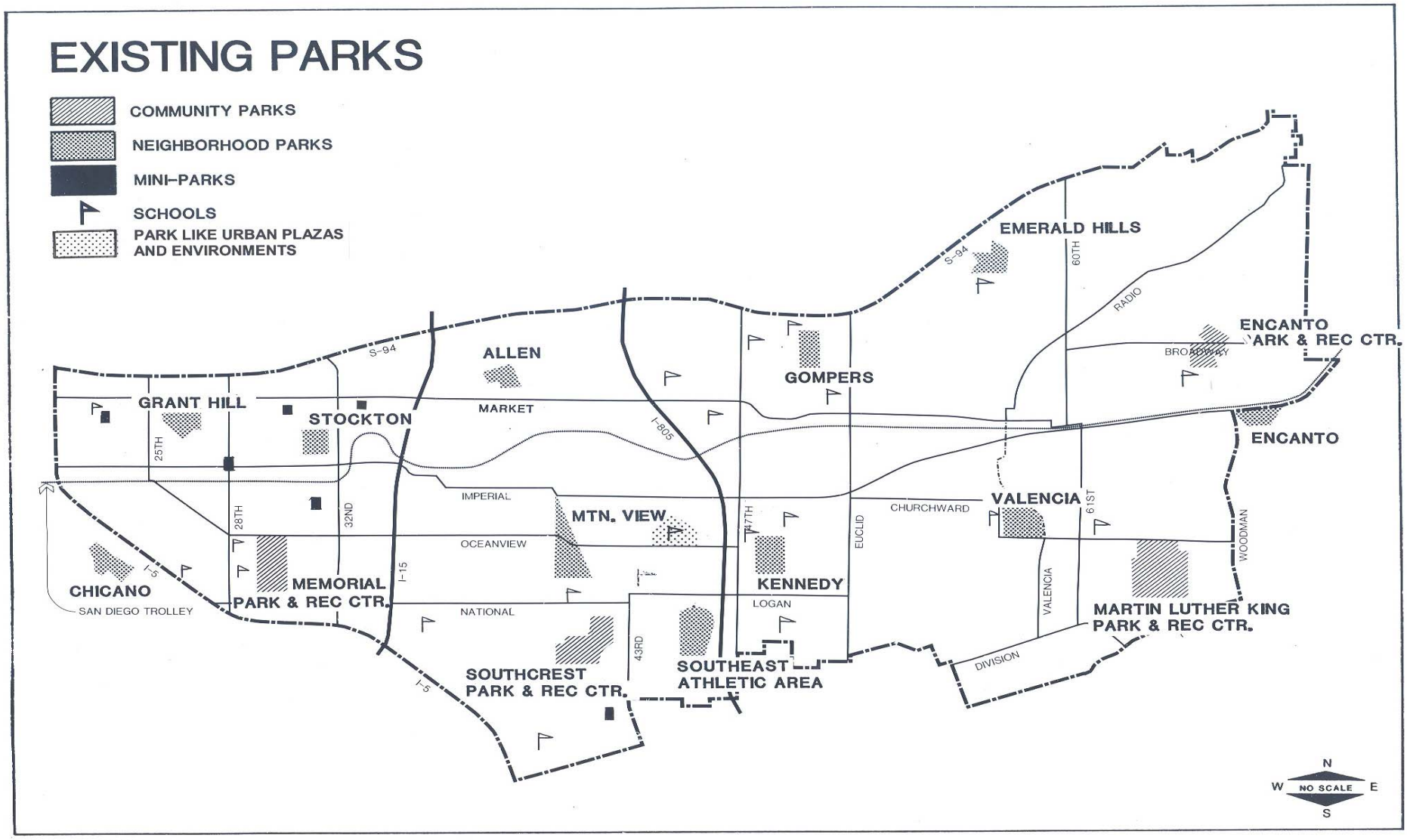

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FIGURE 12

Table 3. POPULATION-BASED PARKS

Name	Existing Acres	Status
Community Parks		
Encanto	8.87	Developed
Martin Luther King	34.53	Partially Developed
Southcrest	17.61	Developed
*Memorial	17.94	Developed
Neighborhood Parks		
Mountain View	10.20	Developed
Dennis V. Allen	5.18	Developed
*Samuel Gompers	4.82	Developed
*J.F. Kennedy	3.60	Developed
Southeastern Athletic Area	17.96	Developed
Emerald Hills	9.59	Developed
*Valencia Park School	8.00	Developed/School Site
*Stockton School	3.60	Developed/School Site
*Kennedy School	3.10	Developed/School Site
Grant Hill	2.66	Developed
**Encanto	3.51	Partial Development
**Chicano	7.82	Developed
Mini-Parks		
"J" Street	.22	Developed
"L" Street	.15	Developed
22nd Street	.11	Developed
30th Street	.23	Developed
41st Street	.16	Developed
Clay Avenue	.16	Developed

* Site utilized or adjacent to school fields.

** Site outside of, but adjacent to, community plan area.

The Subdivision Map Act

The Subdivision Map Act was amended in 1965 to permit cities and counties to require the dedication of land or the payment of fees for park purposes. The cities and counties were also required to have park standards in an adopted general plan before they could avail themselves of the act. The City of San Diego adopted population-based park standards in the 1967 Progress Guide and General Plan. The standards are applied when community plans and subdivision plans for newly urbanizing areas are reviewed. They cannot be retroactively applied to urbanized community planning areas. The population-based park standards are used here for comparison purposes only.

CEMETERIES

The community contains three major cemeteries which add greatly to the landscaped open areas in the community. The three cemeteries constitute an important asset in the community which will increasingly be recognized and appreciated. In particular, Greenwood sets a high standard in landscaping and maintenance and is readily visible from many sections of the community. As such, it represents a major landscaped feature.

HILLSIDE, CANYONS AND CREEKS

Hillside areas exist throughout the community, lending topographic relief to developed areas. As illustrated on Figure 13, areas throughout Southeastern San Diego contain slopes in excess of 25 percent. Although several areas are designated with a Hillside Review Overlay Zone, that designation is recommended for all undeveloped slopes in excess of 25 percent.

A number of prominent canyons and hillsides in the community serve a passive open space function. Those areas are considered to be significant and are shown on Figure 13. In the western portion of the community, a significant opened space slope is formed by the south face of Grants Hill, mid-way between 25th and 28th streets. In the central areas, major slope areas include the frontage of State Highway 94, the gap through which Market Street enters the subarea from the west, slopes in the southern portion of Mount Hope Cemetery, and a canyon north of Otto Square. In the eastern subarea, slopes of community significance extend along the frontage of State Highway 94 between Euclid Avenue and 60th Street. Other major slopes include Radio Canyon, the south slope of Encanto Creek drainage and the south-facing uplands on the north side of Market Street between 51st and Pitta Streets. Finally, three canyon features have been identified in the southeastern portion of the community, near the border of the community with Skyline Hills.

Radio Canyon is a highly valuable natural open space area. This canyon, in the eastern subarea, contains the Radio Drive branch of Chollas Creek and is a lushly vegetated natural feature.

Chollas Creek System is an important runoff drainage system for the community. The branches of Chollas Creek form a drainage which carries storm runoff from most of the community. Although much of the system is channelized, numerous areas are subject to flooding during heavy winter storms.

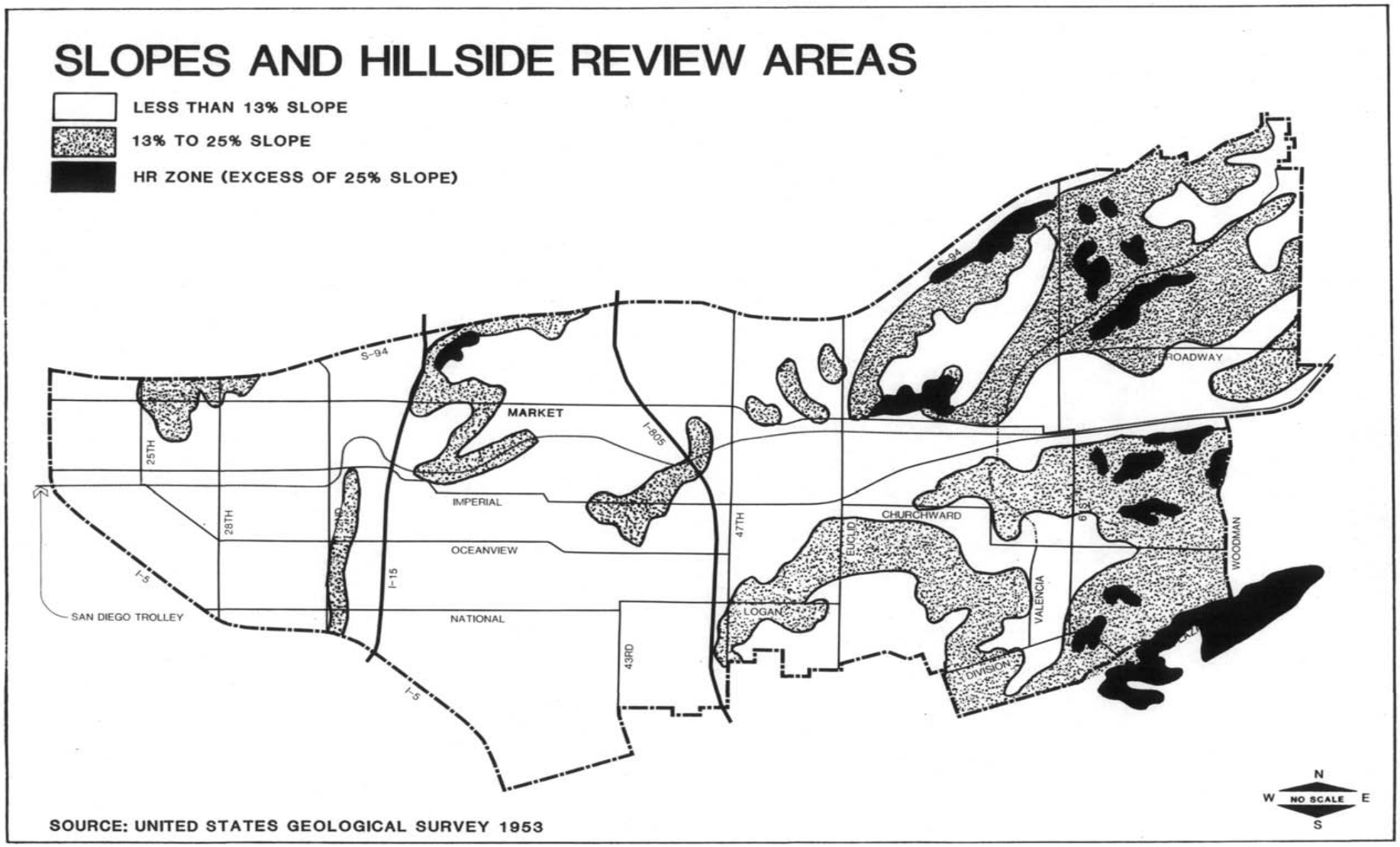

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FIGURE 13

Open Space and Recreation Objectives

1. Maintain and improve existing parks by improvements to landscaping, lighting, signage, walkways and play facilities.

2. Increase the number of parks and the size of existing parks as financing and acquisition opportunities occur.

3. Increase private recreational opportunities areas in new residential developments.

4. Maintain and enhance the community's cemeteries as unique landscaped areas of visual significance to the community.

5. Preserve hillsides, canyons and drainage areas in their natural state to the extent possible.

6. Increase the opportunities for the public enjoyment of open space areas, including limited access to Radio Canyon and Chollas Creek.

7. Achieve a more connected system of active and passive open space.

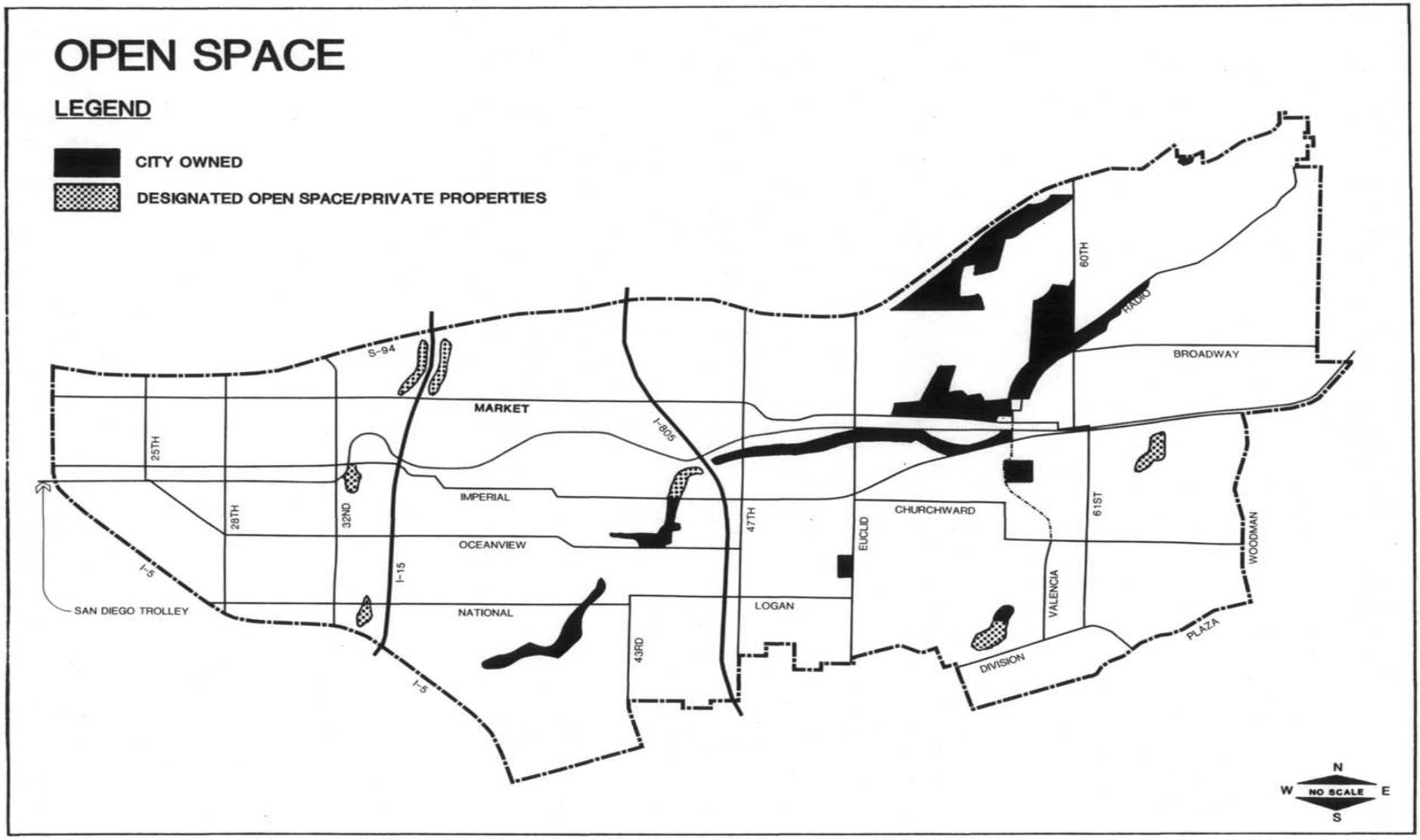

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FIGURE 14

Open Space and Recreation Recommendations

1. Acquisition of New Parks. Increase the number of parks and the size of existing parks as financing and acquisition opportunities occur. If any school sites are found to be no longer needed as school facilities, the playground portion should be considered for public park purposes.

2. Park Improvements. Priority should be given to Memorial Park, Mountain View Park and Encanto Park for park improvements. Memorial Park should be developed as a center of excellence, given its location adjacent to two schools, and the Boy's Club. Improved landscaping and public art are recommended. Mountain View Park should also be improved to serve as an attractive community focal point as it is near an elementary school and the Neighborhood House. Improved plantings could link this park with the Neighborhood House and National Avenue. Encanto Park has the potential to be an important park center as it is along the trolley line and could be linked to the Encanto Boy's Club.

3. Park Expansion. As an alternative to the above, the expansion of the joint use of school sites for public park purposes could be used to meet a portion of future park needs. Another alternative would be the expansion of existing park sites onto neighboring vacant lands or the vacating of adjacent streets to expand park sites.

4. Recreational Facilities in New Development. All new multi-family residential development should be required to provide recreational facilities or landscaped areas for recreational use. This recreational area could be met by providing either private or shared open space areas consisting of balconies, tot lots, recreational buildings, outdoor recreational courts or usable lawn.

5. Mount Hope Cemetery. Upgrade the maintenance of the Mount Hope Cemetery, particularly along the San Diego trolley tracks. Landscaping should be added along Market Street and 36th Street, and the south side at Market Street Industrial Park.

6. Special Regulations for Hillsides. All of the slopes identified on Figure 13 should be protected by special zoning regulations equivalent to the City's Hillside Review Overlay Zone to minimize grading and erosion and to preserve the natural topography to the extent possible, provided that these slopes meet the criteria of the HR zone.

   Additionally, certain hillside and canyon areas identified in the community land use map should be zoned for very-low density development (one unit per 40,000 square feet) to preserve the integrity of the open space area. Development should not be permitted unless slope alteration has been minimized to the extent feasible. See the Urban Design Element (pages 144 to 148) for more specific development recommendations for hillsides and slopes.

These areas include but are not limited to:

- the areas currently zoned Rl-10000 in the Valencia Park neighborhood;

- the vacant area currently zoned Rl-10000 and fronting on 60th Street in the Emerald Hills neighborhood;

- the northwestern corner of the Broadway Heights neighborhood currently zoned for agricultural use;

- the vacant parcels in Encanto and Broadway Heights with slopes greater than 25 percent.

7. Acquisition. This plan recommends the development of a more connected active and passive open space and recreational system throughout the community, as illustrated on Figure 14. This open space and recreational system should be achieved through the hillside regulations discussed above and through the designation and acquisition of open space lands. In particular, the plan recommends the following;

   a. Radio Canyon. Radio Canyon should be given a high priority for open space acquisition in Southeastern. Although the intended acquisition of Radio Canyon is basically complete, additional segments may be acquired in accordance with Council direction and the Council-approved Open Space Retention List.

   b. Chollas Creek. The remaining natural portions of Chollas Creek should be planned as a linear park with bicycle and pedestrian paths along a natural or landscaped creek bottom. Concrete channelization shall be forbidden. Public access to the creek should be provided from and through private development and public rights-of-way along the creek. Funding for acquisition, improvements and maintenance should be from an assessment district or similar means. (See the Southcrest section of the Neighborhood Element.)

   c. Valencia Canyon. Valencia Canyon is in the process of being acquired for open space by the City. The canyon should be rezoned to Rl-40000 or an equivalent zone that would serve to preserve the canyon as open spaces.

   d. Emerald Hills. The City should retain the city-owned open space areas in Emerald Hills to preserve the natural canyons from development.

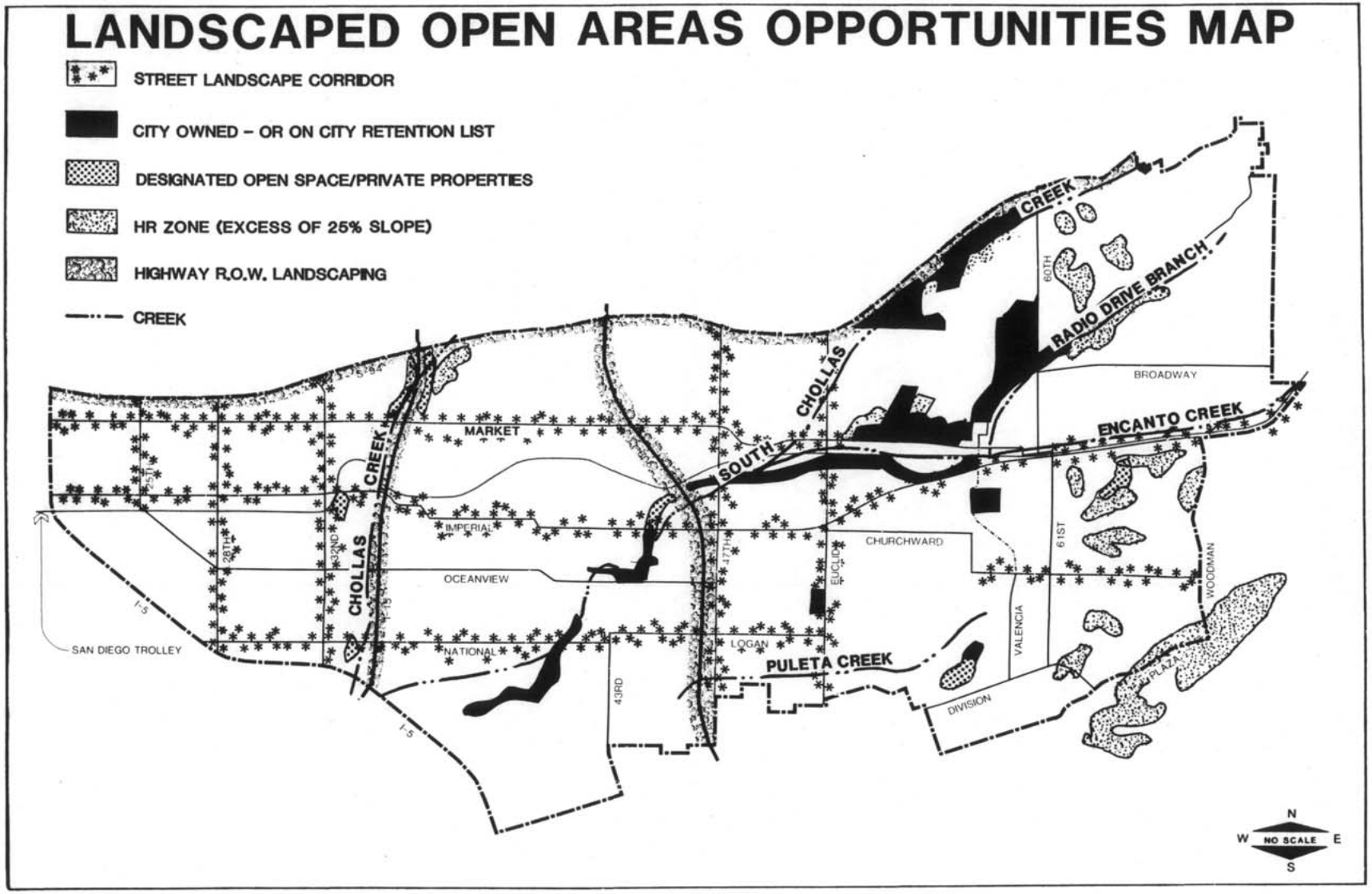
8. Public Views. Care should be taken to maintain and enhance views to designated open space areas from public rights-of-way. These views should be considered in the review of discretionary permits.

9. Highway Rights-of-Way. The Caltrans-owned highway rights-of-way of State Highway 15, State Highway 94, and Interstate 805 should be landscaped to provide an aesthetically pleasing landscaped corridor through the community. Trees, as well as flowering plants and native or drought tolerant vegetation should be planted in these highway rights-of-way.

Irrigation systems to maintain total plant coverage should be installed. Non-landscaped highway rights-of-way should have the highest priority for landscaping. The implementation of this recommendation for action by Caltrans should be actively pursued by the City so that the freeway system can provide a more scenic entry to the community.

10. Street Landscaping. Landscaping improvements are recommended for all major streets within the community including but not limited to Market Street, Imperial Avenue, National Avenue, Logan Avenue, 25th Street, 43rd Street, and Euclid Avenue. Non-major streets for which landscaping is recommended include 28th Street, 32nd Street, and Skyline Drive. Recommended landscaping improvements along public streets, including guidelines and a list of high priority locations, are addressed in detail in the Urban Design Element, with supplemental recommendations in the Neighborhood Element of this plan.

11. Creeks. Preserve creeks and drainage areas in their natural state. The Chollas Creek system is an important linear open area resource. Guidelines for development along a portion of Chollas Creek and for a bike and pedestrian path are contained in the Southcrest section of the Neighborhood Element. All creeks in the community should be made available for passive recreation where safe. (See guidelines contained in the Urban Design Element of this plan.)



SOUTHEASTERN SAN DIEGO

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FIGURE 14a

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TRANSPORTATION ELEMENT

Unless access can be provided to it, land is useless. Because of this simple fact, the transportation of people and goods in a community is one of the most important elements of a community plan. While recognizing that automobile transportation is the single most important component of Southeastern San Diego's transportation system, this element comments on a number of issues outside the simple provision of streets and highways. In order to look at the whole community transportation system, this element is divided into sub-elements dealing with automobile circulation, parking, public transportation, freight transportation, bikeways and pedestrian facilities.

AUTOMOBILE CIRCULATION

Existing Conditions

As is true of the entire region, Southeastern San Diego is highly dependent on the automobile for transportation. In Southeastern San Diego, about 90 percent of the trips taken are by car, either by drivers or passengers. Because of this, the adequacy of streets and roads is important to the residents of the community.

In terms of regional access, Southeastern San Diego is particularly well served by State Highways and Interstate Freeways. Interstate 5, Interstate 805 and State Highway 15 connect to areas north and south of the community, while State Highway 94 is one of the region's most important east-west connections. In all, the community is tied into this freeway system at a total of 18 interchange points. Further, the presence of no less than four major freeway junctions in the community indicate that the community is a key "crossroads" location in the regional system.

Virtually all parts of Southeastern San Diego have good connections to Centre City via major east-west streets. Market Street, Island Avenue, National Avenue, Imperial Avenue and Commercial Street all connect the community to downtown. Of these streets, Imperial Avenue and Market Street serve an important purpose of tying the eastern and western portions of the community. Shorter east-west streets serving an important function in the community include Oceanview Boulevard and Logan Avenue.

Several major and collector streets in the community are currently carrying traffic volumes in excess of the City's design standards. These streets include:

Churchward Street (from San Jacinto to Las Flores)
Crosby Street (from Interstate 5 to Commercial)
Division Street (from west City limit to 61st)
Federal Boulevard (from SR-94 to east City limit)
Imperial Avenue (State Highway 15 to 38th)
Market Street (from Interstate 5 to 43rd)
National Avenue (from Interstate 5 to 43rd Street)
Oceanview Boulevard (from 28th to 40th)
Skyline Drive (from 58th to Woodman)
28th Street (from National to SR-94)
43rd Street (from Division to Interstate 805 ramps)

Some major and collector streets in the community have accident rates which exceed citywide averages. The City average accident rate for major streets is 6.32 per million vehicle miles. The following major streets in Southeastern San Diego exceed this rate:

Euclid Avenue (from Imperial to SR-94)
Imperial Avenue (from Interstate 5 to Euclid)
Logan Avenue (from 43rd to Euclid Avenue)
Market Street (from 19th to 28th)
Market Street (from 30th to lona)
National Avenue (from Interstate 5 to 43rd)
43rd Street (from Delta to National)
47th Street (from Alpha to SR-94)

The citywide average accident rate for collector streets is 8.08 per million vehicle miles. The following collector streets in Southeastern San Diego exceed this rate:

Oceanview Boulevard (from 25th to 32nd)
Oceanview Boulevard (from 36th to 40th)
Olvera Avenue (from Euclid to Skyline)
25th Street (from Imperial to SR-94)
30th Street (from National to SR-94)
32nd Street (from Interstate 5 to SR-94)

Many street segments in Southeastern San Diego vary in improved width or are not fully improved within their right-of-way. Because the development of the community has taken place over a long span of time, differing street improvement standards have been required of subdividers. This has resulted in street improvements which vary markedly along the route of a road. In some cases development of fronting property has not occurred, or only one side of the road is improved to full standards. These conditions have lead to "bottlenecks" in the flow of traffic through the system. Prime examples of such "bottlenecks" include: Imperial Avenue between State Highway 15 and 40th Street, Market Street east of Euclid Avenue, and Oceanview Boulevard between 45th Street and 47th Street.

In the central subarea, north-south access is cut north of Imperial Avenue by cemeteries and freeway alignments. Between State Highway 15 and Interstate 805, there is no north-south connection north of Imperial Avenue. A barrier to such connection is formed by Mount Hope and Greenwood Cemeteries, which span nearly the entire distance between the freeways. The single penetration of this barrier occurs at 36th Street, which lies within one block of State Highway 15 on the west and forms a very circuitous route between Market Street and Imperial Avenue.

In the eastern subarea, access to many neighborhoods is hampered by a lack of direct north-south routes. Generally, the easternmost north-south access is provided by Euclid Avenue. Other north-south routes, such as 60th Street, 69th Street, Valencia Parkway and Woodman Street aid in providing access to Imperial Avenue for some parts of the Encanto highlands. However, many through trips are forced onto a circuitous, discontinuous and confusing pattern of local streets.

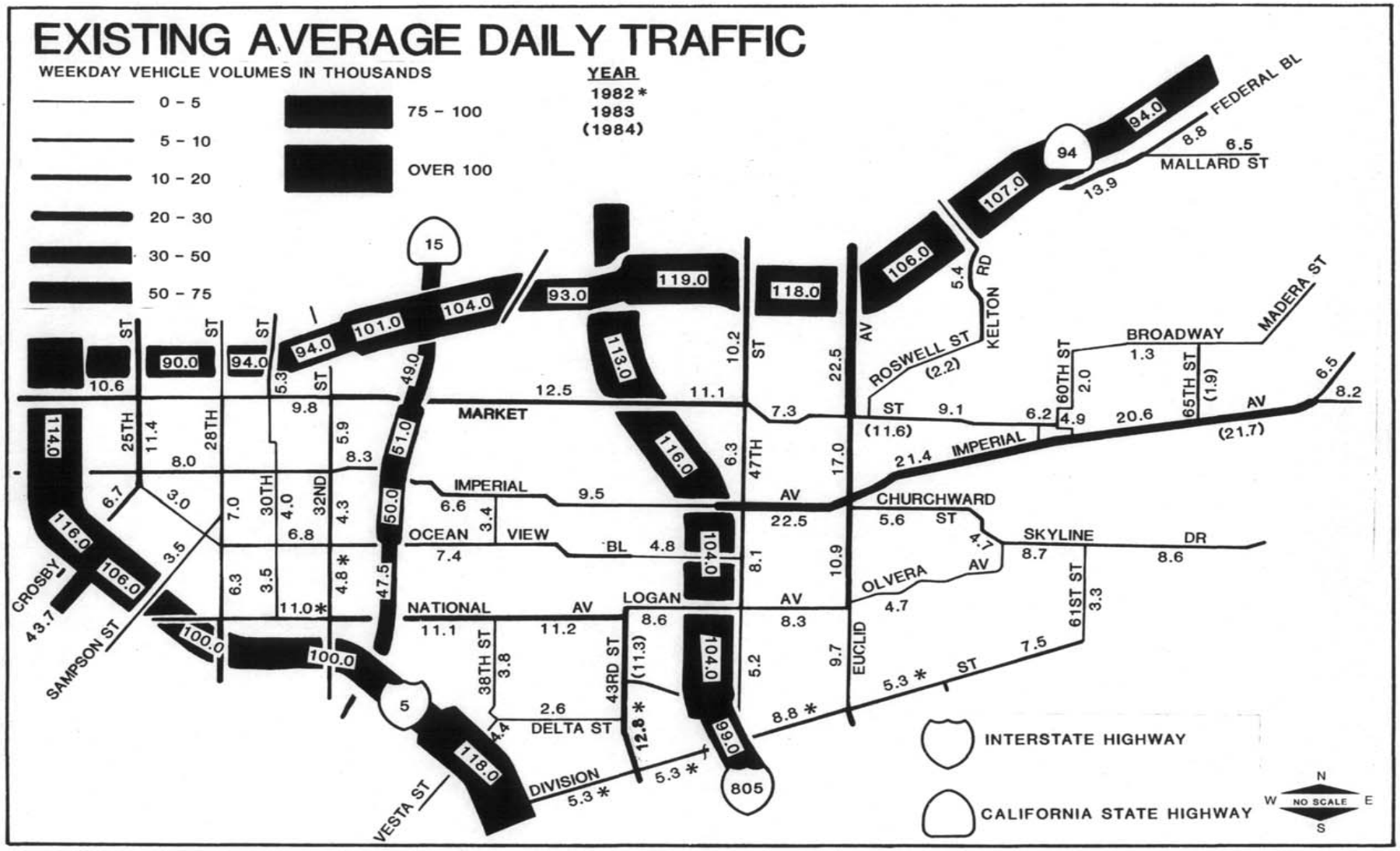

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FIGURE 15

FUTURE AVERAGE DAILY TRAFFIC AND STREET CLASSIFICATION

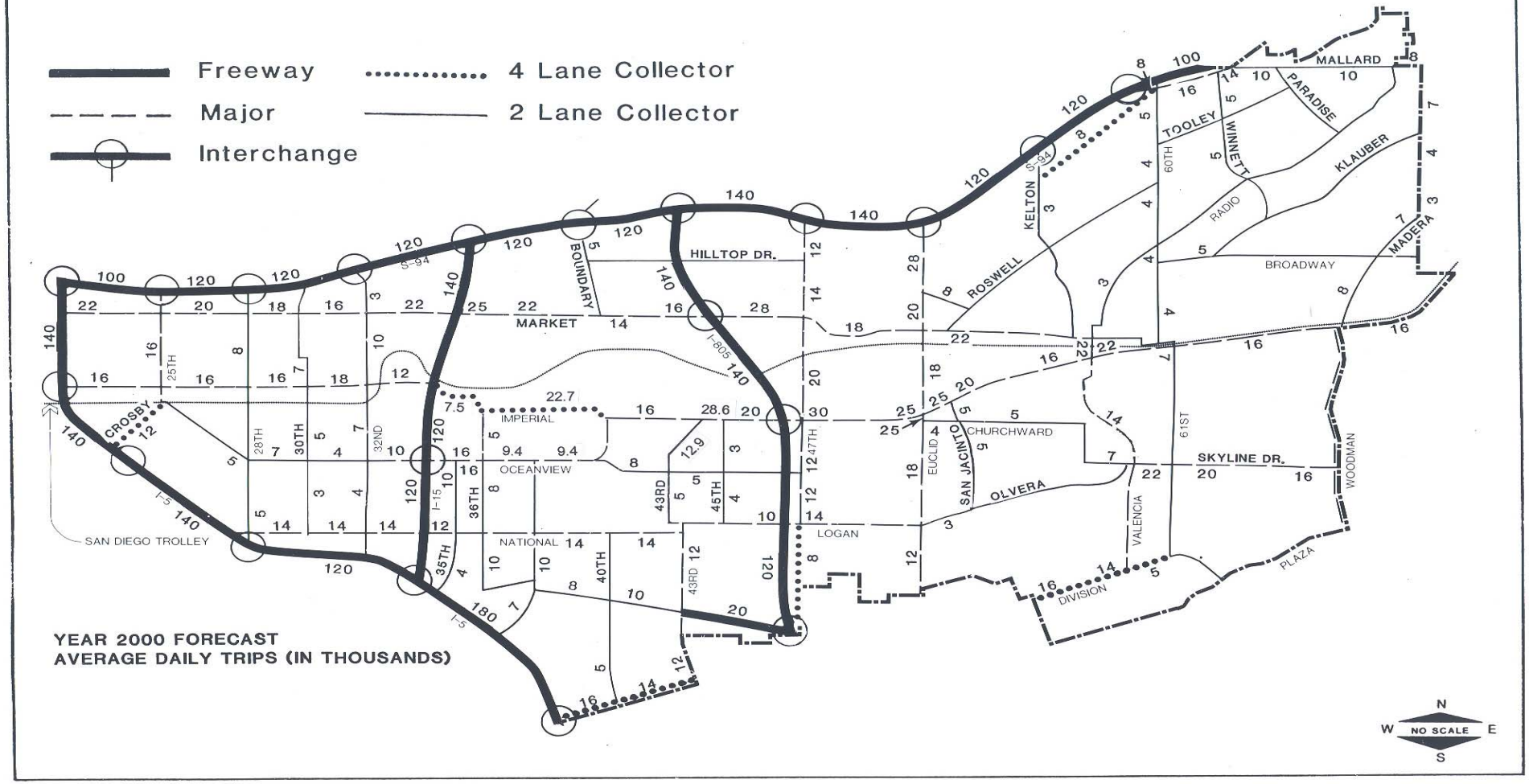

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FIGURE 16

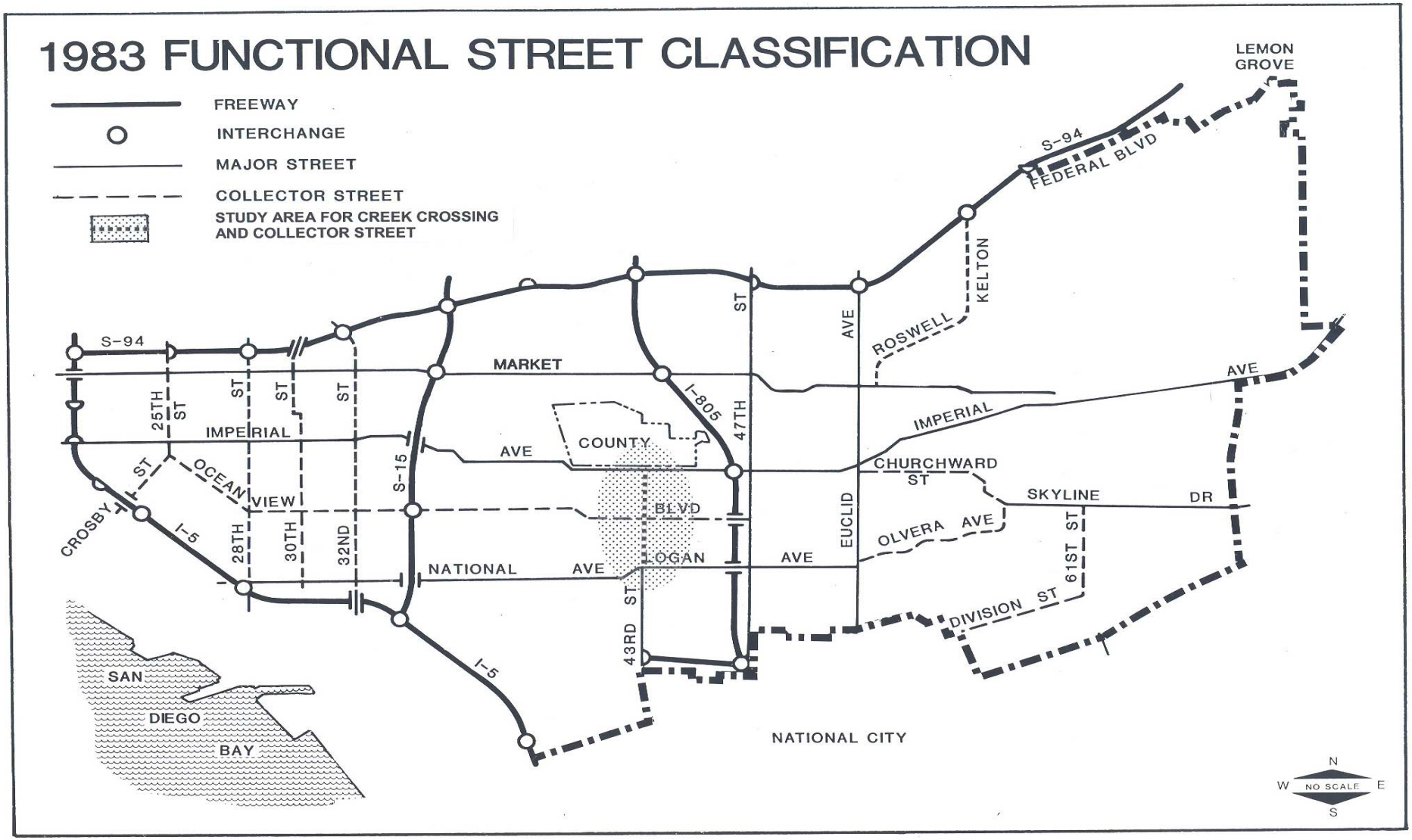

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FIGURE 17

Automobile Transportation Objectives

1. Minimize the effects of freeways on adjacent development and do not encourage the addition of freeways as the community is well served by freeways.

2. Implement physical and operational improvements to the street system to meet the City's design standards and to reduce accidents.

3. Fully improve streets to reduce or remove "bottlenecks."

4. Improve north-south vehicular access in the community to the extent feasible.

5. Improve the appearance and safety of the major street corridors through improved lighting, repair and maintenance and through a landscaping program.

Automobile Transportation Recommendations

1. **Land Use Locations**. The land use proposals of this plan utilize the community's location relative to several freeways as a positive factor by locating employment and commercial opportunities near these facilities.

2. **Freeway Access**. The City should pursue state funding for the missing westbound to southbound ramp between State Highway 15 and Market Street.

3. **Functional and Operational Improvements**. Proposed street classifications and functional improvements are illustrated on Figure 17. Both recommended functional and operational improvements are discussed below:

   Major Streets

   Valencia Parkway (formerly Radio Drive) should be built in phases as a four-lane major street from Division Street on the south to Market Street on the north.

   Skyline Drive should be a four-lane major street with a median (or left-turn lanes at all intersections) east of Valencia Parkway to accommodate a forecast volume of 22,000 vehicles per day.

   Woodman Street should continue to be planned as a four-lane major street between Division Street and Skyline Drive. Between Skyline Drive and Imperial Avenue, it should be classified as a two-lane collector street with an appropriate transition north of Skyline Drive from four lanes to two lanes.

   47th Street should be improved to become a four-lane major street from Market Street to Imperial Avenue, in order to adequately handle the 20,000 weekday trips expected in the year 2000. This should require widening, additional right-of-way and some prohibition of parking.

Those portions of Division Street lying within the City of San Diego should be improved to become a four-lane collector street to accommodate a year 2000 traffic volume of 16,000 weekday trips.

Market Street should be improved to become a four-lane major street with a median or left-turn lanes to all intersections from State Highway 15 to Valencia Parkway due to the 28,000 trips per weekday projected in the year 2000. This should be accomplished by widening the roadway east of Euclid Avenue and by restriping the roadway west of Euclid Avenue. This widening east of Euclid will require additional right-of-way.

National Avenue should be widened to become a four-lane major street between State Highway 15 and 43rd Street to accommodate 14,000 expected weekday trips for the year 2000. At selected intersections this will require the prohibition of parking to create room for left-turn lanes.

Federal Boulevard should be improved to become a four-lane major street in order to handle future volumes as high as 16,000 vehicles per day. This should be coordinated with improvements to Federal Boulevard by the city of Lemon Grove.

OTHER STREET IMPROVEMENTS

Imperial Avenue, between State Highway 15 and 40th street should be reconstructed as a four-lane collector street. West of 32nd Street, Imperial Avenue should be a four-lane major street.

For continuity between the two community plan areas, Crosby Street should be improved to a four-lane collector street in Southeastern San Diego and Barrio Logan.

Imperial Avenue. South 41st Street and Interstate 805 should be reconstructed as a four-lane connector collector street with landscaped center median. In addition, the Imperial Avenue bridge crossing Interstate 805 should be enhanced with decorative lighting or artistic enhancements to announce the commercial development along Imperial Avenue.

Logan Avenue should be restriped for four through-lanes east of 43rd Street when traffic volumes so warrant. The Engineering and Development division will monitor traffic volumes on this length so that improvements will be made as soon as they are needed.

Oceanview Boulevard should be improved to accommodate four travel lanes from 32nd Street to 40th Street because of volumes of over 16,000 vehicles per day forecast for this section.

A large projected increase in weekday traffic volumes on Federal Boulevard and State Highway 94 makes it necessary to construct a Federal Boulevard extension from the intersection of 60th Street and Federal Boulevard on the east to Kelton Road on the west. This construction will provide access to State Highway 94 (at Kelton Road) or to the section of Federal Boulevard west of Kelton for westbound Federal Boulevard traffic. As a

result, the Federal Boulevard interchange with State Highway 94 will have less congestion than if the Federal Boulevard extension is not built. Roadway improvements should be coordinated with channel and open space improvements to Chollas Creek.

The missing two gaps of 69th Street (between Broadway and Madera, Mt. Vernon, San Miguel and Federal) should not be completed. Instead, 60th Street should be completed as a two-lane collector between Imperial Avenue and Federal Boulevard to accommodate between 4,000 and 5,000 weekday trips.

A street in the 43rd - 45th Street corridor from the intersection of Oceanview Boulevard/San Pasqual Street on the south to Market Street on the north has been tested by the Engineering and Development division. A portion of this street already exists between K Street and Market Street. Due to legal and financial constraints, that portion of 43rd Street between K Street and Imperial Avenue was deleted from the project. Funding for that portion of 43rd Street between Logan Avenue and Imperial Avenue (CIP 52-311) has been deferred from FY 1984-86 to beyond 1990 due to the unavailability of CDBG funding.

43rd Street or San Pasqual should be extended to connect to the existing end of 43rd Street at Oceanview Boulevard to Imperial Avenue (as shown in Figure 38 and contained in the Southcrest Redevelopment Plan). This connection will improve north-south circulation, enhance the visibility of the educational and Cultural Complex and streamline an existing circulation system bottleneck. Additional study of this proposal should be undertaken to consider alternatives which may result in a less expensive solution based on a reduced need to acquire private property.

43rd Street should be improved to four through-lanes from Logan Avenue to Division Street with left-turn lanes at selected intersections in order to adequately handle 12,000 weekday trips. These lanes should be accommodated by selective widening within the existing 80 foot right-of-way, or by the prohibition of parking and restriping the existing roadway.

Boundary Street should not be extended north of Hilltop Drive.

The traffic circle at Imperial Avenue and 36th Street should be improved to provide a safer intersection.

4. Street Improvements. Special attention should be given to the poor condition of public streets throughout Southeastern San Diego. Potholes, cracked pavement and damaged sidewalks are commonplace. Additionally, a regular, more frequent street sweeping schedule is needed to improve the appearance and safety of the streets. Lincoln Park and Shelltown are in immediate need of improved lighting and street repair, while Sherman Heights is in need of improved lighting and litter control.

5. Street Widenings. Street widenings and related improvements should have high design standards. The Planning Department should review all Capital Improvements Projects and a landscape architect should be consulted when needed to improve the aesthetics and cohesiveness of the improvements.

6. Street Landscaping. Recommended landscaping improvements along public streets are addressed in detail in the Urban Design Element.

   a. The policy of limiting landscaping in medians should be re-evaluated so that landscaping can be permitted wherever safety factors permit it.

   b. In addition to improved landscaping, the existing maintenance problem of the five-foot city-owned strip along the streets between the sidewalk and the property line should be resolved, either through the formation of a Landscape Maintenance District or through a clarification of encroachment permit requirements and planting standards.

   c. Leftover small parcels along major streets and near freeways should be conveyed to adjacent owners with deed restrictions to maintain the areas as open space (especially along Euclid Avenue).

7. Street Lighting. Street lighting should be upgraded to meet the citywide standards of Council Policy 600-4 in areas where illumination is not currently provided at these levels. In addition, decorative pedestrian-oriented lighting should be installed in a dark, high crime residential streets and along major commercial and transit corridors to encourage pedestrian use. White light shall be required to permit better sighting and recognition along major commercial and transit corridors to encourage pedestrian use and to provide additional safety.

PUBLIC TRANSPORTATION

EXISTING CONDITIONS

Public transit is well utilized by Southeastern San Diego residents. Transit ridership in Southeastern San Diego is high when compared against regional averages. Currently, 2.3 percent of the person trips made in Southeastern San Diego are made by transit, compared to 1.5 percent for the region as a whole. During peak hour, buses on parallel routes with headways between buses as short as 10 minutes carry load factors of as much as 33 percent above the seating capacity of the buses.

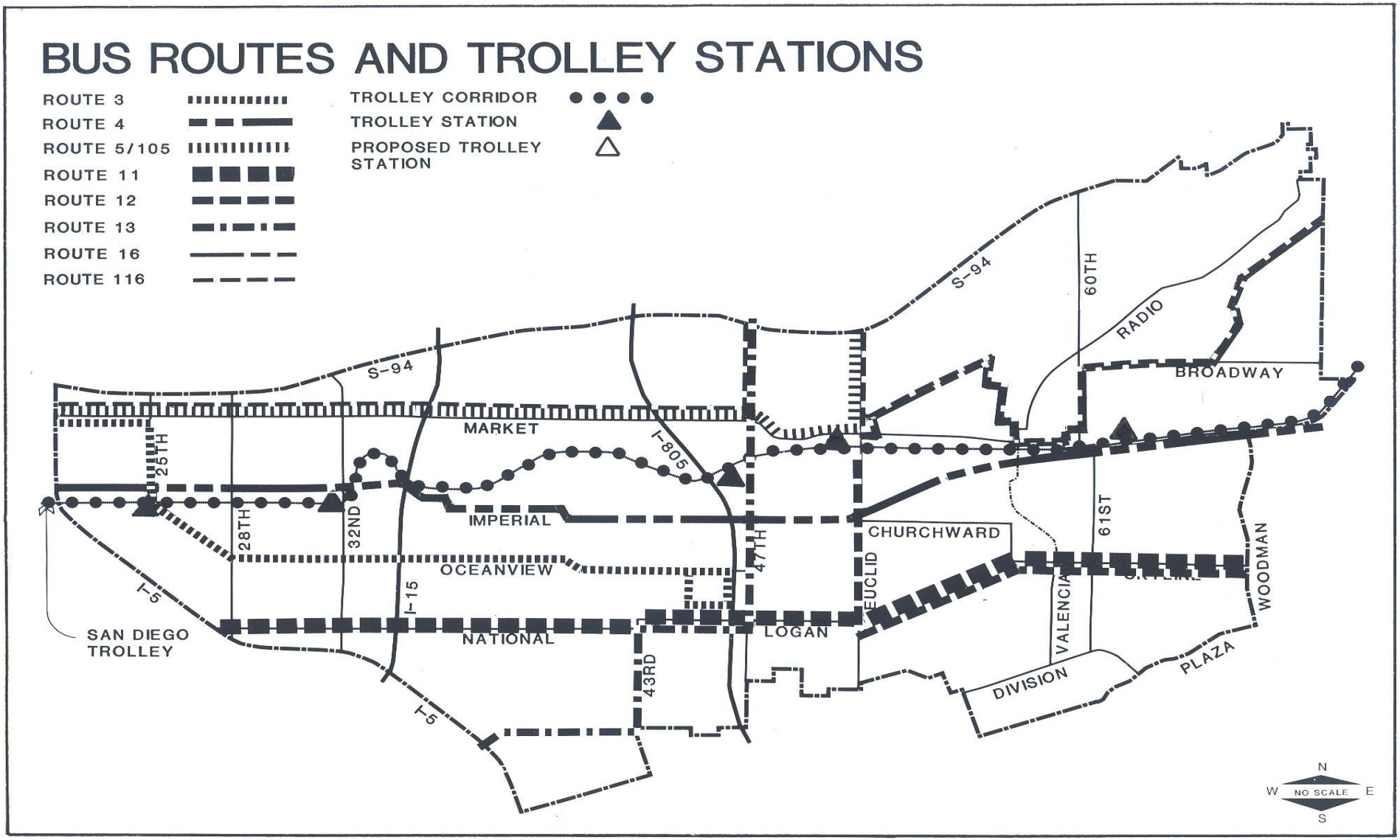
Southeastern San Diego is served by a number of bus routes, most of which follow the east-west surface street pattern. Seven bus routes serve the community, most of which make use of the major east-west streets to downtown and further destinations. However, north-south transit connections, as well as connections to parts of the City other than downtown are difficult.

As Table 4 indicates, service to most of the region is achieved via downtown, which often makes bus trips circuitous. The only north-south streets which have appreciable bus service are Euclid Avenue and 47th Street. An additional express route, No. 130, is proposed for the community in the MTDB Short-Range Plan (RRTP) for 1987 to 1991. This north-south route would connect Bonita on the south with the University Town Centre on the north.

Table 4. PUBLIC TRANSIT ROUTES

Bus Route #	Connecting	Community Streets Served
*3	Southeastern San Diego to Uptown (via Downtown)	Oceanview, 25th, Market Street
*4	Lomita to Clairemont (via Downtown)	Imperial
*5/105	College Area to University City (via Downtown)	47th Market Street Way
*11	Southeastern San Diego to Mid-City (via Downtown)	Logan, National
12	Valencia Park to Lomita Village	Euclid, Olvera, Skyline
13	Bayfront to Grantville (via East San Diego)	47th, Logan, 43rd
16/116	Mission Village to College Grove (via Downtown)	Market Street, Rosewell, Kelton, 60th, Broadway, Klauber, 69th
San Diego Trolley	Stations	
(Euclid Line)	25th and Commercial 32nd and Commercial 47th and Market Street Euclid and Market Street	

* - Designates Lift-Equipped Service
Existing bus routes are illustrated on Figure 18.



SOUTHEASTERN SAN DIEGO

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FIGURE 18

The East Line extension of the San Diego Trolley is a major transit facility in the community. The proposed East Line would connect downtown and the present south bay line with the East County cities of Lemon Grove, La Mesa and El Cajon. The alignment of the trolley follows the existing tracks of the San Diego and Arizona Eastern branch line. The alignment follows Commercial Street in the western part of the community, passes through the Mt. Hope and Greenwood cemeteries in the Central Subarea of the community, and parallels Market Street and Imperial Avenue in the Eastern Subarea. The East Line west of Euclid Avenue was recently completed and is now operating. An extension eastward from Euclid Avenue to El Cajon is currently under construction. Ridership projections indicate that Southeastern San Diego community stations will generate a considerable portion of the daily riders of the line. Because the line will parallel existing bus service in many respects, it is likely that some restructuring of bus service will result from its implementation to provide feeder service.

The East Line Trolley stops have the potential to modify land use characteristics in their neighborhoods. By providing direct non-auto access to a number of locations in the community, the trolley represents a possibility for joint use projects. Regardless of the uses at the station sites, the trolley will represent a new means of commuting to and from the community and will draw new customers into the commercial areas near the line.

Public Transportation Objectives

1. Maintain high public transit accessibility to downtown, as is currently promoted by the existing east-west bus route structure.

2. Improve the frequency and level of transit service, and the quality of transit facilities to meet the demands of the community.

3. Fully utilize the potential of the East Line Trolley to revitalize and redevelop land adjacent to the trolley line and to maximize the use of public transportation.

Public Transportation Recommendations

1. Bus Route 130. The MTDB should begin service on the proposed Route No. 130 as soon as possible.

2. Bus Route Adjustments to the Trolley. Continue to assess the re-routing of bus routes to coordinate with rail transit. This will include the timing of bus routes to allow convenient transfer to the trolley.

   The MTDB should consider strengthening the north-south system of bus routes as feeders to the trolley. Expanded north-south service could be accomplished through the reassignment of those bus routes which would be redundant to trolley service (i.e., Express Route No. 90). The MTDB will be studying Route No. 90 in fiscal year 1987-1988.

3. Development Incentives along the Trolley Line. In the vicinity of trolley stops, the Planning Department and the MTDB should pursue joint use projects. These projects

should be encouraged through the use of increased allowable densities, provided that certain design standards are met. Bonus densities should be limited to multiple-use areas along Imperial Avenue.

The City should assist in the formulation of a long-term joint agency agreement between SEDC and MTDB to market sites in the trolley corridor for joint development.

4. Trolley Stations. The locations of the four Euclid-line trolley stations have been set and are illustrated in Figure 19.

   At the 47th Street trolley station, access ways should be designed to provide safe pedestrian movement between the trolley station and nearby housing areas.

   At the Euclid Avenue trolley station, the attendant park and ride facility should be expanded to the west.

   At the 62nd Street (Encanto) trolley station, commercial uses which serve trolley riders should be encouraged on the south side of Imperial Avenue. In addition, bonuses in commercial development intensity should be allowed within 1,000 feet of the station along the south side of Imperial Avenue frontage. These bonuses should only be allowed where a relationship between the trolley and the use of the land is established (i.e., employer transit use programs).

5. Potential Future Trolley Stops. The following sites should be considered for their future potential as Trolley stops; 28th Street, 36th Street, 43rd Street, the Potter Tract in the general location of Radio Drive, 65th Street, and 68th Street. These locations should be considered when and if conditions warrant as a result of land use intensification or redevelopment. The specific proposals should be reviewed by the City and the MTDB Board, based on standard criteria for such evaluations. The site evaluation criteria should include considerations such as, the proposal's impact on the overall service of the line which may result in closing other stations in favor of a new one, the proposal's effect on the existing transit line schedules and patronage, and the financing of the new trolley stop by private development.

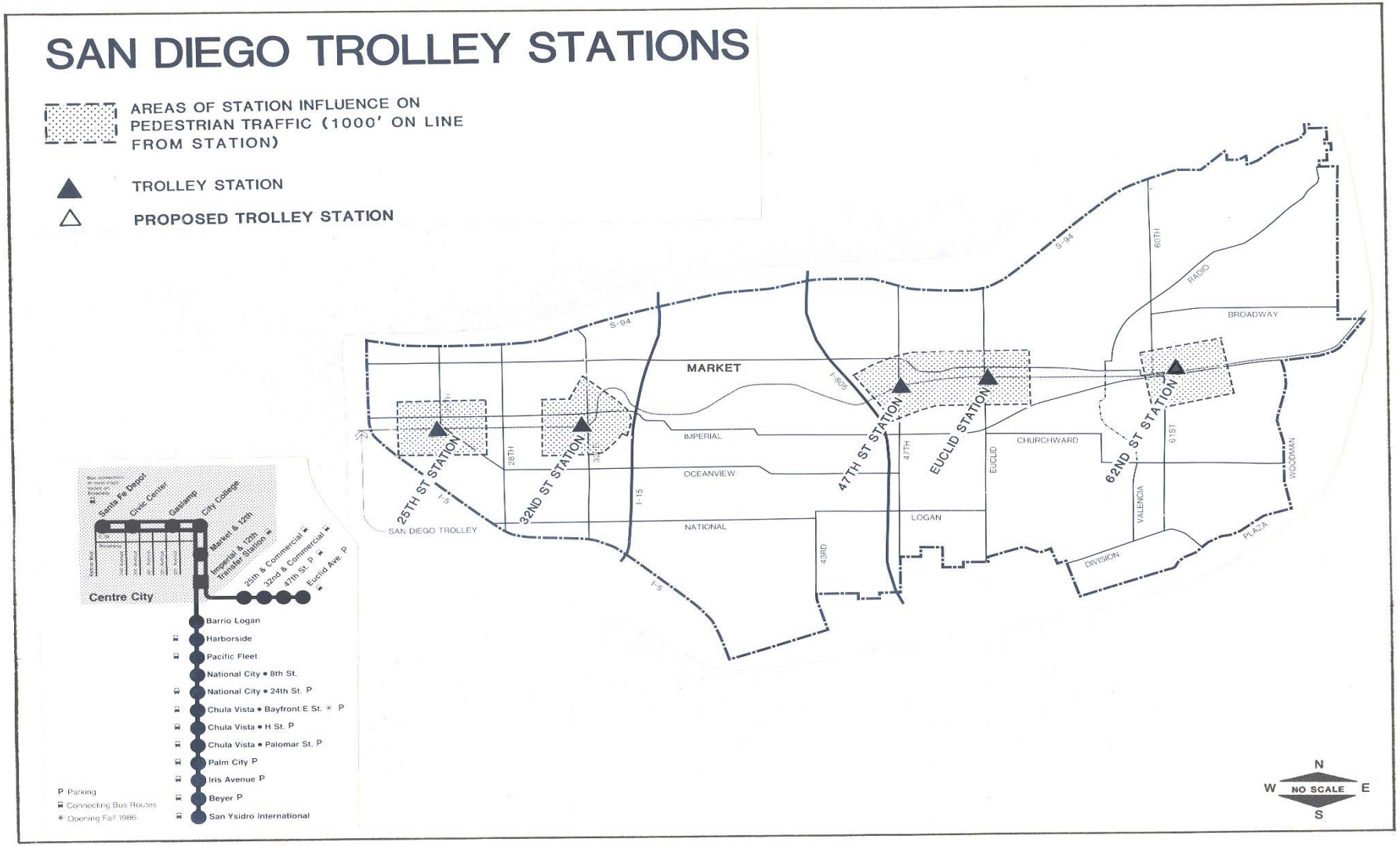

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FIGURE 19

FREIGHT TRANSPORTATION

EXISTING CONDITIONS

Although underutilized in the recent past, rail freight service has the potential to carry a significant amount of industrial and commercial materials to and from Southeastern San Diego. In spite of the fact that it lies close to almost every existing industrial area in the community, the railroad line that will be the trolley line has not historically been utilized to move significant amounts of freight into or out of the community. The advent of the trolley will not eliminate this opportunity. It is proposed by the MTDB that a limited nighttime service be offered using the trolley rails.

Commercial and industrial areas generate truck traffic which often impacts residential neighborhoods and community circulation. There are several reasons for this:

- Strip industrial and commercial areas do not provide for off-street loading and parking areas;
- The easiest routes to freeway interchanges often pass through residential areas;
- In the past, industrial areas have not been separated from residential areas, or residences were allowed by zoning to be located within industrial areas; and
- Specific truck routes or truck prohibited routes have not been designated.

Freight Transportation Objectives

1. Maintain freight transportation by rail to the extent feasible in the community.
2. Minimize impacts of freight transportation on vehicular circulation and nearby land use.

Freight Transportation Recommendations

1. Freight Movement on the Trolley. As is currently the case with the South Line, MTDB should be encouraged to set aside operating hours for freight movement on the East Line. This form of freight delivery should be promoted as an asset to industrial and commercial centers near the trolley line in the same fashion as East Line passenger service.
2. Truck Routes. The City prohibits trucks, by Council resolution on certain roads. Truck routes are not designated, but trucks may only travel on roads that have not been identified for prohibiting heavy equipment traffic.
3. Land Use Designations. The basic concept of this community plan, which gathers industrial and commercial centers near freeway access points, discourages strips which currently account for much of this problem.

BICYCLE/PEDESTRIAN TRANSPORTATION

EXISTING CONDITIONS

Pedestrian access throughout Southeastern San Diego is readily available by means of sidewalks along public streets; however, these walkways are not being used to their full potential in some areas because of a lack of attention to the aesthetics and perceived safety of the walking environment.

Because of relatively high transit usage in the community, walking access to transit stops and the spacing of stops to facilitate walking access, is critical. A high percentage of bus patrons in Southeastern San Diego get to the bus by walking – most do not park and ride. Because of this, it is critical that the location of stops be made in a fashion that encourages pedestrian access.

Surface street access to the San Diego Bay, Balboa Park, and downtown offer excellent opportunities for recreational and commuter bicycle routes. On-street bicycle routes, called "Class III" bike routes, have been designated for portions of 28th Street, "L" Street, Oceanview Boulevard and Alpha Street. Two "Class I" bikeways, which are entirely separated from the street, are located parallel to Interstate 805 between Hilltop Drive and the railroad tracks, and parallel to State Highway 94 between Kelton Road and 60th Street. The linkages via 22nd and 28th connect to Balboa Park on the north while the link using Vesta connects indirectly to the Bay via Harbor Drive.

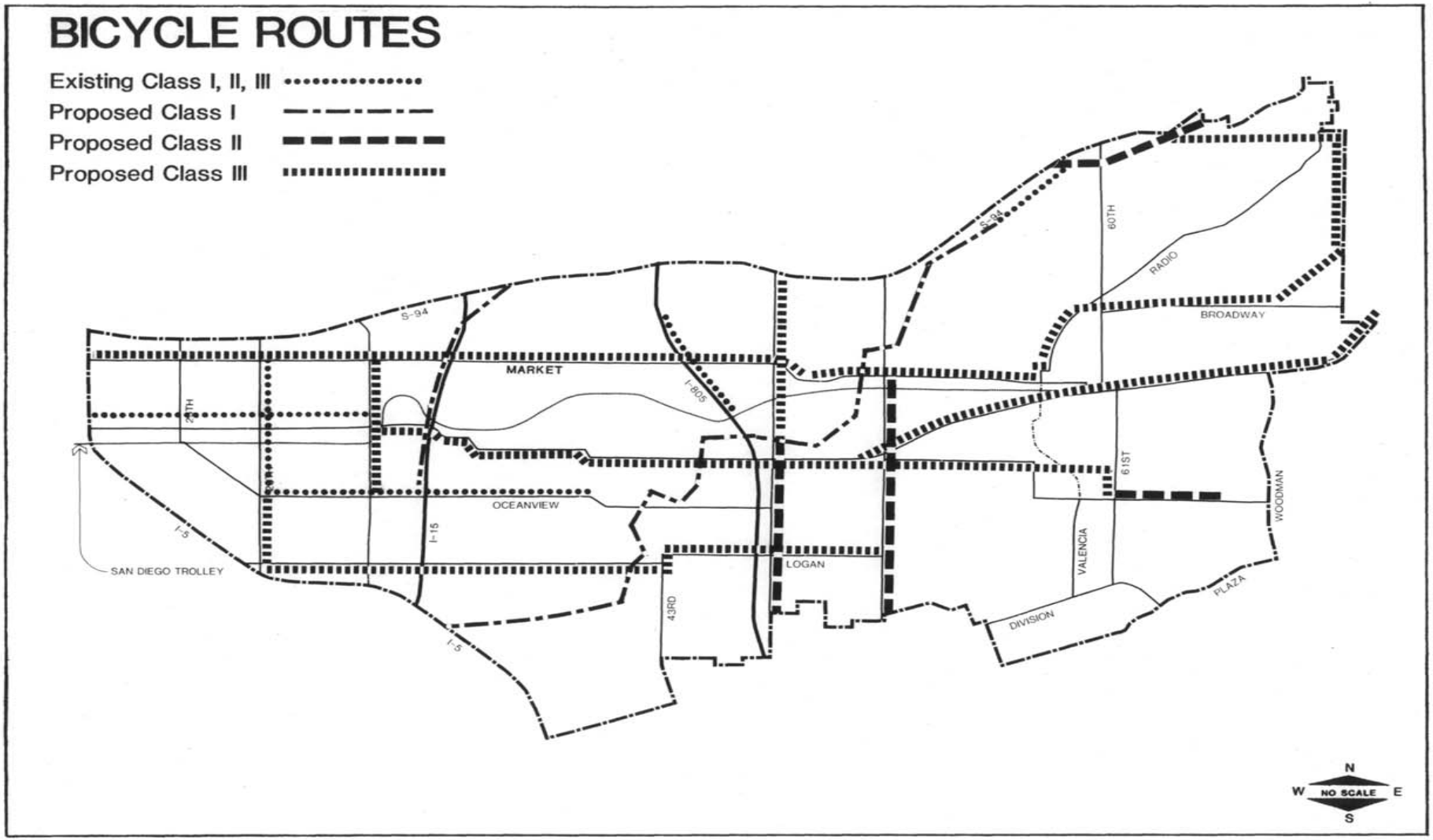

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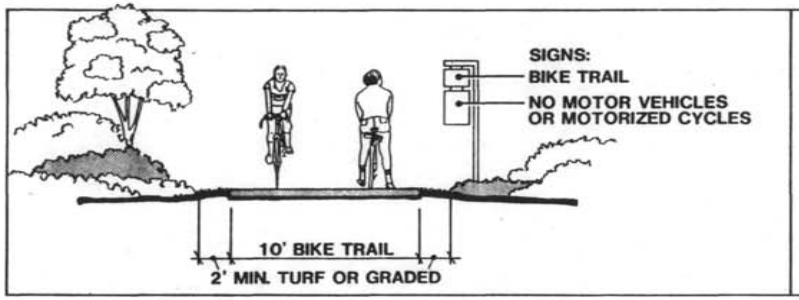
FIGURE 20

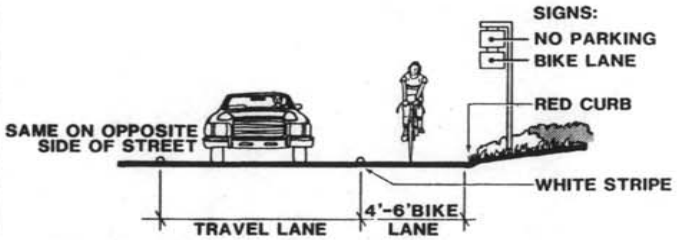
BIKE LANE CLASSIFICATIONS



CLASS I
(Typical location–openspace)

Bicycle Path

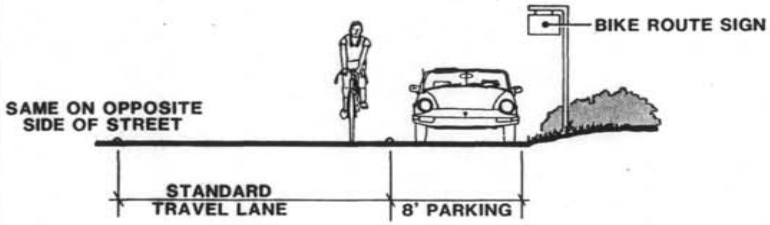
A completely separate right-of-way for the exclusive use of non-motorized vehicles.



CLASS II
(Typical location–major street)

Bicycle Lane

A restricted right-of-way located on the paved road surface alongside the traffic lane nearest the curb, and identified by special signs, land striping, and other pavement markings.



CLASS III
(Typical location–neighborhood street)

Bicycle Route

A shared right-of-way designated by signs only, with bicycle traffic sharing the roadway with motor vehicles.

The dimensions illustrated on this page are subject to change.

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FIGURE 21

Pedestrian/Bicycle Transportation Objectives

1. Increase the aesthetic quality of street corridors to encourage pedestrian activity.

2. Maintain and improve pedestrian and bicycle access to public transportation.

3. Enhance bicycle circulation by improving designated routes to City standards and by attention to aesthetic quality and safety.

Pedestrian/Bicycle Transportation Recommendations

1. Enhancement of Pedestrian Walkways. Pedestrian activity should be encouraged by improving the quality of the walking environment. This can be done by means of improved landscaping in the right-of-way, special lighting and attention to the design of adjacent developments (See Urban Design Element and Neighborhood Element for more detail).

2. Connection to the Trolley. Sidewalk and bikeway improvements in the vicinity of the East Line Trolley route should have the highest priority among such routes in the community.

3. New Development. Walkway improvements should be required of developments in the western portion of the community. As addressed in the Neighborhood Element, some locations in the Encanto neighborhood should not be improved with standard sidewalks to maintain the area's rural character.

4. Improve Bicycle Access. Designated routes should be improved to City standards. These routes should be linked to the open space and recreational areas in the community.

PARKING

EXISTING CONDITIONS

Commercial and industrial areas in the Western Subarea lack adequate parking. Because of the low density nature of the community, parking is rarely a problem. However, the commercial and industrial strips of the Western Subarea were developed under zoning regulations which did not require parking off-street. Thus, while parking is marginally adequate at present, the available parking in these areas is clearly inadequate for future redevelopment.

Parking Objectives

1. Parking areas should not dominate the streetscape but should be located and screened to promote easy access and safety in an attractive setting.

2. Public parking lots are needed in areas of intense commercial activity.

3. Parking requirements should be adopted that relate directly to the type of development. These requirements should be regulated through standards for the type and design of spaces as well as the number of spaces.

Parking Recommendations

1. All parking areas should be landscaped with trees and other landscaping materials in median strips or planting boxes. Pedestrian walkways should be provided, clearly identified, and made safe and attractive through the use of hardscape design, landscaping and lighting.

2. Public parking lots could be developed and maintained through Business Improvement Districts or Special Assessment Districts. These parking areas should be highly visible from the public streets to increase safety and should be well-lighted and landscaped.

3. Parking standards should be adopted through the Planned District Ordinance and should address enclosed, covered, and landscaped parking areas.

PUBLIC FACILITIES ELEMENT

The recommendations made in this Public Facilities Element will govern much of the capital facilities programming needed to provide services to the community. Taken together with the street improvements, the recommendations of this element will be responsible for the allocation of millions of dollars in public capital improvements.

The Public Facilities Element is divided into eight parts: education, libraries, police/fire facilities, postal service, drainage and flood control, water and sewer facilities, solid waste and gas/electric facilities.

EDUCATION

EXISTING CONDITIONS

There are currently two extended kindergartens, Burbank (K-3) and Mead (K-2), 13 elementary schools (see map), one junior high school, Memorial (grades 7-9), two combined junior and senior high schools, Gompers (grades 7-12) and O'Farrell (grades 4-12), and one high school, Lincoln (grades 9-12), located in the community. School capacity now exists in the community for all school-aged residents. Junior and senior high schools are somewhat under utilized, but elementary schools are approaching their capacity (See Table 5 and Figure 22). As the community approaches buildout, some of the schools will be over capacity and most will have reached the total capacity limit.

Two elementary schools have been closed in the community in the last ten years. Crocket Elementary School was closed in 1975 for the purpose of establishing an alternative school on the site. Because the school did not generate sufficient interest and enrollment, the district converted the site to administrative office space. Bandini School was closed due to declining enrollment in March 1976 and the site has been converted to an administrative use.

Schools in Southeastern San Diego are characterized by having a disproportionately large percentage of nonwhite students, and a program of desegregation has been instituted. The State Board of Education defines racial imbalance as a variation of more than 15 percent in the proportion of minority students enrolled in a school, compared to the overall ethnic composition of the district. The imbalance which exists in Southeastern San Diego is of course related to the high minority population of the community. The San Diego Unified School District has been pursuing a program of desegregation throughout the district under the direction of the courts. As part of this program, seven Southeastern San Diego schools have been established as "Magnet Schools" with programs to draw students from throughout the district. It is the observation of many community residents that the magnet program has nonetheless resulted in segregation between resident and non-resident students within the magnet schools themselves (see Table 5).

The Educational Cultural Complex (ECC) of the San Diego Community College District is a 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. It contains a theatre and orchestra setting and a

learning center stocked with audiovisual equipment and reference materials. The center offers approximately 240 classes to an estimated 4,000 persons.

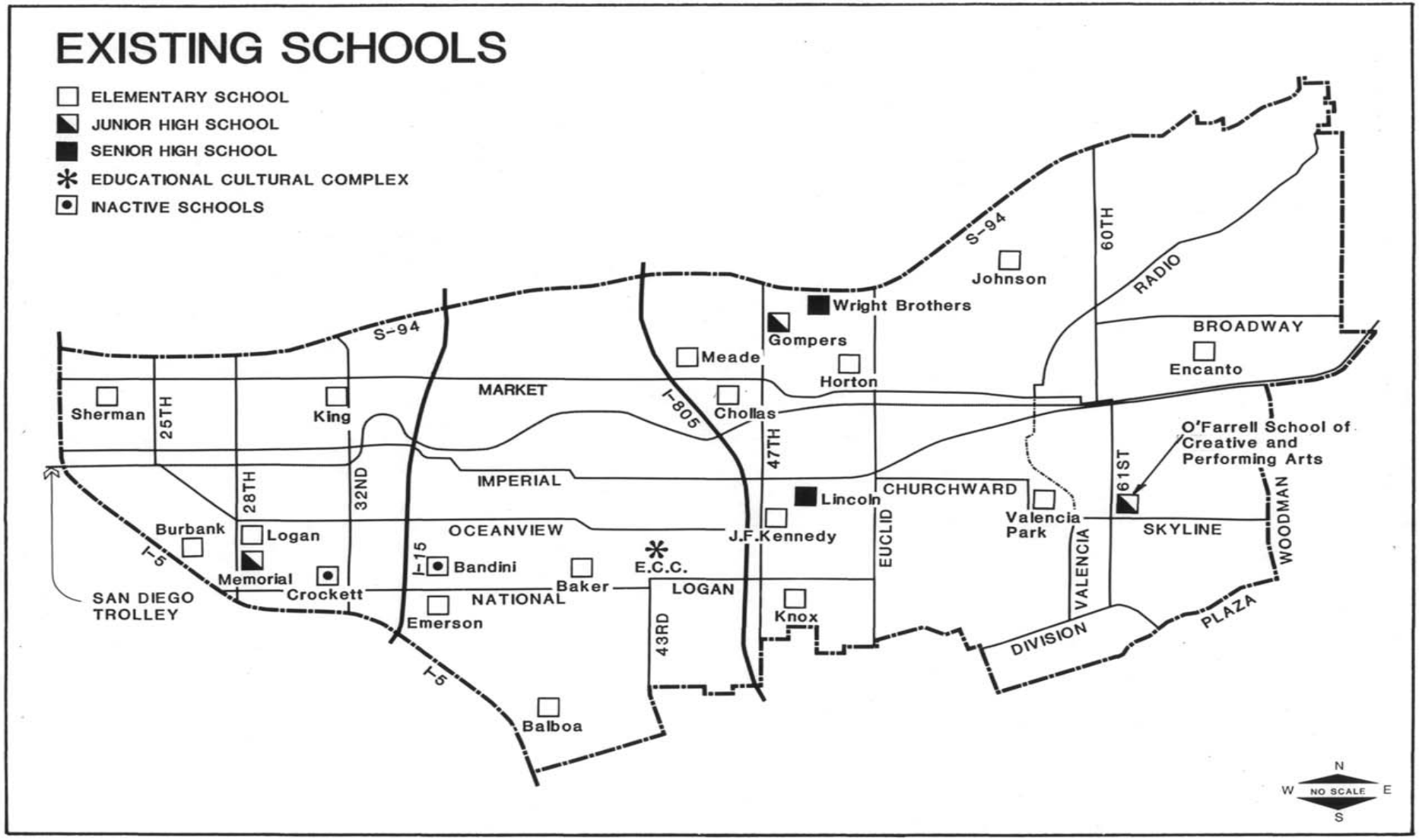
The community is served by the campus of San Diego City College. Although the campus of this community college is not located within the boundaries of the community, it is in the adjacent Centre City area, is well served by transit and plays an important educational function in Southeastern San Diego.

Education Objectives

1. Maintain an adequate level of capacity for all public schools and a high level of maintenance of all school facilities.

2. Improve present programs of racial desegregation in the schools.

3. Maintain and enhance the availability of community college and other higher education programs in the community.



SOUTHEASTERN SAN DIEGO

CITY OF SAN DIEGO · PLANNING DEPARTMENT

FIGURE 22

Table 5. PUBLIC SCHOOL ENROLLMENTS AND CAPACITIES

School	Capacity		Forecast		Grade Configuration	Special Programs
	Operating	Total	1987	1990		
Baker Elementary	720	930	740	880	K-6	Music Conservator Magnet
Balboa Elementary	1,020	1,290	1,105	1,314	K-6	International Baccalaureate humanities Preparatory Magnet
Burbank Elementary	690	810	521	593	K-3	Extended Day Magnet (Year Round)
Chollas Kindergarten	822	1,110	813	943	2-6 (1-6 in 1989)	Math/Science Magnet
Emerson Elementary	996	1,050	958	1,140	K-6	Fundamentals Magnet
Encanto Elementary	1,494	1,710	1,400	1,545	K-6	Enriched Math/Science; Spanish; Bilingual Magnet Language Immersion-Spanish Magnet
Horton Elementary	810	1,050	799	950	K-6	Language Immersion-Spanish Magnet
Johnson Elementary	480	570	462	554	K-6	Academic Academy magnet
Kennedy Elementary	690	1,020	573	681	K-6	University Lab. School Magnet
King Elementary	930	1,140	792	902	K-6	International Baccalaureate Preparatory Magnet (year-round)
Knox Elementary	870	990	844	1,007	K-6	Academy for Written, Oral, Visual Communications; Extended Day; and Language Immersion-French Magnet
Logan Elementary	837	1,050	902	1,023	K-6	Year-Round School
Mead Kindergarten	390	450	352	204	K-2 (K in 1989	Extended Day Magnet
Sherman Elementary	1,050	1,320	1,093	1,275	K-6	Year-Round School
Valencia Park Elementary	1,065	1,320	1,120	1,193	K-6	Center for Academics, Drama, and Dance Magnet
Memorial Junior High	1,084	1,614	1,033	1,093	7-9	International Baccalaureate/Writing; Spanish Immersion Magnet
Gompers, Jr.,/Sr. High	1,742	2,502	1,703	1,733	7-12	Math/Science/Computers Magnet
Lincoln High School	1,201	1,907	844	895	9-12	Humanities, Language and Health Professions Magnet
O'Farrell Jr./Sr. High	1,324	1,866	1,265	1,275	4-12	Creative and Performing Arts Performing Arts Magnet

Education Recommendations

1. Future School Capacities. Any future capacity problems that might result from the growth of the community could be accommodated either by adjustments to the enrollment in "Magnet Schools" located in the community or by reactivating the two additional elementary schools located in the community which are not currently being used for educational purposes. Therefore, this plan recommends that the school district retain the closed school sites to provide future capacity as needed and to continue in the special functions that they currently serve.

2. Educational Cultural Complex (ECC). The Community College District is encouraged to maintain and expand the role of the Educational Cultural Complex in the community and to continue to make this complex available for community functions such as meetings and performing arts presentations. During the review of development or redevelopment proposals in the vicinity of the Educational Cultural Complex, a priority should be placed on tying uses, access and design of development to coordinate with the mission and appearance of the complex. The Educational Cultural Complex should relate more to 43rd and Logan-Streets. New buildings, if added, should be located on College land just north of this intersection and should face onto the public streets, creating more of a sense of entry and arrival to this already outstanding, model facility.

3. Community College Programs. The Community College District is encouraged to maintain its service to the community at San Diego City College, and expand services that would increase the likelihood of higher levels of educational attainment in the community.

4. School Sites-Alternative Use. School sites should be designated for institutional and educational use and should be zoned at the density of surrounding residential development to assure that the sites will be developed at a density compatible with existing neighborhoods in the event that the sites are no longer needed for educational uses. The Institutional Overlay Zone should be applied to all school sites should be utilized to permit the future review of any unneeded school site on a site-by-site basis. Unneeded school sites should only be developed with compatible private development after it has been determined that public facilities are not needed through the Institutional Overlay Zone review process. Where residential development is considered for an unneeded school site, the development density should be compatible with the residential density of the existing neighborhood.

5. School Improvements. Balboa Elementary School is in need of physical improvements, including a secured parking facility for staff and improvements to the school yard which is in poor condition due to erosion problems. Consideration should be given to a joint project between the school district and the City for utilization of the school yard to create a mini-park and recreational area. Additional improvements to all schools should include the following:

a. Improve the aesthetic educational environment at each school. Improvements needed may differ from school to school and include interior and exterior painting, landscaping, and turfing.

b. Improve the existing permanent facilities at some sites. Consideration could be given to the expansion of permanent facilities at some of the schools to accommodate the large and growing enrollment and reduce the high percentage of portable classrooms. New facilities could be integrated architecturally with existing buildings. Underground buildings with recreational areas on top could be considered for some schools. In addition, multi-story buildings could be considered for some sites in order to conserve recreational areas.

c. The school district could work with the City to acquire additional land to expand existing sites. In some cases, the expanded sites could be used for educational facilities and in other instances joint use with City parks could be accomplished.

d. There could be explorations of the possibility of using new buildings jointly for commercial and educational use. The joint use of buildings would provide revenue to the district and give the district a means for reducing further the number of portable classrooms at each school.

e. Consideration could be given to develop ways to deal more aesthetically with portable classrooms. This could be accomplished through a combination of landscaping and arrangement of the portables.

The San Diego Unified School District has developed a Long Range Facilities Master Plan (LRFMP) which is intended to determine future facilities needs to the year 2000, educational programs for the same period of time, facilities utilization policies, and availability of financial resources.

LIBRARIES

Southeastern San Diego is currently served by three branch libraries. This number exceeds General Plan standards which call for a branch library to serve residential populations of up to 30,000. The Educational Cultural Complex contains a branch library which, taken together with the Logan Branch on 28th Street and the Valencia Park Branch on 50th Street, should accommodate a community population of up to 90,000. These branch libraries are supplemented in the Encanto area by regular bookmobile service. The western subarea is served by the Central Library in Downtown.

Valencia Park Library

The Valencia Park Library, however, has the lowest circulation of all the libraries in the City and is inadequate to serve the needs of the community. In response to this, the City has current plans to relocate the Valencia Park Library to a new 25,000-square-foot facility on the corner of 51st and Market Streets. The new library will contain a community meeting room, children's area,

multimedia area and a larger collection of volumes. It will also serve as the headquarters of the READ/San Diego Adult Literacy Program.

The Valencia Park Library district contains the highest concentration of African-Americans in San Diego and the proportion of Hispanic and Asians is slightly higher than their representation citywide. A new library facility with larger special collections, such as Spanish language materials and African-American history books, will be better able to serve these communities. Also, the physical site of the proposed Valencia Park library offers tremendous opportunities to educate children and adults about the prehistoric times and the natural environment. The site adjoins city-owned open space to the east and contains extremely important paleontological resources. The Library Department has agreed to work with the San Diego Museum of Natural History to develop interpretative exhibits at the library and sponsor walking tours of the vicinity to use these resources for educational purposes.

The new library site is also near bus lines and the San Diego Trolley and will be more accessible than the existing library.

Library Recommendations

1. Valencia Park Library (see also the general recommendations in the Urban Design Element).

    a. The proposed site of the library contains significant slopes and because of its high visibility to the surrounding community, the siting and design of the facility shall minimize the disruption to the natural contour of the land. Buildings shall be sited to reduce the need for grading, retaining walls and excessive level areas. Structures shall be designed to conform to the existing land form rather than grading the site to fit the building.

    b. There shall be identifiable pedestrian access to the library from the street and parking areas and linkage to nearby transit stops and the trolley station. The design shall integrate the buildings with the existing street pattern and promote a pleasant pedestrian environment with prominent landscaping, street furniture and other pedestrian-oriented elements.

    c. The building design shall be integrated with the nearby natural areas and adjacent city-owned open space. Landscaping shall emphasize native plan species. Also, access shall be provided from the library to these natural areas.

    d. Parking areas shall not dominate the streetscape. These areas shall be screened with landscaping or other elements to minimize their visual impact from the public right-of-way and be landscaped at regular intervals using planting islands. Secure bicycle parking shall be provided.

e. The significant paleontological resources on site shall be preserved and enhanced to serve as an educational resource for the community. Access to these exposed slopes shall be provided for public viewing.

f. The new library site, on 51st and Market Streets, shall retain its SF-5000 zoning. Its use shall be restricted to the library, and accessory uses permitted by the underlying zoning. Alternative use of the site for single-family development, in conformance with the Southeastern San Diego Planned District Ordinance and other City ordinances, shall not require an amendment to this plan.

g. The present Valencia Park Library facility, located on Imperial Avenue and 50th Street, shall be redesignated for commercial use, in character with the surrounding development, and shall retain its CSF-2 zoning.

2. Current population forecasts estimate that the total population of Southeastern San Diego will reach 90,000 by the year 2000. The Library Department should consider the provision of an additional library as needs and population in the eastern area of the community warrant.

POLICE/FIRE

Crime rates in Southeastern San Diego vary by area. Generally, areas west of 28th Street and east of Euclid Avenue have lower crime rates than the central portion of the community. In this central area crime rates are high, in some areas averaging 100 incidents per 1,000 population per year. Crime has an influence on the success of businesses and the desirability of residing in the community.

At present, Southeastern San Diego is adequately served by police patrols. Administration for the beats patrolling the central and eastern community subareas is centered at the Southeastern San Diego substation, the Skyline community. In accordance with the Police Department's decentralization program, a new police station is planned to be constructed on Imperial Avenue between 30th and 31st Streets. The proposed station will house the Central Division, which is currently located at the police headquarters in downtown. The new station will increase the visibility of the police in the area, improve accessibility to local residents and reduce transportation costs. Police storefront community service offices, located on 24th and Market Streets, are also available to the residents of the community.

The Fire Department currently contains an adequate response time for all portions of the community plan area. Five fire stations, three of which are located outside the boundaries of the community, serve Southeastern San Diego. The replacement of one of the community's stations, Station 19 on Oceanview Boulevard at 35th Street, was completed during 1986.

Police and Fire Objectives

1. Maintain and improve response times and service levels to the community.

2. Reduce the present level of crime the community.

Police and Fire Recommendations

1. Central Division Station – (see also the general recommendations in the Urban Design Element).

    a. The police station shall be oriented toward Imperial Avenue which serves as a major thoroughfare in the community. A prominent entry on Imperial Avenue shall be provided with identifiable access from the street and parking areas. Parking shall be provided between this entry and the street. Street trees shall be provided to enhance the pedestrian environment.

    b. Parking areas shall be screened with landscaping and/or other elements to reduce their visual impact while allowing adequate surveillance of these areas. Chain-link fencing shall not be used.

    c. Building facades which are visible from the public right-of-way shall be designed to enhance their visual interest. Large continuous walls shall be avoided, and building wall articulation or other architectural features shall be used to break up the mass of the building into smaller visual components. Landscaping, building color and texture shall supplement these design features to mask the scale of the building.

    d. Any automobile repair facilities on site shall be adequately screened and hours of operation shall be limited to reduce the potential noise impacts to surrounding residents.

    e. The design of the substation shall be submitted to the Southeastern San Diego Development Committee for their review, and the neighborhood residents shall be invited to participate in the design review process. The final design of the proposed police station shall be further reviewed by the Planning Department for conformance with the Southeastern San Diego Community Plan, Planned District Ordinance and other City ordinances.

    f. The site shall retain its CSR-2-R-1500 and I-1 zoning. Its use shall be restricted to the police station and accessory uses permitted by the underlying zoning. Alternative development and/or use of the site, in conformance with the underlying zoning, shall not require an amendment to this plan.

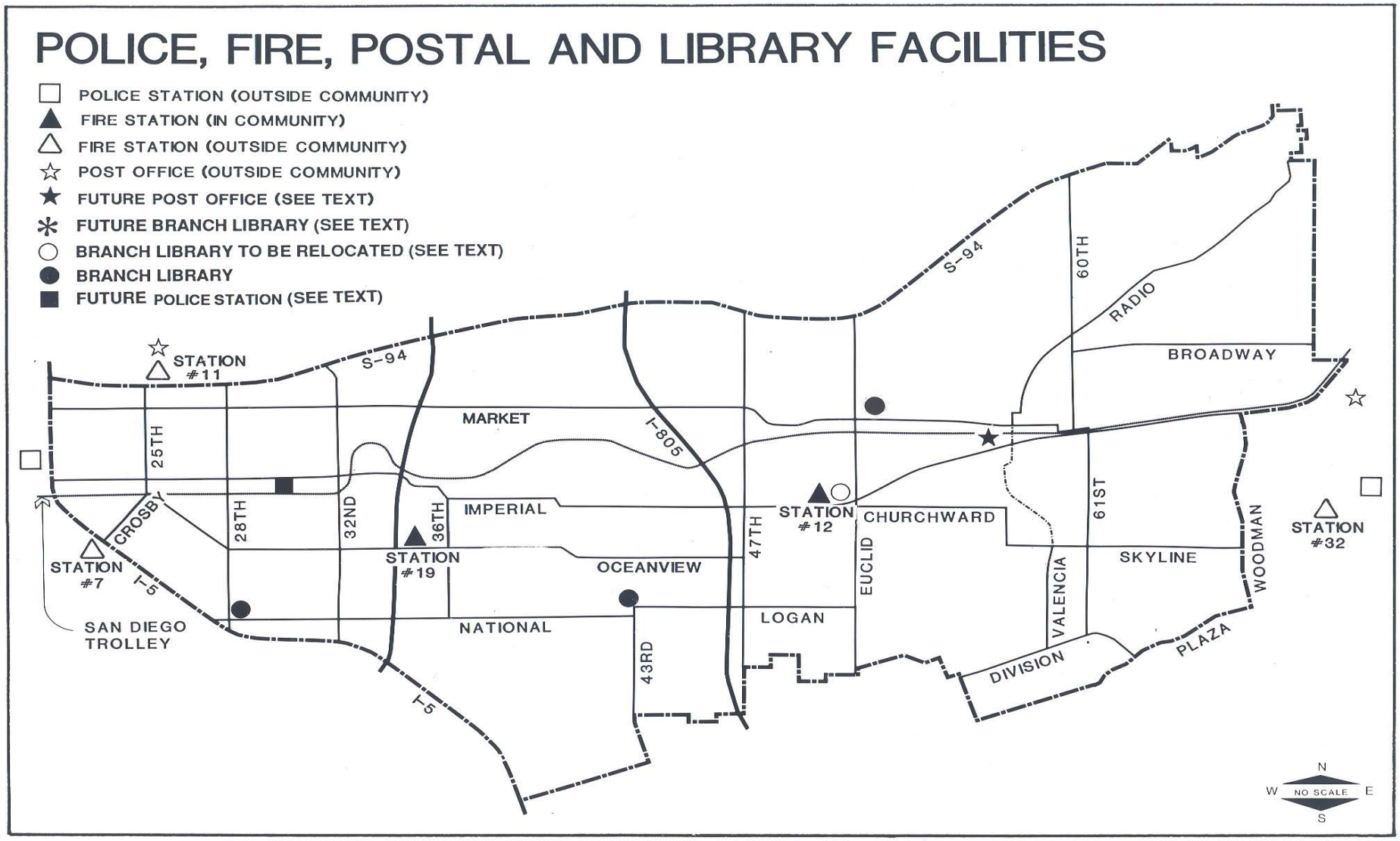
No additional police or fire protection facilities are recommended to be constructed within the community. However, the needs of this area should continue to be monitored and the operations of these support services should be reviewed and adjusted as needed.

POSTAL SERVICE

Postal Service to the eastern subarea of the plan has been a concern to area residents. The community has petitioned lawmakers at the federal level to replace the post office facilities for the 92114 subarea.

The federal government should be called upon to provide an additional post office branch within the eastern subarea, preferably along the San Diego trolley line. The 10-acre parcel known as the "Potter Tract," located between Market Street and Imperial Avenue and west of Merlin Drive, is recommended as a post office site.

The northeast corner of Market Street and 51st Street has also been identified as a potential post office site near the trolley line.



SOUTHEASTERN SAN DIEGO

CITY OF SAN DIEGO · PLANNING DEPARTMENT

FIGURE 23

DRAINAGE/FLOOD CONTROL

Many areas within the Los Chollas Creek drainage system are subject to flooding by the 100-year frequency flood. Flood prone areas lie adjacent to the natural stream bed as well as adjacent to flood control channels built to less than the 100-year storm capacity (Figure 3). Developed areas subject to inundation include:

The west side of Las Chollas between Interstate 5 and Market Street;
South Chollas between Interstate 805 and Market Street;
Euclid Avenue Branch between Market Street and State Highway 94;
Encanto Branch between 60th and 66th Streets and Federal Boulevard to 60th Street.

Except for a section of former Highway 252 right-of-way east of Interstate 5 and the "Potter Tract" on the Encanto Branch, few undeveloped areas lie within the 100-year floodplain.

DRAINAGE/FLOOD OBJECTIVE

1. Protect property from flooding while retaining the natural appearance of drainage areas to the extent feasible.

DRAINAGE/FLOOD RECOMMENDATIONS

1. In undeveloped portions of the drainage basin, flood control should be provided which ensures the safety of structures and active land uses upon development.

2. Flood control in the Chollas system should be accomplished through the use of natural and/or landscaped facilities. The use of concrete channels shall not be permitted.

WATER/SEWER

The major trunk water and sewer lines are in place to serve the entire community. In those portions of the community which still have vacant developable land, sewer and water capacity is available for new development. The only issue affecting water and sewer availability are regional ones, dealing with the ultimate capacity of the Metropolitan Sewer System and the future ability of the region to import an adequate supply of water. These issues are regional in nature and are the domain of the City's General Plan. However, a new major transmission (trunk) water line, the Paradise Mesa Crosstie Pipeline, will substantially improve water pressure to a major portion of the Southeastern San Diego Community Planning Area, especially during the hotter summer months. Furthermore, the pipeline will provide an alternative independent supply of water to Southeastern San Diego from the California Water Authority's Second Aqueduct in the event of a major break in the City's own water supply system.

Because of the age of some developed portions of the community, water and sewer maintenance and replacement is occasionally needed. The Water Utilities Department of the City monitors and maintains the water and sewer system on an ongoing basis. According to the City's 1987 Fiscal Year Budget, the Water Utilities Department budgeted about 6 million dollars annually citywide to cover repair and replacement due to breaks in the cast iron water system. In addition, an allocation of 5 million dollars has been budgeted citywide to cover the replacement

of existing deteriorated concrete sewer mains. A large quantity of these old cast-iron water mains and concrete sewer mains still exist, in varying condition, in the Southeastern San Diego community. The Utilities Department has an ongoing program to replace those old mains in the entire City, averaging at least 1.5 miles per year of replacement and upgrading effort in the Southeastern San Diego community. Additional projects budgeted in the City's Capital Improvement Program for Southeastern San Diego include the replacement of an existing steel water pipeline from Hilltop Drive to the National City limit, paralleling Interstate 805 (scheduled for construction in fiscal year 1988), and the replacement of pumps and the rehabilitation of the building for the water pump station located at 65th Street and Herrick Street.

The Water Utilities Department should continue the routine maintenance and replacement of water and sewer facilities within the community. In addition, capital improvements to the system should be made where warranted.

SOLID WASTE

Solid waste service to the community is adequate for the foreseeable future. Solid waste is collected in the community by the City and deposited in the Miramar Landfill, outside the community. No landfill or refuse deposit location has been or should be proposed within the Southeastern San Diego community.

GAS AND ELECTRIC SERVICES

Gas and electric service to the community is adequate. The San Diego Gas and Electric Company provides energy utility service to the plan area. The company has the generating and line capacity to accommodate present and anticipated development in the community.

Undergrounding of electric lines has taken place in new development in the community and as a part of a citywide program of undergrounding in developed areas. All new development in the Southeastern San Diego community is subject to a requirement to place electric lines underground. In addition, the City and the San Diego Gas and Electric Company have worked together to underground lines in certain parts of the City where development has occurred prior to the new requirements.

Gas and Electric Recommendation

All facilities, including transmission lines, should be undergrounded within the Southeastern San Diego community.

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URBAN DESIGN ELEMENT

Urban design addresses a wide range of issues, including the visual impact of new development, the compatibility of new development with the existing community and the natural landscape, and perceptions of image, identity and character within a community. Other elements within this plan address the location, timing, and sequence of development and facilities. The Urban Design Element is vital to the cohesiveness between the other elements of the plan because it deals with the quality and form that new development will take.

Although Southeastern San Diego is a predominantly urbanized community, several vacant developable tracts are located within the community. The scale and design of new development, as well as redevelopment of existing properties, has the potential to affect the quality of the community to a great extent.

Urban Design Objectives

1. Improve the visual and physical character of the community.

2. Encourage compatibility between new structures and existing neighborhoods.

3. Upgrade the quality of new multi-family residential development.

4. Enhance the community's image through streetscape improvements along major streets and within the neighborhoods.

Urban Design Recommendations

The following urban design guidelines are intended to be applied to all new development and rehabilitation within the Southeastern San Diego community.

RESIDENTIAL GUIDELINES

Scale

- Small courtyard, cluster and row house residences of 10-15 dwelling units are recommended for multi-family residential development.

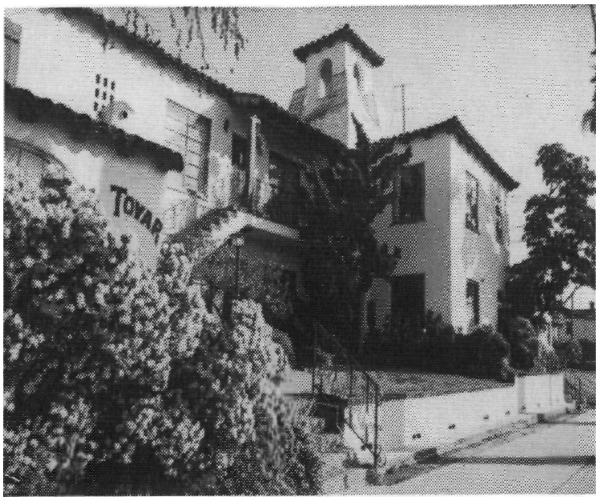
- New multi-family developments should be limited in size. Larger proposals should develop a mix of housing types and incorporate owner-occupied dwellings.

- The transitions and visual relationships between new and older buildings should be harmonious. A conscious effort to achieve balanced and compatibility between new and older buildings is needed. This can be accomplished by repeating existing building lines and surface treatment and by gradual transitions in height, bulk and density. Abrupt differences in scale are to be avoided.

- Where new buildings are larger than existing structures, large surfaces should be articulated and textured to reduce their apparent size and to reflect the pattern of existing buildings.

- Where lot consolidation takes place, special consideration should be given to adjacent parcels to ensure that new development does not visually overwhelm neighboring areas.

- Building bulk should be controlled through the use of ground level and upper level setbacks, facade variation and other architectural features (recessed entryways, porches, balconies, bay windows) which serve to break up building facades into smaller-scale visual components. Long continuous building masses that create a wall effect shall be avoided.



Site and Building Design

In new developments, repetitious use of identical style and type of dwellings should be avoided. Larger projects in particular result in greater visual prominence of development. Using a variety of structures can result in a more interesting appearance, and can also produce a wider range of housing costs.

Use of staggered setbacks, varied building heights, widths, shapes, orientations, and colors should be incorporated. Protected courtyards, verandas, facades and porches are also encouraged to promote building variety.

- New residential development should be integrated with existing street and sidewalk patterns rather than being designed as an enclave or complex apart from the neighborhood. Sidewalks should be provided along at least one side of all private streets and should link in a clear manner to existing pedestrian and bicycle ways.

- Buildings should be oriented toward the public street. Each dwelling should visibly relate to the street. Units hidden on the back portion of the site or behind another building should be avoided. Visible street entrances or street facing courtyards with dwellings entered from the courtyard are encouraged. The same standards should be applied to buildings with alley frontage.

- Locate potentially noisy areas like playgrounds and parking areas away from dwelling units where possible.

- In areas designated as a "Special Character Multi-Family Neighborhoods," tailored design standards should be adopted to limit the size of lot consolidations and to regulate the placement of additional units on a lot in order to maintain the traditional pattern of front and rear units. The tailored standards should also require that the color and design of any new unit(s) added to a lot be complementary to the existing structure(s).

Landscaped Open Areas

- **Common Landscaped Open Areas**. Provide common outdoor areas that are usable in all seasons, including shaded areas for outdoor use in warm months.

- Consider the special needs of each group of the expected residents.

- Provide sidewalks between important shared facilities and to important off-site destinations such as transit stops.

- **Private Landscaped Open Areas.** In addition to common landscaped open areas, private open areas should be provided for each unit. This may be a garden, courtyard, terrace or roof deck.

- When located on ground level, open areas should be screened from public view by landscaping, courtyard walls, or privacy fences.

- On sloping sites, landscaped open areas should be sensitively terraced or provided in decks or balconies.

- The requirements for private usable open areas could be reduced if a project provides some common usable open areas on the site.

- Private open areas should be oriented to receive good sun penetration and provide shaded areas for outdoor use in the warmest months.

Parking Areas for Residential Development

- Off-street parking areas should be designed to minimize their visual impact on the site and surrounding neighborhood. Where appropriate and subject to project review, parking spaces should be incorporated into building design using tuck-under parking for sloping sites.

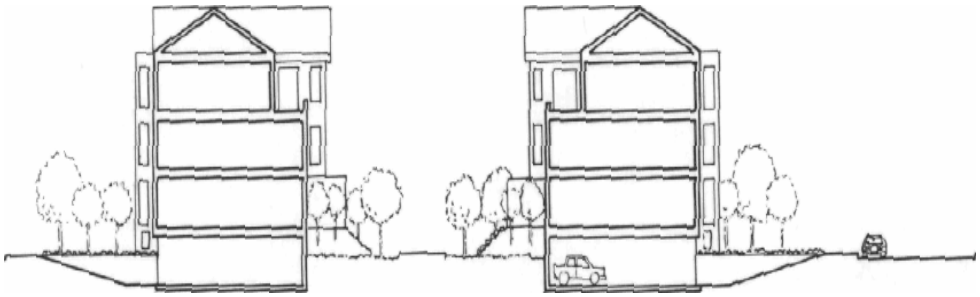
- Parking should be placed in unobtrusive locations to minimize their visual impact. Shrub planting, low walls or trees can be used to partially screen and still allow an opportunity for surveillance.

- Parking areas should be landscaped at regular intervals using planting islands.

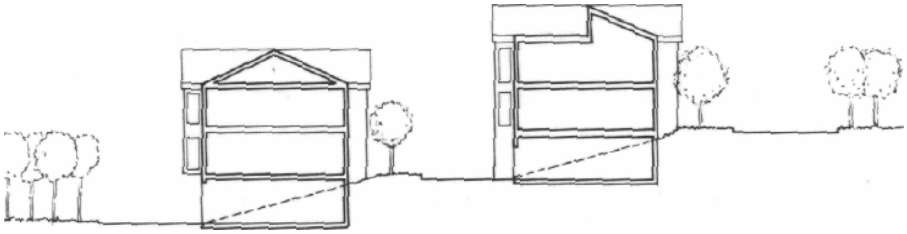
- For multi-family developments, a portion of the parking area should be enclosed by garages, carports or trellises.

- Garages and carports should be designed to relate in design and scale to the residential units and should not significantly block views from the street into the project area.

Use shrub planting, low walls, earth berms, and tree planting to give eye level relief at parking areas.



Tuck-under parking, level site



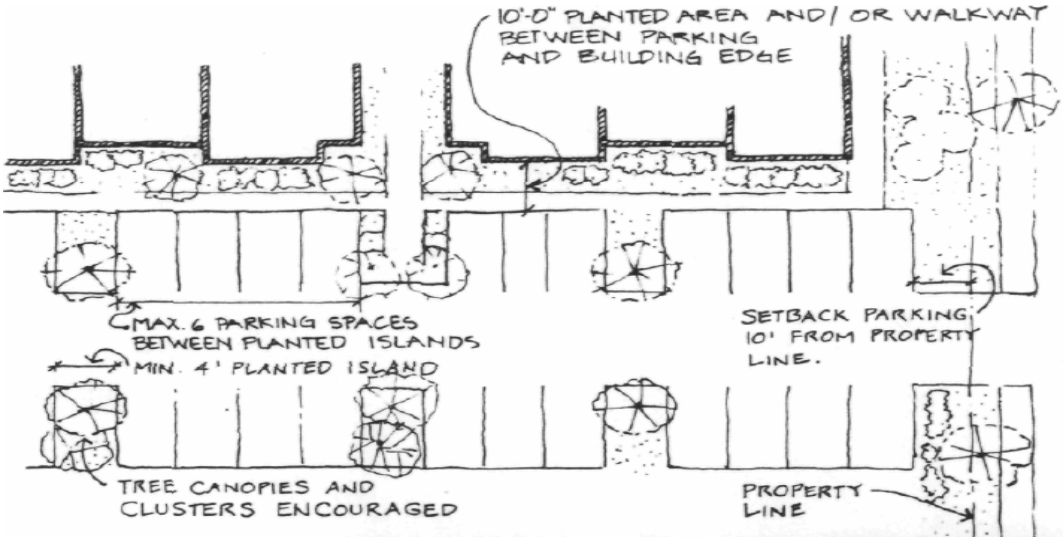
Tuck-under parking, sloping site

- Parking should not be placed between the front of a residential building and the street. Consideration should be given to prohibiting parking in the required front and side yard areas.

- A minimum landscaped and/or walkway area should be provided between all parking areas and the building.

- Trash facilities should be easily accessible and designed to be an integral part of the project.

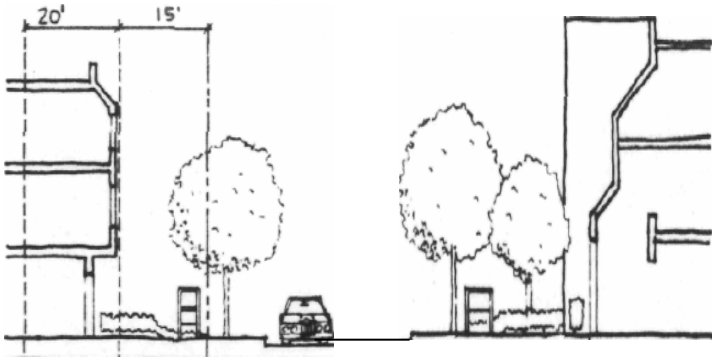
- Consider special areas for bicycle parking.



Provide landscaping in parking/walkway areas.

COMMERCIAL GUIDELINES

- All new community and neighborhood commercial development should be built with appropriate setbacks from the street to maintain a consistent street setback pattern.

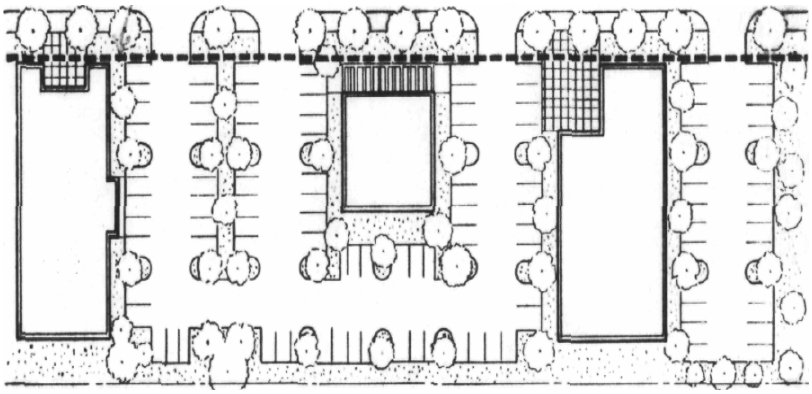


Provide appropriate setbacks.

- Along pedestrian oriented streets where existing buildings are close to the property line, new buildings should be required to be up to or within ten feet of the property line. In these cases, parking should not be allowed between the building and the street, and any parking in the front half of the lot should be set back to allow landscaping.

- If buildings are set back from the property line, this intermittent area between the building and street must be paved and landscaped. Decorative paving may substitute for part of the landscaping requirement.

- The fine grain scale of older shopping streets should be preserved. The new infill development should respect the design of existing structures and contribute to the quality of the area. New development should break up building masses into smaller visual components.



Provide landscaping in parking and setback areas.

- Buildings on shopping streets should develop a transparency with the pedestrian environment of the sidewalk. This will help to avoid blank or solid wall monotony and add to facade variation. Transparency can be accomplished by use of glass or other transparent materials.

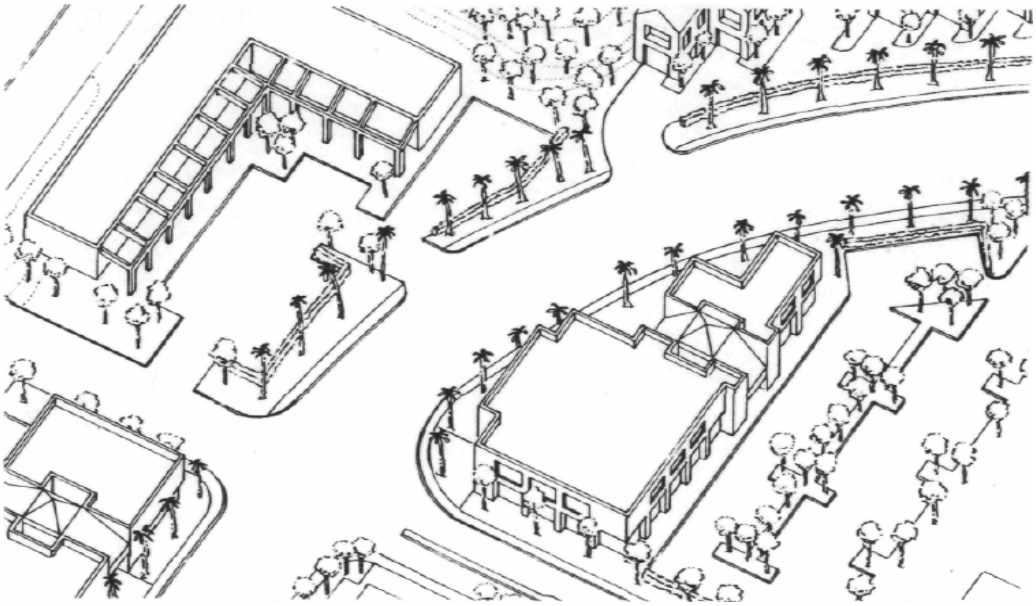
- Streetscape elements including kiosks, walkways, street furniture, street lighting and signage should be used to enhance the appearance and function of commercial developments. These elements should be compatible with the materials, color and design of the structures and should be planned as a unifying element of a commercial area.

- In larger scale or drive-in commercial centers, any walls or fences should be set back from the property line to permit some landscaping between the right-of-way (sidewalk) and the wall or fence.

- Curb cuts should be minimized to increase the opportunities for both landscaping and parking along the street.

- **Urban Plazas. Public squares and broad open areas surrounded by defined physical edges such as buildings, landmarks, and public parks are encouraged in activity areas throughout the Southeastern communities. The purpose of the urban plaza is to improve the pedestrian environment, and to serve as a linkage between major activity areas, as well as to provide quality settings for high use, high capacity activities. Plazas should be designed with a combination of landscape and enhanced hardscape and surrounded by special open space or architectural features. Urban Plazas could be developed at multiple levels to provide a buffer and transition area between conflicting land uses.**

Shopping street transparency



Locate buildings to relate to the streetscape.

INDUSTRIAL GUIDELINES

- New industrial development should recognize that Southeastern San Diego is primarily a residential area. Development should consider views into industrial properties from public streets and neighboring residences.

- Varying building heights and setbacks should be used to define different functions such as offices and warehousing.

- Exterior wall materials that contain integral colors and textures, such as pre-cast concrete, brick, concrete masonry and split-faced block are encouraged.

- Entrances should be provided along street frontages. Continuous, blank walls on the street at the front or street side of the property should be avoided. If long walls are necessary and visible from the street or from adjacent residential areas, some form of visual relief should be provided. This can be accomplished through use of color and/or material changes, applied graphics, or applied architectural elements such as plasters or corbels.

- Loading docks should be located away from front streets or should be designed or screened in such a way as to make them a complementary feature of the building.

- Chain link or other open fencing should be avoided in the front and street side yard or in any situation where an industrial project adjoins residential.

<u>Parking Areas for Commercial and Industrial Development</u>

- Buffer zones should be created between parking areas and the street. These zones can be created by walkways, landscaping or earth berming. Visual buffering should allow a line of sight into the parking area to allow opportunity for surveillance.

- Rows of parking should not be continuous. Landscaping islands should be provided for every eight parking spaces.

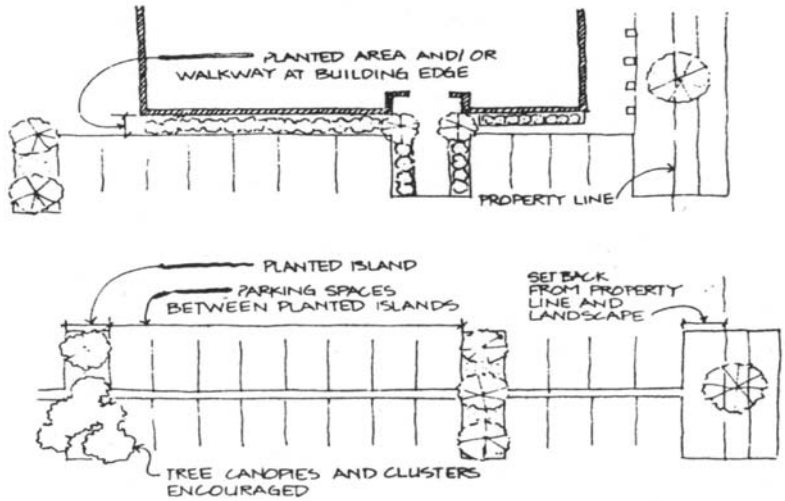
- Smaller parking areas are encouraged (30 cars or less). Parking areas in excess of 30 cars should consist of smaller lots that are interrupted by a planted median at least two parking spaces in width.

- Use of chain-link fencing is discouraged but may be approved on a project by project basis as site safety and surveillance require. Wrought iron fencing is preferred to chain-link fencing.

- Parking should not be placed between the front of a building and the street. Consideration should be given to prohibiting parking in the required front and side yard areas.

- A minimum landscaped and walkway area should be provided between all parking areas and the building.

- Consider special areas for bicycle and carpool parking.



Landscape parking areas

GENERAL GUIDELINES

Pedestrian Activity

- Street should be designed and developed as pleasant places to walk as well as drive. Pedestrian areas should be emphasized through the use of wider sidewalks, benches, pedestrian scale signs, paving materials and landscaping.

Develop pleasant walkways

- Projects should front on the public street and provide identifiable pedestrian access from the street into the project, even in areas where parking lots are located between the street and the project.

- All pedestrian pathways shall have adequate lighting and signing to provide for the safety of the users.

- Pedestrian linkages should be provided as appropriate between public activity areas including schools, libraries, parks and open space areas, shopping areas, and transit stops. Such linkages could be in the form of linear parks, landscaped sidewalks or separate pathways.

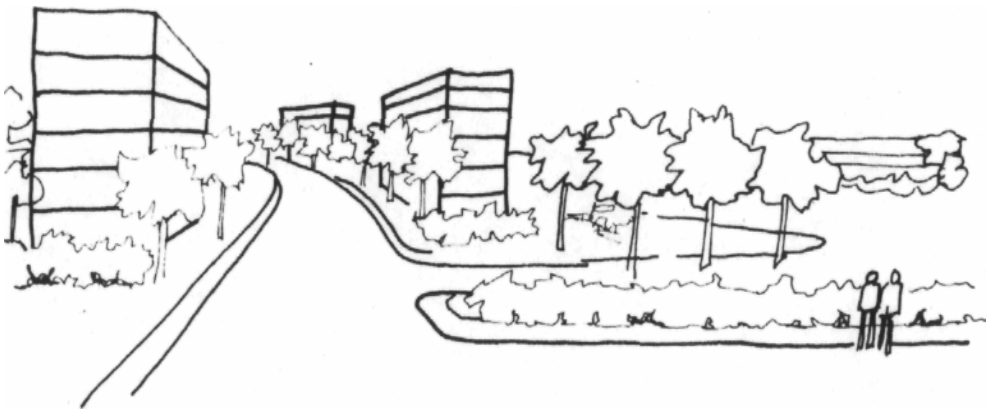
Provide landscaped pedestrian linkages.

Streetscape

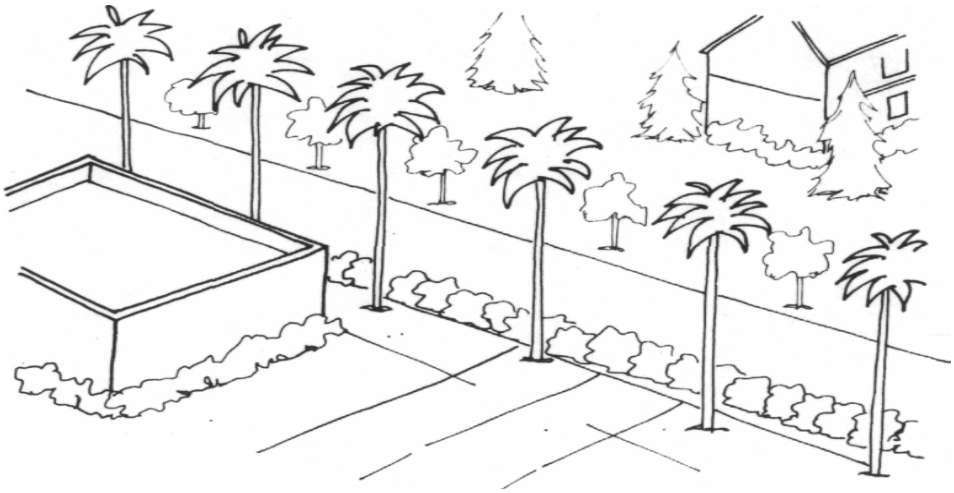
- Landscaping should be used to tie buildings and site developments to existing streets and sidewalks, visually anchoring buildings to the larger environment of the neighborhood.

- A strong sense of edge along public streets and private streets within planned developments should be developed to spatially define streets. This can be accomplished by the arrangement of street trees near the public right-of-way in a linear pattern. In commercial areas, consistent building setbacks also help define the street.

- Landscaping which de-emphasizes turf areas and utilizes native and drought resistant plant materials is encouraged. Street development should provide for trees and shrubs along sidewalks as well as median strips and should utilize native or drought resistant plants where possible. Landscaping should be placed in the median strips of streets wherever feasible.



Use planting masses to tie buildings to streets and sidewalks.



Develop a strong edge along major streets.

- Curb cuts should be minimized to allow more landscaping and parking along the streets.
- Use taller trees or other type of specialized planting program to mark major intersections and to add focus.
- All street widenings and related improvements should have high design standards. The Planning Department should review all CIP projects and a landscape architect should be consulted on an as needed basis to improve the aesthetic quality and cohesiveness of street improvements.

Lighting

- Street lighting should be of different illumination levels to reinforce circulation hierarchy (public roads, private roads, parking areas, pedestrian walkways). Lighting should be designed and located so as to not shine on adjacent properties.

- Where low level lighting is used, fixtures should be placed so that they do not produce glare. Shatter-proof coverings should be used for all low level lighting fixtures.

- In addition to walkway lighting, peripheral lighting should be provided for multi-family developments. Peripheral lighting provides security for surveillance of the units and allows residents and visitors to see into their surroundings and determine if passage through an area is safe.

Signage Standards

- Building mounted signs should not project above the roofline.

- Multiple signages within a development should have a standardized format and design for uniformity.

- Free standing signs should be no more than five feet in height. These signs should be appropriately landscaped and lit.

Screening

- Trash receptacles should be screened. Refuse collection areas should be a solid wall or fence with a minimum height of four feet or the height of the container, whichever height is greater. A six-foot solid wall or fence should be constructed between the container and any adjoining residentially zoned property. Wherever possible, refuse collection areas shall be directly accessible from alleyways. All enclosures should be constructed with finishes and colors that are harmonious to the architectural theme.

- Service areas and loading docks should be screened. These areas should be located so that they do not create visual clutter or problems with vehicular/pedestrian circulation.

- Berms, bushes or fencing should be used to screen parking lots that front roadways. If fencing is used, walls should not be continuous; variation of surface relief, materials or posts at regular intervals should be used. In selective locations, fencing should not be over four feet in height to allow for protective surveillance.

- Rooftop mechanical equipment should be screened to protect existing and future views from hillside developments.

Designing for Defensible Space

The concept of territoriality and defensible space should be considered in designing public and private improvements. This is accomplished without the building of fortresses, and is successful when a potential offender perceives that he is intruding on the domain of another, and that he will be noticed if he intrudes. He is then more likely to be deterred from criminal behavior. The neighborhood watch program successfully uses this premise.

- Buildings and grounds should be designed to be "self-policing" so that residents may participate in its security.
- Smaller scale courtyard developments are encouraged, as they are easier to self-police than large complexes.
- Windows can be positioned to allow residents to easily watch public spaces, parking areas, and entrances to dwellings.
- Common spaces and entryways should be visible from the street, allowing clear vision by neighbors and law enforcement officers.

- For buildings fronting a public street, two means of providing a street entrance are encouraged:

  1. Through a street-facing courtyard, with dwelling units entered from the courtyard.

  2. Through visible street entrances.

  Both configurations have proven to be the best means of providing security to sidewalks and building entrances through natural surveillance opportunities.

- Sidewalks or paths should be located between parking areas and residences, and between the street and residences to allow natural surveillance over the entire path.

- Night lighting along walkways, streets, and at parking lots should be provided by using fixtures that will shape and deflect light into a layer close to the ground. This will place light where it is needed most and reduce interference with windows.

- Parking areas may be buffered from the street with planting while allowing for surveillance if low shrubs and ground covers are used.

- Residences should be separated, by physical barriers or distance, from possible crime generators such as bars, adult entertainment establishments, etc.

- Residences should be separated, by physical barriers or distance, from region serving facilities which generate large volumes of pedestrian and vehicle traffic, such as post offices, regional high schools, major shopping centers, hospitals, health clinics, and community park and recreation centers.

- If security fencing is used, attention should be given to its detailed design. Fencing should be an architectural feature of a project, such as in the use of wrought iron fences integrated into the overall design of the project.

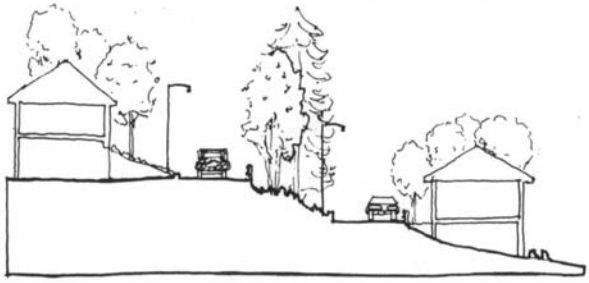
Hillside and Slope Development

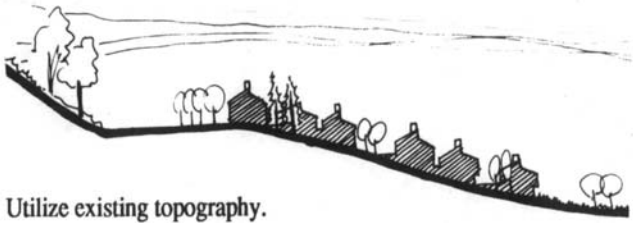
- Southeastern San Diego's natural base of hillsides, canyons, ravines, streams, and vegetation is an important set of assets that should be protected in new development. Site plans should utilize existing topography and preserve existing vegetation, ravines, watercourses and topographic features.

- All slopes greater than 25 percent are recommended for inclusion in the Hillside Review Overlay Zone; these slopes are indicated on Figure 13, page 70.

- Due to the high visibility of sloping sites, views of the slopes from surrounding neighborhoods and public rights-of-way should be given strong consideration. Buildings located near hillside rims should be sited in a staggered arrangement and screened with planting to avoid a "wall" effect. Large expanses of flat areas such as parking lots should be avoided. Multiple small parking lots are preferable.

Sloping sites - Special opportunities for outdoor living spaces.


Step buildings with the slope.


Utilize existing topography.

- The treatment of rooftops should be varied on sloping sites, rather than consisting of extended horizontal lines. Rooflines should be used to emphasize the variety in shape and flowing character of the hillside instead of masking it.

- Structures should be designed to fit into the hillside, complementing the land's natural character, rather than altering the hillside to fit the structure.

- Minimize the need for excessive level areas through the use of multi-level structures and split level roads.

- Sloping sites offer opportunities to create and emphasize unique characteristics such as outdoor decks, roof gardens, bay windows and/or terraces.

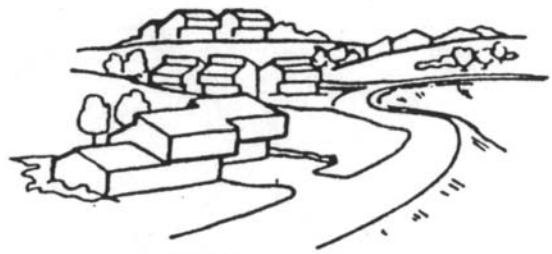
- Buildings should be sited to minimize the requirement for high retaining walls or extensive cut and fill. Structures should minimize the use of continuous footings and follow the natural slope of the land.

- Buildings on sloped sites of ten percent or more should step with the grade at regular intervals.

- Street alignments should follow existing natural contour. Street width should be kept to a minimum to avoid wide graded areas.

- Graded slopes should be shaped to conform to existing landforms. Building site should be graded so that they appear to emerge from the slope. Slopes with a gradient of 25 percent or more should minimize flat areas. If slab-on-grade construction is necessary, building floor elevations should be staggered.

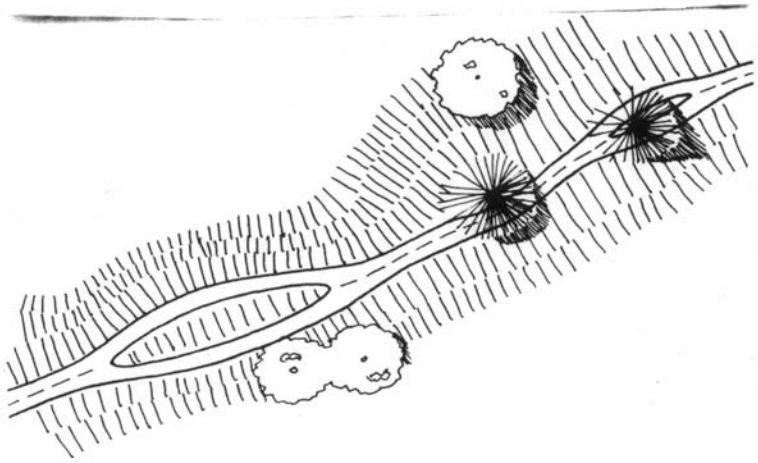
- Site design should not seriously alter surface run-off and water table conditions. It should not impose drainage problems on neighboring properties, nor should it increase the potential for soil erosion.



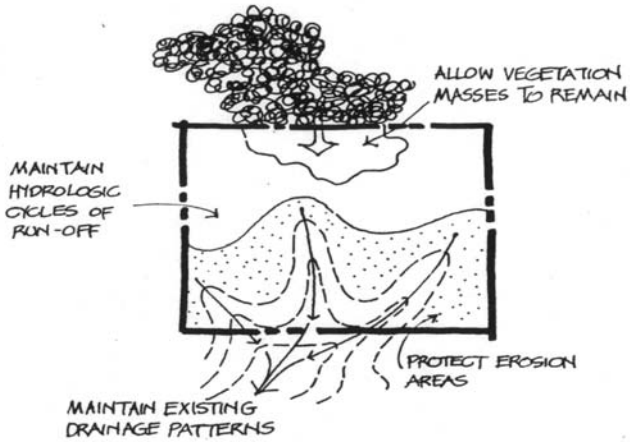
THIS

NOT THIS

Design structures to fit existing slopes.



Align streets to existing contours



Site design should not alter run-off.

- Areas that have been disturbed by construction should be revegetated with drought tolerant plant materials.

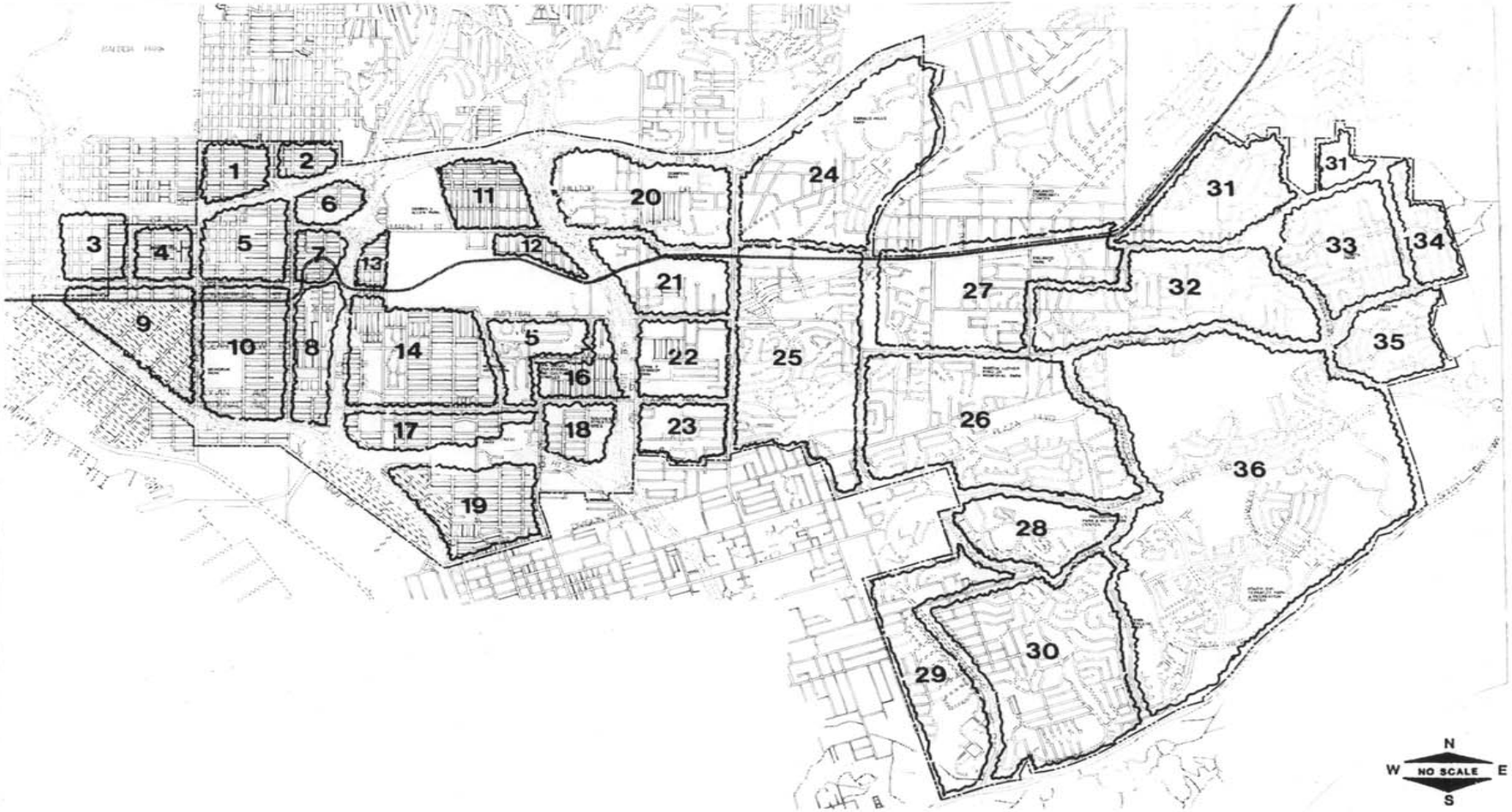
Project First Class Landscape Improvement Program

A comprehensive landscape improvement program for neighborhoods and important street corridors was initiated as part of the Project First Class Urban Design Program. The program was designed as a joint effort between the City and property owners. An investment of $1,200,000 in Project First Class funds has been targeted for planting improvements in centers of community activity, parks and recreation centers, public buildings, and high visibility streets.

The City-funded landscape program is the initial step. It will require the cooperation of private property owners to accomplish a long-range program. Citizens are encouraged to continue the landscape effort with a neighborhood planting program. The establishment of Landscape Maintenance Districts is recommended as a means of funding neighborhood planting. A relatively small tax on property owners has the potential to provide substantial benefits including higher property values as the neighborhood environment appreciates. An alternative to the maintenance district would be owner participation agreements with adjacent owners to assure the maintenance of landscaping placed in the right-of-way.

The Landscape Improvement Program established Planting Guides for neighborhood areas and important street corridors. Two to four tree species have been recommended for each neighborhood or corridor location as a means for developing continuity. There would be variety as one moves through different street corridors and neighborhoods, with the intention of giving individual streets and neighborhoods identity through their tree type. The Neighborhood Area Planting Guide and location map, and the Corridor Planting Guide and location map are shown as Figures 24a and Figures 24b respectively.

PROJECT FIRST CLASS
NEIGHBORHOOD LANDSCAPING PROGRAM



SOUTHEASTERN SAN DIEGO

CITY OF SAN DIEGO · PLANNING DEPARTMENT

FIGURE 24a

NEIGHBORHOOD PLANTING GUIDE

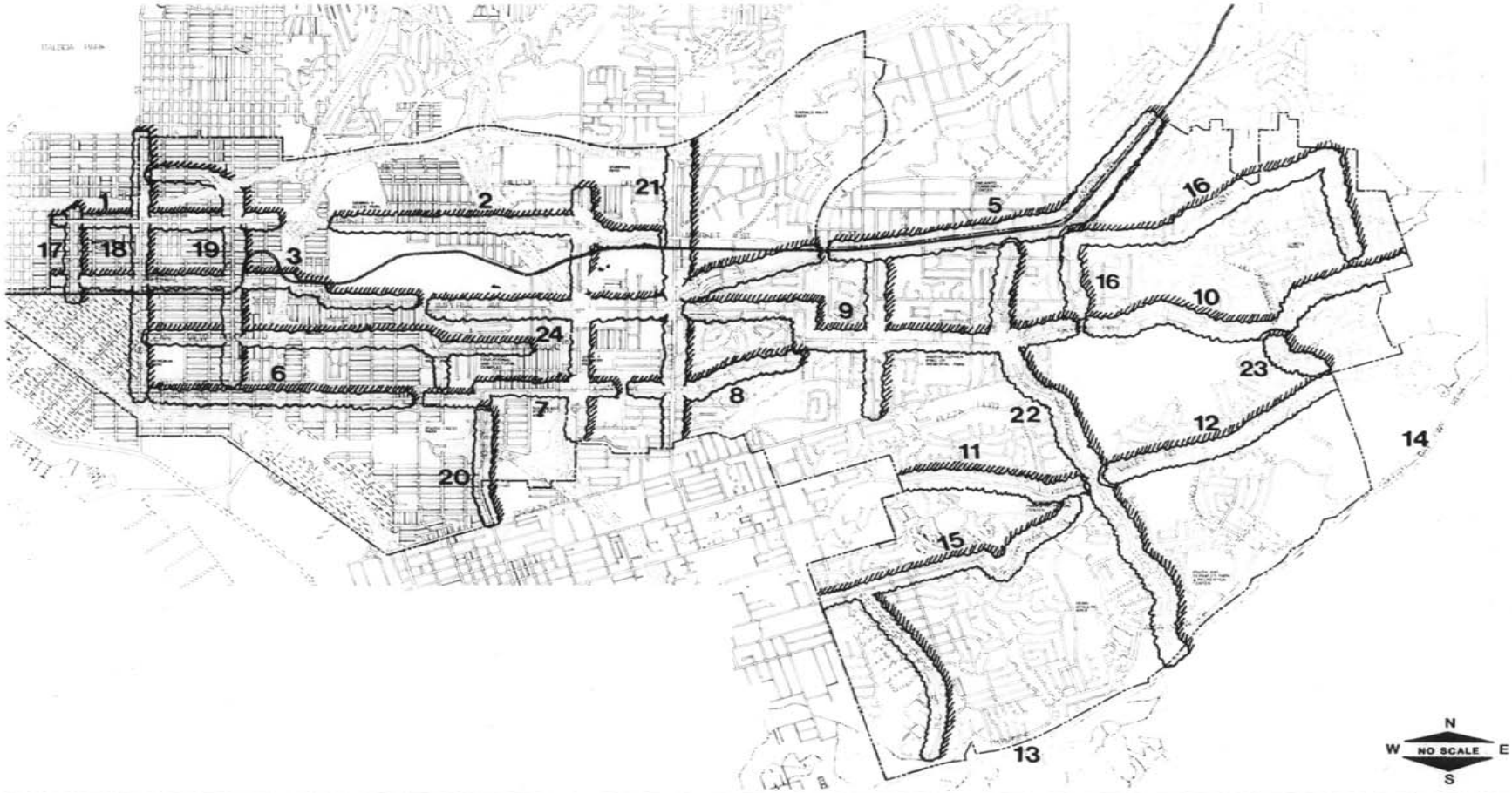
Areas as shown on Figure 24a:

3. Sherman, west of 25th Street
4. Grant Hill
5. Stockton
6. Gateway West
7. Wabash, north of Imperial Avenue
8. Wabash, south of Imperial Avenue
9. Logan
10. Memorial
11. Mt. Hope, north of Market Street
12. and 13. Mt. Hope, south of Market Street
14. Mountain View
15. Shelltown, west of the Educational Cultural Complex
16. Shelltown, east of the Educational Cultural Complex
17. Southcrest. north of Z Street
18. Southcrest, east of 43rd Street
19. Shelltown, south of Gamma Street
20. Morton's Purchase
21. Lincoln North
22. Lincoln
23. Lincoln South
24. Radio Canyon - Emerald Hills
25. and 26. Valencia Park
27. Encanto

A comprehensive landscape improvement program for neighborhoods and important street corridors was initiated as part of the Project First Class Urban Design Program (Gerald Gast,

AIA, Tectonics, Kercheval and Associates, Inc., and G. Eckbo, FASLA 1985). Figure 24a and the above list of neighborhood areas were extracted from that document. As part of the Project First Class Landscape Beautification Program, appropriate plant species for each area should be selected, based on existing site conditions, existing plant materials and based on the existing or desired character of each area.

PROJECT FIRST CLASS CORRIDOR LANDSCAPING PROGRAM



SOUTHEASTERN SAN DIEGO

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FIGURE 24b

CORRIDOR PLANTING GUIDE

Corridors as shown on Figure 24b:

1. Market Street, 24th Street to Route 15
2. Market Street, Route 15 to 47th Street
3. Imperial Avenue, Interstate 5 to 40th Street
4. Imperial Avenue, 40th Street to Merlin
5. Imperial Avenue, Merlin to City Limits
6. National Avenue, 28th to 40th Street
7. National/Logan Avenues, 40th to 49th
8. Logan Avenue, 49th Street to Euclid Avenue
9. Skyline Drive, 58th to 69th Street
10. 25th Street
11. 28th Street
12. 32nd Street
13. 43rd Street
14. Euclid Avenue
15. South Las Chollas Creek edge

A comprehensive landscape improvement program for neighborhoods and important street corridors was initiated as part of the Project First Class Urban Design Program (Gerald Gast, AIA, Tectonics, Kercheval and Associates, Inc., and G. Eckbo, FASLA 1985). Figure 24b and the above list of street corridors were extracted from that document. As part of the Project First Class Landscape Beautification Program, appropriate plant species for each street corridor should be selected, based on existing site conditions, existing plant materials and based on the existing or desired theme or character for each street.

Project First Class Landscape Improvement Program Recommendations

- Increased landscaping treatments should be utilized one outward from parks and one block outward from intersections.

- Freeways, the new transit line, and major drainage channels (especially the South Chollas Creek) should be considered as opportunities for special landscaped corridors.

- Centers of community activity, such as Memorial Park, Mountain View Park, Southeastern Athletic Area, Martin Luther King, Jr. Park, and Valencia Park Elementary School should be given priority for special landscaping programs.

- The following streets should be given the highest priority for the landscaping program:

  - Market Street and Euclid Avenue intersection (Trolley Station area).

  - 47th Street, between Market Street and Imperial Avenue (Trolley Station area).

  - Market Street and 47th Street intersection area.

  - Market Street, between 32nd Street and Interstate 805 (Gateway East and West area).

  - Euclid-Logan Avenue intersection area.

  - 41st Street, between Mountain View Park and National Avenue.

  - Imperial Avenue, Between Merlin Avenue and Woodman Avenue (planted median and on the south side.

- Next priority locations are:

  - Imperial Avenue, between 25th and 32nd Streets.

  - 30th Street, between A Street and Broadway.

  - Broadway, between 28th and 32nd Streets.

  - 32nd Street, between Market Street and National Avenue.

  - 28th Street, between A Street and National Avenue.

  - Imperial-Euclid Avenue intersection area.

  - 25th Street, between Market Street and Commercial Street.

A community nursery is recommended as an element of the Landscape Improvement Program. The nursery would be a source of plant material for community residents to purchase for their homes. It would be managed for community benefit, employ local youth, and enlist volunteer help and retired persons. The nursery could also serve an educational function by developing an arboretum illustrating gardening principles to community members. A joint project with the Park and Recreation Department should be considered. The Department already maintains a large nursery and could administer a community self-serve project, perhaps as a pilot to be used in other areas.

Creeks and Drainage Areas Development

Southeastern San Diego's creeks and related drainage areas are an important open area linkage that connects the community from the inland canyons and hillsides to San Diego Bay. Chollas and Puleta Creeks if carefully designed can provide the Southeastern community with a unique linkage system not available to any other community in San Diego.

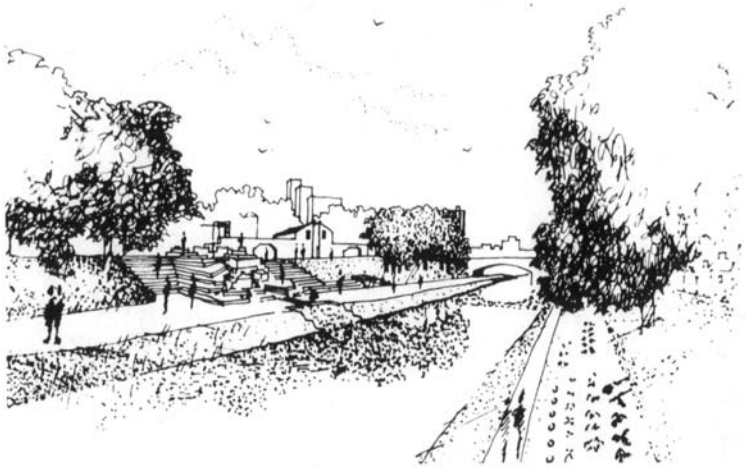
Design creativity should be exercised in the development and redevelopment of the sites adjacent to these creek areas. The following guidelines are devised to provide direction to the design of projects in and adjacent to the creeks. All sites within or adjacent to creek areas should be subject to discretionary review.

Two conditions exist relative to creek development. Some sections of the creek system are still in a natural or naturalized state. The naturalized condition is represented by natural floodplains and/or channelized riprap and earthen slopes. Other sections of the creek system are no longer natural, and should be considered urbanized. The urbanized condition is represented by narrow channels with concrete sides and soft or hard bottom, different sets of standards have to be devised to address these two very different conditions.

Natural Creek Areas:

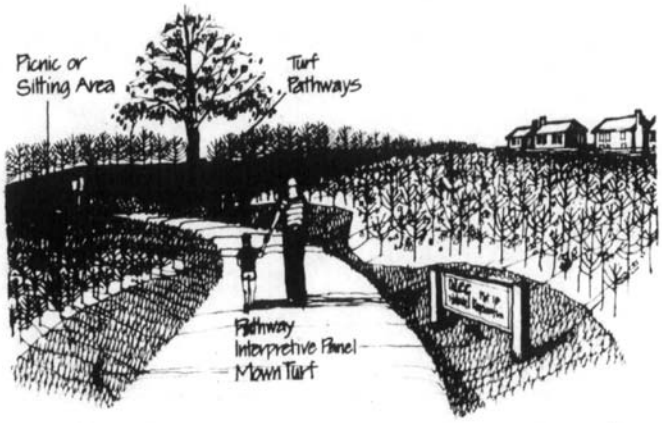
- Development should be oriented to use the creek areas as the project's park-like frontage, and not turn its back on it. The creek should be used as a positive park-like feature of the project.

- The creek area should be maintained or rehabilitated to its natural environmental quality, as much as feasible. Any channelization should be of a naturalized form, with stone and undulating earthen sloped edges.



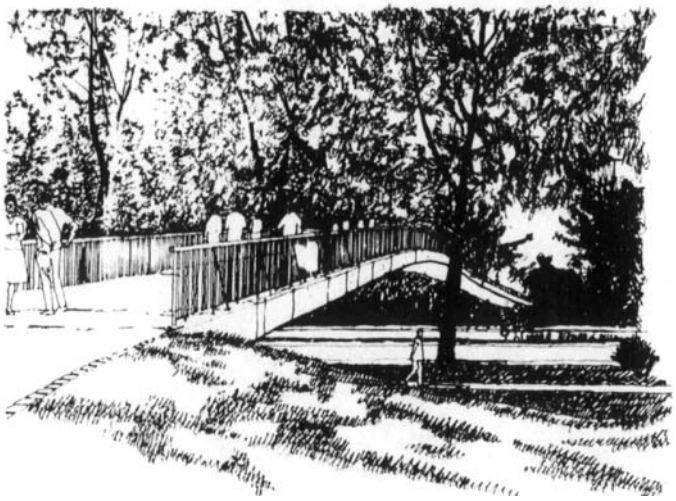
- Sufficient setbacks should be provided in order to allow for future use of the creek's edge as park-like linkages for the pedestrian and bicycles.

- Off-street parking should not be located on the creek setback, and should be sited so that landscaping can be provided between the parking area and the creek's edge.

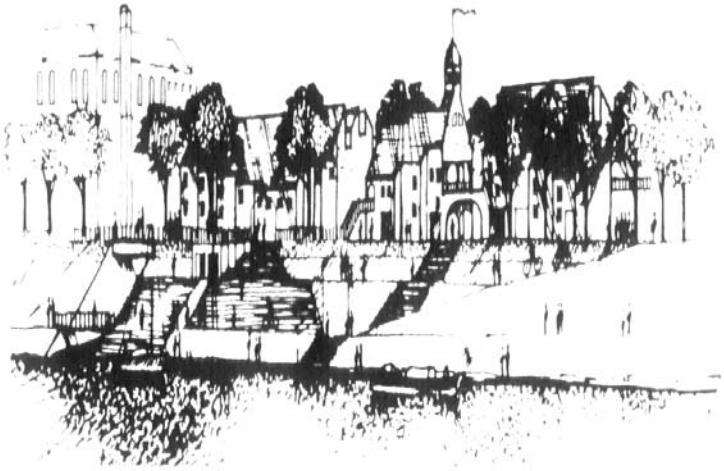


- Landscaping along the creek should use plant species that are typical of wetland/creek environments. Other project landscaping and architectural treatment should contribute to an overall enhancement of the creek's park-like corridor.

- Fencing should be carefully considered for its safety as well as visual qualities. Chain-link fencing is not appropriate from a visual standpoint. Chain-link fencing, if used, should be carefully designed with wood frames and vinyl coating. High fences should be strategically located to make them appear lower than they are, in order to maintain a human scale to the creek's edge. Wrought iron, open wood, open concrete block, and other types of specially designed fences are appropriate.



Urban Creek Areas:



- Development should view these channel areas as sculptural hardscape elements. Their design should emphasize undulating organic or jagged walled surfaces, create patterned paved surfaces, and provide designs that are multi-functional hydrologically and recreationally. Such additional recreational uses could include such activities as skating areas, competition track areas,

spectator seating, small amphitheaters, etc. These high activity uses should be limited to locations adjacent to parks or high activity development areas (commercial/industrial). Locations adjacent to residential uses should be designed as passive sculptural areas for the visual enjoyment of adjacent neighbors.

- Vegetation areas should be used to set off the man-made sculptural elements, as in a sculpture garden.

- Minimal setbacks from the edge of the channel should be observed. These setbacks should be based on safety factors. The setbacks should be designed as lineages in and adjacent to high activity areas.

- Off-street parking should not be allowed to encroach on setback areas. Parking areas should be located with the widest axis of the parking lot perpendicular to the channel to reduce the amount of parking area fronting on the channel.

- Landscaping along the channel should include plant species that are typical of wetland creek environments, or are native drought-resistant, depending on their location within the project and proximity to creek water areas. All project landscaping should be designed in a manner that contributes to the overall enhancement of the channel as a sculptural form within a park-like environment.

- Fencing should be considered for its safety as well as visual qualities. All walls or fencing should be designed as an integral element of the channel's sculptural design. The closer a wall or fence is to the channel, the more the fence or wall needs to be incorporated into the channel form.

NEIGHBORHOOD ELEMENT

WEST SECTOR	*CENTRAL SECTOR*	*EAST SECTOR*
Sherman Heights	*Mount Hope*	*Broadway heights*
Grant Hill	*Mountain View*	*Emerald Hills*
Logan Heights	*Southcrest*	*Encanto*
Stockton	*Shelltown*	*Valencia park*
Memorial	*Chollas View*	*South Encanto*
	Lincoln Park	*Alta Vista*

NEIGHBORHOOD ELEMENT

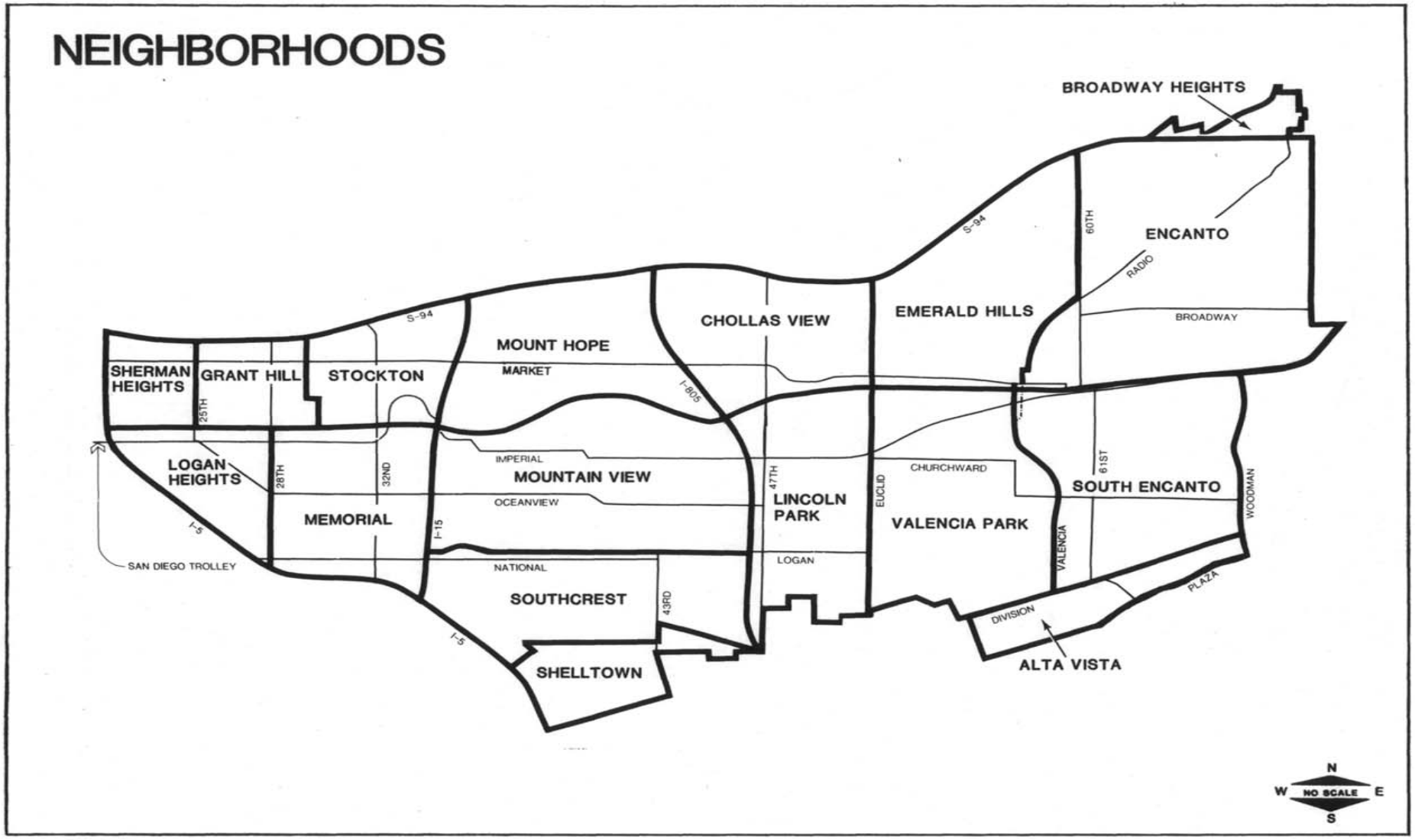
INTRODUCTION

Southeastern San Diego is one of the oldest communities in the City of San Diego. The plan area encompasses approximately 7,100 acres and houses over 79,000 residents. It includes a number of distinct neighborhoods with contrasting needs and existing conditions.

In view of this diversity, the Southeastern San Diego community planning area has been divided into seventeen neighborhoods that will be discussed individually in the Neighborhood Element. This element is intended to summarize the problems and issues of the neighborhoods, and to provide detailed information and recommendations for future development.

In effect the Southeastern San Diego community is a cluster of several neighborhoods. As population has increased and development spread, the community's boundaries have shifted and neighborhoods have relinquished their individual names for the more general term, Southeastern San Diego. The purpose of the Neighborhood Element is to identify the history, existing development and character of the neighborhoods of Southeastern San Diego in an effort to establish the heritage, architectural character, areas in need of preservation, and areas intended for growth.

The neighborhoods are addressed here in western, central, and eastern subareas to provide a regional perspective.



SOUTHEASTERN SAN DIEGO

CITY OF SAN DIEGO · PLANNING DEPARTMENT

FIGURE 25

WEST SECTOR

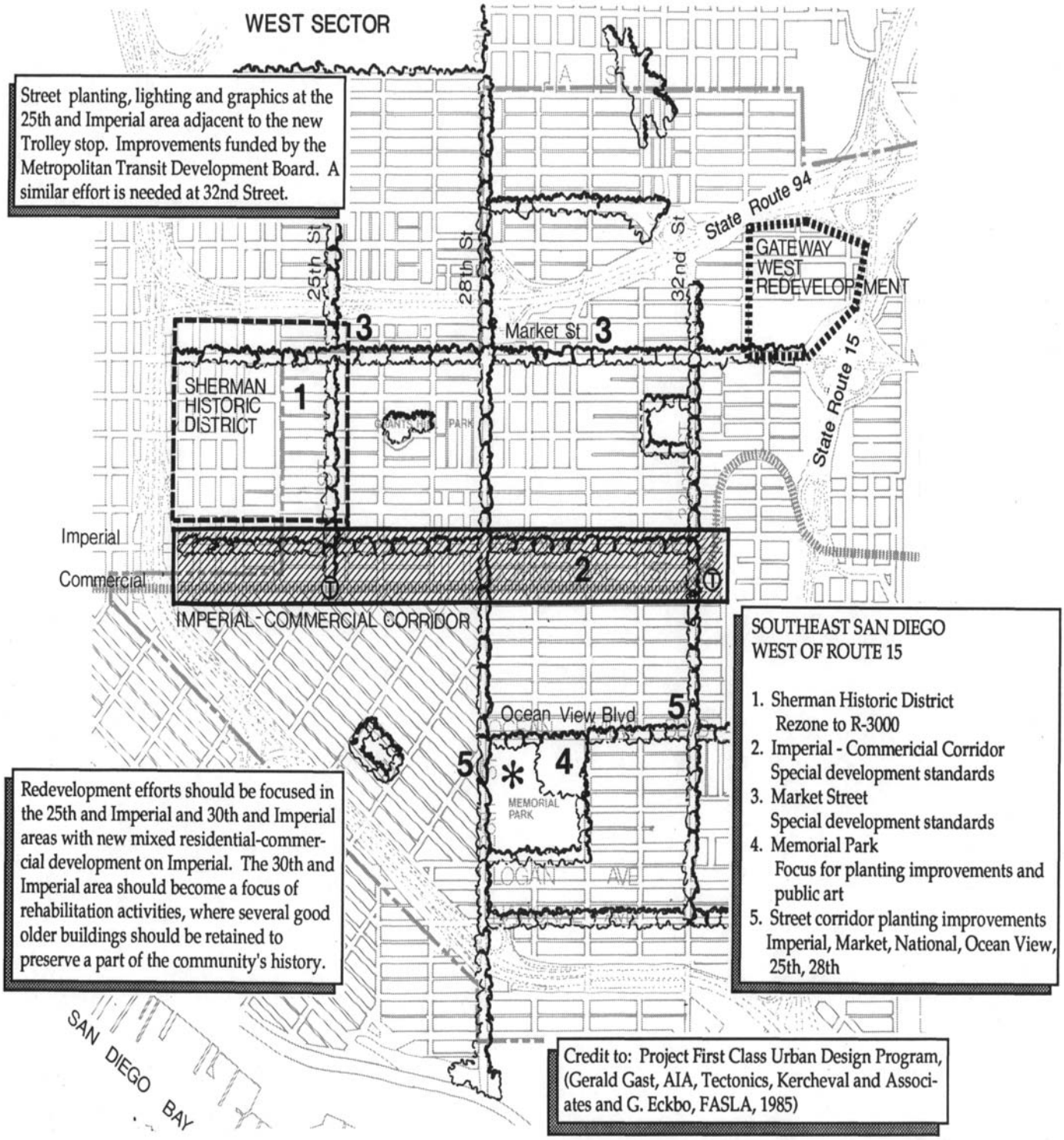
WEST OF STATE ROUTE 15

Sherman Heights, Logan Heights, Grant Hill, Stockton, Memorial.

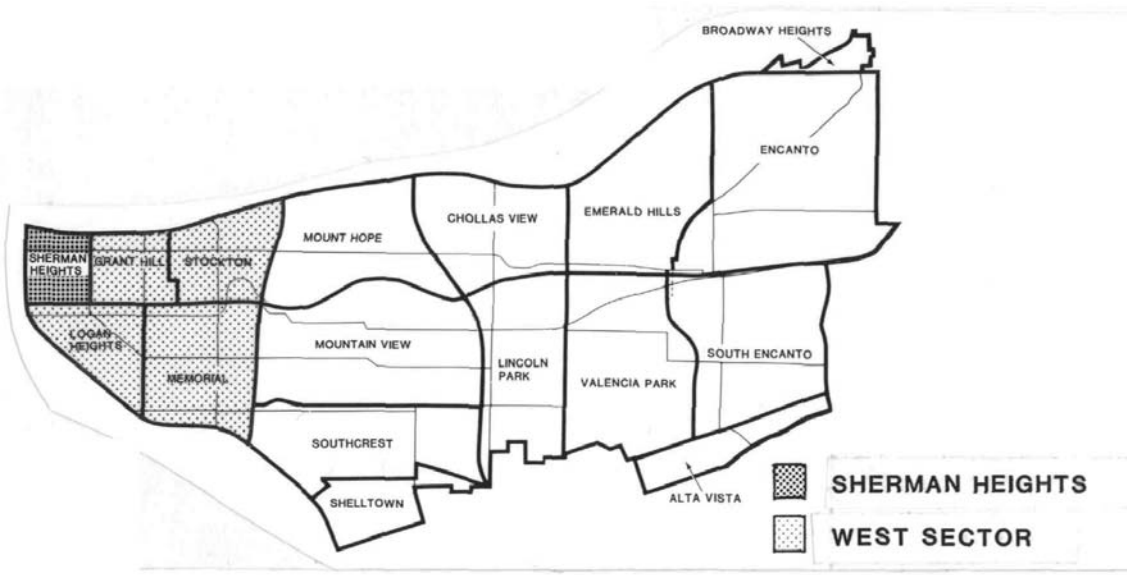
These neighborhoods are rich in history and architectural character. Many locations have spectacular views to downtown San Diego, the bay and mountains. Conservation of neighborhood character and new infill development need to be combined as the key to the area's future.

Typical homes, Sherman Neighborhood

Logan Neighborhood, view toward Downtown San Diego


WEST SECTOR
Street planting, lighting and graphics at the 25th and Imperial area adjacent to the new Trolley stop. Improvements funded by the Metropolitan Transit Development Board. A similar effort is needed at 32nd Street.
25th St
28th St
32nd St
State Route 94
GATEWAY WEST REDEVELOPMENT
Market St
3
3
SHERMAN HISTORIC DISTRICT
1
State Route 15
Imperial
Commercial
2
IMPERIAL-COMMERCIAL CORRIDOR
Ocean View Blvd
5
5
4
MEMORIAL PARK
LOGAN AVE
SAN DIEGO BAY
Redevelopment efforts should be focused in the 25th and Imperial and 30th and Imperial areas with new mixed residential-commercial development on Imperial. The 30th and Imperial area should become a focus of rehabilitation activities, where several good older buildings should be retained to preserve a part of the community's history.
SOUTHEAST SAN DIEGO
WEST OF ROUTE 15
1. Sherman Historic District
Rezone to R-3000
2. Imperial - Commericial Corridor
Special development standards
3. Market Street
Special development standards
4. Memorial Park
Focus for planting improvements and public art
5. Street corridor planting improvements
Imperial, Market, National, Ocean View, 25th, 28th
Credit to: Project First Class Urban Design Program, (Gerald Gast, AIA, Tectonics, Kercheval and Associates and G. Eckbo, FASLA, 1985)

THE NEIGHBORHOOD OF SHERMAN HEIGHTS



Setting

Sherman Heights is situated on approximately 140 acres in the northwestern corner of Southeastern San Diego. It is bounded on the north by Highway 94, on the south by Imperial Avenue, on the east by 25th Street, and the west by Interstate 5.

Sherman Heights is one of the oldest neighborhoods in San Diego. Captain Matthew Sherman, the Mayor of San Diego 1891-1893, and his wife, Augusta, a teacher in Old Town, purchased a 160-acre tract from the City Trustees for 50 cents an acre. Listed as Sherman's Addition, it was also appropriately called Sherman Heights due to its elevation. The area was bounded by Market Street on the north, Commercial Street on the south, 15th Street on the west, and 24th Street on the east. A San Diego Union reporter wrote in 1872, "The location is salubrious and commands a magnificent view."

The Shermans built their first home in New Town in 1868. The structure was moved in 1905 to its present site at 418-22 19th Street. In 1869, the Shermans began to subdivide their land. Land was selling so fast that the City Trustees dedicated land for public use; a 200-acre cemetery tract, named Mount Hope by Augusta Sherman, and a 1,400-acre City park, known today as Balboa Park.

During the 1880s, San Diego's boom years, Sherman Heights was one of the City's most prestigious neighborhoods. The Villa Montezuma, a National Register Historical Landmark, was built at this time. Today it is a valuable community resource operated by the San Diego Historical Society.

Sherman Heights remained a stable middle-class neighborhood through the early 1940s. Many homes of that period still remain.

Existing Land Uses

The majority of land in Sherman Heights is developed residentially. Other land uses include commercial and industrial uses along Imperial Avenue, a scattering of churches, two schools, and a mini-park.

Existing land uses as of 1986 are summarized in the Table below and are illustrated on Figure 26.

Existing Land Uses (1986)	
Type of Use	Percent
Residential	
Low-Medium Density (10-15 du/ac)	50%
Medium Density (15-30 du/ac)	25%
Commercial	5%
Industrial	4%
Institutional	15%
Parks	1%
	100%

Residential

The residential area has developed with a wide range of densities and styles. The majority of the lots are 50 feet by 140 feet (originally 25 feet wide) and contain single-family and duplex units. Many lots have been consolidated and developed with multi-family apartments.

The residential area has developed with a variety of densities, ranging up to 25 units acre. A few single-family homes have remained along Imperial Avenue, where industrial commercial uses have also developed.

Many of the homes of Sherman Heights date back to the 1800s and early 1900s. They represent a progression of architectural styles illustrating the architectural, social and economic development of the community and the City. The Victorian styles (1860-1910), including Folk Victorian, Queen Anne and Stick, comprise approximately 35 percent of the structures. The post-Victorian styles (1900-1940), including Prairie, Craftsman, Bungalow, Spanish Colonial Revival and the most dominant style, Neoclassical, comprise approximately 65 percent of the structures.

The Sherman House and Villa Montezuma mentioned above are perhaps the most notable, but many other structures are of interest, including some fine Irving Gill buildings. Approximately 70 percent of the structures in the Sherman Heights neighborhood have been identified as contributing to a possible Historic District.

Commercial

Commercial uses along Market Street include a real estate office, a beauty shop, an auto repair shop, a liquor store, a laundry and two fast food establishments. Along Imperial Avenue, commercial uses include a fast food establishment, a restaurant and bar, a mattress company, a fish market, and an auto repair shop.

Industrial

A variety of industrial uses have developed along the north side of Imperial Avenue including an electrical contractor's storage yard, a junk yard, a spring and brake shop, a truck body repair facility, and an auto repair shop.

Schools

The neighborhood has two schools, one private and one public. A private school is located on the north side of Market Street between 23rd Street and 24th Street. Sherman Elementary School covers the entire block between Island Street and "K" Street and 23rd Street and 24th Street. Our Lady of Angels Catholic Church and school is also located in this neighborhood at Market Street and 24th Street.

Sherman Heights Objectives

1. Protect, preserve and enhance buildings and structures of architectural and historical significance which help to define the cultural and developmental character of the neighborhood.

2. Improve the appearance of 25th Street, Imperial Avenue, and Market Street and encourage multiple uses (commercial and residential) along the north side of Imperial Avenue and both sides of Market Street.

3. Redevelop the light industrial uses along the north side of Imperial Avenue.

4. Retain viable commercial businesses along Market Street and the northern part of 25th Street, encouraging rehabilitation.

5. Protect the adjoining residential areas from potential adverse impacts from industrial developments and commercial uses.

6. Assure that infill residential development, when it occurs, complements the historic and architectural character of the neighborhood.

Sherman Heights Recommendations

A. Establish an historic district for the Sherman Heights neighborhood, including the east side of 25th Street in Grant Hill, up to the alley. Several associated actions are identified below.

1. Perform an historical survey to identify significant historical structures.

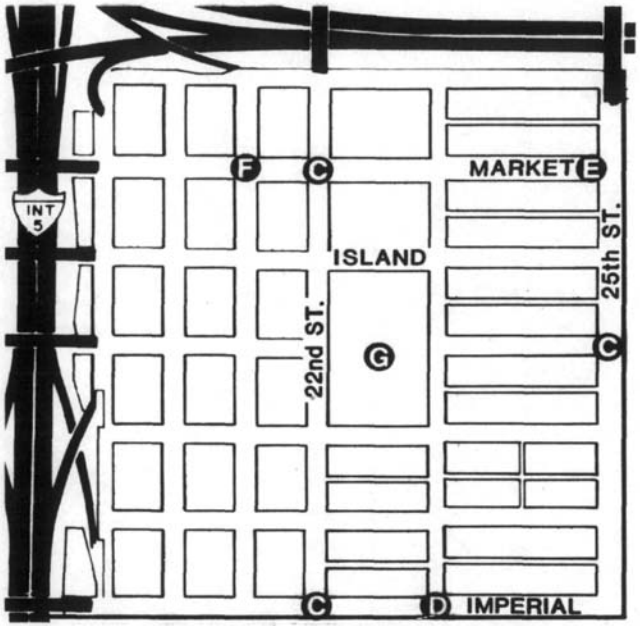
2. Rezone the residential-zoned properties from the existing R-1000 Zone (45 du/ac) to R-3000 (15 du/ac) or a similar zone unless otherwise specified after historic district designation.

3. Prohibit the demolition or moving of historically significant buildings.

4. Focus Housing Commission programs to assist rehabilitation activities provided they maintain architectural integrity of buildings.

5. Require that all actions associated with new development affecting historically or architecturally significant structures be subject to discretionary review by the Planning Department.

6. Lot consolidations should not be permitted for new development that would replace Historic District contributing structures.



RECOMMENDATIONS MAP

GENERAL RECOMMENDATIONS

A. Establish an Historic District.

B. Maintain a strong code enforcement effort.

7. Infill development should respect the scale, character and rhythm of the existing area. Furthermore, lot consolidation should be discouraged.

8. All new development in the area should be subject to discretionary review (Planning Director, Historical Site Board, etc.) as part of the historic district designation.

9. The low-medium density (10-15 dwelling units per net acre, MF-3000 Zone) multi-family portion of the neighborhood should be identified as a "Special Character

Multi-Family Neighborhood" that would be protected with development standards recommended by the Urban Design Element.

B. Maintain a strong code enforcement effort to improve property, particularly west of 23rd Street.

Public health, building, and zoning code enforcement efforts must be continued to control illegal living units, occupancy of unsafe structures, and illegal land uses.

C. Add landscaping to improve the appearance of 25th Street, Imperial Avenue, and Market Street.

D. Rezone the north side of Imperial Avenue from the existing M-l Zone to a multiple-use commercial and residential zone.

Development regulations along Imperial Avenue should include adequate buffers for adjoining residential properties to the north and should promote the preservation of historically significant structures. Residential densities should not exceed 15 units per acre.

Rezone the north side of Imperial Avenue from the existing M-l Zone to a multiple use zone that would permit commercial and residential uses at up to 15 units per net acre. Limited industrial uses should also be permitted, such as assembly, storage and crafts if these uses do not involve the use of toxic chemicals and are compatible with the historic context of the district.

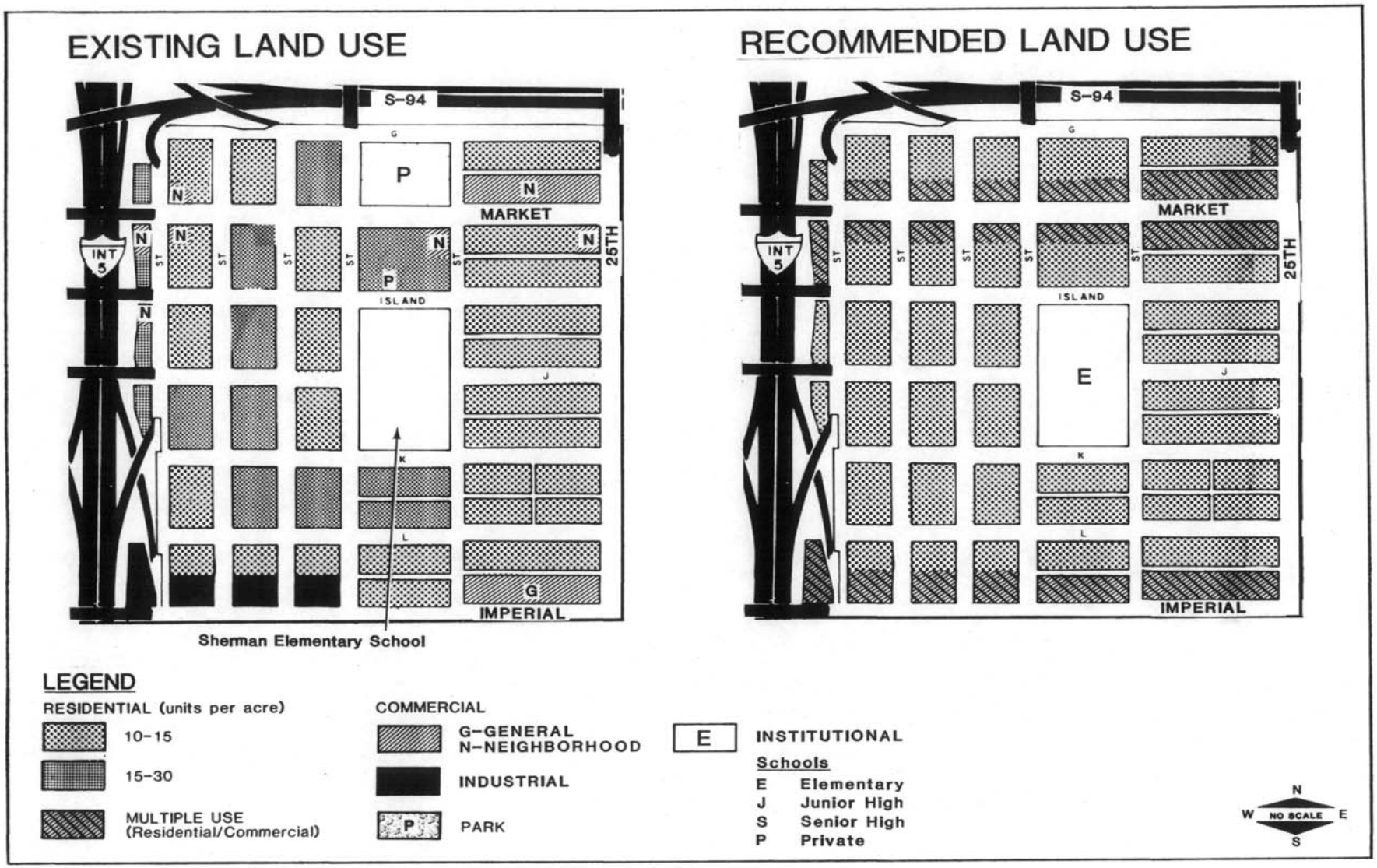
E. Designate and zone the lots fronting on Market Street, one block west of 25th Street, and the northern portion of 25th Street for general commercial uses, while still allowing relatively low residential densities of up to 15 units per net acre.

The development standards for this area should require that parking be placed to the rear or sides of buildings with the buildings near the street to preserve the pedestrian orientation of these blocks. If residential development occurs rather than commercial, it should be of a similar density, scale and style of surrounding development.

F. Designate and zone the lots along Market Street between Interstate 5 and 24th Street for general commercial uses, permitting residential development at up to 15 units per net acre.

The development standards for this portion of Market Street should be flexible to allow more auto-oriented development patterns, permitting parking in the front of the lot, between the building and the street.

G. Rezone the Sherman Elementary School site to the Institutional Overlay Zone. This site should only be developed with compatible private development after it has been determined that it is not needed for use as a public facility through the Institutional Overlay Zone review process. Where it is determined that residential use is appropriate for the site, the site should be developed at 10-15 units per acre to reflect the surrounding uses.



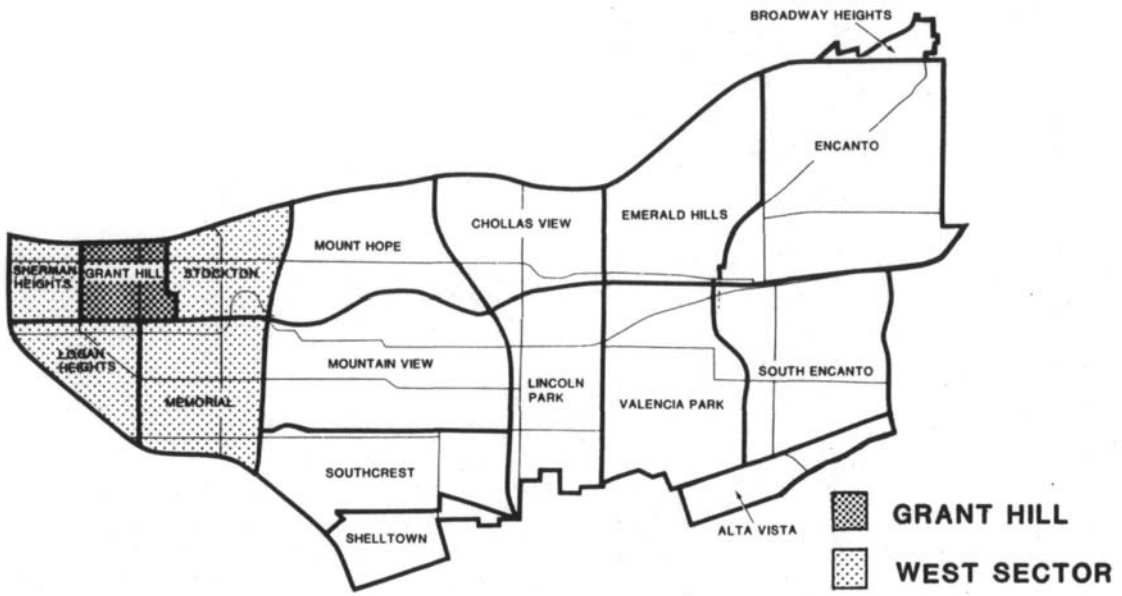
SHERMAN HEIGHTS

SOUTHEASTERN SAN DIEGO

CITY OF SAN DIEGO · PLANNING DEPARTMENT

FIGURE 26

THE NEIGHBORHOOD OF GRANT HILL



Setting

Grant Hill is situated on approximately 193 acres in the northwestern portion of Southeastern San Diego. It is bounded on the north by State Route 94, on the south by Imperial Avenue, on the east by 30th Street, and on the west by 25th Street. The neighborhood is separated from the surrounding areas by a strip of high density residential to the west, community serving commercial on the north, and both residential and commercial on the south.

In the 1880s Logan Heights became a significant subdivision in San Diego, and during the great boom of that period, was the location of many beautiful homes. In 1905, the Logan Heights Improvement Association named the major streets in this subdivision for Civil War generals: Logan, Kearny, Julian, Irving, Harrison and Grant. General Ulysses S. Grant received the additional honor of being the namesake of one of San Diego's most panoramic views - Grant Hill. The area is diverse in topographic features including steep and rolling hills and abrupt undeveloped canyons. Many locations have spectacular views to downtown San Diego, the bay and mountains to the west.

About 75 percent of Grant Hill has been developed for residential use, with nearly half of the neighborhood consisting of one home on one lot. Another third of the lots are developed as multi-family housing, containing two dwelling units per lot or more. The highest densities are predominant along "G" Street, and along 25th Street in the form of apartments. Three thousand five hundred (3,500) people reside in Grant Hill, with an overall density of about 11 dwelling units per acre.

Many of the homes of Grant Hill, particularly those along 25th Street, date back to the early 1900s with a variety of architectural styles including Neoclassic-Rowhouse (1895-1915), San Francisco Stick (1870-1890), Queen Ann Cottage (1883-1890s), and Craftsman Bungalow

(1905-1925, 1910-1925). The historically significant structures tend to be in the areas of highest elevation, toward Grant Hill Park and along 25th Street. There are numerous blocks with well-maintained homes deserving of preservation throughout Grant Hill.

The significant feature of this neighborhood is the 2.6-acre Grant Hill Park with its panoramic view of the City and surrounding areas. The neighborhood park is located in the northwestern quarter of the neighborhood, north of "J" Street between 26th and 27th Streets.

Another landmark for Grant Hill is San Diego Physicians and Surgeons Hospital, located at 446 26th Street which is south of Island Avenue between 25th and 26th Streets and west of Grant Hill Park. The facility began in 1972 as an acute hospital with 78 beds. In 1979, another 78 beds were added. This is the only acute care facility in Southeastern San Diego. In 1982, the Comprehensive Health Center was constructed as a medical clinic providing outpatient services. During 1985, plans were being made to construct a medical office building as a part of the hospital complex.

Market Street, which runs east/west through the northern portion of the neighborhood, Imperial Avenue, which forms the southern boundary for the neighborhood, and 25th Street which constitutes the western boundary, are the major streets serving Grant Hill.

A well traveled point in the neighborhood is the intersection of Market Street and 25th Street, where community and neighborhood serving uses can be found. Two eating establishments, a distribution commercial use, and a liquor store occupy this busy location. The 25th Street bridge over State Highway 94 serves as a link between Golden Hill and Southeastern San Diego. In crossing into Golden Hill a variety of services are available including a grocery store, eating establishments, and other commercial uses. This intersection is highly visible due to this elevation and from traffic volume from Golden Hill and cars on their way to State Highway 94.

Several existing residential structures have been converted to professional offices along 25th Street. The presence of nearby downtown San Diego and Golden Hill contributes to business activity along the 25th Street and Market Street commercial strips.

Along Market Street, a variety of distribution-type retail goods and services have developed over the years, as well as eating establishments, liquor stores, institutional uses, and a scattering of single-family homes. Further down Market Street to the east, a Buddhist Temple and school can be found at Dodson Street. A number of high intensity commercial uses have located between 28th and 29th Streets. Due to the number of curb cuts and service areas required for these uses, the sidewalk has become a continuous driveway, with little or no provision for on or off-street parking. In addition, this site is at the top of a hill, which reduces sight distances for vehicles.

The steep cliffs and abrupt canyons along Market Street between 25th Street and 28th Street have resulted in a large number of undeveloped parcels. There is no particular development pattern present along Market Street, nor any consistency to landscaping or property maintenance. There is, however, a predominance of overhead billboards, due presumably to the high elevation of this portion of Market Street and the resulting long distance visibility. Off-street parking does not appear to be a problem in this area, with most businesses providing adequate space.

Grant Hill is bounded on the south by Imperial Avenue. Palm trees line this corridor which is home to a diverse group of community and neighborhood serving commercial uses including eating establishments, retail shops, automotive services, laundry mats, print shops, specialty food retail shops and residential uses. With the recent introduction of the San Diego Trolley along Commercial Street to the south, Imperial Avenue is already experiencing an increasing amount of attention from public and private development interests.

Bus service is available along 25th Street, Imperial Avenue, and Market Street, providing walking-distance public transportation to the entire neighborhood.

The cost of a single-family home in Grant Hill is considerably lower than that of other parts of the City, providing an excellent opportunity for first-time home buyers.

Existing Land Uses (1986)	
Type of Type	Percent
Residential	
Low Density (5-10 du/ac)	25%
Low-Medium Density (10-15 du/ac)	35%
Medium Density (15-30 du/ac)	15%
Commercial	10%
Industrial	5%
Institutional (Physician's and Surgeon's Hospital)	5%
Parks	3%
Vacant	2%
	100%

Grant Hill Objectives

1. Preserve the well-maintained single-family areas and their historically significant styles of architecture. Grant Hill is one of the City's original neighborhoods and many architectural styles found here are of historical interest and value.

2. Residential infilling at undeveloped sites has sometimes been incompatible or insensitive to surrounding development in terms of scale and style.

3. Conserve the heritage of the area including Grant Hill Park, and the neighborhood character of one of the City's oldest areas.

4. Preserve the panoramic view offered by Grant Hill Park.

5. Maintain a hospital use at the site of Physicians and Surgeons Hospital.

6. Improve the streetscape along major corridors by adding landscaping and street furniture such as benches and trash receptacles.

7. Retain viable existing businesses and encourage the expansion of commercial development along Market Street, Imperial Avenue, and 25th Street, encouraging rehabilitation.

8. Redevelop residential and industrial uses to commercial uses along Market Street and Imperial Avenue to provide service, jobs and business opportunities. Imperial Avenue in particular needs to be revitalized.

9. Cohesive building design, signage, landscaping and maintenance are desired in the business districts.

10. More off-street parking opportunities are desired along Market Street between 26th and 28th Streets.

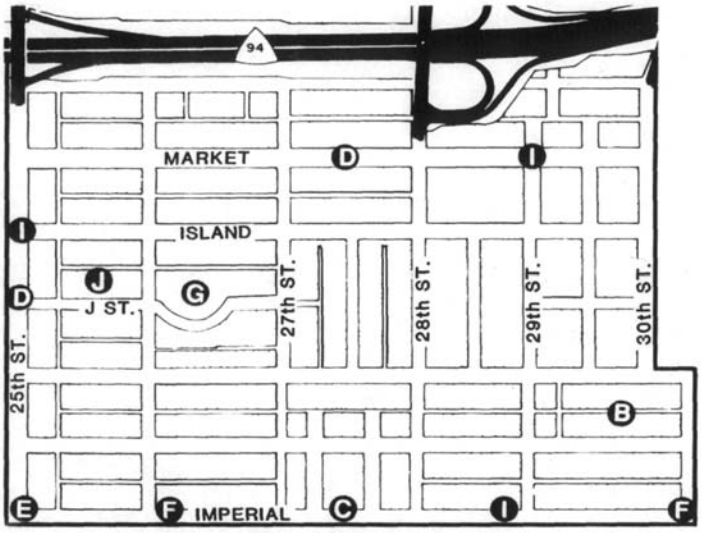
11. Increase the safety of traffic patterns along Market Street between 26th and 28th Streets.

GENERAL RECOMMENDATIONS

A. Continue concentrated code enforcement.

B. Maintain single-family/duplex style.

C. Promote redevelopment efforts by SEDC.



RECOMMENDATIONS MAP

Grant Hill Recommendations

A. Continue concentrated zoning and building code enforcement.

Conservation and preservation efforts must be emphasized in Grant Hill in order to protect one of the City of San Diego's oldest neighborhoods. This plan proposes a variety of methods to assist in this effort of conservation including revitalization, rehabilitation, infill, and redevelopment. Throughout the neighborhood, it is important that the ongoing Project First Class code enforcement, alley improvement, and litter control programs be continued.

B. Maintain the character of the neighborhood by preservation of the single-family/duplex style. Rezone the Southeastern portion of the neighborhood to R-3000 or an equivalent zone.

The Housing Commission should focus rehabilitation loans and other assistance programs to architecturally significant structures in the neighborhood.

New residential infill is expected in existing residential areas. Special consideration must be given to existing architectural styles on adjoining lots. This plan recommends that new infill development be directed to now-vacant sites and those with derelict buildings, with lot consolidations permitted only for those cases. New housing development is clearly needed and should be encouraged by the neighborhood. Small courtyard and cluster residences of 4-8 units are recommended infill developments. These small complexes are easier to manage than larger complexes, easier to secure and self-police, and can be built by small investors and developers.

In following the existing pattern of development, this plan recommends that the southeastern portion of the neighborhood be designated for a low-medium residential density (10-15 dwelling units per acre). This will ensure that new development is compatible in scale and character with the existing development. The area is now zoned for a residential density of 45 dwelling units per acre.

C. Initiate a commercial revitalization program to rehabilitate existing business properties and districts.

The Imperial Avenue corridor is recommended for a revitalization program to organize property and business, in a manner similar to the Logan-Euclid Professional Business Association. City assistance through public improvements (zoning and building 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 zoning and building code enforcement and litter control. The code enforcement effort should focus on illegal nonconforming uses and illegal structures.

D. Support the revitalization and growth of community serving commercial businesses along Market Street and 25th Street.

New commercial development needs to be more consistent and exhibit higher design standards. Commercial development should be focused along Market Street and 25th Street. This plan recommends that community serving uses be developed along the Market Street corridor, in order to allow for redevelopment. Generally, this area includes the south side of Island Avenue and north to State Highway 94, where a need presently exists for commercial uses that can serve the growing needs of nearby downtown San Diego and the bayfront. In the areas north of Market Street, lot consolidations should be encouraged through zoning regulations to allow for redevelopment. The commercial zoning along Market Street should preclude residential development.

Twenty-fifth Street is recommended for neighborhood-serving, multiple use residential development (at up to 15 units per net acre) and commercial development. Rehabilitation and preservation of existing historical structures along 25th Street is recommended. Space is needed for professional offices, providing support services to Physicians and Surgeons Hospital, and other medical and non-medical professionals including dentists, lawyers, and accountants. With existing freeway access on and off State Highway 94 and direct street access west on Market Street, Grant Hill offers an ideal location.

E. Retain viable existing businesses along commercial corridors through rehabilitation loans. Support the revitalization of Imperial Avenue with public improvements.

The intersection of Imperial Avenue and 25th Street is proposed as the focus of publicly-sponsored redevelopment. Public actions supporting this multiple-use site would include land assembly for new development, construction of a public parking area, rehabilitation assistance to targeted commercial properties and street landscape and lighting improvements. The proposed mix of activities includes neighborhood-serving commercial, multi-family dwellings, offices and business services.

F. Rezone Imperial Avenue from 25th Street to 32nd Street (excluding the intersection at 30th Street) to a multiple-use residential/commercial zone, allowing multi-family development of 15-30 dwelling units per net acre.

On Imperial Avenue, from 25th to 32nd Streets, except the intersection at 30th Street, this plan recommends redevelopment with neighborhood commercial development and multi-family residential development in townhouse and small (15-30 unit) courtyard buildings 2-3 stories high. Urban design standards should limit parking and auto access only to the rear of the buildings where feasible, in order to decrease the existing traffic congestion on Imperial Avenue.

The 30th Street and Imperial Avenue intersection is proposed as a redevelopment target area with an emphasis on rehabilitating existing commercial buildings. Proposed actions include rehabilitation assistance to sound older buildings designated for retention, provision of a public parking area and street landscape and lighting improvements. The addition of off-street parking is desirable, but it should be carefully developed in a manner that preserves the pedestrian orientation of the trolley corridor. The desired activities include a mix of neighborhood-serving commercial, offices and multi-family residential.

New multi-family rental developments along Imperial Avenue should be limited to a size compatible with the historic and low density character of the neighborhood. Larger proposals should develop a mix of housing types and incorporate owner-occupied dwellings. The Planned District should establish a discretionary process for reviewing large multi-family projects.

G. Preserve the panoramic view from Grant Hill Park.

In the event that an expansion or design of Grant Hill Park should occur, special consideration should be given to the topographic characteristics of the site; the park should be designated as a community observation point. If additional land acquisition were to occur, an expansion to the north would be recommended, where the land is level in elevation with the park, allowing for facility improvements.

In order to ensure the preservation of the panoramic view from Grant Hill Park, this plan recommends that a 30-foot height limit be imposed on developments within one mile of Grant Hill Park, unless a negative difference in elevation eliminates the need for this requirement.

H. Promote redevelopment efforts by the SEDC.

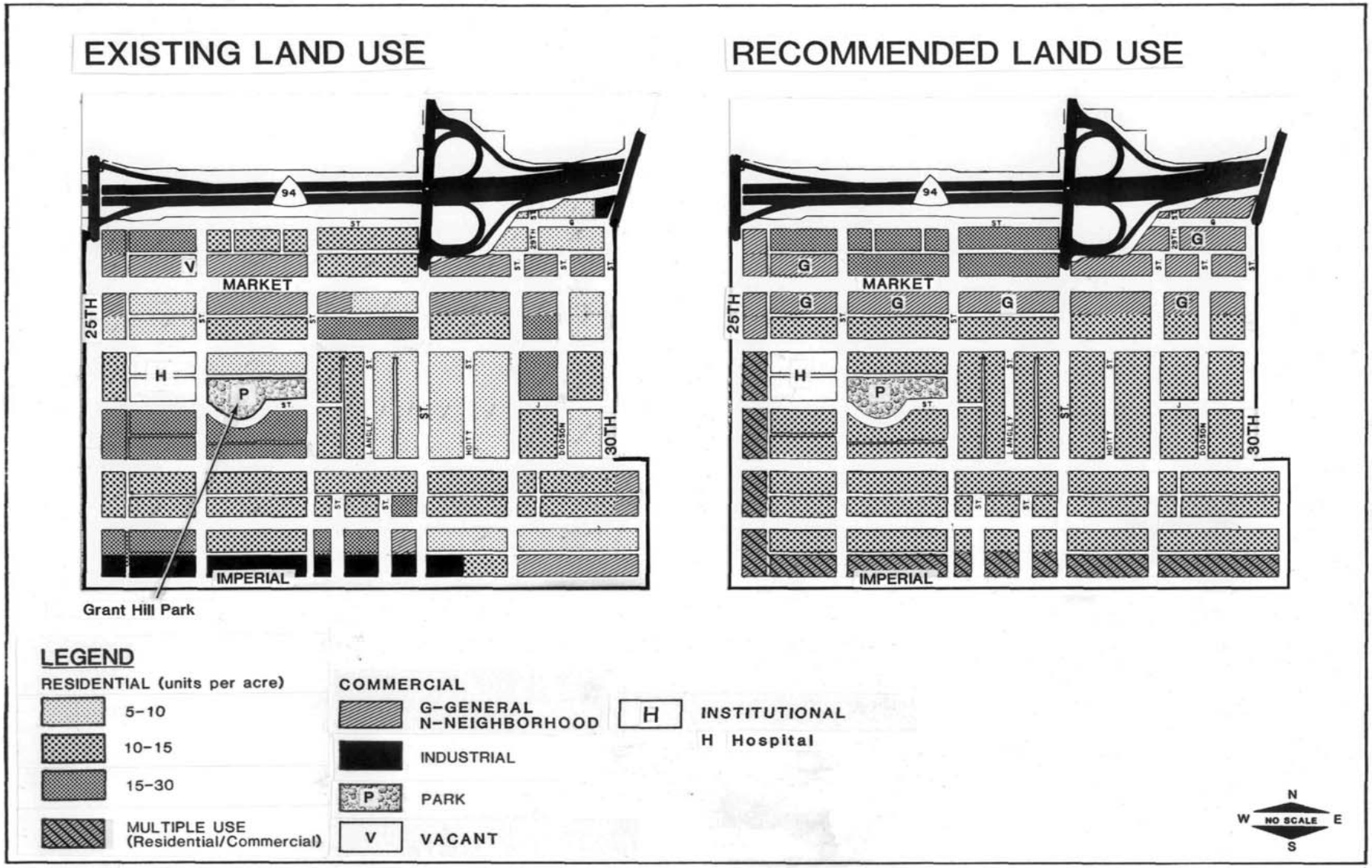
SEDC is now involved in the final preparation of the Dells/Imperial Redevelopment Plan, which will include Grant Hill in its project area. As a part of that redevelopment effort, SEDC should develop a site by site catalog of illustrated development opportunities as an information bank to aid potential developers.

I. Direct funds from the Landscape Improvement Program. Provide for a permanent, ongoing neighborhood planting program.

Funds from the Landscape Improvement Program should be used for tree-plantings and street furniture along the commercial corridors of 25th Street, Imperial Avenue and Market Street.

J. Maintain a hospital use at the site of Physicians and Surgeons Hospital. The hospital supplies both jobs and medical services to the community. An expansion of the hospital should not require an amendment to this community plan.

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



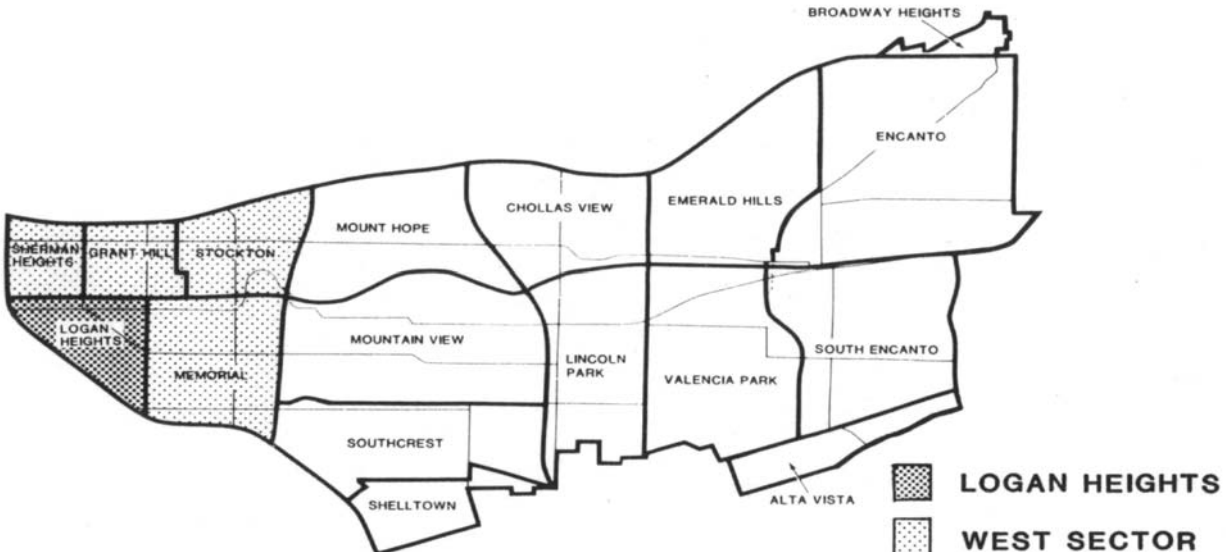
GRANT HILL

SOUTHEASTERN SAN DIEGO

CITY OF SAN DIEGO · PLANNING DEPARTMENT

FIGURE 27

THE NEIGHBORHOOD OF LOGAN HEIGHTS



Setting

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

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

Transportation Facilities

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

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

Existing Land Uses

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

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

Residential

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

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

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

Commercial

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

Industrial

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

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

Schools

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

Logan Heights Objectives

1. Revitalize the commercial uses along Imperial Avenue, improving building facades and landscaping.

2. Improve the appearance of Imperial Avenue, Commercial Street, and Oceanview Boulevard.

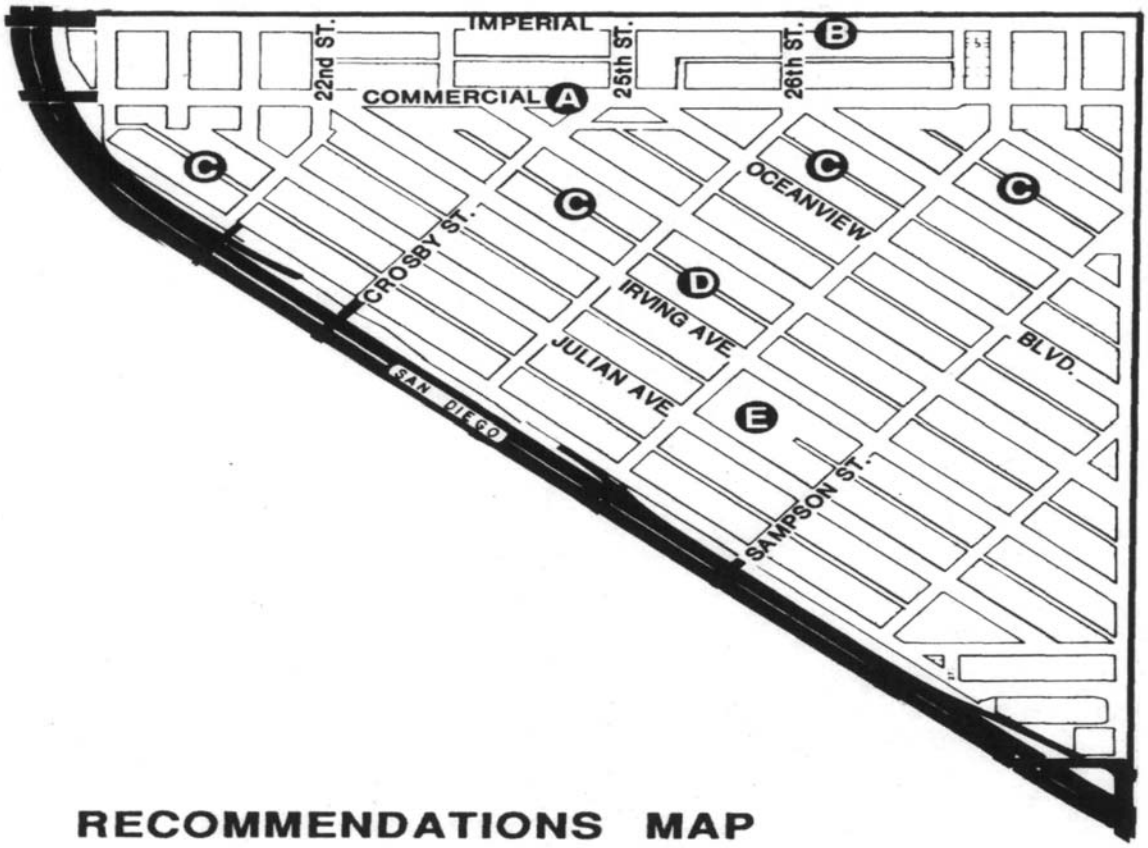
3. Rehabilitate the industrial uses along Commercial Street and increase the amount and quality of screening of industrial uses.

4. Preserve this community's well-maintained and historically significant residential units. Allow redevelopment on underutilized or poorly maintained lots, but preserve the area's development pattern of small houses along the street with additional units towards the rear of lots.

Logan Heights Recommendations

A. Rezone both sides of Commercial Street to a light industrial zone that limits the range of uses permitted and requires aesthetic screening of all industrial uses.

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



RECOMMENDATIONS MAP

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

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

C. Rezone areas that are generally low-medium densities to a zone that reflects existing uses (R-3000) to preserve the area's unique character and pattern of development and to encourage the preservation of historically significant structures.

D. Rezone the remainder of Logan Heights to a low-medium density residential zone that permits up to 17 units per net acre.

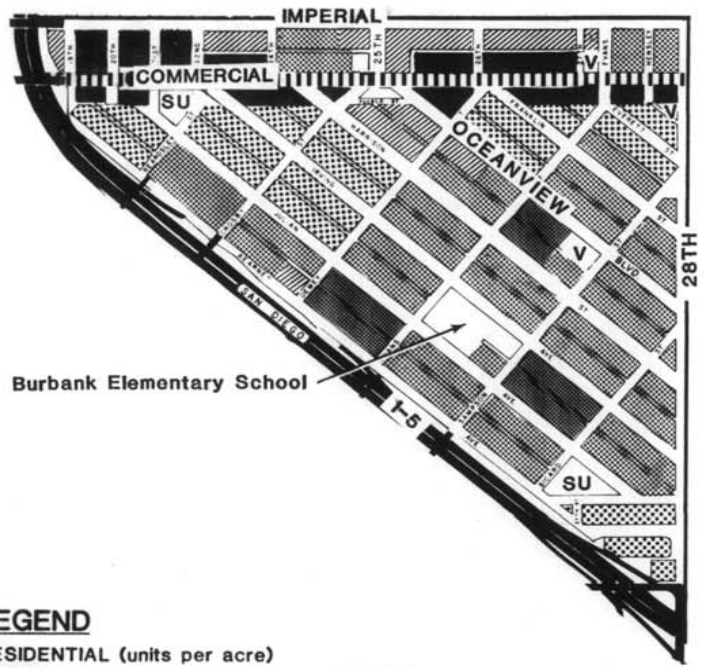
A low-medium density of residential development (10-17 units per net acre) is recommended for the central portion of Logan Heights to deter the removal of quality houses in the area and to preserve this stable residential neighborhood.

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

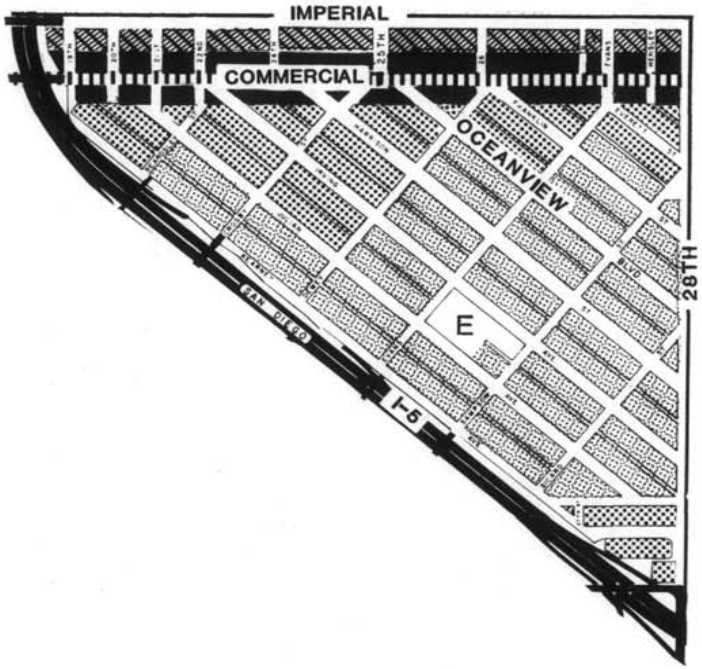
compatible private development. In the event that residential development is considered for the site, the density should be compatible with the density recommended in this plan (15-17 units per acre).

F. The low-medium density (10-17 dwelling units per net acre, MF-2500 and MF-3000 zones) multi-family portions of the neighborhood should be identified as "Special Character Multi-Family Neighborhoods" that would be protected with development standards recommended by the Urban Design Element.

EXISTING LAND USE



RECOMMENDED LAND USE



LEGEND

RESIDENTIAL (units per acre)

- 10-15
- 15-17
- 30-45
- MULTIPLE USE (Residential/Commercial)

COMMERCIAL

- G-GENERAL
- N-NEIGHBORHOOD

- INDUSTRIAL
- E — INSTITUTIONAL

Schools

- E Elementary
- J Junior High
- S Senior High
- P Private
- SU School Use

- V — VACANT

N / W NO SCALE E / S

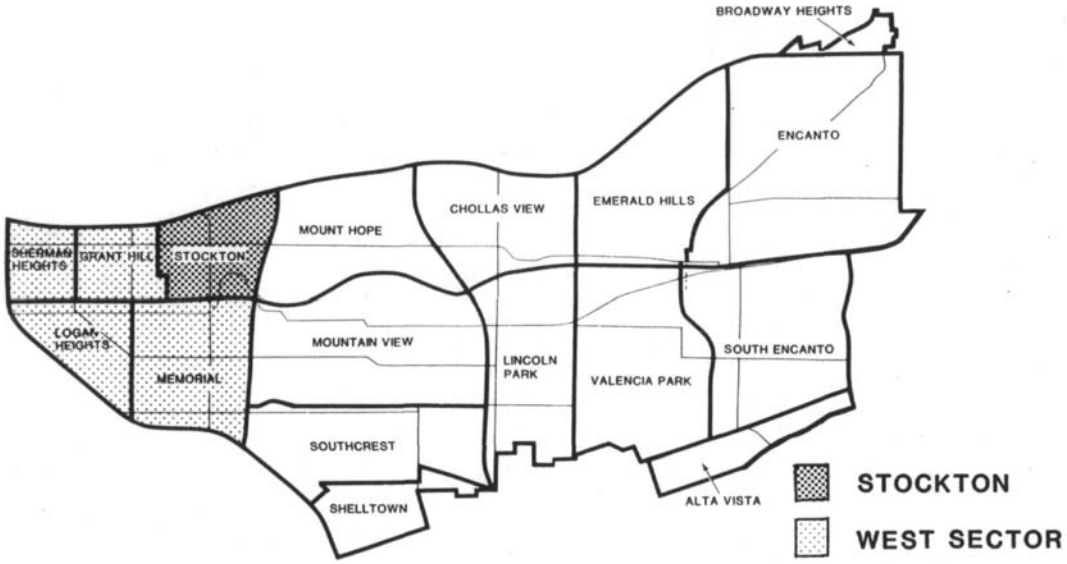
LOGAN HEIGHTS

SOUTHEASTERN SAN DIEGO

CITY OF SAN DIEGO · PLANNING DEPARTMENT

FIGURE 28

THE NEIGHBORHOOD OF STOCKTON



Setting

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

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

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

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

Dells Redevelopment Project

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

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

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

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

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

Transportation Facilities

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

Existing Land Uses

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

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

Residential

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

Commercial

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

Industrial

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

Stockton Objectives

1. Redevelop and rehabilitate residential areas with dilapidated housing, but preserve the residential areas for residential use.

2. Improve the appearance of Imperial Avenue, 32nd Street, and Market Street. These streets could be improved through added landscaping and, in some areas, through removal of billboards.

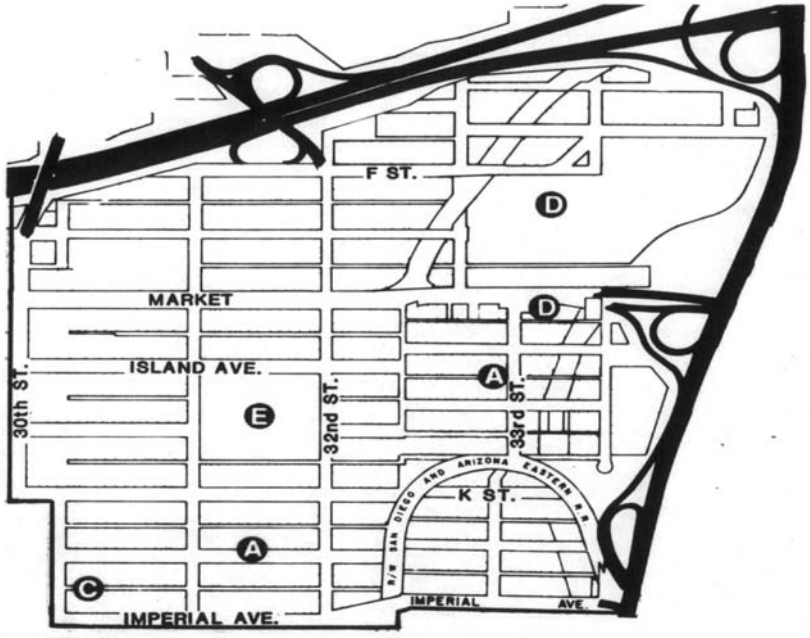
3. Retain viable existing businesses along major streets including Imperial Avenue, 32nd Street, and Market Street.

4. Expand community-serving commercial activities along Market Street from 30th Street to Bancroft Street.

Stockton Recommendations

A. Encourage infill development in some residential areas.

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



RECOMMENDATIONS MAP

GENERAL RECOMMENDATIONS

B. Maintain a strong code enforcement effort

B. Stabilize and improve the residential neighborhood through continued enforcement of the zoning and building code. In this neighborhood it is important that the ongoing Project First Class zoning and building code enforcement, alley improvement, and litter control programs be continued.

C. Commercial revitalization and rehabilitation is recommended for the intersection of Imperial Avenue and 30th Street.

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

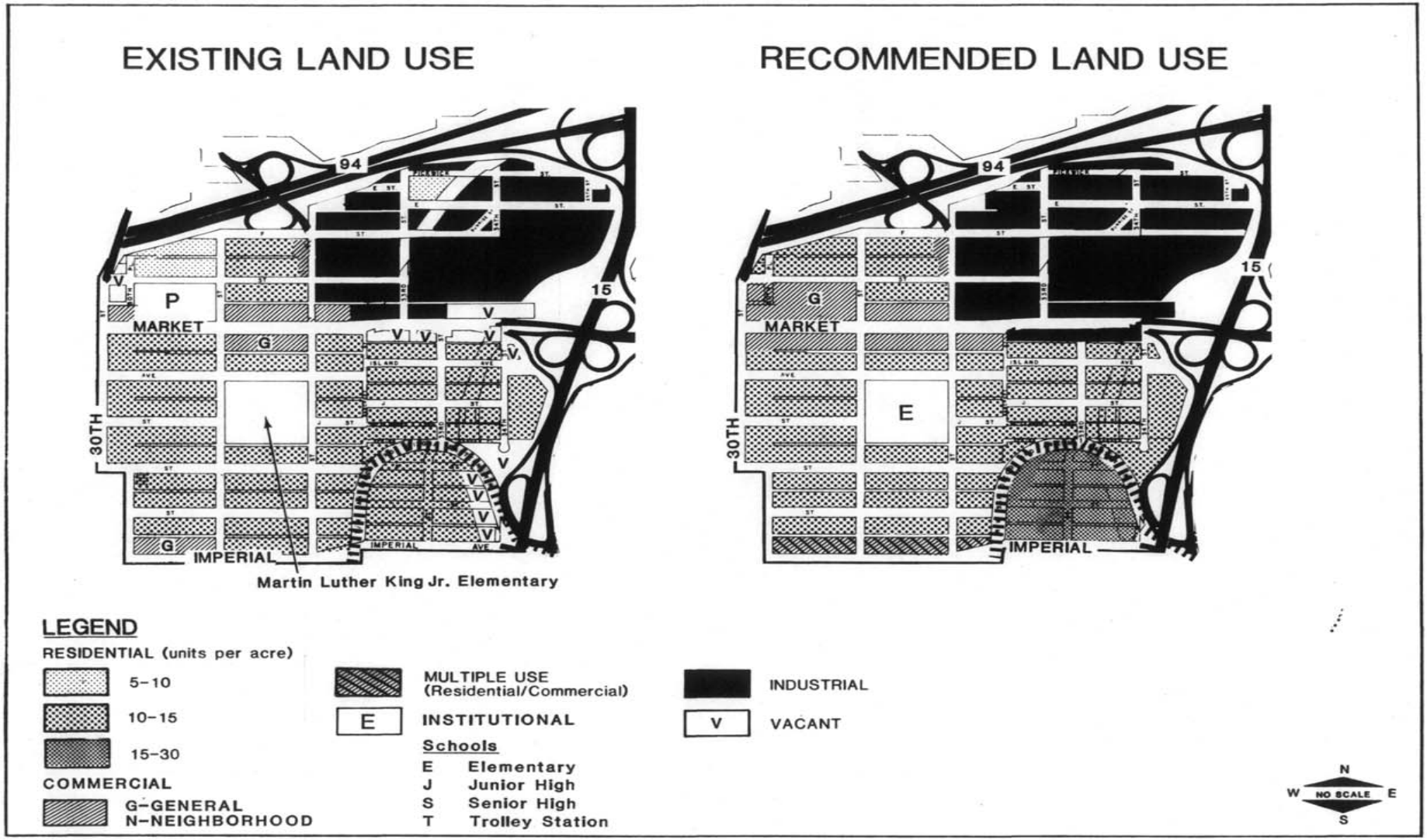
Properties should be allowed to develop at zero lot line (one side yard only), to better utilize the small lot sizes. The development scale of new infill buildings should be primarily two- and three-story, with dwellings and offices above ground floor commercial activities. Rezone the north side of Imperial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

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

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

E. Rezone Martin Luther King Junior Elementary School to the Institutional Overlay Zone. This site should be developed with compatible private development only after it has been determined that it is not needed for use as a public facility. Where it is determined that residential development is appropriate for the site, the density should be compatible with that of the surrounding neighborhood (10-15 units per acre).

F. The medium density (15-30 units per net acre, MF-1500 Zone) multi-family portion of the neighborhood located on L Street between 30th Street and the trolley track should be redesignated and rezoned for low-medium residential density (10-15 dwelling units per net acre, MF-3000 Zone) and identified as a "Special Character Multi-Family Neighborhood" that would be protected with development standards recommended by the Urban Design Element.



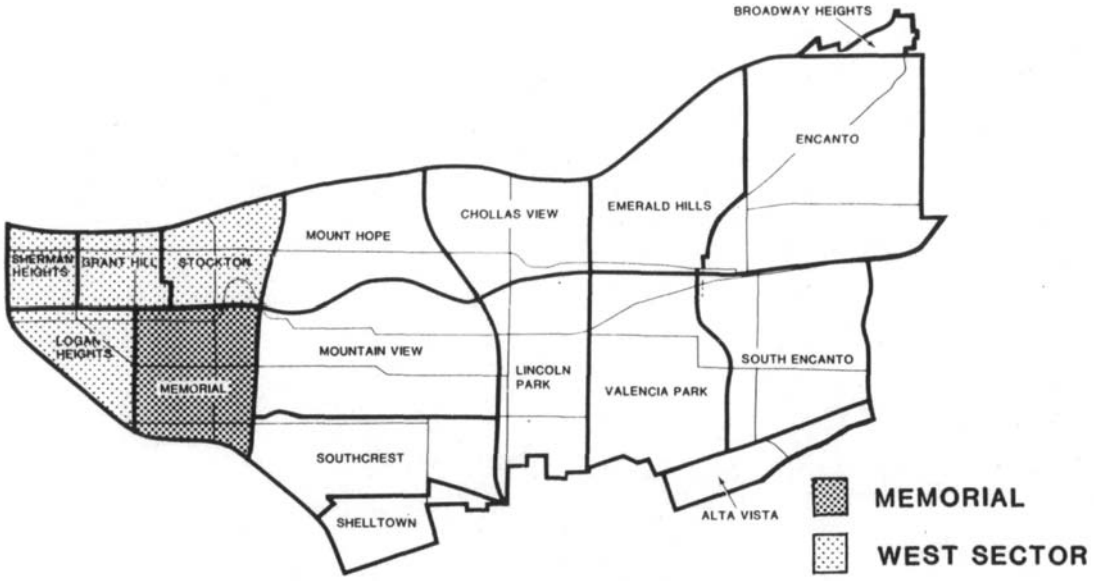
STOCKTON

SOUTHEASTERN SAN DIEGO

CITY OF SAN DIEGO · PLANNING DEPARTMENT

FIGURE 29

THE NEIGHBORHOOD OF MEMORIAL



Setting

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

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

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

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

Transportation Facilities

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

Existing Land Uses

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

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

Residential

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

Commercial

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

Industrial

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

Schools

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

Redevelopment Projects

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

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

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

Memorial Objectives

1. Expand community commercial and medium density residential uses along Imperial Avenue and revitalize existing commercial uses through the establishment of a Business Improvement District and/or through facade improvements and landscaping.

2. Improve the appearance of Imperial Avenue, Commercial Street, Oceanview Boulevard, and National Avenue by improving the general appearance and maintenance of buildings along these streets, removing trash and adding landscaping.

3. Encourage the redevelopment of industrial uses along Commercial Street and reduce conflicts between industrial and residential uses along Imperial Avenue and Commercial Street.

Memorial Recommendations

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

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

RECOMMENDATIONS MAP

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

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

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

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

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

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

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

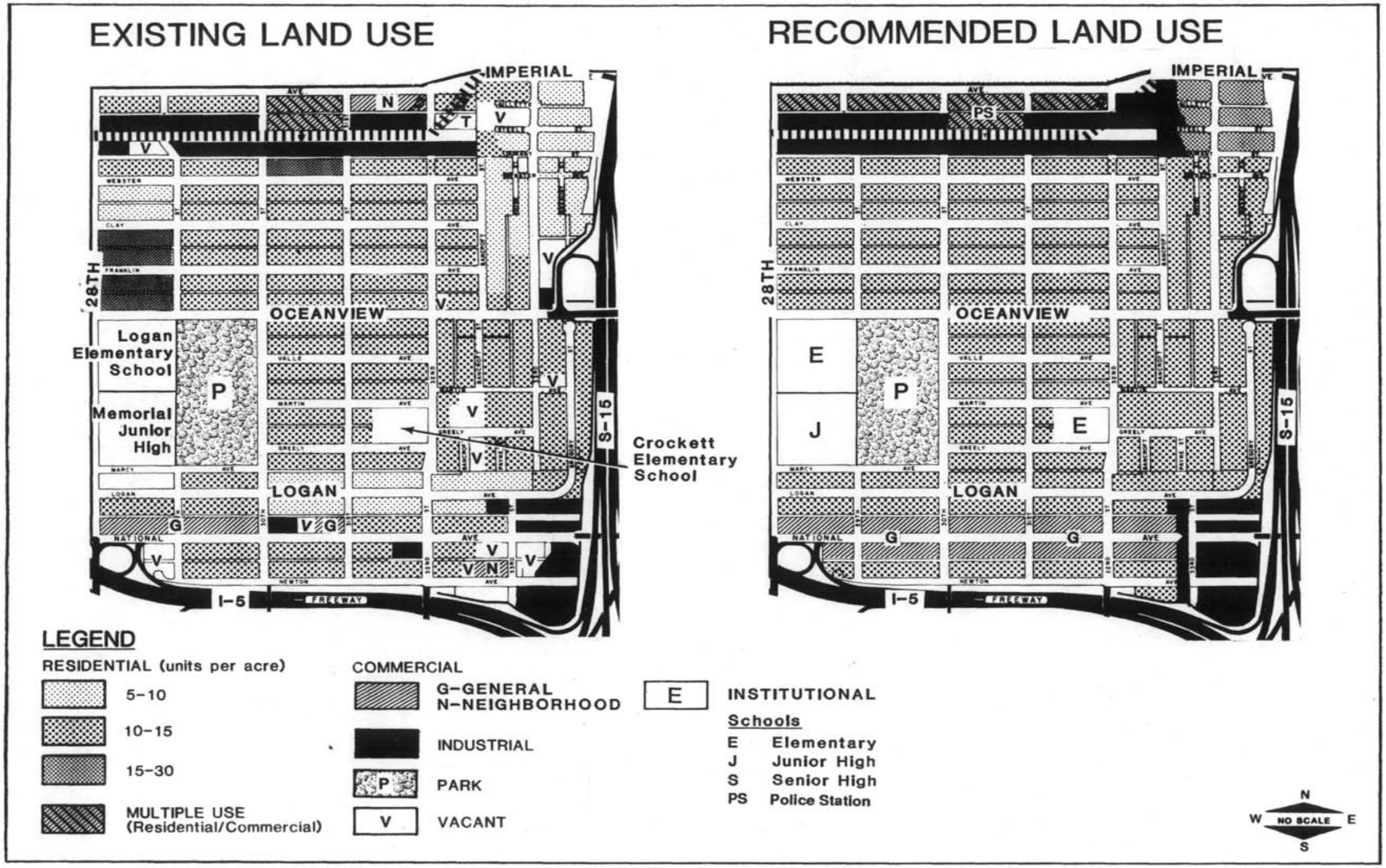
On Oceanview Boulevard from 29th Street to State Highway 15, the land is presently zoned R-1500 (30 dwelling units per acre); however, the existing land use density is under 15 dwelling units per acre. This plan recommends that Oceanview Boulevard be rezoned to R-3000 or similar zone.

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

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

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

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



MEMORIAL

SOUTHEASTERN SAN DIEGO

CITY OF SAN DIEGO · PLANNING DEPARTMENT

FIGURE 30

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

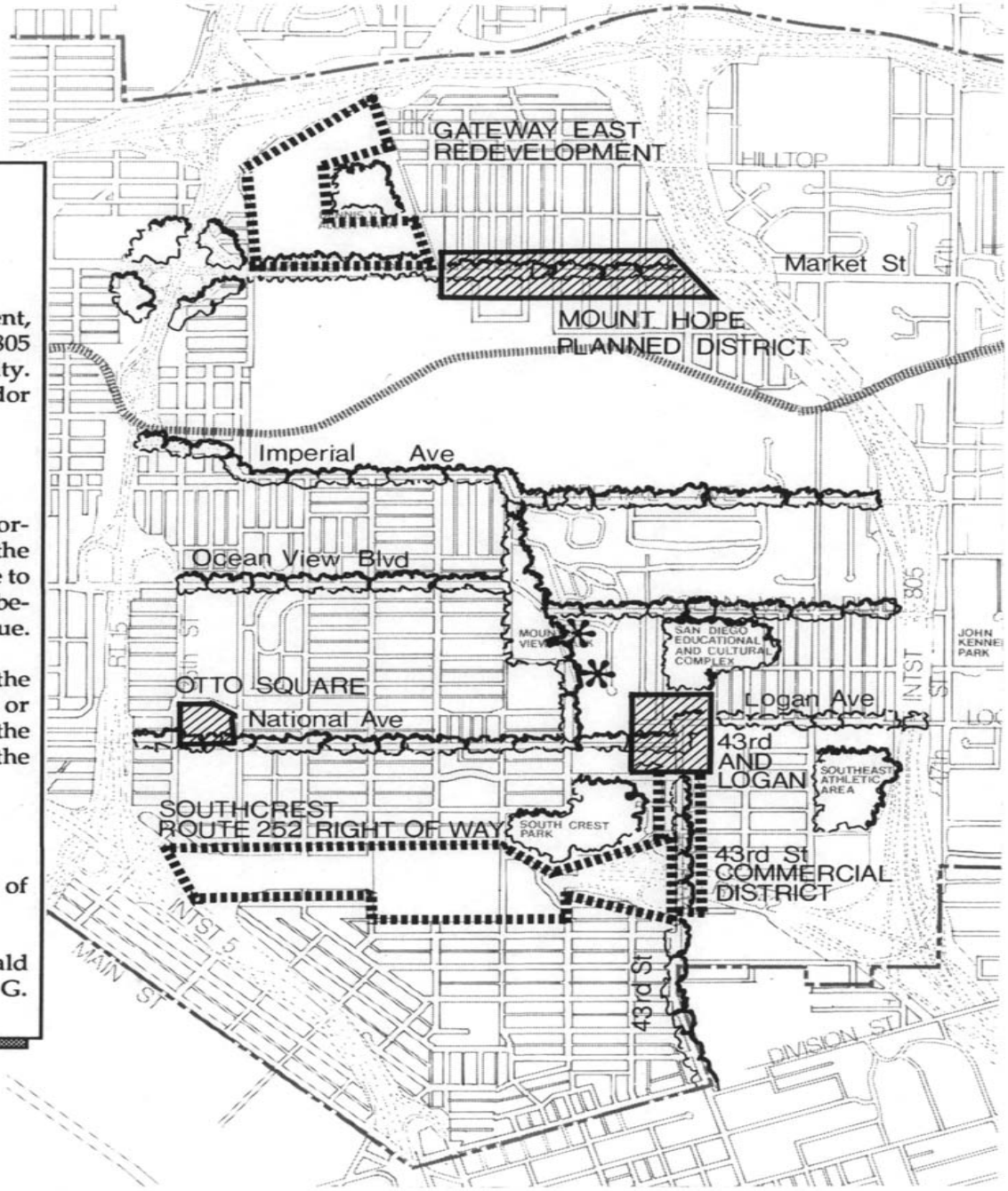
Mountain View Park should be strengthened as an important community focus with planting improvements in the park and on adjacent streets. Planting improvements are to be focused on 41st Street, making a strong connection between the park, Neighborhood House and National Avenue.

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)



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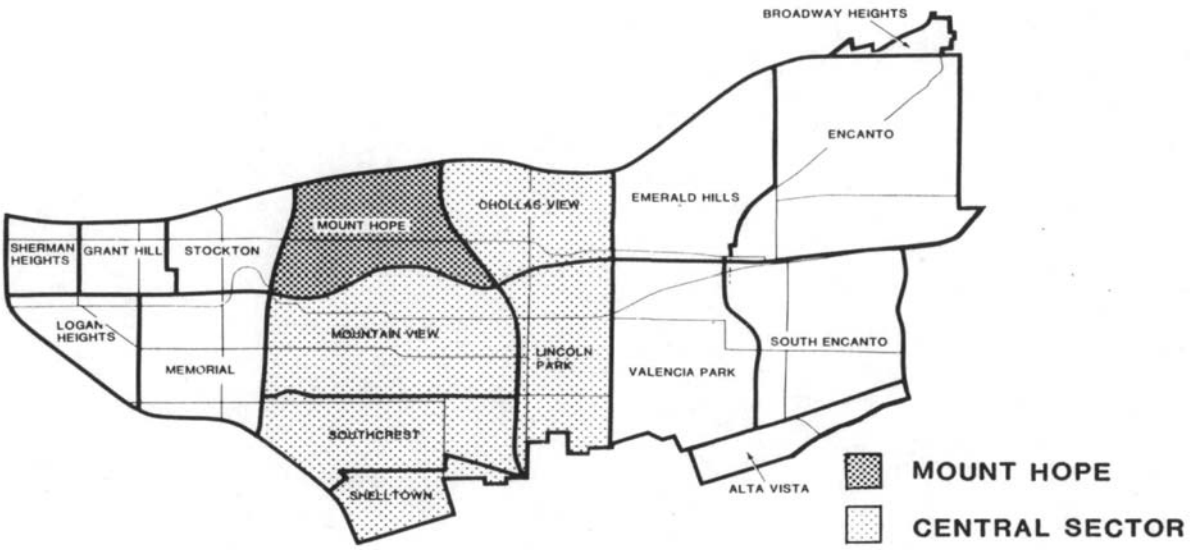
THE NEIGHBORHOOD OF MOUNT HOPE



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

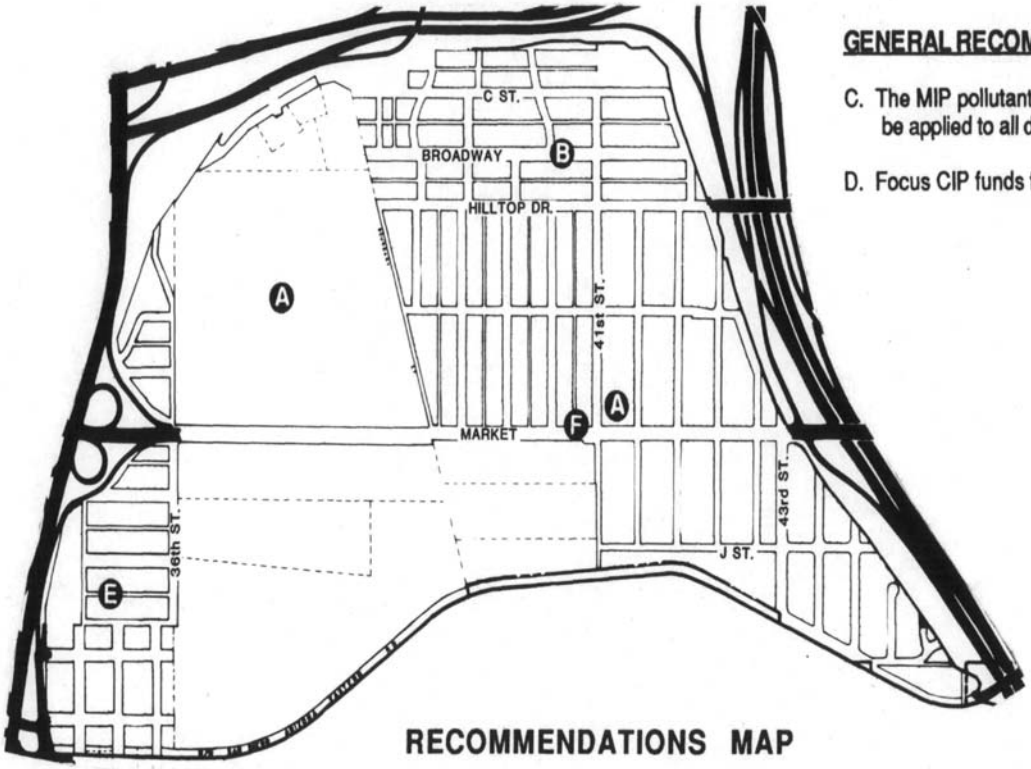
1. Improve the appearance and economic viability of the commercial corridor on Market Street.

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.

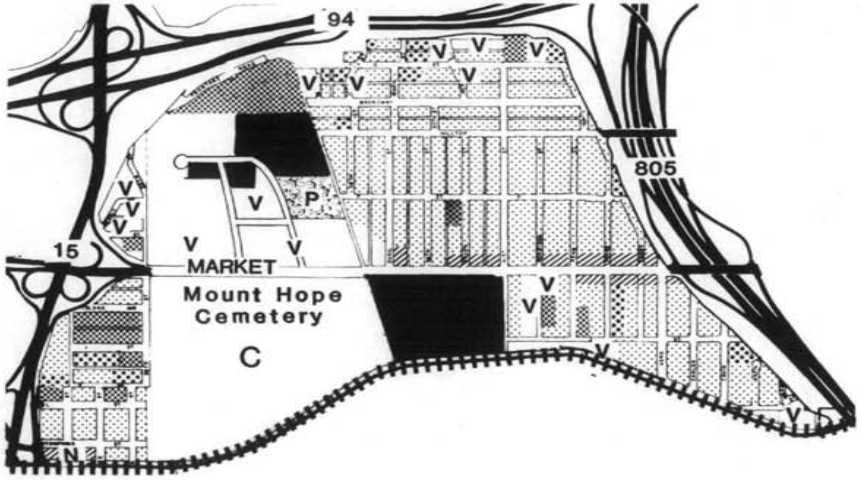
The M-IP standards relating to pollutants, odors, contaminants, toxics, and smoke should be applied to all developments in the Mount Hope neighborhood.

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

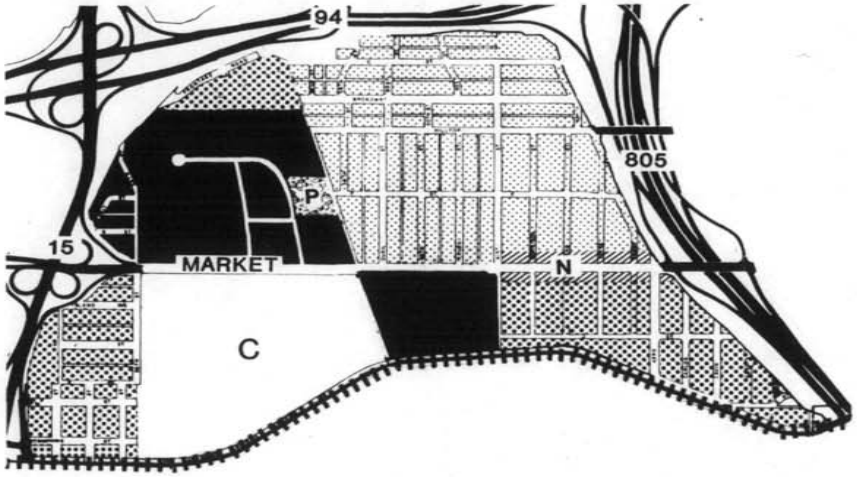
E. Designate the area west of Mount Hope Cemetery and south of Market Street for low-medium density residential uses (10-15 units per net acre). This area contains a mixture of residential densities and a few low intensity commercial establishments, but the area has access constraints to commercial or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

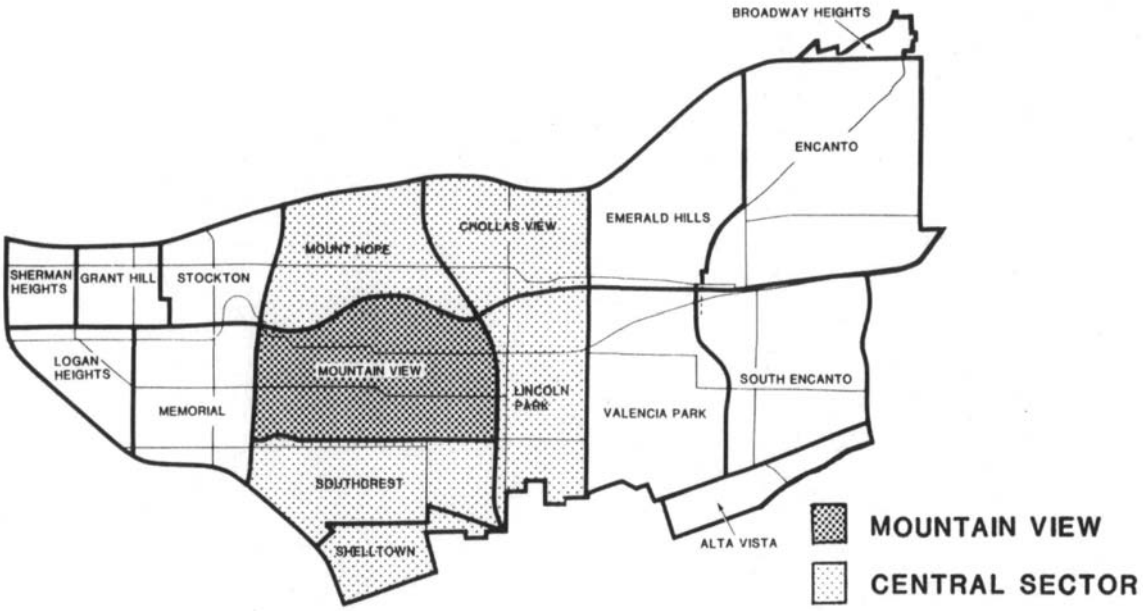
MOUNT HOPE

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.

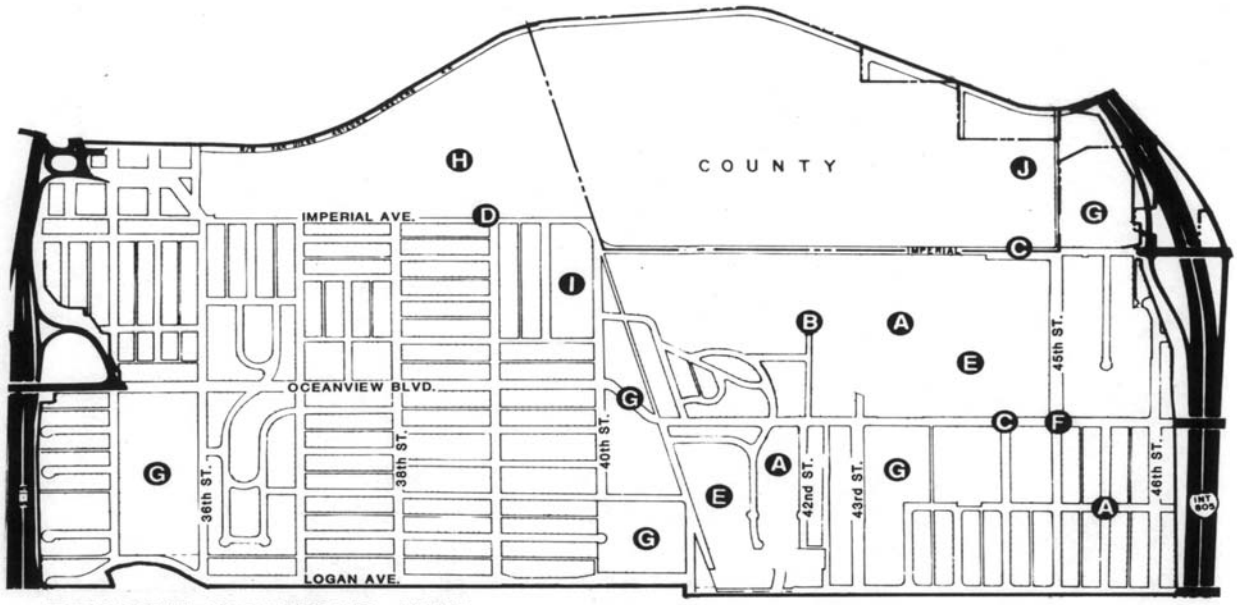
- Architectural design and compatibility with the surrounding development.
- Pedestrian circulation on site and access to other activity areas such as the ECC and YMCA.
- Identify any other special project features which provide specific benefits to the community such as park space eating areas, landmarks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

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.

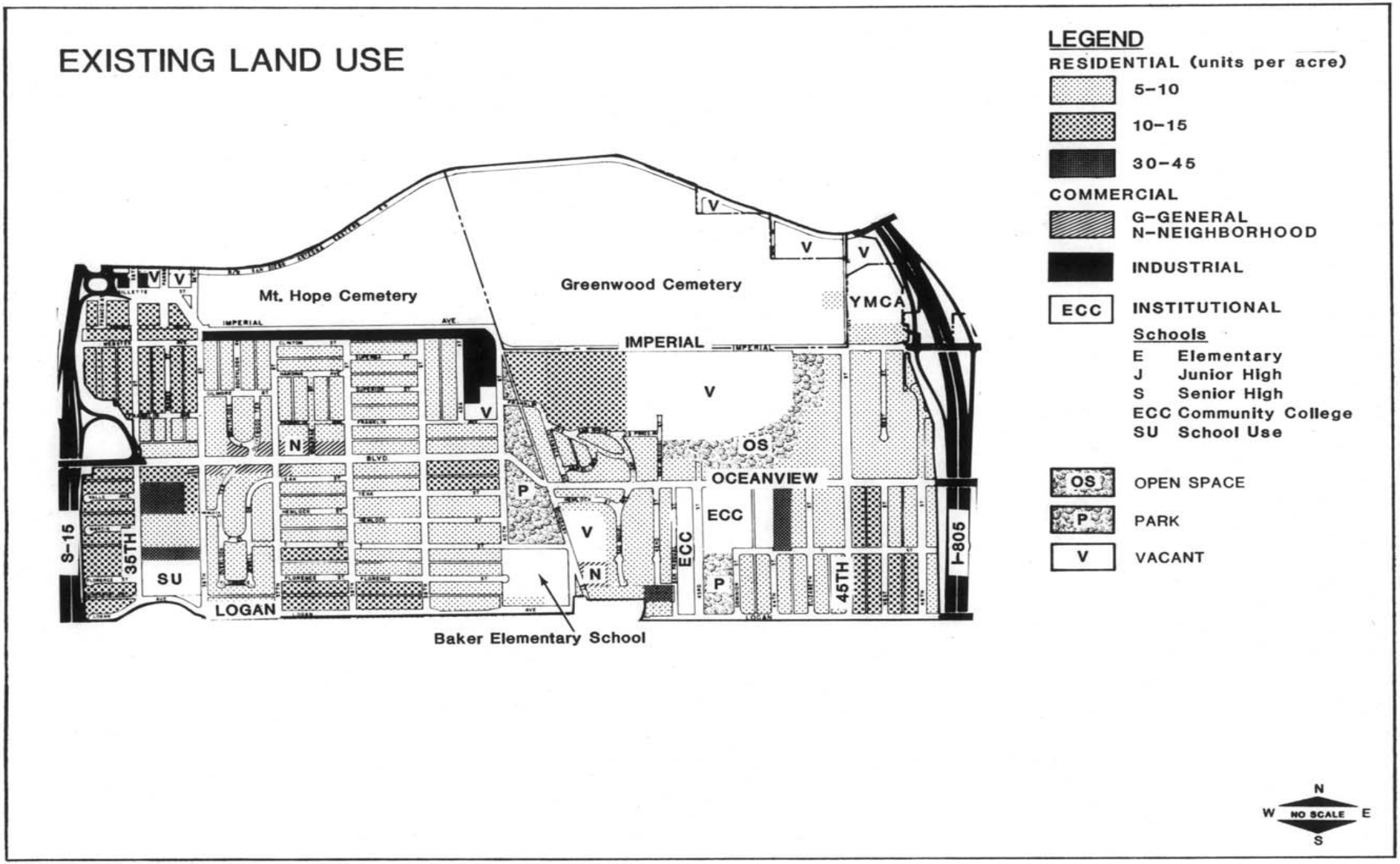
I. The block south of Imperial Avenue between Ada Street and 40th Street is presently developed and is encouraged to be retained as cemetery-related uses. The underlying R-3000 Zone should be retained together with the existing requirement for a Conditional Use Permit for cemetery-related uses.

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.

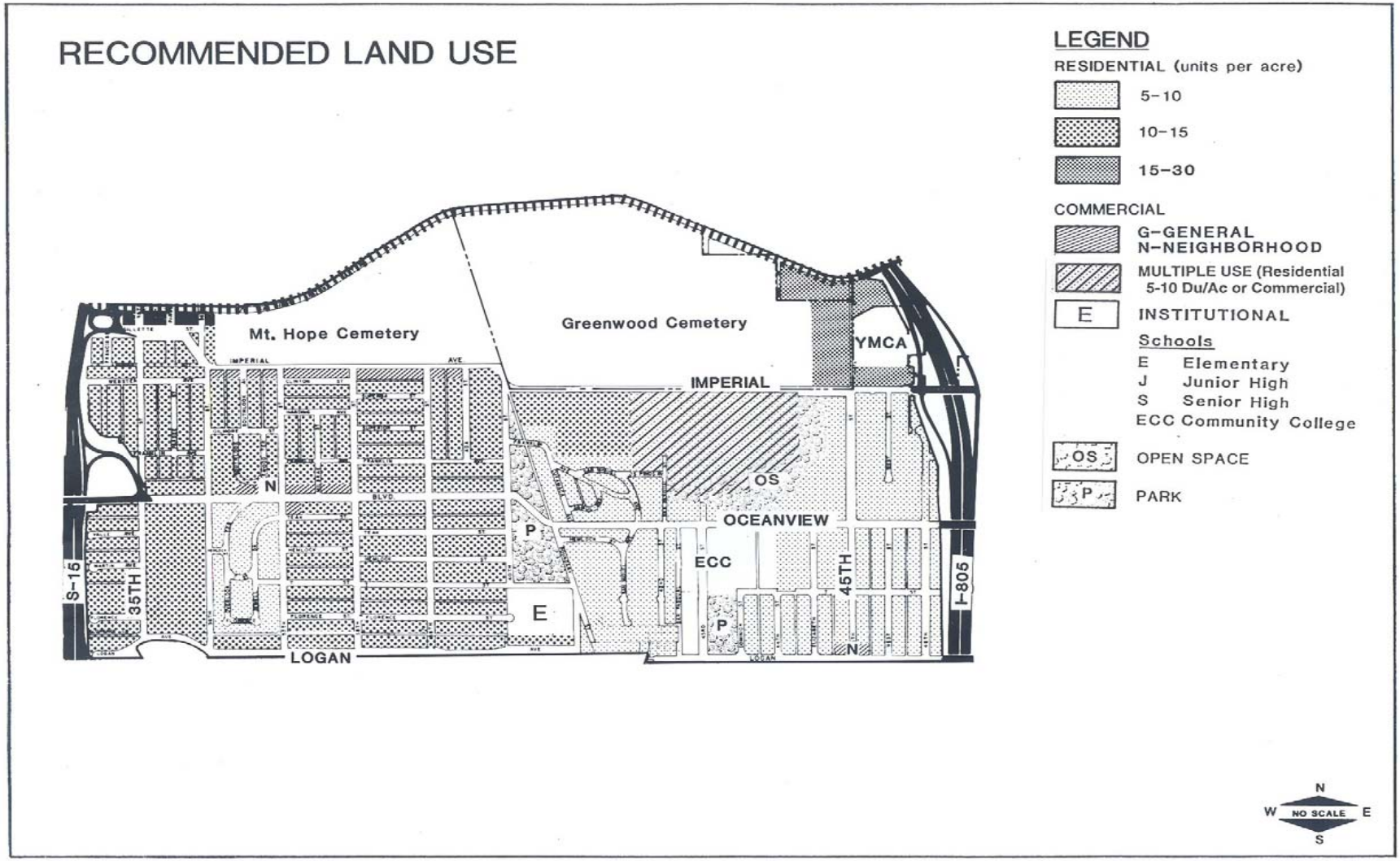


MOUNTAIN VIEW

SOUTHEASTERN SAN DIEGO

CITY OF SAN DIEGO · PLANNING DEPARTMENT

FIGURE 32



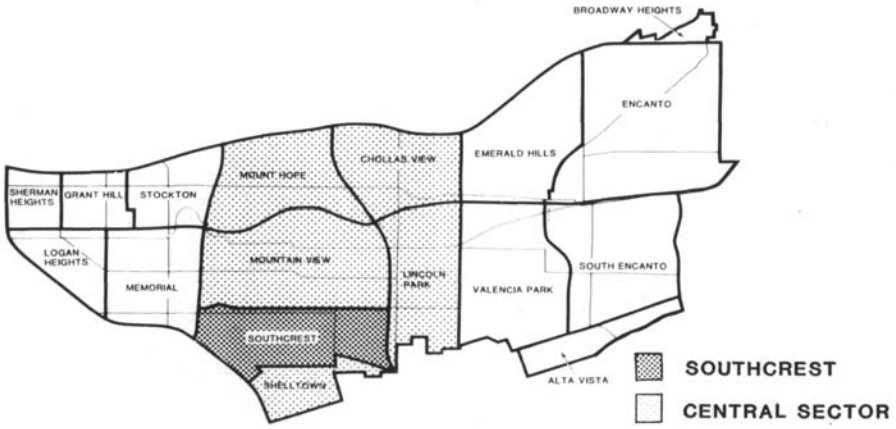
MOUNTAIN VIEW

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.

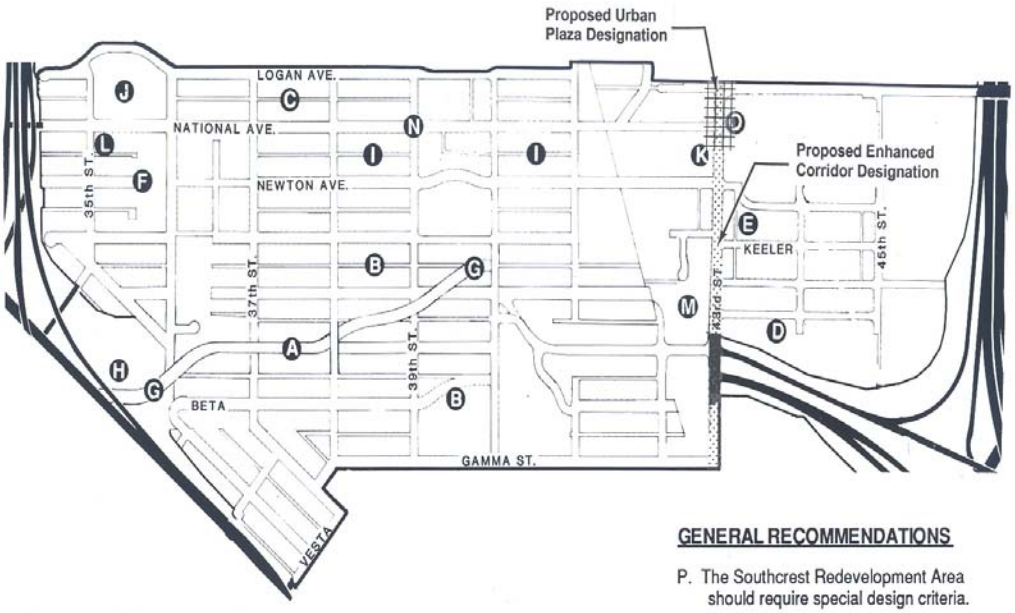
   The strip commercial area at National Avenue and 43rd Street and extending south on 43rdto the vacant freeway corridor suffers from unsightly structures, traffic congestion and parking problems.

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

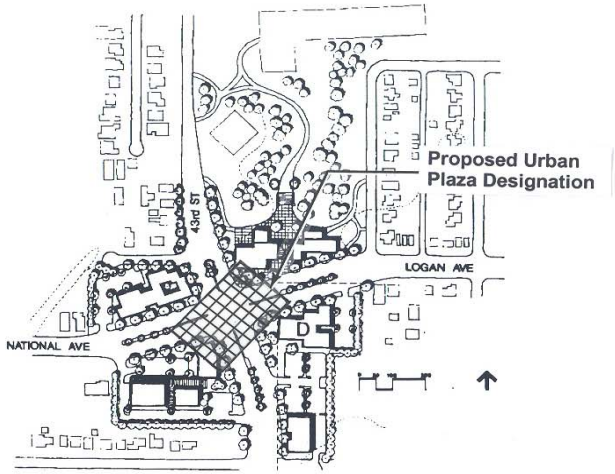
N. Develop a commercial/business park south of Southcrest Park and Keeler Street, west of 43rd Street, north of approximately Beta Street, and east of 41st Street.

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.

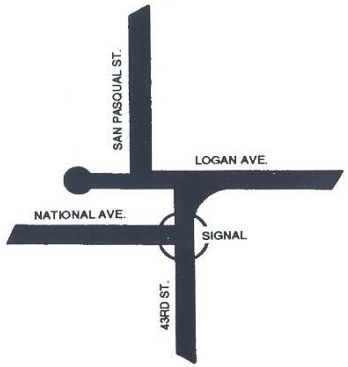
43RD STREET INTERSECTION IMPROVEMENT



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.

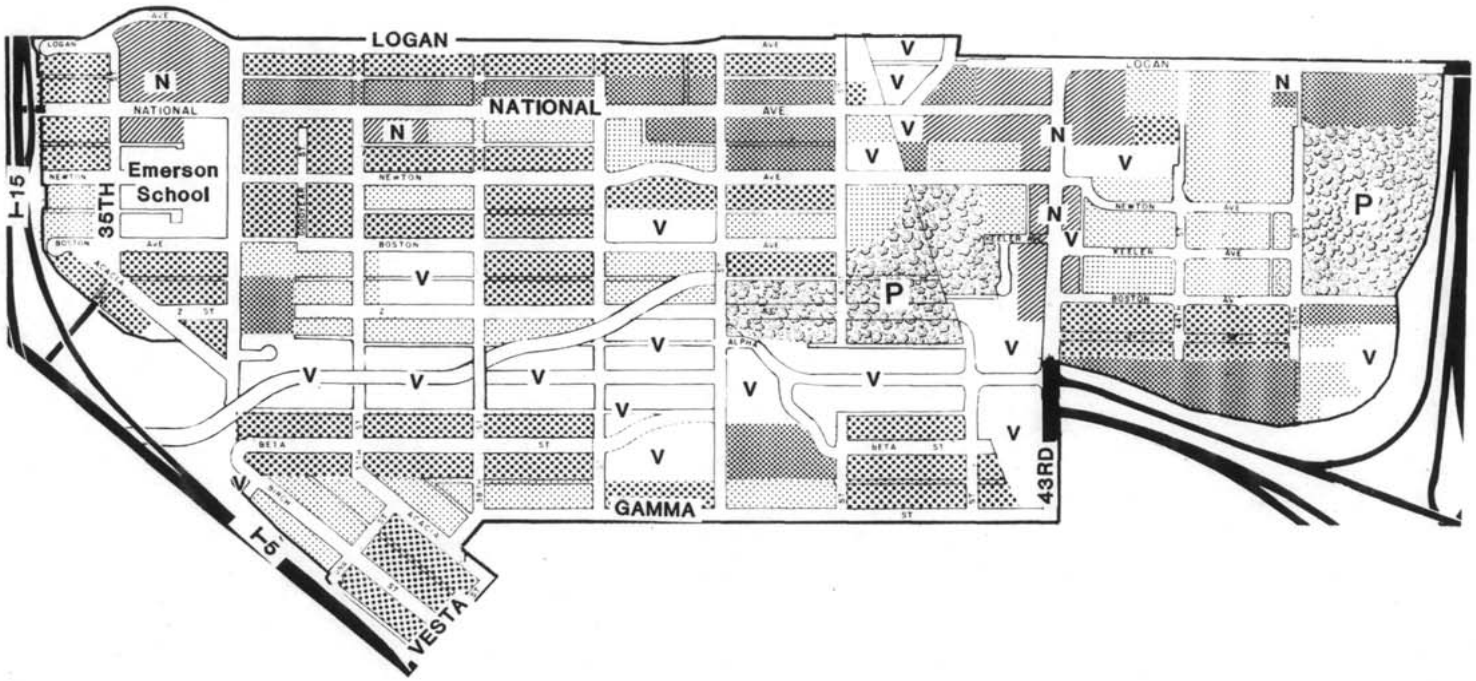
7. Private usable open space areas should be provided to supplement the public park system.

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

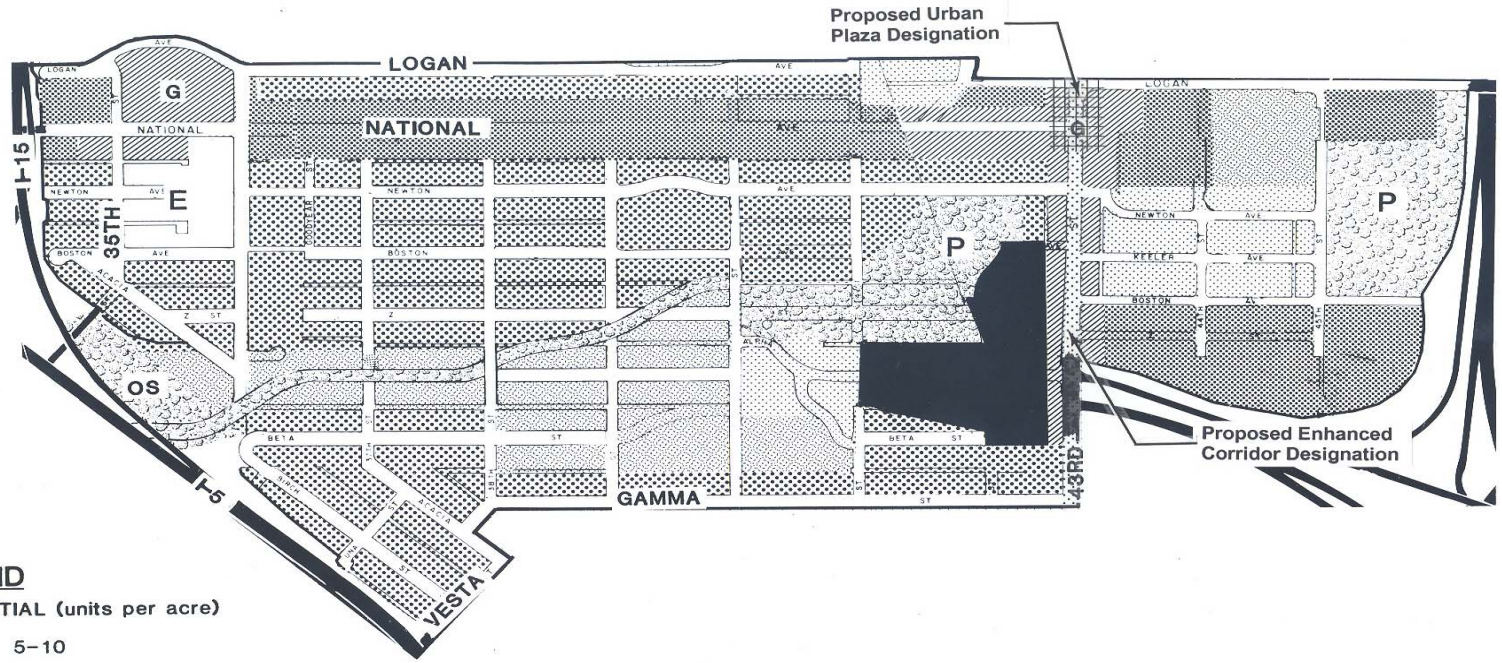
SOUTHCREST

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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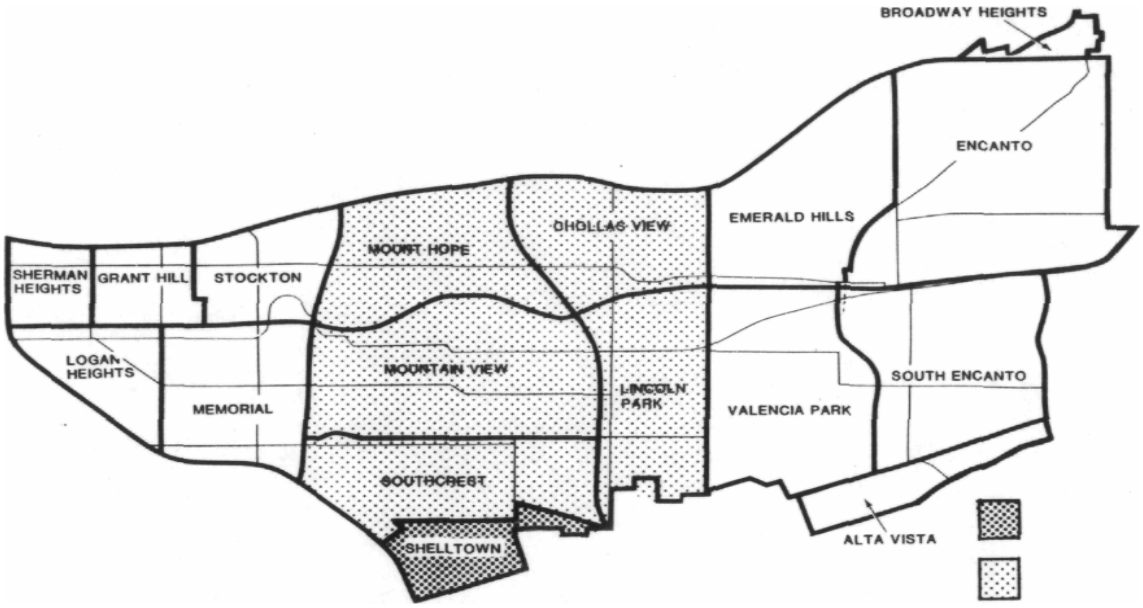
FIGURE 35

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.

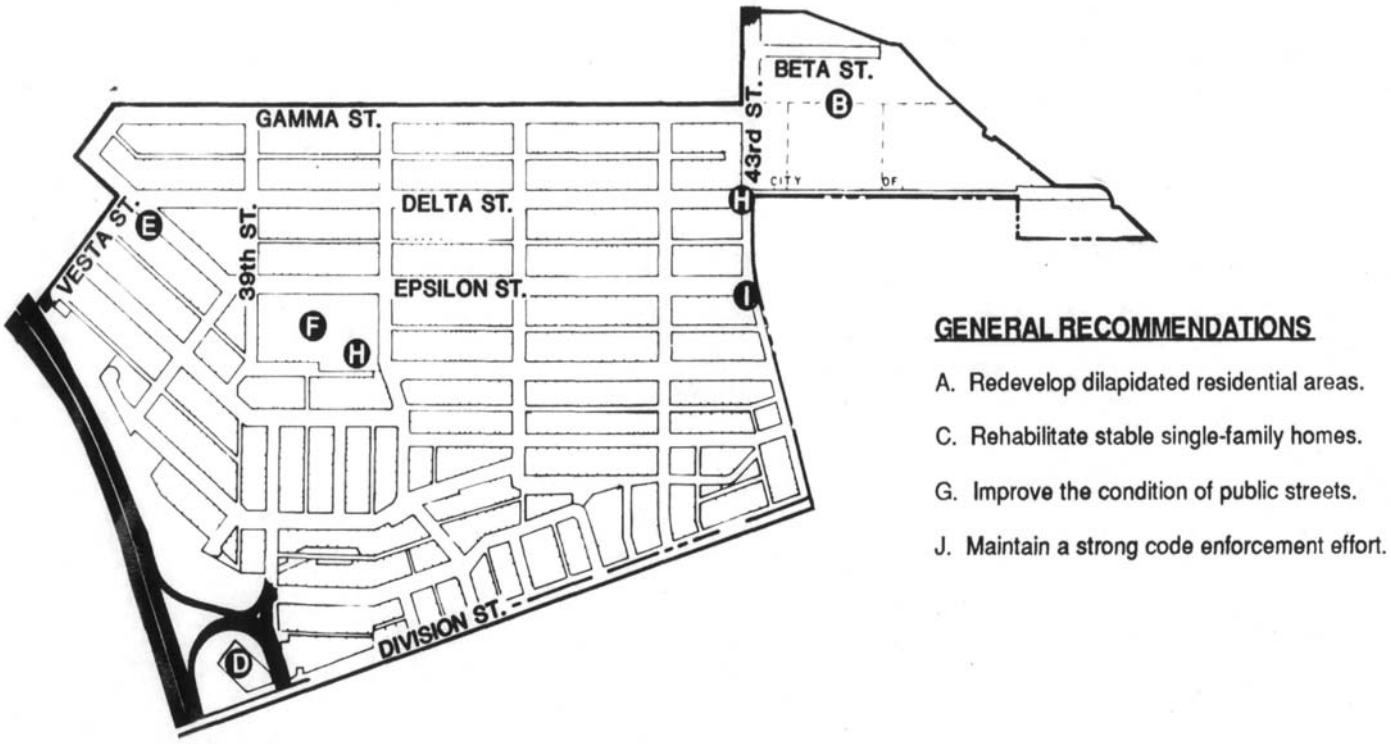
2. Decrease the frequency and extent of vandalism at Balboa Elementary School.

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.

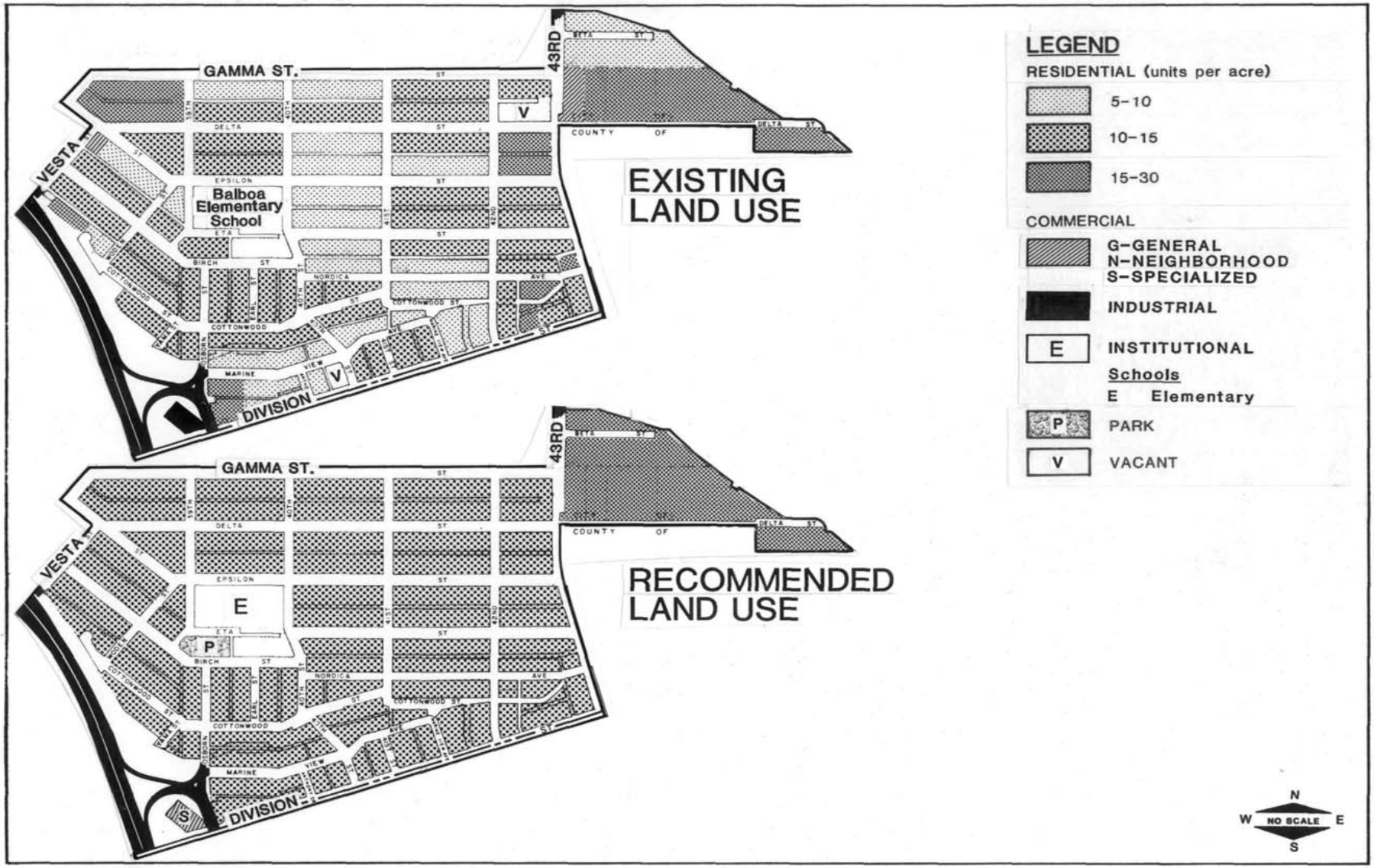
F. Balboa Elementary School is in need of physical improvements, including a secured parking facility for staff and improvements to the existing school yard which is in poor condition due to erosion problems. Additionally, the neighborhood as a whole has a need for a recreation area, in order to increase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

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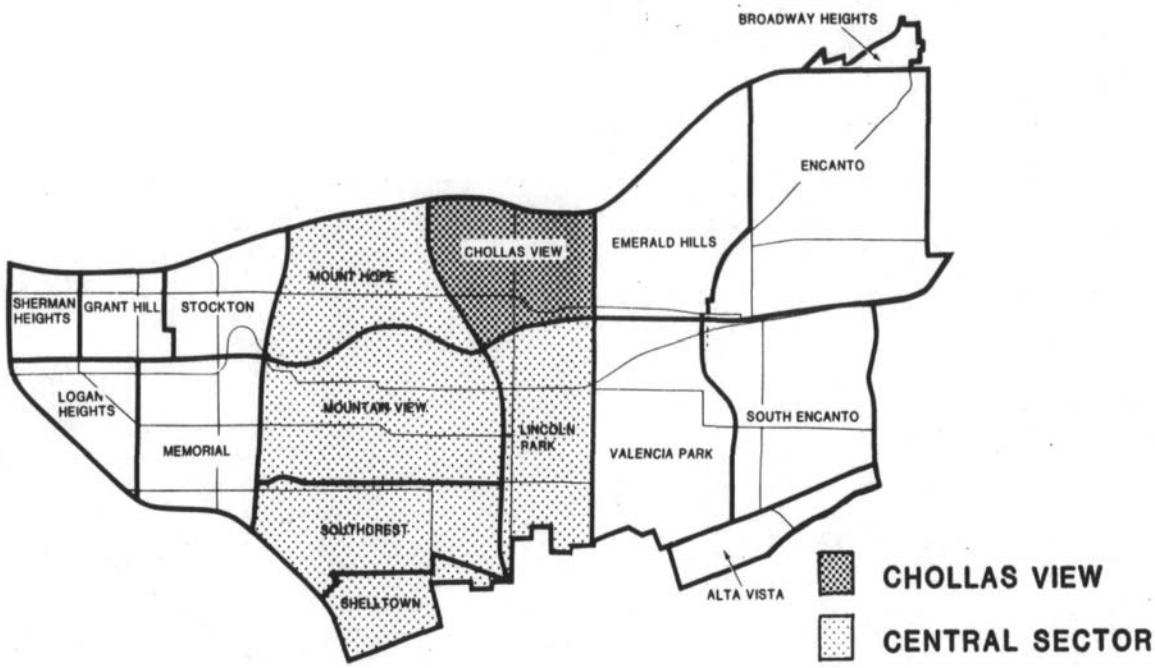
THE NEIGHBORHOOD OF CHOLLAS VIEW



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.

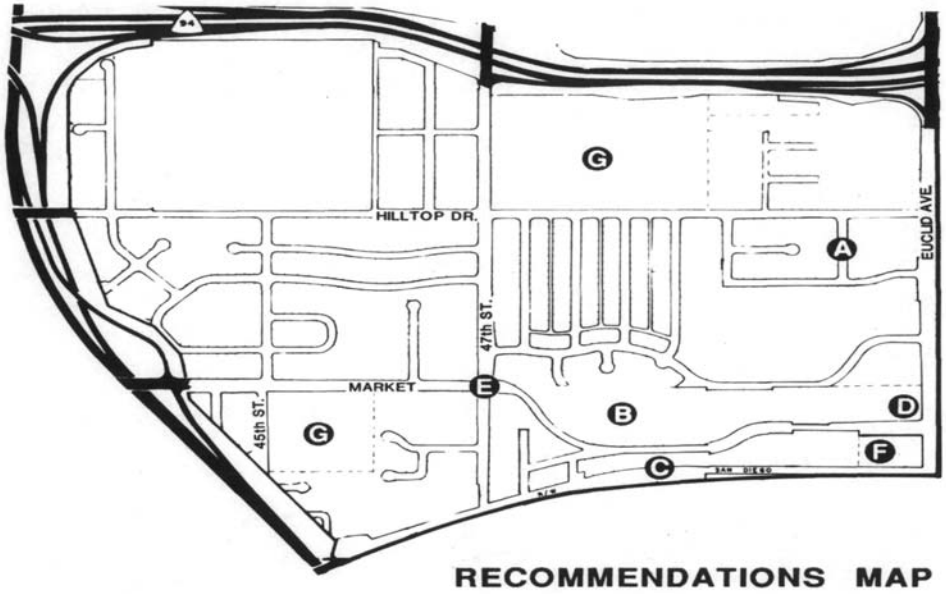
Chollas View Objectives

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.

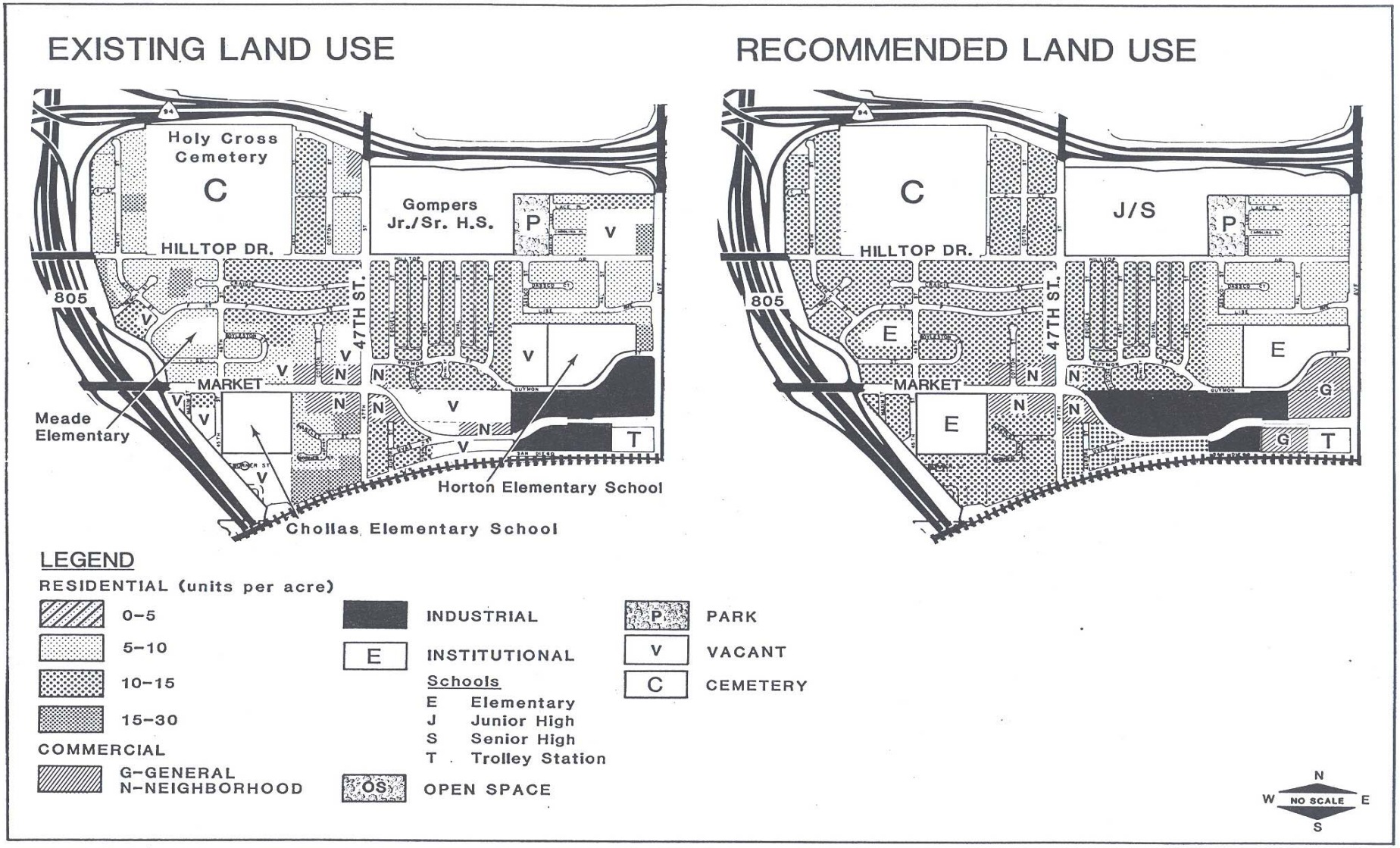
E. Redevelopment funds are recommended to be targeted for commercial retail uses at the corner of 47th and Market Street.

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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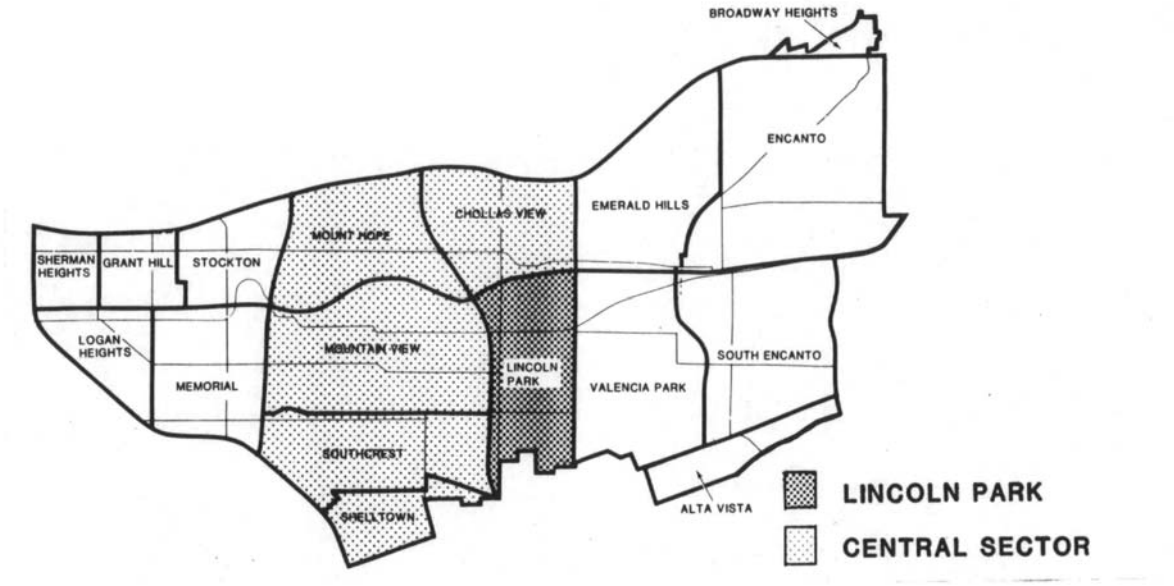
FIGURE 37

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.

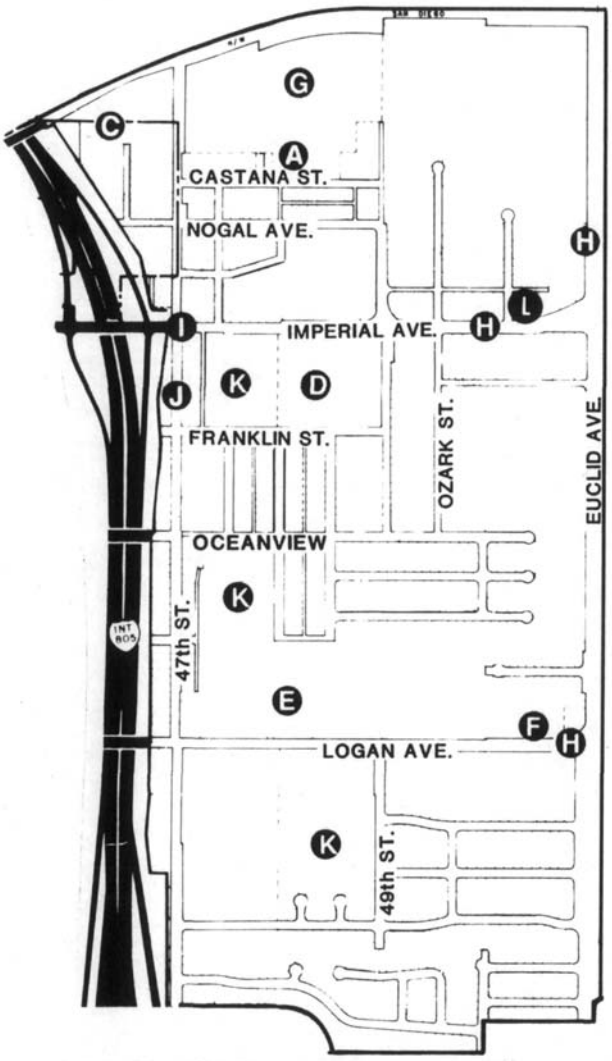
5. Expand community-serving commercial activities.

   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

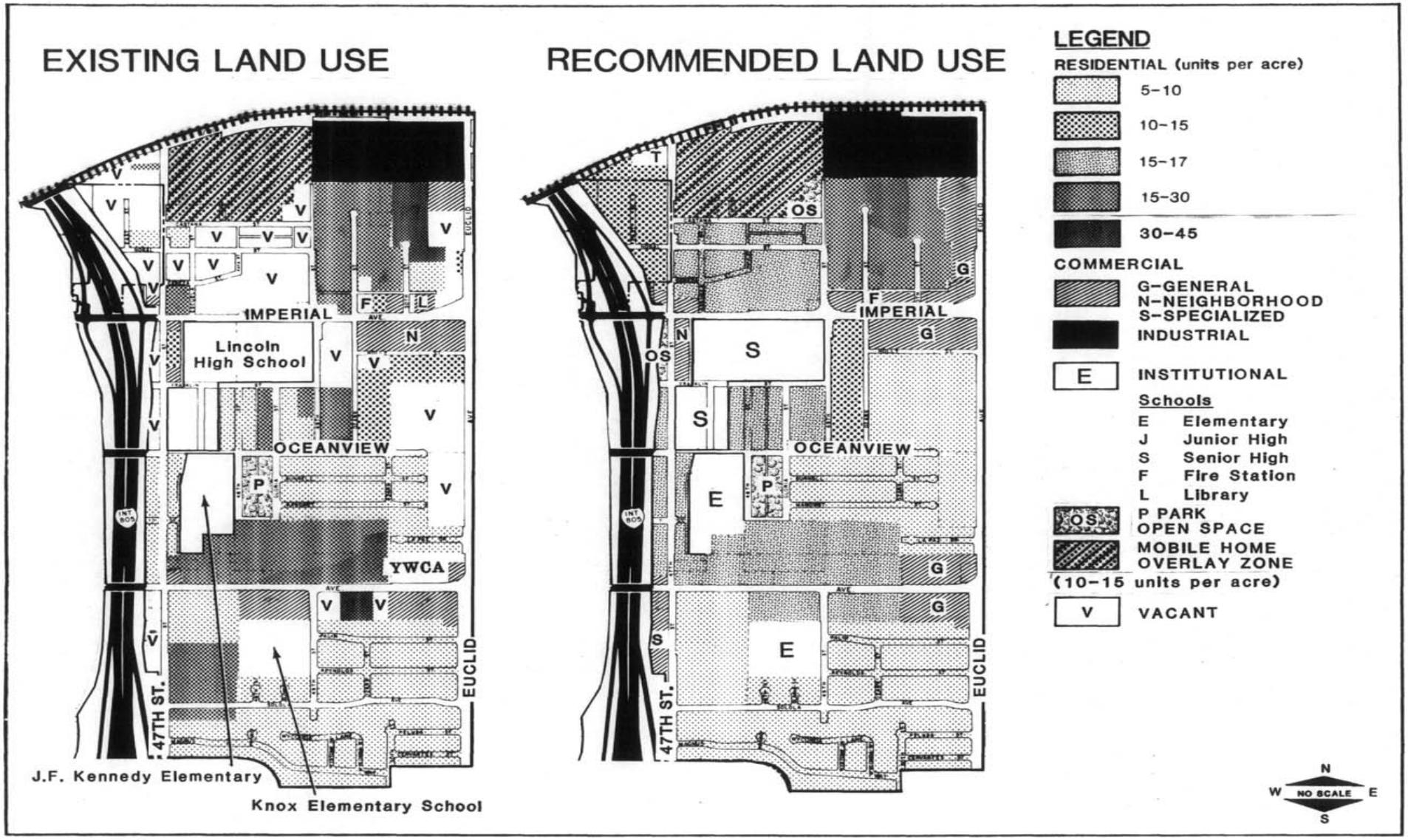
rezoned to a neighborhood commercial designation to allow the infill of neighborhood serving commercial uses. The west side of 47th Street, from Imperial Avenue to Franklin Street, is an 0.33-acre vacant parcel owned by the City of San Diego. This property should be rezoned to Rl-40000 and maintained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

CITY OF SAN DIEGO · PLANNING DEPARTMENT

FIGURE 38

EAST SECTOR

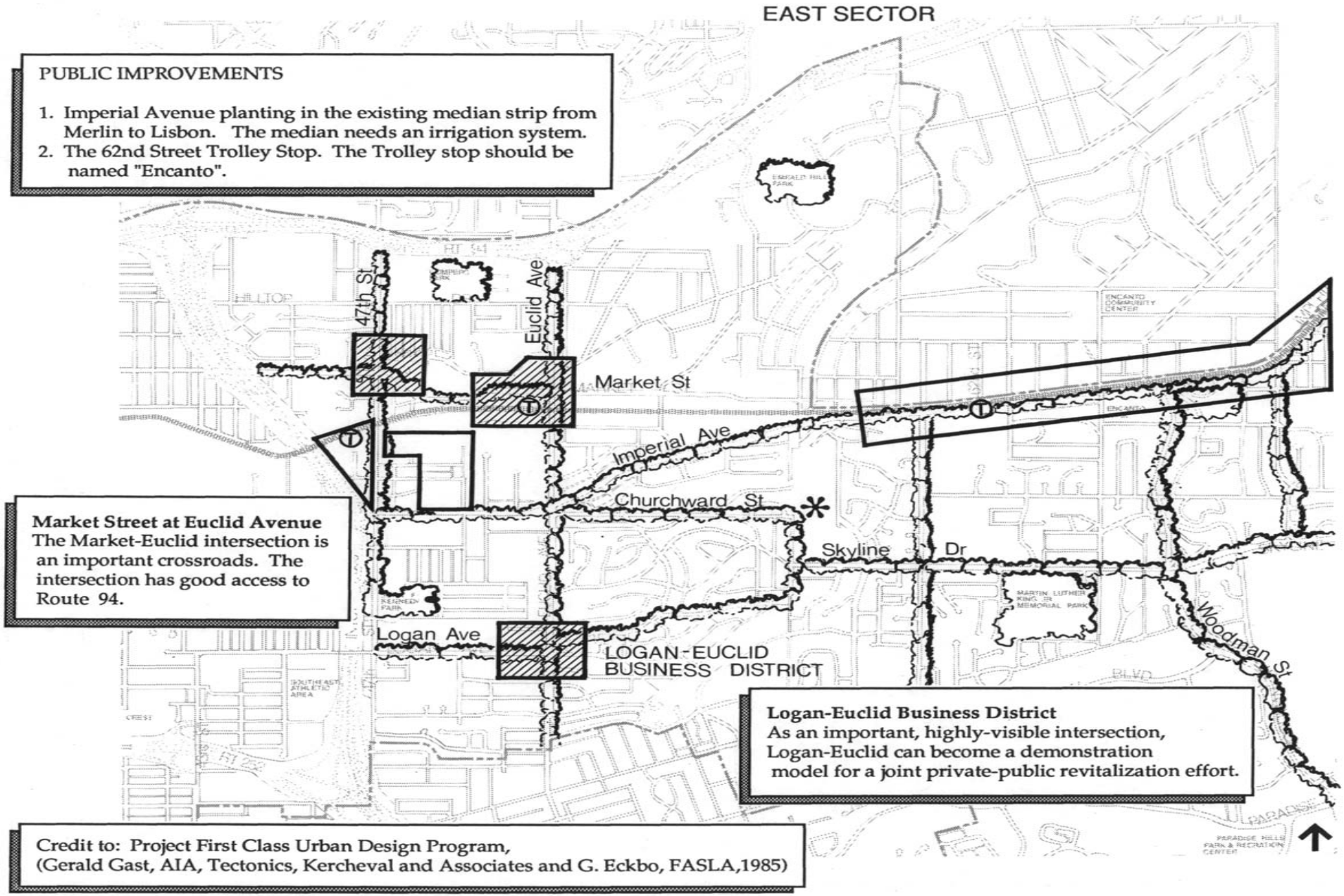
EAST OF EUCLID AVENUE

Chollas View, Lincoln Park, Broadway Heights, Emerald Hills, Encanto, Valencia Park, South Encanto, Alta Vista.

The trolley East Line will have an important impact on the northern portion of this area, with park and ride stations at 47th Street, Euclid Avenue and 62nd Street.

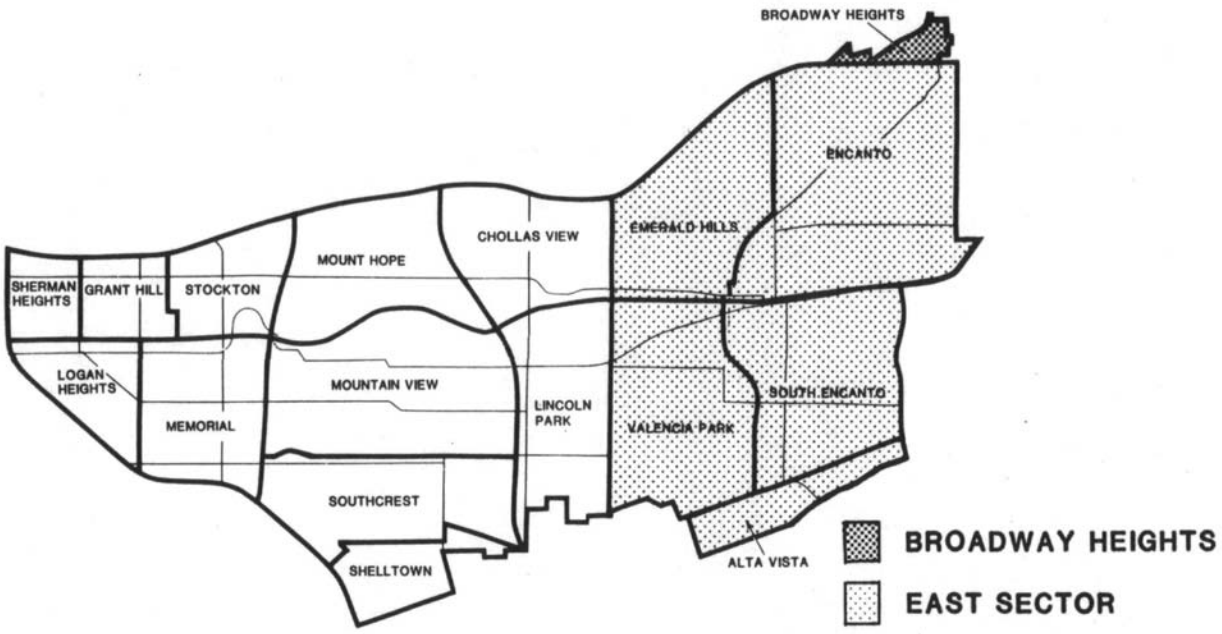
Planting improvements are to be focused on the major street corridors on Market, Imperial, Logan, 47th and Euclid.

Dr. Martin Luther King, Jr. Park



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

THE NEIGHBORHOOD OF BROADWAY HEIGHTS



Broadway Heights is situated on approximately 61 acres in the northeastern corner of Southeast San Diego. It is bounded on the north and east by the city of Lemon Grove, on the south by Mallard Street, and on the west by Federal Boulevard. The neighborhood is surrounded with residential development, with the exception of its westerly boundary along Federal Boulevard where heavy commercial uses are common.

The 140-lot subdivision known as "Broadway Heights" was approved in the late 1950s, with most of the homes being built around 1960. A smaller "Rancho Valle" 43-lot subdivision is immediately to the east of the Broadway Heights subdivision, and is included in this neighborhood section. The neighborhood is atop the highest peaks in the community with an average elevation of over 400 feet above sea level. The highest parcels are along Mallard Street, with the remainder of the neighborhood terraced down in the northern portion of the subdivision. Many locations have views to the north and east.

Approximately 600 people reside in Broadway Heights, with an overall density of about six units per acre. The population density is among the lowest in the Southeastern San Diego community. Nearly all of Broadway Heights has been developed for low density residential use, with one home on one lot. The homes are all contemporary stucco structures. Nearly all of the homes are in excellent condition. The neighborhood has public improvements including curb, gutter, sidewalks and streets. The majority of the residences are owner occupied. The median income is among the highest in the community. A two-acre vacant parcel zoned for agricultural use (A-l-1) is located in the northwesterly corner of the neighborhood.

The significant features of this neighborhood are its high level of public improvements, the good condition of its housing, and its views.

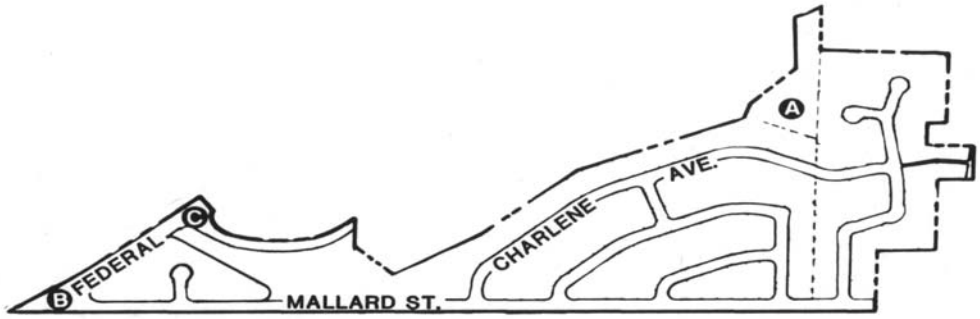
Federal Boulevard, which constitutes the western boundary, and Mallard Street, which forms the southern boundary, are the two major streets serving Broadway Heights. Federal Boulevard provides access to State Highway 94 and Mallard Street provides access to Federal Boulevard and 69th Street, which serves as a major north/south transportation corridor for this residential neighborhood.

Broadway Heights Objectives

1. Preserve the well-kept, single-family homes.

2. Protect the natural character of the canyons surrounding the neighborhood.

3. Expand Federal Boulevard to its recommended width.



RECOMMENDATIONS MAP

Broadway Heights Recommendations

A. Residential

Maintain the character of this single-family neighborhood by preserving the Rl-6000 and Rl-10000 zones.

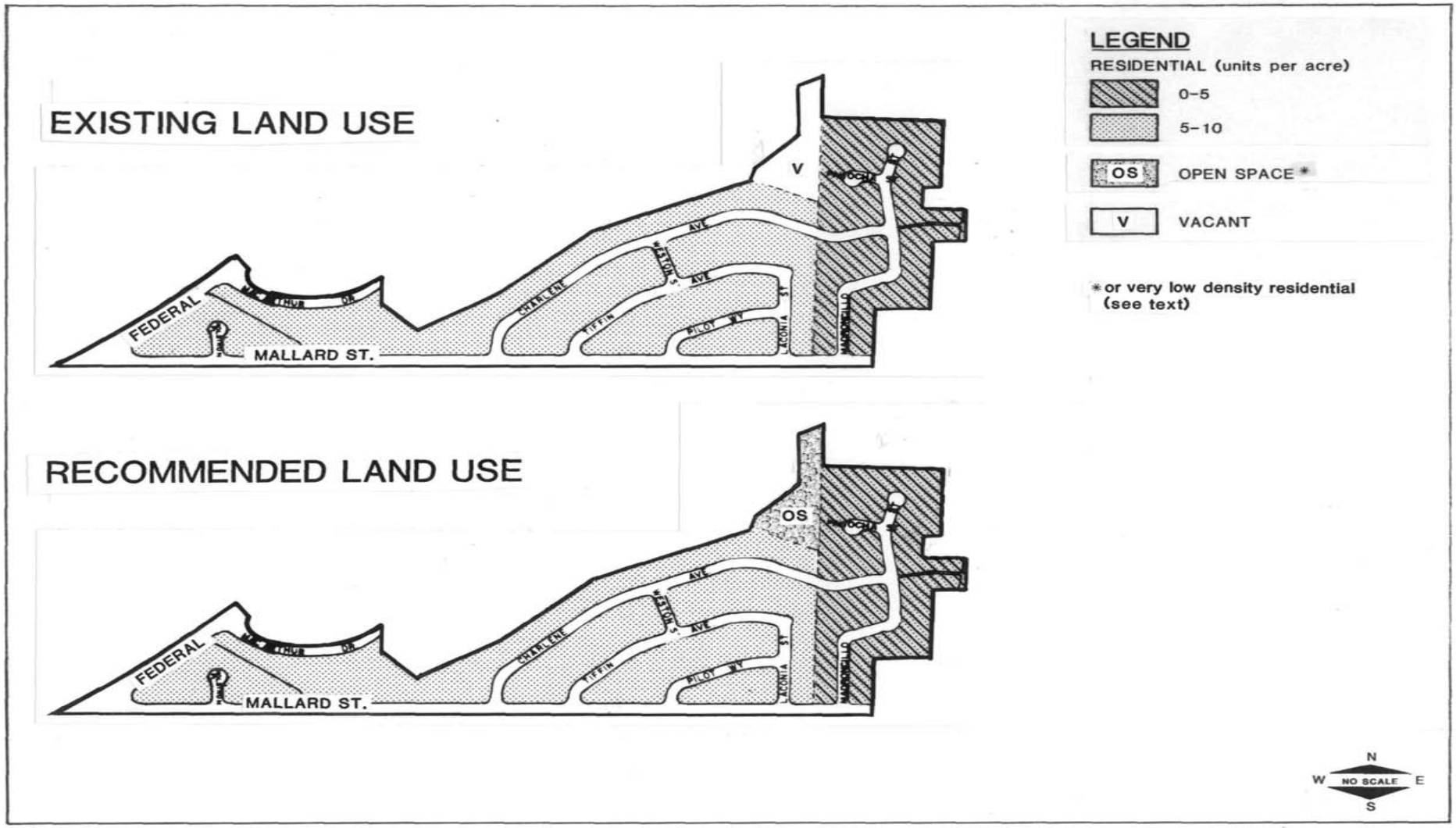
B. Open Space

Open space preservation principles should be applied to the canyon slopes which define the neighborhood and are among its greatest assets.

The vacant 4.5-acre parcel in the northwest corner of the neighborhood should be zoned Rl-40000 and is recommended for open space acquisition by the City of San Diego. If not acquired for open space, the lands with greater than 25 percent slope should be designated in the Hillside Review Overlay Zone and a Planned Residential Development Permit should be required to minimize grading and assure compatibility with the surrounding uses.

C. Transportation

Improve Federal Boulevard to a four-lane major street in order to handle future volumes as high as 16,000 vehicles per day. This should be coordinated with improvements to Federal Boulevard by the city of Lemon Grove.



BROADWAY HEIGHTS

SOUTHEASTERN SAN DIEGO

CITY OF SAN DIEGO · PLANNING DEPARTMENT

FIGURE 39

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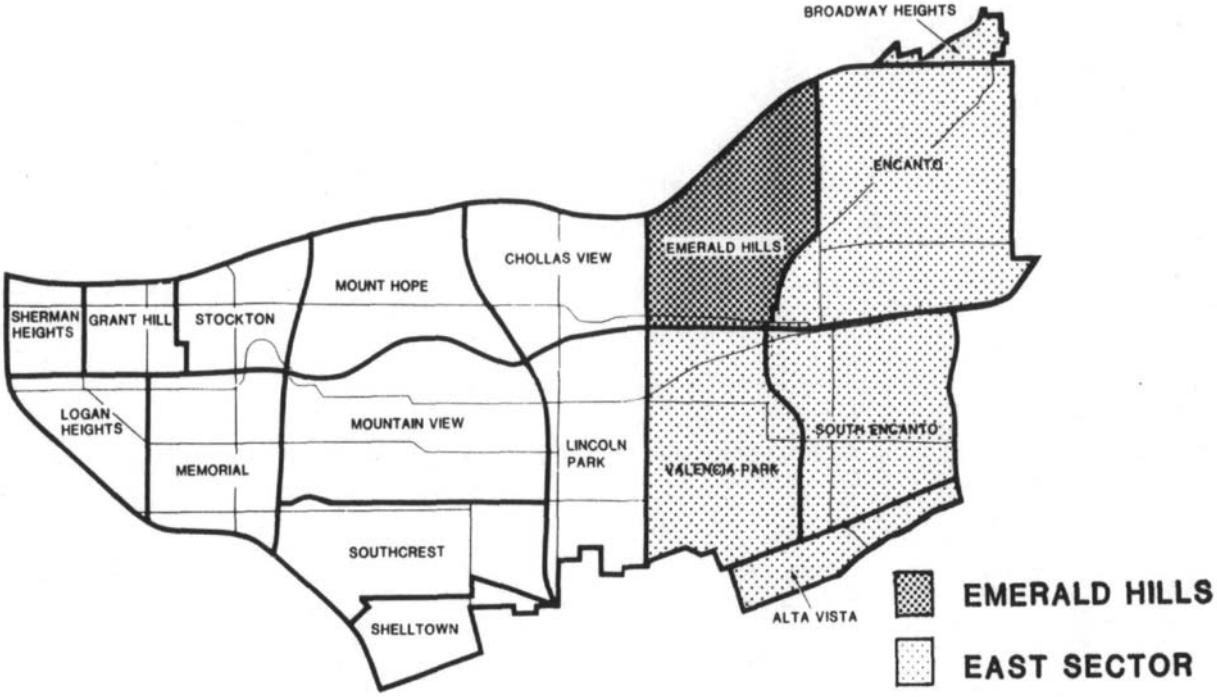
THE NEIGHBORHOOD OF EMERALD HILLS



Setting

Emerald Hills is situated acres in the northeastern portion of Southeastern San Diego. It is bounded on the north by Highway 94 and Federal Boulevard, on the south by Market Street, on the west by Euclid Avenue, and on the east by 60th Street and Radio Drive. The neighborhood is separated from the surrounding areas by a freeway, major streets, and a major canyon system.

Much of Emerald Hills is very hilly and provides beautiful views. The neighborhood got its name from the Emerald Hills Country Club and Golf Course, which was established in 1959. The highest point of Emerald Hills, where transmitter towers for KSDO radio now stand, was once an ancient Indian burial ground.

The major streets in Emerald Hills include Euclid Avenue and 60th Street, which run north and south, and Market Street and Federal Boulevard, which run east and west.

The San Diego Trolley - Euclid line runs along the San Diego Arizona Eastern Railroad tracks from downtown San Diego to Euclid Avenue. Due to the presence of the trolley station, the intersection of Euclid Avenue and Market Street is expected to become a commercial center serving the eastern portion of Southeastern San Diego.

Existing Land Uses (1986)	
Type of Use	Percent
Residential	
Very-Low Density (0-5 du/ac, 1 du/lot)	50%
Low Medium Density (10-15 du/ac)	5%
Commercial	2%
Industrial	2%
Institutional (Johnson Elementary and Christian Fellowship Church)	10%
Public Parks	6%
City-owned Open Space	15%
Vacant	10%
	100%

Residential

The residential areas of Emerald Hills are single-family with the exception of the properties fronting on Euclid Avenue where low-medium density multi-family uses (10-15 units per acre) have developed. About 40 duplex-type homes, developed back when zoning allowed such densities, are scattered throughout Emerald Hills.

The residents display a strong sense of community and pride, exhibited by the condition of their homes and the existence of neighborhood clubs and associations. Over 4,000 people reside in Emerald Hills, with an overall density of about seven dwelling units per acre. The population density is the lowest in the Southeastern San Diego community.

Commercial

The only commercial uses in the neighborhood front on Euclid Avenue and include a gas station and a beauty salon. A wide variety of commercial services are available to Emerald Hills residents to the north in the College Grove area and to the east in Lemon Grove.

Industrial

There are two industrial land uses in Emerald Hills. One is a public storage facility, located between Federal Boulevard and State Highway 94. The other is the KSDO transmission tower located on a peak in the northeastern corner of the neighborhood.

Schools, Parks and Public Facilities

The neighborhood has one elementary school, Johnson Elementary School, located on Kelton Road and north of Luber Street. The school is immediately south of Emerald Hills Park, a 9.59-

acre neighborhood park, which is fully developed with two large playgrounds for small children, a lighted multi-use court (basketball or volleyball), two lighted tennis courts, restrooms, parking lot, and a paved walkway system encircling the entire park. The park also supports a native plant area, which is in the northeastern corner of the park, where it abuts the city-owned open space area on its northern boundary. The new Valencia Park Library is planned to be constructed at Market and 51st Streets abutting city-owned open space.

Open Space

The outstanding feature of the neighborhood of Emerald Hills is the abundance of open space that has been preserved in its natural state through acquisition by the City of San Diego. About 80 percent of all city-owned open space in Southeastern San Diego is in Emerald Hills. Radio Canyon, which surrounds the neighborhood on the east and south, is a valuable natural open space area. About 75 acres of Radio Canyon have been purchased by the City of San Diego as open space. The City Council has identified the Radio-Chollas Open Space System, which includes Radio Canyon and Las Chollas Creek, as the highest priority open space acquisition lands in Southeastern San Diego.

Another major open space area constitutes the neighborhood's northern boundary and serves as a buffer between Highway 94 and the residential areas to the south. That open space, known as Emerald Vista, was purchased by the City and totals 77 acres.

Vacant Parcels

Two large vacant parcels remain in the neighborhood. The first is located at the northeast corner of Market Street and Euclid Avenue and is approximately seven acres. The property is zoned Rl-5000, fronts on Market Street and is bounded by city-owned open space on the east, and a steep slope with residential development on the north. This site is the proposed location of the New Valencia Park Library.

The second parcel is located in the northeastern portion of the neighborhood and fronts on 60th Street. This parcel is zoned Rl-10000 and is only partially developed with radio transmitter towers.

Emerald Hills Objectives

1. Improve the appearance of Euclid Avenue.

2. Develop the vacant parcel fronting on 60th Street in such a way that it will minimize disturbance of the land's natural topography and vegetation.

3. Develop the vacant parcel at Market Street and Euclid Avenue in a way that compliments the trolley station across the street and is compatible with adjacent residential uses.

4. Preserve the single-family areas.

RECOMMENDATIONS MAP

GENERAL RECOMMENDATIONS

B. Retain the existing single-family zones.

Emerald Hills Recommendations

A. The City of San Diego should retain the city-owned open space areas in Emerald Hills.

The existence of the open space areas serve as a visual relief to the residents of the area and act to preserve a valuable natural canyon from development. Further acquisition of lands in the Radio Chollas Open Space System is recommended to occur as soon as possible to ensure retention of this valuable land. Designated open space areas should be rezoned to Rl-40000 or a similar zone.

B. Retain the existing single-family residential zones (Rl-5000 and Rl-6000) and designate these areas for low density residential uses (5-10 units per net acre).

C. Preservation of the existing stable, well-maintained single-family neighborhood is a high priority for Emerald Hills. Community pride will continue to play a major role in the future of this neighborhood.

Rehabilitation or development in the residential areas should be required to compliment the existing scale and bulk of the existing residential development. Lot consolidations should be discouraged.

D. Rezone the vacant parcel fronting on 60th Street to Rl-20000.

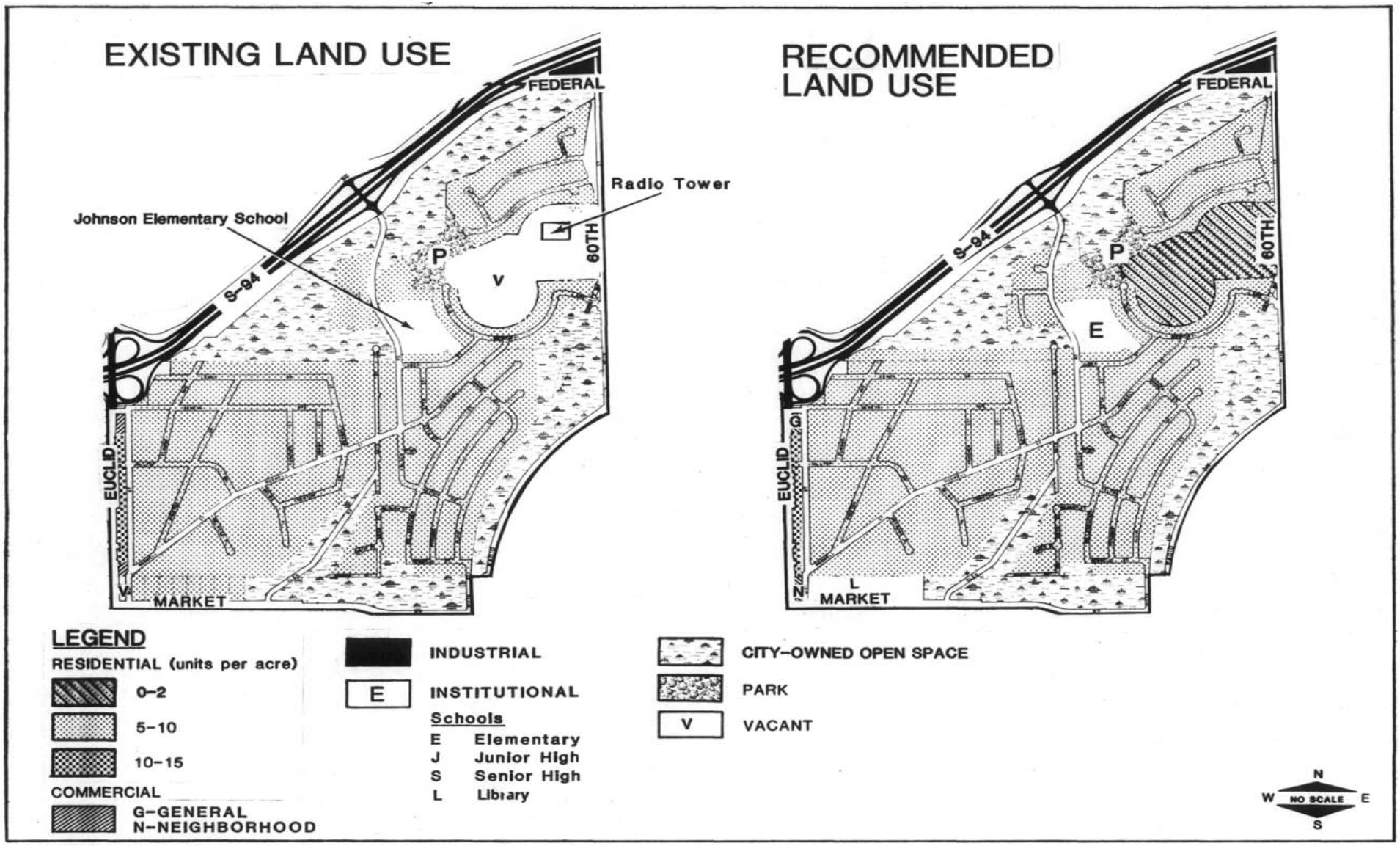
The vacant parcel fronting on 60th Street should be developed with a very-low density (0-2 units per net acre) and be rezoned from the existing R1-10000 to R1-20000. A Hillside Review Permit should be required on this site in order to ensure that disruption to the natural topography of the parcel is minimized as much as possible.

E. Develop the properties along Euclid Avenue at a low-medium residential density.

The properties along Euclid Avenue should be developed at a low-medium density of residential development (10-15 units per net acre). Courtyard designs are encouraged, with buildings grouped in small clusters. Lot consolidations should be encouraged. Future developments should have the buildings face onto Euclid Avenue, but should be required to provide parking and gain access from 51st Street, in an effort to minimize existing traffic problems along Euclid Avenue caused by slow-moving traffic attempting to access existing driveways.

F. Rezone Johnson Elementary School to the Institutional Overlay Zone. This site should be developed with compatible private development only after it has been determined that it is not needed for use as a public facility. Where it is determined that residential development is appropriate for this site, the density should be compatible with that of the surrounding neighborhood (5-10 units per net acre).

G. The proposed site of the Valencia Park Library, on 51st and Market Streets, shall retain its SF-5000 zoning. Its use shall be restricted to the library and uses accessory to it, and uses permitted by the underlying zoning. Alternative use of the site for single-family development, in conformance with the Southeastern San Diego Planned District Ordinance and other City ordinances, is permitted and shall not require an amendment to this plan.



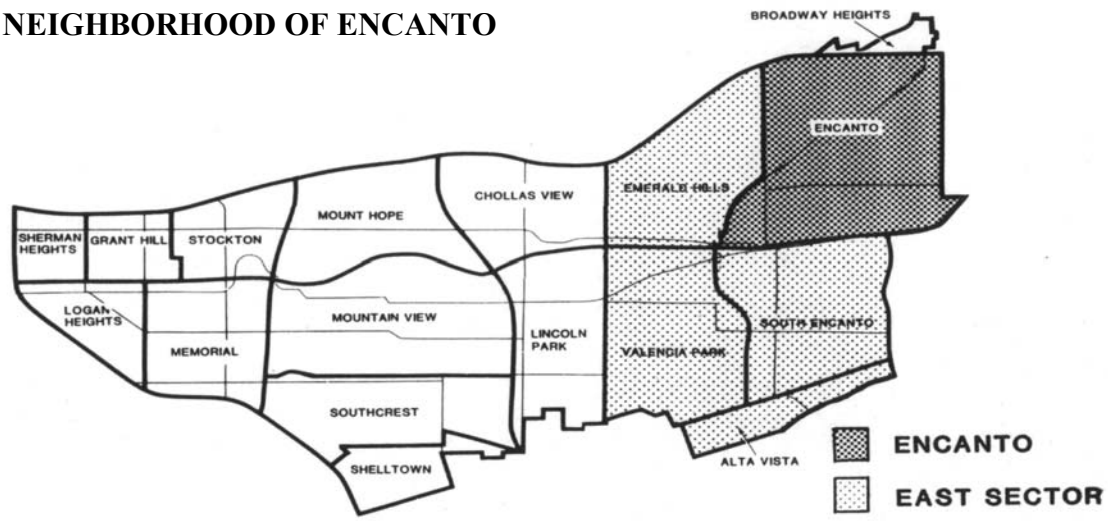
EMERALD HILLS

SOUTHEASTERN SAN DIEGO

CITY OF SAN DIEGO · PLANNING DEPARTMENT

FIGURE 40

THE NEIGHBORHOOD OF ENCANTO



Setting

Encanto is situated on approximately 994 acres in the northeastern portion of Southeastern San Diego. It is bounded on the north by Mallard Street, on the south by Akins Avenue, on the east by the city of Lemon Grove, and on the west by 60th Street.

In 1889, Alice Klauber named the subdivision Encanto, the Spanish word for "enchantment." The area contains a series of natural canyons and rolling hills. Radio Canyon, which cuts diagonally from the northeast to the southwest corners of Encanto, is a major natural open space system that has been purchased by the City of San Diego for preservation as open space.

Encanto is divided into two subareas by Broadway. The northern subarea is a mixture of single-family homes on large lots, industrial uses along Federal Boulevard, and large vacant lots. The southern area, accounting for 30 percent of the total neighborhood, is bounded by Broadway on the north and Akins Avenue on the south. This area is developed with a mixture of low and medium residential densities (5-30 units per acre), commercial uses along Akins Avenue, and public facilities.

Existing Land Uses (1986)	
Type of Use	Percent
Residential	
Very-Low Density (0-5 du/ac, 1 du/lot)	80%
Low-Medium Density (10-15 du/ac)	2.5%
Commercial	1%
Industrial	2%
Institutional (Encanto Elementary School)	2.5%
Public Parks	2%
Vacant	10%
	100%

Residential

Nearly 6,300 people reside in Encanto, with an overall density of about five dwelling units per acre in the northern subarea and approximately five dwelling units per acre in the southern subarea. The residential areas in Encanto are stable and quiet, with a mixture of housing conditions and types. The majority of the single-family homes are well-maintained.

The highest densities (15-30 units per acre) are north of Akins Avenue and south of Broadway where a scattering of apartment complexes have developed over the past 20 years. In many cases, these complexes are poorly maintained and landscaped, resulting in deteriorated conditions.

Commercial

A mixture of commercial uses have developed along the north side of Akins Avenue, including a liquor store, auto storage, auto repair, and a plumbing supply yard. For the majority of commercial services, the residents of Encanto shop in Lemon Grove.

Industrial

A variety of industrial uses have developed along the north side of Federal Boulevard and on the south side of Federal Boulevard between Winnett Street and Oriole Street. Motor home sales, a lumber yard, a contractor's storage yard, and an abandoned cable television facility are among the industrial uses. Access to State Highway 94 is a primary attraction for these users.

Schools and Public Facilities

The neighborhood has one school, Encanto Elementary School, located at the southwest corner of Broadway and 65th Street. A City of San Diego Park and Recreation Center is located across the street to the north and east from the elementary school. The Encanto Recreation Center includes baseball fields, picnic areas, and shuffle board courts, and a senior citizen center.

Vacant Parcels

Nearly ten percent of Encanto has remained vacant, with the majority of the parcels located in the western portion of the neighborhood, where steep slopes are common.

Transportation Facilities

The neighborhood's major streets are 60th Street, which runs north and south, Broadway and Radio Drive, Federal Boulevard, Mallard Street and Akins Avenue, which run east and west.

The proposed Encanto Trolley Station site is located along the southern boundary of this neighborhood, between 62nd and 63rd Streets on the north side of Akins Avenue. The station site is 2.25 acres. Service to this station is part of the second phase of the East Urban Line

development, expected to be operational by 1988. Akins Avenue runs parallel to Imperial Avenue, with the two separated by the railroad tracks.

Encanto Objectives

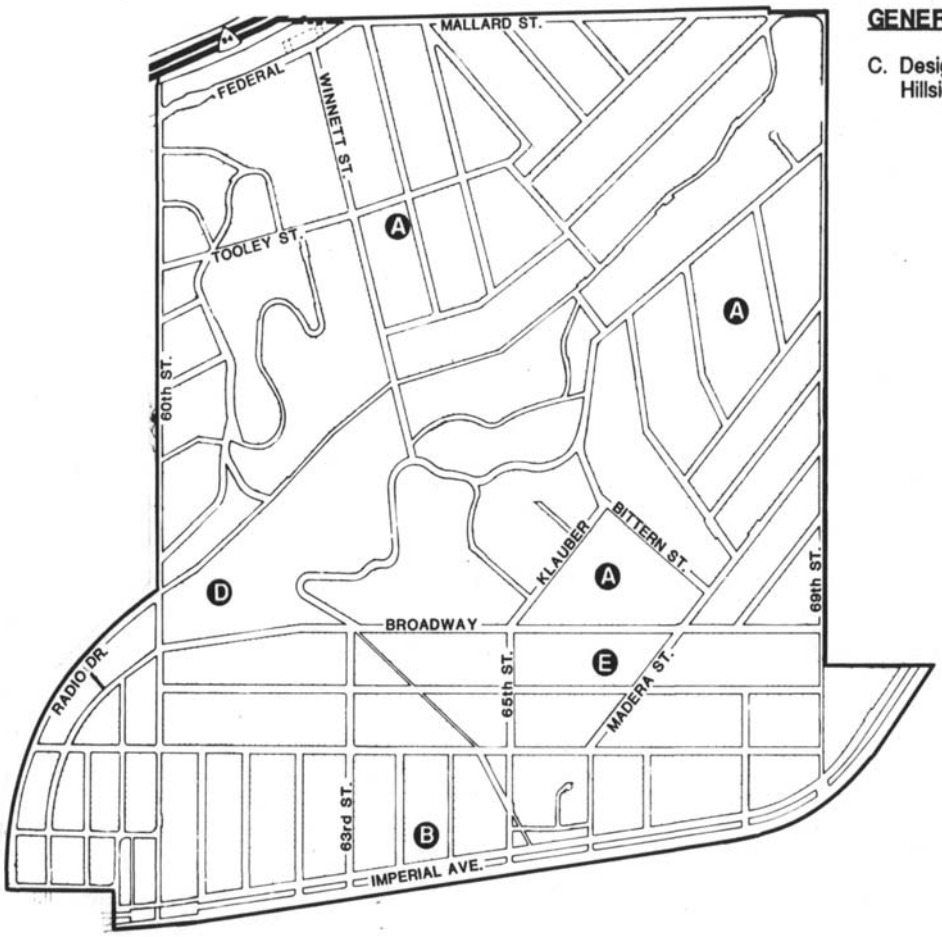
1. Preserve the existing single-family large lot development.

   The large-lot, single-family neighborhoods are worthy of preservation because this type of development creates the rural atmosphere which is characteristic of Encanto.

2. Preserve the natural canyons and slopes of Encanto.

3. Improve the landscaping on both private and public land on both sides of Federal Boulevard.

4. Permit residential infill and redevelopment on the north side of Akins Avenue at densities which do not conflict with surrounding uses.



RECOMMENDATIONS MAP

GENERAL RECOMMENDATIONS

C. Designate 25% or greater slopes for the Hillside Review Overlay Zone.

Encanto Recommendations

A. Maintain the character of the rural single-family neighborhood by preserving the Rl-6000, Rl-10000, Rl-15000, and Rl-20000 zones.

   Preservation of the rural character of Encanto's residential areas is the highest priority for this neighborhood. The existing zoning should be retained, while adding the Hillside Review Overlay Zone in areas where the slopes are in excess of 25 percent. Public improvements should include rolled curbs and natural-appearing materials in the sidewalks, in order to retain the rural character.

B. Designate the properties north of Akins Avenue between 60th Street and 65th Street for low-medium density residential development (10-15 units per net acre).

   In consideration of surrounding land uses and low density Rl-6000 zoned residential development to the north, this plan recommends that properties along a portion of Akins be rezoned to a low-medium density of 10-15 units per net acre.

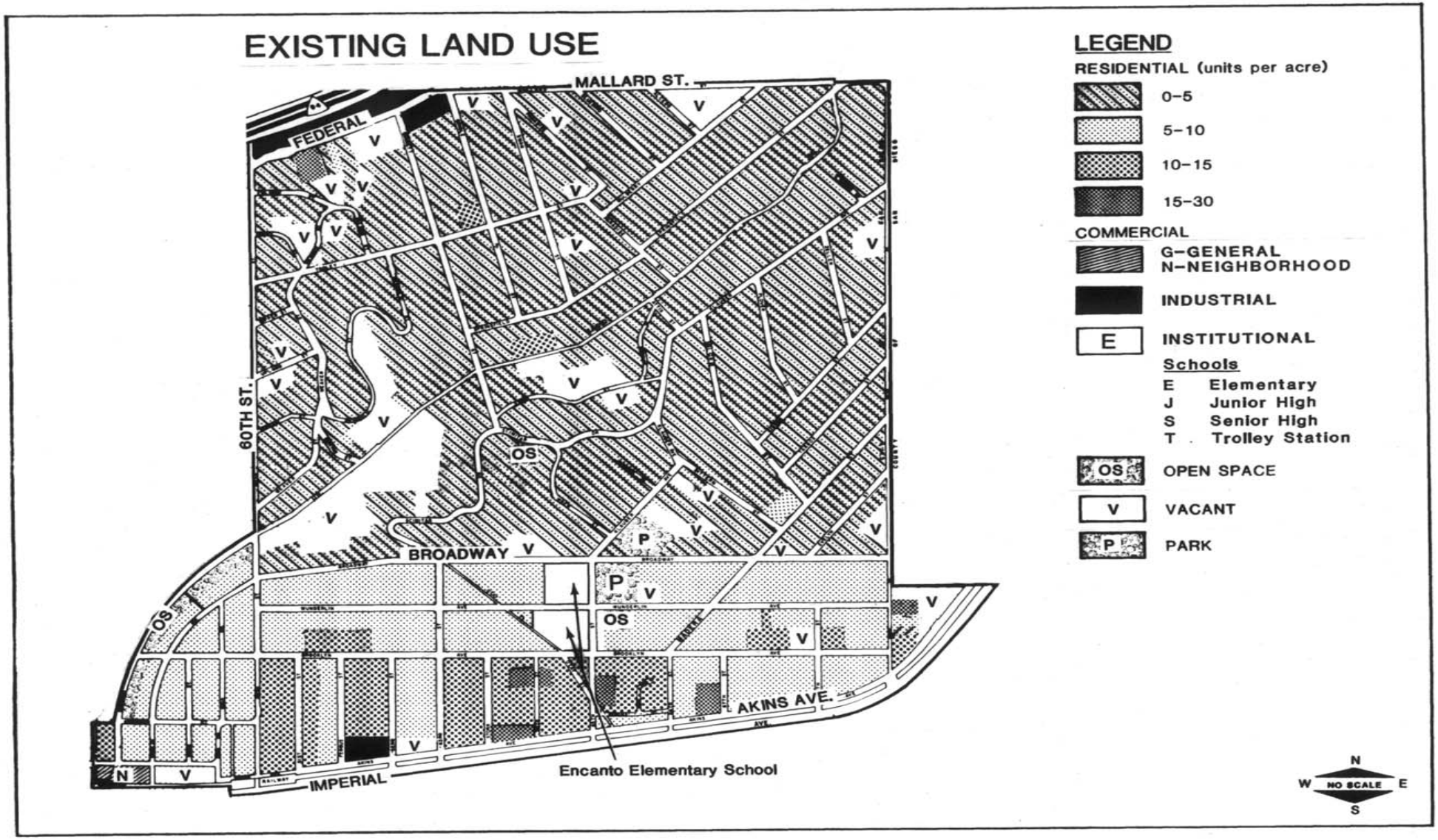
C. Designate lands in excess of 25 percent slope for the Hillside Review Overlay Zone.

   Most of the vacant parcels in Encanto have significant slopes and should be developed according to the standards of the Hillside Review Overlay Zone, in order to preserve as much of the natural topography as much as possible.

D. Acquire the eastern branch of Radio Canyon through the City of San Diego's Open Space Acquisition Program.

   The City of San Diego should purchase the remaining eastern branch of Radio Canyon as soon as possible in order to complete acquisition of this important natural open space.

E. The Encanto Elementary School should only be developed with compatible private development after it has been determined that it is not needed for use as a public facility through the Institutional Overlay Zone review process. In the event that residential re-use is considered, the density should be at 5-10 units per acre.

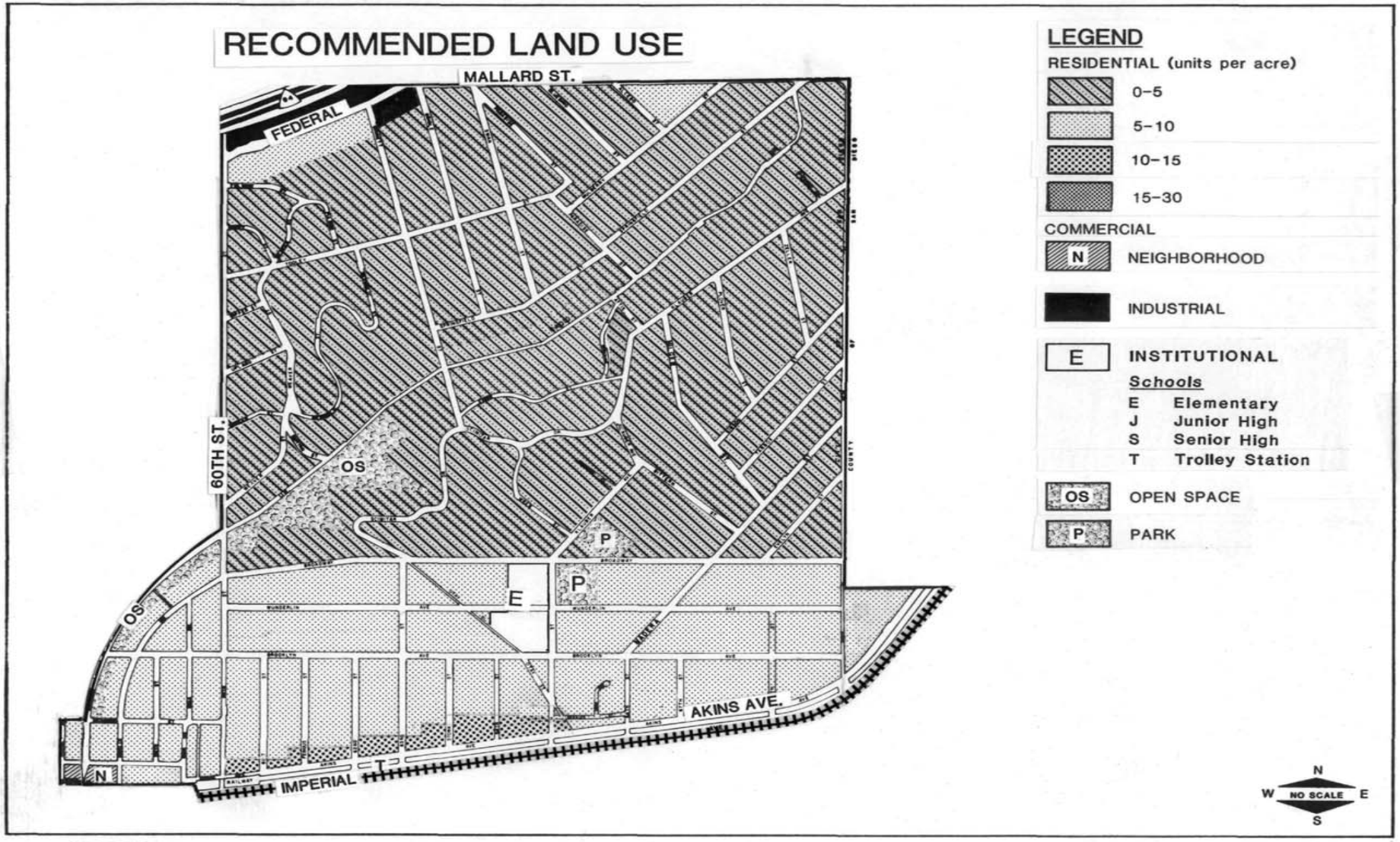


ENCANTO

SOUTHEASTERN SAN DIEGO

CITY OF SAN DIEGO · PLANNING DEPARTMENT

FIGURE 41



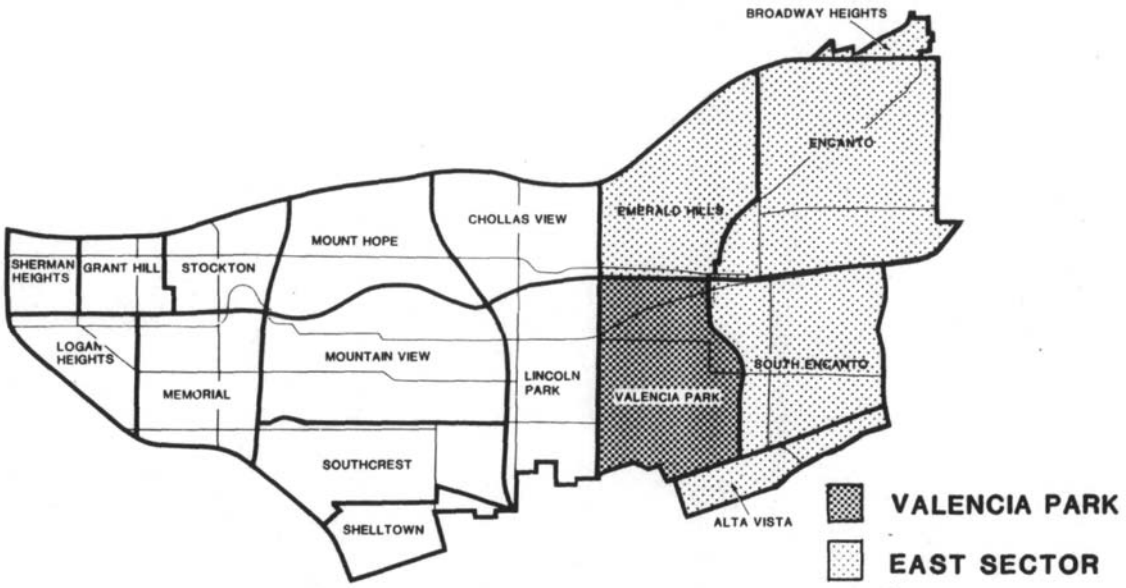
SOUTH ENCANTO

SOUTHEASTERN SAN DIEGO

CITY OF SAN DIEGO · PLANNING DEPARTMENT

FIGURE 42

THE NEIGHBORHOOD OF VALENCIA PARK



Setting

Valencia Park is situated on approximately 657 acres in the south-central portion of Southeastern San Diego. It is bounded on the north by Market Street, on the south by the city of National City and Division Street, on the east by Valencia Parkway, and on the west by Euclid Avenue.

The area contains a wide range of topographic features including steep slopes and rolling hills, plateaus, canyons and floodplains. The highest point, located in the southeastern corner of the neighborhood near 58th Street and Arroyo Avenue, provides a 360 degree view of San Diego. Valencia Canyon, located north of Valencia Park Elementary School, is a major natural open space area that is being acquired by the City of San Diego through its open space acquisition program.

The portion of Valencia Park north of Imperial Avenue is a mixture of industrial uses and medium-high residential development (30-45 units per acre). The central portion is developed predominantly with a medium residential density (15-30 units per acre). The southern part of Valencia Park is developed with a low residential density (5-10 units per acre) and public facilities.

Transportation Facilities

The neighborhood's major streets are Euclid Avenue and Valencia Parkway, which run north and south, and Market Street, Imperial Avenue, and Churchward Street which run east and west. The City is now in the process of acquiring lands necessary to construct an extension to complete the construction of Valencia Parkway through to Market Street. At present, the Parkway ends at 59th Street, immediately north of Valencia Park Elementary School.

Although the San Diego Trolley Euclid Station is outside the neighborhood, the trolley stop, located at the intersection of Euclid Avenue and Market Street is a focal point for the eastern portion of Southeastern San Diego in the near future.

Existing Land Use	
Type of Use	Percent
Residential	
Low Density (5-10 du/ac, 1 du/lot)	70%
Low-Medium Density (10-15 du/ac)	5%
Medium-High Density (15-45 du/ac)	5%
Commercial	1%
Industrial	5%
Institutional (Valencia Park Elementary)	4%
Vacant	10%
	100%

Residential

Nearly 7,500 people reside in Valencia Park, with an overall density of about ten dwelling units per acre. The residential areas in Valencia Park are stable and quiet, with a mixture of young and old families. The majority of the single-family homes are well-maintained. The highest densities (15-45 units per acre) are north of Churchward Street, in the northern and central subareas. A 90-unit trailer park is located north of Imperial Avenue, just east of 54th Street. Although the zoning varies, the residential densities south of Churchward Street are generally low with one home per lot.

Commercial

The northeast and southeast corners of Imperial Avenue and Euclid Avenue have developed with commercial uses including a gas station and a convenience store. For the majority of commercial services, the residents of Valencia Park shop in National City.

Industrial

A variety of industrial uses have developed south of Market Street and north of the railroad tracks east of Euclid Avenue. Light manufacturing (building materials, luggage, pottery), and warehousing/distribution (beer distribution) 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 one elementary school, Valencia Park Elementary School, located on Skyline Drive near Valencia Parkway. The school yard serves as an eight-acre neighborhood

park which has been developed with two softball fields (which can also serve as two soccer fields or three football fields). Although the fields are scheduled and programmed through the City Park and Recreation Department, the field is open to the general public.

Vacant Parcels

Nearly ten percent of Valencia Park has remained vacant, with four major vacant. The first, located south of the railroad tracks and east of 54th Street, is known as the "Potter Tract." The 13-acre Potter Tract is located in the 100-year floodplain and is several feet lower than surrounding parcels. The property had been designated for industrial use on the 1969 community plan.

The second and third parcels are west of 58th Street and south of Olvera Avenue. Both parcels are very steep. The fourth parcel is located just east of Euclid Avenue and south of Trinidad Way in the southern subarea. This acre parcel is a steep natural state canyon with a branch of Las Chollas Creek flowing through it.

Valencia Park Objectives

1. Preserve the existing, well-maintained single-family development.

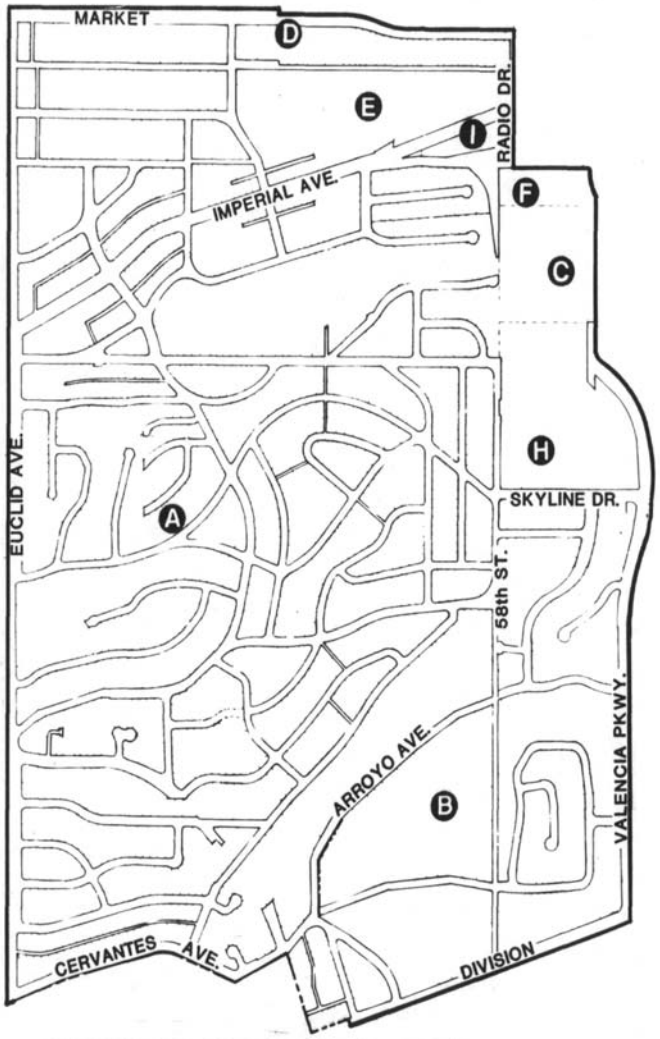
2. Valencia Canyon is an attractive natural canyon and should be preserved for future generations.

3. Improve the appearance of Imperial Avenue and Euclid Avenue.

4. Take advantage of the strategic location of the vacant Potter Tract to provide needed goods and services or other community-serving uses such as an employment center.

5. Ensure that move-on houses are treated in an aesthetic manner or not permitted.

6. The vacant parcels south of Arroyo Avenue and west of 58th Street should be developed in such a way as to minimize disturbance of the land's natural topography and vegetation.



RECOMMENDATIONS MAP

GENERAL RECOMMENDATIONS

G. Require special permits for all move-ons.

Valencia Park Recommendations

A. Maintain the character of the neighborhood by preserving the single-family areas and their Rl-5000 zones.

Preservation of the existing stable, well-maintained single-family neighborhood is a high priority for Valencia Park. The existing Rl-5000 and Rl-10000 zoning should be retained by designating these areas for very-low and low residential densities (0-5 and 5-10 units per net acre). Detached units are recommended.

B. Require the use of the Hillside Review Overlay Zone in order to preserve natural hilly terrain.

The properties presently zoned Rl-10,000 should be rezoned to the standards of the Hillside Review Overlay Zone. The property located east of Euclid Avenue and south of Trinidad Way should also be developed according to the standards of the Hillside Review Overlay Zone.

C. Preserve the natural state of Valencia Canyon with a rezoning to Rl-40000 and through acquisition by the City of San Diego as open space.

The City of San Diego should complete its acquisition of Valencia Canyon in order to preserve this valuable resource. In the interim, the property should be rezoned to Rl-40000.

D. Designate the properties south of Market Street from 51st Street to Pitta Street, and south of the railroad tracks from 51st Street to approximately San Jacinto Drive, for industrial use.

E. Rezone the Potter Tract to an industrial zone.

Alternative 1. The vacant Potter Tract should be rezoned and developed with a light industrial center with some office and accessory retail uses. The tract is in a strategic location, serving as an entry into the eastern portion of Southeastern San Diego.

Alternative 2. If a light industrial center is not feasible, the vacant Potter Tract could be developed with community serving commercial uses. A rezone from industrial to a commercial use should not require an amendment to this plan. The trailer park site north of Imperial Avenue and east of 54th Street could also be rezoned in the future, without the need for a plan amendment, to allow light industrial uses similar to those in Gateway Center East. The site is too small to be redeveloped for new mobile home use and may add needed acreage to the Potter Tract for development.

F. Extend Valencia Parkway all the way to Market Street to give the community better north/south access.

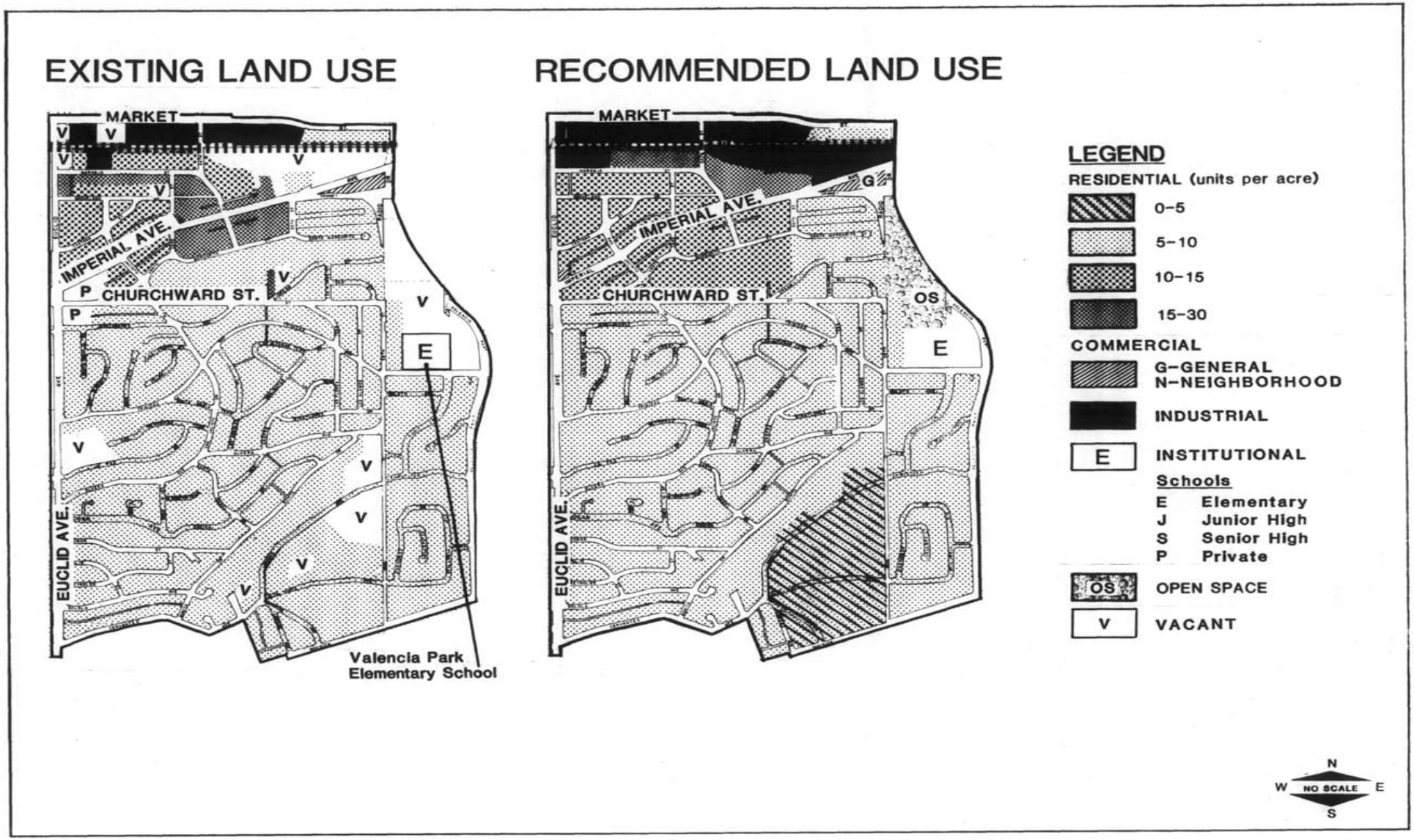
G. Require special permits for all move-ons.

Move-ons should be carefully regulated to ensure that the siting and character are compatible with surrounding development and that there is minimal disturbance to the natural hilly topography.

H. Valencia Park Elementary School should be rezoned to the Institutional Overlay Zone. This site should only be developed with compatible private development after it has determined that it is not needed for use as a public facility through the Institutional Overlay Zone review process. In the event that residential development is considered for the site, the density should be compatible with the density of the surrounding neighborhood, 5-10 units per acre.

I. The vacant site at Radio Drive and Imperial Avenue, owned by St. Steven's Church, may be developed with a senior citizen housing project subject to a Conditional Use Permit provided that such use is church-sponsored and fully subsidized. The density of the project should be compatible with the density of the surrounding neighborhood and in no case should exceed 30 dwelling units per acre.

J. The low-medium density (10-15 dwelling units per net acre, MF-3000 Zone) multi-family portion of the neighborhood located on the north side of Churchward Boulevard between San Jacinto Drive and Manzanares Way should be identified as a “Special Character Multi-Family Neighborhood” that would be protected with development standards recommended by the Urban Design Element.



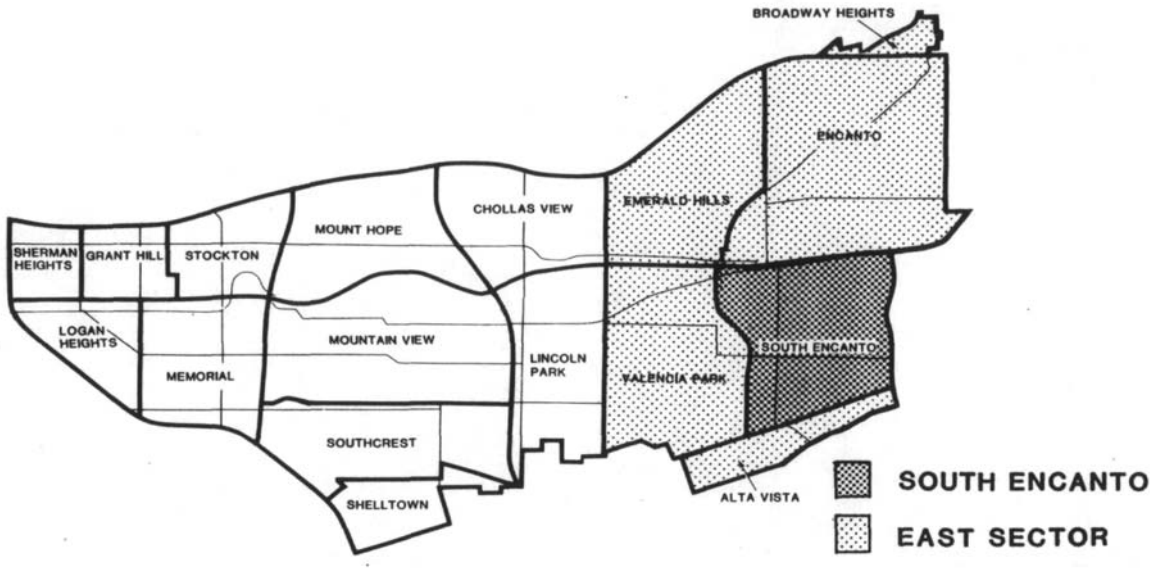
VALENCIA PARK

SOUTHEASTERN SAN DIEGO

CITY OF SAN DIEGO · PLANNING DEPARTMENT

FIGURE 43

THE NEIGHBORHOOD OF SOUTH ENCANTO



Setting

South Encanto is situated on approximately 640 acres in the southeastern portion of Southeastern San Diego. It is bounded on the north by Imperial Avenue, on the south by Division Street, on the east by Woodman Street, and on the west by Valencia Parkway. The area contains a wide range of topographic features including steep slopes and rolling hills, plateaus, and canyons.

The northern part of South Encanto includes the commercial corridor south of Imperial Avenue and low to medium density residential development (10-30 units per acre). The area south of the commercial corridor is developed with a low residential density (5-10 units per acre) and public facilities.

The neighborhood's major streets are Imperial Avenue, Skyline Drive, and Division Street which run east and west, and Woodman Street, which runs north and south.

The proposed Encanto Trolley Station site, located at 62nd Street and Akins Avenue, will serve south Encanto.

Existing Land Uses (1986)	
Type of Use	Percent
Residential	
Low Density (5-10 du/lot)	60%
Low-Medium Density (10-15 du/ac)	7%
Medium Density (15-30 du/ac)	5%
Commercial	3%
Institutional (Valencia Park Elementary School	10%
Public Parks	10%
Open Space	1%
Vacant	10%
	100%

Residential

Nearly 6,000 people reside in South Encanto, with an overall density of about ten dwelling units per acre. The area mainly consists of single-family homes. These homes are detached and well maintained. Many homes were built to overlook the natural canyons in this area.

A 254-unit mobile home park is located at 63rd Street and Imperial Avenue. The park is zoned with a mobile home overlay zone.

The highest densities (15-30 units per acre) are found in the northeastern portion of the neighborhood where three apartment complexes have been constructed.

Commercial

A mixture of commercial uses have developed along the south side of Imperial Avenue, including several churches, a gas station, a restaurant, a print shop, a job training facility, and a variety of retail shops. For the majority of commercial services, the residents of South Encanto shop in National City and Lemon Grove.

Public Facilities

The neighborhood contains 0'Farrell School of Creative and Performing Arts, located at the northeast corner of 61st Street and Skyline Drive. This school serves grades 4 through 12 and is a magnet school for fine arts instruction. The neighborhood also contains a 35-acre community park. This park is Martin Luther King Park and Recreation Center and is located south of Skyline Drive and west of 65th Street. The recreation center includes a large community center, indoor basketball and racquetball courts, and an outdoor swimming pool.

Vacant Parcels

Approximately ten percent of South Encanto has remained vacant, with parcels scattered throughout the neighborhood.

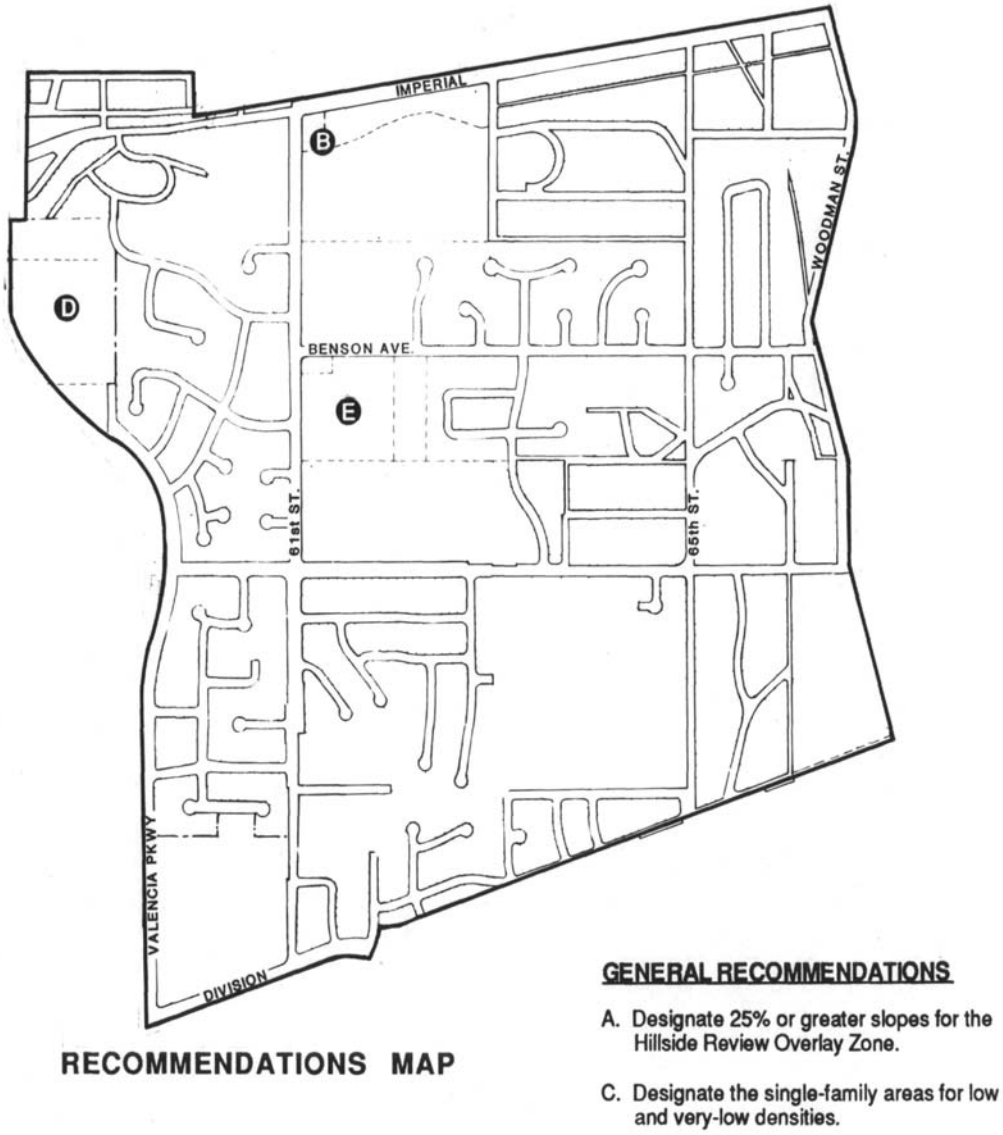
South Encanto Objectives

1. Preserve and protect the natural canyons and slopes of South Encanto.

2. Retain viable businesses along Imperial Avenue and encourage both rehabilitation and infill development.

3. Improve street tree landscaping in the public right-of-way along Imperial Avenue.

4. Preserve the single-family nature of the low density areas.



RECOMMENDATIONS MAP

South Encanto Recommendations

A. Designate lands in excess of 25 percent slope for the Hillside Review Overlay Zone.

Most of the vacant parcels in South Encanto have significant slopes and should be developed according to the standards of the Hillside Review Overlay Zone, in order to preserve as much of the natural topography as possible.

B. Commercial revitalization and rehabilitation is recommended for the south side of Imperial Avenue, east of 61st Street.

The 1¼ -mile stretch of Imperial Avenue is proposed as a focus of public and private revitalization and redevelopment. The corridor has good potential for multi-family housing

development, and new commercial services and offices. The area will be served by the 62nd Street trolley stop immediately north of Imperial Avenue on Akins Avenue.

A commercial revitalization program should be initiated, beginning with the creation of a Business Improvement District for Imperial Avenue. Public improvements should also be made including increased lighting, landscaping, and code enforcement.

Low interest rehabilitation loans should be focused on locations where property owners are organized and will commit their own funds to improvements. Imperial Avenue should be given high priority for public landscape improvements through the Project First Class Landscape Improvement Program.

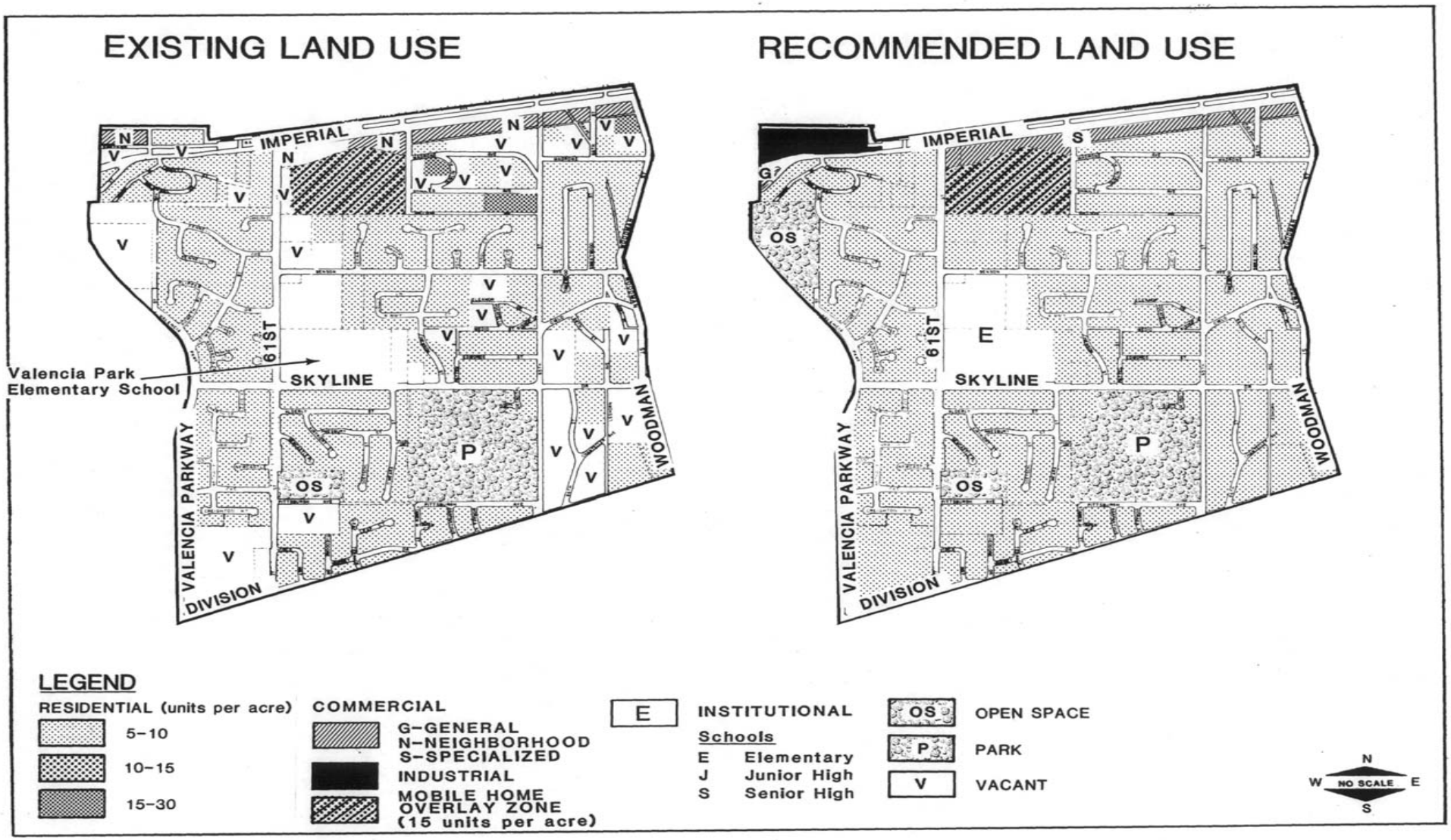
This plan recommends a recreational, visitor serving, commercial zoning for this area. Recreational-commercial zoning is intended to provide for establishments catering to the dining and general entertainment uses of the community and visitors to the community. Pedestrian orientation, landscaped walkways, and increased lighting are desired features for this commercial area.

C. Maintain the character of the neighborhood by designating the single-family areas for low and very-low densities (0-5 and 5-10 units per net acre).

   Preservation of the existing stable, well-maintained single-family neighborhood is the highest priority for South Encanto. The existing Rl-5000 and Rl-10000 zoning should be retained. Developments within the very-low and low residential densities should consist of detached units.

D. Rezone the area east of Radio Drive, north of Valencia Parkway, and east of 59th Street from Rl-5000 to Rl-40000. The City of San Diego is in the process of acquiring this area of Valencia Canyon for open space.

E. Rezone Valencia Park Elementary School to the Institutional Overlay Zone. This site should be developed with compatible private development only after it has been determined that it is not needed for use as a public facility. Where it is determined that residential development is appropriate for the site, the density should be compatible with that of the surrounding neighborhood (10-15 units per acre).



SOUTH ENCANTO

SOUTHEASTERN SAN DIEGO

CITY OF SAN DIEGO · PLANNING DEPARTMENT

FIGURE 44

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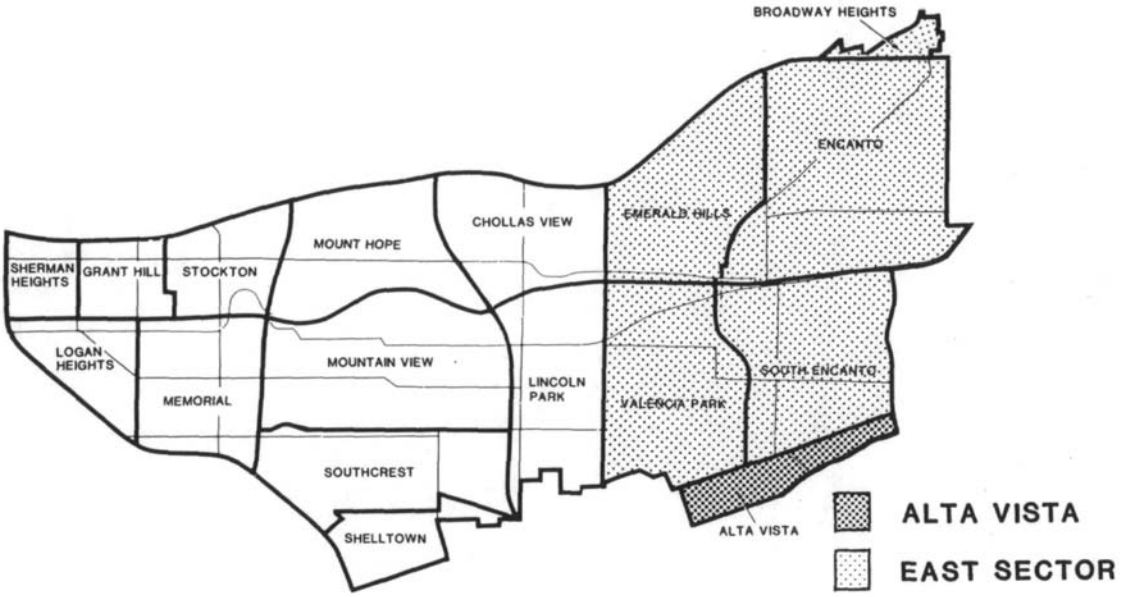
THE NEIGHBORHOOD OF ALTA VISTA



Setting

Alta Vista is situated on approximately 179 acres in the southeastern corner of Southeastern San Diego. It is bounded on the north by Division Street, on the south by Mariposa Place and Plaza Boulevard, on the east by Woodman Street, and on the west by the city of National City. The neighborhood is surrounded with residential development.

The subdivision known as "Alta Vista" was approved in the early 1960s, and was located in the western portion of the neighborhood. Development continued to the east during the mid-1970s and early 1980s. The neighborhood is made up of a varied terrain, with two minor creeks running north/south through the western portion of the neighborhood.

The significant features of this neighborhood are its high level of public improvements and the good condition of its housing. The neighborhood has been landscaped by private property owners, with open space areas landscaped through the original subdivision process. Public and commercial services are available to the north, south and east within the City of San Diego, and to the west in the city of National City.

The neighborhood's major streets are Division Street and Plaza Boulevard, which run east and west, and Woodman Street, which runs north and south. Division Street is currently carrying traffic volumes in excess of the City's design standards.

Land Use

Virtually all of Alta Vista has been developed residentially with ten percent of its land still vacant, primarily due to the steep topography of these areas. Approximately 1,400 people reside in Alta Vista, with an overall density of about six units per acre. The population density is among the lowest in the Southeastern San Diego community. Seventy percent of Alta Vista has

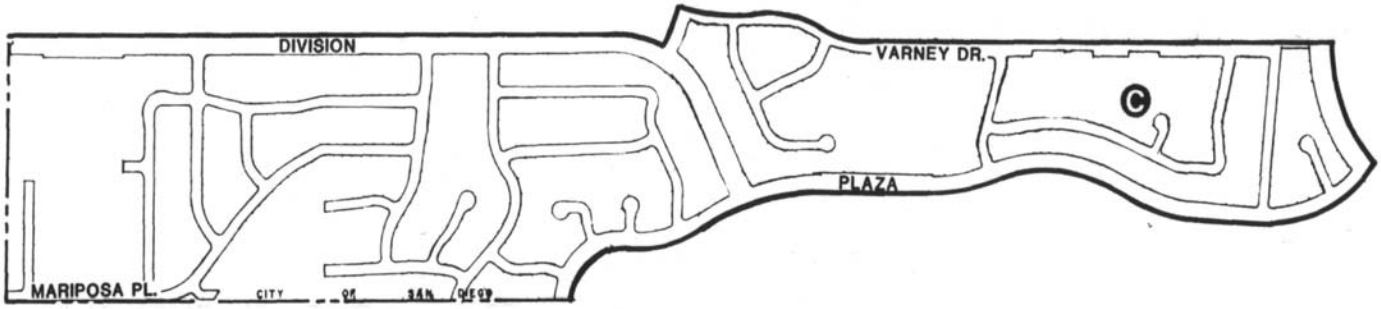
been developed for low density residential, with one home on one lot. Nearly all of the homes are in excellent condition. The neighborhood has public improvements including curb, gutter, sidewalks, streets and street lighting. The majority of the residences are owner-occupied. The median income is among the highest in the community. The lowest densities are located in the southeastern portion of the neighborhood and are zoned R1-1000.

Existing Land Uses (1986)	
Type of Use	Percent
Residential	
Very-Low Density (0-5 du/ac, 1 du/lot)	20%
Low Density (5-10 du/ac, 1 du/lot)	70%
Vacant	10%
	100%

Alta Vista Objectives

1. Preserve the single-family development pattern with one house per lot.

2. Protect the hillsides slopes and natural topography.



RECOMMENDATIONS MAP

GENERAL RECOMMENDATIONS

A. Maintain the single-family development pattern.

B. Designate 25% or greater slopes for the Hillside Review Overlay Zone.

Alta Vista Recommendations

A. Maintain the single-family development pattern.

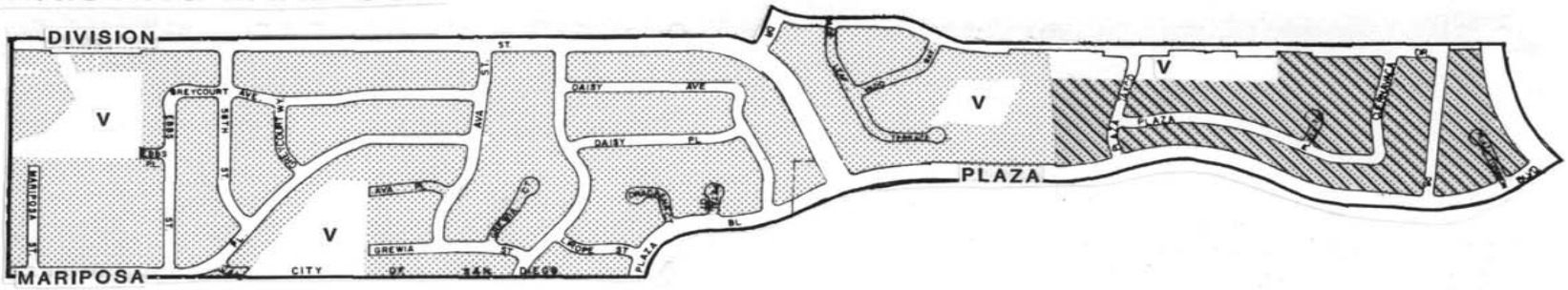
Multi-family development would fail to preserve the character of Alta Vista as it is presently developed. Since this character is positive and compatible with the development

pattern of adjacent neighborhoods, the existing single-family development should be maintained.

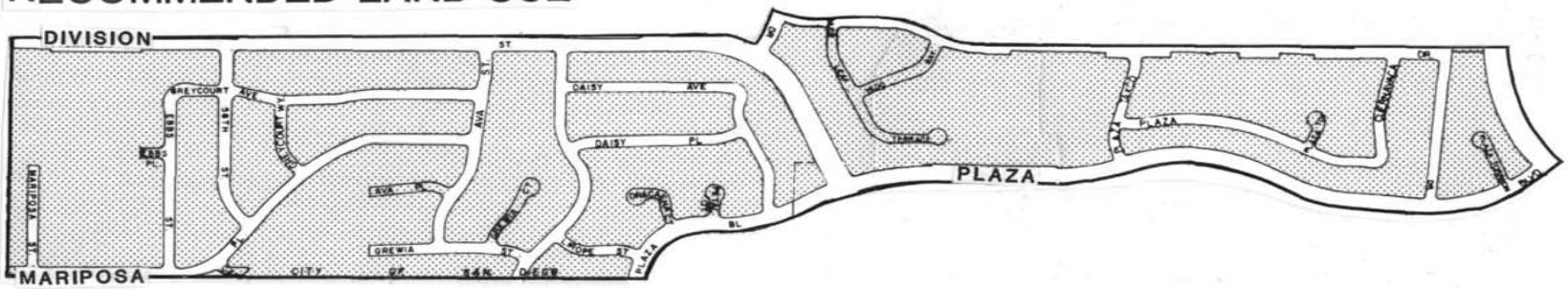
B. Designate lands in excess of 25 percent slope for the Hillside Review Overlay Zone. Most of the vacant parcels in Alta Vista have significant slopes and should be developed according to the standards of the Hillside Review Overlay Zone, in order to preserve as much of the natural topography as possible.

C. Rezone the area west of Woodman, north of Plaza Boulevard, south of Varney Drive and approximately east of Plaza Taxco from a designation of 0-5 units per acre to 5-10 units per acre to allow for single-family residential development.

EXISTING LAND USE



RECOMMENDED LAND USE



LEGEND

RESIDENTIAL (units per acre)

- 0–5
- 5–10

VACANT

N
W NO SCALE E
S

ALTA VISTA

SOUTHEASTERN SAN DIEGO

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FIGURE 45

IMPLEMENTATION

Financing of Public and Private Improvements
Development Regulations and
Project Review
Implementation-Schedule of Actions

IMPLEMENTATION

The community plan establishes goals and objectives to guide the growth and revitalization of the Southeastern San Diego community. The goals and objectives outlined in this document are, in effect, calls for action. The formulation and adoption of a community plan is only the first step in a two-step process. The second, and an equally important step, is the implementation of the goals and objectives of the community plan. This section lists the actions necessary to implement the plan.

Southeastern San Diego is an older, urbanized community. Many of its structures are in need of rehabilitation and many of its commercial and industrial areas need to be revitalized. Additionally, special actions must be taken to retain Southeastern San Diego's desirable qualities including preservation of the existing residential neighborhoods, undeveloped canyons and hillsides, parks, and unique vistas. This community plan has identified areas where action should be taken to both preserve and enhance the community.

Because the median income in this community is low, private investment in the community has been low. For this reason, private development efforts must be assisted by additional improvement programs such as code enforcement, rehabilitation and redevelopment, special design considerations, and designation of historic structures. Programs to promote these functions will play an important role in revitalizing Southeastern San Diego.

Action toward the goals identified in this plan requires a coordinated effort by members of the community, the Southeastern Development Committee (the Council-recognized community planning group), the Planning Department, SEDC, and other persons and agencies concerned about the future of Southeastern San Diego.

FINANCING OF PUBLIC AND PRIVATE IMPROVEMENTS

It is the responsibility of the community planning process to identify future public improvements. The public improvements set forth in the Transportation, Public Facilities, Open Space and Recreation, and Urban Design Elements of this document provide the combined list of public improvements recommended for Southeastern San Diego.

There are two primary methods of financing public improvements for an urbanized community such as Southeastern San Diego. The traditional or standard method of financing public improvements is through the Capital Improvements Program, which is a six-year program adopted annually by the City Council. Public improvements scheduled for the first year of the Capital Improvements Program are the recipients of funds appropriated by the City Council. Public improvements scheduled over the next five years are based upon funds expected to be available.

A long-term financing program is the Public Facilities Financing Plan, the formulation of which is undertaken upon the adoption of the community plan. A Public Facility Financing Plan for the Southeastern San Diego community would provide for the rehabilitation and construction of the additional public facilities which will be needed as the community develops over the next 20 years and will identify the sources of financing for these facilities. This Public Facilities

Financing Plan is based on the public facilities recommended in this community plan.
A number of financing mechanisms are available to implement the variety of public and private improvements and services called for in this plan. The following are some of the potential funding sources.

Issuance of Special Bonds and Assessment Districts

Local governments have traditionally issued bonds to raise the capital needed to construct major public improvements -- sewer plants, water systems, and public buildings.

Revenue bonds are backed by a reliable flow of future revenues from the facility or enterprise they fund, such as the construction of parking facilities and other such public facilities. Because revenue bonds are secured by the proceeds from the enterprise they fund, they carry higher interest rates than general obligation bonds.

Lease revenue bonds are issued by a nonprofit corporation or special authority which constructs a facility and leases it to the City. Lease payments provide the revenue to pay off the bond and, when the bond is retired, the facility is turned over to the City. Some local agencies have used this method to finance administrative centers, schools and parking facilities.

The establishment of assessment districts is becoming a more frequently used mechanism to finance certain improvements in the City. Special assessment bonds are a traditional tool for financing sewer, water, street, sidewalk, street lighting, open space acquisition, and similar projects which benefit property owners within a given area. This method of financing improvements would entail the prospect of additional financial burdens on all property owners within the assessment district. In particular, assessment districts could be considered for use in the maintenance of landscaping, the establishment of special lighting districts and special trash and graffiti-removal efforts to name a few.

Fees

Another potential mechanism for funding facilities and amenities would be the imposition of special fees on new development within the area.

Unlike taxes which are levied to raise general revenue, fees are levied to finance a specific activity, facility or service which confers a direct, identifiable benefit on those paying the fee. There are several sources of authority for imposing fees. The Subdivision Map Act authorizes a city to impose fees in-lieu-of dedications of land or improvements as a condition of subdivision approval. There are several limitations on the imposition of in-lieu fees: 1) there must be an expressed or implied authorization for the item to be funded by the fee; 2) usually, there must be an implementing ordinance; and 3) the fee must be reasonably related to the project being approved.

One important class of fees are development impact fees charged to new development at the time the project is approved or a building permit is issued. An impact fee is usually charged at a fixed rate per bedroom or per square foot. In addition to financing interim school facilities, impact

fees might be used to finance street improvements, sewer and water systems, and public facilities serving new development. It is possible that fees could be imposed in Southeastern San Diego for all new development.

Standard citywide park fees are currently collected at both the subdivision map and building permit stages. However, in many urbanized areas of the City these fees are not able to cover all the park improvement costs necessary to upgrade park and recreation facilities. Therefore, in order to provide adequate funding for park improvements, the City Council has selectively adopted a special park fee ordinance for many communities. These fees are assessed, in lieu of the standard citywide park fees, on residential development within the community and can only be utilized within the community. The special park fees collected within the community are significantly higher than the standard citywide park fees.

Under various statutory provisions, local governments can charge fees for services such as police and fire protection and for maintenance of existing facilities. In addition to specific state authorization, charter cities, such as San Diego, have a broad implied constitutional authority to impose fees for municipal facilities and services. Fees may also be imposed on new development by the school district to fund improvements to existing school sites or the acquisition of new school sites.

Business Improvement Districts

Business Improvement Districts are a mechanism by which business owners may assess themselves, with the City's authorization and administration assistance, to raise money for promotional and other activities which will benefit the business district. A Business Improvement District is formed under the City's authority but is done so only by petition of business owners. Payments are made through a surcharge on the business license fee. Funds may be used for the following:

1. Acquisition, construction or maintenance of parking facilities for benefit of the area.

2. Decoration of public places.

3. Promotion of public events.

4. Furnishing of music in a public place.

5. General promotion of businesses in the district.

The formation of BIDs is recommended in several areas as specified in the Commercial and Neighborhood Elements of this plan.

Redevelopment

The Southeastern San Diego community has four redevelopment project areas established. The redevelopment process and project area are briefly described in the Background section of this

report. The redevelopment process provides the City with an additional financial tool to fund both public and private improvements.

Income is generated from redevelopment through what is called tax increment financing. Tax increment financing is a procedure whereby property tax revenue from certain areas (redevelopment project areas) is used to pay the cost of redeveloping those areas. This method of financing has been available to cities and counties in California since 1952, but widespread use of this tool did not occur until the mid-1960s.

Simply stated, tax increment is a financing procedure that freezes the assessed value within a redevelopment project area at the time the redevelopment plan is adopted and provides that any property tax revenue produced by an increase in assessed value over the frozen base may be utilized by the agency to repay indebtedness it incurs in conjunction with redeveloping the area. When all indebtedness is repaid, the base is unfrozen and this tax increment thereafter is paid to all of the local taxing entities within the project area.

The willingness or ability of a Redevelopment Agency to incur project financial obligations for a specific development may be based on a projection that the development will produce tax increments in a certain amount by a definite time. As an inducement to the agency to proceed with its part of the development activities, such as paying for the costs of public facilities to serve the development, a developer may agree to guarantee to the agency the receipt of tax increments from the development in the amount and by the time projects.

Lease Revenue Bonds.

Public buildings and parking facilities in redevelopment projects are commonly financed by the issuance of lease revenue bonds secured by a lease of the buildings or facilities to a public agency. The Redevelopment Agency may reimburse the public agency for those lease payments from tax increments received by the agency from the project.

Community Development Block Grant

This funding source is now being used in Southeastern San Diego and other parts of the City for commercial revitalization efforts and housing rehabilitation. Its use is restricted to projects which primarily benefit low and moderate-income households. It is expected that block grant funding will continue to support these projects.

Enterprise Zones

In October of 1986, San Diego was selected as one of nine enterprise zones in the state, making special financial incentives available to businesses that invest in the City's most economically deprived neighborhoods. The local enterprise zone includes Southeastern San Diego, Barrio Logan and portion of the downtown Gaslamp Quarter.

Businesses that operate in enterprise zones are eligible for state tax credits on employee wages, purchases of new equipment and operating losses. In addition, the City and SEDC can speed up

the building permit process, reimburse fees for planning, engineering and building permits and offer reduced land costs. The major tax benefit is that employers in the enterprise zones may claim tax credits on up to 50 percent of the wages paid to qualifying employees.

The enterprise zone program is an important financial incentive to encourage new businesses in Southeastern San Diego and provide new jobs in the 4th District.

Open Space Bonds

Extensive open space acquisition is currently being accomplished with open space bonds. Efforts should continue to obtain these funds for the appropriate canyon and hillside areas in Southeastern San Diego. A matching-fund program could be established to encourage the use of assessment districts in combination with bond financing, if desired and initiated by local property owners.

Housing Commission Rehabilitation Programs

The City of San Diego Housing Commission can provide financing for single-family and rental housing rehabilitation through Community Development Block Grant (CDBG) and Housing and Urban Development (HUD) funding. Efforts should be made to educate persons in the community on the availability of these funds and the requirements and procedures for receiving financial assistance for housing rehabilitation.

Tax Incentives for Historic Preservation

The Tax Reform Act of 1986 established income tax credits for historic structure rehabilitation and low income housing according to the following table:

Type of Structure	**Income Tax Credit***
National Register of Historic Places or eligible for the National Register	20%
Commercial property built prior to 1936	10%
Low income housing unit rehabilitated without federal subsidy - per year for ten years	9%
Low income housing unit rehabilitated with federal subsidy or tax-exempt bonds - per year for ten years	4%

*Note that this information is subject to change

Additionally, properties on or eligible for the National Register of Historic Places can also receive a tax deduction for the value of an eligible facade easement by agreeing to the review of any changes to the building facade. National Register property owners and owners of other

locally-designated historic properties can also benefit from facade conservation easements through reductions in property tax assessments. Property owners of historic sites in the Southeastern San Diego community should be made aware of the existence of these income tax credits through neighborhood outreach programs, particularly in the Sherman Heights, Grant Hill, and Logan Heights neighborhoods. More information on these and other historic preservation programs is available from the Urban Conservation section of the Planning Department.

DEVELOPMENT REGULATIONS AND PROJECT REVIEW

Tailored Zoning

Prepare tailored zoning regulations for all portions of the community. Base the design standards and development regulations should be based on the proposed densities of the individual residential areas, the goals and objectives of the plan and the Urban Design Element.

a. Establish appropriate residential densities for the commercial/residential multiple-use areas based upon adjacent uses. Preclude residential development from the areas designated for commercial development only.

b. As part of the implementing legislation, establish design standards for the lower density zones in order to maintain the visual appearance and character of the single-family and lower density zones. Respect the existing housing character, style, scale and density.

c. Include, as part of all tailored zoning regulations, minimum standards pertaining to, among other provisions, minimum landscaping requirements, floor area ratio and building height limitations, minimum yard and setback requirements, provision for building scale and architectural detailing and provisions for regulations establishing relationships with abutting buildings.

d. Establish coordinated parking and landscaping regulations tailored to the needs of the community.

e. Expansion of commercial use should be conditioned on the provision of off-street parking. The configuration, location and size of garages should be adequate to ensure their use, particularly in residential projects.

f. Encourage adaptive re-use for historic sites.

g. Maintain or increase the level of owner occupancy.

h. Retain hillside, canyon and drainage areas in their natural state to the extent feasible.

i. Provide housing for all family sizes including larger families.

j. Decrease land use conflicts between industrial and other uses.

k. Require high quality new development in accordance with the plan guidelines and Project First Class.

l. Retain institutional sites for institutional use to the extent possible and zone sites so that re-use or redevelopment would be compatible with adjacent uses.

Discretionary Project Review

Require that all projects involving discretionary approval, such as special permits and maps, comply with the recommendations of this plan, including the Urban Design Element.

a. Site design should minimize grading, maintain solar access, coordinate with surrounding development, create buffers between dissimilar uses, and improve general neighborhood aesthetics.

b. Decrease crime and increase the perception of safety through the thoughtful use of landscaping, screening, lighting, siting, and materials.

c. Require design review of large multi-family residential development. Smaller scale, multi-family projects could be regulated in a ministerial manner if sufficient criteria are provided to ensure substantial landscaping, adequate facilities such as trash enclosures, usable open space and lighting and visually pleasing architectural patterns.

Enforcement

The following list describes the major parties responsible for enforcement of the development regulations recommended for the Southeastern San Diego community:

a. Community Plan. Enforcement of the community plan will occur through the review of proposed rezonings, tentative subdivision maps, discretionary permits, redevelopment plans, Housing Commission and SEDC projects and public facilities improvements for conformance with the recommendations of this Community Plan. The Planning Department (see organizational chart below), and in some cases, the Planning Commission and City Council are responsible for enforcement of the Plan.

b. Planned District (Tailored Zoning) or Citywide Zoning. Building permits, subdivision maps and proposed discretionary permits will be reviewed for conformance with the tailored zoning regulations adopted to implement the community plan. The enforcement of these regulations through development project review and the enforcement of zoning code violations will be the responsibility of the Development Planning Division and Code Enforcement Team of the Regulatory Planning Division of the Planning Department with assistance from the City Attorney and managerial departments such as the Building Inspection Department, and the Engineering and Development Department.

c. Building Code. Enforcement of the Uniform Building Code and other related state or City building regulations is the primary responsibility of the City's Building Inspection Department.

d. Redevelopment Projects. Proposed development projects and associated agreements, such as Disposition and Development Agreements, will be reviewed for conformance with approved Redevelopment Plans and the Planned District or tailored zoning regulations by SEDC, the Planning Department and the Planning Commission. Enforcement of conditions of agreements and site and building plans, approved by the Planning Commission or City Council, will be enforced by SEDC, with assistance primarily from the Planning Department, City Attorney and Property Department.

PLANNING DEPARTMENT DIVISIONS

CITY PLANNING COMMISSION

Submit information and recommendations to Mayor and City Council on all matters relative to City Planning and Capital Improvements; act on land-use and development permits; adopt General and Community Plans showing the City's future development.

PLANNING DEPARTMENT

Plan and direct the work of the department including the preparation and maintenance of General and Community Plan; study and advise on various development permits; represent the commission before public officials and the public. Coordinate with other City Departments for processing reports and legislation for council and Committee action.

ENVIRONMENTAL QUALITY

Prepare environmental studies. Represent the Planning Director regarding environmental related matters. Staff special environmental committees.

SUPPORT SERVICES DIVISION

Develop work schedules and program priorities; review and recommend administrative changes to departmental policies; prepare departmental budget proposals.

COMMUNITY PLANNING DIVISION

Prepare community plans and analyze and process community plan amendments; represent the Planning Director regarding community planning matters; provide staff support to Community Planners Committee; coordinate community planning matters with other divisions, departments and agencies.

REGULATORY PLANNING DIVISION

Process permits, conduct hearings and enforce regulations for property development and land use.

DEVELOPMENT PLANNING DIVISION

Development Permit process, Ordinance Development, the Urban Conservation and Design groups and the Landscape Ordinance Group, represent the Planning Director in related matters.

STRATEGIC PLANNING & RESEARCH

Prepare the elements of the General Plan. Represent the Planning Director regarding General Plan activities and policy research and development.

ZONING ADMINISTRATION

Review and investigate applications for Variances. Conditional Use Permits, and other Zoning Permits; provide staff for the Board of Zoning Appeals; Administer the Barrio Logan, Midway and Mission Beach Planned Districts; Conduct compliance checks on plans for building permits; issue zoning use certificates. Conduct office and public hearings on Variances and Conditional Use Permits.

CITY-WIDE ENFORCEMENT

Provide enforcement of zoning ordinances and investigate complaints of zoning violations on a City-wide basis.

SPECIAL ENFORCEMENT

Provide enforcement of zoning ordinanaces by providing localized enforcement in a given area of the City. Currently the section is working in District Four, Mission Beach and Barrio Logan; Conduct zoning checks for business licensing.

SIGN CODE ADMINSTRATION

Review and investigate applications for sign permits. provide public with information on signage procedure; investigate complaints involving signage and enforce the City sign code ordinance.

IMPLEMENTATION - SCHEDULE OF ACTIONS

LAND USE OR CATEGORY	ACTION	TIMING	RESPONSIBILITY FOR ACTION	FINANCING SOURCE	FINANCING MECHANISM
REVIEW AND MONITOR PLAN	This plan in itself cannot solve problems. The City of San Diego with assistance from other agencies, the community planning group and other community organizations must oversee its implementation. Working together, they should: 1. Initiate actions to implement plan proposals. 2. Monitor development activity for conformance to the plan. 3. Ensure that the City's Capital Improvements Program is consistent with the goals and recommendation of this plan. 4. Review and update this document and make major amendments when necessary.	Continuing	Planning Department, Planning Committee, Private Citizens	City	General Plan
CODE ENFORCEMENT	Continue concentrated code enforcement.	Continuing	Code Enforcement Team	City and Project First Class	General Fund, CDBG and Project First Class
DEVELOPMENT REGULATIONS	1. Prepare tailored zoning regulations for all portions of the community.	Immediate	Planning Department	City	General Fund

IMPLEMENTATION - SCHEDULE OF ACTIONS

LAND USE OR CATEGORY	ACTION	TIMING	RESPONSIBILITY FOR ACTION	FINANCING SOURCE	FINANCING MECHANISM
DEVELOPMENT REGULATIONS	2. Rezone properties consistent with the recommendations in the Residential, Commercial, Industrial, Neighborhood and Open Space and Recreation Elements.	Immediate	Planning Department	City	General Fund
	3. Require that all projects involving discretionary approval comply with the Urban Design Element guidelines and other recommendations of this plan.	Continuing	Planning Department, SEDC, Housing Commission	Applicants	Developer
	4. Add zoning representatives and planning personnel as needed to process building permits on a ministerial basis, review discretionary permits and to enforce zoning regulations.	As soon as possible	Planning Department, City Council	City	General Fund, CDBG
HISTORICAL RESOURCES	1. Undertake a comprehensive historical and architectural survey of the cultural and heritage resources of Sherman Heights and other areas of historical significance.	As soon as possible	Planning Department Community and Historical Organizations	To be determined	General Fund, CDBG
	2. Rehabilitate private residences or encourage adaptive reuse in historic districts.	As soon as possible	Planning Department, Historic Site Board, Housing Commission	State or federal programs	Housing Commission rehabilitation programs, bonds, tax incentives for historic preservation.

IMPLEMENTATION - SCHEDULE OF ACTIONS

LAND USE OR CATEGORY	ACTION	TIMING	RESPONSIBILITY FOR ACTION	FINANCING SOURCE	FINANCING MECHANISM
RESIDENTIAL	1. Private rehabilitation of residential structures.	Continuing	Planning Department, SEDC, Housing Commission	State or federal programs, City General Fund	Housing Commission rehabilitation programs, tax incentives for historic preservation, rehabilitation training services
	2. Prevent concentrations of residential care facilities and regulate their locations and operations.	Continuing	Planning Department	Private developer fees	
COMMERCIAL	1. Establish three community commercial shopping facilities at Otto Square, Southcrest East and Gateway Center East, facilitating lot assembly, setting design controls and precluding other uses.	As soon as possible	SEDC, Planning Department	State or federal programs, developers	Redevelopment tax, tax increment financing and private investment
	2. Commercial revitalization to include exterior rehabilitation, landscaping in the right-of-way and on private land, curb and sidewalk improvements, coordinated signage, lighting and colors and advertisement, particularly in the following areas:				

IMPLEMENTATION - SCHEDULE OF ACTIONS

LAND USE OR CATEGORY		ACTION	TIMING	RESPONSIBILITY FOR ACTION	FINANCING SOURCE	FINANCING MECHANISM
COMMERCIAL		a. Along Oceanview Boulevard and Imperial Avenue, in Mountain View b. Grant Hill c. Lincoln Park d. Mount Hope – east of Gateway Center East e. National Avenue, west of SR-15 f. Logan-Euclid Prof. Business Assoc. area				
	3.	Commercial redevelopment along Imperial Avenue from 25th Street to SR-15, plus other portions of Dells Imperial and Central Imperial Redevelopment Project areas.	As soon as possible	SEDC, Planning Department	State or federal programs	Redevelopment tax increment financing
	4.	Development of public parking lots for commercial activities.	In conjunction with new commercial development rehabilitation	City Property Department, Planning Department, SEDC	Private	BIDs or special assessment districts
	5.	Control location and operations of new businesses selling liquor by requiring a Conditional Use Permit for new liquor licenses or a change in license.	Immediate	Planning Department	Developer	Developer permit processing fees
INDUSTRIAL	1.	Create consolidated industrial centers, reserving these areas for limited industrial office activities, through zoning controls and assisting in lot assembly (see list, p. 63)	Continuing	Planning Department, SEDC	City, also state or federal programs	Use of City General Fund for rezonings, Redevelopment Agency tax increment financing, enterprise funds

IMPLEMENTATION - SCHEDULE OF ACTIONS

LAND USE OR CATEGORY	ACTION	TIMING	RESPONSIBILITY FOR ACTION	FINANCING SOURCE	FINANCING MECHANISM
INDUSTRIAL	2. Prohibit auto dismantling junk yards, outdoor open storage recycling industries throughout the community.	Ten years from adoption	Planning Department, City Attorney	City of San Diego	Use of General Fund
	3. Improve appearance of new industrial development through adoption of new zoning standards and design review for selected sites.	Immediate	Planning Department	City, developers	General Fund, developer permit fees
	4. Limit toxic materials storage at existing sites and prepare an ordinance that will limit and control these uses	As soon as possible	Planning Department	City, state or federal programs	General Fund
OPEN SPACE AND LANDSCAPED AREAS	1. Acquire open space for passive recreation uses to complete this plan's recommended open space.	Continuing	Park and Recreation		Open Space Bonds
	2. Preserve the open space areas of Radio Canyon and Chollas Creek and increase the opportunities for public access.	Continuing	Park and Recreation, SEDC, Planning Department	City	General Fund
	3. Request Caltrans to improve landscaping along freeway corridors throughout Southeast.	Continuing	City of San Diego	Caltrans	State highway funds or leases to private developer permit fees
	4. Preserve hillsides, canyons and drainage areas through rezonings and requirements for special permits, such as the Hillside Review Overlay Zone permit process.	Continuing	Planning Department	City and Developers	General Fund, developer permit fees
	5. Plant street trees and provide additional landscaping in private projects. Implement the landscaping element of the Project First Class Urban Design Program.	As soon as possible	Private Citizens New Development, SEDC, City	Project First Class, Funds, CDBG, Property Owners	Formation of assessment districts for maintenance

IMPLEMENTATION - SCHEDULE OF ACTIONS

LAND USE OR CATEGORY	ACTION	TIMING	RESPONSIBILITY FOR ACTION	FINANCING SOURCE	FINANCING MECHANISM
PARKS AND RECREATION	1. Ensure the safety of parks through the promotion of neighborhood watch and police surveillance programs.	Continuing	Private Citizens, Police Department	City	General Fund
	2. Purchase and improve park sites as recommended in this plan.	Continuing	Park and Recreation Department	Property Owners	CIP Funds and park fees
	3. Increase private recreational opportunities requiring minimum open areas and facilities in new private residential projects.	Continuing	Planning Department	Developers	Private investment
POLICE AND FIRE	Maintain and improve response times of police and fire services.	Continuing	Police and Fire Departments	City	General Fund
SCHOOLS	1. Improve programs of racial desegregation	Continuing	San Diego Unified School District	School District	School fees
	2. Maintain and enhance the availability of community college and other higher education programs.	Continuing	San Diego Unified School District	School District	School fees
SCHOOLS	3. Monitor school capacities. Ensure adequate resources, physical facilities and number of instructors for student group sizes comparable to schools outside the community.	Continuing	San Diego Unified School District	School District	School fees

IMPLEMENTATION - SCHEDULE OF ACTIONS

LAND USE OR CATEGORY	ACTION	TIMING	RESPONSIBILITY FOR ACTION	FINANCING SOURCE	FINANCING MECHANISM
SCHOOLS	4. Ensure appropriate reuse of unneeded school sites possible by applying Institutional Overlay Zone to review the need for public facilities and an appropriate residential zone to ensure a compatible residential density if other facilities are needed.	As soon as possible	Planning Department	N/A	N/A
PUBLIC FACILITIES – CIP	Ensure that the City's Capital Improvements Program is consistent with continuing with the goals and recommendations of this plan.	Continuing	Engineering and Development Department, and other managerial departments, Planning Department	City	General Fund
PUBLIC FACILITIES – FINANCING PLAN	Adopt A financing plan indicating timing and source of funding for needed public improvements such as:	Immediate	Engineering and Development Department	City	General Fund, CIP funds, and Developer impact fees (unless stated otherwise below)
	a. additional fire station				
	b. expansion of library facilities				
	c. improved street lighting standards			City, private	Assessment district. If above General Plan
	d. sidewalk improvements			State, city or	CDBG, BIDS, or General Fund
	e. construction of bike routes				
PUBLIC FACILITIES – FINANCING PLAN	f. roadway improvements				

IMPLEMENTATION - SCHEDULE OF ACTIONS

LAND USE OR CATEGORY	ACTION	TIMING	RESPONSIBILITY FOR ACTION	FINANCING SOURCE	FINANCING MECHANISM
	• Implement physical and operational improvements to meet the City's design standards and reduce accidents.				
PUBLIC FACILITIES FINANCING PLAN	• Improve streets to reduce bottlenecks				
	• Improve north-south vehicular access where possible.				
	• Continue to improve streets and alleys through the Project First Class Street and Alley Improvement Program.			State	CDBG funds
	g. Purchase of park sites				
	h. Park improvements and maintenance				
	i. Street landscaping and maintenance			Private, state	Assessment districts for maintenance CDBG funds for landscaping
PUBLIC FACILITIES – PUBLIC TRANSIT AND NONVEHICULAR TRANSPORTATION	1. Maintain public transit accessibility to downtown. Improve the frequency and level of service.	Continuing	Engineering and Development Department (Transportation and Traffic Engineering), MTDB	City, state and federal programs, Users	
TRANSPORTATION	2. Improve pedestrian and bicycle access to public transportation. Improve all pedestrian and bicycle transportation routes.	As soon as possible	Engineering and Development Department	City	CIP funds
UTILITIES	Continue to underground utilities on major streets.	Continuing	SDG&E	City, state programs	CDBG funds, CIP funds

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GENERAL PLAN CONFORMANCE

GENERAL PLAN CONFORMANCE

The Southeastern San Diego Community Plan includes specific recommendations intended to implement the goals of the City of San Diego Progress Guide and General Plan. This section describes how the community plan serves to implement many of the goals of the General Plan and describes amendments to the General Plan that are needed as a result of community plan adoption.

Residential Goals

The General Plan designates the majority of the Southeastern San Diego community as residential neighborhood, which calls for communities of primary residential use containing dwelling units of various types and attendant community services. This community plan emphasizes the maintenance and enhancement of existing stable residential neighborhoods, which is consistent with the General Plan objectives for older communities which stress the preservation of established communities, the conservation of the social-environmental characteristics of the community and the rehabilitation of deteriorating neighborhoods.

Commercial Goals

The recommendations in this plan emphasize the rehabilitation of existing commercial developments and the prevention of residential development on commercially zoned land due to the predominance of commercially zoned land due to the predominance of commercially zoned properties being used for residential purposes.

The General Plan map will need to be amended to designate the Imperial Avenue corridor in the western subarea for mixed land use, allowing commercial and residential development. The General Plan will need to be amended along Imperial Avenue in the eastern subarea from "community and regional centers" to "office and specialized commercial." The General Plan needs to be amended to show additional commercial designations along major transportation corridors. Those changes are:

- Office and specialized commercial should be shown for Market Street from 25th Street to 32nd Street; from 41st Street to Interstate 805; and the intersection with 47th Street; and at the intersection with Euclid Avenue.

- Office and specialized commercial should be shown along National Avenue from 28th Street to 33rd Street; and along Logan Avenue from approximately Ozark Street to Euclid Avenue.

- Office and specialized commercial should be shown north of Imperial Avenue and east of State Highway 15; and on the south side of Imperial from 36th Street to Ash Street; and along Imperial Avenue from approximately Ozark Street to Euclid Avenue.

- Commercial recreation should be shown along the south side of Imperial Avenue from 61st Street to Woodman Avenue.

Industrial Goals

The recommendations in this plan emphasize the need for industrial land uses as a means of establishing an employment base in the community. For the most part the General Plan designations and the community plan designations for industrial areas are the same. This community plan is consistent with the General Plan in identifying objectives for provision of industrially zoned land, locating industrial land near major transportation corridors and revitalizing industrial areas.

The General Plan will need to be amended to add the Gateway Center East area east of State Highway 15, South of State Highway 94, west of Boundary Street, and north of Market Street. An area in Southcrest needs to be added west of 43rd Street, approximately south of "Z" Street, east of 41st Street, and approximately north of Beta Street. Finally, two industrial areas need to be added off of State Highway 15, the first area is south of Logan, east of 33rd Street, north of Interstate 5 and west of State Highway 15. The second area is south of the trolley tracks, west of 36th Street, north of Gillette Street and east of State Highway 15.

Parks and Open Space Goals and Standards

The recommendations for park and open space acquisition and improvements are consistent with the guidelines and standards for park development in the General Plan to the extent feasible. It will not be possible to provide park site acreages according to General Plan standards due to the developed nature of the community.

Design guidelines for areas within the Hillside Review Overlay Zone are established in the Urban Design Element to guide development of privately-owned hillsides and canyons.

The General Plan will need to be amended to remove certain areas designated for open space:

Chollas Creek west of State Highway 15; and Puleta Creek east of Interstate 805; and Encanto Creek south of Imperial Avenue.

The General Plan should be amended to show open space: south of Imperial Avenue west of 43rd Street; and south of Imperial Avenue along Valencia Parkway.

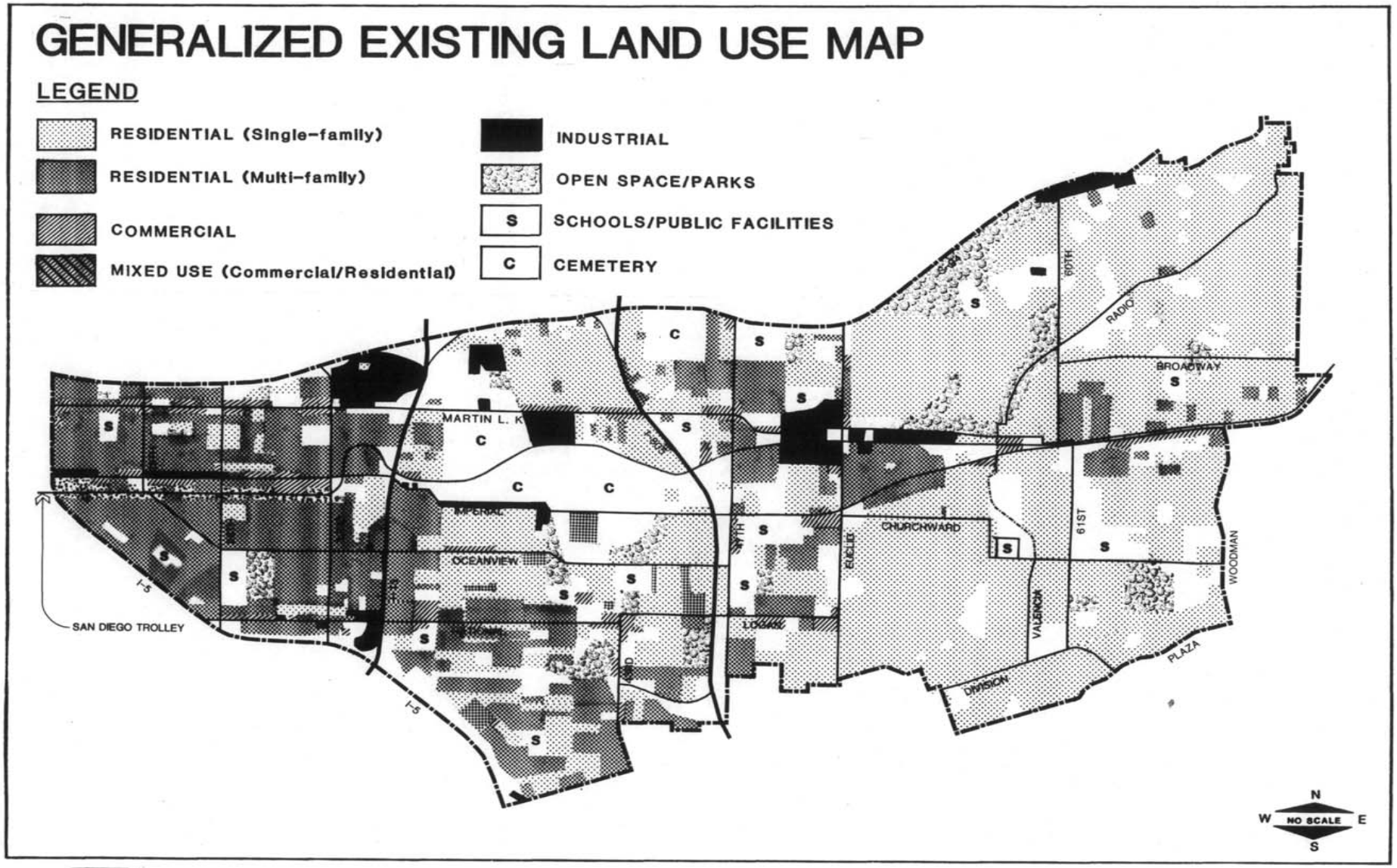
Public Facilities

Because the community is largely developed, most of the basic public facilities have been provided. The plan recognizes the need, however, for moving the Valencia Park Branch Library to a location that will better serve the community. An expanded branch library is planned to be constructed at 51st and Market Streets in 1993. The plan also recognizes the need for a Central Area Police substation, which is planned to be constructed at 30th Street and Imperial Avenue.

Urban Design Goals

This plan establishes design guidelines which address building bulk and scale, compatibility of new development with existing neighborhoods, streetscape elements, hillside development, and designing for safety. These guidelines will help to implement the urban design goal of the General Plan when used in the review of projects requiring discretionary approval.

COMMUNITY PLAN MAP



SOUTHEASTERN SAN DIEGO

CITY OF SAN DIEGO · PLANNING DEPARTMENT

FIGURE 46

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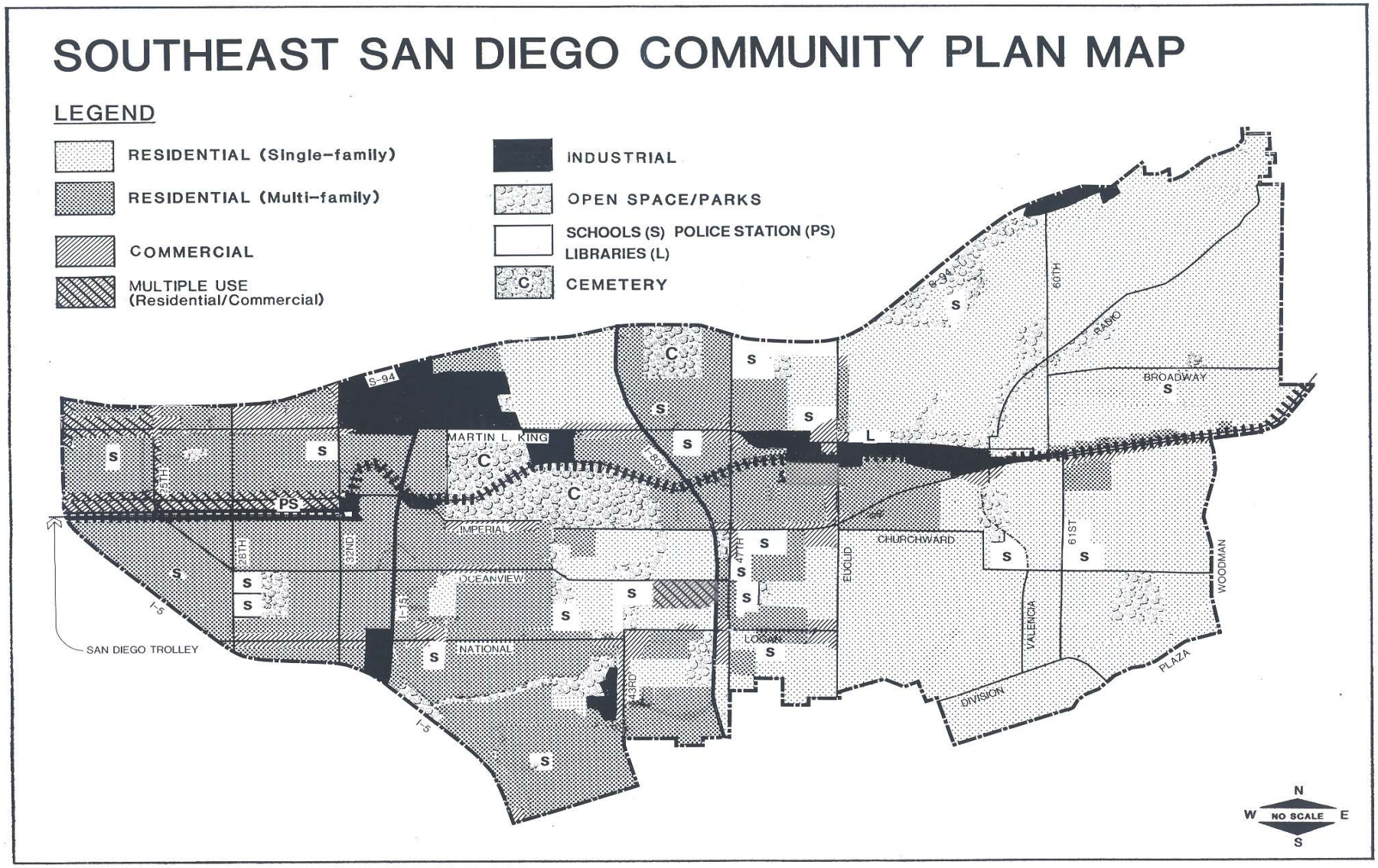
SOUTHEAST SAN DIEGO COMMUNITY PLAN MAP



SOUTHEASTERN SAN DIEGO

CITY OF SAN DIEGO · PLANNING DEPARTMENT

FIGURE 47

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