

MILD-CITY

CITY PLANNING DEPARTMENT • SAN DIEGO, CALIFORNIA

DOCUMENT NO. 657681

FILED JUL 1 1965

OFFICE OF THE CITY CLERK
SAN DIEGO, CALIFORNIA



DOCUMENT NO. 687681

FILED JUL 1 1965

OFFICE OF THE CITY CLERK
SAN DIEGO, CALIFORNIA

MARCH, 1965

MID-CITY DEVELOPMENT PLAN

After duly authorized public hearings:

On June 30, 1965, the City Planning Commission unanimously approved the MID-CITY DEVELOPMENT PLAN by Resolution No. 25.

On August 5, 1965, the City Council unanimously adopted the MID-CITY DEVELOPMENT PLAN by Resolution No. 184475. The MID-CITY DEVELOPMENT PLAN is on file in the Office of the City Clerk as Document No. 687681 and 687682.

The second printing of this Plan report includes a change on page 70 as filed under Document No. 687682 in the Office of the City Clerk.

After duly authorized public hearings:

On July 2, 1969, the City Planning Commission unanimously approved an amendment to the MID-CITY DEVELOPMENT PLAN by Resolution No. 74.

On August 14, 1969, the City Council unanimously adopted the amendment to the MID-CITY DEVELOPMENT PLAN by Resolution No. 197748.

Said Amendment to the MID-CITY DEVELOPMENT PLAN, consisting of one statement of text revision and a change in the plan map, is on file in the Office of the City Clerk as Document No. 728712.

After duly authorized public hearings:

On September 23, 1970, the City Planning Commission unanimously approved an amendment to the amended MID-CITY DEVELOPMENT PLAN by Resolution No. 104.

On October 22, 1970, the City Council unanimously adopted the amendment to the MID-CITY DEVELOPMENT PLAN by Resolution No. 201083.

Said Amendment to the amended MID-CITY DEVELOPMENT PLAN is as contained in the Park North-East Community Plan on file in the office of the City Clerk as Document No. 733783.

Change in the Text of the Mid-City Development Plan, as Approved
by the Planning Commission on June 30, 1965.

Amend second paragraph on page 70, to read as follows:

The Mid-City Plan is not a zoning plan and does not depend on extensive rezonings to be implemented. More detailed or precise studies are necessary preceding and concurrent with an implementation program. Certain areas within Mid-City will be slated for thorough study to determine precisely existing and impending problems and workable solutions.

lm

CITY of SAN DIEGO
MEMORANDUM

FILE NO. :
DATE : January 7, 1965
TO : Mayor's Office
FROM : L. E. Earnest
SUBJECT: Change in Officers of Mid-City Development Association

Effective January 1, Mr. Bill Miller assumed the full time position as Executive Director of the North Park Planning Committee of the Mid-City Development Association and Mr. Harry Standefer was elected the President of the Mid-City group.

Mr. Miller can be reached at P. O. Box 4456, North Park, San Diego, Calif. 92104. His phone number is 298-4434.

Mr. Standefer can be reached at 3821 Chamoune Ave., East San Diego, Calif. His phone number is 284-1597.

L. E. Earnest

LEE/db

cc: City Clerk's office ✓
K. Moore
L. Milne

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The Honorable Mayor and City Council
The City Planning Commission
City of San Diego, California

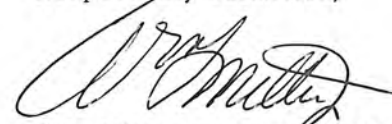
Honorable Sirs:

Interested citizens of Mid-City, in conjunction with the City Planning department, proudly present this long range general plan for the orderly development of our area.

It is the culmination of three years work involving the full cooperation and joint action of citizens and City officials. To our knowledge it is one of the first times a major city in the United States has successfully completed such a plan for a sub-urban area.

We heartily recommend early adoption and implementation of this plan in the belief that it will be of material value to the future of Mid-City and will set a pattern for the orderly growth of our entire City.

Respectfully submitted,



MID-CITY DEVELOPMENT COUNCIL
Wm. S. Miller, Jr.
Chairman

MID-CITY DEVELOPMENT COUNCIL PLANNING COMMITTEE

Mrs. W. M. Alberty	Herbert H. Hotaling, A.I.A.	Harry Standefer
B. R. Curley	George Kerrigan	Ray Stauffer
William Geisinger	John McCloskey	V. Cliff Treais
A. V. Goeddel	Dave Shaw	Leonard Zlotoff
Mrs. Maude Hartley		



THE CITY OF
SAN DIEGO

CITY ADMINISTRATION BUILDING • COMMUNITY CONCOURSE • SAN DIEGO • CALIFORNIA 92101

OFFICE OF
PLANNING
DEPARTMENT
236-6460

The Honorable Mayor and City Council

March, 1965

The City Planning Commission

City of San Diego, California

Honorable Sirs:

Transmitted herewith is a comprehensive, long-range general plan for the Mid-City area.

CITY IN MOTION

This Plan is the result of the cooperative efforts of the City of San Diego and citizens' organizations in the Mid-City area. A Planning Committee of the Mid-City Development Council, composed of a cross-section of business and community interests, met bi-weekly from September, 1964, through February, 1965, with staff members from the City Planning Department, City Engineering Department and the City Manager's office to formulate the Plan.

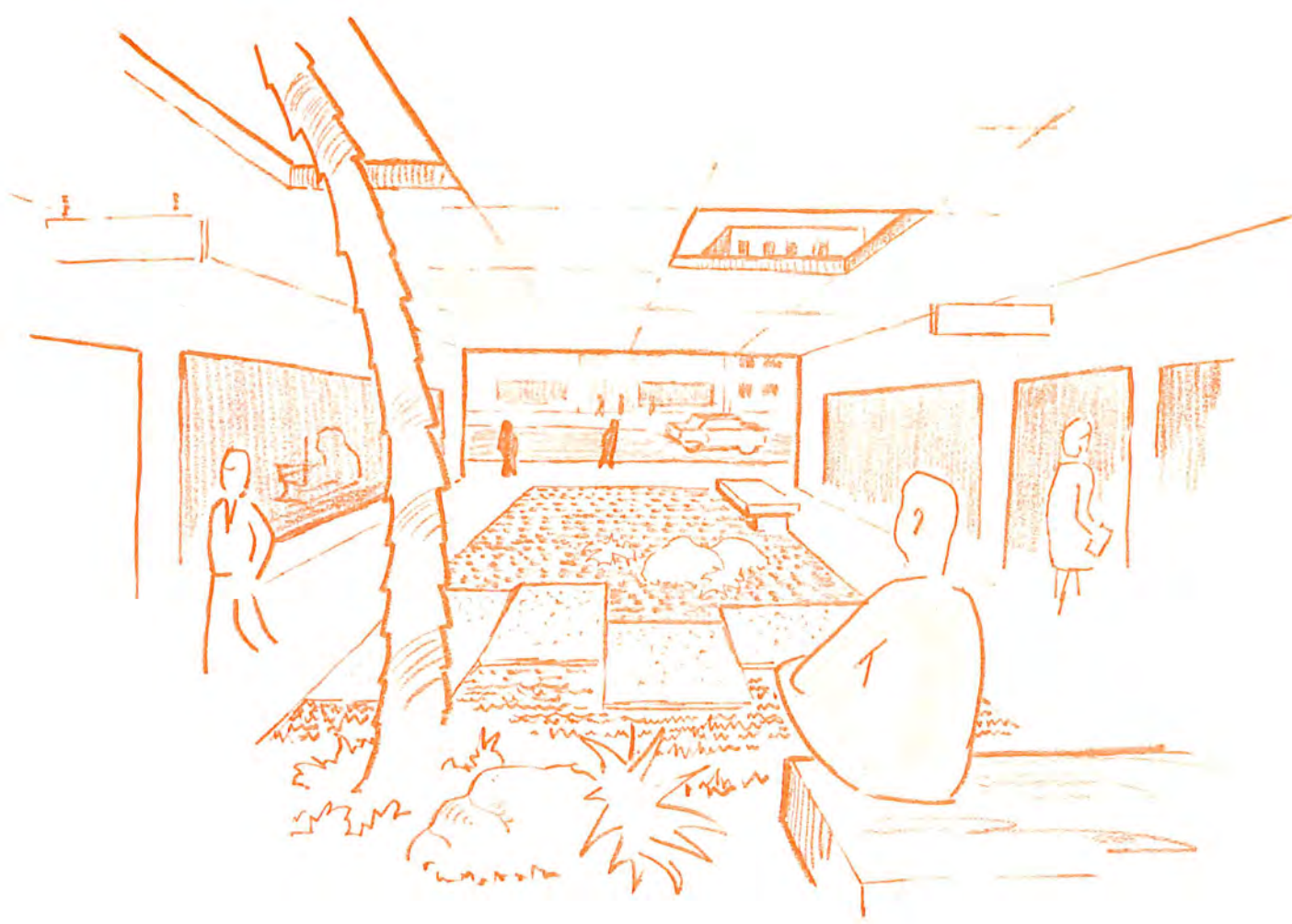
The Mid-City Plan is based on the goals and objectives of the community and is within the framework of the "General Plan for San Diego - 1985". It substantially conforms to the forecasts and recommendations of the "Feasibility Study, Mid-City Project, San Diego, California" prepared by Development Research Associates, an economic consulting firm retained by the Mid-City Development Council. The Mid-City Plan is deemed realistic and feasible and with conscientious implementation should stimulate the revitalization of the area and create a more efficient and attractive community.

It is recommended that this Plan be adopted as a general, long range guide for the future development of the Mid-City area.

Respectfully submitted,

R. James Fairman

Planning Director



CITY OF SAN DIEGO

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Mayor

Tom Hom,
Deputy Mayor

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Ivor de Kirby,
2nd District

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Planning Director

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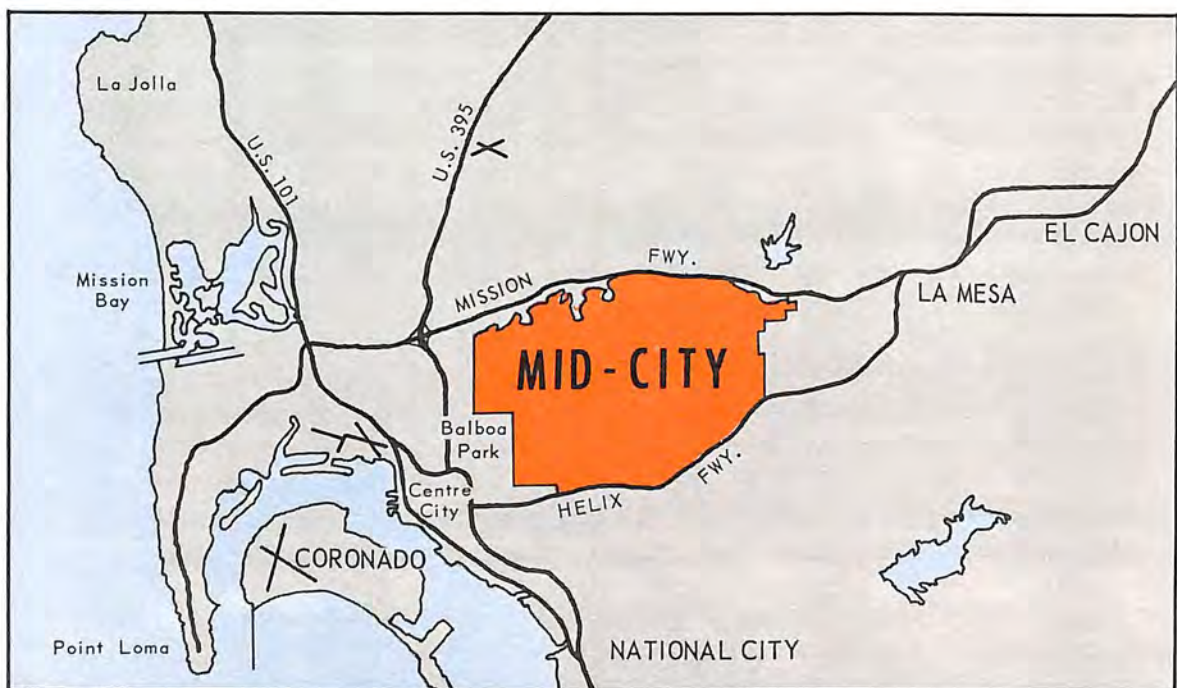
Ray Stauffer

V. Cliff Treais

Leonard Zlotoff

MID - CITY

Mid-City is that portion of the City of San Diego bounded on the north by Mission Valley and the Mission Freeway (Interstate 8), on the east by the city limits of San Diego, on the south by the Helix Freeway (State Highway 94), and on the west by Balboa Park and Park Boulevard. The area is located in the east-central part of the City and lies at the center of the San Diego Metropolitan Area. It consists of approximately nineteen square miles or roughly 6% of the total City area. Physiographically, it is a relatively flat mesa serrated by several steep sided north-south canyons. The mesa has an average elevation of approximately 335 feet above sea level.



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BACKGROUND

DEVELOPMENT

The portion of Mid-City west of Boundary Street was a part of the original City of San Diego incorporation of 1850. The population of San Diego at that time, however, was concentrated in Old Town and La Playa. It was not until after 1900 that growth began to take place in the westerly portion of the Mid-City study area. By 1920 there was a narrow strip of development along the east side of Balboa Park. Development also existed north of Balboa Park to the south rim of Mission Valley. This settlement extended easterly to Boundary Street with two strips extending even further east – one along El Cajon Boulevard to about 40th Street, and the other along University Avenue to the vicinity of Fairmount Avenue.

By 1940 much of the central and northerly portions of Mid-City as far easterly as the San Diego State College area had been developed. Since 1950, most of the easterly and southeasterly portions, with the exception of canyons, have filled in with new homes.

ANNEXATIONS

After the original incorporation of the City of San Diego in 1850, the next significant action affecting Mid-City came in 1912 when the City of East San Diego was incorporated. This incorporated City was adjacent to and east of Boundary Street and encompassed an area of approximately six square miles. In 1923 the City of East San Diego consolidated with the City of San Diego. Most of the Kensington area was annexed to San Diego in 1936 and a large part of the Montezuma area came into the City in 1948. Since 1950 the Rolando-Redwood area in the east and southeasterly part of Mid-City and the Alvarado Estates-College area in the north plus several smaller parts have been annexed.

PREVIOUS PLANNING AND OTHER STUDIES

City Activities

The early planning activity in the area was primarily concerned with zoning during the early 1930's. Much of the zoning pattern that was established at that time exists to this day.

The South Chollas Community Plan involving an area in the vicinity of the City reservoir and the sanitary fill north of State Highway 94 is the only adopted community plan within Mid-City. The San Diego State College Area Plan which is currently under consideration by the City Planning Commission is the only other formalized City plan prepared within the Mid-City area.

A number of studies or surveys have been made of selected areas that involved specific problems or projects. Numerous parking studies have been made by the City in the North Park, East San Diego, 30th Street and Adams Avenue and the State College areas. Also, transportation studies have been made involving Switzer Canyon Road, Maple Canyon Road, Inland Freeway, and San Diego State College. Parking inventories, screenline counts, travel time surveys are conducted by the City Engineering Department to aid in confirming or suggesting changes in long-range traffic and planning studies.

Citizen Activities

The North Park Business Club and the East San Diego Chamber of Commerce have been active in providing leadership and promoting projects in their respective areas for many years.

In the 1940's, a North Park Parking Committee was formed in an attempt to provide off-street parking for that area by an assessment district.

Again, in the late 1950's, another attempt was made to provide off-street parking in North Park. The North Park Parking Survey Committee, composed of twenty-seven commercial property owners, raised over \$7,200 to retain a consulting traffic engineer to do an off-street parking study. The consultant recommended off-street parking sites in the vicinity of 30th Street and University Avenue to be financed under the Vehicle Parking District Law of 1943.

The development of Colina del Sol Park is an example of a concerted citizen effort to obtain a community park. After the site had been acquired piecemeal by the City from 1945 to 1952, citizens in the area, with City help, undertook the initial development of the park. Today Colina del Sol Park is a fine example of a community park and recreation facility.

RECENT PLANNING DEVELOPMENTS

The General Plan for San Diego was completed in December, 1964. Although, as yet not officially adopted, the general plan contains an extensive background of data dealing with the major land use elements, standards, circulation and public facilities within the Mid-City area.

COMMUNITY PARTICIPATION

Organizations

Community organizations such as the East San Diego Chamber of Commerce, the East San Diego Property Owners' Association, the North Park Business Club, and the North Park Development Association, Inc. all with memberships consisting of property owners, professional and business men have, in the past several years, become concerned over conditions in Mid-City. Primarily this concern was based on the drop-off in retail trade, parking problems, traffic congestion and decreasing property values.

In the latter part of 1961, then Mayor Charles Dail called a meeting of representatives of communities in the City experiencing economic difficulties and suggested that if these areas could show positive evidence of citizen interest, the City would cooperate in effecting a solution to the problems.

The North Park Development Association and the East San Diego Property Owners' Association took the initiative in forming an organization to work with the City in developing a program for their area. This organization, known as the Mid-City Development Council, was organized in 1962 and is composed of three members each from the North Park Development Association and the East San Diego Property Owners' Association.

Consultants

After the Mid-City Development Council was organized, it was decided that a consulting firm be retained to do an economic feasibility study to determine and evaluate land use markets and future population of the Mid-City Area. Money was raised from over 75 contributors and the firm of Ted Adsit, Urban Development Planning, was hired to do a preliminary study, provide direction, develop goals and scope for a planning

program, and outline a work program for a Mid-City Area Plan. Mr. Adsit also recommended that an economic consultant firm be retained to do an economic study of the area.

Development Research Associates of Los Angeles were retained to do this study. They completed the economic report entitled "Feasibility Study, Mid-City Project, San Diego, California" in July 1964. This study is an evaluation of the economic potential of the Mid-City area and was formally presented to the North Park Development Association and the East San Diego Property Owners' Association.

Planning Committee

In September, 1964, the Mid-City Development Council formed a Planning Committee of 13 members representing a cross-section of citizens in the Mid-City Area. This committee was composed of property owners, real estate brokers, retailers, architects, bankers, and homeowners. In addition to this, committee members of the City Planning Department, representatives of the City Manager's Office, and City Engineer's Department, were assigned to the project. This committee and staff has met regularly every other week since September 1964.

The Planning Committee reviewed the Economic Feasibility Study prepared by the economic consultants and the Existing Conditions Report compiled by the City Planning Department. After considerable study, the forecasts and recommendations of the economic report were accepted as a reasonable and general guide for the Mid-City planning program. In addition, the Committee formulated Goals and Objectives for Mid-City; provided information and resources for the development of staff studies and recommendations; reviewed staff findings, proposals and alternatives; selected the final plan; and assumed the responsibility of presenting the program and plan to appropriate groups or agencies.

Planning Program

The objective of the planning program was to prepare a long-range plan to 1980 for the Mid-City area. This plan is based on the goals of the community, is within the framework of the proposed General Plan for San Diego and the Mid-City economic report and is economically and physically feasible. The plan should provide the impetus for the

revitalization of the area and result in a more efficient, healthful and attractive community.

Essentially, the planning program for Mid-City involved three broad phases:

Phase I

- Economic Feasibility Study (by consultants)
- Inventory of existing conditions (by Planning Department)
- Review of Feasibility Study and existing conditions (by Planning Committee)

Phase II

- Formulation of Goals and Objectives (by Planning Committee)
- Study of alternative land use and circulation plans (by Planning Committee)
- Selection of final Mid-City Plan (by Planning Committee)

Phase III

- Development of final Mid-City Plan, including means of implementation and general programming (by Planning Committee)

Close cooperation existed between the citizen and technical groups throughout the entire planning program. The economic consultant also reviewed and made recommendations on specific problems throughout the program.

EXISTING CONDITIONS

INTRODUCTION

The Mid-City area is comprised largely of an older, built up portion of the City. It is characterized, generally, by a large amount of mixed single and multi-family land uses bisected by commercial strips along principal thoroughfares. Statistically, Mid-City is very similar to the City of San Diego.

Significant facts concerning the existing conditions of Mid-City are as follows:

- Mid-City is predominantly a residential area with nearly two-thirds of the land in that use. The area has a higher percentage of developed land in commercial use compared to the City primarily due to the large number of regional commercial uses along major streets such as new and used automobile sales, furniture stores and the like.

- Most of the land use zones in the area are not developed to their permitted intensity. The area was initially overzoned for all except for single family uses. In nearly all areas there is a considerable mixture of land uses.

- The population growth in Mid-City is now at a slower rate than in the City as a whole. Mid-City's growth since 1960 has been estimated at about 1% per year, compared to the City's rate of 3%

- The most notable exception to the similarity between Mid-City and the City as a whole is in the age of its inhabitants. Mid-City has a higher proportion of people in the older age brackets (indicating a large number of retirees) than the City. Income, occupation and education characteristics are very comparable for Mid-City and the City of San Diego.

- The density of dwelling units per net residential acre in Mid-City is slightly higher than for the City as a whole. Highest densities are found particularly in the westerly portion of Mid-City. Even the highest densities in both Mid-City and San Diego are relatively low when compared to other cities.

- Since 1960, three out of every four residential units constructed in Mid-City have been of multi-family type. During the same time, only one out of every three units built in the entire City were of that type.

- The percentage (slightly over 50%) of owner-occupied and renter-occupied housing units is very similar for Mid-City and the City. Within Mid-City there are significantly more renter-occupied units in the westerly portion.

- Rents are generally higher in Mid-City but the median value of the owner-occupied homes is lower than in San Diego as a whole. Although housing units are older in Mid-City they are in better condition than those in the City as a whole.

- Most of the commercial development in Mid-City is in strips along El Cajon Boulevard and University Avenue clustering at major cross streets in several instances. Most of the commercial areas are older and often have problems of functional obsolescence and physical deterioration. However, a number of recent developments have indicated the economic feasibility of redevelopment.

- There is an insignificant amount of industrial land use in Mid-City, mostly in warehousing and distributive-type uses.

- With the exception of parks, Mid-City generally has adequate public facilities at present. Increasing intensity of land use can be expected to create problems for some facilities, however.

- More than two-thirds of the total miles of existing major streets in the area comply with existing City standards.

POPULATION

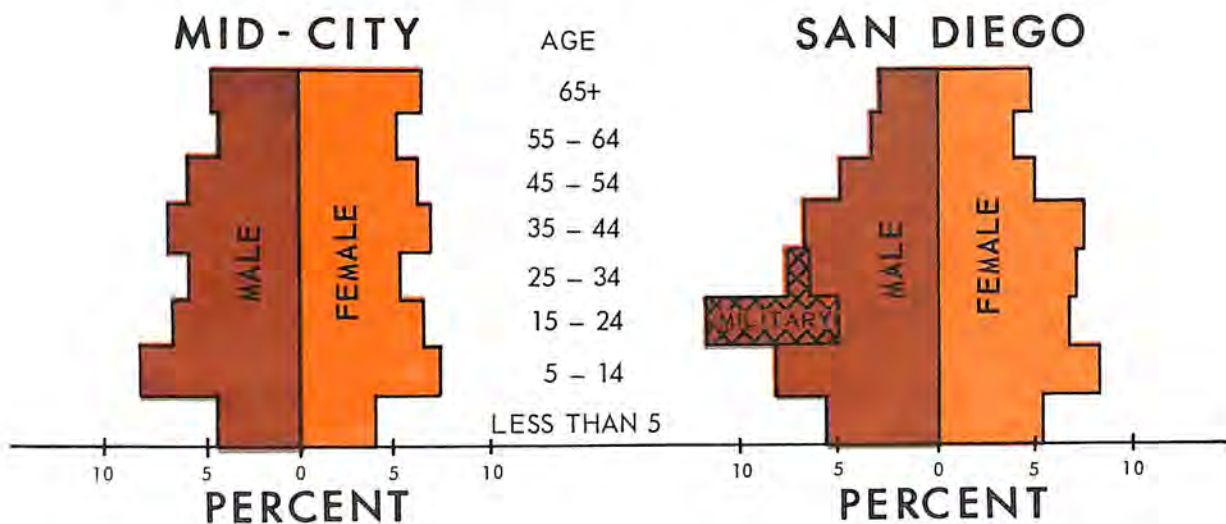
Distribution

At the present time, there are approximately 143,000 persons living in Mid-City. While its population is increasing, the growth rate has been about 1/3 of that for the entire City. The population is rather evenly distributed throughout the area with no heavy concentrations in any one specific location. The population density in Mid-City is, however, generally heavier in the westerly older portion of the area and especially in the vicinity of El Cajon Boulevard. The fringe areas, both on the south and north, have the lower population density. Topography and location are the key reasons for this pattern of development (see Exhibit 1).

Age Characteristics

The median age of Mid-City's population is considerably older than in the City as a whole (35 years to 27 years). There is a greater percentage of persons in the 65 and over age category in Mid-City than in the City as a whole. Conversely, there is a smaller percentage of young children (0-5 years). Within the Mid-City area, the western portion has a considerably older population with more retirees than the eastern segment. The southeastern area is more youthful in make-up with numerous young families.

AGE-SEX DISTRIBUTION • 1960



Income

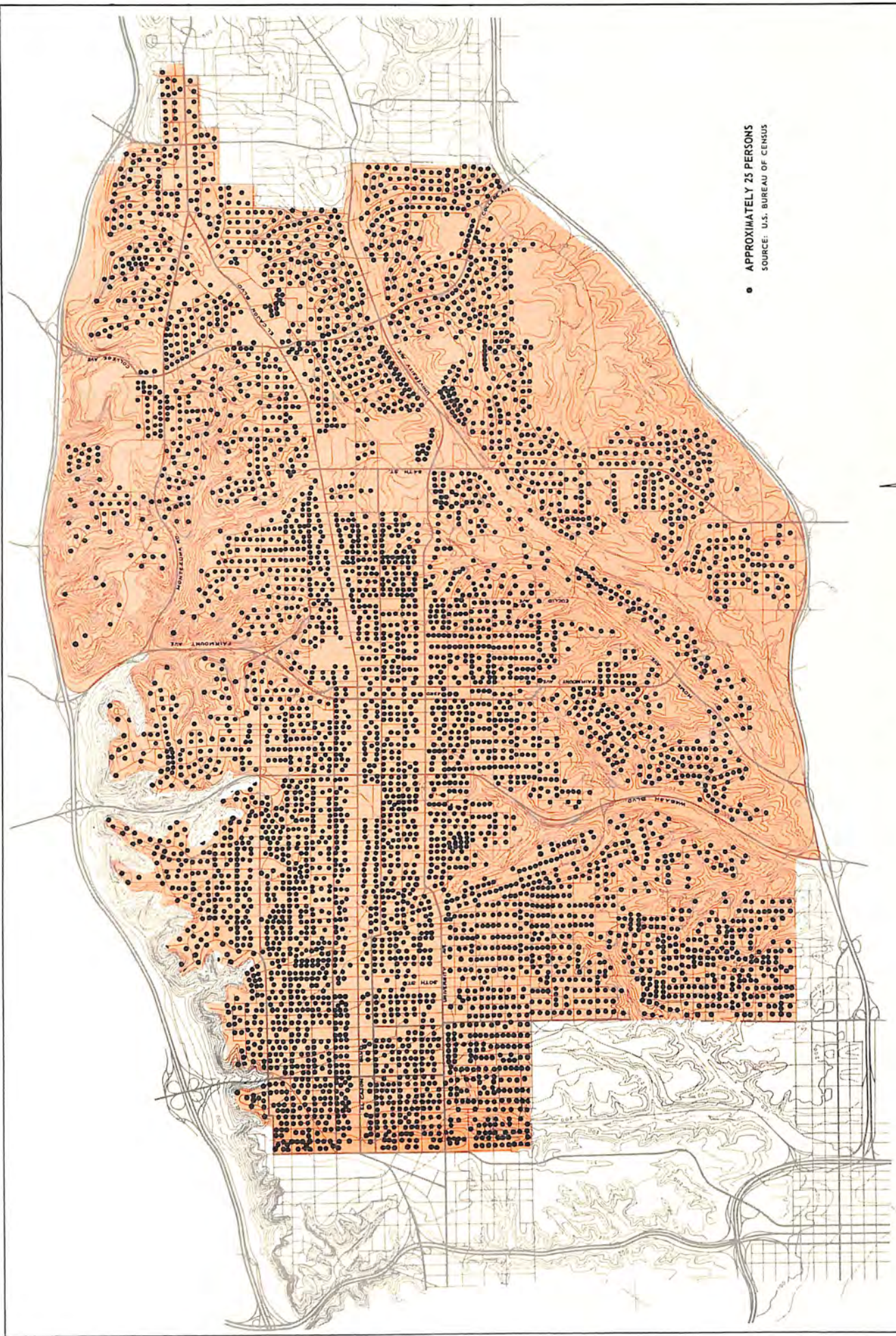
The median family income in Mid-City is almost identical with that of the City of San Diego (\$6610 - \$6614 annually). The eastern segments of Mid-City have considerably higher family incomes than the older western sections. The northeast portion of the Mid-City area has a median family income of \$8400 while in the southeast the annual figure is \$7400. This is contrasted with a \$6000 median income generally found throughout the westerly portion. The westerly portion of Mid-City is the area with the older population and a greater number of retirees – perhaps, a good many of them are living on pensions which would in part explain the lower income level for this section.

Occupation

When considering occupational characteristics, the area once again typifies the City. The clerical, craftsmen, operatives, and professional categories make up the four major occupational groups for both Mid-City and San Diego as a whole. There is a similarity also in the comparison of other occupational categories.

Education

The general education level is high as compared to other cities for both Mid-City and San Diego. Mid-City has an average of 12.1 years of education, while in the City as a whole the average is 12.2 years. The easterly portion of the Mid-City area near San Diego State College has the highest educational average of the areas in Mid-City (12.5 years).



● APPROXIMATELY 25 PERSONS
SOURCE: U.S. BUREAU OF CENSUS



AREA PLANNING DIVISION
COMMUNITY PLANNING SECTION

POPULATION DISTRIBUTION · 1960
1 EXHIBIT

MID-CITY DEVELOPMENT PLAN

City Planning Department · San Diego, California



HOUSING

There is a variety of housing units in Mid-City. The range covers small bungalows to three-story apartment buildings. Single family units are the most prevalent in the area (80% of the total) but 77% of all the new dwelling units being built since 1960 are multiples. Many of the multiple units being built are those with five or more units. Mid-City's share of the City total of the multiple units has increased more than three-fold from 1950 to 1960.

Density

Nearly one-half of the residential area in Mid-City is developed at a "low-medium" dwelling unit density. This density is 5 to 15 housing units per net residential acre (a net residential acre includes only the private land upon which the housing units are built). "Low" and "medium" dwelling unit densities and vacant land comprise the remainder of the residential area in nearly equal amounts. The highest density area is concentrated in a strip between El Cajon Boulevard and University Avenue. The lowest density areas are located along the canyon rims on the northern and southern fringes of the Mid-City area. It should be emphasized that even the highest densities in the Mid-City area are relatively low when compared with other cities in the east.

Tenure

Mid-City and the City of San Diego are very similar in terms of the percentage of owner and renter occupied housing units. In each case, the owner occupied units are slightly over 50% of the total. Within Mid-City, however, there are significant differences. Approximately 75% of the housing units in the easterly area are owner-occupied while in the westerly area, less than one-half are owner-occupied.

Rent and Value

While 1960 monthly rents were higher in Mid-City (\$83) than in the City as a whole (\$77) the median value of owner-occupied units is lower (\$14,800 – \$16,700). Within Mid-City the rents are higher in the east than in the west. The relative newness of the eastern area and proximity of San Diego State College are two key explanations for this. The northeastern quarter of Mid-City has the highest valued units (\$19,500). The presence of the relatively high-value developments as Kensington and Alvarado Estates undoubtedly accounts for this \$19,500 figure.

Age and Condition

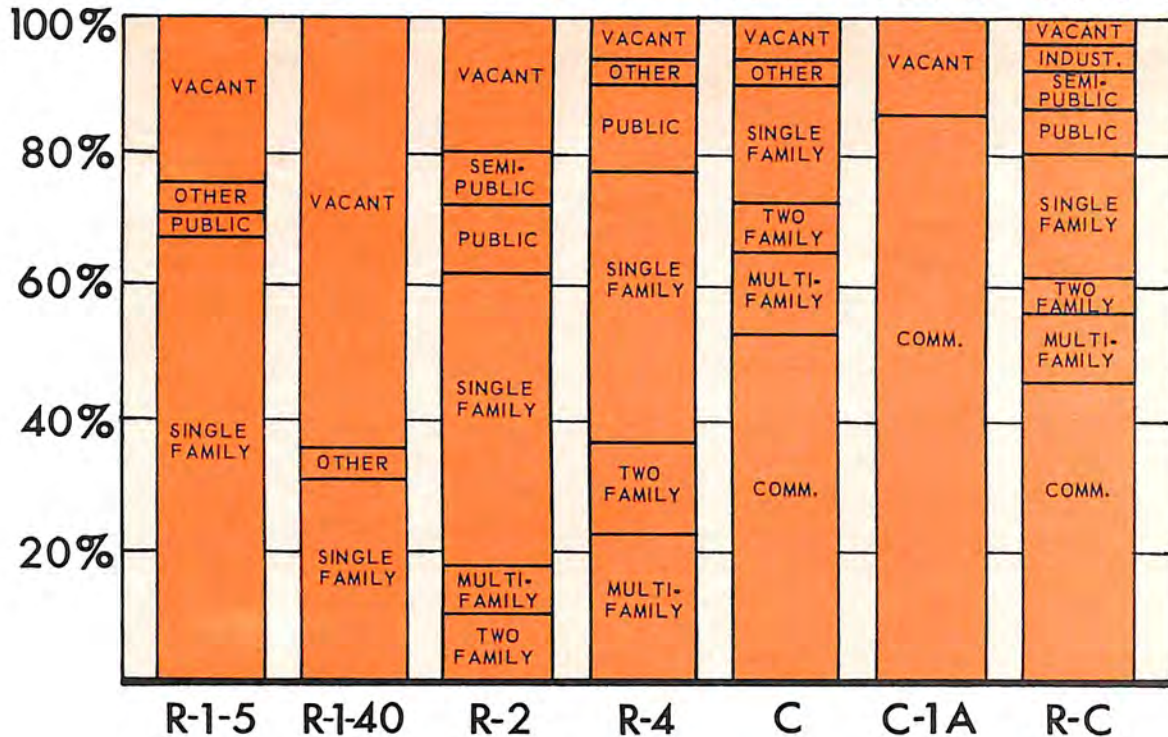
The housing units in Mid-City are older but generally in better condition than those in the City as a whole. According to the 1960 Census of Housing, 44% of the total housing units in Mid-City were built prior to 1940, whereas in the City as a whole only 35% of the units were constructed by this time. Conversely, only 5% of the Mid-City units are deteriorated or dilapidated, while in the City as a whole, 9% of the total units are thus classified.

Within the Mid-City area, housing units in the westerly half are considerably older than those in the eastern part. However, even in the older part, the condition of units is relatively good – an illustration of pride of ownership and careful maintenance.

ZONING

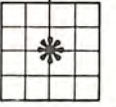
As illustrated there is a high degree of mixed uses in the land use zones in Mid-City. The multi-family zones (R-2 and R-4) and the C and RC commercial zones have the lowest correlation between zoning and permitted land use.

LAND USES BY ZONE: MID-CITY 1964



ZONES WITH LESS THAN 20 ACRES WERE NOT LISTED. THESE INCLUDE THE R-1-20 ZONE WITH 15 VACANT ACRES, THE C-P ZONE WITH 6 ACRES IN COMMERCIAL USE AND 8 ACRES VACANT, AND THE M-1-A ZONE WITH 3 ACRES IN COMMERCIAL USE.

Over 40% of the area in each of the multi-family zones is presently in single family use, and nearly one-half of the C and RC zones are occupied by uses other than commercial. This is probably due to the continuance of the zoning practice of the 1930's. The C1-A zone has the highest correlation between use and zoning with over 86% of the area in commercial use. The single family residential zones have a reasonably good correlation between use and zoning when considering that the R-1-40 zones include considerable canyon areas.



1" = 100 FEET

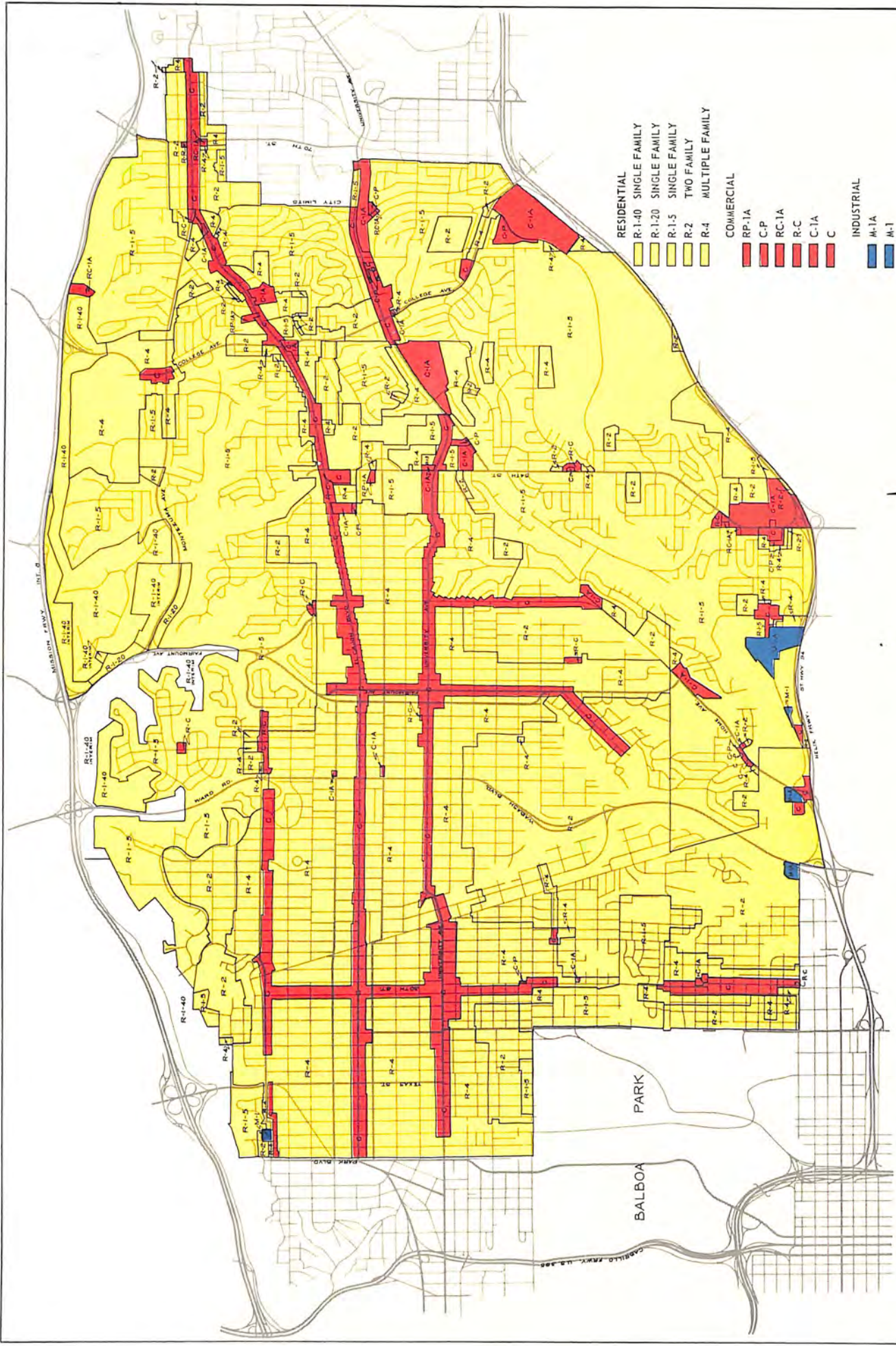
AREA PLANNING DIVISION
COMMUNITY PLANNING SECTION

ZONING
JULY 1, 1964

2
EXHIBIT

MID-CITY DEVELOPMENT PLAN

City Planning Department · San Diego, California



- RESIDENTIAL**
- R-1-40 SINGLE FAMILY
- R-1-20 SINGLE FAMILY
- R-1-5 SINGLE FAMILY
- R-2 TWO FAMILY
- R-4 MULTIPLE FAMILY
- COMMERCIAL**
- RP-1A
- CP
- RC-1A
- RC
- C-1A
- C
- INDUSTRIAL**
- M-1A
- M-1

LAND USE

The Mid-City area is predominantly residential in character. Nearly two-thirds of the total net land is presently utilized for residential purposes, and almost one-half of the total is in single-family use. Vacant land occupies almost one-fifth of the area, but much of this is in canyon slopes and bottom lands which are more difficult to develop. The public land (8.6%) and the commercial land (6.2%) make up the next largest land uses.

The area is characterized by mixed land uses, especially in the western portion. This is the result of the transition from single family to multi-family residential. The uses in the eastern portion are more concentrated and segregated, with the commercial and multi-family uses located along major streets and the single-family uses placed in the interiors with service from local and collector streets (see Exhibit 3).

Residential

Nearly 80% of the residential land use in Mid-City is single family. These single family units have a great variation in value, size, type, condition and style. There are bungalows, cottages, and moderate-sized homes in the western portion, small and modest homes in the central and southern segments, and relatively larger more expensive homes in the northeast.

The multi-family units are also varied. Duplexes, courts, small apartments oftentimes located on the rear of a lot with a single family unit in front, and modern apartment developments are scattered throughout the westerly portion.

From the view-point of age, size, type, value, and location, Mid-City offers a very wide choice of living units. This variety has attracted a wide range of income and demographic groups to the Mid-City area.

Commercial

The bulk of the commercial land use in Mid-City is in long continuous east-west strips (Adams Avenue, El Cajon Boulevard, and University Avenue). Many of the establish-

ments located in these strips, particularly those selling automobiles and furniture, serve markets outside the Mid-City area. Several new shopping centers have been developed in the eastern portion of Mid-City in the past 5 to 10 years. These newer developments offer better parking facilities for customers than do the older commercial areas in the western portion of Mid-City. Most of the older stores have problems of functional and economic obsolescence and/or physical deterioration. Other problems in the older areas include unrelated mixtures of uses, automobile congestion, and unattractive settings, both in structures and surroundings.

The North Park and East San Diego centers are the largest in terms of number of establishments with the former having over 300 and the latter over 100. Other large commercial centers include College Grove, College Avenue-El Cajon Boulevard, University-Rolando, and 54th Street. There are many smaller centers serving the neighborhoods throughout the entire area.

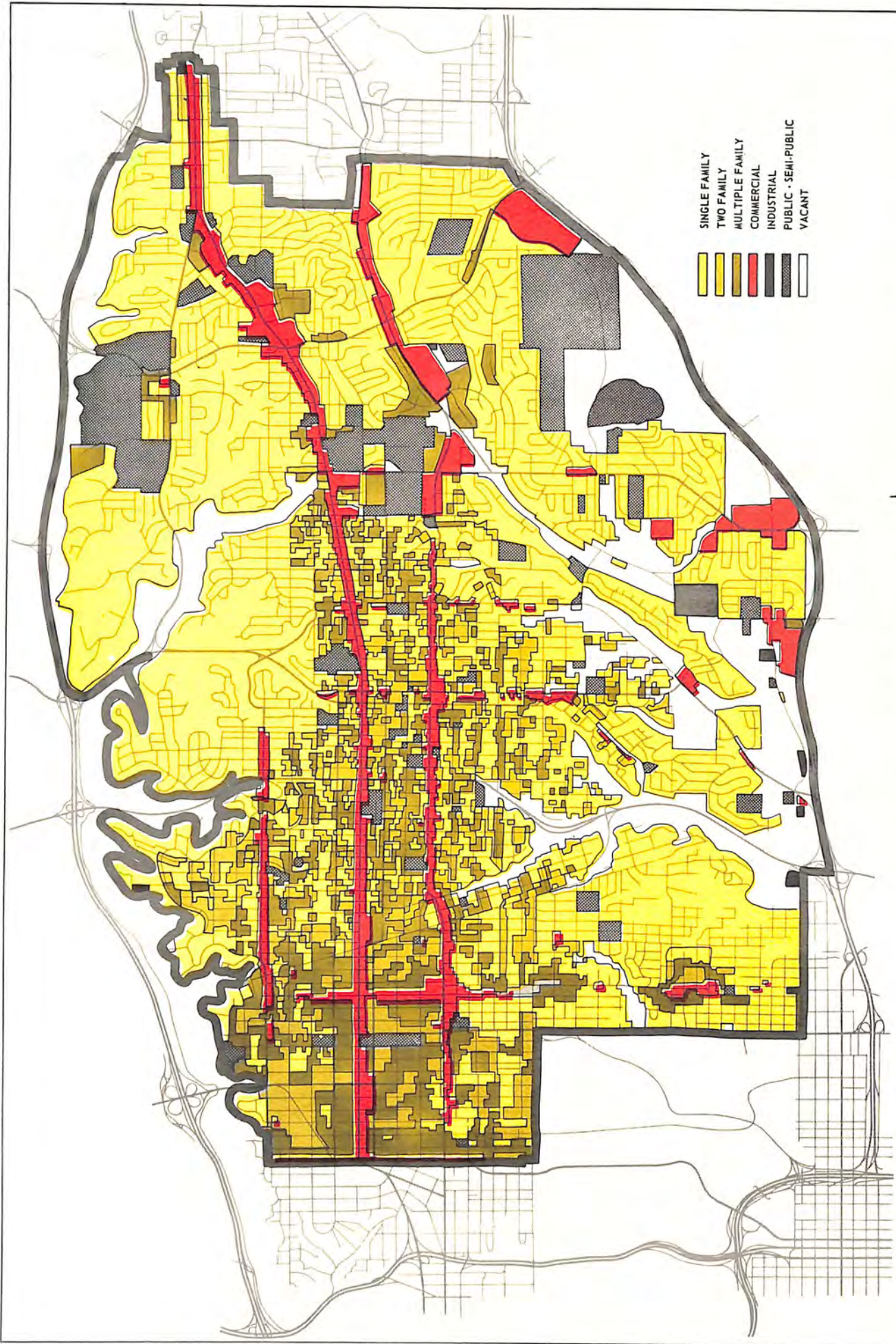
Automobile, home furnishing, service, and repair stores are proportionately more prevalent in Mid-City than they are in the entire City. Commercial uses which are proportionately less prevalent in Mid-City include professional services (doctors, lawyers, etc.), hotels, and movie theaters.

Industrial

Only 0.3% of the land use in Mid-City is utilized for industrial purposes. Distribution, storage-type industries, and utility services make up the bulk of industrial land uses located within Mid-City. Manufacturing is almost non-existent in the area.

Although Mid-City has only 1% of the industrial land use in the City, several types of uses within this area make up a significant percentage of the City total. For instance, 15% of the total land within the City occupied by bottling plants and 13% of the area devoted to warehousing are in Mid-City.

Most of the industrial land uses are located along the southern fringe of the area and are primarily truck-oriented industries within easy access to Helix Freeway.



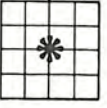
- SINGLE FAMILY
- TWO FAMILY
- MULTIPLE FAMILY
- COMMERCIAL
- INDUSTRIAL
- PUBLIC - SEMI-PUBLIC
- VACANT

INCHES OF 1964

AREA PLANNING DIVISION
COMMUNITY PLANNING SECTION

MID-CITY DEVELOPMENT PLAN

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PUBLIC – SEMI-PUBLIC FACILITIES

About 10% of the Mid-City area is in public or semi-public use. The greater majority of this land is utilized for public purposes such as parks, schools, libraries, fire stations, etc. Semi-public uses in Mid-City include churches, private clubs, and the two moderately-sized hospitals located at the eastern and western extremes of the area.

The Chollas Public Works Yard, the military area, the City reservoir area, San Diego State College, Colina del Sol Park, and Crawford and Hoover High Schools are the largest of the public land uses within the area.

Schools

The Mid-City area has a full range of public educational facilities from elementary schools through college. Many of the elementary schools are over 25 years old and are being systematically enlarged and rebuilt at their same location. Numerous parochial schools, both primary and secondary, are also located within the area boundaries.

There are two junior and two senior public high schools, one of which has been rebuilt recently. Two of these schools are fairly new, with the remaining school being 30 years old.

Many of the older school sites are inadequate in terms of size. In most cases, travel distances to schools conform to acceptable standards.

San Diego State College is located on the northeasterly fringe of the area, and serves a large area of metropolitan San Diego.

Parks and Recreation

There are three developed parks, three community centers, and a Y.M.C.A. facility in the Mid-City area. Several other areas are dedicated as parks, but they are either extremely small, of difficult terrain or undeveloped. According to standards in the proposed "General Plan for San Diego - 1985", the Mid-City area has inadequate park facilities. It is important to note, however, that Mid-City is adjacent to Balboa Park on its westerly boundary. This can provide for neighborhood and community park facilities for some of the westerly portion of the area.

Libraries

There are five branch libraries and, at present, one bookmobile stop providing service in the Mid-City area. These branches are the College Heights, East San Diego, Normal Heights-Kensington, North Park and University Heights facilities. The East San Diego branch has been recently rebuilt, and the University Heights branch will be rebuilt in the near future. All the other branches are less than ten years old. Although College Heights branch is the largest in terms of size and book circulation, the North Park and East San Diego branches are also considered large size facilities.

Fire Stations

Adequate fire protection is provided for the Mid-City area. According to standards in the proposed General Plan, the four fire stations located in Mid-City offer satisfactory protection in the area. All stations are one-engine company facilities (with the exception of the station on 32nd Street which also has a training tower) and are typical of those in residential and outlying commercial areas.

Other Governmental Facilities

The City Department of Public Works maintains a large operations center on Ryan Road

in the southeastern corner of Mid-City. Also located in Mid-City are the area offices of the Federal Internal Revenue Service and the Small Business Administration branch office.

CIRCULATION

Mid-City is bordered on the north and south by two major freeways. These are the Mission Freeway (interstate Route 8) on the north and Helix Freeway (State Freeway 94) on the south. Access to these Freeways is provided at all of the major north-south streets in Mid-City.

Mid-City is also well traversed by major streets. There are several major east-west streets such as El Cajon Boulevard and University Avenue and a number of north-south streets, e.g. College Avenue, Wabash Boulevard, Ward Road, etc.

Traffic Volumes

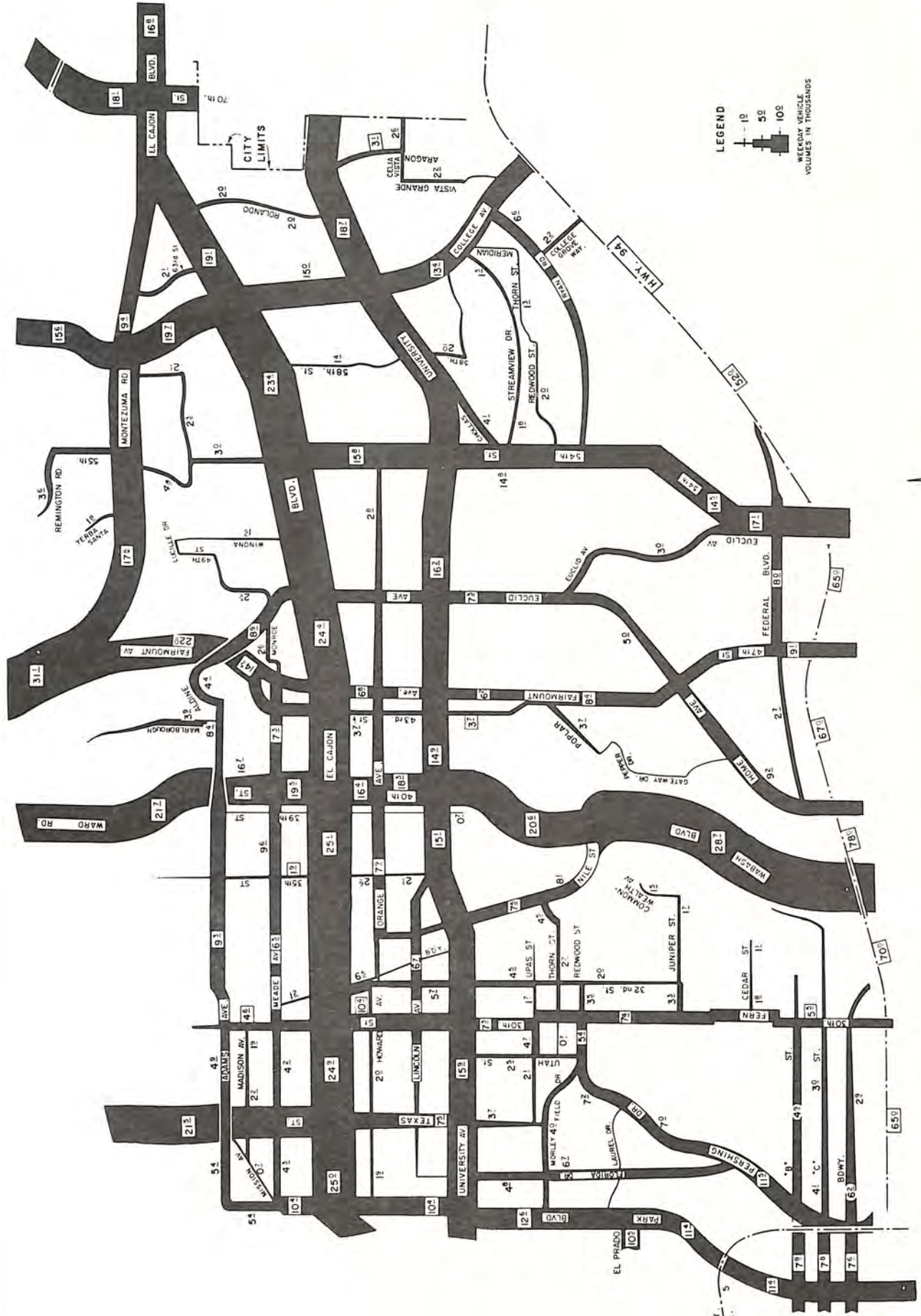
The 1964 traffic volume flow map for major and collector streets in the Mid-City area is shown in Exhibit 4. Exhibit 5 illustrates streets considered inadequate, either from a lack of capacity or from inadequate standards.

Recent street improvements in the vicinity of San Diego State College have relieved congestion in this area, although heavy traffic volumes occur and are expected to grow.

University Avenue is accommodating up to 16,000 vehicles today, but the level of service on this avenue is deficient due to ten foot wide lanes in the traveled way and six foot wide parking lanes.

Traffic Accidents

Typical accident rates in the Mid-City area are illustrated in Table 1. The accident rate on University Avenue from Park Boulevard to Winona Street is nearly twice the rate that would be expected from an adequately designed major street. On the basis of accident rate alone, University Avenue becomes a good candidate for improvement.



TRAFFIC FLOW
1964

AREA PLANNING DIVISION
COMMUNITY PLANNING SECTION

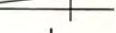
4
EXHIBIT

MID-CITY DEVELOPMENT PLAN

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AREA PLANNING DIVISION
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MID-CITY DEVELOPMENT PLAN

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FREIGHTWAY
MAJOR STREET
COLLECTOR STREET
DEFICIENCIES

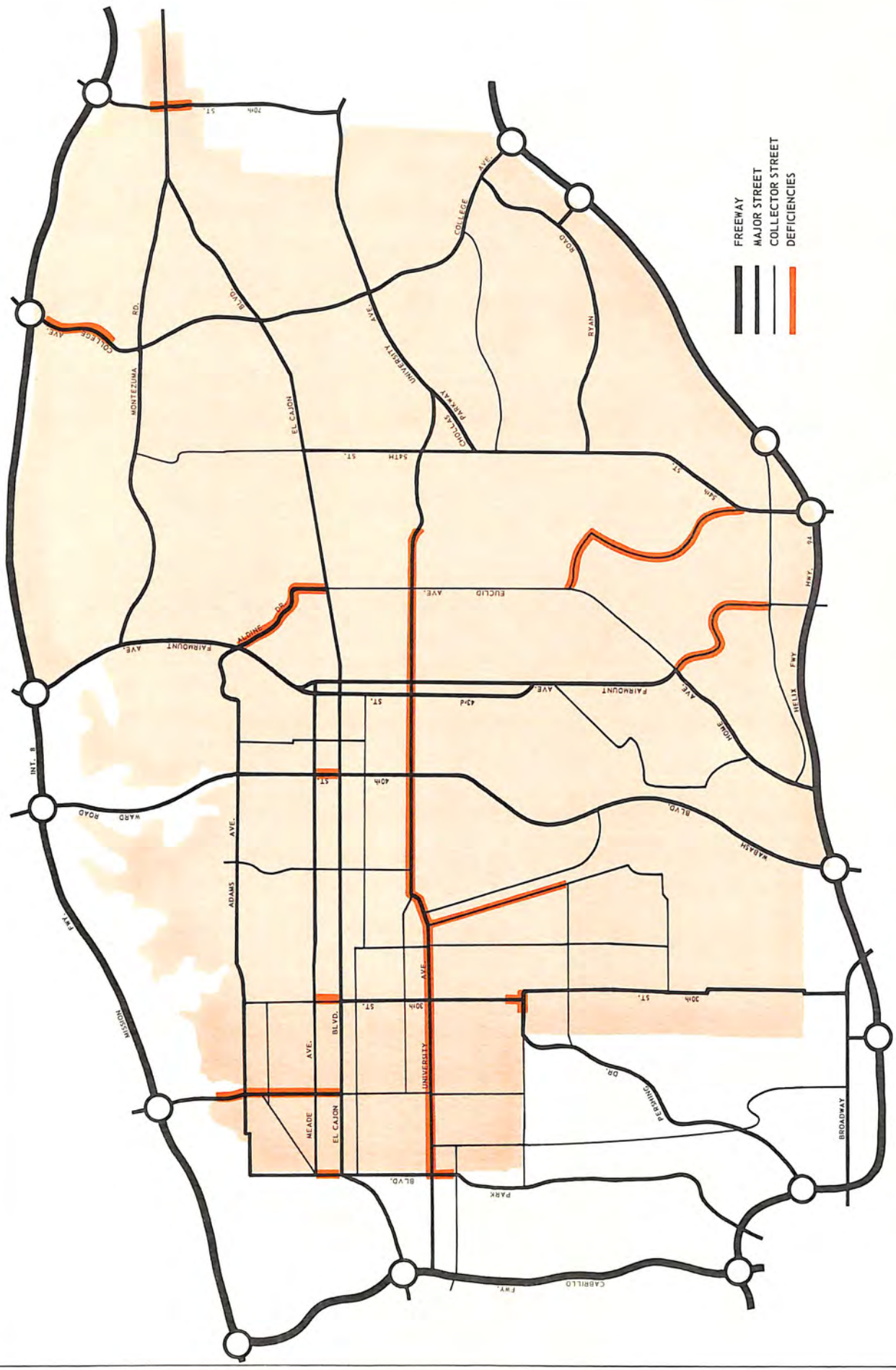


TABLE 1 – MID-CITY ACCIDENT STATISTICS

Location	Length (miles)	Accidents			Total	Traffic Volume	Accident Rate per Million Vehicle Miles
		Signalized Inter- section	Non- Signalized Intersection	Mid- Block			
El Cajon Blvd.							
Park Blvd. – Fairmount	2.62	101	55	38	194	25,000	8.11
Fairmount – College	2.2	34	57	72	163	23,900	8.49
College – City Boundary	1.53	44	28	37	109	16,800	11.6
University Ave.							
Park Blvd. – 35th St.	1.65	87	47	49	183	15,500	19.6
35th St. – Winona	1.76	44	30	87	161	16,000	15.7
Winona – City Limits	2.40	34	23	33	90	18,700	5.5
College Ave.							
Ryan Rd. – El Cajon	2.1	15	14	14	43	15,000	3.7
El Cajon – Lindo Paseo	0.7	27	7	16	50	19,700	9.9
54th St.							
Euclid – El Cajon	2.39	39	16	27	82	15,000	6.3

Travel Time

Travel time is an effective measure of level of service and is an indication of congestion existing along a route. Streets in the Mid-City area where recent travel time studies have been conducted during evening peak hours are listed in Table 2. A serious deficiency between the measured peak hour operating speed on University Avenue and the target level of service speed is indicated. A portion of El Cajon Boulevard also appears to be offering a less-than-desirable level of service.

TABLE 2 – TRAVEL TIME MID-CITY STREETS

Street and Limits	Miles	Travel Time (min.)	Average Peak Hour Operating Speed (MPH)	Desirable Level of Service Speed (MPH)
Park Boulevard				
s/b El Cajon Bl to San Diego Fwy	2.36	4.68	30	30
n/b San Diego Fwy to El Cajon Bl	2.36	5.50	26	30
College Avenue				
n/b Helix Fwy to Mission Fwy	3.18	7.59	25	30
s/b Mission Fwy to Helix Fwy	3.18	7.63	25	30
El Cajon Boulevard				
w/b College Av to Fairmount Av	2.05	5.58	22	30
e/b Fairmount Av to College Av	2.05	5.43	22	30
Home Avenue				
sw/b Euclid Av to Federal Bl	1.72	2.50	41	30
ne/b Federal Bl to Euclid Av	1.72	2.77	37	30
Streamview Drive				
w/b College Av to 54th St.	1.60	3.45	28	30
e/b 54th St to College Av	1.60	3.63	26	30
University Avenue				
w/b 54th St to Park Bl	3.98	11.78	20	30
e/b Park Bl to 54th St	3.98	11.41	21	30

Street Pattern

The Mid-City area has a gridiron street pattern in the older western portion. With wide streets and numerous alleys, nearly 1/3 of the land in this older area is devoted to public rights-of-way. A more curvilinear pattern emerges in the eastern portion – adapted to the topography and the result of current planning practice.

Parking

A recent inventory of curb and off-street parking in the Mid-City area has shown very high curb occupancy rates in North Park and East San Diego, indicating that growing parking needs would have to be served by off-street spaces. Observation of parking conditions in these two areas indicates that available off-street parking is not being efficiently utilized. A large number of small, hard-to-find lots, mostly reserved for a specific establishment's customers, does not satisfy parking demands as efficiently as would large, unrestricted lots.

Transit

Decreasing use of transit has been the pattern throughout the City over the past ten years. The Mid-City area, however, is part of the core of higher bus usage in the City. Of the total person trips made from North Park, East San Diego and areas adjacent to Balboa Park, more than 10% of the work trips were by bus.

Several of the most profitable transit lines, in terms of revenue per mile, also occur in the Mid-City area.

THE FUTURE

GOALS AND OBJECTIVES

Goals are generalized statements of "what the people want their community to be" within its physical and economic potential. Objectives are more specific statements relating to "how to accomplish these goals".

General Plan Goals

"The General Plan for San Diego – 1985" contains a number of goals for each of the elements of the Plan. These goals in turn are reflected in those set forth for Mid-City Plan – 1980.

Mid-City Goals and Objectives

The Goals and Objectives for the Mid-City area, as formulated by the Planning Committee of the Mid-City Development Council, are as follows:

TO REVITALIZE THE AREA AND TO MAXIMIZE ITS ADVANTAGES

- Accelerate commercial activity and high quality multi-family residential development.
- Develop a planned capital improvements program.

TO MAKE THE AREA A BETTER PLACE IN WHICH TO LIVE

- Physically define neighborhoods and communities to preserve their character and create additional amenities.
- Provide an even greater variety of housing types to accommodate a balanced population.
- Provide additional parks and open spaces.
- Provide more convenient shopping, recreation and cultural facilities.
- Modify portions of existing gridiron street pattern to enhance residential environment and to encourage private redevelopment.
- Improve the visual character of the Area through private and public initiative, e.g. street trees, better street lighting, underground utilities, community T.V. antennas, etc.
- Encourage citizens' organizations to provide information on home improvements and financing.
- Maintain level of government services.

TO IMPROVE ECONOMIC CONDITIONS IN THE AREA

- Increase commercial activity to provide adequate shopping variety and depth.
- Encourage the compaction of retail commercial centers.
- Improve commercial areas through redesign and building remodeling.
- Capitalize on the benefits expected to accrue from the development of the Inland Freeway.

- Encourage expansion and clustering of service and distributive-type industries.
- Recapture shoppers' goods customers.
- Build up convenience goods retail activity.
- Review merchandising techniques and promotion.
- Encourage the assemblage and development of larger land parcels in order that modern planning and design techniques may be more readily utilized.
- Encourage the vacation and reuse of streets, alleys, and other public land areas which are no longer deemed essential to the public interest.

TO PROVIDE FOR SAFE AND CONVENIENT MOVEMENT OF PEOPLE

- Improve east-west traffic movements.
- Develop adequate off-street parking facilities.
- Remove pedestrian-auto conflicts in commercial and residential areas.
- Effectively separate local traffic requirements from through-traffic uses.
- In commercial service areas, encourage the development of facilities for loading and moving goods necessary for this type of business.
- Refine the Master Plan of Freeways and Major Streets.
- Provide for adequate circulation and access to existing and proposed freeways.
- Improve transit service to better serve the area.



MIRAMAR N.A.S.

SOLEIDAD MT.

MONTGOMERY FIELD

FORTUNA MT. - MISSION GORGE

LA JOLLA

MISSION SAN DIEGO DE ALCALÁ

EL CAJON

MISSION BAY

MISSION VALLEY

SAN DIEGO STATE COLLEGE

LINDBERGH FIELD

PRESIDIO PARK

BALBOA PARK

MID-CITY

LA MESA

CENTRE CITY

MT. HELIX

SAN DIEGO BAY

SWEETWATER RES.

NORTH I. N.A.S.

NATIONAL CITY

POINT LOMA

CHULA VISTA

CORONADO

BROWN FIELD

CORONADO ISLANDS

IMPERIAL BEACH

REAM FIELD

SAN YSIDRO

MEXICO

TIJUANA

The Mid-City area has many advantages. Generally these are due to location, physiography, development, and population. More specifically, these advantages are:

- Favorable central location within Metropolitan Area and good accessibility to existing and major freeways now under construction.
- Proximity to Centre City and to the cultural and recreational facilities in Balboa Park.
- Good "gateway" location from the east metropolitan area.
- Equitable climate and favorable topographic characteristics.
- Favorable elevation – excellent view possibilities for "high-rise" structures.
- Canyons that can be retained for open space or developed for recreational areas.
- Exceptionally free of adverse conditions, e.g. aircraft noise, smog, dampness, etc.
- Developed street system with potential advantages if redesigned.
- Diversity of commercial facilities and variety of housing.
- Presence of San Diego State College.
- High quality schools and large number and variety of religious facilities.
- Best transit routes in the City.
- Large, stable, middle-income population.
- Good, aggressive community leadership.

FORECASTS – 1980

Population

The economic consultant to the Mid-City program forecast a population growth from 142,800 in 1964 to approximately 200,000 in 1980. A major portion of this population increase is anticipated to occur in the westerly and northeasterly portion of the Mid-City area.

A basic change in the composition of the Mid-City population is also anticipated. Younger residents with higher incomes in the professional and managerial occupation categories are expected to move into the area.

Land Use

New residential development in Mid-City will be predominantly multi-family. It is estimated the population increase will create a demand for 45,550 new dwelling units, of which over 44,000 will be multi-family.

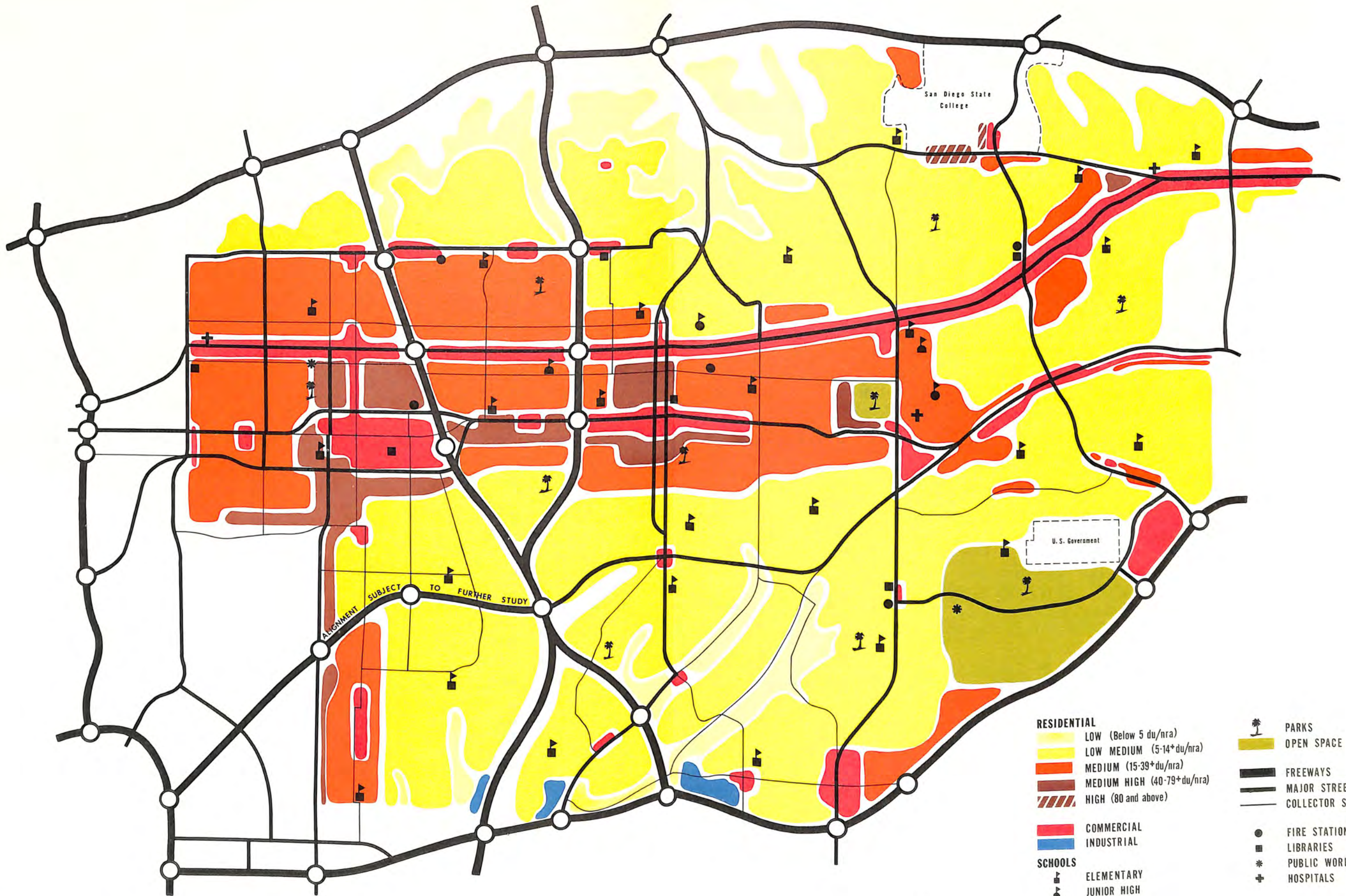
Based on anticipated income and expenditure patterns as well as replacement of older deteriorating facilities, it is estimated that approximately 1,217,000 square feet of new retail space will be required. Office-commercial will require approximately 300,000 additional square feet of rentable floor area and 300 to 500 additional hotel-motel rooms will be needed. No great demand for new industrial space is anticipated.

MID-CITY PLAN

The Mid-City Plan for 1980, represents the synthesis of community goals and objectives; Planning Committee and City Staff studies and analyses; economic consultant's forecasts and recommendations; and the goals and standards of the proposed "General Plan for San Diego – 1985".

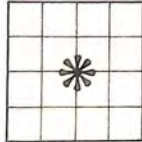


MID-CITY PLAN



- RESIDENTIAL**
- LOW (Below 5 du/nra)
 - LOW MEDIUM (5-14* du/nra)
 - MEDIUM (15-39* du/nra)
 - MEDIUM HIGH (40-79* du/nra)
 - HIGH (80 and above)
- COMMERCIAL INDUSTRIAL**
- SCHOOLS**
- ELEMENTARY
 - JUNIOR HIGH
 - SENIOR HIGH

- PARKS
- OPEN SPACE
- FREEWAYS
- MAJOR STREETS
- COLLECTOR STREETS
- FIRE STATIONS
- LIBRARIES
- PUBLIC WORKS
- HOSPITALS



MID-CITY DEVELOPMENT PLAN

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AREA PLANNING DIVISION
COMMUNITY PLANNING SECTION

1980

EXHIBIT

Essentially, the Plan retains much of the linear character of the existing land use in the area. It does, however, propose the nucleation of commercial and higher-density residential areas. This concept attempts to create higher-density residential areas within walking distance of shopping facilities and, in some instances, of place of employment. These higher density residential areas are also proposed adjacent to major traffic activities and the more significant aesthetic attributes of the area. Furthermore, the efficiency of services and the transportation system is considerably increased.

Another major provision of the Plan is to increase the vehicular accessibility to all parts of Mid-City. This is accomplished by improving the traffic circulation system, particularly the east-west movement. It also attempts to take full advantage of the benefits expected to accrue from the development of the Inland Freeway (Interstate 805), Maple Canyon Road and the Escondido and Switzer Canyon Freeways.

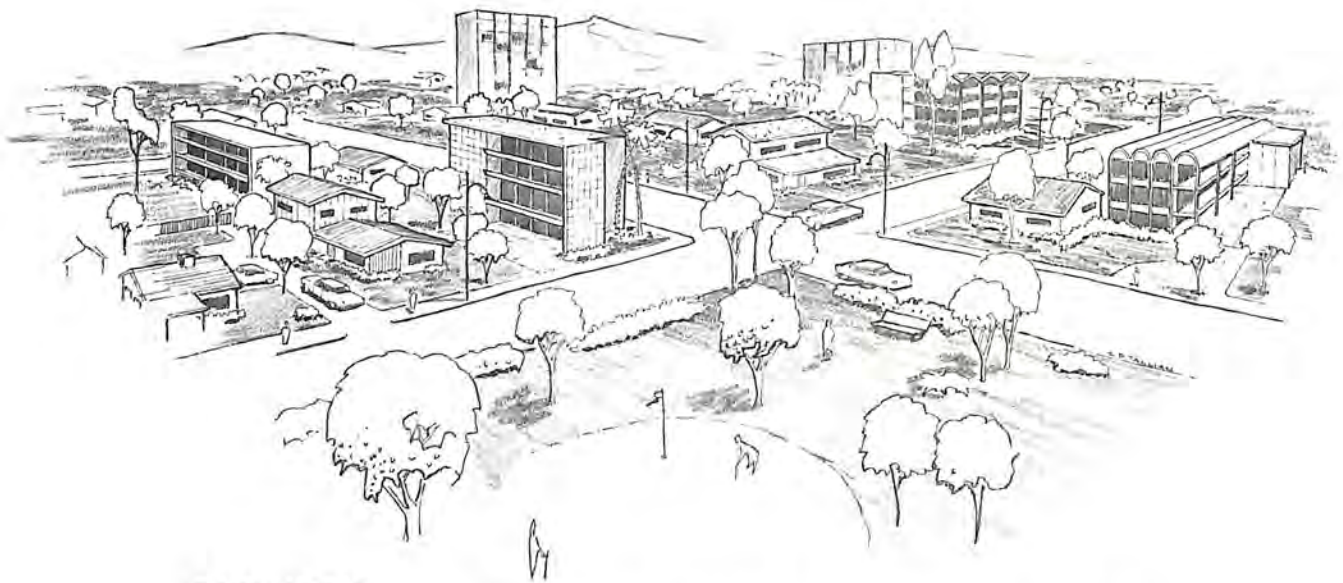
RESIDENTIAL

Mid-City will continue to be predominantly a residential area. Much of the future residential construction will, however, be multi-family in type and at a higher density. Multi-family development in Mid-City will expand in the future due to its singular location. Mid-City's close-in convenient location and its proximity to Balboa Park, Centre City and San Diego State College will all tend to increase the demand for higher residential densities within the area. The new freeways, providing ready access to all portions of the Metropolitan Area, and an improved internal circulation system will also increase the demands for more living units. The age and relative value of much of the single family units permits economical replacement by new, multi-family units.

The Plan provides for the efficient use of residential land at varying densities according to location and nature of the area. Higher density residential areas are appropriately located near principal streets to assure accessibility by means of automobile and transit facilities, near commercial areas for convenience, adjacent to parks with their desirable features and in relation to the rest of the neighborhood. The bulk of the higher density residential is in the west-central portion of Mid-City – around and between the commercial

centers of North Park and East San Diego. Here, the proposed medium-high density residential area (40 to 79 dwelling units per net acre) is within walking distance of the shopping areas and is readily served by the circulation system.

The Plan also proposes medium-high density residential areas adjacent to Balboa and Colina del Sol Parks. These are extremely desirable locations for a number of luxury-type apartments *but* precaution must be taken by means of zoning and density controls or other measures to avoid creating a "wall" of high-rise structures ringing these parks. Development should consist of structures of varying height and land coverage to permit "see throughs" and not deter desirable development of adjacent areas.



PARK AREAS

Areas adjacent to parks are extremely desirable for residential use. The way these areas are developed, however, is important, since a solid row of high-rise structures fronting on a park can be detrimental to the whole area. Height, bulk, and location of the buildings should be controlled in order to assure a pleasant, open environment. A mixture of different size and type structures, oftentimes with taller buildings to the back or along the second street from the park, is desirable.

Higher residential densities are proposed in the vicinity of State College to accommodate the demand for housing in that area. Immediately south of the College, a "high" density area is proposed with densities as high as 100 dwelling units per net acre, in accordance with the San Diego State College Area Plan.

Extensive areas of medium density residential (15 to 39 dwelling units per net acre) are located around these higher density residential areas and between commercial and major arterials.

Much of the low-medium and low density residential areas (5 to 14 dwelling units and below 5 dwelling units per net acre respectively) are anticipated to remain much as they are today. Some fill-in of vacant areas and larger canyons, perhaps under a planned unit development concept as well as normal replacement, can be expected but the overall density should not be greatly affected.

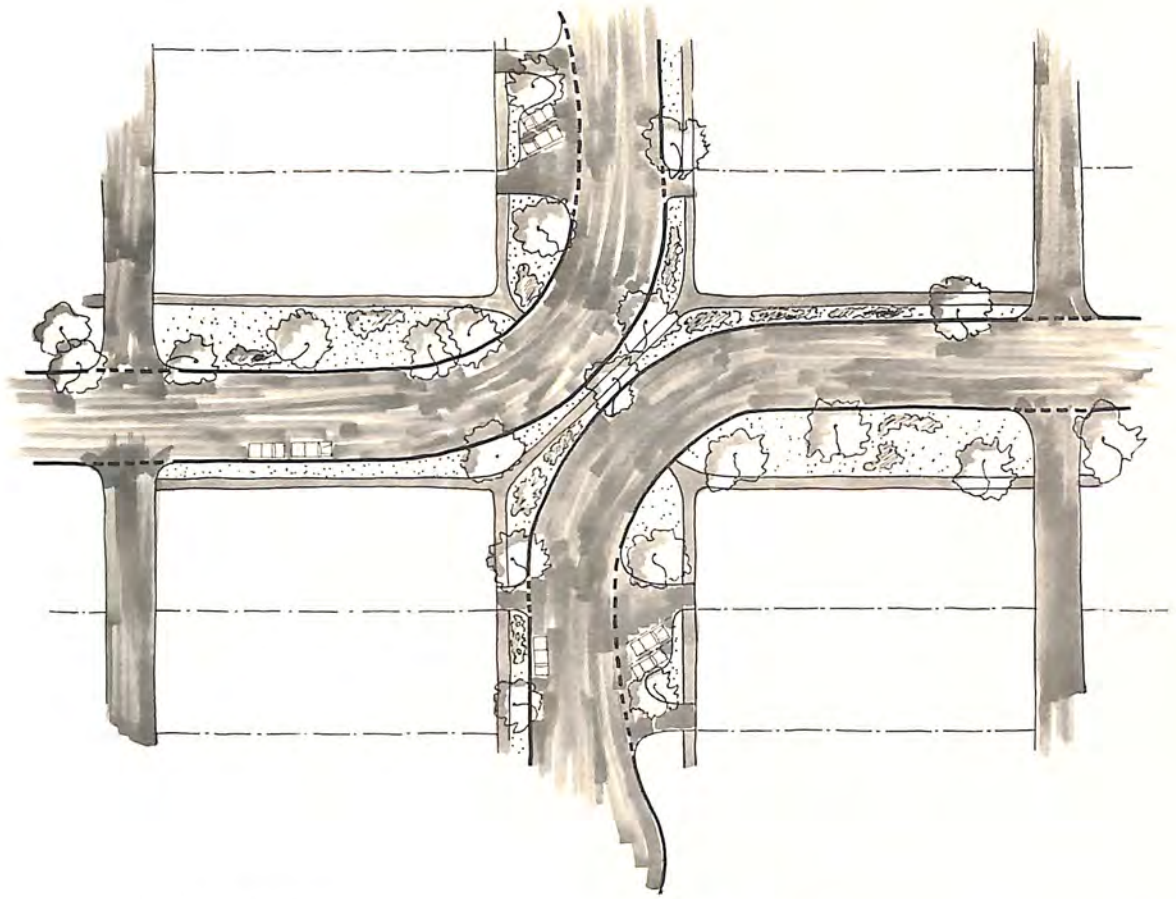
Development of higher density residential land uses in locations proposed in the Plan will require new techniques of plan implementation.

The areas proposed for medium-high density residential development have the gridiron street pattern of earlier subdivisions. Inherent in this design is a high percentage of area in street rights-of-way, a large number of intersections with potential hazards and, oftentimes, through automobile traffic.

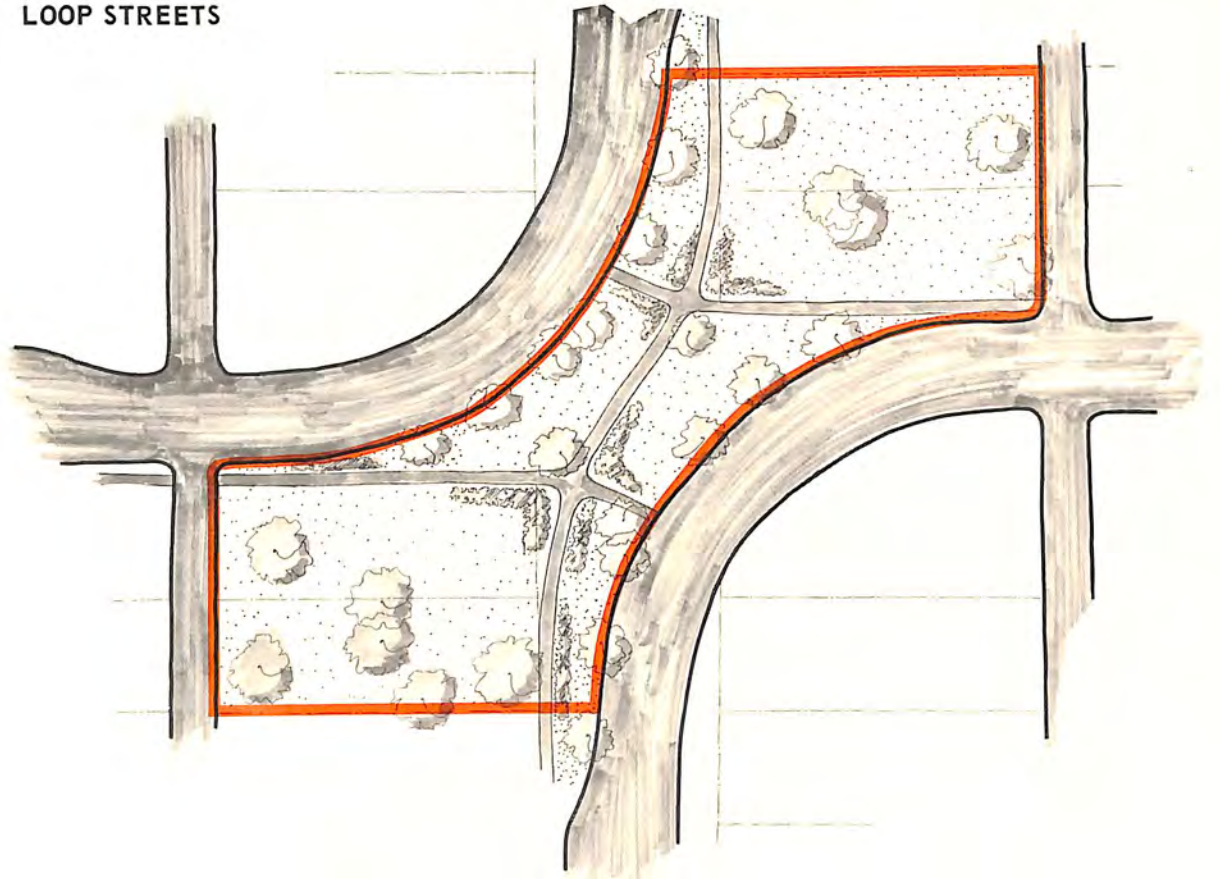
Although the gridiron street pattern in these areas has many disadvantages, it offers a number of interesting development possibilities through redesign. Street intersections can be developed into loop systems to eliminate intersections and pedestrian-auto conflicts. Some of the excess streets could be used as neighborhood open spaces or certain streets could be closed to assist in the acquisition of a large parcel of land for a planned unit development, leaving more usable open space than that which previously existed. There are many opportunities for the re-use of street areas in conjunction with adjacent private parcels. Listed below are some of the gridiron redesign possibilities:

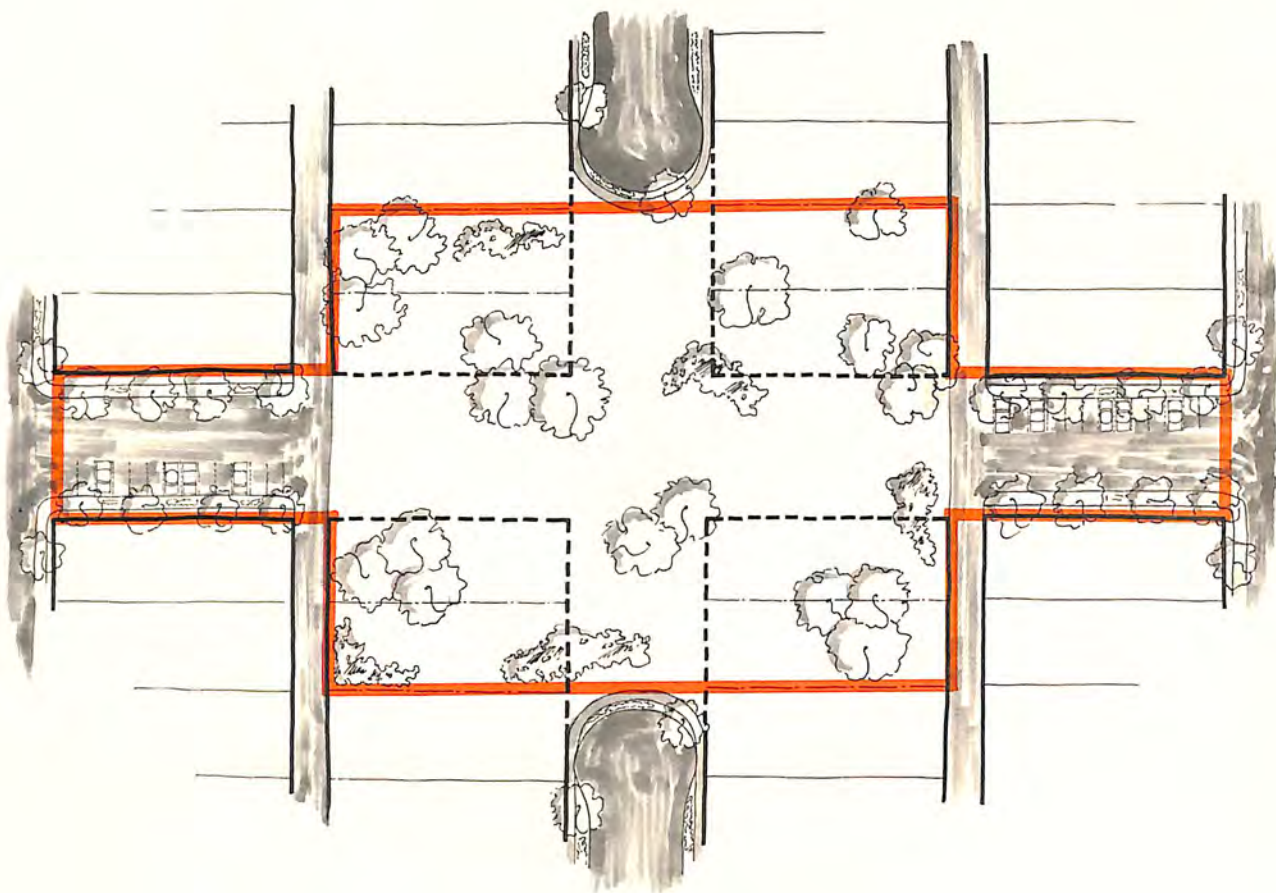
Loop Streets

Loop streets are applicable to many intersections in Mid-City. Residential areas could enjoy a park environment relatively free of pedestrian and auto conflicts since traffic would be diverted to bypass the intersection. Pedestrians would be able to walk several blocks without crossing a street. Also, landscaping could enhance the loop areas.



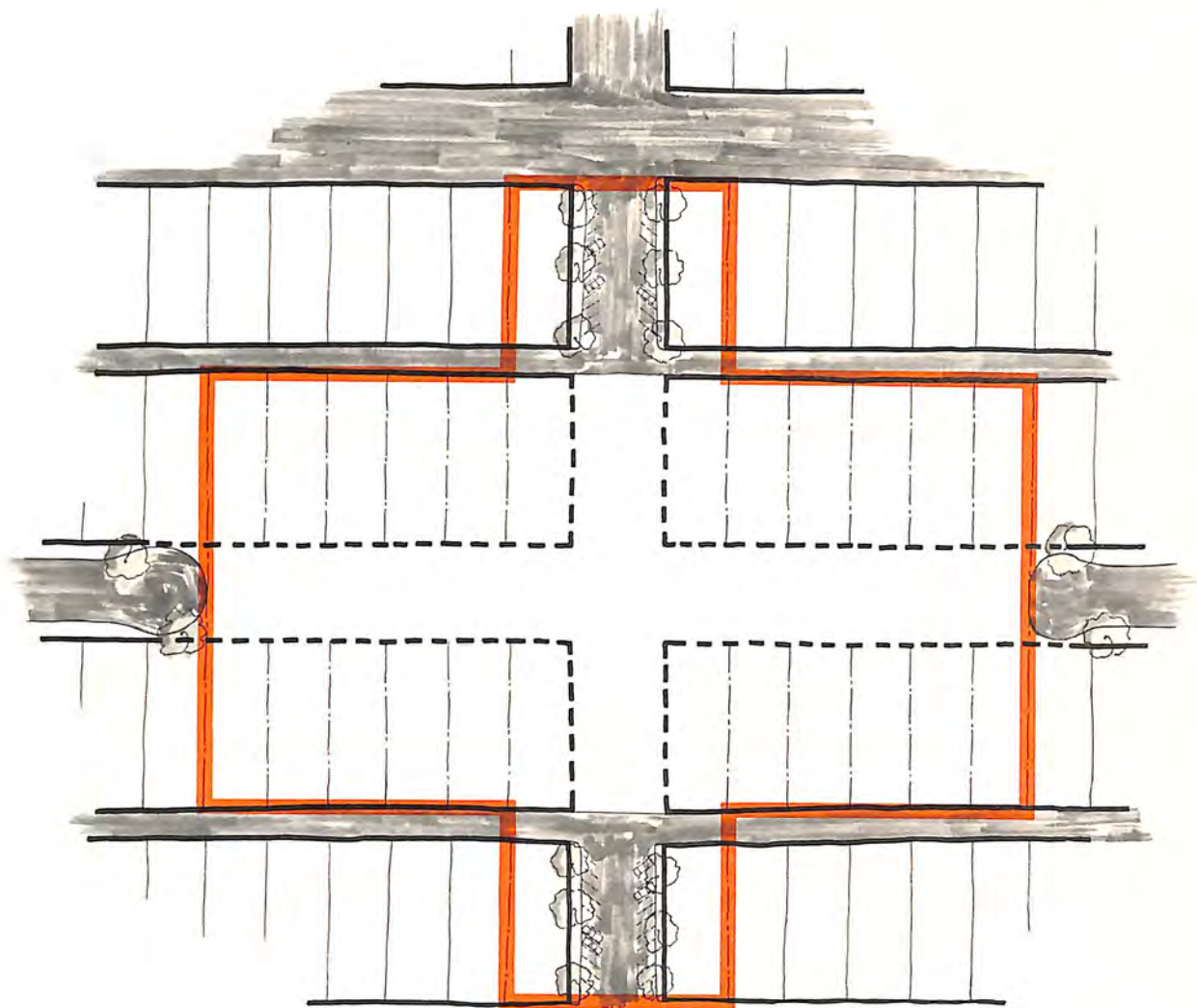
LOOP STREETS





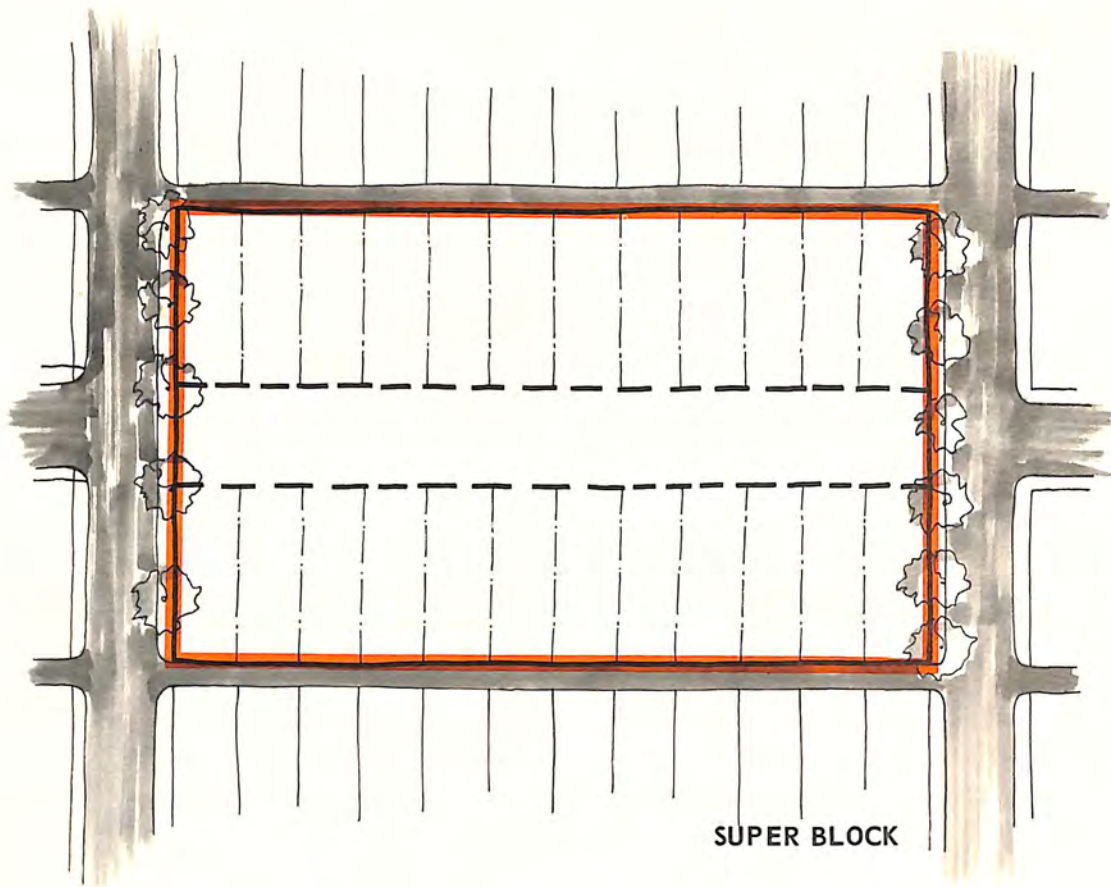
Green Area or Open Space

Open spaces in conjunction with planned unit development concepts will provide relief in an environment otherwise dominated by structures and pavements. The older built-up sections of Mid-City can be provided with much needed open spaces or green areas, by utilizing excessive street rights-of-way and intersections.



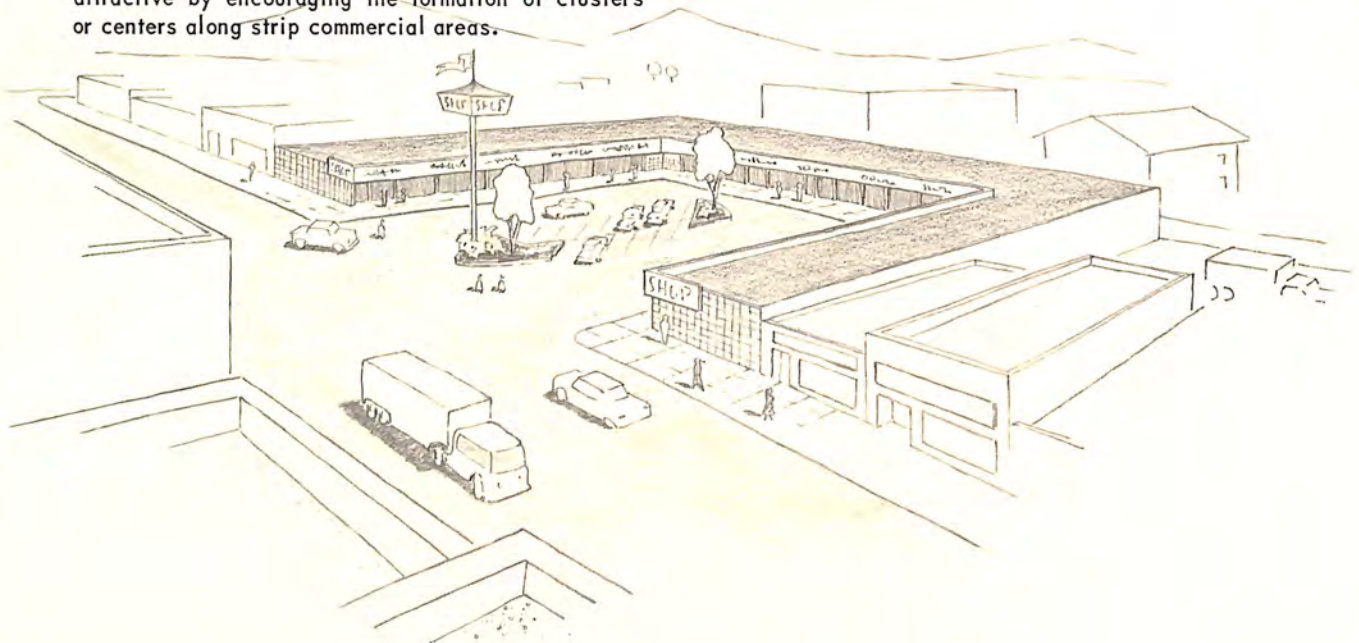
Block Redevelopment

The closing or vacating of unneeded streets at an intersection can provide additional land for new development in the area. The vacated street area could be used in the coverage computations, thereby providing a development incentive and increasing flexibility of design.



COMMERCIAL CLUSTERING

Portions of the linear arrangement of commercial establishments now existing along major streets in Mid-City could be made more efficient and attractive by encouraging the formation of clusters or centers along strip commercial areas.



Super Block

Similar to the redevelopment possibility above, a super block can be achieved by acquiring two half blocks opposite each other and closing the street in between. The resulting larger block would be redeveloped under a "Planned Unit Development" concept, the advantage being the gain resulting from using the street area in coverage computations.

Zero Setback - (not illustrated)

More design flexibility, a larger usable area and greater opportunities for aesthetic enhancements could result by allowing redevelopment to the front property line on parcels adjacent to an 80' wide local residential street.

COMMERCIAL

The Mid-City Plan emphasizes and strengthens existing commercial centers and recognizes the importance of the desirable free-standing or regional commercial establishments on strips along major streets.

The consultant's projections of commercial retail, office space and hotel-motel rooms translated rather liberally into land use areas indicate a need for approximately 135 new and replacement acres of commercial area, with adequate parking, by 1980. The Plan proposes several significant changes in the commercial land use arrangements in the area. It is anticipated that the North Park commercial area should expand and develop more intensely as it becomes a more important regional shopping center. The physical expansion of the area can most logically be expected to occur east towards the Inland Freeway and south to Landis Street. The East San Diego commercial area in the vicinity of Fairmount and University Avenues should be strengthened as a convenience goods and commercial service center by its natural expansion.

It is anticipated that several smaller commercial areas should also develop into larger centers, that clustering will occur along portions of existing strips and that some of the existing vacant commercially zoned areas will be commercially developed. This should utilize the balance of the projected need for additional commercial area.

Other, less significant and scattered commercial land use along University Avenue west of the North Park Center, east of the East San Diego Center, along parts of Adams Avenue and along several other streets are not shown on the Plan. Except for the areas designated as neighborhood shopping centers along these streets, it is anticipated that the remaining commercial uses will gradually diminish and be replaced by multi-family residential uses.

Industrial

Little industrial growth is anticipated for Mid-City. Distributive-type industries and utility services will continue to be the most prominent industrial land uses within Mid-City. The Plan provides for an expansion of this type of land use in the vicinity of the industries already existing in the southern portion of Mid-City.

CIRCULATION

The circulation element of the Mid-City Plan provides for better internal movement of vehicles as well as improved access from all parts of Metropolitan San Diego. Within the Mid-City area, east-west traffic is routed around the North Park commercial core and, thence, through the East San Diego center on University Avenue. By routing traffic around the North Park center, compaction of the center within the circulation system will be possible, access to future parking within the core area will be encouraged and through traffic will be segregated from the shopper traffic. Whereas North Park is a pedestrian shopper goods center, East San Diego is developing important service commercial industries where direct, relatively high speed access is a first consideration. In the East San Diego area, rapid access to and from the area via University Avenue will be of utmost importance in the attraction of new commercial service firms.

Access to Mid-City will be improved with the construction of the Inland and, subsequently, the Escondido Freeways.

The basic approach to the forecast of future traffic in the Mid-City area was adjustment and modification of previous forecasts and traffic assignments. Previous studies included

Metropolitan Area traffic assignments "D" and "E", traffic forecasts for Maple Canyon Road and the State College area, and freeway and interchange traffic forecasts by the State Division of Highways. These forecasts were revised to reflect trip generation from the forecasted land uses for Mid-City in 1980 and were based upon completion of the freeway and major street network. See Exhibit 7.

A forecast was also made to determine what the 1980 traffic demands would be if Switzer Freeway and Switzer Canyon Road were not to be constructed by then. This forecast indicated that the burden of carrying what would otherwise be Switzer Freeway traffic would fall (at least in Mid-City) primarily on the University Avenue corridor, El Cajon Boulevard, and 54th Street near Euclid.

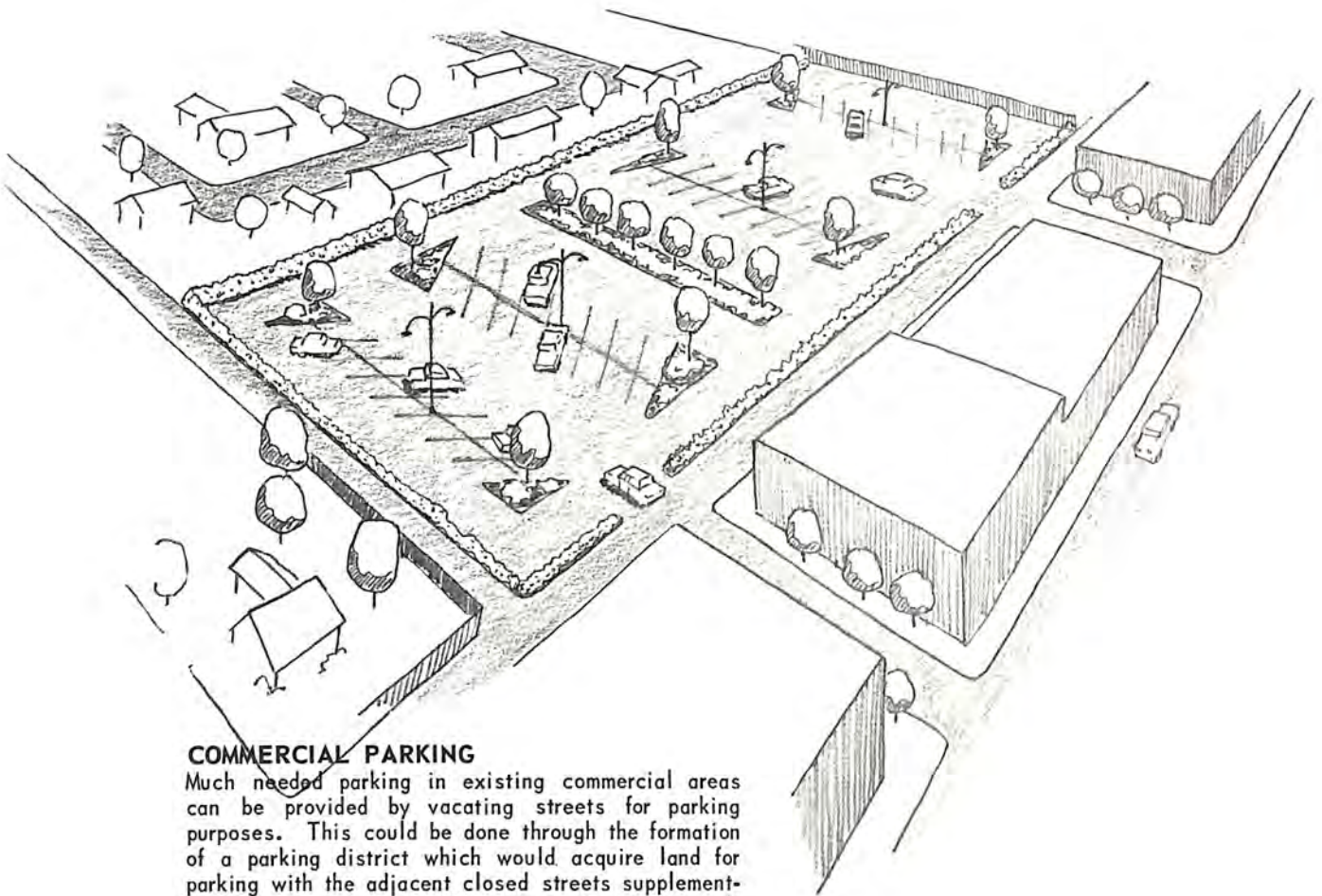
University Avenue was given special study due to its present deficiencies and its continuing importance to Mid-City. A half-dozen alternate development schemes for University Avenue were investigated, any one of which would provide the additional capacity required to serve future traffic growth, and which would improve the accident rate and raise travel speeds. Review of these alternates provided sufficient basis to outline a general scheme for the improvement of the University Avenue corridor, including widening in East San Diego and development of a loop around North Park.

The circulation network included in the 1980 Mid-City Plan Exhibit provides an adequate basis for further detailed studies leading to design and implementation. Presently proposed capital improvement programs for the City of San Diego would provide for the improvement of College Avenue, Collwood Boulevard, Park Boulevard, University Avenue, Aldine Drive, Home Avenue, and Maple Canyon Road in the Mid-City area. Development of the freeway system; including the inland Freeway, now under construction, is a responsibility of the California Division of Highways.

In the next stages of study for the Mid-City area, particular consideration should be given to those routes with heavy future travel demands, particularly College Avenue and the Switzer Canyon Road/Chollas Parkway/University Avenue route.

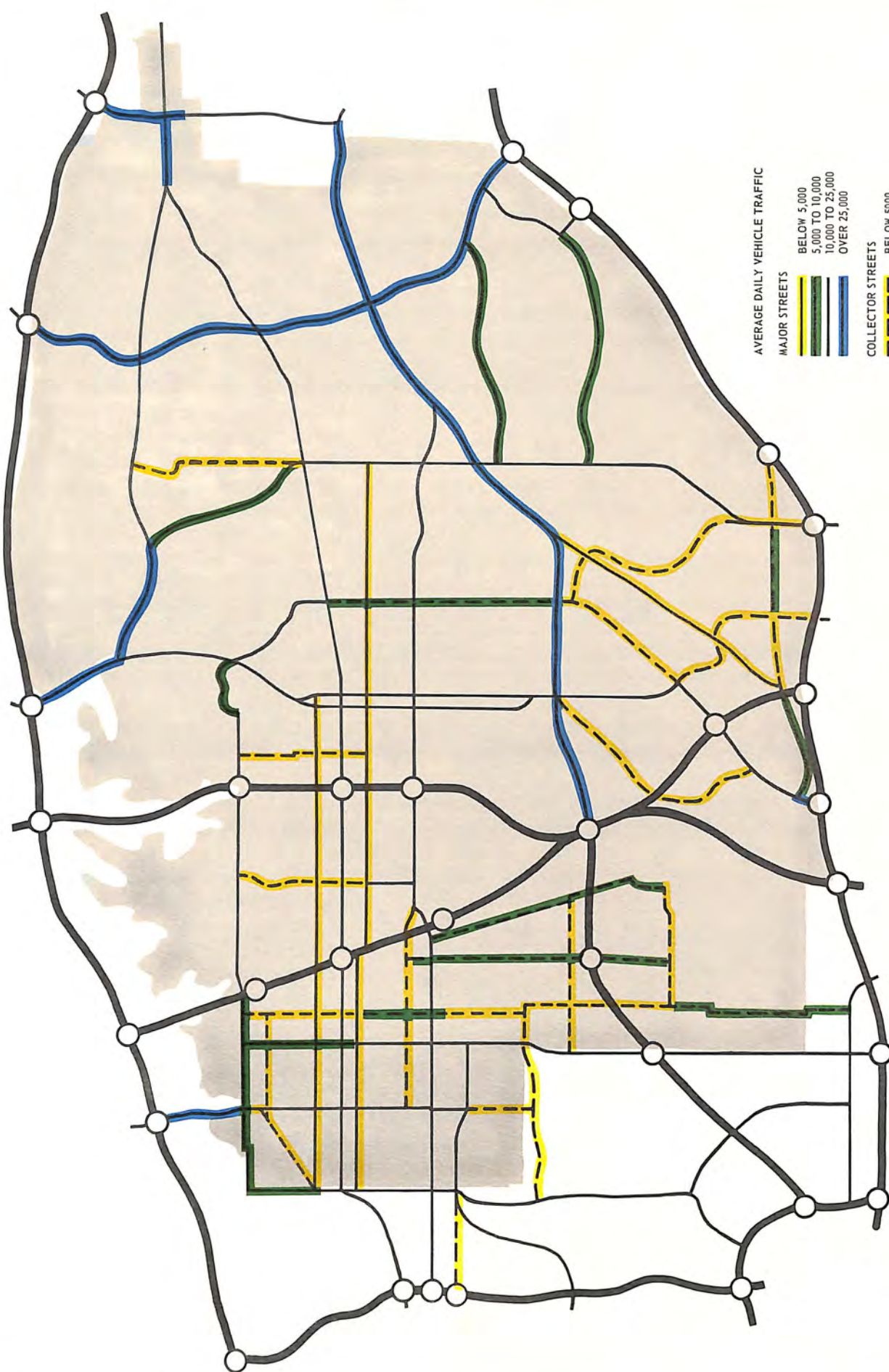
Parking

Comprehensive studies of parking in the Mid-City area will probably indicate the desirability of developing additional coordinated off-street parking in the area, particularly in North Park and East San Diego. If additional off-street parking areas are indicated, proper location of these facilities with respect to major traffic flow should be considered. The possibility of providing parking on an area-wide basis rather than on a property by property approach should also be given attention. Several methods of implementing off-street parking plans are available, including the possibilities of forming parking districts. A comprehensive study of parking laws is required.



COMMERCIAL PARKING

Much needed parking in existing commercial areas can be provided by vacating streets for parking purposes. This could be done through the formation of a parking district which would acquire land for parking with the adjacent closed streets supplementing the parking area. This proposal should result in the compaction of commercial establishments and the reduction of traffic conflicts on a major street.



AVERAGE DAILY VEHICLE TRAFFIC

MAJOR STREETS

- BELOW 5,000
- 5,000 TO 10,000
- 10,000 TO 25,000
- OVER 25,000

COLLECTOR STREETS

- BELOW 5000
- OVER 5000

AREA PLANNING DIVISION
COMMUNITY PLANNING SECTION

MID-CITY DEVELOPMENT PLAN

City Planning Department · San Diego, California



Care should be taken to assure that sufficient parking is provided as new land uses, such as commercial and multi-family residential, are developed.

Transit

Considering forecasted increasing population densities in the Mid-City area, it is probable that this area will continue to be an important transit service area. A great deal of further research, analysis, and study is required before a transit plan for the City or the Metropolitan Area can be delineated. However, in these studies the Mid-City area should be given the consideration it deserves as a high transit use area.

PUBLIC FACILITIES

Parks

The Mid-City area is below standard in park facilities as shown on Exhibit 8. Within these areas, suitable park sites should be acquired or a substitute means of providing open and/or recreation facilities should be investigated. Perhaps methods presented earlier in the residential section of the Plan or use of school recreation facilities can be utilized to alleviate some of the park needs.

Usable, undeveloped, but well located parks, such as Oak Park, the Chollas Reservoir area and Park de la Cruz should be fully developed as soon as possible. Proposed Chollas Park, when developed, will provide an excellent large facility adjacent to Chollas Reservoir.

Another possibility to be considered is the use of canyon areas for park purposes or as open space. Here, study and policy decisions on the part of the City should be made in terms of how to preserve the open canyon areas and keep them safe and accessible for the general public. The possibility of highly controlled methods of sanitary fills in selected canyons should be explored to create more usable level land. The Chollas area is a good example of a sanitary fill which will become a golf course and, recreation area.

Schools

The type of school enrollment that will be generated from the population composition of Mid-City by 1980 is difficult to ascertain. Although the forecast indicates younger families in the area, the impact on the school system may not be too significant in that present multi-family developments do not normally generate many school children per dwelling unit. It is anticipated that there will be a need for three new elementary schools, one in the area between Balboa Park and the Inland Freeway, one south of East San Diego and one north of El Cajon Boulevard, between Fairmount Avenue and proposed Collwood Boulevard. Furthermore, the following elementary schools are substandard in site area according to present-day criteria:

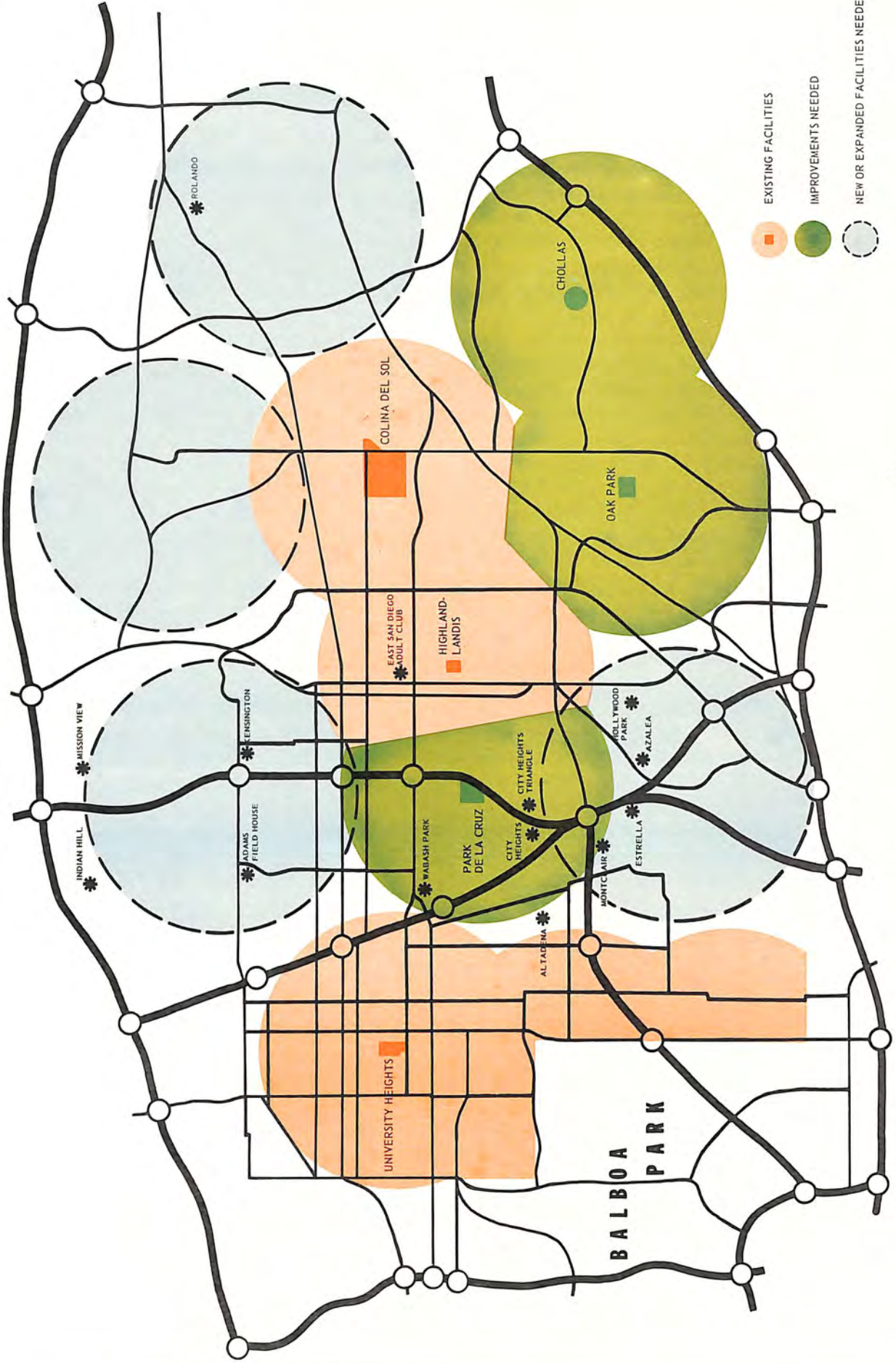
Adams	Euclid	Jackson
Brooklyn	Franklin	Jefferson
Central	Garfield	Muir
Edison	Hamilton	Oak Park

With the anticipated higher density development of Mid-City and possibly higher enrollments, these school sites will become even more deficient. Also, many of the facilities on these sites are old and, in many cases, functionally obsolete. Expansion of the sites and rebuilding of the facilities with multi-story structures will enable them to accommodate larger enrollments. In some areas, new primary elementary schools may have to be built.

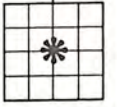
Wilson Junior High and Hoover Senior High Schools have inadequate sites at this time and should be expanded. The remaining secondary school facilities in the Mid-City area are newer and appear to be adequate to 1980.

Libraries

One new branch library is proposed in the southeasterly portion of Mid-City in the vicinity of 54th Street and Ryan Road, an area that is now served by a bookmobile stop. The College Heights branch should also be expanded structurally and in parking area to accommodate the larger automobile oriented patronage. The redevelopment of the University Heights facility in the near future will adequately serve the westerly portion of Mid-City



- EXISTING FACILITIES
- IMPROVEMENTS NEEDED
- NEW OR EXPANDED FACILITIES NEEDED



MID-CITY DEVELOPMENT PLAN

City Planning Department · San Diego, California

COMMUNITY PLANNING SECTION
 DIVISION
 AREA PLANNING



Fire and Police

It is not anticipated that additional fire protection facilities will be needed in Mid-City by 1980. Adequate police protection will continue to be provided from the downtown headquarters.

Power and Communication

Mid-City is provided gas and electricity by the San Diego Gas and Electric Company and telephone service by the Pacific Telephone Company.

Under the approved rules and regulations filed with the Public Utilities Commission of the State of California, gas and electricity will be provided as needed by the future growing population.

A study concerning policy and methods of placing utilities underground is now under consideration by the City and utility companies. Further development in this action should be encouraged and, hopefully, in the future, underground utilities will replace existing above ground lines and poles in the commercial and residential areas of Mid-City.

As with gas and electricity, telephone service will also be provided to accommodate new growth or changes in the area.

Water and Sewer

Several major water lines serve the Mid-City area. These larger pipelines will adequately serve the expected population by 1980. The minor lines, however, would have to be replaced with larger capacity pipelines to provide adequate water supply to proposed higher density residential areas.

Major modification of the sewer interceptor system will be necessary to provide adequate sewer service for the proposed higher density residential areas in Mid-City.

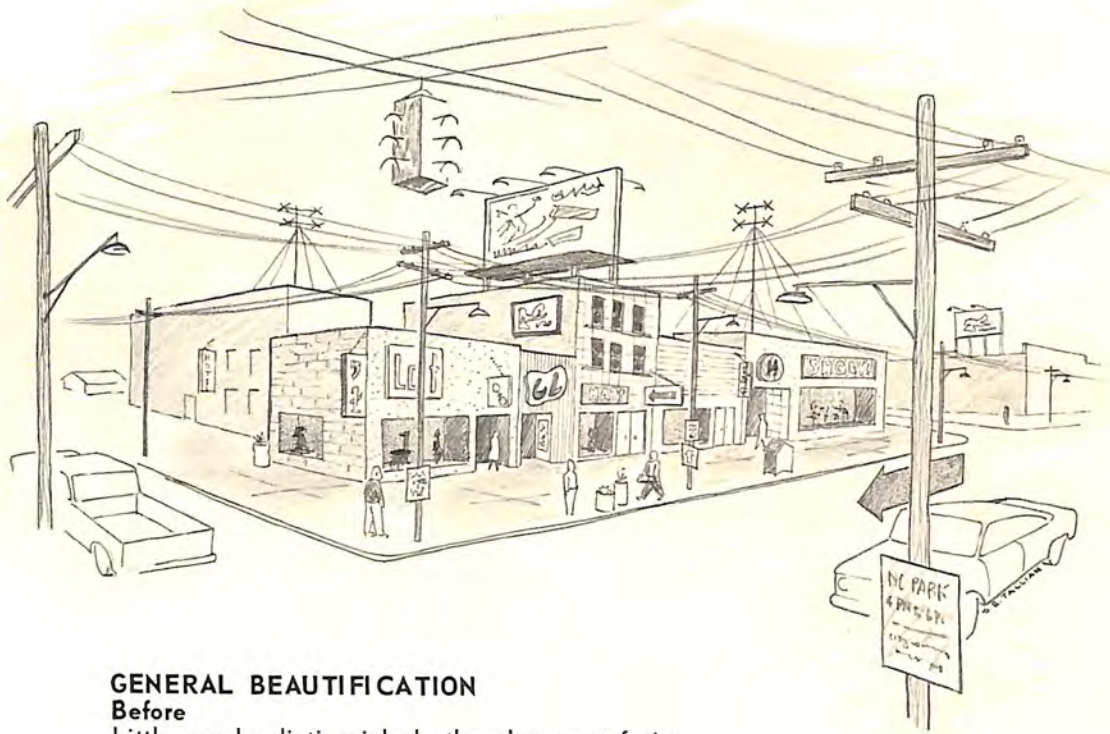
SPECIAL PROJECTS

While Mid-City has grown during the years, many functional and aesthetic problems have developed. Deficiencies have developed in open space, parks, recreation facilities, circulation, parking, etc. To fill these deficiencies requires bold and imaginative ideas and action.

Many devices can be employed to make the area a more efficient, safe, healthful and pleasant place to live and work. The outmoded, gridiron street system can be used in some cases as a basis for a number of redevelopment or beautification possibilities.

Several ideas are presented as possible and practical in various, yet undesignated locations. Some of these ideas have been tried by other cities and have proven successful. Others are new. Although further study is required before application of these ideas, it is believed that they represent attainable solutions to some of the functional and aesthetic problems of Mid-City.

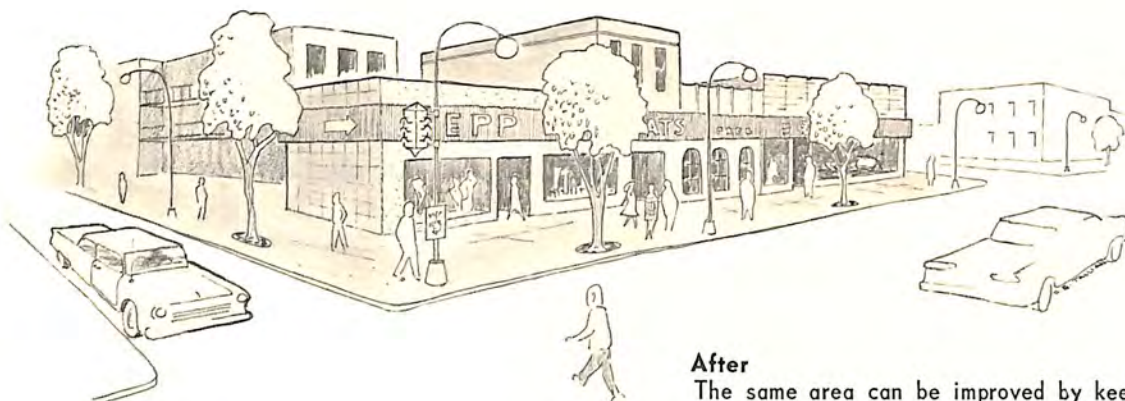
This section attempts to picture and describe what can be done.



GENERAL BEAUTIFICATION

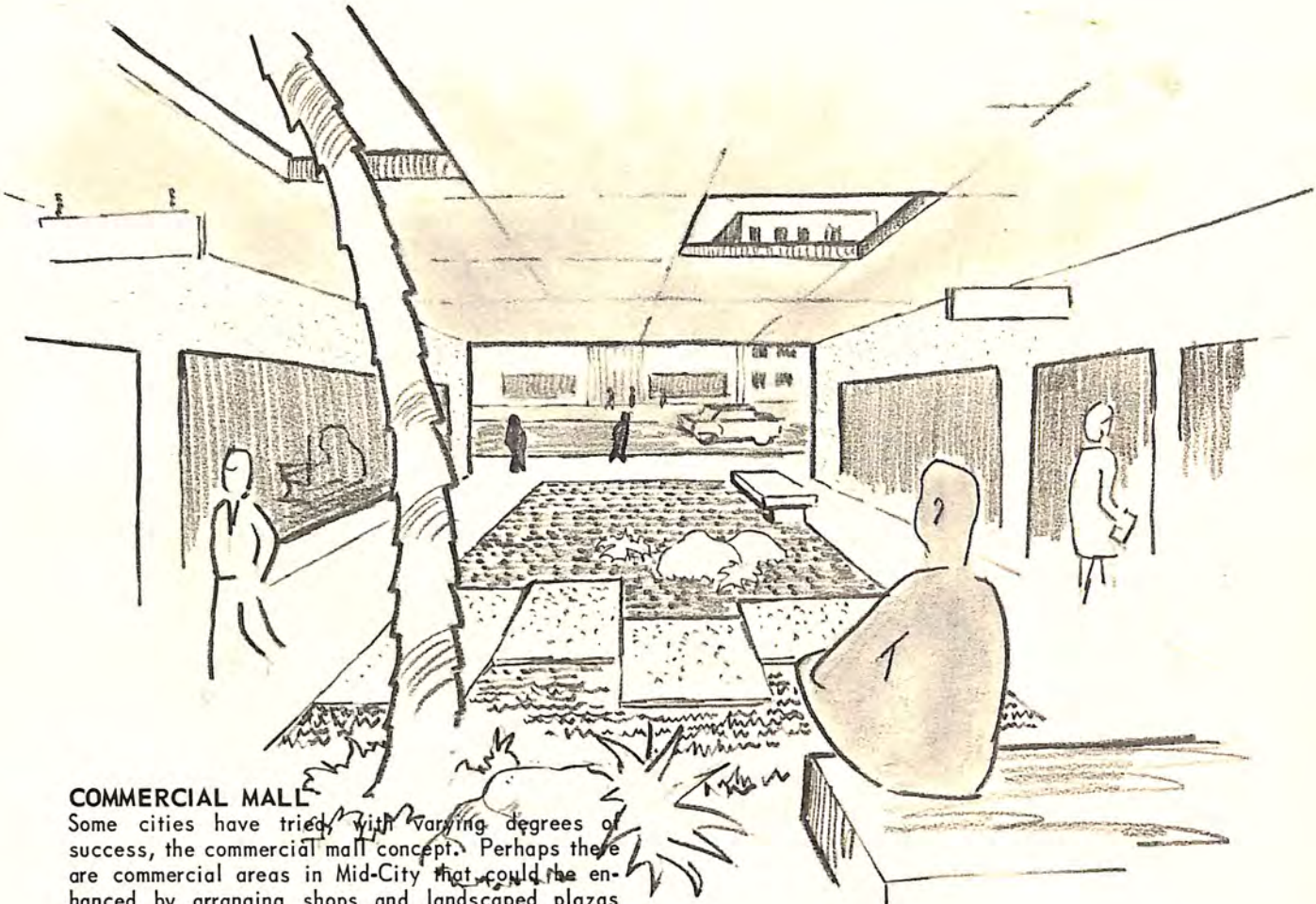
Before

Little can be distinguished other than a confusing mass of billboards, signs, overhead wires, etc. As it is, advertising fails to achieve its purpose, which is to inform people of the retail and entertainment facilities available along the street.



After

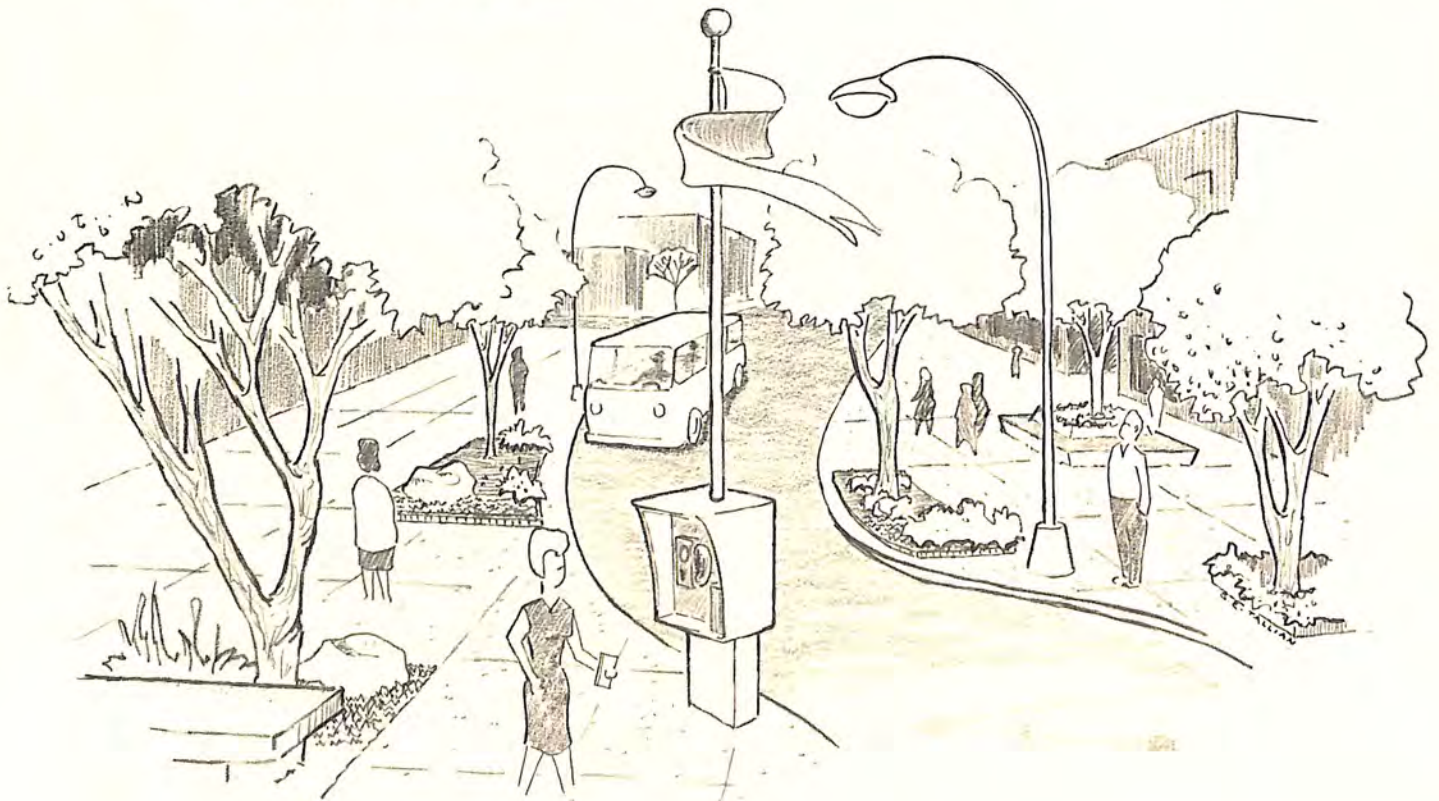
The same area can be improved by keeping all signs flat to the buildings, limiting the size of billboards, relating colors to the surroundings, and carefully arranging signs in an attractive and identifiable manner. Underground or relocated utilities would increase the attractiveness immeasurably.



COMMERCIAL MALL

Some cities have tried, with varying degrees of success, the commercial mall concept. Perhaps there are commercial areas in Mid-City that could be enhanced by arranging shops and landscaped plazas along a pedestrian mall.

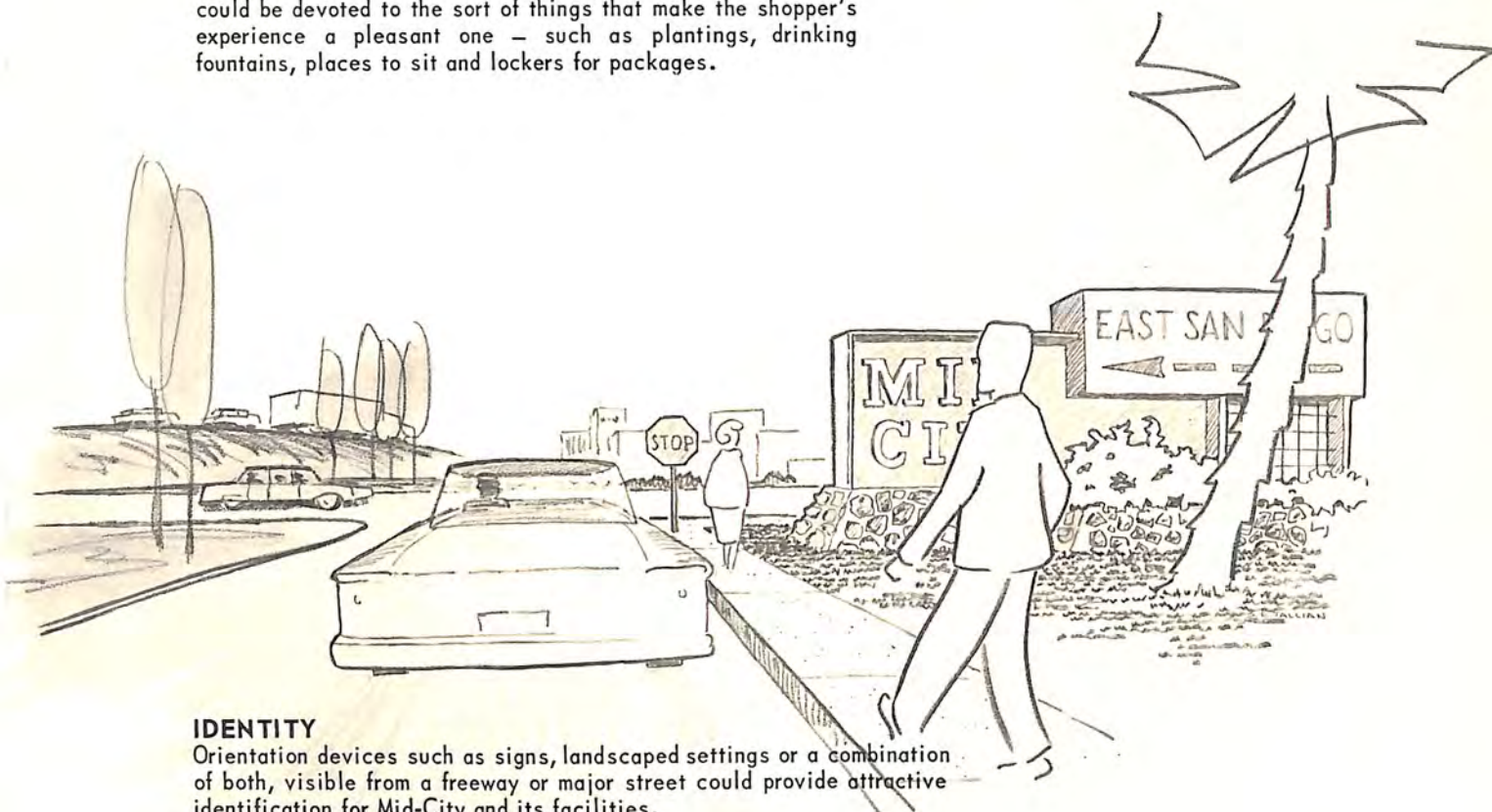
There are also several possibilities of developing arcades or mid-block break-throughs which would connect shopping streets and would increase the attractiveness to pedestrians in the area.





REST AREAS

Rest areas are intended to provide focal points of visual interest and to give a sense of identity to a commercial area. Such areas could develop as meeting points under a clock, near a fountain or other outstanding feature. Some space could be devoted to the sort of things that make the shopper's experience a pleasant one — such as plantings, drinking fountains, places to sit and lockers for packages.



IDENTITY

Orientation devices such as signs, landscaped settings or a combination of both, visible from a freeway or major street could provide attractive identification for Mid-City and its facilities.

These devices could refer to Mid-City as a whole or to the specific areas within Mid-City. They should, however, be of uniform and pleasing design.

IMPLEMENTATION

A plan in itself does nothing. Following adoption of the Plan by the Planning Commission and the City Council, a sound implementation program is necessary. This demands community support and the continued interest and cooperative action of citizens' organizations and the City.

More detailed or precise studies are necessary preceding and concurrent with an implementation program. Certain areas within Mid-City (North Park and East San Diego specifically) are slated for thorough study to determine precisely existing and impending problems and workable solutions.

Although it can be expected that most of the revitalization action in the area would be the result of private initiative and capital coordinated with positive City programs, other available tools should be considered for use as the situation requires.

A great deal of work remains to be done if the goals and objectives of the Mid-City area are to be realized. The Mid-City Plan is an important first step. The Plan will provide direction to the future studies and the implementation programs that are within the range of the area's resources and are proportionate to the interest and participation of its citizens.

Change in the Text of the Mid-City Development Plan, as Approved
by the Planning Commission on June 30, 1965.

Amend second paragraph on page 70, to read as follows:

The Mid-City Plan is not a zoning plan and does not depend on extensive rezonings to be implemented. More detailed or precise studies are necessary preceding and concurrent with an implementation program. Certain areas within Mid-City will be slated for thorough study to determine precisely existing and impending problems and workable solutions.

DOCUMENT NO. 687682
FILED JUL 1 1965

OFFICE OF THE CITY CLERK
SAN DIEGO, CALIFORNIA

RESOLUTION NO. 209735 JAN 24 1974

WHEREAS, the Planning Commission held public hearings on September 5, 1973 and October 31, 1973 to consider the proposed "State University Area Plan" prepared by the Planning Department in cooperation with the College Area Community Council, and interested citizens of this area of the City, and an amendment to the "Mid-City Development Plan," which was adopted by the City Council on August 5, 1965 by Resolution No. 184475; and

WHEREAS, the "State University Area Plan" was developed with one overriding goal: to alleviate the conflicts between a large university and a primarily single-family residential community with emphasis on solutions to the traffic and parking problems in the area that is bounded on the north by Interstate 8, on the south by El Cajon Boulevard, on the east by the proposed Reservoir Drive and on the west by Fairmount Avenue, Montezuma Road and Collwood Boulevard; and

WHEREAS, the Planning Commission approved and recommended to the City Council adoption of the "State University Area Plan" and amendment to the "Mid-City Development Plan"; and

WHEREAS, City Council Policy 600-7 requires that public hearings to consider revisions of the "Progress Guide and General Plan for the City of San Diego" shall be scheduled concurrently with all public hearings on proposed community plans; and

WHEREAS, the Planning Commission of The City of San Diego has held concurrent public hearings to consider the "State University Area Plan," amendment of the "Mid-City Development Plan," and amendment of the General Plan Map in order to retain consistency between said plans; and

WHEREAS, on October 31, 1973, the Planning Commission adopted and recommended for adoption by the City Council an amended General Plan Map; and

WHEREAS, California Government Code Section 65860 provides that mandatory elements of the General Plan may not be amended more than three times per year; and

WHEREAS, it is the intention of the City Council to consider amendments to the "Progress Guide and General Plan for the City of San Diego" at hearings conducted on a semi-annual basis; and

WHEREAS, it is the intention of the City Council to conduct a public hearing on proposed actions that will result in changes to the "Progress Guide and General Plan" during the year but such changes shall not become effective until enacted at the semi-annual hearing conducted for the purpose of amending the "Progress Guide and General Plan for the City of San Diego"; and

WHEREAS, the Council of The City of San Diego held a public hearing to consider the "State University Area Plan" and amendment to the "Mid-City Development Plan"; and

WHEREAS, the Planning Department recommended certain amendments to the proposed "State University Area Plan", which proposed amendments are on file in the office of the City Clerk as Document No.

746880

; NOW, THEREFORE,

BE IT RESOLVED, by the Council of The City of San Diego,
as follows:

1. This Council hereby:

- a. Adopts that plan entitled, "State University Area Plan," a copy of which is on file in the office of the City Clerk as Document No. 746881, incorporating therein those amendments contained in Document No. 746880.
- b. Amends the "Mid-City Development Plan," a copy of which is on file in the office of the City Clerk as Document No. 687681, to incorporate in the "Mid-City Development Plan" the "State University Area Plan" with amendments referred to in paragraph "a" above and repeals those provisions of the "Mid-City Development Plan" which are inconsistent with the provisions of the "State University Area Plan" and amendments thereto.

2. The "State University Area Plan" and amendment to the "Mid-City Development Plan" shall become effective upon adoption of an appropriate amendment to the "Progress Guide and General Plan for the City of San Diego" incorporating said plans, an omnibus hearing on this and other amendments having been scheduled for June 6, 1974.

APPROVED: JOHN W. WITT, City Attorney


BY 
Frederick C. Conrad, Chief Deputy

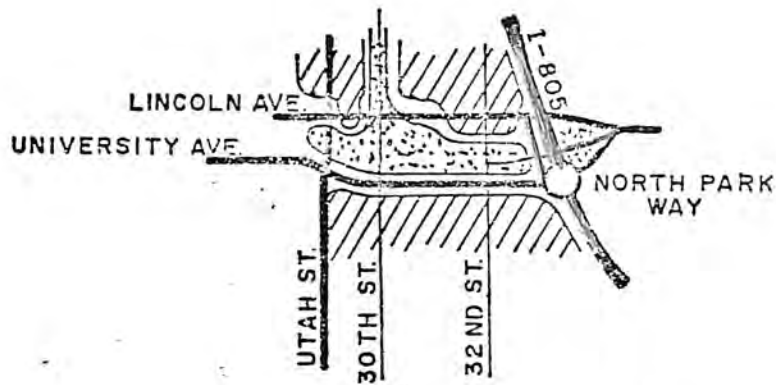
EXHIBIT A

NORTH PARK COMMERCIAL AREA PLAN AMENDMENT
TO THE MID-CITY DEVELOPMENT PLAN REPORT TEXT

Amend fourth sentence of the second paragraph under report section entitled COMMERCIAL on Page 55 of the Mid-City Development Plan report to read as follows:

The physical expansion of the area should occur within the existing commercially zoned land east towards the Inland Freeway.

NORTH PARK COMMERCIAL AREA PLAN AMENDMENT
TO THE MID-CITY DEVELOPMENT PLAN MAP



- ////// MEDIUM HIGH RESIDENTIAL
- COMMERCIAL
- FREEWAY
- MAJOR STREET
- COLLECTOR STREET

DOCUMENT NO. 728712

JUL 11 1969

FILED _____

OFFICE OF THE CITY CLERK
SAN DIEGO, CALIFORNIA

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