



October 30, 2025

**Ms. Kristi Byers, Chair
and Members of the City of San Diego
Historical Resources Board (HRB)**
202 C Street, Fifth Floor
San Diego, CA 92101

**RE: Support for Historic Designation – The Milton Millman & Brent Campbell / Lloyd Ruocco
and Homer Delawie Medical Building, 2660–2666 First Avenue, San Diego, CA 92103**

Dear Chair Byers and Members of the Historical Resources Board:

I have been practicing landscape architecture and urban planning in the San Diego region since 1975 and established my firm, Estrada Land Planning, over 40 years ago. Throughout the past five decades, I have had the privilege of contributing to numerous significant projects, including the Balboa Park Master Plan and the Central Mesa Precise Plan. In addition, I have served on several local and state boards, commissions, and councils—among them the California Arts Council, the San Diego County Historic Site Board, the San Diego Commission for Arts and Culture, San Diego Canyonlands, and Groundwork San Diego. These experiences have afforded me a deep understanding of our region’s historical, environmental, geographic, and design contexts.

Last week, I became aware of the subject property and, upon further research, was pleased to learn that the existing building and site plan were designed by Lloyd Ruocco and Homer Delawie—two of San Diego’s most distinguished Master Architects. I am writing to **strongly advocate for the historic designation** of this property and structure. While the project qualifies under multiple HRB criteria, my comments focus primarily on **Criterion A (Community Development)** and **Criterion D (Notable Work of Master Architects)**.

Criterion A: Community Development

“Exemplifies or reflects special elements of the City’s, a community’s, or a neighborhood’s historical, cultural, social, economic, aesthetic, or architectural development.”

The building’s location on the rim of Maple Canyon confers a unique and defining site significance. Rather than imposing a conventional pad grading approach, Ruocco and Delawie designed the structure to harmonize with the canyon’s natural topography. The parking area was placed below the main structure, supported by posts that minimized grading and preserved

the canyon's form. Native vegetation and trees were thoughtfully incorporated along the western edge of the property to complement the canyon landscape. See Figures A and B below.

The architectural experience of descending into the parking area draws one's view toward the canyon, evoking a sense of connection with the natural landscape. As a founding member of San Diego Canyonlands, I must emphasize the exceptional importance of our city's canyon system—a defining feature that distinguishes San Diego from other metropolitan areas. This project exemplifies the sensitivity to landscape and context that became a hallmark of San Diego's modern design philosophy.

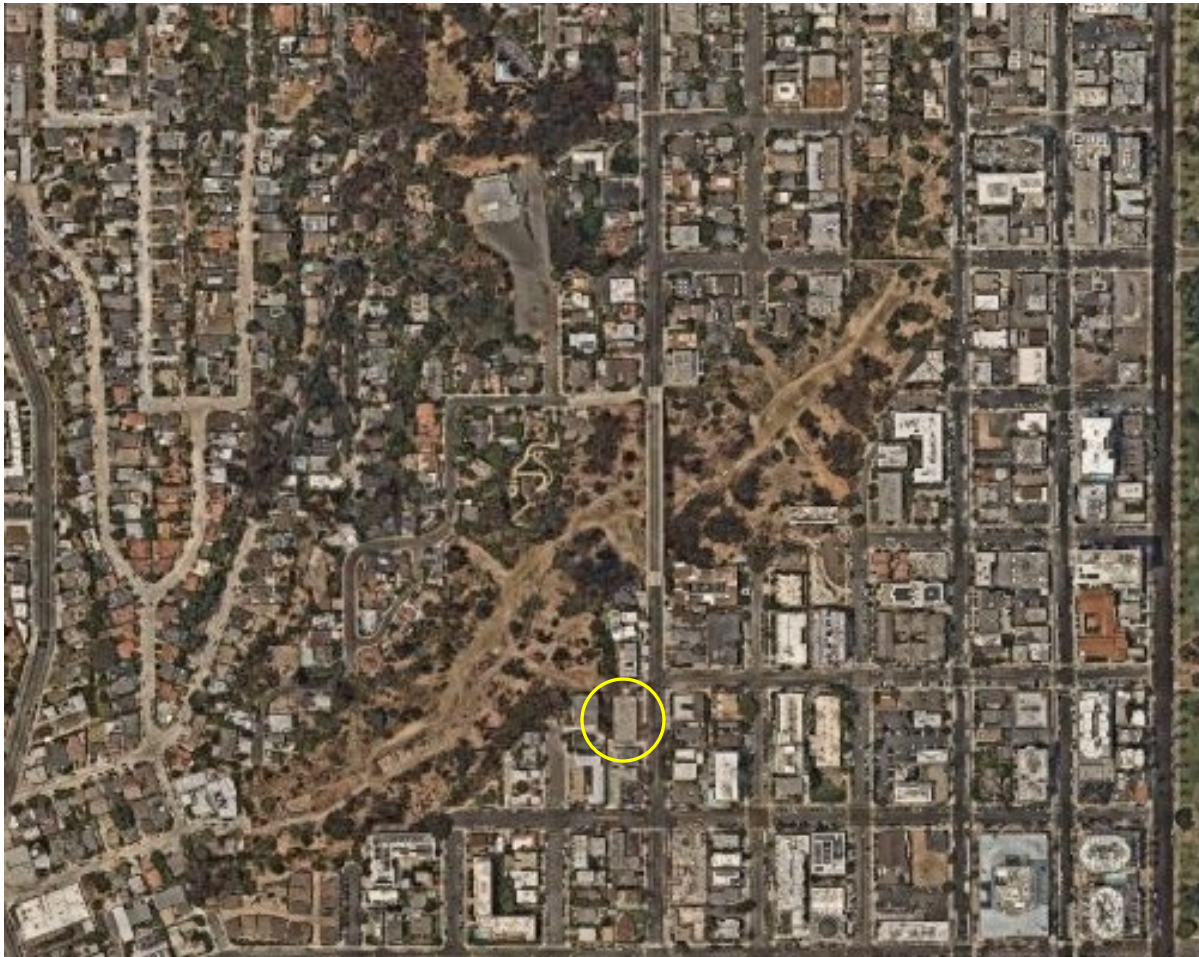


Figure A

This approach also reflects the ideals championed by Lloyd Ruocco, co-founder of **Citizens Coordinate for a Handsome Community**, now **Citizens Coordinate for Century 3 (C-3)**. C-3 was established on the belief that civic beauty shapes civic character, and it promoted forward-thinking planning principles that balanced built form with open space preservation. Its advocacy for documents such as *Temporary Paradise?* (Kevin Lynch and Donald Appleyard, 1974) and *Toward Permanent Paradise* further reinforced the idea that San Diego's identity rests in the

harmony between its natural and built environments. The subject building stands as a tangible embodiment of these ideals.



Figure B

Another relevant comparison is Ruocco's **Design Center** on Fifth Avenue in Hillcrest (completed in 1949), which likewise demonstrates his mastery of International Style modernism blended with the indigenous California post-and-beam tradition he helped popularize.

Criterion A: Landscape Development

"shall exemplify or reflect development associated with garden and park design, subdivision design, or ecosystem/habitat restoration and may include professionally applied standards or design ingenuity within landscape disciplines."

As previously mentioned, by Lloyd Ruocco and Homer Delawie were very careful in their design insuring that the adjacent Maple Canyon, a City designated Open Space Park, would not be subservient to their building. The open space beyond the building and underground parking is clearly the "star of the show." The views of the canyon would be dominant upon entering the building and parking beneath thus making the open space a key part of the building character. In addition, the space between their building and the building to the west is planted with trees and vegetation that exist (and existed) in the canyon beyond thus creating the feeling that the building was a continuation of the canyon itself and not seemingly out of place. This is very important design issue.

Criterion D: Notable Work of Master Architects

"Is representative of the notable work of a master builder, designer, architect, engineer, landscape architect, or craftsman."

Lloyd Ruocco is widely regarded as one of San Diego's foremost Modernist architects—second only to Irving Gill in influence. His work, including this property and the Design Center, was pivotal in advancing San Diego's transition from revivalist styles to a distinctive regional modernism responsive to climate, topography, and local materials.

The subject building contributes significantly to San Diego's postwar architectural evolution and its professional expansion during the 1950s and 1960s. As Bankers Hill transformed into a district of small professional offices, this building typified the city's growing design, health, and service sectors. Its modern aesthetic, structural efficiency, and environmental sensitivity embody the forward-looking spirit that defined mid-century San Diego architecture.

Conclusion

Although the building has undergone minor alterations over time, these do not detract from its architectural integrity or historical significance. The structure's thoughtful integration with the Maple Canyon topography and its authorship by two Master Architects firmly justify its designation as a historic resource under the HRB's criteria A and D.

*On a personal note, Homer Delawie encouraged me to apply to the Architecture School at Cal Poly San Luis Obispo—an opportunity that profoundly shaped my career. Decades later, I was fortunate to acquire his office conference table, which remains in my firm's office today—a daily reminder of his legacy and influence on the architectural fabric of San Diego.
Thank you for your consideration of this important designation.*

I have attached a personal resume at the end of this letter with more relative experience.

Respectfully submitted,



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VICKI ESTRADA, PLA, FASLA, APA
President

Vicki Estrada is President of Estrada Land Planning. Her responsibilities include land planning, urban design and landscape architecture for a variety of projects including community planning, master planned communities, infill, historical analysis, parks, and streetscape for public and private entities. She is particularly skilled in providing community facilitation services and strives to make all her projects sustainable, context sensitive, unique, and responsive to community and client needs. Vicki understands diverse community values, natural values as well as the creative and technical aspects of design. Reconnecting with the natural aspects of a site is a key objective on each of her projects. She is known for developing design solutions that lead to consensus on difficult issues. Vicki is fluent in Spanish.

Adams Avenue Revitalization Study – Project Manager. Preparation of design guidelines to assist the Adams Avenue Business Association in revitalizing the commercial corridor of Adams Avenue. The study area was from Texas Street in University Heights to Biona Avenue in Kensington. This study involved an extensive analysis of existing conditions and community workshops with the business association. The design efforts culminated in numerous site planning and design recommendation to enhance a unique and eclectic commercial district that spans several of the older communities in San Diego.

Adams Avenue Urban Forestry Project - Project Manager. Estrada Land Planning designed and prepared detailed construction documents for the addition of street plantings to this ten-block section of an existing street located in an older San Diego neighborhood. Trees, shrubs, lighting, and irrigation were added to enhance this commercial street.

Advanced Wastewater Treatment Plant - Project Manager. Estrada Land Planning, in conjunction with the engineer, Malcolm Pirnie, artist Robert Millar, and Guthrie + Buresh Architects, prepared conceptual drawings and extensive design alternatives for this plant that would convert sewer water into potable drinking water. The team was involved extensively in the process by which this water conversion would occur. As such, the design of the facility began to reflect a highly interpretive and abstract design. Estrada Land Planning was involved in all phases of the work including site planning, building design and landscape architecture.

Aerospace Museum, Balboa Park - Project Manager. Estrada Land Planning prepared conceptual drawings and construction documents for the interior courtyard in the center of this important museum. The space is used as a gathering place for special events as well as a pleasing visual backdrop for the museum.

Alcazar Garden, Balboa Park - Project Director. Estrada Land Planning was responsible for research, design, and preparation of construction documents for the renovation of the historic Hispano/Moorish garden originally

Experience

- 50 years' experience (40 with ELP)

Education

- BS in Landscape Architecture, California Polytechnic State University, San Luis Obispo, 1975

Professional Registration

- Professional Landscape Architect: CA #1685

Affiliations, Boards and Committees

- Fellow, American Society of Landscape Architects
- Past President & Member, San Diego Chapter, Lambda Alpha International
- Past President, Media Arts Center San Diego, Board of Directors
- Past Chair, San Diego Foundation-Opening the outdoors Action Team
- Founding Member, San Diego Canyonlands Board of Directors
- President, Groundwork San Diego, Board of Directors
- Past Member, San Diego County Historic Site Board
- Past Chair, San Diego Airport Public Art Committee
- Current Member and Past Vice-chair, California Arts Council
- Past President, Lambda Alpha San Diego Chapter

designed by Richard Requa for the 1935 exhibition in Balboa Park. Work included recreating the entry archways, pergola fountains, and site furnishings based on historic photographs and blueprints. Colored concrete paving with an exposed aggregate finish was made to resemble the original gravel pathways from 1935 while meeting ADA requirements.

Alvarado Water Treatment Plant - Project Director. Estrada Land Planning prepared landscape architectural design and construction documents for the landscape architectural component of the City of San Diego Alvarado Treatment Reservoir Replacement project. The project included working with an artist to develop a unique landscape concept for the surface of a large reservoir tank. A blend of plant material and inert groundcover treatment provided a special environment for visitor interpretation.

Azalea Park – Project Manager. Estrada Land Planning led a community driven effort to design a water-wise drought tolerant garden in an undeveloped piece of land within a community park. This included community workshops, collaborating with artists, and developing design concepts. The project is located on .4 acres of previously undeveloped land within the Azalea Community Park surrounded by single family residences in City Heights. The intent was to develop a demonstration drought tolerant garden to inspire community use of drought tolerant plants and recycled materials. Design challenges included how to design, coordinate and construct an inspirational garden using volunteers on existing visually hidden, barren ground with little money while developing a unique, sustainable environment that minimizes stormwater runoff and encourages natural filtration. The project minimizes construction costs as all construction and materials were donated and volunteers provided construction and maintenance.

Balboa Park (All - various) – Project Manager. The 1,500-acre park is the central focus of the City of San Diego and considered one of the U.S. premier urban parks. Estrada Land Planning (ELP) has provided landscape architecture and planning services for this park for over 25 years. The current Master Plan for Balboa Park, which was prepared by ELP and approved in 1989, is still the acting Master Plan. In 1992, ELP prepared the Precise Plan for the Central Mesa. This included extensive design concepts for all the major public spaces within the Central Mesa including the Plaza de Panama and the Palisades. In 2004, ELP provided the concepts and Precise Plan amendments for the Balboa Park Promenade, which included the design for a new pedestrian promenade and plaza linking the Prado to a new San Diego Zoo entrance and exit. For many of the proposed projects within the park, ELP prepared computer simulations for public presentations. In addition, several significant built projects within the park were designed by ELP including the Plaza de Panama Fountain, the restoration of the Alcazar Garden, the Palisades and Inspiration Point transit centers, and the electronic information kiosks located throughout the park.

Balboa Park Master Plan & Central Mesa Precise Plan - Project Manager. The 1,500-acre park is the central focus of the City of San Diego and considered one of the U.S. premier urban parks. As project manager, Estrada Land Planning's responsibilities included management of a large consultant team, leadership of the citizens' ad hoc committee, design decisions, graphics, and public presentations to citizens' groups and news media. The planning effort required consideration of the cultural (museum, zoo, etc.), passive recreation, and active play centers of this urban park. A major component of the plan was to convert large existing parking lots into major pedestrian plazas and corridors. Other urban design challenges included solution of parking and transportation problems, interface with surrounding residential and commercial areas, preparation of a management plan to ensure the economic viability of the park, and creation of functional linkages to San Diego's redeveloping downtown. The plan also included the evaluation of existing trails through Balboa Park and the recommended location and type of trail. The Master Plan received an Orchid Design Award from the San Diego County community. A subsequent Precise Plan for the Central Mesa area was prepared. The Central Mesa Precise Plan won a Merit Award from the ASLA San Diego Chapter.

Ballpark Siting Studies - Project Manager. Prior to the final determination of the Downtown San Diego Ballpark location, Estrada Land Planning prepared a series of conceptual studies analyzing various alternate locations, orientations, and surrounding circulation patterns for the Downtown Ballpark.

Barrio Logan Community Plan Update – Project Manager. Estrada Land Planning teamed with MIG to prepare this important community plan update. The Barrio Logan community currently consists of a variety of land uses, many of which are incompatible with adjacent land uses. This community plan update process involved coordinating with the many stakeholders within the community. Estrada Land Planning's (Vicki Estrada's) role was to facilitate the community meetings, generate the land use alternatives, and evaluate streetscape and transportation options.

Barrio Logan Community Gateway Sign – Project Director. Estrada Land Planning conducted workshops with the local community to gain input for the design of a community gateway sign for Barrio Logan. The design team met with local artists and community members to determine the signage theme, scale, character, and form. Several alternatives were prepared for community feedback resulting in a sign representing all aspects of the community. Estrada Land Planning also prepared construction documents for the Community Sign, including stucco framework columns faced with opaque glass tile and Mayan symbols to support a sign archway adorned with semi-transparent acrylic panels, interior sign lighting and Mayan-themed cornice sign affixed to the middle of the truss structure.

Barrio Logan Community Vision - Project Manager. The neighborhood of Barrio Logan, just east of downtown San Diego, has one of the most diverse mixes of land use in the region. Over the years, Barrio Logan has been looked upon as a logical expansion of downtown San Diego. Numerous single family residential and apartment buildings are presently situated next to inappropriate land uses such as boiler plants, lead plating plants, and paint shops. Estrada Land Planning was a key member of the team that prepared a new land use vision for the Barrio. Utilizing the interactive computer program “PLACE³S” (a GIS based interactive community vision program); the community participated in the future form of their neighborhood. The vision that was developed has become the basis for continuing refinement for the land use plan for the neighborhood.

Barrio Logan Phase II Land Use Study - Project Manager. This phase of the project was prepared for the Environmental Health Coalition. This phase involved more detailed land use recommendations, circulation recommendations, traffic calming concepts, streetscape concepts, and computer simulations. This was done through a series of community meetings where the community provided extensive feedback regarding the future of their community. The final product of this effort was a detailed land use plan depicting the proposed land uses as well as computer simulations and photos of what the proposed land uses might look like.

Bayfront Trolley Station - Project Manager. Estrada Land Planning was the lead consultant for this multi-modal station located on “E” Street in Chula Vista. The components included feasibility studies, construction documents, and construction observation services. The design included shelter structures and visitor information center for the City of Chula Vista. Project management included coordination between the County of San Diego, the City of Chula Vista and MTDB. This project won a Chula Vista Beautification Award.

Bella Lago (Watson-McCoy) - Project Manager. Estrada Land Planning prepared the General Development Plan and provided site planning, grading, visual studies, and conceptual landscape architectural services for this 161 acre project in the City of Chula Vista. 167 half-acre lots were carefully sited throughout the site to take advantage of incredible views and to avoid environmentally sensitive areas. 50 acres of the site remained as undisturbed open space. Construction, including homes, has been completed.

Black Canyon Road Bridge Visual Impact Assessment - Project Director. Estrada Land Planning prepared the visual impact assessment (VIA) for the proposed bridge on Black Mountain Road in the County of San Diego. The existing historic bridge is to remain in place as part of the trail system. The services included the preparation of the landscape concept plan, visual simulations of the proposed bridge, visual mitigation measures, and detailed analysis.

Broadway Medians - Project Manager. Estrada Land Planning led the design team responsible for the planning and execution of the revitalization of this major gateway to downtown San Diego. The project site consisted of ten city blocks forming a ceremonial corridor from the Embarcadero to Horton Plaza. The project was funded by the Centre City Development Corporation (CCDC). Special consideration was given to location of the existing infrastructure improvements, including subsurface streetcar rails, to allow the installation to proceed without costly removal of existing abandoned facilities. Estrada Land Planning managed the multi-disciplinary project, which included civil engineering, surveying, landscape architecture, and electrical engineering. The project won a Merit Award from ASLA, San Diego Chapter.

Downtown Calexico Improvement Study - Project Manager. Estrada Land Planning prepared an urban design study for downtown Calexico, California. The plan included pedestrian circulation, land use changes, pedestrian plazas, fountains, street design, street furniture, lighting, public art, and façade improvements. Bilingual community meetings were critical to the development of the design.

City of Calexico Tourist Parking Lot Redesign - Project Manager. Estrada Land Planning conducted extensive site analysis for this existing parking lot located directly adjacent to the Mexican border in the City of Calexico, California. Several alternate redesigns for the parking lot were evaluated by City staff and the community. The parking lot is currently underutilized as a tourist parking area for those tourists walking across the border into Mexico. A distance of two blocks separates the parking lot from the pedestrian crossing. The major challenge in redesigning the parking lot was finding ways to encourage tourist parking by providing better visibility, better connections to surrounding areas, and a more aesthetic pleasing environment while maximizing the amount of parking spaces. Community workshops were conducted in Spanish.

Camp Pendleton Base Exterior Architecture Plan (BEAP) - Project Director. Estrada Land Planning prepared this extensive document, which has guided the development of Camp Pendleton for many years. The work included preparing design standards and guidelines for the entire base. The sections included identifying basic themes (by geographic area), streetscape, landscape, graphic/signage, site planning, architecture, and circulation. The project involved extensive coordination with base personnel and a thorough knowledge of policy and procedures. All development within the base was guided by this document and helped Camp Pendleton function efficiently and maintain its unique character. Design Fee \$56,000.

Canyonlands White Paper - This white paper was meant to bring collective comprehension of our Canyonlands, by appreciating them and by identifying solutions to problems, which are in the process of destroying them. This paper presented political and ethical reasons and facts that will help make our entire region a better habitat. Extensive analysis was done as a means to not only preserve the canyons, but to allow area for public access throughout our canyon system. Vicki Estrada led the volunteer committee effort in a series of community workshops, the preparation of the White Paper and many public appearances to discuss the concept. The final big picture recommendation was to advocate for the creation of the San Diego Canyonlands Regional Park.

Carnation Avenue Street End Improvements – Project Director. The Carnation Avenue beach access is designed to replace the existing standard public paving with a creation that reflects the ocean themes and enhances the beach community's relation to the Pacific Ocean. Colored concrete wave patterns enliven the street. Widening the street allows landscaping and a sidewalk to access the beach. The pedestrian plaza on the west end allows for seating and a gathering space. A sound wall designed in conjunction with a local artist creates an interesting visual experience along the street end.

CCDC "As-Needed" Landscape Architectural Services - Project Director. Estrada Land Planning has provided "As-Needed" landscape architectural services to CCDC through Nasland Engineering, the "As-Needed" Civil Engineer. Estrada Land Planning has provided landscape architectural services for approximately 30 projects under this contract.

Central Avenue Mini-Park General Development Plan (GDP) - Project Director. Located in the City Heights area of San Diego, this small (0.64 acre) but important pocket park is situated between SR-15 and Central Ave. The site has been vacant for several years. The community is park deficient and the development of this park will provide much needed green space, play opportunities and skateboard facilities for the surrounding neighborhood. Several community meetings were held to help determine the park components as well as the design and form of the park. Its location immediately adjacent to SR-15 necessitated extensive coordination with Caltrans. ELP prepared the General Development Plan and Construction Documents.

Central School Area Master Plan - Project Manager. Central Elementary School is located on an approximately five-acre campus on the eastern edge of the State route 15 freeway, south of Polk Avenue. The school had specific needs for additional off street parking and open space/playground areas. The Redevelopment Agency and City desired to use the City-owned vacant land immediately north and south of the school for development of new mixed commercial/office and residential uses as well as a new childcare center, parking, pedestrian plaza, bicycle path and expanded recreation areas. Estrada Land Planning evaluated redevelopment constraints and opportunities to reconfigure and redevelop four blocks that include and surround the school campus. The evaluation included a public participation process and consultation with a technical advisory committee comprised of representatives of the Redevelopment Agency, School District, City Park and Recreation Department, City Child Care Coordinator, City Planning Department, Caltrans, Price Charities, the City Heights Redevelopment Project Area Committee and the City Heights Area Planning Committee.

Centre City Streetscape Manual - Project Director. Estrada Land Planning prepared a streetscape manual for downtown San Diego. The manual includes recommended urban design standards and guidelines for street trees, lighting, paving and street furniture. The manual is used by private developers and public designers to determine the visual and functional character of downtown streets and their adjacent sidewalks. Extensive meetings with the community, CCDC, and developers were used as a basis for establishing the guidelines. During the analysis portion of the process, a GIS based plan indicating the location, type and condition of all street trees was developed as well as the location and type of all streetlights.

Cesar Chavez Trolley Station (25th and Commercial) – Project Director. Estrada Land Planning prepared design concept plans and construction documents to renovate the existing platforms at this trolley station located at 25th and Commercial Streets in the Logan Heights community of San Diego. The scope of work included new shelters, site furnishings, benches, landscaping and the relocation of ticket vending machines, route maps, telephones and other station related amenities based on pedestrian circulation studies. The new design for the trolley station incorporates architectural elements and landscape features from the nearby City of San Diego Community Services Center and police station buildings. The project integrates colorful art elements funded by a community arts grant.

Chollas Creek Enhancement Program - Project Director. This project involved evaluating a six-mile long stretch of Chollas Creek and surrounding areas within this urban setting. The primary objectives of the wetlands management plan included identifying native habitat restoration opportunities and improving water quality, and beautification of the creek as an urban amenity. Using a HEC2 model created for this project, and through GIS modeling, the team identified sites along the creek in need of wetland preservation, wetland enhancement and restoration, and/or exotic species management. The plan also includes recommendations for removal of some of the concrete-lined creek sections, an exotic species removal and management program, and native plant seed mixes and container plant palettes. Extensive community meetings and site visits with biologist helped determine where and how the wetlands should be created. The larger management plan for the project also recommended interpretive opportunities and amenities and identified a preferred location for a Chollas Creek public education center.

Chollas Creek Restoration - Project Director. The project combines creek restoration, wetland mitigation and flood control, with facility enhancement, public education, art and an urban trail. Native plant restoration, including three hydroseed mixes, container plantings, and large tree specimens, provides a natural setting for the creek. The design includes a curvilinear decomposed granite trail with seating, and nature exhibits designed by project artist Javier Guerrero. Estrada Land Planning prepared the concept plan, trail design, irrigation and planting plans, specifications and estimates in coordination with the Civil Engineer, PBS&J, and provided detailed construction observation services. This project won the APWA Project of the Year Award for Parks in 2008.

Chula Vista Bayfront - Project Manager. The Environmental Health Coalition hired Estrada Land Planning to create an alternative land use plan for the Chula Vista Bayfront. ELP worked with the EHC and several other non-profits to create a land use plan that carefully balances the bay's endangered natural habitat, the area's economic potential, and the needs of the surrounding community. Key elements of the plan include a hotel and conference center, a festive cultural retail promenade, and a multi-mode transit system. The plan maintains views from Chula Vista out to the bay and provides buffer and transition zones between development and native habitat.

City Heights Square Mini-Park – Project Director. This park lies in the midst of one of San Diego's most energetic neighborhoods, City Heights. The 0.15-acre, mid-block site is surrounded by an arts center, senior housing and mixed-use developments. Concepts were developed to create a mini-park within this pedestrian-intensive area and presented to the community for evaluation. The product is a park/plaza which is truly symbolic of the richly diverse City Heights neighborhood and which serves as a focal point and gathering place for local residents. Park elements include benches, game tables, shade structures, custom tile mosaic, boulders, drought-tolerant trees, planting areas, and adjacent streetscape improvements. Estrada Land Planning prepared the General Development Plan and Construction Documents.

City Heights Visions Project - Project Manager. Estrada Land Planning was a member of the project team, which prepared an urban center linking to major commercial boulevards atop a proposed freeway. This design was composed of two nodes of development connected by a broad community green belt. This was to be accomplished through the construction of three blocks of cover structure over Interstate 15.

City of San Diego - Various Park Improvements - Project Director. As the as-needed consultant to the City of San Diego, Estrada Land Planning prepared plans for the improvements to various parks within the city. The focus of the improvements was to bring the playgrounds up to current accessibility standards per ADAAG/Title 24. The work included redesigning playgrounds at Lindbergh, Grant Hill, Sky view, Azalea, Mesa Viking, McAuliffe, San Carlos and Grantville parks. In addition, work consisted of providing access to parking, picnic areas, drinking fountains and seating.

Coast Highway 101 Phase II Streetscape Improvements - Project Director. Estrada Land Planning provided Landscape Architectural design and construction documentation services for the City of Encinitas' Downtown Streetscape Phase II project. The project entailed the redevelopment of the streetscape, including walkways, landscape, and signage in front of existing businesses. The project encompasses approximately 3,000 lineal feet along the Coast Highway 101 Corridor from Swami's to 'F' Street. The streetscape incorporated the improvements outlined in the Streetscape Master Plan document. Design efforts focused on new medians, sidewalk pop-outs at intersections, sidewalk paving's, transit stop locations, mid-median crossings, modifications to the public right-of-way, entry signage, site furnishings, horizontal layout, native planting design, and irrigation design.

College Grove Drive Widening Project - Project Director. Estrada Land Planning was responsible for preparation of the Master Plan and construction documents of 1.75 miles of streetscape improvements within the right-of-way of College Grove Drive from 54th Street to College Grove Way. Working with artist Barbara Grygutis, Estrada Land Planning developed a design theme that complemented the surrounding areas. Project amenities include a project focal point/overlook with distant views of downtown San Diego and the San Diego Bay, artistic treatments to a sound wall and median islands, as well as an integrated landscape that is harmonious with the community and adjacent park settings.

Cortez Hill Park – Tweet Street - Project Director. Estrada Land Planning prepared the General Development Plan (GDP) and construction documents for this linear park within the community of Cortez Hill in downtown San Diego, California. The project is located along Date Avenue from 7th to 10th Avenues and along 10th Avenue from Date to Beech Streets. The primary goal of this park was to provide much needed green space as well as a landscape buffer to the noise of the adjacent freeways for the growing number of residents to the area. The design utilizes open space obtained through an agreement with Caltrans along the Interstate 5 and SR 163 corridors for a passive park including meandering walkways, tot lot and pet "restrooms." This park also features elements of "Tweet Street," an art program that highlights birdhouses created by various design professionals. These artful birdhouses are located throughout the park creating focal points along the way. Plant materials were selected to attract native birds to the area as well as for their low-growing nature and durability to improve visibility into the park and discourage loitering of the homeless. Lawn areas were minimized and low-maintenance plants were used to reduce maintenance requirements. Recycled City hardware such as bollards and fire hydrants were utilized in distinct locations of the park, which were provided as "restrooms" for pets. The project won an Orchid Award for Planning Policies from the San Diego Architectural Foundation in 2008 and won the American Public Works Association Project of the Year Award in 2009.

County of San Diego - Various Park Improvements - Project Director. As the as-needed consultant to the County of San Diego Parks and Recreation Department, Estrada Land Planning has prepared plans for the improvements to various parks throughout the county. The focus of the improvements was to bring the playgrounds up to current accessibility standards per ADAAG/Title 24. The work included redesigning playgrounds at Flinn Springs, Lake Jennings, El Monte, Dos Picos, Louis Stelzer, and William Heise parks. In addition, work consisted of providing access to parking, comfort stations, drinking fountains and seating. The primary challenge of the redesigns was to avoid affecting mature oak trees throughout each of the parks.

Dog Beach Entryway Plaza - Project Manager. Preparation of the conceptual plans and construction documents for the entryway plaza into Dog Beach located in Ocean Beach. Project scope included interaction with community groups and the City of San Diego Park and Recreation Department to develop a creative and functional entry to the park. The concept included large colored concrete forms in the shape of dog paws, a "doggie" fountain, ramps, bollards, benches and tiles around the perimeter of the plaza. The tiles were available for purchase by the community with the names of their dogs etched on the tiles.

El Cajon Blvd. – La Mesa – Comprehensive Public Improvement Plan – Project Director. Through the direction of the City of La Mesa's Community Development Department, Estrada Land Planning prepared a comprehensive

Public Improvement Plan to revitalize La Mesa's segment of El Cajon Boulevard. The study area was over 1-1/2 miles long, from 73rd Street to Baltimore Drive. The major objectives for the Plan focused on short and long-term solutions. The short-term objectives were to prepare design solutions, which would identify the constraints and maximize the advantages of the pending underground utility district. The long-term objectives were aimed at providing opportunities for redevelopment along the El Cajon Boulevard corridor, to update La Mesa's Specific Plan, and to provide design concepts for the public improvements, infrastructure, and landscaping within the public right-of-way.

El Cajon Blvd. Streetscape - Project Director. Estrada Land Planning was contracted by the City of San Diego to revitalize the streetscape of this major commercial roadway through the heart of some of the city's older neighborhoods. The design team was responsible for preparation of preliminary design plans, construction documents, specifications, bid documents, and construction observation services for over 28 blocks of the western end of El Cajon Blvd. Design elements included street trees, median paving, colorful planting, and holiday lighting. The medians were reconfigured to improve safety and increase planting areas. Low volume drip irrigation, mulch, and other xeriscape techniques were integrated into design to conserve water. The improvements were constructed in a series of phases. Estrada Land Planning was responsible for the following areas:

- * Park Avenue to Texas Street
- * 30th Street to Interstate 805
- * Interstate 805 to 37th Street
- * 37th Street to 40th Street

El Cajon Blvd. Streetscape - La Mesa - Project Director. Estrada Land Planning prepared a Comprehensive Public Improvement Plan for the Revitalization of El Cajon Boulevard from 73rd Street to Baltimore Drive for the City of La Mesa, California. The Plan analyzed the existing conditions of the area and developed urban design recommendations, which included identifying "gateway" locations, redevelopment areas, median lane closures, new traffic signals, and improved landscape and architectural treatments. ELP has prepared construction documents for the first phase of improvements, which included improving the medians through landscaping, gateway entry signs, median reconfiguration, and adding traffic signals.

Encanto Urban Design Guidelines - Project Manager. This project was a continuation of the Euclid Market Comprehensive Plan prepared by the City of San Diego. This phase involved additional community meetings and preparing extensive urban design guidelines (including architecture, landscape architecture, circulation, grading, lighting, and site planning) that future builders would follow as they build in the community.

City of Encinitas Community Character Implementation Program - Project Manager. Estrada Land Planning was the facilitator for community character workshops for the City of Encinitas. The workshops resulted in a series of community values and goals, which required that current City of Encinitas codes, guidelines and ordinances be revised. Estrada Land Planning assisted the City of Encinitas Community Development Department in revising the Zoning Ordinance, Grading Ordinance, Subdivision Design Ordinance, and prepared landscape architectural guidelines.

Encinitas Community Character Workshop - Project Manager. ELP was the facilitator for the community character workshops. The workshops came in response to the City Council's Growth Management Subcommittee request to identify the unique character of Encinitas. The workshops encouraged the residents of each community to participate in identifying what makes their community special and unique, and what was unattractive, isolated or "placeless". Estrada Land Planning developed a series of design guidelines to help the city determine community character conformance. The results have been used to develop a set of implementation procedures to the City's General Plan and Municipal Codes.

Escondido East Valley Parkway Corridor - Urban Design Study - Project Manager. Estrada Land Planning was the main facilitator during this community workshop based Urban Design Study. The project area consisted of an aging commercial corridor on East Valley Parkway and the surrounding properties. Estrada Land Planning provided land use planning and urban design recommendations to initiate a "vision" for an area of Escondido in need of redevelopment.

Euclid/Market Comprehensive Plan - Project Manager. Estrada Land Planning facilitated extensive community sessions to solicit input from the Euclid Market community regarding the future urban form of their neighborhood. The final product was a comprehensive document describing future land use and circulation patterns for the community.

Euclid/Market Village Center – Project Manager. Along with three other firms, Estrada Land Planning was hired by the Jacobs Foundation to conduct a design charrette and prepare conceptual vision plans for the Euclid Market Village area and surrounding context. The plans included proposed new land uses, pedestrian connections, creek enhancement, circulation, alternatives, and community entry enhancement.

47th and Federal Parking Area - Project Director. Estrada Land Planning prepared a site layout and construction documents for this parking lot adjacent to the Coca Cola distribution facility at the intersection of 47th and Federal.

Foxhill Estate Historical Landscape Report – Project Manager. The purpose of this report was to determine if the landscape on the subject property had potential to be designated an historical landscape per the City of San Diego standards. The property is located at 7007 Country Club Drive in La Jolla, California, and is known as “Foxhill”. Estrada Land Planning’s scope included site visits and photographs to help analyze the character of the landscape. The report was not intended to be a complete Historical Report per City of San Diego standards but rather, a preliminary look at the historical landscape potential of the property.

Garfield Elementary School - Joint Use Park - Project Director. Estrada Land Planning prepared the General Development Plan for this joint-use park after numerous community workshops that included the San Diego School District, the City’s Parks Department, the North Park Community Group and interested citizens. The design concept plays off the recently improved school facilities and provides for a multi-purpose lawn area, picnic areas, outdoor instruction area, entry gates, perimeter fencing and shade structures.

Gaslamp Quarter District Improvement Study - Project Manager. Estrada Land Planning prepared an improvement study for the 17 blocks of the Historic Gaslamp Quarter District in the heart of downtown San Diego. The study included researching and identifying existing conditions, analyzing and evaluating the existing conditions, preparing recommendations for improvements, and preparing a final report that identifies the improvements based on a priority system developed for this study and their costs. The evaluation and analysis focused on the safety, functionality, aesthetics, conformance with the CCDC Streetscape Manual, maintenance, ADA accessibility, health of plant material, light and lamp type, tree grates and size of planting area and irrigation. The result was a block-by-block recommendation for improvements to the existing conditions in the Gaslamp Quarter District delineated by the concentration of high priority improvements within each block.

Gaslamp Square – Project Manager. Estrada Land Planning provided a conceptual design for this urban plaza. The plaza is in downtown San Diego at the foot of 5th Avenue and L Street. The project involved redesigning an existing urban plaza that had fallen into disrepair. Improvements to the plaza will include uses that will activate the space such as an information center, a fountain and retail kiosks. More trees and benches are being added to improve the quality of the space. Extensive community meetings and alternative solutions were prepared. In addition, the plaza required coordination with the adjacent trolley station, which Estrada Land Planning is also redesigning.

Green Line/Bayside Line Trolley Stations - Project Director. ELP provided conceptual design and construction documents for redesign of the Green Line and Bayside Line Trolley Stations to meet ADA requirements by raising the existing platform for use of new low floor trolley vehicles. The Green Line runs from Old Town to Qualcomm Stadium and the Bayside Line, which runs from Old Town to Imperial Avenue, will become an extension of the Green Line. The design includes enhanced paving, planting, and irrigation design. This project won an Award of Merit at the American Society of Civil Engineers 2013 Project Awards Program.

The Groves (Legacy) - Project Manager. Estrada Land Planning provided land planning and landscape architectural services for this unique project in Escondido, California. The project was unique in that an existing avocado grove dominated the site. The land plan concept was able to maintain a considerable amount of the avocado grove and the grove was treated as a series of focal points throughout the project.

Hampton Square - Project Manager. Hampton Square is a 63-acre site in Fresno, California owned by the Teacher's Management and Investment Corporation. Estrada Land Planning provided multiple planning studies to determine

development feasibility. The project components consisted of residential, recreational, and commercial land uses. TMI used these studies to establish land value and to pursue future entitlements through the City of Fresno.

Highland Avenue Streetscape Master Plan - Project Director. Estrada Land Planning provided landscape architectural services for the preparation of a concept master plan for the streetscape improvements and two Thematic Districts, "Cocina Mexicana" District (from 16th Street to 24th Street) and "El Pueblo" District (from 2nd Street to 7th Street). The primary goal was to develop a comprehensive plan that supports the City's redevelopment goals and vision for revitalization, improvements, and beautification of the streetscape. The design team's focus was to develop a creative solution that reflects the community's concerns, creates a unique identity, and a desirable destination point for local and regional residents alike. Estrada Land Planning prepared construction documents and provided construction phase services for Phase I.

H Street Improvements - Project Director. Estrada Land Planning was contracted by the City of Chula Vista to develop a streetscape plan for H Street from Interstate 5 to Broadway as part of their efforts to beautify the entryways to the city. Traffic calming, street trees, increased walkability, safety, and a unique entry statement were major issues that were addressed during the design process. The work included installing new landscaped parkways, enhanced left turn lane and median "flush" paving, planting, irrigation, lighting and street improvements. The project was selected by the Southern California Ready Mix Association to receive a "Cornerstone Award" as its Paving Project of the Year for all of Southern California.

I-5/Lomas Santa Fe Drive Interchange - Project Director. Estrada Land Planning was responsible for the preparation of the landscape concept plan and construction documents in conjunction with the proposed freeway interchange improvements at Interstate 5 and Lomas Santa Fe Drive, in the City of Solana Beach, California. The intent of the landscape design was to utilize low-maintenance plant materials commonly found within the city, creating a bold and unique landscape unlike much of what is found along the I-5 corridor. The tall trees and shrub and groundcover masses provide sweeping waves of color welcoming motorists to this beachside community. In addition, ELP prepared site irrigation plans utilizing low water components. Construction services included responding to contractor's RFIs.

I-5 North Coast Community Enhancement Plan – Project Director. Estrada Land Planning assisted Caltrans in the design development phase of the I-5 widening project from San Diego to Oceanside. Services included the facilitation of several design development meetings with local agencies' staff as part of the 'Opportunities and Constraints Analysis' phase of the I-5 widening project. Context sensitive design solutions have been developed for the I-5 freeway corridor. Potential areas of improvements adjacent to communities were also analyzed. This included concepts and opportunities for pedestrian connections, neighborhood parks, pocket parks, enhanced bridges and trails.

I-5 North Coast Corridor Design Guidelines – Project Manager. Estrada Land Planning prepared design guidelines for the I-5 from the I-805 merge in La Jolla to Camp Pendleton. Guidelines included recommendations for bridges, plant material, walls, lighting, paving & fencing. It included ways to create and maintain unique City identity along the corridor while minimizing visual and biological impacts to the surrounding community. The corridor was divided into 3 distinct areas based on surrounding community character and topographic features. Structures and landscape within these 3 distinct areas reflected the character of the surrounding community while maintaining an overall Interstate 5 theme. This document will be used as a guide for constructing the expansion of I-5. In addition, the adjacent Cities will use this document to direct pedestrian and landscape improvements in areas immediately adjacent to the freeway.

I-5/SR-56 Interchange Visual Impact Assessment - Project Director. Estrada Land Planning is preparing the Visual Impact Assessment (VIA) for the addition of two crossover connector ramps to allow access to and from northbound I-5 to SR-56 at Carmel Valley Road. The analysis includes a large number of simulations for two separate alternatives to illustrate the visual impact and influence selection of the alternatives. Considerations include the high visibility of the proposed structures from neighborhoods, businesses, natural reserves, and a State Park. The completed report will be based on the Caltrans VIA format, and will include rating the visual impact, and recommendations for mitigation measures.

International Gateway Crossing Concepts - Project Manager. Estrada Land Planning provided conceptual design services for an international gateway to be located on the border between San Diego and Tijuana. The focus of the

concept was to highlight the border crossing by providing a central park and sculpture theme linking together the two nations. The concept also identified improved connections and circulation between light rail, vehicular, bus transit, and pedestrians, and provided for opportunities to create desirable economic development and dual-cultural facilities. Two intermodal passenger transfer facilities, one on each side of the international border, were included.

Japanese Friendship Garden Expansion, Balboa Park – Project Director. During the major expansion and remodel of the Japanese Garden in historic Balboa Park, Estrada Land Planning was retained by the Japanese Friendship Garden Society to facilitate Park and Recreation committee approvals, provide plan processing, permit services, design review, and integration of the designs and drawings into construction documents for permitting and bidding. ELP worked closely with world-renown Japanese Landscape Architect, Takeo Uesugi, and the building architect to facilitate obtaining approvals from the Balboa Park Committee, Design Review Board, and Park and Recreation Board, and obtaining approvals and construction permits from the City of San Diego for this detailed and successful project funded by donations.

Jefferson Elementary School - Project Manager. Jefferson Elementary School in San Diego is located on a small site (2.6 acres of usable land) with only 0.5 acres each of hard court and field areas. On June 26, 2002, Estrada Land Planning facilitated a community charrette to gather ideas for how future school improvements could be integrated with the surrounding community. Twenty-two participants discussed the potentials for developing a joint-use park, improving pedestrian safety, and easing parking demand. Some of the participants' suggestions, such as the streetscape improvements and turf field could be implemented relatively quickly; while others, such as an expanded, joint-use community park would take much more planning. In response to this, Estrada Land Planning developed a three-phase plan that would allow for immediate improvements and provide a basis for the long-term vision. As a whole, the recommendations would improve the physical image of Jefferson Elementary, provide needed recreation space for the community, and, most importantly, improve the safety of the area for children at school and at play.

Kearny Mesa County Annex Site Planning - Project Director. Estrada Land Planning provided planning studies for the Kearny Mesa County Annex property site. Our work included preparing four alternatives depicting various land use options.

La Mesa Village Streetscape - Project Director. The City of La Mesa contracted Estrada Land Planning to provide conceptual level design services for the La Mesa Village. Services included the preparation of a Conceptual Streetscape Revitalization Plan indicating proposed streetscape improvements such as sidewalks, crosswalks, ADA ramps, intersection paving, curb extensions, trees, light standards, trash receptacles, benches, planter pots, hanging planters, street banners, and parking meters. A visual simulation was also prepared to give an idea of how the improved streetscape might look.

Las Palmas Ranch - Project Manager. Estrada Land Planning was responsible for the land use planning and conceptual landscape design for this 1580-acre master planned community. The project includes a mix of commercial, residential, and open spaces areas. The site is very steep and contains large areas of sensitive habitat. The project provides sensitive grading solutions while maximizing view potential and market return.

Lemon Grove Avenue Medians - Project Director. Landscape architectural services for the preparation of median improvements along Lemon Grove Avenue from Massachusetts Avenue to Palm Street in the City of Lemon Grove, California. The project consists of design services for approximately 4,200 linear feet within the newly installed median improvements. The proposed improvements include a restraining edge for the newly installed interlocking pavers, planting, irrigation, and entry monument and signage.

Market Street Medians - Project Director. Preparation of median design for Market Street between Union and Third Avenue for CCDC. Landscape architectural services include the design of hardscape and landscape, and assistance with construction administration.

Martin Luther King Jr. Promenade - Project Director. ELP was responsible for preparing landscape architectural planting and irrigation construction documents, and cost estimates for the replanting and reconstruction of the promenade. The work required collecting detailed as-built information, and close coordination with CCDC staff in the selection of alternative replacement tree species.

Memorial Skate Park General Development Plan - Project Director. Estrada Land Planning prepared the General Development Plan (GDP) for a 24,000 square foot skateboard park and associated landscape design furnishings on an undeveloped City parcel in Memorial Park. The skateboard park is the major component of the GDP along with skate park plaza, fencing, ADA access, a pre-fabricated office/storage facility, landscaping amenities, and site furnishings. The consultant team experience, city programming needs, and input from the community meeting were the basis for the design of the GDP. Since the major component of the Memorial Park improvements was the development of a skateboard park, it was extremely important to design a facility that would be technically correct and provide skating challenges for varying abilities. Estrada Land Planning conducted several community workshops with local skateboarders to receive their input on what kind of skateboard park they wanted to use and worked with a sub-consultant who specialized in skateboard park design. The secondary challenge was to develop a site plan that incorporated the other uses (parking, athletic fields, picnicking) in a contextual manner that would make Memorial Park enjoyable for many different user groups. This project received the 2004 Project of the Year, Outdoor Parks, William Earl Hayden Award. The project also received a 2004 Achievement Award for Facility Design and Park Planning from the California Park and Recreation Society (CPRS).

Migrant Farm workers Campground – San Diego Housing Commission – Project Manager. Estrada Land Planning provided site-planning services for this migrant farm workers campground located within the San Dieguito River Valley. Extensive site analysis and several alternative plans were prepared for the San Diego Housing Commission.

Mission City Parkway Bridge - Project Director. Estrada Land Planning, in conjunction with TY Lin International McDaniel, prepared a conceptual landscape plan and construction documents for the Mission City Parkway Bridge. The bridge crosses the San Diego River in Mission Valley. ELP provided final construction documents for landscape and irrigation as well as the conceptual landscape plan, which was used for the EIR phase of the project. The project includes roadside revegetation as well as stream bank restoration based upon recommendations of project biologists.

Model Neighborhood at Fairmount and Myrtle - Project Director. Estrada Land Planning, in collaboration with Westberg + White, Architects and Planners, prepared the conceptual site plan for this mixed use, residential development in the City Heights neighborhood of San Diego. The project combined commercial space along Fairmount Avenue with low to moderate cost apartments in a three to four story mid-rise development initiated by the City Heights Development Corporation. The entire development will be constructed over a parking garage with elevators to the residential areas. Two children's play areas and extensive patio and plaza areas provide outdoor living spaces for the residents allowing an increased sense of community. A pedestrian connection through the neighborhood to the natural canyon to the southwest is a key feature of the design.

Monarch Ridge - Project Director. Monarch Ridge is a 170-acre, 205 (10,000 square foot average) lot single family detached home residential project in the County of San Diego east of Rancho San Diego. Estrada Land Planning was responsible for the physical land use planning, design and development guidelines, landscape architecture, and grading studies.

MTDB Right-of-Way Beautification - Project Director. The Blue Line of the San Diego Trolley is a long linear corridor that makes its way to the Border of Mexico. In certain places this corridor itself is an unseemly area that provides little visual character or quality. The City of Chula Vista embarked on a mission to enhance the portion of the Metropolitan Transit Development Board Trolley corridor that passes through its city border. The intent would be to turn this unsightly area into a positive feature for the nearby community and become a source of pride for the City. Estrada Land Planning assisted the city in preparing Preliminary Concept Studies. The preliminary concepts identified how the area should be designed, established primary and secondary project themes, provided location and opportunities for art for the length of the corridor through the City of Chula Vista. At the completion of the Master Plan ELP provided subsequent design development services and completed the construction document package for development of the first phase.

Ninth Avenue/I-15 Interchange Improvements - Project Director. Preparation of landscape report, landscape architecture, and construction documents (PS&E) for this I-15 interchange located in Escondido, California. Work included removal of existing irrigation and planting to allow ramp widening. Replacement landscaping included median planting, replacement planting, and erosion control. Aesthetic treatments for slope planting and retaining walls were developed and incorporated into the plans.

Nobel Athletic Facility - Project Director. As the master land planner and landscape architect for the surrounding community of Renaissance La Jolla, Estrada Land Planning was responsible for the site planning, design, and construction of this 29-acre sports and recreational facility for the City of San Diego. The park provides sports facilities and activity areas for the densely populated neighborhood, and is connected to the adjacent housing by means of meandering pedestrian walkways. The landscape design provides continuity with the adjacent open spaces and streetscapes of the surrounding community. The development of the park was implemented into two phases. Phase I consisted of active recreational amenities, including ball fields, multi-purpose play fields, and parking. Phase II included additional athletic fields, court facilities, passive recreational activities such as picnic and open lawn areas, children's play areas, parking, and a restroom facility.

Normal Heights Community Enhancement Study - Project Manager. Estrada Land Planning was hired by the community to facilitate community meetings and develop alternatives for land use planning in the community. A community workshop was held with the citizens of Normal Heights to evaluate existing community land uses (schools, parks, commercial areas, and residential uses). This extensive workshop culminated in ELP preparing a new vision for this older community in the City of San Diego. The plan called for school expansions, additional parks, expansion of the commercial district and new bike paths to link the community together.

North Chollas Community Park - Project Director. Preparation of the General Development Plan (GDP) and construction documents for this 90-acre community park located at the former Chollas Landfill site. Project scope included interaction with various community groups and the City of San Diego Park and Recreation Department to develop a comprehensive community park plan. The GDP was a culmination of a design process, which addressed the needs of the community and complemented its proximity to Chollas Lake and the future South Chollas Community Park. Construction documents were prepared based on the GDP. Phases 1 and 2 of 3 phases have been constructed.

North Torrey Pines Bridge - Project Director. The North Torrey Pines Bridge is a four-lane bridge replacement project located in a highly visible scenic beach area adjacent to Torrey Pines State Park at the mouth of Penasquitos Creek. The landscape design evolved in concert with the bridge aesthetic design to reduce the visual impact of the project in response to community concerns. Estrada Land Planning worked closely with the project biologist to provide native erosion control planting compatible with the adjacent wetlands, transitional and upland coastal sage habitats. Landscape architectural construction plans, specifications, and estimates were prepared for revegetation of over two acres of disturbed native habitat. This project won the "Award of Excellence" at the Civil Engineering 2005 Project Awards Program.

North Torrey Pines Road Medians and Parkway Improvements – Project Director. Estrada Land Planning provided landscape design plans, simulations, and construction drawings for the medians along North Torrey Pines Road between Genesee Avenue and the Torrey Pines State Reserve, including the Callan Road interchange near the entrance to Torrey Pines Golf Course. The design documents include enhancing medians with native plantings, additional trees to fill in voids where trees have been removed and low precipitation irrigation using recycled water.

Numerous Streetscape Projects - Downtown San Diego - Project Director. As part of the CCDC as-needed civil engineering contract, Estrada Land Planning has prepared preliminary and construction documents for several streetscape improvement projects including Market Street, Cortez Hill Linear Park, and the parking lot on 14th Street between Island and J Streets.

Oak Park/Webster Commercial Area Revitalization Study, City of San Diego - Project Manager. The Oak Park/Webster commercial district is a 60 plus acre community shopping district located on the four corners of the intersections of Euclid Avenue and Federal Boulevard. The purpose of the Oak Park/Webster Market Analysis and Urban Design Study was to revitalize the Oak Park/Webster commercial district. The report included land use recommendations, design guidelines, and phasing recommendations.

Ocean Beach Entry - Project Manager. For years, the entrance to Ocean Beach at the end of Interstate 8 suffered from a vacant lot as a focal point. Through a series of community workshops and meetings with affected residents, property owners, and City staff, Estrada Land Planning developed a conceptual entry for Ocean Beach's north

entry. This concept plan eventually resulted in the creation of the Ocean Beach Skate Park, the widening of Sunset Cliffs Boulevard, and a pedestrian walkway adjacent to Sunset Cliffs Boulevard.

Ocean Beach Parking Lot – Project Manager. Estrada Land Planning prepared this conceptual study for the Ocean Beach Parking Lot at the foot of Newport Avenue. The concept included restriping the parking spaces to maximize efficiency. The plan also provided for pedestrian connections and planting to conform to the City Landscape Ordinance.

Ocean Beach Skatepark/Robb Field - Project Director. Preparation of the General Development Plan (GDP) for 6.0 undeveloped acres of Robb Field. A skatepark is the major component of the GDP along with additional parking, restrooms, storage facilities, and turf athletic fields. The consultant team's experience, city programming needs, and input from the community meeting were the basis for the GDP. Construction documents were prepared upon approval of the GDP. Since the major component of the Robb Field improvements was the development of a skatepark, it was extremely important to design a facility that would be technically correct and provide skating challenges for varying abilities. Estrada Land Planning conducted several community workshops with local skateboarders to receive their input on what kind of skatepark they wanted to use and worked with a sub-consultant who specialized in skatepark design. The other challenge was to develop a site plan that incorporated the other uses (parking, athletic fields, picnicking) in a manner that would make Robb Field enjoyable for many different user groups. The project received an Orchid Design Award from the San Diego County community.

Oceanside Transit Center – Project Director. ELP provided construction documents for redesign of the Oceanside Transit Center. Planned improvements include extending the existing boarding platforms to the north, adding a third rail track in the center of the railroad right-of-way, building a new 1,000-foot-long boarding platform to the south, adding a new passenger walkway at the southern end of the transit center, and raising the existing platform to meet ADA requirements. The Oceanside Transit Center (OTC) is one of the busiest transit centers in the San Diego region. More than 1.2 million passengers annually board trains and buses at OTC. The transit center connects transit services between San Diego, Orange, Riverside, and Los Angeles counties. The design includes enhanced paving, planting, and irrigation design.

Old Otay Mesa Road - Estrada Land Planning, as part of a consultant team, helped develop alternative concepts and construction documents for the proposed improvement of Old Otay Mesa Road slopes. Sensitive biological habitat and visual impacts presented challenges to the design. In addition, low maintenance and no water landscape concept was desired. ELP worked extensively with local community groups to help determine a preferred alternative and prepared computer simulations depicting these alternatives.

Old Town (Westside) National City - Project Manager. In National City's Old Town, numerous single family residential and apartment buildings are presently situated next to inappropriate land uses such as boiler plants, lead plating plants and paint shops. Estrada Land Planning prepared a new land use vision. This plan involved detailed land use recommendations, circulation recommendations, traffic calming concepts, streetscape concepts and computer simulations. This was done through a series of community meetings where the community provided extensive feedback regarding the future of their community. The final product of this effort was a detailed land use plan depicting the proposed land uses as well as computer simulations and photos of what the proposed land uses might look like.

Olympic Parkway Master Plan - Project Director. Estrada Land Planning was commissioned to create a Master Plan for the Olympic Parkway within the City of Chula Vista, CA. The Parkway extends from I-805 to the Olympic Training Center (approximately 6.5 miles) and traverses several distinct communities. The Master Plan provides guidelines governing the landscape design and appearance of all portions of the Parkway. The design elements include ceremonial banners, Olympic logo art, plant, and design elements symbolizing the Mediterranean region, and median paving to reflect the appearance of a stadium track. These themes are enhanced by emphatic tree groupings and banner nodes, located at light poles along the parkway at approximately 750' on center. The streetscape design creates a unifying element from I-805 to the Olympic Training Center, while allowing the character of each community to remain. It also provides a dramatic statement to market the individual communities as well as enhance the visibility of the Olympic Training Center.

Otay Ranch New Town Plan - Project Manager. The Otay Ranch project is a 23,300-acre master planned community within southern San Diego County. Approximately 45,000 dwelling units were proposed within the

development on very topographically diverse land Estrada Land Planning prepared the New Town Plan in 1989. Extensive site analysis and site suitability analysis was used to help determine the final land use and circulation configuration. This included design guidelines, land use concepts and preparation of the associated documents.

Otay Valley Athletic Complex General Development Plan - Project Director. Estrada Land Planning prepared the General Development Plan (GDP) for a 50-acre undeveloped site located in the Otay River Valley just west of I-5. A skateboard park is the major component of the GDP along with sports fields, vehicular access, pedestrian circulation routes, restrooms, storage, offices, picnic shade structures, and landscape areas. 20 acres of sensitive habitat were analyzed for sensitive environmental conditions, potential impacts from the Athletic Complex, potential interpretive programs, and/or entry to the river park. Extensive public input meetings were held culminating in a design charrette, which helped generate design ideas for the project.

Otay Valley Regional Park - Project Manager. This framework project became the basis for the Otay Valley Regional Park. Estrada Land Planning prepared extensive community and site analysis work to develop an initial concept for what this regional park, extending from the bay to lower Otay Dam, might look like. We worked closely with local agencies and City staff to develop recreation and habitat restoration plans for this significant regional park.

Palm Avenue Street End Improvements - Project Director. Estrada Land Planning prepared conceptual plans and construction documents for two creative street termini along the shore in Imperial Beach, CA. Palm Avenue was designed to create a dramatic entry to the beach area as well as provide lifeguard access and emergency access to storm drain pump systems. Interlocking pavers are laid in wave patterns inspired by the nearby ocean, creating a plaza for cars and a beach access focus for pedestrians. A large glass paving sun pattern creates a viewpoint for enjoying the ocean vistas. The bronze surfer sculpture flanked by palm trees creates a focal point in the center of the pedestrian plaza. The facility was designed for universal accessibility. The project won an American Public Works Assoc. (APWA) Award in 2009.

Paloma Community Park - Project Director. Estrada Land Planning was responsible for the site planning, design, and landscape architecture for this 12-acre park located in a suburban community in San Marcos, CA. The park included a community building, tennis courts, ball fields, picnic areas, multi-purpose fields, a water slide, childcare facility, playground, lighting, sidewalks, and parking.

Palomar Street Transit Station & DAR at I-805 – Project Director. In conjunction with Dokken Engineering, ELP prepared site planning and landscape architectural services for this important transit center located in Chula Vista, CA. The project consisted of a Direct Access Ramp (DAR), associated transit center and a large parking area. Challenges included proximity to a high-tension power line easement and adjacency to existing low density residential. Extensive coordination with Caltrans and the City of Chula Vista was a critical step in preparing the plan.

Park to Bay Link - Project Director. The City of San Diego, for the last 70 years, has been attempting to establish a pedestrian connection from Balboa Park to the San Diego Bay. That connection has finally taken place. Estrada Land Planning with City of San Diego's redevelopment arm, the Centre City Development Corporation, and the community of East Village in downtown San Diego, was able to determine that Park Boulevard would be the corridor to make this connection. This corridor follows Park Boulevard from Balboa Park as it continues its way to the Bay through the East Village area of downtown San Diego. This unique urban corridor ranges in width between 33' to 27' on the east side and 14' on the west side. A wide sidewalk with a double row of trees and a bio-swale on the east side forms the basis of the link. Two new trolley stations were constructed as part of the initial corridor improvements. Estrada Land Planning prepared numerous conceptual designs, moderated and led the community design meetings, prepared photo realistic computer simulations to reinforce the design decisions and made the City Council presentation for the preliminary designs of the project. ELP also prepared the construction documents. The project received an Award of Merit by the American Society of Civil Engineers. Project cost \$15 million.

Plaza de Panama Fountain, Balboa Park - Project Director. The Plaza de Panama Fountain is located on the Prado in San Diego's Balboa Park. It is sited along the axis between the Art Museum and the Organ Pavilion. The

Fountain's ornate design was inspired by the Hispano/Moorish architecture theme prevalent throughout the Park's architecture. Estrada Land Planning was responsible for the design, construction documents, and construction coordination, and worked with the donor of the Fountain, the tile artisans, and the City of San Diego Park and Recreation Department. The Fountain is the centerpiece of the proposed central pedestrian plaza as identified in the Balboa Park Master Plan. The exterior tile design was modeled on historic Moorish tile designs. The individually handcrafted tiles of the fountain interior were inspired by the patterns found on the dome of the California Building adjacent to the bell tower. The project won a Merit Award from the ASLA San Diego Chapter.

Rancho San Diego - Project Manager. Rancho San Diego is a 3,000-acre master planned community in the County of San Diego. The plan proposed approximately 6,100 units, including office, commercial and recreational uses. Estrada Land Planning was responsible for the preparation of the physical land use planning, design and development regulations, guidelines, landscape architecture, and grading studies. The site topography is very steep and contains sensitive biological habitats. The plan minimizes the grading quantities and takes advantage of several key views.

Renaissance La Jolla/5 Creeks - Project Manager. This is a very high-density project incorporating the classical design themes of an Italian hill town. Fountains, sculpture, waterfalls, and lush Italian theme landscaping provide a pedestrian oriented setting for 2,500 multi-family units on 112 acres. Estrada Land Planning was responsible for the physical land planning, design guidelines, landscape architecture, and grading studies.

Renaissance La Jolla Revegetation - Project Manager. In addition to site planning services, our firm prepared the conceptual plan and construction documents to create an entirely new wetland area. Because of filling requirements, the wetland area was destroyed and a new wetland area had to be created 70 feet above the existing area.

Sacred Places - Project Manager. In cooperation with artist Jim Hubbell, Estrada Land Planning prepared a concept for a "Sacred Place" just southwest of the Jackie Robinson YMCA in southeast San Diego. The TKF Foundation provided the grant to help create a special place where people of all ages can reconnect with nature. Elements include a pathway or "journey" from Imperial Avenue that leads one on an experiential trip from the busy and noisy street to a secluded "Sacred Place". Along the journey, places to sit and write in journals supplied under benches will be provided. Within the space itself, sculptured boulders, seat walls, benches, shade structures and a concrete shade structure will be built.

Salt Creek Ranch Planning - Project Manager. Estrada Land Planning prepared the General Development Plan, land use concepts and initial grading concepts for the master planned community located in Chula Vista. The project has since been renamed Rolling Hills Ranch. In addition, Estrada Land Planning prepared detailed design concepts and guidelines for the major open spaces, community parks, and streets.

Salt Creek Substation Visual Impact Analysis – Project Manager. Estrada Land Planning is currently preparing the visual impact analysis for a future substation located in Otay Ranch. A large substation is proposed adjacent to visually sensitive open space. In addition, a new power line will be located within an existing easement between the new substation and the existing San Miguel substation. The Visual Impact Analysis includes preparing computer simulations from seven Key Observation Points as well as analyzing the visual impacts from the public right-of-way from each of these observation points.

San Diego Airport EIR Visual Analysis - Project Manager. Estrada Land Planning (ELP) performed analyses and documentation for the aesthetics environmental impact report, which addressed impacts and mitigation measures for the proposed project and South Terminal. The evaluation included examination of impacts of the proposed project including taking information from the Environmental Constraints Analysis and the EA/IS for the Extension of Taxiway "C." ELP evaluated the effects on views from communities north and east of the airport. Additionally, ELP used existing drawings of terminal sections to develop the aesthetics analysis, prepared a rendering, and evaluated the cumulative impact for aesthetics.

San Diego Convention Center Expansion - Project Manager. Estrada Land Planning was responsible for the preparation of landscape construction documents for the expansion of the San Diego Convention Center. Work included design and plans for grand stairway, pedestrian entry at 5th Avenue and Harbor Drive, planting on

structure, perimeter landscaping, redesign of Harbor Drive medians and construction administration. The project involved extensive coordination and interface with numerous design Subconsultant's.

San Diego International Airport Master Plan - Project Manager. Estrada Land Planning was a member of the design team headed by HNTB to prepare the first master plan for Lindbergh Field for the Port District of San Diego. ELP's primary role was to evaluate the existing land use pattern and mass transit systems and to assist HNTB in the preparation of a new master development plan for the ultimate expansion of airport facilities.

San Diego State University Trolley Station - Project Director. Estrada Land Planning designed portions of the SDSU "underground" LRT station and the entire adjacent plaza. The project required extensive coordination with the SDSU campus, the SDSU Foundation, MTDB and the community. Areas of the campus adjacent to and impacted by the station and tunnel were redesigned as part of this project. These areas included hillside revegetation at the east and west portals; redesign of "Aztec Green," SDSU's central promenade area; as well as the transformation of the old transit center to pedestrian space. Estrada Land Planning developed exterior design concepts, and prepared landscape plans and construction documents. The project won a Grand Orchid Design Award from the San Diego County community.

San Dieguito Lagoon Restoration Project - Vicki Estrada, while with PRC Engineering, was the project manager and principal designer for this innovative lagoon and canyon restoration project. The project involved creating a new natural appearing lagoon to aid in the tidal flow of the existing lagoon. The spoils from the lagoon were used to mitigate erosion in the adjacent Crest Canyon area. Client: City of Del Mar

San Dieguito Park Accessible Ball Field - Project Director. Estrada Land Planning led the design team in preparing concept designs and construction documents for a fully accessible ball field for use by the Miracle League, National Wheelchair Softball Association, and other users with special needs. This is the first ball field of its kind in San Diego County, and includes features such as wheelchair friendly, fall-cushioning rubberized surfacing, barrier free design, family restrooms for privacy, concession, storage oversize team dugouts, shade structures, picnic areas, and easy access to parking. The project is located on top of a reservoir, and requires special structural engineering to minimize impacts. The design team included landscape architects, surveyors, civil engineers, structural engineers, geotechnical engineers, and electrical engineers. The project received the National Public Works Association Award of Excellence in 2007, the California Park and Recreation Society Award of Excellence in Facility Design/Sports Facilities in 2008 and the National Association of Counties Design Innovation Award 2008.

San Dieguito River Valley Regional Park - Project Manager. Estrada Land Planning was responsible for preparing the initial study for the San Diego River Valley Regional Park. The scope included preparing initial opportunities and constraints mapping and preliminary concepts for the entire San Dieguito River Watershed. The results of the study were combined to create a master plan including plan graphics, elevations, illustrations, and text documenting the plan.

San Miguel Ranch - Project Manager. San Miguel Ranch is a 2,500-acre, 1,400-unit planned community located south of the Sweetwater Reservoir in Chula Vista California. Estrada Land Planning was responsible for the initial land plan and the subsequent preparation and approval of the General Development Plan (GDP). The GDP consisted of site planning criteria, lot layout, site grading, recreational and open space planning, and landscape architecture concepts.

San Onofre Pulgas Double Track Phases 1 and 2 – Project Director. Landscape Architectural services included the preparation of Plans, Specifications and Estimates (PS&E) for the 10-mile-long double track alignment. Revegetation and Landscape Restoration Plans included the use of permanent erosion control hydroseeding improvements to establish graded slope conditions within the project limits. A California native plant hydroseed mix was used to cover exposed slopes and establish contextual native landscaping along the new track alignment. A grass swale hydroseed mix was used within drainage swales adjacent to new track alignments to convey storm water to designated drainage ways.

San Sebastian – Project Director. Estrada Land Planning prepared the overall land plan for this large 244-lot high-end residential project in Morgan Hill, California. The site was previously a dying cherry orchard. In addition to the overall land plan, ELP prepared the site plan for the project, siting every lot and house. The project received

unanimous approval from the Morgan Hill City Council. A central green spineway was designed as the focal point of the project incorporating existing Oak trees into the street scene.

Santee Town Center Transit Station - Project Director. Estrada Land Planning was the lead consultant and designer for the Santee Town Center Transit Station, the primary intermodal transportation facility for San Diego's East County. It serves as the terminus station of the Light Rail Transit East Line Extension of the San Diego Trolley, and is a major bus transfer facility for the San Diego County Transit System. It is also a cornerstone in the planning and future growth of the Santee community, serving as the catalyst to the planned urban development of Santee's emerging Santee Town Center. Centrally located in Santee's emerging Town Center, the aim of the project was to develop a facility, which was functional and reflective of the unique character of the region. The project scope included perimeter access roads, trolley/bus shelters, bus parking bays, platform lighting, taxi stops, parking, a sheriff storefront facility, water features, and signage. The project required coordination between the interests of MTDB, the City of Santee and San Diego County Transit. The project received an Orchid Design Award from the San Diego County community, and a Land Use Planning Award from the American Planning Association, San Diego Chapter.

San Vicente Dam Raise and Recreation Master Plan Update - 2006 - Project Director. Estrada Land Planning prepared a Recreation Master Plan update for the San Diego County Water Authority. The specific tasks included revision of the marina access road, new marina, marina parking, loading and unloading zones, concession area, boat launches, beaches, boat rental areas, boat docking area, new fishing areas, fishing piers, and access trails to fishing areas.

San Ysidro Intermodal Transportation Center Feasibility Study - Project Manager. Estrada Land Planning prepared the preliminary engineering for the San Ysidro International Border Crossing for MTDB. The plan focused on the improvement of traffic circulation, access, safety and convenience, the renovation of existing facilities and joint development opportunities. The project was unique in that it is the busiest LRT station. Extensive community meetings and meetings with the adjacent federal agencies were held. In addition, the plan accounted for a variety of private transit uses such as jitneys and shuttles. The solution created a larger pedestrian friendly plaza and greatly reduced the amount of traffic conflicts.

San Ysidro Mobility Study - Project Director. Estrada Land Planning prepared this important study for the City of San Diego in the community of San Ysidro. The study evaluated the current movement of pedestrians, cars, bicycles, and mass transit. The purpose of the study was to recommend areas in which circulation can be made more efficient, safer and more pleasant. Street widths, possible new streets, intersection signalization, sidewalks, trails, pedestrian bridges, and more walkable site amenities were evaluated within three focus areas. Extensive community workshops were held with the business and residential community to understand the complexity of the existing mobility conditions. The recommendations developed were then reviewed by the community during subsequent workshops. This resulted in a mobility study that is creative, technically sound, and met the needs of the community.

San Ysidro Pilot Village - Project Manager. Estrada Land Planning worked with the community and the City of San Diego to prepare a site plan and landscape concept plan. The plan included a mixed-use project with affordable housing units above the redeveloped commercial district, and public amenities such as the new San Ysidro Fire Station, pocket gardens, courtyards, farmers market, and community center.

Saudi Arabian Military Cities - Vicki Estrada (while with another firm) was responsible for the planning and land use for two military cities for the Saudi Arabian National Guard in the early 1980's. The scope involved complete design of the cities including housing, commercial and military uses. The plans were the basis for constructing the cities, which were completed in the late 1980's.

Southwestern College Transit Facility - Project Manager. Estrada Land Planning provided site improvements to a transit center located at the main campus entry. The project scope included feasibility studies, construction documents, and construction observation services. Bus shelters, bus-parking bays, seat walls, retaining walls, lighting, planters, and landscaping were the major project components, and were detailed to reflect the Mayan influence, which predominates the campus architecture. The facility will greatly increase the level of service for campus commuters.

State Route 78 Urban Design Plan - Project Manager. Estrada Land Planning prepared the urban design plan for SR-78 from Oceanside to San Marcos, Vista, and Escondido. The project involved assessing current conditions and preparing landscape architecture, art, streetscape, and design guidelines for private properties adjacent to the freeway. The project area involved five (5) jurisdictions, was 16 miles long, and is a major circulation artery that connects the coast to the inland area of Escondido. The study provided the means to preserve and enhance the visual quality that encompasses the freeway corridor.

State Route 94 (Jamul) Visual Impact Assessment— Landscape Architect. Estrada Land Planning prepared a Visual Impact Assessment (VIA) and Environmental Impact Report (EIR) to evaluate roadway improvements proposed for SR-94 through Jamul, CA. The improvements are planned in conjunction with a proposed Jamul Indian Village gaming facility that would increase traffic throughout the area. Estrada Land Planning prepared 3D models and simulations depicting roadway widening and realignment, grading, signalization, utility, and landscape improvements within a 45-acre impacted area for five different alternatives. The VIA report included specific text addressing the existing visual character and quality, the viewer groups, viewer exposure and sensitivity, changes to visual character and quality, summary tables and graphics, and mitigation measures.

State Route 163 and Friars Road Landscape Concept Plan & Visual Impact Analysis - Project Director. Estrada Land Planning prepared the Landscape Concept Plan and Visual Impact Analysis (VIA) for improvements to the State Route 163 and Friars Road interchange in the City of San Diego. Challenges included mitigating the impact of several retaining walls and new overhead (bridge) structures. The transition from the San Diego River to the surrounding mesas inspired the conceptual design for riparian vegetation transitioning to coastal sage scrub and chaparral planting. Walls and other concrete structures were visually softened with vines and treated with a cobblestone look to match the adjacent rocky slopes. The detailed planting and pedestrian areas at the intersection provides a sense of arrival to the surrounding shopping district.

Sunset Cliffs Natural Park Hillside Section Improvements – Project Director. ELP is currently leading the team of planning, landscape architecture, civil engineering, geotechnical, and environmental consultants to provide design, environmental analysis, and construction documents for the implementation of the master plan. The 50-acre park includes a pedestrian trail system with observation points. Goals include reducing impacts to archaeological resources and enhancement of native habitat including sensitive species and plant communities. The design includes fencing, hiking trail surfacing, site furnishings, observation points, signage, planting, and temporary irrigation, as well as the removal of non-native invasive plants, existing man-made structures, and an athletic field. The existing trails which are not to be parts of the proposed trail system and all other disturbed areas will be revegetated to match the surrounding native vegetation.

Superloop - Project Director. The SuperLoop project is a Bus Rapid Transit (BRT) system for the North City area. The project links UCSD, Nobel Park, and all areas in between via bus routes along Nobel, Judicial, Executive, Voigt and Gilman Drives. Estrada Land Planning provided landscape architectural and architectural design services for the bus stop locations located along the route. Design services included the preparation of contract documents and included the design of the shelter, windscreen and walls, safety lighting, theme lighting, branding signage, advertisement kiosk, seating, lean railing and curbing, site paving, and site furnishings. The site improvements were designed to meet a maximum budget of \$225,000 for each bus stop location. This project won the “Project of the Year” Award at the American Society of Civil Engineers 2016 Project Awards Program.

Tijuana River Valley Equestrian Facility – Project Manager - This project evaluated the feasibility of an equestrian center located in the Tijuana River Valley adjacent to the Mexican border in San Diego County. In addition, two show rings, parking, trailhead, and staging areas were evaluated. The site is located within an existing floodplain and required sensitive planning techniques to ensure that flooding would not be an issue.

Torrey Pines City Park Master Development Plan - Vicki Estrada served as project manager for the master development plan while with The Pekarek Group and was personally responsible for the design and development of the site plans. The master development plan included a conventional and hang-glider and model glider ports, picnic and restroom facilities, viewpoints, open play area, nature trails, and parking area for Blacks Beach access and overflow parking for a major golf tournament adjacent to the park.

Torrey Reserve Heights - Project Manager. The Torrey Reserve Heights project is a 230-acre, 1,900-Unit residential development located immediately east of Torrey Reserve State Park. It is now called Torrey Hills. Estrada Land

Planning was responsible for the design of the initial site land use plan, site planning, grading concepts, design guidelines, Planned Residential Development (PRD) submittal, and landscape design.

Town Center Parkway – Project Director. Estrada Land Planning prepared design and construction documents for a raised pedestrian crossing to provide a seamless pedestrian link between Trolley Square, the Metro Transit station, and the future entertainment complex in the City of Santee. Estrada Land Planning was tasked with creating a vivid and artistic statement that would enhance the crossing and connect both sides of the development. Estrada Land Planning worked closely with the contractor to identify any potential issues that might arise and that there was smooth transition from design to installation. Along with the paving, Estrada Land Planning, designed the customized bollards and lighting by using a combination of off-the-shelf items and custom components.

Trail System Assessment - Project Director. Estrada Land Planning prepared a Trail System Assessment Report for the County of San Diego. One of the primary purposes of this report was to assess the level of service being provided by existing trails in the County and compare that to the level of current and future demand. The assessment included surveys, established the benefits of trails, provided community input that determined the current needs of trail users (hikers, bikers, and equestrians) in the County, established opportunities and constraints for future trails, outlined trail guidelines and possible funding options for trail implementation. The synthesis of this information was used to establish a Trail System Concept for developing a Trails Program for the County's General Plan 2020 update.

University Avenue Improvement Project - Project Director. Estrada Land Planning led the urban design effort, in cooperation with the City of San Diego Economic Development Department, to develop streetscape design guidelines for a two-and-a-half-mile portion of University Avenue, from Interstate 805 to 54th Street. Estrada Land Planning led a series of community meetings to obtain public input, address concerns, and develop community consensus for an innovative design. The planning phase of the project culminated in a master plan document containing analysis, text, graphics, and simulations illustrating the design concepts. After community review, the report was modified to incorporate the public input. Following completion of the master planning report, Estrada Land Planning was contracted to prepare construction documents to implement the first phase of the master plan.

University Avenue Streetscape Improvements, Mid-City Urban Forestry, 37th to 39th Street – Project Director. This project initiated the construction phase of the University Avenue Streetscape Improvements based on the master plan prepared by Estrada Land Planning. The design and detailed construction documents were prepared for the addition of planting and amenities to this four-block section of an important transportation corridor through a re-developing San Diego neighborhood. Trees, shrubs, lighting, tree grates, planters, pavers and irrigation were added to enhance this mixed commercial and residential street.

University Ave. /Normal Street Streetscape - Project Director. Estrada Land Planning, in conjunction with Nasland Engineering, prepared a conceptual master plan for the University Avenue and Normal Street Corridor in Hillcrest between Sixth Avenue, Washington Street and Park Boulevard. The concept included urban plazas, medians, revised parking layout, and landscape and sidewalk improvements. Construction documents were prepared for Phase I median improvements, constructed in 2000.

University Avenue Streetscape Revitalization - La Mesa - Project Director. Estrada Land Planning provided site investigation and conceptual level design services for University Avenue from 69th Street to La Mesa Blvd. /Memorial Drive. The primary goal was to provide a vision for the revitalization, improvement and beautification of the streetscape medians and right-of-ways. Secondary goals were to provide a design that would allow for more 'walkable' streetscapes within the community. The conceptual level design documents included planting schemes, enhanced paving concepts, mid-median pedestrian crossings, pedestrian safety issues, and identifying opportunities to soften the urban landscape through one of La Mesa's primary corridors. The project won the American Public Works Association Project of the Year Award in 2011.

University Avenue Urban Forestry Project - Project Director. Estrada Land Planning designed and prepared detailed construction documents for the addition of street plantings to this four-block section of an existing street located in an older San Diego neighborhood. Trees, shrubs, lighting, tree grates, planters, pavers, and irrigation were added to enhance this commercial street.

Uptown Substation - Project Director. Estrada Land Planning prepared the landscape concept plan the proposed Uptown Substation located in San Diego for SDG&E. The 2.6-acre site is in the community of Grant Hill, which is surrounded by commercial land uses to the south, and residential land uses to the east and west. The plan included conceptual planting design for approximately 1.0 acre along the perimeter of the site development.

Vista Townsite Park - Project Director. Estrada Land Planning was responsible for the design, construction documents, and construction for this 5-acre park and athletic facility. Several community meetings were held to help determine the park program. Program elements included multi-purpose ball field/ soccer field, landscaping, playground, sidewalks, basketball court, picnic area, parking, walls, fencing, lighting, and a Sheriff substation. The park provides a full-size soccer field and supporting activities for the community of Vista. The families of the soccer players can barbeque picnic and use the play equipment while attending the games. This is a heavily used and very popular park in an established residential neighborhood of Vista.

West Maple Canyon Mini Park – Project Director. Estrada Land Planning was selected to prepare construction documents for this small park located in the Banker's Hill neighborhood within the City of San Diego. The project is a quarter-acre parcel along the southern edge of West Maple Canyon. The project improvements included enhanced concrete paving, retaining walls, a viewing area with seat wall and interpretive signage, and fencing along the top of slope. New native vegetation on slopes, drought tolerant park plantings, automated irrigation and light systems were designed. The challenge was designing careful site grading to transition from the street right-of-way to the new viewing spaces with ADA-compliant walkways. A second challenge was to protect and support the existing Waldo Waterman historical monument with enhanced retaining walls and paving. Interpretive signage explains the history of Waldo Waterman, a local aviation pioneer, and his use of this specific site in the early days of his career

Wightman Street Neighborhood Park - Project Director. The City selected Estrada Land Planning for this project specifically because of our ability to engage the community in meaningful, interactive workshops, and our skill at resolving contentious community issues. The design for the project developed as a result of three community workshops, evaluating and assembling the Community's numerous wishes into a coherent and feasible design. The 1 acre site includes two play structures, two basketball courts, an entry plaza, a shade structure, picnic areas, barbeques, and a creek-side nature trail with a bridge and interpretive exhibits. The park design is integrated with the restoration of a portion of Auburn Creek, a tributary of Chollas Creek, in conformance with the Chollas Creek Enhancement Plan, also developed by our office. Park run-off is filtered through a series of vegetated swales before entering the creek. Due to the new stormwater requirements, Estrada Land Planning prepared a revised design and construction documents.