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Opportunities and Case Studies



POTENTIAL OPPORTUNITIES

As discussed in the beginning of this document, a number of previous reports and studies have been undertaken since 2003. Those have been considered in tandem with the existing conditions analysis to begin to identify a set of potential opportunities that should be considered throughout the Community Plan Update process and community outreach effort.

Relevant case studies are included on the following pages. Case studies and precedents provide images and statistics for comparison for what might be possible given the opportunities in the Plan Area.



Land Use

1. Consider infill, smart growth, and redevelopment over time
 - Transit Oriented Development (TOD)
 - Mixed-use village area with buildings that do not exceed 30 feet
2. Create an employment center
 - Leverage proximity to SPAWAR, airport, and universities
 - Incorporate incubator uses and live/work to create jobs to support new small businesses
3. Incorporate and support existing and new pedestrian-oriented activities
 - Swap Meet
 - Farmers market
 - Outdoor fest/ concerts
4. Consider re-use opportunities for the Sports Arena and Post Office Sites
 - Renovation in place with compatible uses and infill?
 - Renovation opportunity for placemaking as a landmark building
 - Reuse site for residential, commercial, mixed-use, other?
 - Consider parking strategy
 - Future Kobey's Swap Meet format



Mobility

1. Consider strategic opportunities
 - a) Mobility related to pedestrians, bicyclists, transit riders, and vehicles
 - Options for improving the pedestrian environment
 - New connections to improve linkages and reduce superblocks
 - b) Potential to provide missing I-8/I-5 freeway connectors
 - c) Using signage to clarify routes



Streetscape/Community Identity

1. Identify feasible streetscape improvements to enhance community identity
 - Pacific Highway, Sports Arena Blvd, Rosecrans, Camino Del Rio West, others: as boulevards or gateways?
 - Identify areas for focused enhancements
 - General streetscape improvements: sidewalks, landscaping, shade, pedestrian amenities
 - New signage and wayfinding signs
2. Identify and strengthen major gateways to the community:
 - Pacific Highway
 - Sports Arena Blvd
 - Rosecrans
 - Camino Del Rio West
 - Midway Drive
 - Others?



Open Space

1. Replace canal concept and develop feasible strategies for open space, trails, and pedestrian connections
 - Network/variety of smaller parks and recreational opportunities
 - Pedestrian and bike connections through and linking community
 - Greenway connections to San Diego River, Mission Bay Park or other open space areas
 - Greenway along river or connecting to other sites

MIXED-USE

Uptown Center
San Diego, CA

Approximately 14 acres located in Hillcrest

- Retail center
- Community center
- Lofts and apartments



Santana Row
San Jose, CA

Approximately 42 acres in downtown San Jose

- Shopping
- Dining
- Entertainment
- Condos, townhomes, and flats



MIXED-USE

WeHo Gateway
West Hollywood, CA

7.7 acre (257,000 sq. ft.) development located in West Hollywood's East Side

- Urban big box retail – Target and Best Buy retail anchors (Target on 2nd floor)
- Integrated streetscape retail and sidewalk cafes
- Large outdoor plaza open to major intersection
- Parking structure behind, entrance/exit off Romaine Street



Paseo Colorado
Pasadena, CA

- Double-loaded retail: anchors facing street and smaller retail loaded on interior
- Gelson's Market
- Second floor movie theater, restaurants and bars, and gym
- Residential apartments above two story podium
- Internal pedestrian alleys and courtyards throughout
- Subterranean parking



URBAN PARKS

MLK Promenade
San Diego, CA

- Promenade and bike trail
- Fountains
- Adjacent to San Diego Trolley



Children's Park
San Diego, CA

- Open lawn and planting
- Fountains
- Covered play area
- Seating



URBAN PARKS

Memorial Park
Pasadena, CA

Approximately 4.8 acres located near Old Pasadena

- Amphitheater
- Un-programmed lawn
- Tot park
- Senior Center located on southwest corner of park
- Memorial Park Gold Line Station (light rail) is located in a trench beneath the Holly Street Village Apartments on the southeast corner of park



Market Square
Houston, TX

Approximately 1.7 acres located in the Historic District of Downtown Houston

- Dog Run
- Café with plaza and terrace seating
- Public art
- Open lawn and planting
- Fountains



MULTIMODAL STREETS

Arroyo Parkway
Pasadena, CA

- Streetscape between 110 Fwy and Colorado Blvd
- Planted Median with drought tolerant plants
- Graphic paving at cross-walks



MULTIMODAL STREETS



Santa Monica Boulevard
(State Route 2)
West Hollywood, CA

- WeHo Gateway Streetscape along Santa Monica & La Brea
- Various Hardscape finishes
- Potted Plants along retail storefronts
- Parkway planting as buffer between pedestrian realm and vehicular traffic



Santa Monica Boulevard
(State Route 2)
West LA, CA

- Double row of shade trees at sidewalk
- Well planted median with pedestrian path

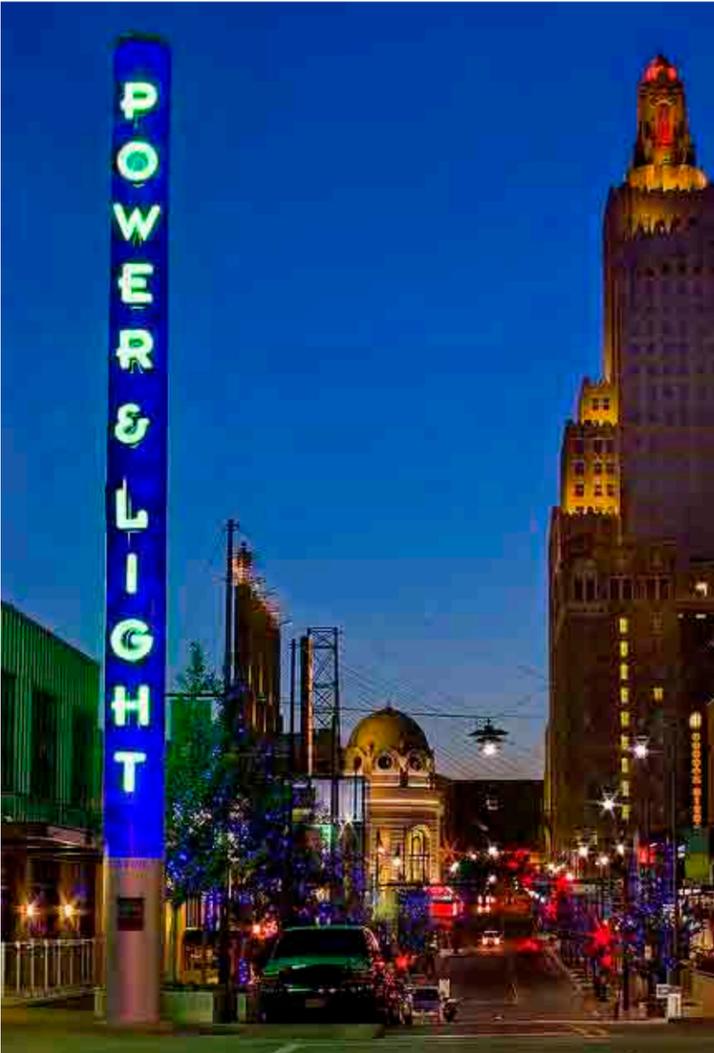
MULTIMODAL STREETS

India Street, Little Italy
San Diego, CA

- Streetscape improvements between Ash Street and Hawthorn Street
- Traffic calming
- Improvements to landscaping and public spaces to enhance pedestrian-environment
- “Little Italy” sign



GATEWAYS AND SIGNAGE



WAYFINDING AND SIGNAGE

