
COMMERCIAL

GOAL

Provide appropriately located, attractive commercial and office facilities offering a wide variety of goods and services.

EXISTING CONDITIONS

The Greater North Park plan area has two major commercial areas, one a commercial hub (30th and University) and the other a commercial strip (El Cajon Boulevard), and a number of minor commercial strips, which are really dispersed neighborhood commercial centers.

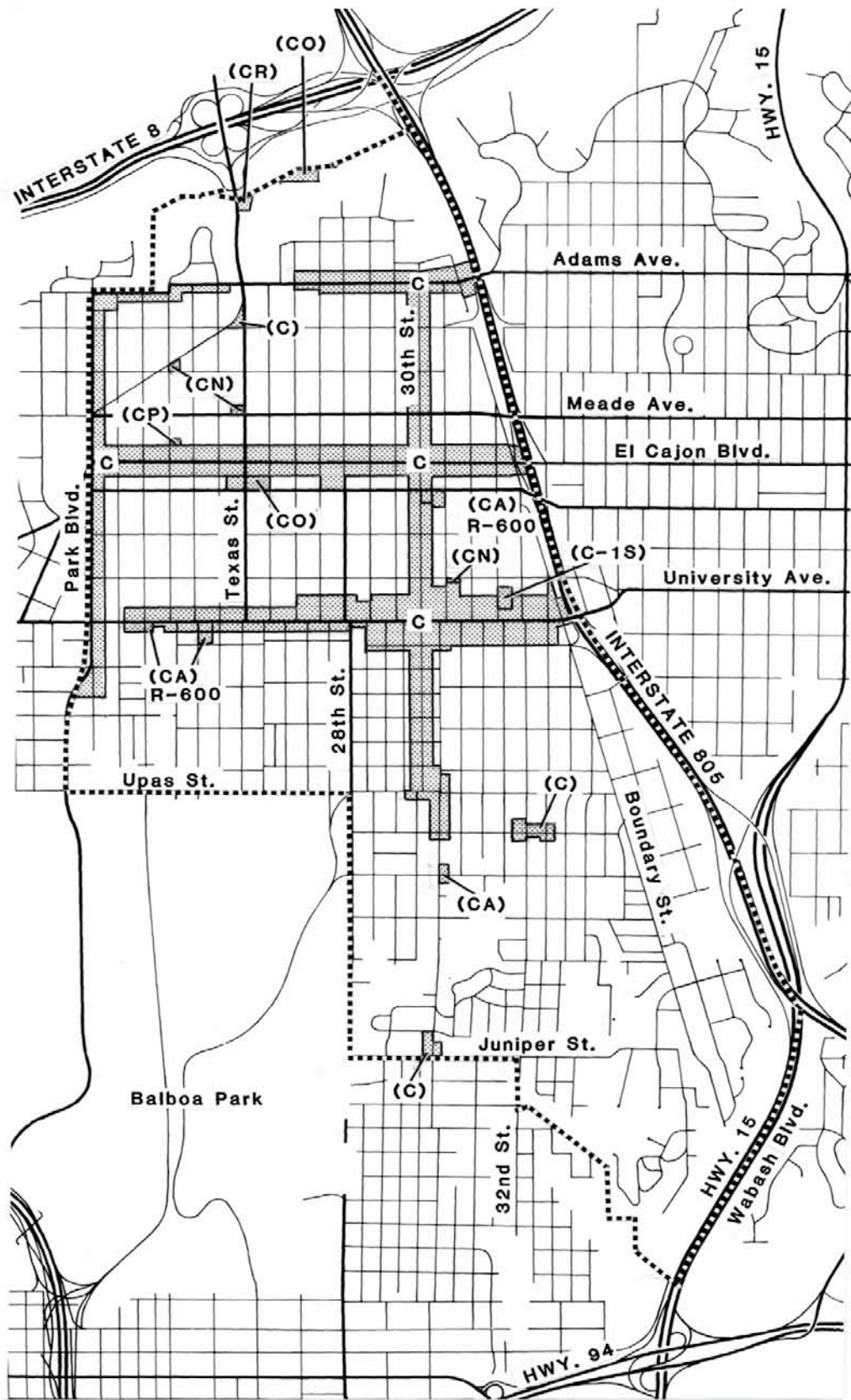
El Cajon Boulevard was once the major highway into San Diego from the east and the major commercial artery in San Diego. However, the construction of I-8 in Mission Valley, the advent of the mobile consumer and the coming of regional shopping centers have changed the boulevard from a primary to a secondary market.

The North Park commercial center (30th and University), once a vital center of commerce and community activity in San Diego, has suffered a decline in recent decades. With the advent of two major shopping centers in Mission Valley in the 1960s and the more recent opening of Horton Plaza in downtown San Diego, North Park can no longer envision itself as the major regional center it was through the 1950s. It has become a community-serving commercial center with some very limited regional aspects.

Greater North Park has an excess of commercial zoning which has transformed its major streets into underutilized commercial strips. The community is in need of a consolidation and restructuring of its commercial base (see **Figure 8**). Existing commercial zoning is indicated on **Figure 7**.

The Economic Analysis of the Mid-City community completed in 1983, was undertaken as an initial step in the economic revitalization of the communities of Greater North Park and Mid-City. This study serves as a supportive document to the Greater North Park Community Plan. The study reviews existing conditions within the study area and provides a demographic analysis of the area. The recommendations of the study include:

- Encourage contained business districts, primarily at major intersections, as opposed to continuous commercial strips.
- Encourage the physical upgrading of the business strips.
- Encourage higher-density residential development.
- Provide additional parking.
- Encourage businesses tailored to a younger market.
- Encourage more restaurants, entertainment, and specialty shops.
- Encourage coordinated marketing efforts for Mid-City businesses and for each business district.



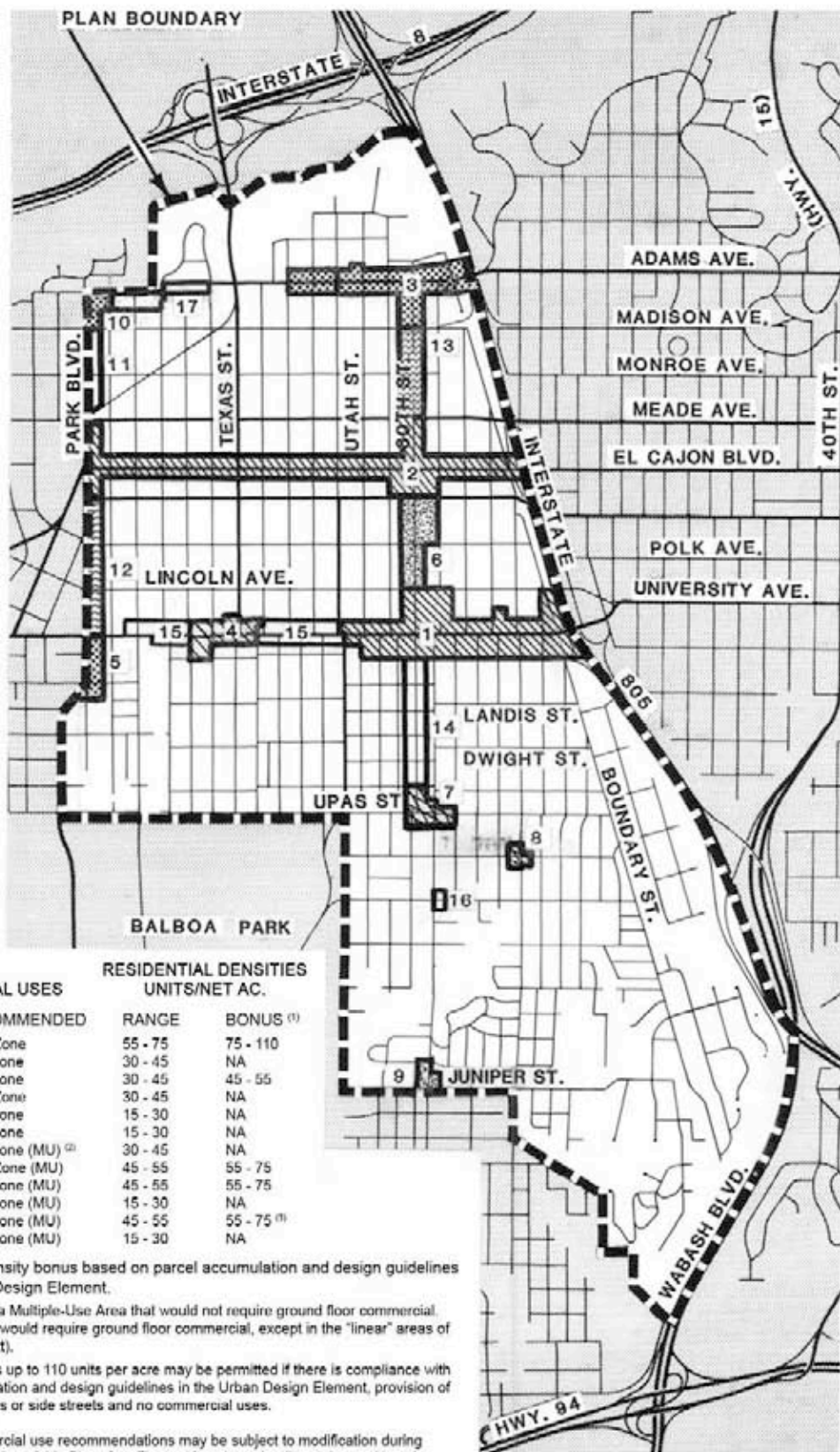
Existing Zoning – Commercial (Prior to Adoption of Community Plan)



The above recommendations from the Economic Analysis of the Mid-City community provides a basis upon which to base desirable commercial objectives for the Greater North Park community. These objectives are set forth below.

OBJECTIVES

- Revitalize the central business district at University Avenue and 30th Street and other selected business districts.
- Enhance the level and quality of business activity in North Park by encouraging concentration of retail commercial uses in nodes and reducing strip commercial activities.
- Improve the appearance of commercial development through establishment of overall design standards.
- Provide adequate parking for commercial areas, encouraging off-street parking.
- Encourage mixed-use development to include retail facilities, offices and housing at medium- and high-densities within selected commercial nodes.
- Enhance pedestrian activity in the central business core by improving the pedestrian environment.
- Maintain existing convenience (mom and pop) stores, provided that the uses are compatible with surrounding neighborhoods.
- Encourage new development and redevelopment for purposes of increasing employment opportunities within the community.
- Continue the ongoing implementation of the programs for Adams Avenue, El Cajon Boulevard and University Avenue which include land use and urban design analysis, economic analysis and marketing survey.
- Increase business district parking through the private acquisition of property for parking reservoirs behind existing businesses, and the creative redesign of existing on-street parking.
- Where appropriate, preclude residential development from preempting commercial development.
- Establish residential densities for the individual commercial and multiuse areas.
- Rehabilitate and redevelop certain underutilized strip commercial areas into multiuse areas.
- Provide for neighborhood and specialty commercial services to the residential development along and abutting these multiuse areas.
- Provide additional opportunities for residential development within the community.



COMMERCIAL USES

AREA	RECOMMENDED	RANGE	BONUS ⁽¹⁾
1, 2	C-1 Zone	55 - 75	75 - 110
3, 10	CC Zone	30 - 45	NA
4	CN Zone	30 - 45	45 - 55
5	C-1 Zone	30 - 45	NA
6, 9	CC Zone	15 - 30	NA
7, 8, 16	CN Zone	15 - 30	NA
11	CC Zone (MU) ⁽²⁾	30 - 45	NA
12	C-1 Zone (MU)	45 - 55	55 - 75
13	CC Zone (MU)	45 - 55	55 - 75
14	CN Zone (MU)	15 - 30	NA
15	CC Zone (MU)	45 - 55	55 - 75 ⁽³⁾
17	CN Zone (MU)	15 - 30	NA

- (1) Establishes density bonus based on parcel accumulation and design guidelines in the Urban Design Element.
- (2) "MU" indicates a Multiple-Use Area that would not require ground floor commercial. All other areas would require ground floor commercial, except in the "linear" areas of Area 2 (see text).
- (3) A density bonus up to 110 units per acre may be permitted if there is compliance with parcel accumulation and design guidelines in the Urban Design Element, provision of access via alleys or side streets and no commercial uses.

NOTE: The commercial use recommendations may be subject to modification during implementation of this Plan. See Figure 10 and text for discussion and location of commercial nodes.



Commercial Area Designations
Greater North Park Community Plan

8
FIGURE

COMMERCIAL AREA RECOMMENDATIONS

In order to provide appropriately located, attractive retail and office facilities offering a wide variety of goods and services this Plan recommends the consolidation and intensification of commercial activities.

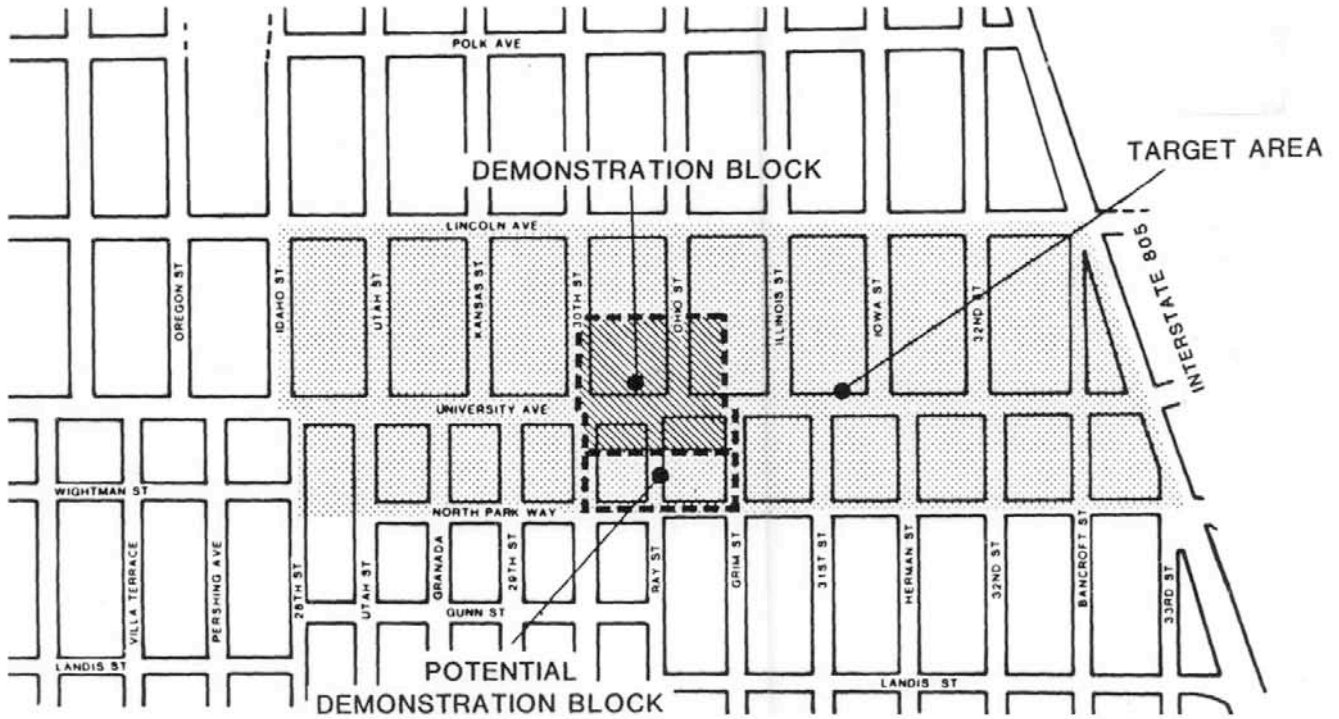
Heightened levels of commercial activity should be promoted at University Avenue and 30th Street, which is the commercial core or “downtown” of Greater North Park. El Cajon Boulevard should continue to be emphasized as a classic commercial strip with additional emphasis being given to auto-oriented uses. Excessive and unproductive strip commercial areas should be contracted and redefined as either neighborhood or specialty commercial nodes. Portions of the former strip commercial areas should become multiuse areas featuring higher-density residential development and specialty commercial uses serving that residential development as well as other residential areas within walking distance. **Table 3** provides the recommended commercial area designations and **Figure 8** illustrates these recommendations. **Figure 7** illustrates existing commercial zoning.

TABLE 3
RECOMMENDED COMMERCIAL AREA DESIGNATIONS

Area	Commercial Uses	Residential Densities (Units/Net Ac.)	
	Recommended	Range	Bonus (1)
1, 2	C-1 Zone	55-75	75-110
3, 10	CC Zone	30-45	NA
4	CN Zone	30-45	45-55
5	C-1 Zone C	30-45	NA
6, 9	CC Zone C	15-30	NA
7, 8, 16	CN Zone	15-30	NA
11	CC Zone (MU) (2)	30-45	NA
12	C-1 Zone (MU)	45-55	55-75
13	CC Zone (MU)	45-55	55-75
14	CN Zone (MU)	15-30	NA
15	CC Zone (MU)	45-55	55-75 (3)
17	CN Zone (MU)	15-30	NA

- (1) Establishes density bonus based on parcel accumulation and design guidelines in the Urban Design Element.
- (2) “MU” indicates a Multiuse Area that would not require ground floor commercial. All other areas would require ground floor commercial, except in the “linear” areas of Area 2 (see text).
- (3) A density bonus up to 110 units per acre may be permitted if there is compliance with parcel accumulation and design guidelines in the Urban Design Element, provision of access via alleys or side streets and no commercial uses.

Both **Table 3** and **Figure 8** indicate that Park Boulevard and 30th Street are each divided into several different commercial or multiuse areas. These distinctions have been made in order to relate the various areas to adjacent residential areas in order to provide for the commercial needs of these areas.



North Park Commercial Area Design Study
 Greater North Park Community Plan

9
 FIGURE

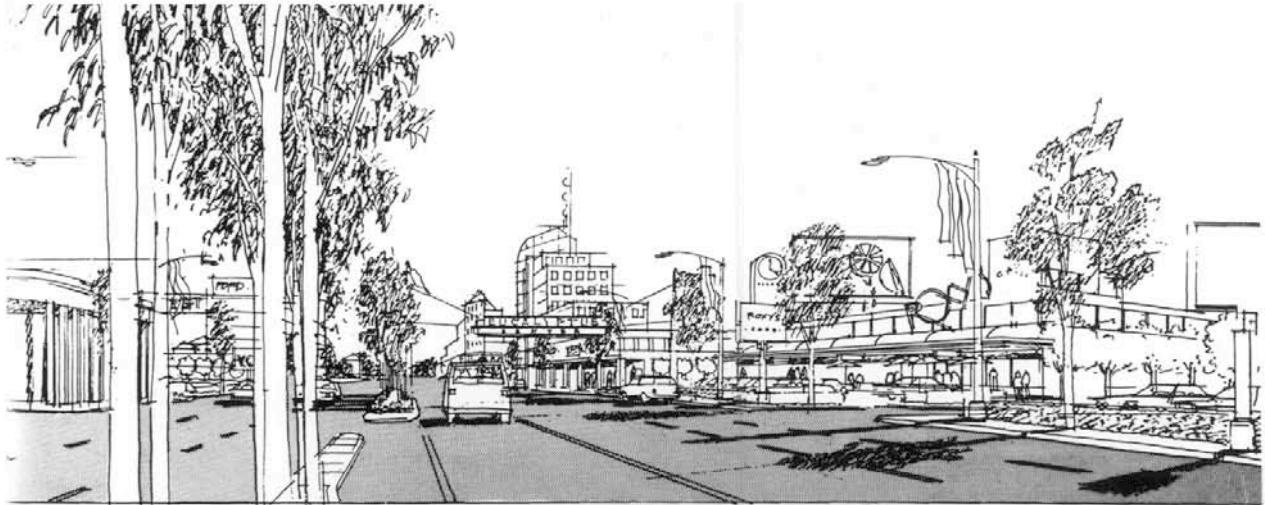
30th and University Commercial Area (Area 1)

The 30th and University community commercial area is the community's commercial core and is centered at 30th Street and University Avenue. It's bounded generally by Lincoln Avenue on the north, I-805 on the east, North Park Way on the south and by Utah Street and Idaho Street on the west. This area is shown on **Figure 8**. This area is the subject of the recently published North Park Design Study. The design study provides the opportunity for taking the necessary first step in upgrading and reorienting the commercial center. The design study provides standards and guidelines for the physical and visual rehabilitation of the center, including; facade treatment, circulation, access and parking improvements, pedestrian circulation and streetscape beautification. The North Park Design Study should be utilized as a supportive document to the Greater North Park Community Plan and a summary of its guidelines is set forth in the **Urban Design Element** of this Plan. The recommendations of the design study include:

- Develop the North Park commercial area as a satellite to downtown and Mission Valley, including hotel, entertainment and office space to complement retail uses.
- Encourage design unification.
- Encourage a large variety of retail activity.
- Increase parking availability.
- Encourage pedestrian street activity through pedestrian-oriented business activity and public events.
- Develop a coordinated program for street improvements including trees, landscape islands and unified paving.
- Promote development incentives.
- Encourage mixed-use facilities.

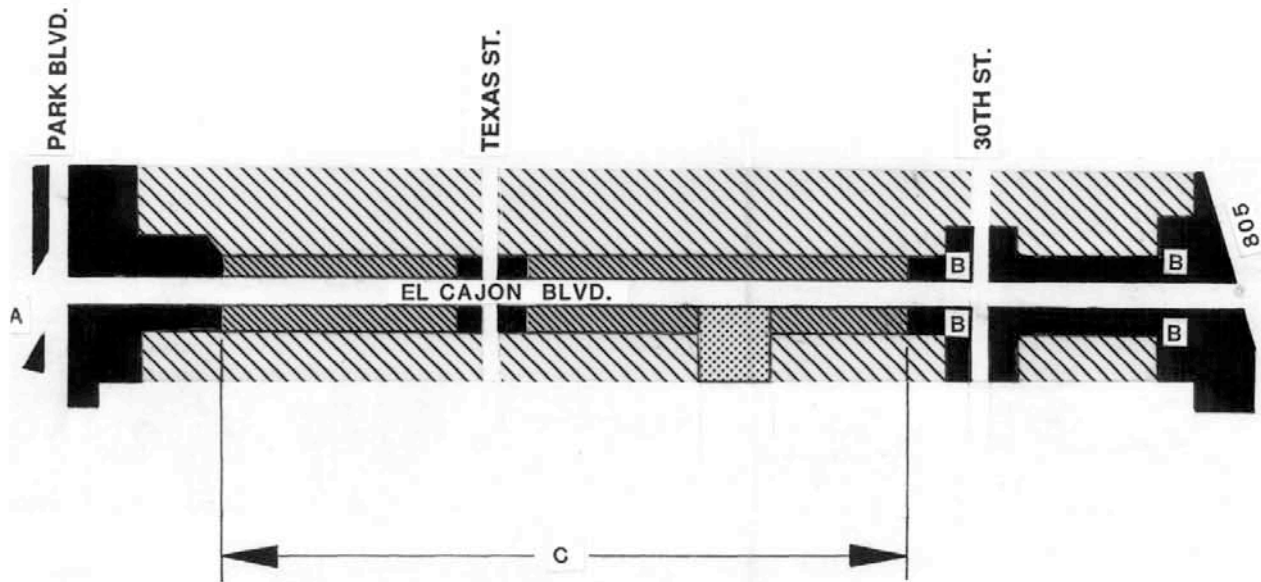
This area has been determined to be a target area for the City's involvement and commitment to upgrading the area and encouraging private improvements and investment. A demonstration block including both sides of University Avenue between 30th and Grim Streets has been selected for public improvements such as street beautification. Future potential demonstration blocks, depending upon the availability of funding, should be located in the immediate vicinity of 30th Street and University Avenue. These areas are indicated on **Figure 9**.

Zoning implementation for this area should be tailored zoning legislation in the form of a planned district. Permitted uses should be those of the C-1 Zone which permit a full range of consumer goods and services and limited wholesaling and warehousing. Residential development in this area should be permitted up to a density of 75 dwelling units per net residential acre with a bonus to 110 dwelling units per net residential acre for parcel accumulation and compliance with the design guidelines set forth in the **Urban Design Element**.



PROPOSED IMPROVEMENTS

Source: Land Studio, Rob Quigley, AIA, Kathleen McCormick



PROPOSED DESIGN AREAS

- | | | | |
|---|-------------------|--|------------------------------------|
| A | Western Gateway | | Standard Commercial |
| B | Eucalyptus Center | | 'R' Zone Transition |
| C | Linear Strip | | Community Oriented Public Facility |
| | Mixed Use (Nodes) | | |



El Cajon Boulevard Design Study (Illustrative Only)

Greater North Park Community Plan

10
FIGURE

The higher densities are recommended in order to provide increased residential development in close proximity to both the commercial core and to public transit corridors. Also offered, is the opportunity for multiuse development with commercial uses being required on the ground floor and residential use being permitted above the ground floor.

In addition, the community center needs ancillary activities such as outdoor cafes, regular community events, restaurants, theaters and other gathering places. These activities can extend commercial hours into the evening and make for a more viable commercial center.

Also, a public transit point should be established in the vicinity of 30th Street and University Avenue in order to provide greater access to the commercial center from throughout the Greater North Park community and from adjacent communities, thus providing additional support for the center. A transit point is a transit stop with either a high number of daily boardings or is served by two or more routes at an intersection crossed by one or more other routes. In addition, public transit offers opportunities for those either lacking, or preferring not to use personal transportation, the opportunity to meet their needs by having public transit access to the commercial center. Finally, secure bicycle parking facilities should be located in conjunction with the transit point as well as in other appropriate locations within the commercial center.

In providing a pedestrian environment, the building frontages on 30th Street and University Avenue should be devoted to retail uses. Office uses should be restricted to side streets and upper stories. Office uses should be secondary to the primary functions of the center which is the provision of retail goods and services. Office uses are support services and should be within easy walking distance of the retail area but should not intrude into it and preempt retail space.

In order to facilitate the rehabilitation of the 30th and University community commercial center and implement goals and objectives of this element, it will be necessary to initiate a rezoning program in order to consolidate the commercial center.

El Cajon Boulevard Commercial Area (Area 2)

El Cajon Boulevard is among the longest continuous commercial strips in San Diego County. The area is generally bounded by Park Boulevard on the west, I-805 on the east and by the parallel east/west alleys immediately to the north and south of the boulevard. This area is shown on **Figure 8**. It is actually a continuation of Washington Street in Mission Hills on the west to La Mesa on the east, a distance of about eight miles. That portion within the planning area is about 1.2 miles long, continuously zoned commercial (“C”) throughout its length. It formerly served as the main east-west highway prior to the completion of I-8 in the late 1950s. This street has diminished as a commercial attraction since the completion of the freeways and the development of regional shopping centers in Mission Valley. The boulevard is characterized by auto-oriented commercial facilities, but has experienced a decline in both the quality and quantity of commercial establishments as a result of the impact of the shopping centers.

Since El Cajon Boulevard is a major east-west transportation corridor, new development and redevelopment should occur in a manner that will eliminate or reduce reliance on mid-block driveways which create conflicts with traffic flows. The design study recommends a number of techniques for avoiding or minimizing this situation. It is anticipated that future development along the boulevard will remain auto-oriented thereby creating a need for design and development regulations which avoid conflicts with traffic flows on the boulevard.

The design study establishes focused areas of concentrated development intensity along the “strip” in the form of “gateways” and “district centers” which are higher-intensity “nodes.” The Western Gateway for the boulevard is at Park Boulevard while 30th Street and I-805 is a district center called the “Eucalyptus Center.” Those portions of El Cajon Boulevard not within either a gateway or a district center are referred to as linear areas which will feature lower development intensities and may also be multiuse areas which may not require ground floor commercial uses. Since the design study is specific in its recommendations for the various designated areas, it will be necessary to establish creative commercial zoning legislation and initiate a rezoning program for the El Cajon Boulevard strip commercial area (see **Figure 10**).

The El Cajon Boulevard Design Study should be utilized as a supportive document to the Greater North Park Community Plan and a summary of its guidelines is set forth in the **Urban Design Element** of this Plan. The recommendations of the design study include:

- The boulevard has regional significance and should have a strong image with noticeable gateways at either end.
- Centers of high intensity should be created at major cross streets.
- High-density residential use is encouraged as infill mixed with existing commercial uses, between the high-intensity “nodes.” These should be shaped by standardized setbacks, parking and design guidelines.
- It is important that rehabilitation of existing structures emphasize the overall image. Individual detailing is secondary to the major image themes.
- Street improvements should emphasize the gateways, district identification signs, neighborhood identification features, major landscaping statements and coordination of color.

El Cajon Boulevard should retain its orientation to automobile-related businesses, but the visual appearance of the “strip” should be upgraded through the use of urban design standards and guidelines recommended by the Design Study for the Commercial Revitalization of El Cajon Boulevard.

In addition, El Cajon Boulevard, because of its high level of accessibility, also provides an opportunity for office development which would be complementary to the auto-oriented uses and could become part of the multiuse development recommended by the design study for the gateways and district centers.

Zoning implementation for this area will be tailored zoning legislation in the form of a planned district. Permitted uses should be those of the C-1 Zone which permits a full range of consumer goods and services and limited wholesaling and warehousing.

Residential development in this area should be permitted up to a density of 75 dwelling units per net residential acre with a bonus to 110 dwelling units per net residential acre for parcel consolidation and compliance with the design guidelines in the **Urban Design Element**. The higher residential densities are recommended for El Cajon Boulevard in order to provide increased residential development along this major commercial strip which is a major public transit corridor. These higher residential densities also provide the opportunity for multiuse development along the boulevard.

Adams Avenue Neighborhood/Specialty Commercial Center (Area 3)

Adams Avenue, from Hamilton Street to I-805, has the potential to function both as a neighborhood commercial center and as a unique specialty center, focusing primarily on the antique market. This area is shown on **Figure 8**. In addition, this area could become a very attractive commercial area by featuring restaurants, outdoor cafes, and a limited range of specialty shops catering to patrons of the antique market. As a neighborhood commercial area, the necessary retail goods and services typically provided by such an area should be available to local residents as well as those patronizing the specialty retail elements of the area.

Like most of the other commercial areas in Greater North Park, this area is zoned with the “C” Zone, which is a generalized commercial zone that is not suited to promoting the type of specialty/neighborhood commercial center to which this area is suited. Therefore, revisions to the commercial zoning should be implemented in order for this area to realize its potential as a unique specialty area featuring the antique trade. Zoning implementation for this area will be tailored zoning legislation in the form of a planned district. The **Urban Design Element** provides design guidelines which should be utilized in formulating tailored zoning legislation for this area. Permitted uses should be those of the CC Zone which permits community commercial activities, business and professional offices, convenience goods and services, and commercial recreational activities. Residential development in this area should be permitted up to a density of 45 dwelling units per net residential acre. This residential density will permit infill residential development above the ground floor and will provide increased patronage for this commercial area.

University Avenue Neighborhood Commercial Center (Area 4)

University Avenue, between Mississippi Street and Arizona Street, should function as a neighborhood commercial center serving the western portion of the community south of El Cajon Boulevard. This area is shown on **Figure 8**. Like other commercial areas in the community, it will benefit from a rezoning program, placing it in a commercial zone that permits appropriate commercial uses and requires off-street parking, landscaping and design or development standards.

Zoning implementation for this area will be tailored zoning legislation in the form of a planned district requiring off-street parking, landscaping and design standards. These regulations should be formulated based upon the guidelines of the **Urban Design Element**. Permitted uses should be those of the CN Zone which permits neighborhood commercial activities, business and professional offices and convenience goods and services. Residential development in this area should be permitted up to a density of 45 dwelling units per net residential acre with a bonus to 55 dwelling units per acre for parcel consolidation and compliance with the design guidelines of the **Urban Design Element**. This area will provide for the needs of the surrounding residential neighborhoods. The recommended residential densities including the bonus density, offer the opportunity for multiuse development with commercial uses being required on the ground floor.

Park Boulevard Community Commercial Area (Area 5)

Park Boulevard, which forms the western boundary of the Greater North Park community plan area, features a community commercial area from University Avenue to just below Robinson Avenue. This area is shown on **Figure 8**. Since Park Boulevard is a major entryway into Balboa Park and a shared community plan boundary with the Uptown community, it is imperative that the community planning programs for the two communities coordinate on planning and proposals for this major street.

Zoning implementation for this area should be tailored zoning legislation in the form of a planned district. Development and design standards should be based upon the guidelines of the **Urban Design Element**. Park Boulevard could benefit from being placed in a Business Improvement District which would serve as the basis for upgrading the commercial areas along this street. Permitted uses should be those of the C-1 Zone which permits a full range of consumer goods and services and limited wholesaling and warehousing. Residential development in this area should be permitted up to a density of 45 dwelling units per net residential acre. This commercial center serves a large senior citizen population which resides in the adjacent residential areas. The residential density recommended for this area provides for multiuse development with commercial uses required on the ground floor.

Thirtieth Street Specialty Commercial Strip (Area 6)

Thirtieth Street, from University Avenue to Howard Avenue, is both zoned and developed commercially and should continue to fulfill a commercial function. This area is shown on **Figure 8**. The block between University Avenue and Lincoln Avenue is part of the North Park Design Study pertaining to the 30th and University community commercial center and should develop or redevelop within the perimeters of that center. The two blocks between Lincoln and Howard Avenues should serve as a specialty commercial area with an orientation towards restaurant and office uses.

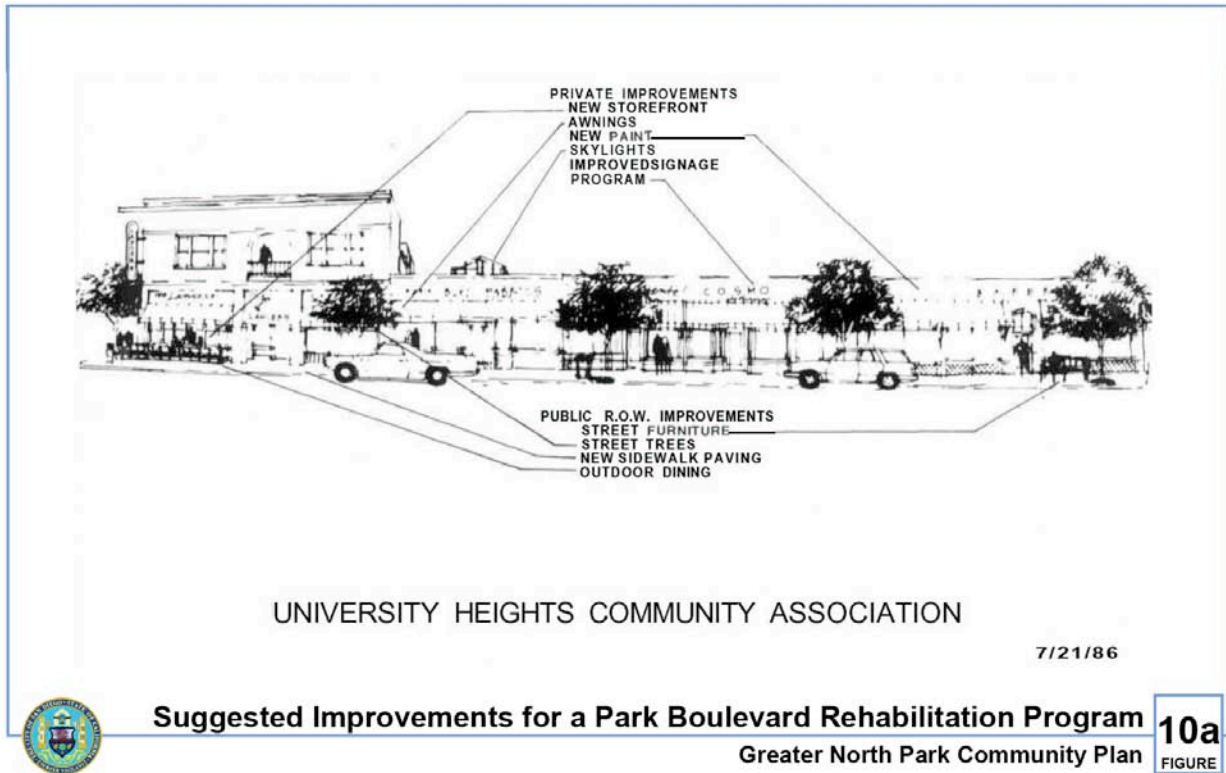
Zoning implementation for this area will be tailored zoning in the form of a planned district. Permitted uses will be those of the CC Zone. Residential development in this area should be permitted to a density of 30 dwelling units per net residential acre. This residential density is recommended in order to provide some residential mix which would complement the primary commercial use along 30th Street. Commercial use should be required on the ground floor for all development.

Other Neighborhood Commercial Centers (Areas 7, 8, 9 and 16)

There are four other commercial areas in Greater North Park which should serve as neighborhood commercial centers primarily intended for the convenience of residents of the surrounding areas. These four areas are delineated as follows: The intersection of 30th and Upas Street (Area 7); the area centered on the intersection of Thorn and 32nd Streets (Area 8); the area along 30th Street immediately north of Juniper Street (Area 9) which is part of a neighborhood commercial center lying immediately to the south within the Greater Golden Hill Precise Plan area; and the southeast and northeast corners of the intersection of 30th and Redwood Streets (Area 16). Area 7 is recommended for tailored zoning in the form of a planned district. Permitted uses should be those of the CN Zone. Area 8 is recommended for CN zoning to reduce impacts on adjacent low-density residential zoning. Area 9 is recommended for CC zoning in order to be consistent with the commercial zoning and the land use designation of the Greater Golden Hill Precise Plan. The boundaries of these areas are shown on **Figure 8**. Area 16 is recommended for CN zoning in order to reduce impacts on the surrounding low-density residential neighborhood. Residential development in these areas should be permitted to a density of 30 dwelling units per net residential acre. Since these areas are recommended for standard commercial zoning the selected residential density for these areas is consistent with the residential densities permitted in the CN and CC zones.

Park Boulevard/Adams Avenue Neighborhood Commercial Area (Area 10)

Park Boulevard, between Adams Avenue and Madison Avenue and Adams Avenue between Park Boulevard and Georgia Street, provides an opportunity for the upgrading of an existing strip commercial area into a vital compact neighborhood commercial center providing goods and services to the residents of the University Heights portions of the Greater North Park and Uptown communities. This area is shown on **Figure 8**. This commercial area is located in the University Heights neighborhood and is divided between two community plan areas, Greater North Park and Uptown on the east and west sides of Park Boulevard respectively. The area has existing problems which are common to both sides of Park Boulevard. These problems include; vacant storefronts, properties which have been allowed to deteriorate and are in need of rehabilitation, and a need to enhance and upgrade Park Boulevard into a visually pleasing street. The Park Boulevard Revitalization Committee of the University Heights Community Association has prepared a graphic illustration indicating how a revitalized Park Boulevard could appear. This illustration is shown on **Figure 10A**. Zoning implementation for this area should be tailored zoning in the form of a planned district. Development and design standards should be based upon the **Urban Design Element**. In addition, the Trolley Barn Park site, located north of Adams Avenue at the terminus of Florida Street in the Uptown community plan area, has a historical relationship to this area. This relationship should be taken into consideration when zoning regulations are formulated for this area. In addition, the former Mission Cliffs Park, which was a northern terminus of the trolley, also has a historical relationship to this area. The still-existing gateway and wall are the only remaining reminders of this park. Permitted uses should be those of the CC Zone which permits community commercial activities, business and professional offices, convenience goods and services and commercial recreational activities. Residential development in this area should be permitted to a density of 45 dwelling units per net residential acre. This residential density will provide an opportunity



for multiuse development with commercial uses being required on the ground floor. An adjacent area along Adams Avenue to Louisiana Street (Area 17 discussed below) should be permitted to redevelop in either commercial or residential uses, similar to the existing CN Zone.

MULTIUSE AREAS

Within the Greater North Park community there exists the opportunity to upgrade and redevelop those portions of existing strip commercial development which are underutilized, deteriorated or are currently a mix of commercial and residential development. These areas have potential as multiuse areas which, while providing residential development opportunities, can also provide needed commercial goods and services to residents of these areas. It is recommended that commercial establishments be generally limited to the ground floor of new developments, but for these areas, commercial development should not be required on the ground floor.

Development regulations for these areas will be based upon the **Urban Design Element** and the El Cajon Boulevard Design Study and the North Park Design Study. Building height limitations, based upon relationships with adjacent residential areas should be considered for most or all of these areas.

Park Boulevard—Madison Avenue to Meade Avenue (Area 11)

This portion of Park Boulevard between Madison and Meade Avenues is intended to be a mixture of neighborhood commercial uses and residential development. Permitted commercial uses should be those of the CC Zone which permits neighborhood commercial activities, business and professional offices, convenience goods and services and commercial recreational activities. Residential development should be permitted to a density of 45 dwelling units per net residential acre.

Park Boulevard—Howard Avenue to University Avenue (Area 12)

This portion of Park Boulevard between Howard Avenue and University Avenue is intended to be a mixture of neighborhood commercial uses, office and institutional uses and residential development. Permitted commercial areas should be those of the C-1 Zone, which permits a full range of consumer goods and services and limited wholesaling and warehousing. Residential development should be permitted to a density of 55 dwelling units per net residential acre with a bonus to 75 dwelling units per net residential acre for parcel consolidation and compliance with the design guidelines of the **Urban Design Element**.

Thirtieth Street—Madison Avenue to Meade Avenue (Area 13)

This portion of 30th Street between Madison and Meade Avenues is intended to be a mixture of commercial office use and residential development. Permitted uses should be those of the CC Zone which permits community commercial activities, business and professional offices, convenience goods and services and commercial recreational activities. Residential development should be permitted up to a density of 55 dwelling units per net residential acre with a bonus to 75 dwelling units per net residential acre for parcel consolidation and compliance with design guidelines of the **Urban Design Element**.

Thirtieth Street—North Park Way to Myrtle Street (Area 14)

This portion of 30th Street is intended to be a mixture of neighborhood commercial uses and residential development. Permitted commercial uses should be those of the CN Zone which permits neighborhood commercial activities, business and professional offices and convenience goods and services. Residential development should be permitted up to a density of 30 dwelling units per net residential acre.

University Avenue—28th and Idaho Streets to Alley west of Florida Street (Area 15)

This portion of University Avenue (exclusive of Area 4 between Mississippi and Arizona Streets) between 28th and Idaho Streets on the east and the alley west of Florida Street on the west is recommended to be a mixture of neighborhood commercial uses and residential development. Permitted commercial uses should be those of the CC Zone which permits community commercial activities, business and professional offices, convenience pools and services and commercial recreation activities. Area 15 development regulations should be developed which result in low commercial intensities relative to the central business district. Residential development should be permitted up to a density of 55 dwelling units per net residential acre with a density bonus possible to 75 dwelling units per net residential acre if parcel consolidation occurs, if there is compliance with the design guidelines of the **Urban Design Element**, and if access can be safely provided by existing or new alleys or side streets. No additional direct access to University Avenue should be encouraged for residential uses. In addition, new zoning regulations should limit the amount of commercial development in this area by limiting the amount of floor area permitted for commercial uses under new development or redevelopment proposals.

An additional density bonus of up to 110 dwelling units per acre may be permitted if there is compliance with parcel accumulation standards, provision of adequate access to parcels via alleys or side streets, compliance with urban design guidelines and the development is exclusively residential. Amenities should also be provided in the form of common areas and balconies.

Adams Avenue—Georgia Street to Louisiana Street (Area 17)

This portion of the south side of Adams Avenue between Georgia Street and Louisiana Street is intended to be a mixture of neighborhood commercial uses and residential development. Permitted commercial uses should be those of the CN Zone which permits neighborhood commercial activities, business and professional offices and convenience goods and services. Residential development should be permitted up to a density of 30 dwelling units per acre. Because this area is surrounded by single-family and lower-density residential areas, particular care should be taken in formulating implementing design and development guidelines for this area. In addition, the Trolley Barn Park site, located north of Adams Avenue at the terminus of Florida Street in the Uptown community plan area, has a historical relationship to this area. This relationship should be taken into consideration when zoning regulations are formulated for this area.

IMPLEMENTATION PROGRAM

1. Develop, as an implementation program, tailored zoning (Planned Districts) for all designated commercial and multiuse areas in the community. The standards and development regulations should be predicated upon the goals and objectives of the **Urban Design Element** and the implementation studies leading to implementing legislation. The tailored zoning should include, but not be limited to, the following factors: the commercial areas should be separated into nodes and linear strips with separate design and development standards for individual node and linear strip areas and commercial uses should be mandatory on the ground floor of development within designated commercial areas, but should only be optional for multiuse areas.

In order to ensure consolidation and intensification of commercial activities as recommended by this community plan the implementing legislation should limit the amount of floor area available for commercial uses in certain commercially designated areas. These areas include those areas designated as multiuse areas and those portions of El Cajon Boulevard not designated as higher-intensity “nodes” by the El Cajon Boulevard Design Study. Incentives for multiuse projects could also be provided in the multiuse areas by permitting more commercial floor area (a higher FAR) if the project contains both residential and commercial uses. The design study establishes specific “gateways” and “district centers” as higher-intensity “nodes.” It is primarily within these high-intensity nodes that commercial intensification is encouraged, and the permitted floor area and other development criteria of the zones should reflect this concept. It is particularly important to consolidate and intensify commercial development within the central business district centered around 30th Street and University Avenue in order to provide the community a central focal point and a strong and viable commercial core.

Refinements and modifications to boundaries, permitted uses and residential densities of the various commercial and multiuse areas may be incorporated into the implementing legislation. In addition, the achievability of recommended residential densities may be predicated upon the design standards, development regulations and other regulations of the implementing legislation.

2. Establish permitted residential densities for the individual commercial and multiuse areas.
3. Unless designated for commercial or multiuse by this document, existing commercially zoned areas should be rezoned to appropriate residential zoning as specified within this document.
4. Establish a Business Improvement District for the commercial and multiuse portions of Park Boulevard.
5. Provide for the visual enhancement and revitalization of Park Boulevard between Adams Avenue and Meade Avenue through the utilization of design and development regulations established as part of the implementation program.
6. Utilize the existing Urban Design studies and the Economic Analysis study as guidelines for the formulation of development regulations.

CURRENT AND PROPOSED IMPLEMENTATION PROGRAMS

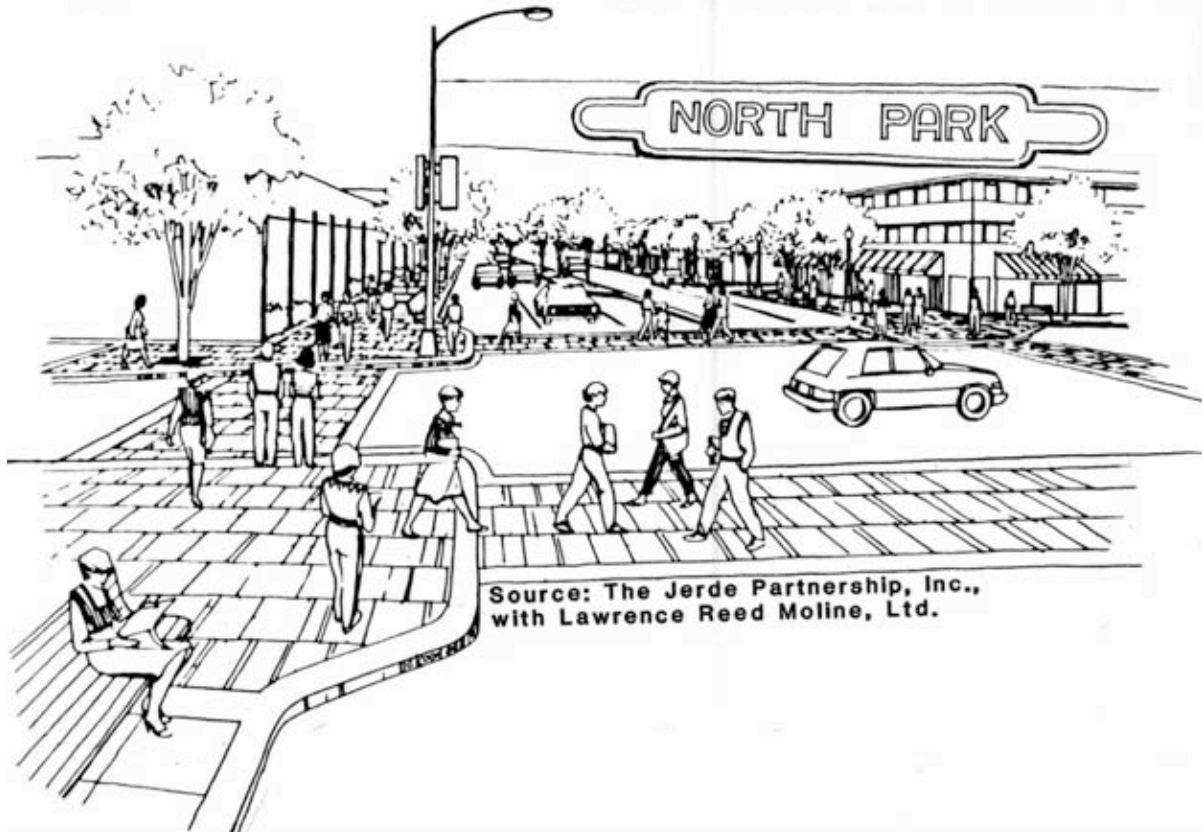
A series of ongoing studies and programs have been initiated by the City of San Diego in order to upgrade and enhance the business establishment in Greater North Park. These studies and programs, which are administered by the Economic Development Division of the Property Department, are described in the following narrative. Most of these studies and programs include both the Greater North Park and the Mid-City communities.

BUSINESS SURVEY - This study was completed in 1983, and consists of a computerized survey of Mid-City/Greater North Park business owners regarding their community concerns and business plans.

ECONOMIC ANALYSIS - This study, which was completed in 1983 for the City of San Diego, provides information to plan and implement commercial revitalization and other economic development efforts based on the commercial strengths and weaknesses of the Mid-City/Greater North Park community and its potential for commercial revitalization.

The study reviews the Mid-City/Greater North Park community as a part of the greater San Diego Metropolitan market and also focuses on the economic conditions and trends within the Mid-City/Greater North Park marketplace.

DESIGN STUDY FOR THE COMMERCIAL REVITALIZATION OF EL CAJON BOULEVARD - Provides recommendations to facilitate revitalization efforts for public/private improvements to be implemented in order to create a sense of identity for the boulevard.



NORTH PARK DESIGN STUDY - Includes a concept design for public improvements to be implemented for the Greater North Park central business district, as well as design guidelines for specific private improvements.

PARKING STUDY - This study is to be completed in 1986 and will assess the parking supply and demand in the Mid-City and Greater North Park areas and provide specific solutions to parking needs within targeted areas.

Public Improvements

NORTH PARK - Public improvements include a pedestrian plaza on Ray Street, upgraded sidewalks and park benches on University Avenue between 30th and Grim. Completion date - Summer 1987.

EL CAJON BOULEVARD - Public improvements include a Gateway sign at El Cajon Boulevard and Park Boulevard. This sign is designed to enhance community identity for the six-mile long commercial strip. Completion date - end of 1986.

Loan Program

Low-interest loans are available to business and property owners for facade and visible interior improvements. Eligible areas include:

- North Park - University Avenue between Idaho and Iowa. Thirtieth Street between Lincoln and University Avenue.
- Normal Heights - Adams Avenue between Kansas Street and Ohio Street.

Rebate Program

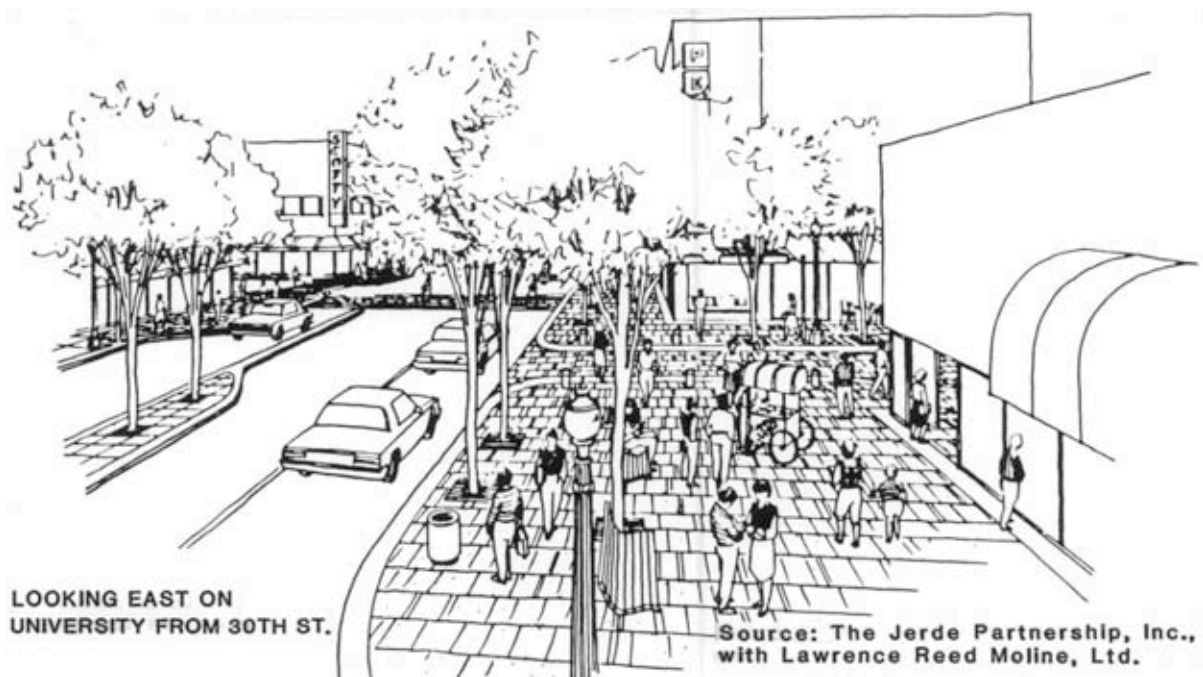
The Rebate Program provides rebates for exterior improvements of the project cost up to \$5,000. Eligible areas include:

- El Cajon Boulevard - Park Boulevard to I-805.
- University Avenue - Idaho to I-805.
- Adams Avenue - Texas to I-805 (goes beyond I-805, but out of the Greater North Park Community Plan boundaries).

Design Guidelines must be followed for eligibility for both loan and rebate program.

Other potential areas which should be considered for participation in the Rebate Program include:

- Park Boulevard - Robinson Avenue to Adams Avenue.
- Adams Avenue - Park Boulevard to Louisiana Street.
- Thirtieth Street - Adams Avenue to Upas Street.
- University Avenue - Idaho Street to alley west of Florida Street.



In giving consideration to potential areas for participation in the rebate and other revitalization programs, priority should be given to those areas designated commercial by the community plan over those areas designated multiuse in order to provide additional incentives to consolidate and intensify commercial development within the community. These programs should assist in rehabilitating the visual and pedestrian environment of these areas proposed for intensified commercial development, thus encouraging increased patronage by the residents of the community.

Business Improvement District

A Business Improvement District (BID) is a program authorized by State Law (AB 1693) which allows an assessment to be placed on businesses, in addition to their business license fee. This money can only be used within the district boundaries and can only be used for the following:

- a. The acquisition, construction or maintenance of parking facilities for the benefit of the area.
- b. Decoration of any public place in the area.
- c. Promotion of public events that are to take place on or in public places in the area.
- d. Furnishing music in any public place in the area.
- e. The general promotion of retail trade activities in the area.

Each district can set its own priorities within the allowed activities or uses.

There currently are three Business Improvement Districts within the Greater North Park community. They are North Park central business district, El Cajon Boulevard and Adams Avenue.

The North Park BID encompasses all the business license holders on University Avenue between Idaho and I-805 and one block north and south of University Avenue.

The El Cajon BID consists of the businesses on El Cajon Boulevard between Park Boulevard and I-805 and one block north and south of El Cajon Boulevard.

The Adams Avenue BID goes beyond the Greater North Park community boundaries. It covers all businesses along Adams Avenue between Texas and 40th including one block north and south of Adams Avenue.