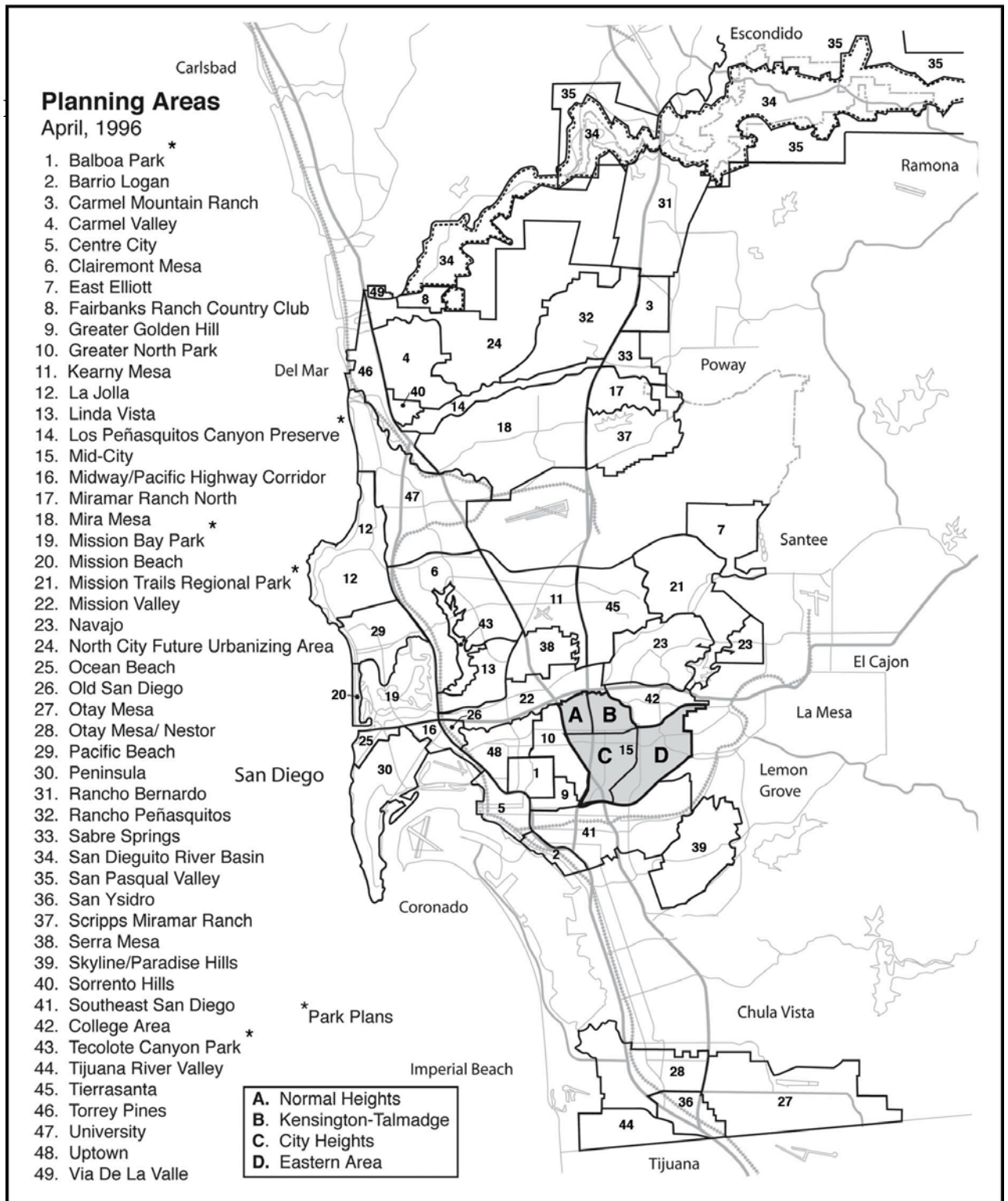


**Figure 1
Vicinity Map**



I. PLAN SUMMARY

The Mid-City Communities Plan (Plan) represents the second update to one of the first community plans in San Diego: the 1965 “Mid-City Development Plan.” This update was prepared by the City of San Diego Community and Economic Development staff who were hired by the four Mid-City Communities Planning Groups as their technical consultants. With this update, the Plan has taken on a look quite different from its predecessors, and in fact quite different from all other City of San Diego community plans.

COMMUNITIES WITHIN A COMMUNITY

Mid-City is a cluster of four communities: Normal Heights, Kensington-Talmadge, City Heights, and Eastern, each with its own distinctive character, and its own community planning group. Probably the bond that ties these communities together the strongest is El Cajon Boulevard—Old Highway 80—which in earlier days tied the region to points east.

THE NEIGHBORHOODS

The Plan focuses on the neighborhoods of Mid-City in formulating its goals and recommendations. A Neighborhoods Element gives an overview of each of 27 identified neighborhoods, summarizes the major issues of concern that resulted in the Plan’s recommendations, and shows the land use recommendations for the four communities of Mid-City.

LAND USE

The most significant change to the land use map from the 1984 community plan is the reduction of residential densities. Permitted multifamily residential densities range up to 29 units per acre in residentially zoned areas and up to 73 units per acre for mixed-use projects in commercially zoned areas. The previous density maximums were 55 units per acre and 108 units per acre, respectively. Density reductions are triggered by the lack of adequate community facilities.

Changes to the land use map for commercial areas include the deletion of several neighborhood commercial areas where little or no commercial activity exists, and the restoration of commercial zoning on portions of University Avenue, Euclid Avenue, 43rd Street, and Fairmount Avenue where commercial activity is healthy even though it has been rezoned residential after adoption of the previous community plan.

There is presently very little in the way of industrial development in Mid-City. To help provide jobs for local residents, the addition of light manufacturing designated land in City Heights and the Eastern Area is recommended. These industries would be clean and compatible with the community, and would be encouraged to sell their wares from street front shops.

Small cottage industries are also recommended in some commercial and residential areas, with appropriate limitations.

ECONOMIC DEVELOPMENT

Mid-City has never fully recovered from the loss of business since the construction of Interstate 8 (I-8) and suburban shopping centers in the 1950s. Business Improvement Districts have been very active and will continue to work to improve the business climate.

This Plan recommends a number of changes to the land use map to facilitate the addition and expansion of businesses along its commercial strips, which at present are too narrow to accommodate many modern enterprises along with the off-street parking needed to make them competitive.

A pedestrian orientation is recommended with storefronts and display windows near the sidewalk for most commercial areas.

Also recommended is an emphasis on capturing the local community's spending dollars by focusing on community goods and services.

Capitalizing on the community's diversity is recommended by fostering an International Marketplace.

A mixed-use "Mid-City Center" is recommended as a new hub for the community at the interchange of El Cajon Boulevard with the new State Route 15 (SR-15).

PUBLIC FACILITIES

The lack of adequate public facilities, and in particular schools and parks, is the community's most pressing need. In addition to expanding many existing facilities, recommended new facilities include nine elementary schools, a community and neighborhood park, and a number of mini-parks. The Plan includes a financing plan to address those needs, and both interim and permanent restrictions on development to assure attainment of adequate facilities as quickly as possible.

TRANSPORTATION

The demand for transit service is extremely high, taxing even the relatively high level of service provided. While there is frequent bus service, service to many areas outside of Mid-City, including most employment areas, is poor, and is recommended for improvement.

To better meet the communities' transit needs, trolley service is recommended on SR-15 and should be re-evaluated for its feasibility on El Cajon Boulevard. A trolley-shuttle system along University Avenue is also recommended for study.

IMPLEMENTATION

This communities plan is accompanied by a Facilities Financing Plan that identifies the number of facilities required by the Plan's projected population, their cost, financing by new development, and grants and other financing proposals required to make up the cost of existing public facility deficiencies. The projects included in the Facilities Financing Plan will be incorporated into the City's Capital Improvements Program.

PLAN FORMAT

The Plan format attempts to focus directly on the issues and recommendations by using primarily a bullet format with only brief background statements. Existing and future revitalization action plans will supplement this communities plan and are intended to bring about immediate implementation of both long-range and short-range efforts.

Figure 2
Conceptual Land Use Plan

