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## COMMERCIAL

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### GOALS

- Preserve and enhance the community-oriented character in the historic commercial district; encourage the maintenance of existing uses and the development of new community-serving commercial uses which meet the needs of the residents.
- Facilitate the development of an International Gateway, a regional retail/visitor center.

### EXISTING CONDITIONS

#### Existing Land Use and Zoning

Existing Commercial Land Use: 98.4 acres Land Zoned for Commercial Use: 212 acres

As of January 1989, approximately 212 acres of land were zoned for commercial land use in the San Ysidro community. Ninety-eight acres were built out with either community or tourist-serving commercial businesses. Forty-seven acres were developed as residential, as described in the Residential Element. The existing commercial centers are located in six districts and are as follows: (See **Figure 10**.)

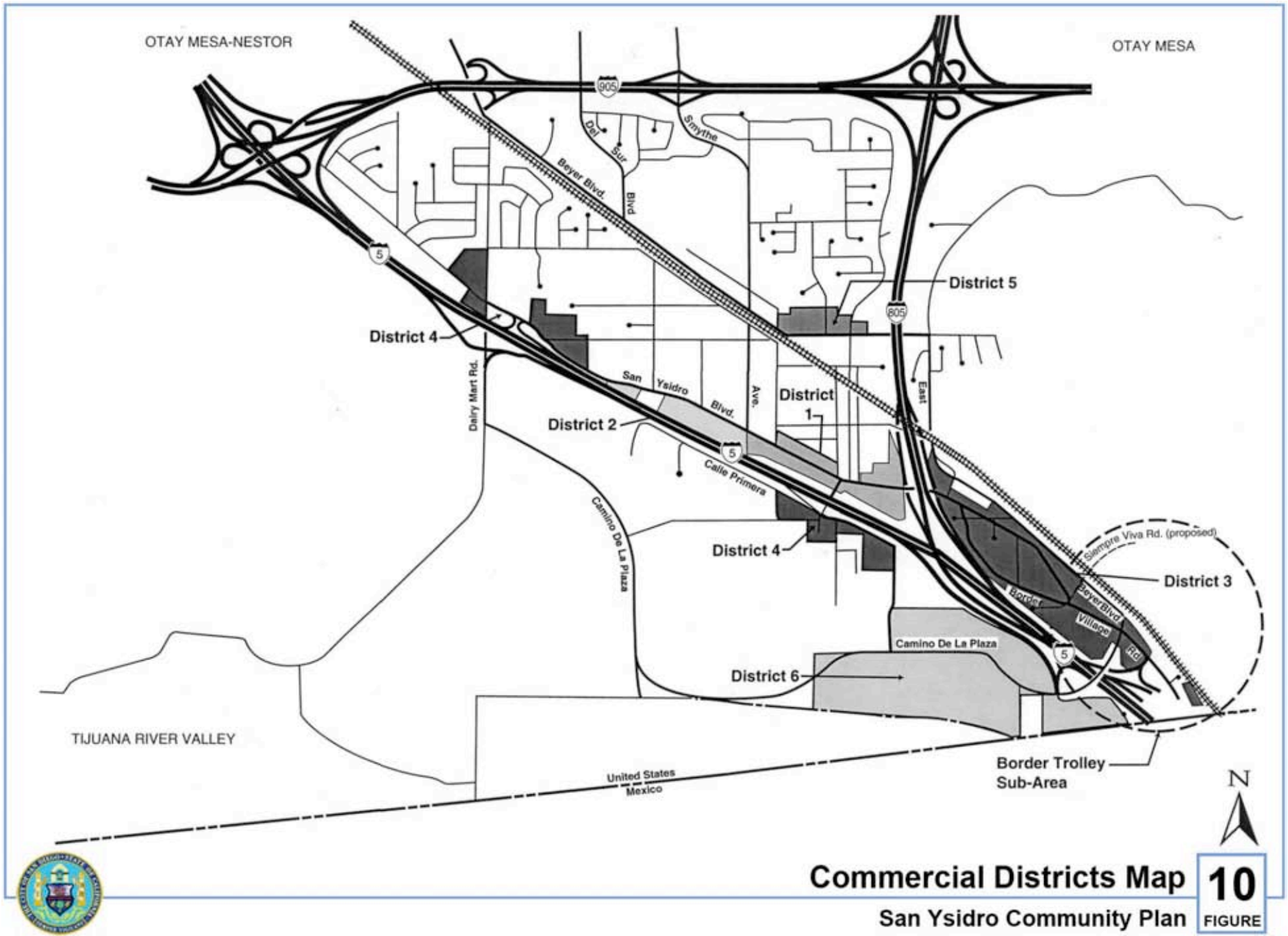
#### Historic - District 1

The commercial district along San Ysidro Boulevard between I-805 and Cottonwood Road is the historic and geographic center of the community. Businesses along the Boulevard were first established in the 1920s and 1930s to serve the growing rural community of San Ysidro. Over the past 20 years, this area has declined in importance and deteriorated due to the growth of the border commercial area and the construction of newer commercial centers in surrounding communities. Businesses such as clothing and hardware stores, used car lots, fabric outlets and a neighborhood pub are located here. The Hotel San Ysidro, a single-room occupancy hotel and one of the oldest structures in the community, is also located along this section of the Boulevard. Many of the buildings in this area have potential historic significance, but they are in need of rehabilitation. This district is characterized by small lots with minor or no front setbacks. Most of the structures are one- or two-story buildings, many with clapboard siding or stucco facades.

Despite the absence of sidewalks, curbs and gutters, this area is a major pedestrian thoroughfare. Although somewhat dilapidated, this section of the Boulevard is a landmark in the community, and it has the greatest potential for becoming a focused center, a downtown for San Ysidro.



Historic - District 1



**Commercial Districts Map**  
**San Ysidro Community Plan**

**10**  
**FIGURE**

## Community Commercial - District 2

The commercial district north of the historic commercial district, along San Ysidro Boulevard between Cottonwood Road and Averil Road, consists of community-serving strip commercial centers which contain uses such as the Big Bear grocery store, fast-food restaurants, a bank, the Southwestern College annex and the post office. Many of the businesses in this area are heavily patronized by Mexican consumers. The district continues southeast of the historic district on Olive Drive and contains a popular community-serving restaurant and supermarket. Both portions of the district are loosely connected and uninviting, lacking unifying signage, landscaping and building design. Pedestrian and vehicular access into the shopping centers is difficult due to the traffic congestion within center parking lots (for example, Big Bear regularly conducts outdoor sales in its front parking lot) and on San Ysidro Boulevard.



Community Commercial - District 2

## Casas de Cambio and Visitor Serving - District 3

The border commercial (visitor-serving commercial) district occupies San Ysidro Boulevard from I-805 to the border. It is the site of numerous “casas de cambio” (money exchange businesses), Mexican insurance establishments, curio shops, motels, fast-food franchises and discount clothing stores. Only a few sit-down restaurants exist in this area. It is also the primary location for offices that cater to persons seeking assistance with immigration matters. Setbacks and street widths vary and landscaping is minimal. The vast array of signage and telephone poles contribute to the visual clutter along this portion of the boulevard. A recently built shopping center is situated on Border Village Road, a small street loop off San Ysidro Boulevard. The mall is well landscaped and maintained but, due to the lack of both pedestrian and vehicular traffic, most of the stores are vacant. The majority of businesses in this area appeal to the Mexican consumer/tourist. (See **International Gateway Element** “International Commercial Support.”)



Casa de Cambio and Visitor-Serving - District 3

The border trolley sub-district encompasses the area immediately adjacent to the border crossing. This site includes the border trolley station, a grocery store, discount store, bus

station, several fast-food outlets, a bank and a tourist parking lot. The sub-district, with its dirty, littered streets has a history of being poorly maintained. The area is congested with both pedestrian and vehicular traffic. Most of the buildings are of recent construction with the exception of a potentially historic site, the International Building, which is an example of the Art Deco style. This structure is a bus station located at the eastern terminus of San Ysidro Boulevard. A number of small, temporary stands stocked with curios, crafts and miscellaneous goods from Mexico are also located here.

In general, the sub-district lacks unifying design elements and is an uninviting entrance into the community and the country. It is beautifully sited, however, as it is framed by Mexico to the south and the slopes of Otay Mesa to the east. Tremendous potential exists for transforming this area into an aesthetically appealing International Gateway. It is also served by I-5 and I-805, a rail line, and the San Diego Trolley. (See **International Gateway Element** “Grand Central Station.”)

#### **Visitor Commercial - District 4**

The commercial uses at Dairy Mart Road and the west side of I-5 at Via de San Ysidro are comprised mostly of freeway/tourist businesses. Uses include motels, recreational vehicle parks, fast-food franchises and coffee shops. Some multifamily housing is also located in this area. A moderately sized mall occupies a 4.5-acre site on the northwest corner at the intersection of I-5 and Dairy Mart Road.



Visitor Commercial - District 4

Although easily accessible and well maintained, this shopping center has not benefited from either community or freeway customers.

#### **Neighborhood Service - District 5**

A small neighborhood-serving center is located along Beyer Boulevard between Cottonwood Road and Alaquinas Drive. It includes a convenience store, gas station, grocery store and the San Ysidro Health Center. These few facilities are the only commercial uses serving the northern portion of the planning area. The health center is the only medical facility within the community boundaries. This area is loosely connected and is actually a string of businesses rather than a center. It lacks landscaping, unifying design elements and is poorly maintained.



Neighborhood Serving - District 5



## **Visitor Commercial and Discount Center - District 6**

The sixth commercial district is located west of I-5 and consists of a factory outlet mall which opened in 1988, and several tourist-oriented businesses, including a motel, restaurants and Mexican insurance. The outlet center, formerly an unsuccessful traditional mall, is hoping to attract tourists (American and other nationalities) who are traveling south to visit Mexico. While this center is well designed and landscaped, the remainder of the commercial area is disjointed and lacks unifying design elements. Most of San Ysidro's vacant land is in this district (just south and west of the factory outlet) and is ideal for new development. Although surrounded by single- and multifamily development to the east, and despite the presence of a growing population in this sector of the community, there are few neighborhood-serving commercial businesses. (See **International Gateway Element** "Future Tourist Commercial.")



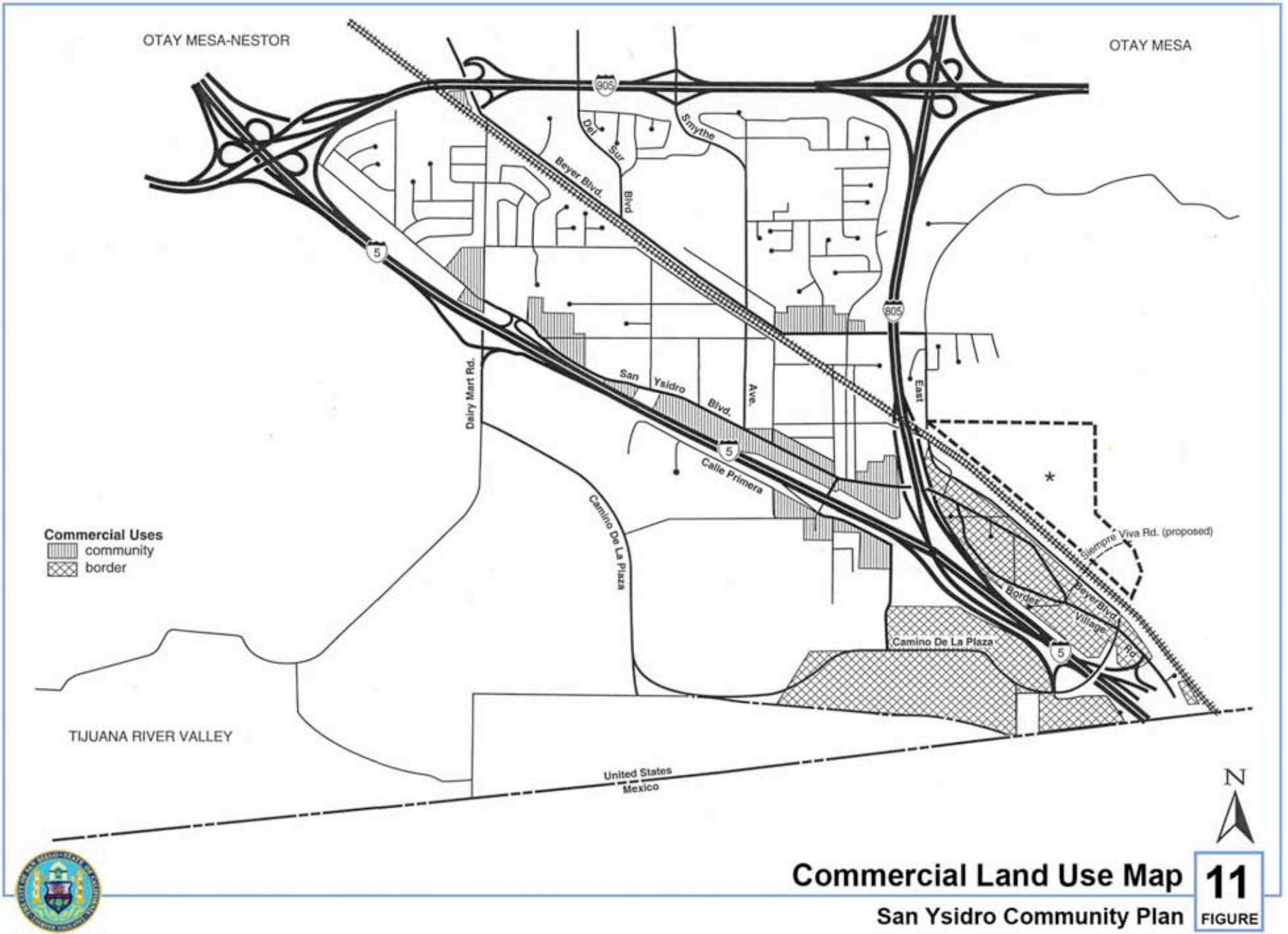
Visitor Commercial and Discount Center - District 6

In recent years, approximately 47 acres of commercially-zoned land have been developed as multifamily housing. (As referred to in the **Residential Element**, residential development in the City of San Diego is permitted, by right in commercially-zoned areas, at densities up to 29 units per acre.) Residential development in commercial areas, combined with a rapidly growing population, has led many residents to believe that the existing commercial uses (and public facilities and services) are insufficient.

### **Existing Market Conditions**

San Ysidro's local economy is influenced by a number of forces, some of them border-related. As described above, the community's commercial establishments serve four major markets: Mexican consumers, local residents, American tourists and undocumented immigrants. Generally, the majority of the older businesses are in poor physical condition. Many buildings have low vacancy rates, but the turnover rate of commercial uses is high, which reflects the fact that some businesses are constantly closing and reopening. Additionally, San Ysidro businesses have few goods and services from which residents can choose to meet their everyday needs, so they elect to shop elsewhere. There are few leisure centers and gathering places, such as bowling alleys, cinemas, discotheques and public urban spaces. Such services are essential in communities like San Ysidro with young populations. Instead, young people go to Tijuana and other nearby communities for their entertainment. It should also be noted that, in general, San Ysidro residents have lower incomes than the City and countywide average.

Mexican consumers comprise the largest market in the community. Unfortunately, their buying power has been unreliable due to the instability of Mexico's economy in the 1980s and the recent devaluations of the peso. Each time the Mexican economy takes a downward turn, San Ysidro's economy is equally affected.



The following charts (see **Tables 6 and 7**) list the major shopping and hotel/motel developments in the community. As the charts illustrate, there is a high building occupancy rate for the major shopping centers. The hotel/motel occupancy rates are considered fair; the total number of hotel rooms in the community is 781. However, the community's strip commercial and the new commercial development at the border trolley station and south of I-5 has been much less successful as physical deterioration and empty tenant spaces indicate.

**Maintenance, Rehabilitation, or Redevelopment Needs**

Both the community and tourist-oriented segments of San Ysidro Boulevard (see **Figure 10**, Districts 1, 2 and 3) are in need of economic revitalization. Several major trends have contributed to the decline of San Ysidro's commercial core:

- New supermarkets and other stores seeking the business of the Mexican consumer have developed in recent years. Community residents have reported that they shop elsewhere because the new stores tend to charge higher prices, stock poor quality merchandise and tend to be gathering places for undocumented immigrants and immigrant smugglers.
- Through the 1980s, as the value of the peso dropped dramatically, numerous “casas de cambio” (money exchange houses) emerged and replaced the “mom and pop” stores that had existed on San Ysidro Boulevard for decades. There are few stores or restaurants left which attract residents. They shop outside of the community looking for a wider variety of shops than is available in San Ysidro, depriving the community of potential revenues.
- American tourists stop, if at all, only to exchange money and to purchase Mexican insurance. No other tourist destination, or even a public comfort and information center exists.

**TABLE 6**  
**INVENTORY OF MAJOR SHOPPING CENTERS IN SAN YSIDRO – JANUARY 1989**  
 Williams and Kubelbeck & Assoc., Inc. and City of San Diego Planning Department

<b>Name/Location</b>	<b>District</b>	<b>Leasable Sq. Ft.</b>	<b>Year Opened</b>
<b>San Diego Factory Outlet</b> (formerly Plaza Mayor) Camino de la Plaza	6	210,000	1976
<b>Big Bear Center</b> (+new)* West San Ysidro Boulevard	2	80,000 (+new)*	1978 (+new)*
<b>Von's/Long's</b> San Ysidro Square East San Ysidro Boulevard	3	35,000	1968-69
<b>Border Village</b> Border Village Road	3	3,000	1982
<b>Plaza International</b> 360-390 East San Ysidro Boulevard	3	20,000	—
<b>Border/Trolley Park</b> East San Ysidro Boulevard	3	8,000	1983
<b>Dairy Mart Center</b> Dairy Mart Road	4	46,000	1988

\* An addition to the Big Bear Center, including a fast-food restaurant, laundromat and auto parts store, completed in Fall 1988.

**TABLE 7**  
**INVENTORY OF HOTELS/MOTELS – SPRING 1989**  
**Williams and Kubelbeck & Assoc., Inc. and City of San Diego Planning Department**

<b>Name/Location</b>	<b>District</b>	<b>Rooms</b>	<b>Occupancy*</b>
Economy Inns of America	5	122	n/a
Motel 6	5	103	96%
International Motor Hotel	5	102	70%
Best Western – Valli-Hi	3	100	45%
Mexico Gateway Travelodge	2	34	50%
Flamingo Motel	2	25	55%
Frontier Motel	5	25	75%
Holiday lodge Motel	2	21	70%
San Ysidro Hotel	1	20	55%
La Nola Hotel	1	20	80%
El Toreador	2	42	95%
Rodeway Inn on the Border	3	167	70%
<b>781 total</b>			<b>68% average</b>
<b>number of rooms</b>			<b>occupancy</b>

\* Long-term residents (those occupying rooms for two weeks or longer) account for roughly 23% of total guests.  
n/a = not available

**OBJECTIVES**

- Attract community-oriented commercial redevelopment and infill projects in the historic town center.
- Provide adequate parking in the San Ysidro Boulevard/Border Village Road area to ensure that businesses will benefit from improved vehicular traffic.
- Improve the appearance of dilapidated commercial structures and upgrade the landscaping.
- Redevelop the International Gateway area with regional commercial development and infill projects to provide jobs for San Ysidro residents and to improve the physical appearance of the area.
- Provide commercial development near residential areas to serve neighborhoods and ensure that they are designed to complement those neighborhoods.
- Capitalize on the opportunities for commerce provided by Otay Mesa development.
- Provide adequate commercial facilities within areas designated for commercial use to meet the needs of both residents and visitors.



## RECOMMENDATIONS

(See **Figure 11** for recommended commercial land uses.)

### **Community-wide**

1. Utilize the wide-ranging services of the San Ysidro Revitalization Project, the local community development corporation (CDC), to the fullest extent. This non-profit development corporation can, for example, provide linkages to employment opportunities and occupational training, devise programs to offer low-interest loans for facade improvements, organize Business Improvement Districts (see Recommendation #3), and can act for the Redevelopment Agency by acquiring land for redevelopment in a designated Redevelopment Project Area.
2. Assist the San Ysidro Revitalization Project and other community groups in the search for funding by publicizing information related to grants, including but not limited to, the Community Development Block Grant Program (CDBG).
3. Establish a Business Improvement District (BID), a means by which businesses can agree to assess themselves and raise funds to promote the San Ysidro Boulevard community commercial core area. Assessment from a BID can only be used within the district boundaries for uses such as the construction and maintenance of parking facilities, promotion of public events, and the decoration of public spaces in the district. A BID will assist in stimulating an awareness of San Ysidro as a destination, an appealing place in which to live and work and an exciting place to visit. Construction, maintenance and improvement of sidewalks could be required by a Building Inspection Department Permit.
4. Utilize the vacant warehouses in the International Business Park and adjacent industrial areas at Calle Primera and Via Segundo, southwest of I-5, for new uses such as theaters, skating rinks and bowling alleys. Additional uses could include professional office and “heavy” commercial uses such as health clubs, trade schools, furniture stores and hardware stores. This can be accomplished by rezoning the properties from M-1A and M-IP to a multiple-use zone. This area has excellent freeway visibility and in 1989, new commercial uses, such as a swap meet and a retail outlet, were beginning to locate here. (See the **Industrial Element**.)
5. Enlist the support of the news media, elected officials, the County Health Department and other agencies, to ensure that local grocery stores are well maintained and will stock merchandise which is of similar quality to other stores elsewhere in the City at similar prices.
6. Establish a code enforcement task force to correct the numerous zoning, building and sign code violations in the commercial corridors. Additional enforcement is necessary due to the zoning violations which are border related, such as the proliferation of barbed wire fences to prevent the intrusion of undocumented immigrants and drug traffic.
7. Limit residential development in commercial areas on San Ysidro and Beyer Boulevards (above the street level only). (See **Residential and Urban Form Elements**.)

8. Establish a redevelopment survey area which could include all land designated for commercial, industrial, institutional and residential uses to determine a Redevelopment Project Area. A Redevelopment Project Area can help to eliminate physical, social and economic blight and assist with the revitalization of the community. Redevelopment projects are undertaken by redevelopment agencies which can assemble financing packages, acquire land, relocate site occupants, and rehabilitate and redevelop property. As the value of the property rises, the revenues from increased property taxes would be reinvested in the community. These revenues would be used for commercial revitalization, which would ultimately attract future development. A portion of the funds would be used for residential rehabilitation. (See also **International Gateway Element**, “International Gateway Districts” and **Residential Element**.)

### **Districts 1, 2 and 3**

1. Require discretionary review of development proposals in these districts to preserve the historic, small-scale character and to provide for sensitive rehabilitation and redevelopment.
2. Designate Districts 1 and 2 for community-serving commercial uses. Except for Site I in District 1, rezone the properties within these districts to permit only these uses.
3. Designate District 3 for tourist-serving commercial uses (Border Commercial). Rezone the properties within this district to permit these uses.
4. Establish a unifying architectural, signage and landscaping theme for the community commercial section of San Ysidro Boulevard consistent with the historic character of the area. (See also **Urban Form** and **Cultural and Historic Resources Elements**.)
5. Establish a financing program for facade and other improvements in the community commercial core and visitor-oriented commercial area along San Ysidro Boulevard. Participants would be subject to the design guidelines specified in the **Urban Form Element** of this Plan. (See **Figure 10**, Districts 1 and 2.)

6. Create a “Mercado” (market), similar to the Tianguis El Monte store located in the Los Angeles area. (Tianguis is a branch of Von’s Grocery Company which specializes in a variety of goods and prepared foods from Mexico.) The design theme should be festive to help the mercado attract residents and tourists, alike. One possible site in San Ysidro is the existing San Ysidro Square (Von’s/Long’s Center) at San Ysidro Boulevard and Louisiana

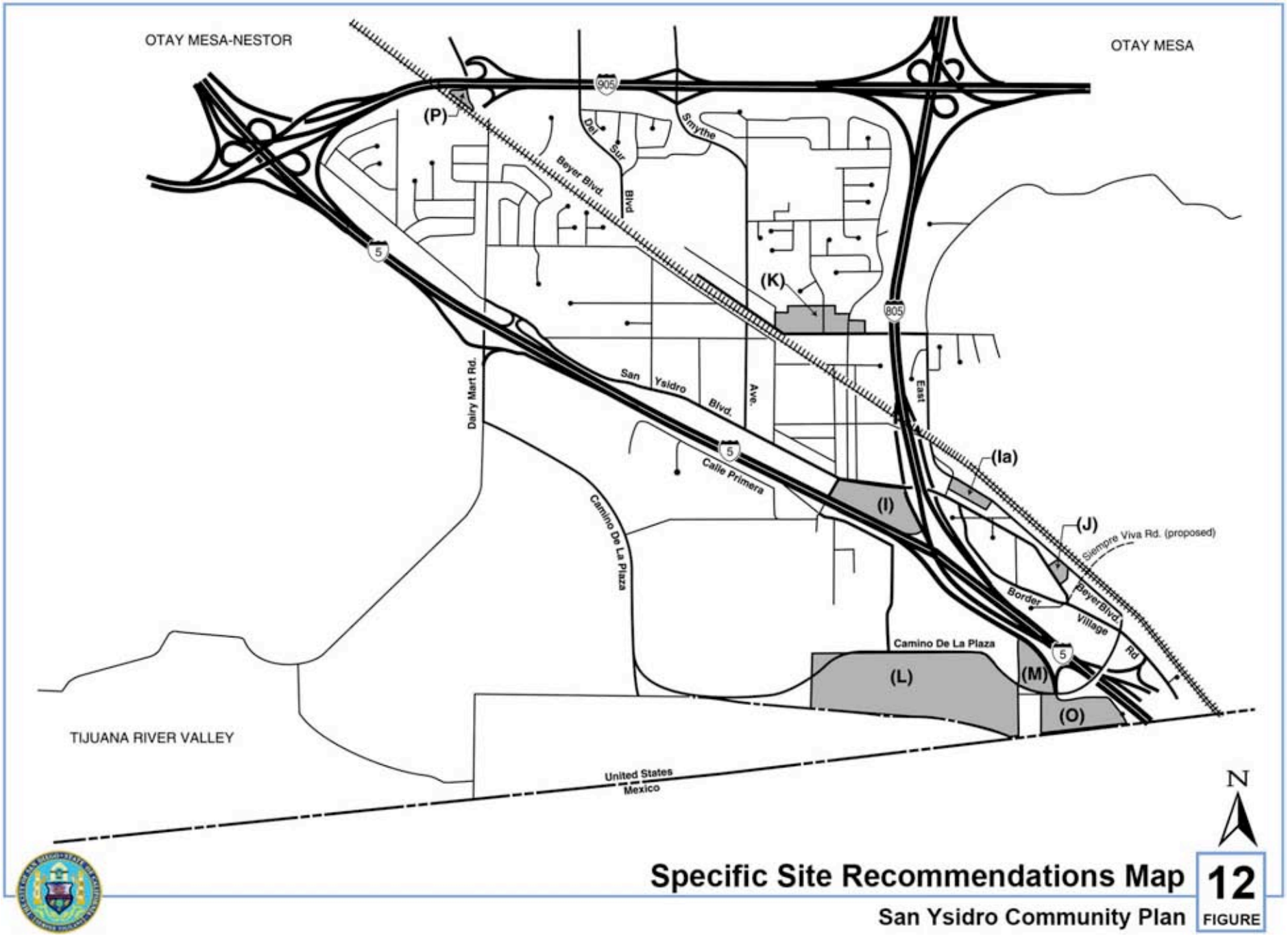


Avenue. This site contains 8.9 acres and ample parking. Uses could include vegetable and meat markets, booths filled with spices, herbs, fabrics, kitchen utensils and clothing—a Mexican mercado.

7. Preserve small-scale development and provide pedestrian amenities, such as benches and landscaping, in the community commercial core area of San Ysidro Boulevard as part of either a Business Improvement District or a San Ysidro Revitalization Project program or Redevelopment Project.
8. Require ground floor retail in all development along commercial streets, such as San Ysidro Boulevard and Border Village Road, to enhance the environment at the pedestrian level.
9. Construct a couplet at San Ysidro Boulevard and Border Village Road to improve traffic circulation and to connect the two commercial areas to form one district. (See also the **Transportation and Circulation** and **Urban Form Elements**.)
10. Develop a plaza-type commercial development (to include public urban outdoor space) at the San Ysidro Boulevard and Border Village Road couplet area with unique and unifying signage, landscaping and an architectural theme based upon San Ysidro's ethnic identity. This will provide both the resident and tourist with an attractive shopping area and will promote a positive San Ysidro image.
11. Develop a bilingual movie theater in District 1. The theater would be a community and regional attraction offering English-language and Spanish-language films with subtitles. (See also the **International Gateway Element**.)
12. Do not allow the expansion of commercial uses on Olive Drive.

#### **District 4**

1. Require discretionary review of development proposals in this district because it contains areas immediately adjacent to the freeway and residential neighborhoods and two of the community's major entrances.
2. The Planned Commercial Development Permit that covers the Dairy Mart Center should only allow an expansion of uses permitted by the existing underlying CN zone. Permit only neighborhood commercial retail uses on this site and the site on the southwestern corner of the intersection of Dairy Mart Road and I-5, due to the lack of such facilities in the western portion of the planning area.
3. Maintain the freeway and tourist-oriented uses to the immediate east of Dairy Mart Road but do not allow the expansion of these uses in this district.
4. Do not allow the expansion of tourist-oriented uses in the area west of I-5 at Via de San Ysidro. Rezone these properties to permit only community-serving commercial uses because of the lack of such facilities in the western portion of the planning area.





## **District 5**

1. Require discretionary review of development proposals in this district to provide for sensitive rehabilitation and redevelopment.
2. Upgrade the businesses along Beyer Boulevard, between North Lane and Alaquinas Drive, to form a more cohesive neighborhood-serving center.
3. Site and building design must ensure that new development and redevelopment is compatible with the surrounding residential neighborhood and is “human-scaled” and oriented to the pedestrian. Site the structures to front the street with parking towards the rear of the site.
4. Require ground floor retail in all development in commercially designated areas along Beyer Boulevard to enhance the environment at the pedestrian level.
5. Rezone the properties within this district to permit only neighborhood-serving commercial uses.

## **District 6**

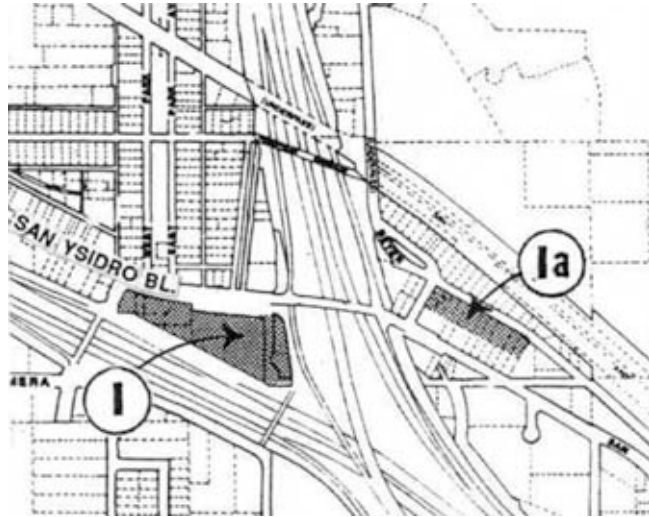
1. Require discretionary review of development proposals in this district because of its proximity to the border, the potential impacts due to Border Patrol operations and illegal immigration, and the potential for this area to form an International Gateway.
2. Designate the underdeveloped area west and south of I-5 and immediately north of the border for tourist-oriented retail, professional office, and heavy commercial uses such as furniture stores, hardware stores and trade schools, by utilizing a multiple-use zone. This will allow for a variety of commercial uses and provide a commercial and financial center for the Mexican and American consumer and the business community that conducts business transactions on both sides of the border.
3. Establish a regional shopping/visitor center at the border. It should include uses to attract both the American tourist (arts and crafts, restaurants) and the Mexican consumer (clothing, appliances, postal and banking services). (See also the **International Gateway Element**.)

## **SPECIFIC SITE RECOMMENDATIONS**

Discretionary review of development proposals is recommended for the following sites. (See **Figure 12**.) These sites are included because they form the remaining undeveloped (or underdeveloped) commercial areas within the community, because of particular cultural, architectural or potential historic significance, or because of location (for example, forming an entrance into the community). The design guidelines are in addition to the guidelines contained in the **Urban Form Element** and are to be considered in the evaluation of proposed development.

### Site I

This site is located in District 1 on the south side of San Ysidro Boulevard at Via de San Ysidro and is across the street from the public library. Discretionary review of development proposals for this site is recommended because it is a major entrance to the community and within the Historic Community Commercial District. In addition, the site could serve as a pedestrian link because of the pedestrian bridge that spans I-5 and the linear park across San Ysidro Boulevard.



### **Proposed Land Use Designation:**

Neighborhood Commercial

**Recommended Zoning:** A zone which permits only community-serving commercial uses and Mexican insurance sales and money exchanges.

- **Site and Building Design.** Provide a strong well-landscaped link to the library and the linear park to the north and to the pedestrian bridge at the southeastern edge of the property by utilizing pedestrian-oriented design elements such as plazas, fountains or sculptural elements, paths and landscaping. Community-serving retail uses, pedestrian in scale and oriented to the street, should further strengthen the link. Place buildings along San Ysidro Boulevard at the property line to maintain the uniform building setbacks of the historic commercial area.

### Site Ia

This site, located in District 3, consists of the properties on the south side of East Beyer Boulevard from Center Street to west of Bolton Hall Road. A San Ysidro Development Permit is required to ensure that commercial activity along San Ysidro Boulevard is not weakened and that residents on the north side of East Beyer Boulevard are not negatively impacted by commercial development.

**Proposed Land Use Designation:** Border Commercial

**Recommended Zoning:** CSR-3 (CPIOZ Type B).

- **Site and Building Design.** Encourage frontage on or access from San Ysidro Boulevard or from an alley off of the Boulevard and discourage access from East Beyer Boulevard. Locate, buffer, and attractively and completely screen with solid walls and landscaping all service and mechanical areas and parking lots to minimize impacts to residents on the north side of East Beyer Boulevard. Where possible, orient development to San Ysidro Boulevard and enhance its pedestrian character. Place buildings along San Ysidro Boulevard at the front property line to maintain the uniform building setbacks of this area.
- **Uses.** Provide visitor-oriented uses, including retail and entertainment.

### Site J

The El Toreador Hotel site, a community and potentially historic landmark, is located in District 3 on San Ysidro Boulevard, south of I-805. (See also **Cultural and Historic Resources Element**.) The site is a candidate for adaptive reuse as a restaurant/retail center. If designated as a historic site, the Urban Conservation Section and the Historic Site Board will review design and rehabilitation proposals.



**Proposed Land Use Designation:**

Border Commercial

**Recommended Zoning:** A zone which permits tourist-serving commercial uses.

- **Site and Building Design.** Preserve and enhance the existing structures, the central main building and the surrounding bungalow court, the existing “El Toreador Motel” sign and the Virgin Mary grotto in the hillside to the rear of the site. Design new structures within the development and its immediate vicinity to reflect the Spanish Colonial Revival character of the existing structures. Enhance the pedestrian scale and orientation of the existing development by utilizing pedestrian-oriented design elements, such as plazas, fountains and landscaping.
- **Uses.** Provide visitor-oriented uses including retail, entertainment and a sit-down restaurant.

### Site K

See District 5 recommendations.

### Sites L, M and O

These sites are located in District 6 west of Interstate 5, immediately north of the International Border. Discretionary review of developments proposed at these sites is recommended because of the large expanse of vacant land, the proximity of these sites to the International Border, the need for an adequate circulation system to serve the area, and the need for a variety of commercial uses.

**Proposed Land Use Designation:** Border Commercial

**Recommended Zoning:** A Multiple-use zone

- **Uses.** Include tourist-oriented development such as retail and entertainment, a limited amount of professional office, and heavy commercial development such as furniture and

hardware stores. This would encourage the development and redevelopment of existing underdeveloped commercial and industrial parcels to an intensity and use compatible with a new image for San Ysidro as a major tourist/commercial/cultural center. Every development proposal should include an area dedicated to furthering this type of center. This could be accomplished by providing public plazas and gathering places, linkages to existing neighborhoods and transit centers, entertainment uses, and free/foreign trade zones designed to draw community and regional customers.



- **Site Design.** Develop a comprehensive landscape plan for the area to include a street tree planting theme.

Larger, comprehensively planned development proposals are preferred over small disjointed projects. Every project should identify the vehicular and pedestrian circulation network within the project and as it connects to the community at large. Large expanses of parking areas that create monotonous streetscapes should not be permitted.

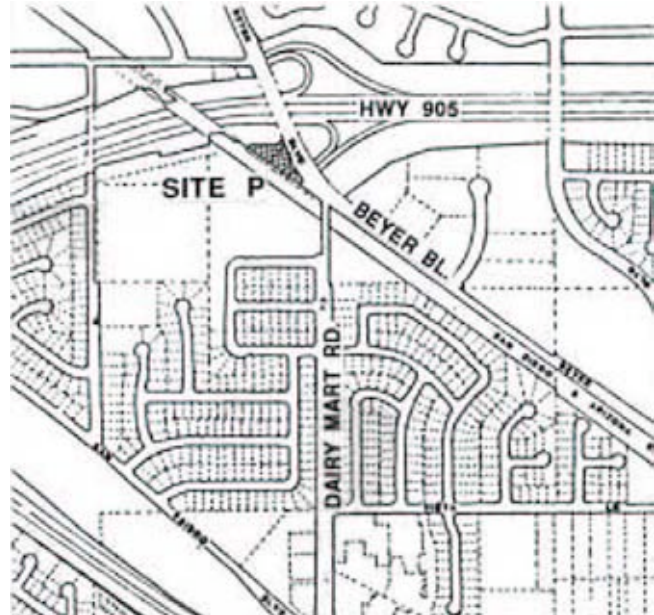
Transitions, such as landscaped areas and offices, should be provided between large scale heavy commercial uses and smaller more pedestrian-oriented retail outlets.

- **Design Theme.** The area should develop with common design elements to help distinguish it as a special place. This does not mean that all buildings should look alike, but rather that they contain common factors such as consistent street setbacks, cohesive pedestrian path and plaza systems and compatible landscape themes, building materials and roof elements. Individual site development proposals should be reviewed for accomplishment of design goals within the project itself and as they relate to other projects in this area. Design review should focus on the quality of the spaces that are created between buildings.



## **Site P**

This site is located at Beyer Boulevard and SR-905. It is too small to be considered a commercial center (it currently contains two businesses, a liquor store and a small furniture store) and is not included in one of the six commercial districts. Discretionary review of development proposals for this site is required because it is a major entrance into the community and is adjacent to the trolley corridor, a neighborhood park and an industrial park.



### **Proposed Land Use Designation:**

Community Commercial

**Recommended Zoning:** A zone which permits only community-serving commercial uses.

- **Site and Building Design.** Provide a pedestrian link from the development, across the trolley corridor to the park and nearby residential neighborhood. In addition, provide a link to the industrial park across the street. Site structures to front the street with parking towards the rear of the site.

Note: See also **page 40** of the **Residential Element** (Site E. 1) and **page 87** of the **Industrial Element** (Site S) for an alternative Border Commercial use east of the railroad tracks near the border.