



# REPORT

## THE CITY OF SAN DIEGO TO THE PARK AND RECREATION BOARD

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DATE ISSUED: June 9, 2014

REPORT NO. 201

ATTENTION: Park and Recreation Board  
Agenda of June 19, 2014

SUBJECT: SOUTHEASTERN SAN DIEGO AND ENCANTO NEIGHBORHOODS  
COMMUNITY PLAN UPDATES – RECREATION ELEMENT

### SUMMARY

THIS IS AN INFORMATION ITEM TO UPDATE THE PARK AND RECREATION BOARD ON THE SOUTHEASTERN SAN DIEGO AND ENCANTO NEIGHBORHOODS COMMUNITY PLAN UPDATES. NO ACTION IS REQUIRED ON THE PART OF THE PARK AND RECREATION BOARD AT THIS TIME.

### BACKGROUND

As part of the City's work program to update community plans, the City embarked on the update to the Southeastern San Diego (SESD) Community Plan in April 2013. This effort will update the 1987 SESD community plan, resulting in two distinct new community plans for the Southeastern San Diego and Encanto Neighborhoods. The update effort will also create two public facilities financing plans, and rescind the existing Southeastern San Diego Planned District Ordinance and replace it with regulations aligned with City-wide zoning. A comprehensive Programmatic Environmental Impact Report will be prepared to analyze impacts associated with the plan updates. This report provides a summary of the existing conditions for each community, as well as the next steps to complete the plan update process.

#### Southeastern San Diego Recreation Facilities

Located just east of Downtown San Diego, Southeastern San Diego (SESD) is surrounded by several other community planning areas: Golden Hill and City Heights to the north and Encanto Neighborhoods to the east. It also lies near major recreation facilities in Balboa Park and San Diego Bay. Although the community is divided by its freeways, the access that they provide is a key resource for the community. The SESD community lies south of State Route 94 (SR-94), between Interstate 5 (I-5) and Interstate 805 (I-805), and north of the city limits of National City. The planning area encompasses 2,950 acres, not including 121 acres of unincorporated San Diego County land in the eastern portion of the planning area. The SESD Planning Area is

home to over 57,000 residents.

The SESD Planning Area is primarily residential, with a mixture of single-family and multi-family housing in all neighborhoods. Commercial development is concentrated along commercial corridors west of State Route-15 and at shopping centers to the east. Industrial uses are found on both sides of State Route-15 south of State Route-94 (Gateway West and East) as well as along Commercial Street. The Planning Area includes 1,867 acres of land, not including streets and public right-of-way. Sixty percent of this land, or 1,120 acres, is residential, including 667 acres of single-family and 454 acres of multi-family residential. The residual acreage is comprised of community facilities, including schools, churches, community centers, fire and police stations, commercial uses, including offices and parking, and industrial uses (including utilities). Mount Hope Cemetery occupies another seven percent (123 acres) in the Planning Area's eastern section, while parks and other open space account for six percent (111 acres). There are 65 acres of vacant land, accounting for three percent of the total.

The park system that currently serves Southeastern San Diego includes two community parks: Memorial Park in the west and Southcrest Park in the east. Both parks provide active and passive recreation, multi-purpose fields, children's play areas and picnic areas. The community includes five neighborhood parks: Grant Hill Park, Dennis V. Allen Park, Mountain View Park, Dorothy Petway Park and Willie Henderson Sports Field Complex. The Willie Henderson Sports Complex at the eastern edge of the Planning Area features nearly 17 acres of sports fields and multi-purpose courts. There are six existing pocket parks considerably less than one acre in size. These pocket parks are the only public parks within walking distance for many residents. Five Joint Use facilities, Chavez, Kimbrough, Rodriguez, Sherman Heights Elementary Schools and King/Chavez Primary Academy provide turf multi-purposed playfields. There are four existing recreation centers located at Memorial, Southcrest, Mountain View Neighborhood Park and Stockton Joint Use Facility that serve the community's indoor recreational needs. The one Aquatic Complex is located at Memorial Park.

#### Encanto Neighborhoods Recreation Facilities

The Encanto Neighborhoods are located proximate to major employment and commercial centers in the South Bay and Downtown and linked to them by freeways, trolleys and buses. Southeastern San Diego and Encanto Neighborhoods is surrounded by several other community planning areas including: Mid-City to the north, Southeastern San Diego to the west, and Skyline-Paradise Hills to the southeast. The cities of Lemon Grove and National City share boundaries to the east and south, respectively. The community is surrounded on two sides by freeways, providing good access to local and regional destinations.

The Encanto Neighborhoods planning area is composed of primarily residential neighborhoods. The commercial core is located around the intersection of Imperial Avenue and Euclid Avenue, the community's primary east-west and north-south corridors. Neighborhoods west of Euclid Avenue are somewhat older and characterized by gridded streets and a mixture of land uses. Neighborhoods to the east have informal residential character, interspersed with hillsides and canyons. Encanto has seen very little development in recent years, despite an in-city location and accessibility by the freeway and transit systems.

The park system which currently serves Encanto Neighborhoods includes two community parks: Encanto Community Park in the northeast and Martin Luther King Jr. Memorial

Community Park in the southeast. Both parks include a combination of ball fields and areas for passive recreation. The community includes three neighborhood parks: Emerald Hills Park, Gompers Park and John F. Kennedy Park. All provide children's playgrounds, comfort stations, and passive recreation. Emerald Hills Park also includes tennis and multi-purpose courts. Walls of Excellence is a pocket park/plaza recognizing outstanding local residents for contributions to the community. Three Joint Use facilities, Chollas-Mead, Kennedy-Porter and Valencia Park Elementary Schools provide turf multi-purposed playfields. There are six existing recreation centers located at Encanto and Martin Luther King Community Park and Memorial, Southcrest, Mountain View Neighborhood Park and Stockton Joint Use Facility that serve the community's indoor recreational needs. The one Aquatic Complex is located at Martin Luther King Community Park.

#### Specific Master Plans for Encanto Neighborhoods

Utilizing grants from both the Smart Growth Incentive Program and Caltrans Environmental Justice Grant, three master plans addressing land use and mobility have been developed in coordination and concurrently with the community plan updates. They are the Euclid & Market Land Use and Mobility Plan (EMLUMP), the Euclid Avenue Gateway Master Plan and the National Avenue Master Plan.

The Euclid & Market Land Use and Mobility Plan (EMLUMP) is generally bounded by State Route 94, 47<sup>th</sup> Street I-805, Imperial Avenue, and Merlin Ave. Parks and open space along Chollas Creek corridor are proposed as part of this master plan effort and are shown in the EMLUMP for illustrative purposes only. Future park facilities would be determined through a public input process. (Attachment 1)

The Euclid Avenue Gateway Master Plan focuses on the segment of Euclid Avenue between SR-94 and Guymon Street in the Encanto Neighborhoods Planning Area. A park at the corner of Guymon Street and Euclid Avenue is proposed as part of this master planning effort and is shown in the Plan for illustrative purposes only. Future park facilities would be determined through a public input process. (Attachment 2)

The National Avenue Master Plan focuses on a 1.8-mile segment of National Avenue between Interstate 5 (I-5) and 43rd Street in the Southeastern San Diego Community Planning Area. This plan's recommendations are illustrated in urban design concepts and include the conversion of the industrial park west of State Route 15 into active park and recreation uses. This proposed park is shown in the Plan for illustrative purposes only (Attachment 3). Future park facilities would be determined through a public input process.

#### DISCUSSION

The proposed Recreation Element of the community plan update include specific goals and policy recommendations for addressing population-based park and recreation facilities, preservation, protection and enhancement of those facilities, accessibility to the facilities, and open space lands. These recommendations, along with goals and policies of the General Plan, provide a comprehensive parks strategy intended to serve the recreational needs of the two communities through the next twenty years.

While the City's primary goal is to obtain land for population-based parks, in some communities where vacant land is not available or is cost-prohibitive, the General Plan allows for the use of park equivalencies to be determined by the community and City staff through a set of guidelines. The Southeastern San Diego and Encanto Neighborhoods Community are urban communities where park equivalencies would be appropriate for satisfying some population-based park needs. The Recreation Element for these two communities include park equivalency categories, such as joint use and trails located in Open Space, (see Table 7-2, Population-based Parks and Park Equivalencies Inventory, in the draft SESD Community Plan (Attachment 4) and Encanto Neighborhoods (Attachment 5).

#### Southeastern San Diego Future Park and Recreation Facilities

Through the community plan update process, staff and the community were able to identify a potential location of one new Community Park and 30 potential sites for neighborhood and pocket parks. Some of these sites would need to be acquired through land acquisitions. Approximately 13 sites have been identified as park equivalencies, including joint use facilities, non-traditional park sites and facility expansion. An estimated 171 total acres of population-based parks will be needed to serve Southeastern San Diego by community build-out. The draft Community Plan's Recreation Element provides the potential for approximately 139.4 acres of population-based parks (including park equivalencies). With 80.3 acres of existing population-based parks and equivalencies, combined with the 59.1 acres of potential future parks and equivalencies that have been identified, a 31.6-acre deficit will result. The deficit will need to be fulfilled in the future by land acquisitions/donations or future park equivalencies identified by the City or the community. With 45,200 square feet of existing recreation centers, at community build-out, there will be a 3,700 square feet surplus of recreation centers. Also, at community build out there will be a need for 1.2 aquatic centers. No future aquatic complexes are proposed at this time and will result in a 0.2 deficit of an aquatic complex.

#### Encanto Neighborhoods Future Park and Recreation Facilities

Through the community plan update process, staff and the community were able to identify potentially two future neighborhood parks, eight mini-parks and five pocket parks. Some of these sites would need to be acquired through land acquisitions. Approximately 10 sites have been identified as park equivalencies, including joint use facilities, trails, and privately-owned park sites. An estimated 188.3 acres of population-based parks will be needed to serve the Encanto Neighborhoods by community build-out. The draft Community Plan Recreation Element provides the potential for approximately 143.5 acres of population-based parks, including park equivalencies. With 61.8 acres of existing population-based parks combined with the 80.9 acres of potential future parks and equivalencies that have been identified, a 45.3-acre deficit will result. The deficit will need to be fulfilled in the future by land acquisitions/donations or future park equivalencies identified by the City or the community. With 26,900 square feet of existing recreation centers combined with a proposed 17,000 square feet recreation center to be located at Emerald Hills Neighborhood Park there will be a 1,800 square feet deficit of recreation centers at community build-out. Encanto Neighborhoods has one Aquatic Complex located at Martin Luther King Community Park and will also have a proposed Aquatic Complex at Encanto Community Park which will result in a surplus of 0.7 aquatic complexes.

### Summary of Park and Recreation Facilities

Although each community will contain a population-based park deficit, it is anticipated that through future redevelopment of private and public properties, acquisition of land, future joint use opportunities with other public agencies and through the application of future park equivalencies the park deficit will be reduced providing each community with more park and recreation opportunities.

### NEXT STEPS

Over the next three months, staff will work with the Southeastern San Diego and Encanto Neighborhoods Planning groups on incorporating their comments, as well as Planning Commission and Park and Recreation Board comments, into the draft Community Plan and make refinements to a draft land use alternative and zoning program, and the Recreation Element. Staff and the Southeastern San Diego and Encanto Neighborhoods Planning groups will also work together on developing the Public Facilities Finance Plan and reviewing the Draft EIR. The environmental consultant team is currently preparing the first screen check EIR and staff anticipates the draft EIR being released in fall 2014 along with the final draft of the Community Plan, zoning program and PFFP. The proposed Community Plan Updates will then return to the Park and Recreation Board for a recommendation regarding the Recreation Element, and will then go to the Planning Commission for a recommendation and to City Council for adoption.

### CONCLUSION

With community input and through visual surveys, various vacant parcels within the Southeastern San Diego and Encanto Neighborhoods communities have been identified for potential acquisition when funding becomes available. Also, both plans are specifically recommending the inclusion of park equivalencies, which will be counted towards meeting population-based park and recreation standards, and tracked in the community's park inventory in accordance with General Plan guidelines. Currently, there are six other community plan updates underway which could also propose park equivalencies. In order to assist staff in completing the draft Community Plans for Southeastern San Diego and Encanto Neighborhoods, input from the Park and Recreation Board, and the public, is requested and welcomed.

Respectfully submitted,



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- Attachments:
1. Euclid & Market Land Use and Mobility Plan Proposed Overall Chollas Creek Illustrative Plan
  2. Euclid Avenue Gateway Master Plan Proposed Illustrative Park Plan
  3. National Avenue Master Plan Proposed Illustrative Park Plan
  4. Draft Southeastern San Diego Community Plan, Recreation Element
  5. Draft Encanto Neighborhoods Community Plan, Recreation Element

The full draft plans can be accessed at this website:

<http://www.sandiego.gov/planning/community/profiles/southeasternsd/index.shtml#cpu>

<http://www.sandiego.gov/planning/community/profiles/encanto/index.shtml#cpu>

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Figure 4: Proposed Overall Chollas Creek Illustrative Plan





Given the parcelization and ownership patterns in the area, creek improvements are anticipated to occur primarily in conjunction with redevelopment of adjoining land. To date, three segments of Chollas Creek within the EMLUMP area have been improved. The EMLUMP provides design concepts for those portions of the Creek that remain unimproved, showing how gaps in the system can be filled and obstacles overcome to create a comprehensive and inter-connected trail network. The concepts for these unimproved areas, which are referred to as Focused Improvement Areas, are based on the Chollas Creek Enhancement Plan and currently proposed development plans, which include the Northwest Village Commercial and Residential projects north of Market Street, and the Trolley Residential and Festival Park south of Market Street.



# Euclid Avenue Gateway Master Plan

## Plan Maestro del Gateway de la Avenida Euclid



*Vision for corridor land use, mobility, and urban design*

*Visión para el uso de suelo del corredor, movilidad y diseño urbano*

February 28, 2014

### Location and Purpose of Plan

The Euclid Avenue Gateway Master Plan focuses on the segment of Euclid Avenue between State Route 94 (SR-94) and Guymon Street in the Encanto Neighborhoods Planning Area (Figure 1). This plan emphasizes land use, mobility, and urban design. It updates the mix of land uses and building densities, and recommends balancing the needs of all travel modes along the corridor to improve safety and connectivity with nearby housing, schools, shopping, and transit. Urban design recommendations emphasize pedestrian-scale improvements and define Euclid Avenue as a community gateway. Recommendations are shown in urban design concepts for the following two focus areas:

1. Mixed-use development on vacant land northwest of Euclid Avenue and Hilltop Drive
2. Mixed commercial and residential uses between Guymon Street and Hilltop Drive

### Ubicación y Objetivos del Plan

El Plan Maestro de la Avenida Euclid se enfoca en el segmento de la Avenida Euclid que se ubica entre la Carretera Estatal 94 (SR-94) y la Calle Guymon en la zona residencial del área de planificación de Encanto (Figura 1). Este plan resalta el uso de suelo, la movilidad y el diseño urbano. Actualizará el uso de suelo mixto y la densidad de construcción además de que recomienda un balance entre las necesidades de todos los modelos de viaje a lo largo del corredor para mejorar la seguridad y su conectividad con las zonas residenciales cercanas, escuelas, comercios y centros de transporte público. Las recomendaciones se enfocan en mejoras a nivel peatonal y en establecer a la Avenida Euclid como el Gateway de la comunidad. Las recomendaciones que se muestran en los conceptos de diseño urbano están hechas para las dos áreas de interés:

1. Desarrollo del uso de suelo mixto en un lote baldío al noreste de la Avenida Euclid y Hilltop Drive
2. Los usos comerciales y residenciales mixtos entre la Calle Guymon y Hilltop Drive

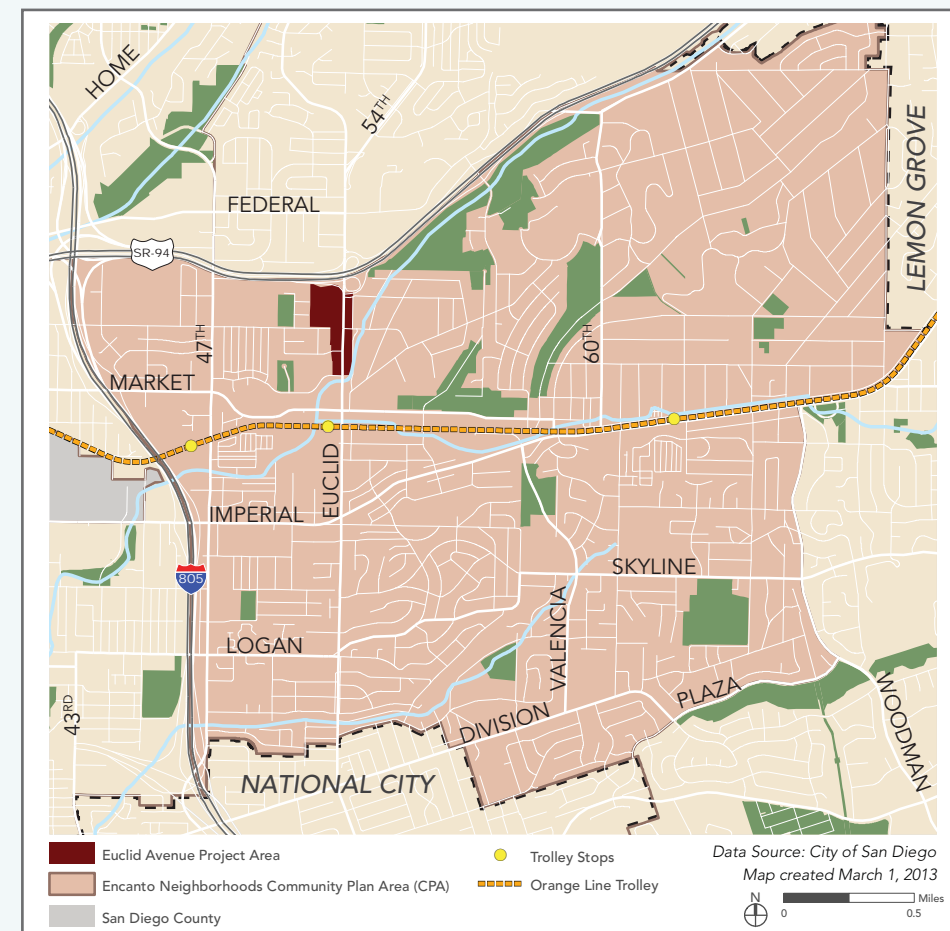


Figure 1: Location of Euclid Avenue project area  
Figura 1: Ubicación de la zona del proyecto de la Avenida Euclid

### Land Use

Existing land uses include vacant parcels west of Euclid Ave (Figure 2) and single-family residential, with institutional (school) and commercial parcels. A large vacant lot (about 9 acres) northwest of Euclid Ave and Hilltop Dr presents a major development opportunity. There is no park land in the plan area, but the corridor crosses Chollas Creek just south of Guymon St, providing access to future trails. Notable land uses nearby include the Euclid Avenue and Market Street Village District, plus several schools, parks, and a library.

### Mobility

Euclid Ave is a busy four-lane roadway with a center turn lane (Figure 3), access to SR-94, and on-street parking that provides about 58 parking spaces. There are no bike lanes. MTS bus routes 955 and 916/917 serve the corridor every 15 and 30 minutes on weekdays, with less frequent weekend service. The Euclid Trolley station is nearby for Orange Line Trolley access. Contiguous 5-ft sidewalks exist on both sides of Euclid Ave, and a shortcut path to Gompers School exists west of Euclid Ave at Hilltop Dr. The intersections at Hilltop Dr and Guymon St are signalized with marked crosswalks. At Lise Ave, Euclid Ave traffic is not controlled and there are no marked crosswalks.



Figure 2: View of vacant land (Euclid and Hilltop) | Figura 2: Vista del Terreno Baldío (Euclid y Hilltop)

### Uso de Suelo

Los usos de suelo actuales incluyen lotes baldíos ubicados hacia el lado oeste de la Avenida Euclid (Figura 2) y casas unifamiliares, terrenos con uso institucional (escuelas) y lotes comerciales. Se está pensando en un lote baldío muy grande (cerca de 9 acres) al noreste de la Avenida Euclid y Hilltop Drive como una gran oportunidad de desarrollo. No hay terreno para parques en el área pero el corredor se cruza con la cañada Chollas justo al sur de la Calle Guymon dando acceso a los senderos que se puedan crear en el futuro. Los usos de suelo cercanos más importantes incluyen la Avenida Euclid y el Distrito Market Street Village además de varias escuelas, parques y una biblioteca.

### Movilidad

La Avenida Euclid es una vialidad muy transitada de cuatro carriles con un carril central para dar vuelta (Figura 3), tiene acceso al SR 94 y estacionamiento público a pie de calle que proporciona 58 cajones de estacionamiento. No cuenta con carriles para bicicleta. Las rutas 955 y 916/917 de los camiones del MTS dan servicio de transporte al corredor cada 15 y 30 minutos entre semana y con menor frecuencia durante el fin de semana. La estación del tren ligero (trolley) de Euclid está muy cerca del acceso a la línea naranja del trolley. Las aceras son continuas y tienen 5 pies de anchura en ambos lados de la calle y un atajo ubicado en el lado este de la Avenida Euclid y Hilltop Drive para llegar a la escuela Gompers. Las intersecciones en Hilltop Drive y la Calle Guymon Street están señalizadas con cruces peatonales marcados. En la Avenida Lise no hay control del tránsito ni están marcados los cruces peatonales.



Figure 3: Pedestrians crossing Euclid at Hilltop | Figura 3: Cruce peatonal yendo de Euclid hacia Hilltop

### Planning Context

This master plan has been developed in coordination and concurrently with the Encanto Neighborhoods Community Plan Update (CPU). The master plan also works with proposed modifications of the SR-94 interchange at Euclid Avenue. Overall recommendations and graphics of the Euclid Avenue Gateway Master Plan will be incorporated in the updated Encanto Neighborhoods Community Plan. Future development will need to conform to the Community Plan's land use designations. The public outreach involved in this effort included ongoing meetings with the Encanto Neighborhoods Community Planning Group between March and December of 2013, pop-up outreach, and two community workshops in 2013.

### Land Use Goals

The Euclid Avenue Corridor will provide a mix of land uses that:

- Promotes employment-generating uses and community-serving retail
- Supports nearby regional transit and transit-oriented development
- Complements nearby institutional facilities, especially schools and library
- Helps identify Euclid Avenue as a gateway to the Encanto Neighborhoods
- Improves open space and trail connectivity

### Mobility Goals

The Euclid Avenue Corridor will promote mobility improvements to:

- Enhance the safety and efficiency of moving pedestrians, bicyclists, transit, and vehicles
- Encourage walking and bicycling with safe and enjoyable facilities
- Provide safer access to transit

### Contexto de Planificación

Este plan maestro ha sido desarrollado en coordinación y al mismo tiempo que la Actualización del Plan Comunitario de los Vecindarios de Encanto (CPU). Este plan maestro también está hecho para acomodar las modificaciones que se propusieron a la intersección del SR 94 en la Avenida Euclid. En general las recomendaciones y las gráficas del Plan Maestro del Gateway de la Avenida Euclid serán incorporadas a la Actualización del Plan Comunitario de los vecindarios de Encanto. Cualquier desarrollo en el futuro tendrá que adaptarse a las normas del Plan Comunitario de los Vecindarios de Encanto. La participación comunitaria de este proyecto se hizo por medio de juntas con el Grupo de Planeación Comunitaria de los Vecindarios de Encanto que se llevaron a cabo entre marzo y diciembre del 2013, difusión espontánea y dos talleres comunitarios en 2013.

### Objetivos del Uso de Suelo

El Corredor de la Avenida Euclid tendrá un uso de suelo mixto que:

- Promoverá usos que generan empleos y comercios que sirven a la comunidad
- Apoya el desarrollo orientado al transporte público y al transporte en las áreas aledañas
- Complementa las instalaciones de gobierno cercanas especialmente a las escuelas y la biblioteca
- Ayuda a identificar a la Avenida Euclid como el Gateway de los vecindarios de Encanto
- Mejora los espacios al aire libre y la conectividad con los senderos

### Objetivos de la Movilidad

El corredor de la Avenida Euclid promoverá mejoras para:

- Mejorar la seguridad y eficiencia de los peatones, ciclistas, transporte público y vehículos en movimiento.
- Motivar a la gente a caminar y a andar en bicicleta con instalaciones seguras y recreativas
- Dará un acceso seguro al transporte público

**Land Use Recommendations**

The recommended land uses are shown in Figure 4. These designations allow mixed uses that provide more community-serving retail and additional housing within the existing residential context.

- Residential – Medium: Provides for both single-family and multifamily housing within a density range of 15-29 du/ac.
- Residential – Medium High: Provides for multifamily housing within a density range of 30-44 du/ac. Commercial uses are allowed.
- Institutional: Provides for public facilities. This parcel is the Earthlab site associated with Millennial Tech Middle School.
- Neighborhood Mixed Use: Provides convenience shopping, services, and housing in a mixed-use setting, as well as civic uses, within generally ½-mile of a Trolley stop.
- Community Mixed Use: Serves the commercial needs of the community at large and provides housing in a mixed-use, moderately high intensity setting within approximately ¼-mile of a Trolley stop. The area with this designation (northwest corner of Euclid and Guymon) is also being considered for park land.

**Recomendaciones para el Uso de Suelo**

Los usos de suelo que se recomiendan se muestran en la figura 4. Estas designaciones de uso de suelo mixto permiten darle mejores oportunidades comerciales que sirvan a la comunidad y una densidad residencial mayor en un contexto ya existente.

- Residencial – Media: Proporciona para ambas casas unifamiliares y multifamiliares un rango de densidad de 15-29 du/ac.
- Residencial – Media Alta: Proporciona a viviendas multifamiliares un rango de densidad de 30-44 du/ac. El uso comercial está permitido.
- Institucional: Se utiliza para instalaciones públicas. El terreno es donde se localiza Earthlab el cual está asociado con Millennial Tech Middle School.
- Uso Mixto Residencial: Tiene tiendas, servicios y viviendas en un escenario de uso mixto, así como para usos públicos y donde generalmente se encuentra alguna estación del tren ligero en un radio de ½ milla de distancia.
- Uso Mixto Comunitario: Sirve en gran parte a las necesidades comerciales de la comunidad y proporciona un escenario de uso mixto así como usos públicos y donde generalmente se encuentra alguna estación del tren ligero en un radio de ¼ milla de distancia. El área con esta designación (esquina noroeste de Euclid y Guymon) también se está considerando como un terreno para parque.

**Mobility Recommendations**

This plan recommends adding Class II bike lanes on Euclid Avenue and improving pedestrian safety (Figures 5 and 6). There are both interim and long-term recommendations. Detailed recommendations include:

- Interim (use existing right-of-way): remove on-street parking along the west side (about 27 spaces), re-stripe the street to add Class II bike lanes, and improve pedestrian crossing at Lise Avenue with rectangular rapid flashing beacon (RRFB) as appropriate.
- Long-term (with future development): add five feet of street width on west side to allow buffered bike lanes, continue Hilltop Drive west past the intersection at Euclid Avenue, and signalize Lise Avenue.
- Incorporate landscaped median with significant community-designed gateway feature near SR-94 interchange.
- Provide intersections with high-visibility crosswalks and ADA-compliant curb extensions.
- Supplement existing street lights with additional lighting to meet City standards, illuminate crosswalks, and provide uniform pedestrian lighting.
- Provide benches and trash receptacles at Hilltop Dr bus stops; supplement Guymon St bus stops so each has a bench and trash receptacle.
- Ensure access from sidewalks and bike lanes to any future trails developed nearby along Chollas Creek.

**Recomendaciones para Movilidad**

Este plan recomienda que se agreguen carriles para bicicleta Clase II en la Avenida Euclid y mejorar la seguridad peatonal (Figuras 5 y 6). Estas son recomendaciones interinas y a largo plazo. A continuación se describen con detalle:

- Interina: (Usar el derecho de vía ya existente): Eliminar el estacionamiento a pie de calle a lo largo del lado oeste de la calle (aproximadamente 27 cajones de estacionamiento) y repintar los carriles sobre la calle para incluir los carriles para bicicleta Clase II y mejorar los cruces peatonales en la Avenida Lise con un faro de luz intermitente rápida adecuada (RRFB).
- Largo Plazo: (Incluye futuros desarrollos): Añadir cinco pies de anchura en el lado oeste de la calle para permitir una zona de protección para los carriles de las bicicletas y seguir hasta el oeste de Hilltop Drive pasando la intersección con la Avenida Euclid y señalizar la Avenida Lise.
- Incorporar callejones con jardineras con diseños que signifiquen algo para la comunidad y que tenga relación con las características del Gateway de la intersección del SR 94.
- Proveer intersecciones y cruces peatonales de alta visibilidad y ampliaciones en las banquetas que se adhieran a las reglas del ADA.
- Suplementar el alumbrado en las calles con más luces para cumplir con los estándares que impone la ciudad, iluminar los cruces peatonales y tener un alumbrado público uniforme.
- Poner bancas y botes de basura en las paradas de camión urbano de Hilltop Drive; mejorar las paradas de camión urbano de la Calle Guymon para que todas tengan una banca y botes de basura.
- Asegurar el acceso desde las banquetas y carriles de bicicletas a cualquier desarrollo de senderos en el futuro cercano a la cañada Chollas.

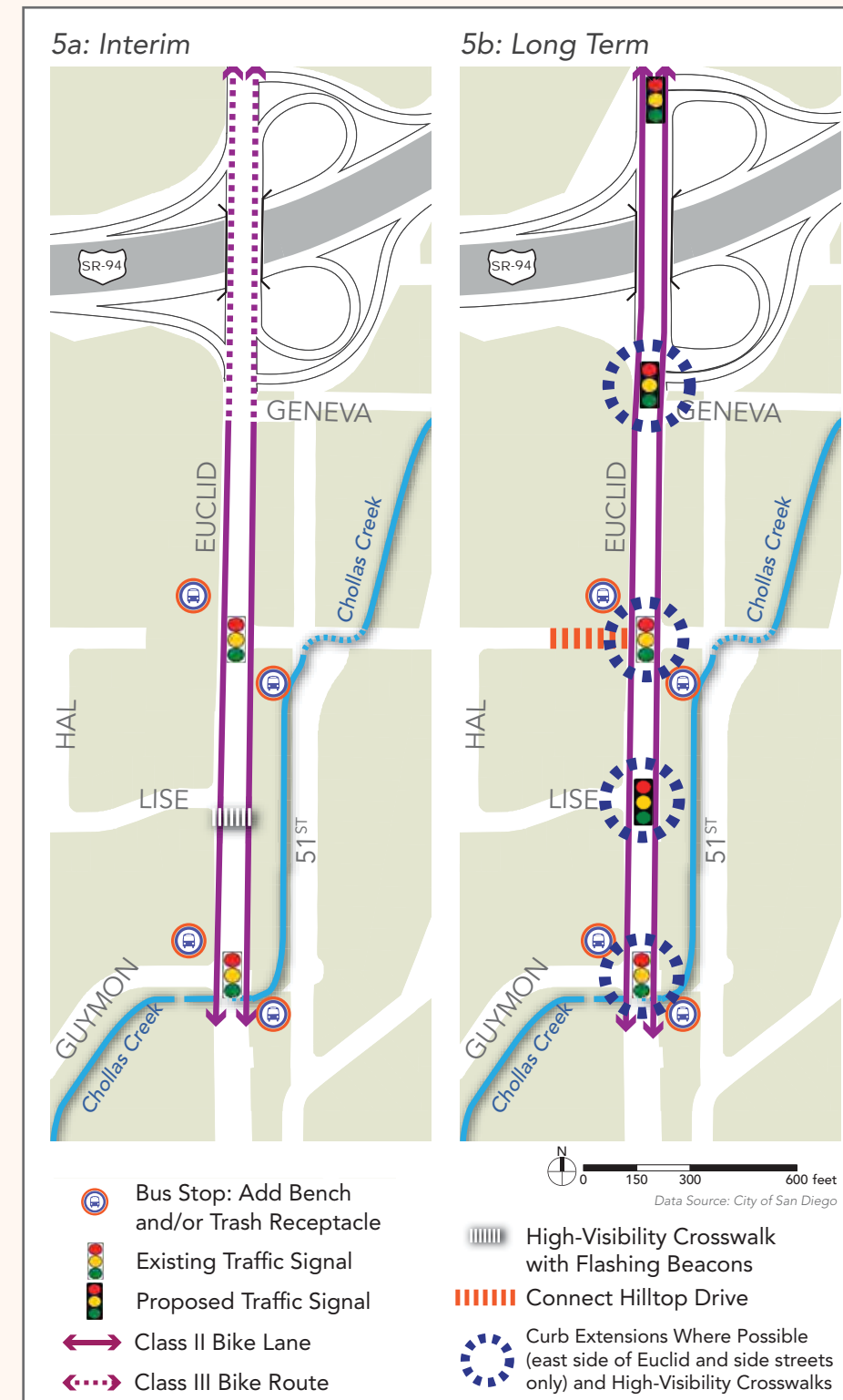


Figure 5: Mobility Concept Diagram (5a: Interim; 5b: Long Term). Final improvement will be finalized based on applicable warrants and other design considerations. Figura 5: Diagrama del Concepto de Movilidad (5a Interino; 5b Largo plazo). Las mejoras finales se llevarán a cabo con base en las órdenes que pliquen y otras consideraciones de diseño.



Figure 6: Illustrative long-term concept with proposed curb-to-curb dimensions. Figura 6: Sección ilustrativa con el concepto a largo plazo con las dimensiones que se proponen entre banquetas

**IMPLEMENTATION**

New land uses will occur with future development of existing parcels. Future community improvements may be funded by development and through the City's Capital Improvement Program. Other funding can include state and federal sources (Community Development Block Grants, Low Income Housing Tax Credits, Proposition 1C Funds, Caltrans Active Transportation Program), regional (including SANDAG Smart Growth Incentive Program), local (Infrastructure Financing Districts, City of San Diego General Fund, developer incentives), and property owner funds (Development Impact Fees, Developer Exactions, Business Improvement Districts).

- Potential barriers include: displacement of residents; potential traffic impacts and removal of on-street parking; long-term maintenance of improvements; and attracting new investment.
- Possible implementation strategies include: conduct continued stakeholder outreach; study and address relocation impacts; study and address traffic and parking impacts; incorporate benefits of traffic calming / Complete Streets in environmental review criteria; quantify available maintenance budget; explore possible assessment districts; and enhance development opportunities through public-private partnerships.

**IMPLEMENTACIÓN**

Se crearán nuevos usos de suelo como resultado sobre todo por la reurbanización a futuro de los terrenos existentes ya desarrollados. Las mejoras comunitarias podrían ser financiadas a través del Programa de Mejoras Capitales de la Ciudad. Otros fondos pueden provenir de fondos estatales y federales (incluyendo Subvenciones Para Desarrollo Comunitario por Cuadra, Créditos Fiscales para Personas de bajo ingreso, la Proposición Fondos 1C y Programa de Transporte Activo Caltrans), regional (incluyendo el Programa de Incentivos para el Crecimiento Inteligente de SANDAG) locales (los Distritos de Financiamiento de Infraestructura, el Fondo General de la Ciudad de San Diego y los incentivos para inversionistas que ofrece la Ciudad de San Diego) y fondos de los propietarios (Cuotas de Impacto por Desarrollo, exacciones a los urbanizadores y los Distritos de Mejoramiento Comercial).

- Los posibles obstáculos incluyen: Desplazamiento de los residentes; los posibles impactos al tránsito y la eliminación de los cajones de estacionamiento a pie de calle, mantenimiento a largo plazo de las mejoras y el atraer nuevas inversiones.
- Las posibles estrategias de implementación incluyen: Llevar a cabo la difusión social continua con los grupos interesados; estudio y reubicación de los impactos; estudio y solución de los impactos de tránsito y estacionamiento; incorporar los beneficios de la reducción del tránsito/calles integrales en los lineamientos de criterio ambiental; cuantificar el presupuesto disponible para mantenimiento; explorar la posibilidad de tener distritos de evaluación; y mejorar las oportunidades de desarrollo por medio de alianzas del sector público-privado.



**Acknowledgments**

The Euclid Avenue Gateway Master Plan has been funded by a Caltrans Transportation Planning Grant for Environmental Justice. This Plan has benefited from participation by the residents and Encanto Neighborhoods Community Planning Group members who participated in meetings and workshops, providing valuable feedback and input to help shape the study area's future.

**Reconocimientos**

Reconocimientos: El Plan Maestro del Gateway de la Avenida Euclid ha sido financiado con una subvención para la Planificación del Transporte para la Justicia Ambiental. Este plan se ha beneficiado de la participación de los residentes locales y de los vecinos de Encanto quienes participaron en reuniones y talleres proporcionándonos sus valiosos comentarios para ayudarnos a darle forma al área de estudio en el futuro.



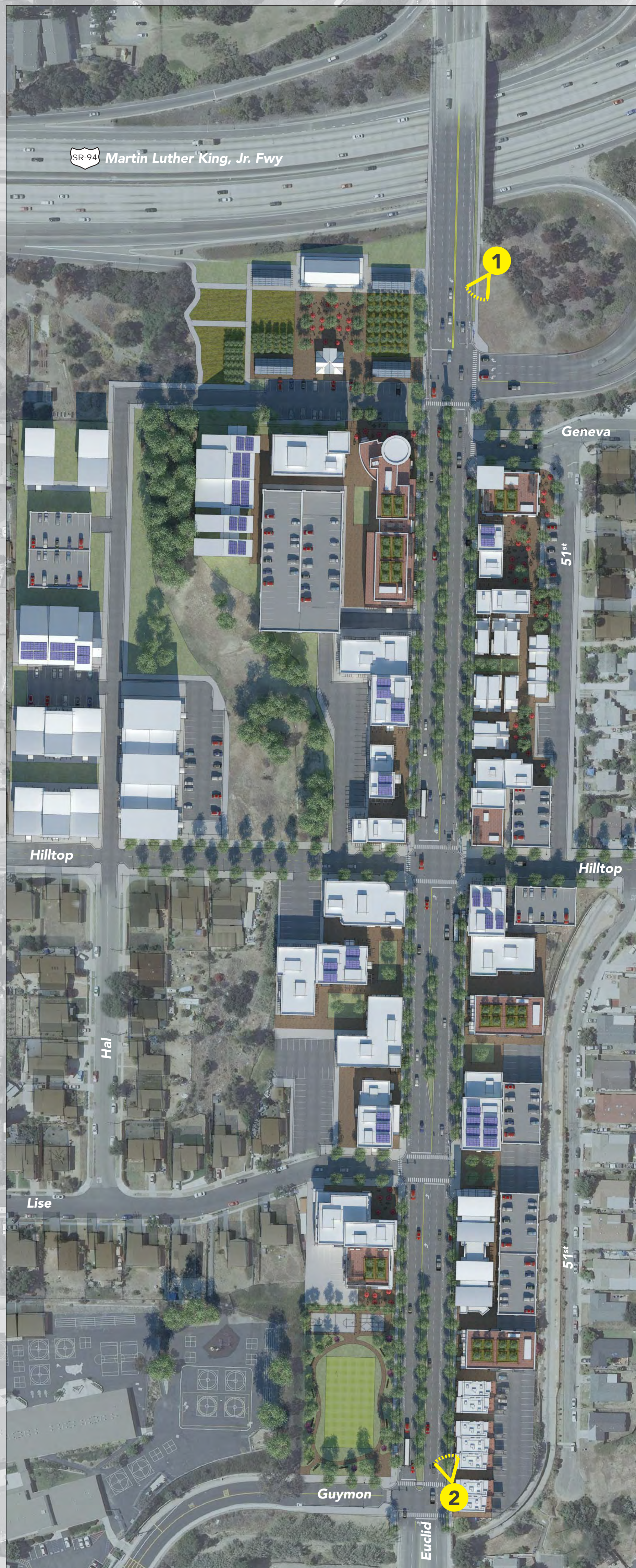
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Illustrative Plan | Plan Ilustrativo



# Focus area viewpoint  
Vista del área de estudio

The two focus areas on this page illustrate the proposed land uses and development intensities for the major development parcel northwest of Euclid and Hilltop, and for the plan area between Hilltop Drive and Guymon Street. The graphics are conceptual only, and are not formal development proposals. Any proposed development and public improvements must be approved by the City of San Diego. The graphics illustrate urban design guidelines in the Encanto Neighborhoods Community Plan. Street furnishings are shown as examples; see Figure 7 for an example of street furniture placement.

Las dos áreas de enfoque que aparecen en esta página ilustran la utilización de los terrenos propuestos y la intensidad de desarrollo del desarrollo más grande del terreno al noroeste de la Avenida Euclid y Hilltop y para el área de planificación entre Hilltop Drive y la Calle Guymon. Las ilustraciones son conceptuales únicamente y no son propuestas formales de desarrollo. Cualquier propuesta de desarrollo y mejoras públicas que se haga deberán ser aprobadas primero por la Ciudad de San Diego. Las ilustraciones representan las directrices de diseño urbano en la Actualización del Plan Comunitario de los Vecindarios de Encanto. El mobiliario urbano se muestra como ejemplo de esto. Ver Figura 7 como un ejemplo de ubicación del mobiliario urbano.



Figure 7: Example of street furniture placement near a sidewalk corner in San Diego, showing bench, trash receptacle, and bike racks.  
Figura 7: Ejemplos de mobiliario urbano cerca de una banqueta en una esquina en San Diego que muestra una banca, bote de basura.

Focus Area #1 | Área de Enfoque #1

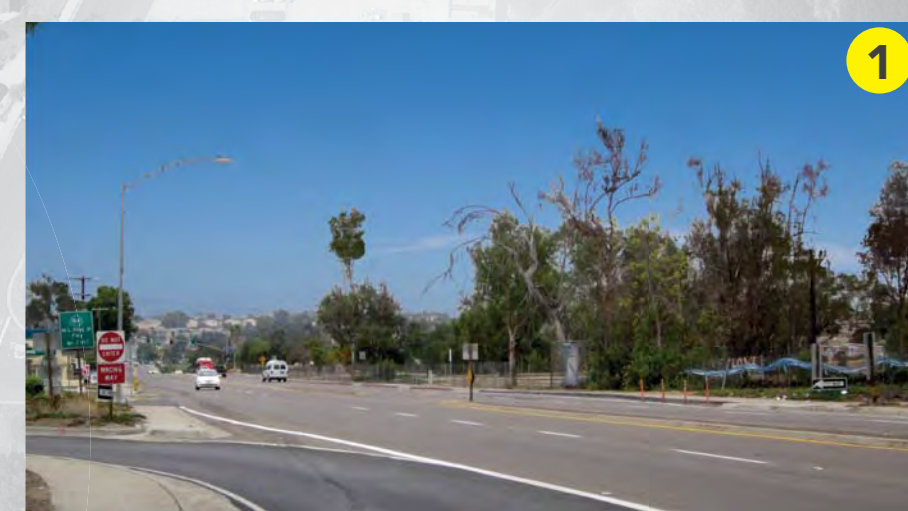


Bird's-eye concept | Concepto de vista de pájaro / Vista aérea



Street view concept | Concepto vista de calle

- Provides mixed commercial and residential uses convenient to SR-94 and serves as gateway to the community.
- Ground-floor retail and outdoor seating help activate the sidewalk.
- Hilltop Drive through-connection improves east-west access in neighborhood; traffic-calming features can include curb extensions, high-visibility crosswalks, pedestrian-activated crossing signals near schools, and landscaped parkways.
- Open space drainage area becomes green heart of the development.
- Los usos comerciales y residenciales mixtos son lo más conveniente para el SR-94 y sirven como Gateway para la comunidad.
- Las tiendas a nivel de calle y los lugares para sentarse al aire libre ayudan a promover las actividades sobre las banquetas.
- Por medio de las interconexiones, Hilltop Drive mejora el acceso de este a oeste en el vecindario, las características para reducir la velocidad pueden ser ampliaciones de las banquetas, cruces peatonales de alta visibilidad, cruces señalizados activados por peatones que estén cerca de las escuelas y camellones con jardineras.
- El área abierta para desagüe se convierte en el corazón verde del desarrollo.



Existing view south from SR-94  
Vista actual del sur del SR-94

Focus Area #2 | Área de enfoque #2



Bird's-eye concept | Concepto de vista de pájaro / Vista aérea



Street view concept | Concepto vista de calle

- Creates higher-intensity mixed commercial and residential uses within walking distance of the trolley station, Market Creek Plaza, Chollas Creek, and schools, library, and parks.
- Pedestrian amenities include street furnishings, more lighting, and added landscape plantings.
- Illustrates Community Plan urban design recommendations, including a defined pedestrian zone with furnishings and trees, visually interesting buildings, and shows a possible park.
- Plaza offers a community gathering and art space.
- Crear usos comerciales y residenciales mixtos de alta intensidad que estén a poca distancia de la parada del tren ligero y el Mercado Creek Plaza, la cañada Chollas, escuelas, bibliotecas y parques.
- Las amenidades para peatones incluyen mobiliario urbano, más alumbrado público y jardineras.
- Ilustra las recomendaciones de diseño urbano del Plan Comunitario incluyendo una zona definida para peatones con mobiliario urbano y árboles, edificios atractivos visualmente y muestra la posibilidad de tener un parque.
- La plaza ofrece un lugar de reunión para la comunidad y el arte.



Existing view north from Guymon St.  
Vista actual del norte de la Calle Guymon

# National Avenue Master Plan

## Plan Maestro de la Avenida Nacional



*Vision for corridor land use, mobility, and urban design*

*Visión para el uso de suelo del corredor, movilidad y diseño urbano*

February 28, 2014

### INTRODUCTION INTRODUCCION

1

#### Location and Purpose of Plan

The National Avenue Master Plan focuses on a 1.8-mile segment of National Avenue between Interstate 5 and 43rd Street in the Southeastern San Diego Community Planning Area (Figure 1). This plan emphasizes land use, mobility, and urban design. It proposes an updated mix of land uses and building densities, and recommends balancing the needs of all travel modes along the corridor to improve connectivity with residential areas, schools, parks, recreation, shopping, and other commercial activities. Urban design recommendations enhance National Avenue's "Main Street" character, with streetscape improvements and more community gathering places.

This plan's recommendations are illustrated in urban design concepts for the following five focus areas:

1. Community-serving commercial uses near 30th Street
2. Conversion of the industrial park west of SR-15 into park and recreation uses
3. Potential update of the Otto Plaza shopping center, between 35th and 36th Streets
4. Residential uses between 37th and 41st Streets
5. Possible new development between 41st and 43rd Streets

#### Ubicación y Objetivo del Plan

El Plan Maestro de la Avenida Nacional se enfoca en las 1.8 millas del segmento de la Avenida Nacional entre la Carretera Interestatal 5 y la calle 43 en el Área de Planificación Comunitaria del Sureste de San Diego (Figura 1). Este plan se enfoca en el uso de suelo, movilidad y diseño urbano. Propone una actualización de los usos de suelo mixto y densidad en la construcción y recomienda un balance entre las necesidades de todos los modelos de viaje a lo largo del corredor para mejorar la conectividad con áreas residenciales, escuelas, parques, áreas recreativas, centros comerciales y otras actividades comerciales. Las recomendaciones de diseño urbano resaltan el carácter de la "Calle Main" en la Avenida Nacional con mejoras de paisaje urbano y más lugares de reunión comunitaria.

Además las recomendaciones de este plan están ilustradas en el concepto de diseño urbano para las siguientes cinco áreas de enfoque:

1. Usos comerciales, cerca de la calle 30 que sirvan a la comunidad
2. La conversión del parque industrial al oeste de la carretera SR-15 en parques y áreas de recreación
3. La posibilidad de obras de la actualización del centro comercial Plaza Otto, entre las calles 35 y 36
4. Usos residenciales entre las calles 37 y 41
5. La posibilidad de nuevos desarrollos urbanos entre las calles 41 y 43

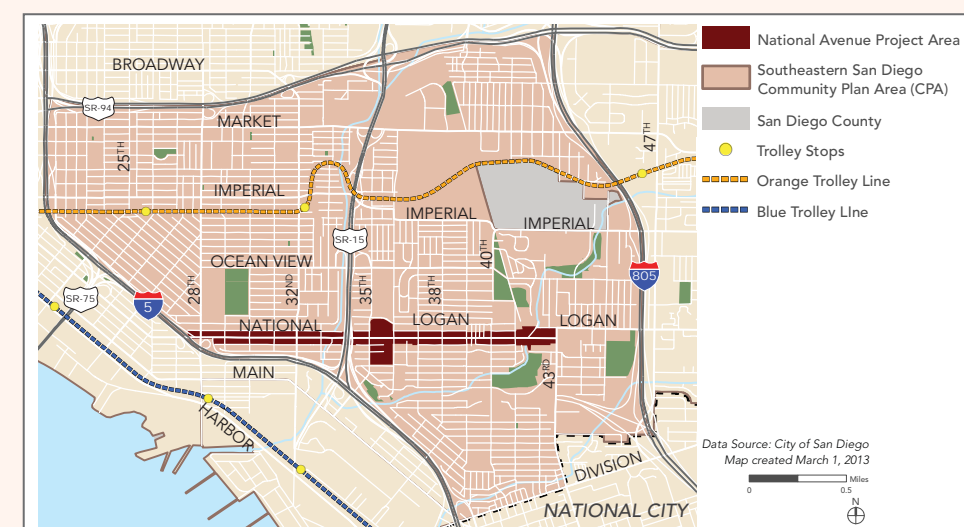


Figure 1: Location of National Avenue project area  
Figura 1: Ubicación de la zona del proyecto Avenida Nacional

### EXISTING CONDITIONS CONDICIONES ACTUALES

2

#### Land Use

Existing land uses (Figures 2 and 3) are generally small-lot residential, commercial, and industrial uses, plus a community shopping center (Otto Plaza) and an industrial park. Institutional uses include one school on National Avenue, with several schools, a library, and community center nearby. Vacant and underutilized parcels occur along the corridor, primarily west of SR-15. There is no park land in the plan area, but the corridor crosses Chollas Creek (Figure 4), which presents an opportunity for future trails and open space.



Figure 2: Roadway and land uses near 36th St.  
Figura 2: Vialidades y usos de suelo cerca de la calle 36



Figure 4: View of Chollas Creek  
Figura 4: Vista de la cañada Chollas

#### Mobility

West of 28th Street, National Avenue today is a busy four-lane roadway, and east of 28th Street it is a two-lane roadway with a center left turn lane (Figure 2) and on-street parking that provides about 440 parking spaces. No bike lanes exist here (Figure 5). MTS bus route 11 serves the corridor about every 15 minutes on weekdays and 30 minutes on weekends; several of the busiest stops lack amenities. For pedestrians, sidewalks are present on both sides of the street. Street crossings are challenging at the intersections lacking traffic controls on National Avenue, and safety and comfort would be improved with additional lighting.

#### Uso de Suelo

Los usos de suelo actuales (Figuras 2 y 3) son generalmente usos industriales, comerciales y pequeños lotes residenciales además de un centro comercial comunitario (Otto Plaza) y un parque industrial. Los usos institucionales incluyen una escuela en la Avenida Nacional junto con varias escuelas, una biblioteca y un centro comunitario cercano. Los terrenos baldíos o sin uso se encuentran a lo largo del corredor, principalmente al oeste del SR-15. No hay terrenos para parques en el área de planificación pero el corredor que cruza la cañada Chollas (figura 4) presenta la oportunidad para desarrollar futuros senderos y espacios abiertos.



Figure 3: Example of commercial development  
Figura 3: Ejemplo de desarrollo comercial



Figure 5: Cyclist avoids riding in the street  
Figura 5: Ciclistas evitando andar en la calle

#### Movilidad

Al oeste de la Calle 28, se ubica la Avenida Nacional la cual hoy en día es una vialidad de cuatro carriles y al este de la Calle 28 se convierte en una calle de dos carriles con un carril central para dar vuelta a la izquierda (Figura 2) y los cajones de estacionamiento a pie de calle son cerca de 440 espacios. No hay carriles para bicicletas (Figura 5). La ruta 11 de camión urbano del MTS dá servicio al corredor cada 15 minutos entre semana y cada 30 minutos en el fin de semana; algunas de las paradas más concurridas no tienen ningún tipo de amenidades. Para los peatones, hay banquetas en ambos lados de la calle. Los cruces en las intersecciones son un reto ya que no hay control de tránsito en la Avenida Nacional y la seguridad y comodidad aumentarán con el alumbrado adicional.

### CONTEXT AND GOALS CONTEXTO Y OBJETIVOS

3

#### Planning Context

This master plan has been developed in coordination and concurrently with the Southeastern San Diego Community Plan Update (CPU). Overall recommendations and graphics of the National Avenue Master Plan will be incorporated in the updated Community Plan. Future development will need to conform to the Community Plan's land use designations. The public outreach involved in this effort included ongoing meetings with the Southeastern San Diego Community Planning Group between March and December of 2013, pop-up outreach, and two community workshops in 2013.

#### Land Use Goals

The National Avenue Corridor will provide a mix of land uses that:

- Maintains the existing feel of small block, high density, human scale development
- Allows for a compatible range of neighborhood- and community-serving retail uses mixed with residential uses
- Complements nearby institutional facilities, especially schools, library, and community center
- Improves recreation and trail opportunities

#### Mobility Goals

The National Avenue Corridor will promote mobility improvements to:

- Enhance the safety and efficiency of moving pedestrians, bicyclists, transit, and vehicles
- Encourage walking and bicycling with safe and enjoyable facilities
- Provide safer access to transit

#### Contexto de Planificación

Este plan maestro ha sido desarrollado en coordinación y al mismo tiempo con la Actualización del Plan Comunitario del Sureste de San Diego (CPU). Las recomendaciones en general y las gráficas del Plan Maestro de la Avenida Nacional serán incorporadas en la Actualización del Plan Comunitario. Los desarrollos en el futuro tendrán que apearse a las designaciones de uso de suelo del Plan Comunitario. La difusión al público de este proyecto se llevó a cabo por medio de reuniones con el Grupo de Planeación Comunitaria del Sureste de San Diego entre marzo y diciembre del 2013, difusión espontánea y dos talleres comunitarios en el 2013.

#### Objetivos del Uso de Suelo

El Corredor de la Avenida Nacional proporcionará una mezcla de usos de suelo que:

- Mantendrá la sensación existente de pequeñas cuadras con alta densidad y desarrollo a nivel personal
- Permite un rango compatible de uso residencial y comercial que dé servicio a la comunidad mezclando usos residenciales
- Sirve como complemento a edificios gubernamentales cercanos, especialmente escuelas, bibliotecas y centros comunitarios
- Oportunidades para mejorar los senderos y áreas de recreación

#### Objetivos de Movilidad

Las mejoras del Corredor de la Avenida Nacional promoverán:

- Mejorar la seguridad y eficiencia de los peatones, ciclistas, transporte público y vehículos en movimiento.
- Promover las caminatas y andar en bicicleta de una manera segura con instalaciones agradables
- Provee un acceso seguro al sistema de transporte público

Land Use Recommendations

The recommended land uses are shown in Figure 6. These designations allow mixed uses that provide more community-serving retail and additional housing.

- Residential – Medium: Provides for both single-family and multifamily housing within a density range of 15-29 du/ac; no change from existing density.
- Neighborhood Commercial: Provides local convenience shopping, civic uses, and services serving an approximately three-mile radius. Housing may be allowed within a mixed-use setting.
- Community Commercial: Provides for retail, service, civic, and office uses serving within 3 to 6 miles. Multifamily residential uses may be added to enhance the viability of commercial uses.
- Light Industrial: Allows various industrial uses in addition to uses allowed in Business Park areas. Recycling uses are prohibited. This area could be converted to public park in the future.
- Institutional: Provides for public facilities; no change from current use (Emerson-Bandini Elementary School).

Recomendaciones para el Uso de Suelo

Los usos del suelo recomendados se muestran en la Figura 6. Estas designaciones permiten usos mixtos que atraerán más comercios que sirvan a la comunidad y mayor número de viviendas.

- Residencial – Mediana: Proveerá para ambas casas unifamiliares y para viviendas multifamiliares una densidad que va de 15-29 du/ac; no hay cambios con respecto a la densidad actual.
- Comercial vecinal: Traerá comercios, usos públicos y oficinas que darán servicios en un radio de tres millas a la redonda. Se podrían permitir las viviendas en un escenario de usos mixtos.
- Comercial comunitario: Traerá comercios, usos públicos y oficinas que darán servicios en un radio de 3 a 6 millas a la redonda. Las viviendas multifamiliares podrían ser agregadas para mejorar la viabilidad de los usos comerciales.
- Industrial ligero: Permitirá varios usos industriales además de usos permitidos en centros de negocios. Los usos para centros de reciclaje están prohibidos. Esta área podría ser convertida en un parque público en el futuro.
- Institucional: Proveerá espacios para instalaciones públicas, no hay cambios de los usos actuales (Emerson-Bandini Elementary School).

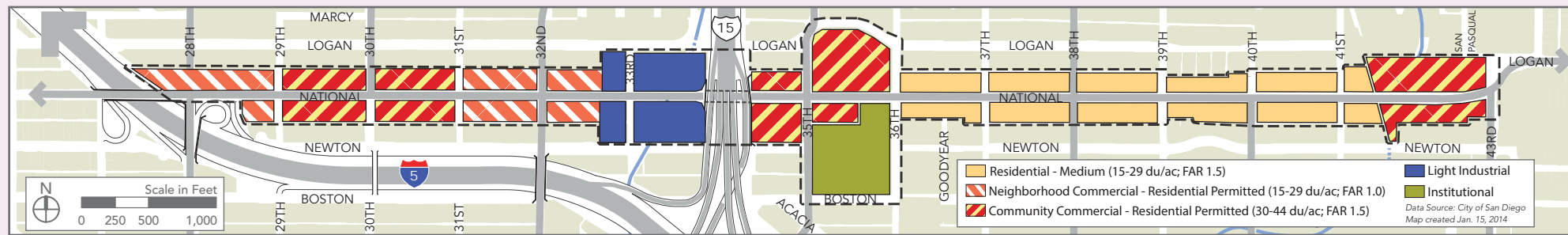


Figure 6: Proposed Land Use Map  
 Figura 6: Mapa del proyecto de Uso de Suelo que se proponen



Figure 7: Illustrative concept with proposed right-of-way dimensions  
 Figura 7: Sección ilustrativa con el concepto de las dimensiones que se proponen al derecho de vía

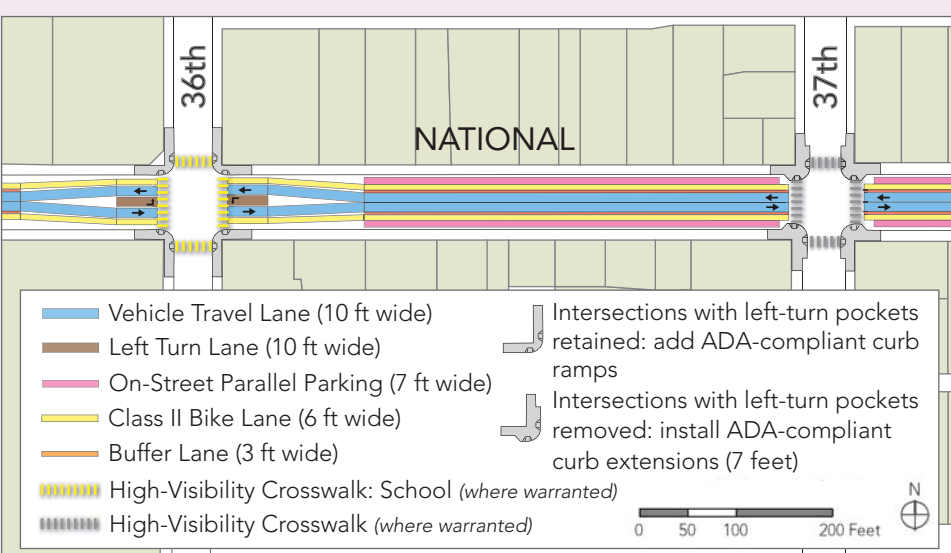


Figure 8b: Mobility Concept Detail Enlargement  
 Figura 8b: Concepto de Movilidad y Ampliación con Detalles

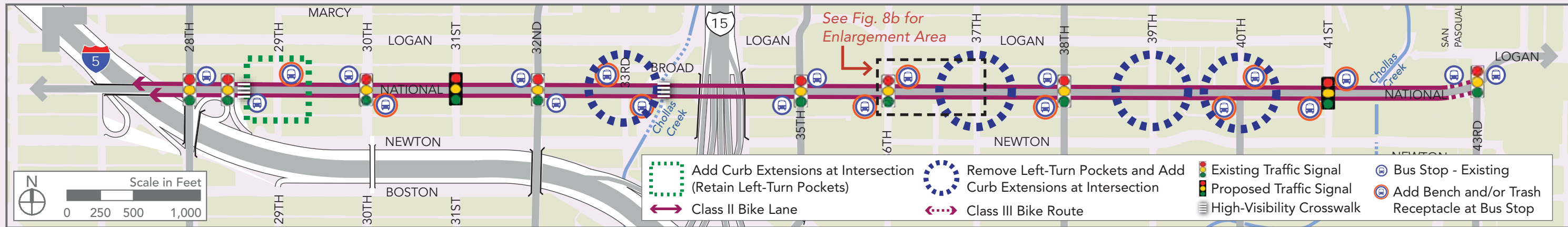


Figure 8a: Mobility Concept Diagram (see Figure 8b for enlargement). Final improvement will be finalized based on applicable warrants and other design considerations.  
 Figura 8a: Diagrama del concepto de movilidad (Ver Figura 8b para una ampliación). Las mejoras finales se llevarán a cabo con base en las órdenes que pliquen y otras consideraciones de diseño.

Mobility Recommendations

This plan recommends adding Class II bike lanes on National Avenue and improving pedestrian safety. These changes fit within the existing right-of-way (Figure 7), although new curb extensions would require new construction. Detailed recommendations (Figures 8a and 8b) include:

- Re-stripe the street to remove the center turn lane, keep left turn pockets at certain intersections, and add Class II bike lanes.
- Remove on-street parking near intersections, to accommodate bike lanes and left turn pockets. This would remove approximately 25% of the parking spaces on National Avenue. New development will provide off-street parking to accommodate their demand.
- Install traffic signals at 31st and 41st Streets.
- Add high-visibility crosswalks at intersections where warranted, and install curb extensions at unsignalized intersections where left turn pockets can be removed.
- Install pedestrian countdown signal heads for crosswalks at 30th St, and for other signalized intersections as they are improved in the future.
- Install ADA-compliant curb ramps on National Avenue where missing at the following intersections: 29th St, 31st St through 33rd St, and 36th St through 43rd St.
- Supplement existing street lights with additional lighting to meet City standards, illuminate crosswalks, and provide uniform pedestrian lighting.

Recomendaciones de Movilidad

Este plan recomienda agregar carriles par bicicleta Clase II sobre la Avenida Nacional y mejorar la seguridad peatonal. Estos cambios se integran dentro de los derechos de vía actuales (Figura 7), aunque esto requiera de nuevas construcciones para ampliar las banquetas. Las recomendaciones en detalle (Figuras 8a y 8b) incluyen:

- Repintar las líneas del carril central, mantener los carriles específicos para dar vuelta a la izquierda en ciertas intersecciones y agregar carriles para bicicleta Clase II.
- Eliminar el estacionamiento público a pie de calle cerca de las intersecciones para poder integrar los carriles de bicicleta y la vuelta a la izquierda. Esto eliminaría aproximadamente el 25% de los cajones de estacionamiento sobre la Avenida Nacional. El nuevo desarrollo proveerá mas espacios de estacionamiento para cubrir la demanda.
- Instalar semáforos en las calles 31 y 41.
- Incluir cruces peatonales de alta visibilidad en las intersecciones donde se necesiten y ampliar las banquetas en las intersecciones sin señalización donde los carriles para dar vuelta a la izquierda puedan ser eliminados.
- Instalar faros para señales de cruce peatonal de cuenta regresiva en los cruces de la calle 30 y cuando se vayan haciendo mejoras para otras intersecciones señalizadas en el futuro.
- Instalar rampas para discapacitados que cumplan con los ADA en la Avenida Nacional en los lugares donde no existen y son en las siguientes intersecciones: Calle 29, de la Calle 31 hasta la Calle 33 y de la Calle 36 hasta la Calle 43.
- Suplementar el alumbrado en las calles con más luces para cumplir con los estándares que impone la ciudad, iluminar los cruces peatonales y tener un alumbrado público uniforme.

IMPLEMENTATION

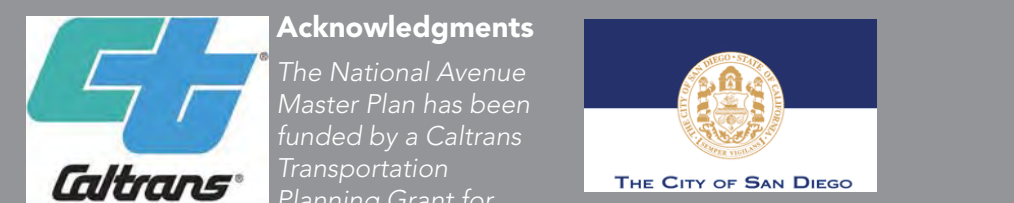
New land uses will occur with future development of existing developed parcels. Future community improvements may be funded by development and through the City's Capital Improvement Program. Other funding can include state and federal sources (Community Development Block Grants, Low Income Housing Tax Credits, Proposition 1C Funds, Caltrans Active Transportation Program), regional (including SANDAG Smart Growth Incentive Program), local (Infrastructure Financing Districts, City of San Diego General Fund, developer incentives), and property owner funds (Development Impact Fees, Developer Exactions, Business Improvement Districts).

- Potential barriers include: concerns about increased densities and loss of industrial businesses; displacement of residents and small businesses; potential traffic impacts and removal of on-street parking; long-term maintenance of improvements; and attracting new investment.
- Possible implementation strategies include: conduct continued stakeholder outreach; study and address relocation / environmental justice impacts; study and address traffic and parking impacts; incorporate benefits of traffic calming / Complete Streets in environmental review criteria; quantify available maintenance budget; explore possible assessment districts; and enhance development opportunities through public-private partnerships.

IMPLEMENTACIÓN

Los nuevos usos de suelo serán implementados cuando se lleven a cabo los desarrollos de los terrenos ya existentes. Las mejoras a la comunidad podrían ser financiadas por el programa de Mejoras de Capital de la ciudad. Otras fuentes de recursos incluyen fondos estatales y federales (Subvenciones Para Desarrollo Comunitario por Cuadra, Créditos Fiscales para Personas de bajo ingreso, la Proposición Fondos 1C y Programa de Transporte Activo Caltrans), regional (incluyendo el Programa de Incentivos para el Crecimiento Inteligente de SANDAG) locales (los Distritos de Financiamiento de Infraestructura, el Fondo General de la Ciudad de San Diego y los incentivos para inversionistas que ofrece la Ciudad de San Diego) y fondos de los propietarios (Cuotas de Impacto por Desarrollo, exacciones a los urbanizadores y los Distritos de Mejoramiento Comercial).

- Los posibles obstáculos incluyen: La preocupación del aumento de densidades y la pérdida de comercios industriales; desplazamiento de los residentes y pequeños comercios; los posibles impactos al tránsito y la eliminación de los cajones de estacionamiento a pie de calle, mantenimiento a largo plazo de las mejoras y el atraer nuevas inversiones.
- Las posibles estrategias de implementación incluyen: Llevar a cabo la difusión social continua con los grupos interesados; estudio y reubicación de los impactos / impactos de justicia ambiental; estudio y solución de los impactos de tránsito y estacionamiento; incorporar los beneficios de la reducción del tránsito / calles integrales en los lineamientos de criterio ambiental; cuantificar el presupuesto disponible para mantenimiento; explorar la posibilidad de tener distritos de evaluación; y mejorar las oportunidades de desarrollo por medio de alianzas del sector público-privado.



Environmental Justice. This Plan has benefited from participation by the residents and Southeastern San Diego Community Planning Group members who participated in meetings and workshops, providing valuable feedback and input to help shape the study area's future.

**Reconocimientos**  
 El Plan Maestro de la Avenida Nacional ha sido financiado con una subvención para la Planificación del Transporte para la Justicia Ambiental. Este plan se ha beneficiado de la participación de los residentes locales y de los miembros del Grupo de Planificación Comunitaria del Sureste de San Diego quienes participaron en reuniones y talleres proporcionándonos sus valiosos comentarios para ayudarnos a darle forma al área de estudio en el futuro.

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# National Avenue Focus Areas and Urban Design Concepts

## Conceptos de Diseño Urbano y Áreas de Enfoque de la Avenida Nacional

The five focus areas on this page illustrate a variety of future land uses and development intensities along the National Avenue corridor. The graphics are conceptual only, and are not formal development proposals. Any proposed development and public improvements must be approved by the City of San Diego. The graphics illustrate urban design guidelines in the Southeastern San Diego Community Plan. Street furnishings are shown as examples; see Figure 9 for an example of street furniture placement.

Las cinco áreas de enfoque que se muestran en esta página ilustran una variedad de usos de suelo y de intensidades de desarrollo a lo largo del corredor de la Avenida Nacional. Las gráficas son solamente conceptuales y no son propuestas de desarrollo formales. Cualquier propuesta de desarrollo y mejoras públicas deberán ser primero aprobadas por la Ciudad de San Diego. Las gráficas ilustran los lineamientos de desarrollo urbano en el Plan Comunitario del Sureste de San Diego. El mobiliario urbano se muestra como ejemplos; ver Figura 9 para ver un ejemplo de ubicación de mobiliario urbano.



Figure 9: Example of street furniture placement near a sidewalk corner in San Diego, showing bench, trash receptacle, and bike racks  
Figura 9: Ejemplo de la ubicación del mobiliario urbano cerca de la esquina de la banqueta en San Diego, muestra una banca, bote de basura y racks de bicicletas

### Focus Area #1 | Área de Enfoque #1



Bird's-eye concept | Concepto de vista de pájaro / Vista aérea

- Provides mixed commercial and residential uses in neighborhood context.
- Plaza offers a community gathering space to activate the public realm.
- Pedestrian amenities include street furnishings, more lighting, and added landscape plantings.
- Provee usos comerciales y residenciales mixtos en un contexto vecinal.
- La plaza comercial ofrece un lugar para reunirse y activar las actividades al aire libre.
- Las amenidades peatonales incluyen mobiliario urbano, más alumbrado y jardinerías.



Street view concept | Concepto vista de calle  
Existing view east toward 31st St. Vista actual hacia el este de la Calle 31

### Focus Area #3 | Área de Enfoque #3



Bird's-eye concept | Concepto de vista de pájaro / Vista aérea

- Shows possible new development at Otto Plaza as a mixed-use commercial node.
- Illustrates Community Plan urban design recommendations, including a defined pedestrian zone with furnishings and trees, street-facing storefronts, and visually interesting buildings.

Muestra los posibles desarrollos en la plaza Otto como un nodo comercial de uso mixto.

• Ilustra las recomendaciones de diseño urbano del Plan Comunitario incluyendo una zona peatonal definida con mobiliario urbano y árboles, vitrinas con vista a la calle y edificios que sean visualmente interesantes.



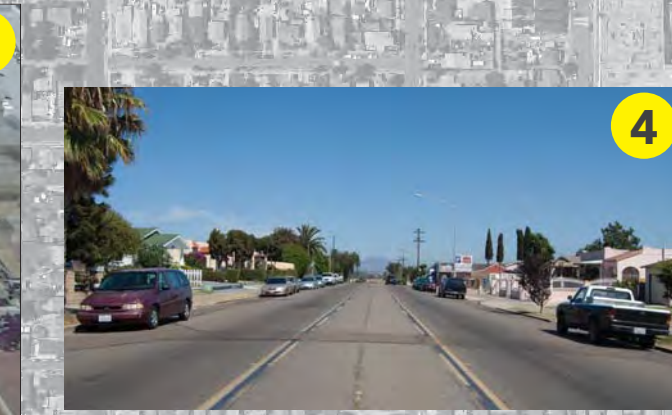
Street view concept | Concepto vista de calle



### Focus Area #4 | Área de Enfoque #4



Bird's-eye concept | Concepto de vista de pájaro / Vista aérea



Street view concept | Concepto vista de calle

- Illustrates how new housing could be integrated in existing medium-density residential area.
- Shows added streetscape improvements and new bike lanes.
- Ilustra como las nuevas viviendas pueden integrarse al área residencial de densidad media.
- Muestra las mejoras del paisaje urbano y los nuevos carriles para bicicletas.

## Illustrative Plan | Plan Ilustrativo



# Focus area viewpoint | Vista del área de estudio

### Focus Area #2 | Área de Enfoque #2



Bird's-eye concept | Concepto de vista de pájaro / Vista aérea

- Shows possible conversion of industrial land use to public park space.
- Possible park amenities include sports fields and courts, picnic and play areas, community garden, and access to Chollas Creek trail.
- Muestra la posible conversión de uso de suelo industrial a un parque.
- Las amenidades de los parques incluyen campos y canchas para deportes, áreas para picnic y de juegos, un jardín comunitario y un sendero de acceso a la cañada Chollas.



Street view concept | Concepto vista de calle



### Focus Area #5 | Área de Enfoque #5



Bird's-eye concept | Concepto de vista de pájaro / Vista aérea



Street view concept | Concepto vista de calle

- Creates a mixed-use gateway to National Avenue at 43rd Street, near schools, library, parks, and community center.
- Shows public plaza fronting Chollas Creek, with future trail along the creek.
- Crea un Gateway de uso mixto desde la Avenida Nacional hasta la Calle 43 cerca de escuelas, bibliotecas, parques y un centro comunitario.
- Muestra la plaza pública que dá hacia la cañada Chollas con un sendero a lo largo de la cañada que se hará en un futuro.