

Neighborhood Village Land Use Designation

SUMMARY

- **What is a “Neighborhood Village”?**

Neighborhood Village is a new land use designation that was adopted last year with the new General Plan. The Neighborhood Village designation is a village type different from an Urban Village or a Community Village. The City of San Diego’s General Plan defines “Neighborhood Villages” as locally-oriented mixed-use commercial and residential districts where residents and employees from area businesses come together to serve an approximate three mile radius area. Neighborhood Village Centers can range in size from just a few to more than 100 acres. There are advantages to a neighborhood village designation as opposed to a residential or commercial land use designation for particular parcels. As an identified neighborhood village there is more access to funding sources designed to support smart growth such as SANDAG’s Smart Growth Incentive Program.

These village land use designations were developed as part of the City of Villages strategy, which was incorporated into the General Plan. The City of Villages strategy focuses growth into mixed-use activity centers that are pedestrian-friendly districts linked to an improved regional transit system. A “village” is defined as the mixed-use heart of a community where residential, commercial, employment, and civic uses are all present and integrated. Each village will be unique to the community in which it is located. All villages will be pedestrian-friendly and characterized by accessible and attractive streets and public spaces, like well-designed public parks and plazas that bring people together. Individual villages will offer a variety of housing types affordable for people with different incomes and needs and other needed public facilities.

- **What is an example of a Neighborhood Village in another place of San Diego?**

Neighborhood Villages, Community Villages (which are of a larger scale) and an Urban Village (downtown, the largest village) occur throughout San Diego. The inspiration for the Neighborhood Villages were older neighborhoods in the City where there is a mixture of housing, small business, and retail. Some examples include the University Heights neighborhood along Park Boulevard and the University Avenue/30th Street area in North Park. In order to implement the neighborhood village designation, policies outlined in Community plans may include recommendations for new development to provide features for enhancing the pedestrian and visual environment as part of new development projects.

- **What does a “neighborhood village” mean for Barrio Logan?**

The Barrio Village may generally include the area bounded by 16th Street, Evans Street, Main Street and Logan Avenue. A village designation in Barrio Logan will draw upon the character and strength of the Barrio’s natural setting, commercial centers, institutions and employment centers. Mixed-use village development will complement the existing community fabric or help achieve a desired community character. These areas will be the focus of vibrant public places and the increased ease of walking between residences, transit stops, public facilities and basic commercial uses.

An option being considered for these neighborhood village areas include medium-high residential housing in the northwestern portion adjacent to downtown, projects such as Gateway, La Entrada and Los Vientos are typical examples. Also included among this area is the Mercado del Barrio commercial district which proposes residential over commercial. Village sites also will include shopping centers, districts, or corridors that could be enhanced or expanded. A village designation promotes infill projects along transit corridors to enhance or maintain a “Main Street” character with small scale retail, such as the green connector street proposed along National Avenue to Boston Avenue, through attention to building design, land use mix, housing opportunities, and streetscape improvements.



Gateway Apartments



La Entrada Apartments



Mercado del Barrio



Mixed Use at National & 26th



Existing Small Scale Retail



Basic Commercial

Adequate public facilities are necessary for a neighborhood village and these areas of Barrio Logan would need enhanced public facilities in addition to those already existing in the community including the Logan Heights Family Health Center, Chicano Park, Cesar Chavez Park, Perkins Elementary, and public transportation options such as the Barrio Logan trolley stop.



Family Health Center



Chicano Park



Barrio Logan Trolley Stop

Overall, there would be a revitalization of the transit corridors through mixed use development such as residential above commercial development, employment uses, commercial uses, and higher density residential development.