



## Workshop Objectives

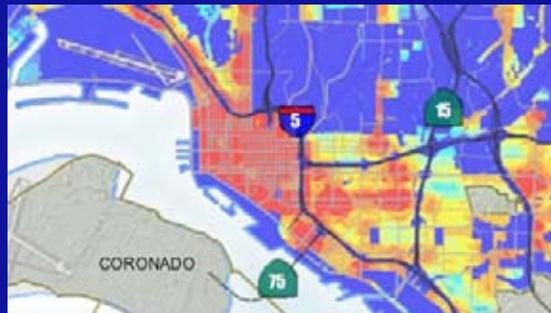
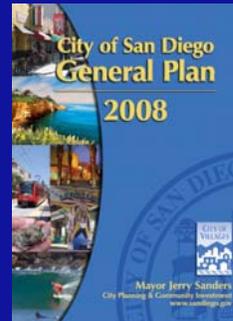
- Background and History
- Public Input Process
- Existing Conditions and Key Issues
- Reports and Studies
- Preliminary Draft Land Use Alternatives
- Key Policy Considerations

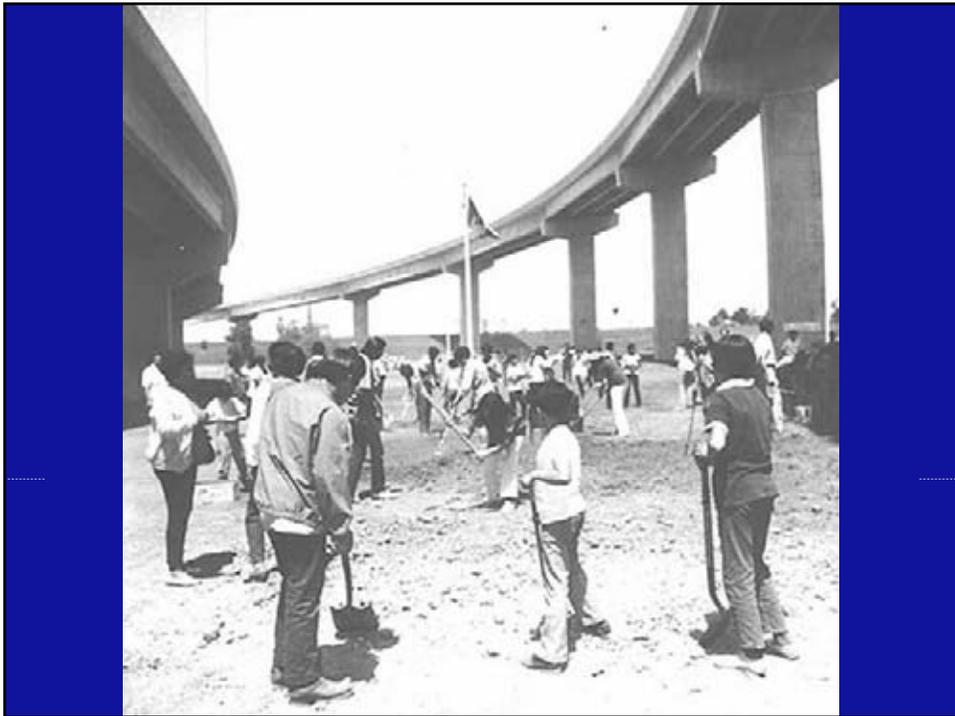


## Background & History

## General Plan Policies

- Village Potential is High
- Prime Industrial
- Co-location Issues
- Noise
- Housing











## Adopted Community Plan Land Use Map





## Barrio Logan Community Plan

- Last Updated in 1978
- City's Oldest Community Plan
- General Plan Conformance
- Incompatible Uses Allowed to Co-locate
  - Industrial/Residential/Commercial



## Past Planning Efforts

- 1996 Revitalization Action Program
- 2004 Land Use Study
- 2005 EHC Vision Study





barrio logan COMMUNITY PLAN UPDATE

Community and Public Input Process

## Community Input Process

### Barrio Logan Stakeholder Committee

- 33-member Committee
  - 25 voting members
  - 8 ex-officio non-voting members
- Formed to Represent Entire Community
- Convene and Engage Community – April 2008
- Open and Public Meetings



### Barrio Logan Stakeholder Committee

- Monthly Meetings commenced in April 2008
- July 2008 Workshop
  - Community Preference Survey
  - Over 125 Attendees
  - Open House Style Forum





## Community Survey Results

- **What makes Barrio a special place?**

- Culturally rich
- Family-oriented
- Historic
- Great location



*“It is a racially diverse community full of history and good people that work hard.”*

## Community Survey Results

- **Describe some of the issues that impact your quality of life in Barrio Logan**

- Incompatible uses and impacts
- Homelessness
- Poor City services, trash and litter
- Crime and violence



*“The biggest problem is the street people. They make our community dangerous and dirty, especially for the children and elderly people.”*

## Values

- **Active:** Artists spaces, bike path safety
- **Diverse:** Latino middle class, Latino culture
- **Education:** All-age opportunities, high school, arts
- **Family-Oriented:** Strong, large families
- **Hard Working:** Local businesses, local jobs
- **Healthy:** Eliminate pollution, health services
- **Safety:** Crime, lighting, cleanliness/appearance

## Barrio Logan Stakeholder Committee

- **January 2009 Multi-Day Charrette (110 Attendees)**



# Barrio Logan Stakeholder Committee

## - Visual & Land Use Preference Survey



Barrio Logan Community Plan Update  
**Visual and Land Use Preference Survey**  
 Encuesta sobre Preferencias Visuales y de Uso de Suelo  
 January 14, 2008 - 14 de enero 2008

The following images were pictured in the community presentation. Please give preference that most aligns with your vision for the future. Please list the number of the image that you like best in the comment section below each image. Please note that comments from the user group facilitate an easy way to give input on the presentation. Encuentra en esta sección la preferencia que mejor represente tu visión sobre estas imágenes. Escríbeme en comentarios de qué más deseas en el área de comentarios a un lado de cada imagen. Escríbeme si necesitas un comentario al facilitador de tu grupo o al personal de la ciudad.

	Don't Like No me gusta	Like Si me gusta	Comments Comentarios			
Image Row A Area de presentacion A						
A.1	1	2	3	4	5	
A.2	1	2	3	4	5	
A.3	1	2	3	4	5	
A.4	1	2	3	4	5	
A.5	1	2	3	4	5	
A.6	1	2	3	4	5	
A.7	1	2	3	4	5	
A.8	1	2	3	4	5	
A.9	1	2	3	4	5	
A.10	1	2	3	4	5	



## - Ten Land Use Scenarios



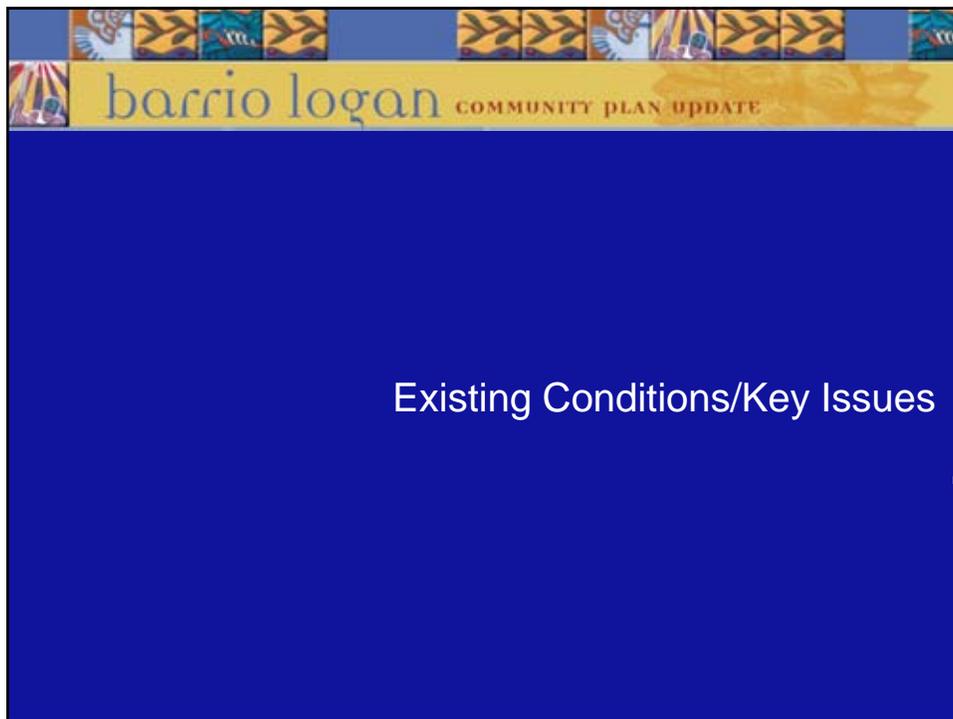
## - Adopted Framework Planning Principles

- 1. Diverse Housing Opportunities for Barrio Residents /**  
*Diversas oportunidades de vivienda para residentes del Barrio*
- 2. Strong Neighborhood Economy /**  
*Economía sólida del vecindario*
- 3. Compatible Mix of Land Uses /**  
*Usos de Suelo Mixto compatibles*
- 4. Healthy Environment (or Protect Community Health) /**  
*Ambiente saludable (o Protección de salud comunitaria)*
- 5. Safe, Efficient Streets for People /**  
*Calles seguras, eficientes para la gente*
- 6. Respect Historic and Cultural Resources /**  
*Respetar recursos históricos y culturales*
- 7. Community Connections /** *Relaciones con la comunidad*

## Community Input Process

### Other Community Recommendations

- Barrio Station Preliminary Recommendations
- Barrio Logan Smart Growth Coalition Recommendations
- EHC Vision Plan and Petition



### Incompatible Uses

- Area-wide mixture of existing industrial, commercial and residential uses
- Freeway Noise and Air Quality
- Potential Port-related impacts
  - Trucks
  - Terminal Operations



## Housing Needs

- Lack of Adequate Housing
- Affordable Housing
- Balanced Communities



## Parks and Open Space

- Current 3.73 acres per resident
- Consideration of additional park opportunities
  - Boston Avenue R.O.W
  - Site adjacent to Perkins Elementary
- Chollas Creek Improvements



## Connectivity

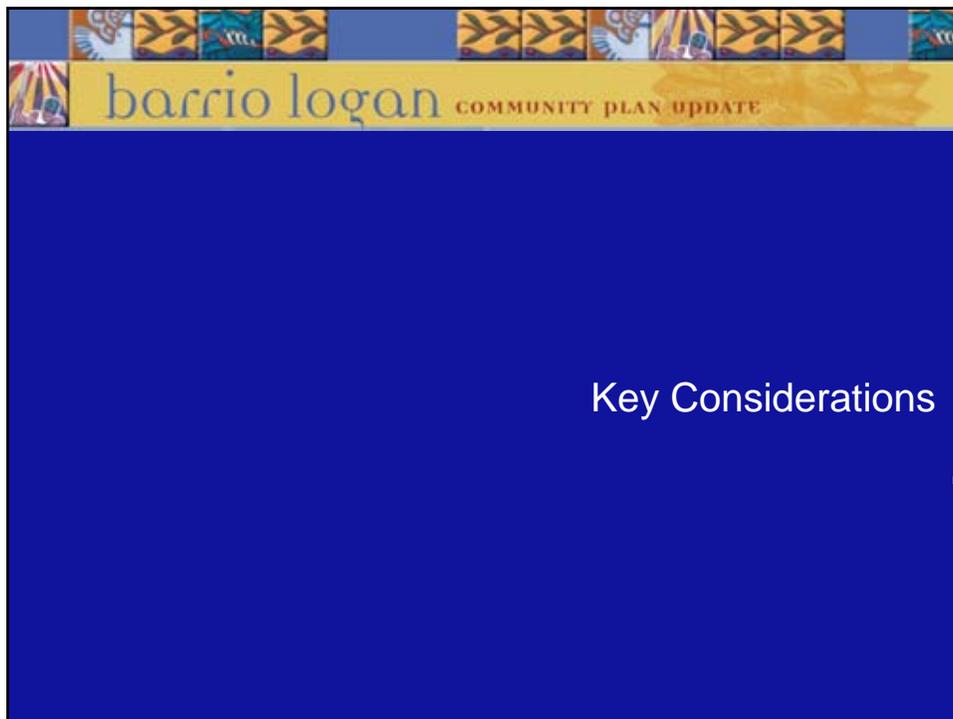
- Utilization of Complete Streets Concept
- Inclusion of Green Streets
- Proposed Extension of MLK Promenade
- Consideration of long-range freeway cap from 27<sup>th</sup> Street to 32<sup>nd</sup> Street



## Economic Prosperity

- Provide Jobs for Barrio Residents
- Enhance & Expand Maritime-Related Businesses
- Create New Business Opportunities for Existing Residents through New Development





## Transition Zone Area

- Unified Port District Transition Zone Policy
  - Safeguard Environmental Health
  - Protect & Enhance Businesses
  - Reduce incompatible land uses and impacts through a mandated separation of uses





## International Business & Trade Designation

- New General Plan Designation
- Potential Transition Zone Designation
- Business Park and Light Industrial Permitted
- Allows for greater flexibility to generate new office and light industrial development



## Co-location

- Preparing Study to evaluate proximity of incompatible uses
- Separation of sensitive receptors from industrial uses
- Method to create separation
- Amortization Schedule

## Noise

- Sensitive-receptor proximity to noise generating areas- Freeways and Harbor Drive
- Develop mitigation-measures to reduce impacts



## Residential Development

- Community Desire for Additional Very Low-Income Housing Development



## Chollas Creek Improvements

- Potential Connection to Eastern Communities
- Future Interpretive Area
- Community Concerns with Illegal Activities
- Noise and Air Quality



barrio logan COMMUNITY PLAN UPDATE

Reports and Studies

## Existing Conditions Studies

- Planning Context
- Transportation/Mobility
- Historic Survey and Statement
- Economic Market Analysis
- Park and Recreation Strategy
- Noise
- Hazardous Materials



barrio logan COMMUNITY PLAN UPDATE

Preliminary/Draft Land Use Scenarios

The slide features a decorative header with a yellow background and a blue border. The header contains the text "barrio logan" in a stylized font, followed by "COMMUNITY PLAN UPDATE" in a smaller, sans-serif font. Below the header is a large blue rectangular area containing the text "Preliminary/Draft Land Use Scenarios" in white.

# Common Elements Map



# Draft Alternative A







barrio logan COMMUNITY PLAN UPDATE

## Next Steps – 6 Months

- Preferred Land Use Scenario
- Environmental Analysis
- Zoning Program
- Development of Plan Policies & Recommendations
- Facilities Financing Plan

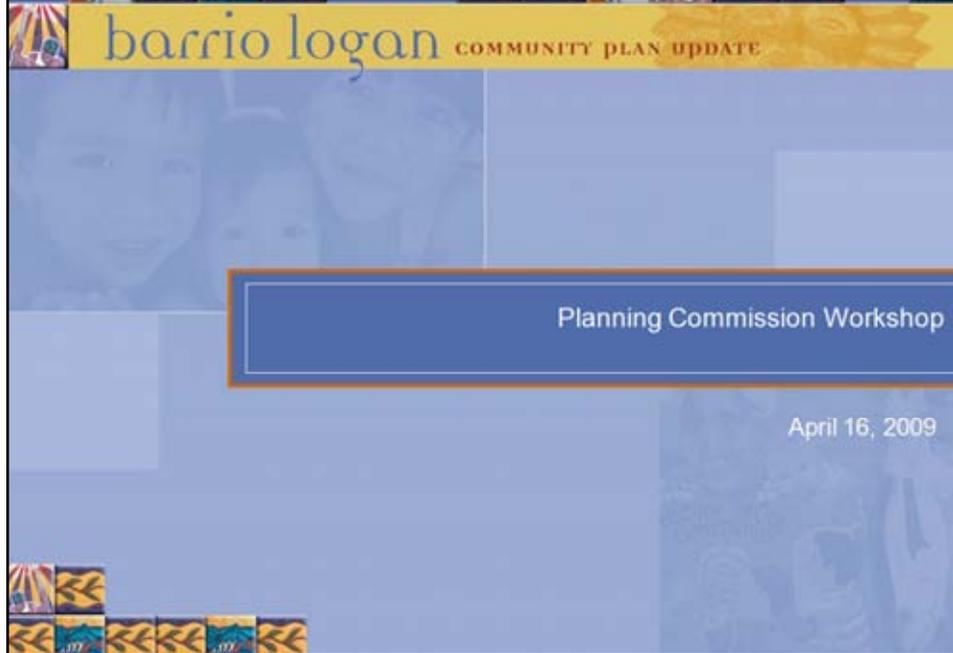


barrio logan COMMUNITY PLAN UPDATE

## Comments and feedback



barrio logan COMMUNITY PLAN UPDATE



Planning Commission Workshop

April 16, 2009



barrio logan COMMUNITY PLAN UPDATE

Questions for Discussion



- To what extent shall the community plan preclude residential development from occurring adjacent to Interstate 5?
- Should a land use scenario consider heavy commercial and/or light industrial designations south of 26<sup>th</sup> Street?
- Should the City use the Air Resources Board recommended 350 foot buffer?
- Are the proposed uses included in the IBT comparison matrix appropriate for the transition area?
- Should an amortization schedule be considered?

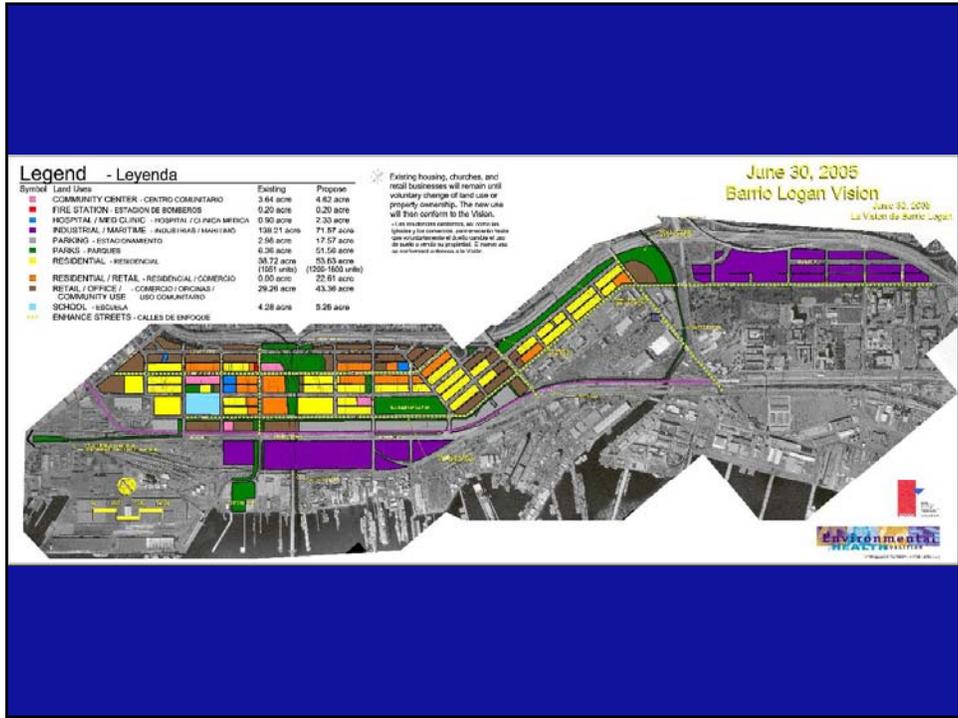
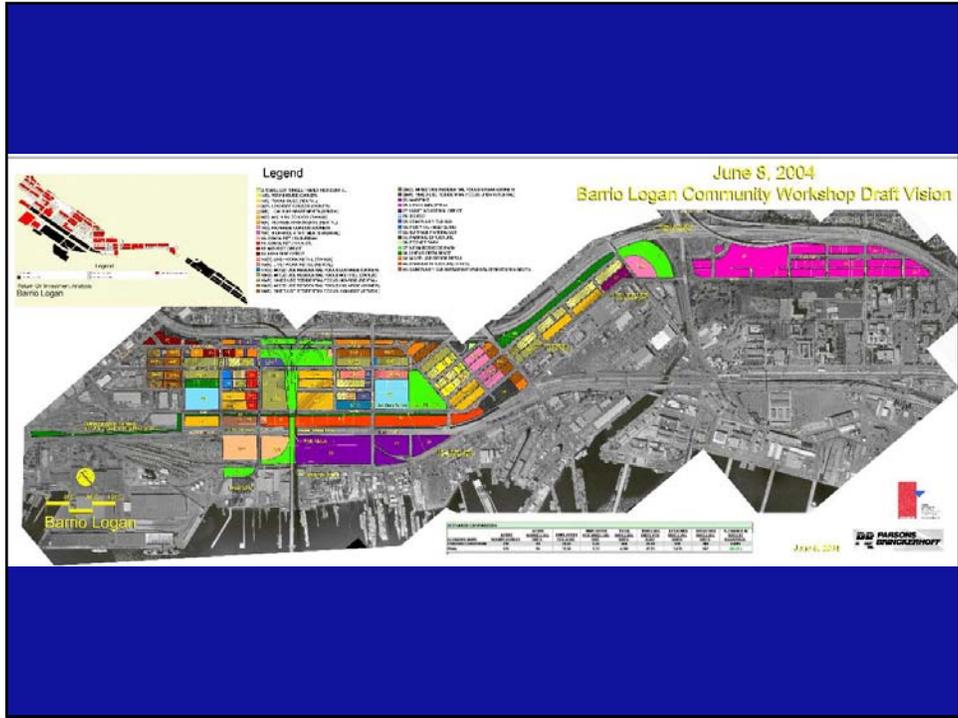
- Should residential, parks, open space and institutional uses be considered in areas above 70 db?
- Should Chollas Creek be considered as a future site for an interpretive area including artwork, trails and a potential park area?
- Should the plan consider a tunnel under Interstate 5?

- Should the City create policies to set aside a certain percentage of very low income housing units?
- Should the City consider incentive based development programs such as density bonuses and transfer of development rights?
- Does the community's expressed goal to provide for affordable-only projects in Barrio Logan implement the City's Balanced Communities policies?
- Should the plan's policies promote the rehabilitation of existing residential structures?
- Should the area south of the Coronado bridge include a provision that precludes land accumulation from occurring?



barrio logan COMMUNITY PLAN UPDATE

Additional Slides for Questions





GENERAL PLAN GUIDING PRINCIPLES	COMMUNITY SURVEY & JULY WORKSHOP RESULTS
<p style="text-align: center;">#1</p> <p>An open space network formed by parks, creeks, river valleys, habitats, beaches, and oceans.</p>	<ul style="list-style-type: none"> <li>• Need more open space.</li> <li>• Clean the marina.</li> <li>• Dig Park/walking area.</li> <li>• Need more public and access to the waterfront.</li> <li>• Basketball courts and an indoor pool.</li> </ul>
<p style="text-align: center;">#2</p> <p>Diverse residential communities formed by the open space network.</p>	<ul style="list-style-type: none"> <li>• Construct more affordable and mixed income housing complexes.</li> <li>• Plan for affordable single family dwelling opportunities.</li> <li>• Senior affordable housing.</li> <li>• Affordable homeownership for the Latino middle class.</li> <li>• Single family and multi-family housing.</li> </ul>
<p style="text-align: center;">#3</p> <p>Compact and walkable mixed-use villages of different scales within communities.</p>	<ul style="list-style-type: none"> <li>• Compatibility of land uses is necessary.</li> <li>• Improve sidewalks.</li> <li>• Relocate incompatible uses.</li> <li>• Provide additional security for safety.</li> </ul>
<p style="text-align: center;">#4</p> <p>Employment centers for a strong economy.</p>	<ul style="list-style-type: none"> <li>• Create local jobs and provide job training.</li> <li>• Need more opportunities for small business ownership.</li> <li>• Implement accessibility to the waterfront and construct a waterfront commercial area.</li> <li>• Business training, grants and other employment resources.</li> <li>• Less industrial activity and more employment opportunities for non-hazardous work.</li> </ul>
<p style="text-align: center;">#5</p> <p>An integrated regional transportation network of walkways, bikeways, transit, roadways, and freeways that efficiently links communities to each other and to employment centers.</p>	<ul style="list-style-type: none"> <li>• Better pedestrian, bicycle and transit links to the waterfront, downtown, &amp; balloon park.</li> <li>• Improve parking for Port Tenants</li> <li>• Enhance truck routes</li> <li>• More street lights in the community for vehicular and pedestrian purposes and safety.</li> <li>• Need more bike trails.</li> </ul>

<p>86 High-quality, affordable, and well-maintained public facilities to serve the City's population, workers, and visitors.</p>	<ul style="list-style-type: none"> <li>• Open air markets</li> <li>• Family-oriented activities</li> <li>• Develop a High School</li> <li>• Improve the availability, access and quality of community services, such as jobs, job training, a cultural center, a museum, a library and arts education programs and education</li> <li>• Implement a program to combat the presence and issue of homelessness in Chinatown park</li> <li>• Incorporate activity space and recreational facilities into the community.</li> <li>• Health care facility</li> <li>• A library and cultural center</li> </ul>
<p>87 Historic districts and sites that respect our heritage.</p>	<ul style="list-style-type: none"> <li>• Maintain Barrio Logan as a culturally rich, family-oriented, and historic place</li> <li>• Add murals to buildings &amp; restore historic buildings.</li> <li>• Provide art galleries</li> <li>• Mexican/Latino arts &amp; culture district</li> <li>• Create a Performing Space</li> <li>• Artist Space (open air)</li> <li>• A museum dedicated to the local history</li> </ul>
<p>88 Balanced demographics that offer opportunities for all San Diegoans and share citywide responsibilities.</p>	<ul style="list-style-type: none"> <li>• Retain the Barrio Logan community "spirit"</li> <li>• Balance old and new developments</li> <li>• Ban or reduce inappropriate uses and industrial away from residential</li> <li>• Safety in transition of uses</li> <li>• Noisy enforcement</li> <li>• Create and maintain Barrio Logan as a safer and cleaner place</li> </ul>
<p>89 A clean and sustainable environment</p>	<ul style="list-style-type: none"> <li>• Need better city services to attack the trash and litter throughout the community</li> <li>• Local businesses should not pollute</li> </ul>
<p>90 A high aesthetic standard</p>	<ul style="list-style-type: none"> <li>• Add murals to buildings</li> <li>• More lights</li> </ul>

**BARRIO LOGAN COMMUNITY PLAN LAND USE ALTERNATIVES**  
**Estimated Land Use Acreage Calculations\***  
*Updated: April 15 2009 (based on land use analysis from March 2009)*

	Alternative A		Alternative B		Alternative C	
	Blocks	Acre	Blocks	Acre	Blocks	Acre
Residential (4-5 stories)	0	0	7	25	1	4
Residential (3 stories)	14	53	6	23	10	36
Residential (1-2 stories)	2	6	2	6	2	6
Mixed-Use - Residential (4-5 stories)	6	23	8	29	8	29
Mixed-Use - Residential (3 stories)	2	6	0	0	0	0
<b>Total Residential</b>	<b>23</b>	<b>87</b>	<b>22</b>	<b>82</b>	<b>20</b>	<b>76</b>
<b>Commercial</b>	<b>3</b>	<b>11</b>	<b>4</b>	<b>14</b>	<b>3</b>	<b>11</b>
Mixed-Use - Office	1	3	2	8	2	8
Office	8	29	4	13	4	16
<b>Total Office</b>	<b>9</b>	<b>32</b>	<b>6</b>	<b>21</b>	<b>6</b>	<b>24</b>
International Business and Trade (IBT)	2	7	6	24	7	27
Industrial**	10	36	10	36	10	36
<b>Total Industrial</b>	<b>11</b>	<b>43</b>	<b>16</b>	<b>60</b>	<b>17</b>	<b>63</b>
<b>TOTAL***</b>	<b>46</b>	<b>174</b>	<b>47</b>	<b>177</b>	<b>46</b>	<b>174</b>

\*Acreages are based on typical Barrio Logan block measurements of 284'x605' (including 20' alley), aggregated over Community Plan Area for order-of-magnitude land use calculations. They are estimates and are not based on parcel-specific GIS calculations. Calculations do not include publicly-owned land, right-of-ways, or parks.

\*\*Calculations do not include Port/Tidelands industrial areas west of Harbor Drive.

\*\*\*Alternative A and C indicate slightly less acreage and blocks than Alternative B because both include a park

