

# Introduction | 1



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## 1.1 COMMUNITY PROFILE

San Ysidro is a long-standing community of Mexican heritage, uniquely situated along the international border. San Ysidro's location, adjacent to Mexico, provides abundant opportunities for cultural exchange and commerce, serving both the tourist and the resident population. The San Ysidro Land Port of Entry is one of the world's busiest land ports and directly impacts the community of San Ysidro. San Ysidro's location also results in exposure to border traffic congestion and associated vehicle emissions, as well as geographic separation from much of the rest of the City of San Diego. San Ysidro also faces challenges related to aging infrastructure and barriers to connectivity. With strength in its people who have maintained a strong, tightly knit community with an optimistic vision for its future, San Ysidro is both a bustling, vibrant community and gateway to San Diego and the rest of the United States.

San Ysidro's urban form has been influenced by many factors. Following the short-lived Little Landers Colony (discussed in the Historic Preservation Element), commercial districts formed along San Ysidro Boulevard and Camino de la Plaza focusing primarily on border users. A legacy remains of traditional storefronts uniquely suited to small and sole-proprietor businesses, particularly along the community's main street, San Ysidro Boulevard. Remnants of the original grid pattern of streets and alleys enhances connectivity and promotes walkability in the old town, yet traffic congestion and poor pedestrian connectivity occurs at many "pinch points" where street widths narrow or access is restricted due to the trisecting of the freeways and trolley tracks.

San Ysidro has over a century of settlement and development. The community today contains a breadth of building types and architectural styles from development waves occurring since the early part of the twentieth century. This built environment, established through a rich cultural history, has helped make it a dynamic community an asset the region.

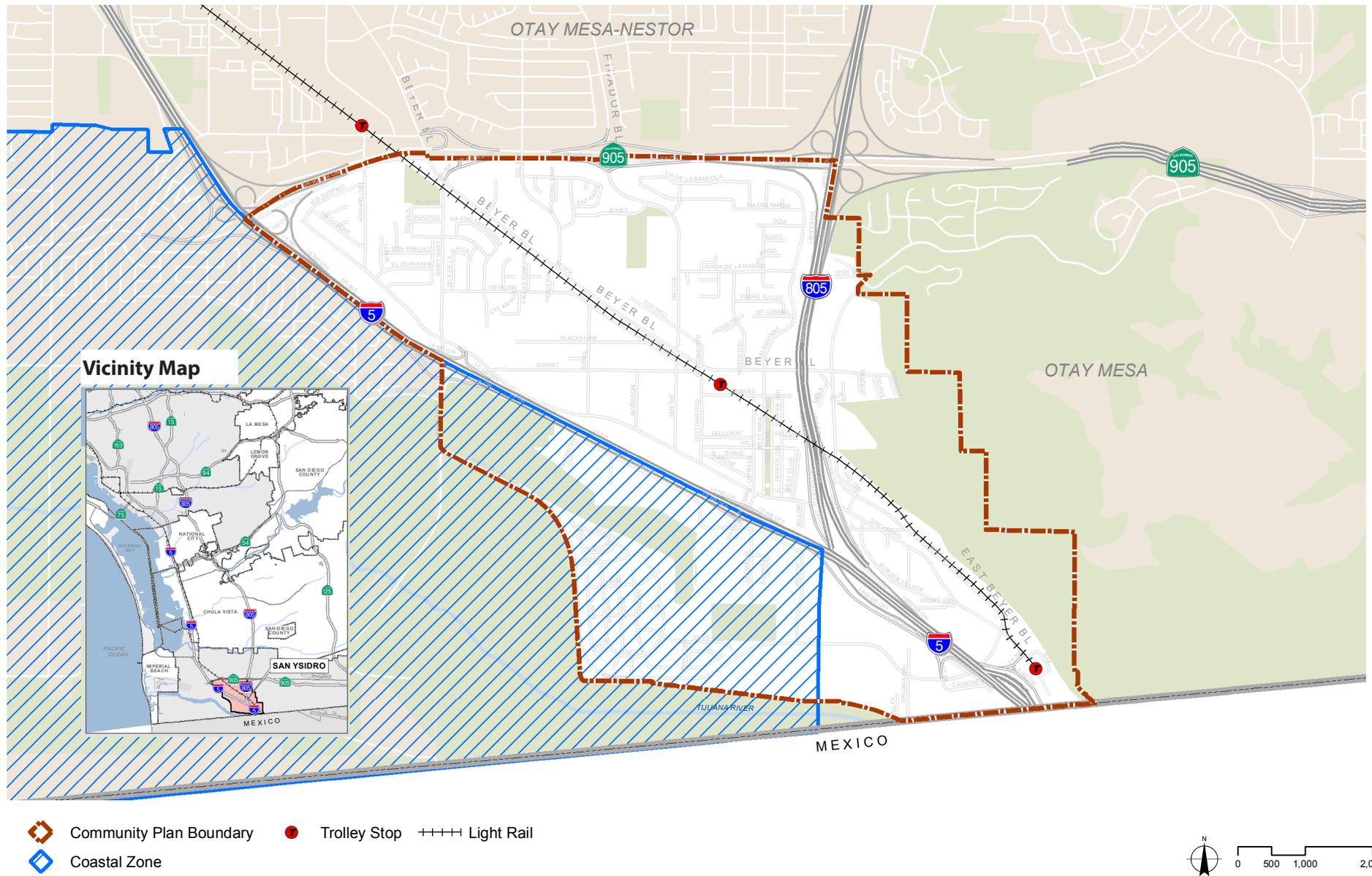
San Ysidro encompasses approximately 1,863 acres within the City's southern tip, adjacent to Otay Mesa-Nestor, Otay Mesa, the Tijuana River

Valley, and the international border with Mexico (refer to **Figure 1-1 San Ysidro Community Plan Area and Coastal Zone Map**). Topographically, much of the San Ysidro planning area is moderately level; however, a sharp rise in topography occurs immediately east of interstate 5 in the area of the international border crossing and its border with Otay Mesa. The Tijuana River floodplain comprises most of the planning area south and west of interstate 5. Because of these topographical characteristics, spectacular views of the surrounding region can be found throughout the community.

San Ysidro has a notably young population, with over half the population under 25, and is characterized by a large component of 90 percent Hispanic residents compared to 28 percent citywide (2010). Along with a young and largely Hispanic population, San Ysidro is home to large families and often multiple generations under one roof. These demographic characteristics underscore the need to provide ample public facilities geared towards families with children, including parks, playgrounds, libraries, and recreational facilities. Even though San Ysidro has a high proportion of families, there is a relatively low rate of home ownership.



Figure 1-1: San Ysidro Community Plan Area and Coastal Zone Map





## 1.3 LEGISLATIVE FRAMEWORK

### GENERAL PLAN

The General Plan sets out a long-range vision and policy framework to guide future development, provide public services, and maintain the qualities that define San Diego and contains a set of overall guiding principles (see inset).

The San Ysidro Community Plan is a component of the City of San Diego's General Plan. It is intended to further express the General Plan goals and policies in San Ysidro through the provision of more site-specific recommendations and provides the basis for zoning and the Capital Improvement Plan (CIP). The General Plan and Community Plan work together to establish the framework for growth and development in San Ysidro. Some specific General Plan policies are referenced within the Community Plan to emphasize their significance in San Ysidro, but all applicable General Plan policies may be cited in conjunction with the Community Plan, whether or not they are specifically referenced. Both the General Plan and the San Ysidro Community Plan should be consulted for land use planning matters in San Ysidro. While the Community Plan addresses specific community needs, its policies and recommendations remain in harmony with the General Plan, citywide policies, and other community plans.

### LAND DEVELOPMENT CODE

The City of San Diego Land Development Code (LDC) is part of the municipal code and contains regulations and controls pertaining to land use, density and intensity, building massing, architectural design, landscaping, stormwater management, street frontages, lighting, and other development characteristics. The LDC implements the land use policies and recommendations of the Community Plan and all development within San Ysidro must comply with regulations set forth in the LDC.

### GENERAL PLAN GUIDING PRINCIPLES

- An open space network formed by parks, canyons, river valleys, habitats, beaches and ocean
- Diverse residential communities formed by the open space network
- Compact and walkable mixed-use villages of different scales within communities
- Employment centers for a strong economy
- An integrated regional transportation network of walkways, bikeways, transit, roadways, and freeways that efficiently link communities and villages to each other and to employment centers
- High quality, affordable, and well-maintained public facilities to serve the City's population, workers, and visitors
- Historic districts and sites that respect our heritage
- Balanced communities that offer opportunities for all San Diegans and share citywide responsibilities
- A clean and sustainable environment
- A high aesthetic standard



## LOCAL COASTAL PROGRAM

The California Coastal Act requires all jurisdictions within the Coastal Zone to prepare a Local Coastal Program (LCP). The Local Coastal Program includes issue identification, a land use plan and implementation ordinances. The coastal zone portion of the San Ysidro community is located adjacent to the Tijuana River Valley; see **Figure 1-1 San Ysidro Community Plan Area and Coastal Zone Map**. This Plan addresses the basic resource protection measures for the coastal zone area in San Ysidro and discusses the community's relationship to the Tijuana River Valley resource area. The Tijuana River Valley Local Coastal Program Land Use Plan (Tijuana River Valley LCP) primarily emphasizes the preservation, enhancement and restoration of the natural features of the valley and allows limited recreational and agricultural uses. The Tijuana River Valley is a broad natural floodplain containing a variety of wetland and riparian areas. The valley floodplain contains a mixture of agricultural uses, rural housing, and riparian woodlands. A portion of the South Neighborhood of San Ysidro, including the Dairy Mart Ponds open space area and existing residential development, is within the Tijuana River Valley floodplain and is within the coastal resource area. The important coastal resources within San Ysidro consist of the Dairy Mart Ponds which is discussed within the open space section of the Conservation Element. Adjacent coastal resources, the Tijuana River Valley

floodplain and the Tijuana River estuary, are discussed in the Tijuana River Valley LCP. **Table 1-1 Coastal Issue Area and Community Plan Element Reference** identifies Coastal Act issues and the corresponding Plan Element the issue is discussed.

## HOW TO USE THE COMMUNITY PLAN

The Community Plan provides a long-range physical development guide for elected officials, property owners, and citizens. It also contains specific goals and policies to provide direction on what types of future uses and public improvements should be developed in the San Ysidro. When using the Community Plan to develop projects or determine what uses are appropriate for a site, the applicable development regulations found in the City's Land Development Code, along with the San Ysidro Public Facilities Financing Plan and the El Pueblito Viejo Village Specific Plan, should be reviewed to ensure implementation of this Plan.

**Table 1-1: Coastal Issue Area and Community Plan Element Reference**

COASTAL ISSUE	COMMUNITY PLAN ELEMENT	SECTION/POLICY REFERENCE
Public Access	Land Use; Mobility; Recreation; Conservation	2.2.7 Enhance public scenic vistas; 3.2.1, 3.3.3, 3.3.8, 3.5.3a Improve access/connectivity; 7.1.15, 7.4.1, 7.4.3 Connecting trails
Recreation	Recreation; Conservation	7.1.15 Joint Use Trails; 8.2.4, 8.2.5 Awareness, education and appreciation
Marine/Wetland Environment	Recreation; Conservation	7.2, 7.4 Preservation of open space; 8.2 Preservation of coastal resources
Land Resources	Conservation	8.2 Preservation of coastal resources; 8.7.8 Watershed management
Development	Land Use; Recreation; Public Facilities; Conservation	2.2.15 Balanced Housing Types; 2.2.10, 7.2.3, 7.2.4, 8.2.1, 8.2.2 Sensitive development near Dairy Mart Ponds; 6.1 Water, Sewer, and Stormwater Infrastructure
Climate Change	Conservation	8.1 Sustainability



Key Objectives presented during plan update meetings.

## PLAN ORGANIZATION

The Community Plan is organized similarly to the General Plan and includes nine elements. Each element includes goals, discussion sections, policies, and recommendations. A separate implementation section includes implementation measures. Policies often cross reference the General Plan and related subjects in corresponding elements. The Community Plan is a companion document to the General Plan, and the General Plan should be used in conjunction with the Community Plan.

The Plan’s Key Objectives define San Ysidro’s long range priorities for growth and development and support the community’s vision. These Key Objectives are reinforced by various elements and policies in the Plan as well as the

General Plan. Table 1-2 lists the planning topics associated to the Key Objectives and provides a cross-referencing tool which identifies related Community Plan and General Plan Element and Section references for ease of use. Although the policy sections referenced below are intended to emphasize their significance in the community, all applicable policies within the Plan or General Plan may be cited in conjunction with a plan review or project related to these topics.

Also, throughout the document readers will notice policy cross references in a Section discussion or within a policy itself. This additional cross referencing tool is to help the user navigate between similar topics in multiple elements within this Plan and the General Plan. The cross references which are suggested do not limit other policies from being cited in relation to the topic.

Table 1-2: Key Objectives Cross Reference Table

SAN YSIDRO COMMUNITY PLAN			GENERAL PLAN
KEY OBJECTIVE	ELEMENT	SECTION	ELEMENT/SECTION
<b>Improved Linkages:</b> Mobility and Connectivity	Land Use	2.5, 2.6	Land Use-A & I;
	Mobility	3.2, 3.3, 3.4, 3.5, 3.6	Mobility-A,B,C,F, & I;
	Urban Design	4.5, 4.8, 4.9, 4.11	Urban Design-A & B
	Public Facilities	6.2	
	Recreation	7.3	
<b>Live, Work, Shop and Play:</b> Village Development and Design	Land Use	2.5; 2.7	Land Use-A, H;
	Mobility	3.2; 3.3; 3.4; 3.5; 3.8	Mobility-A, B, C, F & I;
	Urban Design	4.3; 4.4; 4.5; 4.6; 4.8; 4.9	Urban Design-A, B, C & E
	Economic Prosperity	5.5; 5.6	
<b>Celebration of Heritage &amp; Bicultural Tradition:</b> Character & Building Form	Land Use	2.1; 2.2; 2.3; 2.4; 2.5	Urban Design-A, B, E & F;
	Urban Design	4.2; 4.3; 4.4; 4.6; 4.7; 4.8; 4.9	Conservation-A & B;
	Conservation	8.1	Historic Preservation-A
	Historic Preservation	9.1	
<b>A Strong Economy:</b> Commercial & Employment	Land Use	2.3; 2.5; 2.6	Land Use-A & H;
	Mobility	3.6; 3.8	Economic Prosperity B, D, F & G
	Urban Design	4.2; 4.3	
	Economic Prosperity	5.1; 5.2; 5.3; 5.4; 5.5; 5.6; 5.7; 5.8; 5.9	
<b>Attractive International Border:</b> Border Commercial & Port of Entry	Land Use	2.3; 2.5; 2.6	Mobility-I;
	Mobility	3.3; 3.4; 3.8; 3.9	Economic Prosperity-J
	Urban Design	4.4	
	Economic Prosperity	5.5	
<b>Urban Parks &amp; Preserve Open Space:</b> Parks, Plazas & Open Space	Land Use	2.1	Urban Design-A & E;
	Urban Design	4.6	Recreation-B, C, E & F;
	Public Facilities	6.1; 6.2	Conservation-B, H & M;
	Recreation	7.1; 7.4	
	Conservation	8.2	
<b>Implementation Strategy</b>	Implementation	10	

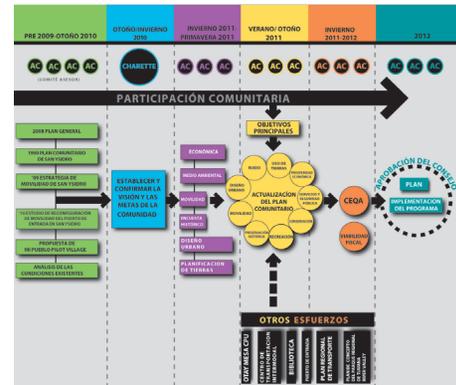
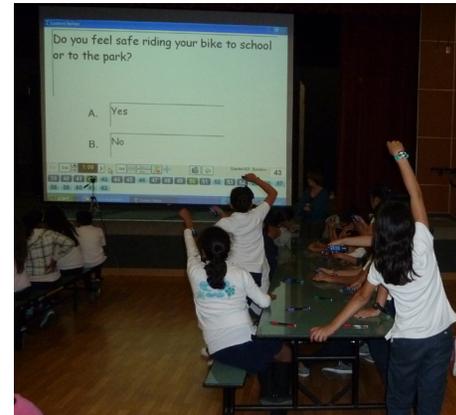
## 1.4 PLANNING PROCESS

The public outreach for the Community Plan was primarily conducted through the Community Plan Update Advisory Committee, who regularly held special meetings with the San Ysidro Community Planning Group, as well as other stakeholder representatives. These meetings serve as the backbone for the community outreach effort. However, the outreach effort also included individual stakeholder meetings, a walk audit, booths at community festivals and school functions, community survey, outreach to students through the local schools, and presentations to other organizations and agencies. The community outreach was a collaborative process between community members, stakeholders, and the City and the participation strategy was designed to:

- Enhance community participation and input
- Integrate consensus building with the planning process
- Strengthen community partnerships
- Provide learning opportunities to improve mobility, housing, recreation, access, and quality of life issues for residents, businesses, and visitors
- Gather and integrate community input and feedback

## 1.5 ENVIRONMENTAL IMPACT REPORT

Pursuant to the California Environmental Quality Act (CEQA), the San Ysidro Community Plan Programmatic Environmental Impact Report (EIR) provides a programmatic assessment of potential impacts occurring with the realization and implementation of Community Plan policies and recommendations. Potential impacts were anticipated during preparation of the Community Plan, and many of the policies were designed to reduce or avoid such impacts.



### San Ysidro COMMUNITY PLAN UPDATE

#### ACTUALIZACIÓN DEL PLAN COMUNITARIO

**Join Us! Community Workshops**  
October 4th, 5th, and 13th  
Willow Elementary School, 6pm

**Esta Invitación! Talleres Comunitarios**  
Octubre 4, 5, y 13  
Willow Elementary School, 6pm

**What is a Community Plan:**

- San Ysidro's Community Plan is a long range plan to guide growth and development, and to help implement community goals. It is a part of the City's General Plan.
- The Community Plan is currently being updated to address new conditions, challenges, and opportunities facing San Ysidro.

**How Can you Help?**

- Community members have a critical role in updating the community plan, to ensure that it represents the community's vision and goals.

**Que es un Plan Comunitario:**

- El Plan Comunitario de San Ysidro es un plan a largo plazo para guiar el crecimiento y desarrollo, y para ayudar a implementar metas comunitarias. Es una parte del Plan General de la Ciudad.
- Presentemente, se está actualizando el Plan Comunitario para responder a las nuevas condiciones, retos, y oportunidades que enfrenta San Ysidro.

**¿Como Puede Ayudar?**

- Los miembros de la comunidad tienen una parte crítica en la actualización del plan comunitario, para asegurar que la visión y las metas de la comunidad sean representadas.

Use Us!  
Reuniones Comunitarias Para Actualizar el Plan Comunitario

Use Invitación!  
Reuniones Comunitarias Para Actualizar el Plan Comunitario

**Topics to be discussed:**

- Land Use (residential, commercial, industrial)
- Mobility (vehicles, bikes, pedestrians)
- Urban Design (streetscape, plazas, building form and design)
- Recreation (parks & trails)
- Conservation (open space)
- Public Facilities, Services, Safety (schools, library, police & fire)

Please Come Help Us Plan  
For the Future of San Ysidro!  
See Reverse for Schedule and Map

**Temas a Tratar:**

- Uso de Tierra (residencial, comercial, industrial)
- Movilidad (vehículos, bicicletas, peatones)
- Diseño Urbano (calles, plazas, forma y diseño de edificios)
- Recreación (parques y rutas)
- Conservación (espacios abiertos)
- Instalaciones, Servicios, y Seguridad Pública (escuelas, biblioteca, policía y bomberos)

¡ Ven ayudarnos a planear  
para el futuro de San Ysidro!  
Veo lado reverso para Calendario y Mapa

