2. Land Use

CONTENTS: HOUSING | COMMERCIAL, BORDER & INDUSTRIAL USES | INSTITUTIONAL USES & PUBLIC FACILITIES | VILLAGE AREAS

GOALS

• A community of Mexican Heritage which offers excellent education, job, housing, health services, and recreational opportunities.

• A grand gateway linking Mexico to the United States and the City of San Diego.

• Create a safe and healthy living environment with a diverse mix of housing opportunities and land uses.

• Residential densities which retain the character and scale of the San Ysidro community and offer new housing opportunities for all income levels.

• Opportunities for market rate, upscale housing and affordable housing.

• El Pueblito Viejo Village, a community village, which provides access to first class social services, transit and cultural amenities.

• A vibrant commercial and entertainment Border Village.

• An Intermodal Transit Facility at the border.
**DISCUSSION**

The Land Use Element establishes the distribution and pattern of land uses throughout the community along with associated residential densities. The **Land Use Map** is located on page X. It also contains community-specific policies for the future development of residential, commercial/mixed-use, institutional, and village designated areas within the San Ysidro community. In order to facilitate revitalization and address public space deficiencies in the community, this element also includes policies for focus areas within the community where development is encouraged through higher intensity zoning and a menu of incentives designed to encourage partnerships with the development industry in order to meet the community’s vision for growth.

### 2.1 LAND USE DISTRIBUTION

The community has a unique level of complexity due to its long-standing and diverse development history, varied geography and proximity to the international border Port of Entry. San Ysidro is a community with an established land use pattern that is expected to remain, although some land use intensities are increasing as a result of this plan. The community will continue to evolve incrementally with the hopes of spurring growth within village areas. The recommended land use break down within the community is located in **Table LU-1**.

<table>
<thead>
<tr>
<th>LAND USE</th>
<th>ACREAGE</th>
<th>PERCENTAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Low-Density Residential (5-10 dwelling units/net acre)</td>
<td>313</td>
<td>17%</td>
</tr>
<tr>
<td>Low-Medium Density Residential (10-15 dwelling units/net acre)</td>
<td>242</td>
<td>13%</td>
</tr>
<tr>
<td>Medium-Density Residential (15-30 dwelling units/net acre)</td>
<td>84</td>
<td>4%</td>
</tr>
<tr>
<td>Commercial Residential permitted</td>
<td>49</td>
<td>3%</td>
</tr>
<tr>
<td>Commercial</td>
<td>71</td>
<td>4%</td>
</tr>
<tr>
<td>Regional Commercial</td>
<td>91</td>
<td>5%</td>
</tr>
<tr>
<td>Heavy Commercial</td>
<td>51</td>
<td>3%</td>
</tr>
<tr>
<td>Industrial</td>
<td>36</td>
<td>2%</td>
</tr>
<tr>
<td>Open Space</td>
<td>181</td>
<td>10%</td>
</tr>
<tr>
<td>Park</td>
<td>61</td>
<td>3%</td>
</tr>
<tr>
<td>Institutional</td>
<td>144</td>
<td>8%</td>
</tr>
</tbody>
</table>

**Table LU-1: Land Uses**

Note: Including freeway and trolley rights-of-way, the total planning area acreage is approximately 1,861 acres. More precise mapping was used to determine the acreage totals than the previous community plan.
San Ysidro Community Plan
Land Use

This community plan refines land uses. The land use balance within the community does not significantly change from the 1990 Community Plan beyond the Port of Entry District. In the Port of Entry District some land is redesignated to Institutional or Right of Way, mostly due to the realignment of Interstate 5 into Mexico to connect with Tijuana’s El Chaparral border inspection facility. In addition, the following refinements are reflected as part of the recommended land uses:

- Residential densities increased from Low to Low-Medium Density within a portion of the Sunset Neighborhood;
- Residential densities increased from Low-Medium to Medium Density near the Beyer Trolley Station;
- Commercial property within portions of the village areas will allow residential mixed-use;
- Existing industrial areas were reclassified to a Heavy Commercial designation since the character of these areas has changed over time to support commercial and wholesale retail uses; and
- The commercial area within the Regional Commercial District was redesignated as Regional Commercial.

The distribution of land uses provides an opportunity for balanced and sustainable growth in San Ysidro. The challenge will be in balancing the needs of the residents, daily visitors, commuters and business interests with one another and creating a cohesive community with often different needs and competing interests.

Land Use Intensity

Land Use intensity is related to the specific type of use as well as the manifestation of a particular use (or multiple uses) within a developed or built form. A generalized description of land use categories is provided in Table 2 which reflects the conversion of land use descriptions from the 1990 San Ysidro Community Plan to those recommended by the Land Use and Community Planning Element of the General Plan (LU-11). Each land use designation also contains quantifiable standards of building intensity. Zone designations are used where use and development standards correlate to the applied zoning program.

Population Density

Based on the application of planned land uses and development intensity, the community estimates to have a population of 38,559.
<table>
<thead>
<tr>
<th>Land Use Designation</th>
<th>Use Consideration</th>
<th>Description</th>
<th>Density Range (du/ac or FAR*)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Open Space</td>
<td>None</td>
<td>Provides for the preservation of land that has distinctive scenic, natural or cultural features; that contributes to community character and form; or that contains environmentally sensitive resources. Applies to land or water areas that are undeveloped, generally free from development, or developed with very low-intensity uses that respect natural environmental characteristics and are compatible with the open space use. Open Space may have utility for: primarily passive park and recreation use; conservation of land, water, or other natural resources; historic or scenic purposes; visual relief; or landform preservation.</td>
<td>N/A</td>
</tr>
<tr>
<td>Population-based Parks</td>
<td>None</td>
<td>Provides for areas designated for passive and/or active recreational uses, such as community parks and neighborhood parks. It will allow for facilities and services to meet the recreational needs of the community as defined by the community plan.</td>
<td>N/A</td>
</tr>
<tr>
<td>Residential - Low</td>
<td>None</td>
<td>Provides for both single-family and multifamily housing within a low-density range.</td>
<td>5 – 10 du/ac</td>
</tr>
<tr>
<td>Residential - Low Medium</td>
<td>None</td>
<td>Provides for both single-family and multifamily housing within a low-medium-density range.</td>
<td>10 - 15 du/ac</td>
</tr>
<tr>
<td>Residential - Medium</td>
<td>None</td>
<td>Provides for both single-family and multifamily housing within a medium-density range.</td>
<td>15 - 30 du/ac</td>
</tr>
<tr>
<td>Residential - Medium High</td>
<td>None</td>
<td>Provides for multifamily housing within a medium-high-density range.</td>
<td>30 - 44 du/ac</td>
</tr>
<tr>
<td>Land Use</td>
<td>Residential Zoning</td>
<td>Description</td>
<td>Density/FAR</td>
</tr>
<tr>
<td>---------------</td>
<td>--------------------</td>
<td>-----------------------------------------------------------------------------</td>
<td>-------------</td>
</tr>
<tr>
<td>Community Commercial</td>
<td>Permitted</td>
<td>Provides for shopping areas with retail, service, civic, and office uses for the community at large within three to six miles. It can also be applied to Transit Corridors where multifamily residential uses could be added to enhance the viability of existing commercial uses.</td>
<td>0 - 44 du/ac 1.0-3.0 FAR</td>
</tr>
<tr>
<td>Residential Prohibited</td>
<td></td>
<td>Provides for shopping areas with retail, service, civic, and office uses for the community at large within three to six miles.</td>
<td>.75-2.0 FAR</td>
</tr>
<tr>
<td>Regional Commercial</td>
<td>Prohibited</td>
<td>Serves the region, within five to 25-plus miles, with a wide variety of uses, including commercial service, civic, retail, office, and limited industrial uses.</td>
<td>1.0 FAR</td>
</tr>
<tr>
<td>Heavy Commercial</td>
<td>Prohibited</td>
<td>Provides for retail sales, commercial services, office uses, and heavier commercial uses such as wholesale, distribution, storage, and vehicular sales and service. This designation is appropriate for transportation corridors where the previous community plan may have allowed for both industrial and commercial uses.</td>
<td>2.0 FAR</td>
</tr>
<tr>
<td>Institutional</td>
<td>None</td>
<td>Provides a designation for uses that are identified as public or semi-public facilities in the community plan and which offer public and semi-public services to the community. Uses may include but are not limited to: airports, military facilities, community colleges, university campuses, landfills, communication and utilities, transit centers, water sanitation plants, schools, libraries, police and fire facilities, cemeteries, post offices, hospitals, park-and-ride lots, government offices and civic centers.</td>
<td>N/A</td>
</tr>
<tr>
<td>Land Use</td>
<td>Land Use</td>
<td>Description</td>
<td>Density</td>
</tr>
<tr>
<td>----------</td>
<td>----------</td>
<td>-------------</td>
<td>---------</td>
</tr>
<tr>
<td>Community Village</td>
<td>Residential Required</td>
<td>Provides housing in a mixed-use setting and serves the commercial needs of the community-at-large, including the industrial and business areas. Integration of commercial and residential use is emphasized; civic uses are an important component. Retail, professional/administrative offices, commercial recreation facilities, service businesses, and similar types of uses are allowed.</td>
<td>5 - 44 du/ac</td>
</tr>
<tr>
<td>Light Industrial</td>
<td>Office Use Limited</td>
<td>Allows a wider variety of industrial uses by permitting a full range of light manufacturing and research and development uses, and adding other industrial uses such as storage and distribution and transportation terminals. Multi-tenant industrial uses and corporate headquarters office uses are permitted. Otherwise, only limited office or commercial uses should be permitted which are accessory to the primary industrial use. Heavy industrial uses that have significant nuisance or hazardous effects are excluded.</td>
<td></td>
</tr>
</tbody>
</table>

*Floor Area Ratio (FAR) is assigned by the underlying zone and subject to zoning regulations.*
San Ysidro is largely comprised of residential neighborhoods and commercial centers with the residential neighborhoods generally bounded by the freeways and with the commercial uses closest to the international border (Land Use Map). The residential neighborhoods are primarily built out with a mix of historic and older multifamily and single family homes and subdivisions, along with relatively newer infill multifamily and single family developments. Local serving retail and services are in close proximity and within walking distances. The southeast portion of the community is predominantly border and visitor serving commercial with smaller retail spaces and related lodging and services. At San Ysidro’s southern edge lies the San Ysidro Land Port of Entry (LPOE), operated by US Customs and Border Protection. West of Interstate 5 contains a commercial area with larger format and outlet retail, including the Las Americas Premium Outlets, along with older multifamily developments, a small industrial area, and the newest single family subdivision, Coral Gates, built in 1995. Because of how San Ysidro has been trisected, and its many decades of development, there is a wide diversity of building types, and property conditions.

The San Ysidro plan update is organized into a composite of walkable-multimodal Neighborhoods, Districts and Villages. San Ysidro contains five distinct residential neighborhoods; two neighborhood villages – “the heart” of the community, El Pueblito Viejo Village, and the Border Village District; two additional commercial districts; and the Port of Entry District (refer to District Map).

The residential neighborhoods along the northern, western and easternmost portions of the community primarily contain single-family tract homes built in the 1970s and early 1980s with neighborhood supporting commercial uses. These neighborhoods are relatively stable with little to no redevelopment occurring. Homes are generally well-maintained and each neighborhood contains several medium- to large-scale multifamily developments. The southern neighborhood is bisected by the Dairy Mart Ponds and consists of the large Coral Gates community along Camino de la Plaza and a mixture of multifamily housing types, including several Housing Commission projects off Willow Road. Redevelopment opportunities exist in these neighborhoods on a small scale and seem to focus on vacant or under-utilized parcels. Multifamily projects will need to be compatible with the single-family homes and provide better design than in the past, including better articulation with building separation and landscape buffers. Character, scale and development potential within the neighborhoods, districts and villages are further outlined in the Urban Design Element.
While the planning area successfully maintains a balance of land uses, there is also a desire to promote harmony between uses and the residents. Creating a safe and healthy living environment and linking residential development to the provision of adequate community facilities and services is one way of achieving this. Understanding the land use and urban design concepts needed to improve use compatibilities and transitions between neighborhoods and districts is critical to the success of this plan. To accomplish these goals, the plan provides site specific recommendations, elaborates on General Plan policies, cross references between the General Plan and the various community plan Elements and includes an Implementation Strategy that complements the policy direction.

2.2 HOUSING

CONTENTS: RESIDENTIAL USES | BALANCED COMMUNITIES | EQUITABLE DEVELOPMENT | ENVIRONMENTAL JUSTICE

Housing and Design

Approximately 30% of San Ysidro’s housing stock is single family homes located in the San Ysidro West Neighborhood, San Ysidro North Neighborhood, the developed portions of the Beyer Hills Neighborhood, and the Coral Gates subdivision located in the San Ysidro South Neighborhood. These neighborhoods are well established and small scale changes occur through home remodels and improvements. The undeveloped land located in the Beyer Hills Neighborhood is further discussed in Section D.

The majority of housing in San Ysidro is multifamily. It is also anticipated that new housing in San Ysidro will be part of mixed use projects in the commercial village areas, within areas of the Sunset Neighborhood, and located on remnant vacant and underutilized parcels designated for multifamily throughout the community. Many of the existing multifamily housing are not sensitively designed and disrupt the small-scale character of San Ysidro’s neighborhoods. In addition, much of the older housing stock is in need of rehabilitation, which many residents are unable to afford. New development should be designed with attention to aesthetics, usability and safety. Attention to building bulk and scale is important, and building articulation and architectural detail should be required for all projects.
Housing and Community

Residents are committed to living as a community and new housing should encourage physical design which promotes social contact and individual space. Housing needs range from conventional homes and apartments to housing where residents may share access to extensive common facilities such as open space, courtyards, gardens, a playground, a common kitchen and living space.

Alternative housing options, such as cohousing, a type of collaborative housing in which residents actively participate in the design and operation of their own neighborhoods, or senior housing is currently being explored within the El Pueblito Viejo Village. New ideas for creating affordable senior-friendly housing and retrofitting existing structures with multi-units are also being explored. There is a demand in San Ysidro for community-oriented housing which provides access to health services and nonprofit support and which promotes aging together with mutual help.

Policies

LU.A-1  Preserve and rehabilitate existing single-family homes within the single-family neighborhoods to maintain neighborhood character.

LU.A-2  Upgrade existing single-family and multifamily residential developments while maintaining the historic atmosphere within the residential component of El Pueblito Viejo and Hill Street within the Border Village. Design guidelines and recommendations listed in the Urban Design Element Section 4.11 are to be used in the evaluation of proposed development.

LU.A-3  Articulate multifamily structures so as to provide each unit with its own identity to avoid massive, monolithic structure, and use pedestrian paths to link the development to sidewalks, commercial amenities, parks and schools.

LU.A-4  Provide recreation and open areas within the developments.

LU.A-5  Provide well-landscaped parking areas and include some covered parking with storage for tools, equipment and bicycles.
LU.A-6 The hilly topography of some sites within San Ysidro provide views of Tijuana, the Tijuana River Valley and the Pacific Ocean. Site structures to preserve and enhance public scenic vistas and open space areas.

LU.A-7 Protect the single-family character of the existing adjacent neighborhoods by requiring sensitive project planning and design to accommodate sufficient setbacks, landscaping and buffering.

LU.A-8 Site design of structures for large sites and consolidated lots should reflect the configuration of the adjacent neighborhood.

LU.A-9 Site the structures so as to minimize noise and visual impacts from freeways and the trolley corridor.

LU.A-10 Develop residential sites in the community within the context of the neighborhood vision. Design guidelines and recommendations listed in the Urban Design Element Section 4.11 are to be used in the evaluation of proposed development. Additional design considerations should be accommodated when sites provide cultural, architectural, or potential historic significance and/or are within a prominent location, such as an “entrance” into the community or neighborhood.

LU.A-11 Design new housing in San Ysidro South Neighborhood to reduce impacts to natural habitat within the Dairy Mart Ponds natural habitat (see Recreation and Conservation Elements).

LU.A-12 Provide housing options which explore and model innovative approaches to environmental and social sustainability while meeting the needs of the community. Support housing which:

- Provides alternative housing options, such as co-housing, eco-villages, or cooperative living, where units share common facilities and responsibilities.
- Meets the needs of the community, by providing multi-generational housing, where grandparents may live with grandchildren or where large or extended families can more easily live together.
- Embraces the spirit of cooperative and sustainable living in an effort to provide a more affordable, cultural and ecological lifestyle.
LU.A-13 Provide housing in a mixed use commercial setting to create lively commercial centers in the Village areas. See Section E Village Areas.

LU.A-14 Ensure that the residential and mixed use developments are compatible with adjacent land uses and provide higher quality site planning and design than the existing development. See Urban Design Element Section 4.11.

LU.A-15 Consider proposals that ensure diverse and balanced housing types are available for households of all income levels throughout the older residential sections of the community, particularly in the “Pueblito Viejo,” Sunset, East Beyer and Hill Street, and Southern neighborhoods, and that enhance the character of these neighborhoods.

LU.A-16 Establish residential rehabilitation programs and provide incentives for neighborhood upgrading. Design these programs to enable existing residents to remain in the community after it is upgraded.

2.3 COMMERCIAL AND INDUSTRIAL USE

COMMERCIAL CENTERS | REGIONAL COMMERCIAL | HEAVY COMMERCIAL

San Ysidro’s economy is driven by local, regional and bi-national influences. The commercial establishments within each Neighborhood and District are unique. There are local serving bodegas and services, fast food establishments, gas stations, Mexican insurance, money exchange - Casa de Cambios, banks, small scale wholesale retail businesses, and international brand outlet stores. Generally, regional and border serving commercial is located closer to the border and community serving commercial is located within the residential neighborhoods, however, there are exceptions within the strip commercial visible from Interstate 5. The commercial uses along corridors within the Village areas are further described in the Section D. Villages and Section E. Port of Entry District. Additional information on San Ysidro’s economy can be found in the Economic Prosperity Element.
Commercial Centers

Commercial centers in San Ysidro South, West, and Sunset Neighborhoods along Calle Primera, San Ysidro Boulevard and Dairy Mart Road consists of strip commercial centers. Refer to Commercial Areas. These commercial areas are stable, serve the general community and are visible from the interstate which attracts additional freeway business. Uses include a post office, motels, fast-food franchises and convenience and grocery stores. These commercial areas are well established however investments to improve storefronts, landscaping and signage would go a long way in benefiting the neighborhood.

Regional Commercial

The San Ysidro Commercial District is located west of I-5 along the border and consists of factory outlet malls, the first of which opened in 1988. The outlet malls have expanded in this district and consist of X amount of commercial land within San Ysidro. The outlet centers have been successful in attracting regional and bi-national shoppers and tourists traveling to and from Mexico.

Heavy Commercial/Industrial

The heavy commercial area in San Ysidro is primarily multi-tenant industrial parks containing some warehouse, light manufacturing and distributing uses. Originally, light industrial in nature, as more commercial uses have entered the area, the heavy commercial designation is more appropriate. Wholesale retail businesses, a popular grocery store, a senior center and fitness club are uses that can be found within the heavy commercial area. There is potential for a limited amount of industrial development in San Ysidro because the community offers good railroad and highway access, as well as residential and commercial support to industrial development, however the Otay Mesa community, east of San Ysidro, has established itself as the Prime Industrial sub regional center along the border, capitalizing on Otay Mesa commercial crossing. This sub regional center provides employment opportunities for the San Ysidro community.
San Ysidro Community Plan Update
Land Use

Policies

Commercial Centers

LU.B-1  Improve the appearance of dilapidated commercial structures and upgrade the landscaping.

LU.B-2  Promote community-serving commercial uses with the San Ysidro South, West, and Sunset Neighborhoods to serve resident needs.

Regional Commercial

LU.B-3  Support the outlet centers as tourist-oriented commercial uses and encourage rehabilitation of older structures and maintenance of existing centers. See policies in the Urban Design Element Section 4.12

Heavy Commercial/Industrial

LU.B-4  Provide for the reuse of the industrial buildings affected by the changing market conditions due to industrial growth in Otay Mesa. Utilize the vacant warehouses in the International Business Park and adjacent industrial areas at Calle Primera and Via Segundo for new uses such as theaters, skating rinks and bowling alleys. Additional uses could include professional office and heavy commercial uses such as health clubs, trade schools, furniture stores and hardware stores.

LU.B-5  Attract and market new light industrial businesses to minimize environmental impacts.

LU.B-6  Facilitate transit and bicycle routes for San Ysidro residents traveling to jobs in Otay Mesa by supporting the extension of Beyer Boulevard to ensure that San Ysidro residents can easily commute to jobs in Otay Mesa and so that future Otay Mesa residents and employees will be able to easily and conveniently patronize San Ysidro commercial areas. See Mobility Element for more detail.
2.4 INSTITUTIONAL USES AND PUBLIC FACILITIES

PUBLIC SERVICES | SERVICE NEEDS

Institutional uses and public facilities are a major land user and can be a catalyst for investment. See the Public Facilities, Services & Safety and Economic Prosperity Elements for more detail.

Policies

LU.C-1. Promote Institutional uses including vocational schools to provide local opportunities for continuing education.

2.5 VILLAGE AREAS

VILLAGE LOCATION AND TYPE | EL PUEBLITO VIEJO | BORDER VILLAGE

There are two neighborhood villages within San Ysidro, “the heart” of the community, El Pueblito Viejo Village, and the Border Village District (refer to District Map).

El Pueblito Viejo Village

Originally a small neighborhood of circa 1920 homes, El Pueblito Viejo includes the remaining portion of the historic “Little Landers Colony” from the turn-of-the-century. This village is located in the geographic center of San Ysidro, and has provided the community’s small-scale, single-family, village character. In 2004, the San Diego City Council approved the Mi Pueblo Pilot Village proposal as one of five innovative City of Villages demonstration projects.

The village is bound by the commercial properties along Beyer Boulevard to the commercial properties along San Ysidro Boulevard and from Smythe Avenue to Olive Drive and the 805 freeway, refer to El Pueblito Viejo Village Map. The village concentrates on two areas of intensification, the area around the Beyer Trolley Station and the commercial corridor along San Ysidro Boulevard preserving the low scale single- and multi- family of the residential area. The Beyer Station Trolley parking lot presents a potential
San Ysidro Community Plan Update
Land Use

joint development opportunity for redevelopment. North of Beyer Boulevard includes the well maintained San Ysidro Health Center and aging commercial with mixed use redevelopment potential. There are a number of vacant lots near the Trolley Station that could accommodate future housing and mixed use projects. There is a small commercial district along West Olive Drive where excess right of way could accommodate additional village parking and include space for a weekly farmer’s market. The commercial area along West San Ysidro Boulevard contains a diverse mix of retail but little has redeveloped in recent years. The vision is for this section of the Boulevard to become a vibrant, mixed use main street. Between East and West Park Avenue is the San Ysidro linear community park, along with the existing library. One of the defining elements of this village is the potential interconnected system of paseos, alleys and sidewalks that connect pedestrians to the trolley, San Ysidro Boulevard, parks, the greater community and to the international border.

The commercial strip along Beyer Blvd, which includes the San Ysidro Health Center and neighborhood serving commercial uses, is loosely connected and acts more like a string of businesses rather than a center. This commercial area is included as part of the El Pueblito Viejo Village as an opportunity area and has potential to redevelop into a mixed use component to the Beyer Trolley Station transit area.

Businesses within the historic section of San Ysidro Boulevard within the El Pueblito Viejo Village were first established in the 1920s and 1930s to serve the growing rural community of San Ysidro. This area has deteriorated over time due to the growth of the border commercial area and the construction of newer commercial centers, however recent rehabilitation of structures and new investment into this area are helping it to reestablish itself as the “Main Street.” This corridor is essential to the El Pueblito Viejo Village character which includes minor or no front setbacks and mostly structures that are one- or two-story buildings. Despite the absence of sidewalks, curbs and gutters, this area is a major pedestrian thoroughfare and a landmark in the community.

Border Village District

The Border Village District centers on the commercial business along East San Ysidro Boulevard adjacent to Interstate 5 and 805, between the Port of Entry District, El Pueblito Viejo Village, the trolley and freight rail lines. This village contains several district nodes refer to Border Village Map. The core of the border commercial area is densely populated with multiple small strip centers and free-standing buildings that contain small shop spaces featuring Mexican-themed merchandise, apparel, and other items targeted at Mexican purchasers, as well as US shoppers. The buildings in the core range from newer construction to older remodeled
buildings. This area also has a large number of US bank branches along with currency exchange stores serving cross-border traffic. The southern node contains a mix of older lodging, fast food, and retail shop space, with a significant amount of undeveloped land behind these uses extending to Interstate 5, creating the potential for redevelopment if these sites can be assembled. There are several parcels with older buildings containing community uses and older retail spaces that are upslope, that also represent underutilized sites.

The community vision for the Border Village District is to reestablish the area as a tourist and visitor destination. The concept of a “Mexican Village,” an entertainment area with restaurants, performance space, a theater and some housing was supported by the community. The dynamic nature of this area makes it appropriate to focus zoning controls on the form and scale of buildings, and less on uses. Improvements to the pedestrian environment are critical in this district as it provides the gateway to the community from the Port of Entry.

**Policies**

**El Pueblito Viejo**

LU.D-1 Provide housing in a mixed use commercial setting to create a lively commercial center around the Trolley Beyer Station.

LU.D-2 Redevelop the existing trolley station’s parking lot into a mixed use housing project that includes public trolley parking, affordable housing and commercial uses.

LU.D-3 Redevelop the businesses along Beyer Boulevard, between North Lane and Alaquinas Drive, to form a more cohesive neighborhood-serving center.

LU.D-4 Encourage mixed use along Beyer Boulevard and utilize the slope on the north side of Beyer Boulevard to terrace housing behind commercial uses.

LU.D-5 Locate housing above or behind commercial storefronts along portions of San Ysidro Blvd in the El Pueblito Viejo Village.

LU.D-6 Protect the tangible remains of the Little Landers colony and document the evolution of housing styles in San Ysidro.
San Ysidro Community Plan Update
Land Use

Review the Urban Design Element Section 4.4 and the Historic Preservation Element for special character design policies within the historic “El Pueblito Viejo” neighborhood.

L.U.D-7 Provide commercial uses which serve the neighborhoods and residents. Attract community-oriented commercial redevelopment and infill projects in the historic town center.

L.U.D-8 Preserve small-scale development and provide pedestrian amenities, such as benches and landscaping, in the community commercial core area of San Ysidro Boulevard.

L.U.D-10 Provide a strong well-landscaped link to the library, the linear park, and to the pedestrian bridges when redeveloping property within the El Pueblito Viejo Village. Large sites should utilize pedestrian-oriented design elements such as plazas, fountains or sculptural elements, paths and landscaping. Community-serving retail uses, pedestrian in scale and oriented to the street, should further strengthen the link. Place buildings along San Ysidro Boulevard at the property line to maintain the uniform building setbacks of the historic commercial area. (See Urban Design Element Section 4.5)

Border Village

L.U.D-11 Establish a destination shopping/visitor center at the border. It should include uses to attract both the American tourist (arts and crafts, restaurants) and the Mexican consumer (clothing, appliances, postal and banking services).

L.U.D-12 Improve the appearance of dilapidated commercial structures and upgrade the landscaping.

L.U.D-13 Provide adequate commercial facilities within areas designated for commercial use to meet the needs of both residents and visitors.

L.U.D-14 Promote tourist-serving commercial uses within the Border Village and encourage restaurants, entertainment uses and support small scale shops to promote local incubator businesses.
L.U.D-15 Create a Mercado, an open public market, with small permanent shops within the Border Village. The design theme should be festive to help the Mercado attract residents and tourists, alike and be accessible for artisans and small enterprises.

L.U.D-16 Develop a plaza and amphitheater style commercial development (include public urban outdoor space) within the Border Village, possibly at the old San Ysidro Service Center, to activate the area. Use unique and unifying signage, landscaping and an architectural theme based upon San Ysidro’s ethnic identity. This will provide both the resident and tourist with an attractive shopping area and will promote a positive San Ysidro image.

L.U.D-17 Areas which allow mixed use in the Border Village require ground floor retail in development along commercial streets, San Ysidro Boulevard and Border Village Road, to enhance the environment at the pedestrian level. Utilize the slope between San Ysidro Boulevard and Beyer Blvd to create residential units which assess residential units from Beyer, separating commercial and residential traffic.

L.U.D-18 Provide adequate parking in the Border Village area to ensure that businesses will benefit from improved vehicular traffic and augment demand at the Port of Entry.

L.U.D-19 Enhance the pedestrian scale and orientation of the existing development by utilizing pedestrian-oriented design elements, such as plazas, fountains and landscaping.

L.U.D-20 Capitalize on the colorful excitement of the meeting of two cultures and on the hustle and bustle of millions of people crossing the border here.
2.6 PORT OF ENTRY DISTRICT

LAND PORT OF ENTRY | BORDER COMMERCIAL AND TRANSIT CENTERS

The San Ysidro Port of Entry is at the hub of the Port of Entry District. This District is intensely affected by north and south bound pedestrian and vehicular border traffic. The District is primarily designated as Institutional, delineating the Land Port of Entry (Port) footprint, with commercial land uses designated along the east side of San Ysidro Boulevard adjacent to the Port. East of the Port is the San Ysidro Intermodal Transit Center (ITC), with San Ysidro Trolley Station, city and intercity bus services, other transportation services. Also, within the commercial area are several privately owned parking lots, a motel, and fast food restaurants. The western boundary of the District at Virginia Avenue includes a south- and north-bound pedestrian border crossing and a second transit facility. The City and SANDAG continue to study the area surrounding the Port to improve circulation and create a more efficient and iconic ITC in conjunction with the reconfigured Port.

Land Port of Entry

The San Ysidro Port of Entry (POE) is the busiest international border in the hemisphere, and continues to function as a significant international commuting and tourist terminal. In 2008 the U.S. Federal Government’s General Services Administration (GSA) issued a master plan for the reconfiguration of the POE. The new POE will improve pedestrian and vehicular processing; increase operational efficiency; enhance international trade, business and tourism; provide greater Custom Border Protection officer and public safety; incorporate the latest in security and antiterrorism enhancements; and decrease operations and maintenance costs, and improve the travel experience.

Border Commercial and Transit Centers

The commercially designated land east of the Port contains transit and commercial uses. The commercial uses within the Port of Entry District and Border Village have the potential to benefit from the community’s proximity to the border. The reconfiguration of the Port and the future potential of a new ITC intend to improve pedestrian and vehicular congestion, clearly identifying the entrance into the community (especially at the border crossing) and serve as a welcoming gateway to the world’s busiest land
San Ysidro Community Plan
Land Use

border-crossing. The area will include new commercial development that is well integrated into the border trolley station and other transit services. The ITC will coordinate all modes, including MTS/Charter/Intercity Bus Center, include numerous retail/commercial development opportunities, enhance public pick-up/drop-off area, and formalize a bike center with direct access to and from dedicated bike lanes on San Ysidro Blvd. There will also be improvements to the streetscaping, relocation of trolley tracks to maximize trolley access to and from the border pedestrian crossing and to maximize pedestrian safety, grade-separated bus access road to eliminate vehicle/bus/pedestrian/ trolley conflicts, and a new paid-parking structure to compensate for the loss in parking resulting from the U.S. General Services Administration (GSA)’s reconfiguration of the Land Port of Entry.

In October 2012, SANDAG and the City of San Diego, in collaboration with Caltrans, the Metropolitan Transit System (MTS), and the community, initiated a study to identify a multimodal concept for an Intermodal Transportation Center in the vicinity of the San Ysidro Port of Entry. The study also included a financial feasibility analysis to identify strategies for creation of the San Ysidro Intermodal Transportation Center (SYITC) to serve as a gateway to one of the world’s busiest Ports of Entry. The recommendations of this study are integrated within the Mobility and Economic Prosperity Element.

A new intermodal transit facility is also located at the southern terminus of Virginia Avenue as a replacement facility for the Camiones Way transit center by the reconfiguration of the federal San Ysidro Land Port of Entry project. The transit facility will provide for bi-directional pedestrian border crossing traffic, private vehicle pick-up and drop-off areas, bus stops, taxi stands, and improved pedestrian facilities. Improvements to signalization of the Camino de la Plaza/Virginia Avenue intersection, as well as on-street pull-off area for MTS busses along Camino De La Plaza are included.

Policies

LU.E–1 Encourage redevelopment of the Port of Entry commercial and transit area to create a cohesive and iconic International Gateway. A new Intermodal Center would provide jobs for San Ysidro residents, provide more efficient circulation and transit, and improve the physical appearance of the area.

LU.E-2 Provide parking structures as part of a future ITC in the Port of Entry District which address parking demand and improves vehicular traffic.
San Ysidro Community Plan Update

Land Use

LU.E-3  Develop the area immediately adjacent to the border as an International Gateway, a richer, symbolic image of entry into San Ysidro, San Diego and the United States.

2.7 Hillsides

Hillsides Master Plan

The vacant hillsides form San Ysidro’s eastern boundary and are located within the Beyer Hills Neighborhood. Beyer Elementary School, a small subdivision next to the school, the future Beyer Park site and a rail yard make up the existing development in this area. Development of the vacant sites within the Hillsides will require discretionary review because they are located in an area characterized by geotechnical problems (unstable soils) and hilly, sensitive topography. This area is also located immediately above the railroad and trolley corridor.

Land Use Designation

The Hillside area is designated for Low-Density Residential, however through the outreach effort of the plan update the community expressed interest in a master plan concept for the area which would include higher residential intensities, commercial retail, additional transit connections, parks and open space. It is recommended that a private master plan be developed to further determine the development potential of the hillside area. The specific plan should consider access, use restrictions, sensitive site design, resource protection, geotechnical safety, and landscaping. Through the master planning process, the Hillsides have the opportunity to implement the General Plan’s village strategies, while interacting with San Ysidro’s unique natural resources and topography. A master plan will be considered an amendment to the Community Plan, and must adhere to the City’s process for plan amendments and any associated rezoning. The master plan must include the provision of infrastructure and public facilities and demonstrate consistency with the General Plan and Community Plan policies.
Policies

LU F-1 Require a master plan and any required rezoning for the Hillsides areas to be consistent with the policies of this plan.

LU F-2 Achieve sustainable and efficient land use patterns with comprehensive neighborhood and community development through a master plan that will:

- Respect the natural topography and sensitive habitat areas with growth patterns that balance development with preservation of natural resources.
- Provide a land use map that illustrates the detailed land use designations, including any lands set aside for resource conservation, consistent with the MSCP Subarea Plan.
- Illustrate the complete circulation system that improves the overall connectivity to the surrounding community, integrates transit, and indicates how the system will relate to the overall San Ysidro circulation system.
- Illustrate a separate system of pedestrian and bicycle facilities and pathways linking the activity centers with the residential areas, public facilities, and open space systems.
- Cluster development and site structures sensitively by following the natural topography and slope of the existing, undeveloped hillsides.
- Reduce visual impacts of the hillsides by minimizing grading.
- Consider the surrounding development when identifying the mitigation options as part of the site specific geological study.
- Consider timing issues with future development adjacent to the site that may preclude development from occurring.
- Provide required park space onsite and distribute parks comprehensively throughout the Hillside area.
  - Link parks to one another with pathways to increase connectivity and enhance sense of community.
  - Locate neighborhood parks at the end of streets and adjacent to canyons, when appropriate, to accommodate and enhance public views and vistas.
- Incorporate a diversity of housing types that includes market rate and affordable housing. Require inclusionary housing on-site.
- Encourage an appropriately scaled new retail development along with other commercial uses such as food markets, restaurants, and other small retail shops.
San Ysidro Community Plan Update
Land Use

- Consider a trolley stop and additional pedestrian connections to Beyer Blvd to connect to the Border Village.
- Locate higher density and mixed uses within a ¼ mile of transit stops.
- Provide sufficient community serving commercial development within ¼ of transit that support the residents, workforce, and visitors.
- Include a detailed design plan for the residential, commercial and mixed uses, identifying retail, convenience uses, and public spaces.
- Provide architecture, urban design, and streetscape guidelines consistent with the policies in the San Ysidro Community Plan and the General Plan.
- Include illustrations for height, bulk, and scale of buildings and their relation to each other.
- Provide a street tree concept that utilizes species within the San Ysidro Street Tree Plan.
- Require a financing strategy to ensure timely provision of necessary public facilities to serve the proposed development.
- Provide a well-landscaped buffer between the development and the adjacent railroad and trolley corridor.