

# Urban Design Element | 4



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## DISCUSSION

The Urban Design Element describes the community character for San Ysidro, and provides goals and policies to guide future private and public development, building upon the policies established in the San Diego General Plan Urban Design Element. An overarching theme is to develop a more connected San Ysidro; to foster a community that consists of a well-planned and implemented social, visual, and physical network of interaction opportunities and defined places. The Urban Design Element establishes direction for village design, neighborhoods, community gateways and linkages, streetscapes and pedestrian orientation, and other unique San Ysidro attributes.



"A community lives and flourishes through exceptional places that embrace our mind, body, and spirit. Libraries, nature centers, historic districts, and places for making art among others are essential to our well being as individuals and as a community."

*-Ben Meza, Local architect*

## GOALS

- San Ysidro's operation as a grand gateway, linking Mexico to the United States and the City of San Diego
- Public walkways, alleys, public space, and pedestrian bridges that link San Ysidro neighborhoods
- Convenient and well-located public gathering spaces
- Lively public plazas within village areas that create opportunities for fiestas, gatherings, and community events
- Village areas that provide an attractive atmosphere for local craftsmen and artisans to live, work, and market their products
- Distinct neighborhoods and districts with unique streetscape themes, wayfinding solutions, and public art
- Access to a range of transit opportunities, public space, public and government services, and visitor serving commercial uses within the Port of Entry District
- An Intermodal Transit Facility within the Port of Entry District to efficiently serve the needs of commuters, visitors, and transit riders
- A community-oriented character in the El Pueblito Viejo Village with a mix of residential, commercial, and civic uses
- Opportunities for a range of commercial uses to attract tourists and shoppers from the region at large within the Border Village, San Ysidro Commercial, and the Port of Entry Districts
- Family-oriented restaurants and entertainment opportunities in the Border Village District

Figure 4-1: Urban Design Element Map



The policies provided below in **Table 4-1 Policy Topic Cross Reference with General Plan** highlight key policies that concern San Ysidro which are located in the General Plan. Although the policies referenced below are intended to emphasize their significance to the community planning topic, all applicable policies within the Plan or General Plan may be cited in conjunction with a plan review or project related to these topics. Refer to the City of San Diego General Plan for these policies.

**Table 4-1: Policy Topic Cross Reference with General Plan**

COMMUNITY PLAN TOPIC AREA	GENERAL PLAN POLICY
Development Adjacent to Canyons & Other Natural Features	UD-A.3
Landscape Guidelines	UD-A.8
Parking	UD-A.11, UD-A.12
Utilities	UD-A.16
Safety & Security (Crime Prevention Through Environmental Design (CPTED))	UD-A.17
Mixed-Use and Commercial	UD-C.1 - UD-C.8
Public Spaces & Civic Architecture	UD-E.1 - UD-E.2
Public Art & Cultural Amenities	UD-F.1 - UD-F.5
Urban Runoff & Storm Water Management	CE-E.1 - CE-E.7
Urban Forestry	CE-J.1 - CE-J.5
Sustainable Development Practices	CE-A.5 - CE-A.12
Streetscape Design	UD-C.7
Pedestrian Access to Developments	UD-A.5, A.9
Site Design & Building Orientation	UD-A.3 - UD-A.6
Building Compatibility & Transitions	UD-B.2

## 4.1 URBAN DESIGN CONTEXT

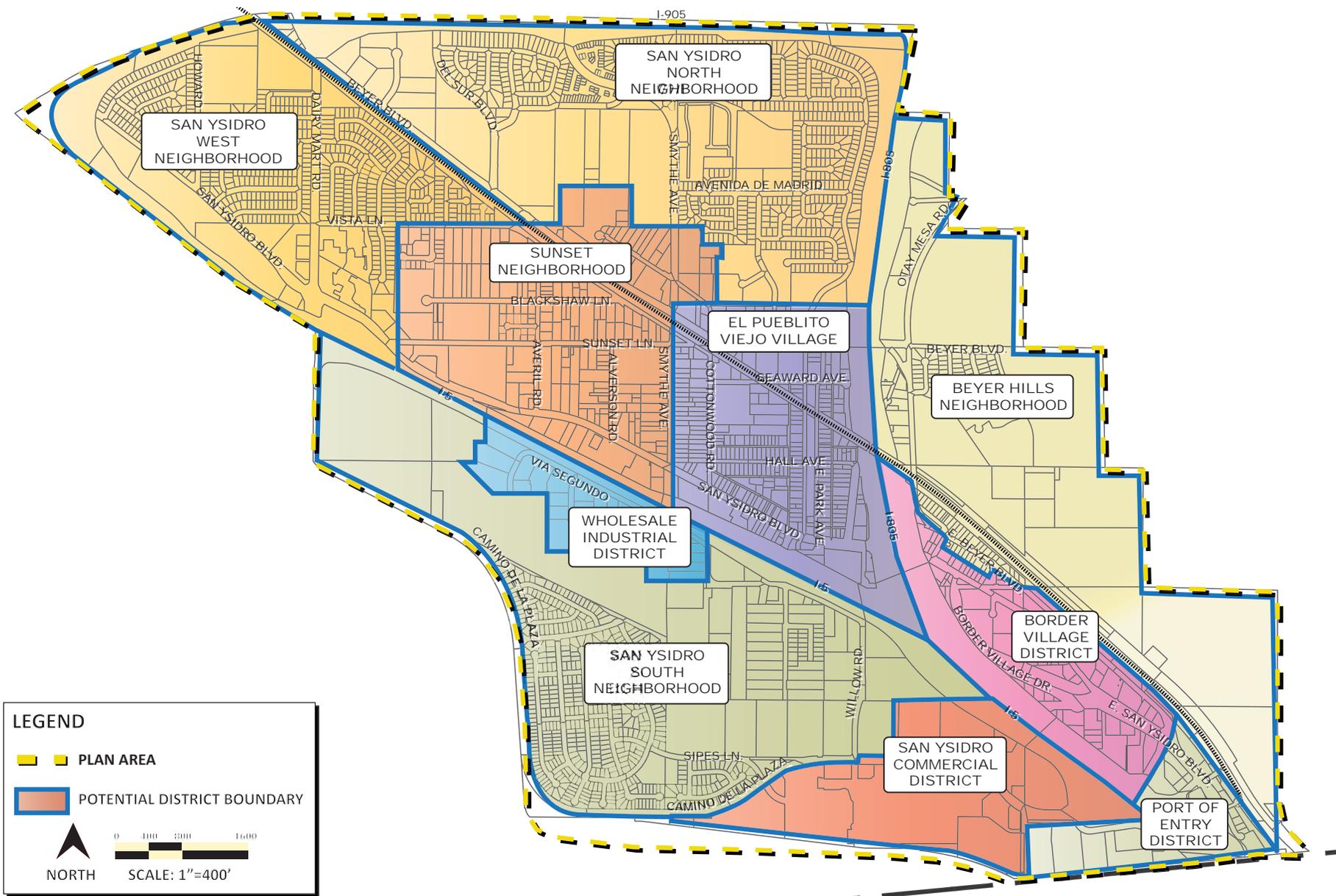
The San Ysidro community is challenged by several major social and economic conditions that affect its physical urban form. Many of these have been discussed in other elements of this Community Plan and include:

- A close cultural and commercial trade relationship with Mexico and the millions of tourists, business people, and workers that cross the international border every year
- The lack of economic vitality that exists in the community, while a large number of tourists pass through its boundaries every day
- The need for sensitively designed, affordable housing for San Ysidro residents
- The need to unify a community divided by freeways and rail line and enhance the pedestrian environment



*San Ysidro Boulevard Rendering*

Figure 4-2: District Map



## 4.2 DISTINCTIVE NEIGHBORHOODS

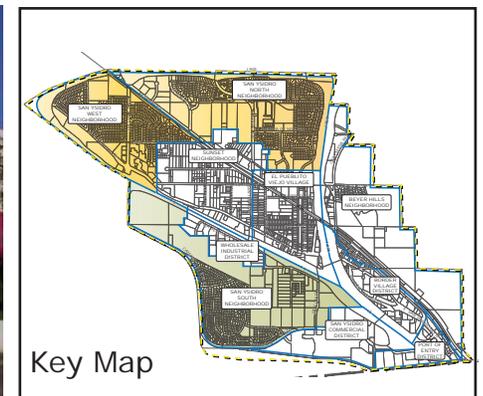
The San Ysidro community is composed of a variety of well-established neighborhoods and villages. Each neighborhood and village reflects unique attributes and characteristics, described below, that should be celebrated and enhanced. Overarching themes that tie these areas together are San Ysidro’s historical roots, the melding of American/Mexican cultures, and human-scaled environments. Minimal changes within the urban fabric are anticipated within these areas beyond enhanced connectivity, an increase in public spaces, and improved architectural quality. Primary areas of change are described within Section 4.4 and are focused around the already established village areas surrounding the Beyer Boulevard and San Ysidro transit stations, and within the Port of Entry.

### SAN YSIDRO WEST AND NORTH NEIGHBORHOODS

The western and northern portions of the community primarily contain single-family tract homes built in the 1970s and early 1980s. These homes are generally well-maintained. Most of the single-family is single level, although two-story homes do not appear out of scale or incompatible with these neighborhoods. Most homes are stucco or wood siding with front-facing gables and low to moderate pitched roofs. In addition, the northern and western “suburbs” each contain several medium to large-scale multifamily developments.

### SAN YSIDRO SOUTH NEIGHBORHOOD

The San Ysidro South Neighborhood consists of a number of older multifamily developments along Willow Road and west of it, with a limited number of older and smaller single-family residences. The Rancho Del Rio Mobile Home Park is also located in this area. Camino de la Plaza, as it heads west and north towards Dairy Mart Road, is the western boundary of the relatively new Coral Gate single-family subdivision, which is bounded on the north and east by protected open space. Willow Road, as it reaches I-5, turns west and becomes Calle Primera; at its intersection with Via De San Ysidro and I-5 on/off-ramps there is a small highway commercial and tourist services retail node along with a motel.



Key Map

## SUNSET NEIGHBORHOOD

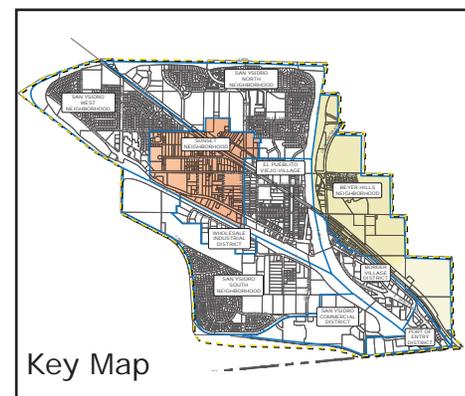
The area west of the historic village neighborhood is generally small in scale with both single and multifamily character. A neighborhood in transition, it contains single-family homes on one-acre lots and has seen many new medium to large-scale multifamily developments. Newer developments have focused on single-family character with higher densities and more compact living. Two-story residential structures are much more common, usually articulated with stucco walls and Spanish tile roofing, and some garden-style walk-up apartments provide centralized amenities.

In addition, a number of neighborhood commercial areas exist within this area. These community-serving strip commercial centers are generally located along San Ysidro Boulevard and Beyer Boulevard (between Cottonwood Road and Alaquinas Drive). These areas are characterized by low-rise development with older deteriorating building stock located behind parking fields. Architectural themes are inconsistent and landscaping is sparse. The commercial areas provide opportunities for façade improvements, enhanced streetscapes and landscaping, unified signage programs, enhanced pedestrian access, and infill pad development.

## BEYER HILLS NEIGHBORHOOD

This neighborhood, located just east of I-805 and immediately south of the railroad and trolley corridor, consists of well-maintained single-family homes. A dilapidated, multifamily development and several deteriorated duplexes are located at the extreme west of the neighborhood. The neighborhood is bounded on one side by the San Ysidro Boulevard tourist commercial area, and the other by the Otay Mesa. The single-family residences in the southern part of this district are mostly hidden behind gates and fences, due largely to the heavy pedestrian and vehicular traffic in the area.

The vacant hillsides may provide opportunities for future development; however, a master plan will need to be created, analyzed, and implemented following the adoption of the San Ysidro Community Plan. Future development within this area should be integrated with the existing community, it should respect the existing topography, and provide enhanced connectivity so that it does not become an isolated neighborhood.



Key Map

### SAN YSIDRO COMMERCIAL DISTRICT

The San Ysidro Commercial District contains the Las Americas Premium Outlets center, which encompasses a large variety of outlet apparel retail stores along with dining uses. Architectural massing includes flat roofs with simple parapets or moderately pitched roofs with Spanish tile. Opportunities for enhanced connectivity and public spaces, along with additional regional commercial services, are present within this area. The future pedestrian connection between Mexico and the U.S., at Virginia Avenue, will need to connect with additional pedestrian linkages within the area, as well as public spaces and destinations that service local and international travelers.



### WHOLESALE INDUSTRIAL DISTRICT

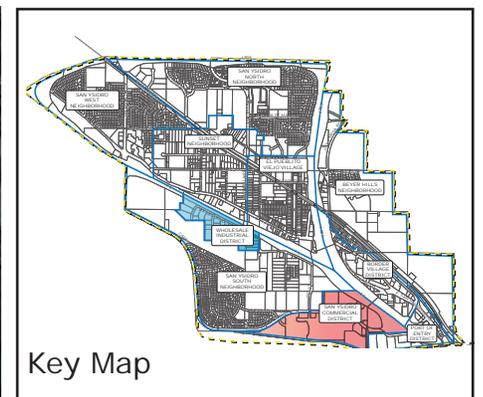
Although the area has historically been designated for industrial uses, the area has transitioned to emphasize commercial uses. Most of the buildings in this district are warehouse style, either tilt-up or metal construction, with simple box massing and flat roofs. As uses continue to transition into places that service higher volumes of foot traffic, building frontages, pedestrian amenities, and flexible work space become a higher priority.



### DISTINCTIVE NEIGHBORHOOD POLICIES:

The General Plan recognizes San Diego as a city of distinctive neighborhoods and villages. The following policies are intended to guide future development to enhance the unique characteristics of San Ysidro. Refer also to General Plan Urban Design Element UD-A.5 and UD Section B – Distinctive Neighborhoods and Residential Design. For additional policies, cross reference SYCP Element Sections 2.2, 2.3, 2.4, 2.5, 2.6, and 2.7.

- 4.2.1 Celebrate and enhance each neighborhood’s individual attributes and characteristics.
- 4.2.2 Protect and enhance historic resources, distinguishing architecture, including buildings, landmarks, development patterns, design features, and materials and other features that contribute to the unique character and identity of each neighborhood.



Key Map

- 4.2.3 Tailor building height and scale to be sensitive to surrounding residential and commercial uses.
- 4.2.4 Develop strategies and incentives to improve sustainability for existing building stock and encourage rehabilitation of existing buildings.
- 4.2.5 Provide urban design guidelines that promote and allow for commercial enterprises to accommodate small, locally-owned businesses as well as larger tenants.
- 4.2.6 Encourage building design to take advantage of urban views of Tijuana River Valley and Tijuana.
- 4.2.7 See also General Plan Urban Design Element UD-C.1.e.2 regarding transition of development and buildings to ensure compatibility with adjacent uses.
- 4.2.8 Encourage collaboration among local neighborhood residents, businesses, places of worship, schools, and service providers to build neighborhood cohesiveness, foster neighborhood improvements, and regenerate existing neighborhoods.
- 4.2.9 Ensure future development within the Beyer Hills Neighborhood is integrated with the existing community, respects the existing topography, and provides enhanced connectivity so that it does not become an isolated neighborhood.
- 4.2.10 Strengthen neighborhood identity and connectivity with pedestrian promenades, wayfinding, and gateway features (also see 4.11)
- 4.2.11 Encourage the development of additional paseos, pedestrian and alley improvements, public art, and pocket parks.

- 4.2.12 Remove or screen visual pollution, including amortizing blighting conditions (also see 3.2, 4.5, 4.7)

### 4.3 DEVELOPMENT DESIGN

The relationship of a building to the street and its neighboring properties, scale, massing, articulation, and respect for the surrounding context, contribute to establishing a unique San Ysidro character and urban fabric.

- 4.3.1 Provide for a range of housing typologies, building forms, and building frontages to support an eclectic neighborhood character (also see 4.5.1).
- 4.3.2 Promote enhancements to commercial areas including façade improvements, enriched streetscapes and landscaping, unified signage programs, improved pedestrian access, and infill pad development (also see 4.5.3).
- 4.3.3 Properly scale a building's form (i.e., height and massing) to the primary street it fronts on (i.e., taller buildings on larger boulevards and smaller buildings on narrower streets).
- 4.3.4 Acknowledge transitions between commercial and residential uses by transitioning the height and scale in a thoughtful way to provide a buffer for lower density residential development.



- 4.3.5 Unify the community by embracing San Ysidro’s historical roots, the melding of American/Mexican cultures, and human-scaled environments (also see 4.3.44).
- 4.3.6 Focus changes within the urban fabric on enhanced connectivity, increase the amount and quality of public spaces, and improve architectural quality.
- 4.3.7 Promote enhancement of the built environment through façade improvements, quality and context-sensitive infill development, landscaping, and undergrounding public utilities (also see 6.1.18-20).
- 4.3.8 Encourage infill projects and promote compatibility with the surrounding context in terms of building scale, compactness of development, and design character and articulation.
- 4.3.9 Provide shade trees to match the existing species to reinforce neighborhood identity; to add greenscape for texture, shade, and overall visual character; and to create a uniform streetscape. Maintain consistent wall and fence treatment along the street edge (also see 8.4).

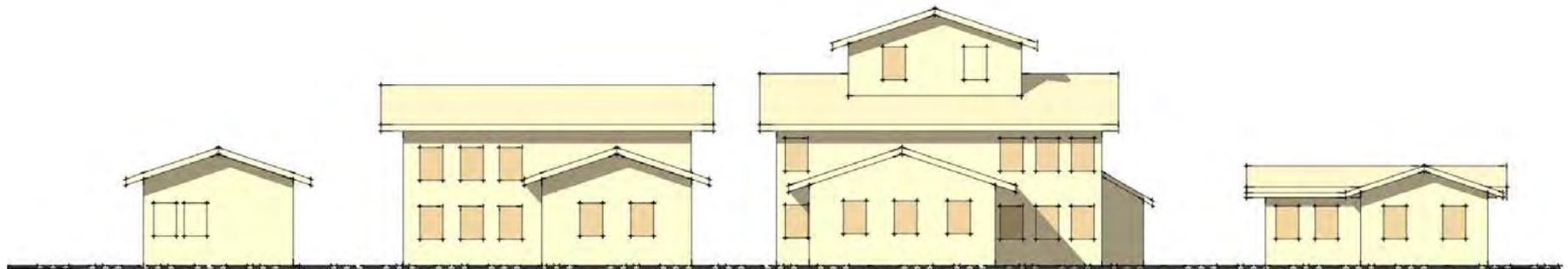
**RESIDENTIAL DESIGN**

A variety of residential typologies exist within the San Ysidro community, ranging from single-family homes to higher density residential uses. Residential neighborhoods are generally stable with limited opportunities for redevelopment and higher density infill development. The following policies supplement those found in Section UD-B of the General Plan Urban Design Element and SYCP Element Section 2.2.

- 4.3.10 Maintain the unique architectural character of San Ysidro and its neighborhoods and enhanced with new developments. Particular attention should be paid to massing; neighborhood context for style; and vibrant, quality materials.



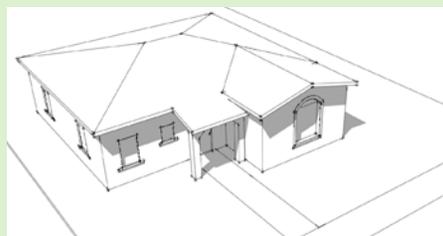
*Example of Latino Urbanism and local housing and residential design*



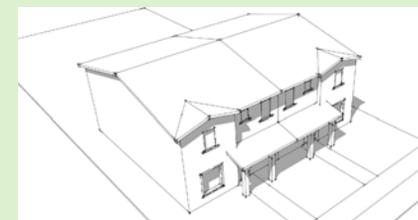
*Example of transitional heights and architectural elements*

- 4.3.11 Improve compatibility to adjacent buildings by creating additional building setbacks and/or stepbacks where multifamily residences are adjacent to a single-family residential zone.
- 4.3.12 Encourage differing residential densities with variation in building forms. Promote compatibility using visual buffers, such as setbacks, landscaping, walls, berms, or a combination thereof, and assist in creating a transition between land uses.
- 4.3.13 Encourage the use of porches, articulated entries, and recessed garages to decrease visual dominance along the street.
- 4.3.14 Enhance the pedestrian experience and quality street frontage by providing parking access from side or rear of lots. When parking is accessed off of a primary street frontage, avoid garage-dominated architecture.
- 4.3.15 Incorporate open space into all residential developments in a way that provides public, semi-public, and private settings (also see 2.2.5).
- 4.3.16 Promote housing typologies appropriate to each neighborhood and to accommodate larger household sizes. Refer to the adjacent recommended locations for the following housing types and **Figure 4-2 District Map**.
  - Single Dwelling
  - Duplex
  - Apartment
  - Low Density Mixed-Use
- 4.3.17 Promote usable open spaces that can accommodate social engagement (also see 2.2).

- 4.3.18 Provide convenient access from parking to well-defined building entries.
- 4.3.19 Enhance the existing housing stock by focusing on safety, code compliance, street façades, energy efficiency, landscaping, and visual quality. Refer to the illustration on page 11 for methods to enhance existing residential development.



*Single Dwelling Units are appropriate in El Pueblito Viejo Village, Sunset Neighborhood, Beyer Hills Neighborhood, and both San Ysidro North and South Neighborhoods*



*Duplexes are appropriate in El Pueblito Viejo Village, Sunset Neighborhood, Beyer Hills Neighborhood, and both San Ysidro North and South Neighborhoods*



*Apartments are appropriate in El Pueblito Viejo Village, Sunset Neighborhood, and both San Ysidro North and South Neighborhoods*



*Low Density Mixed-Use (1-2 stories) are appropriate in El Pueblito Viejo Village, Border Village, San Ysidro Commercial District, and both San Ysidro North and South Neighborhoods*



Existing condition



Proposed improvements

- 1 Increase pedestrian lighting for safety.
- 2 Enhance project entries and engage with public right-of-way.
- 3 Update building windows for increased energy efficiency.
- 4 Provide additional landscaping for aesthetic enhancement, and screen utilities from views of project from public right-of-way.
- 5 Carports and parking screening can help to reduce the visual dominance of parking lots, while at the same time providing shade for residents.
- 6 Enhance garages with trellises to reduce the visual impact from the street.
- 7 Update paint and color palette.
- 8 Incorporate sustainable practices where feasible.

## COMMERCIAL AREA DESIGN

Commercial centers outside of village areas should be designed in accordance with many of the same design policies that apply to village areas. The following commercial policies apply to new commercial development and the rehabilitation of existing structures. These policies supplement the policies and requirements of Section UD-C of the General Plan Urban Design Element and SYCP Element Section 2.3.

- 4.3.21 Enhance landscaping, promote pedestrian activities and amenities, and provide safe and adequate lighting for commercial developments.
- 4.3.22 Encourage façade improvements, including painting, awning replacement, updated materials and additional building articulation.
- 4.3.23 Provide guidelines to promote consistent architectural theming for commercial centers, utilizing complementary materials, colors, lighting, and massing.
- 4.3.24 Encourage articulation and variation in massing to minimize building scale and provide an enhanced pedestrian orientation on buildings with large frontages and expansive façades.
- 4.3.25 Provide pedestrian amenities, such as window displays in shops on the ground level, fountains, canopies and arcades, outdoor cafes, sitting areas, and plazas. These elements of interest contribute to the pedestrian's positive and exciting experience of the community, and when a series of these amenities is within walking distance of each other, they encourage pedestrian movement and a healthier community.
- 4.3.26 Direct lighting away from adjacent residential areas.

- 4.3.27 Locate buildings at the property lines, maintaining historic setbacks along San Ysidro Boulevard from Cottonwood Road to the border crossing.
- 4.3.28 Explore additional heights and densities and mix of uses within the Border Village area and around the Beyer Boulevard Trolley Station.
- 4.3.29 Provide bicycle storage racks for public use at retail establishments and restaurants.
- 4.3.30 For development on corner lots, extend street landscaping treatments onto the side street.
- 4.3.31 Provide access to auto-oriented uses with the minimum required curb cut to make the sidewalk more navigable for pedestrians. Consider sidewalk extensions wherever possible to slow automobile traffic and improve pedestrian crossings at side streets. Provide bicycle parking within commercial developments.



Commercial proposed improvements



Existing condition



Image Date: September 2011

Proposed improvements

## INDUSTRIAL AREA DESIGN

Industrial areas within the San Ysidro community provide a range of light industrial and contain uses that are more commercial in character. The design policies are intended to focus on appearances from public view areas while allowing flexibility for operations out of public view. These guidelines supplement the policies and requirements of Section UD-D of the General Plan Urban Design Element and Policies UD-D.1, UD-D.2 and UD-D.3 and SYCP Element Section 2.3.

- 4.3.32 Promote the incorporation of high quality design, materials, landscaping, and pedestrian connections.
- 4.3.33 Encourage flexibility of use in building and site design to accommodate a range of uses and business sizes. For example, allow growth of small entrepreneurial businesses into larger business endeavors.
- 4.3.34 Provide a visually interesting building design, incorporating human-scale architectural elements, such as recessed walls, windows, and entrance canopies. Vary roof heights and textures to enhance the view of development from I-5.
- 4.3.35 Provide a buffer landscaped with native vegetation to protect the Dairy Mart Ponds.
- 4.3.36 Provide varying roof heights and textures to enhance the view of a project from SR-905.
- 4.3.37 Provide drought-tolerant landscaped open areas for employee recreation.
- 4.3.38 Require adequate screened parking for both motorists and bicyclists, and adequate storage and loading facilities to serve the needs of the development.



*Industrial proposed improvements - use high quality design and flexibility of uses in building design*

4.3.39 Design parking and loading areas as an integral part of the total project design. Locate them so that the visual impacts of these areas on adjacent development and the public right-of-way are minimized, and screen them attractively using a combination of fencing and landscaping.

4.3.40 Encourage additional landscaping and articulation of walls surrounding storage facilities to visually screen unsightly barriers.

**ICONIC BUILDINGS AND CULTURAL INFLUENCE**

Iconic buildings offer a sense of place and identity within a community. Efforts should be made to maintain and create iconic structures and buildings near gateways and within villages to highlight the cultural benefits these add to the urban fabric of San Ysidro. See additional related policies in SYCP Element Sections 4.7, 4.11 and 9.1.

4.3.41 Provide iconic buildings at key gateways, intersections, near parks and public spaces, and within villages. Buildings should incorporate the following:

- Distinct building architectural style
- Accentuated building corners and frontages, including an increase in the overall building height
- Public plazas or entry courts that promote pedestrian activity
- Pedestrian amenities, public art, and landscaped features

4.3.42 Celebrate diverse and unique cultural influences through architectural style, public art, public spaces, markets, fairs, streetscape furnishings, and preservation of historic structures.

4.3.43 Collaborate with regional artists, residents, and community members during the design process to infuse public art and cultural amenities into a project.



- 4.3.44 Provide incentives and encourage the renewal of historic buildings so they can continue to remain an asset to strengthen a neighborhood's individual character in the future.

## 4.4 VILLAGES AND PORT OF ENTRY

Mixed-use villages provide for the integration of uses and serve as focal points for public gathering and community identity. This section provides the urban design policies specifically for village-designated areas, as determined in the Land Use Element of the Community Plan. Primary village areas identified for San Ysidro include El Pueblito Viejo Village and Border Village. The following policies supplement General Plan Urban Design Element Policies UD-C.1, UD-C.2, and UD-C.3 (Mixed-use Villages). Additionally, San Ysidro is home to the international gateway, which possesses unique urban design challenges associated with pedestrian and vehicular conflicts, transit demands, and beautification needs. See additional related policies in SYCP Element Sections 2.5, 2.6, 3.9, 5.5, and 5.6.

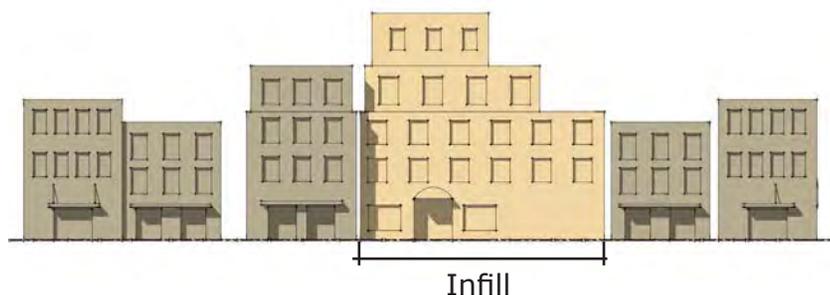
- 4.4.1 Encourage the placement of residential elements of a mixed-use building to orient or provide a visual connection with outdoor areas, such as courtyards and open spaces.
- 4.4.2 Consider open air markets in pedestrian-focused areas that provide paseos/arcades for commercial activities and displays.
- 4.4.3 Promote a vibrancy in architectural design through the use of color, public art, architectural identity, and wayfinding elements.
- 4.4.4 Promote the concentration of mixed-uses, higher building intensity, and structured parking within villages and adjacent to transit stations, with housing or lower scale buildings at the periphery.



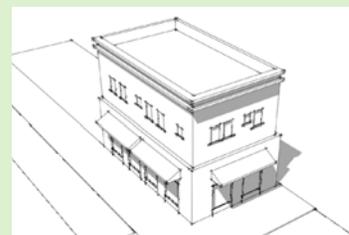
*Inspirational photos enhancing wayfinding, pedestrian amenities and environments, and encouraging architecture that expresses San Ysidro culture and character.*

- 4.4.5 Encourage new projects to repair the urban fabric where it has eroded (e.g., reestablishing a uniform street frontage where it once existed, but where buildings have been demolished over time) (also see 4.5).
- 4.4.6 Maintain the unique, historical character of the village with an infusion of Latino Urbanism.
- 4.4.7 Encourage building design that is tailored to San Ysidro resident’s needs and cultural heritage, such as porches, patios, courtyard houses, plazas, and expressions of color.
- 4.4.8 Encourage street art, murals, signage, and other vibrant graphics as cultural expressions.
- 4.4.9 Promote street vending in public areas at key locations within San Ysidro villages.
- 4.4.10 Enhance paseos, sidewalks, and paths to promote walking to daily activities.

- 4.4.11 Promote infill projects that are appropriate in their use, scale, compactness of development, and design character with adjacent sites and nearby existing development. Refer to **Figure 2-1: Land Use Map** for land use designations.
  - a. Locate residential/commercial mixed-use in areas identified on the Land Use Map.
  - b. Locate retail/office commercial mixed-use (no residential) in areas identified on the Land Use Map.



*Mixed-Use Infill - an example that reflects designing for context and sensitivity with building heights respectful of adjacent structures.*



*Low Density Mixed-Use (1-2 stories) are appropriate in El Pueblito Viejo Village, Border Village, San Ysidro Commercial District, and San Ysidro North and South Neighborhoods.*



*Mixed Product are appropriate San Ysidro Commercial and Port of Entry Districts*



*Medium Density Mixed-Use (3-4 stories) are appropriate in El Pueblito Viejo Village, Border Village, and San Ysidro Commercial and Port of Entry Districts.*



*High Density Mixed-Use are appropriate in Border Village and Port of Entry Districts.*

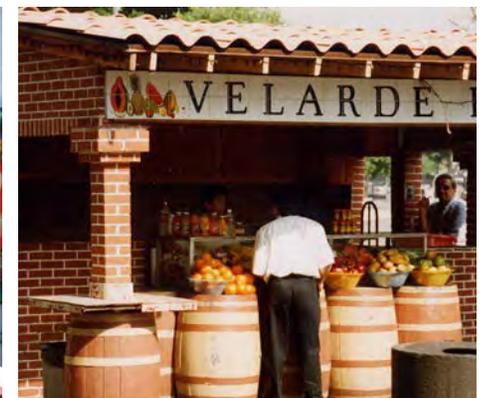
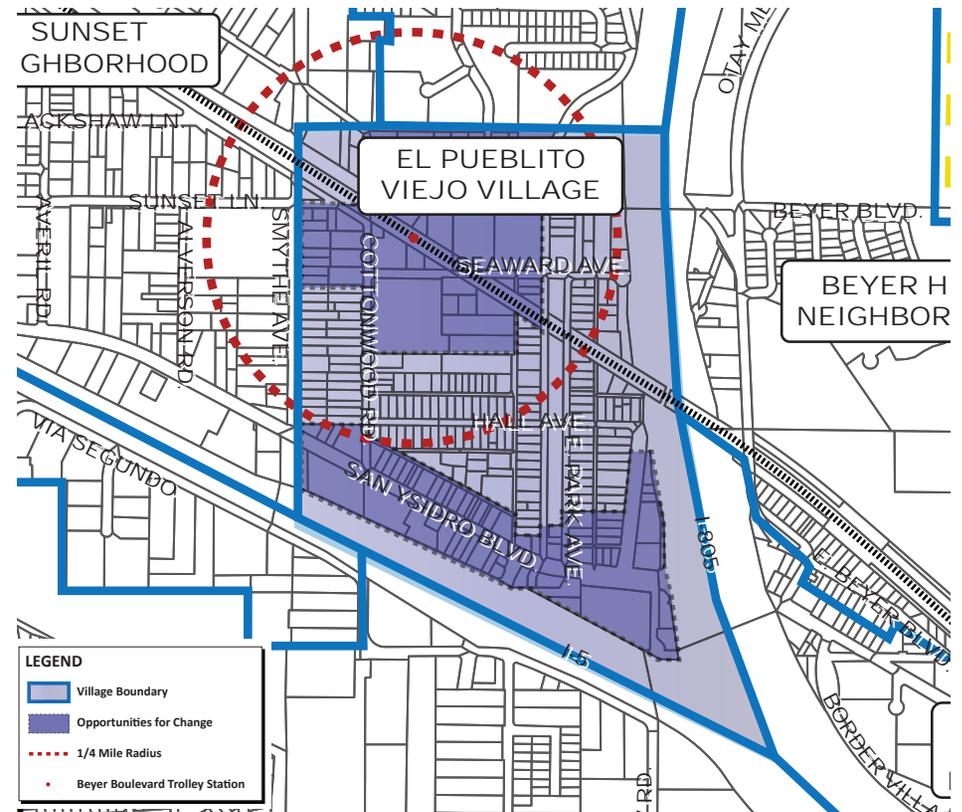
## EL PUEBLITO VIEJO VILLAGE

Located in the heart of San Ysidro, El Pueblito Viejo Village is characterized by fine-grained, small-lot development with low-rise buildings of historic and cultural character. The focus of the area is on local-serving uses and small-scale businesses. Community amenities include a post office, library, public park, and health center.

The area is significantly shaped and defined by San Ysidro Community Park, and has a historic downtown presence along San Ysidro Boulevard. A Specific Plan for the El Pueblito Viejo Village area will utilize the policies in this plan and will further develop design opportunities to improve the attractiveness and livability within the Village area. The Specific Plan will tailor design standards to respond to the unique opportunities associated to this area. Greatest opportunities for change surround the Beyer Boulevard trolley station and include the West San Ysidro Boulevard commercial area. Established residential neighborhood character and density will be preserved and enhanced with additional paseos, pedestrian and alley improvements, public art, and pocket parks. The area will continue to be the cultural and community center of San Ysidro.

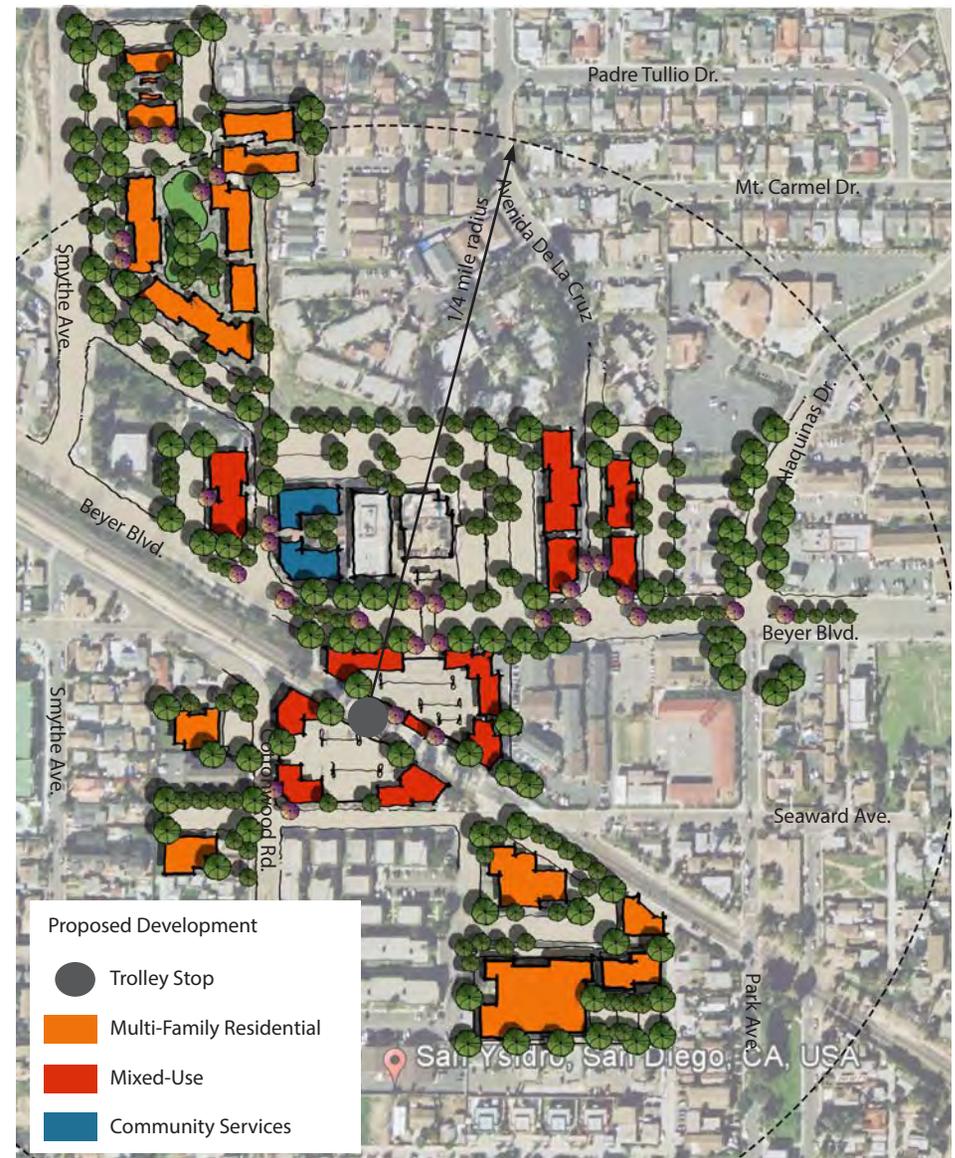
The Beyer Boulevard trolley station provides the greatest opportunity for intensification and change in the El Pueblito Viejo Village. This transit opportunity will catalyze future mixed-use and higher density residential development. Access to transit from surrounding residential neighborhoods is a key design priority to the trolley station and to the bus stops located on primary streets. Planned pedestrian network elements expand existing facilities and include alleys, paseos, and pathways of knowledge.

In addition, residential uses in El Pueblito Viejo Village include a small neighborhood of circa 1920 homes and the remaining portion of the historic Little Landers Colony from the turn-of-the-century. The area consists primarily of single-family homes, several units on one lot, bungalow courts, and small-scale attached units. Several large-scale multifamily developments on two or more consolidated lots have been introduced over the years and add to the housing availability and diversity; however, façade improvements and additional resident amenities are needed.



The following policies support the vision to maintain and enhance this village as San Ysidro’s traditional hub for community services and day-to-day activities for residents and businesses. For additional policies, cross reference SYCP Element Sections 2.5, 4.5, 4.6, and 4.8.

- 4.4.12 Promote the use of low fences in front yards as a vehicle to create a place where people can come together, while joining the private space of the home with the public space of the street.
- 4.4.13 Retain San Ysidro Community Park as the heart of the El Pueblito Viejo Village and provide easy, enhanced multi-modal access and community gathering opportunities within the park.
- 4.4.14 Pursue a specific plan for the El Pueblito Viejo Village area to help implement the mixed-use village concepts, creatively address circulation, design, and public space needs. Facilitate infill development along San Ysidro Boulevard; however, care should be given to maintaining historical character and building forms within this corridor.
- 4.4.15 Add pedestrian-scale lighting or wall-mounted light sconces to light alley and building entries and increase visibility and safety, especially along identified paseos, public spaces, and key connectivity points.



Potential infill opportunities around the Beyer Boulevard trolley station.

## BORDER VILLAGE

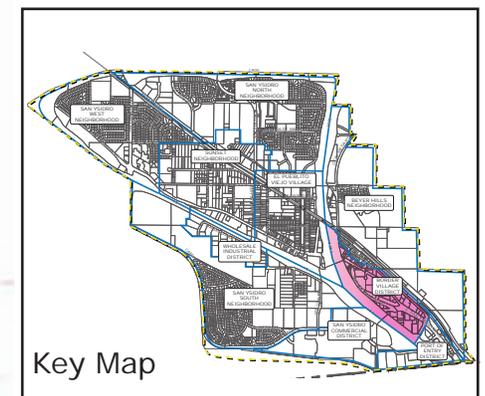
Situated between the Port of Entry District, trolley tracks, and the I-5 and I-805 freeways, Border Village serves primarily as a visitor-serving destination and is envisioned to appeal to the Mexican consumer and tourist. Border Village theming is characterized by a blending of cultures.

Buildings and urban form are characterized by one and two-story development primarily located at the street edge; however, opportunities exist for larger infill mixed-use development with the redevelopment of underutilized parcels and surface parking lots. Building orientation, articulation, and enhanced pedestrian amenities should be the focus of these properties to develop a prominent street presence along San Ysidro Boulevard.

A strong pedestrian link to the Port of Entry, enhanced wayfinding, and gateway features, coupled with a large pedestrian promenade, will create an inviting attraction, drawing visitors from the Port of Entry into the community. The area's central location and international confluence

can leverage this area as an activity center with opportunities to expand destination retail, entertainment, hospitality, and family fun uses. The following policies acknowledge this very unique hot spot for activity that possesses significant potential to capture untapped commerce and entertainment opportunities. For additional policies cross reference SYCP Element Sections 2.5, 4.5, 4.6, and 4.8.

- 4.4.16 Utilize existing topography to create opportunities to establish ground floor commercial fronting San Ysidro Boulevard with upper residential stories accessed from Beyer Boulevard.
- 4.4.17 Create a "Mercado" (market) that provides a variety of goods and prepared foods from Mexico. Apply a festive design theme for the Mercado to attract residents and tourists, alike. Include uses and products, such as vegetables and meat markets, booths filled with spices, herbs, fabrics, clothing, artisan crafts, and other Mexican goods. Locate the Mercado within the urban plaza located in the Border Village (also see 4.6.18).



## PORT OF ENTRY DISTRICT

The Port of Entry currently handles passenger vehicle, bus, and pedestrian traffic, processing thousands of northbound vehicles and pedestrians per day. The architectural character of this area will be redefined by the new Port of Entry and Intermodal Transportation Center structures, which are taking on a contemporary theme. The primary urban design focus for this area is to reduce pedestrian and vehicular conflict, provide more efficient circulation for all forms of transit, highlight and accommodate growing pedestrian needs, and beautify and enhance this important and highly traveled international gateway.

Port of Entry project parking areas, including structures, will need to be designed pedestrian-friendly and more efficiently to serve the needs of commuters, visitors, and residents of San Ysidro. The primary opportunity for this area is to bring visitors into the Border Village area and San Ysidro as a whole. Pedestrian promenades, wayfinding, and gateway features will help to create a community identity and encourage visitors to spend time in the community rather than simply passing through.

The future pedestrian connection between Mexico and the U.S., at Virginia Avenue, will need to connect with additional pedestrian linkages within the area, as well as public spaces and destinations that service local and international travelers. The Port of Entry serves as the center for cultural exchange and commerce between Mexico and San Ysidro. The following policies support the vision to maintain and enhance this gateway as San Ysidro's grand entrance into the United States. For additional policies cross reference SYCP Element Sections 2.6 and 4.4.

- 4.4.18 Develop public spaces and an urban design framework to support tourism at the International Gateway.
- 4.4.19 Create a sense of entry into the community through gateways, plazas, signage, unique street furnishings, landscaping, and cultural art at major entry points.
- 4.4.20 Design international gateway development to be visible and accessible from the freeway.



Artist's conceptual renderings of entry to POE by Miller Hull

- 4.4.21 Incentivize distinctive and innovative project designs that incorporate Latino Urbanism and promote high quality, creative design solutions.
- 4.4.22 Promote outdoor activity with sidewalk cafes, public outdoor spaces and open areas, and pedestrian-oriented shopping plazas.
- 4.4.23 Establish wayfinding and streetscape design solutions that direct tourist traffic to the tourist-serving commercial areas.
- 4.4.24 Integrate plaza space at the border entry, and a promenade with enhanced landscaping and pedestrian amenities, to draw visitors from the International Gateway into the Border Village.

## 4.5 PEDESTRIAN-ORIENTED DESIGN

Pedestrian-oriented design is encouraged throughout the village areas, with particular emphasis along San Ysidro Boulevard, Border Village Road, Beyer Boulevard, and Olive Drive. Creating pedestrian-friendly village centers is an important goal of the Community Plan. The following policies supplement the General Plan Urban Design Element Policy UD-C.4 (Pedestrian-Oriented Design). For additional policies cross reference SYCP Element Sections 3.2.

- 4.5.1 Promote building articulation that enhances the pedestrian environment for all buildings along primary street frontages.
- 4.5.2 Minimize curb cuts across sidewalks to better support pedestrian areas and to reduce potential conflicts between pedestrians and vehicles. Where such conflict exists, the visual continuity of the pedestrian pathway can be maintained by continuing the pavement pattern across the driveway.

- 4.5.3 Require ground floor retail or other appropriate commercial uses in all developments along commercial streets, such as San Ysidro Boulevard, Border Village Road, and Beyer Boulevard to enhance the pedestrian environment.
  - Promote transparency within ground floor storefronts.
  - Establish a minimum first floor plate height or minimum building height.
  - Limit signage and solid obstructions for first floor uses.
  - Orient buildings toward the street.
  - Locate parking to the rear of a parcel, where feasible, or screen from view.
  - Promote reciprocal access to limit curb cuts.
- 4.5.4 Shade pedestrian areas using trees or other shade strategies where space is limited.
- 4.5.5 Enhance bus stops within village areas with shaded seating, wayfinding signs, and public art (also see 4.11).
- 4.5.6 Provide street furnishings in the pedestrian zone to encourage walking and areas to stop and rest.
- 4.5.7 Encourage pedestrian activity through appropriate design and provision of amenities, including but not limited to:
  - Awnings
  - Outdoor dining
  - Arcades
  - Plazas
  - Public art
  - Trellises

*Active and vibrant pedestrian oriented elements and design.*

- 4.5.8 Create and maintain a comprehensive sidewalk network with tailored widths and characteristics to enhance village character and address varying pedestrian volumes.
- 4.5.9 Incorporate building articulation and changes in wall planes or building massing to reflect historic lot patterns and surrounding buildings for new development utilizing consolidated lots.
- 4.5.10 Commercial and mixed-use buildings shall be placed along primary street frontages (with parking to the rear of buildings) with windows and storefront treatments to engage pedestrians.
- 4.5.11 Promote reciprocal access agreements and limit driveway access along San Ysidro Boulevard.
- 4.5.12 Locate buildings a minimum of ten (10) feet from curb along San Ysidro Boulevard to provide additional pedestrian access, where feasible.
- 4.5.13 Provide bicycle storage racks for public use at retail and restaurant establishments.
- 4.5.14 Seek opportunities to enhance the pedestrian environment, including outdoor dining, expanded sidewalks, reciprocal access agreements, enhanced alleys, and paseos.
- 4.5.15 Provide pedestrian enhancements and safety features at trolley crossings.
- 4.5.16 Explore the opportunity to connect West Calle Primera with Camino del la Plaza, and provide linkages to Dairy Mart Ponds and open space.



*Inspirational photos for San Ysidro improvements*

## PASEOS

Paseos provide an opportunity not only for improved pedestrian circulation, but also for enhancing community character and distinctive urban spaces. A Specific Plan for the El Pueblito Viejo Village area will further examine the use of paseos to provide the Village with better and safer pedestrian connectivity. The following policies support pedestrian mobility and urban design goals. For additional policies cross reference SYCP Element Sections 2.2, 3.2, 4.2 and 4.7.

- 4.5.17 Provide a network of pedestrian paseos.
- a. Improve side yards with accessible paseo access, where feasible, to link alleys and primary streets.
  - b. Encourage adjacent properties to combine side yards to create opportunities for larger paseos.
  - c. Incorporate a paseo to enhance neighborhood connectivity where lots are consolidated.

4.5.18 Provide ground paintings or other artistic treatment at paseo entries to slow down vehicles and increase pedestrian safety.

4.5.19 Provide enlarged access points, public art, seating areas, artistic wayfinding, and other welcoming features at paseo entries.

4.5.20 Provide pedestrian lighting for safety and security.



Existing paseo conditions



Proposed paseo improvements

- 1 Wayfinding signage 2 Painted concrete



Paseos provide pedestrian linkages between streets and alleys and are visually enhanced to add color and vibrancy to the urban fabric.

## GRAN PASEO DE SAN YSIDRO

Parkway and sidewalk improvements are envisioned to enhance the pedestrian experience along San Ysidro Boulevard and to entice visitors and locals into the Border Village from the Port of Entry District. For additional policies cross reference SYCP Element Sections 2.5, 3.2, 4.4, 4.7, and 8.4.

- 4.5.21 Provide special paving treatment and signage at crosswalks.
- 4.5.22 Utilize excess right-of-way and increase sidewalk widths to incorporate seating areas, distinctive paving, signage, artwork, shade trees, enhanced landscaping, and lighting.
- 4.5.23 Incorporate a large monument or focal feature with signage at San Ysidro Boulevard and Beyer Boulevard to encourage movement into the Border Village.
- 4.5.24 Locate the Gran Paseo de San Ysidro to connect the International Gateway, Intermodal Transportation Center, and the urban plaza to be located at the existing San Ysidro Service Center on East San Ysidro Boulevard.
- 4.5.25 Plant shade trees with consistent spacing to reinforce the presence of the pedestrian paseo.
- 4.5.26 Locate buildings along the street edge, minimize curb cuts, and provide generous sidewalk width along the Gran Paseo de San Ysidro.



Gran Paseo de San Ysidro - view at Beyer Boulevard

- 1 Gateway signage
- 2 Special paving
- 3 Wider sidewalk with trees, benches, and lighting

## PEDESTRIAN BRIDGE CONNECTIONS

Existing pedestrian bridges, crossing I-5 and I-805, link village and commercial areas, neighborhoods, schools, parks, and plazas. For additional policies cross reference SYCP Element Sections 3.2, 3.5, 4.4, 4.7, and 8.4.

- 4.5.27 Provide opportunities for public art, gateway treatments, mini plazas, and other improvements to create more inviting connections at bridge entries.
- 4.5.28 Integrate public art and design themes into bridge entries, fencing, and guard rails, to express the bi-cultural context and add visual interest from all viewpoints.
- 4.5.29 Incorporate seating areas, specialty paving, shade and accent trees, landscaping, wayfinding, public art, and lighting into access plazas at bridge entries.



Existing condition at Olive Drive



Pedestrian bridge, Concept A



Pedestrian bridge, Concept B

## 4.6 VILLAGE CENTER PUBLIC SPACES

The General Plan calls for significant public spaces in every community that provide distinctive civic architecture, landmarks, and public facilities. Public spaces have the potential to strengthen the social fabric and identity of neighborhoods. Neighborhood plazas promote activities, recreation, educational, arts, and cultural events in the core of the village to support a healthy community. The following policies supplement General Plan Urban Design Element Policies UD-C.5 (Village Center Public Spaces) and UD-E.1 and E.2 (Public Spaces and Civic Architecture). For additional policies cross reference SYCP Element Sections 2.5, 3.2, 3.4, 4.4, 4.7, 7.3 and 8.4.

- 4.6.1 Provide a hierarchy of inviting public spaces including the following:
- Urban plazas
  - Neighborhood plazas
  - Pocket parks
  - Paseos
  - Pedestrian bridge connections
- 4.6.2 Transform underused lots and public properties into vibrant, social public space for the adjacent neighborhoods and urban open space, accommodating community gatherings and events.
- 4.6.3 Design plazas and public spaces as safe pedestrian linkages to alleys, paseos, and streets within the village.
- 4.6.4 Encourage cooperation among land owners to aggregate required private open space near paseos, public spaces, and at street corners.
- 4.6.5 Promote child-oriented features within public spaces.
- 4.6.6 Encourage the provision of approximately 10% of a project's net site area as space provided for public use, pursuant to General Plan Urban Design Element UD-C.1.d.



*Inspiration photos for public spaces*

4.6.7 Incorporate a series of plaza spaces, paseos, pocket parks, and other public spaces a minimum of ¼ mile apart throughout San Ysidro Villages to provide pedestrian connectivity, resting places, and points of interest.

### PUEBLITO VIEJO VILLAGE PUBLIC SPACES

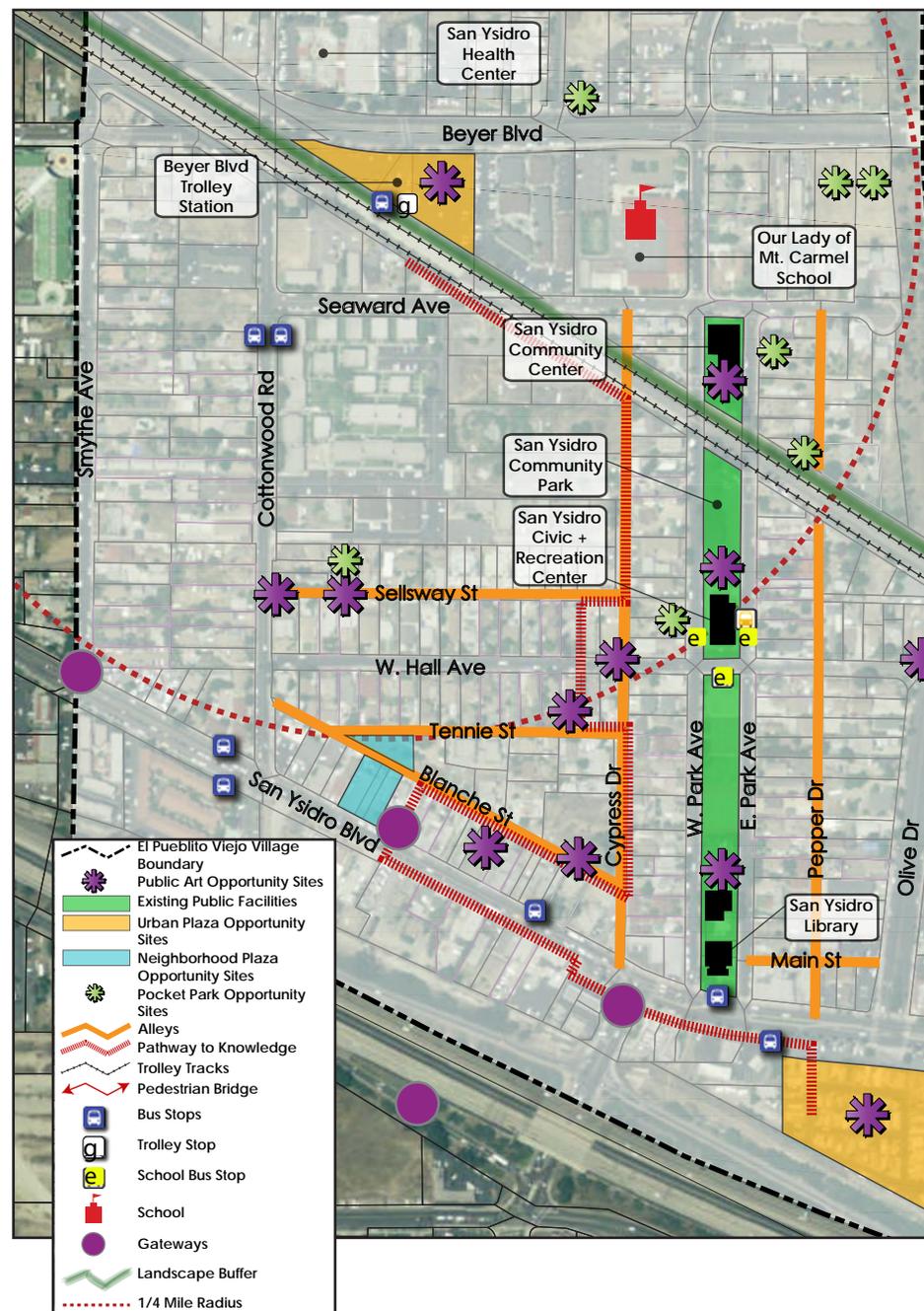
Public spaces within the El Pueblito Viejo Village include civic parks and recreation facilities, public plazas, neighborhood plazas, pocket parks, and a network of paseos and alleys. Envisioned improvements to this area include upgrades to pedestrian walkways and bicycle access to create safer and healthier mobility alternatives. A Specific Plan for the El Pueblito Viejo Village area will further examine public space needs and address the Village public space needs.

4.6.8 Integrate additional drought tolerant landscaping, trees, picnic areas, group gathering spaces, and community gardens into existing and future village public spaces.

4.6.9 Enhance community center, library, and civic open space along Park Avenue, with additional pedestrian and bicycle amenities and public art.

4.6.10 Convert underutilized parcels into neighborhood plazas and pocket parks to provide neighborhood access to additional green space, outdoor activity space, and playgrounds.

4.6.11 Build upon the existing “Pathways of Knowledge” (a network of alleys currently utilized as informal pedestrian connections that are designed to promote mobility for all ages and abilities, highlighting curiosity, knowledge, and creativity) with pedestrian amenities, linkages, public art, and cultural elements. Building upon this will provide strengthened access and pedestrian circulation to connect the community.



- 4.6.12 Provide a transit plaza with pedestrian and bicycle amenities, wayfinding, and public art at the Beyer Boulevard Trolley Station.
- 4.6.13 Enhance pedestrian access, sidewalks, alleys, and paseos within a minimum of a ¼ mile radius of the Beyer Boulevard Trolley Station.
- 4.6.14 Develop a neighborhood plaza located at the former fire station site located along East San Ysidro Boulevard in the El Pueblito Viejo Village, as described in options A and B on the following pages.
- 4.6.15 Develop a neighborhood plaza located at the terminus of Olive Drive at San Ysidro Boulevard in the El Pueblito Viejo Village, as described in the Olive Drive Terminus section, below.

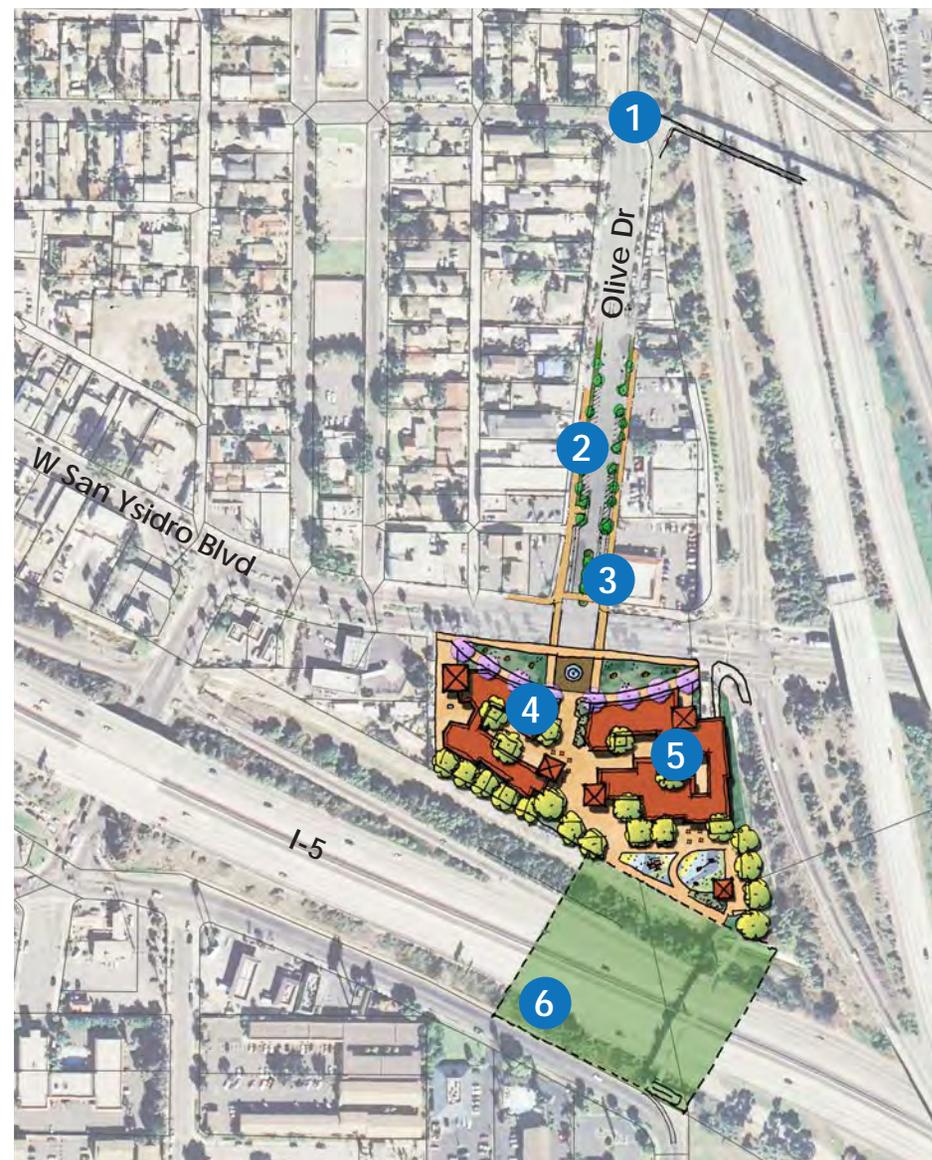
### OLIVE DRIVE TERMINUS

An example of a potential neighborhood plaza site is a potential redevelopment opportunity at the terminus of Olive Drive and the pedestrian bridge above I-5. This is a highly utilized pedestrian connection, and an opportunity to integrate affordable housing, public parking, open space, and improved bridge access. Alternatively, the neighborhood plaza and existing pedestrian bridge could be incorporated into a freeway cap. The following elements should be explored and incorporated into this area:



Inspiration photo for freeway cap

- 1 Plaza at pedestrian/bike bridge enhancements
- 2 Olive Street pedestrian improvements
- 3 Planter island/median and reduced right-of-way
- 4 Mixed-Use with covered arcade and underground parking
- 5 Residential over ground floor retail
- 6 Freeway cap opportunity



Olive Drive terminus

## EL PUEBLITO VIEJO NEIGHBORHOOD PLAZA – FORMER FIRE STATION SITE

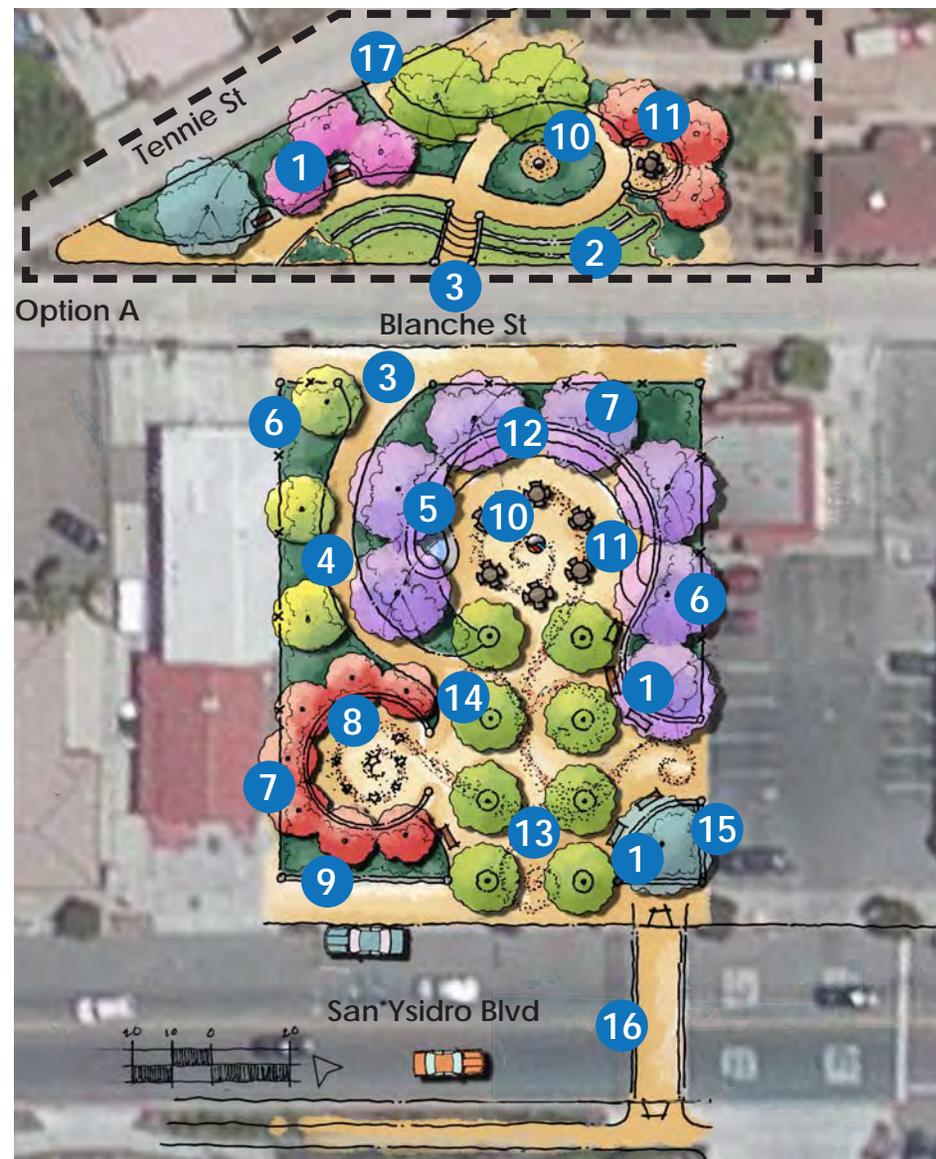
The former fire station site at San Ysidro Boulevard and Blanche Street is envisioned to be redeveloped into a public space that includes a variety of features and amenities to create an inviting environment. Potential amenities could include outdoor seating, picnic tables, landscaping, public art, shade trees, and decorative hardscape. The following exhibits illustrate a couple of options that incorporate some of the featured public space elements that are recommended for the neighborhood plaza.

### Option A:

Option A provides an extended plaza and passive park between Tennie Street and Blanche Street. The lot could include trees and landscaped areas for public art, walking paths, benches, and picnic tables.



*Inspiration photos for neighborhood plaza and park design*

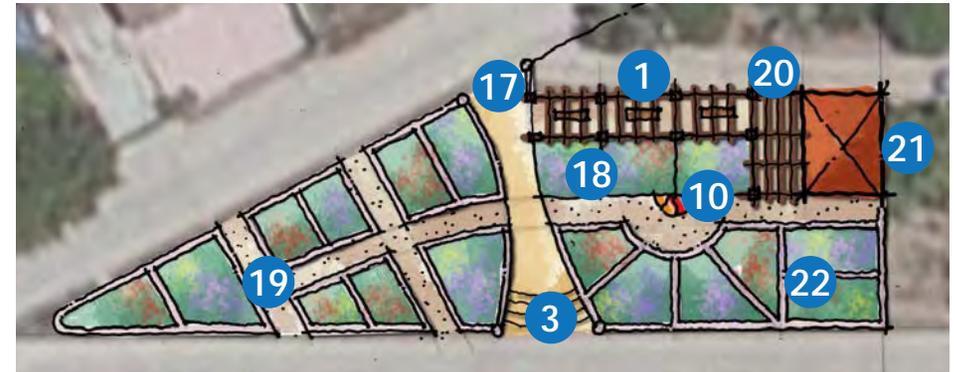


*Example neighborhood plaza*

**Option B:**

This option shows the proposed public space between Tennie Street and Blanche Street as a community garden with raised garden plots, access pathways, grape arbors, and an equipment shed for storage. The community gardens create great places for neighbors to socialize and provide healthy choices of outdoor gardening and growing wholesome foods.

- 1 Benches
- 2 Terraced seating
- 3 Connection to alley (Blanche Street)
- 4 ADA accessible ramp to plaza
- 5 Water feature
- 6 Fence
- 7 Colorful shade trees
- 8 Splash pad with seat walls
- 9 Seat wall
- 10 Public art opportunity
- 11 Picnic table
- 12 Steps for seating
- 13 Decorative paving
- 14 Tree wells for shade
- 15 Planter with seat wall
- 16 Potential pedestrian crossing
- 17 Connection to alley (Tennie Street)
- 18 Garden beds
- 19 Gravel walkway
- 20 Trellis with grape vines
- 21 Maintenance and equipment shelter
- 22 Raised wooden garden beds



Example community garden, Option B



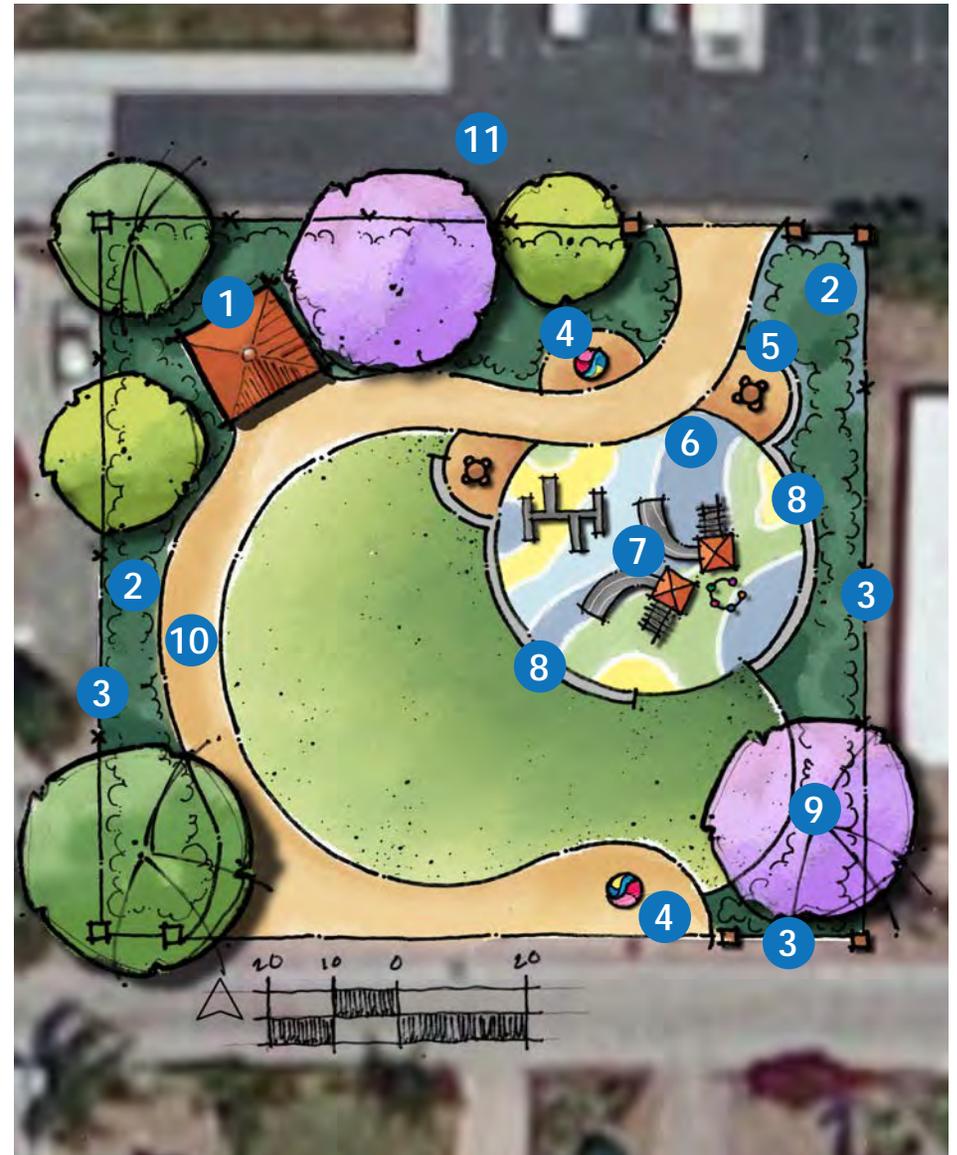
Inspiration photos for neighborhood plaza and park design



## POCKET PARKS

Underutilized properties provide opportunities for pocket parks that create improved open spaces on a smaller scale throughout the community. Pocket parks provide much-needed neighborhood gathering areas that can be used for both passive uses and active play. Typically surrounded by residences, these areas integrate into the neighborhood fabric and support “eyes on the park” for improved safety. The pocket park exhibit represents an example layout and potential features for these smaller public open spaces.

- 1 Picnic shade structure
- 2 Planting
- 3 Fence
- 4 Public art or signage opportunity
- 5 Picnic table
- 6 Colorful safety surfacing
- 7 Playground
- 8 Seat wall
- 9 Shade trees
- 10 Pathway
- 11 Typical alley



Example pocket park

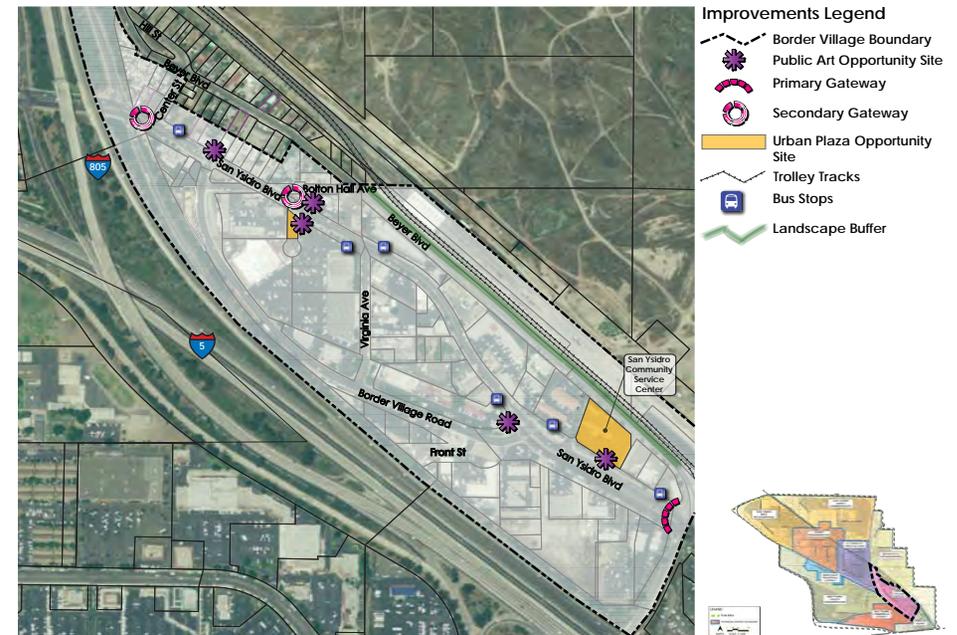
## BORDER VILLAGE PUBLIC SPACES

The public space in the Border Village serves a larger scale need, addressing both local community and regional visitors. Envisioned improvements to this area include large marketplace squares for festive events, plazas within commercial centers, paseos connecting retail uses, pedestrian and bus stop enhancements, gateways, and public art.

- 4.6.17 Integrate a gateway feature located at the intersection of San Ysidro Boulevard and Beyer Boulevard, as well as urban plazas, enhanced bus stops, and public art throughout the village, as shown in the Border Village Public Space Improvements exhibit.
- 4.6.18 Develop an urban plaza located at the existing San Ysidro Service Center located along East San Ysidro Boulevard in the Border Village, as described below.



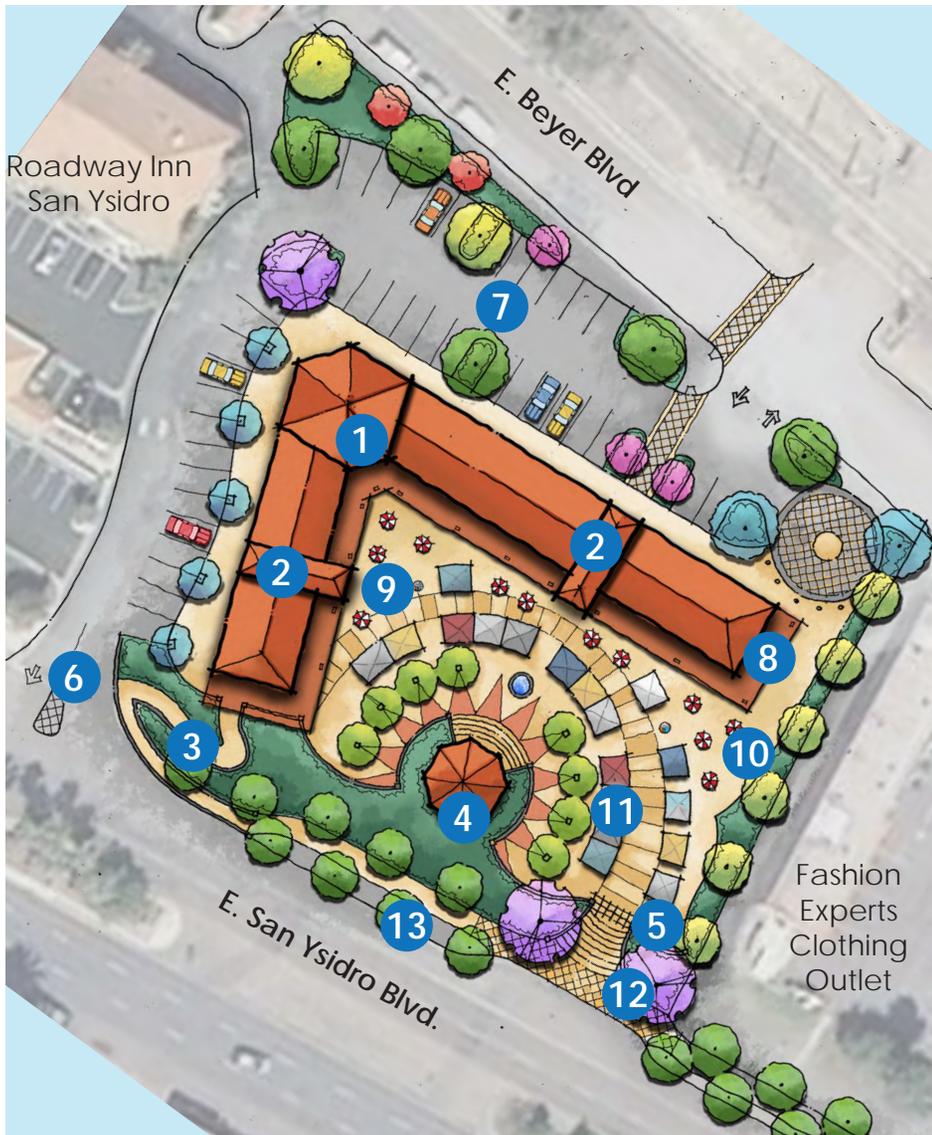
Inspiration photos for Border Village public spaces



## BORDER VILLAGE URBAN PLAZA - LOCATED AT THE SAN YSIDRO SERVICE CENTER

Redevelop the existing San Ysidro Service Center into a family-oriented public plaza including rich cultural elements and celebrating the Latino influence of the region. This plaza is envisioned to incorporate open gathering areas with trees, seating areas, fountains, gazebos, outdoor dining, and open air markets to accommodate a range of activities and uses including:

- Concerts and dances
- Farmer’s markets
- Holiday events
- Informal seating for picnicking
- Lighting for evening uses
- Supporting retail and outdoor dining
- Small business “kiosks” and incubator businesses.



Border Village urban plaza concept



Inspiration photos for urban plaza design

- |  |   |
|--|---|
| 1 Commercial buildings                                 | 7 Parking                               |
| 2 Pedestrian connection to plaza                       | 8 Arcade                                |
| 3 ADA accessible ramp to plaza                         | 9 Public art opportunity                |
| 4 Event gazebo   | 10 Colorful tables and umbrellas        |
| 5 Entry trellis with signage                           | 11 Vendor kiosks                        |
| 6 Potential future shared driveway for access to plaza | 12 Stairs to plaza                      |
|  | 13 Relocated bus stop and drop off area |

## 4.7 PUBLIC ART

Display of public art is an important way of expressing the personality and character of a community. Potential themes for San Ysidro include local history, contemporary Latino Urbanism, connections with Mexico, and other themes of significance for the community. Existing examples of public art may be found in the alleys of El Pueblito Viejo Village. See also General Plan Urban Design Element, Policies UD-F.1, UD-F.2, UD-F.3, UD-F.4, and UD-F.5.

- 4.7.1 Reinforce community pride and identity by encouraging artwork and cultural amenities that celebrate the unique cultural, ethnic, historical, or other attributes of San Ysidro.
- 4.7.2 Use public art and cultural amenities as community landmarks, encouraging public gathering and wayfinding.
- 4.7.3 Support opportunities in San Ysidro for Mexican and American artists.
- 4.7.4 Use public art to enhance pedestrian environments, such as sidewalks, paseos, plazas, and alleys.
- 4.7.5 Incorporate public art, either as stand-alone installations or integrated into the design of other urban improvements, such as building murals, paving, benches, and street lights.
- 4.7.6 Encourage bi-national creative collaborations in developing public art and cultural programs.
- 4.7.7 Develop a public art program for the San Ysidro community consistent with city policies.

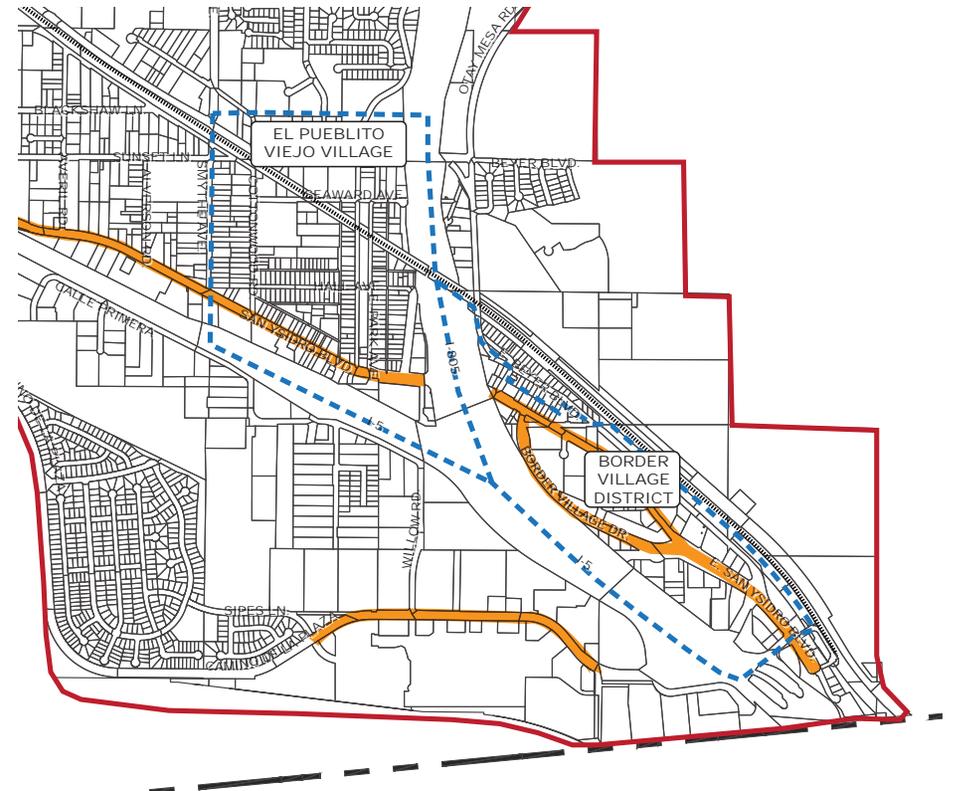


*Examples of existing art in San Ysidro*

## 4.8 VILLAGE STREET LAYOUT AND DESIGN

The street layout and design within San Ysidro is an important part of shaping the urban fabric and creating a vibrant, cohesive community. This section focuses on street framework and circulation characteristics, developing an inviting and functional public environment. The following policies supplement Policy UD-C.6 in the General Plan Urban Design Element and Sections A and F of the General Plan Mobility Element. For additional policies cross reference SYCP Element Sections 2.5, 3.4, and 4.4.

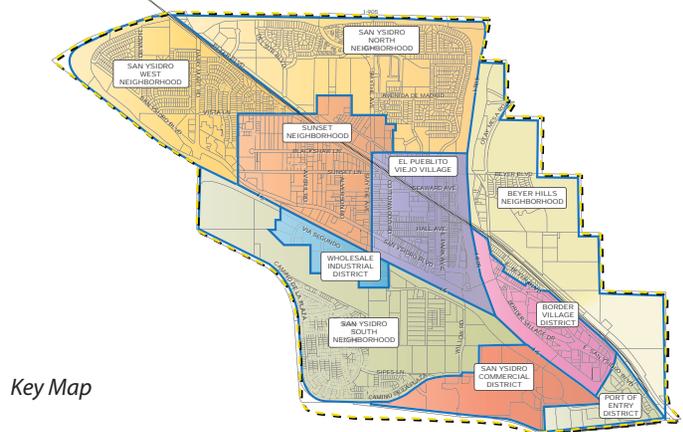
- 4.8.1 Encourage opportunities for paseos through private property in El Pueblito Viejo Village and Border Village areas. Coordinate linkages and routes with transit stops and parking facilities to encourage walking between destinations.
- 4.8.2 Enhance pedestrian safety with design features, such as textured paving or piano striping, signage, and signals at all major intersections on Beyer Boulevard, San Ysidro Boulevard, and Border Village Road.
- 4.8.3 Enhance bus stops along San Ysidro Boulevard and Beyer Boulevard with bus pullouts, bus shelters, and site furnishings where possible.
- 4.8.4 Identify utility boxes along all streets that can be incorporated into a public art program.
- 4.8.5 Enhance walkability within a minimum one-quarter (1/4) mile of bus stops and trolley stops using textured paving at crosswalks, curb extension, bulbouts, accessible ramps, site furnishings, and shade trees.
- 4.8.6 Promote building design along primary streets to engage the pedestrian environment and foster an active street edge.



## 4.9 STREETSAPES

The intent of streetscape improvements and public amenities is to create a pleasant and inviting environment for residents, businesses, and visitors. Streetscapes can provide a consistent and cohesive theme to unify and highlight the distinctive characteristics of San Ysidro. As identified in General Plan Policy UD-C.7, streetscapes should “enhance the public streetscape for greater walkability and neighborhood aesthetics.” This section also relates closely to policies provided under Pedestrian-Oriented Design and Village Street Layout and Design presented earlier in the Urban Design Element. Streetscape policies include:

- 4.9.1 Unify streets within each district with a consistent street tree palette, site furnishings, and signage. Refer to Section 4.11 Gateways and Signage for district theme concepts.
- 4.9.2 Promote orientation of the building to the street and promote façade improvement strategies and implementation measures for commercial, residential, and mixed-use buildings along primary streets. Encourage the following improvements:
  - Entrances that include recessed doors, archways, or cased openings, a change in wall plane, and/or projecting elements above the entrance



Key Map

- Accessible pathways from parking or the street to building entries
- Low-level lighting on pathways and building faces
- Clear glass windows on the ground floor for interior shop views for pedestrians, awnings, or other window coverings that reflect the character of the building
- 360 degree architectural articulation
- Avoid standalone physical displays placed within the public rights-of-way.
- Implement policies developed for display and advertising
- Provide outdoor dining areas at restaurants with enclosed patios, decorative fencing, planters and potted plants.

4.9.3 Integrate a combination of building frontage types and massing along primary corridors as illustrated in the **Building Frontage Type Figures 4-3 through 4-9**.

4.9.4 Provide a bus shelter, additional seating, public art, trash receptacles, and street trees at the Beyer Boulevard and Poplar Street bus stop.



**Figure 4-3:** Building Frontage Type - front yards/porches are appropriate in Sunset Neighborhood, Beyer Hills Neighborhood, and both the San Ysidro North and South Neighborhoods



**Figure 4-4:** Building Frontage Type - Stoops are appropriate in El Pueblito Viejo Village, Sunset Neighborhood, Beyer Hills Neighborhood, and San Ysidro North Neighborhood



**Figure 4-5:** Building Frontage Type - Courtyards are appropriate in El Pueblito Viejo Village, Sunset Neighborhood, Beyer Hills Neighborhood, and both San Ysidro North and South Neighborhoods



**Figure 4-6:** Building Frontage Type - Terraces are appropriate in El Pueblito Viejo Village, Sunset Neighborhood, Beyer Hills Neighborhood, and San Ysidro North Neighborhood



**Figure 4-7:** Building Frontage Type - Parking at storefronts is appropriate in the San Ysidro Commercial District, Wholesale Industrial District, Sunset Neighborhood, and San Ysidro South Neighborhood



**Figure 4-8:** Building Frontage Type - Courtyards in commercial areas are appropriate in Border Village, El Pueblito Viejo Village, San Ysidro Commercial District, Port of Entry District, Beyer Hills Neighborhood, and San Ysidro North Neighborhood



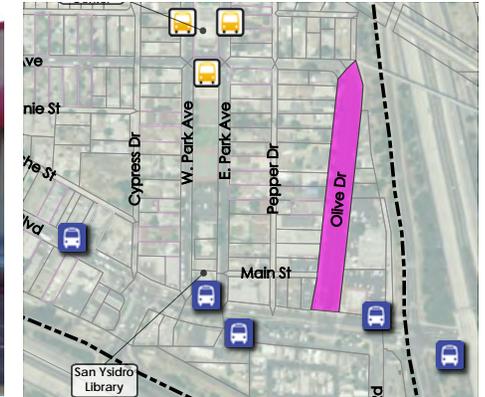
**Figure 4-9:** Building Frontage Type - Storefronts are appropriate in Border Village District, El Pueblito Viejo Village, San Ysidro Commercial District, Beyer Hills Neighborhood, San Ysidro North Neighborhood, and Port of Entry District

## EL PUEBLITO VIEJO VILLAGE

The following policies apply to the streetscapes in El Pueblito Viejo Village:

- 4.9.5 Develop a streetscape concept to enhance Olive Drive as a pedestrian friendly environment and explore opportunities for special events such as a farmers market.
- 4.9.6 Provide “parklets” with bicycle parking, seating, and dining area opportunities and expand pedestrian areas on sidewalks along San Ysidro Boulevard.
- 4.9.7 Incorporate new pedestrian sidewalk and parkways to add safe, accessible pedestrian connection along Park Avenue.
- 4.9.8 Improve pedestrian connections to the Beyer Boulevard Trolley Station, San Ysidro Health Center, and the Maternal and Child Health Center, including lighting, special paving at crosswalks, and signage.

- 4.9.9 Enhance the parkway between the trolley tracks and Beyer Boulevard with a buffer that includes decorative fencing, drought tolerant landscaping, and street trees.



Key Map



Proposed Olive Drive Improvements

## BORDER VILLAGE

The following policies apply to the streetscapes within Border Village.

- 4.9.10 Provide a vegetated buffer and decorative fencing between the trolley tracks and Beyer Boulevard.
- 4.9.11 Improve private property along Beyer Boulevard with street trees, vegetated buffer, and enhanced architecture and building character.
- 4.9.13 Provide bank and slope stabilization techniques along Beyer Boulevard, utilizing plants or retaining walls where appropriate.
- 4.9.14 Utilize opportunities provided by the existing topography to provide building entrances that front both San Ysidro Boulevard and Beyer Boulevard. Design new buildings with 360 degree architecture, minimize drive aisle access, and promote parking in safe and convenient locations, including roof-deck parking or podium parking.
- 4.9.15 Transform street parking into bioswales to catch stormwater runoff, reduce street width, slow vehicular traffic, enhance street character, provide shade, improve pedestrian experience, and increase pedestrian safety along Border Village Road.
- 4.9.16 Minimize curb cuts and reduce driveway widths to commercial center parking to increase pedestrian safety.
- 4.9.17 Enhance San Ysidro Boulevard with decorative lighting, banners, and new street furnishings.
- 4.9.18 Consider removing vehicular access on Louisiana Avenue for a pedestrian paseo connecting San Ysidro Boulevard and Border Village Drive, and to provide for future infill development opportunities.

- 4.9.20 Enhance the intersection of San Ysidro Boulevard and Border Village Road with pedestrian walkways and connections with landscaped parkways, a public plaza, and opportunities for a unique gateway treatment and public art.

- 4.9.21 Enhance the intersection of San Ysidro Boulevard and Beyer Boulevard using pedestrian walkways and connections with landscaped parkways and opportunities for a unique gateway treatment and public art.



Walkability and bicycle Improvements

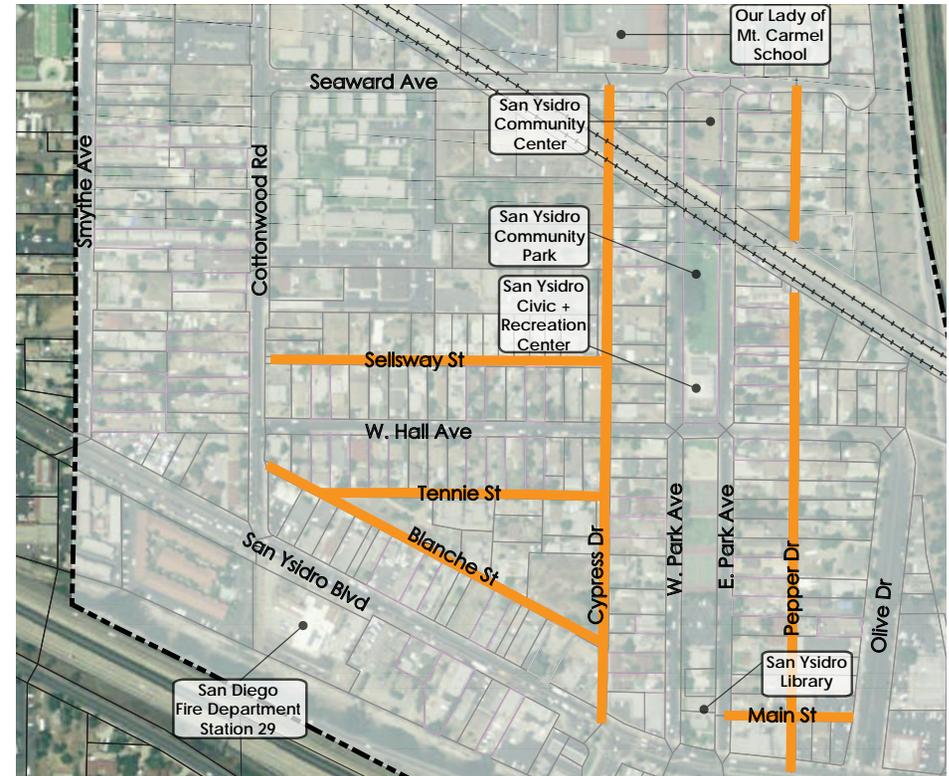


Key Map

## ALLEYS

The following policies apply to alley improvements:

- 4.9.22 Implement specialty paving or artistic ground treatment, such as painted concrete where alleys intersect.
- 4.9.23 Provide wayfinding signs, pedestrian lighting for safety and security, and public art along alleys to enhance the neighborhood character (also see 4.10 and 4.11).
- 4.9.24 Integrate common trash enclosures for multiple businesses to create a more attractive and walkable environment.
- 4.9.25 Provide landscaping, where feasible, underground utilities, and incorporate murals or vines on expanses of blank wall surfaces.
- 4.9.26 Repair and maintain alley surfaces and paving.
- 4.9.27 Foster a safe pedestrian environment within alleys and minimize pedestrian and vehicular conflicts.
- 4.9.28 Improve pedestrian connectivity along designated alleys within El Pueblito Viejo Village. Provide pedestrian lighting, textured paving at intersections and crosswalks, wayfinding signage, bulbouts at arterial intersections, traffic calming elements, site furnishings, and public art along the following alleys:
- Sellsway Street
  - Tennie Street
  - Blanche Street
  - Cypress Drive
  - Pepper Street
  - Main Street
- 4.9.29 Refer to the Mobility Element, Section 3.2 of the Community Plan for additional alley policies.



*Example of painted concrete at alley intersections*



Example of an existing alley



Example of an alley with paving, landscaping, and circulation improvements



Improve alley aesthetics with landscaping, wayfinding, specialty paving, public art, and lighting

## 4.10 SUPERBLOCKS

Policies for developments on large-scale or multiple lots (superblocks), such as the site located at San Ysidro Boulevard and Border Village Road, focus on providing improved linkages and ensuring pedestrian permeability and multimodal access. See also General Plan Urban Design Element Policy UD-C.6 and UD-C.8.

- 4.10.1 Avoid large expanses of unarticulated walls in the design of buildings by providing breaks and details in elevation and massing.
- 4.10.2 Incorporate paseos and linkages into development site layouts.
- 4.10.3 Improve access to transit and bike-ways.
- 4.10.4 Discourage irregular parcel configurations.
- 4.10.5 Promote lot consolidation for development intensification.
- 4.10.6 Enhance the rhythm along street frontages with pedestrian amenities, architectural scale and massing, and landscaping.
- 4.10.7 Establish reciprocal access easements to reduce pedestrian/vehicle conflicts (utilizing a common drive aisle for neighboring developments).
- 4.10.8 Encourage a “park once” strategy to reduce vehicle trips and encourage walking between services. Discourage businesses from posting signage for customers only.
- 4.10.9 Explore roadway improvements to enhance the circulation network (also see 3.4).



*Example of superblock development*

## 4.11 GATEWAYS AND SIGNAGE

Gateways and signage are important elements that contribute to San Ysidro’s community identity. Under this section, signage policy direction is provided for both public realm and individual developments. The following conceptual signage and identification graphics were developed by Graphic Solutions.

### PUBLIC SIGNS

- 4.11.1 Implement a unified sign program to help orient visitors through the community including gateways, directional and directory signs, information and historical interpretive signs, and freeway identification signage.
- 4.11.2 Incorporate unified design materials and components to provide a consistent “brand,” “icon,” or logo; type fonts; colors; arrangement; and materials for the sign program.
- 4.11.3 Solicit community input to assist in defining community-wide and neighborhood-specific character defining elements.
- 4.11.4 Locate gateway signs at key entry points or intersections, within medians, or at the side of the street (refer to adjacent key map for recommended locations).

### PRIMARY GATEWAYS

- 4.11.5 Create a primary gateway arch across Via de San Ysidro on the north side of the I-5 off-ramp to welcome visitors into the El Pueblito Viejo Village and San Ysidro.
- 4.11.6 Create a primary gateway sign at the intersection of San Ysidro Boulevard and Beyer Boulevard/Camino De La Plaza to welcome visitors into San Ysidro from Mexico.

### SECONDARY GATEWAYS

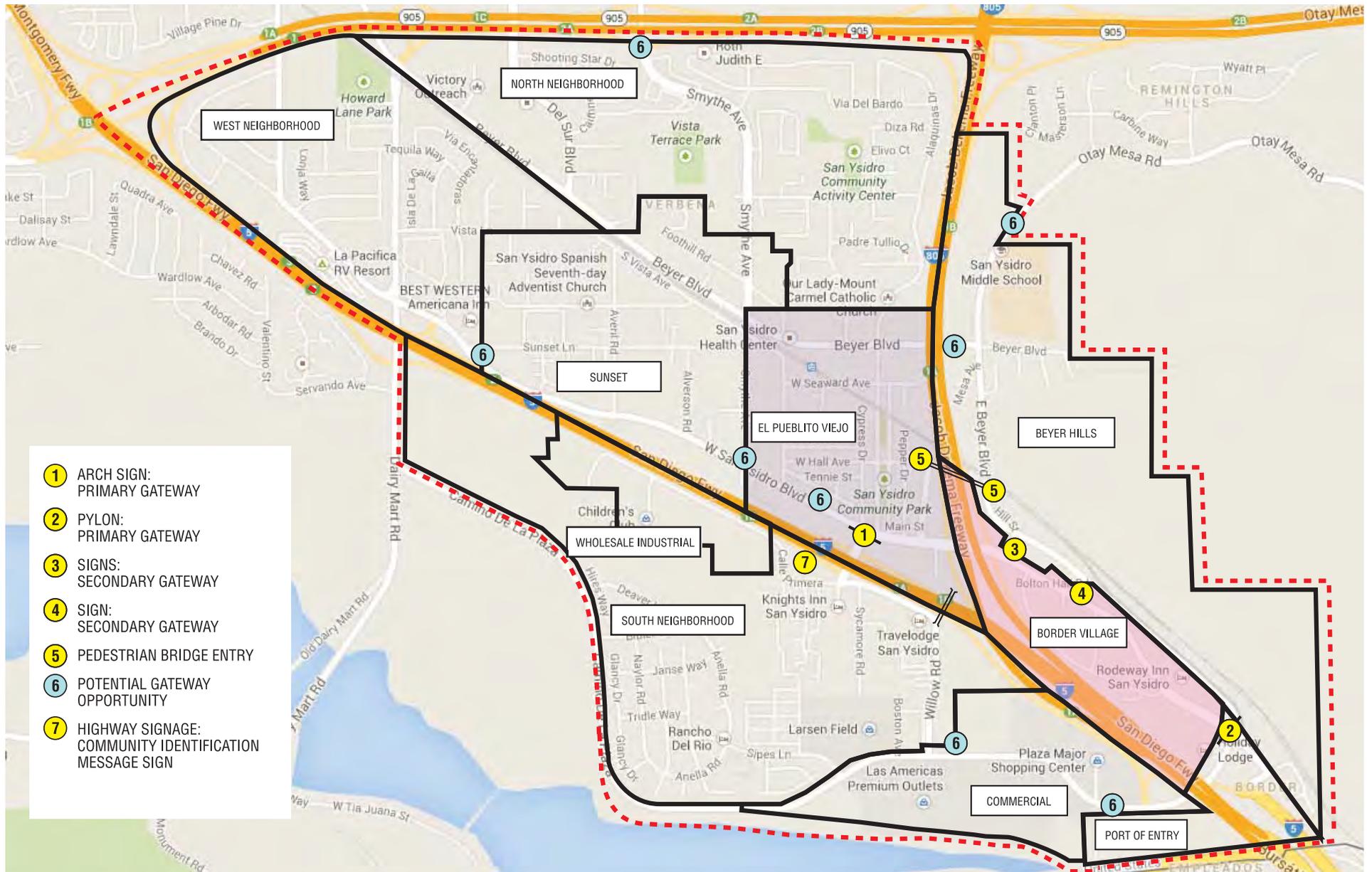
- 4.11.7 Provide a secondary gateway sign at Bolton Hall Road along San Ysidro Boulevard in the Border Village Area.
- 4.11.8 Provide a secondary gateway sign at the northwest corner of Center Street and San Ysidro Boulevard, at the I-805 northbound off-ramp in the Border Village Area.
- 4.11.9 Consider opportunities for additional secondary gateway signs at the following locations:
  - The southeast corner of West San Ysidro Boulevard and Sunset Lane
  - The northwest corner of West San Ysidro Boulevard and Smythe Avenue
  - Smythe Avenue and the SR-905 on/off-ramps
  - Along Otay Mesa Road north of San Ysidro Middle School
  - At the corner of Beyer Boulevard and Otay Mesa Road
  - At the intersection of Camino De La Plaza and Virginia Avenue in the Port of Entry District
  - At the intersection of Willow Road and Camino De La Plaza



West San Ysidro and East Beyer Boulevard (northbound)

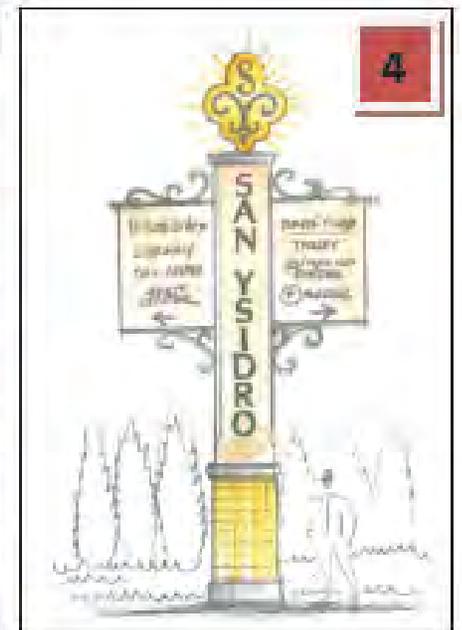
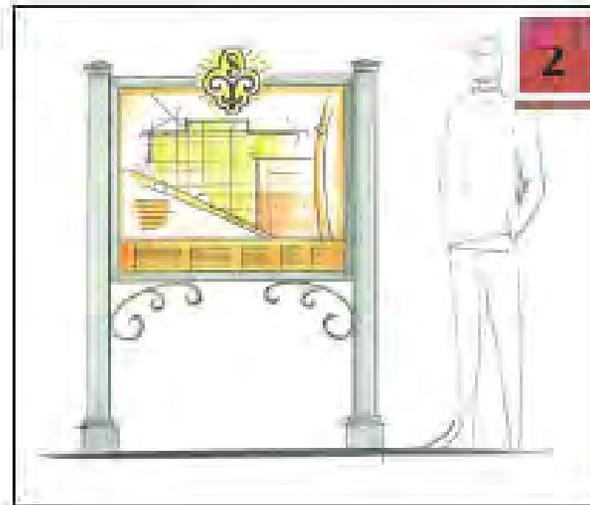


Column concept



- 1 ARCH SIGN: PRIMARY GATEWAY
- 2 PYLON: PRIMARY GATEWAY
- 3 SIGNS: SECONDARY GATEWAY
- 4 SIGN: SECONDARY GATEWAY
- 5 PEDESTRIAN BRIDGE ENTRY
- 6 POTENTIAL GATEWAY OPPORTUNITY
- 7 HIGHWAY SIGNAGE: COMMUNITY IDENTIFICATION MESSAGE SIGN

Key map      Example of superblock development

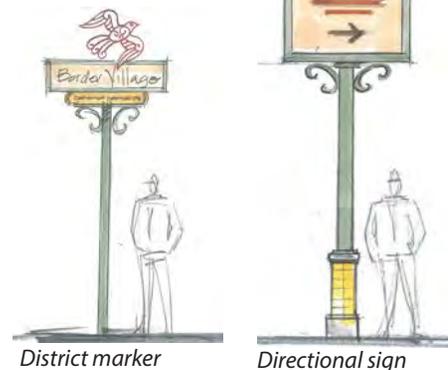


These graphics depict preliminary design of wayfinding signs and community identification markers.

1. Primary Gateway
2. Directory Sign
3. Interpretive Sign
4. Directional Sign

**DIRECTIONAL SIGNS**

- 4.11.10 Provide directional signage to help direct pedestrians, bicyclists, and vehicles to specific attractions.
- 4.11.11 Include direction arrows, distances or walking time, and labeling to denote attractions.
- 4.11.12 Incorporate district theme elements into directional signs.
- 4.11.13 Vehicular directional signs should follow the Federal Highway Administration Manual on Uniform Traffic Control Devices (MUTCD) guidelines for design, organization, type fonts, sizes, contrast, and reflectivity, but may be mounted or customized to reinforce district and San Ysidro identity.
- 4.11.14 Establish a sign program for recommended locations for sign directories. Directory signs help orient pedestrians, encourage walking within destinations, and may list businesses in each village.
- 4.11.15 San Ysidro presents unique opportunities for interpretive signs to inform visitors as well as residents of its rich history.

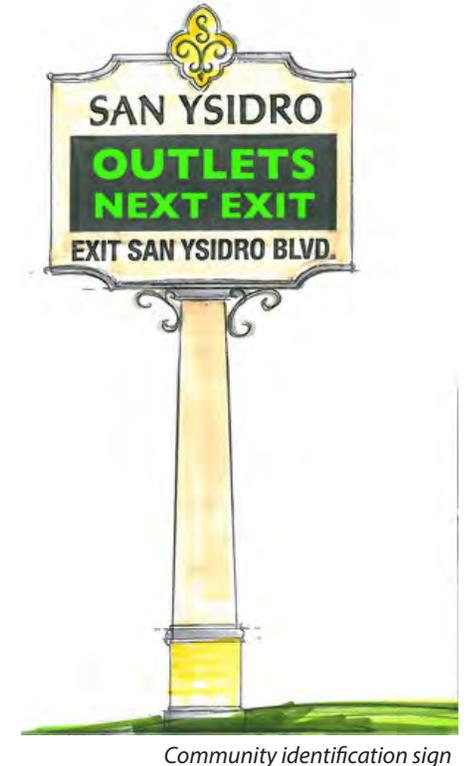


**FREEWAY SIGNS**

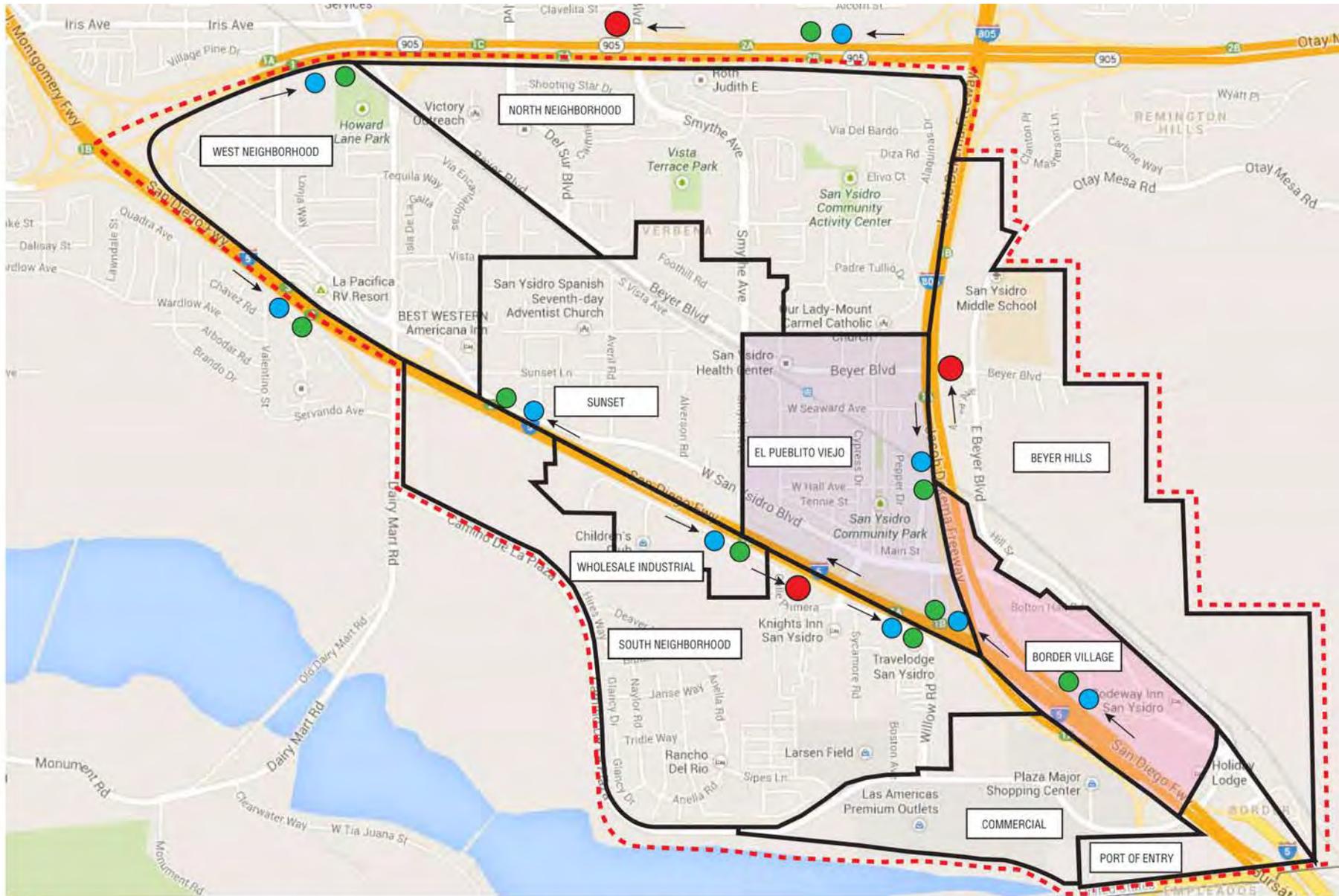
- 4.11.16 Coordinate with Caltrans to incorporate wayfinding signage to key destination areas at highway off-ramps to entice visitors to commercial attractions.
- 4.11.17 Provide a digital community identification sign in advance of the I-5 off-ramp to Via de San Ysidro.
- 4.11.18 Identify locations for future freeway-oriented community identification signs along I-805 and SR-905 freeways.



Freeway signs



Community identification sign



- COMMUNITY IDENTIFICATION/MESSAGE SIGN
- ● CALTRANS FREEWAY SIGNS

## PRIVATE SIGNS

- 4.11.19 Design signage as an integral element of the total design of a development.
- 4.11.20 To minimize clutter, encourage well-landscaped monument signs.
- 4.11.21 Design decorative graphics to be compatible with the character of the street or neighborhood.
- 4.11.22 Feature decorative graphics/signage to be creative and capture individual use.
- 4.11.23 Design signage as an integral element of the total design of the development.
- 4.11.24 Minimize sign clutter through development of tailored sign standards and consistent code enforcement.
- 4.11.25 Create more specific guidelines appropriate for each village. Enhance Border Village with larger, brighter, vehicle-oriented signs and smaller, more pedestrian-oriented signs for El Pueblito Viejo Village.
- 4.11.26 Reduce visual impacts of oversized or electronic signage by adhering to City sign size standards.
- 4.11.27 Discourage freestanding signs not located within direct proximity of the associated commercial business.



*Signs should reflect the character of the development and incorporate landscaping*

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