



san ysidro
community plan update

Urban Design Element

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4.1 Introduction

The Urban Design Element describes the community character for San Ysidro and provides goals and policies to guide future private and public development. An overarching theme is to develop a more comprehensive San Ysidro, a community connected socially, visually and physically. The Urban Design Element establishes direction for village design, neighborhoods, community gateways and linkages, streetscapes and pedestrian orientation, and other unique aspects of the community. In addition, these policies supplement policies established in the San Diego General Plan Urban Design Element.

4.2 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 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 Site Photos

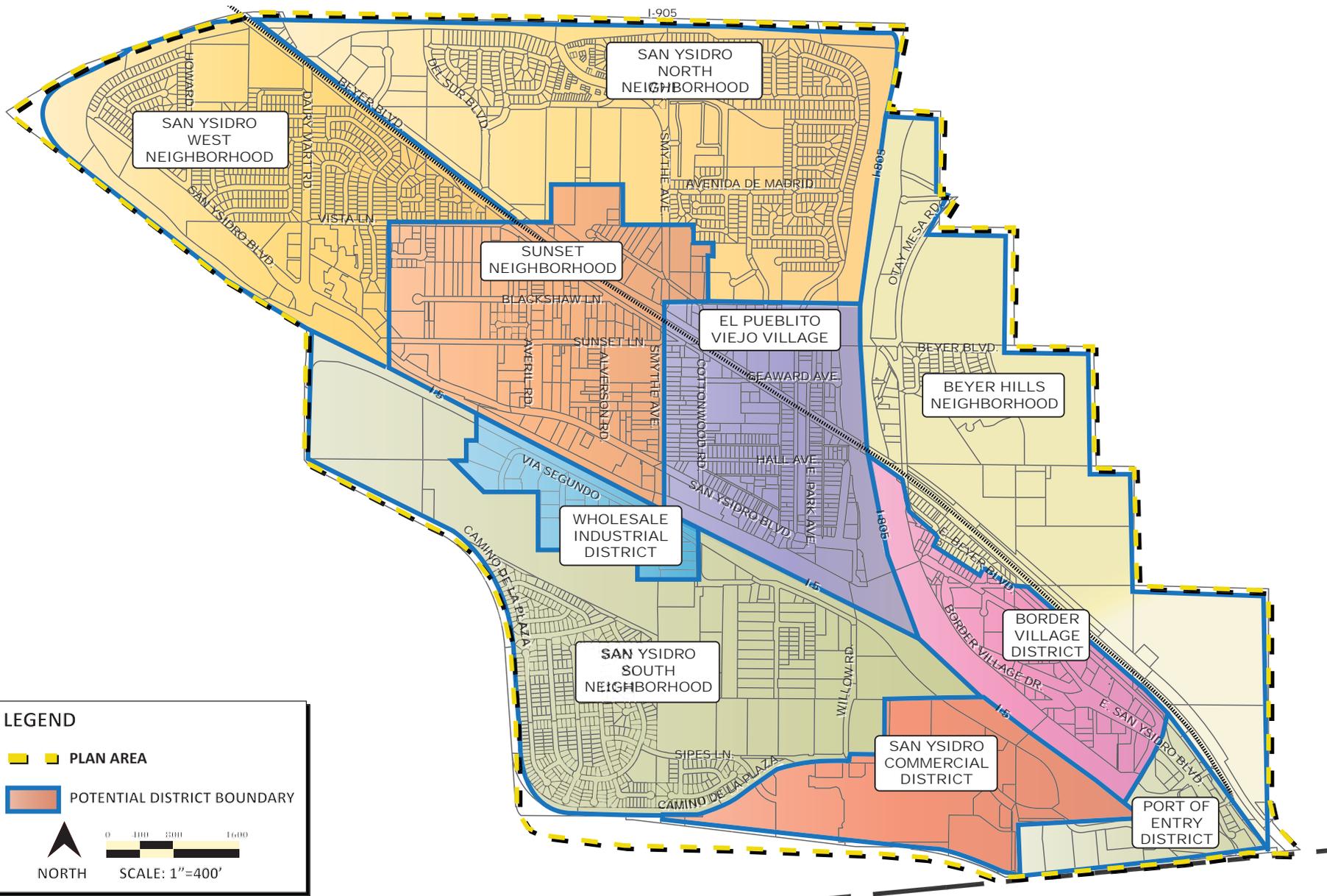


4.3 Goals

Extensive community outreach yielded the following key goals and values for San Ysidro. These provide the foundation for policies within the Urban Design Element.

- 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.





4.4 Distinctive Neighborhoods and Villages

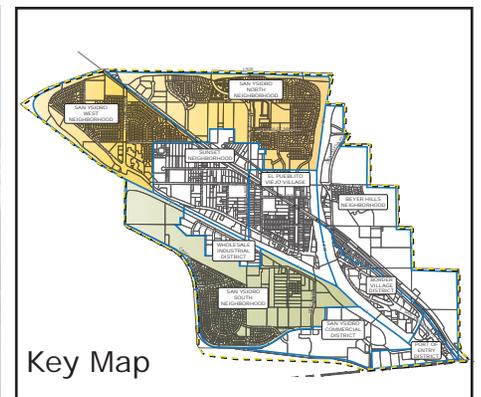
The San Ysidro community is composed of a variety of neighborhoods and villages. Each neighborhood and village reflects unique attributes and characteristics that are described in the following paragraphs. Overarching themes that tie these areas together are San Ysidro's historical roots, the melding of American/Mexican cultures, and human-scaled environments.

4.4.1 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.

4.4.2 SAN YSIDRO SOUTH NEIGHBORHOOD

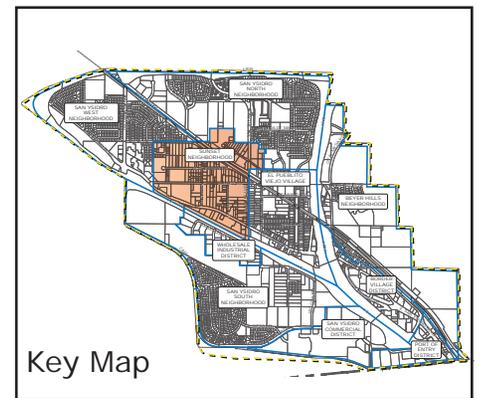
The San Ysidro South Neighborhood consists of a number of older multifamily developments along Willow Road and west of it, with a limited number of older and smaller single-family residences. The Rancho Del Rio Mobile Home Park is also located in this area. Camino de la Plaza, as it heads west and north 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 Interstate 5 turns west and becomes Calle Primera; at its intersection with Via De San Ysidro and Interstate 5 on/off-ramps there is a small highway commercial and tourist services retail node, along with a motel.



4.4.3 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. Some apartments have been constructed here, offering garden style walkups with centralized amenities like pools or barbeque areas.

In addition, a number of neighborhood commercial areas exist within this area. These community serving strip commercial centers are located generally 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.



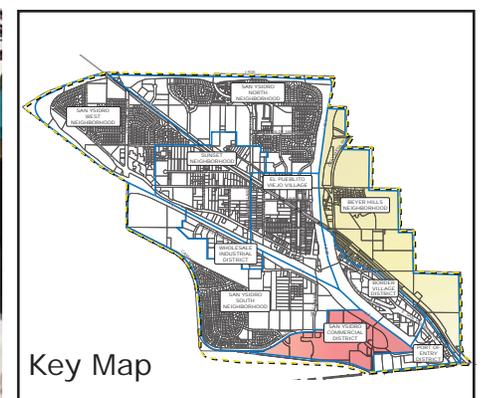
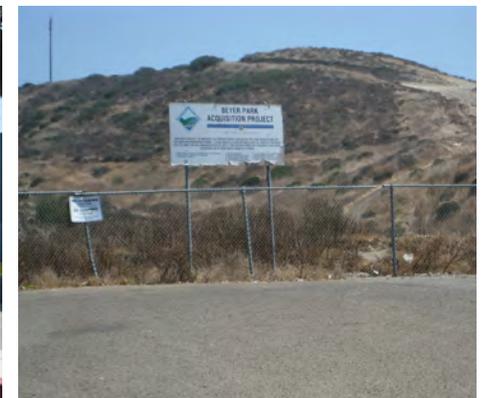
4.4.4 BEYER HILLS NEIGHBORHOOD

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 Update. Future development within this area should be integrated with the existing community, respect the existing topography, and provide enhanced connectivity so that it does not become an isolated neighborhood.

4.4.5 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 and services are present within this area. The future pedestrian connection between Mexico and the USA 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.

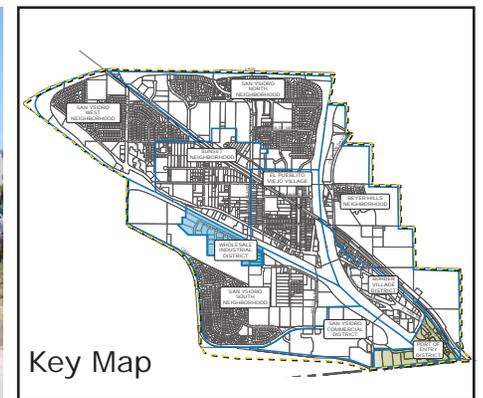


4.4.6 PORT OF ENTRY DISTRICT

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 conflicts, 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 to be pedestrian friendly and more efficiently 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 can help to create a community identity and encourage visitors to spend time in the community rather than pass through.

4.4.7 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.



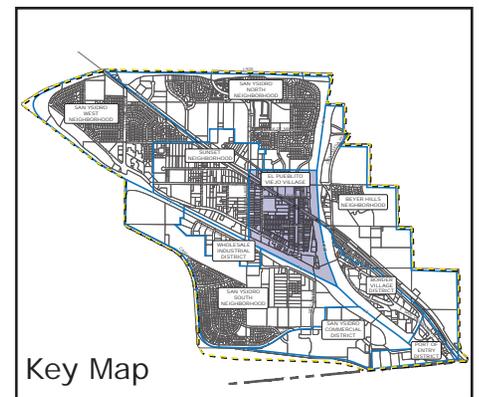
Key Map

4.4.8 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 with 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. Greatest opportunities for change surround the Beyer Boulevard trolley station and include the W. San Ysidro Boulevard commercial area. Established residential neighborhood character and density is envisioned to 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.

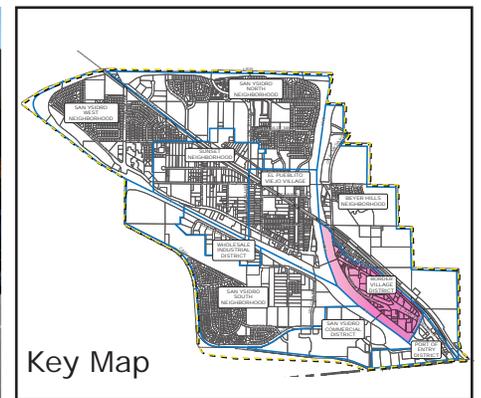
The Beyer Boulevard trolley station provides the greatest opportunity for intensification and change in the El Pueblito Viejo Village. This transit opportunity will catalyze future mixed-use and higher density residential development. Access to transit from surrounding residential neighborhoods is a key design priority to the trolley station as well as 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.



4.4.9 BORDER VILLAGE

Situated between the Port of Entry District, trolley tracks, and the 5 and 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 so as 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 then leverage this area as an activity center with opportunities to expand destination retail, entertainment, hospitality and family fun uses.



4.4.10 DISTINCTIVE NEIGHBORHOODS AND VILLAGES POLICIES:

The General Plan recognizes San Diego as a City of distinctive neighborhoods and villages. The following polices 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.

- 4.4.10-1 Provide for a range of housing types, building forms, and a mix of affordable and market-rate residences.
- 4.4.10-2 Tailor housing types to accommodate multi-generational needs such as senior housing with play yards.
- 4.4.10-3 Integrate senior housing within neighborhoods and individual developments.
- 4.4.10-4 Provide housing to accommodate larger household sizes including additional bedrooms.
- 4.4.10-5 Consider developing a program for bringing unpermitted secondary units into compliance with current building code standards, such as an amnesty period or fee reductions.
- 4.4.10-6 Encourage rehabilitation of existing buildings.
- 4.4.10-7 Develop strategies and incentives to improve sustainability for existing building stock. Examples could include an amnesty period for bringing second units into building code compliance with a reduction in fees.
- 4.4.10-8 Provide a range of opportunities for commercial enterprises to accommodate small locally owned businesses as well as larger tenants.



Inspirational Photos for San Ysidro Improvements



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Distinctive Neighborhoods + Villages

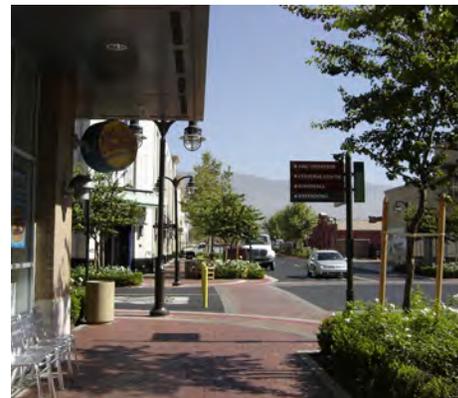
- 4.4.10-9 Encourage building design, such as roof-deck dining areas, to take advantage of urban views of Tijuana River Valley and Tijuana.
- 4.4.10-10 Incorporate windows and balconies on street-facing facades.
- 4.4.10-11 See also General Plan Urban Design Element UD-C.1.e.2 regarding transition of development and buildings to ensure compatibility with adjacent uses.
 - a. Tailor building height and scale to be sensitive to surrounding residential and commercial uses.



4.5 Mixed-use Villages and International Gateway

Mixed-use villages provide for the integration of uses and serve as focal points for public gathering and community identity. This section provides the design policies and guidelines 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. Policies provided to address these demands are provided in Section 4.5.3 below.

- 4.5-1 Residential elements of a mixed-use building should relate to outdoor areas, such as courtyards and open space areas.
- 4.5-2 Provide directional signage along the highway to direct tourists to village areas and the International Gateway. Include parking information and attractions.



Inspirational Photos for San Ysidro Improvements



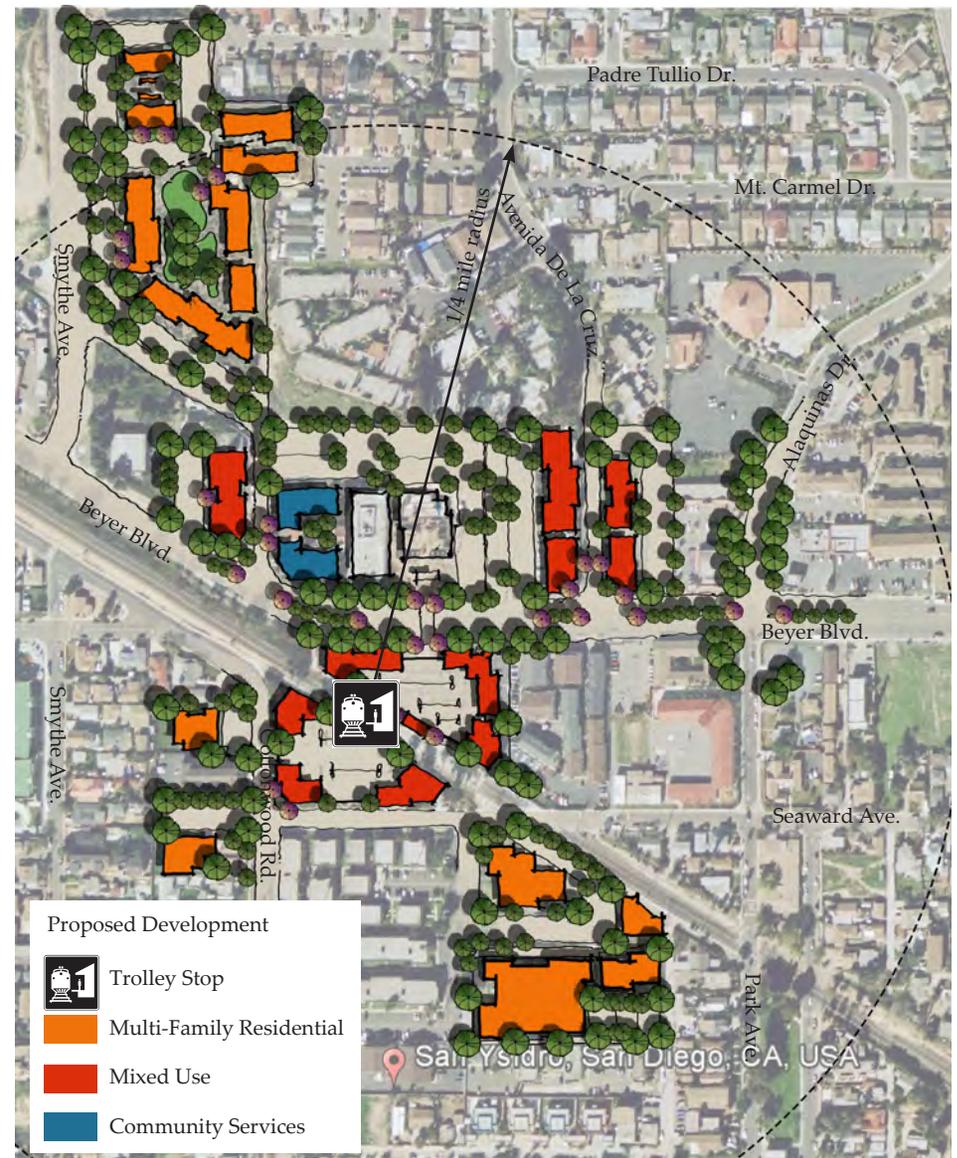
- 4.5-3 Consider open air markets in pedestrian-focused areas that:
- Provide paseos and arcades for commercial activities and displays.
 - Avoid displays in the public rights-of-way.
 - Implement policies developed for display and advertising.
- 4.5-4 Minimize curb cuts across sidewalks to better support pedestrian areas and to reduce potential conflicts between pedestrians and vehicles. Where such conflicts exist, the visual continuity of the pedestrian pathway can be maintained by continuing the pavement pattern across the driveway.
- 4.5-5 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 in transparency for ground floor storefronts.
 - Encourage windows on first floors facades.
 - Limit signage and solid obstructions for first floor uses.
 - Orient buildings toward the street and/or relocate parking and curb cuts, where feasible and replace with landscaped areas and well-lit entries.



4.5.1 EL PUEBLITO VIEJO VILLAGE

El Pueblito Viejo Village provides an opportunity for fine grained infill development that will complement the authentic historic character. The trolley stop at Beyer Boulevard provides a significant opportunity for transit oriented strategies including enhanced pedestrian amenities, mixed-use development, and increased residential density. 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.

- 4.5.1-1 Locate highest development concentrations by the Beyer Boulevard trolley stop and San Ysidro Boulevard, with smaller infill opportunities in between.
- 4.5.1-2 Promote higher density residential uses within a quarter mile of Beyer Boulevard Trolley Station.
- 4.5.1-3 Maintain the unique historical character of the village with an infusion of Latino Urbanism.
 - a. Building design that is tailored to San Ysidro resident’s needs and cultural heritage, such as porches, patios, courtyard houses, plazas and unique expressions of color.
 - b. Encourage building design that integrates private courtyards adjacent to public space.
 - c. Promote the use of low fences in front yards 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.



- d. Encourage street art, murals, signage, and other vibrant graphics as cultural expressions.
- e. Promote street vending in public areas at key locations within San Ysidro villages.
- f. Tailor streets and sidewalks to support, encourage, and promote physical activity.
- g. Enhance paseos, sidewalks and paths to promote waling to daily activities.

- 4.5.1-4 Retain San Ysidro Community Park as the heart of the El Pueblito Viejo Village and encourage quality access and community gathering opportunities within Park.
- 4.5.1-5 Opportunities exist along San Ysidro Boulevard for infill or redevelopment, however, care should be given to maintaining historical character of this corridor.
- 4.5.1-6 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.



4.5.2 BORDER VILLAGE

The hallmark of Border Village is the confluence of Mexican and American cultures. Key strategies focus on leveraging abundant daily tourist traffic into a thriving mix of business, retail and cultural opportunities. The following policies acknowledge this very unique hot spot for activity that possesses significant potential to capture untapped commerce and entertainment opportunities.

- 4.5.2-1 Promote mixed-use development between San Ysidro Boulevard and Beyer Boulevard, utilizing existing topography to establish ground floor commercial fronting San Ysidro Boulevard with upper residential stories accessed from Beyer Boulevard.
- 4.5.2-2 Create a “Mercado” (market) that provides a variety of goods and prepared foods from Mexico.
 - a. Apply a festive design theme for the Mercado to attract residents and tourists, alike.
 - b. Include uses and products such as vegetables and meat markets, booths filled with spices, herbs, fabrics, clothing, artisan crafts and other Mexican goods.
 - c. Locate the Mercado within the urban plaza located in the Border Village (refer to 4.7.2A).
- 4.5.2-3 Look for infill/intensification opportunities along San Ysidro Boulevard and Border Village Road, which could be in the form of commercial-only or mixed-use developments.
- 4.5.2-4 Foster a vibrancy using color, public art, architectural identity and wayfinding elements.



4.5.3 INTERNATIONAL GATEWAY

San Ysidro and San Diego welcome visitors into the United States at the busiest Port of Entry in the Western Hemisphere. The International Gateway is north of the Port of Entry, along San Ysidro Boulevard, south of I-805, and along Camino de la Plaza west of I-5. The International Gateway 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.

- 4.5.3-1 Encourage tourism at the International Gateway.
- 4.5.3-2 Create a sense of entry into the community through gateways, plazas, signage, unique street furnishings, landscaping, and cultural art at major entry points.
- 4.5.3-3 Increase commercial retail development at the border to capture tourist dollars.
- 4.5.3-4 Attract tourists by developing projects which offer entertainment and cultural activities.
- 4.5.3-5 Design international gateway development to be visible and accessible from the freeway.
- 4.5.3-6 Develop distinctive and innovative designed projects, incorporate Latino Urbanism, and promote high quality, monumental, and creative design solutions.
- 4.5.3-7 Promote outdoor activity with sidewalk cafes, public outdoor spaces and open areas, and pedestrian-oriented shopping plazas.



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

Village Areas + International Gateway

UD

- 4.5.3-8 Improve the transportation system at the border to provide for the smooth flow of traffic and minimize conflicts between vehicles and pedestrians.
- 4.5.3-9 Increase the availability of secure parking for visitors at the border.
- 4.5.3-10 Direct tourist traffic to the tourist-serving commercial areas within wayfinding and streetscape design.
- 4.5.3-11 Provide a new pedestrian and bicyclist border crossing at Virginia Avenue to facilitate tourist traffic flow between San Ysidro and Avenida Revolucion in Tijuana.
- 4.5.3-12 Incorporate an Intermodal Transportation Center with the following features:
 - a. Plaza space at border entry and a promenade with enhanced landscaping and pedestrian amenities to draw visitors from the International Gateway into the Border Village.
 - b. MTS Trolley facility and amenities
 - c. Public and private bus bays
 - d. Passenger pick-up & drop-off with taxi and jitney service and queuing areas
 - e. Public parking facilities and structures
 - f. Retail and other land uses



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



4.6 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 General Plan Urban Design Element Policy UD-C.4 (Pedestrian-Oriented Design).

- 4.6-1 Address human scale for all buildings along street frontages, such as for San Ysidro and Beyer Boulevards.
- 4.6-2 Shade pedestrian areas using trees or other shade strategies where space is limited.
- 4.6-3 Enhance bus stops within Village areas with shaded seats, wayfinding signs and public art.
- 4.6-4 Encourage pedestrian activity through appropriate design and provision of amenities including but not limited to:
 - a. Awnings
 - b. Outdoor dining
 - c. Arcades
 - d. Plazas
 - e. Public art
 - f. Trellises
- 4.6-5 Create and maintain a comprehensive sidewalk network with tailored widths and characteristics to enhance village character and address varying pedestrian volumes.



Pedestrian Oriented Design

UD

- 4.6-6 For new development utilizing consolidated lots, incorporate building articulation and changes in wall planes or building massing, to reflect historic lot patterns and surrounding buildings.
- 4.6-7 Commercial and mixed-use buildings shall be placed along primary street frontages (with parking to rear of buildings) with windows and storefront treatments to engage pedestrians.
- 4.6-8 Promote reciprocal access agreements and limit driveway access along San Ysidro Boulevard.
- 4.6-9 where feasible, place buildings ten (10) feet from curb along San Ysidro Boulevard to provide additional pedestrian access.
- 4.6-10 Provide bicycle storage racks for public use at retail and restaurant establishments.
- 4.6-11 Seek opportunities to enhance the pedestrian environment including outdoor dining, expanded sidewalks, reciprocal access agreements, enhanced alleys and paseos.
- 4.6-12 Provide pedestrian enhancements and safety features at trolley crossings.
- 4.6-13 Provide connections and linkages to Dairy Mart Ponds and open space.



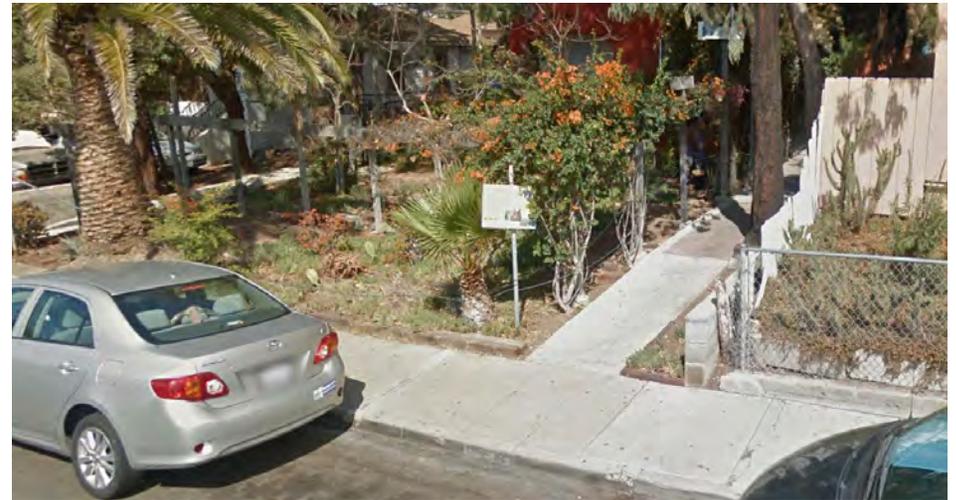
Inspirational Photos for San Ysidro Improvements



4.6.1 PASEOS

Paseos provide an opportunity not only for improved pedestrian circulation, but also for enhancing community character and distinctive urban spaces. The following policies support pedestrian mobility and urban design goals.

- 4.6.1-1 Provide a network of pedestrian paseos.
- Improve side yards with accessible paseo access, where feasible to link alleys and primary streets.
 - Encourage adjacent properties to combine side yards to create opportunities for larger paseos.
 - Where lots are consolidated, incorporate a paseo to enhance neighborhood connectivity.
- 4.6.1-2 Provide ground paintings or other artistic treatment at paseo entries to slow down vehicles and increase pedestrian safety.
- 4.6.1-3 Provide enlarged access points, public art, seating areas, artistic wayfinding and other welcoming features at paseo entries.



Existing Paseo Conditions



Proposed Paseo Improvements

- Wayfinding Signage
- Painted Concrete

4.6.2 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.

- 4.6.2-1 Provide special paving treatment and signage at crosswalks.
- 4.6.2-2 Utilize excess right-of-way and increase sidewalk widths to incorporate seating areas, distinctive paving, signage, artwork, shade trees, enhanced landscaping, and lighting.
- 4.6.2-3 Incorporate a large monument or focal feature with signage at San Ysidro Boulevard and Beyer Boulevard to encourage movement into the Border Village.
- 4.6.2-4 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 E. San Ysidro Boulevard.
- 4.6.2-5 Plant shade or palm trees with consistent spacing to reinforce the presence of the pedestrian paseo.
- 4.6.2-6 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 Blvd.

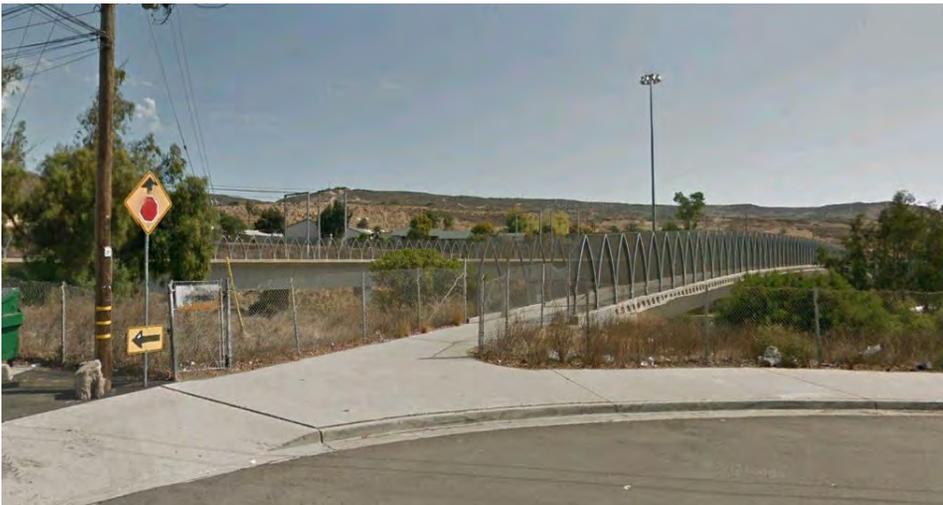
- 1 Gateway Signage
- 2 Special paving
- 3 Wider sidewalk with trees, benches, and lighting



4.6.3 PEDESTRIAN BRIDGE CONNECTIONS

Existing pedestrian bridges crossing Interstates 5 and 805 link village and commercial areas, neighborhoods, schools, parks and plazas. Preliminary concepts are shown to the right.

- 4.6.3-1 Provide opportunities for public art, gateway treatments, mini plazas, and other improvements to create more inviting connections.
- 4.6.3-2 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.
- 4.6.3-3 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

4.7 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).

4.7-1 Provide a hierarchy of inviting public spaces including the following:

- a. Urban Plazas
- b. Neighborhood Plazas
- c. Pocket Parks
- d. Paseos
- e. Pedestrian Bridge Connections

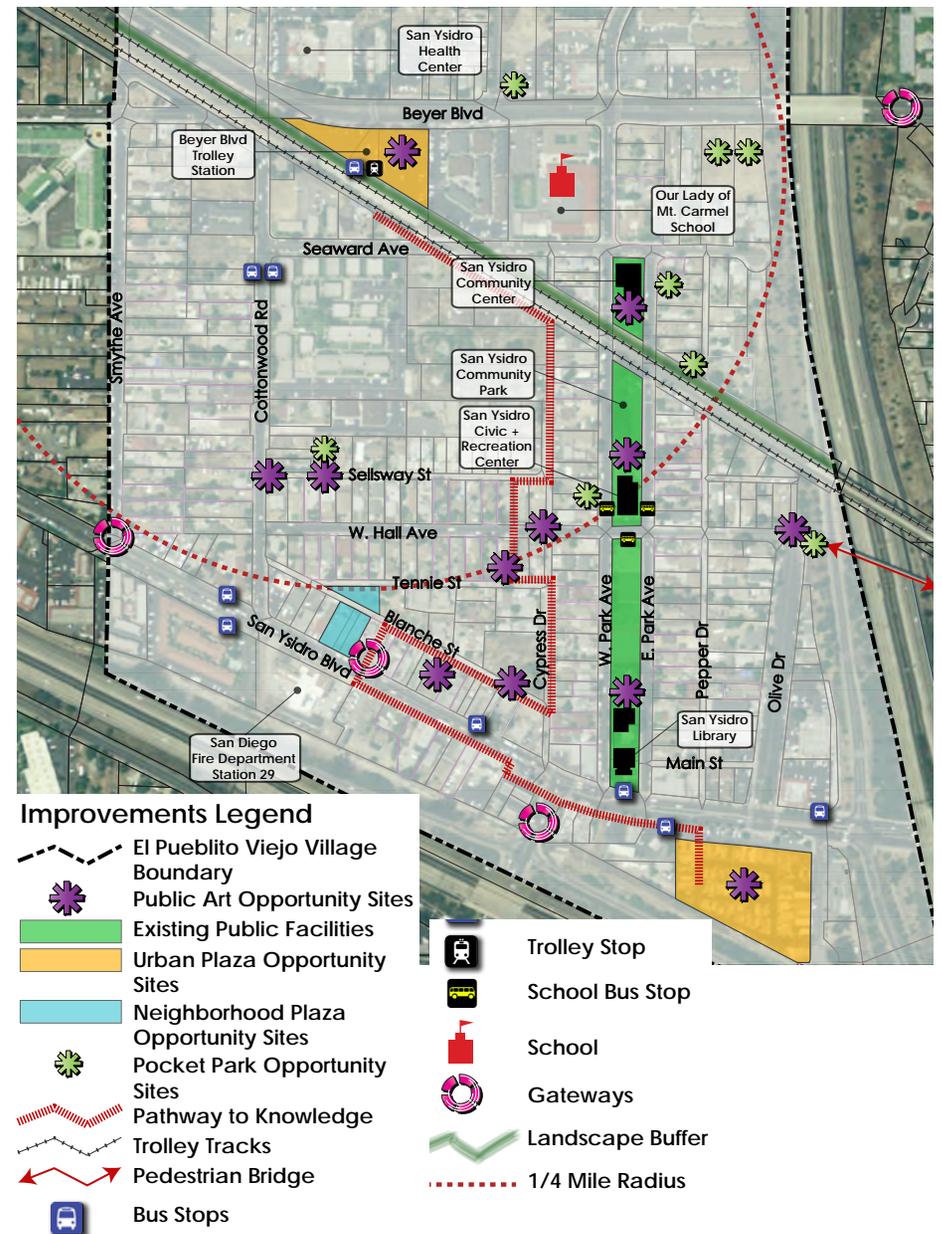
4.7-2 Transform underused lots and public properties into vibrant, social public space for the adjacent neighborhoods and urban open space accommodating community gatherings and events.



Inspiration photos for public spaces



- 4.7-3 Design plazas and public spaces as safe pedestrian linkages to alleys, paseos, and streets within the Village.
- 4.7-4 Encourage cooperation among land owners to aggregate required private open space near paseos, public spaces, and at street corners.
- 4.7-5 Encourage public access (versus private) to public spaces.
- 4.7-6 Encourage the provision of approximately 10% of a projects net site area as space provided for public use, pursuant to General Plan Urban Design Element UD-C.1.d.
- 4.7-7 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.



4.7.1 EL 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.

- 4.7.1-1 Integrate additional landscaping, trees, picnic areas, group gathering spaces, and community gardens into existing and future Village public spaces.
- 4.7.1-2 Enhance Community Center, Library, and civic open space along Park Avenue with additional pedestrian and bicycle amenities and public art.
- 4.7.1-3 Convert underutilized parcels into neighborhood plazas and pocket parks to provide neighborhoods access to additional green space, outdoor activity space, and playgrounds.
- 4.7.1-4 Build upon the existing “the Pathways of Knowledge” (an extended network of existing alleys currently utilized as informal pedestrian and landscaped corridors designed to promote mobility and accessibility and to highlight curiosity, knowledge and creativity) with pedestrian amenities, linkages, public art, and cultural elements to provide strengthened access and pedestrian circulation to connect the community.
- 4.7.1-5 Provide a transit plaza with pedestrian and bicycle amenities, wayfinding, and public art at the Beyer Boulevard Trolley Station.

- 4.7.1-6 Enhance pedestrian access, sidewalks, alleys, and paseos within a minimum of a ¼ mile radius of the Beyer Boulevard Trolley Station.
- 4.7.1-7 Develop a neighborhood plaza located at the former fire station site located along E. San Ysidro Boulevard in the El Pueblito Viejo Village, as described in section 4.7.1.A.
- 4.7.1-8 Develop a neighborhood plaza located at the terminus of Olive Drive at San Ysidro Boulevard in the El Pueblito Viejo Village, as described in section 4.7.1.B below.



Inspiration Photos



4.7.1A EL PUEBLITO VIEJO NEIGHBORHOOD PLAZA – FORMER FIRE STATION SITE

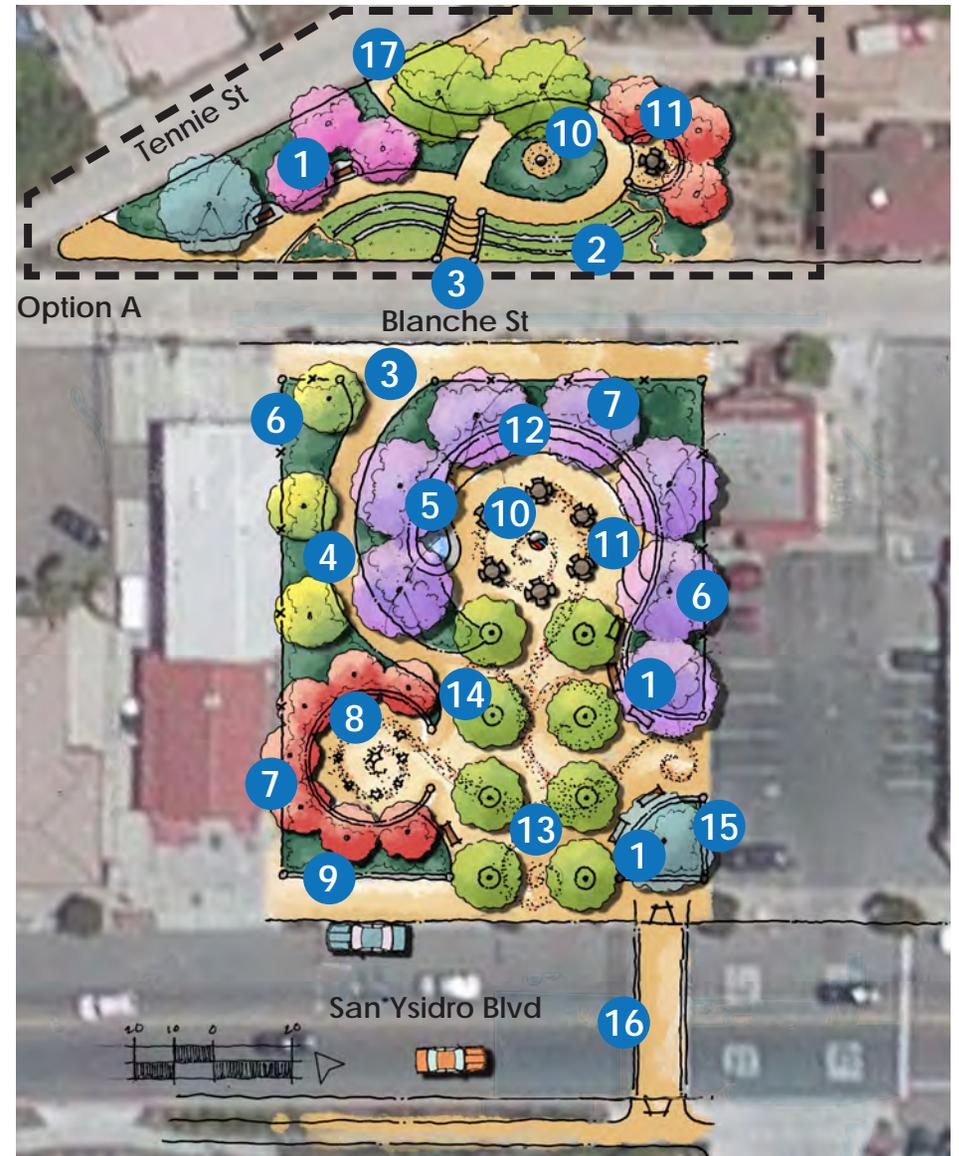
The former Fire Station site at San Ysidro Boulevard and Blanche Street is envisioned to be redeveloped into a public space that includes a variety of features and amenities to create an inviting environment. Potential amenities could include outdoor seating, picnic tables, landscaping, public art, shade 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:

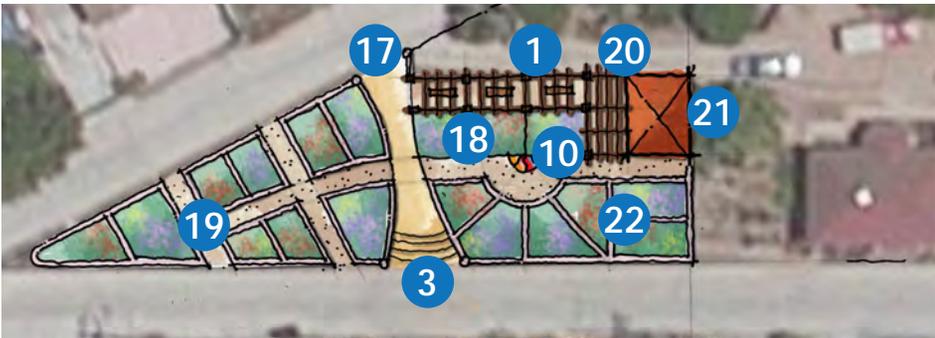
Option A provides an extended plaza and passive park between Tennie Street and Blanche Street. The lot could include trees and landscaped areas for public art, walking paths, benches, and picnic tables.

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.



Example Neighborhood Plaza



Example Community Garden Option B

- 1 Benches
- 2 Terraced Seating
- 3 Connection to Alley (Blanche St)
- 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 St)
- 18 Garden Beds
- 19 Gravel Walkway
- 20 Trellis with Grape Vines
- 21 Maintenance and Equipment Shelter
- 22 Raised Wooden Garden Beds



Inspiration Photos for Neighborhood Plaza and Park Design



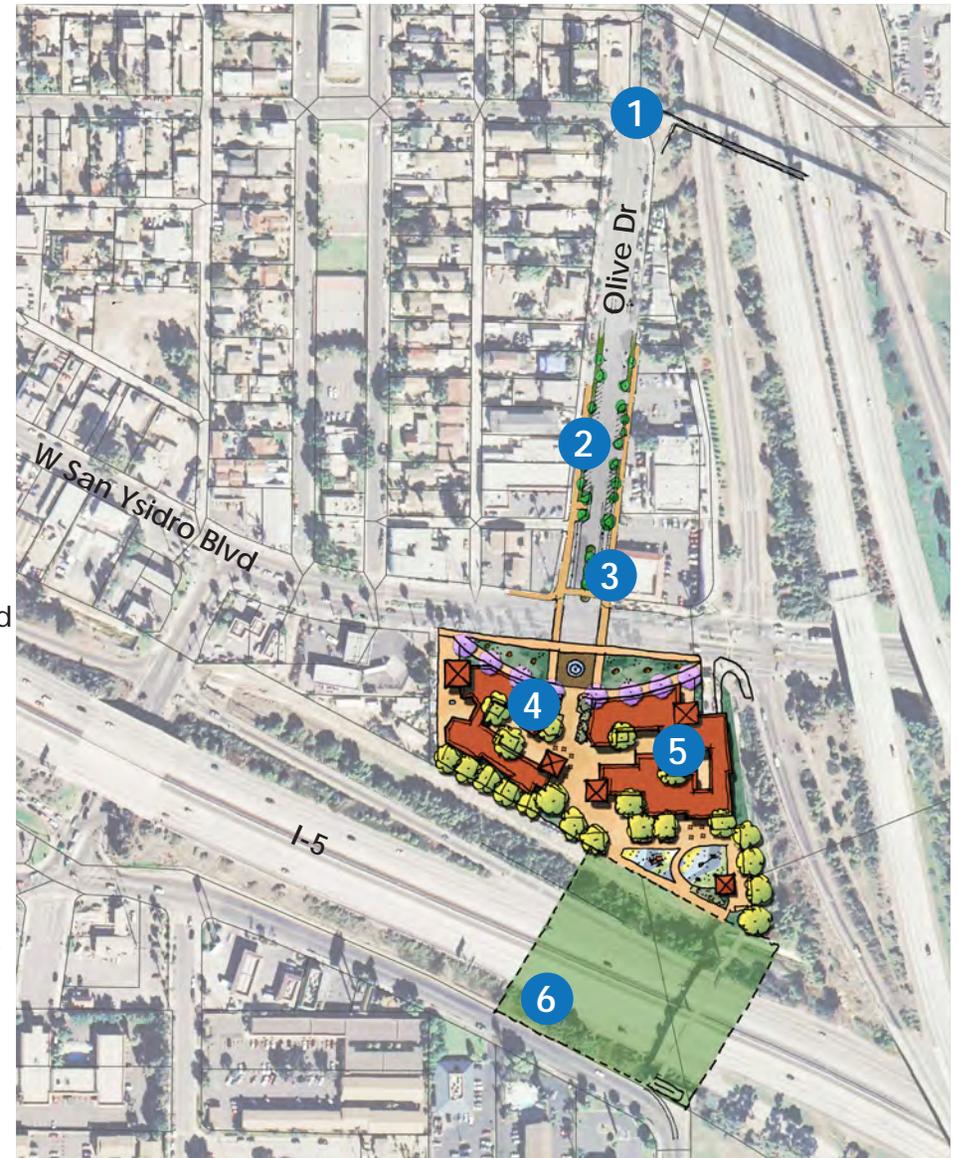
4.7.1B OLIVE DRIVE TERMINUS

An example of a potential neighborhood plaza site is a potential redevelopment opportunity at the terminus of Olive Drive and the pedestrian bridge above Interstate-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

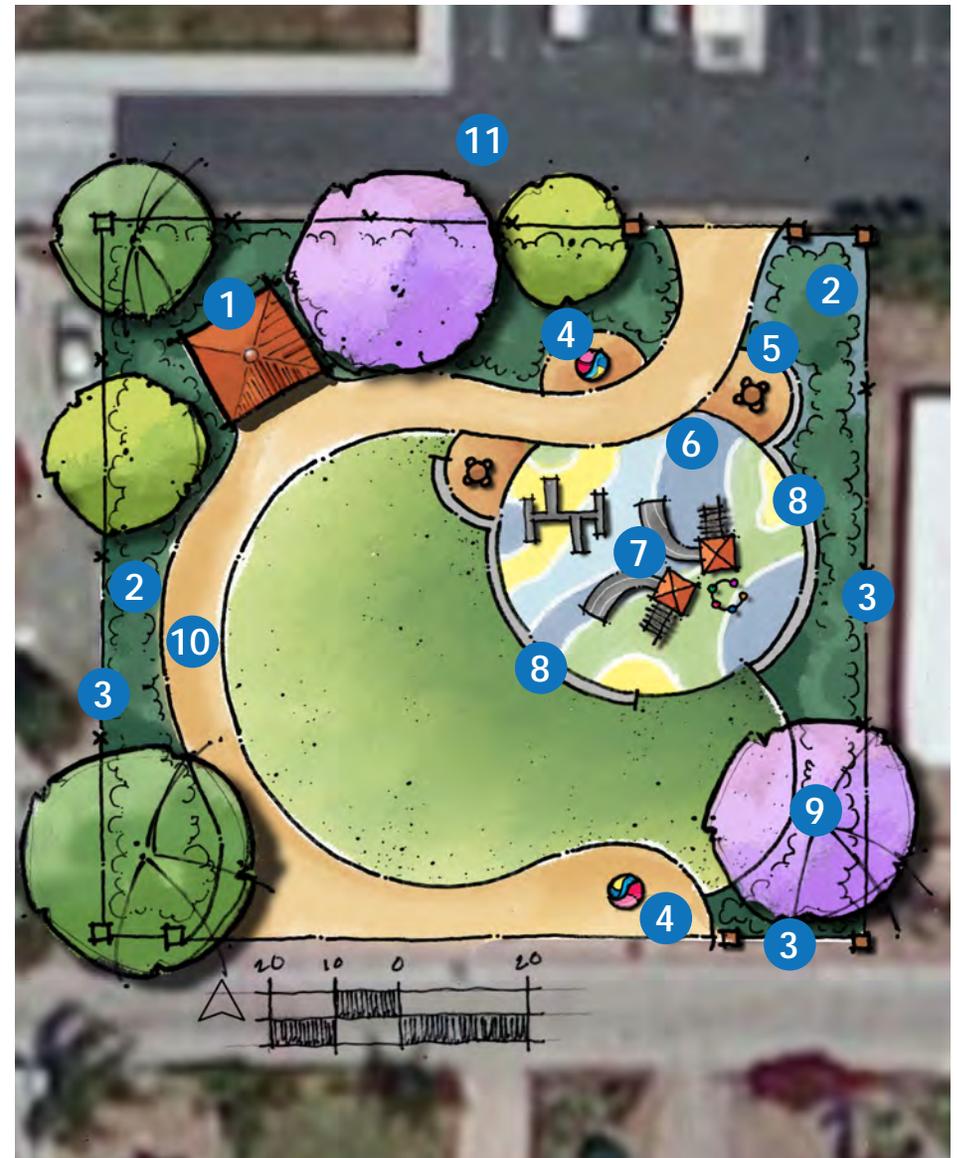


Olive Drive Terminus

4.7.1.C 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 Seatwall
- 9 Shade Trees
- 10 Pathway
- 11 Typical Alley

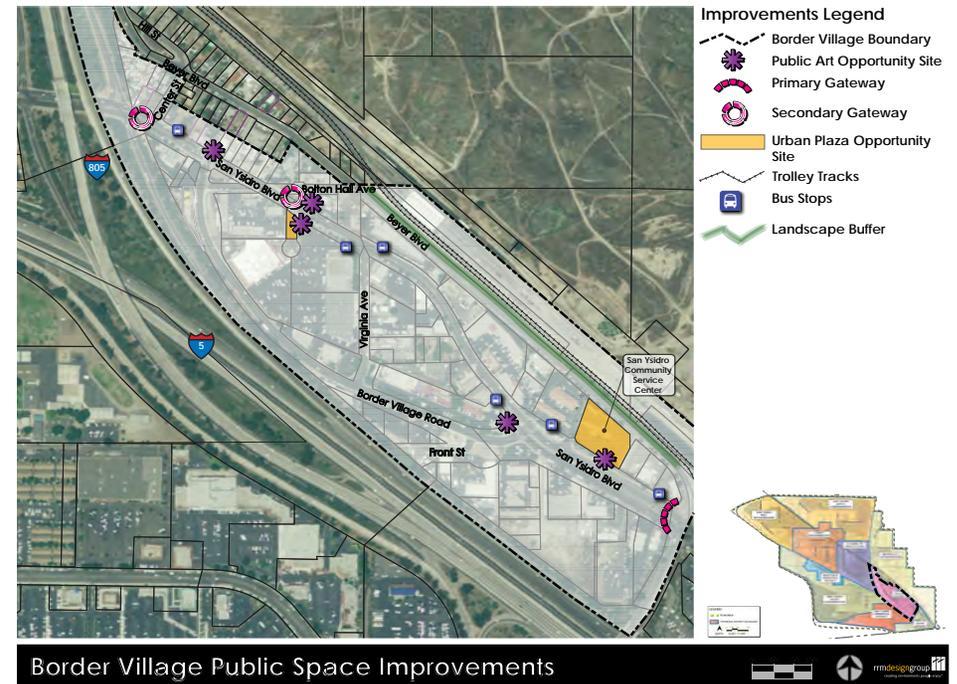


Example Pocket Park

4.7.2 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.

- 4.7.2-1 Integrate a gateway feature located at the intersection of San Ysidro Boulevard and Beyer Boulevard and urban plazas, enhanced bus stops, public art throughout the Village as shown in the Border Village Public Space Improvements exhibit.
- 4.7.2-2 Develop an urban plaza located at the existing San Ysidro Service Center located along E. San Ysidro Boulevard in the Border Village, as described in section 4.7.2A below.



Inspiration Photos for Urban Plaza Design

4.7.2.A 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 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
- Dances
- Farmers markets
- Holiday events
- Informal seating for picnicking
- Lighting for evening uses
- Supporting retail and outdoor dining

- | | |
|---|--|
| 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 |



Border Village Urban Plaza Concept

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.

4.8-1 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, site furnishings, and public art along the following alleys:

- a. Sellsway Street
- b. Tennie Street
- c. Blanche Street
- d. Cypress Drive
- e. Pepper Street
- f. Main Street

4.8-2 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.



Inspiration Photos for Village Street Layout and Design



Village Street Layout + Design

UD

- 4.8-3 Provide textured paving or piano striping, signage, and signals at all major intersections on Beyer Boulevard, San Ysidro Boulevard, and Border Village Road.
- 4.8-4 Enhance bus stops along San Ysidro Boulevard and Beyer Boulevard with bus pullouts, bus shelters, and site furnishings, where possible.
- 4.8-5 Identify utility boxes along all streets that can be incorporated into a public art program.
- 4.8-6 Consider under-grounding all utility lines and removing poles to enhance the pedestrian experience and improve public viewsheds.
- 4.8-7 Enhance walkability within a minimum one-quarter ($\frac{1}{4}$) mile of bus stops and trolley stops using textured paving at crosswalks, curb extension, bulbouts, accessible ramps, site furnishings, and shade trees.



Before Improvements



After Improvements



4.9 Streetscapes

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 Follow guidelines for building frontage types and massing for appropriate design intent and location in each district as illustrated in the following exhibits.
- 4.9-2 Unify streets within each district with a consistent street tree palette, site furnishings, and signage. Refer to section 4.16 Gateways and Signage for district theme concepts.
- 4.9-3 Promote façade improvement strategies and implementation measures for existing commercial, office, and residential buildings along San Ysidro Boulevard, Beyer Boulevard, and Border Village Drive. Incorporate the following improvements:
 - a. Entrances that include recessed doors, archways, or cased openings, a change in wall plane, and/or projecting elements above the entrance.
 - b. Accessible pathways from parking or the street to building entries.



Front yards/porches are appropriate in Sunset, Beyer Hills, San Ysidro North and South Neighborhoods



Stoops are appropriate in El Pueblito Viejo Village, Sunset, Beyer Hills, and San Ysidro North Neighborhoods



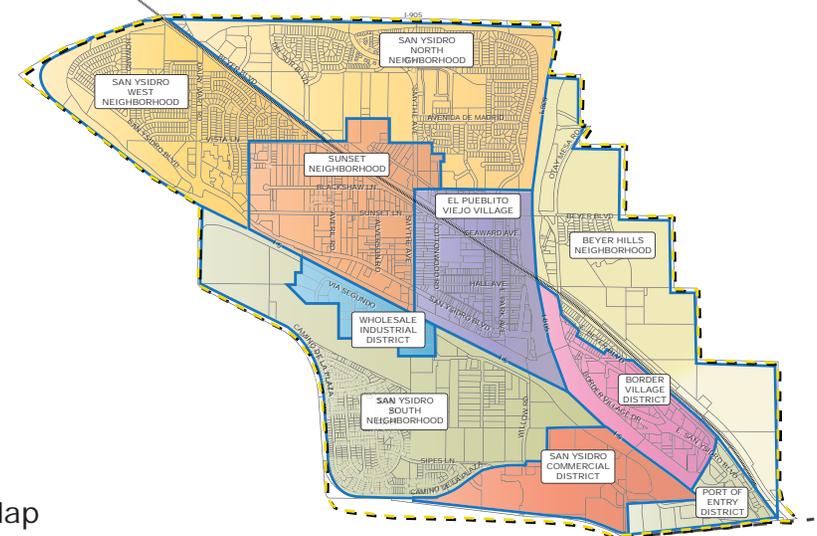
Courtyards are appropriate in El Pueblito Viejo Village, Sunset, Beyer Hills, San Ysidro North and South Neighborhoods



Courtyards in commercial areas are appropriate in Border Village, El Pueblito Viejo Village, San Ysidro Commercial and Port of Entry Districts, Beyer Hills and San Ysidro North Neighborhoods



Terraces are appropriate in El Pueblito Viejo Village, Sunset, Beyer Hills, and San Ysidro North Neighborhoods



Key Map

- c. Low level lighting on pathways and building faces.
- d. 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.
- e. 360 degree architectural articulation.

4.9-4 Provide outdoor dining areas at restaurants with enclosed patios, decorative fencing, planters and potted plants.

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



Storefronts are appropriate in Border Village District, El Pueblito Viejo Village, San Ysidro Commercial District, Beyer Hills, San Ysidro North Neighborhoods, and Port of Entry District



Parking at storefronts is appropriate in the San Ysidro Commercial District and the Wholesale Industrial District

4.9.1 EL PUEBLITO VIEJO VILLAGE

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

- 4.9.1-1 Explore opportunities to provide a farmers market within the Olive Drive right-of-way.
- 4.9.1-2 Provide “parklets” with bicycle parking, seating, and dining areas to reduce expand pedestrian areas on sidewalks along San Ysidro Boulevard.
- 4.9.1-3 Incorporate new pedestrian sidewalk and parkways to add safe, accessible pedestrian connection along Park Avenue. Provide bicycle parking at the entrance to the library, recreation center, and community center.
- 4.9.1-4 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.
- 4.9.1-5 Enhance the parkway between the trolley tracks and Beyer Boulevard with a buffer that includes decorative fencing, drought tolerant landscaping, and street trees.



Proposed Improvements for El Pueblito Viejo Village



4.9.2 BORDER VILLAGE

The following policies apply to the streetscapes within Border Village. Refer to the illustrative improvement example below.

- 4.9.2-1 Provide a vegetated buffer and decorative fencing between the trolley tracks and Beyer Boulevard.
- 4.9.2-2 Improve private property along Beyer Boulevard with street trees, vegetated buffer, and enhanced architecture and building character.
- 4.9.2-3 Provide bank and slope stabilization techniques along Beyer Boulevard utilizing plants or retaining walls, where appropriate.
- 4.9.2-4 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.
- 4.9.2-5 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.
- 4.9.2-6 Minimize curb cuts and reduce driveway widths on Border Village Road to commercial center parking to increase pedestrian safety.

- 4.9.2-7 Enhance San Ysidro Boulevard with decorative lighting, banners, and new street furnishings.
- 4.9.2-8 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.
- 4.9.2-9 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.
- 4.9.2-10 Enhance the intersection of San Ysidro Boulevard and Beyer Boulevard with pedestrian walkways and connections with landscaped parkways, and opportunities for a unique gateway treatment and public art.



Proposed Improvements along Beyer Boulevard

- 1 Vegetated buffer
- 2 Decorative fencing
- 3 Street trees and vegetated buffer
- 4 Enhanced architecture and building character

4.9.3 ALLEYS

The following policies apply to alley improvements:

- 4.9.3-1 Implement specialty paving or artistic ground treatment such as painted concrete where alleys intersect, to enhance pedestrian activity.
- 4.9.3-2 Provide wayfinding signs, pedestrian lighting for safety and security, and public art along alleys to enhance the neighborhood character.
- 4.9.3-3 Integrate common trash enclosures for multiple businesses to create more attractive and walkable environment.
- 4.9.3-4 Provide landscaping where feasible, underground utilities, and incorporate murals or vines on expanses of blank wall surfaces.
- 4.9.3-5 Repair and maintain alley surfaces and paving.



Proposed Improvements for Alleys in San Ysidro.



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 multi-modal 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 layout.
- 4.10-3 Improve access to transit and bikeways.
- 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 “park once” strategy to reduce vehicle trips and encourage walking between services. Discourage businesses from posting signage for customers only.



Example of Superblock Development

4.11 Residential Neighborhoods Area 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.

- 4.11-1 The unique architectural character of San Ysidro and its neighborhoods should be maintained and enhanced with new developments. Particular attention should be paid to massing, neighborhood context for style, and vibrant yet quality materials.
- 4.11-2 Encourage differing residential densities with variation in building forms. Promote compatibility using visual buffers, such as setbacks, landscaping, walls, berms or a combination thereof, assist in creating a transition between land uses.
- 4.11-3 Encourage the use of porches, articulated entries, and recessed garages to decrease visual dominance along the street.

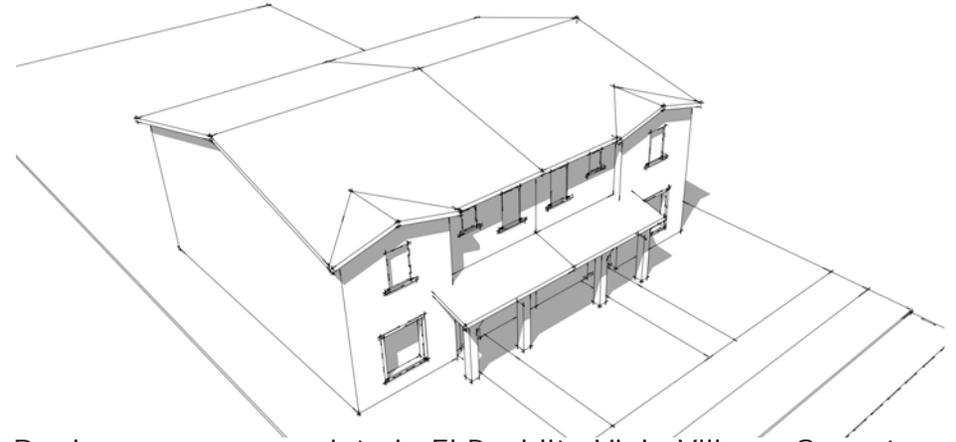


Example of local housing and residential design

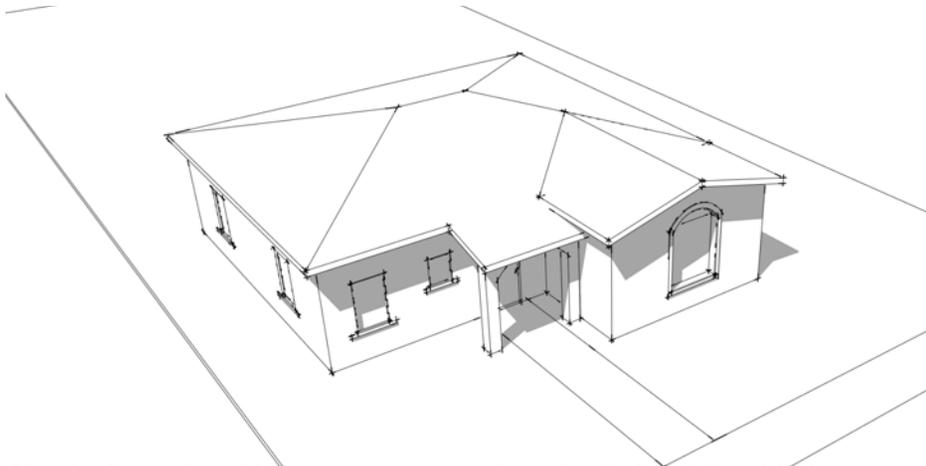


4.11-4 Promote housing typologies appropriate to each neighborhood, as defined by the community during the outreach process. Refer to the adjacent recommended locations for the following housing types.

- Single Dwelling
- Duplex
- Apartment
- Low Density Mixed-Use
- Medium Density Mixed-Use
- High Density Mixed-Use



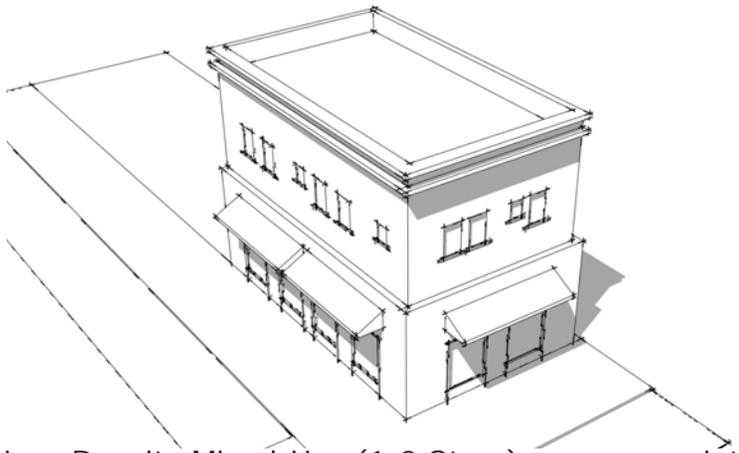
Duplexes are appropriate in El Pueblito Viejo Village, Sunset, Beyer Hills, and San Ysidro North and South Neighborhoods



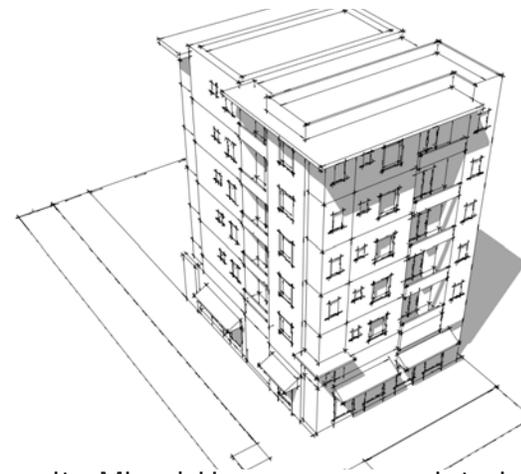
Single Dwelling Units are appropriate in El Pueblito Viejo Village, Sunset, Beyer Hills, and San Ysidro North and South Neighborhoods



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



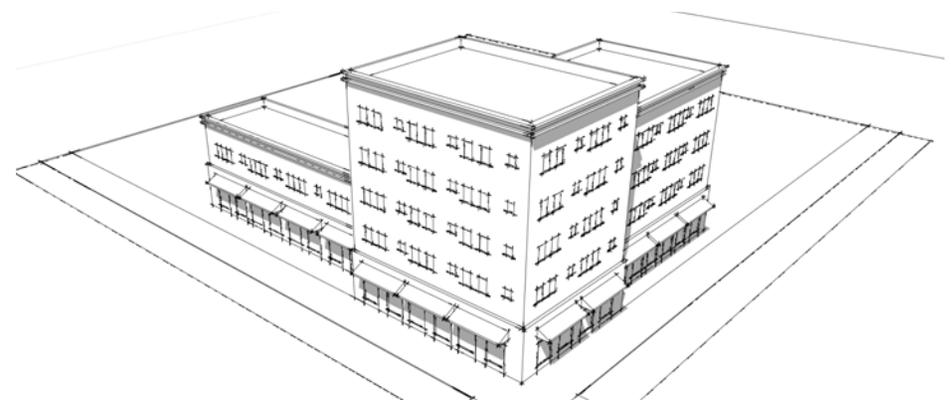
Low Density Mixed-Use (1-2 Story) are appropriate in El Pueblito Viejo Village, Border Village, San Ysidro Commercial District, and San Ysidro North and South Neighborhoods



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



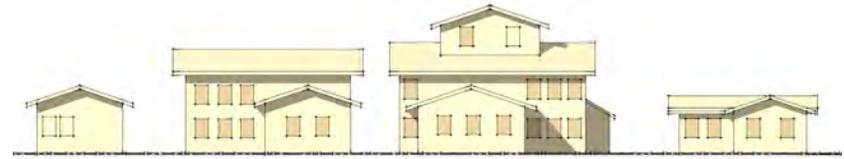
Medium Density Mixed-Use (3-4 Story) are appropriate in El Pueblito Viejo Village, Border Village, and San Ysidro Commercial and Port of Entry Districts



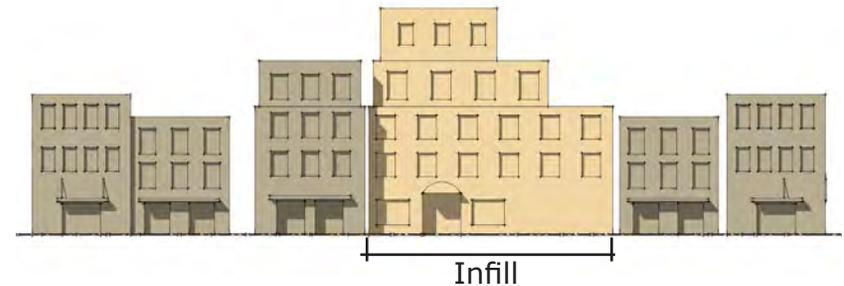
Mixed Product are appropriate San Ysidro Commercial and Port of Entry Districts



- 4.11-5 Include additional setbacks and steps within the massing for structures with greater building types to create transitions in heights from adjacent properties and to avoid dominating the character of the neighborhood.
- 4.11-6 Improve compatibility to adjacent buildings by creating additional building setbacks and/or stepbacks where multifamily residences are adjacent to a single-family residential zone.
- 4.11-7 Incorporate open space into all residential developments in a way that provides public, semi-public, and private settings.
- 4.11-8 Assure usable open spaces that can accommodate social engagement, and provide convenient access from parking to well-defined building entries.
- 4.11-9 Encourage diversity and variation in housing stock that will meet the needs of numerous community residents. Provide a mix of densities, sizes, and housing types, while maintaining the contextual style of each neighborhood.
- 4.11-10 Enhance the existing housing stock by focusing on safety, code compliance, street facades, energy efficiency, landscaping, and visual quality. Refer to illustrative on pages 47 for methods to enhance existing residential development.
- 4.11-11 Enhance the pedestrian experience and quality street frontage by providing parking access from side or rear of lots. When parking is accessed off of primary frontage, avoid a garage dominated architecture.



Residential Context - Example of transitional heights and architectural elements



Mixed-Use Infill - Example that reflects designing for context and sensitivity



Existing Condition

- 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.



Proposed Improvements

- 6 Enhance garages with trellis' to reduce the visual impact from the street.
- 7 Update paint and color palette.
- 8 Incorporate sustainable practices where feasible.



4.12 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, as well as, for the rehabilitation of existing structures. These policies supplement the policies and requirements of Section UD-C of the General Plan Urban Design Element.

- 4.12-1 Enhance landscaping, promote pedestrian activities and amenities, and provide safe and adequate lighting for commercial developments.
- 4.12-2 Encourage façade improvements including painting, awning replacement, updated materials and additional building articulation.
- 4.12-3 Provide consistent architectural theming for commercial centers utilizing complementary materials, colors, lighting and massing.
- 4.12-4 Incorporate strategies for articulation and massing that reduce overall scale and provide interest and activity for the pedestrian on buildings with large frontages and expansive facades.

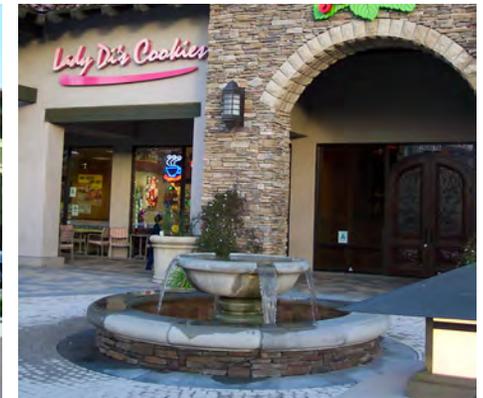


Commercial Existing Condition



Commercial Proposed Improvements - Enhanced sidewalk, street trees, bus stop, and building entry

- 4.12-5 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.
- 4.12-6 Locate buildings at the property lines maintaining historic setbacks along San Ysidro Boulevard from Cottonwood Road to the border crossing.
- 4.12-7 Explore additional heights and densities within the Border Village area and around the Beyer Boulevard Trolley Station.
- 4.12-8 Provide bicycle storage racks for public use at retail establishments and restaurants.
- 4.11-9 For development on corner lots, extend street landscaping treatments onto the side street.
- 4.11-10 Direct lighting away from adjacent residential areas.



Commercial Proposed Improvements



4.13 Industrial Area Design

Industrial areas within the San Ysidro community provide a range of light industrial and commercial uses, are not designated as Prime Industrial, and contain uses 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.

- 4.13-1 Promote the incorporation of high quality design, materials, landscaping, and pedestrian connections.
- 4.13-2 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.
- 4.13-3 Provide a visually interesting building design incorporating human scale architectural elements such as recessed walls, fenestration and entrance canopies. Vary roof heights and textures to enhance the view of development from I-5.
- 4.13-4 Provide a buffer landscaped with native vegetation to protect the Dairy Mart Ponds.
- 4.13-5 Provide interesting rooflines, by varying roof heights and textures, to enhance the view of a project from SR-905.



Industrial Proposed Improvements - Use high quality design and flexibility of uses in building design

- 4.13-6 Provide landscaped open areas for employee recreation.
- 4.13-7 Require adequate screened parking for both motorists and bicyclists and adequate storage and loading facilities to serve the needs of the development.
- 4.13-8 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.
- 4.13-9 Encourage additional landscaping and articulation of walls surrounding storage facilities to visually screen unsightly barriers.



Industrial Proposed Improvements - Screen parking and loading areas from adjacent uses and the public right-of-way



4.14 Public Art

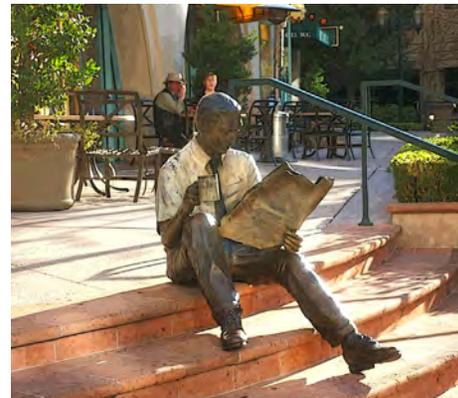
Display of public art is an important way of expressing the personality and character of a community. Potential themes for San Ysidro include local history, contemporary Latino Urbanism, connections with Mexico, and other themes of significance for the community. Existing examples of public art may be found in the alleys of El Pueblito Viejo Village. Please reference the El Pueblito Viejo Village Plan on page 4-26 for art opportunity sites. See also General Plan Urban Design Element, Policies UD-F.1, UD-F.2, UD-F.3, UD-F.4 and UD-F.5.

- 4.14-1 Reinforce community pride and identity by encouraging artworks and cultural amenities that celebrate the unique cultural, ethnic, historical, or other attributes of San Ysidro.
- 4.14-2 Use public art and cultural amenities as community landmarks, encouraging public gathering and wayfinding.
- 4.14-3 Support opportunities in San Ysidro for Mexican and American artists.
- 4.14-4 Use public art to enhance pedestrian environments such as sidewalks, paseos, plazas and alleys.
- 4.14-5 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.



Examples of existing art in San Ysidro

- 4.14-6 Encourage bi-national creative collaborations in developing public art and cultural programs.
- 4.14-7 Develop a public art program for the San Ysidro community consistent with City policies.



4.15 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.

4.15.1 PUBLIC SIGNS

- 4.15.1-1 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.
- 4.15.1-2 Incorporate unified design materials and components to provide a consistent "brand", "icon", or logo, type fonts, colors, arrangement, and materials for the sign program.
- 4.15.1-3 Solicit community input to assist in defining community-wide and neighborhood specific character defining elements.
- 4.15.1-4 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).



Border Village



El Pueblito Viejo

"Wrought Iron" Theme



**BORDER
VILLAGE**



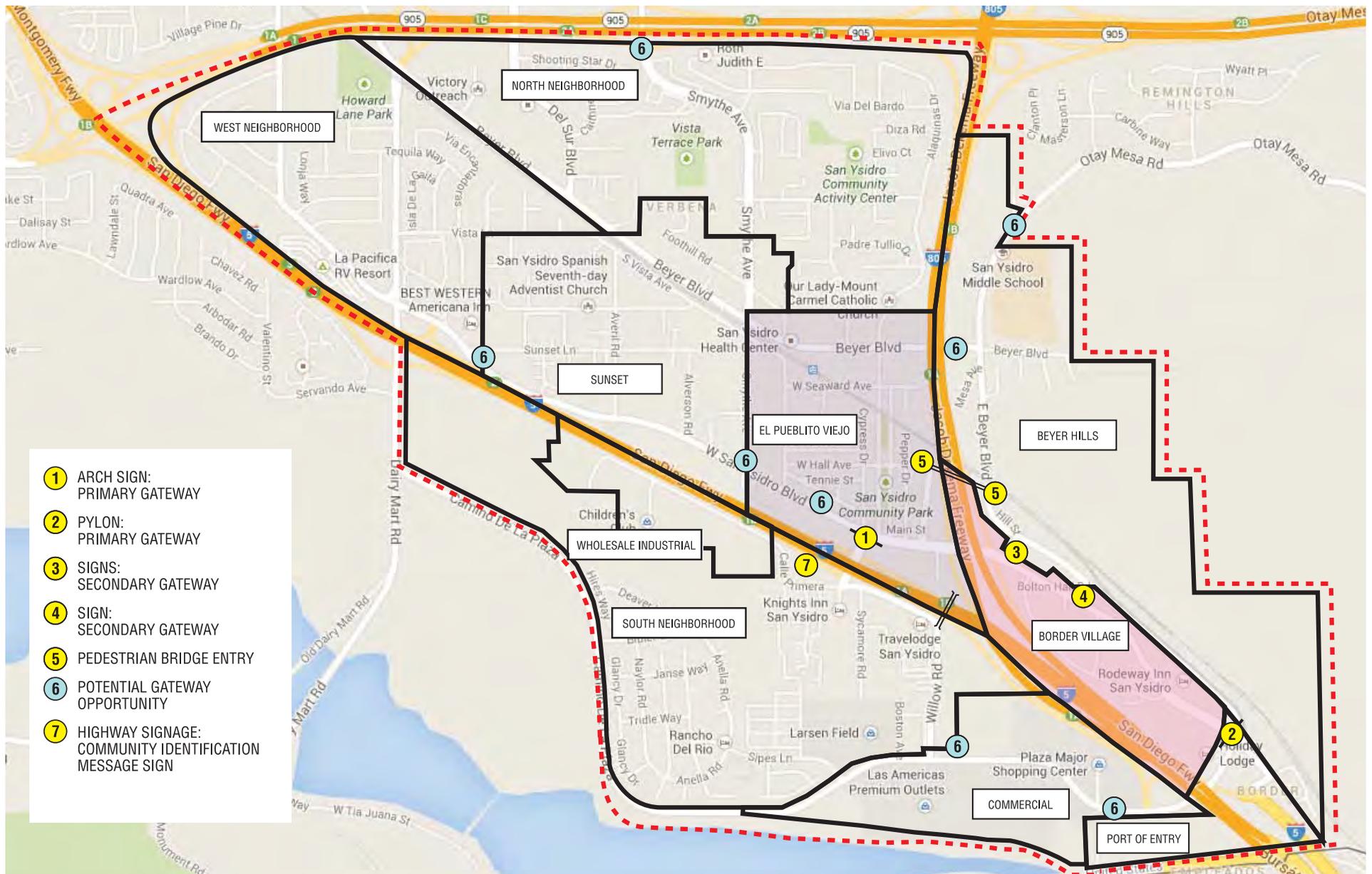
El Pueblito Viejo

"Tile" Theme

Examples of conceptual district themes that can help establish district identity

Gateways + Signage

UD



Key Map

UD Gateways + Signage

PRIMARY GATEWAYS

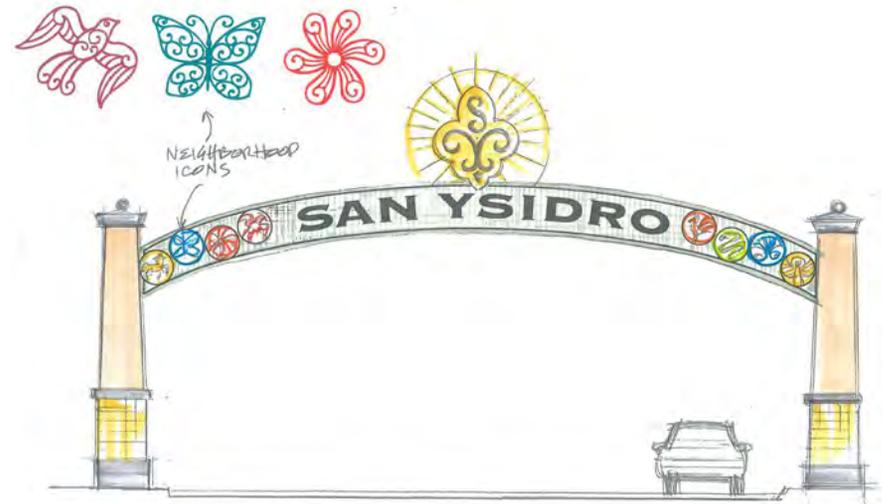
- 4.15.1-5 Create a Primary Gateway Arch across Via de San Ysidro on the north side of the I-5 off-ramp to welcome visitors into the El Pueblito Viejo Village and San Ysidro.
- 4.15.1-6 Create a Primary Gateway Sign at the intersection of San Ysidro Boulevard and Beyer Boulevard/Camino De La Plaza to welcome visitors into San Ysidro from Mexico.



I-5 North (FWY Off-Ramp - Eastbound)



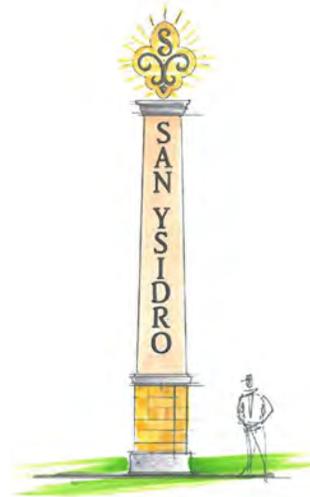
West San Ysidro and East Beyer Blvd. (Northbound)



Arch Concept

SECONDARY GATEWAYS

- 4.15.1-7 Provide a Secondary Gateway Sign at Bolton Hall Road along San Ysidro Boulevard in the Border Village Area.
- 4.15.1-8 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.
- 4.15.1-9 Consider opportunities for additional Secondary Gateway Signs at the locations on page 4-58.



Column Concept



Secondary Gateway at San Ysidro Boulevard at Bolton Hall Road (Southbound)



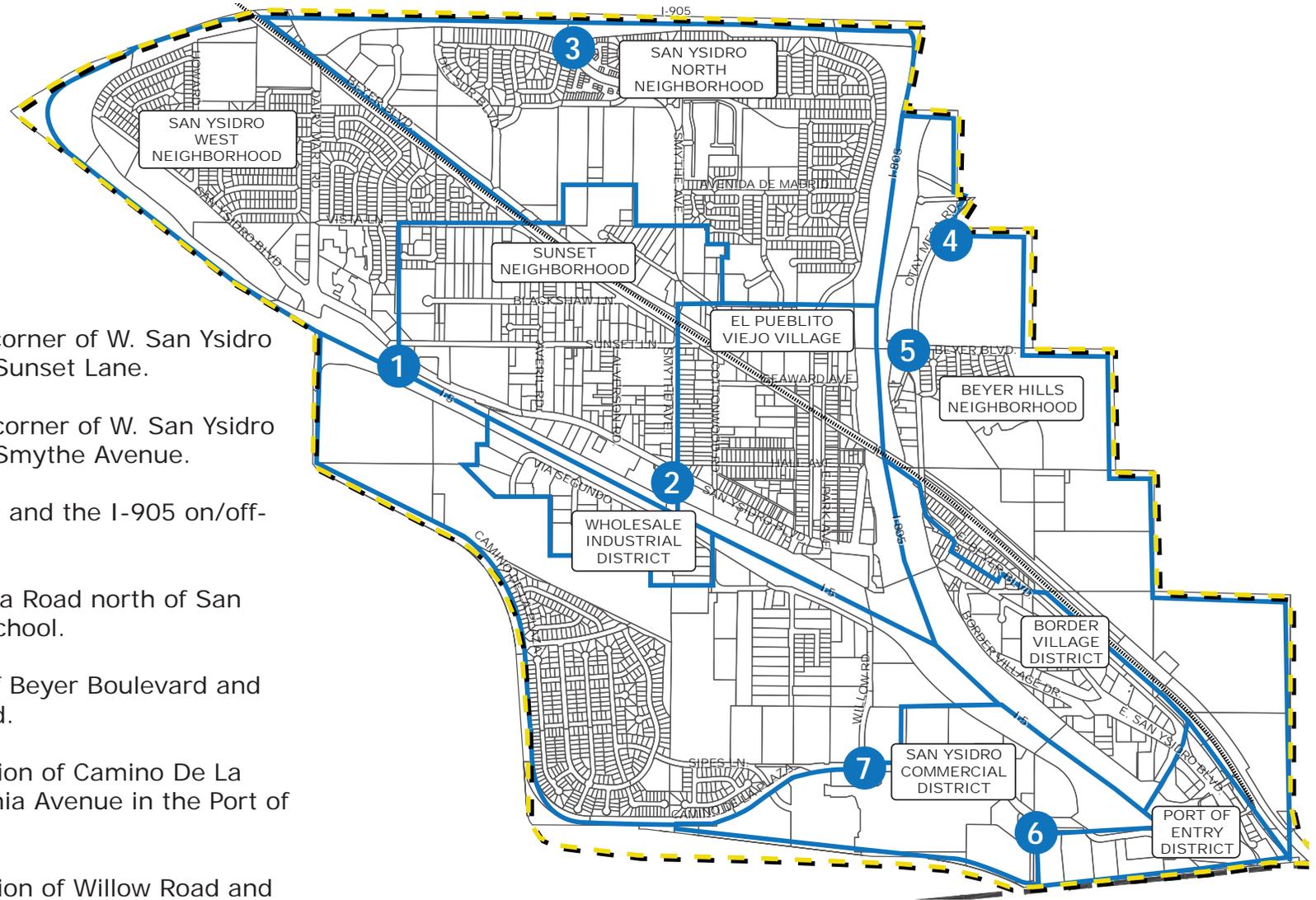
Secondary Gateway at San Ysidro Blvd. (Southbound) at the Hwy 805 off-ramp



San Ysidro Boulevard at Smythe Avenue. (Northbound)



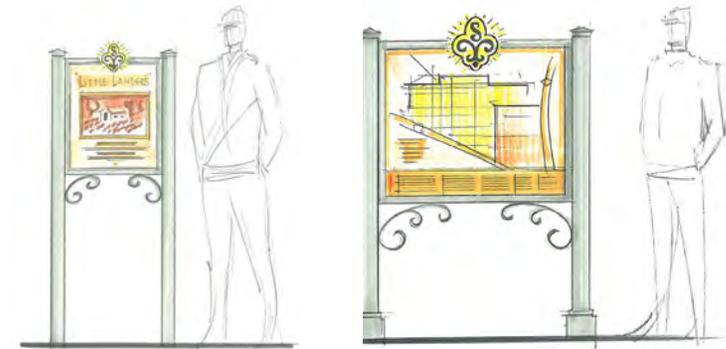
- 1 The southeast corner of W. San Ysidro Boulevard and Sunset Lane.
- 2 The northwest corner of W. San Ysidro Boulevard and Smythe Avenue.
- 3 Smythe Avenue and the I-905 on/off-ramps.
- 4 Along Otay Mesa Road north of San Ysidro Middle School.
- 5 At the corner of Beyer Boulevard and Otay Mesa Road.
- 6 At the intersection of Camino De La Plaza and Virginia Avenue in the Port of Entry District.
- 7 At the intersection of Willow Road and Camino De La Plaza.



Potential Secondary Gateway Locations

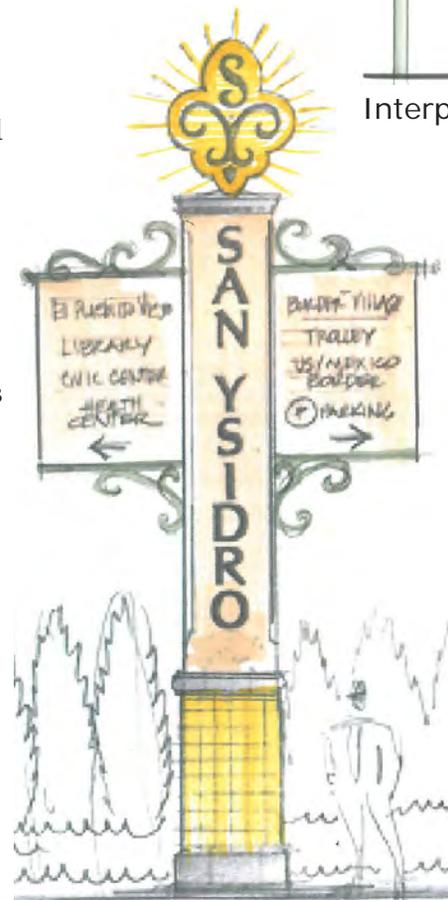
DIRECTIONAL SIGNS

- 4.15.1-10 Provide directional signage to help direct pedestrians, bicyclists, and vehicles to specific attractions.
- 4.15.1-11 Include direction arrows, distances, and labeling to denote attractions.
- 4.15.1-12 Incorporate district theme elements into directional signs.
- 4.15.1-13 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.
- 4.15.1-14 Establish a sign program for recommended locations for sign directories. Directory signs help orient pedestrians and may list businesses in each village.
- 4.15.1-15 San Ysidro presents unique opportunities for historical interpretive signs, adding layers of meaning for visitors as well as residents.

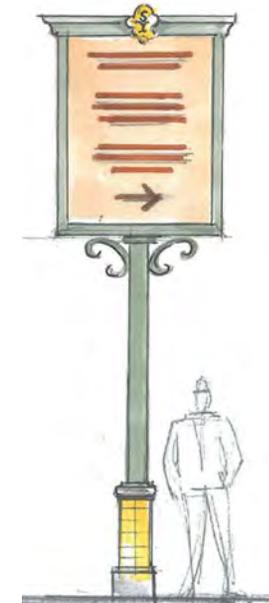


Interpretive Sign

Directory Sign



Community Directional Sign



Directional Sign



District Marker

UD Gateways + Signage

FREEWAY SIGNS

- 4.15.1-16 Coordinate with Caltrans to incorporate wayfinding signage to key destination areas at highway off-ramps to entice visitors to commercial attractions.
- 4.15.1-17 Provide a digital community identification sign in advance of the I-5 off-ramp to Via de San Ysidro.
- 4.15.1-18 Identify locations for future freeway oriented community identification signs along 805 and 905 freeways.



Community Identification Sign



Key Map



Freeway Signs

4.15.2 PRIVATE SIGNS

- 4.15.2-1 Design signage as an integral element of the total design of a development.
- 4.15.2-2 To minimize clutter, encourage well-landscaped monument signs.
- 4.15.2-3 Abate all signs that do not conform to City standards within a five-year period.
- 4.15.2-4 Design decorative graphics to be compatible with the character of the street or neighborhood.
- 4.15.2-5 Locate signage for commercial projects so that it is not visible from adjacent residential areas, where feasible.
- 4.15.2-6 Feature decorative graphics/signage to be compatible with the character of the development and individual use.
- 4.15.2-7 Design signage as an integral element of the total design of the development.
- 4.15.2-8 Minimize sign clutter through development of tailored sign standards and consistent code enforcement.
- 4.15.2-9 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.



Signs should reflect the character of the development and incorporate landscaping



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