

San Ysidro

COMMUNITY PLAN UPDATE

February 9th, 2011

Agenda

- Process and Schedule
- General Plan and Community Plan Elements and Structure
- Elements and Public Input Overview
- Next Steps

San Ysidro COMMUNITY PLAN UPDATE

Process and Schedule

- Summer/Fall 2010
 - Gather Community Input
 - Existing Conditions Analysis
 - Confirm Issues and Goals
- 2011-2012
 - Develop Land Use Alternatives and Strategies
 - Prepare Plan
 - Mobility Analysis
 - Environmental Impact Report
 - Plan Adoption

San Ysidro COMMUNITY PLAN UPDATE

Role of General and Community Plans

- General Plan
 - Citywide policies
 - Citywide housing goals
 - Menu of standardized land use designations
 - Guidance for community plan preparation
 - No changes to land use or zoning at GP level
- Community Plan
 - Component of General Plan
 - Designates land uses and densities
 - Focuses on community specific issues

1990 Community Plan and 2008 General Plan

Suggested Relationship between Elements

1990 San Ysidro Community Plan Elements	New Community Plan Elements (General Plan structure)
Residential	Land Use
Commercial	
Industrial	
International Gateway	
Commercial (businesses)	Economic Prosperity
International Gateway	
Urban Form	Urban Design
Cultural and Historic Resources	Historic Preservation
Transportation and Circulation	Mobility
Parks, Recreation and Open Space	Recreation Conservation
Community Facilities and Services	Public Facilities, Services and Safety
None	Noise

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- Special Study Areas
 - Incorporated as sub sections with each Element
 - Village Area
 - Border Commercial Area

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Plan Elements and Public Input

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Land Use Element and its Sub Sections

Housing

- Residential Uses
- Balanced Communities
- Equitable Development
- Environmental Justice

Commercial Use

- Commercial Districts and Corridors
- Mixed Use

Border Commercial Area

Village Areas

- General Village location/type

Mi Pueblo Village

Industrial Use

- Prime Industrial
- Brownfield sites

Institutional Use/Public Facilities

Other

- Agricultural Use
- Coastal Resources
- Airport Land Use Compatibility

Land Use - Housing

Recommended Element Content	Public Comments (June 2010 to December 2010)
<p>Housing</p> <ul style="list-style-type: none">• Residential Uses• Balanced Communities• Equitable Development• Environmental Justice	<ul style="list-style-type: none">• More housing opportunities needed• Diverse housing opportunities, including affordable housing (keep housing affordable)• Explore a range of densities and height limits• Mixed use commercial/housing along SY Blvd• Affordable single-family residences along Averil Road and SY Blvd.• Vacant hillsides are an opportunity for both residential use and open space• Geological constraints on hillside

Land Use – Commercial

Recommended Element Content	Public Comments (June 2010 to December 2010)
<p>Commercial Use</p> <ul style="list-style-type: none">• Commercial Districts and Corridors• Mixed Use	<ul style="list-style-type: none">• Create identifiable destinations• Diverse mix of commercial• Balance community commercial and international commercial• Grand Gateway/International ITC• Identify Districts/Centers• “Old Town” type area/Mexican village• Vertical Mixed Use W/ Commercial Below Residential in Commercial Core• Need more restaurants• Need for a supermarket• Identify a site for a farmers market or street fair• Need auto-service/car wash uses• Office use is not needed or viable near border• Too much parking near Border Village Rd. – need more residential and commercial uses

Land Use – Commercial continued

Recommended Element Content	Public Comments (June 2010 to December 2010)
<ul style="list-style-type: none">• Border Commercial Area	<ul style="list-style-type: none">• Vertical mixed use w/commercial below residential in border commercial core• Create a destination in the central business area with mixed-use to encourage people to stop.• Community entertainment district along Border Village Road and Virginia Ave• “Revolution” in Tijuana has a great street section to model• Need music and night-life venue area• Commercial uses needed• Need more souvenir type shops before crossing border• More duty-free shopping• Need restaurants; brewery, ice cream shop, coffee shop, internet café, more family oriented and upscale dining are needed

Land Use – Commercial continued

Recommended Element Content	Public Comments (June 2010 to December 2010)
<p>continued...</p> <ul style="list-style-type: none">• Border Commercial Area	<ul style="list-style-type: none">• Limit fast food uses• Need distinction between border serving commercial and neighborhood serving commercial• Explore a range of densities and height limits• Allow more density/commercial uses• Existing Hill St. residential does not fit• Live/work should be considered• Create POE area as mall and taxi/bus transit center• Look at alternative uses at ITC• Put parking structure on east side of Beyer with bridge connection over to commercial• Too much parking near Border Village Rd. – need more residential and commercial uses• Parking structures on existing open lots w/commercial fronting blvd., is a great idea

Land Use – Village Areas

Recommended Element Content	Public Comments (June 2010 to December 2010)
Village Areas <ul style="list-style-type: none">• General Village location/type	<ul style="list-style-type: none">• Retain village character• Create identifiable destinations• Pilot Village Opportunity Area in Commercial Core Along SY Blvd.
<ul style="list-style-type: none">• Mi Pueblo Village	<ul style="list-style-type: none">• Accommodate more residential• Create transit oriented development• Affordable housing• Make this a destination• Places to do fun activities• Places to walk easily and safely• Entertainment center• Vertical development desired• Create transit oriented development

Land Use – Village Areas continued

Recommended Element Content	Public Comments (June 2010 to December 2010)
continued... <ul style="list-style-type: none"><li data-bbox="86 592 521 635">• Mi Pueblo Village	<ul style="list-style-type: none"><li data-bbox="639 578 1825 692">• Buildings to front on San Ysidro Boulevard, parking in rear, mix of uses<li data-bbox="639 706 1825 821">• Old Fire Station: Community gathering space: dances, concerts, farmers market, artists<li data-bbox="639 835 1825 892">• Police presence to minimize public misconduct<li data-bbox="639 906 1825 963">• Smart design that focuses on pedestrians<li data-bbox="639 978 1825 1035">• Expand existing library<li data-bbox="639 1049 1825 1106">• Arts & culture

Land Use – Industrial, Institutional and Other

Recommended Element Content	Public Comments (June 2010 to December 2010)
Institutional Use/Public Facilities	<ul style="list-style-type: none"> • Resolve library location • Vacant parcel within Las Americas is an opportunity for public use • Improved elderly services (senior center, meals on wheels)
Industrial Use <ul style="list-style-type: none"> • Prime Industrial • Brownfield sites 	
Other <ul style="list-style-type: none"> • Agricultural Use • Coastal Resources • Airport Land Use Compatibility 	

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Land Use Goals

- Strengthen the Image of San Ysidro as a community of Mexican Heritage, excellence in education, job opportunities, housing and health services, and recreation.
- Create an image of San Ysidro as a grand gateway linking Mexico to the United States and the City of San Diego.
- Create a safe and healthy living environment with a diverse mix of housing opportunities.
- Create more opportunities for market rate and upscale housing.
- Create more opportunities for affordable housing.
- Increase residential densities provided we can retain the character and scale of the San Ysidro community.
- Create an Intermodal Transit Facility at or near the border.

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Land Use Discussion Questions

How do you feel about:

- Maintaining neighborhoods and commercial districts
- Clearly defining community vs. visitor commercial uses; developing limitations
- limiting residential development in commercial areas
- Retaining existing industrial areas and encroachment of commercial uses; maintain flexibility of uses in industrial areas
- The eastern hillsides
 - They are currently designated for low residential use, industrial use and open space.

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Economic Prosperity and its Sub Sections

Commercial Areas

- Prime Industrial

Business Improvement

Other (ie. Redevelopment, Visitor Services, International Relations, Military, Port Authority, Employment)

Border Commercial Area

Village Area

Economic Prosperity - Commercial and Business

Recommended CPPM Element Content	Public Comment (June 2010 to December 2010)
Commercial Areas	<ul style="list-style-type: none"> ● Reaffirm existing Plan concepts ● Create identifiable destinations ● Employment opportunities ● Revitalization ● Enhance Regional Image ● Market Border Destination ● Capitalize on Border Crossing ● Restaurants ● Supermarkets Needed along Dairy Mart Rd. and TJ River Valley ● Incubator for Commercial, Eco-Friendly and Green at Via Segunda Industrial Park and Via Tercera
Business Improvement	
Other (ie. Redevelopment, Visitor Services, International Relations, Military, Port Authority, Employment)	

Economic Prosperity – Special Districts

Recommended CPPM Element Content	Public Comment (June 2010 to December 2010)
Border Commercial	<ul style="list-style-type: none">• Too much parking near Border Village Rd. – need more residential and commercial uses• Look at alternative uses at ITC• So many pedestrians cross border and leave. We need to get people to stop here.• We lose business to Mexico because we don't have these opportunities for nightlife for entertainment
Village Area	<ul style="list-style-type: none">• Vendor opportunities• Public/Private partnership• Create transit oriented development• Amphitheater: park, holiday events, concerts, farmers market

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Economic Prosperity Goals

- Create an image of San Ysidro as a destination that would invite and encourage visitors to stop, invest, enjoy, and explore.
- Create a mix of commercial uses that will foster a vital and convenient retail environment that attracts people and supports growth.
- Recognize and capitalize upon the opportunities provided by the world's busiest border crossing.

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Economic Prosperity Discussion Questions

How do you feel about:

- Discussing the underground economy with in this section
- Containing certain uses within particular areas
- Identifying opportunities at points of entry into the community, particularly at the border (east and west)

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Public Facilities, Services and its Sub Sections

Facilities and Services (Fire, Police, Libraries, Schools, Public Utilities, Wireless)

Safety

- Seismic Safety
- Flood Hazard Areas
- Fire Safety and Evacuation Routes

Border Commercial

Village Area

Public Facilities, Services & Safety

– Facilities & Services

Recommended CPPM Element Content	Public Comments (June 2010 to December 2010)
Facilities and Services (Fire, Police, Libraries, Schools, Public Utilities, Wireless)	<ul style="list-style-type: none">● Reaffirm existing Plan concepts● Build ITC● Resolve Library location● Upgrade Schools● Las Americas - vacant parcel opportunity for public use● Evaluate a DIF fee appropriate for community● Maintenance fee for Federal Agencies to use of city roads● Need outside assistance for ongoing capital improvements or maintenance funds● Investigate whether there is funding available for border communities through NAFTA or World Bank● There is a lack of agency coordination between the Border Patrol, City, County, and Immigration, the whole area near the border is dotted with jurisdiction issues.

Public Facilities, Services & Safety

– Safety & Special Districts

Recommended CPPM Element Content	Public Comments (June 2010 to December 2010)
<p>Safety</p> <ul style="list-style-type: none"> ● Seismic Safety ● Flood Hazard Areas ● Fire Safety and Evacuation Routes 	<ul style="list-style-type: none"> ● Flood management ● Need an emergency response plan ● Use siren or public alert system to indicated bad air quality conditions, some kind of “smog alert” to let people know about air quality conditions ● Security lighting for trails
<p>Border Commercial</p>	
<p>Village Area</p>	<ul style="list-style-type: none"> ● Lacking facilities; needs more space; used only by neighbors ● Plaza opportunity & new library at existing site

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Public Facilities, Services & Safety Goals

- Provide a full balanced range of employment opportunities, medical facilities, public works and educational, social, and recreational facilities and services.
- Provide for a new expanded library in or near the village.

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Public Facility, Services & Safety Discussion Questions

How do you feel about:

- Mini-City Hall concept – are there alternative approaches
- Additional post office boxes
- Visitor Center
- Community Cultural Center
- Local job training; coordinating with local employers

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Conservation and its Sub Sections

Sustainability

- Sustainable Development
- Energy Efficiency
- Recycling
- Urban Forestry

Resource Management & Preservation

- Open Space
- Landforms (Steep Slopes; MHPA; drainage;)
- Water Resource Management
- Urban Runoff Management
- Biological Diversity
- Wetlands
- Water Supply

Coastal Resources

Wetlands and Lagoons

Coastal Public Views and Access

Air Quality

Design Guidelines

Street Tree Guidelines

Other (ie. Agriculture Resources, Mineral Resources, Adjacency Issues)

Conservation – Sustainability

Recommended CPPM Element Content	Public Comments (June 2010 to December 2010)
<p>Sustainability</p> <ul style="list-style-type: none">• Sustainable Development• Energy Efficiency• Recycling• Urban Forestry	<ul style="list-style-type: none">• Reaffirm existing Plan concepts• Promote sustainability policies• Plant more trees; Bougainvillea as buffer around freeways

Conservation – Resource Management & Coastal

Recommended CPPM Element Content	Public Comments (June 2010 to December 2010)
<p>Resource Management & Preservation</p> <ul style="list-style-type: none"> ● Open Space ● Landforms (Steep Slopes; MHPA; drainage;) ● Water Resource Management ● Urban Runoff Management ● Biological Diversity ● Wetlands ● Water Supply 	<ul style="list-style-type: none"> ● In 1943, the vegetation was beautiful, the river ran free, now it is compromised by dirt roads built by immigration and border patrol ● Preserve and protect open space at Dairy Mart Rd Ponds ● Vacant eastern slopes - residential/open space opportunity ● Improve open space - Beyer Blvd near Foothill ● Need more open space
<p>Coastal Resources</p> <ul style="list-style-type: none"> ● Wetlands and Lagoons ● Coastal Public Views /Access 	<ul style="list-style-type: none"> ● Preserve open space at Dairy Mart Rd Ponds

Conservation –

Air Quality, Street Trees & Adjacency Issues

Recommended CPPM Element Content	Public Comments (June 2010 to December 2010)
Air Quality	<ul style="list-style-type: none">• When air quality is bad, we need some kind of green belt around San Ysidro to collect, clean very fine dust, very high particulate matter. There is dust from Truck tires breaking. There is dust from the border• Use siren or public alert system to indicated bad air quality conditions, some kind of “smog alert” to let people know about air quality conditions
Design Guidelines <ul style="list-style-type: none">• Street Tree Guidelines	<ul style="list-style-type: none">• Plant more trees; suggested the Bougainvillea as a freeway buffer
Other (ie. Agriculture Resources, Mineral Resources) Adjacency Issues	<ul style="list-style-type: none">• Clean up Tijuana River Valley – needs more maintenance• Vegetation control• Paint bridges• Maintain drainage channels• Turn Sod Farms into Vineyards – TJRV

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Conservation Discussion Questions

Do you have suggestions for goals?

- Air quality, Dairy Mart Ponds, Steep hillsides, public views, sustainability concepts

Does the plan need a Street Tree Plan?

Does the plan need to identify public views and preservation of those views?

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Next Steps

- March 2011
 - Historic Resources
 - Parks and Recreation
- April 2011
 - Urban Design Element Public Input Overview
 - Land Use Concepts
- May 2011
 - Economic Analysis
 - Urban Design/Land Use Workshop

City of San Diego
San Ysidro Community
Plan Update

[http://www.sandiego.gov/planning
/community/cpu/sanysidro](http://www.sandiego.gov/planning/community/cpu/sanysidro)

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