

Southeastern San Diego



COMMUNITY PLAN GOALS BY ELEMENT

Based on the adopted Vision and Guiding Principles, City staff has developed the following draft Community Plan Goals for each element. This version has been edited and extended in accordance with the findings of the Southeastern San Diego Planning Group. Maria Riveroll, Reynaldo Pisaño, and Robert C. Leif editors. Please review the draft goals and provide your feedback and comments on the separate feedback form.

LAND USE ELEMENT

1. A vibrant and pedestrian-oriented community that provides residential, commercial, office, institutional, industrial and civic including governmental uses.
2. A compatible mix of land uses that promote a healthy environment.
3. Stable base sector employment uses and supportive commercial and industrial services.
4. A diverse mixture of residential opportunities including affordable rental and **market rate for-sale** housing, senior and multi-generational housing and small lot townhome development.
5. Well-designed and aesthetically pleasing neighborhood and community-serving commercial and institutional uses which meet the daily needs of the residents.
6. Special districts and villages that address the unique commercial needs of the community including the Villages at So. 43rd Street, 25th Street/and the western part of Commercial Street. The eastern part of Commercial St. is to remain industrial.
7. A vibrant, pedestrian-oriented village with a mix of residential, commercial, industrial and civic facilities. uses for the enjoyment of community residents with unique, local character.
8. Preservation of the present employment opportunities and expansion of these opportunities through education.
9. Make improvements and stimulate investments in this area.

MOBILITY ELEMENT

1. Pedestrian-friendly multi-modal facilities throughout the community with an emphasis on collector streets, major transit corridors, alleys and commercial corridors.
2. Mass transit as the preferred transportation mode for employees and residents that directly connect with the rest of the transit system and provides North-South and East-West access. The mass transit is to be centered around transit-oriented development located within identified community villages.
3. Adequate capacity and improved regional access for vehicular traffic on collector streets and major transit corridors.
4. Parking management strategies in the villages and clustered commercial or industrial areas address and mitigate parking impacts while maximizing parking availability, and not reducing off-street parking.
5. Improvements to pedestrian-scale infrastructure including sidewalks with parkways, gridded streets and pedestrian-scale blocks, improved alleys and an abundance of street lights.
6. A complete, safe, and efficient bicycle network that connects community destinations and links to surrounding communities and the regional bicycle network.
7. Safe, walkable neighborhoods which utilize alley network, new paseos and pedestrian connections and improved sidewalks, with solar-powered LED lights.
8. Interagency coordination to provide additional comprehensive mobility strategies and opportunities, funding resources, and inter jurisdictional cooperation.
9. Improved air quality and reduce Vehicle Miles Traveled (VMT).
10. Wayfinding program to support efficiency and use of all transportation modes.
11. Make improvements and stimulate investments in this area.

HISTORIC PRESERVATION ELEMENT

1. Preservation of significant historical resources.
2. Educational opportunities and incentives to highlight, maintain, and preserve historic resources.
3. Make improvements and stimulate investments in this area.

ECONOMIC PROSPERITY ELEMENT

1. Land use designations that support the stability and growth of base sector employment opportunities.
2. Development of thriving commercial, manufacturing, office, and industrial development clusters that provide sustainable middle income employment opportunities.
3. Southeastern San Diego as a destination that invites and encourages visitors to stop, invest, shop and make purchases, enjoy, and explore.
4. A local economy that promotes the wellbeing of locally owned and operated businesses, provides opportunities for micro enterprise and leverages the bi-national nature of the area.
5. A full and balanced range of employment opportunities including the educational institutions for training and re-training the Work Force.
6. Make improvements and stimulate investments in this area.

URBAN DESIGN ELEMENT

1. Build an environment that respects the physical, historic, and cultural character of Southeastern San Diego.
2. Development that promotes a healthy, safe, secure, and attractive urban environment.
3. Enhancements to the public realm that includes complete streets, public gathering spaces, street furniture, pedestrian and vehicular lighting, landscaping, paseos and other connections throughout the community.
4. A pattern and scale of development that meets the diverse needs of the community.
5. Well designed and high aesthetic fire and earthquake proof quality buildings and spaces than honor the existing and evolving community character.
6. A comprehensive urban forestry program that significantly increases the tree canopy throughout the community, while being frugal with water.
7. Convenient and well located public gathering spaces.
8. Lively public plazas within village areas creating opportunities for gatherings and community events.
9. A vibrant cultural character enhanced through public art and public education.
10. Distinct neighborhoods, districts and primary corridors using streetscape themes, wayfinding solutions and design guidelines
11. Street and open space design that creates an attractive, safe and inviting pedestrian-oriented environment.
12. Chollas Creek as a continuous public open space amenity and focal feature.
13. Development that promotes a healthy, safe, secure, and attractive urban environment and celebrates surrounding amenities such as Chollas Creek, public parks and recreation centers.
14. Make improvements and stimulate investments in this area.

PUBLIC FACILITIES, SERVICES AND SAFETY ELEMENT

1. Police and fire safety facilities that meet the current and future needs of the community.
2. Public facilities that serve and are **freely** available and accessible to the general public.
3. A long term construction and maintenance plan for reliable systems of water, wastewater, stormwater, **grey water** and sewer facilities that serve the existing and future needs of the community and region; i.e., desalination water plant and secondary sewage treatment.
4. Minimize exposure to hazardous materials and sound levels.
5. Medical facilities that meet the current and future needs of the community
6. Make improvements and stimulate investments in this area.

RECREATION ELEMENT

1. **Create** a sustainable park and recreation system that meets the needs of a variety of users such as children, the elderly, persons with disabilities, and the entire teenage population.
2. A comprehensive plan for pedestrian and bikeway connections between parks and open space lands within the Southeastern San Diego Community, as well as to surrounding communities.
3. A comprehensive plan for open space system preservation and management of Las Chollas Creek and area canyons.
4. Accessible bicycle and pedestrian trail corridors along Chollas Creek.
5. A program to incentivize the provision of publicly accessible, but privately maintained open space as part of new development.
6. Provision of expanded recreational opportunities through joint use or leasing of public and private facilities.
7. Make improvements and stimulate investments in this area.

CONSERVATION ELEMENT

1. Scenic resources and public access that are enhanced and accessible.
2. A comprehensive urban forest planting program that provides incentives in order to save energy, sequester carbon, reduce the urban heat island effect, and reduce storm water runoff by mitigating urban run-off, while minimizing the use of precious potable water.
3. Reduction of pollution and greenhouse gas emissions that contribute to global warming, resulting in improved air quality.
4. Energy and water efficient development and on-site production of renewable energy, including but not limited to solar power.
5. A land use strategy and mobility options that promote public health and welfare.
6. Cleaner storm water discharges into Las Chollas Creek.
7. Minimal exposure of commercial and industrial noise to noise-sensitive land uses.
8. Reduction of excessive rail, truck and other motor vehicle traffic noise levels that impact noise-sensitive land uses
9. Urban agriculture opportunities that foster an increase in food system security.
10. Convenient opportunities to obtain fresh fruits and vegetables in all neighborhoods.
11. A land use framework that preserves creek corridors as open space and limits potential flooding hazards
12. Make improvements and stimulate investments in this area.