4 URBAN DESIGN

Southeastern San Diego is one of the oldest communities in San Diego. Established in the late 19th and early 20th centuries, many of its neighborhoods, streets and buildings reflect a rich cultural and architectural history not seen in most other communities in San Diego. Residential areas are stable and continue to flourish. The key areas that exhibit the most potential for positive growth in the community are the commercial corridors. This element describes the existing urban form of the plan area and highlights key opportunities for urban design in the community.

Residential - Multi-Family

Residential - Single Family

Industrial/ Warehouse

Commercial

Institutional

4.1 Urban Design Framework

Existing Land Form Snapshot

Southeastern San Diego is a community with defined edges and distinct neighborhoods that are rich in character and have a strong pride of place. Streets follow a grid pattern with occasional shifts that create opportunities for gateways and special places. Within that well-connected grid, there are significant opportunities to improve access and movement in the community, particularly across the I-5 and I-15 freeways, the trolley tracks, and Chollas Creek.

In western neighborhoods, the trolley acts as an urban streetcar, unifying the north and the south and contributing to the activity of the Commercial Street and Imperial Avenue corridors. More can be done to improve its presence in eastern neighborhoods and facilitate greater access to the 32nd Street Trolley Station.

Development patterns in Southeastern San Diego vary widely. In the older established neighborhoods, the character is defined as mostly a fine-grain, small scale nature. Lots follow a 50-foot width that facilitates small-scale, infill development. This is in contrast to the large commercial establishments in the community, which are often self-contained, auto-oriented and disassociated with their neighboring uses. Visible gaps in development along major commercial corridors represent opportunities for future growth that enhances and contributes to making the corridor coherent and complete.

Southeastern San Diego has some of the most diverse building stock in the city. From old to new, single-family to multi-family, and "Main Street" commercial to "Strip" commercial, this community has a balance of different building types and styles. Historic structures and districts (such as the Sherman Heights and Grant Hill Park Historic Districts) add another layer of diversity and richness and encourage the preservation and rehabilitation of the community's oldest resources.

Southeastern San Diego also boasts several community anchoring buildings and uses that serve as landmarks in the community. When coupled with public art (such as murals and sculptures), these significant community resources become major gathering areas and contribute to a strong sense of identity and place.

Land form and natural features in Southeastern San Diego also contribute to a sense of place and provide plenty of views and view corridors to downtown, National City, the mountains and other neighborhoods in the community. These view corridors should be preserved and enhanced.

FIGURE 4-1: Anchors and Gateways

Imperial Avenue

National Avenue

Chollas Creek

32nd Street Village

GOALS

1. High quality development that contributes to community character and promotes a "Main Street" feel along major commercial corridors in the community
2. New buildings that help define and activate the public realm and incentivize the development and inclusion of public open space
3. Convenient and well located public gathering spaces, including lively public plazas within village areas, that create opportunities for community events
4. Distinct neighborhoods, districts and primary corridors that are defined with gateways, streetscape themes, wayfinding solutions and design guidelines.
5. Chollas Creek as a continuous public open space amenity and focal feature
6. Street and open space design that creates an attractive, safe and inviting pedestrian-oriented environment
7. Design that celebrates and incorporates the natural environment whenever possible and "brings the outside in"
8. Design techniques that increase the safety and security of public places and reduce crime, including Crime Prevention through Environmental Design strategies such as adequate lighting and well-maintained landscaping, "eyes on the street", and ongoing maintenance such as removal of graffiti, trash and weeds
9. Development that addresses the trolley corridor and stations, provides adequate and pleasant pedestrian connections to the trolley and is well-integrated with transit.
10. New development that respects the fine-grain pattern of the community and its historic character

A new public space at 25th Street, Commercial Street and Cesar E. Chavez Plaza (top). Pedestrian-oriented commercial with mixed use buildings that address corners and the street edge (middle and bottom).

Urban Design Framework

- (A) Existing and vibrant transit nodes in the community that have blossomed into community and neighborhood villages with a mix of uses, activities and people, and a highly walkable streetscape with pleasant gathering spots, all focused around transit
- (B) 25th Street and Cesar E. Chavez Parkway as the community's "Bay to Park" link with streetscape improvements, pedestrian-oriented street trees, distinctive paving, signage and artwork
- (C) A transit plaza and central gathering space at the intersection of 25th Street, Commercial and Cesar E. Chavez Parkway, with distinct architectural features that make use of the triangular shape of the surrounding sites and make this an iconic terminus of 25th Street and community activity hub
- (D) A landscaped buffer/ring of green that wraps around the community located within the freeway right-of-way that makes good use of excess right-of-way, offers opportunities for open space and preserves critical views
- (E) A street tree planting and stormwater infrastructure campaign along 28th Street to make this street a "Green Street" and recognize its importance as a key North-South circulation route in the community
- (F) Retrofitted strip commercial lots in the community with pedestrian-oriented commercial and mixed-use buildings that address the street edge and corners and create a "Main Street" character along National Avenue, Market Street, Imperial Avenue and 43rd Street
- (G) Underutilized sites along the Chollas Creek become opportunities for a recreational sports complex, park, or community facility that takes advantage of its adjacency to the creek, connects residents to the creek, and recognizes it as an open space amenity in the community
- (H) More trails, paths and bike lanes along the Chollas Creek
- (i) New development focused around transit stations and the trolley corridor
- (J) Buildings, streets and views oriented toward the Chollas Creek, with greater opportunities for pedestrian access to and across the creek and "eyes on the creek"
- (K) Iconic gateways at key locations in the community and represented by landmark structures, unique signs, public art, landscape features and public plazas
- (L) A respect and appreciation for the history and culture of the community as expressed in its historic and older structures, landscapes and public amenities
- (M) A "Lid" over SR-94 and I-5 and a Neighborhood Park that connects Sherman Heights with Golden Hill and Logan Heights with Barrio Logan

Conceptual street layouts, cross sections, lane dimensions, and bicycle facility configurations are provided to demonstrate general feasibility of proposals only. Actual improvements will require additional engineering studies and design work and shall be to the satisfaction of the City Engineer.

January 2015

FIGURE 4-2: Urban Design Concept Map

The drawings shown above are for illustrative purposes only and provided to convey general intent and vision, and NOT exact location, design or configuration of proposed development

TABLE 4-1: GENERAL PLAN "CROSSWALK" TABLE	
COMMUNITY PLAN POLICY	**GENERAL PLAN POLICY**
Development Adjacent to Canyons & Other Natural Features	UD-A.3
Landscape Guidelines	UD-A.8
Parking	UD-A.11, UD-A.12
Wireless Facilities	UD-A.15
Utilities	UD-A.16
Safety & Security (Crime Prevention Through Environmental Design (CPTED)	UD-A.17
Residential Design	UD-B.1 - UD-B.8
Mixed-Use and Commercial	UD-C.1 - UD-C.8
Public Spaces & Civic Architecture	UD-E.1 - UD-E.2
Public Art & Cultural Amenities	UD-F.1 - UD-F.5
Urban Runoff & Storm Water Management	CE-E.1 - CE-E.7
Urban Forestry	CE-J.1 - CE-J.5
Sustainable Development Practices	CE-A.5 - CE-A.12
Streetscape Design	UD-C.7
Pedestrian Access to Developments	UD-A.5, A.9
Site Design & Building Orientation	UD-A.3 - UD-A.6
Building Compatibility & Transitions	UD-B.2
Building Quality, Durability, Materials & Colors	UD-A.4, UD-A.5, CE-A.9

General Plan "Crosswalk"

The City of San Diego General Plan establishes the overarching policies and guidelines that guide all community plan policies. Several policies that apply to the Southeastern San Diego community are written and detailed in the General Plan. To the left is a "crosswalk" table that highlights key policies that concern Southeastern San Diego and which are currently addressed in the General Plan. Refer to the City of San Diego General Plan for these policies.

4.2 Development Design

Buildings in Southeastern San Diego are fine-grained and rich in character, colors, materials and details. They do not overwhelm the street or neighborhoods, but adapt to their context and help define public spaces. Height is reserved for areas where a statement can be made through building form, such as the major intersections in the community or at transit stations. Diversity is encouraged through a variety of forms, sizes, rooflines and materials, as well as building types. Taken together, developments in Southeastern San Diego are inspired from and respect the rich natural landscape of the area, its significant amenities, such as Chollas Creek, and contribute to the high quality streets and public spaces it seeks to shape.

P-UD-1: Require new residential, commercial and mixed-use development to design street frontages with architectural and landscape interest, and provide high quality street-facing building exteriors, to create a visually appealing streetscape.

P-UD-2: Design buildings so that they contribute to a positive neighborhood character, provide diverse living, working and shopping environments, and relate to the community. Designs should be sensitive to scale, form and quality while respecting the context of well established streets, landmarks, and areas that give a community a sense of place and history (refer to General Plan Policies UD-A.5; UD-A.7).

a) Development height should be roughly proportional to street width, except where different heights are desired to reflect the importance of key streets within the Village District area or to preserve desired lower-scale character within the Historic Districts.

P-UD-3: Ensure that new development includes appropriate setbacks.

a) For both commercial and residential streets, provide space for an entry and front landing between the public sidewalk and the private entryway.

b) New development should match the existing setbacks of surrounding quality development to the extent possible.

c) Setbacks or projections on the upper floors, balconies, bay windows, innovative roof lines, or roof decks should be used to make the façade of the building attractive and more compatible to the surrounding context.

d) Enhance setback areas with drought-tolerant landscape.

Street banners and signs contribute to gateways and a sense of community pride and identity.

Side yards and spaces between buildings may be used on occasion by restaurants for outdoor seating areas.

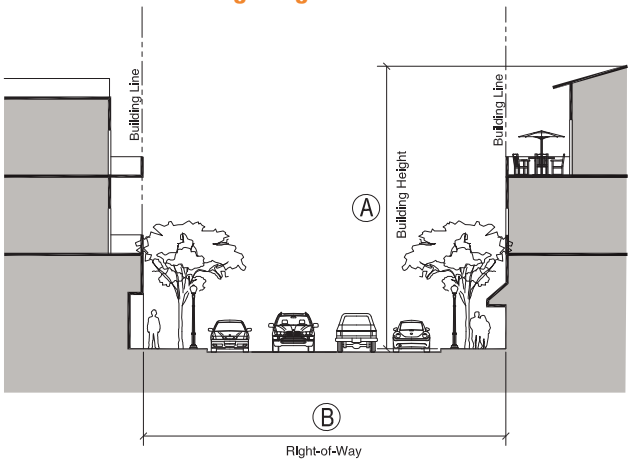
Wide sidewalks provide spaces for restaurant seating, while maintaining a clear pedestrian path.

Spaces between buildings can be used for mini-parks or small urban plazas and gathering areas.

Mid-block bump-outs or "parklets" expand the sidewalk area and provide seating opportunities.

Street corners in the community can be activated with development that builds to the corner and addresses the street.

FIGURE 4-3: Building Height to Street Ratio



A≈B

FIGURE 4-4: Site Planning – Commercial Office & Retail

P-UD-4: Design buildings that relate directly to the adjacent street, present an attractive and interesting façade to passersby, and appear inviting.

P-UD-5: Create well-defined open spaces and common areas through building form. Arrange building spaces and dwelling units around a central, common and usable open space. For example, buildings can be clustered around courtyards, greenways, and plazas, or form the edge of a trail, creek or canyon.

P-UD-6: Maximize the interface, views and access to the Chollas Creek and its surrounding landscape by orienting development towards or including views on to the creek. Provide pedestrian connections to the creek and incorporate the creek into developments as an amenity.

P-UD-7: Provide "eyes on the trolley and transit by creating a positive relationship between mixed-use development and transit.

P-UD-8: Break down building scale and massing with a pattern and hierarchy of forms to help reduce the visual bulk of the development.

P-UD-9: Incorporate smaller-scale architectural elements, such as bay windows, porches, projecting eaves, awnings, and similar elements, to add visual interest.

P-UD-10: Treat building facades along Commercial Street that face the rail road right-of-way as primary facades. Promote use of quality materials on the facades, and screen the service and loading areas from the right-of-way.

P-UD-11: Avoid boxy and monotonous facades that

lack human scale dimensions and have large expanses of flat wall planes. Articulate building facades by providing offsets and breaks between dwelling units and town homes, living and sleeping areas, and other building program components.

P-UD-12: Building openings and fenestration should represent the uses behind them, minimize visual clutter, harmonize with prevailing conditions, and provide architectural interest. Windows should have a minimum recess of 2 inches.

P-UD-13: Locate active uses on the ground floor of the buildings in order to enliven and engage the street.

P-UD-14: Provide transparency on the street with active uses such as ground-floor lobbies, offices, and retail areas.

P-UD-15: Ground-floor units should be primarily accessed directly from the public right-of-way. If this is not feasible, provide access through a transparent lobby.

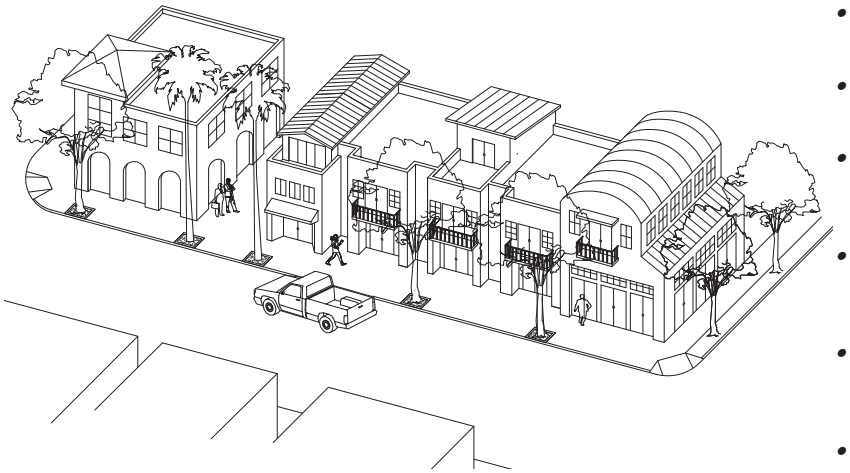
P-UD-16: Entryways should be clearly identifiable. This can be achieved through adding awnings, a front porch, or adding design details.

P-UD-17: Establish harmonious transitions and visual relationships between new and older buildings. Repeat existing building lines and surface treatments and provide gradual transitions in height, bulk and density, particularly where a development abuts single-family residential areas.

P-UD-18: Link development to existing street and sidewalk patterns and adjacent development. Prohibit developments designed as an enclave or complex apart from the neighborhood.

Development and seating areas, National Avenue at Chollas Creek.

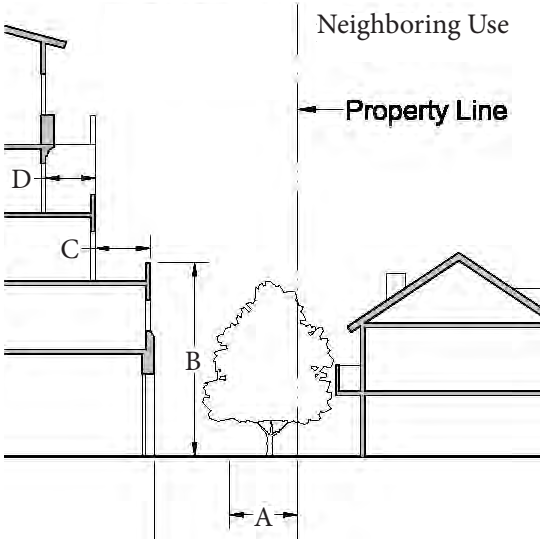
FIGURE 4-5: Building Orientation – Mixed-Use and Residential



- *Street level uses face the primary frontage*
- *Recessed entries provide articulation in a continuous facade*
- *Pedestrian paseos link parking to the main street and provide secondary store frontage*
- *Street wall articulation adds visual interest and provides pockets of respite for pedestrians*
- *Varied building heights and massing create distinct elements and contribute to a fine grain human scale*
- *Details such as porches, balconies and arcades help activate the street*

Buildings should face the street, provide a positive appearance, and place active uses and "eyes" on the street.

FIGURE 4-6: Building Transition



Step back upper stories of larger, mixed-use and multi-family buildings to ensure compatibility with adjacent single-family as follows:

A) Side yard setbacks should be maintained when a large-scale project abuts single-family and small-scale uses

B) Height of first two stories should not exceed the overall building height of the adjacent property

C) A minimum 5' upper story stepback should be provided at the third floor for a minimum 75% of the facade

D) A minimum 5' upper story stepback should be provided at the fourth floor and above for a minimum 50% of the facade

P-UD-19: Chain-link fencing and hurricane/barbed wire are not allowed as part of any new or existing development.

P-UD-20: Building form should celebrate corner locations where topography permits. For neighborhood-serving commercial and mixed use projects, retail entrances should be located at corners.

a) Primary residential entrances may be located away from the corner to prevent congestion.

b) For all types of new development, special building elements and architectural expressions such as towers, special entries, or cupolas should be used strategically at key locations, to address key street intersections and celebrate nearby important public spaces. These elements should be integrated into the overall design of the building.

c) Encourage the use of special corner treatments for buildings that front onto the intersections of Cesar E. Chavez Parkway, Market Street, National Avenue, Imperial Avenue, Commercial Street, 25th Street, and 32nd Street.

Residential Development

P-UD-21: In new residential developments, repetitious use of identical style and type of dwellings should be avoided. Larger projects in particular result in greater visual prominence of development. Using a variety of structures can result in a more interesting appearance, and can also produce a wider range of housing costs.

P-UD-22: Use of staggered setbacks, varied building heights, widths, shapes, orientations, and colors should be incorporated. Protected courtyards, verandas, facades and porches are also encouraged to promote building variety.

P-UD-23: New residential development should be integrated with existing street and sidewalk patterns rather than being designed as an enclave or complex apart from the neighborhood. Sidewalks should be provided comprehensively along all private streets and should link in a clear manner to existing pedestrian and bicycle ways.

P-UD-24: Buildings should be oriented toward the public street. Each dwelling should visibly relate to the street. Units hidden on the back portion of the site or behind another building should be avoided. Visible front doors and street entrances or street facing courtyards with dwellings entered from the courtyard are encouraged. The same standards should be applied to buildings with alley frontage.

P-UD-25: Garages should not take the place of the main entryway.

P-UD-26: Locate potentially noisy areas like playgrounds and parking areas away from dwelling units where possible.

Commercial and Mixed-Use Development

P-UD-27: Establish a continuous and consistent storefront presence in the community (see additional storefront design guidelines in Figure 4-7).

P-UD-28: Create neighborhood centers and corridors lined with neighbohood-serving

retail, restaurants, cafes, and places for gathering.

P-UD-29: Where a single-story commercial development is proposed, provide a minimum overall building height of 20-feet to make a significant statement on the street.

P-UD-30: Develop at a minimum two-story, "tall box" retail in lieu of one-story, "big-box" retail and take advantage of the height to make a statement at critical intersections in the community.

P-UD-31: Design live/work or shopkeepers units on the ground floor to appear like commercial storefront or gallery space with minimum 13-feet-high ceilings in order to accommodate diverse commercial uses or artist activities.

P-UD-32: Require new residential, commercial and mixed-use development to design street frontages with architectural and landscape interest, and provide high quality street-facing building exteriors, to create a visually appealing streetscape.

P-UD-33: Ground-floor uses should be active and pedestrian-oriented.

P-UD-34: Uses that have little need for walk-in traffic should be discouraged from locating in street-front locations.

P-UD-35: Buildings with retail, commercial, community or public uses on the ground floor should have a clear floor-to-ceiling height of at least 13-feet.

P-UD-36: Ground-floor elevations for commercial uses should generally be level with the elevation of the adjacent public sidewalk, and not more than two feet above the sidewalk grade.

FIGURE 4-7: Storefront Design

$X_1 + X_2 =$ Min. 60% of Total Facade Length

Active street frontage includes windows, doors and other openings with transparent glazing

Awnings, landscaped planters, lighting, signage and seating are well-intergated in the development and provide a pedestrian scale

Entrances are clearly marked with enhanced paving and dedicated pedestrian paths

Ground floor-to-floor height is a minimum of 13 feet

Illustrative view from National Avenue between 38th & 39th Streets looking east.

Illustrative view from National Avenue and Chollas Creek looking east.

Conceptual street layouts, cross sections, lane dimensions, and bicycle facility configurations are provided to demonstrate general feasibility of proposals only. Actual improvements will require additional engineering studies and design work and shall be to the satisfaction of the City Engineer.

The COMM 22 development contributes to an active mixed use "village" (top). In industrial areas, exterior wall materials that contain integral colors and textures are encouraged (bottom).

P-UD-37: Ground-floor residential uses should provide a grade change of at least two feet from the public sidewalk to the first floor residence, to protect the privacy of residential units.

P-UD-38: In order to promote active residential street frontages, ground-floor units should front onto and take direct access from the street, rather than having a shared entry and access from interior corridors.

P-UD-39: Ground-floor residential uses are discouraged in commercial areas.

Village Areas and Key Corridors

Village areas and corridors in the Southeastern San Diego Community focus around highly-connected neighborhoods that exhibit a unique character and heightened sense of place. Consistent with the City of San Diego's General Plan, villages in Southeastern San Diego are active places, with a mix of uses and a highly integrated transportation network. There is a buzz of activity around the streets, sidewalk cafes, public plazas, schools, parks and restaurants that are in the area. Gathering spaces attract residents and visitors alike and become hubs of the community. Families, workers and residents can easily walk to and around the village from surrounding neighborhoods to run errands or to meet up with friends.

Most activities are focused around the two trolley stations in the community and next to existing commercial nodes and corridors. National Avenue, Commercial Street, Imperial Avenue, Cesar E. Chavez Parkway, 25th Street, 32nd Street and Market Street are the community's "Main Streets," with a concentration of active businesses and storefronts, sidewalk seating, public plazas and a highly walkable and complete street environment.

Buildings contribute to a great sense of place by focusing on these streets but also on the major intersections in the community (such as 25th and Commercial, 32nd and Imperial, and 43rd and Alpha). Buildings have a fine-grain scale, pedestrian orientation, quality of materials and unique design that contribute to a comfortable and interesting neighborhood environment.

Industrial Development

P-UD-40: New industrial development should recognize that Southeastern San Diego is primarily a residential area.

P-UD-41: Varying building heights and setbacks should be used to define different functions such as offices and warehousing.

P-UD-42: Exterior wall materials that contain integral colors and textures, such as precast concrete, brick, concrete masonry and split-faced block are encouraged.

P-UD-43: Entrances should be provided along street frontages. Continuous, blank walls on the street at the front or street side of the property should be avoided. If long walls are necessary and visible from the street or from adjacent residential areas, some form of visual relief should be provided. This can be accomplished through use of color and/or material changes, applied graphics, or applied architectural elements such as plasters or corbels.

P-UD-44: Loading docks should be located away

from front streets or should be designed or screened in such a way as to make them a complementary feature of the building.

P-UD-45: Chain link or other open fencing should be avoided in the front and street side yard or in any situation where an industrial project adjoins residential.

P-UD-46: Curb cuts should be minimized to allow more landscaping and parking along the streets, and to minimize pedestrian and bicycle conflicts.

Access To Light And Air

P-UD-47: Design the orientation and configuration of new development to allow for adequate access to light and air so that daylight is able to reach all living spaces for part of the day; and adequate ventilation is provided when windows are open.

a) Buildings should avoid configurations that rely solely on narrow side yards for access to air and light.

b) Courts, niches, alcoves, and other spaces should be provided in new residential and mixed-use development to allow for access to air, light, and ventilation from two or more sides if possible.

P-UD-48: New residential and mixed-use development shall maximize access to private outdoor space, light while ensuring an adequate level of privacy of all residents. Design considerations include:

c) Windows and balconies should not face or overlook each other.

d) Residential balconies are strongly encouraged.

Iconic Buildings

P-UD-49: Provide iconic buildings at key gateways and intersections in the community and as shown on Figure 4-2. Buildings should incorporate the following elements:

a) Distinct building architectural style

b) Accentuated building corners and frontages, including an increase in the overall building height where warranted

c) Dedicated entry court and/or public plaza

d) Public art

e) Unique signs

f) Landscape features and lighting

g) Variation in exterior building materials

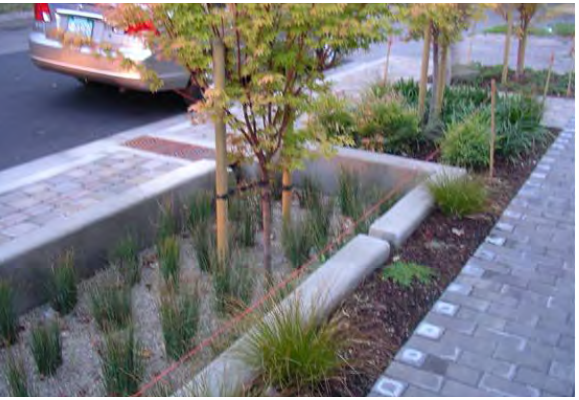
Green Building Practices and Sustainability

Development of new infill buildings and retrofitting of existing buildings should take into account green building practices and sustainability. When green building practices and sustainability are intrinsic in the overall site planning and individual building design, it can create a distinctive context sensitive architecture that will be unique to the community.

P-UD-50: Minimize building heat gain and appropriately shading fenestrations through techniques including:

a) Orienting new buildings to minimize east and west facing facades.

Design and orient new development to maximize access to light and air (top). Provie iconic buildings at key gateways and intersections such as 25th & Imperial (middle) and 22nd & Market (bottom).



Eco-roofs, permeable paving, and bioswales are strategies to reduce solar heat gain and integrate stormwater management.

b) Where possible, configuring buildings in such way as to create internal courtyards to trap cool air while still encourage interaction with streets and open spaces.

c) Awning, canopies and deep-set windows on south facing windows and entries.

d) Utilize vertical shading and fins on east and west facing building facades.

e) Using horizontal overhangs, awning or shade structures above south facing windows to mitigate summer sun but allow winter sun. Encourage overhang width to equal half the vertical window height to shade the window from early May to mid-August but still allowing the winter sun.

f) Installing high vents or open windows on the leeward side of the buildings to let the hottest air, near the ceiling, escape.

g) Creating low open vents or windows on the windward side that accepts cooler air to replace the hotter air.

h) Including high ceiling vaults and thermal chimneys to promote rapid air changes and to serve as architectural articulation for buildings.

P-UD-51: Incorporate environmentally conscious building practices and materials by using durable construction materials, low emitting materials and finishes, as well as recycled materials.

P-UD-52: Provide on-site landscaping improvements that minimize heat gain and provide attractive and context sensitive landscape environments, by:

a) Planting deciduous trees on the south side of buildings to shade the south face and roof during the summer while allowing sunlight to penetrate buildings in the winter.

b) Explore vegetation on the exposed east and west facing walls.

c) Planting groundcovers that prevent ground reflection and keep the surface cooler, preventing re-radiation.

d) Build roof gardens, eco-roofs or other vegetated roof systems to help reduce the solar heat gain of building roofs and to serve as shared open space.

e) Minimizing impervious surfaces that have large thermal gain.

P-UD-53: Ensure the design of new development integrates storm water best management practices onsite to maximize their effectiveness by:

a) Allowing the use of green roofs and water collection devices, such as bioswales, cisterns and rain barrels, to capture rainwater from the building for re-use.

b) Utilizing disconnected drain sprouts to interrupt the direct flow of rainwater from the buildings to the storm water system. Integrate these features to imbibe buildings with a distinctive architectural character.

c) Minimizing onsite impermeable surfaces, such as concrete and asphalt. Utilizing permeable pavers, porous asphalt, reinforced grass pavement (turf-crete), cobble stone block pavement, etc to detain and infiltrate run-off on-site.

d) Encouraging the use of permeable paving elements in auto and non-auto-oriented areas.

P-UD-54: Integrate energy generation and sustainability such as solar, wind, geothermal or other technologies into the overall building design consistent with the architectural design.

Quality, Durability, Materials and Colors

P-UD-55: Use authentic materials with a substantial appearance, including wood, masonry, ceramic tile, concrete or smooth stucco. Avoid using inauthentic materials such as foam molding or faux stone in particular those that have the appearance of thin veneer or attachment. If used, inauthentic materials should not be the dominant façade material, and should not be used for detailing or ornamentation.

P-UD-56: Brick, stone, tile, veneers or other applied materials should terminate logically and strongly, such as by wrapping corners and terminating at architectural modulations, articulations, frames or other features, so that they don't appear superficially affixed to the façade.

P-UD-57: Incorporate materials with recycled content, use regional materials (locally harvested, manufactured and/or appropriate to local climate) and rapidly renewable materials (such as bamboo, cork, wheat board, cotton insulation, or wool).

P-UD-58: Make site elements (such as walls, planters, shade structures and fences) consistent with the overall development's design and material palette. Fence and wall color shall be compatible with the development and adjacent properties.

P-UD-59: Treat all publicly visible façade of a building equally in terms of materials, colors, and design details. The building should have a finished appearance on all visible sides.

Public Art and Cultural Expression

P-UD-60: Promote public art and cultural amenities as key features of buildings, common areas, and open space areas of a project.

P-UD-61: Collaborate with regional artists, residents and community members during the design and construction of the project to integrate art into development projects.

P-UD-62: Promote art at critical "gateway" intersections in the community and around transit stops to serve as an expression of community identity and pride. Figure 4-1, "Anchors and Gateways" shows the locations of key community gateways.

Historic Preservation and Adaptive Reuse

P-UD-63: Promote the preservation and adaptive reuse of historic districts and historic structures to reinforce the history of the area and reinvest in existing resources.

P-UD-64: Require all development in the Sherman Heights & Grant Hill Park Historic Districts to follow the guidelines and recommendations of the Sherman Heights & Grant Hill Park Historic Districts Design Criteria and Guidelines.

Use of authentic materials (top). Mural on the side of a commercial building in the Commerical/ Imperial corridor (bottom).

Landmarks (such as the Villa Montezuma) are cherished symbols of community pride and character (top). Windows positioned to maintain sight lines toward street, and clearly visible entryways help create security through design (bottom).

P-UD-65: Incorporate local history and heritage into the public realm through elements including signage, information placards, historic plaques, murals, gateway features, and unique pavers.

P-UD-66: Encourage the restoration and maintenance of older structures that may not be historically designated but nonetheless contribute to the unique character and flavor of Southeastern San Diego.

Designing for Defensible Space

The concept of territoriality and defensible space should be considered in designing public and private improvements. This is accomplished sensitively by designing:

P-UD-67: Buildings and grounds that "self-police" so that residents may participate in its security.

P-UD-68: Windows that are positioned to allow residents to have visible sight lines or "eyes on the street" toward public spaces, parking areas, and entrances to dwellings.

P-UD-69: Common spaces and entryways should be visible from the street, allowing clear vision by neighbors and law enforcement officers.

P-UD-70: Locating sidewalks or paths between parking areas and residences, and between the street and residences to allow natural surveillance over the entire path.

P-UD-71: Providing night lighting along walkways, streets, and at parking lots by using fixtures that will shape and deflect light into a layer close to the ground. This will place light where it is needed most and reduce interference with windows.

P-UD-72: Buffering parking areas from the street with planting while allowing for surveillance if low shrubs and ground covers are used.

P-UD-73: If security fencing is used, attention should be given to its detailed design. Fencing should be an architectural feature of a project, such as in the use of wrought iron fences integrated into the overall design of the project.

P-UD-74: Incorporate plazas, courtyards, and outdoor places into new development for employees to gather and recreate.

4.3 Streetscape and Public Realm

Streets and public spaces in Southeastern San Diego are the lifeblood of the community. They are host to a diversity of activities and serve as a unifying force in the community. The 25th Street and Cesar E. Chavez Parkway corridor is the "Bay-to-Park" link in the community, connecting Southeastern San Diego neighborhoods to Golden Hill and Balboa Park to the north, and Barrio Logan and the bay to the south. Sidewalks are wide and provide ample space for a variety of activities. Street amenities and furniture, such as benches, pedestrian-scaled lighting, signs and planters, make for a comfortable walking environment. Special attention is given to paving design, and public art adds interest and a sense of pride in the community. Streets and public spaces serve to connect homes with businesses and shops, making Southeastern San Diego one of the most bike-friendly and walkable communities in the city. Landscaping contributes to the character of the public realm, and can also be used to buffer industrial uses and truck activity. See Section 2.8: Environmental Justice for a comprehensive discussion of public health.

P-UD-75: Create publically accessible plazas that are either within the interior of the development or at building street corners.

P-UD-76: Accentuate key focal points, entrances, gateways and corners of a development with art, signs, special lighting, specimen trees and accent plant materials.

P-UD-77: Define the edges, boundaries and transitions between private and public space areas with landscaping, grade separations, covered patios, garden walls, gates and paving materials.

P-UD-78: Create a strong sense of edge along streets and open spaces by incorporating a continuous row of trees and/or by providing consistent building setbacks.

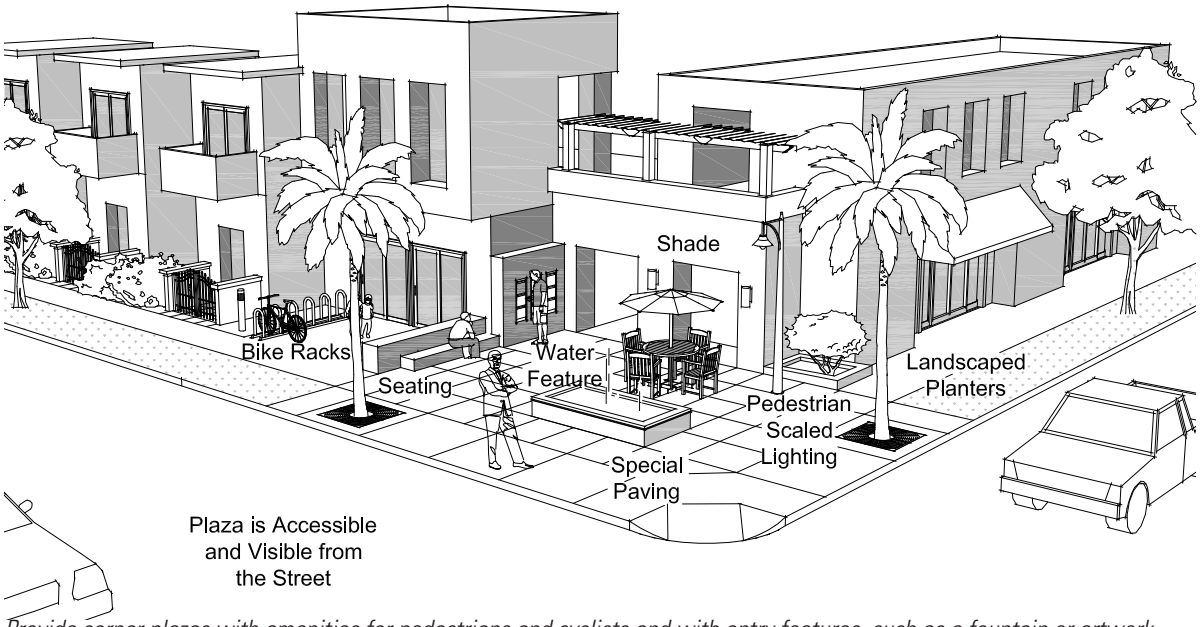
P-UD-79: Provide continuous and consistently designed right-of-way improvements, so that a development project reads as one unified project. Create a seamless connection of landscape improvements between properties and across streets.

P-UD-80: Use streetscape elements, including kiosks, walkways, street furniture, street lighting and wayfinding signage to enhance the appearance and function of commercial developments.

P-UD-81: Provide bicycle racks at community nodes such as schools, libraries, retail developments and transit stops. Rack and storage areas should be located within public view, but should not impede pedestrian use of adjacent walks.

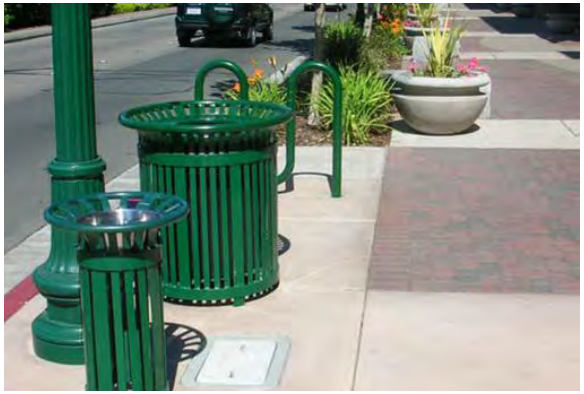
P-UD-82: Provide waste receptacles in high traffic areas such as parks, plazas, transit stops and retail developments in conjunction with building entries and/or outdoor

FIGURE 4-8: Corner Plazas



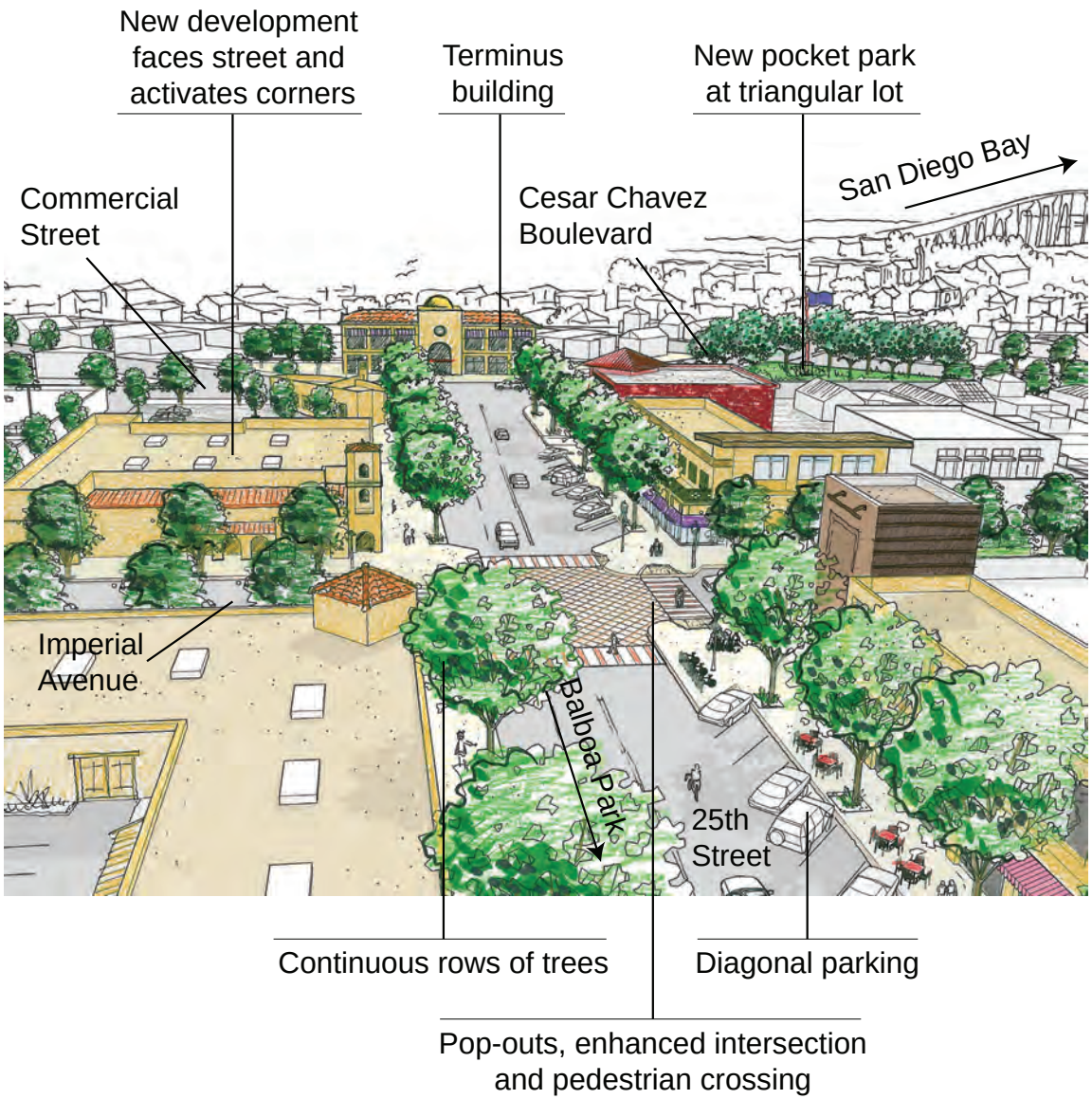
Provide corner plazas with amenities for pedestrians and cyclists and with entry features, such as a fountain or artwork.

Garden walls, landscaping, and gates help define transitions between public and private space.



Use street furniture and other streetscape elements to enhance appearance and function.

FIGURE 4-9: Bay-to-Park Link Concept



Conceptual street layouts, cross sections, lane dimensions, and bicycle facility configurations are provided to demonstrate general feasibility of proposals only. Actual improvements will require additional engineering studies and design work and shall be to the satisfaction of the City Engineer.

seating areas but should not impede pedestrian use of adjacent walks.

P-UD-83: Minimize the visual effects of service access and alleys from Imperial Avenue and secondary streets and prohibit direct access from these streets where alley access is possible.

P-UD-84: Provide continuous storefronts that face the street, are contiguous to the sidewalk and, where possible, support the use of sidewalks for outdoor seating, dining and cafes.

P-UD-85: Design the spaces between buildings (paseos, plazas, courtyards, terraces, arcades, colonnades, etc.) to connect development to transit, and create a sense of transition between indoors and outdoors.

Pedestrian Environment and Connectivity

P-UD-86: Develop safe and convenient connections between neighborhood schools, parks, and libraries, and regional trails and parks (e.g. Balboa Park). This includes:

a) Enhancing north-south linkages, especially 28th Street, to schools, parks and the Logan Heights Library.

b) Identifying and marking 25th Street as the community's Bay-to-Park link and connector to Barrio Logan and Golden Hill.

c) Developing a street trail on 32nd Street as part of the Chollas Creek Enhancement & Implementation Program.

d) Building more paths, steps, bridges

and trails connecting the Chollas Creek to surrounding neighborhoods.

e) Developing paths to and through Mount Hope Cemetery to connect Market Street with Imperial Avenue and Mount Hope with Mountain View.

P-UD-87: Require all developments exceeding one (1) acre in size to provide a comprehensive, internal circulation system of walkways, access ways and drives that are designed as "complete streets" and take into account all modes of travel, including bicycles.

P-UD-88: Provide direct pedestrian connections to transit. This includes convenience and comfort factors for residents, such as direct access, widened sidewalks, shaded seating opportunities, and weather protection provided near public transit stops and trolley stations.

P-UD-89: Provide dedicated, direct and identifiable pedestrian access from the street into the project. Define and emphasize building entrances with accent colors, enhanced paving, awnings, or overhead trellises. Entrances should be human in scale, well lighted and inviting to pedestrians.

P-UD-90: Prohibit above ground utility placement in the pedestrian path of travel and support the undergrounding of utilities wherever possible to reduce visual blight in the community.

P-UD-91: Facilitate pedestrian access and connectivity across different sites and land uses in the community:

a) Discourage primary pedestrian circulation through parking lots as access to storefronts or commercial areas of a mixed-use development.

b) Develop plazas, "paseos", sidewalks and decorative internal crosswalks for pedestrian access to the parking areas and streets.

c) Develop pedestrian and bicycle access to and through residential areas that terminate in dead-end cul-de-sac streets.

d) Provide individual entries to commercial and retail establishments directly off the street and/or through an entry plaza.

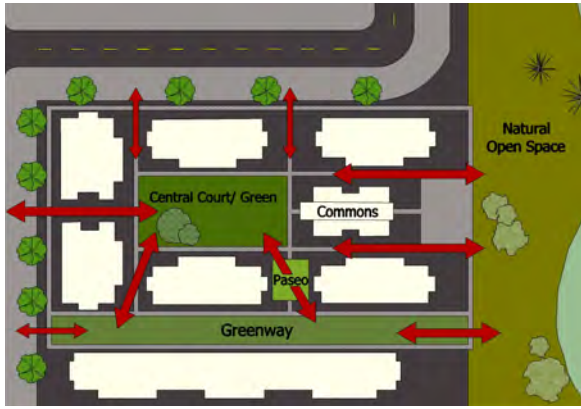
e) Provide pedestrian and bicycle access at regular intervals across the trolley tracks, canyons, Chollas Creek, and other natural barriers.

f) Integrate resting and waiting areas into mixed-use developments, linking plazas, trails, paths and transit-serving retail offered within and around the development.

g) Limit perimeter walls around commercial sites to establish better visual and physical connection between commercial, mixed-use developments, and the residential neighborhoods. Incorporate publicly accessible walkways between properties.

P-UD-92: Allow new development along the main corridors of the community to bridge the East and West neighborhoods and beyond, both through physical connections (such as enhanced streetscape design, clear pedestrian and bicycle paths, and bridges) and

FIGURE 4-10: Site Connectivity



Provide dedicated, direct pedestrian connections and paths between streets, the development site, buildings and open space amenities within and beyond the site.

Provide pedestrian walkways or "paseos" to and through residential developments to connect residential with adjacent commercial uses.

FIGURE 4-11: Sidewalk Zones

Street trees provide multiple benefits, from shade to storm-water filtration, to visual definition and aesthetic quality. Tree-lined streets enhance a community and are a vital part of creating a quality of life.

complementary and reinforcing land uses (such as offices, grocery or drug stores, community buildings and multi-family residential).

P-UD-93: For sidewalks of main commercial streets in the community, provide a clear demarcation of the pedestrian circulation zone, the building frontage zone and the street furniture and planting zone, as shown in Figure 4-11.

a) Sidewalks are recommended to be at least ten feet wide and include tree grates or sidewalk cutouts at regular intervals for street trees and planting.

b) Where feasible (e.g. right-of-way more than 96 feet in width), the sidewalk should extend to 14 feet, including a minimum eight-foot paved clear pedestrian zone and six-foot planted parkway between the sidewalk and curb and be taken from the right-of-way.

c) If sidewalk construction or width is not feasible along Commercial Street due to rail spurs, a pedestrian zone should be striped and/or colored to designate that pedestrians are permitted and to discourage parking or loading in that area.

Alleyways

Alleyways are a infrastructure resource for access to parking, loading locks, refuse collection, public infrastructure and a circulation connection. Alleys should be further developed where they currently exist and included in new development where alleyways are not present with the following features:

P-UD-94: New development along major transit corridors should create new alleyways if none exist, in order to provide rear service and parking access.

P-UD-95: Screen all service, loading docks, and platforms from public view.

P-UD-96: Trash bins should be screened from view at all trims and may not intrude into the alley right-of-way.

P-UD-97: Utilize permeable paving, bio swales, green alleys and/or other stormwater design features that will manage rain water and irrigation run off while supporting the heavy load vehicles that would service the loading docks and refuse containers.

P-UD-98: Include alley lighting to bolster security and defensible space and deter unwanted activities.

P-UD-99: Provide graffiti abatement on blank wall surfaces through planted walls and fences. Surfaces unplanted should be treated with graffiti deterrent coatings and maintained in a graffiti free condition.

P-UD-100: Provide alley improvements that and, and include, fencing, graffiti abatement, greenscape.

P-UD-101: All utilities within the alleyway should be undergrounded and poles or utility conveyances removed from the right of way. No above ground utilities or access boxes may be installed or enzcroach into the alley right-of-way.

Landscape

P-UD-102: Areas that have been disturbed by construction should be revegetated with drought tolerant plant materials.

P-UD-103: Landscape materials should be of high quality and suitable for the San Diego climate. Low water use plant species are preferred.

P-UD-104: Whenever feasible, landscaped and private open spaced areas should be designed to serve a sustainable infrastructure function by collecting and treating stormwater flow, allowing for infiltration, and being used for irrigation.

P-UD-105: Landscaping should be used to activate building facades, soften building contours, highlight important architectural features, screen less attractive elements, provide shade and add color, texture and visual interest.

Lighting and Signage

P-UD-106: Lighting should be used to add drama and character to buildings and landscape, ensure public safety, and enhance nighttime activities.

P-UD-107: Lighting should be designed as an integral part of the building that is consistent with its architectural character.

P-UD-108: Levels of illumination should be responsive to the type and level of anticipated activity without under- or over-illuminating. Generally, higher illumination is desired on buildings and areas with higher levels of nighttime use.

P-UD-109: Unnecessary glare should be avoided. Buildings and landscaping can be illuminated indirectly by concealing light features within buildings and landscaping to highlight attractive features and avoid light spillage onto neighboring properties. Building mounted lighting should be angled downwards or include cut-off shields.

P-UD-110: In pedestrian-oriented areas, energy efficient lighting sources with warm white color and good color rendition are recommended.

P-UD-111: Electric sources should be concealed and not conflict with architectural detailing.

P-UD-112: Install lighting to meet or exceed City Standards throughout the community for added safety, visibility and comfort.

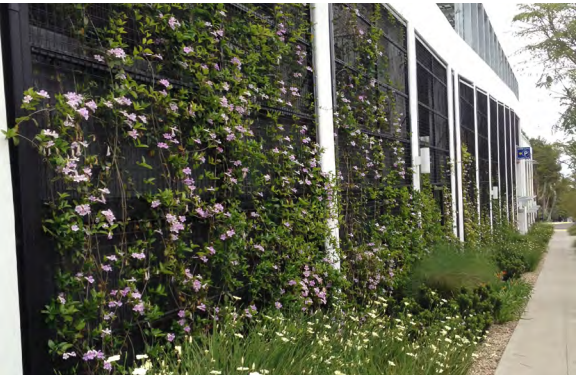
a) Provide pedestrian-scaled lighting, as well as ambient lighting, along all walkways, internal corridors, common areas and garages within a development.

b) Support the creation of Landscape Lighting and Maintenance District to sustain community amenities exceeding the City Standard or of a particular aesthetic design consistent with the community character.

P-UD-113: Design high quality signage that contributes to community identity, improves wayfinding, and is highly visible and legible.

a) Provide clear, legible and professionally designed building signage to identify the development and improve wayfinding and circulation.

Pedestrain-scaled lighting (top). Design high-quality signage that contributes to the community (middle and bottom).



Wrap parking with active building uses (top). Consolidate parking entrancecs and minimize visual impact (middle). Use vines, shrubs, and trees to screen parking (bottom).

b) Standardize the format and design of multiple signs within a single development for uniformity and consistency.

c) The design, selection and placement of all site signage should be consistent and compatible with the overall site design and architectural character of the development.

d) Encourage and promote street banners and logos along all commercial corridors in the community.

P-UD-114: Place signs at a height that will ultimately allow sign visibility under tall shade trees.

Trees should be allowed to grow to create a full canopy, without obscuring signage.

Parking

Integrate convenient, secure and accessible parking areas for bicycles and cars within an individual development project and throughout the community (See General Plan UD-A.11&12 for additional policies).

P-UD-115: Minimize the visual impact and land area dedicated to parking, and automobile circulation, by minimizing garage entrances and providing parking access from the alleyways where possible.

P-UD-116: Underground parking should be consolidated for multiple properties, where opportunities arise, to reduce the average cost of construction and minimize the number of curb cuts and garage entrances.

P-UD-117: At grade parking is strongly discouraged. Where at-grade parking is necessary, it should be wrapped with buildings on both the primary and secondary street frontages.

P-UD-118: Eliminate curb cuts with new development, and locate parking, service, and loading access at the rear of buildings. If this is not possible, screen these elements with low building elements that integrate living walls, public art, and lighting design.

P-UD-119: Prohibit drive-through features in all new commercial and retail development.

P-UD-120: Soften the impact of parking areas, garages and drive aisles on the surrounding development, streets and other open spaces with the following design measures:

a) Use vines, shrubs, and trees around garages, tuck-under parking spaces, and underground parking entrances to reduce their visual dominance. Berms, bushes or fencing should be used to screen parking lots that front roadways.

b) Wrap the street side of tuck-under parking with livable spaces and building entrances to mask the parking and place more active uses on the street.

c) Create buffer zones between parking areas and the street. These zones can be created with walkways, landscape or earth berms. Visual buffering should allow a line of

sight into the parking area to allow opportunity for surveillance. Provide landscape buffers between drive aisles, parking areas, pedestrian walkways, residential units and communal areas.

Buffers and Screening

P-UD-121: Address the potential nuisances caused by higher intensity uses and reduce the visual dominance of service areas by implementing the following design measures in the development:

a) Provide a clear demarcation between public and private areas, as well as residential and non-residential uses, with separate building entrances, building and landscape design features, building separations, access control or a change in levels and materials.

b) Provide landscape buffers and/ or low patio walls to reduce noise impacts and protect the privacy of residential units along high-traffic streets and intense uses.

c) Mitigate noise through the use of berms, planting, setbacks and architectural design rather than with conventional wall barriers for developments next to transit, trolley, highways or other potential noise-generating uses.

d) Use public spaces, such as pedestrian plazas, paseos, greenways and courtyards, to serve dual functions as valuable community space and buffers between different uses.

e) Screen all visible building equipment, utilities, trash enclosures and service/ maintenance areas in a manner that is consistent with the appearance of the building, its materials and color and surrounding landscape.

Service Areas and Truck Access

Service areas and truck access is an essential commercial and industrial function. The functions should be sensitively planned to minimize the visual, noise, and traffic impacts on adjacent properties and public spaces.

P-UD-122: Provide separated commercial and industrial parking and staging areas.

P-UD-123: Establish clear rules of operation for the joint use of these areas.

P-UD-124: Discourage direct truck access directly off major streets. Truck access should be directed to alleyways where possible.

P-UD-125: Contain all heavy work areas of a business park development within an enclosed building area (outdoor commercial/ industrial, such as mechanical yards, are discouraged). Outdoor storage is prohibited unless completely screened or enclosed by solid fences, walls or buildings not less than six (6) feet tall. Storage areas shall not be placed facing a public right-of way.

P-UD-126: Screen all loading docks and platforms from public view. Loading docks should

Truck access should be directed to alleyways if possible (top). Screen all visible building equiptment, utilities, and trash enclosures in a manner consistent with the building (middle and bottom).

Landscaping should serve as sustainable infrastructure (top). Street trees should be placed to maximize tree canopy in open parkways where feasible (middle and bottom.)

be located away from front streets and should be designed or screened in such a way as to make them a complementary feature of the building.

P-UD-127: Strongly discourage the use of chain link or other open fencing in the front and street side yard or in any situation where an industrial project adjoins other uses. Wrought iron fencing is preferred to chain-link fencing.

4.4 Urban Forest

The community plan's street tree concepts are based on existing tree patterns, existing and future land uses, and species appropriate to San Diego as listed in the City's Street Trees Selection Guide. The intent is to create a comprehensive street tree plan to help unify major corridors, provide shade and street tree coverage within the public right of way, and to enhance the urban forest. Since the neighborhoods presently lack substantial tree canopy, existing trees should not be removed unless redevelopment, disease or appropriateness of the tree determines replacement to be necessary or desirable.

Street Tree Character Drivers

The community's range in development patterns from the high density of Logan Heights to the less dense Southcrest neighborhood begins to suggest different tree character are appropriate for each of these different neighborhoods. Areas with an "urban character," have a strong street grid, higher density, some retail and industrial land use, and reduced planting areas defined by small parkway strips surrounded by paving. "Semi-urban character" areas have a more fragmented street grid, less density, and moderately-sized planting zones on private property or along the public right of way.

Outside of development patterns, existing and proposed land uses require additional consideration for tree species selection. For example, trees in commercial areas should provide shade and have seasonal interest while not obstructing visibility to businesses and signage. This should not preclude tall shade trees, however: if correctly pruned, tall species will ultimately provide a shade canopy above the signage and streetlights. Industrial zones should have trees focused on screening unsightly activities or large blank walls. Street trees in residential areas should focus on providing shade for homeowners and pedestrians while considering ease of maintenance. Street trees adjacent to park or open spaces should use a similar palette to expand the park's presence. In all instances, consideration should be given to selecting tree species that are appropriate for the available planting areas and widths, non-aggressive roots to reduce potential damage to sidewalks, drought tolerance, and ease of maintenance and establishment.

Street Tree Corridor Hierarchy

Figure 4-12 identifies and breaks down major corridors into three general categories: primary corridors, secondary corridors, and neighborhood collectors. Selection is based primarily on existing patterns, but simplified. The overall goal is to create design unity while providing flexibility that relates to the overall street hierarchy. A single dominant tree species should be used within each development or block, but there may be variety of tree species along the entire corridor length.

FIGURE 4-12: Street Corridors and Proposed Neighborhood Street Trees

Carrotwood (top), Chinese tallow (middle), and Jacaranda (bottom) are identified as thematic street trees for Market Street, Imperial Avenue, and 25th Street, respectively.

Street Tree Palettes

The proposed street tree palettes identified in Figure 4-12 are based upon trees species that are already present in the neighborhood, appear to be performing well, and appropriateness for their proximity within the community. For those streets without a strong existing pattern, adjacent corridors or the area's overall character was used to determine tree species. Identified gateways may have a secondary or accent tree to highlight a given area's significance or entrance into the community. Due to San Diego's Mediterranean climate, tall shade tree species should be used as much as possible to compensate for the increasing extent of the urban heat island effect. Where streets cross Chollas Creek, a native riparian species, such as the California Sycamore or Coast live oaks should be utilized to highlight the waterway and significance of the Chollas Creek corridor.

Neighborhood Tree Selection

Historical neighborhood street tree plans have allowed a wide range of tree species on residential streets which have resulted in the pattern of a diverse tree species. This diversity makes prescribing specific trees species difficult to implement and enforce, but provides an added benefit by not creating a monoculture urban forest that is susceptible to dying from a singular diseases or pests. Existing strong tree patterns should be preserved and enhanced where feasible, such as the African fern pines next to Denis Allen Park or the crepe myrtles found along some Mountain View's central streets, as indicated in Figure 4-12. Trees that do not provide adequate shade or canopies, such as palms, eucalyptus, or Italian Cypress are not allowed as primary street trees selections for future development.

Street Trees and Urban Forest Policies

P-UD-128: Incorporate shade-producing street trees along all streets and roadways.

- Maximize tree canopy - the optimum canopy will vary in accordance with street size, existing infrastructure, community needs, environmental limitations, and aesthetic considerations.
- Space street trees no further than 30 feet on center to achieve a continuous canopy.
- Require a double row of street trees where sidewalk/setbacks exceed a total of 24 feet.
- Use accent trees that are a different species than the adjacent street trees at important street intersections or corners.
- Plant maximum 15-gallon large species (as appropriate), shade-producing trees within metal tree guards along commercial streets.

The size at planting should not exceed 15 gallons since younger specimens will acclimate to the site and surpass older, larger container specimens in size and health within a few years. These smaller trees can be protected through the use of metal guards. Tree grates are not recommended. If they are installed, they need maintenance at regular intervals to ensure grates do not girdle trunks.

P-UD-129: Maintain street trees by coordinating public agencies with private enterprises responsible for tree maintenance. Ensure that a tree maintenance and watering plan is in place for all new and redeveloped areas. Maintenance is the most important aspect of a healthy community forest.

P-UD-130: Wherever feasible with new development, street trees should be planted in open parkways rather than concrete cut-outs. Parkways can be designed to capture and infiltrate precipitation and stormwater to reduce irrigation requirements and urban runoff.

4.5 Urban Design Vision Illustratives

Four key concepts of the Urban Design Framework of Southeastern San Diego are:

- Build Around Transit Stations;
- Create Complete Streets and Main Street Environments;
- Retrofit Commercial Strip Centers;
- Embrace Chollas Creek.

The images that follow illustrate how existing settings in Southeastern San Diego could be transformed in a way that embodies the urban design goals of the Community Plan. The "after" images simulate hypothetical streetscape improvements and hypothetical new buildings.

Build around Transit Stations

This hypothetical situation shows how improvements can be focused around existing trolley stations in the community, with new residential and mixed-use development focused around the trolley and with landscape and amenities that provide comfort and amenities to transit riders.

32nd Street trolley station.

Conceptual future development at the Trolley station.

Create Complete Streets and Main Street Environments

This hypothetical situation shows how could be made to major commercial corridors in the community to turn them into "Compete Streets" with undergrounded utilities, bicycle lanes, expanded sidewalks, mid-block bump-outs, street trees, landscaped planters, storefront improvements and new development that activates and focuses on the street.

Imperial Avenue between 25th & 26th Streets.

National Avenue between 35th & 36th Streets.

Future streetscape improvements and new development along Imperial.

Future streetscape improvements and new development along National.

Conceptual street layouts, cross sections, lane dimensions, and bicycle facility configurations are provided to demonstrate general feasibility of proposals only. Actual improvements will require additional engineering studies and design work and shall be to the satisfaction of the City Engineer.

"Retrofit" Commercial Strip Centers

Otto Square.

This hypothetical simulation shows how commercial strip centers in the community can be "retrofitted" to provide development that orients to the street, provides a pleasant walking environment, "eyes on the street" and an enhanced sidewalk experience while maintaining access to larger commercial uses in the rear of the site

Conceptual future development at Otto Square.

Embrace Chollas Creek

Chollas Creek.

This hypothetical simulation shows how improvements along the Chollas Creek can begin to transform this community asset into an attractive amenity, with bicycle trails, pedestrian paths, lighting and native landscape

Potential multi-use trail along Chollas Creek.

Conceptual street layouts, cross sections, lane dimensions, and bicycle facility configurations are provided to demonstrate general feasibility of proposals only. Actual improvements will require additional engineering studies and design work and shall be to the satisfaction of the City Engineer.

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