

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. Please review the draft goals and provide your feedback and comments on the separate feedback form.

LAND USE ELEMENT

1. A mix of uses and development intensity that supports transit use within the designated community village area and promotes transit-oriented-development
2. A diverse mixture of residential opportunities including affordable rental and for sale housing, senior and multi-generational housing and small lot townhome development
3. A vibrant and connected pedestrian-oriented community with unique, local character that provides higher density residential, commercial, office and civic uses within the village areas and along transportation corridors
4. A compatible mix of land uses that promote a healthy environment
5. Increased job opportunities and stable base sector employment uses and supportive commercial and industrial services
6. Well-designed and aesthetically pleasing neighborhood and community-serving commercial and institutional uses that provide destinations and which meet the daily needs of the residents
7. Special districts and villages that address the unique commercial needs of the community including the Villages at 25th Street & Commercial, 32nd & Commercial and 43rd Street

MOBILITY ELEMENT

1. A complete and balanced multi-modal transportation system that provides safe and attractive travel choices.

2. A well-integrated system of trolley and bus services, and pedestrian and bicycle facilities including off-street trails, that connect neighborhoods, community destinations, and commercial areas
3. Pedestrian-friendly neighborhoods, streets and intersections, including well-lit sidewalks with parkways, and safe street crossings
4. High-quality public transit service as a preferred transportation mode for employees and residents within the community village and along transit corridors
5. Adequate capacity and improved regional access for vehicular traffic on major streets such as Market Street, , Imperial Avenue, Ocean View Boulevard, National Avenue, 43rd Street, 32nd Street and 28th Street
6. Reduced costs associated with providing parking and minimized parking impacts through the use of parking management strategies in the community village and clustered commercial and industrial areas
7. A bicycle network that connects community destinations, links to surrounding communities and the regional bicycle network, and makes bicycling a convenient and enjoyable mode choice for all
8. Interagency coordination to ensure cohesive mobility plans, and provide opportunities, funding resources, and inter jurisdictional cooperation to further those plans
9. A wayfinding program to support efficiency and use of all transportation modes

URBAN DESIGN ELEMENT

1. High quality development that contributes to community character and promotes a “Main Street” feel along major commercial corridors
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

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 a sustainable full and balanced range of employment opportunities
3. Southeastern San Diego as a destination that invites and encourages visitors to stop, shop, eat, and explore.
4. A local economy that promotes the well being of locally owned and operated businesses, provides opportunities for micro enterprise and leverages the bi-national nature of the 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 and services that are available and accessible to the public
3. A long term construction and maintenance plan for reliable systems of water, sewer, and stormwater facilities that serve the existing and future needs of the community

RECREATION ELEMENT

1. 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 underserved teenage population
2. A comprehensive plan for pedestrian and bikeway connections between parks and open space lands within Southeastern San Diego as well as to surrounding communities
3. A comprehensive plan for open space system preservation and management of Chollas Creek
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

COMMUNITY AND ENVIRONMENTAL HEALTH ELEMENT

1. Walkable, mixed-use development with integrated land use and mobility planning that encourages active modes of transportation, including wayfinding and designated routes for walking and biking
2. Collaboration with public health professionals and others to reduce undesirable health outcomes through neighborhoods that support healthy and active living
3. Convenient and equitable opportunities to obtain healthy foods and fresh fruits and vegetables in all neighborhood restaurants and markets, with safe and walkable routes to food retail opportunities.

4. Urban agriculture opportunities such as backyard gardening, community gardens, and urban farms that foster increased food security and the availability of sustainable local food choices
5. Sustainable urban agriculture operations that provide educational experiences such as gardening instruction and that demonstrate the heritage, importance and value of local food production
6. Edible landscaping integrated into urban forest planning and “edible spaces” in public plaza and village areas, allowing excess to be collected and distributed to vulnerable populations
7. Identify potential urban agriculture sites such as under-utilized lots, public property and vacant land
8. New developments which identify space for food production, including rooftop gardens, considering development incentives for projects that provide public community gardens
9. Healthy school food programs that include edible schoolyards, school gardens, farm to school projects and food preparation education
10. Commercial kitchens , micro-enterprise, and small business opportunities that increase access to healthy food, link local producers to local markets, and promote the development of a healthy regional food system

CONSERVATION AND SUSTAINABILITY ELEMENT

1. Preservation and expansion of the urban forest, including mature trees and vegetation, and creation of a comprehensive planting program that significantly increases the tree canopy in order to save energy, sequester carbon, reduce the urban heat island effect, and reduce storm water runoff
2. Reduced pollution and greenhouse gas emissions that contribute to global warming, resulting in improved air quality
3. Energy efficiency and alternative energy strategies, such as on-site production of renewable energy, alternative fuel vehicle charging and filling stations throughout the community
4. A land use framework that preserves creek corridors as open space and limits potential flooding hazards
5. An ecologically sound Chollas Creek watershed, prioritizing restoration and dechannelization opportunities, reducing invasive species and improving water quality
6. Prevention of urban runoff pollutants entering waterways through the use of best management practices such as rainwater collection, bioretention basins, rain gardens and infiltration planting, pervious pavements, and green roofs
7. Water conservation, including water-efficient infrastructure, drought tolerant plantings, greywater usage and the extension of the municipal reclaimed water to support public parks and landscaped areas.
8. A zero-waste community that promotes the recycling of both solid and green waste, as well as food scrap composting

HISTORIC PRESERVATION ELEMENT

1. Preservation of existing historical resources, and a framework for identification and evaluation of historic properties
2. Educational opportunities and incentives to highlight, maintain, and preserve historic resources
3. A community that understands and celebrates the important periods, events, themes and historical context of the neighborhood, including its history of ethnic diversity and community resiliency

ARTS AND CULTURE ELEMENT

1. A thriving cultural and arts center, enhancing the entertainment, education, and recreational opportunities for residents and visitors and increasing the role of arts as a major economic driver in the region
2. A vibrant cultural character enhanced through public art that creates neighborhood identity and a cohesive sense of place while fostering community pride and beautifying neighborhoods
3. A community which celebrates its heritage and cultural diversity through unique arts, food and music venues