



Euclid + Market

LAND USE AND MOBILITY PLAN

**PUBLIC REVIEW
DRAFT**



Submitted to:
The City of San Diego



TEAM

The City of San Diego, Development Services Department

San Diego Association of Governments (SANDAG)

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PUBLIC REVIEW DRAFT

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CHAPTER 1

VISION & INTRODUCTION

Vision & Goals

The vision for the Euclid + Market Land Use and Mobility Plan (EMLUMP) study area integrates local community input with the principles set forth in the City of San Diego General Plan to provide a comprehensive and long-term statement of the community's aspirations for its future. Implementation of the goals, policies and objectives contained in this document will contribute to the creation of a socially and economically vibrant transit-oriented urban village characterized by:

- **A sustainable mix of uses and new development that provides quality jobs, housing, and retail for the community;**
- **A comprehensive and interconnected mobility system that is served by convenient trolley and bus service, "complete streets," and multi-use trails;**
- **A robust complement of community facilities that serve the community's educational, cultural, and health needs and celebrate its rich ethnic diversity;**
- **A comprehensive and integrated system of parks, trails and open spaces structured around an attractively designed and ecologically restored Chollas Creek.**

Plan Objectives

1. Recommend appropriate land uses, densities and design within the study area to better support transit, enhance the community, and meet regional smart growth objectives for the Community Center and Transit Corridor Place Types, which were identified as SANDAG's Smart Growth Place Types.
2. Support the community's land use vision, as summarized in the Pilot Village program, and make the Village at Market Creek more accessible to the surrounding community.
3. Establish a multi-modal mobility network that shifts the area's predominantly auto-oriented character to being more conducive to pedestrians, bicyclists and transit riders.
4. Improve bicycle and pedestrian access to the 47th Street Trolley Station and the Euclid Avenue Trolley Station and bus transit center.
5. Provide conceptual plans for a pedestrian path along Chollas Creek linking the 47th Street and Euclid Avenue Trolley Stations that will improve trolley access and foster environmental stewardship.



New mixed-use development will provide quality jobs, housing and retail for the community.



Mobility will be enhanced by integrating existing and expanded transit service with new "complete streets" and multi-use trails.



Community and cultural facilities, such as the Elementary Institute of Science, will promote community interaction and sense of place.



Chollas Creek will be the central feature of an integrated system of parks, trails and open spaces.

City of San Diego General Plan Goals

- *An open space network formed by parks, canyons, river valleys, habitats, beaches, and oceans.*
- *Diverse residential communities formed by the open space network.*
- *Compact and walkable mixed-use villages.*
- *Employment centers for a strong economy.*
- *High-quality, affordable, and well-maintained public facilities.*
- *Historic districts and sites that respect our heritage.*
- *Balanced communities that offer opportunities for all San Diegans and share citywide responsibilities.*
- *A clean and sustainable environment.*
- *A high aesthetic standard.*
- *An integrated regional transportation network of walkways, bikeways, transit, roadways, and freeways.*

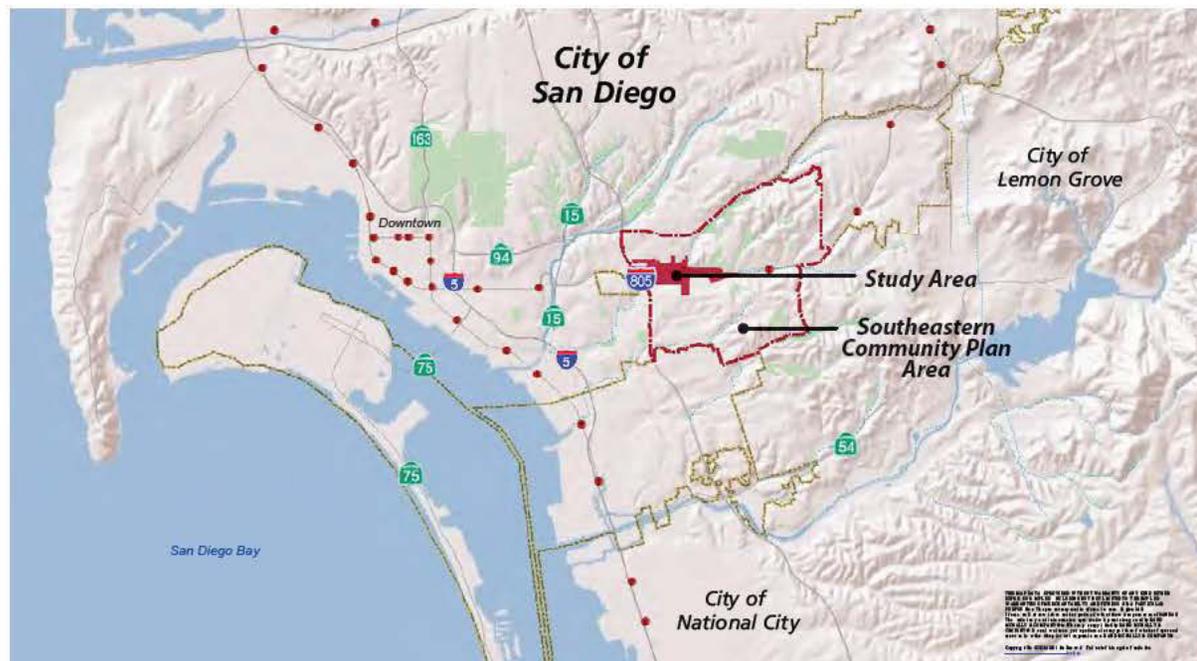


Figure 1.1: Study Area Regional Location

Plan Purpose

The City of San Diego prepared the Euclid + Market Land Use and Mobility Plan (EMLUMP) to guide future land use and mobility decisions in the vicinity of Euclid Avenue and Market Street in the Southeastern San Diego community. The EMLUMP was funded by a grant from SANDAG’s (San Diego Association of Governments) *TransNet Smart Growth Incentive Program (SGIP)*. The Euclid and Market area was viewed as an ideal location for demonstrating how the application of Smart Growth principles can support positive community development, increased transit ridership and walking, and result in additional affordable housing. The EMLUMP study area was designated as a “Pilot Village” in 2002 to demonstrate the San Diego General Plan “City of Villages” strategy and incorporate its goals.

Chosen Pilot Villages were meant to bring together housing, retail, jobs, schools, and civic uses in close proximity, linked by transit. The Jacobs Center for Neighborhood Innovation (JCNI) began development of the Village at Market Creek in 2003 as a demonstration of the City of Villages goals.

This master plan continues this effort, by promoting a mixed-use village strategy; creating multi-modal corridors along Euclid Avenue, Market Street, 47th Street and Imperial Avenue; and providing pedestrian and bicycle access along Chollas Creek and throughout the study area. The mobility component of the study identifies actions and conceptual plans as a framework for future design work. The land use component of the study builds upon the progress at the Village at Market Creek area, expands the geographic area to include areas studied in previous plans,

and incorporates recommendations from those previous community planning efforts.

As a grant-funded planning study, the present plan will not be adopted by the City as official planning policy. Instead, the land use policies, mobility measures, and development concepts presented here will be folded into the forthcoming Southeastern San Diego Community Plan update. For this reason, the recommendations set forth in this plan are realistic and implementable so that they will be able to be incorporated directly into the Community Plan.

Planning Process

The EMLUMP was prepared by a team of consultants working with the City of San Diego, SANDAG, and the community. The planning process commenced in April 2011 and continued through March 2013. During this time a series of Working Group meetings and Community Workshops were held to solicit input on issues and priorities and discuss community preferences for different development and improvement scenarios.

Residents and stakeholders have a long history of planning for development and community revitalization. Robust community engagement was crucial to the preparation of the Euclid + Market Land Use and Mobility Plan. At the outset of the process, a small Working Group comprised of individuals representing key constituents groups was established to provide guidance to the plan. Three Working Group meetings were held at key stages of the process. Two Community Workshops, which were open to the entire community, were held during the plan process. The first Community Workshop focused on identifying the community's vision for the study area and desired changes and

improvements. The second Community Workshop focused on recommended planning and design concepts. In addition, a survey was circulated both in paper form and online in order to further engage the community in the planning process and solicit input. The findings of the Community Survey and an overview of the outreach are included in Appendix A: Outreach Summary.

The study area has been the focus of substantial community efforts over the past decades, many of which produced recommendations for land use, mobility, and improvements to Chollas Creek. Formulating the vision for the EMLUMP included a comprehensive review of the work of past documents and planning efforts relevant to the community. These plans were summarized and are contained in the Euclid + Market Land Use and Mobility Plan Existing Conditions Report (2011), contained in Appendix B.

Planning Context

Study Area Location and Character

The 228-acre EMLUMP study area is located in the City of San Diego, approximately five miles east of Downtown. (Figure 1.1: Study Area Regional Location) The study area is located within the Chollas View, Lincoln Park, Emerald Hills, and Valencia Park neighborhoods, which are part of the Encanto Neighborhoods Community Planning area. The current study area is generally bounded by Guymon Street, 47th Street, I-805, Imperial Avenue, and Merlin Drive, and is centered on the intersection of Market Street and Euclid Avenue and the two existing Orange Line Trolley Stations: Euclid Avenue and 47th Street. (Figure 1.2: Study Area Location).



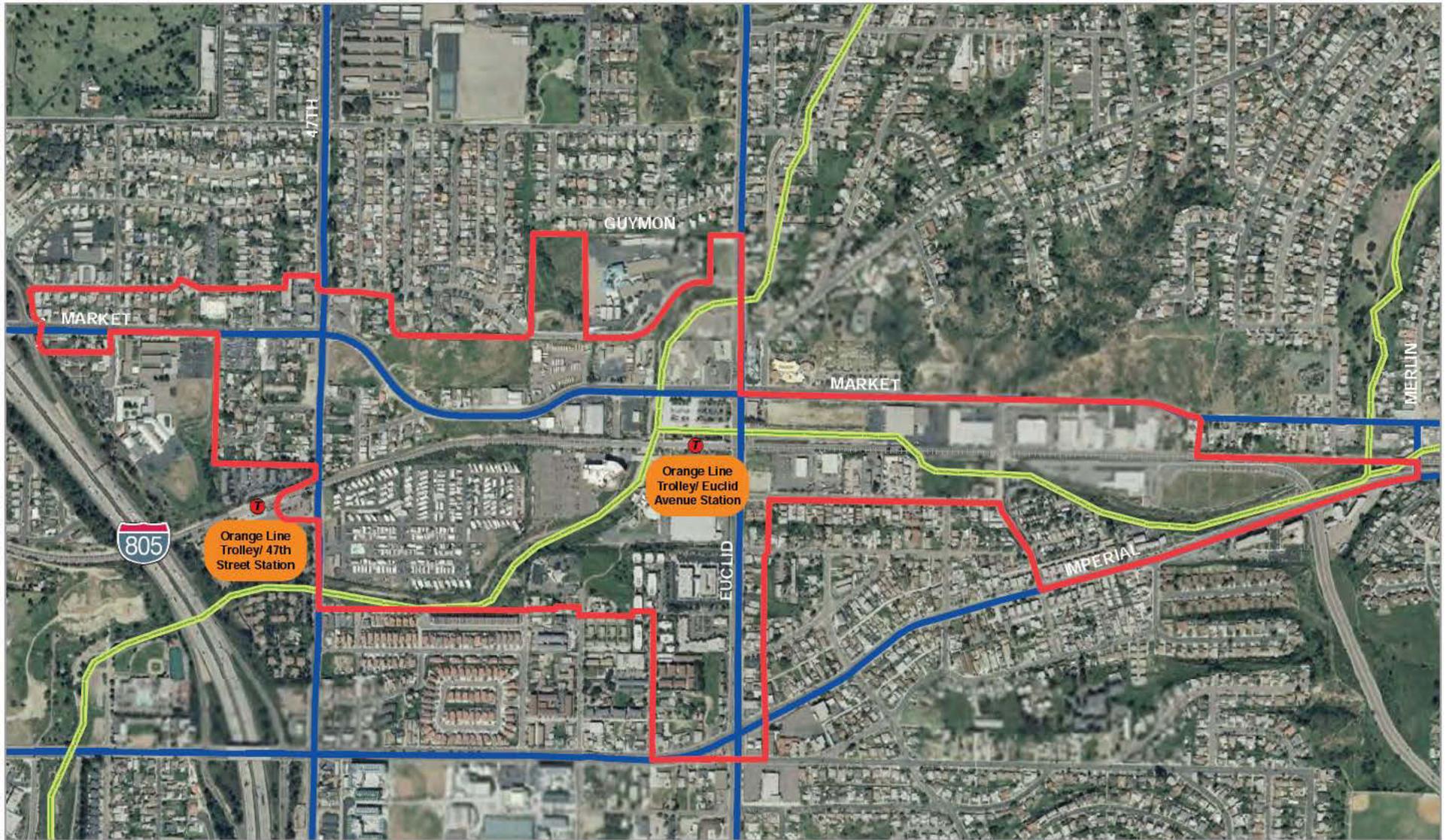
The purpose of the SANDAG-funded EMLUMP is to promote smart growth around vibrant mixed-use, multi-modal centers.



EMLUMP Community Workshops gave the community opportunities to comment on plan alternatives throughout the process.



The EMLUMP builds upon past plans and recent development, such as the Village at Market Creek.



LEGEND

-  EMLUMP Study Area
-  Chollas Creek
-  Community Connectors
-  Trolley Stations

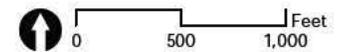


Figure 1.2: Study Area Location

Land Use Goals

- *A mix of land uses that accommodates the development of:*
 - *A diverse mix of high quality housing*
 - *Compatible employment-generating uses*
 - *Retail and service uses that support community needs*
 - *Attractive parks and open spaces*
 - *A high aesthetic standard*
 - *An integrated regional transportation network of walkways, bikeways, transit, roadways, and freeways*

Land Use

The current mix of land uses in the EMLUMP study area is characterized by a mixture of lower density multi-family and single-family residences, retail, industrial uses, and vacant or underutilized land. Commercial uses are located primarily along Market Street, Euclid Avenue, and Imperial Avenue. Although most of the residential areas are located along smaller neighborhood streets, in several instances single-family and multi-family residential areas are located along major corridors. In total, residential uses comprise approximately 30% of the study area development. Commercial and industrial uses make up 22% of study area development. The majority of the industrial uses are east of Euclid Avenue, or north and south of the trolley right-of-way. Public and institutional land uses occupy roughly 20% of the study area. Another 14% of the study area is vacant and

undeveloped. In addition, there is also significant area that might be considered underutilized, including parcels that are only lightly developed or have large areas devoted to surface parking lots.

The study area includes a significant amount of natural open space and minimally improved lands, including the South Branch of Chollas Creek which travels through the center of the area. Portions of the creek near the Village at Market Creek, and the Valencia Business Park have been improved, but much of the creekside area remains unimproved. Currently the study area includes nearly 14 acres of open space. Opportunities to include more open space and improvements to Chollas Creek abound within the study area. Planning efforts in recent decades have included access to open space and the enhancement of Chollas Creek as consistent themes. The EMLUMP builds upon the concepts set forth in the Chollas Creek Improvement Plan to advance the design of previous concepts while also identifying specific opportunities for increased open space in conjunction with creek improvements, including passive and active recreation uses.

A summary of the land use context as well as issues and opportunities are contained in the Euclid + Market Land Use and Mobility Plan Existing Conditions Report (2011), contained in Appendix B.

Urban Form

Land form and natural features help define the study area, with the hilly topography of Southeastern San Diego sloping down to the Chollas Creek corridor. As a prominent feature that weaves through the study area, the creek helps define the “heart” of the community and contributes to a distinct sense of place. The creek



An example of multi-family housing within the study area is located west of Euclid Avenue and north of Imperial Avenue.



Major retail uses are generally located along Euclid Avenue near Market Street.



The study area is defined by a sloping topography and views.



Many buildings are oriented towards parking lots rather than public streets.



Several iconic buildings contribute to the area's identity and provide a sense of entry into the community.



Pedestrian use on 47th Street sidewalks is high despite the inhospitable environment.

also creates a natural link that offers opportunities for enhanced community connectivity, wildlife habitat, and passive as well as active recreational open space.

The trolley corridor that extends the length of the area acts as a seam that unifies the community and attracts activity around the two stations from surrounding neighborhoods. At the same time, the trolley corridor also serves as a barrier that divides the community and inhibits circulation due to the limited crossings of the rail line.

The study area is bisected by four major arterials—Market Street, Euclid Avenue, Imperial Avenue and 47th Street—that form a “super-grid.” The prevailing pattern created by the area’s other streets is essentially a grid, but with deviations due to topography and both natural and manmade barriers. The resulting block pattern is irregular with several large blocks that favor large development complexes with an internally focused design.

Development patterns in the study area are highly varied and interrupted by vacant and underutilized land parcels that create perceivable gaps in the area’s built form. When coupled with wide streets and the lack of any consistent planting of street trees, the impression is of an expansive and ill-defined urban form that conveys limited visual interest, sense of place, or public safety.

Most buildings are limited to one and two stories, with the exception of a few “landmark” buildings that are iconic due to their height or location on a prominent slope. These include: the Jacobs Center for Neighborhood Revitalization (JCNI), St. Rita’s Church, Malcolm X Library, and the Elementary Institute of Science. For the most part, buildings do not directly address the public street

Urban Form Goals

- *High quality development that contributes to community character*
- *New buildings that help define and activate the public realm*
- *Chollas Creek as a continuous public open space amenity and focal feature*
- *Street and open space design that creates an attractive, safe and inviting pedestrian-oriented environment*
- *Design that contributes to public safety by providing “eyes on the street” and public spaces*

frontage. Many are set back and separated from the street by landscaped yards, retaining walls, and parking lots. Others are internally-focused with buildings fronting onto surface parking lots. While some of these developments are vibrant community centers, they contribute to a pattern where individual developments are not well connected to each other. The lack of positive orientation to the street coupled with gaps in the development pattern, tends to diminish pedestrian activity on the street.

A further summary of the urban design context as well as issues and opportunities are contained in the Euclid & Market Land Use and Mobility Plan Existing Conditions Report (2011), contained in Appendix B.

Mobility

At the larger scale, the mobility network for the study area has excellent regional transit and freeway access, and a convenient location, which will support recommendations for the development of future facilities. Frequent and reliable trolley and bus service is provided to the study area by the Orange Line trolley and eight different bus lines, with the majority of transit riders arriving to the study area via bus. The Euclid Station is among the busiest stops in the Orange Line System, which connects from Downtown San Diego to El Cajon, and bus stops are well-distributed throughout the study area. Accessing trolley stations and bus stops for pedestrians and bicyclists is somewhat challenging due to distance, topography, narrow sidewalks, and wide arterial streets that are difficult to cross safely. Despite these challenges, the current transit amenities and those forthcoming present a number of opportunities to improve overall circulation and access in the area.

Internally, existing study area transportation patterns and facilities reflect a pre-trolley environment in which automobile circulation was prioritized above other modes of travel. The result is automobile-dominated streets and development patterns, and a public realm that is focused primarily on automobile access and efficiency, with limited consideration for mobility choices (walking, bicycling, and transit). Transportation patterns and access to the area are also influenced by the natural topography and rail lines, which results in their being a limited number of through streets. The effect of this is to limit route choice and funnel most traffic onto a limited number of streets.

Mobility Goals

- *A mix of uses and development intensity that enhances transit use*
- *Streetscape design that supports balanced, multi-modal circulation (pedestrian, bicycle, transit, vehicular)*
- *An off-street system of trails and pedestrian facilities that enhances area connectivity*

The area is served by four arterial Major Streets: Euclid Avenue, Market Street, 47th Street, and Imperial Avenue. These streets, except 47th Street, are four streets include four travel lanes with a median / turn-lane bordered by intermittent or narrow sidewalks. On-street parking and signalized pedestrian crosswalks occur on these corridors, but are intermittent. Although classified as Major Streets in the 1987 Community Plan, portions of Market Street and 47th Street have historically had low traffic volumes in comparison to their capacity, providing the opportunity for re-design to provide reduced vehicular right-of-way and enhanced multi-modal connections. The remainder of the street network consists of local streets and off-street paths. Local streets primarily serve housing developments.

The pedestrian network within the study area primarily consists of sidewalks that adjoin the streets and pathways within private development areas. Sidewalks are generally 4-6 feet wide in most places, with a relatively steady volume of pedestrians despite their narrow width and location adjacent to streets with high traffic speeds. In many locations, obstructions such



The widths of intersections like Euclid and Imperial are overly wide for pedestrian comfort and safety.



"Desire paths" have developed as pedestrians create more direct routes to their destinations.



The Euclid and 47th Street Trolley Stations provide excellent regional access.



Eight MTS bus lines share the Euclid Trolley station as a hub.



Pedestrians cross wide streets like Euclid Avenue without the aid of marked crosswalks or safety refuges.



The study area is known for its ethnically-diverse population

as light poles, transit amenities, and trolley gate arms block portions of the sidewalk, making two-way pedestrian circulation difficult.

Several pedestrian-only paths are located within the study area, but do not provide continuous trail connections. A trail along the north side of Chollas Creek east of Euclid Avenue was built in 2008 in conjunction with the restoration of the adjacent creek channel. The trail is incomplete, however, and the pedestrian connection across Euclid Avenue to the west is cumbersome and unsignalized. Another Chollas Creek recreational trail extends westward from Stevens Way to 54th Street, but does not provide further connections to local destinations. These trails, though attractive and accessible, currently serve only as a recreational option rather than a functional means of interconnection within the study area.

Crosswalks are located within the planning area to facilitate pedestrian circulation, yet are generally widely spaced due to the long block lengths. The only mid-block crosswalk adjacent to the study area is a school crosswalk on Guymon Street at Horton Elementary School and it is unsignalized. Also, due to the widths of the major roadways, crossing distances at intersections also tend to be much longer than pedestrians usually feel comfortable crossing.

Currently bicycle infrastructure within the study area includes Class III bike routes on portions of Market Street, Imperial Avenue, Valencia Parkway and Euclid Avenue. “Other Suggested” routes are located on portions of San Jacinto Drive and 47th Street, which are not official bike routes, but are designated by SANDAG and their San Diego Region Bike Map as alternate connecting routes. San Diego’s 511 online and telephone service also lists these streets as routes. There

are no Class II bike lanes or Class I bicycle paths within the study area. The EMLUMP offers many opportunities to further enhance bicycling, mainly in the generous rights-of-way within the existing street network and at transit nodes.

A summary of the mobility context as well as issues and opportunities are contained in the Euclid + Market Land Use and Mobility Plan Existing Conditions Report (2011), contained in Appendix B.

Market and Demographics

As a primarily urban residential neighborhood with commercial uses concentrated along the main corridors, the study area presents an excellent opportunity for new mixed-use development. Demographically, the study area is home to an ethnically diverse community. At least nine ethnic communities have significant populations that reside in the area, over half of which are of Hispanic origin. The study area community is also generally younger, resides in larger households, and has a lower median household income than the City and County of San Diego. These demographic trends were important considerations in the identification of key recommendations.

The Jacobs Center for Neighborhood Innovation (JCNI) is the largest property owner in the study area and has developed the Village at Market Creek, with several phases ongoing. Their conceptual plan may serve as a catalyst for future development. The largest employment sector in the area is the retail trade industry, followed by professional and business services and educational services.

A summary of the market context and opportunities are contained in the Euclid + Market Land Use and Mobility Plan Existing Conditions Report (2011), in Appendix B.

Environment

The study area's most prominent natural feature is Chollas Creek, an historic natural drainage system that passes through San Diego's Greater Mid-City, Encanto, Southeastern San Diego, and Barrio Logan communities. The creek and its surrounding areas have been heavily altered by development and its restoration has been, and remains, a central goal of the revitalization of these areas. The creek is an important natural feature in these communities and in the historical development of the City. The improvement of Chollas Creek is a central objective of the present plan, and is described in greater detail herein.

A significant amount of open space surrounds the study area, including City-owned conservation areas included in the City's Multiple Species Conservation Program (MSCP) and Multi-Habitat Planning Area (MHPA). Coastal Sage Scrub is the primary vegetative community in the MSCP. These lands currently offer passive recreation opportunities such as hiking, bird watching and general appreciation of the area's natural flora and fauna, and has the potential to accommodate more of these types of activities.

A detailed study of environmental conditions, including Air Quality, Noise, and Hazards was prepared as part of the Euclid + Market Land Use and Mobility Plan Existing Conditions Report, and is included as Appendix B. Many of the studies cited are associated with the March 2009 Final EIR for the Fifth Amendment to the Central Imperial

Redevelopment Plan (Redevelopment Plan). That document may be reviewed for a more thorough discussion of existing environmental conditions.



The primary natural feature within the study area, Chollas Creek, is channelized in many areas.



A significant amount of open space surrounds the study area, including the Chollas-Radio Open Space Area.



The rolling topography along Chollas Creek is an identifying feature of the study area.



CHAPTER 2

LAND USE & URBAN DESIGN

Land Use Concept

The land use strategy for the EMLUMP represents an integrated approach that achieves the appropriate mix, balance and distribution of uses to support a “complete” community.

The following goals, policies and guidelines were developed using the integration of past plans, the expertise of a range of professionals, and thorough community input. Community surveys, and feedback from community workshops informed the development of these policies. A summary of the survey and community outreach efforts is contained in Appendix A: Outreach Summary. The land uses are consistent with the City of San Diego’s General Plan Land Uses and “City of Villages” vision development.

Integration of Relevant Plans

Key inputs were taken from the plans listed below. These are summarized in Appendix B: Euclid & Market Land Use and Mobility Plan Existing Conditions Report (2011). The most relevant studies included those prepared by the Jacobs Center, SEDC, the City of San Diego, and studies pertaining to Chollas Creek.

- City of San Diego General Plan
- Southeastern San Diego Community Plan
- City of San Diego Land Development Code
- Southeastern San Diego Planned Development Ordinance
- Southeastern San Diego Public Facilities Financing Plan
- City of San Diego Bicycle Master Plan
- Central Imperial Redevelopment Implementation Plan
- Fifth Element to the Central Imperial Redevelopment Project Area
- Valencia Business Park
- SEDC Commercial Corridor Urban Design Guide
- SEDC Imperial Avenue Corridor Master Plan
- SEDC Multi-family Development Guidelines
- Chollas Creek Enhancement Community Workshop
- Chollas Creek Enhancement Plan
- Chollas Creek South Branch Implementation Plan
- The Village at Market Creek and Market Creek Plaza
- Jacobs’ Diamond Neighborhoods Conceptual Planning Series
- Jacobs’ Cultural Village Planning Series
- Voices of Community at All Levels (VOCAL)
- Encanto Neighborhoods Urban Design Guidelines
- Encanto Neighborhoods Pedestrian and Bicycle Network Plan
- Project First Class
- Euclid-Market Action Team (EMAT)
- Community Street Tree Master Plan, Southeastern San Diego
- Urban Ecosystem Analysis: San Diego, California
- EarthLAB
- SANDAG Smart Growth Guidelines
- SANDAG Regional Transportation Plan and Bus Rapid Transit (BRT) Planning



The Jacobs Center for Neighborhood Innovation (JCNI) works within the Euclid and Market community on improvement initiatives.



Land use concepts were presented to the community for their consideration and comment.



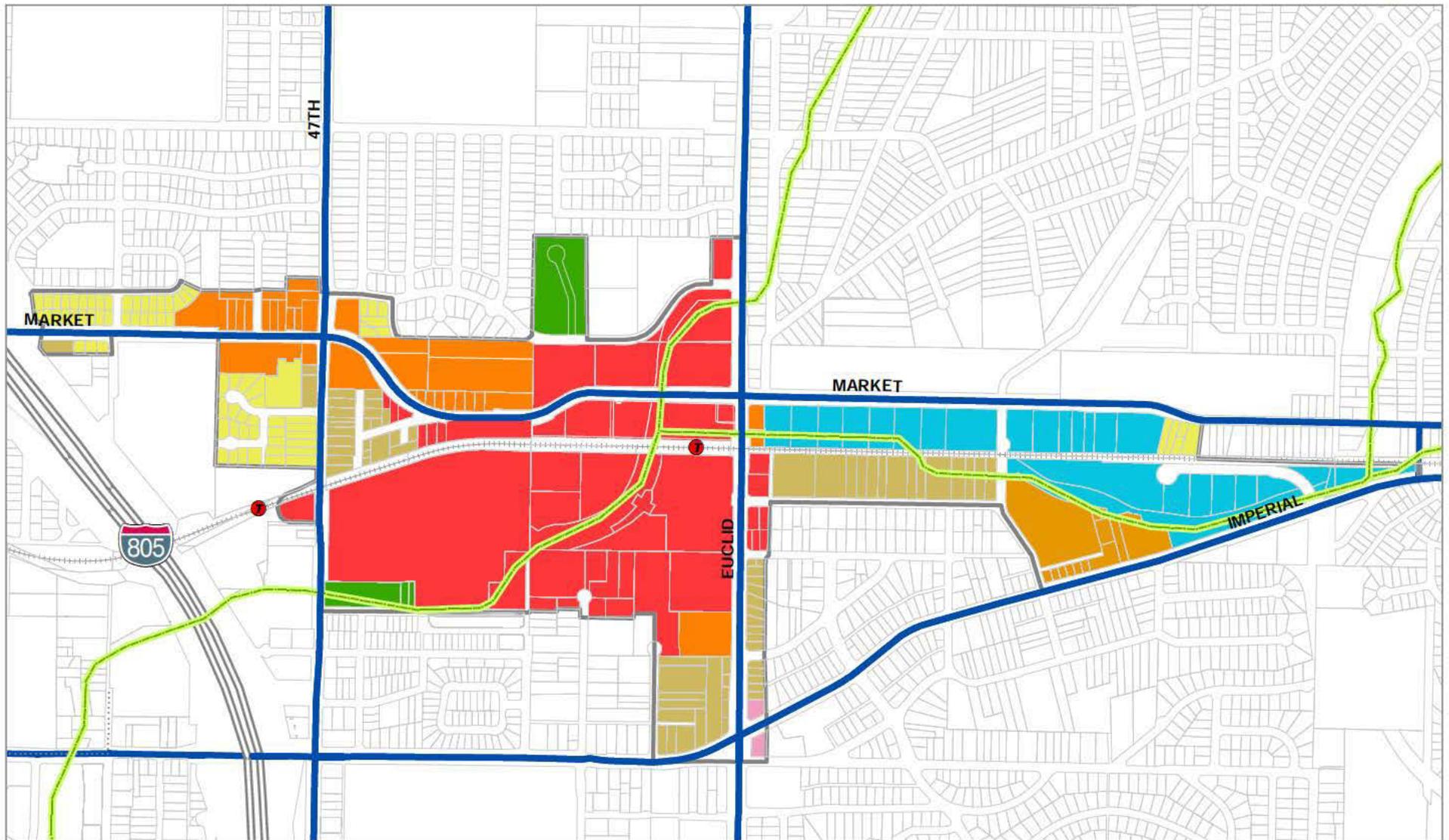
Land Use “Bookmarks” were created to illustrate the land use designations and intensities for community consideration.

Land Use Designations

The EMLUMP land use designations and the acreage associated with each are described below in Table 2.1 and Figure 2.1: EMLUMP Planned Land Use. Land uses are further discussed in the urban design section to describe the variety and differences in urban form associated with these designations. To assist the community in understanding the land use concepts and built forms associated with each designation, a series of “bookmarks” were used in the community meetings to graphically illustrate the concepts and show relevant precedents. These “bookmarks” have been incorporated into the description of the designations later in this chapter.

Table 2.1: EMLUMP Planned Land Use

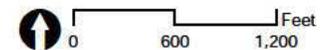
EMLUMP Plan Designation	General Plan Land Use	Use Considerations	Proposed Acreage	%	Description	Density Range (du/ac)	Maximum Dwelling Unit Count
Residential - Low Medium	Residential	None	13.70	6%	Provides for both single-family and multifamily housing within a low- medium-density range.	10-14 du/ac	193
Residential - Medium		None	22.12	10%	Provides for both single-family and multifamily housing within a medium-density range.	15-29 du/ac	646
Residential – Medium High		None	8.36	4%	Provides for multifamily housing within a medium-high density range.	30-44 du/ac	368
Neighborhood Commercial	Commercial Employment, Retail, and Services	Residential Permitted	0.60	0%	Provides local convenience shopping, civic uses, and commercial services serving an approximate three mile radius. Housing may be allowed only within a mixed-use setting.	0-29 du/ac	40
Community Commercial		Residential Permitted	21.63	9%	Provides for shopping areas with retail, service, civic, and office uses for the community at large. Housing may be allowed only within a mixed-use setting.	0-44 du/ac	951
Community Village	Multiple Use	Multiple Uses	78.84	35%	Provides housing in a mixed-use setting and serves the commercial needs of the community-at-large, including the industrial and business areas. Integration of commercial and residential use is emphasized; civic uses are an important component. Retail, professional / administrative offices, commercial recreation facilities, services businesses, and similar types of uses allowed.	30-74 du/ac	5,833
Business Park	Industrial Employment	Light Industrial/Office and Commercial	29.2	13%	Allows light industrial uses with a mixture of office and commercial uses.	N/A	N/A
Parks	Park and Recreation	Permitted in all EMLUMP land uses except Community Commercial. <i>(See Figure 5.1: Zoning)</i>	6.88	3%	Provides for areas designated for passive and/or active recreational uses, such as community parks and neighborhood parks. It will allow for facilities and services to meet the recreational needs of the community as defined by the future Recreation Element.	2.8 acres/ 1000 residents	N/A
Light Rail Right-of-Way			8.42	4%			
Right-of-Way			38.63	17%			
TOTAL			228.37	100%			8,031



LEGEND

- | | | |
|-------------------------------------|---------------------------------|----------------------|
| Low Medium Residential 10-14 du/ac | Community Commercial 0-44 du/ac | EMLUMP Study Area |
| Medium Residential 15-29 du/ac | Community Village 30-74 du/ac | Chollas Creek |
| Medium High Residential 30-44 du/ac | Business Park | Community Connectors |
| Neighborhood Commercial 0-29 du/ac | Parks | Parcels |

Figure 2.1: EMLUMP Planned Land Use



Land Use Goals and Policies

GOAL 2.1: HIGH-QUALITY AND AFFORDABLE HOUSING



New housing will include a mixture of single- and multi-family products in order to address the area's diverse housing needs.

Housing is an important need in the Euclid and Market area, especially the need for new, higher-quality, and yet affordable housing. To respond to this demand, the EMLUMP designates 44 acres solely for residential uses, plus 100 acres for mixed-use development that allows for higher-density housing. These areas have the potential to yield approximately 8,000 new housing units, based on General Plan density assumptions.

A majority of these units will be located in mixed-use areas that are within a 5-minute (quarter mile) walk of transit, consistent with the goal to produce a mixed-use village where walking, biking and public transit are viable alternatives to individual vehicle trips. Lower-density residential land uses are included closer to existing, more "suburban" residential areas in the study area in order to blend well with the existing community character.

Policy LU-2.1.1: Encourage higher densities that accommodate a range of housing types and provide support for increased transit service.

Policy LU-2.1.2: Encourage a diversity of housing types, including single- and multi-family products, and a mixture of both rental and ownership housing.

Policy LU-2.1.3: Encourage housing development that addresses the needs of a diverse, growing population, including difference in age, household composition, and income and ensures that existing area residents are able to remain in the community.

Policy LU-2.1.4: Require new housing developments to dedicate a portion of the units as affordable for low- and moderate-income households.

Policy LU-2.1.5: Promote homebuyer assistance programs for moderate-income buyers.

Policy LU-2.1.6: Retain existing housing stock that is compatible with neighborhood character and needs.

Policy LU-2.1.7: Encourage infill residential developments within existing neighborhoods to be compatibly designed with neighborhood character and form.

GOAL 2.2: COMMUNITY-SERVING RETAIL

Providing more and better retail is a top priority for future development within the study area. This includes both regional-serving national retailers as well as locally-owned retail that can reflect the character of the neighborhood and boost the economic potential of community members. Over 100 acres (approximately 44% of the area) are



Retail and commercial uses in a mixed-use format will encourage a variety of retail types in an attractive, compact layout

designated for Commercial uses. The Community Village and Community Commercial designations allow for commercial uses in a mixed-use format, while the Neighborhood Commercial designation allows for smaller parcels to encourage neighborhood-scaled retail.

Policy LU-2.2.1: Allow for a range of retail, dining, and commercial service type uses within the commercial and mixed use designations that will promote vibrant centers in the community.

Policy LU-2.2.2: Ensure that a mix of commercial space formats is provided to fit both mid- to large-sized national retailers as well as locally-owned businesses.

Policy LU-2.2.3: Provide retail developments that are compatible with and serve the local community, and meet the overall urban design and mobility goals of this plan.

Policy LU-2.2.4: Retain and enhance existing neighborhood-serving commercial uses that are valued by the community.



Parks, trails, and “healthy” development patterns will enhance community identity, improve connectivity and promote healthy life styles.

GOAL 2.3: INCREASED PARKS, TRAILS & ACTIVE USES

The community’s desire for more parks, recreational trails, and “active” spaces for recreation was apparent throughout the planning process for the study area. The EMLUMP designates eight acres of park land in response to this demand. The plan also includes the *Chollas Creek Creekside Pathway and Open Space Concept Plan (Chapter 4)* which plans for new creekside recreational pathways for bicycles and pedestrians and active and passive recreational areas. It is important to note that all of the proposed designations, except Community Commercial, allow for on-site, or privately maintained, open space and recreational uses by right.

Policy LU-2.3.1: Provide parks, trails, and open space amenities at designated locations in the study area that address the passive and active recreation needs of the community.

Policy LU-2.3.2: Use the Chollas Creek Creekside Pathway and Open Space Concept Plan (Chapter 4) as a guide for future development

of the creekside recreational pathways for bicycles and pedestrians.

Policy LU-2.3.3: Ensure that future development within the Community Village designation will include the implementation of proposed creekside improvements as part of the development agreement.

Policy LU-2.3.4: Include the opportunity for on-site open space within private development that will link designated parks and open spaces together as a network, and provide greater opportunities for enjoying the outdoors and community interaction.

Policy LU-2.3.5: Use parks and on-site, or privately maintained, open spaces to showcase strategies for sustainable design such as bioswales, rain gardens, and plantings with native and drought-tolerant palettes suitable to Southeastern San Diego.

GOAL 2.4: A SAFE, HEALTHY, AND ILLUMINATED ENVIRONMENT

Safety, cleanliness, and overall health have long been a concern within the Euclid and Market area and should be central to all future development. The design guidelines for both the public and private realm encourage design that puts “eyes on the street,” and is well illuminated and maintained in order to provide safe public spaces, community surveillance, and a feeling of safety and security. Furthermore, higher density housing located in a mixed-use format with retail and commercial uses will encourage walking and bicycling to promote public health. The range of parks, open space, and recreational areas and trails further encourage healthy, active uses within the study area, as well as the potential for community gardens and urban agriculture. Finally, sustainable building design that contributes to a

healthy environment and improved quality of life is encouraged in all new development.

Policy LU-2.4.1: Encourage compact development patterns that support physical activity and walking and bicycling as viable means of travel for daily life.

Policy LU-2.4.2: Designate sites for community gardens and urban agriculture, particularly in parks and on vacant parcels that have yet to be developed, to improve access to fresh and healthy foods.

Policy LU-2.4.3: Distribute land uses to mitigate noise and potential health and safety risks related to highway proximity and potential increased noise from light industrial and commercial uses in the study area.

Policy LU-2.4.4: Integrate “Crime Prevention through Environmental Design” (CPTED) principles to reduce the potential for crime and vandalism, and promote a feeling of safety and security within the study area.

Policy LU-2.4.5: Establish a program for ongoing surveillance and monitoring of the study area to ensure that future development areas are kept



Land use policies establish that the upkeep of the public realm is a top priority in future development areas.

clean, safe, and are well-maintained. Explore the establishment of a Landscape and Lighting Maintenance Assessment District.

Policy LU-2.4.5: New construction should abide by sustainable building design standards, where feasible, to contribute to regional climate and quality-of-life goals. This may include LEED certified, Green Points rated, or equivalent. All new construction must meet sustainability goals of California's Title 24 Standards and Building Code (CalGreen).

GOAL 2.5: INCREASED JOB OPPORTUNITIES

Job growth is a key priority voiced by the community, which re-iterates the goals of previous plans completed by SEDC and Jacobs, as well as the City's General Plan. Nearly 30 acres of Business Park land uses are designated in EMLUMP for the development of office and light industrial uses in a variety of formats. The Business Park designation is restricted to areas east of Euclid Avenue, including land along the south side of Market Street and the Valencia Business Park located south of the trolley tracks between 54th Street and Merlin Drive. In addition, incorporation of office space within mixed-use and commercial designations



Increased job opportunities can be accommodated in proposed commercial and industrial areas.

will create “complete” community developments in which residents can have residential, retail, and job centers in a compact location.

Policy LU-2.5.1: Designate areas for light industrial land uses that support the creation of quality jobs that bolster the economic base and are available to local residents. Ensure that these lands are retained for uses that will promote job growth.

Policy LU-2.5.2: Encourage the incorporation of office uses in commercial and mixed-use developments as a strategy for increasing local jobs and promoting a jobs-housing balance within the study area.

Policy LU-2.5.3: Ensure, through the development review process, that light industrial uses do not create disruptive noise or hazardous environmental conditions, and are designed to be physically and functionally compatible with surrounding uses.

GOAL 2.6: IMPROVED TRANSPORTATION AND ACCESS

Transportation and access were cited multiple times as the best assets of the Euclid and Market area. The land use recommendations build on the area's excellent transportation amenities to further enhance access to transit, contributing to regional mobility, and attainment of climate change goals. The plan intentionally locates the highest residential and mixed use densities around the transit centers in order to cultivate true “transit-oriented development.” Additional policies related to mobility are included in the Mobility portion of this plan.

Policy LU-2.6.1: Provide housing and commercial development in a mixed-use



Multi-modal mobility, integrated with good design, will contribute to a safer, more attractive and better connected community.

format clustered around transit centers in order to encourage transit use and walkability.

Policy LU-2.6.2: Include pedestrian and bicycle facilities, such as pedestrian crosswalks, wider sidewalks and trails, in new and existing development in order to improve access to transit, parks and open space, and adjacent land uses.

Policy LU-2.6.3: Contribute to the attainment of regional air quality standards for greenhouse gases (GHG) by providing compact, mixed use development that reduces automobile use and vehicle miles traveled.

Policy LU-2.6.4: Use public education to encourage walking and bicycling within the neighborhood as part of a multi-faceted approach to promoting healthy lifestyles and the achievement of public health objectives.

GOAL 2.7: A ROBUST STREET TREE PROGRAM

Street trees contribute significantly to the character, identity, and comfort of streets. Study area development should incorporate the following

Table 2.2: Proposed Street Tree Plan and Recommended Species

Location	Character	Common Name	Latin Name
Major Streets (Street Trees)			
Market (west of 47th)	Ornamental	Carrotwood, Jacaranda, Bradford Pear	<i>Cupaniopsis anacardioides, Jacaranda mimosifolia, Pyrus calleryana</i>
Market (between 47th and Euclid)	Large Canopy/ Deciduous tree	Rainbow Eucalyptus, Red Ironbark, London Plane Tree, Cathedral Holly Oak	<i>Eucalyptus deglupta, Euclalyptus sideroxylon, Platanus acerifolia, Quercus ilex 'Cathedral'</i>
Euclid (north of trolley crossing)	Large Canopy/ Deciduous tree	London Plane Tree, Desert Willow	<i>Platanus acerifolia, Chitalpa tashkentensis</i>
Euclid (south of trolley crossing)	Ornamental	Rainbow Eucalyptus, Red Ironbark, Elegant Brisbane	<i>Eucalyptus deglupta, Euclalyptus sideroxylon, Tristania laurina</i>
Imperial (west of Euclid)	Evergreen/ Ornamental	Carrotwood, Jacaranda	<i>Cupaniopsis anacardioides, jacaranda mimosifolia</i>
Imperial (east of Euclid)	Evergreen/ Ornamental	Mindanao Gum, Fern Pine	<i>Eucalyptus deglupta, Podocarpus gracilior</i>
47th Street (north of Market)	Ornamental	Rainbow Eucalyptus, Red Ironbark, Chinese Fringe Tree	<i>Eucalyptus deglupta, Euclalyptus sideroxylon, Chionanthus retusus</i>
47th Street (south of Market)	Large Canopy/ Deciduous tree	London Plane Tree	<i>Platanus acerifolia</i>
Major Streets (Medians)			
Market Street	Large Canopy/Accent	Southern Magnolia, Holly Oak	<i>Magnolia grandiflora, Quercus ilex,</i>
Euclid Avenue	Large Canopy/Accent	Red Flowering Gum	<i>Eucalyptus ficifolia</i>
Imperial Avenue	Large Canopy/ Deciduous tree	Chinese Flame Tree	<i>Koelreuteria bipinnata</i>
47th Street	Large Canopy/ Deciduous tree	Chinese Flame Tree	<i>Koelreuteria bipinnata</i>
Collector Streets			
Roswell	Large Canopy/Accent	Southern Magnolia, Holly Oak	<i>Magnolia grandiflora, Quercus ilex</i>
Local Streets			
Typical Street	Ornamental/ Accent	Jacaranda, Chinese Elm, Crape Myrtle	<i>Jacaranda mimosifolia, Ulmus parvifolia, Lagerstroemia indica</i>
Streets or Rights-of-Way Adjacent Parks and Open Space			
General	Riparian	California Sycamore, California Pepper, Italian Stone Pine, Torrey Pine	<i>Platanus racemosa, Schinus molle, Pinus pinea, Pinus torreyana</i>
Riparian Habitat	Riparian	California Sycamore, Fremont Cottonwood, Elderberry	<i>Platanus racemosa, Populus fremontii, Sambucus Mexicana</i>
Upland Habitat	Riparian	Coast Live Oak	<i>Quercus agrifolia</i>



Crape myrtle



London plane



Coast Live Oak



Chinese Flame Tree

A range of street tree types are recommended for specific study area streets, including a mixture of ornamental and large canopy trees.

street tree guidelines and recommended tree species shown in Table 2.2. Previous street tree plans for the area were consulted in the development of the recommendations, as well as current City standards.

Policy LU-2.7.1: Tree species selection should be used to enhance the identity and reinforce the function of study area streets. Recommended species are identified in Table 2.2.

Policy LU-2.7.2: A street tree plan that identifies tree species, spacing, and planting details, should be included as a part of all development plans in the study area.

Policy LU-2.7.3: A single, suitable canopy tree species should be used along the major arterials in the study area.

Policy LU-2.7.4: At creek crossing locations, riparian species should be used to emphasize proximity to the creek corridor.

Policy LU-2.7.5: A single species should be used for neighborhood streets within residential development areas as a means

of providing a distinguishing and unifying element.

Policy LU-2.7.6: Street trees should be selected that have sufficient mature canopy to both reduce the build-up of radiant heat in paved surfaces and provide shading to the pedestrian zone to create a comfortable pedestrian experience. Spacing of trees will be dependent on species selected, but should be based on the ability to reasonably achieve shading of the public right-of-way, and provide a nearly continuous canopy at maturity.

Policy LU-2.7.7: Street trees should be pruned to have a high enough branching pattern and canopy—generally thirteen (13) feet or higher—so that tree branches do not conflict with truck and bus access or obscure commercial signage in commercial areas. Lower branching heights may be appropriate in open space areas and internal alleys.

Policy LU-2.7.8: To ensure long-term health and compatibility with pre-existing vegetation, street tree species should be drought-tolerant, locally adapted species that require little maintenance.

Policy LU-2.7.9: Street trees shall be consistent with the City of San Diego Street Tree Selection Guide (rev. 2012).

Urban Design Guidelines

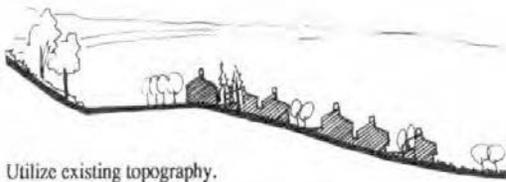
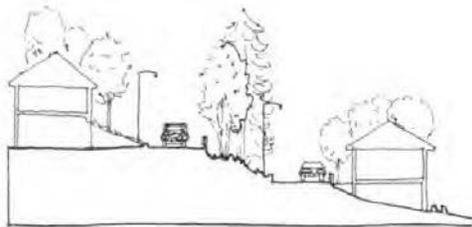
The Euclid and Market area continues to prosper as the village “heart” of Encanto. As it develops, it is important to guide that growth with design guidelines that preserve and enhance the quality and character of the community. These guidelines illustrate the main elements of design that are necessary to support land use and mobility goals in the study area. The primary goals of the guidelines are to:

- Remove the barriers that currently inhibit and discourage greater connectivity for pedestrians, cyclists and transit riders;
- Encourage design that contributes to a high quality, safe, and attractive environment;
- Enhance a building’s relationship to the street and its connection with the area’s creeks and canyons; and
- Provide shared open spaces and amenities both within and between developments.

Urban design guidelines that apply generally to the entire project area are presented first, followed by land use-specific guidelines that are color-coded to match the land use map. The guidelines included in both sections are not intended to cover every aspect of design, but touch on the most important values expressed by the community. Also, in order to make the most of the work of previous plans, many guidelines in this document were developed, carried over and edited from plans and documents that currently exist for the area. These are referenced in the Existing Conditions Report (Appendix B).

General Guidelines

The following guidelines apply to all of the land use designations. Specific guidelines for each land use designation follow this section. These guidelines are not intended to cover every aspect of design, but touch on common values expressed by the community and in existing planning documents for the area.



ADAPTATION TO TOPOGRAPHY & LANDSCAPE

Policy: UD-2.1 Adapt development to the hillsides and landscapes that characterize the community and contribute to its distinct sense of place.

Guideline UD-2.1.1

Design buildings and development to complement their natural landscape and follow the slope of hillsides, canyons and creeks with terraces, steps and multi-level landscapes and structures, rather than with expansive retaining walls and large flat areas.

Guideline UD-2.1.2

Consider views into and from sloping areas. The treatment of rooftops should be varied on sloping sites, rather than consisting of extended horizontal lines. Rooflines should be used to emphasize the variety in shape and flowing character of the hillside instead of masking it.

Guideline UD-2.1.3

Minimize the requirement for tall retaining walls and/or extensive cut and fill. Structures should minimize the use of continuous footings and follow the natural slope of the land.

PEDESTRIAN ENVIRONMENT PARKING & MOBILITY

Policy: UD-2.2 Integrate convenient, secure and accessible parking areas for bicycles and cars within the development in a way that does not overwhelm or conflict with pedestrian circulation and residential areas.

Guideline UD-2.2.1

Require all developments exceeding 3 acres 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. Discourage the use of the parking area as primary circulation within and around the property.

Guideline UD-2.2.2

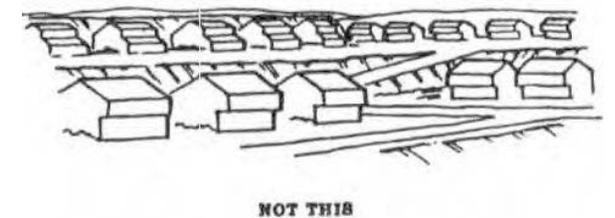
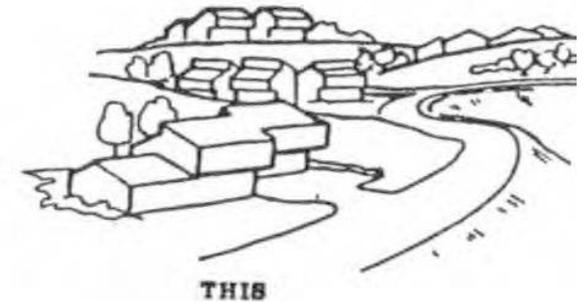
Minimize the visual impact of parking areas on the surrounding neighborhood. Locate parking areas in the development’s interior and not along street frontages.

Guideline UD-2.2.3

Minimize cross circulation between vehicles and pedestrians to prevent potential conflicts.

Guideline UD-2.2.4

Minimize driveway openings and curb-cuts along street frontages so as not to disrupt pedestrian movement.



Design structures to fit existing slopes.

Policy: UD-2.3 Reduce automobile dependency and support alternative modes of transportation by providing adequate and convenient bicycle parking and storage, orienting development toward transit services, and making the pedestrian environment comfortable and inviting.

Guideline UD-2.3.1

Integrate existing and proposed transit stops and stations into the project design.

Guideline UD-2.3.2

Provide direct pedestrian connections to transit, and orient buildings to transit areas. Consideration should be given to convenience and comfort factors for residents, such as direct barrier-free access, widened sidewalks, shaded seating opportunities, and weather protection near public transit stops.

Guideline UD-2.3.3

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

Guideline UD-2.3.4

Design alleys within a development to accommodate pedestrian use as well as vehicular/ bike use (through the provision of specialty paving, landscaping, shade structures, seating areas and other enhancements).

Guideline UD-2.3.5

Discourage above ground utility placement in the pedestrian path of travel.

Guideline UD-2.3.6

Encourage underground utilities to reduce visual blight.



THIS

Parking is located to the rear of the site with buildings fronting the street and clear pedestrian paths to parking.



Accentuate building entrances with changes in grade, color and detailing.



NOT THIS

Parking overwhelms the street front and the building is set back from the street, discouraging pedestrian access.



Design buildings to be fully integrated with transit stops and provide pedestrian seating areas with furnishings, bike parking, landscape and art.

LIGHTING

Policy: UD-2.4 Install adequate and sufficient lighting throughout the area for added safety, visibility and comfort.

Guideline UD-2.4.1

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

Guideline UD-2.4.2

Limit the amount of nighttime light that is projected upward and beyond the site, and direct light into high-traffic areas of the development.

Guideline UD-2.4.3

Use lighting to highlight and celebrate street corners and gateway areas.



Pedestrian scaled lighting.

SIGNAGE

Policy: UD-2.5 Design high quality signage that contributes to community identity, improves wayfinding, and is highly visible and legible.

Guideline UD-2.5.1

Require all signs within and around a development to be high quality, professionally designed, and creative symbols of community identity.

Guideline UD-2.5.2

Provide clear, legible building signage to identify the development and improve wayfinding and circulation. A directory/ map that shows the location of buildings and individual dwelling units within the development is encouraged.

Guideline UD-2.5.3

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

SAFETY

Policy: UD-2.6-A Encourage self-policing and discourage crime by incorporating Crime Prevention Through Environmental Design (CPTED) strategies into building and site design.

Guideline UD-2.6.1

Use the concept of *natural surveillance*, or “eyes on the street,” by incorporating design features that maximize the visibility of people, parking, open space, circulation and building entrances.

- Locate all front doors and windows to face and be visible from the street.
- Design children’s play areas and communal areas to be visible from as many dwelling units as possible.
- Provide direct, convenient access from ground level spaces and dwelling units to the communal play area.

Guideline UD-2.6.2

Use the concept of *territorial reinforcement* by promoting features such as landscape plantings, paving designs, and gateway treatments that define property lines and distinguish private space from public space. Establish a hierarchy of spaces and clearly defined ‘territories’ within and around the development.

Guideline UD-2.6.3

Use the concept of *natural access control* by designing streets, walkways, building entrances, and development entries to clearly indicate public routes and to discourage access to private areas. Use landscape plantings to establish a barrier adjacent to ground level residential units.

Guideline UD-2.6.4

Use the concept of *target hardening* by promoting features that reduce “penetrability” and prevent entry or access to those who do not belong there.



Provide “Eyes on the Street,” controlled access and transitions between public and private spaces.

Policy: UD-2.6-B Design buildings and the spaces around them to encourage residents to take ownership of their neighborhood and contribute to building a sense of community, forming partnerships, and keeping their neighborhood safe.

Guideline UD-2.6.5

Emphasize each dwelling unit's entry and differentiate it through architectural elements such as porches, stoops, or roof canopies, and detailing such as paint color, trim, materials, or awnings. Offer opportunities for residents to personalize their entry by providing floor space or a wide ledge for potted plants.

Guideline UD-2.6.6

Use visually penetrable materials, such as wrought iron or tubular steel, for front yard fences and gates. Chain link fencing is prohibited.



Provide opportunities for residents to personalize their front entrance.

SITE DESIGN, BUILDING PLACEMENT & ORIENTATION

Policy: UD-2.7 Create a community that is orderly, visually pleasing, and contributes to its context through the arrangement of buildings, open space, parking and circulation.

Guideline UD-2.7.1

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

Guideline UD-2.7.2

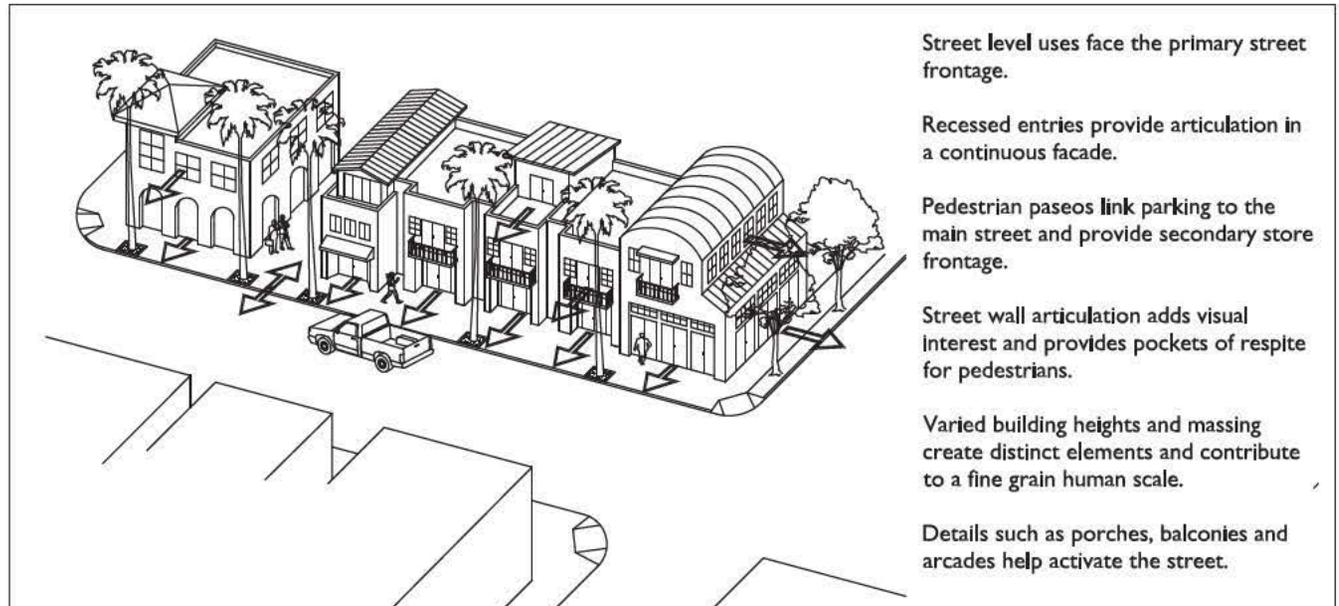
Create well-defined open spaces and common areas through building form. Arrange building spaces and dwelling units around a central, common and usable open space. For example, buildings can be clustered around courtyards, greenways, and plazas, or form the edge of a trail, creek or canyon.

Guideline UD-2.7.3

Site and orient buildings to take advantage of natural daylight and prevailing breezes for increased cross ventilation and to reduce heat gain and minimize cooling loads.



Use building siting and orientation to define and provide natural surveillance of open space areas.



Street level uses face the primary street 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 fronting the street.

Guideline UD-2.7.4

Increase access to views, open space, and other amenities from all occupied spaces and dwelling units. Provide pedestrian access to shared open space areas and corridors for all building occupants.

Guideline UD-2.7.5

Provide private open space (such as a yard, patio or balcony) that is visible and accessible from the inside of all dwelling units.

Guideline UD-2.7.6

Limit the amount of site grading proposed in order to protect the rich natural resources of the Southeastern Community (such as its creeks, canyons, trails, rolling topography, and spectacular views). Preserve the natural drainage patterns and existing native landscape of the site.

Guideline UD-2.7.7

Limit the amount of site paving; provide paving material that stays cool and allows water to filter through the soil; increase landscaped areas;

and provide shade throughout the site in order to reduce ambient temperatures and solar heat gain on constructed surfaces.

BUILDING COMPATIBILITY, CONTEXT & TRANSITIONS

Policy: UD-2.8-A Arrange buildings, open space, parking and circulation in a way that respects the context of the existing neighborhood, reflects its best design features, and generally is compatible with the character of existing high quality development.

Guideline UD-2.8.1

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. Abrupt differences in scale are to be avoided.

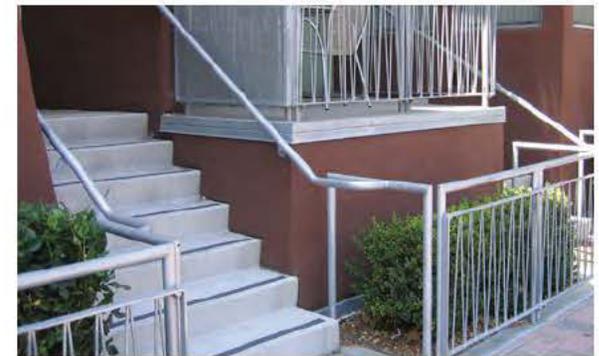
Guideline UD-2.8.2

Integrate new development with existing

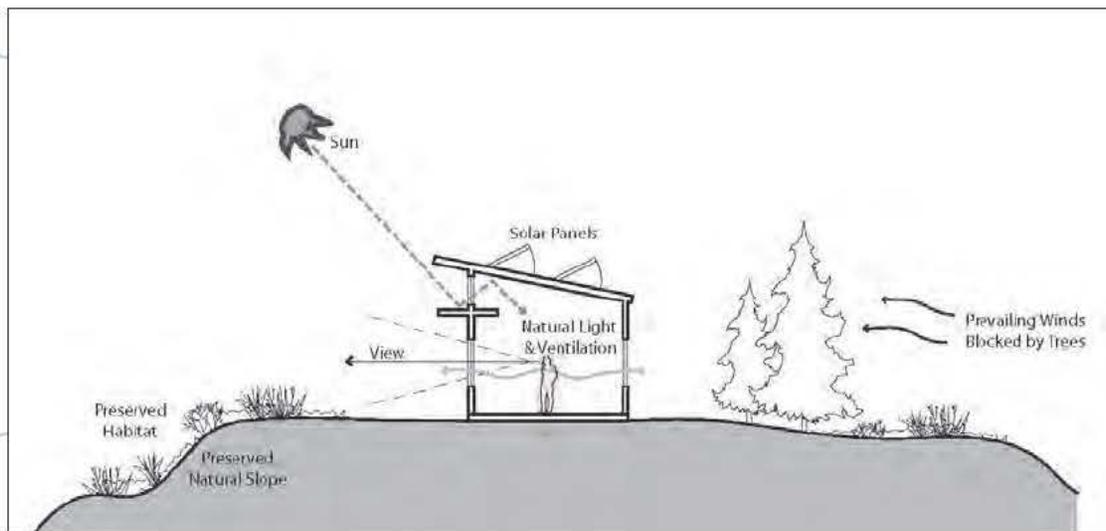
street and sidewalk patterns and adjacent development. Prohibit developments designed as an enclave or complex apart from the neighborhood.

Guideline UD-2.8.3

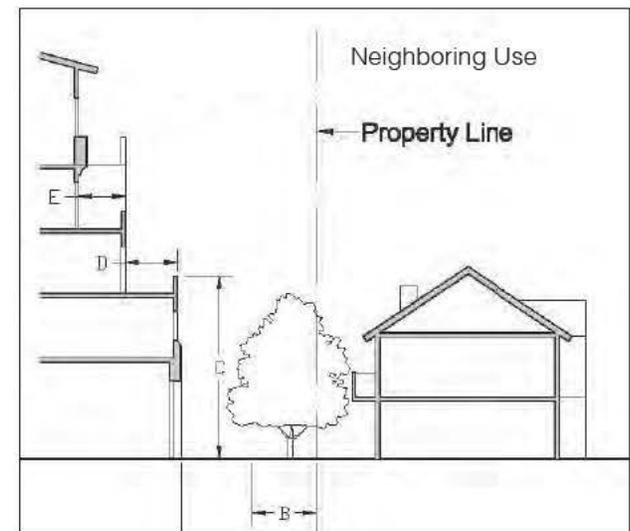
Clearly differentiate public and private areas, and residential and non-residential uses, with separate building entrances, building and landscape design features, building separations, access control or a change in levels and materials.



Stoops, balconies and landscape provide buffers to the street.



Building design should follow sustainable design principles, such as access to natural light and ventilation, orientation to views, preservation of habitat and adaptation to slopes and natural open space.



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



Provide rooftop gardens where possible.



Provide continuous street improvements and landscaping.

Guideline UD-2.9.6

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.

Guideline UD-2.9.7

Where possible, 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.

Guideline UD-2.9.8

Use streetscape elements, including kiosks, walkways, street furniture, street lighting and signage to enhance the appearance and function of commercial developments.

Guideline UD-2.9.9

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.

Guideline UD-2.9.10

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

QUALITY, DURABILITY, MATERIALS & COLORS

Policy: UD-2.10 Treat materials and color as important design elements that are applied thoughtfully and consistently, resulting in durable and high-quality developments.

Guideline UD-2.10.1

Build with high-quality and durable building materials to minimize the replacement costs and construction waste that result from constructions and periodic renovations.

Guideline UD-2.10.2

Where possible, reuse existing site building materials, 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).

Guideline UD-2.10.3

Use color as an important design element in the

development's appearance. The predominant colors for main buildings and accessory structures should be limited, should match, and should be generally consistent with an overall color theme for the development. Compatible accent colors are encouraged to enhance important building elements.

Guideline UD-2.10.4

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.

Guideline UD-2.10.5

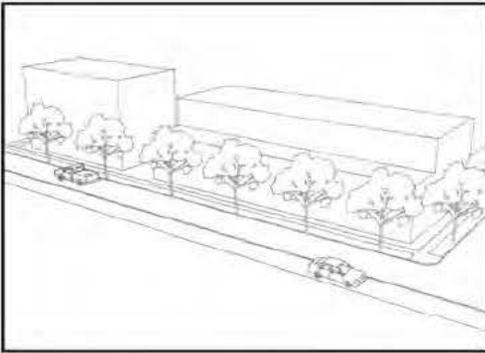
Use natural materials, such as brick and stone, for front yard retaining walls. If poured-in-place concrete is used, it should be treated with a decorative pattern or an exposed aggregate finish. Penetrable fencing material, such as wrought iron, may be used in combination with retaining walls in front yards.

Guideline UD-2.10.6

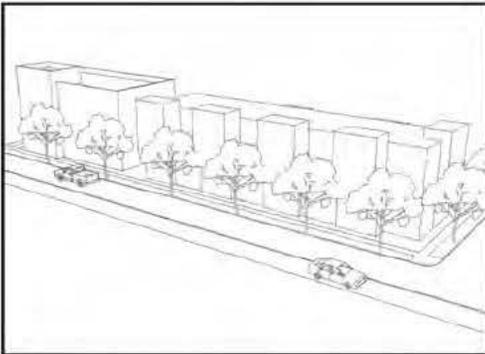
Treat all publicly visible facades of a building equally in terms of materials, colors, and design details. The building should have a finished' appearance on all visible sides.



Use natural materials for retaining walls, raised planters and building base materials.



Scale: The scale of a building can be reduced by breaking up the project into two or more buildings and by stepping back upper levels.



Massing: The massing and bulk of a building can be reduced by establishing a pattern of smaller forms that help identify individual townhomes or dwelling units.



Articulation: The character of a building can be better articulated by coordinating window locations and sizes with the massing.

BUILDING FORM, CHARACTER, SCALE & ARTICULATION

Policy: UD-2.11 Address neighborhood context through building form, character, scale and articulation, that is compatible with the character of the surrounding community.

Guidelines UD-2.11.1

Establish a pattern and hierarchy of building massing and forms to help reduce the visual bulk of the development.

Guidelines UD-2.11.2

Articulate building facades by providing offsets and breaks between dwelling units and town homes, living and sleeping areas, and other building program components.



Break down building massing with a change in materials and forms that define a rhythm of bays and sections of a building.

Guidelines UD-2.11.3

Incorporate smaller-scale architectural elements, such as bay windows, porches, projecting eaves, awnings, and similar elements, to add visual interest and reduce the scale and mass of buildings.

Guidelines UD-2.11.4

Encourage variable or stepped building heights, both to provide visual interest and give the appearance of a collection of smaller structures. Create transitions in building height, rather than abrupt changes in height, particularly where a development abuts single-family residential areas.



Step back upper stories of a building to diminish the appearance of height on the street.

Guidelines UD-2.11.5

Avoid boxy and monotonous facades that lack human scale dimensions and have large expanses of flat wall planes.

COMMUNITY FACILITIES & AMENITIES

Policy: UD-2.12 Provide community facilities and amenities that are shared by both tenants and the larger community, bring people together, and encourage a pride of place and build community.

Guideline UD-2.12.1

Consider offering on-site community facilities, such as gyms, day care centers or learning centers, for use by the larger community as well as by the development's residents or tenants, wherever possible.

Guideline UD-2.12.2

Incorporate informal outdoor gathering areas and pedestrian nodes that can function as community gathering spaces into the overall site design of a project. These areas should relate to the development's common facilities, such as the play areas, courtyards, barbecue area, and community buildings.

Guideline UD-2.12.3

Connect open space areas of varying shapes, appearance and uses within and between developments.

Guideline UD-2.12.4

Locate community facilities and amenities next to proposed and existing transit and open space to enhance their access and visibility and to allow them to become focal points of the development.

Guideline UD-2.12.5

Where possible and permitted by governing codes and regulations, developments that are adjacent to natural open space should provide multi-use trails for hiking, bicycling, jogging, and other uses so that residents have access to and can appreciate the open space.

Guideline UD-2.12.6

Provide outdoor seating areas for passive social activities (such as reading, conversing, or playing chess or dominoes).

PUBLIC ART & CULTURAL EXPRESSION

Policy: UD-2.13 Make public art and cultural amenities a key feature of the buildings, common areas, and open space areas of a project.

Guideline UD-2.13.1

Collaborate with local artists, residents and community members during the design and construction of the project to integrate art into development projects.

Guideline UD-2.13.2

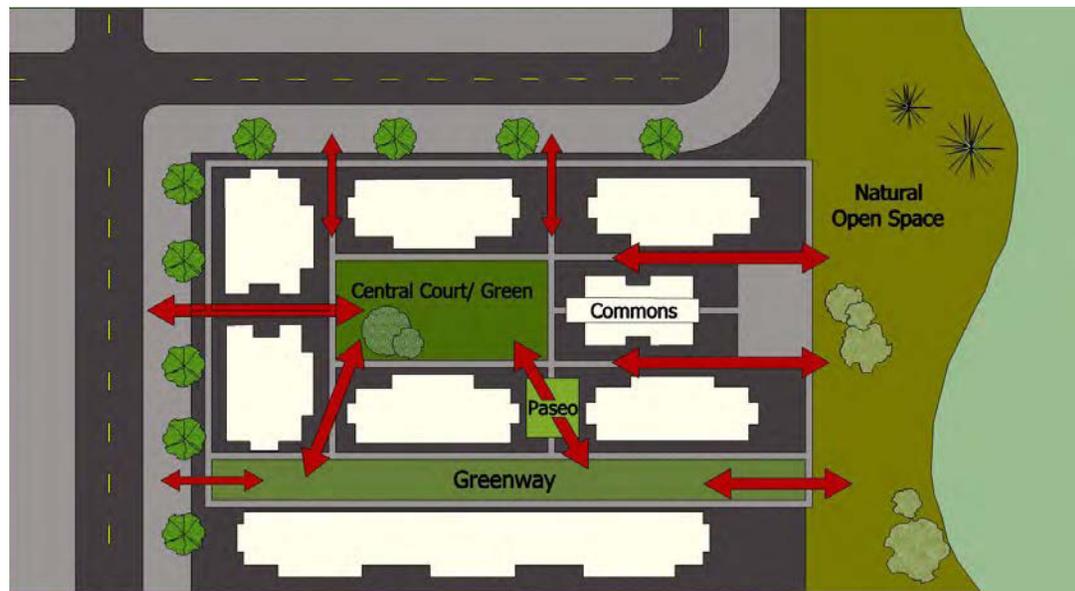
Install art at critical "gateway" intersections in the community to serve as an expression of community identity and pride.

Guideline UD-2.13.3

Include opportunities for street art, especially around transit stops and key intersections in the community.



Encourage art that expresses community pride and history.



Connect open space areas within and between projects.

Low - Medium Residential

(10 - 14 du/ac) 13.7 Acres

The Low-Medium Residential designation is primarily applied to existing residential areas clustered around the intersection of 47th and Euclid, and south of Market near Stevens Way. These areas are unlikely to redevelop from their current uses and will retain the existing form and scale of the neighborhood with density to support mobility goals.

Low-Medium Residential allows for an almost equal mix of single-family, town home and multi-family units. This combination of residential types supports a fine-grain, pedestrian scale. Town homes or row homes may be clustered in groups of 4 to 6 units. Town homes may range from 1 to 2 stories in height and from 10 to 14 units per acre. Parking is integrated into the ground-floor of the units in individually secured garages. Garages are accessed from the rear of the site.

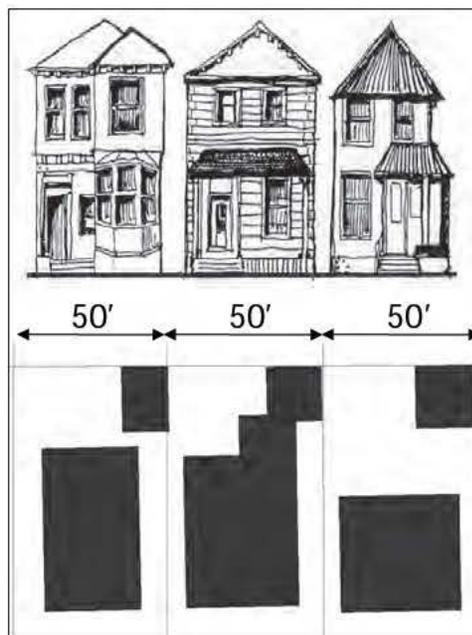


Examples of Low-Medium Residential

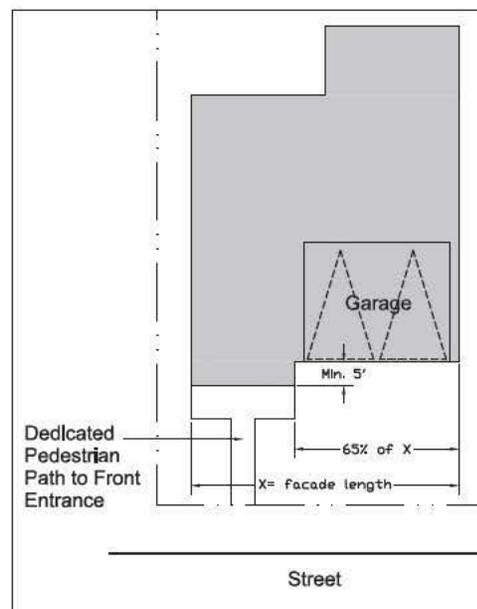


Guidelines Specific to Low-Medium Residential

1. Break down the scale and form of low-medium residential projects to follow the fine-grain, small-lot width patterns prevalent in the surrounding single-family residential areas.
2. Avoid combining access to dwelling units with vehicular drive aisles or driveways.
3. Provide each individual ground level unit with its own private walkway to the front door.
4. Design carports, garages, and accessory structures as an integral part of the development's architecture. They shall be similar in material, color, and detail to the main buildings of the development.
5. Incorporate landscape and architectural detailing around garage doors that is consistent with the overall development's architectural design.
6. Include patterned garage doors, painted trim, or varied garage door colors to provide visual interest and avoid an identical, monotonous appearance.
7. Support the construction of "granny flats" or accessory units in low density residential neighborhoods. These should be well-designed to fit in with the single-family neighborhood character of the area.
 - Limit their size to no greater than 50% of the primary residence
 - Locate the unit in the rear of the site where it is recessed from view
 - Provide a dedicated and separate entrance and pedestrian path to the unit
 - Share parking access with the primary residence
 - Match the architectural style, building materials and colors of the primary residence



Follow the small lot patterns that are prevalent in the area.



Set back the garage from the main building entrance and provide a dedicated pedestrian path to the front door.



Medium Residential

(15-29 du/ac) 22 Acres

Medium Residential is applied to existing residential areas at the periphery of the study area, including south and west of the intersection of 47th and Euclid, south of Chollas Creek east of Euclid, and on either side of Euclid south of Market and the Community Village core. This designation provides a step down in density from the Community Village areas and a mid-range of density that will provide a suitable transition to the existing residential neighborhoods. The mid-range density of 15-29 du/acre will provide strong support for mobility goals as many of these locations are in close proximity to the trolley stations.

Medium Residential is comprised primarily of town homes and garden apartments/condominiums, with some opportunities for small-lot, town homes. Medium Residential buildings may be 3 to 5 stories in height and organized around a central courtyard with individual or collective open space amenities for building residents to use. Parking includes a mixture of garages and surface spaces. Parking spaces should be individually secured and accessed from the rear of the site or a central, landscaped drive court.



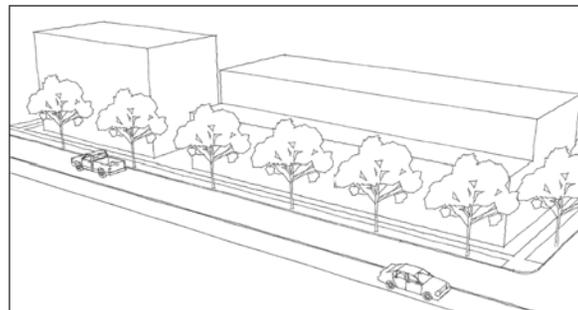
Examples of Medium Residential



Guidelines Specific to Medium Residential

1. Establish a gateway at Euclid and Imperial by incorporating the following in the building design:
 - Distinct building forms
 - Accentuated building corners and frontages
 - Dedicated entry court, public plaza, public art
 - Unique building signs, landscape features
2. Break down the scale and form of buildings with upper story step backs and modulated facades.
3. Locate stairs in an area that is central to the units served and visible from as many units as possible.
4. Provide pedestrian access to adjacent commercial properties designated as Community Village, where possible.
5. Orient buildings, common open spaces and dwelling units toward the trolley corridor, treating it as an amenity.
6. Step back residential uses from parking, placing sun decks and balconies above garage entrances, and/or recessing the garage doors.
7. 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.
8. Provide a landscape setback and buffer between the trolley corridor and residential to mitigate noise and other potential nuisances.

9. Build a landscape buffer and setback between residential and commercial properties in lieu of tall walls or fences.
10. Provide landscape buffers between drive aisles, parking areas, pedestrian walkways, residential units and communal areas.
11. Cover surface parking areas with carports, solar panels, trellis structures or other canopy, shading devices.
12. Prohibit blank walls with rows of garage doors that face the public street.
13. Provide private storage space for each dwelling unit in multi-family residential buildings.



Stepping back upper stories helps reduce the scale and bulk of the building and provides opportunities for decks.



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



A sense of gateway can be accomplished through buildings placed at the corners and designed to address the intersection.



Properties along the trolley corridor should face the trolley and treat the trolley as an amenity.

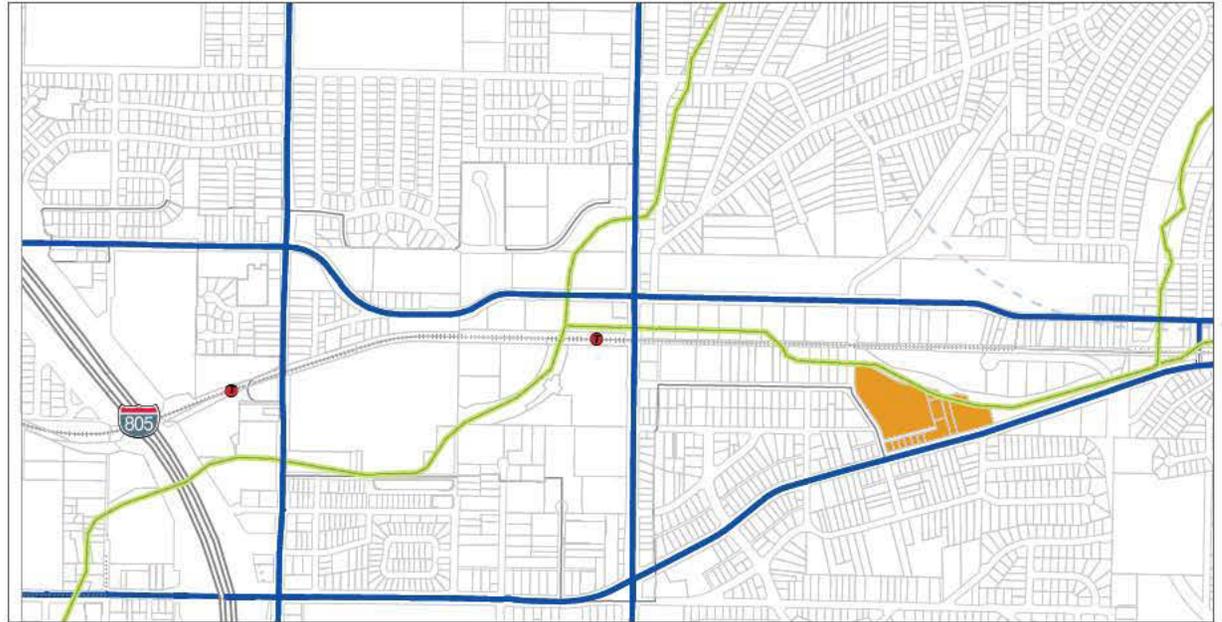


Softening the impact of garage doors with landscape and architectural treatments.

Medium - High Residential (30-44 du/ac) 8 Acres

Medium-High Residential uses are proposed between Imperial Avenue and Chollas Creek east of Euclid. These residential areas will support the mixed-use villages within suitable range for walking and biking to transit and shopping, while proximity to Chollas Creek and open space will provide an attractive amenity for area residents. A density range of 30-44 du/acre will yield a density supporting community housing needs and mobility goals.

Medium-High Residential supports compact and compatible condominium/apartment buildings that are 3 to 5 stories in height. Buildings are typically designed with single or double-loaded access corridors. Parking should be integrated into the ground level of the development or below grade, in individually secured garages. Community amenities, such as a gym, bbq deck, playground or computer lab are an integral part of the development. Private and shared open space is provided and a key component of the design.



Examples of Medium-High Residential



Guidelines Specific to Medium-High Residential

1. Large, visually prominent projects should provide a variety of structures, a diversity of building types and environments, and range of housing costs.
2. Step back the upper floors of multi-family buildings to offer ample opportunities for sun decks.
3. Facilitate pedestrian access from residential development to the Valencia Business Park and Post Office. Discourage any development that walls itself off from the Valencia Business Park area.
4. All residential buildings should provide controlled and secured access to the building, parking and development.
5. Locate a building's lobby, stairwells and elevators in an area that is central to the dwelling units served and visible from the street and as many units as possible.
6. Arrange residential dwelling units around a central, common, and usable open space.
7. Orient buildings, common open spaces and dwelling units toward the creek, treating it as an amenity.
8. Wrap the street sides of structured parking with livable spaces and building entrances to mask the parking and place more active uses on the street.
9. Provide transition buffers between the podium lid of structured parking and the residential above. This can be accomplished through upper story setbacks, landscape, and changes in materials.
10. Provide landscaped areas between and around garages, tuck-under parking and underground parking entrances, including a few large areas to accommodate trees.
11. Provide private storage space for each dwelling unit in multi-family residential buildings. Its location should be either inside the building garage or dwelling unit, or outside and immediately adjacent to the unit.



Wrap parking garages with active uses, such as housing and retail.



Orient buildings to shared open space amenities.

Neighborhood Commercial

(0-29 du/ac) 1 Acre

Neighborhood Commercial uses are located at the intersection of Euclid and Imperial Avenues. This land use designation is intended to support neighborhood-scaled retail with the potential for residential above, and represents a step down in density and intensity from the Community Village and Community Commercial uses that can achieve a similar mixed-use "village" environment. Commercial uses are intended to serve a smaller radius than Community Village. A density range of 0-29 du/acre has the potential to support transit and mobility goals.

Neighborhood Commercial provides for small-scale, pedestrian-oriented commercial development that primarily serves local neighborhood uses, such as retail, service, civic, and office uses. Horizontal or vertical residential mixed-use is also permitted and retail typically occurs at key street corners within a predominantly residential area. Buildings are typically 1- to 2-stories with ground floor retail and potential for upper floor office and multi-family as supportive uses. A traditional "corner store" character is encouraged with active storefronts, outdoor seating and pedestrian-oriented design.



Examples of Neighborhood Commercial



Guidelines Specific to Neighborhood Commercial

1. Create an iconic gateway at the intersection of Euclid and Imperial.
 - Accentuate the street and building corners
 - Incorporate distinct architectural features that reference the triangular shape of the corner
 - Provide a change in materials, a corner plaza or entry feature
 - Increase the overall building height at the corners
2. Relate the building design to the proposed transit plaza at the southwest corner of Euclid & Imperial.
3. Maintain a low-rise, pedestrian scale of development that is compatible with neighborhood-serving, convenience retail uses.
4. Provide setbacks, landscape buffers and transitions in building height and mass where the development meets adjacent church and residential properties.
5. Offer pedestrian access to commercial and retail, with individual entries provided for each tenant directly off the street and/or through an entry plaza.
6. Provide pedestrian links or "paseos" from plazas and streets back to parking areas. Pedestrians should not be required to cross parking lots to access storefronts or commercial areas of a mixed-use development.
7. Use consistent storefront design, materials & colors to complement the overall architectural style and character of the development (see Community Commercial).

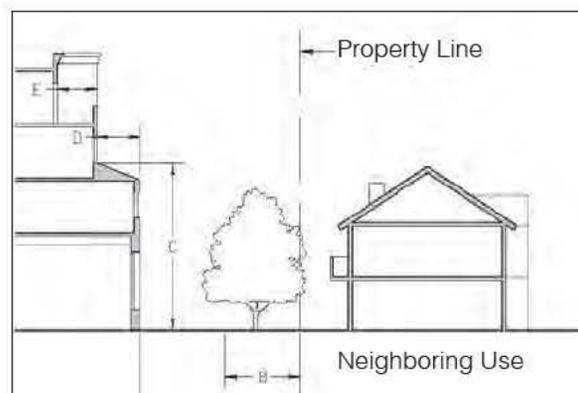
8. Minimize the impact of service areas, truck traffic, deliveries, and staging on the residential portion of the development. This can be accomplished with screening, by providing separate access to parking and staging areas, or by establishing clear rules of operation for the joint use of these areas.
9. Discourage taking truck access directly off Imperial and Euclid Avenues and use alleys and side streets where possible.
10. Pay special attention to the design and placement of signs at the corners of Euclid and Imperial Avenues, as these can and should be significant gateway features.
11. Provide a minimum 15-foot floor-to-floor height at the first level of a vertical mixed-use development to accommodate a variety of uses and flexible commercial space arrangements.
12. Where a single-story commercial development is proposed, provide a minimum overall building height of 20-feet to help mark the corner and make a significant statement on the street.



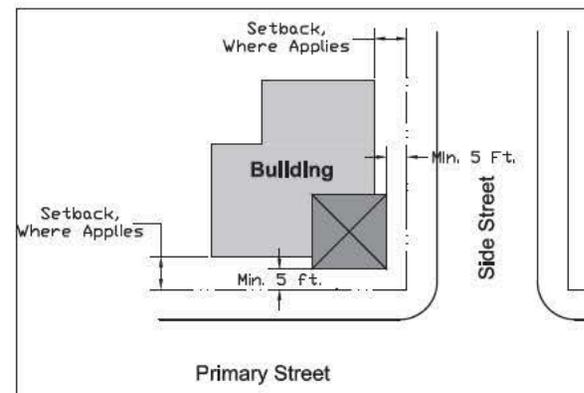
Typical intersection in the project area.



Potential built-up intersection with commercial mixed-use that addresses the street corner.



Provide upper story setbacks to transition from commercial to residential or civic uses.

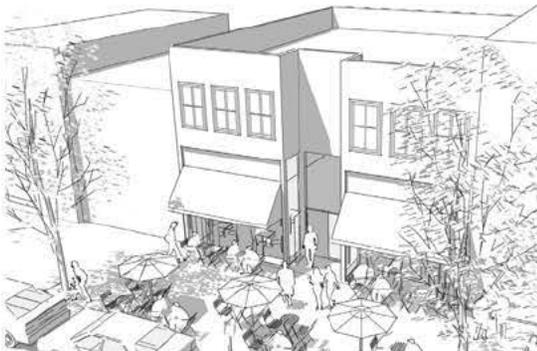


Establish a presence at prominent street intersections by building up to the sidewalk at building and street corners.

Community Commercial (0-44 du/ac) 22 Acres

The Community Commercial Land Use designation is applied primarily to the 47th and Market Street intersection and the Market Street corridor as it extends east and west from this intersection. The Community Commercial designation allows for residential as well as larger format retail that will serve the community at large. The designation is geared primarily towards commercial uses, however, residential, office, public, and community gathering spaces are also allowed, but not required. A density range of 0-44 du/acre will accommodate residential densities that would support transit, in addition to smaller-scaled residential developments, that the market may encourage. Much of this land use area is within a 5-minute walk of a trolley station.

Buildings up to 3 stories in height are supported by this designation. A traditional "Main Street" character is encouraged with active storefronts, outdoor seating and pedestrian-oriented design.

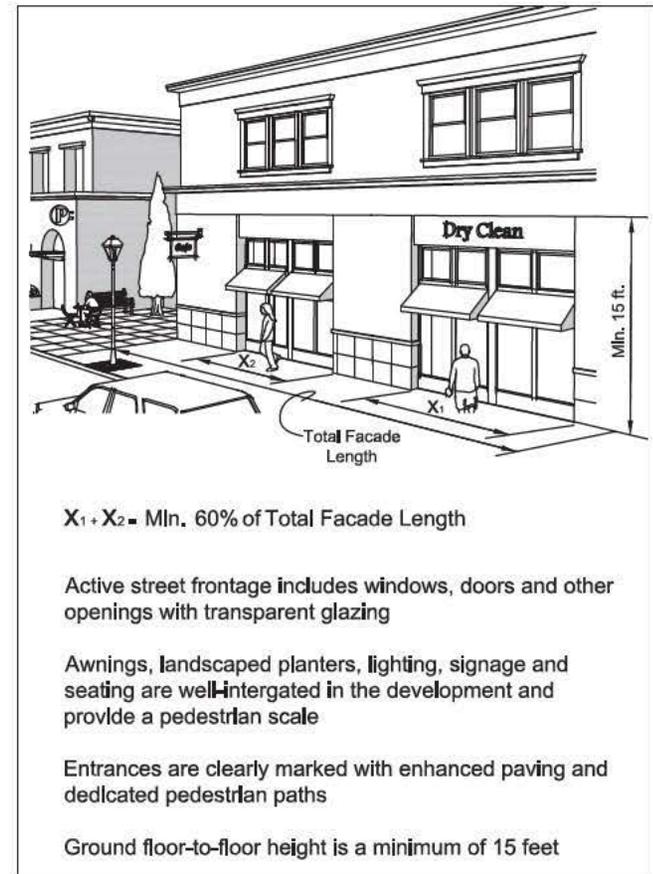


Examples of Community Commercial



Guidelines Specific to Community Commercial

1. Create iconic gateways at the two key intersections of 47th and Market and Euclid and Market
 - Accentuate the street and building corners
 - Incorporate distinct architectural features
 - Provide a change in materials, a corner plaza or entry feature
 - Increase the overall building height at the corners
2. Design buildings and development to follow the slope of hillsides, canyons and creeks, with terraces, steps and multi-level landscapes and structures.
3. Discourage the use of extensive retaining walls and mass grading for properties with steep slopes.
4. Consider 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.
5. Discourage use of the parking area as primary circulation within and around the property.
6. Limit perimeter walls around commercial sites to establish a better physical connection between commercial and mixed-use developments and the residential neighborhoods to the North.
7. Provide direct access from dead-end cul-de-sac streets, alleys, and neighboring properties, where possible.
8. Offer pedestrian access to commercial and retail, with individual entries provided for each tenant directly off the street and/or through an entry plaza.
9. Provide pedestrian links or “paseos” from plazas and streets back to parking areas.
10. Discourage taking truck access directly off Market Street, 47th Street and Euclid Avenue and use alleys and side streets where possible.
11. Locate high-traffic areas of a mixed-use development adjacent to non-residential uses, such as Community Village or Business Park.
12. Pay special attention to the design and placement of signs at the corners of Euclid, 47th and Market Avenues, as these can and should be significant gateway features.
13. Provide a minimum 15-foot floor-to-floor height at the first level of a vertical mixed-use development to accommodate a variety of uses and flexible commercial space arrangements.
14. Where a single-story commercial development is proposed, provide a minimum overall building height of 20-feet to help mark the corner and make a significant statement on the street.
15. Establish a continuous and consistent storefront presence along Market Street and 47th Street, with an active frontage of shops, services, office and civic uses that together create a “Main Street” environment.



An example of a two-story Target Store that addresses the street.

Community Village (30-74 du/ac) 79 Acres

The Community Village Land Use designation is applied to the core of the study area. The Village designation will support the use of transit and allow for residential as well as a variety of retail sizes that will serve the community at large. The underlying zoning will ensure that an appropriate mix and siting of residential, commercial/ office, public and civic uses, and community gathering spaces are achieved. A density range of 30-74 du/acre is applied in order to accommodate higher density residential development that will support transit. The majority of this land use is within a 5-minute walk of a trolley station.

The Community Village designation encourages community-wide retail and mixed-use development that occurs at critical activity centers. Buildings are typically medium-scaled and integrated into a mixed-use development; ranging from 3 to 5 stories in height. This type of development accommodates medium-scale retail, housing, office, civic and entertainment uses, grocery stores, drug stores and supporting uses, such as small-scale hotels, assembly spaces and offices.



Examples of Community Village



Guidelines Specific to Community Village

1. Create an iconic gateway at the key intersection of Euclid and Market
 - Accentuate the street and building corners
 - Incorporate distinct architectural features
 - Provide a change in materials, a corner plaza or entry feature
 - Increase the overall building height at the corners
2. Consider 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 .
3. Terrace development down toward the creek and trolley corridor by providing upper-level step backs and decks, landscaped terraces and patios .
4. Maximize the interface, views and access to the Chollas Creek and its surrounding landscape by orienting development toward the creek, providing pedestrian connections to the creek and incorporating the creek into developments as an amenity.
5. Orient buildings and shared open spaces toward the trolley corridor, providing active uses next to transit, “eyes on the trolley,” and a positive relationship between mixed-use development and transit.
6. Integrate resting and waiting areas into new mixed-use developments, linking these with plazas, trails, paths and transit-serving retail offered within and around the development.
7. Control access to residential areas in mixed-use developments through the use of separate entry gates and doors, electronic key access, or other access control mechanisms.
8. Allow new development in the Community Village zone to bridge Market Street with Market Creek Plaza and beyond, both through physical connections (such as pedestrian paths, bridges or paseos) and complementary and reinforcing land uses (such as offices, grocery or drug stores, hotels and multi-family residential).
9. Offer pedestrian access to commercial and retail, with individual entries provided for each tenant directly off the street and/or through an entry plaza.
10. Provide pedestrian links or “paseos” from plazas and streets back to parking areas. Pedestrians should not be required to cross parking lots to access storefronts or commercial areas of a mixed-use development.
11. Establish a continuous and consistent storefront presence along Market Street and 47th Street, with an active frontage of shops, services, office and civic uses that together create a “Main Street” environment (see community commercial for additional storefront design guidelines).
12. Minimize the impact of service areas and truck traffic, deliveries, and staging on the residential areas of the development. This can be accomplished with screening, by providing separate access to parking and staging areas, or by establishing clear rules of operation for the joint use of these areas.
13. Discourage taking truck access directly off Market, 47th, Guymon and Euclid and use alleys and side streets where possible.
14. Locate high-traffic areas of a mixed-use development adjacent to non-residential uses, such as Community Commercial or Business Park.
15. Pay special attention to the design and placement of signs at the corners of Euclid and Market Avenues, as these can and should be significant gateway features.



Transit-oriented commercial faces the trolley with multiple pedestrian connections to the trolley station.



Building corner addresses the street intersection and serves as a gateway element to the neighborhood.

Business Park 20 Acres

The Business Park designation is applied to the current industrial and business uses south of Market and east of Euclid. The "Business Park" designation represents the type and character of employment-generating uses that will both create jobs and a pleasant and safe streetscape environment. Intended uses include office, research and development, and light manufacturing. Storage and distribution will be discouraged to minimize truck traffic. Limited retail will be allowed, to augment commercial uses and serve nearby residential areas, but is not intended as a primary use.

This use is intended for research and development uses and office flex space, as well as light industrial uses. This use accommodates service commercial, such as mechanic shops and also includes light manufacturing, warehousing, storage, distribution, research and development enterprises as well as secondary office space (with limited customer access) and supporting commercial uses for employees on-site.

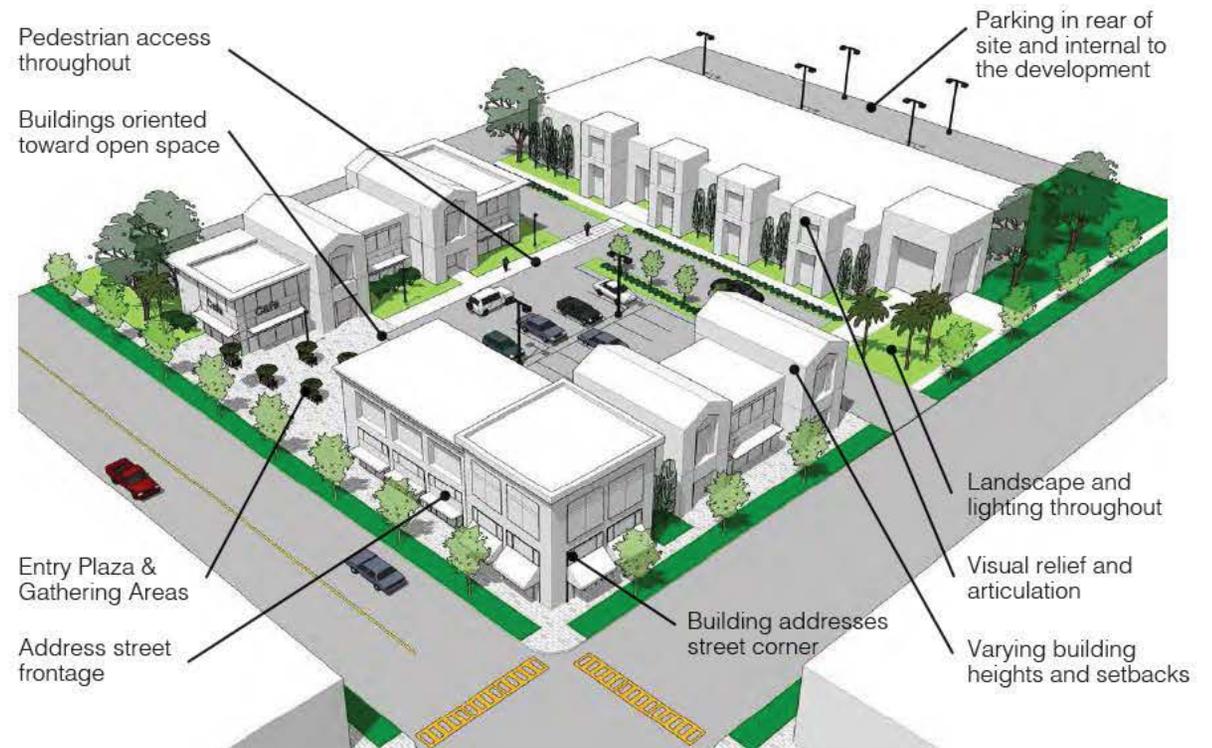


Examples of Business Park



Guidelines Specific to Business Park

1. Create an iconic gateway at Stevens Way and Imperial
 - Accentuate the street and building corners
 - Incorporate distinct architectural features
 - Provide a change in materials, a corner plaza or entry feature
 - Increase the overall building height at the corners
2. Address changes in grade along Market Street creatively to offer direct pedestrian access off Market Street to business park offices and other uses.
3. Consider the opportunity for pedestrian access to the U.S. Post office across the Valencia Business Park.
4. Provide ample, dedicated and landscaped pedestrian connections across parking areas, to building entrances and to the street.
5. Orient and design business park structures around shared outdoor gathering spaces (rather than parking lots) to reinforce a sense of community and improve the quality of life of workers.
6. Design office facilities (whether free standing or related to manufacturing uses) to address the street frontage at a pedestrian scale.
7. Orient and design business park structures and shared outdoor areas to the trolley and creek corridor, seeing this as an open space amenity.
8. Consider the adaptive reuse of existing warehouse buildings in the area for non-industrial uses, such as office or community facilities.
9. Use varying building heights and setbacks to define different functions, such as offices and warehousing.



10. Provide visual relief and articulation of long walls, through breaks in the façade, use of color and/or material changes, applied graphics, or other decorative elements such as plasters or corbels.
11. Contain all heavy work areas of a business park development within an enclosed building area (outdoor commercial/ industrial, such as mechanical yards, are discouraged).
12. Outdoor storage is prohibited (unless adequately screened). The storage area shall be 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.
13. Screen all loading docks and platforms from public view. Loading docks should 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.

14. 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.
15. 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 residential. Wrought iron fencing is preferred to chain-link fencing.
16. Do not provide continuous rows of parking without interruption. Landscaping islands should be provided for every eight parking spaces. Smaller parking areas are encouraged (30 cars or less).

Parks 8 Acres

The Parks designation is applied to two locations: on the City-owned parcel at 47th & Castaña, and north of Guymon at 49th, which serves both existing residential and future village development. The parcel at 47th and Castaña, which includes both sides of Chollas Creek is incorporated into the Chollas Creek concept, which is described in greater detail in Chapter 5 of this plan.

Parks applies to both public and private recreational sites and facilities, including neighborhood parks, recreational centers, and other passive and active open space areas. It will allow for facilities and services to meet the recreational needs of the community as defined by the future Recreation Element.



Examples of Park



Guidelines Specific to Parks

Urban Plazas

1. Encourage building more public squares and broad open areas surrounded by defined physical edges such as buildings, landmarks, and public parks throughout Southeastern.
2. Build urban plazas to improve the pedestrian environment, to serve as a linkage between major activity areas, and to provide quality settings for high use, high capacity activities.
3. Design plazas with a combination of landscape and enhanced hardscape and to be surrounded by special open space or architectural features.
4. Locate urban plazas so that they serve as a buffer and transition area between conflicting land uses.

Parks

5. Orient parks toward residential neighborhoods and schools. Provide positive building frontage along the entire length of parks to ensure “eyes on the public space” and support good interaction between park users and adjacent developments.
6. Provide primary access from public rights of way, and provide full perimeter access for increased surveillance and policing.

Open Space

7. Focus development along creeks and natural canyon open spaces of the Southeastern community, seeing these as an asset and amenity.
8. Limit development that does not respect the natural habitat and environment and causes significant disturbance of soil, topography and natural features.

9. Make the creek and natural open space accessible to residents, transit users and the general public.

Community Facilities

10. Provide facilities that meet the expressed needs of the community, such as sport fields, playgrounds, picnic areas, and jogging trails.
11. Design facilities as cherished symbols of community pride and identity by incorporating art, locating them in prominent areas of the community, and linking them with existing services in the area (such as the Jacobs Center, Elementary Institute of Science, Malcolm X Library, Tubman Chavez Center, Market Creek Plaza and the transit station at Euclid and Market).

Gardens

12. Promote urban food production by building community gardens and private gardens as part of all mixed-use and multi-family developments in the community.
13. Locate gardens close to existing and potential commercial nodes in the community, such as the Market Creek Plaza, the Valencia Business Park and 47th and Market area, to link these to important marketplaces in the community.



Take advantage of sloping hillsides to build terraced plazas and open space.



Provide a central gathering space surrounded by mixed-use retail.



Provide sports fields for active recreation.



Community gardens that are centrally located bring people together.



CHAPTER 3

MOBILITY

Overview

This chapter addresses policies and actions necessary for improving accessibility and mobility within the Euclid + Market study area within three timeframes: short-term (3-5 years), mid-term (5-10 years) and long-term (10-20 years). The plan recommends a “Complete Streets” strategy that will expand mobility for all modes of travel within the study area and serve as a model for surrounding neighborhoods.

Mobility & Complete Streets Theme (the “3 R’s”)

The three key implementation themes emphasized by this complete streets strategy are to resize, reconnect and revitalize the local mobility network:

Resize existing streets to provide space for design elements that enhance access and movement for all modes (e.g., bicycle lanes, pedestrian paths, and on-street parking to facilitate local street-oriented access to land uses).

Reconnect land uses within the study area by providing a complete and inter-connected network of access routes that will overcome local mobility barriers, serve all travel modes, and complement the regional transportation facilities that serve the study area.

Revitalize the streets and paths within the study area in conjunction with land use and urban design strategies that support transit-oriented development.

What is a Complete Street?

Complete Streets is a term for streets that are planned, designed, and operated in a manner that considers the needs of all travelers along a corridor or within a neighborhood, including people of all ages and abilities who are driving, taking public transportation, walking, or riding a bicycle.

- Every street and its environs are different, so the physical design of streets will change in response to the specific needs of the local context. However, in every case ensuring the provision of safe facilities for all users is a core tenet of Complete Streets.

- The Complete Streets concept is known by a number of different names, including *Livable Streets*, *Living Streets*, *Context-Sensitive Streets*, and *Multimodal Streets*. These all address the same essential concept – creating streets and spaces that safely balance the needs of a range of transportation users and enhance the vitality of the surrounding community.

The Complete Streets strategy is integral to achieving the EMLUMP land use and urban design goals, and to implementing the *Chollas Creek Creekside Pathway & Open Space Concept Plan*, which also seeks to improve pedestrian and bicycle connectivity within the study area.

Figure 3.1: Complete Street Comparison

This is a complete street:



Valencia Street, San Francisco, CA: carries over 20,000 daily vehicles and 5,000 daily bicyclists as well as significant pedestrian volumes within an 80-foot wide right-of-way that accommodates on-street parking for motor vehicles and bicyclists. Building entrances are oriented towards sidewalk access, and marked crosswalks are provided at every intersection.

This is not yet a complete street:



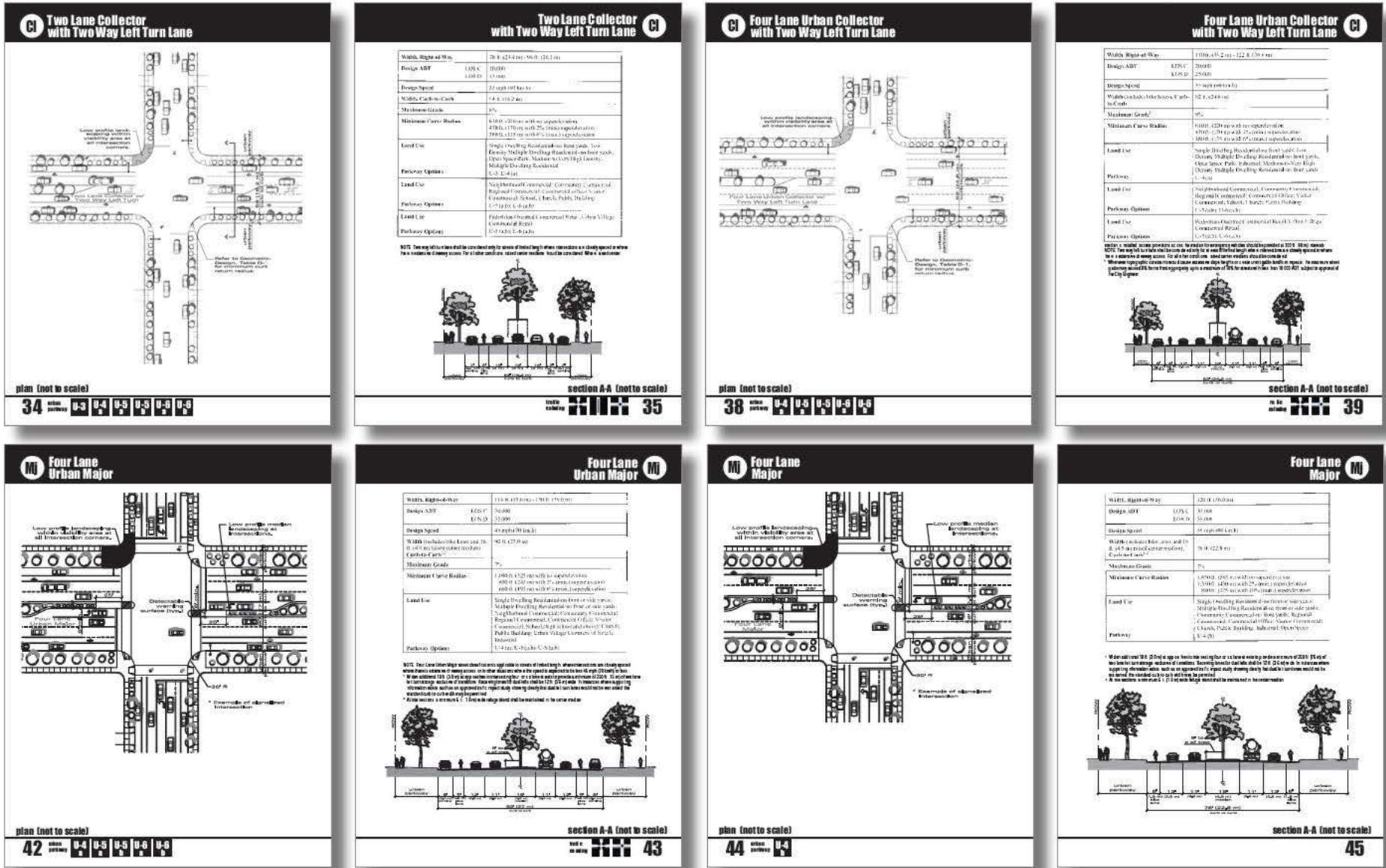
Euclid Avenue carries approximately 22,000 daily vehicles within a 100-foot wide right-of-way. No bicycle lanes are provided, and on-street parking is prohibited on most segments. Building entrances are setback from the street, not oriented to accommodate multi-modal access. Marked crosswalks are not provided at most intersections.

The Complete Streets strategy also complements the street design guidelines set forth in the City of San Diego's Street Design Manual, adopted in 2002. Figure 3.2 provides a sample of applicable

street design guidelines that would apply to streets within the study area (see Mobility Appendix A for more detailed summary sheets).

- The City's Street Design Manual already includes many of the elements that are inherent to the design of "Complete Streets."
- However, since the primary street network that serves the study area was built prior to 1980,

Figure 3.2: San Diego Street Design Manual: Example Treatments



the multi-modal transportation components envisioned by the Street Design Manual are not part of the existing street design. For example:

- No bicycle lanes are provided on Euclid, Market, or 47th within the plan area;
 - There are very few landscape strips or consistent street tree planting between curbs and sidewalks (identified as “urban parkway” treatments in the Street Design Manual);
 - Pedestrian paths are limited to narrow sidewalks, generally directly abutting the motor vehicle travelway on Euclid Avenue.
- In addition, the current planned classification of Market and 47th Streets as “4-Lane Major Streets” also reflects an earlier generation of automobile-centric transportation planning that occurred well before implementation of light-rail service to the study area. The San Diego Street Design Manual specifies that “4-Lane Major Streets” are to be designed to accommodate a 45 mile per hour (mph) design speed, with wider travel lane requirements than “Collector” streets. For that reason, this plan recommends reclassifying Market Street (east of 47th Street) and 47th Street (south of Market Street and north of Imperial) as Collector streets.

San Diego already has excellent Complete Streets guidelines in place. The EMLUMP Mobility recommendations identify the specific improvements to implement complete streets policies within the study area.

Mobility Goals

GOAL 3.1: Overcome Barriers to Local Circulation and Access

- Policy MO-3.1.1: Provide local circulation and multi-modal access improvements that complement the high degree of regional transportation access that is already provided to the study area:
 - Install bicycle lanes on Euclid, Market and 47th Streets.
 - Provide marked crosswalks at least every 600 feet, where feasible, on Euclid, Market and 47th Streets. Such crosswalks should be signalized where provided on Euclid, subject to an engineering study, either with a Pedestrian Hybrid Signal or a standard intersection signal. Signalization of additional crosswalk locations on Market and 47th could also be necessary where pedestrians would need to cross more than two travel lanes.
 - Widen existing sidewalks to at least six feet in width (8-10 feet where feasible) and provide landscape strips (at least six feet in width) with planted street trees between curbs and sidewalks

GOAL 3.2: Prioritize Local Mobility and Access

- Policy MO-3.2.1: Provide bicycle lanes and wider sidewalks **before** adding additional travel lanes to existing streets within the study area.
- Policy MO-3.2.1: Provide a complete network of bicycle lanes and pedestrian paths within the study area **before** investing in an expensive trolley grade-separation project on Euclid Avenue.



Complete Streets provide balanced right-of-way for all modes of travel.



Mobility improvements include elements that improve pedestrian safety.



Bicycle facilities should be included with developments to encourage bicycling for everyday use.



Restriping lanes will increase mobility and safety for all modes.



Reconnecting mobility networks through targeted improvements will encourage increased walking, biking, and transit use.



Improved mobility, land use and urban design recommendations and implementation strategies will support desired revitalization.

GOAL 3.3: Integrate Land Use, Mobility and Urban Design

- **Policy MO-3.3.1:** Implement development that is transit-oriented (not just transit-adjacent) on key opportunity sites within the study area in order to optimize use of existing transit facilities.
- **Policy MO-3.3.2:** Use future development as an opportunity to overcome local access barriers by requiring relatively low-cost improvements concurrent with development:
 - Require new commercial buildings within a half-mile of a light-rail station to provide entrances oriented towards adjacent sidewalks and street frontages.
 - Reduce setbacks for buildings from primary street frontages, and prohibit off-street parking between buildings and the public sidewalk.
 - Encourage on-street parking adjacent to sidewalk-oriented retail establishments, and discourage automobile-oriented design elements that create barriers to local access to land uses and transit.
 - Require landscape strips and/or street trees adjacent to sidewalks.

- **Long-term Strategy:** Reclassify key streets to reflect multi-modal conditions and allow for a reduction in planned street widths and motor vehicle lanes. Currently, Market Street, Euclid Avenue, and 47th Street are classified as “4-Lane Major Streets.” Reclassifying Market Street (east of 47th Street) and 47th Street (south of Market Street) as “4-Lane Collectors with Two-Way Left Turn Lanes” based on projected traffic volumes. This will facilitate the implementation of mobility improvements with narrower travel lanes and reduced design speeds.
- **Short-term Strategy:** Implement interim “road diets” to provide short-term improvements to multi-modal circulation and transit access. A “road diet” is a cost-effective, relatively simple means of increasing safety, accessibility, and mobility along key travel corridors, especially where roadway capacity exceeds both current and projected traffic volumes. It is considered a form of traffic calming. In general, road diet projects entail reducing the number of vehicular travel lanes and narrowing the remaining lanes, adding bike lanes, a center turn lane, and in some cases a landscaped median, and reconsidering the amount of parking along the roadway.

Implementation Strategies

Several strategies for improving accessibility and mobility to and within the study area are already being considered by the City, including expanding bicycle accessibility and encouraging transit-oriented development around the trolley stations. Based on the Existing Conditions Analysis prepared in 2011, and on information summarized in the Planning Context section, the EMLUMP recommends three additional strategies to enhance study area mobility in both the near term and long term. These include:

Key Mobility Improvement Recommendations

Based on an assessment of existing and future conditions, the following mobility improvements are recommended for the study area:

- **Widen sidewalks to at least 6 feet (or 8 to 10 feet wherever possible), and designate and publicize safe walking routes to encourage walking. Formalize existing “desire paths” on vacant parcels of land.**

- Incorporate sidewalk and transit stop improvements into new development projects in the study area (potentially as a lower-cost alternative to expensive road widening projects).
- Improve pedestrian and bicycle access to the Trolley stations by adding sidewalks, paths, and bike lanes that close gaps in the system.
- Provide bicycle storage lockers for commuters at the 47th Street Trolley station, and expand the number of bike lockers at the Euclid station.
- **Study the feasibility of a bicycle route between the study area and downtown San Diego via the Market Street corridor.**
 - Ideally, a commuter bicycle corridor could be provided between Downtown and the study area. Bicycle lanes are currently provided on segments of Market Street immediately west of the I-805 freeway (just outside the plan area). Based on a review of street conditions and land use patterns along key corridors, Market Street would be the recommended corridor for bicycle commuters traveling to and from the west. Installation of uninterrupted bicycle lanes on Market Street between Euclid Avenue and downtown San Diego (if feasible) could allow for regular commute trips to and from the study area by bicycle.
- **Implement interim “road diet” improvements (potentially reducing the amount of space allocated to motor vehicle travel) along some key streets.** This would allow for widening sidewalks, providing dedicated bike lanes, and reducing motor vehicle traffic speeds near residences, schools and other sensitive uses.
- **Work with SANDAG to maintain and enhance regional access to the study area through planning for a joint BRT/Trolley station at 47th Street.**
 - Explore future relocation of some bus routes from the Euclid to the 47th Street station to enhance regional connections.
 - Balance such considerations with an evaluation of the ramifications on the Euclid Avenue station.
- **Require local street connections to be installed (where feasible) concurrent with new development.** Such connections would allow travel to occur without requiring travel on Euclid or Imperial Avenues for trips to neighborhood destinations, including schools and the two trolley stations.
- **Implement development standards to encourage true “transit-oriented” (not just “transit-adjacent) development** near the two trolley stations serving the study area.
- **Consider implementing reduced parking requirements for transit-oriented development (TOD) projects** by including a Transit Area Overlay Zone in the study area per §132.1001 of the San Diego Municipal Code.

Implementing the Complete Streets Vision

Complete Streets Strategy

The overarching mobility and complete streets strategy encompasses three key themes:

Resize. Several low-cost/high-benefit projects, including simply restriping and/or reclassifying Market Street, Euclid Avenue, and 47th Street to match existing San Diego street design

guidelines, may be completed in the short-term to increase mobility and safety for all modes of travel. In the mid- to long-term, rebuilding Market Street to include street enhancements such as bulbouts and additional pedestrian crossings may be completed in concurrence with the development of land use opportunity sites.

Reconnect. In conjunction with “resizing” key thoroughfares, targeted improvements at key intersections will serve to make walking within and through the study area safer and more convenient. In particular, improvements are recommended to the Euclid and Imperial and Euclid and Market intersections by reclaiming space for pedestrians and reducing crossing distances. To encourage walkable development in land use opportunity sites and facilitate transit access, Market Street and Euclid Avenue should have additional pedestrian crossings. Additional local streets will formalize “desire paths” and make travel within the study area simpler and more direct.

Revitalize. Improved mobility, especially safe and attractive streetscapes, satisfies key urban design goals by facilitating walkable, mixed-use development and active sidewalks.

The three mobility themes are supported by three key policy strategies, which will be discussed briefly: road reclassification, road diets, and parking requirements at TODs. Together, the Complete Streets themes and strategies provide an implementable framework to achieve increased mobility for pedestrians, bicyclists, and transit riders within the study area.

The Complete Streets approach also supports effective motor vehicle circulation. Based on field observations, the primary sources of perceived



Transit improvements will enhance overall use and connectivity to other modes of transportation.

local traffic congestion along the segment of Euclid Avenue near the trolley tracks is largely related to factors that can be addressed through the Complete Streets approach. Based on these observations, the trolley grade separation at Euclid Avenue that is considered in the Regional Transportation Plan is not treated as a high priority of this Plan, since grade separation is unlikely to be implemented prior to 2030.

Understanding the Context:

How Did We Get Here?

As discussed in the EMLUMP Existing Conditions report, street design standards adopted during the middle of the 20th Century (a period of enthusiasm for automobile travel) typically mandated as many as four to six motor vehicle travel lanes on Major Streets (often referred to as “arterial” streets), even on relatively low-volume Major Streets such as Market Street, which carries less than 11,000 daily vehicles. By contrast, sidewalks were an afterthought with permissible widths as narrow as four to six feet in width on those same arterial streets, even in locations where arterial streets

provide the primary access to pedestrian trip generators such as schools and transit centers. Historical analysis suggests that Market Street between 47th Street and Euclid Avenue was expanded to its current width between 1971 and 1980, well in advance of study area development patterns that may have required the expected traffic demand.

It is possible that at the time of its widening in the 1970s, Market Street was expected to serve as a local connector between the San Miguel Freeway and the Mount Hope, Stockton, and Golden Hill neighborhoods as well as downtown San Diego. In the 30 years since the freeway plans were scrapped, traffic volumes along the stretch of Market between 47th and Euclid have failed to justify the roadway width. Today, it is especially unnecessary to maintain this excess capacity given the advent of light rail and the proximity of 47th Street and Euclid Avenue Trolley stations.

(Source : <http://www.aaroads.com/california/sandiego.html>)

The Way Forward

As described in the chapter overview, the mobility plan’s three themes articulate a Complete Streets vision that simultaneously accommodates bicyclists, pedestrians, and drivers, and creates more attractive streets and safer connections for enhanced mobility throughout the study area. The themes – resize, reconnect, and revitalize – serve as a conceptual framework for the specific policies and projects that support the Complete Streets vision.

Resize (Reclassify and Rebuild):

Market, Euclid, and 47th Street Complete Streets

Complete Streets are multimodal infrastructure that provide safe facilities for all modes of travel

including driving, bicycling, and walking. The next steps and improvements specified in Tables 3.1 - 3.5 below include projects on Market Street, Euclid Avenue, and 47th Street that are designed to simultaneously benefit all modes.

Complete Street Network

Figure 3.3 illustrates the proposed short-term street network that includes the following key elements:

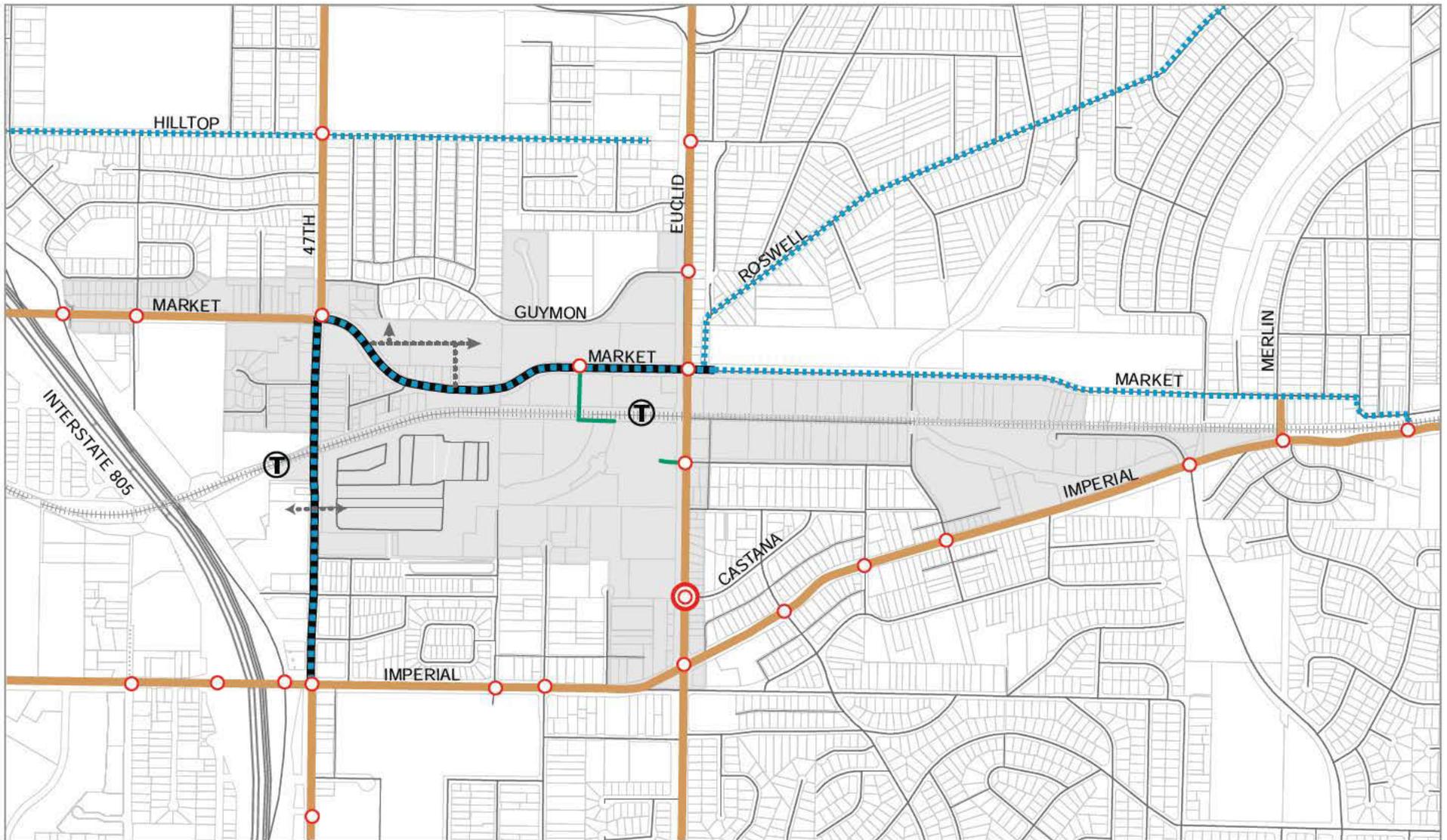
- Interim restriping of Market Street (between 47th and 51st Streets) as a 2-Lane Collector with continuous two-way center-lane, in order to allow for the installation of bicycle lanes (while maintaining on-street parking) and allowing for safer pedestrian crossings by reducing the number of motor vehicle travel lanes (and potentially providing median refuges for pedestrian crossings where feasible).
- Maintaining the current configuration of 47th Street (south of Market Street) as a 2-Lane Collector with center turn lane in the “interim”.

Figure 3.4 illustrates the proposed long-term street network (to be implemented concurrent with development of key opportunity sites in the area), including reclassification of Market Street (east of 47th) and 47th Street (between Market and Imperial) as 4-Lane Collectors, as well as potential new local street connections in the study area.

Bikeway Network

Figure 3.5a illustrates the recommended short-term bicycle network improvements identified by the EMLUMP:

- Installation of Class II bicycle lanes on Market Street (between 47th and Euclid) concurrent



LEGEND

EMLUMP Study Area
 Parcels

EXISTING

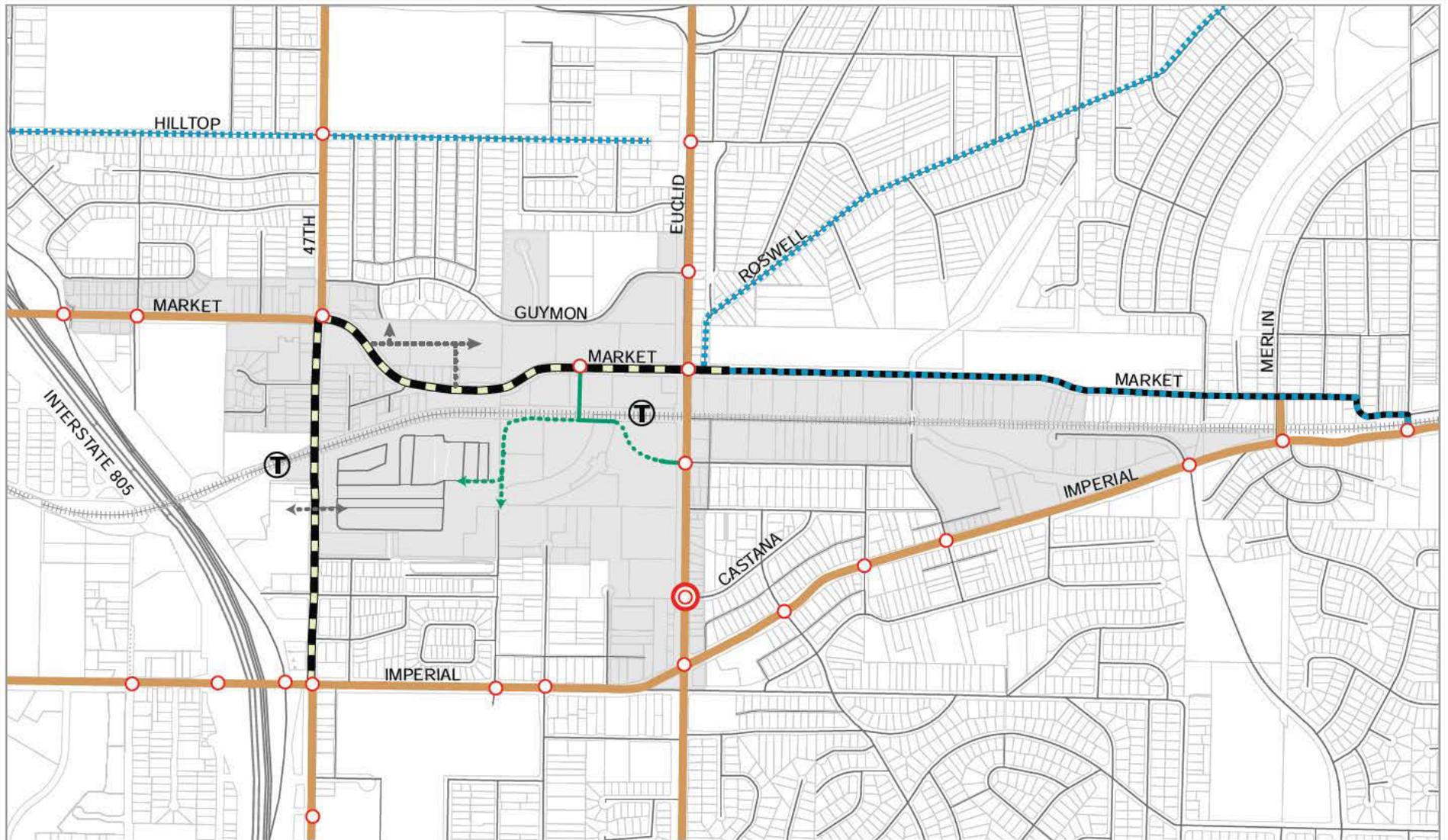
Local Street
 Private Street
 2-lane Collector
 4-lane Major Street
 Signal
 Trolley Tracks
T Trolley Station

FUTURE

Proposed Local Street (Conceptual)
 2-lane Collector with Center-Turn Lane (Interim)
T Proposed Signal to Enhance Pedestrian Crossings (Subject to Engineering Study)



Figure 3.3: Proposed Street Network (Interim)



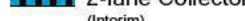
LEGEND

 EMLUMP Study Area
 Parcels

EXISTING

 Local Street
 Private Street
 2-lane Collector
 4-lane Major Street
 Signal
 Trolley Tracks
 Trolley Station

FUTURE

 Proposed Local Street (Conceptual)
 2-lane Collector (Interim)
 4-lane Collector (Long-term)
 Potential Private Street Connections (Conceptual)
 Proposed Signal to Enhance Pedestrian Crossings (Subject to Engineering Study)

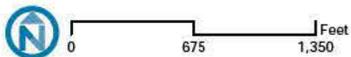


Figure 3.4: Proposed Street Network (Long Term)

with the recommended “interim” restriping of that segment of Market Street (currently two lanes in each direction with no center-turn lane) to one lane in each direction with a continuous two-way center-turn lane. No on-street parking would be removed.

- Installation of Class II bicycle lanes on 47th Street (between Market and Imperial). This could be accomplished within the existing curb-to-curb width by prohibiting on-street parking.
- Installation of Class II bicycle lanes on Euclid Avenue (between Market and Naranja). This could be accommodated within the existing right-of-way with no removal of on-street parking.
 - Installation of Class II bicycle lanes on Euclid Avenue (north of Market Street) may also be feasible, pending completion of separate studies focusing on potential redesign of the Euclid/SR-94 Eastbound Ramp intersections and potential reconfiguration of Euclid Avenue travel lanes (to be considered as part of the Euclid Gateway Study and confirmation of final design related to the proposed Northwest Village project at the northwest corner of Euclid & Market).
- Installation of Class II bicycle lanes on Euclid Avenue (between Castaña and Imperial) could also be accommodated in the northbound direction by prohibiting on-street parking on that segment of Euclid. Bicyclists traveling southbound on that segment would need to share a travel lane with motor vehicles given the available curb-to-curb width, and motor vehicle turn-lane requirements, southbound approaching Imperial.
- On the segment of Euclid Avenue between Naranja and Castaña, the available curb-to-curb width is not adequate to accommodate

bicycle lanes, given the required lane and median width for 4-Lane Major Streets. Therefore, on that segment, bicyclists must share the travel lanes with motor vehicles (known as a “Class III Bicycle Route”). Installation of bicycle stencils on the pavement (known as “sharrows”) is recommended on Class III segments of Euclid and Imperial within the plan area.

Figure 3.5b illustrates the long-term bicycle network in the study area based on the San Diego Bicycle Master Plan. As part of the phased Complete Streets strategy, bicycle improvements proposed by the City’s Bicycle Master Plan should be implemented on an expedited schedule, especially along Market Street and Euclid Avenue where interim restriping will create these lanes by resizing the existing traffic lanes to match the San Diego Street Design Manual guidelines. In fact, interim restriping of Market Street east of Euclid Avenue to a 2-Lane Connector will provide additional bike lanes in the study area not envisioned in the Bicycle Master Plan.

Pedestrian Network

Proposed Intersection Improvements and Local Street / Path Connections

The projects listed in Table 3.1 are designed to increase accessibility and make intersections throughout the study area safer for pedestrians.

These improvements are designed to support new development in the area by increasing mobility and access throughout the study area, especially in areas that are currently difficult to traverse. In particular, these projects would facilitate access to the two trolley stations from residential areas to the south of Chollas Creek, which currently acts as a barrier to mobility in the area.



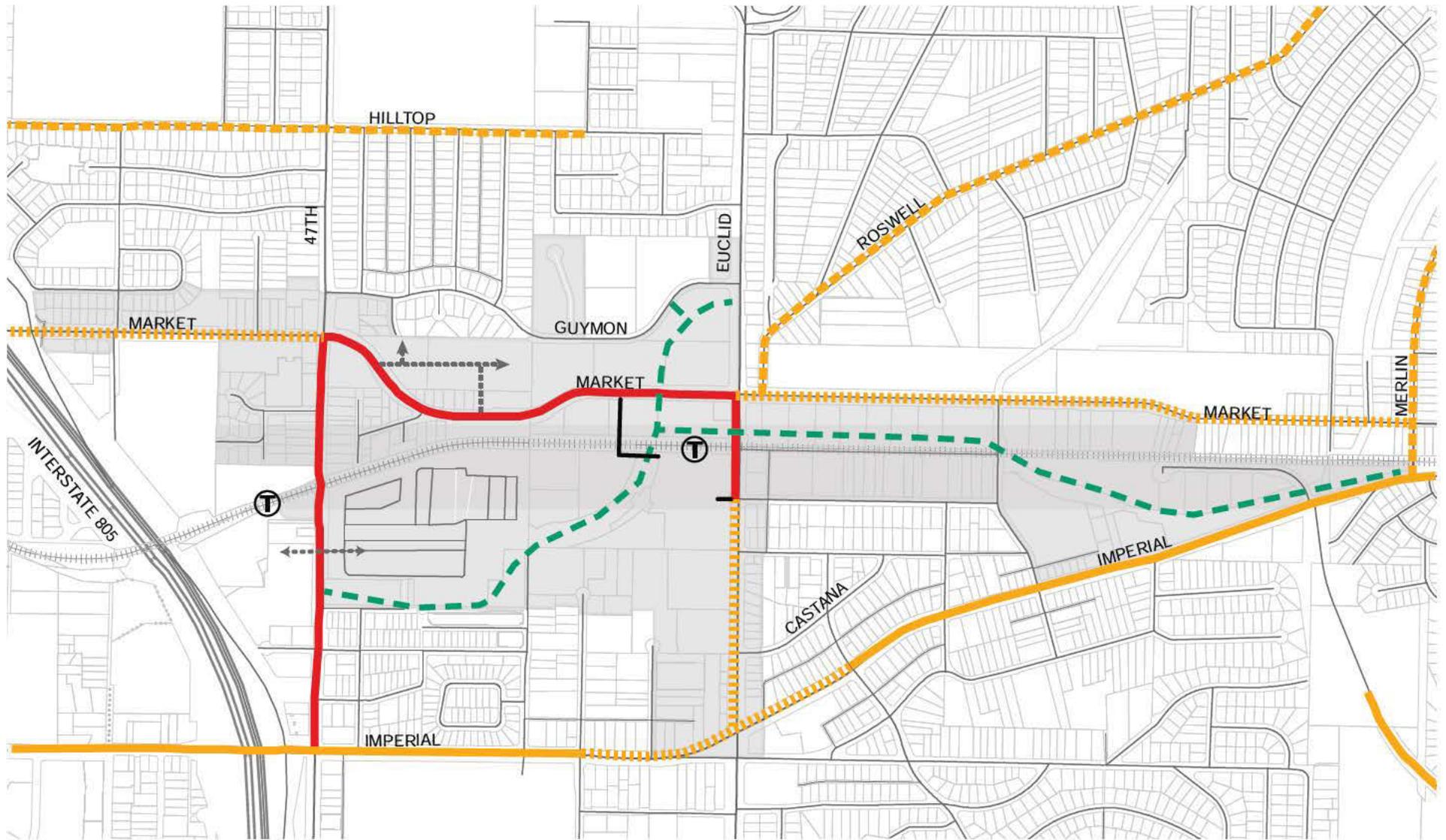
Where there is not adequate right-of-way for bike lanes, “sharrows” or Class III bike routes can enhance bicycle use.

Proposed Long-term Pedestrian Network

The proposed pedestrian improvements listed in Table 3.1 as well as the Cross-Site Connectivity strategies in Table 3.5 above are illustrated in Figure 3.6 below, “Future Study Area Pedestrian & Cross-Site Connectivity Improvements.” The proposed local streets, and to an extent the Chollas Creek multiuse path network, are a direct outgrowth of the realization that formalized cross-site connections are needed, as indicated by desire paths worn from repeated off-road pedestrian trips between Guymon and Market and from bluff-top neighborhoods in the south of the study area to the Market Creek Plaza shopping center.

Transit Network

The study area is currently very well-served by transit. In addition to the two trolley stations at Euclid Avenue and 47th Street that offer frequent service to downtown San Diego and Lemon Grove, local neighborhoods are served by eight bus routes offering connectivity in all cardinal directions. It is expected that this high level of service will continue, especially as the area develops.



LEGEND

■ EMLUMP Study Area
□ Parcels

EXISTING

— Private Street
— Other Streets
+ + + Trolley Tracks
Ⓣ Trolley Station

PROPOSED

■ Class II Bike Lanes
■ Class III Bike Routes
■ Class III - Bike Route With Sharrows
■ Proposed Multi-Use Path

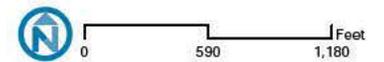
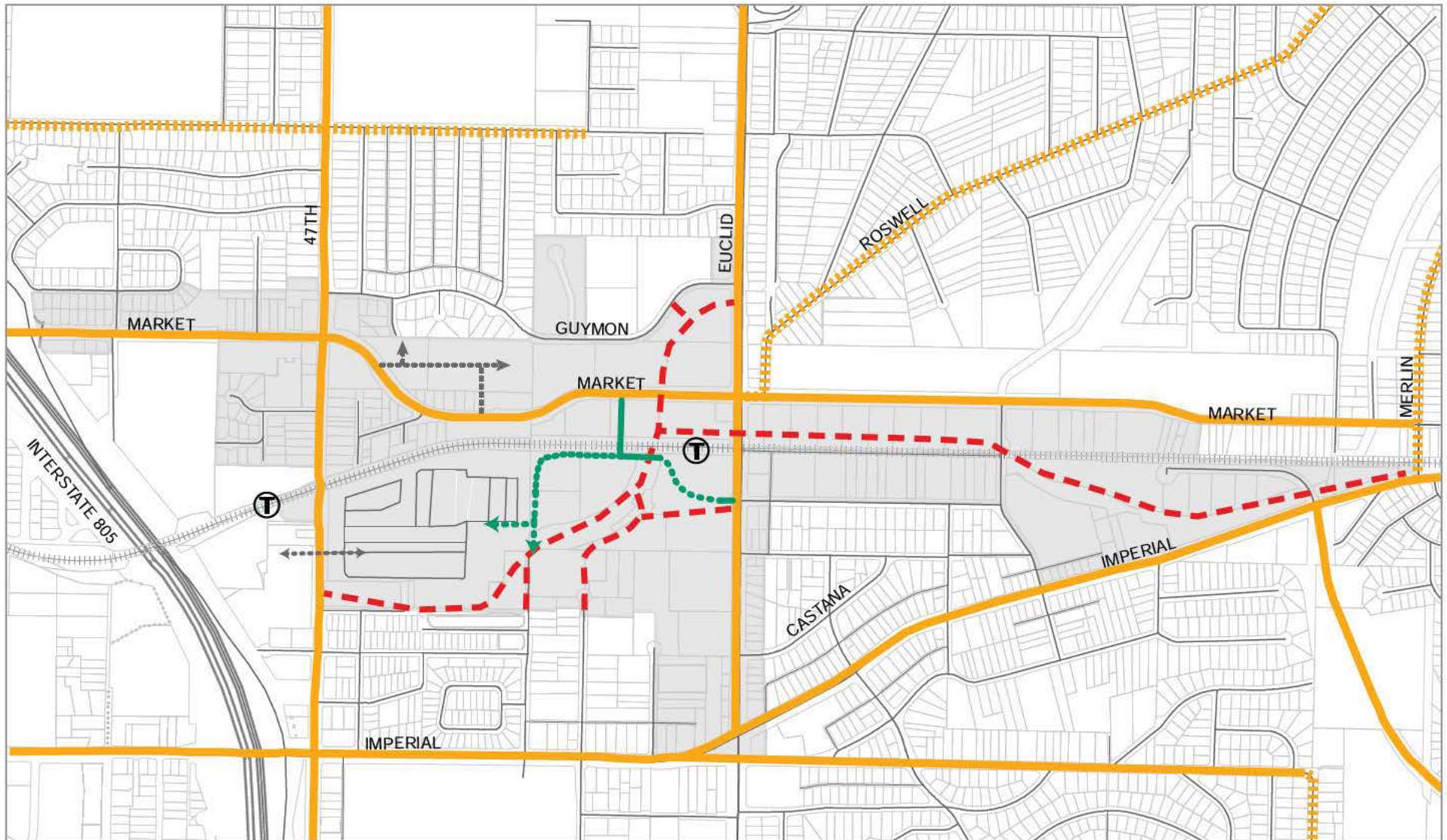


Figure 3.5a: Proposed Bikeway Network (Short-Term)



LEGEND

■ EMLUMP Study Area
□ Parcels

EXISTING

— Private Street
— Other Streets
+ + + Trolley Tracks
Ⓣ Trolley Station

FUTURE

Bike Routes
From San Diego Bicycle Master Plan, 2011
— Class II - Lane
- - - Class III - Route

- - - Proposed Multi-Use Path
- - - Proposed Local Street (Conceptual)
- - - Potential Private Street Connections (Conceptual)

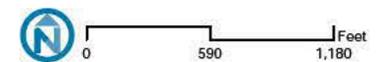
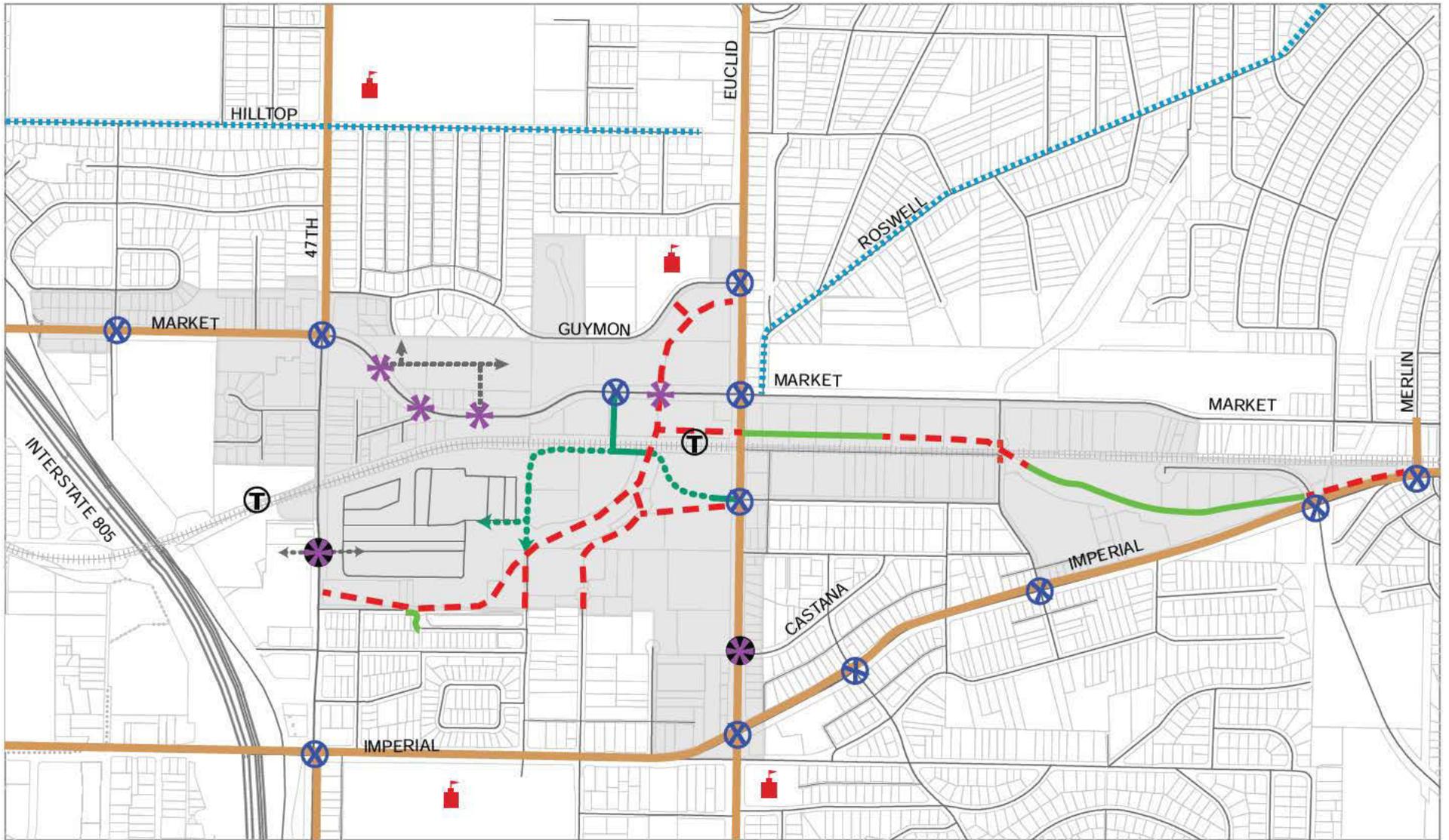


Figure 3.5b: Proposed Bikeway Network (Long-Term)



LEGEND

- EMLUMP Study Area
- Parcels

EXISTING

- Trolley Tracks
- T Trolley Station
- X Signalized Crosswalk
- School
- Pedestrian Path
- Local Street
- Private Street
- Collector
- 4-lane Major Street

FUTURE

- Multi-use trail
- X Proposed Signalized Crosswalk (Subject to Engineering Study)
- * Proposed Enhanced Marked Crosswalk
- Proposed Local Street (Conceptual)
- Potential Private Street Connections (Conceptual)

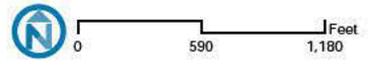


Figure 3.6: Proposed Pedestrian Network

Mobility & Urban Design Elements Balancing within the Public Right-of-Way



New development around transit stations should create opportunities to improve adjacent street environments, particularly the pedestrian realm.

Several planned transit projects are expected to be completed in the mid- to long-term, including the South Bay BRT, the I-805 North BRT, and the combined BRT/Trolley station at 47th Street. Although the primary responsibility for implementing changes to transit service rests with local transit agencies (especially MTS), Table 3.6 offers recommendation for future transit improvements that would enhance service to the study area.

Mobility and Urban Design

As examined in detail above, the Complete Streets approach not only benefits short- and long-term access to and between neighborhoods, it also complements efforts to encourage new development in the study area. The final piece of the conceptual framework, revitalize, concerns the relationship of mobility concepts with urban design guidelines.

Transit-Adjacent Development vs Transit-Oriented Development

This:



Recent development adjacent to the Euclid Avenue Trolley station represents a missed opportunity to promote “transit-oriented” development. The photograph on the right illustrates how the inclusion of drive-thru windows prioritize automobiles rather than pedestrians, despite being located just 200 feet from the Euclid trolley station. Many cities prohibit drive-thru windows in pedestrian districts. *Photo Source: Nelson\Nygaard 2011*

Not this:



Transit-Adjacent vs Transit-Oriented Development

Despite the high level of frequent transit service provided to the study area, current development patterns primarily consist of “transit-adjacent” rather than “transit oriented” development. “Transit-adjacent” development is characterized by land use patterns within a half-mile radius (a ten-minute walk) of a transit station that do not use this proximity to transit to promote compact, focused development that fosters multimodal transportation. Table 6.7 adapts a chart composed by John L. Renne to differentiate between TADs and TODs, will illustrations of example of existing “transit-adjacent” (not “transit-oriented”) development within the study area.

Streets and the Public Realm

Establishing a pleasant streetscape and public

realm is an essential element in achieving a vibrant, walkable environment and enhancing the streets and public spaces around public development.

The urban design guidelines in Chapter 2 of this plan include recommendations for adapting new and existing development to address the public realm. Guideline topics include frontages types to address the street, landscaping, street trees, etc.

Additionally, the proposed street and intersection design recommendations herein include opportunities for widened sidewalks and the inclusion of an “urban parkway” that allows for greater pedestrian comfort along existing streets within the study area, and also urban greening and stormwater management. Due to existing right-of-way constraints, however, many of these proposed streetscape elements may only be able to be realized in the instance of a new development including those elements.

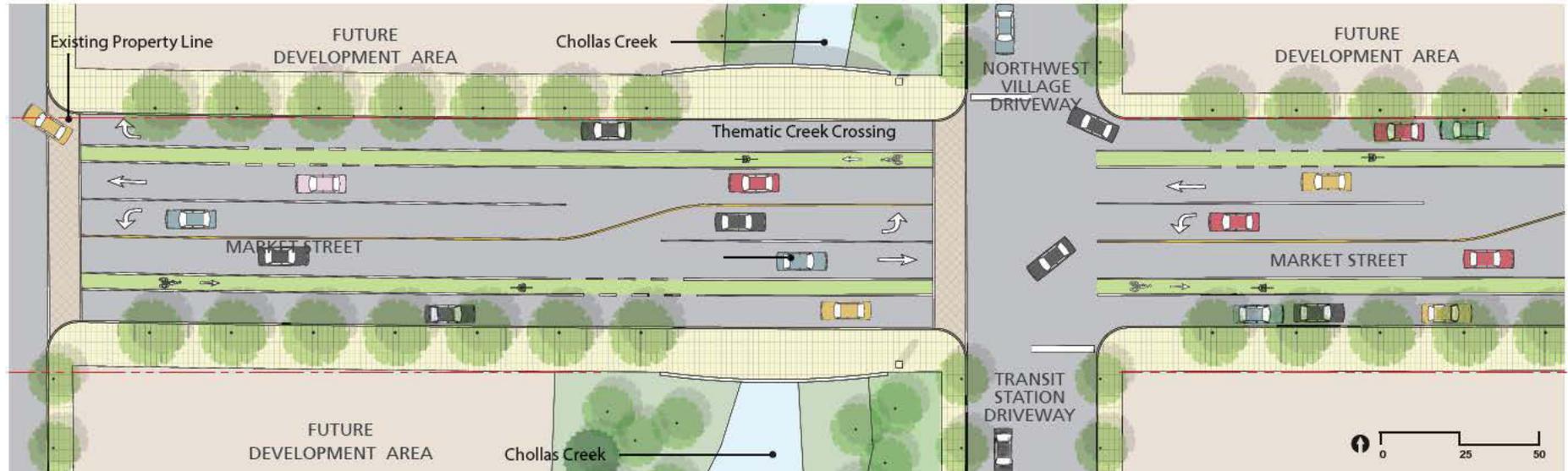
Figure 3.7a Market Street at Creek Crossing (Interim Condition)



Note: Concepts are for illustrative purposes only. Do not reflect current development proposals.

Market Street at Chollas Creek Complete Street Concept (looking northwest)

Figure 3.7b: Market Street at Creek Crossing (Interim Condition)



Note: Concepts are for illustrative purposes only. Interim configuration would maintain existing 64-foot curb-to-curb width.

Proposed Plan

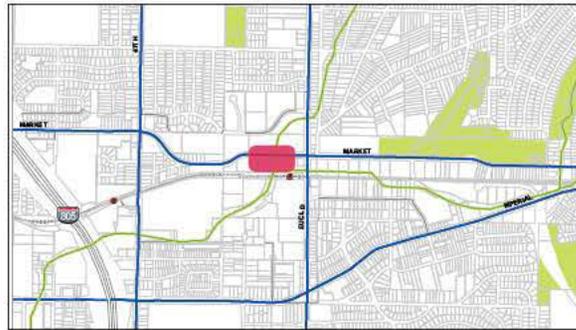


Note: Existing curb-to-curb width is 64 feet plus sidewalks (5-7 feet wide).

Aerial View

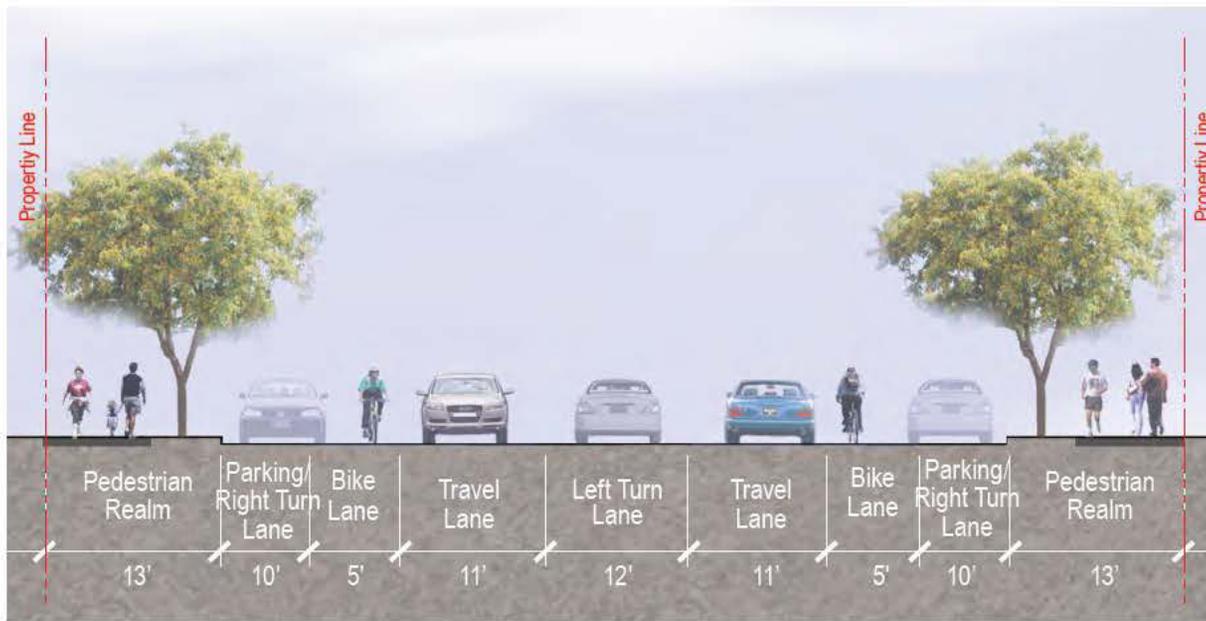


Existing Condition

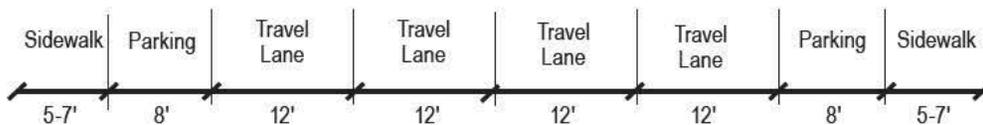


Location

Figure 3.7c: Market Street at Creek Crossing (Interim Condition)



Proposed Section: Market Street (Interim Condition)



Existing Curb-to-Curb Width: 64 feet (not including sidewalk/pedestrian realm)

Key Recommendations:

- Short-term (1-5 Years): Implement an interim road diet (potentially concurrent with scheduled road maintenance and/or resurfacing) to reuse the existing roadway (64' curb-to-curb) for a 2-lane configuration with center-turn lane, bike lanes, and on-street parking. The interim road diet could be implemented by restriping the existing 64' curb-to-curb width with the Proposed Future EMLUMP travel lane configuration:
 - 80-90' right-of-way
 - 64' curb-to-curb roadway width
 - 2 motor vehicle travel lanes (11' each)
 - 12' center median / left-turn pocket (could be reduced to 10' under Collector street standards)
 - 5' bicycle lane with 3' buffer between travel lane and bicycle lane
 - 10' curb-side parking/ right-turn lane
 - 8' sidewalks (with 6' landscape strip between curb and sidewalks), where right-of-way width is 90'.
- Long-term (6-20 years, as needed concurrent with future development):
 - Reclassify Market Street from "Major Street" to "4-Lane Collector" with 4 motor vehicle lanes, bicycle lanes, and center median and turn lanes within a curb-to-curb width of 66 feet (where on-street parking would be prohibited) to 82 feet (where on-street parking would be allowed) consistent with the San Diego Street Design Manual.

Figure 3.8a: Market Street & Uvas “Road Diet and Pedestrian Crosswalk” (Interim Condition)



Note: Concepts are for illustrative purposes only. Bulb-outs are shown as potential interim streetscape elements. Hardscape improvements conflicting with Community Plan street classification may require Community Plan Amendment.

Market Street at Uvas Street Complete Street Concept (looking southwest) (Interim Condition)

Figure 3.8b: Market Street & Uvas “Road Diet and Pedestrian Crosswalk” (Interim Condition)



Note: Concepts are for illustrative purposes only. Bulb-outs are shown as potential interim streetscape elements. Hardscape improvements conflicting with Community Plan street classification may require Community Plan Amendment.

Proposed Plan



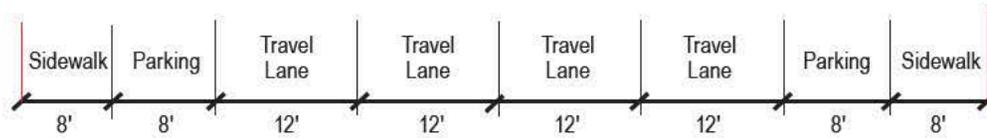
Note: Existing curb-to-curb width is 64 feet not including 8-foot sidewalks.

Aerial View

Figure 3.8c: Market Street & Uvas “Road Diet and Pedestrian Crosswalk” (Interim Condition)



Proposed Section: Market Street near Uvas Street (Interim Condition)



Existing Curb-to-Curb Width (not including sidewalks): 64 feet

Key Recommendations:

- Implement an interim road diet) by restriping the existing 64' curb-to-curb width with the Proposed Interim EMLUMP travel lane configuration:
 - 80-90' right-of-way
 - 64' curb-to-curb roadway width
 - 11' to 12' motor vehicle travel lanes (one in each direction)
 - 10' center median / left-turn pocket
 - 8' bicycle zone (5' bicycle lanes with 3' buffer between bicycle lane and travel lane)
 - 7' curbside parking
 - 7' curbside parking
 - 8' sidewalks (with 5' landscape strip between curb and sidewalks where right-of-way width of 90' is provided)
- Reuse the existing roadway (64' curb-to-curb) for a 2-lane interim configuration with center-turn lane, bike lanes, and on-street parking
- Provide unsignalized enhanced pedestrian crossings with the proposed 2-lane configuration with median refuges



Existing Condition



Location

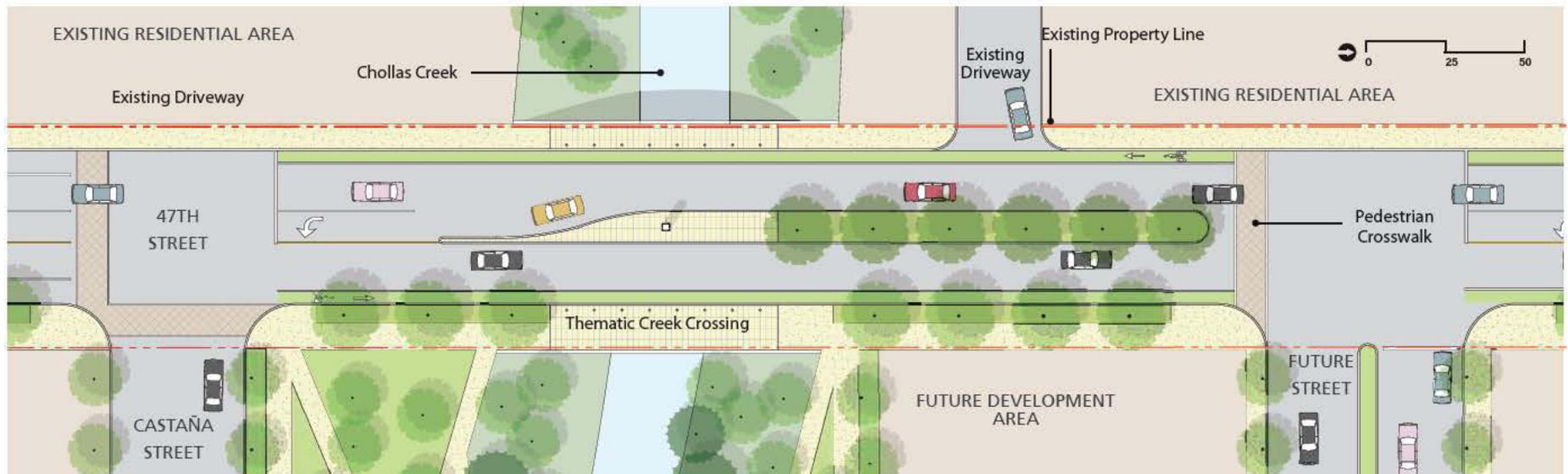
Figure 3.9a: 47th Street & El Rey Park “Pedestrian Crosswalk and Thematic Creek Crossing” (Interim Condition)



Note: Concepts are for illustrative purposes only.

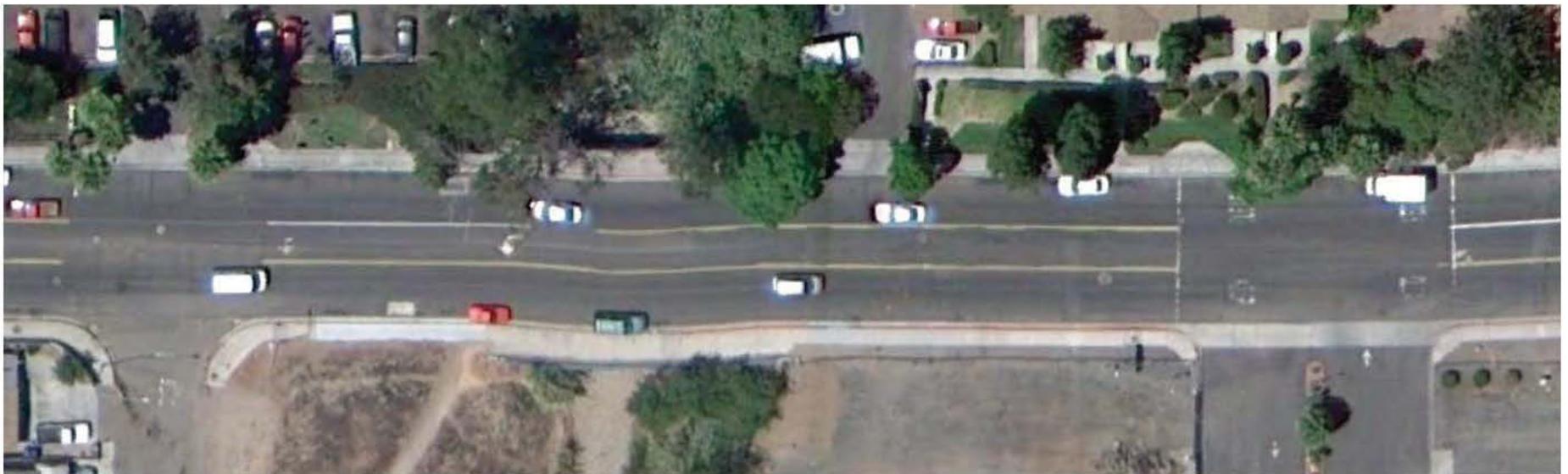
47th Street at Chollas Creek Complete Street Concept (looking northwest)

Figure 3.9b: 47th Street & El Rey Park “Pedestrian Crosswalk and Thematic Creek Crossing” (Interim Configuration)



Note: Concepts are for illustrative purposes only. Interim configuration would maintain existing 46-50-foot curb-to-curb width (not including pedestrian realm).

Proposed Plan



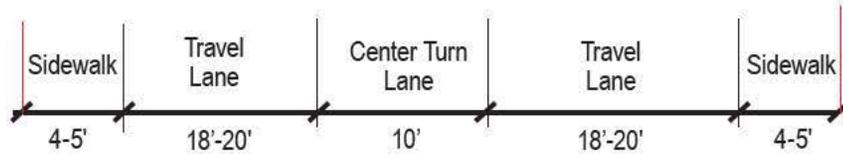
Note: Existing curb-to-curb width is 46-50 feet not including 8-foot sidewalks.

Aerial View

Figure 3.9c: 47th Street & El Rey Park “Pedestrian Crosswalk and Thematic Creek Crossing” (Interim Condition)



Proposed Section: 47th Street (Interim Condition)



Existing Curb-to-Curb Width (not including sidewalks): 46-50 feet

Key Recommendations:

- Install a signalized crosswalk close to the 47th Street Trolley station at current El Rey Plaza (or Future Development) to provide safer pedestrian access.
- Long-term: Reclassify 47th Street (currently planned as a “4 Lane Major Street”) as a planned “4 Lane Collector” in order to allow for narrower lane widths and reduced design speeds when fully built-out.
- Interim Configuration (with 2 existing travel lanes and center turn lane): Restripe 47th Street with bike lanes and prohibit on-street parking.
- Provide Thematic Creek Crossing at Creek Entrance



Existing Condition



Location

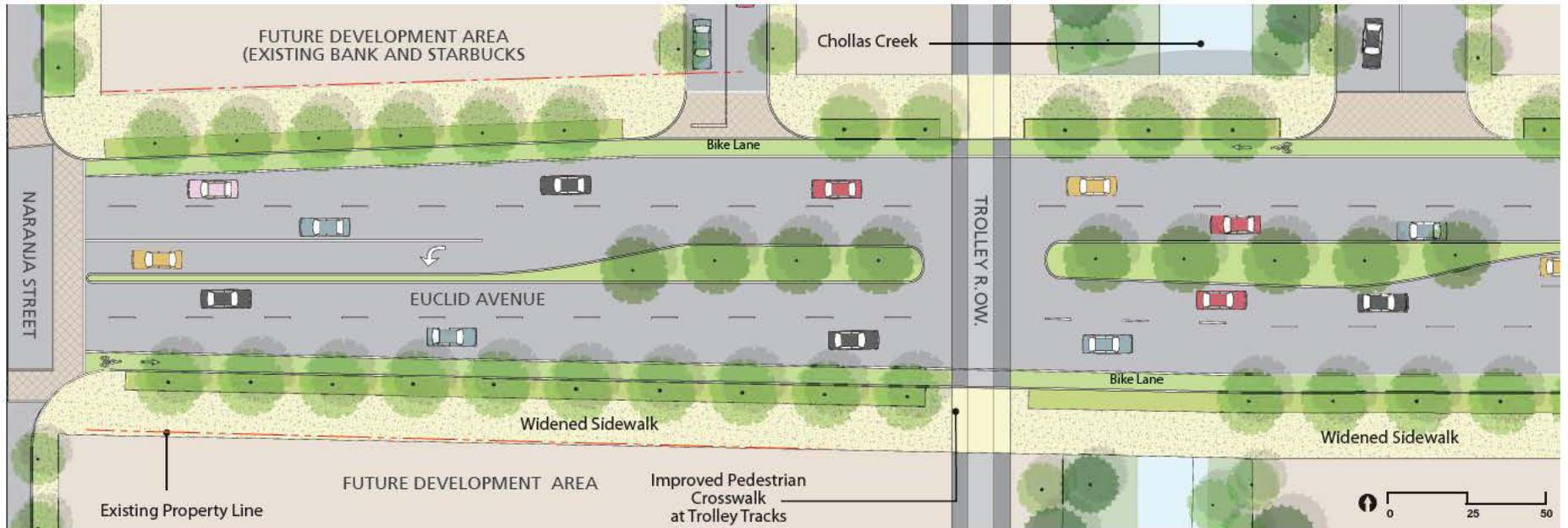
Figure 3.10a: Euclid Avenue & Trolley Crossing (Interim Configuration)



Note: Concepts are for illustrative purposes only.

Euclid Avenue at Trolley Crossing Complete Street Concept (looking northwest)

Figure 3.10b: Euclid Avenue & Trolley Crossing (Interim Configuration)



Note: Concepts are for illustrative purposes only. On the east side of Euclid, proposed sidewalk widening would include a curb adjustment within 140 ft (north) of Naranja to accommodate northbound bike lane.

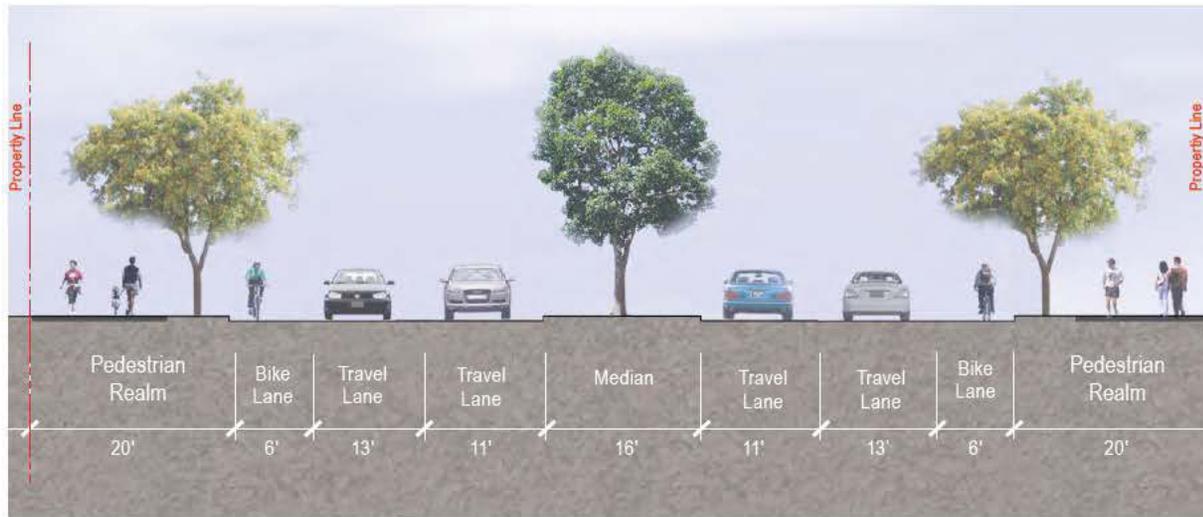
Proposed Plan



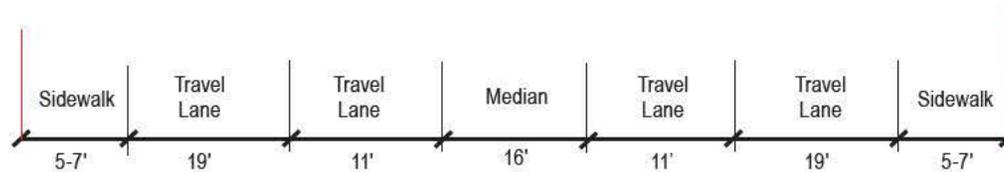
Note: Existing curb-to-curb width is 76 feet not including sidewalks.

Aerial View

Figure 3.10c: Euclid Avenue & Trolley Crossing (Interim Configuration)



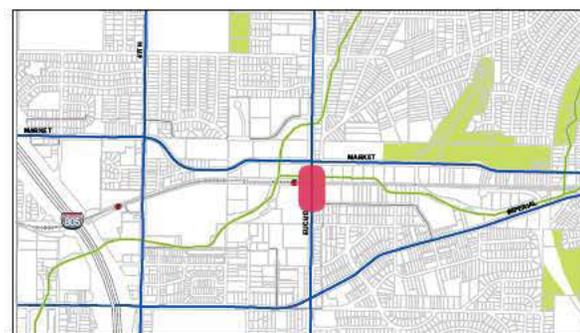
Proposed Section: Euclid Avenue at Trolley Crossing



Existing Section: 76 feet curb-to-curb (not including sidewalks)



Existing Condition



Location

Key Recommendations:

- Improve the sidewalk on Euclid Avenue at the Trolley crossing to facilitate mobility for pedestrians by widening and leveling the paved sidewalk area and providing yellow tactile curb ramps at each side of the crossing.
- Add signage to direct pedestrians seeking the Chollas Creek multi-use path gateway entry to available signalized crosswalks at Market Street or Naranja Street.
- Restripe Euclid Avenue to:
 - 11-13 foot travel lanes
 - 6 foot bike lanes (sharrow in constrained portions south of Naranja)
 - Landscaped median or two-way center left-turn lane as required, including median refuges at crosswalks
- Consider reducing the required median width from 16' (required for 4-Lane Major Streets) to 12' on constrained segments of Euclid Avenue in order to accommodate Class II bike lane
- Provide bike buffer where adequate right-of-way exists

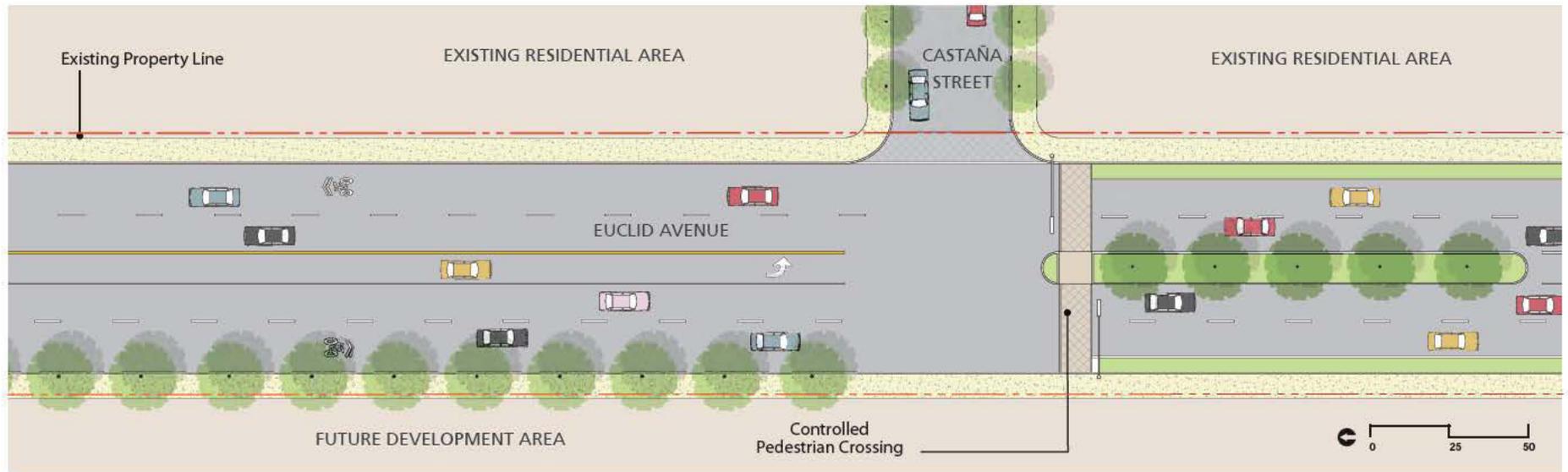
Figure 3.11a: Euclid Avenue & Castaña “Pedestrian Crosswalk”



Note: Concepts are for illustrative purposes only.

Euclid Avenue at Castaña Complete Street Concept (looking northwest)

Figure 3.11b: Euclid Avenue & Castaña “Pedestrian Crosswalk”



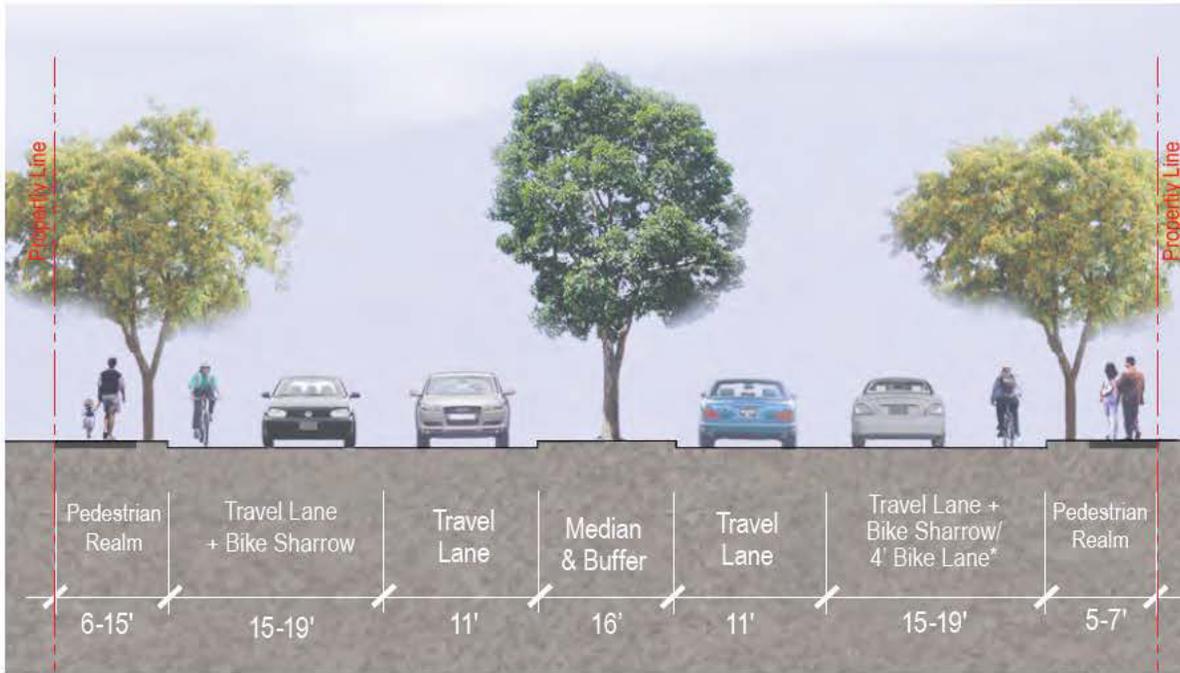
Note: Concepts are for illustrative purposes only. Controlled Pedestrian Crossing subject to engineering study.

Proposed Plan



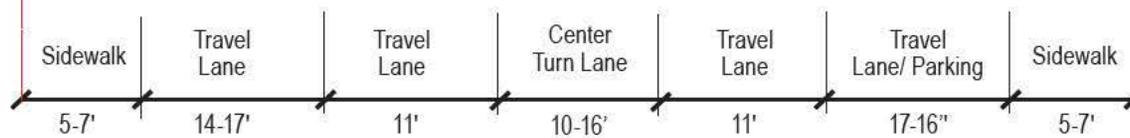
Aerial View

Figure 3.11c: Euclid Avenue & Castaña “Pedestrian Crosswalk”



* Northbound bike lane only only of Castaña.

Proposed Section: Euclid Avenue



Existing Section: 68 - 78 feet curb-to-curb width (not including sidewalk)



Existing Condition



Location

Key Recommendations:

- Restripe Euclid Avenue in accordance with the standards set forth in the San Diego Street Design Manual, including:
 - 6 foot bike lanes where possible
 - Landscaped median or two-way center left-turn lane as required, including median refuges at crosswalks
 - 2-lane configuration with center-turn lane, bike lanes, and on-street parking
- Subject to an engineering feasibility study, Install traffic signal (potentially a “pedestrian hybrid” signal) marked, high-visibility crosswalks and median refuge for safer crossings.

Table 3.1: Intersection Improvements

Intersection	Planned Future Baseline Improvements	Proposed Future EMLUMP Improvements	Proposed Implementation Timeframe
Euclid Avenue & Trolley Tracks	Short-term: No specific improvements identified.	<ul style="list-style-type: none"> • Improve the sidewalk at the Trolley crossing to facilitate mobility for pedestrians by widening and leveling the paved sidewalk area and providing yellow tactile curb ramps at each side of the crossing. • Signage should direct pedestrians seeking the Chollas Creek multiuse path to available signalized crosswalks at Market Street or Naranja Street. • Install 6' bicycle lanes with 11' to 13' travel lanes within existing curb-to-curb width on Euclid Avenue (between Market and Naranja). • Evaluate the feasibility of signal coordination on Euclid Ave between Guymon Street and Naranja Street 	Short-term to Mid-term (2013-30)
	Very Long-term (2030 and beyond): Potential improvements (undetermined) concurrent with planned grade separation	<ul style="list-style-type: none"> • Provide adequate width (where Euclid Ave would pass under the trolley tracks following long-term grade separation) to accommodate 10' minimum sidewalks, 6' bicycle lanes, and southbound right-turn pocket into Market Village site. 	Very Long-term (2030 and beyond)
Euclid Avenue & Imperial Avenue	No specific improvements identified.	<ul style="list-style-type: none"> • Assuming restriped Euclid Avenue to Street Manual standards as required for 4-Lane Major Streets (11-13 foot lanes with 6' bike lanes) • Short-term: Install bicycle stencils ("sharrows") as an interim measure on Class III bicycle route segments of Euclid Avenue • Mid-term to Long-term: Concurrent with redevelopment of adjacent sites, widen Euclid Avenue as needed to accommodate 6' bicycle lanes on all segments. • When feasible, widen sidewalks along Euclid at least 6 feet (or 8-10 feet if feasible) • To reduce lengthy pedestrian crossing distances at the Euclid & Imperial intersection: evaluate the feasibility of constructing right turn channelizations (with pedestrian refuge islands and design treatments to provide maximum visibility at pedestrian crossing locations) at the NE and SW corners of the intersection <ul style="list-style-type: none"> * At the SW corner, consider reopening a portion of Churchward Street for right turns only, potentially installing flexible bollards closer to Imperial to dissuade quick turns into driveways along Churchward, and permit back-in angle parking for businesses at the corner of Churchward and Euclid • As development occurs, realign crosswalks to meet new pedestrian areas, shortening crossing distances, and install distinctive paving like crosswalks at Euclid and Market • Where feasible, expand and extend medians to form median refuges for crosswalks 	Short-term to Mid-term (2013-30)
Euclid Avenue & Castaña Street	No specific improvements identified.	<ul style="list-style-type: none"> • Install traffic signal and marked, high-visibility crosswalks and provide median refuges for safer crossings. • Traffic signal could be a "pedestrian hybrid" signal or standard intersection signal (based on warrants analysis and engineering study). • Traffic signal recommendation is not based on motor vehicle traffic volumes (the typical standard used to determine whether a signal is "warranted" or not). Instead, the traffic signal recommendation is intended to reduce the distance between pedestrian crossings on Euclid (between Naranja and Imperial). 	Short-term to Mid-term (2013-30)

Table 3.1: Intersection Improvements (continued)

Euclid Avenue & Market Street	<p>Potential short-term to mid-term widening of Market Street to accommodate an additional eastbound left-turn lane (identified as part of the Northwest Village Traffic Impact Study).</p> <p>Potential short-term to long-term widening of Market Street to accommodate a southbound right-turn lane (identified in prior studies and Northwest Village Traffic Impact Study).</p>	<ul style="list-style-type: none"> • Short-term: Provide bicycle lanes on Market Street in both directions as part of "interim" road diet. • Mid-term: • Provide signage to Chollas Creek trail. 	Short-term to Mid-term (2013-30)
47 th & Market	Planned short-term to mid-term widening of 47th Street to provide a northbound right-turn lane.	<ul style="list-style-type: none"> • Extend 47th Street medians into the crosswalk to provide median refuges. 	Short-term
47 th & El Rey Trailer Park Entrance	No specific improvements identified.	<ul style="list-style-type: none"> • Install a signalized crosswalk at the entrance to the to provide safer access to 47th Street Trolley station. 	Mid-term

Table 3.2: Complete Streets: Market Street (between 47th & 51st)

Existing Configuration	Proposed Interim Configuration (Year 2013-2018)	Proposed Street Classification (Proposed Future EMLUMP Configuration)	Implementation & Phasing (Proposed Future EMLUMP Configuration)	Proposed Implementation Timeframe
<p>4 Lane Collector Street without center-turn lane (planned future widening to 4-Lane Major Street)</p> <p>Existing configuration is as follows:</p> <ul style="list-style-type: none"> • 80' right-of-way • 64' curb-to-curb roadway width (except within one block of Euclid where the roadway widens to 70') • 4 motor vehicle travel lanes (12' each) • No center median is provided, except at the intersection with Euclid where left-turn lanes are provided • No bicycle lanes are provided • 8' curb-side parking (except where prohibited near Euclid) • 8' sidewalks (with no separation from curb) 	<p>2 Lane Collector Street</p> <p>Proposed interim configuration:</p> <ul style="list-style-type: none"> • 80' to 90' right-of-way • 64' curb-to-curb roadway width • 2 motor vehicle travel lanes (11' each) • 12' center median / left-turn pocket • 5' bicycle lane • 10' curb-side parking (with right-turn lane where needed) • 8' sidewalks (with 6' landscape strip between curb and sidewalks) 	<p>4 Lane Collector Street</p> <p>Proposed long-term configuration (with implementation to occur when needed based on future development in the area):</p> <ul style="list-style-type: none"> • 90' to 120' right-of-way • 66' curb-to-curb roadway width with 4 travel lanes, center-turn lane, and bike lanes (or 82' if on-street parking is allowed) • 5' to 8' sidewalks (with optional 5' to 12' landscape strip between curb and sidewalks) 	<ul style="list-style-type: none"> • Implement an interim road diet (potentially concurrent with scheduled road maintenance and/or resurfacing) by restriping the existing 64' curb-to-curb width with the Proposed Future EMLUMP travel lane configuration. 	Short-term (2013-2018)
			<ul style="list-style-type: none"> • Reclassify the planned, long-term configuration from 4-Lane "Major Street" to "4 Lane Collector with Two-Way Left Turn Lane" 	Short-term (2013-2018)
			<ul style="list-style-type: none"> • When redevelopment of adjacent parcels occurs, sidewalks should be reconfigured in accordance with the Street Manual's "Urban Parkway" configurations, which include a landscaped buffer between the sidewalk and the street. • Sidewalks would be moved 5 feet back to accommodate landscape strip. 	Long-term

Table 3.3: Complete Streets: Euclid Avenue

Existing Configuration	Planned Street Classification (Future Baseline -- Planned Year 2035 Configuration)	Proposed EMLUMP Street Classification (Future Proposed -- Proposed Year 2035 Configuration)	Implementation & Phasing (Proposed EMLUMP Interim Improvements)	Proposed Implementation Timeframe
<p>4 Lane Major Street Existing configuration is as follows:</p> <ul style="list-style-type: none"> • 90' to 100' right-of-way • 68' to 78' curb-to-curb roadway width • 4 motor vehicle travel lanes (11' to 19' each) with on-street parking permitted on some segments • 10' to 16' center median / left-turn pocket • No bicycle lanes are provided • 4' to 8' sidewalks (with little or no separation from curb on most segments, except for the west side of the segment between Naranja and Groveland that includes a landscape strip) 	<p>4 Lane Major Street</p> <p>Future Baseline (currently planned) configuration is as follows (see Figure 6.10-6.12):</p> <ul style="list-style-type: none"> • 90' to 120' right-of-way • 70' to 90' curb-to-curb roadway width • 4 motor vehicle travel lanes (11' to 13' each) • 16' center median / left-turn pocket • 6' bicycle lanes (based on planned Class II bicycle lanes described in the San Diego Bicycle Master Plan) • 8' curb-side parking (optional) • 5' to 8' sidewalks (with optional 5' to 12' landscape strip between curb and sidewalks) • 55 mile per hour (mph) design speed for motor vehicles (4-Lane Major Street); or 45 mile per hour design speed for 4-Lane Urban Major Street 	<p>4 Lane Major Street or 4 Lane Urban Major Street</p> <p>Proposed Future EMLUMP configuration is as follows (based on 4-Lane Urban Major Street configuration):</p> <ul style="list-style-type: none"> • 95' to 120' right-of-way • 76' curb-to-curb roadway width (may be increased to 92' where on-street parking is provided) • 4 motor vehicle travel lanes (11' to 13' each) • 16' center median / pedestrian crossing refuge / left-turn pocket • 5" bicycle lanes • 8' curb-side parking (optional) where sufficient right-of-way width is provided (except where pedestrian bulbouts are to be provided) • West side of Euclid: 8' sidewalks with mandatory 5' minimum landscape strip or tree-planter zone between curb and sidewalks • East side of Euclid: 6' minimum sidewalks (8' to 10' preferred) with 5' landscape strip where feasible. • Recommend reductions in design speed for motor vehicles. 	<ul style="list-style-type: none"> • Restripe Euclid Avenue in accordance with the standards set forth in the San Diego Street Design Manual, including: <ul style="list-style-type: none"> * 11 to 13 foot travel lanes (current lane widths are variable, but curb-side lanes are wider than necessary) * Class II bicycle lanes (6 feet wide) are recommended within the existing curb lines between Market and Naranja (both northbound and southbound), and between Imperial and Castaña (northbound only). Installation of northbound bicycle lanes between Imperial and Castaña would require on-street parking to be prohibited. * Class III bicycle stencils ("sharrows") are recommended as an interim improvement between Naranja and Castaña in both directions, and as an interim improvement between Castaña and Imperial (in southbound direction only) * Landscaped median or two-way center left-turn lane as required, including median refuges at crosswalks * As development occurs, provide minimum 5' landscape strip between curb and sidewalk (where feasible), and minimum 6' sidewalk (8' to 10' preferred) where feasible 	<p>Short-term</p>

Table 3.4: Complete Streets: 47th Street (between Market Street and Imperial)

Existing Configuration	Planned Street Classification (Future Baseline -- Planned Year 2035 Configuration)	Proposed Street Classification (Future Proposed -- Proposed Year 2035 Configuration)	Implementation & Phasing (Proposed Future EMLUMP Interim Improvements)	Proposed Implementation Timeframe
<p>2 Lane Collector with Center-Turn Lane</p> <p>Existing configuration on most segments of 47th between Market and Imperial is as follows :</p> <ul style="list-style-type: none"> • 60' to 70' right-of-way • 46' to 50' curb-to-curb roadway width • 2 motor vehicle travel lanes (11' to 17' each) • 12' two-way center turn lane • No bicycle lanes • 7' to 8' curb-side parking provided on some segments • 5' to 7' sidewalks (with no separation between curb and sidewalk) 	<p>4 Lane Major Street</p> <p>Future Baseline (currently planned) configuration is as follows (as required by the San Diego Street Design Manual for 4-Lane Major Streets):</p> <ul style="list-style-type: none"> • 120' right-of-way • 55 mile per hour (mph) design speed for motor vehicles (4-Lane Major Street); or 45 mile per hour design speed for 4-Lane Urban Major Street • 76' curb-to-curb roadway width (or 92' if on-street parking is permitted) • 4 motor vehicle travel lanes (11' to 13' each) • 16' center median / left-turn pocket • 6' bicycle lanes • 8' curb-side parking (optional) • 5' to 8' sidewalks (with optional 5' to 12' landscape strip between curb and sidewalks) 	<p>4 Lane Collector with Center Turn-lane / Median</p> <p>Proposed Future EMLUMP (long-term) configuration is as follows (as required by the San Diego Street Design Manual for 4-Lane Collector Streets):</p> <ul style="list-style-type: none"> • 110' to 122' right-of-way • 35 mile per hour (mph) design speed for motor vehicles (4-Lane Collector Street) • 66' curb-to-curb roadway width (or 82' if on-street parking is permitted) • 4 motor vehicle travel lanes (11' to 13' each) • 10' center median / left-turn pocket • 6' bicycle lanes • 8' curb-side parking (optional) • 6' to 8' sidewalks (with minimum 5' landscape strip between curb and sidewalks) 	<ul style="list-style-type: none"> • Restripe 47th Street with bicycle lanes. • Prohibit on-street parking (concurrent with bicycle lane installation) <hr/> <ul style="list-style-type: none"> • Install enhanced pedestrian crossing near entrance to 47th Street Trolley Station (concurrent with potential station redesign) • Install enhanced pedestrian crossing near Chollas Creek (concurrent with proposed Creek Trail) 	<p>Short-term</p> <hr/> <p>Mid-term</p>

Table 3.5: Cross-site Connectivity and Land Use Projects / Strategies

Project	Planned Future Baseline Configuration	Proposed Street Classification (Proposed Future EMLUMP Configuration)	Implementation & Phasing (Proposed Future EMLUMP Configuration)	Proposed Implementation Timeframe
Require Construction of New Local Streets (Where Feasible) Concurrent with Private Development and/or Redevelopment	N/A	<p>Local Street</p> <p>Residential Local Streets</p> <ul style="list-style-type: none"> • 52' to 62' right-of-way • 32' curb-to-curb roadway width with two motor vehicle lanes and on-street parking • 5' to 8' sidewalks (with recommended 5' to 12' landscape strip between curb and sidewalks) <p>Commercial Local Streets</p> <ul style="list-style-type: none"> • 60' right-of-way • 40' to 52' curb-to-curb roadway width • 2 motor vehicle travel lanes (11' to 12' each) • 5' bicycle lanes (optional) • 8' curb-side parking (desirable in walkable, transit-oriented development areas) • 5' to 8' sidewalks (with optional 5' to 12' landscape strip between curb and sidewalks) 	<ul style="list-style-type: none"> • Construct new Residential or Commercial Local Streets as classified in the Design Manual in the following locations: <ul style="list-style-type: none"> * Between Market Street and Escuela Street and between Market Street and Guymon Street across the large hillside parcel to enhance cross-site mobility and provide access to potential development sites * Between the Jacobs Center access road and El Rey Trailer Park (with a potential connection to 49th Street) to improve cross-site mobility between the Trolley tracks and Chollas Creek • Construct crosswalks at new intersections on Market Street and along Chollas Creek (where feasible, subject to further study) 	Concurrent with future development.
Chollas Creek Creekside Pathway & Open Space Concept Plan	Continue incremental implementation of the Chollas Creek South Branch Implementation Plan (2002).	N/A	<ul style="list-style-type: none"> • Implement series of multiuse and pedestrian paths and open space improvements designed to reconnect the neighborhood and enhance everyday life. • Refer to "Chollas Creek Creekside Pathway & Open Space Concept Plan" for more information. 	Mid- to Long-term
Off-Street Bike Amenities	N/A	N/A	<ul style="list-style-type: none"> • Require bike parking at commercial and large multifamily developments • Increase number of bike lockers at Euclid Avenue and 47th Street Trolley stations • Chollas Creek multi-use path improvements (see above) 	Short-term
Enforce Parking Requirements for TODs	N/A	N/A	<p>Require future transit-oriented developments within the Plan Area to meet parking requirements in <i>The City of San Diego's Transit-Oriented Development Design Guidelines</i> document.</p> <p>Consider additional parking reforms, such as:</p> <ul style="list-style-type: none"> * Removing parking requirements in entirety * Requiring TODs to unbundle parking from the cost of development * Encouraging shared parking among many uses 	Short- to Mid-term, dependent on concurrent development

Table 3.6: Transit Projects

Improvement	Planned Future Baseline Configuration	Implementation & Phasing (Proposed Future EMLUMP Configuration)	Timeframe
Grade separation of Trolley tracks over Euclid Avenue	Planned grade-separation (elevation) of the Trolley tracks over Euclid Avenue (possibly including new bridges at the Jacobs Center driveway and 54th Street) and reconstruct the Euclid Avenue station. This project is identified for long-term implementation (after 2030) as part of the Regional Transportation Plan.	<ul style="list-style-type: none"> • Provide adequate width for sidewalks, bicycle lanes, and right-turn lane into Market Village shopping center, concurrent with grade separation • Encourage the design of the elevated structure and support columns to incorporate measures to maintain as much natural light as possible (to reduce the potential negative effects of elevated structures, particularly with regard to effects on the pedestrian and bicycle environment) 	Very Long-term (After 2030)
Transit service changes as part of I-805 BRT initiation	To be determined by MTS	Work with MTS and SANDAG to determine the desirable levels of transit service that should be maintained at the Euclid Station after the proposed 47th Street BRT transfer station opens.	Long-term
Improve bus stop amenities	N/A	<ul style="list-style-type: none"> • Improve bus stop amenities at the stops with the highest use • Install an additional bench and a shelter at the Market Village stop. • Require installation of bus stop amenities concurrent with private development of adjacent parcels. 	Short-term

Table 6.7: Transit Adjacent vs Transit-Oriented Development

Characteristics of Station Area Development Patterns	
Suburban street pattern	Grid street pattern
Relocate Euclid Avenue Trolley station bus bays to Euclid Avenue	Assumed to occur as part of Trolley grade separation and rebuilding of Euclid Avenue station
Low densities	High densities
Dominance of surface parking	Mostly underground or structured parking
Limited or no pedestrian access	Pedestrian-focused design
Limited or no bicycle access/parking	Bicycle access/parking
Single-family homes	Multi-family homes
Industrial land uses	Office and retail land uses, especially along main streets
Segregated land uses	Vertically and horizontally mixed land uses
Gas stations, car dealerships, drive-thru stores and other auto-focused land uses	

Source: Adapted from Renne, 2009 (1)



CHAPTER 4

CHOLLAS CREEK

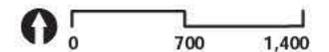
CREEKSIDE PATHWAY & OPEN SPACE CONCEPT PLAN



LEGEND

- Project Area
- Chollas Creek
- Community Facilities
- Open Space
- T Trolley Stops

Figure 4.2: Chollas Creek in the Community Context



Existing Conditions of Chollas Creek within Study Area



1

Creek condition alongside 47th St.



2

Open space opportunity between Chollas Creek and Castaña St.



3

View of potential open space alongside Chollas Creek from 49th St.



4

Existing Creekside Path at Jacobs Center



5

Existing Unity Bridge at Jacobs Center



6

Creek crossing between Jacobs Center and Village at Market Creek



7

Unimproved Chollas Creek area between Market and Guymon Sts.



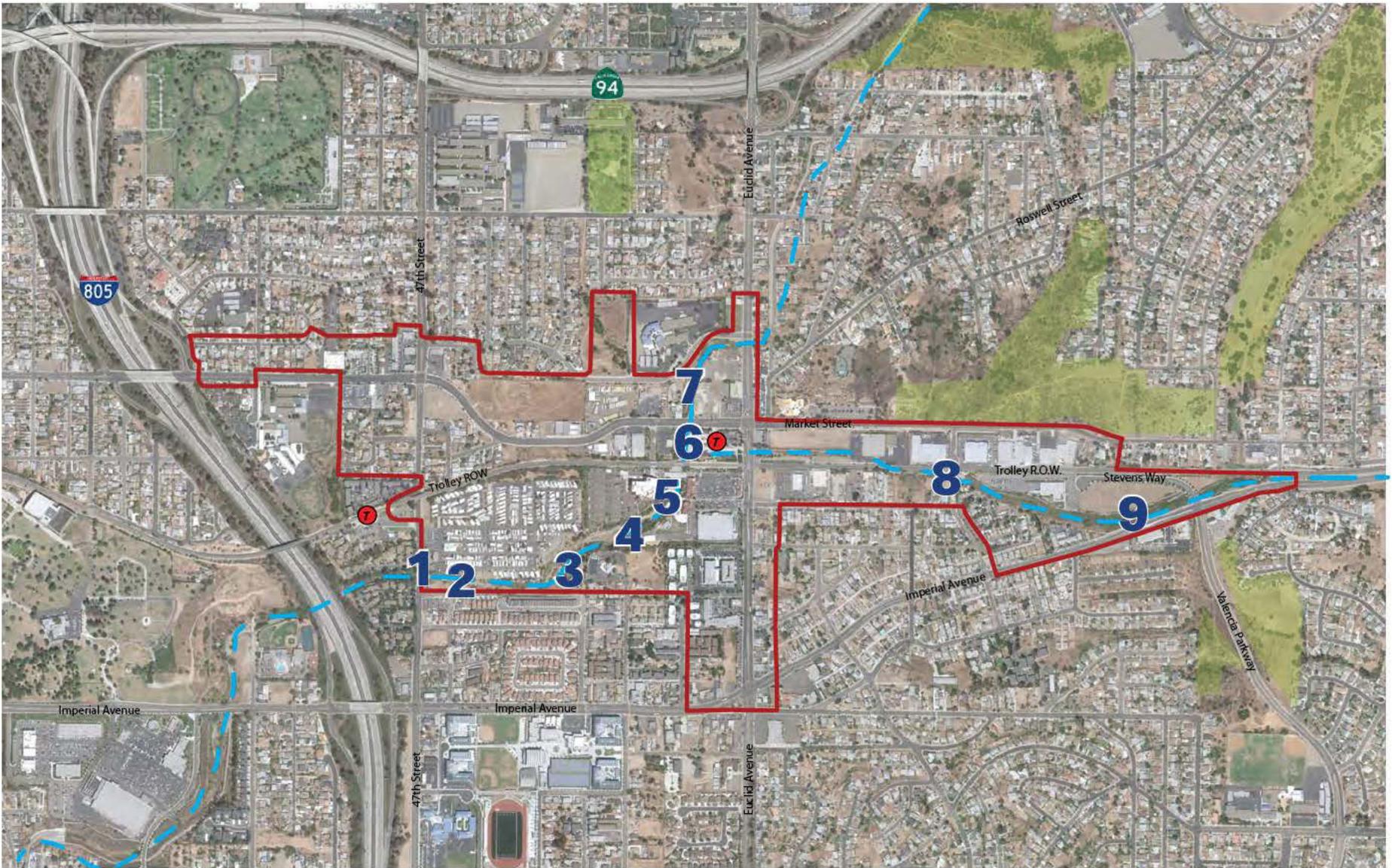
8

Channelized portion of Chollas Creek at 54th St.



9

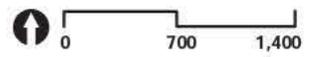
Existing Creekside pathways in Valencia Business Park



LEGEND

- Project Area
- Chollas Creek
- # Existing Condition Photo Location
- Open Space
- T Trolley Stops

Figure 4.3: Existing Conditions Key Map



Euclid & Market Land Use and Mobility Plan (EMLUMP)

The purpose of the present plan, the Euclid & Market Land Use and Mobility Plan (EMLUMP), is to recommend physical and policy actions related to land use and transportation that will promote improved mobility, encourage economic development, and enhance the quality of life in the 228-acre planning area in the vicinity of the Village at Market Creek and the 47th Street and Euclid Avenue Trolley Stations. Given that Chollas Creek is a central element that transects the plan area (see Figure 4.1), a key strategy that addresses all three of these goals is to provide conceptual plans for trail and open space improvements along Chollas Creek that will provide safe pedestrian and bicycle connections to the two trolley station and the numerous schools, community facilities, open space resources and retail destinations in the area.

Since the completion of the two Chollas Creek plans in 2002, three segments of the creek within the EMLUMP area have been improved. In 2002, the Jacob's Center for Neighborhood Innovations was responsible for improvements to the creek adjacent to the Village at Market Creek, the Jacob's Center building, and the Euclid Trolley Station. The improvements included creek restoration, paved multi-use trails and fencing along the creek channel, a pedestrian bridge, an amphitheater/park space, and lighting. Subsequently, the Southeastern Economic Development Corporation (SEDC) installed the North Market Street Pathway, which extends east from Euclid Avenue along the north side of the creek. Improvements included a compacted earth trail, benches, interpretive signage, and upland plantings (i.e., no creek restoration). SEDC also installed trail improvements and upland planting along the southern edge of the Valencia Business Park property from 54th Street to Stevens Way (see Figure 4.3). None

of these three improvements are contiguous, so while providing local enhancement, there continue to be significant gaps in the creekside trail system within the EMLUMP area.

In addition to these physical improvements, in the years since 2002, Groundworks San Diego has been a consistent and tireless advocate for implementing planned creek improvements and maintaining and cleaning-up the Creek.

The recommendations of the EMLUMP are intended to illustrate how to design creekside improvements within the plan area that will implement the vision set forth in the two Chollas Creek plans while also supporting the land use and mobility concepts being put forward by this plan. The recommendations illustrate how gaps in the trail network can be filled (see Figure 4.5) and how new parklands adjoining the creek can be added to address some of the community's recreational needs (see Figure 4.6). The plan for Chollas Creek detailed in the following pages integrates existing completed creek improvements with improvements proposed in conjunction with new development projects and concepts that are newly created as part of this plan.

Proposed Elements

As illustrated on Figure 4.5, the concept for Chollas Creek within the EMLUMP area includes improved trail connections and a series of park and open space destinations and interpretative features that are intended to enhance enjoyment of the outdoors and appreciation of the natural environment. These elements are described generally below and with more specificity in the Focused Improvement Areas discussion.



Multi-Use Path

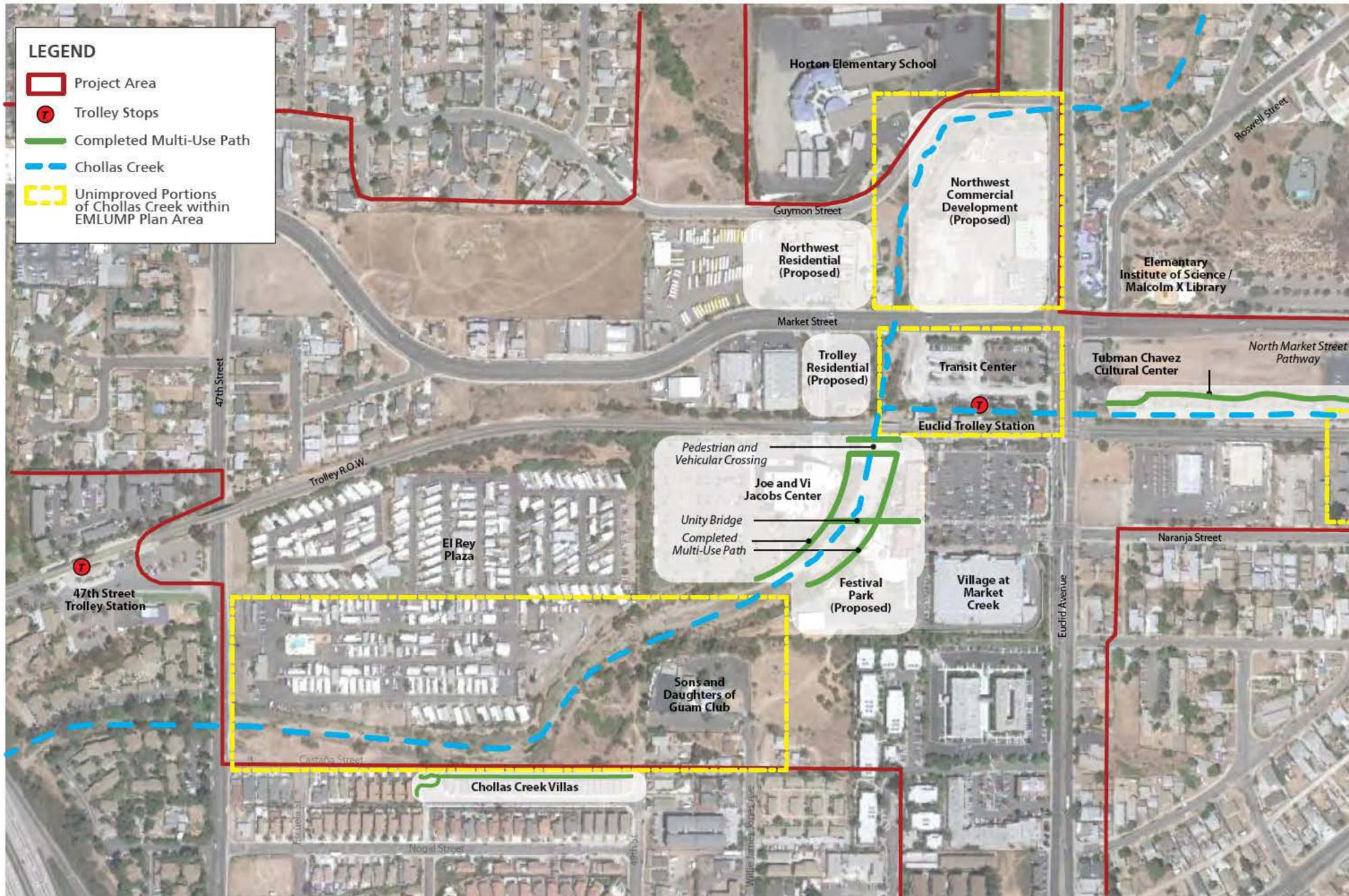


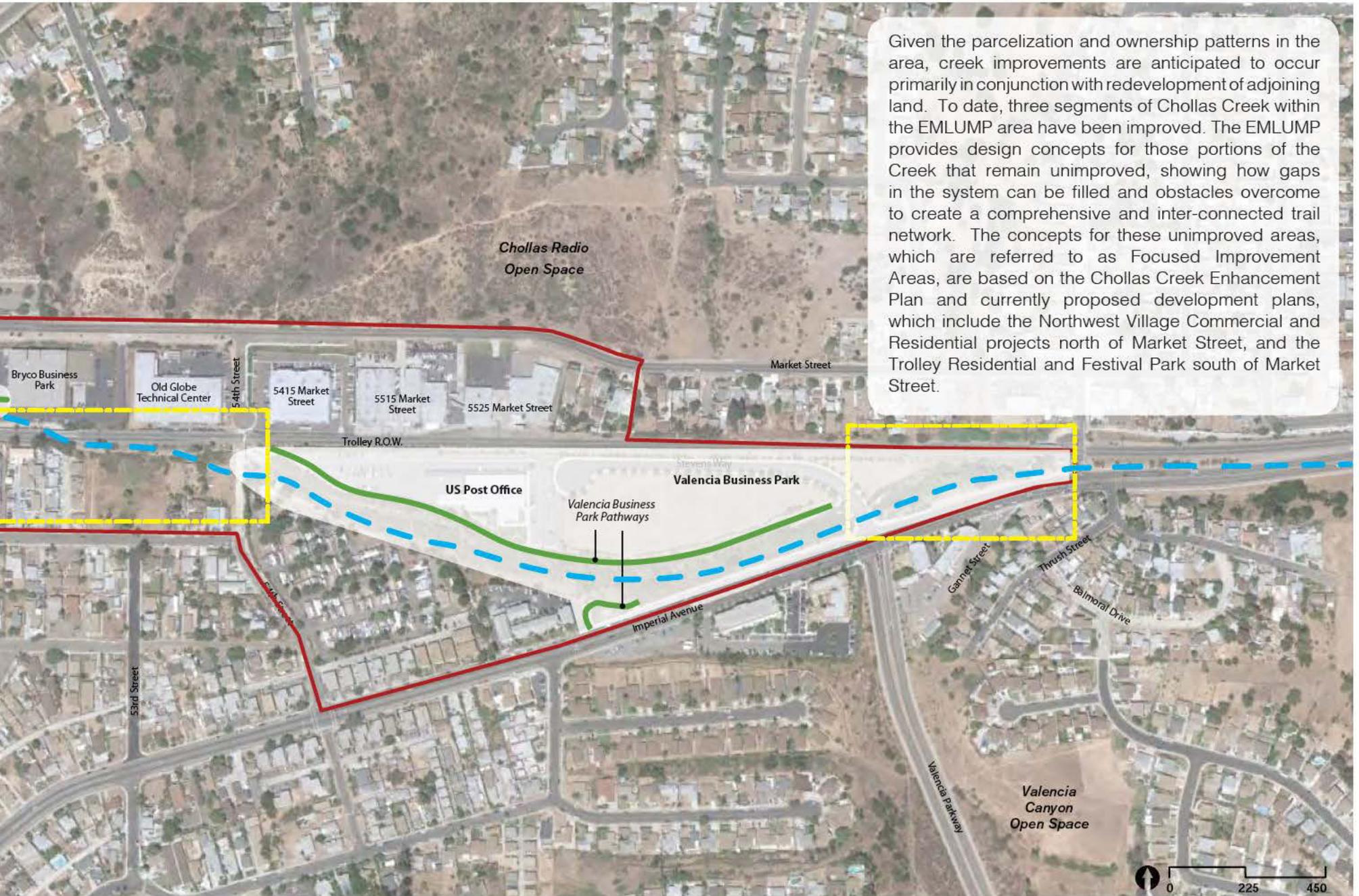
Pedestrian Trail



Other Pedestrian Facilities

Figure 4.4: Completed and Proposed Developments within Plan Area



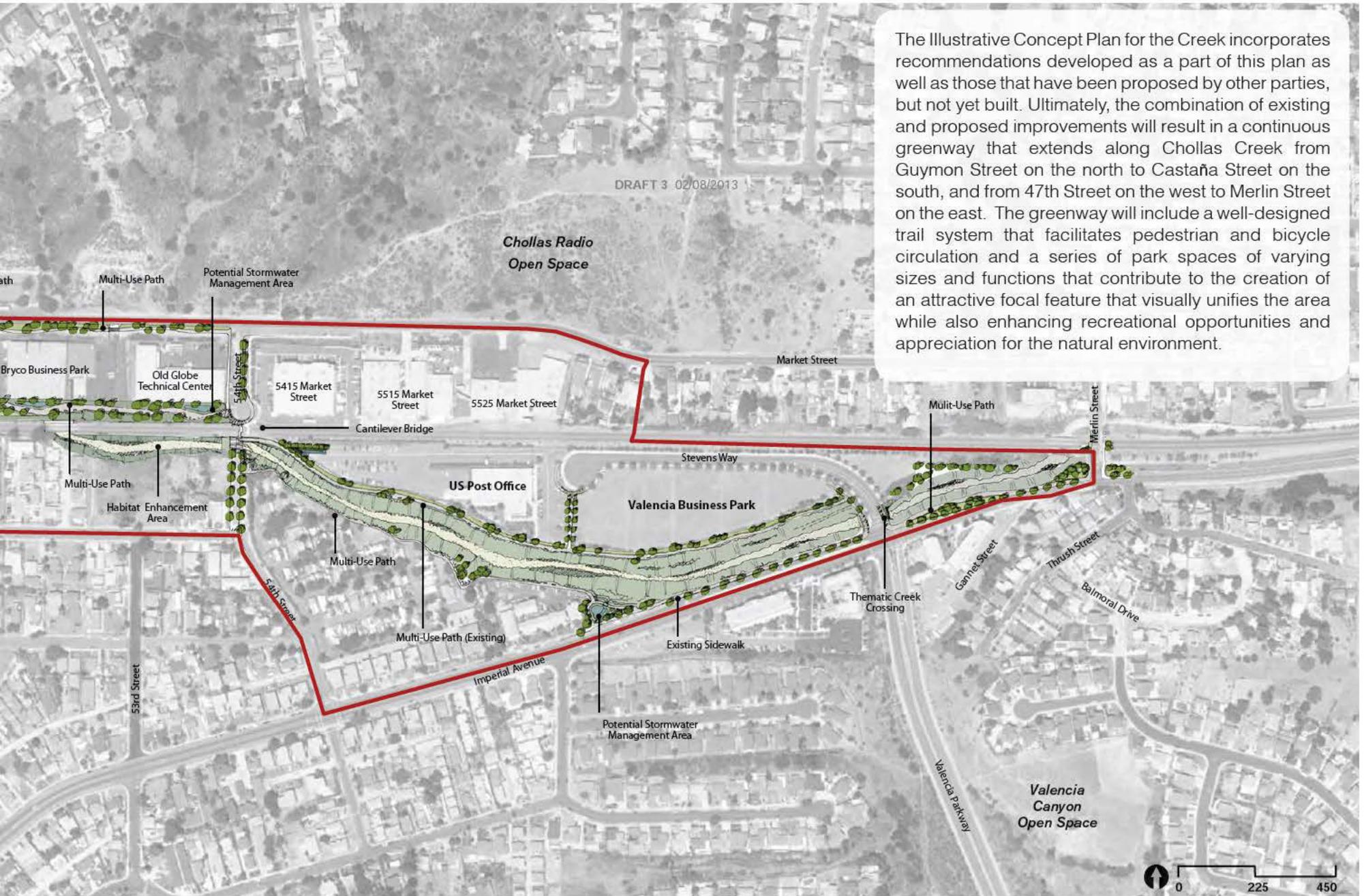


Given the parcelization and ownership patterns in the area, creek improvements are anticipated to occur primarily in conjunction with redevelopment of adjoining land. To date, three segments of Chollas Creek within the EMLUMP area have been improved. The EMLUMP provides design concepts for those portions of the Creek that remain unimproved, showing how gaps in the system can be filled and obstacles overcome to create a comprehensive and inter-connected trail network. The concepts for these unimproved areas, which are referred to as Focused Improvement Areas, are based on the Chollas Creek Enhancement Plan and currently proposed development plans, which include the Northwest Village Commercial and Residential projects north of Market Street, and the Trolley Residential and Festival Park south of Market Street.

Figure 4.5: Proposed Overall Chollas Creek Illustrative Plan



Note: Concepts are for illustrative purposes only. Do not reflect current development proposals.



The Illustrative Concept Plan for the Creek incorporates recommendations developed as a part of this plan as well as those that have been proposed by other parties, but not yet built. Ultimately, the combination of existing and proposed improvements will result in a continuous greenway that extends along Chollas Creek from Guymon Street on the north to Castaña Street on the south, and from 47th Street on the west to Merlin Street on the east. The greenway will include a well-designed trail system that facilitates pedestrian and bicycle circulation and a series of park spaces of varying sizes and functions that contribute to the creation of an attractive focal feature that visually unifies the area while also enhancing recreational opportunities and appreciation for the natural environment.



Passive Recreation Area



Natural Area Overlook with Interpretive Signage



Pedestrian Bridge

Connections

Given the study area's varied topography and irregular development pattern, the trails plan for the area includes a variety of trail types to provide the desired connectivity. Overall, three types of trails are proposed in this plan:

Multi-Use Paths

Multi-use paths allow for a mix of users, including pedestrians and bicyclists. They may be paved or surfaced with decomposed granite, yet must be designed for universal accessibility. Multi-use paths usually are between 8-10 feet in width to accommodate mixed flow of pedestrian and bicycle traffic, and are recommended in areas with level or gentle slopes (e.g., less than 5%).

Pedestrian Trails

Pedestrian trails are best suited to those walking or hiking and are designed to encourage exploration and viewing of the natural areas along the creek. They may also serve routes that may not be ideal for a multi-use path due to steeper grades. Pedestrian trails are generally between 4-6 feet in width and typically are unpaved (e.g., compacted earth, decomposed granite, etc.). They can occur on moderate to steep slopes, and may include stairs or other features that constrain accessibility.

Other Pedestrian Facilities

Other pedestrian facilities refer to facilities such as sidewalks or walkways through existing and future developments that may be public or private in nature. Although not technically part of the Chollas Creek network of trails and paths, they are important because they represent elements of the larger mobility system into which the creek

trails connect. Streetscape recommendations contained within the Mobility recommendations will address the design of these facilities.

Destinations

Key recreational and improvement features of the proposed Chollas Creek trail and park system include:

Neighborhood Park

The most prominent feature of the proposed Chollas Creek improvements within the plan area is the Neighborhood Park located north of Castaña Street, east of 47th Street extending to meet the Jacobs Center and the proposed Festival Park. This park may include several recreational features that are linked by multi-use paths, pedestrian trails, and a pedestrian bridge. The Neighborhood Park may include open turf areas for potential non-regulation sporting events and pick-up games, playgrounds, a community garden, passive recreation, habitat restoration, and creek overlook areas.

Passive Recreation Areas

Throughout the proposed Chollas Creek trail system, opportunities for passive recreation may be located adjacent to the trail corridor. Smaller or linear in shape, these areas are not adequately sized to accommodate playgrounds or recreational fields, but may include seating or planting areas, or room to walk a dog, have a picnic, or play a game of catch. Some areas may be developed into pocket or linear parks.

Overlook Areas

Several opportunities for creek overlook areas occur alongside the length of the proposed Chollas Creek trail system. Due to grade changes that occur along creek edges, many of the trails are positioned at higher elevations to the creek bed. Where adequate space exists within the trail right-of-way, overlook features such as benches and interpretive signage can be installed to provide to opportunity for people to linger and enjoy views of the creek and the associated vegetation and wildlife.

Pedestrian Bridges

Pedestrian bridges are proposed for three locations along the Creek to ensure that the creek is not a barrier to pedestrian circulation. This is in addition to the existing pedestrian bridge at the Village at Market Creek. One is located just north of 49th Street, connecting the pedestrian trail from 49th Street to the multi-use path and parklands along the north side of the creek. The second bridge crossing is located north of Market Street, connecting Guymon Street and the neighborhoods to the north to the Northwest Village Commercial center. The third is located at 54th Street connecting to the existing Valencia Business Park trail. All bridges will provide important connections, but also afford unique viewing opportunities of the creek.

Thematic Creek Crossing

Thematic Creek Crossings are proposed in areas where major vehicular corridors cross over the creek. These features are shown in three locations: 47th Street, Market Street, and Imperial Avenue. The intent is to mark these locations with improvements that will announce and celebrate the presence of the creek and contribute to community identity. Improvements at these

crossings may include decorative railings, signage, banners, public art, overlook areas, or special plantings to signify the presence of the creek.

Detailed descriptions of pedestrian crosswalk configuration are contained in Chapter 3: Mobility.

Entry Point Gateways

Entry point gateways are proposed to mark key pedestrian entrances into the Chollas Creek trail system. In addition to features such as monuments, signage, and plantings, these gateways can use special paving and lighting treatments to announce the gateway.

Stormwater Management Features

An underlying theme of the Chollas Creek enhancement is to restore the creek channel to its natural state, allowing it to function in natural stormwater management. Opportunities for using vegetation for store stormwater and slow runoff occur throughout the park areas. With further study, they may take the form of larger features such as retention area, or linear bioswales along trails or roadways. (Chapter 2: Land Use and Urban Design contains recommendations for stormwater management areas.)



Entry Point Gateway

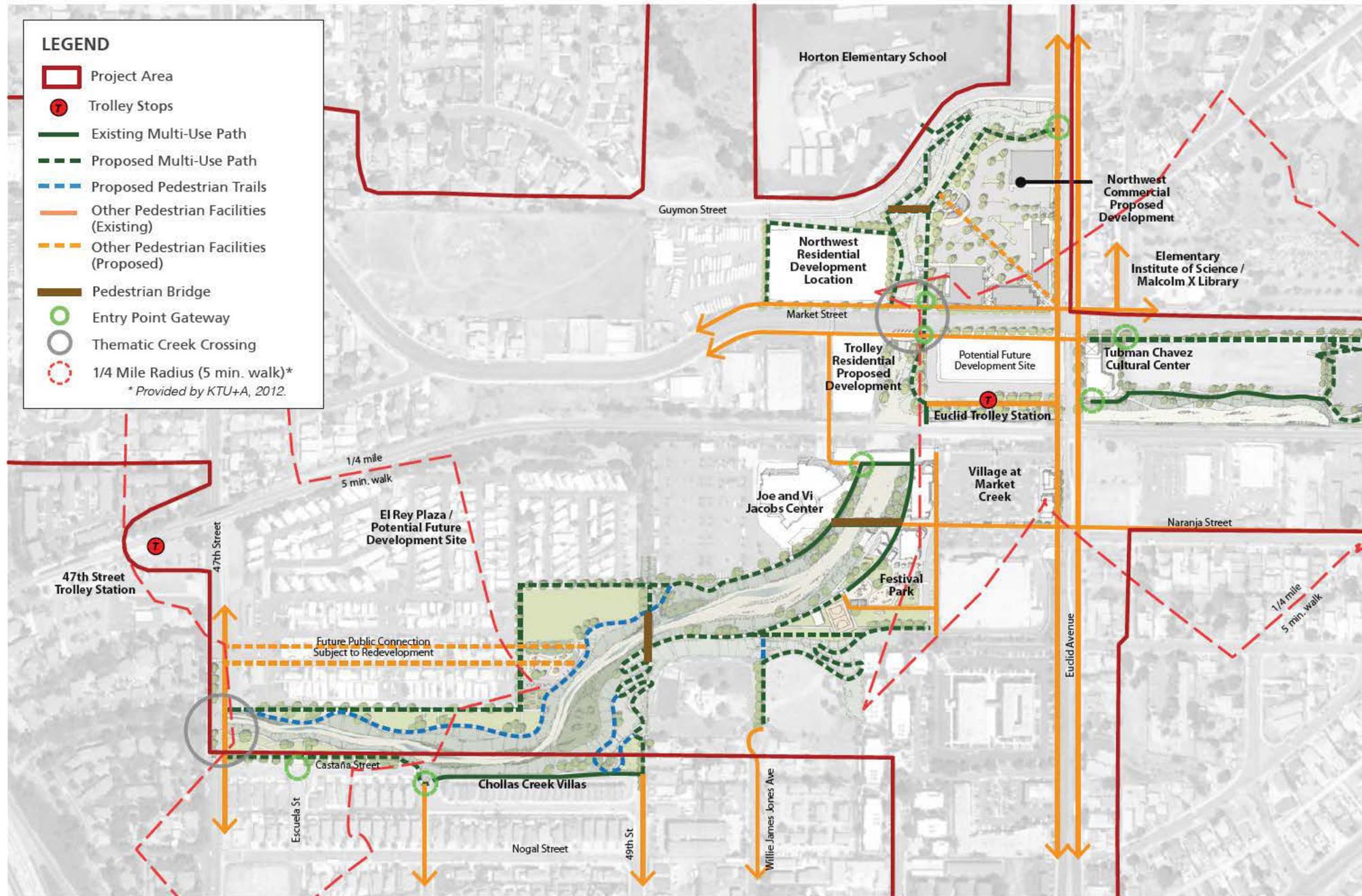


Thematic Creek Crossing Concept

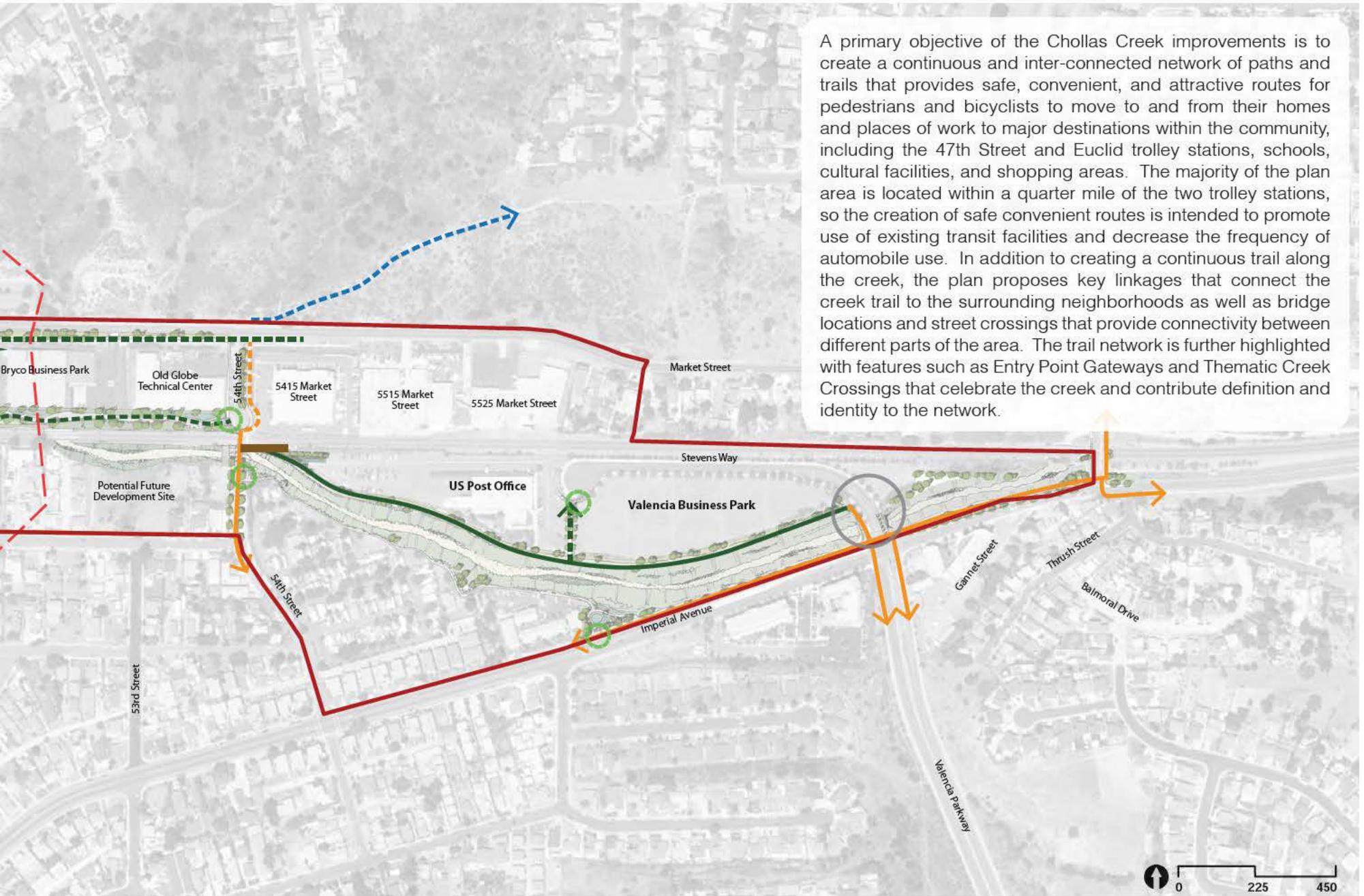


Stormwater Management Feature

Figure 4.6: Existing and Proposed Path Network and Destinations

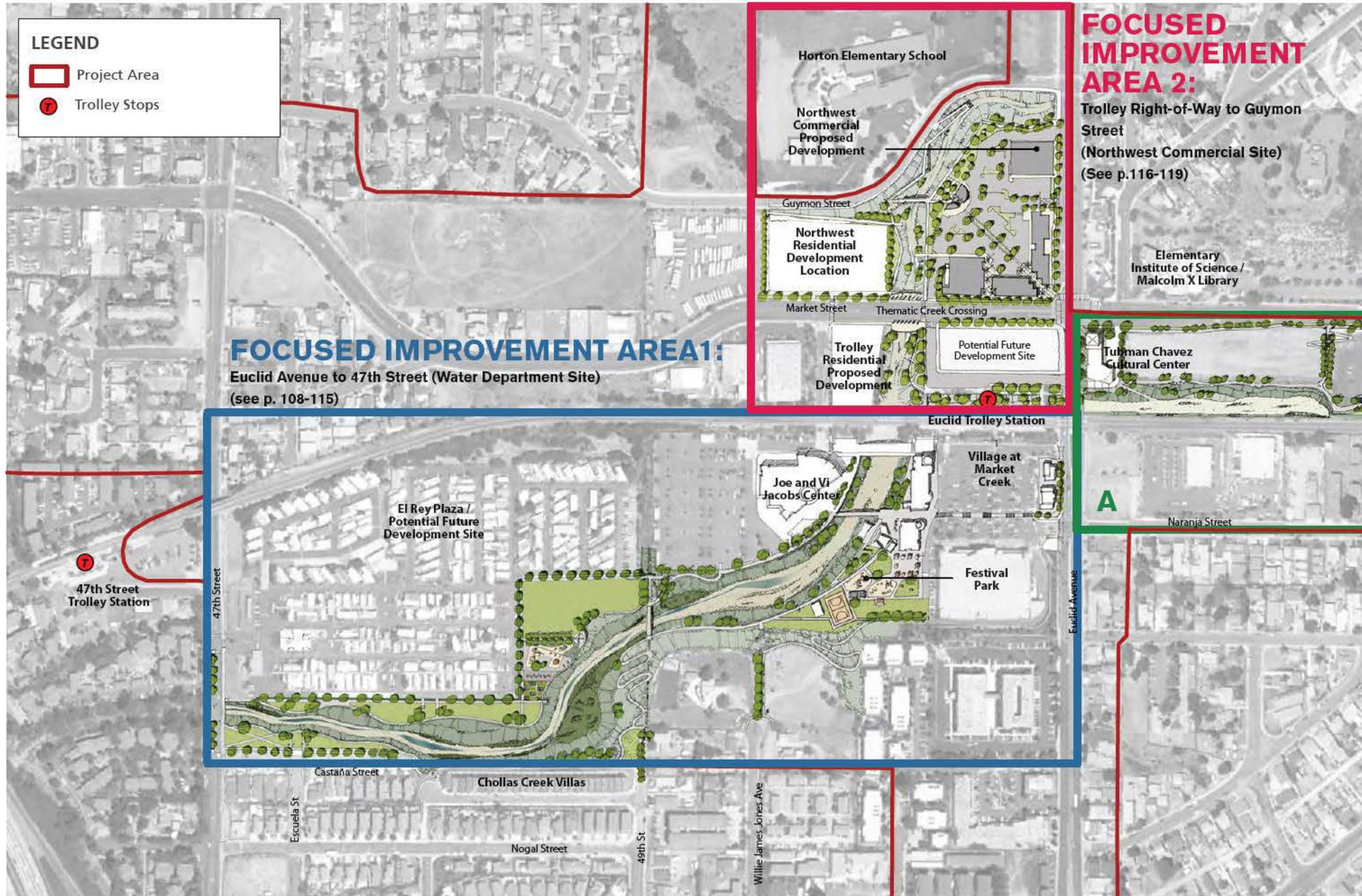


Note: Concepts are for illustrative purposes only. Do not reflect current development proposals.



A primary objective of the Chollas Creek improvements is to create a continuous and inter-connected network of paths and trails that provides safe, convenient, and attractive routes for pedestrians and bicyclists to move to and from their homes and places of work to major destinations within the community, including the 47th Street and Euclid trolley stations, schools, cultural facilities, and shopping areas. The majority of the plan area is located within a quarter mile of the two trolley stations, so the creation of safe convenient routes is intended to promote use of existing transit facilities and decrease the frequency of automobile use. In addition to creating a continuous trail along the creek, the plan proposes key linkages that connect the creek trail to the surrounding neighborhoods as well as bridge locations and street crossings that provide connectivity between different parts of the area. The trail network is further highlighted with features such as Entry Point Gateways and Thematic Creek Crossings that celebrate the creek and contribute definition and identity to the network.

Figure 4.7: Chollas Creek Focused Improvement Areas



Note: Concepts are for illustrative purposes only. Do not reflect current development proposals.

FOCUSED IMPROVEMENT AREA 3:

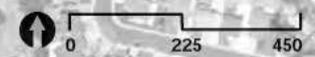
3A: Euclid Avenue to 54th Street (North Market Street Pathway)

3B: 54th Street to Merlin Street (Valencia Business Park)

(See p. 120-125)



This plan, as part of the Euclid + Market Land Use and Mobility Plan, is divided into three subareas in order to describe the design recommendations in greater detail. Focused Improvement Area #1, which includes the creek corridor south of the trolley right-of-way and west of Euclid Avenue, addresses the design of key sections connecting the existing improvements adjacent to the Jacobs Center north to Market Street and west to 47th Street, including a new proposed neighborhood park north of Castaña Street. Focused Improvement Area #2, which extends north of the trolley right-of-way and west of Euclid Avenue, addresses important connections north to Euclid, but also cross-creek connections between the Euclid/Market intersection and schools and residential areas located north of Guymon Street. Focused Improvement Area #3, which is located east Euclid Avenue and south of Market Street, addresses key gaps in the existing system between the North Market Street Pathway and the Valencia Business Park trail (3A) and between the Valencia Business Park trail and Merlin Drive (3B).



FOCUSED IMPROVEMENT AREA 1:

Euclid Avenue to 47th Street (Water Department Site)

Focused Improvement Area #1 is located east of 47th Street, north of Castaña Street, west of Euclid Avenue and south of the trolley right-of-way. The area, which is generally located to the south and west of the Village at Market Creek and the Jacobs Center for Neighborhood Innovation (JCNI), offers the greatest opportunity for larger creek-oriented park features given its relatively level topography, including the area known as the “Water Department Site,” a name given to the area in the Chollas Creek Implementation Plan in 2002. Ownership issues have and continue to hinder improvement of the area, but the availability of undeveloped land and a section of natural creek channel offers a significant opportunity for open space and recreational improvements.



Current view of proposed park area from Castaña Street.

Conceptual Plan

The Conceptual Plan for this area includes park and trail improvements along both sides of the creek—a proposed neighborhood park on the north side of the creek, the Jacobs Center’s plans for a Festival Park on the east side, and a network

of paths and trails that links the two areas to each other and to the surrounding neighborhoods. Together these amenities connect to and extend the open space improvements that have already been completed at the Jacobs Center and Market Creek Plaza to the neighborhoods to the south and west. Ultimately, the proposed open space improvements will provide a focal feature and recreational amenity that adds value and identity to future development within the EMLUMP area.

Festival Park is a 0.87 acre park planned for the area south of the Market Creek Plaza adjacent to Chollas Creek. The park plan incorporates the existing cultural huts at Market Creek Plaza and provides expanded recreational amenities including a multi-purpose court, playgrounds, restrooms, and seating. New pathways proposed as part of the EMLUMP will improve access to this park from adjacent neighborhoods to the south and west.

On the opposite side of the creek and west of the proposed Festival Park, a new 3.7 acre neighborhood park is proposed that would extend along the creek to 47th Street. On the north side of the creek, the park includes 1.1 acres of turf area for informal recreation and pick-up games, a 0.4-acre playground area, a 0.1-acre community garden, and 1.0 acres of passive recreation. The south side of the creek, which is more constrained by topography and development, includes two distinctly different treatments. At the west end, along Castaña Street, 0.8 acres of a multi-purpose recreation area includes a combination of lawn areas, native plantings, and habitat restoration. Improvements would include trails, seating areas, interpretive signage, safety lighting, and accent planting. At the east end, where the topography is not suitable for recreation, the majority of the area is reserved for

Figure 4.8: Focused Improvement Area 1 Concept Plan



Note: Concepts are for illustrative purposes only. Do not reflect current development proposals.



FOCUSED IMPROVEMENT AREA 1: Euclid Avenue to 47th Street (Water Department Site)

habitat restoration with a small 0.3-acre passive recreation area at the top of the hill, adjacent to the northern terminus of 49th Street. A multi-use path provides connection from 49th Street down to the creekside trail via a series of switchbacks down the steep slope. The 49th Street multi-use path would be augmented with stairs to provide a more direct, north/ south route between the hilltop neighborhood and the creekside parks. A pedestrian bridge is proposed at the northern terminus to the 49th Street path to provide access across the creek.

Section 1A: Multi-Use Path and Passive Recreation at Castaña Street

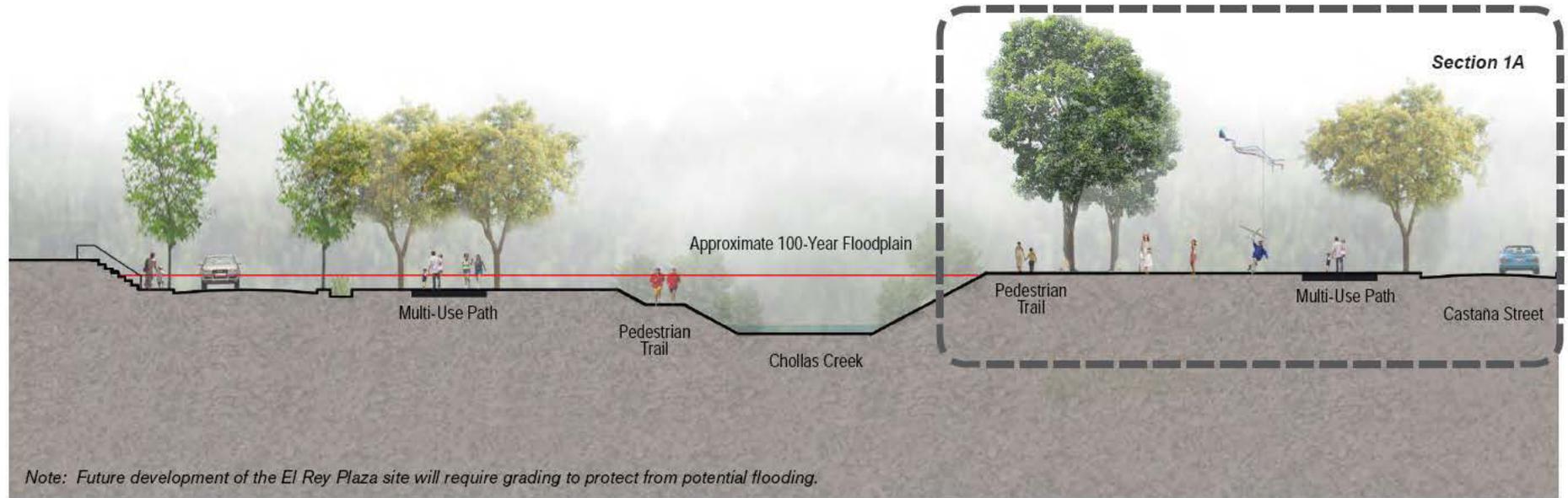


An example of an active recreation area in a Neighborhood Park.



An example of a playground in a Neighborhood Park.

Section 1B: Neighborhood Park at Castaña Street



An example of a paved and accessible Multi-Use Path.



An example of a soft surface Pedestrian Trail.



An example of natural park setting with pedestrian bridge.

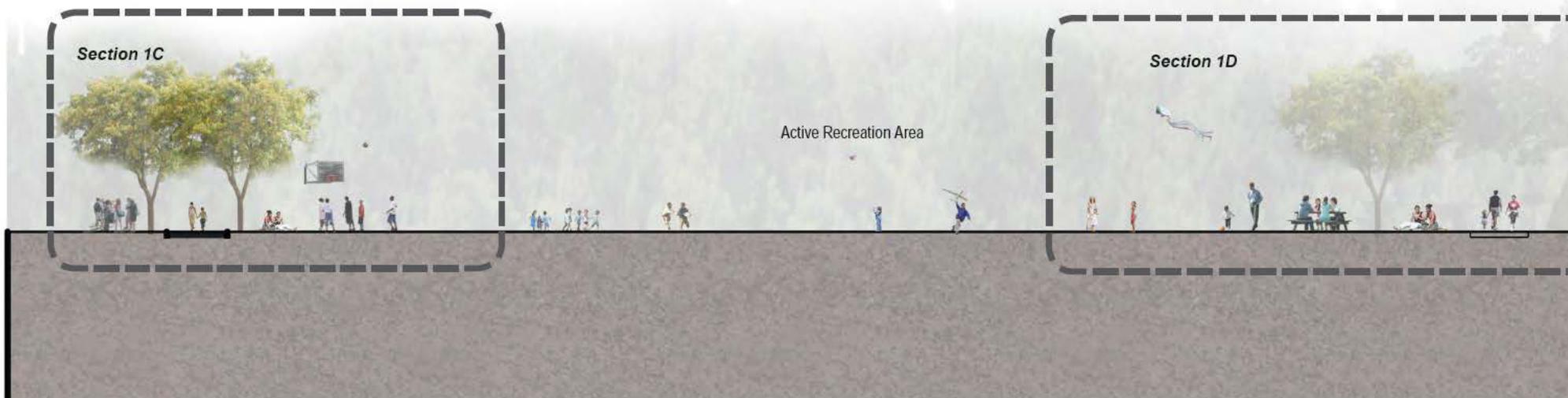
FOCUSED IMPROVEMENT AREA 1: Euclid Avenue to 47th Street (Water Department Site)

Section 1C: Neighborhood Park Multi-Use Path Enlargement

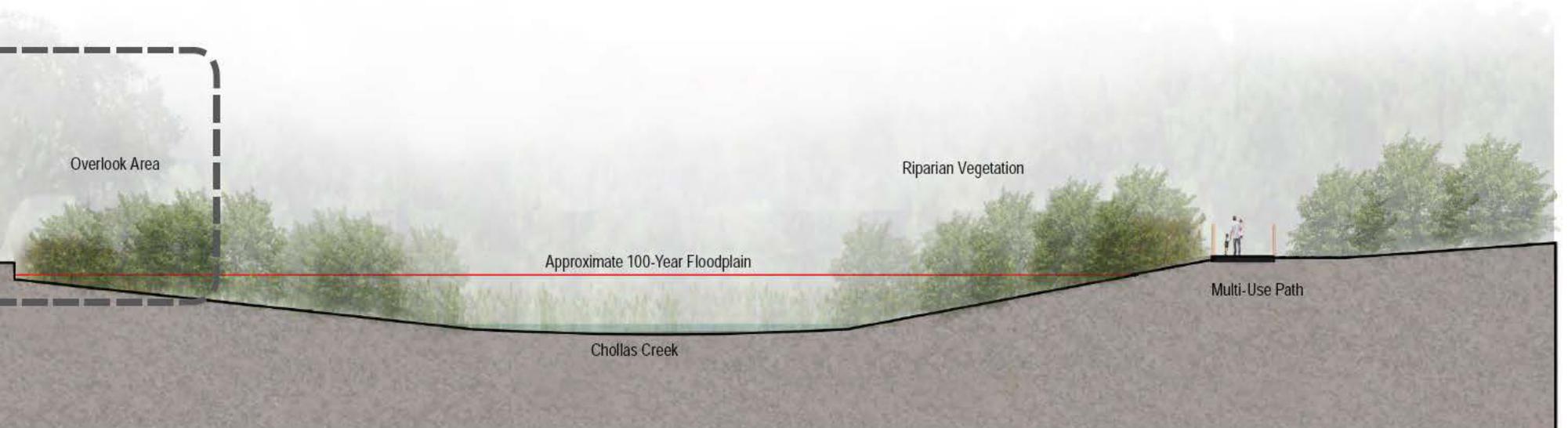


An example of proposed Active Use Open Space Area.

Section 1E: Neighborhood Park with Active Recreation Area



Section 1D: Neighborhood Park Multi-Use Path, Creekside



FOCUSED IMPROVEMENT AREA 1: Euclid Avenue to 47th Street (Water Department Site)

Section 1F: Pedestrian Trail



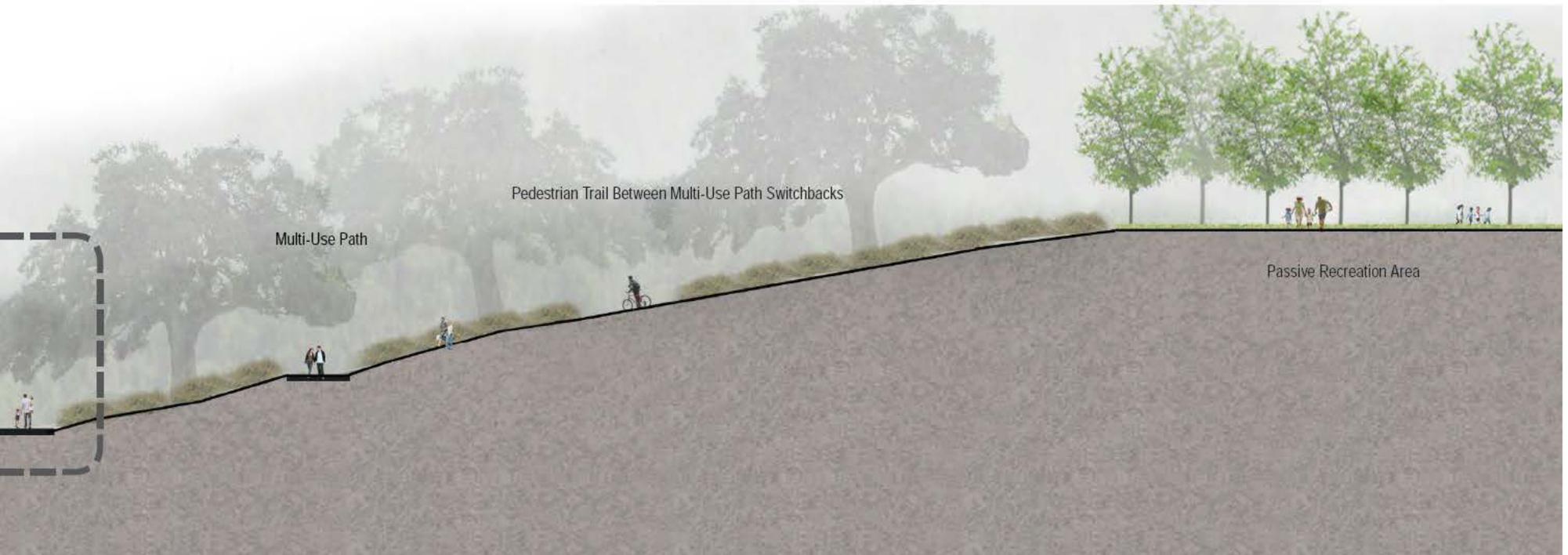
Section 1H: Neighborhood Park with Multi-Use Fields



Section 1G: Multi-Use Path



Example of pedestrian trail stairs connecting between multi-use trail switchbacks made of recycled concrete





View of Focused Improvement Area 2 from Guymon Street



The trail network should be safe and encourage use by young children



Example of potential combined thematic creek crossing and crosswalk

FOCUSED IMPROVEMENT AREA 2:

Trolley Right-of-Way to Guymon Street (Northwest Commercial Site)

Focused Improvement Area #2 is located north of the Trolley right-of-way, west of Euclid Avenue, and south of Guymon Street. The trail and open space design is derived from the concept developed by the Jacobs Center for the Northwest Village Commercial development, a retail project whose major tenant will be a Walgreens Drug Store, with additional recommendations for connections to the south across Market Street, and to Guymon Street and Horton Elementary school to the north.

Conceptual Plan

Chollas Creek Path Network and Enhancements

The current Northwest Village Commercial plan includes a Walgreens Drug Store and site for future commercial development. The site plan locates buildings at the street edge, both to engage the public street, but also to create as much space as possible for open space improvements adjacent to the creek. A multi-use path extends along the east side of the creek between Market and Euclid. Loading areas and parking areas adjoin the creek corridor, but have been designed to minimize impact on the creek corridor. To further enhance connections to the creek, the plan includes a diagonal pedestrian connection from the corner of Market and Euclid through the development and terminating in a pedestrian plaza/overlook adjacent to the creek and the multi-use path. This plaza provides access to a pedestrian bridge that will connect the retail center to Guymon Street, Horton Elementary School, and the existing neighborhood to the north. Given the steep slope that separates Guymon Street from the creek, some combination of elevated ramps or stairs will be needed to make the trail connection.

The current path network depicts this plan, augmented by further enhancements, including multi-use paths on either side of the creek north and south of Market Street, a pedestrian bridge, and passive recreation areas of varying widths woven throughout the trail network. The plan places great emphasis on retaining and enhancing the creek through these paths and trails, overlook areas, and the pedestrian bridge, which will connect the proposed new development to residential areas to the north.

The network will further provide a connection between the Jacobs Center, Village at Market Creek, and potential future redevelopment of the Euclid Trolley Station, with the areas north of Market Street, including the proposed location for the Northwest Residential development (unplanned). This connection is essential for completing a contiguous creek network, and connecting all surrounding uses and community facilities to one another and to transit access. The creekside path between the Euclid Trolley station and Horton Elementary School can especially encourage young children traveling through the area to walk and take the trolley.

South of Market Street, a multi-use path is proposed on the eastern side of the Creek that will connect the path north of Market to the Jacobs Center pathways and the Village at Market Creek commercial area. As shown, this trail can be completed with or without the redevelopment of the Transit Center.

Market Street Crossing

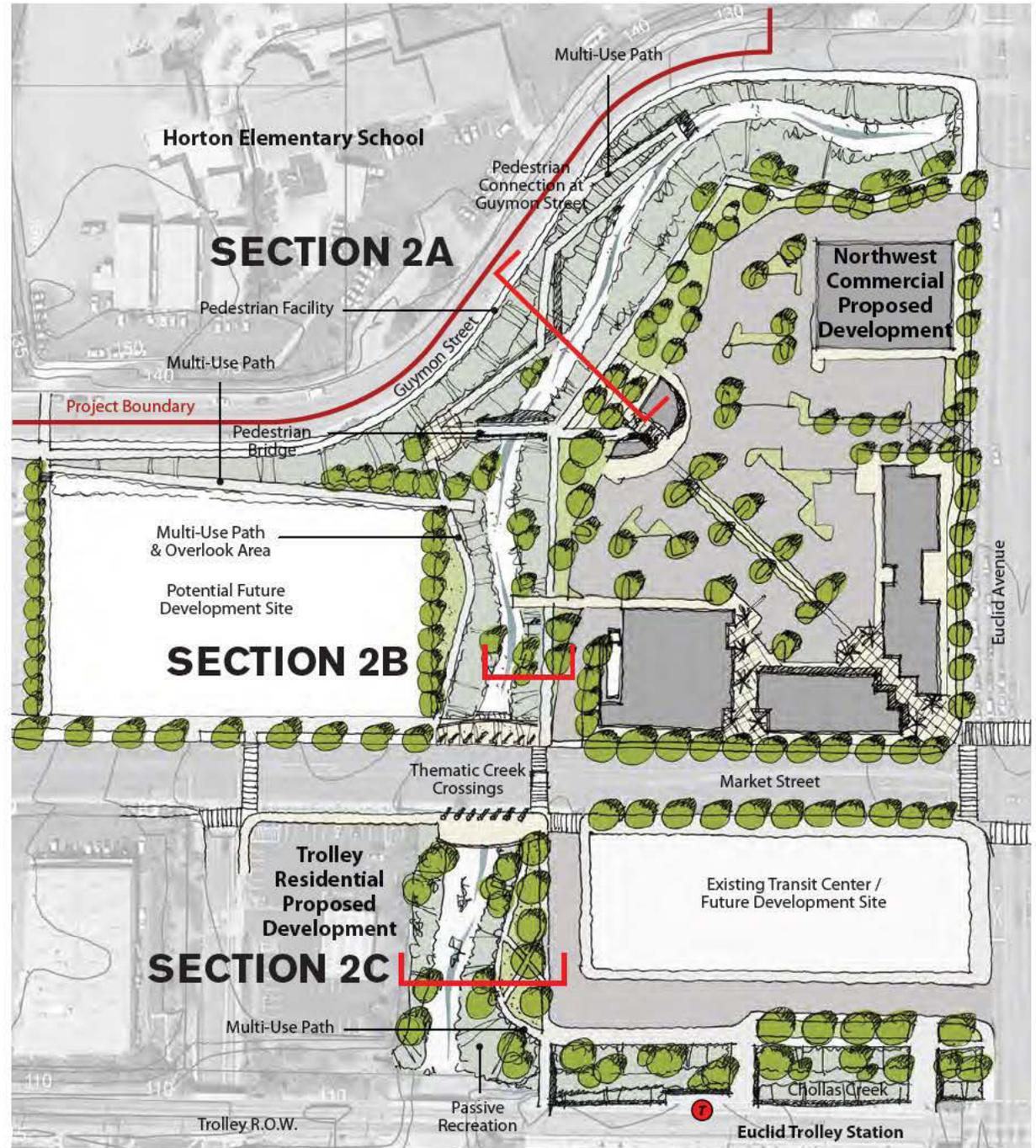
Providing a safe crossing across Market Street is also an important element in completing this contiguous, safe, network. The Market Street crossing area would connect the multi-use paths included both north and south of Market Street

Figure 4.9: Focused Improvement Area 2 Concept Plan

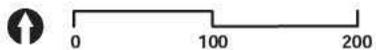
and through thematic Creek Crossing treatment, which would mark the crossing of pedestrians and vehicles over Chollas Creek through the use of decorative signage, plantings, and public art on either side of Market Street. Detailed descriptions of pedestrian crosswalk configurations are contained in Chapter 3: Mobility of this plan.

Creek Orientation

Beyond accomplishing circulation goals, improvements in this area is based on the recommendation that all future development should be oriented to the creek. Future commercial buildings in the Northwest Commercial site should be oriented to the creek and potentially may include plazas or outdoor seating that can be focused towards the creek



Note: Concepts are for illustrative purposes only. Do not reflect current development proposals.



FOCUSED IMPROVEMENT AREA 2: Trolley Right-of-Way to Guymon Street



Example of a pedestrian bridge accommodating pedestrians and bicyclists



Example of a multi-use trail through a natural park setting



Future development should be oriented to the creek and include overlook areas to view natural context.

Section 2A: Northwest Commercial Creekside Development (North)



Section 2B: Northwest Commercial Creekside Development (South)



Note: Concepts are for illustrative purposes only. Do not reflect current development proposals.



Example of multi-use path adjacent to planting area and roadway

Section 2C: South of Market Street Future Development Site/ Existing Transit Center



Note: Concepts are for illustrative purposes only. Do not reflect current development proposals.



Existing multi-use paths through Valencia Business Park



Example of a multi-use path that meanders through park planting



Example of a multi-use path with a creek overlook feature

FOCUSED IMPROVEMENT AREA 3A:

A: Euclid Avenue to 54th Street (North Market Street Pathway)

B: 54th Street to Merlin Street (Valencia Business Park)

Focused Improvement Area #3 is located south of Market Street and north of Imperial Avenue, between Euclid Avenue and Merlin Drive. The design concept for this area incorporates the existing improvements previously implemented by SEDC with new design solutions to eliminate existing gaps in the creekside trail in this area.

The two existing trail segments east of Euclid Avenue exemplify the hard work of the community and property owners to implement the vision for a creekside trail along Chollas Creek. Existing multi-use trail segments implemented by SEDC include the improvements known as the North Market Street Pathway that extends east from Euclid Avenue along the north side of the creek (Focused Improvement Area 3A), and along the south edge of the Valencia Business Park between 54th Street and Stevens Way (Focused Improvement Area 3B). In addition to these trails, Area 3B currently also has improved sidewalks, a uniquely designed transit shelter, and attractive fencing along the creek corridor.

The unimproved portions that remain in Focused Improvement Area 3A include the segment that is located east of the North Market Street Pathway, behind the Bryco Business Center and the Old Globe Technical Center. In Area 3B, pedestrian improvements are yet to be completed between Stevens Way and Merlin Drive. Furthermore, only a single side (the north side) of Chollas Creek south of the Valencia Business Park has been developed with a multi-use pathway and opportunity exists for an additional pathway along the southern edge.

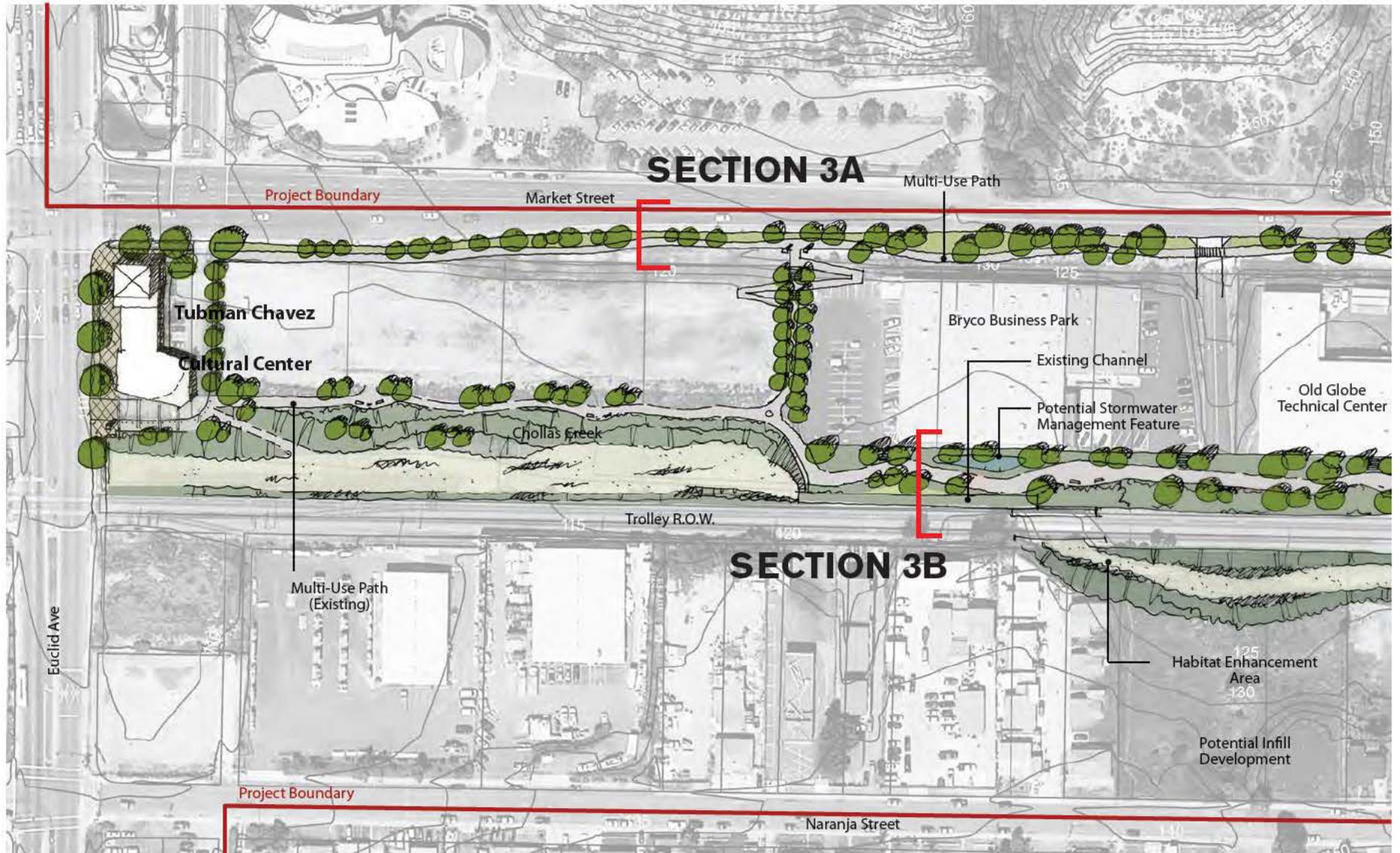
Conceptual Plan

North Market Street Pathway

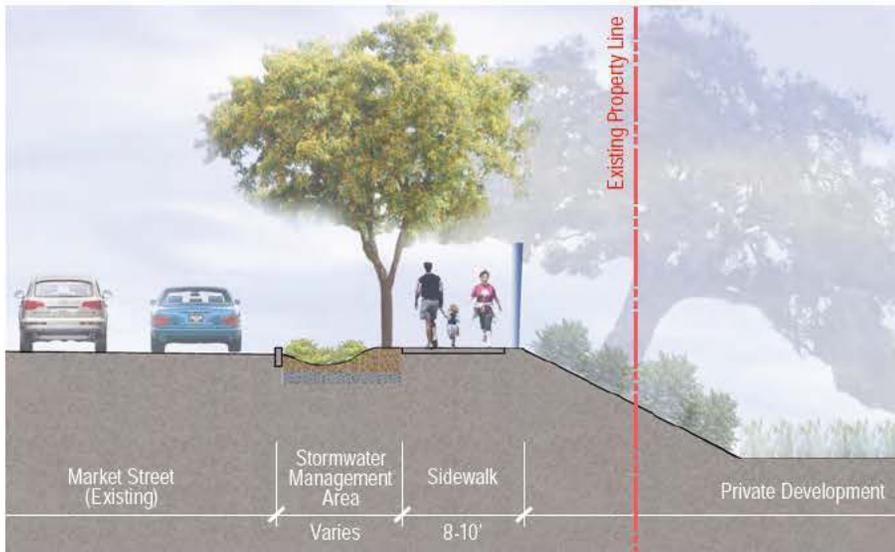
The plan shows two alternatives to bridge the gap between the North Market Street Pathway and the at grade crossing of the trolley tracks at 54th Street. Due to the parking, access and service needs of the businesses that currently operate onsite, the area between the existing buildings and the creek channel are currently inaccessible. This will require developing a trail segment that extends behind the existing Bryco Business Park and the Old Globe Technical Center, where the creek travels through a culvert (3A) on the north side of the tracks and then switches to the south side. Both alternatives assume the extension of a multi-use path along the north side of the trolley tracks that connects to the current terminus of the improved pathway to 54th Street where pedestrians and bicyclists will be able use the existing at-grade crossing of the trolley tracks to connect to the Valencia Business Park pathway (3B).

The preferred alternative assumes creation of a wider open space/trail corridor that would be dependent on the redevelopment of the Bryco Business Park and the Old Globe Technical Center sites. The proposed multi-use path would have a 20-foot wide right-of-way parallel to the north side of the tracks with variable width of planting occurring between the path and private development to the north (Section 3B). Ideally, new buildings would be designed to orient to the creek, and could include outdoor seating areas overlooking the open space corridor.

Figure 4.10: Focused Improvement Area 3a Concept Plan

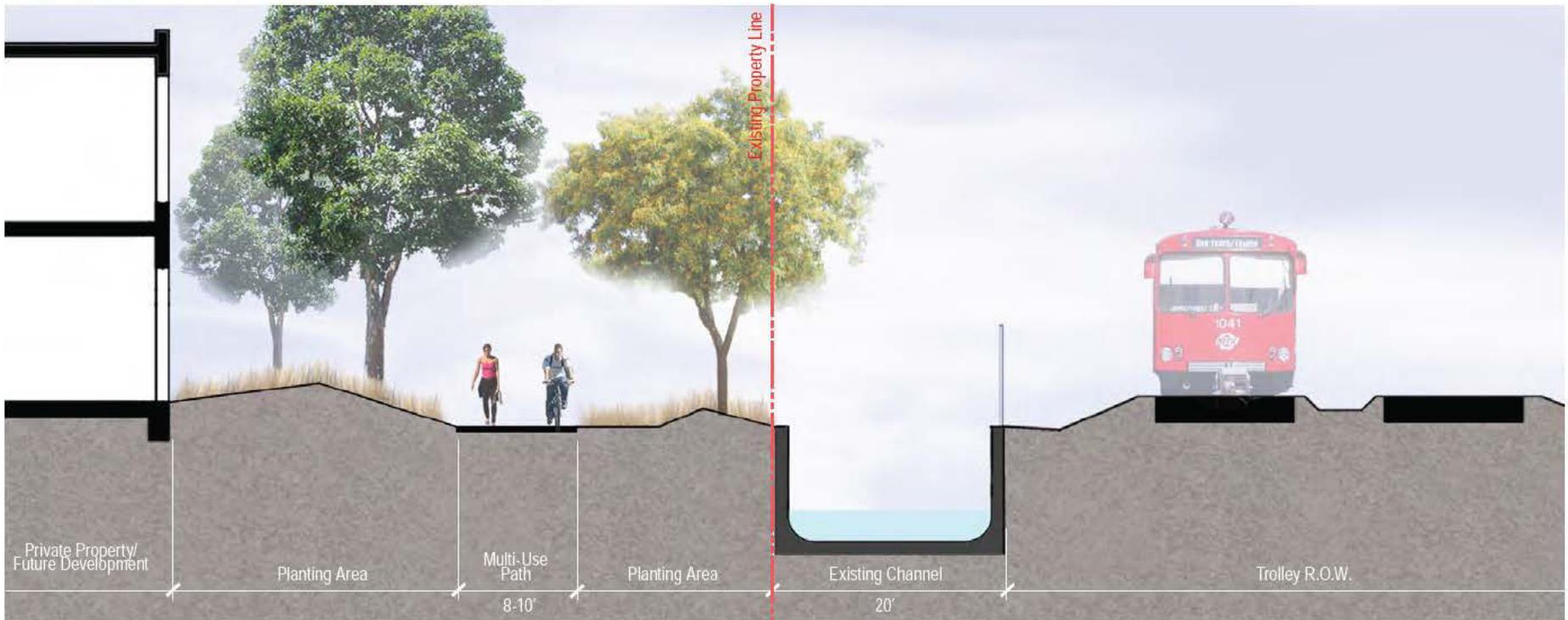


Section 3A: Market Street Sidewalk Improvements



The existing channelized portion of Chollas Creek adjacent to the trolley right-of-way creates a barrier to a contiguous trail network. A cantilever bridge is proposed over a portion of the channel in order to connect trail segments.

Section 3B: Multi-Use Path Adjacent to Trolley



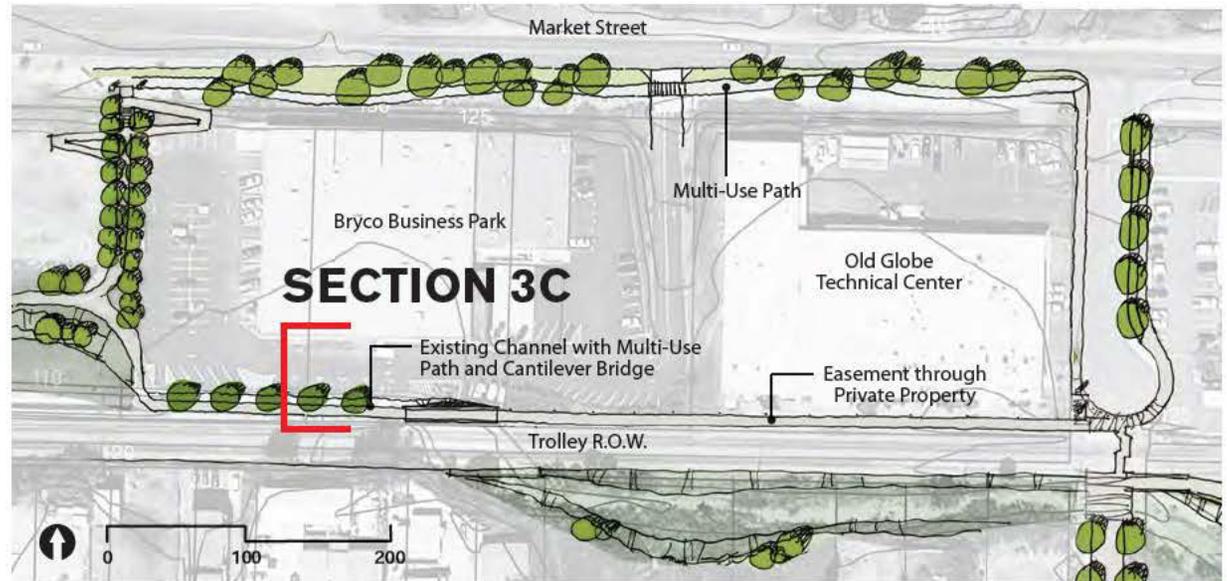
North Market Street Pathway Easement Alternative

In the event that the redevelopment of existing buildings seems improbable in the foreseeable future, and a nearer term solution is needed to complete the trail network, a more modest trail easement between the existing buildings and the trolley tracks would allow for direct access between existing trail segments. This scenario would require a minimum width of 10-12 feet to allow the current businesses and buildings to continue their uses, although with a slight adjustment to their service practices using the rear of the buildings. This alternative assumes that the open channel at the eastern end of the trail (i.e., behind Bryco Business Park) would be partially capped to provide a broad, cantilevered multi-use path overlooking the channel (Section 3C).

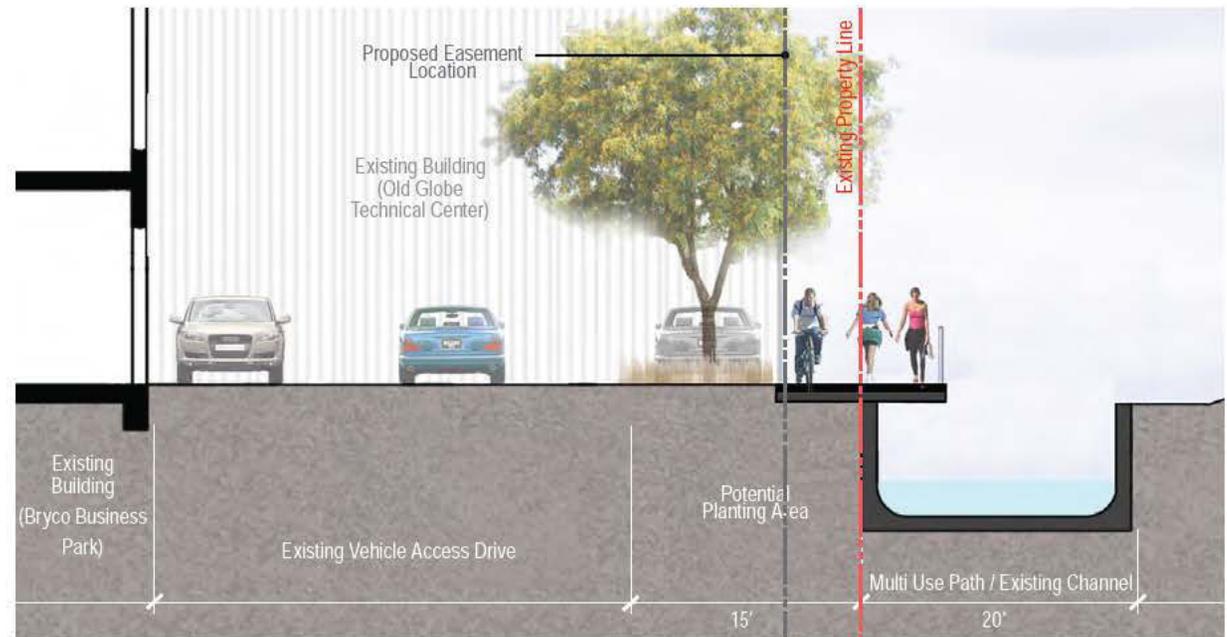
Interim Market Street Pedestrian Improvements

Recognizing the need for a near term solution to bridge the gap in the trail network, an improved sidewalk on Market Street, north of the Valencia Business Park will function both as an interim solution to bypass existing constrained areas, as well as an additional circulation connection once the preferred concept may be achieved. These improvements could be completed in the near term, and remain in place after other trail alignments are completed. The streetscape improvements may be implemented with either of the North Market Street Pathway Alternatives and will feature stormwater management/treatment areas to visually enhance the street and provide plantings for infiltration (Section 3A). (Chapter 2: Land Use and Urban Design contains recommendations for stormwater management areas.)

Figure 4.11: Focused Improvement Area 3a Concept Plan Easement Alternative



Section 3C: Multi-Use Path (Constrained) with Existing Buildings



FOCUSED IMPROVEMENT AREA 3B:

A: Euclid Avenue to 54th Street (North Market Street Pathway)

B: 54th Street to Merlin Street (Valencia Business Park)

Figure 4.12: Focused Improvement Area 3B Concept Plan





Valencia Business Park

In order to augment the existing multi-use path along the northern edge of Chollas Creek between 54th Street and Stevens Way, the design concept calls for a second multi-use path be added along the south side of Chollas Creek between 54th Street and Stevens Way. This would be located adjacent to current residences, and would benefit current and future residents of the area. The path would be 8-10' as other multi-use paths within the area (Section 3D).

Section 3D: Creekside Pathways at Valencia Parkway

In addition, a multi-use path is proposed along the northern edge of Imperial Avenue east of Stevens Way, extending to Merlin Drive. This would replace the existing partial sidewalk improvements that have been completed and instead provide a more recreational type path, oriented to the adjacent open space and acknowledging the presence of the creek. At the intersection of Merlin Drive, the existing utility building would be screened with appropriate planting to correspond to path the improvements.



A multi-use path is proposed on both sides of Chollas Creek within the Valencia Business Park



Furnishings

Where necessary and appropriate, furnishings should be provided within proposed open space areas to enhance the user experience, ensure public safety and security, and facilitate operations and maintenance. Furnishings should be chosen to reflect the natural and cultural identity of the area, while not overwhelming the natural environment. A consistent palette of furnishings should be developed that contributes to the area's identity. Furnishings should be durable and vandal resistant to ensure that they convey an image of quality and that they endure. Potential furnishings may include benches, trash receptacles, bollards, drinking fountains, lighting and signage. Signage will include both directional (i.e., wayfinding) and educational (interpretive) information.



Signage can be used to provide education about the area



Path design should complement the natural environment



Benches should be located at key locations for open space enjoyment



Natural materials are encouraged for play areas and seating

Enhanced Security and Lighting

Lighting is especially important for the Southeastern Community. Appropriate lighting will be provided to address safety concerns, as well as limit light pollution into habitat areas and the night sky. The adjacent graphics demonstrate preferred lighting methods for the areas around Chollas Creek improvements.



Encouraged



Discouraged



Encouraged



Discouraged

Figure 4.13: Encouraged and Discouraged Lighting at Sensitive Natural Areas

Next Steps

The purpose of this plan is to provide conceptual guidance to ensure the implementation of the Chollas Creek trail and open space improvements consistent with the direction of the EMLUMP and the desires of the local community. It is also intended to assist eligible parties to seek funding for improvement projects by demonstrating that such projects are consistent with a comprehensive and integrated enhancement strategy.

Next steps include further feasibility analyses based on the recommendations of this plan and more detailed design. These will include hydrologic studies to ensure that proposed improvements will not exacerbate flood or erosion potential, analyses to understand the need for bank stabilization, and assessment and design of creek and habitat restoration opportunities.

The intent is that the recommendations for park,

path, and trail designs shall be incorporated along with the EMLUMP land use and mobility concepts into the updated Southeast Community Plan. All future development adjacent to the creek will be expected to incorporate the concepts and features identified in this plan into their projects. It is anticipated that most of the future creek improvements will happen in conjunction with future development. The final design and feasibility will need to be determined at that time.

In the absence of private development, the City of San Diego may work with landowners and advocacy groups to advance the concepts set forth, by pursuing grant funding to implement improvements, acquiring access easements to accommodate trails, purchasing land to accommodate public improvements, etc. A summary of implementation grants can be found in Chapter 5: Implementation.

Finally, all future plans for Chollas Creek should involve community of Southeastern San Diego to ensure that their goals for the creek and all safety concerns and key open space priorities have been addressed.



Example of multi-use path within natural area

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CHAPTER 5

IMPLEMENTATION

Integration with Southeastern San Diego Community Plan Update

The land use, urban design, and mobility recommendations included in the Euclid + Market Land Use and Mobility Plan (EMLUMP) are intended to serve as direct input to the current Southeastern San Diego Community Plan Update process. Community plans are used to implement the City's General Plan Land Use by providing specific direction relating to individual neighborhoods and community character. The EMLUMP process has provided the Market and Euclid community the opportunity to work directly with the City of San Diego to refine and update the land use direction for this area so that detailed and area-specific recommendations can be incorporated into the updated Community Plan.

Concepts put forth in this plan will help the City and community stakeholders raise support for physical improvements, which may be eligible for grant funding. This plan will help achieve community improvement through the use of tangible, vetted plans and concepts. Potential funding mechanisms for the proposed land use and open space recommendations contained within this document are explained in this Chapter.

The EMLUMP will be implemented by folding the master planning goals, policies and implementation measures into the greater Southeastern San Diego (SSD) Community Plan update process. Ultimately the EMLUMP measures will be realized through approval of the community plan update by the City Council who will essentially adopt the project list contained in this section. These improvements will be funded and implemented through a number of different mechanisms which are outlined in this chapter.

It describes the necessary actions and key parties responsible for realizing the plan's vision. Implementing these proposals will require the active participation of the city departments and agencies, regional agencies such as SANDAG, MTS, and the community

Zoning

The Zoning regulations work hand-in-hand with the General Plan Land Use recommendations included in Chapter 2. The proposed zones are located in Figure 5.1 and are described in Table 5.1. The Zoning Code regulates the use and development of land throughout the City, and is the legislative method by which land use, development intensity, and site and architectural design are controlled. The allowable uses ultimately depend on the zoning, and each project must be approved by City staff. Depending on the level of conformance, some projects require a ministerial review (basic approval) where others require discretionary review. In the EMLUMP study area, all projects will be reviewed for their conformance with the goals of the land use designation and the allowed uses contained within the zoning.

Key Actions

- Regularly update a Public Facilities Financing Plan (PFFP) identifying the capital improvements and other projects necessary to accommodate present and future community needs.
- Implement facilities and other public improvements in accordance with the PFFP.
- Pursue grant funding to implement unfunded needs identified in the PFFP.
- Pursue formation of Community Benefit

Assessment Districts, as appropriate, through the cooperative efforts of property owners and the community in order to construct and maintain improvements.

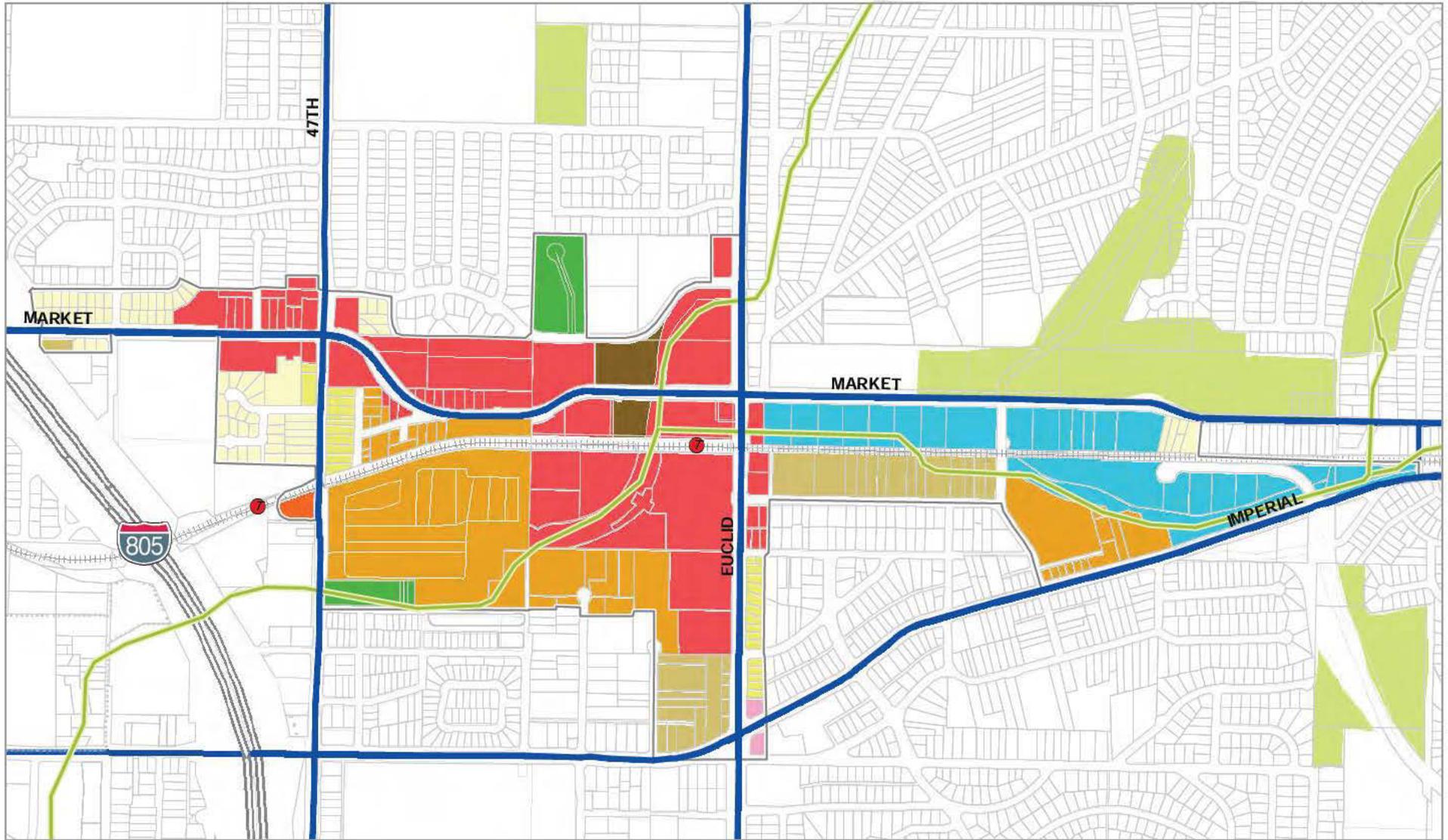
Funding Mechanisms

In order to realize the development potential envisioned in the EMLUMP study area, a combination of financing sources will be needed to fund public improvements and assist in development of private properties. The following list identifies potential mechanisms, many of which are already being used in the City of San Diego and neighboring jurisdictions that may be available to the City, developers, and/or business and property owners. These mechanisms include both public (local, State, and Federal) and private (property owners, developers, and users) funding sources. Implementing improvement projects will require varying levels of funding. A variety of funding mechanisms are available depending on the nature of the improvement project:

- Impact fees for new development.
- Requiring certain public improvements as part of new development.
- Establishing community benefit districts, such as property-based improvement and maintenance districts for streetscape, lighting, sidewalk improvements.

Local Sources

- **Infrastructure Financing District (IFD)**
 - Similar in function to redevelopment tax increment, tax increment revenues within an IFD are used to finance construction of public works and facilities. For former redevelopment project areas, 80% of the



LEGEND

- | | | | | |
|---|--|--|--|---|
|  RM-1-1 |  RM-3-9 |  IL-3-1 |  EMLUMP Study Area |  Parks and Open Spaces |
|  RT-1-5 |  CN-1-3 |  OP-1-1 |  Parcels | |
|  RM-2-5 |  CC-3-4 | |  Chollas Creek | |
|  RM-3-7 |  CC-3-6 | |  Community Connectors | |

Figure 5.1: EMLUMP Planned Zoning

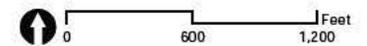


Table 5.1: Proposed Zoning Matrix
Proposed Open Space and Residential Zones for the Euclid + Market Land Use and Mobility Plan

Zone	Additional Characteristics	Density (du/ac)	Minimum Lot Area (sq.ft.)	Maximum Height (ft.)	Commercial Allowed	FAR	Land Use Designation
OP Zones	Applied to public parks and facilities, once they are dedicated as park land pursuant to City Charter Section 55 in order to promote recreation and facilitate the implementation of land use plans. The uses permitted in these zones will provide for various types of recreational needs of the community.						
OP-1-1	Allows developed, active parks	---	---	---	---	---	---
RM Zones	Provide for multiple dwelling unit development at varying densities. The RM zones individually accommodate developments with similar densities and characteristics. Each of the RM zones is intended to establish development criteria that consolidates common development regulations, accommodates specific dwelling types, and responds to locational issues regarding adjacent land uses.						
RM-1-1	Multiple dwelling units	15	6,000	30	---	0.75	Residential Low Medium
RM-2-5	Multiple dwelling units	29	6,000	40	---	1.35	Residential Medium
RM-3-7	Multiple dwelling units with limited commercial	44	7,000	40	Yes ²	1.80	Residential High
RM-3-9	Multiple dwelling units with limited commercial	74	7,000	60	Yes ²	2.70	Residential High
RT Zones	Provide for attached, single-dwelling unit residential development on small lots with alley access. These zones provide for more urbanized, single-unit living at densities typical of multiple-unit zones. Provide transition opportunities between single-unit neighborhoods and higher density multiple-unit neighborhoods and may replace multiple-unit zones at similar densities. Intended to be applied on subdivided blocks with alleys that are within or close to highly urbanized areas, transit areas, and redevelopment areas.						
RT-1-5	No Common wall construction	29	1,600	35 ¹	---	1.20/1.60 (1&2sty/3sty)	Residential Medium

¹ Current regulations - only in mixed-use development of 25 du or more; ground floor only; and a maximum of 25% of the GFA of the ground floor. Provide a footnote in the development table to refer to a new section that is specific to Barrio Logan, Southeastern, and Encanto that allows.

- Commercial on 100% of ground floor,
- On ground floor only, and
- Does not have a unit threshold prior to commercial development.

Table 5.1: Proposed Zoning Matrix (Continued)

Proposed Commercial and Industrial Zones for the Euclid and Market Land Use and Mobility Plan

Zone	Purpose of Zone	Density (du/ac)	Minimum Lot Area (sq.ft.)	Maximum Height (ft.)	Maximum FAR	Residential Allowed	Land Use Designation
CN Zones	Provide residential areas access to a limited number of convenient retail and personal service uses. Intended to provide areas for smaller scale, lower intensity developments that are consistent with the character of the surrounding residential areas. May include residential development. CN zones will be primarily located along local and selected collector streets.						
CN-1-3	Development with a pedestrian orientation	29	5,000 (max. 10 ac)	30	1.0/1.75	Yes	Neighborhood Commercial
CC Zones	Accommodate community-serving commercial services, retail uses, and limited industrial uses of moderate intensity and small to medium scale. Provide for a range of development patterns from pedestrian-friendly commercial streets to shopping centers and autooriented strip commercial streets. Some CC zones allow residential development. Primarily located along collector streets, major streets, and public transportation lines.						
	CC-3 - allows a mix of pedestrian-oriented, community serving commercial uses and residential uses.						
CC-3-4	Development with a pedestrian orientation and community serving commercial uses	29 ¹	2,500	30	1.5	Yes	Community Commercial – Residential Permitted
CC-3-6	Development with a pedestrian orientation with a high residential density	44	2,500	45	1.5	Yes	Community Commercial – Residential Permitted
IL Zones	Provide a wide range of manufacturing and distribution activities. Intended to encourage sound industrial development by providing an attractive environment free from adverse impacts associated with some heavy industrial uses. The IL zones are intended to permit a range of uses, including nonindustrial uses in some instances.						
IL-3-1	Light Industrial with mix of office and commercial uses	---	15,000	---	2.0	No	Light Industry

§131.0540 *Maximum Permitted Residential Density and Other Residential Regulations*

The following regulations apply to all residential development within commercial zones in the Land Development Code:

(a) *Residential Development as a Permitted Use.* Residential development is permitted in commercial zones only where it is identified in Table 131-05B.

(b) *Mixed-Use or Multi-Use Requirement.* Residential development is permitted only when a commercial structure exists on the premises or is a part of the proposed development.

(c) *Residential Development.* Where residential development is permitted, the development regulations of the RM-1-1, RM-2-5, and RM-3-7 zones as appropriate according to the maximum permitted residential density apply, except that the lot area, lot dimensions, setback, floor area

ratio, and structure height requirements of the applicable commercial zone apply.

(d) *Non owner occupants must reside on the premises for a minimum of 7 consecutive calendar days.*

1% property tax could be captured by the local agency. IFDs can be created by cities, counties, and special districts.

- **General Fund Revenue** – Fees collected in the City's General Fund, generated by property taxes, sales tax, transient occupancy tax, motor vehicle license fees, and other sources of revenue. A land owner or developer funds the infrastructure and/or economic gap, and the transaction is structured in the form of a loan from the developer to the City to be repaid over a term of years with the various tax revenues generated by the new development.
- **Reduction/Deferral of Permits and Fees** – Reduction or deferral of select permits and fees that result in upfront development cost reductions.
- **Affordable/In-Fill Housing and Sustainable Buildings Expedite Program** – Provides expedited permit processing for eligible affordable/in-fill housing and sustainable building developments.
- **Density Bonus Law** – A voluntary inclusionary housing ordinance providing incentives to developers providing affordable housing in their projects.
- **Reduction in Development Standards** – Reduction in site development standards or modification of code or design requirements
- **Reduction in Parking Standards** – Reduction in parking ratios can assist in creating a more efficient site plan and reducing cost of structured parking.

State/Federal Sources

- **Community Development Block Grants (CDBG) / Section 108 Loans** – Annual grants for use towards economic development, public facilities, and housing rehabilitation;

Section 108 loans provide front-end financing for large-scale community and economic development projects that cannot be financed from annual grants. (Federal)

- **New Markets Tax Credits (NMTCs)** – Competitive program that permits taxpayers to receive a credit against Federal income taxes for making qualified equity investments in designated Community Development Entities (CDEs). Federal income tax credit is given in return for new investments made in eligible businesses and commercial projects in low-income areas. (Federal)
- **Low Income Housing Tax Credits (LIHTCs)** – Competitive program that allows developers to finance the development of affordable rental housing for low-income households. (Federal)
- **Proposition 1C Funds** – The Housing and Emergency Trust Fund Act of 2006, was created to promote housing in in-fill and transit oriented projects, as follows:
 - In-fill – funds roads, parking structures, transit linkages, traffic mitigation, demolition and site preparation, and sidewalks and streetscapes.
 - Transit-Oriented Development (TOD) – funds property acquisition/ relocation, construction, engineering, environmental studies, mitigation, and replacement parking required by a public agency.
- **Multi-Family Housing Program (MHP)** – Provides deferred payment loans to developers and assists in the construction, rehabilitation and preservation of rental housing for lower income households. (CA)
- **Workforce Initiative Subsidy for Homeownership (WISH)** – State program designed to help people living in high cost areas to purchase homes near their place of work. (CA)

- **CalHome** – Provides grants to local public agencies and non-profit developers to assist individual households through deferred payment loans. (CA)
- **Building Equity and Growth in Neighborhoods (BEGIN)** – Provides down payment assistance loans to qualifying first-time low- and moderate-income homebuyers. (CA)

Developer / Property Owner / User Sources

- **Community Facilities District (CFD)** – A special property tax placed upon property located within the established district to fund public facilities and services. Municipal bonds secured by revenues from the special tax rate are sold by the CFD to provide upfront funding for improvements or services.
- **Special Assessment District** – Similar to a CFD but the funding of infrastructure is shifted from all taxpayers to only those who benefit specifically from the improvement; sets a fixed lien on every parcel within the assessment district.
- **Landscaping Districts/Parking Districts** – Assessment on properties located within a specific district that benefit from landscaping and/or parking; alternatively, collection of parking in-lieu fees on new development in lieu of on-site parking.
- **Property-Based or Business Improvement District (PBID or BID)** – Annual fees paid by business owners and/or property owners to fund activities and programs intended to enhance the business environment in a defined area.
- **Development Impact Fees** – Fees paid by developers to pay all or a portion of the costs of any public facility that benefits their

development.

- **Property Owners/Developer Exactions**
 - Payment made by developers or property owners in addition to, or in lieu of, development impact fees – funds are used to install selected public improvements; alternatively, developers are required to construct and deliver specific improvements.
- **Developer Advances/ Reimbursements**
 - Transaction structured as a loan to the City/public agency to from a developer to fund backbone infrastructure; alternatively, developers construct and deliver specific improvements.

Priority Public Improvements and Funding

The proposals for improvements described in this plan vary widely in their range and scope, some can be implemented incrementally as scheduled maintenance occurs, and others will require significant capital funding from city, state, regional, and federal agencies, or are not feasible until significant redevelopment occurs. Grants and other sources of funding should be pursued wherever possible. A complete list of projects will be included in the PFFP. Table *-1 articulates some of the higher priority recommendations.

Table 5.2: Priority Public Improvements and Funding

No.	Element Actions	Policy	Responsible Departments/Agencies	Time Frame
Sidewalk and Pedestrian Improvements				
1	Include pedestrian and bicycle facilities in new and existing development such as pedestrian crosswalk and trails that foster access to transit, parks, and open space.		Property Owner/City	Short term
2	Install adequate and sufficient lighting throughout the area for added safety, visibility, and comfort.		City/Lighting and Landscape Maintenance Assessment District	Mid term
3	Create pedestrian plazas to help activate street corners.		City/Property Owners	Mid term
4	Construct pedestrian bridges at three proposed locations along Chollas Creek: north of 49th Street, north of Market Street, and 54th Street.		City/ Property Owners	Mid term
5	Install signs that mark key pedestrian entrances into the Chollas Creek trail system.		City/Property Owners	Mid term
6	Create a diagonal pedestrian connection from the corner of Market and Euclid through the development and terminating in the pedestrian plaza adjacent to the creek and the multi-use path.		Property Owner	Short Term
7	Create a signalized crosswalk on Euclid Avenue between Naranja and Imperial.		City	Short Term
8	Modify the intersection at Euclid Avenue and Imperial Avenue to shorten the pedestrian crossing distance.		City	Short Term
9	Install signalized crosswalks at Euclid and Imperial		City	Short Term
10	Install a signalized pedestrian crossing to facilitate pedestrian access to the 47th Street Trolley station.		City	Short Term
Bicycle Improvements				
11	Install Class II bike lanes along Euclid Avenue.			
12	Install Class II bike lanes along Market Street west of 47th Street.		City	Short Term
13	Install bike lanes on 47th Street.		City	Short Term
Roadway Infrastructure Improvements				
14	Install thematic creek crossings where Chollas Creek intersects 47th Street, Market Street, and Imperial Avenue.		Property Owner/City	Mid term
15	Reconfigure Market Street, east of 47th Street to Uvas Street from 4 lanes to 3 lanes.		City	Short Term
Parking Improvements				
16	Integrate convenient, secure, and accessible parking areas for bicycles and cars into the development so as not to conflict with pedestrian circulation and residential areas.		Property Owner/City	Short term
Parks and Open Space Improvements				
17	Provide parks, trails, and open space amenities at designated locations to address the passive and active recreation needs of the community.		Property Owner/City	Mid term
18	Create a Neighborhood Park located north of Castana Street, east of 47th Street, extending to meet the Jacobs center and proposed Festival Park.		Property Owner/City	Mid term
19	Restore the Chollas Creek channel to its natural state, allowing it to function as a natural storm water management system.		Property Owner/City	Mid term
20	Add a multi-use path along the south side of Chollas Creek between 54th Street and Stevens Way.		Property Owner/City	Mid term
21	Add a multi-use path along the northern edge of Imperial Avenue east of Stevens Way, extending to Merlin Drive.		Property Owner/City	Mid term
22	Provide furnishings within open space areas to enhance the user experience, ensure public safety and security, and facilitate operations and maintenance.		Property Owner/City	Mid term





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