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## **GENERALIZED PLAN DESCRIPTION**

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The Plan generally proposes an expansion and protection of the residential uses with the necessary supportive commercial and public facilities. It also recommends the organization, enhancement and/or relocation of industrial development into identifiable units eliminating or minimizing, in so far as possible, the present incompatible mixed uses. The development of an industrial park for oceanic industries closely related to the Port's 10<sup>th</sup> Avenue Terminal would reinforce the water-oriented industry already located on tidelands.

The Plan also proposes major development actions related to the residents and their ethnic and cultural uniqueness to the community through the development of an educational cultural center and community commercial areas together with the general reorganization of transportation facilities into an ordered cohesive network of different transportation modes and a parking development strategy to resolve employee/resident parking conflicts. By this organization, zoning patterns can be established and redevelopment action can be undertaken in terms of rehabilitation and/or new project development.

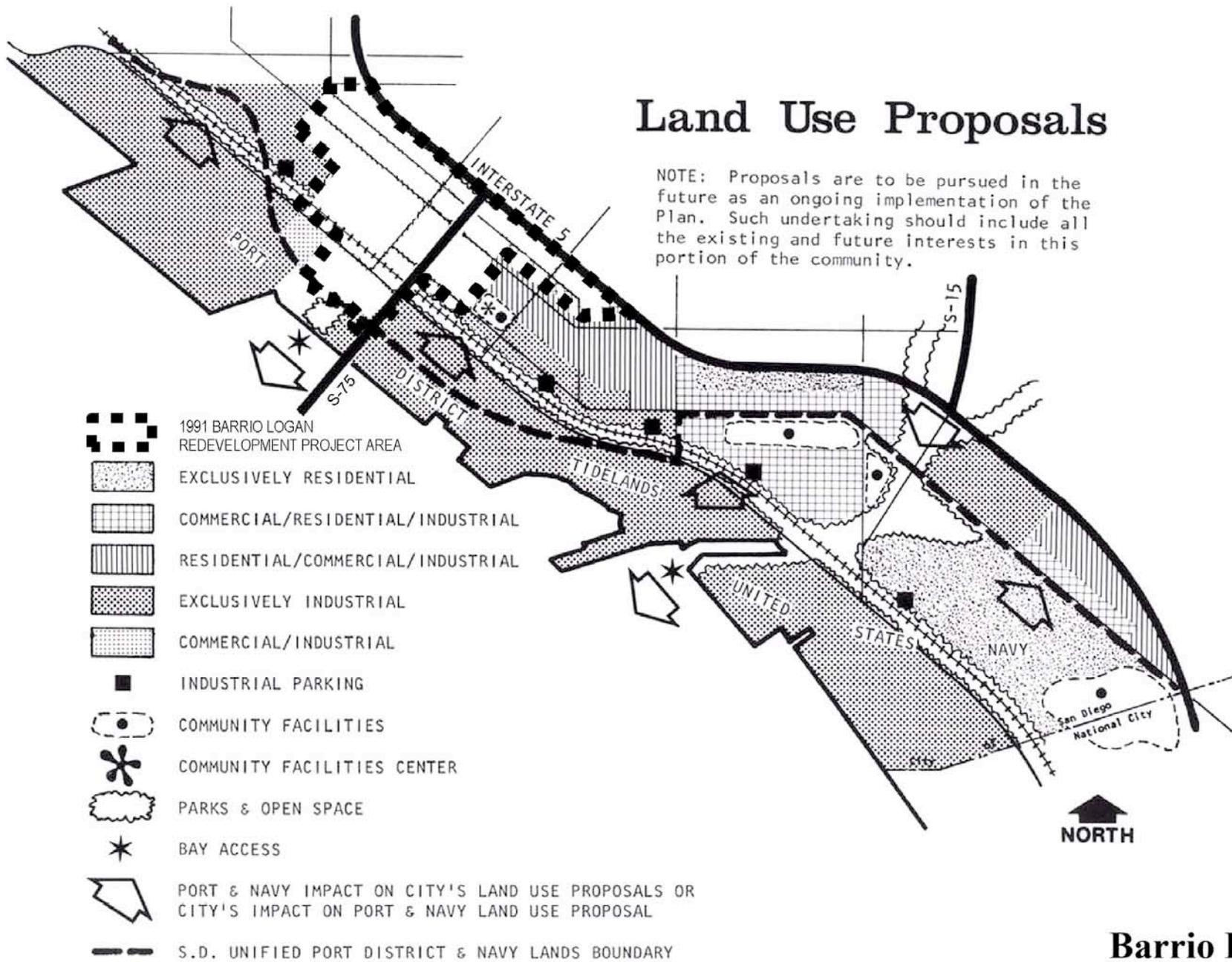
The Plan proposes land use and implementation actions that will affect the two major government jurisdictions that are located between the City's jurisdictional community planning area and San Diego Bay. Acknowledging that planning proposals are a two-way relationship, some community plan proposals are greatly affected by Port District and Naval Base land use plan proposals and, conversely, some community plan proposals will affect the development proposals of these two other entities.

The Plan also includes an implementation section that establishes procedures, techniques, types of actions, optimum time of development, phasing, and responsibilities for these actions. The Plan further suggests that the area be established as a redevelopment area for the purpose of coordinating and providing the necessary priority for urban development that will be instrumental in not only coordinating the Plan's recommendations but by ensuring more efficient implementation. A comprehensive redevelopment plan will eliminate the different projects being implemented by different agencies working at cross-purposes and will provide the necessary priority to obtain state and federal funding for some of the recommended actions.

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# Land Use Proposals

NOTE: Proposals are to be pursued in the future as an ongoing implementation of the Plan. Such undertaking should include all the existing and future interests in this portion of the community.



**Barrio Logan**  
**Harbor 101**

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## OVERRIDING GOALS AND MAJOR RECOMMENDATIONS

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The following goal statements are generalized concepts developed for the community study area. The statements are both the result of a careful evaluation of community assets and problems, and ideals voiced by community groups over a period of four years of planning.

The major Plan recommendations, also included in this section, are partially taken from the “Community Improvement Study” consultant report, the requirements of the California Coastal Act of 1976, and specific proposals made by grass roots community organizations together with a reflection of reasonable planning practice designed to realistically highlight community assets and mitigate community problems in compliance with local and state policy and legal requirements.

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### GOALS

#### **Conserve and reinforce the existing living and working community through residential/industrial coexistence and rehabilitation.**

Rather than totally renew the community, the approach should be to infill the existing community and strengthen its housing, commercial and industrial assets, as well as recreational transportation and open space opportunities. Residential/industrial coexistence is the major goal of the Plan.

#### **Develop and maintain a high quality environment and take all action necessary to protect, rehabilitate and enhance the environmental quality of the community.**

Every citizen, business and industry, and public agency, has a responsibility to contribute to the preservation and enhancement of the environment. Land use activities should be regulated so that major consideration is given to preventing and rehabilitating environmental damage.

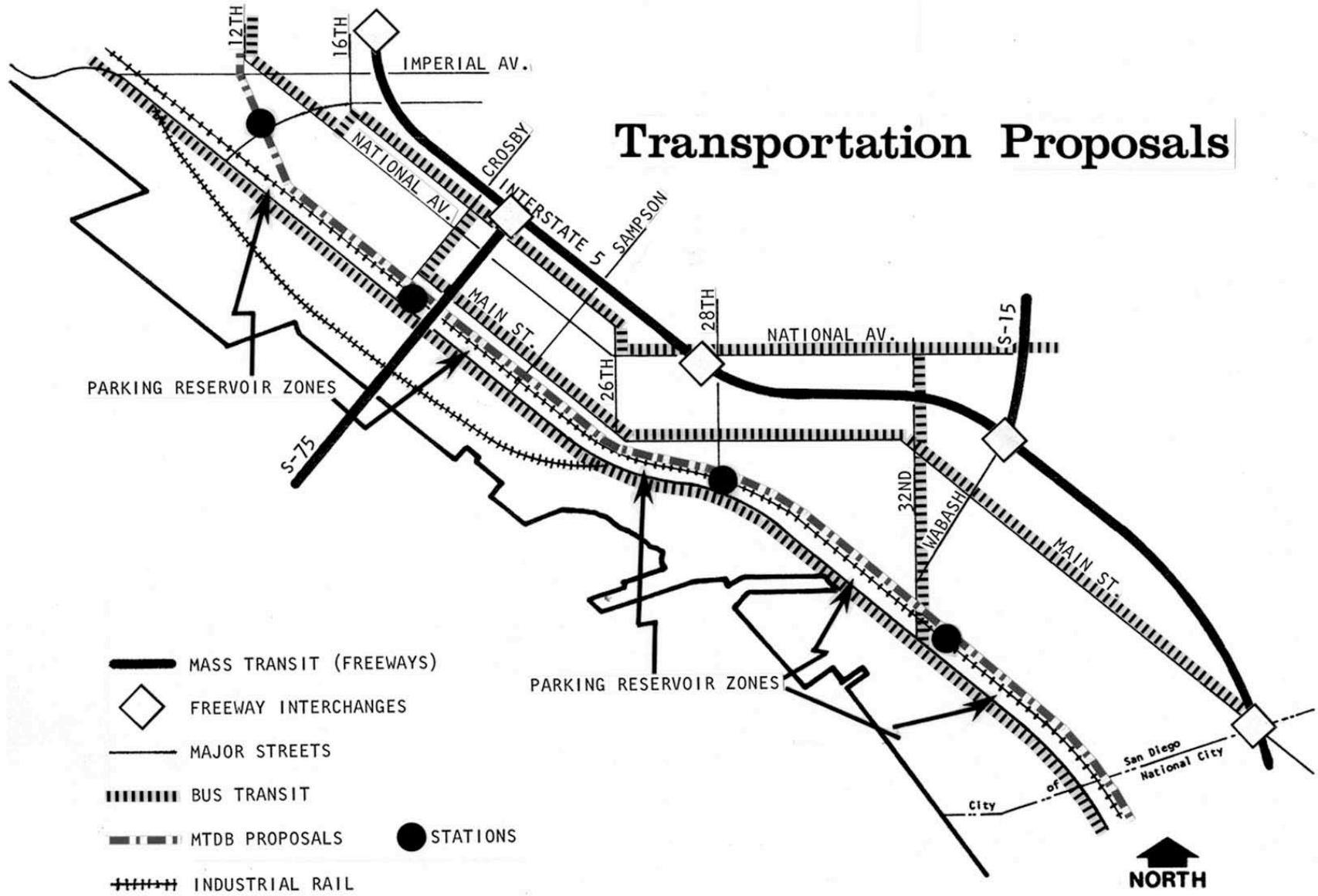
#### **Avoid new developments that will require the removal of major building investments.**

New development should first locate in undeveloped sites where minor physical improvements exist, and also complement existing rehabilitated development.

#### **Provide open space links to the waterfront for public access whenever possible.**

The waterfront industry represents a major economic and social activity to the City and the Barrio Logan/Harbor 101 community. It is in this area that a true picture of the physical and economic qualities of an urban industrial waterfront area can be experienced. Visitor participation of that activity, together with its close relationship to the unique Chicano ethnic community, is a desirable open space experience.

# Transportation Proposals



**Barrio Logan**  
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**Provide additional job opportunities and purchasing power within the community.**

More efficient use of prime value land should be made. An increase in industrial development and the expansion of high technology industry in this community should not only increase job opportunities but job upward mobility as well. This, coupled with rehabilitation and expansion of residential opportunities, would increase the purchasing power of the community and further spur the local sector of the business community.

**Strengthen the community social and cultural base.**

The community's ethnic character should be recognized and its further development encouraged, providing an outlet for a continuing and growing cultural expression.

**Develop a circulation/transportation network in the community, organizing automobile circulation patterns, parking, and encouraging the development of other modes of transportation.**

Develop a network that would minimize and reduce existing circulation conflicts, provide additional accessibility for transit-dependent populations, organize the community's parking needs to more efficiently use land, and to minimize transportation and land use conflicts.

**Establish a vehicle by which all government agency actions can be coordinated and conflicts avoided.**

Develop a means to ensure that information on government agency development proposals are transmitted so that coordinated actions with other entities and private enterprise can be affected, thereby minimizing conflicts and providing a more efficient use of public and private resources.

**MAJOR RECOMMENDATIONS**

**Residential**

- Rehabilitate existing residential development.
- Encourage residential infill and new development throughout the residentially designated areas.

**Industrial**

- Rehabilitate industrial development throughout to acceptable modern development standards.
- Develop a new industrial park oriented to oceanic industries in conjunction with the Port District.
- Establish a rehabilitated industrial park south and east of the Bay Bridge in conjunction with the Port District.

## **Commercial**

- Rehabilitate commercial development along the Logan Avenue and Main Street areas primarily.

## **Community Facilities**

- Provide an educational-cultural center complex to include a reconstructed elementary school, a community college facility, and other cultural and recreational community facilities.

## **Open Space**

- Establish community access to San Diego Bay in coordination with the Port District in an area just north and west of the Bay Bridge.

## **Transportation**

- Major streets should be established on routes that link to the freeway system, routes that link to surrounding communities, and few intermediate links between these.
- Employee parking areas should be established, an important candidate is a linear parking facility along Harbor Drive to serve the needs of the waterfront industry.
- Truck routes should be established to disrupt the community as little as possible, taking advantage of streets that can be designed to accommodate such facility.
- The Metropolitan Transit Development Board (MTDB) transit proposal is highly compatible with the land use and other transportation elements of this Plan. Bikeways should be developed in conjunction with open space development and links to the surrounding communities.

## **Implementation**

- Rezoning should be undertaken to protect and encourage the development of the Plan's land use proposals.
  - Zones should be developed to allow for residential/industrial uses and upgraded development standards, compatible with the community's urban design assets and land use proposals.
  - Interagency coordination is a must to successfully implement this Plan.
  - The community should be established as a redevelopment area in order to provide coordination and funding priority.
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