NEIGHBORHOOD ELEMENT

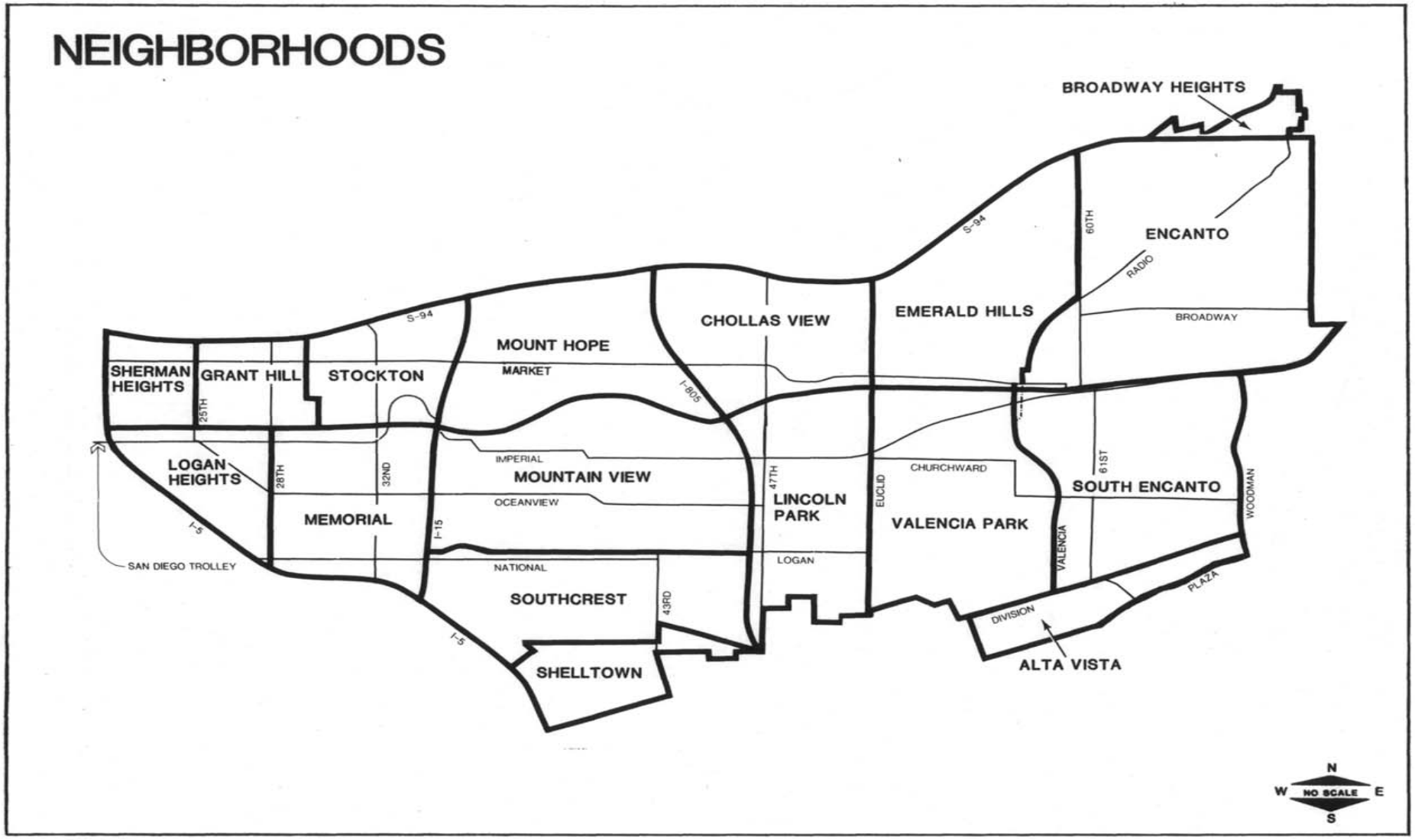
INTRODUCTION

Southeastern San Diego is one of the oldest communities in the City of San Diego. The plan area encompasses approximately 7,100 acres and houses over 79,000 residents. It includes a number of distinct neighborhoods with contrasting needs and existing conditions.

In view of this diversity, the Southeastern San Diego community planning area has been divided into seventeen neighborhoods that will be discussed individually in the Neighborhood Element. This element is intended to summarize the problems and issues of the neighborhoods, and to provide detailed information and recommendations for future development.

In effect the Southeastern San Diego community is a cluster of several neighborhoods. As population has increased and development spread, the community's boundaries have shifted and neighborhoods have relinquished their individual names for the more general term, Southeastern San Diego. The purpose of the Neighborhood Element is to identify the history, existing development and character of the neighborhoods of Southeastern San Diego in an effort to establish the heritage, architectural character, areas in need of preservation, and areas intended for growth.

The neighborhoods are addressed here in western, central, and eastern subareas to provide a regional perspective.



SOUTHEASTERN SAN DIEGO

CITY OF SAN DIEGO · PLANNING DEPARTMENT

FIGURE 25

WEST SECTOR

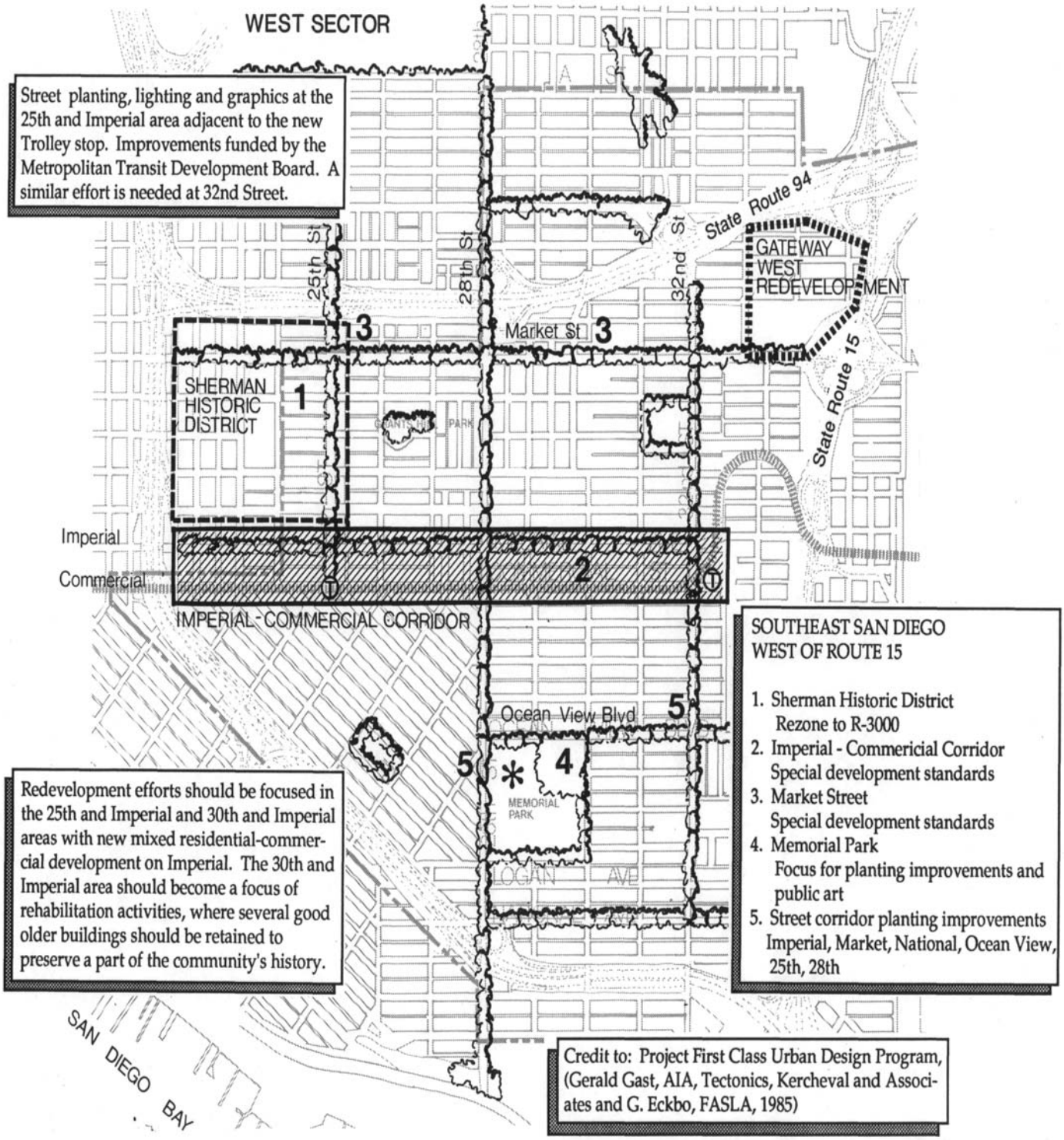
WEST OF STATE ROUTE 15

Sherman Heights, Logan Heights, Grant Hill, Stockton, Memorial.

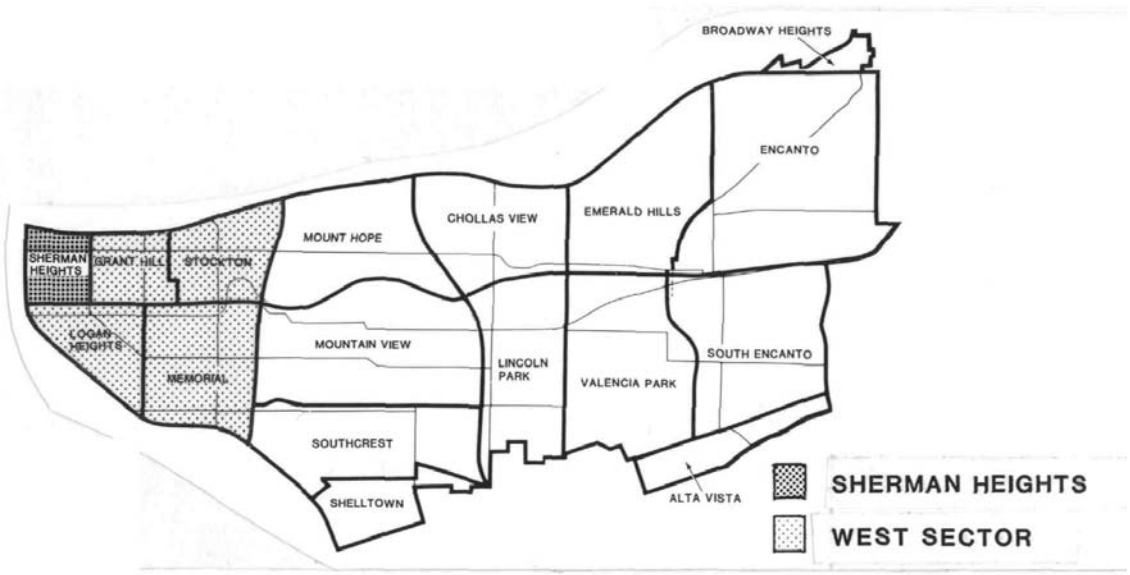
These neighborhoods are rich in history and architectural character. Many locations have spectacular views to downtown San Diego, the bay and mountains. Conservation of neighborhood character and new infill development need to be combined as the key to the area's future.

Typical homes, Sherman Neighborhood

Logan Neighborhood, view toward Downtown San Diego


WEST SECTOR
Street planting, lighting and graphics at the 25th and Imperial area adjacent to the new Trolley stop. Improvements funded by the Metropolitan Transit Development Board. A similar effort is needed at 32nd Street.
25th St
28th St
32nd St
State Route 94
GATEWAY WEST REDEVELOPMENT
Market St
3
3
SHERMAN HISTORIC DISTRICT
1
State Route 15
Imperial
Commercial
2
IMPERIAL-COMMERCIAL CORRIDOR
Ocean View Blvd
5
5
4
MEMORIAL PARK
LOGAN AVE
SAN DIEGO BAY
Redevelopment efforts should be focused in the 25th and Imperial and 30th and Imperial areas with new mixed residential-commercial development on Imperial. The 30th and Imperial area should become a focus of rehabilitation activities, where several good older buildings should be retained to preserve a part of the community's history.
SOUTHEAST SAN DIEGO
WEST OF ROUTE 15
1. Sherman Historic District
Rezone to R-3000
2. Imperial - Commericial Corridor
Special development standards
3. Market Street
Special development standards
4. Memorial Park
Focus for planting improvements and public art
5. Street corridor planting improvements
Imperial, Market, National, Ocean View, 25th, 28th
Credit to: Project First Class Urban Design Program, (Gerald Gast, AIA, Tectonics, Kercheval and Associates and G. Eckbo, FASLA, 1985)

THE NEIGHBORHOOD OF SHERMAN HEIGHTS



Setting

Sherman Heights is situated on approximately 140 acres in the northwestern corner of Southeastern San Diego. It is bounded on the north by Highway 94, on the south by Imperial Avenue, on the east by 25th Street, and the west by Interstate 5.

Sherman Heights is one of the oldest neighborhoods in San Diego. Captain Matthew Sherman, the Mayor of San Diego 1891-1893, and his wife, Augusta, a teacher in Old Town, purchased a 160-acre tract from the City Trustees for 50 cents an acre. Listed as Sherman's Addition, it was also appropriately called Sherman Heights due to its elevation. The area was bounded by Market Street on the north, Commercial Street on the south, 15th Street on the west, and 24th Street on the east. A San Diego Union reporter wrote in 1872, "The location is salubrious and commands a magnificent view."

The Shermans built their first home in New Town in 1868. The structure was moved in 1905 to its present site at 418-22 19th Street. In 1869, the Shermans began to subdivide their land. Land was selling so fast that the City Trustees dedicated land for public use; a 200-acre cemetery tract, named Mount Hope by Augusta Sherman, and a 1,400-acre City park, known today as Balboa Park.

During the 1880s, San Diego's boom years, Sherman Heights was one of the City's most prestigious neighborhoods. The Villa Montezuma, a National Register Historical Landmark, was built at this time. Today it is a valuable community resource operated by the San Diego Historical Society.

Sherman Heights remained a stable middle-class neighborhood through the early 1940s. Many homes of that period still remain.

Existing Land Uses

The majority of land in Sherman Heights is developed residentially. Other land uses include commercial and industrial uses along Imperial Avenue, a scattering of churches, two schools, and a mini-park.

Existing land uses as of 1986 are summarized in the Table below and are illustrated on Figure 26.

Existing Land Uses (1986)	
Type of Use	Percent
Residential	
Low-Medium Density (10-15 du/ac)	50%
Medium Density (15-30 du/ac)	25%
Commercial	5%
Industrial	4%
Institutional	15%
Parks	1%
	100%

Residential

The residential area has developed with a wide range of densities and styles. The majority of the lots are 50 feet by 140 feet (originally 25 feet wide) and contain single-family and duplex units. Many lots have been consolidated and developed with multi-family apartments.

The residential area has developed with a variety of densities, ranging up to 25 units acre. A few single-family homes have remained along Imperial Avenue, where industrial commercial uses have also developed.

Many of the homes of Sherman Heights date back to the 1800s and early 1900s. They represent a progression of architectural styles illustrating the architectural, social and economic development of the community and the City. The Victorian styles (1860-1910), including Folk Victorian, Queen Anne and Stick, comprise approximately 35 percent of the structures. The post-Victorian styles (1900-1940), including Prairie, Craftsman, Bungalow, Spanish Colonial Revival and the most dominant style, Neoclassical, comprise approximately 65 percent of the structures.

The Sherman House and Villa Montezuma mentioned above are perhaps the most notable, but many other structures are of interest, including some fine Irving Gill buildings. Approximately 70 percent of the structures in the Sherman Heights neighborhood have been identified as contributing to a possible Historic District.

Commercial

Commercial uses along Market Street include a real estate office, a beauty shop, an auto repair shop, a liquor store, a laundry and two fast food establishments. Along Imperial Avenue, commercial uses include a fast food establishment, a restaurant and bar, a mattress company, a fish market, and an auto repair shop.

Industrial

A variety of industrial uses have developed along the north side of Imperial Avenue including an electrical contractor's storage yard, a junk yard, a spring and brake shop, a truck body repair facility, and an auto repair shop.

Schools

The neighborhood has two schools, one private and one public. A private school is located on the north side of Market Street between 23rd Street and 24th Street. Sherman Elementary School covers the entire block between Island Street and "K" Street and 23rd Street and 24th Street. Our Lady of Angels Catholic Church and school is also located in this neighborhood at Market Street and 24th Street.

Sherman Heights Objectives

1. Protect, preserve and enhance buildings and structures of architectural and historical significance which help to define the cultural and developmental character of the neighborhood.

2. Improve the appearance of 25th Street, Imperial Avenue, and Market Street and encourage multiple uses (commercial and residential) along the north side of Imperial Avenue and both sides of Market Street.

3. Redevelop the light industrial uses along the north side of Imperial Avenue.

4. Retain viable commercial businesses along Market Street and the northern part of 25th Street, encouraging rehabilitation.

5. Protect the adjoining residential areas from potential adverse impacts from industrial developments and commercial uses.

6. Assure that infill residential development, when it occurs, complements the historic and architectural character of the neighborhood.

Sherman Heights Recommendations

A. Establish an historic district for the Sherman Heights neighborhood, including the east side of 25th Street in Grant Hill, up to the alley. Several associated actions are identified below.

1. Perform an historical survey to identify significant historical structures.

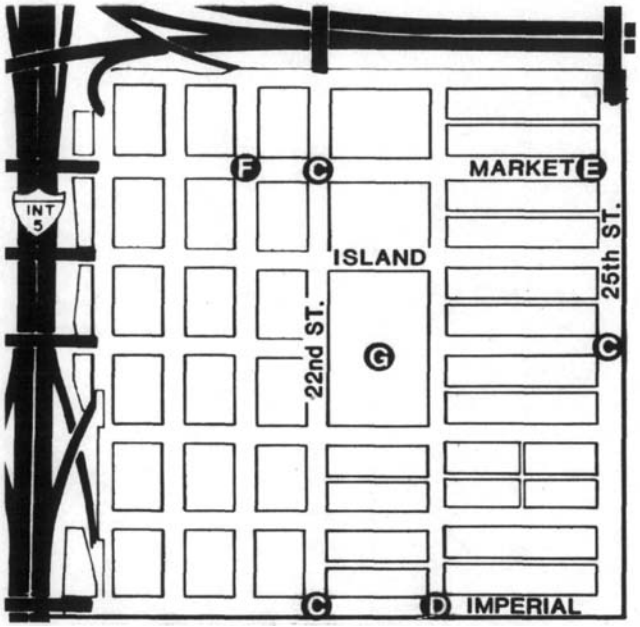
2. Rezone the residential-zoned properties from the existing R-1000 Zone (45 du/ac) to R-3000 (15 du/ac) or a similar zone unless otherwise specified after historic district designation.

3. Prohibit the demolition or moving of historically significant buildings.

4. Focus Housing Commission programs to assist rehabilitation activities provided they maintain architectural integrity of buildings.

5. Require that all actions associated with new development affecting historically or architecturally significant structures be subject to discretionary review by the Planning Department.

6. Lot consolidations should not be permitted for new development that would replace Historic District contributing structures.



RECOMMENDATIONS MAP

GENERAL RECOMMENDATIONS

A. Establish an Historic District.

B. Maintain a strong code enforcement effort.

7. Infill development should respect the scale, character and rhythm of the existing area. Furthermore, lot consolidation should be discouraged.

8. All new development in the area should be subject to discretionary review (Planning Director, Historical Site Board, etc.) as part of the historic district designation.

9. The low-medium density (10-15 dwelling units per net acre, MF-3000 Zone) multi-family portion of the neighborhood should be identified as a "Special Character

Multi-Family Neighborhood" that would be protected with development standards recommended by the Urban Design Element.

B. Maintain a strong code enforcement effort to improve property, particularly west of 23rd Street.

Public health, building, and zoning code enforcement efforts must be continued to control illegal living units, occupancy of unsafe structures, and illegal land uses.

C. Add landscaping to improve the appearance of 25th Street, Imperial Avenue, and Market Street.

D. Rezone the north side of Imperial Avenue from the existing M-l Zone to a multiple-use commercial and residential zone.

Development regulations along Imperial Avenue should include adequate buffers for adjoining residential properties to the north and should promote the preservation of historically significant structures. Residential densities should not exceed 15 units per acre.

Rezone the north side of Imperial Avenue from the existing M-l Zone to a multiple use zone that would permit commercial and residential uses at up to 15 units per net acre. Limited industrial uses should also be permitted, such as assembly, storage and crafts if these uses do not involve the use of toxic chemicals and are compatible with the historic context of the district.

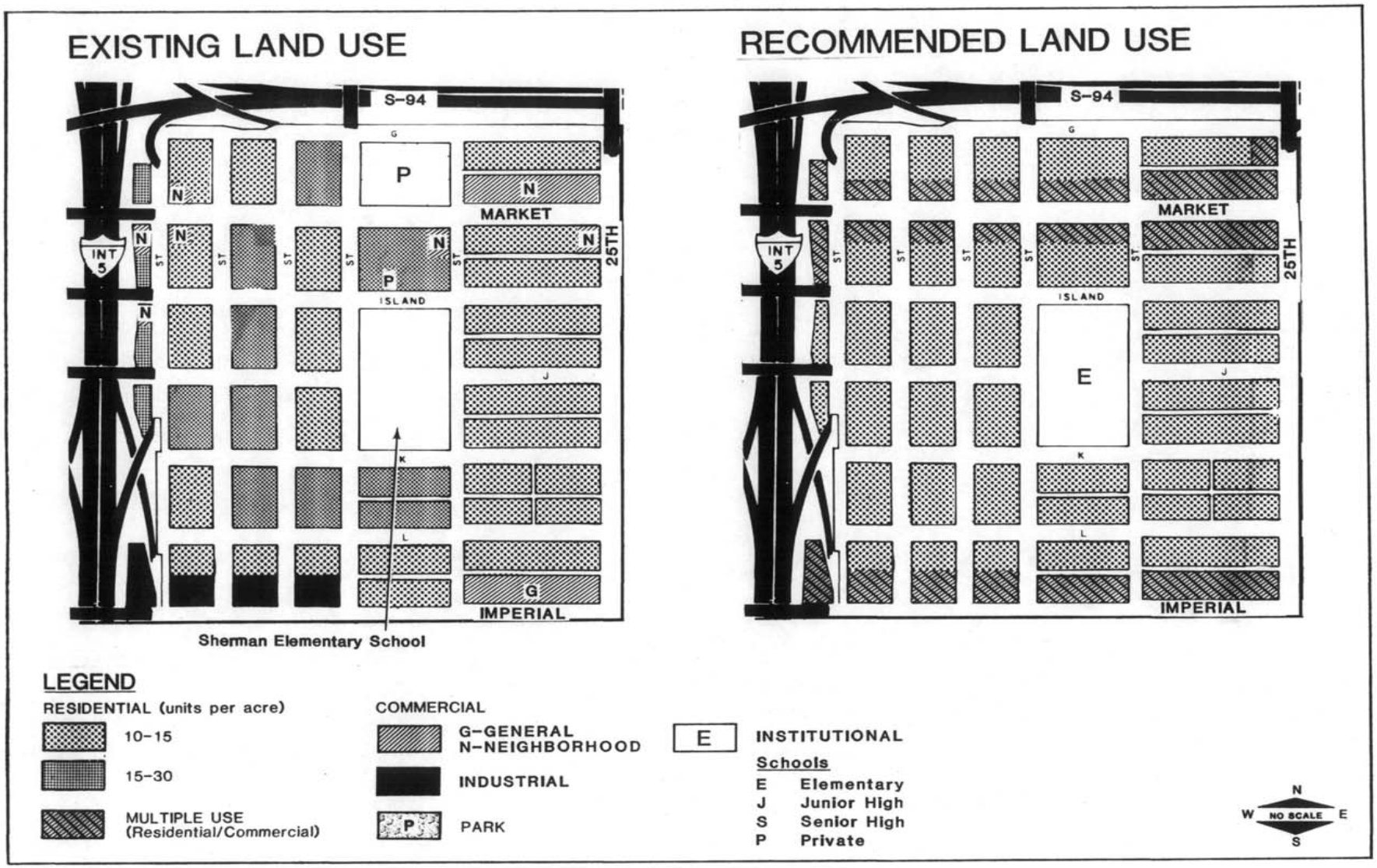
E. Designate and zone the lots fronting on Market Street, one block west of 25th Street, and the northern portion of 25th Street for general commercial uses, while still allowing relatively low residential densities of up to 15 units per net acre.

The development standards for this area should require that parking be placed to the rear or sides of buildings with the buildings near the street to preserve the pedestrian orientation of these blocks. If residential development occurs rather than commercial, it should be of a similar density, scale and style of surrounding development.

F. Designate and zone the lots along Market Street between Interstate 5 and 24th Street for general commercial uses, permitting residential development at up to 15 units per net acre.

The development standards for this portion of Market Street should be flexible to allow more auto-oriented development patterns, permitting parking in the front of the lot, between the building and the street.

G. Rezone the Sherman Elementary School site to the Institutional Overlay Zone. This site should only be developed with compatible private development after it has been determined that it is not needed for use as a public facility through the Institutional Overlay Zone review process. Where it is determined that residential use is appropriate for the site, the site should be developed at 10-15 units per acre to reflect the surrounding uses.



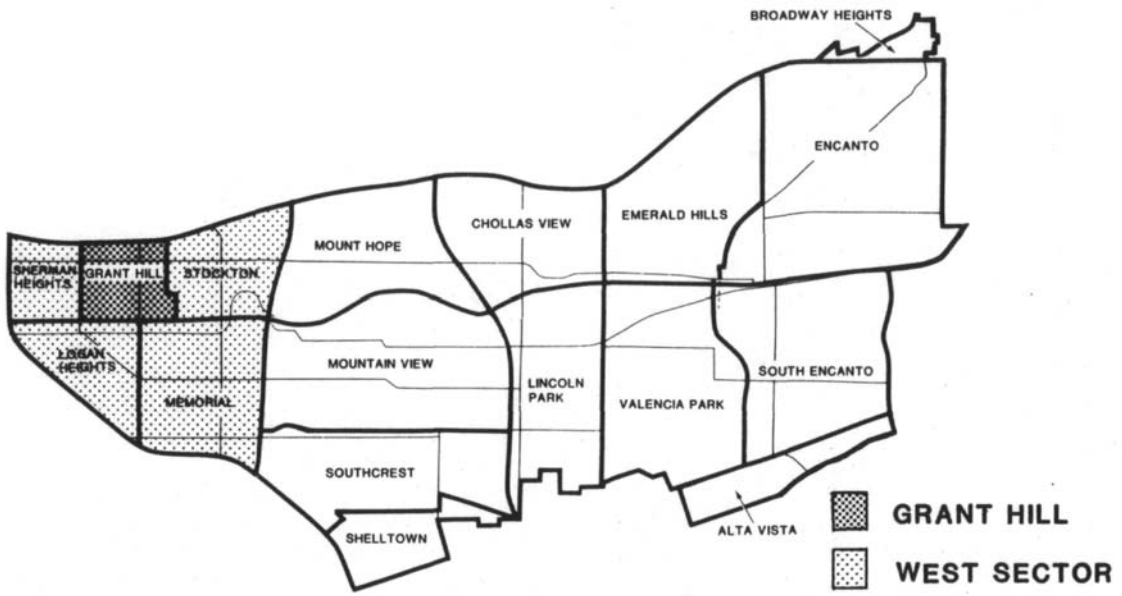
SHERMAN HEIGHTS

SOUTHEASTERN SAN DIEGO

CITY OF SAN DIEGO · PLANNING DEPARTMENT

FIGURE 26

THE NEIGHBORHOOD OF GRANT HILL



Setting

Grant Hill is situated on approximately 193 acres in the northwestern portion of Southeastern San Diego. It is bounded on the north by State Route 94, on the south by Imperial Avenue, on the east by 30th Street, and on the west by 25th Street. The neighborhood is separated from the surrounding areas by a strip of high density residential to the west, community serving commercial on the north, and both residential and commercial on the south.

In the 1880s Logan Heights became a significant subdivision in San Diego, and during the great boom of that period, was the location of many beautiful homes. In 1905, the Logan Heights Improvement Association named the major streets in this subdivision for Civil War generals: Logan, Kearny, Julian, Irving, Harrison and Grant. General Ulysses S. Grant received the additional honor of being the namesake of one of San Diego's most panoramic views - Grant Hill. The area is diverse in topographic features including steep and rolling hills and abrupt undeveloped canyons. Many locations have spectacular views to downtown San Diego, the bay and mountains to the west.

About 75 percent of Grant Hill has been developed for residential use, with nearly half of the neighborhood consisting of one home on one lot. Another third of the lots are developed as multi-family housing, containing two dwelling units per lot or more. The highest densities are predominant along "G" Street, and along 25th Street in the form of apartments. Three thousand five hundred (3,500) people reside in Grant Hill, with an overall density of about 11 dwelling units per acre.

Many of the homes of Grant Hill, particularly those along 25th Street, date back to the early 1900s with a variety of architectural styles including Neoclassic-Rowhouse (1895-1915), San Francisco Stick (1870-1890), Queen Ann Cottage (1883-1890s), and Craftsman Bungalow

(1905-1925, 1910-1925). The historically significant structures tend to be in the areas of highest elevation, toward Grant Hill Park and along 25th Street. There are numerous blocks with well-maintained homes deserving of preservation throughout Grant Hill.

The significant feature of this neighborhood is the 2.6-acre Grant Hill Park with its panoramic view of the City and surrounding areas. The neighborhood park is located in the northwestern quarter of the neighborhood, north of "J" Street between 26th and 27th Streets.

Another landmark for Grant Hill is San Diego Physicians and Surgeons Hospital, located at 446 26th Street which is south of Island Avenue between 25th and 26th Streets and west of Grant Hill Park. The facility began in 1972 as an acute hospital with 78 beds. In 1979, another 78 beds were added. This is the only acute care facility in Southeastern San Diego. In 1982, the Comprehensive Health Center was constructed as a medical clinic providing outpatient services. During 1985, plans were being made to construct a medical office building as a part of the hospital complex.

Market Street, which runs east/west through the northern portion of the neighborhood, Imperial Avenue, which forms the southern boundary for the neighborhood, and 25th Street which constitutes the western boundary, are the major streets serving Grant Hill.

A well traveled point in the neighborhood is the intersection of Market Street and 25th Street, where community and neighborhood serving uses can be found. Two eating establishments, a distribution commercial use, and a liquor store occupy this busy location. The 25th Street bridge over State Highway 94 serves as a link between Golden Hill and Southeastern San Diego. In crossing into Golden Hill a variety of services are available including a grocery store, eating establishments, and other commercial uses. This intersection is highly visible due to this elevation and from traffic volume from Golden Hill and cars on their way to State Highway 94.

Several existing residential structures have been converted to professional offices along 25th Street. The presence of nearby downtown San Diego and Golden Hill contributes to business activity along the 25th Street and Market Street commercial strips.

Along Market Street, a variety of distribution-type retail goods and services have developed over the years, as well as eating establishments, liquor stores, institutional uses, and a scattering of single-family homes. Further down Market Street to the east, a Buddhist Temple and school can be found at Dodson Street. A number of high intensity commercial uses have located between 28th and 29th Streets. Due to the number of curb cuts and service areas required for these uses, the sidewalk has become a continuous driveway, with little or no provision for on or off-street parking. In addition, this site is at the top of a hill, which reduces sight distances for vehicles.

The steep cliffs and abrupt canyons along Market Street between 25th Street and 28th Street have resulted in a large number of undeveloped parcels. There is no particular development pattern present along Market Street, nor any consistency to landscaping or property maintenance. There is, however, a predominance of overhead billboards, due presumably to the high elevation of this portion of Market Street and the resulting long distance visibility. Off-street parking does not appear to be a problem in this area, with most businesses providing adequate space.

Grant Hill is bounded on the south by Imperial Avenue. Palm trees line this corridor which is home to a diverse group of community and neighborhood serving commercial uses including eating establishments, retail shops, automotive services, laundry mats, print shops, specialty food retail shops and residential uses. With the recent introduction of the San Diego Trolley along Commercial Street to the south, Imperial Avenue is already experiencing an increasing amount of attention from public and private development interests.

Bus service is available along 25th Street, Imperial Avenue, and Market Street, providing walking-distance public transportation to the entire neighborhood.

The cost of a single-family home in Grant Hill is considerably lower than that of other parts of the City, providing an excellent opportunity for first-time home buyers.

Existing Land Uses (1986)	
Type of Type	Percent
Residential	
Low Density (5-10 du/ac)	25%
Low-Medium Density (10-15 du/ac)	35%
Medium Density (15-30 du/ac)	15%
Commercial	10%
Industrial	5%
Institutional (Physician's and Surgeon's Hospital)	5%
Parks	3%
Vacant	2%
	100%

Grant Hill Objectives

1. Preserve the well-maintained single-family areas and their historically significant styles of architecture. Grant Hill is one of the City's original neighborhoods and many architectural styles found here are of historical interest and value.

2. Residential infilling at undeveloped sites has sometimes been incompatible or insensitive to surrounding development in terms of scale and style.

3. Conserve the heritage of the area including Grant Hill Park, and the neighborhood character of one of the City's oldest areas.

4. Preserve the panoramic view offered by Grant Hill Park.

5. Maintain a hospital use at the site of Physicians and Surgeons Hospital.

6. Improve the streetscape along major corridors by adding landscaping and street furniture such as benches and trash receptacles.

7. Retain viable existing businesses and encourage the expansion of commercial development along Market Street, Imperial Avenue, and 25th Street, encouraging rehabilitation.

8. Redevelop residential and industrial uses to commercial uses along Market Street and Imperial Avenue to provide service, jobs and business opportunities. Imperial Avenue in particular needs to be revitalized.

9. Cohesive building design, signage, landscaping and maintenance are desired in the business districts.

10. More off-street parking opportunities are desired along Market Street between 26th and 28th Streets.

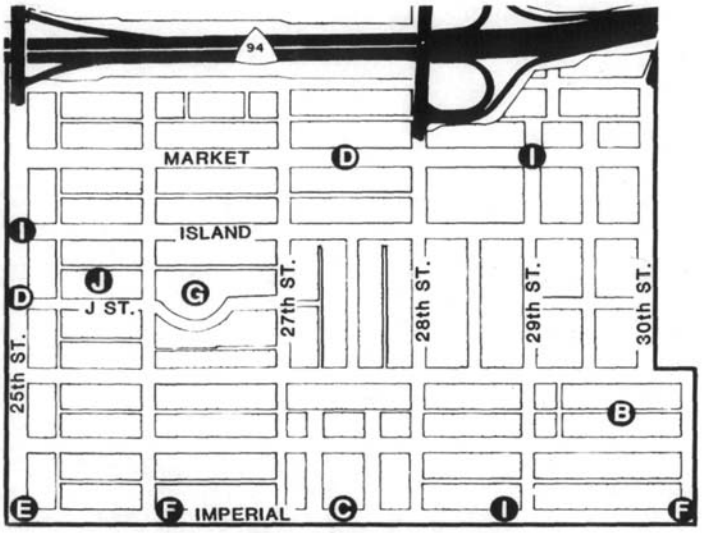
11. Increase the safety of traffic patterns along Market Street between 26th and 28th Streets.

GENERAL RECOMMENDATIONS

A. Continue concentrated code enforcement.

B. Maintain single-family/duplex style.

C. Promote redevelopment efforts by SEDC.



RECOMMENDATIONS MAP

Grant Hill Recommendations

A. Continue concentrated zoning and building code enforcement.

Conservation and preservation efforts must be emphasized in Grant Hill in order to protect one of the City of San Diego's oldest neighborhoods. This plan proposes a variety of methods to assist in this effort of conservation including revitalization, rehabilitation, infill, and redevelopment. Throughout the neighborhood, it is important that the ongoing Project First Class code enforcement, alley improvement, and litter control programs be continued.

B. Maintain the character of the neighborhood by preservation of the single-family/duplex style. Rezone the Southeastern portion of the neighborhood to R-3000 or an equivalent zone.

The Housing Commission should focus rehabilitation loans and other assistance programs to architecturally significant structures in the neighborhood.

New residential infill is expected in existing residential areas. Special consideration must be given to existing architectural styles on adjoining lots. This plan recommends that new infill development be directed to now-vacant sites and those with derelict buildings, with lot consolidations permitted only for those cases. New housing development is clearly needed and should be encouraged by the neighborhood. Small courtyard and cluster residences of 4-8 units are recommended infill developments. These small complexes are easier to manage than larger complexes, easier to secure and self-police, and can be built by small investors and developers.

In following the existing pattern of development, this plan recommends that the southeastern portion of the neighborhood be designated for a low-medium residential density (10-15 dwelling units per acre). This will ensure that new development is compatible in scale and character with the existing development. The area is now zoned for a residential density of 45 dwelling units per acre.

C. Initiate a commercial revitalization program to rehabilitate existing business properties and districts.

The Imperial Avenue corridor is recommended for a revitalization program to organize property and business, in a manner similar to the Logan-Euclid Professional Business Association. City assistance through public improvements (zoning and building code enforcement, landscape, parking, lighting) and low interest rehabilitation loans should be focused to locations where property owners are organized and willing to commit their own funds to improvements. A major component to this revitalization effort will be zoning and building code enforcement and litter control. The code enforcement effort should focus on illegal nonconforming uses and illegal structures.

D. Support the revitalization and growth of community serving commercial businesses along Market Street and 25th Street.

New commercial development needs to be more consistent and exhibit higher design standards. Commercial development should be focused along Market Street and 25th Street. This plan recommends that community serving uses be developed along the Market Street corridor, in order to allow for redevelopment. Generally, this area includes the south side of Island Avenue and north to State Highway 94, where a need presently exists for commercial uses that can serve the growing needs of nearby downtown San Diego and the bayfront. In the areas north of Market Street, lot consolidations should be encouraged through zoning regulations to allow for redevelopment. The commercial zoning along Market Street should preclude residential development.

Twenty-fifth Street is recommended for neighborhood-serving, multiple use residential development (at up to 15 units per net acre) and commercial development. Rehabilitation and preservation of existing historical structures along 25th Street is recommended. Space is needed for professional offices, providing support services to Physicians and Surgeons Hospital, and other medical and non-medical professionals including dentists, lawyers, and accountants. With existing freeway access on and off State Highway 94 and direct street access west on Market Street, Grant Hill offers an ideal location.

E. Retain viable existing businesses along commercial corridors through rehabilitation loans. Support the revitalization of Imperial Avenue with public improvements.

The intersection of Imperial Avenue and 25th Street is proposed as the focus of publicly-sponsored redevelopment. Public actions supporting this multiple-use site would include land assembly for new development, construction of a public parking area, rehabilitation assistance to targeted commercial properties and street landscape and lighting improvements. The proposed mix of activities includes neighborhood-serving commercial, multi-family dwellings, offices and business services.

F. Rezone Imperial Avenue from 25th Street to 32nd Street (excluding the intersection at 30th Street) to a multiple-use residential/commercial zone, allowing multi-family development of 15-30 dwelling units per net acre.

On Imperial Avenue, from 25th to 32nd Streets, except the intersection at 30th Street, this plan recommends redevelopment with neighborhood commercial development and multi-family residential development in townhouse and small (15-30 unit) courtyard buildings 2-3 stories high. Urban design standards should limit parking and auto access only to the rear of the buildings where feasible, in order to decrease the existing traffic congestion on Imperial Avenue.

The 30th Street and Imperial Avenue intersection is proposed as a redevelopment target area with an emphasis on rehabilitating existing commercial buildings. Proposed actions include rehabilitation assistance to sound older buildings designated for retention, provision of a public parking area and street landscape and lighting improvements. The addition of off-street parking is desirable, but it should be carefully developed in a manner that preserves the pedestrian orientation of the trolley corridor. The desired activities include a mix of neighborhood-serving commercial, offices and multi-family residential.

New multi-family rental developments along Imperial Avenue should be limited to a size compatible with the historic and low density character of the neighborhood. Larger proposals should develop a mix of housing types and incorporate owner-occupied dwellings. The Planned District should establish a discretionary process for reviewing large multi-family projects.

G. Preserve the panoramic view from Grant Hill Park.

In the event that an expansion or design of Grant Hill Park should occur, special consideration should be given to the topographic characteristics of the site; the park should be designated as a community observation point. If additional land acquisition were to occur, an expansion to the north would be recommended, where the land is level in elevation with the park, allowing for facility improvements.

In order to ensure the preservation of the panoramic view from Grant Hill Park, this plan recommends that a 30-foot height limit be imposed on developments within one mile of Grant Hill Park, unless a negative difference in elevation eliminates the need for this requirement.

H. Promote redevelopment efforts by the SEDC.

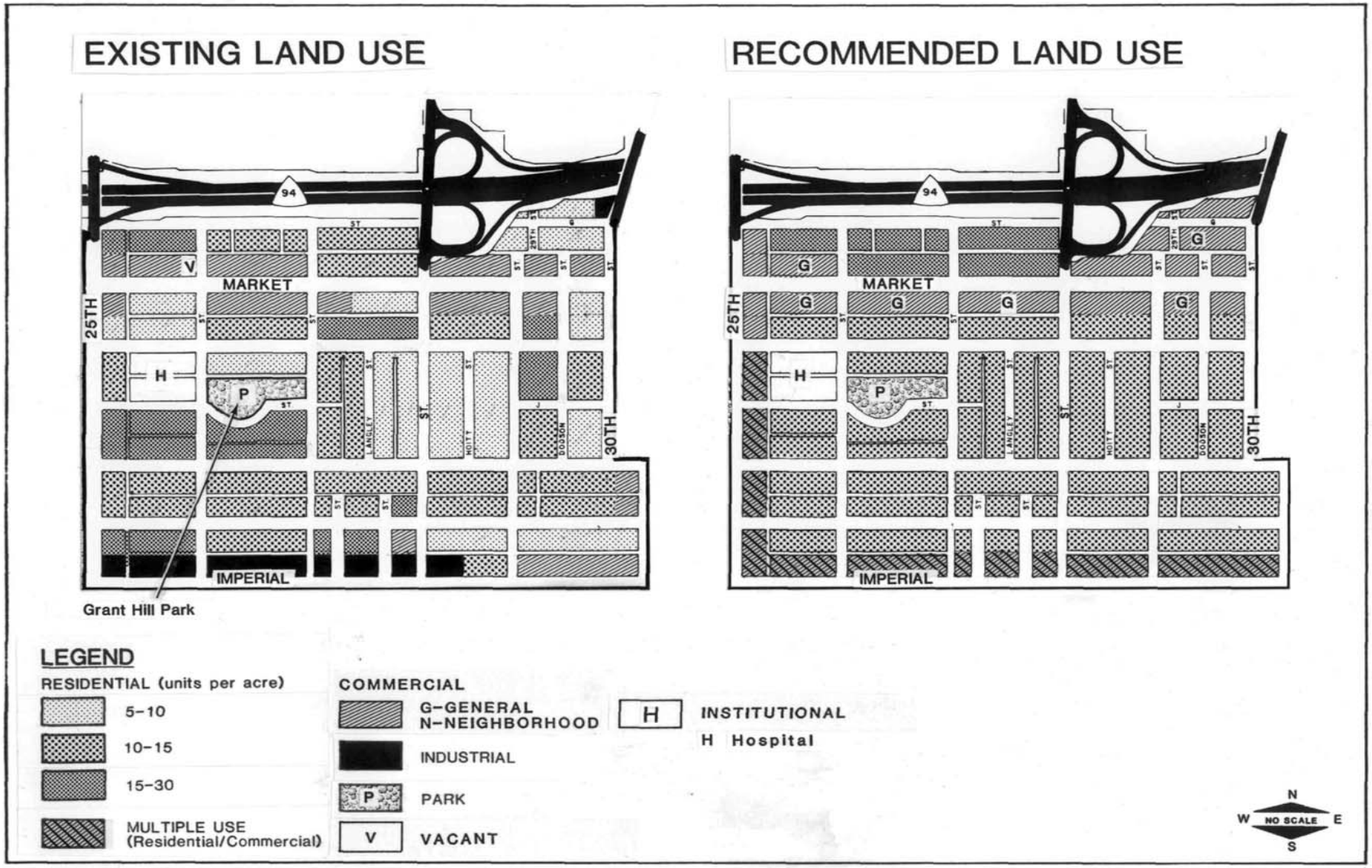
SEDC is now involved in the final preparation of the Dells/Imperial Redevelopment Plan, which will include Grant Hill in its project area. As a part of that redevelopment effort, SEDC should develop a site by site catalog of illustrated development opportunities as an information bank to aid potential developers.

I. Direct funds from the Landscape Improvement Program. Provide for a permanent, ongoing neighborhood planting program.

Funds from the Landscape Improvement Program should be used for tree-plantings and street furniture along the commercial corridors of 25th Street, Imperial Avenue and Market Street.

J. Maintain a hospital use at the site of Physicians and Surgeons Hospital. The hospital supplies both jobs and medical services to the community. An expansion of the hospital should not require an amendment to this community plan.

K. The low-medium density (10-15 dwelling units per net acre, MF-3000 Zone) multi-family portion of the neighborhood should be identified as a "Special Character Multi-Family Neighborhood" that would be protected with development standards recommended by the Urban Design Element.



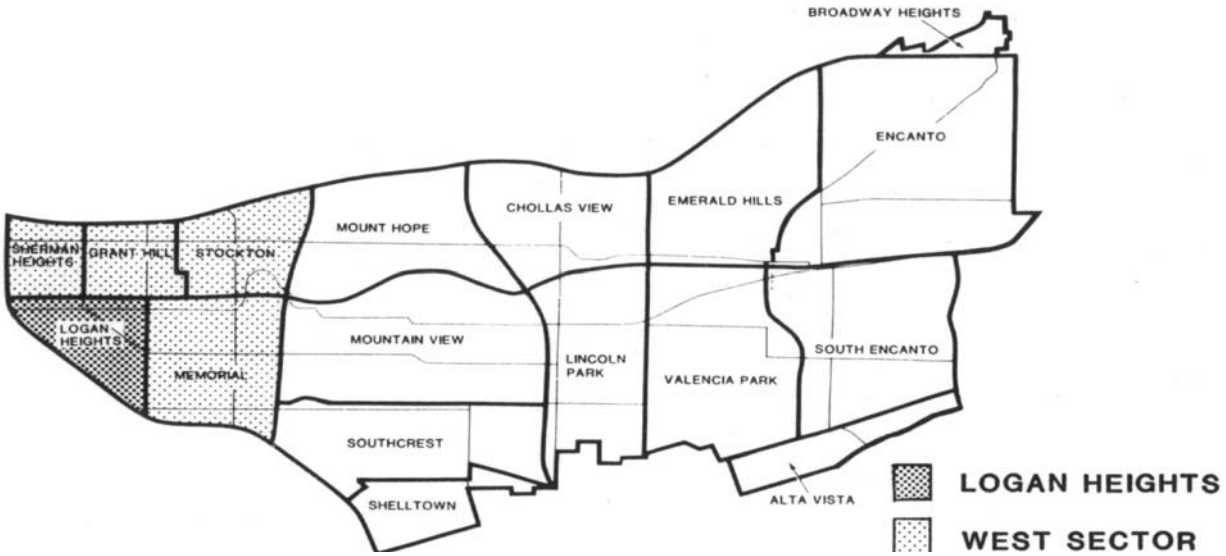
GRANT HILL

SOUTHEASTERN SAN DIEGO

CITY OF SAN DIEGO · PLANNING DEPARTMENT

FIGURE 27

THE NEIGHBORHOOD OF LOGAN HEIGHTS



Setting

Logan Heights is situated on approximately 237 acres in the western portion of Southeastern San Diego. It is bounded on the north by Imperial Avenue, on the south and west by Interstate 5 and the community of Barrio Logan, and on the east by 28th Street.

In the 1880s Logan Heights became a significant subdivision in San Diego, and during the great boom of that period, was the location of many beautiful homes. In 1905, the Logan Heights Improvement Association named the major streets in this subdivision for Civil War generals: Logan, Kearny, Julian, Irving, Harrison and Grant. The cross streets were named for Spanish-American War admirals — Beardsley, Crosby, Dewey, Sampson, and Sigsbee. The streets were drawn in a diagonal rather than grid pattern to take advantage of the best views of San Diego Bay.

Transportation Facilities

The major streets in Logan Heights include 28th Street and Crosby Street, which run north and south, and Imperial Avenue, Commercial Street, and Oceanview Boulevard, which run east and west.

The trolley passes through the neighborhood along Commercial Street, where numerous heavy industrial uses have developed. The eastbound 25th Street trolley station is on the south side of Commercial Street, between Dewey Street and Oceanview Boulevard, while the westbound 25th Street trolley station is on the north side of Commercial Street between 24th and 25th Streets.

Existing Land Uses

Logan Heights is generally developed with a mixture of commercial and industrial uses north of Commercial Street and residential development south of Commercial Street with several churches, a park and one public school. Existing land uses as of 1986 are summarized in the table below and are illustrated on Figure 28.

Existing Land Uses (1986)	
Type of Use	Percent
Residential	
Low Density (5-10 du/ac, 1 du/lot)	25%
Low-Medium Density (15-30 du/ac)	45%
Medium Density (15-30 du/ac)	5%
Institutional (Burbank Elementary)	5%
Industrial	10%
Commercial	5%
Parks	5%
	100%

Residential

The majority of the residential areas of Logan Heights are single-family on small lots or two homes on one lot. Scattered throughout the residential areas are also duplex and triplex developments with densities of approximately 20 units per acre. A few single-family homes have remained along Commercial Street, where industrial and commercial uses have developed.

Many of the homes of Logan Heights, particularly those along Oceanview Boulevard, date back to the early 1900s with a variety of architectural styles including Neoclassic-Rowhouse (1895-1915), San Francisco Stick (1870-1890), Queen Ann Cottage (1883-1890s), and Craftsman Bungalow (1905-1925, 1910-1925). The historically significant structures tend to be in the areas of highest elevation, toward 29th Street. There are several blocks with well-maintained homes deserving of preservation.

Over 4,200 people reside in Logan Heights, with an overall density of about 15 dwelling units per acre.

Commercial

Commercial uses along Imperial Avenue include auto repair, liquor stores, markets, bars, cafes, and an appliance repair shop. Along Commercial Street, commercial uses include auto repair and sales, a carpet distributor, and a janitorial supply store.

Industrial

A wide range of industrial uses have developed along the Imperial Avenue and Commercial Street corridors. Those uses include a feed and egg distributor, a city schools maintenance yard, dismantling yards, a freight yard, a boat repair yard, auto body yards, and outdoor storage.

During preparation for the arrival of the San Diego Trolley, many of the industrial developments along Commercial Street participated in a revitalization program which resulted in a general cleanup of the area. However, many of the properties remain in a state of disrepair and are in need of redevelopment.

Schools

The neighborhood has one elementary school, Burbank Elementary School, located on Evans Street between Irving Avenue and Julian Avenue. With an enrollment of over 600, the school has increased beyond district projections and now has plans for expansion. (See Public Facilities section.)

Logan Heights Objectives

1. Revitalize the commercial uses along Imperial Avenue, improving building facades and landscaping.

2. Improve the appearance of Imperial Avenue, Commercial Street, and Oceanview Boulevard.

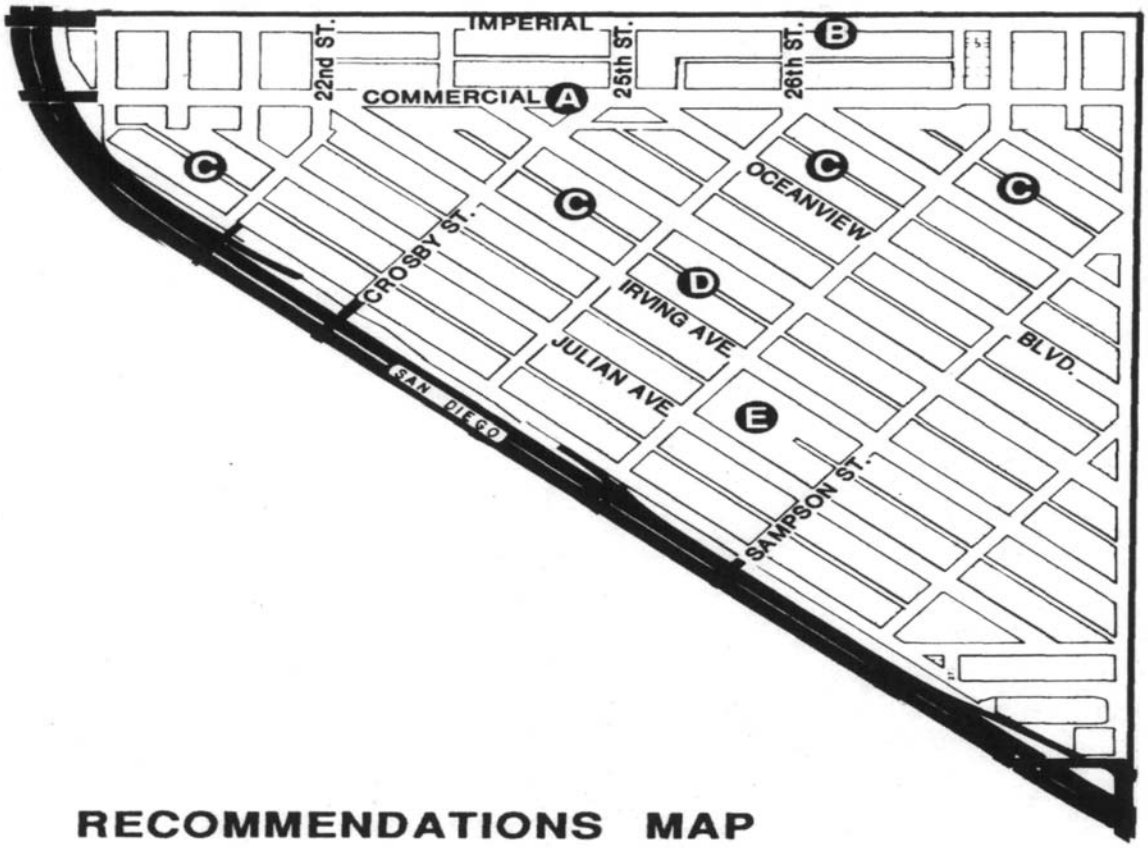
3. Rehabilitate the industrial uses along Commercial Street and increase the amount and quality of screening of industrial uses.

4. Preserve this community's well-maintained and historically significant residential units. Allow redevelopment on underutilized or poorly maintained lots, but preserve the area's development pattern of small houses along the street with additional units towards the rear of lots.

Logan Heights Recommendations

A. Rezone both sides of Commercial Street to a light industrial zone that limits the range of uses permitted and requires aesthetic screening of all industrial uses.

   Commercial Street is presently occupied with industrial uses including auto dismantling facilities, heavy manufacturing, boat building, and outdoor storage. Although these uses play an important role of the economy of Southeastern San Diego, it is important that these uses not be offensive or in conflict with surrounding land uses. This plan recommends that Commercial Street be rezoned from the existing M-2 and M-l zones to a light industry and service zone for uses such as small and incubator businesses, wholesaling and office space. The alley system should be used as much as possible for service and parking access, reducing conflict with the trolley. Development regulations should ensure that industrial uses are screened by walls or berms.



RECOMMENDATIONS MAP

B. Rezone the south side of Imperial, between Interstate 5 and 28th Street, from M-l to a generalized commercial zone that also permits multi-family residential development.

The mixed commercial/residential designation reflects existing development. Development standards should permit residential developments of up to 30 units per acre. Development criteria should also be provided that limit or provide incentives for parking and auto access from the rear of buildings to continue the existing pattern of development of buildings near the street and to improve traffic flow on Imperial Avenue.

C. Rezone areas that are generally low-medium densities to a zone that reflects existing uses (R-3000) to preserve the area's unique character and pattern of development and to encourage the preservation of historically significant structures.

D. Rezone the remainder of Logan Heights to a low-medium density residential zone that permits up to 17 units per net acre.

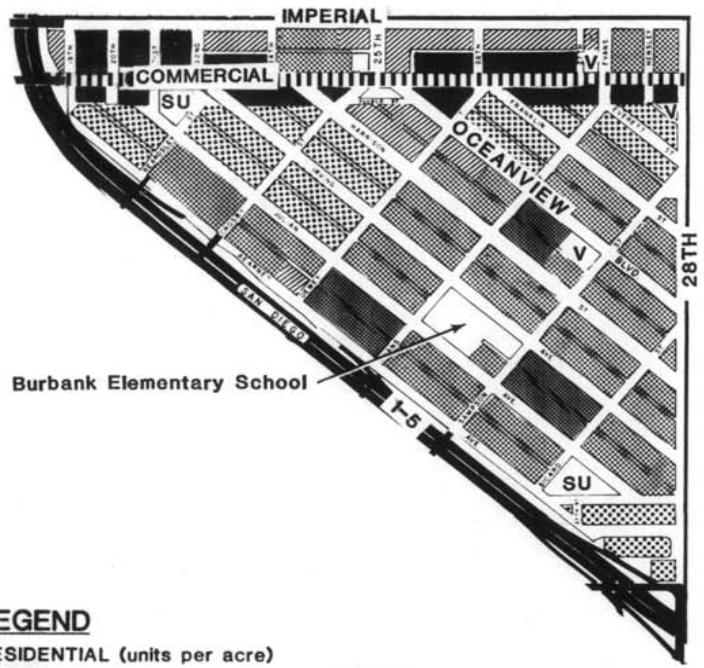
A low-medium density of residential development (10-17 units per net acre) is recommended for the central portion of Logan Heights to deter the removal of quality houses in the area and to preserve this stable residential neighborhood.

E. Rezone the Burbank Elementary School site to the Institutional Overlay Zone. If this school is found to be no longer needed as a school site, this site should be developed with

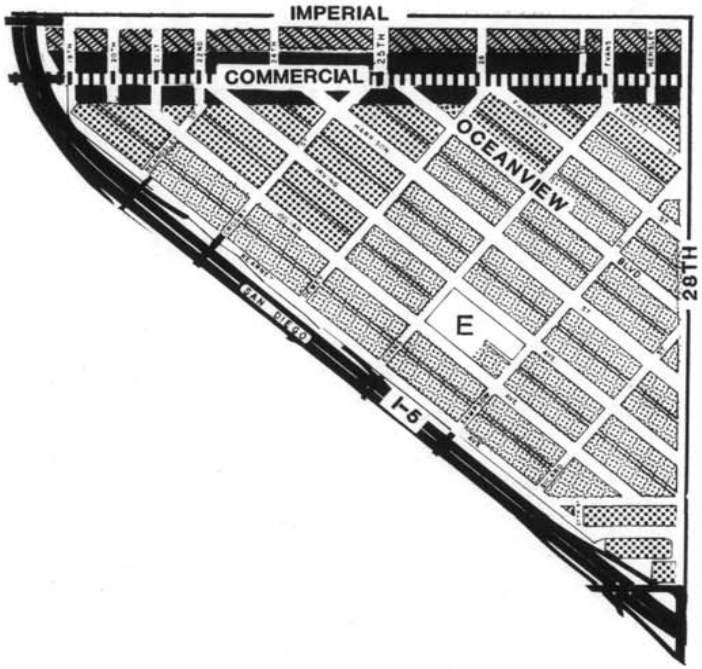
compatible private development. In the event that residential development is considered for the site, the density should be compatible with the density recommended in this plan (15-17 units per acre).

F. The low-medium density (10-17 dwelling units per net acre, MF-2500 and MF-3000 zones) multi-family portions of the neighborhood should be identified as "Special Character Multi-Family Neighborhoods" that would be protected with development standards recommended by the Urban Design Element.

EXISTING LAND USE



RECOMMENDED LAND USE



LEGEND

RESIDENTIAL (units per acre)

- 10-15
- 15-17
- 30-45
- MULTIPLE USE (Residential/Commercial)

COMMERCIAL

- G-GENERAL
- N-NEIGHBORHOOD

- INDUSTRIAL
- E — INSTITUTIONAL

Schools

- E Elementary
- J Junior High
- S Senior High
- P Private
- SU School Use

- V — VACANT

N / W NO SCALE E / S

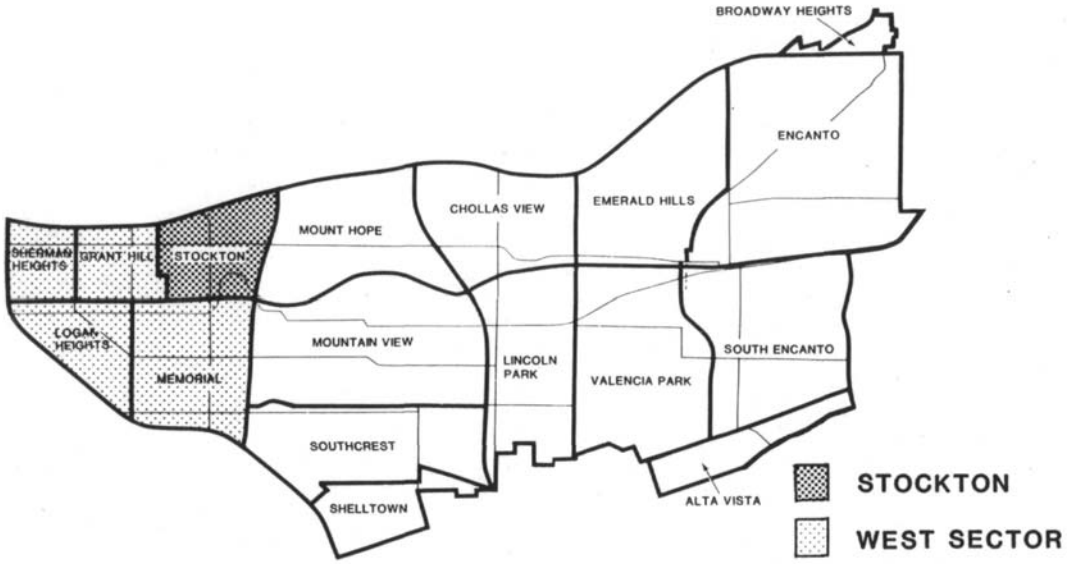
LOGAN HEIGHTS

SOUTHEASTERN SAN DIEGO

CITY OF SAN DIEGO · PLANNING DEPARTMENT

FIGURE 28

THE NEIGHBORHOOD OF STOCKTON



Setting

Stockton is situated on approximately 243 acres in the north-central portion of Southeastern San Diego. It is bounded on the north by State Highway 94, on the south by Imperial Avenue, on the east by Interstate 15 and on the west by 30th Street.

The area is diverse in topographic features including steep and rolling hills. The highest point, located in the northeastern corner of the neighborhood in the Gateway Center West Redevelopment Project, provides views of the City and San Diego Bay.

Stockton is divided into two subareas, divided by Market Street which runs east/west. North of this street is the area known as the "Dells," which is the present site of the Gateway Center West Redevelopment Project. The southern two-thirds of the neighborhood contain a mixture of single- and multi-family residential development.

In the late 1800s, the area was residential with some commercial activity along Market Street. In the 1940s, Stockton began to change. It was close to downtown and on the main routes (Wabash Boulevard and Highway 94) to El Cajon and Chula Vista. Close to the shipyards and other defense industries, the northern portion of Stockton, known as the "Dells," was a convenient location for war housing which was later torn down. As areas to the east developed residentially, pressure was on the Dells to change from multi-family residential to more intense land uses. In 1956 the zoning changed in the Dells from R-4 to M-l (industrial).

Dells Redevelopment Project

Proximity to downtown, freeway access, and a good central location were assets identified for the Dells Redevelopment Project which was approved by the City Council in 1976. The Redevelopment Plan has several objectives, which include: 1) the creation of job opportunities; 2) the strengthening of existing industrial development; 3) the provision of sites for new and relocated industries; and 4) the elimination of blighting influences, such as incompatible land uses, deteriorated structures, and hazardous conditions.

The Dells Redevelopment Area originally consisted of 68 acres of mixed commercial-industrial-residential uses southwest of the intersection of Highway 94 and Interstate 15. In February of 1982, the City Planning Commission approved a preliminary plan for an expanded redevelopment project for the area. This plan included the original Dells Redevelopment Area, and expanded it to include the Imperial Avenue corridor as well. A further revision to the plan was approved by the Planning Commission on July 11, 1985 which removed the Dells Industrial Park, now known as Gateway Center West, from the Dells Imperial Redevelopment Area. The new proposed Dells/Imperial Redevelopment Project Area contains approximately 900 acres (roughly one-third of the entire community), with approximately 20,000 residents. The proposed boundaries include all lands east and north of Interstate 5, south of Highway 94, west of Interstate 15.

The principal property in the Gateway Center West portion of the redevelopment area is the 14-acre San Diego Gas and Electric Company operating station. Gas and electric service crews operating from the site service a population of over 600,000 in a 220-square mile area. The facility serves as a training school and employs nearly 500 workers.

The balance of the project area consists of nearly 200 separate parcels containing single-family homes, multi-family residential units, and over 30 businesses employing over 400 persons.

The neighborhood of Stockton will benefit from the revised Redevelopment Plan in a variety of ways, including additional tax increment funds for housing rehabilitation and for project funding, land acquisition, and relocation by the SEDC. Redevelopment activities within the Dells/Imperial project area will concentrate on the provision of employment opportunities for the residents of the Southeastern San Diego community.

Transportation Facilities

The neighborhood's major streets are Market Street and Imperial Avenue, which run east and west, and 30th and 32nd Streets, which run north and south. The 32nd Street Trolley station is located immediately south of Stockton at the northeast corner of 32nd Street and Commercial Avenue in the neighborhood of Memorial.

Existing Land Uses

Land uses, as of 1986, are summarized below and are illustrated on Figure 29.

Existing Land Uses (1986)	
Type of Use	Percent
Residential	
Low Density (5-10 du/ac, 1 du/lot)	5%
Low-Medium Density (10-15 du/ac)	40%
Medium Density (15-30 du/ac)	2%
Commercial	5%
Industrial	35%
Institutional (Martin Luther King, Jr., Elementary	10%
Vacant	3%
	100%

Residential

Over 2,700 people reside in Stockton, with an overall density of about ten dwelling units per acre. The highest densities (15-45 units per acre) are along 32nd Street and Imperial Avenue, in the southern subarea. The residential areas in Stockton are varied in age and condition. The remaining homes in the Gateway Center West Redevelopment area are in poor condition and in many cases abandoned. The homes in the southern subarea are generally stable and in reasonably good condition, while some single-family homes are dilapidated and in need of repair.

Commercial

Commercial development has occurred along Imperial Avenue and Market Street, including restaurants, bars, gas stations, professional offices, and a liquor store. For the majority of commercial services, the residents of Stockton shop in Golden Hill or National City.

Industrial

Industrial development has played a major role in the history of this neighborhood. As a result of the Gateway Center West Redevelopment Area, private developers have purchased this land for a variety of industrial uses. The San Diego Gas and Electric operations center remains the largest tenant in the Redevelopment Project Area.

Stockton Objectives

1. Redevelop and rehabilitate residential areas with dilapidated housing, but preserve the residential areas for residential use.

2. Improve the appearance of Imperial Avenue, 32nd Street, and Market Street. These streets could be improved through added landscaping and, in some areas, through removal of billboards.

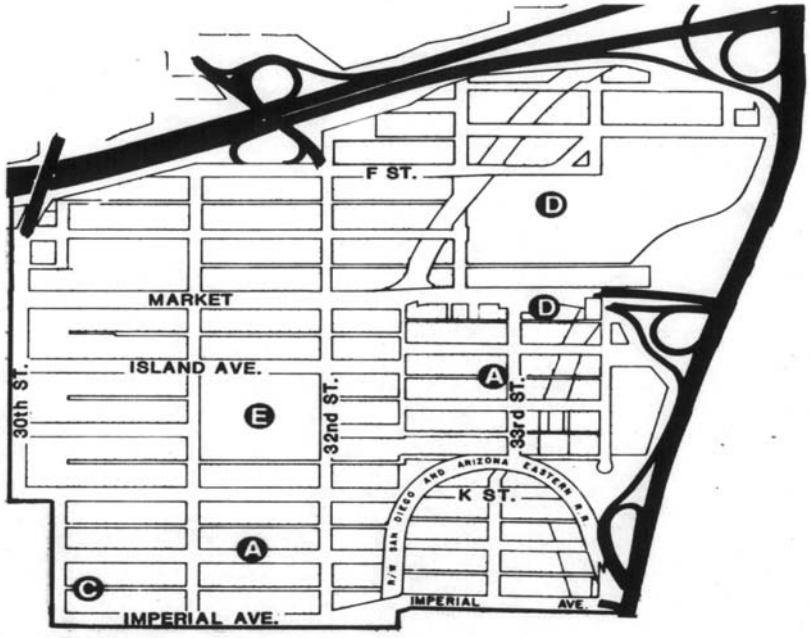
3. Retain viable existing businesses along major streets including Imperial Avenue, 32nd Street, and Market Street.

4. Expand community-serving commercial activities along Market Street from 30th Street to Bancroft Street.

Stockton Recommendations

A. Encourage infill development in some residential areas.

The residential areas south of Market Street are zoned R-3000, allowing up to 15 dwelling units per acre. This low-medium density should be retained in order to encourage infill development. Additionally, the properties south of "K" Street are recommended to retain the medium density of 15-30 units per acre to allow for increased housing opportunities along the Trolley corridor.



RECOMMENDATIONS MAP

GENERAL RECOMMENDATIONS

B. Maintain a strong code enforcement effort

B. Stabilize and improve the residential neighborhood through continued enforcement of the zoning and building code. In this neighborhood it is important that the ongoing Project First Class zoning and building code enforcement, alley improvement, and litter control programs be continued.

C. Commercial revitalization and rehabilitation is recommended for the intersection of Imperial Avenue and 30th Street.

The 30th Street and Imperial Avenue intersection is proposed as a focus of publicly-sponsored redevelopment, with emphasis on rehabilitating existing commercial buildings. Public actions could include rehabilitation assistance to sound older buildings designated for retention, provision of a public parking area, street landscape and lighting improvements. The addition of off-street parking is desirable, but it should be carefully developed in a manner that preserves the pedestrian orientation of the trolley corridor. The mix of activities should include neighborhood-serving commercial, offices, and dwellings of 15-30 units per acre.

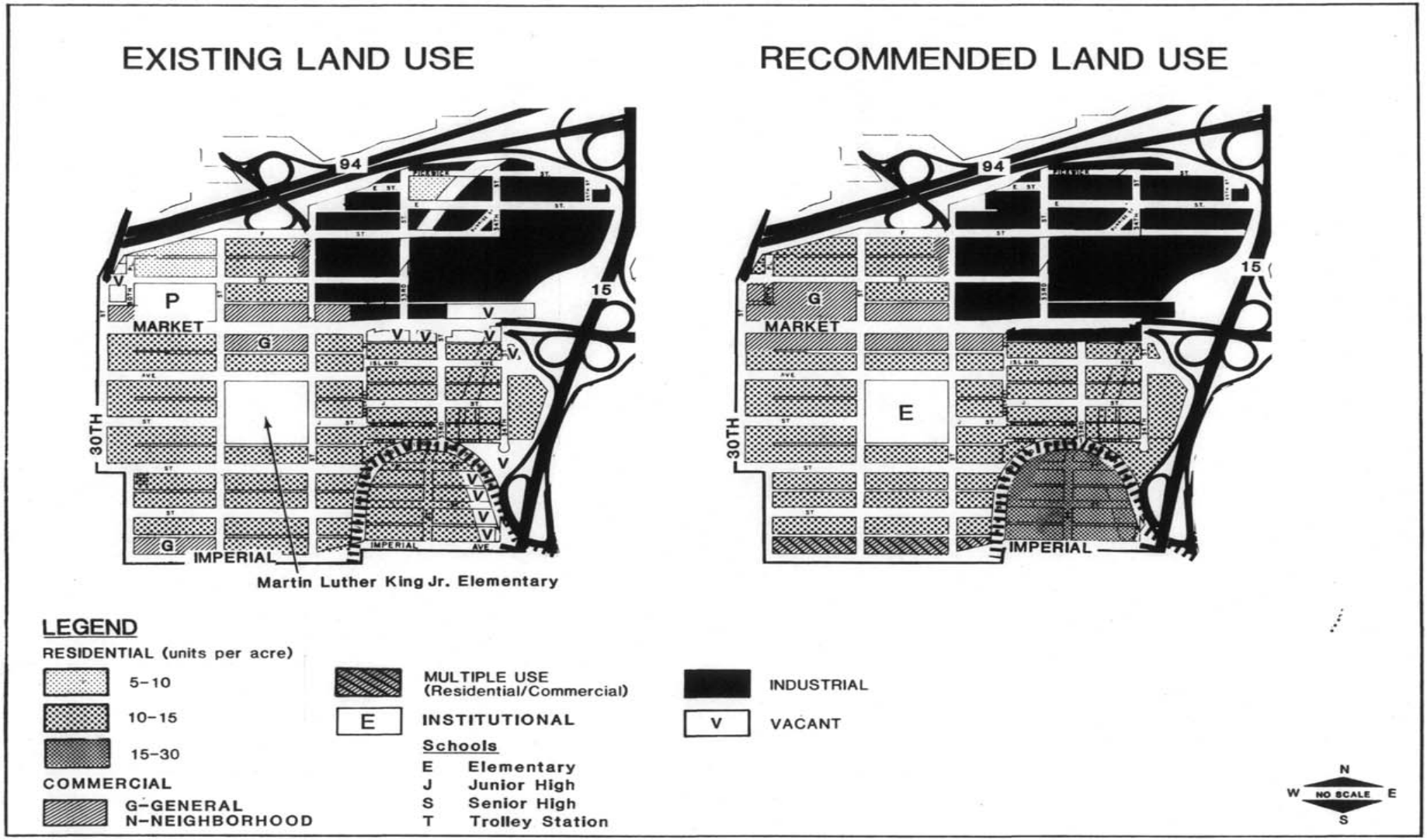
Properties should be allowed to develop at zero lot line (one side yard only), to better utilize the small lot sizes. The development scale of new infill buildings should be primarily two- and three-story, with dwellings and offices above ground floor commercial activities. Rezone the north side of Imperial Avenue from 31st Street to Bancroft Street to a multiple-use residential/commercial zone, allowing multi-family development of 15-30 dwelling units per acre.

D. Rezone the remaining M-l zoned properties in the Gateway Center West to M-1B, or a similar zone. Rezone the vacant parcels south of Market Street and approximately east of 33rd Street to M-1B or a similar zone to be developed in conjunction with Gateway Center West.

The parcels zoned M-l north of Market Street and east of 33rd Street should be rezoned to M-1B or a similar zone. If possible zoning regulations should accommodate developments on smaller lots to provide an opportunity for smaller developments. Small businesses such as plumbers and carpenters do not presently have a lot of opportunities to establish businesses in Southeastern San Diego.

E. Rezone Martin Luther King Junior Elementary School to the Institutional Overlay Zone. This site should be developed with compatible private development only after it has been determined that it is not needed for use as a public facility. Where it is determined that residential development is appropriate for the site, the density should be compatible with that of the surrounding neighborhood (10-15 units per acre).

F. The medium density (15-30 units per net acre, MF-1500 Zone) multi-family portion of the neighborhood located on L Street between 30th Street and the trolley track should be redesignated and rezoned for low-medium residential density (10-15 dwelling units per net acre, MF-3000 Zone) and identified as a "Special Character Multi-Family Neighborhood" that would be protected with development standards recommended by the Urban Design Element.



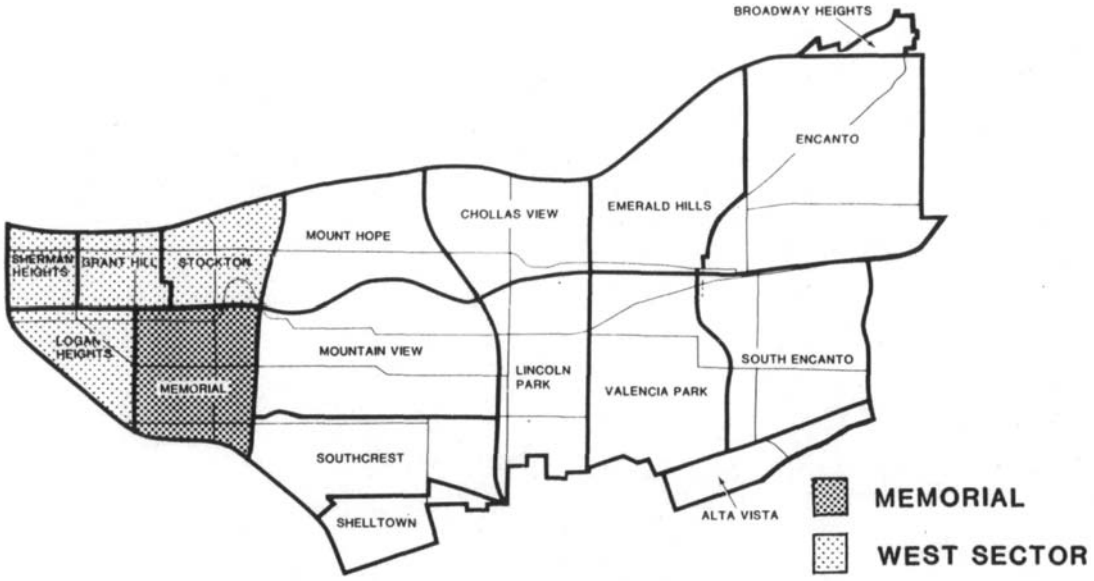
STOCKTON

SOUTHEASTERN SAN DIEGO

CITY OF SAN DIEGO · PLANNING DEPARTMENT

FIGURE 29

THE NEIGHBORHOOD OF MEMORIAL



Setting

Memorial is situated on approximately 429 acres in the western portion of Southeastern San Diego. It is bounded on the north by Imperial Avenue, on the south by Interstate 5, on the east by State Highway and on the west by 28th Street.

Memorial, originally known as Memorial Park, is one of San Diego's oldest neighborhoods. Development began as early as 1850, with few structures remaining from that era. Five thousand eight hundred people reside in Memorial with an overall density of about 17 dwelling units per acre. The population density is among the highest in the Southeastern San Diego community.

The area is relatively flat. The Las Chollas Creek runs north/south along Memorial's eastern boundary and flows through a concrete channel.

A significant feature of this neighborhood is Memorial Park, a fully developed 18-acre community park, which contains playing fields, a swimming pool, a recreation center, and picnic facilities.

Transportation Facilities

The major streets run east/west through the neighborhood and include Imperial Avenue, Commercial Street, Oceanview Boulevard, and National Avenue. The trolley passes through the neighborhood along Commercial Street, where numerous heavy industrial uses have developed. The 32nd Street Trolley station is in the northeast corner of the neighborhood at the intersection of 32nd Street and Commercial Street.

Existing Land Uses

Memorial is divided into three subareas, with industrial development in the northern subarea, commercial developments in the southern subarea, and residential uses in the central subarea.

Imperial Avenue is developed with commercial and residential uses, while Commercial Street just to the south has developed with industrial uses.

Residential

The residential areas of Memorial are located within the central subarea, with the lowest densities (5-10 dwelling units per acre) located east of Bancroft Street and the highest densities (15-30 dwelling units per acre) located just north of Memorial Junior High School at 28th Street and Franklin Avenue. Nearly half of Memorial has developed with medium density residential uses (10-15 dwelling units per acre).

Commercial

Along the south side of Imperial Avenue is a variety of small commercial uses including a cafe, a barbershop, two bars, and three churches. The businesses are stable, but many of the structures are in need of rehabilitation. Along National Avenue between 28th Street and 31st Street are several commercial uses including a bakery, two churches, and an auto repair facility.

Industrial

Industrial uses have developed along Commercial Street and in the southeastern corner of the neighborhood east of 33rd Street. The development along Commercial Street includes auto dismantling, auto repair, tire shops, heavy manufacturing, storage, and contractor's yards. The industrial uses east of 33rd Street include truck repair, storage yards, and light manufacturing.

Schools

The neighborhood has three schools - Memorial Junior High School, Logan Elementary School and Crockett Elementary School - the latter of which has been converted to administrative office space.

Redevelopment Projects

The proposed Dells-Imperial Redevelopment Project Area contains approximately 654 acres (roughly one-third of the community), with approximately 20,000 residents. Redevelopment in Memorial is planned to concentrate on providing employment opportunities for Southeastern San Diego residents.

The neighborhood of Memorial will benefit from the Redevelopment Project in a variety of ways, including tax increment funds for housing rehabilitation, and assistance with project funding, land acquisition and relocation by SEDC.

The neighborhood is bounded on the east by the Southcrest Redevelopment Project, which was approved by the City Council on April 1, 1986. The Redevelopment Project outlines a development plan for the rescinded State Route 252 land, revitalization and widening of National Avenue, and redevelopment of 43rd Street between Beta Street and Logan Avenue.

Memorial Objectives

1. Expand community commercial and medium density residential uses along Imperial Avenue and revitalize existing commercial uses through the establishment of a Business Improvement District and/or through facade improvements and landscaping.

2. Improve the appearance of Imperial Avenue, Commercial Street, Oceanview Boulevard, and National Avenue by improving the general appearance and maintenance of buildings along these streets, removing trash and adding landscaping.

3. Encourage the redevelopment of industrial uses along Commercial Street and reduce conflicts between industrial and residential uses along Imperial Avenue and Commercial Street.

Memorial Recommendations

A. Rezone the south side of Imperial Avenue from 28th Street to 32nd Street to allow redevelopment from general commercial to multiple-use with general commercial development and multi-family residential uses.

Commercial uses should be developed with parking to the rear or side of the buildings to reflect pedestrian use. Residential uses should be in rowhouse and small (15-30 unit) courtyard buildings 2-3 stories high at up to 30 units per net acre.

RECOMMENDATIONS MAP

B. Rezone the intersection of 30th Street and Imperial Avenue to multiple-use neighborhood commercial/residential.

The 30th Street and Imperial Avenue intersection should be a focus of publicly-sponsored redevelopment, with emphasis on rehabilitating existing commercial buildings. Public actions could include rehabilitation assistance to some older buildings designated for retention, provision of a public parking area and street landscape and lighting improvements. The addition of off-street parking is desirable but it should be carefully developed in a manner that preserves the pedestrian orientation of the trolley corridor. The mix of activities recommended includes neighborhood-serving commercial, offices and multi-family residential at up to 30 units per net acre. **The new Central Division Police Station is planned to be constructed on the southeast corner of this intersection.**

C. Rezone the industrial uses in the Southeastern corner of the neighborhood to M-1B or a similar zone.

The industrial development located east of 33rd Street and south of Logan Avenue should be rezoned from the existing M-l Zone to a less intensive industrial zone, such as M-1B. This change would allow for restricted uses and provide design controls more appropriate in an area with adjoining residential uses.

D. Rezone Commercial Street to a light industrial zone. The zone should prohibit any uses that are not fully enclosed.

Commercial Street is presently occupied with auto dismantling facilities, heavy manufacturing, boat building, and outdoor storage. It is important that these uses not be offensive or in conflict with surrounding land uses and that any changes in use should be fully enclosed.

E. Rezone the area along Oceanview Boulevard to R-3000 in order to retain the existing density of development.

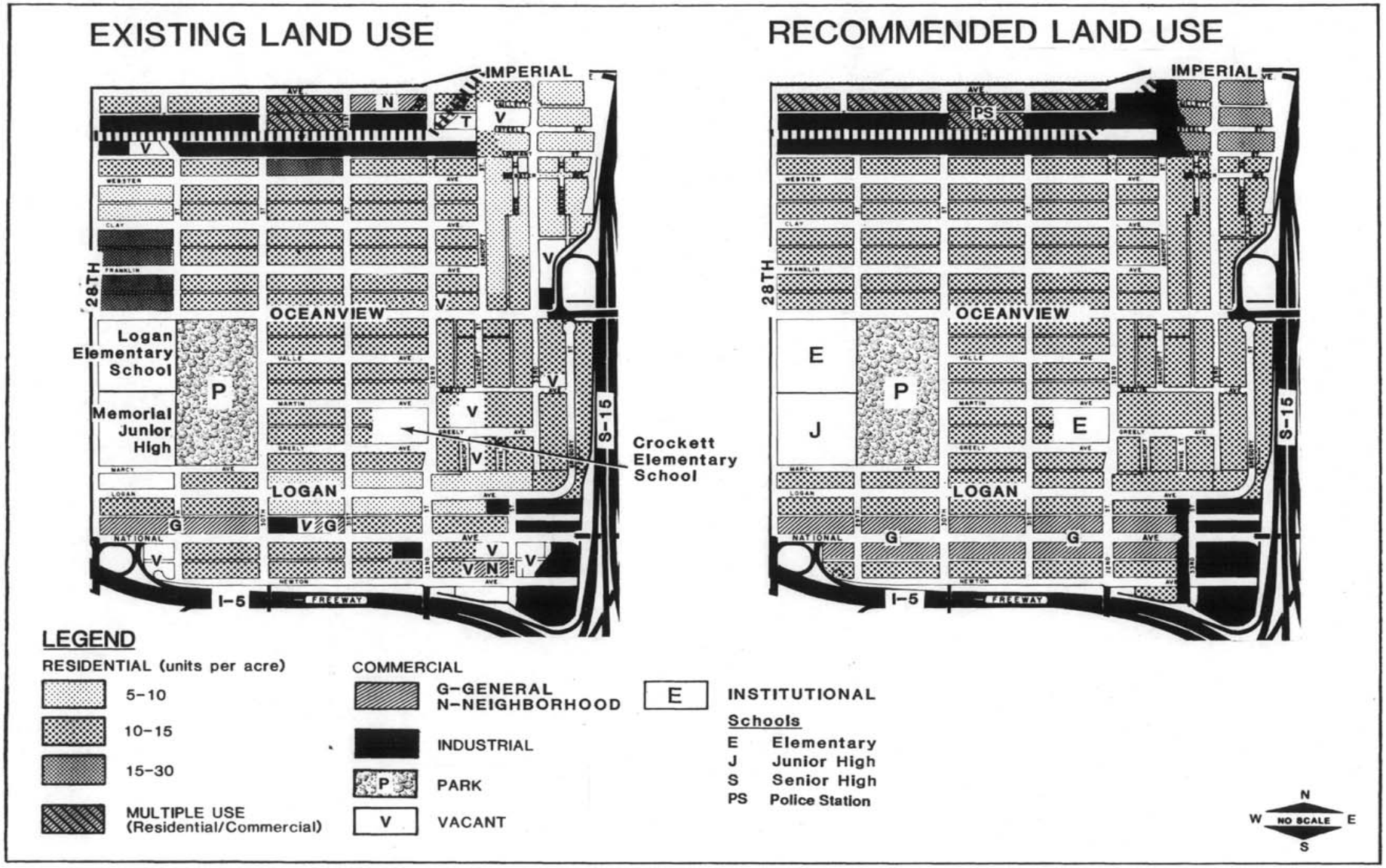
On Oceanview Boulevard from 29th Street to State Highway 15, the land is presently zoned R-1500 (30 dwelling units per acre); however, the existing land use density is under 15 dwelling units per acre. This plan recommends that Oceanview Boulevard be rezoned to R-3000 or similar zone.

F. Crockett Elementary School, Logan Elementary School and Memorial Junior High should be rezoned to the Institutional Overlay Zone. These sites should be developed with compatible private development only after it has been determined that they are not needed for use as public facilities. In the event that residential development is considered, the density should be compatible with that of the surrounding neighborhoods (10-15 units per acre).

G. Rezone the area south of Imperial Avenue, east of the end of Commercial Street, west of S-15, and north of Durant Street to medium density residential (15-30 units per acre) to increase the development intensity next to the 32nd Street trolley station.

H. General commercial uses on both sides of National Avenue should be developed with parking in the rear to reflect and continue the existing pattern of development and encourage pedestrian use.

I. The low-medium density (10-15 dwelling units per net acre, MF-3000 Zone) multi-family portion of the neighborhood should be identified as a "Special Character Multi-Family Neighborhood" that would be protected with development standards recommended by the Urban Design Element.



MEMORIAL

SOUTHEASTERN SAN DIEGO

CITY OF SAN DIEGO · PLANNING DEPARTMENT

FIGURE 30