
INDUSTRIAL

GOALS

Permit modest industrial growth within San Ysidro and ensure the development of roads and public transportation links to the industrial development in Otay Mesa to provide and increase employment opportunities for community residents.

EXISTING CONDITIONS

Existing Land Use

As of January 1989, 69 acres of land in San Ysidro were zoned for industrial use. Approximately 30 acres were developed for that use. **Table 8** lists the major industrial developments in the community. These developments are multi-tenant industrial parks containing mostly warehouse, light manufacturing and distributing uses. Occupancy levels are approximately 80 percent.

In addition to these industrial properties in the community, there are several significant industrial uses in the adjacent communities of the Tijuana River Valley and Otay Mesa. These include sand and gravel extraction operations directly to the west of San Ysidro, along the United States-Mexico border in the Tijuana River Valley, and new industrial developments east of the community in Otay Mesa, near Brown Field and the Otay Mesa border crossing. Many of these developments are “maquiladoras,” an in-bond cross-border factory system that has grown up between firms in the United States and Mexico. The in-bond plan system allows United States or foreign companies to process, assemble, or fabricate products or services in Mexico, using cheaper labor. The products are brought back to the United States and customs duty is paid on the value added only with no other import or export fee charged. The maquiladoras industries locate on the mesa to take advantage of the new commercial crossing, completed in 1985. The new crossing combined with the availability of land in Otay Mesa makes the possibility for future industrial development much greater than in San Ysidro, which has a small amount of vacant land available for industrial use.

Additionally, industrial development in San Ysidro is hampered by a number of obstacles. The Virginia Avenue commercial crossing (a one-way crossing permitting southbound commercial traffic only) has an uncertain future. (See also **International Gateway Element**.) The General Service Administration has discussed closing the crossing within the next few years (a measure which many in the community endorse). As a result, some of the distribution and warehouse uses have already relocated from San Ysidro to Otay Mesa. Also, other types of industry, such as research and development or scientific research, are reluctant to locate in San Ysidro because it is immediately adjacent to the border. Unlike the maquiladoras, these industries depend upon a skilled work force rather than the availability of low-cost Mexican labor, and they prefer to situate in the North City and County area.

There is potential for a limited amount of industrial development in San Ysidro because the community offers good railroad and highway access, as well as residential and commercial support to industrial development. Also, industrial land costs are low (compared with other areas of the City).

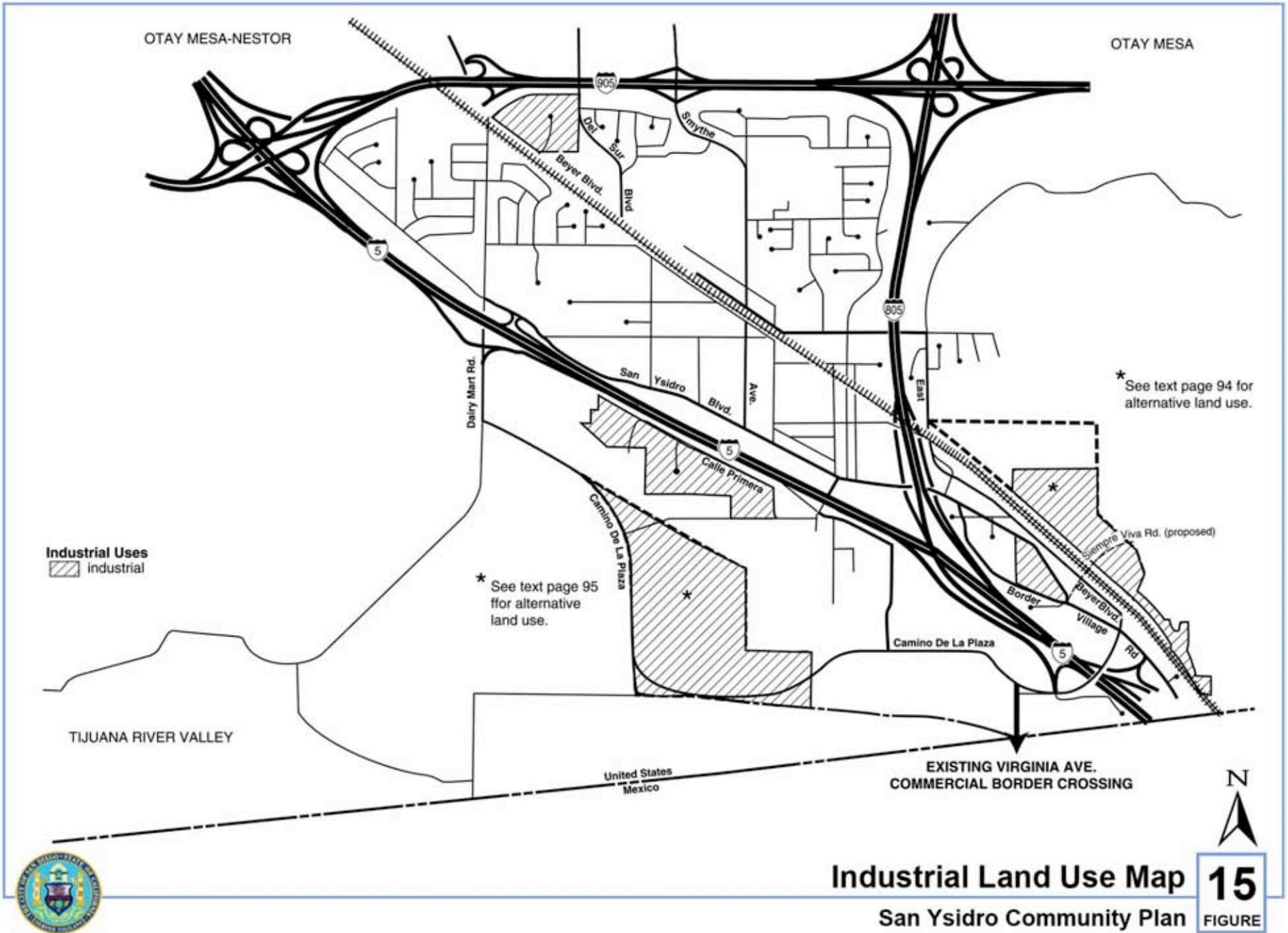


TABLE 8
INVENTORY OF INDUSTRIAL DEVELOPMENT IN SAN YSIDRO – JUNE 1989

Name/Location	Date Opened	Total Acres	Building Size
Border International Industrial Park Beyer Boulevard and SR-905	1977	18+	204,553 sq. ft.
International Industrial Park Via Segundo and Calle Primera	1985	9.4	276,000 sq. ft.

Employment Opportunities

Otay Mesa industrial development is expected to provide some employment opportunities for skilled San Ysidro residents. Since the maquiladora system creates only one job in the United States for every ten to 30 jobs in Mexico, and since these jobs can be scattered anywhere within a reasonable driving distance of the maquila plant, there have been few job creation opportunities in San Ysidro.

OBJECTIVES

- Provide for limited industrial development.
- Provide for the reuse of the areas most likely to be affected by the changing market conditions due to industrial growth in Otay Mesa and the impending closure of the Virginia Avenue commercial crossing.
- Attract and market new light industrial businesses to minimize environmental impacts.
- Facilitate the commute for San Ysidro residents traveling to jobs in Otay Mesa.

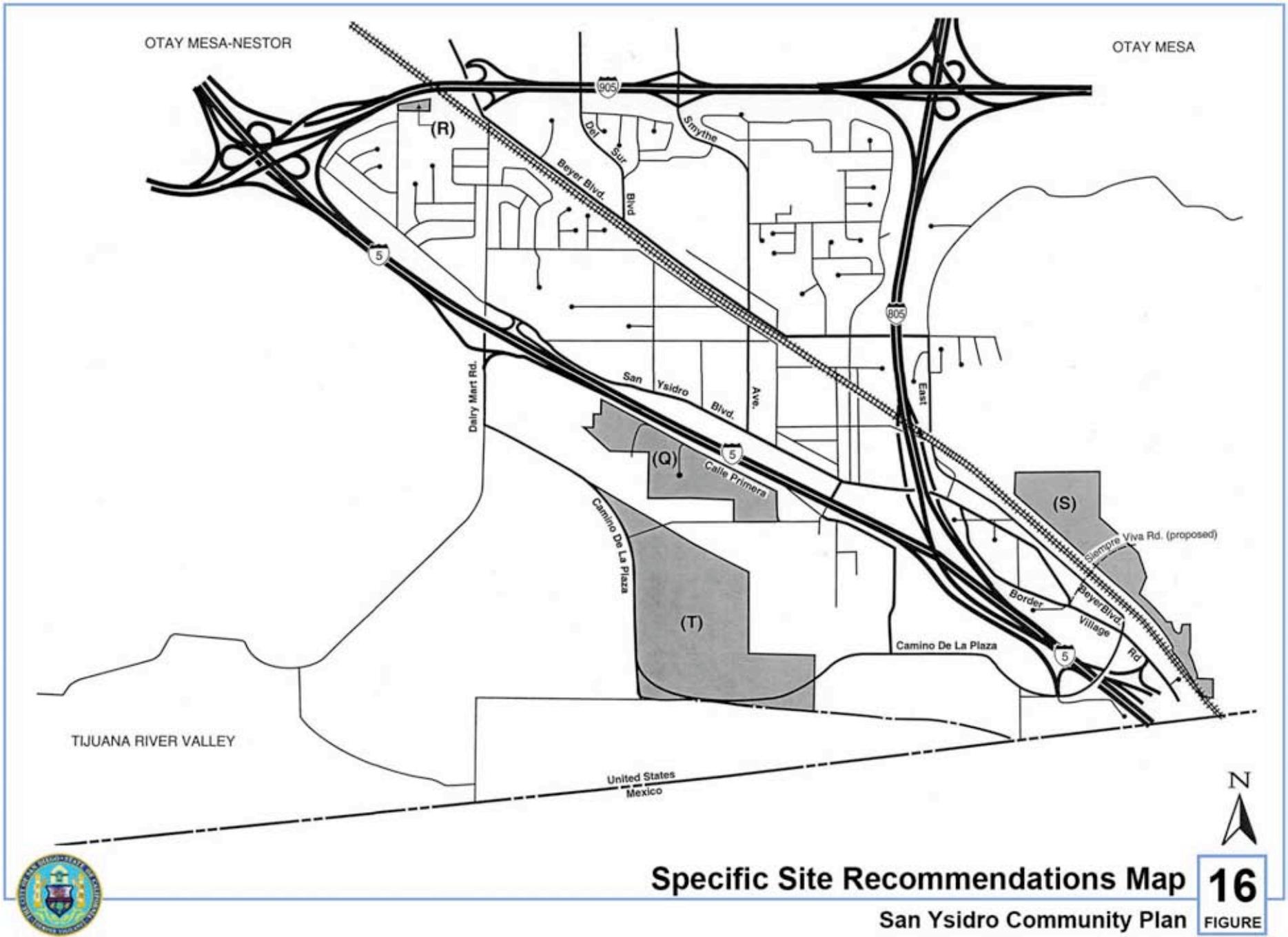
RECOMMENDATIONS

(See **Figure 15** for recommended industrial land uses.)

1. Maintain the Light Industrial land use designation in the area east of the railroad tracks because of the area’s accessibility to the freeway and railroad. Rezone this property to permit this use.
2. Maintain the light industrial use designation at the Border International Industrial Park located at the intersection of Beyer Boulevard and SR-905 because of its easy freeway access. In addition, allow an institutional use, using a Conditional Use Permit, to accommodate expanded adult education facilities. (See also the **Community Facilities and Services Element**.)



East of Railroad Tracks



3. Maintain and expand the light industrial land use designation in the western portion of the community, immediately east of the Tijuana River levee. Maintain the existing zoning (A-1-1 and A-1-10) to preserve future options.
4. Allow new commercial uses at the International Business Park and adjacent industrial areas on Calle Primera, southwest of I-5, if the Virginia Avenue commercial crossing is closed. Otay Mesa industrial development continues to occur at a fast pace, and the demand for this site as an industrial park declines. Appropriate commercial uses include theaters, bowling alleys, professional offices, and heavy commercial uses such as health clubs, trade schools, furniture stores and hardware stores. This flexibility in uses can be accomplished by rezoning the properties from M-1A and M-IP to a multiple-use zone. (See also the **Commercial Element**.)
5. Design new projects to minimize conflicts with surrounding uses.
6. Ensure that new industrial projects are visually interesting with human scale architectural elements, such as entrance canopies and recessed walls, and include adequate landscaping and storage, loading and parking facilities. (See **Urban Form** for additional design guidelines regarding industrial development.)
7. Provide mass transit (bus and trolley service) between San Ysidro and Otay Mesa, extend Beyer Boulevard, and build Siempre Viva Road to ensure that San Ysidro residents can easily commute to jobs in Otay Mesa and so that future Otay Mesa residents and employees will be able to easily and conveniently patronize San Ysidro commercial areas. (See **Transportation and Circulation Element**.)



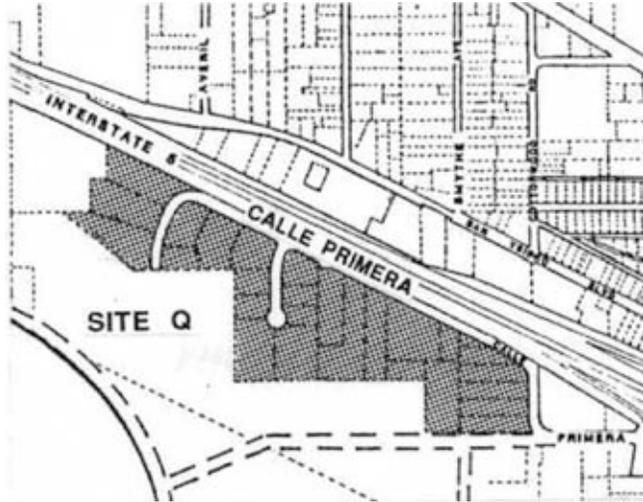
Calle Primera Industrial Park

SPECIFIC SITE RECOMMENDATIONS

Discretionary review of development proposals is recommended for the following sites. (See **Figure 16.**) These sites were included because they form the remaining undeveloped (or underdeveloped) industrial areas in the community.

Site Q

This site, which includes the International Business Park and adjacent industrial areas, is located on Calle Primera, southwest of I-5. Existing land uses include storage facilities, warehouses, a retail outlet and a swap meet. Discretionary review of development proposals at this site is recommended because of the need for flexible uses, the area's high visibility from I-5, the need to provide adequate vehicular access to the area, and the site's proximity to the Dairy Mart Ponds—a sensitive natural habitat.



Proposed Land Use Designation: Industrial
Recommended Zoning: A multiple-use zone

- **Uses.** Allow light industrial, entertainment and heavy commercial uses.
- **Building Design.** Avoid large expanses of blank walls. Instead, provide a visually interesting building design incorporating human scale architectural elements such as recessed walls, fenestration and entrance canopies. Avoid flat-topped roofs. Instead, vary roof heights and textures to enhance the view of the development from I-5.
- **Landscaping.** Provide a buffer landscaped with native vegetation to protect the Dairy Mart Ponds. In addition, provide a solid wall to mitigate noise and visually separate the development from the ponds.

Site R

This site is located on the east side of Howard Avenue, immediately south of SR-905. The existing land use is a storage facility. Discretionary review of development proposals at this site is recommended because the area is highly visible from SR-905 and marks an entrance into San Ysidro. In addition, the site is immediately adjacent to an elementary school, single-family housing and a neighborhood park.



Proposed Land Use Designation:

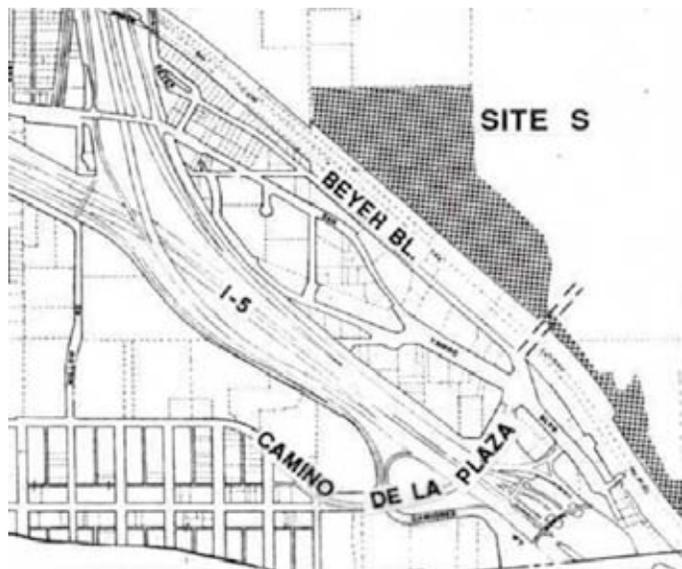
Light Industrial

Recommended Zoning: A light industrial zone which permits storage facility, office and light manufacturing uses that would not create adverse environmental effects on adjacent residential, school and park uses.

- **Uses.** Provide a mini-storage facility, office or light manufacturing use.
- **Building and Landscaping Design.** Provide interesting rooflines by varying roof heights and textures to enhance the view of the project from SR-905. Buffer the storage facility with walls and landscaping to screen views from the adjacent uses.

Site S

This site is located east of the railroad tracks near the border and includes several parcels. Discretionary review of development proposals for this site is recommended because the area contains some unstable soils, the need for an adequate circulation system responsive to the adjacent freeway and railroad, and the potential impacts to the low-density housing planned for the area nearby.



Proposed Land Use Designation:

Light Industrial or Border

Commercial if conditions pertaining to access, use restrictions, minimum project size, resource protection, site design and landscaping described in this section are met.

Recommended Zoning: A zone which permits only light industrial uses. A privately initiated rezoning, but not a community plan land use designation amendment, would be required to develop a Border Commercial project.

- **Site and Building Design.** Industrial or commercial projects should site structures to reflect the slope of the existing undeveloped hillsides and so as not to obstruct views. The architectural theme of the commercial project should reflect the style of Old Mexico and include elements such as tile roofs and public plazas.
- **Landscaping.** Provide a well-landscaped buffer to screen the development from nearby residential uses. Commercial projects should provide generous landscape and hardscape features.
- **Border Commercial Access.** Provide linkages to the older, existing commercial areas. Pedestrian access should be well defined.
- **Border Commercial Use Restrictions.** The project emphasis will be on tourist-serving/entertainment and hotel uses that will complement revitalization of the tourist-serving/retail uses planned for Commercial District 3. (See **Figure 10.**) The theme of the project will recreate a Mexican village. The project will provide for a cultural exchange and a variety of commercial activities serving tourists and residents. The exhibits and commercial activities should include but not be limited to: Mexican music and dancing; Mexican arts and crafts, exhibits and sales; restaurants and bars, including entertainment; Mexican rodeo and carnival; Mexican farmers' market; hotels/motels and theaters.
- **Border Commercial Minimum Project Size.** A comprehensive project of at least 15 acres should be constructed in one phase to ensure that isolated commercial development does not detract from existing commercial areas.

Note: The boundary of a commercial project would extend to the adjacent site to the north.
(See page 40 of the **Residential Element.**)

Site T

This site is located at the extreme west edge of the community planning area and adjacent to the Tijuana River levee. Discretionary review of development proposals at this site is required because of the large size of the site (approximately 90 acres), its proximity to the border and the potential impacts due to border patrol operations, its proximity to the Tijuana River levee and the Tijuana River Valley, and the need for an adequate circulation system to serve the area.



Proposed Land Use Designation:

Industrial or exclusively single-family residential if conditions pertaining to crime prevention, mosquito control, public facilities and community linkages described in this section are met.

- **Industrial Uses.** Allow light industrial uses, including a use such as a food distribution facility. In addition, allow institutional uses with a Conditional Use Permit (CUP), such as the INS Detention Facility and Border Patrol Headquarters and a college or university.
- **Industrial Site and Landscaping Design.** Extend Camino de la Plaza with a landscaped median up to Dairy Mart Road to buffer the south and west sides of the site from the border. Cluster the buildings and include a substantial amount of landscaped open area within each cluster. The open areas could include such uses as employee recreation and extensively landscaped and screened parking.
- **Industrial Building Design.** Avoid large expanses of blank walls. Instead, provide a visually interesting building design incorporating human scale architectural details such as recessed walls, fenestration and entrance canopies. Avoid flat top roofs. Instead, vary roof heights and textures to enhance the view of the development from Camino de la Plaza.
- **Residential Site and Landscaping Design.** To protect future residents from any potential undesirable activities associated with the undocumented workers/migrants crossing from Mexico into the United States and to minimize conflicts between residents and INS officials, the following should become conditions of approval for a residential project:
 1. **A Wall and Buffer Area.** Should be constructed on the southern boundary. This wall shall be screened with landscaping that is aesthetically pleasing to residents but maintains open views. (See also **International Gateway Element**.)
 2. **The Defensible Space.** Guidelines outlined in the **Urban Form Element** of this Plan shall be adhered to.

3. **Linkages.** To integrate the new residences into the community, the placement of streets and sidewalks should create view and access corridors from the residences to nearby commercial uses, parks and open area.
4. **Public Facilities.** A ten-acre site shall be designated as an elementary school, to be located adjacent to a three- to five-acre park based upon the recommendations of the Park and Recreation Department.
5. **Mosquito Control.** Mosquitos would be controlled by participation in the County of San Diego Environmental Health Services Vector Surveillance and Control Program and the payment of fees required by the County pursuant to the Vector Surveillance and Control Program in existence at the time the Tentative Map is approved.