

Commercial
Serra Mesa Community Plan

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FIGURE

COMMERCIAL ELEMENT

This element deals with retail facilities intended to serve residents of the community.

EXISTING CONDITIONS

The two neighborhood shopping districts in Serra Mesa are Serra Mesa, located at Sandrock Road and Greyling Drive, and Mission Village, located at Mission Village Drive and Ruffin Road.

The 9.1-acre Serra Mesa Shopping District includes a shopping center and adjacent commercial development. Major uses include a supermarket, drugstore and variety store within the center, and a bank, three service stations, medical-dental offices, post office and a branch library. There are 38 establishments in the district, equivalent to a community shopping center. Many of the businesses are small and marginal and the district suffers from a lack of maintenance.

The newer Mission Village Shopping District is 12 acres in size and is located at Mission Village Drive and Ruffin Road. Major occupants of the Mission Village Shopping Center are a supermarket and large drugstore. These two major uses are supplemented by 15 additional establishments. A service station and a professional office complex are located outside of the shopping center. Efforts have been made to make the center attractive to shoppers. The supermarket and adjoining stores have been extensively remodeled, new shops being built with contrasting materials. Parking has been provided at a relatively generous 2.5 to 1 ratio and is attractively landscaped.

The Mission Village Shopping District appears to have the more advantageous long-term position. It has room for expansion and could benefit from additional nearby residential development. However, the Serra Mesa Shopping District was established first and for a decade was the only neighborhood center in Serra Mesa. It has virtually functioned as a community shopping center, reinforced by the nearby location of a bank, branch library and post office. As a result, the Mission Village Center has operated at a competitive disadvantage being only marginally successful despite extensive improvements.

These larger shopping districts are supplemented by two convenience facilities, each covering less than two acres. The major uses of the Shawn Avenue facility are a small convenience market, service station and delicatessen. The delicatessen occupies an attractively designed wood-faced commercial structure that blends with adjoining residential uses. The Starling Avenue center includes a small convenience market, service station and three other stores.

The small commissary serving the Cabrillo Heights Military Housing project provides day-to-day convenience goods. As its range of goods is limited, military personnel shop elsewhere for meat and produce.

There are two Serra Mesa neighborhoods effectively isolated by topography from existing shopping facilities. These are Birdland, located south of Mockingbird Drive and west of Mission Center Road, and Phyllis-Abbotshill, located between Mission Center Road and I-805. Residents must drive up to two miles to provide for everyday needs.

There are no movie theaters, bowling alleys or other forms of commercial recreation, savings and loan institutions, bookstores or record shops within Serra Mesa. There is only one bank and only one family restaurant and the variety store is marginal and poorly situated. Finally, the centers serve only commercial functions, rarely being used for other community activities.

GOAL

TO ENCOURAGE COMMERCIAL DISTRICTS WHICH PROVIDE A WIDE VARIETY OF GOODS AND SERVICES TO SERRA MESA BUT ALSO ENHANCE THE COMMUNITY ENVIRONMENT.

PROPOSALS

Neighborhood Shopping Facilities

Serra Mesa

- The Serra Mesa Shopping District should be designated as a neighborhood shopping center even though the number of establishments exceeds that usually found in typical neighborhood centers. The library, post office and establishments across the street support this neighborhood activity center. Appearance should be enhanced by removing sign clutter and rehabilitating structural exteriors. If the Military Housing Project is removed, the Serra Mesa Shopping District should be incorporated into any redevelopment plan, including redesign of the street system.

Mission Village

- The Mission Village Shopping District should be designated as a neighborhood shopping center. Because of the center's location, it has the potential for becoming the nucleus for a community activity center, integrating cultural, recreational and educational functions with retail and office uses. Adjacent facilities that could relate to this center are: Taft Junior High School, Saint Columbia Church and Parochial School, Serra Mesa Community Park and Recreation Center, Wegeforth Elementary School and Extended Day Care Center and Cubberley Elementary School.
- At least one facility suitable for club or organizational meetings should be provided.
- Pedestrian and bicycle access to the center should be provided. These paths should connect the center with nearby community facilities and land uses.
- The parking lot should be redesigned to minimize internal traffic conflicts.

- The use of the center for community “happenings” such as pancake breakfasts, school band concerts and art exhibits, should be encouraged.
- The “village” atmosphere of the Mission Village Center should be maintained. The density should not exceed 29 units per net acre.

Shawn and Starling

- The Shawn and Starling convenience shopping facilities should be maintained.

Military Housing

- A well-designed small activity center should be encouraged, including the commissary, recreation hall and “tot lot” mini-park in the military housing project.

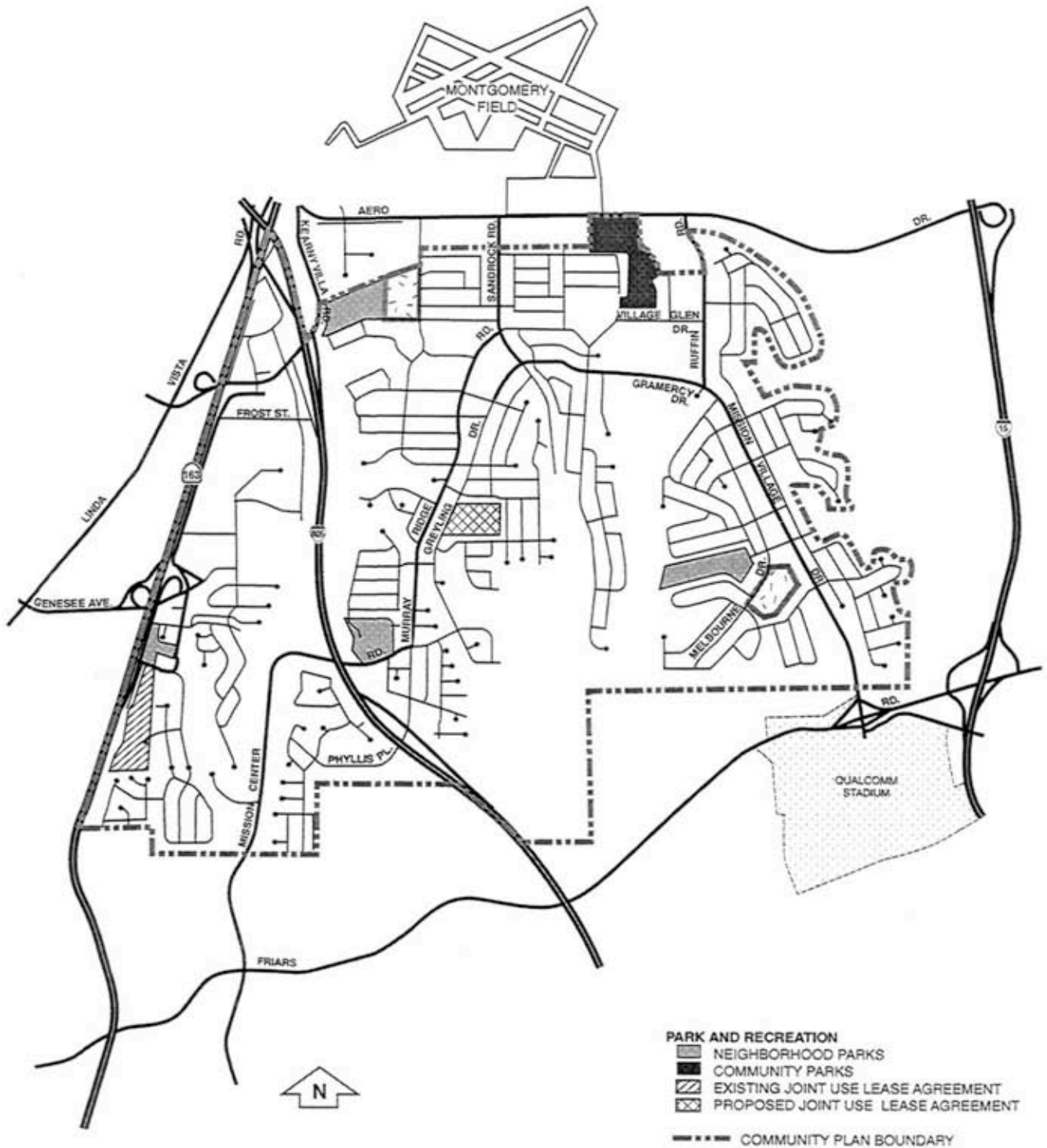
Birdland

- A convenience shopping facility, conforming to the CN (PCD) Zone, should be developed at the southeast corner of Cardinal Road and Genesee Avenue.

Professional Offices

- Professional offices should be retained in their present locations at the northeast corner of Mission Village Drive and Ruffin Road and along Greyling Avenue west of Sandrock Road.

See **Figure 5**: Commercial.



Parks and Recreation
Serra Mesa Community Plan

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FIGURE