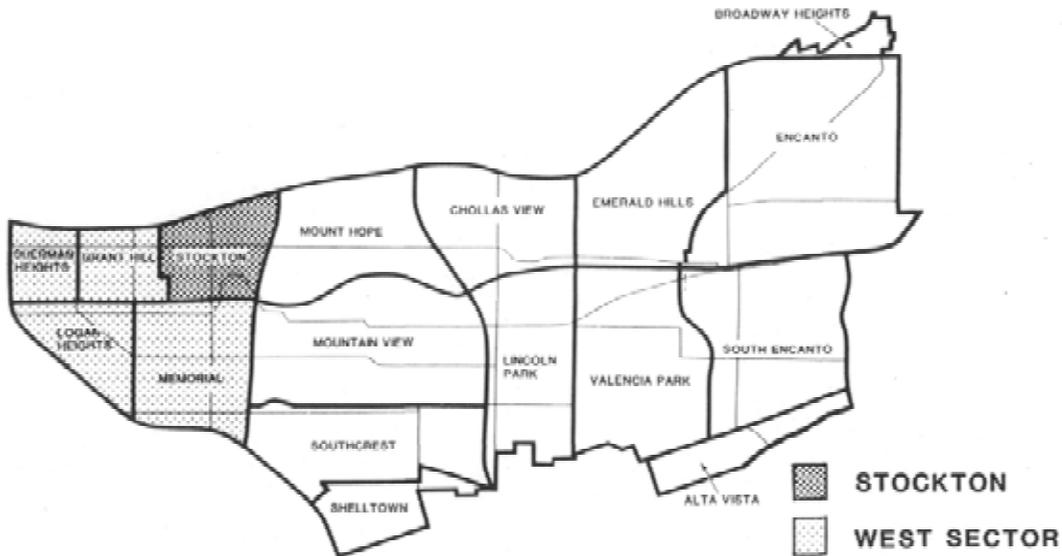


THE NEIGHBORHOOD OF STOCKTON



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-1 (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	<u>3%</u>
	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

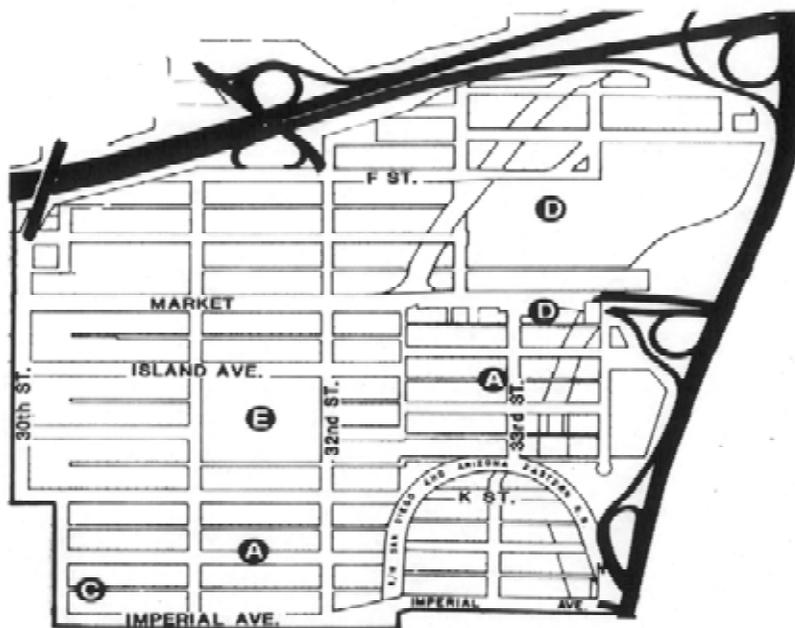
1. Redevelop and rehabilitate residential areas with dilapidated housing, but preserve the residential areas for residential use.
2. Improve the appearance of Imperial Avenue, 32nd Street, and Market Street. These streets could be improved through added landscaping and, in some areas, through removal 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.

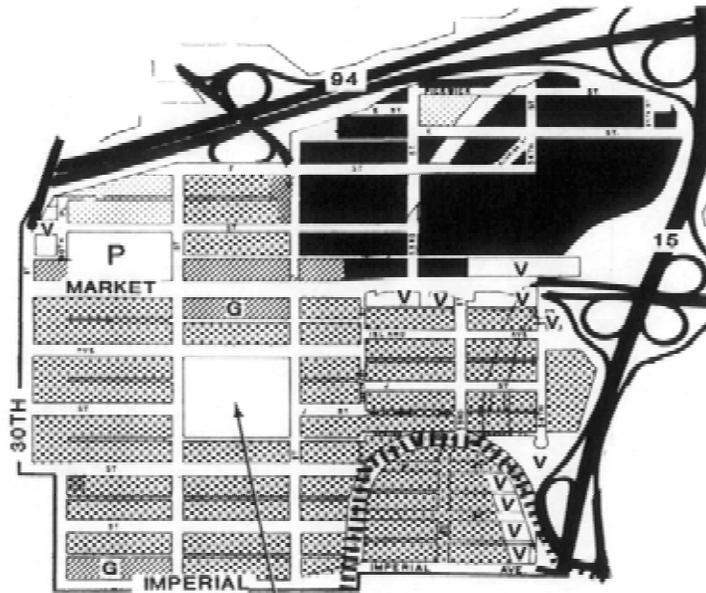
Properties should be allowed to develop at zero lot line (one side yard only), to better utilize the small lot sizes. The development scale of new infill buildings should be primarily two- and three-story, with dwellings and offices above ground floor commercial activities. Rezone the north side of Imperial 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-1 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-1 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.

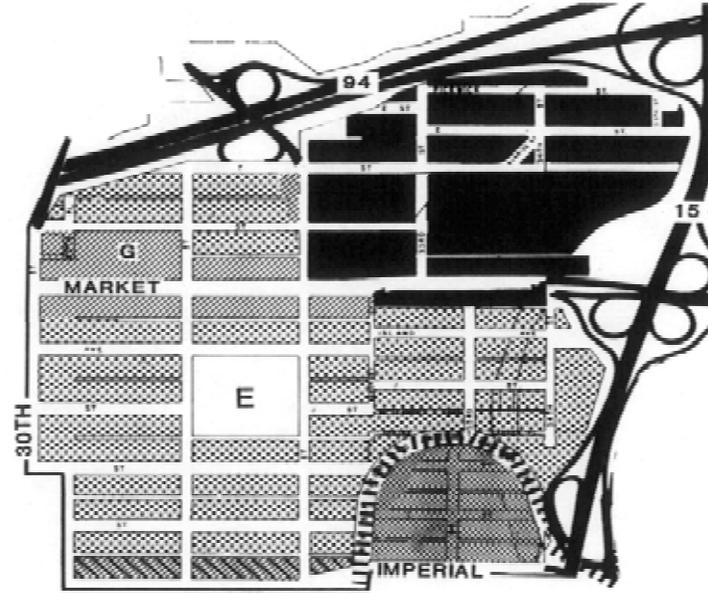
- E. Rezone Martin Luther King Junior Elementary School to the Institutional Overlay Zone. This site should be developed with compatible private development only after it has been determined that it is not needed for use as a public facility. Where it is determined that residential development is appropriate 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 [Multifamily](#)[Multi-Family](#) Neighborhood” that would be protected with development standards recommended by the Urban Design Element.

EXISTING LAND USE



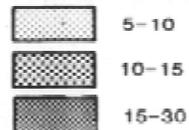
Martin Luther King Jr. Elementary

RECOMMENDED LAND USE



LEGEND

RESIDENTIAL (units per acre)



MULTIPLE USE
(Residential/Commercial)

INDUSTRIAL

INSTITUTIONAL

VACANT

Schools

E Elementary
J Junior High
S Senior High
T Trolley Station

COMMERCIAL

G-GENERAL
N-NEIGHBORHOOD

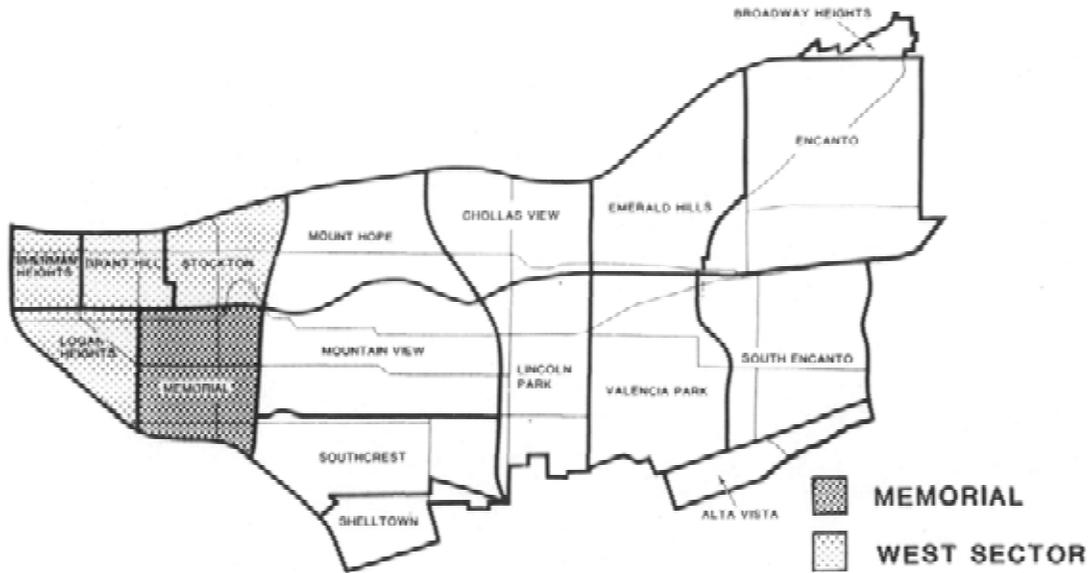


STOCKTON
SOUTHEAST SAN DIEGO

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.

- 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.**



RECOMMENDATIONS MAP

- 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-1 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).

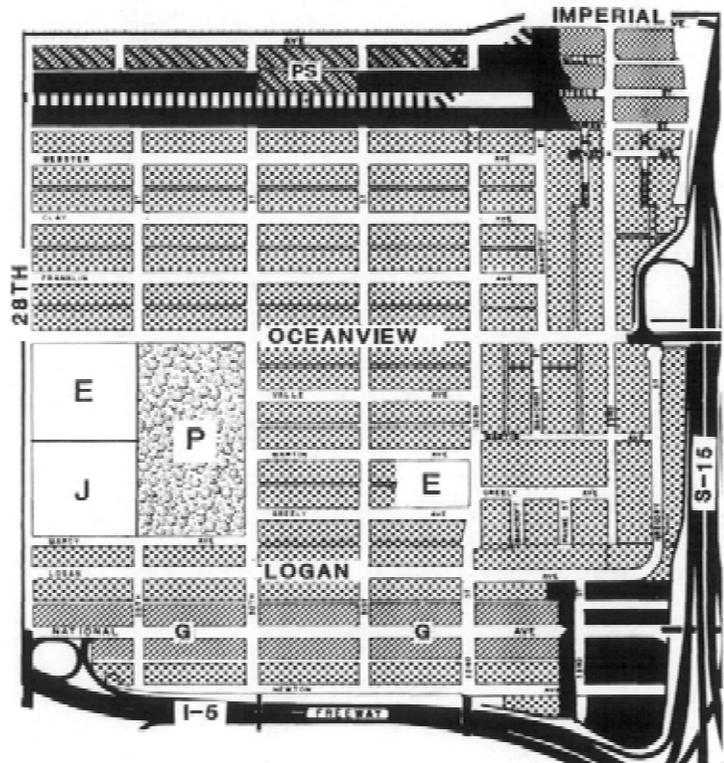
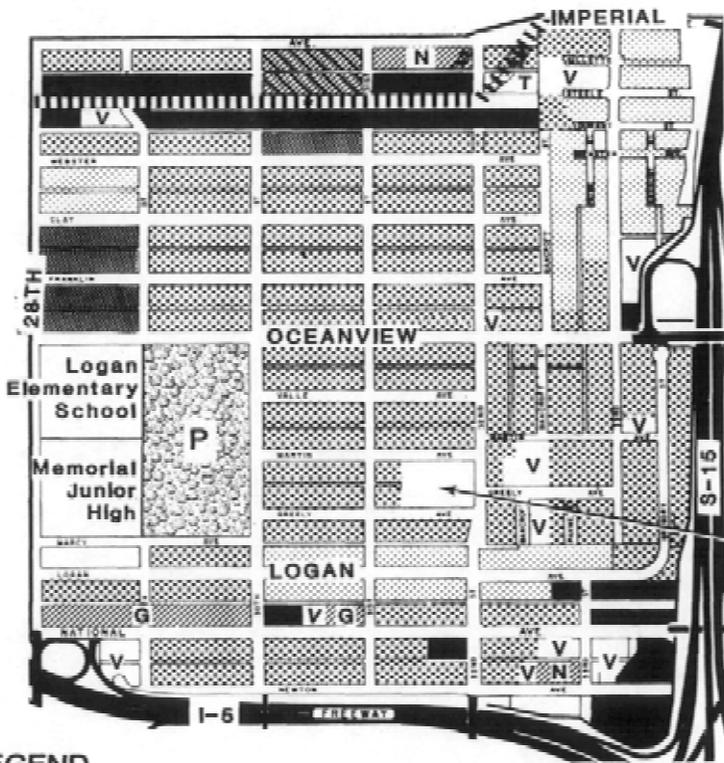
- G. Rezone the area south of Imperial Avenue, east of the end of Commercial Street, west of S-15, and north of Durant Street to medium density residential (15-30 units per acre) to increase the development intensity next to the 32nd Street trolley station.

- 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 [MultifamilyMulti-Family](#) Neighborhood” that would be protected with development standards recommended by the Urban Design Element.

EXISTING LAND USE

RECOMMENDED LAND USE



Crockett Elementary School

LEGEND

RESIDENTIAL (units per acre)

- 5-10
- 10-15
- 15-30
- MULTIPLE USE (Residential/Commercial)

COMMERCIAL

- G-GENERAL
- N-NEIGHBORHOOD
- INDUSTRIAL
- PARK
- VACANT

E

INSTITUTIONAL

- Schools
- E Elementary
 - J Junior High
 - S Senior High
 - PS Police Station



**MEMORIAL
SOUTHEASTERN SAN DIEGO**

CITY OF SAN DIEGO • PLANNING DEPARTMENT

FIGURE 30

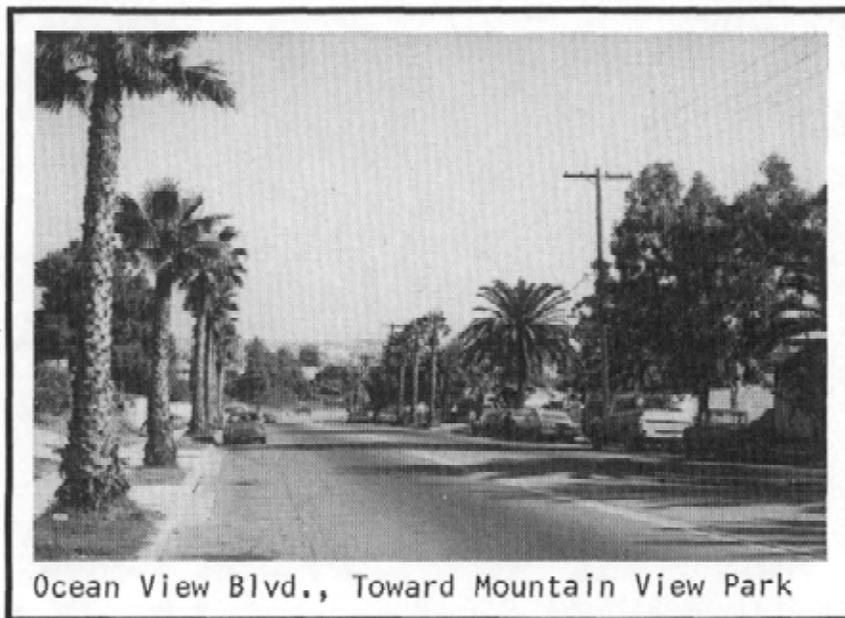
CENTRAL SECTOR

**STATE ROUTE 15 EAST TO
EUCLID AVENUE**

Mount Hope, Mountain View,
Southcrest, Shelltown.

Gateway East and Southcrest are
focus areas for redevelopment
activity.

Imperial Avenue, Oceanview
Boulevard, and National Avenue
are targeted areas for
revitalization and landscaping
improvements.



CENTRAL SECTOR

MOUNT HOPE

To complement plans for the Gateway East Redevelopment, Market Street from Boundary eastward to Interstate 805 should be a focus of commercial revitalization activity. Market Street is given high priority in the street corridor planting program.

MOUNTAIN VIEW

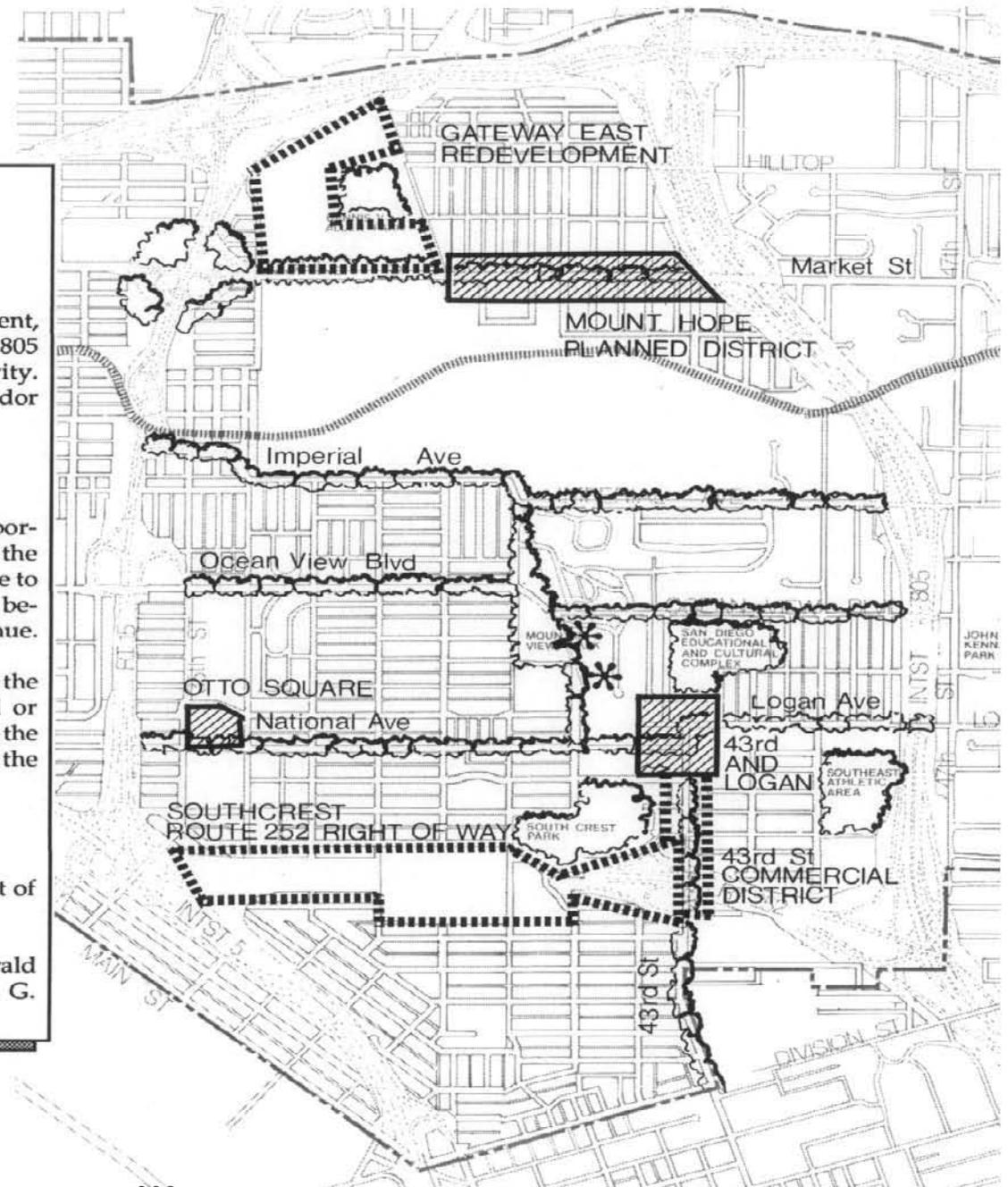
Mountain View Park should be strengthened as an important community focus with planting improvements in the park and on adjacent streets. Planting improvements are to be focused on 41st Street, making a strong connection between the park, Neighborhood House and National Avenue.

The Educational Cultural Complex now turns its back on the intersection and makes no relationship to either 43rd or Logan. There is need to develop a stronger tie, including the potential of a new building on college land just north of the intersection.

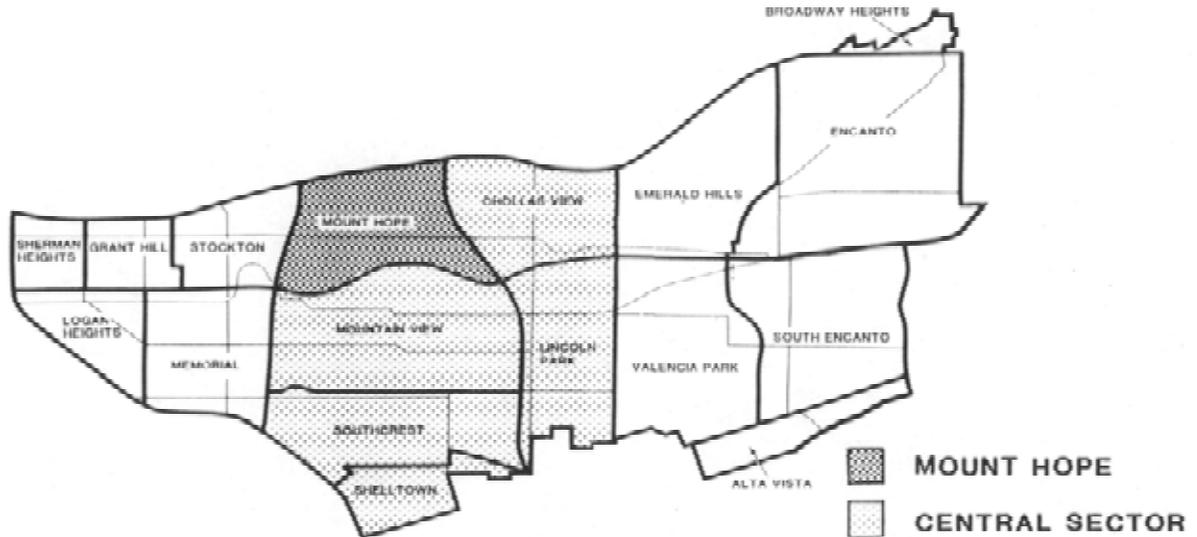
SOUTHCREST

The 43rd and Logan commercial area should be a target of future revitalization.

Credit to: Project First Class Urban Design Program, (Gerald Gast, AIA, Tectonics, Kercheval and Associates and G. Eckbo, FASLA, 1985)



THE NEIGHBORHOOD OF MOUNT HOPE



Setting

Mount Hope is situated on approximately 478 acres in the central portion of Southeastern San Diego. It is bounded on the north by State Highway 94, on the south by the San Diego Arizona Eastern Railroad (which is now shared by the San Diego Trolley), on the east by Interstate 805, and on the west by State Highway 15.

The neighborhood becomes known as "Mount Hope" through association with Mount Hope Cemetery, which is a city-owned cemetery that occupies the southwestern quadrant of the neighborhood. Located on a plateau, the area is one of the flattest in the community. Las Chollas Creek runs through the northwest corner of Mount Hope through a concrete-lined channel.

Existing Land Uses

Mount Hope is a mixture of residential, industrial, commercial, and cemetery uses. The residential neighborhood is stable, predominantly single-family homes with a scattering of higher densities north of Broadway. The neighborhood displays a strong sense of community and pride through the condition of its residences. The commercial developments along Market Street are small retail-type uses, many of which are in need of repair and rehabilitation. The Market Street Industrial Park and the Gateway Center East Business Park will eventually total 76 acres of industrial development.

Existing land uses as of 1986 are summarized in the table below and are illustrated on Figure 31.

Existing Land Uses (1986)	
Type of Use	Percent
Residential	
Low Density (5-10 du/ac, 1 du/lot)	50%
Low-Medium Density (10-15 du/ac)	0.5%
Medium Density (15-30 du/ac)	7%
Cemeteries (Mount Hope)	15%
Industrial	5%
Commercial	1%
Parks	2.5%
Vacant	<u>18%</u>
	100%

Residential

The residential areas of Mount Hope are divided by Mount Hope Cemetery, with medium-high densities (15-30 units per acre) to the west and low density (5-10 units per acre) to the east. The highest density developments are south of Island Avenue and north of Broadway between 35th and 36th Streets, with densities in excess of 30 units per acre. Nearly 3,800 people reside in Mount Hope, with an overall density of about ten dwelling units per acre.

The residential area north of Hilltop Drive is mixed in density and housing condition. The majority of the area is in need of redevelopment.

Commercial

Along Market Street, east of Boundary Street, is a variety of neighborhood commercial uses including churches, a beauty shop, two small markets, liquor stores. The businesses along this corridor are viable, but in need of rehabilitation.

Industrial

The industrial uses in the neighborhood are located in the Market Street Industrial Park, which is south of Market Street and immediately east of Boundary Street. The industrial park consists of ten subdivided lots ranging in size from 1.1 to 3.3 acres. The park is a redevelopment project, and each lot is presently under private ownership for light industrial use as governed by the park's covenants, codes and restrictions and M-1B zoning.

Gateway Center East Business Park is a 61-acre site being developed by the City of San Diego as a part of the Mount Hope Redevelopment Project. A majority of the 30 sites have been sold and are presently involved in design and grading. The business park is expected to be complete in

the next few years. The business park will eventually employ over 3,000 employees working in a variety of light industry/manufacturing facilities.

Neighborhood Park

The five-acre Dennis V. Allen Park is a neighborhood park that has recently been reconfigured in order to compliment the adjoining industrial developments to the north and south in the Gateway Center East Business Park. The park includes a playground, basketball courts, a restroom, picnic areas, and walking paths.

Mount Hope Redevelopment Project

Proximity to downtown, good freeway access, and a central location represent advantages for the Mount Hope Redevelopment Project, which was approved by the City Council in 1982 (see Figure 45). The Redevelopment Plan provides land use planning guidance for future zoning and development in the 160-acre project area. The Redevelopment Project also designated the southwestern corner of the project area for light industrial uses - now known as Gateway Center East Business Park.

The focus for redevelopment activity in this area is the Gateway Center East Business Park project described above. In addition to the industrial developments, a portion of the project site has been set aside for commercial development, with plans for a major grocery store to front on Market Street.

The balance of the project area consists of nearly 100 acres containing single-family and multi-family residential units, 20 businesses, a public park, and a large undeveloped parcel of cemetery land.

For planning purposes, the redevelopment area was divided into five subareas. It was determined that present zoning regulations for four of the five subareas of the Mount Hope Redevelopment Project were sufficient for the implementation of the redevelopment plan. However, planned district legislation was prepared for one subarea, because of the intent to gradually redevelop the area into planned commercial developments and residential developments at a density of 30 units per acre. This subarea is located along Market Street, generally to a depth of 200 feet to the north and the south of the street. The Planned District Ordinance was adopted by City Council in 1984, and provides development regulations which are tailored to the area including land use, development intensity, parking, and land and parcel coverage regulations.

The neighborhood of Mount Hope will benefit from the redevelopment project in a variety of ways, including housing rehabilitation, employment opportunities, public roadway improvements, and the coordination of industrial development with training programs to benefit unemployed and underemployed residents of Southeastern San Diego.

Transportation Facilities

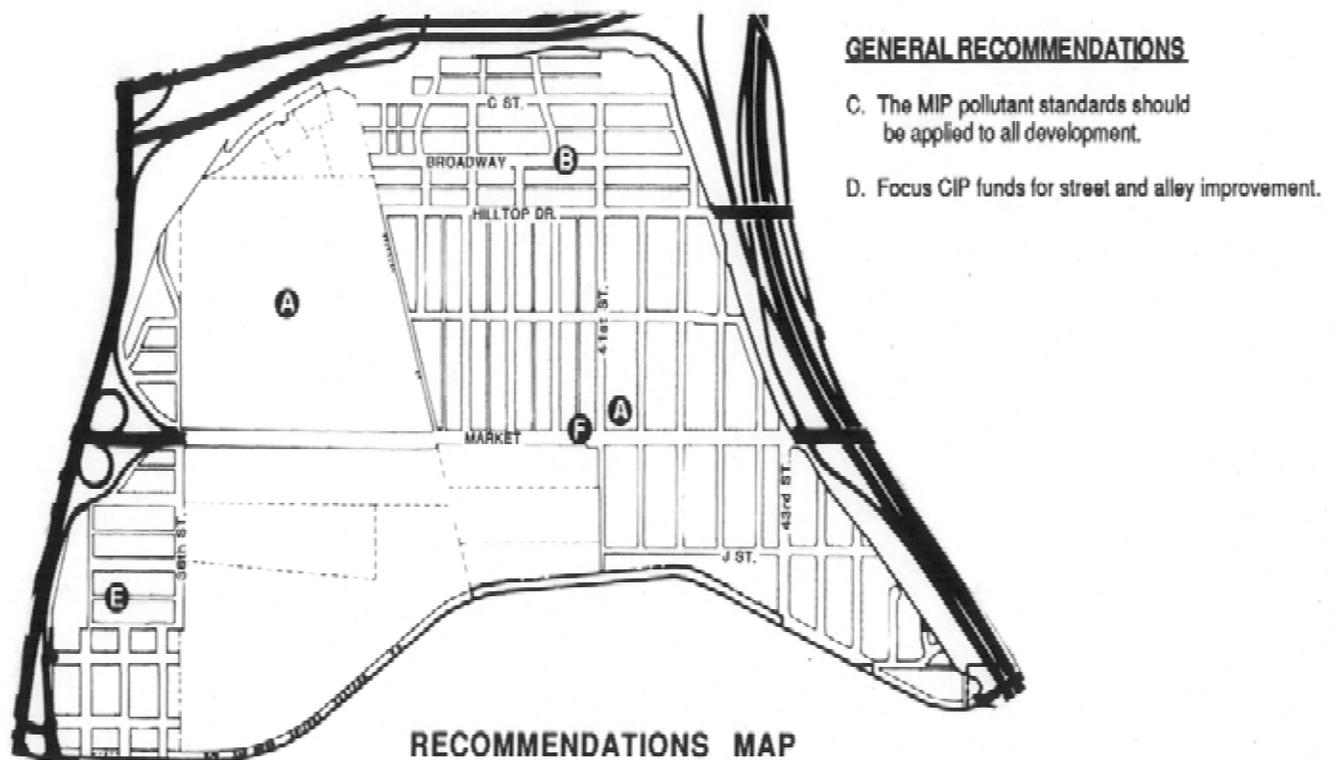
The major streets run east/west through the neighborhood and include Market Street and Hilltop Drive. Although the existence of north/south residential streets allows for adequate transport

within the neighborhood, the presence of the cemeteries to the south acts as a major obstacle in allowing north/south access to other parts of Southeastern San Diego.

The trolley bisects Mount Hope Cemetery, providing trolley passengers a unique view of the cemetery, which could potentially be one of the most scenic portion of the trolley's route through the community. The trolley also passes along the northern boundary of Greenwood Cemetery, which sets a high standard in landscaping and maintenance and is readily visible to trolley passengers. There are no trolley stops within the neighborhood; however, stops are available to the west of 32nd Street and to the east at 47th Street.

Mount Hope Objectives

1. Improve the appearance and economic viability of the commercial corridor on Market Street.
2. Improve the landscaping in the right-of-way along Market Street, east of Boundary Street.
3. Protect the adjoining residential areas from any potential adverse impacts from the adjoining industrial developments.
4. Rehabilitate the residential area north of Hilltop Drive.
5. Improve the condition of streets and alleys and underground utilities as much as possible.



Mount Hope Recommendations

- A. Implementation of the Mount Hope Redevelopment Plan should be continued and should be given the highest priority for Mount Hope.

The Gateway Center East Business Park is expected to be completed by mid-1987, including the commercial development on Market Street. Commercial Development may be permitted within the Gateway Center East Industrial Redevelopment Project (Lots 1, 2, 3, 4, 5). A major commercial redevelopment commitment is already a reality as part of the SEDC's Mount Hope redevelopment project. Additional commercial development on the sites identified above may be required to strengthen this effort. This flexibility could help in the creation of a much needed commercial development of sufficient size to result in great economic benefit to the community.

The commercial corridor east of the business park is in need of rehabilitation, as outlined in the redevelopment plan. The development criteria is contained in the redevelopment plan and in the Mount Hope Planned District Ordinance, Section 103.1001 through 103.1010 of the Municipal Code. With the recent development at Gateway Center East Business Park and the continuation of the Market Street Industrial Park, the need for viable, consumer-oriented businesses is evident. Many of the existing structures are in need of repair and beautification. A Business Improvement District (BID) could facilitate future growth by providing coordinated building signage and designs, landscaping, and a maintenance program.

- B. Redevelopment and rehabilitation of the residential area north of Hilltop Drive is recommended.

Although private redevelopment and rehabilitation is encouraged whenever possible, the City Housing Commission should assist homeowners in rehabilitation of private homes through low interest loans.

- C. Pollutants, odors, contaminants, toxics, and smoke that exceed the standards of the Manufacturing Industrial Permit Zone (M-IP) should not be allowed.

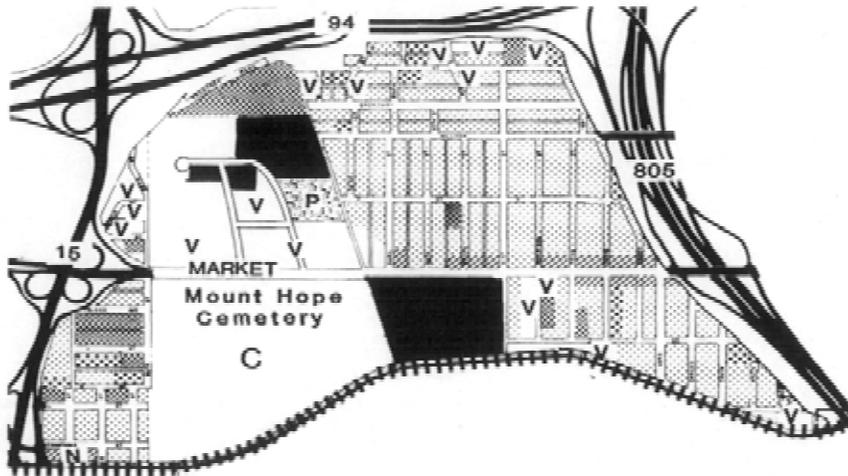
The M-IP standards relating to pollutants, odors, contaminants, toxics, and smoke should be applied to all developments in the Mount Hope neighborhood.

- D. Focus Capital Improvement Program (CIP) funds to improving streets and alleys in this neighborhood. Undergrounding of utilities should also be sought.

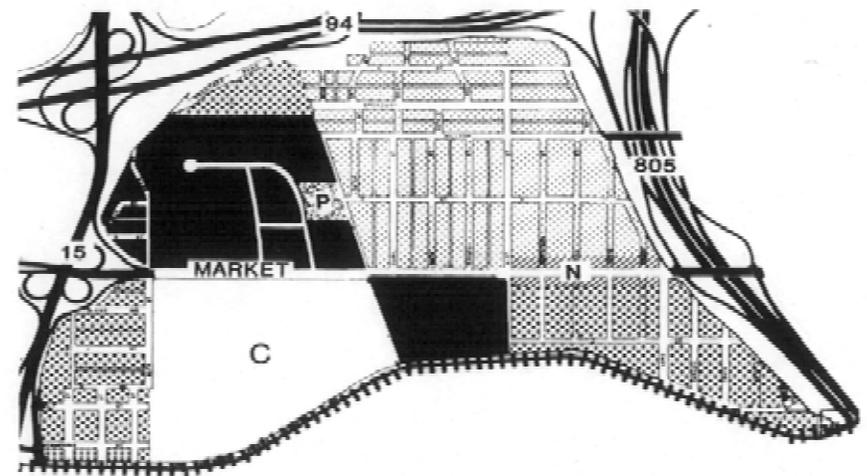
- E. Designate the area west of Mount Hope Cemetery and south of Market Street for low-medium density residential uses (10-15 units per net acre). This area contains a mixture of residential densities and a few low intensity commercial establishments, but the area has access constraints to commercial or higher density residential development.

- F. Rezone the commercially zoned properties between 40th Street and 41st Street to a low density residential designation of 5-10 units per net acre.

EXISTING LAND USE



RECOMMENDED LAND USE



LEGEND

RESIDENTIAL (units per acre)



5-10



INDUSTRIAL



10-15



PARK



15-30



VACANT

COMMERCIAL



G-GENERAL



CEMETERY

N-NEIGHBORHOOD

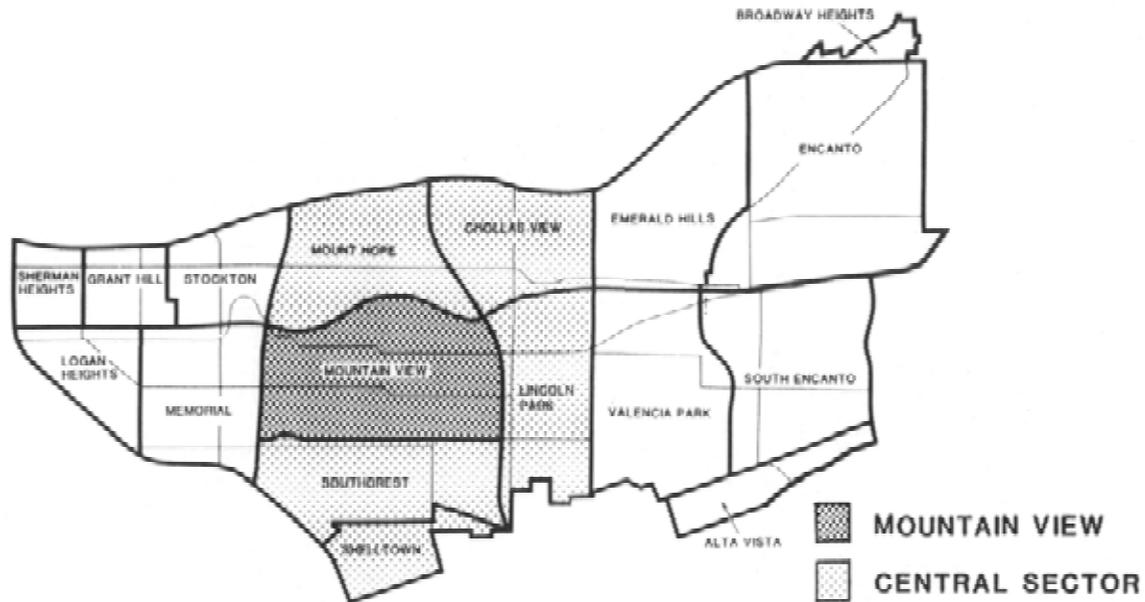


MOUNT HOPE SOUTHEASTERN SAN DIEGO

CITY OF SAN DIEGO • PLANNING DEPARTMENT

FIGURE 31

THE NEIGHBORHOOD OF MOUNTAIN VIEW



Setting

Mountain View is situated on approximately 735 acres in the central portion of Southeastern San Diego and is predominantly developed with single-family residences and two cemeteries. It is bounded on the north by the San Diego Arizona Eastern Railroad (which is now shared by the San Diego Trolley), on the south by Logan Avenue, on the west by State Highway 15, and on the east by Interstate 805. The neighborhood is separated from the surrounding areas by two major freeways and two cemeteries.

The neighborhood became known as "Mountain View" due to the unobstructed view of San Miguel Mountain to the east. Located on a plateau, the area is one of the flattest in the community. Las Chollas Creek runs through Mountain View starting in its northeasterly corner near 45th Street, flowing southwest along San Pasqual Street until it enters the Southcrest neighborhood at Logan Avenue. The creek flows through a concrete-lined channel which is capable of handling 50-year storm flows.

Transportation Facilities

The major streets run east/west through the neighborhood and include Imperial Avenue and Oceanview Boulevard. Although the existence of north/south residential streets allows for adequate transportation within the neighborhood, the presence of the cemeteries to the north acts as a major obstacle in allowing north/south access to other parts of Southeastern San Diego.

The San Diego Arizona Eastern Railroad tracks constitute the northern boundary for the Mountain View neighborhood and the tracks now also serve the San Diego Trolley – Euclid line. The trolley bisects Mount Hope Cemetery, providing passengers a unique view of the cemetery.

The trolley also passes through Greenwood Cemetery, which sets a high standard in landscaping and maintenance.

Existing Land Uses

The existing land uses as of 1986 are varied, and are summarized in the table below and are illustrated on Figure 32.

Existing Land Uses (1986)	
Type of Use	Percent
Residential	
Low Density (5-10 du/ac, 1 du/lot)	50%
Low-Medium Density (10-15 du/ac)	5%
Medium Density (15-30 du/ac)	1%
Cemeteries (Mount Hope, Greenwood)	26%
Institutional (Baker Elementary, Bandini Elementary, Educational Cultural Complex, YMCA)	5%
Industrial and Commercial	2%
Vacant	6%
Designated Open Space and Parks	<u>5%</u>
	100%

Residential

Mountain View is a stable residential neighborhood with well-maintained homes and businesses. The neighborhood displays a strong sense of community pride through the condition of its residences and cleanliness of its streets.

Most of the residential development in Mountain View took place in the early 1950s. Nearly 7,000 people reside in Mountain View, with an overall density of about eight dwelling units per acre. The population density is one of the lowest in the Southeastern San Diego community.

The residential areas of Mountain View are divided by Boundary Street, with densities of approximately 15 dwelling units per acre to the west and densities of approximately ten dwelling units per acre to the east. The highest density developments are south of Oceanview Boulevard and west of 36th Street, with densities in excess of 35 dwelling units per acre, including a rest home facility and a senior housing project.

Commercial and Industrial Uses

Along Oceanview Boulevard from 36th Street to 38th Street is a variety of neighborhood commercial uses including barbershops, a beauty shop, cafe, gas station, insurance sales office, and a cabinet-maker shop. The businesses along this corridor are stable and predominantly attract customers from the Mountain View neighborhood.

The industrial uses in the neighborhood are located along Imperial Avenue between State Highway 15 and 40th Street. A junk yard is located east of State Highway 15 and north of Gillette Street, which is the first development seen from the trolley as it passes under State Interstate 15. For many years, the frontage properties along Imperial Avenue between 36th Street and 40th Street have been dedicated to services that support the cemeteries, including monument and marker makers, granite carvers, a florist, a chapel and a mausoleum.

Cemeteries

Mount Hope Cemetery is city-owned and is one of the most recognized and historical elements of Southeastern San Diego. The cemetery's site was chosen in 1869 because at that time it was on the outskirts of town. The grounds were divided up into various sections. There were areas for fraternal organizations such as the Masons and the International Order of Odd Fellows. Sections were also set aside for Jews, Japanese, Russians and Chinese. In addition, there was the area known as "Potter's Field," appropriated for indigent burials. Among the many beautiful monuments at Mount Hope Cemetery, there are those of the Horton, Sherman, Jessop and Marston families. Although the grounds are maintained and the cemetery still has room for expansion, some portions have deteriorated.

Unlike Mount Hope Cemetery, Greenwood Cemetery was a private venture. This cemetery is still in an unincorporated pocket within the City. Directly east of Mount Hope Cemetery, Greenwood sits on a slight hill and has a spectacular Oceanview. Over the years, it has expanded and developed into a lovely park as well as a successful cemetery. In 1919, the Cathedral Mausoleum was completed and became the largest single mausoleum building in the world. Today, Greenwood is constructing another mausoleum. Greenwood comprises one of the outstanding open landscaped areas in Southeastern San Diego. The cemetery contains chapels, three lakes, a mortuary and crematory, three mausoleums, a florist and a statuary. The grounds provide a display of vegetation that flourishes with irrigation from Greenwood's own wells.

Schools, Parks and Public Facilities

The neighborhood has two elementary schools - Baker Elementary School and Bandini Elementary School. Bandini Elementary School was closed in March 1976 due to declining enrollments. The site has since been converted to a special education use.

In addition to the cemeteries, Mountain View has yet another major landmark - the Educational Cultural Complex located south of Oceanview Boulevard between San Pasqual Street and 44th Street. The Educational Cultural Complex of the San Diego Community College District is the key educational institution in Southeastern San Diego. Opened in the fall of 1976, the

Educational Cultural Complex offers day and evening college credit classes, adult school classes, and a wide variety of general interest programs. The center offers approximately 240 classes to an estimated 4,000 persons. A four-acre landscaped open space area adjoins the Educational Cultural Complex to the south.

In 1914, an ordinance was passed for acquisition of the land known as Mountain View Park. The park includes tennis courts, courts for basketball and volleyball, multi-purpose fields, a playground, and a portable swimming pool that is set up for a limited time during summer. Jackie Robinson YMCA is a 6.5-acre recreational facility located north of Imperial Avenue and east of 45th Street. The YMCA is a full service facility with a gymnasium for indoor court sports, a swimming pool, weight room, and aerobic exercise room. Expansion plans are now being made for tennis courts, racquetball courts, and a Jacuzzi.

Fire Station 19 is located on Oceanview Boulevard at 35th Street.

Vacant Parcels

Two large vacant parcels remain in the neighborhood. The first, known as "North Creek," is located south of Imperial Avenue, west of 45th Street, and east of San Pasqual Street. The second, known as "Stern Plantation," is located east of Boundary Street, south of Oceanview Boulevard, and west of San Miguel Avenue. The 30-acre North Creek site originally had an approved subdivision map to create 128 single-family lots. Although the building pads were cut and utility improvements made on the site, the homes were never built. In 1981, a different developer applied for a Planned Residential Development Permit which would allow 370 dwelling units. The revised application was approved by the City with a condition that the developer makes flood control improvements to Las Chollas Creek (including six acres of land dedication and landscaping of the floodplain) and that 43rd Street run through the project to provide a link between Oceanview Boulevard and Imperial Avenue. To date, 56 units within this Planned Residential Development along 45th Street have been constructed. The drainage channel and area to the south along Oceanview Boulevard (13 acres) have been dedicated as open space to the City of San Diego by the developer in conjunction with the original subdivision map. In 1996, the site was redesignated from residential to multiple use which would allow either a residential or a commercial development. The commercial use would be generally consistent with the CT-2 zoning of the Southeastern San Diego Planned District Ordinance and would allow a commercial development with a combination of movie theaters, restaurants, retail shops, and a pedestrian/bike path along the creek. If the site is not developed commercially, it may be developed under the residential designation and SF-5000 Zone. A residential development on the site would be generally consistent with the SF-5000 zoning of the Southeastern San Diego Planned District Ordinance.

The North Creek site could be developed as a commercial retail center with recreational uses such as a movie theater, urban plazas and a linear park along Chollas Creek to create part of a larger community center with linkage to the ECC on the south and the YMCA to the north. A commercial development on the North Creek site would require careful site planning to protect the integrity of the existing and proposed single-family development in the vicinity.

If the site is proposed to be developed with commercial uses, the following environmental mitigation measures, consistent with the “Final Environmental Impact Report for the Proposed Second Amendment to the Redevelopment Plan for the Central Imperial Redevelopment Project (State Clearinghouse Number 96021045),” shall be required.

Transportation/Circulation

The recommendations of a traffic study specifically addressing the proposed development, and approved by the City of San Diego Development Services Manager, shall be made conditions of project approval.

Noise

The recommendations of an acoustical study assessing the consistency of the proposed development with the City of San Diego Noise Ordinance and the City of San Diego Significance Determination Guidelines under the California Environmental Quality Act, and approved by the City of San Diego Development Services Manager, shall be made conditions of project approval.

Biology

According to the “Biological Resources Report for the Proposed Second Amendment to the Redevelopment Plan of the Central Imperial Redevelopment Project (The Butler Roach Group, Inc., July 1996), the North Creek site contains 1.4 acres of disturbed Diegan Coastal Sage Scrub habitat and several individuals of coast barrel cactus, both of which are sensitive biological resources. Impacts to these sensitive resources associated with the proposed development shall be mitigated to the satisfaction of the City of San Diego Development Services Manager and all other agencies with jurisdiction over these resources.

Permits or exemptions shall be obtained from the U.S. Army Corps of Engineers, the San Diego Regional Water Quality Control Board, and the California Department of Fish and Game prior to any alterations or disturbances to South Las Chollas Creek associated with the proposed development.

Hydrology/Water Quality

Proposed grading and/or development within the floodway or floodplain fringe area of South Las Chollas Creek may require the preparation of a hydrologic study, based on the determination of the Development Services Manager. All mitigation measures deemed necessary by the City of San Diego Development Services Manager shall be provided.

Neighborhood Character/Aesthetics

A Neighborhood Compatibility Study shall be required which addresses the following:

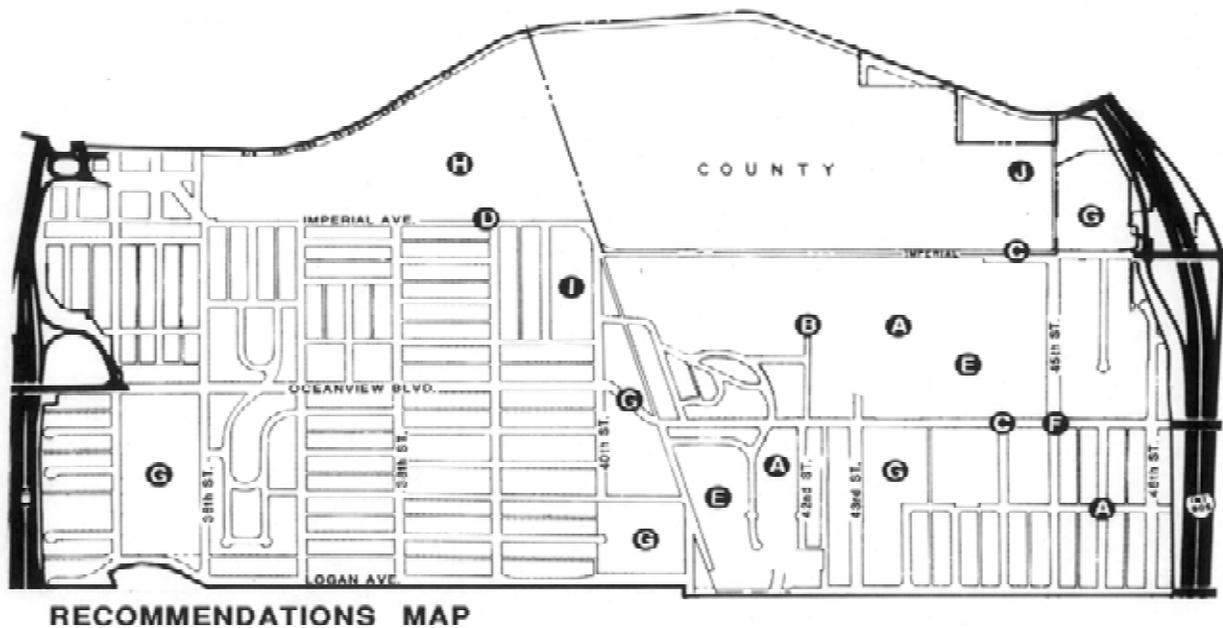
- Buffer areas between commercial and surrounding residential development.
- Bulk and scale of proposed commercial buildings and relationship to surrounding residential development to show there will be no negative impacts.
- Orientation of proposed commercial buildings to the open space areas and Chollas Creek.
- Architectural design and compatibility with the surrounding development.
- Pedestrian circulation on site and access to other activity areas such as the ECC and YMCA.
- Identify any other special project features which provide specific benefits to the community such as park space eating areas, landmarks and plazas.

Cultural Resources

The recommendations of a cultural resources study shall be made a condition of permit approval.

Mountain View Objectives

1. Preserve the existing stable, well-maintained single-family areas.
2. Improve the north/south access problems.
3. Improve the commercial businesses on Oceanview Boulevard from 36th to 38th Streets.
4. Improve the appearance of Imperial Avenue and Oceanview Boulevard, starting with improved landscaping in both public and private land.



Mountain View Recommendations

- A. Maintain the character of the neighborhood by preservation of the single-family areas and their RI-5000 zones. Allow option of a commercial development to serve the surrounding residential communities.

Preservation of the existing stable, well-maintained single-family neighborhood is a priority for Mountain View. The existing RI-5000 and R-3000 zoning should be retained by designating these areas for low and low-medium residential densities (5-10 and 10-15 units per net acre).

- B. Extend San Pasqual Street from Oceanview Boulevard to Imperial Avenue.

Another priority for this neighborhood should be the completion of San Pasqual Street between Oceanview Boulevard and Imperial Avenue. The construction of this link should be a requirement of any development on the North Creek subdivision, located south of Imperial Avenue and west of 45th Street. This recommendation should be implemented because there is a lack of adequate north/south access in this area. In addition, the recently approved Southcrest Redevelopment Project report includes the 43rd Street extension via San Pasqual Street as a vital link to the new development south of National Avenue.

- C. Establish a Business Improvement District.

Business owners along Oceanview Boulevard and Imperial Avenue are encouraged to create a Business Improvement District to facilitate future growth by providing cohesive building facades, signage, landscaping, and maintenance, and to provide marketing or sales promotion. Low interest rehabilitation loans should be focused on locations where

property owners are organized and willing to commit their own funds to improvements. The commercial corridor, along Oceanview Boulevard between 36th and 38th Streets, should be designated for community-serving commercial uses to reflect support for the desirable neighborhood serving uses that are currently provided.

- D. Rezone the properties on Imperial Avenue from 36th Street to Ada Street to specialized commercial.

The industrial uses along Imperial Avenue, east of 36th Street, should be re-designated for "specialized commercial," where cemetery-related services are recommended. In Mountain View, these businesses provide jobs and valuable services to the neighborhood and are encouraged to remain. Some of the structures are in need of revitalization and are encouraged to utilize the loan programs offered by the City Housing Commission.

The junkyard located east of State Highway 15 and north of Gillette Street should not be permitted to expand. Future industrial development should be fully enclosed.

- E. New construction on the vacant sites should complement the existing single-family development.

The North Creek and Stearn Plantation sites should be developed at densities allowed by the existing R1-5000 Zone (5-10 units per acre). Both sites are in the middle of single-family areas and should be developed with projects that are compatible in size and scale.

- F. Rezone the intersection of Oceanview Boulevard and 45th Street to R1-5000.

The existing pattern of single-family residential development is desirable. The intersection of Oceanview Boulevard and 45th Street is recommended for a change in zone from CC to R1-5000, or a similar zone.

- G. Retain existing institutional uses.

The existence of Mountain View Park and Jackie Robinson YMCA serve as recreational opportunities for young adults in the area. The YMCA, the Educational Cultural Complex, Baker Elementary School and Bandini Elementary School should be retained as institutional uses. Rezone the school facilities to the Institutional Overlay Zone. Where residential re-use is determined to be appropriate, the density should be compatible with the surrounding neighborhood.

- H. Improve the appearance of Mount Hope Cemetery. Cemetery maintenance areas should be screened and improved landscaping is needed.

- I. The block south of Imperial Avenue between Ada Street and 40th Street is presently developed and is encouraged to be retained as cemetery-related uses. The underlying R-3000 Zone should be retained together with the existing requirement for a Conditional Use Permit for cemetery related uses.

- J. The properties surrounding the YMCA north of Imperial Avenue and east of Greenwood Cemetery should be permitted to develop with up to 22 units per net acre. This area is removed from single-family development by Imperial Avenue, Interstate 805 and the cemetery and represents an opportunity for quality infill development.
- K. The low-medium density (10-15 dwelling units per net acre, MF-3000 Zone) multi-family portion of the neighborhood bounded by 36th and 37th Streets on the east and west, and Oceanview Boulevard and Logan Avenue on the north and south, respectively, should be redesignated and rezoned for single-family development (SF-5000 Zone).

The medium density (15-30 dwelling units per net acre, MF-1500 Zone) multi-family portion of the neighborhood located on the north side of Logan Avenue between 36th Street and 41st Street 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 ~~Multifamily~~Multi-Family Neighborhood” that would be protected with development standards recommended by the Urban Design Element.

The low-medium (10-15 dwelling units per net acre, MF-3000 Zone) multi-family portion of the neighborhood bounded by 35th and 36th Streets on the west, 40th Street on the east, the alley south of Imperial Avenue on the north and Logan Avenue on the south, excluding the area proposed for single-family zoning should be identified as a “Special Character ~~Multifamily~~Multi-Family Neighborhood” that would be protected with development standards recommended by the Urban Design Element.

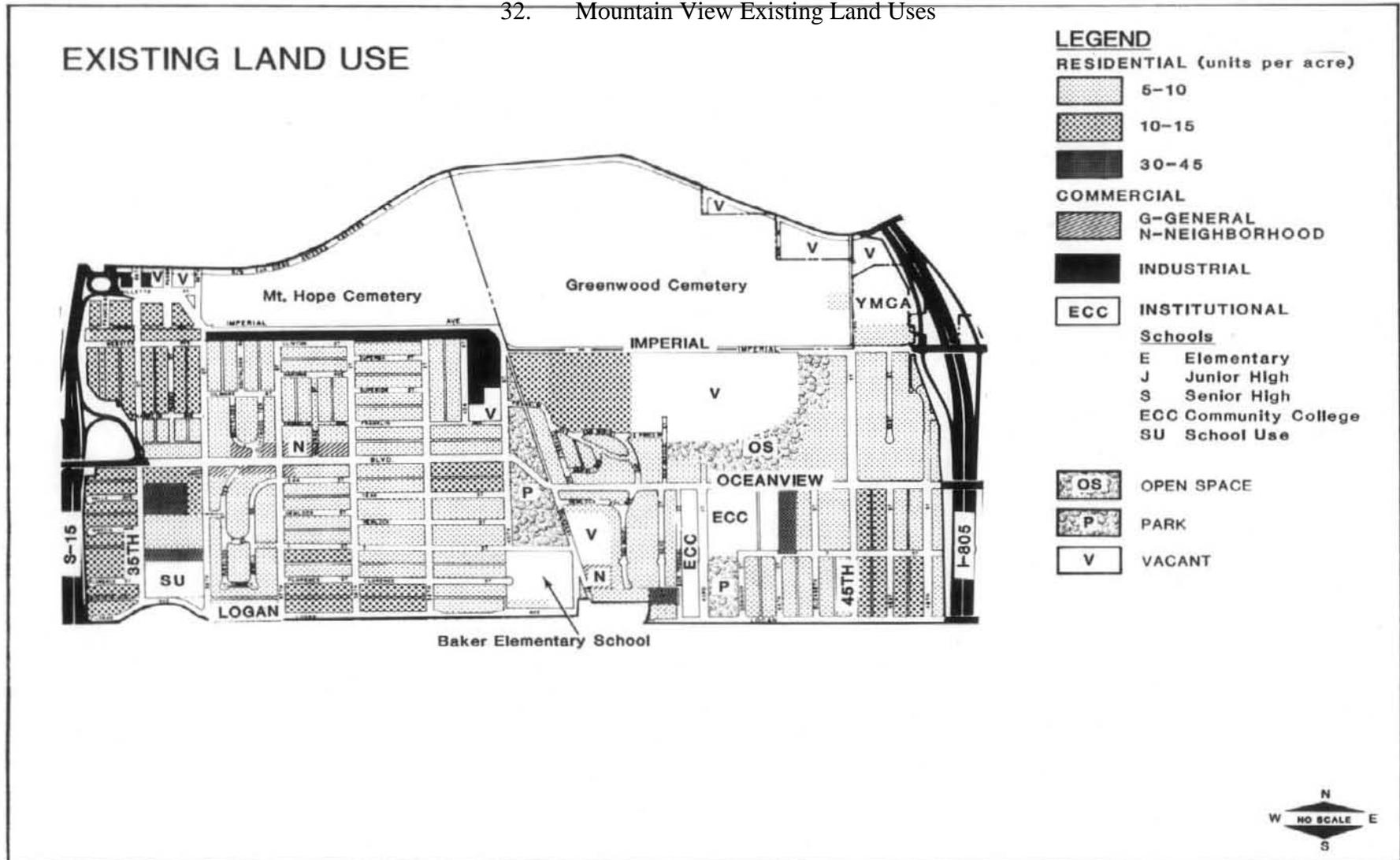


FIGURE 32

33. Mountain View Recommended Land Uses

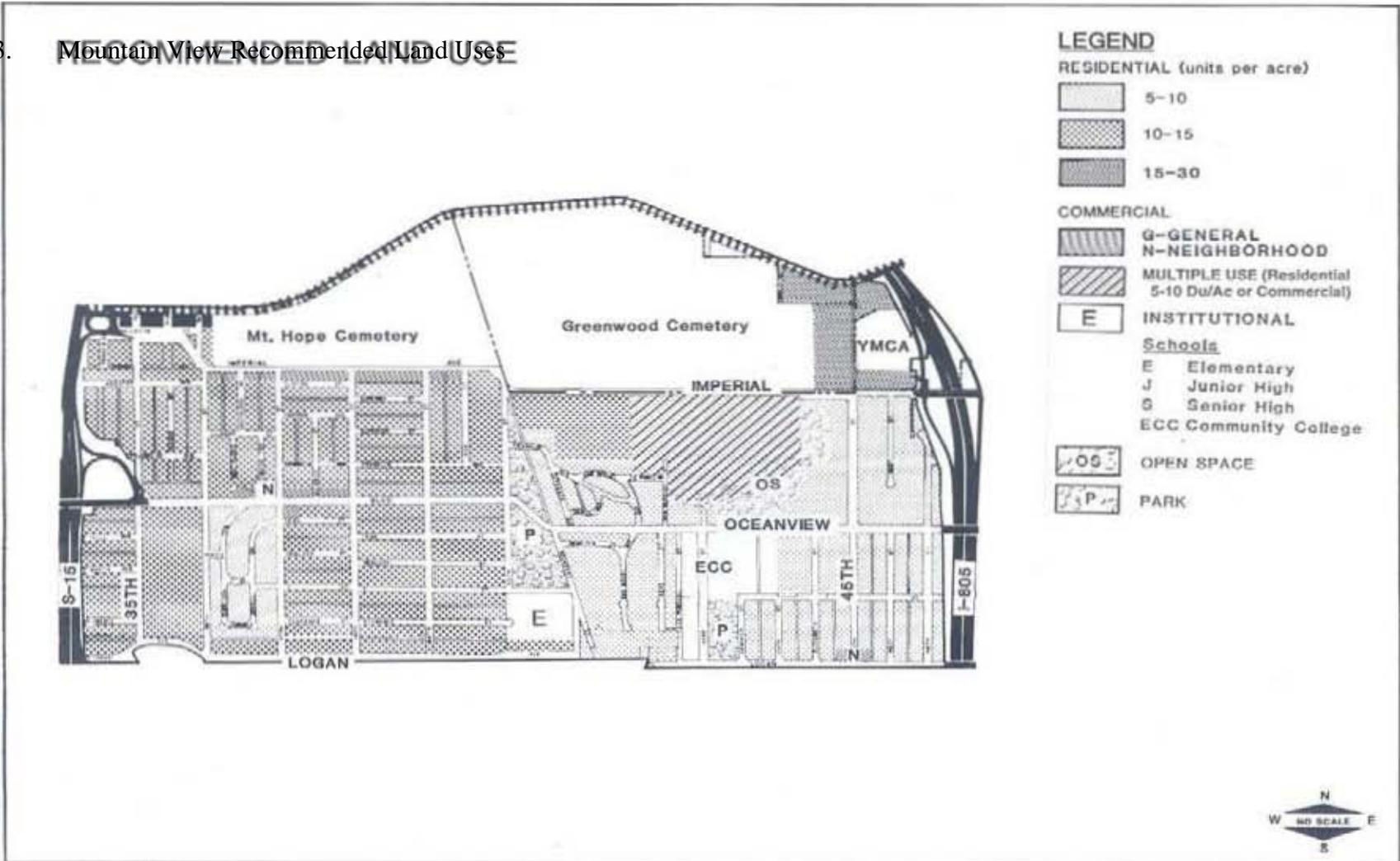


FIGURE 33