

Commercial/Imperial Corridor Master Plan

City of San Diego

Project Working Group Meeting #3 Alternative Concepts

September 21, 2011

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Urban and Regional Planners

Timeline and Progress

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Agenda

- Confirm Draft Vision and Guiding Principles
- Review Alternatives
 - Presentation
 - Discussion
 - Feedback Forms
- Charrette Outreach
- Public Comments/Announcements
- Next Steps

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Community Visioning Process

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Draft Vision

A Commercial/Imperial Corridor that is vibrant, diverse, family-oriented, and safe, and celebrates the neighborhood's history and sense of community. The corridor capitalizes on its transit access to support a mix of culturally-relevant uses, including store, restaurants, and other businesses; a diverse range of housing; and public facilities, including arts, education, recreation and open space. Streetscapes foster community identity, provide opportunities for plazas and other gathering spaces; and enhance pedestrian and bicyclist safety and comfort, while preserving automobile movement. A network of north-south transit routes complements the east-west trolley lines.

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Guiding Principles: Community Character and Urban Design

- Create an inclusive community that supports a diversity of ethnicities, income level, ages, businesses, and architectural styles.
- Celebrate the corridor's historic roots as a working-class, African-American and Hispanic community.
- Improve community health by facilitating safe walking and biking routes, ensuring good air quality, reducing noise impacts, providing access to healthy foods in lieu of liquor stores, and expanding park/recreation opportunities.

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**Guiding Principles:
Land Use**

- Develop a mix of employment, residential, live/work, retail, restaurant, and cultural uses and a variety of amenities and services to support a **balanced and vibrant community**. Encourage transit-oriented development around existing—and potentially an additional—trolley stops.
- Reinforce Imperial Avenue’s identity as a **mixed-use corridor**, with vibrant ground-level uses in several stretches. Explore feasibility of **transit-oriented uses** around trolley stops along Commercial Street.
- Accommodate a range of household types and incomes with a **variety of housing types and affordability levels**.

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**Guiding Principles:
Economic Development**

- Provide **opportunities for arts, cultural, educational, and job training** for children, teenagers, and adult community members.
- Provide **job opportunities** in light industrial, commercial, and new start-up sectors.

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**Guiding Principles:
Mobility**

- Create a **multi-modal circulation system** that supports the safe and efficient movement of pedestrians, bicyclists, transit, and vehicles.
- Retain and enhance **street parking opportunities**.
- Explore **feasibility of an additional trolley stop** at 25th Street.

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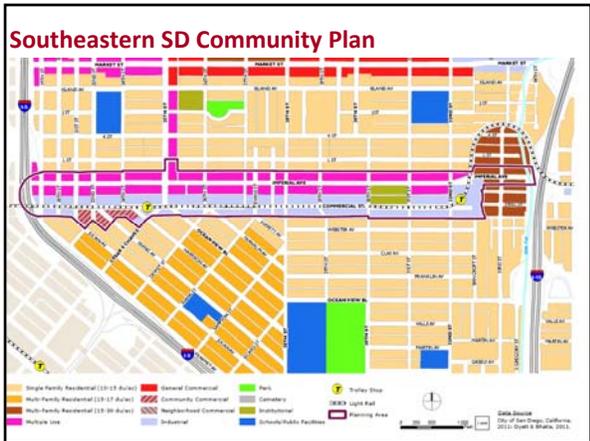
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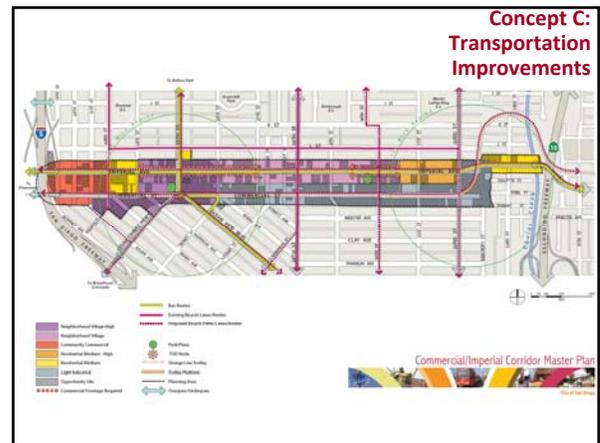
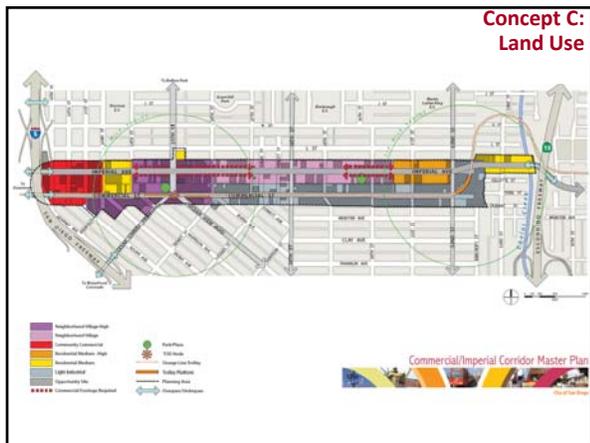
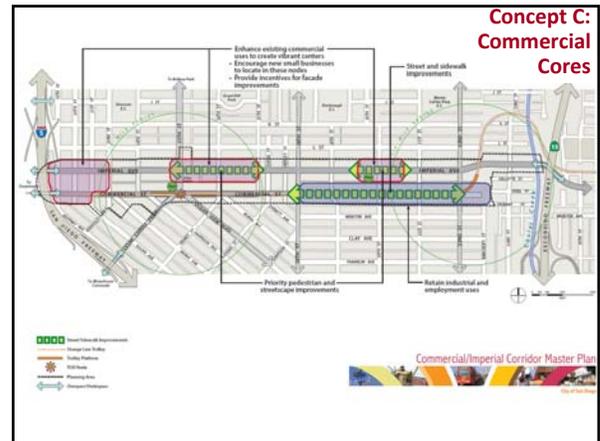
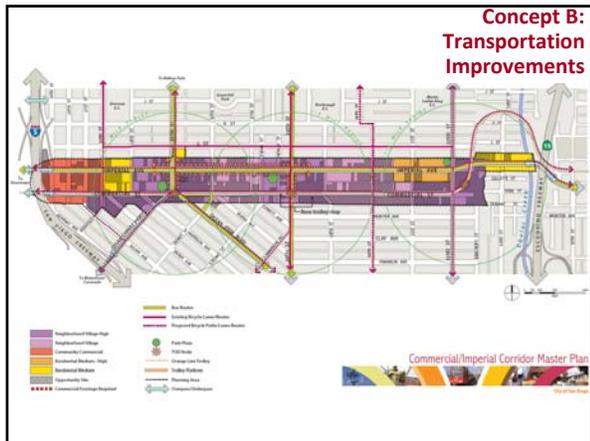
What are “Alternatives”?

- An opportunity to explore various strategies and concepts, evaluate priorities and potential impacts
- Steps:
 - Preliminary alternatives
 - Refined alternatives
 - Comparison and testing
 - Public dialogue (Charrette)
 → Develop preferred plan

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Feedback Form

1. Which concept best meets the vision and guiding principles? Check one: A B C
2. Why did you select this concept?
3. Is there anything you would add or change to this concept?

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What is the Charrette?

An intensive, hands-on workshop held over two days

- **Objective:**
 - Explore alternative concepts
 - Weigh benefits and drawbacks of each concepts
 - Select a "preferred" alternative (or combination of one or more alternatives)
 - Refine "preferred" concept, policies, and programs
- Thursday, October 12, 5-7:30pm and Saturday, October 15, 8am-1pm

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Public Comments/Announcements

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Next Steps

- Complete the online survey! Then pass the link to your neighbors and friends. Survey closes **September 30**.
- Evaluation of alternatives and selection of preferred plan:
 - *Invite your neighbors and friends to come to the charrette: October 12 and 15.*
 - *Next Project Working Group meeting: December 7, 2011, 5pm.*

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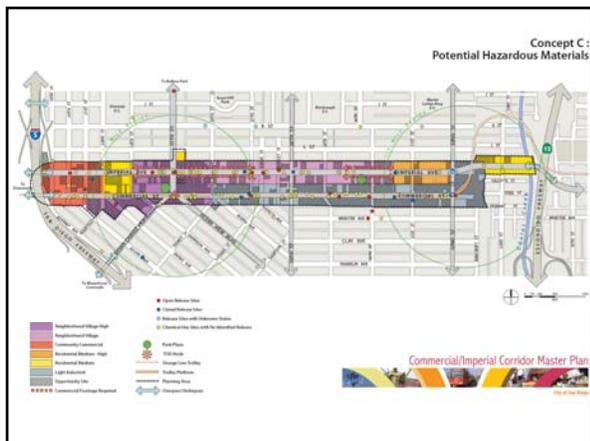
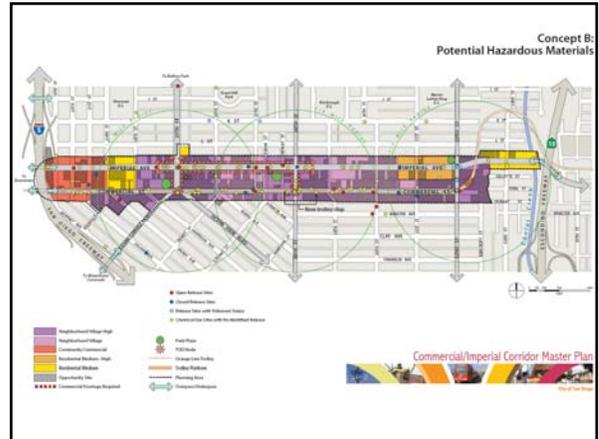
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Public Participation Schedule

Meeting	Tentative Dates
Charrette	Wednesday, October 12, 5-7:30pm & Saturday, October 15, 8am-1pm
Project Working Group Meeting #4	12/7/2011, 5:30-7:30pm
Project Working Group Meeting #5	2/15/2012, 5:30-7:30pm
Community Workshop #2	3/10/2012, 8 am-1pm
Project Working Group Meeting #6	4/18/2012, 5:30-7:30pm

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