

## **NEIGHBORHOOD ELEMENT**

### **INTRODUCTION**

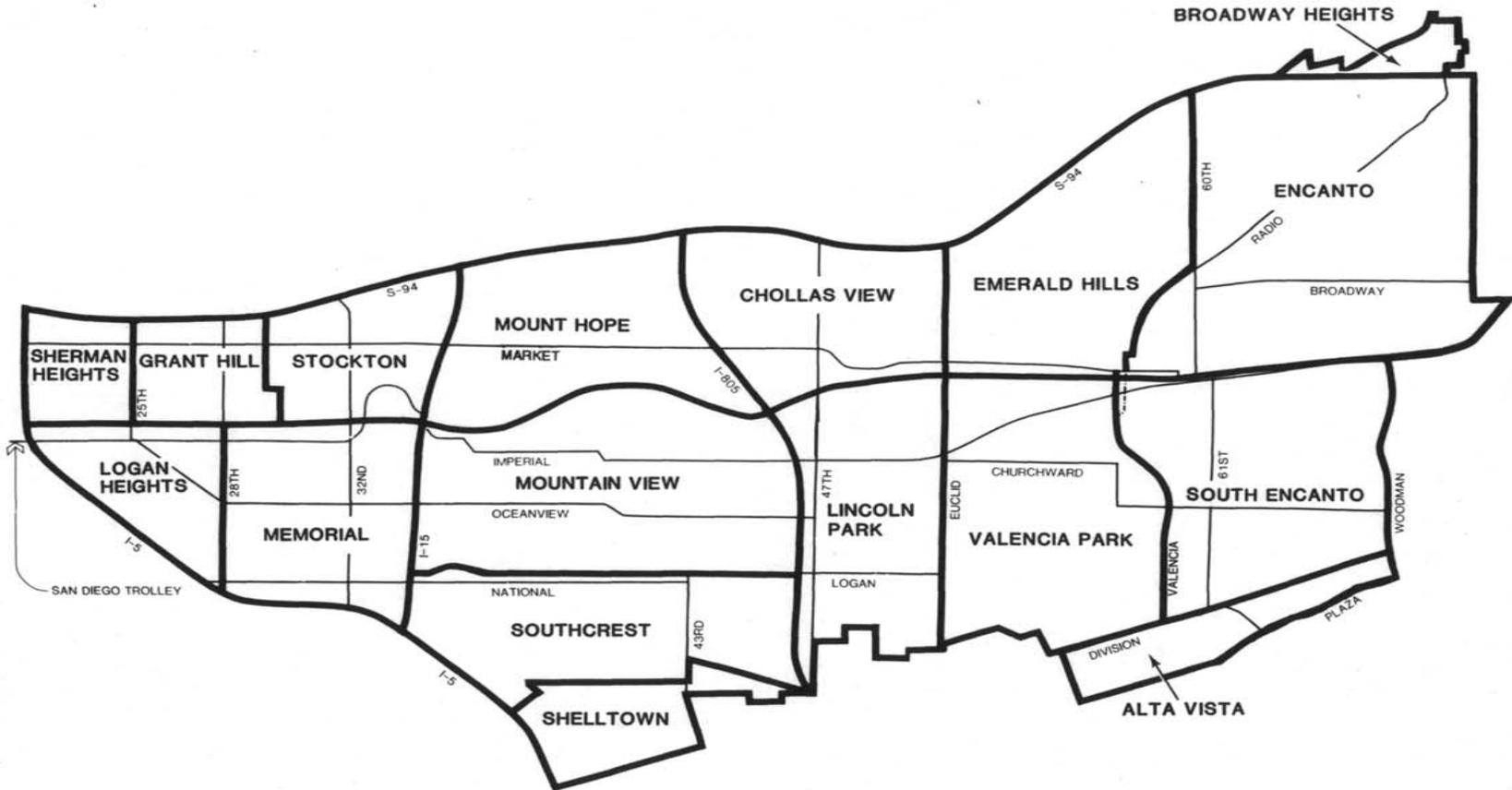
Southeastern San Diego is one of the oldest communities in the City of San Diego. The plan area encompasses approximately 7,100 acres and houses over 79,000 residents. It includes a number of distinct neighborhoods with contrasting needs and existing conditions.

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.

# NEIGHBORHOODS



SOUTHEASTERN SAN DIEGO

CITY OF SAN DIEGO · PLANNING DEPARTMENT

FIGURE 25

## WEST SECTOR

### WEST OF STATE ROUTE 15

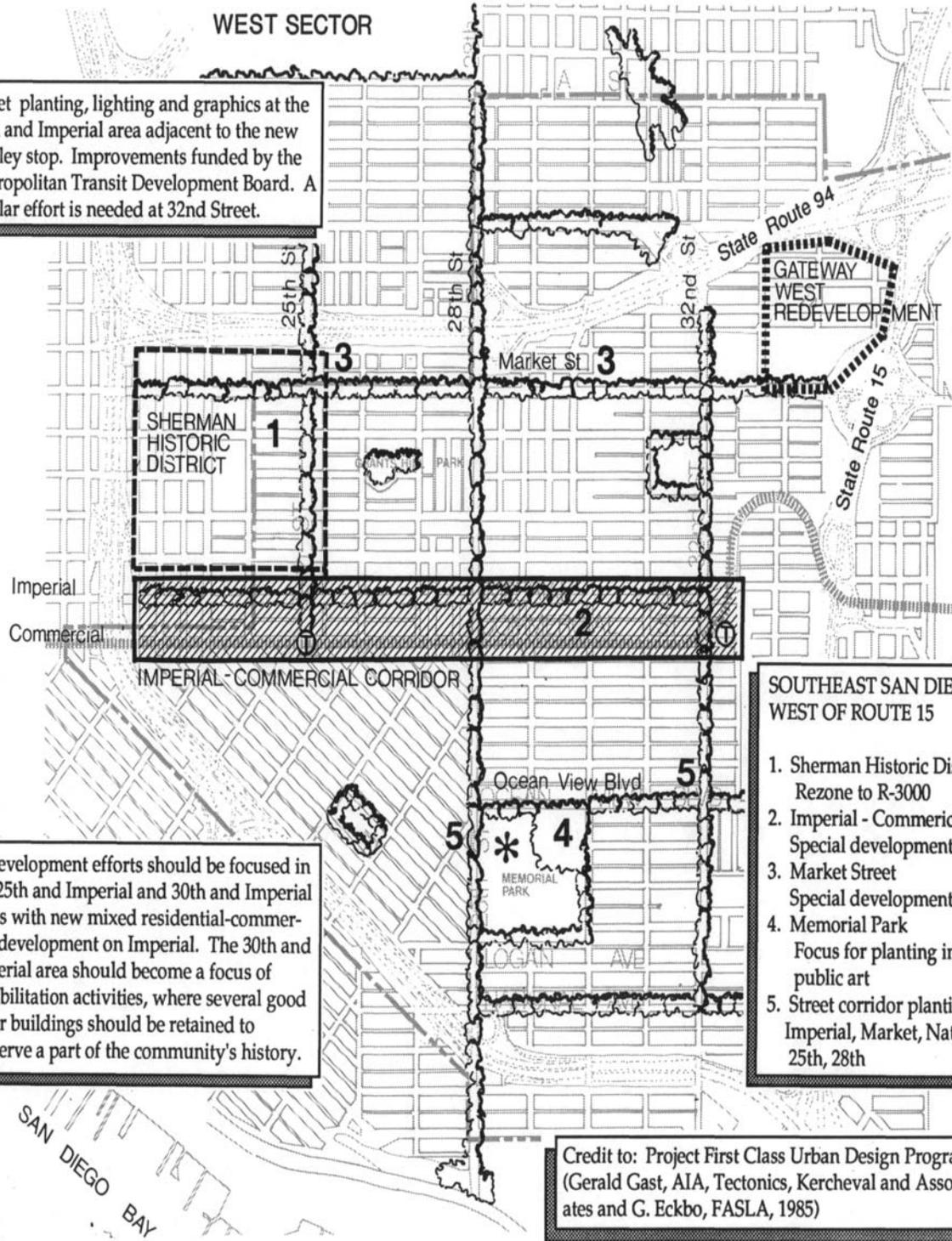
Sherman Heights, Logan Heights, Grant Hill, Stockton, Memorial.

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.



**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.

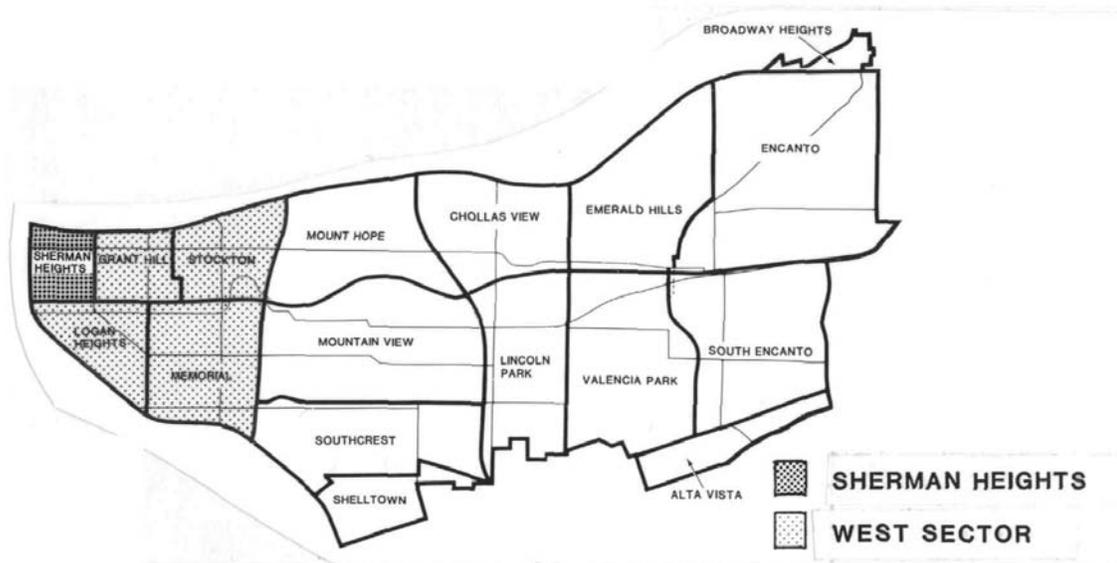


Redevelopment efforts should be focused in the 25th and Imperial and 30th and Imperial areas with new mixed residential-commercial development on Imperial. The 30th and Imperial area should become a focus of rehabilitation activities, where several good older buildings should be retained to preserve a part of the community's history.

- SOUTHEAST SAN DIEGO WEST OF ROUTE 15**
1. Sherman Historic District  
Rezone to R-3000
  2. Imperial - Commercial 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 25<sup>th</sup> 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, 15<sup>th</sup> Street on the west, and 24<sup>th</sup> 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 19<sup>th</sup> 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	<u>1%</u>
	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 23<sup>rd</sup> Street and 24<sup>th</sup> Street. Sherman Elementary School covers the entire block between Island Street and "K" Street and 23<sup>rd</sup> Street and 24<sup>th</sup> Street. Our Lady of Angels Catholic Church and school is also located in this neighborhood at Market Street and 24<sup>th</sup> Street.

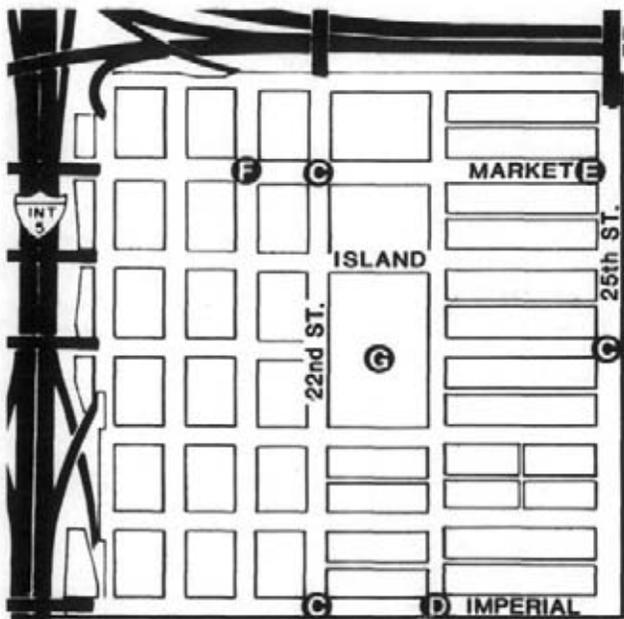
## **Sherman Heights Objectives**

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 25<sup>th</sup> 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 25<sup>th</sup> 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 25<sup>th</sup> 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.



### **GENERAL RECOMMENDATIONS**

- A. Establish an Historic District.
- B. Maintain a strong code enforcement effort.

### **RECOMMENDATIONS MAP**

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 23<sup>rd</sup> 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 25<sup>th</sup> Street, Imperial Avenue, and Market Street.
- D. Rezone the north side of Imperial Avenue from the existing M-I 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-I 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 25<sup>th</sup> Street, and the northern portion of 25<sup>th</sup> Street for general commercial uses, while still allowing relatively low residential densities of up to 15 units per net acre.

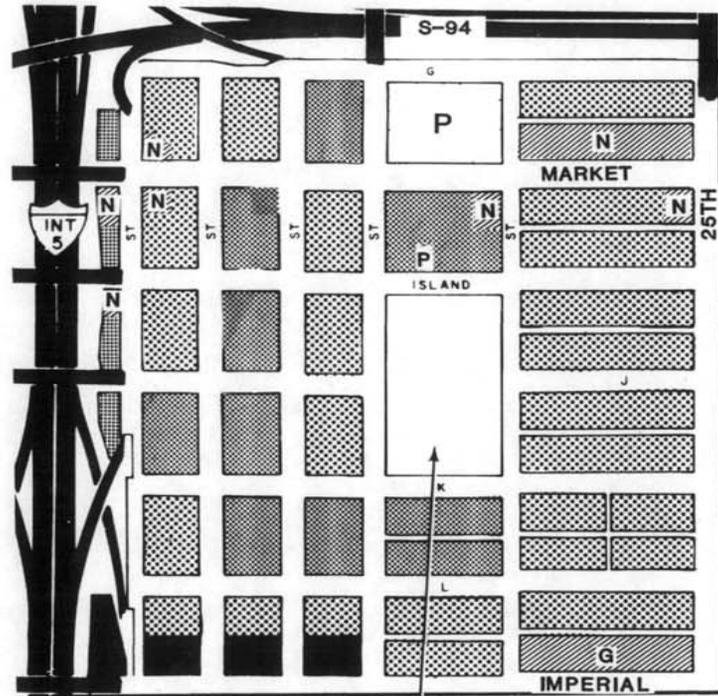
The development standards for this area should require that parking be placed to the rear or sides of buildings with the buildings near the street to preserve the pedestrian orientation of these blocks. If residential development occurs rather than commercial, it should be of a similar density, scale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

- F. Designate and zone the lots along Market Street between Interstate 5 and 24<sup>th</sup> 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.

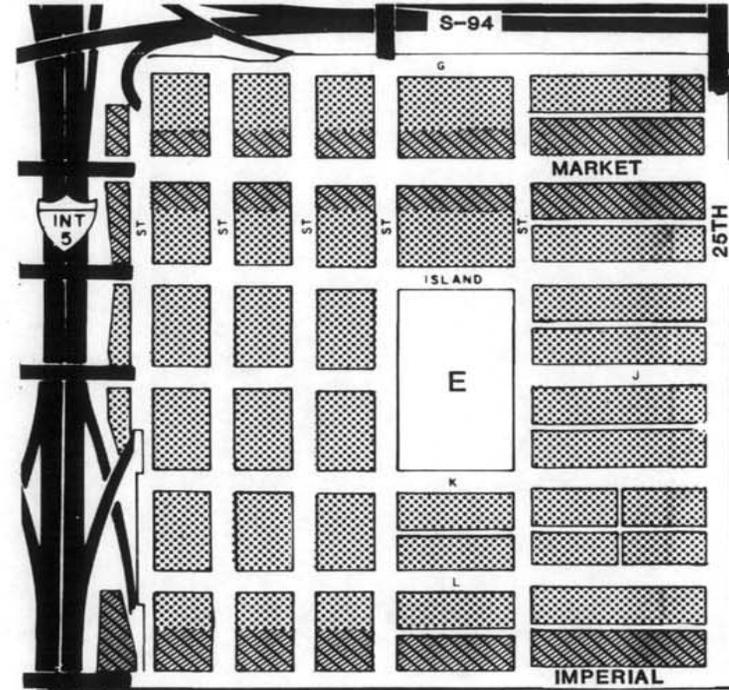
- G. Rezone the Sherman Elementary School site to the Institutional Overlay Zone. This site should only be developed with compatible private development after it has been determined that it is not needed for use as a public facility through the Institutional Overlay Zone review process. Where it is determined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

### EXISTING LAND USE



Sherman Elementary School

### RECOMMENDED LAND USE



#### LEGEND

##### RESIDENTIAL (units per acre)

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

##### COMMERCIAL

-  G-GENERAL
-  N-NEIGHBORHOOD
-  INDUSTRIAL
-  P PARK

-  INSTITUTIONAL
- Schools**
- E Elementary
- J Junior High
- S Senior High
- P Private



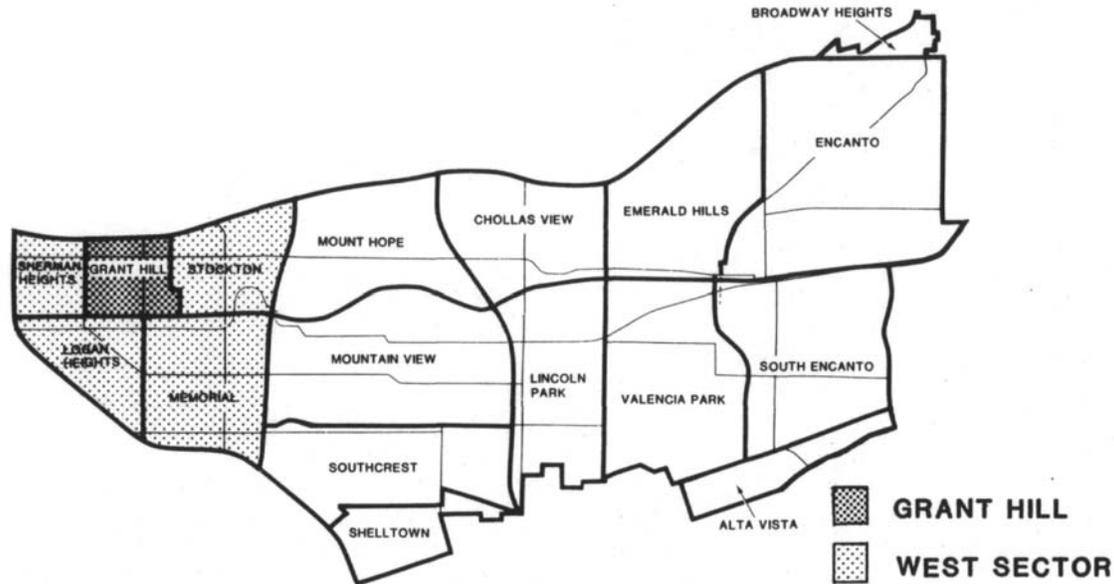
## SHERMAN HEIGHTS

### 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 30<sup>th</sup> Street, and on the west by 25<sup>th</sup> 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 25<sup>th</sup> 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 25<sup>th</sup> 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 25<sup>th</sup> 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 26<sup>th</sup> and 27<sup>th</sup> Streets.

Another landmark for Grant Hill is San Diego Physicians and Surgeons Hospital, located at 446 26<sup>th</sup> Street which is south of Island Avenue between 25<sup>th</sup> and 26<sup>th</sup> 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 25<sup>th</sup> 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 25<sup>th</sup> 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 25<sup>th</sup> 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 25<sup>th</sup> Street. The presence of nearby downtown San Diego and Golden Hill contributes to business activity along the 25<sup>th</sup> 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 28<sup>th</sup> and 29<sup>th</sup> 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 25<sup>th</sup> Street and 28<sup>th</sup> 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 25<sup>th</sup> 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	<u>2%</u>
	100%

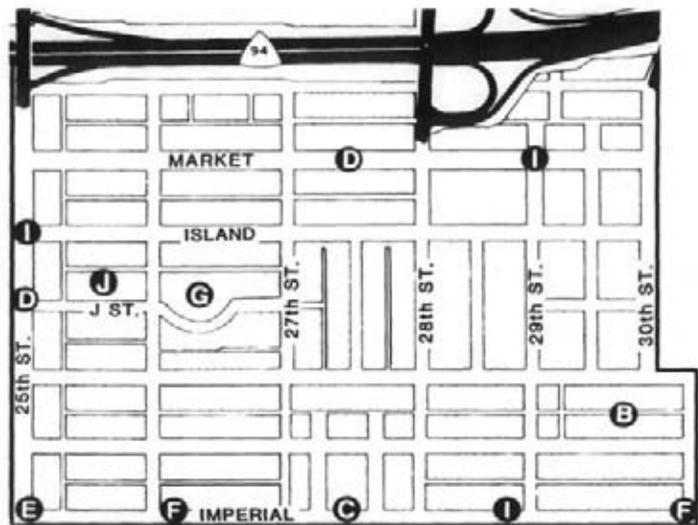
**Grant Hill Objectives**

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 25<sup>th</sup> 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 26<sup>th</sup> and 28<sup>th</sup> Streets.
11. Increase the safety of traffic patterns along Market Street between 26<sup>th</sup> and 28<sup>th</sup> 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 25<sup>th</sup> Street.

New commercial development needs to be more consistent and exhibit higher design standards. Commercial development should be focused along Market Street and 25<sup>th</sup> 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 25<sup>th</sup> 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 25<sup>th</sup> 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 25<sup>th</sup> Street to 32<sup>nd</sup> Street (excluding the intersection at 30<sup>th</sup> Street) to a multiple-use residential/commercial zone, allowing multi-family development of 15-30 dwelling units per net acre.

On Imperial Avenue, from 25<sup>th</sup> to 32<sup>nd</sup> Streets, except the intersection at 30<sup>th</sup> 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 30<sup>th</sup> 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.

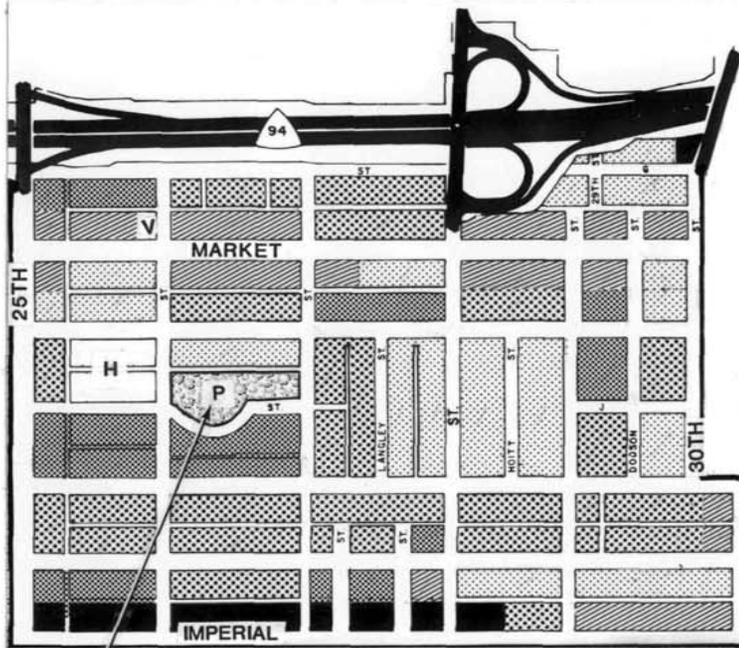
- I. Direct funds from the Landscape Improvement Program. Provide for a permanent, ongoing neighborhood planting program.

Funds from the Landscape Improvement Program should be used for tree-plantings and street furniture along the commercial corridors of 25<sup>th</sup> 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.

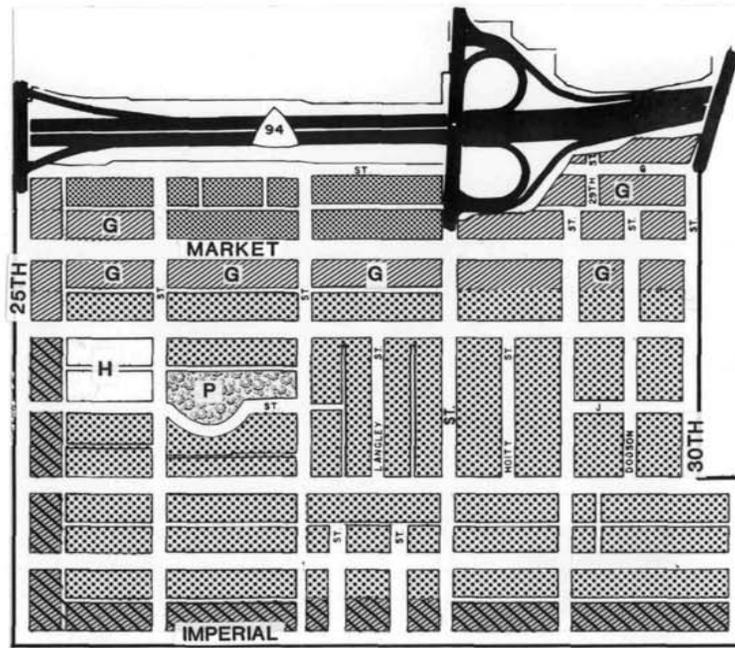
- K. The low-medium density (10-15 dwelling units per net acre, MF-3000 Zone) multi-family portion of the neighborhood should be identified as a “Special Character Multi-Family Neighborhood” that would be protected with development standards recommended by the Urban Design Element.

### EXISTING LAND USE



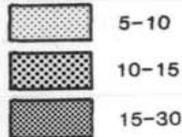
Grant Hill Park

### RECOMMENDED LAND USE



#### LEGEND

##### RESIDENTIAL (units per acre)



MULTIPLE USE  
(Residential/Commercial)

##### COMMERCIAL

G-GENERAL  
N-NEIGHBORHOOD

INDUSTRIAL

P PARK

V VACANT

H INSTITUTIONAL  
H Hospital



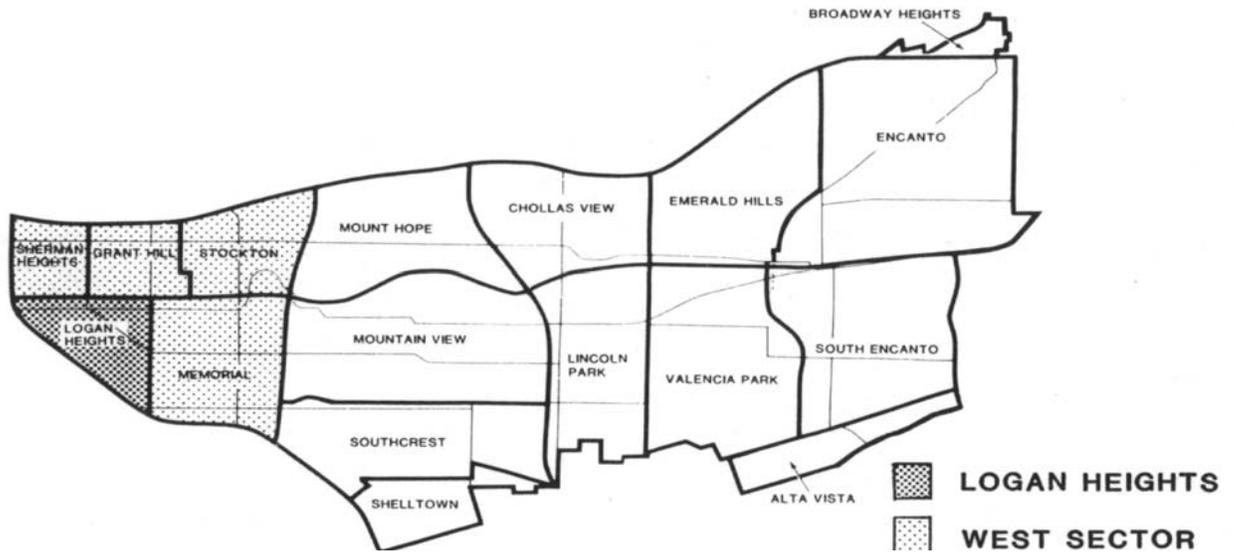
## GRANT HILL

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 28<sup>th</sup> 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 28<sup>th</sup> 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 25<sup>th</sup> Street trolley station is on the south side of Commercial Street, between Dewey Street and Oceanview Boulevard, while the westbound 25<sup>th</sup> Street trolley station is on the north side of Commercial Street between 24<sup>th</sup> and 25<sup>th</sup> 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	<u>5%</u>
	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 29<sup>th</sup> 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.)

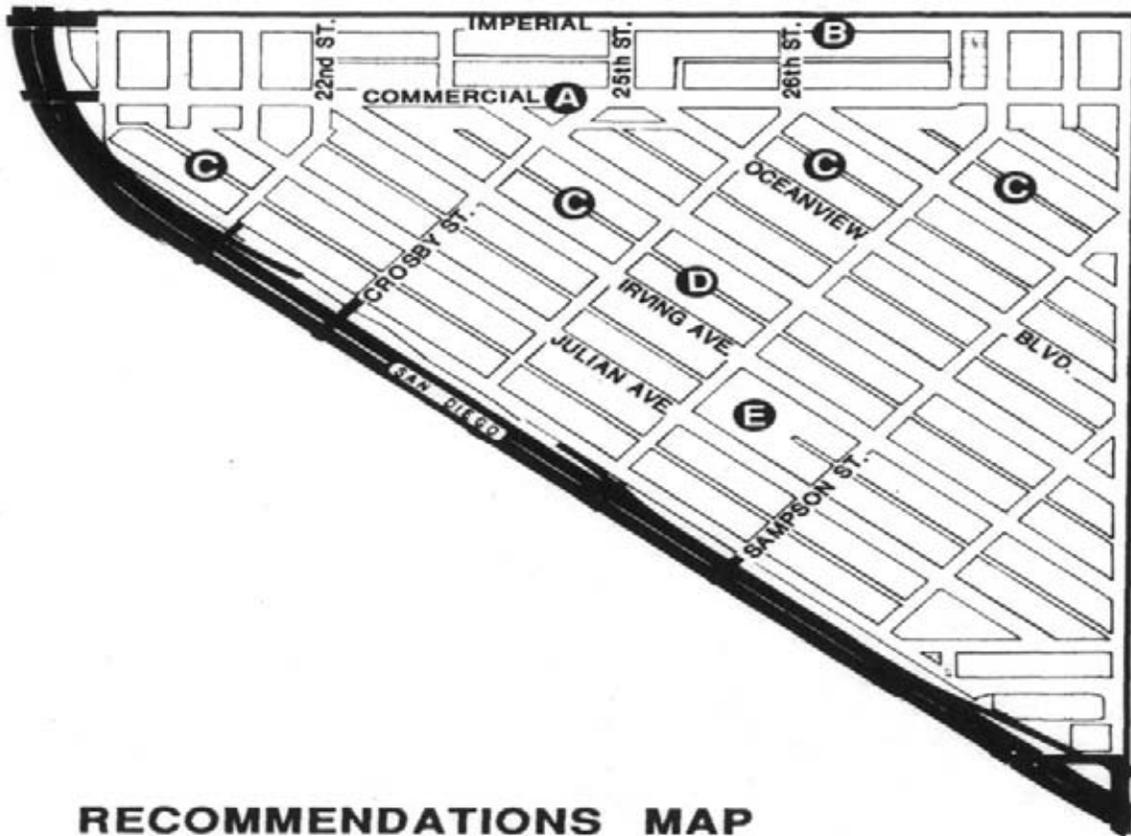
### **Logan Heights Objectives**

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-1 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 28<sup>th</sup> Street, from M-1 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.

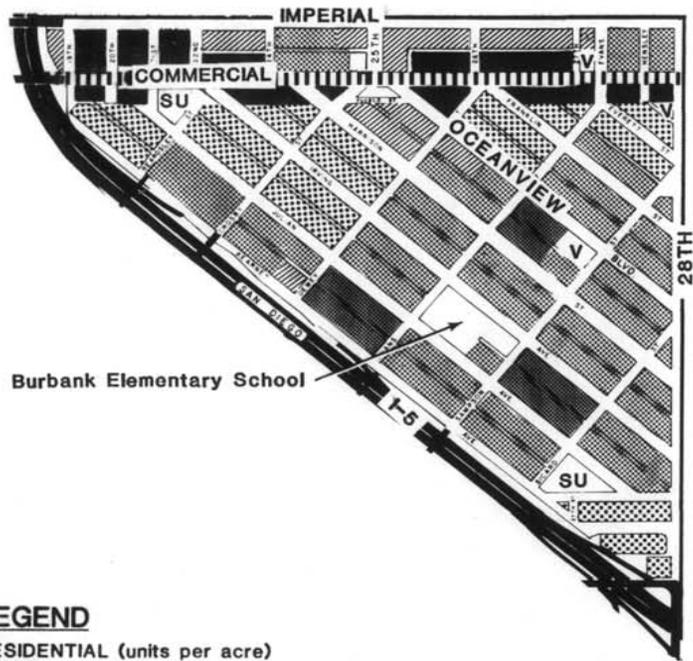
A low-medium density of residential development (10-17 units per net acre) is recommended for the central portion of Logan Heights to deter the removal of quality houses in the area and to preserve this stable residential neighborhood.

- 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

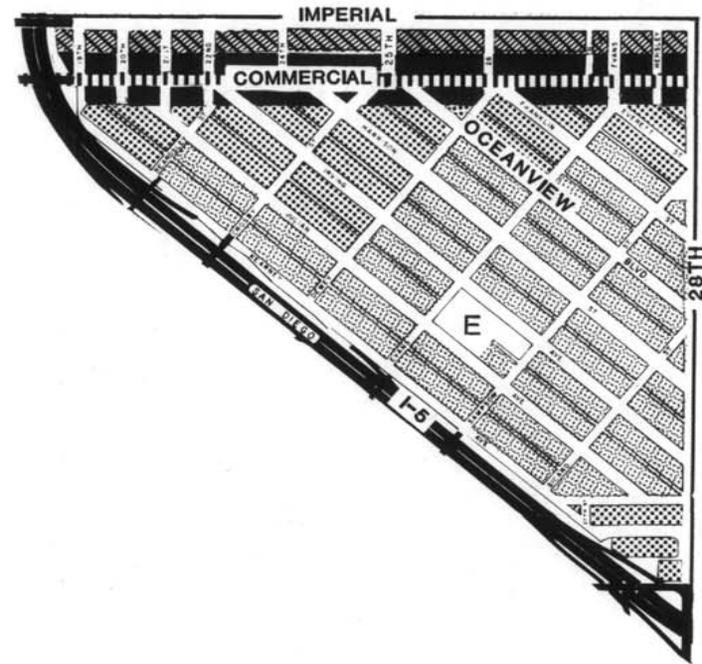
compatible private development. In the event that residential development is considered for the site, the density should be compatible with the density recommended in this plan (15-17 units per acre).

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

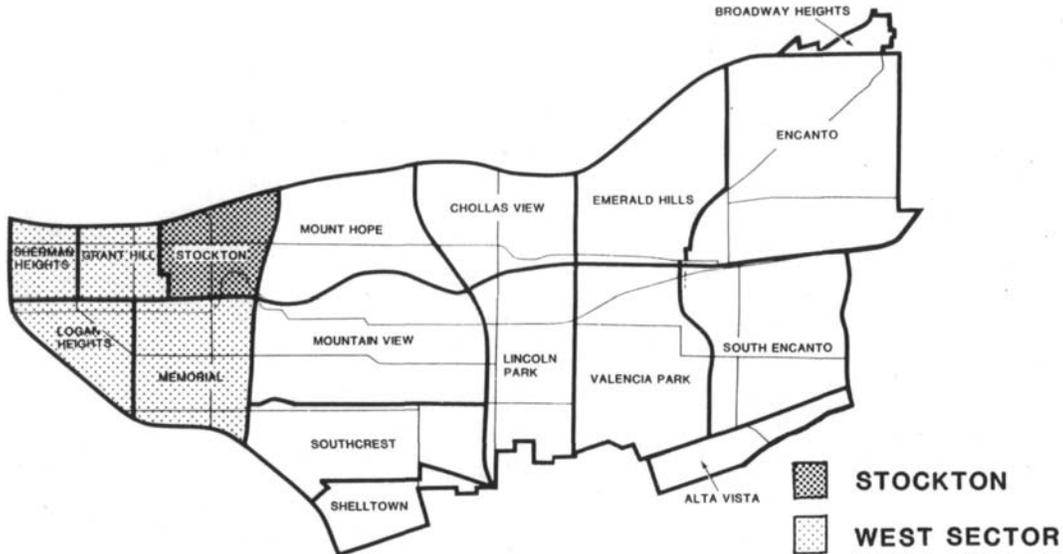


## LOGAN HEIGHTS SOUTHEASTERN SAN DIEGO

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 30<sup>th</sup> 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 30<sup>th</sup> and 32<sup>nd</sup> Streets, which run north and south. The 32<sup>nd</sup> Street Trolley station is located immediately south of Stockton at the northeast corner of 32<sup>nd</sup> 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 32<sup>nd</sup> 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**

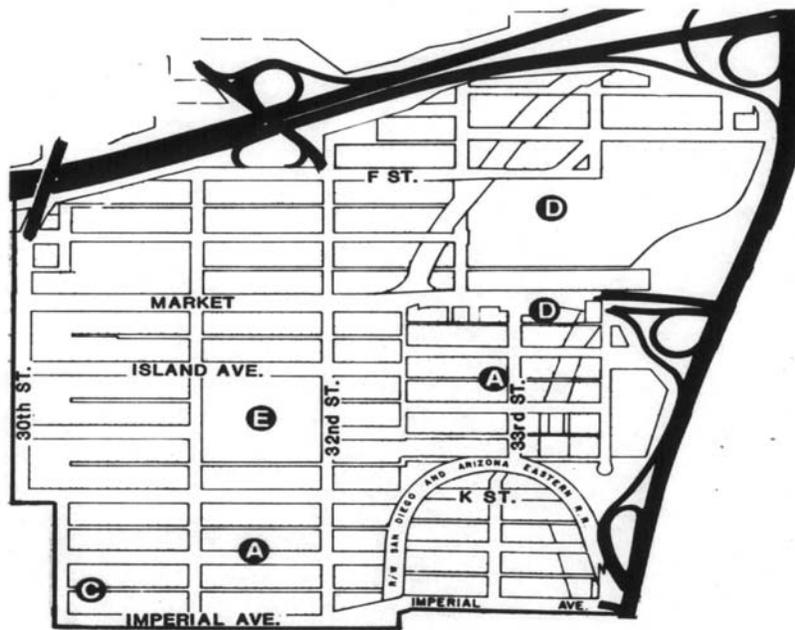
1. Redevelop and rehabilitate residential areas with dilapidated housing, but preserve the residential areas for residential use.
2. Improve the appearance of Imperial Avenue, 32<sup>nd</sup> Street, and Market Street. These streets could be improved through added landscaping and, in some areas, through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

3. Retain viable existing businesses along major streets including Imperial Avenue, 32<sup>nd</sup> Street, and Market Street.
4. Expand community-serving commercial activities along Market Street from 30<sup>th</sup> 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 30<sup>th</sup> Street.

The 30<sup>th</sup> 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.

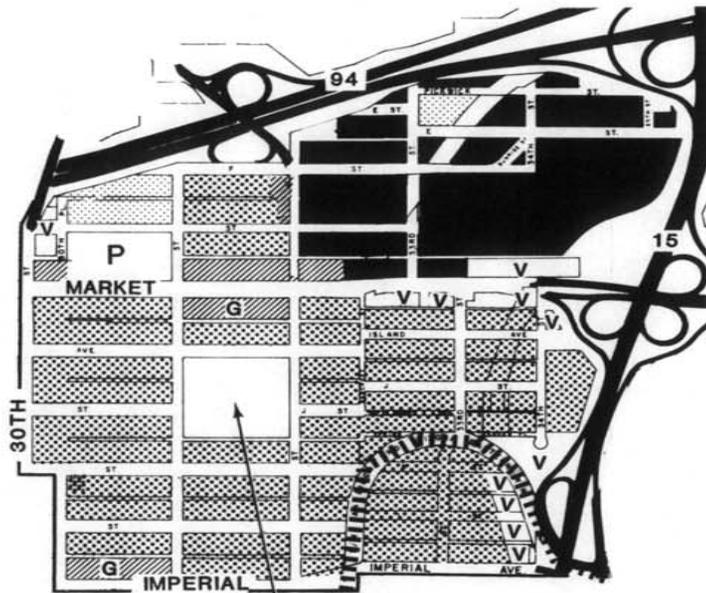
Properties should be allowed to develop at zero lot line (one side yard only), to better utilize the small lot sizes. The development scale of new infill buildings should be primarily two- and three-story, with dwellings and offices above ground floor commercial activities. Rezone the north side of Imperial Avenue from 31<sup>st</sup> 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 33<sup>rd</sup> 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 33<sup>rd</sup> 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.

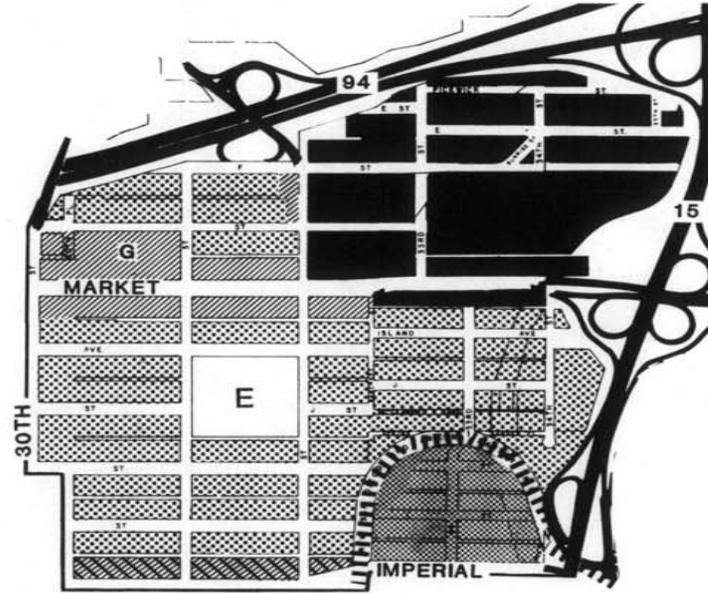
- E. Rezone Martin Luther King Junior Elementary School to the Institutional Overlay Zone. This site should be developed with compatible private development only after it has been determined that it is not needed for use as a public facility. Where it is determined that residential development is appropriate 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 30<sup>th</sup> 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.

### EXISTING LAND USE



Martin Luther King Jr. Elementary

### RECOMMENDED LAND USE



#### LEGEND

##### RESIDENTIAL (units per acre)

- 5-10
- 10-15
- 15-30

##### COMMERCIAL

- G-GENERAL
- N-NEIGHBORHOOD

- MULTIPLE USE  
(Residential/Commercial)

- INSTITUTIONAL

##### Schools

- E Elementary
- J Junior High
- S Senior High
- T Trolley Station

- INDUSTRIAL

- VACANT



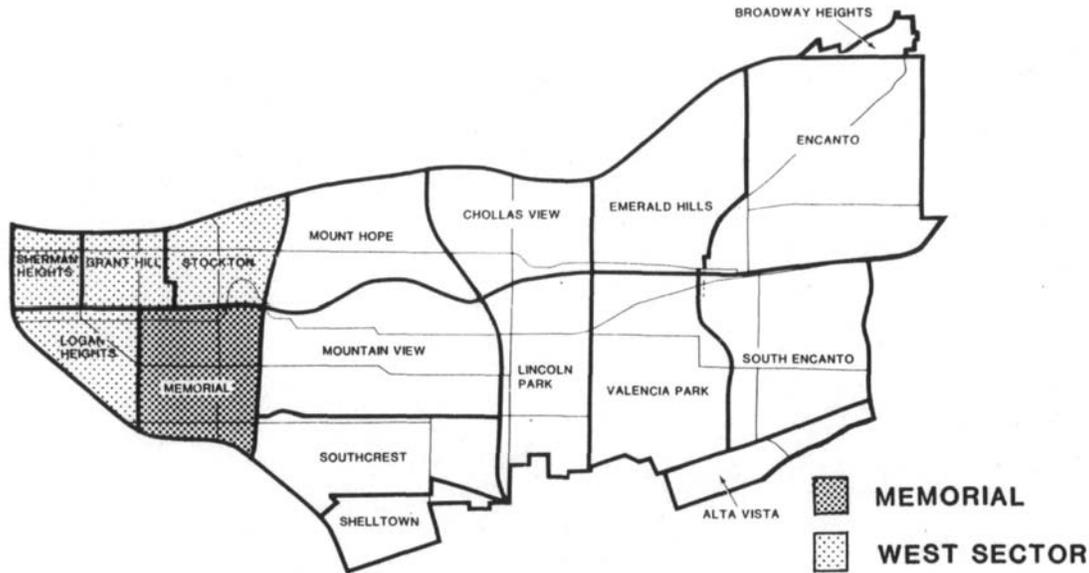
# STOCKTON

## 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 28<sup>th</sup> 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 32<sup>nd</sup> Street Trolley station is in the northeast corner of the neighborhood at the intersection of 32<sup>nd</sup> 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 28<sup>th</sup> 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 28<sup>th</sup> Street and 31<sup>st</sup> 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 33<sup>rd</sup> 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 33<sup>rd</sup> 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 43<sup>rd</sup> 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 28<sup>th</sup> Street to 32<sup>nd</sup> 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 30<sup>th</sup> Street and Imperial Avenue to multiple-use neighborhood commercial/residential.

The 30<sup>th</sup> 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 33<sup>rd</sup> 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 29<sup>th</sup> 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).

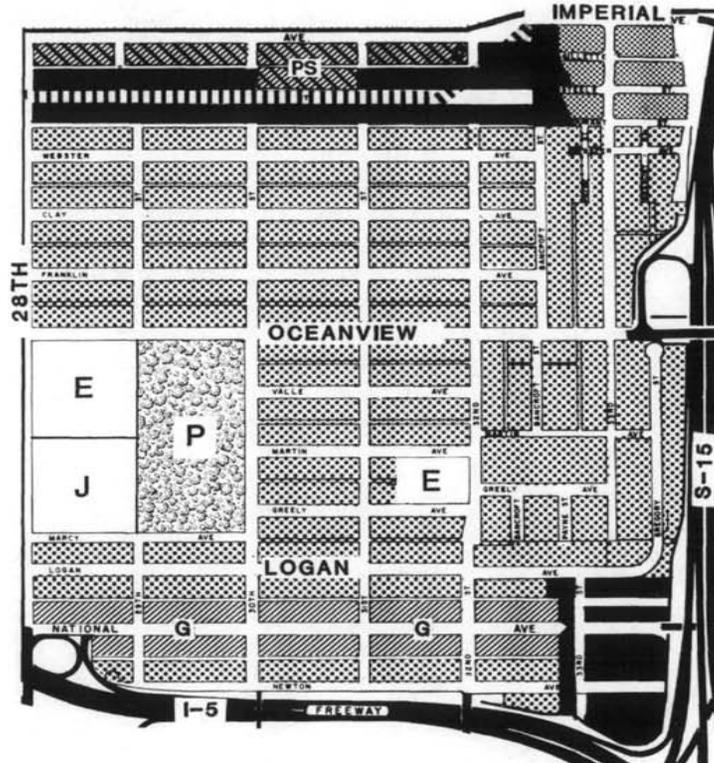
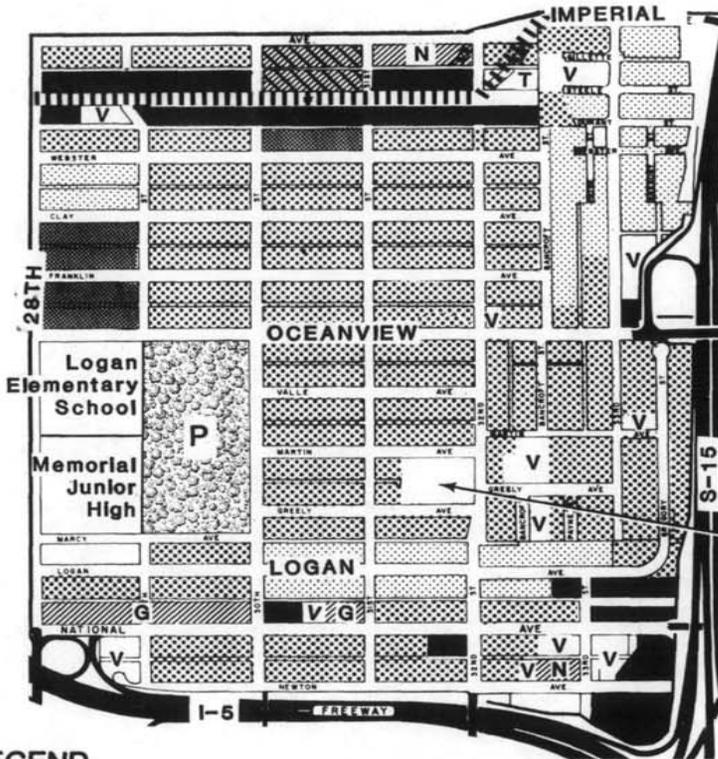
- G. Rezone the area south of Imperial Avenue, east of the end of Commercial Street, west of S-15, and north of Durant Street to medium density residential (15-30 units per acre) to increase the development intensity next to the 32<sup>nd</sup> Street trolley station.

- 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.

# EXISTING LAND USE

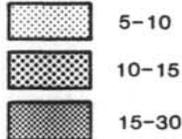
# RECOMMENDED LAND USE



Crockett Elementary School

## LEGEND

### RESIDENTIAL (units per acre)



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

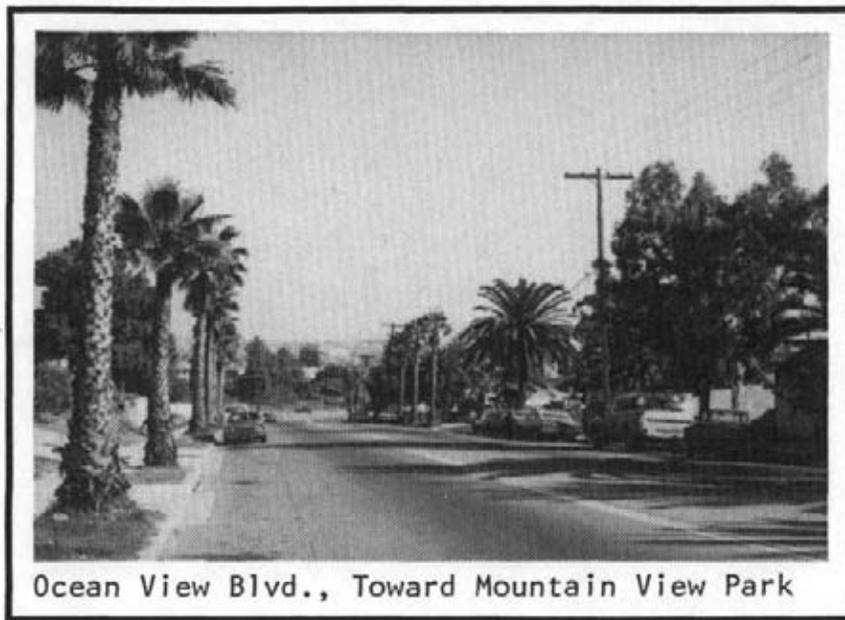
**CENTRAL SECTOR**

**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

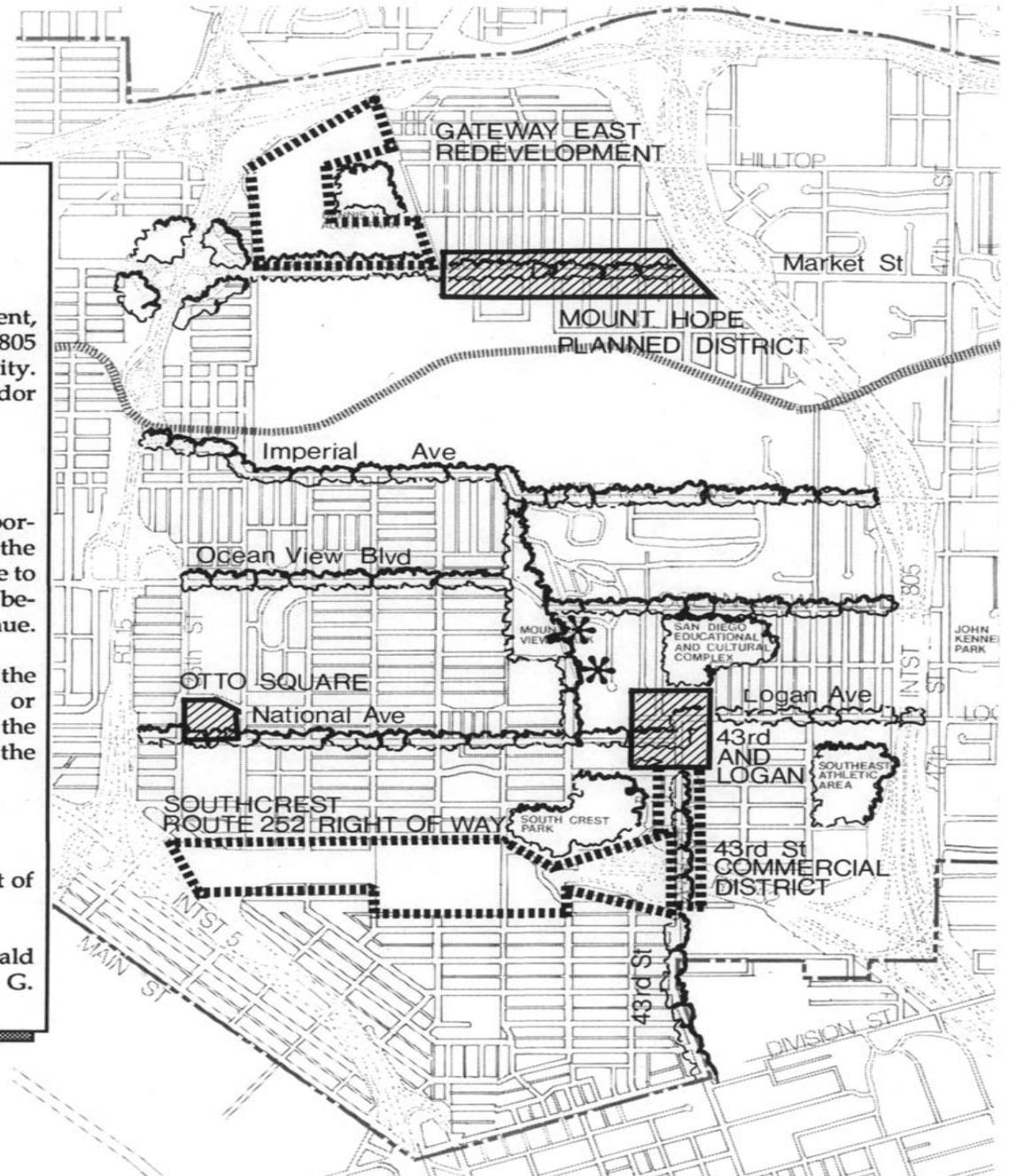
Mountain View Park should be strengthened as an important community focus with planting improvements in the park and on adjacent streets. Planting improvements are to be focused on 41st Street, making a strong connection between the park, Neighborhood House and National Avenue.

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.

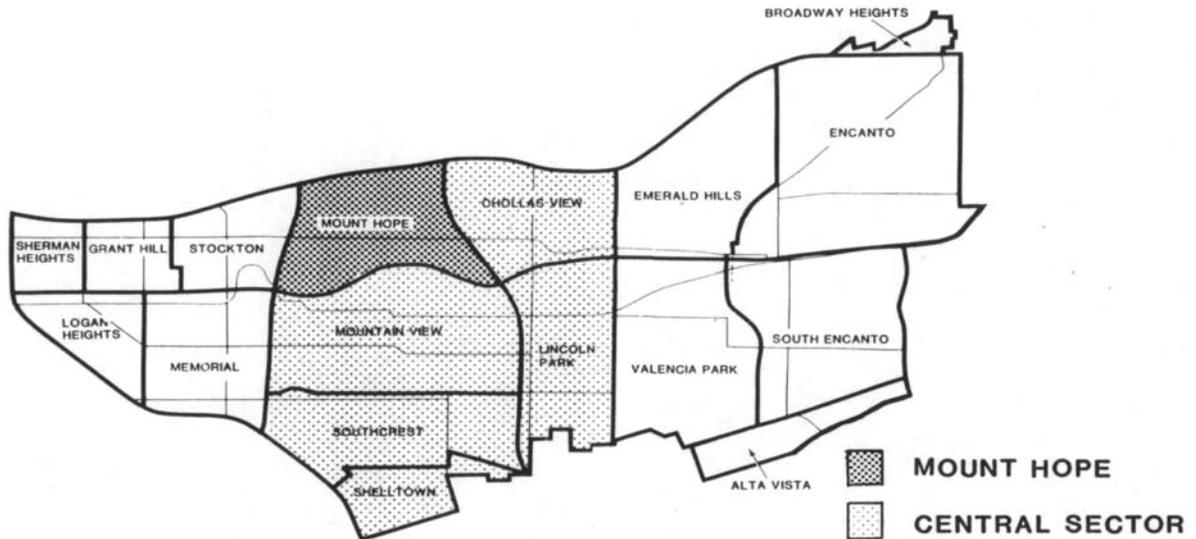
### SOUTHCREST

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 35<sup>th</sup> and 36<sup>th</sup> 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

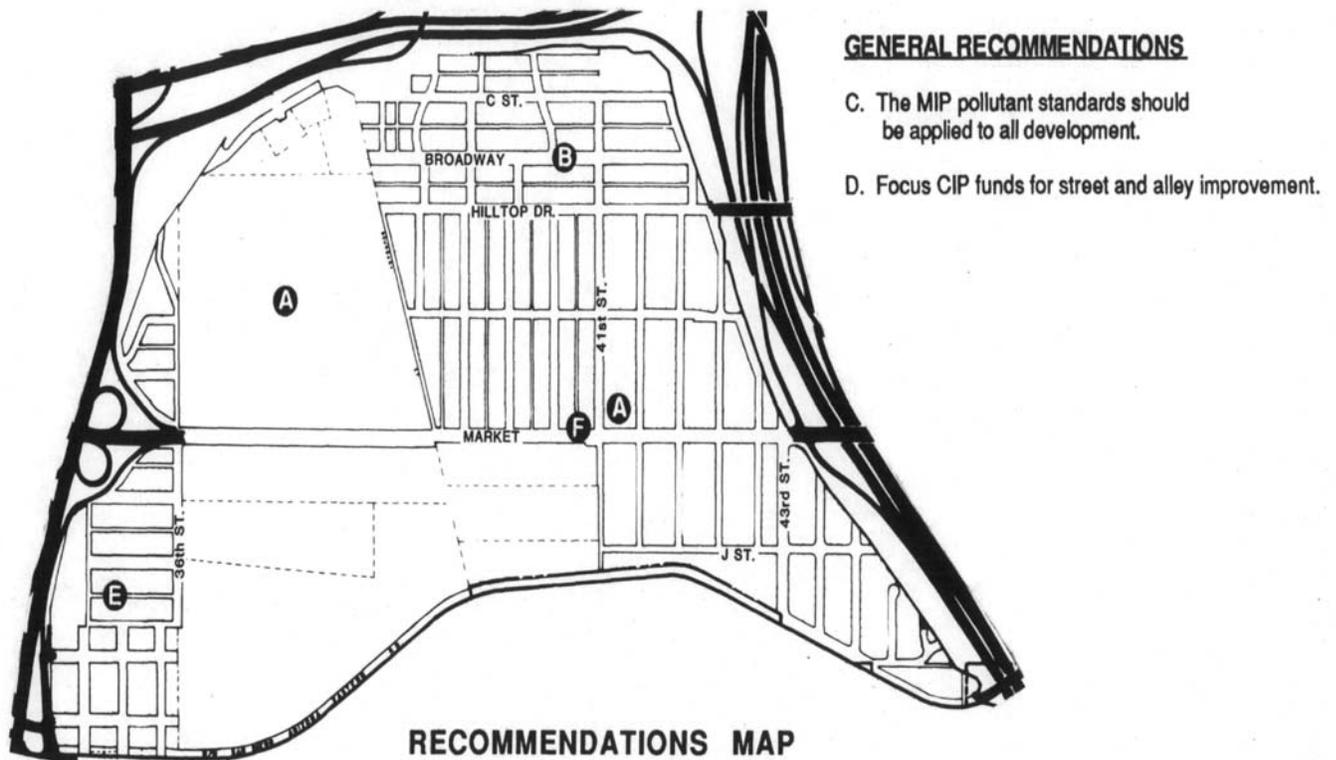
The major streets run east/west through the neighborhood and include Market Street and Hilltop Drive. Although the existence of north/south residential streets allows for adequate transport

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 32<sup>nd</sup> Street and to the east at 47<sup>th</sup> 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.

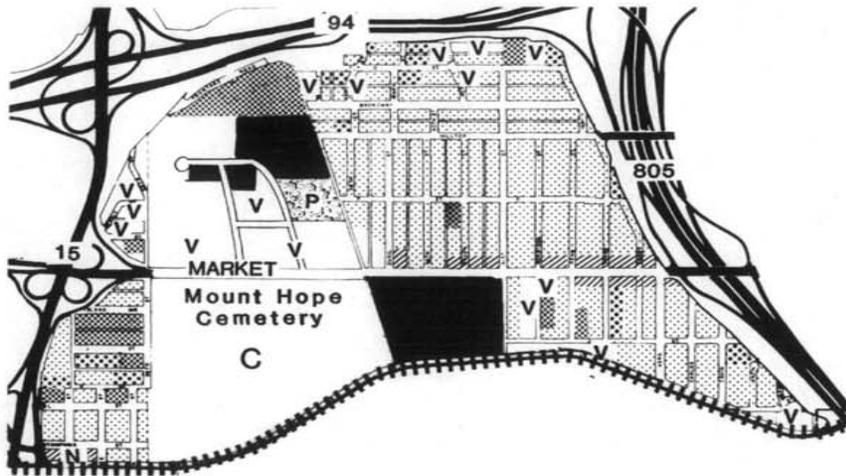
Although private redevelopment and rehabilitation is encouraged whenever possible, the City Housing Commission should assist homeowners in rehabilitation of private homes through low interest loans.

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

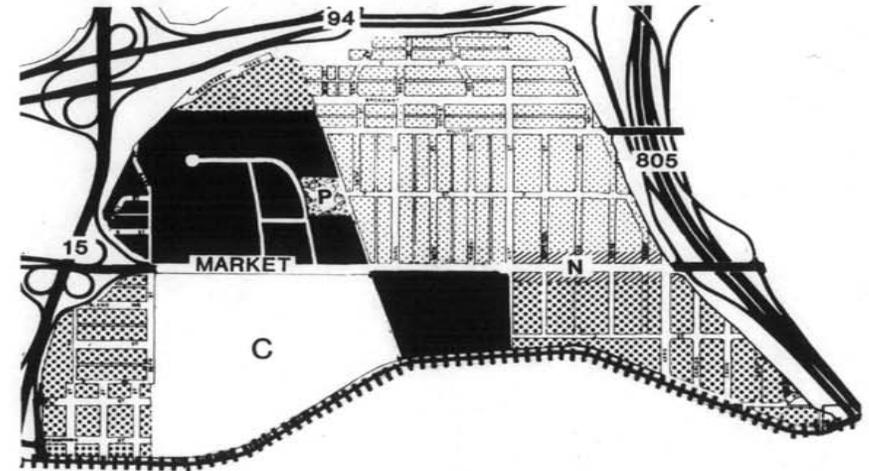
The M-IP standards relating to pollutants, odors, contaminants, toxics, and smoke should be applied to all developments in the Mount Hope neighborhood.

- 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 40<sup>th</sup> Street and 41<sup>st</sup> Street to a low density residential designation of 5-10 units per net acre.

### EXISTING LAND USE

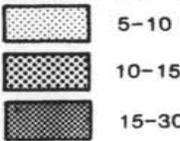


### RECOMMENDED LAND USE



#### LEGEND

RESIDENTIAL (units per acre)



INDUSTRIAL

P PARK

V VACANT

COMMERCIAL

G-GENERAL  
N-NEIGHBORHOOD

C CEMETERY



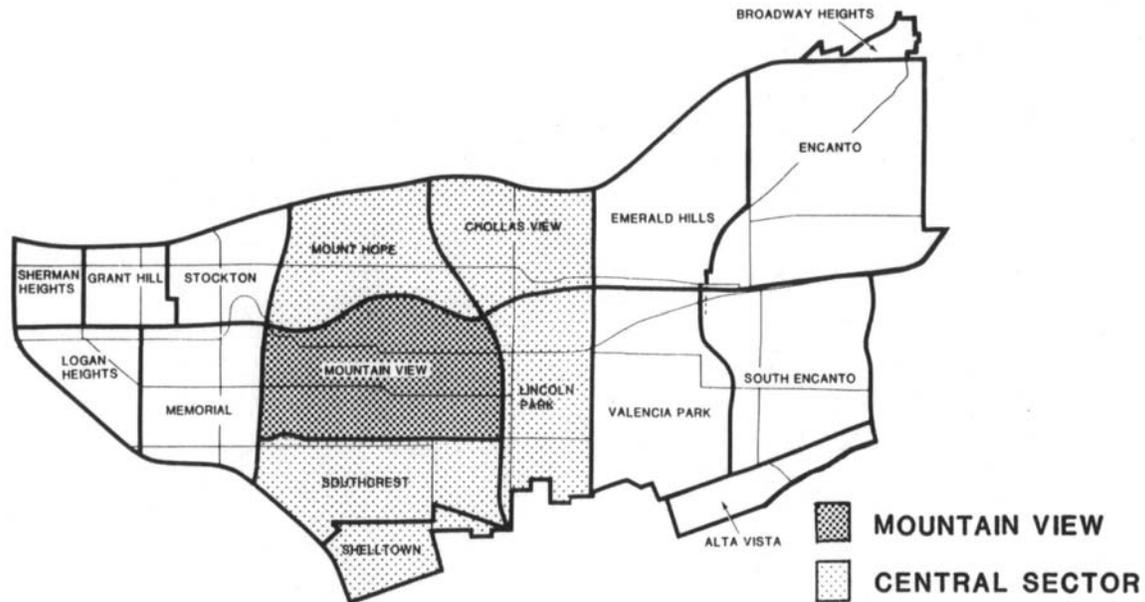
## MOUNT HOPE

### SOUTHEASTERN SAN DIEGO

CITY OF SAN DIEGO · PLANNING DEPARTMENT

FIGURE 3<sup>1</sup>

## 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 45<sup>th</sup> 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 36<sup>th</sup> 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 36<sup>th</sup> Street to 38<sup>th</sup> 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 40<sup>th</sup> 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 36<sup>th</sup> Street and 40<sup>th</sup> 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 44<sup>th</sup> 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 45<sup>th</sup> 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 35<sup>th</sup> 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 45<sup>th</sup> 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 43<sup>rd</sup> 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 45<sup>th</sup> 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.

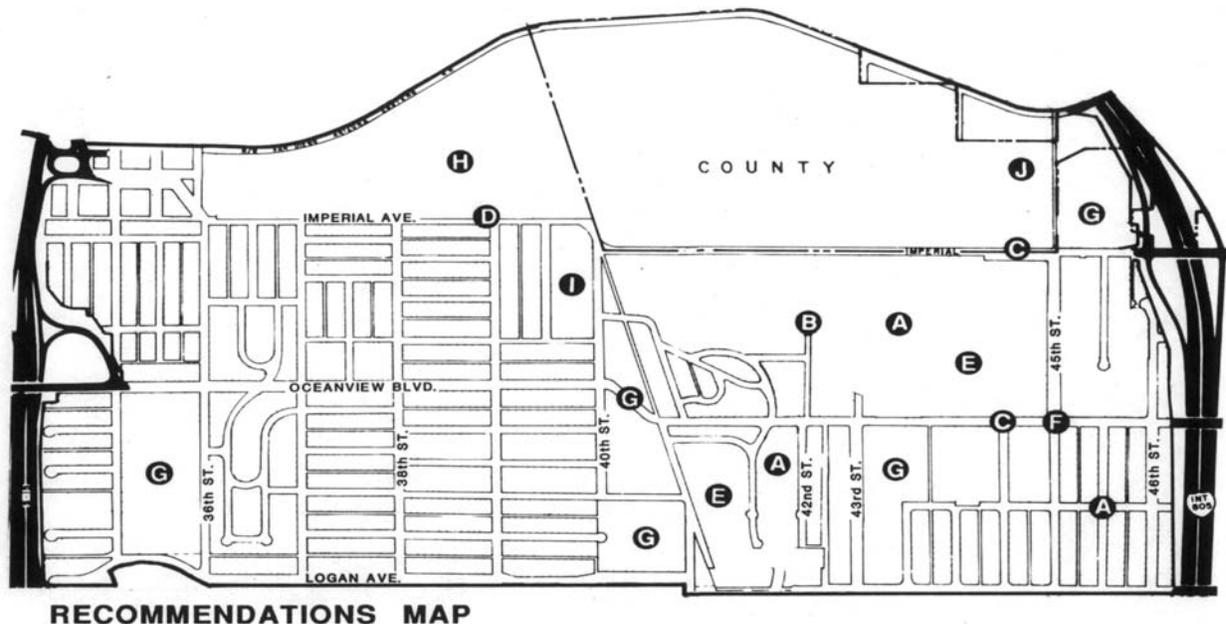
- Architectural design and compatibility with the surrounding development.
- Pedestrian circulation on site and access to other activity areas such as the ECC and YMCA.
- Identify any other special project features which provide specific benefits to the community such as park space eating areas, landmarks 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 36<sup>th</sup> to 38<sup>th</sup> 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 R1-5000 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 45<sup>th</sup> 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 43<sup>rd</sup> 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 36<sup>th</sup> and 38<sup>th</sup> 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 36<sup>th</sup> Street to Ada Street to specialized commercial.

The industrial uses along Imperial Avenue, east of 36<sup>th</sup> 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 45<sup>th</sup> Street to R1-5000.

The existing pattern of single-family residential development is desirable. The intersection of Oceanview Boulevard and 45<sup>th</sup> 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 40<sup>th</sup> 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.

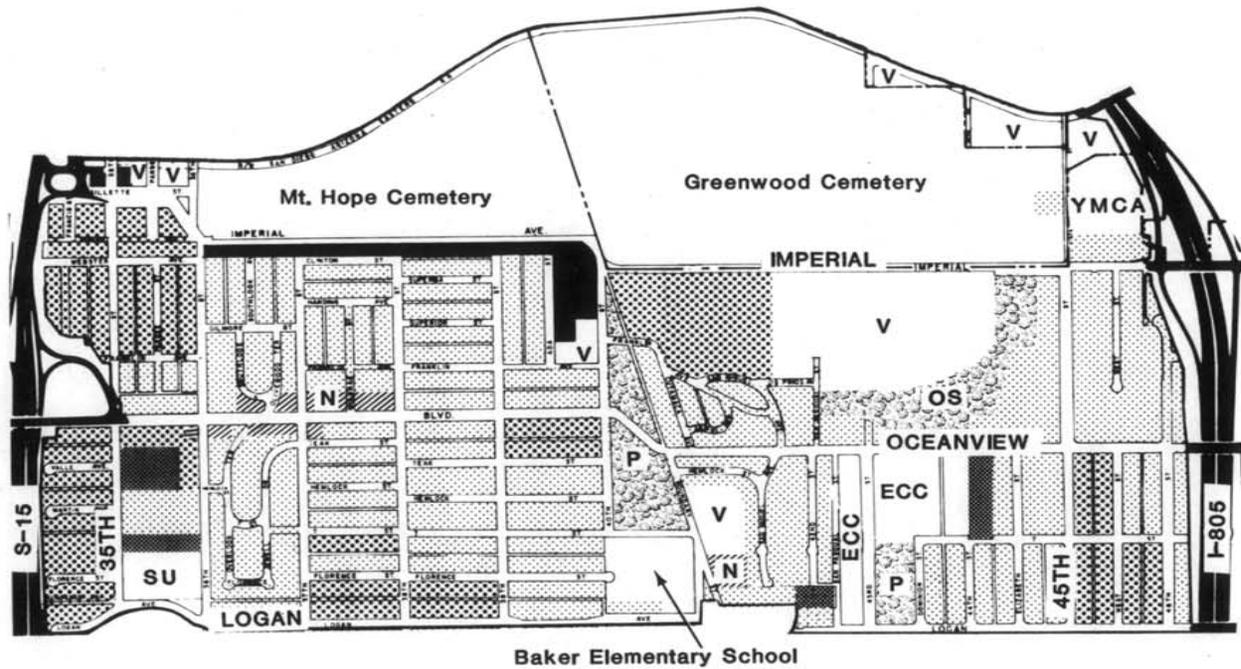
- J. The properties surrounding the YMCA north of Imperial Avenue and east of Greenwood Cemetery should be permitted to develop with up to 22 units per net acre. This area is removed from single-family development by Imperial Avenue, Interstate 805 and the cemetery and represents an opportunity for quality 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 36<sup>th</sup> and 37<sup>th</sup> 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 36<sup>th</sup> Street and 41<sup>st</sup> 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 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 35<sup>th</sup> and 36<sup>th</sup> Streets on the west, 40<sup>th</sup> 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 Multi-Family Neighborhood” that would be protected with development standards recommended by the Urban Design Element.

# EXISTING LAND USE



## LEGEND

RESIDENTIAL (units per acre)

- 5-10
- 10-15
- 30-45

## COMMERCIAL

- G-GENERAL
- N-NEIGHBORHOOD

## INDUSTRIAL

## ECC INSTITUTIONAL

## Schools

- E Elementary
- J Junior High
- S Senior High
- ECC Community College
- SU School Use

OS OPEN SPACE

P PARK

V VACANT



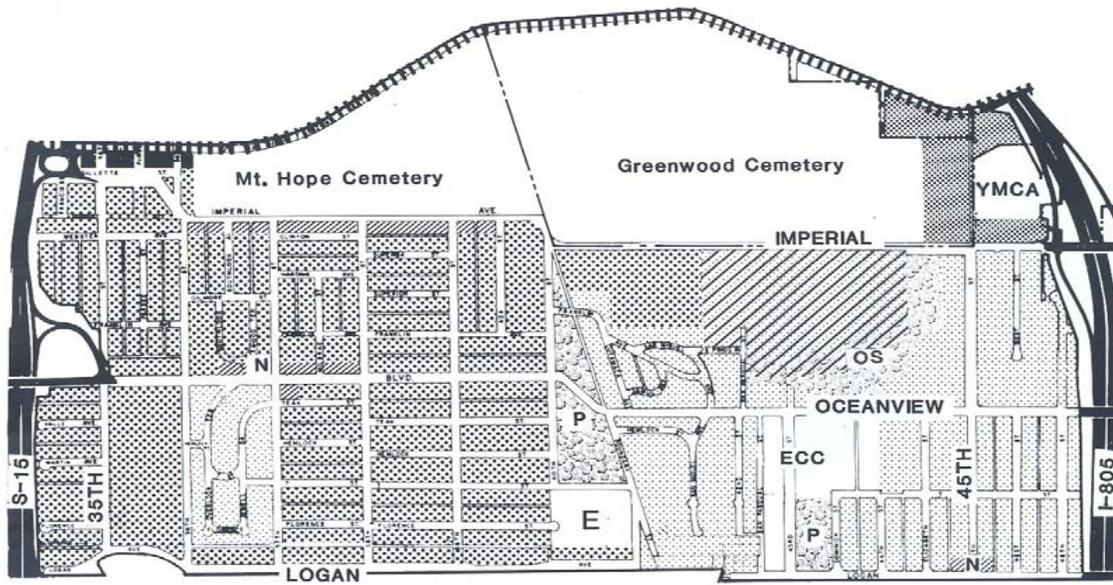
# MOUNTAIN VIEW

SOUTHEASTERN SAN DIEGO

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FIGURE 32

# RECOMMENDED LAND USE



## LEGEND

RESIDENTIAL (units per acre)

-  5-10
-  10-15
-  15-30

COMMERCIAL

-  G-GENERAL
-  N-NEIGHBORHOOD
-  MULTIPLE USE (Residential 5-10 Du/Ac or Commercial)

 INSTITUTIONAL

Schools

- E Elementary
- J Junior High
- S Senior High
- ECC Community College

 OPEN SPACE

 PARK



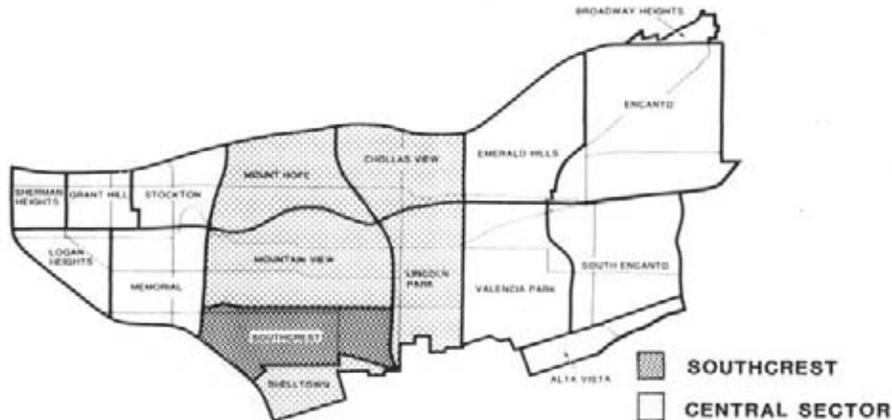
# MOUNTAIN VIEW

## SOUTHEASTERN SAN DIEGO

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FIGURE 33

## THE NEIGHBORHOOD OF SOUTHCREST



### SETTING

The Southcrest neighborhood is bounded by State Route 15 and Interstate 5 on the west, Logan Avenue on the north, Interstate 805 on the east, and Gamma and Vesta Streets and the rescinded State Route 252 construction on the south. This area is located in the central portion of Southeastern San Diego, approximately five miles southeast of downtown San Diego and one-mile northeast of the naval and shipyard facilities on San Diego Bay. This neighborhood contains the Southcrest Redevelopment Project area, located between SR-15 and Interstate 5 on the west and 44<sup>th</sup> Street on the east, and an additional residential area between 44<sup>th</sup> Street and Interstate 805.

The Southcrest Redevelopment Project area comprises approximately 301 net acres, exclusive of public rights-of-way. The largest land use is residential with 149.12 acres. Commercial uses total 15.49 acres, and industrial uses total 0.85 acres. The remaining acreage is either in public and semi-public (27.85 acres) use or is vacant land (65.82 acres). The remainder of the neighborhood, outside of the redevelopment project area, is developed with residential developments, ranging up to 30 units per acre, and a public park.

The public and semi-public uses in the neighborhood include the Southcrest Park and Recreation Center, the Southeastern Athletic Area, Emerson Elementary School, St. Judes Elementary School, several churches and areas along Chollas Creek. Las Chollas Creek passes through Southcrest in a concrete-lined channel bounded on the north and south with protective fences.

### Southcrest Redevelopment Project

This area was chosen for redevelopment because of the need to revitalize deteriorating commercial and residential areas, the need to redevelop the rescinded State Route 252 corridor, and the potential to provide business and employment opportunities as part of these efforts.

On April 1, 1986, the City Council adopted the Southeastern Community Plan Amendment - Southcrest Redevelopment Project by Resolution No. R-265347. As a redevelopment project area, all projects in the area will be channeled through SEDC. Through this agency, projects will

be subject to design review by the Planning Commission under the terms of disposition and development agreements. The Redevelopment Agency can also use the tools of property acquisition, relocation assistance, site preparation and rehabilitation to revitalize the Southcrest area and to meet the objectives of the Southcrest Redevelopment Plan. The guidelines for development contained in the redevelopment plan and the previous community plan amendment have been incorporated into this plan.

The specific projects anticipated in the Redevelopment Area are discussed in the Southcrest Redevelopment Project Report to Council. The report to Council identifies five major projects which are also recommended as part of this community plan:

1. Acquisition of blighted and nonconforming uses (principally along National Avenue and 43<sup>rd</sup> Street).
2. Improvement of the intersection of National/Logan, and 43<sup>rd</sup> Street.
3. Rehabilitation of Otto Square.
4. Acquisition and disposition of the SR-252 corridor.
5. Public improvements: streets, utility cable undergrounding, street landscaping and sewer/water replacement.

Additionally, the report to Council discusses the general development intent in the Redevelopment Area as shown on the Generalized Land Use Map and these recommendations are incorporated as a part of this plan.

#### Residential Development

There are approximately 1,530 housing units in the redevelopment project area with an estimated population of 5,100 people. The area is comprised primarily of single-family units with a number of duplexes and small apartment structures. The average density for the area is approximately ten dwelling units per acre. Of the SR-252 acres presently zoned for residential use, 147 acres are used for this purpose along with two acres which are zoned commercial.

Between 1968 and 1975, 280 housing units were removed in expectation of the construction of a freeway linking Interstate 805 with Interstate 5. Sixty-six acres were cleared and have been left idle.

#### Commercial Development

Existing commercial uses total 15.59 acres, with 26 acres of commercial and 14 acres of commercial/business park proposed in the Southcrest Redevelopment Project.

The redevelopment project area contains a few well-maintained businesses. However, the majority of the commercial structures are in a deteriorating condition.

Otto Square Shopping Center, located on the north side of National Avenue, between 35th and 36<sup>th</sup> Streets was built in 1965 and occupies approximately six acres. There is parking for 350 cars. This center needs exterior maintenance to the buildings and the parking lot. It also has problems relating to crime, loitering, and illegal parking. The facilities are generally considered to be too old and too small to attract major tenants needed to make the center economically viable. The center has only one major tenant, a drug store. Many of the stores are not of the quality usually found in other neighborhood shopping centers. Because of concerns about quality and the physical conditions of the center, many residents prefer to go elsewhere for their shopping needs.

Industrial Development

There is no industrial zoning in the redevelopment project area and only a small amount of existing industrial uses (0.83-acre).

Transportation

National Avenue is the major east-west arterial traversing the Southcrest neighborhood, carrying 12,000 vehicles per day in only two traffic lanes. National Avenue connects the area to downtown San Diego on the west and ends at 43<sup>rd</sup> Street on the east. Logan Avenue, east of 43<sup>rd</sup> Street, then becomes the major east-west arterial for the area. The remaining east-west streets serve the residential areas. Traffic is congested along the National Avenue/Logan Avenue corridor, especially during the afternoon rush hours when the area is used by workers from the nearby naval and industrial facilities.

Forty-third Street is the major north-south arterial, with 35<sup>th</sup> and 38<sup>th</sup> Streets serving as north-south collectors for the neighborhood. Access to Interstate 805 occurs at the intersection of 43<sup>rd</sup> Street and the rescinded State Route 252 corridor. On the west, Vesta and Rigel-35<sup>th</sup> Streets provide access to the industrial area to the south of Interstate 5 in Barrio Logan, while access to State Route 15 is provided by 35<sup>th</sup> Street to the north.

The following table summarizes recommended land uses in the Southcrest Redevelopment Project area of the neighborhood:

Recommended Land Uses – Southcrest Redevelopment Project Area	
Land Uses	Acres (Net)
Residential	
5-10 units/net acre	28.21
10 - 15 units/net acre	125.10
15 - 17 units/net acre	25.91
15 - 30 units/net acre	49.22
Commercial	26.14
Commercial/Business Park	14.91
Park	17.06
Open Space	14.91
	300.74

## Southcrest Objectives

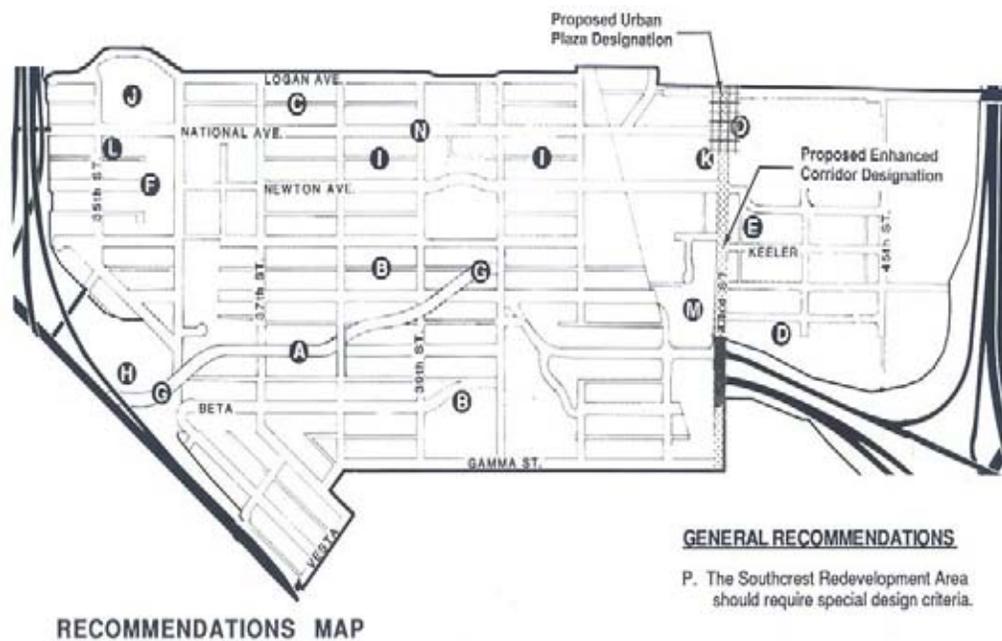
1. Redevelop the rescinded 252 freeway corridor.
2. Revitalize the commercial areas.

The strip commercial area at National Avenue and 43<sup>rd</sup> Street and extending south on 43<sup>rd</sup> to the vacant freeway corridor suffers from unsightly structures, traffic congestion and parking problems.

3. Provide employment opportunities.
4. Improve streets and circulation.

Street improvements are needed for both 43<sup>rd</sup> Street and National Avenue, as well as a major realignment of the intersection of these two streets. Additionally, many local streets are in poor condition and are discontinuous. Previously existing streets have been closed off and left to deteriorate in the SR-252 corridor. Only two streets have been left open to cross the corridor in its entire length of approximately one mile.

5. Create guidelines to achieve quality new development and enhance existing development.



## Southcrest Recommendations

### Residential

- A. Acquire the rescinded SR-252 corridor from the state of California.

Develop thirty-two acres with residential development at densities of 15-17 units per net acre. Since this entire corridor is recommended for purchase by the San Diego Redevelopment Agency, all development in this corridor area should be subject to design review under the terms of Disposition and Development Agreements. A portion of the State Route 252 corridor will include single-family housing.

- B. Preservation and upgrading of the existing housing stock is recommended through continuation and expansion of the City's Housing Rehabilitation Program.

Infill housing development is also encouraged on vacant land within the areas to the north and south of the rescinded State Route 252 corridor.

- C. Develop and redevelop a corridor along National Avenue and south of Logan Avenue with multi-family residential development at up to 30 units per net acre.

The recommended density of up to 30 units per acre is intended to provide higher residential densities along the transportation corridors of Logan Avenue and National Avenue and near the commercial developments in the neighborhood. These densities can provide an incentive for redevelopment and also reflect some of the existing development intensities.

- D. Develop and redevelop the area south of Boston Avenue and east of 43<sup>rd</sup> Street with multi-family development at up to 30 units per net acre.

This area is not completely developed and there is also an opportunity to redevelop many poorly utilized sites. Access to the commercial development along 43<sup>rd</sup> Street and the proposed industrial area east of 43<sup>rd</sup> Street is good and these blocks are also close to two parks.

- E. Retain the single-family or relatively low density character of several blocks located east of 43<sup>rd</sup> Street and north of Boston Avenue, as these areas are relatively stable and well maintained.

- F. Rezone the Emerson 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 re-use is appropriate, the density should be compatible with the density recommended for the surrounding area in this plan.

- G. The medium density (15-30 dwelling units per net acre, MF-1500) multi-family portion of the neighborhood located south of Logan Avenue between 36<sup>th</sup> and 41<sup>st</sup> Streets 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.

## Open Space

- H. The State Route 252 corridor lands offer an opportunity to develop a continuity of open space from Southcrest Park extending along the Chollas Creek channel all the way to Interstate 5.

The open space link will serve the new residential development proposed for the area. This open space, although modest in size, could be made effective if imaginatively designed and utilized. Encroachment into the flood channel should be avoided to maintain a visual open space corridor and to provide for passive and active recreational use of Las Chollas Creek. The plan recommends an 11-foot dedication on the north of the existing channel for passive use and 25 feet on the south for active use as a combination bike and pedestrian trail.

The following guidelines should be used while reviewing projects along the creek:

- 1) Development should not "turn its back" on the creek channel. Developments should instead enhance this creek area and use it as a positive feature of the project.
  - 2) Sufficient setbacks should be provided in order to allow for the future use of the channel edges as parkway linkages, including pedestrian and bicycle paths.
  - 3) Required off-street parking should not be located within the setback along the channel and should be sited so that landscaping can be provided between the parking area and the channel.
  - 4) Project landscaping and architectural treatments should contribute to an overall enhancement of the channel parkway.
- I. The western end of the State Route-252 corridor is recommended as open space. This 4.9-acre site is located east of Interstate 5 and 15, west of Acacia Street, south of Boston Avenue, and north of Beta Street. Alternative open space uses could include a neighborhood park, a community garden, or a botanical preserve. An assessment district or other mechanism should be established to maintain the open space.
- J. Eliminate illegal, non-conforming, and deteriorated commercial uses.

Illegal, nonconforming, and deteriorated commercial uses are scattered along National Avenue from 36<sup>th</sup> Street to 43<sup>rd</sup> Street. The Redevelopment Plan recommends a residential revitalization effort here, eliminating the illegal and deteriorating commercial uses. The plan designates National Avenue for residential densities of 15-30 units per net acre.

## Commercial Development

- K. Revitalize the Otto Square Shopping Center.

The Redevelopment Plan proposes the revitalization of the Otto Square Shopping Center which may include expansion of the site northward to Logan Avenue.

- L. Revitalization of the strip commercial uses along 43<sup>rd</sup> Street and at the intersection of 43<sup>rd</sup> Street and National Avenue is recommended through a rehabilitation program.

In addition, realignment of the intersection at 43<sup>rd</sup> Street and National/Logan Avenues is recommended. Retention of the commercial and institutional uses in this area and development of additional commercial uses on vacant or redeveloped land parcels is also encouraged. Specific development criteria will be prepared for the commercial area along 43<sup>rd</sup> Street, generally between Gamma Street and Logan Avenue as a part of the final legislation to implement the Project First Class Urban Design Program and this plan. (See Figure 33a.)

- M. An enlargement of commercial-designated areas on the south side of National Avenue at 35<sup>th</sup> Street is recommended.

This enlargement would result in a shift of 2.5 acres from residential to commercial land uses. Approximately 0.5 acres on the southwest corner of 35<sup>th</sup> Street and National Avenue is recommended for commercial uses. Additionally, two acres between 35<sup>th</sup> and 36<sup>th</sup> Streets, to a depth of 150 feet south of National Avenue, is designated for commercial use.

#### Industrial Development

- N. Develop a commercial/business park south of Southcrest Park and Keeler Street, west of 43<sup>rd</sup> Street, north of approximately Beta Street, and east of 41<sup>st</sup> Street.

This 14-acre site at the east end of the 252 corridor is proposed for mixed-use light industry/office commercial in the form of a commercial/business park with the exception of the two acres fronting on 43<sup>rd</sup> Street. The exact boundaries of this land use designation may be adjusted without the need to amend this community plan if, upon further study, the existing street pattern in this area is modified. If any adjustment to the boundary of the commercial/business park is made, the adjustment should reflect a sensitivity to reducing impacts to adjacent properties.

The site should be zoned M-1B or a similar zone and be developed according to the standards of a Planned Industrial Development Permit to ensure that development is of high quality, is well designed and is compatible with adjacent uses.

The commercial/business park should provide a 25-foot landscaped and bermed setback which will serve as a buffer. Special attention should be given to building placement, fencing and landscaping to reduce any incompatibilities between the commercial/business park development and adjacent development. In addition, specific attention should be given to the commercial/business park uses to ensure that air-contaminants, loud, unnecessary or unusual noises or hazardous materials do not adversely affect the area.

# 43RD STREET INTERSECTION IMPROVEMENT



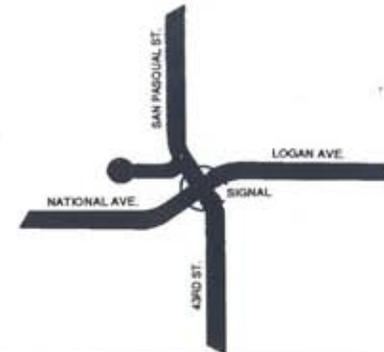
NATIONAL AND LOGAN AVENUE AT 43RD  
With intersection realignment  
Illustrative Plan

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

PRESENT CONFIGURATION



PROPOSED CONFIGURATION



**SOUTHEASTERN SAN DIEGO**

CITY OF SAN DIEGO · PLANNING DEPARTMENT

FIGURE 33a

## Transportation

- O. Widen National Avenue to become a four-lane major street between Interstate-15 and 43<sup>rd</sup> Street to accommodate the 14,000 expected weekday trips for the year 2000.

At selected intersections, this will likely require the prohibition of parking to allow room for left-turn lanes. According to the City's Engineering and Development Department, this link of National Avenue is carrying traffic volumes far in excess of the City's design standards and annually records an accident rate which exceeds citywide averages.

- P. At the intersection of 43<sup>rd</sup> Street and National Avenue, a realignment of the intersection is recommended.

This realignment would improve north-south circulation, enhance the visibility of the Educational/Cultural Complex, and streamline an existing circulation system bottleneck (see Figure 33a).

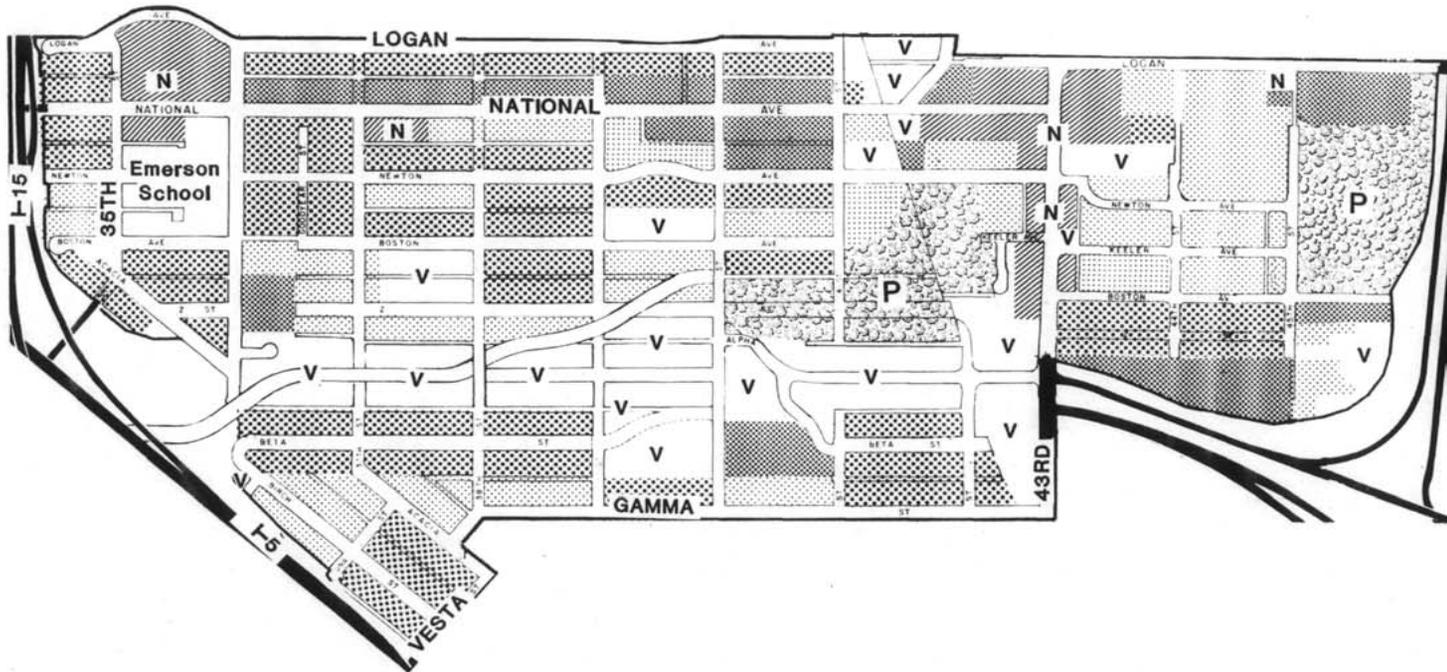
Selected improvements are also recommended within the existing right-of-way for 43<sup>rd</sup> Street from Logan Avenue to the Interstate 805 ramps.

## Development Guidelines

- Q. The following guidelines should be considered in the review of all proposed projects in the Southcrest Redevelopment Area (in addition to the urban design element in the plan):
1. All projects should be evaluated for compatibility with adjacent developments, including architectural style, site design and setbacks, bulk and scale and colors.
  2. The preservation of historic areas and the conservation of older neighborhoods is desirable.
  3. New site developments should be carefully integrated with the existing street and sidewalk patterns of surrounding development in order to create a coherent circulation system, linking new development to the existing neighborhood fabric and to avoid the development becoming an enclave apart from the neighborhood.
  4. Within the site, orient buildings to define street spaces. Place as many buildings as possible in a manner which complements and relates to the street scene. Each residential dwelling should have a sense of fronting on the street. Hidden units on the back portions of the site, or behind other buildings, should be avoided.
  5. Landscaped breaks should be provided in parking areas. Parking areas should be buffered from the street with planting while allowing for natural surveillance if low shrubs and groundcovers are used.

6. Every effort should be made to retain or enhance existing vegetation and topography, particularly along important streets. Street trees should be planted near the public right-of-way. Extensive landscaping should be used to tie buildings and site developments to existing streets and sidewalks.
7. Private usable open space areas should be provided to supplement the public park system.
8. Sidewalks should be provided from all parking areas and rights-of-way to structures on-site.
9. Night lighting should be provided along walkways, streets and at parking lots.
10. If a security fence is used, attention should be given to its design and materials. Wrought-iron fences and other security devices can become attractive architectural details.

# EXISTING LAND USE



## LEGEND

RESIDENTIAL (units per acre)

- 0-5
- 5-10
- 15-30

COMMERCIAL

- G-GENERAL
- N-NEIGHBORHOOD

- INSTITUTIONAL Schools
- E Elementary
- J Junior High
- S Senior High
- PARK
- VACANT



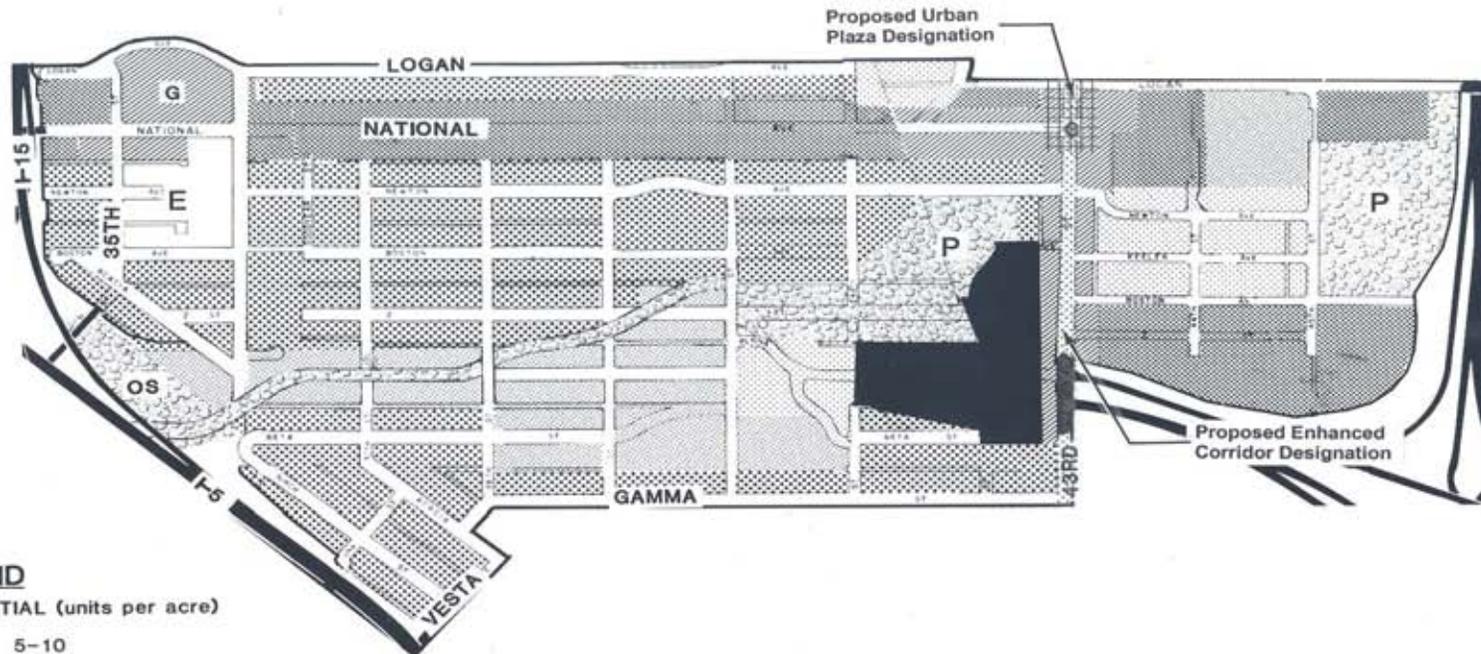
# SOUTHCREST

SOUTHEASTERN SAN DIEGO

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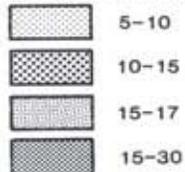
FIGURE 34

# RECOMMENDED LAND USE



## LEGEND

### RESIDENTIAL (units per acre)

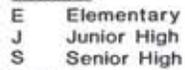


### COMMERCIAL



### E INSTITUTIONAL

#### Schools



### P PARK

### OS OPEN SPACE

### BUSINESS PARK/OFFICE COMMERCIAL



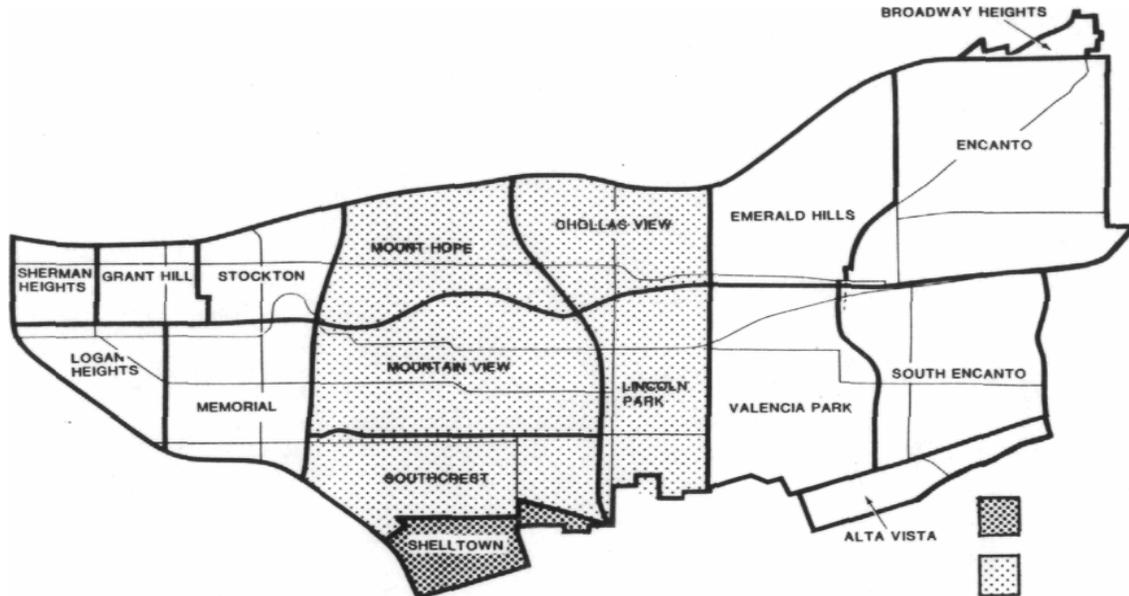
## SOUTHCREST

SOUTHEASTERN SAN DIEGO

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FIGURE 35

## THE NEIGHBORHOOD OF SHELLTOWN



### Setting

Shelltown is situated on approximately 166 acres in the south-central extreme of Southeastern San Diego, adjacent to National City. It is bounded on the north by Gamma Street, on the south by Division Street, on the west by Interstate 5, and on the east by 43<sup>rd</sup> Street and Interstate 805.

Due to the predominance of shells in the sandy soil, the neighborhood became known as "Shelltown." Located on a plateau just north and east of the 32<sup>nd</sup> Street Naval Station, Shelltown was a favorite location of housing for many of the early naval officers. Their ships were visible from their homes and were only moments away in the event they were called to duty.

The area is diverse in topographic features including steep and rolling hills and abrupt undeveloped canyons in the northern area, and a relatively flat plateau in the southern area. Many locations have striking views of San Diego Bay and the Pacific Ocean.

One of the advantages of the railroad was its effect in attracting industry to San Diego. In the early 1910s the California Iron Works began operation along the bayfront tracks of the Atchison Topeka and Santa Fe Railroad. In addition, the San Diego Marine Construction Company was established in 1915, as well as several tuna canneries.

The Navy began its long association with the city when the 28<sup>th</sup> Street pier was rebuilt for the Naval Militia of California. In 1919, doubtless prompted by the increased military activity of the first World War, the City deeded 98.2 acres to the Navy for a Navy Docking and Fleet Repair Base. This property, which is today the site of the 32<sup>nd</sup> Street Naval Station, is not in the community of Southeastern San Diego, yet there is no doubt that the marine and industrial zone along the bayfront had an impact on the neighboring residential areas - including Shelltown. About 2,200 people reside in Shelltown, with an overall density of about ten dwelling units per acre. The population density is one of the lowest in the Southeastern San Diego community. The sense of "community" is strong in this family-oriented neighborhood, with a high percentage of owner-occupied homes. However, the neighborhood is a mixture of blighted and well-maintained structures and many houses are in need of rehabilitation.

The significant feature of this neighborhood is the 5.71-acre Balboa Elementary School, with its exceptionally high student population of 1,000. The school is located on 40<sup>th</sup> Street, between Epsilon Street and Birch Street. A major renovation and expansion project was recently completed on Balboa Elementary School, which was originally constructed in the early 1930s. In recent years, the school has had problems with vandalism, although an outreach program is now in place which has resulted in a decrease in losses related to vandalism.

Forty-third Street, which runs north/south and constitutes the eastern boundary of this neighborhood, and Division Street, which runs east/west and constitutes the southern boundary of the neighborhood, are the major streets serving Shelltown. Forty-third Street is an extension of Highland Avenue, which is a major thoroughfare in National City. Nearly all of the development in Shelltown along these two streets is residential.

The neighborhood is bounded on the north 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 43<sup>rd</sup> Street between Beta Street and Logan Avenue. Back in the late 1960s, the State Route 252 corridor was cleared of nearly 200 homes and three north/south streets. This action in many respects cut off the properties to the south in the Shelltown neighborhood from the residential areas of Southcrest, as well as the commercial uses along National Avenue.

The condition of the streets is exceptionally poor. Potholes, cracked pavement, damaged sidewalks, junk cars and debris are common sights throughout the streets of Shelltown.

Inadequate street lighting adds to the hazard of traveling the streets. Bus service is available along 43<sup>rd</sup> Street then through the neighborhood via Delta Street to Vesta Street.

Existing land uses as of 1986 are summarized in the table below and are illustrated on Figure 36.

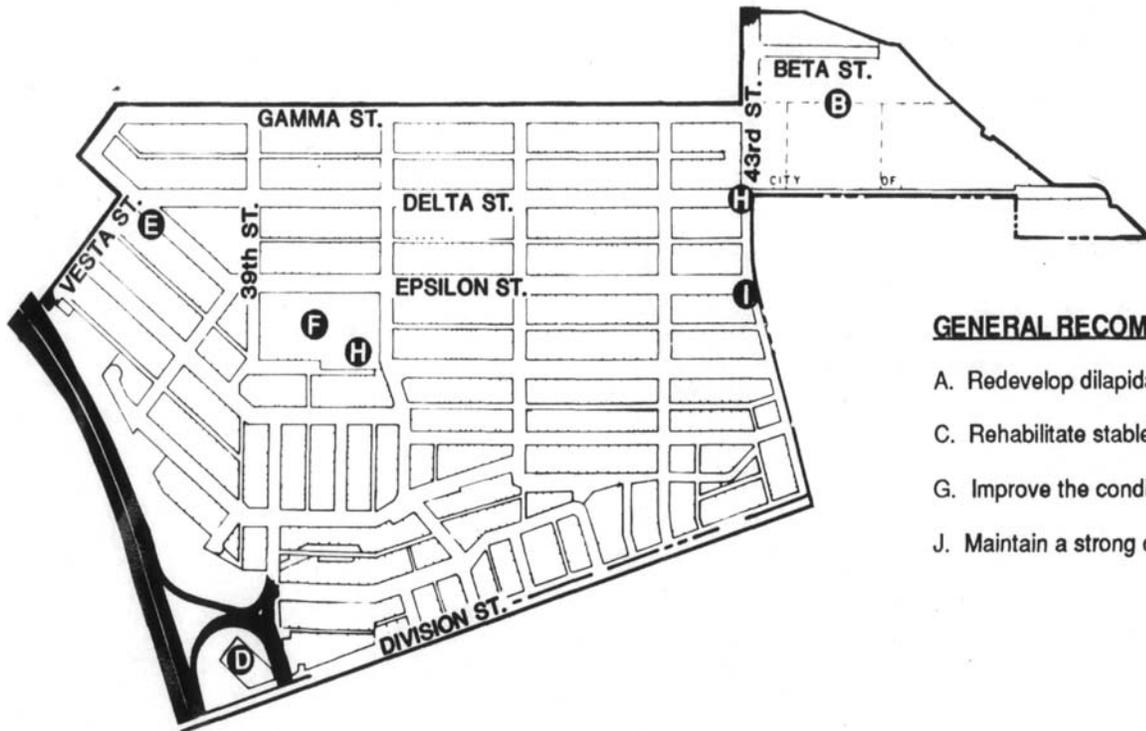
Existing Land Uses (1986)	
Type of Use	Percent
Residential	
Low Density (5-10 du/ac)	30%
Low-Medium Density (10-15 du/ac)	45%
Medium Density (15-30 du/ac)	15%
Commercial	2%
Industrial	2%
Institutional (Balboa Elementary School)	4%
Park	0%
Vacant	<u>2%</u>
	100%

## Shelltown Objectives

1. Some of the residential areas in this neighborhood should be redeveloped to improve the quality of housing available here.
2. Decrease the frequency and extent of vandalism at Balboa Elementary School.
3. Improve the safety of traveling the neighborhoods streets. The streets in this neighborhood are considered by the community to be unsafe with deficient street lighting, drug and gang problems, high crime rate and a perceived deficiency in police surveillance.
4. Improve the physical condition of the street.

The physical condition of the streets is unacceptable to the community because of the abundance of potholes, cracked pavement, and broken sidewalks.

5. Improve the streetscape along 43<sup>rd</sup> Street.



### GENERAL RECOMMENDATIONS

- A. Redevelop dilapidated residential areas.
- C. Rehabilitate stable single-family homes.
- G. Improve the condition of public streets.
- J. Maintain a strong code enforcement effort.

### RECOMMENDATIONS MAP

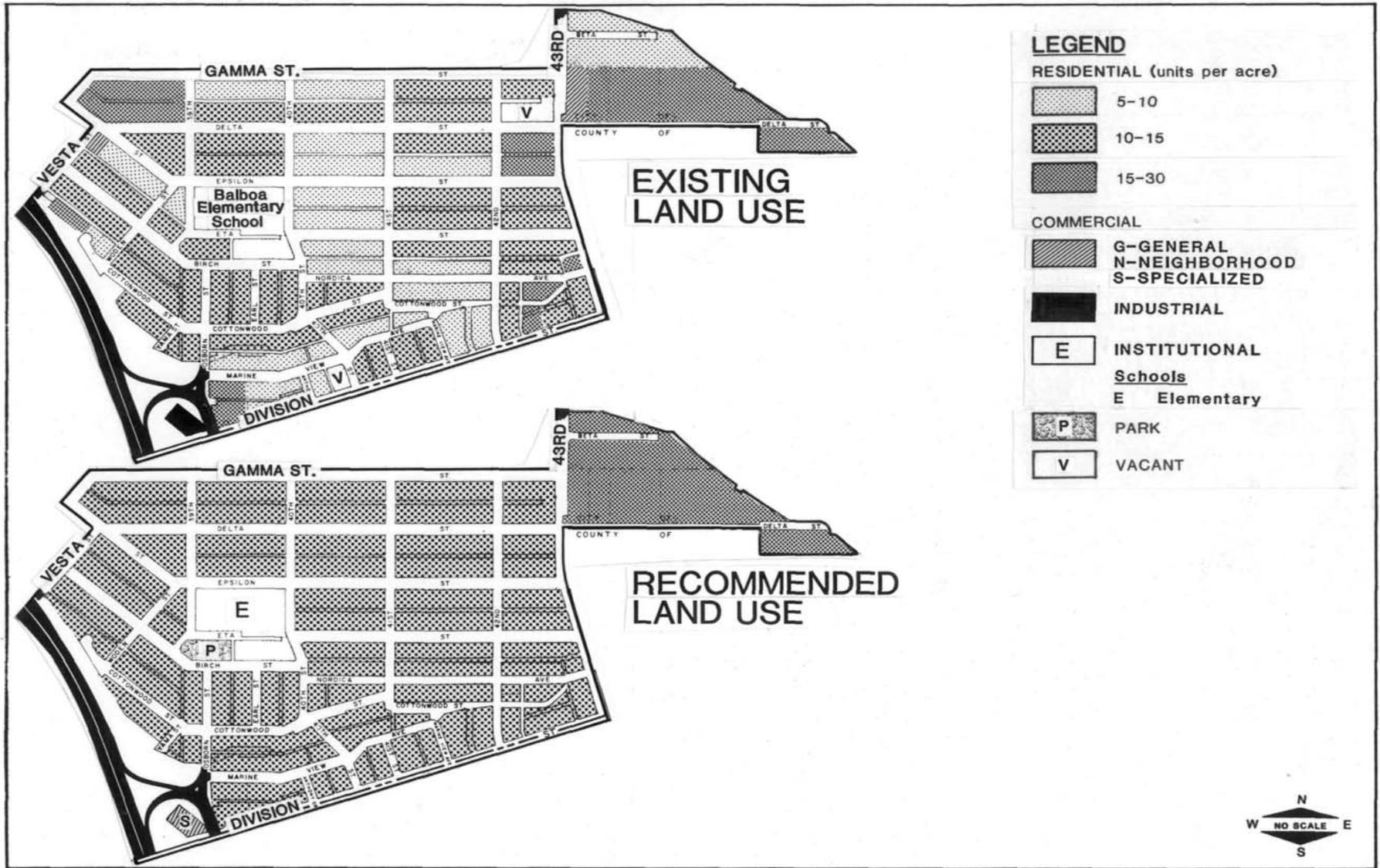
## Shelltown Recommendations

- A. Redevelop or rehabilitate dilapidated residential areas.

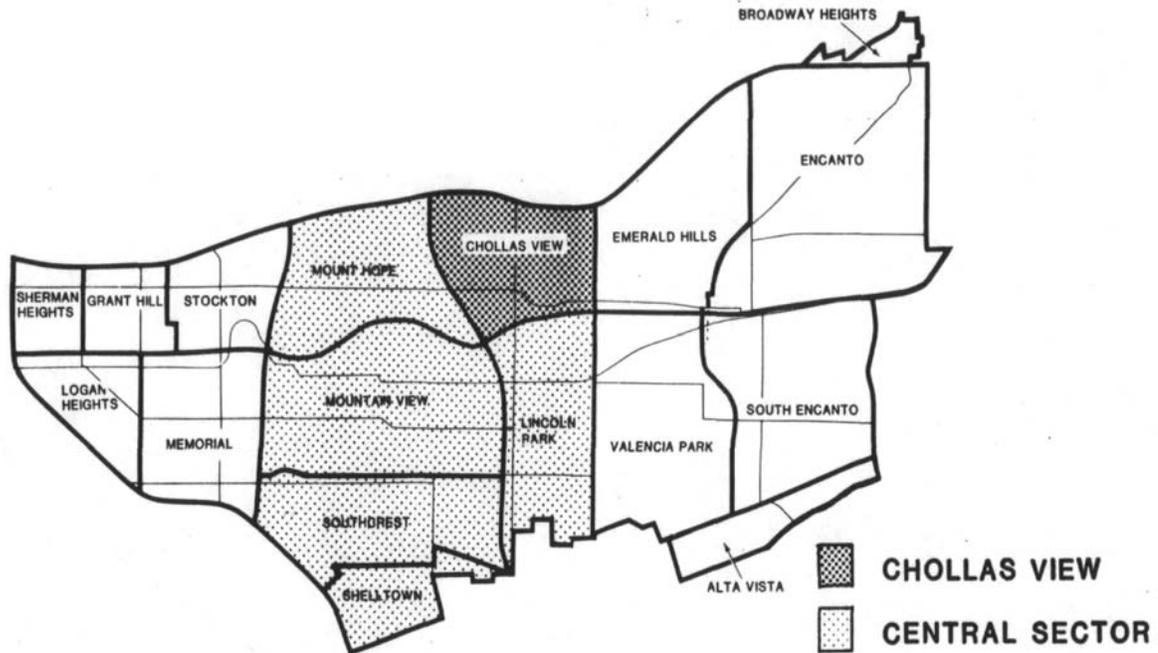
In situations where dilapidated structures now exist, demolition or rehabilitation is encouraged, thus allowing for new housing opportunities. The Housing Commission should earmark funds for this area for redevelopment use and for projects requiring the

demolition of dilapidated structures. This plan recommends densities of 10-15 dwelling units per acre, which would be compatible with the existing R-3000 Zone.

- B. Rezone the area west and south of Interstate 805, east of 43<sup>rd</sup> Street, and north of National City to a residential density of 15-30 units per acre. This zoning will follow the current pattern of development in this area.
- C. Rehabilitate the stable single-family homes. This plan proposes that the City Housing Commission prioritize rehabilitation loans to be used in this area.
- D. The southwesterly corner of the neighborhood on Division Street is presently zoned MI-B and houses a gasoline docking facility and a motel. This plan recommends a change in designation to a specialized commercial zone to prohibit the range of uses allowed in the MI-B Zone.
- E. The Southeastern corner of Delta Street and Acacia Street is presently zoned CC (Community Commercial). This plan recommends a change in designation to residential use. In the event the present businesses were discontinued, there would be no need to encourage the replacement of commercial uses since an abundance of services are available to the south in National City.
- F. Balboa Elementary School is in need of physical improvements, including a secured parking facility for staff and improvements to the existing school yard which is in poor condition due to erosion problems. Additionally, the neighborhood as a whole has a need for a recreation area, in order to increase neighborhood identity and decrease juvenile crime. Utilization of the existing yard at Balboa Elementary School should be considered in a joint project with the City of San Diego to create a mini-park and recreational area. Additional land acquisition could involve the vacation of Eta Street between 39<sup>th</sup> Street and 40<sup>th</sup> Street. The project should include plans for a shared parking lot that could be used by school personnel during operating hours. Balboa Elementary School should be rezoned to the Institutional Overlay Zone. Compatible private development re-use of the site should only be considered after public uses are found to be inappropriate. Where residential re-use is considered, the density should be 10-15 units per acre.
- G. Special attention should be given by the City of San Diego to the exceptionally poor condition of the public streets throughout Shelltown. Potholes, cracked pavement, damaged sidewalks, and junk cars are commonplace. Additionally, a regular street sweeping schedule is needed to improve the appearance and safety of the streets.
- H. A street lighting improvement district should be established, particularly for 43<sup>rd</sup> Street and the vicinity of Balboa Elementary School. This would ensure safer travel along city streets as well as act as a deterrent to neighborhood-related crimes.
- I. Forty-third Street should be included in the major corridor planting program.
- J. Continue concentrated zoning and building code enforcement in the residential areas.



## THE NEIGHBORHOOD OF CHOLLAS VIEW



### Setting

Chollas View is situated on approximately 424 acres in the north-central portion of Southeastern San Diego. The neighborhood derived its name from the abundance of the cholla cactus that covered the land. It is bounded on the north by State Highway 94, on the south by the San Diego Arizona Eastern Railroad tracks (which also serve the San Diego Trolley), on the east by Euclid Avenue, and on the west by Interstate 805.

In 1919, the Catholic Diocese opened Holy Cross Cemetery on forty acres of land between 44<sup>th</sup> and 46<sup>th</sup> Streets north of Hilltop Drive. With the recent completion of Highway 94 immediately to the north of the cemetery, the blue-domed mausoleum became a landmark of Southeastern San Diego. Holy Cross Cemetery provides a panoramic view to the north, east and west.

From 1941 to March 1942, nearly 40,000 families were in need of military housing in San Diego. In response to that need, the federal government eventually built more defense housing in San Diego than in any other American city. One of those projects was located in the Chollas View neighborhood and was located between 44<sup>th</sup> and 45<sup>th</sup> Street and "F" and "G" Streets. The project was developed as duplexes, many of which remain today. In the 1950s a neighborhood began to develop around the war housing project south of Holy Cross Cemetery.

Chollas View is divided into two subareas by Hilltop Drive, an east/west collector located in the northern portion of the neighborhood. The northern subarea, encompassing about 30 percent of the total neighborhood, is bounded on the south by Hilltop Drive and on the north by State Highway 94. The subarea is a mixture of cemetery uses, neighborhood commercial uses, single- and multi-family residential uses (5-15 units per acre), and institutional uses (Gompers Secondary and Wright Brothers Senior High Schools). The southern subarea, accounting for the remaining 70 percent of the neighborhood, is bounded on the north by Hilltop Drive and on the

south by the San Diego Arizona Railroad. The subarea is a mixture of neighborhood commercial uses, industrial uses, single- and multi-family residential uses (5-15 units per acre), public facilities (Euclid trolley station) and institutional uses (Meade, Horton, and Chollas Elementary Schools).

Existing Land Uses (1986)	
Type of Use	Percent
Residential	
Low Density (5-10 du/ac, 1 du/lot)	20%
Medium Density (10-15 du/ac, 2 du/lot)	20%
Commercial	5%
Industrial	8%
Institutional	
(Gompers Secondary, Meade Elementary, Wright Brothers Senior High, Chollas Elementary, and Horton Elementary Schools)	20%
Holy Cross Cemetery	20%
Public Parks	2%
Vacant	<u>5%</u>
	100%

### Residential

Over 3,200 people reside in Chollas View, with an overall density of about 11 dwelling units per acre. The residential areas in Chollas View are modest, with some well-maintained homes.

As mentioned above, the neighborhood was the site of a 499-unit military housing project back in the early 1940s. Although originally constructed as duplexes, the majority of the units have been converted to single-family homes.

Throughout the neighborhood, an equal number of single-family and duplex units exist. However, the majority of the duplexes (282 units) are located in the "Glenclift" subdivision which is south of Hilltop Drive between 47<sup>th</sup> and 49<sup>th</sup> Streets. The area, immediately east of the Glenclift site, is developed exclusively with single-family homes.

### Commercial

All four corners at 47<sup>th</sup> Street and Market Street have developed with commercial uses including a convenience store, a small market, and two auto repair shops. For the majority of commercial services, the residents of Chollas View shop to the north in Mid-City.

## Industrial

A variety of industrial employment centers have developed north of the railroad tracks generally between 49<sup>th</sup> Street and Euclid Avenue. Light manufacturing and warehousing/storage are included in the industrial uses. Access to the railroad tracks has been a primary attraction for these users.

## Schools and Public Facilities

The neighborhood has three elementary schools (Horton Elementary, Meade Elementary, and Chollas Elementary), and two secondary schools (Gompers Junior and Senior High School). Occupying 20 percent of the total neighborhood, Chollas View has an unusually high amount of land dedicated to school use. All of the campuses are active, with no plans for closing or change of use.

Samuel Gompers Park is a 4.82-acre developed neighborhood park that adjoins Gompers Secondary School, located north of Hilltop Drive between the school site and Carolina Lane.

## Vacant Parcels

Approximately five percent of Chollas View has remained vacant, with four major parcels totaling 15.5 acres. The first is located north of Guymon Street, west of Euclid Avenue, east of 49<sup>th</sup> Street, and south of Lise Avenue. The 4.72-acre parcel is adjacent to single-family and duplex developments to the north and west, and Horton Elementary School to the east.

Two of the other vacant parcels are located off of Market Street just east of 47<sup>th</sup> Street. The westerly parcel fronts on Market Street, while the second parcel adjoins it on the east. The two parcels, totaling five acres, are surrounded with a variety of uses including industrial to the east, medium density residential to the north, and commercial to the west and south.

The fourth vacant parcel totals approximately 4.5 acres and is located north of Hilltop and west of Euclid Avenue. This area is surrounded by residential development and is near Gompers Junior/Senior High School.

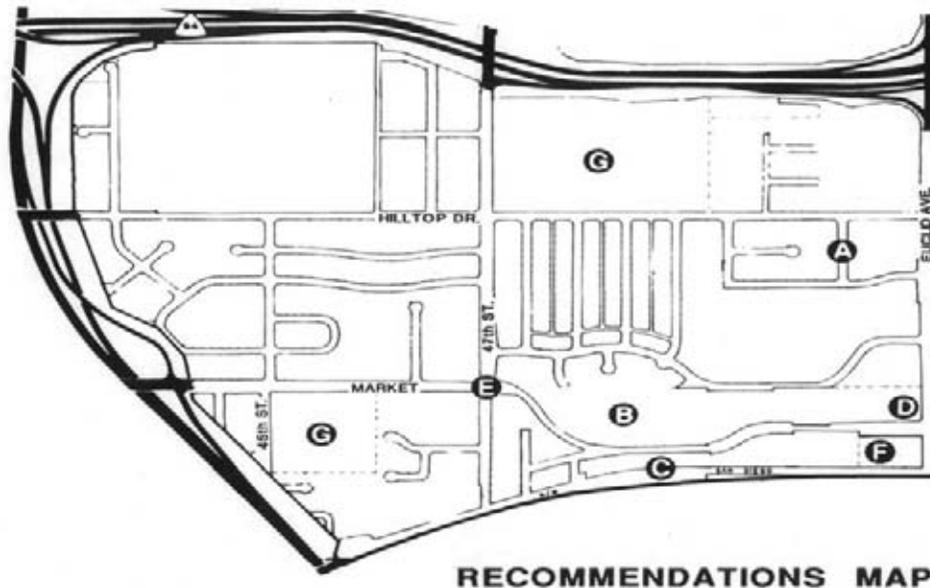
## Transportation Facilities

The neighborhood's major streets are Euclid Avenue and 47<sup>th</sup> Street, which run north and south, and Market Street and Hilltop Drive, which run east and west.

The 2.2-acre Euclid trolley station is located in this neighborhood at the southwest corner of Market Street and Euclid Avenue. This stop represents the easternmost point in the first phase of the East Urban Trolley Line and is less than one-mile east of the 47<sup>th</sup> Street/Market Street station, located in the neighborhood of Lincoln Park. The station has excellent pedestrian, bus, and automobile access along Euclid Avenue and Market Street. Euclid connects the station area to State Highway 94 about one-half mile to the north, while Market Street connects the area to Interstate 805 near the 47<sup>th</sup> Street Station.

## Chollas View Objectives

1. Preserve the existing, well-maintained single-family development east of 49<sup>th</sup> Street.
2. Improve the landscaping along Market Street and Euclid Avenue.
3. Achieve joint development with the MTDB and private businesses to develop the area adjoining the Euclid trolley station.
4. Increase the availability of commercial retail services which are sensitive to the needs of this community.



## Chollas View Recommendations

- A. Maintain the character of the low density residential area east of 49<sup>th</sup> Street.

Preserve the existing stable, well-maintained single-family homes by retaining the existing R1-5000 Zone. The development of the vacant site north of Guymon Street and east of 49<sup>th</sup> Street should consist of detached units which are compatible in scale and development pattern with existing uses to the north. Redevelop the duplex units originally built as temporary housing. The vacant parcel north of Hilltop Drive should also be developed with detached single-family residential units.

- B. Rezone the area on the north side of Market Street from 47<sup>th</sup> Street to 49<sup>th</sup> Street.

This area is presently zoned R-3000 and should be rezoned to a light industrial zone to allow for an increased intensity of development close to the trolley and adjacent to the industrial areas to the south and east.

- C. Rezone the area south of Market Street between 47<sup>th</sup> and 49<sup>th</sup> Streets to a low-medium residential density designation.

The properties bounded by Market Street on the north, 47<sup>th</sup> Street on the west, the trolley tracks on the south, and 49<sup>th</sup> Street on the east are presently zoned R-400 and should be rezoned to R-3000 or a similar zone. This recommendation is made in consideration of the existing low residential pattern of development west of this area.

- D. Rezone the northwest and southwest corner of Market Street and Euclid Avenue to a general commercial zone.

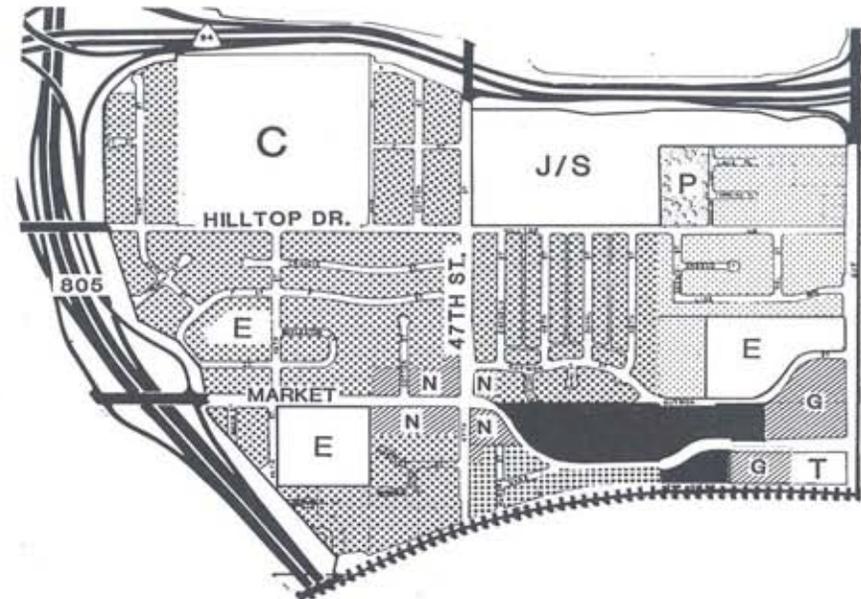
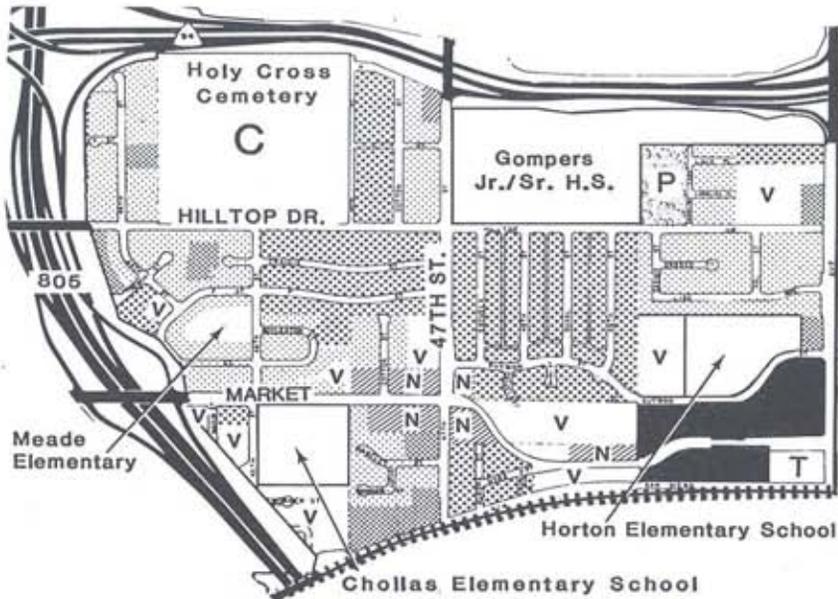
The parcels immediately northwest of the Euclid Trolley Station are presently zoned M-1A and M-1B. A general commercial designation is recommended for this site and the area to the north to allow uses including consumer goods and services, with an emphasis on services that could be provided during the day while the consumer uses the trolley for transportation, such as auto service, shoe repair, laundry services, cafes and other miscellaneous service commercial uses.

The parcels southwest of the Euclid Avenue should be rezoned for commercial use from their present industrial use designation and zoning. This is necessary to support much needed new commercial center development (Market Creek Plaza) in this important transit center area.

- E. Redevelopment funds are recommended to be targeted for commercial retail uses at the corner of 47<sup>th</sup> and Market Street.
- F. The trolley station parking lot may need to be expanded should the trolley ridership originating at this site increase. Increasing the size of the trolley parking area is recommended as demand increases.
- G. Chollas Elementary School and Gompers Junior/Senior High School should be rezoned to the Institutional Overlay Zone. These sites should only be developed with compatible private development after it has been determined that they are not needed for use as public facilities. Should residential re-use be considered, the density should be 10-15 units per acre for Chollas Elementary School and 5-10 units per acre for Gompers Junior/Senior High School.
- H. The low-medium density (10-15 dwelling units per net acre, MF-3000 Zone) multi-family portion of the neighborhood bounded by 46<sup>th</sup> Street on the west, 47<sup>th</sup> Street on the east, Hilltop Drive on the north and Market Street on the south, excluding the lots fronting on 47<sup>th</sup> Street and Market Street, should be identified as a “Special Character Multi-Family Neighborhood” that would be protected with development standards recommended by the Urban Design Element.
- I. The restoration of Chollas Creek through the Market Creek Plaza Project will provide the community with opportunities for recreation. The creek’s sloped banks should be restored with native riparian vegetation, and special features of the restoration could include an amphitheater embedded on the sloped banks of the creek. Pathways along the creek banks will provide pedestrian linkages to the community.

### EXISTING LAND USE

### RECOMMENDED LAND USE



#### LEGEND

##### RESIDENTIAL (units per acre)

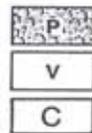
- 0-5
- 5-10
- 10-15
- 15-30

##### COMMERCIAL

- G-GENERAL
- N-NEIGHBORHOOD



- INDUSTRIAL**
- INSTITUTIONAL**
- Schools
- E Elementary
- J Junior High
- S Senior High
- T Trolley Station



- PARK**
- VACANT**
- CEMETERY**



**OPEN SPACE**



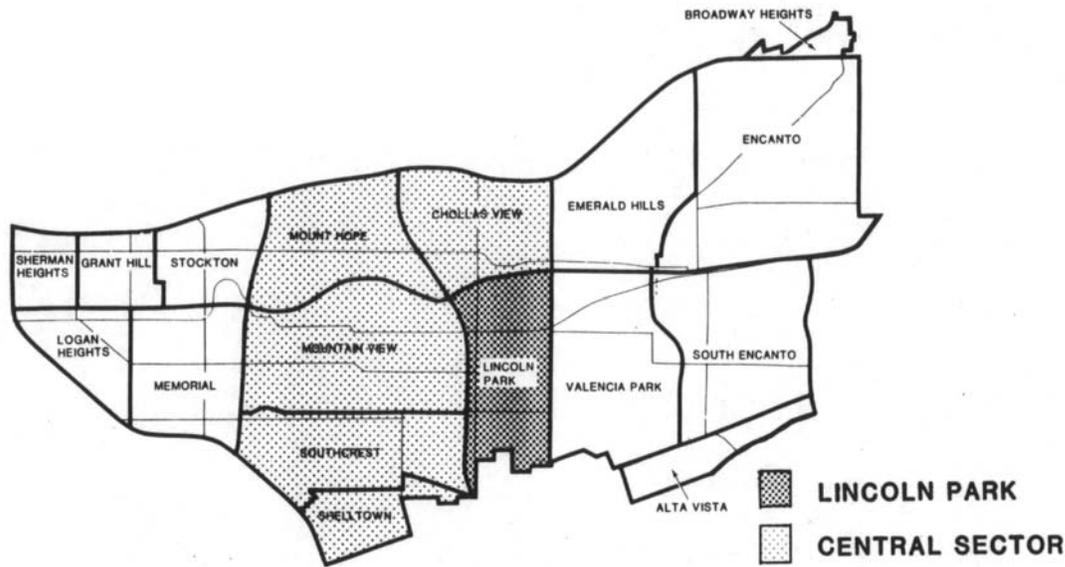
## CHOLLAS VIEW

SOUTHEASTERN SAN DIEGO

CITY OF SAN DIEGO · PLANNING DEPARTMENT

FIGURE 37

## THE NEIGHBORHOOD LINCOLN PARK



### Setting

Lincoln Park is situated on approximately 477 acres in the eastern portion of Southern San Diego. It is bounded on the north by the San Diego Arizona Eastern Railroad tracks (now the San Diego Trolley line), on the south by the city of National City, on the east by Euclid Avenue, and on the west by Interstate 805.

Lincoln High School, named after Abraham Lincoln, continues to serve as a focal point for the neighborhood. As is true in many neighborhoods, the residents of the area associate themselves with the school, historically referring to the area as "Lincoln" and now "Lincoln Park."

The significant feature of this neighborhood is its abundance of land dedicated to public schools, the most dominant being Lincoln High School. The neighborhood also has two elementary schools—Harley Knox Elementary School and John F. Kennedy Elementary School. Another landmark is the oasis-like landscaping of the 230-unit El Rey Trailer Park which is planted with 100-foot-high palm trees. The park is the first development seen to passengers on the Euclid Line of the San Diego Trolley as it travels east past Interstate 805.

The area contains a wide range of topographic features, including rolling hills, mesa tops and floodplains. Due to the abundance of rolling hills, many properties enjoy views, particularly the two-story apartment buildings.

Approximately 3,500 people reside in Lincoln Park with an overall density of about 17 dwelling units per acre. The population density is the highest in the Southeastern San Diego community.

### Existing Land Uses

Lincoln Park is divided into three subareas, divided by major east/west corridors. The northern subarea, defined on the south by Imperial Avenue and on the north by the trolley line, is predominantly residential. At the southwest corner of 47<sup>th</sup> Street and the trolley line, the 47<sup>th</sup>

Street trolley station shares a parking lot with the Church of God. This station is the first stop on the trolley line after the trolley has exited the cemetery area in Mount Hope. The eastern portion of this subarea is multi-family housing with densities averaging about 25 units per acre. This subarea also includes the 230-unit El Rey Trailer Park and, just to the east of the trailer park, an 18-acre aircraft manufacturing facility. Concrete-lined Las Chollas Creek passes east/west through the trailer park and the industrial facility.

Still in the northern subarea, the western portion consists of a 35-acre site that was acquired by Caltrans and was intended to be developed as the 157 Expressway, a major connector between Interstate 805 and Market Street. The concept of constructing this project has since been abandoned and the area is now being recommended for redevelopment by SEDC. The property is nearly vacant with the exception of a dozen homes that are still being rented out by Caltrans. A majority of the property is impacted by flooding and drainage problems associated with Las Chollas Creek. The creek flows through a concrete lined channel through the developed areas of Lincoln Park, but is in its natural state as it passes by the 157 Expressway property.

Imperial Avenue west of Euclid Avenue is occupied by a variety of neighborhood-serving commercial uses. Eating establishments and other local retail shops line this strip commercial development. The strip commercial has a perimeter road of its own with a median separating it from Imperial Avenue. Within this easement, a majority of the off-street parking is provided for the retail uses.

This design removes the slower moving cars from the fast moving pace of Imperial Avenue. Lincoln High School, also fronts on Imperial Avenue, and John F. Kennedy Elementary School, with a four-acre park, is located one block south. Although the schools are on level ground, the properties to the south and east are very hilly, creating a challenge for infill development.

The residential area south of Imperial Avenue and north of Oceanview Boulevard is the oldest area in the Lincoln Park neighborhood. Many of the streets have poor road surfaces or are even unpaved and many lack any sidewalks, curbs or gutters. A vacant ten-acre site fronting on Euclid Avenue is surrounded by single- and multi-family developments.

Nearly all of the low density residential development is south of Oceanview Boulevard. A large cluster of over 400 single-family homes is just south of Logan Avenue between 47<sup>th</sup> Street and Euclid Avenue. The high density developments are in the vicinity of Imperial Avenue and Euclid Avenue and along Logan Avenue. An abundance of multi-family housing exists in this neighborhood.

The southern subarea is bounded by the city of National City on the south and is occupied primarily by single-family homes. Large apartment complexes are also in existence on Logan Avenue and 47<sup>th</sup> Street. In the center of this subarea is Harley Knox Elementary School. A recent development is the Eastridge project, located at the Southeastern corner of Logan Avenue and 47<sup>th</sup> Street. The 86-unit project is a gated single-family, attached complex. Along Logan Avenue east of 49<sup>th</sup> Street is a block of community-serving commercial uses, and a multi-family complex. The Logan-Euclid Professional Business Association has organized an active program to work for the area's improvement. This Association includes the northwest and southwest corners of Logan and Euclid Avenues.

Fire Station 12 is located on Imperial Avenue, west of Euclid Avenue. The Valencia Park Branch Library is located north of Imperial Avenue on 50<sup>th</sup> Street and is planned to be relocated to the corner of 51<sup>st</sup> and Market Streets.

Existing Land Uses (1986)	
Type of Use	Percent
Residential	
Low Density (5-10 du/ac, 1 du/lot)	25%
Low-Medium Density (10-15 du/ac)	20%
Medium Density (15-30 du/ac)	5%
Industrial and Commercial	15%
Institutional (public schools)	15%
Vacant	15%
Parks	5%
	100%

### Lincoln Park Objectives

1. Retain the existing single-family development as islands of well-maintained housing, while encouraging redevelopment of dilapidated housing. Increase homeownership opportunities.
2. Redevelop the vacant 157 Expressway land for residential use, while encouraging homeownership opportunities.
3. Improve the appearance of major transportation corridors including the trolley through improved landscaping.
4. Retain viable existing businesses along major streets including Imperial Avenue, Euclid Avenue, and Logan Avenue, encouraging rehabilitation.
5. Expand community-serving commercial activities.

Lincoln Park lacks adequate commercial facilities such as supermarkets, pharmacies, clothing stores and other outlets that would satisfy the needs of a neighborhood. Full service shopping facilities are several miles away in National City, while other retail services are grossly inadequate. Very few employment opportunities exist in Lincoln Park at the present time.

6. Retain the hills and canyons of the neighborhood.
7. Incorporate neighborhood changes to decrease the crime rate.

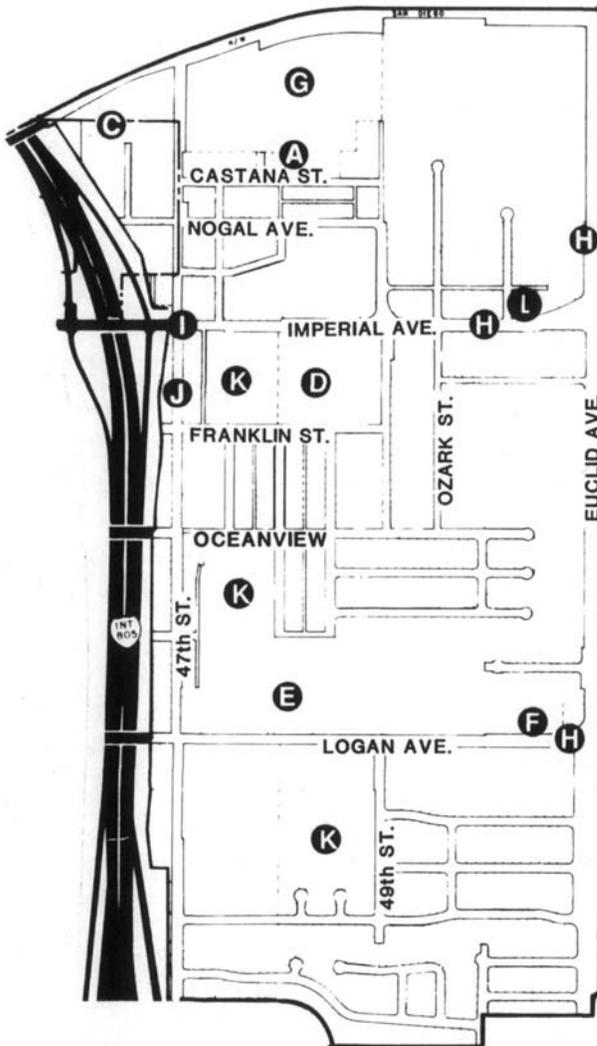
An excessively high crime rate, together with drug and gang problems associated with the schools, has affected the safety of the streets and has increased the need for police surveillance. The crime rate in this area is high. In a study conducted by CIC Research, Inc., in 1981 of the entire Southeastern San Diego community, two-thirds of the 600 respondents indicated that crime or juvenile delinquency was a problem in the community. The statistics on crimes committed in the neighborhood and its immediate surroundings show grounds for the concern voiced by the citizens. San Diego Police Department figures for 1984 violent crimes committed shows a rate per 10,000 persons of 117.5 which is nearly double the citywide rate of 61.1.

### Lincoln Park Recommendations

- A. Redevelop the 157 Expressway for residential and a small amount of commercial uses.

Redevelopment of the vacant 157 Expressway land is the highest priority for this neighborhood. SEDC is in the process now of completing the Central Imperial Redevelopment Project report which will outline specific projects and programs that will assist in the development of this area. The project area includes the majority of the Lincoln Park neighborhood, running as far south as Oceanview Boulevard.

Townhouse and courtyard designs are encouraged, with a recommendation that the development plans call for a division of dwellings into clusters, perhaps grouped around small courtyards. A majority of the development should be oriented toward home ownership. Large multi-family developments should be avoided. The Planned District legislation should outline a discretionary process to be used in the review of larger projects within the 157 Expressway. Street vacations and lot consolidations are strongly recommended in order to maximize redevelopment opportunities.



### RECOMMENDATIONS MAP

#### GENERAL RECOMMENDATIONS

- B. Maintain a strong code enforcement effort.

- B. Stabilize and improve the neighborhood through continued enforcement of the zoning and building codes.

The ongoing Project First Class Zoning and Building Code Enforcement, alley improvement, and litter control programs should be continued. The central subarea of Lincoln Park is particularly needy in this regard.

- C. Retain the R-3000 designation for the property south of the 47<sup>th</sup> Street trolley station.

The 47<sup>th</sup> Street park and ride trolley station is located just south of the railroad tracks on 47<sup>th</sup> Street. Just to the west of the trolley station is a 2.6-acre site on MTDB-owned land. To the south of the trolley station and along 47<sup>th</sup> Street is the Church of God which now shares the parking facilities at the trolley stations. South of church and north of Las Chollas Creek is a 1.5-acre site. This site should be developed by the standards of the R-3000 Zone.

- D. Rezone the residential area south of Imperial Avenue and north of Oceanview Boulevard to R-2500 and R-3000 or similar zones, with the exception of the properties south of Holly Street and west of Euclid.

This plan recommends that the designation for the residential area south of Imperial Avenue and north of Oceanview Boulevard be revised in density from the existing R-1500 Zone to R-2500 and R-3000 zones. This designation would allow residential densities of 15-17 dwelling units per acre. Townhouse and courtyard designs are encouraged, with a recommendation that the development plans call for a division of dwellings into small clusters of 10-15 units each, perhaps grouped around small courtyards. This revision in density would not create any non-conforming uses, but it would assure compatibility in the scale of future development.

- E. Rezone the R-1500 properties south of Oceanview to R-2500. This recommendation is made in recognition of the existing pattern of development, and to minimize the spot zoning pattern that presently exists.

- F. Rezone the YWCA site to reflect its institutional use.

The YWCA on the south side of Logan Avenue just west of Euclid Avenue is recommended to be rezoned to reflect its institutional use, with an alternative community commercial zone.

- G. Retain the El Rey Trailer Park as a mobile home park overlay zone.

The El Rey Trailer Park should be retained with a mobile home park overlay and be rezoned from the existing R-1500 Zone to the R-3000 Zone, in order to properly reflect the existing land use density.

- H. Revitalize the commercial corridors through loans and the establishment of a Business Improvement District.

New commercial development needs to provide sorely needed community-serving commercial services. This development should be focused at the intersections of Imperial Avenue and Euclid Avenue, and Logan Avenue and Euclid Avenue. Euclid Avenue is a highly traveled north/south corridor that carries thousands of potential customers every day. The recent opening of the trolley station at Euclid Avenue and Market Street will further increase the number of people utilizing this major street.

Along the commercial corridors, a commercial revitalization program to assist existing businesses and business properties should be initiated. The program should begin with organization of property and business owners into a business improvement district for the intersection of Imperial Avenue and Euclid Avenue. City assistance through public improvements (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 code enforcement and litter control.

The Logan-Euclid Professional Business Association has already organized an active program to work for the area's improvement. As an important, highly-visible intersection, Logan-Euclid can become a demonstration model for a joint private-public revitalization effort. Given the owner's initiative and willingness to invest in property improvements, the area should be given high priority for public landscape improvements through the Project First Class Landscape Improvement Program.

Logan Avenue from 49<sup>th</sup> Street to Euclid Avenue should also be given a high priority in the Landscape Improvement Program.

- I. Retain or create neighborhood and commercial zones north of Imperial Avenue, east and west of 47<sup>th</sup> Street.

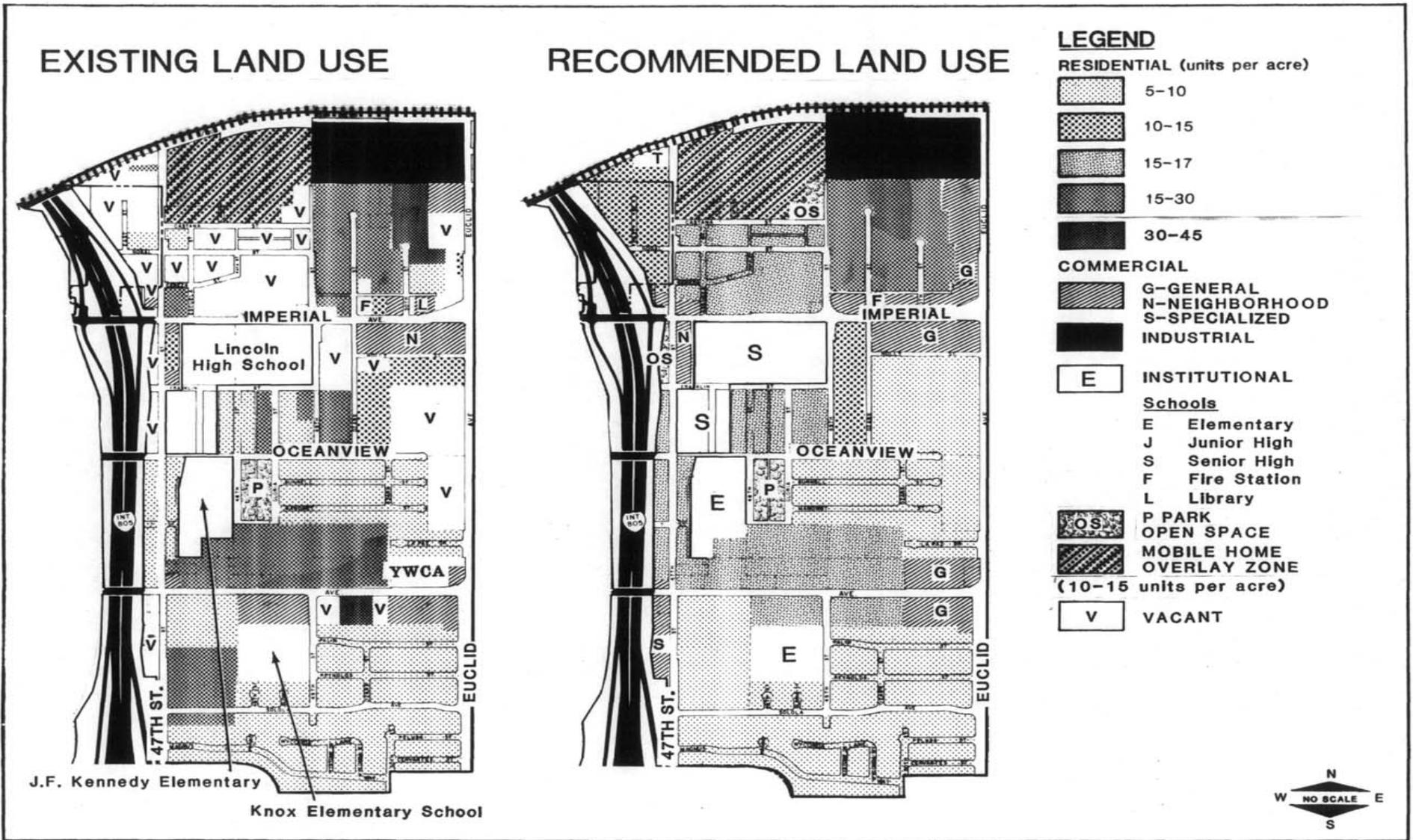
The northwest corner of 47<sup>th</sup> Street and Imperial Avenue should be retained for a neighborhood-serving commercial use. The northeast corner of 47<sup>th</sup> Street and Imperial Avenue is vacant and should be developed for neighborhood commercial use. All new development should recognize the importance of 47<sup>th</sup> Street as the visible "front edge" of Lincoln Park. Buildings on 47<sup>th</sup> Street, whether residential or commercial, should have street-facing entrances with a strong sense of the front being on 47<sup>th</sup> Street. Buildings should not turn their backs on the streets. Parking areas should not be located between buildings and 47<sup>th</sup> Street.

- J. Rezone the east and west sides of 47<sup>th</sup> Street south of Imperial Avenue to Franklin Street.

The east side of 47<sup>th</sup> Street immediately south of Imperial Avenue is currently zoned R-1500, is adjacent to the Lincoln High School recreational field, and is developed with commercial uses on both the north and south ends of the block. This block should be

rezoned to a neighborhood commercial designation to allow the infill of neighborhood serving commercial uses. The west side of 47<sup>th</sup> Street, from Imperial Avenue to Franklin Street, is an 0.33-acre vacant parcel owned by the City of San Diego. This property should be rezoned to RI-40000 and maintained by the City of San Diego as open space. Any use of this property other than open space, should require a special permit to control permitted uses and assure a quality project that relates well to the nearby school facilities.

- K. Rezone Knox Elementary School, J.F. Kennedy Elementary School, and Lincoln High School to the Institutional Overlay Zone. None of these sites should be developed with compatible private development unless it is determined that they are not needed for public facility use through the Institutional Overlay Zone review process. Where it is determined that residential re-use is appropriate, the density should be compatible with surrounding densities in the neighborhood; the density should be 5-10 units per acre for Knox and J.F. Kennedy Elementary Schools and 10-17 units per acre for Lincoln High School.
- L. When the Valencia Park Library vacates its present location on Imperial Avenue and 50<sup>th</sup> Street, the site shall be redesignated for commercial use and retain the zone CSF-2, in character with the surrounding development.
- M. The restoration of Chollas Creek through the Market Creek Plaza Project will provide the community with opportunities for recreation. The creek's sloped banks should be restored with native riparian vegetation, and special features of the restoration could include an amphitheater embedded on the sloped banks of the creek. Pathways along the creek banks will provide pedestrian linkages to the community.
- N. Rezone the area south of the trolley tracks west of Euclid and just east of the northern extension of 49<sup>th</sup> Street from industrial to commercial to support the development of a major community commercial center (Market Creek Plaza).



**LINCOLN PARK**  
SOUTHEASTERN SAN DIEGO

CITY OF SAN DIEGO · PLANNING DEPARTMENT

FIGURE 38

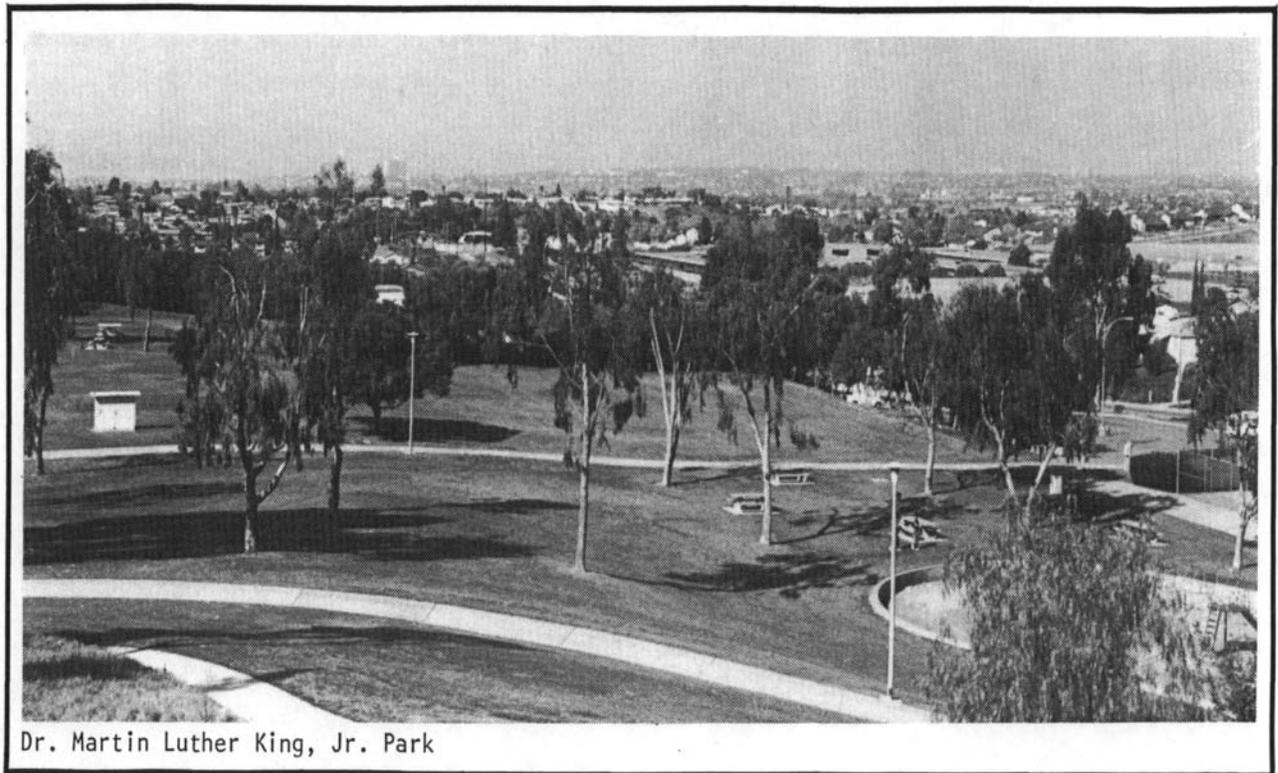
## **EAST SECTOR**

### **EAST OF EUCLID AVENUE**

Chollas View, Lincoln Park, Broadway Heights, Emerald Hills, Encanto, Valencia Park, South Encanto, Alta Vista.

The trolley East Line will have an important impact on the northern portion of this area, with park and ride stations at 47<sup>th</sup> Street, Euclid Avenue and 62<sup>nd</sup> Street.

Planting improvements are to be focused on the major street corridors on Market, Imperial, Logan, 47th and Euclid.



EAST SECTOR

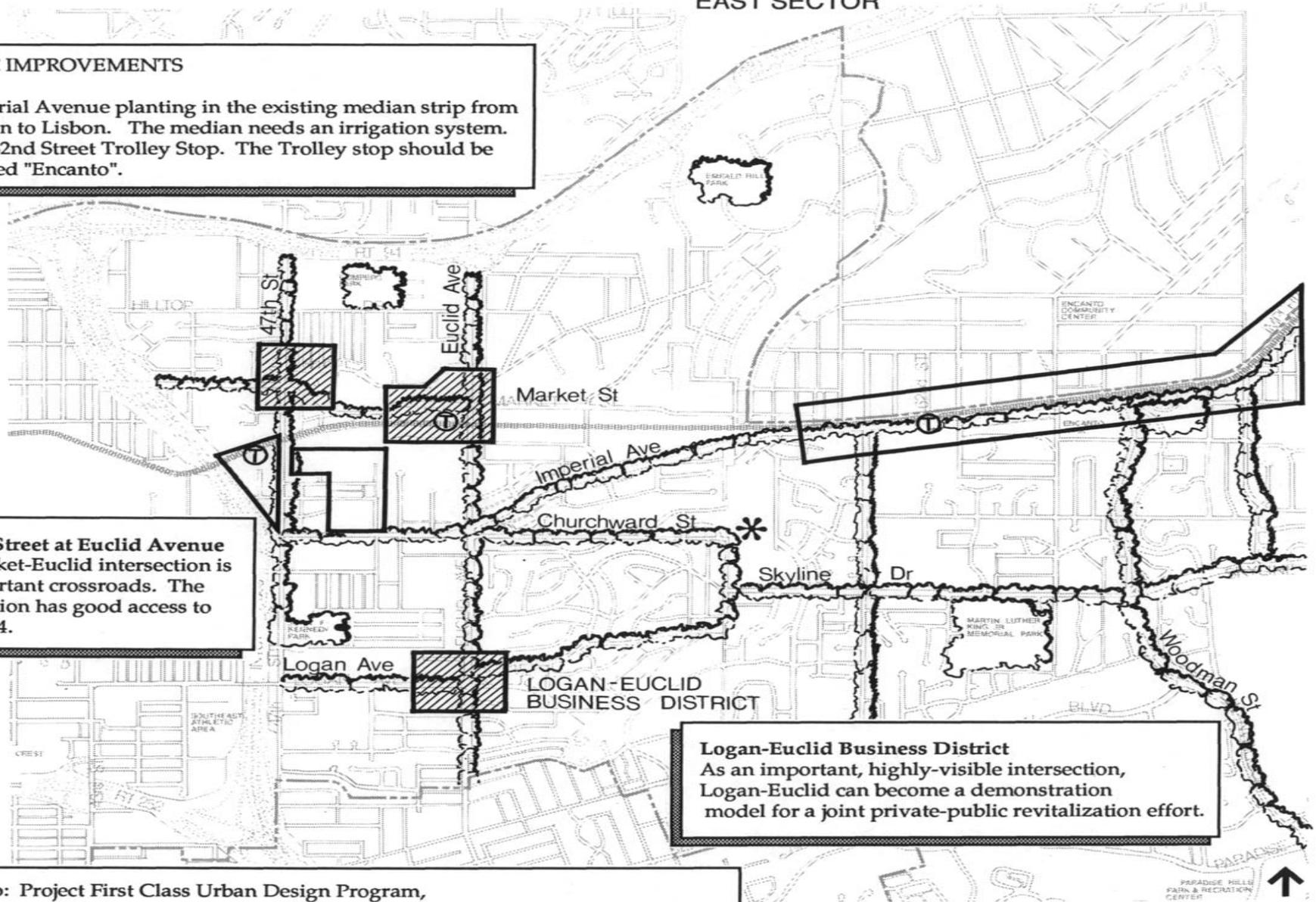
**PUBLIC IMPROVEMENTS**

1. Imperial Avenue planting in the existing median strip from Merlin to Lisbon. The median needs an irrigation system.
2. The 62nd Street Trolley Stop. The Trolley stop should be named "Encanto".

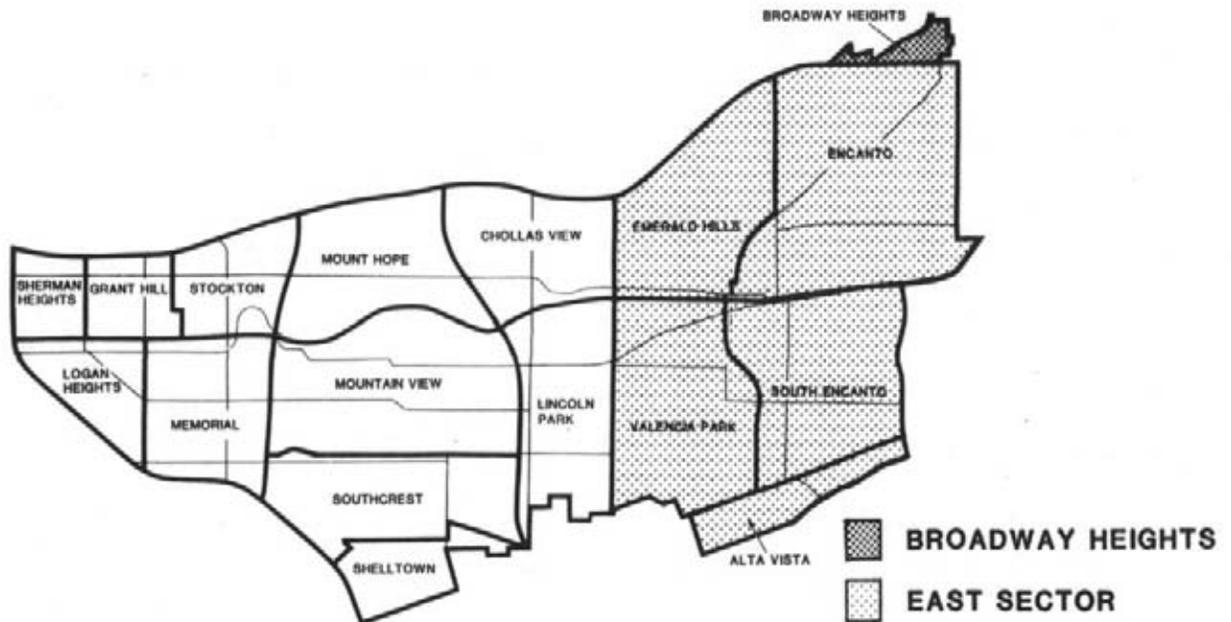
**Market Street at Euclid Avenue**  
The Market-Euclid intersection is an important crossroads. The intersection has good access to Route 94.

**Logan-Euclid Business District**  
As an important, highly-visible intersection, Logan-Euclid can become a demonstration model for a joint private-public revitalization effort.

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



## THE NEIGHBORHOOD OF BROADWAY HEIGHTS



Broadway Heights is situated on approximately 61 acres in the northeastern corner of Southeast San Diego. It is bounded on the north and east by the city of Lemon Grove, on the south by Mallard Street, and on the west by Federal Boulevard. The neighborhood is surrounded with residential development, with the exception of its westerly boundary along Federal Boulevard where heavy commercial uses are common.

The 140-lot subdivision known as "Broadway Heights" was approved in the late 1950s, with most of the homes being built around 1960. A smaller "Rancho Valle" 43-lot subdivision is immediately to the east of the Broadway Heights subdivision, and is included in this neighborhood section. The neighborhood is atop the highest peaks in the community with an average elevation of over 400 feet above sea level. The highest parcels are along Mallard Street, with the remainder of the neighborhood terraced down in the northern portion of the subdivision. Many locations have views to the north and east.

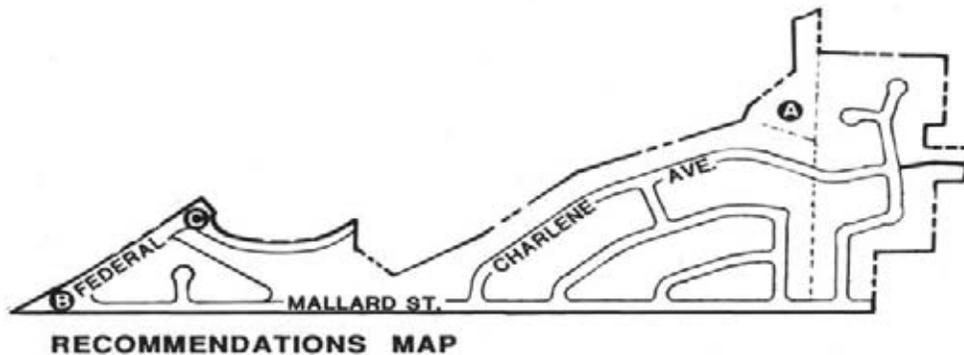
Approximately 600 people reside in Broadway Heights, with an overall density of about six units per acre. The population density is among the lowest in the Southeastern San Diego community. Nearly all of Broadway Heights has been developed for low density residential use, with one home on one lot. The homes are all contemporary stucco structures. Nearly all of the homes are in excellent condition. The neighborhood has public improvements including curb, gutter, sidewalks and streets. The majority of the residences are owner occupied. The median income is among the highest in the community. A two-acre vacant parcel zoned for agricultural use (A-1-1) is located in the northwesterly corner of the neighborhood.

The significant features of this neighborhood are its high level of public improvements, the good condition of its housing, and its views.

Federal Boulevard, which constitutes the western boundary, and Mallard Street, which forms the southern boundary, are the two major streets serving Broadway Heights. Federal Boulevard provides access to State Highway 94 and Mallard Street provides access to Federal Boulevard and 69<sup>th</sup> Street, which serves as a major north/south transportation corridor for this residential neighborhood.

### **Broadway Heights Objectives**

1. Preserve the well-kept, single-family homes.
2. Protect the natural character of the canyons surrounding the neighborhood.
3. Expand Federal Boulevard to its recommended width.



### **Broadway Heights Recommendations**

#### **A. Residential**

Maintain the character of this single-family neighborhood by preserving the RI-6000 and RI-10000 zones.

#### **B. Open Space**

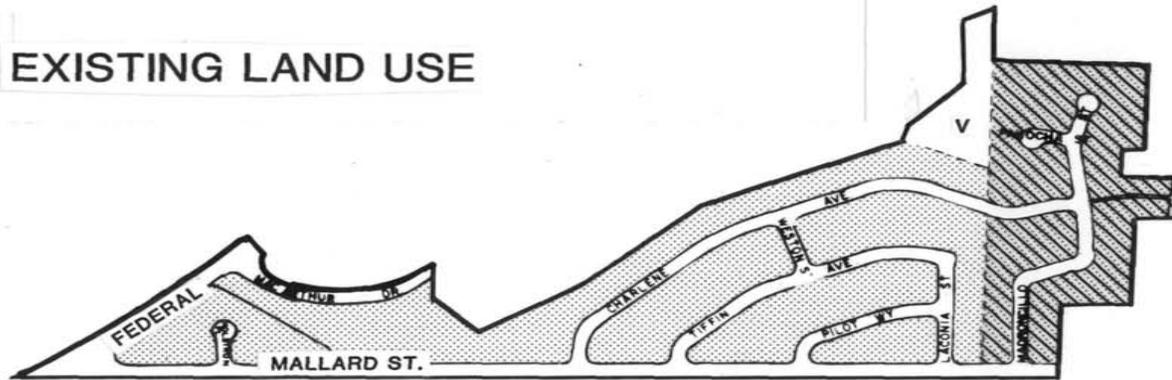
Open space preservation principles should be applied to the canyon slopes which define the neighborhood and are among its greatest assets.

The vacant 4.5-acre parcel in the northwest corner of the neighborhood should be zoned RI-40000 and is recommended for open space acquisition by the City of San Diego. If not acquired for open space, the lands with greater than 25 percent slope should be designated in the Hillside Review Overlay Zone and a Planned Residential Development Permit should be required to minimize grading and assure compatibility with the surrounding uses.

#### **C. Transportation**

Improve Federal Boulevard to a four-lane major street in order to handle future volumes as high as 16,000 vehicles per day. This should be coordinated with improvements to Federal Boulevard by the city of Lemon Grove.

**EXISTING LAND USE**



**LEGEND**

RESIDENTIAL (units per acre)

0-5

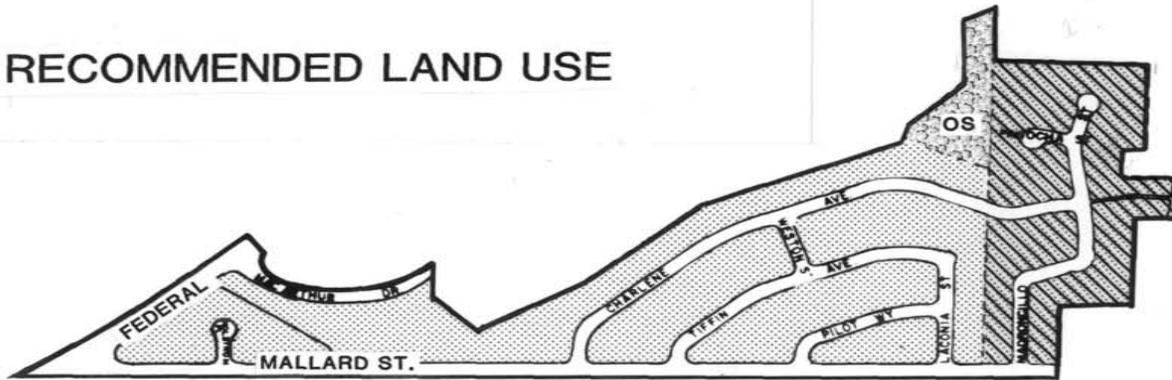
5-10

OPEN SPACE \*

VACANT

\* or very low density residential (see text)

**RECOMMENDED LAND USE**

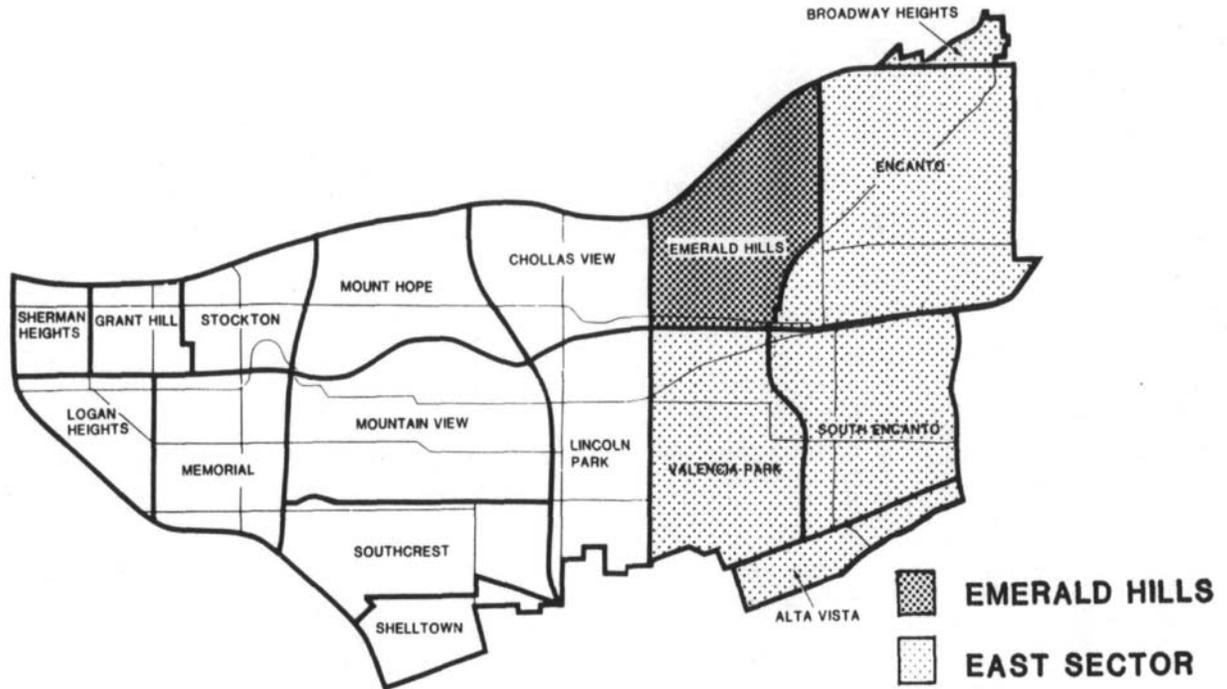


**BROADWAY HEIGHTS**

SOUTHEASTERN SAN DIEGO  
CITY OF SAN DIEGO · PLANNING DEPARTMENT

**FIGURE 39**

## THE NEIGHBORHOOD OF EMERALD HILLS



### Setting

Emerald Hills is situated across in the northeastern portion of Southeastern San Diego. It is bounded on the north by Highway 94 and Federal Boulevard, on the south by Market Street, on the west by Euclid Avenue, and on the east by 60<sup>th</sup> Street and Radio Drive. The neighborhood is separated from the surrounding areas by a freeway, major streets, and a major canyon system.

Much of Emerald Hills is very hilly and provides beautiful views. The neighborhood got its name from the Emerald Hills Country Club and Golf Course, which was established in 1959. The highest point of Emerald Hills, where transmitter towers for KSDO radio now stand, was once an ancient Indian burial ground.

The major streets in Emerald Hills include Euclid Avenue and 60<sup>th</sup> Street, which run north and south, and Market Street and Federal Boulevard, which run east and west.

The San Diego Trolley - Euclid line runs along the San Diego Arizona Eastern Railroad tracks from downtown San Diego to Euclid Avenue. Due to the presence of the trolley station, the intersection of Euclid Avenue and Market Street is expected to become a commercial center serving the eastern portion of Southeastern San Diego.

Existing Land Uses (1986)	
Type of Use	Percent
Residential	
Very-Low Density (0-5 du/ac, 1 du/lot)	50%
Low Medium Density (10-15 du/ac)	5%
Commercial	2%
Industrial	2%
Institutional	
(Johnson Elementary and Christian Fellowship Church)	10%
Public Parks	6%
City-owned Open Space	15%
Vacant	<u>10%</u>
	100%

### Residential

The residential areas of Emerald Hills are single-family with the exception of the properties fronting on Euclid Avenue where low-medium density multi-family uses (10-15 units per acre) have developed. About 40 duplex-type homes, developed back when zoning allowed such densities, are scattered throughout Emerald Hills.

The residents display a strong sense of community and pride, exhibited by the condition of their homes and the existence of neighborhood clubs and associations. Over 4,000 people reside in Emerald Hills, with an overall density of about seven dwelling units per acre. The population density is the lowest in the Southeastern San Diego community.

### Commercial

The only commercial uses in the neighborhood front on Euclid Avenue and include a gas station and a beauty salon. A wide variety of commercial services are available to Emerald Hills residents to the north in the College Grove area and to the east in Lemon Grove.

### Industrial

There are two industrial land uses in Emerald Hills. One is a public storage facility, located between Federal Boulevard and State Highway 94. The other is the KSDO transmission tower located on a peak in the northeastern corner of the neighborhood.

### Schools, Parks and Public Facilities

The neighborhood has one elementary school, Johnson Elementary School, located on Kelton Road and north of Luber Street. The school is immediately south of Emerald Hills Park, a 9.59-

acre neighborhood park, which is fully developed with two large playgrounds for small children, a lighted multi-use court (basketball or volleyball), two lighted tennis courts, restrooms, parking lot, and a paved walkway system encircling the entire park. The park also supports a native plant area, which is in the northeastern corner of the park, where it abuts the city-owned open space area on its northern boundary. The new Valencia Park Library is planned to be constructed at Market and 51<sup>st</sup> Streets abutting city-owned open space.

### Open Space

The outstanding feature of the neighborhood of Emerald Hills is the abundance of open space that has been preserved in its natural state through acquisition by the City of San Diego. About 80 percent of all city-owned open space in Southeastern San Diego is in Emerald Hills. Radio Canyon, which surrounds the neighborhood on the east and south, is a valuable natural open space area. About 75 acres of Radio Canyon have been purchased by the City of San Diego as open space. The City Council has identified the Radio-Chollas Open Space System, which includes Radio Canyon and Las Chollas Creek, as the highest priority open space acquisition lands in Southeastern San Diego.

Another major open space area constitutes the neighborhood's northern boundary and serves as a buffer between Highway 94 and the residential areas to the south. That open space, known as Emerald Vista, was purchased by the City and totals 77 acres.

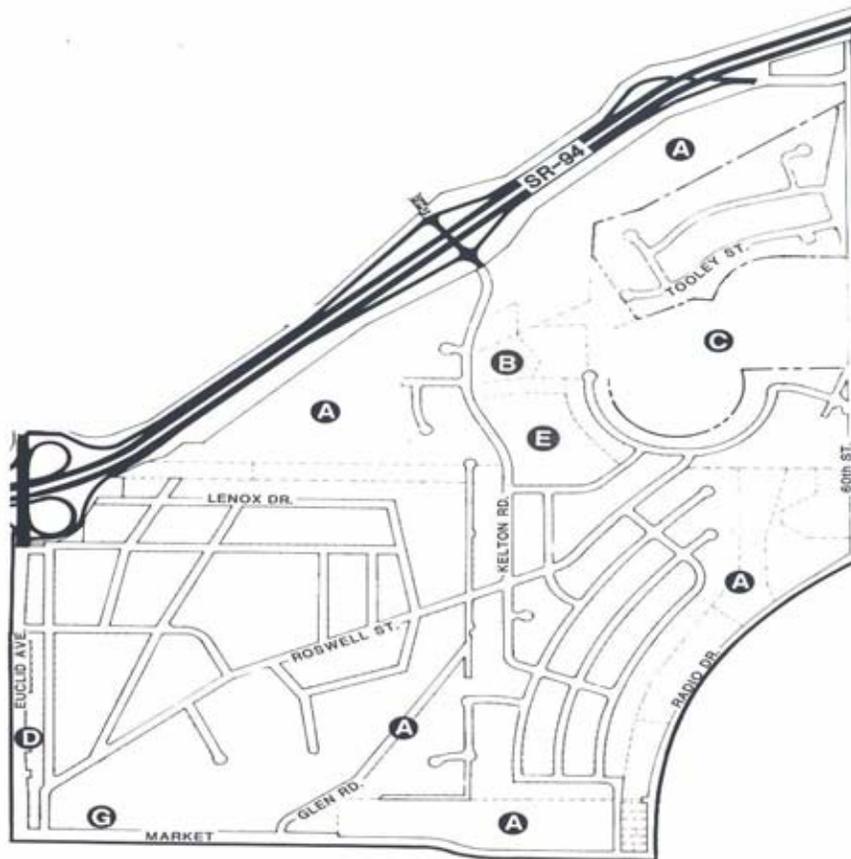
### Vacant Parcels

Two large vacant parcels remain in the neighborhood. The first is located at the northeast corner of Market Street and Euclid Avenue and is approximately seven acres. The property is zoned R1-5000, fronts on Market Street and is bounded by city-owned open space on the east, and a steep slope with residential development on the north. This site is the proposed location of the New Valencia Park Library.

The second parcel is located in the northeastern portion of the neighborhood and fronts on 60<sup>th</sup> Street. This parcel is zoned R1-10000 and is only partially developed with radio transmitter towers.

### **Emerald Hills Objectives**

1. Improve the appearance of Euclid Avenue.
2. Develop the vacant parcel fronting on 60<sup>th</sup> Street in such a way that it will minimize disturbance of the land's natural topography and vegetation.
3. Develop the vacant parcel at Market Street and Euclid Avenue in a way that compliments the trolley station across the street and is compatible with adjacent residential uses.
4. Preserve the single-family areas.



**RECOMMENDATIONS MAP**

**GENERAL RECOMMENDATIONS**

B. Retain the existing single-family zones.

**Emerald Hills Recommendations**

A. The City of San Diego should retain the city-owned open space areas in Emerald Hills.

The existence of the open space areas serve as a visual relief to the residents of the area and act to preserve a valuable natural canyon from development. Further acquisition of lands in the Radio Chollas Open Space System is recommended to occur as soon as possible to ensure retention of this valuable land. Designated open space areas should be rezoned to R1-40000 or a similar zone.

B. Retain the existing single-family residential zones (R1-5000 and R1-6000) and designate these areas for low density residential uses (5-10 units per net acre).

C. Preservation of the existing stable, well-maintained single-family neighborhood is a high priority for Emerald Hills. Community pride will continue to play a major role in the future of this neighborhood.

Rehabilitation or development in the residential areas should be required to compliment the existing scale and bulk of the existing residential development. Lot consolidations should be discouraged.

- D. Rezone the vacant parcel fronting on 60<sup>th</sup> Street to R1-20000.

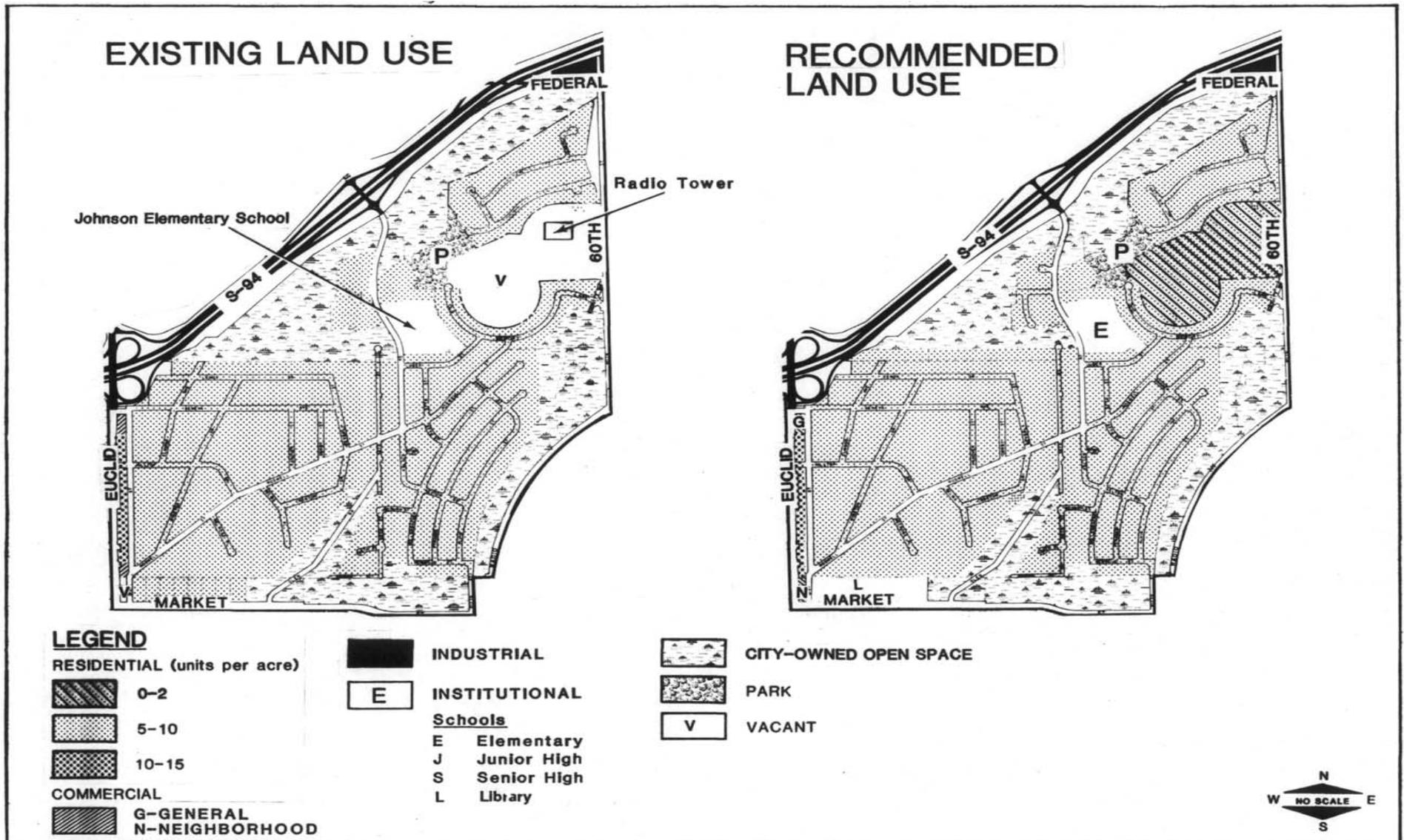
The vacant parcel fronting on 60<sup>th</sup> Street should be developed with a very-low density (0-2 units per net acre) and be rezoned from the existing R1-10000 to R1-20000. A Hillside Review Permit should be required on this site in order to ensure that disruption to the natural topography of the parcel is minimized as much as possible.

- E. Develop the properties along Euclid Avenue at a low-medium residential density.

The properties along Euclid Avenue should be developed at a low-medium density of residential development (10-15 units per net acre). Courtyard designs are encouraged, with buildings grouped in small clusters. Lot consolidations should be encouraged. Future developments should have the buildings face onto Euclid Avenue, but should be required to provide parking and gain access from 51<sup>st</sup> Street, in an effort to minimize existing traffic problems along Euclid Avenue caused by slow-moving traffic attempting to access existing driveways.

- F. Rezone Johnson 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 this site, the density should be compatible with that of the surrounding neighborhood (5-10 units per net acre).

- G. The proposed site of the Valencia Park Library, on 51<sup>st</sup> and Market Streets, shall retain its SF-5000 zoning. Its use shall be restricted to the library and uses accessory to it, and uses permitted by the underlying zoning. Alternative use of the site for single-family development, in conformance with the Southeastern San Diego Planned District Ordinance and other City ordinances, is permitted and shall not require an amendment to this plan.



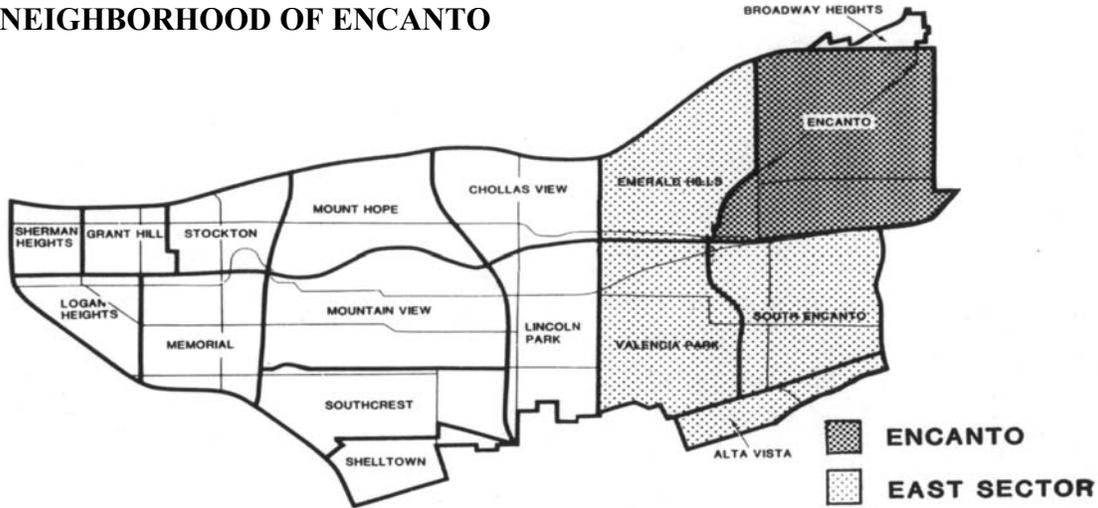
# EMERALD HILLS

SOUTHEASTERN SAN DIEGO

CITY OF SAN DIEGO · PLANNING DEPARTMENT

FIGURE 40

# THE NEIGHBORHOOD OF ENCANTO



## Setting

Encanto is situated on approximately 994 acres in the northeastern portion of Southeastern San Diego. It is bounded on the north by Mallard Street, on the south by Akins Avenue, on the east by the city of Lemon Grove, and on the west by 60<sup>th</sup> Street.

In 1889, Alice Klauber named the subdivision Encanto, the Spanish word for "enchantment." The area contains a series of natural canyons and rolling hills. Radio Canyon, which cuts diagonally from the northeast to the southwest corners of Encanto, is a major natural open space system that has been purchased by the City of San Diego for preservation as open space.

Encanto is divided into two subareas by Broadway. The northern subarea is a mixture of single-family homes on large lots, industrial uses along Federal Boulevard, and large vacant lots. The southern area, accounting for 30 percent of the total neighborhood, is bounded by Broadway on the north and Akins Avenue on the south. This area is developed with a mixture of low and medium residential densities (5-30 units per acre), commercial uses along Akins Avenue, and public facilities.

Existing Land Uses (1986)	
Type of Use	Percent
Residential	
Very-Low Density (0-5 du/ac, 1 du/lot)	80%
Low-Medium Density (10-15 du/ac)	2.5%
Commercial	1%
Industrial	2%
Institutional (Encanto Elementary School)	2.5%
Public Parks	2%
Vacant	<u>10%</u>
	100%

## Residential

Nearly 6,300 people reside in Encanto, with an overall density of about five dwelling units per acre in the northern subarea and approximately five dwelling units per acre in the southern subarea. The residential areas in Encanto are stable and quiet, with a mixture of housing conditions and types. The majority of the single-family homes are well-maintained.

The highest densities (15-30 units per acre) are north of Akins Avenue and south of Broadway where a scattering of apartment complexes have developed over the past 20 years. In many cases, these complexes are poorly maintained and landscaped, resulting in deteriorated conditions.

## Commercial

A mixture of commercial uses have developed along the north side of Akins Avenue, including a liquor store, auto storage, auto repair, and a plumbing supply yard. For the majority of commercial services, the residents of Encanto shop in Lemon Grove.

## Industrial

A variety of industrial uses have developed along the north side of Federal Boulevard and on the south side of Federal Boulevard between Winnett Street and Oriole Street. Motor home sales, a lumber yard, a contractor's storage yard, and an abandoned cable television facility are among the industrial uses. Access to State Highway 94 is a primary attraction for these users.

## Schools and Public Facilities

The neighborhood has one school, Encanto Elementary School, located at the southwest corner of Broadway and 65<sup>th</sup> Street. A City of San Diego Park and Recreation Center is located across the street to the north and east from the elementary school. The Encanto Recreation Center includes baseball fields, picnic areas, and shuffle board courts, and a senior citizen center.

## Vacant Parcels

Nearly ten percent of Encanto has remained vacant, with the majority of the parcels located in the western portion of the neighborhood, where steep slopes are common.

## Transportation Facilities

The neighborhood's major streets are 60<sup>th</sup> Street, which runs north and south, Broadway and Radio Drive, Federal Boulevard, Mallard Street and Akins Avenue, which run east and west.

The proposed Encanto Trolley Station site is located along the southern boundary of this neighborhood, between 62<sup>nd</sup> and 63<sup>rd</sup> Streets on the north side of Akins Avenue. The station site is 2.25 acres. Service to this station is part of the second phase of the East Urban Line

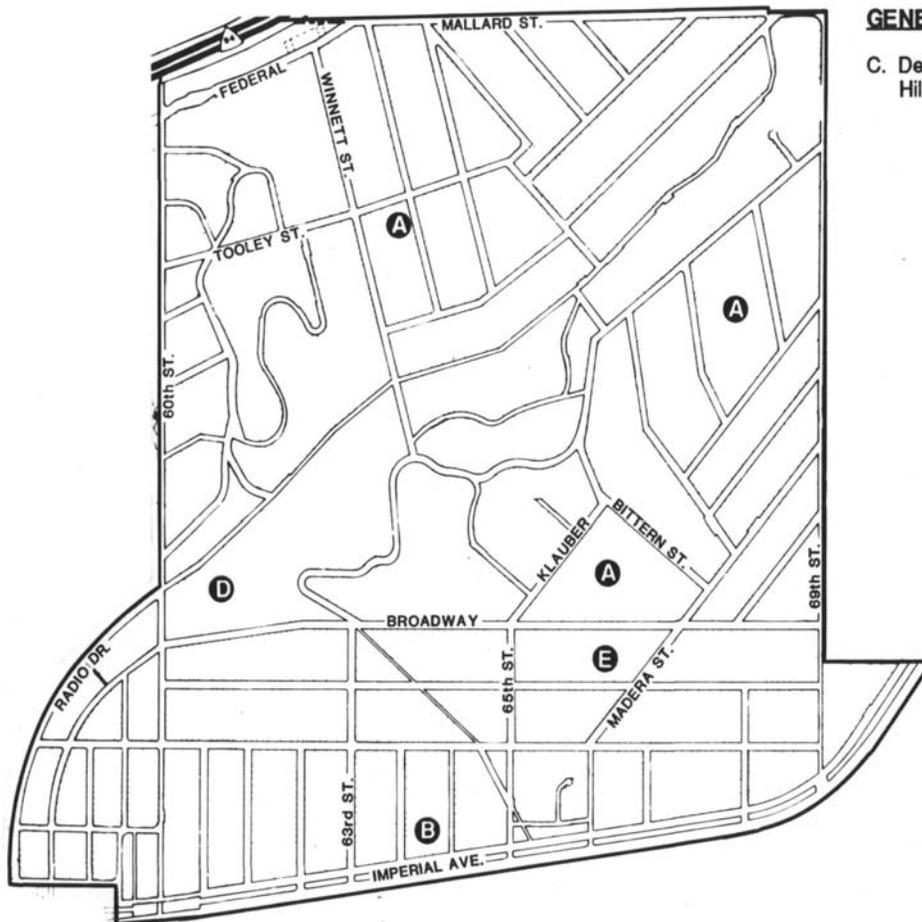
development, expected to be operational by 1988. Akins Avenue runs parallel to Imperial Avenue, with the two separated by the railroad tracks.

### Encanto Objectives

1. Preserve the existing single-family large lot development.

The large-lot, single-family neighborhoods are worthy of preservation because this type of development creates the rural atmosphere which is characteristic of Encanto.

2. Preserve the natural canyons and slopes of Encanto.
3. Improve the landscaping on both private and public land on both sides of Federal Boulevard.
4. Permit residential infill and redevelopment on the north side of Akins Avenue at densities which do not conflict with surrounding uses.



### GENERAL RECOMMENDATIONS

- C. Designate 25% or greater slopes for the Hillside Review Overlay Zone.

**RECOMMENDATIONS MAP**

## Encanto Recommendations

- A. Maintain the character of the rural single-family neighborhood by preserving the R1-6000, R1-10000, R1-15000, and R1-20000 zones.

Preservation of the rural character of Encanto's residential areas is the highest priority for this neighborhood. The existing zoning should be retained, while adding the Hillside Review Overlay Zone in areas where the slopes are in excess of 25 percent. Public improvements should include rolled curbs and natural-appearing materials in the sidewalks, in order to retain the rural character.

- B. Designate the properties north of Akins Avenue between 60th Street and 65th Street for low-medium density residential development (10-15 units per net acre).

In consideration of surrounding land uses and low density R1-6000 zoned residential development to the north, this plan recommends that properties along a portion of Akins be rezoned to a low-medium density of 10-15 units per net acre.

- C. Designate lands in excess of 25 percent slope for the Hillside Review Overlay Zone.

Most of the vacant parcels in Encanto have significant slopes and should be developed according to the standards of the Hillside Review Overlay Zone, in order to preserve as much of the natural topography as much as possible.

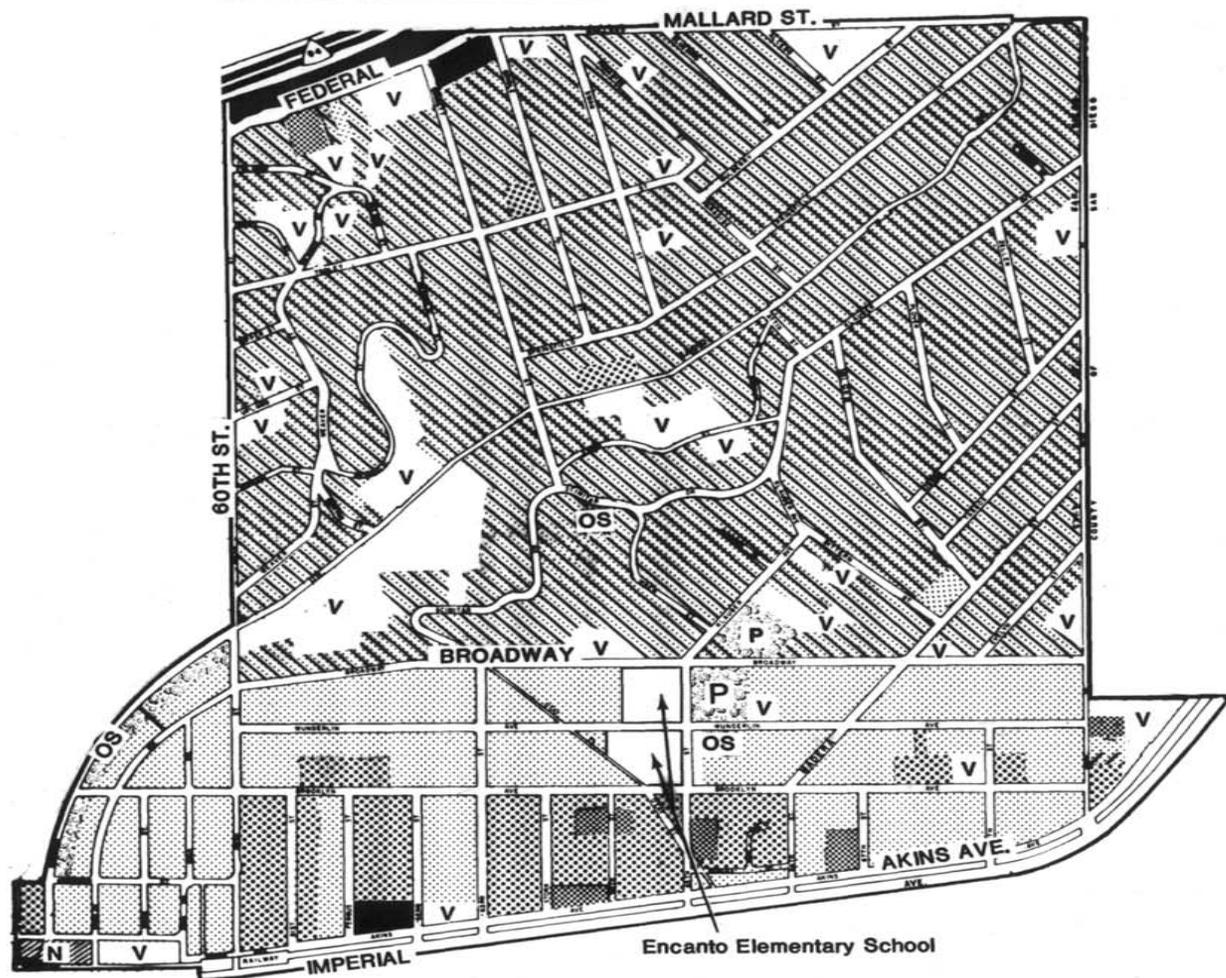
- D. Acquire the eastern branch of Radio Canyon through the City of San Diego's Open Space Acquisition Program.

The City of San Diego should purchase the remaining eastern branch of Radio Canyon as soon as possible in order to complete acquisition of this important natural open space.

- E. The Encanto Elementary School 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. In the event that residential re-use is considered, the density should be at 5-10 units per acre.

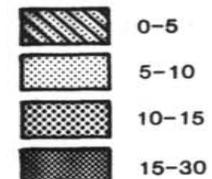
- F. Designate the 1.02-acre site at the northwest corner of Akins Avenue and 62<sup>nd</sup> Street to medium-high density at 15-30 units per acre.

# EXISTING LAND USE



## LEGEND

### RESIDENTIAL (units per acre)



### COMMERCIAL



### INDUSTRIAL

### E INSTITUTIONAL



### OS OPEN SPACE

### V VACANT

### P PARK



# ENCANTO

SOUTHEASTERN SAN DIEGO

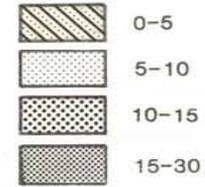
CITY OF SAN DIEGO · PLANNING DEPARTMENT

FIGURE 41

# RECOMMENDED LAND USE

## LEGEND

RESIDENTIAL (units per acre)



COMMERCIAL



E INSTITUTIONAL

Schools

- E Elementary
- J Junior High
- S Senior High
- T Trolley Station

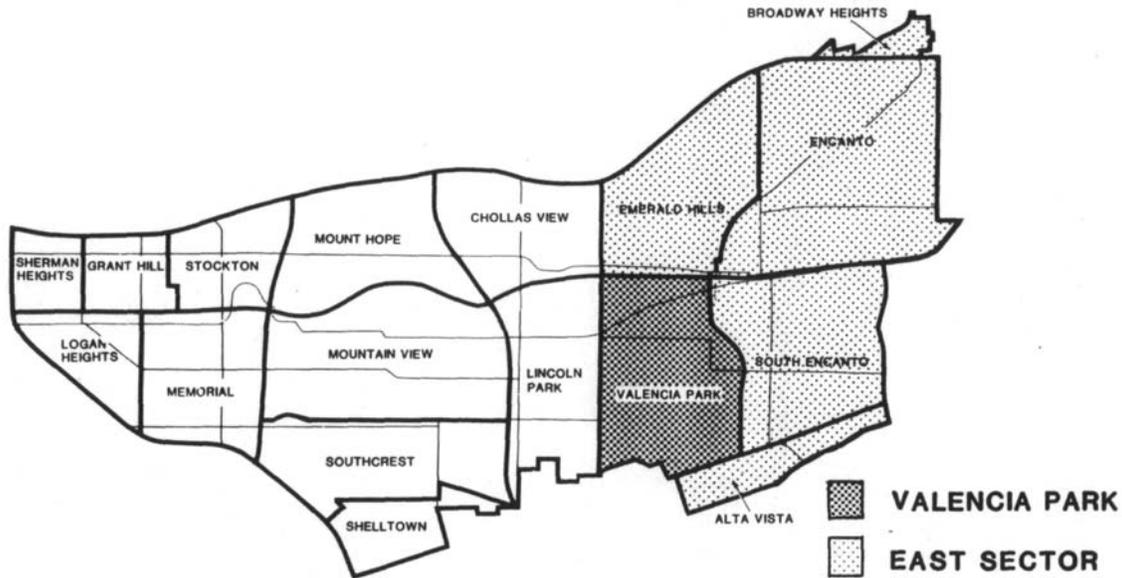


**ENCANTO**  
SOUTHEASTERN SAN DIEGO

CITY OF SAN DIEGO • PLANNING DEPARTMENT

FIGURE 42

## THE NEIGHBORHOOD OF VALENCIA PARK



### Setting

Valencia Park is situated on approximately 657 acres in the south-central portion of Southeastern San Diego. It is bounded on the north by Market Street, on the south by the city of National City and Division Street, on the east by Valencia Parkway, and on the west by Euclid Avenue.

The area contains a wide range of topographic features including steep slopes and rolling hills, plateaus, canyons and floodplains. The highest point, located in the southeastern corner of the neighborhood near 58<sup>th</sup> Street and Arroyo Avenue, provides a 360 degree view of San Diego. Valencia Canyon, located north of Valencia Park Elementary School, is a major natural open space area that is being acquired by the City of San Diego through its open space acquisition program.

The portion of Valencia Park north of Imperial Avenue is a mixture of industrial uses and medium-high residential development (30-45 units per acre). The central portion is developed predominantly with a medium residential density (15-30 units per acre). The southern part of Valencia Park is developed with a low residential density (5-10 units per acre) and public facilities.

### Transportation Facilities

The neighborhood's major streets are Euclid Avenue and Valencia Parkway, which run north and south, and Market Street, Imperial Avenue, and Churchward Street which run east and west. The City is now in the process of acquiring lands necessary to construct an extension to complete the construction of Valencia Parkway through to Market Street. At present, the Parkway ends at 59<sup>th</sup> Street, immediately north of Valencia Park Elementary School.

Although the San Diego Trolley Euclid Station is outside the neighborhood, the trolley stop, located at the intersection of Euclid Avenue and Market Street is a focal point for the eastern portion of Southeastern San Diego in the near future.

Existing Land Use	
Type of Use	Percent
Residential	
Low Density (5-10 du/ac, 1 du/lot)	70%
Low-Medium Density (10-15 du/ac)	5%
Medium-High Density (15-45 du/ac)	5%
Commercial	1%
Industrial	5%
Institutional (Valencia Park Elementary)	4%
Vacant	<u>10%</u>
	100%

### Residential

Nearly 7,500 people reside in Valencia Park, with an overall density of about ten dwelling units per acre. The residential areas in Valencia Park are stable and quiet, with a mixture of young and old families. The majority of the single-family homes are well-maintained. The highest densities (15-45 units per acre) are north of Churchward Street, in the northern and central subareas. A 90-unit trailer park is located north of Imperial Avenue, just east of 54<sup>th</sup> Street. Although the zoning varies, the residential densities south of Churchward Street are generally low with one home per lot.

### Commercial

The northeast and southeast corners of Imperial Avenue and Euclid Avenue have developed with commercial uses including a gas station and a convenience store. For the majority of commercial services, the residents of Valencia Park shop in National City.

### Industrial

A variety of industrial uses have developed south of Market Street and north of the railroad tracks east of Euclid Avenue. Light manufacturing (building materials, luggage, pottery), and warehousing/distribution (beer distribution) are included in the industrial uses. Access to the railroad tracks has been a primary attraction for these users.

### Schools and Public Facilities

The neighborhood has one elementary school, Valencia Park Elementary School, located on Skyline Drive near Valencia Parkway. The school yard serves as an eight-acre neighborhood park which has been developed with two softball fields (which can also serve as two soccer fields or three football fields). Although the fields are scheduled and programmed through the City Park and Recreation Department, the field is open to the general public.

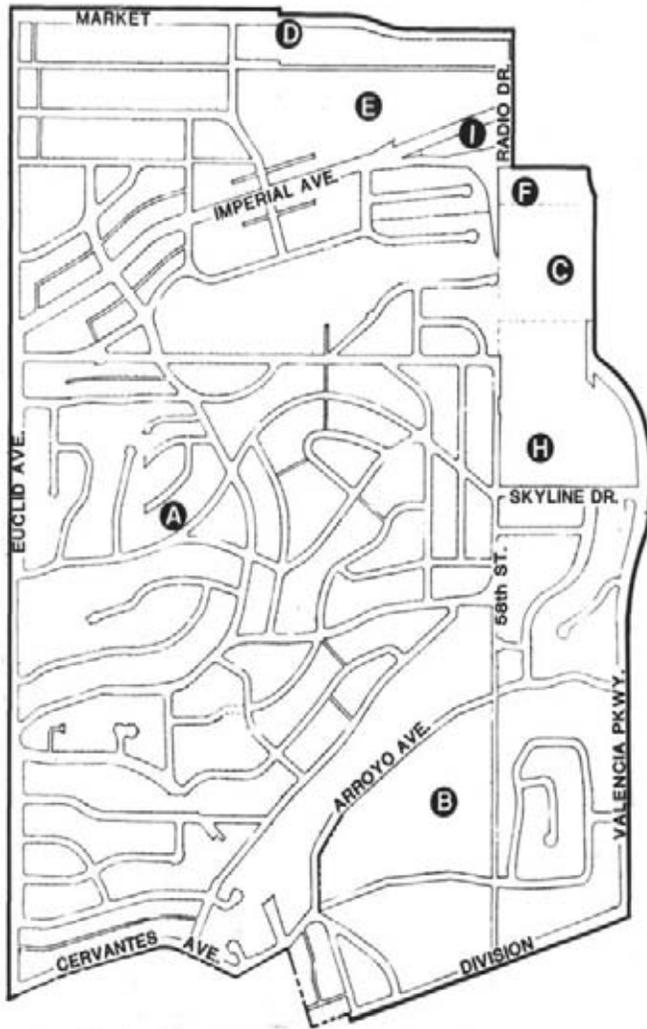
### Vacant Parcels

Nearly ten percent of Valencia Park has remained vacant, with four major vacant. The first, located south of the railroad tracks and east of 54<sup>th</sup> Street, is known as the "Potter Tract." The 13-acre Potter Tract is located in the 100-year floodplain and is several feet lower than surrounding parcels. The property had been designated for industrial use on the 1969 community plan.

The second and third parcels are west of 58<sup>th</sup> Street and south of Olvera Avenue. Both parcels are very steep. The fourth parcel is located just east of Euclid Avenue and south of Trinidad Way in the southern subarea. This acre parcel is a steep natural state canyon with a branch of Las Chollas Creek flowing through it.

### **Valencia Park Objectives**

1. Preserve the existing, well-maintained single-family development.
2. Valencia Canyon is an attractive natural canyon and should be preserved for future generations.
3. Improve the appearance of Imperial Avenue and Euclid Avenue.
4. Take advantage of the strategic location of the vacant Potter Tract to provide needed goods and services or other community-serving uses such as an employment center.
5. Ensure that move-on houses are treated in an aesthetic manner or not permitted.
6. The vacant parcels south of Arroyo Avenue and west of 58<sup>th</sup> Street should be developed in such a way as to minimize disturbance of the land's natural topography and vegetation.



**RECOMMENDATIONS MAP**

**GENERAL RECOMMENDATIONS**

G. Require special permits for all move-ons.

C. Preserve the natural state of Valencia Canyon with a rezoning to RI-40000 and through acquisition by the City of San Diego as open space.

The City of San Diego should complete its acquisition of Valencia Canyon in order to preserve this valuable resource. In the interim, the property should be rezoned to RI-40000.

D. Designate the properties south of Market Street from 51<sup>st</sup> Street to Pitta Street, and south of the railroad tracks from 51<sup>st</sup> Street to approximately San Jacinto Drive, for industrial use.

**Valencia Park Recommendations**

A. Maintain the character of the neighborhood by preserving the single-family areas and their RI-5000 zones.

Preservation of the existing stable, well-maintained single-family neighborhood is a high priority for Valencia Park. The existing RI-5000 and RI-10000 zoning should be retained by designating these areas for very-low and low residential densities (0-5 and 5-10 units per net acre). Detached units are recommended.

B. Require the use of the Hillside Review Overlay Zone in order to preserve natural hilly terrain.

The properties presently zoned RI-10,000 should be rezoned to the standards of the Hillside Review Overlay Zone. The property located east of Euclid Avenue and south of Trinidad Way should also be developed according to the standards of the Hillside Review Overlay Zone.

- E. Rezone the Potter Tract to an industrial zone.

Alternative 1. The vacant Potter Tract should be rezoned and developed with a light industrial center with some office and accessory retail uses. The tract is in a strategic location, serving as an entry into the eastern portion of Southeastern San Diego.

Alternative 2. If a light industrial center is not feasible, the vacant Potter Tract could be developed with community serving commercial uses. A rezone from industrial to a commercial use should not require an amendment to this plan. The trailer park site north of Imperial Avenue and east of 54<sup>th</sup> Street could also be rezoned in the future, without the need for a plan amendment, to allow light industrial uses similar to those in Gateway Center East. The site is too small to be redeveloped for new mobile home use and may add needed acreage to the Potter Tract for development.

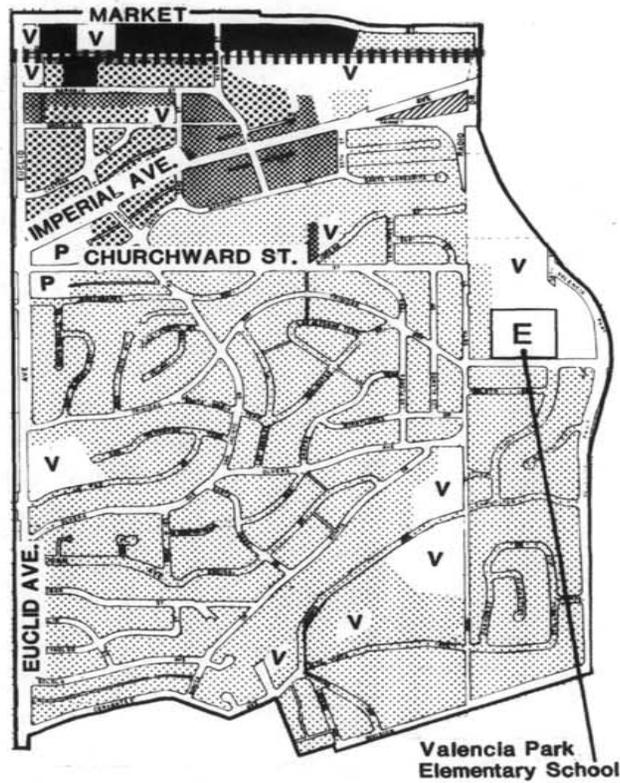
- F. Extend Valencia Parkway all the way to Market Street to give the community better north/south access.
- G. Require special permits for all move-ons.

Move-ons should be carefully regulated to ensure that the siting and character are compatible with surrounding development and that there is minimal disturbance to the natural hilly topography.

- H. Valencia Park Elementary School should be rezoned to the Institutional Overlay Zone. This site should only be developed with compatible private development after it has determined that it is not needed for use as a public facility through the Institutional Overlay Zone review process. In the event that residential development is considered for the site, the density should be compatible with the density of the surrounding neighborhood, 5-10 units per acre.
- I. The vacant site at Radio Drive and Imperial Avenue, owned by St. Steven's Church, may be developed with a senior citizen housing project subject to a Conditional Use Permit provided that such use is church-sponsored and fully subsidized. The density of the project should be compatible with the density of the surrounding neighborhood and in no case should exceed 30 dwelling units per acre.
- J. The low-medium density (10-15 dwelling units per net acre, MF-3000 Zone) multi-family portion of the neighborhood located on the north side of Churchward Boulevard between San Jacinto Drive and Manzanares Way should be identified as a "Special Character Multi-Family Neighborhood" that would be protected with development standards recommended by the Urban Design Element.

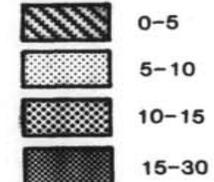
## EXISTING LAND USE

## RECOMMENDED LAND USE



### LEGEND

RESIDENTIAL (units per acre)



COMMERCIAL

G-GENERAL  
N-NEIGHBORHOOD

INDUSTRIAL

**E** INSTITUTIONAL

Schools

E Elementary  
J Junior High  
S Senior High  
P Private

**OS** OPEN SPACE

**V** VACANT



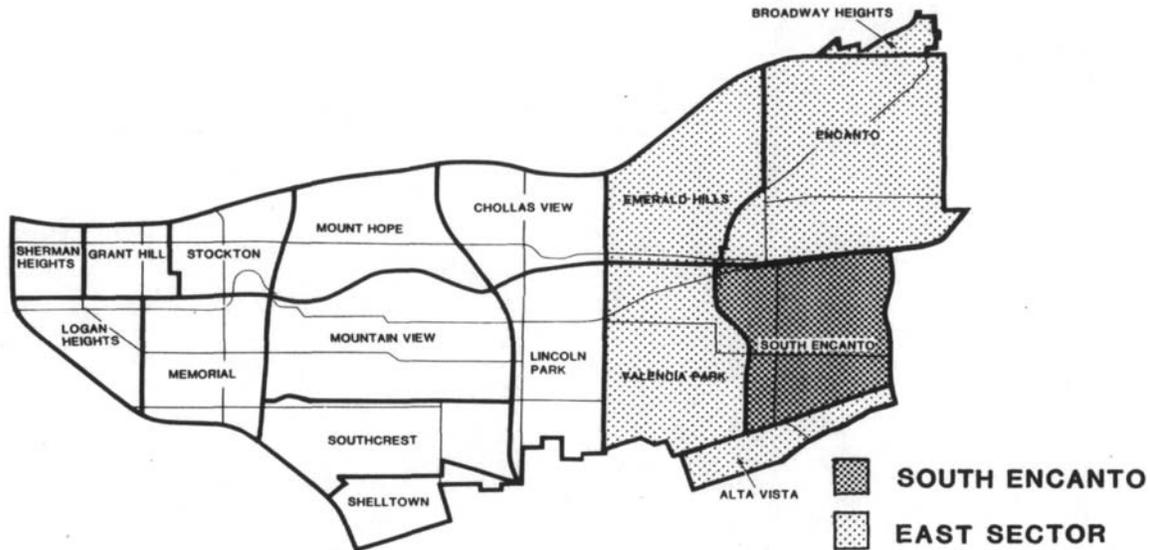
# VALENCIA PARK

## SOUTHEASTERN SAN DIEGO

CITY OF SAN DIEGO · PLANNING DEPARTMENT

FIGURE 43

## THE NEIGHBORHOOD OF SOUTH ENCANTO



### Setting

South Encanto is situated on approximately 640 acres in the southeastern portion of Southeastern San Diego. It is bounded on the north by Imperial Avenue, on the south by Division Street, on the east by Woodman Street, and on the west by Valencia Parkway. The area contains a wide range of topographic features including steep slopes and rolling hills, plateaus, and canyons.

The northern part of South Encanto includes the commercial corridor south of Imperial Avenue and low to medium density residential development (10-30 units per acre). The area south of the commercial corridor is developed with a low residential density (5-10 units per acre) and public facilities.

The neighborhood's major streets are Imperial Avenue, Skyline Drive, and Division Street which run east and west, and Woodman Street, which runs north and south.

The proposed Encanto Trolley Station site, located at 62<sup>nd</sup> Street and Akins Avenue, will serve south Encanto.

Existing Land Uses (1986)	
Type of Use	Percent
Residential	
Low Density (5-10 du/lot)	60%
Low-Medium Density (10-15 du/ac)	7%
Medium Density (15-30 du/ac)	5%
Commercial	3%
Institutional (Valencia Park Elementary School)	10%
Public Parks	10%
Open Space	1%
Vacant	<u>10%</u>
	100%

## Residential

Nearly 6,000 people reside in South Encanto, with an overall density of about ten dwelling units per acre. The area mainly consists of single-family homes. These homes are detached and well maintained. Many homes were built to overlook the natural canyons in this area.

A 254-unit mobile home park is located at 63<sup>rd</sup> Street and Imperial Avenue. The park is zoned with a mobile home overlay zone.

The highest densities (15-30 units per acre) are found in the northeastern portion of the neighborhood where three apartment complexes have been constructed.

## Commercial

A mixture of commercial uses have developed along the south side of Imperial Avenue, including several churches, a gas station, a restaurant, a print shop, a job training facility, and a variety of retail shops. For the majority of commercial services, the residents of South Encanto shop in National City and Lemon Grove.

## Public Facilities

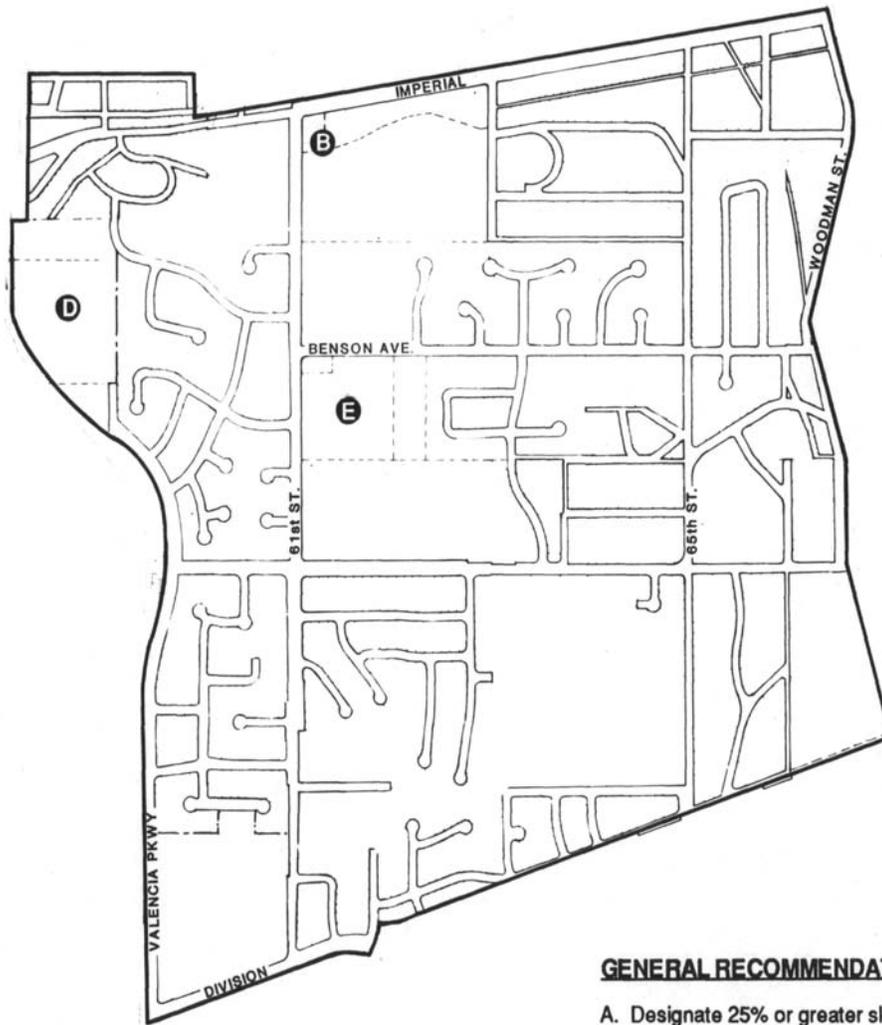
The neighborhood contains O'Farrell School of Creative and Performing Arts, located at the northeast corner of 61<sup>st</sup> Street and Skyline Drive. This school serves grades 4 through 12 and is a magnet school for fine arts instruction. The neighborhood also contains a 35-acre community park. This park is Martin Luther King Park and Recreation Center and is located south of Skyline Drive and west of 65<sup>th</sup> Street. The recreation center includes a large community center, indoor basketball and racquetball courts, and an outdoor swimming pool.

## Vacant Parcels

Approximately ten percent of South Encanto has remained vacant, with parcels scattered throughout the neighborhood.

## South Encanto Objectives

1. Preserve and protect the natural canyons and slopes of South Encanto.
2. Retain viable businesses along Imperial Avenue and encourage both rehabilitation and infill development.
3. Improve street tree landscaping in the public right-of-way along Imperial Avenue.
4. Preserve the single-family nature of the low density areas.



**RECOMMENDATIONS MAP**

**GENERAL RECOMMENDATIONS**

- A. Designate 25% or greater slopes for the Hillside Review Overlay Zone.
- C. Designate the single-family areas for low and very-low densities.

**South Encanto Recommendations**

- A. Designate lands in excess of 25 percent slope for the Hillside Review Overlay Zone.

Most of the vacant parcels in South Encanto have significant slopes and should be developed according to the standards of the Hillside Review Overlay Zone, in order to preserve as much of the natural topography as possible.

- B. Commercial revitalization and rehabilitation is recommended for the south side of Imperial Avenue, east of 61<sup>st</sup> Street.

The 1¼ -mile stretch of Imperial Avenue is proposed as a focus of public and private revitalization and redevelopment. The corridor has good potential for multi-family housing

development, and new commercial services and offices. The area will be served by the 62<sup>nd</sup> Street trolley stop immediately north of Imperial Avenue on Akins Avenue.

A commercial revitalization program should be initiated, beginning with the creation of a Business Improvement District for Imperial Avenue. Public improvements should also be made including increased lighting, landscaping, and code enforcement.

Low interest rehabilitation loans should be focused on locations where property owners are organized and will commit their own funds to improvements. Imperial Avenue should be given high priority for public landscape improvements through the Project First Class Landscape Improvement Program.

This plan recommends a recreational, visitor serving, commercial zoning for this area. Recreational-commercial zoning is intended to provide for establishments catering to the dining and general entertainment uses of the community and visitors to the community. Pedestrian orientation, landscaped walkways, and increased lighting are desired features for this commercial area.

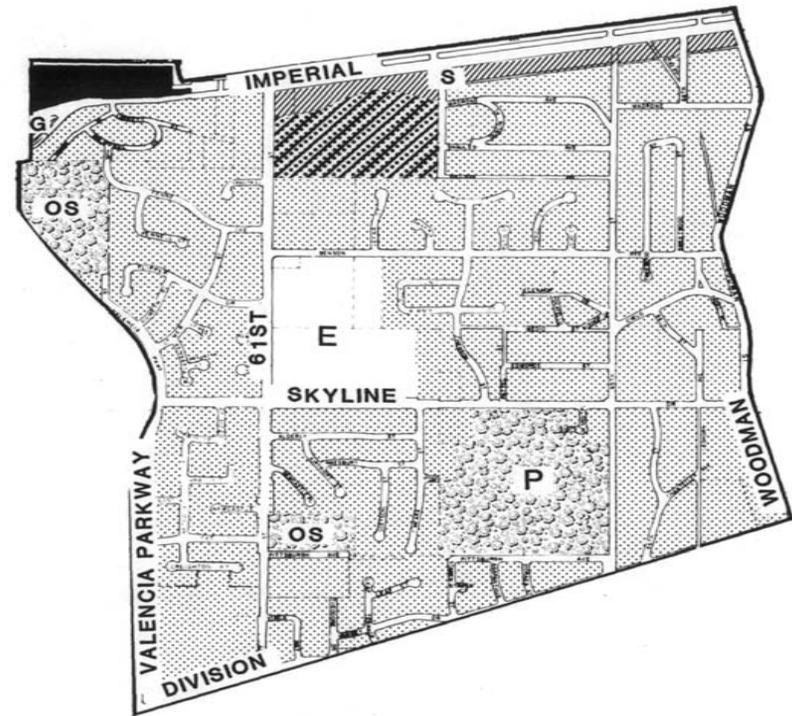
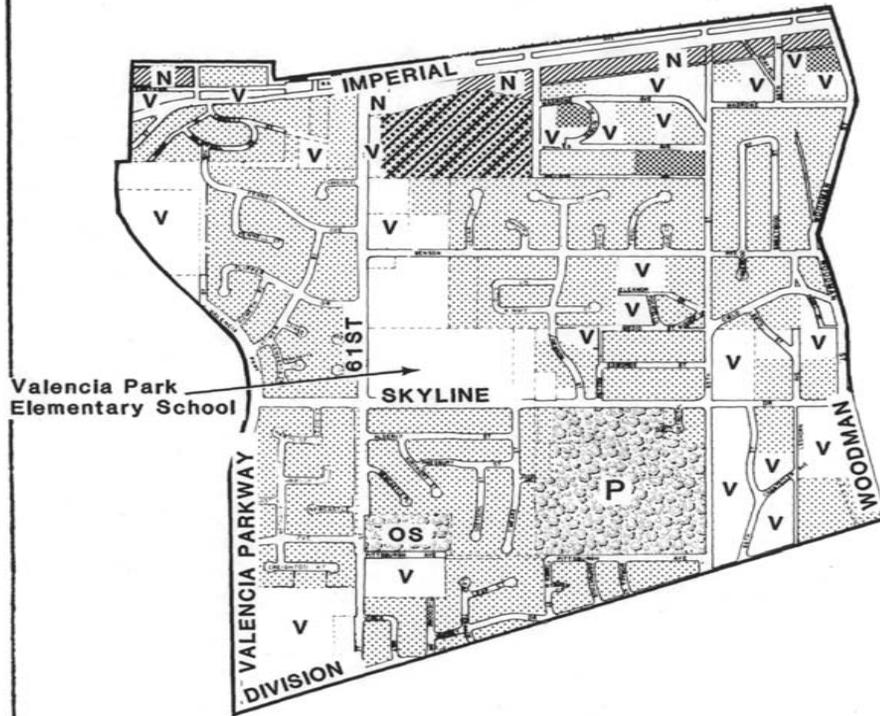
- C. Maintain the character of the neighborhood by designating the single-family areas for low and very-low densities (0-5 and 5-10 units per net acre).

Preservation of the existing stable, well-maintained single-family neighborhood is the highest priority for South Encanto. The existing R1-5000 and R1-10000 zoning should be retained. Developments within the very-low and low residential densities should consist of detached units.

- D. Rezone the area east of Radio Drive, north of Valencia Parkway, and east of 59<sup>th</sup> Street from R1-5000 to R1-40000. The City of San Diego is in the process of acquiring this area of Valencia Canyon for open space.
- E. Rezone Valencia Park 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).

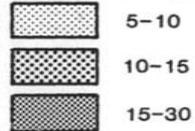
# EXISTING LAND USE

# RECOMMENDED LAND USE

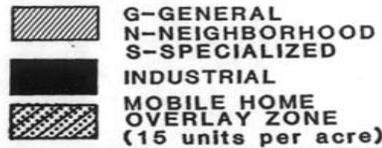


## LEGEND

### RESIDENTIAL (units per acre)



### COMMERCIAL



E

### INSTITUTIONAL

#### Schools

- E Elementary
- J Junior High
- S Senior High

OS

OPEN SPACE

P

PARK

V

VACANT



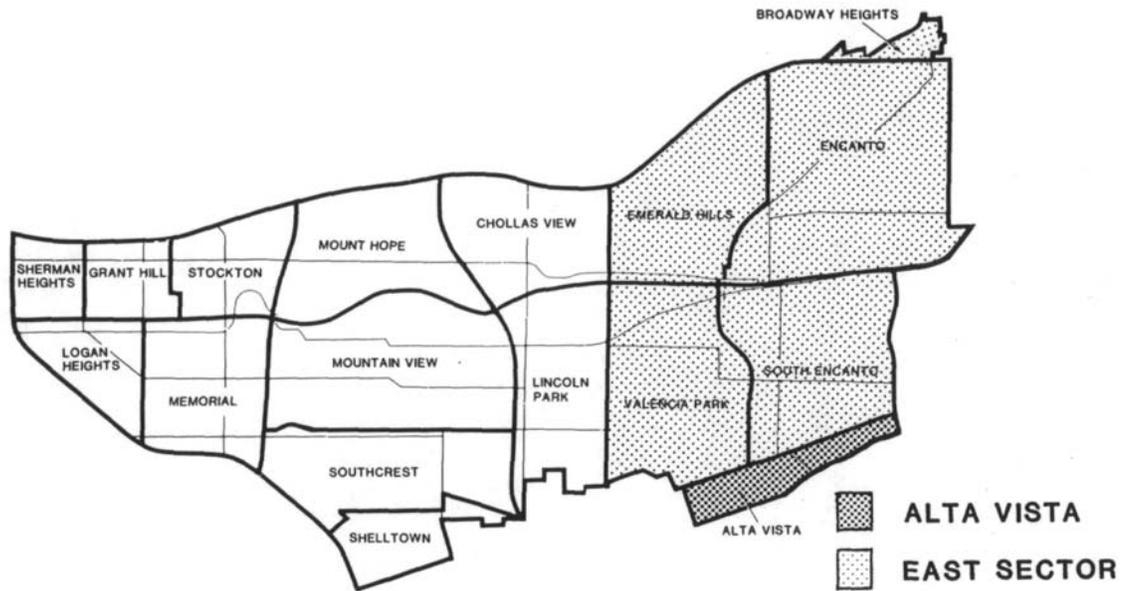
# SOUTH ENCANTO

SOUTHEASTERN SAN DIEGO

CITY OF SAN DIEGO • PLANNING DEPARTMENT

FIGURE 44

## THE NEIGHBORHOOD OF ALTA VISTA



### Setting

Alta Vista is situated on approximately 179 acres in the southeastern corner of Southeastern San Diego. It is bounded on the north by Division Street, on the south by Mariposa Place and Plaza Boulevard, on the east by Woodman Street, and on the west by the city of National City. The neighborhood is surrounded with residential development.

The subdivision known as "Alta Vista" was approved in the early 1960s, and was located in the western portion of the neighborhood. Development continued to the east during the mid-1970s and early 1980s. The neighborhood is made up of a varied terrain, with two minor creeks running north/south through the western portion of the neighborhood.

The significant features of this neighborhood are its high level of public improvements and the good condition of its housing. The neighborhood has been landscaped by private property owners, with open space areas landscaped through the original subdivision process. Public and commercial services are available to the north, south and east within the City of San Diego, and to the west in the city of National City.

The neighborhood's major streets are Division Street and Plaza Boulevard, which run east and west, and Woodman Street, which runs north and south. Division Street is currently carrying traffic volumes in excess of the City's design standards.

### Land Use

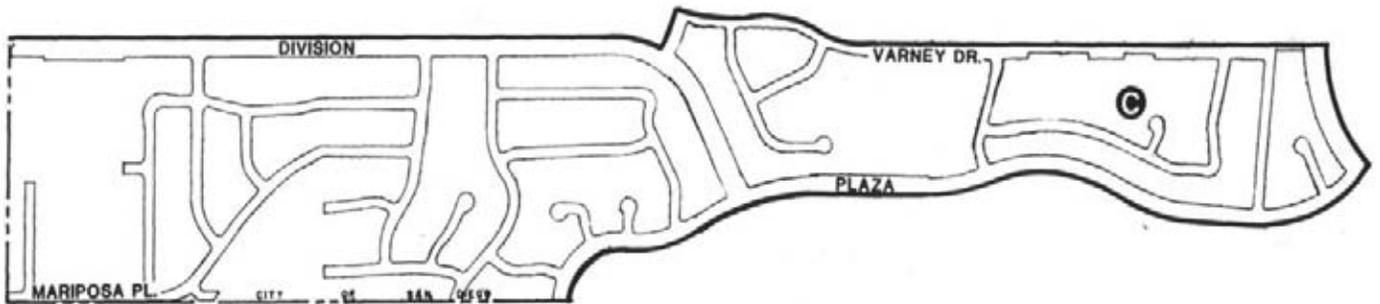
Virtually all of Alta Vista has been developed residentially with ten percent of its land still vacant, primarily due to the steep topography of these areas. Approximately 1,400 people reside in Alta Vista, with an overall density of about six units per acre. The population density is among the lowest in the Southeastern San Diego community. Seventy percent of Alta Vista has

been developed for low density residential, with one home on one lot. Nearly all of the homes are in excellent condition. The neighborhood has public improvements including curb, gutter, sidewalks, streets and street lighting. The majority of the residences are owner-occupied. The median income is among the highest in the community. The lowest densities are located in the southeastern portion of the neighborhood and are zoned R1-1000.

Existing Land Uses (1986)	
Type of Use	Percent
Residential	
Very-Low Density (0-5 du/ac, 1 du/lot)	20%
Low Density (5-10 du/ac, 1 du/lot)	70%
Vacant	<u>10%</u>
	100%

**Alta Vista Objectives**

1. Preserve the single-family development pattern with one house per lot.
2. Protect the hillsides slopes and natural topography.



**RECOMMENDATIONS MAP**

**GENERAL RECOMMENDATIONS**

- A. Maintain the single-family development pattern.
- B. Designate 25% or greater slopes for the Hillside Review Overlay Zone.

**Alta Vista Recommendations**

- A. Maintain the single-family development pattern.

Multi-family development would fail to preserve the character of Alta Vista as it is presently developed. Since this character is positive and compatible with the development

pattern of adjacent neighborhoods, the existing single-family development should be maintained.

- B. Designate lands in excess of 25 percent slope for the Hillside Review Overlay Zone. Most of the vacant parcels in Alta Vista have significant slopes and should be developed according to the standards of the Hillside Review Overlay Zone, in order to preserve as much of the natural topography as possible.
- C. Rezone the area west of Woodman, north of Plaza Boulevard, south of Varney Drive and approximately east of Plaza Taxco from a designation of 0-5 units per acre to 5-10 units per acre to allow for single-family residential development.

