

INDUSTRIAL ELEMENT

EXISTING CONDITIONS

As is the case with commercial land, there are few large industrial parcels in Southeastern San Diego. Private industrial users have been unable to assemble land in large enough parcels for efficient operation and successful industrial growth necessitating Redevelopment Agency intervention to provide such assemblages. Much of the land assembly which has been done to date has been accomplished through the redevelopment process in the SEDC Gateway Projects and in the Market Street Industrial Park.

Rezoning in the 1970s, aimed at upgrading uses and providing industrial sites have not resulted in a change of uses. "Strip" industrial zoning in the western portion of the community has resulted in access problems and conflicts with adjoining uses. These strips are located along Imperial Avenue between Interstate 5 and 22nd Street, and along Commercial Street between Interstate 5 and Bancroft Street. In these strips, there is a mixture of residential and industrial uses which is permitted under the current industrial zoning. These areas were chosen for industrial development in part on the basis of the existence of railroad tracks within Commercial Street; however little use has been made of this advantage. The expected development has not materialized since the adoption of the community plan in 1969, as residences have not given way to industrial development. The industrial activities present in these areas are typified by warehousing, distribution and automobile dismantling. These uses hire few people, are environmentally incompatible with adjacent development and are aesthetically unpleasant.

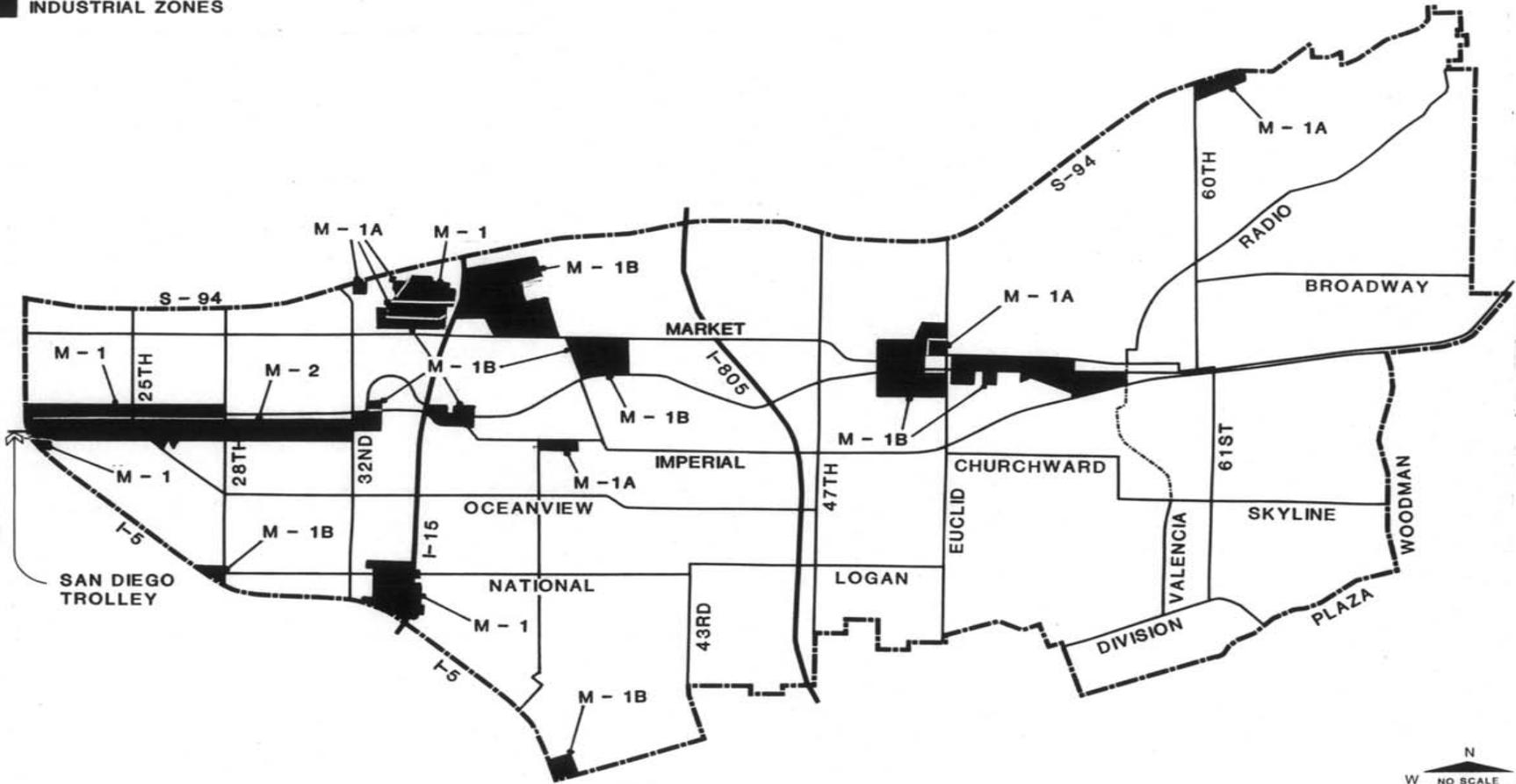
Though industrial areas are not the sole source of needed jobs, Southeastern San Diego does not have a large enough industrial land inventory to generate employment for its residents. At present, Southeastern has about 180 acres of industrial zoned land. At the gross employment density of 15.7 jobs per acre calculated by SANDAG, this means a total industrial land employment of less than 3000 jobs. Thus industrial employment opportunities in the community equal about 12 percent of the community's 25,000-person civilian labor force. The regional average for industrial employment is about 15 percent. The creation of industrial centers throughout the community in compact sites will produce the greatest amount of employment potential while locating jobs near residential population bases.

Industrial Objectives

1. Decrease land use conflicts between industrial and residential or commercial development.
2. Increase employment opportunities in the community.
3. Provide new, high quality office and industrial park development within the community.
4. Promote the redevelopment or rehabilitation of existing industrial facilities.
5. Decrease crime and crime-related aesthetic impacts (such as graffiti and barbed-wire fencing).

EXISTING INDUSTRIAL ZONING

■ INDUSTRIAL ZONES

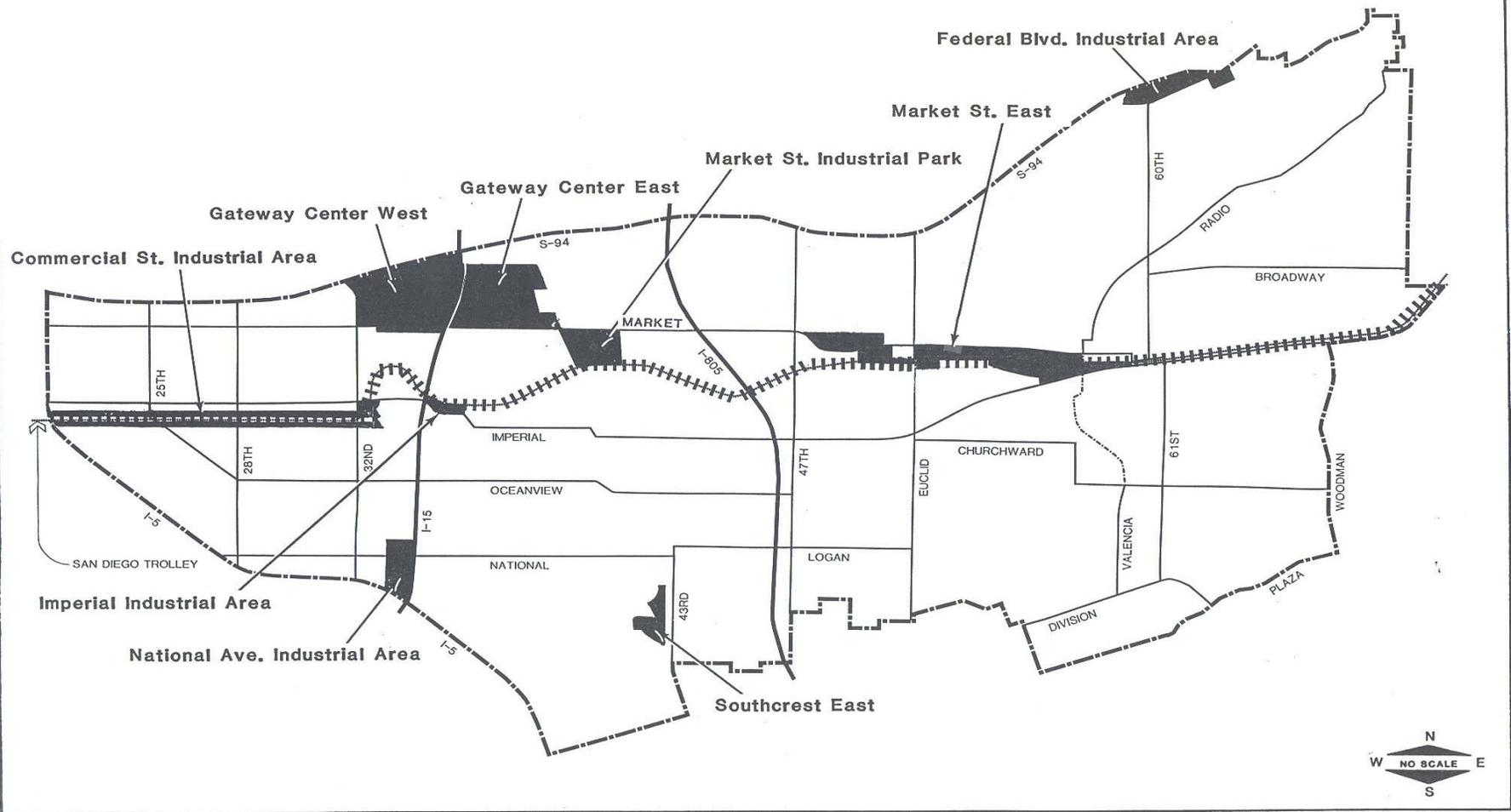


SOUTHEASTERN SAN DIEGO

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FIGURE 10

RECOMMENDED INDUSTRIAL DESIGNATIONS



SOUTHEASTERN SAN DIEGO

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FIGURE 11

Industrial Recommendations

1. Proposed Industrial Sites. The community plan land use map will provide for a slight increase in the total of industrial land use acreage allowed by existing zoning. Industrial sites in the community plan are designated in six consolidated industrial development centers. These include:
 1. Commercial Street (Interstate 5 to approximately Bancroft Street);
 2. National Avenue (33rd Street to State Highway 15);
 3. Southcrest East (41st Street to 43rd Street);
 4. Market Street East (Market Street generally from 49th Street to Merlin Drive, with the exception of the intersection Market Street and Euclid Avenue);
 5. Gateway Center West (32nd Street to State Highway 15);
 6. Gateway Center East (State Highway 15 to Boundary Street);
 7. Market Street Industrial Park (Market Street from Boundary Street to 41st Street);
 8. Federal Boulevard (just east of 60th Street to the City Limits);
 9. Imperial Avenue (State Highway 15 to 36th Street).

Most of the industrial centers listed above lie within the Redevelopment Agency project areas. The Redevelopment Agency should provide assistance for the assembly of land parcels in these areas. The Redevelopment Agency involvement should also assist in the application of design review for industrial parks at these centers.

2. Lot Sizes. The industrial centers listed above should be designed to allow the assembly of large parcels for major industrial users.
3. Use Restrictions.
 - a. Industrially designated areas should be reserved for industrial and/or office park uses and should not be pre-empted by commercial or residential uses. This should be implemented through zoning or planned district regulations.
 - b. Auto dismantling, junk yards, outdoor open storage and recycling industries should be prohibited in the Southeastern San Diego community. Compliance with this restriction should be required within ten years of adoption of the applicable zoning regulations.

4. Development Standards and Rehabilitation. Special development standards should be required to improve the aesthetic and environmental quality of industrial developments, including appropriate screening of equipment, improved roof treatments, prohibition of toxic materials, increased landscaping and attention to signage and building designs and colors. Provisions are also needed for the active upgrading of existing structures. Additional guidelines are included as part of the urban design section of this plan.

Full compliance with the standards developed for these industrial areas should be required of all existing industrial properties within ten years of the approval of the standards by the City Council.

5. Defensible Design. Crime-related problems should be decreased through the careful selection of building materials and design, landscaping and lighting.
6. Multiple-Use Strips. The commercial/residential/industrial strips along Imperial Avenue should be given an incentive to redevelop with residential and commercial uses through the regulations of a planned district ordinance. This district should encourage the relocation of industrial uses from these corridors and into consolidated industrial centers. Additionally, the district should require that nonconforming uses be discontinued, establishing a schedule by which nonconforming uses will result in conformance within ten years of the adoption of the ordinance. (See 3.b. above.)
7. Recommended Rezoning. Changes in zoning regulations and in permitted uses in industrial zones are recommended to encourage industrial development in site specific areas for the purpose of providing employment opportunities in the community. These areas are discussed in the Neighborhood Element of this plan.
8. Toxic Materials Control. Ensure that a toxics disclosure statement is made for all industrial and heavy commercial uses. Identify the land uses involving hazardous materials and prepare an ordinance that will limit and control these uses.

Take action to limit toxic materials storage at existing sites where such storage exists.