

# Commercial/Imperial Corridor Master Plan



City of San Diego

## *Preliminary Land Use, Urban Design, Mobility Concepts*

This memo describes preliminary concepts for the corridor and screening criteria for evaluation. Following Project Working Group review, the three concepts will be refined to greater specificity to determine potential heights and massing, transportation and streetscape improvements, financial feasibility and resulting development potential. These refined alternatives will be evaluated in the Scenario & Evaluation Report and by community members during the October charrette.

### *Concepts*

The draft emerging vision, goals, and principles serve as the basis for the development of alternatives and the alternatives evaluation proposed below. Each alternative strives to meet the vision and guiding principles though in different ways. The text below accompanies the conceptual and land use graphics attached.

#### Alternative A: Mixed Use Centers

This alternative directs development into mixed use centers around the two existing trolleys stops. These centers are strategically located to maximize accessibility from transit and the residential neighborhoods to the north and south. Each center will contain local serving uses, including shopping, spaces for small businesses, and plazas or open spaces. For example, the intersection of 25th and Commercial streets can build on existing public facilities and foot traffic to become a center for the community and a gathering space for a farmers' or open air market. However, retail would only be required in certain locations. Medium- and high-density housing will surround the commercial spaces or integrate into mixed-use buildings.

Imperial Avenue will remain as a mix of residential and commercial uses, while the majority of the Commercial Street corridor will be retained as industrial and employment uses. Streetscape improvements would be prioritized around the Commercial and 30th Street trolley stop. In addition, sidewalk construction on Commercial Street will be required when any property improvements are made where sidewalks are missing.

#### Alternative B: New 28th Street Trolley Stop

This alternative features a new trolley stop at 28th Street, stimulating new uses around all three of the trolley stops as well as transformation of Commercial Street from industrial/junkyard uses to a mix of pedestrian- and transit-oriented uses. Plazas/open spaces and streetscape improvements will be prioritized in these mixed use districts. New uses on Commercial Street may include residential, live/work, small businesses, and cultural and community facilities.

The residential character of Imperial Avenue will be retained, but new and revitalized transit-oriented development around the 25th and 28th Street trolley stops will enhance walkability, pedestrian safety, and the vibrancy of the corridor with focused streetscape and pedestrian improvements as well as new plazas and/or open spaces. A new north-south bus route may be developed along 28th Street to better connect the neighborhoods to the north and south.

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## Alternative C: Commercial Cores

This alternative focuses redevelopment along portions of Imperial Avenue that already have a concentration of commercial activity: between I-5 and 22nd Street, between 25th and 27th streets, and around 30th Street. While commercial development would be allowed as part of mixed use developments in any location on the corridor, they would be required in these nodes in order to create core locations for foot traffic, small businesses, façade improvements and local shopping. Pedestrian and streetscape improvements would also be prioritized in these locations and could include wider sidewalks, bulbouts, traffic calming, landscaping, and street furniture.

Although industrial and employment uses will be retained on Commercial Street, compatibility with residential uses will be improved through noise mitigation (i.e. controlling noise at the source) landscaping and/or screening.

## ***Alternatives Comparison***

The following criteria will be used by the planning team to compare and evaluate the three alternatives. The criteria below reflect the priorities expressed by community members during the visioning stage and provide quantitative and qualitative metrics for evaluation in the Scenario Evaluation Report. Community members will be asked to further evaluate the alternatives during public outreach activities using the draft guiding principles, as shown on the next page.

<i>Criteria</i>	<i>Alternative A</i>	<i>Alternative B</i>	<i>Alternative C</i>
<b>Diversity of Uses</b> (balance and variety of land uses)			
<b>Open Space Access</b> (new public/open spaces and connections to existing facilities within ¼ to ½ mile)			
<b>Transit Access</b> (within ¼ mile)			
<b>Financial Feasibility</b> (residual land value analysis)			
<b>Multi-Modal Circulation</b> (quality of service and level of service of all modes)			
<b>Hazardous Materials</b> (mitigation; remediation; reuse)			
<b>Noise Levels</b> (source controls; mitigation; siting)			

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## Feedback Form

Following review of the alternatives, community members will be asked to evaluate the scenarios based on the guiding principles that emerged from outreach activities to date.

Criteria	Draft Guiding Principle
Community Character and Urban Design	<ul style="list-style-type: none"> <li>• Create an inclusive community that supports a diversity of ethnicities, income level, ages, businesses, and architectural styles.</li> <li>• Celebrate the corridor’s historic roots as a working-class, African-American and Hispanic community.</li> <li>• Improve community health by facilitating safe walking and biking routes, ensuring good air quality, reducing noise impacts, providing access to healthy foods in lieu of liquor stores, and expanding park/recreation opportunities.</li> </ul>
Land Use	<ul style="list-style-type: none"> <li>• Develop a mix of employment, residential, live/work, retail, restaurant, and cultural uses and a variety of amenities and services to support a balanced and vibrant community. Encourage transit-oriented development around existing—and potentially an additional—trolley stops.</li> <li>• Reinforce Imperial Avenue’s identity as a mixed-use corridor, with vibrant ground-level uses in several stretches. Explore feasibility of transit-oriented uses around trolley stops along Commercial Street.</li> <li>• Accommodate a range of household types and incomes with a variety of housing types and affordability levels.</li> </ul>
Economic Development	<ul style="list-style-type: none"> <li>• Provide opportunities for arts, cultural, educational, and job training opportunities for children, teenagers, and adult community members.</li> <li>• Provide job opportunities in light industrial, commercial, and new start-up sectors.</li> </ul>
Mobility	<ul style="list-style-type: none"> <li>• Create a multi-modal circulation system that supports the safe and efficient movement of pedestrians, bicyclists, transit, and vehicles.</li> <li>• Retain and enhance street parking opportunities.</li> <li>• Explore feasibility of an additional trolley stop at 25th Street.</li> </ul>

1. Which concept best meets the guiding principles? Check one: A  B  C

2. Why did you select this concept?

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3. Is there anything you would add or change to this concept? If yes, please explain.

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