

# Commercial/Imperial Corridor Master Plan



City of San Diego

## ***Project Working Group Meeting #2***

*July 20, 2011 – 5:00-7:30pm*

*Sherman Heights Community Center*

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### ***Meeting Objectives***

- Review the results of the first community workshop
- Present key findings from the Existing Conditions Report and Market Study
- Brainstorm corridor goals and urban design principles

### ***Meeting Summary***

#### **1. Welcome**

Karen Bucey (City of San Diego) welcomed participants to the meeting and reiterated the purpose of the Commercial/Imperial Master Plan and its relationship to the update of the Southeastern San Diego Community Plan, which expected to begin soon.

#### **2. Review of Previous Outreach Meetings**

Rajeev Bhatia (Dyett & Bhatia) summarized community meetings to date and asked committee members to reintroduce themselves and their affiliation, as appropriate. Jean Eisberg (Dyett & Bhatia) summarized the format and key themes heard during Community Workshop #1 held on June 25, 2011. A complete summary of the workshop is available on the project website: <http://www.sandiego.gov/planning/community/profiles/southeasternsd/index.shtml>.

#### **3. Findings from the Existing Conditions Report**

Mr. Bhatia described the existing conditions analysis that has proceeded in parallel with the community outreach process. The full report will be available on the project website in the coming weeks. Mr. Bhatia summarized key findings related to demographics, land use, potential development opportunities connectivity, transportation (including traffic volumes, level of service for all travel modes, and collisions), and environmental factors, including potential hazardous materials and noise impacts.

#### **4. Findings from the Market Study**

Jerry Trimble (Keyser Marston Associates) presented the findings for the Market Study that Keyser Marston Associates prepared as part of the Master Plan process. He described strengths/opportunities and weaknesses/constraints for residential, retail, office, and industrial land uses.

## 5. Develop Vision & Goals

Each member of the working group described their vision, goals and/or concerns for the Commercial/Imperial Corridor program. Overall, working group members said that they supported:

- The vision statements expressed by community members at the workshop; and
- An additional trolley stop on 28th Street for a total of three stops in the corridor.

Additional vision statements and concerns, expressed by individual Working Group members, were:

- Ensure that new development works for people in the community. Transportation and land use need to be integrated to provide cohesive community improvements, including: development around a new trolley stop on Commercial Street, a new park, convenient and safe walking and biking paths, wifi, clean bathrooms, lighting, parking, and expanded bus routes.
- Enable property owners and tenants to both benefit from improvements. Provide win-win solutions and ensure no urban renewal.
- Provide for good well-paying jobs, including industrial jobs.
- Allow mixed-use development with higher intensities, particularly along transit stops.
- Clean up toxic waste and assess constraints at the site level in order to determine appropriate land uses.
- Determine feasibility of uses and improvements before determining vision.
- Provide new uses on Commercial Street and rehabilitation/revitalization on Imperial Avenue. Eliminate junkyards in order to complete the vision.
- Develop the Comm22 new affordable housing and retail development. Redevelop recycling facilities.
- Improve facades, signage, and overall appearance and cleanliness of the corridor.
- Allow Imperial Avenue to develop up to four stories with mixed use, office, and housing on upper floors. On Commercial Street, create a new stop at 28th Street and make improvements to better coordinate with Imperial Avenue.
- Create attractive livable place where people want to live and move up economically (as opposed to leaving the community). Remove slumlords. Create a trolley ride that is pleasant. Uses should be attractive whether residential or industrial.
- Ensure that green space is well maintained and watered, with plants and flowers. Create a multi-generational focus. Capture the benefits of being near, but not in, downtown. Celebrate the community's unique character, showing its historic nature through restored buildings, art, color and energy in the physical environment.

- Create a real destination with clean, well-cared for and colorful activities: a school, warehouse as theater space, housing even on Commercial Street, live/work lofts capture East Village artists. Renovate façades on Imperial Avenue to provide immediate improvements in the corridor.
- Reduce heavy industrial uses; clean up streets and businesses.
- Implement improvements that can be made in the short term to create catalyst projects for further revitalization of Imperial Avenue. Provide opportunities for local CDCs and grassroots organizations to contribute.
- Address the market constraints that Keyser Marston Associates presented in order to change and improve Commercial Street.
- Enable revitalization that is culturally relevant, progressive and conscious of who is here now. Improve the community and help to make sure everyone feels safe. Facilitate historic preservation, live/work lofts, walkability, and a new 28th Street transit stop.
- Emphasize history and culture, provide green spaces, and create a real destination.
- Provide Zipcars and other incentives for community members to shed cars and to “green” the transit corridor. Encourage suburban dwellers to move back to the city.
- Create a transit-oriented place that is culturally relevant with places for artists and systems that work together synergistically.
- Permit development up to three or four stories. Higher densities can help pay for remediation.

## **6. Public Comments/Announcements**

None.

## **7. Conclusion and Next Steps**

The next Project Working Group Meeting will be held Wednesday, September 21, 2011, 5:30pm at the Sherman Heights Community Center

## **8. Adjournment**

Meeting adjourned at 7:30pm.