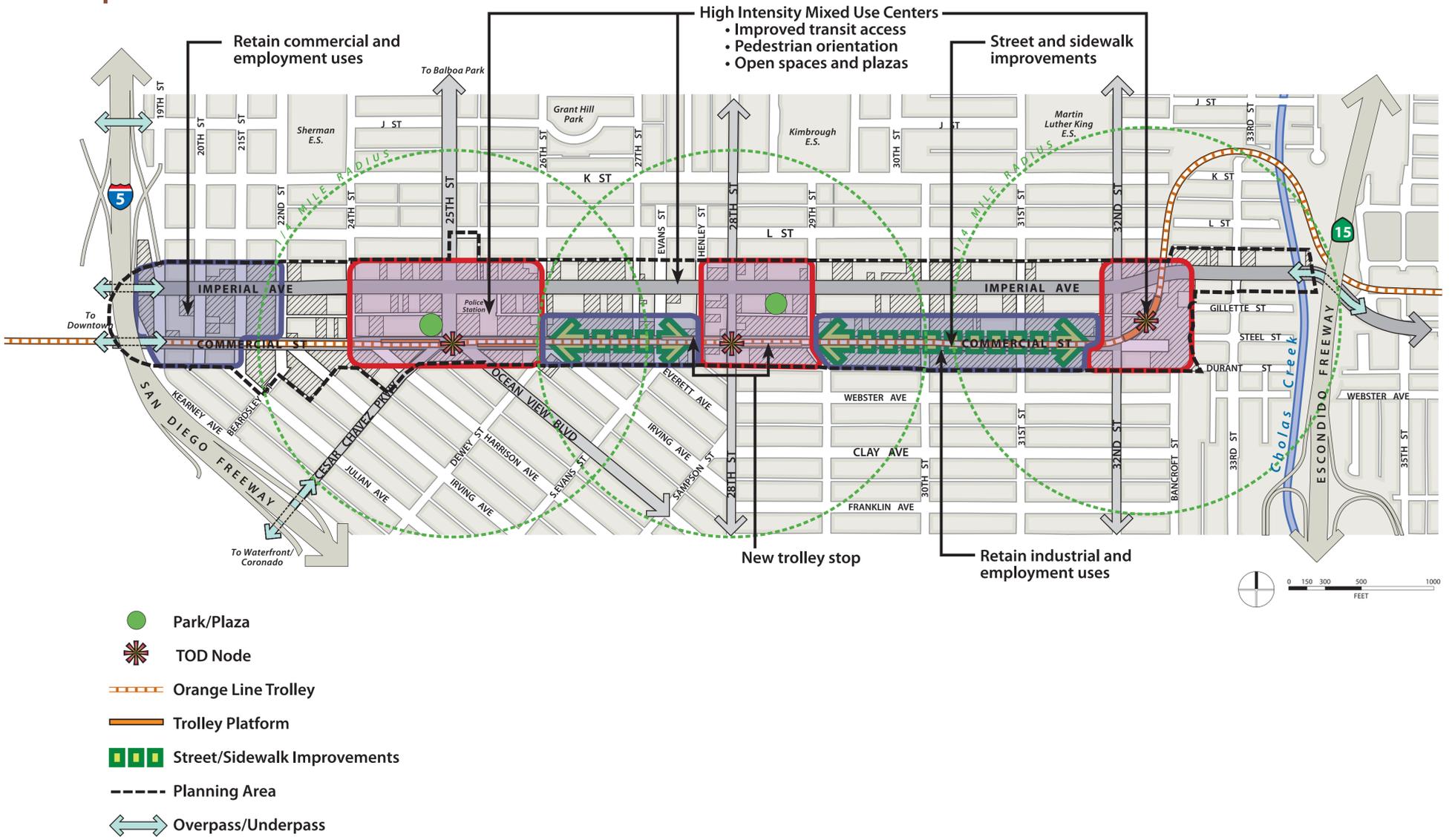
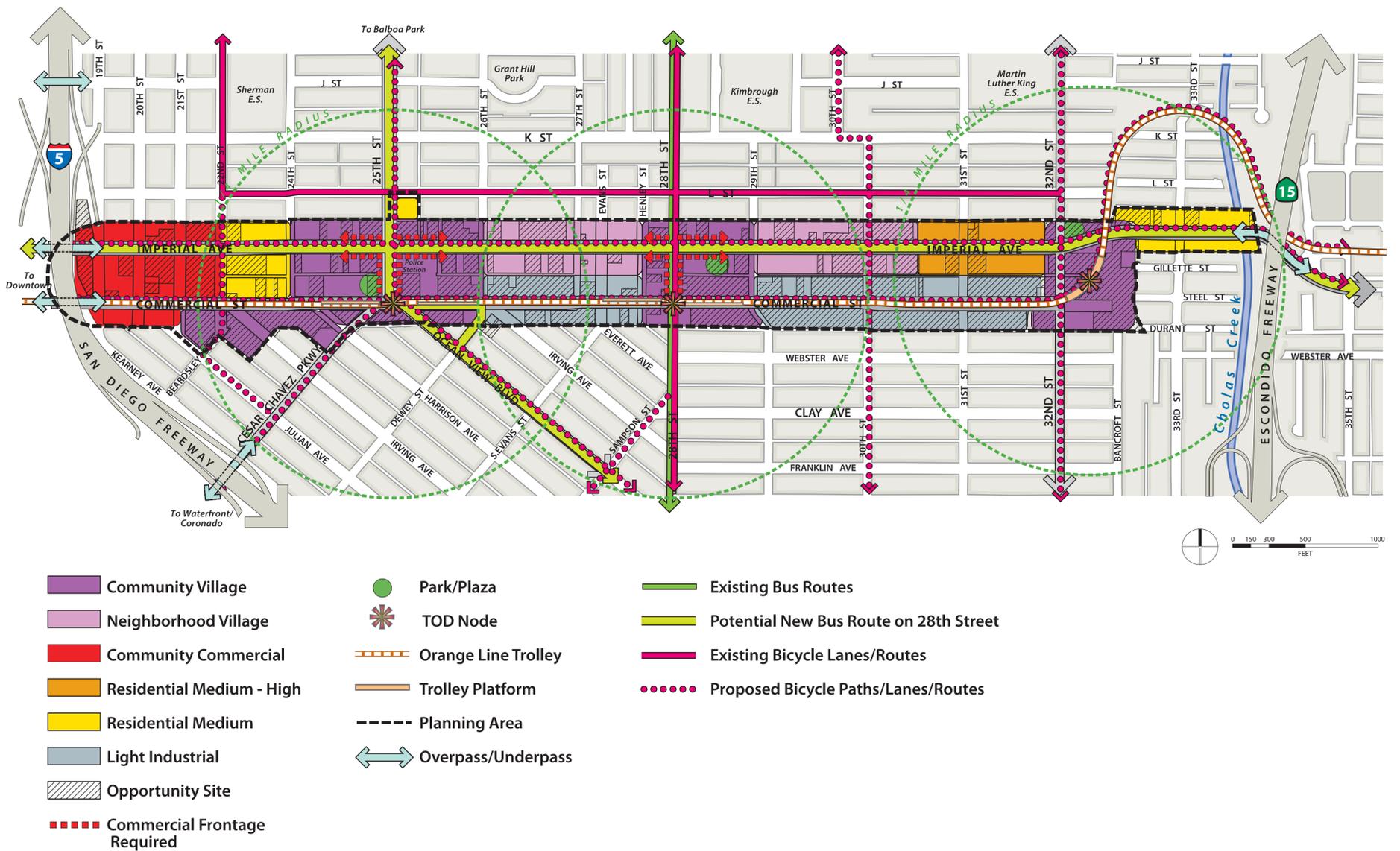


Preferred Plan Overview

Concept



Land Use and Transportation Plan



Land Use Designations and Development Potential

Land Use Designations

Land Use Designation	Description	General Plan Density Range	Examples
Residential Medium	Single- and multi-family housing.	15-29 du/ac	  
Residential Medium - High	Multi-family housing.	30-44 du/ac	  
Community Commercial	Shopping areas with retail, service, civic, and office uses for the community at large. Multi-family residential uses may be appropriate in transit corridors.	0-74 du/ac	  
Light Industrial	Light manufacturing, R&D, storage, distribution, accessory office, and commercial uses. Heavy industrial uses with significant nuisance effects excluded.	N/A	  
Neighborhood Village	Provides housing in a mixed-use setting with convenience shopping, and civic uses.	15-44 du/ac	  
Community Village	Provides housing in a mixed-use setting with commercial needs of larger community, including industrial and business areas. Retail, office, civic, and recreation, are permitted.	30-74 du/ac	  

Source: San Diego General Plan, Land Use and Community Planning Element. March 2008. Table LU-4.

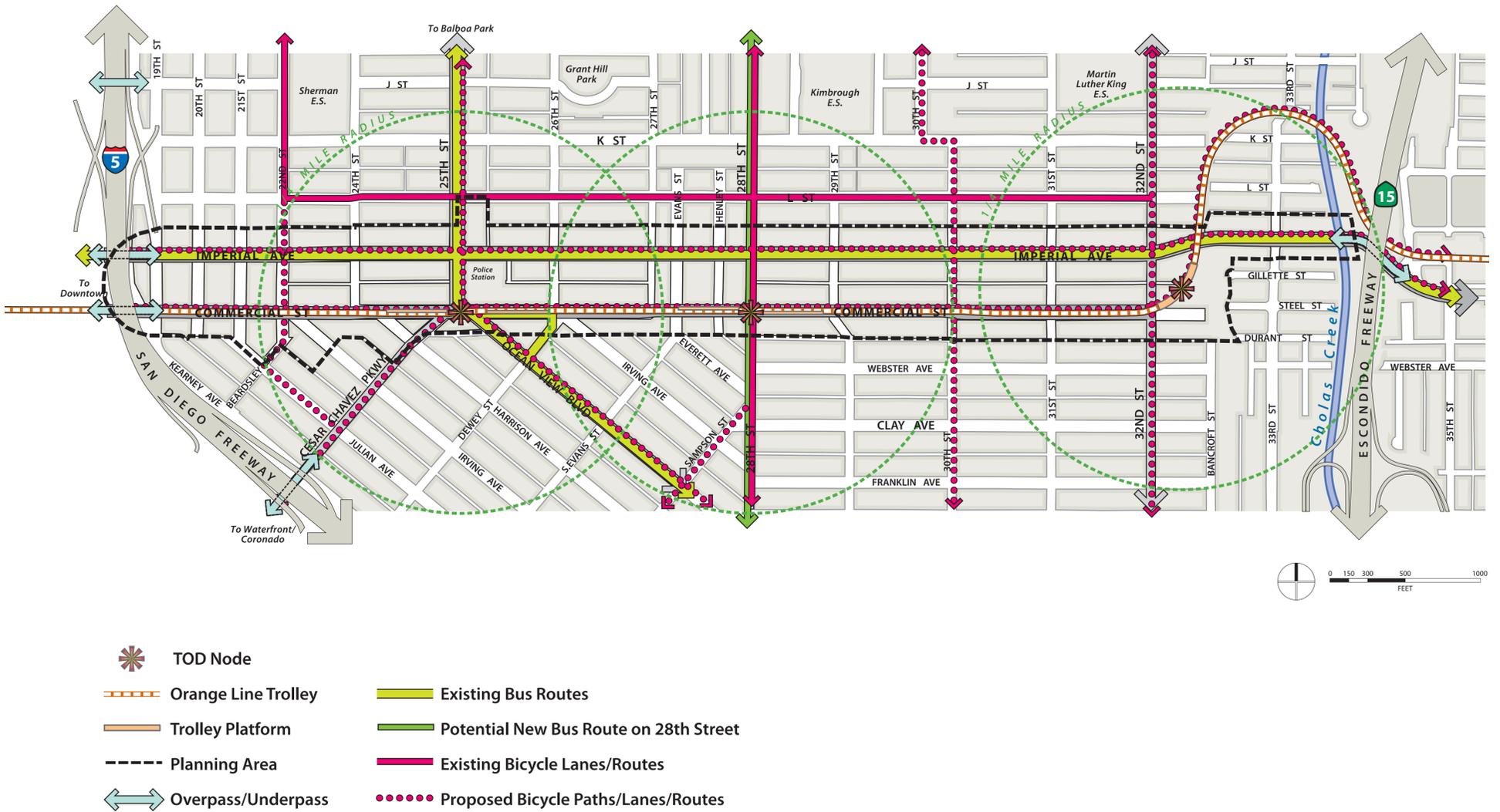
Development Potential Resulting from the Preferred Plan

Category	Office (Sq. Ft.)	Light industrial (Sq. Ft.)	Commercial Retail (Sq. Ft.)	Park/Plaza (Acres)	Housing Units
A. Preferred Plan (Net New)	34,300	18,800	23,100	1.0	480
B. Development Project (Comm22)	10,000	0	17,800		250
C. Subtotal (A+B)	44,300	18,800	40,900	1.0	730
D. Existing Development	27,400	404,600	346,600	1.5	460
Total (C+D)	71,700	423,400	387,500	2.5	1,190

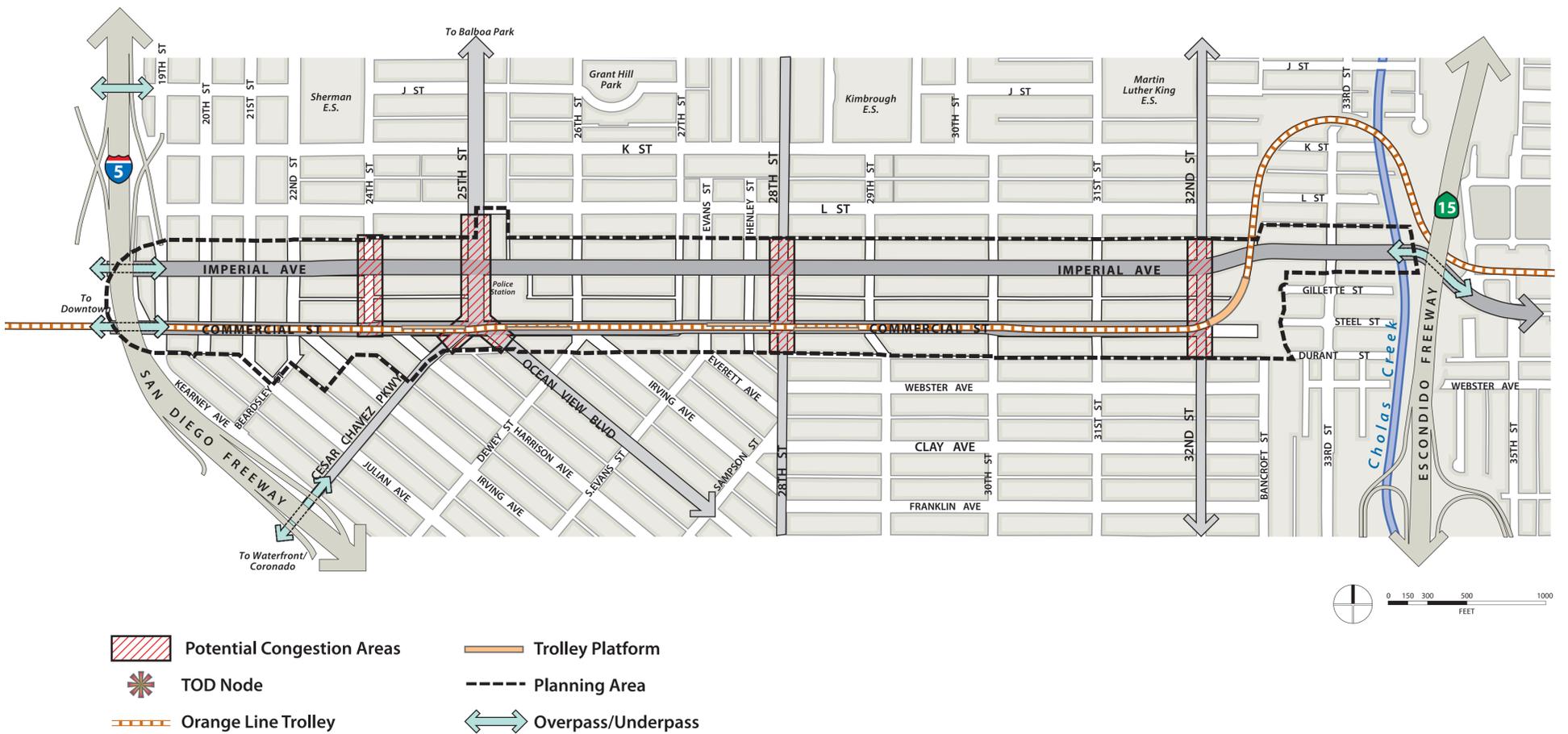
Source: Dyett & Bhatia, 2011; Center City Development Corporation, 2011; City of San Diego, 2011.

Mobility Strategy and Potential Impacts #1

Circulation Plan



Potential Congestion Areas



Trip Generation

	Daily	AM Peak	PM Peak
Existing	35,500	2,570	3,590
Preferred Plan (Net New)	5,800	480	600
Total	41,300	3,050	4,190
% Increase	16%	19%	17%

Source: Fehr & Peers, 2011.

Mobility Strategy and Potential Impacts #2

Potential Transportation Improvements and Their Impacts/Feasibility

New Trolley Stop at 28th Street

Potential Benefits

- More convenient access/shorter walking distances for transit users
- Potential additional transit-oriented development opportunities

Potential Impacts and Feasibility

- Trolley may not pick up enough speed between stations (approximately 2,000 feet distance to 25th Street station)
- Need additional right of way to install trolley platforms (total ROW is 80 feet; compared with 92 feet at 25th Street station)
- Length of station platform would obstruct and eliminate access to/from Hensley Street

Existing 80-foot right-of-way is too narrow to install trolley platforms
Platform would eliminate access to/from Hensley Street



One-Way Couplet on Commercial Street and Imperial Avenue

Potential Benefits

- Eliminating left-turn lane/median on Imperial Avenue provides opportunities for bicycle lanes and wider side-walks

Potential Impacts and Feasibility

- Commercial Street would have operational/safety issues at intersections if it becomes two lanes travelling in the same direction with a center-running trolley. In order to avoid collision, one lane would have to prohibit left-turn movements while the other prohibits right-turns.
- Potential capacity issues when combining directional volumes at peak hours.



Class I Bike Path on Commercial Street (as shown in Bicycle Master Plan)

Potential Benefits

- A separated bike path would provide a safe biking route
- Convenient bicycle linkage between the corridor and the MLK, Jr. Promenade and Downtown

Potential Impacts and Feasibility

- ROW is too narrow with trolley and driving lanes to construct a separated bicycle path; would need ROW in addition to existing 80-foot ROW.
- Sharrows (marked shared lanes) could be considered along this corridor.

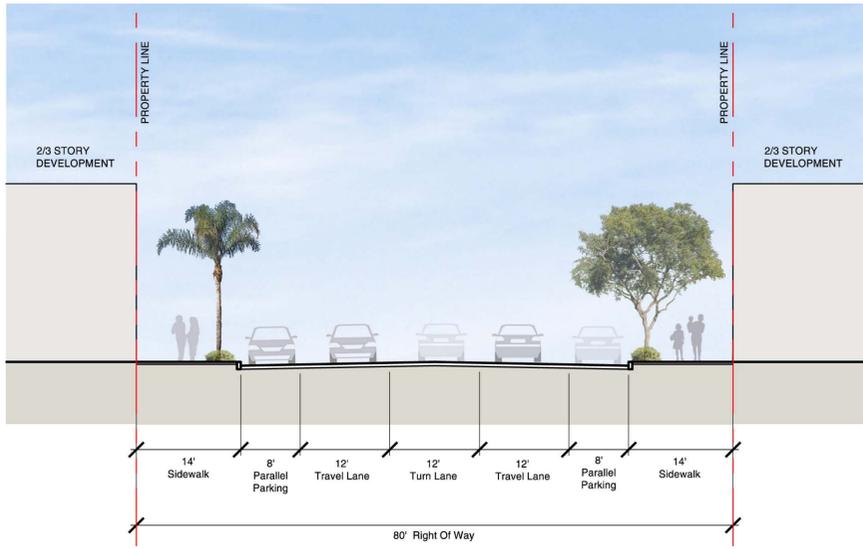
Class III bicycle lanes, indicated by "sharrows", may be considered for both sides of Commercial Street



Source: Fehr & Peers, Dyett & Bhatia, 2011.

Imperial Avenue Streetscape Concepts

Existing Conditions



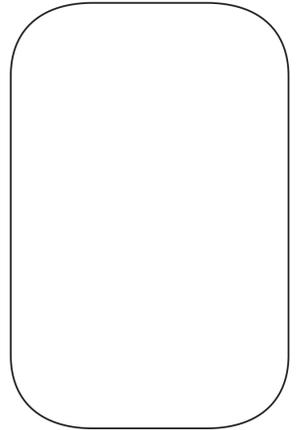
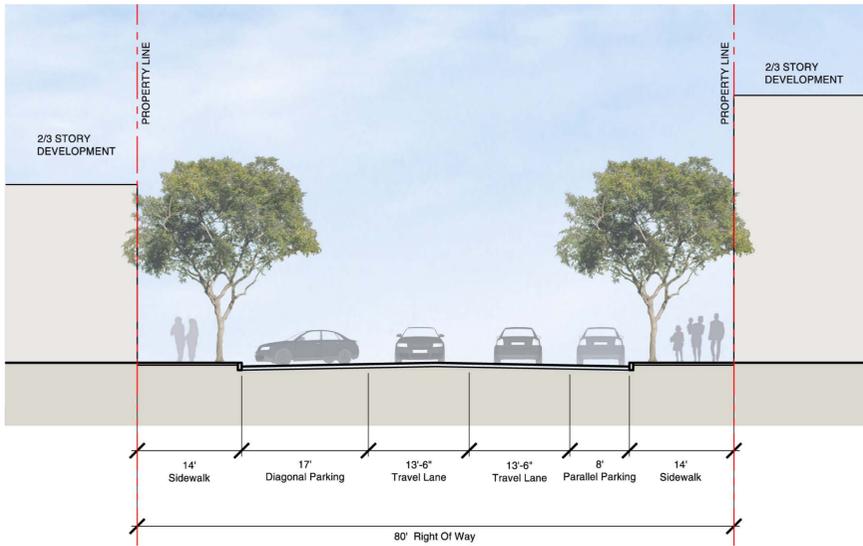
Imperial Avenue between 24th and 25th Streets

Mark your preference by placing a dot in one of the boxes below:



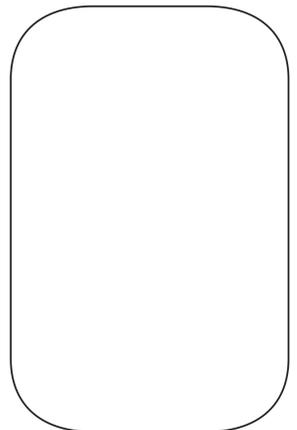
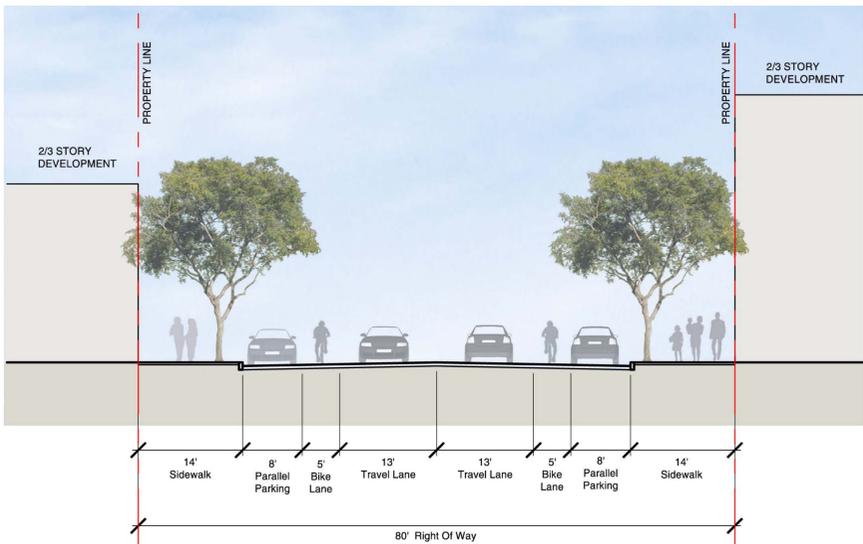
Concept 1: Diagonal Parking

One diagonal parking aisle and one parallel parking aisle; no bicycle lanes.



Concept 2: Bike Lanes with Existing Sidewalks

Two parallel parking aisles; bicycle lanes.



Concept 3: Pedestrian Promenade

Two parallel parking aisles; one widened sidewalk; narrowed travel and bicycles lanes.

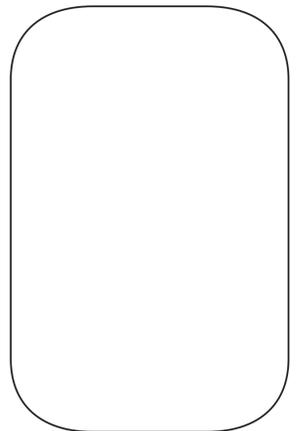
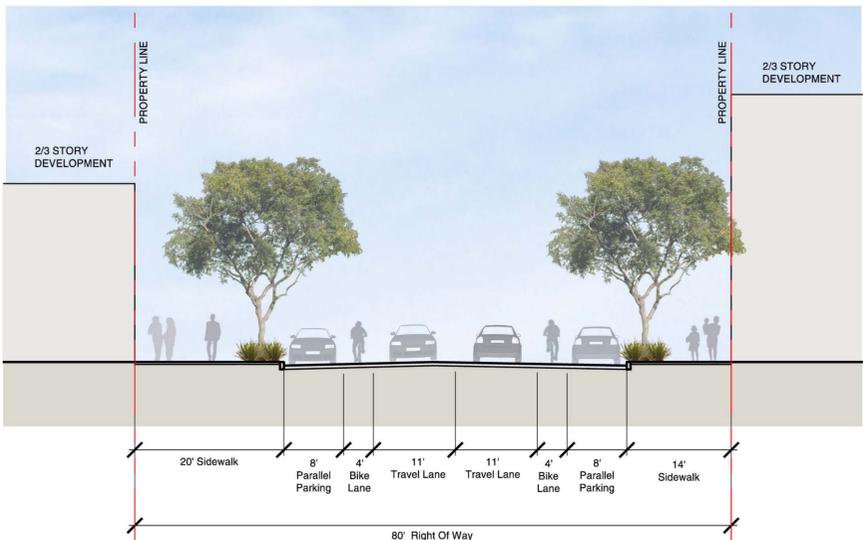


Photo Illustrations of Community Character and Design

Imperial Avenue at 30th Street



Before



After

Imperial Avenue between 25th and 26th Streets



Before



After