



MID-CITY



COMMUNITY PLAN

The Mid-City Community Plan and Supplement
Neighborhood Elements were amended by the City
Council on April 2, 1990 by Resolution No. 287148.
The amendments are reflected in the attached inserts.

CITY OF SAN DIEGO ♦ PLANNING DEPARTMENT

MID-CITY COMMUNITY PLAN

Approved By

THE CITY PLANNING COMMISSION

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Adopted By

THE CITY COUNCIL

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CITY OF SAN DIEGO

Planning Department, M.S. 4A

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THE CITY OF
SAN DIEGO

GLORIA D. McCOLL
COUNCILMEMBER
THIRD DISTRICT

Dear Neighbors:

The Mid-City Community Plan was first drafted in 1965. Many factors have caused the Mid-City area to change dramatically, thereby causing this land use plan to be outmoded.

The once thriving commercial strips of El Cajon Boulevard and University Avenue experienced a marked decline, due in large part, to the development of newer commercial shopping facilities in Mission Valley.

The fact that building fees in the urbanized areas are practically non-existent is in part responsible for making Mid-City the fastest growing area in all of San Diego during the last five years.

This growth has exacerbated the lack of public facilities. Schools are now crowded. With the exception of a few canyons, open space is non-existent, in addition to the area being deficient in park and recreation facilities.

In 1981, the City Planning Department began the tedious process of updating the Mid-City Community Plan. Their efforts were hampered and appeared to be deadlocked, due to several difficult and precedent setting land use issues.

When I took office in 1983, I made the adoption and implementation of the Mid-City Community Plan a top priority.

Residential and Commercial design elements have been conceptualized and included in the urban design element of the plan. The goals of this element are to guide new development so that it is compatible with the existing character of the neighborhoods. It requires an increase in landscaping throughout the community. The plan encourages rear parking for multi-family developments where feasible, as a mechanism to address the parking problems which are common to the Mid-City area.

The Mid-City Community Plan addresses the issues of overcrowding of school facilities. The Mid-City school campuses are 3-4 acres, in Planned Urbanizing areas they are twice that size. A school element has now been drafted and incorporated into the plan. It identifies needs and alternative solutions for each of the school sites within the Mid-City Plan area. These ideas were developed in conjunction with the School Board and the American Institute of Architects which sponsored a seminar focusing on the impacted school sites in Mid-City.

The resulting Mid-City Community Plan is a set of many compromises that have been made along the way. It has been presented to every neighborhood community group and business organization for input and approval, and has been tailored to the comments received.

On December 4, 1984, the Mid-City Community Plan was unanimously adopted by the City Council.

The plan represents a consensus on the major issues which have plagued the community for far too long.

A depressed freeway is planned for construction along the 2.2 mile 40th Street corridor in the Mid-City area. This improvement will provide a vital transportation link for the City of San Diego and is the last link of the Interstate system left to be improved between the Canadian and Mexican borders.

In an unprecedented move, the State of California has agreed to cover one full block of the proposed I-15 freeway in the Mid-City area of San Diego, to provide a much-needed four-acre park for the community. This innovative step is the first of its kind ever to be funded in the State of California. The City Council has also committed to providing an additional block of cover.

In addition, the State has consented to improving two other Mid-City park sites. These parks will be landscaped and improved with concrete walkway paths, all at the expense of the State. This one project will provide 13 plus acres of park to an area identified in the Mid-City Community Plan as being park deficient.

I want to take this opportunity to thank you for your interest and support in ensuring the quality of life in the Mid-City community that we have all come to know and deserve.

Best regards,

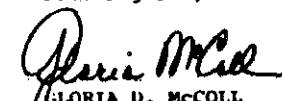

GLORIA D. McCOLL
City Councilwoman
Third District

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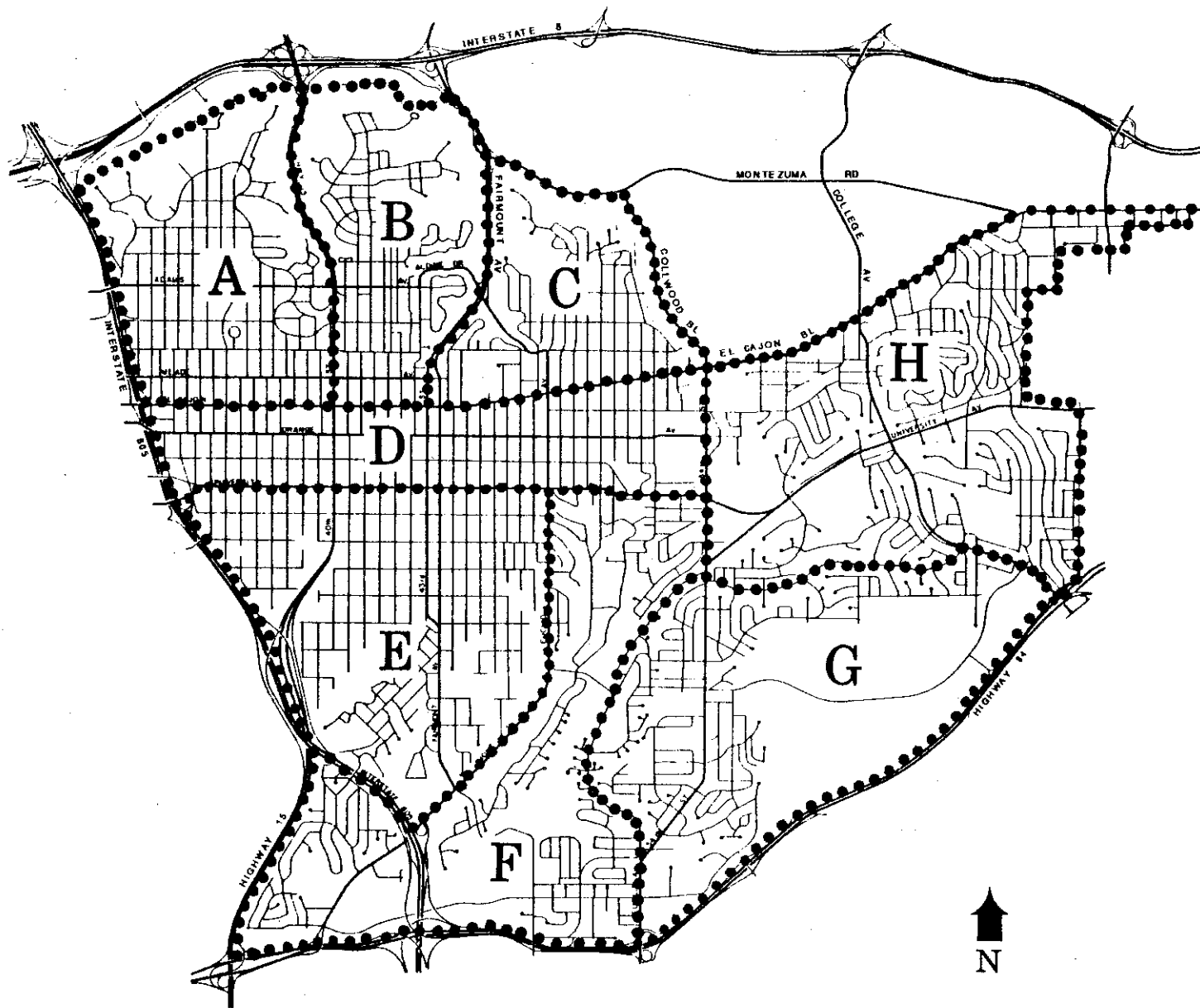
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FIGURE 1



- A NORMAL HEIGHTS
- B KENSINGTON
- C TALMADGE
- D CORRIDOR
- E CITY HEIGHTS
- F CHOLLAS CREEK
- G OAK PARK
- H ROLANDO



MID-CITY Neighborhoods
CITY OF SAN DIEGO • PLANNING DEPARTMENT

INTRODUCTION

- ❖ **The Mid-City Community**
- ❖ **Issues Facing Mid-City**
- ❖ **Scope and Purpose of the Plan**
- ❖ **Legislative Framework**
- ❖ **Plan Format**

The Mid-City Community

The Mid-City community planning area is located in the central part of The City of San Diego and the metropolitan region. It is located northeast of the central business district, east of Balboa Park, south of Mission Valley and is three miles from downtown.

This urbanized community is one of the older residential and commercial areas in the City. It had a 1980 population of 98,499 persons who occupied 45,771 dwelling units. The area is characterized in the western portion by a grid complex of streets with wide areas of single-family dwellings. Much of this area was originally developed in the 1910-1930 era. East of 54th Street the streets are more curvilinear in pattern, and developments date, generally, in the post World War II era. Two main traffic arteries cross the area from east to west: University Avenue and El Cajon Boulevard. A lesser traffic artery, Adams Avenue, extends about one-half way across the plan area, also in an east/west direction. All of these three streets are characterized by strip commercial development, with many establishments occupying structures built in the first half of this century, and which lack modern shopping amenities including parking and landscaping. Between and bordering these strip commercial streets is a broad corridor extending east from freeway I-805 to about 54th Street. This corridor has been zoned for multi-family densities since the inception of zoning in San Diego in the 1930's, and in recent years the area has been in transition from single-family residences to apartment-type structures. In the last decade this trend of transition has been accelerating.

The planning area encompasses a number of identifiable neighborhoods or subareas including Normal Heights, Kensington, Talmadge Park, City Heights, Oak Park, Rolando, Redwood and portions of Montezuma.

The Mid-City Community planning area ranges in elevation from a low of 100 feet above Mean Sea Level at the southwestern corner to a high of 539 feet Mean Sea Level at the northeastern corner. The predominant topographic feature is a gently rolling mesa serrated by numerous canyons.

Moderately level lands, which have slopes of 13 percent or less, are typical of the northwestern portion of the area and represent approximately 65 percent of the planning area. Steep but usable canyons, which have slopes between 13 percent and 25 percent, are predominant in the southeastern portion and account for approximately 25 percent of the area. The canyons are part of the northeast to southwest trending Chollas Valley system. The very steep and precipitous canyons, which have slopes of 25 percent or greater, extend southward from Mission Valley in the most northwesterly portion of the area. These very steep slopes account for approximately five percent of the area. The remaining five percent of the planning area are the river bottom lands of Chollas Creek and its tributaries which are subject to possible inundation.

Issues Facing Mid-City

The following issues have been identified as the salient issues in the Mid-City community, which must be addressed in the community plan:

- Neighborhood conservation
- Housing rehabilitation
- Increase in the employment base
- Revitalization of the major strip commercial areas
- Preservation as open space of the limited open areas remaining
- Resolution of the question of the long delayed conversion of 40th Street to a limited access freeway (S-15)
- Improvement in recreational opportunities
- Establishment of urban design standards and criteria for the various neighborhoods
- Encouragement of mixed land uses in appropriate areas to improve land utilization and encourage redevelopment
- Preservation of community character and historical, architectural and cultural resources
- Bringing zoning, adequacy of public facilities and community plan land use recommendations into conformity
- Enhancement of school facilities and programs

Scope and Purpose of the Plan

The Mid-City Community Plan is a revision of the Mid-City Development Plan which City Council adopted on August 5, 1965, by Resolution No. 184475.

On October 22, 1970, the Mid-City Development Plan was amended by City Council adoption of Resolution No. 201083 incident to adoption of the Park North-East Community Plan, encompassing an area formerly included within the bounds of the Mid-City Community Plan.

On January 24, 1974, the Mid-City planning area was again amended by City Council adoption of the State University Area Plan by Resolution 209735.

Formal adoption of the revised Plan requires that the Planning Commission and City Council follow the same procedure of holding public hearings as was followed in adopting the original Community Plan. Because of Council Policy 600-7, adoption of the revised Mid-City Community Plan also requires an amendment of the Progress Guide and General Plan for The City of San Diego. Likewise, periodic comprehensive reviews of the Progress Guide and General Plan may produce recommendations for changes to the Community Plan.

While this Plan sets forth many proposals for implementation, it does not establish new regulations or legislation, nor does it rezone property. Should the final form of this plan make land use recommendations which would necessitate rezonings, then subsequent public actions, including public hearings would be undertaken as necessary to rezone the property in accordance with plan recommendations, so that future development is consistent with Plan proposals.

Legislative Framework

The Mid-City Community Plan was developed within the context of a legislative framework existing on federal, state and local levels. Some of the more significant legislation is discussed below.

- Section 65450 of the Governmental Code of the State of California (State Planning and Zoning Act) gives authority for the preparation of community plans and specifies the elements which must appear in each plan. It also provides means for adopting and administering these plans.
- Government Code Chapter 4.3 requires that local governments and agencies provide incentives to developers to include affordable units in housing projects. The City has prepared an ordinance which would establish an Affordable Housing Density Bonus providing a 25 percent increase in maximum permitted density in a given zone to be granted for projects in which at least 20 percent of the total housing units are for low- or moderate-income persons.
- The California Environmental Quality Act of 1970 (CEQA) requires that environmental impact reports be prepared for all community plans. Separate, detailed environmental impact reports are also required for all significant projects, including those implementing this Plan.
- The Regional Air Quality Strategy (RAQS) was developed in 1977 to achieve a level of air quality in the San Diego Air Basin that would meet federal air quality standards set forth in the National Clean Air Act. A major recommendation pertinent to this planning effort is to include air quality considerations in all land use and transportation plans.
- The City-wide Zoning and Subdivision Ordinances regulate the development of land and subdivision of land in preparation for development.
- In addition to legislation, the City Council has adopted a number of policies to serve as guidelines in the decision-making process. Many of the policies relate directly to planning issues and should be used in implementing Plan recommendations.

Plan Format

The size and diversity of the Mid-City community calls for a plan with an added level of detail. Consequently, this community plan includes a series of separate Neighborhood Plans. These provide more specific analysis of the existing conditions, and more specific goals and recommendations for each of eight neighborhoods comprising the plan area. Issues which are of particular concern to a neighborhood are also given greater attention.

All other sections of the plan pertain to Mid-City as a whole. The overall goals provide a basis for the objectives and recommendations found in each plan element. Plan alternatives are then outlined to illustrate the range of choices which were considered in preparing this document. The plan elements follow, each of which includes the existing conditions, objectives and recommendations for the particular subject area. The final section of the plan lists actions recommended for its implementation.

PLAN SUMMARY

- ❖ **Facts about Mid-City**
- ❖ **Summary of Recommendations**

Facts about Mid-City

Population and Housing

- There has been a steady increase in the total number of housing units in Mid-City over the last 20 years.
- There had been a decrease in household size until 1980 after which a slight increase was experienced.
- There had been a slow but steady growth rate increase in population until 1980 after which an accelerated growth rate occurred.
- The average age of the Mid-City population has increased between 1960 and 1980.
- The adjusted median income of the population has decreased between 1960 and 1980.
- The minority population has increased in total numbers to about 19,000 and as a percent of the total population to 42 percent. Increases have occurred in Black, Hispanic and Asian groups.
- The amount of single-family housing has declined since 1960.
- The condition of the housing stock is deteriorating.
- Residential infilling in the form of rental housing and, more recently, condominiums has been occurring over the last 20 years.
- Some residential areas are very stable and others are in transition in terms of demographic changes, density and condition of housing.

Commercial

- The major commercial strips, especially west of 54th Street, are under-used and deteriorating. These include Adams Avenue, El Cajon Boulevard, University Avenue, 40th Street, 43rd Street, Fairmount Avenue and Euclid Avenue.

- There are about one-half as many jobs available in Mid-City as there are members of the labor force residing there.

Transportation

- Mid-City has a well integrated system of major and connecting streets and has a large number of access points from surrounding freeways.
- There is a shortage of off-street parking in both residential and commercial areas.
- There are an adequate number of bus routes in Mid-City, but the level of service is below that which is desirable.

Public Facilities

- The public school facilities are generally aging and faced with increasing enrollments taxing the ability of some sites to handle the populations generated.
- The number of parks and the amount of park acreage are substantially less than General Plan standards.

Open Space

- Remaining open space (mostly in the form of canyons) is not adequately protected from potential development.

Crime

- The crime rate is increasing, especially in residential burglaries, armed robberies, car thefts and gang related activities.

Summary of Recommendations

Historic Preservation

- Preserve and upgrade all land and structures having significant archaeological, historical or architectural interest.

Housing

- Retain to the maximum feasible extent single-family and two-family residential areas.
- No development should exceed medium density unless density bonus provisions are satisfied.
- Designate medium high density multi-family areas in proximity to major streets and develop at densities of from 30 to 45 dwelling units per acre subject to the satisfaction of density bonus requirements. Density bonuses and development incentives should be created as part of a detailed urban design program for use in these areas in order to foster implementation of Plan recommendations.
- Locate high density multi-family areas near El Cajon Boulevard and develop at density of from 45 to 55 dwelling units per acre with bonuses for higher density subject to the rigid application of urban design principles.
- With incorporation of special design features, very high density (75 to 108 du/acre) will be allowed through the Planned Residential or Planned Commercial Development process in the areas immediately adjacent to El Cajon Boulevard.
- Create special development regulations for multi-family areas, especially those with alley access, in order to permit unique solutions to the problem of infilling.
- Consider use of assessments on new multi-family development in order to fund the upgrading of adjacent public rights-of-way, improve public transit and create recreation space for new residents.

- Encourage new housing construction in a variety of types, sizes, styles and price ranges in order to meet the needs of future residents in all socioeconomic brackets.
- Continue housing rehabilitation programs in all residential subareas.

Commercial

- Upgrade the major business strips with regard to physical appearance and availability of parking.
- Concentrate retail commercial activity in limited geographic areas.
- Conduct specific implementation studies for the most deteriorated sections of Adams Avenue, El Cajon Boulevard, and University Avenue including a land use and urban design analysis, economic analysis and marketing survey. Revitalization programs should be prepared for each of those strips.
- Create special development regulations for the business strips in order to permit flexibility in establishing mixed use districts.
- Increase the employment base in Mid-City through increased retail and office type development along the major business strips.

Industrial

- Develop the designated Home Avenue, Federal Boulevard and 47th Street industrial areas with environmentally sensitive, job intensive light industry.

Transportation

- Make necessary improvements to existing streets in order to expedite the flow of traffic and increase pedestrian safety.
- Recommend to the State Transportation Commission that right-of-way acquisition and improvements to State Route 15 be undertaken as soon as feasible.

- Investigate solutions to residential parking including the instigation of demonstration projects where streetscapes are redeveloped to increase parking and reduce excess paving.
- Increase business district parking through the acquisition of property for parking reservoirs behind existing businesses, and the creative redesign of existing on-street parking.
- Designate El Cajon Boulevard as a future fixed rail transit corridor.
- Enhance existing urban level bus service by increasing the frequency of service, adding express service, reducing headways between buses and improving transit stops.
- Introduce feeder bus service within the higher density areas of Mid-City in order to bring service closer to the door of the aged, the infirm and other transit-dependent individuals.
- Develop a system of bikeways to connect the various neighborhoods within Mid-City and to connect major activity centers in San Diego.

Schools

- Encourage the school district to continue the adjustment of school service boundaries, grade structures and scheduling so as to overcome the problem of over capacity and under capacity at various facilities in Mid-City.
- Support the school district in its study of long term school facility and site needs.
- Upgrade school facilities in order to combat deterioration.
- Make maximum use of school facilities in both school and non-school hours.

Parks and Open Space

- Because major increases in the number and size of neighborhood parks is impossible due to lack of available land and resources, evolve creative solutions to overcome the deficiency.

- Develop Chollas Creek as a linear open space system and passive park.
- Develop the South Chollas landfill into a recreational area at the earliest feasible time.
- Permanently reserve as open space through acquisition or rezoning all canyons, slopes and floodways designated as such in this Plan.

Police and Crime

- Encourage increased communication between community residents and the San Diego Police Department to reduce criminal activity.
- Organize neighborhood watch groups throughout Mid-City.
- Organize police task forces to respond to specific criminal behavior such as youth gang activity.

Urban Design

- Provide for higher quality design in both commercial and residential projects.

Social Services

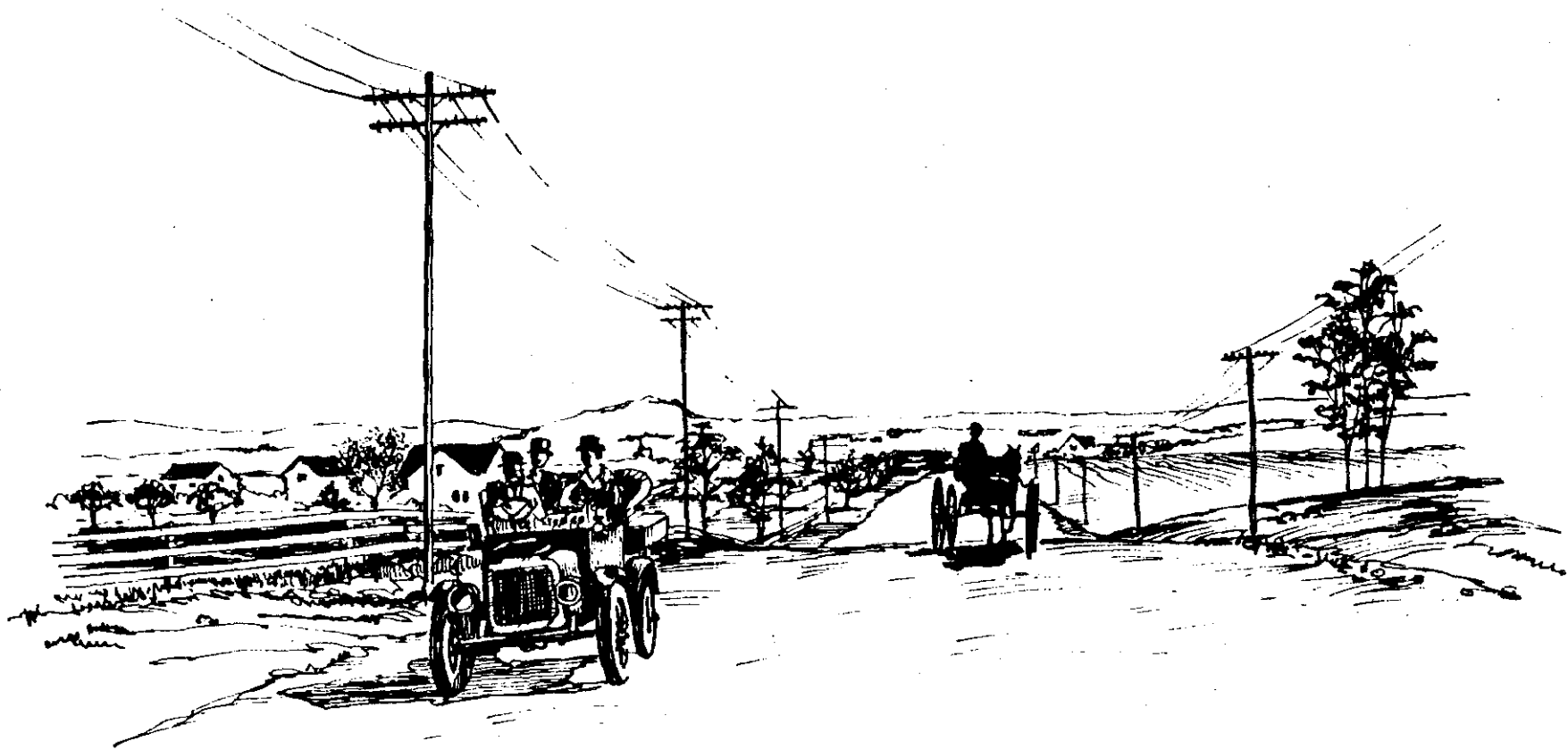
- Foster a comprehensive delivery system of social services through increased interaction between social service agencies in Mid-City.

Implementation

- Support community based organizations engaged in monitoring needs and stimulating communications among residents, businesses and agencies in Mid-City.
- Immediately initiate the ordinance changes, rezonings and other actions necessary to undertake this plan.

BACKGROUND

- ❖ **History**
- ❖ **Population Characteristics**
- ❖ **Existing Land Use and Zoning**
- ❖ **Relationship to Surrounding Communities**



EL CAJON AND 48RD, 1910 *

History

The area presently occupied by the Mid-City community was part of the lands allocated to the Mission San Diego de Alcala during the Spanish period of California history. It was immediately adjacent to the Pueblo lands assigned to the Pueblo of San Diego to the west across the present Boundary Street near Interstate 805. After the secularization of the missions during the Mexican era, the area became known as Ex-Mission Rancho and during the latter two-thirds of the 19th Century, much of the land was divided and parceled out.

During the short-lived real estate boom of the 1880's, a number of subdivisions were plotted in the westerly portion of the area. About the turn of the century, urban development started in the westerly portions in the present neighborhoods of City Heights and Normal Heights.

Concurrently with the subdivision of the mesas, an electric street railway was extended out University Avenue. Very active real estate activity was in progress in 1910 and by November 1912, The City of East San Diego was incorporated with a population of 4,000. At that time, the street car line extended east as far as Fairmount Avenue.

During the 1920's the main road to the east was designated along El Cajon Boulevard with a secondary road along what is now Federal Boulevard. Motivated principally by water and sewer service problems, The City of East San Diego annexed to The City of San Diego in 1923, and in 1925 the Normal Heights neighborhood also was annexed to San Diego for similar reasons.

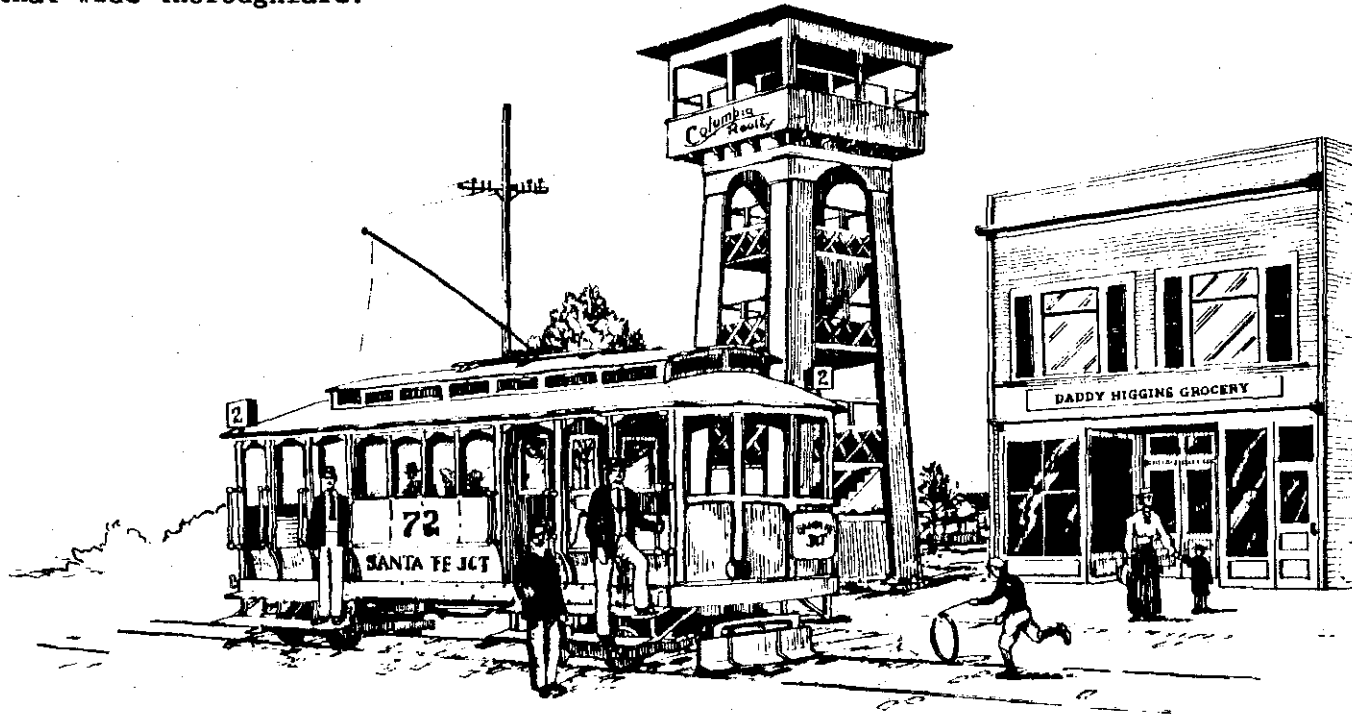
In 1910 a luxury residential area was planned in the Kensington area in an area which had then been used as a site for filming western movies. By 1915 there were 17 large homes in the area, and beginning in 1916 the Kensington Park area, centered on Adams Avenue, between 40th and 42nd streets was subdivided and developed. This enclave remained a "county island" until the 1950's. During the 1920's Kensington gradually extended northward to the rim of Mission Valley.

To the east of Kensington, the Talmadge area developed beginning in the mid-1920's and ultimately extended to the area east of Fairmount Canyon after a drastic building slowdown during the great depression and the war years.

The building and real estate industry took off again in the immediate post-World II years. This was a result of many factors including the pent-up demand, the New Deal home financing programs, the greatly enlarged aircraft manufacturing industry and the influx of war workers and servicemen during and after the war who had discovered the California life style and preferred not to return to colder climates.

As the area with empty land, most accessible to the still dominant downtown, the remainder of the Mid-City community was rapidly developed during the late 1940's and 1950's, and by the late 1950's the infilling of the lesser canyons and slopes in the community had begun, a process which continues to this day.

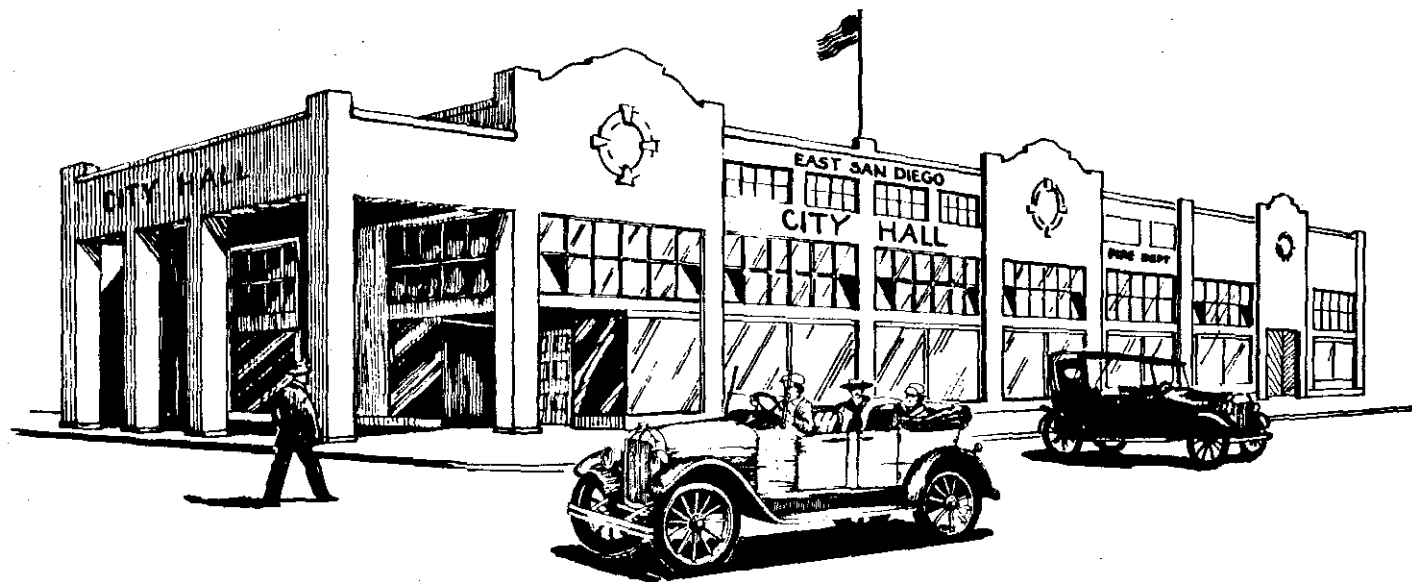
The character of the commercial developments was established initially by the extension of street car lines into the community in the early years of the century. The paving and assignment of the national highway numbering system in the 1920's in which El Cajon Boulevard became U.S. Highway 80 contributed markedly to the automobile orientation of that wide thoroughfare.



FAIRMOUNT AND UNIVERSITY, 1917

The annexation of the easterly portions of Rolando and the area in the vicinity of Chollas Lake in 1955 to The City of San Diego, completed the physical expansion of The City to the east and established the line between the central city and eastern suburbs.

It was also during this period that convenient north-south access across the community was provided by the completion of Wabash Boulevard, 54th Street and College Avenue to augment the narrow and sharply curving Euclid Avenue and Fairmount Avenue. The mid to late 50's also saw the completion of freeways in Mission Valley and Highway 94 to provide high speed travel and reduce the heavy burdens on El Cajon Boulevard and University Avenue.



EAST SAN DIEGO CITY HALL, 1929

Population Characteristics

Mid-City contains a high concentration of lower income families. While about 30% of all households in the Region had incomes less than \$10,000, about 40% of all Mid-City households were in that category. Nineteen of twenty-four census tracts in Mid-City had greater percentages of households in the lower income category than the regional average.

There is about double the ratio of blacks in Mid-City as in the city as a whole, 16% vs. 9%; Hispanics are represented with about the same percentage in Mid-City as in the region, 14%. Both groups, however, have higher concentrations within a few neighborhoods than in the community at large.

In the period from 1960 to 1975, the median income declined of San Diego, while the average age of residents increased.

The western part of the community - that area west of 54th Street and Chollas Creek - is characterized by a proportionately large number of senior citizens and young adults occupying the lower income housing. In that geographic area, the decreasing amount and declining quality of single-family housing, coupled with the infilling of apartment buildings, has discouraged movement into the area by young professionals and families. A noticeable increase in the minority population has occurred.

The eastern part of the community experienced a relative decline in median income, but not to the extent of the western part. Relatively lower income whites and relatively higher income blacks have settled in this area replacing many upwardly mobile white families that have moved to newer areas of the region.

Social Services

The Mid-City area has been experiencing one of the most rapid socio-demographic transformations of any part of San Diego. The population is changing in terms of age, ethnicity and the family structure of its residents, its median income, population density and housing types. This transition in population and demography has created neighborhoods that are increasingly characterized by new, multi-ethnic, and often low income families, many of which are headed by single parents.

The human service programs serving these neighborhoods have had a difficult time in keeping up with the changing population and increasing social problems. The effectiveness of the social agencies has been hindered by recent cut-backs in federal and local funding of both public and private programs. Substantial advances in some areas have been made through forums such as the Mid-City Council in sharing information, linking service providers and coordinating funding requests.

Existing Land Use and Zoning

As shown on the accompanying map (Figure 3), the land use in the single-family, two-family and most commercial areas closely corresponds to the land uses permitted by the zoning districts assigned (Figure 4).

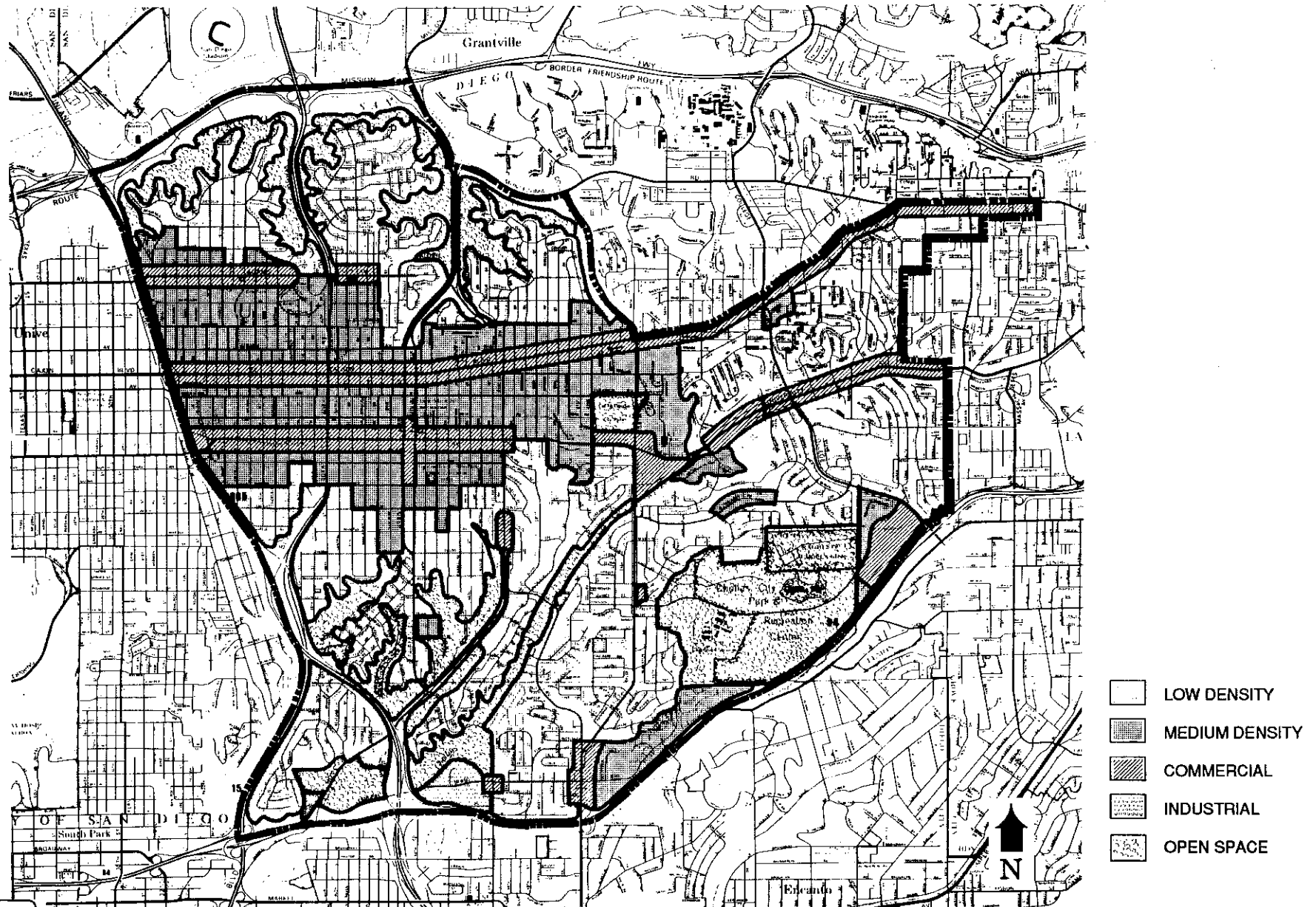
The multi-family areas show less of a close correspondence due to the transitional nature of most of these areas. The area close to the major streets has been zoned for multi-family residences for many years, but were for the most part originally developed with single-family homes many years ago. As explained in greater detail elsewhere in this plan, the transition from detached housing development to apartments and more recently condominium multi-family development has been in progress for over two decades. Notwithstanding the transition to apartments, even after such change in use the densities achieved have not reached those permitted by the zoning. This is a function largely of two factors, both of which are related to the subdivision and land ownership pattern throughout most of the community.

The western portion of the plan area is largely divided into lots either 50 by 125 feet or 50 by 140 feet (6,250 square feet and 7,000 square feet respectively).

There are no significant blocks of land in a single ownership. Because of this finely divided land ownership pattern, change in land use has occurred on a very incremental basis, through individual property use decisions. This has resulted in the first factor - much mixing of single-family homes with multi-family structures which reduces overall density within individual blocks and areas.

The second factor is closely related to the first; the inability to build to the maximum density permitted by zoning due to the small size of lots. This factor is particularly in evidence in the widespread R-600 zoned areas. Building and zoning regulations place a number of limitations on the size and scale of structures and require provision of certain amenities. While these regulations may change over time, most have been in force to a greater or lesser degree for many years and have influenced the number of housing units which could be actually built within the confines of the relatively small lots throughout the multi-family areas of Mid-City. Among the regulations are those requiring front, rear and sideyard setbacks, parking at various ratios, landscaping, size of curb cuts,

FIGURE 3



MID-CITY Existing Generalized Land Use (1984)
CITY OF SAN DIEGO • PLANNING DEPARTMENT

requirements for trash receptacles and others. In many instances, it is physically impossible to meet these requirements with a structure that will accommodate the numbers of housing units permitted by the zoning, again reducing the density from that nominally expected in areas so zoned.

In non-residential areas the land use pattern also varies somewhat from that indicated by zoning. The zoning of many canyons is designated as residential, but the costs of development have remained prohibitive thus far, although there is increasing development pressure on these still vacant lands.

There are a number of commercially zoned areas which have never been commercially developed. These are particularly apparent on the north-south streets, Fairmount, Euclid and Poplar, as well as isolated pockets on the major strip commercial streets.

Industrially developed land is limited largely to small areas in the southwest corner of the community and is mostly appropriately zoned.

Relationship to Surrounding Communities

Mission Valley

The westerly portion of Mid-City is bounded on the north by the Mission Valley Community Plan area. While the land uses in the Valley differ markedly from the Mid-City neighborhoods on the rim, the topographic separation of over 200 feet vertically make the differences inconsequential. The only physical connections are the major streets and freeways descending to the Valley through the canyons.

College Area

To the north of the easterly part of Mid-City is the College Area. Both communities share many characteristics and where substantial differences in land use occur, there is a topographic barrier separating the two, as along the Montezuma Road, Collwood Boulevard boundary. Both communities share the lengthy El Cajon Boulevard strip commercial area, both have designated areas behind the commercial strips for multi-family areas and then further back, single-family areas.

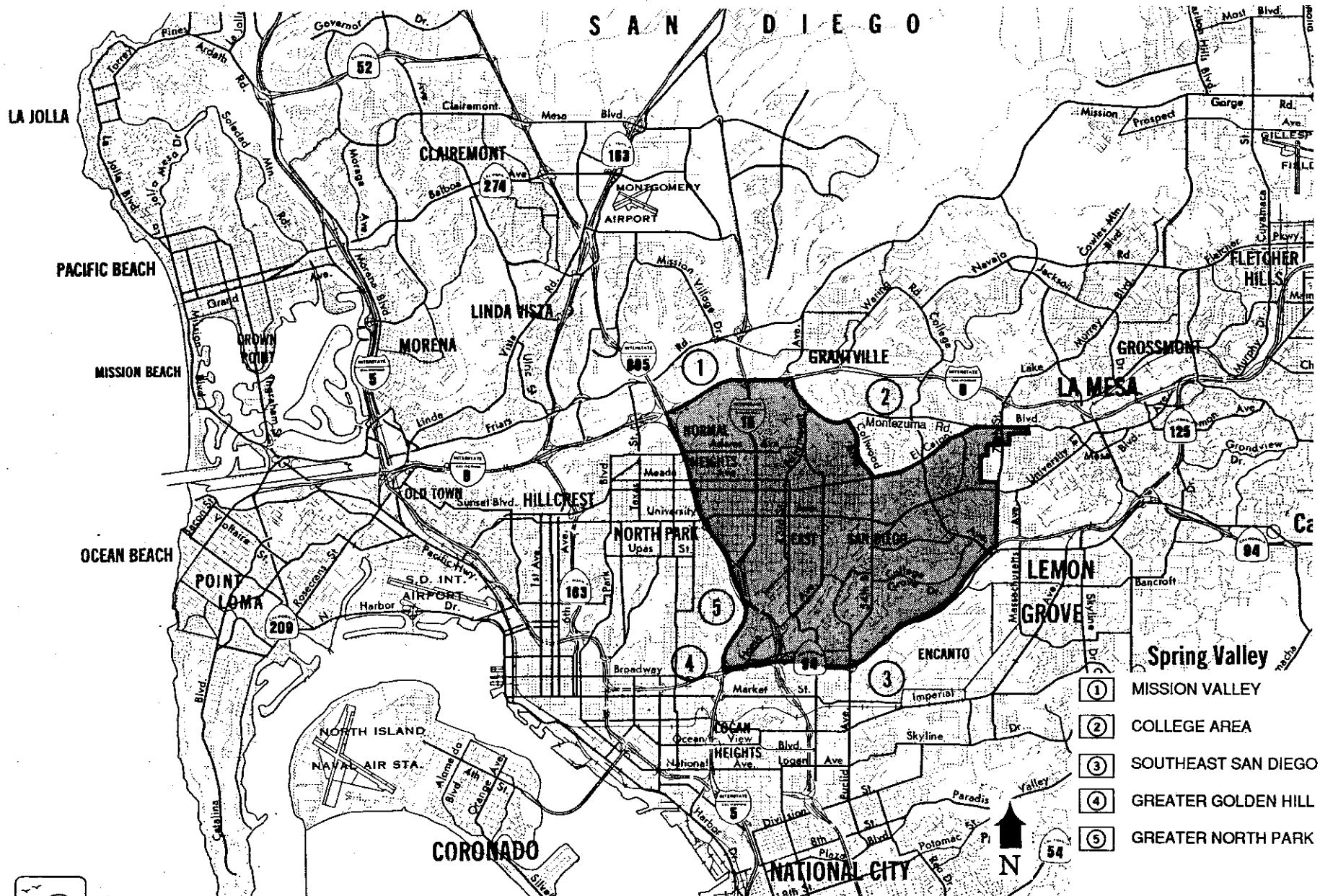
City of La Mesa

The easterly border of Mid-City abuts the City of La Mesa. La Mesa's General Plan repeats essentially the same development pattern and recommendations as the Mid-City Plan. These include continuation of commercial strips along the major thoroughfares, multi-family dwellings close to major streets and the preponderance of the area further back in residential neighborhoods.

City of Lemon Grove

On the southeast, the City of Lemon Grove borders Mid-City along about a mile and a quarter of Highway 94 and Federal Boulevard. The Lemon Grove General Plan recommends this strip for continuation of industrial and commercial use, reflecting existing uses which preceded the incorporation of that City. This area is effectively isolated from Mid-City with the only connection at the College Avenue, Broadway interchange of S-94.

FIGURE 5



MID-CITY Surrounding Communities
CITY OF SAN DIEGO • PLANNING DEPARTMENT

Southeast San Diego

The remainder of the southern boundary of Mid-City borders on the Southeast San Diego community and is separated from it by Highway 94. Uses in Southeast are similar to those in Mid-City with single-family areas interspersed with institutional uses. The only connections between the two communities are Kelton Road/Federal Boulevard, Euclid Avenue, 47th Street and freeways 805 and 15.

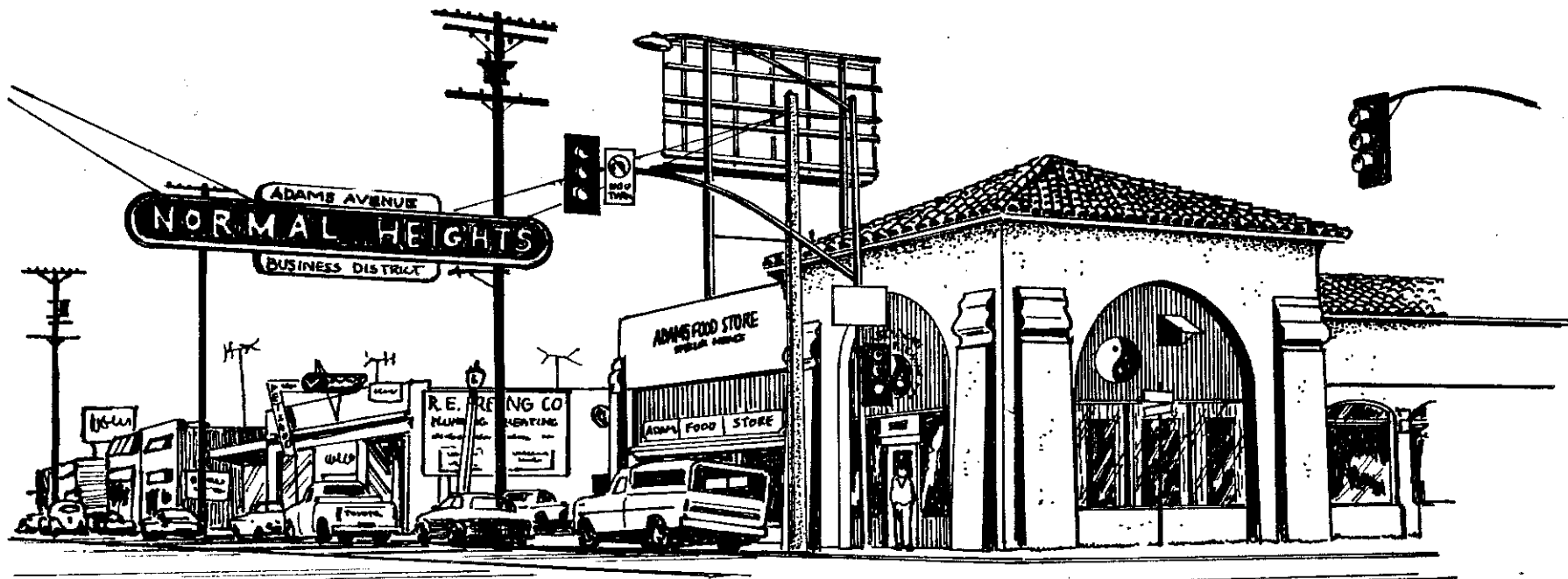
Greater Golden Hill

The Greater Golden Hill Plan area lies to the west of the southwest corner of Mid-City, but is effectively separated from it by topographic barriers and freeway 15. There are no direct connections between the communities and access can be had only circuitously by freeway 94 or the Landis Street bridge and then the local street network of the Greater North Park community.

Greater North Park

The Greater North Park community lies to the west of most of Mid-City and visually is almost indistinguishable from it. Both communities are very similar in character, land use, zoning, and social characteristics. The land-use plan recommended in the Greater North Park Community Plan is complementary to this Mid-City Plan.

GOALS



Adams Avenue

Goals

The following have been established as overriding goals for the Mid-City plan.

1. Enhance the quality of all neighborhoods in the Mid-City community;
2. Provide a wide range of housing opportunities in type and location of choices and spanning all socioeconomic strata;
3. Provide a full range of shopping, retail and service facilities in commercial areas within the community;
4. Increase employment opportunities within the community;
5. Ensure a high level of municipal, educational, social and recreational services in the neighborhoods of the community;
6. Enhance the mobility of all segments of the population in a timely and safe manner.



City Heights

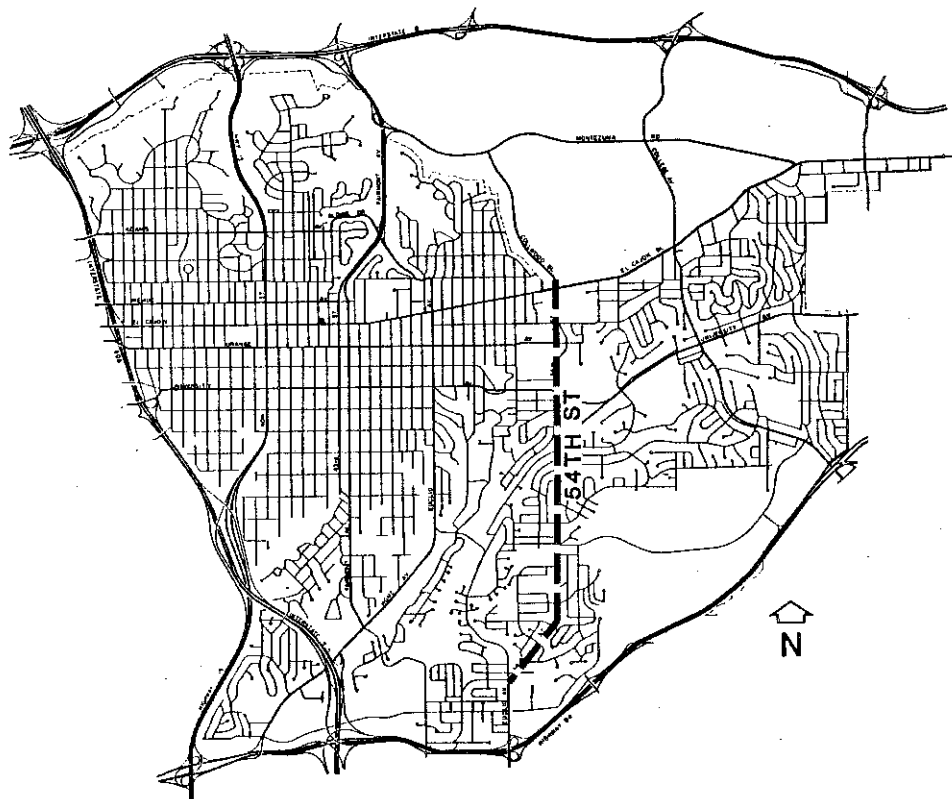
ALTERNATIVE LAND USE PLANS

- ❖ **Residential Alternatives**
- ❖ **Alternatives for Non-Residential Uses**

Alternate Land Use Plans

The following alternative land use plans have been considered in preparing for the revision of the Mid-City Community Plan. The variations largely pertain to differences in population density. In each of the alternatives, non-residential land use would remain approximately the same. While variations in these land uses have been considered, their impact on the overall holding capacity would be minor.

The major differences in density discussed are for the area generally west of 54th Street. The neighborhoods of Oak Park and Rolando, to the east, are well established and built out in accordance with existing zoning, and it is anticipated that no major changes will occur in these areas.



Residential Alternatives

Lowest Density Alternative

This alternative would amend existing zoning to reflect the average density that presently exists on each block. In the high density areas, the zoning is presently R-600 which allows 72 dwelling units per acre (du/ac) while development is a mixture of single-family at R-1 density (8 du/ac) and multi-family (up to 43 du/ac). Virtually no projects are built at densities greater than 43 du/ac without consolidation of several parcels. The average density for the great majority of these high density blocks is R-1500 (29 du/ac). This alternative would allow existing single-family to be built out to R-1500 density except where existing density averages R-1000. In those cases, R-1000 would be permitted. This alternative would designate most multi-family areas for R-3000 and R-1500 zoning. The pockets of R-1000 and R-600 that would be designated reflect substantial development already built at those densities. Pockets would be created at a large enough scale to avoid the problem of spot zoning.

This alternative would permit existing single-family and two-family properties which are already in multi-family areas to redevelop for multi-family use but at substantially lower density than that currently permitted. Resulting development would include the addition of two or three units on single-family and two-family properties for R-1500, and six to eight-plexes replacing single-family and two-family for R-1000 areas.

Existing Plan Alternative

This alternative would continue the pattern of the existing 1965 Land Use Plan. The most widespread densities recommended in this plan were at the R-3000 and R-1000 levels (14 to 43 du/ac). Small areas at medium high density (40-79 du/ac) were suggested along University Avenue with a larger segment around Fairmount Avenue. The 1975 rezoning effort responding to the requirements of A.B. 1301 did not bring zoning into substantial conformance with this Land Use Plan. For that to have occurred, the great amount of R-400 would have had to be changed to R-1000 instead of R-600. Also, many areas recommended for R-3000 in the 1965 Plan are still zoned R-1000 and R-600. The R-1500 Zone did not come into effect until 1968, subsequent to preparation of the 1965 Plan.

This alternative would propose a belt of multi-family use that approximates the heavily traveled corridors of El Cajon Boulevard and University Avenue and extending to Adams Avenue west of 40th Street. The highest density allocations occur in nodes rather than in corridors along those thoroughfares.

Finally, the single-family eastern subarea is designated for a density of R-3000. This area still remains zoned primarily for R-1.

Existing Zoning Alternative

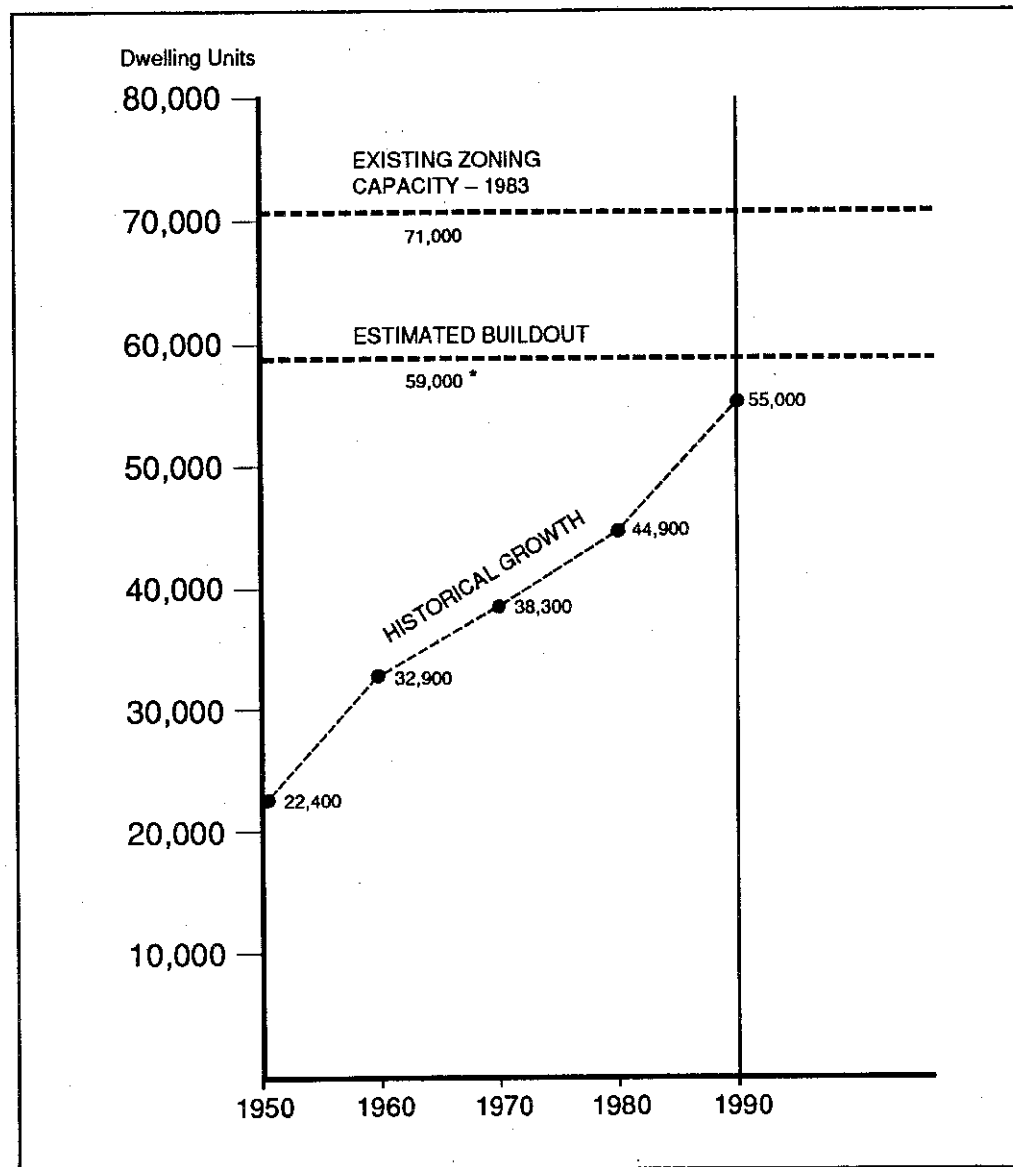
Adjusting the Land Use Plan to conform to the existing zoning pattern yields the most intense development of all the alternatives. The preponderance of the multi-family segment of the Western subarea is currently zoned R-600. Almost all multi-family development has occurred at a density of R-1000, suggesting that existing zoning poses no constraint to development except for parking requirements.

This zoning pattern allows only minimal transition between zoning classifications. Where breaks occur, R-1000 and R-600 zoning abut R-3000 zoning. This zoning, while it does permit high density along major transportation routes, does not set out transition zones between low and high densities. This could be accomplished through a series of up zonings and down zonings at transition points.

Transit Corridor Alternative

This alternative would identify El Cajon Boulevard and University Avenue as major thoroughfares and develop gradients in zoning density dependent on the distance to those streets. Highest density would be concentrated in the blocks adjacent to those streets while density would decrease for the tiers of blocks as distance from the thoroughfares increases. Fairmount Avenue is considered a major perpendicular street for purposes of introducing higher density in a north-south direction.

In classic land use theory, density is stepped down one gradient for each tier of blocks removed from the transit corridor. This, over time, would create noticeable changes in land use as one traversed the grid system. This scheme would require both down-zonings and up-zonings in order to implement the plan. As with the other alternatives, substantial areas of single-family and two-family dwellings are preserved in the northwesterly and southeasterly areas of the community.



* This figure assumes no residential development will occur in commercial areas.



MID-CITY Dwelling Units - 1990

CITY OF SAN DIEGO · PLANNING DEPARTMENT

A modified transit corridor alternative could be developed that more closely reflects existing land uses and involve less rezonings. This pattern would result in a blanket multi-family zone with high density immediately adjacent to the thoroughfares, and more dramatic transition between land uses (as presently occurs) rather than the one zone transition steps suggested in the classic approach.

Density Bonus Alternatives (Incentive Zoning)

For each of the alternatives examined, the concept of density bonus could be introduced in order to allow higher density in return for implementing overall plan goals. Such incentives could be awarded in return for extraordinary performance with respect to environmental enhancement, design, parking or energy conservation.

Bonuses could increase density one gradient in each of the multi-family zones above R-3000. For this system to be practical, substantially lower density would need to be prescribed as a base level in order to introduce a sufficient incentive for a bonus to be meaningful to the development industry. Such a system could be implemented through the use of Planned Residential Developments (PRD), Planned Commercial Developments (PCD) or through the development of Planned Districts (PD).

An additional mechanism could be a Transferable Development Rights (TDR) system where development rights in designated open space in Mid-City could be marketed for use in transit corridors as a density bonus.

Alternatives for Non-Residential Uses

Open Space

Existing Community Plan and Zoning

The adopted Mid-City Plan identified only two open space areas - Colina del Sol Park and the open area at Chollas consisting of Chollas Lake, the South Chollas landfill and the projected North Chollas landfill area. The existing zoning provides only minimal potential for preserving open space; the only area designated for R-1-40 zoning are the Mission Valley slopes adjoining Normal Heights and Kensington.

General Plan Open Space Designation

The deficiencies in the designated open space are potentially remedied by open space designations contained in the open space map included in The City of San Diego Progress Guide and General Plan Open Space Element. These designations in Mid-City include the Mission Valley slopes, the tributary canyons bordering Fairmount Avenue and Montezuma Road, and portions of the Chollas Creek valley from University Avenue to the southwest corner of the plan area.

Other Open Space Designation

This alternative would include all of the open space recommendations in the General Plan alternative above with additional designations located in some of the remaining undeveloped canyons, such as Home Avenue and tributary canyons and Lexington canyon, as well as steep slopes throughout many neighborhoods in the community.

Alternatives For Commercial and Industrial Use

Existing Community Plan

The adopted Mid-City Plan recommends more limited commercial area than is now developed or zoned. The adopted plan also recommends very limited areas for industrial use near Home Avenue and Federal Boulevard.

Existing Zoning

The existing zoning ordinance designates an excessive amount of land for commercial use and does not adequately differentiate among the many kinds of commercial activity. Some of the commercially zoned land is not now and is not likely to be developed for commercial use. Such commercial areas should be designated for more appropriate land uses.

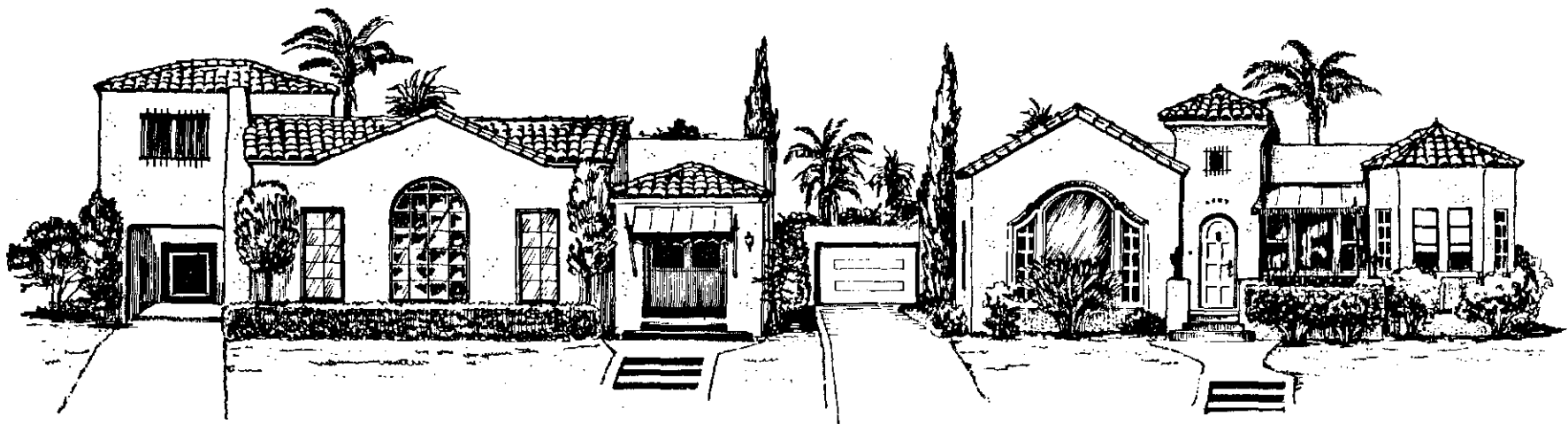
Intensified Economic Activity

This alternative would evaluate the potentials for heightened economic activity by recommending mixed commercial and multi-family uses, by expanding the depth of commercially zoned strips, by contracting the extent of the commercially zoned strips,

redesignating certain unproductive areas from commercial activity to some other use. It would also recommend a differentiation for the various commercial activities and place special emphasis on office commercial use. It would also recommend expanded areas for industrial land use.

PLAN ELEMENTS

- ❖ **Housing**
- ❖ **Commercial**
- ❖ **Industrial**
- ❖ **Transportation**
- ❖ **Open Space**
- ❖ **Parks and Recreation**
- ❖ **Schools**
- ❖ **Public Facilities**
- ❖ **Urban Design**



"Kensington"

Housing Element

Background

Population growth in Mid-City has occurred in three surges: In the first, the western area grew prior to World War II, and the Eastern area after the war for the second surge. The third surge was underway in the early 1960's and is continuing. This latest surge occurs in the form of infilling when single family homes are replaced by apartments and, more recently, condominiums.

The relative significance of Mid-City in the total San Diego housing context has diminished over the years as growth has occurred in suburban areas. The population of the area has leveled off in spite of the construction of additional housing units because family size has decreased; multi-family dwellings have been smaller units and are not as conducive to large families while changing life styles have caused smaller household sizes to be the rule all over America.

There is need for residential revitalization because the housing stock has aged and because the lure of new, larger, suburban homes has attracted the more affluent buyers, leaving the smaller, older housing in Mid-City to lower income people, many of whom do not have the resources to upgrade their property. With the lack of significant undeveloped acreage in this community, the preponderance of changes in housing will result from the replacement of existing housing with new housing probably at higher densities, and from revitalization of housing through rehabilitation and/or conversion of existing neighborhoods. Because of these facts, the thrust of this element will be principally directed to revitalization of housing.

Much private sector rehabilitation has occurred over the last twenty years in the form of infilling where single residences on standard lots have been replaced with apartments and condominiums. This replacement has removed some deteriorating housing and replaced it with newer stock. Some sound housing was also removed, however, and some of the older apartments are themselves already deteriorating.

In recent years The City of San Diego has begun public sector rehabilitation in three of 24 census tracts with the use of Community Development Block Grant (CDBG) funds. Residents of two census tracts in the City Heights community have received assistance through this program which makes low interest loans available to property owners for purposes of

TABLE 1
Population/Housing 1970-1983

	<i>POPULATION</i>				
	1970 Census	1980 Census	1970-1980 Increase	January 1983 Estimate	1980-1983 Increase
Mid-City	93,226	95,630	2.6%	101,212	5.8%
San Diego	697,027	875,538	25.6%	925,000	5.6%
Region	1,357,854	1,861,846	37.1%	1,986,000	6.7%

	<i>HOUSING UNITS</i>				
	1970 Census	1980 Census	1970-1983 Increase	January 1983 Estimate	1980-1983 Increase
Mid-City	35,650	45,073	26.4%	47,528	5.4%
San Diego	240,976	341,928	41.9%	357,512	4.6%
Region	447,739	720,346	60.9%	760,000	5.5%

TABLE 2
Housing Units by Structure Type (1980 Census)

Type	Total Units	Percentage of Total
Single-family detached	23,376	52
Single-family attached	2,062	5
Duplex	1,808	4
3 and 4	2,329	5
5+	15,025	33
Mobile homes	473	1
Totals	45,073	100

rehabilitation. The National Reinvestment Corporation has also designated yet another census tract in City Heights for housing rehabilitation under a program that combines the resources of local government, lenders and community residents in a concentrated effort to upgrade housing.

Existing Conditions

The fifteen year period, from 1960 to 1975, saw noticeable changes in the characteristics of the Mid-City population and its housing. The housing stock aged and the median income of the population declined. Offsetting this, however, was the construction of a large number of newer multi-family housing units and an increase in the total population. An increasing number of minorities moved into the planning area over the same time period.

An aging housing stock coupled with a low and moderate income population have created a need for housing rehabilitation. Another reason to preserve this housing is to maintain an economically balanced community. New housing is being built almost exclusively as market rate condominiums which does provide middle income housing and in some cases causes the removal of deteriorated housing.

As indicated in Table 1, the Mid City area grew more slowly between 1970 and 1980 than the remainder of the city or region. Mid City's modest population growth over this period was much like that of other older, established central areas, some of which lost population. Growth in numbers of housing units in Mid City was greater than population growth which is a reflection of the declining household size from 2.6 in 1970 to 2.1 in 1980. Some projections indicate a further decline in household size until the year 2000 while other data indicate the trend has leveled off and may even have reversed.

Since 1980, changes have occurred in the growth rates of both the City as a whole and Mid-City in particular. Housing unit growth has slowed considerably in the City, following a rather typical "boom-bust" cycle. But growth did not slow in Mid-City, maintaining approximately the same pace established in the previous decade. Population growth, on the other hand, continued at the 1970's rate for the City and at a much accelerated pace in Mid-City. This is due to a turnaround in the average household size which has been declining for more than a decade. The increase in household size is due to the influx of Indochinese, who have a very large household size. It is thought that the overall average household size will begin a gradual decline again within five to ten years

as the Indochinese become settled. However, whether or not Indochinese family size will indeed decline and whether or not they will disperse to other areas is somewhat speculative at this point.

Development Patterns

The general development pattern in Mid City is on a small scale and at medium density with small single family and apartment units predominating. Census data for 1980 is shown in Table 2.

Over 60% of Mid-City's housing units are in structures of four or fewer units.



Renters vs. Owner Statistics and Trends

Table 3 summarizes owner and renter statistics in Mid-City. Current estimates show that about 60% of all units in the area are rented and 40% owner occupied. Mid City's owner occupancy rate remains higher than that of many areas of the city and region, such as, central San Diego, Coronado, National City, Coastal San Diego and Del Mar. Eleven of Mid City's 24 census tracts have homeownership rates over 50%. Census tracts with the low owner-occupancy rates are in the southern portion of Normal Heights, in the Corridor, and in the northern portion of City Heights, while some other areas have owner-occupancy rates as high as 85%. Most Mid-City neighborhoods have shown a slow decrease in the rate of owner-occupancy during the last decade similar to trends in the remainder of the city and region.

TABLE 3
Occupancy by Structure Type, Mid-City, 1980

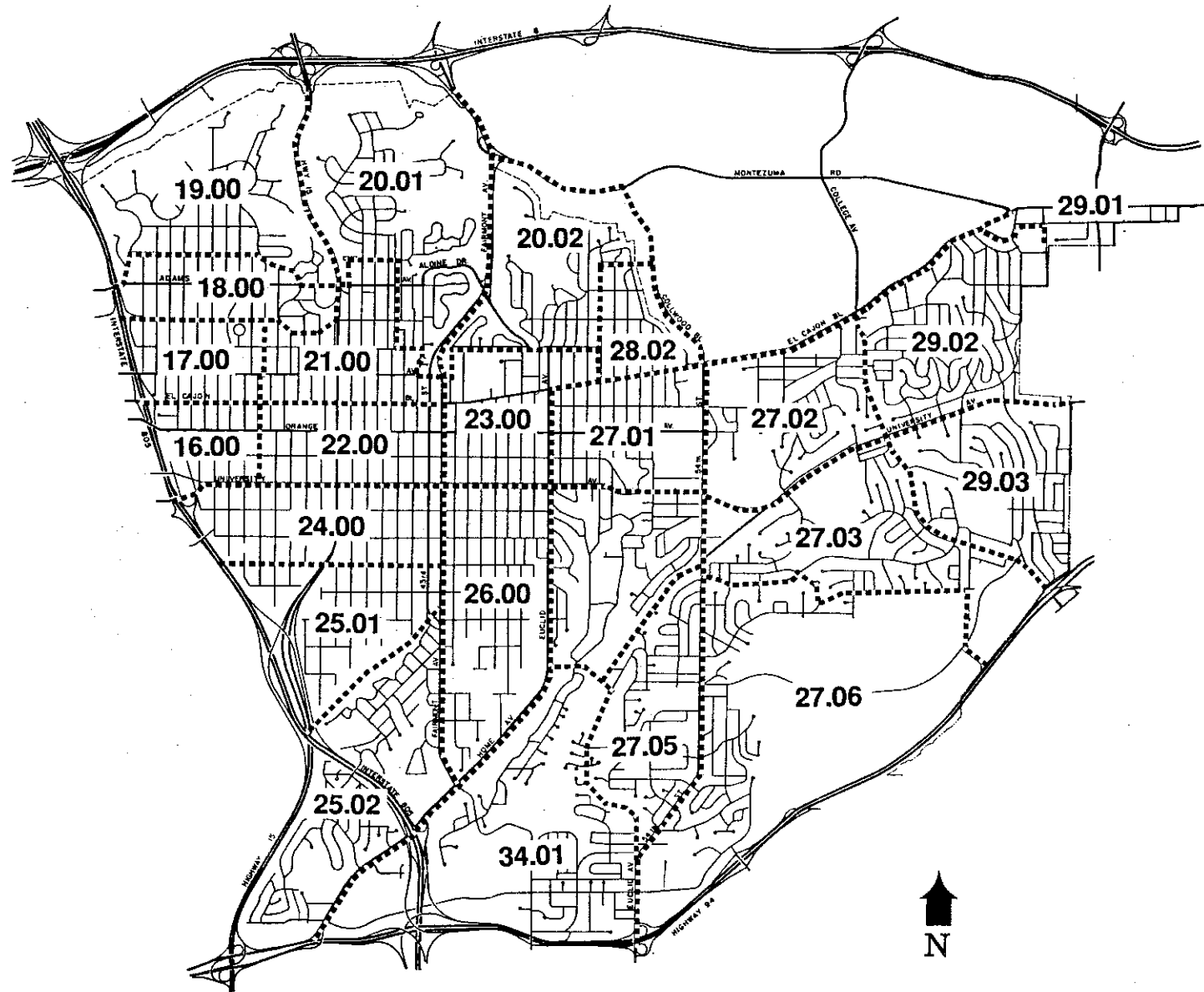
	Percentage of Owner Occupied	Percentage of Renter Occupied
Total Units	38	62
Single-family detached	61	39
Single-family attached	17	83
Duplex	15	85
3 and 4	9	91
5+	3	97
Mobile homes	65	35

TABLE 4
Median Housing Value and Rents (1980 Census)

	Value (Owner Occupied)	Gross Rent* (Renter Occupied)
Normal Heights	\$ 68,300	\$257
Kensington	108,300	259
Talmadge Park	83,800	248
Corridor	62,200	252
City Heights	57,800	262
Chollas Creek	65,000	262
Oak Park	66,700	272
Rolando	71,900	283
City-wide	90,700	274

* Includes utility costs

FIGURE 6



MID-CITY Census Tracts (1980)
CITY OF SAN DIEGO • PLANNING DEPARTMENT

Housing Values and Rental Rates

Data from the 1980 census indicates that housing values and rents are generally lower than the City as a whole (Table 4). Only Kensington has a higher median housing value at \$108,300 versus \$90,700 City-wide. Rolando is the only neighborhood with a median gross rent exceeding the City average at \$283 versus \$274 for the City. Nearly all of the neighborhoods had housing covering the full range of values -- from less than \$10,000 to over \$200,000 -- and the full range in rents -- from less than \$60 to more than \$500.

Housing Condition

Both the value and the renter/owner data cited in the previous sections give some indication of housing condition.

Housing condition data from the 1975 Census indicates that in all census tracts less than 5% of the housing units are deteriorated or dilapidated, except for five tracts all of which are located in the Corridor or City Heights. The three census tracts in City Heights (24, 25.01 and 26) have already been included in housing rehabilitation target areas utilizing Community Development Block Grant funding.

The major concentrations of substandard housing are similar to the concentrations of low value and renter stock.

Related Programs

General Plan Housing Element

In September 1981, the City of San Diego adopted the Housing Element of the Progress Guide and General Plan Housing Element to serve as the City's "official policy statement....regarding the provision of an adequate supply of housing to meet the needs of the City's share of the Region's growing population." The Element contains an allocation among the City's communities and guides the development and location of future lower income housing.

Because of the weighting of various factors the allocation formula would result in very little redistribution of lower income housing. Mid-City which already has more lower income families than any other of the 34 communities would, under the formula, still receive the highest allocation of more of such housing.

Community Development Block Grant Funding

The City of San Diego has been participating for a number of years in the Community Development Block Grant Program. The CDBG funds have been used for street and alley improvements, rehabilitation of housing, social service agency rehabilitation projects and for preparation and implementation of this community plan.

In addition, funds for removal of architectural barriers and loan assistance for small business have been used throughout the City as well as in Mid-City.

Thirty-six sites totaling 228 acres of land have been approved for the development of low income housing within The City of San Diego. Of the 36 sites, 12 are in the Mid City area and are programmed to provide 206 units of housing for both families and for the elderly.

A variety of techniques are used to make units developed on City owned sites affordable to low income households. These techniques include bond financing, land write-down, State of California AB 333 funds, use of CDBG funds for site improvements, density bonuses, use of Section 8 existing housing and new construction and the Public Housing Construction Program.

Rehabilitation Efforts

Rehabilitation efforts funded by the City's Block Grant Program are being directed to the City Heights section of the planning area, in Census Tracts 24, 25.01 and 26.

Loans at below market interest rates for the rehabilitation can be made available under this program.

Additional funds are expected to be available for rehabilitation in Census Tract 24 through the Neighborhood Housing Services Corporation.

Trends and Projections of Future Development

Recent construction and plans for development under consideration indicate continuation of the existing development pattern in Mid City of multi-family construction, mostly in small and medium sized condominium complexes.

The Series V Population Projections (SANDAG) forecasts a slight loss in population for the Mid City area between now and the year 2000. These projections also indicate a substantial increase (5400) in multi-family development and a corresponding decrease in single family housing. Other forecasters, however, suggest that the role of the area in providing moderate income housing result in an increase in population while the generally good condition of the housing stock and possible vigorous rehabilitation efforts would seem to forestall such a major loss of single family housing.

The projections in the Neighborhood Plan section of this plan indicate a slight overall increase in population resulting from a continued moderate housing growth rate combined with a slight decrease in household size. Compared to a 1984 estimate 48,300 dwelling units, 56,400 are projected for the year 2000. The estimated buildout of the community plan area is estimated at 59,000 dwelling units.

Objectives

TO CONTINUE THE EXISTING MEDIUM DENSITY CHARACTER OF MID-CITY CHARACTERIZED BY WIDESPREAD AREAS OF SINGLE FAMILY AND TWO FAMILY RESIDENCES AND BY INFILLING ADJACENT TO TRAFFIC CORRIDORS.

- Preserve existing single-family areas and neighborhoods as vital housing resources.
- Preserve existing two family districts as a prevailing housing pattern.
- Concentrate highest residential densities adjacent to major transportation corridors.

TO ESTABLISH DETAILED PERFORMANCE STANDARDS IN ORDER TO GUIDE NEW DEVELOPMENT.

- Apply urban design principles to infill projects.

- Give special consideration to properties with alley access when proposed for new development because of the design flexibility they afford with respect to the placement of parking. Parking and access should be taken from alleys, when feasible, leaving the street frontage available for visitor parking and play areas.

TO ENCOURAGE THE USE OF APPROPRIATE DESIGN PRINCIPLES WITH RESPECT TO STRUCTURES, THEIR SITES AND NEIGHBORHOODS THROUGH THE USE OF BONUSES AND INCENTIVES AS REWARDS FOR DEVELOPMENT IN ACCORDANCE SUCH PRINCIPLES.

- Provide adequate parking for automobiles generated by new development.
- Encourage extensive drought resistant tree planting to improve community appearance and provide shade during hot, dry summers.
- Require use of native or adaptable vegetation for all landscaping.

TO FOSTER THE CONTINUED HOUSING OF AN ECONOMICALLY AND DEMOGRAPHICALLY BALANCED COMMUNITY IN ORDER TO IMPLEMENT THE POLICIES OF THE GENERAL PLAN HOUSING ELEMENT.

- Provide new market rate construction in order to promote economic balance.
- Avoid construction of any state or federally subsidized housing.
- Preserve existing housing stock which may be the main source of low- and moderate income housing in the future.
- Avoid demolition of sound or salvageable housing. Wherever possible relocate such housing, especially the prominent cottage and bungalow style, onto underused lots where owners are interested in keeping existing stock and adding units.

TO UTILIZE FEDERAL AND STATE HOUSING ASSISTANCE FUNDS IN ORDER TO PROVIDE A BROAD RANGE OF HOUSING.

- Locate subsidized housing only in the higher income sections of Mid-City in order to avoid a concentration of low and moderate income units.

- Encourage new construction of market rate housing in Mid-City's lower income areas in order to upgrade the overall value of the housing stock in those areas.

TO ENCOURAGE THE OWNERSHIP OF HOUSING.

- Provide assisted home ownership opportunities.
- Provide an affirmative marketing program.
- Disperse additional rental housing throughout the planning area.
- Develop cooperative housing projects to afford renters a mechanism to achieve ownership.

Recommendations

Proposed residential land use is described here in general terms. More specific locations for implementation of these uses are treated in the Neighborhood Plans.

In general, new housing is expected to be constructed in Mid-City in response to a regional shortage. This housing should be directed at the middle income market inasmuch as there is presently an abundance of low and moderate income housing. An exception to this would be to encourage the development of subsidized housing for seniors who constitute as much as 25% of the population of some neighborhoods in Mid-City. The questions of enforcement and adequacy of parking should be fully addressed, however.

Protecting existing low-moderate income housing is a reasonable means of insuring an economically balanced community. The mechanism necessary to protect this existing housing is rehabilitation of single and multi-family units and for both rental and owner occupied housing. Public and private actions together will be necessary to insure this takes place.

Land Use Designations

Low Density Residential - The existing low density residential areas are characterized by lots developed with single-family detached houses or duplexes which are compatible with the scale of surrounding single-family houses. These areas are zoned for single-family development and should be protected as single-family neighborhoods in the future. Therefore, requests for rezonings or other discretionary actions in these areas, which could result in construction of any type of residential structure other than traditional single-family houses with one unit per lot, should be denied. Larger lot sizes than required for R1-5000 would be acceptable for unsubdivided land, however, there is virtually none remaining in the community. Single-family detached residences are proposed as the dominant land use.

Low Medium Density - This land use is intended to permit duplexes or two freestanding units in areas that are zoned R-3000. Minimum lot size is suggested to remain at 6000 square feet. For the most part, property in these areas open to alleys at the side or rear of lots. It is recommended that alleys be available for vehicular access to parking when feasible. It is into these low medium density areas that cottages and bungalows which may be removed from elsewhere should be located provided zoning requirements can be met. Lot consolidations in the low medium density areas should generally be prohibited to prevent large multi-family projects which are out of scale with existing development.

Medium Density - This land use designation is proposed in areas near major streets and is intended to accommodate low rise garden apartments. The density in these areas is that of the R-1500 Zone, 15 to 30 dwelling units per acre. Where alleys are present it is expected that the main vehicular access to parking will be from the alley where feasible. Because of the nature of existing land use patterns, only a small amount of land at this density is designated.

Medium High Density - This land use density can only be achieved through the satisfaction of the density bonus criteria described in the Urban Design Element. In the eastern subarea it is clustered adjacent to major streets and accessible to shopping and community facilities. In the western subarea, it is limited to areas near Fairmount Avenue, University Avenue, Adams Avenue and the eastern portion of Monroe Avenue. The Medium High areas are limited to neighborhoods having vehicular circulation systems

capable of supporting traffic generated by this density housing with minimal impact upon adjacent neighborhoods. In the western subarea, such uses should take full advantage of alleys for access to parking and application of the urban design criteria detailed in this plan is desirable. The density is that of the existing R-1000 Zone, 30 to 45 dwelling units per acre. To achieve this density again requires that the density bonus criteria be met.

High Density - To achieve this density again requires that the density bonus criteria be met. This land use is designated in the blocks immediately adjacent to El Cajon Boulevard west of 54th Street. The density is that of the existing R-800 zone, 45 to 55 dwelling units per acre.

Very High Density - With incorporation of special design features in development projects, very high density (75 to 108 du/ac) will be allowed through the Planned Residential or Planned Commercial Development process in designated blocks immediately adjacent to El Cajon Boulevard.

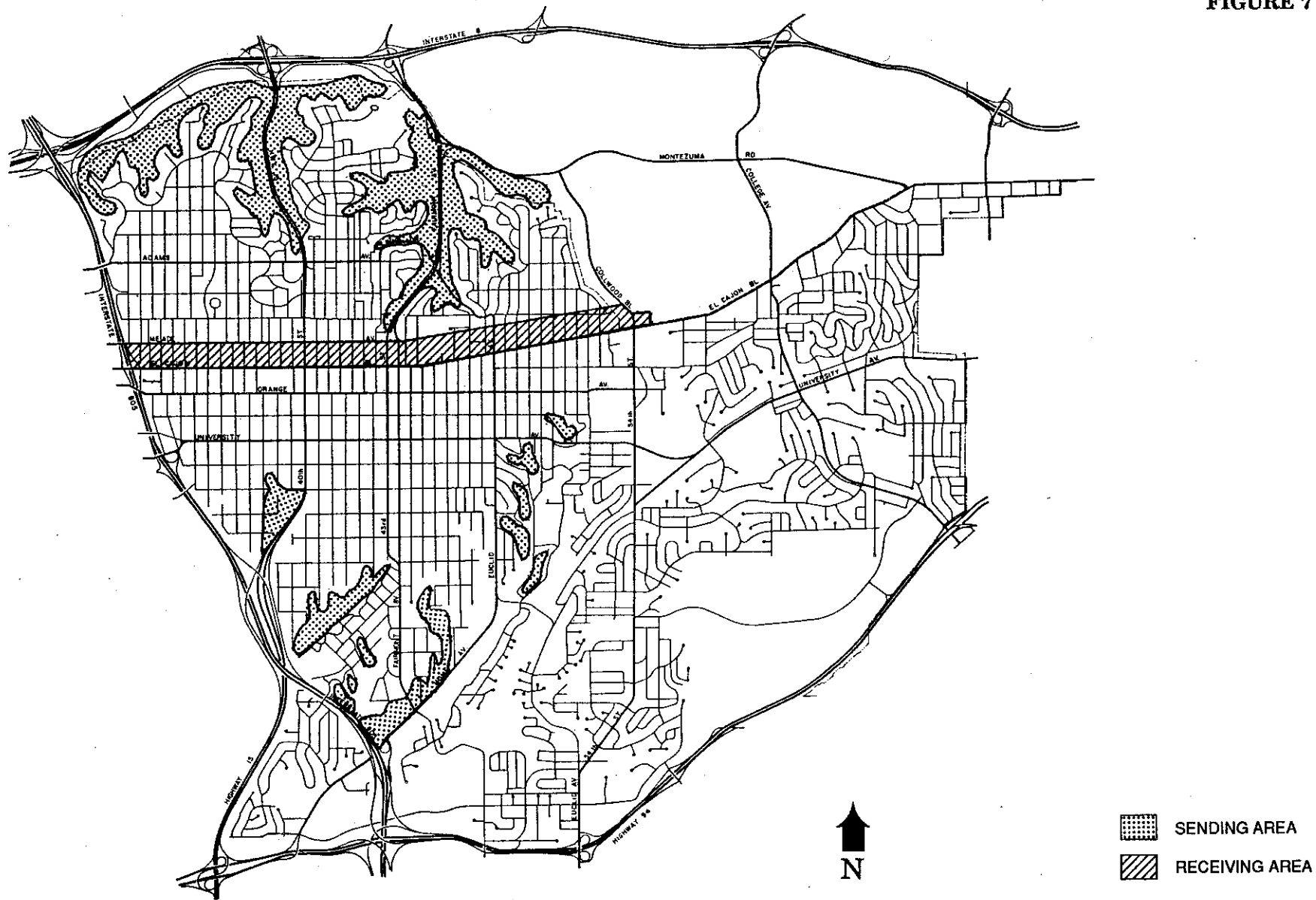
Development Regulations

This Plan makes a number of recommendations with respect to insuring quality development. A detailed evaluation of existing development regulations will be undertaken as implementation proceeds in order to provide improved mechanisms for achieving plan goals. Among other devices or mechanisms, the following should be considered during this evaluation.

Urban Design - Urban design guidelines are suggested for all development over 30 units per acre. These should be incorporated into new ordinances and applied to the appropriate areas.

Zoning - Zoning changes are to be initiated where there are major inconsistencies between recommended residential land uses and existing zoning. The detailed urban design criteria being proposed may make it desirable that Planned Districts be developed for certain areas. These may be especially appropriate for multi-family areas where existing zones do not have the flexibility to meet the need or in mixed use areas.

FIGURE 7



MID-CITY Transferable Development Rights
CITY OF SAN DIEGO • PLANNING DEPARTMENT

Development Bonus - It is recommended that, as part of zoning implementation, incentives and bonuses be implemented as a method of encouraging inclusion of desirable features in new developments. Bonuses should be provided for the incorporation of urban design proposals including creative parking ideas, height and bulk considerations, siting of structures, creative landscaping, family-oriented development, exceptional architectural detailing and increased fees. Bonuses could be awarded in the form of increased numbers of units, increased floor area ratios or greater flexibility in setbacks. Proposed bonus criteria are contained in the Urban Design Element.

Transferable Development Rights - Consideration should be given to the introduction of the concept of TDR's into the planning and development in the Mid-City area.

This would permit density in excess of that permitted by the underlying zoning along the El Cajon Boulevard transit corridor if the rights for such were acquired from other locations in Mid-City (such as canyons) where development is being discouraged. TDR's might also be used for accomplishment of other social or physical goals or objectives as the need for them becomes apparent. Planned Residential Development Permits or a similar mechanism should be required for such projects.

Development Fees

It is recommended that consideration be given to the creation of a fee district in designated areas. Under this procedure, districts would be established where for every new residential unit a fee would be levied that would accumulate for use in that district.

This would be similar to the park fee now collected by the City on new development. Those funds could then be used according to established criteria to develop off-street parking reservoirs, vest pocket parks, improvements to selected residential streetscapes or improved transit facilities.

Revitalization

The two subareas in Mid-City differ in their need for housing rehabilitation. The eastern subarea, being newer, has less of a problem of deterioration than the western subarea. Revitalization in the eastern subarea will be necessary in isolated areas while

revitalization in the western subarea is necessary on a much larger scale. While revitalization of housing in the eastern subarea is recommended where needed, public sector efforts should be directed to the area west of 54th Street and Chollas Creek.

Target Areas

It is recommended that residential rehabilitation programs be organized on the basis of districts to be established in the western subarea. These districts should be assigned appropriate priorities based on an evaluation of the statistical data including the following factors:

Land Use - The district should be predominantly residential and exhibit some potential for remaining as a residential area.

Condition of Housing - While the Federal Decennial Census no longer tabulates data on the condition of housing, it does provide information for which there is a strong correlation with condition and which can be used in evaluating housing. These include age, presence of complete plumbing and proportion of rentals. Rapid street surveys can supplement this information with a cursory review of structural soundness (the presence of a foundation, sagging roof) and upkeep (lack of paint, broken windows). Target areas should show a noticeable number of problems on each block in order to be included in the program.

Structural Mix - The greater the percentage of single-family and two family structures, the greater the chance for maintaining the integrity of the neighborhood.

Owner Occupancy - Chances of maintaining neighborhood stability also tend to correlate with owner-occupancy. Those districts with the highest degree of owner-occupancy will probably benefit the most from a rehabilitation program. There is a greater likelihood of success in promoting such a program to an owner occupant rather than to an investor.

Mortgage Deficiency - Districts that have received fewest mortgage funds generally tend to be most in need of rehabilitation funds.

Neighborhood Interest - A key ingredient to success is the willingness of property owners to participate. Neighborhood organizations tend to exist because of concern for their area. These groups provide a means for communicating with residents and property owners.

Income - Those districts with low median incomes will be most in need of an active rehabilitation program.

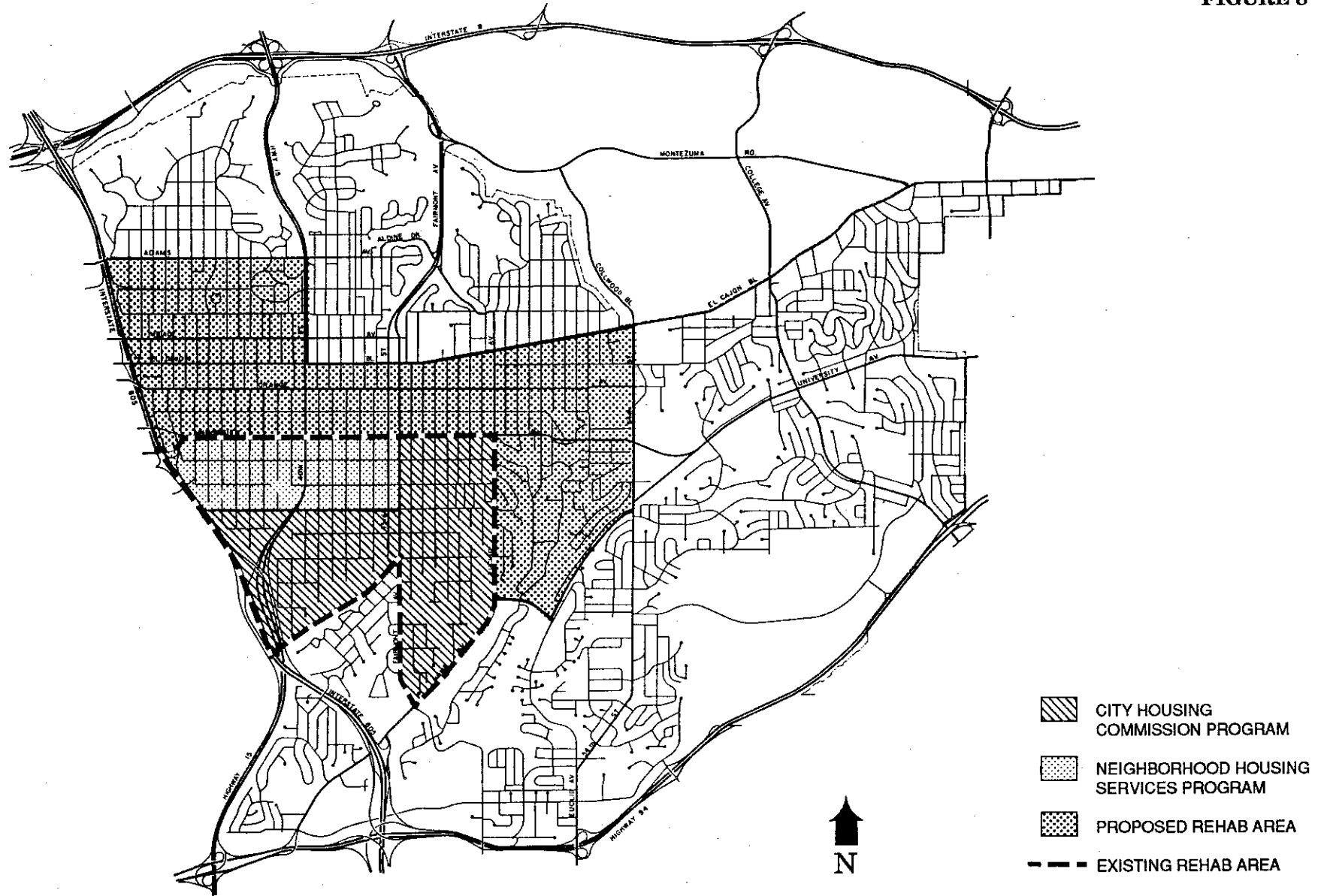
By establishing priorities for residential districts for rehabilitation activity according to objective criteria, the revitalization strategy affords a means for an incremental approach to improving the conditions of housing in areas of greatest need. This incremental approach, by concentrating activity into small areas, results in noticeable improvements. This can be important in convincing potential beneficiaries who may be skeptical that the program is worthwhile. It also provides an opportunity to improve the operation of the program from area to area as experience is gained.

There will be an increase in the amount of new and rehabilitated housing in the planning area in the future. Both the private and public sector will be involved in the production and rehabilitation of housing and the total of all such activity will constitute revitalization.

In the private sector, new housing will be built primarily on a lot by lot basis. There are a few tracts available for the development of small subdivisions of single-family or multi-family dwellings but only on a very limited basis. Most new housing will occur at multi-family densities as condominiums and apartment buildings. Because of the costs involved in producing market rate housing, this new development will meet the needs of middle and higher income families only.

The private sector will play a role in rehabilitation as well as homeowners upgrade their property by expanding or extensively remodeling their structures. This activity will also benefit middle and higher income households, those most capable of supporting the high cost of such activity.

FIGURE 8



MID-CITY Housing Rehab Strategy Areas
CITY OF SAN DIEGO • PLANNING DEPARTMENT

In the public sector, programs now exist for new construction and for rehabilitation. The City's Housing Commission is responsible for the development of publicly assisted new construction. Most public sector programs will necessarily benefit low and moderate income households. A large proportion of construction is likely to be devoted to housing for senior citizens. Because there is presently an abundance of low income housing in many of the Mid-City neighborhoods, it is recommended that new subsidized housing construction be directed to sites in the higher income areas. Of course, other considerations in location are necessary as discussed in the Land Use Element, such as proximity to transit for seniors and households without automobiles.

Rehabilitation of housing is probably the most extensive need that exists. Public assistance in the form of subsidies or guaranteed loans is probably the tool with the greatest potential to accomplish this. At present, The City of San Diego is operating a program in two census tracts (25.02 and 26.00) in City Heights. Established in 1980, this program uses federal money allocated to San Diego under the Community Development Block Grant Program to provide low interest loans to property owners in designated areas. These loans, some with payments deferred until property is sold, are generally used to correct building code deficiencies and make repairs resulting from neglect. In addition to making loans, the City directs public improvement funds to rehabilitation areas for street and sidewalk repair. In the case of City Heights, certain unpaved alleys are being paved as the program progresses. Because this program has a record of accomplishment, it is probable that it will continue to be the primary rehabilitation program throughout Mid-City in the future. A portion of Normal Heights has been designated as a participant in this program beginning in 1984. This, of course, is dependent upon continuation of the program by the Federal Government.

One other housing rehabilitation program is in the formative stage in San Diego with City Heights the first designated neighborhood. The National Reinvestment Corporation has developed over one hundred neighborhood rehabilitation programs throughout the country. It is funded by Congress for stimulating a partnership between local government, lending institutions and residents in forming a nonprofit corporation for rehabilitation of housing. The local program would obtain commitments from government and lenders to make loan funds available. Census Tract 24.00 has been designated for the initial effort under this program. A professional staff will manage the program working from an office within

the rehabilitation area. In addition to administering the loan program, the staff will assist in organizing a local resident group to work together for the improvement of the neighborhood.

In summary, public and private rehabilitation and new construction will occur in any event, and through planning, organization, and implementation much of this activity can be directed toward improving the quality of the neighborhoods in Mid-City. The key to a successful program is to establish priorities among the residential districts according to objective criteria in order of most critical need and then to concentrate public sector activity according to that priority.

The identification of residential districts to be targeted for revitalization is only the first step in the program. Intangible factors such as the unwillingness of property owners to participate may change priorities. The following are important considerations for a successful residential revitalization program.

Preservation - Mid-City is a balanced community at present. Every effort must be made to preserve existing housing, for replacement housing will necessarily be more expensive. Where redevelopment occurs, sound housing in its path should be evaluated as to the feasibility for relocation onto underutilized properties. Where appropriate, the relocation could be charged to the cost of redevelopment. A list of potential sites for move-on cottages and bungalows should be developed in advance and a list of potential buyers/renters maintained by the agency overseeing redevelopment.

Zoning - Zoning incentives could be developed for use in encouraging the preservation and rehabilitation of existing housing. Also, disincentives could be introduced for eliminating sound housing, such as assessments that would be set aside for use in rehabilitation or a prohibition against lot consolidation in low density areas. A requirement for evaluation of housing on a unit by unit basis prior to issuance of a demolition permit would be a tool to accomplish this objective.

Neighborhood Associations - Revitalization programs require regular communication channels with potential beneficiaries of programs. Neighborhood associations in high priority target areas should assume responsibility for communicating with residents and property owners. Associations of local people are usually considered less threatening than outsiders to most people.

Code Enforcement - Chances of successful accomplishment of rehabilitation objectives are increased where there is mandatory code enforcement. Mandatory enforcement, however, can cause ill will if not done sensitively. Educational programs are necessary in order to ensure tactful and considerate attitudes by inspectors and to prepare property owners for an "intrusion" into their residences. The fact that health and safety are primary reasons for enforcement must be made clear to those whose property is inspected.

Construction Financing - Funding for subsidized housing construction is unlikely to be anywhere near sufficient to meet need while there is intense regionwide competition for such funds. A successful revitalization strategy is dependent upon a thorough documentation of need and aggressive pursuit of available funds.

Rehabilitation Financing - As for construction financing, rehabilitation funds for the programs discussed are far less than adequate to meet the need. A strong partnership between the community and local government is necessary. Neighborhood associations should take the lead in lobbying for the establishment of programs in their area.

Public Facilities - The City should appropriate funds for improvements to public facilities in conjunction with targeted rehabilitation programs. Such improvements should be timed for accomplishment in conjunction with rehabilitation programs in order to increase visibility.

Multi-family Rehabilitation Incentives - Many of the older apartment projects were built prior to zoning ordinance changes in the 1970's. These projects often have excessive curb cuts, parking in the front yard setback, minimal landscaping and minimal design features. An incentive program should be developed to allow a density bonus on another site if the existing project is upgraded. Standards should be established for the improvement of the building facade and yard areas, including the addition of landscaping. The amount and location of the bonus units should also be established.

Implementation of Revitalization

A housing revitalization strategy requires organization and funding. Organization involves the assignment of responsibility to a single group or agency. This responsibility can be assumed by local government or by the community. Because of stronger localized motivation it seems desirable to propose that a community organization should be formed for the express purpose of applying the rehabilitation program to the Mid-City area.

Calculations of available resources must be estimated and applied to the demand according to a timetable to maximize the effectiveness of the limited resources. Alternative funding sources should be explored. A specific revitalization strategy supported by government enhances opportunities for obtaining funding. In developing a strategy for capitalizing this program, the total costs of comprehensive revitalization must be determined and evaluated against resources available in order to measure the potential impact of the revitalization program.

As part of the implementation effort, a comprehensive data base should be developed that tailors appropriate information to the Mid-City community, its neighborhoods and the specific residential districts. Demographic information derived from the latest census, financial information related to the specific housing programs and the City's Capital Improvement Program should be aggregated as part of this data base.

Commercial Element

Existing Conditions

The planning area has two lengthy major commercial strips, one minor commercial strip, a regional shopping center and several pockets of minor commercial development within its boundaries. There is an abundance of commercial zoning with a lack of focused intensive use at any given location. Generally, uses include retail and wholesale businesses, service and a variety of offices. Some clustering by use occurs, but not to the degree found in other areas of the city. Following is a description, by district, of commercial land use.

Adams Avenue Strip

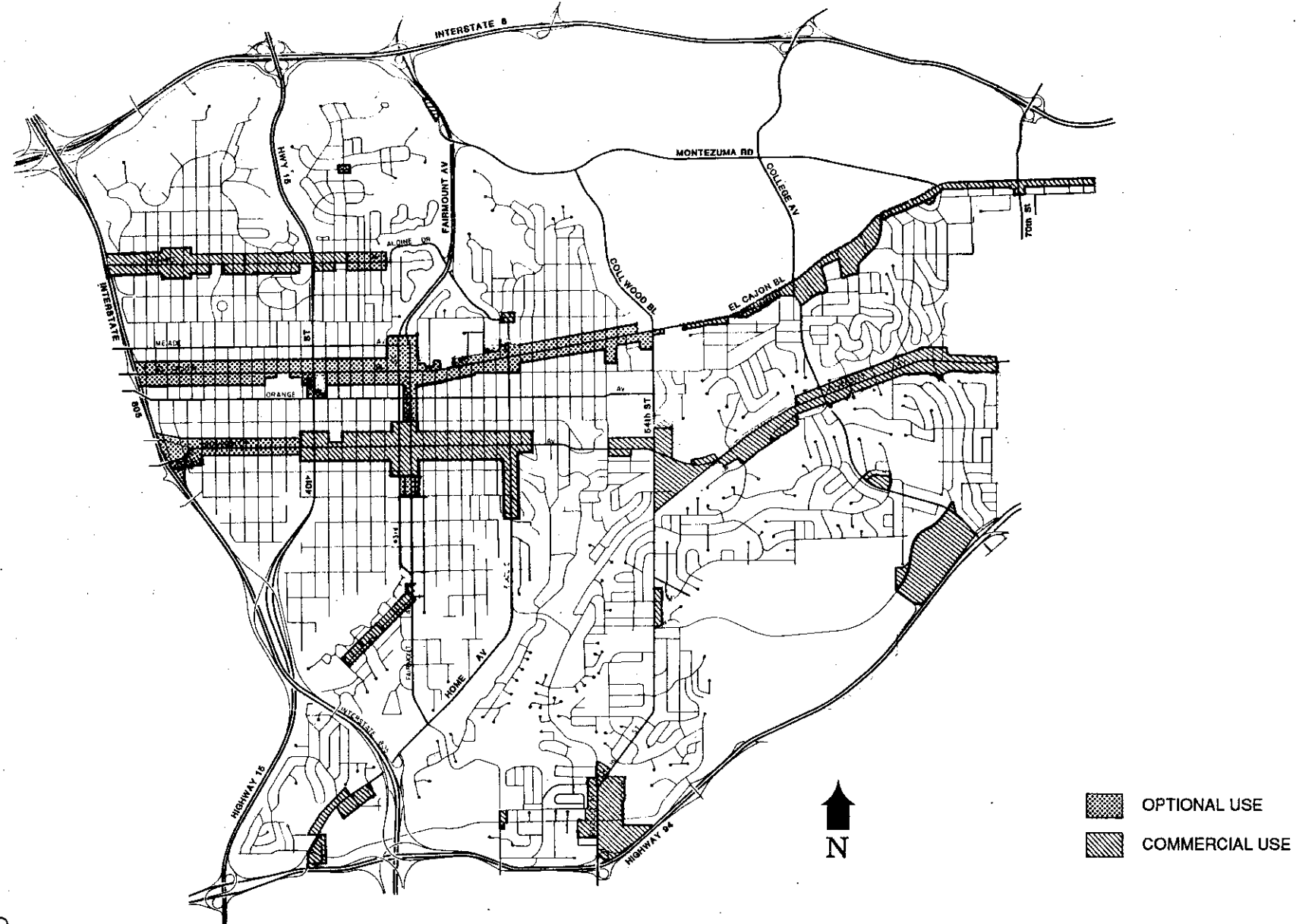
Extending along Adams Avenue from Interstate 805 in Normal Heights and well into Kensington, this district was established in the 1920's when the area originally developed. The area has undergone transition into a declining neighborhood business district, characterized by commercial uses serving the neighborhood and warehousing in facilities formerly more intensively used. The Adams Avenue commercial area also has a variety of office uses scattered along the strip and extending to the west beyond the study area. There is a general lack of off-street parking.

Public and private revitalization efforts have recently been initiated along Adams Avenue. Projects include utility wire undergrounding, street trees, traffic control improvements, decorative painting of lampposts and the painting and remodeling of businesses.

El Cajon Boulevard

El Cajon Boulevard is among the longest continuous commercial strips in San Diego County. It is actually a continuation of Washington Street in Mission Hills on the west to La Mesa on the east, a distance of about 8 miles. That portion within the planning area is about 5 miles long, continuously zoned commercial throughout its length. It formerly served as the main east-west highway prior to the completion of Interstate 8 in the late 1950's. This street has diminished as a commercial attraction since the completion of the freeways

FIGURE 9



MID-CITY Commercial Subareas
CITY OF SAN DIEGO • PLANNING DEPARTMENT

and the development of nearby regional shopping centers. The boulevard is characterized by auto-oriented commercial facilities including retail car sales, motels (especially east of 54th Street) and large floor area outlets such as furniture and major appliance stores.

This strip has experienced a decline in both the quantity and quality of commercial establishments, the most recent trend being the loss of major new automobile dealerships due to competition from outlying areas and changes in shopping patterns by the public. The recent dramatic decline in the sales of automobiles has aggravated an already difficult situation.

The visual character of the boulevard changes from one section to another. The area between Interstate 805 and Fairmount Avenue has wide pavement including a raised median divider, no landscaping and relatively fewer square feet of structure in proportion to land area due to the presence of auto dealerships, large gasoline stations and fast food outlets. Between Fairmount Avenue and College Avenue the pavement narrows, lot sizes are smaller and predominant uses are smaller retail and service establishments.

East of College Avenue there is a collection of small shopping centers developed in the 1950's and 1960's to accommodate the residents of the Rolando and College areas. Motels are scattered along the boulevard from 54th Street to the east. These are generally smaller (15 to 50 units) and priced lower than the San Diego average.

The boulevard has no continuity of architectural style, although some areas are more consistent than others because of the presence of certain detailing, such as ornamental lighting, street trees or as exemplified in Spanish style motels.

University Avenue

University Avenue, like El Cajon Boulevard, is a long continuous commercial avenue extending from Mission Hills to La Mesa. About half of its nine mile length is located in the planning area. This four-lane thoroughfare is narrower than El Cajon Boulevard. The North Park Commercial District is centered on University Avenue immediately west of the Mid-City planning area.

The western segment within Mid-City between I-805 and Euclid Avenue is characterized by narrow stores fronting at the property line, punctuated by auto oriented businesses where off-street parking has replaced the street front facades. While some new establishments such as banks, savings and loan institutions, and grocery stores have developed, much of this strip is underused, and substantial deterioration is evident, especially between 35th and 40th streets. There are many small shops, some with apartments or offices on the second floor, many of which are vacant along this segment of the avenue. They generally lack off-street parking. Fairmount Avenue intersects University Avenue midway between 40th Street and Euclid Avenue. This segment of Fairmount Avenue is also commercially zoned along its entire length from Meade Avenue south to Poplar Street, and the commercial zoning continues the length of Poplar Street. The predominant land use along Fairmount Avenue is residential with several nodes of commercial activity occurring near El Cajon Boulevard and University Avenue and less so to the south. Poplar Street is also mainly a residential street with only a few commercial establishments.

University Avenue from 40th Street to Winona Avenue was widened in the 1960's with the extra traffic way taken from the sidewalks. The utilities have already been undergrounded from 40th Street to the east, but there is minimal landscaping along the length of the avenue to relieve the visual monotony. Other than the Tower Restaurant which is a distinctive architectural structure at Euclid Avenue, signs are the tallest structures present.

The eastern segment of University Avenue, extending from Euclid Avenue to the City boundary with La Mesa, is characterized by newer development in the form of small shopping centers, generally with adequate off-street parking. Several large discount stores, some freestanding and others as part of a shopping plaza, punctuate the strip. In some cases multi-family housing has been developed adjacent to the avenue usually with access from the side streets. This portion has a center divider for most of its length, and in some sections there is landscaping along the sidewalks.



Federal and Euclid Commercial District

Virtually the only substantial commercial district in the planning area that is not on a commercial strip is that located at Federal Boulevard and Euclid Avenue. Developed over the last 30 years, the area includes a discount store, a supermarket and a variety of small neighborhood commercial uses. In addition to the southerly portions of the planning area this district serves the Southeast San Diego community located across Highway 94. This district is well situated to provide goods and services for the general area, but it does not function as a single unit because of the segmenting into quadrants by the intersection of major streets.

College Grove Shopping Center

Built in response to the burgeoning 1950's development of the area, this facility is the only self-contained shopping center in this large planning area. The center opened in 1960, one of the first regional centers in the county and now includes over 85 stores with a total of 708,000 square feet of retail area. Major tenants include Walker Scott, Mervyns, J. C. Penney, J. J. Newberry and Long's Drug. The center is designed to conventional standards and has prospered reasonably well since its establishment. Recent expansion included another department store and a number of other smaller establishments.

Freestanding Commercial Districts

There are several commercial districts in addition to the major strips throughout the planning area. These areas, primarily at intersections, contain convenience facilities serving nearby residents and workers. The largest of these are located at Fairmount and Home Avenues; 47th Street and Federal Boulevard; and at 54th Street near Redwood. Each contains off-street parking for the convenience of users.

Corner Stores

A final type of commercial facility in the Mid-City community is the corner store. Most of these are grocery stores located within residential neighborhoods. These can be found in the communities in the western sector of the planning area. Most were established before World War II, and are a remnant of pre-supermarket times when neighborhoods had more pedestrian activity. While many of these stores have gone out of business, some remain in operation. Virtually all of these small establishments are independently owned and operated.

Commercial Revitalization

With the recent approval of Federal block grant funding, coordinated commercial revitalization projects have recently been undertaken in Mid-City. Studies guiding this effort include an economic analysis and design studies. A subsidized loan program and City capital improvements are also being implemented. A community-based revitalization coordinator acts as a liaison between the City and the community to encourage participation in the effort.

The economic analysis described below has provided insight on the Mid-City shopper, and on the type and quantity of businesses appropriate in Mid-City. Design studies suggest the type and location of both public and private improvements, beginning in designated target areas and demonstration blocks.

The Mid-City Commercial Revitalization Task Force has provided the community input necessary to this effort. It includes representation from a cross section of neighborhood groups and businesses and is provided City staff support.

Economic Analysis

As part of the commercial revitalization project, an economic analysis of Mid-City was undertaken by the consultant firm of Goodkin/Criterion (October, 1983). This study of the economic conditions and trends in Mid-City reveals the needs and potentials of the commercial sector. It concluded that without a concerted effort by the City and the business community, the economic deterioration of the area will continue.

The ongoing economic decline in the Mid-City has resulted in large part from the shopping center and suburban development trend in the 1960s and 1970s. Conditions such as aging neighborhoods and commercial areas, business relocations, and the lack of new investment perpetuated these trends. Incremental public improvements and isolated private development cannot at this point achieve the magnitude of change that is necessary to reestablish a strong business community.

Historical trends show that the commercial nodes which were once regional-serving are now community-serving and neighborhood-serving. Exceptions to this are several significant specialty uses which still attract a regional market. Mid-City should seek to capitalize on these roles rather than attempt to recapture a significant regional market. Sit-down restaurants and entertainment uses are needed to help recapture the local spending power, along with lower priced variety and department stores. Only a limited market for office development is projected.

Specialty uses which should be emphasized and concentrated on include antiques, furniture and appliances, stereo, motorcycles, foreign autos and Indochinese goods and services.

Another problem identified in the economic analysis is the need for physical improvements, including landscaping, street improvements, improved building design and maintenance, and signage. These deficiencies are being addressed in the revitalization target areas with the hope that upgrading will continue in other areas.

An overabundance of commercially zoned land was also recognized as a problem area. This condition results in a dilution of commercial activity with residential, vacant and other underutilized parcels. Reducing the commercially zoned area would allow commercial uses to concentrate and at the same time would open new areas to residential development, thus increasing the demand for goods and services. An increasing number of private requests for rezonings from commercial to residential supports the contention that commercial is not the highest and best use in some commercially zoned areas.

while it was recommended in this economic study that some commercial zoning should be eliminated, it was also recommended that the permissible depth of the remaining commercial zoning be allowed to increase. This would allow a greater clustering of commercial uses and would permit businesses to use adjacent lots for expansion or for off-street parking.

Objectives

TO PROVIDE A WIDE RANGE OF COMMERCIAL GOODS AND SERVICES TO THE MID-CITY POPULATION.

TO IDENTIFY LOCATIONS FOR CONCENTRATED NEIGHBORHOOD RETAIL COMMERCIAL ACTIVITY THAT MAXIMIZE ACCESSIBILITY TO NEIGHBORHOOD RESIDENTS.

TO STIMULATE THE CONCENTRATION OF COMPLEMENTARY COMMERCIAL USES IN ORDER TO CREATE STRONG CENTERS OF ACTIVITY.

- Concentrate neighborhood scale retail activity in nodes to enhance efficiency. Existing neighborhood commercial uses located in small centers should expand to contiguous areas where growth is warranted.
- Develop specialty centers so that complementary uses can share parking and customers. Major intersections are appropriate for such centers.
- Designate small areas for neighborhood commercial use within multi-family areas in order to permit "Corner Stores".

TO ENHANCE THE VITALITY OF COMMERCIAL STRIPS THROUGH THE STIMULATION OF MIXED USE DEVELOPMENT INCLUDING RETAIL FACILITIES, OFFICES, AND HIGH-DENSITY HOUSING.

- Concentrate retail commercial uses of various scales in nodes.
- Complement commercial uses with offices in concentrations between retail nodes.
- Develop high-density residential uses as infill, between nodes along traffic corridors.
- Encourage mixed uses which complement one another in order to maximize use of parking facilities.
- Provide for residential use above commercial or office space along strips.

TO IMPLEMENT A BENEFIT ASSESSMENT FOR NEW DEVELOPMENT IN THAT PORTION OF THE WESTERN SUBAREA WHERE EXISTING CAPITAL FACILITIES ARE IN NEED OF IMPROVEMENT.

- Consider levying assessments in order to generate revenue necessary to provide for parks and recreation, off-street parking, and transit.

- Use assessment revenues for projects such as:
 - providing off-street parking
 - providing of mini-parks adjacent to high density development when distant from other park facilities
 - upgrading of existing bus stops through the provision of canopies, kiosks, telephones, benches, and permanent postings for schedules
 - redevelopment of streetscapes in high density areas to consolidate parking and play areas while reducing paved areas
 - providing comprehensive landscaping in areas currently deficient.

TO PROMULGATE AN OVERALL DESIGN CODE FOR COMMERCIAL DEVELOPMENT THAT PROMOTES ARCHITECTURAL INTEGRITY AND OVERALL CONTINUITY.

- Develop height and bulk criteria for each commercial district. Establish a sign code to reduce visual clutter and enhance appearance of commercial strips.
- Provide adequate off-street parking. Off-street parking should preferably be located to the rear of structures.
- Make public right-of-way improvements within business districts including sidewalk rebuilding where necessary, landscaping, and the provision of street furniture complementary to the area.

TO UNDERTAKE A PROGRAM OF ECONOMIC REVITALIZATION IN ORDER TO IMPROVE EXISTING BUSINESSES AND STIMULATE THE DEVELOPMENT OF NEW BUSINESSES, EMPLOYMENT AND HOUSING.

- Undertake studies for specific commercial district revitalization programs for Adams Avenue, El Cajon Boulevard, and University Avenue.
- Consider benefit assessments for maintenance districts along corridors.

- Redevelop underutilized land to a higher intensity use.
- Establish Business Improvement Districts wherever feasible.
- Undertake detailed market analyses as part of the commercial district revitalization program.
- Develop marketing programs to recapture the expenditures of local residents that are presently lost to activity centers outside Mid-City.
- Improve the appearance of businesses, including those which are nonconforming and deteriorating.

Recommendations

Because the preponderance of commercially zoned land is already developed, commercial district revitalization will be the cornerstone of economic revitalization in Mid-City. Land use designations are changed only to the extent that they will encourage more efficient utilization of commercial properties than has occurred in the past. These proposals are made in order to permit property to be developed to its highest and best use as an active revitalization program is implemented.

Land Use Designations

Commercial land uses are proposed for allocation throughout Mid-City. For the most part commercial land use is found in strips along the major thoroughfares and will continue to be so. The overriding goal is to encourage groupings of complementary land uses. Consequently, more commercial zoning will be permitted in some areas while the elimination of commercial zoning is recommended in others.

General Commercial - Certain sections of the Mid-City strips are designated for concentrated general retail and service activity. While retailers have the option of situating new uses in other commercial areas, their best interests would appear to be served by locating in enhanced retail concentrations. It is recommended that specialized commercial activities be concentrated along Adams Avenue, and portions of

University Avenue and the 43rd Street/Fairmount corridor and for existing isolated small commercial districts which serve nearby residents. El Cajon Boulevard would serve a wider retail market.

Commercial use is designated one-half block deep on either side of portions of El Cajon Boulevard and University Avenue. This is to permit clustering of commercial uses and to allow the expansion of existing uses. However, no rezonings should be granted unless they are adjacent to existing commercial zoning.

Optional Use - Several areas which have historically been zoned for commercial use are not used as such. Other areas with limited commercial use have potential for redevelopment as multi-family residential. The limited demand for additional retail development in Mid-City suggests that multi-family residential development is the highest and best use for these areas. Development patterns also indicate that office development may be the most appropriate commercial use in these areas, since retail and service uses are congregating in other areas. Office use is also more compatible with the mixture of residential uses in these areas.

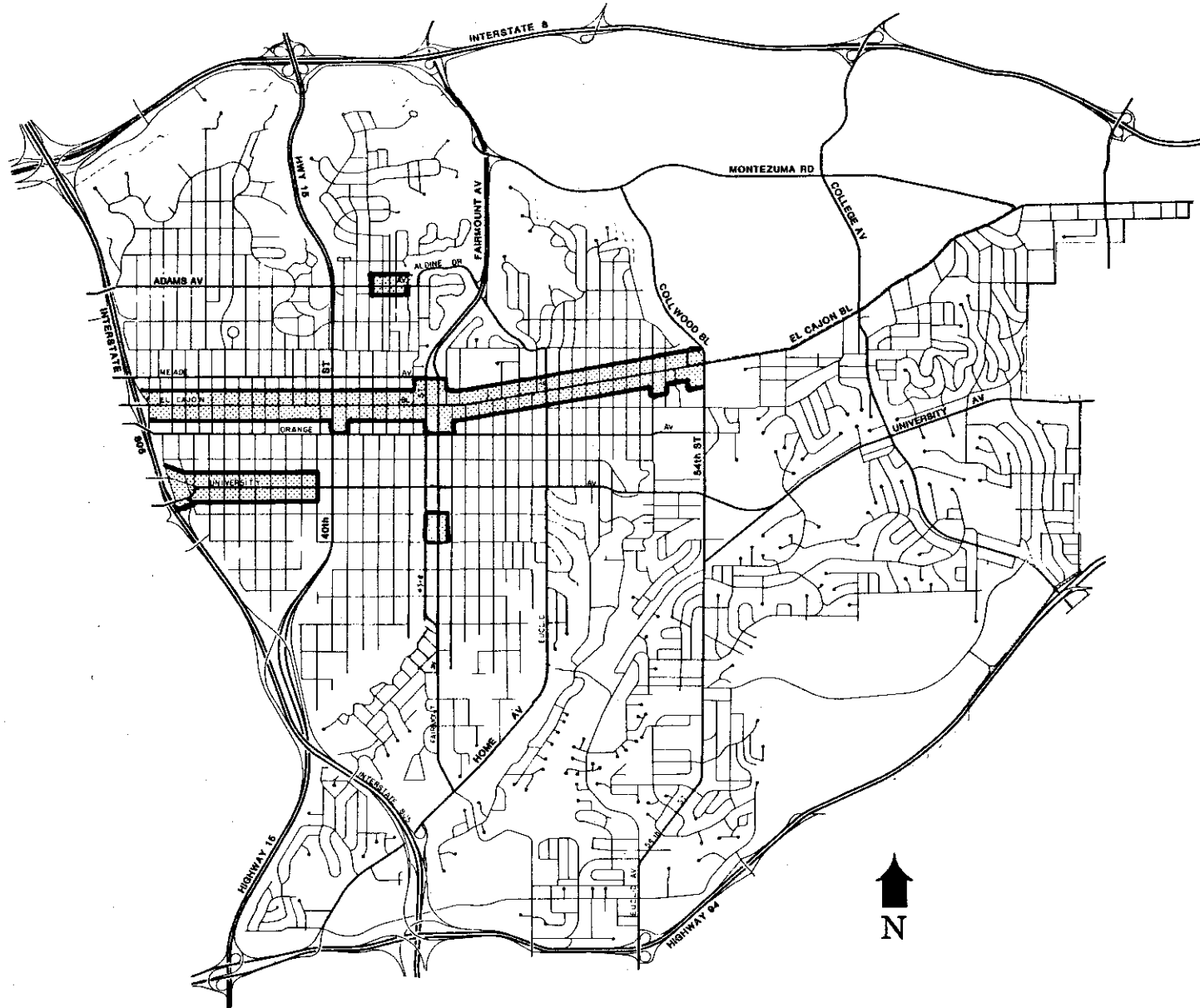
While El Cajon Boulevard is in predominantly commercial use, it also is proposed for optional use west of 54th Street. As an auto-oriented major transit corridor, it is capable of accommodating a variety of high-intensity uses. Most types of commercial use would therefore be compatible with the very high density residential option.

It is recommended that general commercial zoning remain in these areas, but that residential uses also be permitted. A Planned Commercial Development permit should be required to ensure compatibility with neighboring commercial uses.

The density of such development is designated in the individual neighborhood plans attached to this community plan. The recommended density of residential development is often higher than the surrounding neighborhood. This should act as an incentive for residential development over commercial use, thus helping to cluster commercial uses into the general commercial areas.

Mixed Use Corridors - A mixed use project combines commercial and residential uses in one development, generally with retail uses on the ground floor. Such projects are generally allowed within existing commercial zoning, but only up to a maximum of

FIGURE 10



MID-CITY Optional Use Corridors
CITY OF SAN DIEGO • PLANNING DEPARTMENT

29 dwelling units per acre. Higher density mixed use development should be permitted in those commercial areas west of 54th Street and north of Home Avenue with the approval of a Planned Commercial Development permit. The density permitted should be the highest density allowed in the nearest residential or optional use area.

Shopping Centers - There are several other clusters of commercial activity which should be encouraged to expand and redevelop as intensive commercial nodes. These centers, such as College Grove Shopping Center, the Federal-Euclid district, and smaller self contained centers in the Eastern Subarea, should be encouraged to modernize to keep up with contemporary merchandising trends. These areas are generally not subject to mixed use.

Corner Stores - The multi-family areas of the Western Subareas provide an opportunity to foster pedestrian oriented living supported by public transit. Development of corner stores (such as mini-markets and barber shops) should be encouraged in this area through the use of a special permit process if necessary. Existing isolated areas of neighborhood commercial use should be allowed to remain if appropriate.

Economic Analysis Recommendations

The following are recommendations resulting from the economic analysis. Many of these suggest specific commercial uses or activities which must be initiated by the private sector and thus only serve as suggestions. Some have been incorporated into the land use map, while others should be considered in conjunction with revitalization efforts.

General recommendations for the Mid-City as a whole:

- Concentrate redevelopment efforts west of 54th Street
- Reduce the amount of commercially zoned land
- Encourage higher density residential development
- Create more flexible zoning

- Establish a master Business Improvement District for Mid-City or several smaller BIDs
- Eliminate nonconforming uses through code enforcement or code changes
- Improve signage through an urban design plan
- Encourage greater design continuity in commercial areas
- Use more landscaping in commercial areas
- Create more specialized retail districts
- Encourage more restaurant and entertainment activities
- Increase media exposure and frequency of community events
- Hire marketing director to develop commercial image

El Cajon Boulevard:

- Encourage office and college support activities around College Avenue
- Have less intensive retail between College and Euclid
- Establish "stereo" district
- Encourage higher density residential development

City Heights:

- Take advantage of Indochinese investment in the area by promoting it as a theme
- Encourage a junior department store to locate in the area

- Establish recognizable gateways into the area
- Reduce the amount of commercially zoned land

Adams Avenue:

- Create an antique district with restaurants, outdoor cafes and specialty shops
- Encourage more entertainment activities
- Provide additional parking

Development Regulations

The following considerations are significant for preparing detailed development regulations to guide the revitalization of selected commercial districts in the Mid-City Community.

Urban Design - The urban design guidelines set forth in this plan should be considered for incorporation into specific development regulations for application to the commercial districts. It may be desirable during the implementation process to designate the three districts identified for revitalization programs, Adams Avenue, El Cajon Boulevard, and University Avenue as special urban design districts. Each will be subject to further study of appropriate urban design tools tailored to each area.

Revised development standards for all commercial areas in Mid-City are proposed in the Urban Design Element of this plan.

Parking - The provision of parking areas necessary to serve the various land uses is essential to the revitalization effort. Incentives, bonuses, and public support will all be necessary in order to encourage the provision of such parking area. On-street parking should be controlled in order to allow for quick turnover for shoppers rather than long term parking for employees. On-street parking should only be allowed where it will not impede the flow of traffic. Consideration must be given for the placement

of fire hydrants, bus stops, and loading zones in order to maximize available customer parking. Use of meters should be carefully examined in order that they do not become a disincentive to customers. Off-street parking should be provided wherever possible behind street front uses. Flexible zoning regulations and commitment of capital funds may be necessary by the City to achieve these aims.

Assessment Districts

Consideration should be given to the creation of assessment districts to foster the revitalization strategy. While a revitalization effort cannot be financed solely through such assessments they can supplement the total funding package. Assessments could be made to business owners, perhaps in the form of increased business license fees. This type of assessment, known as a Business Improvement District, is generally used for promotional purposes. It is more fully described in the Implementation Element.

Revitalization

Revitalization efforts should continue with a combination of public and private efforts. Projects include physical improvements, loan programs, promotional activities and merchant organizational efforts. The economic analysis and design studies should be utilized to guide these projects.

The opportunity for organized community input should continue to be provided.

Specific improvements are proposed in the individual neighborhood plans.

Industrial Element

Existing Conditions

A critical factor in the quality of life for communities is the ability of the area to provide jobs for the residents. The City of San Diego Progress Guide and General Plan promotes the development of employment centers within each region and an area the size of Mid-City should provide a sizable employment base.

The existing employment base consists of two parts. The first is the commercial districts, which are of substantial size and well distributed throughout the planning area. The second part is the employment provided by the wholesale, warehouse, and service industries in the vicinity of Home Avenue and Federal Boulevard. This area still has available underdeveloped land close to existing industrial use. Some of this land is being developed for housing which adds to the labor force while reducing the prospect of expanding the employment base. This underdeveloped property is the only available land in the planning area that could be used to expand the industrial base.

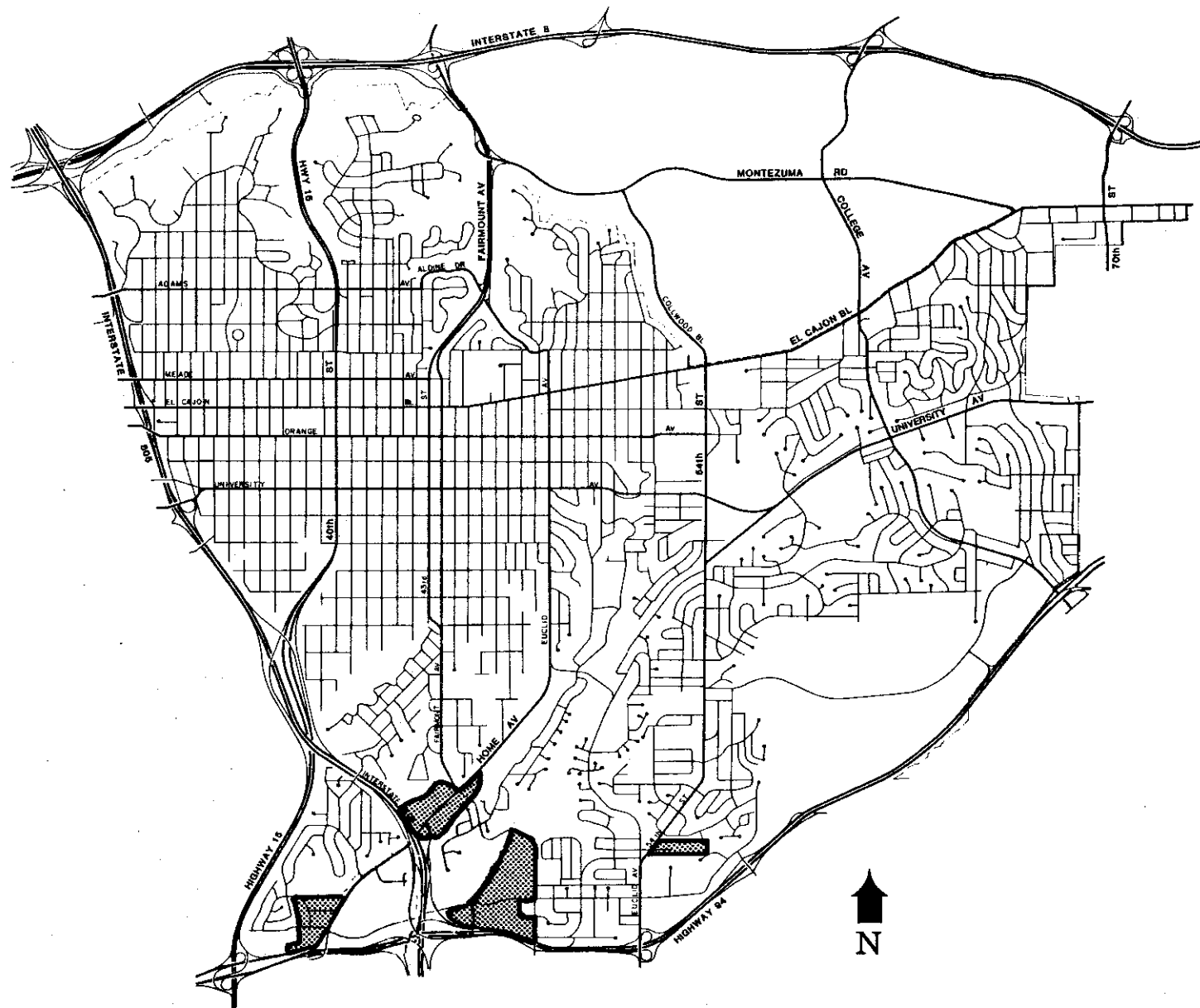
There are also two areas with significant employment opportunities immediately adjacent to the planning area. Southeast San Diego has several industrial parcels adjacent to Highway 94 in the Gateway Center Project. About 125 acres of land are either in or proposed for industrial use by the Southeast Economic Development Corporation. North of the planning area, Mission Valley and Grantville are areas which provide an expanding opportunity for employment. The development of numerous office buildings throughout Mission Valley provides nearby job opportunities for residents of Mid-City.

Objectives

TO STIMULATE AN EXPANDED EMPLOYMENT BASE IN MID-CITY, IN ADDITION TO COMMERCIALLY GENERATED SERVICE JOBS, IN ORDER TO ALLOW RESIDENTS THE OPPORTUNITY TO LIVE AND WORK IN THEIR COMMUNITY.

- Encourage an increased base of office development in Mid-City in order to situate additional employment centers throughout the community.
- Designate selected areas, such as University Avenue between Interstate 805 and 39th Street, for concentration of office uses. Offices should be developed as infill along presently underutilized commercial strips.

FIGURE 11



MID-CITY Industrial Subareas
CITY OF SAN DIEGO • PLANNING DEPARTMENT

- Consider placing the industrial area under the purview of the Southeast Economic Development Corporation or a similar organization.
- Buffer any office or light industrial area from surrounding development and provide necessary circulation, access, and off-street parking.

Recommendations

Two means are proposed in this Plan for increasing the employment base. One is to enhance the development of office space in Mid-City, particularly in mixed use corridors. This is discussed in the Commercial Land Use Element. The other is to increase the amount of light industry in Mid-City.

Land Use Designation

The primary location for all industrial uses in the planning area is along Home Avenue and Federal Boulevard near Highway 94. It is recommended that this area, be expanded to include other vacant properties along Home Avenue and 47th Street. This area has considerable vacant land and enjoys convenient access to the freeway network.

Development Regulations

Future industrially designated lands should be subject to appropriate development controls in order to assure high quality projects. The use of the Planned Industrial Development (PID) process or the Industrial Park zoning regulations may be desirable to insure the presence of amenities. It will be necessary to insure that future development mitigate any negative impacts to surrounding land uses, many of which are residential.

Alternative uses within these industrially designated areas could include commercial use with a Planned Commercial Development Permit, or residential use under the existing R1-5000 or R-3000 zoning.

Implementation

Because this industrial area is immediately adjacent to other industrial development projects under the purview of the Southeast Economic Development Corporation it is recommended that consideration be given to placing this tract under the jurisdiction of SEDC. Such an action will permit a more aggressive industrial development program.

Transportation Element

FREEWAYS

Existing Conditions

The Mid-City planning area is served by four major freeways. The northern perimeter is bounded by Interstate 8, and the southern perimeter by State Route 94. These two east-west routes are roughly parallel about 4 miles apart. Part of the western boundary of the planning area is Interstate 805, the newest of the region's freeways, having been completed in 1972. The remainder of the western portion of the planning area is bounded by State Highway 15, which roughly parallels Interstate 5. South of Landis Street, Route 15 is already built to freeway standards and extends across Interstate 805, and connects to Interstate 5 to the south near the U.S. Naval Station. An incomplete segment now extends along 40th Street.

Completion of the uncompleted link would involve additional property acquisition for about a one mile length south of Adams Avenue. Scattered acquisitions have already occurred in this area.

The existing freeways each have interchanges with major streets in the planning area providing good vehicular access. The incomplete Route 15 leads into the community at the north and south ends, adding to accessibility.

Objective

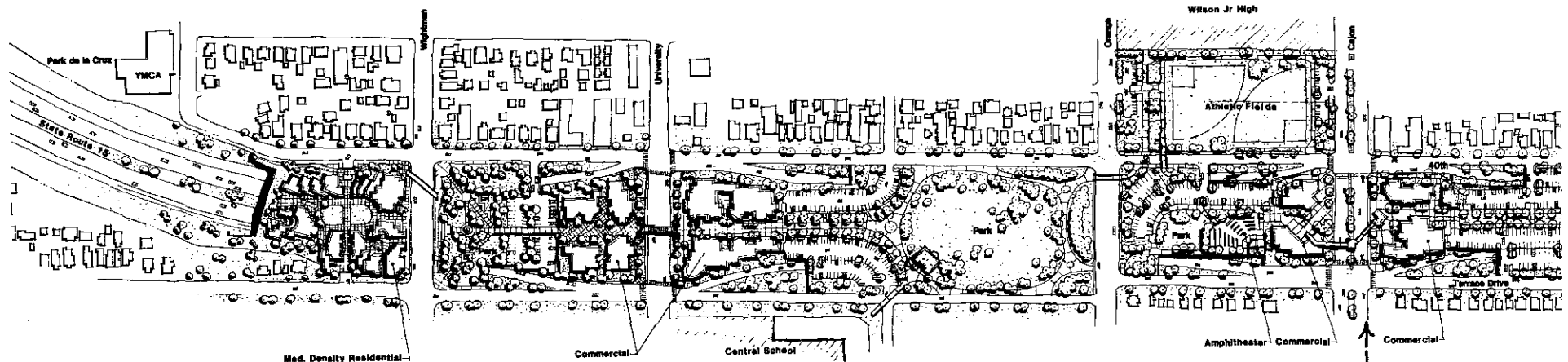
TO RESOLVE THE UNCERTAINTY AS TO WHEN AND TO WHAT STANDARD STATE ROUTE 15 WILL BE CONSTRUCTED ALONG 40TH STREET BETWEEN I-8 AND I-805.

- Select a design for State Route 15 and undertake construction as soon as feasible.
- Undertake substantial rehabilitation of property along this corridor where deterioration has occurred over the last ten years.

Recommendations

The Route 15 connection of Interstate 15 to Interstate 805 and Interstate 5 is an essential link in the freeway network serving San Diego and the Mid-City Community. The projected traffic flow indicates that more than 24,000 or 20% of the project freeway traffic of 120,000 vehicles per day will utilize the interchanges to access the Mid-City Community. Community concerns regarding the freeway include the impact upon the natural canyons, division of the neighborhoods and increased traffic.

In view of the need for the freeway and in recognition of the community concerns, a primary goal in the development of the facility should be to minimize its impact on the community. This can best be accomplished through construction of a freeway below grade with overhead cover. The cover of the eight blocks between south of Adams and north of Landis could provide property to satisfy school and park needs for additional area and where appropriate, residential and commercial uses. It will be necessary to use a number of funding sources to fund the full cover, independent of the width. A project of this magnitude should be integrated into a master plan. The centerpiece of such a plan should be a Redevelopment District for the District for the 40th Street corridor, a portion of



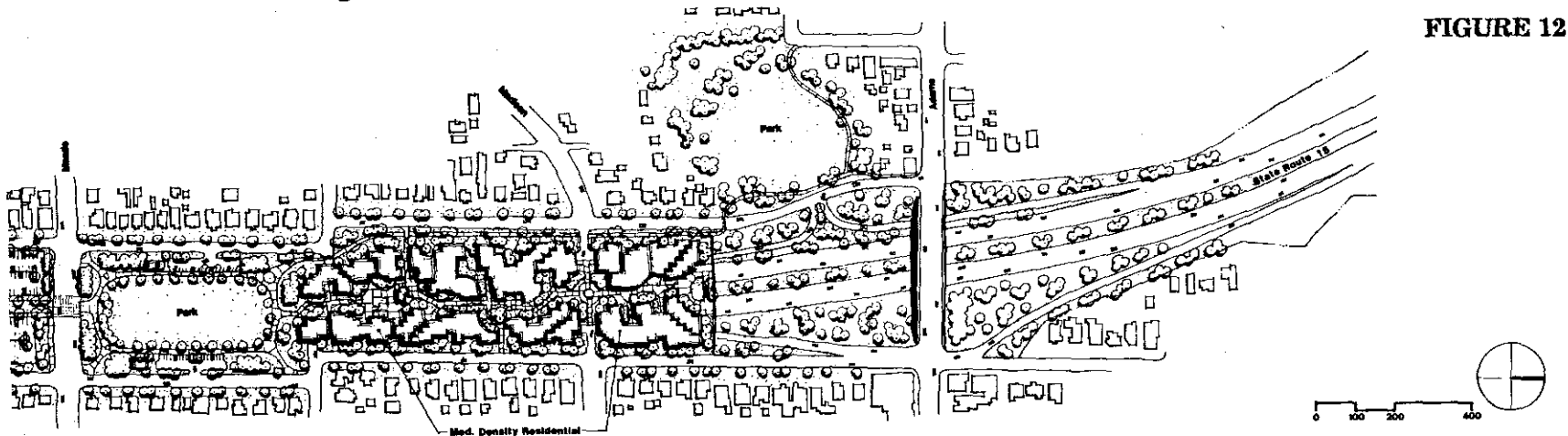
MID-CITY Conceptual "Cut and Cover" Proposal, 40th St.

CITY OF SAN DIEGO • PLANNING DEPARTMENT

which would include commercial and residential elements. As part of such a plan, air rights over the cover can be sold and/or leased. The income from such a venture will provide funds to help pay for the project. Additional funding should be obtainable from appropriate Federal, State and local sources, although every effort should be made to avoid competition with other worthy Mid-City projects.

The following design features should be provided to the City's satisfaction:

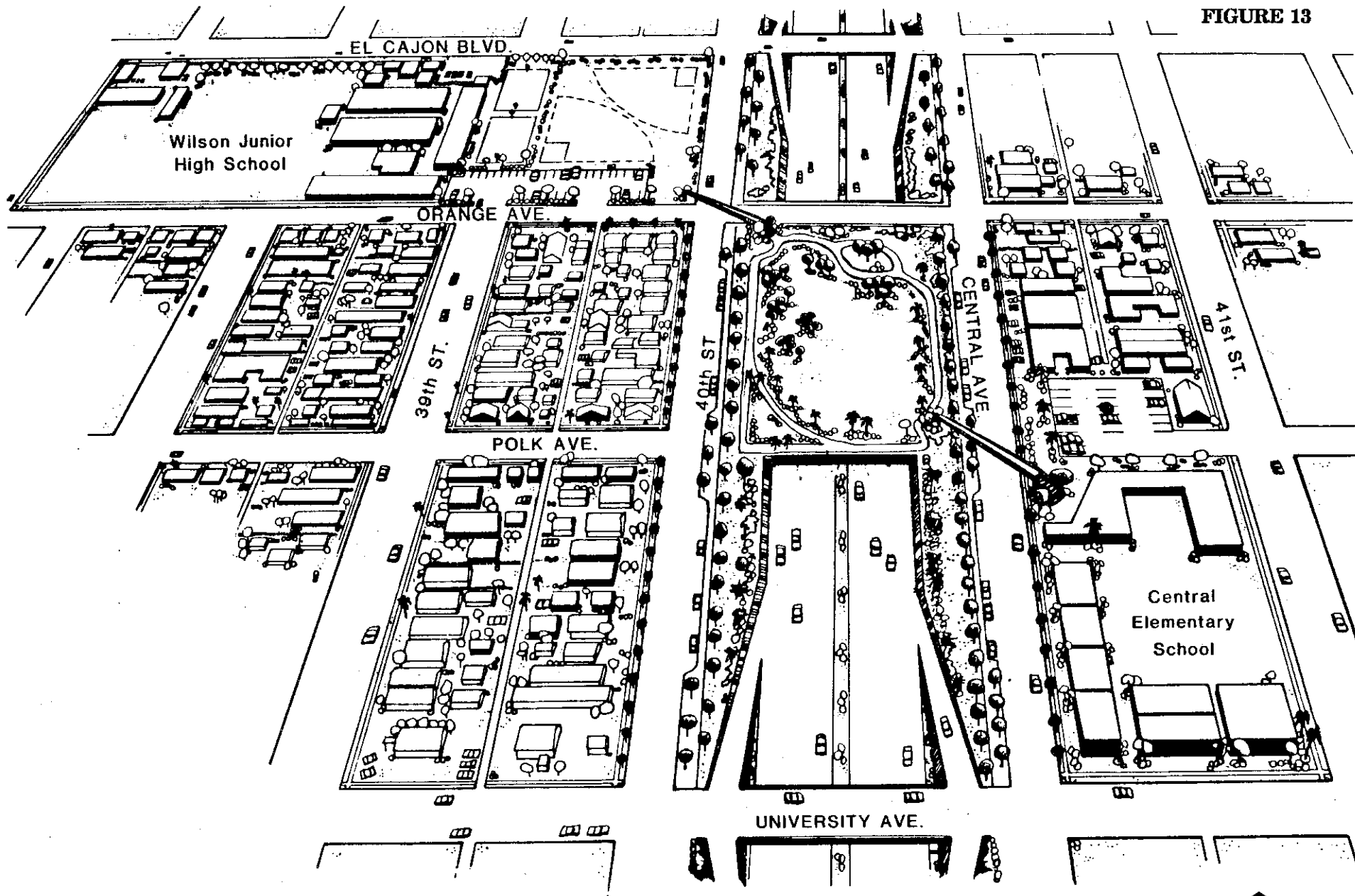
1. Route 15 should be improved as a full freeway below grade through the entire section between the canyon north of Adams and the canyon south of Landis.
2. Design of the freeway should accommodate a full eight block cover. Landscaping of noncovered adjacent areas should be provided.
3. Full freeway access can be provided by diamond ramps at El Cajon Boulevard and University Avenue with an additional interchange providing access to Adams Avenue. Additional freeway overcrossings would be provided at Meade Avenue, Orange Avenue, and Wightman Street.



An example of these types of uses which could be placed on a freeway cover. This full cover maintains a cohesive community and greatly reduces noise impacts, particularly for Central Elementary School.

4. Truck traffic should be rerouted to I-805 in view of the steep grade and potential noise and air impact in Ward Canyon.
5. The following recommended minimum requirements shall be assured prior to, or in conjunction with the execution of a Freeway Agreement between the City and the State.
 - a. Landscaping of the full freeway immediately following the construction contract. This landscaping should go beyond the freeway right-of-way as necessary to mitigate the impacts of the freeway.
 - b. Installation of necessary sound attenuation measures.
 - c. Grading and reconstruction of the Adams Avenue southbound off-ramp including the quit-claiming of the existing ramp right-of-way to the City for the development of this area as a park.
 - d. The placement of surplus fill material from the State Route 15 construction in canyon lands in the area of Park de la Cruz.
 - e. A portion of the eight block cover should provide for a 4+ acre parcel to be developed by the City as a park to interconnect the Wilson Junior High and Central Elementary Schools.
 - f. Freeway design should be such that it can accommodate a full eight block cover.
 - g. Procedures to reroute truck traffic should be in place.

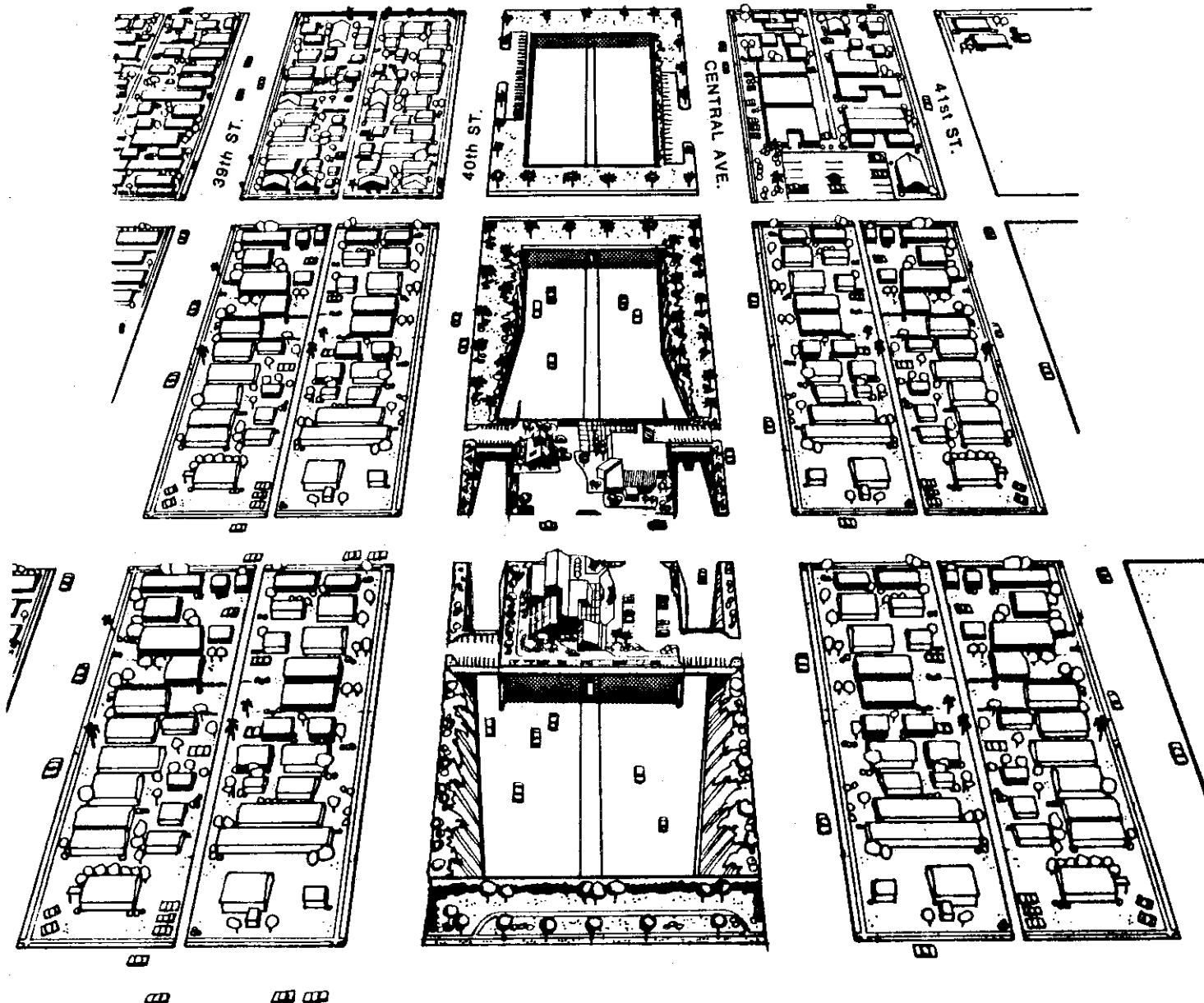
FIGURE 13



MID-CITY One Block Cover, SR-15
CITY OF SAN DIEGO • PLANNING DEPARTMENT



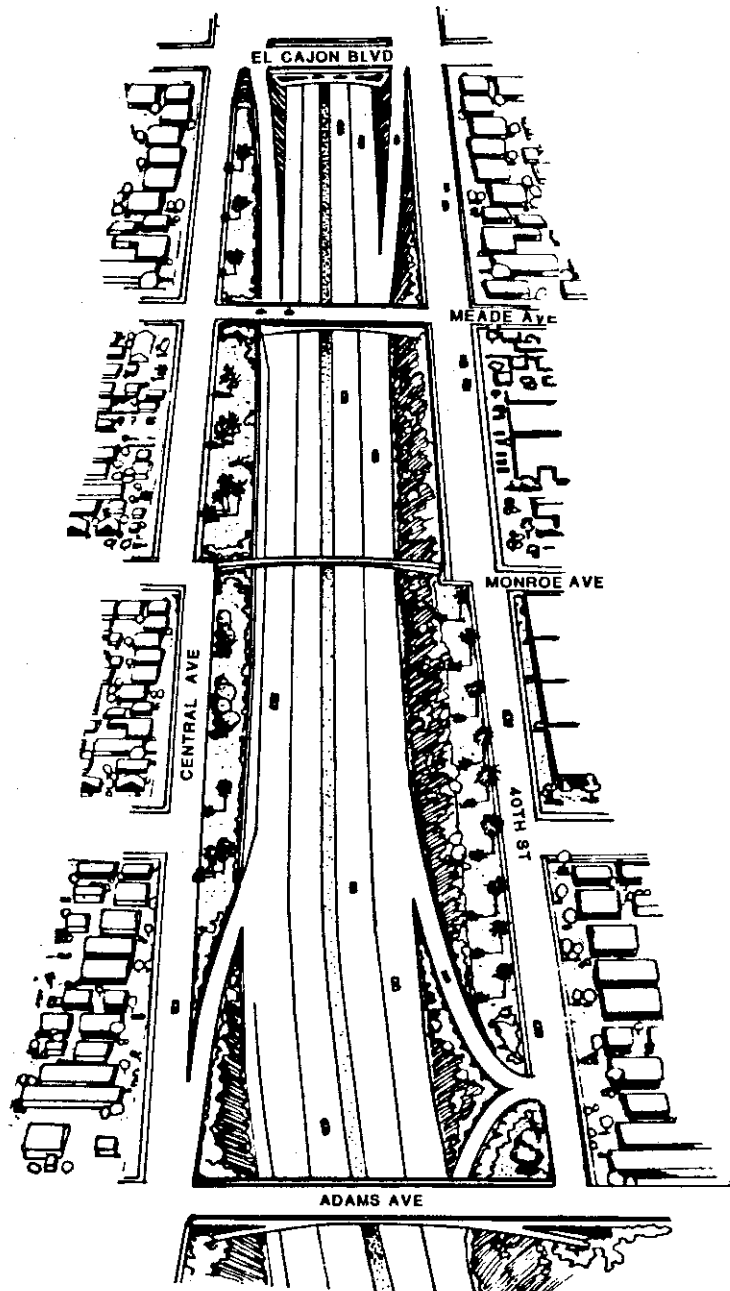
FIGURE 14



MID-CITY Commercial Cover & Strip Park, SR-15
CITY OF SAN DIEGO • PLANNING DEPARTMENT



FIGURE 15



MID-CITY Linear Parks South of Adams Ave.
CITY OF SAN DIEGO • PLANNING DEPARTMENT



SURFACE STREETS

Existing Conditions

About half of the Mid-City planning area has been developed on a rectilinear grid of streets. The portion which does not have a grid pattern at the block level does have a grid system of major streets.

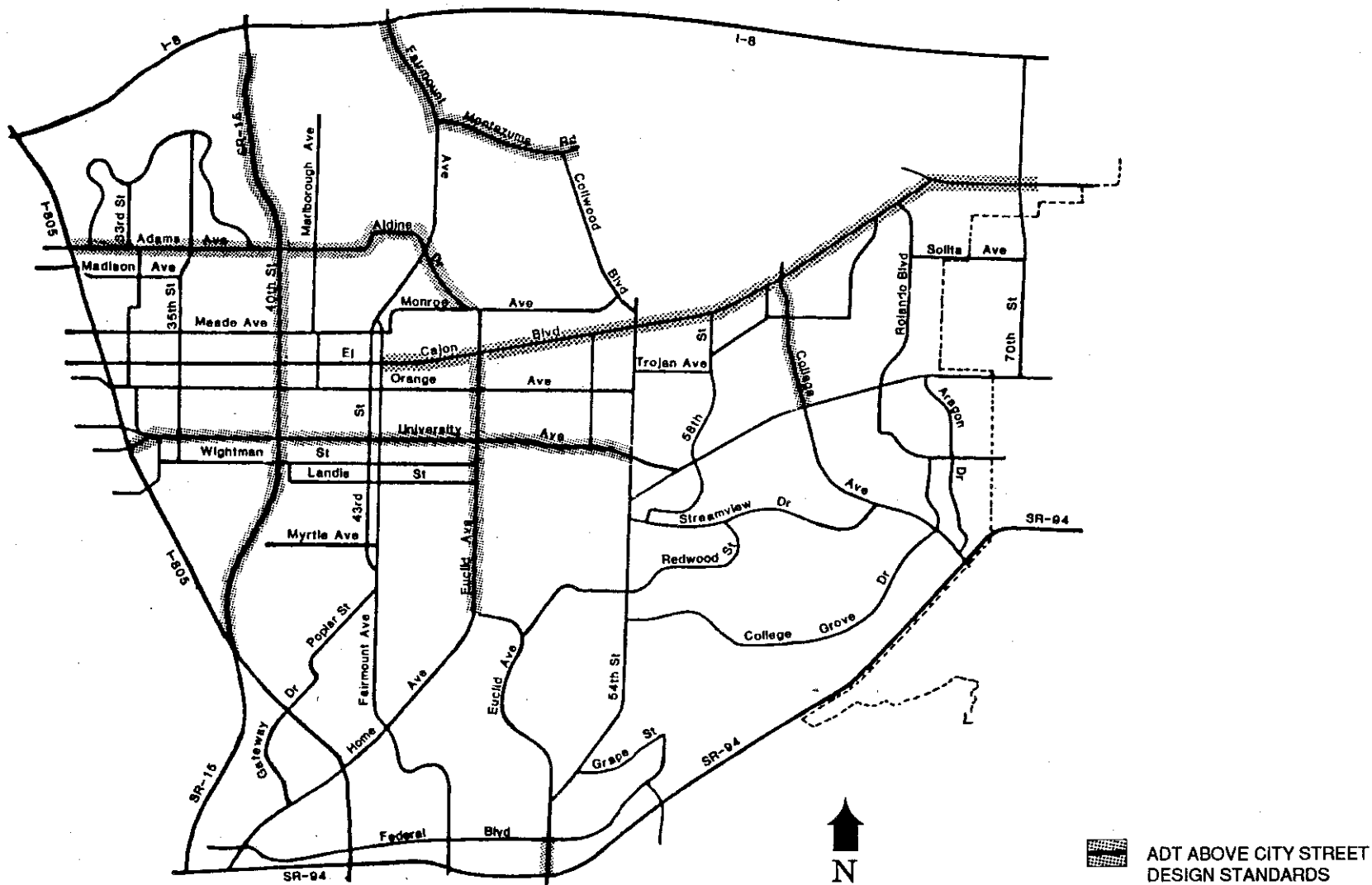
The two major streets, El Cajon Boulevard and University Avenue, have been described in the Commercial Element. The presence of finger canyons of the Chollas drainage basin penetrate the southern portions of the planning area, while canyons tributary to Mission Valley/Alvarado Canyon intrude into the northern portions of the plan area. These canyons preclude the extension of other major east-west streets across the greater extent of the community. Meade Avenue, another major street, and Orange Avenue, a collector street, parallel El Cajon Boulevard in the western sector of the planning area and take some of the load from that street, especially during rush hours. In the eastern area, two streets, Streamview Drive and College Grove Drive, connect 54th Street and College Avenue.

Five main streets, spaced about equidistantly, traverse the planning area in a north-to-south direction. Fortieth Street, Fairmount Avenue (coupled part of the way with 43rd Street), and Euclid Avenue serve the western sector of the planning area, while 54th Street and College Avenue serve the east. Three of these north-south streets traverse the entire planning area and connect with the two bordering freeways; Fortieth Street connects the northern and southern termini of Route 15, 54th Street via Collwood Boulevard and Montezuma Road connects Routes 8 and 94, and College Avenue has interchanges with both Interstate 8 and Route 94. The other two north-south streets, Fairmount and Euclid avenues, make the same connections more indirectly and each is constrained in some sections by narrow rights-of-way.

Traffic

Traffic on a number of major streets and prime arterials currently exceeds City street design standards. These include the entire lengths of Adams Avenue, Aldine Drive and 40th Street; and portions of Fairmount Avenue, Montezuma Road, College Avenue, El Cajon Boulevard, University Avenue, Euclid Avenue and 54th Street (Figure 16). Highest traffic volumes are found on El Cajon Boulevard, where average weekday volumes range from 24,300 to 33,900 trips. Existing traffic volumes are shown in Figure 17.

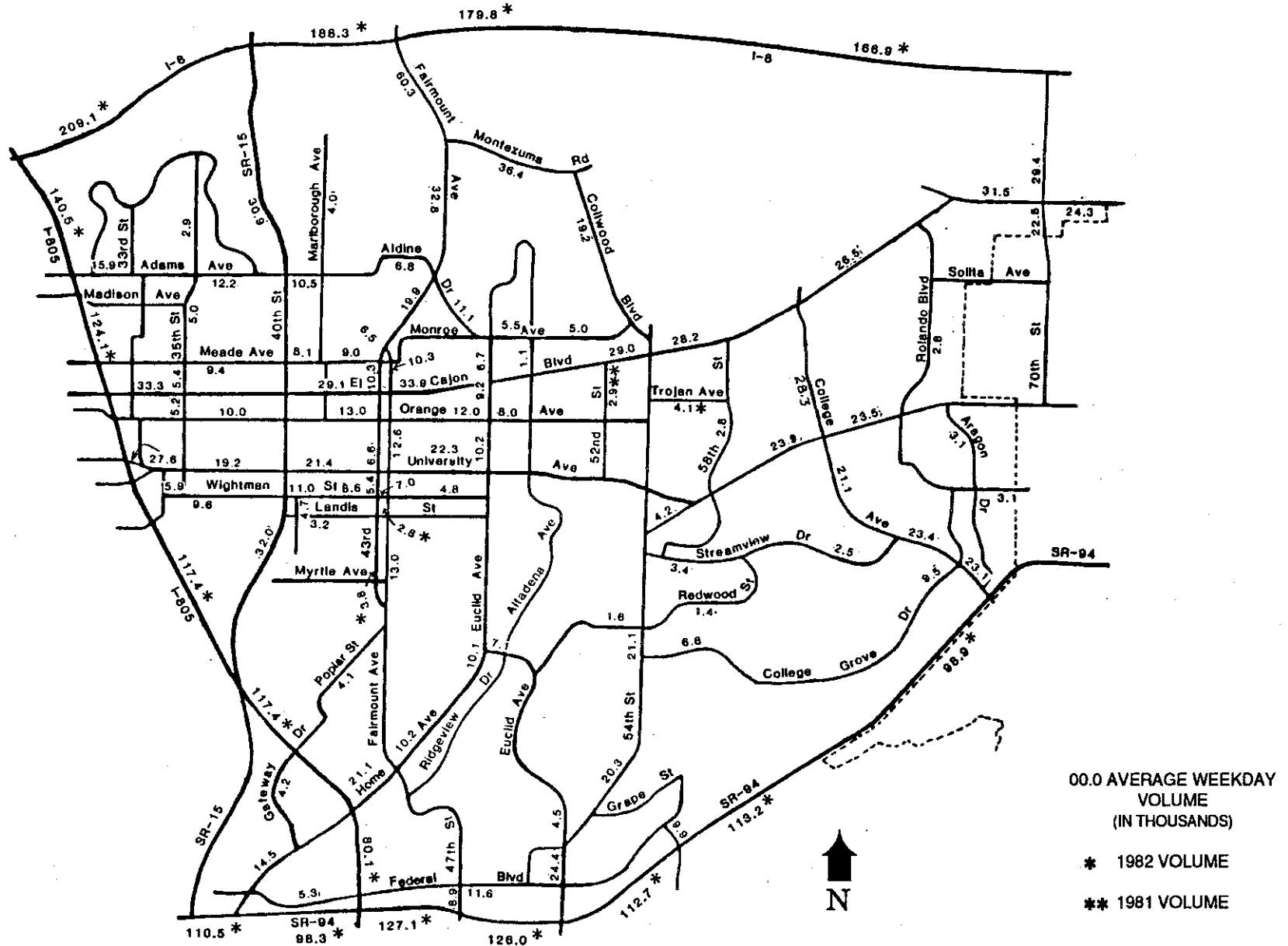
FIGURE 16



MID-CITY Existing Congestion (1984)

CITY OF SAN DIEGO • PLANNING DEPARTMENT

FIGURE 17



MID-CITY 1983 Traffic Volumes
CITY OF SAN DIEGO • PLANNING DEPARTMENT

Objectives

TO INSURE MOVEMENT OF VEHICULAR TRAFFIC THROUGHOUT MID-CITY IN THE MOST EFFICIENT MANNER POSSIBLE.

TO MINIMIZE ACCIDENTS THROUGHOUT MID-CITY.

TO IMPROVE THE SURFACE STREET SYSTEM AS NECESSARY TO ACCOMMODATE THE GROWTH OF TRAFFIC.

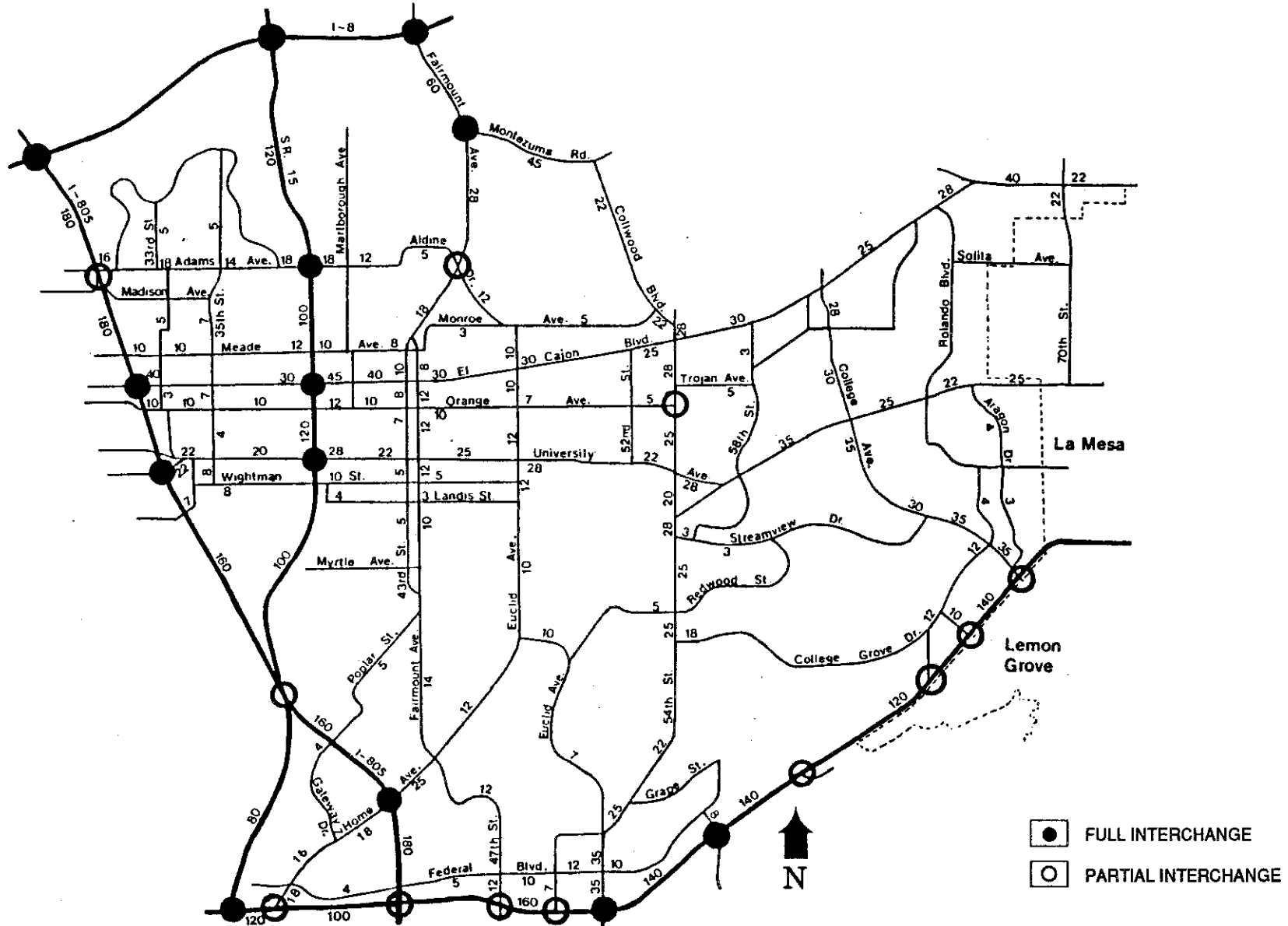
- Synchronize traffic signals where appropriate in order to increase the efficiency of traffic flow.
- Apply urban design principles to the streetscape in order to make best use of the public right-of-way while improving appearance.
- Institute a demonstration project on both a major street and a local street in a multi-family area in order to show the possibilities which various improvements in street design offer.

Recommendations

1. El Cajon Boulevard

- a. 54th Street to 58th Street - As redevelopment occurs, acquire additional right-of-way and widen to four-lane major street standards.
- b. Montezuma Road to 70th Street - Modify raised median to create left-turn pockets at intervening intersections. In order to accommodate high volumes without widening this street section, no new traffic signals should be installed, and increased traffic conflicts may require closing the median at some intervening intersections.
- c. Upgrade and interconnect all traffic signals on El Cajon Boulevard.

FIGURE 18



MID-CITY Year 2000 Forecast Average Weekday Trips
CITY OF SAN DIEGO • PLANNING DEPARTMENT (In Thousands)

2. University Avenue

On a trial basis, restripe as a three-lane collector between Interstate 805 and 40th Street. Should this prove inadequate, traffic volumes may necessitate widening to accommodate four lanes and parking (within the public right-of-way), or removal of all parking. Any widening should not reduce the curb-to-property line width to less than ten feet, however. There should be no street vacations or loss of right-of-way. Installation of public improvements should be such that they would not preclude future widening, if necessitated by future traffic conditions.

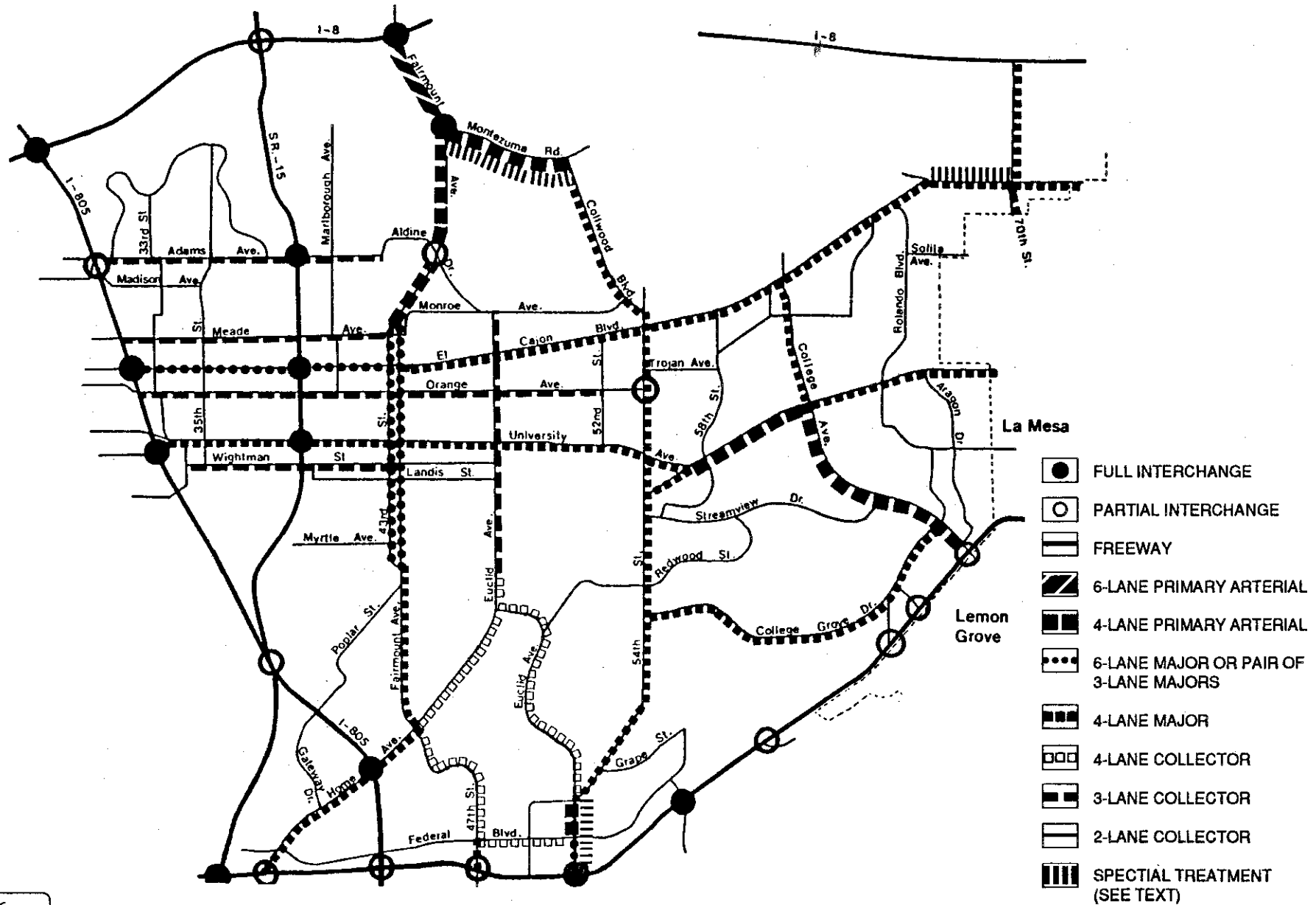
3. Fairmount Avenue

- a. Upgrade Fairmount Avenue/47th Street between Home Avenue and Federal Boulevard to a four-lane collector. Improvement of the portion of Fairmount Avenue between Ridgeview Drive and Federal Boulevard, including the widening of the bridge over Chollas Creek, is scheduled in the Capital Improvements Program (CIP).
- b. Improve Fairmount Avenue between Montezuma Road and Interstate 8 to full six-lane primary arterial standards to accommodate high future volumes.
- c. Reconstruct the Fairmount Avenue/Montezuma Road interchange, including widening bridge structure to provide three lanes plus bike lanes and sidewalk. The westbound-to-northbound ramp may need to be widened to two lanes plus bike lane.

4. Euclid Avenue

- a. High future volumes will necessitate restriping Euclid Avenue to a three-lane collector street from Monroe Avenue to 300 feet north of Home Avenue. Widening will be necessary south of El Cajon Boulevard, but it should not be undertaken until private redevelopment occurs. There should be no street vacations or loss of right-of-way.
- b. From Westover Place to 300 feet north of Home Avenue, widen to four-lane collector street standards as adjacent property develops. This would include extending the box culvert at Chollas Creek to four lanes.

FIGURE 19



MID-CITY Future Street Classifications
CITY OF SAN DIEGO • PLANNING DEPARTMENT

- c. Between Marilou Road and SR-94, additional capacity may be needed as volumes increase. Improvements would include widening to five lanes from Federal Boulevard to Marilou Road (to match the section north of Marilou Road), and to six lanes between Federal Boulevard and SR-94. This widening would require additional right-of-way. Additional special treatment may be needed, including changing intersection channelization to facilitate heavy directional moves, improving shoulders and curbs, interconnecting signals and prohibiting parking.

5. Home Avenue

Widen to a four-lane collector between Euclid Avenue and Fairmount Avenue as adjacent property develops.

6. College Grove Drive

54th Street to College Grove Way - Widen to four-lane major street standards. This improvement is included in the C.I.P.

7. Adams Avenue

Interstate 805 to Aldine Drive - Adams Avenue should be restriped to three lanes between Interstate 805 and Aldine Drive. Restriping of Adams Avenue between Interstate 805 and State Route 15 to three lanes has been accomplished during 1983. The roadway should not be widened or the sidewalk narrowed, nor should a significant amount of parking be removed.

8. Montezuma Road

Fairmount Avenue to Collwood Boulevard - Due to high projected volumes, no new median breaks or access can be granted on this section of Montezuma Road.

9. Orange Avenue, Wightman Street and Meade Avenue

Orange and Wightman Avenues have been restriped to three lane collectors. Meade Avenue east of Texas Street is presently striped with four lanes. Future volumes may necessitate restriping these streets to four-lane collector street standards by prohibiting parking and/or widening within the existing right-of-way. Any widening

should not reduce the curb-to-property line width to less than ten feet, however. There should be no street vacations or loss of right-of-way. Installation of public improvements should be such that they would not preclude future widening if necessitated by future traffic conditions.

10. Access to Highway 94

Provide access to and from east bound Highway 94 at College Grove Drive at a point east of South Chollas Landfill and west of College Grove Way.

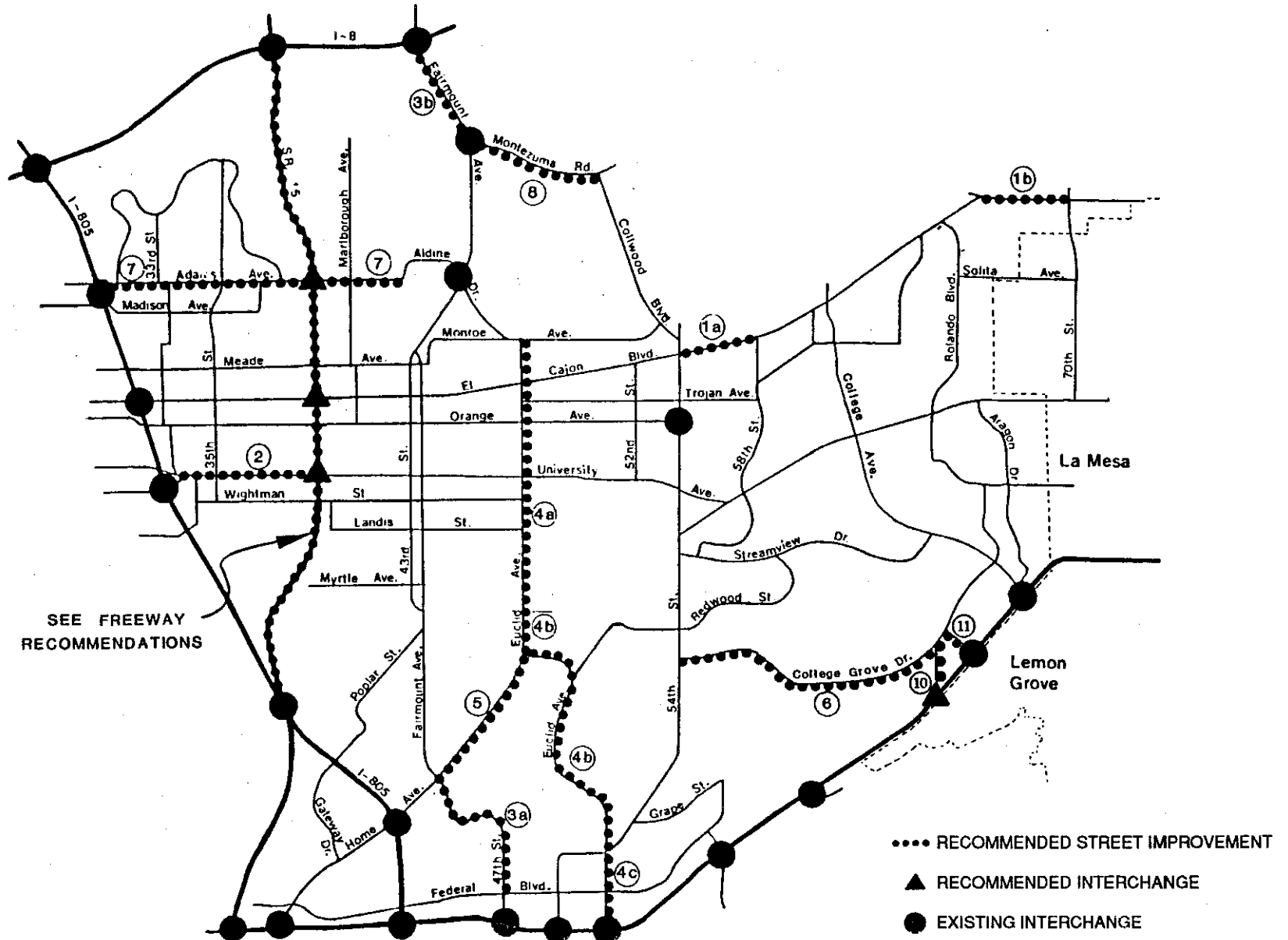
11. College Avenue

Dedicate additional right-of-way and improve College Avenue as a six-lane major street with bike lanes and transitions to four lanes. Close all existing driveways on College Avenue adjacent to College Grove Center except the main shopping center entrance. Modernize the existing traffic signals at College Grove Drive and at the shopping center entrance to include intersection geometric changes.

12. Street Vacations

Paper streets or alleys should not be vacated by the City and reverted to private use unless there is clearly no public need or use for such streets or alleys. Paper streets or paper alleys should particularly not be vacated if they are located in an open space canyon and the retention of the undeveloped paper street/alley would enhance visual or pedestrian access to the canyon or related open spaces and would assist in the preservation of the area as open space. If it is determined that a paper street or alley can be vacated, the area of the paper street or alley should not be used to increase the density of a proposed project if it would result in a development that is out of scale with existing development or insensitive to the topography of the site. In some cases where paper streets or alleys border City-owned dedicated open space, it may be desirable to vacate the street if it can be placed in City ownership for use as open space.

FIGURE 20



MID-CITY Street Improvements
CITY OF SAN DIEGO • PLANNING DEPARTMENT

PARKING

Existing Conditions

A substantial concern in Mid-City is the adequacy of both residential and business parking. Much of the planning area was developed prior to an understanding of the impact that the automobile would have in Southern California, and in some neighborhoods there is inadequate parking for both residential and commercial districts.

Residential Parking

The newer subdivisions east of 54th Street have developed later are generally oriented to the automobile and provide adequate off-street parking. Most of the large multi-family housing complexes provide needed parking spaces. Problems exist only in isolated instances where off-street parking is insufficient.

West of 54th Street, residential parking is often a problem because the area developed initially as single family housing and has been in transition to multi-family use over the last thirty years. Since the development of apartments there has been a decrease in available on-street parking due to space taken up by curb cuts at the same time there was an increase in parking demand. In the early transition period, off-street parking requirements were too low to provide enough spaces for residential and visitors resulting in heavy demands for on-street parking space. In the early 1970's the off-street parking requirements were increased by changing from one space per unit to require 1.3 spaces for a one bedroom unit and 1.6 for two or more bedrooms. In order to be competitive in marketing the units, many new condominium developments provide two off-street spaces per unit.

Generally, parking is available within a convenient walk of any dwelling with some locations better than others. Multi-family neighborhoods are dominated visually by automobiles off the alleys, in parking stalls in the front of units and along the streets.

Until recently, many developments had paving extending from the front of the structure to the curb line. Ironically, this type of parking facility removed approximately one on-street space for every two spaces created off-street. A change in regulations has improved the situation in that the zoning ordinance now limits the size of the curb cut for each parcel so that at least some on-street parking is preserved.

Non-Residential Parking

In the newer developments east of 54th Street the commercial strips and centers are typically auto-oriented. Collections of commercial shops and establishments are served by common off-street parking areas on both El Cajon Boulevard and University Avenue and these businesses are dependent upon vehicular traffic. In addition to the small centers there are many freestanding businesses which usually provide their own parking. Off-street parking is generally adequate for these establishments.

The three main business strips west of 54th Street differ substantially from those just discussed. Developed before World War II, the Adams Avenue and University Avenue strips were constructed in the fashion of turn-of-the-century commercial districts. The buildings are situated at the front property line, shops are on the ground floor, and offices or apartments are above. Serving walk-in traffic, or situated on street car lines, these areas were not auto-dependent. The coming of the automobile and the subsequent reduction in public transit use resulted in a change in shopping patterns. Some businesses and structures have survived by using on-street parking in the vicinity while others have been replaced by new establishments which provide off-street parking. Redevelopment has been random, based on decisions of individual property owners. Business operators without off-street parking recognize the need but are unable to meet it because of high land costs.

El Cajon Boulevard differs from Adams and University Avenues in that it is wider and more heavily traveled. Zero setback structures did not develop to the same degree as on the other streets. There are some, especially concentrated between Euclid and College Avenues. Many freestanding businesses do provide off-street parking, while others, such as automobile dealerships, experience a lower customer volume, and parking is not much of a problem.

All three streets generally permit on-street parking in front of businesses. There are few parking meters because there is adequate turnover and because merchants fear they would discourage business. Portions of these strips have alley access at the rear. The commercial zone usually ends at the alley or at the rear of the lot where there is no alley. This lack of commercially zoned depth is another factor which discourages commercial expansion and the expansion of parking.

Objectives

Residential Parking

TO PROVIDE ADEQUATE OFF-STREET PARKING FOR BOTH RESIDENTS AND VISITORS IN RESIDENTIAL DEVELOPMENTS.

TO PROMOTE THE USE OF ON-STREET PARKING FOR VISITORS AND OFF-STREET PARKING OF RESIDENTS WHERE LOTS ARE TOO SMALL TO ACCOMMODATE ALL PARKING REQUIREMENTS.

- Increase existing residential parking through the redesign of existing parking schemes, both on and off-street. This could be accomplished by integrating parking reservoirs, landscaping, and usable open space with creative design.
- In problem areas utilize alleys as the primary access to off-street parking as feasible. Post parking time limits on public streets in order to discourage on-street parking by residents when off-street parking is available.

Non-Residential Parking

TO PROVIDE ADEQUATE OFF-STREET PARKING FOR THE CUSTOMERS AND EMPLOYEES OF MID-CITY BUSINESSES.

- Develop parking reservoirs behind existing and future businesses in order to accommodate demand.
- Use standardized directional signs in order to indicate availability of off-street parking.

Recommendations

Residential and non-residential parking are generally adequate in the eastern subarea while in the western subarea residential parking is adequate in the lower density areas but is often limited in the highest density areas. Non-residential parking availability varies with the amount of lot area covered by structures. Residential parking requirements should be studied for their adequacy, particularly with regard to senior housing.

The predominant commercial zone found throughout the Planning Area is the C zone, which has no requirement for off-street parking. As rezonings occur, this commercial zone will diminish in extent as other zones requiring off-street parking are imposed. Detailed analysis should be made during revitalization studies to identify creative means such as parking districts to provide additional parking. Flexibility in providing parking may result in the attracting to Mid-City businesses beneficial to the area. The biggest problem in Mid-City appears to be the lack of available land for parking at a cost affordable by local merchants.

Consideration should be given to the use of public resources as a catalyst in developing municipal off-street parking reservoirs adjacent to neighborhood business districts. These could serve as a demonstration of the potential for readily available parking to stimulate business.

The non-residential parking problem is particularly acute in mixed use corridors of the Western Subarea. It is recommended that implementation studies in these corridors evaluate parking in detail and develop tools to meet the need. Among possible mechanisms are the use of parking districts, planned districts, tailored zones, parking overlay zones, or rezoning to zones with appropriate parking requirements. Specific measures are proposed in the Implementation Element of this plan.

TRANSIT

Existing Conditions

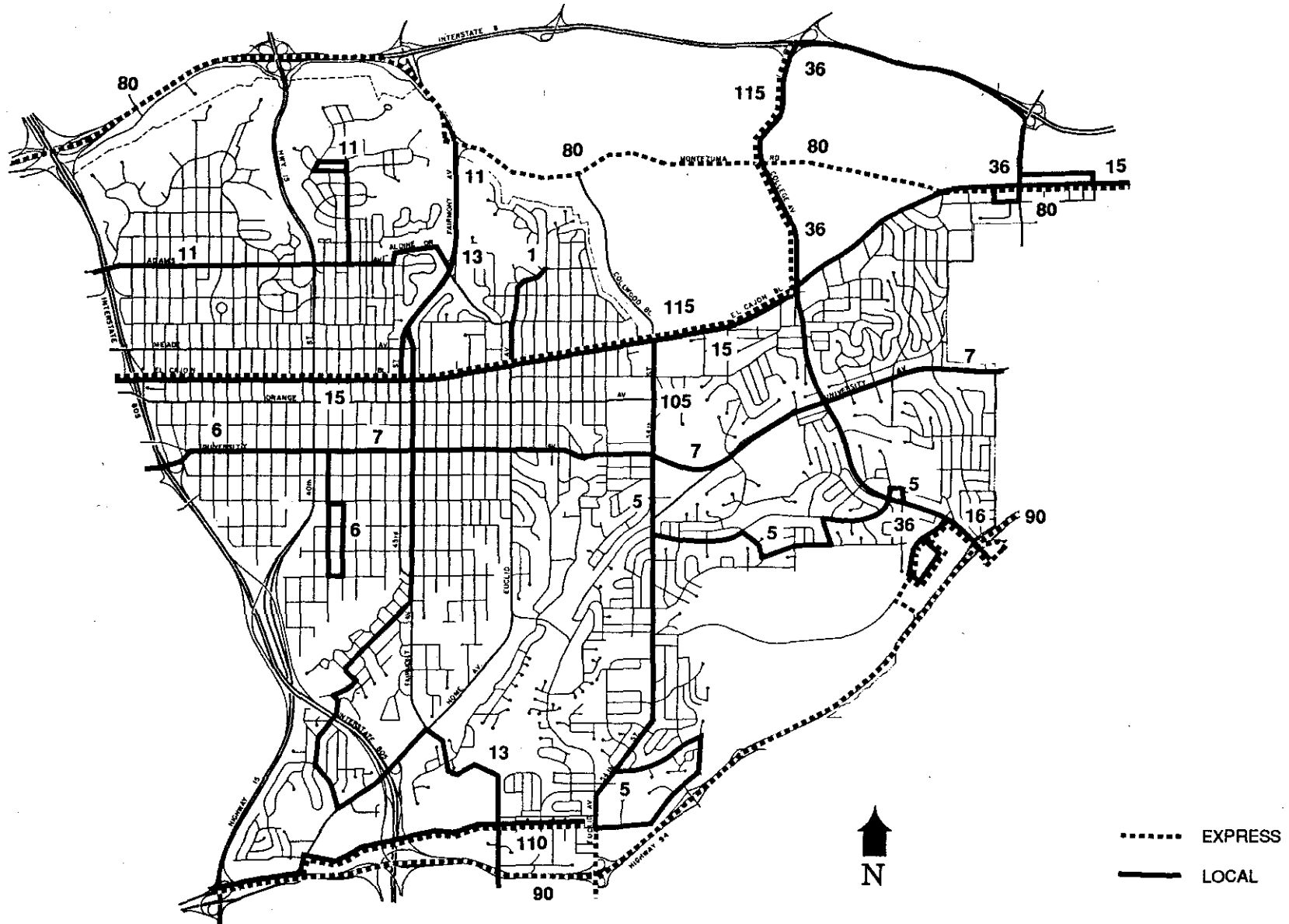
The major bus routes serving Mid-City are all operated by the San Diego Transit Corporation. The Route 1 bus operates from downtown along El Cajon Boulevard to the Talmadge neighborhood. The Route 6 bus operates from Point Loma via Mission Valley to Mid-City along Texas Street, El Cajon Boulevard, 30th Street, and University Avenue into City Heights. Route 7, with the highest patronage in the City, operates on ten minute daytime headways from downtown along University Avenue to La Mesa. The Route 11 bus operates from Spring Valley via downtown, along Adams Avenue to Kensington, with extended service to San Diego State University. Route 13, operates from Allied Gardens, along Fairmount Avenue to a connection with the San Diego Trolley at the Harborside station. Route 15, the second highest carrier in the City, originates in downtown San Diego and crosses Mid-City along El Cajon Boulevard, providing daytime service every 10-15 minutes to Grossmont Center and downtown La Mesa and El Cajon. The 115 bus also originates in the central business district and operates along El Cajon Boulevard and College Avenue serving SDSU, the Navajo community and Parkway Plaza in El Cajon.

The Metropolitan Transit Development Board has developed the Service Concept Element, the five-year plan for transit services in the San Diego region. The basis underlying the plan are:

- Transit centers at strategic points throughout the area to provide connections between transit services; and
- Three levels of transit service (METRO, URBAN and LOCAL/FEEDER), to provide the most efficient, cost-effective service.

METRO routes are for regional or long distance travel utilizing freeways or light rail wherever possible, with stops only at transit centers and major residential and activity centers. URBAN routes are moderate or long distance, connecting communities via transit centers and transfer points. LOCAL/FEEDER routes are short distance intracommunity bus and van services serving neighborhood destinations and feeding transit centers in the immediate area.

FIGURE 21



MID-CITY Existing Bus Routes (1984)
CITY OF SAN DIEGO • PLANNING DEPARTMENT

The Service Concept Element is the long range plan for transit service for the metropolitan area. It concentrates on regional concepts rather than local neighborhood service and is therefore of limited concern within Mid-City. It consists of an integrated network of METRO, URBAN, AND LOCAL/FEEDER transit routes, interfacing at a series of transit centers and transfer points. Some of these METRO and URBAN routes have been designated as part of a "Regionally-Significant Transit Route Network," which defines basic transit access to every subsector in the metropolitan area. A high priority is placed on the implementation of regionally-significant transit routes. Most of these regionally-significant routes are existing or will be developed over the next five years contingent on funding availability. Two of these Regionally-Significant Routes, Route 7 and 15, currently traverse the Mid-City area.

Objectives

TO ACCOMMODATE ALTERNATIVE METHODS OF TRANSPORTATION IN ORDER TO REDUCE DEPENDENCE UPON THE AUTOMOBILE.

TO PROVIDE A HIGH LEVEL OF PUBLIC TRANSPORTATION SERVICE ALONG MAJOR CORRIDORS.

- Evaluate land use patterns on the two major traffic corridors in Mid-City, El Cajon Boulevard and University Avenue, to determine ability to support various levels of transit service.
- Provide service to residential neighborhoods by feeder buses, operating on a regular schedule.
- Evaluate the feasibility of a fixed rail transit corridor along El Cajon Boulevard.
- Consider the expansion of express bus service in Mid-City, linking the centers of population to major activity centers in San Diego.
- Evaluate existing bus routes for the adequacy of the level of service they provide. Support improvements that would increase the average speed and reduce the time between buses.

- Upgrade existing bus stops through posting of schedules and appropriate street furniture, including canopies. Transfer points should receive improvements first.

Recommendations

The Mid-City community is primarily a population center. Many major activity centers are located nearby including Centre City, Balboa Park, San Diego Stadium, Mission Valley, and San Diego State University. A large percentage of the Mid-City population is transit dependent, especially senior citizens and low-income residents. This is especially true in the Western Subarea where densities are highest. For this reason a serious effort should be undertaken to upgrade transit service in Mid-City.

Public transit is presently provided at levels equivalent to or better than elsewhere in the City, but increasing costs are a major concern to seniors, non-drivers and local businesses. Waiting time between buses should be reduced and a feeder bus service introduced whereby minibuses penetrate residential areas to bring persons that are incapable of walking distances to the main bus lines.

Upgrading the level of bus service along El Cajon Boulevard and University Avenue is highly desirable. The Land Use Plan proposals that high intensity mixed use development be concentrated in the blocks immediately adjacent to these routes would contribute to the economic feasibility of increased transit service.

Metro Level Service - While a fixed rail transit system is presently considered infeasible in Mid-City because of cost considerations, this service should be evaluated as a long range objective for upgrading the existing transit system. El Cajon Boulevard is the primary transit corridor in Mid-City although additional right-of-way may be required to accommodate such service. The creation of future fixed rail service will be dependent upon identification of sources of capital funding.

For the near range, both express bus and local bus should be increased by extending hours of service, and increasing the frequency of buses. It is also desirable to upgrade bus stops, especially at transfer points. Covered shelters, benches, schedules and landscaping should be provided in order to increase the visibility of public transit service, and provide amenities to transit users.

The use of assessments is discussed in several other elements of this plan. Such assessments can support the operating costs of transit and they may be applied to the cost of improving facilities. It is recommended detailed analyses performed in various neighborhoods for use of assessments include evaluation of the need for upgrading transit facilities.

Urban Level Service - Because Mid-City is a centrally located population center the urban level of transit service should be expanded as much as possible to increase accessibility to the various activity centers adjacent to Mid-City, most of which serve as transit transfer points. Improved connections to these centers would result in improved access to all activity centers in the San Diego region.

Feeder Level Service - The transit upgrading process should include introduction of feeder bus routes into the high density areas. No such systems exist at present in The City of San Diego, although several such feeder systems operate in suburban cities in the San Diego region. This service would permit public transit service to penetrate more residential areas and provide service to persons living beyond walking distance to regular buses.

BIKEWAYS

Existing Conditions

There are no bike lanes in the Mid-City Community. The only designated bike route runs the length of Orange Avenue from 54th Street on the east to I-805 on the west. This street is hilly in some places, heavily traveled in others, and has on-street parking its entire length.

Objectives

TO PROMOTE THE USE OF BICYCLES AS AN ALTERNATIVE MODE OF TRANSPORTATION IN ADDITION TO ITS USE FOR RECREATIONAL PURPOSES.

TO FACILITATE THE SAFE MOVEMENT OF PEDESTRIANS AND BICYCLES BY MINIMIZING CONFLICT WITH AUTOMOBILES.

TO IMPLEMENT A COORDINATED SYSTEM OF BIKEWAYS THROUGHOUT MID-CITY CONNECTING MAJOR ACTIVITY CENTERS.

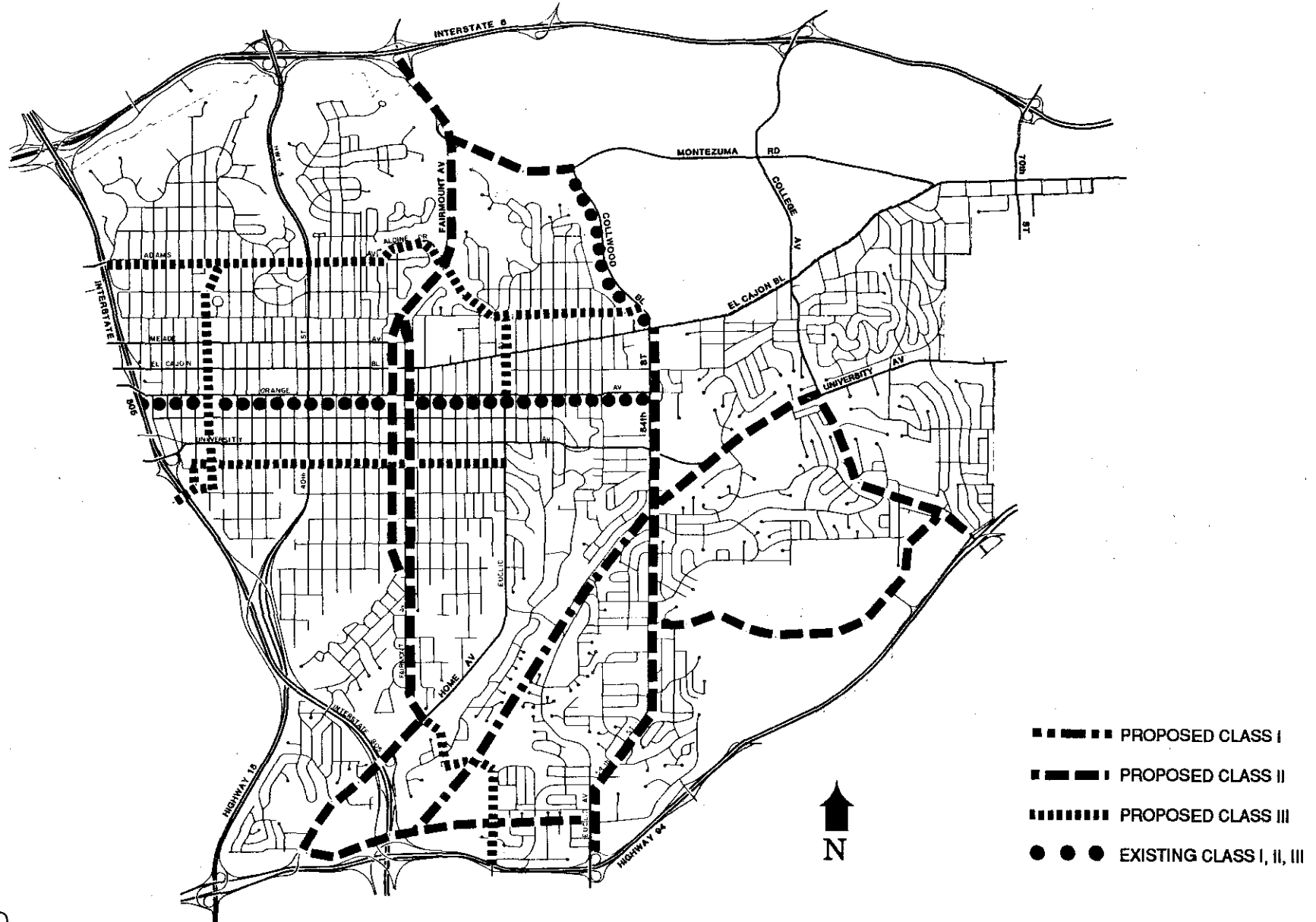
- Eliminate on-street parking where there are conflicts with bikeways and off-street parking is adequate.

Recommendations

The proposed bikeway system is shown in Figure 22. Several of these bikeways are part of a regional system, connecting with bikeways to the north in Mission Valley, to the west in North Park and to the south in Southeast San Diego.

Bicycle parking should also be provided at high activity areas, including schools, parks and commercial areas.

FIGURE 22



MID-CITY Bikeways
CITY OF SAN DIEGO • PLANNING DEPARTMENT

Other Recommendations

Carpooling

Carpooling should be encouraged in order to reduce peak hour traffic loads. Under-used parking areas such as church parking lots could be catalogued and owners be solicited for participation in a program to use such lots as collection points for carpoolers. This is already being done by some shopping centers and such a program could be expanded. There is a regional computer program developed whereby commuters to the same activity centers are matched. Continuing support is merited for this convenience, and a public information program should be carried on to ensure Mid-City residents and employers are aware of its capability.

Financing

Use City funding, such as capital outlay, for reconstruction of existing streets not otherwise indicated to be developer funded, in accordance with Council Policy 200-1 which calls for City funding of most street improvements in the Urbanized Area.

Use assessment revenues to redevelop existing residential parking reservoirs adjacent to public streets.

Use assessment revenues to develop nonresidential off-street parking behind businesses where parking is deficient.

Use developer funding for street improvements required in conjunction with major development or redevelopment projects.

Use property owner funding for decorative improvements.

Open Space Element

Existing Conditions

Open space in the Mid-City Plan area is almost entirely in hillsides and canyons. The neighborhoods of Normal Heights, Kensington, and Talmadge are all bounded to some extent by slopes. The south rim of Mission Valley, including its fringe canyons, the slopes adjacent to 40th Street; and the slopes adjacent to Fairmount Avenue, including Middlesex and Talmadge canyons, all form one significant open space system. Another large system consists of the canyons on the southern perimeter of City Heights, two of which have been developed into Hollywood Park and Azalea Park. Significant slopes also exist along Home Avenue between Euclid Avenue and Fairmount Avenue. The Chollas Creek open space system extends from 54th Street southwest to Interstate 805, terminating at the Mid-City Athletic Area. In addition to these systems, the eastern portion of the planning area is distinguished by a number of disconnected slopes, usually existing as topographic separations between subdivisions. These are generally owned by adjacent property owners and not subject to further development.

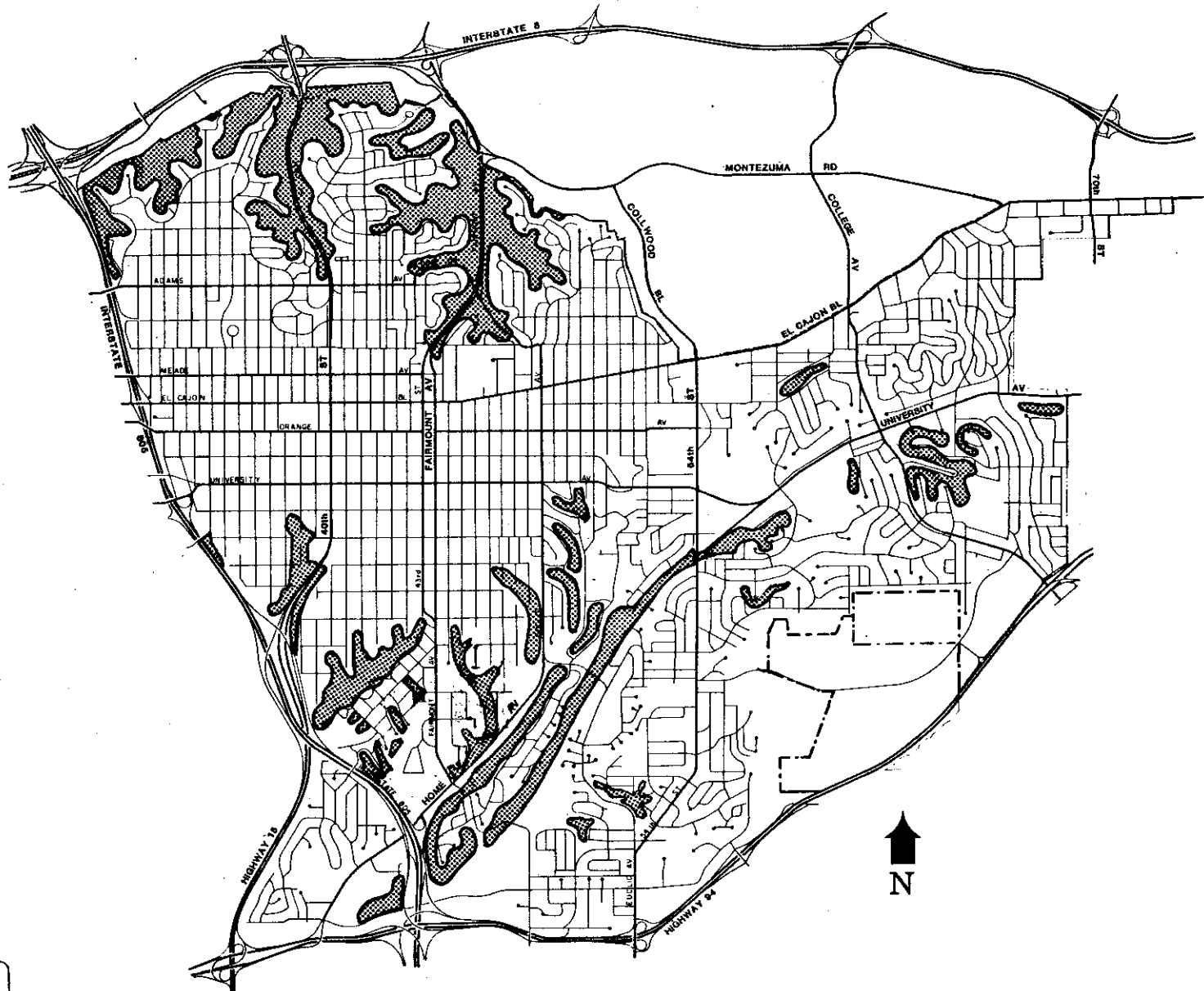
In the Mid-City planning area, the city-wide open space system designates the south rim of Mission Valley, the slopes along 40th Street and Fairmount Avenue, and the Chollas Creek system. The undeveloped canyons on the southern perimeter of City Heights as well as other smaller hillside areas surrounding Chollas Creek have also been placed on the open space retention list.

Objectives

TO INSURE THE PRESERVATION OF AN OPEN SPACE SYSTEM THROUGH APPROPRIATE DESIGNATION AND PROTECTION.

- Include all designated open space in Mid-City on the City's priority list for acquisition.
- Apply the R1-40,000 or more restrictive zone to designated open space in order to ensure a development intensity consistent with the topography.

FIGURE 23



MID-CITY Open Space Subareas
CITY OF SAN DIEGO • PLANNING DEPARTMENT

- Consider the use of Transfer of Development Rights to protect open space and encourage infill in the appropriate locations.
- Provide access to usable public open space systems in order to increase passive recreational opportunities.
- Utilize open space to delineate neighborhood boundaries.
- Protect natural wildlife habitats from conflicting uses.

Canyons

TO PRESERVE EXISTING UNDEVELOPED CANYONS AS PART OF MID-CITY'S OPEN SPACE SYSTEM.

TO ENCOURAGE THE USE OF UNDEVELOPED CANYONS IN THE PUBLIC DOMAIN AS PASSIVE RECREATIONAL SYSTEMS.

- Develop recreational space in undeveloped canyons, where the natural integrity of the canyon can be preserved.

Chollas Creek

TO PRESERVE THE CHOLLAS CREEK FLOODWAY AS A NATURAL OPEN SPACE, COMPLEMENTED BY APPROPRIATE RECREATIONAL ACTIVITY.

- Designate Chollas Creek as a linear open space system.
- Reserve access and right-of-way for use in the creation of a Chollas Creek open space system when bordering properties are developed in the future.

Recommendations

The Land Use Plan Map identifies existing open space throughout the Planning Area. It is recommended that those open spaces susceptible to development be preserved. The open space exists in the form of canyons, slopes or floodway. Preservation should be accomplished through one of several methods.

Acquisition - It is recommended that the open space system along the south rim of Mission Valley be given highest priority for acquisition because of its extremely high visibility.

Zoning - It is recommended that all designated open space in this Plan be rezoned to R1-40,000 or a more restrictive zone to preclude overdevelopment.

Planned Residential Developments - PRD's which include designated open space areas should be permitted a credit of one dwelling unit per acre on such areas.

Street Vacations - Paper streets or alleys should not be vacated if the retention of these rights-of-way as undeveloped land would enhance visual or pedestrian access to designated open space or would assist in the preservation of an area as open space in conformance with this plan.

Transferable Development Rights - It is recommended that the open spaces adjacent to Mission Valley, I-805, 40th Street, and Fairmount Avenue, as well as the canyons bordering the southern edge of City Heights, be considered as "sending areas" for development rights. These development rights would be available for sale. For a given area of designated open space, one development right could be sold to be used in increasing density by one unit in the mixed use corridors identified in this Plan. The value of each unit would be that set by the market. Once sold, the sending area would be permanently precluded from development.

Development of this program should await implementation of the acquisition and zoning actions recommended above, so that its need can be assessed.

There are two forms of open space in the Planning Area. One is generally in slopes remaining after subdivision and development of land where the slopes are mostly undevelopable and owned by individual property owners. It is expected that they will continue to be privately maintained and protected. The other form consists of several large canyons which are unsubdivided or in large lots in single ownerships. These canyons are a notable part of San Diego's beauty and heritage. Every effort must be made to preserve and protect the integrity of these canyons and systems of canyons. They are among the few remaining wild life habitats within the urbanized area of the City. Access for study and passive recreation should be allowed, but care must be taken to allow minimal disruption of the integrity of the canyons.

Parks and Recreation Element

Existing Conditions

The majority of the Mid-City community was developed prior to the evolution of the current Park and Recreation Criteria as set forth in the City's General Plan and Progress Guide. Thus, a comparison of the existing neighborhoods with this Criteria shows that the majority of the area is deficient in parks.

The most severe park and recreation deficiencies are in the oldest neighborhoods of Normal Heights, Kensington, Talmadge, The Corridor, and the northern portion of City Heights. The park deficiencies in these neighborhoods are compounded by the small school sites which limit their use for recreational purposes. These same schools are also impacted by recent increases in enrollment.

The neighborhoods within the southerly and easterly portions of the Mid-City community, consisting of Oak Park, Chollas Creek, and Rolando, contain park acreage in excess of the General Plan Criteria due principally to the existing Chollas landfill site which is designated for future park development.

Table 5 shows the comparison of existing park acreage and the General Plan Criteria as well as the population by neighborhood.

General Plan Park Criteria are difficult to achieve due to the lack of available vacant land and the prohibitive cost of buying and clearing developed land in locations where the need is the greatest.

The General Plan speaks to older communities such as Mid-City as follows:

"In older, already developed parts of the City, where recreation space is difficult to acquire, efforts should be directed toward providing staff and facilities which compensate for deficiencies in acreage. Land, equipment, and supervision in varying proportions can still add up to recreational opportunity and service to the residents. If acreage is reduced, facility investment and leadership should be correspondingly increased."

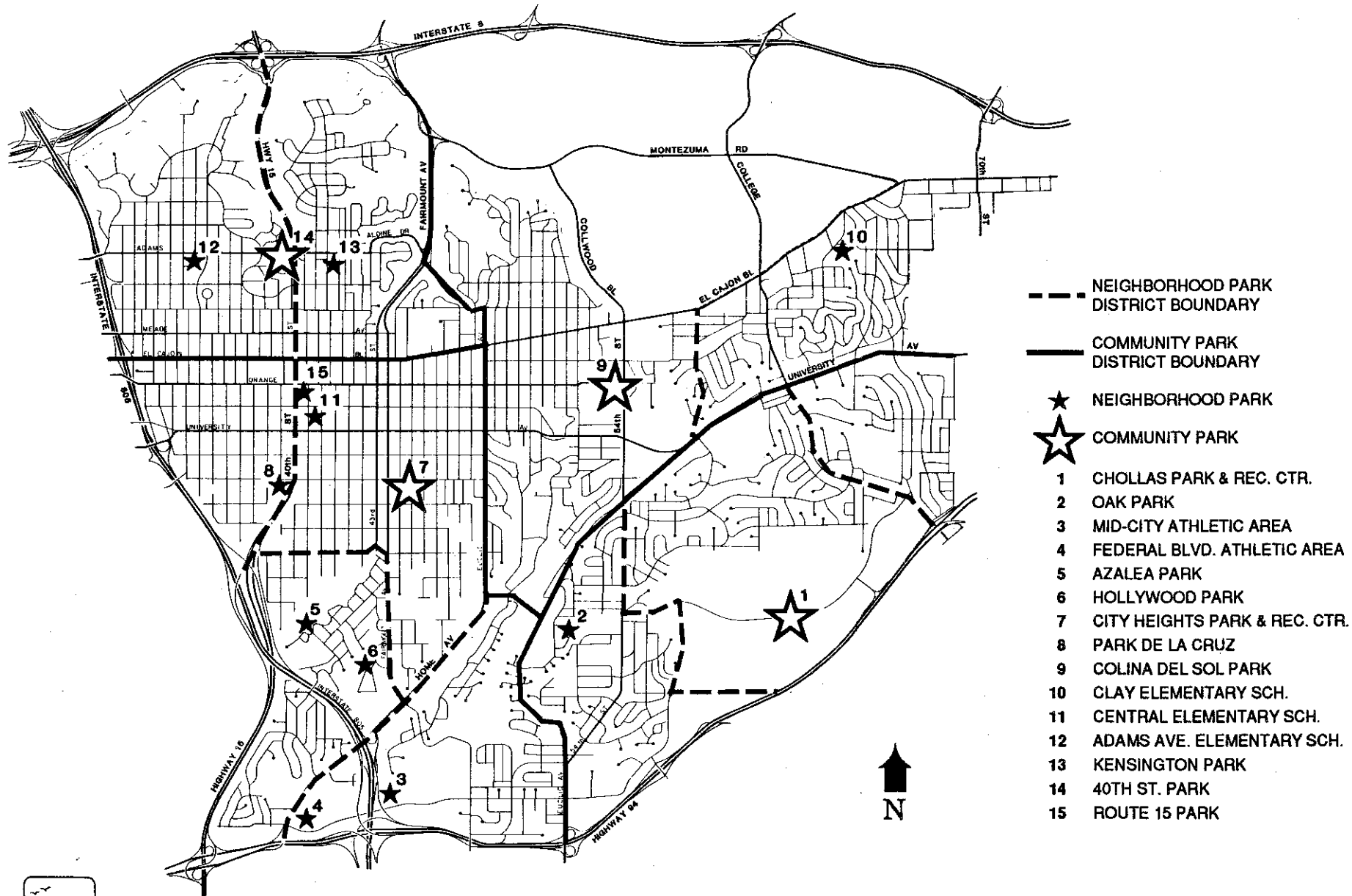
TABLE 5
Existing Parks and Facilities vs. Requirements
Based on Population

Neighborhood	Population 1980	Population 2000	Existing Park Acreage	General Plan 1980 Criteria
Normal Heights	13,300	13,500	3.64	31.4
Kensington	5,900	5,400	2.67	13.9
Talmadge	6,100	6,000	0.50	14.4
Corridor	16,400	21,000	33.25*	38.7
City Heights	18,000	21,000	33.29†	42.5
Chollas Creek	10,700	12,700	14.40	25.2
Oak Park	9,000	14,000	148.88	21.2
Rolando	16,100	16,100	9.89	38.0
Totals	95,500	109,700	246.52	225.3

* Colina del Sol Community Park and Recreation Center consisting of 32.93 acres is included in this total but is located on the easterly boundary of this neighborhood and thus serves only the easterly portion.

† Concentrated in southern portion of City Heights.

FIGURE 24



- NEIGHBORHOOD PARK DISTRICT BOUNDARY
- COMMUNITY PARK DISTRICT BOUNDARY
- ★ NEIGHBORHOOD PARK
- ★ COMMUNITY PARK
- 1 CHOLLAS PARK & REC. CTR.
- 2 OAK PARK
- 3 MID-CITY ATHLETIC AREA
- 4 FEDERAL BLVD. ATHLETIC AREA
- 5 AZALEA PARK
- 6 HOLLYWOOD PARK
- 7 CITY HEIGHTS PARK & REC. CTR.
- 8 PARK DE LA CRUZ
- 9 COLINA DEL SOL PARK
- 10 CLAY ELEMENTARY SCH.
- 11 CENTRAL ELEMENTARY SCH.
- 12 ADAMS AVE. ELEMENTARY SCH.
- 13 KENSINGTON PARK
- 14 40TH ST. PARK
- 15 ROUTE 15 PARK



MID-CITY Existing & Proposed Parks
CITY OF SAN DIEGO • PLANNING DEPARTMENT

Objectives

TO PROVIDE A SYSTEM OF PARKS AND RECREATIONAL FACILITIES THROUGHOUT THE MID-CITY PLANNING AREA ACCORDING TO GENERAL PLAN STANDARDS.

- Expand park facilities as resources become available and add new facilities where deficiencies exist in Mid-City's neighborhoods.
- Provide for the use of park facility meeting rooms by citizen groups.
- Use park facilities wherever possible as a means of preserving natural and historic resources.
- Evaluate all vacant and publicly owned land - including streets - for potential use as park or recreational facilities.
- Provide vest pocket (mini) parks in high density residential neighborhoods where park facilities are deficient, using assessment fees, when possible, for acquisition and maintenance. Such parks must be carefully designed and located to avoid negative impacts. Development adjacent to canyons or in conjunction with commercial projects should be considered.
- Use vacant land, especially that which is publicly owned, on an interim basis for community gardens.
- Encourage block groups to construct and maintain their own mini-parks for children or to cultivate block gardens for vegetables or gardens.

TO ENCOURAGE THE PROVISION OF PRIVATE RECREATIONAL FACILITIES WITH RESIDENTIAL PROJECTS.

- Encourage the construction of residential projects of sufficient size to provide recreational facilities.
- Encourage the use of roof tops for recreational purposes.

Recommendations

1. The provision of park and recreation facilities shall be primarily directed to:
 - a. The expansion of existing park and recreation facilities; and
 - b. The expansion of school sites and conversion of portions of these sites to park and recreation uses under lease with the School District.
2. Because of the limitation on funding, it is recommended that the provision of facilities during the first five years be concentrated in the western neighborhoods, i.e., Normal Heights, The Corridor, and City Heights.
3. The proposed construction of Route 15 through the community provides the potential of satisfying certain of the park and recreation needs within the neighborhoods of Normal Heights, Kensington, The Corridor, and City Heights. It is, therefore, recommended that Caltrans be requested to include as mitigation certain improvements to the park and recreation element and that the City fund the finished park improvements in these areas.
4. Funding for park and recreation facilities will rely primarily on the following sources:
 - a. Park fee revenues. Revenues from this source should be directed in the early years toward the acquisitions necessary to expand existing sites and the improvement of properties obtained through other acquisition programs.
 - b. Capital Outlay and Block Grant. Funds should be sought for acquisition and further improvement of the various sites.
 - c. Other State and Federal Categorical Grants. Continuing efforts should be made to secure funds in these categories for park acquisition and improvements.
 - d. State Highway and School District. Funds for acquisition of property for school and/or recreation needs.

- e. Other Funding Alternatives. Funding alternatives such as assessment districts and possibly tax increment financing through the development of a redevelopment project within the community should be pursued.

5. Park Plan

The following Park Plan is a schedule for financing of recreation facilities over the next twenty years shown in phases of five years each. Efforts in the first two phases will be concentrated in those areas most deficient in park and recreation facilities.

a. Phase I - 1985-1989

(1) City Heights Neighborhood

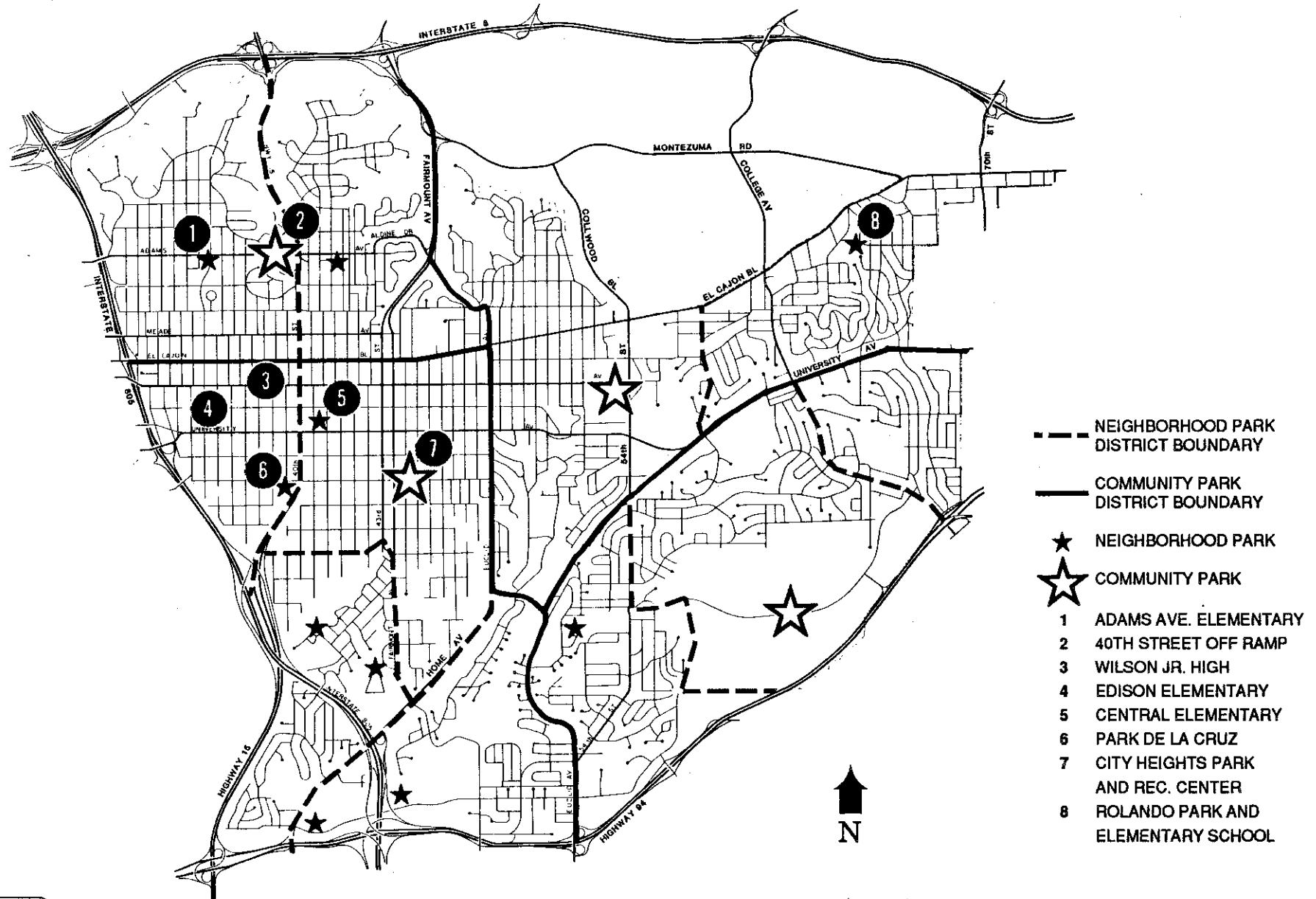
City Heights Park and Recreation Center. Expansion to approximately seven to eight acres which will require the acquisition of certain private property and closure of certain streets. Improvements will consist of additional multipurpose courts and expanded playing field area. Acquisition/development of this park site would be continued into the 1990-1994 Phase of the Park Plan.

Currently funded is the conversion of the church to a park and recreation center. Construction to be final in July, 1984. Redevelopment of the remainder of the park is scheduled for October, 1984.

Park de la Cruz. Expansion of Park de la Cruz would include acquisition of canyon properties adjoining the existing site. This could be accomplished possibly through Caltrans when they acquire land for the Route 15 alignment and utilizing surplus fill from the construction of Route 15.

Mini Parks and Viewpoints. Acquisition of private property and street closures in the area of Chamoune Avenue and Quince Street. Development scheduled in Phase II.

FIGURE 25



MID-CITY Phase I Park Improvements 1985-1989
CITY OF SAN DIEGO • PLANNING DEPARTMENT

(2) Normal Heights Neighborhood

Adams Avenue Elementary School and Park. Expansion of the Adams Avenue School and park site would include joint City/School District acquisition of private property and the closing of certain streets surrounding the site. Design/construction of this site into a park setting would include a tiny-tots area. Additional funding for development would continue into the 1990-1994 Phase.

40th Street Off Ramp. This park site calls for obtaining from the State Highway Department (Caltrans) the state properties in the area of the 40th Street off ramp at Adams and required fill material at the time the final improvements are proposed for Route 15. Although this is of high priority, it is contingent upon the timing for the improvement of Route 15 and thus might not be achievable for five years or more.

Mini-Parks and Viewpoints. Funding for mini-parks and viewpoints in the Normal Heights Neighborhood includes:

- Development of a mini-park, including tiny tot area in the East Mountain View Avenue, Madison, and Ward area. Acquisition may be limited to street right-of-way for a mini-park.
- Conversion of the half-block portion of Cherokee Street north of Adams Avenue to a mini-park lying between two markets requiring the acquisition of the public right-of-way.

The acquisition and development of mini-parks and viewpoints will be an ongoing project throughout all four phases in the twenty-year Park Plan.

(3) The Corridor Neighborhood

Wilson Junior High. Acquire a lease on four to seven acres of Wilson Junior High School and acquire private property adjacent to Wilson Junior High School for expansion of park facilities. Improvements would be to develop the site with park-like amenities to provide limited evening and weekend usability. This expansion will be part of a larger school/park complex with Central Elementary School and the new park site which may be built over Route 15. Funding for this development will continue in the 1995-1999 Phase.

Central Elementary School. The acquisition of land for the expansion of Central Elementary School will be a major element in the park/school complex which includes Central And Wilson Junior High School and the possible park site over Route 15 at Polk and Orange. Funding for development will continue in the 1990-1994 Phase.

Edison Elementary School. Acquisition and development of private property to expand school site for recreational purposes.

(4) Talmdge Neighborhood

Mini-Parks and viewpoints. The acquisition of private property and street right-of-way will result in the development of two minimum one-acre mini-parks at two locations to be determined. Funding will continue in each phase of the 20 year Park Plan for both acquisition and development.

(5) Rolando Neighborhood

Rolando Park Elementary School. Acquire lease to provide park amenities/facilities at Rolando Park Elementary School. Funding in the 1995-1999 Phase will be for both acquisition and development.

b. Phase II - 1990-1994

(1) City Heights Neighborhood

Park de la Cruz. Improvements of the expanded area of Park de la Cruz would be the regrading of this site to provide play areas. Funding would continue into the 1995-1999 and 2000-2004 Phases of the Park Plan.

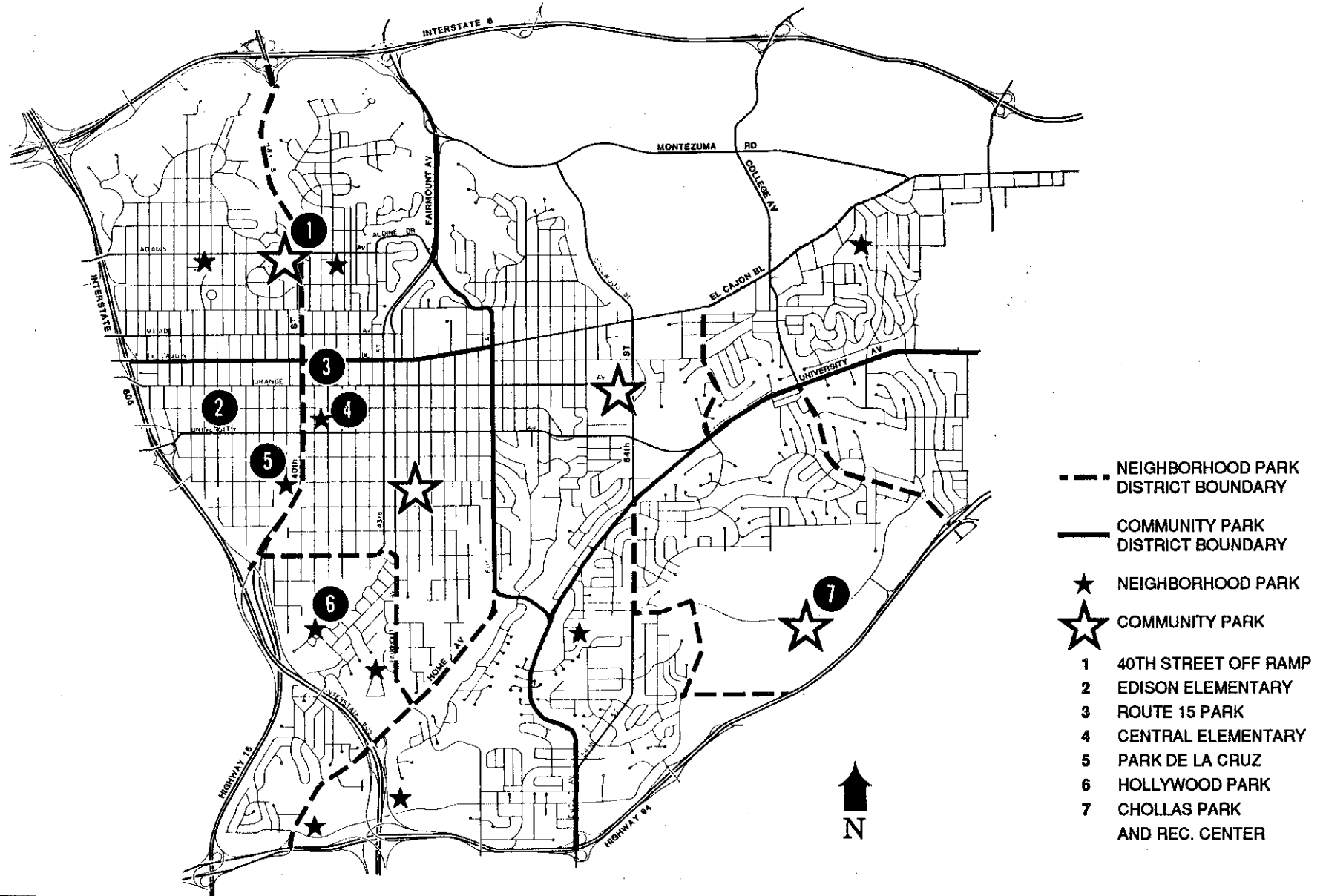
Hollywood Park-Phase IV. Development of Hollywood Park is in the fourth phase of an overall planned development which started in the early 1970's. Development will be concentrated at the north end of Hollywood Park and will include a small children's area, a parking a lot and an access road.

(2) Normal Heights Neighborhood

40th Street Off Ramp. The 1985-1989 Phase calls for the acquisition of the off ramp, if possible, depending upon Caltrans scheduling of the construction timing of Route 15. This Phase has continued funding for acquisition and for design/construction to convert this area into a public park consisting of multipurpose courts.

- Acquisition and development of a canyon overlook park at the termination of Cromwell Place.
- The acquisition, as necessary, and possible modification of the street system for a vest pocket park in the area between Adams, Monroe, Interstate 805, and Hawley.
- The acquisition of private property and street right-of-way to provide additional mini-parks at Kenmore Terrace, Eugene Place, or at sites yet to be identified.
- The acquisition and development of mini-parks and viewpoints will be an ongoing project throughout all four phases in the twenty-year Park Plan.

FIGURE 26



- NEIGHBORHOOD PARK DISTRICT BOUNDARY
- COMMUNITY PARK DISTRICT BOUNDARY
- ★ NEIGHBORHOOD PARK
- ★ COMMUNITY PARK
- 1 40TH STREET OFF RAMP
- 2 EDISON ELEMENTARY
- 3 ROUTE 15 PARK
- 4 CENTRAL ELEMENTARY
- 5 PARK DE LA CRUZ
- 6 HOLLYWOOD PARK
- 7 CHOLLAS PARK AND REC. CENTER



MID-CITY Phase II Park Improvements 1990-1995
CITY OF SAN DIEGO • PLANNING DEPARTMENT

(3) The Corridor Neighborhood

Central Elementary School. Continued funding for the design/construction of the expanded site which will be a part of the school/park complex.

Euclid Elementary School. Acquisition of private property to expand school site for recreational purposes.

Route 15 Park. In order to mitigate the impact that the construction of Route 15 will have on the environment and the Mid-City community, the covered section of this state highway between Polk and Orange Avenues has been proposed for a park site. This section along with the expansion of Wilson Junior High School and Central Elementary School would become an overall school/park complex and the City and School District would provide the necessary pedestrian overpasses between this park site and the adjacent school sites.

Mini-Parks and Viewpoints. Acquisition of private property and street closures within the community will provide mini-parks and viewpoints. This funding will be continued in the 1995-1999 Phase.

(4) Kensington Neighborhood

Mini-Parks and Viewpoints. Acquisition and development of strategically located mini-park, vest pocket parks, and viewpoints. These sites would be approximately one-quarter to one full acre and would be located throughout the area. Improvements would include landscaping, picnic facilities, and tiny-tot areas.

5) Oak Park Neighborhood

Chollas Park and Recreation Center. Design/construction of community park amenities at Chollas Park and Recreation Center will include a multi-sports field, multipurpose courts, picnic areas, tiny-tot area, open play lawns, and a recreation building.

c. Phase III - 1995-1999

(1) City Heights Neighborhood

Hollywood Park-Phase V. Design and construction of the south end of Hollywood Park. This includes a ball field and comfort station.

Mini-Parks and Viewpoints. Funding for acquisition and design/construction for unspecified mini-parks and viewpoints. Funding will continue into the last phase of the Park Plan.

(2) The Corridor Neighborhood

Euclid Elementary School. Continued funding for acquisition. Beginning funding for development of acquired site.

(3) Kensington Neighborhood

Kensington Park. Expand current site to approximately one acre. This will require acquisition of private property and the closure of certain streets.

(4) Rolando Neighborhood

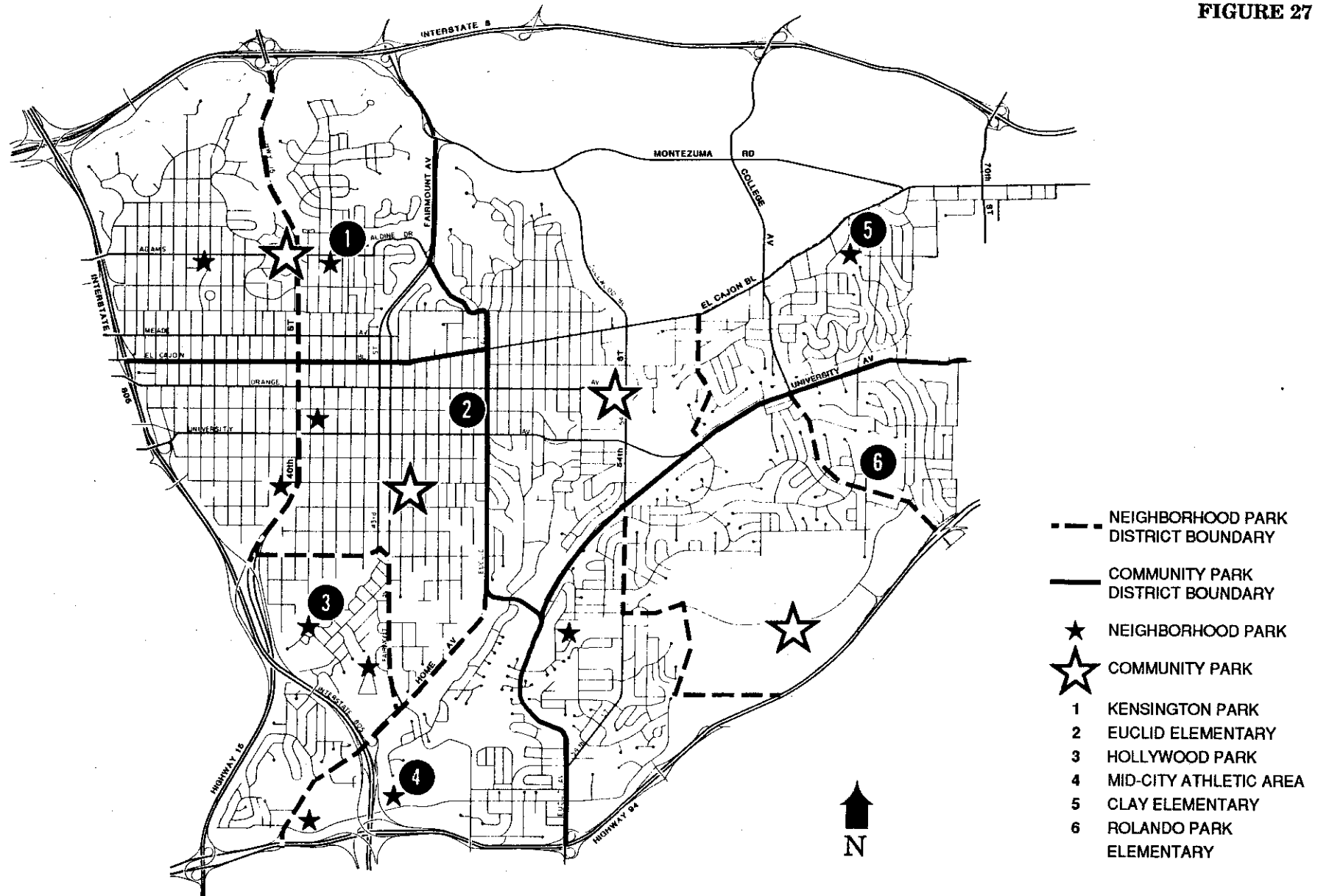
Rolando Park Elementary School. Acquisition of private property to provide park amenities/facilities at Rolando Park Elementary School. Development of site would take place after lease was obtained and land acquired.

Clay Elementary School. A community meeting during Phase III will identify solutions to existing deficiencies.

(5) Chollas Creek Neighborhood

Mid-City Athletic Area. Development of the 14-acre Mid-City Athletic Area located north of Federal and east of Interstate 805. Improvements will include a picnic area, tiny-tot area, multi-sport fields, multipurpose courts, and restroom. Funding to be continued into the 2000-2004 Phase of the Park Plan.

FIGURE 27



- NEIGHBORHOOD PARK DISTRICT BOUNDARY
- COMMUNITY PARK DISTRICT BOUNDARY
- ★ NEIGHBORHOOD PARK
- ☆ COMMUNITY PARK
- 1 KENSINGTON PARK
- 2 EUCLID ELEMENTARY
- 3 HOLLYWOOD PARK
- 4 MID-CITY ATHLETIC AREA
- 5 CLAY ELEMENTARY
- 6 ROLANDO PARK ELEMENTARY



MID-CITY Phase III Park Improvements 1995-1999
CITY OF SAN DIEGO • PLANNING DEPARTMENT

d. Phase IV - 2000-2004

(1) Rolando Neighborhood

Clay Elementary School. Development shall be in accordance with the desires of the community.

Muir Elementary School. Acquire private property and the street right-of-way to enable closure of 68th Street adjacent to Muir Special School with possible lease of school fields.

(2) Oak Park Neighborhood

Oak Park. Expansion of this park site should be accomplished by lease with the adjacent Oak Park Elementary School or by acquisition of private property. Additional amenities should be provided.

Chollas Park and Recreation Center. Continued funding for development of recreation building and other amenities.

(3) Chollas Creek Neighborhood

Chollas Parkway. Development of the proposed Chollas Parkway into a lineal park which will contain par course, trails, benches and landscaping.

Schools Element

Existing Conditions

Fifteen elementary, two junior high, and two senior high schools, operated by the San Diego Unified School District, serve the public school populations in grades kindergarten through 12 within the Mid-City-Community. These schools are listed in Table 6 together with pertinent characteristics of the physical plants.

The majority of these schools was constructed prior to 1960. The primary practice of the school district has been to adjust to changing school enrollments by relocation of portable classroom buildings on the affected school site. Schools existing on small sites with increasing enrollments are impacted by this practice through reduction in the amount of land area that is available for playground purposes. The problem of inadequate acreage for school buildings is aggravated by the school district's need to provide a number of supportive educational programs and services which require auxiliary spaces in addition to the traditional "home" room.

Enrollment projections indicate sustained increases in the number of school-age children population in the coming years in the "Corridor" elementary schools as well as Adams Elementary School in the Normal Heights area. In the 1983-84 and 1984-85 school years, the district has restructured grade levels at Hoover High School, Wilson Middle School, and the elementary schools which feed into those schools. This resulted in the removal of one grade level from the elementary school site reducing the student population on those sites. Other action to be taken during the 1984-85 school year will be to modify attendance boundaries and redistribute some students in the "Corridor" schools' attendance areas to further relieve the population impact on the small campuses.

Objectives

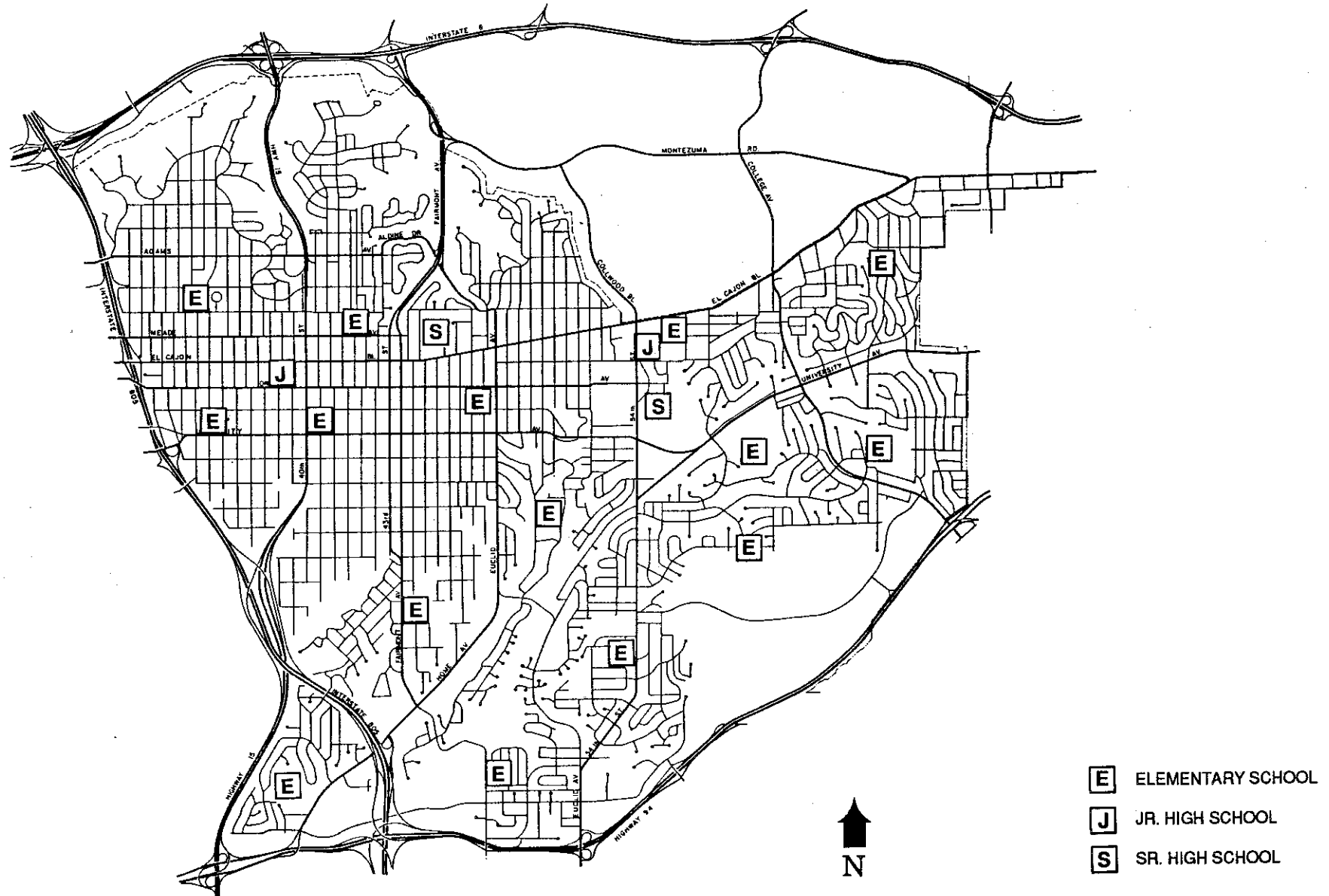
TO PROVIDE A HIGH STANDARD OF ELEMENTARY AND SECONDARY EDUCATION.

- Encourage private industry to adopt various schools in order to enhance the educational programs at each school in Mid-City.

TABLE 6
School Facilities by Neighborhood

Neighborhood	School	Net School Acreage	1973-74 Enrollment	1983-84 Enrollment	Permanent Classrooms	Portable Classrooms	
<i>HOOVER CLUSTER:</i> Normal Heights	Adams (E)	4.6	647	752	18	10	
	Kensington/Talmadge	Franklin (E)	4.0	392	427	17	0
		Hoover (S)	24.9	1,691	1,872	54	10
	Corridor	Edison (E)	3.3	360	478	8	13
		Central (E)	3.0	574	724	15	12
		Euclid (E)	6.6	593	946	18	15
		Wilson (J)	11.8	1,735	1,095	60	0
	City Heights	Hamilton (E)	6.7	658	715	13	17
	Chollas Creek	Rowan (E)	6.7	294	222	9	2
	Subtotals	Elementary Schools		3,518	4,264		
		Junior High School		1,735	1,095		
		Senior High School		<u>1,691</u>	<u>1,872</u>		
				6,944	7,231		
<i>LINCOLN CLUSTER:</i> Chollas Creek	Webster (E)	7.6	296	490	11	7	
<i>CRAWFORD CLUSTER:</i> Chollas Creek	Marshall (E)	7.0	470	513	14	7	
	Oak Park	Oak Park (E)	7.6	506	673	24	11
		Carver (E)	8.9	326	225	15	0
	Rolando	Darnall (E)	8.0	344	283	16	0
		Jackson (E)	6.5	584	493	21	3
		Clay (E)	6.9	301	267	11	0
		Rolando Park (E)	11.5	581	355	19	0
		Mann (J)	16.9	1,996	1,494	72	0
	Crawford (S)	26.9	2,084	1,406	65	2	
	Subtotals	Elementary Schools		3,112	2,809		
		Junior High School		1,996	1,494		
		Senior High School		<u>2,084</u>	<u>1,406</u>		
			7,192	5,709			
Totals	Elementary Schools		6,926	7,563			
	Junior High School		3,731	2,589			
	Senior High School		<u>3,775</u>	<u>3,278</u>			
			14,432	13,430			

FIGURE 29



MID-CITY Public Schools
CITY OF SAN DIEGO • PLANNING DEPARTMENT

TO TRANSFORM SCHOOL FACILITIES INTO THE NEIGHBORHOOD FOCAL POINT WITH A STRONG IMAGE AND IDENTITY.

- Recognize that architectural excellence and economical construction are not mutually exclusive. They are both imperative to achieve most of the goals recommended herein.

TO MAINTAIN ETHNIC BALANCE IN MID-CITY SCHOOLS THROUGH BALANCE IN NEIGHBORHOOD POPULATIONS.

TO PROVIDE FOR THE MAXIMUM UTILIZATION OF SCHOOL FACILITIES WHILE ELIMINATING ANY OVERCROWDING.

- Encourage full community use of school facilities during non-school hours for educational, recreational and cultural purposes.
- Construct school facilities as necessary to eliminate overcrowded conditions.

Recommendations

The San Diego Unified School District worked with the American Institute of Architects in a planning process which identified needs and alternative solutions for each of the schools within the Mid-City plan areas. Ideas were developed by a School Design Assistance Team for each of the four elementary schools in the area. Each team included an architect, community members, and district staff. The teams developed their ideas during "charettes"--brainstorming sessions that occurred on August 17-19, 1984.

Many innovative ideas were developed from the charettes. Taken together, the ideas form a conceptual plan which will serve as a basis for more detailed planning for each school.

Concepts to be Developed

The many specific ideas that were developed are encompassed by a few major themes. These themes, which are still at the idea or concept stage, are as follows:

- Concept #1:** Improve the aesthetic and educational environment at each of the elementary schools. Improvements differ from school to school and include interior and exterior painting, landscaping, and turfing.

- Concept #2:** Improve the existing permanent facilities at some sites. In particular, consider renovating Central and Edison to eliminate interior hall space making it more functional.
- Concept #3:** Expand the permanent facilities at some of the elementary schools to accommodate the large and growing enrollment and reduce the high percentage of portable classrooms. The new facilities should be integrated architecturally with existing buildings. Underground buildings with play areas on top should be considered for some schools.
- Concept #4:** Work with the city to acquire additional land to expand existing sites. In some cases the expanded sites could be used for educational facilities and in other instances joint use with city parks could be accomplished.
- Concept #5:** Explore the idea of using new buildings jointly for commercial and educational use. The joint use of buildings would provide revenue to the district and give the district a means for reducing further the number of portable classrooms at each school.
- Concept #6:** Develop ways to deal more aesthetically with portable classrooms. This could be accomplished through a combination of landscaping and arrangement of the portables.
- Concept #7:** Consider the establishment of an educational park at Wilson Middle School in conjunction with a future "cut and cover" concept for the State Route 15 corridor between University Avenue and El Cajon Boulevard.

Process for Developing Master Plans

It is necessary to move from the concept stage to specific plans to carry out any of the ideas from the School Design Assistance Team. In that process the ideas to be retained will emerge and those that are not feasible will be eliminated.

A long-range physical master plan for each site will be developed. Master planning will be carried out by a committee for each school composed of school staff, central office staff, community representatives, and consulting architects. Educational specifications define the physical needs of each school based upon official enrollment projections, unique program needs, and other considerations at the site. Upon completion of the educational specifications and program needs, the services of an architectural firm for each site will be obtained and individual physical master plans prepared.

Each master plan will consist of necessary surveys, tests and evaluation of existing conditions, locations of existing buildings to be retained and new buildings to be constructed, location of portables, playgrounds, and landscaping areas. In addition, traffic circulation and parking plans will be included. An architectural vocabulary and palette of materials will be established. Square footages for all facilities will be listed by function and cost estimates will be prepared for each element of the plan. All elements of the master plan will be reviewed by the planning committee and priorities recommended before presentation to the Board of Education for approval.

As the physical master plan is developed, the district will continue to explore a financial plan which will address the facility needs and improvements on the impacted school sites. There are three basic sources of revenue available to the Board of Education for school facilities. The first is the levying of developer fees. At the present time, city policy provides for school letters of availability only in planned urbanizing areas. Thus, school fees can only be collected in those communities.

The second source of funds is the revenue derived through the district's property management program. A bond attorney has been engaged by the Board of Education to review ways of using the property management revenue to fund facility capital projects throughout the district.

The third source is funding available under the Leroy F. Greene State School Building Lease-Purchase Law of 1976. The program is authorized under the California Education Code, Section 17700, and is administered by the State Allocation Board and Office of Local Assistance. District staff presently is in contact with the Office of Local Assistance to determine criteria and eligibility for funding.

Additionally, the district is cooperating with the City to explore joint usage of school sites. The first responsibility of the district is to provide a sound educational program for the students in its jurisdiction. As the financial plan is implemented and money is allocated for school needs, lease arrangements for park usage with the City may be undertaken. Conversely, the City may choose to acquire and develop park land sites adjacent to school sites which may alter the overall acreage available to the schools for recreational purposes.

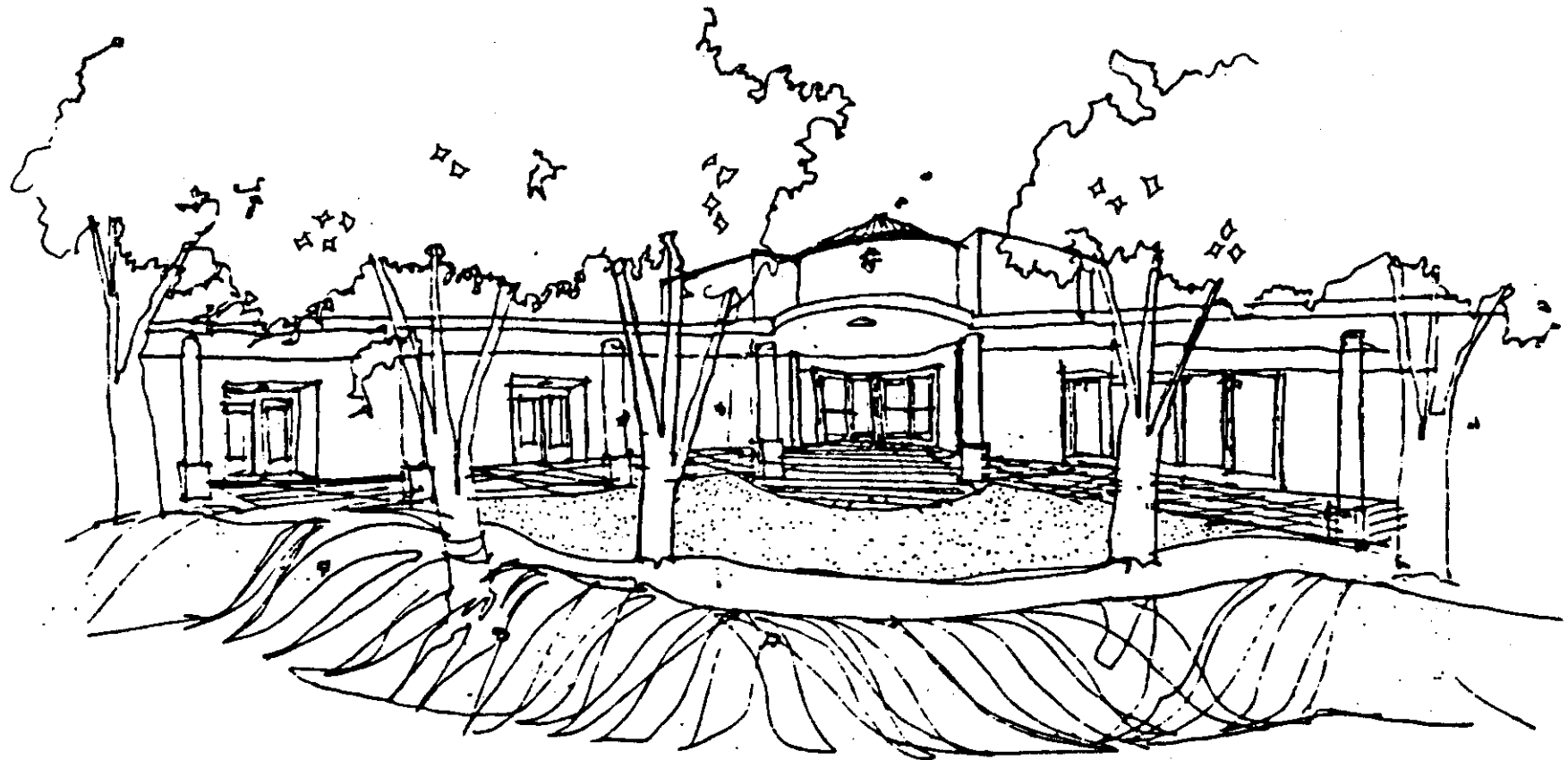
For the short term, plans to make aesthetic changes will be examined in light of the district's maintenance budgets. For the long term, plans to make major building improvements will depend upon the availability of revenue. As a guideline, it takes about five years after the inception of planning to complete buildings at school sites.

Board of Education Action

The Board of Education directed the superintendent to develop recommendations to the board by the School Design Assistance Teams. The board adopted staff recommendations on October 23, 1984. By adopting the staff response, the board directed the superintendent to initiate the following:

1. Proceed with the development of a comprehensive long-range physical master plan for each of the four school sites--Adams, Central, Edison, and Euclid elementary schools--with a July 1985 target date for completion of the master plan.
2. Proceed with the immediate tasks identified for aesthetic improvements at Adams involving exterior and interior painting and other maintenance items.
3. Explore with the City of San Diego the feasibility of providing additional park and recreational space in the Mid-City area through the joint use of turfed fields at various school sites.
4. Explore with the State Office of Local Assistance (OLA) the feasibility of obtaining funding for new school construction and/or major renovation.
5. Refer the proposed joint use of property for commercial and school buildings to the superintendent's Property Management Advisory Committee.

Staff work is to be completed by July 1985.



Public Facilities Element

POLICE AND CRIME

Existing Conditions

The Mid-City community is served by the Eastern Division and Southern Division substations. While there is no substation within the community, there is a Community Relations Office located at 4017 42nd Street, to enhance communication between the police department and the community.

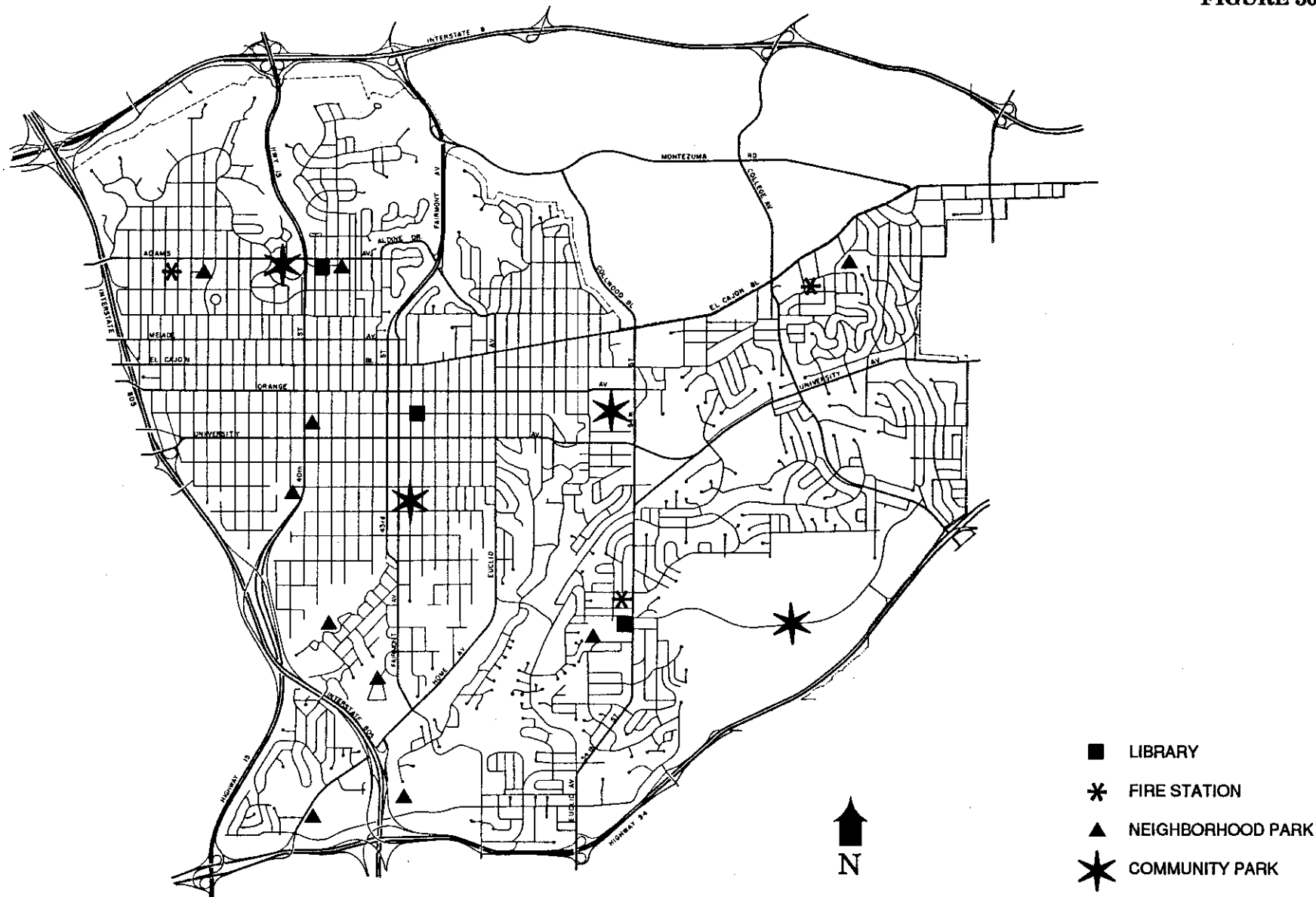
Mid-City, like most of San Diego, has experienced increases in both violent and nonviolent crimes. In recent years residential burglaries in increasing frequency have stimulated the establishment of numerous Neighborhood Watch programs. Incidence of crime is substantially less where such programs exist. The police department considers these programs to be the most effective means of reducing crime in any given area.

Armed robberies, many of which are related to narcotic activity, have also increased in recent years in the planning area. Generally, the area south of El Cajon Boulevard and west of 54th Street experiences the highest crime rates. There is, however, increasing activity in the eastern neighborhoods.

Other criminal activity prevalent in the Mid-City community includes a variety of street crimes such as auto theft and malicious mischief. Much of the latter includes defacing buildings with graffiti but often goes beyond that to include the destruction of property. The Police Department is concerned that the elderly who are such a large portion of the Mid-City population are targets because of their reduced capacity for self defense. The area of the highest incidence of crime also has a substantial senior population.

The higher crime areas also are racially and culturally mixed. Youth gangs are noticeable although the majority of the youth gang activity occurs outside the plan area, south of Highway 94. Several area agencies are attempting to reduce cultural and racial tensions through a variety of programs.

FIGURE 30



MID-CITY Public Facilities
CITY OF SAN DIEGO • PLANNING DEPARTMENT

Objectives

TO ARREST AND REVERSE INCREASES IN CRIMINAL ACTIVITY IN THE NEIGHBORHOODS OF MID-CITY.

TO PROVIDE A LEVEL OF POLICE SERVICE ADEQUATE TO INSURE THE SAFETY OF ALL MID-CITY RESIDENTS.

TO MAINTAIN A COMMUNITY RELATIONS PROGRAM BETWEEN POLICE AND RESIDENTS.

- Extend Neighborhood Watch programs to all areas where they do not presently exist.
- Continue the Police Community Relations Office in Mid-City.
- When feasible introduce police foot patrols in business districts in high crime areas of Mid-City.
- Concentrate specific personnel of the Police Department Youth Gang Detail on gang activity in Mid-City neighborhoods.

Recommendations

It is recommended that the police increase enforcement activity in Mid-City, especially in neighborhoods where the crime rate has shown notable increases in recent years. The size of police beats should be reduced so that each patrol car can increase the frequency of its surveillance. Efforts should be made to insure that officers assigned to the high crime areas have extended tenures so that they can be familiar with the unique character of each neighborhood.

Neighborhood organizations should maintain a close relationship and have a continuing exchange of information with the patrol officers. These same organizations should become active in developing Community Alert (Neighborhood Watch) programs where they do not presently exist.

The Community Relations Office in the western Subarea should be continued with at least one Community Service Officer, to staff the facility. Community Relations office should maintain a statistical profile on criminal activity in Mid-City by type and location,

which could be summarized and distributed regularly to neighborhood and business organizations. The dissemination of information should stimulate increased activity among Neighborhood Watch groups.

It would be highly desirable to have foot patrols in neighborhood business districts, especially after dark when many seniors are hesitant to leave their homes. This would augment other techniques recommended in this Plan to assist in upgrading the quality of these commercial districts.

FIRE PROTECTION

Existing Conditions

The City of San Diego maintains four fire stations in the Mid-City planning area. In addition, there are a number of fire prevention programs aimed at various age groups. The Fire Department considers the Mid-City area to be well served by its existing facilities, and future improvements will consist of only incremental improvements in facilities and programs.

Station #18 is located in Normal Heights at 4676 Felton Street. This station houses one Engine Company manned by a Captain, an Engineer, and two fire fighters. Its average response time of 3.1 minutes is much better than the City-wide average. The facility was built in 1927 and is now obsolescent.

Station #17 is located in the corridor at 4206 Chamoune Avenue. This station houses the same equipment and personnel as the Normal Heights facility, and has an average response time of 3.5 minutes. This facility also houses a Paramedic Unit responsible for responding to emergency medical situations throughout Mid-City.

Station #26 is located in Oak Park at 2850 54th Street. This station was built in 1954 and has an average response time of 3.3 minutes. It houses the same equipment and fire-fighting personnel as the other two stations.

Station #10 is located in the Rolando area at 4605 62nd Street. Built in 1977, this is the newest facility in the planning area. It is the 4th Battalion Headquarters, and houses a Battalion Chief and a Truck Company in addition to the equipment and personnel listed for the other three stations. One of six Battalion Headquarters, the Battalion Chief oversees seven other stations including those in Mid-City and others to the north.

Objectives

TO MAINTAIN THE HIGH LEVEL OF FIRE PROTECTION THROUGHOUT MID-CITY.

TO SUPPORT REGULAR UPGRADING OF MID-CITY FIRE STATIONS AS NECESSARY TO ADEQUATELY RESPOND TO FIRES AND EMERGENCIES.

TO ENCOURAGE FIRE PREVENTION PROGRAMS AT EVERY LEARNING INSTITUTION IN MID-CITY.

- Make information available concerning the Metro Arson Strike Program (MAST).
- Enforce weed and litter abatement on vacant lots and canyons.
- Install OPTICOM devices on all traffic signals.
- Install blue identification reflectors marking the location of fire hydrants.

Recommendations

Existing fire protection facilities and programs adequately serve the needs of the Mid-City population. The capital improvement project to rebuild Fire Station #18 in Normal Heights is strongly recommended for completion at the earliest possible time.

It is also recommended that the Fire Department continue its program of community education, and that organizations in Mid-City use every opportunity to incorporate these programs into their own agendas.

The most significant fire hazard in Mid-City appears to be the heavy growth of weeds in canyons, open spaces and vacant lots. It is recommended that the regular enforcement program be continued, in which property owners are contacted concerning the need to clean up their property, and failure to do so results in a citation.

The City should also continue to upgrade traffic signals with automatic changing devices which preempt the right-of-way for emergency vehicles.

LIBRARIES

Existing Conditions

There are presently three branch libraries within the Mid-City community. Two additional facilities, the North Park Branch and the College Heights Branch, are in the general vicinity of the planning area and available to and used by residents. Since General Plan standards recommend a branch library for every 18,000 to 30,000 residents, it appears that existing branch libraries provide an appropriate level of service to Mid-City residents.

**TABLE 7
Existing Library Facilities**

Branch Name	Population Served	Volume Count	Size In Square Feet	Hours/Week	Staff
Normal Heights/ Kensington	14,500	22,000	2,300	40	2
East San Diego	55,600	30,000	3,900	60	3
Oak Park	15,900	17,000	5,200	40	2

Objectives

TO PROMOTE A HIGH LEVEL OF LIBRARY SERVICE THAT INSURES RESIDENTS ACCESS TO A COMPREHENSIVE SELECTION OF PUBLISHED MATERIALS.

Recommendations

Library facilities in Mid-City are in conformity with General Plan standards; however, it would be desirable that improvements be made in operational details as resources allow. Among such measures might be extended hours, expanded book and periodical collections, and additional staff to provide special programs and more personalized service.

These recommendations are made in the context of severe budget limitations. Those limitations do not, however, reduce the need for enriched programs and facilities.

GAS & ELECTRICITY

Existing Conditions

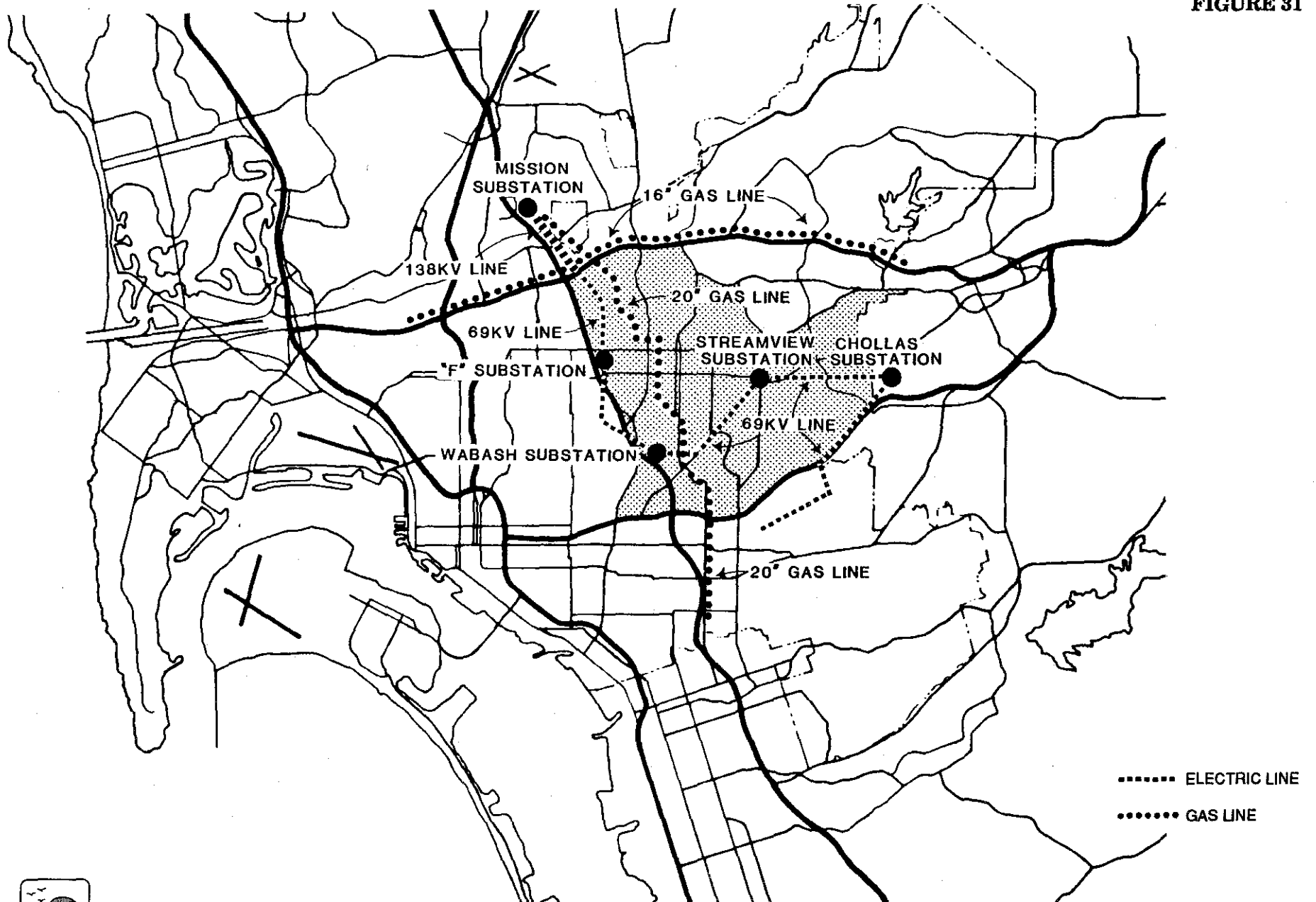
Gas and electric service is provided by the San Diego Gas and Electric Company. Energy facilities located within the planning area include three electric distribution substations, two gas transmission mains and several major electric transmission lines. The following are programs operating in the community.

Undergrounding - Gas and electric service is provided by the San Diego Gas & Electric Company. Several major gas and electric lines traverse the Planning Area, and several programs are operating that affect facilities in the community. Undergrounding of electrical distribution lines and telephone lines has been accomplished in Mid-City along segments of Adams Avenue, El Cajon Boulevard and University Avenue. Future projects are programmed to continue the program along all major streets incrementally each year. This effort is jointly financed by S.D.G. & E. and The City of San Diego. The City sets the priorities, and it is expected that undergrounding of lines will be completed along major streets and boulevards in FY 1988.

Street Light Conversions - The City has established priorities for the conversion of street light fixtures which may be owned by the City or by the San Diego Gas & Electric Company. At present conversion programs are underway that will replace incandescent fixtures and mercury vapor fixtures with low pressure sodium vapor units to achieve long term energy cost reductions.

Conservation - San Diego Gas and Electric Company has a number of programs related to conservation, including commercial and residential energy audits, low interest loan programs for energy conserving, retrofit installations, and rebates for solar water heaters.

FIGURE 31



MID-CITY Major Gas and Electric Facilities
CITY OF SAN DIEGO • PLANNING DEPARTMENT

Objective

TO MAINTAIN THE COMPATIBILITY OF UTILITY SUBSTATIONS AND TRANSMISSION LINES WITH ADJACENT DEVELOPMENT.

Recommendations

- Maintain access to energy facilities for repair and maintenance.
- Allow S.D.G. & E. review of projects which may impact these facilities, including drainage impacts and encroachment on rights-of-way.
- Consider impacts of energy facilities on adjacent uses.

TELEPHONE

Existing Conditions

Telephone service is provided by the Pacific Bell Company, which has three wire centers serving the Mid-City community.

Objective

TO SUPPORT THE EFFORTS OF PACIFIC BELL COMPANY TO UPGRADE FACILITIES AND SERVICE THROUGHOUT THE PLANNING AREA.

WATER & SEWER SERVICE

Existing Conditions

Sewer lines and water mains in the newer, eastern portion of the Planning Area are sufficient to accommodate existing and future populations. Gradients are sufficient to allow proper sewer drainage, and pressure is sufficient in the water lines. West of 54th Street, however, sewer and water lines were constructed in the 1920's and 30's and are becoming obsolete.

In a continuing main replacement program, concrete sewer lines are being replaced by vitrified clay, and cast iron water mains by asbestos concrete. Replacement is currently scheduled based on breaks or blockages in the lines. As incidents mount, main replacement is scheduled for accomplishment through the annual Capital Improvements Program. Current upgrading efforts include sewer replacement in City Heights approximately between 41st and Euclid Avenue south of Meade Avenue. A recurring problem in this and other areas is the presence of inadequate slope, inhibiting efficient drainage. This problem is being corrected as a part of the replacement program.

Objective

TO ENCOURAGE THE SYSTEMATIC IMPROVEMENT OF WATER AND SEWER LINES IN THE PLANNING AREA.

Urban Design Element

Urban Design is not a physical entity in and of itself which can be isolated and discussed separately from the other elements and functions which make up this community plan. Urban Design deals with all the factors and issues examined elsewhere in the plan, yet is also concerned with more detailed features such as architectural or site design. This plan recommends that the scope of community planning should also consider these urban design issues in the continuing development and improvement of the Mid-City community.

Background

Within the City of San Diego generally and the Mid-City community in particular, a number of older neighborhoods, by slow growth and adaptation, have evolved a memorable character of their own, a character which is modest, comfortable, and humane. The city is a collection of such communities, and the qualities of these communities can still be conserved. Indeed, in comparison with most U. S. cities, San Diego is still remarkably clean and quiet. Abandoned buildings or derelict areas are still relatively rare.

Mid-City still has an intimate scale, well-grown trees, and quiet back alleys. Most streets are wide, and many single-family houses survive. The population is diverse. Balboa Park is nearby, as are the bypassed canyons. Downtown is not far. What can be done to conserve an area such as this?

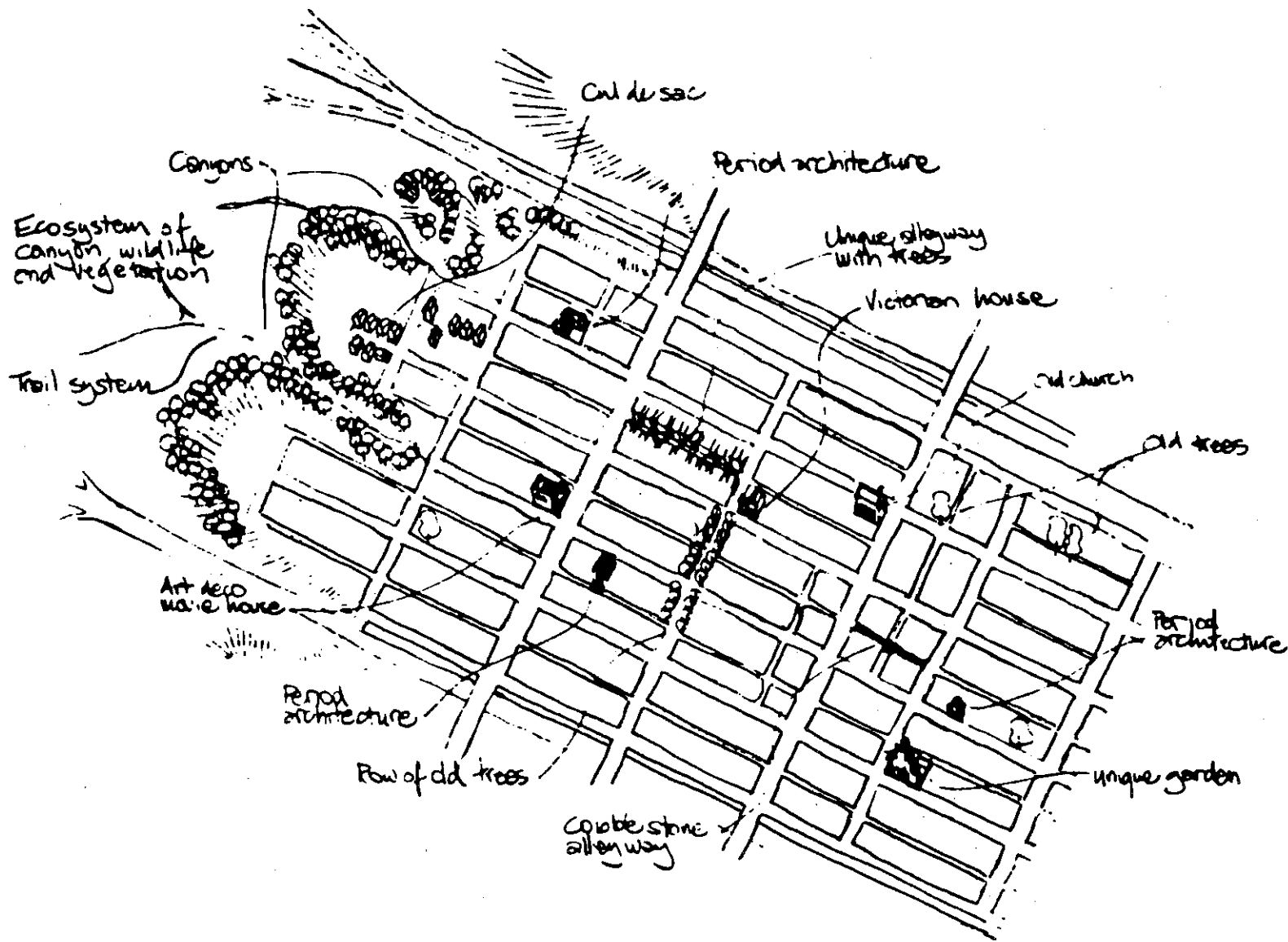
Objectives

TO MAINTAIN THE EXISTING RESIDENTIAL CHARACTER.

- Conserve the streets, landmarks, and areas that have a sense of place or history.
- New development should be in character with the existing neighborhood. Compatibility of height, setbacks, landscaping, roofs, wall materials, windows, balconies and detail should be considered.

TO PROVIDE MORE USABLE OPEN SPACE.

TO IMPROVE CONDITIONS FOR PEDESTRIANS AND CYCLISTS.



MID-CITY Residential Character
CITY OF SAN DIEGO • PLANNING DEPARTMENT

TO MINIMIZE THE IMPACT OF AUTOMOBILE TRAFFIC.

- Alternative modes of transportation should be encouraged.
- Traffic volume and speed on residential streets should be controlled.
- Traffic capacity of arterial streets should be increased without disrupting pedestrian amenities.

TO IMPROVE THE SURROUNDINGS OF COMMUNITY FACILITIES.

TO PROVIDE MORE INFORMATIVE AND LESS CLUTTERED SIGNS.

- Commercial signs should provide information about the site on which it is located. Other signs can convey information of general interest -- time, the weather, news, events.

TO COORDINATE AND IMPROVE STREET ACTIVITY.

- Street events and social gathering places should be provided.

TO INCREASE THE AMOUNT OF LANDSCAPING IN THE COMMUNITY.

- Landscaping should be added in both public and private areas.
- Maintenance costs should be considered in the selection of plant species.

TO PROVIDE A SECURE ENVIRONMENT WITH MINIMAL FEAR OF CRIME.

- Both public and private improvements should be designed to reduce the opportunities for crime to occur.

TO MINIMIZE THE IMPACT OF DEVELOPMENT OF ENVIRONMENTALLY SENSITIVE AREAS.

- Sensitive hillside areas should be preserved.

- Development of other hillsides should be compatible with the existing topography.

TO IMPROVE THE APPEARANCE OF STRIP COMMERCIAL AREAS.

- As commercial revitalization efforts continue, the facades of older commercial structures should be restored. Many have been obscured with signage and other modifications.
- Provide street trees, landscaping and other appropriate street furniture.

TO ENCOURAGE COMPATIBLE MIXED USE DEVELOPMENT.

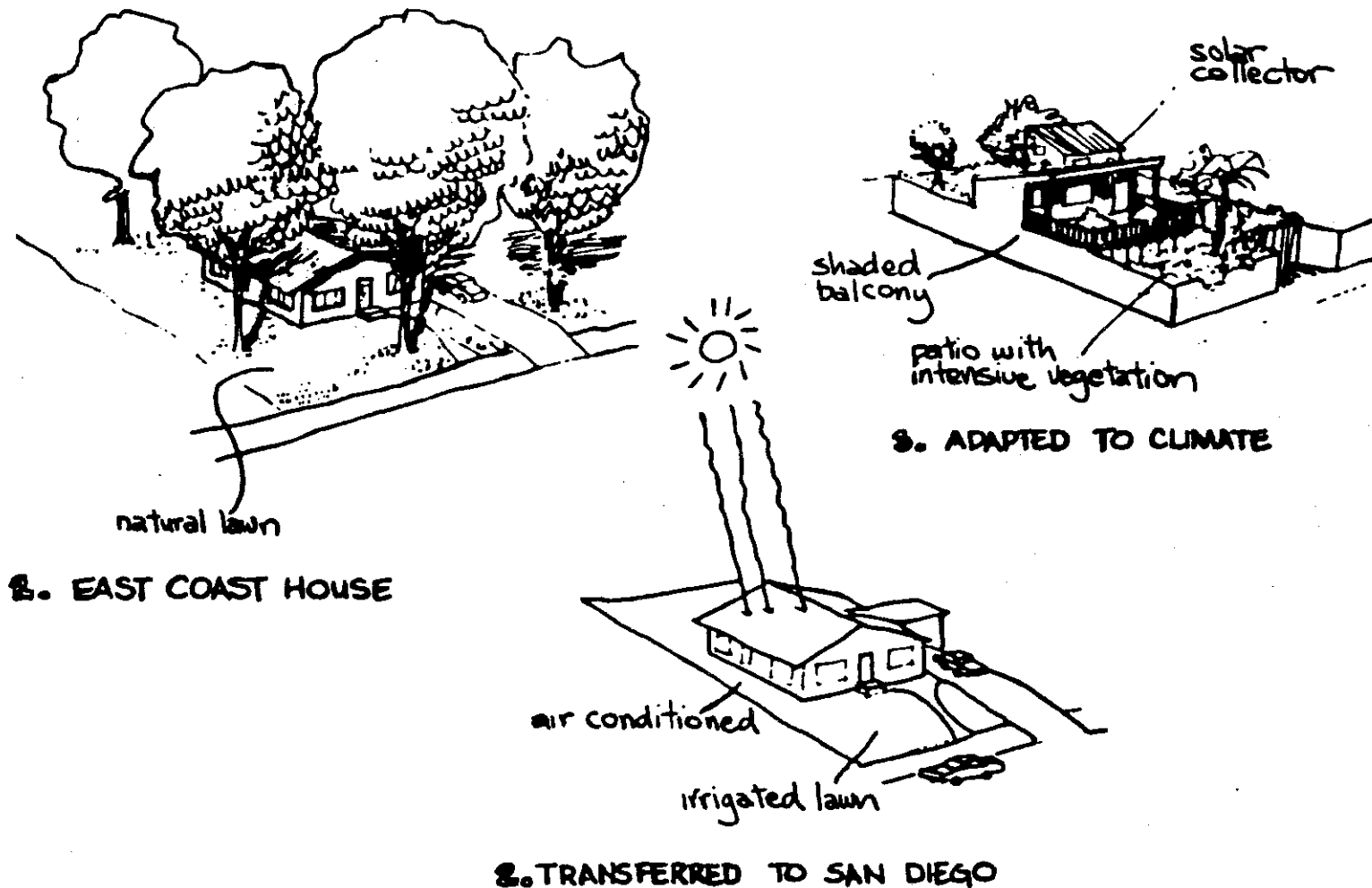
TO ENCOURAGE WATER AND ENERGY CONSERVATION USING APPROPRIATE DESIGN AND LANDSCAPING TECHNIQUES.

Proposals

Residential Areas

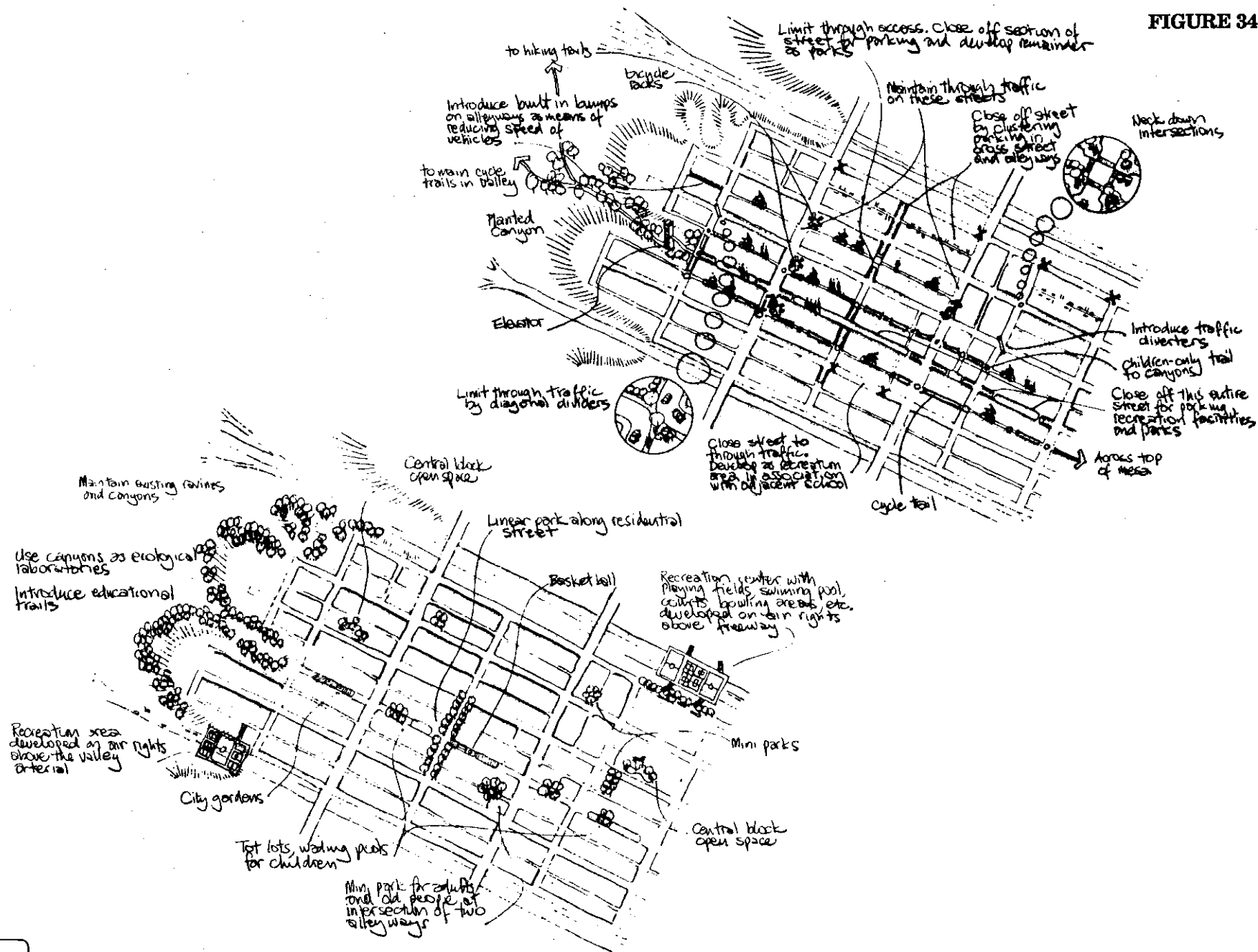
1. The appearance and compatibility of new development should be considered in reviewing proposals. The proper treatment of bulk and facades is particularly important. For example, large blank walls should be avoided; variations in height and depth of wall surfaces and architectural detailing should be provided on all sides of structures.
2. Higher density development should be encouraged to utilize larger sites. Projects with more than 50 feet of frontage can begin to incorporate more usable open space, imaginative site design, recreational facilities, secured parking and other amenities not possible in a smaller project. Such projects should be carefully designed, however, so as not to overwhelm existing development.
3. Usable open space should be provided. Even in high-density development, open space areas can be provided in the form of balconies, patios and courtyards. Rooftops are a largely untapped resource for open space uses in multi-family development. Recent revisions to the multi-family zones encourage both the use of rooftops and the variation in wall surfaces described above.

4. Housing designed for senior citizens should accommodate their needs. Smaller household sizes and a lower incidence of car ownership may allow these projects to be built at a higher density and with less off-street parking than would otherwise be permitted. But these projects must be located with convenient access to transit, shopping and, if possible, senior services. Care should also be taken not to overly concentrate these uses in one area, or to locate them in areas with a shortage of available on-street parking. They should provide an attractive environment for their residents, who spend more time at home than working families. Usable outdoor areas such as patios, balconies and courtyards should be provided, as should laundry facilities. Ample landscaping should be provided to soften the effect of the added density, and to provide shade and visual screening.
5. Adequate landscaping should be provided to help soften higher density development and to provide shade. Trees and shrubs should be of adequate size when planted. Native and drought-resistant plant materials are encouraged; large turf areas should be avoided.
6. Structures should be designed to utilize shade and breezes. Solar heating and cooling and improved insulation techniques should be utilized.
7. Hillside development should cause minimal disturbance to the topography, complementing the land's natural character. Minimize the need for level areas such as streets, parking lots and yard areas. Required level areas should be in small increments. Development should be clustered, but the resultant structures should not be out of scale with the neighborhood. The use of specialized construction to minimize grading should be considered.
8. Hillsides bordering Mission Valley and the northerly portions of State Route 15 and Fairmount Avenue should be treated with an extreme level of sensitivity. Development should be restricted to the top of the mesa or other areas where virtually no manufactured slopes are visible. An adequate, undisturbed buffer should remain between the mesa and the valley floor.
9. Where manufactured slopes are necessary, they should be made to blend with the natural contours. Natural appearing ground cover should be provided on all created slopes.
10. Public access to canyons and views should be provided at suitable locations.



MID-CITY Fitting Design to Climate
CITY OF SAN DIEGO • PLANNING DEPARTMENT

FIGURE 34



MID-CITY Parks & Open Space Opportunities (Conceptual)
CITY OF SAN DIEGO • PLANNING DEPARTMENT

Density Bonus Areas

Residential development may exceed Medium Density (30 units per acre) in the designated areas only if the following density bonus provisions are met. These criteria are recommended minimum standards; the requirements for a specific project may vary based upon individual site and neighborhood characteristics. Refinements and additions to these recommended criteria may also be incorporated into implementing ordinances.

Density Bonus Criteria

Minimum

<u>Lot Size:</u>	R-1000 Density:	10,000 square feet
	R-800 Density:	15,000 square feet
	R-600 or higher density:	20,000 square feet

Parking:

1. Guest parking should be provided at one-quarter space per unit for units with less than two bedrooms and one-half spaces per unit for two or more bedrooms.
2. Parking should use alley access when available and feasible. If required, one street driveway is also permissible.
3. The width of garages should be adequate for maneuvering. A nine foot minimum should be considered.

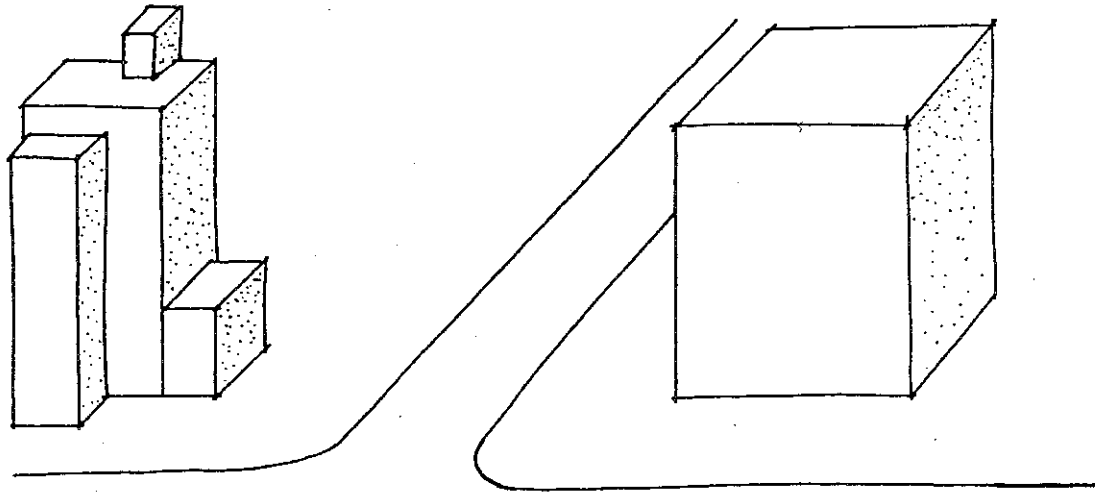
Design:

1. Relate the height of new buildings to the height of existing development.

Exceptionally tall buildings immediately adjacent to low buildings can create problems such as excessive shadows, undesirable wind tunnels, and lack of privacy.

2. The appearance of bulk in a structure should be mitigated by means of the following factors so as to produce the impression of an aggregate of parts rather than a single building mass.

- a. Major variations in the planes of wall surfaces, in either height or depth, that significantly alter the mass.

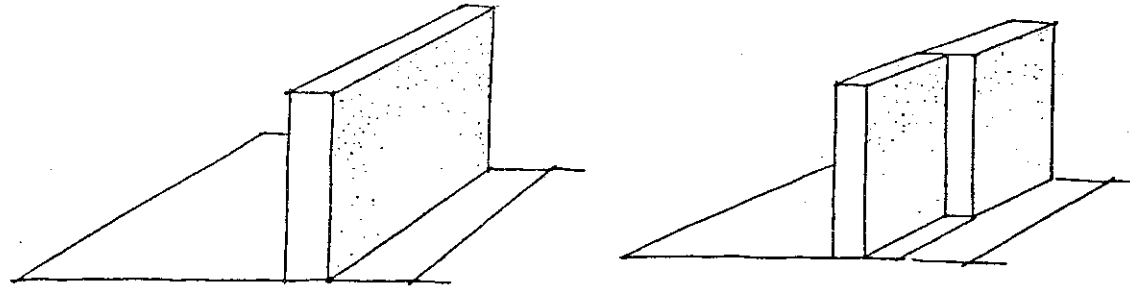


Example: Differences in the heights and depths of various portions of the building divide the mass into distinct elements, and create a transition between low- and mid-rise development.

Example: Uniform heights and depths bring attention to the buildings' total size.

- b. Use of angled walls, and asymmetrical patterns of setbacks, use of pronounced faceting, carving or sculpturing techniques to avoid a square, boxy or flat silhouette.

- c. The horizontal dimension of the plane of wall surface should not exceed fifty percent of the total dimension of the adjacent lot line.



Example: A wall effect can be avoided by establishing a maximum dimension of wall planes in relation to the lot line.

- d. Building surfaces should be articulated and textured to reduce their apparent size. Buildings can be articulated with canopies, balconies, terraces, cornices, small windows and other architectural details. Buildings can be textured by using different materials, colors or facades to produce separate elements.

Treat upper floors so that they actually, or seem to, set back and recede. Structures of over two stories in particular should incorporate this treatment.

Smaller architectural elements: Windows, cornices and other details should be not much larger than they would be on a single-family house.

3. A usable courtyard, roof top, or other recreation area should be provided. Recreational amenities and ample landscaping should be incorporated.

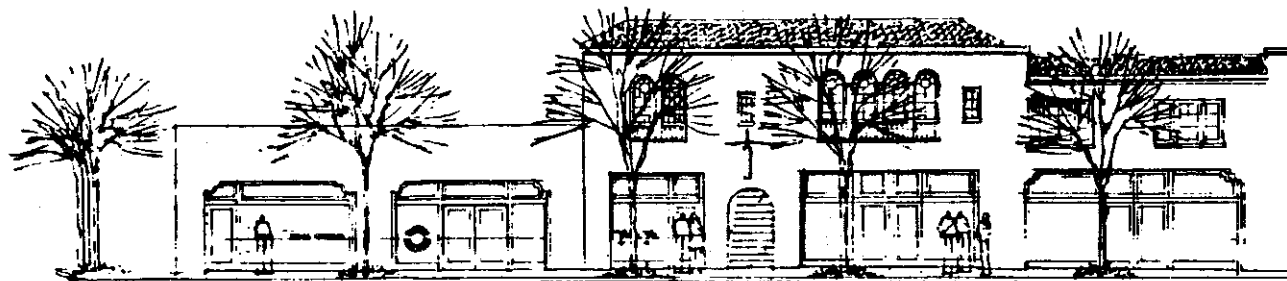
Commercial Areas

1. Revised development standards should be prepared to address the design, signage, landscaping and parking for commercial development. The design studies described below should be the basis for these standards. While the need for parking is evident, off-street parking standards should consider the existing physical and economic constraints.

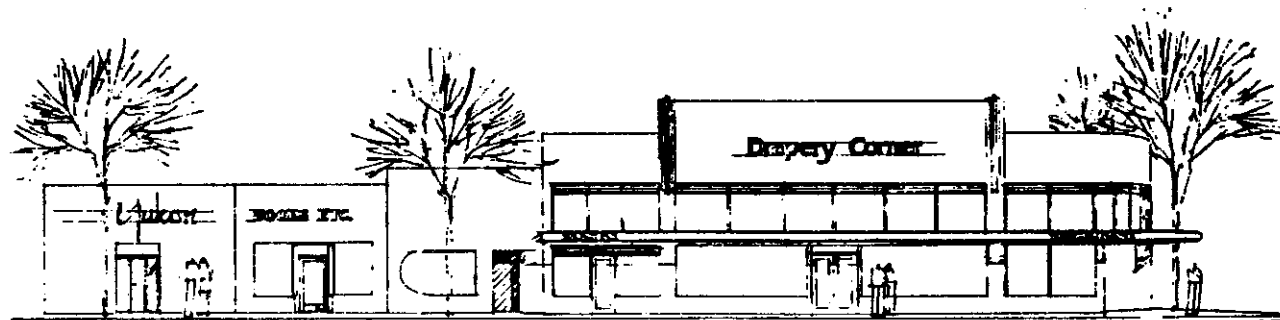
The Mid-City Design Plan (California State Polytechnic University, Pomona; Graduate Studies in Landscape Architecture; June, 1983) provides generalized guidelines and suggestions for parts of Adams Avenue, El Cajon Boulevard and University Avenue. More specific design studies propose public improvements and design guidelines for selected demonstration blocks on these streets. These studies may also include guidelines applicable throughout Mid-City.

The Design Manual for the Normal Heights Demonstration Area and The City Heights Demonstration Area (HCH Associates and Gary Coad; April, 1984) provides specific guidelines for improvements in those communities. It suggests the restoration of commercial structures to their original form, including the opening up of covered over windows, the use of signs with compatible size and design, and the use of awnings. Modifications to the original structure should respect its architectural form, or should present an entirely new form which does not appear patched (Figure 35).

2. Landscaped buffers should be provided between commercial and residential uses.



Adams Avenue



University Avenue

These schemes illustrate the benefit of architectural simplification, more sensitive signing, and the provision for street trees.



MID-CITY Commercial Revitalization
CITY OF SAN DIEGO • PLANNING DEPARTMENT

Community Facilities

1. Provide outdoor learning environments at schools, far more rich and interesting than the current asphalt and cyclone fenced playgrounds.
2. Libraries and churches should provide outdoor sitting places for reading and contemplation.
3. Public open spaces should be provided for exhibits and local art.

Traffic

1. Protect residential streets from traffic impacts.
 - A. Control traffic volume and speed.
 - B. Consider diagonal diverters at appropriate four-way intersections.
 - C. Selected street entrances should be necked down and traffic islands erected.
 - D. Convert some gridiron streets into cul-de-sacs.
2. Increase arterial street capacity without reducing pedestrian amenity.
 - A. Prohibit on-street parking and curb cuts.
 - B. Improve traffic control.
 - C. Shift traffic lanes off-center to give a wide walkway on one side. Avoid the overall reduction of sidewalk area.
 - D. Construct depressed streets with pedestrian overpasses.
 - E. Landscape median strips and side strips.

3. A Planned Commercial Development or Planned Residential Development Permit should be required for all Mixed Use or residential Optional Use development. The residential parking, access and orientation within the project should be carefully designed to be compatible with adjacent commercial uses.

Industrial Areas

Revised development standards for industrial uses should be prepared, addressing compatibility with surrounding residential areas.

Pedestrians

1. Linkages should be provided as appropriate between public activity areas, including schools, parks, open space areas, shopping, transit and libraries. Such linkages could be in the form of linear parks, landscaped sidewalks or separate pathways.
2. Provide wider sidewalks, trees, benches, pedestrian signs and other "human" amenities along commercial strips.
3. Provide safe pedestrian crossings. Widened sidewalk areas with landscaping at crosswalk locations should be considered. Such improvements must be carefully evaluated to ensure the visibility and safety of pedestrians.
4. Create convenience clusters at bus stops furnished with benches, restrooms, shade trees, fountains, newsstands, bulletin boards and local works of art.
5. Install frequent oases of lush landscaping on arterial streets. Plant materials should be carefully selected for drought resistance and hardiness.
6. Provide clusters of smaller, warmer lights, which are more useful for those who walk along sidewalks and gather at bus stops.
7. Encourage street murals on walls.

8. Merchant associations should provide coordinated management of business hours and special events.
9. Public areas should be provided for street activities.

Bicyclists

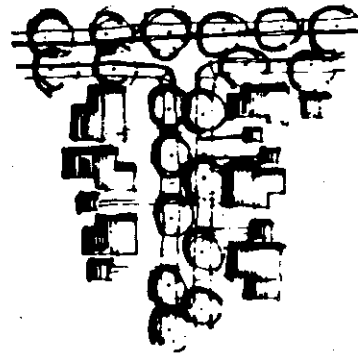
1. Provide cycle trails on closed streets.
2. Connect shopping, bus stops, public facilities, the tributary canyons to the valleys, and San Diego State University by a network of cycle trails on separate rights-of-way where feasible.

Security Against Crime

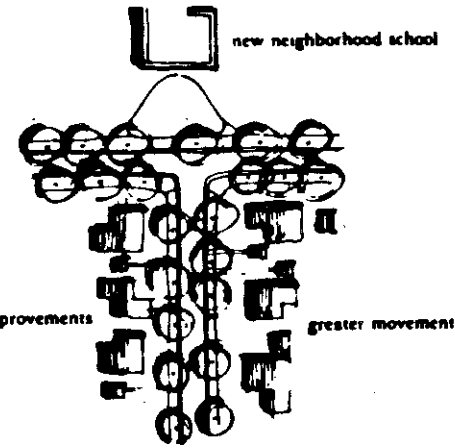
Consider the concept of territoriality and defensible space in designing public and private improvements. This is accomplished without the building of fortresses, and is successful when a potential offender perceives that he is intruding on the domain of another, and that he will be noticed if he intrudes. He is then more likely to be deterred from criminal behavior. The neighborhood watch program successfully uses this premise.

1. Redesign through-street systems to go around neighborhoods.
2. Redistrict school assignment districts to discourage out-of-neighborhood students from passing through neighborhoods.
3. Redesign public bus routes to pass only along perimeters of neighborhoods.
4. Improve cross-connector streets for ease and convenience of pedestrian traffic.
5. Redesign internal street systems, including use of cul-de-sacs on certain streets to prevent easy flow through the neighborhood.

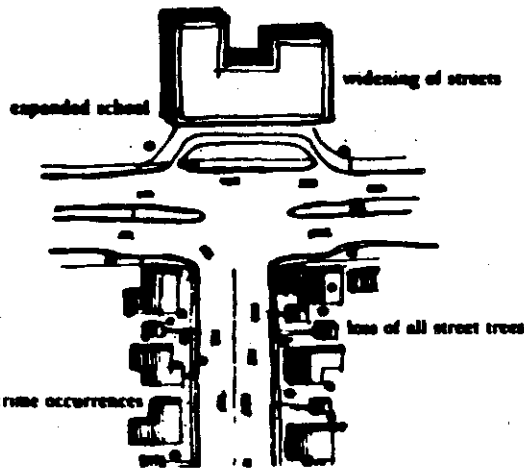
6. Reduce shortcutting through private property.
7. Encourage resident use and control of streets through resident-only parking and small neighborhood play areas at street closing points.
8. Develop transitional or buffer uses between non-neighborhood serving uses and residential streets. These uses could include parking lots.
9. Separate from residences by physical barriers or distance known crime generators such as certain bars, adult entertainment establishments, card rooms, and massage parlors.
10. Separate from residences by physical barriers or distance region-serving public and private facilities which generate large volumes pedestrian and vehicle traffic, such as post offices, regional high schools, hospitals, major shopping complexes, health clinics, and community park and recreation centers.



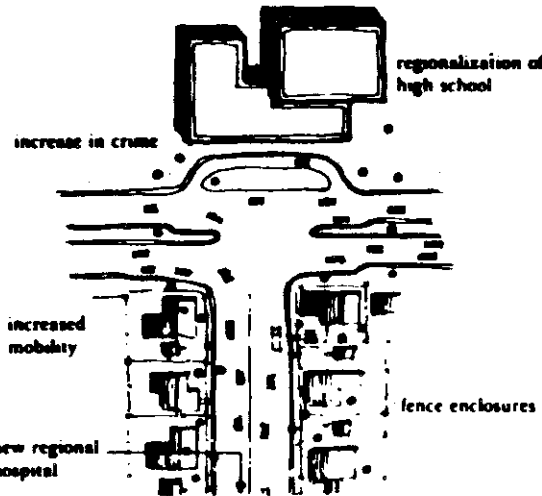
THE NEIGHBORHOOD DECAY PROCESS 1
Residential Neighborhood
Strong Physical Identity



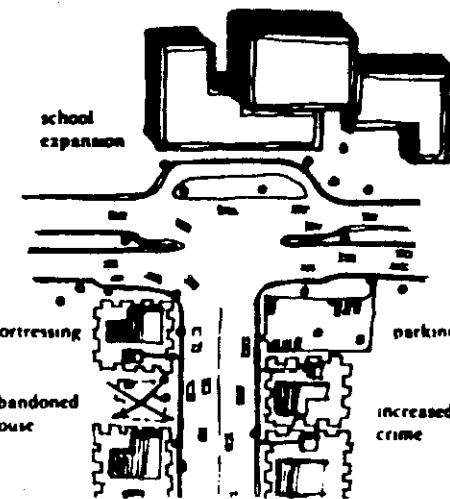
THE NEIGHBORHOOD DECAY PROCESS 2:
Residential Neighborhood
Land Use Competition



THE NEIGHBORHOOD DECAY PROCESS 3
Erosion of Neighborhood Semi-Privacy



THE NEIGHBORHOOD DECAY PROCESS 4
Crime & the Fear of Crime



THE NEIGHBORHOOD DECAY PROCESS 5
Physical & Social Breakdown



MID-CITY Neighborhood Decay
CITY OF SAN DIEGO • PLANNING DEPARTMENT

COMMUNITY PLAN MAP

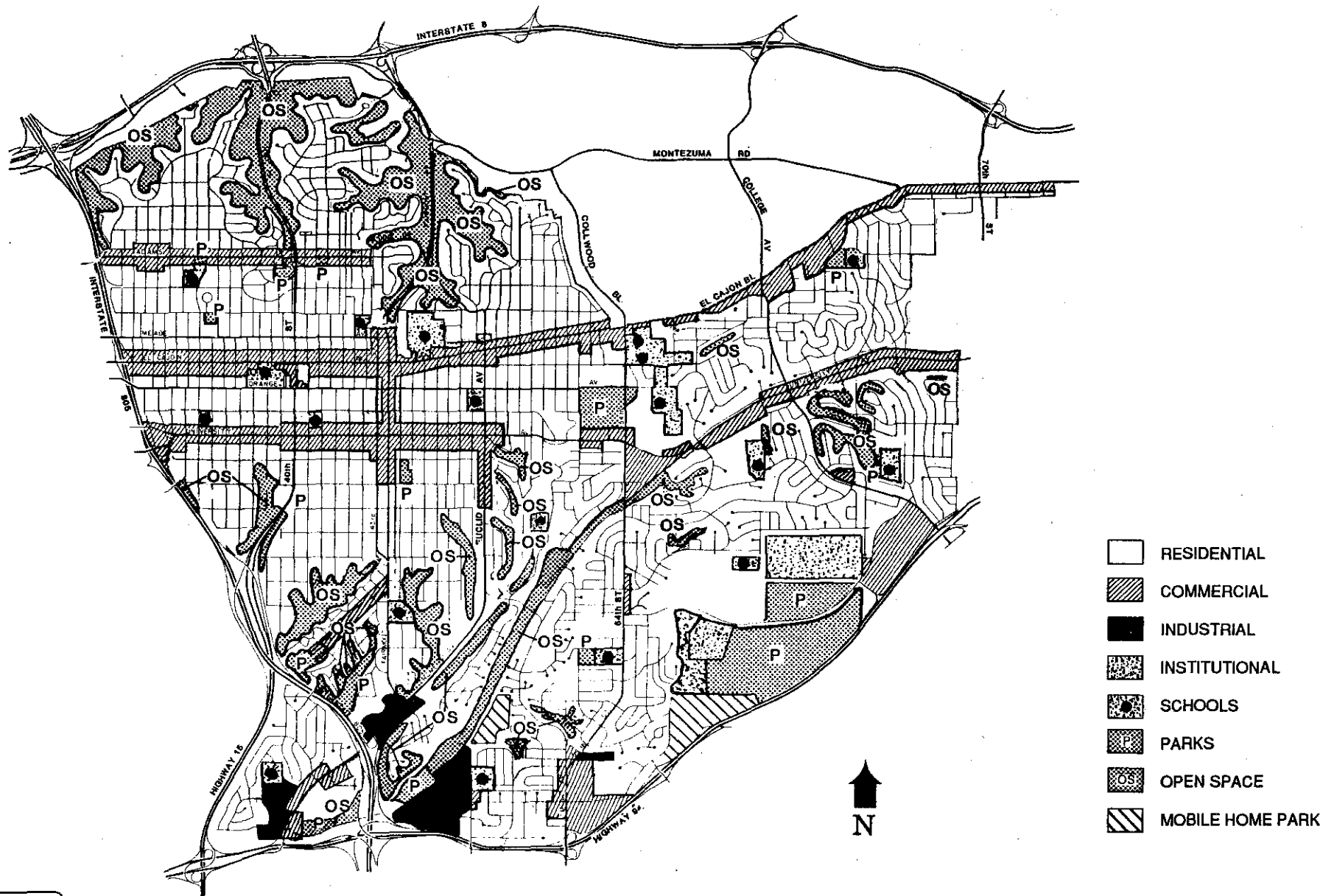
- ❖ **Land Use Map**
- ❖ **Single-Family Neighborhood Classification Map**

Community Plan Map

The Community Plan Map is the Land Use Element of the Mid-City Community Plan. It illustrates the location of residential areas, commercial activity, industrial development, public facilities, the alignment of the transportation network and the open space/park system. It is intended to indicate only those land uses of community-wide significance and its locational designation should be considered advisory only. The fine detail is shown only on the eight neighborhood elements adopted as part of this community plan. Reference must be made to these plan elements and the maps and descriptions contained within them in order to determine the land-use designation of any particular property.

Residential neighborhoods are shown on the Community Plan Map as an undifferentiated single designation. These areas are understood to include a wide range of housing types and densities.

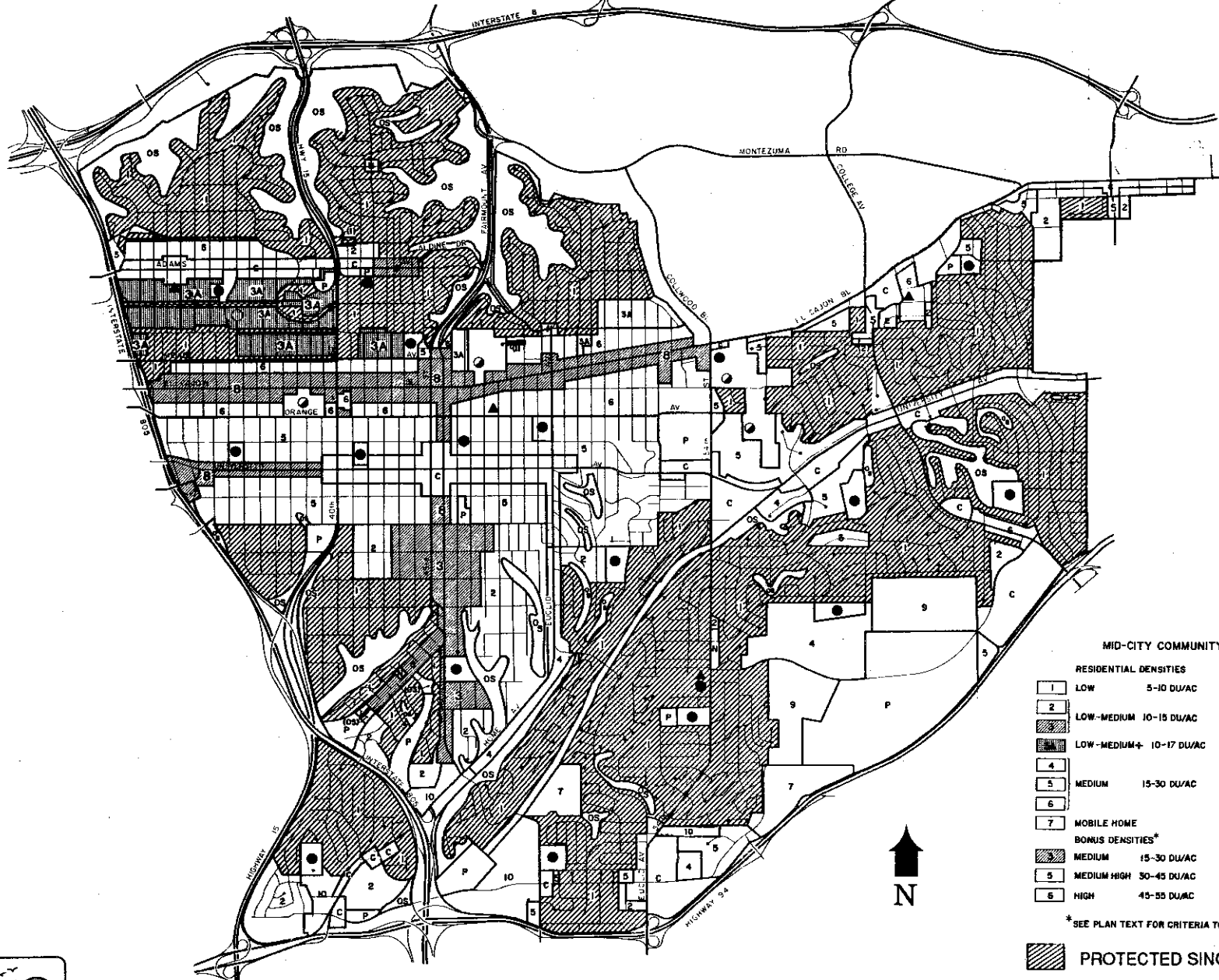
FIGURE 37



MID-CITY Community Plan
CITY OF SAN DIEGO • PLANNING DEPARTMENT

SINGLE FAMILY NEIGHBORHOOD CLASSIFICATION MAP

FIGURE 38



MID-CITY COMMUNITY PLAN DESIGNATIONS

RESIDENTIAL DENSITIES		COMMERCIAL	
1	LOW 5-10 DU/AC	N	NEIGHBORHOOD
2	LOW-MEDIUM 10-15 DU/AC	C	GENERAL USES
3	LOW-MEDIUM+ 10-17 DU/AC	OS	OPTIONAL USES (see text)
4	MEDIUM 15-30 DU/AC	9	INSTITUTIONAL
5	MEDIUM HIGH 30-45 DU/AC	●	ELEMENTARY SCHOOL
6	HIGH 45-55 DU/AC	○	JR. & SR. HIGH SCHOOL
7	MOBILE HOME BONUS DENSITIES*	10	INDUSTRIAL
8	MEDIUM 15-30 DU/AC	OS	OPEN SPACE
9	MEDIUM HIGH 30-45 DU/AC	P	PARK
10	HIGH 45-55 DU/AC	▲	FIRE STATION
		●	LIBRARY

* SEE PLAN TEXT FOR CRITERIA TO DEVELOP AT THESE DENSITIES.

▨ PROTECTED SINGLE FAMILY AREAS



MID-CITY Community Plan / Single Family Areas
CITY OF SAN DIEGO • PLANNING DEPARTMENT

PLAN IMPLEMENTATION

- ❖ **Organization**
- ❖ **Land Use**
- ❖ **Residential**
- ❖ **Commercial**
- ❖ **Urban Design**
- ❖ **Parking**
- ❖ **Financing Plan**
- ❖ **Rezoning Guidelines**
- ❖ **Additional Sources of Financing**
- ❖ **Citizen Participation**

Schedule of Actions

<u>Category</u>	<u>Action</u>	<u>Timing</u>	<u>Responsibility for Initiating Action</u>	<u>Financing</u>
1. ORGANIZATION				
A. Community Planning Group	Efforts should continue to form a recognized Mid-City Community Planning group. Consideration should also be given to allowing the formation of several subarea Community planning groups. These groups would most logically use the eight neighborhood boundaries shown in this plan, but could also adopt different boundaries if appropriate. In neighborhoods where such groups are formed, they could also be empowered to monitor and amend their portion of the community plan.	Continuing	Planning Department	--
B. Plan Review and Maint.	This plan cannot solve problems by itself. The City of San Diego in partnership with community groups must oversee its implementation. Working in concert, they should: <ol style="list-style-type: none"> 1. Initiate actions to implement Plan proposals. 	Continuing	Planning Department	--

Schedule of Actions, *continued*

<u>Category</u>	<u>Action</u>	<u>Timing</u>	<u>Responsibility for Initiating Action</u>	<u>Financing</u>
	2. Monitor development activity for conformance to the Plan.			
	3. Ensure that the City's Capital Improvements Program is consistent with the goals and recommendations of this Plan.			
	4. Review and update this document periodically and make major amendments when necessary.			
2. LAND USE Development Regulations	Prepare zoning ordinance and initiate rezonings consistent with the recommendations in the Housing, Commercial, Industrial, Open Space, and Urban Design Elements.	Immediately	Planning Department	City
3. RESIDENTIAL A. Housing Preservation Survey	Undertake a survey to determine which structures should be preserved based upon historic or architectural value. A list of potential move-on sites should also be developed for contact when a demolition permit is requested for a designated structure.	As soon as possible	Planning Department	CDBG*

Schedule of Actions, *continued*

<u>Category</u>	<u>Action</u>	<u>Timing</u>	<u>Responsibility for Initiating Action</u>	<u>Financing</u>
B. Housing Rehabilitation Assistance	Expand the housing rehabilitation target areas into Normal Heights and the Corridor, subject to the availability of funds	As soon as possible	Housing Commission Neighborhood Housing Services	CDBG*
C. Multi-Family Rehabilitation Incentives	Investigate the feasibility of a program which would provide development rights in return for the improvement of older multi-family projects, as described in the Housing Element.	As soon as possible	Planning Department	City
4. COMMERCIAL REVITALIZATION	Expand and continue the commercial revitalization projects. Areas to receive assistance and improvements should be chosen based upon interest and commitment by local businesses, as well as other factors established for the program.	Continuing	Economic Development Division	CDBG*
5. URBAN DESIGN A. Project Review	The Urban Design Element recommendations should guide all discretionary projects.	Continuing	Planning Department	--

Schedule of Actions, continued

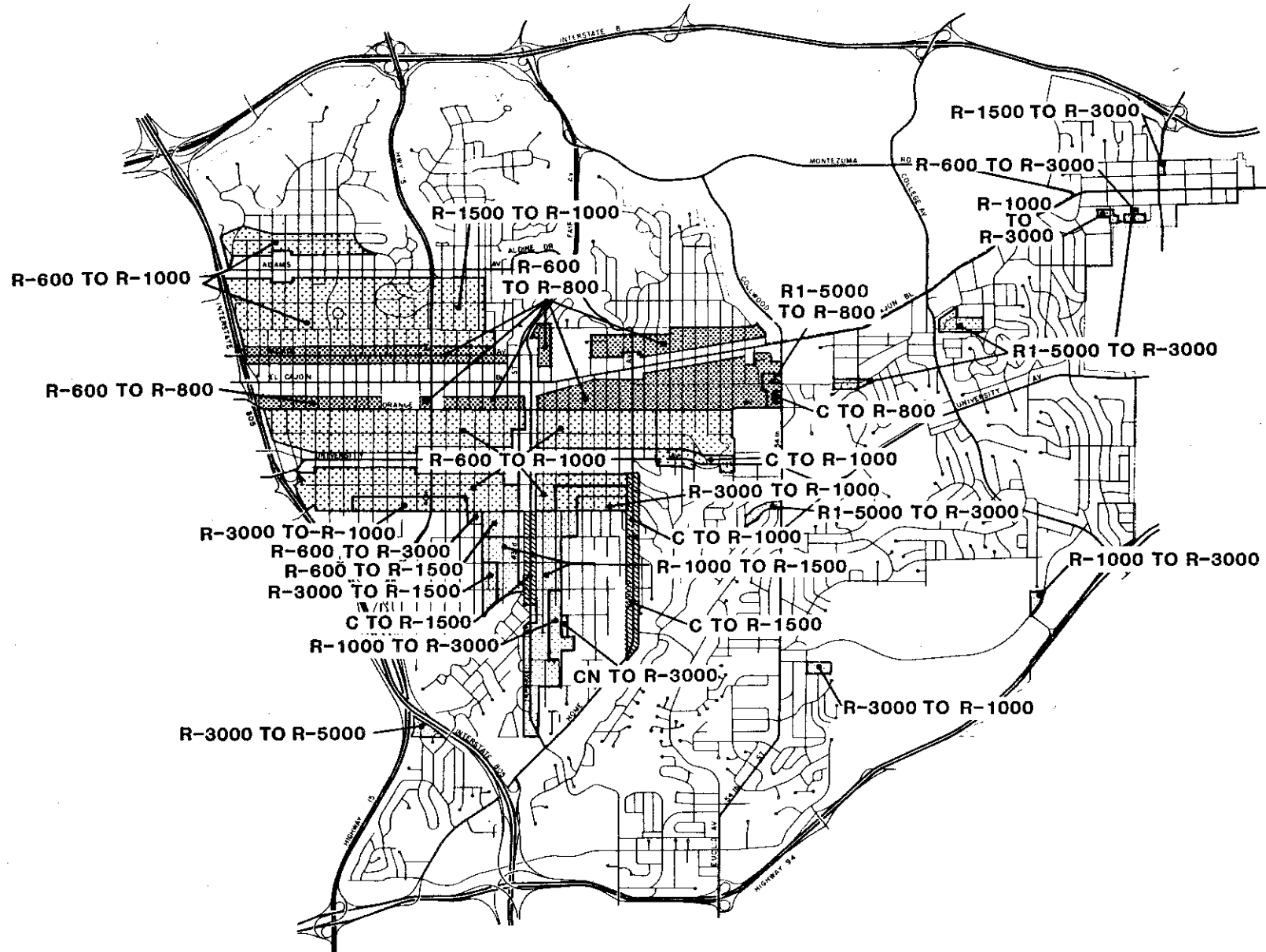
<u>Category</u>	<u>Action</u>	<u>Timing</u>	<u>Responsibility for Initiating Action</u>	<u>Financing</u>
B. Street Trees	A comprehensive street tree plan should be prepared for Mid-City.	Immediately	Planning Department	City
6. PARKING				
A. Commercial	Expansion of commercial use should be conditioned on the provision of off-street parking. Explore the feasibility of providing public parking through CDBG, assessment district and/or a parking district.	Continuing	Planning Department	--
B. Residential	Study the parking needs in residential areas. Provision of guest parking is suggested at one space per four units. In addition, density bonus units should provide one space per two units for two or more bedroom units. The configuration and size of parking spaces and particularly garages should be adequate to ensure their use.	Immediately	Planning Department	City

Schedule of Actions, continued

<u>Category</u>	<u>Action</u>	<u>Timing</u>	<u>Responsibility for Initiating Action</u>	<u>Financing</u>
7. FINANCING	Adopt a financing plan showing public improvements, timing and source of financing. Potential sources are shown elsewhere in this element.	Immediately	Engineering and Development Department	City

*Community Development Block Grant

FIGURE 39



MID-CITY Recommended Rezoning
CITY OF SAN DIEGO • PLANNING DEPARTMENT



REZONING GUIDELINES

Rezoning will be necessary to implement this plan. These should be undertaken as a whole immediately following approval of the plan.

In cases where a lower intensity of land use is recommended than the existing zoning, a rezoning should always be undertaken. This would include cases where residential use is recommended in commercially zoned areas, or where lower residential density is recommended than is currently permitted. The latter includes areas designated for open space, where R1-40,000 or an Open Space Zone for dedicated, City-owned open space zoning is recommended.

Rezoning should also be undertaken in cases where a higher residential density is recommended to achieve a more logical or simplified zone boundary. In other cases where higher density is recommended, rezoning should not be undertaken by the City.

Commercial use is recommended over existing residential zoning within one-half block of portions of El Cajon Boulevard and University Avenue. However, City-initiated rezonings should not be undertaken in these areas. They should instead remain residential until individual requests are made for rezonings. These requests should only be granted when contiguous to existing commercial zoning.

Portions of those areas designated for industrial use are currently zoned for lower density residential and commercial use. Rezoning to an industrial zone should await individual development proposals and should be accompanied by a Planned Industrial Development Permit to ensure compatibility with surrounding residences. Compatible commercial uses should also be permitted in these areas with the appropriate commercial zone and with a Planned Commercial Development Permit. Adequate parking, landscaping, screening and other appropriate controls should be provided with any development in these areas. Residential development under the existing R1-5000 and R-3000 zoning should be permitted if consistent with surrounding uses or potential uses.

Some flexibility in the land use designation boundaries should be granted if appropriate. Rezoning which require such flexibility should satisfy the goals and objectives of this plan, and generally should be required to obtain a Planned Development Permit.

Public school sites and other governmentally-owned institutional facilities, such as libraries and fire stations, should be placed in the Institutional Overlay Zone to assure public review of any change in use. Only if a facility is determined to not be needed for any public use should a compatible private use be considered for the site.

ADDITIONAL SOURCES OF FINANCING

A number of financing mechanisms are available to implement the variety of public improvements and services called for in this plan. The Financing Plan to be prepared and adopted as part of this community plan will specify the method of financing for all proposed improvements. The following are some of the potential funding sources.

Issuance of Special Bonds

Local governments have traditionally issued bonds to raise the capital needed to construct major public improvements -- sewer plants, water systems, and public buildings.

Revenue bonds are backed by a reliable flow of future revenues from the facility or enterprise they fund, such as the construction of parking facilities and other such public facilities. Because revenue bonds are secured by the proceeds from the enterprise they fund, they carry higher interest rates than general obligation bonds.

Lease revenue bonds are issued by a nonprofit corporation or special authority which constructs a facility and leases it to the City. Lease payments provide the revenue to pay off the bond and, when the bond is retired, the facility is turned over to the City. Some local agencies have used this method to finance administrative centers and schools.

Special assessment bonds are a traditional tool for financing sewer, water, street, sidewalk, street lighting, open space acquisition, and similar projects which benefit property owners within a given area. Assessment bonds issued under the Improvement Act of 1911 are secured solely by the properties that benefit from and are assessed for the improvements. Assessment bonds issued under the Improvement Act of 1915 are secured by the assessed property plus a special reserve fund authorized by 1979 legislation to cover delinquencies.

Any of these special bond measures could conceivably be used for improvements in Mid-City. However, all would entail the prospect of additional financial burdens on all property owners within the assessment district.

Business Improvement Districts

Business Improvement Districts are a mechanism by which business owners may assess themselves, with the City's authorization, to raise money for promotional and other activities which will benefit the business district. A Business Improvement District (BID) is formed under the City's authority but is done so only by petition of business owners. Payments are made through a surcharge on the business license fee.

Funds may be used for the following:

1. Acquisition, construction or maintenance of parking facilities for benefit of the area.
2. Decoration of public places
3. Promotion of public events.
4. Furnishing of music in a public place.
5. General promotion of businesses in the district.

The formation of BID's is especially recommended in the revitalization target areas.

Fees

Another potential mechanism for funding facilities and amenities for a commercial revitalization project would be the imposition of special fees on new development within the area.

Unlike taxes which are levied to raise general revenues, fees are levied to finance a specific activity, facility or service which confers a direct, identifiable benefit on those paying the fee. There are several sources of authority for imposing fees. The Subdivision Map Act authorizes a city to impose fees in-lieu of dedications of land or

improvements as a condition of subdivision approval. There are several limitations on the imposition of in-lieu fees: 1) there must be an expressed or implied authorization for the item to be funded by the fee; 2) usually, there must be an implementing ordinance; and 3) the fee must be reasonably related to the project being approved.

Another important class of fees are development impact fees charged to new development at the time the project is approved or a building permit is issued. An impact fee is usually charged at a fixed rate per bedroom or per square foot. In addition to financing interim school facilities, impact fees might be used to finance street improvements, sewer and water systems, and public facilities serving new development. It is proposed that school fees in particular be imposed in Mid-City for all new residential development, and that development impact fees also be explored, particularly in conjunction with the density bonus.

Park fees are currently collected at the subdivision map stage and at the issuance of building permits under two separate ordinances. These fees do not cover all park improvement costs. It is proposed that they be revised to ensure adequate revenue to provide needed park improvements. An even higher level of park fees should be imposed for projects utilizing the density bonus.

Under various statutory provisions, local governments can charge fees for services such as police and fire protection and for maintenance of existing facilities. In addition to specific state authorization, charter cities, such as San Diego, have a broad implied constitutional authority to impose fees for municipal facilities and services.

Community Development Block Grant

This funding source is now being used both for the commercial revitalization efforts and for housing rehabilitation. Its use is restricted to projects which primarily benefit low- and moderate-income households. It is expected that block grant funding will continue to support these projects.

San Diego Gas and Electric Company

The undergrounding of utilities on major streets should continue to be accomplished by S.D.G.&E. These projects are included in the Capital Improvements Program.

Open Space Bonds

Extensive open space acquisition is currently being accomplished with open space bonds. Efforts should continue to obtain these funds for the appropriate canyon and hillside areas in Mid-City. A matching-fund program should be established to encourage the use of assessment districts in combination with bond financing.

Redevelopment

Depending on a somewhat lengthy process, the Council could establish redevelopment projects provided the necessary findings of "blight" within the community could be made. Should a project be established following such findings, the increment in property tax over the base year could be utilized to finance debt. Debt to the projects could be established either by a loan of City funds or through the issuance of tax increment bonds.

CITIZEN PARTICIPATION

Implementation actions should have the full support of members of the community. An active and continuous citizen participation process should be organized to ensure the recommendations of this Plan are carried out. It is important that:

- Neighborhood and business associations understand and use this Plan.
- Issues pertinent to the various interest groups are fully aired, and recommendations communicated to appropriate bodies.
- Participation is broad-based and extended through all segments of the community.
- Government agencies solicit input before making decisions affecting the community.
- Community groups solicit input widely within their neighborhoods.

Acknowledgements

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Acknowledgements — *continued*

Community Groups _____ Adams Avenue Business Association
City Heights Community Association
City Heights Community Development Corporation
Darnall Community Council
El Cajon Boulevard Business Association
East San Diego Recreation Council
Kensington - Talmadge Community Association
Marshall Community Council
Mid-City Chamber of Commerce
Mid-City Commercial Revitalization Task Force
Mid-City Council
Mid-City Select Committee
Neighborhood Housing Services
Normal Heights Community Association
Normal Heights Community Development Corporation
Rolando Community Council
Rolando - Redwood - Crawford Community Planning Group
University Avenue Business Association
Webster Community Council

Other Agencies _____ California Department of Transportation
San Diego Unified School District

