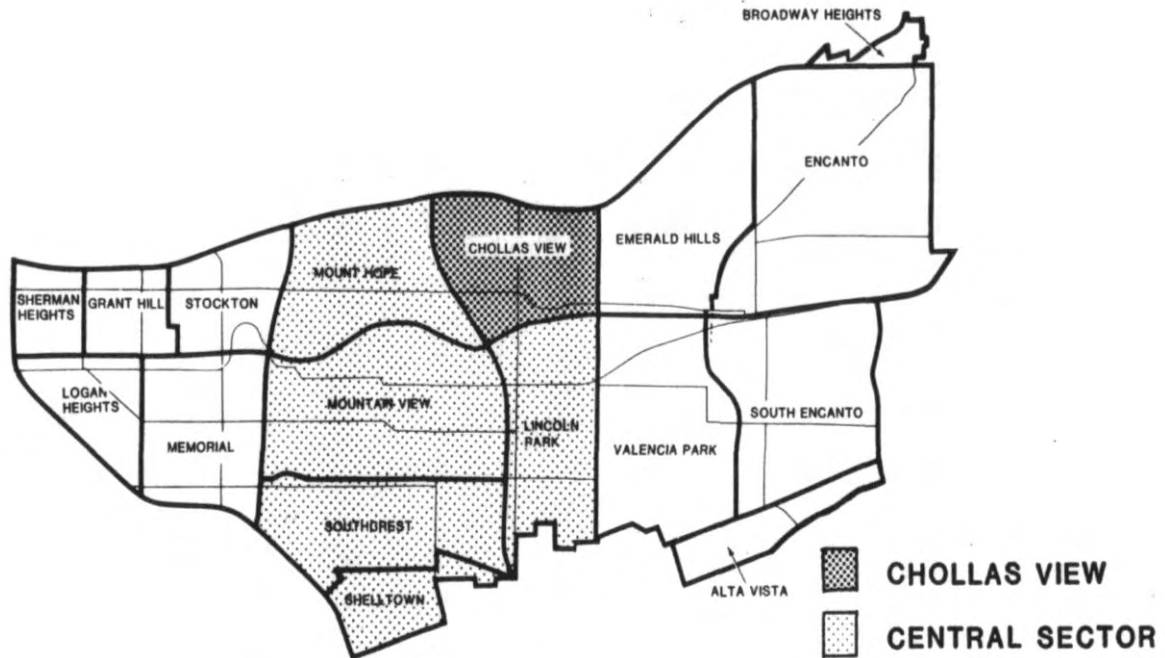


## THE NEIGHBORHOOD OF CHOLLAS VIEW



### Setting

Chollas View is situated on approximately 424 acres in the north-central portion of Southeastern San Diego. The neighborhood derived its name from the abundance of the cholla cactus that covered the land. It is bounded on the north by State Highway 94, on the south by the San Diego Arizona Eastern Railroad tracks (which also serve the San Diego Trolley), on the east by Euclid Avenue, and on the west by Interstate 805.

In 1919, the Catholic Diocese opened Holy Cross Cemetery on forty acres of land between 44<sup>th</sup> and 46<sup>th</sup> Streets north of Hilltop Drive. With the recent completion of Highway 94 immediately to the north of the cemetery, the blue-domed mausoleum became a landmark of Southeastern San Diego. Holy Cross Cemetery provides a panoramic view to the north, east and west.

From 1941 to March 1942, nearly 40,000 families were in need of military housing in San Diego. In response to that need, the federal government eventually built more defense housing in San Diego than in any other American city. One of those projects was located in the Chollas View neighborhood and was located between 44<sup>th</sup> and 45<sup>th</sup> Street and "F" and "G" Streets. The project was developed as duplexes, many of which remain today. In the 1950s a neighborhood began to develop around the war housing project south of Holy Cross Cemetery.

Chollas View is divided into two subareas by Hilltop Drive, an east/west collector located in the northern portion of the neighborhood. The northern subarea, encompassing about 30 percent of the total neighborhood, is bounded on the south by Hilltop Drive and on the north by State Highway 94. The subarea is a mixture of cemetery uses, neighborhood commercial uses, single- and multi-family residential uses (5-15 units per acre), and institutional uses (Gompers Secondary and Wright Brothers Senior High Schools). The southern subarea, accounting for the

remaining 70 percent of the neighborhood, is bounded on the north by Hilltop Drive and on the south by the San Diego Arizona Railroad. The subarea is a mixture of neighborhood commercial uses, industrial uses, single- and multi-family residential uses (5-15 units per acre), public facilities (Euclid trolley station) and institutional uses (Meade, Horton, and Chollas Elementary Schools).

Existing Land Uses (1986)	
Type of Use	Percent
Residential	
Low Density (5-10 du/ac, 1 du/lot)	20%
Medium Density (10-15 du/ac, 2 du/lot)	20%
Commercial	5%
Industrial	8%
Institutional	
(Gompers Secondary, Meade Elementary, Wright Brothers Senior High, Chollas Elementary, and Horton Elementary Schools)	20%
Holy Cross Cemetery	20%
Public Parks	2%
Vacant	<u>5%</u>
	100%

### Residential

Over 3,200 people reside in Chollas View, with an overall density of about 11 dwelling units per acre. The residential areas in Chollas View are modest, with some well-maintained homes.

As mentioned above, the neighborhood was the site of a 499-unit military housing project back in the early 1940s. Although originally constructed as duplexes, the majority of the units have been converted to single-family homes.

Throughout the neighborhood, an equal number of single-family and duplex units exist. However, the majority of the duplexes (282 units) are located in the "Glenclift" subdivision which is south of Hilltop Drive between 47<sup>th</sup> and 49<sup>th</sup> Streets. The area, immediately east of the Glenclift site, is developed exclusively with single-family homes.

### Commercial

All four corners at 47<sup>th</sup> Street and Market Street have developed with commercial uses including a convenience store, a small market, and two auto repair shops. For the majority of commercial services, the residents of Chollas View shop to the north in Mid-City.

## Industrial

A variety of industrial employment centers have developed north of the railroad tracks generally between 49<sup>th</sup> Street and Euclid Avenue. Light manufacturing and warehousing/storage are included in the industrial uses. Access to the railroad tracks has been a primary attraction for these users.

## Schools and Public Facilities

The neighborhood has three elementary schools (Horton Elementary, Meade Elementary, and Chollas Elementary), and two secondary schools (Gompers Junior and Senior High School). Occupying 20 percent of the total neighborhood, Chollas View has an unusually high amount of land dedicated to school use. All of the campuses are active, with no plans for closing or change of use.

Samuel Gompers Park is a 4.82-acre developed neighborhood park that adjoins Gompers Secondary School, located north of Hilltop Drive between the school site and Carolina Lane.

## Vacant Parcels

Approximately five percent of Chollas View has remained vacant, with four major parcels totaling 15.5 acres. The first is located north of Guymon Street, west of Euclid Avenue, east of 49<sup>th</sup> Street, and south of Lise Avenue. The 4.72-acre parcel is adjacent to single-family and duplex developments to the north and west, and Horton Elementary School to the east.

Two of the other vacant parcels are located off of Market Street just east of 47<sup>th</sup> Street. The westerly parcel fronts on Market Street, while the second parcel adjoins it on the east. The two parcels, totaling five acres, are surrounded with a variety of uses including industrial to the east, medium density residential to the north, and commercial to the west and south.

The fourth vacant parcel totals approximately 4.5 acres and is located north of Hilltop and west of Euclid Avenue. This area is surrounded by residential development and is near Gompers Junior/Senior High School.

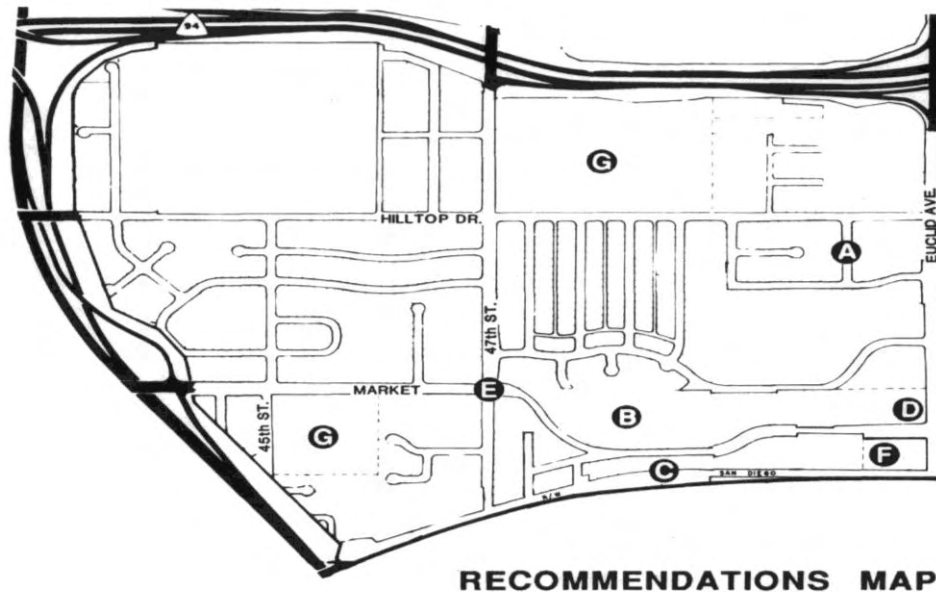
## Transportation Facilities

The neighborhood's major streets are Euclid Avenue and 47<sup>th</sup> Street, which run north and south, and Market Street and Hilltop Drive, which run east and west.

The 2.2-acre Euclid trolley station is located in this neighborhood at the southwest corner of Market Street and Euclid Avenue. This stop represents the easternmost point in the first phase of the East Urban Trolley Line and is less than one-mile east of the 47<sup>th</sup> Street/Market Street station, located in the neighborhood of Lincoln Park. The station has excellent pedestrian, bus, and automobile access along Euclid Avenue and Market Street. Euclid connects the station area to State Highway 94 about one-half mile to the north, while Market Street connects the area to Interstate 805 near the 47<sup>th</sup> Street Station.

## Chollas View Objectives

1. Preserve the existing, well-maintained single-family development east of 49<sup>th</sup> Street
2. Improve the landscaping along Market Street and Euclid Avenue.
3. Achieve joint development with the MTDB and private businesses to develop the area adjoining the Euclid trolley station.
4. Increase the availability of commercial retail services which are sensitive to the needs of this community.



## Chollas View Recommendations

- A. Maintain the character of the low density residential area east of 49<sup>th</sup> Street.  
Preserve the existing stable, well-maintained single-family homes by retaining the existing RI-5000 Zone. The development of the vacant site north of Guymon Street and east of 49<sup>th</sup> Street should consist of detached units which are compatible in scale and development pattern with existing uses to the north. Redevelop the duplex units originally built as temporary housing.
- B. Rezone the area on the north side of Market Street from 47<sup>th</sup> Street to 49<sup>th</sup> Street.  
This area is presently zoned R-3000 and should be rezoned to a light industrial zone to allow for an increased intensity of development close to the trolley and adjacent to the industrial areas to the south and east.

- C. Rezone the area south of Market Street between 47<sup>th</sup> and 49<sup>th</sup> Streets to a low-medium residential density designation.

The properties bounded by Market Street on the north, 47<sup>th</sup> Street on the west, the trolley tracks on the south, and 49<sup>th</sup> Street on the east are presently zoned R-400 and should be rezoned to R-3000 or a similar zone. This recommendation is made in consideration of the existing low residential pattern of development west of this area.

- D. The parcels immediately northwest of the Euclid Trolley Station are presently zoned M-1A and M-1B. A general commercial designation is recommended for this site and the area to the north to allow uses including consumer goods and services, with an emphasis on services that could be provided during the day while the consumer uses the trolley for transportation. Such uses could include shoe repair, laundry services, cafes and other miscellaneous service commercial uses.

The parcels south of Euclid Avenue should be rezoned from their present industrial use designation and zoning. This is necessary to support much needed new commercial center development (Market Creek Plaza) in this important transit center area.

- E. Redevelopment funds are recommended to be targeted for commercial retail uses at the corner of 47<sup>th</sup> and Market Street.

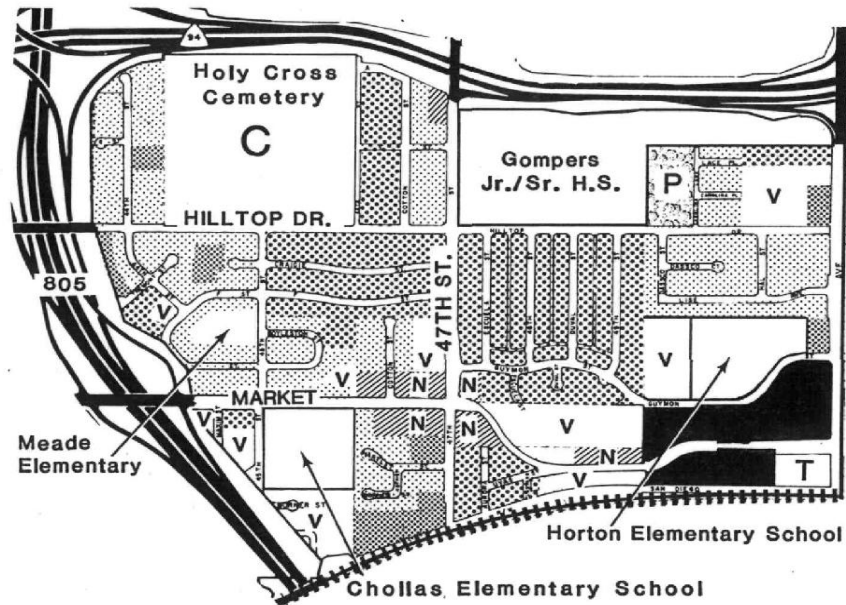
- F. The trolley station parking lot may need to be expanded should the trolley ridership originating at this site increase. Increasing the size of the trolley parking area is recommended as demand increases.

- G. Chollas Elementary School and Gompers Junior/Senior High School should be rezoned to the Institutional Overlay Zone. These sites should only be developed with compatible private development after it has been determined that they are not needed for use as public facilities. Should residential re-use be considered, the density should be 10-15 units per acre for Chollas Elementary School and 5-10 units per acre for Gompers Junior/Senior High School.

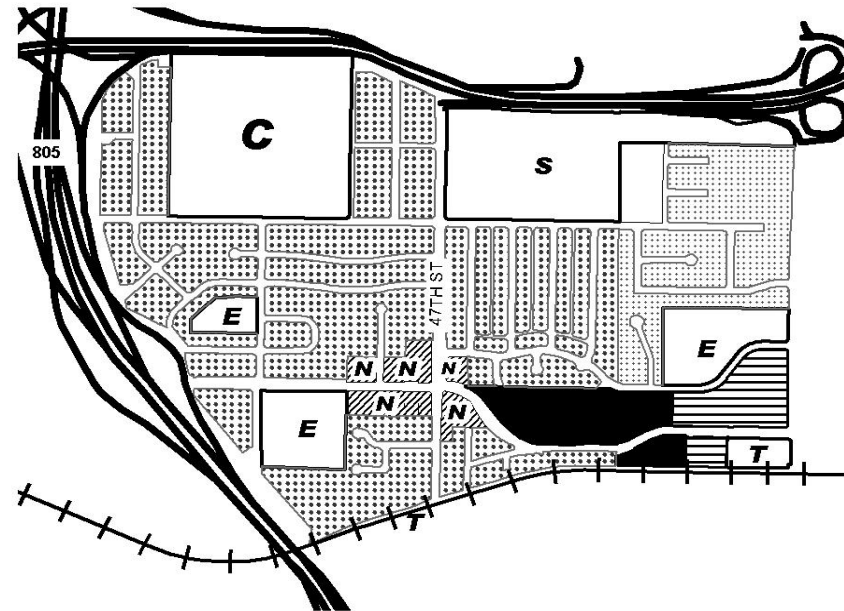
- H. The low-medium density (10-15 dwelling units per net acre, MF-3000 Zone) multi-family portion of the neighborhood bounded by 46<sup>th</sup> Street on the west, 47<sup>th</sup> Street on the east, Hilltop Drive on the north and Market Street on the south, excluding the lots fronting on 47<sup>th</sup> Street and Market Street, should be identified as a “Special Character Multi-Family Neighborhood” that would be protected with development standards recommended by the Urban Design Element.

- I. The restoration of Chollas Creek will provide the community with opportunities for recreation. The creek’s sloped banks should be restored with native riparian vegetation and pathways along the creek banks will provide pedestrian linkages to the community.

# EXISTING LAND USE

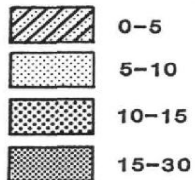


# RECOMMENDED LAND USE



## LEGEND

### RESIDENTIAL (units per acre)



### VILLAGE



### COMMERCIAL



### INDUSTRIAL

E INSTITUTIONAL

### Schools

E Elementary  
J Junior High  
S Senior High  
T Trolley Station



OS OPEN SPACE



P PARK



V VACANT



C CEMETERY



# CHOLLAS VIEW

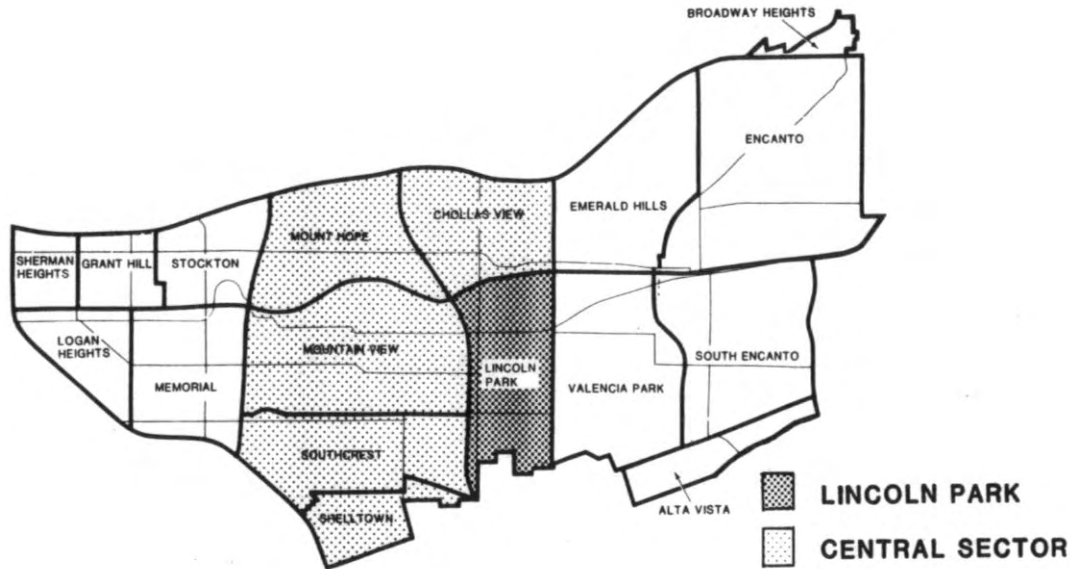
SOUTHEASTERN SAN DIEGO

CITY OF SAN DIEGO · PLANNING DEPARTMENT

FIGURE 37

- J. Develop the vacant lot immediately west of Euclid Avenue and north of Hilltop Drive with a mixture of single-family attached and detached homes. Use small lot single-family detached homes to provide a transition between small lot single-family attached homes and existing single-family neighborhoods with lower density. This site should provide a variety of housing opportunities, including for-sale and affordable housing, in a pedestrian-friendly setting.

## THE NEIGHBORHOOD LINCOLN PARK



### Setting

Lincoln Park is situated on approximately 477 acres in the eastern portion of Southern San Diego. It is bounded on the north by the San Diego Arizona Eastern Railroad tracks (now the San Diego Trolley line), on the south by the city of National City, on the east by Euclid Avenue, and on the west by Interstate 805.

Lincoln High School, named after Abraham Lincoln, continues to serve as a focal point for the neighborhood. As is true in many neighborhoods, the residents of the area associate themselves with the school, historically referring to the area as "Lincoln" and now "Lincoln Park."

The significant feature of this neighborhood is its abundance of land dedicated to public schools, the most dominant being Lincoln High School. The neighborhood also has two elementary schools—Harley Knox Elementary School and John F. Kennedy Elementary School. Another landmark is the oasis-like landscaping of the 230-unit El Rey Trailer Park which is planted with 100-foot-high palm trees. The park is the first development seen to passengers on the Euclid Line of the San Diego Trolley as it travels east past Interstate 805.

The area contains a wide range of topographic features, including rolling hills, mesa tops and floodplains. Due to the abundance of rolling hills, many properties enjoy views, particularly the two-story apartment buildings.

Approximately 3,500 people reside in Lincoln Park with an overall density of about 17 dwelling units per acre. The population density is the highest in the Southeastern San Diego community.

### Existing Land Uses

Lincoln Park is divided into three subareas, divided by major east/west corridors. The northern subarea, defined on the south by Imperial Avenue and on the north by the trolley line, is



predominantly residential. At the southwest corner of 47<sup>th</sup> Street and the trolley line, the 47<sup>th</sup> Street trolley station shares a parking lot with the Church of God. This station is the first stop on the trolley line after the trolley has exited the cemetery area in Mount Hope. The eastern portion of this subarea is multi-family housing with densities averaging about 25 units per acre. This subarea also includes the 230-unit El Rey Trailer Park and, just to the east of the trailer park, an 18-acre aircraft manufacturing facility. Concrete-lined Las Chollas Creek passes east/west through the trailer park and the industrial facility.

Still in the northern subarea, the western portion consists of a 35-acre site that was acquired by Caltrans and was intended to be developed as the 157 Expressway, a major connector between Interstate 805 and Market Street. The concept of constructing this project has since been abandoned and the area is now being recommended for redevelopment by SEDC. The property is nearly vacant with the exception of a dozen homes that are still being rented out by Caltrans. A majority of the property is impacted by flooding and drainage problems associated with Las Chollas Creek. The creek flows through a concrete lined channel through the developed areas of Lincoln Park, but is in its natural state as it passes by the 157 Expressway property.

Imperial Avenue west of Euclid Avenue is occupied by a variety of neighborhood-serving commercial uses. Eating establishments and other local retail shops line this strip commercial development. The strip commercial has a perimeter road of its own with a median separating it from Imperial Avenue. Within this easement, a majority of the off-street parking is provided for the retail uses.

This design removes the slower moving cars from the fast moving pace of Imperial Avenue. Lincoln High School, also fronts on Imperial Avenue, and John F. Kennedy Elementary School, with a four-acre park, is located one block south. Although the schools are on level ground, the properties to the south and east are very hilly, creating a challenge for infill development.

The residential area south of Imperial Avenue and north of Oceanview Boulevard is the oldest area in the Lincoln Park neighborhood. Many of the streets have poor road surfaces or are even unpaved and many lack any sidewalks, curbs or gutters. A vacant ten-acre site fronting on Euclid Avenue is surrounded by single- and multi-family developments.

Nearly all of the low density residential development is south of Oceanview Boulevard. A large cluster of over 400 single-family homes is just south of Logan Avenue between 47<sup>th</sup> Street and Euclid Avenue. The high density developments are in the vicinity of Imperial Avenue and Euclid Avenue and along Logan Avenue. An abundance of multi-family housing exists in this neighborhood.

The southern subarea is bounded by the city of National City on the south and is occupied primarily by single-family homes. Large apartment complexes are also in existence on Logan Avenue and 47<sup>th</sup> Street. In the center of this subarea is Harley Knox Elementary School. A recent development is the Eastridge project, located at the Southeastern corner of Logan Avenue and 47<sup>th</sup> Street. The 86-unit project is a gated single-family, attached complex. Along Logan Avenue east of 49<sup>th</sup> Street is a block of community-serving commercial uses, and a multi-family

complex. The Logan-Euclid Professional Business Association has organized an active program to work for the area's improvement. This Association includes the northwest and southwest corners of Logan and Euclid Avenues.

Fire Station 12 is located on Imperial Avenue, west of Euclid Avenue. The Valencia Park Branch Library is located north of Imperial Avenue on 50<sup>th</sup> Street and is planned to be relocated to the corner of 51<sup>st</sup> and Market Streets.

Existing Land Uses (1986)	
Type of Use	Percent
Residential	
Low Density (5-10 du/ac, 1 du/lot)	25%
Low-Medium Density (10-15 du/ac)	20%
Medium Density (15-30 du/ac)	5%
Industrial and Commercial	15%
Institutional (public schools)	15%
Vacant	15%
Parks	<u>5%</u>
	100%

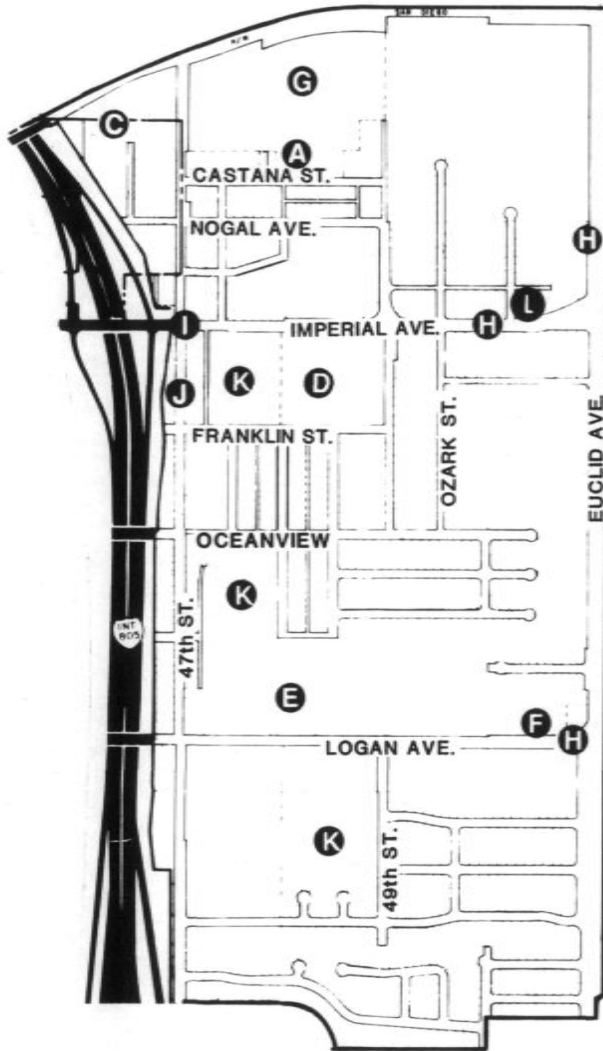
### Lincoln Park Objectives

1. Retain the existing single-family development as islands of well-maintained housing, while encouraging redevelopment of dilapidated housing. Increase homeownership opportunities.
2. Redevelop the vacant 157 Expressway land for residential use, while encouraging homeownership opportunities.
3. Improve the appearance of major transportation corridors including the trolley through improved landscaping.
4. Retain viable existing businesses along major streets including Imperial Avenue, Euclid Avenue, and Logan Avenue, encouraging rehabilitation.
5. Expand community-serving commercial activities.

Lincoln Park lacks adequate commercial facilities such as supermarkets, pharmacies, clothing stores and other outlets that would satisfy the needs of a neighborhood. Full service shopping facilities are several miles away in National City. Very few employment opportunities exist in Lincoln Park at the present time. A mix of uses including residential, commercial, office, retail, and public facilities should be encouraged in appropriate areas.

6. Retain the hills and canyons of the neighborhood.
7. Incorporate neighborhood changes to decrease the crime rate.

An excessively high crime rate, together with drug and gang problems associated with the schools, has affected the safety of the streets and has increased the need for police surveillance. The crime rate in this area is high. In a study conducted by CIC Research, Inc., in 1981 of the entire Southeastern San Diego community, two-thirds of the 600 respondents indicated that crime or juvenile delinquency was a problem in the community. The statistics on crimes committed in the neighborhood and its immediate surroundings show grounds for the concern voiced by the citizens. San Diego Police Department figures for 1984 violent crimes committed shows a rate per 10,000 persons of 117.5 that is nearly double the citywide rate of 61.1.



**RECOMMENDATIONS MAP**

**GENERAL RECOMMENDATIONS**

B. Maintain a strong code enforcement effort.

**Lincoln Park Recommendations**

A. Redevelop the 157 Expressway for residential and a small amount of commercial uses.

Redevelopment of the vacant 157 Expressway land is the highest priority for this neighborhood. SEDC is in the process now of completing the Central Imperial Redevelopment Project report which will outline specific projects and programs that will assist in the development of this area. The project area includes the majority of the Lincoln Park neighborhood, running as far south as Oceanview Boulevard.

Townhouse and courtyard designs are encouraged, with a recommendation that the development plans call for a division of dwellings into clusters, perhaps grouped around small courtyards. A majority of the development should be oriented toward home ownership. Large multi-family developments should be avoided. The Planned District legislation should outline a discretionary process to be used in the review of larger projects within the 157 Expressway. Street vacations and lot consolidations are strongly recommended in order to maximize redevelopment opportunities.

- B. Stabilize and improve the neighborhood through continued enforcement of the zoning and building codes.

The ongoing Project First Class Zoning and Building Code Enforcement, alley improvement, and litter control programs should be continued. The central subarea of Lincoln Park is particularly needy in this regard.

- C. Retain the R-3000 designation for the property south of the 47<sup>th</sup> Street trolley station.

The 47<sup>th</sup> Street park and ride trolley station is located just south of the railroad tracks on 47<sup>th</sup> Street. Just to the west of the trolley station is a 2.6-acre site on MTDB-owned land. To the south of the trolley station and along 47<sup>th</sup> Street is the Church of God which now shares the parking facilities at the trolley stations. South of church and north of Las Chollas Creek is a 1.5-acre site. This site should be developed by the standards of the R-3000 Zone.

- D. Rezone the residential area south of Imperial Avenue and north of Oceanview Boulevard to R-2500 and R-3000 or similar zones, with the exception of the properties south of Holly Street and west of Euclid.

This plan recommends that the designation for the residential area south of Imperial Avenue and north of Oceanview Boulevard be revised in density from the existing R-1500 Zone to R-2500 and R-3000 zones. This designation would allow residential densities of 15-17 dwelling units per acre. Townhouse and courtyard designs are encouraged, with a recommendation that the development plans call for a division of dwellings into small clusters of 10-15 units each, perhaps grouped around small courtyards. This revision in density would not create any non-conforming uses, but it would assure compatibility in the scale of future development.

- E. Rezone the R-1500 properties south of Oceanview to R-2500. This recommendation is made in recognition of the existing pattern of development, and to minimize the spot zoning pattern that presently exists.

- F. Rezone the YWCA site to reflect its institutional use.

The YWCA on the south side of Logan Avenue just west of Euclid Avenue is recommended to be rezoned to reflect its institutional use, with an alternative community commercial zone.

- G. Retain the El Rey Trailer Park as a mobile home park overlay zone.

The El Rey Trailer Park should be retained with a mobile home park overlay and be rezoned from the existing R-1500 Zone to the R-3000 Zone, in order to properly reflect the existing land use density.

- H. Revitalize the commercial corridors through loans and the establishment of a Business Improvement District.

New commercial development needs to provide sorely needed community-serving commercial services. This development should be focused at the intersections of Imperial Avenue and Euclid Avenue, and Logan Avenue and Euclid Avenue. Euclid Avenue is a highly traveled north/south corridor that carries thousands of potential customers every day. The recent opening of the trolley station at Euclid Avenue and Market Street will further increase the number of people utilizing this major street.

Along the commercial corridors, a commercial revitalization program to assist existing businesses and business properties should be initiated. The program should begin with organization of property and business owners into a business improvement district for the intersection of Imperial Avenue and Euclid Avenue. City assistance through public improvements (code enforcement, landscape, parking, lighting) and low interest rehabilitation loans should be focused to locations where property owners are organized and willing to commit their own funds to improvements. A major component to this revitalization effort will be code enforcement and litter control.

The Logan-Euclid Professional Business Association has already organized an active program to work for the area's improvement. As an important, highly-visible intersection, Logan-Euclid can become a demonstration model for a joint private-public revitalization effort. Given the owner's initiative and willingness to invest in property improvements, the area should be given high priority for public landscape improvements through the Project First Class Landscape Improvement Program.

Logan Avenue from 49<sup>th</sup> Street to Euclid Avenue should also be given a high priority in the Landscape Improvement Program.

- I. Retain or create neighborhood and commercial zones north of Imperial Avenue, east and west of 47<sup>th</sup> Street.

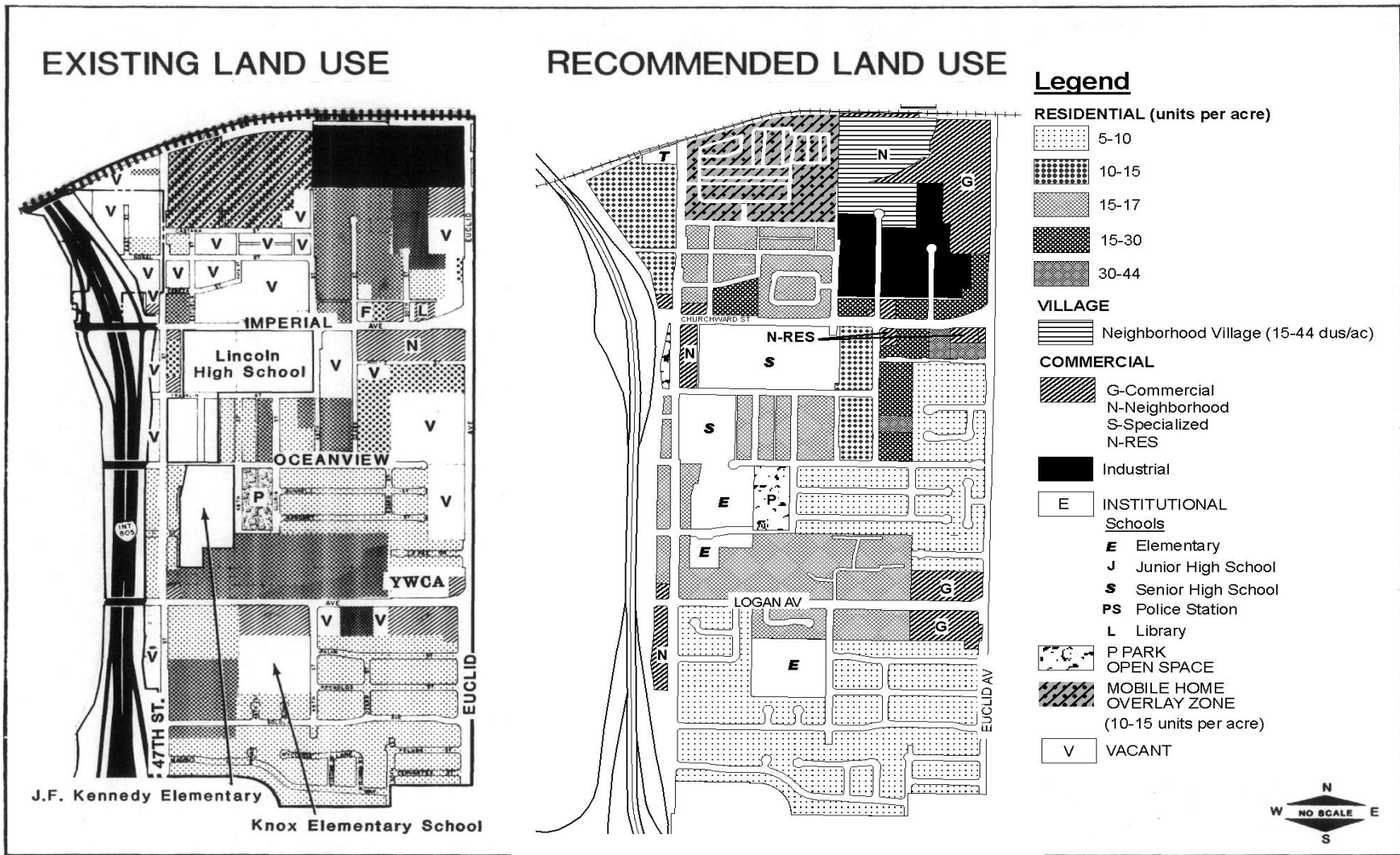
The northwest corner of 47<sup>th</sup> Street and Imperial Avenue should be retained for a neighborhood-serving commercial use. The northeast corner of 47<sup>th</sup> Street and Imperial Avenue is vacant and should be developed for neighborhood commercial use. All new development should recognize the importance of 47<sup>th</sup> Street as the visible "front edge" of Lincoln Park. Buildings on 47<sup>th</sup> Street, whether residential or commercial, should have street-facing entrances with a strong sense of the front being on 47<sup>th</sup> Street. Buildings should not turn their backs on the streets. Parking areas should not be located between buildings and 47<sup>th</sup> Street.

- J. Rezone the east and west sides of 47<sup>th</sup> Street south of Imperial Avenue to Franklin Street.

The east side of 47<sup>th</sup> Street immediately south of Imperial Avenue is currently zoned R-1500, is adjacent to the Lincoln High School recreational field, and is developed with commercial uses on both the north and south ends of the block. This block should be

rezoned to a neighborhood commercial designation to allow the infill of neighborhood serving commercial uses. The west side of 47<sup>th</sup> Street, from Imperial Avenue to Franklin Street, is an 0.33-acre vacant parcel owned by the City of San Diego. This property should be rezoned to RI-40000 and maintained by the City of San Diego as open space. Any use of this property other than open space, should require a special permit to control permitted uses and assure a quality project that relates well to the nearby school facilities.

- K. Rezone Knox Elementary School, J.F. Kennedy Elementary School, and Lincoln High School to the Institutional Overlay Zone. None of these sites should be developed with compatible private development unless it is determined that they are not needed for public facility use through the Institutional Overlay Zone review process. Where it is determined that residential re-use is appropriate, the density should be compatible with surrounding densities in the neighborhood; the density should be 5-10 units per acre for Knox and J.F. Kennedy Elementary Schools and 10-17 units per acre for Lincoln High School.
- L. When the Valencia Park Library vacates its present location on Imperial Avenue and 50<sup>th</sup> Street, the site shall be redesignated for Residential 15-30 du/ac consistent with the Village/Mixed Use Element.
- M. The restoration of Chollas Creek through the Market Creek Plaza Project will provide the community with opportunities for recreation. The creek's sloped banks should be restored with native riparian vegetation, and special features of the restoration could include an amphitheater embedded on the sloped banks of the creek. Pathways along the creek banks will provide pedestrian linkages to the community.
- N. Rezone the area south of the trolley tracks west of Euclid and just east of the northern extension of 49<sup>th</sup> Street from industrial to commercial to support the development of a major community commercial center (Market Creek Plaza).
- O. The eastern side of Willie James Jones Avenue from Holly Drive to Ocean View Boulevard should be redesignated for Residential 15-30 du/ac and for Residential 30 to 44 du/ac consistent with the Village/Mixed Use Element.



**LINCOLN PARK**  
SOUTHEASTERN SAN DIEGO

CITY OF SAN DIEGO · PLANNING DEPARTMENT

FIGURE 38