

focus track II

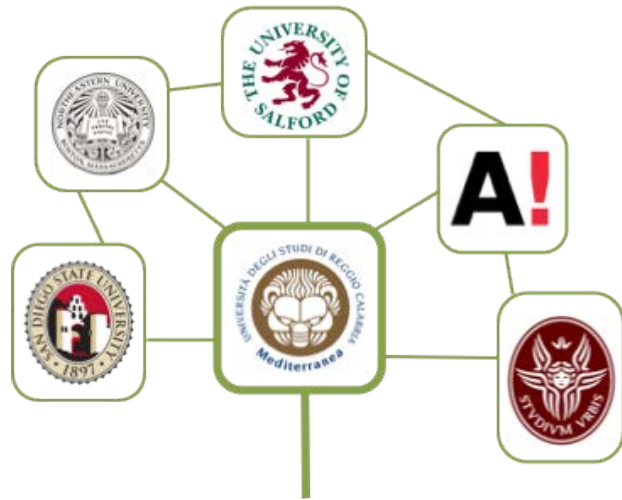
“Community-led
approach.

How people shape their
city, neighborhood”.

Imperial/Commercial
Corridor

Luciano Zingali

Reggio Calabria Unit



Second International Workshop

CLUDs
PROJECT

SUSTAINABLE URBAN DEVELOPMENT

the role of urban rural regeneration
in regional contexts

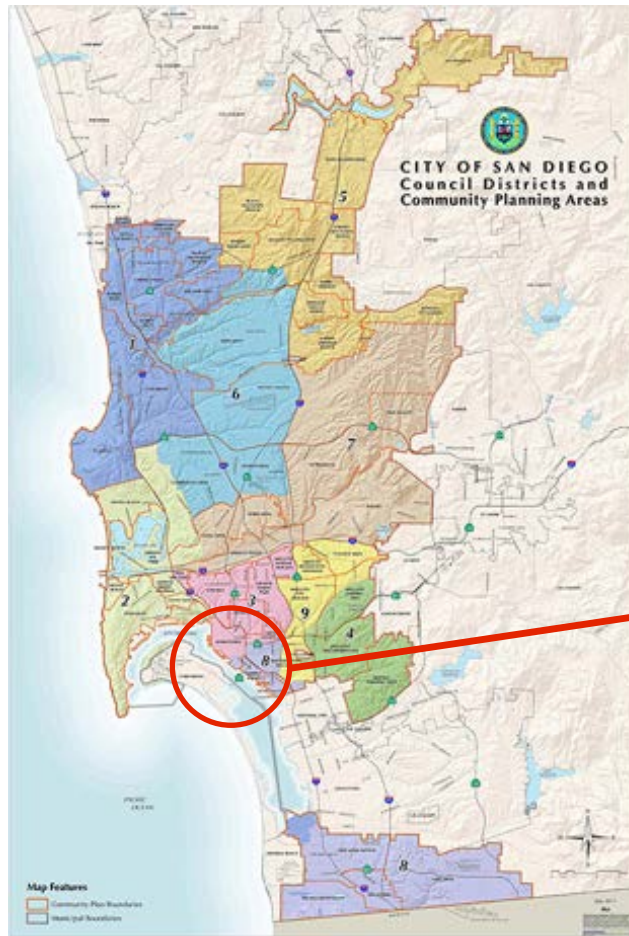
San Diego

11+12 June 2013

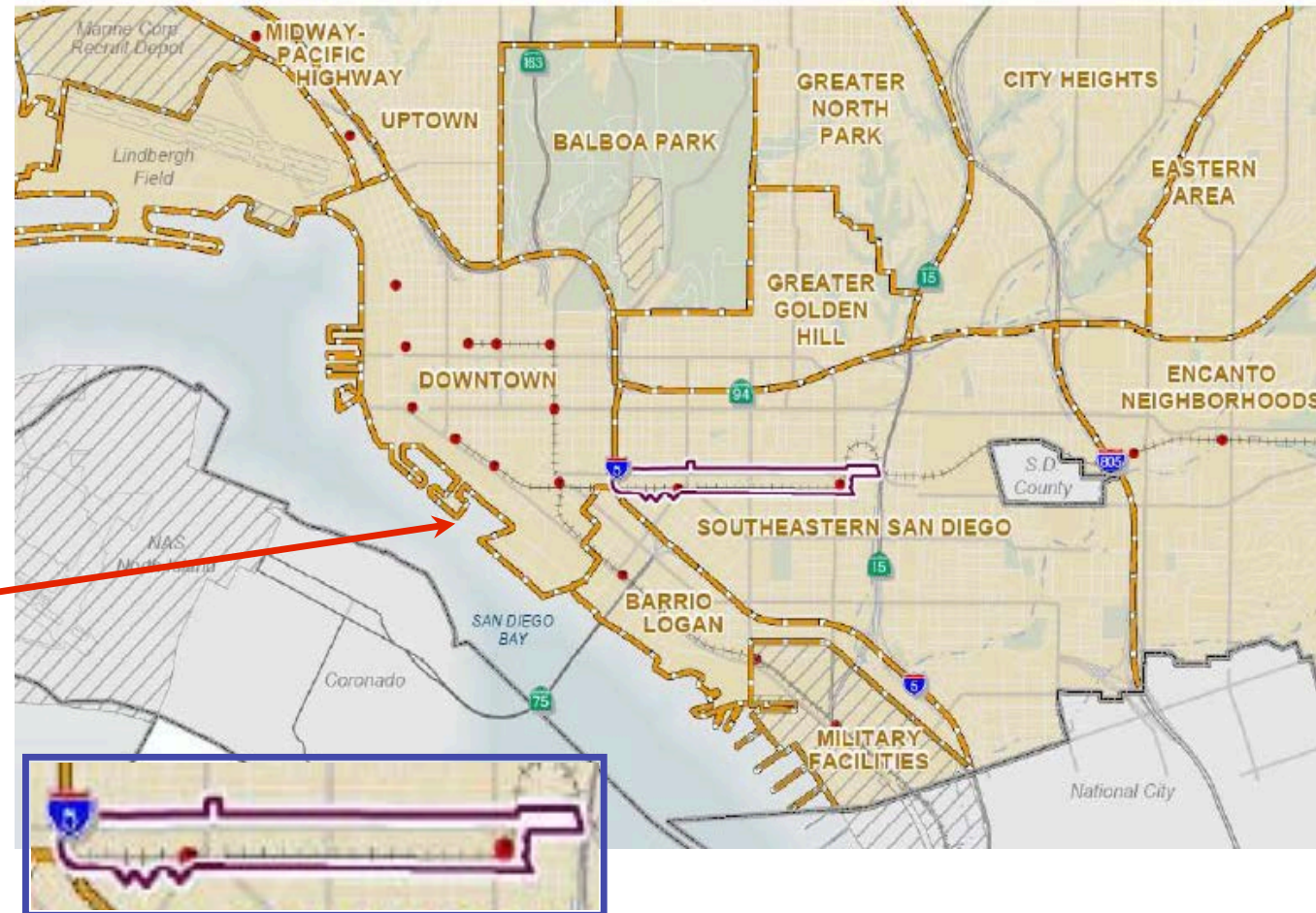
Parma Payne Library
San Diego State University



General Information about the case study



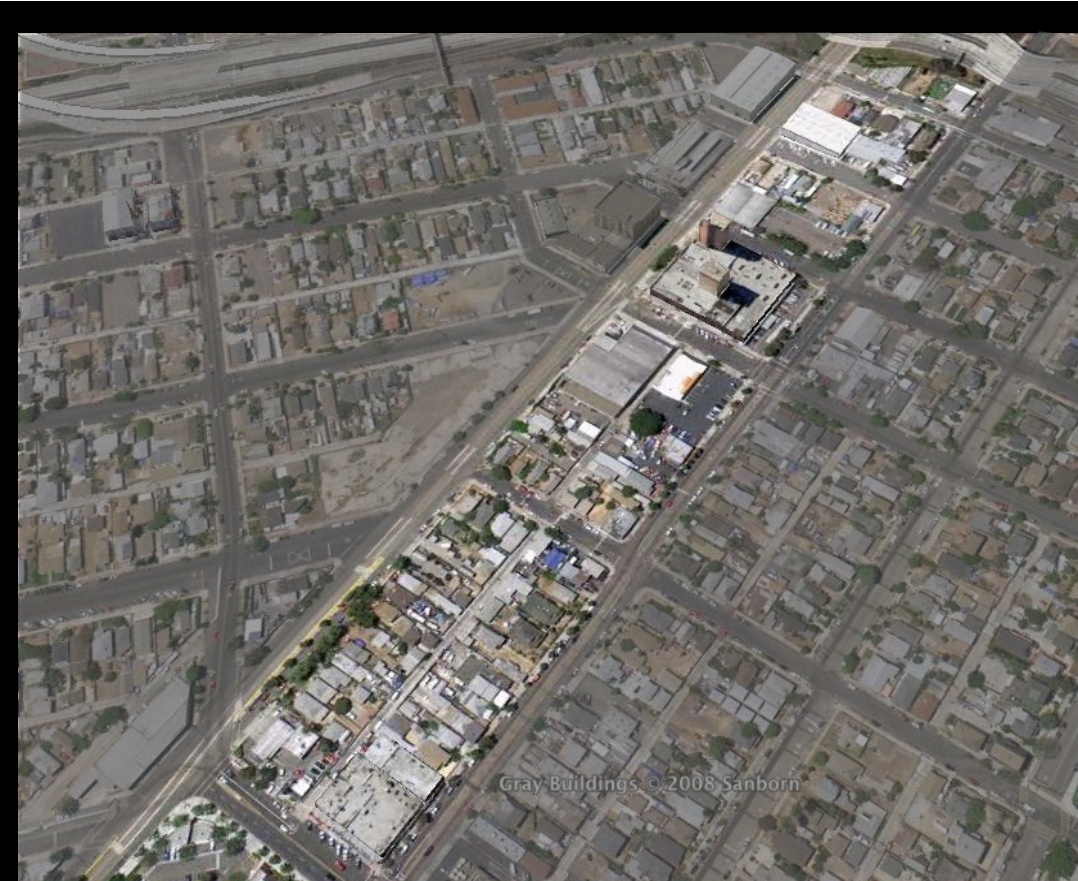
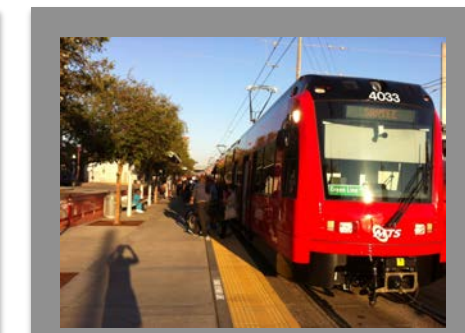
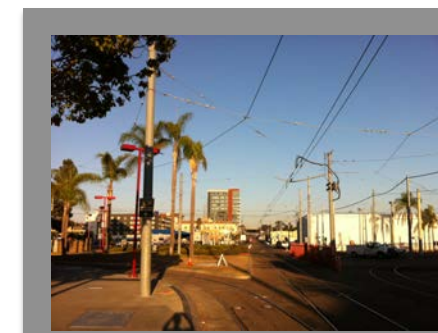
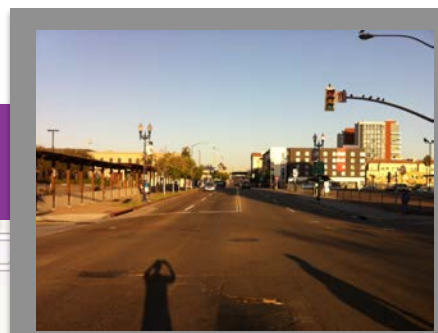
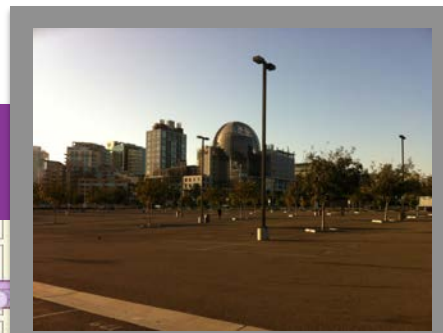
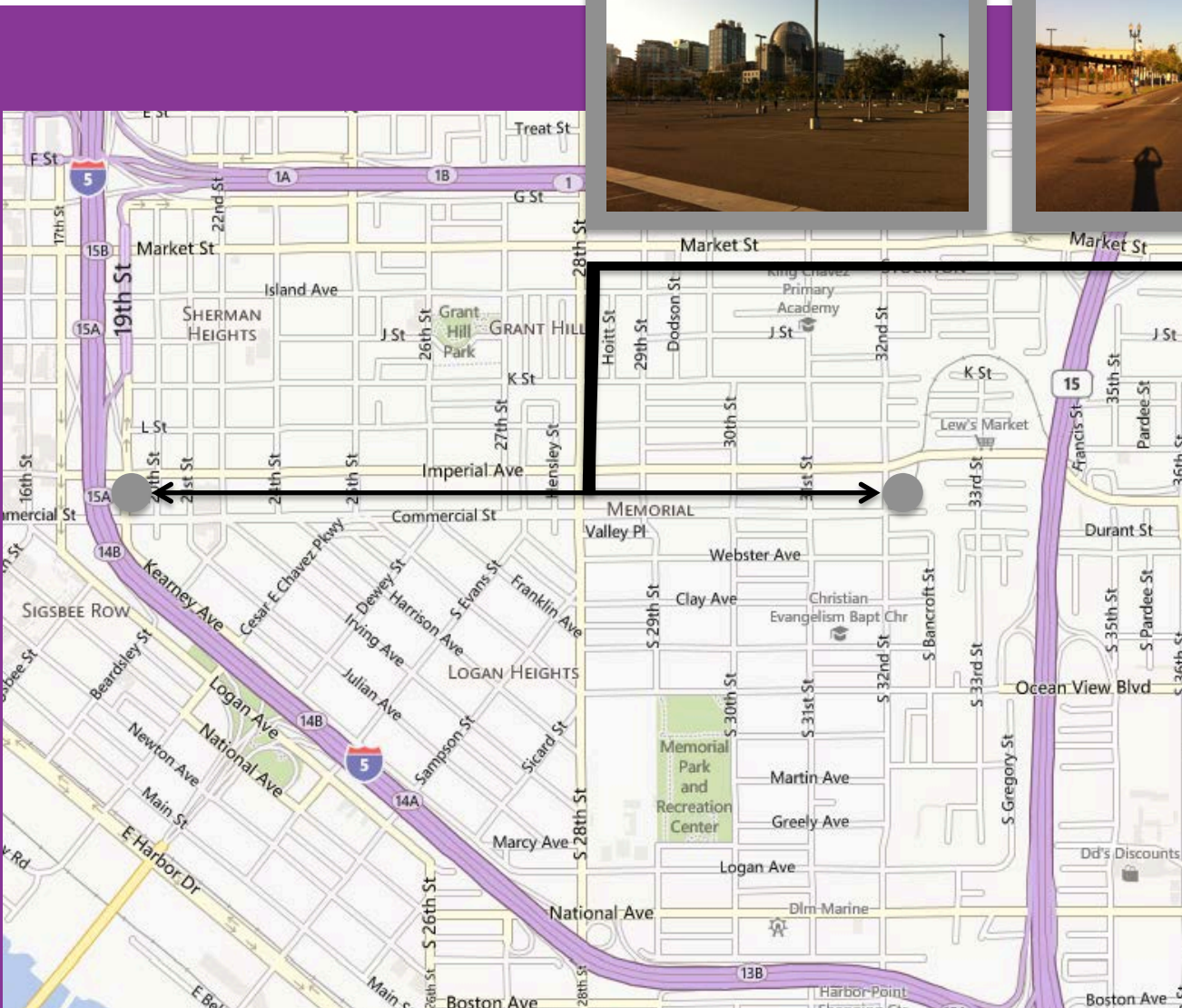
City of San Diego



Southeastern, San Diego, CA

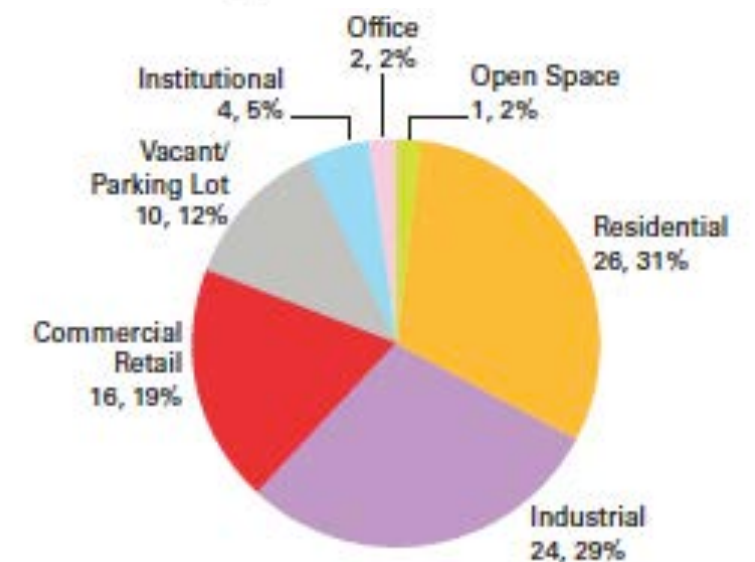
	Location	Residents	Area (sq. Km)	Classification (Typology of UrUrban Regeneration Initiative))
General Information	Southeastern San Diego	55,206	83 Acres (0,34Km)	Smarth Growth Opportunity

General Information about the case study



General Information about the case study

Land Use and Transportation Plan



Why Commercial/Imperial Corridor?

- Orange Line Trolley (existing)
- High Frequency Bus Service (Planned)
- Proximity to services, public facilities and Downtown



- Southeastern San Diego Community Plan (SSDCP) designates corridor for multiple uses
- Potential to capitalize on transit access to encourage new development in strategic locations
- As a result, potential increases in housing choices, jobs, services and public facilities

Project Objectives (from SANDAG Grant Application)

- ➔ Create a new long-range vision for corridor
- ➔ Identify transition areas and target areas for mixed-use
- ➔ Develop urban design concepts
- ➔ Assess deficiencies in transportation system
- ➔ Express community identity through mobility and streetscape planning
- ➔ Identify opportunities for improvements in transportation, safety, public facilities

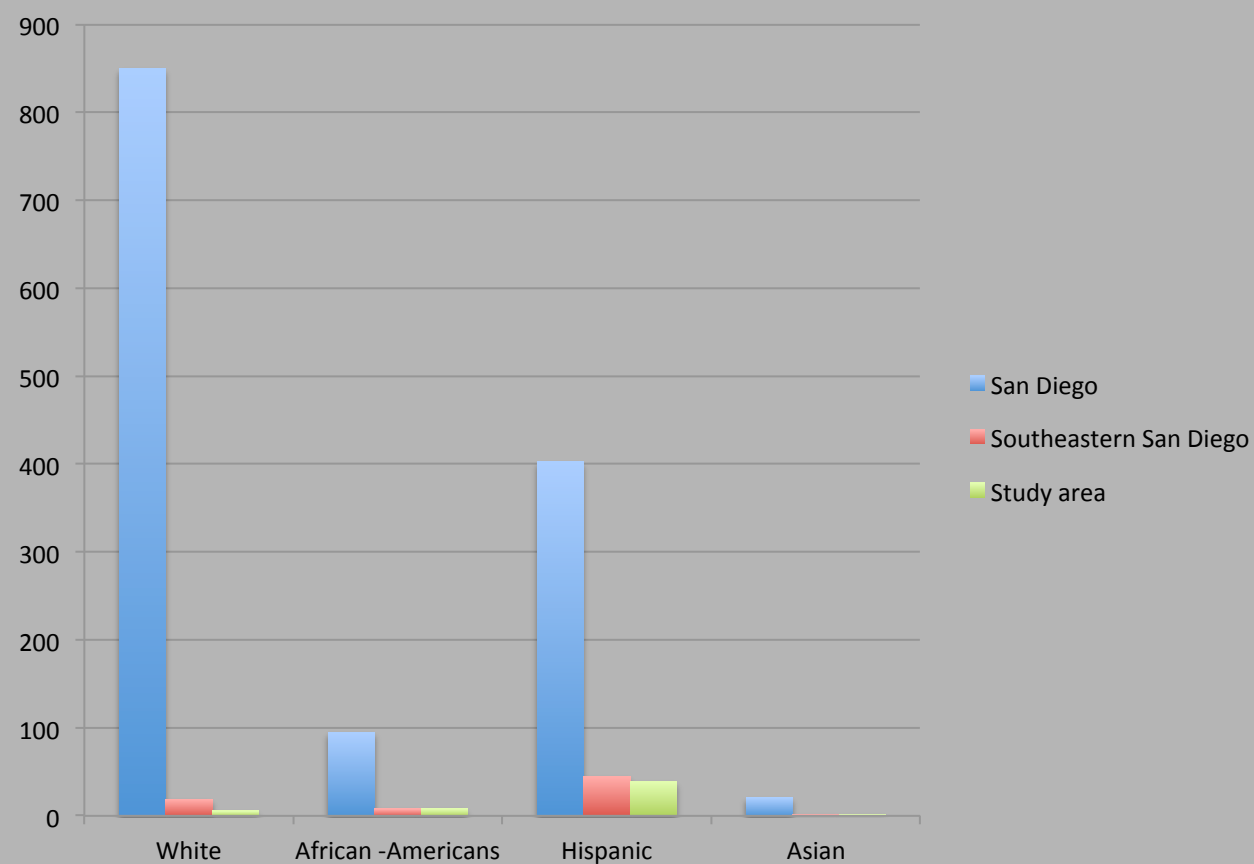
Mixed Use Transit Corridor: Potential Benefit

- ➔ Access to trolley and bus
- ➔ Improvements to bicycle and pedestrian facilities
- ➔ Expansion of public facilities (e.g. parks)
- ➔ Increase in jobs
- ➔ Increase in housing choices
- ➔ Increase in shopping and services

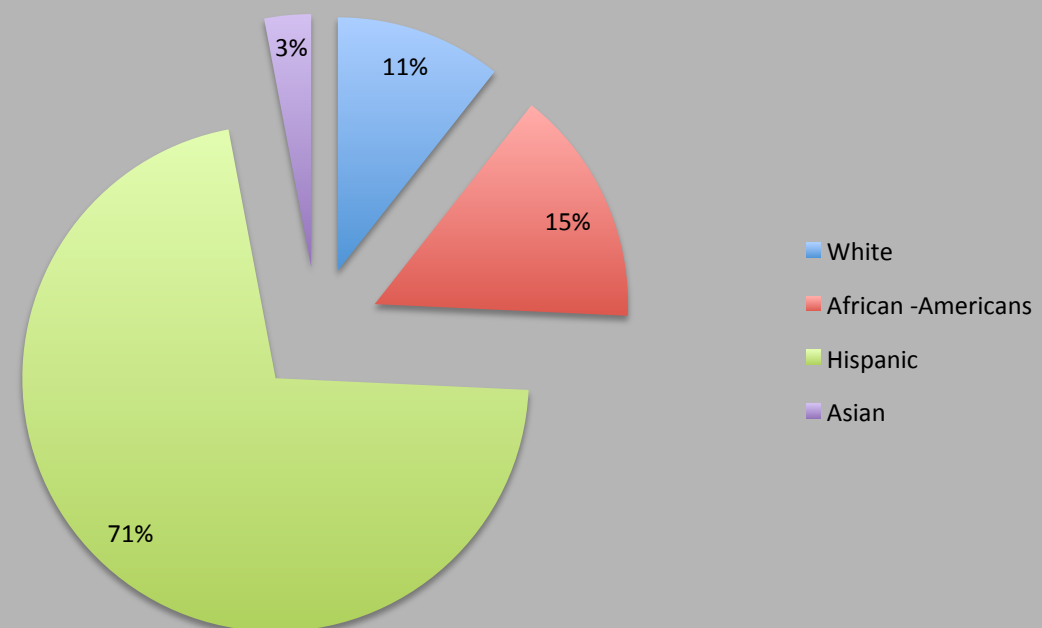
Mixed Use Transit Corridor: Potential Consequences

- ➔ Increase in traffic volumes
- ➔ Displacement/gentrification
- ➔ Increase in rents

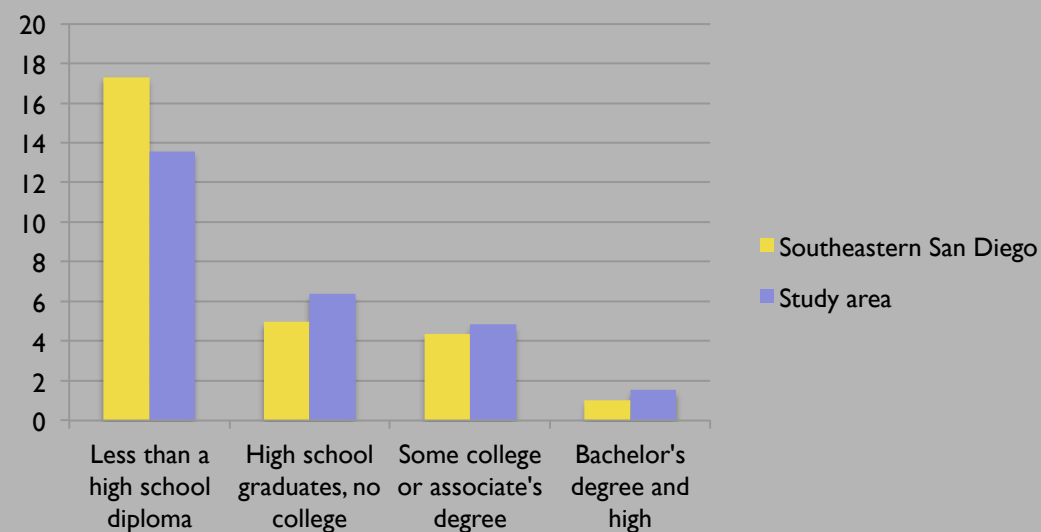
Population by Race Origin



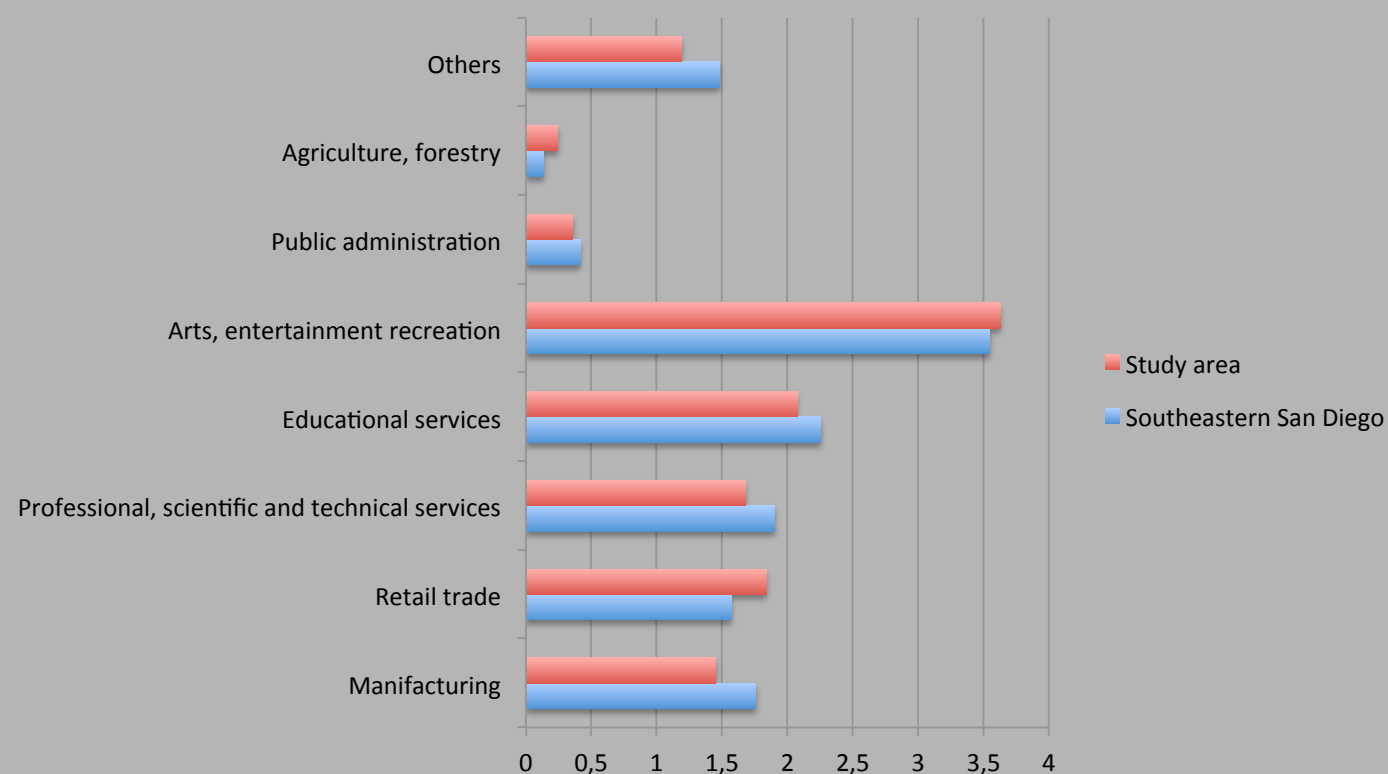
Population by Race Origin-Study area



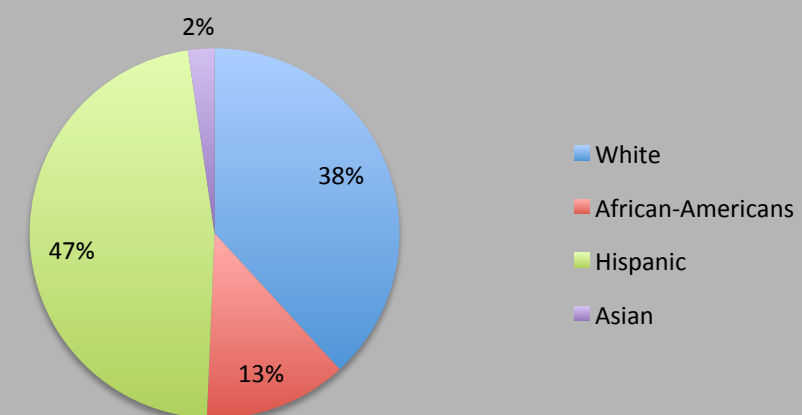
Education attainment



Employees per sector (NAICS 2007)



Employment by Race Origin - Study area



- Encourage a Mixed-use transit-oriented corridor.
- Address implementation, feasibility, and urban design issues associated with creating a smart growth mixed-use setting within this predominately urbanized community.
- Identify where roadway, sidewalk, and streetscape improvements should occur in order to enhance mobility, connectivity and safety for pedestrians, bicyclists, automobile drivers, and transit riders.
- Evaluate if Imperial Avenue should be widened to a four-lane major roadway which could impact the mobility options and the existing community character.
- Provide community members the opportunity to evaluate and plan for future enhanced mobility and mixed-use development opportunities.

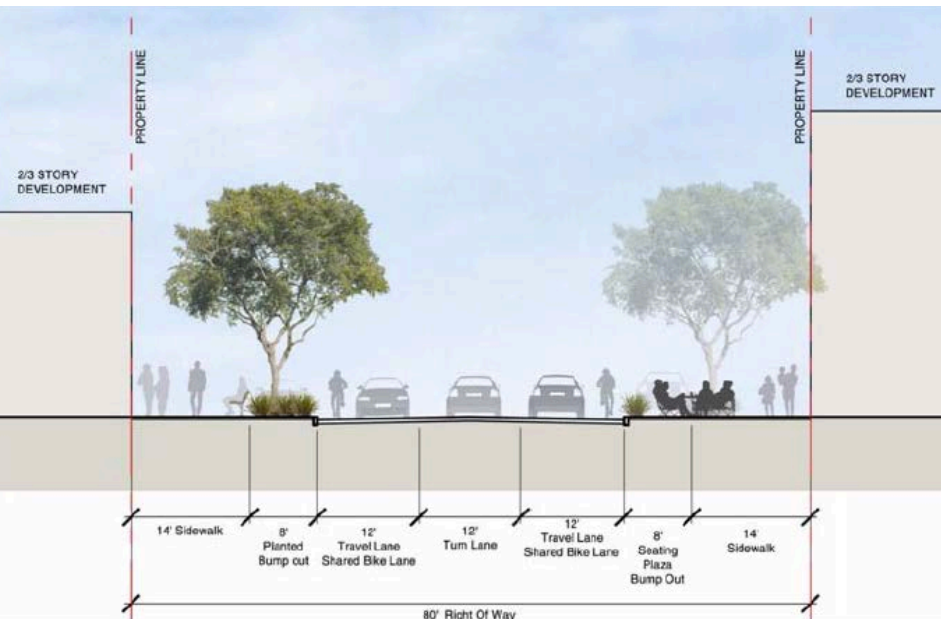


THE **CLUDs** PROJECT

Commercial Local Urban Districts -
7 EU FP - Marie Curie Actions - IRSES



Imperial/Commercial Corridor
WP2 Territorial Milieu



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Imperial/Commercial Corridor
WP2 Territorial Milieu

Imperial Avenue between 25th and 26th Streets



Before



After

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Imperial Avenue at 30th Street



Before



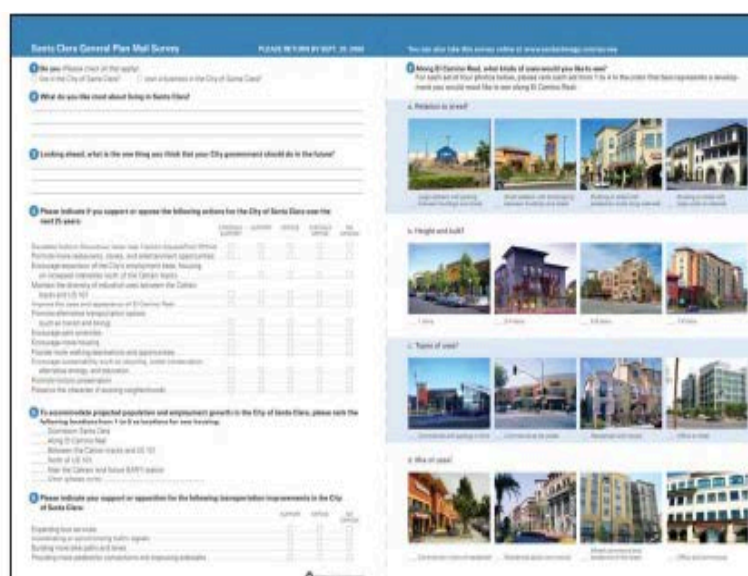
After

Imperial/Commercial Corridor
WP2 Territorial Milieu

Public Participation Program

- Project Working Group
- Community Workshops
- Community Character Survey (as part of workshop)
- Charrette
- Project Website

As part of the master planning process, the City requests that the Southeastern San Diego Planning Group (SESDPG) convene the meetings and workshops on behalf of the community in order to bring together the neighborhoods that are affected by the master planning process. The purpose of the SESDPG Working Group is to provide the City with feedback that is representative of the diverse interests of the community at large. Further, the Working Group will provide a public forum for the community to be able to provide input as part of the master planning process. In order to notify surrounding residents, business, property owners, and institutional uses of the meetings and planning work being prepared, the City will notice the community by creating a website and email distribution list. The City will e-mail notices and materials to the distribution list and post all information to the website.



Urban Agriculture, Food Network and Farmers Markets

Concept Area

Strength

Weakness

- Replacing the old Farmer's Market with the Walmart grocery store.

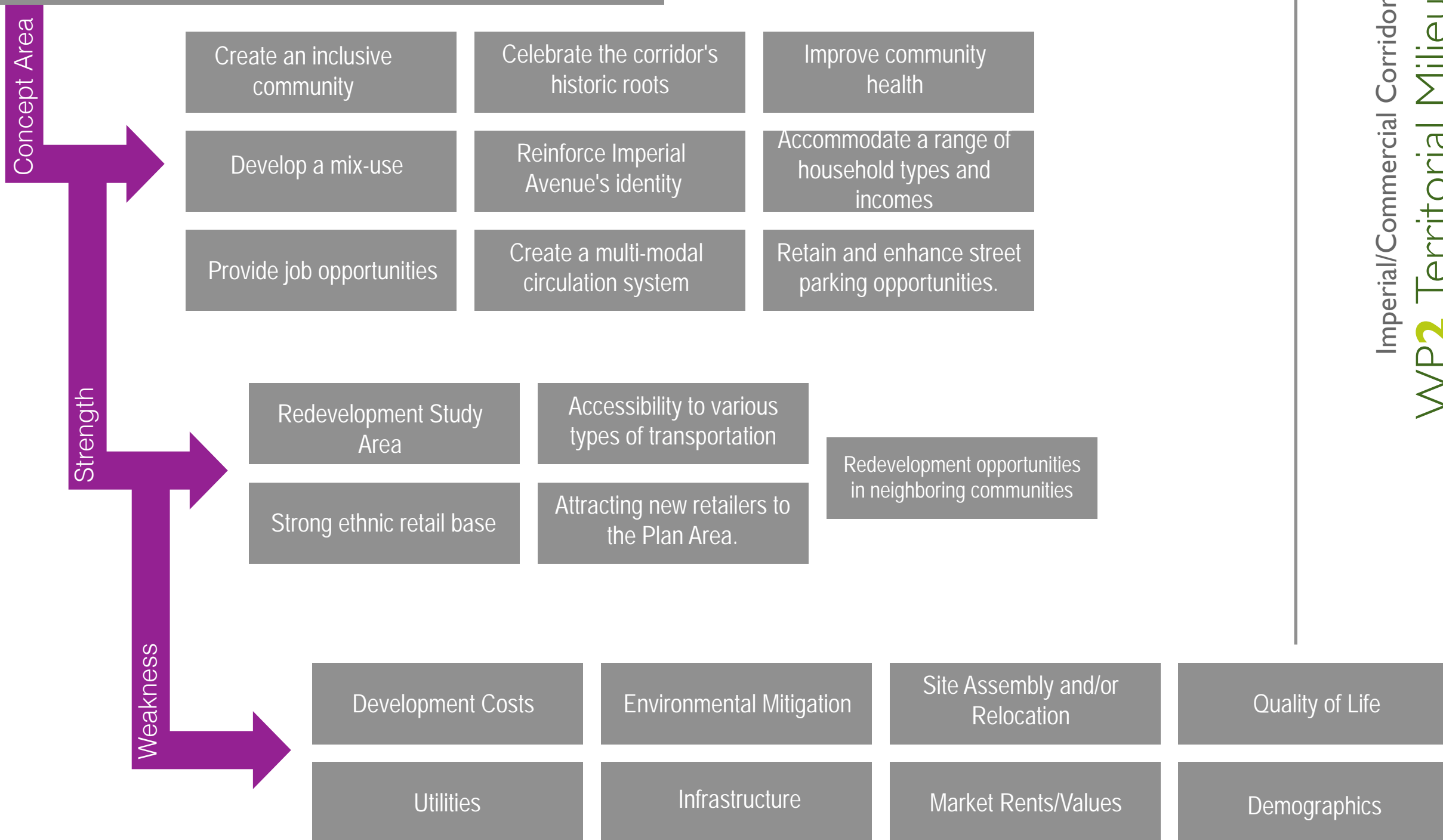
- Increased employment of residents of the area.
- Increase in overall area with a consequent increase in consumption for all categories in the area.

- Limiting the presence of Farmer Market within a structure that will accommodate other products. No planning of spaces dedicated to the performance of the Farmer Market in the sense of the term.
- Demolition in part of the historic Farmer's Market, with strong public opposition, acquired by Walmart.
- Offer wages beneficial treatments, in terms of benefits competitive with other companies in the city.



Findings

Community Led Approach

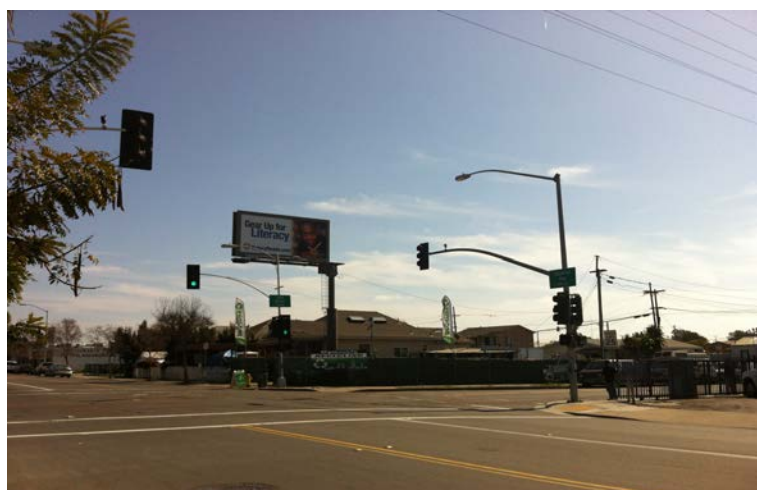


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