

City of Villages Strategy

The City of Villages strategy focuses growth into mixed-use activity centers that are pedestrian-friendly districts linked to an improved regional transit system. It was first adopted as a part of the Strategic Framework Element of the General Plan in 2002. It was developed through an intensive process of public collaboration over a three-year period. The strategy draws upon the character and strengths of San Diego's natural environment, neighborhoods, commercial centers, institutions, and employment centers. The strategy is designed to sustain the long-term economic, environmental, and social health of the City and its many communities. It recognizes the value of San Diego's distinctive neighborhoods and open spaces that together form the City as a whole.



A "village" is defined as the mixed-use heart of a community where residential, commercial, employment, and civic uses are all present and integrated. Each village will be unique to the community in which it is located. All villages will be pedestrian-friendly and characterized by inviting, accessible and attractive streets and public spaces. Public spaces will vary from village to village, consisting of well-designed public parks or plazas that bring people together. Individual villages will offer a variety of housing types affordable for people with different incomes and needs. Over time, villages will connect to each other via an expanded regional transit system.

Implementation of the City of Villages strategy relies upon the designation and development of village sites. There are many factors to consider when designating village sites including the capacity for growth, existing and future public facilities, transportation options, community character, and environmental constraints. Precise village boundaries, the specific mix of uses, architectural form, needed public facilities, and the type of public space within proposed village areas will be determined through community plan updates or amendments. The hierarchy of village types and development areas is described on the following page.

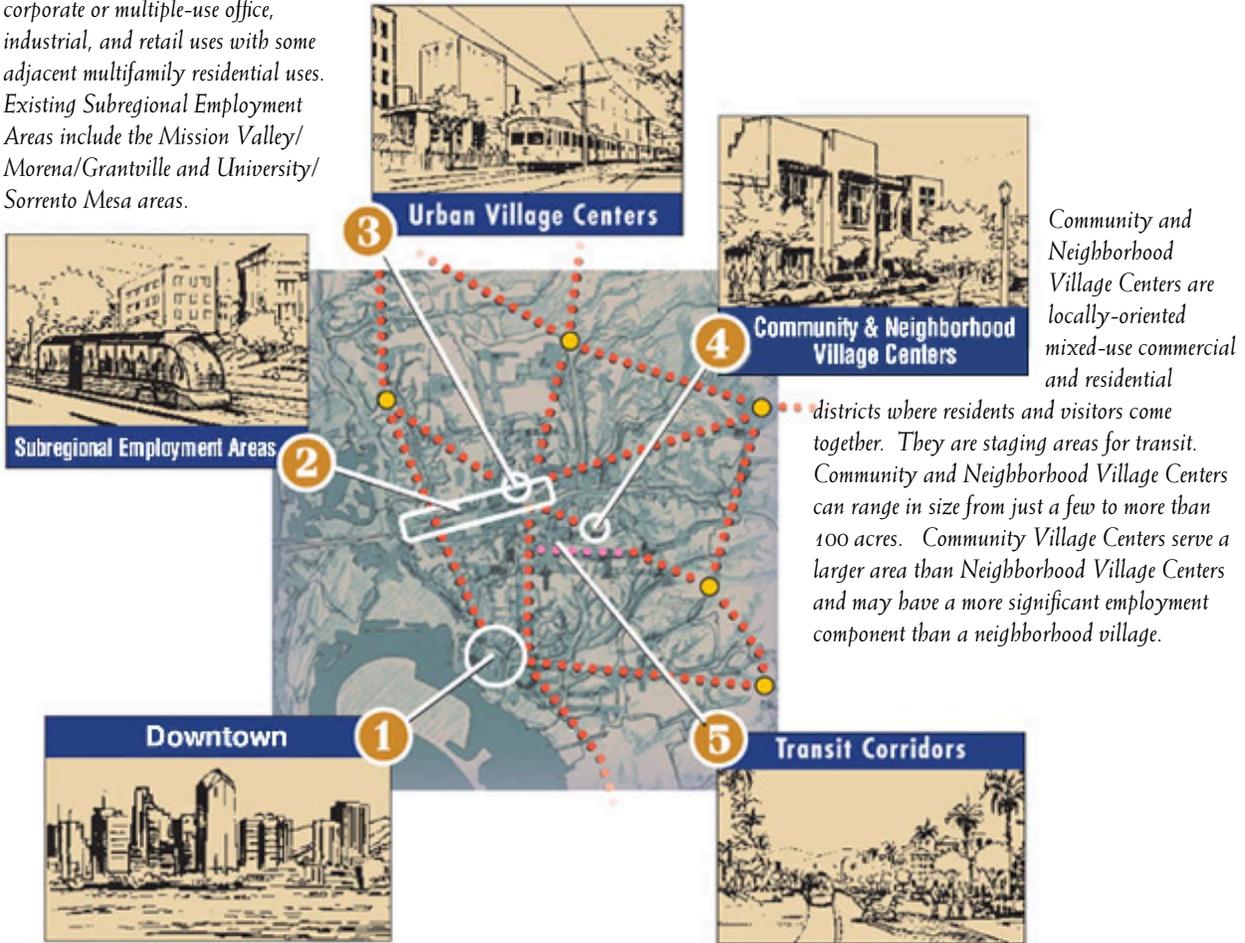
Transportation and Land Use Planning

Implementation of the City of Villages growth strategy is dependent upon close coordination of land use and transportation planning. The strategy calls for redevelopment, infill, and new growth to be targeted into compact, mixed-use, and walkable villages that are connected to a regional transit system. Villages should increase personal transportation choices and minimize transportation impacts through design that pays attention to the needs of people traveling by foot, bicycle, and transit, as well as the automobile. Focused development and density adjacent to transit stops that link where people live to where people work, shop, and recreate, helps make transit convenient for more people. It allows for a more cost-effective expansion of transit services.



Subregional Employment Areas are major employment and/or commercial areas within the region containing corporate or multiple-use office, industrial, and retail uses with some adjacent multifamily residential uses. Existing Subregional Employment Areas include the Mission Valley/Morena/Grantville and University/Sorrento Mesa areas.

Urban Village Centers are higher-density nodes within subregional employment areas. They cluster more intensive employment, residential, commercial, and civic uses, integrated with public spaces, to encourage walking and to support transit.



Community and Neighborhood Village Centers are locally-oriented mixed-use commercial and residential

districts where residents and visitors come together. They are staging areas for transit. Community and Neighborhood Village Centers can range in size from just a few to more than 100 acres. Community Village Centers serve a larger area than Neighborhood Village Centers and may have a more significant employment component than a neighborhood village.

Downtown San Diego has a unique role to play in the 21st century development of the San Diego region. In addition to being the administrative, legal, cultural and entertainment center in the region, downtown also offers the most convenient and extensive transit connections and has emerged as an exciting pedestrian environment.

The City contains commercial corridors that are lively and vital, pedestrian-friendly, home to a rich variety of small businesses, restaurants, and homes, and served by higher frequency transit service. Transit corridors provide valuable new housing opportunities with fewer impacts to the regional freeway system because of their available transit service. Some corridors would benefit from revitalization.

THE CITY OF SAN DIEGO

Home Cont

Business City Hall Community Departments Information Leisure Services A-Z Visiting

PLANNING DEPARTMENT
PLANNING DEPARTMENT HOME

ABOUT US PROGRAMS & PROJECTS GENERAL PLAN COMMUNITY PLANNING BOARDS & COMMISSIONS GET INVOLVED DOCUMENT LIBRARY SITE MAP

General Plan



Mi Pueblo

Located in the San Ysidro community, the proposed project is in the heart of the community along the historic commercial core of San Ysidro Boulevard, stretching from Interstate 805 to Cottonwood, and into the residential neighborhood immediately adjacent. It is linked through Pathways to Knowledge, a system of pedestrian connections throughout the community and to the Las Americas Plaza next to the international border. Some of the highlights of this project include:

- It proposes to revitalize an aging, underutilized commercial district while providing an enhanced and pedestrian friendly connection between historic San Ysidro, the new community, regional shopping plaza, mixed use project and a future branch library in the San Ysidro community.
- It will include 1,143 residential dwelling units, almost 25 percent of which will be affordable housing.
- It includes a public market (Mercado), social services (Casa Familiar offices), commercial office, public plazas, community gardens, senior housing and a linear park, along with a proposed 20,000-square-foot branch library and a 5,000-square-foot community center.
- The design theme builds upon the Latino New Urbanism, an urban design philosophy that incorporates many different types of uses, higher density and an accommodation of unit types and site planning for extended family living arrangements.



The future look of San Ysidro.

General Plan Quick Links

- [General Plan & Community Plans Work Together](#)
- [1979 Progress Guide & General Plan](#)
- [General Plan Overview PowerPoint Presentation](#) (PDF: 2.4M)
- [General Plan Home](#)

Contact Planning Department at (619) 235-5200 or e-mail us at planning@sandiego.gov
202 C Street, MS 5A San Diego, CA 92101

| [Planning Department Home](#) | [About Us](#) | [Programs & Projects](#) | [General Plan](#) | [Top of Page](#) | [Community Planning](#) | [Boards & Commissions](#) | [Get Involved](#) | [Document Library](#) | [Site Map](#) |

Site Map **Privacy Notice** **Disclaimers**

| [Home](#) | [Business](#) | [City Hall](#) | [Community](#) | [Departments](#) | [Information](#) | [Leisure](#) | [Services A-Z](#) | [Visiting](#) |

| [Search](#) | [Site Map](#) | [Contact the City](#) | [Privacy Notice](#) | [Disclaimers](#) |

[Site Description](#) (PDF: 54K)

[Site plans, select concept drawings, and elevations](#) (PDF:

THE CITY OF SAN DIEGO

Home Cont

Business | City Hall | Community | Departments | Information | Leisure | Services A-Z | Visiting

PLANNING DEPARTMENT

PLANNING DEPARTMENT HOME | ABOUT US | PROGRAMS & PROJECTS | GENERAL PLAN | COMMUNITY PLANNING | BOARDS & COMMISSIONS | GET INVOLVED | DOCUMENT LIBRARY | SITE MAP

General Plan



The Paseo

This project is adjacent to the San Diego State University campus along Montezuma Road, Campanile Drive, and on both sides of College Avenue. It has the potential to serve both the university and the College Area communities. Some of the highlights include:



Paseo may serve the University and College area.

- The project exhibits an excellent integration of many types of uses including retail, entertainment, civic plazas, parks and classrooms. It will include 461 student housing units.
- The Foundation will institute a program to set aside 25 percent of the beds for low-income students and provide apartment rent rates subject to approval by SDSU, the Housing Commission and the Redevelopment Agency. The Foundation also is pursuing the potential of setting aside affordable housing for qualified campus employees.
- The site planning was predicated on providing transit access and enhancing walkability. The project is contiguous to the SDSU trolley station and bus transit center (under construction and anticipated to open in 2005), a major component of the Transit First Demonstration Project.

[Site Description](#) (PDF: 52K)

[Vicinity Map](#) (PDF: 89K)

[Site Map 1](#) (PDF: 1.4Mb)

[Site Map 2](#) (PDF: 2.0Mb)

General Plan Quick Links

- [General Plan & Community Plans Work Together](#)
- [1979 Progress Guide & General Plan](#)
- [General Plan Overview PowerPoint Presentation](#) (PDF: 2.4M)
- [General Plan Home](#)

Contact Planning Department at (619) 235-5200 or e-mail us at planning@sandiego.gov
202 C Street, MS 5A San Diego, CA 92101

| [Planning Department Home](#) | [About Us](#) | [Programs & Projects](#) | [General Plan](#) | [Top of Page](#) | [Community Planning](#) | [Boards & Commissions](#) | [Get Involved](#) | [Document Library](#) | [Site Map](#) |

[Site Map](#) | [Privacy Notice](#) | [Disclaimers](#)

| [Home](#) | [Business](#) | [City Hall](#) | [Community](#) | [Departments](#) | [Information](#) | [Leisure](#) | [Services A-Z](#) | [Visiting](#) |

| [Search](#) | [Site Map](#) | [Contact the City](#) | [Privacy Notice](#) | [Disclaimers](#) |

THE CITY OF SAN DIEGO

[Home](#) [Cont](#)

[Business](#) | [City Hall](#) | [Community](#) | [Departments](#) | [Information](#) | [Leisure](#) | [Services A-Z](#) | [Visiting](#)

PLANNING DEPARTMENT

[PLANNING DEPARTMENT HOME](#) | [ABOUT US](#) | [PROGRAMS & PROJECTS](#) | [GENERAL PLAN](#) | [COMMUNITY PLANNING](#) | [BOARDS & COMMISSIONS](#) | [GET INVOLVED](#) | [DOCUMENT LIBRARY](#) | [SITE MAP](#)

General Plan



The Boulevard Marketplace – MCTIP (Mid-City Transit Interchanges Project)

This project is located in Mid City within the Normal Heights Plan Area (Phase 1) and Kensington-Talmadge Plan Area (Phase 2) and along El Cajon Boulevard, generally south of Meade between 38th Street and 40th Street. Some of the highlights of this project include:

- It is located along the Transit First Demonstration Project and is part of the implementation of the Mid City Transit Interchanges Project, a new approach to addressing the extension of Interstate 15 and community revitalization.
- It provides a range of housing types varying from row homes adjacent to the existing single family homes to three- and four-story apartment units in the center of the project site, and loft-over-retail uses along busy El Cajon Boulevard.
- It includes 366 units, with 20 percent of those affordable housing.
- The site planning and design reflect thoughtful consideration and respect for the older neighborhood fabric.



The Boulevard Marketplace Pilot Village Program.

[Site Description](#) (PDF: 54K)

[Site plans, select concept drawings, and elevations](#) (PDF: 1.7Mb)

More information about the Pilot Village Program:

General Plan Quick Links

- [General Plan & Community Plans Work Together](#)
- [1979 Progress Guide & General Plan](#)
- [General Plan Overview PowerPoint Presentation](#) (PDF: 2.4M)
- [General Plan Home](#)

Contact Planning Department at (619) 235-5200 or e-mail us at planning@sanidiego.gov
202 C Street, MS 5A San Diego, CA 92101

| [Planning Department Home](#) | [About Us](#) | [Programs & Projects](#) | [General Plan](#) | [Top of Page](#) | [Community Planning](#) | [Boards & Commissions](#) | [Get Involved](#) | [Document Library](#) | [Site Map](#) |

[Site Map](#) | [Privacy Notice](#) | [Disclaimers](#)

| [Home](#) | [Business](#) | [City Hall](#) | [Community](#) | [Departments](#) | [Information](#) | [Leisure](#) | [Services A-Z](#) | [Visiting](#) |

| [Search](#) | [Site Map](#) | [Contact the City](#) | [Privacy Notice](#) | [Disclaimers](#) |

THE CITY OF SAN DIEGO

Home Cont

Business | City Hall | Community | Departments | Information | Leisure | Services A-Z | Visiting

PLANNING DEPARTMENT

PLANNING DEPARTMENT HOME | ABOUT US | PROGRAMS & PROJECTS | GENERAL PLAN | COMMUNITY PLANNING | BOARDS & COMMISSIONS | GET INVOLVED | DOCUMENT LIBRARY | SITE MAP

General Plan



Pilot Village Center at Euclid and Market

This project is located at the intersection of four neighborhoods in the southeastern area of San Diego: Chollas View, Lincoln Park, Emerald Hills and Valencia Park. It builds on the existing Market Creek Plaza development. Some of the highlights include:



Connection four neighborhoods, Euclid and Market sits in the middle of the intersection

- The village site design resembles a "hill town," taking advantage of the topography with terraced residential units allowing for views of Chollas Creek and beyond. The site design responds and respects Chollas Creek as an urban waterway and a linear park for the adjacent residents and the community.
- The application proposes to exceed the 20% affordable housing goal of the Pilot Village program on-site and to develop as many residential units as possible with open floor plans, doorways, materials, and fixtures in accordance with the tenets of Universal Design.
- In addition to residential development, land uses include job training, youth-centered employment, neighborhood retail and office, an amphitheatre on the creek, and recreational facilities. The area is also served by the Tubman Chavez Community Center, the Malcolm X Library, the Elementary Institute of Science and Horton Elementary School.
- The village site is well served by transit. The Euclid trolley station is on the site. It provides access to several bus routes. It is also walkable, with a network of trails, as well as pedestrian and bicycle paths.

General Plan Quick Links

- [General Plan & Community Plans Work Together](#)
- [1979 Progress Guide & General Plan](#)
- [General Plan Overview PowerPoint Presentation](#) (PDF: 2.4M)
- [General Plan Home](#)

Contact Planning Department at (619) 235-5200 or e-mail us at planning@sandiego.gov
202 C Street, MS 5A San Diego, CA 92101

| [Planning Department Home](#) | [About Us](#) | [Programs & Projects](#) | [General Plan](#) | [Top of Page](#) | [Community Planning](#) | [Boards & Commissions](#) | [Get Involved](#) | [Document Library](#) | [Site Map](#) |

Site Map | **Privacy Notice** | **Disclaimers**

| [Home](#) | [Business](#) | [City Hall](#) | [Community](#) | [Departments](#) | [Information](#) | [Leisure](#) | [Services A-Z](#) | [Visiting](#) |

| [Search](#) | [Site Map](#) | [Contact the City](#) | [Privacy Notice](#) | [Disclaimers](#) |