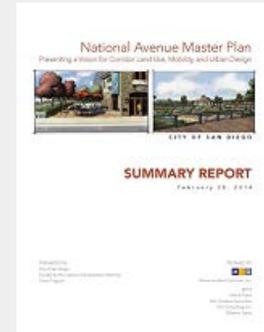




National Avenue Master Plan

The City of San Diego

Environmental Justice
FY 11-12 Grant Cycle
District 11
Grant Award Amount: \$240,000



Project Summary:

The goal of the Master Plan is to revitalize a disadvantaged community through new economic activity, housing opportunities, and enhancements to the multimodal environment. The Master Plan would provide land use, urban design, and mobility recommendations to enhance the linkages between land use and multimodal options. The plan would be prepared through a significant public bilingual outreach program.

Community Outreach

- Ongoing meetings were conducted between the City of San Diego and the Southeastern San Diego Community Planning Group between March and December of 2013.
- There was a significant pop up outreach this meant that extra effort was put forth at trolley stops, YMCA's, libraries, The Sherman Heights Community Center and at the soap box derby race.
- Two community workshops were also held to engage the community and receive feedback.

Environmental Justice Community Outreach:

- The National Avenue Master Plan Pamphlet that was distributed amongst the public was written in both English and Spanish so that most members of the community could choose to inform themselves

Project Outcome

- Maintains the existing feel of small block, high density, and human scale development.
- Allows for a compatible range of neighborhood and community, serving retail needs mixed with residential uses.
- Enhances the safety and efficiency of moving pedestrians, bicyclists, transit and vehicles.
- Encourages walking and bicycling with safe and enjoyable facilities.

Successes & Next Steps

- The City of San Diego will begin to seek funding from sources such as the City's Capital Improvement Program.
- Detailed mobility and urban design components will be based on the look of the National Avenue Master Plan.
- The City will begin to implement Traffic-Calming measures for speeding vehicles.
- The City will also begin to plant more shade trees along sidewalks, to supplement existing trees and have more continuous shade for pedestrians.