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GRANTVILLE REDEVELOPMENT PLAN

PROJECT OBJECTIVES

The objectives of the Grantville Redevelopment Project are as follows:

1. Eliminate and prevent the spread of blight and deterioration, as well as redevelop the proposed Redevelopment Project Area in accordance with the General Plan, applicable community plans, this Plan, and local codes and ordinances as these documents exist or may be amended in the future;
2. Improve the flow of traffic through the development of a circulation network that will provide for less congested access to the Mission Gorge corridor and Grantville industrial area, without adversely affecting surrounding residential communities and facilitate traffic and pedestrian enhancements that adequately support land uses, while improving the safety and viability of the Project Area and the surrounding communities. This should include comprehensive coordination of the multiple municipal agencies that have responsibility for planning and land use, traffic control, and funding;
3. Improve public infrastructure and undertake other public improvements in, and of benefit to, the Project Area including: preparation of a comprehensive Public Facilities Financing Plan to address short and long term infrastructure improvements; storm drain improvements (particularly to properties affected by the Alvarado Creek and San Diego River); widening, reducing or otherwise modifying existing roadways or creating additional streets, walkways, and paths for proper pedestrian, bicycle and/or vehicular circulation; and undergrounding electrical distribution lines and telephone lines along major streets;
4. Alleviate the shortage of commercial and industrial parking while avoiding negative impacts on residential neighborhoods by implementing a coordinated and comprehensive plan for the proportional distribution and proper configuration of parking spaces and facilities for existing and future uses;
5. Create an attractive and pleasant environment within the Project Area through streetscape enhancements, revitalization of incompatible uses and obsolete buildings and other viable measures;
6. Enhance economic growth within the Project Area by continuing ongoing efforts to revitalize commercial and industrial areas, particularly the commercial corridor along Mission Gorge Road;
7. Expand employment opportunities in the Project Area for adjacent residents by encouraging the development of professional enterprises and improving accessibility of employment centers within and outside the Project Area;

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8. Explore opportunities in the Project Area for development of mixed residential and commercial uses particularly transit-oriented residential development to take advantage of nearby multi-modal transit system.
9. Focus on the retention and expansion of neighborhood supporting businesses in the Project Area. Ensure the continued viability of the commercial and industrial districts in the face of growing competition from contemporary developments;
10. Ensure that the appearance and character of industrial uses are compatible with the character of the surrounding commercial and residential areas;
11. Address urban runoff and industrial pollution issues to minimize negative impacts on sensitive environmental resources and to optimize the environmental assets of the Project Area such as the San Diego River and Mission Trails Regional Park;
12. Expand community serving recreational opportunities in the Project Area through rehabilitation and expansion of existing park and recreation facilities as well as adding park and recreation facilities and integrating environmentally sensitive recreation activities along the San Diego River, particularly for residents in and near the Project Area and in coordination with nearby school facilities;
13. Support habitat conservation and restoration along the San Diego River in coordination with developed plans for the area and in concert with other related municipal and private entity activities;
14. Improve and/or develop public facility assets and amenities such as schools, community centers, libraries, senior centers, and other community-serving facilities;
and
15. Protect the heritage of the Project Area through the preservation of historical sites.