

Designing space for Farmers Markets & Events in Public Space as a community building method.

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Site Introduction

Site Location

Analysis - Concept Development - Design - Design Analysis

Project Statement:

Open air markets and central gathering places amplify community. Their success leads to thriving surrounding neighborhoods. By focusing on the needs of open air markets throughout park design, the community receives a space that serves as a linchpin to creating *stronger community*.



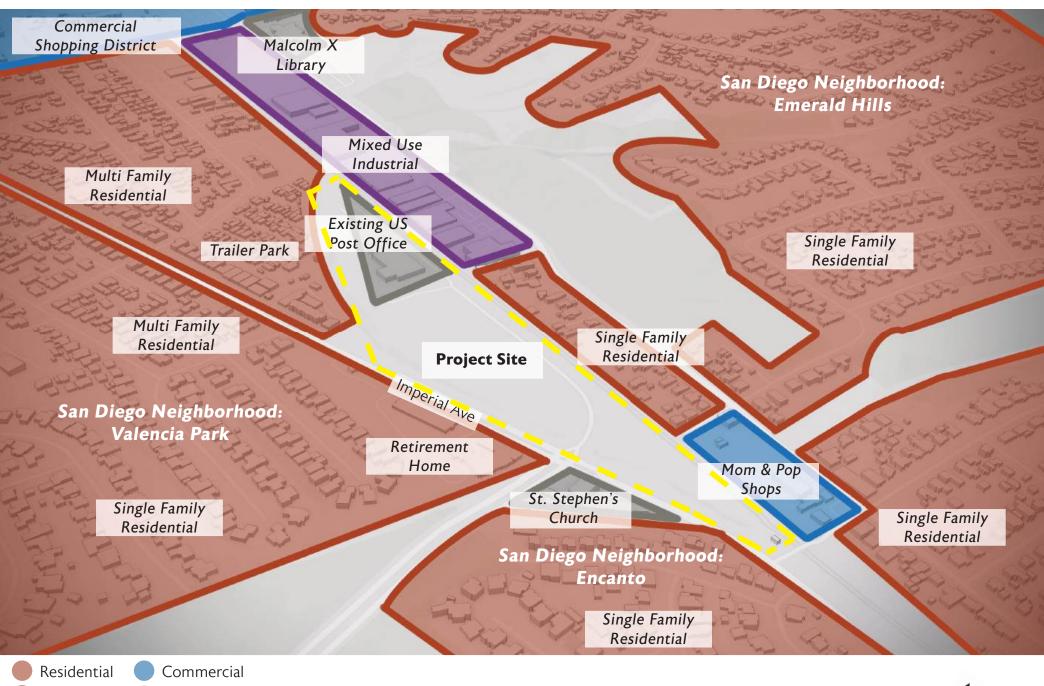
Promise Zone



Surrounding Land Uses

Mixed Use

Civic



Parcel Information

Analysis - Concept Development - Design - Design Analysis



Parcel Owner & Relevant Information

Parcel Acerages Total: 8.14 Total Site Acerages: 18.11

Managed by City of San Diego & its agencies (Fire Authority, Police etc...)

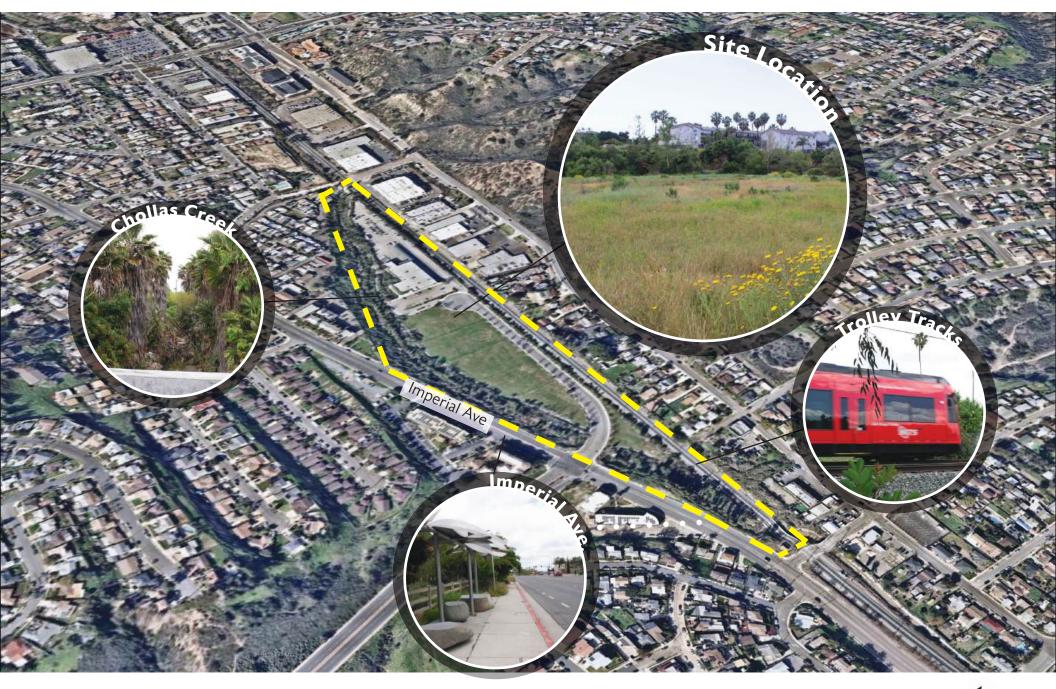
The Post Office Building on this site was Built in 2003 and is still operating and in use as such. It's the only part of the Park that is currently in use, and the road into and out of the site is well traffiked by speeding motorists.

While the site is within San Diego Proper, it is bounded by the disadvantaged communities of Lemon Grove, National City & Unincorporated South San Diego County.

The Valencia Business Park Site sits along a portion of the Chollas Creek, a part of the San Diego Bay Watershed.

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Site Location



Civic Use Areas





Disjointed move from large agricultural lots to city infill with mixed uses

Small time farmers gradually sell their land as it becomes more valuable. Single family houses, multi-plexes, and commericial areas emerge with **poor connections**. The area becomes highly **car-centric**.



Post WWII - Early 2000's

Present Day

The **three neighborhoods** of Encanto, Valencia Park and Emerald Hills sit side by side with **poor connections**.



Early 2000's - Today





Project Justification

Analysis - Concept Development - Design - Design Analysis

Market Park is symptomatic of the lack of programmed parks in Southern San Diego

1. Barred from too many positions of power until the 1970's, the City of San Diego must make improvements to the disadvantaged communities south of the San Diego River - Valencia Business Park, bordered by Encanto, Emerald Hills and Valencia Park.

2. Markets and Outdoor Events provide opportunities for strengthening community ties while providing a place for local small businesses to get a foot hold in the community. The connections formed in this context can in turn strengthen the community as a whole.

3. The History's agricultural roots laid the groundwork for modern day zoning practices that don't include enough programmed open space. Families have pushed for parks where the city resisted, leading to less than ideal conditions in many of them, including Chicano Park. Families need more programmed, culturally appealing, safe & maintained spaces.

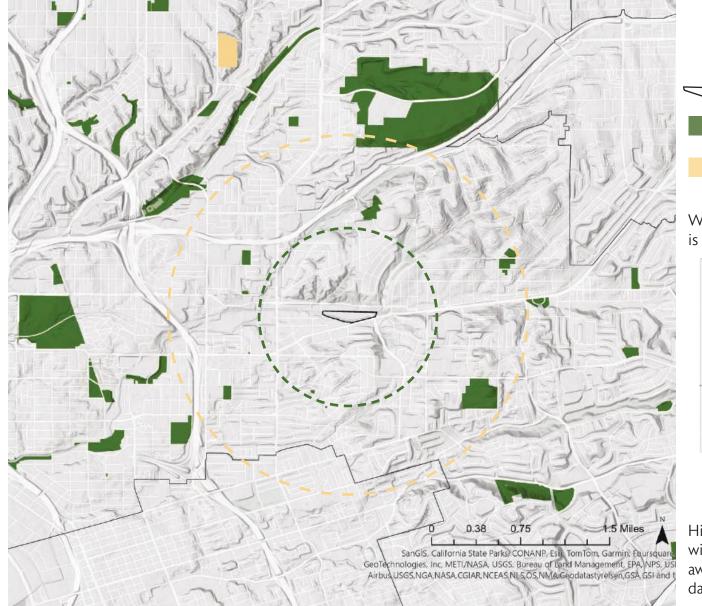


Chicano Park, South San Diego

A park on land reclaimed by the neighborhood of Barrio Logan due to the lack of local park space. Despite attempts to shutter the park and turn it into a California Highway Patrol Station, the site is now a National Historic Landmark. South San Diegans shouldn't have to resort to reclaiming park space. San Diego should take the initiative to develop public space it's citizens need from the beginning.

Community Assessment: Green Space

Analysis - Concept Development - Design - Design Analysis



Valencia Business Park Local Parkland Historic Town Center

Within a simple .75 mile radius of the site, there is only a single small park - La Paz Mini Park.



LA PAZ MINI PARK

Plan Source: KTUA

Historically, there were no 'downtown districts' within 1.5 miles of the site. About two miles away however is a historic neighborhood which dates back to the early 1900's.

Why This Site

Analysis - Concept Development - Design - Design Analysis

Economic opportunity starts small. It isn't big, it isn't permanent and it works best at your doorstep. Creating a space for small businesses to thrive would need to be both near where vendors live, and in a densely populated enough area that consistent

economic activity could become a reality. Prices for starting physical businesses in San Diego have gone through the roof, with the cost of starting a restaurant being \$200K-\$300K. Many of types of establishments have a hard time getting going. Not only do

businesses not qualify for loans until they've existed for at least two years, but many banks don't want to take a gamble on small businesses. However, where there is opportunity, small businesses excel. Take for example the San Diego Little Italy Farmers Market, started during the '08 recession in the middle of the street. It has since grown to be the largest year round Farmers Market in the US. The residents of other parts of San Diego deserve a park that can double as a location for events, farmers markets and even just weekday street vending.

After reaching out to the San Diego Department of Small Business about finding a location in South San Diego that could serve both as a park for local residents, and double as a place that routinely hosted Farmers Markets & Events, the Economic Development Team sent me a list of locations throughout San Diego that they were trying to develop. The Valencia Business Park was near the top of the list as its most recent plans had been upended by a new 'Protected Watershed' designation. This site would need to become something much closer to a park and avoid the originally planned industrial buildings.

Example of High Commercial Rental Prices



Location: Little Italy, San Diego Desirability: !!!!! Use: Retail Size: 2,500 SF Cost Per Square Foot Per Year: \$60/SF/YR Likely Base Rent Per Month: \$12,500+



Location: Normal Heights, San Diego Desirability: !!! Use: Restaurant Size: 3,637 SF Cost Per Square Foot Per Year: \$34.60+/SF/YR Base Rent Per Month: \$10,489.11+NNN



Location: Loma Vista, San Diego Desirability: ! Use: Retail or Office Size: 1,945 SF Cost Per Square Foot Per Year: \$24/SF/YR Likely Base Rent Per Month: \$3,890+

Chollas Creek Regional Watershed Map

Analysis - Concept Development - Design - Design Analysis

Chollas Creek provides the opportunity to connect the site not just to the surrounding physical buildings, but to the further community within South San Diego.

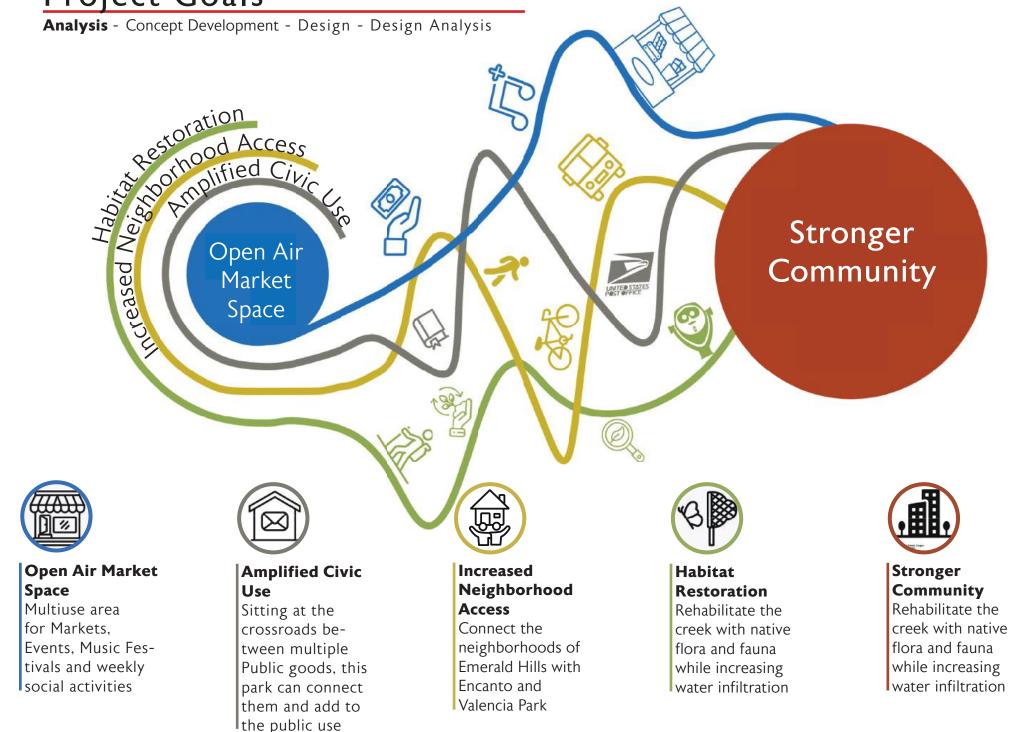
The Chollas Creek Watershed has 4 main tributaries, and with The Valencia Business Park sitting in about the middle of the Southern Most Tributary, it has the unique opportunity of being a way station in between the surrounding communities.

Those same communities have many of the same demographics, meaning that The Valencia Business Park has the capacity to serve not just the surrounding properties, but the surrounding communities.



Project Goals & Justification

Project Goals



The Local User

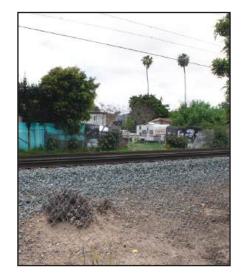
Analysis - Concept Development - Design - Design Analysis





\$55,265 Median HH Income
32.6 y.o. Median Age
26.1% Under 18 y.o.
54.6% of locals own their condo or home
Many own dogs
52.6% work in sectors with long hours
Most own cars
More than 75% of locals commute longer than 15 min
All live in a 'Promise Zone'









Retirees with Security Concerns-All Day Use Needs 2 Parks and no playgrounds within 15 min walk

Site Photos













Site Photos Cont.

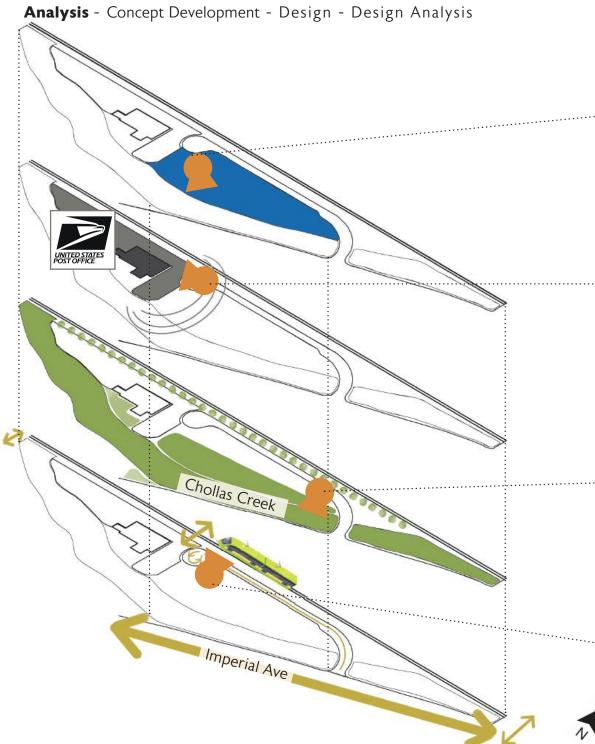








Site Photos in Context



Open Air Market Space



Amplified Civic Use



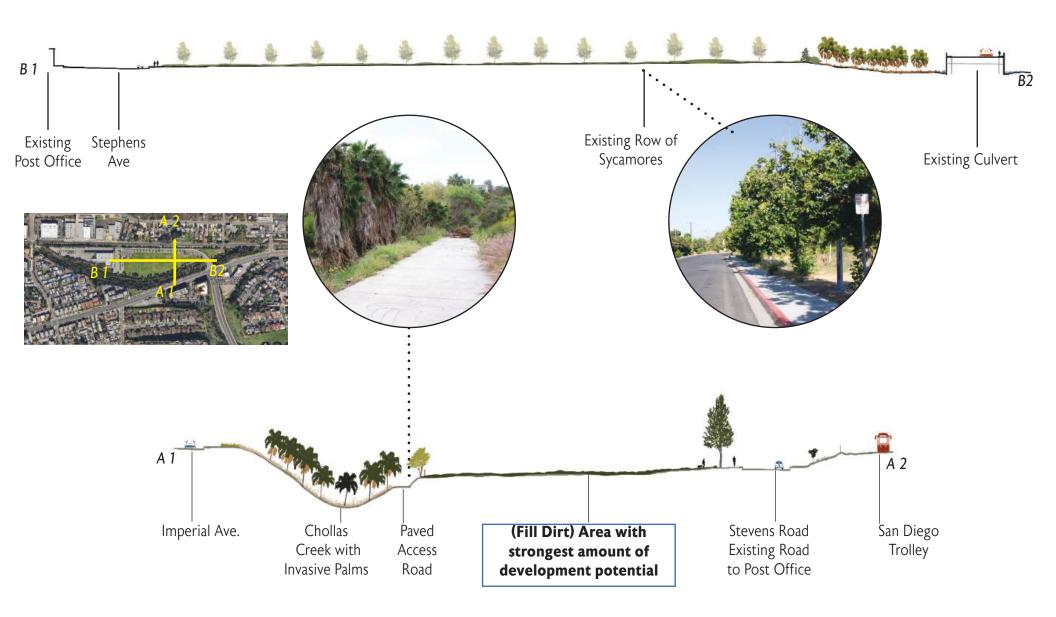
Habitat Restoration



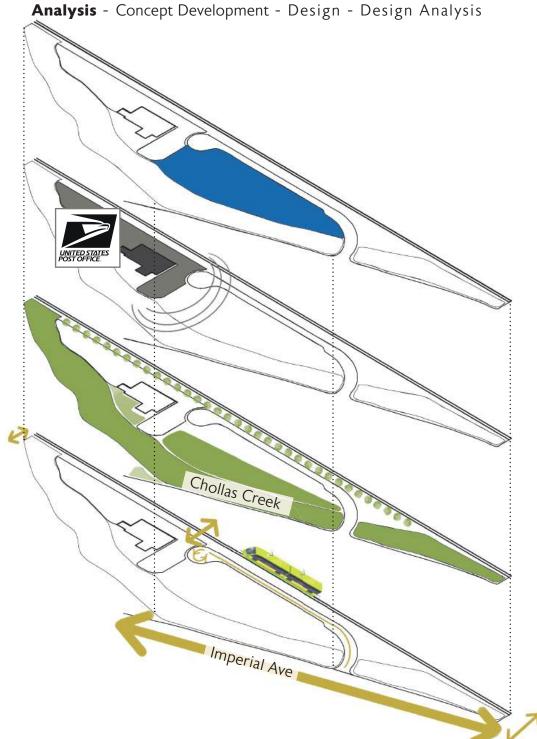
Neighborhood Access



Current Site Sections



Existing Site Conditions



Open Air Market Space

The Great Lawn

Leveled Fill Not currently Programmed Graded with slight elevation change Drains into the creek

Amplified Civic Use

The Post Office Post Office Built in 2003 Expansive Parking lot with Heat Island Effect

Habitat Restoration

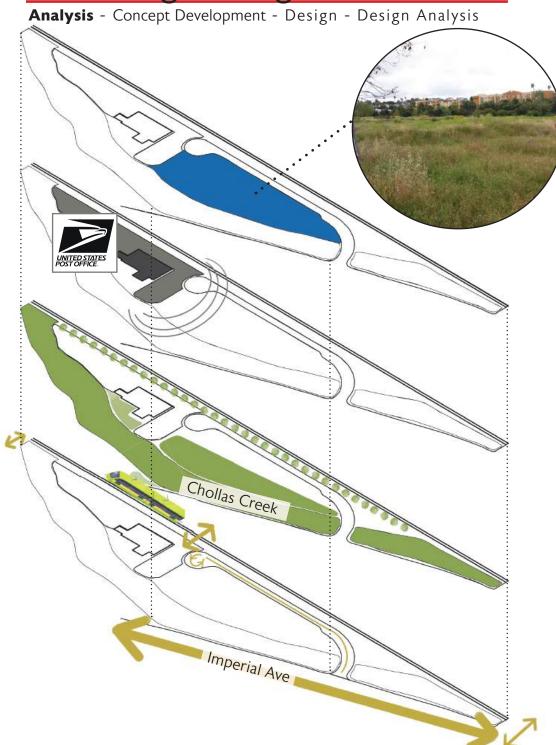
Chollas Creek Degraded Site Unhoused Population Protected Watershed Only Natural Bottom Portion of Creek for Miles

Neighborhood Access

Neighborhood Access

Bounded by fast moving trolley, road, trailer park and creek Bounded by Imperial Ave Insufficient Crosswalks

Site Programing Needs



Open Air Market Space

Main Site Location

Park Programming Central Use Areas Parking for visitors Shade for Activities Diverse Uses

Amplified Civic Use

Connect Local Civic Uses

Existing Post Office Maintain Access Increase Visibility

Habitat Restoration

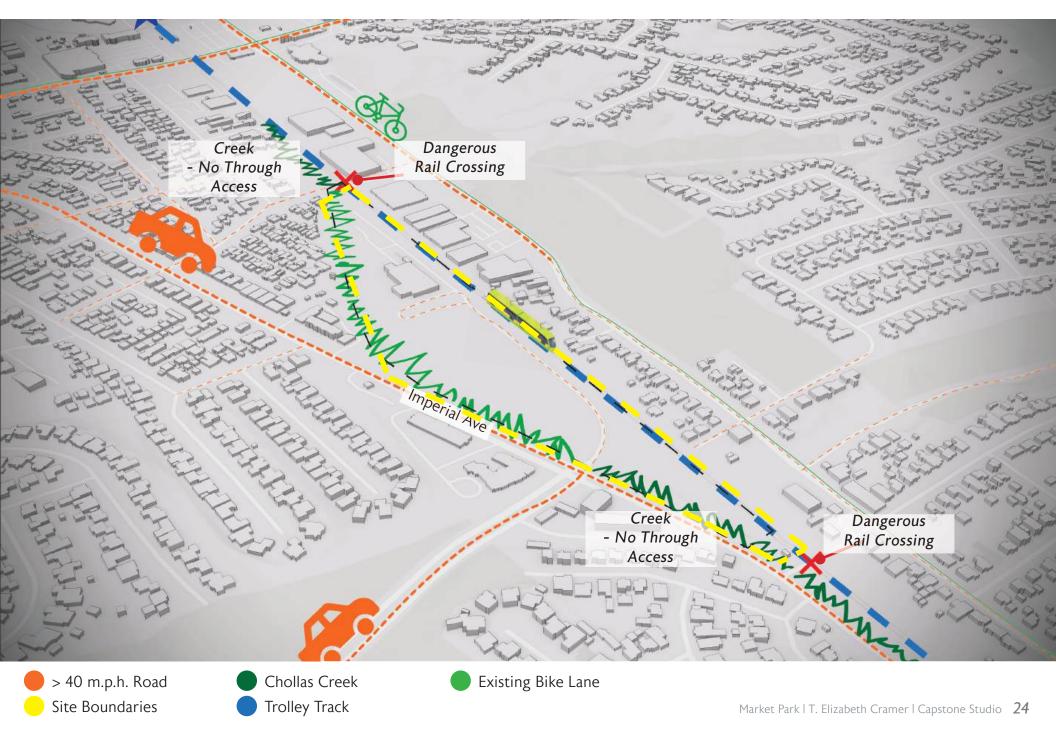
Habitat Restoration

Increased Water Infiltration Connect with other Parks in Chollas Creek Watershed Educational Programming Trash Removal

Neighborhood Access

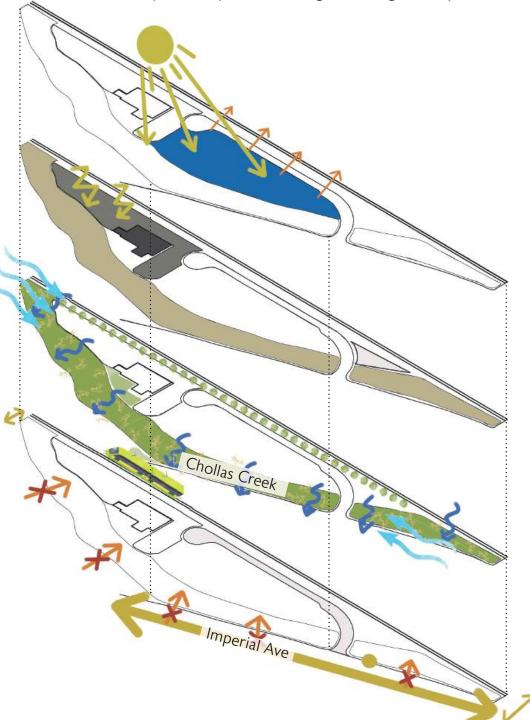
Trolley Crossing Traffic Calming Increased Parking Pedestrian Bridge Concerted Connections

Access & Circulation



<u>Site Analysis</u>

Analysis - Concept Development - Design - Design Analysis



Open Air Market Space

All Day Sun Exposure Unsightly Views to Trolley Tracks Flat Usable Area

Amplified Civic Use

Heat Island Effect on Parking Lot Homeless in the Creek Additional Parking Space

Habitat Restoration

Cozy Private Feel due to Invasive Mexican Palm Trees Soft Bottom Creek Bed Dramatic Need for Rehabilitation

Neighborhood Access

No Current Views into Site Fast Moving Imperial Ave to the South Impassable Trolley Tracks to the North Ringed by Creek with Homeless Problem Bus Stop near entrance

Opportunities & Constraints

Analysis - Concept Development - Design - Design Analysis MAAAAA MAR Chollas Creek Imperial Ave

Open Air Market Space

Opp: 3.5 Acres of Large Flat Space; great for Programming

Const: Noise from Imperial Ave & Trolley Tracks make the site uncomfortable for use

Amplified Civic Use

Opp: Add to the Use of the Post Office that adds considerable foot traffic to the site

Const: Homeless Population in Creek which makes rehabilitation harder

Habitat Restoration

Opp: Rehabilitate Chollas Creek & help infiltrate water into the water table

Const: Existing Culvert & Vehicular Bridge into site making the entry point immovable during design

Neighborhood Access

Opp: 1) Connect Emerald HIIIs on one side of the Trolley Tracks with Encanto & Valencia Park on the other

Opp: 2) Increase views into site & invite people in

Const: Dangerous fast moving Imperial Ave & Trolley Tracks

Market Design

Typical Farmers Market Failings - Vendor

Analysis - Concept Development - Design - Design Analysis





Wastewater

from next door businesses, rain, or other sources



500 lbs Equipment set-up neccesitates vehicular/road access



Theft can be easier with big crowds and temporary set-ups



Excessive Heat impacts everyone



Cars whether illegally parked or driving near by impact safety



Assault by people or unhoused frustrated by adjacent issues

Typical Farmers Market Failings - User

Analysis - Concept Development - Design - Design Analysis

Seating

is desired for

lasting longer

than a few

minutes

social gatherings



Shade

is necessary for comfortable activities and socializing past the early morning

Safety

is key to any sustained activity

Children

need space to engage, play and rest in cooler temperatures

Pets

need cool sidewalk to walk on and ample permeable soil for waste

Elderly

need shade, ample seating along paths and relaxed all day programming

Market Design Principles

- 1. Make the Market Site a journey, a short & stimulating one
- 2. Light it up at night to ensure evening activities thrive
- 3. Ensure Controlled Vehicular Access
- 4. Connect it to areas programmed for local users
- 5. Ensure it adds to the neighborhoods connectivity

Central Vending Area Development

Analysis - Concept Development - Design - Design Analysis



The Main Drag of any Farmers is a lively place. However, it's shape isn't any

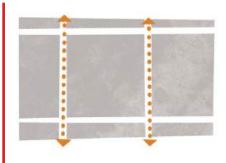
coincidence. Designed to be a part of the path of travel, those farmers markets that are 'on the way to another place' tend to be most popular. While many require that roads close down in order to host them, farmers markets in central plazas or areas where cars do not usually go are optimal for worker safety, and the potential for shade on hot

summer days when vending sales usually being to fall. As shade canopies are

considered obstructions, trees on the south side of the main drag should be purposely planned for. The optimal farmers market 'Drag' is over 40' wide for vendors and the fire line to comfortably operate, and exists on the north side of established shade trees.

Methodology: Jane Jacobs

Analysis - **Concept Development** - Design - Design Analysis



Long blocks tend almost always to be physically self-isolating. Distinctly separate street neighborhoods are nothing to aim for; they are generally a characteristic of Failure.

Case Study: Carnegie Hill Neighborhood

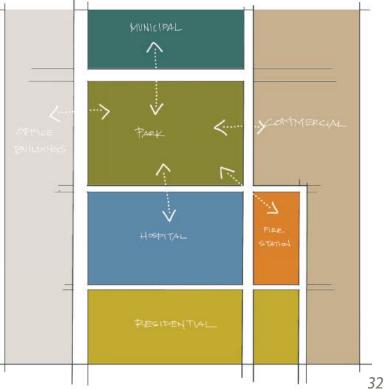
Location: New York City Size: 40 Square Block Characteristic of Note: Streets as Neighborhoods

Relevance to this Project: Organizing around a Character location

The local neighborhood exists both in physical form, and in a community sense. This neighborhood shows that programing, a sense of ownership over a space, the development of small spaces, and a central location that an identity forms around are all crucial to success.



Where our city streets do have sufficient frequency of commerce, general liveliness, use and interest, to cultivate continuities of public street life, we Americans do prove fairly capable at Street Self-Government.



Methodology: Timothy D. Crowe

Analysis - Concept Development - Design - Design Analysis

Crime Prevention Through Environmental Design can be distilled down to:

'Do things you already have to do, just do them a little better'.

Strategies

1. Relocating gathering areas to locations with natural surveillance and access control, or to locations away from the view of the would be offenders.

2. Placing safe activities in unsafe locations to bring along the natural surveillance of these activities to increase the perception of safety for normal users and risk for offenders.

3. Placing unsafe activities in safe spots to overcome the vulnerability of these activities with the natural surveillance and access control of the safe area.

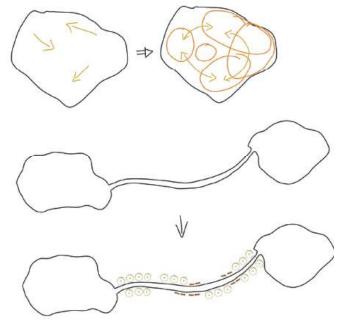
4. Redesigning space to increase the perception or reality of natural surveillance.

Case Study: Oak Cliff, Dallas - A Tightnit Latino Neighborhood

Location: Oak Cliff, Dallas ('The Brooklyn of Texas') Characteristic of Note: Eyes All Day

Situated in an area with a young median age, this site connects multiple uses at multiple times a day to multiple people. A concerted effort to create community and all day uses brings the neighborhood together and makes it safe for a diverse set of uses.

'Once an independent city just across the Trinity River and southwest of downtown, much of the city's southern sector has come to be known by the name "Oak Cliff." Within this zone sit a diverse array of neighborhoods—some more troubled than others, some too-long ignored by City Hall, others among the trendiest in Dallas and attracting residents committed to making them even better.' - Dallas Neighborhood Guide



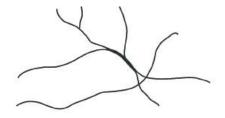






Methodology: Activity Nodes

Analysis - **Concept Development** - Design - Design Analysis

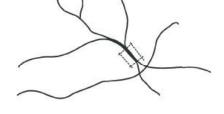


1. Draw together the main paths in the surrounding community. Thus forging new connections is vital.

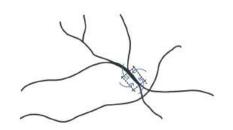
Key takeaways:

While fast traffic and a checkerboard of growth define this neighborhood, the park poses potential as a point of connection. It is able to redirect non-vehicular traffic through it, inviting people to slow down, enjoy themselves and connect.

The disjointedness of the surrounding community, initially a contraint, becomes an opportunity once the vision of connectivity is placed onto the project. It itself becomes a metaphor for what the neighborhood needs. A place in which to connect.



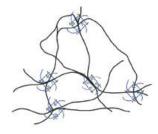
2. To keep the activity concentrated, it is essential to make the squares rather small, smaller than one might imagine.



3. The facilities grouped around any one node must be chosed for their symbiotic relationships... and must attract the same kinds of people, at the same times of day.

The mere creation of the boundary areas, according to this pattern, will begin to give life to the subcultures between the boundaries, by giving them a chance to be themselves.

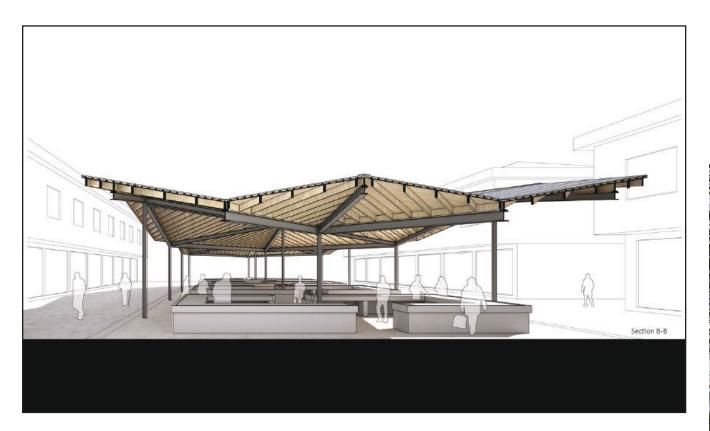
A neighborhood can only have a strong identity if it is protected from heavy traffic.



4. These activity nodes should be rather evenly distributed across the community, so that no house or workplace is more than a few hundred yards from one.

Solutions

Analysis - Concept Development - Design - Design Analysis



Nature Play - Identity Markers -Paths among Nature -Shaded Gathering Spots -Communal Cooking -All Age Play - Controlled Access

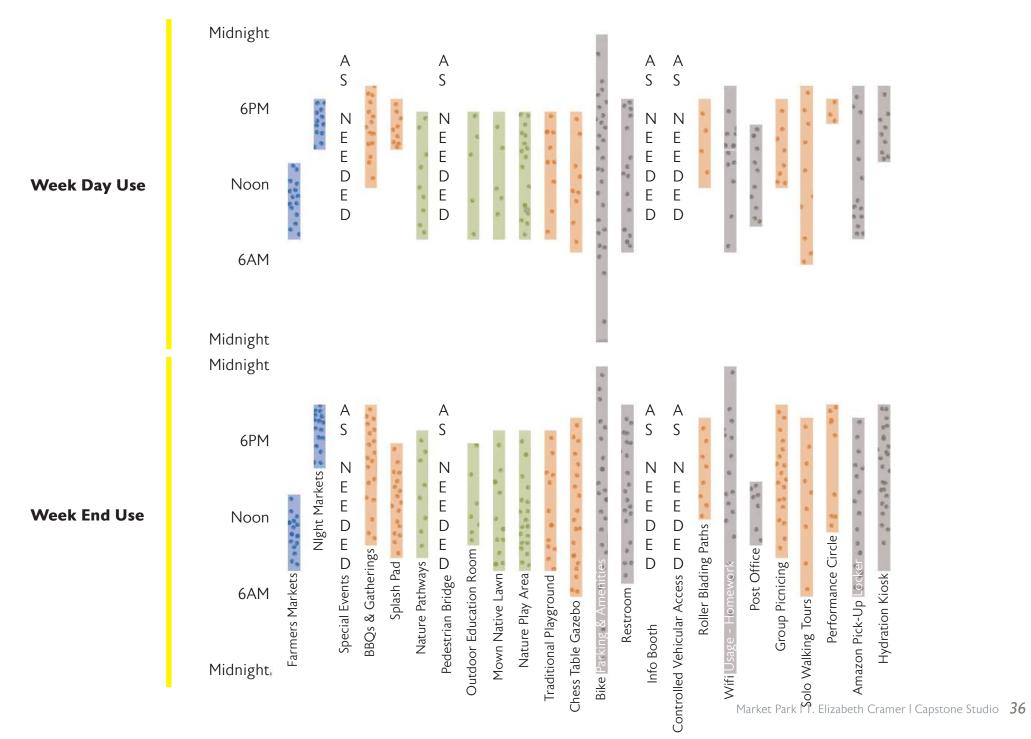








Daily Programming



Concept Development

Concept Metaphor

Analysis - Concept Development - Design - Design Analysis

In the spirit of a creek, this design helps to bring about the many sources of people from the neighboring communities and industrial spaces. It brings them together to form something greater.





Initial Design Concepts

Analysis - Concept Development - Design - Design Analysis



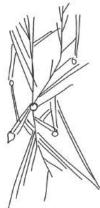
Rhus integrifolia Connected through strength



Programming along protected space invites people in, while respecting clearly defined borders.



Fall Like Water Come together like a creek



Shattered Glass Breaking the Mold of the City



In ground programming helps to define space and flow while maintaining sight lines for safety.



Activity nodes, spaced 150' feet apart help to draw the user along a path and make it a journey.

All design concepts focus on flow and connectivity with concentrated activity nodes.

While all concepts have a metaphor with which they can address the site, their functional form takes the form of a long and 'flowlike' design in some capacity or other. These design ideas concentrate on the fact that in order to make this long and poorly connected site useful to the surrounding communities, disparate uses and needs to end up flowing together, before again parting.

Bubble Diagram

Analysis - Concept Development - Design - Design Analysis



Legend:

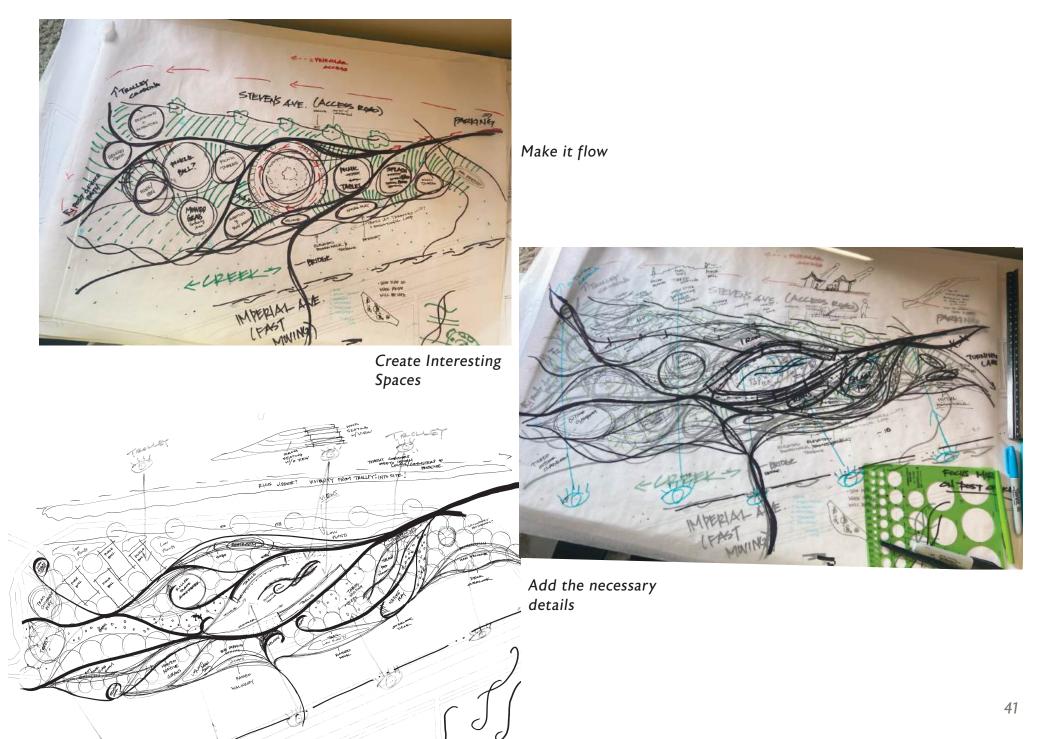
- Vend Vending & Seating Mixed Space Promenade - 'A Place to See & Be Seen' Central Plaza - Mixed Use Dance Theater
- S Scattered Seating
- P Childrens Play Area
- B All day draw (bocce ball courts)
- A Amenities (Bathrooms, water fountains etc.)
- Node Area for seating/education
- R Restoration with programming
- Yellow Dotted Lines Emphasized connectivity paths including pedestrian bridges

Use of the Site is greatly dependent upon Creek Restoration & the addition of pedestrian foot bridges along the periphery. This opens up views within the creek and helps to beckon people into the site.

A main vending area is in the north of the site, allowing passage of cars and firetrucks through the center of it in a road that is usually closed with motorized sinking bollards.

A Central Plaza can be used for dancing, roller skating an any number of other uses - flanked by in ground water features, this accept helps to define the area while providing cooling for the park. A secondary programmed area is on the other side of the existing US Post Office, increasing connection and welcoming cross traffic.

Concept Development



Conceptual Use Areas

Analysis - Concept Development - Design - Design Analysis

Open Air Market Space

High Use Area

Vending Space Splash Pad & Fountain Amphitheater w/ Skating BBQ Area

Amplified Civic Use

Medium Use Area Walkways & Decks Mown Lawn Overlooks Pedestrian Bridge

Habitat Restoration

Low Use Area A Rehabilitated Creek

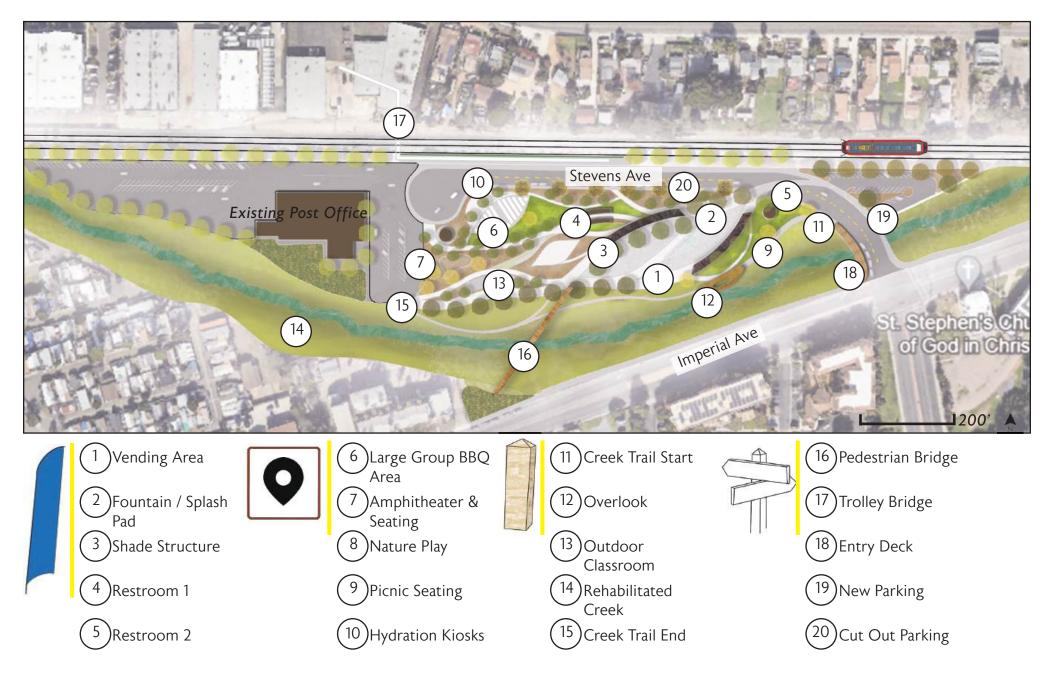
Design

Master Plan



- 1. Make the Market Site a journey, a short & stimulating one
- 2. Light it up at night to ensure evening activities thrive
- 3. Ensure Controlled Vehicular Access
- 4. Connect it to areas programmed for local users
- 5. Ensure it adds to the neighborhoods connectivity

Master Plan - Annotated



Enlargement Areas & Site Access

Analysis - Concept Development - **Design** - Design Analysis



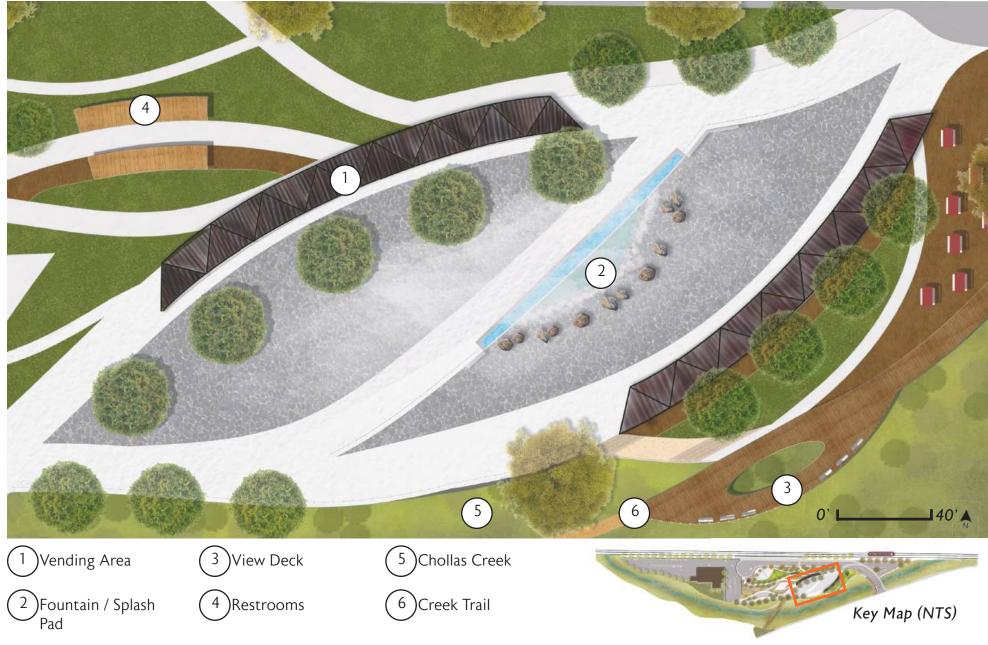
1)Vending Area

2 BBQ to Amphitheater 3 Trolley Connection - Controlled Vehicular Access

Retractable Bollard Location

Enlargement Area 1 - Market Area Base

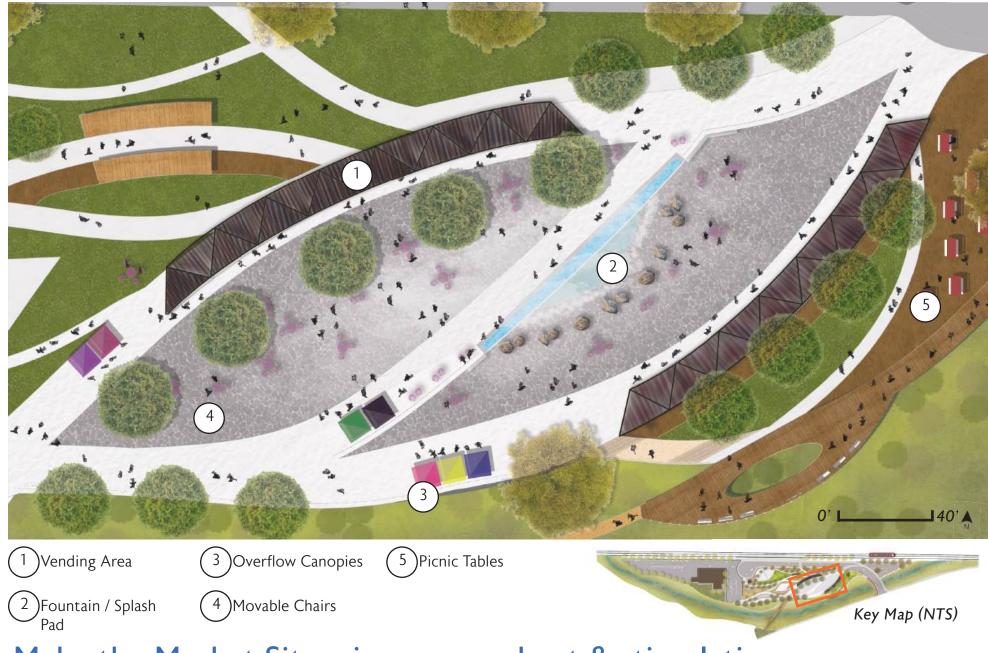
Analysis - Concept Development - **Design** - Design Analysis



1. Make the Market Site a journey, a short & stimulating one

Enlargement Area 1 - Market Use

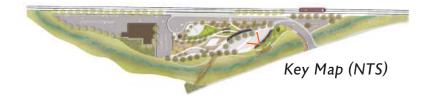
Analysis - Concept Development - **Design** - Design Analysis



1. Make the Market Site a journey, a short & stimulating one

Weekend Farmers Market Scene

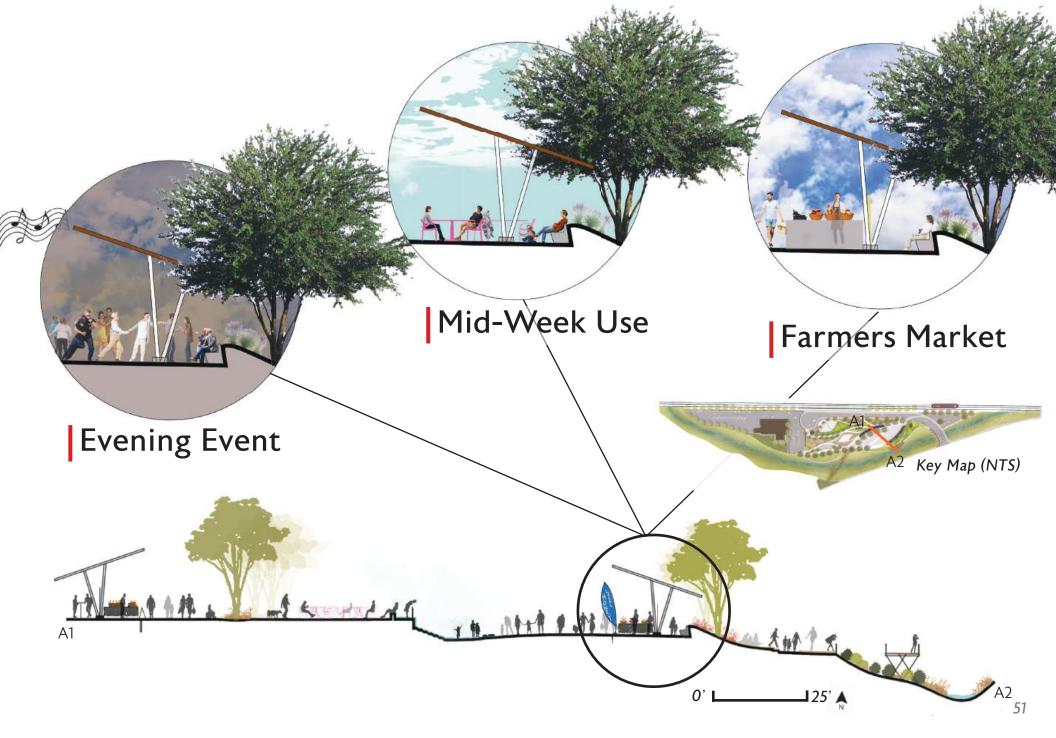




Enlargement Area 1 - Night Use



Multi-Use Shade Structure



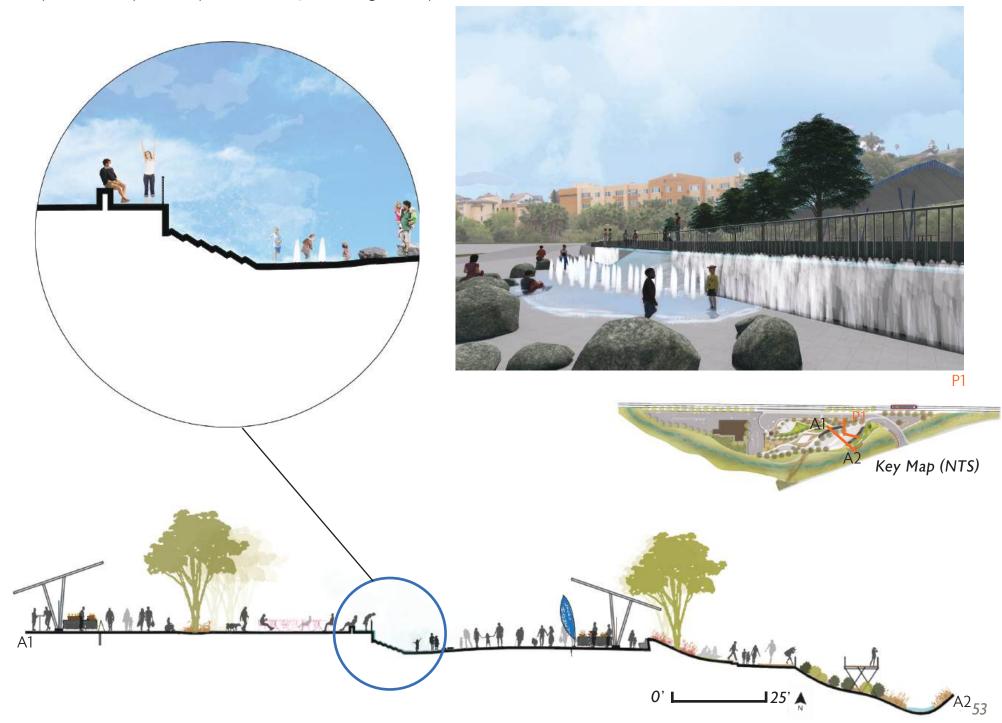
Market Perspectives







Multi-Use Shade Structure



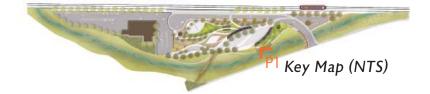
Creek to Market Transition

Analysis - Concept Development - **Design** - Design Analysis



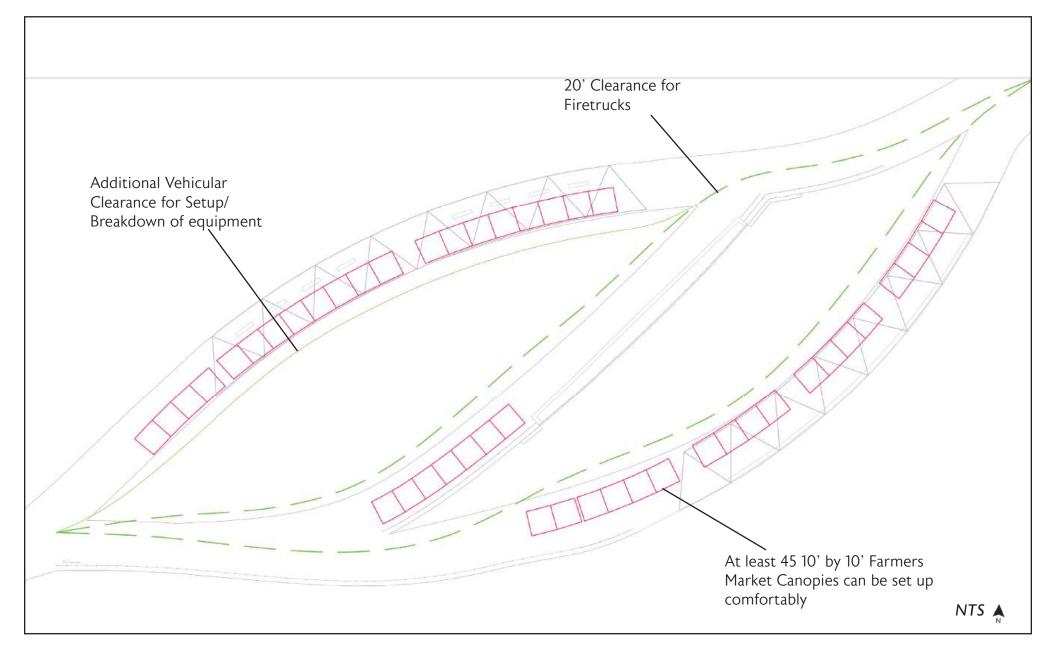
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Farmers Market Diagram

Analysis - Concept Development - **Design** - Design Analysis



3. Ensure Controlled Vehicular Access

BBQ To Amphitheater

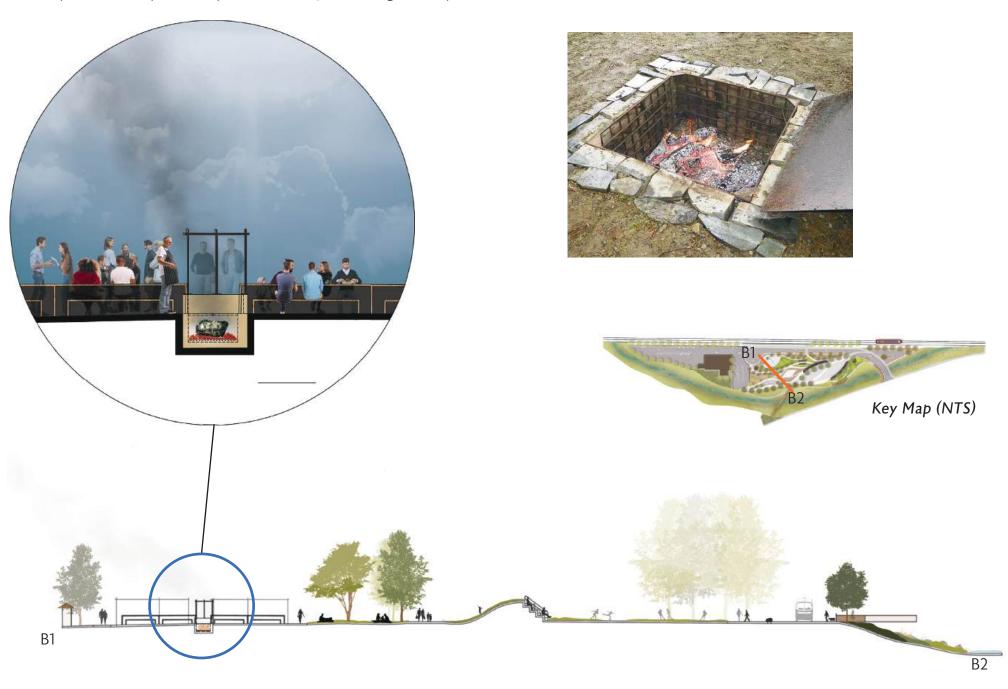
Analysis - Concept Development - **Design** - Design Analysis



4. Connect it to areas programmed for local users

Large BBQ Hangout

Analysis - Concept Development - **Design** - Design Analysis

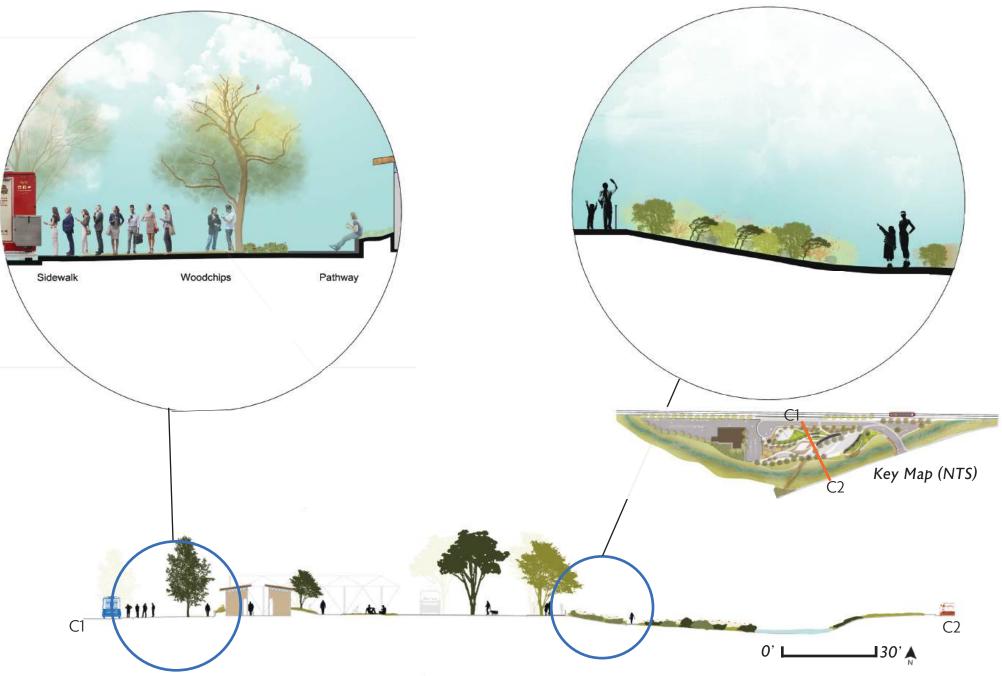


0' Market Park I T. Elizabeth Cramer I Capstone Studio 57

Enlargement Area: Trolley to Market



Stevens Ave to Imperial Ave



In Conclusion

Analysis - Concept Development - Design - **Design Analysis**



- 1. Make the Market Site a journey, a short & stimulating one
- 2. Light it up at night to ensure evening activities thrive
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- 5. Ensure it adds to the neighborhoods connectivity

Thank you.

Bibliography & Acknowledgements

Citations

Page 4 Map

https://earth.google.com/web/search/Valencia+Business+Park/@32.69097848,-117.09304983,29.24486617a,29429.91142801d,35y,-38.20690073h,70.40059967t,0r/data=CoEBGlc-SUQoIMHg4MGQ5NTE2MTdINTM4YTZmOjB4NDJhZDA0YmM5Y2JhZjlxZRIITFDDt1pAQCHJ0dLL3kRdwCoWVmFsZW5jaWEgQnVzaW5lc3MgUGFyaxgCIAEiJgokCbZsmGwIW-0BAEf-DwyZRWkBAGTE8vyNjRF3AIXOKxc8_RV3AOgMKATA

Page 5 Map

https://earth.google.com/web/@32.71534992,-117.09545351,58.18856736a,7219.77621621d,35.00000517y,-56.8893718h,65.59160372t,0r/data=OgMKATA

Page 6 Map (Via ArcGIS)

https://basemaps3d.arcgis.com/arcgis/rest/services/OpenStreetMap3D_Buildings_v1/SceneServer/layers/0 & https://elevation3d.arcgis.com/arcgis/rest/services/WorldElevation3D/ Terrain3D/ImageServer

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Page 8 & 9

https://earth.google.com/web/search/Valencia+Business+Park/@32.71081928,-117.07612835,61.32970832a,1467.98533325d,35y,-52.74268035h,71.93373284t,360r/data=CoEBGIc-SUQoIMHg4MGQ5NTE2MTdINTM4YTZmOjB4NDJhZDA0YmM5Y2JhZjlxZRIITFDDt1pAQCHJ0dLL3kRdwCoWVmFsZW5jaWEgQnVzaW5lc3MgUGFyaxgCIAEiJgokCbZsmGwIW-0BAEf-DwyZRWkBAGTE8vyNjRF3AIXOKxc8_RV3AOgMKATA

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Page 10

Source : Balboa Historical Society for top 5 photos (Purchased with Student Discount) Self for current photos on bottom line

Pages 11

Source: Self Shot Photo

Pages 14

https://www.sandiego.gov/sites/default/files/2024-06/mid-city-atlas_ch6.pdf (pg. 4, lower left hand corner)

Pages 17, 18, 19, 20, 21, 23

Source: Self Shot Photo

Page 24 (Via ArcGIS)

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