

Encanto Neighborhoods



Community Plan Update

EXISTING CONDITIONS REPORT

MARCH 2013

Prepared for

City of San Diego

Prepared by

DYETT & BHATIA
Urban and Regional Planners

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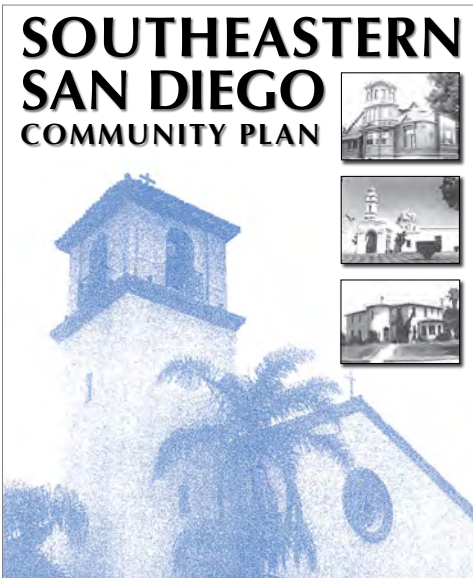
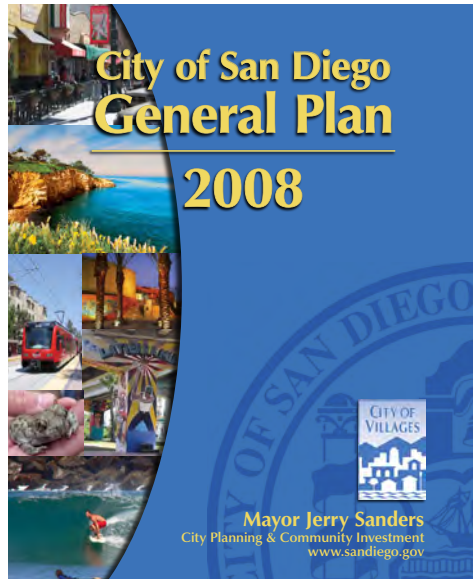
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1 INTRODUCTION

This report provides a baseline of existing conditions, opportunities, and challenges in the Encanto Neighborhoods Community Planning Area. It explores a range of issues that affect quality of life, including land use, transportation, urban design, public facilities, and the natural environment. The final chapter synthesizes these findings to identify a set of key issues that will be addressed during the planning process. This report represents a first step in the process of updating the Encanto Neighborhoods Community Plan and will provide input into development of concepts, choices, and ultimately preparation of the Plan update.



The General Plan provides a framework for development citywide. The current Southeastern San Diego Community Plan identifies more detailed land use designations and policies to address community concerns.

1.1 Community Plan Purpose and Process

General Plan Context

The City of San Diego General Plan provides the broad citywide vision and development framework. Detailed land use designations and policies specific to different city districts are provided within the community plans.

The San Diego General Plan, adopted in 2008, is a comprehensive “blueprint” for San Diego’s growth over the next 20 years. Central to the plan is the “City of Villages” strategy, which focuses growth into pedestrian-friendly, mixed-use activity centers linked to an improved regional transit system. Infill development is promoted to conserve regional open space, promote transit, and revitalize existing communities. The General Plan identifies over 50 community planning areas in the city—including Encanto Neighborhoods—for which community plans are to be developed or updated to provide more localized policies.

Purpose

The current Southeastern San Diego Community Plan provides a framework to guide development in Southeastern San Diego, including the Encanto Neighborhoods. Originally adopted in 1969, it was comprehensively updated in 1987 and has undergone several amendments in the intervening years. The Community Plan update seeks to bring the plan up-to-date by:

- Taking stock in what has been constructed and implemented;
- Analyzing changes in demographics that may affect land use needs;

- Understanding demand for housing and commercial development;
- Working with community members and stakeholders to determine key issues of concern, desires, and preferences to establish a vision and objectives for the plan update; and
- Ensuring that policies and recommendations remain in harmony with the General Plan and citywide policies.

This update process will result in a new Community Plan for the Encanto Neighborhoods specifically; in instances where existing policies continue to reflect existing community needs, these will be retained.

Process

The Community Plan update process will unfold in five phases:

- **Phase 1** includes evaluation of existing conditions and trends (this report).
- **Phase 2** will include community visioning and issue identification, which will be undertaken collaboratively with community members and stakeholders, and will complement the Phase 1 work.
- **Phase 3** will include land use and transportation alternatives that will explore various ways in which the vision could be achieved.
- **Phase 4** will provide community members the opportunity to compare and contrast alternatives and identify a preferred option. This preferred plan will provide the bridge to development of detailed policies and proposals in the Community Plan.

- **Phase 5** will include preparation of the draft Community Plan, which will be refined with community input before it is presented to the Planning Commission and then City Council for adoption.

Community Outreach for Plan preparation

At the crux of the Community Plan update is public involvement. During each phase of the process, community members are being asked for ideas and input through a variety of activities and forums, including:

- Encanto Neighborhoods Community Planning Group meetings
- Community-wide workshops
- Community “audits” (interactive walking tours)
- Community survey
- Stakeholder interviews
- Project website: <http://www.sandiego.gov/planning/community/profiles/southeasternsd/>
- Decision-maker workshops/hearings

Meetings and events will allow opportunities for community members to share their ideas, concerns, and preferences. Educational activities will be designed to provide learning opportunities to improve mobility, housing, recreation, access and quality of life issues for residents, businesses and visitors. To ensure that outreach activities reach the broad spectrum of the population, outreach materials will be available in English and Spanish, and bilingual translation will be available at community workshops.

Summaries of each meeting or event that synthesize major themes will be prepared, and provided online to report back to the community and keep a record of community input and policy direction for development of the Community Plan.

1.2 Regional Location and Planning Boundaries

Regional Location

The Encanto Neighborhoods are located east of Downtown, proximate to major employment and commercial centers in the South Bay and Downtown, as shown in Figure 1-1, and linked to them by freeways, trolleys and buses. Encanto is surrounded by several other community planning areas: Mid-City to the north, Southeastern San Diego to the west, and Skyline-Paradise Hills to the southeast. The cities of Lemon Grove and National City share boundaries to the east and south, respectively. The community is surrounded on two sides by freeways, providing good access to local and regional designations.

Planning Boundaries

The Encanto Neighborhoods Community Planning Area lies south of State Route 94 (SR-94) and east of Interstate 805 (I-805). To the southeast, Encanto is distinguished from Skyline-Paradise Hills along Woodman Street. The city limits of Lemon Grove define the north-east boundary of the Planning Area roughly along 69th Street, while the city limits of National City define the western half of the Planning Area’s the southern boundary. Plaza Boulevard marks the southern boundary to

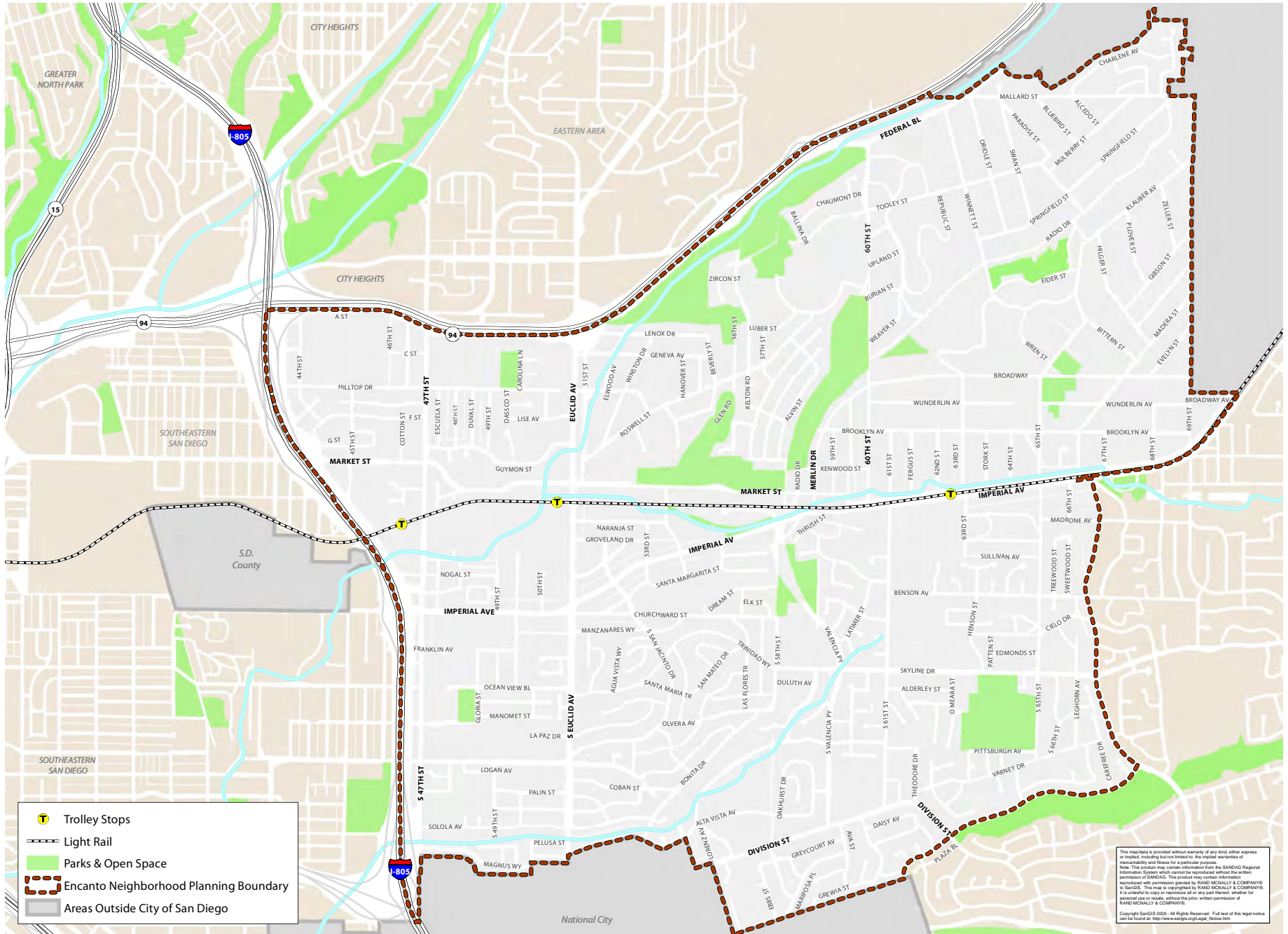


The updated Community Plan will address a range of topics, including housing (top), community facilities (middle), and transportation (bottom).

FIGURE 1-1: Regional Location



FIGURE 1-2: Planning Area Boundary



- Trolley Stops
- Light Rail
- Parks & Open Space
- Encanto Neighborhood Planning Boundary
- Areas Outside City of San Diego

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Data Source:
City of San Diego, 2012; SanGIS Regional
Data Warehouse, 2012;
Dyett & Bhatia, 2012



TABLE 1-1: HOUSEHOLD DEMOGRAPHIC CHARACTERISTICS (2012)		
CHARACTERISTIC	ENCANTO NEIGHBORHOODS DIEGO PLANNING AREA	CITY OF SAN DIEGO
Population	47,706	1,321,315
Households	12,688	510,160
Median Age	30	34
Median Household Income (2010)	\$46,678	\$66,652

Source: SANDAG Regional Warehouse Data, 2012.

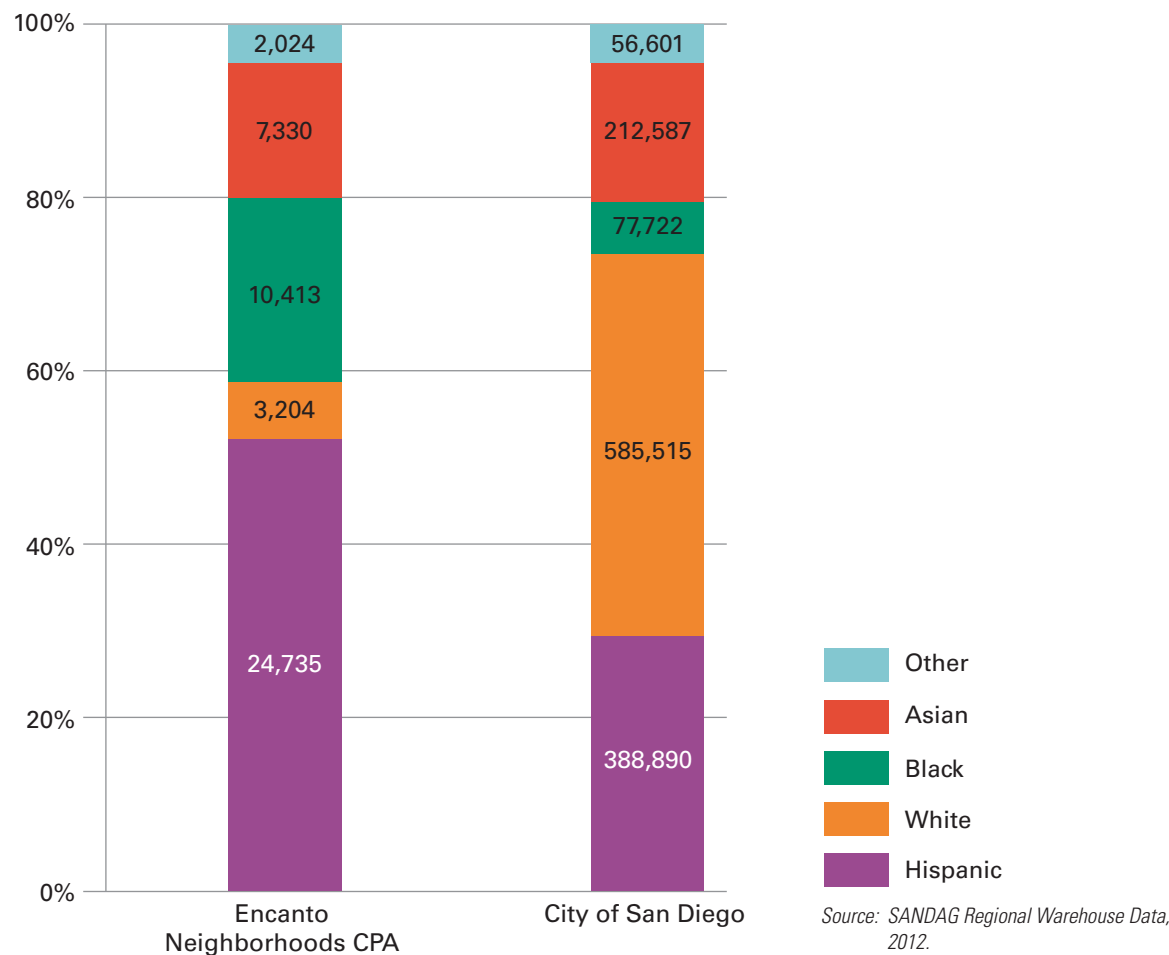
the east, as shown in Figure 1-2. The Planning Area encompasses 3,821 acres. Whereas the current Southeastern San Diego Community Plan is composed of both the Southeastern San Diego and Encanto Neighborhoods Planning Areas, the update will only address the Encanto Neighborhoods boundaries identified here.

1.3 Encanto Neighborhoods Demographic Overview

Table 1-1 provides a snapshot of demographic characteristics in the Planning Area, as well as the city as a whole for comparison purposes. The Encanto Neighborhoods Community Planning Area is home to over 47,000 residents. Compared to the city overall, Encanto Neighborhoods has a somewhat younger population, with a median age of 30 years. Approximately 30 percent of Encanto’s population is under 18 years old. Households in Encanto also have substantially lower incomes: less than \$47,000 compared to nearly \$67,000 citywide. According to the 2011 American Community Survey (Five-Year Estimates), two-thirds of the adult population (25 and over) have completed high school.

Chart 1-1 illustrates the diversity of race and ethnicity in the community. Approximately 52 percent of residents in Encanto are Hispanic compared with 29 citywide; 22 percent of Encanto residents are Black, compared with six percent citywide. Additionally, 15 percent of residents in Encanto are Asian, and seven percent are White. According to the 2011 American Community Survey (Five-Year Estimates), 57 percent of the population speaks a language other than English at home (primarily Spanish), including 32 percent who speak English “less than well.”

CHART 1-1: RACE AND ETHNICITY IN ENCANTO NEIGHBORHOODS AND SAN DIEGO (2012)



1.4 Existing Plans and Efforts Underway

Southeastern San Diego Community Plan

The current Southeastern San Diego Community Plan provides a framework to guide development in the Southeastern community. Originally adopted by City Council in 1969 and updated in 1987, the Plan identifies key issues, goals, and implementation actions for the Southeastern San Diego and Encanto Neighborhoods.

The Plan addresses the following “key issues” in the community through its policies and regulations: need for employment opportunities and commercial shopping; concerns about density; community design and appearance; lack of connectivity on the street system; adequate public facilities including for recreation and education; and the disproportionate number of assisted living housing projects and social services in the community.

Community Plan land use designations, illustrated in Figure 1-3 and described in Table 1-2, address these issues and seek to promote a balance of land uses. As shown in the figure, the majority of the Planning Area is designated as Single-Family Residential. However, west of Euclid Avenue and along Imperial Avenue, much of the Planning Area is designated for Multi-Family Residential and, to a lesser extent, for commercial uses. Institutional and Schools/Public Facilities are designated for City-owned and other public/quasi-public facilities.

TABLE 1-2: EXISTING SOUTHEASTERN SAN DIEGO COMMUNITY PLAN LAND USES	
LAND USE DESIGNATION	DESCRIPTION
<i>Residential</i>	
Single Family (5-10 du/ac)	Intended for residential uses only. Residential designations distinguish between housing type—single-family versus multi-family—and density (measured as dwelling units per acre).
Single Family (10-15 du/ac)	
Multi-Family (15-17 du/ac)	
Multi-Family (15-30 du/ac)	
<i>Non-Residential</i>	
Business Park / Office	Allows office, research and development, and light manufacturing uses.
Community/ General Commercial	Provides for community shopping facilities (e.g. Otto Square)
Neighborhood Commercial	Accommodates local convenience shopping. Housing is only allowed within a mixed-use setting.
Industrial	Intended for industrial uses and office parks.
Specialized Commercial	Accommodates specific commercial uses related to an adjacent use (e.g. cemetery-related services)
<i>Multiple Use</i>	Accommodates commercial or residential uses. Intended to provide a buffer between residential and commercial districts.
<i>Public/Quasi-Public</i>	
Cemetery	Designates the major cemeteries.
Institutional	Designates public or semi-public facilities.
Park	Includes community parks, neighborhood parks, mini-parks, plazas, etc.
Open Space	Provides for preservation of land that has distinctive scenic, natural or cultural features.
Schools/Public Facilities	Designates schools and other education facilities.

Source: City of San Diego General Plan, 2008; and Southeastern San Diego Community Plan. Adopted 1987. Amended 2009.



Most of the Planning Area is designated as Single-Family Residential, particularly east of Euclid Avenue (left, middle). Multi-Family Residential designations predominate west of Euclid Avenue and south of the trolley line (bottom).

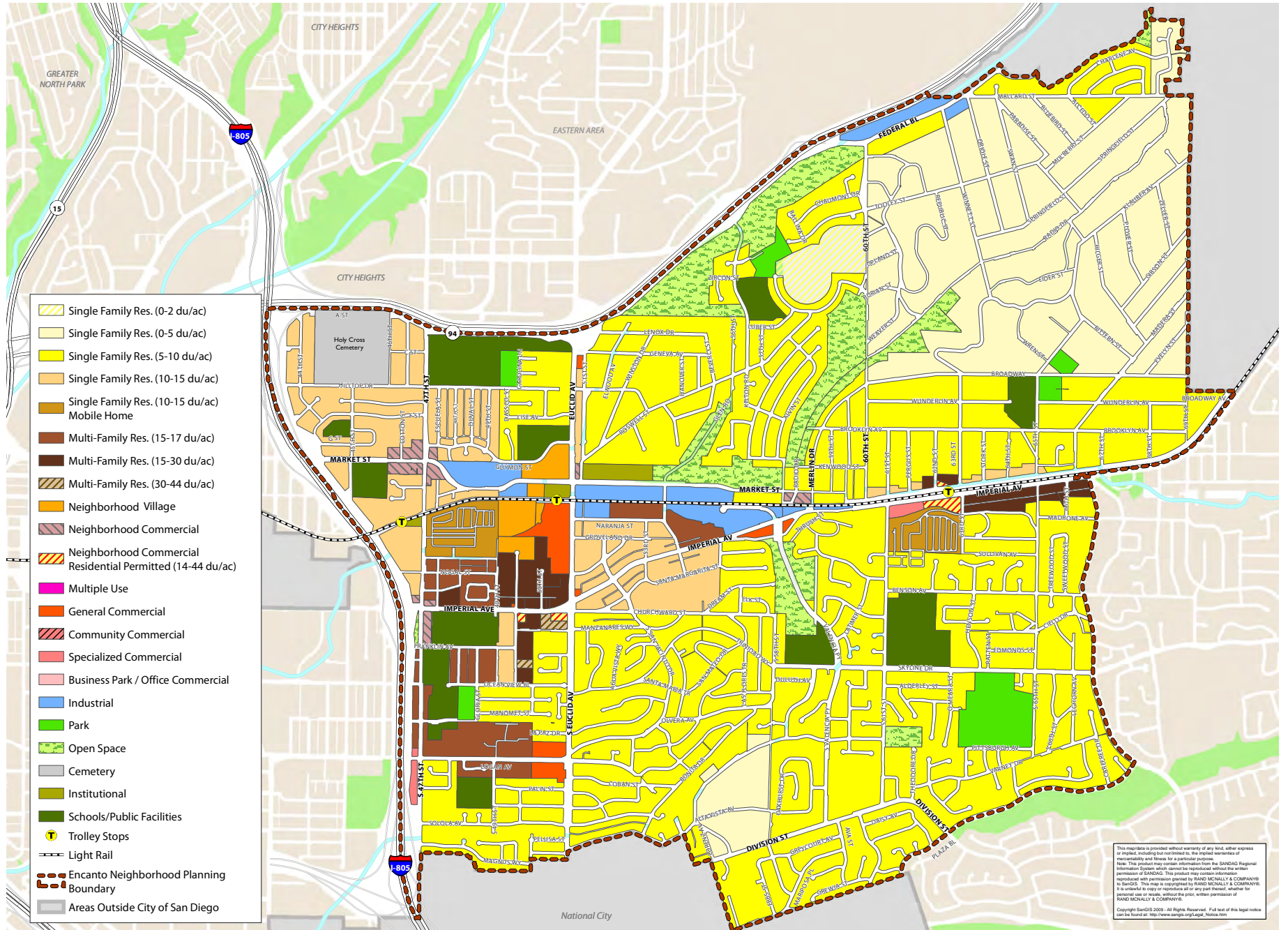


Commercial uses are limited and are concentrated in centers, such as Market and 47th streets (left), Market Creek Plaza (middle), and Imperial Avenue and 62nd Street (right).



Open spaces and parks, such as Emerald Hills Neighborhood, are also designated land uses in the existing Community Plan.

FIGURE 1-3: Community Plan Land Use

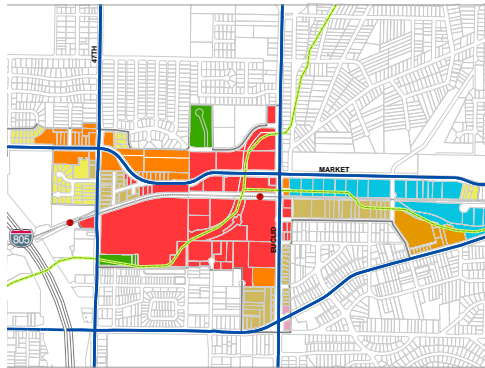


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Section 1F: Pedestrian Trail



Section 1H: Neighborhood Park with Multi-Use Fields



The Euclid+Market Land Use and Mobility Master Plan identifies a land up plan (top) that balances and distributes a mix of land uses to support a “complete” community. It also illustrates ways to improve trail connections along Chollas Creek and between the creek and community uses (bottom).

Area Plans and Studies

In addition to the current Southeastern San Diego Community Plan, there are several other studies and adopted plans that provide more detail on specific topics (e.g. historic resources) or subdistricts (e.g. Euclid & Market Master Plan). These plans are summarized below; boundaries for City plans that have been adopted or are underway are illustrated in Figure 1-4.

Euclid+Market Land Use and Mobility Master Plan (Underway)

The Euclid + Market Land Use and Mobility Plan (EM-LUMP) seeks to promote improved mobility, encourage economic development, and enhance quality of life. The plan will recommend physical and policy actions related to land use and transportation in the 227-acre area in the vicinity of the Village at Market Creek and the 47th Street and Euclid Avenue Trolley Stations. These policies and programs will be included in and implemented by the Encanto Neighborhoods Community Plan. The public review draft was released in February 2013.

Euclid Gateway Master Plan (Underway)

The Euclid Gateway Master Plan has recently been initiated for the segment of Euclid Avenue extending from State Route 94 south to Guymon Street in the Encanto Planning Area. A major purpose of the Euclid Gateway Master Plan is to recommend an appropriate mix of land uses and densities, and balance the needs of all modes of travel along the corridor, resulting in a welcoming roadway that enhances connectivity to residential areas, schools, parks, recreation, shopping and other commercial activities. The Euclid corridor effort

is also intended to develop a “gateway” into the transit oriented development center at Euclid and Market, supporting higher-density infill development and otherwise advancing the City’s efforts to revitalize this urbanized area in an innovative and sustainable manner.

This planning effort is being coordinated with the ongoing Encanto Community Plan update and concurrent study of traffic safety improvements for the State Route 94 interchange at Euclid Avenue, and is intended to complement recent efforts for the Euclid + Market Land Use and Mobility Plan.

Multi-Family Development Guidelines

Adopted in 2009, the Multi-Family Development Guidelines seeks to enable multi-family residential and mixed-use buildings and outdoor spaces that contribute to a dynamic, environmentally sustainable, and visually rich urban environment that promotes social interaction, fosters community pride, and instills a sense of safety and security. The guidelines address site planning, architecture, and landscaping. They are intended to be used within the context of other regulatory controls, including the General Plan, Community Plan, and Planned District Ordinance. They may be used by property owners, developers, and other project applicants to clarify expectations and exemplify best practices to meet requirements. They may also be used by the Planning Group and community at-large to evaluate project applications.

Chollas Creek Enhancement Program

Adopted in 2002, the Chollas Creek Enhancement Program expresses the community's vision for Chollas Creek and includes detailed policies, funding strategies, and a phasing plan to guide the plan's implementation. Chollas Creek is the natural drainage system that traverses the Planning Area. The Emerald Hills Branch runs along SR-94, the Encanto Branch along Imperial Avenue, and the South Branch from Market Creek Plaza southwest toward Southeastern San Diego.

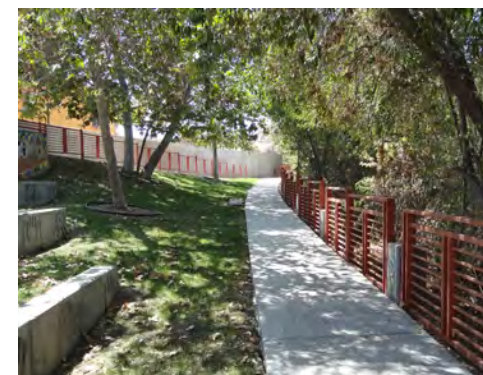
In most sections, Chollas Creek today is an urban creek with little native vegetation and is armored or channelized with concrete or culverts. However, many creek segments, particularly along the South Branch, run within an earthen channel. During heavy winter storms, areas adjacent areas to the Creek may be subject to flooding as discussed in Chapter 7.

Restoring the creek's natural condition and enhancing its corridors with linear parks and trails has been City policy since the late 1970s. The Enhancement Program envisions a linear park encompassing the system's multiple branches, bicycle and pedestrian linkages, a return to the natural state of the creek where feasible, and development that is integrated with the creek and accessible open space to create attractive sustainable spaces. Market Creek Plaza provides an example of a development project that is designed to protect, highlight, and celebrate Chollas Creek.

Multiple Species Conservation Program, City of San Diego Subarea Plan

The Multiple Species Conservation Program (MSCP), involving the City of San Diego and other jurisdictions, is intended to support approximately 85 species by conserving core biological resource areas. Local jurisdictions implement their portions of the MSCP Plan through subarea plans. Together, these plans serve as a multiple species Habitat Conservation Plan pursuant to the federal Endangered Species Act, and a Natural Community Conservation Program (NCCCP) Plan pursuant to the California NCCCP Act of 1991 and the state Endangered Species Act.

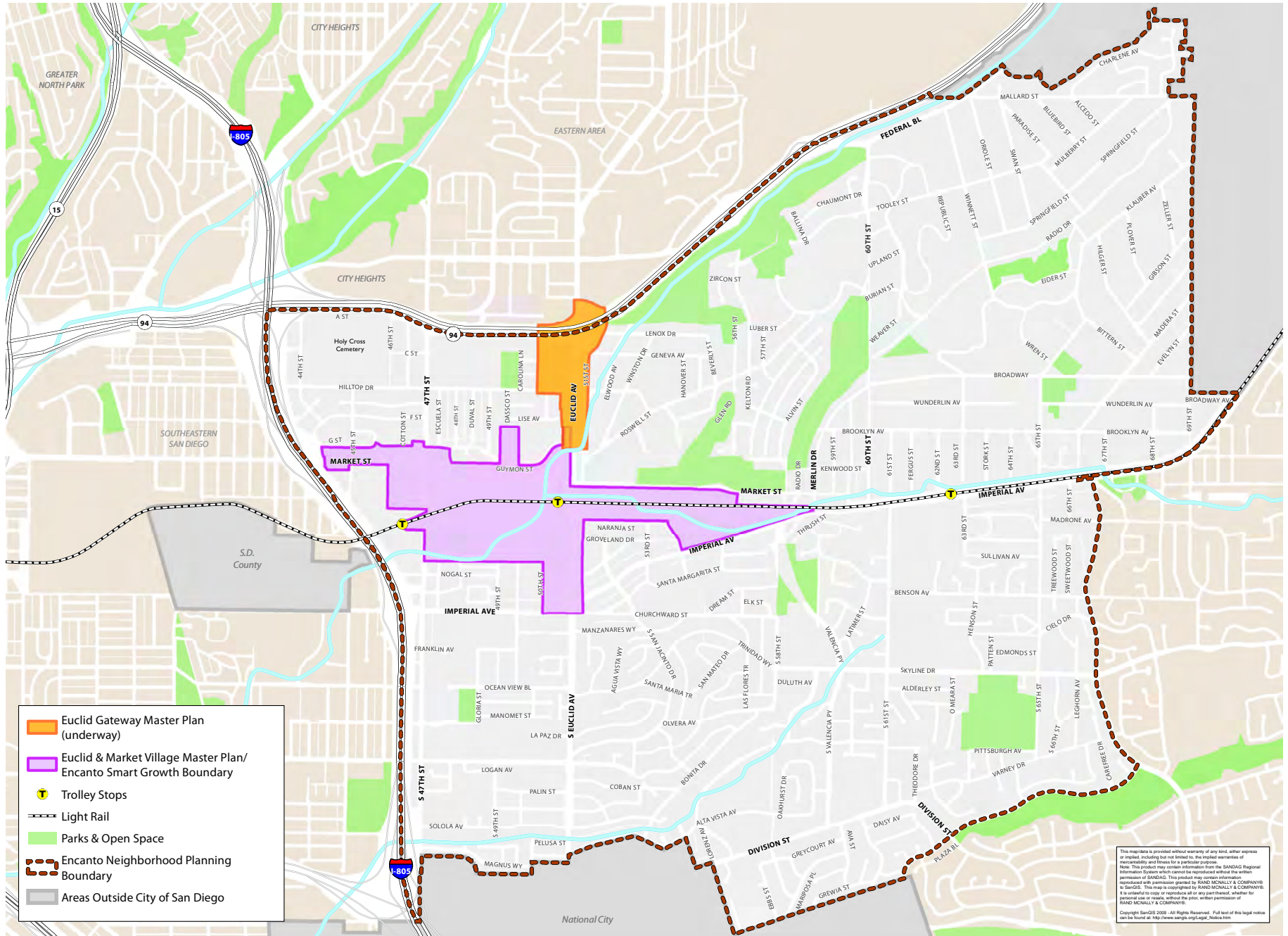
The City of San Diego MSCP Subarea Plan, adopted in 1997, covers approximately 56,831 acres, and includes both publicly-owned and private lands. The Plan anticipates that 94 percent of included public lands would be preserved. Some private lands would be completely preserved through agreements. On other private lands included in the Plan, development is limited to 25 percent of the parcel, and directed to areas of lower quality habitat and/or areas considered less important to the long-term viability of the MHPA. Compatible land uses may include passive recreation, utility lines and roads, essential public facilities, and limited low density residential uses.¹



Access and amenity improvements to Chollas Creek near Euclid Avenue and Market Street exemplify the types of improvements contemplated in the Chollas Creek Enhancement Program.

¹ City of San Diego, *City of San Diego MSCP Subarea Plan*, 1997.

FIGURE 1-4: Existing Plans and Studies



Legend

- Euclid Gateway Master Plan (underway)
- Euclid & Market Village Master Plan/ Encanto Smart Growth Boundary
- Trolley Stops
- Light Rail
- Parks & Open Space
- Encanto Neighborhood Planning Boundary
- Areas Outside City of San Diego

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Land Development Code

The City's Land Development Code documents the procedures and regulations for development within the city. This includes regulations for base zones, design, landscaping, and signs, among other development standards.

Southeastern San Diego Planned District Ordinance

The Southeastern San Diego Planned District Ordinance (Chapter 15, Article 19 of the City of San Diego Municipal Code) implements zoning in the Encanto Neighborhoods. The ordinance defines 28 zoning designations for the Encanto area, as shown in Figure 1-5 and Table 1-3. While nearly all parcels in the Planning Area are designated through the Planned District Ordinance, some sites are identified with base zones (Chapter 13).

Approximately 78 percent of the total land area is designated for single-family residential uses. Multi-family zones are concentrated west of Euclid Avenue and along Imperial Avenue. A limited amount of commercial development is zoned along Market Street and Euclid and Imperial avenues.

Environmentally Sensitive Lands

Environmentally Sensitive Lands (ESL) are established in Chapter 14, Article 3 of the Municipal Code. These regulations are intended to protect, preserve and, where damaged restore, the environmentally sensitive lands of San Diego and the viability of the species supported by those lands. The regulations aim to foster development that retains biodiversity and interconnected habitats,

maximizes physical and visual public access to and along the shoreline, and reduces hazards due to flooding in specific areas while minimizing the need for construction of flood control facilities. They are accompanied by Biology, Steep Hillside, and Coastal Bluffs and Beaches Guidelines to serve as standards for the determination of impacts and mitigation under the California Environmental Quality Act and the California Coastal Act.

The standards implement the Multiple Species Conservation Program (MSCP) by placing priority on the preservation of biological resources within the Multiple Habitat Planning Area, as identified in the City of San Diego Subarea Plan.



Zoning regulations control the type, use, bulk, height, landscaping, and parking, that can be found on a site. They can also separate uses that may not be compatible (top), specify setbacks (middle), and control signage.

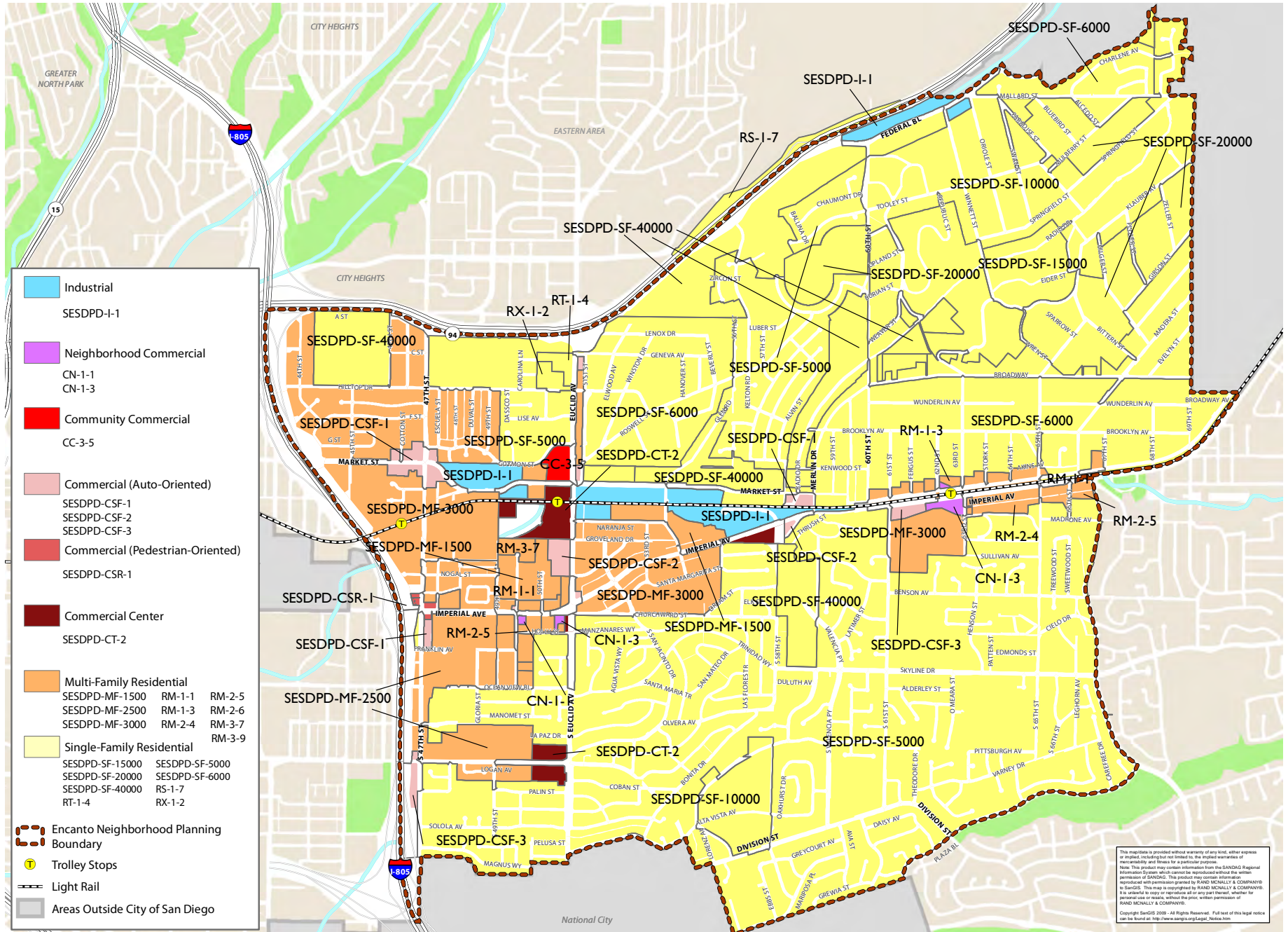
TABLE 1-3: EXISTING ZONING DESIGNATIONS

ZONING DESIGNATION	MAX. DENSITY (DU/AC)	MAX. INTENSITY (FAR)	MAX. BUILDING HEIGHT (FT.)	DESCRIPTION
OP-1-1	n/a	n/a	n/a	Developed public parks and recreation facilities.
SESDPD-CSF-1	n/a	0.5	30	Neighborhood strip commercial auto-oriented development to accommodate convenience goods and professional services and office.
SESDPD-CSF-2	n/a	0.5	none	Community strip commercial auto-oriented development to accommodate shopping and business, including retail and wholesale.
SESDPD-CSF-3	n/a	0.5	none	Recreational strip commercial auto-oriented development, such as hotel, dining, and entertainment.
SESDPD-CSR-1	n/a	0.75	none	Neighborhood commercial development in a pedestrian-oriented environment.
SESDPD-CT-2	n/a	1.0	none	Community commercial centers, with several commercial facilities.
SESDPD-I-1	n/a	1.5	none	Light industrial, including manufacturing and heavy commercial uses (e.g. lumber yards)
SESDPD-MF-1500	29	1.0	30	Multi-family dwellings (including single-family, duplexes and apartments) with minimum land areas per dwelling unit specified (e.g. 3000).
SESDPD-MF-2500	17	1.0	30	
SESDPD-MF-3000	15	1.0	30	
SESDPD-SF-5000	9	0.5	30	Single-family dwellings, with minimum lot sizes specified (e.g. 5000).
SESDPD-SF-6000	7	0.5	30	
SESDPD-SF-10000	4	0.5	30	
SESDPD-SF-15000	3	0.5	30	
SESDPD-SF-20000	2	0.5	30	
SESDPD-SF-40000	1	0.5	30	

1. Includes bonus for mixed use.

Source: San Diego Municipal Code: Chapter 15, Article 19, Division 3 (Southeastern); Chapter 15, Article 15, Division 3 (Mount Hope) and Chapter 13, Article 1, Division 5 (Base Zones).

FIGURE 1-5: Zoning Designations



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Data Source:
City of San Diego, 2012; SanGIS Regional Data Warehouse, 2012; Dyett & Bhatia, 2012



1.5 Report Organization

This report represents one of the first steps toward the development of the Encanto Neighborhoods Community Plan. It provides a summary of existing conditions, opportunities, and challenges related to land use, urban design, transportation, the environment, public facilities and infrastructure; and identifies key issues that will be addressed during the planning process. (An analysis of market demand and economic factors will be distributed separately.)

This report is organized as follows:

- **Chapter 1: Introduction** includes an overview of the project, planning area, and discussion of the existing planning context (adopted and ongoing planning efforts and policies).
- **Chapter 2: Land Use** analyzes land use, current development projects, potential opportunity sites, and development potential.
- **Chapter 3: Mobility** describes existing conditions related to streets, vehicles, and parking, as well as bicycles, pedestrians, and public transit.
- **Chapter 4: Urban Design** describes community character and identity and explores urban form, including building types, massing, and street trees.
- **Chapter 5: Historic Context** documents historic districts and structures and the evolution of the community's people, and built environment.
- **Chapter 6: Public Facilities, Services and Safety** describes educational facilities, public safety services, infrastructure systems, and park and recreation facilities in order to understand existing capacity.
- **Chapter 7: Conservation, Noise, and Hazards** analyzes existing conditions of key environmental topics including: air quality, emissions, noise, and hazardous materials.
- **Chapter 8: Planning Issues and Implications** identifies key issues that emerged from this analysis that will need to be addressed by the planning team, the Community Planning Group, and other community members through this planning process.



2 LAND USE

The Encanto Community Planning Area is composed of primarily residential neighborhoods. The commercial core is located on Imperial Avenue and Euclid avenues, the community's primary east-west and north-south corridors. Neighborhoods west of Euclid Avenue are somewhat older and characterized by gridded streets and a mixture of land uses. Neighborhoods to the east are interspersed with hillsides and canyons. Encanto has seen little development in recent years, despite an in-city location and accessibility by the freeway and transit systems. This chapter analyzes the physical character, land use patterns, and potential development sites in the Planning Area.



Seventy percent of land in the Planning Area is residential (top). Community facilities (middle) and parks and open space (bottom) account for 8 and 9 percent of Planning Area land, respectively.

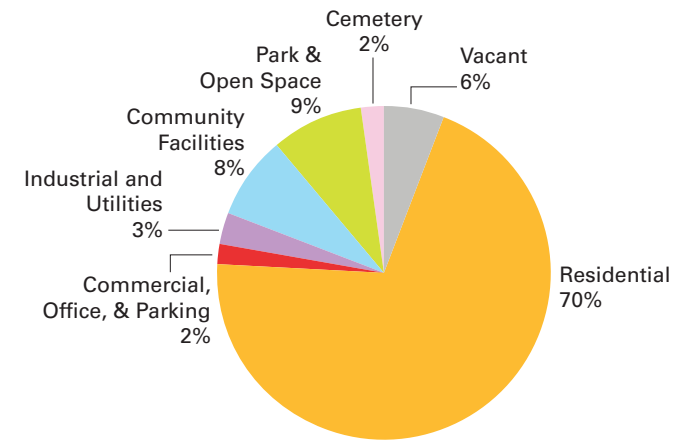
2.1 Existing Land Use

Land Use Pattern

Single-family residential development predominates in the Encanto Planning Area, as shown in Figure 2-1. Neighborhoods west of Euclid Avenue have a greater diversity of land uses, including a commercial and employment core along Euclid, multi-family housing, and large school sites to the south in Lincoln Park and to the north in Chollas View. East of Euclid Avenue, a mix of single-family and small-scale multi-family residential exists along the Imperial Avenue corridor. Employment uses are concentrated along the Market Street corridor.

Chart 2-1 shows the proportion of land occupied by different uses in the Planning Area. The Planning Area includes 3,821 gross acres of land. Of the 2,994 acres not including streets and public right-of-way, 70 percent, or 2,109 acres, is residential, including 1,950 acres of single-family and 159 acres of multi-family residential. Community facilities, including schools, churches, community centers, fire and police stations, account for 248 acres, or eight percent of the Planning Area, while parks and other open space account for 267 acres (nine percent). Commercial uses, including offices and parking, comprise 58 acres (just two percent of the total) and industrial uses and utilities account for 78 acres (three percent of the total). Holy Cross Cemetery occupies 45 acres in the Planning Area's northwest corner. There are 190 acres of vacant land, accounting for six percent of the total.

CHART 2-1: EXISTING LAND USE IN THE PLANNING AREA, BY ACRES AND PERCENT SHARE



1. Does not include roads and other rights-of-way.

Source: City of San Diego, 2008; Dyett & Bhatia, 2012.



Encanto has a higher proportion of detached single-family housing and a lower proportion of multi-family housing compared to San Diego as a whole. A selection of housing types present in Encanto is pictured here.

Residential

San Diego Association of Governments (SANDAG), the metropolitan planning organization (MPO) for the San Diego region, finds that as of 2012 there were a total of 13,143 housing units in Encanto. Of these, 8,186 were single-family detached (62 percent); 1,870 were single-family, multiple-unit (14 percent); 2,477 were multi-family (19 percent); and 610 were mobile home or other (five percent). The number of households living in the Planning Area (12,688) is slightly smaller than the number of units, due to vacancy. As Table 2-1 shows, Encanto has a substantially higher proportion of detached single-family housing and a correspondingly lower proportion of multi-family housing compared to San Diego as a whole. Most of Encanto’s multi-family housing is located in larger buildings or complexes, but

a portion is located in attached structures or on single-family lots with more than one unit. Meanwhile, a portion of the community’s residential units are mobile homes; these are concentrated at the El Rey Plaza mobile home park on the east side of 47th Street and Summit Ridge in the Encanto neighborhood. The City’s land use data classify housing in only two categories, single-family and multi-family, and show a 75 percent/25 percent split. These data correspond to Figure 2-1.

The Planning Area houses a total population of 47,706 in 2012, with an average household size of 3.94. This is significantly larger than in the 2.59 persons per household average for the City of San Diego overall, as shown in Table 2-1.

TABLE 2-1: HOUSING CHARACTERISTICS FOR THE ENCANTO PLANNING AREA AND THE CITY OF SAN DIEGO		
HOUSING CHARACTERISTICS	ENCANTO ¹	CITY OF SAN DIEGO
Single-Family Detached	62%	41%
Single-Family - Multiple Unit	14%	13%
Multi-Family Residential	19%	45%
Mobile Home and Other	5%	1%
Persons per Household	3.76	2.59
Vacancy Rate	4.0%	5.5%
Built Before 1950	9%	12%
Owner occupied	57%	50%
Renter occupied	43%	50%
More than 1 Occupant per Room	15%	6%
Monthly Owner Costs 35% or More of Household Income	38%	34%
Gross Rent 35% or More of Household Income	55%	45%

¹ Encanto Planning Area includes Census Tracts 30.01, 30.03, 30.04, 31.01, 31.11, 31.12, 31.13, 33.04, 33.05, and 34.04.

Source: SANDAG, 2012 for housing types, persons per household, and vacancy rate. US Census Bureau, American Community Survey 2006-2010 for other data.

Encanto developed almost entirely since the Second World War, and its housing stock is slightly younger than the City’s as a whole. As Table 2-1 shows, just nine percent of housing units in Encanto were built before 1950, compared to 12 percent citywide. A somewhat higher proportion of Encanto’s households are owner-occupied than in San Diego as a whole (57 percent compared to 50 percent), and the vacancy rate is lower (4 percent compared to 5.5 percent. Households in Encanto have more persons on average than in San Diego as a whole (3.76 compared to 2.59), and housing units in Encanto are also somewhat more crowded: 15 percent have more than one occupant per room, compared to six percent in the city as a whole. A slightly higher proportion of both owners and renters pay more than 35 percent of their income on housing.

Non-Residential

There was approximately 3.1 million square feet of business and institutional space in the Planning Area as of 2008, as shown in Table 2-2. Community facilities, including schools and churches, represented the largest share of non-residential space, with nearly 1.9 million square feet, or 61 percent of the total. Industrial uses and utilities accounted for about 467,000 square feet or 15 percent, mainly along the Trolley line and

Market Street and also including a large telecommunications site in Emerald Hills. Commercial land uses made up about 439,000 square feet (14 percent of the total), while office uses comprised 190,000 square feet (6 percent of the total); both concentrated along Euclid and Imperial avenues.

As Figure 2-2 shows, the Food 4 Less at Market Creek Plaza is currently the Planning Area’s only full-service grocery store, and other commercial categories are also very limited, leaving much of Encanto without easy access to basic commercial services. Anecdotally, residents say they leave the Planning Area, for example to Foodland or Wrigley’s just north and south of the Planning Area, respectively, or further into Lemon Grove, Southeastern, or other parts of San Diego.

The primary commercial corridors in the western part of the Planning Area—Euclid and Market—are underdeveloped, with a large amount of vacant land. This presents an important growth opportunity, especially at the heart of the community around the Euclid/Market Trolley station. Imperial Avenue is the only commercial location for the eastern neighborhoods, and currently has very limited activity and potential to be a more active spine.



Community facilities including churches and schools account for the largest share of non-residential space (top). Industrial and commercial uses are concentrated along Market Street (middle) and Euclid Avenue (bottom).

TABLE 2-2: NON-RESIDENTIAL BUILDING AREA			
LAND USE	BUILDING SQUARE FEET	PERCENT OF TOTAL NON-RESIDENTIAL SPACE	
Commercial	439,023	14%	
Office	190,797	6%	
Industrial and Utilities	467,048	15%	
Community Facilities	1,886,667	61%	
Other	130,421	4%	
TOTAL	3,113,956	100%	

Source: City of San Diego, 2008; Dyett & Bhatia, 2012.

A more detailed discussion of jobs and employment area is provided in the accompanying Market Demand Study, produced by Keyser Marston Associates.

2.2 Density and Intensity

Residential and Population Density

Housing in the Planning Area has an overall density of 6.2 units per acre on residential land. Single-family housing averages 5.0 units per acre, reflecting a combination of typical urban and suburban lots in the western and central neighborhoods and very low-density lots in the Encanto neighborhood, especially in the northeast. Multi-family housing averages slightly over 20 units per acre. Encanto provides the opportunity for well-located, mixed-use infill development that raises the overall density while providing greater access to services.

The Planning Area is more densely developed than the city as a whole, and its households are larger, resulting in a population density of about 8,000 persons per square mile, compared to approximately 4,000 persons per square mile citywide. (San Diego also has large expanses of open spaces and mesas, which bring down the citywide population density.)

Within the Planning Area, population density varies from less than five people per acre in Broadway Heights and parts of Encanto to between 20 and 30 people per acre in areas on both sides of Euclid Avenue south of the Trolley line. In general, density is highest in the flatter and more gridded western section of the Planning Area, as shown in Figure 2-3.

Non-Residential Intensity

Intensity of non-residential development (office, commercial, and industrial) is measured by Floor Area Ratio (FAR). The FAR measurement describes the ratio of building floor area to lot size. Thus, a two-story building covering 100 percent of a parcel will result in an FAR of 2.0, as will a four-story building covering 50 percent of a parcel. Intensities are fairly low in the Planning Area, as shown in Figure 2-4. Overall, non-residential buildings in the Planning Area have an average FAR of 0.18, with the highest average intensity (0.41 FAR) in the office category and the lowest intensities (0.14 and 0.17) in the industrial and utilities and community facilities categories, respectively.

Building Heights

Building heights affect the character of streets and public spaces in Encanto. Most buildings in the community are limited to one or two stories, with some exceptions for major institutional structures. This change in height enhances the importance of those uses and allows them to serve as landmarks in the community. Where building height is combined with proximity to a slope or the creek, such as in the Jacobs Center, St. Rita's or the Elementary Institute of Science, the effect is quite powerful. However, the predominantly low-rise character of the community coupled with wide streets contributes to the expansive nature of the area.



Housing in the Planning Area has an overall density of 6.2 units per acre, representing a combination of lot sizes and housing types (top and middle). Most buildings are limited to one or two stories, with some exceptions for major institutional structures (bottom).

FIGURE 2-3: Residential Density

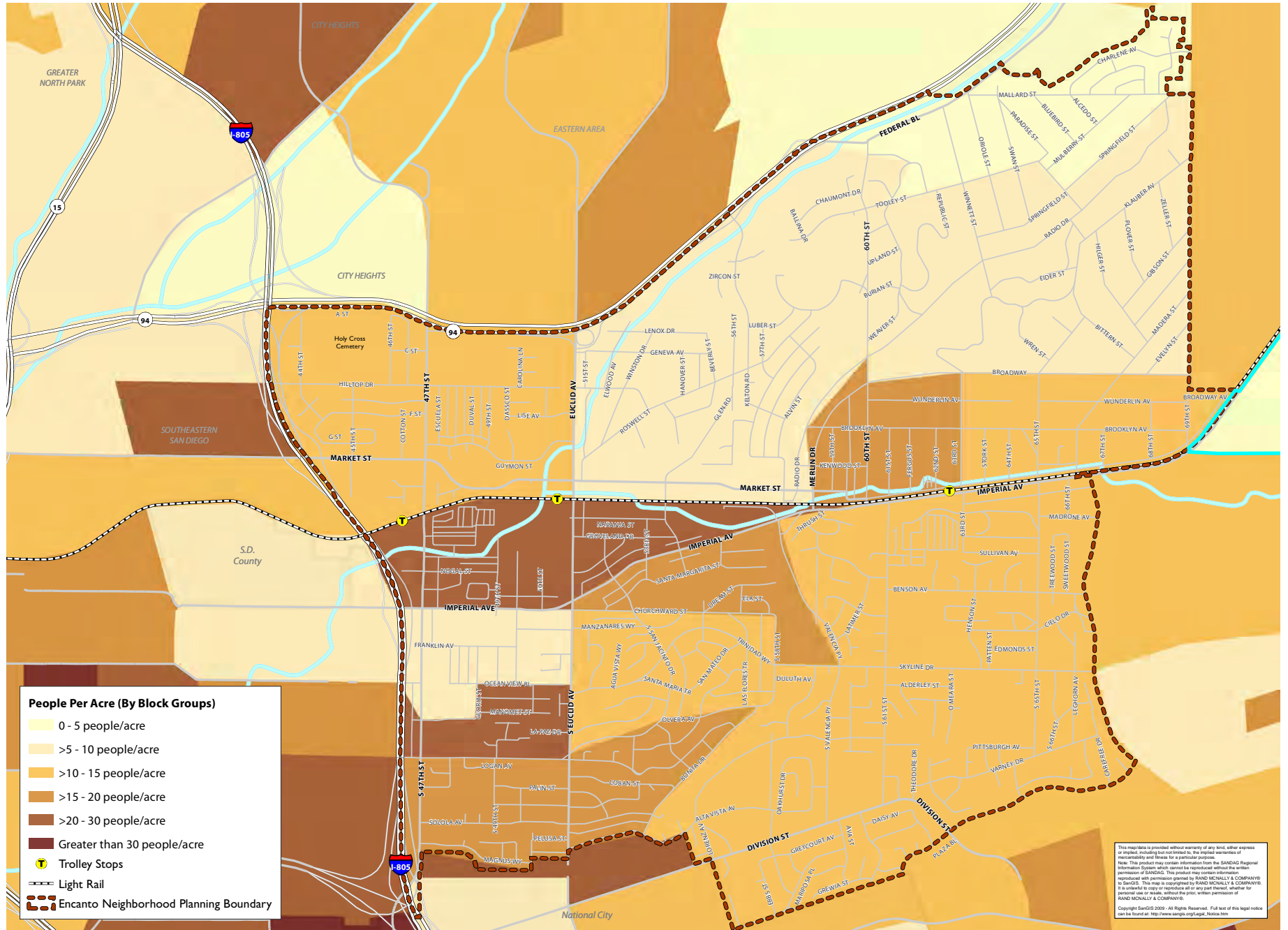
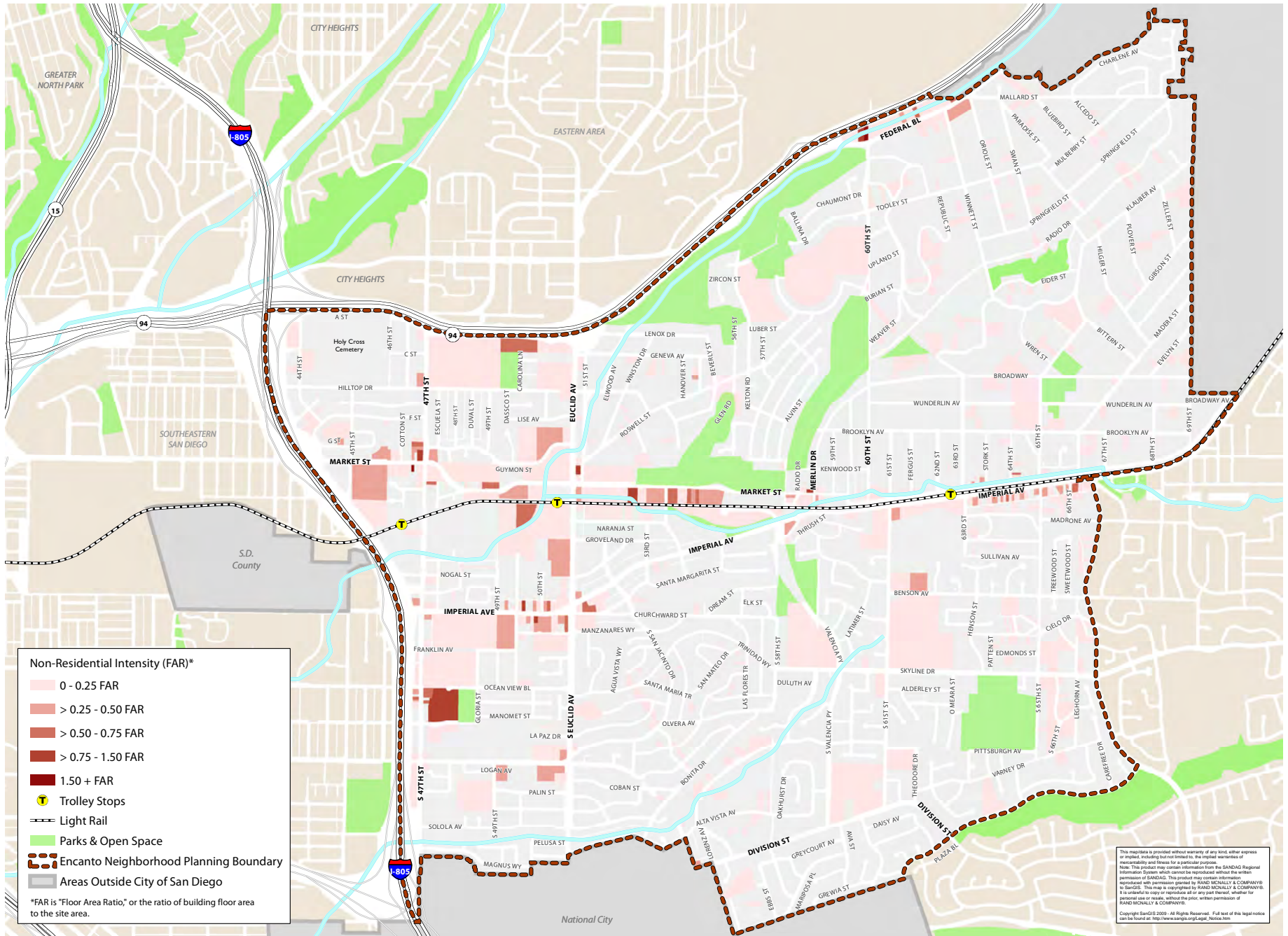


FIGURE 2-4: Non-Residential Intensity



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Data Source:
 City of San Diego, 2012; SanGIS Regional Data Warehouse, 2012; Dyett & Bhatia, 2012





New development in the Village at Market Creek is expected to interact with the public realm (top), emphasize windows, and feature vibrant colors and materials (middle and bottom). (Source: Village at Market Creek Plan, Jacobs Center for Neighborhood Innovation, 2013.)

2.3 Development Projects

Eight development projects are currently in the planning stages in the Encanto community, including four residential projects; two community facilities; one commercial project; and one project whose future uses are not established. The proposed projects would result in a total of at least 295 new housing units and 115,700 square feet of new commercial and community facility space, as summarized in Table 2-3. This amount of development is small in the context of the entire community. As shown on Figure 2-5, the projects are concentrated in the vicinity of the Euclid & Market and 62nd Street Trolley stations.

Residential

The largest current development, known as Northwest Village Residential, will cover about 2.8 acres between Market and Guymon streets west of Euclid Avenue. The project is anticipated to include between 150 and 165 housing units in four multi-family buildings, with the potential for associated mixed use development. Northwest Village would have a density of 53 to 59 units per acre. A second project, known as Trolley Residential, would include 52 units of affordable, multi-family housing on the south side of Market Street west of Euclid Avenue, at about 31 units per acre. Both of these projects are designed to include extensive public space connections to the larger Village at Market Creek transit-oriented development, described in detail below.

Another affordable, multi-family residential development, PRQ@528 63rd Street, is proposed for a 1.7 -acre site on Imperial Avenue between 62nd and 63rd streets, directly adjacent to the 62nd Street Trolley station. The

project would develop 85 units and incorporate existing station parking, and would have a density of 50 units per acre. A second project is proposed directly across Imperial Avenue. This project would take place on a site currently occupied by community organizations (Second Chance and the Black Contractors Association); future program elements are still being determined.

Finally, an application has been approved to create a nine-lot subdivision for eight new single-family homes on a 2.85-acre site on Winnett Street in the Encanto neighborhood. The sloping site is near the Planning Area's northern boundary at SR 94. The project has a density of just over three units per acre.

Commercial

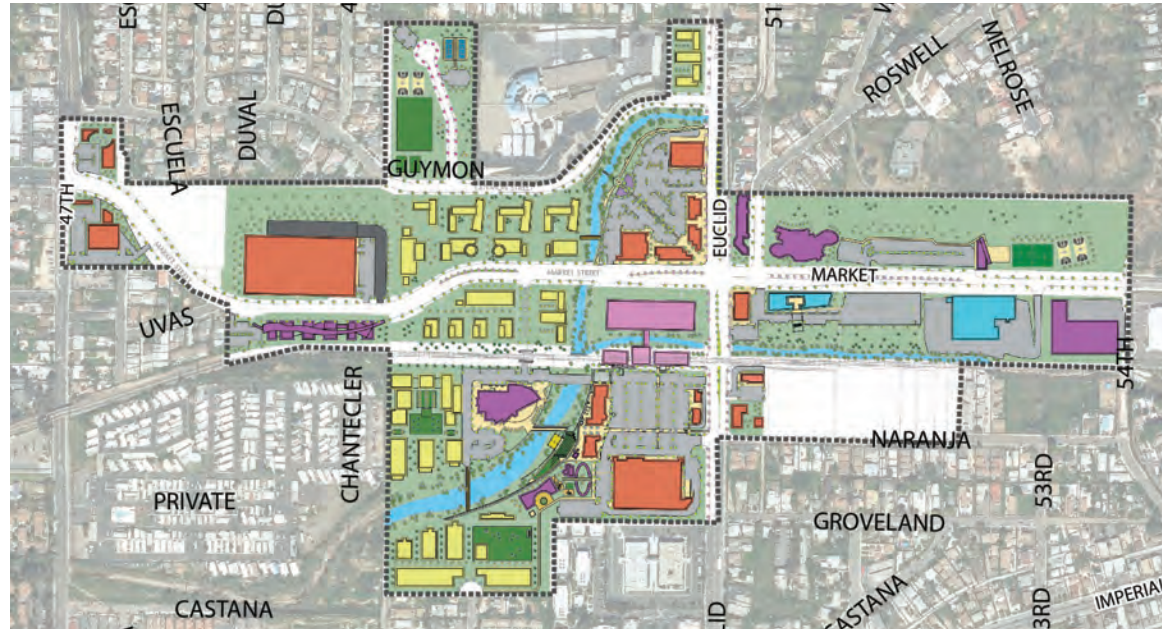
One commercial project is currently in process, as part of the Village at Market Creek. Northwest Village Commercial would be developed at the northwest corner of Euclid Avenue and Market Street, and would include 67,670 square feet of commercial space, together with the enhancement of a section of Chollas Creek, including a new segment of pedestrian path. The small shopping center and restored creek corridor together would have a development intensity of 0.27 FAR.

Community Facilities

Finally, Encanto is home to two new community clinics. King-Chavez Health Center, at 950 South Euclid Avenue, opened in September 2012, while Diamond Family Health Center, at 505 47th Street, is under construction. The two health centers comprise 25,100 and 22,900 square feet, respectively. The clinics would be three stories each, with surface parking, with intensities of 0.57 and 0.40 FAR, respectively.

Village at Market Creek

Three of the projects above are part of the larger “Village at Market Creek” development plan, which would establish a walkable, mixed-use nucleus for the Encanto community. The Village is about 60 acres centered around Euclid Avenue and Market Street. As envisioned, the Village at Market Creek would include approximately 1,000 quality affordable housing units, 645,000 square feet of new commercial space, and at least 400,000 square feet of public space and park land. The development, spearheaded by the Jacobs Center for Neighborhood Innovation, would build on the success of the Market Creek Plaza shopping center and its innovative public space corridor along an enhanced Chollas Creek.



The Village at Market Creek Master Plan (Source, Jacobs Center for Neighborhood Innovation, Village at Market Creek Plan, 2013.)

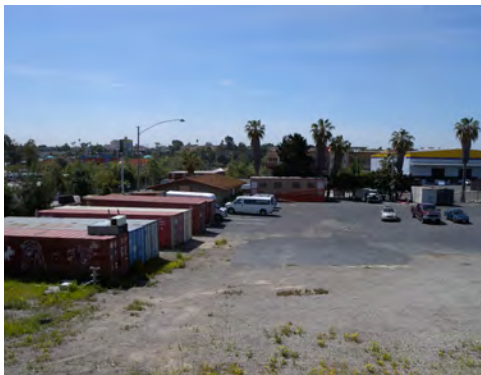
TABLE 2-3: DEVELOPMENT PROJECTS

PROJECT/ADDRESS	TYPE	HOUSING UNITS	NON-RESIDENTIAL (SQ. FT.)	STATUS
Northwest Village Residential – 4970 Market Street	Mixed Use	150 to 165	–	Proposed
Second Chance / Black Contractors – 6125 - 6145 Imperial Avenue	Not known	Not known	Not known	Proposed
PRQ@528 – 62nd and 63rd Street	Residential	85	–	Proposed
Trolley Residential – 4981 Market St.	Residential	52	–	Approved
Winnett Homes – 2190 Winnett St.	Residential	8	–	Approved
Northwest Village Commercial and Creek Enhancement – 5050 Market St.	Commercial	–	67,700	In review
Diamond Family Health Center – 505 47th Street	Community Facility	–	22,900	Under construction
King-Chavez Health Center – 950 S Euclid Avenue	Community Facility	–	25,100	Constructed
TOTAL		295 TO 310	115,700	

Source: City of San Diego, 2012.



The 3-story, 25,000-square foot King-Chavez Health Center opened in September 2012.



Vacant parcels are present throughout the Planning Area, including the area where the mixed-use Village at Market Creek is envisioned (top) and scattered in residential neighborhoods (middle). Under-utilized sites are concentrated along the main corridors, such as Market Street (bottom).

2.4 Potential Opportunity Sites

Vacant and underutilized sites can provide strategic opportunities to create new uses, meet community needs, and capitalize on high-quality transit and freeway access and a large local population base. This section describes opportunity sites in the following categories, shown on Figure 2-5:

- Vacant sites;
- Underutilized sites currently occupied by surface parking lots or low-intensity commercial uses; single-family residential uses in commercial areas; or very low-density single-family housing in multi-family districts;
- “Change areas” that include a concentration of potential development sites and may be seen as the areas to focus on in terms of desired future land use character.

As the Encanto Community Plan proceeds, these general categories and land considered to have development potential will be refined to match the City’s criteria for environmental review in order to estimate overall development capacity in the Planning Area.

Vacant Land

Vacant parcels are present throughout the Planning Area, in different settings, and comprise 190 acres, or six percent of all land in the Planning Area. The area where the mixed-use Village at Market Creek is envisioned, around the Euclid and Market Trolley station, is one substantial concentration of vacant land, particularly along Market Street. Also notable is a highly-visible vacant site along Euclid Avenue at Hilltop Drive.

Most of the Planning Area’s vacant land is scattered in residential portions of the Encanto neighborhood in the eastern part of the Planning Area. Development on these sites would almost certainly be in the form of new single-family houses. Development potential on many of these sites may be constrained by steep slopes.

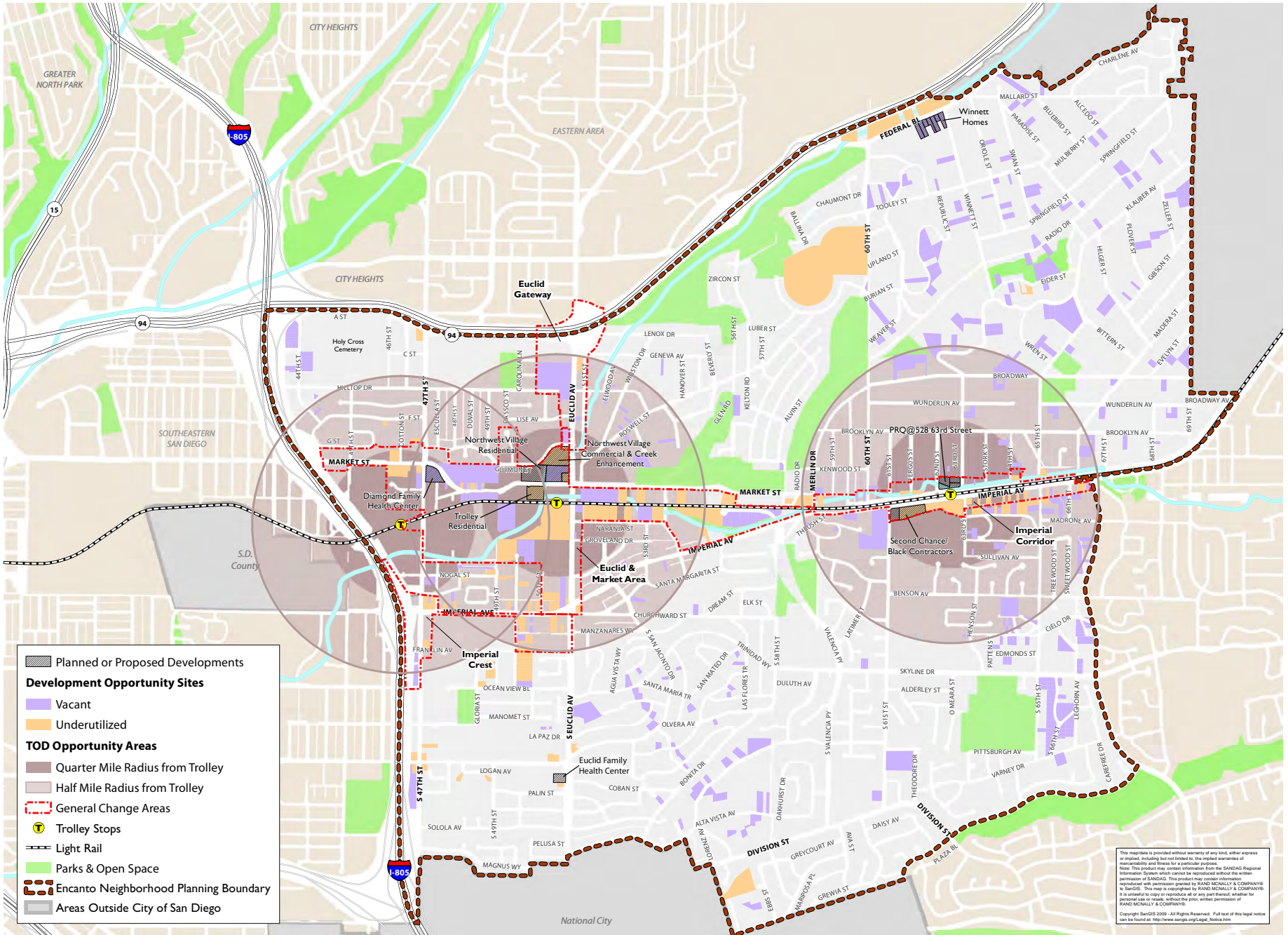
There are approximately 186 acres of vacant land in the Planning Area. At typical current development densities and intensities, this land could accommodate an estimated 946 housing units and 330,400 square feet of non-residential development. However, some of this land could follow a transit-oriented development model and be developed at a higher intensity than is currently present in Encanto. Other vacant land may not develop during the planning period.

Underutilized Land

Underutilized land is concentrated along the Planning Area’s primary east-west spine, along Market Street in the west and Imperial Avenue in the east. At the Planning Area’s northeaster edge, low-intensity light industrial uses between Federal Boulevard and Highway 94 represent a smaller underutilized corridor.

There is also a cluster of potentially underutilized parcels in the Lincoln Park neighborhood in the vicinity of Imperial Avenue, where high-density zoning would allow multi-family development to take place on sites now occupied by older single-family houses on large lots.

FIGURE 2-5: Development Projects and Opportunity Sites



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Data Source:
City of San Diego, 2012; SanGIS Regional Data Warehouse, 2012; Dyett & Bhatia, 2012





Much of the vacant and underutilized land is clustered around the Village at Market Creek area (top and middle) and the Imperial corridor (bottom). These transit-accessible areas are expected to change the most during the planning period.

Scattered underutilized land is estimated to account for 78 acres in the Planning Area. If this land were to be redeveloped at the prevailing intensity of current development, the sites could accommodate an estimated 688 units and 536,800 square feet of non-residential development. Given the location of underutilized commercial land along transit-accessible commercial corridors and locations, higher-intensity development may be anticipated in the future.

A 31-acre property in Emerald Hills presents a special case of under-utilized land. The land includes telecommunications towers, but may have the potential to accommodate some amount of additional future development.

Change Areas

Much of the vacant and underutilized land discussed above is clustered in certain parts of the community. These areas may be expected to change the most during the planning period, and land use change may be expected to occur more broadly, and not only on sites identified here as vacant or underutilized. The community planning process can help to shape the character of growth in these areas. The change areas are derived from those identified by the Southeastern Economic Development Corporation (SEDC), which has been merged into the City's redevelopment successor agency, Civic San Diego, to carry out priority projects. The Agency's development ideas may help to guide possible development opportunities. Change areas include:

- The Village at Market Creek area, the largest and most important change area in Encanto, is the subject of extensive planning work by the Jacobs Family Foundation. The area is envisioned to grow into a walkable, transit-oriented, mixed-use center for the community located around the Euclid & Market Trolley station. This area also extends north on Euclid Avenue to include the large, vacant Hilltop property
- Valencia Business Park to Naranja: This area covers the Valencia Business Park and vacant and underutilized land along Imperial Avenue. Commercial or mixed-use development is expected for the business park, while new and revitalized multi-family housing is desired along Imperial Avenue.
- Imperial Avenue Corridor: Mixed use development is envisioned on both sides of Imperial Avenue from 61st to 69th Street, with two- to five-story buildings and densities of up to 60 units per acre.
- Imperial Crest: This area includes the planned regional Orange Line/BRT transfer station and the replacement of the Imperial Avenue overpass, and could also include connection of the Chollas Creek trail across Interstate 805. On the east side of Lincoln High School, the underutilized Holly Drive area has potential for higher-density redevelopment.

While a vision for future development at the Village at Market Creek has been worked out in detail, other areas require new planning guidance. Though all of these areas may not experience development in the coming years, the planning process will help to identify locations for intensification of existing uses, rehabilitation, preservation, and new development. Some potential opportunity sites may have constraints (e.g. hazardous material presence or steep slopes) that would preclude development. Potential environmental constraints are described in Chapter 7.

An analysis of market demand—the other side of the development equation—is provided in the accompanying Real Estate/Market Demand Analysis Report.

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