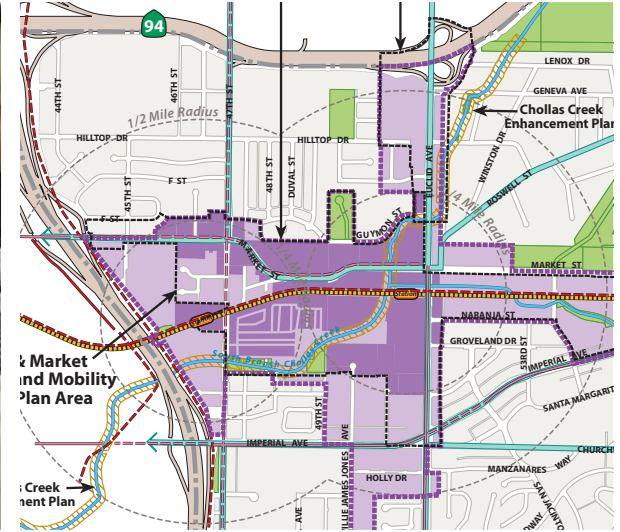


Encanto Neighborhoods

Community Plan



COMMUNITY PLAN

June 2014

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1 INTRODUCTION

1.1 Overview

Background

The community of Encanto Neighborhoods, or “enchantment” in Spanish, was a rural but self-sufficient town for much of the late nineteenth and early twentieth centuries, connected to the city by rail but containing little more than rolling hills of open space and farmland. It was not until after World War II that the area was targeted for suburban development and population boomed, with new residents eager to capitalize on the availability of large lots located so close to the city center. Today Encanto Neighborhoods is one of the most culturally diverse communities in the City of San Diego, reflecting its long history as an ethnic enclave, and as one of the first communities within the City where African-Americans, Mexican-Americans and Asian-Americans could own land, businesses and homes. Encanto Neighborhoods’ deep cultural heritage, social resiliency and legacy of diversity has shaped its past and will continue to inform its future, through this Community Plan and the land use and development in the decades to come.

Plan Purpose and Process

The Community Plan is designed to guide growth and development within Encanto Neighborhoods. This Plan is a revision of the previous Southeastern San Diego Community Plan which included Encanto Neighborhoods. The Southeastern San Diego Community Plan was originally adopted in 1969, was comprehensively updated in 1987, and has undergone several amendments in the intervening years. This document seeks to update the Plan by:

- Evaluating what land use changes have occurred since the previous update
- Analyzing changes in demographics that may inform current and future land use needs, including demand for housing and commercial development
- Working with community members and stakeholders to determine key issues and desires, establishing a vision, goals, and policies for



The Community Plan is designed to guide growth and development in Encanto Neighborhoods.

reviewing development proposals and public projects

- Providing guidance to the City of San Diego, public agencies, property owners, and private developers to design projects that enhance the character of the community
- Providing strategies and specific implementing actions to help ensure the land use vision is accomplished
- Ensuring that policies and recommendations remain in harmony with the General Plan and citywide policies

While this Plan sets forth procedures for implementation, it does not establish regulations or legislation, nor does it rezone property. Controls on development and use of public and private property including zoning, design controls, and implementation of transportation improvements are included as part of the plan implementation program. The rezoning actions and overlay zones recommended in the Implementation Element of this Plan were enacted concurrently as part of the plan adoption. Zoning used to implement this community plan complies with the General Plan policies (See GP LU-F.1) and proposals within this Plan have been coordinated with and are consistent with the General Plan. Periodic comprehensive reviews of the General Plan may affect the Encanto Neighborhoods Community Plan.

This Plan is a living document. It is intended to provide guidance for the orderly growth and development of the Encanto Neighborhoods community. In order to respond to unanticipated changes in environmental, social or economic conditions and to remain relevant

to community and City needs, the Plan must be monitored and amended when necessary. Two additional steps are included as part of the adoption: Implementation and Review. Implementation is the process of putting Plan policies and recommendations into effect. Review refers to the process of monitoring the community development and growth conditions and recommending changes to the Plan as these conditions change.

Policies are provided in the Plan, but the actual work must be based on a cooperative effort of private citizens, developers, city officials and other agencies. It is contemplated that the residents of Encanto Neighborhoods and other private citizen and business organizations will provide the continuity needed for a sustained, effective implementation program. This update provides a new Community Plan for Encanto Neighborhoods specifically; in instances where existing policies continue to reflect community needs, these will be retained.

Environmental Impact Report

The Encanto Neighborhoods Community Plan Environmental Impact Report (EIR) provides a programmatic assessment of potential impacts occurring with the implementation of the Community Plan, pursuant to the California Environmental Quality Act (CEQA). Because Encanto Neighborhoods is an urban area, the nature of impacts primarily relates to the changes in land use, use intensity and traffic rather than effects on natural resources. Potential impacts were anticipated during preparation of the Community Plan, and many of the policies and implementing regulations were designed to reduce or avoid such impacts.



Policies are provided in the Plan, but the actual work must be based on a cooperative effort of private citizens, developers, city officials and other agencies.

Plan Organization

The Encanto Neighborhoods Community Plan contains eight elements and an Implementation Section, and Specific Plans for the designated Village Areas. The Plan and its coordinating elements are organized as follows:

- **Chapter 1: Introduction** includes an overview of the project and history of the community, outlines the Planning Area, and discusses the existing planning context, including the adopted and ongoing planning efforts and policies.
- **Chapter 2: Land Use** contains detailed descriptions and distributions of land uses, historic resources, a delineated Community Village, and specific policies for the development of commercial, industrial, and institutional uses, and a discussion of environmental justice and noise issues.
- **Chapter 3: Mobility** describes existing and future 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 public spaces and village design, neighborhood and community gateways and linkages, building types and massing, streetscape and pedestrian orientation, and other unique aspects of the community.
- **Chapter 5: Economic Prosperity** links economic prosperity goals with land use distribution and employment land use policies, including specific policies aimed at supporting existing and new businesses to preserve and create job opportunities for residents, primarily through commercial, industrial and office development incentives.
- **Chapter 6: Public Facilities, Services and Safety** identifies and proposes public facilities and services needed to serve existing and future residents, including educational facilities, public safety services, and infrastructure systems. This element also addresses key environmental topics including: natural hazards, air quality, emissions, and hazardous materials.
- **Chapter 7: Recreation** contains recommendations addressing parks and recreation facilities and opportunities, preservation, accessibility and open space lands.
- **Chapter 8: Conservation and Sustainability** addresses policies related to: managing and preserving the natural resources of the community, climate change, and urban agriculture.
- **Chapter 9: Arts and Culture** describes the artwork, music and other cultural expressions that express the community character and enrich the public realm.
- **Chapter 10: Implementation Plan** explains the different mechanisms through which the community vision can be realized, including the necessary actions and key parties responsible. This element also includes a discussion of the Public Facilities Financing Plan update and any zoning changes that may occur concurrently with the Community Plan Update.

In addition, each Element contains the following key sections:

- **Introduction:** Provides a summary of key

community issues specific to the chapter topic

- **Goals:** Expresses the broad intent and results of implementing policies, recommendations and guidelines
- **Discussion:** Explains the importance of the issue and its relevance to the community
- **Policies:** Reflects the specific direction, practice, guidance, or directives that may need to be developed further and/or carried out through implementing plans by the City or other governmental agencies.

How to Use the Community Plan

The Encanto Neighborhoods Community Plan provides a long-range physical development guide for elected officials, property owners, and citizens. The plan contains specific goals and policies to provide direction on what types of future uses and public improvements should be developed in the Encanto Neighborhoods. When using this community plan to develop projects or determine what uses are appropriate for a site, the applicable zoning regulations found in the City's Land Development Code along with the Encanto Neighborhoods Public Facilities Financing Plan should also be reviewed to ensure full implementation of this plan.

1.2 Vision and Guiding Principles

Public Participation

In order to ensure that the Encanto Neighborhoods Community Plan was a community-driven update, the City conducted an extensive community outreach process, where a wealth of valuable community information was received through a variety of avenues, including workshops, meetings and community outreach sessions at various places in the community. During each phase of the process broad public input was obtained through a series of meetings where residents, employees, property owners, as well as representatives of advocacy groups and the surrounding neighborhoods, weighed in on issues and provided recommendations, concerns, and preferences. To ensure that outreach activities reached a broad spectrum of the population, outreach materials were available in English and Spanish, and bilingual interpretation was available at community workshops. Through these meetings, the community confirmed its Vision and developed a set of Guiding Principles that were used as criteria in crafting each of the Plan Elements.



During each phase of the process broad public input was obtained through a series of meetings, including a visioning workshop in April 2013 (top and middle) and an open house in July 2014 (bottom.)

COMMUNITY VISION

Encanto Neighborhoods residents envision their community as a scenic, vibrant and healthy community recognized as a jewel in San Diego. The Encanto Neighborhoods will be known for their panoramic views, unique arts and culture, night life and entertainment, employment, education, and housing opportunities. The community will enjoy new mixed-use transit-oriented development and a diversity of housing types clustered close to the intermodal transit stations. Historic single family neighborhoods in the northern and eastern parts of the community enjoy a semi-rural “country living in the city” atmosphere. The community will boast great parks and high-quality recreational facilities including multi-use trails along Chollas Creek, area canyons and other open spaces. The community will offer opportunities for high educational attainment and an overall unmatched quality of life and environment for children to learn, play and grow, nurturing the next generation of great community leaders.

GUIDING PRINCIPLES

1. Celebrate Encanto Neighborhoods’ cultural diversity by fostering inclusive neighborhoods that are known as a destination for arts, culture, food and entertainment.
2. Maintain the overall dominant single-family character of the community while focusing new transit-oriented development at densities high enough to attract new investment and foster revitalization around the 62nd Street, Euclid Avenue, and 47th Street inter-modal transit stations as well as along key walkable, mixed-use, nodes on the Imperial Avenue and Market Street corridors.
3. Promote active living and healthy lifestyles by furthering access to trails and open spaces, creating walkable and safe neighborhoods, promoting fresh food choices and urban agriculture, and establishing community gardens.
4. Foster high educational attainment for the younger generations by creating additional educational and employment opportunities.
5. Enhance opportunities for neighborhood commerce and retail uses, encouraging well-paying employment-oriented uses and emphasizing creative enterprises.
6. Restore and enhance the open space network that is formed by parks, canyons, and Chollas Creek corridors.
7. Improve the community’s streets and sidewalks, above ground and underground utilities, parks, and other public infrastructure in order to promote a safe and attractive public realm.
8. Create an environment of economic opportunity, and flexibility to adapt to changing circumstances.
9. Develop sustainable practices for new development, mobility, water, and energy conservation, in order to reduce greenhouse gas emissions.

1.3 Community Profile

Social and Historical Context

Encanto, part of the South Chollas Valley was decidedly rural in the late nineteenth and early twentieth centuries. The area was part of an acre tract owned by Abraham Klauber. After the booming real estate market crashed in the late 1880s, Klauber platted and subdivided the land around his country house into ten-acre lots. His daughter Ella is credited with naming the subdivision Encanto, Spanish for “enchantment” or “charm.”

In 1907, the Richland Realty Company purchased 1,100 acres in Encanto and re-platted it into one-half, five- and ten-acre lots. The new subdivision, Encanto Heights, was the first suburban stop outside of San Diego on the San Diego, Cuyamaca and Eastern Railway line.

The city again grew rapidly in the post-World War II years, which saw the creation of new suburban development in the Chollas Valley. Many African-Americans moved to Encanto and Valencia Park from Logan Heights in the 1950s and 1960s, taking advantage of the first opportunity they had to own homes.

The Encanto Neighborhoods today remain one of the most ethnically diverse communities in San Diego.

Location and Boundaries

The Planning Area encompasses 3,811 acres, and is located approximately five miles east of Downtown, as shown in Figure 1-1. The community is bounded by State Route 94 (SR-94) to the north and Interstate 805 (I-805) to the west, providing access to local and regional destinations. The Mid-City community is to

the north, Southeastern San Diego is to the west, and Skyline-Paradise Hills is to the southeast. The City of Lemon Grove defines the northeast boundary of the Planning Area roughly along 69th Street, while the City of National City defines the western half of the Planning Area’s southern boundary. Plaza Boulevard marks the southern boundary to the east.

Specific neighborhoods in the community include Chollas View, Lincoln Park, Valencia Park, O’Farrell, Alta Vista, Encanto, and Broadway Heights, as shown in Figure 1-2.

Demographic Profile

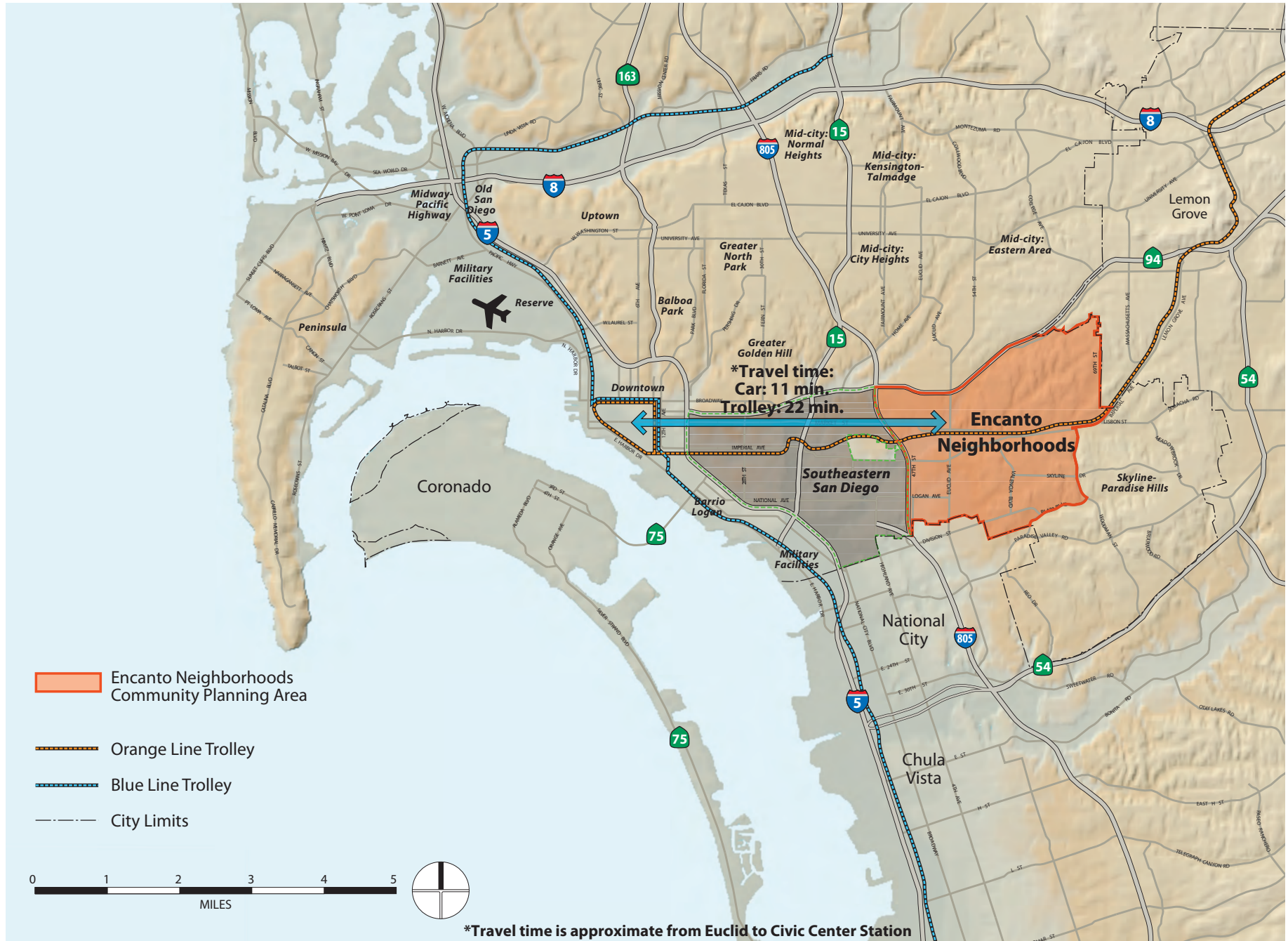
According to San Diego Association of Governments (SANDAG), Encanto Neigh-borhoods had 47,706 residents in 2012. Compared to the city overall, the community has a somewhat younger popula-tion, with a median age of 30 years and approximately 30 percent of the population under 18 years old. Households in Encanto Neigh-borhoods also have substantially lower median in-comes: less than \$47,000 in 2010 compared to nearly \$67,000 citywide.

Approximately 52 percent of residents in Encanto Neigh-borhoods are Hispanic compared with 29 percent citywide (see Chart 1-1). According to the 2011 American Community Survey (Five-Year Estimates), 57 percent of the population speaks a language other than English at home.



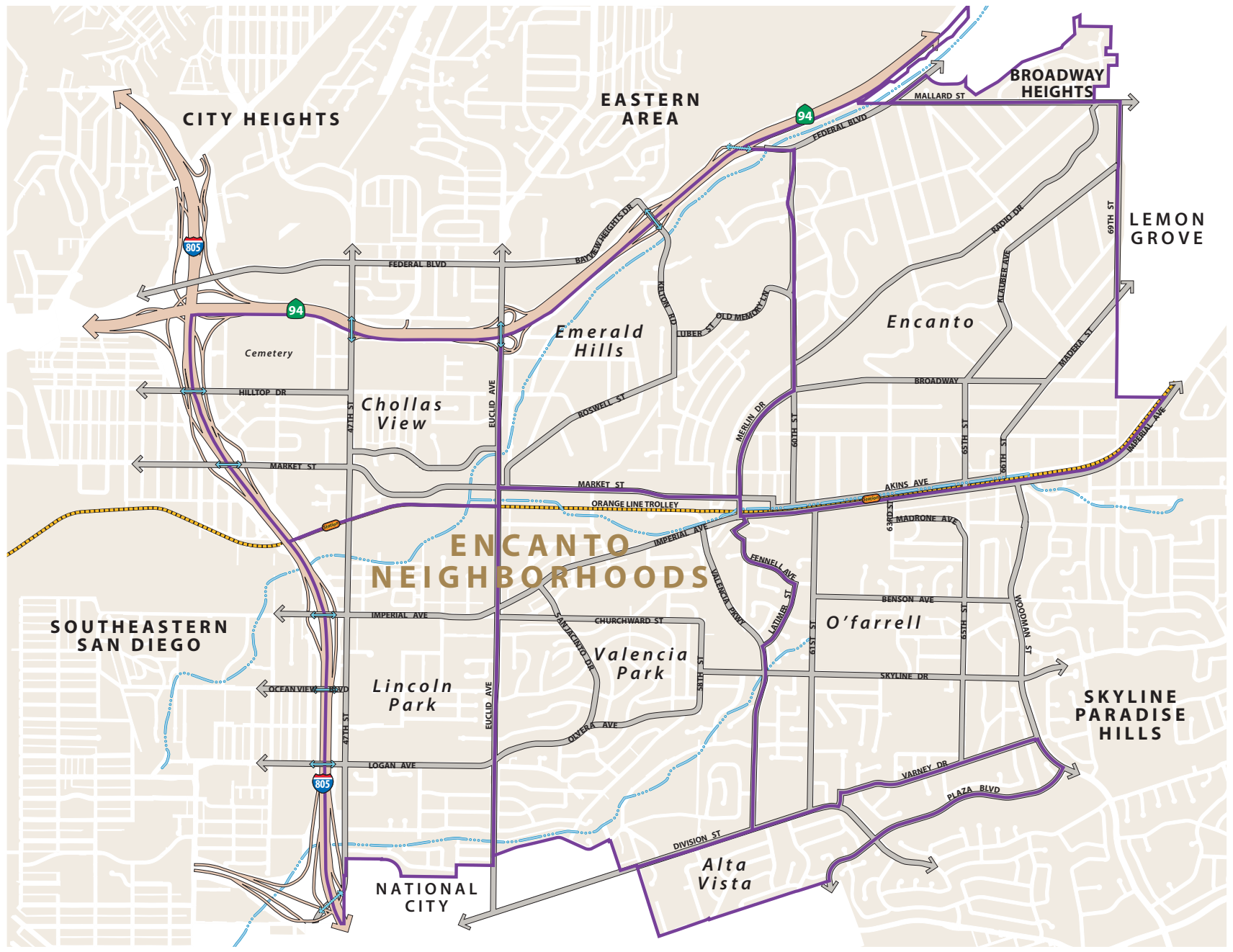
Much of Encanto Neighborhoods was developed in the postwar years. It became among the most racially integrated areas of the city.

FIGURE 1-1: REGIONAL LOCATION



*Travel time is approximate from Euclid to Civic Center Station

FIGURE 1-2: ENCANTO NEIGHBORHOODS PLANNING AREA AND NEIGHBORHOOD



1.4 Planning Framework

Relationship to the General Plan

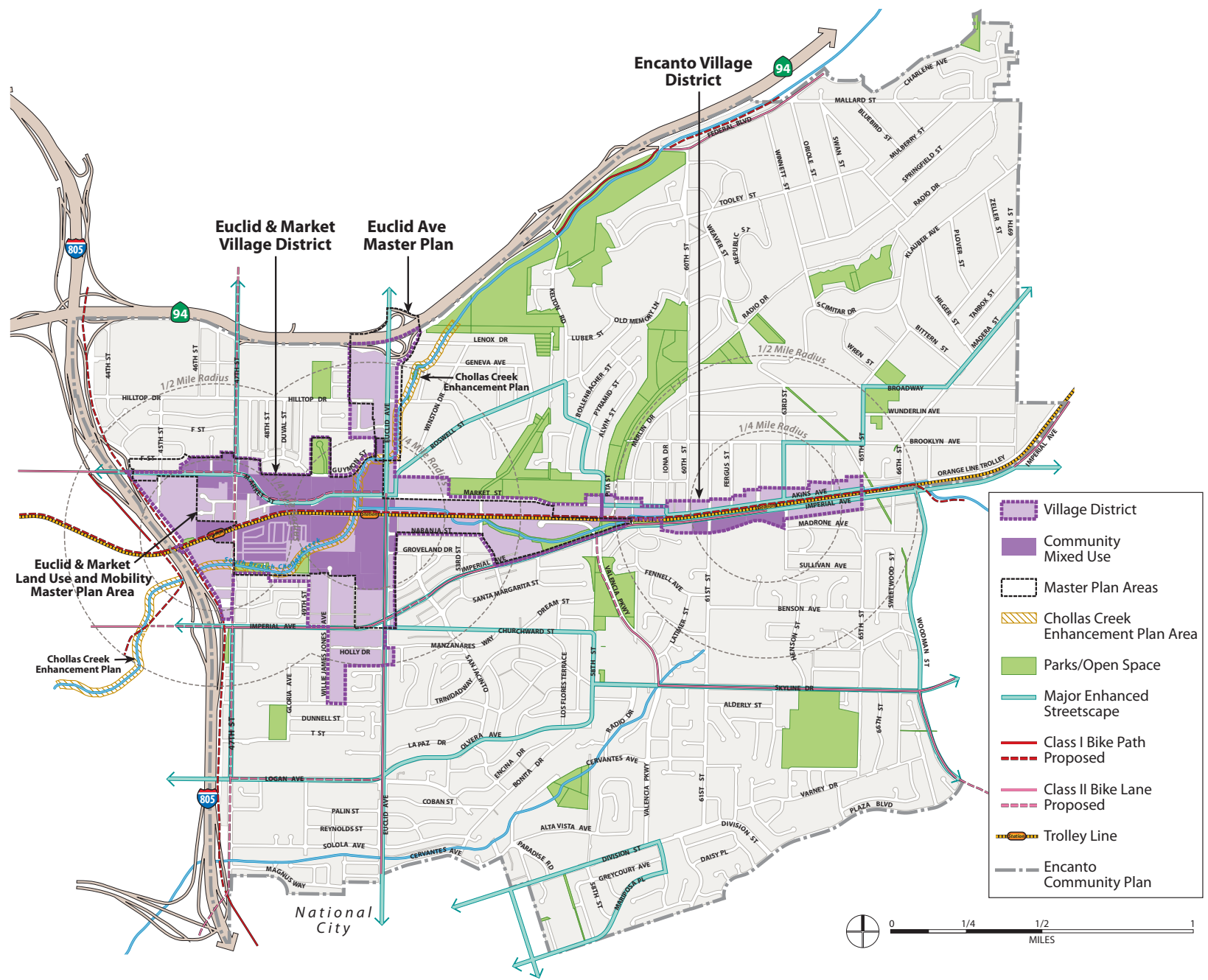
The City of San Diego General Plan, adopted in 2008, is the comprehensive constitution for San Diego's growth and development over the next 20 years, and is the foundation upon all land use decisions in the City are based. The Encanto Neighborhoods Community Plan intends to express the broad citywide vision and development framework provided in the General Plan through community-level recommendations, goals, and policies. The two documents work together to establish the framework for growth and development in Encanto Neighborhoods.

Central to the General Plan is the City of Villages strategy, which focuses growth into compact, pedestrian-friendly, mixed-use activity centers linked to an improved regional transit system that provides better connections between homes, jobs and services throughout the region. Infill development is promoted to conserve regional open space, promote transit, and revitalize existing communities. Figure 1-3 shows the community's Trolley and bus routes, and indicates "Village" areas where higher-density and mixed-use development is facilitated by the community plan. Historic districts are also shown.

GENERAL PLAN GUIDING PRINCIPLES

1. An open space network formed by parks, canyons, river valleys, habitats, beaches, and the Pacific Ocean
2. Diverse residential communities formed by the open space network
3. Compact and walkable mixed-use villages of different scales within communities
4. Employment centers for a strong economy
5. An integrated regional transportation network of walkways, bikeways, transit, roadways, and freeways that efficiently link communities and villages to each other and to employment centers
6. High quality, affordable, and well-maintained public facilities to serve the City's population, workers, and visitors
7. Historic districts and sites that respect our heritage
8. Balanced communities that offer opportunities for all San Diegans and share citywide responsibilities
9. A clean and sustainable environment
10. A high aesthetic standard

FIGURE 1-3: PLANNING FRAMEWORK





Master plans for key corridors and areas are incorporated into this Plan. The Plan supports the City's goal to focus growth into mixed-use activity centers linked to the transit system.

TABLE 1-2: GENERAL AND COMMUNITY PLAN ELEMENTS	
GENERAL PLAN ELEMENT	COMMUNITY PLAN ELEMENT
Introduction	Introduction
Strategic Framework	Introduction
Land Use and Community Planning	Land Use
Mobility	Mobility
Urban Design	Urban Design
Economic Prosperity	Economic Prosperity
Public Facilities, Services and Safety	Public Facilities, Services and Safety
Recreation	Recreation
Conservation	Conservation and Sustainability
Noise	Land Use
Historic Preservation	Land Use

Relationship to the Municipal Code

The Community Plan and the General Plan work together to guide growth and development in Encanto Neighborhoods, while the Municipal Code serves to implement the Community Plan policies and recommendations through zoning and development regulations and controls pertaining to land use density and intensity, building massing, landscaping, streetscaping and other development characteristics. With the expectation of the projects occurring on property owned by other government agencies, all development in Encanto Neighborhoods must comply with the Municipal Code.

Other Related Land Use Plans and Documents

In addition to this Plan, several other studies and adopted plans, shown on Figure 1-4, provide more detail on specific topics and subdistricts.

Euclid + Market Land Use and Mobility Plan

Completed in 2013, the Euclid + Market Land Use and Mobility Plan (EMLUMP) seeks to promote improved mobility, encourage economic development, and enhance quality of life in the vicinity of Euclid Avenue and Market Street in Encanto Neighborhoods. The plan recommends 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 are included in and implemented by the Encanto Neighborhoods Community Plan.

Euclid Gateway Master Plan

The Euclid Gateway Master Plan was initiated for the segment of Euclid Avenue extending from State Route 94 south to Guymon Street in Encanto Neighborhoods. 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 Gateway Master Plan is intended to develop a “gateway” into the transit-oriented development center at Euclid Avenue and Market Street, supporting higher-density infill development and advancing the City’s efforts to revitalize this urban area in an innovative and sustainable manner.

Chollas Creek Enhancement Program

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 Encanto Neighborhoods. 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.

Chollas Creek is an urban creek with little native vegetation and is channelized with concrete or culverts. However, many creek segments, particularly along the South Branch, run within an earthen channel. The Enhancement Program envisions a series of parks and open spaces, 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.



For Chollas Creek, the Plan envisions parks and open spaces, bicycle and pedestrian linkages, a return to the natural state of the creek where feasible, and development that is integrated with the creek.

Multiple Species Conservation Program, San Diego Subarea Plan

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.

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2 LAND USE

The Encanto Neighborhoods community planning area consists of primarily residential neighborhoods, with commercial areas located on Imperial and Euclid avenues and industrial located along Federal Boulevard and Market Street, the community's primary east-west and north-south corridors. Encanto Neighborhoods has seen little development in recent years with the exception of Market Creek Plaza and a variety of institutional uses, despite an in-city location and accessibility by the freeway and transit systems. The community is known for its panoramic views, its unique arts and culture, and its canyons and creek habitat.

GOALS

1. A mix of uses and development intensity that supports transit use within the designated community village area and promotes transit-oriented-development.
2. A diverse mixture of residential opportunities including affordable rental and for sale housing, senior and multi-generational housing and small lot townhome development.
3. A vibrant and connected pedestrian-oriented community with unique, local character that provides higher density residential, commercial, office and civic uses within the village areas and along transportation corridors.
4. A compatible mix of land uses that promote a healthy environment.
5. Increased job opportunities, stable base sector employment uses, and supportive commercial and industrial services.
6. Well-designed and aesthetically pleasing neighborhood and community-serving commercial and institutional uses that provide destinations and which meet the daily needs of the residents.
7. Special districts and villages that address the unique commercial needs of the community including the Village at Market Creek and along Imperial Avenue.
8. Preservation of existing historical resources, and a framework for identification and evaluation of historic properties.
9. A community that understands and celebrates the important periods, events, themes and historical context of the neighborhood, including its history of ethnic diversity and community resiliency.
10. Walkable, mixed-use development with integrated land use and mobility planning that encourages active modes of transportation, including wayfinding and designated routes for walking and biking.
11. Collaboration with public health professionals and others to reduce undesirable health outcomes through neighborhoods that support healthy and active living.
12. Convenient and equitable opportunities to obtain healthy foods and fresh fruits and vegetables in all neighborhood restaurants and markets, with safe and walkable routes to food retail opportunities.

TABLE 2-1: LAND USE TOPICS ALSO COVERED IN OTHER PLAN ELEMENTS

LAND USE TOPIC AREAS	MOBILITY	URBAN DESIGN	ECONOMIC PROSPERITY	PUBLIC FACILITIES AND SERVICES	RECREATION	CONSERVATION AND SUSTAINABILITY	HISTORIC PRESERVATION
Transportation and land use relationship	X	X					
Development standards; building form and character		X					X
Commercial and employment uses			X				
Parks and open space uses				X	X		X

The Land Use Element consists of narrative goals and policies, as well as a Land Use Map and other figures and maps. It also includes land use designations that describe the uses shown on the Land Use Map.

Many aspects of the Land Use Element overlap with issues that are also covered in other Community Plan elements. For example, commercial and employment land use areas are where Economic Prosperity strategies are based. The relationship between transit-oriented development and transit access is also a topic concerning Mobility and Urban Design as well as the Village at Market Creek Specific Plan that is a companion docu-

ment to this plan. Table 2-1 shows some of the issues that may be addressed in more than one Plan chapter.

2.1 Land Use Framework

Existing Land Use Snapshot

The Encanto Neighborhoods community is dominated by single family residential neighborhoods, with a band of higher density residential areas in the Imperial Avenue corridor. 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 and feature larger lots. Commercial development is located along the Imperial Avenue, Market Street, and Euclid Avenue corridors, with a small amount of light industrial development along Federal Boulevard in the far northeast and along portions of Market Street. The area around Market Street and Euclid Avenue has the potential to grow as the community’s mixed-use core.

Table 2-2 and Chart 2-1 shows the proportion of land occupied by different uses in the community. Encanto Neighborhoods includes 3,821 gross acres of land.

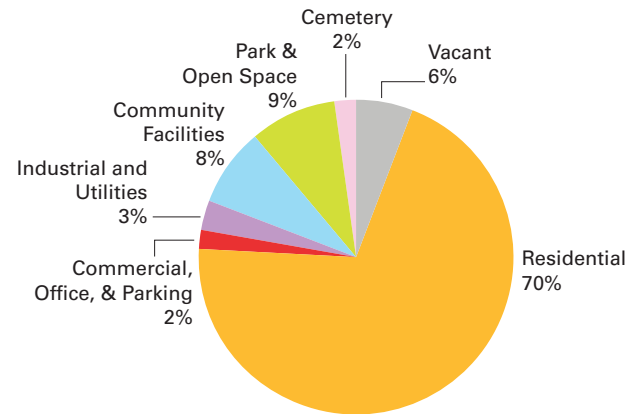
A majority of the community is not anticipated to change significantly in land use or development intensity over the next 20 years. Heightened development potential for reuse or intensification over the next 20 years is targeted specifically along major transit corridors including Imperial Avenue, Euclid Avenue, Market Street and 47th Street. Discussion or mapping of a site as an area of change does not necessarily mean that the site will undergo a use or intensity change over the next 20 years, as development would result from private property owner initiative.

COMMUNITY PLAN LAND USE	ACRES	PERCENT
Single-family Housing	1,950	65%
Multi-family Housing	159	5%
Community Facilities	248	8%
Parks and Open Space	267	9%
Commercial Uses	58	2%
Industrial Uses and Utilities	78	3%
Holy Cross Cemetery	45	2%
Vacant Land	190	6%
TOTAL	3,000	100%

Note: Does not include streets and public right-of-way

Source: Dyett & Bhatia, 2013.

CHART 2-1: Existing Land Use In The Planning Area by Percent Share¹



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

Source: City of San Diego, 2008; Dyett & Bhatia, 2013.



Over 70 percent of Encanto Neighborhoods is residential (top). Lincoln High School is an important community facility (bottom).

Classification of Uses

The land use framework consists of the land use classifications, the Land Use map (Figure 2-1), and Active Frontage Required map (Figure 2-2) that work together to define activities and capacities. These represent adopted city policy, and will guide zoning revisions. Table 2-3 outlines the land use classification system for Encanto Neighborhoods. It describes permitted land uses and mixes, and the density and/or intensity (floor area ratio or FAR) for each designation. Density and intensity of land use have implications in terms of community character as well as traffic generated and public facility needs. Chart 2-2 includes a description of the land uses, as well as renderings and photographs of examples of the building typologies associated with each land use. See Figure 2-1: Community Plan Land Use for the map of the neighborhood.

Active Frontage

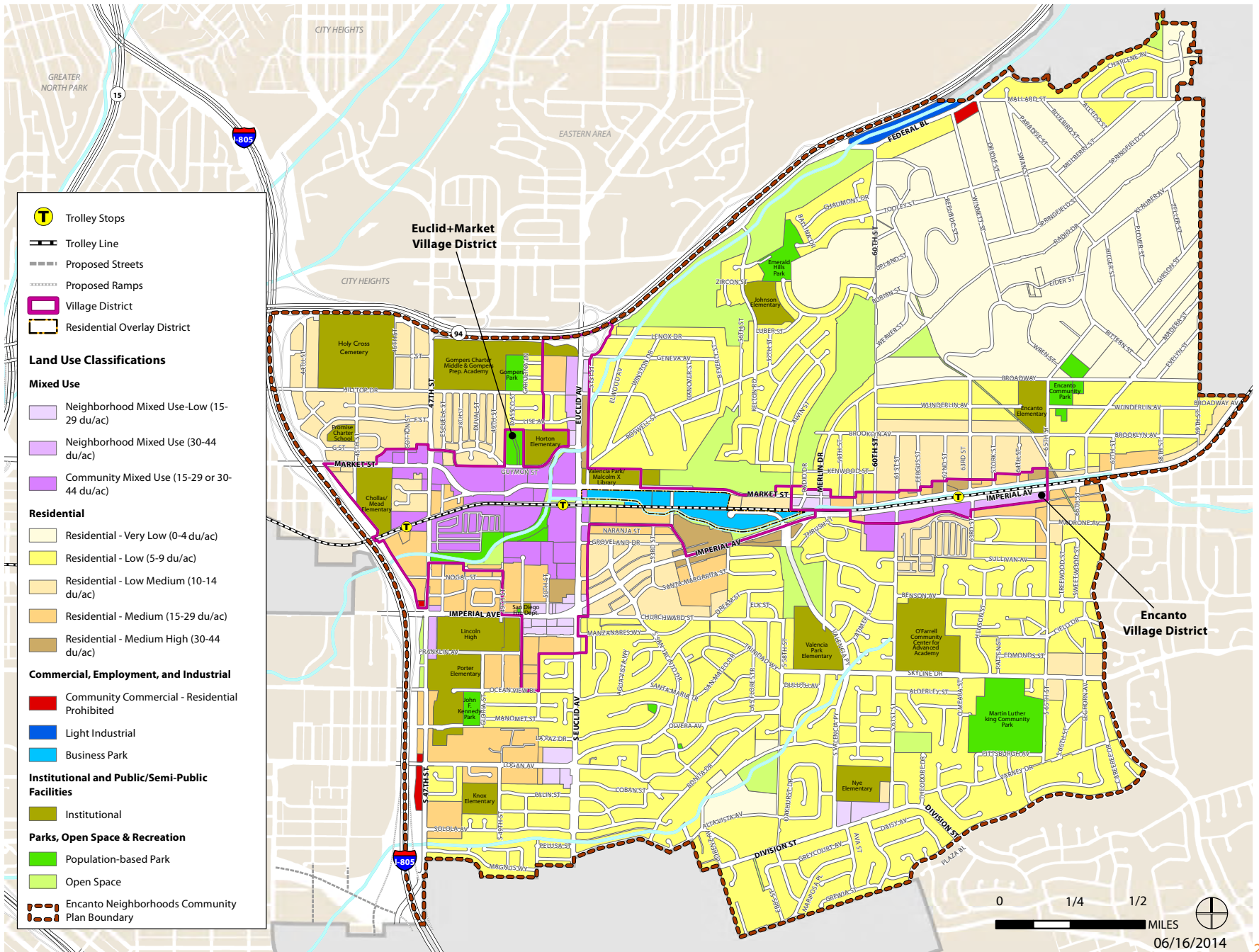
Active frontage refers to street frontages where there is an active visual engagement between those on the street and those on the ground floors of buildings. This quality is assisted where the front façade of the buildings, including the main entrance, faces and opens towards the street. In order to promote vibrant areas in the villages, Figure 2-2: Active Frontage map shows two designations, with the requirements below:

Active Frontage Required. Along these streets, new development must be pedestrian-oriented, and all sites where designations require a commercial use (Community Village, Neighborhood Mixed Use, Community Commercial or Neighborhood Commercial), development should provide retail, restaurants, and other similar active commercial uses at the ground level.

Active Frontage Permitted. Along these streets, retail, restaurants, offices, live/work spaces, galleries, hotel lobbies, or other business establishments are permitted, but not required, at the ground level.

Limitations on retail in other areas would be in accordance with the designated Land Use Classification and zoning.

FIGURE 2-1: Community Plan Land Use



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CHART 2-2: Development Types and Land Use Classifications

Residential - Very Low
(0 - 4 du/ac)

Very Low Residential is intended for areas with predominantly single-family residential development on large lots, in a “rural-feeling” setting and on hillsides. Single-family homes may be arranged as stand alone detached units, with significant front, rear and side yards. Parking should be integrated into the ground-floor of the units in individually secured garages. Garages may be accessed from the front or rear of the site

Up to 30’ Max. Height



Residential - Low
(5 - 9 du/ac)

Low Residential is intended for areas with predominantly single-family residential development on small lots. Single-family homes may be arranged as stand alone detached units, with modest front, rear and side yards. Parking should be integrated into the ground-floor of the units in individually secured garages, preferably accessed from the side or rear of the site.

Up to 30’ Max. Height



Residential - Low Medium
(10 -14 du/ac)

Low-Medium Residential allows for an almost equal mix of single-family, town home and multi-family units. This combination of residential types supports a fine-grain, pedestrian scale. Town homes or row homes may be clustered in groups of 4 to 6 units. Parking is integrated into the ground-floor of the units in individually secured garages. Garages are accessed from the rear of the site.

Up to 30’ Max. Height



Residential - Medium
(15 - 29 du/ac)

Medium Residential is composed primarily of town homes and garden apartments/condominiums, with some opportunities for small-lot, town homes. Medium Residential buildings are organized around a central courtyard with individual or collective open space amenities for building residents to use. Parking includes a mixture of garages and surface spaces. Parking spaces should be individually secured and accessed from the rear of the site or a central, landscaped drive court.

Up to 40’ Max. Height



Residential - Medium High
(30 - 44 du/ac)

Medium-High Residential supports compact and compatible condominium/apartment buildings that are typically designed with single or double-loaded access corridors. Parking should be integrated into the ground level of the development or below grade, in individually secured garages. Community amenities, such as a gym, bbq deck, playground or computer lab are an integral part of the development. Private and shared open space is provided and a key component of the design.

Up to 60’ Max. Height



Chart 2-2: Development Types and Land Use Classifications (Continued)

Neighborhood Mixed Use

Neighborhood Mixed-Use provides housing in a mixed-use setting with convenience shopping, civic uses and services (such as healthy food stores, banks, laundry facilities and “mom and pop” stores) within an approximate three mile radius or less. Residential densities can range between 15 to 29 du/ac townhomes to 30 to 44 du/ac walk-up apartments. These uses are intended to be at the heart of the community where other complementary land uses are synergistically located in close proximity to one another.

Up to 60' Max. Height



Community Mixed Use

Community Mixed-Use encourages community-wide retail and mixed-use development that occurs at critical activity centers. Buildings are typically medium-scaled and integrated into a mixed-use development, with residential densities that can range between 15 to 29 du/ac or 30 to 44 du/ac. This type of development accommodates medium-scale retail, housing, office, civic and entertainment uses, grocery stores, drug stores and supporting uses, such as small-scale hotels, assembly spaces and office.

Up to 60' Max. Height



Community Commercial

Community Commercial focuses on commercial uses, however, office, public, and community gathering spaces are also allowed. A traditional “Main Street” character is encouraged with active storefronts, outdoor seating and pedestrian-oriented design.

*Up to 60' Max. Height
1.5 to 4.0 Max. F.A.R.*



Regional Commercial

Regional Commercial supports regional retail and commercial development that occurs at critical activity centers in the community but also serves the region, within five to 25-plus miles. Buildings are typically larger-footprint and urban-scaled; up to 4 stories in height. Also medium-scale retail, office, civic and entertainment uses, shopping malls and limited industrial uses are permitted. Residential is not permitted in this area.

*Up to 45' Max. Height
1.5 Max. F.A.R.*



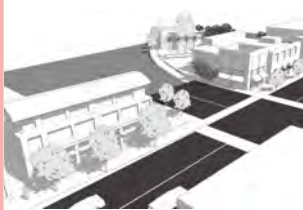
PUBLIC REVIEW DRAFT: June 2014

Chart 2-2: Development Types and Land Use Classifications (Continued)

Office Commercial

Office Commercial provides for office employment uses with limited, complementary retail uses. Residential uses are prohibited. Buildings tend to be a medium-sized footprint and urban scaled, with one to two stories in height. Office Commercial is limited to a few areas where office uses currently exist in the community and are desired to remain.

*Up to 45' Max. Height
0.75 Max. F.A.R.*



Business Park

The Business Park designation represents employment-generating uses that will both create jobs and a pleasant and safe streetscape environment. Intended uses include office, research and development, and light manufacturing. Storage and distribution is discouraged to minimize truck traffic. Limited retail is allowed, to augment commercial uses and serve nearby residential areas, but is not intended as a primary use.

*Max. Height N/A
2.0 Max. F.A.R*



Light Industrial

Light Industrial allows a wide variety of industrial uses, such as light manufacturing, research and development uses, and other industrial uses such as storage and distribution and transportation terminals. Multi-tenant industrial uses and corporate headquarters office uses are permitted. All other office or commercial uses should be accessory to the primary industrial uses. Heavy industrial uses that have significant nuisance or hazardous effects are excluded.

*Max. Height N/A
2.0 Max. F.A.R.*



**Open Space/ Park/
Institutional**

Parks applies to both public and private recreational sites and facilities, including neighborhood parks, recreational centers, and other passive and active open space areas. It will allow for facilities and services to meet the recreational needs of the community as defined by the future Recreation Element.



TABLE 2-3: LAND USE CLASSIFICATIONS AND PERMITTED DENSITIES/INTENSITIES

COMMUNITY PLAN LAND USE	DESCRIPTION	RESIDENTIAL DENSITY (DU/AC)	MAXIMUM FLOOR AREA RATIO (FAR; MINIMUM WHERE SPECIFIED) ¹
<i>Multiple Use</i>			
Community Mixed Use	Serves the commercial needs of the community at large and provides housing in a mixed-use, moderately high intensity setting within approximately ¼-mile of a Trolley stop. Integration of commercial and residential use is emphasized, and civic uses are an important component. Ground level commercial uses are required along designated retail streets.	Up to 44 (included in overall FAR calculations)	Up to 4.0 (1.0 minimum)
Neighborhood Mixed Use	Provides convenience shopping and services and housing in a mixed-use setting, as well as civic uses, within generally ½-mile of a Trolley stop, as well as focused locations. Ground level commercial uses are required along designated retail streets.		Up to 3.0 (0.75 minimum)
Neighborhood Mixed Use – Low	Provides convenience shopping and services and housing in a mixed-use setting, as well as civic uses, within generally ½-mile of a Trolley stop, as well as focused locations, with somewhat lower residential densities than Neighborhood Mixed Use. Ground level commercial uses are required along designated retail streets.	Up to 29 (included in overall FAR calculations)	Up to 2.0 (0.5 minimum)
<i>Residential</i>			
Residential – Medium High	Provides for multifamily housing within a medium-high density range. Commercial uses are also allowed, but not required.	30 to 44	1.8
Residential – Medium	Provides for both single-family and multifamily housing within a medium density range.	15 to 29	0.9 to 1.8, as specified in Municipal Code
Residential - Low Medium	Provides for both single-family and multifamily housing within a low-medium density range.	10 to 15	0.75 to 0.8, as specified in Municipal Code
Residential - Low	Provides for both single-family and multifamily housing within a low-density range.	5 to 9	Varies; see Table 131-04J in Municipal Code
Residential - Very Low	Provides for single-family housing within the lowest density range.	0 to 4	Varies; see Table 131-04J in Municipal Code
<i>Commercial, Employment, and Industrial</i>			
Community Commercial, Residential Prohibited	Provides for shopping areas with retail, service, civic, and office uses for the community at large within 3 to 6 miles.	Not Applicable	0.75 to 1.5
Regional Commercial, Residential Prohibited	Serves the region, from five to 25-plus miles, with a wide variety of uses including commercial service, civic, retail, office, and limited industrial uses.	Not Applicable	Up to 1.5
Office Commercial	Provides for office employment uses with limited, complementary retail uses. Residential uses may occur only as part of a mixed-use project.	Not Applicable	Up to 1.5
Business Park	Allows office, research & development, and light manufacturing uses.	Not Applicable	2.0

TABLE 2-3: LAND USE CLASSIFICATIONS AND PERMITTED DENSITIES/INTENSITIES			
COMMUNITY PLAN LAND USE	DESCRIPTION	RESIDENTIAL DENSITY (DU/AC)	MAXIMUM FLOOR AREA RATIO (FAR; MINIMUM WHERE SPECIFIED)¹
Light Industrial	Allows a wide variety of industrial uses such as warehousing, storage, wholesale distribution and transportation terminals in addition to uses allowed in Business Park areas.	Not Applicable	2.0
<i>Institutional and Public and Semi-Public Facilities</i>			
Institutional	Provides a designation for uses that are identified as public or semi-public facilities in the Community Plan, including but not limited to schools, libraries, police and fire facilities, and cemeteries.	Not Applicable	Not Applicable
<i>Park, Open Space and Recreation</i>			
Open Space	Applies to land or water areas generally free from development or developed with very low-intensity uses that respect natural environmental characteristics.	Not Applicable	Not Applicable
Population-based Parks	Provides for areas designated for passive and/or active recreational uses, such as community parks and neighborhood parks.	Not Applicable	Not Applicable

Notes:

1. Floor Area Ratio (FAR) represents total allowed FAR, as follows:
 - For Community Village and Neighborhood Mixed Use: FAR includes both residential and non-residential uses.
 - For Neighborhood Commercial and Community Commercial: FAR includes only non-residential uses.
 - For Residential only uses: Projects would need to comply with both density and FAR standards.
2. New residential development is required to be within the density range (both maximum and minimum) specified in the applicable designation as shown in Table 2-2. Residential density is applied to overall parcel area, excluding land that is not developable because of steep slopes or other natural constraints. Clustering is permitted in all residential designations to encourage open space conservation and preservation of natural topography; this may result in portions of a site developed at a density higher than the applicable density range, which is acceptable as long as the density for the overall development site is not exceeded.

FIGURE 2-2: Active Frontage

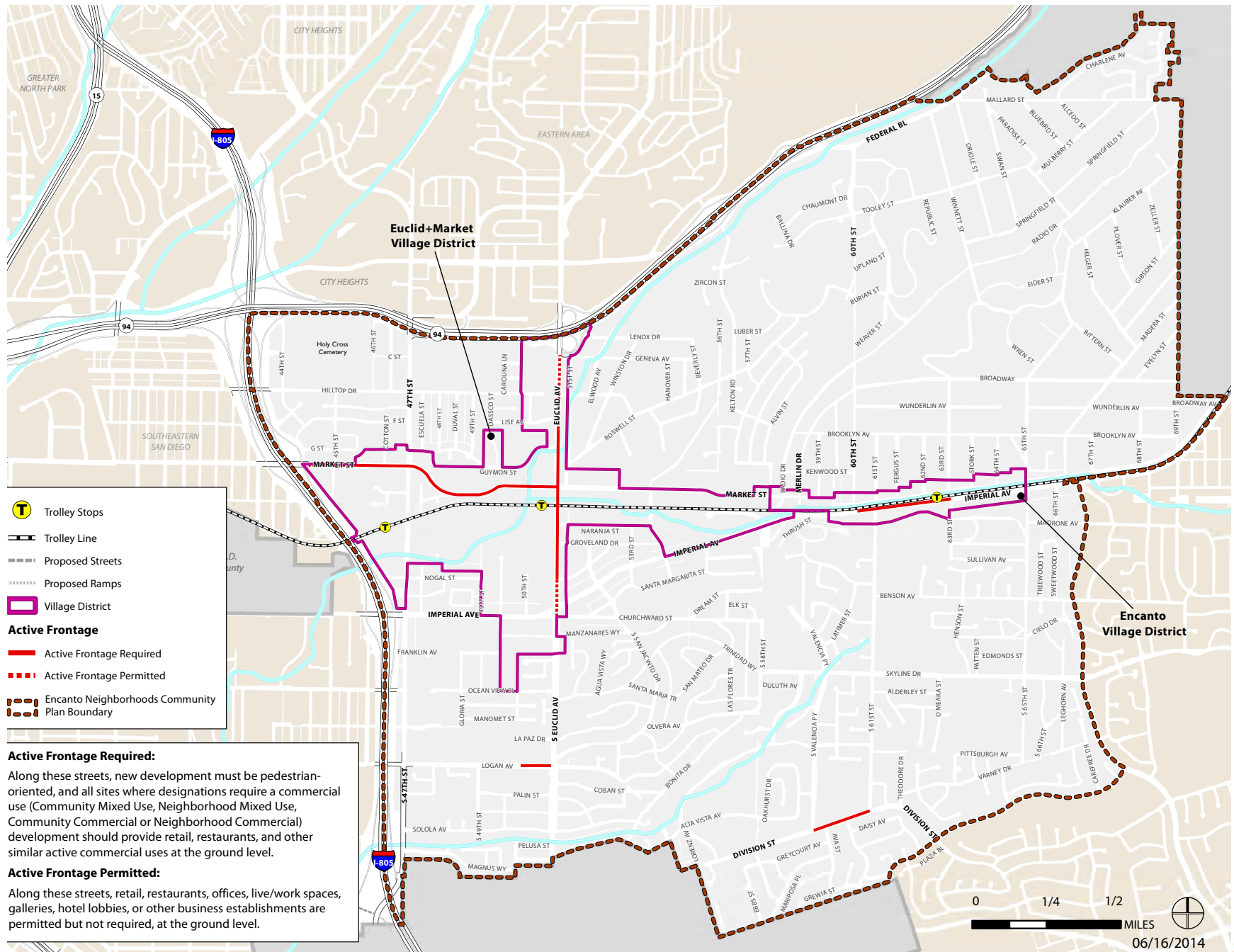
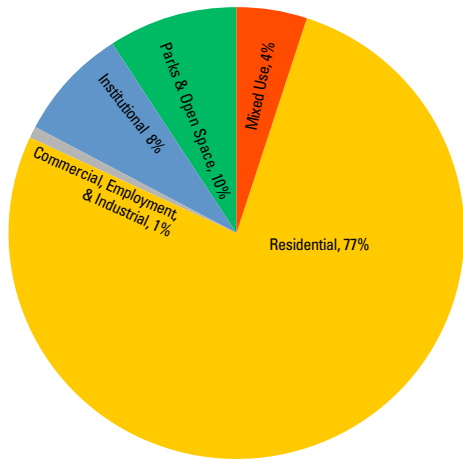


CHART 2-3: Future Land Use in the Planning Area by Percent Share



Source: Dyett & Bhatia, 2013.

2.2 Future Development

Land Use Distribution at Plan Buildout

The proportion of land in planned land use designation is shown in Table 2-4 and Chart 2-3. The predominant land use designation in Encanto Neighborhoods will remain residential, with Residential – Low Density (1,253 acres, with another 582 acres in the Residential – Very Low category) mirroring the current prevalence of single-family houses. Land use categories allowing both commercial and residential would comprise about 140 acres or 5 percent of the community, around Euclid and Market as well as surrounding Imperial Avenue and 62nd Street.

Buildout

Potential development under the Plan is referred to as buildout. The Plan has a 2035 horizon; however, it does not specify or anticipate when buildout will occur, as long-range demographic and economic trends are difficult to predict. The designation of a site for a certain use also does not necessarily mean that the site will be developed or redeveloped with that use during the planning period, as most development will depend on property owner initiative.

Table 2-5 shows potential development resulting from application of land uses shown on the Land Use Map on vacant and underutilized sites. This includes development already permitted but not yet built. As shown in the tables, the existing inventory of 13,143 housing units (as of 2012) could increase by 8,398 (64percent) to a total of 21,541. Commercial and industrial development are projected to increase by 171 percent and 42 percent respectively, while the amount of office space would decline.

Policies

- P-LU-1:** Provide a variety of land use types to maintain the existing balance of land uses (refer to General Plan Policy LU-H.7)
- P-LU-2:** Protect public health by evaluating the effects of noise and air pollution from freeway traffic on community land uses. Reduce, or eliminate where feasible, impacts on sensitive land uses, including housing, schools and outdoor athletic areas, through appropriate buffers, barriers and best-practice construction measures.

TABLE 2-4: LAND USE CLASSIFICATIONS IN THE ENCANTO NEIGHBORHOODS		
COMMUNITY PLAN LAND USE	ACRES	PERCENT
<i>Mixed Use</i>		
Community Mixed Use	98	3%
Neighborhood Commercial – Residential Permitted	13	< 0.5%
Community Commercial – Residential Permitted	28	1%
MIXED USE TOTAL	140	5%
<i>Residential</i>		
Residential – Very Low	582	19%
Residential – Low	1,253	42%
Residential – Low Medium	260	9%
Residential – Medium	174	6%
Residential – Medium High	26	1%
RESIDENTIAL TOTAL	2,295	77%
<i>Commercial, Employment, and Industrial</i>		
Community Commercial – Residential Prohibited	5	< 0.5%
Business Park	22	1%
Light Industrial	9	0.5%
COMMERCIAL, EMPLOYMENT, AND INDUSTRIAL TOTAL	36	1%
<i>Institutional and Public and Semi–Public Facilities</i>		
Institutional	238	8%
INSTITUTIONAL TOTAL	238	8%
<i>Parks and Open Space</i>		
Open Space	199	7%
Population-based Parks	79	3%
PARKS AND OPEN SPACE TOTAL	278	9%
TOTAL	2,987	100%

Source: Dyett & Bhatia, 2014.

TABLE 2-5: POTENTIAL DEVELOPMENT UNDER THE ENCANTO NEIGHBORHOODS COMMUNITY PLAN			
DEVELOPMENT TYPE	EXISTING	NET NEW	TOTAL
<i>Residential (dwelling units)</i>			
Single-Family Residential	10,666	(724)	9,942
Multifamily Residential	2,477	9,122	11,599
TOTAL RESIDENTIAL	13,143	8,398	21,541
<i>Non-Residential (square feet)</i>			
Commercial	439,000	749,400	1,188,400
Office	190,800	(55,800)	135,000
Industrial and Utilities	467,000	194,000	661,000
Community Facilities	2,017,100	(16,100)	2,001,000
TOTAL NON-RESIDENTIAL	3,114,000	871,400	3,985,300

1 Single-family residential includes detached single-family and multiple-unit single-family. Multifamily Residential includes mobile homes and residential as part of mixed-use.

2 Non-residential development rounded to nearest 100 square feet.

Sources: SANDAG, 2012; City of San Diego, 2008, 2013; Dyett & Bhatia, 2013.



Market Creek Village would be joined by additional buildings, street and creek enhancements as the Euclid and Market area becomes a vibrant, mixed use “village.”

2.3 Village Area and Key Corridors

This section describes the Community Plan’s approach to fostering growth that enhances the community in the core areas around Euclid Avenue and Market Street and Imperial Avenue at 62nd Street, and along the community’s main thoroughfares.

Figure 2-3 shows the Village boundaries, and highlights the parts of the community where land use or intensity would be substantially changed as a result of the Plan. This map shows that the Market Street, Imperial, and Euclid Avenue corridors are expected to experience land use change during the planning period. In general, the change in land use classification involves moving from a single-use designation to a mixed-use designation, or from a lower-density or –intensity one to a higher one, while retaining broad existing use patterns. The great majority of the community is not expected to experience a change in character. This includes almost all of the established residential areas in Encanto Neighborhoods, except where a concentration of vacant or underutilized land exists.

Village at Market Creek Specific Plan

To fulfill the City of San Diego General Plan’s key strategy of becoming a “City of Villages,” the Village at Market Creek is envisioned as the mixed-use heart of Encanto Neighborhoods and the center of the community. As shown in Figure 2-3, the Village is centered near the intersection of Euclid Avenue and Market Street, near the Euclid Avenue trolley station. It is planned to grow into a dynamic higher density mixed-use hub that caters to the needs of the existing and evolving community. The area will draw on the existing cluster of

activities and the high level of transit access and use. It will include a diversity of housing types, employment and retail uses, and public realm enhancements.

Encanto Village

The stretch of Imperial Avenue centered at the 62nd Street/Encanto Trolley station has long been a business district, and has potential to grow into a more vital, mixed-use Village featuring small businesses, restaurants, local services, and a mix of housing types. Land use designations include Neighborhood Mixed Use and Community Mixed Use along Imperial Avenue, and Medium and Medium-High density Residential along Akins Avenue, with opportunities for more lower-density housing types in the blocks directly to the north.

Density Incentives for Transit-Oriented Development

The Community Plan is designed around a strong transit-oriented development (TOD) framework that focuses new higher density and intensity development within a village core in close proximity to major transit services. The plan enables development of complete neighborhoods that include a diverse array of residential, commercial, mixed-use, employment, and recreational opportunities. Higher density development will include urban design guidelines to foster enhancement of the public realm, pedestrian and bicycle movement, and public safety. Density incentives in the Village Districts are summarized in Table 2-6: Standards and Incentives in Villages. The Urban Design and Recreation elements also detail streetscape and pocket park improvements.

FIGURE 2-3: Areas of Land Use Change and Village District Boundaries

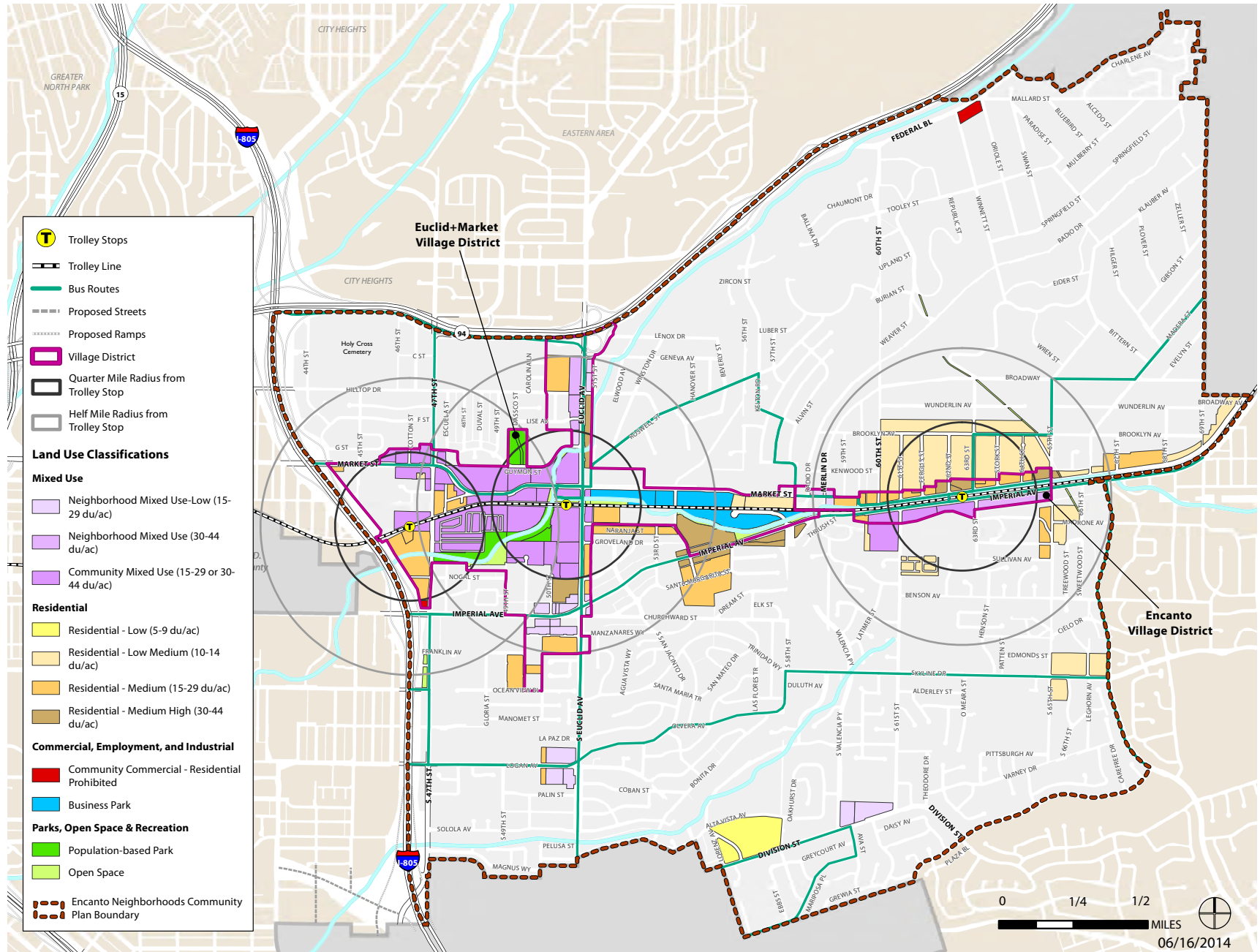


TABLE 2-6: ADDITIONAL STANDARDS AND INCENTIVES IN VILLAGES		
CATEGORY	COMMUNITY PLAN AND MUNICIPAL CODE REGULATIONS	VILLAGE DISTRICT
Minimum Density and Intensity	The density is planned as a range with minimum as well as maximum development intensity. Exceptions to the range would require discretionary approval or a zone amendment.	Density may be transferred within the Village District boundaries or to sites within 1/4 mile radius of trolley stops or major mass transit stations.
Reduction in Required Parking	The first 5,000 square feet of commercial/retail contained in a mixed-use development is not required to provide parking.	Reduced parking ratio equivalent to the Transit Area Overlay Zone parking standards and Affordable Housing parking standards where residential is included.
Shared Parking	Required visitor parking for new non-residential development shall be available for general use.	Shared parking agreements shall be allowed throughout the Village District area.
Retail/Restaurant Location		Active ground-floor commercial uses are required in mixed-use developments.
Publicly-Accessible Open Space	Usable open space is required in all projects.	Inclusion of public plaza, paseos, and open space (dedicated or with public access easement; minimum 500 square feet in size) are eligible for FAR bonus. Every 100 SF of improved public space dedicated may earn 200 square feet of additional building area up to total 1 FAR bonus (Up to 1/2 of the site may be dedicated to open space).
Parking Structures	Parking shall be provided in conformance with the San Diego Municipal Code	Structured parking shall not be counted as part of building floor area ratio

The San Diego Municipal Code facilitates higher-density/intensity development through affordable housing density bonuses, transit demand management, tandem parking, shared parking, parking assessment districts, and reduced parking requirements depending on housing type.

Density Transfer (DT) Program

The purpose of the Density Transfer (DT) program is to provide a mechanism for transferring density from sites anywhere inside the Village District (“Sending Sites”) to sites located within a ¼-mile radius of San Diego Trolley stops within the Village District (“Receiving Sites”). The goal of the program is to encourage increased density and compact development within defined village centers, and maintain the existing character of neighborhoods outside of the Village District. Future development on Sending Sites is restricted by the amount of Density Transfer Credits (DTC) removed from the sending parcel. The purchaser of the Density Transfer Credits may assign the additional density to any parcel within a ¼-mile radius of any San Diego Trolley stop within the Village District.

Eligible Sites

All parcels located inside the broader Village District are eligible to serve as Sending Sites, except that the use on the sending site must be conforming with zoning. All parcels located inside the Village District within a ¼-mile radius of a San Diego Trolley stop are eligible to serve as Receiving Sites.

Density Transfer Credits

A Density Transfer Credit represent the ability to develop a single dwelling unit or XX square feet of non-residential development. Any property owner is eligible to receive the maximum number of DTCs permitted under the applicable zoning.

Process

Landowners seeking to sell DTCs may seek a DTC Certificate from the City that certifies ownership of the maximum number of DTCs permitted under the applicable zoning.

The DTC Certificate shall specify the number of DTCs to which the owner of the Certificate is entitled, expressed in number of dwelling units for residential development and in net floor area for non-residential development rights.

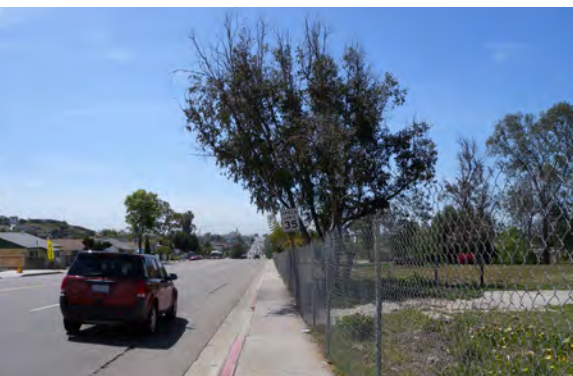
The landowner of a receiving site may purchase some or all of the development rights of a sending site at whatever price may be mutually agreed upon by the two parties.

Residential Density Transfer

Receiving-site landowners may seek an increase in the maximum allowable density that represents an amount that is one gradient higher than the maximum allowable density under applicable zoning. For example, if applicable zoning calls for 30-44 DU / A, the project may seek an increase to 74 DU / A. Increased density will be permitted via a Process 3 Planned Development Permit.

Commercial, Office and Industrial Density Transfer

Receiving-site landowners may seek an increase in the maximum allowable intensity (Floor Area Ratio) that represents an amount that is one gradient higher than the maximum allowable intensity under applicable zoning. For example, if applicable zoning calls for 1.0 FAR, the project may seek an increase to 2.0 FAR. Increased intensity will be permitted via a Process 3 Planned Development Permit.



The Imperial Avenue corridor includes the Encanto business district and the 62nd Street trolley station (top). Vacant land along the Euclid Avenue corridor could be developed as the gateway to the community (bottom.)

Once the project is approved, the DTC Certificate shall be recorded in the County Recorder’s Office. Prior to the issuance of a building permit, the DTC Certificate must be presented to confirm the receiving site is entitled to the increase of dwelling units or gross floor area for the development.

Key Corridors

Imperial Avenue

While the area around 62nd Street is a focus, new transit-oriented development and streetscape improvements are appropriate along the entire corridor. Imperial Avenue’s crossing of I-805 is a major gateway into the community. The reconstruction of the over-crossing will support ongoing enhancements to the corridor’s character, as described in the Urban Design and Mobility chapters.

Euclid Avenue

Euclid Avenue is the community’s most important north-south spine. The Euclid corridor from State Route 94 to approximately Imperial Avenue—or extending approximately one-half mile to the north and south of the Trolley Station at Euclid and Market—is a prime location for development that engages the street and benefits from the high level of access it provides. The SR 94 interchange is a key “gateway” location for the community, and the Euclid corridor as a whole is a focus for streetscape improvements.

Policies

- P-LU-3:** Implement the City of Villages concept for mixed use transit oriented development as a way to minimize the need to drive by increasing opportunities for individuals to live near work, offering convenient mix of local goods and services, and providing access to high quality transit.
- P-LU-4:** Provide public spaces within the Village to implement the General Plan Urban Design Element requirements for Mixed-Use villages (Refer to General Plan Policies UD-C.1, UD-C.5 and UD-E.1).
- P-LU-5:** Provide needed infrastructure and mobility improvements to increase transportation options within the Village and along transit corridors.
- P-LU-6:** Improve walkability within Villages and between adjacent neighborhoods by addressing sidewalk and other infrastructure maintenance deficits.
- P-LU-7:** Promote and enhance the village areas at Euclid/Market, Market/47th, along the Imperial corridor and at the 62nd Street trolley station.
- P-LU-8:** Allow for a range of retail, dining, and commercial service type uses within the commercial and mixed use designations that will promote vibrant centers in the community.
- P-LU-9:** Ensure that future development within the Village will include the implementation of proposed creekside improvements as part of new development.
- P-LU-10:** Provide housing and commercial development in a mixed-use format and clustered around transit centers in order to encourage transit use and walkability.

- P-LU-11:** Include pedestrian and bicycle facilities, such as pedestrian paths of travel, wider sidewalks, and trails, in new and existing development in order to improve access to transit, parks, open space, and adjacent land uses.
- P-LU-12:** Facilitate higher-density housing in Euclid/Market and Encanto/62nd core areas that can support the viability of retail and entertainment uses desired by the community at large, while adding to housing mix.
- P-LU-13:** Contribute to the attainment of regional air quality standards for greenhouse gases (GHG) by providing compact, mixed-use development that reduces automobile use and vehicle miles traveled.
- P-LU-14:** Develop the vacant lot immediately west of Euclid Avenue and north of Hilltop Drive with a mixture of single-family attached and detached homes. Use small lot single-family detached homes to provide a transition between small lot single-family attached homes and existing single-family neighborhoods with lower density. Provide a variety of housing opportunities, including for-sale market-rate and affordable housing, in a pedestrian-friendly setting.
- P-LU-15:** Develop the Village at Market Creek with a mixture of multi-family, commercial/retail, and office land uses that are pedestrian-friendly and support transit use. Provide a range of housing opportunities, including for-sale and affordable housing, on this site. Develop this area into a hub of the Southeastern San Diego and the Encanto Neighborhood communities by providing opportunities for people to live, work and recreate.
- P-LU-16:** Develop the former Ouchi Nursery (south of Imperial Avenue, between Willie James Jones Avenue and Euclid Avenue) with

townhomes. Consider compact building design and pedestrian-friendliness in the development. Provide a variety of housing opportunities, including for-sale and affordable housing, on this site.

- P-LU-17:** Develop parcels within the Imperial Avenue Corridor Master Plan site with a mixture of zero-lot line single-family homes (townhomes), and multi-family homes. Provide mixed uses, including residential, retail and commercial uses, in close proximity to the 63rd Street trolley station, the southwestern corner of Euclid Avenue and Imperial Avenue, and the Southeastern Corner of Willie James Jones Street and Imperial Avenue, consistent with the land use designation and zoning. Provide a variety of housing opportunities, including for-sale and affordable housing, along this corridor in a pedestrian-friendly environment.

2.4 Mixed Use

The Neighborhood Mixed Use and Community Mixed Use designations are provided where the integration of housing and commercial uses in a mixed-use setting is the emphasis. Mixed use refers to the combining of compatible commercial, retail, and/or office uses in the same building (vertical mixed use) or on the same site (horizontal mixed use) as residential. This includes higher density residential development to serve many market segments, along with a mix of commercial, retail, civic, and recreational uses to serve the overall community.

The Community Mixed Use zones generally extend to a 1/4 mile radius around trolley stops. The Neighborhood Mixed Use zones generally extend to about 1/2 mile of trolley stops, and exclude low-density residen-

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Encanto has a higher proportion of single-family homes and a lower proportion of multi-family housing compared to San Diego as a whole.

tial areas, industrial areas, parks and schools. These land use designations are primarily implemented through the Village at Market Creek Specific Plan, as well as along segments of Imperial and Euclid Avenues.

2.5 Residential Land Use

Neighborhoods

Open spaces and Chollas Creek, and the key corridors frame neighborhoods in the community. In general, neighborhoods west of Euclid Avenue are somewhat older, topography is flatter, and housing types are more mixed. Toward the east, the 62nd Street trolley stop and the commercial uses along Imperial Avenue provide the focus, albeit a smaller one than the one in the west, with large expanses of single-family residential uses to the north and the south.

Residential Uses

Encanto Neighborhoods is a primarily low-density and residential community. There were approximately 2,060 acres of residentially-occupied land in Encanto Neighborhoods in 2008, including 1,950 acres of single family housing and 159 acres of multi-family housing. There were over 10,000 single-family housing units and close to 2,500 multi-family housing units. The community in 2013 has a substantially higher proportion of detached single-family housing compared to San Diego as a whole. A somewhat higher proportion of Encanto Neighborhoods' housing units are owner-occupied than in San Diego as a whole and the vacancy rate is lower. Housing units in Encanto Neighborhoods are also somewhat more crowded: 15 percent have more than one occupant per room, compared to 6 per-

cent in the city as a whole. The larger households in the community live on less income than those in the city as a whole (\$47,000 compared to nearly \$67,000 for the median household income), and a slightly higher proportion of both owners and renters pay more than 35 percent of their income on housing in the community than the city as a whole.

In the Plan, neighborhoods east of Euclid Avenue are primarily in the Low or Very Density Residential categories (single-family housing). West of Euclid Avenue, most of the Chollas View neighborhood is classified as Residential-Low Medium, where a mix of attached and detached houses may be developed. Lincoln Heights features a mix of Medium and Low density residential areas, with areas of garden apartments and single-family housing.

Residential Infill Opportunity Areas

The Plan seeks to expand and preserve the supply of affordable housing through the construction of new units as well as the preservation and restoration on older homes. With its substantial amount of vacant or underutilized land and good access to transit, Encanto Neighborhoods provides an opportunity for well-located, mixed-use infill development.

The community has an extensive stock of single-family housing, much of it on large lots. Although they have already been developed, these large lots provide an opportunity for infill development through the construction of companion units on the lower density residential sites. Companion units increase the housing stock, allow for multi-generational housing opportunities, and can provide rental income for lower-income residents. The community also has a number of large and small vacant

lots along its main transit corridors, which can be developed to offer more housing choices in the neighborhood, including mixed-use units, multi-family housing, and townhome projects, which can be appropriately scaled to the vacant lot sizes. Furthermore, mixed-use units that allow families to live above commercial, retail and office space. Residential development is allowed in the Business Park area along Market Street. In addition, there are many smaller vacant lots scattered in residential neighborhoods where new housing can be created over time.

Key Corridors in Residential Areas

Logan Avenue and 47th Street

Logan Avenue is an important collector street that connects Encanto Neighborhoods to Southeastern San Diego, crossing I-805 and carrying frequent bus service. 47th Street is an important street that connects the 47th Street Trolley Station, elementary, middle and high schools. It provides local access to the Chollas View and Lincoln Park neighborhoods, and regional access to Interstate 805 and across SR 94 to City Heights. Residential designations that allow a mix of single- and multi-family housing are provided along these corridors, and “complete street” improvements described in the Mobility Element will make them safer and more pleasant places to travel by all modes.

Woodman Street and Valencia Parkway

Woodman Street and Valencia Parkway are the two primary north-south connections through the community east of Euclid Avenue. These streets are characterized by rolling topography, open spaces, and single-family residential neighborhoods. Low density and open space designations mean that these streets will continue to give a sense of the typical character of Encanto Neighborhoods.

Policies

- P-LU-18:** Encourage higher densities within a half-mile of transit that accommodate a range of housing types and provide support for increased transit service.
- P-LU-19:** Encourage a diversity of housing types, including single- and multi-family, and a mix of both rental and ownership housing.
- P-LU-20:** Encourage housing development that addresses the needs of a diverse, growing population, including difference in age, household composition, and income, and ensures that existing area residents are able to remain in the community.
- P-LU-21:** Preserve the existing stable, well-maintained single-family neighborhoods surrounding the transit corridors.
- P-LU-22:** Require new housing developments to dedicate a portion of the units as affordable for low- and moderate-income households.
- P-LU-23:** Promote homebuyer assistance programs for moderate-income buyers.
- P-LU-24:** Encourage infill residential developments within existing neighborhoods to be compatibly designed with neighborhood character and form.
- P-LU-25:** Provide a diversity of housing types, especially larger sized (three bedrooms) affordable units, housing with high-quality private open space, and residential units that are adaptable to multi-generational living.
- P-LU-26:** Support the development of companion housing units in lower density areas to provide additional residential units, opportunities for co-generational habitation, and a tool for low-income homeowners to meet their mortgage obligations.



The community's housing stock will be joined by newer development on vacant and underutilized lots.



Existing commercial development will be joined by new retail and employment uses developed on currently vacant land.

- P-LU-27:** Encourage preservation and renovation of housing stock that may become culturally and historically significant during the planning period (See the Historic Preservation section of this Land Use Element).
- P-LU-28:** Achieve a diverse mix of housing types and forms, consistent with allowable densities and urban design policies.
- P-LU-29:** Balance new development with the rehabilitation of high-quality older residential development.
- P-LU-30:** Promote construction of larger housing units suitable for families with children by utilizing density bonus incentives.
- P-LU-31:** Provide housing development that incorporates universal design standards for persons with disabilities.
- P-LU-32:** Support rental and ownership opportunities in all types of housing, including alternative housing such as companion units, live/work studios, shopkeeper units, small-lot housing typologies, and reduced and for-sale townhomes.
- P-LU-33:** Encourage preservation and renovation of culturally and historically significant residential units and provide incentives to retrofit or remodel units in a sustainable manner.
- P-LU-34:** Conduct site remediation work to address issues associated with potential ground contamination on parcels that have operated with industrial uses on site and that have been designated for residential and mixed-use redevelopment.
- P-LU-35:** Require soil remediation to occur as part of development when proposing a change in use from industrial or heavy commercial to residential and or mixed residential development.

2.6 Commercial, Employment, and Industrial Land Use

There were approximately 136 acres of commercial and industrial space in Encanto Neighborhoods as of 2008. Industrial uses and utilities accounted for about 467,000 square feet or 43 percent, mainly along the Trolley line and Market Street. Commercial land uses made up about 439,000 square feet (40 percent of the total), while office uses comprised 190,000 square feet (17 percent of the total); both concentrated along Euclid and Imperial avenues.

The primary commercial corridors in the western part of the community are underdeveloped, with a large amount of vacant land. This presents an important growth opportunity. Imperial Avenue is the only commercial area for the eastern neighborhoods, and currently has very limited activity and potential to be a more active spine. Given the location of underutilized commercial land along transit-accessible commercial corridors and locations, higher-intensity and mixed use development is encouraged.

Commercial and Mixed-Use

Community Mixed Use areas are located along Market Street and Euclid Avenue in areas that are accessed by the whole community and centered around the trolley stations. Neighborhood Mixed Use areas are designated along portions of the Euclid Avenue, and Imperial Avenue corridors. Neighborhood Mixed Use areas are also clustered around the intersections of Euclid and Logan avenues, Imperial Avenue and 47th Street, and Division Street and Valencia Parkway, where convenience shopping uses would be within walking distance of surrounding neighborhoods. The Community Commer-

cial designation, where residential uses are not permitted, is applied mainly adjacent to the freeway.

Employment Land Uses

The Plan provides two land use designations for industrial or employment-focused uses. The Light Industrial designation is given to land along Federal Boulevard, while the Business Park designation is applied along the central Market Street corridor. The Community Mixed Use and Neighborhood Mixed Use land use designations also facilitate office uses, which may become part of the future land use character along Euclid Avenue and around Market and 47th streets.

Policies

- P-LU-36:** Ensure that a mix of commercial space formats is provided to fit both mid- to large-sized national retailers as well as locally-owned businesses.
- P-LU-37:** Provide retail developments that are compatible with and serve the local community, and meet the overall urban design and mobility goals of this Plan.
- P-LU-38:** Retain and enhance existing neighborhood-serving commercial uses that are valued by the community.
- P-LU-39:** Encourage new industrial buildings to be designed to integrate with the surrounding neighborhood.
- P-LU-40:** Provide transparency on the street with active uses such as lobbies, offices, and retail areas.
- P-LU-41:** Encourage the addition of plazas, courtyards and outdoor places for employees to gather and recreate.
- P-LU-42:** Provide multi-modal access through the integration of transit within employment areas and the creation of safe and direct bicycle and pedestrian connections (refer to General Plan Policies UD-D.1 through D.3).
- P-LU-43:** Accommodate employment opportunities through the land use framework that allow for the types of jobs that may be appropriate for current and future residents.
- P-LU-44:** Improve access, visibility, and site conditions along Federal Boulevard to improve the attractiveness of this corridor for warehouse, distribution, and light industrial businesses. (See also Economic Prosperity Element.)
- P-LU-45:** Promote Valencia Business Park and the Market Street corridor east of Euclid Avenue as well as the Federal Boulevard industrial area as employment areas, with an emphasis on small businesses and clean industry, potentially with a business incubation component. (See also Economic Prosperity Element.)
- P-LU-46:** Facilitate development of shopping areas with retail, service, civic, and office uses for the community in the Euclid/Market area, Imperial Avenue and 62nd Street area, the Market and 47th streets area, and at the gateway to the community on Euclid Avenue. Integrate commercial uses with higher-density mixed use and residential development.
- P-LU-47:** Facilitate the development of local convenience shopping and services, in particular around the intersections of Euclid Avenue with Imperial and Logan Avenues, and at Valencia Parkway and Division Street. Provide potential support for commercial uses with housing in mixed use or adjacent buildings.



Community facilities, including churches and schools, account for the largest share of non-residential space (top). The Encanto Neighborhoods have over 200 acres of open space (bottom).

P-LU-48: Encourage small and mid-sized businesses, which are more likely to be locally owned, in addition to larger businesses, by providing supportive land use classifications.

2.7 Institutional Uses and Open Space

Institutional Uses

Community facilities, including schools and churches, represent the largest share of non-residential space in Encanto Neighborhoods, with nearly 248 acres, more than all the commercial and employment uses combined. These facilities are spread throughout the community, and provide meeting rooms, education and recreation classes, and cultural events. The Institutional Land Use designation is applied to existing public schools and libraries, as well as to the 45-acre Holy Cross Cemetery.

Parks and Open Space

Parks and open space play an important role in sustaining and improving neighborhood quality of life and providing opportunities for social interaction, physical activity, environmental benefits, and visual relief in the urban environment. In total, there are about 64 acres of park land in Encanto Neighborhoods, and approximately 203 acres of open space in canyons and steep slopes, including 161 acres preserved within the Multiple Habitat Planning Area.

Airport Land Use Compatibility

The Airport Influence Area for San Diego International Airport affects the Encanto Neighborhoods Community Plan. The Airport Influence Area serves as the planning boundaries for the Airport Land Use Compatibility Plan and is divided into two review areas. Review Area 1 is composed of the noise contours, safety zones, airspace protection surfaces, and overflight areas. Review Area 2 is composed of the airspace protection surfaces and overflight areas. The Airport Land Use Commission for San Diego County adopted the Airport Land Use Compatibility Plan to establish land use compatibility policies and development criteria for new development within the Airport Influence Area to protect the airport from incompatible land uses and provide the City with development criteria that will allow for the orderly growth of the area surrounding the airport. The policies and criteria contained in the Airport Land Use Compatibility Plan are addressed in the General Plan (Land Use and Community Planning and Noise Elements) and implemented by the supplemental development regulations in the Airport Land Use Compatibility Overlay Zone of the San Diego Municipal Code. Planning efforts need to address airport land use compatibility issues consistent with airport land use compatibility policies and regulations mentioned above.

Policies

P-LU-49: Improve the connections between the community's many parks and open spaces, such as through implementation of the Chollas Creek Enhancement Program, with new trail corridors and improving signage, safety, and trails in the canyons. (See also the Recreation Element.)

- P-LU-50:** Facilitate creation of new parks and open spaces in non-traditional forms, such as encouraging publicly accessible but privately maintained open space as part of new development. (See also the Recreation Element.)
- P-LU-51:** Create a land use framework that preserves and enhances creek corridors as open space and active transportation corridors while limiting potential flooding hazards.
- P-LU-52:** Facilitate urban gardening as a strategy for creating local healthy food systems and fighting chronic obesity related illness, contributing to stormwater retention, and fostering community interaction.
- P-LU-53:** Coordinate with the San Diego Unified School District to develop joint-use park facilities on school campuses throughout the community.
- P-LU-54:** Provide support to community social service institutions.
- P-LU-55:** Evaluate remnant cemetery land for opportunities for additional open space and parks.
- P-LU-56:** Protect public health by evaluating the effects of noise and air pollution from free-way traffic on community land uses. Reduce, or eliminate where feasible, impacts on sensitive land uses, including housing, schools and outdoor athletic areas, through appropriate buffers, barriers, and best-practice construction measures.
- P-LU-57:** Restrict building intensities underneath the approach path to Lindbergh Field consistent with the Airport Land Use Compatibility Plan (ALUCP).
- P-LU-58:** Review development applications within the Airport Influence Area for consistency with the adopted ALUCP.

2.8 Environmental Justice

Environmental justice is defined in federal and state law as “the fair treatment of people of all races, cultures and income levels with respect to the development, adoption, implementation and enforcement of environmental laws, regulations and policies.” (§65040.12(e)) Environmental justice is achieved when everyone, regardless of race, culture, gender, disabilities, or income, enjoys the same degree of protection from environmental and health hazards. Furthermore, it is also achieved when everyone has equal access to, and meaningful participation in, the decision-making process to have a healthy environment in which to live, learn, and work. Environmental justice is more than an important goal in land use and transportation planning; it is a prerequisite in obtaining federal transportation funds and other grant monies. Additionally, the State of California has an expectation that local governments will adopt policies to ensure the provision of the equitable distribution of new public facilities and services, and to expand opportunities for transit-oriented development, among other considerations.

The design and use of the built environment play a critical role in public health and environmental justice. Factors that affect individuals’ health are influenced by the aspects of the Community Plan. For example, the Community Plan can affect how often people walk, ride a bike, drive a car, or take public transportation; their access to healthy food; and the quality of their air and water. The section aims to identify public health risks and environmental justice concerns to improve the living conditions and foster better physical health and well being in Encanto residents.



Access to healthy food, green space, health care and social services are components of environmental justice.

Compared to the City as a whole, Encanto Neighborhoods is a relatively lower-income community with a racially and ethnically diverse population. In some areas, communities with these attributes suffer from geographic inequity. Geographic inequity occurs when undesirable or unhealthy land uses are concentrated within one part of the City, creating a disproportionate burden on the residents in that area. For example, some communities might feature a concentration of contaminated sites or industrial uses that pose health risks to residents. Geographic inequity also refers to a situation in which desirable amenities are not equitably distributed, leaving portions of the City underserved.

Health and the Built Environment

When the land uses and operations of light industrial and commercial activities are adjacent to residential land uses, there is the potential for negative impacts for the community (collocation). The Plan addresses compatibility between industrial and residential uses through a number of policies and measures, including noise mitigation (i.e. controlling noise at the source), screening operations with shrubs or well-designed walls, as well as enforcement of the City's existing codes (e.g. containing operations within structures). State and federal agencies are also responsible for protecting community health through enforcing air quality rules identified by the Environmental Protection Agency, the California Air Resources Board, and the San Diego Air Quality Management District; as well as enforcing rules concerning use, handling, storage and transportation of hazardous materials identified in the California Hazardous Materials Regulations and the California Fire and Building Code, and laws and regulations of the California Department of Toxic Substances Control and the County Department of Environmental Health.

Some businesses have already made an effort to soften and screen the sidewalk edge through the introduction of vines and planting, or by painting large walls with murals. Vines can be introduced on fences and walls where wide planting areas are not feasible. The addition of vegetated cover to these blank surfaces can provide immediate impact to increased pedestrian comfort on the street, while screening the industrial uses.

Access to Healthy Food

While Encanto Neighborhoods experiences less prevalence of health risks from collocation of industrial uses, the community does contain a high amount of less desirable unhealthy land uses such as liquor stores and fast food, and a low prevalence of desirable healthy retail such as grocery stores. Liquor stores and fast food outlets are more likely to carry unhealthy and high-calorie food items while grocery stores are more likely to carry nutritious items such as fruits, vegetables and grains. The abundance of unhealthy food retail and relative absence of healthy food options can be a contributing factor in disproportionate increases in health outcomes within communities such as overweight and obesity, as well as to rates of chronic disease, morbidity and early mortality. Active transportation and physical activity is another important factor of community health outcomes, and is addressed in the Mobility and Recreation elements.

As Figure 2-5 shows, the Food 4 Less at Market Creek Plaza is the community's only full-service grocery store (as of 2013), and other commercial categories are also very limited, leaving much of Encanto Neighborhoods without easy access to healthy food retail. For communities with a higher reliance on public transit, it is especially important to locate healthy food retail within walking distance to residential areas.

Access to Parks and Green Space

The General Plan provides specific service area standards for neighborhood parks (1 mile), mini-parks (1/2 mile), and pocket parks and plazas (1/4 mile). Community parks are generally intended to serve an entire community planning area, or 25,000 residents. Nearly all of the community falls within one mile of either a neighborhood park or a community park. The area's scattered mini-parks provide more immediate access in some neighborhoods. Only the Broadway Heights neighborhood, north of Mallard Street in the far north-eastern corner, is out of the one-mile range.

The Plan designates several new park and recreation areas, including proximate to neighborhoods that currently lack these facilities. In addition, the Plan promotes development of urban plazas and complete streets, to foster development of community gathering places and active living. The Recreation element of this Plan provides further detail about parks and open space.

Access to Health Care and Social Services

Access to health care and social services can play a critical role in the preservation and maintenance of good public health. The Tubman Chavez Community Center and Jacobs Center for Neighborhood Innovation, in the Euclid and Market Village District, both provide important social services for the community. In addition to private health care providers, Encanto Neighborhoods is home to two community clinics. King-Chavez Health Center, at 950 South Euclid Avenue, and Diamond Neighborhoods Family Health Center, at 220 Euclid Avenue, provide important health services for the community. The Boys and Girls Club on

Imperial Avenue serves the youth of Encanto Neighborhoods. Recreation centers, operated by the Parks and Recreation Department, offer health and wellness programs and facilities for the community, as well.

While providing health care itself is beyond the scope of the Plan, the Plan promotes development of health and social services in a manner that enhances their community use and access by enabling their location in the Village District—proximate to transit, and integrated with higher density mixed-use developments, with a greater number of people within easy walking and biking distances.

Balanced Communities and Equitable Development

Encanto Neighborhoods are comprised of long-established urban neighborhoods, but they have a scattering of vacant or underutilized land, especially along key corridors. This provides the opportunity for well-located, mixed-use infill development. One of the goals of the Plan is to help bring about a diverse mixture of residential opportunities, including affordable rental and for sale housing, senior and multi-generational housing and small lot townhome development.

Policies

Affordable Housing

- P-LU-59:** Promote the production of very-low and low income affordable housing in all residential and multi-use neighborhood designations.
- P-LU-60:** Create affordable home ownership opportunities for moderate income buyers.
- P-LU-61:** Encourage the development of moderately priced, market-rate (unsubsidized) housing affordable to middle income households earning up to 150% of area median income.

P-LU-62: Promote homebuyer assistance programs for moderate-income buyers.

P-LU-63: Utilize land-use, regulatory and financial tools to facilitate the development of housing affordable to all income levels.

Community Health

P-LU-64: Increase availability of fresh healthy foods by actively engaging such businesses, and undertake measures to decrease the density of fast food and liquor stores in the community.

P-LU-65: Enable and encourage the development of one or more full-service grocery stores with healthy food options and easy access for community members.

P-LU-66: Prioritize healthy food outlets in economic development efforts, especially in areas more than a quarter to half a mile away from a healthy food outlet, farmer's market, farm stand, or corner store/market with healthy foods and fresh produce.

P-LU-67: Encourage the development of healthy food establishments in areas with an existing high concentration of fast food establishments, convenience stores, and liquor stores.

P-LU-68: Encourage development projects to include a healthy food outlet, or be located within a quarter to a half mile of a healthy food outlet, where feasible and appropriate.

P-LU-69: Discourage fast food outlets and liquor stores from locating near schools.

P-LU-70: Strive for a majority of residents to be within a quarter to a half mile walking distance to a grocery store or other healthy food retail establishment. Consider farm stands and community gardens for underserved areas where retail is not feasible.

2.9 Noise

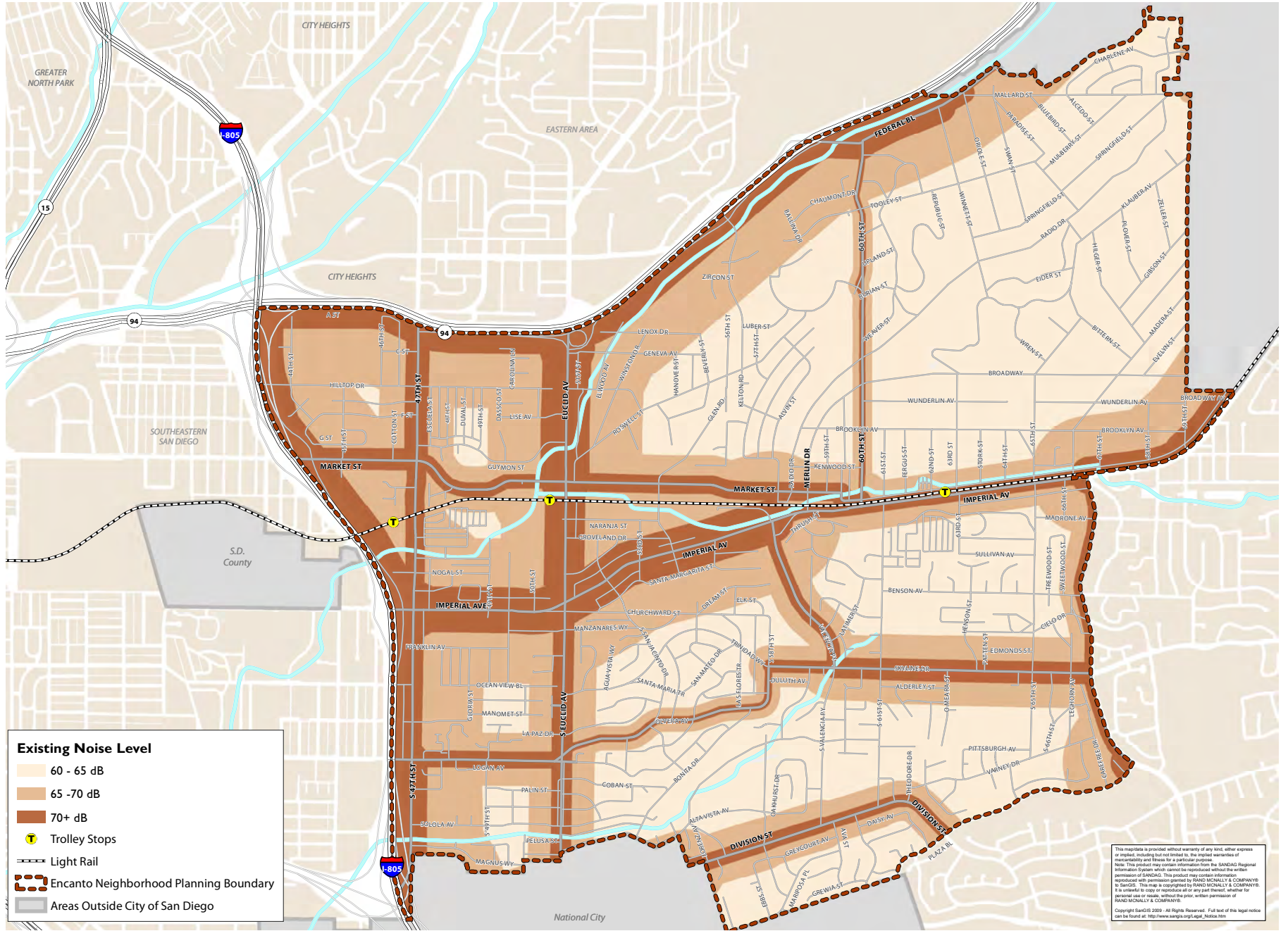
Noise-sensitive land uses are locations where the presence of unwanted sound could adversely affect the use of the land. These include residences, schools, lodging, libraries, religious facilities, nursing homes, playgrounds and parks. Encanto Neighborhoods have a variety of land uses as well as proximity to major transportation facilities. The main sources of unwanted sound in the community are related to airport and freeway operations. Heavily travelled streets as well as certain activities associated with commercial and industrial land uses have the potential to generate unwanted noise. Figure 2-4 identifies the existing noise contours in the community.

Federal noise standards cover transportation-related noise sources related to interstate commerce (i.e., aircraft, trains, and trucks) for which there are not more stringent state standards. State noise standards are set for automobiles, light trucks, and motorcycles. The General Plan Noise Element specifies compatibility standards (maximum noise levels) for different categories of land use. The Noise Ordinance specifies maximum one-hour average sound level limits at the boundary of a property. Additional Plan policies are provided in this section.

Noise Sources

Noise sources are typically categorized as mobile or stationary. The majority of mobile sources are transportation related from vehicles operating on roadways, aircraft and airport operations, and railroad activities. Stationary noise sources typically include machinery; fabrication; construction; heating, ventilation, and air conditioning systems; compressors and generators; and

FIGURE 2-4: Future Noise Contours and Airport Activity



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landscape maintenance equipment. Another category of stationary sources include various activities such as concerts, outdoor dining, amplified music, public address systems.

Motor Vehicle Traffic

The dominant noise source in Encanto Neighborhoods is traffic on roadways. Vehicle traffic noise is directly related to the traffic volume, speed, and mix of vehicles. Because commercial trucks generate more noise than cars and light trucks they can have a proportionately greater noise impact. Potential sources of truck traffic are the commercial and industrial areas in the community. The two freeways that surround the community (State Route 94 and Interstates 805) are the primary sources of motor vehicle noise within the community. Future noise levels are expected to often exceed 65 CNEL, which is a generally acceptable level of noise when outdoors. (CNEL, the community noise equivalent level, adjusts for the annoyance of noise in the evening and nighttime hours.) Noise levels exceed this

threshold in many parts of Encanto Neighborhoods today; increases may be expected along major roadways where traffic levels will increase.

Future noise levels are expected to often exceed 65 CNEL, which is a generally acceptable level of noise when outdoors. (CNEL, the community noise equivalent level, adjusts for the annoyance of noise in the evening and nighttime hours.) Noise levels exceed this threshold in parts of Encanto Neighborhoods today; increases may be expected along major roadways where traffic levels will increase.

Rail Activity

Rail noise is a source of noise in the community. Freight trains and trolley transit can generate high, though relatively brief, intermittent noise events within the vicinity of at grade rail crossings where horns and crossing bells are sounded. Federal regulations require trains to sound their horns at all roadway-rail grade crossings. Horns, whistles and bells on the moving trolley ve-



The dominant noise source in the Planning Area is traffic on roadways; rail is also a source of noise.

hicles, and horns from freight trains, combined with stationary bells at grade crossings can generate excessive noise levels that can affect noise sensitive land uses. To minimize excess train horn noise, the federal government allows the establishment of train horn “quiet zones.” This requires the implementation of safety measures to compensate for the loss of the train horn usage. The General Plan has policy direction for trolley and train noise found in policies NE.C.1 through NE.C.4. Noise from the trolley is not expected to exceed 65 CNEL within 50 feet of the Trolley, even when the horn is used.

Airport Activity

Aircraft noise can affect people living and working in the community to varying degrees, depending on a person’s level of noise sensitivity. Encanto Neighborhoods are located entirely outside of the present and future 65 CNEL noise contour for San Diego International Airport. However, the community is within the Airport Influence Area, which is the boundary for the Airport Land Use Compatibility Plan (ALUCP) for SDIA. Aircraft noise is one of the factors that the state-required ALUCP addresses with established policies for land use compatibility, as discussed in the Land Use Element.

Commercial and Industrial Activity

The primary issue with stationary noise sources from light industrial and commercial activities is when these land uses and operations are adjacent to residential land uses (collocation). Noise impacts generated by construction activities, as well as commercial businesses can periodically generate high levels of noise in the community. Industrial and business park areas in Encanto Neighborhoods are limited to land along parts

of Federal Boulevard, Market Street, and Imperial Avenue. The Plan’s land use diagram seeks to minimize the areas where sensitive land uses and potentially noise-producing land uses adjoin. Where residential and other sensitive receptor uses are present or proposed the potential for noise impacts from commercial activities are important to evaluate, such as deliveries during late night and early morning hours that generate noise affecting nearby residential uses. The Plan also provides or reinforces land use siting and buffering standards to ensure sound-reducing features and site design.

Policies

P-LU-71: Locate noise-sensitive uses, such as schools and homes, away from noise sources.

P-LU-72: Utilize the Community Plan and the Airport Land Use Compatibility Plan noise contours when making land use planning decisions.

- Reduce the effect of noise through the following techniques:
- Use building setbacks to increase distance between the noise source and receiver;
- Provide sound barriers (earth berms or masonry walls) between habitable space and the noise source;
- Orient buildings to shield outdoor spaces from noise sources;
- Locate parking lots, and other non-habitable uses between the noise source and receptor;
- Incorporate forced-air ventilation systems to allow windows and doors to be closed;

- Use double-paned or sound rated windows;
- Incorporate sound insulating exterior walls and roofs;
- Use attic vents to minimize sound intrusion into structures.

Note: berms and sound walls are ineffective-they merely reflect sound and push it further away. The only reason to use these would be if noise-sensitive uses are already located next to a roadway and need protection.

- P-LU-73:** Ensure that future residential uses above the 60 dBA CNEL aircraft noise contour include noise attenuation measures to ensure an interior noise level of 45 dBA CNEL and provide an avigation easement to the airport operator for SDIA.
- P-LU-74:** Reduce the effect of commercial activity noise through site planning and integrating noise attenuation measures in new buildings to will reduce interior sound levels. (Refer to General Plan Policies NE-E-1 through NE-E6.)
- P-LU-75:** Control noise impacts at the source through dampening, buffering, or active cancelling, particularly on sites that abut residential development or other sensitive receptors.
- P-LU-76:** Reduce potential noise impacts, particularly from the trolley, by orienting windows and openings away from noise sources or developing mitigations for noise and vibrations.)



3 MOBILITY

To fulfill the City of San Diego General Plan's key strategy of becoming a "City of Villages," this community plan fosters high quality growth along key corridors and near trolley stations. In order for compact, mixed use villages to thrive, legitimate travel choices need to be broadened so that a good proportion of trips can be made without a car. Walking, cycling, and transit should not be modes of last resort; rather, they should be convenient, pleasant, safe and desirable modes of travel. To this end, the Mobility Element includes goals, policies, and recommendations that will lead to a robust multimodal network that encourages walking, bicycling, and taking transit while continuing to provide for needed vehicular access in the community.

GOALS

1. A complete and balanced multi-modal transportation system that provides safe and attractive travel choices.
2. A well-integrated system of trolley and bus services, and pedestrian and bicycle facilities including off-street trails that connect neighborhoods, community destinations, and commercial areas.
3. A wayfinding program to support efficiency and use of all transportation modes.
4. Pedestrian-friendly neighborhoods, streets and intersections, including well-lit sidewalks with parkways, and safe street crossings.
5. A bicycle network that connects community destinations, links to surrounding communities and the regional bicycle network, and makes cycling a convenient and enjoyable mode choice for all.
6. High-quality public transit service as a preferred transportation mode for employees and residents within the community village and along transit corridors.
7. Adequate capacity and improved regional access for vehicular traffic on major streets.
8. Reduced costs associated with providing parking and minimized parking impacts through the use of parking management strategies in the community village and clustered commercial and industrial areas.
9. Interagency coordination to ensure cohesive mobility plans, and provide opportunities, funding resources, and inter-jurisdictional cooperation to further those plans.
10. Improve and stimulate investments in this area.

TABLE 3-1: MOBILITY TOPICS ALSO COVERED IN OTHER PLAN ELEMENTS

MOBILITY TOPIC AREAS	LAND USE	URBAN DESIGN	RECREATION	CONSERVATION AND SUSTAINABILITY
Transit-oriented Development	X			
Streetscape		X		
Multi-use Trails			X	
Walkable Communities				
Greenhouse Gas Emissions Reduction				X

The Encanto mobility network is comprised of diverse elements, including roadway and freeway systems, public transit services including bus and light rail, and bicycle and pedestrian infrastructure; and each has an important role in serving the future needs of the community. The freeways and light rail (the Orange Line Trolley) provide regional accessibility between Encanto and other locations across the County. Within the community, the freeways, Orange Line trolley, Chollas Creek, Radio Canyon, and Encanto Creek cause some discontinuity in the roadway network, but these also provide the opportunity for adjacent trails and shared bicycle and pedestrian paths. The Mobility Element builds upon these strengths and envisions a significantly enhanced network of bicycle facilities along with improvements to the pedestrian environment, transit services and transit stop amenities

3.1 Active Transportation

Active transportation refers to those modes of travel powered by human energy, primarily walking and cycling. In addition to environmental, social, economic, and transportation benefits, active transportation creates important opportunities for routine physical activity resulting in public health benefits.

Walkable Communities

Pedestrian comfort and safety is a cornerstone of the City of Villages transportation/land use strategy. In Encanto, the Orange Line Trolley stations at 47th Street and Euclid Avenue, Imperial Avenue commercial corridor, the Euclid Avenue & Market Street activity center, and neighborhood scale commercial destinations within the community, will contribute to increasingly vibrant pedestrian realms. There are deficiencies in the pedestrian environment that make mobility more challenging, including barriers imposed by freeways and ramp intersections, the light rail/railroad right-of-way, and Chollas Creek, high speed traffic, difficult pedestrian crossings, lack of buffers from moving vehicles, and insufficient lighting and shade, as well as missing sidewalks and curb ramps. The Mobility Element seeks to address these where possible.

Pedestrian routes in Encanto have been classified based on definitions developed as part of the City’s Pedestrian Master Plan effort and are shown in Figure 3-1, Pedestrian Routes.

General Plan policies ME-A.1 through ME-A.9, as well as Table ME-1, (Pedestrian Improvement Toolbox), and Table ME-2, Traffic Calming Toolbox, should be consulted for additional policies.

Walkability Policies

- P-MO-1:** Support and promote complete sidewalk and intersection improvements along 47th Street, Euclid Avenue, Market Street, Imperial Avenue, and National/Logan Avenues.
- P-MO-2:** Install missing sidewalk and curb ramps and remove accessibility barriers.
- P-MO-3:** Provide marked crosswalks and pedestrian countdown timers at all signalized intersections.
- P-MO-4:** Improve the pedestrian environment along routes to transit stops through the installation and maintenance of signs, crosswalks, and other appropriate measures.
- P-MO-5:** Provide shade-producing street trees and street furnishings with an emphasis along routes to schools and transit.
- P-MO-6:** Provide adequate lighting for safety and security.

Bicycling

Development of a well-connected, dense bicycle network, including high-quality, protected facilities where feasible, will facilitate cycling and help meet community travel needs.

Separated bicycle facilities are known to be safer and to promote increased cycling rates among the general population, the majority of whom are uncomfortable riding in unprotected facilities. Table 3-1 illustrates bicycle facility typologies that are recommended and Figure 3-2 shows a map of the proposed bicycle facilities in Encanto.

THE COLUMBIAN



Pedestrian countdown signal (top). Pedestrian amenities, Solana Beach, CA (middle). Pedestrian lead interval (bottom).

FIGURE 3-1: Pedestrian Routes

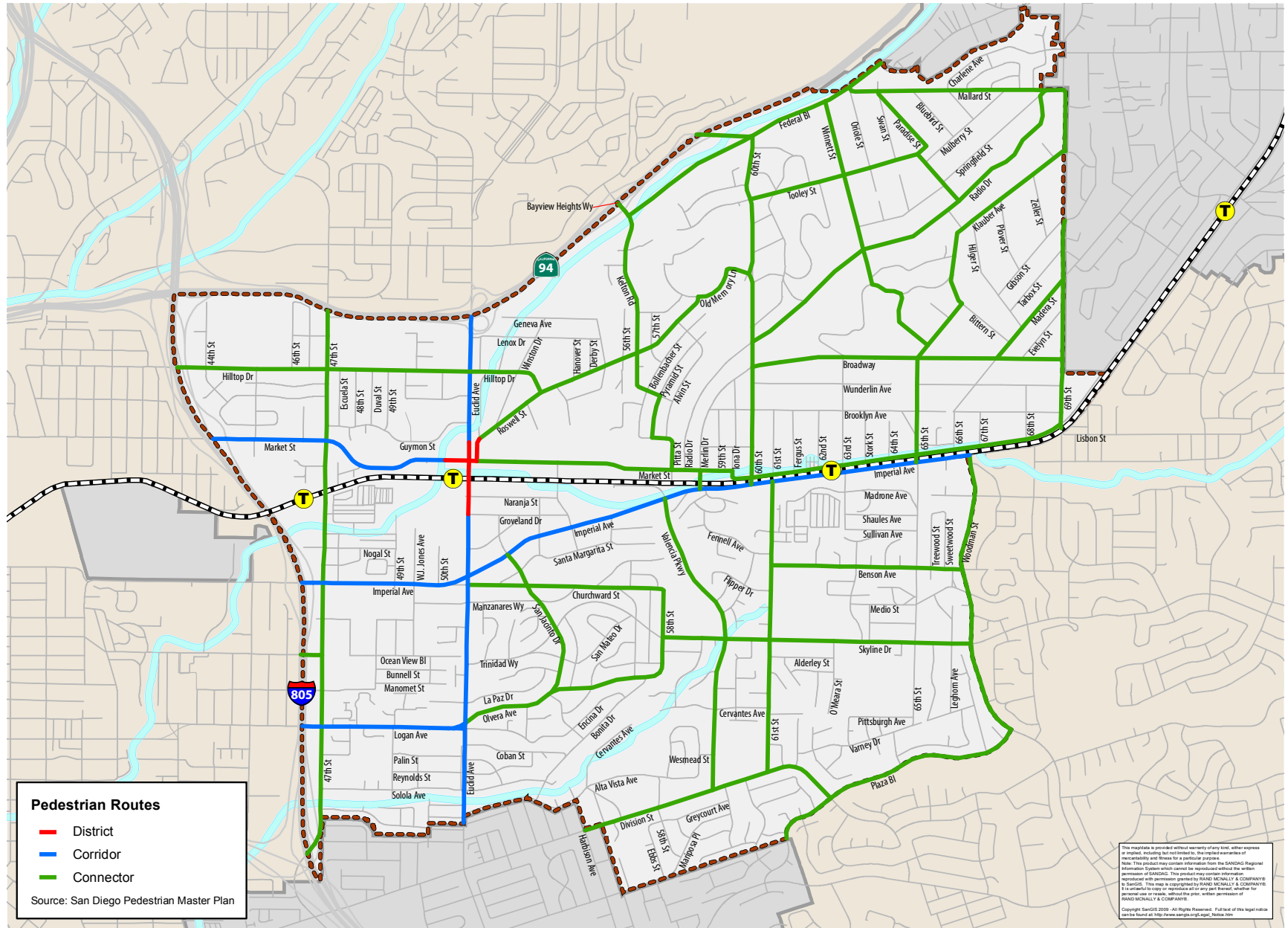






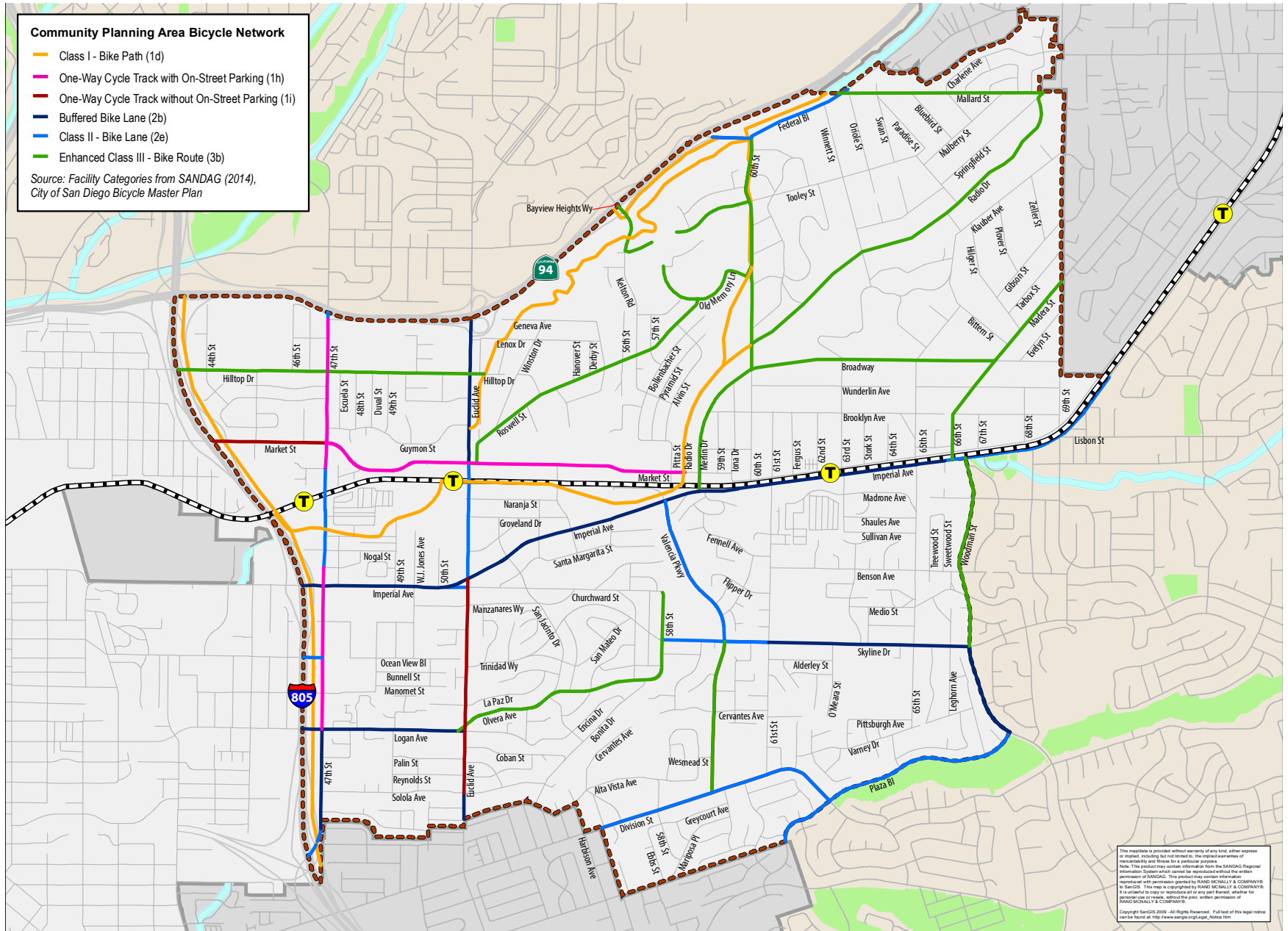


TABLE 3-2: PROPOSED BICYCLE FACILITY TYPOLOGIES		
BICYCLE FACILITY TYPE	ILLUSTRATION	MINIMUM WIDTH REQUIREMENT
Cycle Track	1-way 	<ul style="list-style-type: none"> • Minimum 8' (5' bikeway + 3' buffer) • Desired 10' (7' bikeway + 3' buffer)
Bike Lane	Buffered 	<ul style="list-style-type: none"> • Minimum 7' including buffer
	Conventional 	<ul style="list-style-type: none"> • Minimum 5'
Mixed Flow	Boulevard 	<ul style="list-style-type: none"> • No additional pavement width required • Prioritize non-motorized modes through traffic calming and bicycle treatments, such as vertical and horizontal signage, wayfinding, etc.
	Marked Route 	<ul style="list-style-type: none"> • No additional pavement width required
Multi-Use Path		<ul style="list-style-type: none"> • 8' minimum width • 10' – 12' recommended • 2' buffer recommended

Source: NACTO Urban Bikeway Design Guide, 2011 and AASHTO, 2010.

FIGURE 3-2: Planned Bicycle Network



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General Plan policies ME-F.1 through ME-F.6, as well as the following community-based policies should be consulted for guidance.

Bicycling Policies

P-MO-7: Where feasible, repurpose right-of-way to provide and support a continuous network of safe, convenient and attractive bicycle facilities shown in Figure 3-2, connecting Encanto to the citywide bicycle network.

P-MO-8: Implement multi-use trails recommended in the Chollas Creek Master Plan.

P-MO-9: Provide secure, accessible bicycle parking, particularly at the 47th Street, Euclid Avenue and 62nd Street trolley stations, within commercial areas, and at concentrations of employment throughout the community.

3.2 Public Transit

Encanto is well served by both local and regional transit with the Metropolitan Transit System (MTS) providing ten bus routes and the Orange Line Trolley within the community, as shown in Figure 3-3. Nearly all of Encanto is within one-quarter mile of a transit station or stop, except for the single-family residential area in the northeast corner. There are very high transit demand nodes at the Orange Line Trolley stations at 47th Street, Euclid Avenue, and 62nd Street.

The San Diego Association of Governments (SANDAG) 2050 Regional Transportation Plan (RTP) includes the following planned transit improvements for Encanto:

- Local bus services in key corridors would increase to 15-minute headways in 2020 and 10-minute headways in 2030.
- A new Bus Rapid Transit (BRT) route would serve the I-805 corridor from Otay Mesa to Sorrento Valley.
- A new rapid bus route would run between Spring Valley and San Diego State University traveling through Encanto.
- The Orange Line Trolley would have increased frequencies and an Orange Line Express would serve between El Cajon and Downtown San Diego.
- A new Light Rail Transit line would provide service between University Town Center and San Ysidro with a stop at the 47th Street Trolley Station.

General Plan Policies ME-B.1 through ME-B.10, as well as the following community-based policies should be consulted for guidance.

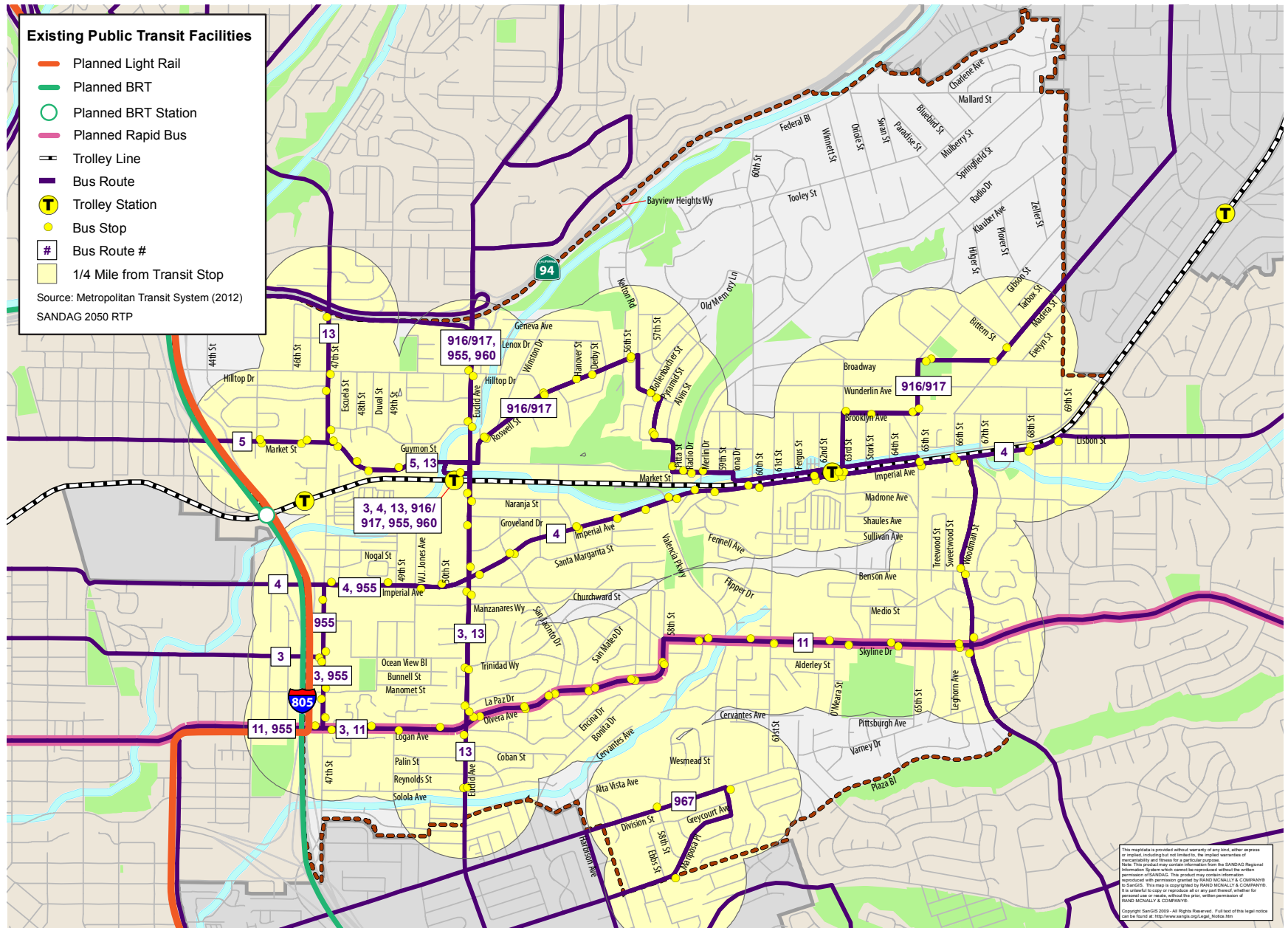
Public Transit Policies

P-MO-10: Improve the environment surrounding bus and trolley stops through installation of curb extensions, shelters, additional seating, lighting, and landscaping where appropriate.

P-MO-11: Highlight the presence of the three trolley stations through wayfinding signage and treatments on pedestrian routes to and from each of the stations.

P-MO-12: Work with MTS to incorporate measures to improve personal safety such as lighting, emergency call boxes, and similar upgrades at each of the trolley stations.

FIGURE 3-3: Public Transit Facilities



P-MO-13: Work with MTS and SANDAG to implement transit priority measures to improve transit travel times.

P-MO-14: Work with SANDAG to implement transit infrastructure and service enhancements in the Regional Transportation Plan, and to incorporate additional transit services and facilities such as a new BRT station along the I-805 corridor connected to the 47th Street Trolley Station, including new rail, pedestrian, and bicycle connections between Southeastern San Diego and Encanto Neighborhoods.

3.3 Streets and Freeway System

The street network in Encanto is somewhat disconnected due to the three canyons that traverse the community, Chollas Creek, Radio Canyon, and Encanto Creek, as well as the freeways and the trolley/rail-line. East-west connectivity is limited mainly to Imperial Avenue, while north-south connectivity is provided mainly by 47th Street and Euclid Avenue. In addition, numerous regional points of access are provided for the community by the two major freeways along its boundaries, I-805 and SR-94. Figures 3-4, 3-5, and 3-6 show recommended mobility concepts along Market Street, 47th Street, and Euclid Avenue. Figure 3-7 displays the existing (2012) functional street classifications and average daily trip (ADT) volumes. Figure 3-8 shows the planned buildout street classifications and the projected daily traffic.

Due to the urbanized nature of the community, most public right-of-way is fully constructed with streets and sidewalks as well as adjacent development. A guiding strategy for street system planning was to provide a Complete Streets network (accommodating all modes and users)

while largely limiting recommendations to modifications within the existing rights-of-way, and to avoid extensive road widening in the largely built out urban community. A number of road diets and lane diets (reducing the number of travel lanes and lane widths) are planned to accommodate high quality bicycle facilities desired in Encanto, such as along Imperial Avenue, Logan Avenue, Skyline Drive, 47th Street, and Euclid Avenue (south of Imperial Avenue). A portion of Market Street would also be widened to accommodate future traffic demand and one-way cycle tracks. Euclid Avenue, north of Market Street will also be widened to accommodate future traffic demand and buffered bike lanes. Finally, Division Street is planned to be improved from the current 2-lane cross-section to a 2-lane with center two-way left-turn lane roadway.

Figure 3-9 illustrates the recommended street improvements for Encanto. Detailed bicycle facility improvements are illustrated in Figure 3-2.

General Plan Policies ME-C.1 through ME-C.7, as well as Table ME-2 (Traffic Calming Toolbox), provide additional guidance on future street and intersection improvements.

Streets and Freeway Policies

P-MO-15: Provide a complete streets network throughout the community, accommodating all modes and users of the right of way.

P-MO-16: Repurpose right-of-way and implement limited roadway widening to provide high quality bicycle, pedestrian, and transit facilities while maintaining vehicular access.



RYAN SNYDER



Signage, wayfinding, and placemaking (top). Advanced stop lines protect cyclists and pedestrians (middle). Improve the entrances surrounding bus and trolley stops (bottom).



CITY OF SAN DIEGO



KOA CORPORATION



NYC DOT

Buffered bike lane (top). Cycle tracks, Long Beach, CA (middle) and New York, NY (bottom).

- P-MO-17:** Implement road and lane diets and traffic calming measures where appropriate to improve safety and quality of service, and increase walking and bicycling in the community.
- P-MO-18:** Implement focused intersection improvements to improve safety and operations for all modes.
- P-MO-19:** Provide street trees, street lighting, and implement a wayfinding program.
- P-MO-20:** Ensure efficient movement and delivery of goods to industrial and retail uses while minimizing impacts on residential and mixed use neighborhoods.
- P-MO-21:** Coordinate with Caltrans and SANDAG to identify and implement needed freeway and interchange improvements.

3.4 Intelligent Transportation Systems

Intelligent Transportation Systems or ITS is the application of technology to transportation systems including vehicles, roadways, intersections, transit, traveler information and payment systems with the goal to maximize efficiency of those services while increasing vehicle and person throughput, reducing congestion, and providing quality information to the commuting public. The application of ITS technologies can influence transportation choices across all modes of travel.

General Plan Policies ME-D.1 through ME-D.6, as well as the following community-based policies should be consulted for guidance.

Intelligent Transportation Systems Policies

- P-MO-22:** Support implementation of ITS to improve safety, efficiency and service, and congestion, including but not limited to traffic signal coordination, traffic and transit information, smart parking technology, and transit priority measures.
- P-MO-23:** Encourage use of or accommodation for emerging technologies such as car charging stations as part of future infrastructure and development projects.

3.5 Transportation Demand Management (TDM)

Transportation Demand Management (TDM) combines marketing and incentive programs to reduce dependence on automobiles and encourage use of a range of transportation options, including public transit, bicycling, walking and ridesharing.

General Plan Policies ME-E.1 through ME-E.8, should be consulted for additional guidance.

Traffic Demand Management Policies

- P-MO-24:** Encourage new residential, office and commercial developments, as well as any new parking garages to provide spaces for carsharing.
- P-MO-25:** Encourage new commercial, office and industrial development; employers; and new residential development to provide transit passes to employees and residents.
- P-MO-26:** Encourage employers to coordinate with SANDAG to provide commuter transportation programs.

3.6 Parking

Many of the goals and policies of the Community Plan depend on how parking is planned and managed in Encanto. These goals include increasing residential intensity and the density and variety of commercial and employment uses, as well as reduced number of and shorter distance vehicle trips (per resident/employee), increased sustainability, improved transit, and enhanced urban design. The community of Encanto has a variety of parking options including on-street parking, private off-street parking for local businesses and residences, and three public parking lots serving the 47th Street / Euclid Avenue and 62nd Street Trolley Stations.

General Plan Policies ME-G.1 through ME-G.5 as well as Table ME-3 (Parking Strategy Toolbox), as well as the following community-specific recommendations should be consulted for guidance.

Parking Policies

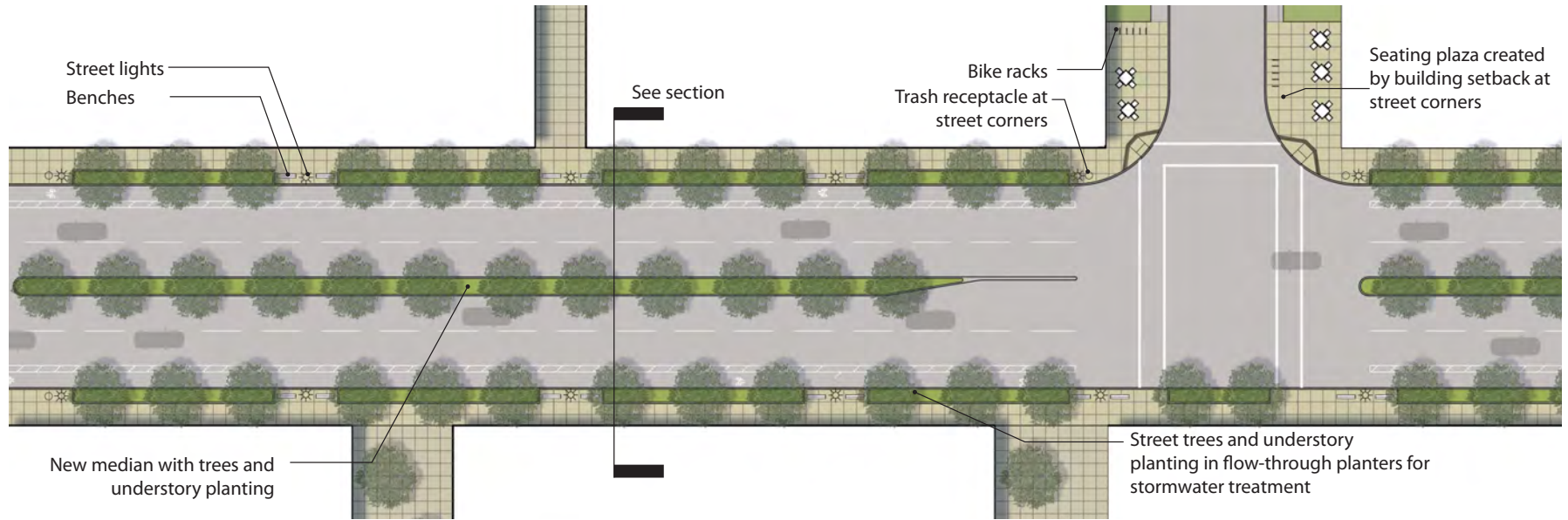
- P-MO-27:** Implement parking regulations that provide sufficient parking to accommodate residents and support businesses while reducing the overall cost of providing parking.
- P-MO-28:** Permit construction of public parking garages that include shared parking arrangements that efficiently use space, are appropriately designed, and reduce the overall number of off-street parking spaces required for development.
- P-MO-29:** Encourage parking spaces to be rented, leased, or sold separately from new residential and commercial space.

P-MO-30: Implement on-street parking management strategies in the Community Villages and commercial areas to more efficiently use street parking space and increase turnover and parking availability.

P-MO-31: Implement a parking in-lieu fee for new development that would contribute to implementation of parking demand reduction strategies as well as potentially fund parking structures within the community.

P-MO-32: Where feasible, restripe side streets to convert parallel parking to angled parking in order to increase the overall parking supply.

FIGURE 3-4: Market Street west of 47th Street



Plan view.



Existing view.

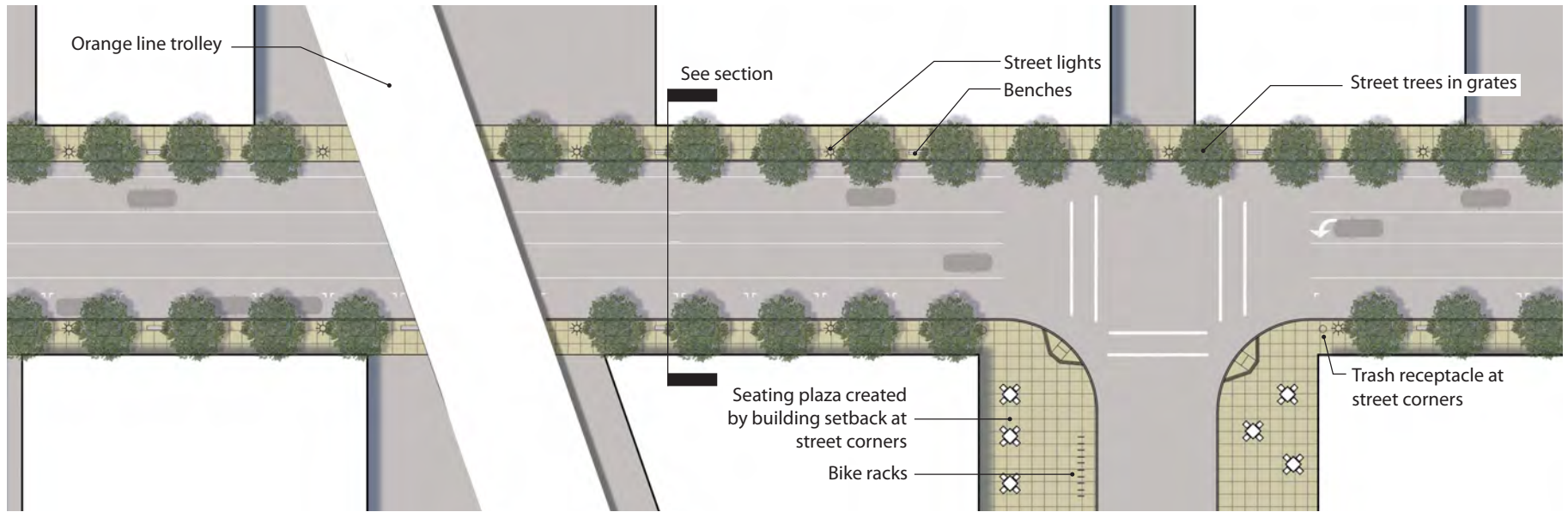


Illustrative view.



Section view.

FIGURE 3-5: 47th Street at Castana Street



Plan view.



Existing view.



Illustrative view.

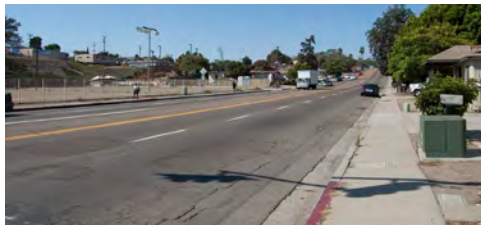


Section view.

FIGURE 3-6: Euclid Avenue between Guymon Street and Lise Street



Plan view.



Existing view.



Illustrative view.

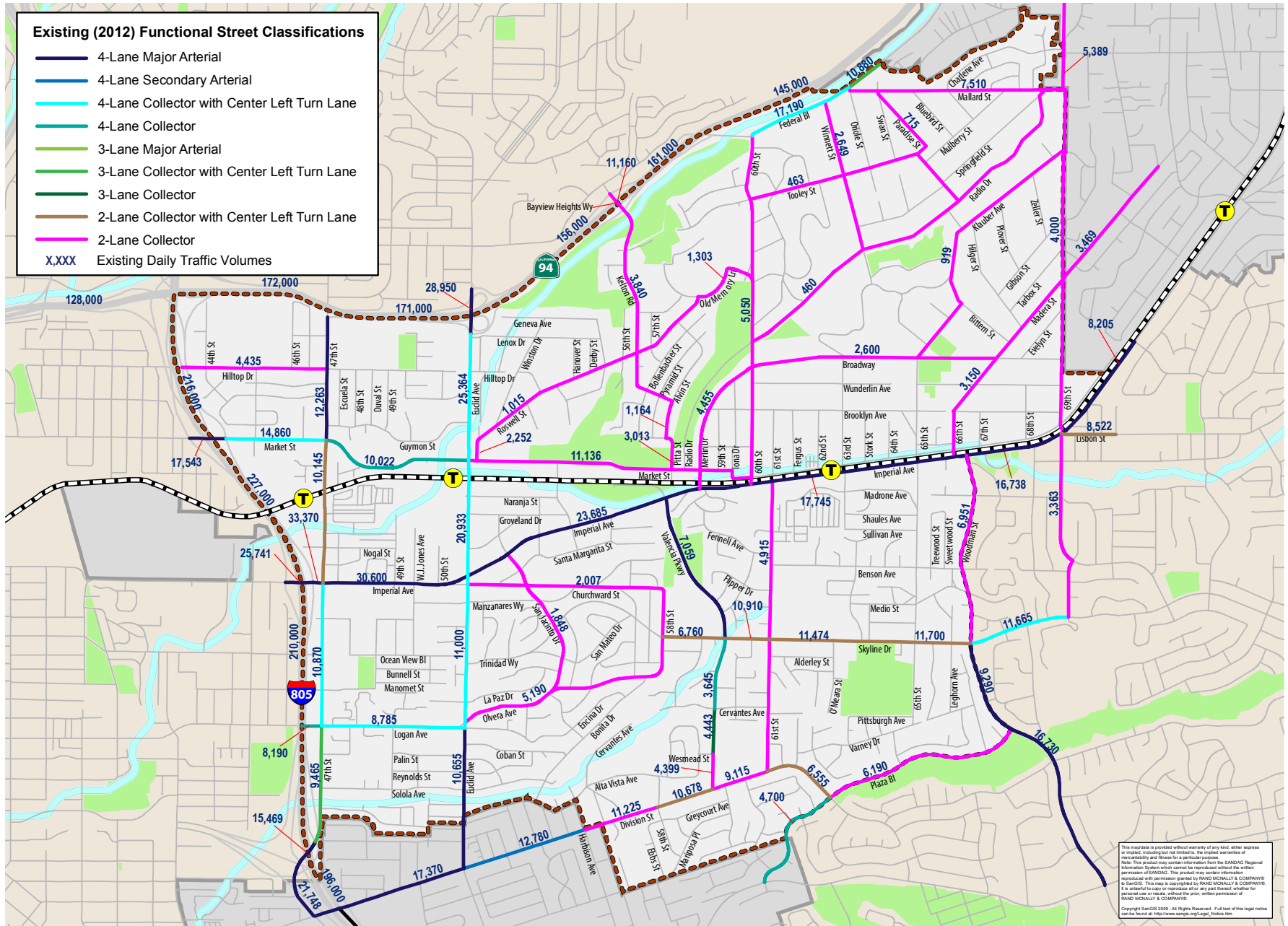


Section, south of Lise Street.



View to northwest.

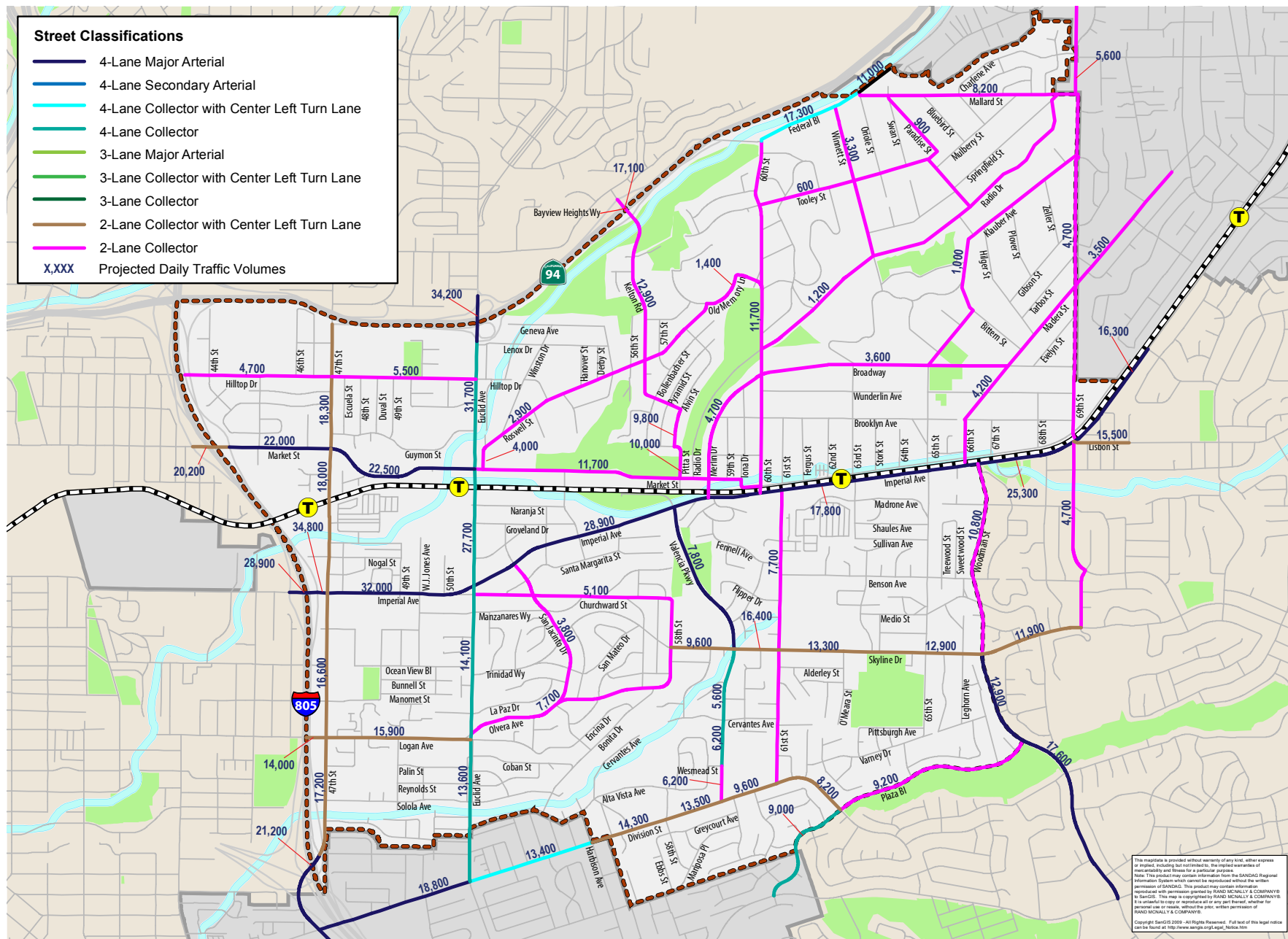
FIGURE 3-7: Existing (2012) Functional Street Classifications and Daily Traffic



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FIGURE 3-8: Buildout Street Classifications and Daily Traffic



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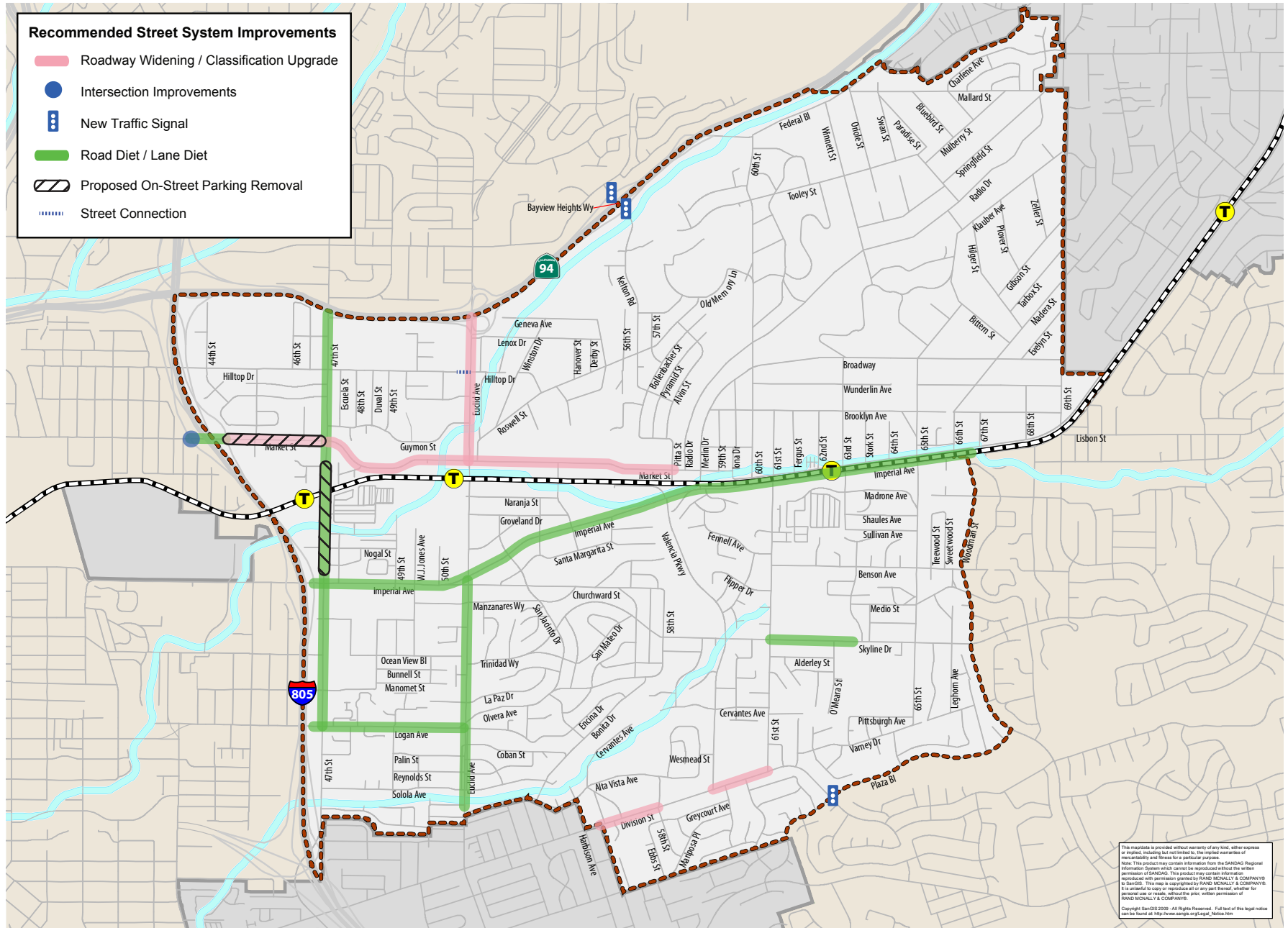
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FIGURE 3-9: Street Improvements



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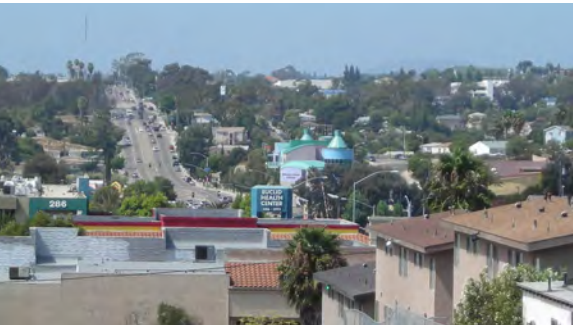
Data Source:
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Data Warehouse, 2012;
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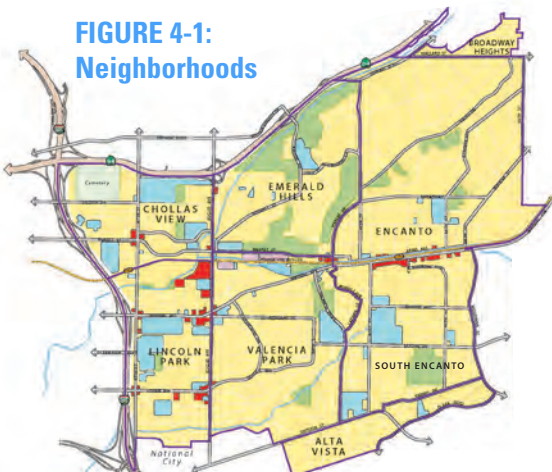
4 URBAN DESIGN

A majority of the Encanto Community Planning area is comprised of stable low density residential neighborhoods. The areas that exhibit the most potential for positive growth in the community are the predominately commercial parcels along the major roadways. While these areas have many of the urban form characteristics and qualities that make for a successful urban village, they remain auto-dominated areas at a time when greater demands exist for multi-modal transportation, mixed-use and walkable environments. Several opportunities exist to make these areas more pedestrian, bicycle and transit-friendly neighborhoods, with growth that enhances an exceptional quality of life and healthy living. This element describes the existing and proposed urban form and highlights some of the opportunities for urban design.



The natural setting is a defining characteristic of the Encanto Neighborhoods.

**FIGURE 4-1:
Neighborhoods**



The community's eight neighborhoods are defined by arterial streets and the trolley corridor.

4.1 Urban Design Framework

Existing Land Form Snapshot

The naturally hilly topography sloping down from such areas as Emerald Hills and Radio Canyon to Chollas Creek defines the central land form of the Encanto Neighborhoods Community Planning Area. Chollas Creek is at the “heart” of the community and creates natural links that offer opportunities for enhanced connectivity, wildlife habitat, and passive as well as active recreational open space.

The edges and limits of Encanto are clearly defined by the State Route 94 highway to the north, Interstate 805 highway to the west, 69th Street toward the east and Skyline-Paradise Hills Communities and the National City boundary to the south. The trolley corridor bisects the community east-west, adjacent to Chollas Creek, and serves as a dividing line between the northern and southern neighborhoods. Freeways SR-94 and I-805 divide the area from adjoining communities. However, they also establish a clear definition of community boundaries that contribute to a distinct sense of place and a marked identity.

The community is served by four major streets - Market Street, Imperial Avenue, Euclid Avenue, and 47th Street - that together form a transit backbone within the area and provides connections to surrounding communities. There is no prevailing block pattern in Encanto; rather it is largely driven by topographic conditions and suburban development patterns.

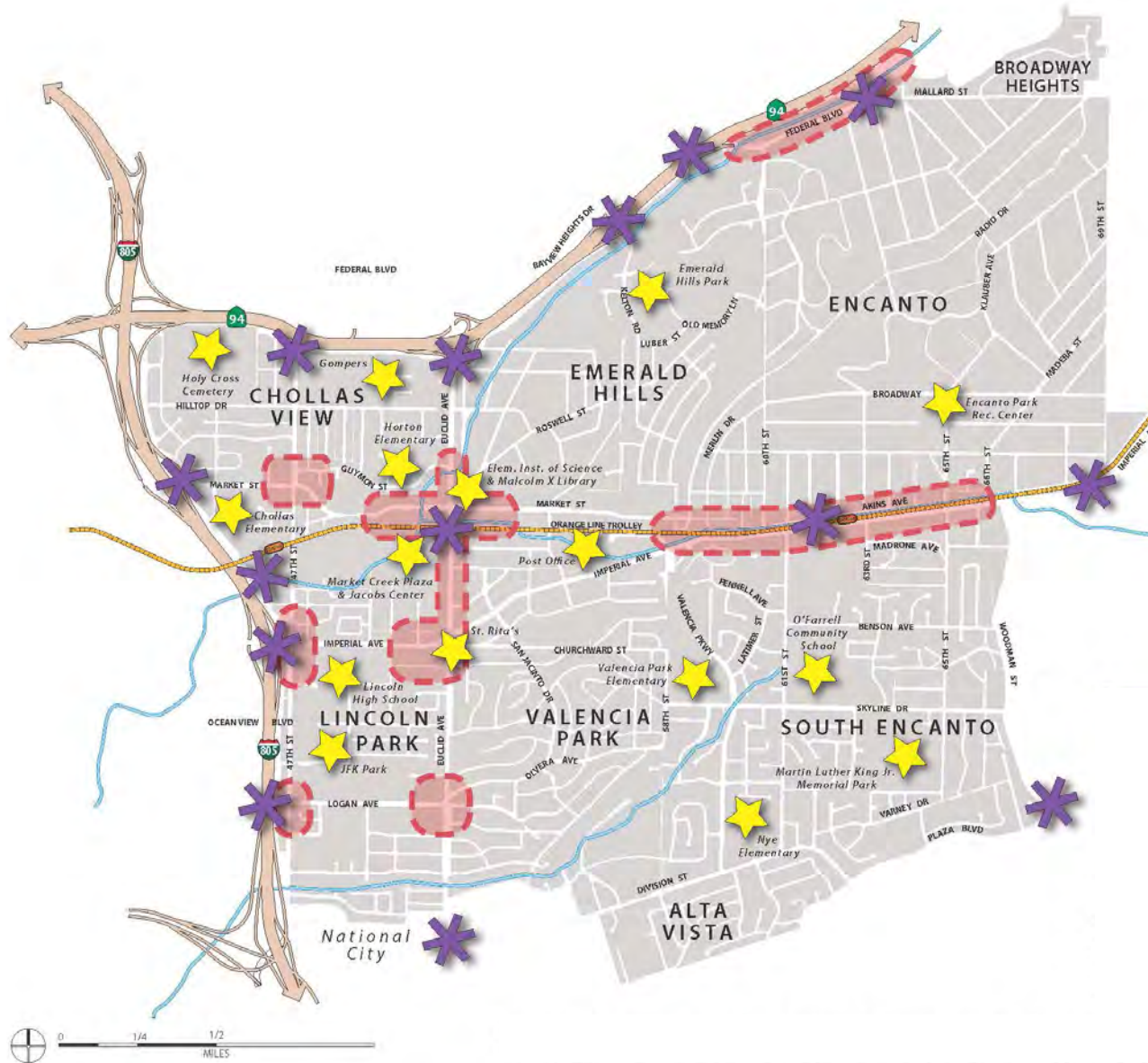
Development patterns in the community are highly varied and interrupted by natural, vacant and underutilized land parcels that create perceivable gaps in the area's built form. When coupled with collector and major streets

that lack consistent landscaped center medians, shade-producing street trees, parkways, wide sidewalks, bike lanes, lighting and street furniture, the impression is of an expansive and ill-defined urban space that lacks visual interest, a sense of place, comfort or public safety. On the other hand, this condition creates a unique opportunity in the Encanto Neighborhoods to direct future development and streetscape improvements in a way that defines urban space, creates a sense of place and character and contributes positively to a shared environment.

Encanto Neighborhoods is predominately single family residential from single-family large-lot homes to compact single-family, and town homes, with a modest amount of garden apartments, multi-family apartments, and two mobile home parks. Commercial buildings tend to be auto-oriented “strip commercial,” with parking in the front. Industrial uses, such as those along Federal Boulevard, Market Street, and Imperial Avenue are low intensity with large outdoor areas that serve as storage space. Several opportunities exist to “retrofit” these patterns and encourage an activated “Main Street” commercial pattern, with street facing storefronts and well planned industrial development that provides jobs while minimizing visual, noise, or particulate matter impacts to adjoining areas.

Industrial areas should be developed as high-tech industrial business park or support services uses along and Market Street and Imperial Avenue east of Euclid Avenue and Federal Boulevard. New multi-family residential and mixed-use development should be situated within a quarter mile proximity of high frequency trolley and transit stops in a vibrant urban setting with a mix of pedestrian accessible commercial, entertainments, employment and recreational uses.

FIGURE 4-2: Anchors and Gateways



The community has several known community anchors and gateway opportunities, linked by major street corridors.

GOALS

1. A vibrant, pedestrian-oriented village with a mix of residential, commercial, and civic uses with unique, local character.
2. High quality development that contributes to community character and promotes a “Main Street” feel along major corridors including Market Street, Imperial Avenue, 47th Street and Euclid Avenue.
3. Distinctive gateways that celebrate Encanto Neighborhood’s heritage and culture.
4. Convenient and well located public gathering spaces that include lively public plazas within the village area.
5. Distinct neighborhoods and commercial corridors that incorporate strong streetscape themes, wayfinding solutions and design guidelines.
6. Development that promotes a healthy, safe, secure, and attractive urban environment and celebrates surrounding amenities such as Chollas Creek.
7. A comprehensive urban forestry program that significantly increases the tree canopy throughout the community.

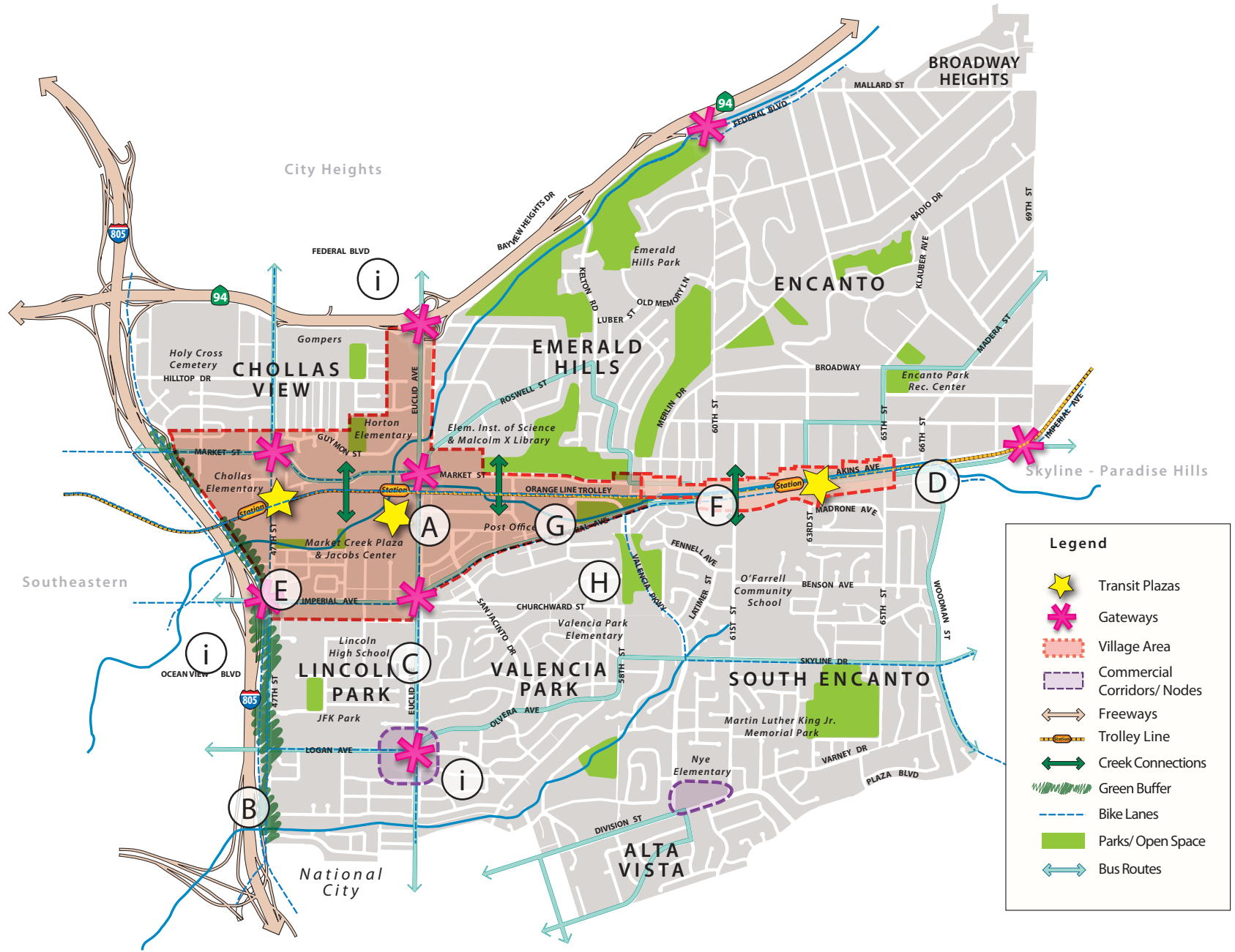


Urban Design Framework

- (A) The Village at Market and Euclid is the “Village Heart” of the community, with transit-oriented buildings and open spaces and with positive connections to the Chollas Creek
- (B) The environmental effects of the I-805 freeway are addressed with a landscaped buffer/ ring of green that wraps around the community, makes good use of excess right-of-way, offers opportunities for open space and preserves critical views
- (C) A street tree planting campaign along Market Street, Imperial Avenue, 47th Street and Euclid Avenue to make these streets “Green Streets” and recognize their importance as key circulation routes in the community
- (D) Retrofitted strip commercial lots in the community with pedestrian-oriented commercial and mixed-use buildings that address the street edge and corners and create a “Main Street” character
- (E) Underutilized sites along the Chollas Creek become opportunities for a recreational sports complex, park, or community facility that takes advantage of its adjacency to the creek, connects residents to the creek, and recognizes it as an open space amenity in the community
- (F) More trails, paths and bike lanes within canyons and the Chollas Creek, provide greater opportunities for pedestrian access to and across the creek, and more “eyes on the creek”
- (G) The Market Street Corridor East of Euclid (including the Valencia Business Park) is transformed into a high-tech business park and employment center with buildings that relate to the street and the creek and provide an active environment
- (H) View corridors are preserved and buildings, streets and views oriented toward the Chollas Creek
- (i) Iconic gateways at key locations in the community through landmark structures, unique signs, public art, landscape features and public plazas

Natural open space buffers the community from the freeway (top). A community gateway on Euclid Avenue features plazas and landmarks (middle and bottom).

FIGURE 4-3: Urban Design Concept Map



Legend

- ★ Transit Plazas
- ★ Gateways
- Village Area
- Commercial Corridors/ Nodes
- ↔ Freeways
- Trolley Line
- ↔ Creek Connections
- Green Buffer
- Bike Lanes
- Parks/ Open Space
- ↔ Bus Routes



The drawings shown above are for illustrative purposes only and provided to convey general intent and vision, and NOT exact location, design or configuration of proposed development

TABLE 4-1: GENERAL PLAN “CROSSWALK” TABLE	
COMMUNITY PLAN POLICY	GENERAL PLAN POLICY
<i>Development Adjacent to Canyons & Other Natural Features</i>	UD-A.3
Landscape Guidelines	UD-A.8
Parking	UD-A.11, UD-A.12
Wireless Facilities	UD-A.15
Utilities	UD-A.16
Safety & Security (Crime Prevention Through Environmental Design (CPTED))	UD-A.17
Residential Design	UD-B.1 - UD-B.8
Mixed-Use and Commercial	UD-C.1 - UD-C.8
Public Spaces & Civic Architecture	UD-E.1 - UD-E.2
Public Art & Cultural Amenities	UD-F.1 - UD-F.5
Urban Runoff & Storm Water Management	CE-E.1 - CE-E.7
Urban Forestry	CE-J.1 - CE-J.5
Sustainable Development Practices	CE-A.5 - CE-A.12
Streetscape Design	UD-C.7
Pedestrian Access to Developments	UD-A.5, A.9
Site Design & Building Orientation	UD-A.3 - UD-A.6
Building Compatibility & Transitions	UD-B.2
Building Quality, Durability, Materials & Colors	UD-A.4, UD-A.5, CE-A.9

General Plan “Crosswalk”

The City of San Diego General Plan establishes the over-riding policies and goals that guide all community plan policies. Several policies that apply to the Encanto Neighborhoods Community are written and detailed in the General Plan. Below is a “crosswalk” table that highlights key policies that concern Encanto Neighborhoods and which are currently addressed in the General Plan. Refer to the City of San Diego General Plan for these policies.

4.2 Development Design

Buildings in the Encanto Neighborhoods should be rich in character, colors, materials and details. Structures should not overwhelm the street or neighborhoods, but adapt to their context and help define public spaces. Height should be reserved for areas where a statement can be made through building form, such as the major intersections in the community or at transit stations. Diversity of the built environment is encouraged through size, rooflines, materials, and building types. Taken together, development in the Encanto Neighborhoods Community should respect cultural identity as well as the rich natural landscape and its significant amenities such as Chollas Creek, and contribute to the high-quality streets and public spaces it seeks to shape.

P-UD-1: Require new residential, commercial and mixed-use development to design street frontages with architectural and landscape interest, and provide high quality street-facing building exteriors, to create a visually appealing streetscape.

P-UD-2: Design buildings so that they contribute to a positive neighborhood character, provide diverse living, working and shopping environments, and relate to the community. Designs should be sensitive to scale, form and quality while respecting the context of well established streets, landmarks, and areas that give a community a sense of place and history (refer to General Plan Policies UD-A.5; UD-A.7).

FIGURE 4-4: Site Design

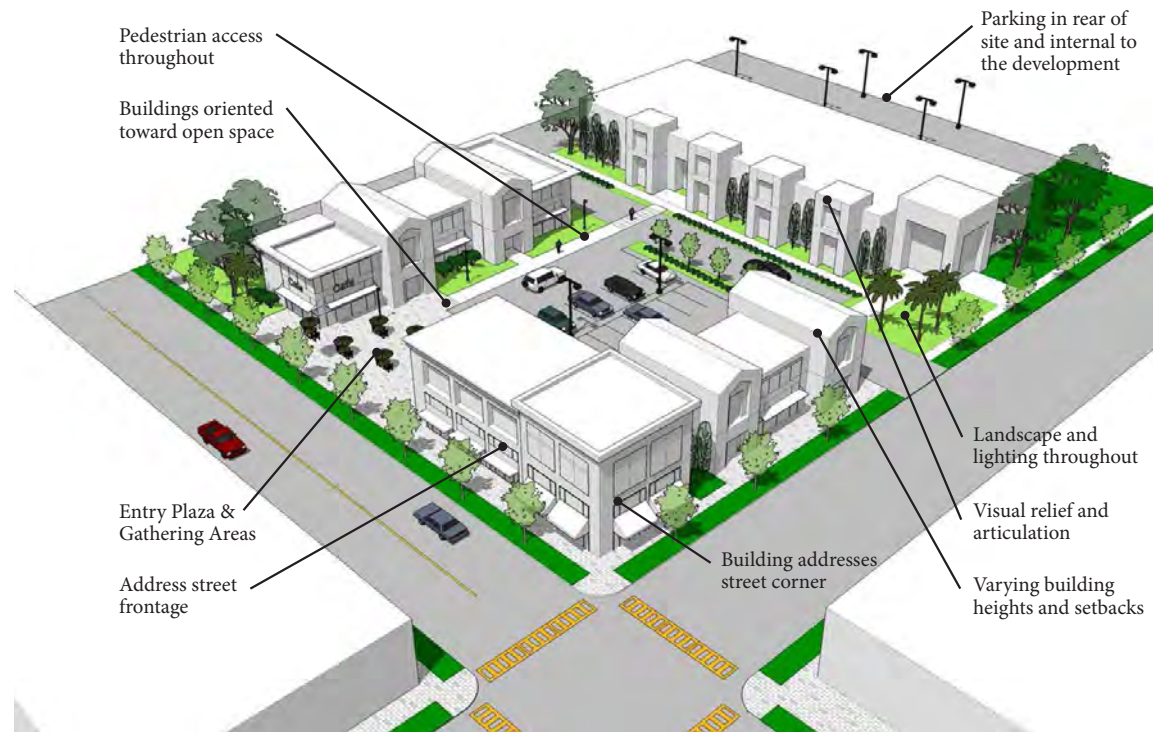


FIGURE 4-5: Building Corners

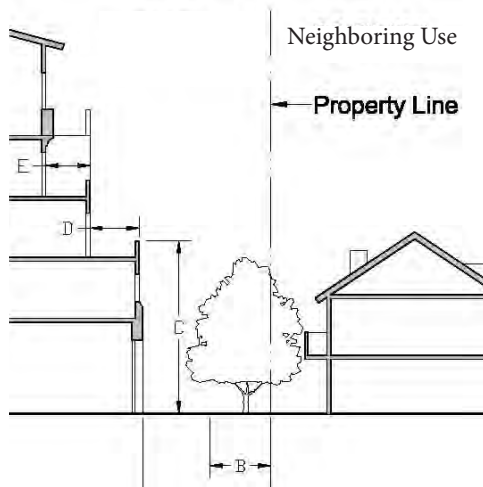


Typical intersection in the community.



Potential built-up intersection with commercial mixed-use that addresses the street corner.

FIGURE 4-6: Building Transition



Step back upper stories of larger, mixed-use and multi-family buildings to ensure compatibility with adjacent single-family as follows:

A) Side yard setbacks should be maintained when a large-scale project abuts single-family and small-scale uses

B) Height of first two stories should not exceed the overall building height of the adjacent property

C) A minimum 5' upper story setback should be provided at the third floor for a minimum 75% of the facade

D) A minimum 5' upper story setback should be provided at the fourth floor and above for a minimum 50% of the facade

P-UD-3: Ensure that new development includes appropriate setbacks:

- For both commercial and residential streets, provide space for an entry and front landing between the public sidewalk and the private entryway.
- New development should match the existing setbacks of surrounding high quality development to the extent possible.
- Setbacks or projections on the upper floors, balconies, bay windows, innovative roof lines, or roof decks should be used to make the façade of the building attractive.

P-UD-4: Design buildings that relate directly to the adjacent street, present an attractive and interesting façade to passersby, and appear inviting.

P-UD-5: Create well-defined open spaces and common areas through building form. Arrange building spaces and dwelling units around a central, common and usable open space. For example, buildings can be clustered around courtyards, greenways, and plazas, or form the edge of a trail, creek or canyon.

P-UD-6: Maximize the interface, views and access to the Chollas Creek and its surrounding landscape by orienting development towards or including views on to the creek. Provide pedestrian connections to the creek and incorporate the creek into developments as an amenity.

P-UD-7: Provide “eyes on the trolley and transit by creating a positive relationship between mixed-use development and transit.

P-UD-8: Break down building scale and massing with a pattern and hierarchy of forms to help reduce the visual bulk of the development.

P-UD-9: Incorporate smaller-scale architectural elements, such as bay windows, porches, projecting eaves, awnings, and similar elements, to add visual interest.

P-UD-10: Avoid boxy and monotonous facades that lack human scale dimensions and have large expanses of flat wall planes. Articulate building facades by providing offsets and breaks between dwelling units and town homes, living and sleeping areas, and other building program components.

P-UD-11: Building openings and fenestration should represent the uses behind them, minimize visual clutter, harmonize with prevailing conditions, and provide architectural interest. Windows should have a minimum recess of 2 inches.

P-UD-12: Locate active uses on the ground floor of the buildings in order to enliven and engage the street.

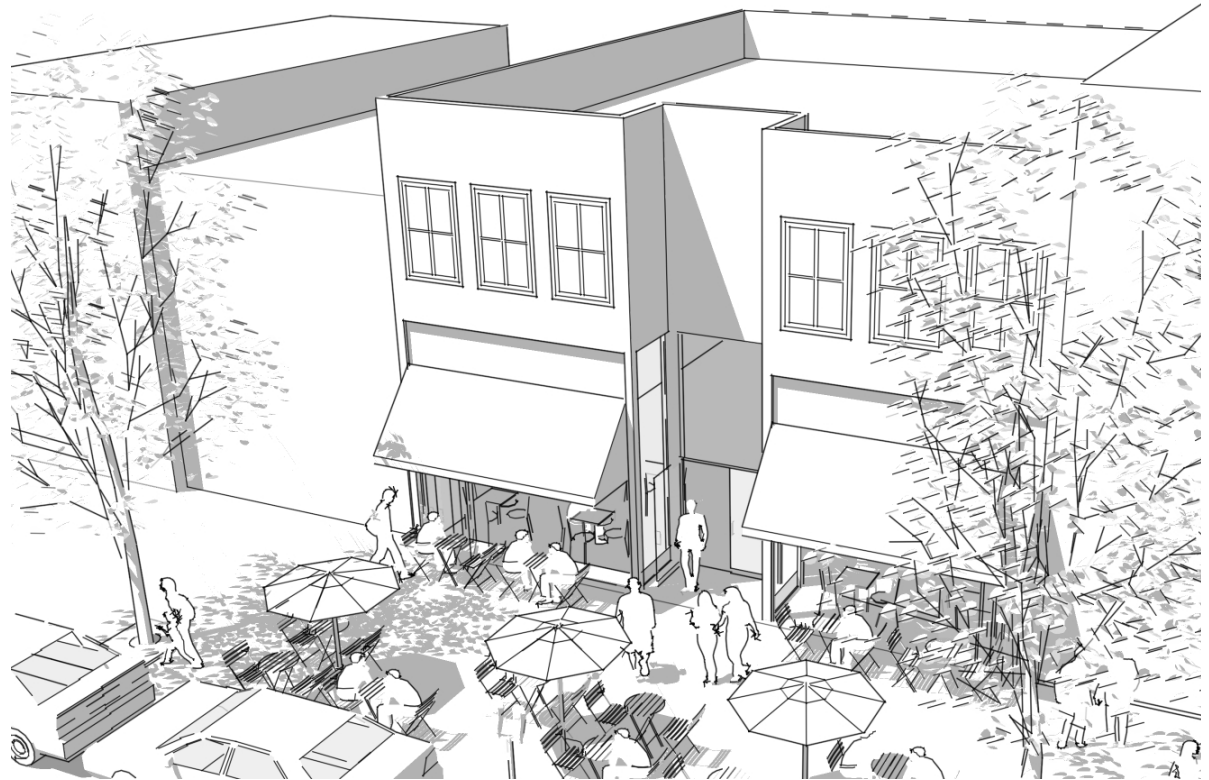
P-UD-13: Ground-floor units should be primarily accessed directly from the public right-of-way. If this is not feasible, provide access through a transparent lobby.

P-UD-14: Entryways should be clearly identifiable. This can be achieved through adding awnings, a front porch, or adding design details.

P-UD-15: Establish harmonious transitions and visual relationships between new and older buildings. Repeat existing building lines and surface treatments and provide gradual transitions in height, bulk and density, particularly where a development abuts single-family residential areas.

- P-UD-16:** Link development to existing street and sidewalk patterns and adjacent development. Prohibit developments designed as an enclave or complex apart from the neighborhood.
- P-UD-17:** Hurricane/barbed wire is not allowed as part of any new or existing development.
- P-UD-18:** Chain link fencing shall only be used where it cannot be seen from the public right-of-way.
- P-UD-19:** Building form should celebrate corner locations where topography permits. For neighborhood-serving commercial and mixed use projects, retail entrances should be located at corners.
- Primary residential entrances may be located away from the corner to prevent congestion.
 - For all types of new development, special building elements and architectural expressions such as towers, special entries, or cupolas should be used strategically at key locations, to address key street intersections and celebrate nearby important public spaces. These elements should be integrated into the overall design of the building.

FIGURE 4-7: Sidewalk Cafes



Encourage sidewalk cafes and outdoor seating.



Buildings should visually relate toward the public street (top). Ground-floor uses in commercial areas should be active and pedestrian-oriented (bottom).

Residential Development

P-UD-20: In new residential developments, repetitious use of identical style and type of dwellings should be avoided. Larger projects in particular result in greater visual prominence of development. Using a variety of structures can result in a more interesting appearance, and can also produce a wider range of housing costs.

P-UD-21: Use of staggered setbacks, varied building heights, widths, shapes, orientations, and colors should be incorporated. Protected courtyards, verandas, facades and porches are also encouraged to promote building variety.

P-UD-22: New residential development should be integrated with existing street and sidewalk patterns rather than being designed as an enclave or complex apart from the neighborhood. Sidewalks should be provided comprehensively along all private streets and should link in a clear manner to existing pedestrian and bicycle ways.

P-UD-23: Buildings shall be oriented and visually relate toward the public street. Visible front doors and street entrances or street facing courtyards with dwellings entered from the courtyard are encouraged. The same standards should be applied to buildings with alley frontage.

P-UD-24: Garages should not take the place of the main entryway.

P-UD-25: Locate potentially noisy areas like parking areas away from dwelling units where possible.

P-UD-26: Preserve the existing single-family large lot development in areas where topographic conditions foster large lots and in areas located away from mass transit and transit corridors.

- Preserve large-lot, single-family neighborhoods in order to retain the rural atmosphere which is characteristic of Encanto.
- Preserve the natural canyons and slopes of Encanto as part of new residential development.

Commercial and Mixed-Use Development

P-UD-27: Establish a continuous and consistent storefront presence in the community (see additional storefront design guidelines in Figure 4-9).

P-UD-28: Where a single-story commercial development is proposed, provide a minimum overall building height of 20-feet to make a significant statement on the street.

P-UD-29: Develop at a minimum two-story, “tall box” retail in lieu of one-story, “big-box” retail and take advantage of the height to make a statement at critical intersections in the community.

P-UD-30: Design live/work or shopkeepers units on the ground floor to appear like commercial storefront or gallery space with minimum 13-foot-high ceilings in order to accommodate diverse commercial uses or artist activities.

P-UD-31: Require new residential, commercial and mixed-use development to design street frontages with architectural and landscape

interest, and provide high quality street-facing building exteriors, to create a visually appealing streetscape.

- P-UD-32:** Ground-floor uses should be active and pedestrian-oriented.
- P-UD-33:** Uses that have little need for walk-in traffic should be discouraged from locating in street-front locations.
- P-UD-34:** Buildings with retail, commercial, community or public uses on the ground floor should have a clear floor-to-ceiling height of at least 13-feet.
- P-UD-35:** Ground-floor elevations for commercial uses should generally be level with the elevation of the adjacent public sidewalk, and not more than two feet above the sidewalk grade.
- P-UD-36:** Ground-floor residential uses should provide a grade change of at least two feet from the public sidewalk to the first floor residence, to protect the privacy of residential units.
- P-UD-37:** In order to promote active residential street frontages, ground-floor units should front onto and take direct access from the street, rather than having a shared entry and access from interior corridors.

Village Area and Commercial Corridors

The Village at Market Creek area is intended to become an urban village conveniently located along a heavily utilized transit node at the intersection of Euclid Avenue and Market Street. The village, when fully developed, will be activated with a mix of higher density multi-family residential, commercial, mixed-use, hospitality, institutional and business park employment

FIGURE 4-8: Building Orientation



- Street level uses face the primary frontage
- Recessed entries provide articulation in a continuous facade
- Pedestrian paseos link parking to the main street and provide secondary store frontage
- Street wall articulation adds visual interest and provides pockets of respite for pedestrians
- Varied building heights and massing create distinct elements and contribute to a fine grain human scale
- Details such as porches, balconies and arcades help activate the street



Buildings should face the street, provide a positive appearance, and place active uses and “eyes” on the street.

uses as well as a variety of publicly accessible open spaces including public plazas, parks and creek trails. These spaces will attract residents and visitors alike and will become the hub of the community.

The transit nodes surrounding the 47th Street and 62nd Street Trolley Stations will also be developed with higher density multi-family residential and will offer community-serving commercial and retail uses in order to reduce the need for residents to travel outside the community to meet their daily needs. These areas also are envisioned to host a variety of pedestrian-oriented retail and entertainment spaces that will create vibrant and active neighborhoods.

For further detail of in the Village Area’s development standards and regulations refer to the Village at Market Creek Specific Plan.

Industrial Development

- P-UD-38:** New industrial development should recognize that Encanto Neighborhoods is primarily a residential area. Development should consider views into industrial properties from public streets and neighboring residences.
- P-UD-39:** Varying building heights and setbacks should be used to define different functions such as offices and warehousing.
- P-UD-40:** Exterior wall materials that contain integral colors and textures, such as pre-cast concrete, brick, concrete masonry and split-faced block are encouraged.
- P-UD-41:** Entrances should be provided along street frontages. Continuous, blank walls on the street at the front or street side of the property should be avoided. If long walls are necessary and visible from the street or from adjacent residential areas, some form of visual relief should be provided.



Existing view of Market Street east of Euclid Avenue.



Illustrative view showing how village-style development could look.

This can be accomplished through use of color and/or material changes, applied graphics, or applied architectural elements such as plasters or corbels.

P-UD-42: Loading docks should be located away from front streets or should be designed or screened in such a way as to make them a complementary feature of the building.

P-UD-43: Chain link or other open fencing should be avoided in the front and street side yard or in any situation where an industrial project adjoins residential.

P-UD-44: Curb cuts should be minimized to allow more landscaping and parking along the streets.

Access to Light and Air

P-UD-45: Design the orientation and configuration of new development to allow for adequate access to light and air so that daylight is able to reach all living spaces for part of the day; and adequate ventilation is provided when windows are open.

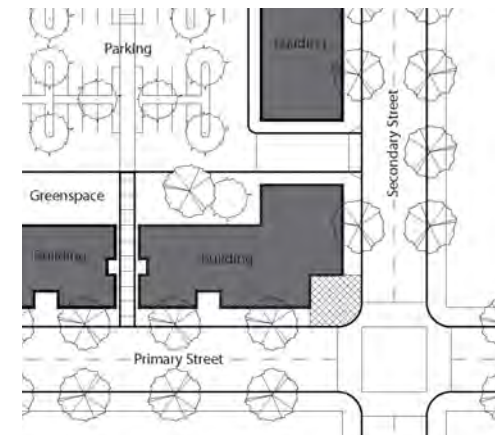
- Buildings should avoid configurations that rely solely on narrow side yards for access to air and light.
- Courts, niches, alcoves, and other spaces should be provided in new residential and mixed-use development to allow for access to air, light, and ventilation from two or more sides if possible.

P-UD-46: New residential and mixed-use development shall maximize access to private outdoor space, and light while ensuring an adequate level of privacy of all residents. Design considerations include:

FIGURE 4-9: Building Orientation to Open Space



Locate parking within a development's interior by wrapping parking garages with active uses, such as housing and retail.



Parking is located to the rear of the site with buildings fronting the street and clear pedestrian paths to parking.



Prominent buildings include the Elementary Institute of Science, St. Rita's, and Jacobs Center.

- Windows and balconies should not face or overlook each other.
- Residential balconies are strongly encouraged.

Iconic Buildings

P-UD-47: Provide iconic buildings at key gateways and intersections in the community and as shown on Figure 4-3. Buildings should incorporate the following elements:

- Distinct building forms
- Accentuated building corners and front-ages, including an increase in the overall building height where warranted
- Dedicated entry court and/or public plaza
- Public art
- Unique signs
- Landscape features and lighting
- Variation in exterior building materials

Green Building Practices and Sustainability

Development of new infill buildings and retrofitting of existing buildings should take into account green building practices and sustainability. When green building practices and sustainability are intrinsic in the overall site planning and individual building design, it can create a distinctive context sensitive architecture that will be unique to the community.

P-UD-48: Minimize building heat gain and appropriately shading fenestrations through techniques including:

- Orienting new buildings to minimize east and west facing facades.
- Where possible, configuring buildings in such way as to create internal courtyards to trap cool air while still encourage interaction with streets and open spaces.
- Awning, canopies and deep-set windows on south facing windows and entries.
- Utilizing vertical shading and fins on east and west facing building facades.
- Using horizontal overhangs, awning or shade structures above south facing windows to mitigate summer sun but allow winter sun. Encourage overhang width to equal half the vertical window height to shade the window from early May to mid-August but still allowing the winter sun.
- Installing high vents or open windows on the leeward side of the buildings to let the hottest air, near the ceiling, escape.

- Creating low open vents or windows on the windward side that accepts cooler air to replace the hotter air.
- Including high ceiling vaults and thermal chimneys to promote rapid air changes and to serve as architectural articulation for buildings.

P-UD-49: Incorporate environmentally conscious building practices and materials by using durable construction materials, low emitting materials and finishes, as well as recycled materials.

P-UD-50: Provide on-site landscaping improvements that minimize heat gain and provide attractive and context sensitive landscape environments, by

- Planting deciduous trees on the south side of buildings to shade the south face and roof during the summer while allowing sunlight to penetrate buildings in the winter.
- Exploring vegetation on the exposed east and west facing walls.
- Planting groundcovers that prevent ground reflection and keep the surface cooler, preventing re-radiation.
- Building roof gardens, eco-roofs or other vegetated roof systems to help reduce the solar heat gain of building roofs and to serve as shared open space.
- Minimizing impervious surfaces that have large thermal gain.

P-UD-51: Ensure the design of new development integrates storm water best management practices onsite to maximize their effectiveness by:

- Allowing the use of green roofs and water collection devices, such as bioswales, cisterns and rain barrels, to capture rainwater from the building for re-use.
- Utilizing disconnected drain sprouts to interrupt the direct flow of rainwater from the buildings to the storm water system. Integrate these features to imbibe buildings with a distinctive architectural character.
- Minimizing onsite impermeable surfaces, such as concrete and asphalt. Utilizing permeable pavers, porous asphalt, reinforced grass pavement (turf-crete), cobble stone block pavement, etc to detain and infiltrate run-off on-site.
- Encouraging the use of permeable paving elements in auto and non-auto-oriented areas.

P-UD-52: Integrate energy generation and sustainability such as solar, wind, geothermal or other technologies into the overall building design consistent with the architectural design.



Eco-roofs, permeable paving, and bioswales are strategies to reduce solar heat gain and integrate stormwater management.



High quality, durable materials (top). Materials, plantings, and a change in level help distinguish different uses (middle and bottom).

Quality, Durability, Materials and Colors

P-UD-53: Use authentic materials with a substantial appearance, including wood, masonry, ceramic tile, concrete or smooth stucco. Avoid using inauthentic materials such as foam molding or faux stone in particular those that have the appearance of thin veneer or attachment. If used, inauthentic materials should not be the dominant façade material, and should not be used for detailing or ornamentation.

P-UD-54: Brick, stone, tile, veneers or other applied materials should terminate logically and strongly, such as by wrapping corners and terminating at architectural modulations, articulations, frames or other features, so that they don't appear superficially affixed to the façade.

P-UD-55: Incorporate materials with recycled content, use regional materials (locally harvested, manufactured and/or appropriate to local climate) and rapidly renewable materials (such as bamboo, cork, wheat board, cotton insulation, or wool).

P-UD-56: Make site elements (such as walls, planters, shade structures and fences) consistent with the overall development's design and material palette. Fence and wall color shall be compatible with the development and adjacent properties.

P-UD-57: Treat all publicly visible façade of a building equally in terms of materials, colors, and design details. The building should have a finished appearance on all visible sides.

Public Art and Cultural Expression

P-UD-58: Promote public art and cultural amenities as key features of buildings, common areas, and open space areas of a project.

P-UD-59: Collaborate with artists, residents and community members during the design and construction of the project to integrate art into development projects.

P-UD-60: Promote art at critical "gateway" intersections in the community and around transit stops to serve as an expression of community identity and pride. Figure 4-2, "Anchors and Gateways" shows the locations of key community gateways.

Designing for Defensible Space

The concept of territoriality and defensible space should be considered in designing public and private improvements. This is accomplished sensitively by designing:

P-UD-61: Buildings and grounds that "self-police" so that residents may participate in its security.

P-UD-62: Windows that are positioned to allow residents to have visible sight lines or "eyes on the street" toward public spaces, parking areas, and entrances to dwellings.

P-UD-63: Common spaces and entryways should be visible from the street, allowing clear vision by neighbors and law enforcement officers.

P-UD-64: Locating sidewalks or paths between parking areas and residences, and between the street and residences to allow natural surveillance over the entire path.

P-UD-65: Providing night lighting along walkways, streets, and at parking lots by using fixtures that will shape and deflect light into a layer close to the ground. This will place light where it is needed most and reduce interference with windows.

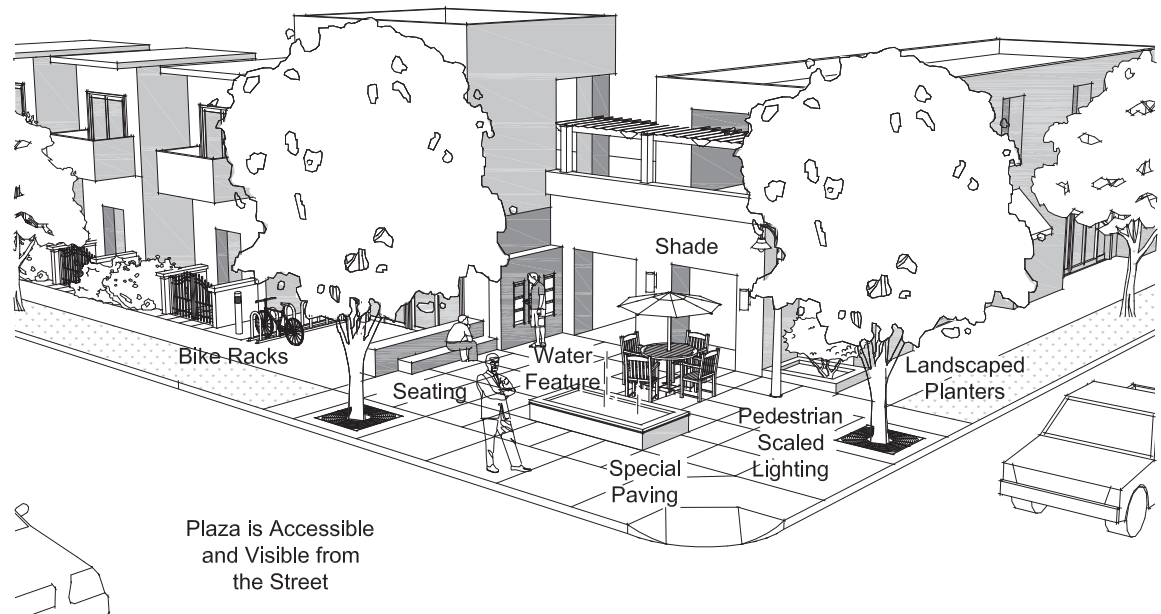
P-UD-66: Buffering parking areas from the street with planting while allowing for surveillance if low shrubs and ground covers are used.

P-UD-67: If security fencing is used, attention should be given to its detailed design. Fencing should be an architectural feature of a project, such as in the use of wrought iron fences integrated into the overall design of the project.

4.3 Streetscape and Public Realm

Streets and public spaces in the Encanto Neighborhoods are essential elements to help define and unify the built environment and community identity. Continuous rows of shade-producing street trees shall line most streets in the community, providing shade, a reduction in the urban heat island effect, a sense of place, and a human scale. Sidewalks should be wide and provide ample space for a variety of activities. Street amenities and furniture, such as benches, pedestrian-scaled lighting, signs and planters, make for a comfortable walking environment. Special attention should be placed on paving design, and public art adding to the interest and a sense of pride in the community. Streets and public spaces serve to connect homes with businesses and shops, enhance the Encanto Neighborhoods public realm.

FIGURE 4-10: Corner Plaza



Provide corner plazas with amenities for pedestrians and cyclists and with entry features, such as a fountain or artwork.

P-UD-68: Create publicly accessible plazas that are either within the interior of the development or at building street corners.

P-UD-69: Accentuate key focal points, entrances, gateways and corners of a development with art, signs, special lighting, specimen trees and accent plant materials.

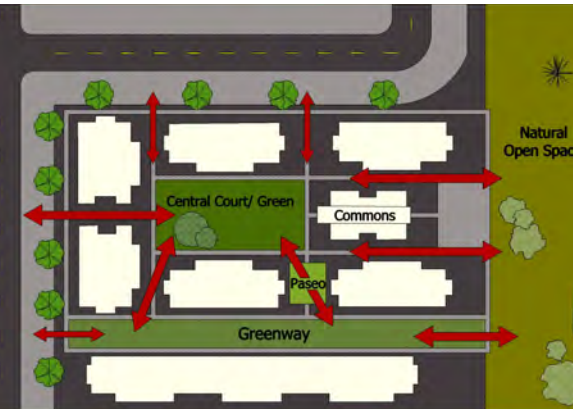
P-UD-70: Define the edges, boundaries and transitions between private and public space areas with landscaping, grade separations, covered patios, garden walls, gates and paving materials.

P-UD-71: Create a strong sense of edge along streets and open spaces by incorporating a continuous row of trees and/or by providing consistent building setbacks.



Use street furniture and other streetscape elements to enhance appearance and function.

FIGURE 4-11: Site Connectivity



Provide pedestrian walkways or “paseos” to and through residential developments to connect residential with adjacent commercial uses.

P-UD-72: Provide continuous and consistently designed right-of-way improvements, so that a development project reads as one unified project. Create a seamless connection of landscape improvements between properties and across streets.

P-UD-73: Use streetscape elements, including kiosks, walkways, street furniture, street lighting and wayfinding signage to enhance the appearance and function of commercial developments.

P-UD-74: Provide bicycle racks at community nodes such as schools, libraries, retail developments and transit stops. Rack and storage areas should be located within public view, but should not impede pedestrian use of adjacent walks.

P-UD-75: Provide waste receptacles in high traffic areas such as parks, plazas, transit stops and retail developments in conjunction with building entries and/or outdoor seating areas but should not impede pedestrian use of adjacent walks.

P-UD-76: Minimize the visual effects of service access and alleys from Imperial Avenue and secondary streets and prohibit direct access from these streets where alley access is possible.

P-UD-77: Provide continuous storefronts that face the street, are contiguous to the sidewalk and, where possible, support the use of sidewalks for outdoor seating, dining and cafes.

P-UD-78: Design the spaces between buildings (paseos, plazas, courtyards, terraces, arcades, colonnades, etc.) to connect development to transit, and create a sense of transition between indoors and outdoors.

Pedestrian Environment and Connectivity

P-UD-79: Require all developments exceeding one (1) acre in size to provide a comprehensive, internal circulation system of walkways, access ways and drives that are designed as “complete streets” and take into account all modes of travel, including bicycles.

P-UD-80: Provide direct pedestrian connections to transit. This includes convenience and comfort factors for residents, such as direct access, widened sidewalks, shaded seating opportunities, and weather protection provided near public transit stops and trolley stations.

P-UD-81: Provide dedicated, direct and identifiable pedestrian access from the street into the project. Define and emphasize building entrances with accent colors, enhanced paving, awnings, or overhead trellises. Entrances should be human in scale, well lighted and inviting to pedestrians.

P-UD-82: Prohibit above ground utility placement in the pedestrian path of travel and support the undergrounding of utilities wherever possible to reduce visual blight in the community.

P-UD-83: Facilitate pedestrian access and connectivity across different sites and land uses in the community:

- Discourage primary pedestrian circulation through parking lots as access to storefronts or commercial areas of a mixed-use development.
- Develop plazas, “paseos,” sidewalks and decorative internal crosswalks for pedestrian access to the parking areas and streets.

- Develop pedestrian and bicycle access to and through residential areas that terminate in dead-end cul-de-sac streets.
- Provide individual entries to commercial and retail establishments directly off the street and/or through an entry plaza.
- Provide pedestrian and bicycle access at regular intervals across the trolley tracks, canyons, Chollas Creek, and other natural barriers.
- Integrate resting and waiting areas into mixed-use developments, linking plazas, trails, paths and transit-serving retail offered within and around the development.
- Limit perimeter walls around commercial sites to establish better visual and physical connection between commercial, mixed-use developments, and the residential neighborhoods. Incorporate publicly accessible walkways between properties.

Alleyways

Alleyways are an infrastructure resource for access to parking, loading docks, refuse collection, public infrastructure as well as utilized as a local circulation connection by pedestrians and bicyclists. Alleys should be improved where they currently exist and included in new development where alleyways are not present with the following features:

- P-UD-84:** New development along major transit corridors should create alleyways if none exist, in order to provide rear service and parking access.
- P-UD-85:** Screen all service, loading docks, and platforms from public view.

P-UD-86: Trash bins should be screened from view at all times and may not intrude into the alley right-of-way.

P-UD-87: Utilize permeable paving, bio swales, green alleys and/or other stormwater design features that will manage rain water and irrigation run off while supporting the heavy load vehicles that would service the loading docks and refuse containers.

P-UD-88: Include alley lighting to bolster security and defensible space and deter unwanted activities.

P-UD-89: Provide graffiti abatement on blank wall surfaces through planted walls and fences. Surfaces unplanted should be treated with graffiti deterrent coatings and maintained in a graffiti free condition.

P-UD-90: All utilities within the alleyway should be undergrounded and poles or utility conveyances removed from the right of way. No above ground utilities or access boxes may be installed or encroach into the alley right-of-way.

Topography and Landscape

P-UD-91: Design buildings and development to complement their natural landscape and follow the slope of hillsides, canyons and creeks with terraces, steps and multi-level landscapes and structures, rather than with expansive retaining walls and large flat areas.

P-UD-92: Consider views into and from sloping areas. The treatment of rooftops should be varied on sloping sites, rather than consisting of extended horizontal lines. Rooflines should be used to emphasize the variety in shape and flowing character of the hillside instead of masking it.

FIGURE 4-12: Sidewalk Zones



Create alleyways to provide rear service and parking access.



Street banners contribute to gateways and a sense of community pride and identity (top). Pedestrian scaled lighting (bottom).

P-UD-93: Terrace development down toward the creek and trolley corridor by providing upper-level step backs and decks, landscaped terraces and patios.

P-UD-94: The area’s natural base of hillsides, canyons, ravines, streams, and vegetation is an important set of assets that should be protected in new development. Site plans should utilize existing topography and preserve existing vegetation, ravines, watercourses and topographic features.

P-UD-95: Structures should be designed to fit into the hillside, complementing the land’s natural character, rather than altering the hillside to fit the structure.

P-UD-96: Sloping sites offer opportunities to create and emphasize unique characteristics such as outdoor decks, roof gardens, bay windows and/or terraces.

P-UD-97: Areas that have been disturbed by construction should be revegetated with drought tolerant plant materials.

P-UD-98: Landscape materials should be of high quality and suitable for the San Diego climate. Low water use plant species are preferred.

P-UD-99: Whenever feasible, landscaped and private open spaced areas should be designed to serve a sustainable infrastructure function by collecting and treating stormwater flow, allowing for infiltration, and being used for irrigation.

P-UD-100: Landscaping should be used to activate building facades, soften building contours, highlight important architectural features, screen less attractive elements, provide shade and add color, texture and visual interest.

Lighting and Signage

P-UD-101: Lighting should be used to add drama and character to buildings and landscape, ensure public safety, and enhance nighttime activities.

P-UD-102: Lighting should be designed as an integral part of the building that is consistent with its architectural character.

P-UD-103: Levels of illumination should be responsive to the type and level of anticipated activity without under- or over-illuminating. Generally, higher illumination is desired on buildings and areas with higher levels of nighttime use.

P-UD-104: Unnecessary glare should be avoided. Buildings and landscaping can be illuminated indirectly by concealing light features within buildings and landscaping to highlight attractive features and avoid light spillage onto neighboring properties. Building mounted lighting should be angled downwards or include cut-off shields.

P-UD-105: In pedestrian-oriented areas, energy efficient lighting sources with warm white color and good color rendition are recommended.

P-UD-106: Electric sources should be concealed and not conflict with architectural detailing.

P-UD-107: Install lighting to meet or exceed City Standards throughout the community for added safety, visibility and comfort.

P-UD-108: Provide pedestrian-scaled lighting, as well as ambient lighting, along all walkways, internal corridors, common areas and garages within a development.

P-UD-109: Support the creation of Landscape Lighting and Maintenance District to sustain community amenities exceeding the City Standard or of a particular aesthetic design consistent with the community character.

P-UD-110: Design high quality signage that contributes to community identity, improves wayfinding, and is highly visible and legible.

- Provide clear, legible and professionally designed building signage to identify the development and improve wayfinding and circulation.
- Standardize the format and design of multiple signs within a single development for uniformity and consistency.
- The design, selection and placement of all site signage should be consistent and compatible with the overall site design and architectural character of the development.
- Encourage and promote street banners and logos along all commercial corridors in the community

P-UD-111: Place signs at a height that will ultimately allow sign visibility under tall shade trees.

Trees should be allowed to grow to create a full canopy, without obscuring signage.

Parking

Integrate convenient, secure and accessible parking areas for bicycles and cars within an individual development project and throughout the community in ways that do not conflict with pedestrian circulation and overwhelm public spaces in the community.

Minimize the visual impact and land area dedicated to parking, and automobile circulation, by minimizing garage entrances and providing parking access from the alleyways where possible.

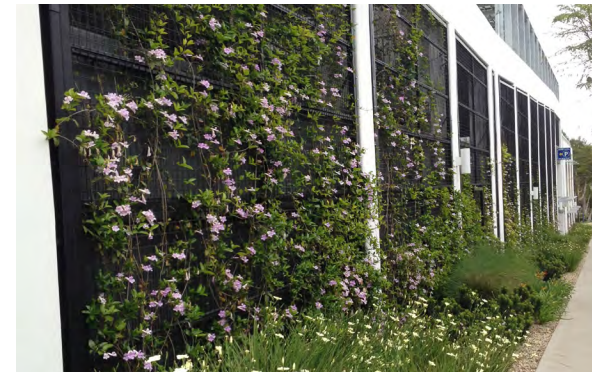
P-UD-112: Underground parking should be consolidated for multiple properties, where opportunities arise, to reduce the average cost of construction and minimize the number of curb cuts and garage entrances.

P-UD-113: At grade parking is strongly discouraged. Where at-grade parking is necessary, it should be wrapped with buildings on both the primary and secondary street frontages.

P-UD-114: Eliminate curb cuts with new development, and locate parking, service, and loading access at the rear of buildings. If this is not possible, screen these elements with low building elements that integrate living walls, public art, and lighting design.

P-UD-115: Integrate bicycle parking or storage that is convenient, secure and easily accessible within new development.

P-UD-116: Soften the impact of parking areas, garages and drive aisles on the surrounding development, streets and other open spaces with the following design measures:



Wrap parking with active building uses (top). Use vines, shrubs, and trees to screen parking (middle and bottom).



Vines and landscape should be used for screening (top). Screen all visible building equipment, utilities, and trash enclosures in a manner consistent with the building (middle and bottom).

- Use vines, shrubs, and trees around garages, tuck-under parking spaces, and underground parking entrances to reduce their visual dominance. Berms, bushes or fencing should be used to screen parking lots that front roadways.
- Wrap the street side of tuck-under parking with livable spaces and building entrances to mask the parking and place more active uses on the street.
- Create buffer zones between parking areas and the street. These zones can be created with walkways, landscape or earth berms. Visual buffering should allow a line of sight into the parking area to allow opportunity for surveillance. Provide landscape buffers between drive aisles, parking areas, pedestrian walkways, residential units and communal areas.
- Provide landscape buffers and/or low patio walls to reduce noise impacts and protect the privacy of residential units along high-traffic streets and intense uses.
- Mitigate noise through the use of berms, planting, setbacks and architectural design rather than with conventional wall barriers for developments next to transit, trolley, highways or other potential noise-generating uses.
- Use public spaces, such as pedestrian plazas, paseos, greenways and courtyards, to serve dual functions as valuable community space and buffers between different uses.
- Screen all visible building equipment, utilities, trash enclosures and service/maintenance areas in a manner that is consistent with the appearance of the building, its materials and color and surrounding landscape.

Buffers and Screening

P-UD-117: Address the potential nuisances caused by higher intensity uses and reduce the visual dominance of service areas by implementing the following design measures in the development:

- Provide a clear demarcation between public and private areas, as well as residential and non-residential uses, with separate building entrances, building and landscape design features, building separations, access control or a change in levels and materials.

Service Areas and Truck Access

Service areas and truck access is an essential commercial and industrial function. The functions should be sensitively planned to minimize the visual, noise, and traffic impacts on adjacent properties and public spaces.

- P-UD-118:** Provide separated commercial and industrial parking and staging areas
- P-UD-119:** Establish clear rules of operation for the joint use of these areas.
- P-UD-120:** Discourage direct truck access directly off major streets. Truck access should be directed to alleyways where possible.

- P-UD-121:** Contain all heavy work areas of a business park development within an enclosed building area (outdoor commercial/ industrial, such as mechanical yards, are discouraged). Outdoor storage is prohibited unless completely screened or enclosed by solid fences, walls or buildings not less than six (6) feet tall. Storage areas shall not be placed facing a public right-of way.
- P-UD-122:** Screen all loading docks and platforms from public view. Loading docks should be located away from front streets and should be designed or screened in such a way as to make them a complementary feature of the building.
- P-UD-123:** Strongly discourage the use of chain link or other open fencing in the front and street side yard or in any situation where an industrial project adjoins other uses. Wrought iron fencing is preferred to chain-link fencing.

4.4 Urban Forest

The community plan's street tree concepts are based on existing tree patterns, existing / future land use, and species appropriate to San Diego as listed in the City's Street Trees Selection Guide. The intent is to create a comprehensive and prescriptive street tree plan to help unify major corridors, provide shade and street tree coverage within the public right of way, and to enhance the urban forest. Since the neighborhoods presently lack substantial tree canopy, existing trees should not be removed unless redevelopment, disease or appropriateness of the tree determines replacement to be necessary or desirable.

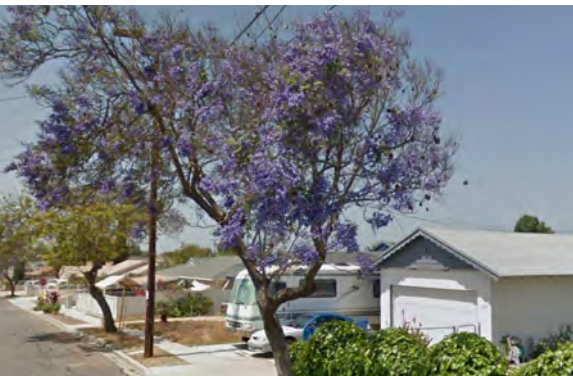
Street Tree Character Drivers

The community's range in development patterns, such as the medium density of Lincoln Park or the lower density character of eastern Encanto neighborhoods begins to suggest different tree character are appropriate for each of these different neighborhoods. Areas with "semi-urban character," as shown on Figure 4-13, have a fragmented street grid, medium density, and moderately-sized planting zones on private property or along the public right of way. "Semi-rural character" areas are lower density, have little to no space allocated in the public right-of-way for trees, larger planting areas on private property, and is often near large open spaces.

Outside of development patterns, existing and proposed land uses require additional consideration for tree species selection. For example, trees in retail areas should provide shade and have seasonal interest while not obstructing visibility to businesses and signage. This should not preclude tall shade trees, however: if correctly pruned, tall species will ultimately provide a shade canopy above the signage and streetlights. Industrial zones should have trees focused on screening unsightly activities or large blank walls. Street trees in residential areas should focus on providing shade for homeowners and pedestrians while considering ease of maintenance. Street trees adjacent to park or open spaces should use a similar palette to expand the park's presence. In all instances, consideration should be given to selecting tree species that are appropriate for the available planting areas and widths, non-aggressive roots to reduce potential damage to sidewalks, drought tolerance, and ease of maintenance and establishment.



Landscaping should serve as sustainable infrastructure (top). Street trees should be placed to maximize tree canopy in open parkways where feasible (middle and bottom.)



Brisbane box (top), Carrotwood (middle), and Jacaranda (bottom) are identified as thematic street trees for Euclid Avenue, Market Street, and Skyline Drive, respectively.

Street Tree Corridor Hierarchy

Figure 4-14 identifies and breaks down major corridors into three general categories: primary corridors, secondary corridors, and neighborhood collectors. Selection is based primarily on existing patterns, but simplified. The overall goal is to create design unity while providing flexibility that relates to the overall street hierarchy. A single dominate tree species should be used within each development or block, but there may be variety of tree species along the entire corridor length.

Street Tree Palettes

The proposed street tree palettes identified in Figure 4-13 are based upon trees species that are already present in the neighborhood, appear to be performing well, and appropriateness for their proximity within the community. For those streets without a strong existing pattern, adjacent corridors or the area's overall character was used to determine tree species. Identified gateways may have a secondary or accent tree to highlight a given area's significance or entrance into the community. Due to San Diego's Mediterranean climate, tall shade tree species should be used as much as possible to compensate for the increasing extent of the urban heat island effect. Where streets cross Chollas Creek, a native riparian species, such as the California Sycamore or Coast live oa should be utilized to highlight the waterway and significance of the Chollas Creek corridor.

Neighborhood Tree Selection

Historical neighborhood street tree plans have allowed a wide range of tree species on residential streets which have resulted in the pattern of a diverse tree species.

This diversity makes prescribing specific trees species difficult to implement and enforce, but provides an added benefit by not creating a monoculture urban forest that is susceptible to dying from a singular diseases or pests. Existing strong patterns should be preserved and enhanced where feasible, such as the silk oak trees along F Street near Holy Cross Cemetery or the jacarandas found along Bollenbacher Street, as indicated on Figure 4-16. Trees that do not provide adequate canopies, such as palms, eucalyptus, or Italian Cypress should not be allowed as primary street trees for future development.

Street Trees and Urban Forest Policies

P-UD-124: Incorporate shade-producing street trees along all streets and roadways.

- Maximize tree shade canopy - the optimum canopy will vary in accordance with street size, existing infrastructure, community needs, environmental limitations, and aesthetic considerations.
- Space street trees no further than 20 to 30 feet on center, depending on the species, to achieve a continuous canopy.
- Require a double row of street trees where sidewalk/setbacks exceed a total of 15 feet.
- Use accent trees that are a different species than the adjacent street trees at important street intersections or corners.
- Plant maximum 15-gallon large species (as appropriate), shade-producing trees within metal tree guards along commercial streets.

FIGURE 4-13: Street Tree Corridors and Proposed Neighborhood Street Trees



The size at planting should not exceed 15 gallons since younger specimens will acclimate to the site and surpass older, larger container specimens in size and health within a few years. These smaller trees can be protected through the use of metal guards. Tree grates are not recommended. If they are installed, they need maintenance at regular intervals to ensure grates do not girdle trunks.

P-UD-125: Maintain street trees by coordinating public agencies with private enterprises responsible for tree maintenance. Ensure that a tree maintenance and watering plan is in place for all new and redeveloped areas. Maintenance is the most important aspect of a healthy community forest.

4.5 Urban Design Vision Illustratives

Five key concepts of the Urban Design Element Framework are:

- Build Around Transit Stations;
- Focus Activity at Critical Intersections;
- Make Euclid Avenue a Gateway to the Community
- Transform Market Street into a High-Tech Corridor;
- Embrace the Creeks and Canyons.

The following images show how existing settings could be transformed in a way that embodies the Community Plan's urban design goals.

Build around Transit Stations

This hypothetical simulation shows how improvements can be focused around existing trolley stations in the community, with new residential and mixed-use development focused around the trolley and with landscape and amenities that provide comfort and amenities to transit riders.



Akins Avenue at 61st Street.



Conceptual future development at Akins Avenue at 61st Street.

Transform Market Street into a High-Tech Corridor

This hypothetical simulation shows how the area along Market Street that is designated Business Park can be transformed into an employment center with a combination of light industrial warehouse uses and high-tech business park. Sidewalks, bike lanes, and enhanced bus stops contribute to making Market Street an active circulation corridor.



Market Street between Euclid Avenue to 54th Street.



Conceptual future development Market Street between Euclid Avenue to 54th Street.

Focus Activity at Critical Intersections

This hypothetical simulation shows how improvements over time can begin to “fill-out” the intersection at Euclid and Imperial Avenues and create a neighborhood village that supports a mix of uses, greater pedestrian activity, transit and a sense of place. The triangular site at the southwest corner of the intersection offers a great opportunity for a transit-focused plaza with pedestrian-scaled amenities, such as a water feature, seating areas and a grove of street trees. Buildings have the opportunity to address this irregular street intersection with unique structural elements, such as towers, chamfered or rounded corners and urban plazas. This hypothetical simulation shows how improvements over time can begin to “fill-out” the intersection at Euclid Ave. and Market St. and create a community village that supports a mix of uses, greater pedestrian activity, transit-oriented development and a sense of place and community “heart”.

Bird-eye-view of Euclid Avenue and Imperial Avenue as it is today with a transit plaza and street improvements.



Bird-eye-view of Euclid Avenue and Market Street as it is today with some street improvements.



Bird-eye-view of Euclid Avenue and Imperial Avenue with a greater mix of buildings and street improvements.



Bird-eye-view of Euclid Avenue and Market Street with a greater mix of buildings and street improvements.

Focus Activity at Critical Intersections

This hypothetical simulation shows how improvements can create a gateway to the community at Euclid Avenue and SR-94. Improvements should support a mix of uses, create pedestrian activity, and a sense of place.



View south on Euclid Avenue from SR-94.

Enjoy the Creeks and Canyons

This hypothetical simulation shows how improvements along the Radio Canyon can begin to transform this community asset into an attractive amenity, with bicycle trails, pedestrian paths, lighting and native landscape



Radio Canyon.



Illustrative view from Euclid and SR-94 with new development and public space.



Conceptual multi-use trail in Radio Canyon.

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5 ECONOMIC PROSPERITY

The Community Plan seeks to enhance economic opportunity for residents and businesses in the Encanto Neighborhoods, building on significant amount of vacant land in the heart of the community. The Economic Prosperity element outlines the community's economic objectives, serves to ensure that economic decision-making is integrated with other aspects of the area's development, and provides a framework for detailed implementing actions.

GOALS

1. Land use designations that support the stability and growth of base sector employment opportunities.
2. Development of thriving commercial, manufacturing, office, and industrial development clusters that provide a sustainable full and balanced range of employment opportunities, with educational institutions for training and workforce development.
3. Development of an arts and entertainment district that celebrates the historic and culture heritage of the community.
4. Develop Encanto Neighborhoods as a destination that invites and encourages visitors to stop, shop, eat, and explore.
5. Promote and support locally owned and operated businesses, provides opportunities for micro enterprise, and leverage the bi-national nature of the area.

As of 2013, Encanto Neighborhoods contains only a small amount of non-residential space, with industrial uses clustered along Market Street, and commercial uses focused on Imperial Avenue, Euclid Avenue, and Market Street. Compared with the City of San Diego, Encanto Neighborhoods’ household and per capita incomes are lower, households are larger, and the population is younger in age.

The primary commercial area that serves the surrounding residential community is situated adjacent to the Euclid Avenue trolley stop and is underdeveloped, with a large amount of vacant land. Imperial Avenue near the 62nd Street trolley station is the only commercial location for the eastern neighborhoods, but currently has very limited activity. Potential exists for the Village District around Euclid and Market and the Imperial Avenue corridor to blossom into active hubs and support expanded economic development.

As Table 5-1 demonstrates, the Economic Prosperity element bears a strong relationship to the Land Use element, which provides land use designations in appropriate locations and a program to accommodate projected growth. In addition, the Urban Design and Public Facilities, Services, and Safety elements provide a physical and programmatic framework to facilitate economic prosperity in Encanto.

TABLE 5-1: ECONOMIC PROSPERITY TOPICS ALSO COVERED IN OTHER PLAN ELEMENTS

ECONOMIC PROSPERITY TOPIC AREAS	LAND USE	PUBLIC FACILITIES, SERVICES, AND SAFETY	ARTS AND CULTURE
Market Conditions and Demand Projections	x		
Employment Generation	x		
Business Improvement	x		
Entertainment Districts	x		x
Financial Feasibility of Future Development	x	x	
Development Incentives	x		

5.1 Market Conditions & Demand Projections

There is a limited amount of existing commercial and retail space in Encanto Neighborhoods, and many residents purchase goods and services outside of the community. In fact, Southeastern San Diego and Encanto Neighborhoods residents are spending approximately \$170 million each year outside of the community on goods and services, according to the Southeastern San Diego and Encanto Community Plan Areas Market Demand Analysis Study prepared by Keyser Marston Associates in the process of preparing this plan. The sales are “leaked” out of the communities on retail goods and services in three general categories: convenience goods; general merchandise and home improvement; and eating and drinking.

The Encanto Neighborhoods community includes one supermarket at Market Creek Plaza, with grocery stores along Euclid Avenue just north and south of the community, which are also frequented by residents. The lack of commercial activity in the community together with the area’s population of nearly 47,700 people presents significant opportunity for stores and restaurants in the coming years. In addition, there are likely to be opportunities for new jobs in the educational, health-care, and social services industries.

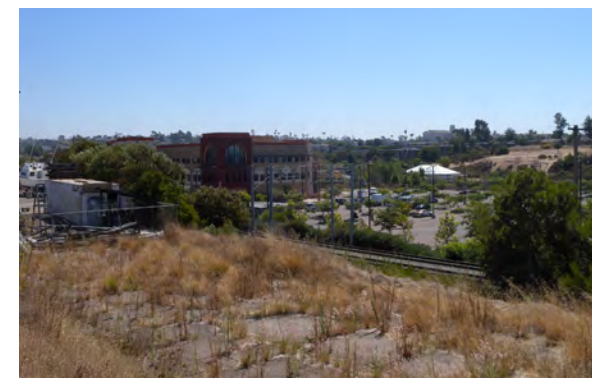
Encanto Neighborhoods has unmet housing needs. The community’s central location and proximity to transit and freeways creates opportunities for expanded residential development over the next 20 years. Future demand for a broad range of housing types and income levels in Encanto Neighborhoods could be met with one-third affordable rental housing, one-third multi-

family apartments and attached for-sale condominiums, and one-third for-sale row homes and single-family detached houses on small lots.¹

5.2 Employment Generation

Based on an analysis of long-term trends, Encanto Neighborhoods and Southeastern San Diego are anticipated to experience combined employment growth of 1,865 jobs in the next two decades, primarily in the educational, health care, social services, and retail trade industries. The increase in office and institutional development in the area will increase the number of people present on a daily basis, which can lead to greater demand for retail and restaurant spaces with greater potential spending by employees. The increased demand for retail and restaurants may in turn lead to more opportunities for local businesses and jobs in the community.

Employment-oriented land use designations are provided to address unmet demand, focused in the Village District around Euclid Avenue and Market Street. The Community Mixed Use and Neighborhood Mixed Use land use designations facilitate retail, restaurant, and office, as well as residential and civic uses. Commercial uses would also become part of the future mixed-use character around Market and 47th streets and in the 62nd Street and Imperial Avenue area. Along the central Market Street corridor, the Plan includes the Business Park designation, which allows for office, research & development, and light manufacturing uses as well



Recent commercial development has included the Village at Market Creek and King-Chavez Health Center. Vacant land in the vicinity of Euclid and Market offers great potential.

¹ “Southeastern San Diego and Encanto Community Plan Areas – Market Demand Analysis,” prepared by Keyser Marston Associates, Inc., February 2013.

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The Business Park designation facilitates office, R&D, and light manufacturing (top and middle). Mixed use and commercial designations support a range of retail and office businesses (bottom).

as residential through the Community Plan Implementation Overlay Zone that is included in the Land Use Element. The Light Industrial designation, applied to areas along Federal Boulevard, allows a wide variety of industrial uses such as car repair, warehousing, storage, and wholesale distribution in addition to uses allowed in Business Park areas.

Policies

- P-EP-1:** Concentrate commercial activity in the vicinity of commercial corridor intersections, with pedestrian orientation to distinguish the following areas:
 - The Euclid Avenue and Market Street area
 - The 62nd Street and Imperial Avenue area
 - The intersection of 47th Street Market Street
 - The intersection of Imperial Avenue and Euclid Avenue
- P-EP-2:** Improve the pedestrian, bicycle, and transit infrastructure in the Encanto Neighborhoods Village District to position it as one of the most sustainable districts in San Diego, and promote this attribute to compete regionally.
- P-EP-3:** Position and promote the Village District for smaller, independent professional service firms associated with creative and sustainable industries.
- P-EP-4:** Encourage the adoption of environmentally sustainable business practices.
- P-EP-5:** Recapture a greater share of local Encanto Neighborhood residents' expenditures with improved basic retail and personal services, as well as promotional efforts.

- P-EP-6:** Encourage the location or relocation of businesses to the Village District to capitalize on the quality high frequency transit
- P-EP-7:** Introduce more diversified housing types and income levels to enhance the buying power within the Village District.
- P-EP-8:** Encourage the development of existing and emerging technology-based industries in Valencia Business Park.
- P-EP-9:** Allow the development of mixed light manufacturing and residential uses to accommodate the provision of housing in tandem with business and in proximity to educational and public facilities in Valencia Business Park. Business Park and residential uses will be permissible through a Community Plan Implementation Overlay Zone (CPIOZ) in the Land Use Element.
- P-EP-10:** Support the development of business parks to allow for office, research and development, and light manufacturing uses.
- P-EP-11:** Improve the gateway to Encanto Neighborhoods on Euclid Avenue at State Route 94 with streetscape improvements and concentrated development.
- P-EP-12:** Upgrade the appearance and infrastructure in commercial districts with assistance from the City's Storefront Improvement Program.
- P-EP-13:** Enhance and create competitive commercial designation by utilizing the following efforts and existing revitalization tools:
 - Urban Forestry
 - Public Art
 - Event Programs
 - Storefront Improvement Program
 - Small Business Assistance

- Capital Improvement
- Business Improvement Districts (including the Diamond Business Improvement District)
- Micro Assessment Districts
- Maintenance Assessment Districts
- Regional Enterprise Zone Program

5.3 Business Improvement

Business Improvement District

A Business Improvement District (BID) is a type of assessment district in which business or property owners elect to self-assess a fee on their business license bill, for use in promoting and improving the business area. A BID can play a crucial role in revitalizing an area by improving cleanliness and security, promoting and marketing, and organizing events in the area. The Diamond Business Improvement District (Diamond BID) includes parts of Encanto Neighborhoods, predominately along Market Street, Imperial Avenue, and Euclid Avenue.

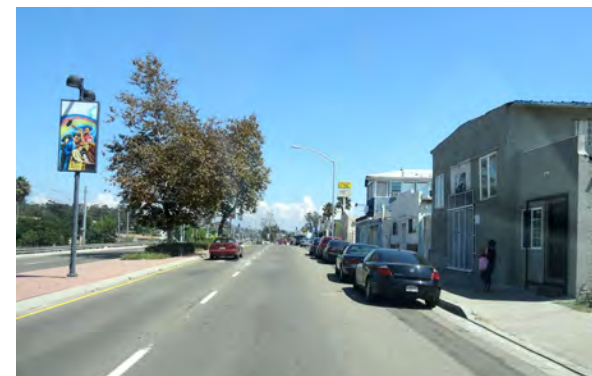
P-EP-14: Encourage the establishment of a Micro Assessment District for businesses located in the Village District to support, dining, the arts, and entertainment within this area.

5.4 Entertainment Districts

The Plan identifies two areas that could accommodate entertainment districts: the Euclid Avenue and Market Street Village District and the Imperial Avenue corridor. Urban entertainment districts combine entertainment, dining, and retail in a neighborhood district. The entertainment uses can include restaurants, cafes, cinemas, live theatre and performing arts venues, bars, clubs, music venues, banquet halls, meeting facilities, and “experiential” businesses like high-tech game centers. An entertainment district in Encanto Neighborhoods focused on arts and culture could help stimulate the local economy by attracting visitors, increasing consumer purchases and tax revenues, recruiting and developing a skilled work force, increasing property values, decreasing crime, and improving the neighborhood’s civic image.

Euclid Avenue and Market Street Village Area

The Euclid Avenue and Market Street area effectively functions as an entertainment district with a concentration of restaurants, cafes, and meeting and exhibition space and a focus on arts and culture. The area contains a variety of uses that generate patronage daytime and evening, weekdays and weekends. It includes parking to serve the Market Creek Plaza and the Joe & Vi Jacobs Center, which can be shared. The Chollas Creek and Festival Park areas provide a significant public gathering area, amphitheater and enhanced commercial and community amenity. In the future, the area is envisioned to develop into a walkable, mixed-use center for the community. A number of vacant or underutilized properties could support additional development.



The Euclid and Market area has a concentration of activities and a focus on arts and culture (top and middle). There is potential for an entertainment district on Imperial Avenue (bottom).

The optimal location for additional development in the entertainment district would be in immediate proximity to the existing developed portion of the Euclid Avenue and Market Street village area so as to: (1) share parking with Market Creek Plaza and the Joe & Vi Jacobs Center, (2) directly access the trolley, (3) enjoy Chollas Creek frontage area, and (4) create synergy with the balance of retail, restaurant, and other uses within the complex. These entertainment uses could include arts/culture spaces, restaurants/cafes, bars/clubs/music venues, and/or “experiential” businesses such as high-tech game centers. Build-out of the Village District with new multi-family residential and mixed-use development would help support new entertainment uses.

Imperial Avenue Corridor

There is potential for an entertainment district in the area along the south side of Imperial Avenue, east of 61st Street to Woodman Avenue. This part of the community has historic character, some existing restaurants and bars, direct trolley access, and a concentration of multifamily housing north of the trolley tracks. Imperial Avenue corridor in proximity to the 62nd Street trolley station also exhibits characteristics conducive for entertainment-oriented development. A modest number of restaurants and bars currently exist in the area and could be expanded or enhanced with new restaurants, cafes, bars, clubs, and music venues. The area contains ready access to the trolley, bus services, and ready vehicular access. A Metropolitan Transit System (MTS) parking lot on Atkins Street, north of the trolley station, may serve entertainment uses during the peak evenings and weekends, when trolley parking demand is lightest. The Land Use Plan would allow mixed-use development along this corridor.

Policies

- P-EP-15:** Promote the Euclid Avenue and Market Street Village District and the Imperial corridor as entertainment districts where residents and visitors alike can shop, dine and enjoy a wide variety of arts and culture.
- P-EP-16:** Offer incentives to encourage new arts and entertainment businesses to locate in the Village District.
- P-EP-17:** Create a strong marketing program to promote the entertainment districts and local events, as well as educate the public about the benefits of independent, community-serving enterprise and to encourage the patronage of local businesses.

5.5 Financial Feasibility of Future Development

Often new development faces difficulties because the cost of new development exceeds the economic value of the new development. For example, construction of new multi-family and mixed-use development may face challenges in the near term, because current rental rates and sales prices may be insufficient to amortize the cost to develop these types of multi-family/mixed-use developments.

A possible local funding source is the federal Community Development Block Grant (CDBG), which can be used for neighborhood and economic development activities. The City of San Diego is a recipient of CDBG funding, and prepares a Consolidated Plan every three to five years to identify community development needs and priorities. Eligible CDBG activities include loans or grants to business for job training and hiring of lower income workers, and public infrastructure improvements (streets, sidewalks).

Other partnerships with key public and non-profit agencies can be critical to stimulating new development in Encanto Neighborhoods. In particular, the Metropolitan Transit System (MTS), the San Diego Housing Commission (SDHC), San Diego Unified School District, San Diego Community College District, Jacobs Family Foundation, and local churches could become instrumental partners for development stimulus in Encanto Neighborhoods, as they possess significant land assets in the community that could become in-fill development opportunities.

Development Incentives

Citywide incentives, summarized in the Land Use Element, can help facilitate development of residential and commercial spaces by decreasing development costs while also providing important community benefits. Additional standards and incentives in the Village Districts are discussed in the Land Use Element and detailed in the applicable Specific Plans.

Policies

- P-EP-18:** Pursue new funding sources to support local economic development efforts in Encanto Neighborhoods.
- P-EP-19:** Provide financial, regulatory, and procedural incentives to industries through programs including, but not limited to the San Diego Regional Enterprise Zone and the San Diego Foreign Trade Zone, and the City's Sustainable Buildings Expedite programs.



Public financial assistance, partnerships with key public and non-profit agencies, and publicly-owned land can be critical to stimulating new development in Encanto Neighborhoods.

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6 PUBLIC FACILITIES, SERVICES, AND SAFETY

An essential component for accomplishing Encanto Neighborhoods' potential as a scenic, vibrant, and healthy community is a strong foundation of public facilities and services. This element includes policies regarding the public and quasi-public facilities to foster development of a livable and sustainable community in Encanto Neighborhoods.

GOALS

1. Police and fire safety facilities that meet the current and future needs of the community
2. Public facilities and services that are available and accessible to the public
3. A long term construction and maintenance plan for reliable systems of water, wastewater, storm water, and sewer facilities that serve the existing and future needs of the community
4. Minimal exposure to hazardous materials and sound levels.
5. Medical facilities that meet the current and future needs of the community.
6. Improve and stimulate investments in this area.

Among the guiding principles of this Plan is to foster high educational attainment for the younger generations by creating additional educational and employment opportunities. Schools and training facilities promote student learning and employment skills. Police and fire services protect property and enhance personal safety. The infrastructure system--including wastewater, water supply, and storm water conveyance -- ensures that growth and development are responsibly managed and accommodated.

The Public Facilities, Services and Safety element has ties to other Community Plan elements. Land use designations (Chapter 2) mark where community facilities and parks are located and determines how much growth is expected- and in turn, the level of public services that will be needed. Public facilities are important sites of existing or potential joint use for recreational activities (Chapter 7, Recreation). Steep slopes—a safety consideration for buildings—also have scenic and open space value discussed in the Conservation and Sustainability element. See Table 6-1.

TABLE 6-1: PUBLIC FACILITIES, SERVICES AND SAFETY TOPICS ALSO COVERED IN OTHER PLAN ELEMENTS

PUBLIC FACILITIES AND SERVICES TOPIC AREAS	LAND USE	MOBILITY	RECREATION	CONSERVATION AND SUSTAINABILITY	ARTS AND CULTURE
Police and fire services		X			
Schools, community centers, and libraries	X		X		X
Water and wastewater				X	
Steep slopes				X	

6.1 Public Facilities and Services

Police and Fire Services

Facilities for fire and police emergency services affect planning goals for livability and safety. The growing population in Encanto Neighborhoods may result in increased need for fire, medical, security, and emergency services. Commercial and community development in the Village District may likewise raise demand. Over time, the City Police and Fire departments may need to build up staff levels, equipment, and facilities to meet these greater demands.

Police Services

The Police Department groups neighborhoods in the city into nine divisions. Encanto Neighborhoods are part of the Southeastern Division; the headquarters is located in the Skyline community east of the community.

As growth and development occur, police capacity will have to be evaluated to ensure that station locations and staffing levels are adequate to maintain acceptable levels of service.

Fire Services

The Fire Department provides emergency/rescue services, hazard prevention and safety education to ensure the protection of life, property and the environment. This includes education about managing brush in order to protect properties from wildfires in canyon areas. There is one fire station in Encanto Neighborhoods, as shown in Figure 6-1: Station 12 just east of I-805 on Imperial Avenue.

The Fire Department recommends locations for additional fire stations to serve existing development and

expected new growth areas. The Department has identified a new fire station in the Encanto Neighborhoods as a critical priority, ranking it fifth among 19 needed new stations. This station is slated to be developed in the vicinity of 65th Street and Broadway. The Fire Department will continue to monitor their performance and needs both at a citywide scale and through detailed mapping of local needs as the planning period progresses.

Schools, Libraries, and other Community Facilities

K-12 Schools

Encanto Neighborhoods has at least 17 public, private, and charter schools that serve as places for student learning and as centers for the community. Over 9,900 students attend elementary, middle, and high schools in the community. The great majority of public school students are considered economically disadvantaged, qualifying for free or reduced priced lunch, and on average 41 percent of students are English Language Learners.

Meeting Projected School Demand

The existing capacity of each school is approximate, estimated based on current class size ratios. Enrollment in 2013-14 is lower than estimated capacity at all of the public schools serving Encanto Neighborhoods. In total, there is an estimated available capacity for 5,304 additional students, though the amount of available capacity ranges from school to school. The potential increase in students from the number of future additional housing units could result in the need for new or expanded school facilities, depending on where growth occurs.



O'Farrell Academy, Gompers Middle, and Horton Elementary School are three of the schools that serve the many families and school-age children in Encanto Neighborhoods

New classroom buildings are currently planned at Horton Elementary and Encanto Elementary schools, and a new high school is planned to be constructed directly east of O'Farrell Academy. While the school district does not currently plan any additional new school projects in Encanto Neighborhoods beyond those funded by approved bond funding, it is likely that additional school capacity will need to be added during the planning period, both to replace aging facilities and to accommodate additional students generated by new development.

In the interest of coordinated planning, the Plan policies promote ways in which school facilities can contribute to neighborhood livability and revitalization; coordinate with adjacent parks and community facilities; improve safety and walkability; and enhance access to education for neighborhood residents. As sites are developed and new housing is constructed, it will be essential to work with the school district to ensure that adequate facilities are available.

Public Libraries

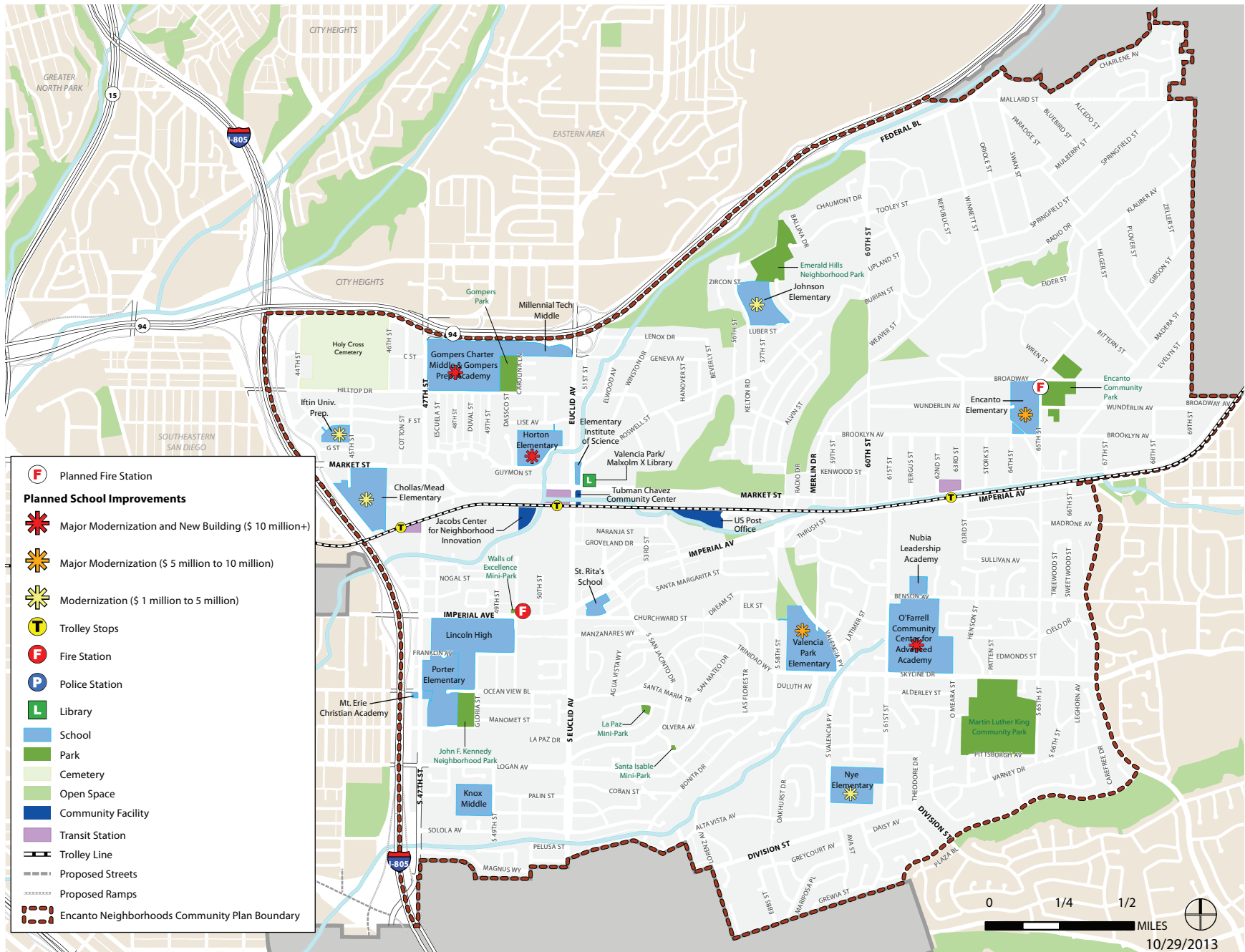
The San Diego Public Library system provides adult and family literacy assistance through the READ/San Diego program and computer and internet access services in addition to book lending. There is one branch library in Encanto Neighborhoods, the Valencia Park/Malcolm X Library (26,000 square feet), and others just outside the community. San Diego's Central Library (366,673 square feet), is located at the intersection of Park Boulevard and K Street in Downtown. The Central Library supports the entire 35-branch public library system within the city.

Community Centers and Other Facilities

Community facilities often provide meeting rooms, education and recreation classes, cultural events, and generally serve as important centers for children, teenagers, and adults. The Elementary Institute of Science, located on the northeast corner of Euclid Avenue and Market Street adjacent to the Malcolm X Library, offers after-school and summer programs for teens and children in science, technology, and the environment. The Encanto Recreation Center, located at 65th Street and Wunderlin Avenue, hosts a variety of recreation opportunities and events for the community. The George L. Stevens Senior Center, located within the O'Farrell neighborhood, provides educational, recreational and social services for seniors. The Boys and Girls Club located on Imperial Avenue just to the east of the Encanto Neighborhoods, and the Jackie Robinson Family YMCA, located on YMCA Way to the west, both provide after-school programs in academics, character development and healthy lifestyles. Market Creek Events & Venues provides indoor meeting and event space at the Joe and Vi Jacobs Center and adjacent outdoor event spaces, including the Market Creek Amphitheater.

The Plan policies identify how new and enhanced community facilities in Encanto Neighborhoods may be located in highly-accessible locations and coordinated with mixed-use development or as part of clusters of community uses.

FIGURE 6-1: EXISTING AND PLANNED PUBLIC FACILITIES IN THE ENCANTO NEIGHBORHOODS





Valencia Park/Malcolm X Library, the Elementary Institute of Science, and the Martin Luther King, Jr. Recreation Center serve residents of Encanto Neighborhoods.

Policies

Police Services

- P-PF-1:** Reduce incidence of criminal activity within Encanto Neighborhoods. Also see General Plan section PF-E related to policy service and Urban Design section UD-A for crime prevention through design.
- P-PF-2:** Continue Neighborhood Watch Programs.
- P-PF-3:** Maintain close relationship with neighborhood organizations and have a continuing exchange of information with patrol officers.
- P-PF-4:** Promote the development of Community Alert Programs where they do not presently exist.
- P-PF-5:** Maintain a community relations program between police and residents.
- P-PF-6:** Ensure that development projects provide adequate lighting, visibility for surveillance, and gradations between public and private spatial territories. Also see Crime Prevention Through Environmental Design in the Urban Design Element.

Fire Services

- P-PF-7:** Maintain a high level of fire protection throughout Encanto Neighborhoods.
 - Support regular upgrading of the fire stations in Encanto Neighborhoods as necessary to adequately respond to fires and emergencies.
 - Develop new fire stations as needed to support population growth and continue to monitor response times.
 - Support the renovation of Fire Station #12 located at 4964 Imperial Avenue.

- Modernize and/or replace facilities and equipment to meet the needs of the community as fire fighting technology improves.
- Support efforts by the City to educate and inform the community regarding fire prevention techniques.

K-12 Schools

- P-PF-8:** Work with the school district to transform school facilities in Encanto Neighborhoods into neighborhood focal points with a strong image and identity.
 - Encourage full community use of school facilities during non-school hours for educational, recreational and cultural purposes.
 - Pursue joint use agreements to make school facilities are made available for community use.
 - Acquire excess public school district or private school property within Encanto Neighborhoods to reserve the property for public use.

Library

- P-PF-9:** Support the extension of library hours, expansion of book and periodical collections, and hiring of additional staff as necessary to provide adequate access to a full range of published materials.
- P-PF-10:** Ensure that future library services provide the necessary resources for Encanto Neighborhoods residents.

Community Centers and Other Facilities

- P-PF-11:** Support a strong nucleus of community facilities in the Euclid and Market Village District. Explore options for the Tubman-

Chavez Multicultural Center, including integration of new community space with a mix of housing and businesses.

- P-PF-12:** Consider a location in the Encanto Park or Imperial Avenue/62nd Street area for a future community center or senior center to provide a gathering place and service point clustered with other community uses.

6.2 Infrastructure

Water, Wastewater, and Storm Water Infrastructure

Potable Water

Encanto Neighborhoods include some larger transmission water mains, including the 36", 42", and 48" Otay Second Pipeline generally travelling north-south in 60th Street, Brooklyn Avenue, Otay Street, and Woodman Street; the 36" Otay Mesa Bonita Connection Pipeline in Imperial Avenue between Otay Street and Euclid Avenue; and the 36" and 24" Bonita Pipeline in Imperial Avenue and Euclid Avenue. The remaining piping within Encanto Neighborhoods is 6" through 12", well interconnected, and provides local water distribution.

The water service system for Encanto Neighborhoods can be rated well because of the available working pressures in the water system both for daily domestic use and for fire hydrant flow capacities. The most recent City of San Diego Urban Water Management Plan (2010) concludes that sufficient water supply is available to meet the projected water demands for the city through the year 2035. [to be updated following water supply assessment as part of EIR].

Wastewater

Station #1, located on East Harbor Drive, collects all of the wastewater from the Encanto Neighborhoods. It has an average daily flow of 75 million gallons via the 8-mile South Metro Interceptor pipeline.

Replacement and maintenance of wastewater pipeline and facilities has been taking place on an ongoing basis as identified in the City's Capital Improvements Program. Ensuring that adequate sewer capacity is available to meet future needs is an essential part of the community planning process. The future needs of Encanto Neighborhoods must be combined with projected needs across the service area to determine if additional capacity is required or if projected demand can be accommodated by the existing system or other means or technologies.

Storm Drainage

Storm water pollution affects human life, aquatic plant and animal life. Oil and grease from parking lots and roads, leaking petroleum storage tanks, pesticides, cleaning solvents, and other toxic chemicals can contaminate storm water and be transported into water bodies and receiving waters.

A Comprehensive Load Reduction Plan (CLRP) was prepared for the Chollas Hydrologic Sub Area (HSA) (Chollas watershed), part of the San Diego Bay watershed. The City of San Diego will use this CLRP to develop watershed implementation programs, evaluate their effectiveness, and make adjustments over the anticipated 20-year implementation period.



Stormwater swales and preserved open space (top and middle) allow water to infiltrate, preventing polluted runoff from entering streams.

The Municipal Storm Sewer System Permit (MS4 Permit), issued by the San Diego Regional Water Quality Control Board (RWQCB), requires all development and redevelopment projects to implement storm water source control and site design practices to minimize the generation of pollutants. Additionally, the Permit requires new development and significant redevelopment projects that exceed certain size threshold to implement Structural Storm Water Best Management Practices (Structural BMPs) to reduce pollutant in storm water runoff and control runoff volume.

The MS4 Permit is re-issued every five years, typically imposing more stringent requirements on a wider range of development. These requirements are adopted in the City’s Land Development Manual; Storm Water Standards Manual and apply to both private development and public improvements.

There is an increased reliance on Low Impact Development (LID) strategies to meet the MS4 Permit requirements and TMDL as well. Examples of LID techniques are bioretention cells, green roofs, porous pavement, infiltration basins and biofiltration planters.

Public Utilities, Wireless Communications Facilities, and Street lights

Gas and Electricity

Gas and electricity are provided in Encanto Neighborhoods by the San Diego Gas & Electric Company (SDG&E). Electric transmission tie-in lines traverse the community and connect local residents and businesses with the power grid.

Electricity is carried in overhead wires along many streets in Encanto Neighborhoods. The City has formally adopted a policy for the undergrounding of overhead utility lines to protect public health, safety, and general welfare. The Plan reinforces citywide efforts to place utility lines underground. See General Plan Policies PF-M.1 through PF-M.4 for further guidance.

Wireless Communications Facilities

The Municipal Code regulates development of Wireless Communications Facilities (WCFs), while the City’s WCF Guidelines provide guidance to stakeholders involved in the design and development of WCFs in the City of San Diego. See General Plan Policies PF-L.1 through PF-L.13 for further guidance.

Street Lights

Some parts of Encanto Neighborhoods lack adequate street lighting, which is important to improve safety for pedestrians, vehicles, and property at night. Street lighting will be strategically added in the community during the planning period.

Policies

Water, Sewer and Stormwater Infrastructure

P-PF-13: Implement water improvements programs so there are systematic improvements and gradual replacement of water and sewer facilities throughout the community. (Also see General Plan PF-F.6 PF-G.2, PF-H.3, and PF-I.1.)

- Support capital improvements to the system where replacement lines are needed and encourage the systematic improvement of water and sewer lines in the community.

- Continue routine maintenance of the water and sewer facilities within the community.
- Collaborate with other departments when funding and siting improvements to coordinate timing and replacement of infrastructure.
- Upgrade infrastructure for water and sewer facilities and institute a program to clean the storm drain system prior to the rainy season.
- Install infrastructure that includes components to capture, minimize, and/or prevent pollutants in urban runoff from reaching San Diego Bay and Chollas Creek. (See also Urban Runoff Management in the Conservation and Sustainability Element.)

Public Utilities

- P-PF-14:** Buffer the physical and visual impacts of energy facilities on adjacent uses through the use of art, landscaping or screening, while maintaining access to energy facilities for repair and maintenance.
- P-PF-15:** Beautify the streetscape and encourage building façade improvements to utility facilities with prominent street frontage.
- P-PF-16:** Expedite the undergrounding of overhead utility lines.
- P-PF-17:** Require that utilities be undergrounded as part of new development or other infrastructure projects.

Maintenance Assessment District and Property and Business Improvement District

- P-PF-18:** Support programs in Encanto Neighborhoods where property owners assess themselves for the benefit of public enhancements beyond the general services provided by the

City. These enhancements include but are not limited to: landscape, lighting, streetscape improvements and maintenance, security, signage and banners, street furniture.

6.3 Health and Safety

Geologic and Seismic Hazards

Southern California is one of the most seismically active regions in the United States, with numerous active faults and a history of destructive earthquakes. Damage to structures and improvements caused by a major earthquake will depend on the distance to the epicenter, the magnitude of the event, the underlying soil, and the quality of construction. Although there are no known active faults within Encanto Neighborhoods, the area is still subject to potential ground shaking due to faults just outside the area.

Fault Lines

San Diego is located about 100 miles west of the San Andreas Fault, the predominant earthquake hazard in the state. It is closer to several large active faults capable of producing intense ground shaking (active faults are defined as those known to have been active during Holocene time within the past 11,000 years.) These include the San Jacinto, Elsinore, Coronado Bank, and San Diego Trough faults, among others.

Ground Shaking

Ground movement during an earthquake can vary depending on the overall magnitude, distance to the fault, focus of earthquake energy, and type of geologic material. The composition of underlying soils, even those relatively distant from faults, can intensify ground



Telecommunication towers are a highly visible landmark (top). Street lighting will be strategically added in the community during the planning period. Bottom photo: Sam Hodgson.

PUBLIC REVIEW DRAFT: June 2014



The community's many steep slopes can be a potential hazard if the slope becomes unstable. Open space on hillsides and canyons provides habitat and visual relief, and also poses fire hazards.

shaking. All of Southern California is located within Seismic Zone 4, the highest seismic zone and subject to ground shaking.

Encanto Neighborhoods' location places it at some risk of ground shaking. The Uniform Building Code requires that near-source velocity effects be considered in the design of buildings within 10 kilometers (approximately 6.2 miles) of a Type B fault, as defined by Near Source Shaking Zones. As shown on Figure 6-3, only the northwestern corner of Encanto Neighborhoods is subject to this requirement.

Liquefaction

Liquefaction is a phenomenon whereby unconsolidated and/or near-saturated soils lose cohesion as a result of severe vibratory motion. The relatively rapid loss of soil shear strength during strong earthquake shaking results in temporary, fluid-like behavior of the soil. Soil liquefaction causes ground failure that can damage roads, pipelines, underground cables, and buildings with shallow foundations. Liquefaction more commonly occurs in loose, saturated materials. Portions of the community along the South Branch and the Emerald Hills and Encanto branches of Chollas Creek, accounting for about 178 acres or five percent of the community, are considered to have some liquefaction potential.

Steep Slopes and Landslide Hazards

Steep slopes can introduce the risk of landslides or slope failure. Slope failure is dependent on topography and underlying geologic materials, as well as factors such as rainfall, excavation, or seismic activities which can precipitate slope instability. Earthquake motions can induce significant horizontal and vertical dynamic

stresses along potential failure surfaces within a slope.

The community includes some very hilly topography, especially in the northeastern part of Encanto Neighborhoods, and on both sides of Imperial Avenue (which follows the canyon through which the Encanto branch of Chollas Creek flows.) Areas with slopes of 15 percent or greater are shown in Figure 6-2. Only the southeastern part of the community, generally east of Valencia Parkway and south of Broadway, is considered by the Development Services Department to have underlying geology that produces a slide prone formation. This area covers 917 acres, or 24 percent, of the community.

Other Geologic Hazards

Soils in approximately half of Encanto Neighborhoods, covering 1,970 acres, are considered to have a favorable geological structure and low risk. These areas, generally south of Market Street between Euclid Avenue and Valencia Parkway, comprising 743 acres or about 20 percent of the community, is underlain by soils that are considered to have an unfavorable geologic structure, with low to moderate risk. There may be potential geological hazards including soil erosion, expansive soils, settlement and subsidence that may require further study.

Flooding Hazards

Flood risk is a consequence of rainfall characteristics, topography, water features, vegetation and soil coverage, impermeable surfaces, and urban stormwater management infrastructure. The Federal Emergency Management Agency (FEMA) creates Flood Insurance Rate Maps that identify the 100-year and 500-year floodplains for the purpose of informing flood insurance necessity.

As Figure 6-2 shows, portions of the community along the branches of Chollas Creek and other drainages are located within the FEMA-designated 100-year and 500-year flood plains. The flood zones include undeveloped land along the creeks, as well as parks, schools, residential, commercial, and industrial areas. In these areas, new structures must be reasonably safe from flooding by placing habitable floors above the base flood level among other measures. Overflow of the stormwater drainage system could also be a potential source of flooding. Proposed development must not interfere with routine channel maintenance, and will be required to include features that promote stormwater infiltration.

Fire Hazards

Fire protection service is described in Section 6.1. The natural environment throughout San Diego presents

considerable demands on fire and rescue services under various conditions and can also affect response times. In Encanto Neighborhoods, the presence of large areas of open space on hillsides and canyons in close proximity to low-density residential development served by streets that do not necessarily meet current standards presents a particular challenge. The City augments its own forces with Automatic Aid agreements with adjoining jurisdictions, and Mutual Aid agreements with County, State, and federal government agencies.

Hazardous Materials

Hazardous Materials Releases

The Plan does not expand the area of industrial operations, and is not likely to result in increased generation of hazardous emissions or handling of hazardous or acutely hazardous materials, substances, or wastes.



The open space on hillsides and canyons in Encanto Neighborhoods provide important recreational and habitat opportunities for the community, but also pose a fire hazard.

However, soil and/or groundwater that has been impacted by releases of hazardous materials may be disturbed during future development activities, potentially increasing the exposure of sensitive receptors in residential populations to constituents of concern. The Plan policies are designed to maintain community health and safety.

Policies

Geologic and Seismic Hazards

- P-PF-19:** Implement all seismic-safety development requirements for areas subject to potential liquefaction.
- P-PF-20:** Work closely with developers to provide publicly accessible open spaces where active faults are found and development cannot take place.

Flooding Hazards

- P-PF-21:** Protect property from flooding while retaining the natural appearance of drainage areas to the extent feasible.
- P-PF-22:** Provide flood control in undeveloped portions of the drainage basin to ensure the safety of structures and active land uses upon development.
- P-PF-23:** Accomplish flood control within the Chol-las Creek waterway through the use of natural and/or landscaped facilities. Prohibit the use of concrete channels.

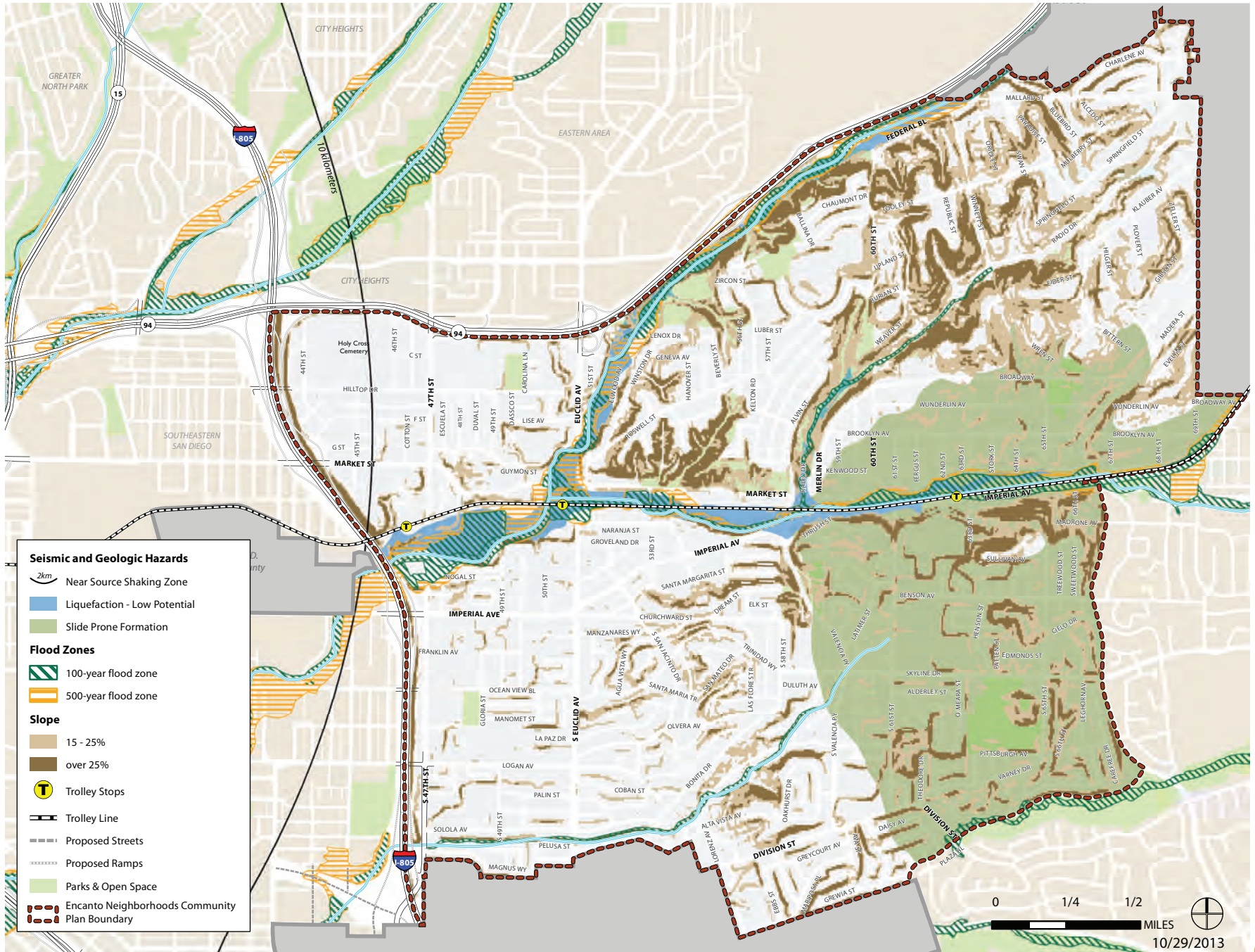
Fire Hazards

- P-PF-24:** Ensure the City's Brush Management Plan is implemented on a continuous basis to reduce the threat of fire to homes near canyons and other open space areas.

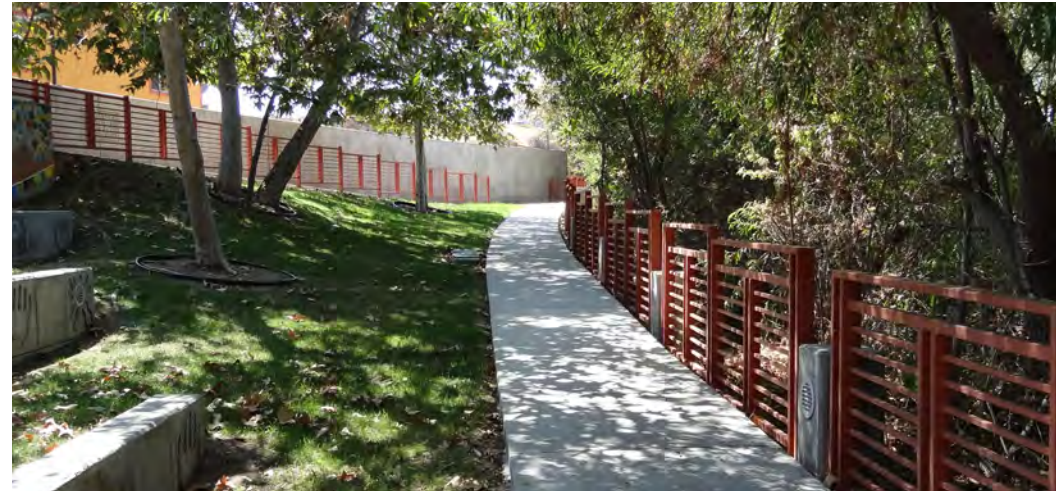
Hazardous Materials

- P-PF-25:** Avoid supporting on-site remediation of contaminated soil if the process causes external air and water quality impacts to the surrounding environment.
- P-PF-26:** Ensure that sites designated as contaminated comply with all state regulations.
- P-PF-27:** Seek funding sources specifically targeted at contaminated site remediation.

FIGURE 6-2: GEOLOGICAL, SEISMIC AND FLOODING HAZARDS



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7 RECREATION

The Community Vision adopted as part of the Plan calls for the acquisition and development of new parks and associated facilities, improving existing parks in order to promote a safe and attractive public realm, providing access to trails and open spaces, and restoring and enhancing the open space network formed by parks, canyons, and the Chollas Creek open space system.

Parks and open spaces provide opportunities for recreation, relaxation, walking, and community gathering in Encanto Neighborhoods. The Plan provides goals and policies and identifies opportunities to create a comprehensive parks strategy to accommodate the community through build-out.

GOALS

1. A sustainable park and recreation system that meets the needs of a variety of users such as children, the elderly, persons with disabilities, and the underserved teenage population
2. A comprehensive plan for pedestrian and bikeway connections between parks and open space lands within Encanto Neighborhoods as well as to surrounding communities
3. A comprehensive plan for open space system preservation and management of Chollas Creek and area canyons
4. Accessible bicycle and pedestrian trail corridors along Chollas Creek
5. A program to incentivize the provision of publicly accessible, but privately maintained open space as part of new development
6. Provision of expanded recreational opportunities through joint use or leasing of public and private facilities.

The Recreation Element includes specific policies addressing the following topic areas: Parks and Recreation Facilities, Preservation, Accessibility and Open Space Lands. These policies and opportunities, along with the broader goals and policies of the General Plan, provide a comprehensive parks strategy intended to accommodate the community through community build out.

Recreation topics overlap with other Plan elements, as shown in Table 7-1. Joint-use facilities at schools are relevant in the Public Facilities, Services and Safety Element; open space also has value for the Conservation and Sustainability Element; and the parks system helps to produce the community’s identity, a concern discussed in the Urban Design Element.

TABLE 7-1: RECREATION TOPICS ALSO COVERED IN OTHER PLAN ELEMENTS

RECREATION TOPIC AREAS	LAND USE	URBAN DESIGN	PUBLIC FACILITIES, SERVICES, AND SAFETY	CONSERVATION AND SUSTAINABILITY
Park and open space land designations	x			
Recognizable open space network		x		
Joint-use facilities at schools, community facilities			x	
Open space, including Chollas Creek open space system				x

7.1 Parks and Recreation Facilities

Population-based Parks and Recreation Facilities Standards

The General Plan Recreation Element describes three categories of parks: Open Space Lands, Resource-based Parks, and Population-based Parks. This section covers Population-based Parks. Population-based parks and recreation facilities are typically located within close proximity to residents and are intended to serve the daily recreational and leisure needs of the neighborhoods and communities at a General Plan standard of 2.8 usable acres per 1,000 residents.

Population-based parks consist of six facility types: 1) major park; 2) community park; 3) neighborhood park; 4) mini park; 5) pocket park or plaza; and 6) special activity park. Typically, major parks are a minimum 20 acres and serve single or multiple communities and provide specialized facilities that serve large populations. Community parks are a minimum of 13 usable acres, serve a population of 25,000, and provide active and passive recreation. Neighborhood parks are 3 to 13 usable acres, serve a population of 5,000 within approximately one mile radius, and are accessible primarily by foot or bicycle. Mini parks are 1 to 3 usable acres within a half mile radius; Pocket parks and plazas are typically less than 1 usable acre within a quarter mile radius from residents to be served. The size of special activity parks vary depending upon the activity and population to be served. Usable park land, by General Plan standards, must have a slope of less than two percent grade in active use areas, or a slope of less than ten percent for unstructured recreational or passive use areas.

The General Plan also establishes minimum standards for recreation centers and aquatic complexes based on population. A recreation center, typically 17,000 square feet in size, should be provided for every 25,000 residents, and an aquatic complex should be provided for every 50,000 residents.

Meeting General Plan Standards for Population-based Parks and Recreation Facilities

Population-based park requirements are calculated on residential density based on land use recommendations of the community plan, multiplied by Caltrans projected persons per household at full community build out, and the park acreage and recreation facilities standards in the General Plan.

For Encanto Neighborhoods, the projected population at full community build out is projected to be 67,254. Therefore, according to General Plan standard of 2.8 usable acres of population-based parks per 1,000 residents, the community should be served by a minimum of 188 usable acres of park land. Additionally, Encanto Neighborhoods should have at least 2.7 recreation centers for a total of 45,700 square feet, and 1.4 aquatic complexes.

Existing Population-based Parks and Recreation Facilities in the Encanto Neighborhoods

The park system which serves Encanto Neighborhoods is shown on Figure 7-1. It includes two community parks: Encanto Community Park in the northeast and Martin Luther King Jr. Memorial Community Park in the southeast. Both parks include a recreation center, and a combination of ball fields and areas for passive recreation. Martin Luther King Jr. Memorial Park also



Martin Luther King, Jr. Park is the largest park in Encanto Neighborhoods and provides play structures, walking/jogging paths, and recreation facilities.



Joint-use school sites are a park equivalency (top), trails (middle) and privately-owned, publicly-accessible open space (bottom) are potential park equivalencies. Last two examples are from other communities.

includes an aquatic complex. Encanto Community Park has an approved General Development Plan for a new aquatic complex.

The community includes three neighborhood parks: Emerald Hills Park, Gompers Park and John F. Kennedy Park. All provide children’s playgrounds, comfort stations, and passive recreation. Emerald Hills Park also includes tennis and multi-purpose courts. Walls of Excellence is a pocket park/plaza recognizing outstanding local residents for contributions to the community.

Two City-owned, but currently undeveloped mini-parks, Valencia (La Paz) and Santa Isabel, are within the planning area.

Existing Park Equivalencies

Three Joint Use facilities, Chollas-Mead, Kennedy-Porter and Valencia Park Elementary Schools provide turf multi-purposed playfields as a park equivalency.

Recreation Opportunities and Parks Equivalencies

Opportunities for additional park land and recreation facilities within Encanto Neighborhoods are anticipated to come primarily through property acquisition, redevelopment of private and public properties and through the application of park equivalencies.

Where undeveloped land is limited, unavailable or is cost-prohibitive, the General Plan allows for the application of park equivalencies to be determined by the community and City staff through a community plan update or amendment. Park equivalency categories include: 1) joint use facilities; 2) trails; 3) privately-owned

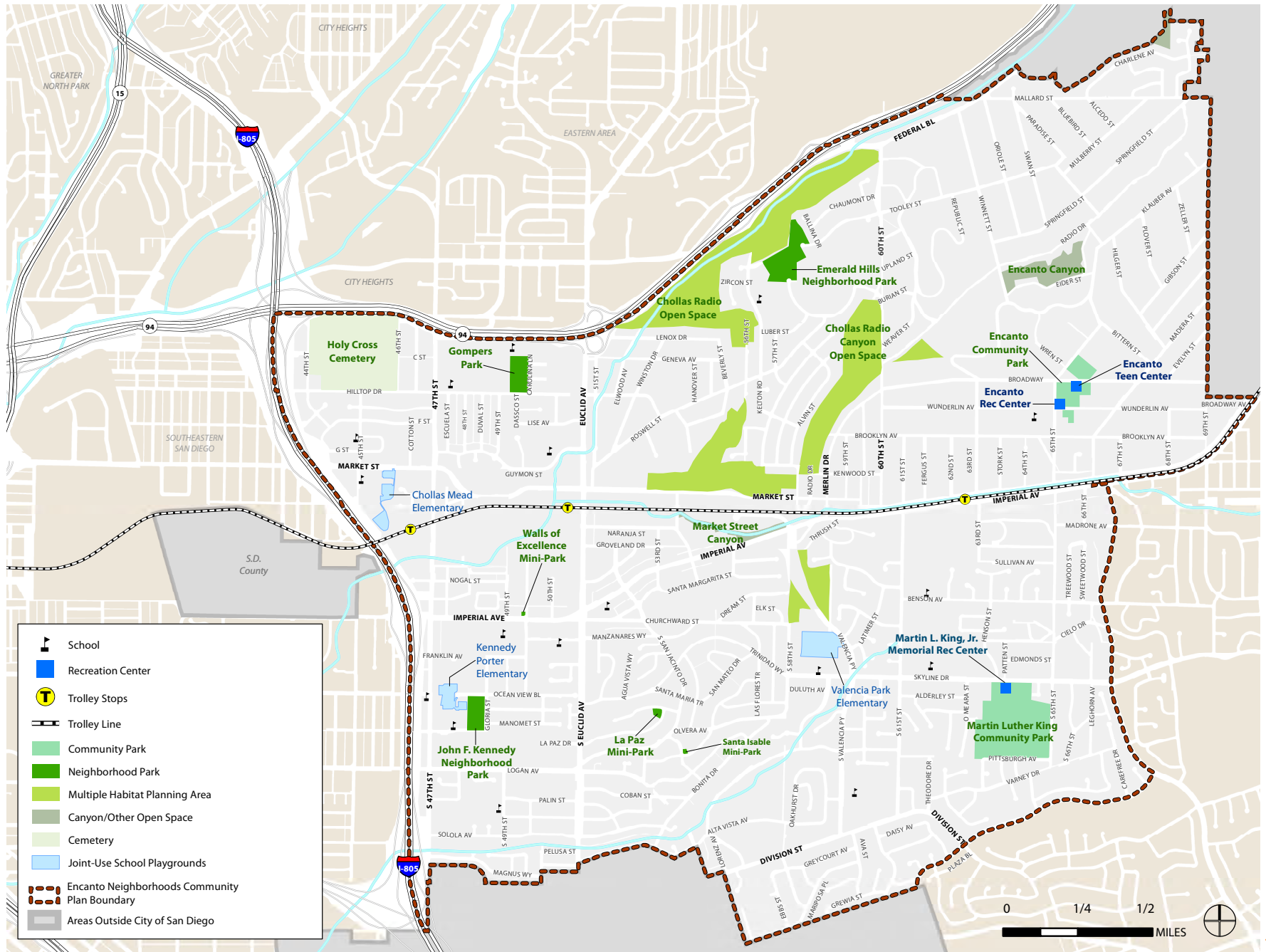
publicly accessible parks; 4) non-traditional parks, such as roof top or indoor recreation facilities; 5) portions of resource-based parks; and 6) park facility expansion or upgrades. Encanto Neighborhoods is an urbanized community where park equivalencies are appropriate for satisfying some of the community’s population-based park needs.

Population-based park and recreation opportunities, as well as potential park equivalency sites have been identified and evaluated for their recreational value, uses, functions, and public accessibility. They were also evaluated for consistency with General Plan policies and guidelines, and other land use policy documents, including the Chollas Creek Enhancement Plan, and the Euclid+Market Land use and Mobility Plan (EM-LUMP). It was determined that a variety of sites and facilities within the community do, or could, serve as population-based parks or park equivalencies.

The Euclid+Market Land Use and Mobility Plan (EM-LUMP) includes a conceptual plan for a series of park spaces of varying sizes and functions, and open space all connected by a creekside pathway for a continuous greenway from 47th Street on the west to Merlin Street on the east, along the South Branch and Encanto Branch of Chollas Creek, as well as to the north along the Emerald Hills Branch.

The Chollas Creek open space system as identified in the Chollas Creek Enhancement Plan, as a whole, is not considered population-based park. However, proposed population-based parks along the creek open space system will provide needed recreation space and create connections between communities. Trails that connect these parks, that feature such amenities as benches, pic-

FIGURE 7-1: Existing Parks and Recreation Facilities



nic tables, exercise stations or areas for passive enjoyment could be considered as a park-equivalency. See Section 7-4: Open Space Lands (page 7-14) for more discussion of open space along Chollas Creek.

Table 7-2 identifies existing and 23 proposed park or joint-use sites in Encanto Neighborhoods. Existing,

proposed parks and park equivalencies are shown in Figure 7-2 and summarized in Table 7-2. **Identification of private property as a potential park site does not preclude permitted development per the underlying land use or zone.**

TABLE 7-2: POPULATION-BASED PARKS AND PARK EQUIVALENCIES INVENTORY					
PARK OR PARK EQUIVALENCY	EXISTING USABLE ACREAGE	PROPOSED USABLE ACREAGE	ACQUISITION REQUIRED	EXISTING CONDITIONS / AMENITIES	PROPOSED ACTIONS AND RECOMMENDED RECREATION COMPONENTS AND AMENITIES PARKS
Parks					
<i>Major Parks</i>					
(1) 60th St north of Old Memory Lane, west side		19.8	X	One undeveloped parcel with telecommunications building and towers.	Acquire, design and construct a community park, with lease-back for telecommunications.
<i>Community Parks</i>					
Encanto	6.9	0.9		Existing facilities consisting of both active and passive recreation that includes a recreation center, teen center, multi-sports fields, tennis courts, children’s play area, walkways, seating and picnic tables.	<ul style="list-style-type: none"> Construct the aquatic complex per the approved General Development Plan. Design and construct a new gazebo.
Martin Luther King, Jr. Memorial	25.9	0.0		Existing facilities consisting of both passive and active recreation that includes a recreation center, a senior center, comfort station, ball fields, multi-use courts, children’s play area, walkways, seating and picnic tables.	<ul style="list-style-type: none"> Design and construct a new gazebo. Upgrade the existing children’s play ground to meet State and Federal accessibility and safety guidelines. Expand the recreation center utilizing “green technology”.
<i>Neighborhood Parks</i>					
Emerald Hills	6.7	0.0		Existing facility consisting of passive recreation that includes comfort station, multi-purpose court, tennis court, shade structure, children’s play area, walkways, seating and picnic tables.	<ul style="list-style-type: none"> Upgrade the existing children’s play ground to meet State and Federal accessibility and safety guidelines. Construct a Recreation Center.
Gompers	4.8	0.0		Existing facility consisting of passive recreation that includes, comfort station, children’s play area, walkways, seating and picnic tables	Upgrade the existing children’s play ground to meet State and Federal accessibility and safety guidelines.

FIGURE 7-2: Existing and Proposed Parks and Park Equivalencies

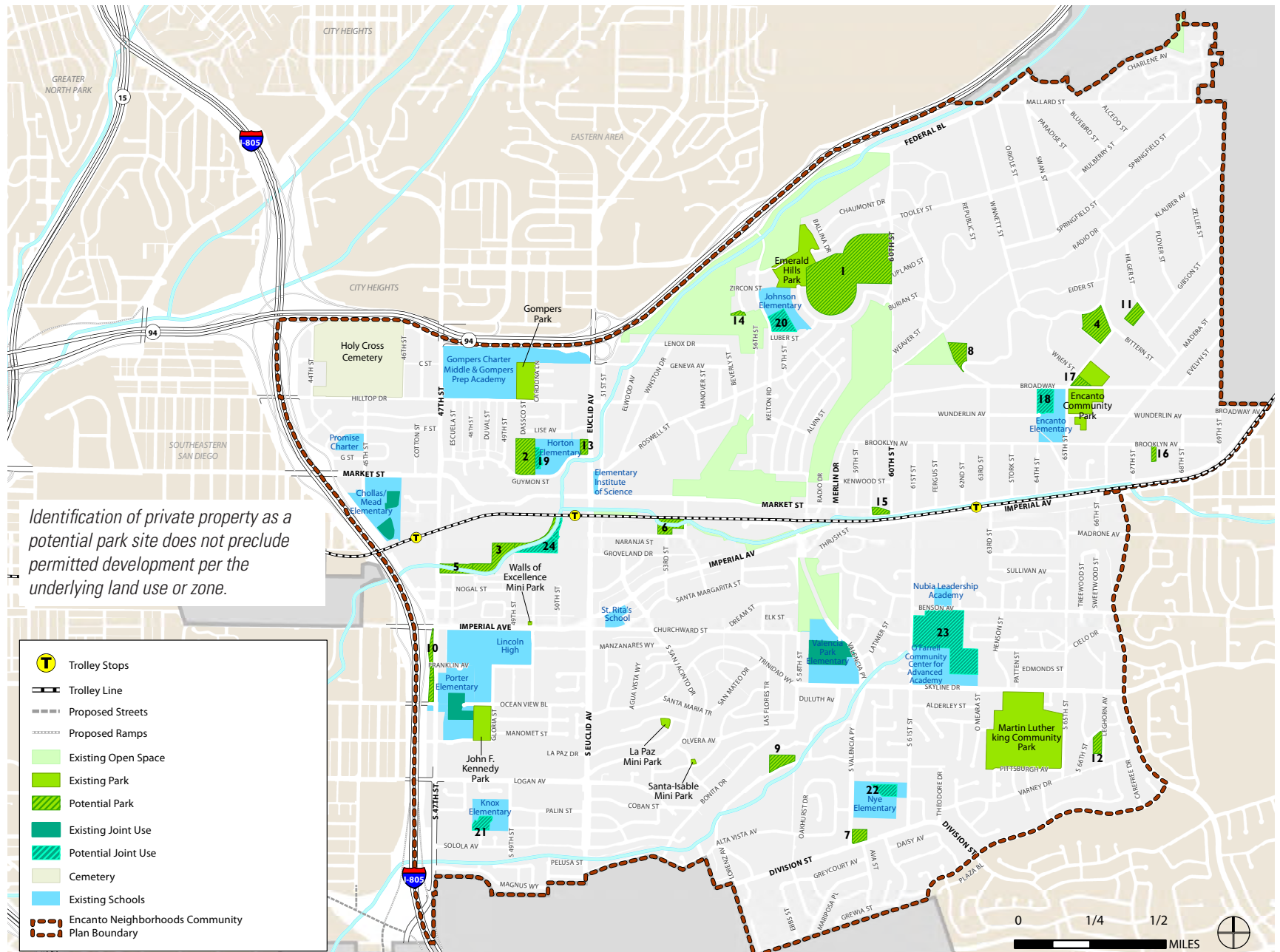


TABLE 7-2: POPULATION-BASED PARKS AND PARK EQUIVALENCIES INVENTORY					
PARK OR PARK EQUIVALENCY	EXISTING USABLE ACREAGE	PROPOSED USABLE ACREAGE	ACQUISITION REQUIRED	EXISTING CONDITIONS / AMENITIES	PROPOSED ACTIONS AND RECOMMENDED RECREATION COMPONENTS AND AMENITIES PARKS
John F. Kennedy	4.1	0.0		Existing facility consisting of passive recreation that includes, comfort station, children’s play area, walkways, seating and picnic tables	Upgrade the existing children’s play ground to meet State and Federal accessibility and safety guidelines.
(2) Guymon Street, west of Horton Elementary School	0.0	3.0		Existing City fee-owned open space.	Design and develop a neighborhood park with interpretation of existing natural open space
(3) South side of El Rey Mobile Home Park along Chollas Creek		4.4	X	Partially developed parcel Existing with modular homes along the Chollas Creek open space system.	Acquire design and construct a neighborhood park with restoration of Chollas Creek as identified in Euclid+Market Master Plan (EMLUMP).
(4) Klauber Avenue & Bittern St.		4.5	X	2 undeveloped parcels with gently rolling slopes. Close to Encanto Community Park.	Acquire, design and construct a park with typical neighborhood park amenities..
<i>Mini-Parks</i>					
(5) Castana St east of 47th St along Chollas Creek		2.1	X	Public Utilities Department owned property along Chollas Creek.	Acquire property from enterprise fund department, design and construct a park with typical mini-park amenities and with trails as identified in the Euclid+Market Master Plan
(6) Naranja St between 53rd & 54th St. north side, along Chollas Creek		1.2	X	3 undeveloped parcels and 3 single family residential lots (lower half of lots undeveloped) adjacent to Chollas Creek open space system.	Acquire, design and construct a park with typical mini-park amenities in tandem with 54th St. connection to Market St.
(7) Division St. & Valencia Parkway, northeast corner		0.8	X	Church-owned site with undeveloped area.	Acquire a portion of the lot, for design and construction of a park with typical pocket-park amenities.
(8) Scimitar Drive north of Broadway, west side		0.9	X	2 undeveloped parcels adjacent to City fee-open space.	Acquire, design and construct a park with typical mini-park amenities taking advantage of panoramic views.
(9) Cervantes Ave, north side		2.3	X	Undeveloped parcel adjacent to City fee-owned open space.	Acquire, design and construct a park with typical pocket-park amenities with interpretation of adjacent open space and provide an improved pedestrian link where Cervantes dead ends.
(10) 47th St between Imperial Ave & Ocean View Blvd, west side		1.8	X	3 undeveloped parcels across the street from Lincoln High School and Kennedy-Porter Elementary School.	Acquire, design and construct a linear park for special activities such as a dog-off leash area, or skate park.
(11) Hilger St between Klauber Ave & Madera St, west side		1.3	X	2 undeveloped parcels.	Acquire, design and construct a park with typical mini-park amenities.

TABLE 7-2: POPULATION-BASED PARKS AND PARK EQUIVALENCIES INVENTORY

PARK OR PARK EQUIVALENCY	EXISTING USABLE ACREAGE	PROPOSED USABLE ACREAGE	ACQUISITION REQUIRED	EXISTING CONDITIONS / AMENITIES	PROPOSED ACTIONS AND RECOMMENDED RECREATION COMPONENTS AND AMENITIES PARKS
(12) Leghorn Ave north of Varney Dr, west side		1.5	X	8 undeveloped parcels	Acquire, design and construct a park with typical mini-park amenities.
<i>Pocket Parks/Plazas</i>					
Santa Isabel		0.1		City fee-owned undeveloped park land	Design and construct a park with typical pocket-park amenities
Valencia (La Paz)		0.4		City fee-owned undeveloped park land	Design and construct a park with typical pocket-park amenities
Walls of Excellence	0.1			Existing city fee-owned property providing landscaping and seating recognizing outstanding local citizens.	
(13) Guymon Street, east of Horton Elementary School		0.8		Existing City fee-owned park land maintained as open space.	Design and construct a park with typical pocket-park amenities and trail head to the adjacent open space.
(14) Amethyst Street, south end				9 parcels, of 3 undeveloped parcels and 6 developed parcels.	Acquire, design and construct a park with typical pocket-park amenities in tandem with roadway redesign linking Market St to Akins St. One block of Akins could be vacated and included in the park, providing direct access to creek.
(15) Akins St between 60th St and Iona Dr		1.0	X	An undeveloped parcel.	Acquire, design and develop a park with typical pocket-park amenities.
(16) Broadway & Klauber Ave		0.7	X	2 parcels with residential structures.	Acquire, design and develop as a park expansion of the adjacent Encanto Community Park.
<i>Recreation Centers</i>					
Encanto				9,890 square feet that includes a meeting room for up to 88 people, a craft room, a kitchen, and a large indoor basketball court.	
Martin Luther King Memorial				17,000 square feet that includes a large indoor basketball court, two indoor racquetball courts, craft room, meeting room, large kitchen	
<i>Aquatic Complexes</i>					
Martin Luther King Jr. Memorial					
<i>Park Equivalencies</i>					
<i>Joint Use Facilities</i>					
Chollas-Mead Elementary	3.5			Existing facilities consisting of turf multi-purposed playfield	

TABLE 7-2: POPULATION-BASED PARKS AND PARK EQUIVALENCIES INVENTORY					
PARK OR PARK EQUIVALENCY	EXISTING USABLE ACREAGE	PROPOSED USABLE ACREAGE	ACQUISITION REQUIRED	EXISTING CONDITIONS / AMENITIES	PROPOSED ACTIONS AND RECOMMENDED RECREATION COMPONENTS AND AMENITIES PARKS
Kennedy-Porter Elementary	3.0			Existing facilities consisting of turf multi-purposed playfield	
Valencia Park Elementary	6.8			Existing facilities consisting of turf multi-purposed playfield.	Pursue a recreation easement to allow a trail from the joint use area to the City fee-owned Valencia Canyon open space.
(17) Encanto Elementary		2.0		Decomposed granite fields and asphalt play area.	Pursue a joint use agreement for the design and construction of a turf multi-purpose playfield, multi-purpose courts, hardscape for games, and children’s play area.
(18) Horton Elementary		1.0		Decomposed granite fields and asphalt play area	Pursue a joint use agreement for the design and construction of a turf multi-purpose playfield, multi-purpose courts, hardscape for games, and children’s play area.
(19) Johnson Elementary		3.0		Decomposed granite fields and asphalt play area	Pursue a joint use agreement for the design and construction of a turf multi-purpose playfield, multi-purpose courts, hardscape for games, and children’s play area.
(20) Knox Elementary		1.5		Decomposed granite fields and asphalt play area	Pursue a joint use agreement for the design and construction of a turf multi-purpose playfield, multi-purpose courts, hardscape for games, and children’s play area.
(21) Nye Elementary		1.5		Decomposed granite fields and asphalt play area	Pursue a joint use agreement for the design and construction of a turf multi-purpose playfield, multi-purpose courts, hardscape for games, and children’s play area.
(22) O’Farrell Middle		16.0		Potential turf multi-purpose playfield, multi-purpose courts, hardscape for games, and children’s play area.	Pursue a joint use agreement for the design and construction of a turf multi-purpose playfield, multi-purpose courts, hardscape for games, and children’s play area.
<i>Trails</i>					
Emerald Hills Open Space		5.4		City fee-owned open space	Construct trails and provide staging areas with kiosks, interpretative panels and passive recreational amenities, such as benches and picnic tables.

TABLE 7-2: POPULATION-BASED PARKS AND PARK EQUIVALENCIES INVENTORY					
PARK OR PARK EQUIVALENCY	EXISTING USABLE ACREAGE	PROPOSED USABLE ACREAGE	ACQUISITION REQUIRED	EXISTING CONDITIONS / AMENITIES	PROPOSED ACTIONS AND RECOMMENDED RECREATION COMPONENTS AND AMENITIES PARKS
Chollas Radio Canyon Open Space		5.2		City fee-owned open space.	Construct trails and provide staging areas with kiosks, interpretative panels and passive recreational amenities, such as benches and picnic tables.
Valencia Canyon Open Space		0.9		San Diego Unified School District undeveloped parcel.	Pursue a joint use agreement for construction of a trail connection from the community to Valencia Park Elementary
<i>Privately-Owned Park Sites</i>					
(24) Festival Park		0.8		Creek portion planned to accommodate park amenities. Already approved as an equivalency.	
<i>Non-Traditional Park Sites</i>					
None					
<i>Facility or Building Expansion or Upgrade</i>					
Emerald Hills Recreation Center					Design and Construct a 17,000 square feet Recreation Center
TOTAL PARK ACREAGE AND EQUIVALENCIES CREDITS	61.8	82.5			

1 Site numbers refer to potential park sites evaluated by City Staff and shown on Figure 7-2. Many sites were recommended by the community.

2 The methodology used to determine the amount of acreage credit for trails is as follows $X \times Y \div 43,560$

X = lineal footage of trail

Y = (24 feet) 4 feet of trail tread plus 10 feet of vegetative buffer on either side

43,560 = one acre

Source: City of San Diego, 2014.



A major park could be created in conjunction with the existing telecommunications facility (top). New parks and trails (middle) could join the Market Creek Plaza amphitheater (bottom) along Chollas Creek.

TABLE 7-3: EXISTING AND PROPOSED POPULATION-BASED PARK INVENTORY AND RECREATION FACILITY SUMMARY

POPULATION-BASED PARKS	USABLE ACRES
Existing Population-based Parks & Equivalencies	61.8
Proposed Population-based Parks & Equivalencies	80.9
Population-based Park Requirements at Community Build-out ¹	188.3
Existing and Proposed Population-based Parks & Equivalencies	143.5
POPULATION-BASED PARK DEFICIT AT COMMUNITY BUILD-OUT	78.8
<i>Recreation Center(s)</i>	<i>Square Footage</i>
Existing Recreation Centers	26,900
Proposed Recreation Center at Emerald Hills	17,000
Existing and Proposed Recreation Centers	43,890
Recreation Center Requirement at Community Build-out ²	45,700
RECREATION CENTER DEFICIT AT COMMUNITY BUILD-OUT	1,800
<i>Aquatic Complex</i>	
Existing Aquatic Complex	1
Proposed Aquatic Complex at Encanto Community Park	1
Existing and Proposed Aquatic Complex(s)	2
Aquatic Complex Requirement at Community Build-out ³	1.4
Aquatic Complex Surplus at Community Build-out	0.7

- 1 General Plan standard: A community build-out population of 67,254 divided by 1,000 = 67,254 x 2.8 usable acres = 188.31 usable acres of population based parks.
- 2 General Plan standard: 17,000 square feet recreation center serves a population of 25,000. A community build-out population of 67,254 divided by 25,000 = 45,733 square feet
- 3 General Plan standard: Aquatic Complex serves a population of 50,000. A community build-out population of 67,254 divided by 50,000 = 1.35 aquatic complexes.

Sources: City of San Diego, 2014, Dyett & Bhatia, 2014.

In summary, estimated 188 acres of population-based parks will be needed to serve the Encanto Neighborhoods by community build-out. With 61.8 acres of existing population-based parks combined with the 82.5 acres of future parks that have been identified, a 43.7-acre deficit will result. The deficit will need to be fulfilled in the future by land acquisitions/donations or future park equivalencies identified by the City or the community.

With 26,900 square feet of existing recreation centers combined with 17,000 square feet of proposed recreation center square footage, there will be a 1,800 square feet deficit of recreation centers at community build-out. Encanto Neighborhoods will also have a surplus of 0.7 aquatic complexes upon construction of the Encanto Aquatic Complex.

Policies

- P-RE-1:** Continue to pursue land acquisition for the creation of new public parks from willing sellers, and through urban infill and redevelopment proposals, as identified in Table 7-1.
- P-RE-2:** Pursue park equivalencies as opportunities arise, and as identified in Table 7-1.
- P-RE-3:** Encourage private development proposals to include publically accessible recreational facilities within their land holdings. This could include non-traditional park and recreation facilities on rooftops of buildings and parking structures, and/or on the ground level, or within new buildings.
- P-RE-4:** Pursue lease agreements with public agencies (i.e. San Diego Unified School District, Caltrans), to incorporate active or passive recreation into existing buildings, or surrounding grounds, where non-programmed space is available and appropriate for public use.
- P-RE-5:** Acquire and develop land through street/alley rights-of-way vacations (paper streets), where appropriate, to provide park and recreation uses.
- P-RE-6:** Retain and promote safety in parks by incorporating the City's Crime Prevention Through Environmental Design (CPTED) measures (see General Plan Policy UD-A.17) in existing parks and through future park design.
- P-RE-7:** Implement recommendations contained in the Euclid + Market Land use and Mobility Plan and the Chollas Creek Enhancement Plan that serve park needs.
- P-RE-8:** Encourage development of pocket parks and plazas within commercial districts.

7.2 Preservation, Protection and Enhancement

The demand for park and recreation facilities will continue to grow as the population grows. Undeveloped land for parks has already become difficult to find in Encanto Neighborhoods making preservation of the existing parks and open space essential to providing recreation opportunities in the community. Preservation can include improvements to existing facilities in a sustainable manner to increase their life span.

Preservation can also include the enhancement of open space that provides a balance between protecting natural resources and allowing for a certain level of public recreation use. This would require the focusing of passive use improvements on the edge of open space areas, such as at the Amethyst Street mini-park. In addition, to protect natural resources and add recreation value, interpretive signs could be featured at these open spaces to educate the public on its unique natural habitat and/or history. See the Conservation and Sustainability Element for additional discussion of preservation of natural resource preservation.

Preservation of existing parks in Encanto Neighborhoods includes, but is not limited to, upgrading security and ball field lighting; upgrading irrigation systems; repairing sidewalks; and improving parking lots.

Policies

- P-RE-9:** Preserve, and enhance existing park and recreation facilities using green technology to increase their life span and ensure sustainability.



Improve facilities in a sustainable manner to increase their life span (top). Restored creekside open space and trails (bottom) are another form of enhancement.



Accessible improved trails ensure walkability between parks and adjacent areas (top) and should be enhanced. Trails requiring improvements for walkability (bottom).

P-RE-10: Preserve, protect, and restore canyons and hillsides as important visual amenities and limit public use to designated trails.

P-RE-11: Provide signs at strategic open space overlooks and trail entryway locations that interpret the biological and scenic value of the open space systems.

P-RE-12: Provide sufficient human and economic resources to preserve and enhance the existing parks and open space areas serving Encanto Neighborhoods.

7.3 Accessibility

Accessibility within Southeastern San Diego has three main components: 1) facilities should be accessible to the broadest population possible; 2) all facilities should be accessible by walking, biking and mass transit within neighborhoods and employment centers and 3) facilities should be open for use by the general public with a balance between programmed and non-programmed activities.

Access to parks is one of the criteria used to consider future park sites. Park sites that would add usable recreational space within a quarter-mile walk of residents not currently served by parks should generally be prioritized.

Accessibility also means the availability of active and passive recreation to all community residents. The Encanto and Martin Luther King Jr. Memorial Community Parks are programmed through the recreation centers while making the facilities available to organized sport leagues use and unstructured play and impromptu users of the facilities at other times. The schedule is adjusted each year to make sure a balance is provided for community residents. Future park and recreation areas should be designed to accommodate a variety of uses as determined by community

desires consistent with General Plan Guidelines. When special uses are designed into parks, such as off-leash dog areas or community gardens, the areas should also include amenities, such as pathways, benches, exercise stations, or picnic tables on the perimeter that could accommodate more than one type of user and enhance the recreational and leisure experience.

Chollas Creek open space system has the potential of providing a major pedestrian and bicycle link connecting the various Encanto Neighborhoods to each other and to surrounding communities.

The American with Disabilities Act (ADA) also requires that newly constructed and/or altered local government facilities are to be readily accessible and usable by individuals with physical disabilities. Therefore, all new and existing parks and recreation facilities within Encanto Neighborhoods are required to meet ADA guidelines when they are constructed or retrofitted for improvements. This could include adding accessible pedestrian ramps, providing paved pathways at acceptable gradients that lead from a public street sidewalk or parking area to a children’s play area or other park destination, remodeling of restrooms and building interiors, and providing interpretive signage along a nature trail.

Policies

P-RE-13: Ensure all parks meet State and Federal accessibility and safety guidelines.

P-RE-14: Give priority to acquisitions of parkland within one quarter mile of residents to be served.

P-RE-15: Provide accessible public transit stops, or accessible parking to community and neighborhood park and recreation facilities for persons with disabilities.

- P-RE-16:** Provide information kiosks and maps at gateways to the community that identify all parks that serve Encanto Neighborhoods and provide directional information for those walking, biking or using public transit.
- P-RE-17:** Provide senior and youth services, activities and facilities wherever possible within the community's public park and recreation system.
- P-RE-18:** Acquire private property and/or easements that allow for public trails within the Chollas Creek open space system and other open space systems to ensure continuous trail connections.

7.4 Open Space Lands and Resource-based Parks

City-owned open space lands are located within canyons, mesas and other natural land forms. These open space lands are typically free from development and kept in their natural state to protect their biological resources and habitat value, while providing responsible public access through hiking, biking and equestrian trails. Encanto Neighborhoods contain City-owned open space lands in canyons, along ridges, and along Chollas Creek, totaling 177 acres, as shown in Figure 7-3.

Most of the City-owned open space in Encanto Neighborhoods is mapped Multi-Habitat Planning Area (MHPA). These lands are part of the City's Multiple Species Conservation Program (MSCP), to support approximately 85 species of flora and fauna by conserving core biological resource areas MHPA includes Chollas Radio Canyon Open Spaces; Emerald Hills Open Space; and Valencia Canyon Open Space.

Chollas Creek Open Space and Trails

Chollas Creek Enhancement Program and South Branch Implementation

The Chollas Creek Enhancement Program extends over 25 miles from Mid-City and Lemon Grove through Encanto Neighborhoods and Southeastern San Diego to San Diego Bay and is predominately private property. The Emerald Hills and Encanto branches flow from east to west, joining to form the South Branch near Euclid Avenue and Market Street. Creek conditions vary from concrete-lined channel, concrete on one bank only, earthen channel. Certain reaches have intermittent flow, while other sections have water throughout the year. Both branches of Chollas Creek present additional open space opportunities, while providing for urban runoff management in the Planning Area.

The Chollas Creek Enhancement Program, adopted in 2002, identifies the need for restoring disturbed areas; avoiding future channelization; developing a system of linear trails, access points, and enhanced sidewalks where routes must follow streets; and ensuring that development preserves connections and addresses the open space system. The program includes a 20-year phasing schedule, and identifies the South Branch as the first phase, due to its potential for restoration and its exposure to a wide swath of neighborhoods and commercial areas. The City adopted a more detailed program for the South Branch and has implemented several pilot projects along the creek. The Market Creek Plaza development, with its adjoining terraces and community amphitheater, has revealed the creek to the community and has made its presence a strong part of the site's identity. Actions proposed for other segments include:



Creek restorations should include naturalizing the channel where feasible, so that sections of concrete-lined channel become more naturalized (top, at Hilltop Drive, middle, at Elwood Avenue) Chollas Creek within Emerald Hills Open Space (bottom).



The amphitheater at Market Creek Village (top) and the path east of Euclid Avenue (middle) show the promise of creekside enhancements. Many creek segments present challenges (Imperial Avenue, bottom).

- Trail and public art along the channelized creek segment along 51st Street, and pedestrian linkages to Gompers Learning Laboratory, the Multiple Species Conservation Program preserve, and Malcolm X Library;
- Habitat enhancement and restoration along the channelized but not concrete-lined segment of the creek west of Euclid Avenue and north of Market Street;
- Trail connection along the creek between Market Creek Plaza and 47th Street.

Additional Improvement Opportunities

Figure 7-3 shows existing City-owned and potential future public and private open space along Chollas Creek, and shows a recommended route for developing a pedestrian and bicycle trail system. The diagram shows locations where trails are feasible or feasible with minimal adjustment, and where trails would require land acquisition, agreements, or major grading. Where providing a trail directly along the creek would be difficult, an alternate route is identified. The diagram shows where critical crossings of major streets and freeways could be done with relative ease, and where they would be challenging. Trailheads are identified, pointing to the importance of visibility and access, in a system that has been historically hidden from view. Following Figure 7-3 are four enlarged plans with detailed conditions and improvements for these different areas of Chollas Creek in Figures 7-4 to Figure 7-7 (pages 7-18 to 7-21).

Urban development along the creek has led to land ownership obstacles for creek restoration. Restoring access and environmental quality along Chollas Creek will require action both by the City and future private

development adjacent to the creek. These actions can include acquisition of land or easements from willing sellers for restoration and public access at key locations.

In other places, steep topography, major roadways and freeways complicate completing a trail connection. Major street crossings will require signalization improvements and bike/pedestrian bridges. Freeway undercrossings may require substantial infrastructure modification. Where the creek passes under freeways, long, low tunnels will require substantial infrastructure modification. Caltrans must also account for pedestrian/bicycle movement over freeways in future projects, such as the re-design of Interstate 805. Temporary alternative routes are recommended as interim steps to bypass or circumvent significant obstacles.

Open Space and Trail System in the Hills and Canyons

The open space systems in Encanto Neighborhoods contain trails that connect neighborhoods and in some cases provide links to parks and joint use areas. These trails can also provide a user with the chance of “getting away from it all,” a natural open space classroom, as well as a source of passive recreation such as hiking, biking and bird watching. However, some trails cross private property, other agency lands, or have no particular destination. To ensure a trail system that respects the surrounding natural habitat and reduces impacts associated with human use, new trail segments need to be constructed to provide more direct links; some existing trails need to be reconstructed to reduce erosion and other impacts, and trails that are redundant need to be closed. Trailheads should feature kiosks providing information on the natural open space as well as maps

FIGURE 7-3: Open Space and Trail System



- Chollas Creek
- Trail - Existing
- - - Trail - Feasible with Minimal Adjustments
- - - Trail - Feasible with Private Land Aquisition / Easements
- Trail - Feasible with Right-of-Way Reconfiguration
- Trail - Alternate Route for Chollas Creek
- Crossing - Existing or Feasible Across Roadway
- Crossing - Feasible with Minor R.O.W. Improvements
- Crossing - Feasible with Major R.O.W. Improvements
- Existing Open Space
- ▨ Proposed Open Space
- Existing Park Adjacent to Chollas Creek
- ▨ Proposed Park Site Adjacent to Chollas Creek
- Major Road or Freeway
- - - - - Trolley Line
- ★ Existing Trailhead / Kiosk
- ★ Proposed Trailhead
- ◇◇◇◇◇ Outline of Enlarged Plan, Refer to Appendix
- - - - - Encanto Neighborhoods Community Plan Boundary



emerald Hills Open Space (top). Trail or streetscape improvements could connect neighborhoods with nature "in the backyard" (bottom).

of the trail system. Figure 7- 3: Open Space and Trail System provides recommendations for a future open space trail system for Encanto Neighborhoods.

Existing trails along Chollas Radio Canyon and the Emerald Hills branch of Chollas Creek are recommended to become the basis for an interconnected system with links to trails along Chollas Creek and routes with enhanced streetscapes. Improved wayfinding signage and amenities such as benches, shade structures, overlooks, and interpretive panels would enhance the community's use and enjoyment of nature, and could provide for a park equivalency. A second trail system within Valencia Canyon Open Space can provide a connection from the community to Valencia Park Elementary School.

Cemeteries

Like other open space, cemeteries provide valuable visual relief in the urban environment. The approximately 45-acre Holy Cross Cemetery is not publicly owned and operated and is not identified as park land, but nevertheless provides visual relief and other open space values in the community's northwestern corner.

Open Space Lands and Resource-based Park Recommendations

- P-RE-19:** Protect and enhance the natural resources of open space lands by re-vegetating with native plants and using open wood fences adjacent to very sensitive areas for additional protection while still allowing viewing opportunities.
- P-RE-20:** Require all stormwater and urban run-off drainage be filtered or treated before entering into open space lands.

- P-RE-21:** Provide recognizable trail heads (entrances) to the trail system as shown on Figure 7-3: Open Space and Trail System. Place a kiosk at trailheads that has a map of how the canyon interfaces with Encanto Neighborhoods, and interpretive signs on the biological and scenic value of the open space system.
- P-RE-22:** Construct new trails within Encanto Neighborhoods' as shown on Figure 7-3 Open Space and Trail System.
- P-RE-23:** Provide trails with benches and overlook(s), where appropriate, to ensure that all residents of the community can enjoy open space in Encanto Neighborhoods.
- P-RE-24:** Prepare a comprehensive management plan for the management and preservation of Chollas Creek open space system and area canyons.
- P-RE-25:** Prepare a comprehensive study analyzing Chollas Creek's outstanding, distinctive natural, cultural or historic resources of a regional nature for consideration of designation as a Regional Park.
- P-RE-26:** Implement recommendations contained in the Chollas Creek Enhancement Plan and the Euclid+Market Land Use and Mobility Plan.



Restoring access and environmental quality along Chollas Creek will require action both by the City and future private development adjacent to the creek. The top row of photos shows private development with public space along waterways. The bottom row shows segments of Guadalupe River Park in San Jose.

FIGURE 7-4: Chollas Creek Detail 1

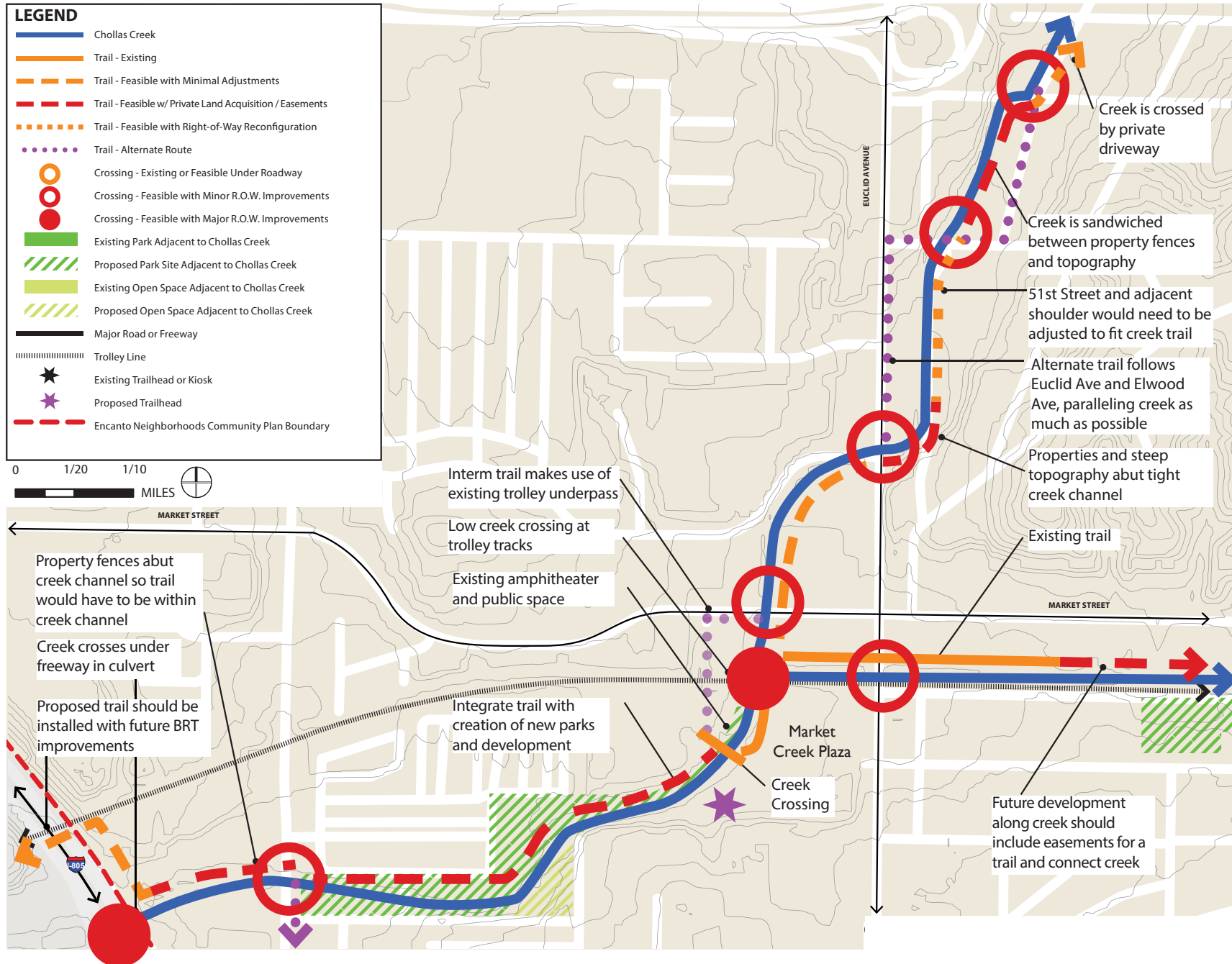


FIGURE 7-5: Chollas Creek Detail 2

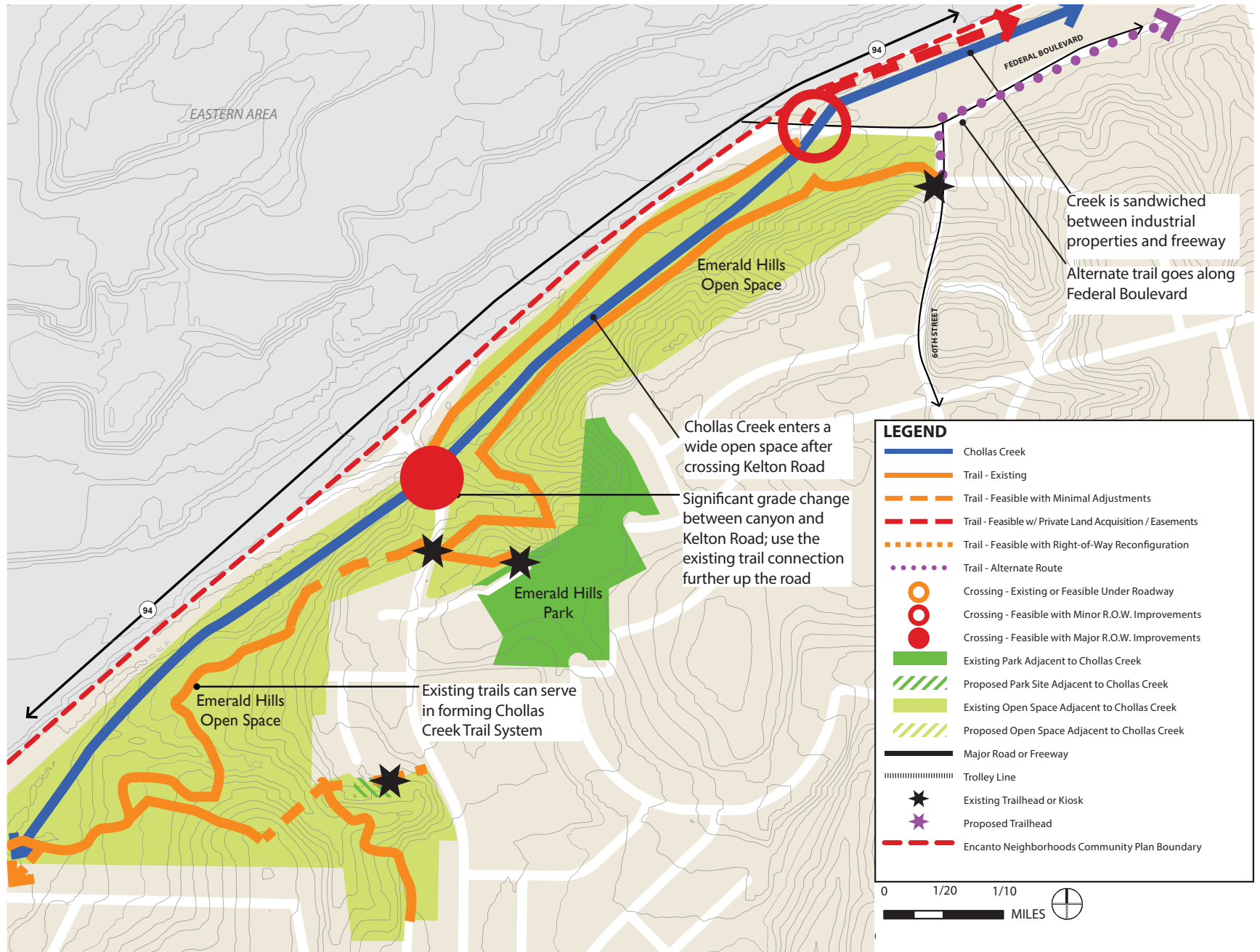


FIGURE 7-6: Chollas Creek Detail 3

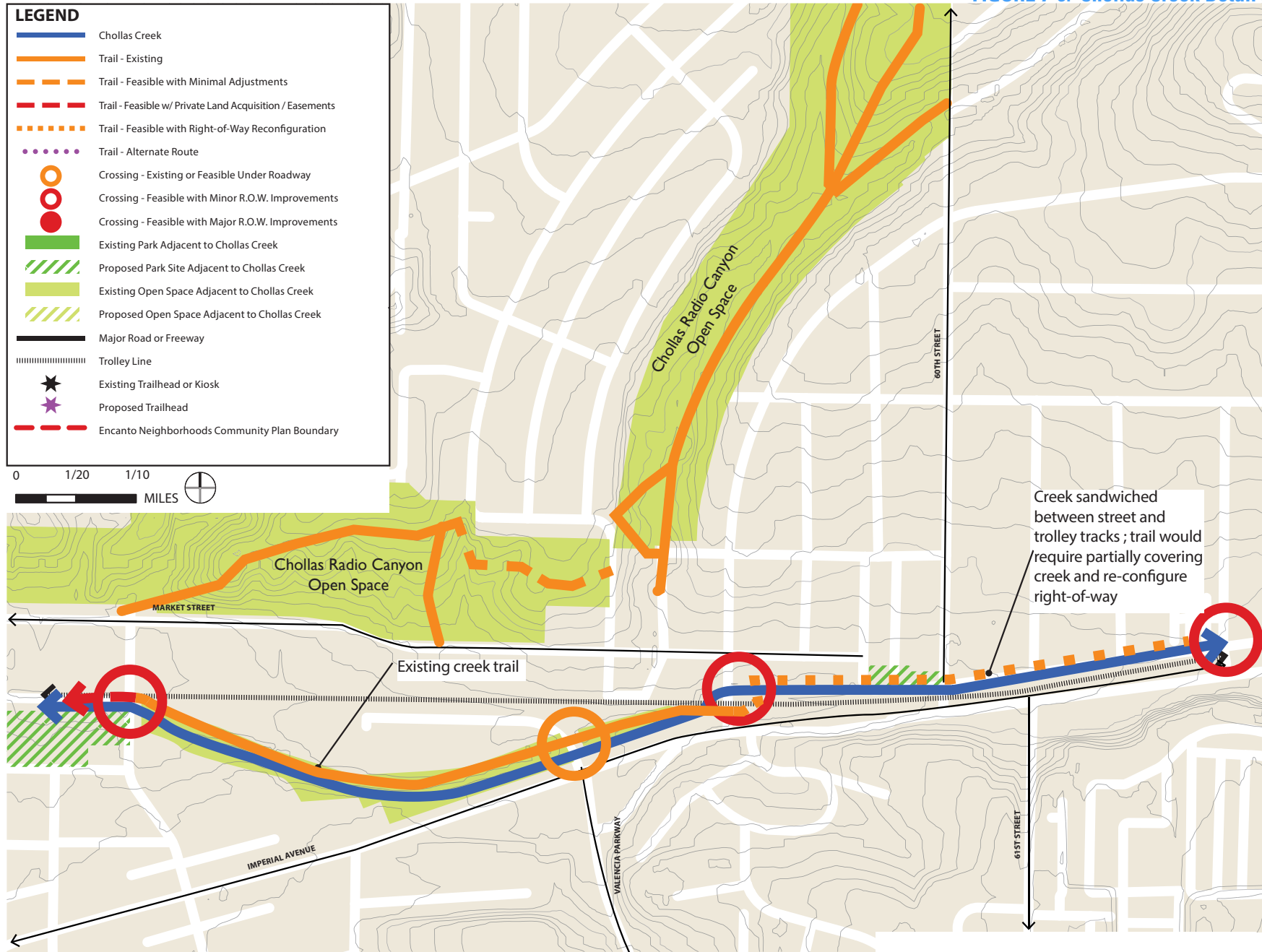
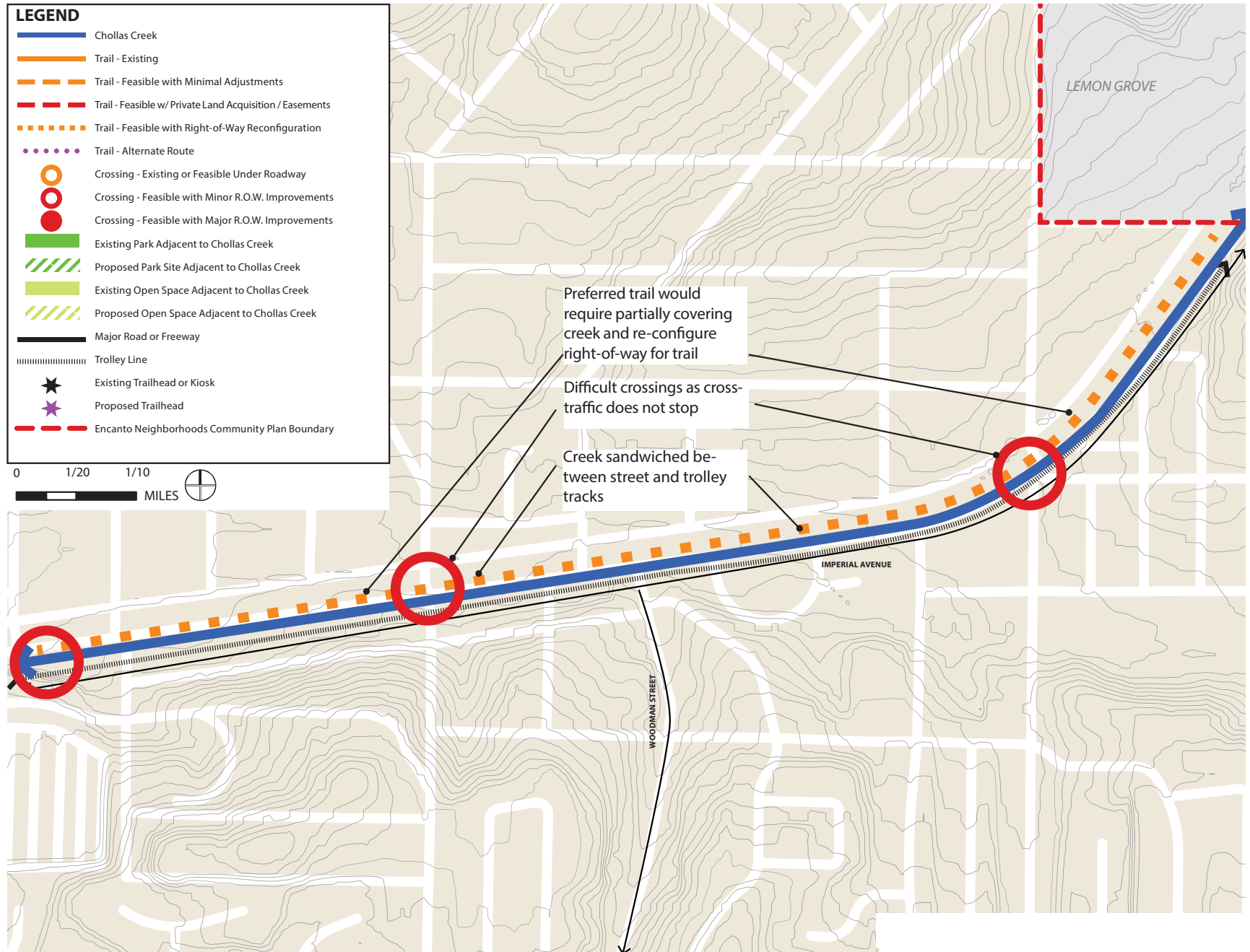


FIGURE 7-7: Chollas Creek Detail 4



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8 CONSERVATION AND SUSTAINABILITY

One of the aims of both the San Diego General Plan and the Community Plan is how to ensure that future generations will be able to use and enjoy resources to achieve and maintain a healthy and diverse environment and economy. The Community Plan supports sustainability through policies and land use guidance that give rise to economic resiliency, resource conservation, renewable energy, and enhancement of habitat and the urban forest. This element of the Encanto Neighborhoods Community Plan provides the conservation and sustainability goals and policies to effectively manage, preserve, and use the natural resources in the community.

GOALS

1. Preservation and expansion of the urban forest, including mature trees and vegetation, and creation of a comprehensive planting program that significantly increases the tree canopy in order to save energy, sequester carbon, reduce the urban heat island effect, and reduce storm water runoff.
2. Reduced pollution and greenhouse gas emissions that contribute to global warming, resulting in improved air quality.
3. Energy efficiency and alternative energy strategies, such as on-site production of renewable energy and alternative fuel vehicle charging and filling stations throughout the community.
4. A land use framework that preserves creek corridors as open space and limits potential flooding hazards.
5. An ecologically sound Chollas Creek watershed, prioritizing restoration and dechannelization opportunities, reducing invasive species and improving water quality.
6. Prevention of urban runoff pollutants entering waterways through the use of best management practices such as rainwater collection, bioretention basins, rain gardens and infiltration planting, pervious pavements, and green roofs.
7. Water conservation, including water-efficient infrastructure, drought tolerant plantings, greywater usage and the extension of the municipal reclaimed water to support public parks and landscaped areas.
8. Urban agriculture opportunities such as backyard gardening, community gardens, and urban farms that foster increased food security and the availability of sustainable local food choices.
9. Identification of potential urban agriculture sites such as under-utilized lots, public property and vacant land.

TABLE 8-1: CONSERVATION AND SUSTAINABILITY TOPICS ALSO COVERED IN OTHER PLAN ELEMENTS

CONSERVATION AND SUSTAINABILITY TOPIC AREAS	LAND USE	URBAN DESIGN	ECONOMIC PROSPERITY	PUBLIC FACILITIES, SERVICES, AND SAFETY	RECREATION
Open Space	X				X
Design guidelines for canyon rim development		X			
Protection of visual resources		X			
Las Chollas Creek watershed					X
Water resource management				X	
Urban forestry		X			
Community gardens and urban agriculture	X		X		

The Conservation and Sustainability Element is closely linked with other Plan elements. Protection of open space for habitat and visual enjoyment overlaps with open space values in the Urban Design Element; the Public Facilities, Services, and Safety Element; and the Recreation Element. Protection of Chollas Creek also has important recreational benefits as a trail system. Low-impact stormwater management both helps to protect water resources, and is a storm drainage strategy described in the Public Facilities, Services, and Safety Element. Developing a greater urban tree canopy has benefits for wildlife and reduces the heat island effect, while also contributing to the community’s identity, as discussed in the Urban Design Element.

8.1 Sustainability

Climate Change and Sustainable Development

The Conservation Element of the San Diego General Plan discusses climate change and provides a broad range of policies designed to promote sustainability and reduce greenhouse gas (GHG) emissions (see policies CE-A-1 through CE-A-13). Although climate change is a global issue, individual communities can help reduce the emissions that contribute to climate change and devise local plans to adapt to anticipated changes. The General Plan bases its goals and policies regarding climate change and natural resources on a number of basic principles that are intended to guide future development in ways that conserve natural non-renewable resources through sustainable development practices. This model of development considers a balance between natural resources and economic prosperity while protecting the public health, safety and welfare and reducing our environmental footprint.

The City's main responsibility when implementing State climate change laws and guidelines comes from its authority to regulate land use. Through sensible land use regulation that reduces the number of vehicle miles travelled and promotes sustainable building and development practices, the City can achieve a meaningful reduction in carbon emissions. Actions that reduce dependence on the automobile by promoting walking, bicycling and transit use are key aspects of any strategy to reduce carbon emissions. In addition, the creation of clean, renewable, and sustainable local energy resources provides environmental benefits and increases economic certainty and stability for residents and business alike. The General Plan addresses sustainable energy in policies CE-I.1 through CE-I.13.

Strategies included in the Conservation Element address development and use of sustainable energy types, including solar; reuse or recycling of building material; adaptively retrofitting and reusing existing buildings; constructing energy efficient buildings with healthy and energy-efficient interior environments; creating quality outdoor living spaces; improving materials recycling programs; and, sustainable local food practices. The Encanto Neighborhoods community has the opportunity to utilize the General Plan policies as future development within the community will generally occur on previously-utilized lots where the surrounding built environment influences the pattern and form of new development. New structures sited adjacent to natural slopes or canyons would be able to utilize natural breezes for cooling.

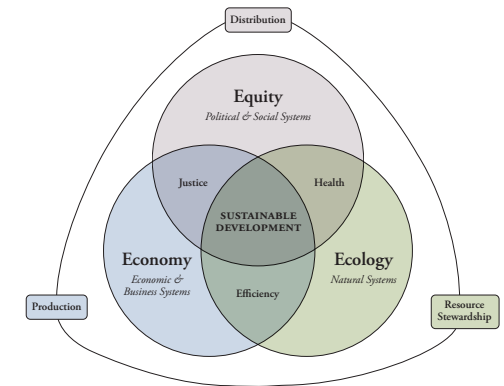
Land Use and Transportation

Transit-Oriented Infill

The City of Villages strategy in the City's General Plan focuses growth into compact, mixed-use centers linked to the regional transit system, and preserves open space lands. Nearly all of the Encanto Neighborhoods community is located within a quarter-mile of transit service, with the exception of the single-family residential area in the northeast corner of the community, indicating that a majority of residents have reasonable access to transit. The community has three intermodal transit centers that are designated for higher density development by the City General Plan and SANDAG's 2050 Regional Transportation Plan.

While multi-modal transportation has been in place since the 1980s, the environment around these three locations remains auto-dominated, without a coherent pattern of mixed uses and without proper infrastruc-

FIGURE 8-1:
Sustainable Development Diagram



Like a stool that needs three legs to stand up, sustainability can only be achieved if the three 'legs' that support it are all strong. These 'legs' are sometimes called the "three Es of sustainability": ecology, economy, and equity.

ture. Many acres of vacant properties, under-utilized lots, parking lots, and gaps in development provide the opportunities for transit-oriented development (TOD) and improved public amenities.

The Community Plan guides development of a stronger urban form in these areas to transform them into walkable mixed-use districts, including retail, restaurants, cafés, and places for gathering. Improvements to the streetscape can help to strengthen the identities of the corridors through consistent and properly located street trees, improved lighting, and public art.

Priority to Enhance Existing Infrastructure

The Community Plan prioritizes the repair and maintenance of existing roads, bridges, buildings, and water and wastewater facilities. Channeling investment to the community's existing infrastructure can improve quality of life by bringing the new jobs, services, and amenities needed for Encanto Neighborhoods residents.

Sustainable Energy

Use of fossil fuels for energy is the primary contributor to GHG emissions. The United States, with less than 5 percent of the world population, consumes about 20 percent of global energy. Among states, California is the second largest consumer of energy, though the state's per capita energy consumption is relatively low, in part due to mild weather that reduces energy demand for heating and cooling, and in part due to the government's energy-efficiency programs and standards. An important part of sustainable energy is energy conservation, which refers to efforts made to reduce energy consumption in order to preserve resources for the future and reduce pollution.

Energy Efficiency

Energy conservation can be achieved through increases in energy efficiency in conjunction with decreased energy consumption and/or reduced consumption from conventional energy sources. Sustainable energy usually includes technologies that improve energy efficiency. Employing sustainable or "green" building techniques



The Community Plan lays the groundwork for mixed-use infill development around the community's Trolley stations.

can help the City of San Diego achieve overall net-zero energy consumption by 2020 for new residential buildings and by 2030 for new commercial buildings, a goal established by the California Energy Efficiency Strategic Plan of 2008 (updated in 2011). Green building techniques include orienting buildings to minimize the need for heating and cooling; improving the efficiency of mechanical and electrical systems using current technology; using energy-efficient appliances and lighting; using cool roofing materials such as reflective tiles, membranes and coatings; and generating energy using renewable technologies such as rooftop solar.

Renewable Energy

Sustainable energy sources usually also include all renewable sources, such as plant matter, solar power, wind power, wave power, geothermal power, and tidal power. The Community Plan supports the City's pursuit of sustainable energy sources, such as hydroelectricity, geothermal, solar, and wind power, to meet the community's energy needs. Creation of clean, renewable, and sustainable local energy resources provides environmental benefits and increases economic certainty and stability for residents and business alike. The expansion of solar energy production and other renewable technologies can aid in the production of local, renewable energy in the Encanto Neighborhoods community.

Policies

- P-CS-1:** Implement applicable General Plan sustainable development and resource management goals and policies as discussed in its Conservation Element Sections CE-A, I, and CE.L.3. (See also Urban Design Element.)
- P-CS-2:** Design new development and roadways to create a walkable community to provide residents with attractive alternatives to driving, thus reducing vehicle miles travelled and fostering a healthy community (see Mobility Element).
- P-CS-3:** Reduce project level greenhouse gas emissions to acceptable levels through project design, application of site-specific mitigation measures, or adherence to standardized measures outlined in the City's adopted citywide climate action plan.
- P-CS-4:** Create a meaningful visually and functionally cohesive outdoor gathering space for multi-family development projects that considers protection from excess noise, shadow impacts, and maximizes the positive effects of prevailing breezes to reduce heat and provide natural ventilation to individual residences.
- P-CS-5:** Encourage the use of solar energy systems to supplement or replace traditional building energy systems.
- P-CS-6:** Promote development that qualifies for the City's Sustainable Buildings Expedite Program.
- P-CS-7:** Educate residents and businesses on efficient appliances and techniques for reducing energy consumption.
- P-CS-8:** Provide and/or retrofit lighting in the public right-of-way that is energy efficient.
- P-CS-9:** Provide information on programs and incentives for achieving more energy efficient buildings and renewable energy production.
- P-CS-10:** Include electric vehicle charging stations in new mixed-use, commercial, industrial and multi-family development.



Open space hillside areas exist throughout the community, lending topographic relief to developed areas. Steep slopes are protected as Environmentally Sensitive Lands.

8.2 Resource Management and Preservation

Environmentally Sensitive Lands Regulations

The Environmentally Sensitive Lands (ESL) regulations are intended to protect, preserve, and, where damaged, restore the environmentally sensitive lands of San Diego. These regulations are intended to assure that development occurs in a manner that protects the overall quality of the resources and the natural and topographic character of the area, encourages a sensitive form of development, 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.

In Encanto Neighborhoods, the ESL regulations apply to the steep hillsides with a slope of at least 25 percent, sensitive biological resources, lands within the City’s Multi-Habitat Planning Area (MHPA), and flood hazard areas found in Encanto Neighborhoods. The ESL regulations prohibit disturbance of natural resources wherever they are located within private as well as public property, and contains development regulations that allow development within sites containing environmentally sensitive lands. The City’s MHPA regulations are discussed later in this element.

Open Space, Landforms, and Steep Hillsides

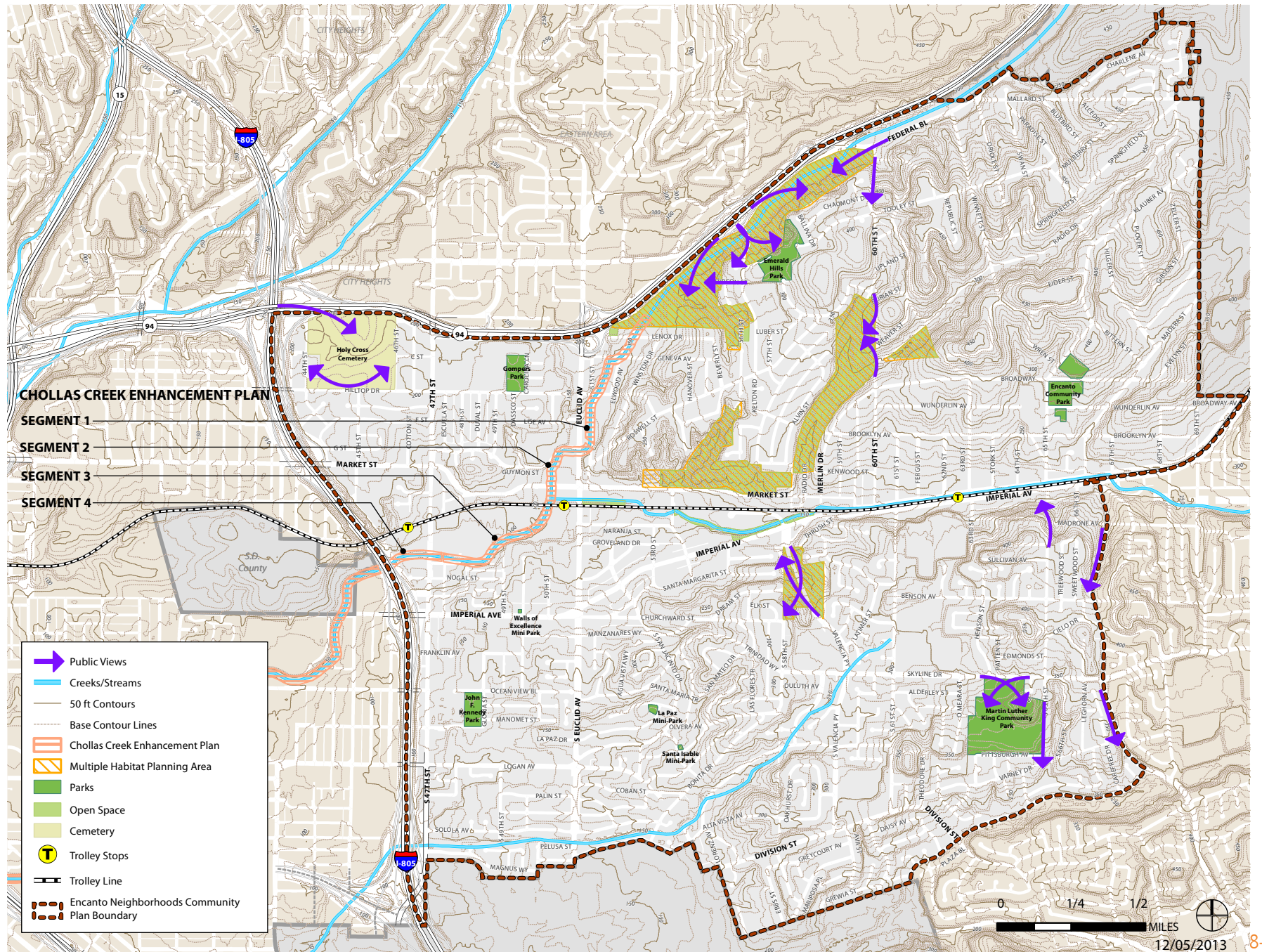
Open space serves as visual relief to urban development, adding character and identity to a community and its individual neighborhoods. The Community Plan seeks to provide and enhance a community-wide system of open space and recreational areas which link public, private,

passive and active uses. State law recognizes that open space land is a limited and valuable resource that should be conserved wherever possible. The Conservation Element of the City’s General Plan discusses open space in terms of the preservation of natural resources, managing urban runoff, enhancing urban forestry, sustaining water resources, understanding geology, and as a component of sustainable development and a buffer from climate change (CE-B.1, CE-B.5). Open Space is also discussed in the Recreation Element as resources with park and recreation purposes offer visual relief from urban development and nature awareness and contemplation.

Figure 8-2 shows the open space, hillsides, and views in Encanto Neighborhoods. Open space hillside areas exist throughout the community, lending topographic relief to developed areas. Areas throughout the community contain slopes in excess of 25 percent. A number of prominent canyons and hillsides in the community serve a passive open space function; these canyons are a major defining characteristic of the Encanto Neighborhoods. Through long-standing policies in the City’s past and current general plans and community plans, private development has been limited in these areas.

While the Plan, zoning, MSCP, and other regulations provide the legal framework for open space protection, the residents of Encanto Neighborhoods also play an important role in determining the ultimate success of the preservation and restoration programs. The boundaries of many residential neighborhoods surround the canyon areas, providing an opportunity not only for visual enjoyment of these unique areas but also involvement in protection (i.e., reporting vandalism to the appropriate authorities), education, and restoration efforts.

FIGURE 8-2: Open Space, Hillside, and Views in Encanto



Scenic Resources & Public Views

Encanto Neighborhoods are defined by hilly topography and many canyons and creeks. Land form and natural features also help define the edges of the community. Large and mature trees accentuate hillsides. Several hills in the Planning Area provide vantage points from which one can gain panoramic views of the community. Figure 8-2 shows the public views that have been identified within the community, including:

- Viewshed: generally unobstructed panoramic view from a public vantage point
- Scenic Overlook: view over private property from a public right-of-way
- View Corridor: view along public rights-of-way framed by permitted development

Paper streets, which are roads or streets that appear on maps but do not exist in reality, are found at the access points to canyons and open space slopes where the pavement ends. Some of the viewsheds identified are located at open space entries and canyon trailheads providing views into, or from, canyons or open space. These factors contribute to providing opportunities for

public views & vistas from public right-of-ways, open space entries, and canyon trailheads throughout the community.

Water Resources Management

The General Plan's Conservation Element discusses water resources management in policies CE-D.1 – D.5, and addresses a balanced water conservation strategy that includes measures such as implementation of landscape regulations for efficient use of water, development of watershed management plans, and participation in regional efforts to maintain and increase reliable water supplies with minimal environmental effects. Water conservation is an important aspect of environmental sustainability. The sections below discuss the water resources present in the Encanto Neighborhoods community, while the provision of water is discussed in the Public Facilities, Services, and Safety Element.

Chollas Creek Open Space, Wetlands and Landform Preservation

Chollas Creek weaves through the community, providing a natural link that has not been fully appreciated



Chollas Creek provides a natural link with potential as a habitat and recreational open space corridor.

and used, but has tremendous potential as a habitat and recreational open space corridor, and as a major pedestrian and bicycle connection. In 2002, the City initiated a more detailed program for the South Branch portion of the creek and has proceeded to carry out improvements. The Chollas Creek Enhancement Program calls for restoring disturbed areas; avoiding future channelization; developing a system of linear trails, access points, and enhanced sidewalks where routes must follow streets; and ensuring that development preserves connections and addresses the corridor. The Program includes a phasing schedule, which identifies the South Branch as the first phase, due to its potential for restoration and its exposure to a wide swath of neighborhoods and commercial areas.

In Encanto Neighborhoods, the Emerald Hills and Encanto branches of Chollas Creek generally follow Highway 94 and Imperial Avenue corridors, respectively, and join in the vicinity of Euclid and Market, continuing to the southwest as the South Branch of Chollas Creek and crossing I-805 into the Southeastern community. Creek conditions vary from concrete-lined channel, concrete on one bank only, and earthen channel. Certain reaches have intermittent flow, while other sections have water throughout the year. The creek corridor has been well-integrated with Market Creek Plaza and Jacobs Center. The area's topography slopes down to the creek, contributing to a sense of place and arrival to the "heart" of the community. The amphitheater adjacent to the Jacobs Center and Market Creek Plaza takes advantage of these natural features and is a central gathering space in the community.

The actions proposed for segments of the South Branch of Chollas Creek in Encanto Neighborhoods include:

- Segment 1 - Trail and public art along the channelized creek segment along 51st Street, and pedestrian linkages to Gompers Learning Laboratory (an outdoor educational project adjacent to Gompers Junior High School); the Multiple Species Conservation Program preserve; and Malcolm X Library;
- Segment 2 – Habitat enhancement and restoration along the channelized but not concrete-lined segment of the creek west of Euclid Avenue and north of Market Street, and creation of a science education center;
- Segment 3 – Trail connection along the creek between Market Creek Plaza and 47th Street, across Water Department land; and
- Segment 4 – Creek restoration, and public trail development and interpretive and arts projects along Imperial Avenue between 47th Street and I-805.

Planned enhancements to open space along Chollas Creek are also discussed in the Recreation Element.

Urban Runoff Management

Chollas Creek is an impaired water body on the Clean Water Act Section 303(d) List of Water Quality Limited Segments. It is subject to three Total Maximum Daily Loads (TMDLs) thresholds, which represent the maximum amount of a pollutant that a water body can receive and still safely meet water quality standards. Therefore, managing urban runoff is important in the Encanto community for the health of both the creek ecosystem and the residents.



Hills and canyons create scenic view corridors in the Encanto Neighborhoods, including along 60th Street (top) and Valencia Parkway (bottom).

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As it runs over impervious surfaces, urban runoff can collect harmful pollutants, such as oils and grease from gas stations and roads.

Urban runoff occurs when water from rainfall or man-made operations flows over impervious surfaces and then makes its way into the storm conveyance system from where it can eventually reach the San Diego Bay or enter into waterways such as Chollas Creek. Urban runoff carries pollutants that are picked up by the water as it flows over urban surfaces. These pollutants include but are not limited to oils, grease, trash, pesticides, organic waste, and metals. The General Plan addresses urban runoff management in policies CE-E.1 through CE-E.7.

Increased pollution can be generated from the daily activities of new residents and businesses. The increased direct runoff and daily activities could result in further water quality degradation and flooding concerns. In addition, if not controlled, development activities have the potential to cause soil erosion and sedimentation, which may result in increased rates of surface runoff, decreased water quality, and related environmental damage.

In May 2013, the San Diego Regional Water Quality Control Board unanimously approved a new regional Municipal Separate Storm Sewer System (MS4) permit, which implements a watershed-based approach to stormwater management with an increased reliance on Low Impact Development (LID). This permit applies to new development in the San Diego region, including the Encanto Neighborhoods. The City of San Diego established the Storm Water Standards Manual to provide guidance on the required water quality improvements for new development and redevelopment projects, and the required construction Best Management Practices (BMPs). Techniques to reduce urban runoff include decreasing the amount of impervious surfaces, planting shade trees and drought-tolerant vegetation, and using high-efficiency irrigation.

Air Quality

Suitable air quality is important in fostering a healthy living environment. Poor air quality creates health problems for groups with sensitivities such as children, the elderly, and persons with respiratory problems. Local air quality is affected most significantly by motor vehicles and other fossil-fuel burning vehicles, accounting for approximately 80 percent of air pollution emissions in the San Diego region. In addition to mobile sources, stationary sources also contribute to air pollution in the San Diego Air Basin (SDAB). Stationary sources include gasoline stations, power plants, dry cleaners, and other commercial and industrial uses. The General Plan's Conservation Element addresses air quality in the San Diego Air Basin and includes policies designed to improve air quality on a citywide level.

In addition to the adopted regulations and programs to address air quality and protect public health, the California Air Resources Board and the San Diego County Air Pollution Control District provide guidance on siting land uses to avoid health risks and avoid nuisances. A common component of such guidance is the recommendation to site sensitive land uses outside specified buffers adjacent to or surrounding major emitters or facilities of concern, such as highways.

Encanto Neighborhoods consists of various air quality sensitive land uses located in close proximity with commercial and industrial land uses. There are numerous instances where potentially sensitive receptors may be located adjacent to commercial and industrial land uses (collocation). Toxic air contaminants are generated by a number of sources, including stationary sources such as dry cleaners, gas stations, combustion sources, and laboratories; mobile sources such as automobiles; and area

sources such as landfills. The community's existing mix of land uses and small amount of undeveloped land limit opportunities for reducing impacts due to collocation.

Biological Diversity and the Multi-Habitat Planning Area

By maintaining functional wildlife corridors and habitat linkages, the community of Encanto Neighborhoods can contribute to regional biodiversity and the viability of rare, unique or sensitive biological resources throughout the area. In addition, limiting access and use to appropriate areas and promoting aquatic biodiversity and habitat recovery by re-naturalizing stream channels can also contribute to the area's biological diversity.

These efforts could be assisted through the implementation of the City's Multiple Species Conservation Plan (MSCP) Subarea Plan, which includes most of the open space in Encanto Neighborhoods. The MSCP Subarea Plan establishes priorities for managing Multi-Habitat Planning Area (MHPA) lands, with regard to public access, trails and recreation, and natural resource management. The Plan calls for signage to clearly identify public access points. Trails, view overlooks, and staging areas are to be located in the least sensitive areas, such as along the edges of urban land uses or the seam between land uses, using existing roads and trails as much as possible. Trail widths are minimized, and in general, trails should not be paved. Recreational uses are limited to passive uses such as birdwatching, photography and trail use.

The MHPA includes about 73 acres in the Chollas Radio Open Space and 36 acres in Chollas Radio Canyon, both defining features of the Emerald Hills neighborhood, as shown in Figure 8-2. These lands are characterized by coastal sage scrub vegetation, and feature well-used trails.

Vernal pools are also present here. The MHPA also includes Encanto Canyon and unnamed open spaces on the hillside north of Market Street and on both sides of Valencia Parkway. These areas are characterized as disturbed habitat, but nevertheless provide potential benefits to wildlife, as well as to community residents.

Urban Forestry

Street trees and private tree planting and maintenance programs are relatively low cost, low-technology methods for improving the visual landscape, improving air quality, reducing energy consumption, managing urban runoff, increasing groundwater recharge, and improving water quality. Trees can provide shading and cooling for adjacent buildings as well as for pedestrians. Trees can reduce energy consumption by naturally cooling the urban environment, reduce storm water runoff through absorption of water by the trees, enhance or create visual corridors, and improve air quality by converting CO₂ into oxygen. The General Plan's Conservation Element contains the goal of protecting and expanding a sustainable urban forest in policies CE-J.1 through CE-J.5.

An Urban Ecosystem Analysis prepared for San Diego in 2003 by the American Forests Organization concluded that San Diego has lost "green infrastructure" as development occurred in previous decades. This has created more heat islands while natural areas have been reduced including the removal of trees with large canopies that provide shade. At the time of the study, Encanto Neighborhoods had about 15 percent tree canopy, which is shown in Figure 8-3: Tree Canopy and Habitat, with existing trees, open and park space, and habitat restoration areas.



The Multi-Habitat Planning Area includes about 73 acres in the Chollas Radio Open Space and 36 acres in Chollas Radio Canyon, defining features of the Emerald Hills neighborhood.



Trees can provide shading and cooling for buildings and pedestrians and contribute to habitat.

The Urban Ecosystem Analysis recommended a target of 25 percent tree canopy overall, 30 percent tree canopy in suburban residential, 20 percent tree canopy in urban residential, and 10 percent in central business districts. A target of 25 percent tree canopy overall in the Encanto Neighborhoods could greatly increase the benefits provided by trees in the community. Street trees also have the opportunity to be a defining characteristic of streets and neighborhoods, and help enhance the community’s identity. The Urban Design Element of this plan discusses the development of a Street Tree Master Plan and implementing the Plan through the development process to meet this target and increase the community’s tree canopy.

Waste Diversion

An effective integrated waste management strategy conserves raw materials and energy, ensures that waste materials do not become a health threat, and reduces the need for new disposal facilities. The General Plan addresses waste management in policies PF-I.1 through PF-I.5.

Reuse of building materials, use of materials that have recycled content, or use of materials that are derived from sustainable or rapidly renewable sources can reduce the amount of waste generated in the Encanto Neighborhoods. In addition, including features in buildings to facilitate recycling of waste generated by building occupants and associated refuse storage areas can also assist in reducing the amount of waste generated in the community.

Policies

Environmentally Sensitive Lands Regulations and Multi-Habitat Planning Area

- P-CS-11:** Implement applicable General Plan Biological and Multiple Species Conservation Plan (MSCP) goals and policies as discussed in the Conservation Element Sections CE-G.1-G.5 and CE-H.1-H.9 to reduce the impacts on biological resources, open space, land form, or other environmentally sensitive areas.
- P-CS-12:** Minimize or avoid impacts to canyons and other environmentally sensitive lands relocating sewer infrastructure out of these areas where possible, minimizing construction of new sewer access roads into these areas, and redirecting of sewage discharge away from canyons and other environmentally sensitive lands if feasible. (Also see the General Plan Conservation Element Policy CE-B.1.d.)
- P-CS-13:** Implement the requirements of the City of San Diego’s ESL regulations, MSCP Subarea Plan, and Biology Guidelines for preservation, mitigation, acquisition, restoration, and management and monitoring of biological resources.
- P-CS-14:** Require that hillside development complement the natural character including minimizing disturbance to topography and biological resources.
- P-CS-15:** Plan development to minimize grading related to the topography and natural features.
- P-CS-16:** Preserve open space areas through covenant of easements, open space designation, or dedication to the City of San Diego.

- P-CS-17:** Revegetate graded areas and areas of invasive vegetation with native vegetation to restore biological diversity and minimize erosion and soil instability.
- P-CS-18:** Implement the Environmentally Sensitive Lands regulations for biological resources and steep slopes and the MSCP policies and guidelines through the project review process.
- P-CS-19:** Foster local stewardship and develop positive neighborhood awareness of the open space preserve areas with environmental education programs through local schools, Homeowner's Associations (HOAs), community groups, and other public forums that address the local ecosystem and habitat preservation. Incorporate hands-on learning via neighborhood hikes, or other initiatives that present information in a manner that will increase interest in the natural environment.

Open Space, Wetlands and Landform Preservation Policies

- P-CS-20:** Maintain best management practices in all development to limit erosion and siltation.
- P-CS-21:** Implement the recommendations contained in the Chollas Creek Enhancement Program such as removing concrete channels in Chollas Creek to create a more natural function and appearance, where feasible, and establishing trails and other passive recreation amenities.
- P-CS-22:** Remove invasive species from Las Chollas Creek and restore habitat.
- P-CS-23:** Preserve and protect open space by preventing incompatible uses, such as off-road activities, frisbee golf, off leash dog areas, and equestrian use.

Scenic Resources & Public Views Policies

- P-CS-24:** Select new street trees for their ability to provide a canopy and framing of public views. (See Urban Design Element Street Tree discussion and recommendations.)
- P-CS-25:** Ensure unobstructed access to open space and canyon trailheads that provide public vantage points (i.e., views and vistas) and access.
- P-CS-26:** Evaluate the need for modified or increased setbacks when building adjacent to public view angles. Reject or object to reduced setbacks that obscure established public vantage points unless alternative or improved public views are proposed.

Water Resource Management Policies

- P-CS-27:** Implement applicable General Plan water resources management goals and policies as discussed in the Conservation Element Sections CE-D.1-D.5 and Urban Design Element.
- P-CS-28:** Encourage new development to incorporate as many water-wise practices as possible in their design and construction including: encourage recycled and/or gray water irrigation systems; retrofit public spaces and public rights-of-way with low-water use vegetation and/or alternative permeable surface materials that meet adopted landscape regulations; and ensure that any 'community greening' projects utilize water-efficient landscape.
- P-CS-29:** Conserve water through the provision of water-efficient infrastructure, drought tolerant plantings, greywater usage, and the extension of the municipal reclaimed water to support public parks and landscaped areas.



The Plan encourages development to use Low-Impact Development (LID) practices that slow runoff and absorb pollutants (top and middle). Bioswales will be incorporated along roadways where feasible (bottom).

P-CS-30: Conserve water through the planting and maintenance of trees, which will provide for the capture of precipitation and runoff to recharge groundwater, in addition to providing shading for other landscaping to reduce irrigation requirements.

Trees will help address a major concern in compliance with the Regional Water Quality Control Board permits. The Encanto Neighborhoods drain into Chollas Creek, and contribute to its impaired status. Tree planting and maintenance should provide incremental improvements to the creek's water quality. Through root systems and canopies, trees reduce the velocity of urban runoff, increase groundwater recharge, and reduce erosion and sedimentation.

Urban Runoff Management Policies

P-CS-31: Encourage development to use Low-Impact Development (LID) practices such as bio-retention, porous paving, and green roofs, that slow runoff and absorb pollutants from roofs, parking areas and other urban surfaces.

P-CS-32: Incorporate bioswales or other LID design practices where there is sufficient public rights-of-way throughout the community, and focus specific efforts to capture storm water along roadways in close proximity to Chollas Creek, such as Market Street, 47th Street and Euclid Avenue. Implement these features where appropriate, as they may be infeasible due to soil conditions and impacts to utilities.

P-CS-33: Encourage private property owners to design or retrofit landscaped or impervious areas to better capture storm water runoff.

P-CS-34: Repair and maintain drainage outfalls and brow ditches that discharge directly to or are within open space lands.

P-CS-35: Encourage, through redevelopment and retrofitting, phasing out of commercial and industrial building materials such as galvanized roofs that leach metals into storm water runoff.

P-CS-36: Reduce, through redevelopment and retrofitting, the amount of uncovered industrial and commercial areas where the work activity may contribute pollutants.

P-CS-37: Encourage neighborhood practices for preventing and removing buildup of trash and pet waste on land surfaces.

Air Quality Policies

P-CS-38: Implement the General Plan air quality policies found in the Conservation Element Section F through land use organization, economic development policies, and landscape policies.

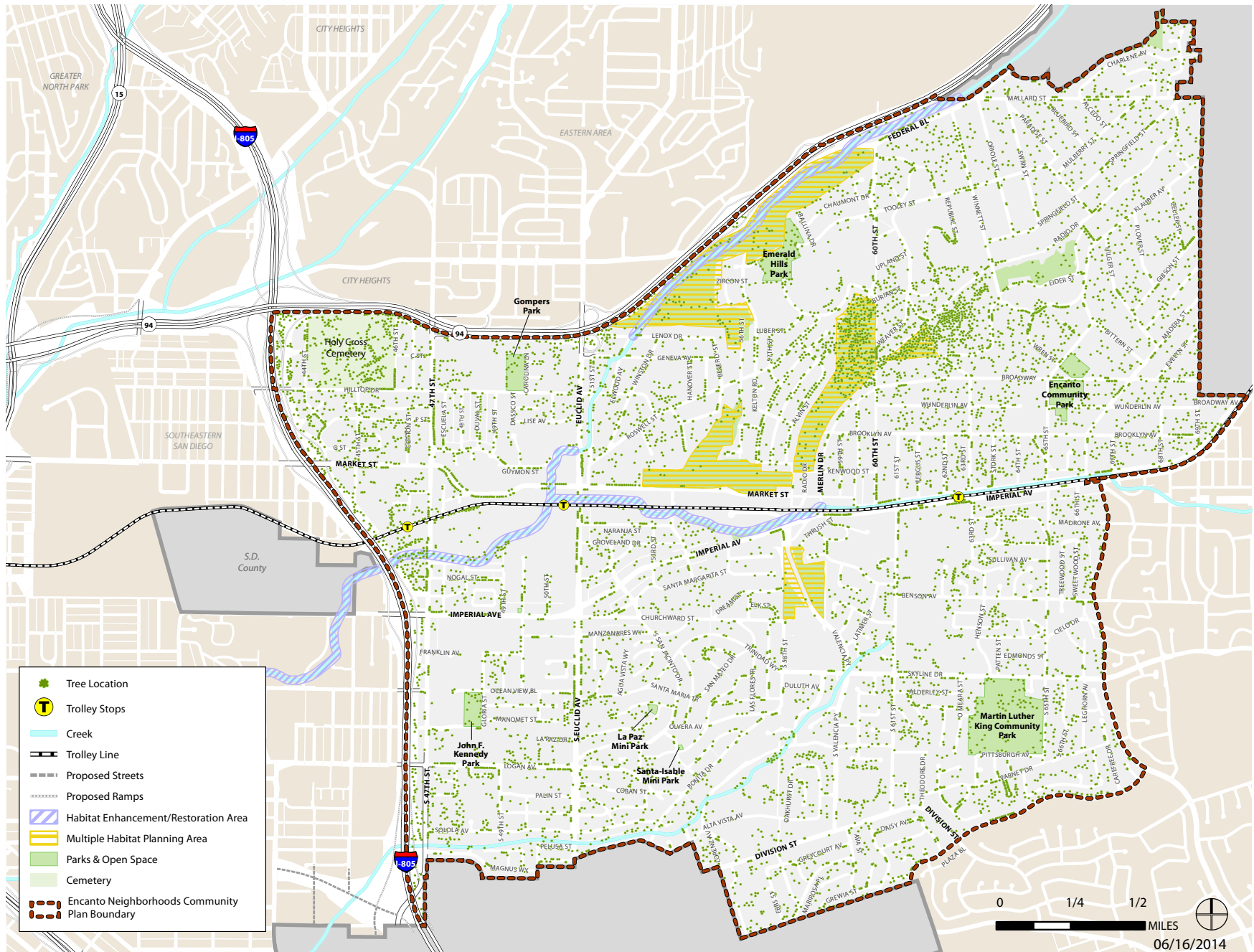
P-CS-39: Promote retention of existing, or addition of new drought resistant trees to absorb pollutants.

P-CS-40: Educate businesses and residents on the benefits of alternative modes of transportation including public transit, walking, bicycling, car and van pooling, and telecommuting.

P-CS-41: Create incentives to encourage relocation of incompatible uses that contribute to poor air quality.

P-CS-42: Encourage street tree and private tree planting programs throughout the community to increase absorption of carbon dioxide and pollutants.

FIGURE 8-3: Tree Canopy and Habitat



Urban Forestry Policies

- P-CS-43:** Utilize the StreetTree Master Plan in the Urban Design Element of this plan to apply to private development and to utilize when pursuing greening grants or implementing community planting projects.
- P-CS-44:** Increase the overall tree canopy cover throughout the Encanto Neighborhoods to the citywide generalized target goal of 20 percent in the urban residential areas and 10 percent in the business areas so that the natural landscape is sufficient in mass to provide significant benefits to the city in terms of air and water management.
- P-CS-45:** Require new development retain significant and mature trees unless they are diseased and pose a threat to safety and welfare.
- P-CS-46:** Work with the City's Community Forest Advisory Board and the Urban Forester (should the position be reinstated) to resolve issues that may arise in individual development projects.
- P-CS-47:** Replace street trees that are 'missing' or have been removed to restore a 'visual resource' or 'continuous canopy.'
- P-CS-48:** Support public outreach efforts to educate business owners, residents, and school children on the care of and environmental benefits of shade-producing street trees.

Waste Diversion

- P-CS-49:** Become a zero-waste community that promotes the recycling of both solid and green waste, as well as food scrap composting through education, incentives, and other activities.

P-CS-50: Encourage multi-story developments to include solid waste and recycling management measures, such as dual trash/recycling chutes, in development plans to facilitate compliance with recycling regulations.

P-CS-51: Promote recycling facilities that are well maintained, attractive in appearance, and help promote waste reduction in the community.

8.3 Community Gardens and Urban Agriculture

Urban Agriculture And Community Food Security

The Encanto Neighborhoods Community Plan supports local agriculture, farmers' markets, and eating locally-grown food. These objectives touch on community concerns about other issues such as environmental quality, local economic development, neighborhood revitalization, and community connectedness. A sustainable food system perspective is particularly suited to approach food from all these perspectives, by looking at the broader picture and targeting several areas of influence: food access and quality, production (farms and gardens), procurement (markets, stores, and city policies), transport (shipping methods and fuels, packaging, and other factors), and consumer and business decision-making.

Urban gardening can have a multitude of benefits. It is a strategy for creating local healthy food systems and fighting chronic obesity related illness. It is also a carbon reduction and stormwater runoff strategy. Third, it is a way to productively use underutilized sites and promote interactions between neighbors. All future

community gardens in Encanto Neighborhoods should become attractive focal points that bring the neighborhood together as a way to interact, recreate and create a sustainable food system within the community.

Encanto Neighborhoods have the potential to provide multiple sites for community gardens that contain individual and shared-plot spaces. For instance, land owned by San Diego Gas and Electric, the Metropolitan Transit System, Caltrans, the City of San Diego, and the San Diego Unified School District may have remnant parcels that could be used as community gardens. Sections of public parks, in particular areas not well suited to active recreational uses, may also be good locations for community gardens.

Community gardening may also be an appropriate temporary use on private parcels that may be developed in the future, in all zones where allowed, including residential and commercial zones. Gardens may also be created with private sponsors, for use in the long-term, and produce may be sold on site in the gardens.

Policies

- P-CS-52:** Encourage new developments to identify space for food production, including rooftop gardens. Consider development incentives for projects that provide public community gardens.
- P-CS-53:** Promote the inclusion and development of urban agriculture in the Encanto Neighborhoods.
- P-CS-54:** Locate community gardens in Encanto Neighborhoods where there is sufficient demand, appropriate land, and where they will not generate adverse impacts on adjacent uses.

P-CS-55: Develop and maintain partnerships with organizations that provide services, programs, and activities that would complement a community garden program in Encanto Neighborhoods.

P-CS-56: Locate community gardens on publicly-owned properties whenever possible

P-CS-57: Seek small publicly-owned sites not suitable for recreation use as opportunities for community gardens where individuals can supplement their food supply.

P-CS-58: Identify commercially-designated lots that may be appropriate for commercial farms where a business person may create income by selling locally-produced agricultural products.



Farmers' markets and community gardens can be focal points that bring the neighborhood together and create a sustainable food system.

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9 HISTORIC PRESERVATION

Historic preservation plays an important role in maintaining the community's character and identity, and enhancing the quality of the built environment to ensure the community is an attractive and desirable place for residents and visitors. The Historic Preservation Element focuses on the protection of the historical and cultural resources in the Encanto Neighborhoods, and it supports educational opportunities and incentives to highlight, maintain, and preserve historic resources.

GOALS

1. Preservation of significant historical resources.
2. Educational opportunities and incentives to highlight, maintain, and preserve historic resources.

TABLE 9-1: HISTORIC PRESERVATION TOPICS ALSO COVERED IN OTHER PLAN ELEMENTS

HISTORIC PRESERVATION TOPIC AREAS	LAND USE	URBAN DESIGN	ECONOMIC PROSPERITY	CONSERVATION AND SUSTAINABILITY	ARTS AND CULTURE
Identification of historical and cultural resources			X		X
Preservation of historical and cultural resources	X	X	X	X	X

Many aspects of the Plan overlap with the Historic Preservation Element. For example, Historic Preservation is closely correlated with the Land Use, Economic Prosperity, and Arts and Culture elements. Table 9-1 shows some of the issues that may be covered in more than one element in the Plan, including Conservation and Sustainability and Urban Design.

9.1 Identification and Preservation of Historical Resources

The Encanto Neighborhoods have rich historical resources representing human settlements that date hundreds of years into the past. The history of its people and its physical form are closely connected, as documented in the historical and cultural resource technical studies prepared for this Plan. The archaeological resources report completed in 2013 by AECOM and the Southeastern San Diego Historic Context Statement completed in 2013 by Page and Turnbull are provided in Appendix D.

Archaeology Study

In Southeastern San Diego and Encanto Neighborhoods, 32 cultural resources have been recorded. The 13 prehistoric resources include two temporary camps; two shell scatters; two shell and lithic scatters; one lithic scatter; one shell, lithic, and groundstone scatter; one shell and lithic scatter with associated midden; one habitation site; the ethnographic village of Las Choyas; and two isolated finds. The 18 historic resources include 13 historic debris deposits, two historic foundations with associated features, two historic debris deposits with associated features, and one historic residence. One multi-component site is also present, consisting of two historic loci and two prehistoric loci. Numerous previously recorded and newly identified sites and/or features have been observed in a buried context during ground-disturbing construction and infrastructure installation, or maintenance activities.

There are substantial pockets of land that remain undeveloped in Encanto Neighborhoods, located primarily

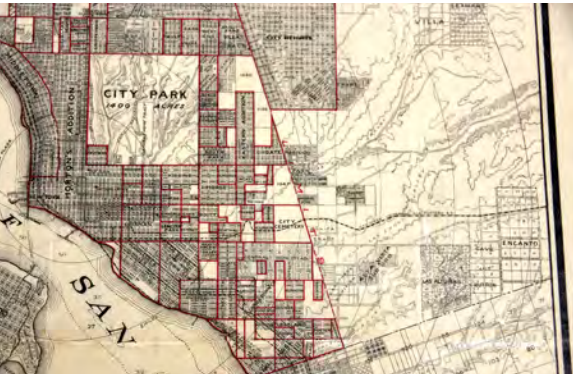
in canyon areas and designated parks. The ethnographic village of Las Choyas has been identified archaeologically and ethnographically within the community and has been previously identified as an area of concern to the local Native American community. Water courses such as Chollas Creek, Imperial Creek, and South Chollas Creek were major transportation corridors and ecological resources used during both prehistoric and historic periods. Given these factors, these areas have a high level of cultural sensitivity. Because cultural resources have also been observed during ground-disturbing activities throughout the community, and because the plan area is crossed by multiple high-potential water courses, the remainder of the community plan area is considered to have a moderate level of sensitivity for buried archaeological resources.

Participation of local Native American tribes is crucial to the protection of cultural resources. Native American participation would be required for all levels of future investigations in Encanto Neighborhoods. Areas that have not been developed should be surveyed prior to any ground-disturbing activities. In areas that have been developed, ground-disturbing activities should be monitored.

Historic Context

The Southeastern San Diego Historic Context Statement presents the history of the built environment in Southeastern San Diego and Encanto Neighborhoods from pre-history to 1967 in order to support and guide identification and evaluation of historic properties throughout the neighborhood, as well as to inform future planning decisions. The Historic Context Statement identifies periods and themes significant in the

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Map of San Diego from 1910, showing subdivisions and city limits prior to the annexation of Encanto, which is shown on the far right (top). (San Diego Public Library) Advertisement for Encanto Heights in 1910 (bottom). (San Diego History Center Photo Archive)

historical development of Southeastern San Diego and Encanto Neighborhoods which include:

- Pre-History and Early San Diego History (to 1867)
- Building Southeast San Diego (1868-1916)
 - Acquiring the Land: Early Subdivisions
 - Residential Development
 - Encanto: Suburban Farms
 - Commercial Corridors
 - Development of Social and Community Services
 - Annexation
- Southeastern San Diego Expands (1917-1939)
 - Panama-California Exposition and World War I
 - The Automobile Arrives
 - Ethnic Diversity and Migrations
 - New Municipal Improvements
- Freeway Era (1940-1967)
 - World War II
 - Suburbanization
 - Freeway Construction
 - Education and Social Services

Pre-history and Early San Diego History (to 1867)

The longest period of human settlement in the San Diego area includes Native American, Spanish, and Mexican habitation, and is the period with the least

physical evidence remaining today. As early as 12,000 years ago, Southeastern San Diego and Encanto Neighborhoods were primarily inhabited by the Kumeyaay people (called Diegueños by the Spanish missionaries). The development of San Diego had its start with the Mexican land grants in the area, namely Pueblo Lands and Ex-Mission Rancho de San Diego de Alcalá. These would serve as the base for all future development in the community. American settlement of San Diego began in 1850 with the subdivision of “New San Diego,” and was solidified in 1867 when Alonzo Horton purchased 800 acres in downtown San Diego and began selling the lots at his real estate office. San Diego city leaders also tried to attract a railroad to further spur development in the city.

No known built resources exist from San Diego’s earliest period within Encanto Neighborhoods. However, sub-surface archaeological artifacts discovered from this period are likely to yield information about the life and culture of the early Native American, Spanish, Mexican, and early American peoples. These remains are most likely to be found along Chollas Canyon and other waterways, and many archaeological sites in the community have been documented.

Building Encanto (1868-1916)

In contrast with the suburban development of the western portion of the Southeastern San Diego community, Encanto and the South Chollas Valley (formerly part of Ex-Mission Rancho de San Diego de Alcalá, and not part of the San Diego pueblo lands) were decidedly rural in the late nineteenth and early twentieth centuries. Encanto was a self-sufficient town, connected to the city by rail lines but isolated from the

land speculation that characterized Southeastern San Diego. Encanto was first platted in 1891, with ten-acre lots. In 1907, the Richland Realty Company purchased 1,100 acres in Encanto and re-platted it into one-half, five- and ten-acre lots, calling it Encanto Heights. The new subdivision was the first suburban stop outside of San Diego on the San Diego, Cuyamaca and Eastern Railway line. It was advertised for “suburban homes and small farms,” ideal for fruit trees, chicken ranches, and gardening. By 1910 there were five additions to Encanto Heights: Rosemont, Sunny Slope, Highdale, Del Norte, and Empire Additions. Prices for one-half-acre tracts ranged from \$50 to \$500, and the Company also had a building department in connection with Encanto Heights to build homes for new buyers.

By 1910, a commercial center had developed on Imperial Avenue between 63rd and 65th streets. The town’s first post office was constructed in 1910, and several feed stores, a general store, a bakery, a barber, and a pool hall were all listed in the 1911 City Directories. A portion of this historic business district remains today on Imperial Avenue, although all the existing buildings from this early period have been considerably altered.

The Pueblo Lands formed the boundary of the City of San Diego until the early twentieth century, when the city began annexing communities that had developed in the adjacent Ex-Mission San Diego lands. The Encanto area was incorporated into the city on April 1, 1916 because residents desired San Diego’s municipal water services.

Encanto Neighborhoods Expand (1917-1939)

Parts of the community had already been subdivided during the real estate booms of the 1880s and the early

1900s. During the interwar period, construction in existing subdivisions grew. A few new subdivisions were recorded during this time. The automobile granted more flexibility for developers and homeowners, allowing areas farther from the city center to thrive without relying on public transportation. New subdivisions in the 1920s included Las Alturas Extensions around 1925, which extended the original 1888 “Las Alturas Villas” subdivision south to Churchward Street. In addition, Valencia Park was built in 1926 as a large subdivision with curvilinear streets at Imperial and Euclid avenues. Valencia Park was better-advertised than some of the other areas and had a large sign with free-standing letters to encourage buyers.

The street grid expanded to keep pace with these new suburban tracts. Broadway was extended into Encanto Neighborhoods in 1927, Market Street was extended beyond Mt. Hope Cemetery and paved in 1928, and Imperial Avenue became a major thoroughfare.

The influence of the automobile resulted in new businesses that catered to car owners. Garages and service stations sprang up along the main commercial corridors. In Encanto Neighborhoods, roadhouses, service stations, and garages catered to automobile travelers on Imperial Avenue, one of the main highways out to the communities in eastern San Diego County. Personal automobile garages soon became a fixture of the new auto-focused lifestyle in the community.

Beginning in the 1920s, ethnic enclaves began to form in Encanto Neighborhoods. This is attributed primarily to the increased use of restrictive covenants in housing contracts in other neighborhoods of San Diego. Minority groups settled in Southeastern San Diego and



Suburban farms in Encanto Neighborhoods in 1915 (top). (San Diego History Center Photo Archive). Sanborn Fire Insurance Map from 1920 (middle), highlighting the new city limits after the annexation of Encanto. The new subdivision of Valencia Park (bottom) was built in the 1920s. (San Diego History Center Photo Archive)

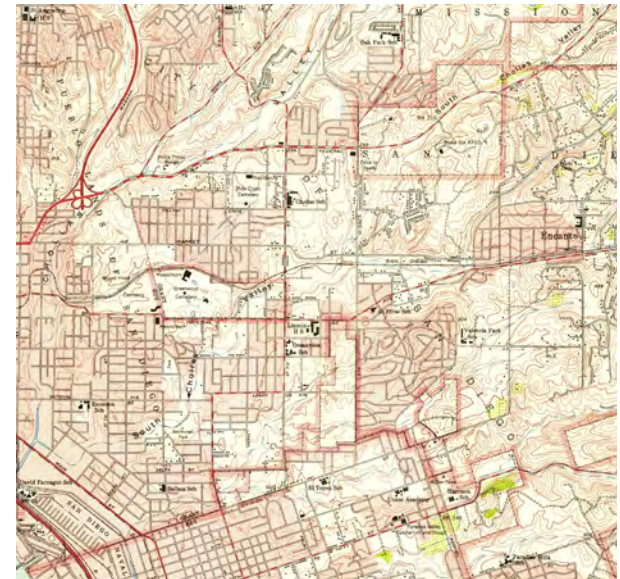
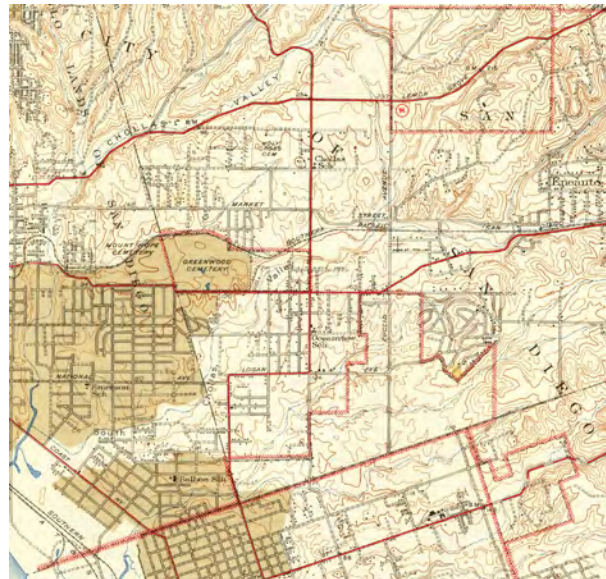
Encanto Neighborhoods where such restrictions were absent or were not enforced. Other factors likely included proximity to jobs and social institutions such as churches, desire for cultural familiarity amongst others of the same culture, and international events that triggered large-scale population migrations across the country. Encanto Neighborhoods were still a rural suburb in the 1920s and 1930s, and attracted an enclave of Japanese farmers who cultivated the rolling hills.

In response to growth, new municipal improvements were undertaken. Ocean View School was constructed between 1920 and 1940 on 47th Street. In addition, older schools were remodeled or replaced, including the Encanto and Chollas Schools. All buildings were demolished and replaced with modern schools after World War II. Holy Cross Cemetery was opened by the

Catholic Diocese in 1919, on 40 acres of land north of Hilltop Drive between 44th and 46th streets. The blue-domed mausoleum was originally constructed circa 1920s, and is now very prominently located adjacent to Highway 94.

Freeway Era (1940-1967)

The postwar era saw the rapid expansion of San Diego: over 2,500 new subdivisions were recorded citywide between 1940 and 1967, including several in Encanto Neighborhoods. In 1940, a dairy at 65th and Wunderlin streets was asked to leave because it was in the middle of a built-up area. The city acquired the property, which is now the Encanto Recreation Center. Many developers constructed speculative housing in their new subdivisions, typically using identical models with a few floor plan variations. Emerald Hills Estates is the best example of this



Settlement in the Chollas Valley in 1944 (left) and 1953 (right). The shaded areas are completely urbanized, showing the growth during this period.

type of housing tract constructed during the postwar period in Encanto Neighborhoods.

Restrictive zoning and discriminatory covenants in other parts of the city reinforced the segregated living conditions that had begun in the 1920s, and Southeastern San Diego became home to a majority of San Diego's poor and non-white residents during the postwar era. Many African-Americans moved to Encanto and Valencia Park from Logan Heights in the 1950s and 1960s, taking advantage of the first opportunity they had to own homes.

In the postwar era, "car culture" pervaded Southern California, and commercial development catered to the increasing number of car owners. New property types such as car washes, drive-in restaurants, and drive-in movie

theatres were built, and new avant-garde roadside architectural styles were developed to catch the eye of drivers. For example, the Johnson Wilshire Gas Station at 4689 Market Street (HRB site #954), built in 1962, embodies the futurist Googie style with a canopy pierced by three diagonal metal supports, much like car wash designs of the period.

As the population in Southern California continued to expand after World War II, increasing traffic congestion led city engineers to create a new transportation system to move large volumes of cars quickly without having to pass through congested business districts. In San Diego, master planning for the new freeways began in the early 1950s, and Encanto Neighborhoods were heavily affected by these plans. Large swaths of the community were razed



*Aerial view of Emerald Hills Subdivision shortly after construction, 1957 (left). (San Diego History Center Photo Archive).
Aerial view over Euclid Avenue and Highway 94, 1958 (right) (San Diego History Center Photo Archive)*

to make way for the six and eight-lane freeways, effectively eliminating the once-fluid edges of the neighborhood. The freeways not only demolished some of the area's oldest buildings, but also displaced families and businesses.

Homes were built so quickly during the postwar period that schools struggled to keep up with the demand of the "baby boom." Many schools were first opened in portable buildings, and were replaced later with more permanent construction. Unlike schools from previous periods, these postwar schools still exist and in good condition today. Schools from this period include Valencia Park Elementary School (1951); Gompers Junior High School (1955); Johnson Elementary School (1957); Knox Middle School (1957); Horton Elementary School (1958); and O'Farrell Middle School (1959). In addition to the new schools, existing schools were remodeled and expanded. Schools that

still retain their Mid-Century Modern designs from this period include Chollas/Mead Elementary and Encanto Elementary.

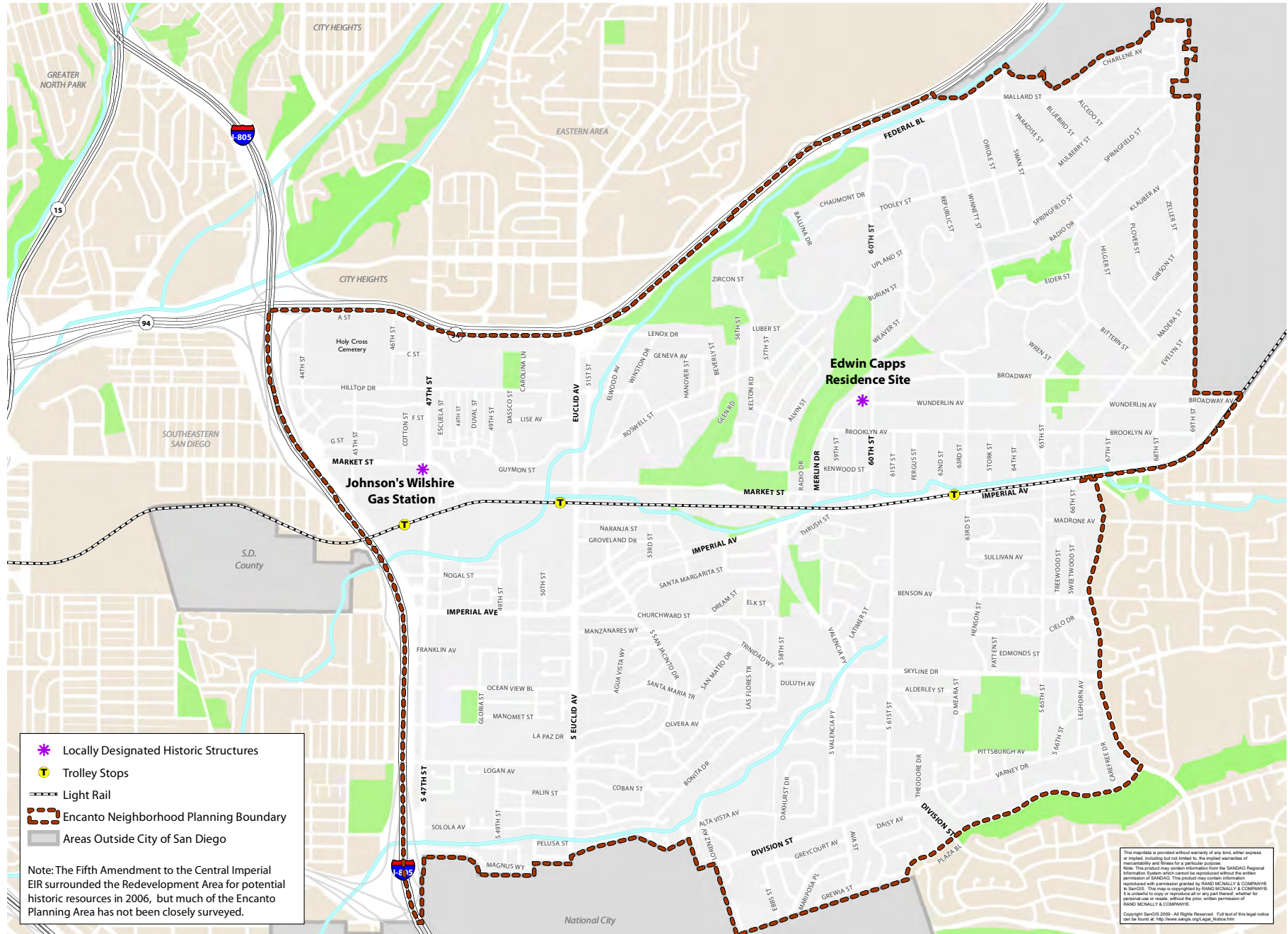
Designated Historical Resources

Encanto Neighborhoods contain two properties listed in the San Diego Register of Historical Resources: the Edwin Capps Residence Site, 910 60th Street (HRB site #248) and Johnson's Wilshire Gas Station, 4689 Market Street (HRB site #954). The Edwin Capps residence was constructed between 1911 and 1917 by Edwin Capps, a two time City Engineer (1893-1899 and 1909-1911), City Harbor Engineer (1912-1915), and two time Mayor of the City (1899-1901 and 1915-1917). Mr. Capps oversaw the establishment of Old City Hall at 5th Avenue and "G" Streets in 1899. He designed the Spruce



Johnson's Wilshire Gas Station on Market Street, built in 1962, retains distinctive characteristics of Googie architecture and is listed on the City's Register of Historical Resources.

FIGURE 9-1: HISTORIC RESOURCES



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In order to qualify for listing in the local, state, or national historical registers, a property must be shown to possess both significance and integrity. Properties shown here are for example only.

Street Suspension Bridge and the City Jail on 2nd Avenue. He also was responsible for the Harbor Improvement Plan which dredged the harbor, erected a seawall and the Broadway pier, and generally transformed the harbor into a modern and functional asset of the city. Mr. Capps served as the Mayor and official host during the 1915-16 Panama-California Exposition and was an early proponent for the preservation of Torrey Pines as a public park and an earnest worker for improvement of Balboa Park.

Johnson's Wilshire Gas Station was constructed beginning in 1957. In 1962, the Googie style canopy was constructed after the Wilshire Oil Company standardized the design of its pumping areas using "futuristic" design in the early 1960's. The canopy measures 76 feet wide by 26 feet deep and covers three rows of fueling pumps on raised concrete pads. The canopy itself is flat roofed and tilts slightly down to the west. Constructed of wood planks with metal eaves, the canopy is pierced by three diagonal metal supports approximately 16 feet in height which are bolted to the concrete floor. The supports, which were designed to attract attention of motorists, extend through and upward above the canopy, tapering at the top and bottom and flaring out at the intersection with the canopy. Two metal beams brace the canopy and the supports; and single metal cables extend from each of the diagonal supports to the eastern edge of the canopy. The canopy was designated under HRB Criterion C as a good example of Googie style architecture.

Potentially Significant Historical Resources

In the next twenty years, there will be historical resources that have not yet been identified as significant that could be added to the National, State, or City Registers for Historical Resources. The Southeastern San

Diego Historic Context Statement identifies important periods, events, themes, and patterns of development, and provides a framework for evaluating individual historic properties and districts for the National Register of Historic Places, California Register of Historical Resources, and San Diego Register of Historical Resources. Historic property types associated with these periods and themes are also identified and described in the Historic Context Statement, and significance and integrity considerations are included for each. It is important to note that while the context statement identifies key historical themes that shaped development in Southeastern San Diego and Encanto Neighborhoods, it is not a comprehensive history of the city, nor is it a definitive listing of all the neighborhood's significant resources. Instead, it provides a general discussion of the overarching forces that created the built environment, the reasons why properties associated with that development are important, and what characteristics they need to qualify as historic resources.

Historical Resources Inventory for the Fifth Amendment to the Central Imperial Redevelopment Plan

Much of the community has not been closely evaluated for potential historic resources, but a cultural and historic resources inventory was conducted in 2006 as part of environmental review of the Fifth Amendment to the Central Imperial Redevelopment Plan. The Redevelopment Plan Area generally covers the portion of Encanto Neighborhoods between Ocean View Boulevard and Market Street from I-805 to Euclid Avenue, as well as the Imperial Avenue corridor from Euclid to approximately 69th Street and the west side of Euclid Avenue between Market Street and SR-94.

The survey found 76 buildings with a recorded construction date prior to 1960 or an estimated age of over 45 years in Central Imperial Redevelopment project area. Buildings were evaluated for potential historic register eligibility. Most of the buildings are located along Imperial Avenue, especially clustered between 63rd and 66th streets, the focal point of the Encanto community from the 1910s into the late 1950s. Many of these may be eligible for listing on the City Register as contributing elements to a proposed Encanto Commercial Historic District. Some, notably 6365 Imperial Avenue, the Art Deco-style red brick building that housed the Encanto Post Office in the 1920s, and 6493 Imperial Avenue, a Mission-style commercial building dating from the 1920s, may also be eligible for listing as an individual resource on the basis of architectural style. Three additional buildings in the Lincoln Park neighborhood were also identified as potentially eligible for individual listing.

Other Potentially Significant Historical Resources

Other potentially eligible sites include the former Emerald Hills Golf Course and Country Club located at 1601 Kelton Avenue. The clubhouse was constructed in 1939 and operated by Art Cloninger, a widely known restaurant operator, and was intended to take the place of another local dine and dance rendezvous. A potentially historic property type associated with one of the significant themes of the development period is the suburban farms, which is unique to Encanto Neighborhoods area. Constructed between 1900 and 1916, the properties can be associated with the earliest development and sale of land in Encanto Neighborhoods. These units were the center of suburban farms and are presently located throughout the hills of the community.

Identification and Preservation Policies

In addition to General Plan Historic Preservation Element Policies, the following policies are specific to Encanto Neighborhoods:

- P-HP-1:** Conduct a Historic Resources Reconnaissance Survey to identify architecturally and historically significant buildings and potential historic districts.
- P-HP-2:** Identify, designate, preserve and restore historical buildings in Encanto Neighborhoods and encourage their adaptive reuse in a manner consistent with the U.S. Secretary of the Interior's Standards for the Treatment of Historic Properties.
- P-HP-3:** Develop a historic context statement related to the Japanese-American community within Southeastern San Diego and Encanto Neighborhoods to assist with the identification, evaluation and preservation of resources significant to that history. Include an oral history component in the context statement to inform about those properties valued by the community. Conduct subsurface investigations at the project level to identify potentially significant archaeological resources in Encanto Neighborhoods.
- P-HP-4:** Protect and preserve significant archaeological resources. Refer significant sites to the Historical Resources Board for designation.
- P-HP-5:** Conduct project-specific Native American consultation early in the development review process to ensure adequate data recovery and mitigation for adverse impacts to significant archaeological and Native American sites. Refer potentially significant historical and cultural resources to the Historical Resources Board for designation.



Buildings along Imperial Avenue (top) and the former Emerald Hills Golf Course (bottom) may be eligible for historic listing.

- P-HP-6:** Allow concerned Native American parties an opportunity to comment on or participate in any treatment plan for any sites with cultural and religious significance to the Native American community.
- P-HP-7:** Recommend that concerned parties seek to avoid direct and indirect impacts to the site(s) as the primary mitigation alternative in the event that Native American burials are anticipated or inadvertently discovered during controlled archaeological excavations or any phase of construction. Proceed according to applicable laws and in accordance with the Native American Graves Protection and Repatriation Act (NAGPRA; 43 CFR 10), as appropriate, as well as according to any agency-specific rules and procedures, concerning the treatment of sites containing human remains, funerary objects, sacred objects or objects of cultural patrimony.
- P-HP-8:** Recommend that if human remains are uncovered, no further disturbance of the site shall occur until the County Coroner has made the necessary finds as to origin and disposition of the remains.
- P-HP-9:** Include measures during new construction to monitor and recover buried deposits from the historic period and address significant research questions related to prehistory.

9.2 Educational Opportunities and Incentives Related to Historic Preservation

Revitalization and adaptive reuse of historic buildings and districts has many benefits. These include conservation of resources, use of existing infrastructure, local job creation and tax revenue from consumer purchases, supports small business development and heritage tourism, and enhances quality of life and community character.

There are a number of incentives available to owners of historic resources to assist with the revitalization and adaptive reuse of historic buildings and districts. The California State Historic Building Code provides flexibility in meeting building code requirements for historically designated buildings. Conditional Use Permits are available to allow adaptive reuse of historic structures consistent with the U.S. Secretary of the Interior's Standards and the character of the community.

The Mills Act, which is a highly successful incentive, provides property tax relief to owners to help rehabilitate and maintain designated historical resources. Additional incentives recommended in the General Plan, including an architectural assistance program, are being developed and may become available in the future. In addition to direct incentives to owners of designated historical resources, all members of the community enjoy the benefits of historic preservation through reinvestment of individual property tax savings into historical properties and an increased historic tourism economy. There is great opportunity to build on the existing heritage tourism base drawn to the community's

historic neighborhoods by highlighting and celebrating the rich history of Encanto Neighborhoods.

Educational and Incentives Policies

In addition to General Plan Historic Preservation Element Policies, the following policies are specific to Encanto Neighborhoods for implementation of educational opportunities for preservation of the community's historical resources:

- P-HP-10:** Promote community education and awareness of the significance of Encanto Neighborhood's potential and listed historic resources.
- P-HP-11:** Include well-preserved archaeological artifacts in an exhibit that could temporarily be housed at the Valencia Park/Malcolm X, Skyline and Paradise Hills libraries to better inform the public about the prehistoric occupation and the historic development of Encanto Neighborhoods.
- P-HP-12:** Promote the maintenance, restoration, rehabilitation and continued private ownership and utilization of historical resources through a variety of financial and development incentives.
- P-HP-13:** Continue to use existing incentive programs and develop new approaches, such as architectural assistance and relief from setback requirements through a development permit process, as needed.

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10 ARTS AND CULTURE

Arts and culture play an important role in Encanto Neighborhoods in creating vibrant and meaningful spaces and providing an opportunity to express ideas about nature, community, history, current events, and culture in the built environment. In Encanto Neighborhoods, arts and culture are expressed in many forms across the community, including on the streets and sidewalks, as well as in parks, plazas, transit stations, and private spaces like homeowners' yards. The Arts and Culture element of this Plan supports the creation and maintenance of art in the public realm and cultural activities in Encanto Neighborhoods, to ensure that they continue to be integral and defining characteristics of the community.



The range of ethnicities, languages, and ages of community members is expressed in art, signage, businesses, housing types, and schools.

GOALS

1. A thriving cultural and arts center, enhancing the entertainment, education, and recreational opportunities for residents and visitors and increasing the role of arts as a major economic driver in the region.
2. An arts and entertainment district that promotes local artists and arts-supportive organizations that enrich and empower the community through expressions of culture, creativity and beauty.
3. A vibrant cultural character enhanced through public art that creates neighborhood identity and a cohesive sense of place while fostering community pride and beautifying neighborhoods.
4. A community which celebrates its heritage and cultural diversity through unique arts, food and music venues.

TABLE 10-1: ARTS AND CULTURE TOPICS ALSO COVERED IN OTHER PLAN ELEMENTS

ARTS AND CULTURE TOPIC AREAS	LAND USE	MOBILITY	URBAN DESIGN	ECONOMIC PROSPERITY	RECREATION	HISTORIC PRESERVATION
Cultural Tourism	X		X	X		X
Public Art		X	X		X	

Other aspects of the Plan overlap with the Arts and Culture Element. Cultivating tourism based on arts and culture is an economic strategy discussed in the Economic Prosperity Element, and it also overlaps with the Historic Preservation Element. Public art is also an aspect of urban design, as discussed in the Urban Design Element, and the settings for public art as part of transit or streetscape projects and Chollas Creek improvements create connections with the Mobility and Recreation elements. See Table 10-1.

10.1 Cultural Character

Diversity is a defining attribute of the built environment in Encanto Neighborhoods. The range of ethnicities, languages, and ages of community members creates a sense of vitality that is expressed in art, signage, schools and other institutions, and the types of businesses and restaurants that can be found in the commercial areas. The evolution of development in the community over time allowed for varied and piecemeal development which is reflected in the variety of homes and building types found today. The creek, slopes and canyons, especially in the eastern portion, contribute to a sense of place with a rustic rural character despite the proximity to Downtown.

10.2 Public Art

Art plays an important part in bringing life and identity to streets and public spaces in parts of Encanto Neighborhoods. At Market Creek Plaza, two colorful tile walkways were created by community artists, and display cultural tapestries. Large portrait canvases featured on the Food 4 Less grocery store recognize and celebrate residents who are important to the community. The Sempra Children's Art Wall features a braided copper tree, with hand-painted tile leaves crafted by more than 1,000 local school children, as well as a life-size bronze sculpture of a child playing with a dragonfly. The Lincoln High School Walls of Excellence sculpture features the names of students who have attained academic achievement.

The 62nd Street Trolley Station includes a notable mural, entitled "Liquid Harmony." Over 400 feet long, the

mural is the work of local artists in collaboration with local students and is intended to illustrate the power and vitality of Chollas Creek and its endangered habitat and wildlife.

The Chollas Creek South Branch Implementation Program makes site-specific recommendations for creek restoration and public access enhancements, recognizing that art can play a role in making the creek a source of pride. There are numerous sites targeted for arts improvements.

10.3 Arts Programs and Facilities

The Plan envisions the Euclid Avenue and Market Street Village District as an arts and culture district that serves both the local community and visitors. The Joe & Vi Jacobs Center showcases a variety of revolving art exhibits, featuring both local and world-renowned artists. The Market Creek Plaza Amphitheatre and Festival Park are brought to life with a variety of multi-cultural events with public art that embraces diversity and reflects community pride. Partnerships with community organizations have brought the performing arts to The Village at Market Creek's large outdoor amphitheatre through events such as Jazz at the Creek, Family Art Day and Celebration at the Creek. Encanto Neighborhoods are also the home of the Samoan Community Council, which hosts several cultural events every year, including the annual Samoan Festival and Miss Tausala Pageant.

The Common Ground Theatre is one of the longest surviving African American theatre companies in the United States. Its Arts Academy offers instruction in theatre arts.. The Common Ground Theatre provides



At Market Creek Plaza, colorful tile walkways were created by community artists (top). "Liquid Harmony" (middle) at the 62nd Street Trolley station, evokes Chollas Creek, while public art is part of Chollas Creek restoration work (bottom).



The Market Creek Plaza Amphitheatre and Festival Park are brought to life with a variety of multi-cultural events.

youth training as well as educational outreach activities for persons of all ages that help participants gain a deeper understanding of theatre as an art form, acquire theatre skills as a vocation or avocation, and engage in dialogue around the themes and issues raised by the playwrights in the productions on the CGT stage.

Lincoln High School has a robust arts program, including theatre, dance, choral music, instrumental music, band, and multimedia classes. The Performing Arts Center houses a state of the art Theatre along with a black box venue and classrooms for visual and performing arts classes. A community partnership with the Old Globe, San Diego’s prestigious regional Theatre, gives students and the community the opportunity to see first-rate Theatre in their own community.

The Valencia Park/Malcolm X Branch Library and Performing Arts Center provides many free resources and events for the community. Near Encanto Neighborhoods are the San Diego School of Creative and Performing Arts and the Educational Cultural Complex, which provide arts education and visual and performing arts events.

Cultural Tourism Opportunities

The abundance of arts and culture in Encanto Neighborhoods presents an opportunity to bolster economic prosperity in the community through cultural tourism. The concentration of arts and culture facilities in the Euclid and Market Village District, in particular, supports the creation of an arts and culture district in this area, which can draw cultural tourism to the community.

As a central part of Encanto Neighborhoods’ identity, multi-cultural music, dance, and food enrich the public realm for both residents and visitors with celebra-

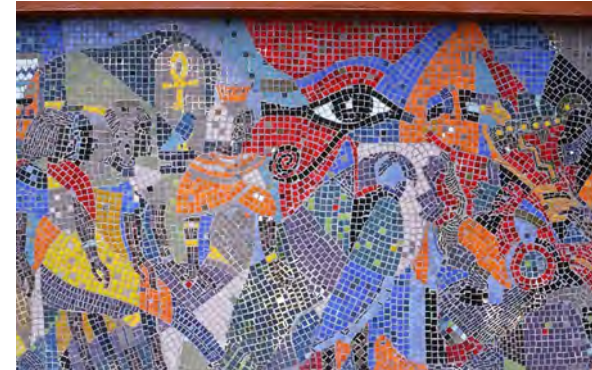
tions of the community’s history and culture through festivals and performances. Examples of multi-cultural events that take place in the community include the San Diego Praise Fest, the Writerz Block Style-A-Thon, and the Filipino-American Arts and Culture Festival.

Policies

- P-AC-1:** Pursue art installations that are diverse in content, media, and siting; help to create and reinforce the uniqueness of Encanto Neighborhoods; and reflect the array of regional, cultural, and environmental influences.
- P-AC-2:** Require public art or cultural amenities in new development projects. Engage artists early in the project design process to achieve integration between art and architecture..
- P-AC-3:** Strengthen Encanto Neighborhoods’ identity as a local cultural and arts center through the use of art in public spaces such as trolley stations, sidewalks, streets, parks, and building lobbies.
- P-AC-4:** Promote cultural tourism in Encanto Neighborhoods to attract visitors interested in cultural experiences.
- P-AC-5:** Support the diversity of history, culture, climate, environment, and people through inclusive arts and cultural offerings accessible to non-English speaking residents, seniors, and visually and hearing impaired populations.
- P-AC-6:** Utilize vacant and/or underutilized storefronts and other non-residential buildings for temporary art exhibitions.
- P-AC-7:** Provide spaces for performances and art events in neighborhood parks, community centers, schools, transit stations, residen-

tial developments, and publicly accessible areas within private developments.

- P-AC-8:** Continue efforts to create meaningful, memorable, and culturally-significant public spaces in Encanto Neighborhoods that are infused with public art.
- P-AC-9:** Incorporate public art installations on Market Street, Imperial Avenue, Euclid Avenue, and 47th Street, and at major intersections as part of new streetscape enhancements
- P-AC-10:** Private developers should approach the design of their properties with an emphasis on unique architecture and integrated public art.
- P-AC-11:** Emphasize opportunities to engage artists in implementing the goals and policies contained in this plan.
- P-AC-12:** Maintenance of public art should be considered during the development of the artwork and a maintenance plan should be in place and adhered to as part of any new public art installation.
- P-AC-13:** Encourage the continuation and expansion of dynamic cultural arts events and programs, such as those at Market Creek Plaza and the Malcolm X Library, as well as seminars, workshops, concerts, and community cultural festivals.
- P-AC-14:** Accommodate current or emerging cultural arts programs within new development and existing facilities and work with community groups for sharing of performance and exhibit space.
- P-AC-15:** Support the efforts of non-profit, private, and community organizations to apply for public and private grants and promote donations to support art, cultural, and literary activities.



The Plan supports diverse art installations and performances, art in new development, and art in public spaces and on public buildings.

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11 IMPLEMENTATION

11.1 Purpose

The Encanto Neighborhoods Community Plan will be implemented through a number of different mechanisms which are outlined in this element. It describes the necessary actions and key parties responsible for realizing the plan's vision. Implementing these proposals will require the active participation of the city departments and agencies, regional agencies such as SANDAG, and MTS, and the community.

This plan recommends a number of actions for the City and the Encanto Neighborhoods community to pursue in order to implement the policies and recommendations of this plan. These actions include, but are not limited to:

- Process zoning changes to implement the land use element.
- Approve and regularly update a Public Facilities Financing Plan (PFFP) identifying the capital improvements and other projects necessary to accommodate present and future community needs as identified throughout this Community Plan.
- Implement facilities and other public improvements in accordance with the PFFP.
- Pursue grant funding to implement unfunded needs identified in the PFFP.
- Apply project design recommendations when properties develop in accordance with the plan.
- Pursue formation of Assessment Districts, Business Improvement Districts, Property Based Business Improvement Districts and Parking

Districts, as appropriate, through the cooperative efforts of property owners and the community in order to construct and maintain improvements.

The implementation strategies that have been identified focus on various Incentive Programs, Financing Mechanisms, and Improvement Priorities that could be considered toward this effort. Table 11-1 (Implementation Schedule) begins to define the actions, responsible parties, and timeframes needed to ensure the timely implementation of the plans, policies, and developments envisioned by the Community Plan. This Table is intended to be continually updated and provides a mechanism to monitor progress and can be used to establish project and funding priorities as part of the City's annual budget process.

11.2 Incentive Programs

This section identifies various entitlement and development incentives that could be used to encourage and facilitate new development and/or rehabilitation and adaptive reuse of existing structures within the Village District.

- **Land Use Entitlements:** Projects that are consistent with and advance the vision, goals and policies of the Community Plan, will be permitted to process land use entitlements either ministerially or as a Process 2 (Staff review). This ultimately allows development to proceed on an accelerated basis that saves property owners, business owners, developers, and builders valuable time and money.

- **Incentives:** An integral component of this Community Plan Land Use Element is the ability to incentivize new development in close proximity to the 47th Street and Euclid Avenue transit stations. These incentives are identified in Table 2-4 in the Land Use Element.
- **Parking Allowances:** The parking supply, configuration, placement, and access are essential to the function and vitality of the Village area. The Community Plan identifies a number of policies in the Land Use and Mobility Elements that address parking. Through the entitlement process, opportunities exist to consider flexible guidelines and design alternatives to ensure that parking demand is accounted for while minimizing costs and maximizing shared parking opportunities.

11.3 Financing Mechanisms

This section presents the estimated costs for infrastructure and streetscape improvements for the Village area and identifies various financing mechanisms that could be used to encourage public and private development and investment in the community. Table 11-1 (City of San Diego Financing Methods) describes potential financing strategies that can be pursued by the City of San Diego, their eligible uses, and parameters in which they can be applied. Table 11-2 (Local, State and Federal Financing Methods) describes potential state and federal funding programs, their eligible uses, and parameters for application. Table 11-3 (Developer/Property Owner/User Financing Methods) describes financing programs that can be directly or in partnership with

the City applied to developers, property owners, and users in the Village area; eligible uses; and the parameters for their application.

Implementing improvement projects will require varying levels of funding. A variety of funding mechanisms are available depending on the nature of the improvement project:

- Institution of updated impact fees for new development.
- Requiring certain public improvements as part of new development.
- Establishing community benefit districts, such as property-based improvement and maintenance districts for streetscape, lighting, sidewalk improvements, etc.

TABLE 11-1: CITY OF SAN DIEGO FINANCING METHODS			
FUNDING MECHANISM	CAPITAL IMPROVEMENT PROGRAM (CIP)	DEFERRAL OF PERMITS/FEES	COMMUNITY DEVELOPMENT BLOCK GRANTS (CDBG) / SECTION 108 LOANS
<i>Description</i>	<ul style="list-style-type: none"> The CIP is the City's multi-year planning instrument used to facilitate the timing and financing of capital improvements. The CIP identifies the sources of funds available for capital improvement projects 	<ul style="list-style-type: none"> Deferral of select permits and fees that results in upfront development cost reductions 	<ul style="list-style-type: none"> Annual grants for use towards economic development, public facilities, and housing rehabilitation Section 108 loans provide front-end financing for large-scale community and economic development projects that cannot be financed from annual grants
<i>Eligible Uses</i>	<ul style="list-style-type: none"> Lease or purchase of land and rights-of-way Construction of buildings or facilities Public infrastructure construction Purchase of major equipment and vehicles Studies and plans associated with capital projects Projects requiring debt obligation and borrowing 	<ul style="list-style-type: none"> Permit and fee charges payable to the City 	<ul style="list-style-type: none"> Acquisition and disposition of property Clearance and demolition Public facilities and site work Funds must be targeted to specific areas benefiting low- and moderate-income persons or to eliminate blight
<i>Funding Parameters</i>	<ul style="list-style-type: none"> Additionally, the City can elect to dedicate portions of specific General Fund revenues, e.g., TOT, sales tax, etc. to targeted capital improvements if the City determines that sufficient benefit exists for the assistance 	<ul style="list-style-type: none"> An application must request fee deferral as part of their project 	<ul style="list-style-type: none"> Varies, funds are provided by HUD and administered by cities

TABLE 11-2: LOCAL, STATE AND FEDERAL FINANCING METHODS			
FUNDING MECHANISM	CALIFORNIA INFRASTRUCTURE AND ECONOMIC DEVELOPMENT BANK (I-BANK)	TRANSNET	PROPOSITION 1B
<i>Description</i>	Low cost financing to public agencies for a wide variety of infrastructure projects	<ul style="list-style-type: none"> Half-cent sales tax for local transportation projects that has been instrumental in expanding the transportation system, reducing traffic congestion, and bringing critical transit projects to life. Over the next 40 years, TransNet will generate \$14 billion for transportation improvement projects and programs. 	<ul style="list-style-type: none"> Highway Safety, Traffic Reduction, Air Quality, and Port Security Bond Act of 2006 Approved in 2006, made available \$20 billion for state and local improvement projects
<i>Eligible Uses</i>	<ul style="list-style-type: none"> City streets Educational facilities Environmental mitigation measures Parks and recreational facilities Public transit 	<ul style="list-style-type: none"> The local half-cent sales tax pays for upgrades to streets, highways, and transit systems, as well as environmental protection. It is expected to raise \$14 billion for important upgrades – such as adding high occupancy vehicle lanes and transit facilities – to Interstates 5 and 15, and 805, as well as State Route 94. The TransNet extension also funds local roads, bike and pedestrian paths, smart growth projects, and habitat preservation, as well as new Rapid bus lines and rail service expansion. 	<ul style="list-style-type: none"> Congestion relief Improve air quality Enhance safety and security of transportation systems
<i>Funding Parameters</i>	The infrastructure State Revolving Fund Program offered by the I-Bank offers loans ranging between \$250,000 to \$10,000,000 with eligible repayment sources including General Fund revenues, tax increment revenues, and property assessments.	<ul style="list-style-type: none"> Each local agency shall biennially develop a five-year list of projects to be funded with revenues made available for local street and road improvements under Section 4(D). All projects to be funded with revenues made available under must be consistent with the Regional Transportation Plan (RTP). Project priorities or phasing shall also be consistent with the RTP. 	<ul style="list-style-type: none"> Varies, competitive application process The program currently contains \$1.5 million in funds available

TABLE 11-2: LOCAL, STATE AND FEDERAL FINANCING METHODS			
FUNDING MECHANISM	NEW MARKET TAX CREDITS	PROPOSITIONS 42 AND 1A	PROPOSITION 84
<i>Description</i>	The New Markets Tax Credit (NMTC) Program was established in 2000 as part of the Community Renewal Tax Relief Act of 2000. The goal of the program is to spur revitalization efforts of low-income and impoverished communities across the United States and Territories. The NMTC Program provides tax credit incentives to investors for equity investments in certified Community Development Entities, which invest in low-income communities. The credit equals 39% of the investment paid out (5% in each of the first three years, then 6% in the final four years, for a total of 39%) over seven years (more accurately, six years and one day of the seventh year)	<ul style="list-style-type: none"> Proposition 42 required a portion of sales tax on gasoline be transferred to the Transportation Infrastructure Fund (TIF). Amended by Proposition 1A to limit the State’s ability to suspend transfer of revenues from the TIF during fiscal difficulties. 	<ul style="list-style-type: none"> Proposition 84 provides funding for a broad range of projects including water quality; Statewide water planning; protection of coastal waters, rivers, lakes, and streams; wildlife conservation; and sustainable communities and climate change.
<i>Eligible Uses</i>	NMTCs are intended to spur the investment of new capital through Qualified Equity Investments (QEIs) in Community Development Entities (CDEs). Each CDE is certified as such by the CDFI Fund and must use substantially all of its QEIs to provide financial support (generally debt or equity financing) called Qualified Low-Income Community Investments (QLICIs) to Qualified Active Low-Income Community Businesses (QALICBs) by public agency.	<ul style="list-style-type: none"> Congestion relief Safety enhancements Local streets repair Public transportation 	<ul style="list-style-type: none"> Incentives for the development of local land use plans that are designed to promote water conservation, reduce automobile use and fuel consumption, encourage greater infill and compact development, and revitalize urban and community centers. Eligible projects include specific plans, infill plans, zoning ordinances, and other implementation instruments and plans needed for successfully meeting AB 32 greenhouse gas emissions reduction and implementing SB 375, while improving community-wide sustainability
<i>Funding Parameters</i>	CDEs obtain NMTCs awards by submitting an application describing the business plan under which they will use NMTC financing to generate community benefits. In order to be competitive, CDEs generally agree (1) to use more than 85% of QEI proceeds to make QLICIs, (2) to provide NMTC financing under terms and conditions significantly more favorable than those provided by conventional sources and (3) to make QLICIs in communities characterized by greater distress than reflected in the NMTC eligibility criteria.	<ul style="list-style-type: none"> Funds provided directly for local road improvements, as well as for capital projects (highway and transit) selected by Caltrans in the State Transportation Improvement Program. 	<ul style="list-style-type: none"> A total of \$5.38 billion spread over eight broad project areas. One project area is for Sustainable Communities/Climate Change with a \$580 million allocation. Applications for funding are to be submitted to the Strategic Growth Council, with grants to be issued for projects ranging from \$100,000 to \$1 million. Current amount available is about \$218,000.

TABLE 11-3: DEVELOPER/PROPERTY OWNER/USER FINANCING METHODS				
FUNDING MECHANISM	LANDSCAPING DISTRICTS/PARKING DISTRICTS	BUSINESS IMPROVEMENT DISTRICTS (BIDS)	DEVELOPER IMPACT FEES	PROPERTY OWNER/DEVELOPER EXACTIONS
<i>Description</i>	<ul style="list-style-type: none"> Assessment on properties located within a specific district that benefit from landscaping and/or parking Alternatively, collection of parking in-lieu fees on new development in lieu of on-site parking 	Annual fees paid by business owners and/or property owners to fund activities and programs intended to enhance the business environment in a defined area	Fees paid by developers to pay all or a portion of the costs of any public facility that benefits their development	<ul style="list-style-type: none"> Payments made by developers or property owners in addition to, or in lieu of, development impact fees Funds contributed are used to install selected public improvements. Alternatively, developers are required to construct and deliver specific improvements
<i>Eligible Uses</i>	<ul style="list-style-type: none"> Landscaping districts allow for the funding of lights, recreational equipment, landscaping, and/or parking Parking districts allow for the acquisition, improvement, and operation of shared parking facilities 	<ul style="list-style-type: none"> Marketing and promotion Security Streetscape improvements Operating and maintenance of public improvements Special events 	Capital facilities or ongoing services, such as: School impact fee, Mitigation fee (police, fire, park), Water meter installation, Sanitation capacity charge, Water system, facility/backup facility charge	<ul style="list-style-type: none"> Dedication of right-of-way streets and utilities Provision of open space Parks or landscape improvements Schools and community facilities
<i>Funding Parameters</i>	<ul style="list-style-type: none"> Funds are typically collected concurrently with the annual business license tax or property tax bill, with varying formulas for retail vs. nonretail businesses, and residential vs. non-residential property Parking in-lieu fees can be based on cost of off-site parking facilities 	<ul style="list-style-type: none"> Once established, annual BID fees are mandatory for businesses/ properties located within the BID boundary Business-based BID fees are collected with business license fees; property-based BID assessments are collected on property tax bills 	Fees are paid in the form of a specified amount as a condition to the issuance of building permits, an occupancy permit, or subdivision map approval	Typically paid or committed as part of the development approval process

TABLE 11-3: DEVELOPER/PROPERTY OWNER/USER FINANCING METHODS				
FUNDING MECHANISM	DEVELOPER ADVANCES/ REIMBURSEMENT AGREEMENTS	COMMUNITY FACILITIES DISTRICTS (CFDS)	SPECIAL ASSESSMENT DISTRICTS	USER FEES
<i>Description</i>	<ul style="list-style-type: none"> • Advance of funds from developers for use toward backbone infrastructure • Alternatively, developers construct and deliver specific improvements • City and developer enter into Reimbursement Agreement 	<ul style="list-style-type: none"> • A special tax placed against property located within an established district to fund public facilities and services • Municipal bonds supported by revenues from the special tax are sold by the CFD to provide upfront funding to build improvements or fund services 	<ul style="list-style-type: none"> • Similar to a CFD but shifts the funding of infrastructure from all taxpayers to only those who benefit specifically from the improvement • Sets a fixed lien on every parcel within the assessment district • Municipal bonds supported by special assessments provide upfront funding 	Fee imposed by a city, utility, or other franchise for services and facilities they provide
<i>Eligible Uses</i>	Infrastructure	<ul style="list-style-type: none"> • Fund capital facilities including: • Parks, • Schools, • Fire stations, • Water and sewer systems, • Government facilities • Purchase, construction, and improvement or rehabilitation of real property 	Construction of capital facilities such as roads, water, sewer, and flood control	<ul style="list-style-type: none"> • Water meter hook-ups • Gas, electric, cable, and telephone hook-ups • Park and recreation facilities
<i>Funding Parameters</i>	Typically repaid from Community Facilities District (CFD) bond proceeds, and/or development impact fees collected from future developers	<ul style="list-style-type: none"> • Requires 2/3 vote of qualified electors in district. If fewer than 12 residents, vote is conducted on current landowners • Assessment based on allocation formula, not necessarily in proportion to the benefit received • Requires value to lien ratio of 3:1 	<ul style="list-style-type: none"> • Typically property owners petition a City to form a district to finance large-scale infrastructure improvements • Assessments on property owners are determined in proportion to the benefit received 	<ul style="list-style-type: none"> • Use of user fee revenues are limited to paying for the service for which the fees are collected • The fee amount may not exceed the cost of providing the service but may include overhead, capital improvements, and debt service

11.4 Priority Public Improvements and Funding

The proposals for improvements to streets and open spaces described in this plan vary widely in their range and scope— some can be implemented incrementally as scheduled street maintenance occurs, and others will require significant capital funding from city, state, regional, and federal agencies, or are not feasible until significant redevelopment occurs. Grants and other sources of funding should be pursued wherever possible. A complete list of projects is included in the PFFP. Following are some of the higher priority recommendations.

11.5 Action Items and Priorities

This section identifies actions that implement the policies and plans for the Community Plan. These encompass administrative strategies and physical improvements for mobility, streetscape, infrastructure, and open space. In undertaking these, the City will be making a significant and visible economic commitment to realize the vision of the planning area. They will add value and improve the visual character of the area, thereby laying the foundation for future private sector investment and new development.

The actions are assigned a priority of High, Medium, or Low and an estimated time frame depending on their importance to help affect or achieve the vision. The highest priorities recognize those items that can be implemented relatively quickly and are within the City's control, as well as those that offer the greatest leverage in stimulating private reinvestment and change. Gener-

ally, they fall into three categories: (a) development and implementation of programs to attract developers and secure funding for area improvements; (b) amendment of regulatory requirements and procedural processes to facilitate development consistent with the Plan; and (c) planning for and construction of improvements that provide infrastructure and services sufficient to support planned new development, and improve the quality of place (e.g., pedestrian-oriented streetscape and open space amenities and signage programs).

The actions and priorities are described in Table 11-4 (Implementation Schedule). This is intended to provide a mechanism to establish annual programmatic and budgeting priorities and monitor progress in achieving the Plan's visions. In conjunction with the City's annual budget process, the identified tasks and projects and their priority may be adjusted given funding availability, feasibility of implementation, timing of private development, or as new projects funding opportunities present themselves over time. Detailed mobility improvements are detailed in the Public Facilities and Financing Plan (PFFP).

TABLE 11-4: IMPLEMENTATION SCHEDULE					
NO.	IMPLEMENTATION ACTIONS	POLICY	RESPONSIBLE DEPARTMENTS/	PRIORITY	TIME FRAME
<i>Sidewalk and Pedestrian Improvements</i>					
1.	Address sidewalk and infrastructure maintenance deficits within Villages and between adjacent neighborhoods.	P-LU-6	Adjacent Property Owners, Streets Department		Short Term
2.	Support and promote complete sidewalk and intersection improvements along 47th Street, Euclid Avenue, Market Street, Imperial Avenue, and National/Logan Avenues.	P-MO-2	City of San Diego, Adjacent Property Owners		Short Term
3.	Incorporate a continuous row of trees and/or provide consistent building setbacks to create a strong sense of edge along streets and open spaces.	P-UD-71	Adjacent Property Owners, City of San Diego		Short Term
4.	Use streetscape elements, including kiosks, walkways, street furniture, street lighting and wayfinding signage to enhance the appearance and function of commercial developments.	P-UD-73	Adjacent Property Owners, City of San Diego		Short Term
5.	Provide waste receptacles in high traffic areas such as parks, plazas, transit stops and retail developments in conjunction with building entries and/or outdoor seating areas but should not impede pedestrian use of adjacent walks.	P-UD-75	City of San Diego, Metropolitan Transit System (MTS)		Short Term
6.	Provide direct pedestrian connections to transit, such as direct access, widened sidewalks, shaded seating opportunities, and weather protection provided near public transit stops and trolley stations.	P-UD-80	City of San Diego, MTS, San Diego Association of Governments (SANDAG)		Medium Term
7.	Prohibit above ground utility placement in the pedestrian path of travel and support the undergrounding of utilities to reduce visual blight in the community.	P-UD-82	City of San Diego		Short Term
8.	Create a Landscape Lighting and Maintenance District to sustain community amenities exceeding the City Standard or of a particular aesthetic design consistent with the community character.	P-UD-109	City of San Diego, Encanto Neighborhoods Community		Medium Term
9.	Incorporate shade-producing street trees along all streets and roadways.	P-UD-123	City of San Diego		Medium Term
10.	Install missing sidewalk and curb ramps and remove accessibility barriers.		City of San Diego, Property Owners		Short Term
11.	Provide marked crosswalks and pedestrian countdown timers at all signalized intersections.		City of San Diego, Property Owners		Short Term
12.	Provide adequate lighting for safety and security.		City of San Diego, Property Owners		Short Term

TABLE 11-4: IMPLEMENTATION SCHEDULE					
NO.	IMPLEMENTATION ACTIONS	POLICY	RESPONSIBLE DEPARTMENTS/	PRIORITY	TIME FRAME
<i>Bicycle Improvements</i>					
1.	Provide bicycle racks at community nodes such as schools, libraries, retail developments and transit stops.	P-UD-74	City of San Diego		Short Term
2.	Where feasible, repurpose right-of-way to provide and support a continuous network of safe, convenient and attractive bicycle facilities shown in Figure 3-2, connecting Encanto to the citywide bicycle network.	P-MO-7	City of San Diego		Medium Term
3.	Implement multi-use trails recommended in the Chollas Creek Master Plan.	P-MO-8	City of San Diego, Groundwork San Diego. Property Owners		Medium Term
4.	Provide secure, accessible bicycle parking, particularly at the 47th Street, Euclid Ave-nue and 62nd Street trolley stations, within commercial areas, and at concentrations of employment throughout the community.	P-MO-9	City of San Diego, MTS		Medium Term
<i>Public Park and Open Space Improvements</i>					
1.	Establish a park at Castana Street east of 47th Street along Chollas Creek	P-RE-1	City of San Diego		Medium Term
2.	Expand the adjacent Emerald Hills Park to create a major park in conjunction with the existing telecommunications facility.	P-RE-1	City of San Diego, Adjacent Property Owners		Medium Term
3.	Improve the parcel at the south end of Amethyst Street to function as a small pocket park and a more appealing access point for the Chollas Radio Open Space.	P-RE-1	City of San Diego		Medium Term
4.	Establish joint-use agreements with Horton Elementary, Knox Elementary, and the O'Farrell Community Center for Advanced Academy to utilize future recreational facilities during non-school hours.	P-RE-3	City of San Diego, San Diego Unified School District		Medium Term
5.	Provide trail and public art along the channelized creek segment along 51st Street, and pedestrian linkages to Gompers Learning Laboratory, the Multiple Species Conservation Program preserve, and Malcolm X Library.	P-RE-21	City of San Diego		Medium Term
6.	Provide trail connection along the creek between Market Creek Plaza and 47th Street.	P-RE-21	City of San Diego, Adjacent Property Owners		Medium Term
7.	Conduct creek restoration, and public trail development and interpretive and arts projects along Imperial Avenue between 47th Street and I-805.	P-RE-21	City of San Diego, Adjacent Property Owners		Medium Term
8.	Provide wayfinding signage and amenities such as benches, shade structures, viewing blinds, and interpretive panels on existing trails along the Radio Drive right-of-way and along the Emerald Hills branch of Chollas Creek.	P-RE-27	City of San Diego		Medium Term

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TABLE 11-4: IMPLEMENTATION SCHEDULE					
NO.	IMPLEMENTATION ACTIONS	POLICY	RESPONSIBLE DEPARTMENTS/	PRIORITY	TIME FRAME
9.	Create a trail circuit connecting Encanto Canyon to the Encanto business district and the O'Farrell neighborhood by providing enhancements along Woodman Street, Skyline Drive, and Valencia Parkway.	P-RE-25	City of San Diego, Adjacent Property Owners		Medium Term
10.	Provide new trailheads at Euclid and Market, Market and Valencia Parkway, and Imperial and 36th Street.	P-RE-24	City of San Diego		Medium Term
11.	Evaluate remnant cemetery land for opportunities for additional open space and parks.	P-LU-54	City of San Diego		Medium Term
<i>Public Facilities Improvements</i>					
1.	Develop a new fire station in the vicinity of 65th Street and Broadway, and renovate Fire Station #12 located at 4964 Imperial Avenue to serve the needs of the Encanto Neighborhoods and surrounding communities.	P-PF-7	City of San Diego		Short Term
2.	Ensure that future library services provide the necessary resources for Encanto Neighborhoods residents.	P-PF-10	City of San Diego		Short Term
3.	Provide and/or retrofit lighting in the public right-of-way that is energy efficient.	P-CS-8	City of San Diego		Medium Term
4.	Encourage the establishment of a Micro Assessment District for businesses located in the Village District to support, dining, the arts, and entertainment within this area.	P-EP-14	Property Owners		Medium Term
<i>Conservation Improvements</i>					
1.	Increase the overall tree canopy cover throughout the Encanto Neighborhoods to the citywide generalized target goal of 20 percent in the urban residential areas and 10 percent in the business areas.	P-CS-43	City of San Diego		Medium Term
2.	Incorporate bioswales or other LID design practices where there is sufficient public rights-of-way throughout the community, and focus specific efforts to capture storm water along roadways in close proximity to Chollas Creek, such as Market Street, 47th Street and Euclid Avenue.	P-CS-31	City of San Diego		Short Term
3.	Conduct habitat enhancement and restoration along the channelized but not concrete-lined segment of the creek west of Euclid Avenue and north of Market Street.	P-RE-11	City of San Diego		Medium Term

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