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;
- Incorporating higher intensity mixed use designations around trolley stops.

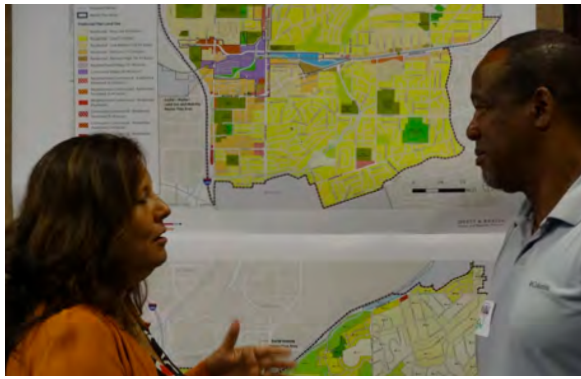
This Plan is a living document. It is intended to provide guidance for the orderly growth and development of the Encanto Neighborhoods community. In order to respond to unanticipated changes in environmental, social or economic conditions and to remain relevant to community and City needs, the Plan must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

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.

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



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.

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.)

during preparation of the Community Plan, and many of the policies and implementing regulations were designed to reduce or avoid such impacts.

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.

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 3,350.5 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 Neighborhoods 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.

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.

FIGURE 1-1: REGIONAL LOCATION

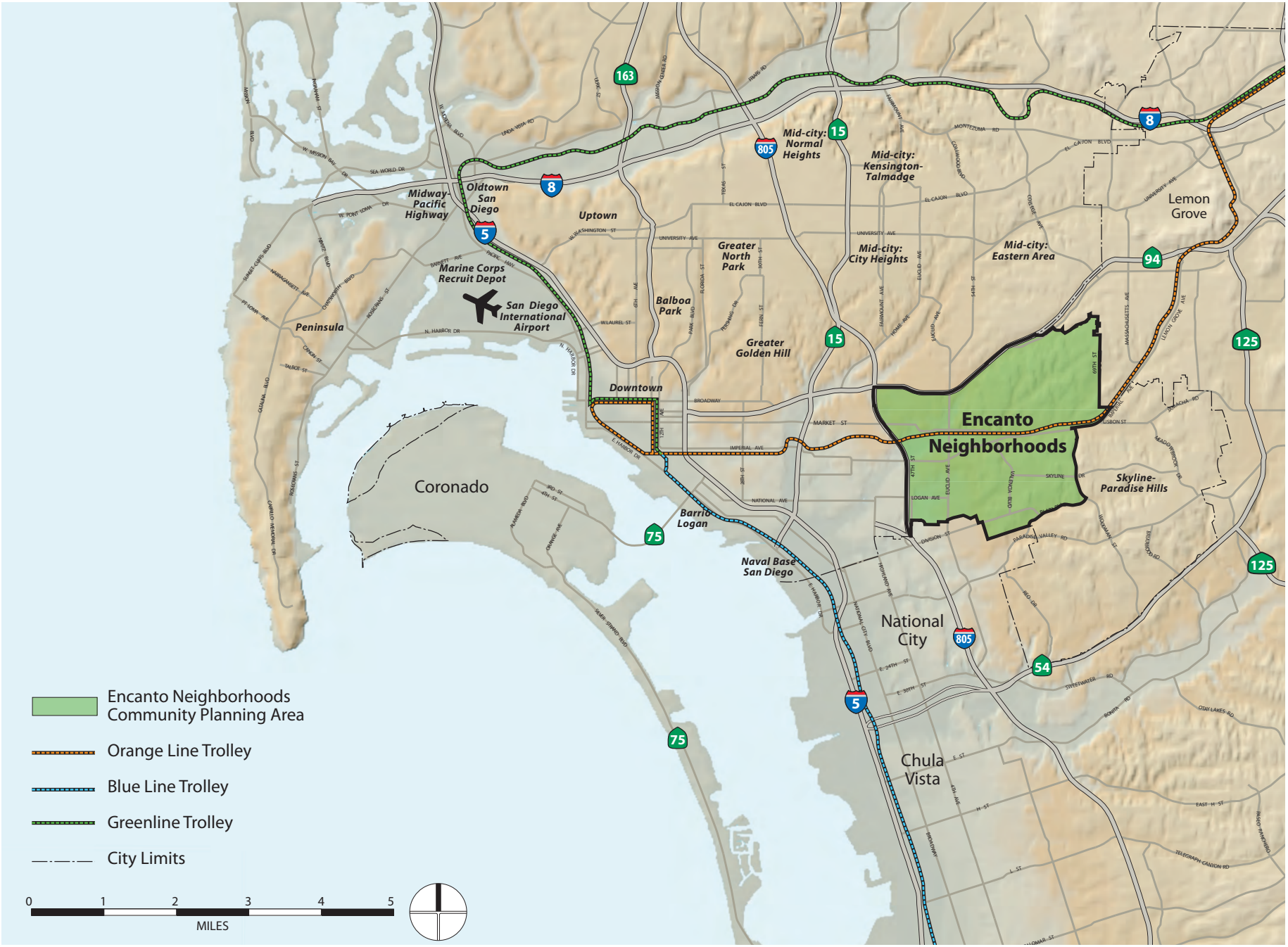
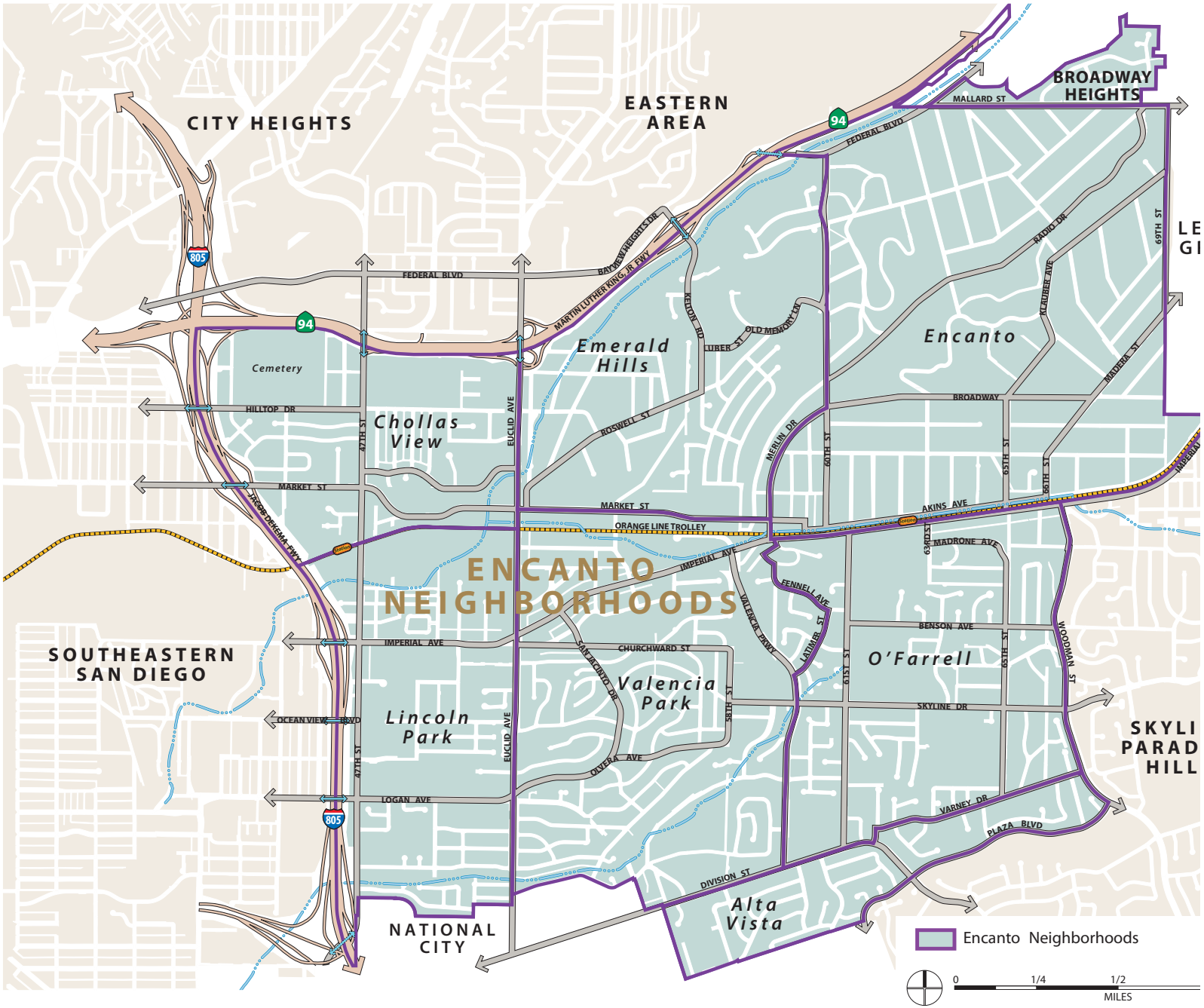


FIGURE 1-2: ENCANTO NEIGHBORHOODS PLANNING AREA AND NEIGHBORHOOD



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

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

Neighborhoods

Chollas View

Chollas View is bounded on the north by SR-94, on the south by the San Diego Arizona Eastern Railroad tracks (which also serve the San Diego trolley Orange line), on the east by Euclid Avenue, and on the west by I-805. The neighborhood derived its name from the abundance of the cholla cactus that covered the land.

In 1919, the Catholic Diocese opened Holy Cross Cemetery on 40 acres of land between 44th and 46th Streets north of Hilltop Drive. The cemetery provides a panoramic view to the north, east, and west. From 1941 to March 1942, nearly 40,000 families were in need of military housing in San Diego. In response to that need, the federal government eventually built more defense housing in San Diego than in any other American city. One of those projects was located in Chollas View neighborhood and was located between 44th and 45th Street and "F" and "G" Streets. The project was developed as duplexes, many of which remain today. In the 1950s a neighborhood began to develop around the war housing project south of Holy Cross Cemetery.

Emerald Hills

Emerald Hills is bounded on the north by SR-94 and Federal Boulevard, on the south by Market Street, on the east by 60th Street and Merlin Avenue, and on the west by Euclid Avenue.

The neighborhood is named after the Emerald Hills Country Club and Gold Course, established in the area in 1929 and sold to developers to be used for homes in 1958.

The area includes open space, including Radio Canyon, and a portion of Chollas Creek.

Lincoln Park

Lincoln Park is bounded on the north by the Orange Line San Diego trolley tracks, on the south by the City of National City, on the east by Euclid Avenue, and on the west by I-805.

Lincoln High School, named after Abraham Lincoln, continues to serve as a focal point for the neighborhood. The significant feature of this neighborhood is its abundance of land dedicated to public schools, the most dominate being Lincoln High School. The neighborhood also includes two elementary schools: Harley Know Elementary School and John F. Kennedy Elementary School.

The area contains a wide range of topographic features, including rolling hills, mesa tops and floodplains

Broadway Heights

Broadway Heights is bounded on the north and east by the City of Lemon Grove, on the south by Mallard Street, and on the west by Federal Boulevard.

The 140-lot subdivision known as Broadway Heights was approved in the late 1950s, and most of the homes were built around 1960. A smaller "Rancho Valle" 43-lot subdivision is located immediately to the east of the Broadway Heights subdivision.

The neighborhood is atop the highest peaks in the community with an average elevation of over 400 feet above sea level. The highest parcels are along Mallard Street, with the remainder of the neighborhood terraced down in the northern portion of the subdivision.

Encanto

Encanto is bounded on the north by SR-94 and Mallard Street; on the south by Imperial Avenue; on the east by the city of Lemon Grove and Broadway; and on the west by Federal Boulevard, 60th Street and Merlin Avenue.

In 1899, Abraham 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." The area contains a series of natural canyons and rolling hills. Radio Canyon, which cuts diagonally from the northeast to the southwest corners of Encanto, is a major natural open space system. Encanto is also home to the Encanto Cultural Fair, which annually brings thousands of people together to celebrate family, community, and culture.

Valencia Park

Valencia Park is bounded on the north by Market Street, on the south by the city of National City and Division Street, on the east by Valencia Parkway, and on the west by Euclid Avenue.

The area contains a wide range of topographic features including steep slopes and rolling hills, plateaus, canyons and floodplains .The highest point, located in the southern corner of the neighborhood, near 58th Street and Arroyo Avenue, provides a 360 degree view of San Diego. Valencia Canyon, located north of Valencia Park Elementary School, is a major natural open space.

O'Farrell

O'Farrel is bounded on the north by Imperial Avenue; on the south by Division Street and Varney Drive; on the east by Woodman Street; and on the west by Valencia Parkway, Latimer Street, Fennell Avenue, and Thrush Street.

The area contains a wide range of topographic features including steep slopes and rolling hills, plateaus, and canyons.

Alta Vista

Alta Vista is bounded on the north by Division Street and Varney Street, on the south by Mariposa Place and Plaza Boulevard, on the east by Woodman Street, and on the west by the city of National City.

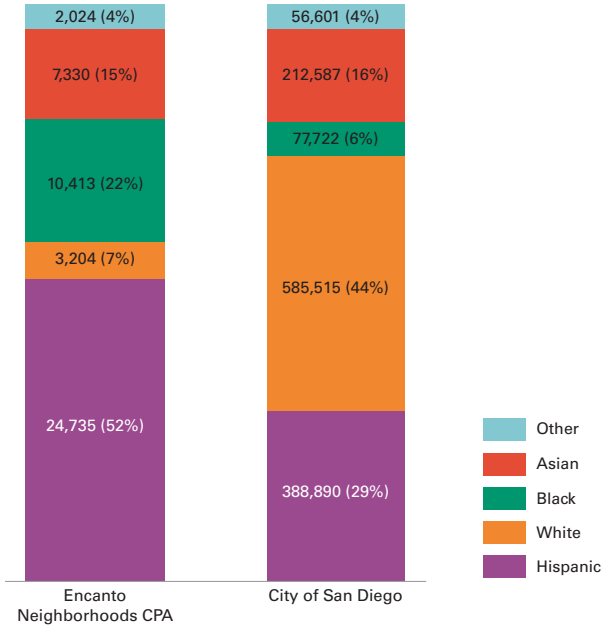
The subdivision known as "Alta Vista" was approved in the early 1960s, and was located in the western portion of the neighborhood. Development continued to the east during the mid-1970s and early 1980s. The neighborhood is made up of varied terrain, with two minor creeks running north/south through the western portion of the neighborhood.

Demographic Profile

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

Approximately 52 percent of residents in Encanto Neighborhoods 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.

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



Source: SANDAG Regional Warehouse Data, 2012.

1.4 Planning Framework

Plan Organization

The Encanto Neighborhoods Community Plan contains eight elements and an Implementation Section, and a Specific Plan for the designated Village Area around Euclid and Market. The chapters mirror the elements in the City's General Plan, as shown in Table 1-2 on page 1-12. 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, delineated Community Villages, 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: Historic Preservation describes education opportunities and preservation of significant historical resources.
- Chapter 10: Arts and Culture describes the artwork, music and other cultural expressions that express the community character and enrich the public realm.
- Chapter 11: 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.

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.

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, Guiding Principles 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 im¬proved 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.

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 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

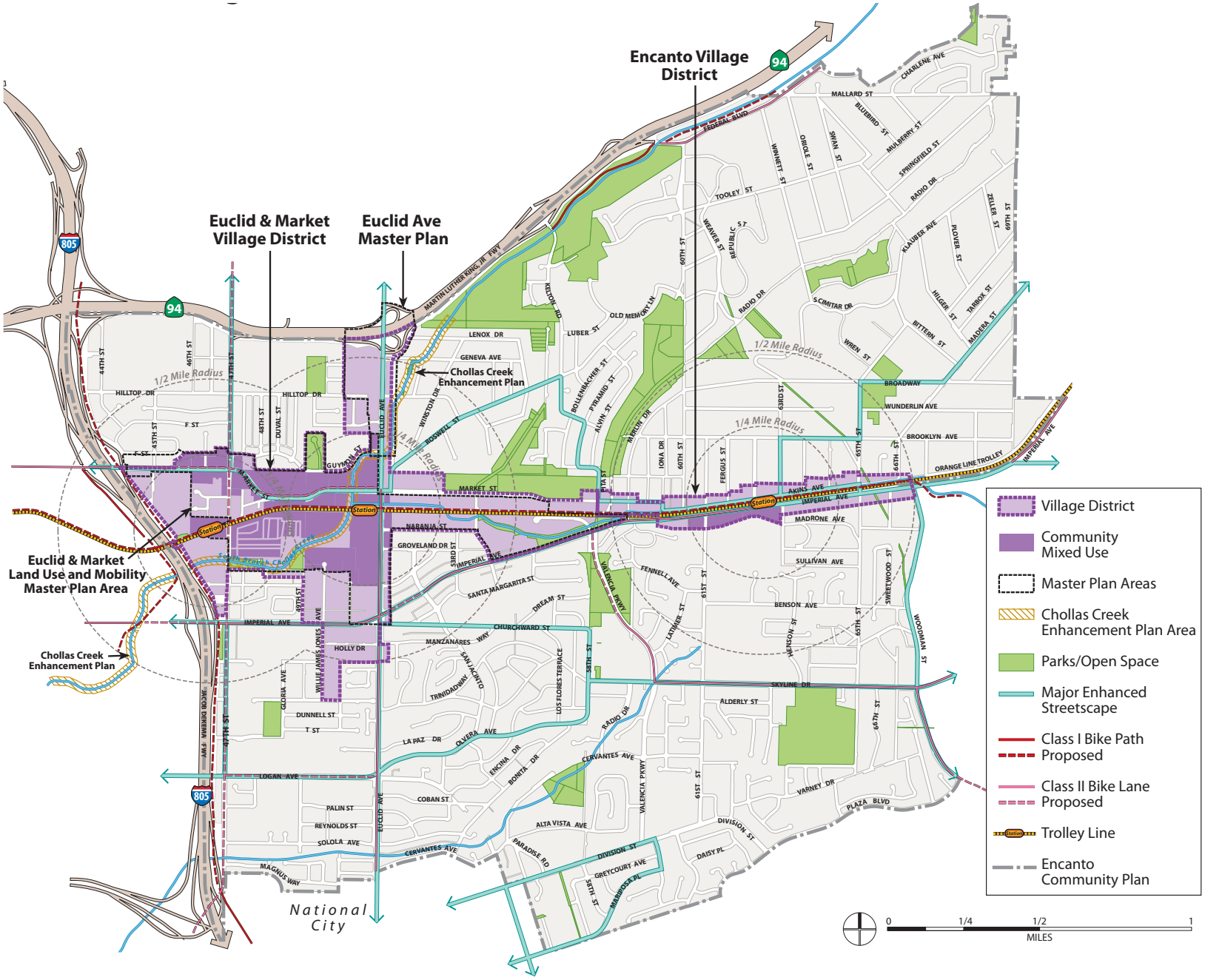
GENERAL PLAN GUIDING PRINCIPLES

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

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, Arts and Culture
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	Historic Preservation

FIGURE 1-3: PLANNING FRAMEWORK



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 space

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.

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.

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