



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 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 should not be considered a static 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.

Guidelines for implementation 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.

The Encanto Neighborhoods Community Plan update process unfolded in five phases:

- **Phase 1:** Evaluation of existing conditions and past planning studies which resulted in the creation of the Existing Conditions Report
- **Phase 2:** Community visioning and issue identification, undertaken collaboratively with community members and stakeholders that utilized the work that was completed in Phase 1
- **Phase 3:** Development of land use and transportation alternatives that explored various ways in which the vision could be achieved
- **Phase 4:** Evaluation of alternatives by community members to identify a preferred option. The preferred plan provided the bridge to development of detailed goals, policies and proposals in the Community Plan
- **Phase 5:** Preparation of the draft Community Plan, refined with community input before presentation to the Planning Commission and then City Council for final adoption

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.

Plan Organization

The Encanto Neighborhoods Community Plan contains eight elements and an Implementation Section. The Elements include: Land Use; Mobility; Urban Design; Economic Prosperity; Public Facilities, Services and Safety; Recreation; Conservation and Sustainability; and Arts and Culture. 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 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, noise, 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

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.

Community Vision

The Vision approved by the community is the basis of the Encanto Neighborhoods Community Plan. It summarizes the desired future realized as a result of its successful implementation and provides the Guiding Principles and in the Goals found within each Element.

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

The Guiding Principles provide the framework for the Plan goals, policies and implementation measures. They have been shaped by input from the community members and stakeholders, research into existing conditions and opportunities, enduring historical attributes and specific issues. They are based on community values and create the overarching goals that the Community Plan strives to achieve in the future.

1.3 Community Profile

Social and Historical Context

Encanto, which is also part of the South Chollas Valley (formerly part of Ex-Mission Rancho de San Diego de Alcalá) was decidedly rural in the late nineteenth and

early twentieth centuries. Encanto's development as a rural suburb of San Diego during this time is unique in the plan area: Encanto was a self-sufficient town, connected to the city by rail lines but isolated from the wild land speculation that had taken over the rest of the plan area. Encanto was annexed to the City of San Diego in 1916.

Encanto was part of Ex-Mission Lot Number 13, a 3,350.5 acre tract owned by Abraham Klauber. Klauber was a successful businessman who opened a general merchandise store called "Steiner and Klauber" at 7th and I Street (Island Avenue) in downtown San Diego in 1869. He had a country estate called "Klauber Park" (no specific address known and likely no buildings extant), which was in present-day Encanto. After the booming real estate market crashed in the late 1880s, Klauber platted and subdivided the land around his

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.

country house into ten-acre lots. His daughter Ella is credited with naming the subdivision Encanto, Spanish for “enchantment” or “charm.” The first subdivision map for Encanto was recorded in 1891, with another survey in 1892 and a third survey in 1893.

In 1907, the Richland Realty Company purchased 1,100 acres in Encanto and re-platted it into one-half, five- and ten-acre lots. They originally planned to name their new subdivision Richland, but ultimately called it Encanto Heights. The Richland Realty Company was owned by a group of people from Montana and named the streets in Encanto Heights after their investors in Montana. The new subdivision was the first suburban stop outside of San Diego on the San Diego, Cuyamaca and Eastern Railway line.

World War II and the postwar era was a period of major physical growth and change. Military build-up stimulated the economy and brought thousands to San Diego, but the resulting population boom also caused a severe housing shortage. With large tracts of rural land available so close to the center city, postwar developers quickly saw the potential to create new suburbs in the Chollas Valley to relieve the shortage. Many of these developers constructed speculative housing in their new subdivisions, typically using identical models with a few floor plan variations. Emerald Hills Estates (1957) is the best example of this type of housing tract constructed during the postwar period in the plan area, with Cinderella Ranch style homes lining its streets.

The postwar era also included important demographic shifts in the plan area. Restrictive zoning and discriminatory covenants in other parts of the city reinforced segregated living conditions that had begun in the 1920s. A few opportunities for racial integration did exist in portions of the plan area, though, especially near Encanto. 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.

Planning Boundaries

The Encanto Neighborhoods Community Planning Area encompasses 3,821 acres within the City of San Diego, and is located approximately five miles east of Downtown. The Planning Area 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. Several other community planning areas surround Encanto Neighborhoods: Mid-City to the north, Southeastern San Diego to the west, and Skyline-Paradise Hills 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 contained within the Encanto Neighborhoods planning area include Chollas View, Lincoln Park, Valencia Park, O’Farrell, Alta Vista, Encanto, and Broadway Heights.

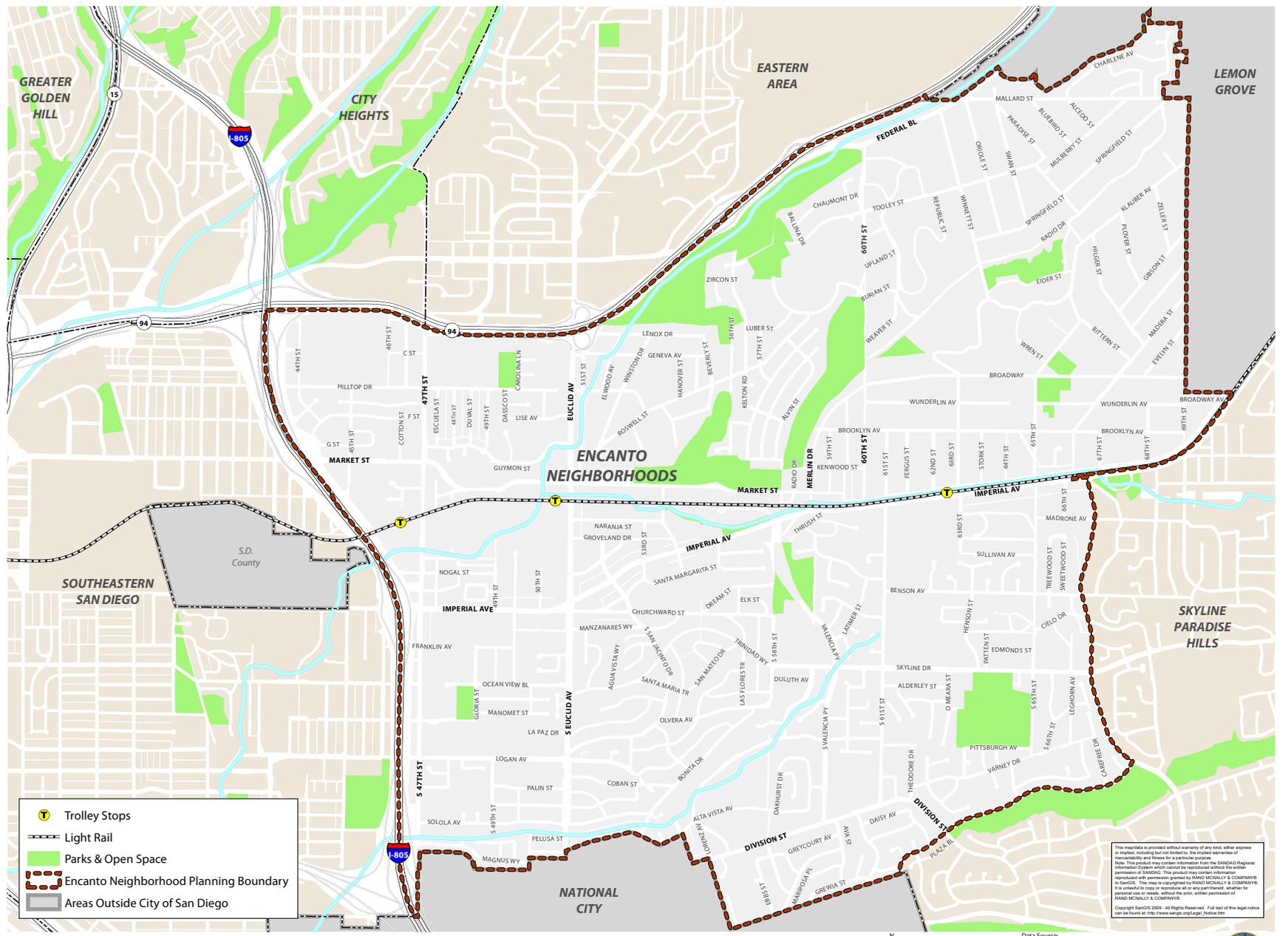
COMMUNITY FAST FACTS

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FIGURE 1-1: Regional Location



FIGURE 1-2: Encanto Neighborhoods and Surrounding Neighborhoods



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

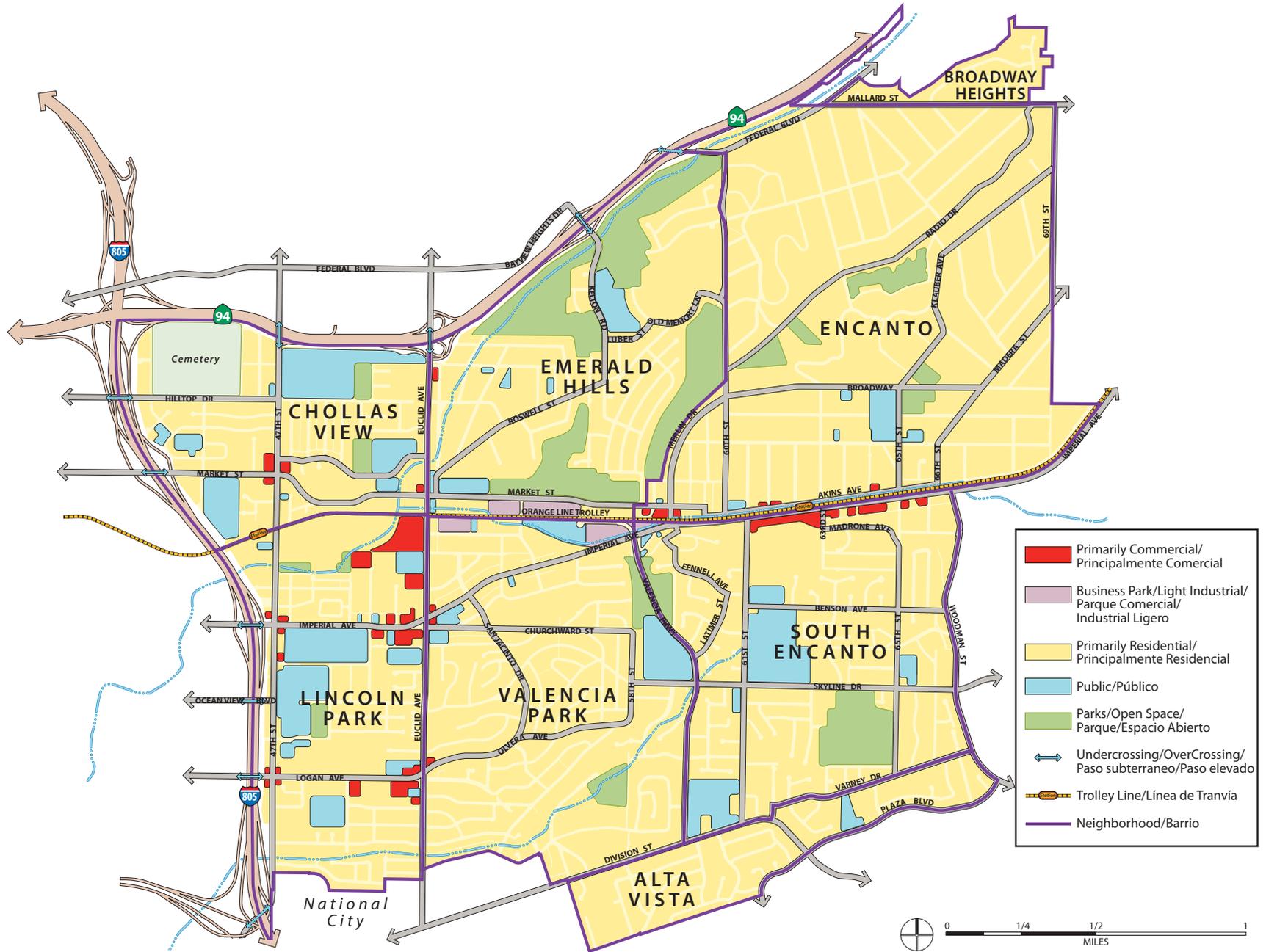
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Data Source:
City of San Diego, 2012; SanGIS Regional Data Warehouse, 2012; Dyett & Bhatta, 2012



FIGURE 1-3: Specific Encanto Neighborhoods and Planning Boundary



Demographic Profile

According to the San Diego Association of Governments (SANDAG) Regional Warehouse data Encanto Neighborhoods there was approximately 47,706 residents in 2012. Compared to the city overall Encanto Neighborhoods 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. According to the 2011 American Community Survey (Five-Year Estimates), two-thirds of the adult population (25 and over) have completed high school. Table 1-1 provides a snapshot of demographic characteristics in the Planning Area, as well as the City as a whole for comparison purposes.

Chart 1-1 illustrates the ethnic diversity of the community. Approximately 52 percent of residents in Encanto Neighborhoods are Hispanic compared with 29 percent citywide and 22 percent are Black compared with 6 percent citywide. Additionally, 15 percent of residents in Encanto Neighborhoods are Asian, and 7 percent are White. According to the 2011 American Community Survey (Five-Year Estimates), 57 percent of the population speaks a language other than English at home (primarily Spanish), including 32 percent who speak English “less than well.”

CHART 2-1: RACE AND ETHNICITY IN ENCANTO NEIGHBORHOODS AND SAN DIEGO (2012)

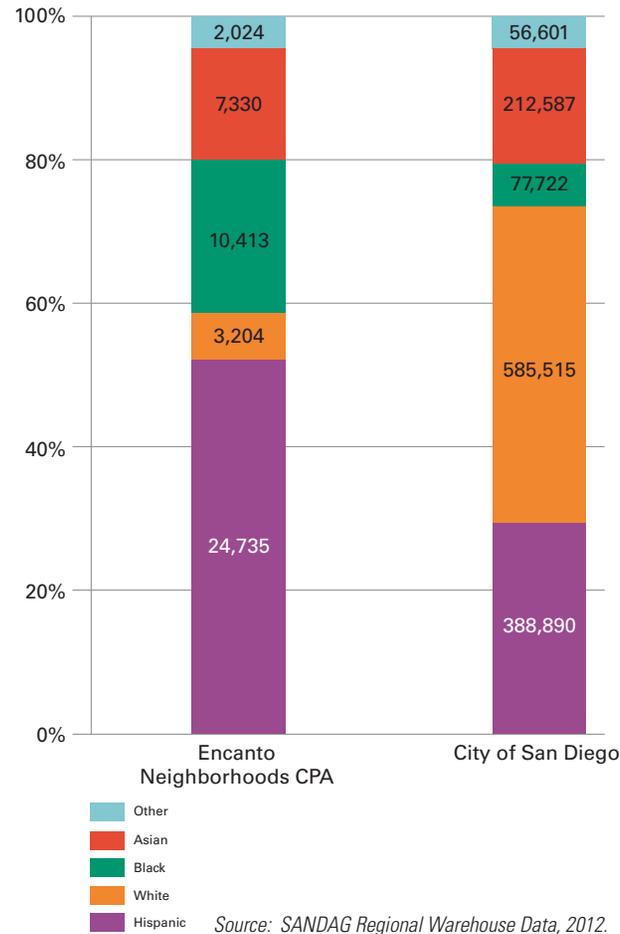


TABLE 1-1: HOUSEHOLD DEMOGRAPHIC CHARACTERISTICS (2012)

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

Source: SANDAG Regional Warehouse Data, 2012.

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. A Community Village designation has been identified in Encanto Neighborhoods, and additional information is included in the Land Use Element.

INSERT Table 1-2: General and Community Plan Elements

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.

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

Other Related Land Use Plans and Documents

In addition to this Plan, there are several other studies and adopted plans that 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 (Underway)

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.

The planning effort was coordinated with the Encanto Neighborhoods Community Plan update and concurrent study of traffic safety improvements for the State Route 94 interchange at Euclid Avenue, and was intended to complement recent efforts for the Euclid + Market Land Use and Mobility Plan, conducted for the area just south of the Euclid Gateway Master Plan area.

Chollas Creek Enhancement Program

Adopted in 2002, the Chollas Creek Enhancement Program expresses the community’s vision for Chollas Creek and includes detailed policies, funding strategies, and a phasing plan to guide the plan’s implementation. Chollas Creek is the natural drainage system that traverses 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.

In most of its branches, 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. During heavy winter storms, areas adjacent to the Creek may be subject to flooding.

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

Multiple Species Conservation Program, 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. A total of XX acres of land in the Encanto Neighborhoods is designated for preservation according to the MSCP Subarea Plan.

1.5 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 Encanto Neighborhoods. When using this Plan to develop projects or determine what uses are appropriate for a site, the applicable zoning regulations found in the City's Municipal Code along with the Encanto Neighborhoods Public Facilities Financing Plan should also be reviewed to ensure full implementation of this plan.

WORKING DRAFT

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