

Southeastern San Diego



Community Plan Update

Encanto Neighborhoods



Community Plan Update

Planning Commission Workshop

December 12, 2013



Workshop Overview

- **Background**
- **Existing Conditions**
- **Community Engagement**
- **Areas of Change**
- **Chollas Creek**
- **National Avenue Master Plan**
- **Euclid Avenue Master Plan**
- **Key Issues, Goals, and Incentives**
- **Discussion Topics**
- **Next Steps**

Background

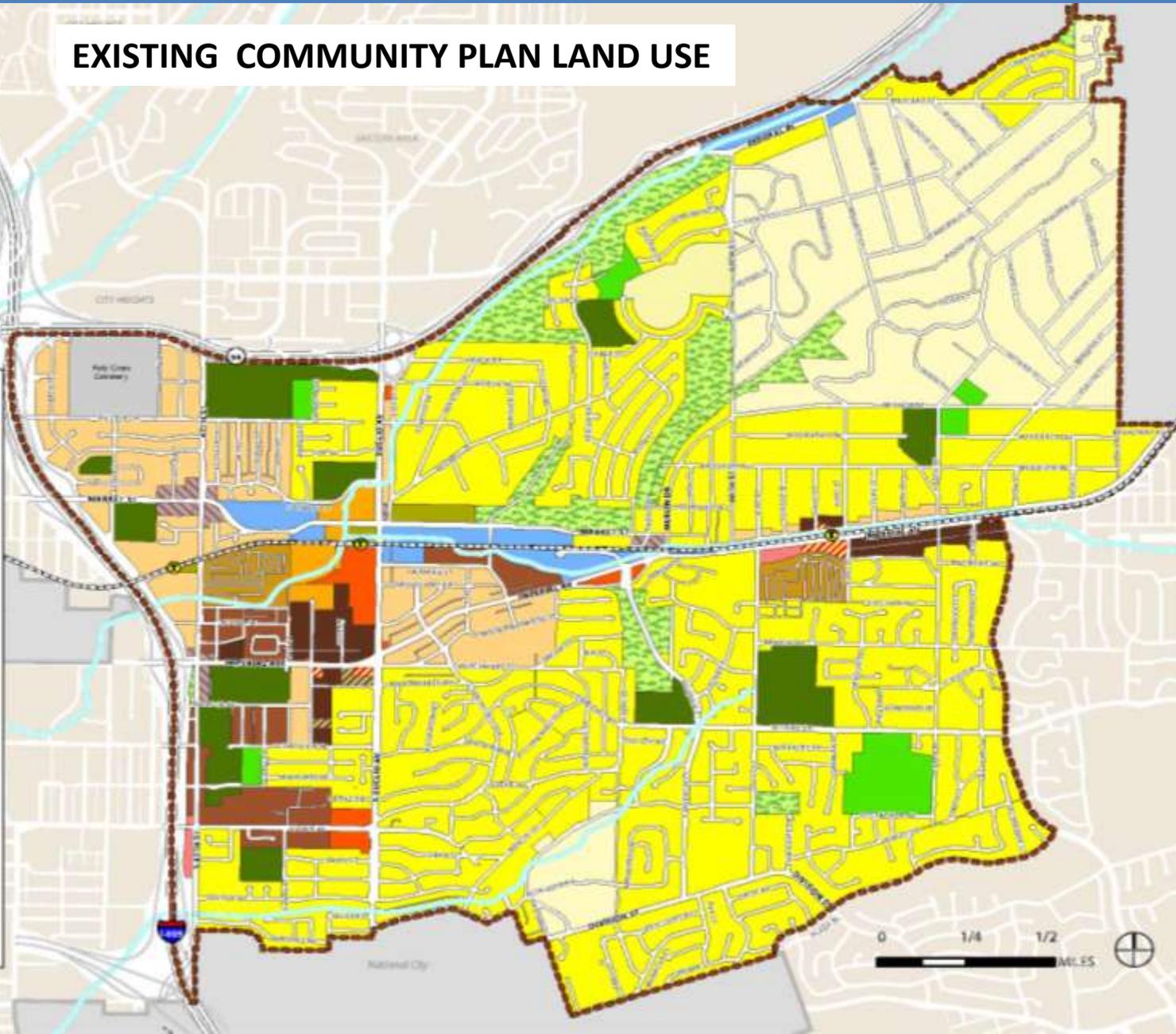
- **1987 Southeastern San Diego Community Plan**
- **Plan update will result in two community plans:**
 - *Southeastern San Diego*
 - *Encanto Neighborhoods*



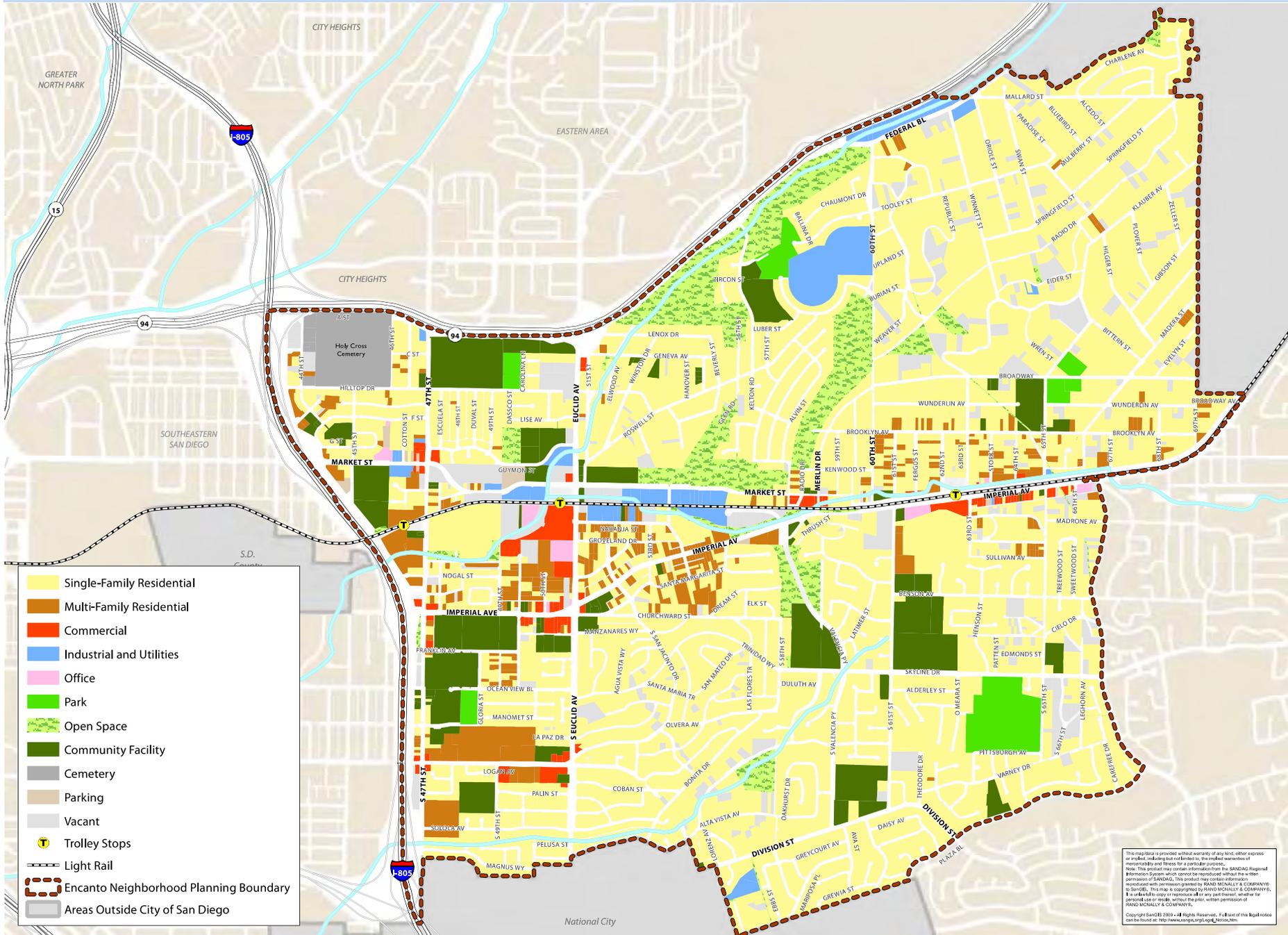
Existing Conditions: Encanto Neighborhoods

EXISTING COMMUNITY PLAN LAND USE

- Trolley Stops
- Trolley Line
- Single Family Res. (0-2 du/ac)
- Single Family Res. (0-5 du/ac)
- Single Family Res. (5-10 du/ac)
- Single Family Res. (10-15 du/ac)
- Single Family Res. (10-15 du/ac) Mobile Home
- Multi-Family Res. (15-17 du/ac)
- Multi-Family Res. (15-30 du/ac)
- Multi-Family Res. (30-44 du/ac)
- Neighborhood Village
- Neighborhood Commercial
- Neighborhood Commercial Residential Permitted (14-44 du/ac)
- Multiple Use
- General Commercial
- Community Commercial
- Specialized Commercial
- Business Park / Office Commercial
- Industrial
- Park
- Open Space
- Cemetery
- Institutional
- Schools/Public Facilities
- Encanto Neighborhoods Community Plan Boundary



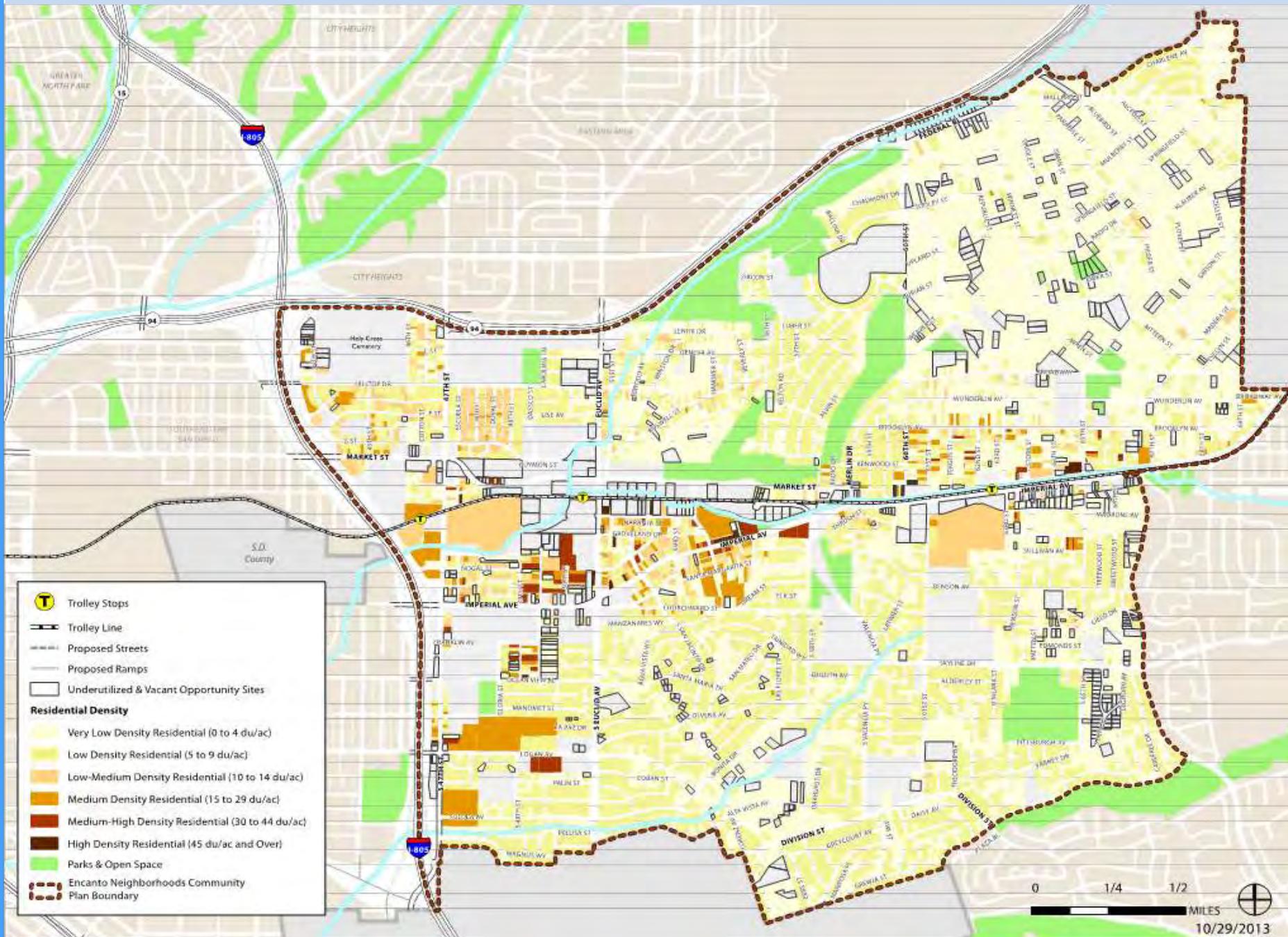
EXISTING LAND USES



- Single-Family Residential
- Multi-Family Residential
- Commercial
- Industrial and Utilities
- Office
- Park
- Open Space
- Community Facility
- Cemetery
- Parking
- Vacant
- Trolley Stops
- Encanto Neighborhood Planning Boundary
- Areas Outside City of San Diego

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RESIDENTIAL DENSITY AND UNDERUTILIZED SITES



Trolley Stops

Trolley Line

Proposed Streets

Proposed Ramps

Underutilized & Vacant Opportunity Sites

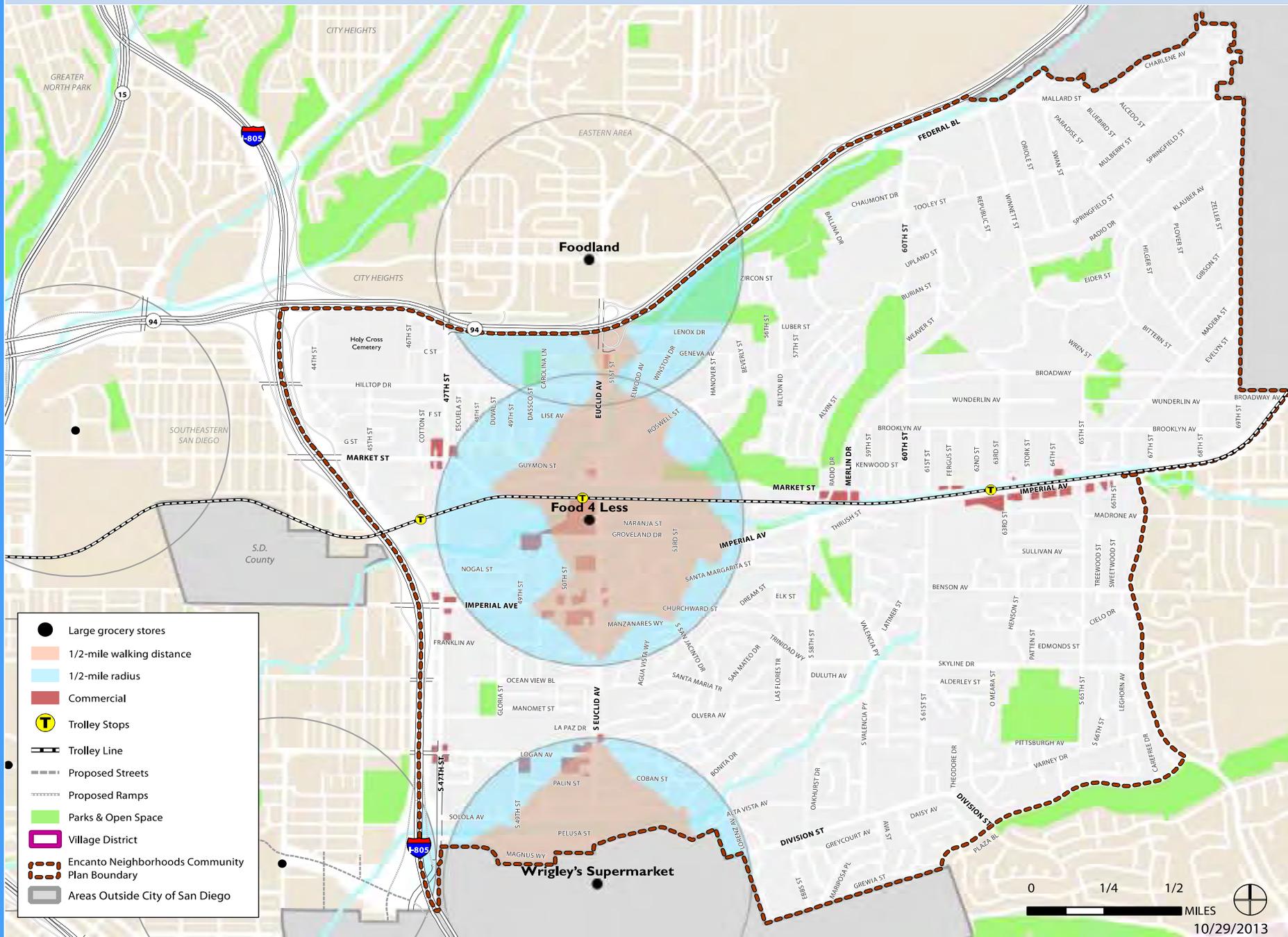
Residential Density

- Very Low Density Residential (0 to 4 du/ac)
- Low Density Residential (5 to 9 du/ac)
- Low-Medium Density Residential (10 to 14 du/ac)
- Medium Density Residential (15 to 29 du/ac)
- Medium-High Density Residential (30 to 44 du/ac)
- High Density Residential (45 du/ac and Over)

Parks & Open Space

Encanto Neighborhoods Community Plan Boundary

ACCESS TO COMMERCIAL SERVICES



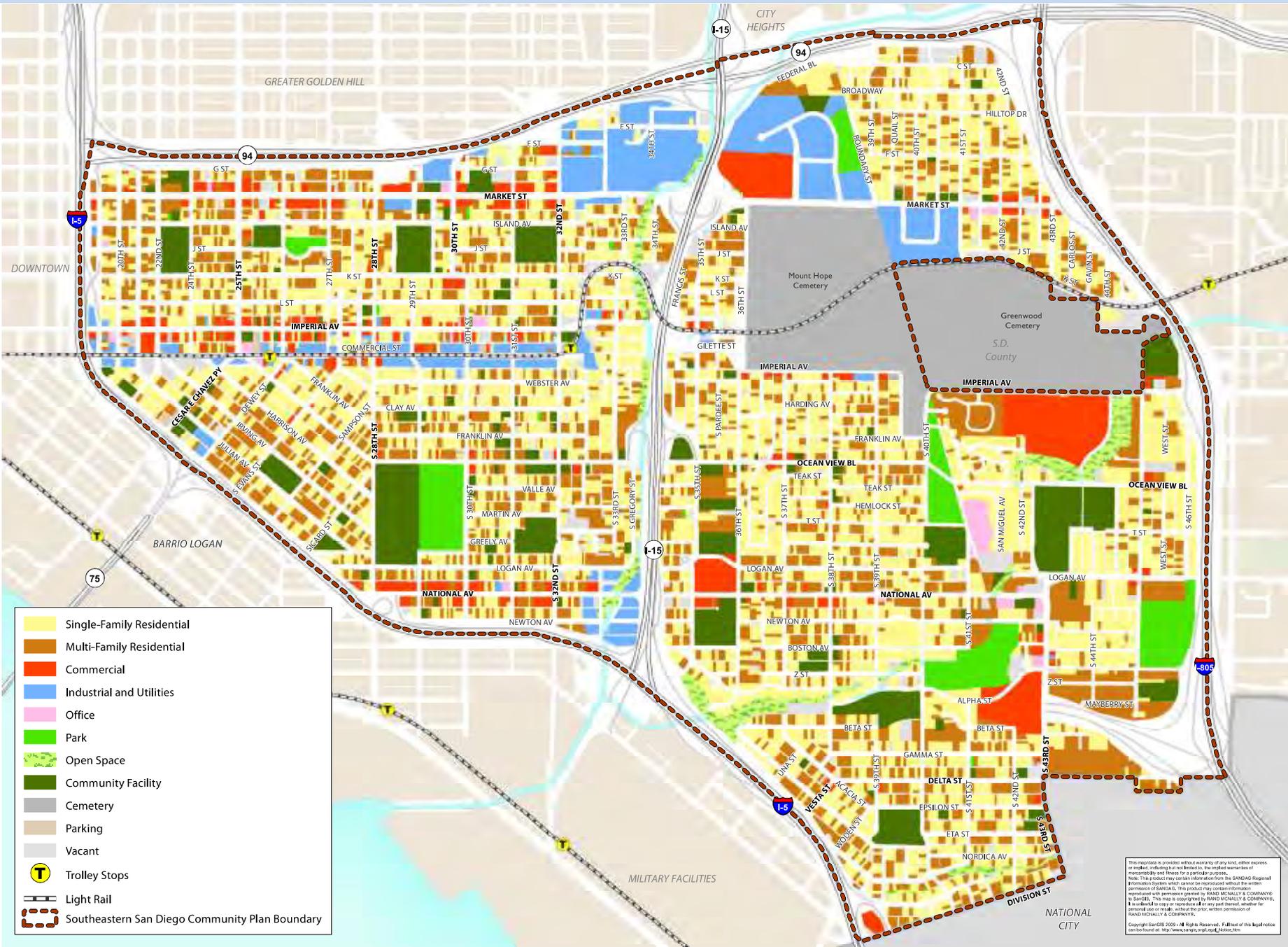
- Large grocery stores
- 1/2-mile walking distance
- 1/2-mile radius
- Commercial
- Trolley Stops
- Trolley Line
- Proposed Streets
- Proposed Ramps
- Parks & Open Space
- Village District
- Encanto Neighborhoods Community Plan Boundary
- Areas Outside City of San Diego

Community Identity

- **Multi-cultural community identity**
- **A sense of vitality**
 - *Expressed in art, culture, schools and other institutions*

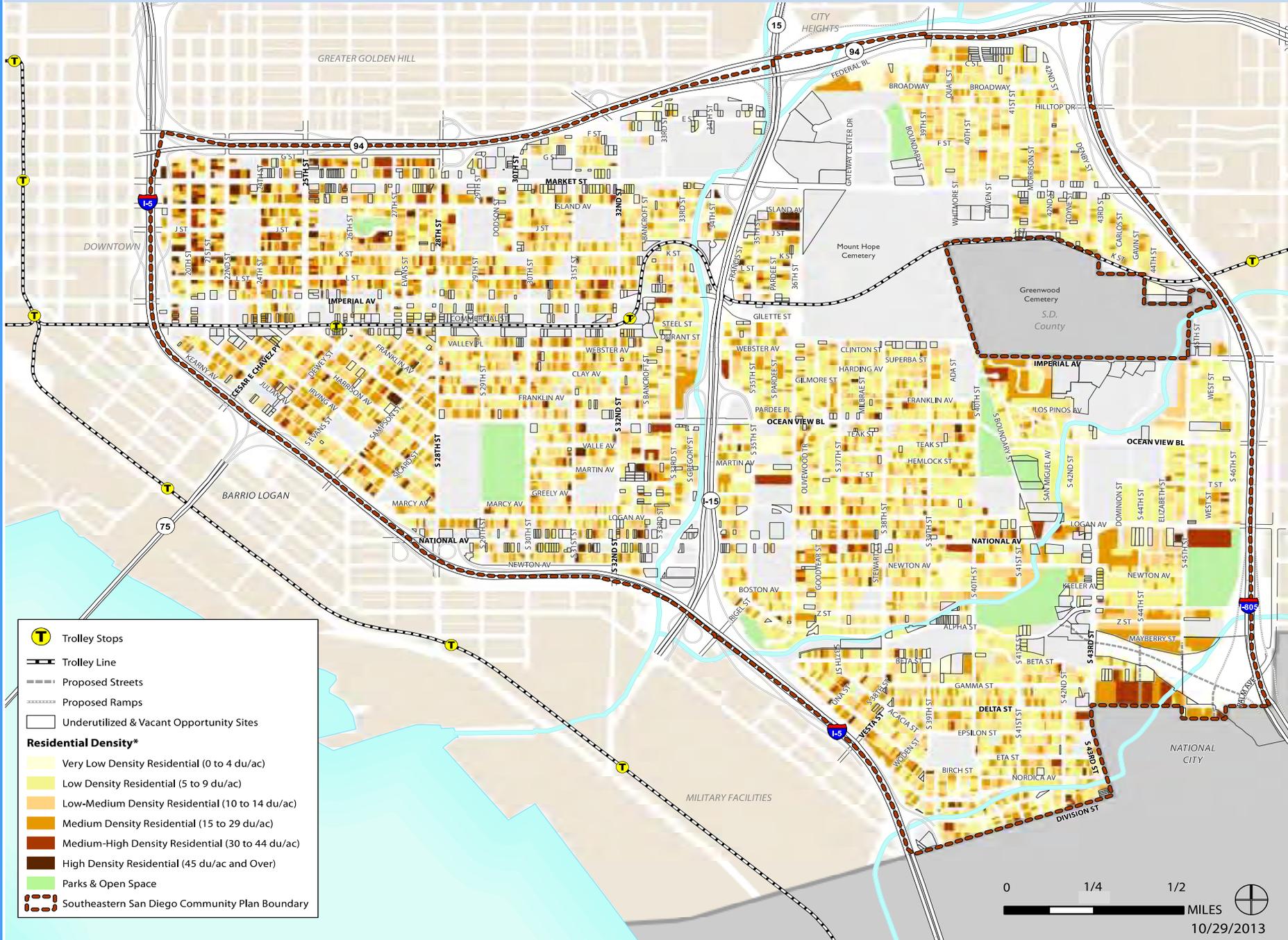


EXISTING LAND USE



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RESIDENTIAL DENSITY AND UNDERUTILIZED SITES



T Trolley Stops

— Trolley Line

--- Proposed Streets

--- Proposed Ramps

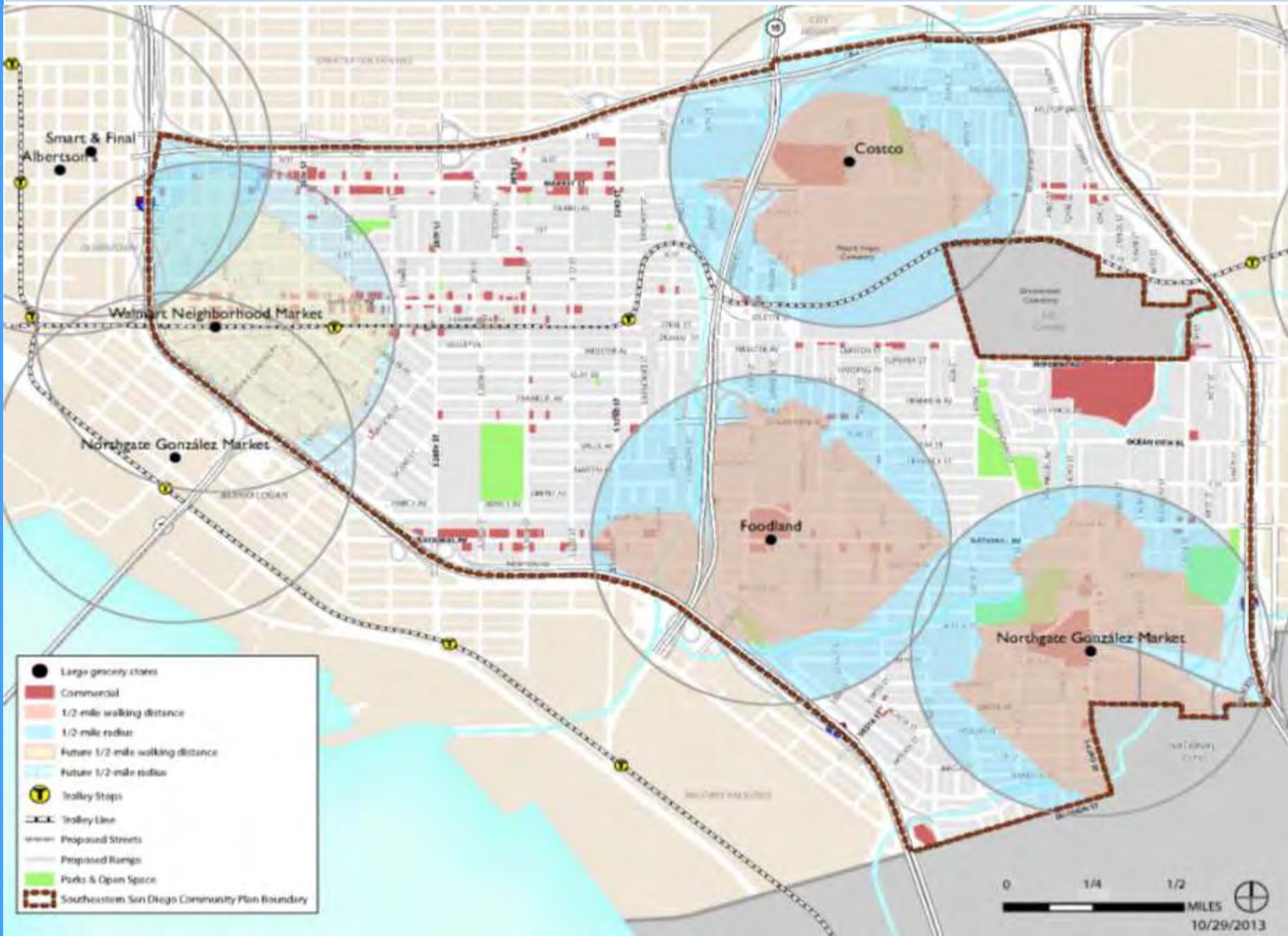
□ Underutilized & Vacant Opportunity Sites

Residential Density*

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- High Density Residential (45 du/ac and Over)
- Parks & Open Space

--- Southeastern San Diego Community Plan Boundary

ACCESS TO COMMERCIAL SERVICES



Catalyst Development: Comm22 – 22nd and Commercial

- **252 housing units**
 - *Senior and family affordable rentals*
 - *Supportive housing*
 - *Market-rate condos*
 - *Studios*
 - *Live/work lofts*
- **Commercial retail and office**
- **Child care facility**
- **Underground parking garage**
- **Public plaza**



Community Identity

- **Diversity creates the varied yet consistently rich flavor of the community.**
- **Vibrant arts and culture**
 - *Expressed on the street, in parks and plazas, and in private spaces*



Calpulli Mexihca at "Muertos" Procession



Villa Montezuma

Community Engagement

VISION AND GUIDING PRINCIPLES

COMMUNITY OFFICE HOURS

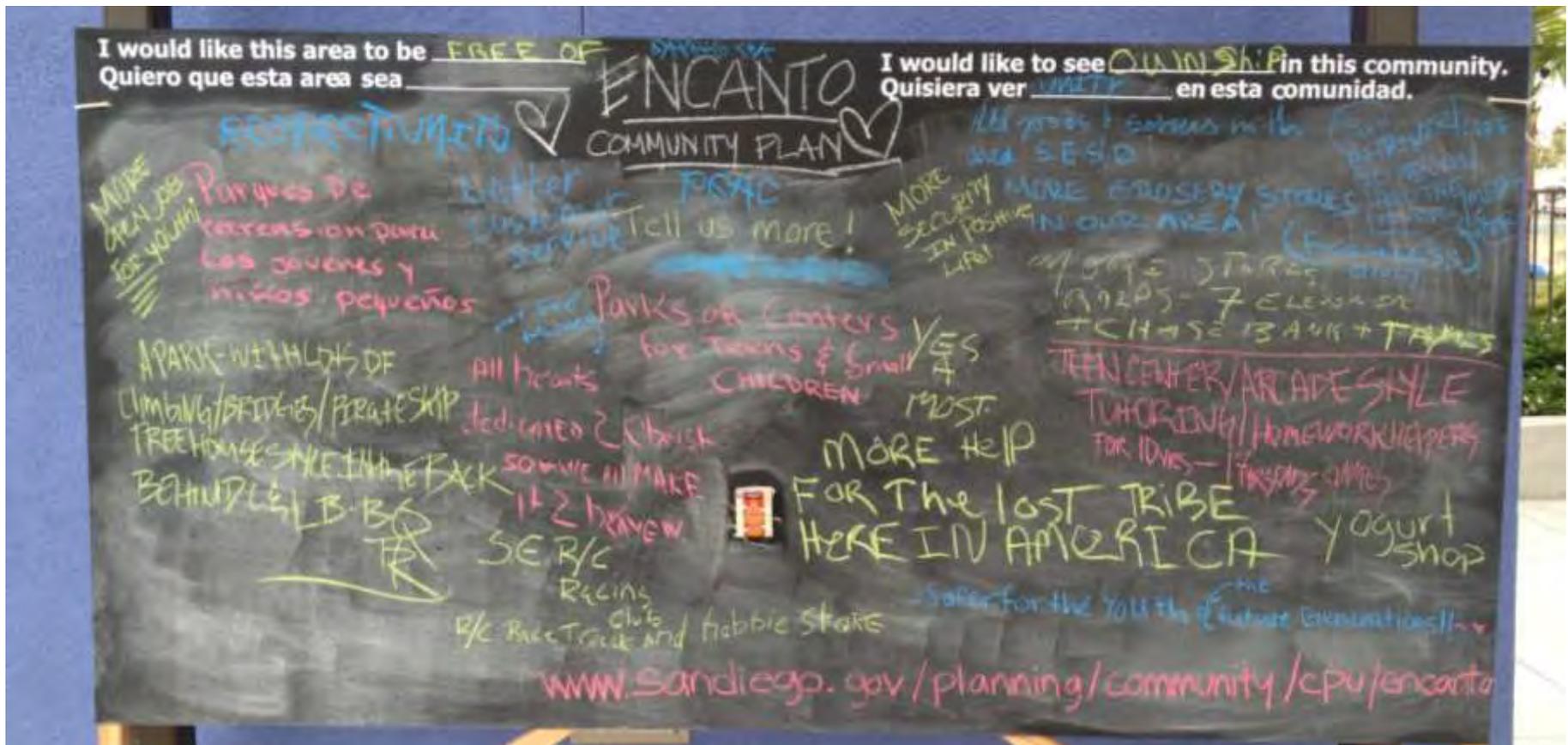
POP-UP OUTREACH

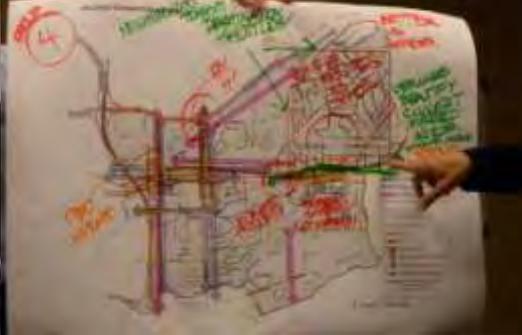
Vision and Guiding Principles

- **Start of outreach process**
- **Stakeholders worked in groups to create magazine covers for 2035**
- **Group headlines used as basis for Framework Planning Principles and Vision**



Pop-up Outreach and Community Office Hours





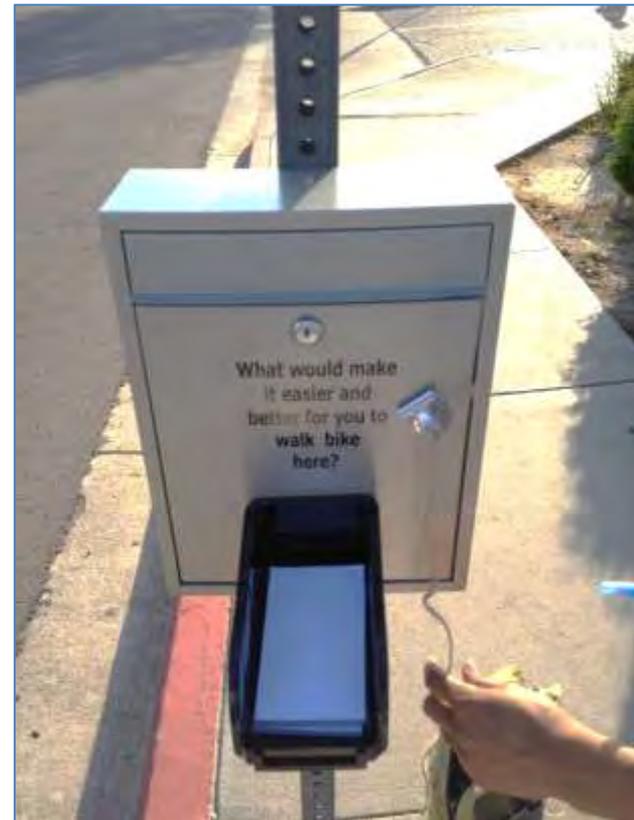
Pop-up Outreach Pop-Up Trees



Pop-up Outreach -Chalkboard Chat



Pop-up Outreach Suggestion Boxes

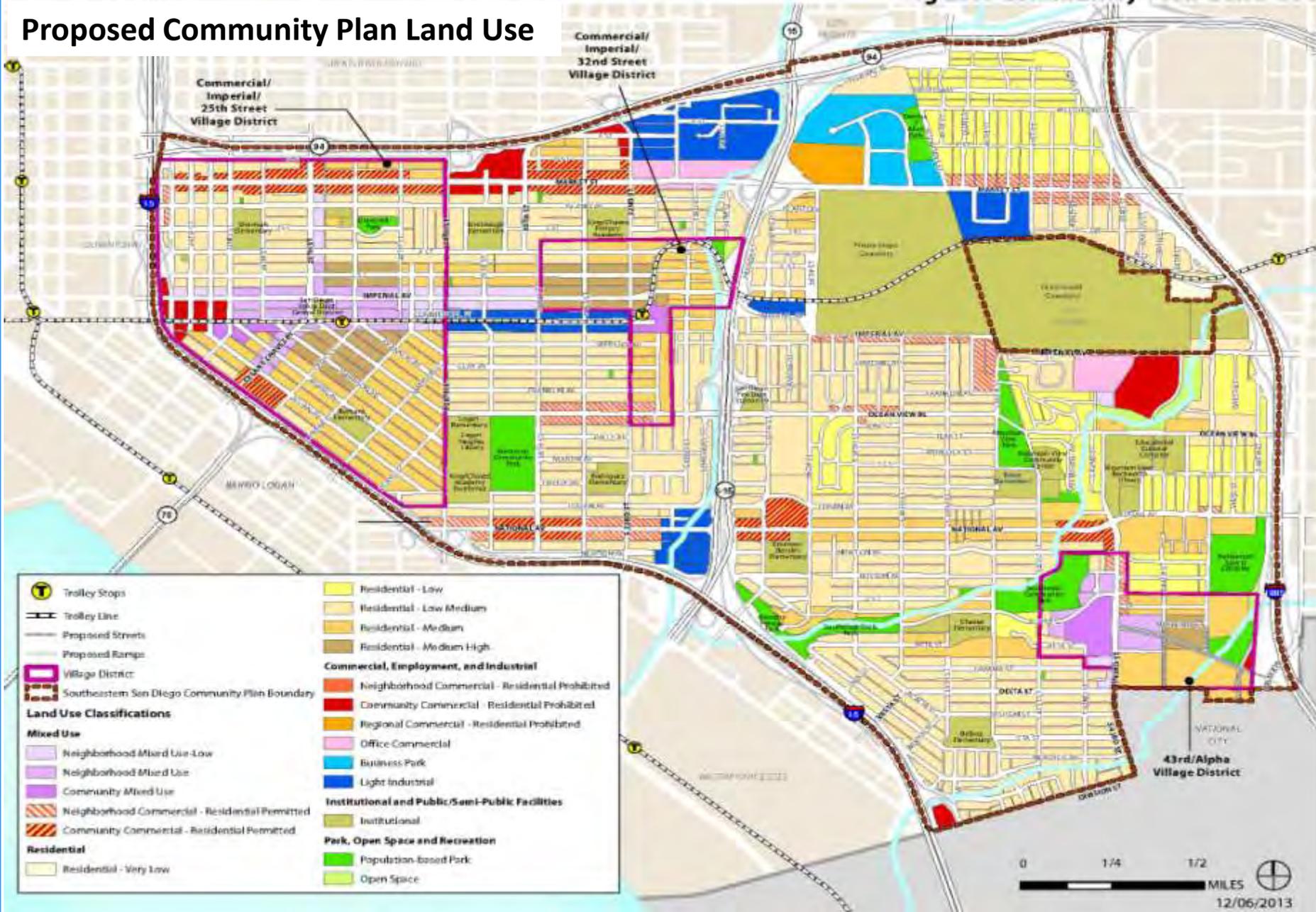


Pop-up Outreach

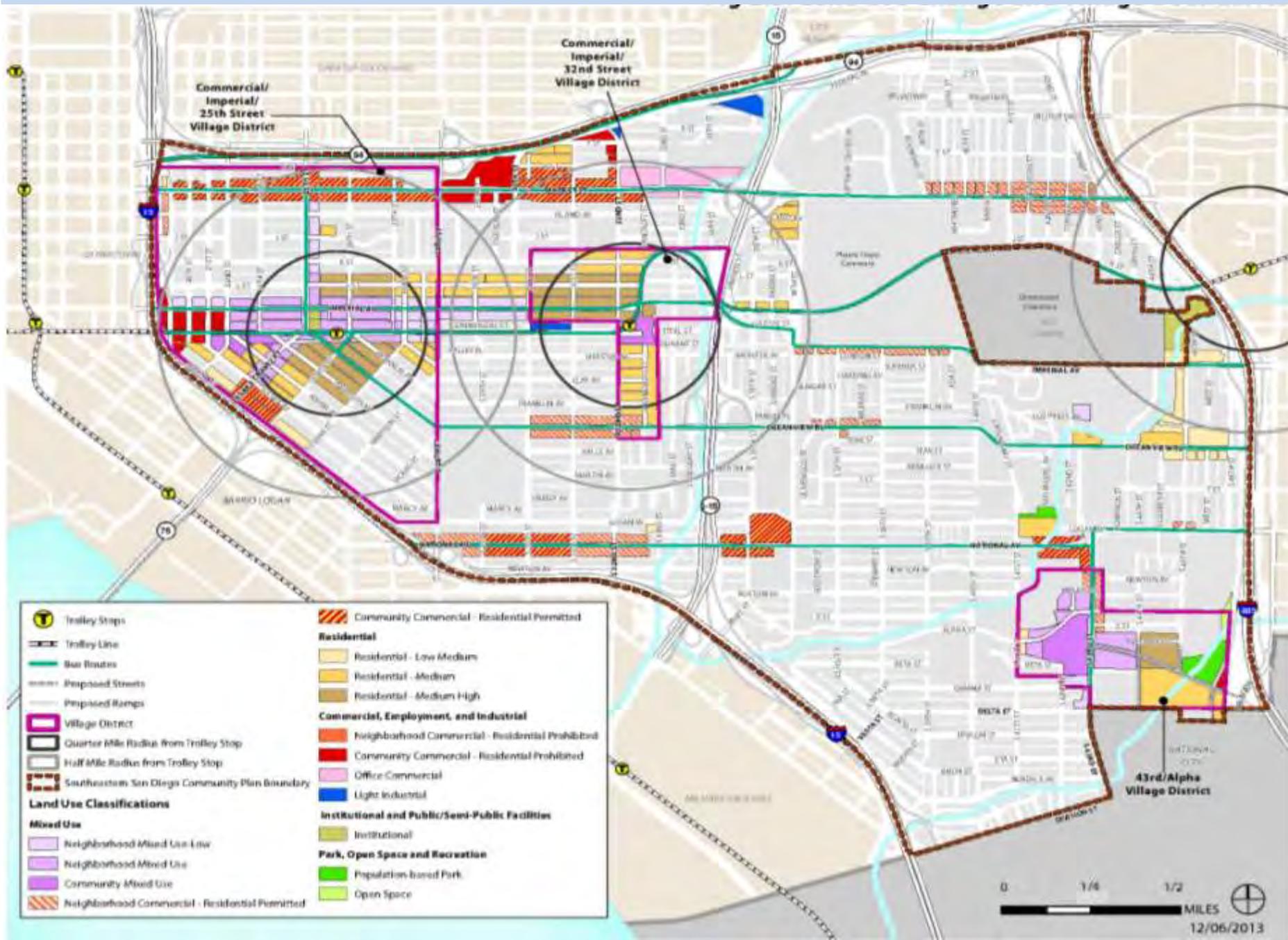
- **What we gained from the process**
 - *Validated much of what we heard at the CPG Meetings*
 - *Gathered some new ideas and specific suggestions*
 - *Created a space for people to express themselves*
 - *Fostered a good dialogue with passersby*
 - *Observed daily routines and activities of residents*

Areas of Change: Southeastern San Diego

Proposed Community Plan Land Use

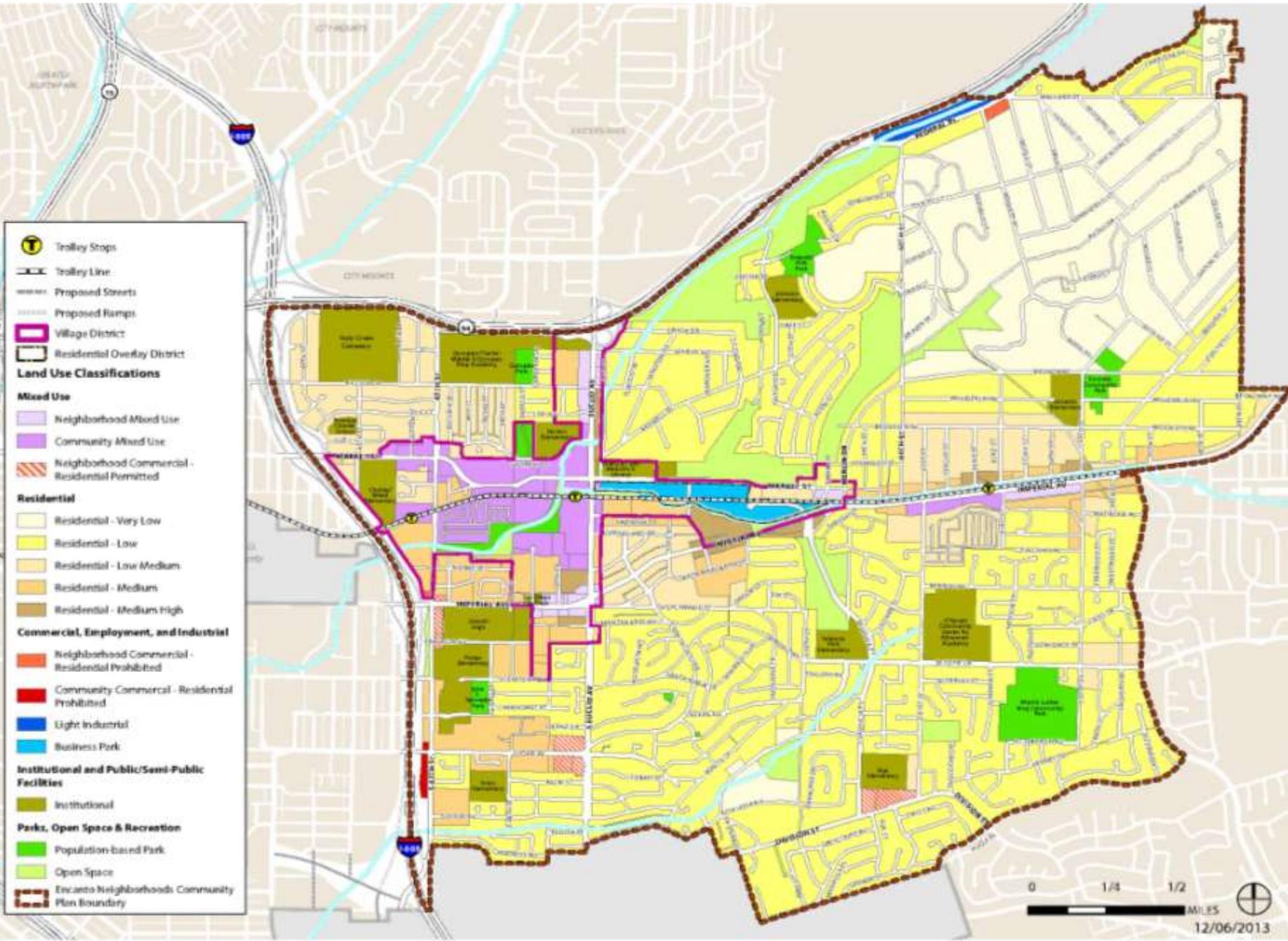


Southeastern San Diego Areas of Change

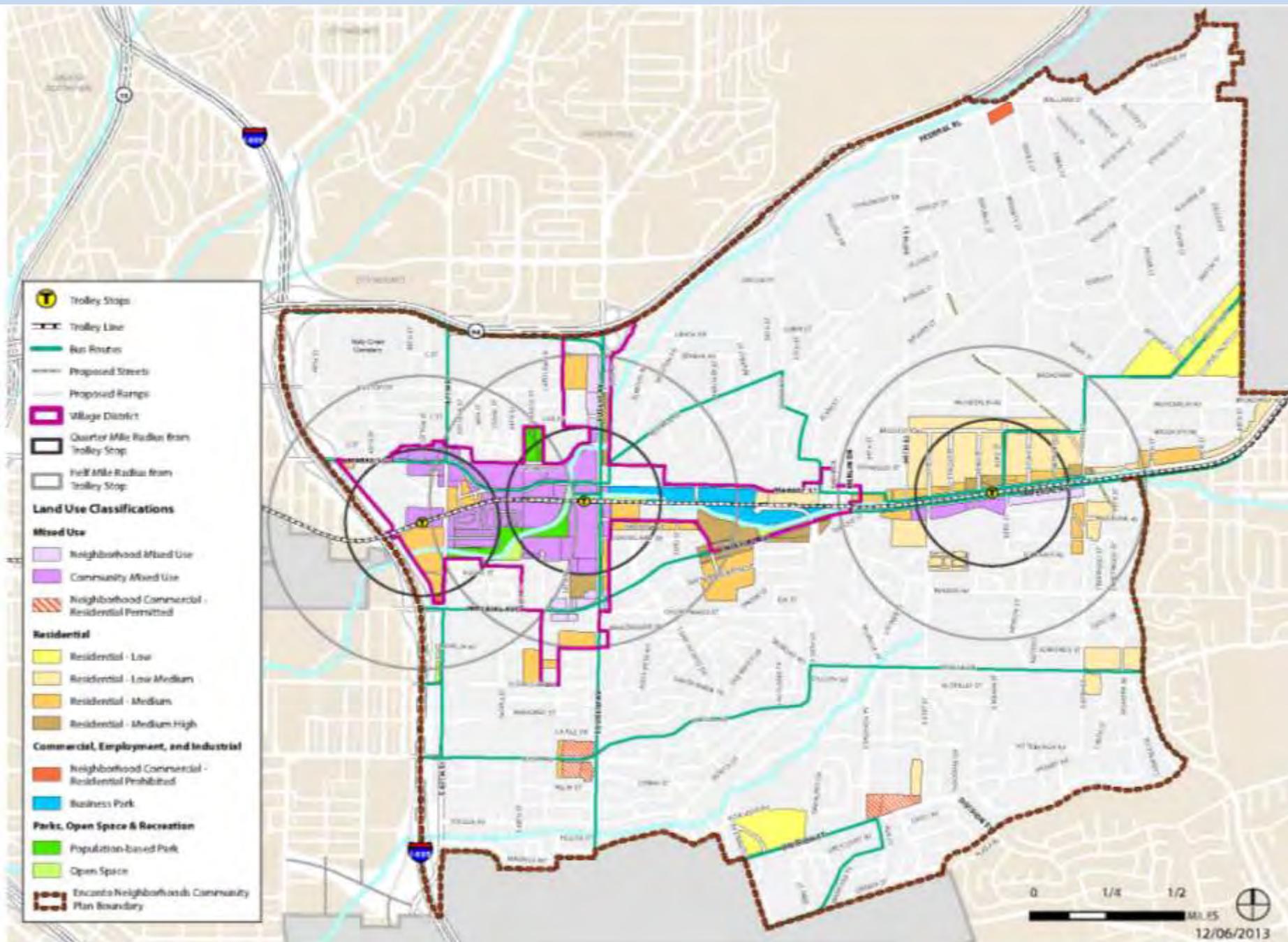


Encanto Neighborhoods Proposed Community Plan Land Use

Southeastern San Diego & Encanto Neighborhoods Community Plan Update

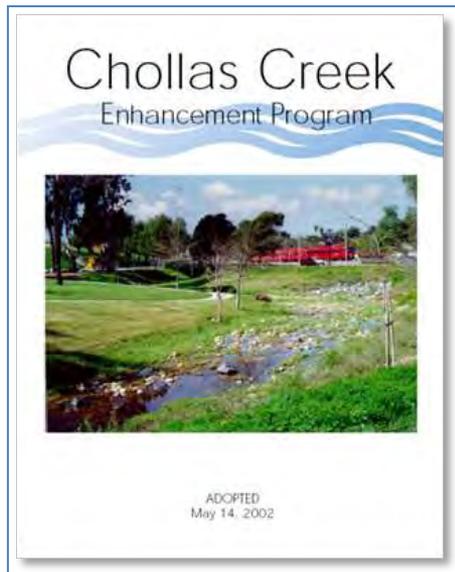


Encanto Neighborhoods Areas of Change

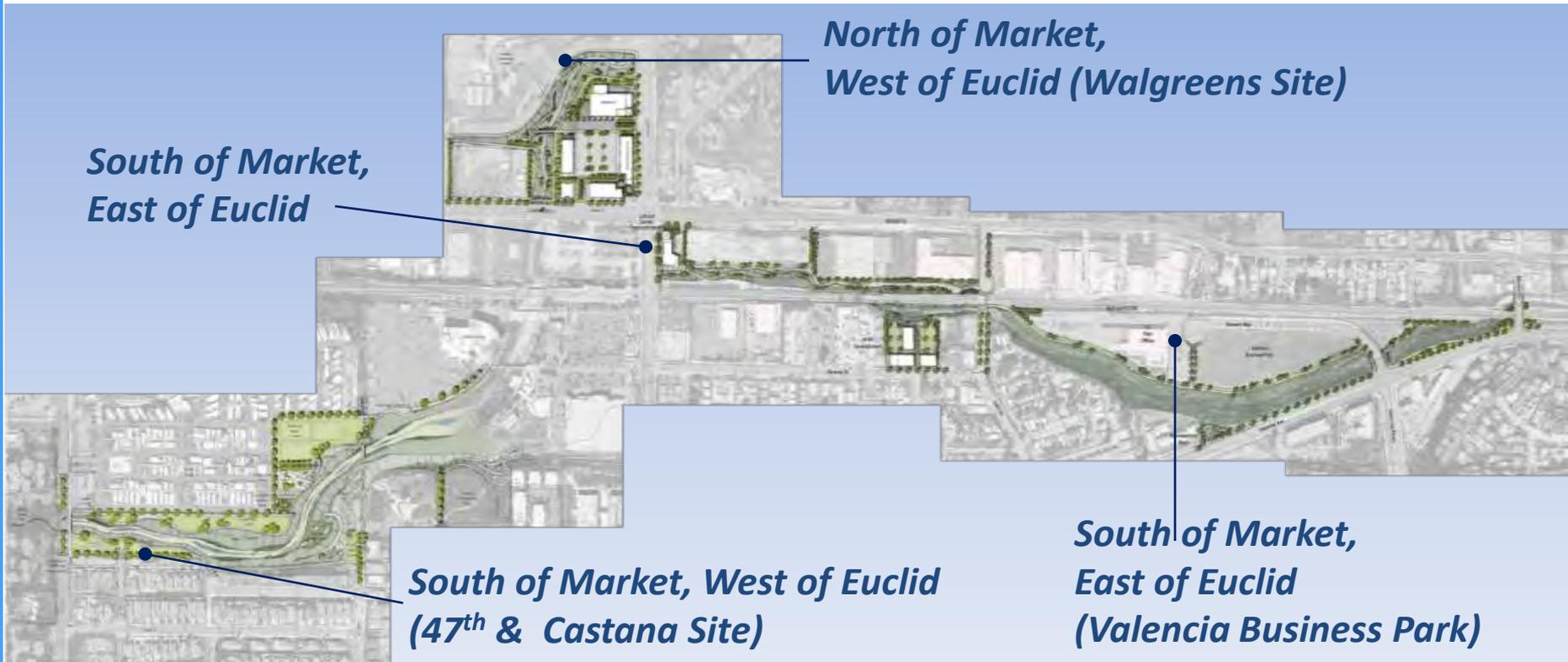


Chollas Creek Improvements

- **Multi-modal connections**
- **Passive use parks**
- **Improved water quality and habitat**
- **Community amenity**



Chollas Creek Concepts Developed for Encanto



*North of Market,
West of Euclid (Walgreens Site)*

*South of Market,
East of Euclid*

*South of Market, West of Euclid
(47th & Castana Site)*

*South of Market,
East of Euclid
(Valencia Business Park)*

Chollas Creek concepts

47th Street at Castana Street



Chollas Creek concepts

South of Market, West of Euclid



Draft National Avenue Master Plan

- **1.8-mile segment between I-5 and 43rd Street**
- **Recommend appropriate mix of land uses and building densities**
- **Balance the needs of all modes of travel**
- **Urban design concepts for five focus areas**



Land Use Goals and Recommendations

- **The Corridor will provide a mix of land uses that:**
 - *Maintains the existing feel of small block, high density, human scale development*
 - *Allows for a compatible range of neighborhood- and community-serving retail uses*
 - *Complements nearby institutional facilities*
 - *Improves recreation and trail opportunities*



Focus Area 1: Existing Street View East from 31st Street



Focus Area 1: Conceptual Street View



Focus Area 1: Bird's-eye View



Focus Area 2b: Existing View East from Newton Avenue



Focus Area 2b: Conceptual Bird's-eye View



Study Area 1-Existing Conditions



Study Area 1 – Proposed Development



Study Area 2- Proposed Development



Study Area 2-Existing Conditions



Study Area 2- Proposed Development



Study Area 2- Proposed Development



Key Issues, Goals, and Incentives

- **Village District and Transit Corridor future transit-supportive growth**
- **Sufficient Retail and Commercial Services**
- **Increased Employment Opportunities**
- **Sustainable Development Practices**
- **Multi-modal Improvements**
- **Co-location of Uses and Brownfields**
- **Outdoor Spaces, Recreation and Public Facilities**

Goals and Development Incentives

- **Focus future growth in identified Village Districts and along Transit Corridors through:**
 - *Flexible land use and streamlined zoning tools*
 - *Innovative financing strategies*
 - *Community Plan Implementation Overlay Zone (CPIOZ)*
 - *Leveraging Land Ownership*
 - **Jacobs Center (60 acres)**
 - **City of San Diego**
 - **Civic San Diego**

Discussion Topics

- **What level of specificity should be included in Village District Specific Plans?**
- **What are appropriate transit and retail supportive densities and intensities?**
- **How do we incentivize Transit-Oriented Development rather than Transit-Adjacent Development?**
- **How do these plans address the need for better pedestrian and bicycle facilities that balances the need to accommodate cars?**

Next Steps

- **Finalize land use scenarios and draft elements**
- **Initiate traffic modeling for proposed land uses**
- **Prepare zoning programs**
- **Refine draft community plan policies**
- **Creation of separate Facilities Financing Plans**
- **Preparation of environmental analysis**
- **January 2014 Community Workshop on draft elements**
- **February/March 2014 Planning Commission Workshop**
- **Completion of plans anticipated for Winter 2014/2015**

Comments and Feedback