

BACKGROUND

REGIONAL CONTEXT

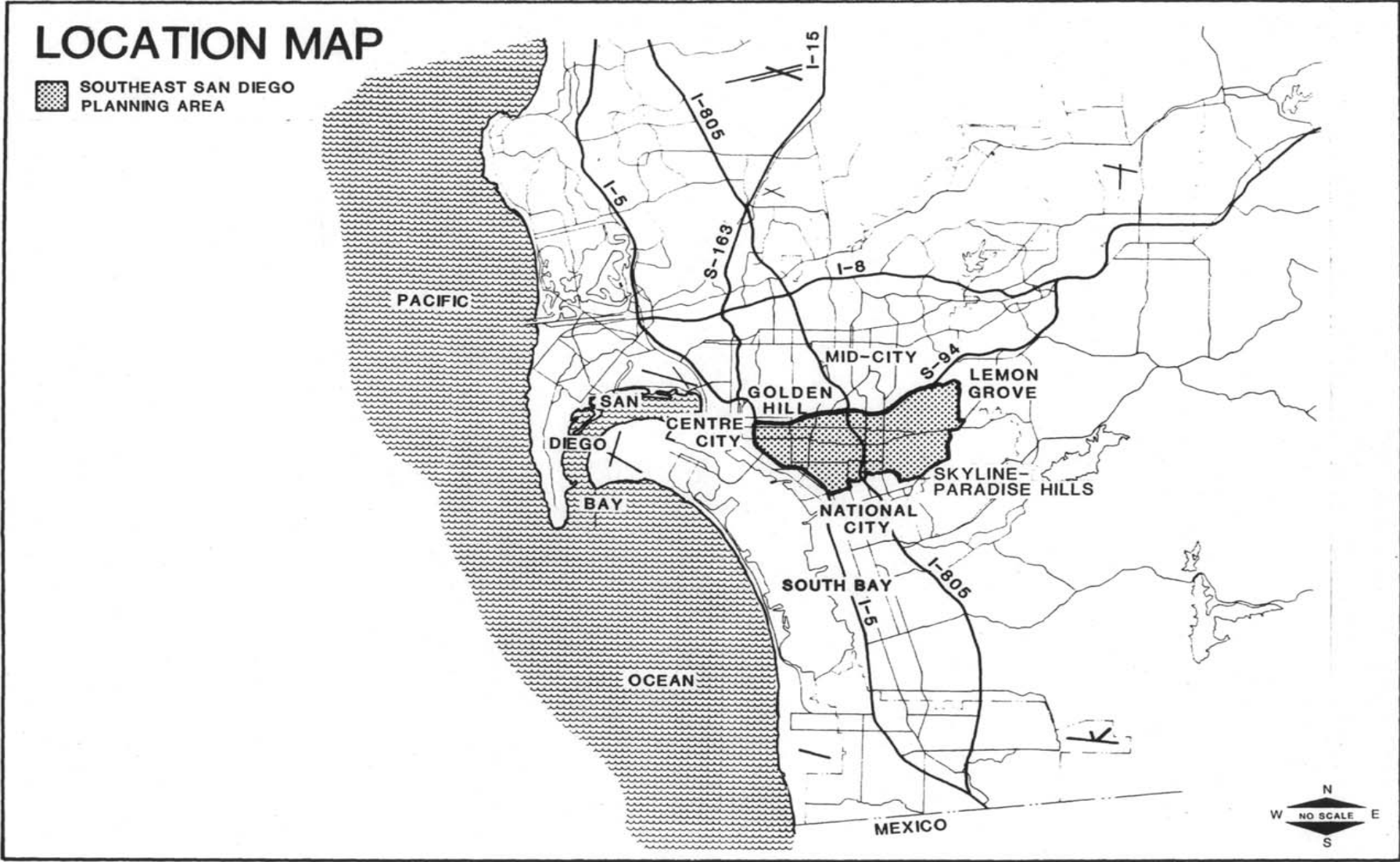
The Southeastern San Diego community lies south of State Highway 94, between the Centre City community and the city of Lemon Grove. Its southern boundary is formed by the limits of the city of National City and the community of Skyline-Paradise Hills. The western boundary of the community is defined by Interstate 5. The eastern and southeastern boundaries are formed by 69th Street, Imperial Avenue, Woodman Street and Division Street. The community is bounded by four City-designated community planning areas (Centre City, Golden Hill, Mid-City, and Skyline-Paradise Hills), two incorporated cities (Lemon Grove, National City) and some unincorporated county areas (Figures 1 and 2).

Land use in the areas surrounding the community are generally characterized by mixed industrial/residential areas lying south and west of the community, medium- to low density residential areas lying north and east and areas of low density, very-low density and undeveloped parcels lying south and east. On the west, the community adjoins the Centre City area.

Direct regional access to the metropolitan area is provided by two state and two Interstate freeways. The community is centrally located with respect to major employment centers in the South Bay, Centre City and northern San Diego. It lies near major recreation facilities in Balboa Park and San Diego Bay. It also has easy access to the major commercial areas of Centre City, Mission Valley and the South Bay. Although the community is divided by its freeways, the access that they provide to the metropolitan area and the central location that their presence in the community denotes could be a key resource for the community.

The General Plan designates Southeastern San Diego as an "urbanized" community. Such communities are defined as being largely developed, with public facilities in place. The thrust of the General Plan with respect to urbanized communities is to provide for the maintenance and limited expansion of public facilities, funded for the most part by the City's General Fund through the Capital Improvement Program.

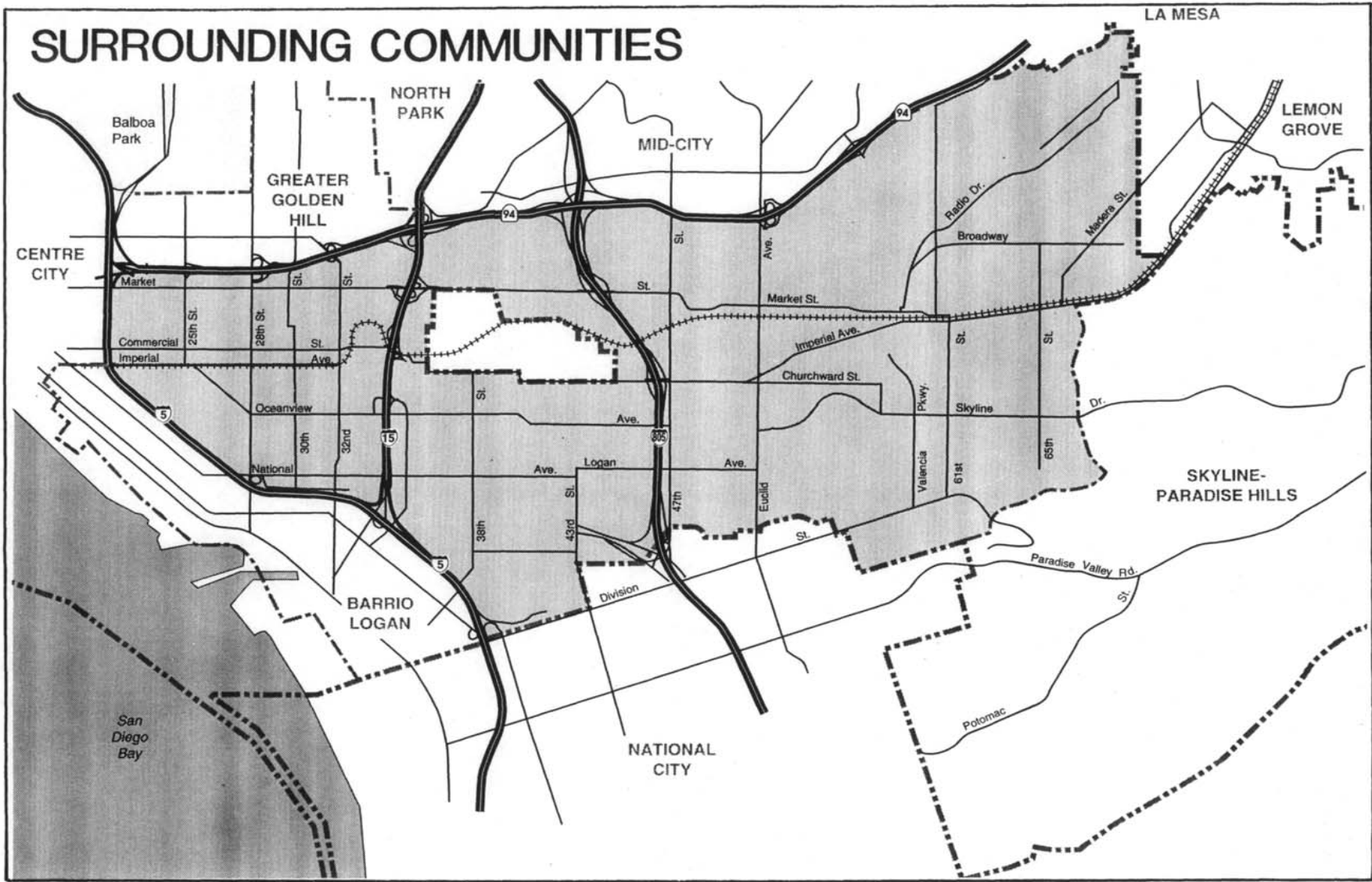
Development in urbanized communities is proposed by the General Plan to take place through infilling of vacant developable parcels. As an urbanized community with many such parcels, Southeastern San Diego is a prime location for such development, so long as it is consistent with the guidelines contained in this community plan.



SOUTHEASTERN SAN DIEGO

CITY OF SAN DIEGO · PLANNING DEPARTMENT

FIGURE 1



SOUTHEASTERN SAN DIEGO

CITY OF SAN DIEGO · PLANNING DEPARTMENT

FIGURE 2

PHYSICAL SETTING

The study area is comprised of a series of terraces which rise from just a few feet above sea level to over 400 feet above sea level in the east. Within the plan area, these terraces have been cut by streams into four highland areas. In the western portion of the community, the first of these highlands has a rolling appearance. This area contains a prominent knoll at 26th and "J" Street in Grant Hill.

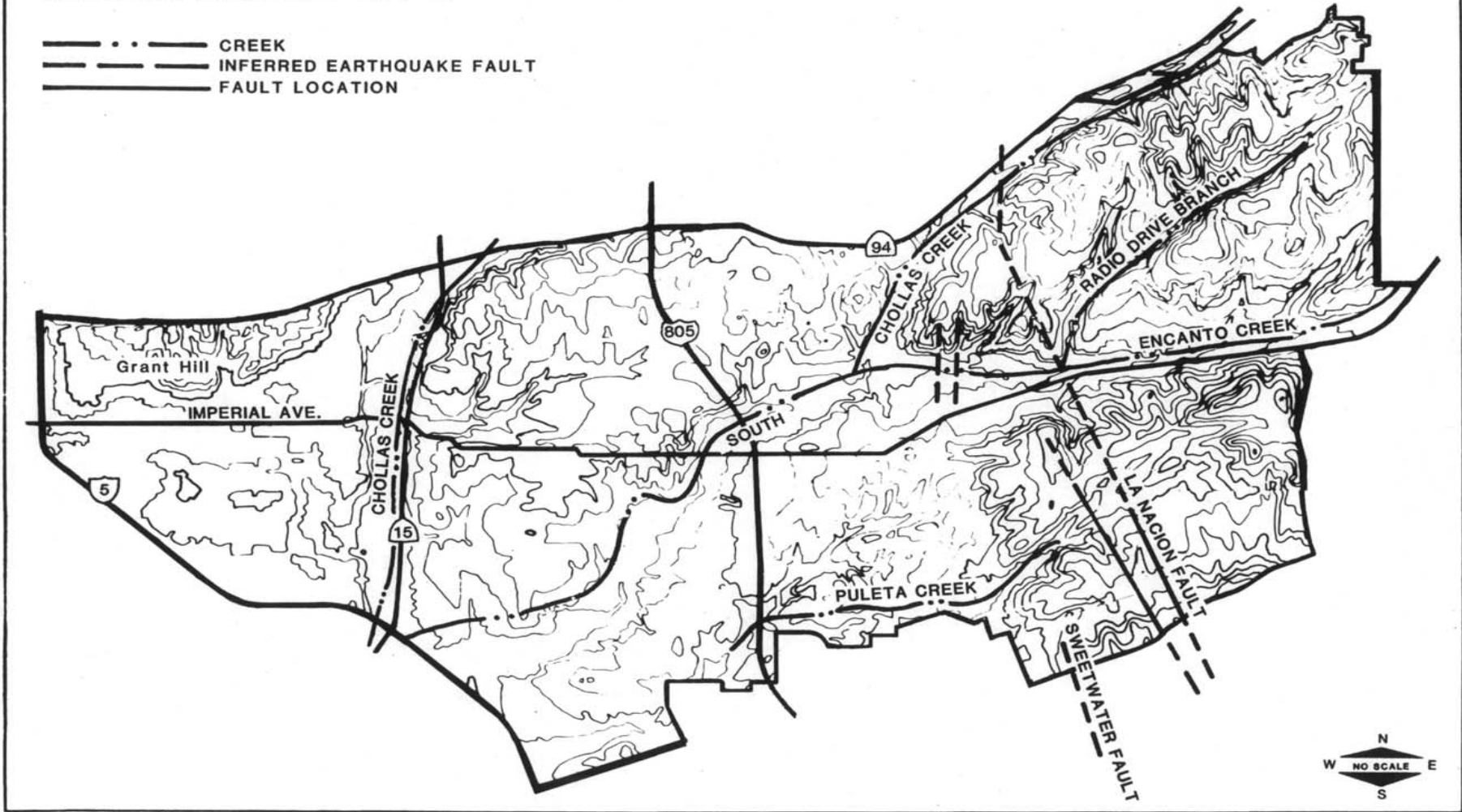
The central portion of the community is divided from the western portion by the Chollas Creek watercourse, which roughly parallels State Highway 15. The central portion has the flattest terrain in the community, descending from the lightly rolling second highland area in the north to a relatively level area in the south near the conflux of Chollas and South Chollas Creeks. Helix Heights and the shallow hillsides along the southern portion of the central area are notable topographic features.

The eastern portion of the plan area is characterized by higher elevations and steeper slopes. This portion of the plan area is bisected into two topographically comparable northern and southern parts containing the third and fourth highland areas of the community. The division between these uplands is formed by the Encanto Creek drainage.

TOPOGRAPHY, FLOODPLAINS AND EARTHQUAKE FAULTS

(CONTOUR INTERVAL- 25 FT.)

- CREEK
- - - INFERRED EARTHQUAKE FAULT
- FAULT LOCATION



SOUTHEASTERN SAN DIEGO

CITY OF SAN DIEGO · PLANNING DEPARTMENT

FIGURE 3

DEVELOPMENT CHARACTERISTICS

The Southeastern San Diego community has developed in a somewhat haphazard manner. This has happened in part because of the lack of a community plan, incomplete implementation of the adopted plan, and nonrestrictive zoning regulations during its formative years and in part because of the extensive freeway development within the community. As a result, many portions of the community are isolated from surrounding areas. Many community facilities are physically separated from the populations they are intended to serve. Some parks, schools and shopping areas are separated from their service areas by cemeteries, freeways, heavily traveled streets, drainage channels, canyons, undeveloped properties, and industrial areas.

The oldest portion of the community lies west of State Highway 15. This area developed prior to the application of present zoning regulations. It has a heavy intermixing of land uses. Its residential areas contain densities that are higher than those found in other parts of the community. Industrial and commercial uses are scattered throughout the area, with most activities existing within the Commercial Street-Imperial Avenue Corridor.

The central area of the community lies between State Highway 15 and Euclid Avenue. Development here took place after the advent of zoning regulations and is characterized by more distinct residential, commercial and industrial areas. Residential development is predominantly detached, single-family homes, or two homes on one lot. A considerable portion of the central area is devoted to cemeteries, which lie north of Imperial Avenue.

A marked change from the rectangular subdivision and commercial development takes place at Euclid Avenue. The eastern third of the community is characterized by a predominance of single-family homes on large lots. The eastern portion of Encanto is almost rural in nature.

The development characteristics of each neighborhood are more specifically described in the Neighborhood Element of the plan.

REDEVELOPMENT PROJECTS

Redevelopment, as established by the California Redevelopment Law, is a process which gives certain tools to the City of San Diego, the Southeastern Economic Development Corporation (SEDC) and property owners and tenants in Southeastern San Diego. SEDC is a public body which serves as the Redevelopment Agency and is governed by the City of San Diego. Once a redevelopment plan is adopted for a project area, the Redevelopment Agency (SEDC in this case) has broad powers under state law, except as limited by the redevelopment plan itself. The powers include the ability to acquire property and dispose of it for public and private development, to assist property owners in the rehabilitation and development of their properties, to undertake and pay for public improvements and to finance its activities through the issuance of bonds or other forms of borrowing.

The public purpose or goal behind the redevelopment process is the correction of conditions of blight in an area. This public purpose serves as the basis for permitting the Redevelopment Agency to acquire, through eminent domain, private property for lease or sale for private development and the spending of public funds to obtain private as well as public development. Certain controls or restrictions can also be imposed by SEDC to assure redevelopment of an area.

The redevelopment plan for an area is a development guide. In the case of the Southeastern San Diego community, a redevelopment plan can both supplement the guidelines of the community plan and can assist in the community plan's implementation.

The redevelopment plans contain general land uses and development controls, a full listing of Redevelopment Agency powers, a listing of public improvements to be provided, provisions for owner participation, and the proposed financing methods.

Redevelopment plans are adopted by first designating a survey area to study the need for possible redevelopment. This is followed by the adoption of a preliminary plan for a selected project area. Several months of detailed analysis will then result in the preparation of a redevelopment plan. In all cases, community businesses and residents are provided an opportunity to comment on the project. Following a public hearing which is noticed to all property owners by mail, the City Council may adopt the redevelopment plan, after which SEDC is charged with the responsibility to carry out the plan.

Activities associated with the implementation of a redevelopment plan could be commercial revitalization programs, code enforcement, rehabilitation, clearance of land for redevelopment and acquisition of land for public facilities or the assembly of sites for private development.

The Southeastern San Diego community contains four redevelopment project areas: Dells/Imperial, Mount Hope, Southcrest and Central/Imperial. Redevelopment plans have been approved for Mount Hope and Southcrest and preliminary plans have been prepared so far for the Dells/Imperial and Central/Imperial areas.

SOUTHCREST

The Southcrest Redevelopment Plan was approved in 1986 for a project area covering approximately 301 acres. This project is addressed in detail in the Neighborhood Element of this plan. The overall objectives of the Southcrest Redevelopment Plan are to:

- Promote revitalization of the economic and physical condition of the Southcrest community.
- Restore the character of Southcrest through development of the rescinded 252 corridor.
- Maximize employment opportunities for local residents through the creation of new commercial/business development.
- Promote owner participation agreements to ensure sensitive development throughout the Southcrest area.

MOUNT HOPE

The Mount Hope Redevelopment Plan was adopted in 1982. The project area consists of 160 acres. The redevelopment area contains two projects known as Gateway Center (east and west). The Mount Hope Planned District, providing special zoning or development regulations, was also approved in 1984 for part of the redevelopment project area.

The focus for redevelopment activity in this area has been the Gateway Center project, which covers 130 acres. This facility is planned for primarily industrial development, with a portion being set aside for commercial development. Gateway Center is essentially sold out and 300,000 square feet of industrial building was completed or was under construction as of 1987.

The success of Gateway Center has enabled SEDC to realize many goals. A few of those goals include:

- Increased business opportunities for community based companies.
- Creation of jobs for Southeastern residents.
- Enhancement of the overall economic base for the Southeastern community.
- Rehabilitation of existing businesses.

More information on the Mount Hope neighborhood is provided in the Neighborhood Element of this plan.

DELLS/IMPERIAL

The Dells Redevelopment Project area originally consisted of 68 acres southeast of State Route 94 and State Route 15. Later revisions to this plan removed the Dells Industrial Park, now known as Gateway Center West from this redevelopment area, but expanded the project area to cover roughly 900 acres or the western one-third of the entire Southeastern San Diego community.

As of the date of adoption of this plan, a redevelopment plan had not yet been adopted for this area. The Southeastern Economic Development Corporation continues to work with community residents and business owners to assess the needs of the revitalization of the Dells/Imperial

Redevelopment Project Area which is bound by State Route 94 to the north, State Route 15 to the east and Interstate 5 to the south and west.

A major concern is the protection of the many historical structures located in this area. In order to preserve important structures and the overall character of the neighborhood, SEDC is suggesting the creation of a historic district for Sherman Heights.

The other major community concerns include:

- Commercial and industrial rehabilitation along Commercial Street, Market Street and Imperial Avenue.
- Site assembly for new construction.
- Development of joint use opportunities along the East Line Trolley.
- Promotion of housing rehabilitation throughout the project area.

CENTRAL IMPERIAL

The Central Imperial Redevelopment area covers 288 acres, located east of Interstate 805 and centered in neighborhood of Lincoln Park and along the corridors of Market Street and Imperial Avenue. A redevelopment plan is in the process of being prepared by SEDC.

Central Imperial offers many development opportunities. The 157 Expressway, the Potter tract and property adjacent to the 62nd Street trolley station are just a few. Through a Memorandum of Understanding between the Metropolitan Transit Development Board (MTDB) and the Housing Commission, SEDC will seek development opportunities along the trolley corridor.

The objectives of the Central Imperial Redevelopment Plan are to:

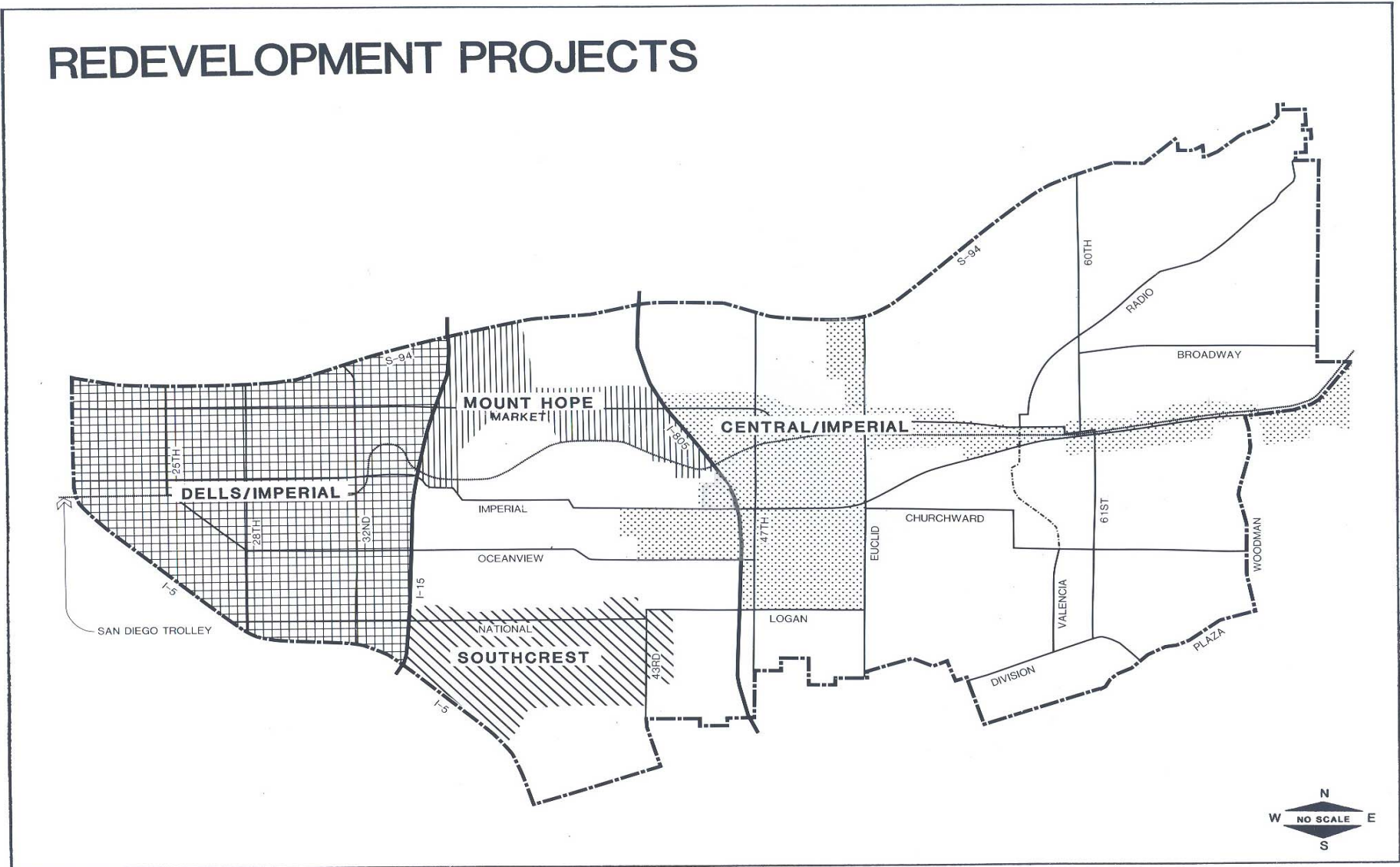
- Rehabilitate the intersection of 47th Street and Market Street.
- Provide opportunities for family-oriented business.
- Attract a large regional supermarket chain outlet in the area.
- Rehabilitate the intersection of Market Street and Euclid.
- Rehabilitate and rebuild the strip commercial along the eastern end of Imperial Avenue.
- Develop a quality residential project in the Caltrans owned 157 expressways.
- Continue and expand housing rehabilitation as necessary.

PROJECT FIRST CLASS

In addition to the mandates of the Progress Guide and General Plan, a program to specifically assist this community in the process of growth and revitalization was initiated by the fourth district council office in 1984.

Project First Class is a comprehensive program of community development which was approved by the City Council in May of 1984. This program was established to develop an urban design program, to form a concentrated code enforcement program and to facilitate other public and private improvements for Southeastern San Diego and the adjoining communities of Golden Hill and Skyline-Paradise Hills. The intent of this program is to work toward a better environment through economic development, attention to urban design, eyesore eradication, street and alleyway improvements, building code enforcement, residential and commercial rehabilitation and the establishment of quality housing. This community plan can also be considered as a step toward implementing the intent of Project First Class.

REDEVELOPMENT PROJECTS



SOUTHEASTERN SAN DIEGO

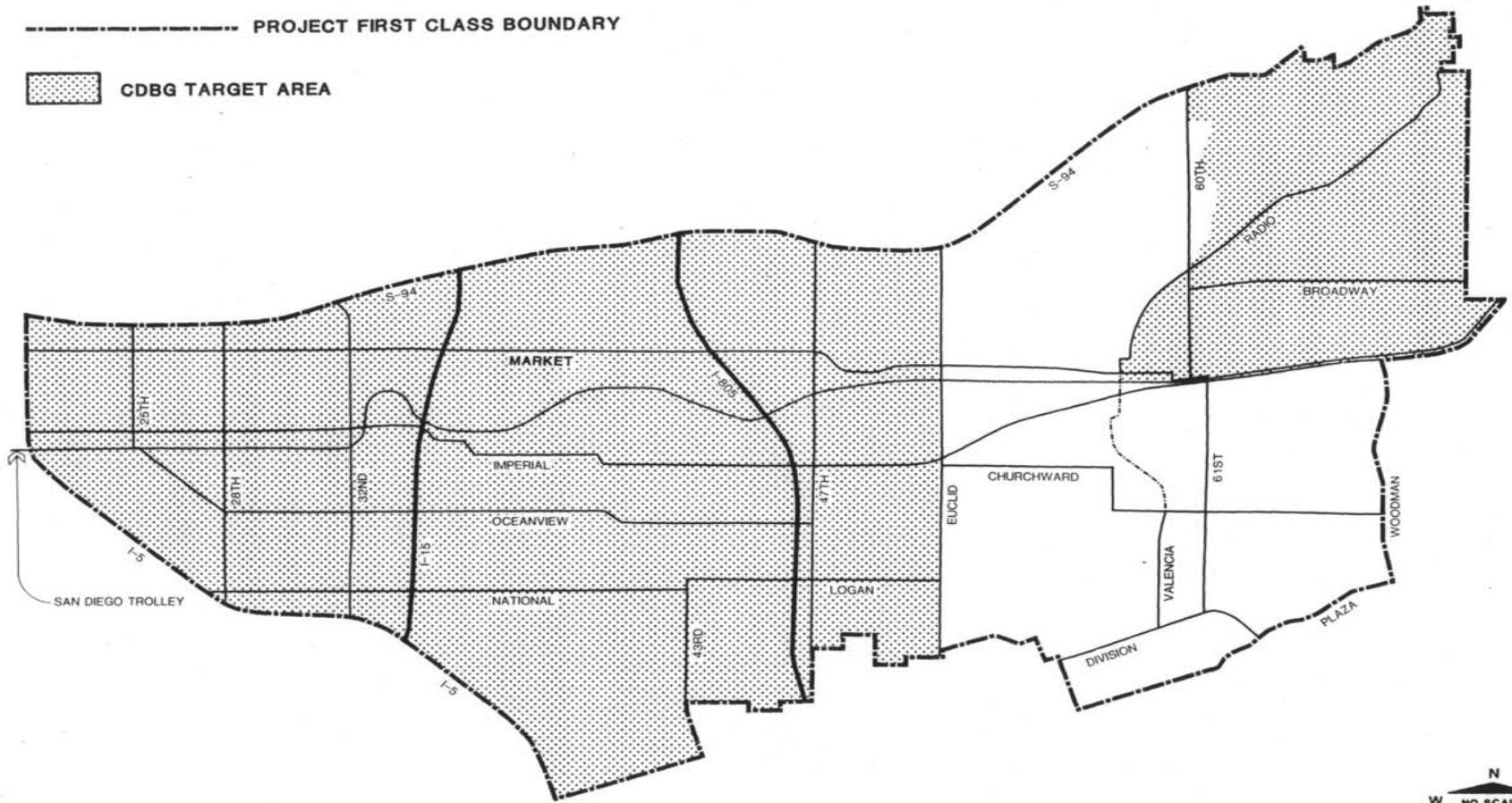
CITY OF SAN DIEGO · PLANNING DEPARTMENT

FIGURE 4

PROJECT FIRST CLASS BOUNDARY & CDBG TARGET AREAS

----- PROJECT FIRST CLASS BOUNDARY

▨ CDBG TARGET AREA



SOUTHEASTERN SAN DIEGO

CITY OF SAN DIEGO · PLANNING DEPARTMENT

FIGURE 4a