SOUTHEASTERN SAN DIEGO
COMMUNITY PLAN

Southeastern San Diego Community Plan

City of San Diego Planning Department
202 C Street, MS 4A
San Diego, CA 92101

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The following amendments have been incorporated into this February 2009 posting of this plan:

Amendment	Date Approved by Planning Commission	Resolution Number	Date Adopted by City Council	Resolution Number
Southeastern San Diego Community Plan Adopted	June 4, 1987	PC-7046	July 13, 1987	R-268847
Designation of Special Character Multi-Family Neighborhoods			February 27, 1990	R-275223
Valencia Park Library Redesignation from Single Family Residential to Institutional			February 4, 1992	R-279375
Central Division Police Substation Redesignation from Multiple Use to Institutional			June 8, 1992	R-280091
Rezone 9 lots from I-2/CSR-1 to CT-2			June 28, 1994	R-284190
Mobil Mini Mart Redesignation of 0.2 acre from Multi-family Residential to Commercial			September 11, 1995	R-286277
North Creek Redesignation 30 AC of Commercial to 30 AC of Residential	November 14, 1996	234-PC	November 26, 1996	R-288103
Market Creek Plaza Redesignation of 19.56 AC of Industrial to 224,511 SF of Office and 95,178 SF of Commercial	September 2, 1999	2842-PC	September 28, 1999	R-292243
Residential Land Use Redesignations	August 25, 2005	3829-PC	October 18, 2005	R-2006244
Comm22 Redesignation of 4.5 AC from Industrial & Residential (15.30dulac) to Community Village	October 11, 2007	PC-07-141	December 4, 2007	R-303269

Fifth Amendment to Central Imperial Redevelopment Plan	April 2, 2009	4500-PC	May 21, 2009	R-304858

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<u>Editorial Note</u>: Please note that bolded sentences in this document were reflected as underlined information in the original printed document. Please refer to the original printed document for clarification.

INTRODUCTION

Scope and Purpose
Plan Organization
Key Issues
Summary of Plan Objectives
Legislative Framework
Plan Alternatives

INTRODUCTION

SCOPE AND PURPOSE

Southeastern San Diego is an urbanized community occupying approximately 7,200 acres in the central portion of the City of San Diego. As of 1986, the community contained approximately 79,258 people living in 25,477 dwelling units, accompanied by approximately 173 acres of industrial development, 179 acres of commercial development and approximately 900 acres of vacant land.

The community is centrally located near major employment centers in the South Bay, Centre City and northern San Diego. The community also has excellent regional access to the metropolitan area and major commercial areas of Centre City, Mission Valley and the South Bay by means of four freeway systems.

The land within Southeastern San Diego consists of a series of terraces which are cut by streams into four highland areas. These terraces currently provide view opportunities to the downtown, Mid-City and South Bay regions of the City.

The community's central location, excellent regional access and view opportunities are attributes which have not been fully utilized. Furthermore, the introduction of a light rail transit system through Southeastern San Diego and the recent redevelopment of the Centre City area has provided exciting incentives for redevelopment and new development in the community.

The purpose of this community plan is to guide the future development of the community and, by identifying key issues and goals, to assist the community in achieving its full potential as a place to live and work.

The Progress Guide and General Plan (General Plan) for the City of San Diego designates community planning areas in the City in which specific land use proposals are made in the form of community plans. Taken together, these plans form the land use element of the General Plan. This process allows the community plan to refine the policies of the City down to the community level, within the context of citywide goals and objectives. This plan addresses issues and goals which are unique to the community and will serve to implement the goals which have been formulated by the residents of the community.

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.

The community plan does not rezone property, authorize the taking of private property or establish new development regulations or ordinances. The plan is intended to serve as the basis for simultaneous or future zoning actions, including the adoption of a planned district for portions of the community. Additionally, all rezoning or subdivision actions and other actions associated with public or private development or redevelopment will be judged based on the consistency of the proposed action with this community plan.

PLAN ORGANIZATION

The community plan has been organized to first establish a general setting for the community in the Introduction and Background sections and then to address the existing conditions, objectives and recommendations for each of the following elements: Social-Economic, Residential, Commercial, Industrial, Open Space and Recreation, Transportation, Public Facilities and Urban Design. A Neighborhood Element has also been prepared to more specifically discuss the following neighborhoods within the community: Sherman Heights, Grant Hill, Logan Heights, Stockton, Memorial, Mount Hope, Mountain View, Southcrest, Shelltown, Chollas View, Lincoln Park, Broadway Heights, Emerald Hills, Encanto, Valencia Park, South Encanto, and Alta Vista.

The final section outlines the specific actions recommended for implementation of the plan.

HOW THE PLAN WORKS

Existing Conditions	▶	Objectives	▶	Recommendations	▶	Implementation
What we see in the community		What we want to do		What we will do		How we will do it

KEY ISSUES

The City Council-designated community planning group for the Southeastern San Diego community is the Southeastern Development Committee. The Committee has raised the following issues as a part of the plan development process. It is these issues to which this plan is designed to respond:

- Employment Opportunities: Providing jobs is one of the key aims in improving the social and economic well-being of the community.

- Commercial Centers: The absence of commercial shopping locations in the community is seen as a major problem by community residents.

- Density and Design of New Development: Although Southeastern San Diego is a predominantly urbanized community, several developable vacant tracts are located in the eastern portion of the community. The density and design of these parcels has the potential to greatly affect the quality of the community.

- Access: Within several neighborhoods, access to services and freeways via the community's surface street system is difficult. The lack of through north-south streets in many parts of the community is an issue of particular concern.

- Community Design: Concern about the appearance of developed areas is a manifestation of the pride that residents have in their community. Methods of improving existing developed areas have been actively sought by residents. In addition, the maintenance and cleanliness of public facilities and streets can have a great influence on overall community design.

- Public Facilities: The provision and maintenance of public facilities, including parks, is repeatedly stressed by residents and policy makers alike. Funding pubic facilities through the Capital Improvement Program rather than relying on Community Development Block Grants is also a community desire.

- Assisted Housing Projects: The community group has expressed concerns with programs and projects that impact the community with a disproportionately large share of low and moderate-income units. At issue are assisted housing units, density bonus programs and senior citizen conditional use permit projects.

- Social Service Facilities: The community planning group is also concerned by the concentration of social service agencies in the community. Specifically, the group is concerned about the issuance of Conditional Use Permits for clinics, criminal rehabilitation, poverty assistance outreach centers and residential care facilities, which seem to be congregated in the community.

- Recreation and Education Facilities: As with most residential communities with a high percentage of school age children, the parents of Southeastern San Diego are vitally interested in the provision of the highest quality educational and recreational services and facilities for the community.

SUMMARY OF PLAN OBJECTIVES

Social and Economic Objectives

1. Achieve an economically and ethnically balanced community.

2. Provide housing for all family sizes, particularly larger families.

3. Increase job opportunities and resources within the community.

4. Provide adequate health care for all residents of the community, while reducing the impacts of social service facilities intended to serve the population at large.

Residential Objectives

1. Respect the housing character, scale, style and density of existing residential neighborhoods.

2. Preserve, restore and rehabilitate residences and/or neighborhoods with historical significance. (Information on historic structures and districts is detailed in the Neighborhood Element of the Plan.)

3. Encourage and accommodate orderly new development that is consistent with community goals and objectives.

4. Require high quality developments in accordance with the design guidelines established within the plan and as recommended by Project First Class.

5. Maintain or increase the level of owner occupancy in the community to increase maintenance of properties and to increase pride in individual neighborhoods.

6. Create a range of housing opportunities and choices to provide quality housing for people of all income levels and ages.

7. Achieve an overall mix of different housing types to add diversity to communities and to increase the housing supply with emphasis on the following.

    a. Incorporating a variety of multi-family housing types in multi-family project areas;

    b. Incorporating a variety of single-family housing types in single-family projects/subdivisions;

    c. Building town homes and small lot single-family homes as a transition between higher density homes and lower density single-family neighborhoods with increased landscaping as part of a transitional buffer; and

d. Identifying sites that are suitable for revitalization and for the development of additional housing.

Commercial Objectives

1. Provide attractive quality community and neighborhood commercial facilities that offer a variety of goods and services to meet community needs.

2. Rehabilitate existing commercial centers and improve both vehicular and pedestrian access to the site.

3. Encourage the preservation, restoration and rehabilitation of commercial buildings of historical significance or interest.
4. Decrease crime and increase the perception of safety through the use of crime-deterring materials and design, including the thoughtful use of landscaping, screening materials, lighting and building siting and materials.

5. Increase the opportunities within the Central Imperial Redevelopment Project Area for rehabilitation of existing commercial centers and development of new commercial areas in the community through the integration of mixed land uses and compact building design.

Village Objectives

1. Determine the appropriate mix of land uses within the community planning area with attention to:

   a. Surrounding neighborhood uses;

   b. Uses that are missing from the community;

   c. Community preferences; and

   d. Public facilities and services

2. Provide opportunities for people to live, work and recreate in the same areas through the integration of mixed residential, commercial and recreational uses.

3. Increase the opportunities within the Central Imperial Redevelopment Project Area for rehabilitation of existing commercial centers and development of new commercial areas in the community through the integration of mixed land uses and compact building design.

4. Focus more intense commercial and residential development in redevelopment areas, including the mixed-use Village Center at the Euclid & Market Pilot Village, and along

transit corridors, (including but not limited to Market Street, Euclid Avenue, and Imperial Avenue) in support of the General Plan in a manner that is pedestrian-oriented and preserves the vast majority of single-family neighborhoods.

5. Provide opportunities for community-specific mix of uses within the community.

Industrial Objectives

1. Decrease land use conflicts between industrial and residential or commercial development.

2. Increase employment opportunities in the community.

3. Provide new, high quality office and industrial park development within the community.

4. Promote the redevelopment or rehabilitation of existing industrial facilities.

5. Decrease crime and crime-related aesthetic impacts (such as graffiti and barbed-wire fencing).

Open Space and Recreation Objectives

1. Maintain and improve existing parks by improvements to landscaping, lighting, signage, walkways and play facilities.

2. Increase the number of parks and the size of existing parks as financing and acquisition opportunities occur.

3. Require the provision of private recreation areas in new residential developments.

4. Maintain and enhance the community's cemeteries as unique landscaped open areas of visual significance to the community.

5. Preserve significant hillsides, canyons and drainage areas in their natural state

6. Increase the opportunities for the public enjoyment of open space areas, including limited access to Radio Canyon and Chollas Creek.

7. Achieve a more connected system of active and passive open space and recreation areas.

Transportation Objectives

<u>Vehicular Transit</u>

1. Minimize the effects of the existing freeways on adjacent development and oppose any addition of freeway construction as the community is well served by freeways.

2. Implement physical and operational improvements to the street system to meet the City's design standards and to reduce accidents.

3. Fully improve streets to reduce or remove "bottlenecks."

4. Improve north-south vehicular access in the community.

Public Transit

5. Maintain high public transit accessibility to downtown, as is currently promoted by the existing east-west bus route structure and the San Diego Trolley.

6. Improve the frequency and level of transit service, and the quality of transit facilities to meet the demands of the community.

7. Fully utilize the potential of the San Diego Trolley-East Line to revitalize and redevelop land adjacent to the trolley line and to maximize the use of public transportation.

Freight

8. Maintain freight transportation by rail to the extent feasible in the community.

9. Minimize impacts of freight transportation on vehicular circulation and nearby land use.

Pedestrian/Bicycle

10. Increase the aesthetic quality of street corridors to encourage pedestrian activity.

11. Maintain and improve pedestrian and bicycle access to public transportation.

12. Enhance bicycle circulation by improving designated routes to City standards and by attention to aesthetic quality and safety.

Public Facilities Objectives

Schools

1. Maintain an adequate level of capacity for all public schools and a high level of maintenance of all school facilities.

2. Improve present programs of racial desegregation in the schools.

3. Maintain and enhance the availability of community college and other higher education programs in the community.

Police/Fire

4. Maintain and improve response times and service levels to the community.

5. Reduce the present level of crime activity in the community.

Drainage/Flood Control

6. Protect property from flooding while retaining the natural appearance of drainage areas to the extent feasible.

Urban Design Objectives

1. Improve the visual and physical character of the community.

2. Ensure compatibility between new structures and existing neighborhoods.
3. Improve the quality of new multi-family residential development.

4. Enhance the community's visual image through streetscape improvements along major streets and within the neighborhoods.

5. Increase community vitality and character through incorporation of Smart Growth design principles in new developments including, but not limited to, a mix of land uses, compact building design, walkable neighborhoods, and a provision of a range of housing opportunities and choices.

6. Support the General Plan through targeting growth in the Pilot Village at the Village Center at Euclid & Market and along the transit corridors including, but not limited to Market Street, Euclid Avenue and Imperial Avenue.

LEGISLATIVE FRAMEWORK

The Southeastern San Diego Community Plan was developed within the context of a legislative framework consisting of federal, state and local levels. Some of the more significant legislation is discussed below.

- Section 65450 of the Governmental Code of the state of California (state Planning and Zoning Act) gives authority for the preparation of community plans and specifies the elements that must appear in each plan. It also provides the means for adopting and administering these plans.

- State Government Code Chapter 4.3 requires that local governments and agencies provide incentives to developers to include affordable units in housing projects. The City has prepared an ordinance that would establish an Affordable Housing Density Bonus providing an increase in maximum permitted density in a given zone to be granted for projects in which at least a certain percentage of the total housing units are for low or moderate-income persons.

- The California Environmental Quality Act of 1970 (CEQA) requires that environmental reports be prepared for all community plans. Separate, detailed environmental reports may also be required for many projects that implement this plan.

- The Regional Air Quality Strategy (RAQS) was developed in 1977 to achieve a level of air quality in the San Diego Air Basin that would meet federal air quality standards set forth in the National Clean Air Act. A major recommendation pertinent to this planning effort is to include air quality considerations in all land use and transportation plans.

- The citywide Zoning and Subdivision Ordinances regulate the development of land and subdivision of land in preparation for development.

- In addition to legislation, the City Council has adopted a number of policies to serve as guidelines in the decision making process. Many of the policies relate directly to planning issues and should be used in implementing plan recommendations.

- The Progress Guide and General Plan serves as a basis for the development of the community plan. The General Plan sets forth goals, standards and criteria for the provision of facilities that are essential in the community and possess citywide importance.

The General Plan. The General Plan includes the Strategic Framework to focus growth into mixed-use activity centers that are pedestrian-friendly districts linked to an improved transit system. The strategy is designed to sustain the long-term economic, environmental, and social health of the City and its many communities.

PLAN ALTERNATIVES

The following alternative land use plans have been considered in preparing for the revision of the Southeastern San Diego Community Plan. The variations largely pertain to differences in population density. In each of the alternatives, non-residential land use would remain approximately the same.

Using the existing plan and/or the existing zoning would not have integrated the introduction of the trolley line with the land uses of the recommended Southeastern Plan nor would they have designated Sherman Heights as an historic district. Additionally, much of the single-family stability of the community would have been lost to redevelopment at higher densities. These alternative plans have not been adopted but the variations in land uses and their impact have been considered while developing this community plan revision.

RESIDENTIAL ALTERNATIVES

Existing Plan Alternative

This alternative would continue the pattern of the existing 1969 Land Use Plan. The most widespread densities recommended in this plan were at the densities of 10-30 units per acre. Small pockets of 15-45 units per acre were scattered along the major corridors. The 1975 rezoning effort responding to the requirements of A. B. 1301 did not bring zoning into substantial conformance with this Land Use Plan. For that to have occurred, large areas would have had to be changed from 10-15 dwelling units per acre to five to ten dwelling units per acre, and in the eastern subarea from 5-10 dwelling units per acre to 0-5 dwelling units per acre.

Existing Zoning Alternative

Adjusting the Land Use Plan to conform to the existing zoning pattern yields the most intense development of all the alternatives. The preponderance of the multi-family segment of the western subarea is currently zoned R-1500 (15-30 du/ac).

Almost all multi-family development has occurred at a density of 30 units per acre, existing zoning does permit high density along major transportation routes, but it does not allow for transition zones between low and high densities. This could be accomplished through a series of up-zonings and down-zonings at transition points.

Transit Corridor Alternative

This alternative would identify the Trolley corridor, Market Street, Imperial Avenue, National and Logan Avenues, and Euclid Avenue as major thoroughfares and develop gradients in zoning density dependent on the distance to those streets and the trolley. The highest density would be concentrated in the blocks adjacent to those streets while density would decrease for the tiers of blocks as distance from the thoroughfares increases.

NON-RESIDENTIAL ALTERNATIVES

OPEN SPACE

Existing Community Plan and Zoning
The previously adopted Southeastern San Diego Community Plan did not identify specific areas of significant natural topographical features to be designated as open space. The existing zoning provides only minimal potential for preserving open space.

General Plan Open Space Designation
The deficiencies in the previously adopted plan's designated open space are potentially remedied by the open space designations contained in the open space map included in the City of San Diego Progress Guide and General Plan Open Space Element. These designations include both tributaries of Las Chollas Creek and Radio Canyon.

Other Open Space Designation
This alternative would include all of the open space recommendations in the General Plan alternative above, with additional designations located in some of the remaining undeveloped canyons, as well as steep slopes throughout many neighborhoods in the community.

COMMERCIAL AND INDUSTRIAL USE

Existing Community Plan
The previously adopted Southeastern San Diego Community Plan recommends more limited commercial area than is now developed or zoned. The adopted plan also recommends limited areas for industrial use along Commercial Street, Imperial Avenue near Euclid, the northwest corner of I-15 at I-94, and smaller pockets off of Federal Boulevard, Market Street, and National Avenue.

Existing Zoning
The existing zoning ordinance does not adequately differentiate among the many kinds of commercial activity. Some of the commercially zoned land is not now and is not likely to be developed for commercial use. Such commercial areas should be designated for more appropriate land uses.

Intensified Economic Activity
This alternative would evaluate the potentials for heightened economic activity by recommending mixed commercial and multi-family uses, by expanding the depth of commercially zoned strips, by contracting the extent of commercially zoned strips, and redesigning certain unproductive areas from commercial activity to some other use. It would also recommend a differentiation for the various commercial activities and place special emphasis on office commercial use. It would also recommend expanded areas for industrial use.

BACKGROUND

Regional Context
Physical Setting
Development Characteristics
Redevelopment Project

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.

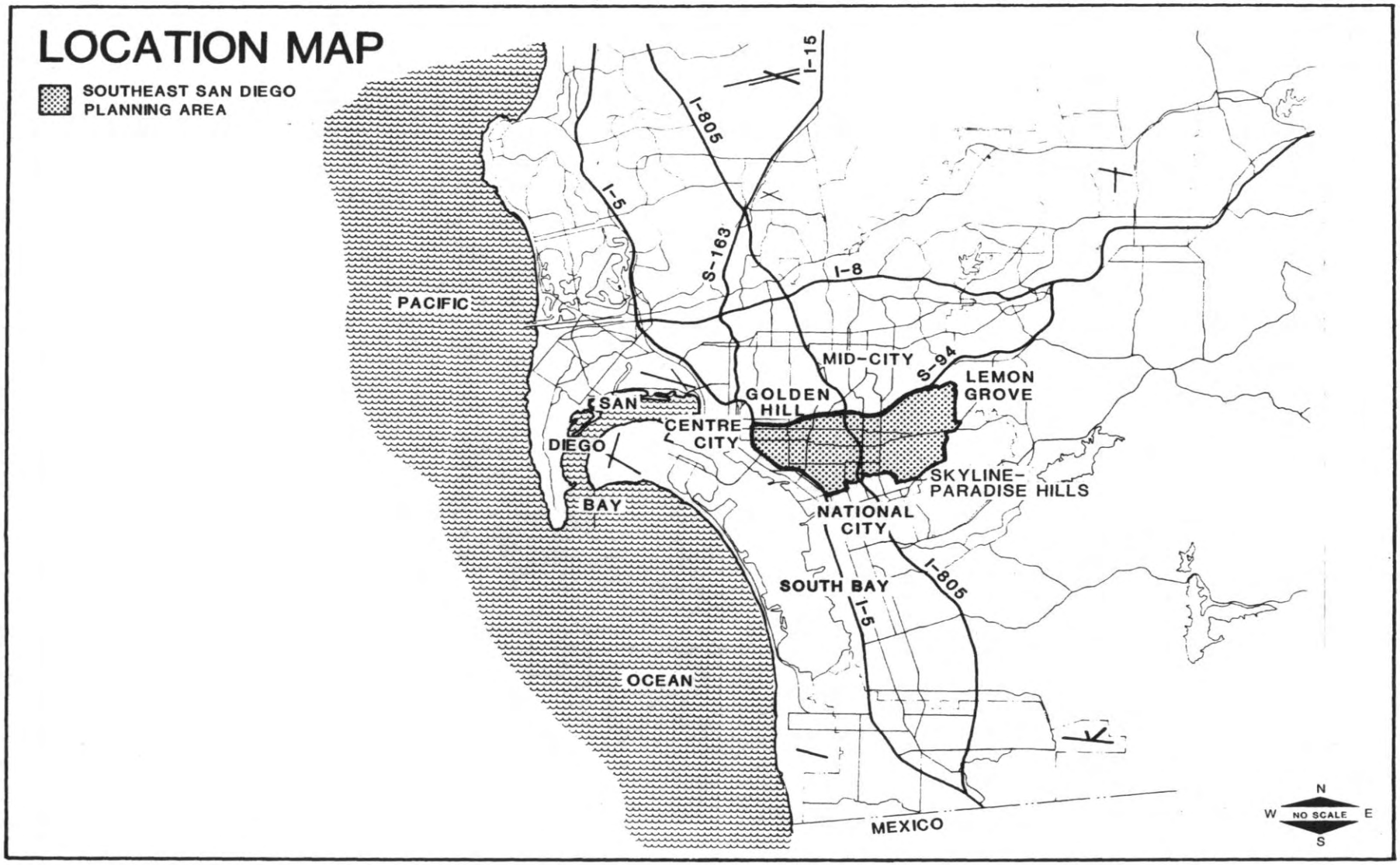
Direct regional access to the metropolitan area is provided by two state and two Interstate freeways. The community is centrally located with respect to major employment centers in the South Bay, Centre City and northern San Diego. It lies near major recreation facilities in Balboa Park and San Diego 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.

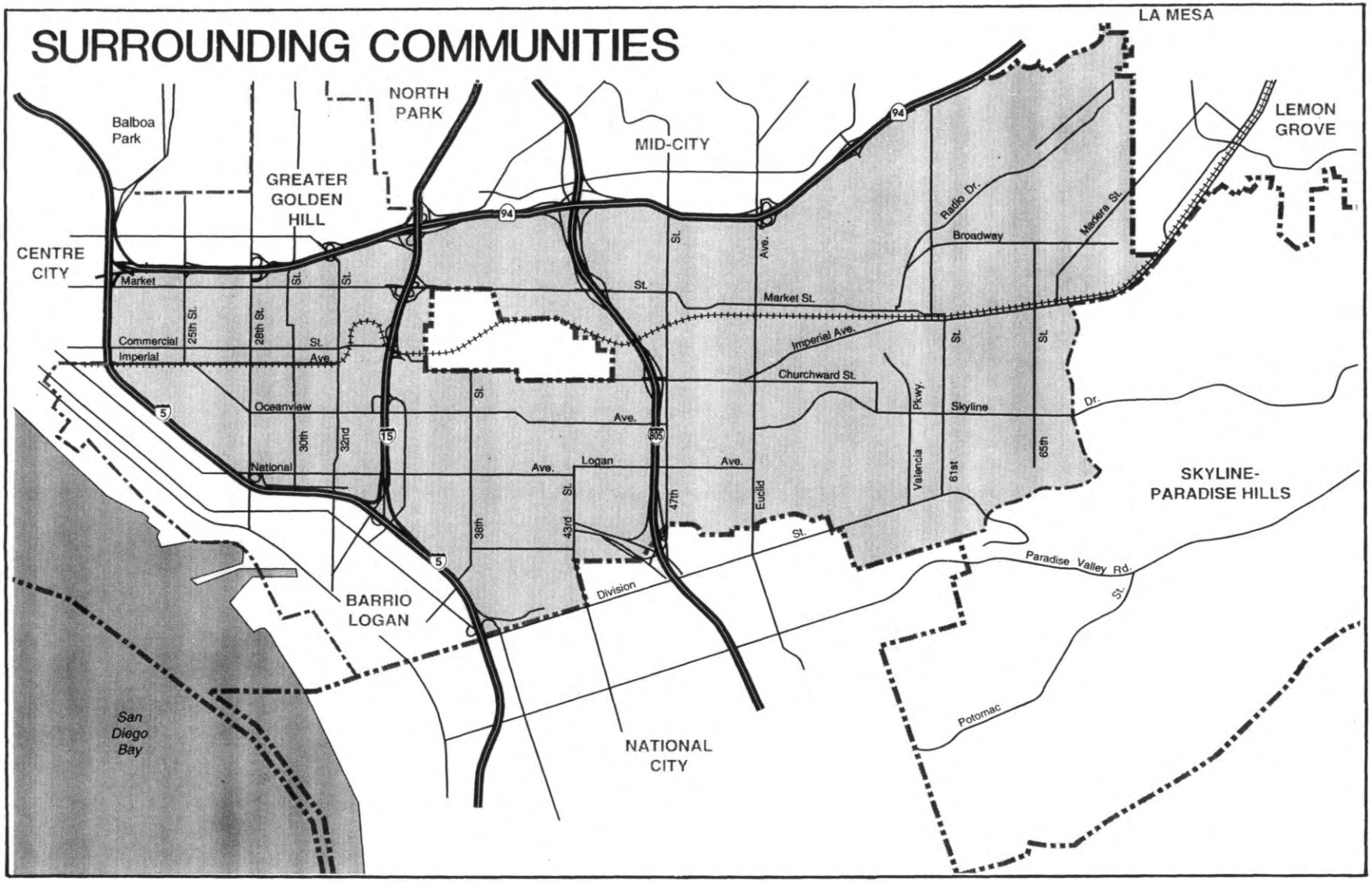
Further, the General Plan focuses growth into mixed-use activity centers that are pedestrian friendly, centers of the community, and linked to the regional transit system. This General Plan draws upon the strengths of San Diego's natural environment, neighborhoods, commercial centers, institutions, and employment centers and focuses on the long-term economic, environmental, and social health of the City and its many communities. It is intended to target future growth into village areas as identified in community plans, but it assumes no particular rate of growth and to allow individual community plans to tailor specific general plan policies to unique community needs.

Villages are defined as "the heart of a community where residential, commercial, employment, and civic uses are all present and integrated." Each village will be unique to the community in which it is located, including Southeastern San Diego. Villages are intended to be pedestrian friendly and characterized by inviting, accessible and attractive streets, and include public spaces for community events. In February 2004, the City Council approved five innovative projects to become Pilot Village demonstration projects for the City of Villages Strategy of Smart Growth. The Village Center at Euclid and Market project, located within the Central Imperial Redevelopment Project Area, was selected as one of the "City of Villages Pilot Projects." In addition to more than 800 residential units, the Village Center at Euclid and Market Pilot Village Project may include light-industrial facilities, neighborhood retail and office uses, a 500-seat amphitheatre on Las Chollas Creek and recreational facilities. This pilot village is envisioned as a Neighborhood Village to serve the larger area and include a significant employment component.



SOUTHEASTERN SAN DIEGO

CITY OF SAN DIEGO • PLANNING DEPARTMENT **FIGURE 1**



SOUTHEASTERN SAN DIEGO

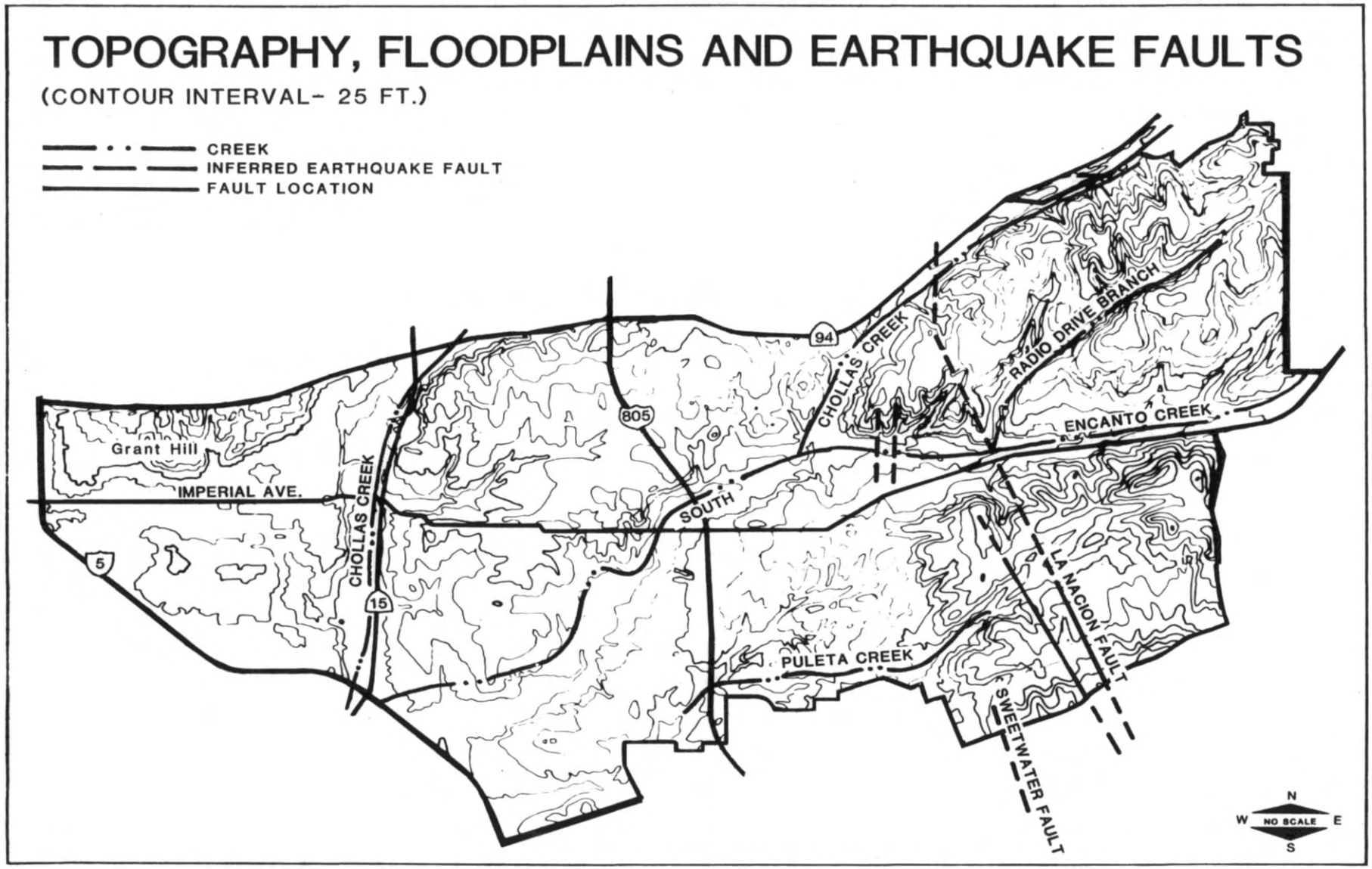
CITY OF SAN DIEGO • PLANNING DEPARTMENT **FIGURE 2**

PHYSICAL SETTING

The study area is comprised of a series of terraces that 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.



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 adopted redevelopment project areas: Gateway Center West, Mount Hope, Southcrest and Central Imperial. A preliminary redevelopment plan has been prepared for the Dells/Imperial Area.

GATEWAY CENTER WEST

The Dells Redevelopment Plan was adopted on November 17, 1976 and was renamed and amended in 1985 to designate the area of the Dells Industrial Park as the Gateway Center West Redevelopment Project Area (Project Area). The Project Area encompasses 59 acres, is zoned industrial, and is generally bounded by 32nd Street on the west, Martin Luther King, Jr. Freeway (SR-94) to the north, State Route 15 (SR-15) to the east, and Market Street to the south.

The focus for redevelopment in this area has been the creation of an improved industrial/business park. The objectives of the Gateway Center West Redevelopment Plan are:

- Strengthen an existing industrial area by implementing performance standards that assure desired site design and environmental quality.
- Provide sites for new and relocated industries that will provide employment for community residents.
- Maximize the multiplier effects of new businesses and employment on the surrounding community.
- Provide business opportunities for local residents.
- Develop under-utilized parcels, eliminate substandard and deteriorated structures, and phase out residential uses.
- Enhance infrastructure and other public improvements.

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 bring 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 that 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 580 acres, the majority located east of Interstate 805 and centered in the neighborhood of Lincoln Park and along the corridors of Market Street and Imperial Avenue.
West of Interstate 805 the area includes portions of the Mountain View neighborhood located east of 41st Street, north of Ocean View Boulevard and south of the Orange Line Trolley. The Central Imperial Redevelopment Plan was adopted in 1992.

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:

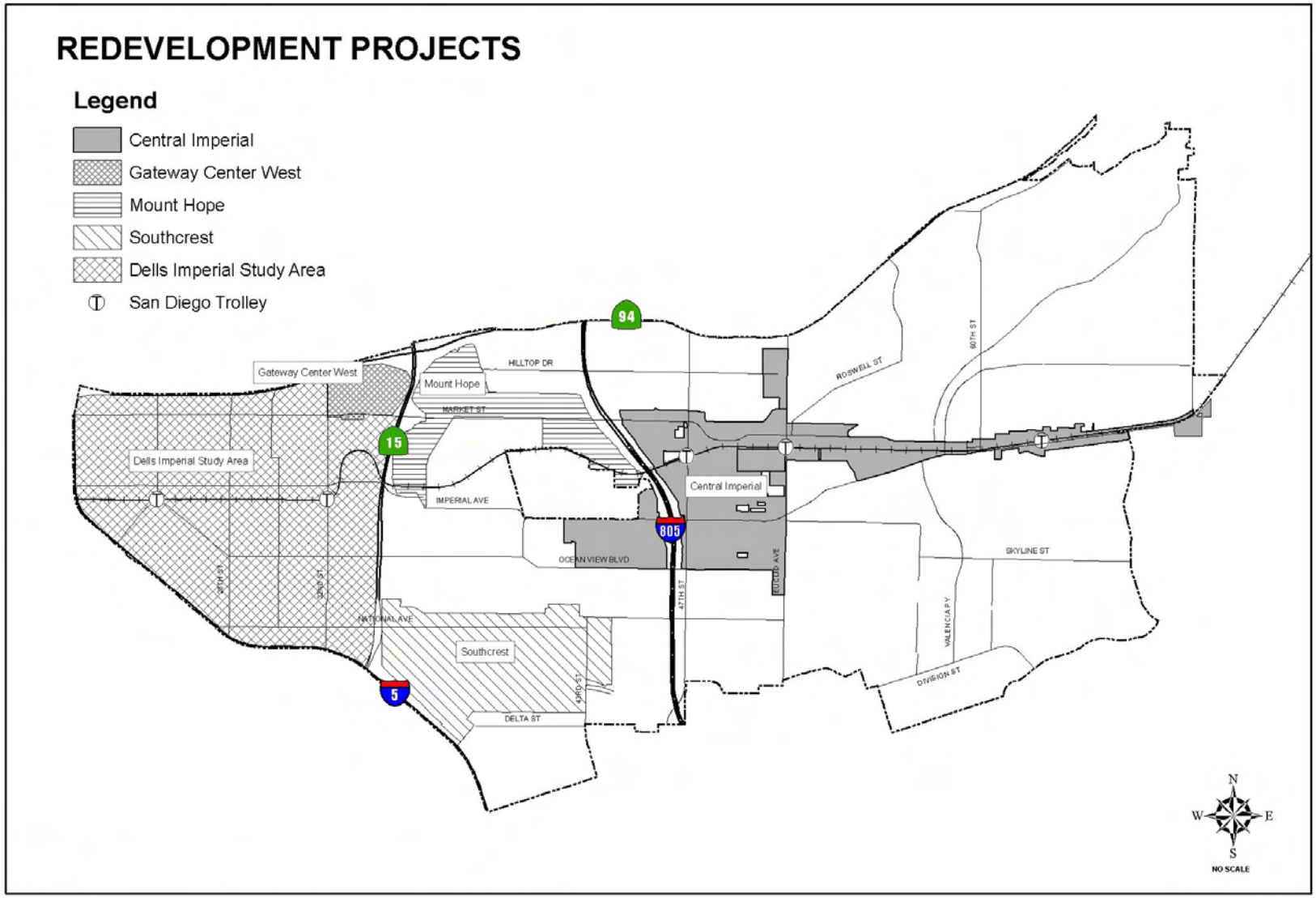
- Rehabilitate the intersection of 47th Street and Market Street.
- Provide opportunities for family-oriented business.
- Attract a large regional supermarket chain outlet in the area.
- Rehabilitate the intersection of Market Street and Euclid.
- Rehabilitate and rebuild the strip commercial along the eastern end of Imperial Avenue.
- Develop a quality residential project in the Caltrans owned 157 expressways.
- Continue and expand housing rehabilitation as necessary.
- Develop a range of housing types and homeownership opportunities.
- Develop underutilized parcels of land.
- Develop new commercial facilities to serve the community.
- Establish new businesses in new commercial facilities.
- Create development opportunities that will increase the economic base and employment prospects for the community.

In support of the General Plan, growth will be focused into mixed-use activity centers that are pedestrian-friendly, centers of the community, and linked to the regional transit system. The Village Center at the Euclid & Market Pilot Village has been designated as a village within the Central Imperial Redevelopment Area.

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 that was approved by the City Council in May of 1984. This program was established to develop and 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.



SOUTHEASTERN SAN DIEGO

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FIGURE 4

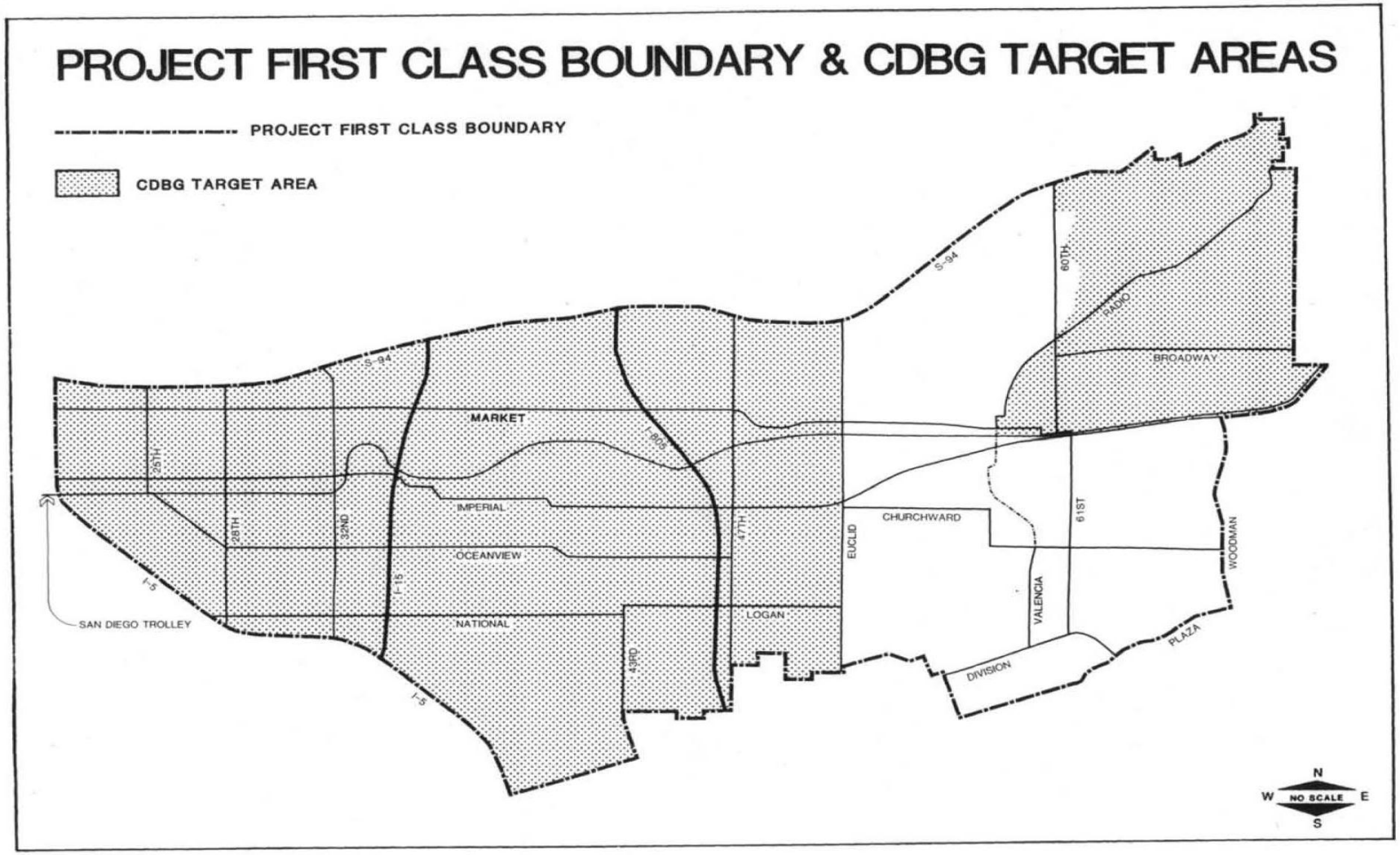

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FIGURE 4a