



INTRODUCTION

Location and Purpose of Plan

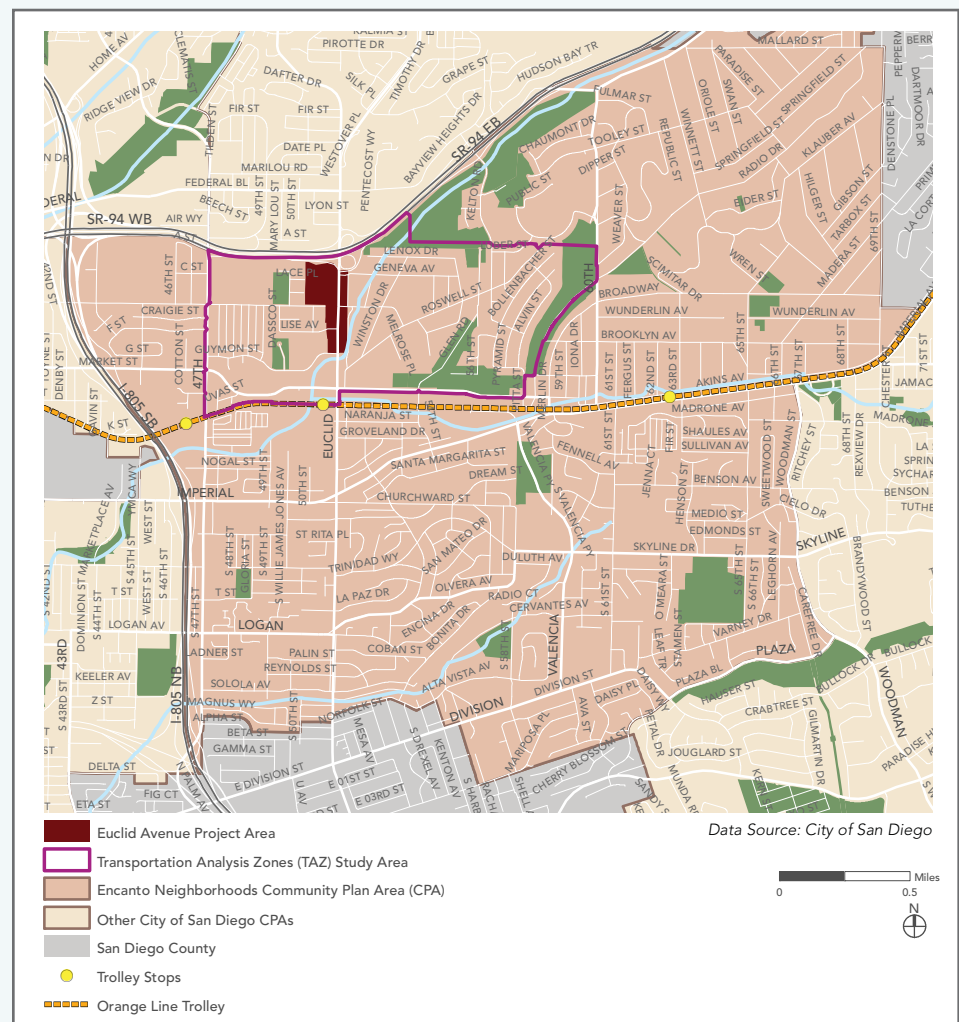
The Euclid Avenue Master Plan focuses on the segment of Euclid Avenue extending from State Route 94 (SR-94), south to Guymon Street in the Encanto Neighborhoods Planning Area (see map below). The purpose of the Euclid Avenue Master Plan is to recommend an appropriate mix of land uses and building densities, and to balance the needs of all modes of travel along the corridor, resulting in a welcoming roadway that enhances connectivity and serves as a gateway to the Euclid Avenue and Market Street Village District. In addition to land use and mobility recommendations, the Euclid Avenue Master Plan presents urban design concepts for the following two focus areas:

- Mixed-use development on vacant land northwest of Euclid Avenue and Hilltop Drive
- Mix of commercial and residential uses between Guymon Street and Hilltop Drive

Location and Purpose of Plan (Spanish)

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EUCLID AVENUE LAND USE AND MOBILITY RECOMMENDATIONS

Land Use Goals

The Euclid Avenue Corridor will provide a mix of land uses that:

- Promotes employment-generating uses and community-serving retail
- Supports nearby regional transit and transit-oriented development
- Complements nearby institutional facilities
- Helps identify Euclid Avenue as a gateway to the Encanto Neighborhoods
- Improves open space and trail connectivity

Land Use Goals (Spanish)

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Land Use Recommendations

The recommended land uses are shown in the upper-right map. The northwestern Institutional parcel will not change and is the Earthlab site associated with Millennial Tech Middle School. This Plan proposes the following changes to the other parcels:

- The southwestern-most parcel (just north of Guymon) is to change from Schools/Public Facilities to Community Mixed Use, based on the Euclid and Market Land Use and Mobility Plan
- The remaining parcels on the west side will transition from Single Family Residential (5-10 du/ac) to one of the following: Neighborhood Mixed Use (along the street), or Residential Medium (near existing residential uses to the west)
- On the east side of Euclid Avenue, designations north of Hilltop change from either General Commercial or Single Family Residential (10-15 du/ac) to Neighborhood Mixed Use; and south of Hilltop from Single Family Residential (10-15 du/ac) to Residential Medium-High

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Acknowledgments

The Euclid Avenue Master Plan has been funded by a Caltrans Transportation Planning Grant for Environmental Justice. This Plan has benefited from participation by the residents and Encanto Community Planning Group members who participated in meetings and workshops, providing valuable feedback and input to help shape the study area's future.

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<http://www.sandiego.gov/planning/community/cpu/encanto/index.shtml>

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EXISTING CONDITIONS

Land Use (Spanish)

- Large vacant lot northwest of Euclid Avenue and Hilltop Drive is significant development opportunity
- Nearby Euclid Avenue and Market Street Village District is development catalyst
- Many schools, parks, and other institutional uses nearby
- Chollas Creek is an underutilized open space and recreation opportunity
- Primarily residential land uses, with a small amount of commercial just southeast of SR-94

Mobility (Spanish)

- Euclid is a busy four-lane roadway with no bike lanes
- Euclid Trolley station is within walking distance at intersection of Euclid Avenue and Market Street
- Three bus routes serve the area; bus stops lack amenities
- On-street parking within the Planning Area provides about 58 total parking spaces
- Sidewalks are present along both sides of Euclid
- Wide street is difficult for pedestrian crossings
- "Desire paths" bisect the vacant lot northeast of Euclid and Hilltop, providing east-west access in neighborhood

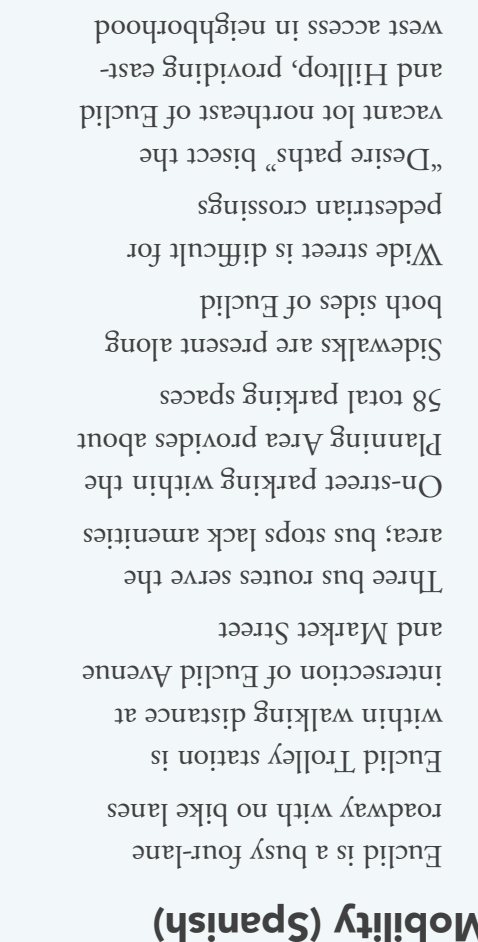
SR-94



View to the south, north of SR-94



View of vacant land in northwest area



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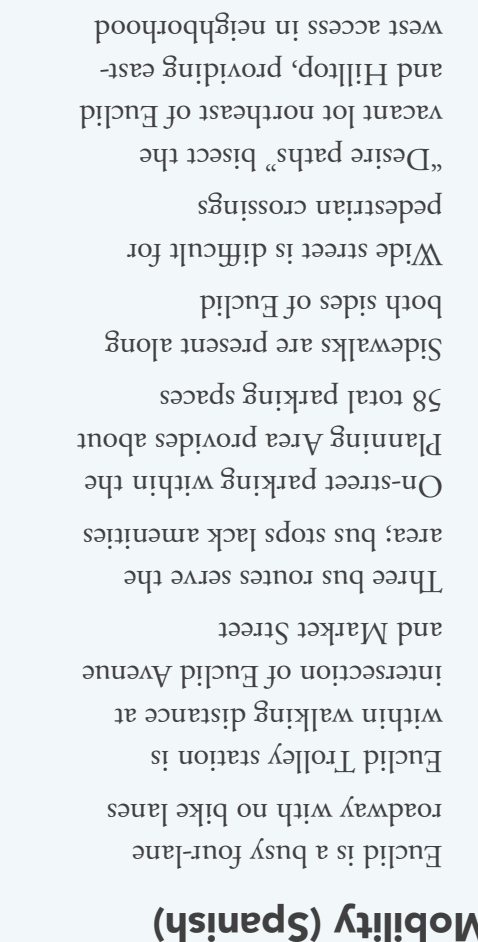
SR-94



View to the south, north of SR-94



View of vacant land in northwest area



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CONTEXT AND IMPLEMENTATION

Planning Context (Spanish)

This Plan has been developed along with the Encanto Neighborhoods Community Plan Update (CPU). The public outreach, in 2013, included three meetings with the Encanto Neighborhoods Community Planning Group (March 18, May 20, and December 16) and two community workshops (April 24 and July 27). This Plan also complements recommendations of the Euclid and Market Land Use and Mobility Plan, and works with proposed modifications of the SR-94 interchange at Euclid Avenue.

Implementation (Spanish)

When the Encanto Neighborhoods CPU is adopted, implementation measures related to the Euclid Avenue Master Plan will be approved. New land uses will occur primarily by future redevelopment of developed parcels, and will need to conform to the CPU's zoning regulations and be approved by the City of San Diego. Mobility and streetscape improvements are to be implemented through the City's Capital Improvement Program and, as feasible, with individual redevelopment projects. Funding for Plan implementation can come from various sources, such as:

- State and Federal funding (e.g., Community Development Block Grants, Low Income Housing Tax Credits, Proposition 1C Funds, and Caltrans Active Transportation Program)
- Local funding (e.g., City of San Diego General Fund, Infrastructure Financing Districts, and developer incentives offered by the City of San Diego)
- Developer or property owner funding (e.g., Development Impact Fees, Developer Exactions, and Business Improvement Districts)

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Mobility Goals

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- Encourages walking and bicycling with safe and enjoyable facilities
- Provides safer access to transit

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Mobility Recommendations

The associated Mobility Recommendations Diagram (above left) and illustrative cross-section (below left) show recommended modifications to accommodate Class II bike lanes and improve pedestrian safety at intersections. This Plan has both interim and long-term recommendations. The major changes involve:

- Interim: removing on-street parking along west side and re-striping the street to add Class II bike lanes
- Long-term (with redevelopment on west side): adding five feet of street width on west side to allow buffered bike lanes, and continuing Hilltop Drive west past the intersection at Euclid Avenue
- Providing pedestrian safety improvements shown in the plan diagram
- Incorporating landscaped median/gateway near SR-94 interchange

Additional actions to achieve the Euclid Avenue mobility goals include:

- Repair sidewalks for pedestrian safety and ADA compliance
- Ensure access from sidewalks and bike lanes to future trails that may be developed nearby along Chollas Creek
- Install additional street lighting and sidewalk furnishings where needed
- Enhance landscape with additional street trees and groundcovers
- Work with San Diego Metropolitan Transit System to improve bus stops

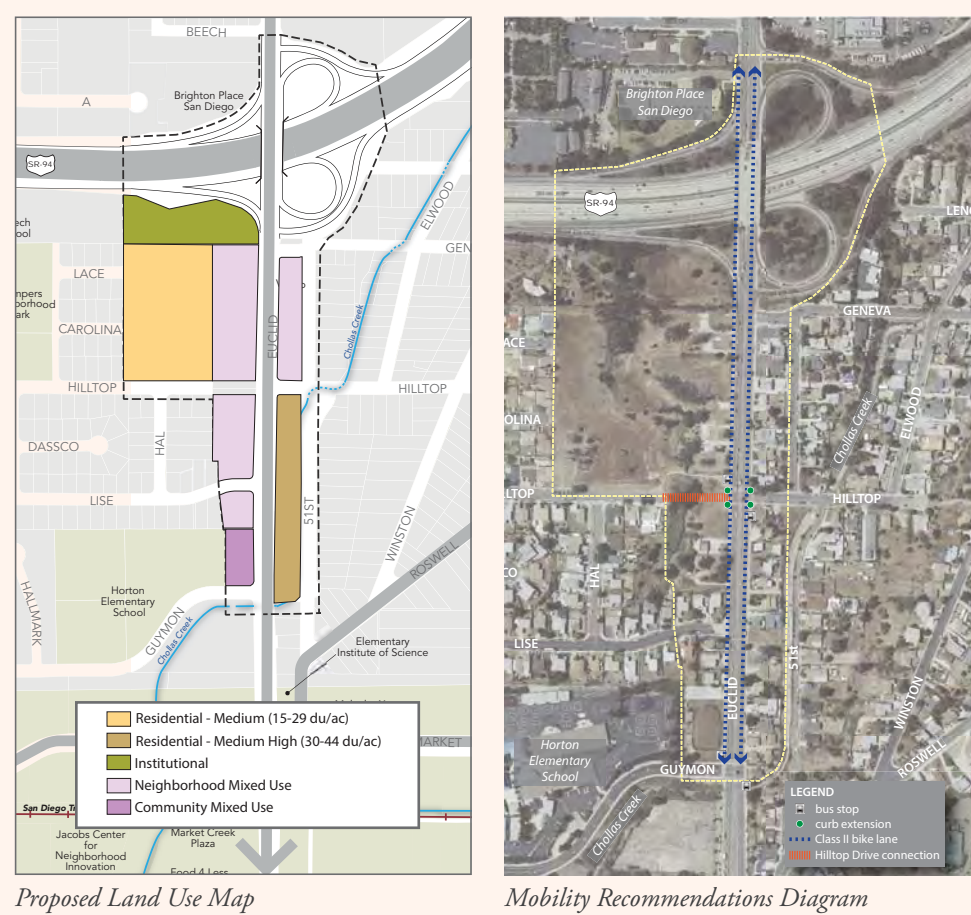
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PLACEHOLDER GRAPHIC: Illustrative cross-section with right-of-way dimensions

Mobility Analysis

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Euclid Avenue Focus Areas and Urban Design Concepts



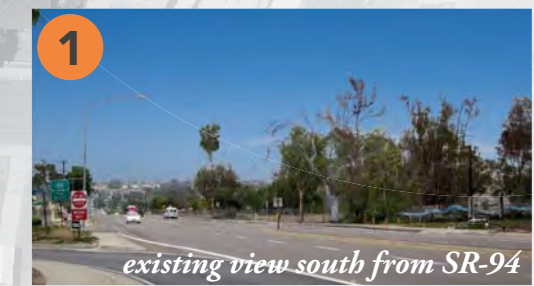
(English): The two focus areas presented on this page illustrate the proposed land uses for the major development parcel northwest of Euclid and Hilltop, and for the southern end of the corridor study area between Hilltop Drive and Guymon Street. The graphics are conceptual only, and are not formal development proposals. Any proposed development and public improvements must be approved by the City of San Diego and other relevant agencies. The graphics represent a potential mix of land uses and development intensities for the recommended land use designations along the corridor, at build-out into the future, and follow urban design guidelines in the Encanto Neighborhoods Community Plan Update.

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Focus Area #1



- Highlights: mixed commercial and residential uses are convenient to SR-94; Hilltop Drive through-connection improves east-west access in neighborhood; open space drainage area becomes green heart of the development
- Land use designation adjacent to Euclid Avenue: Community Commercial + Residential (15-29 du/ac; FAR 1.5)
- Land use designation on western portion of focus area (adjacent to existing single-family residential): Residential - Medium (15-29 du/ac; FAR 1.35)



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Focus Area #2



- Highlights: mixed commercial and residential uses are near transit station at Euclid and Market (including access to San Diego Trolley), institutional uses, and Market Creek Plaza
- Land use designation, west side (north of Guymon Street): Community Village (30-44 du/ac; FAR 1.5)
- Land use designation, west side (from south of Hilltop Drive to south of Lise Avenue): Neighborhood Commercial + Residential (15-29 du/ac; FAR 1.0)
- Land use designation, east side (from south of Hilltop Drive to Guymon Street): Residential - Medium High (30-44 du/ac; FAR 1.8)



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