

## Encanto Neighborhoods



### COMMUNITY VILLAGES

#### **What is a Community Village?**

The City of Villages strategy is a central theme of San Diego’s new General Plan. The strategy focuses growth into mixed-use activity centers that are pedestrian-friendly districts linked to an improved regional transportation system. Each “village center” is the mixed-use heart of its neighborhood or larger community. These neighborhood and community villages are envisioned to have a highly integrated mixture of uses, accessible and attractive streets, and public spaces.

#### **What is an Example of a Community Village in Another Part of San Diego?**

Neighborhood and Community Villages occur throughout San Diego. The inspiration for the concept comes from older neighborhoods in the city where there is a mixture of housing, retail stores, and businesses. Some examples include the Barrio Logan neighborhood and the University Avenue/30th Street area in North Park. Community Plans may include recommendations for new development to provide features for enhancing the pedestrian and visual environment as part of new development projects.

#### **What Does a Community Village Mean for the Encanto Neighborhoods?**

A village is proposed in Encanto and is envisioned to grow into the mixed-use hub of the surrounding area. The village would surround Euclid Avenue and Market Street. The village designation will draw on the existing cluster of activities in these areas, and the high level of transit access and use.

A high-density, mixed-use environment has been on the drawing boards for some time for this area, including most recently in the Euclid + Market Land Use and Mobility Plan. The Village at Market Creek and the restored section of Chollas Creek that runs through it form the nucleus of an area that will include a diversity of housing, employment, and retail uses. Plan policies will also bring about streetscape improvements and new public plazas and amenities.

Some typical development types that would be made possible in the Village areas are shown on the following page. These include medium-high density residential housing, as illustrated by the Los Vientos and Mercado projects in Barrio Logan; mixed-use buildings with residential over retail; and enhanced shopping centers with a pedestrian focus. Improved streetscapes, plazas and parks are also anticipated, and examples are provided.

## Encanto Neighborhoods



Community Plan Update



*Existing community facilities, civic spaces, and active sidewalk-oriented retail establish the Euclid and Market area as the community's center.*



*Mercado, Legacy Walk, and Los Vientos Apartments (left to right) provide examples of housing that could be developed at village densities.*



*New public spaces in village centers may include plazas, community gardens, and enhanced streetscapes.*

## Encanto Draft General Mobility Concepts

**Urban Streets** (Market Street, Imperial Avenue, Logan Avenue, 47<sup>th</sup> Street, Euclid Avenue)

- Right-Sizing Complete Streets

La Jolla Blvd Before



La Jolla Blvd After



- Bicycle Facilities

Sharrows



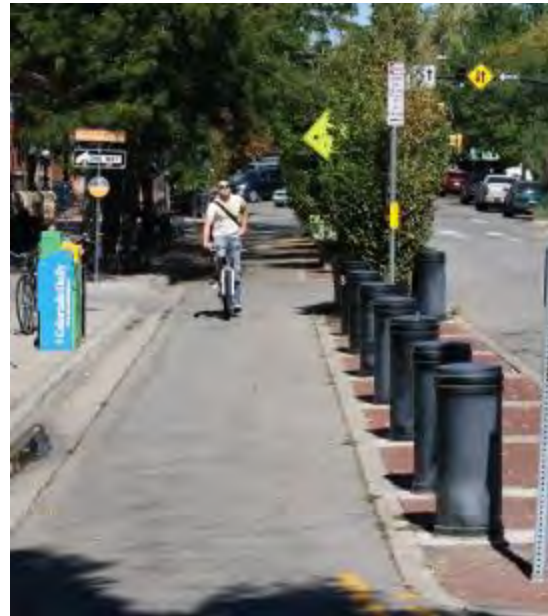
Conventional Bike Lanes



Buffered Bike Lanes



Cycle Tracks



- Enhanced Pedestrian Environments

#### Curb Extensions & Enhanced Crosswalks



#### Pedestrian Refuge Islands



## Pedestrian Countdown Signal & LPI (Lead Pedestrian Interval)



### Transit and School Nodes

- Enhanced Pedestrian Environments
  - sidewalks
  - high visibility crosswalks
  - shorter crossing distance
  - appropriate traffic control (traffic signal, ped signal, warning beacons)
  - adequate lighting
- Enhanced Bicycle Environments
  - safer bicycle facilities
  - adequate bike storage/parking
  - slow down vehicles

### High Collision Areas

- Traffic calming and safety improvement measures

### Encanto Community Overall

- Develop a connective and feasible community-wide trail network

# Encanto Neighborhoods



Community Plan Update

## ***Draft Vision and Guiding Principles***

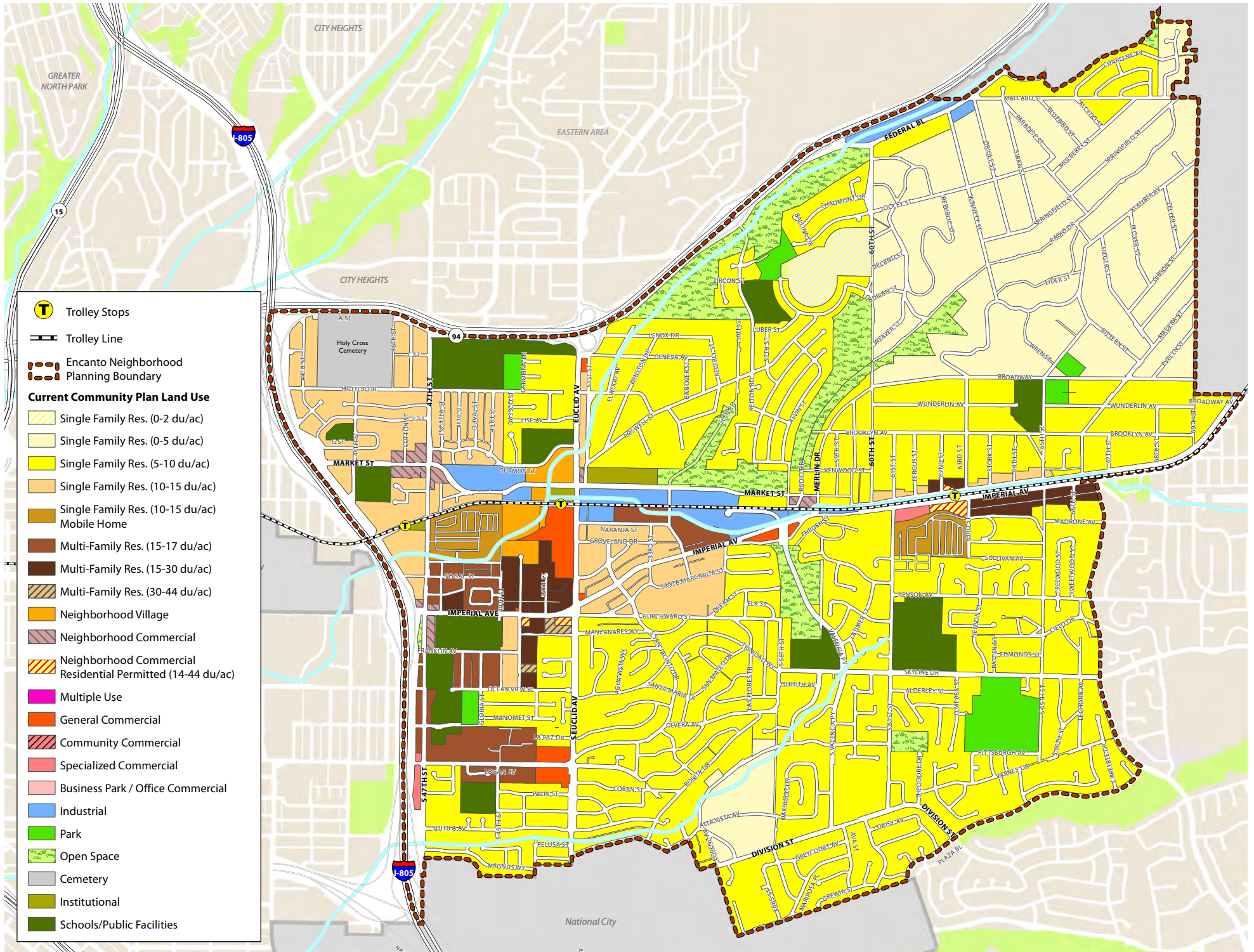
### ***Draft Vision***

The Encanto Neighborhoods form a scenic and vibrant community recognized as a jewel in San Diego. Encanto is known for its panoramic views, its unique arts and culture, its hip vibe, and its green spaces. The area is safe, welcoming, business-friendly, and innovative. It is a destination bustling with activity and night life, with a wealth of healthy food options, businesses, and things to do and see. Mixed-use development with a diversity of housing clusters along the trolley line, while other parts of Encanto provide an atmosphere of country living in the city. The community boasts great parks and high-quality recreational facilities. It is a healthy and diverse place with an unmatched quality of life and a good environment for children.

### ***Draft Guiding Principles***

1. Celebrate Encanto's cultural diversity by fostering inclusive neighborhoods, and developing the community as a destination for arts, culture, food and entertainment.
2. Promote a balanced community by enhancing opportunities for neighborhood commerce and retail uses, encouraging employment-oriented uses, and emphasizing creative enterprises.
3. Focus new development in key walkable, mixed-use, higher-density nodes along Imperial and Market corridors, linked to transit, and maintain the overall dominant single-family character of the community.
4. Enhance the open space network formed by parks, canyons, and creek corridors, with a focus on restoring the Chollas Creek system.
5. Develop a complete network of walking and bike paths and open spaces, and encourage outdoor activity.
6. Enhance accessibility and convenience of transportation by all modes.

# Existing Community Plan Land Use





# SAN DIEGO GENERAL PLAN GUIDING PRINCIPLES

- |                    |                                 |   |                    |  |  |                              |                      |                                   |                           |
|--------------------|---------------------------------|---|--------------------|--|--|------------------------------|----------------------|-----------------------------------|---------------------------|
| 1                  | 2                               | 3                                       | 4                  | 5  | 6  | 7                            | 8                    | 9                                 | 10                        |
| Open Space Network | Diverse Residential Communities | Compact and Walkable Mixed-Use Villages | Employment Centers | Integrated Regional Transportation Network | High-Quality, Affordable and Well-Maintained Public Facilities | Historic Districts and Sites | Balanced Communities | Clean and Sustainable Environment | A High Aesthetic Standard |

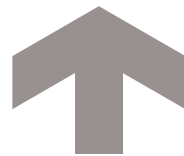
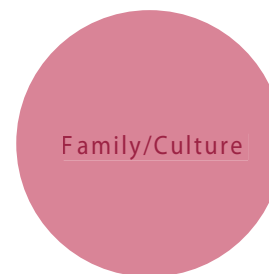
# ENCANTO NEIGHBORHOODS COMMUNITY PLAN PLANNING PRINCIPLES

- |   |   |   |   |   |   |   |   |   |    |
|---|---|---|---|---|---|---|---|---|----|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
|---|---|---|---|---|---|---|---|---|----|

- TO BE DETERMINED BY THE COMMUNITY -



## EMERGING THEMES



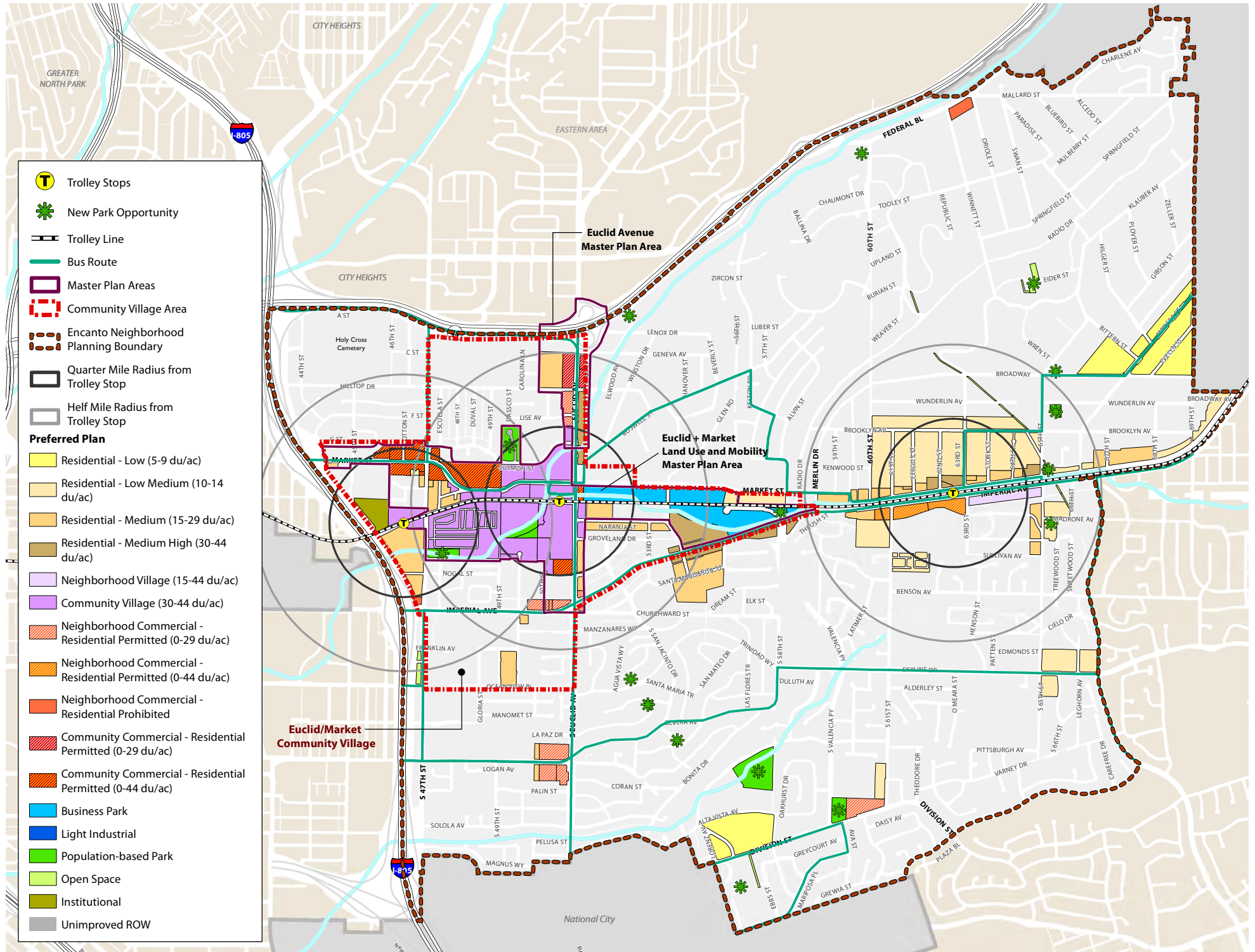
## COMMUNITY PRIORITIES

WORKSHOP

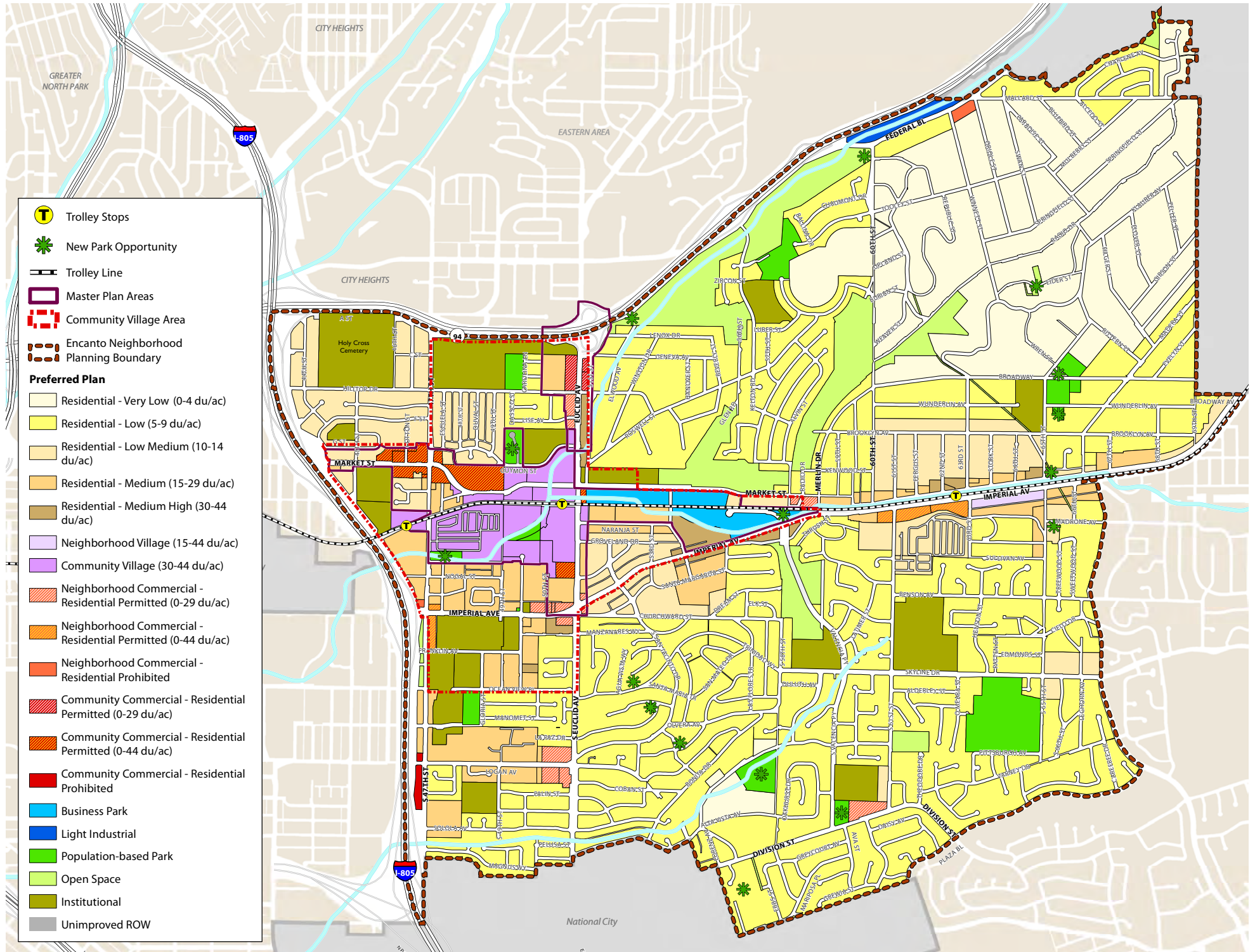
COMMUNITY PLANNING GROUP MEETINGS

STAKEHOLDER INTERVIEWS

# Preliminary Preferred Plan: Land Use Change & Transit Access



# Preliminary Preferred Plan



# Euclid Avenue Corridor

## Existing Conditions



View south on Euclid Avenue just north of the SR-94 overpass



Pedestrians crossing at the intersection of Euclid Avenue and Hilltop Drive



Vacant land west of Euclid presents a development opportunity that complements nearby transit

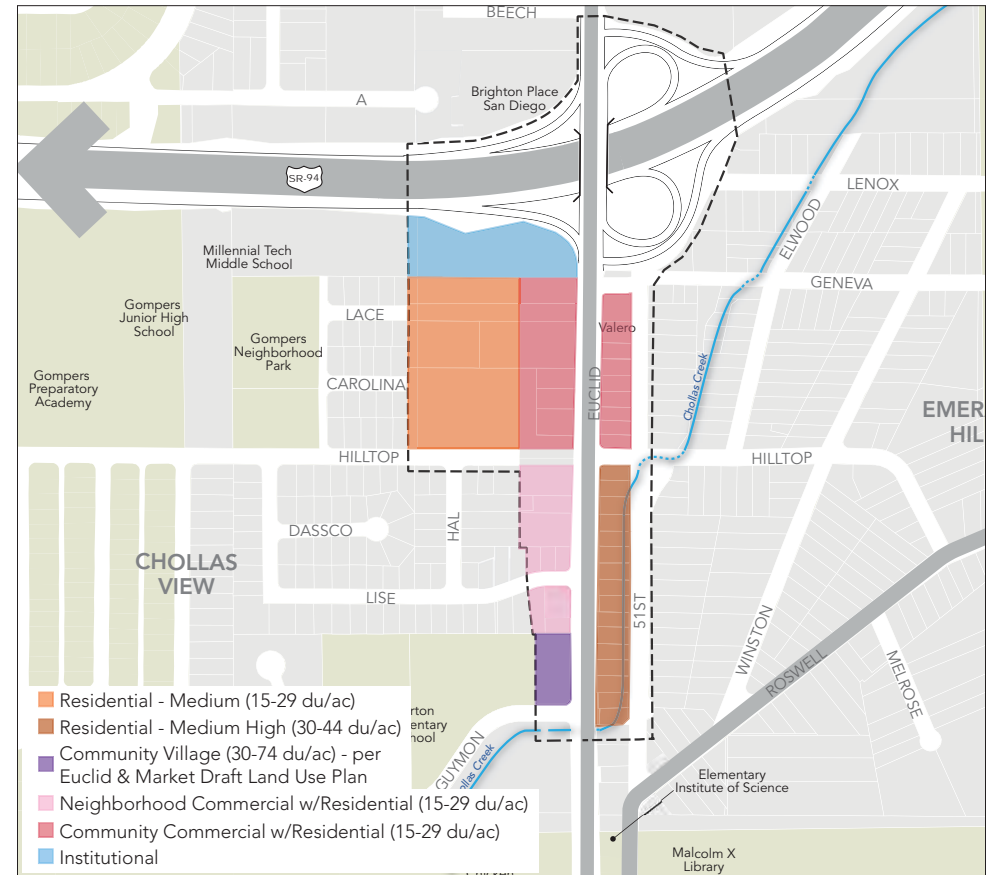


Pedestrians have created an informal connection to schools and Gompers Park west of the corridor

## Existing Community Plan Land Use Designations



## Proposed Land Use Designations





**TABLE LU-4 General Plan and Community Plan Land Use Categories**

General Plan Land Use	Recommended Community Plan Designation	Use Considerations	Description	General Plan Density Range (du/ac) <sup>1</sup>
Park, Open Space, and Recreation	Open Space	None	Provides for the preservation of land that has distinctive scenic, natural or cultural features; that contributes to community character and form; or that contains environmentally sensitive resources. Applies to land or water areas that are undeveloped, generally free from development, or developed with very low-intensity uses that respect natural environmental characteristics and are compatible with the open space use. Open Space may have utility for: primarily passive park and recreation use; conservation of land, water, or other natural resources; historic or scenic purposes; visual relief; or landform preservation.	N/A
	Population-based Parks	None	Provides for areas designated for passive and/or active recreational uses, such as community parks and neighborhood parks. It will allow for facilities and services to meet the recreational needs of the community as defined by the community plan.	N/A
	Resource-based Parks	None	Provides for recreational parks to be located at, or centered on, notable natural or man-made features (beaches, canyons, habitat systems, lakes, historic sites, and cultural facilities) and are intended to serve the citywide population as well as visitors.	N/A
	Private/Commercial Recreation	None	Provides for private recreational areas or commercial recreation areas that do not meet the definition of population-based or resource-based parks, but that still provide recreational opportunities.	N/A
Agriculture <sup>1</sup>	Agriculture	None	Provides for areas that are rural in character and very low-density or areas where agricultural uses are predominant. This designation is intended to accommodate a wide range of agriculture and agriculture-related uses such as: dairies; horticulture nurseries and greenhouses; raising and harvesting of crops; raising, maintaining and keeping of animals; separately regulated agriculture uses; and single dwelling units when applicable.	(Low-density residential estates) 1 du/10 ac - 1 du/ac



**TABLE LU-4 General Plan and Community Plan Land Use Categories (continued)**

General Plan Land Use	Recommended Community Plan Designation	Use Considerations	Description	General Plan Density Range (du/ac) <sup>1</sup>
Residential <sup>1</sup>	Residential - Very Low	None	Provides for single-family housing within the lowest-density range.	0 - 4 du/ac
	Residential - Low	None	Provides for both single-family and multifamily housing within a low-density range.	5 - 9 du/ac
	Residential - Low Medium	None	Provides for both single-family and multifamily housing within a low- medium-density range.	10 - 14 du/ac
	Residential - Medium	None	Provides for both single-family and multifamily housing within a medium-density range.	15 - 29 du/ac
	Residential - Medium High	None	Provides for multifamily housing within a medium-high-density range.	30 - 44 du/ac
	Residential - High	None	Provides for multifamily housing within a high-density range.	45 - 74 du/ac
	Residential - Very High	None	Provides for multifamily housing in the highest density range.	75+ du/ac
Commercial Employment, Retail, and Services <sup>1,2,3</sup>	Neighborhood Commercial	Residential Permitted	Provides local convenience shopping, civic uses, and services serving an approximate three mile radius. Housing may be allowed only within a mixed-use setting.	0 - 44 du/ac
		Residential Prohibited	Provides local convenience shopping, civic uses, and services serving an approximate three mile radius.	N/A
	Community Commercial	Residential Permitted	Provides for shopping areas with retail, service, civic, and office uses for the community at large within three to six miles. It can also be applied to Transit Corridors where multifamily residential uses could be added to enhance the viability of existing commercial uses.	0 - 74 du/ac
		Residential Prohibited	Provides for shopping areas with retail, service, civic, and office uses for the community at large within three to six miles.	N/A
	Regional Commercial	Residential Permitted	Serves the region, within five to 25-plus miles, with a wide variety of uses, including commercial service, civic, retail, office, and limited industrial uses. Residential uses may occur only as part of a mixed-use (commercial/residential) project.	0 - 74 du/ac
		Residential Prohibited	Serves the region, within five to 25-plus miles, with a wide variety of uses, including commercial service, civic, retail, office, and limited industrial uses.	N/A
	Office Commercial	Residential Permitted	Provides for office employment uses with limited, complementary retail uses. Residential uses may occur only as part of a mixed-use (commercial/residential) project.	0 - 44 du/ac
	Visitor Commercial	Residential Permitted	Provides for the accommodation, dining, and recreational uses for both tourists and the local population. This designation is intended for land located near employment centers and areas with recreational resources or other visitor attractions. Residential uses may occur only as part of a mixed-use (commercial/residential) project.	0 - 74 du/ac



**TABLE LU-4 General Plan and Community Plan Land Use Categories (continued)**

General Plan Land Use	Recommended Community Plan Designation	Use Considerations	Description	General Plan Density Range (du/ac) <sup>1</sup>
	Heavy Commercial	Residential Prohibited	Provides for retail sales, commercial services, office uses, and heavier commercial uses such as wholesale, distribution, storage, and vehicular sales and service. This designation is appropriate for transportation corridors where the previous community plan may have allowed for both industrial and commercial uses.	N/A
Institutional and Public and Semi-Public Facilities <sup>4</sup>	Institutional	None	Provides a designation for uses that are identified as public or semi-public facilities in the community plan and which offer public and semi-public services to the community. Uses may include but are not limited to: airports, military facilities, community colleges, university campuses, landfills, communication and utilities, transit centers, water sanitation plants, schools, libraries, police and fire facilities, cemeteries, post offices, hospitals, park-and-ride lots, government offices and civic centers.	N/A
Multiple Use	Neighborhood Village	Residential Required	Provides housing in a mixed-use setting and convenience shopping, civic uses as an important component, and services serving an approximate three mile radius.	15 to 44 du/ac
	Community Village	Residential Required	Provides housing in a mixed-use setting and serves the commercial needs of the community-at-large, including the industrial and business areas. Integration of commercial and residential use is emphasized; civic uses are an important component. Retail, professional/administrative offices, commercial recreation facilities, service businesses, and similar types of uses are allowed.	30 to 74 du/ac
	Urban Village	Residential Required	Serves the region with many types of uses, including housing, in a high-intensity, mixed-use setting. Integration of commercial and residential use is emphasized; larger, civic uses and facilities are a significant component. Uses include housing, business/professional office, commercial service, and retail.	30+ du/ac (upper limit is to be determined by the adopted land use plan and associated implementing ordinances).
	Downtown	None	Provides a range of single and multiple uses in a setting of high intensity appropriate to downtown's unique role as the regional center. Integration of commercial, residential, civic, institutional, and open space uses is emphasized.	Density range to be determined by the adopted land use plan and associated implementing ordinances. <sup>5</sup>



**TABLE LU-4 General Plan and Community Plan Land Use Categories (continued)**

General Plan Land Use	Recommended Community Plan Designation	Use Considerations	Description	General Plan Density Range (du/ac) <sup>1</sup>
Industrial Employment <sup>1,2</sup>	Scientific Research	Office Use Limited	Provides for activities limited to scientific research, product development and testing, engineering, and any other basic research functions leading to new product development with limited light manufacturing. Office uses, except corporate headquarters, are not permitted, except as accessory to the primary use or as direct support for scientific research uses. This designation would not permit storage and distribution uses.	N/A
	Technology Park	Office Use Limited	Allows high technology related to applied sciences, including: light manufacturing, research and development, corporate headquarters, and storage and distribution uses. This designation also allows office uses which provide administrative, sales, and service functions directly related to these high technology uses. It is appropriate to apply in light industrial areas with some office development.	N/A
	Business Park	Office Use Permitted	Allows office, research and development, and light manufacturing uses. This designation would not permit storage and distribution uses except as accessory to the primary use. It is appropriate to apply in portions of communities primarily characterized by single- and multi-tenant office development with some light industrial uses.	N/A
	Business Park-Residential	Office Use Permitted	Applies in areas where employment and residential uses are located on the same premises or in close proximity. Permitted employment uses include those listed in the Business Park designation. Multifamily residential uses are optional with the density to be specified in the community plan. Development standards and/or use restrictions that address health and compatibility issues will be included in future zones.	Residential densities are to be determined by the adopted land use plan and associated implementing ordinances.
	International Business and Trade	Office Use Permitted	Combines the uses permitted in both the Business Park and Light Industrial designations. Allows single- and multi-tenant office, research and development, light manufacturing, and storage and distribution uses. It is appropriate to apply in portions of communities adjacent to the border, other ports of entry, or areas in transition to higher intensity industries.	N/A
	Light Industrial	Office Use Limited	Allows a wider variety of industrial uses by permitting a full range of light manufacturing and research and development uses, and adding other industrial uses such as storage and distribution and transportation terminals. Multi-tenant industrial uses and corporate headquarters office uses are permitted. Otherwise, only limited office or commercial uses should be permitted which are accessory to the primary industrial use. Heavy industrial uses that have significant nuisance or hazardous effects are excluded.	N/A





**TABLE LU-4 General Plan and Community Plan Land Use Categories (continued)**

General Plan Land Use	Recommended Community Plan Designation	Use Considerations	Description	General Plan Density Range (du/ac) <sup>1</sup>
Industrial Employment <sup>1,2</sup> Continued	Heavy Industrial	Office Use Limited	Provides for industrial uses emphasizing base sector manufacturing, wholesale and distribution, extractive, and primary processing uses with nuisance or hazardous characteristics. For reasons of health, safety, environmental effects, or welfare these uses should be segregated from other uses. Non-industrial uses, except corporate headquarters, should be prohibited.	N/A

<sup>1</sup> Residential density ranges will be further refined and specified in each community plan. Residential densities may also be narrowed within the density ranges established for the Commercial Employment, Retail, and Services General Plan land use category in this table. Community plans may also establish density minimums where none are specified in the Commercial Employment, Retail, and Services General Plan Land Use category. Calculation of residential density is to be rounded to the nearest whole number if the calculation exceeds a whole number by 0.50 or more in most cases. In all other remaining instances, such as in the coastal areas, calculation of density is to be based on established policies and procedures. Whenever a plus (+) sign is identified next to a density number, the upper limit may be further specified in a community plan without causing the need for amending the General Plan, upon evaluation of impacts. For uses located within an airport influence area, the density ranges should be consistent with the Airport Land Use Compatibility Plan and Air Installation Compatible Use Zone study or steps should be taken to overrule the Airport Land Use Commission.

<sup>2</sup> Consult the Economic Prosperity Element for policies related to the commercial and industrial land use designations.

<sup>3</sup> Commercial land use designations may be combined to meet community objectives.

<sup>4</sup> Community plans will further define the specific institutional use allowed on a particular site.

<sup>5</sup> The Downtown Community Plan provides building intensity standards.