Imperial Avenue Corridor Master Plan

I - 8 0 5 T O E U C L I D A V E N U E • 6 1 S T T O 6 9 T H S T R E E T S

Southeastern Economic Development Corporation
December, 2005
Roesling Nakamura Terada Architects • Spurlock Poirier Landscape Architects

Acknowledgments
The Imperial Avenue Corridor Master Plan was prepared by Roesling Nakamura Terada Architects and Spurlock Poirier Landscape Architects for the Southeastern Economic Development Corporation (SEDC). Members of the planning team include:

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Market Feasibility Study: Jerry Trimble, Keyser Marston & Associates
Curt Lewis, Keyser Marston & Associates

The planning team would also like to give special thanks to all the Community Workgroup participants for their participation and valuable feedback that was instrumental in helping to create this document. Members and attendees include:

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The Late Councilman Charles L. Lewis had a vision for his district
that while ambitious, was not fully realized due to his untimely death.
The Imperial Avenue Corridor Master Plan is one element of this vision, and
we hereby dedicate this completed document and the collaborative effort to his memory.

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Chapter 1 Introduction

1.0 PURPOSE AND SCOPE

Specific segments of Imperial Avenue have become the focus of redevelopment efforts in southeastern San Diego through the leadership of the Southeastern Economic Development Corporation (SEDC).

The Imperial Avenue Corridor Master Plan (The Plan) provides a coherent and consistent vision and direction developed through community involvement for the areas between Interstate 805 to Euclid Avenue and between 61st to 69th Streets. These segments are currently under performing commercially-zoned areas that could potentially provide increased retail, services and housing for the community.

The Plan's overriding goal is to provide a broad range of work, live and transportation choices for the community. The document is to be used as both a guide for future redevelopment efforts as well as to provide SEDC an instrument to attract future funding for projects proposed within the document.

1.1 METHODOLOGY

The Master Plan, or known as "the Plan," was developed through a series of design meetings with a "community workgroup" (the Workgroup) which included community members, business owners, property owners, residents, City and School District staffs and SEDC. The outreach process was critical to developing a meaningful master plan built around assets that are unique to the community.

The Plan includes both economic and civil engineering feasibility reviews from Keyser Marston Associates, Inc., economic consultant, and Rick Engineering, a civil engineering firm. Their tasks were to determine the feasibility of the design concepts as well as to provide input and guidance on both financial and engineering constraints and opportunities.

The Plan was built upon previous studies including the following:

- SEDC Southeastern San Diego Commercial Corridor Urban Design Guide
- City of San Diego Project First Class Urban Design Program
- SEDC Multi-Family Development Guidelines
- SEDC Southeastern Community Retail / Entertainment Demand Study

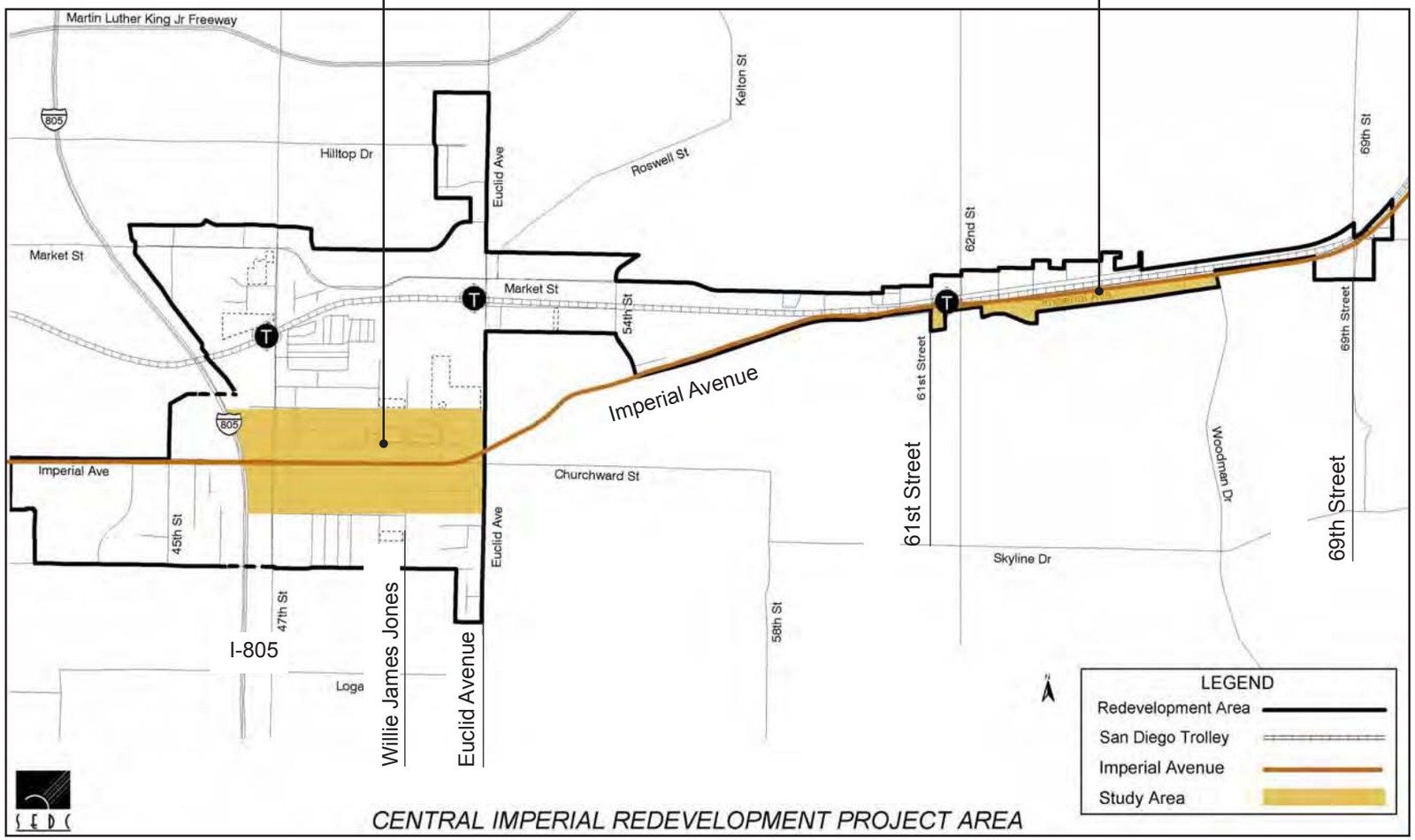
The Plan identifies demonstration blocks, showing redevelopment concepts in more detail. The implementation of the demonstration block concepts are intended to act as a catalyst to initiate future improvements to the area.

1.2 MASTER PLAN ORGANIZATION

The Plan is organized into six sections, which include:

1. Introduction
2. Neighborhood Analysis
3. Master Plan
4. Development Guidelines
5. Public Improvements Plan
6. Infrastructure
7. Market Feasibility

The intent of the Plan's organization is to allow the reader to understand the process and rationale of the master plan concepts as well as find specific redevelopment recommendations, design guidelines and implementation strategies. Strategies for implementation are provided through-out this document.



SEDC regional location map

Project Study Area

No Scale

1.1 FIGURE

Study Areas in Context to Imperial Avenue

I-805 to Euclid Avenue

61st to 69th Street

Imperial Avenue (Highway 80) at Encanto, 1915

1.3 STUDY AREA

The study area includes the public right-of-way and privately owned parcels that face Imperial Avenue between Interstate 805 and Euclid Avenue and between 61st and 69th streets. In addition to these parcels the Master Plan examines elements such as alleys, adjacent neighborhoods, side streets, significant buildings and site features in and around the area. Figure 1.1 provides a map of the study area and boundary of each segment.

1.4 HISTORICAL BACKGROUND

Originally known as U.S. Highway 80, Imperial Avenue at one time served as the main route into San Diego from Arizona, Imperial County, and El Cajon. Within the City of San Diego, Imperial Avenue grew to serve as one of the main east-west urban corridors through the City. Over time the area between I-805 and 69th Street converted from rolling canyons, farm land and open space to suburban development spurred after World War II.

In 1891, the subdivision of southeast San Diego, with its rolling hills and natural canyons, was appropriately named Encanto, the Spanish word for “enchantment”. The area now consists of a mixture of low and medium residential densities with commercial uses and public facilities along Imperial Avenue.

Imperial Avenue was once a commercial corridor of present-day Encanto. Previously referred to as Imperial Highway, it was the southeastern leg of the first transcontinental highway route. Upon the highway’s completion in 1923, construction and development intensified along the route until the start of the Great Depression in 1929.

For additional information, please refer to the Final EIR for the Central Imperial Redevelopment Plan, dated July 1992, and all subsequent environmental documents prepared for the Central Imperial Redevelopment Plan.

1.5 OUTREACH

The purpose of the community outreach process was to elicit comments from community members, property owners, and merchants about the corridor's perceived physical conditions and to secure recommendations for the scope, character and phasing of new improvements. Previous studies and community input had indicated general objectives for these areas including:

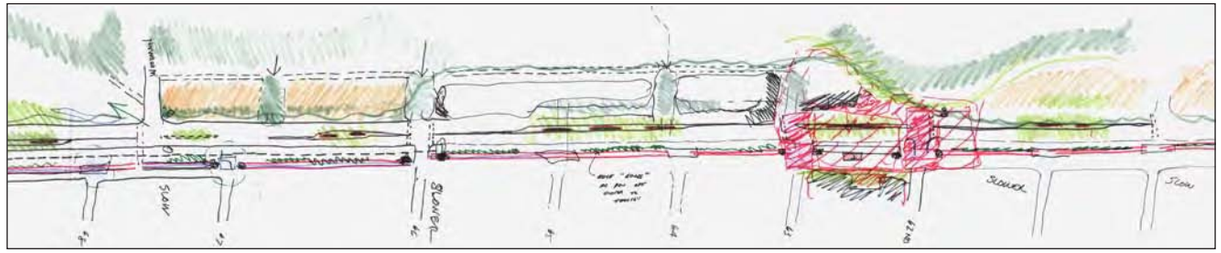
a. Improving the image and appearance of older commercial areas and major streets.
b. Providing development of community facilities, services, retail and housing.
c. Linking communities to retail and open space and other revitalization efforts.
d. Taking advantage of transit opportunities by creating pedestrian oriented districts.

The outreach was aimed at gaining consensus as to how these goals can best be achieved. To facilitate community input, several public meetings were held with a "community workgroup". The Workgroup included community members, business owners, property owners, and representatives from the San Diego Unified School District, The City of San Diego, CALTrans, and SEDC.

With the use of slides, planning diagrams and drawings, the community was presented a series of alternative urban images, which served to identify their preference for the various elements of the urban design plan including traffic and parking, building and land use, height and setbacks and overall streetscape character. A key aid in the process was the presentation and evaluation of perceived similar and successful multi-use corridors in or near San Diego.

The outcome of the process resulted in the planning concepts and guidelines presented within this document with the overriding goal of creating vibrant and unique destinations within the City of San Diego.

Workgroup Meetings held at SEDC offices.



Early Workgroup Presentation Design Concepts

1.5.1 Outreach Design Goals and Comments

Through the outreach process, the planning team worked with Workgroup members to develop a list of goals and design comments to serve as bench marks for future design planning concepts.

The outreach process concluded that the overriding design vision was to provide a broad selection of choices and amenities for the community. These choices should apply to housing, working environments, retail amenities, and transportation, including walking, biking, public transportation, and driving.

The workgroup wanted to create unique destinations along Imperial Avenue that incorporated many of the existing topographic, cultural and landmark features found within the community.

Community-wide and specific goals include:

- Create vibrant, identifiable neighborhoods that allow people the ability to live, work and attend recreational activities within each community.
- Incorporate area's unique site features.
- Maximize transit-oriented and pedestrian opportunities.
- Create identifiable visual gateways.
- Provide a variety of housing options with convenient access to services, jobs.
- Create special traffic generators by incorporating cultural, recreational and civic anchors.
- Unify study areas within overall corridor.
- Create a positive driving experience along Imperial Avenue.
- Future development projects should be family-oriented.
- Provide traffic calming strategies where appropriate.
- Development should include mixed use and mixed income alternatives.
- Housing should provide yards / and common areas.

Specific Comments – I-805 to Euclid Avenue

- Address both sides of Imperial Avenue
- Create a strong visual gateway at I-805
- Provide sidewalk improvements and parking zones.
- Create safe places for children and community events.
- Maintain Huffman's as an established, community landmark.
- Create a concept for the central plaza.

Specific Comments - 61st to 69th Streets

- Take advantage of the topography and open space to create pedestrian linkages.
- Live / Work housing makes sense at 61 – 69th in context of what's existing.
- Concepts for neighborhood gateway at east end.
- Need sidewalk and parking improvements.
- Traffic calming is a priority at the Trolley station.
- Study ways of linking / improving the entry to Widman Park.
- Create safe places for children and community events.

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Chapter 2

Neighborhood Analysis

2.0 INTRODUCTION

This chapter provides an analysis of the neighborhood conducted from a visual survey and functional analysis of the project areas. The purpose of the survey was to photograph, record and document the corridor segments in relationship to their visual character, natural and man-made assets, compatibility with adjacent land-uses and overall organization and efficiency.

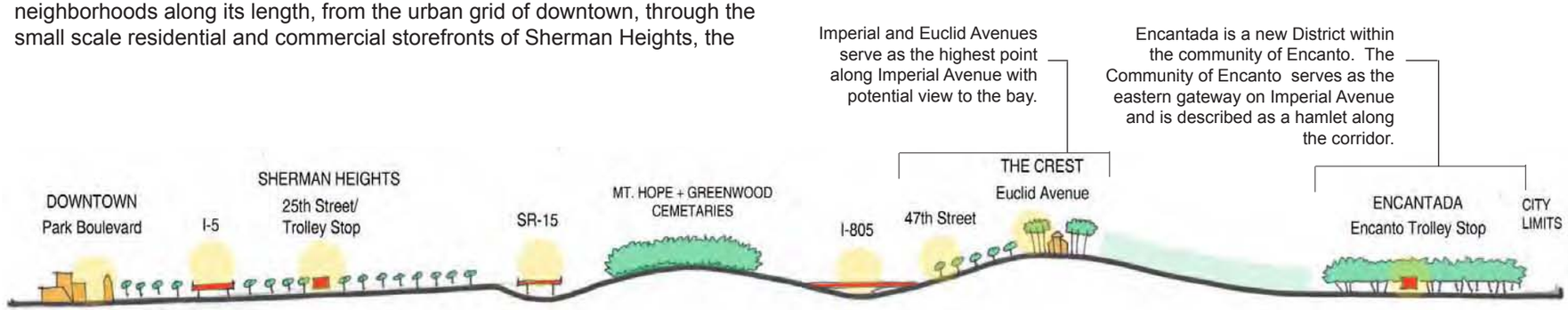
The objective of this analysis is to make Imperial Avenue a focus for these communities by identifying and enhancing the unique physical and infrastructure assets that exist alongside Imperial Avenue, thereby revitalizing these neighborhoods and strengthening their identities as distinctive destinations. The following sections provide a brief visual analysis description of the overall Imperial Avenue corridor. Each segment in analyzed with photos of existing conditions, visual analysis diagrams and site opportunity diagrams.

2.1 OVERVIEW

Imperial Avenue is one of several major east-west urban arterials within the City of San Diego. As in the case of all of these arterials, communities along the way are dominated by the speed and volume of vehicular traffic. Imperial Avenue is unusual in that it is highly varied in character, with many distinct neighborhoods along its length, from the urban grid of downtown, through the small scale residential and commercial storefronts of Sherman Heights, the verdant calm of Mount Hope and Greenwood Cemeteries, to the activity of Imperial Marketplace, and then the relatively suburban character of these two neighborhoods.

The street section diagram below illustrates this varied character of the overall corridor from Downtown to the City of Lemon Grove. The illustration below shows how the two planning segments should build upon their unique geographical features and respective site locations.

The two study area communities are rich in physical and cultural assets. To create a unique and viable Master Plan, the planning team worked with SEDC staff and the Workgroup to identify these assets from which new development opportunities could be implemented or built around. One of the key planning goals is to connect existing assets via pedestrian-friendly linkages. Within these linkages an infill program that provides a combination of community, retail and residential uses would ensue. Figures 2.1 through 2.4 illustrate community and cultural assets as well as design opportunities for both segments of the study areas.



Imperial Avenue Street Section Diagram

2.2 VISUAL ANALYSIS & SITE OPPORTUNITIES

2.2.1 Lincoln Park- 47th Street to Euclid Avenue

Lincoln Park is defined by two distinct gateways: the intersections of Imperial and I-805 and Imperial and Euclid Avenues. From I-805 to Euclid, Imperial Avenue slowly ascends a hill, bounded by Lincoln High School's long, fenced street frontage to the south, and a planted traffic median and walled residential communities to the north. This creates a linear visual channel that concentrates attention on the gateways at either end. The intersection at Euclid is one of the highest points along Imperial Avenue and is accentuated by St. Rita's church, a landmark that is visible from much of the western portion of Imperial Avenue as well as points to the north and south. At this intersection Imperial takes a distinct northeast bend and begins a descent towards Valencia Park and communities to the east. The intersection has the components of a "central place." We have used the name "Imperial Crest" to describe this area.

Between Willie James Jones and Euclid Avenues, Imperial is lined with a mixture of residential units, civic facilities such as the Lincoln High School, the future Valencia Park Fire station, the Walls of Excellence, and a commercial strip that includes local longtime businesses such as Huffman's Barbecue and Gentry's Barber Shop. Prominently located in the midst of this commercial activity and backed by St. Rita's steeple is a public plaza. The intersection of Imperial and Euclid also marks a major point of connection, linking Imperial Crest to the new Chollas Creek community development projects to the north and the successfully revitalized Market Street node. The intersection is a threshold to residential neighborhoods to the south.

In addition to its civic uses and commercial zoning, Lincoln Park has a relatively low to medium population density. Imperial Avenue acts as connective tissue between communities to the north and south; they come together to use the facilities on Imperial Avenue and access the I-805. It is also well-served by public transit with major bus routes running along Imperial, Euclid and 47th Street. This close proximity to I-805 combined with its density and access to public transit gives Lincoln Park great potential as a major commuter-oriented commercial and residential node.

Area assets include the new Lincoln High School, the area's proximity to I-805, a new fire station at Willie James-Jones Avenue, the Euclid and Imperial Avenue intersection as a geographical "high-point" along the corridor, the "Wall's of Excellence" public plaza, and St. Rita's Church to name a few.

Diagram 2.1 illustrates neighborhood boundaries and community facilities while figure 2.1 illustrates existing conditions, including area assets. Based upon these previous diagrams and utilizing the Workgroup's and SEDC Staff comments, Figure 2.2 was then developed to summarize the design opportunities for the west segment of the study areas.

Diagram 2.1 - Neighborhood Boundaries and Community Facilities

Existing Conditions
I-805 to Euclid Ave.

2.1
FIGURE

No Scale

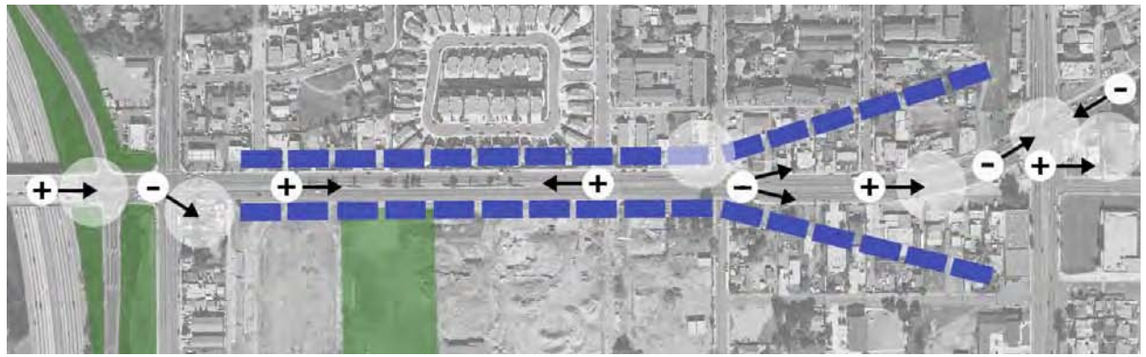


Diagram 5.2 - View Corridors & Open Space

Legend

View Corridor

Open Space

Negative View

Positive View

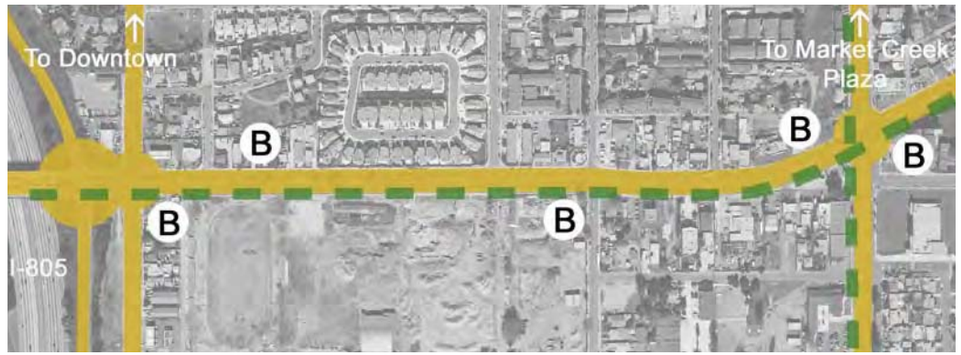


Diagram 5.3 - Transportation

Legend

Street

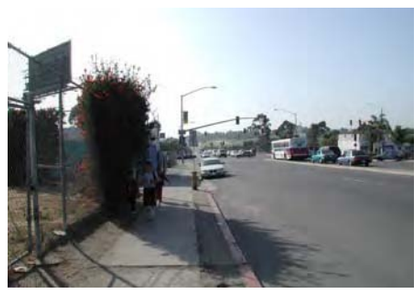
Major Intersection

Bus Line

B Bus Stop

1) Entering Imperial Avenue off of I-805 lacks a "sense of gateway".

2) Street edges and medians between 47th and Euclid, seem barren and are in need of landscape enhancements.



3) Sidewalks near Lincoln High School, used by students daily are narrow and provide no barriers between traffic and pedestrians.

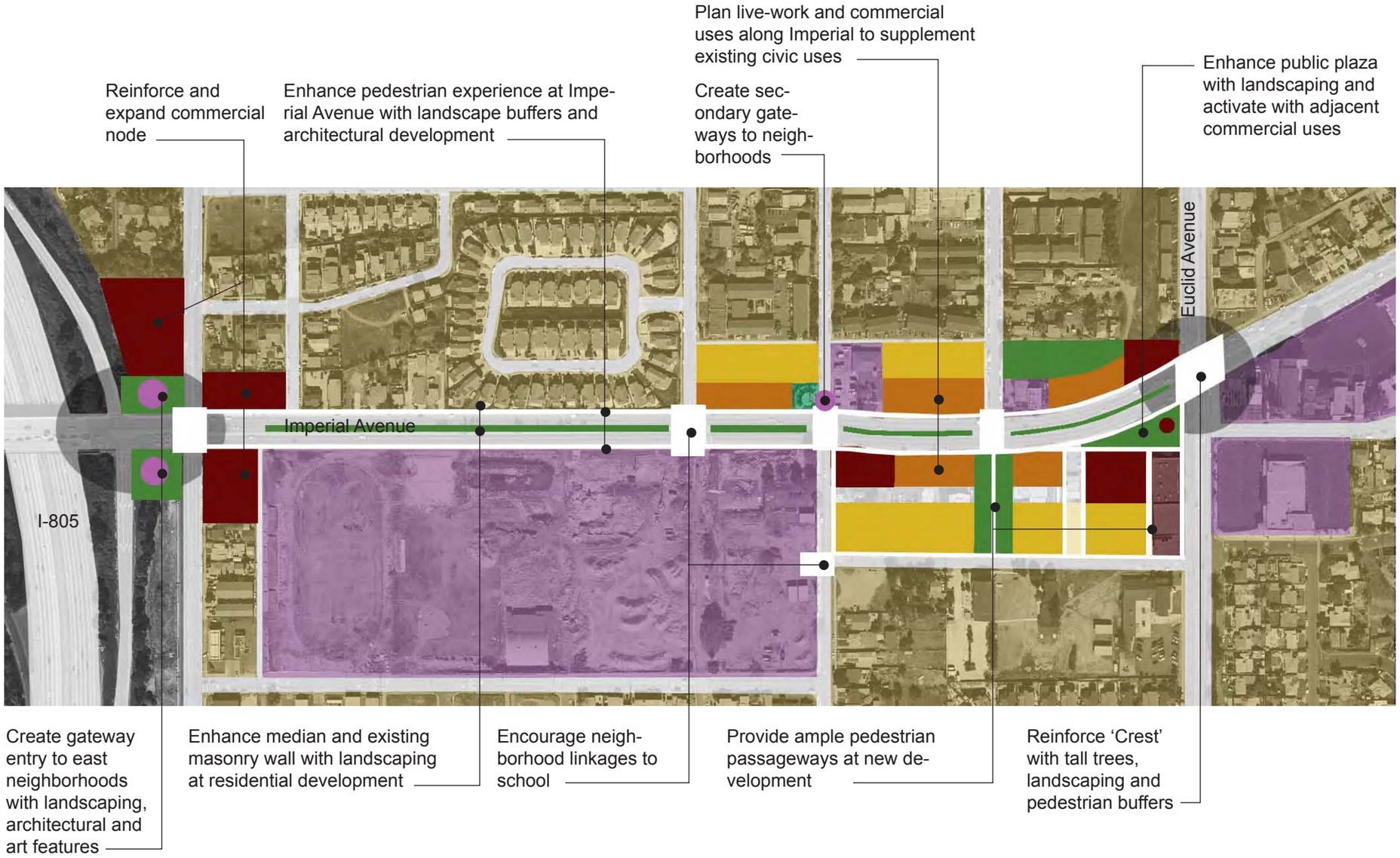
4) Entries to housing from Imperial Avenue lack neighborhood gateways.

5) Public plaza at Euclid and Imperial feels disconnected from pedestrian areas.

Existing Conditions
I-805 to Euclid Ave.

2.1.1
FIGURE

No Scale



Site Opportunities
I-805 to Euclid Ave.

2.2
FIGURE

No Scale

2.2.2 Encanto- 61st to 69th Street

The Encanto commercial corridor is in a valley formed by a tributary of Chollas Creek and is between hilly residential communities to the north and south. It's edges are largely defined by its topography. Its western gateway at 61st Street is marked by the emergence of a steep grassy slope and stream bed paralleling Imperial Avenue. Its eastern gateway at 69th Street is defined by the broad flat greensward of Widman Park and Imperial Avenue's bend to the north east.

The northern edge of Encantada is bordered by the trolley line and channelized stream bed. This broad swath of open space allows wide views across the tracks to the tree canopy and rooftops of North Encanto. The southern edge is flanked by the steep, vegetated north slope of South Encanto, fronted at its base by a narrow commercial strip. Steep streets link Imperial and the communities to the south at 63rd and 65th Streets and Woodman Avenue. The trolley's catenary lines create a linear visual cadence that is in counterpoint to the small-scale store fronts that line Imperial Avenue for several blocks through the heart of Encantada. Street medians are planted with mature sycamores and plane trees that enhance the sense of traveling along a valley floor.

Diagram 5.4 - View Corridors & Open Space, 61st to 69th Streets

Legend

View Corridor

Open Space

Negative View

Positive View

1) Street edges and medians between 61st to 69th Streets, are barren and are in need of landscape enhancements

2) Sidewalk conditions and site furnishings do not provide a "pedestrian friendly environment."

3) The Trolley Station is a positive community asset, but tracks and pedestrian linkages should be improved.

4) Narrow sidewalks and varied existing setbacks should be improved to encourage pedestrian activity.

5) Widman Park's edges and entries should be enhanced to make the park a destination feature in the community.

Diagram 5.5 - Transportation, 61st to 69th Streets

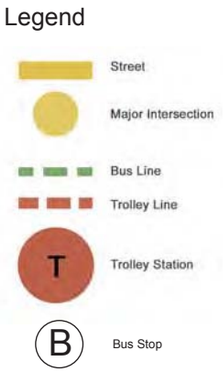


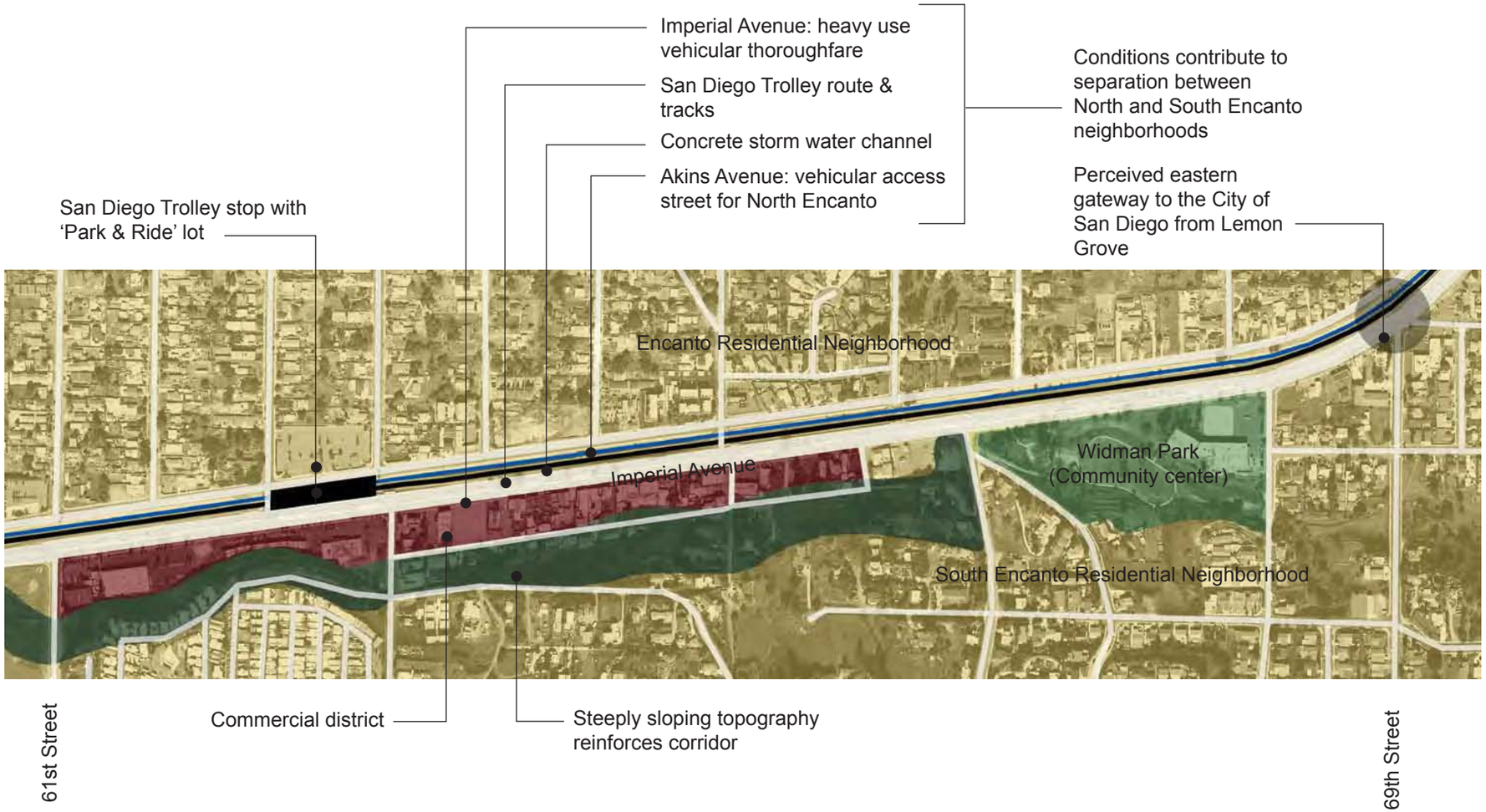
Diagram 5.6 - Neighborhood Boundaries and Community Facilities, 61st to 69th Streets

As a sub-district of Encanto, the section of Imperial Avenue between 63rd Street and 65th Street will be known as Encantada, a themed mixed-use core of work/live, commercial and multi-family residential buildings.

Encantada has the train line oriented feeling of a streetcar suburb and its trolley station has the potential to be a hub of pedestrian activity. However, in comparison to Lincoln Park, neighborhoods near this segment are largely lower density residential. The percentage of owner occupied single family houses exceeds the city-wide average; there are fewer civic facilities and a small, partially occupied commercial strip. Widman Park at the east edge of Encantada, is a broad sweep of green with mature trees, paved pedestrian paths and a playground; it is a valued community amenity.

Overall, significant topographic and infrastructure impediments define the study area as a linear district; the combination of steep slopes, trolley tracks and stream bed limit opportunity to engage neighborhoods to the north and south. Imperial Avenue serves as a boundary line between communities; much of the traffic along this stretch is passing through. Nevertheless it is well served by public transit including the trolley and the MTDB bus; in addition, a Class II bike route runs intermittently along the length of the area.

Figures 2.3 and 2.4 illustrate existing conditions and site opportunities respectively.



Existing Conditions 61st to 69th Streets

2.3 FIGURE

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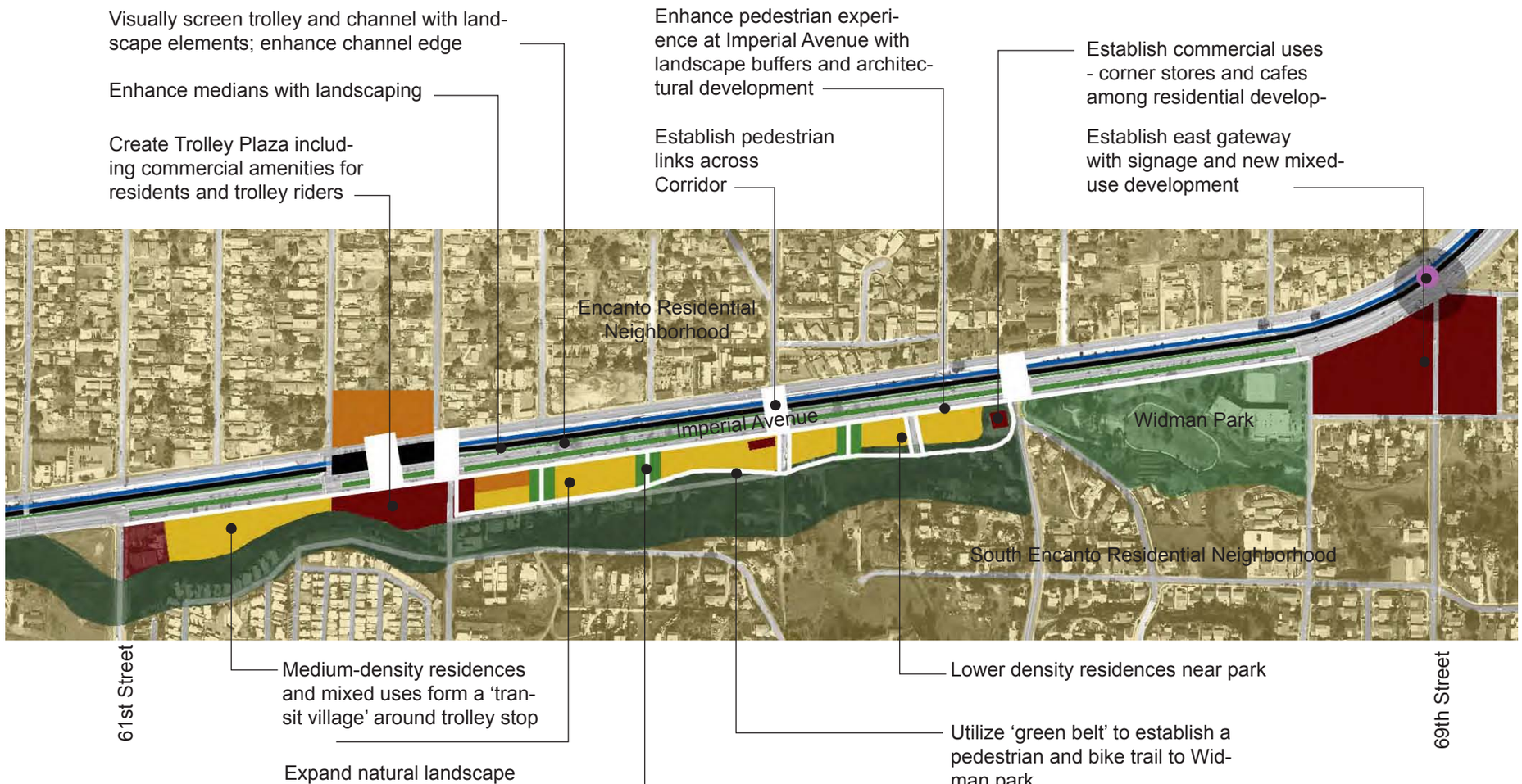


Site Opportunities
61st to 69th Streets

2.4
FIGURE

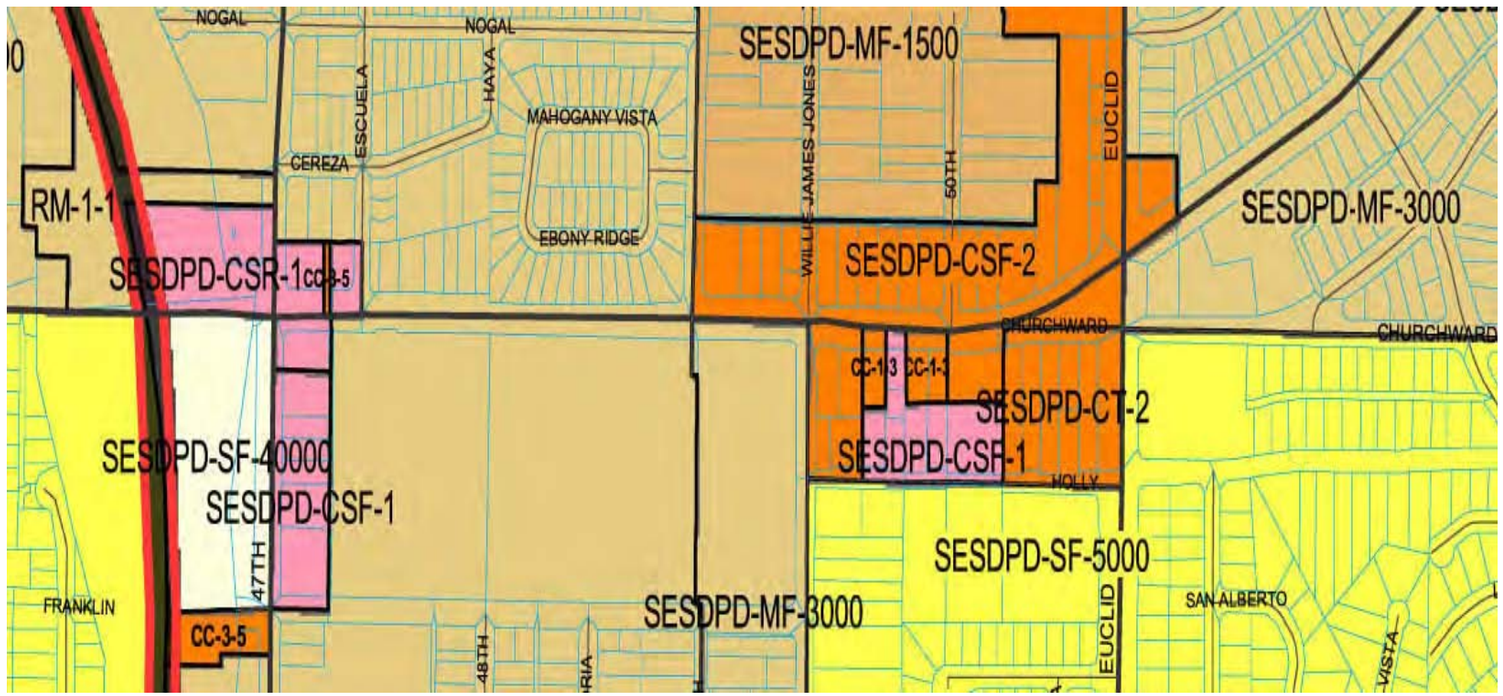
No Scale

2.3 EXISTING LANDUSES

For property parcels facing Imperial Avenue, the current land uses have remained unchanged since the 1970s at both the west and east study areas. Figures 2.5 and 2.6 illustrate the current land uses within these areas. Land use regulations provide reasonable development criteria for the construction or alteration of quality residential, commercial and industrial development throughout the southeastern San Diego community. A complete description of the land uses for the study area can be found in the City of San Diego's Municipal Code, Chapter 10, Planning and Zoning, Division 17 Southeastern San Diego Planned District.

Existing land uses for private property parcels located between I-805 to Euclid Avenue include single-family residential, multi-family residential, and commercial. (See figure 2.5)

Between 61st to 69th Streets, current land uses and zoning include single-family residential, multi-family residential and commercial. In addition, zoning for Parks and Open Spaces and public transportation are also shown. (See figure 2.6.)



Existing Land Use
I-805 TO Euclid Ave.

2.5
FIGURE

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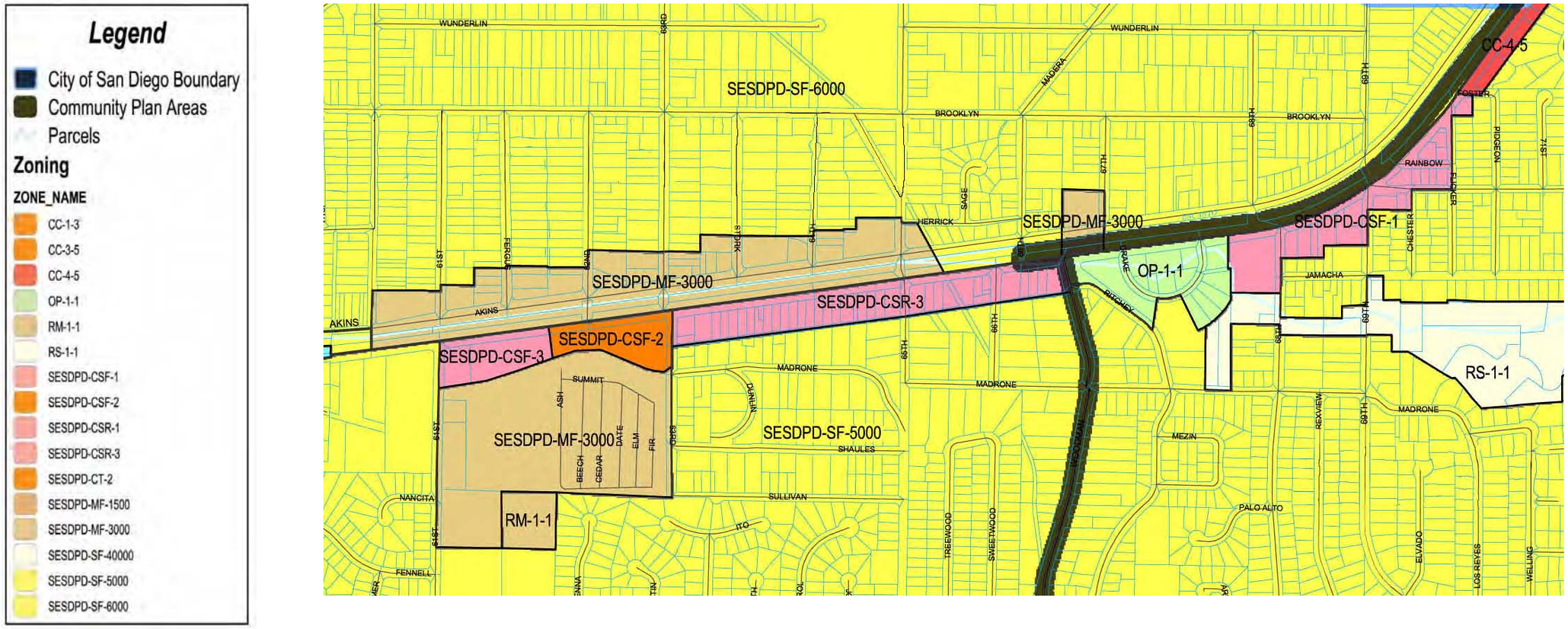

Existing Land Use
61st to 69th Streets

2.6
FIGURE

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Chapter 3

Master Plan

3.0 INTRODUCTION

The goal of the Plan is to identify development opportunities that are primarily pedestrian-oriented, provide a variety of housing types, including work/live options, and have potential to become major pedestrian-oriented corridors and nodes. Key actions to be taken include providing concepts for unique housing and mixed-use developments, defining gateways, creating stronger linkages to neighborhood centers, celebrating connections and enhancing pedestrian amenities and connections. The master plan concepts combine existing community assets and opportunities with input from the Community Workgroup, Civil Engineering and Economic Feasibility Studies to create a dynamic and realistic development vision for the two study areas.

The Plan's concepts strive to be sensitive to the needs of existing businesses and residents by providing a wide variety of housing and identifying new commercial opportunities. Where feasible, the Plan merges existing assets such as public elements, schools, landmark businesses and buildings as essential elements of the community.

This section is subdivided into two sub-sections; one detailing projects in the Imperial Crest District (I-805 to Euclid Avenue), the other in the Encantada District (61st to 69th Streets). However many of the concepts outlined below can be applied throughout Imperial Avenue, even beyond the study scope. Others respond to site particulars and are intended to reinforce unique neighborhood qualities and characteristics, and the identity of these areas as centers or nodes on the avenue.

Conceptual View of Imperial Avenue looking east from 63rd Street

3.1 IMPERIAL CREST DISTRICT, I-805 TO EUCLID AVENUE

The Plan for the Imperial Crest District is designed to support the community's overall vision of creating a unique, family-friendly destination along Imperial Avenue. The District is between I-805 and Euclid Avenue and as discussed earlier is called "Imperial Crest" in this study. The intersection of Imperial and Euclid is the highest point along Imperial Avenue.
The overall District is divided into three sub-areas known as the I-805 Gateway, Lincoln High School Corridor, and Imperial Crest. Imperial Crest is intended to be the pedestrian oriented core of the district- a mix of housing and commercial uses designed as a pedestrian friendly community between Willie James Jones Avenue and Euclid Avenue. Master Plan concepts include the following elements:

3.1.1 The Gateway (I-805)

San Diego has a tradition of identifying its neighborhoods with iconic structures such as tiled or stone piers, neon signs, sculptural objects or landscape elements. These represent the neighborhoods and signify a cohesive community pride that is a hallmark of community growth. The need for gateways arose because many communities in San Diego occurred in an otherwise undifferentiated grid of streets on the mesas to the east of downtown.

Given its high volume of traffic and high visibility from both the west side of the I-805 overpass and the freeway itself, the intersection of Imperial Avenue and 47th Street is ideally suited for the creation of an iconic community gateway element. We propose a unique sculptural lighting element- a grove of slender aluminum masts topped with low-voltage-- ideally solar powered-- LED lights.

The design intent of the light sculpture is to create a graceful, innovative installation using stock materials that are industrial but also beautiful, reflecting slivers of sunlight by day and subtly glowing by night. The masts would be just flexible enough to sway in the breeze that blows across Imperial Crest, but sturdy enough to withstand the elements. They would be tall enough to be visible from the freeway as well as along Imperial Avenue.

The slender forms also makes them less attractive for graffiti than a conventional monument sign or pier. Their open-ended non directional form makes them ideally suited to locations that are exposed to traffic from multiple directions. This gateway element could potentially be incorporated in several locations along Imperial Avenue as a unifying design element.

An essential component of the I-805 Gateway is to create a unique gateway-supporting development on the commercial parcels located at the corners of 47th and Imperial Avenue. As one of the first elements one sees upon entering the community from the west, the parcels at the southeast corner of 47th and Imperial Avenue represent an ideal location to create a visually-friendly, commercial-oriented landmark that can cater to both the students of the new Lincoln High School and I-805 auto traffic. SEDC has been working with an economic consultant to determine viable land uses such as a fast-food drive-thru business or convenience retail. The vision for any new development at this corner is to create a unique architectural landmark that incorporates architectural, signage, parking and landscape design guidelines presented in Section 4 of this document.

3.1.2 Streetscape Improvements

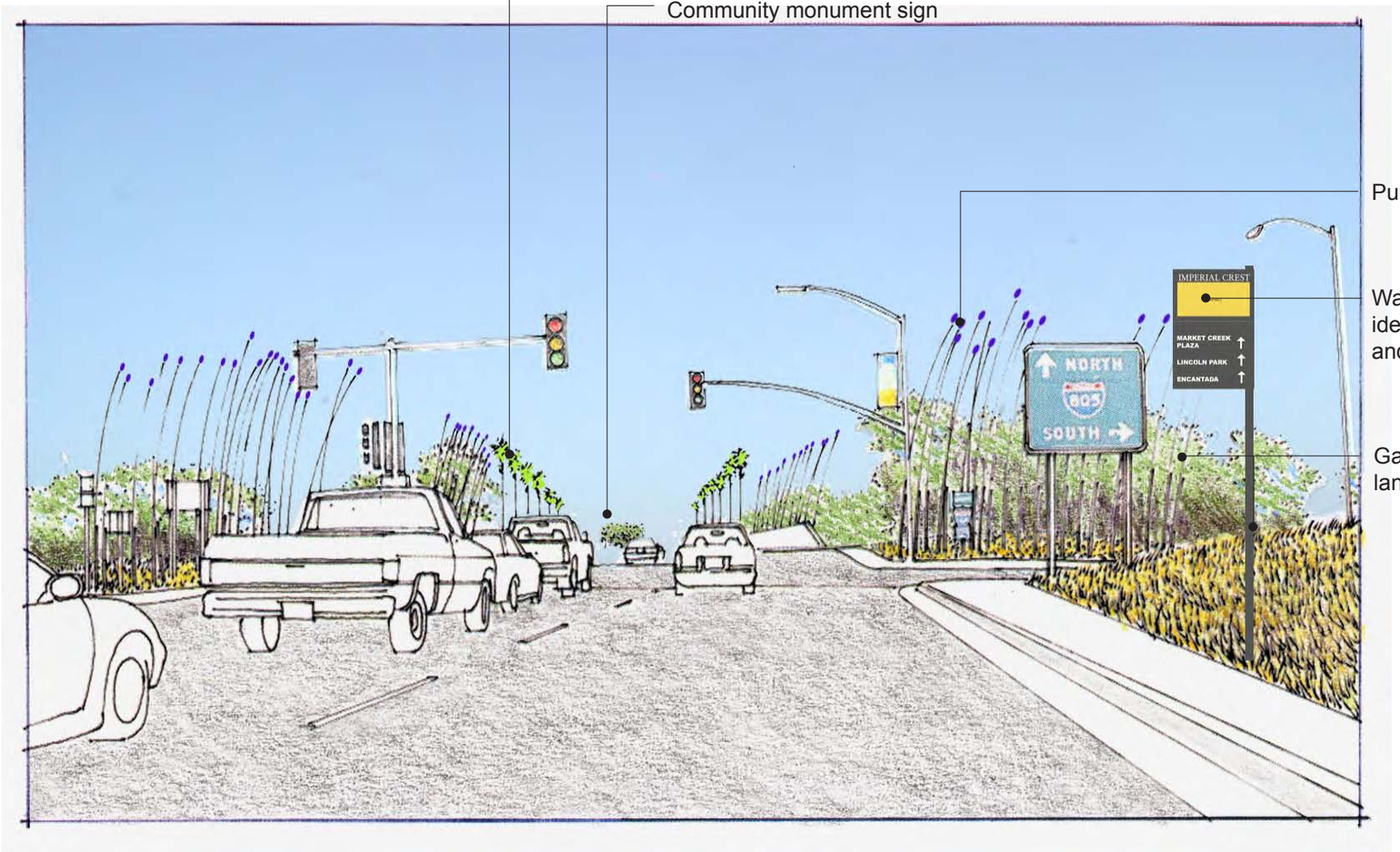
Sidewalk Improvements:

Currently the sidewalks along Imperial Avenue are narrower than city standards; 6' wide or less in places. They are located adjacent to traffic lanes without a landscape buffer. Because of the predominance of automotive businesses along Imperial Avenue, the sidewalks are broken up by numerous curb cuts and parking lots. This combination of conditions discourages pedestrian use of Imperial Avenue.

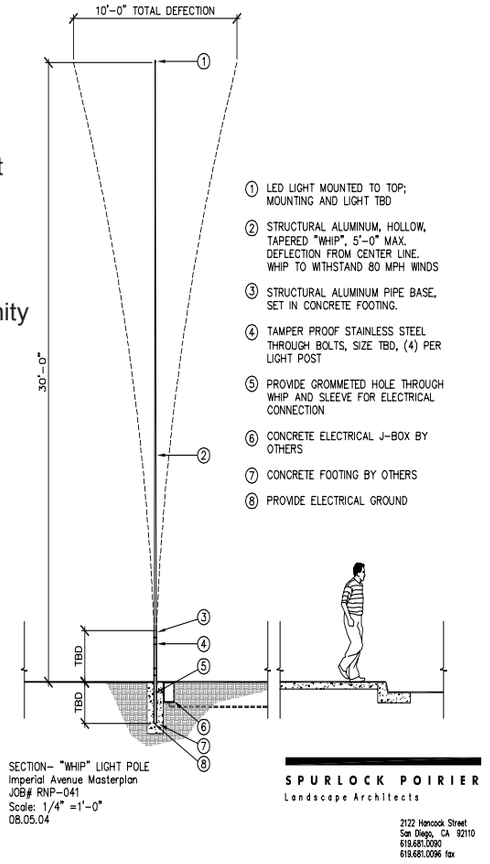
The sidewalks are proposed to be widened to a minimum of 10 feet with a five foot wide buffer zone between pedestrians and vehicles. The buffer can be street trees planted in grates or planted parkways that create a safer, more hospitable pedestrian environment. Widening will enhance the streetscape for pedestrians. It provides shade, and allows ample room for circulation, bus shelters, benches, bike racks and other street furnishings

Master Plan Concepts I-805 to Euclid Ave.

3.1 FIGURE



Rendering of Gateway Concept Looking West from I-805 Overpass



Gateway
I-805 to Euclid Ave.

3.2
FIGURE

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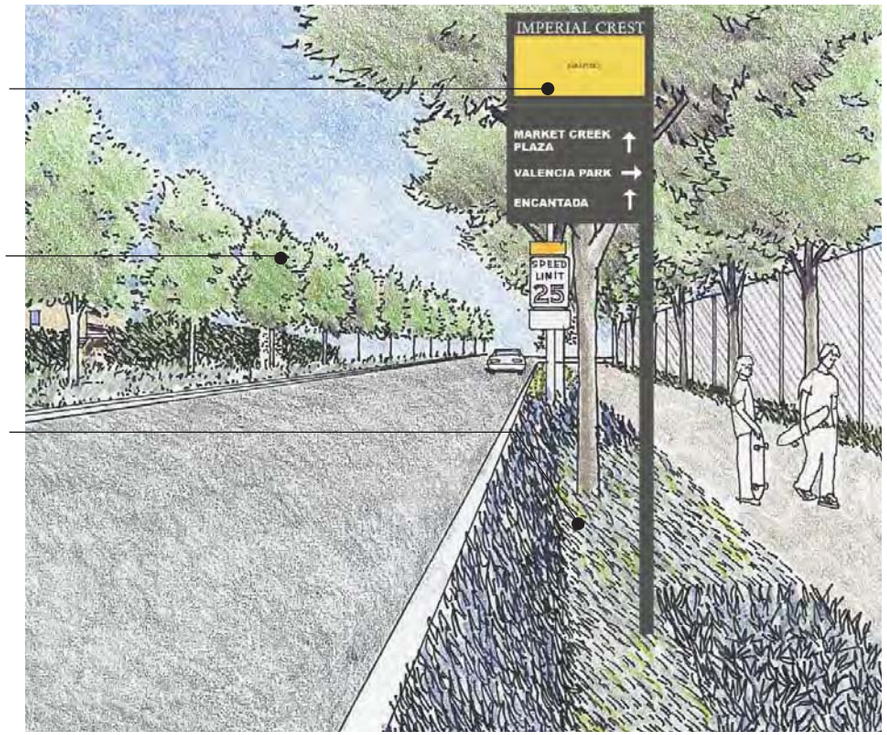


Rendering of Pedestrian-Friendly Streetscape Elements & Wayfinding Signage.

and appurtenances. Greater pedestrian use leads to increased business for commercial developments, greater neighborhood cohesiveness for residential developments, encourages use of public transit and enhances community identity.

Special opportunities for sidewalk enhancements include an overlook at Lincoln High School's playfields with niches and enhanced planting and the expanded Imperial Crest Plaza. Additionally, bump outs at street corners and along the proposed Imperial Crest Development, in combination with enhanced paving at crosswalks, will create a two block pedestrian friendly zone.

Traffic Calming/ Lane Improvements

Imperial Avenue's four lanes of traffic are divided for much of their length by an existing wide median. Currently the medians are sporadically planted with a combination of mature evergreen and deciduous trees and shrubs.

The addition of evergreen street trees along its length in conjunction with the enhancement of the existing median planting will unify the visual experience of driving along the corridor. Additional trees in the median screen undesirable views of the backs of residential developments and enhance Imperial Crest as a focal point for the neighborhood. The planting in the median plus the proposed street trees will create a green "channel" framing the view up the hill and a green setting for Lincoln High School.

The addition of planted medians and sidewalk bump outs from Willie James Jones Avenue to Euclid Avenue will help to calm traffic through this busy segment, facilitate pedestrian street crossing by shortening travel distance from curb to curb, unify and beautify the streetscape.

Lighting/ Furnishing/ Signage

Imperial Avenue is relatively well-lit throughout the western segment, with cobra-head streetlamps located approximately 150 feet on center along both sides of the avenue. The lights do not provide pedestrian scale, but, with the exception of mini-parks, plazas and the Imperial Crest development area, additional sidewalk lighting is not a priority. In the Imperial Crest Development area, the addition of planted medians offers an opportunity to link this portion of Imperial Avenue with the area of 61st to 69th Streets by installing similar enhanced street lighting and signage.

Due to the narrow and discontinuous sidewalks, Imperial Avenue currently has a minimal amount of street furnishings. By widening the sidewalks, opportunities arise for various amenities such as shelters and benches at bus stops, bike racks at community facilities, as well as trash receptacles and benches at high traffic areas such as Lincoln High School and retail developments. If the design of these street furnishings is consistent throughout the various neighborhoods of Imperial Avenue, they become significant unifying elements that build neighborhood identity.

Signage is another powerful tool for enhancing neighborhood identity. Wayfinding signage with consistent graphic continuity reinforces connections between neighborhoods and significant cultural, civic and commercial landmarks.

3.1.4 Imperial Crest Housing and Commercial Development Concepts

A central feature of the Master Plan is the Imperial Crest Development Area between 49th Street and Euclid Avenue. The Master Plan concept calls for a lively mix of higher density housing, including work-live units, new commercial facilities and new public and private parks, plazas and any community facilities retaining and strengthening community uses. The intent of the design supports the community's vision of creating a family-friendly community where one can work, live and play without leaving the neighborhood.

Imperial Crest Development Prototype

To further illustrate the development area concepts, Figure 3.3 provides a development prototype bounded by Willie James Jones Avenue, Imperial Avenue, and Euclid Avenue. The prototype incorporates many of the desired features outlined by the community representatives including live/work-style housing, zero lot-line single family residential housing, multi-family row-home housing, along with proposed commercial uses, serving as "book-ends" at major intersection corners.

Essential to the prototype design, is a new "internal" residential street that provides an auto access corridor to residential and commercial parking areas. The internal street also creates open space between the major components of the development and helps to support the desired density, as suggested by the Economics Feasibility Report, while reducing the sense of over-crowding. The primary benefit of this design allows pedestrian elements such as building entries, porches and stoops to become the primary features along Imperial Avenue and Holly Street.

Figures 3.3 through 3.8 illustrate the design concept in more detail. Please see Section 4 Design Guidelines for Additional Information.

Proposed Housing Types for Imperial Avenue

To provide the widest range of housing choices for the community, several new housing types are proposed for inclusion into the Master Plan. The new housing types reflect the growing demand for innovative residential needs and include:

0-Lot Line Single Family Residential

Similar to a townhome, 0-lot line homes sit directly on a parcel of land that is owned by a homeowner and shares a common wall with an adjacent neighbor. Unlike townhomes, which can include more than three attached units, a 0-lot line home is typically limited to two units that allow each to have an independent side yard and rear yards. The units shown in this Master Plan share parking courts and attached garages with office studios above.

Live/Work Residential Lofts

Originally intended to foster artists' lofts in urban areas zoned for industrial use, Live/Work residential housing has become a popular choice for homeowners who like to run a business from his/her residence. Live/work units proposed here incorporate "flex spaces" that are at the ground floor and can be used for either residential use or limited commercial use.

Single Family Row Homes

Row Homes are typically described as of a series of houses connected by common sidewalls and forming a continuous group. Row homes may or may not share a parcel of land and are typically used to strengthen a community's urban identity by providing a continuous street wall with uniform short building setbacks from the sidewalk.

Mixed-Use Multi-Family Residential

Mixed-use developments often provide a mix of uses within the same building which may include housing, retail space and / or office space.

0-Lot Line Residential

Live/Work Residential

Row Homes

Mixed-Use Development

Site Plan

Imperial Crest Development
I-805 to Euclid Ave.

3.3
FIGURE

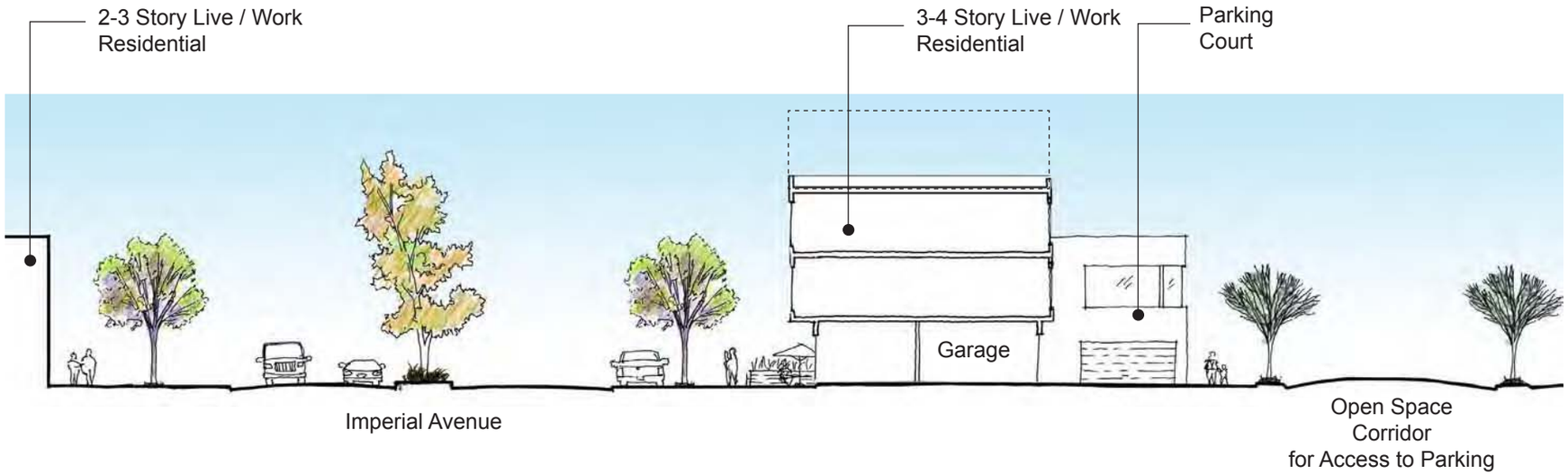
No Scale

Live / Work Units along Imperial Avenue Looking East

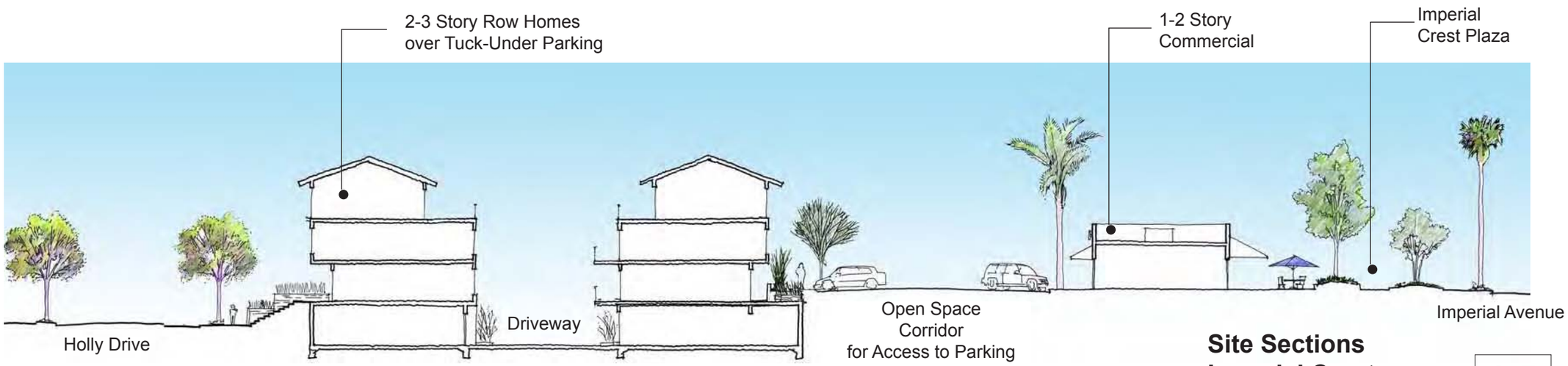
Live/Work Residential
Imperial Crest
I-805 to Euclid Ave.

3.4
FIGURE

No Scale



Site Section A-A



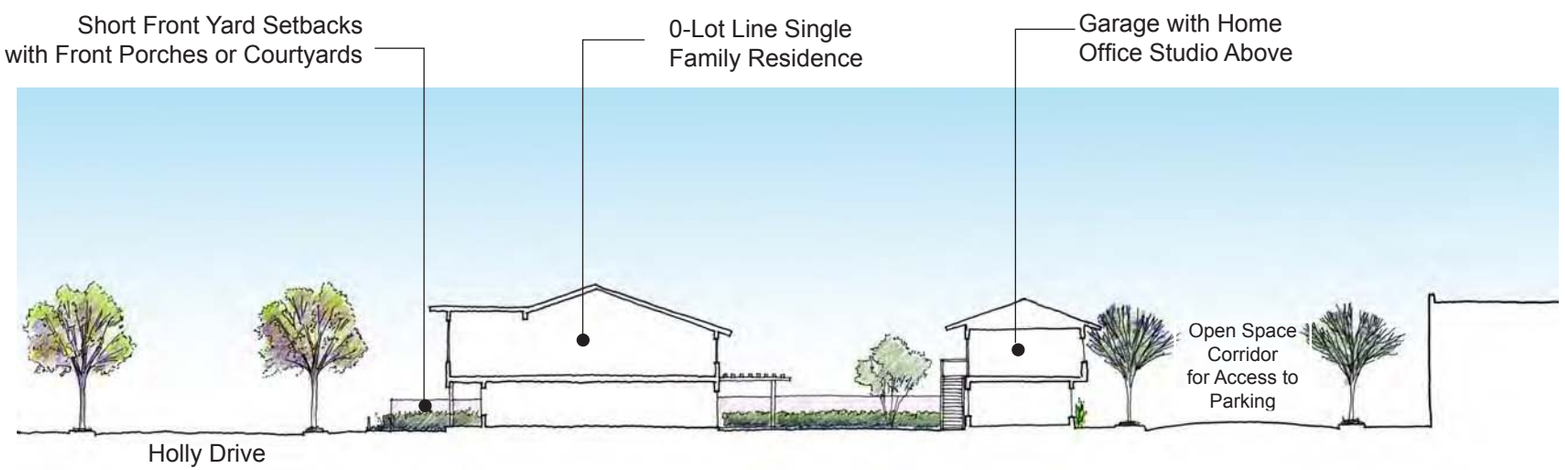
Site Section B-B

Site Sections
Imperial Crest
I-805 to Euclid Ave.

3.5
FIGURE

No Scale

Site Plan



Section C-C

Imperial Crest 0-Lot Line Homes

0-lot line homes are proposed as 1,800 to 2,500 square feet single family residential homes that typically share a common wall between two units but each unit is constructed on an individual parcel. Similar to townhomes, 0-lot line homes typically have two dwellings sharing a common wall. Lot sizes shown in this prototype for each home are approximately 3,500 SF.

0-lot line homes offer quality single family housing at an affordable price. The design prototype shows a two to three story home with a 15' front yard setback.

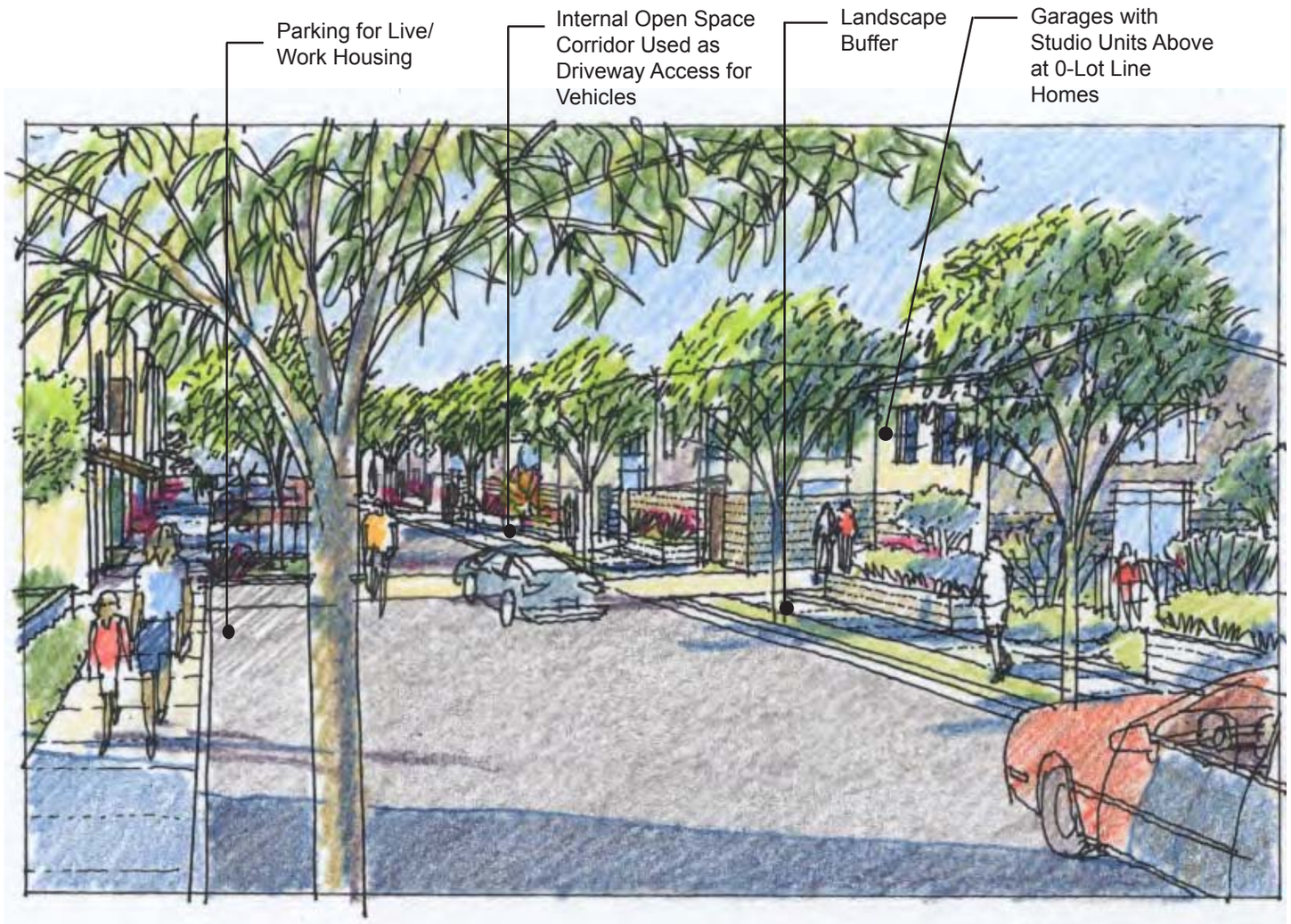
In order to create a pedestrian friendly environment along Holly Drive as well as "activate" the street edge with neighborhood activity, porches or semi-enclosed outdoor spaces such as front courtyards are encouraged to be part of the design.

Shared parking courts that serve individual garages are accessed through an internal driveway corridor (See Figure 3.7). Above the garages are studio spaces that may be used as a home office, but restricted from use as an additional living unit.

0-Lot Line Homes
Imperial Crest
I-805 to Euclid Ave.

3.6
FIGURE

No Scale



View of Studios over Garages at Residential Access Driveway

3.1.5 Internal Open Space Corridors

The prototypical development shown in figure 3.3 depicts an east-west open-space corridor that serves as a driveway access for the commercial, live/work, and residential uses. The design intent is to limit the amount of vehicular driveways along Imperial Avenue by providing alternate access to parking.

Where feasible, the vehicular corridor may serve commercial parking lots, garages for residential homes and live/work parking areas. In addition, this linear open space element acts as an internal visual corridor that allows a semi-public "shared use" area for occupants and visitors of the development.

0-Lot Line Homes
Imperial Crest
I-805 to Euclid Ave.

3.7
FIGURE

No Scale

View of Imperial Crest Plaza

3.1.6 Imperial Crest Plaza:

High visibility and its central location make the area informally known as Huffman Plaza a great opportunity for a vibrant community node. Currently, it is under utilized, due in part to its being bound by traffic lanes on all three sides. By expanding the plaza to include the small access road to the south, sufficient space is gained to allow for increased planted areas, along with a small retail business such as a coffee or deli kiosk. Imperial Crest Plaza has easy pedestrian access to public transportation, nearby retail and civic establishments, as well as the proposed Imperial Crest development. It is the focal point of the Euclid/Imperial intersection. All combine to make it a great community asset.

Example of Public Art Creating a Visual Landmark

Imperial Crest Plaza
I-805 to Euclid Ave.

3.8
FIGURE

No Scale

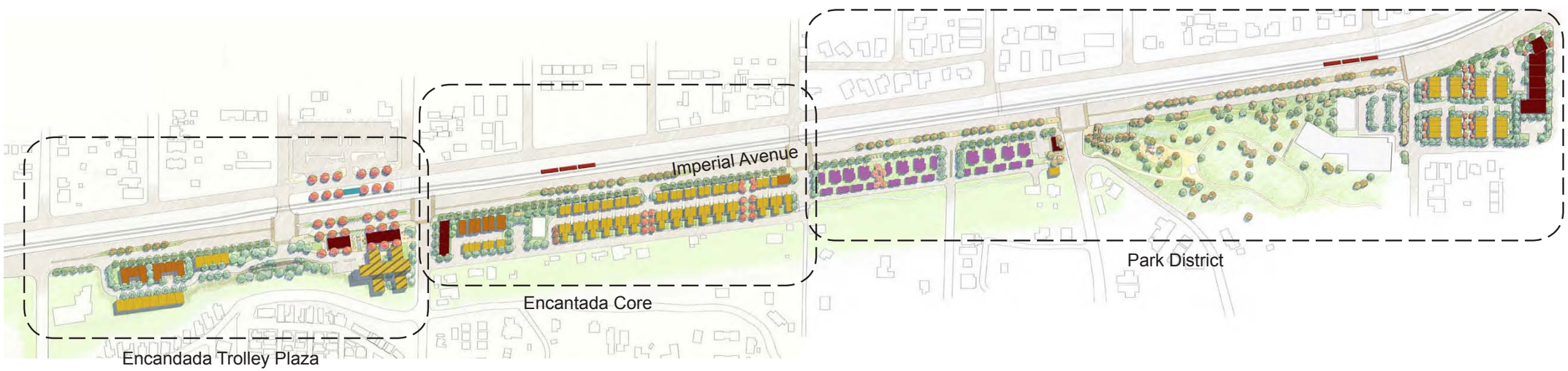
3.2 MASTER PLAN CONCEPTS
61ST TO 69TH STREETS, ENCANTADA DISTRICT

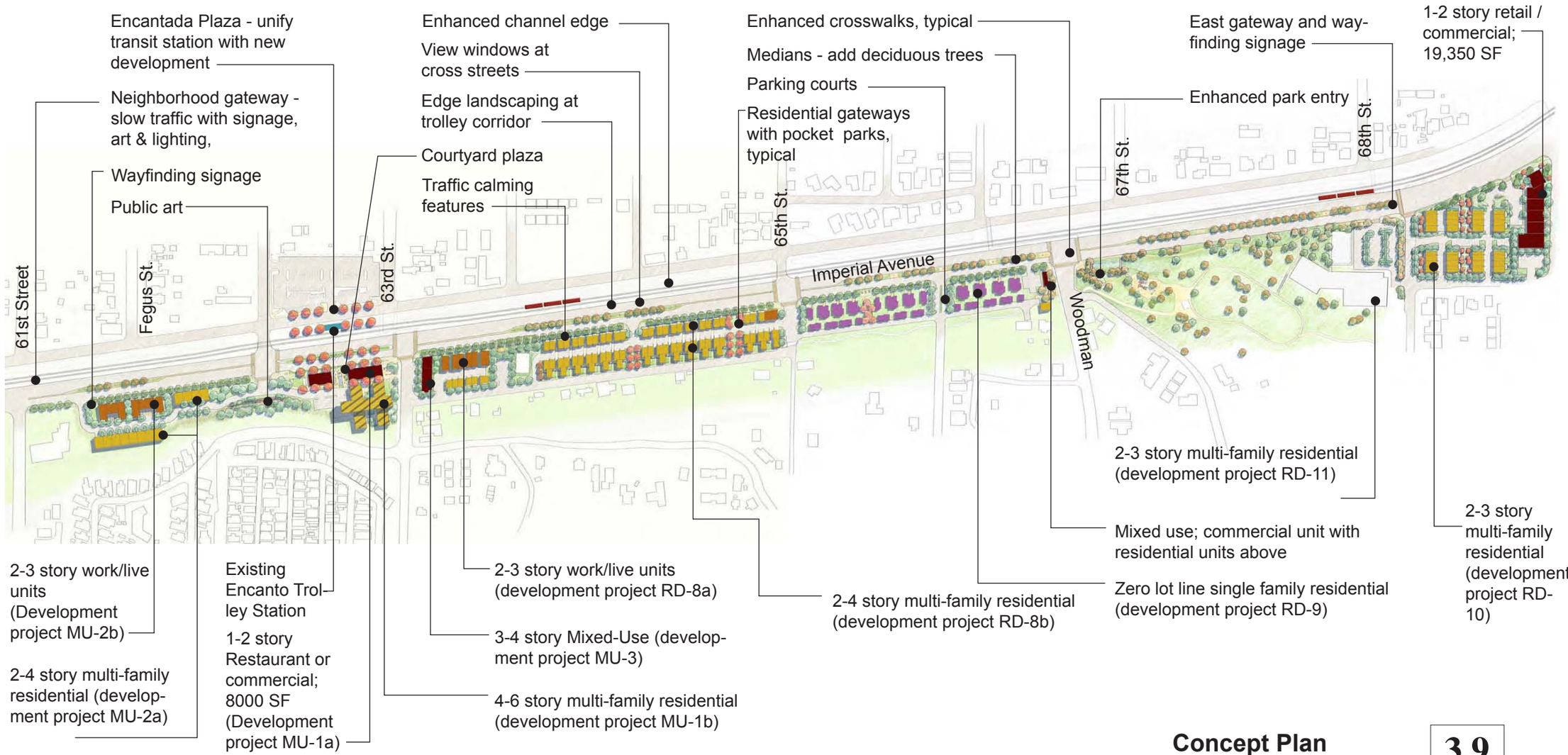
Section 3.2 proposes development concepts for this segment along Imperial Avenue between 61st to 69th Streets. For the Encantada district, as described earlier in Section 2.2.2, the Master Plan provides proposals that support the community's vision of creating a unique, family-friendly, sustainable hamlet along Imperial Avenue. Located in the neighborhood of Encanto, the strip of commercial, institutional and residential properties, is currently undergoing a re-branding effort, to assist in maximizing the District's potential as a unique destination along Imperial Avenue. The workgroup has endorsed Encantada as the new name for the area.

The new name, Encantada, represents a mixed-use community of transit-oriented housing, commercial, live/work units that blend in the old with the new. Sited at the base of green canyon edges, along with Widman Park, Encantada establishes a village-like setting within the Imperial Avenue Corridor. Three sub-areas make up the Encantada District. They are: the Encantada Trolley Plaza, the Encantada Core area and the Park District.

3.2.1 Housing and Commercial Development Concepts

The sub-areas support the unique features found in each area, while promoting a diverse offering of housing types and commercial spaces. The Master Plan promotes the creation of a pedestrian-friendly walking environment along Imperial Avenue by encouraging pedestrian entries, porches, outdoor spaces and courtyards to be accessed directly off of Imperial Avenue. Driveways on Imperial Avenue are limited to reduce the amount of traffic crossing points at sidewalks and instead are provided through dedicated driveways set away from pedestrian zones. Figures 3.9 through 3.16 provide additional information on each of these areas.

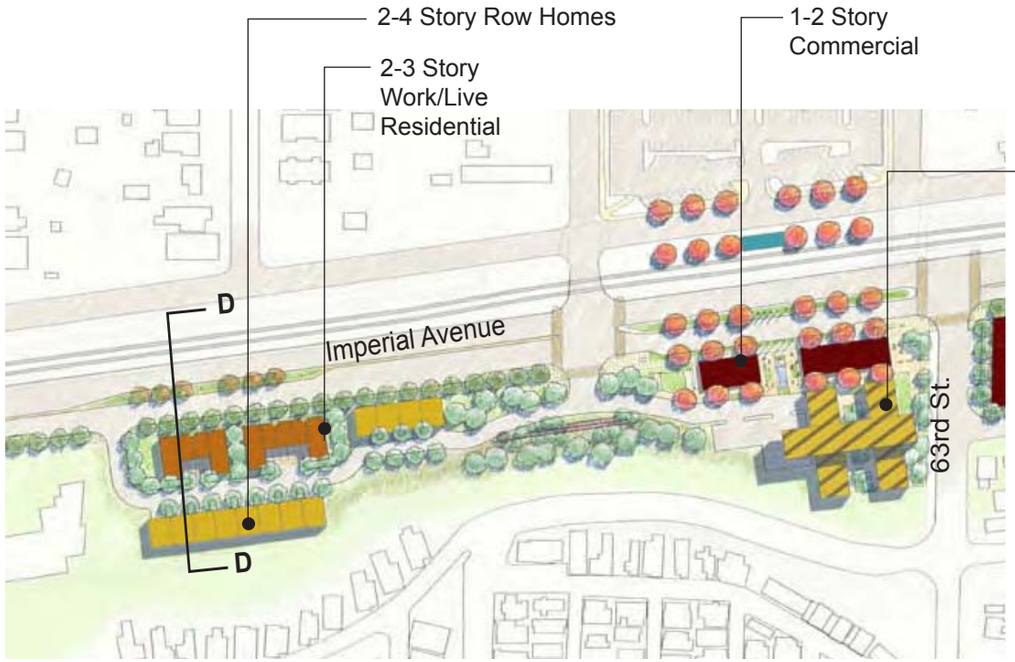




Concept Plan
61st to 69th Street

3.9
FIGURE

No Scale



Site Plan

Section D-D

Encantada Trolley Plaza:

Encantada Plaza serves as the District's west entry and includes the 62nd Street Trolley Station area, a commercial retail core, work/live housing, and a transit-oriented, high-density multi-family housing component with a structured parking garage. The design intent for Encantada Plaza was to create a gateway development from both the trolley station and from Imperial Avenue. See Figures 3.9 and 3.10 below and Chapter 4, Land Use Guidelines for more information on desired housing densities and uses.

Encantada Trolley Plaza 61st to 69th Street

3.10 FIGURE

No Scale

Site Plan

Encantada Core:

The area between 63rd and 65th Streets is proposed as a unique mix of 2-4 story town house developments that adapt to the various level changes in the existing topography. There are two housing types proposed: 1) 2-3 story row homes on Imperial Avenue with front doors and semi-private porches facing Imperial Avenue; and 2) 3-4 story townhomes with entries that share a common courtyard with direct access off of an improved street, which currently serves as an alley to existing businesses. Both units share a common internal driveway to allow a private open space area for users of the development. Figures 3.11-3.13 show a prototypical development project within this area.

Encantada Core
61st to 69th Street

3.11
FIGURE

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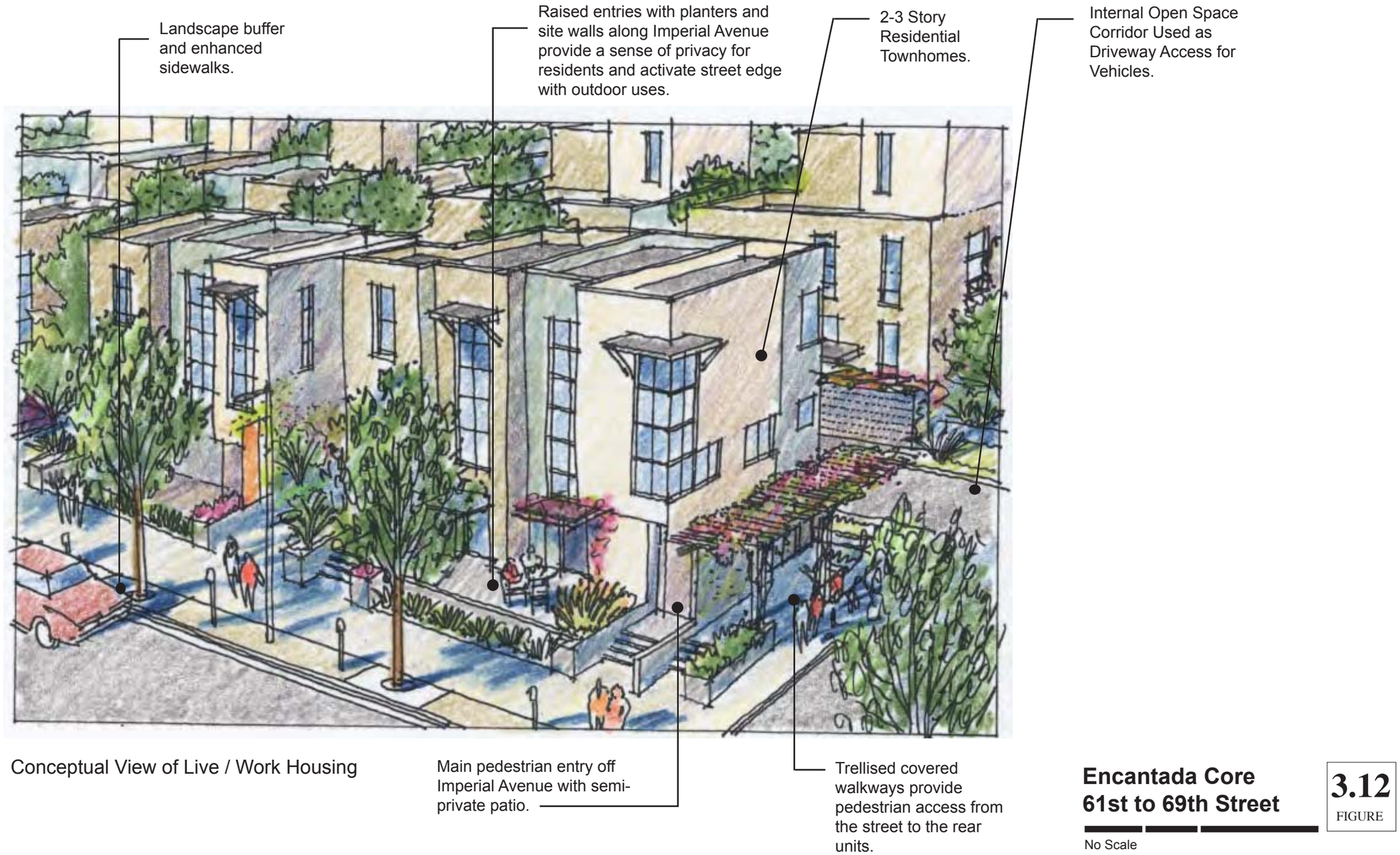


Conceptual View of Live / Work Housing

Encantada Core
61st to 69th Street

3.12
FIGURE

No Scale

View of Residential Drive

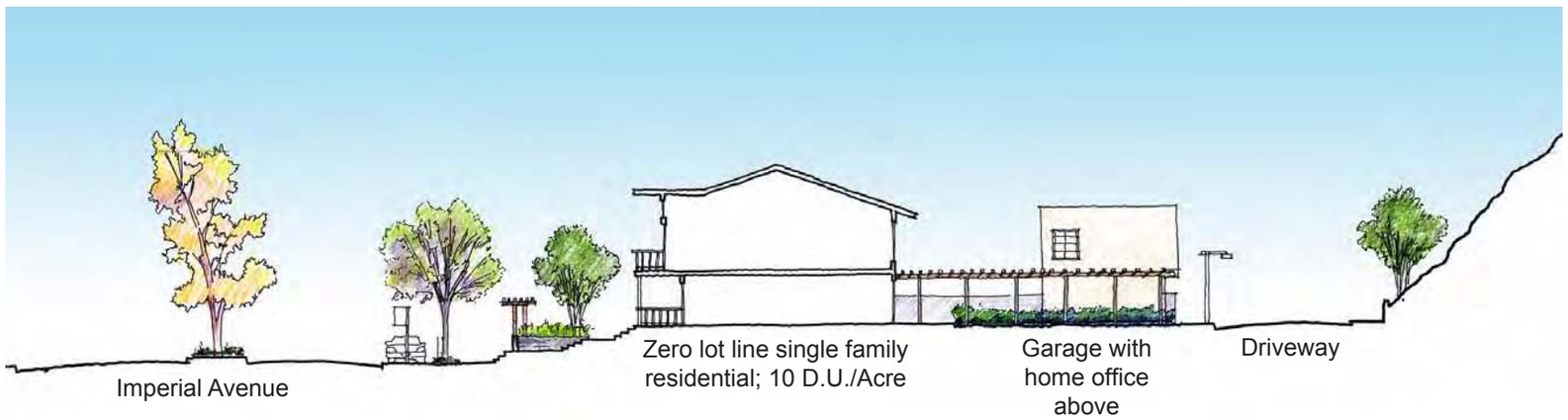
View of Shared Courtyard

Encantada Core
61st to 69th Street

3.13
FIGURE

No Scale

Site Plan



Section E-E

Park District:

The Park District is defined as the area along Imperial Avenue between 65th and 69th Streets and is comprised mostly of single-family 0-lot line 2-3 story homes. Additional uses also include the existing Boys and Girls Club at 68th Street, Widman Park and the east end business at 69th Street.

Because of its adjacency to Widman Park, the proposed Park District homes between 65th and Woodman Avenue have a lower density, open space character. This lower density provides a transition from the higher density uses to the west and the park to the east. One parcel at the corner of Imperial Avenue and Woodman Street is reserved for commercial use to allow a restaurant or cafe to overlook the park and serve the community.

Park District
61st to 69th Street

3.14
FIGURE

No Scale

3.2.2 Streetscape Improvements

Master Plan concepts for streetscape improvements work in concert with the proposed housing and commercial development concepts. The concepts are developed to maximize a pedestrian-friendly environment. In addition, the proposed design elements balance a need to move a significant amount of automobile traffic through Imperial Avenue while creating stronger pedestrian linkages between the north and south edges of Imperial Avenue. Streetscape Improvements include the following items:

Gateways

The character of the gateways proposed in Encantada should emphasize drought tolerant trees and green open area. A gateway from the west should be defined by the vacant parcel at 61st Street and Imperial Avenue. A green space or setback on the property should be planted with sycamore trees or the flowering trees used in other parts of the district. These trees should also be in a new median visible from the intersection. The intersection should also have an Encantada monument sign.

The gateway from the east is the bend in Imperial Avenue at the San Diego City Limits. It is both the entry to the city and the Encantada district. This gateway is defined by the open space of Widman Park, trees and signage. The north east corner of the park should be redesigned to screen the parking on the corner with planting in a landscaped setback. A monument sign and additional planting should be added to the median.

Traffic Calming / Lane Improvements

The existing medians are planted with mature sycamores and plane trees that reinforce the sense of traveling along a valley floor. Existing medians should be further planted with other native and naturalistic plant materials. Additional plantings are proposed between Imperial Avenue and the trolley corridor to screen the trolley from vehicular traffic, direct and slow traffic, enhance the small scale village feel of downtown Encantada and extend the benefits of the tree canopy.

Proposed view East from 65th Street

Bump outs with crossings are proposed where intersections occur as an aid to pedestrians as well as a traffic calming measure. Bump outs are also proposed at major pedestrian and transit nodes such as mini-parks, bus stops and where opportunities to cross the tracks and drainage channel exist.

Sidewalk Improvements

Many of the sidewalks throughout Encantada are narrower than city standards and exceed the maximum acceptable cross-slope of 2%. They form a minimal pedestrian passage between building fronts and Imperial Avenue without a landscape buffer. This combination of conditions discourages pedestrian use of Imperial Avenue.

The sidewalks are proposed to be widened to a minimum of 10 feet, with a five foot wide buffer zone between pedestrians and vehicles. The buffer zone can be a planted parkway and/or street trees that create a safer, more hospitable pedestrian environment. It also enhances the streetscape, provides shade, and allows ample room for bus shelters, benches, bike racks and other street furnishings. Greater pedestrian use leads to increased business for commercial developments, greater neighborhood cohesiveness for residential developments, encourages use of public transit and enhances community identity.

Special opportunities for sidewalk enhancements include bump outs at street corners, entries to proposed parking lots and several mini-parks proposed along the length of Encantada. These bump outs make it easier for pedestrians to cross Imperial Avenue, slow traffic as it moves through the proposed development areas, provide expanded room for planting and for small informal gathering areas.

SEDC has installed an enhanced street lighting project in the medians that run from 62nd to 69th Streets using black painted double-headed street lights which highlight art panels depicting the original art of artist Eddie Edwards. These enhanced light fixtures simply and attractively call attention to the center of Encantada. Additionally, the installation of compatible, pedestrian scaled lighting along the south side of Imperial Avenue will create a night time pedestrian friendly zone, enhance the village scale and feel of the district and create a unified streetscape.

Due to the narrow and sloping sidewalks, Imperial Avenue currently has a minimal amount of street furnishings. By widening the sidewalks, opportunities arise for the provision of various amenities such as shelters and benches at bus stops, bike racks at community facilities, trash receptacles and benches at high traffic areas such as retail developments and transit stops. The design of these street furnishings should be consistent throughout the two segments of Imperial Avenue, and function as unifying elements.

Signage is another powerful tool for enhancing neighborhood identity. Wayfinding signage with a consistent graphic continuity reinforces connections between neighborhoods and significant cultural, civic and commercial landmarks.

3.2.4 Widman Park Improvements

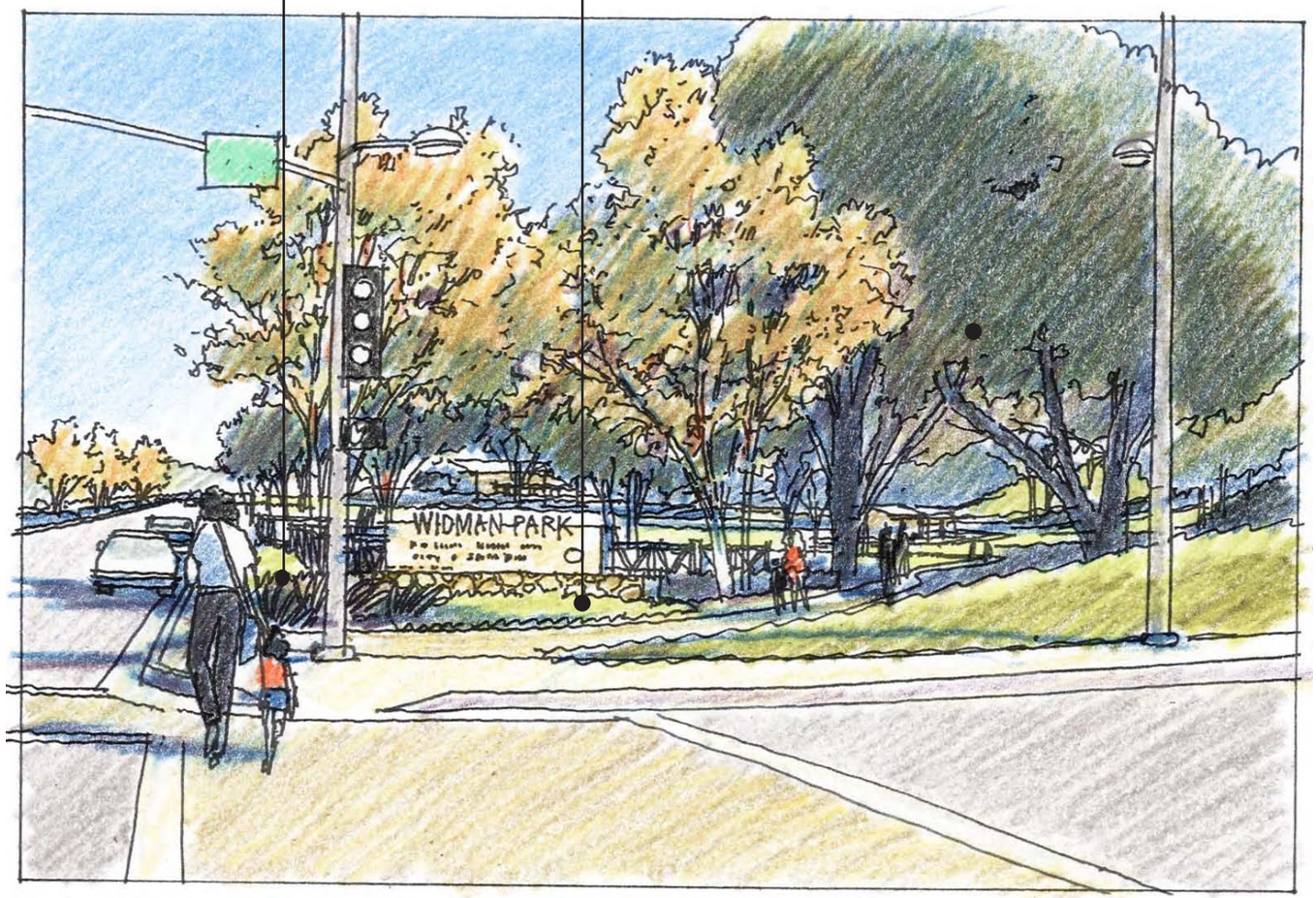
While Widman Park is a valued community asset, its edge on Imperial is not attractive. The narrow sidewalks along Imperial Avenue, the proliferation of above ground utilities and the prominent chain link fencing at the drainage swale create a public face at the northwest corner that is uninviting. Similarly, the eastern park entry is dominated by the Boys and Girls Club and its parking lot driveway. The northern edge of the park lacks a sidewalk, inhibiting pedestrian access.

The east and west park corners must be improved so that it connects the park to the district both visually and physically. Improve the edge by moving the chain link fence that surrounds the drainage swale away from the back of the sidewalk to create a planting area that screens the fence and provides a softer, more bucolic and welcoming entry. Reconfiguring the park entry at the corner of Woodman and Imperial Avenues by relocating planting areas and appurtenances and expanding the paving, creates a safer and more spacious corner entry plaza.

Providing a continuous paved path winding in and out of the existing park and additional trees along Imperial Avenue creates an inviting pedestrian experience that buffers the traffic, while engaging the community with the park.

Re-Landscaped
Street / Park Edge

Park Entry Improvements
- New Monument Park Signage
- Enhanced Entry Walkway
- Relocation of Utility Boxes
- New Trees and Accent Landscaping



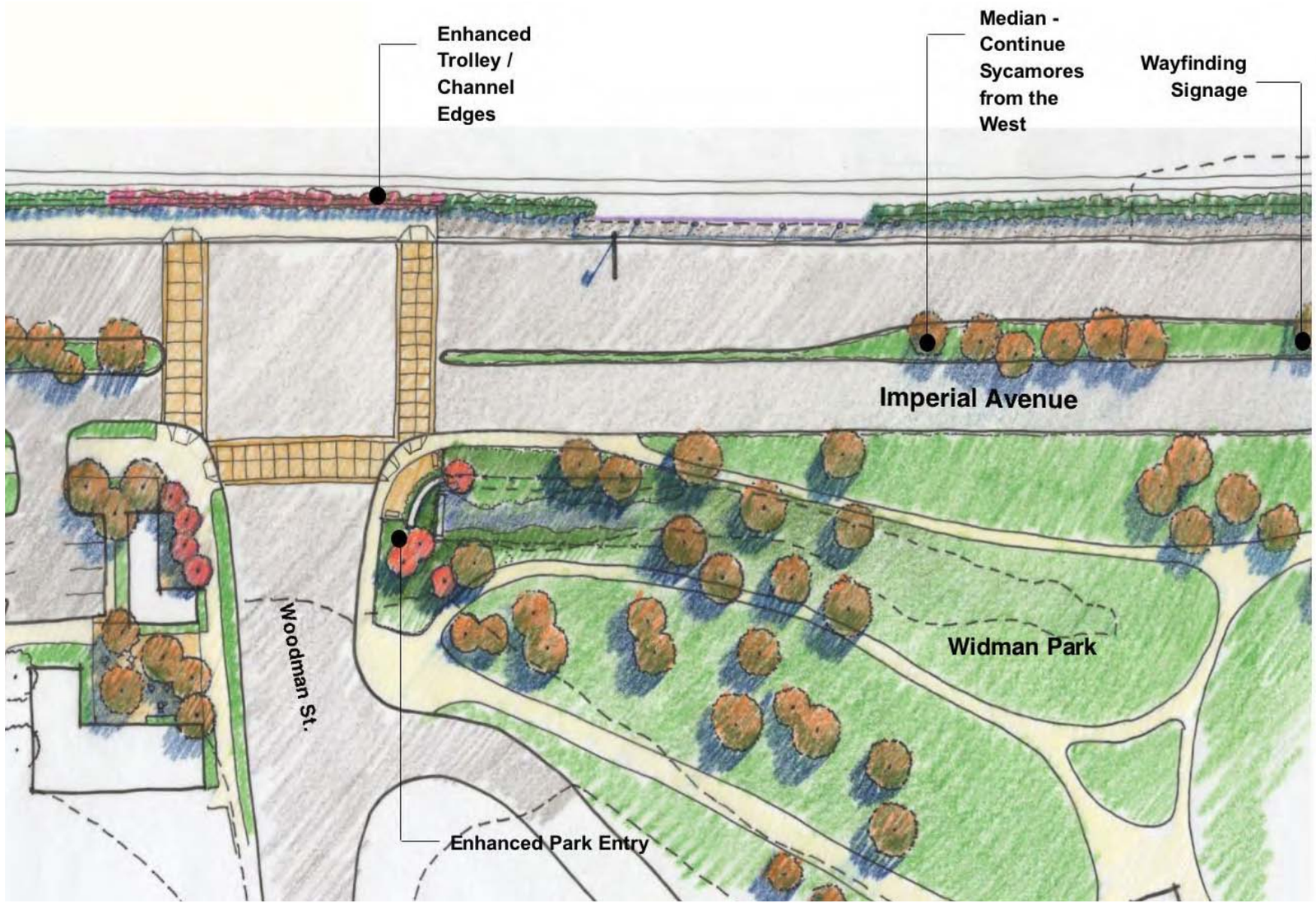
View of Park Improvements at West Entry

View of Park Improvements at East Entry

Widman Park
61st to 69th Street

3.15
FIGURE

No Scale



Site Plan

Widman Park
61st to 69th Street

3.16
FIGURE

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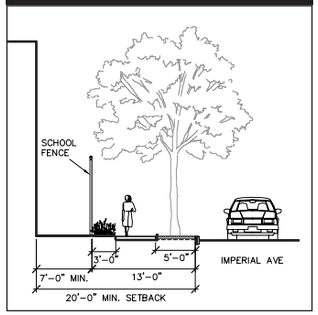
Chapter 4



Design Guidelines

4.0 PURPOSE AND INTENT

The design guidelines are provided as development tools to assist in implementing design concepts and visions presented in Chapter 3 of this document. The guidelines ensure that planning and design standards produce development projects that conform to a high level of development and design excellence.

In general, design guidelines support the development of the two project areas into a high-intensity, compact pattern of residential and mixed-use development, emphasizing pedestrian orientation of buildings and outdoor spaces, pedestrian linkages between neighboring communities and incentives for mixed-use development that includes live-work style housing.

Design guidelines cover six categories and include:

4.1 Sustainable Design
4.2 Streetscape Design
4.3 Landscape
4.4 Architecture
4.5 Parking
4.6 Zoning and Land-Use

4.1 SUSTAINABLE DESIGN

Sustainable design guidelines (also known as “Green” Design or Eco Design) promote a design perspective that encourages the development of built environments that exist in a symbiotic relationship with both the natural environment and cultural environment.

The broad principles of green design are simple: choose energy efficiency wherever possible; work in harmony with the natural features and resources surrounding the project site; and use materials that are sustainably grown or recycled rather than new materials from non-renewable resources.

As part of this sustainable design effort, the master plan focuses on developing high-density, mixed-use developments that are intended to reduce long and short-term energy costs as well as utilizing design elements that help to create a socially and physically viable community. The guidelines presented below are general in nature and focus on building layout and design, building materials, and cultural and regional identity. Sustainable design is a fast growing industry and material costs for “green” products have steadily become more affordable. For more information of sustainable design opportunities, products and specific guidelines, please visit the U.S. Green Building Council’s web site: www.usgbc.org.

Building Layout and Design

Building Layout Sustainable Design Guidelines focus on the placement of buildings to optimize passive energy saving systems such as daylighting interior spaces, utilizing natural ventilation, or orienting building facades to efficiently absorb and store heat during colder months. A partial list of guidelines include:

- The siting of new buildings should be oriented to take advantage of naturally occurring features such as wind direction and angle of the sun.
- Strategically locate building openings, operable windows, fountains or pools to maximize passive cooling strategies that include orienting the building to allow for maximum exposure to summer breezes. Windows should be placed strategically to efficiently circulate wind breezes.
- Use walls, overhangs and other built elements to assist in channeling breezes through the building. Providing vertical airshafts such as cupolas and roof monitors also serve to efficiently remove hot air through stack-effect ventilation.

- Use high thermal mass materials to absorb and store heat; using vertical shafts as an outlet for excess heat in the summer while providing heat recovery and storage in the winter; and using large areas of southern exposed walls with large window surface areas to maximize solar heat gain.
- Maximize the use of natural lighting as an alternative to electrical lighting. Skylights, light shelves, light wells, and windows can be used to provide natural lighting in buildings. This could be direct or indirect depending on the desired effect and/or function of the space.
- Orient the longer side of buildings on an east-west axis to maximize solar heat gain. Consider the year-round altitude and azimuth of the sun when designing exterior wall space, window sizing and placement, overhangs, and interior layout.
- Design overhangs to provide shading during the summer months while admitting sunlight during the winter months when the sun's path is lower.

Building Materials

The selection of building materials to be used in construction is an important element of sustainability. Design guidelines consider the environmental impact, toxicity, life expectancy of materials, and the initial costs.

This guideline promotes the use of materials that come from a renewable or sustainable resource, such as sustainably harvested wood. There are also many wood engineered products available, which use lower quality trees and tree waste products.

The proximity of the source and the product to the building site is also an important consideration. Using sustainably harvested wood from a source 3000 miles away would negate any environmental benefits. Using sources closer to the building site not only reduces transportation impacts and costs but also helps the regional economy, addressing another aspect of sustainable design. A partial list of guidelines include:

- Minimize the use of building materials that create environmentally hazardous waste products or inordinate amounts of pollution.
- Avoid building materials, which emit formaldehyde, organic solvents, volatile organic compounds (VOCs), and chlorofluorocarbons.
- Select natural materials when possible such as stone, lumber, and earth. These materials are generally less energy-intensive to produce, have lower toxicity levels, and contribute less pollution to the environment.
- Consider the durability and life cycle of the product. The constant production, maintenance and disposal of materials in our "throw away" society is an unsustainable practice, which must be stopped. Sustainable materials include materials, which do not need high maintenance or constant replacing.

Cultural and Regional Identity

Another essential element of sustainable design is to seek out the unique community features that have existed since the founding of the area. Existing regional architectural styles, often referred to as vernacular architecture, are often a response to cultural and climatic factors. This approach creates an "architecture of place." Sustainable design guidelines include preserving local cultures, customs, and creating a sense of place. Guidelines include:

- Use architectural elements and features that are characteristic of the local region. Older local architectural elements and features are generally design responses to the regional climate and environment. In addition, this preserves the local culture and identity.
- Use locally produced building materials whenever possible. This preserves regional identity, bolsters the local economy, and helps the environment by reducing the need for transportation of materials.
- Use local labor where feasible. The advantages include stimulating the local economy as well as creating community pride and a sense of ownership.
- Study and possibly incorporate design elements from local landmarks that are considered assets within the community.
- Understand local cultural events and, if feasible, incorporate outdoor public spaces that support these events.

4.2 SITE PLANNING AND STREET DESIGN

Site Planning and Street Design guidelines are provided to help establish clearly defined development standards, in terms of creating pedestrian-friendly public rights of ways and open spaces. These guidelines apply design principles that help with placement of buildings to define the "outdoor" space known as the public realm. It is important to think of public urban spaces as "outdoor rooms" with trees, building facades, low-walls, and site furnishings helping to define the boundaries of these rooms. Guidelines presented here cover three key areas: 1) primary public right of ways – i.e. the Imperial Avenue corridor, 2) Plazas and public courtyards, 3) Secondary corridors and pedestrian corridors (also known as "Paseos").

4.2.1 Primary Corridor – Imperial Avenue

Site planning and street design guidelines are developed to create a unique destination along Imperial Avenue through the design of street widths, sidewalks, building setbacks, building orientation and community open space areas. Both general guidelines and specific guidelines for both the east and west segments are provided below:

General Guidelines

- Buildings facing Imperial Avenue shall maintain a uniform building face setback as shown in figures 4.2.1, 4.2.1, 4.3.3 and 4.3.4.
- The identity of Imperial Avenue shall be reinforced by a pedestrian-oriented streetscape including sidewalks, street lighting and a landscaped parkway with street trees. Sidewalks shall allow room for outdoor spaces for restaurants, semi-public spaces, and planter areas.
- Buildings shall be organized with primary entries oriented towards the principal street.
- Where feasible, provide pedestrian paseo linkages between buildings that link (see Pedestrian Paseo design guidelines in this section).
- Provide secondary building entries from paseos, rear parking lots, and from side street building elevations.
- Service access and alleys shall be visually minimized from Imperial Avenue and secondary streets and shall not be accessed directly from these streets.
- To maximize pedestrian safety along public sidewalks along Imperial Avenue, driveways into individual parcels shall not be allowed unless a secondary driveway access is unavailable. Exceptions include driveways into major parking lots that serve multiple businesses or housing developments.
- Driveway entries into new residential or commercial developments shall be accessed off of secondary streets if feasible.

Pedestrian "Paseos"

Where feasible at open spaces between buildings that link to parking areas or adjacent neighborhoods, it is recommended to create pedestrian passageways, also known as "Paseos." Paseos allow property and business owners to increase their façade exposures to the public while providing safe pedestrian-scaled passageways between parking areas to the building frontages. Design guidelines include the following:

- Paseos shall be proportionate to their length and shall be no less than 10'-0" in width.
- Commercial building facades exposed to Paseos must have windows or fixed glazing areas of at least 30 percent of the total surface area of the wall facing the Paseo.
- Residential building facades are encouraged to have windows or fixed glazing areas of at least 20 percent of the total surface area of the wall facing the Paseo.
- Paseos are recommended to include landscape planters, outdoor public seating spaces, site walls and lighting, and benches within the Paseo corridor.
- Secondary commericial building entries off of a paseo shall have a projection and/or hanging identity sign that should project no more than three feet from the face of the building.

4.2.2 Site Specific Standards

I-805 to Euclid Avenue

- New development at 47th Street and Imperial Avenue, shall be commercial focused that can serve auto-circulating uses such as fast food facilities and gas stations. Main drive access shall be off of 47th Street if feasible. Setbacks for new commercial facades off of Imperial Avenue shall be 30' from property line. New developments at this location shall also provide safe pedestrian linkages to serve Lincoln High School students.
- All other development along Imperial Avenue shall have a uniform setback from the property line of 20'. Figure 4.2.1 show setback information for new developments.
- Where feasible, pocket parks or pedestrian Paseos (see description below) shall align with street corridors or other existing open space features to allow visual linkages between neighborhoods. See "Paseo Park" and 50th Street Corridor alignment as an example on Figure 3.1.
- At new development bounded by Willie James Jones Avenue, Imperial Avenue, Holly Drive and Euclid Avenue, an internal east-west open space corridor is a desired element that can be incorporated into the new development design. This design option allows a visual internal corridor to occur and can serve for pedestrian or auto circulation.
- Where feasible, primary driveways for autos shall be off of Holly Drive and Willie James Jones Avenue.
- Building setbacks for new development facing the Imperial Crest plaza shall be consistent and be defined by setbacks described in figures 4.2.1 and also discussed in Section 4.4.2.

61st to 69th Street

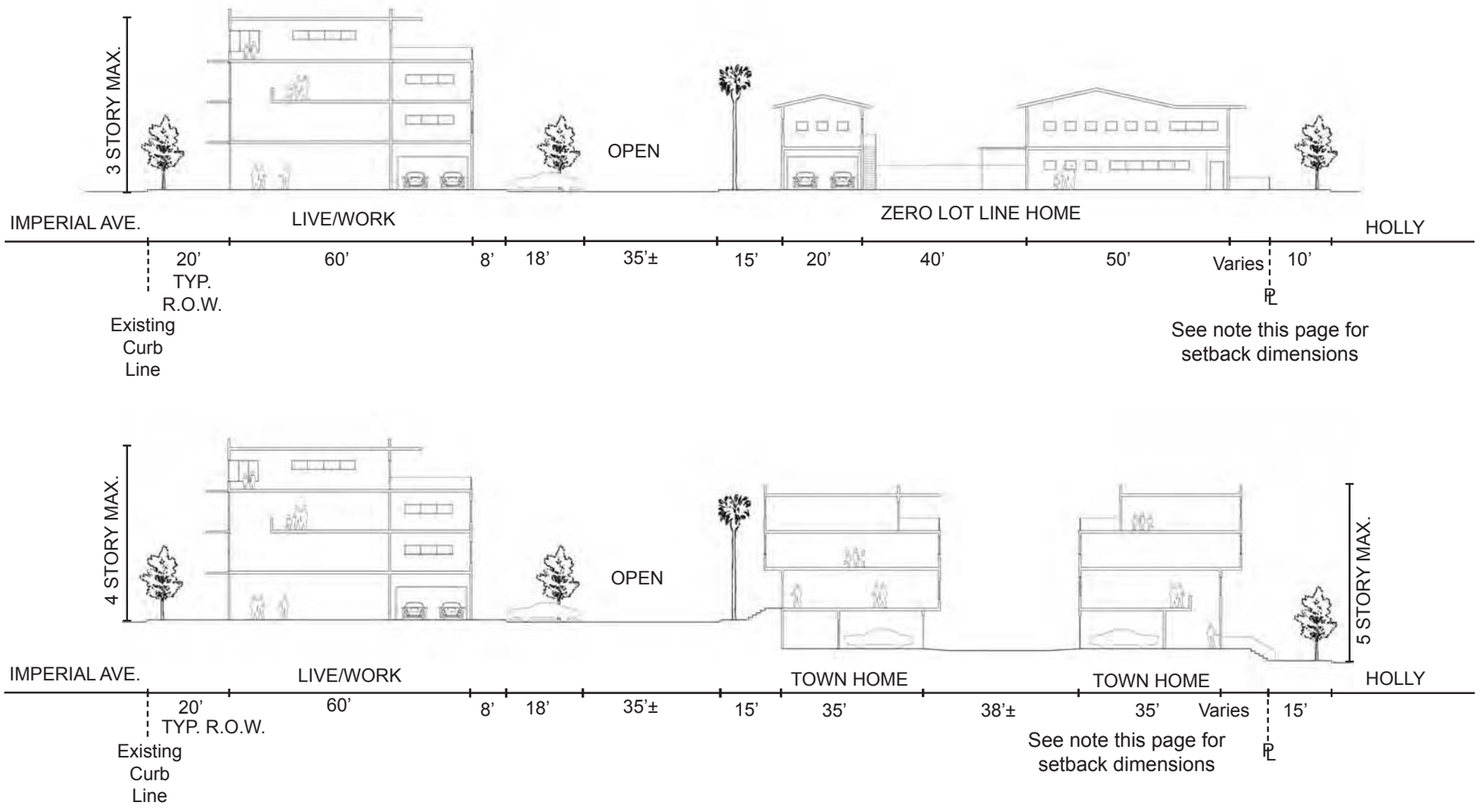
Streetscape guidelines for the area between 61st Street to 69th Street attempts to create a village or hamlet destination along Imperial Avenue. Because of the more "rural-like" setting and canyon backdrop, design guidelines focus on creating a village "hamlet" destination. Guidelines include:

- All development along Imperial Avenue shall have a uniform setback of 20' from edge of curb. Figure 4.2.2 along with Section 4.3.2 show setback information for development projects.
- At new development bounded by 63rd Street, Imperial Avenue, and 66th Street, an internal east-west open space corridor shall be incorporated into the design. The corridor allows for a visual access and can serve for pedestrian or auto circulation. See figure 4.2.2 for dimensions.
- Development massing shall allow for view openings / corridors between buildings to allow for views to the canyon edges and natural landscaping to the south.
- New multi-story developments over 4-stories shall be set back away from the street to create a staggered look with lower scaled buildings fronting Imperial.
- New development east of 69th Street along Imperial Avenue, should be commercial retail developments with housing set back away from Imperial Avenue. Main drive access can be off of Imperial Avenue with access to housing off of Jamacha Road.
- New development should compliment existing development outside the study areas.

SETBACK NOTE:
At block bounded by Imperial Avenue to the north, Euclid Avenue to the East, Willie James Jones Avenue to the West and Holly Drive to the South the following applies:

To assure consistent setback alignment along Imperial Avenue, new development shall use parcel #54824239 as the base property line for building setback. New development along Imperial Avenue shall be 12' setback from this line.

To assure consistent setback alignment along Holly Drive new development shall use parcel #54824252, as the base property line for building setback. New development along Holly Drive shall be 12' setback from this line.



Building Setbacks Imperial Crest

4.2.1 FIGURE

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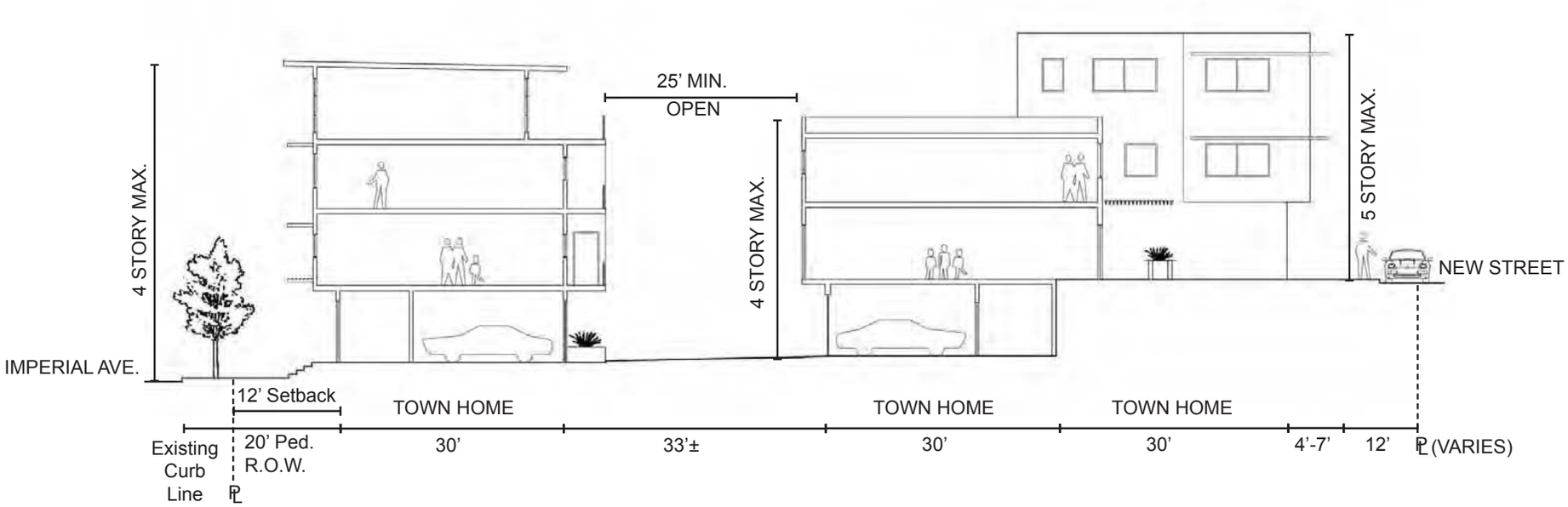


Building Setbacks
Encantada District

4.2.2
FIGURE

No Scale

4.3 LANDSCAPE

Imperial Avenue is made up of neighborhoods that strongly distinguish themselves from one another. Landscape elements such as street trees, lighting, and furnishings can work to enhance distinct neighborhood character or to reinforce connections and links. It is the intent of this Master Plan to identify opportunities to articulate what is unique about Lincoln Park and Encantada as well as to identify the common threads that tie them to each other as well as to their neighbors along the Imperial Avenue Corridor. The strategy of this plan is to create some unifying features, such as street trees, but accentuating differences in neighborhoods with distinct median, side street and parkway planting. Landscape is a fundamental character-defining element and can be used as a tool for unifying public spaces and diverse development.

The intent of this section is to outline the design criteria and installation method of plant materials, paving, lighting, street furniture and wayfinding signage to ensure consistent and unified quality, design and appearance throughout the two study segments. The section is organized in two parts. The first outlines general standards for all projects within the study area.

Street Trees Unify a Neighborhood's Appearance and Create Buffers between Streets and Sidewalks

The second outlines standards for projects that are unique to each segment.

Several other documents are closely related to this effort: The Southeast San Diego Community Plan, Project First Class Urban Design Program and Community Street Tree Master Plan of Southeast San Diego. Additionally, all hardscape and landscape elements must meet the standards established in the City of San Diego's Landscape Technical Manual and San Diego Regional Standard Drawings.

4.3.1 General Standards

A. Plant Materials

Trees and other plant materials must be planted in a manner that ensures long-term health and well-being. Plant species should be well-suited to their site and able to be maintained properly.

- Plant materials in public right of way shall be low maintenance and drought tolerant wherever possible.
- Automatic irrigation shall be provided at all trees and planting areas.
- Where relevant, plant materials shall be species that are able to withstand the higher salt content of reclaimed water.
- Soil testing shall be conducted prior to planting to determine if subsurface drainage and aeration are required and what soil amendments are necessary for optimal growing conditions.
- All planting areas shall be a minimum of 40 square feet with no dimension less than 24" wide. All planting areas adjacent to site walls or buildings must have a minimum of 24" of soil depth above top of footing. Wherever possible, footings should be offset to provide maximum soil depth and drainage.
- Character of plant materials shall reflect the neighborhood image. See Figure 4.3.1.

Street Trees

To reinforce the continuity between the Encantada and Imperial Crest, street trees along Imperial Avenue shall be all one species. To articulate the distinctions between the neighborhoods, street trees along side streets and new residential alleys shall be varying species per the guidelines set out in the Community Street Tree Master Plan of Southeast San Diego. (See Figure 4.3.1 below for species guidelines.)

- Trees shall be a minimum of 3” caliper with a clear zone between top of finish grade and bottom of limb of 8 feet above sidewalk and 13 feet 6 inches above the street.
- Street Trees shall be spaced between 20’ and 30’ on center for canopy trees, 10’- 20’ on center for palm trees.
- Trees shall be a minimum of 36” box size.
- Provide a minimum of 40 square feet of water and air permeable landscape area at the base of each tree. Provide tree grate or plant with shrubs, groundcover and mulch.
- Trees planted in grates shall have a minimum of 36” depth of structural soil in planting areas to ensure proper drainage and aeration in root zone.
- Trees grates shall be flush with adjacent paving and shall have a minimum 12” diameter tree opening and shall have perforations that meet current ADA code.
- Deep well watering should be used on all trees planted in pavement to ensure deep root development and reduce the possibility of sidewalk heaving by roots.

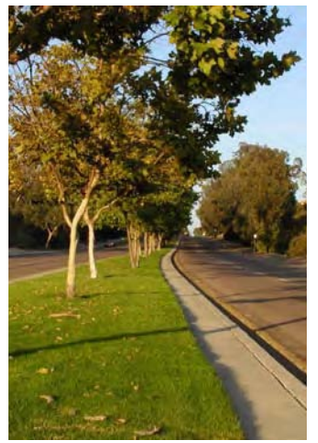
Median Planting

Existing trees in the medians in both study segments are major and enduring image elements. These plantings help identify the neighborhoods, provide shade, serve as visual focal points and enhance the commuter and pedestrian experience. Increased and enhanced median planting will maximize these assets.

- Enhanced planting in existing medians shall be planted with a plant palette that is consistent with and attuned to existing plant materials, except where noted in the Section 4.5.2.
- Proposed new medians shall be planted in a similar manner to the enhanced existing medians.
- Median shrub and groundcovers shall provide sufficient visual screening, but shall have a habit and mature size that will not exceed the confines of the median planting area. Plant materials that require hedging to control size are not appropriate. Plants that have a habit that is naturalistic and can move in the air currents caused by passing traffic are especially desirable. Examples include grasses, day lilies, liriope, coleonema, flax, etc.
- Median shrubs and groundcovers shall be drought tolerant.
- Existing median pavement shall be saw-cut to enlarge or create new planting areas where necessary.
- A paved maintenance strip shall be maintained around the perimeter of all traffic medians. Maintenance strip shall be of uniform width and not less than 18” including the curb.
- Planting areas shall be a minimum of 24” wide. If median is too narrow to accommodate maintenance strips and minimum width planting areas, entire surface shall be paved.

Park, Plaza and Parkway Planting

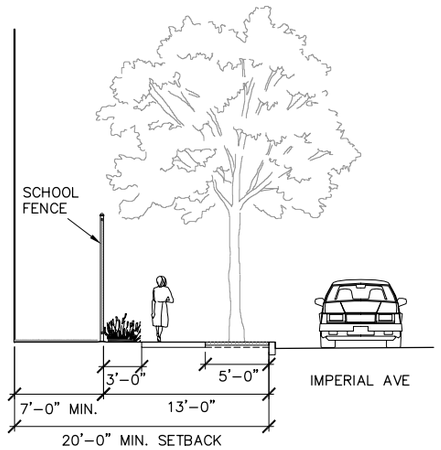
- Planting in common areas such as plazas, parks and parkways provides an opportunity to reinforce distinct neighborhood identities.
- Shrubs and groundcovers in public areas shall be low maintenance and drought tolerant.
- Provide landscape buffers or screening elements that separate public right-of-ways from parking lots and service areas to help soften the visual impact of parking lot edges. Planted buffers or screens shall be composed of a minimum of 4’ wide planting area with plant material that is a minimum of 30” high.



Existing Street Tree Medians along Imperial Avenue

Imperial Avenue Corridor Master Plan
Street Trees

Tree name	Characteristic					Mature Size			Location							Segment	
	Evergreen	Deciduous	Flowering	Palm	Coniferous	Small	Medium	Large	Median	Street Tree	Side Street tree	New Street tree	Parking lot	Plaza/ Mini Park	Gateway/ Accent	Imperial Crest	Encantada
Albizia julibrisson Silk Tree		x	x				x				x			x		x	
Cercis canadensis Eastern Redbud		x	x			x						x		x		x	
Geijera parvifolia Australian Willow	x						x					x	x	x			x
Jacaranda mimosifolia Chinese Flame Tree		x	x				x					x	x	x			x
Lagerstroemia indica Crape Myrtle		x	x			x						x		x		x	
Liquidambar styraciflua Sweet Gum		x						x	x		x		x			x	
Pinus canariensis Canary Island Pine					x			x	x							x	
Pistacia chinensis Chinese Pistache		x						x			x		x				x
Platanus racemosa California Sycamore		x						x	x					x	x		x
Prunus speciosa Flowering Plum		x	x			x			x					x	x		x
Rhus lancea African Sumac	x						x				x		x			x	
Syagrus romanzoffianum Queen Palm				x			x							x		x	
Tristania conferta Brisbane Box	x						x			x						x	x
Washingtonia robusta Mexican Fan Palm				x				x							x	x	



Planting guidelines along the Lincoln High School Imperial Avenue Street Edge

Street Trees Table

4.3.1 FIGURE

No Scale

- To highlight their distinct characters, the plant palette for parkways, plazas, parks and other public gathering spaces should vary between segments. See Section 4.4.2

B. Pedestrian Pavement

Sidewalks shall be wide enough to provide ample room for street furnishings and appurtenances, street trees or other landscape buffer and create a safe and pleasant pedestrian environment. Paving materials should be simple, functional, long-lasting and provide background to the community street life.

- Sidewalks in the two segments shall be a of a single standard concrete mix so as to provide a uniform appearance throughout, except where designated as enhanced paving.
- Areas of enhanced paving include crosswalks, plazas, mini-parks, gateways and enhanced street corners.
- A simple, uniform score joint pattern that is coordinated with the location of tree grates, light poles, building entries and other design elements shall be established for the entirety of the two segments to provide a cohesive appearance.
- All sidewalks shall comply with Title 24 and the Americans with Disabilities Act.
- Crosswalks shall meet safety criteria established by the City of San Diego and any other regulating authority. Crosswalk paving shall be enhanced to distinguish it from the surrounding road. It shall be of a material that will not present difficulties to people with decreased mobility.
- New pavement in pedestrian areas shall not be stamped to resemble another material such as stone or brick. Paving shall not have beveled edges or other features that can cause excessive bouncing for carts and wheelchairs.
- The use of stamped pavement shall be confined to traffic medians. New pavement which is in close proximity to existing stamped pavement shall match color and pattern of adjacent pavement.

C. Lighting

Lighting standards are intended to present a unifying lighting scheme for the two segments, enhance pedestrian use of the neighborhoods by providing safe, well-lit paths, while avoiding excessive light spill into local residences.

- Pedestrian lighting oriented for the public right-of-way and commercial properties shall compliment the existing lighting fixtures found within the Encantada medians.
- Additional median lighting shall match the existing lighting fixtures found within the Encantada medians.
- Lighting fixtures for street lights and surface parking lights should be low-pressure sodium or other approved low-light source.
- Lighting levels should be adequate for safety while minimizing light spillage and point of glare. Where necessary, luminaries shall have shades to shield residential areas from street lights.
- Higher lighting levels should be used in areas where pedestrian safety is of greater concern, such as crosswalks and parking areas.
- Wherever possible pedestrian and vehicular lights should use the same pole to minimize sidewalk clutter.
- The spacing of street light fixtures shall comply with City of San Diego standards. Pedestrian light fixtures shall be spaced to provide an average of 2 foot candles.

D. Street Furnishing

Street furnishings are to be provided throughout the two segments as pedestrian amenities, to enhance the functionality of the streetscape and promote the use of public spaces for informal neighborly gathering. Street furnishings should be of similar design throughout the two segments to serve as unifying elements.

- Seating surfaces should be between 15 and 18 inches above the finished grade.
- Seating should be designed in a way that discourages inappropriate use by skateboarders, stunt bikers, etc.

Example of Enhanced Paving

Street Lighting Shall Be Consistent through-out the Corridor

Example of Art as a Landmark Feature

Existing Bus Stop at Valencia Park

Example of Art as Part of a Building's Structure

Bench Seating

Example of Art Placed on a Retaining Wall

Bike Racks

Trash Receptacles shall be Consistent Through-out the Corridor

- Seating should be located in areas that are visible to street and sidewalk activities, but do not impede pedestrian use of adjacent walks.
- Bicycle racks should be provided at community nodes such as schools, libraries, retail developments and transit stops.
- Bicycle racks should be located within public view, but should not impede pedestrian use of adjacent walks.
- Waste receptacles should be provided in high traffic areas such as parks, plazas, transit stops and retail developments in conjunction with building entries and/or outdoor seating areas but should not impede pedestrian use of adjacent walks.
- Accent Imperial Avenue's role as a major transit hub by creating a distinctive bus shelter design for use throughout its length.

E. Landscape Signage

Wayfinding

Way finding signage of a uniform size and utilizing a uniform graphic template shall be used throughout the two segments to identify neighborhood institutions, landmarks and nodes, connections to adjacent communities, major roadways and transit connections. A suitable sign graphic and system should be developed which can be customized for each distinct community along the Imperial Avenue Corridor while maintaining design continuity throughout.

- Signage shall comply with standards set by the City of San Diego and all other regulating agencies.
- All signage should have white or light colored type on a dark background. Type style should be in a simple and legible style, sized for optimal readability.
- Wherever possible, wayfinding, street identification and regulatory signs should be clustered onto existing poles to minimize sidewalk clutter.

Monument Signs

Monument signs identify neighborhoods both literally and symbolically. They should be prominently located at neighborhood gateways.

- Monument signs should reflect character of neighborhood and be coordinated with wayfinding graphics.
- Monument signs should be distinct but have common elements to identify the Imperial Avenue Corridor.
- Monument signs shall comply with standards set by the City of San Diego and all other regulating agencies.

F. Public Art

Public art design guidelines promote the need to define a community's unique character and instill a sense of pride and ownership within the community. The guidelines below along with example images and recommendations for location art are intended to provide guidance on incorporating this important community element along the corridor.

- Encourage projects through art committees to fund, complete and maintain major art pieces reinforcing neighborhood image and character.
- Express topographical assets such as Imperial Crest's hilltop location.
- Create a major space-defining sculpture at significant nodes such as Trolley Station and Imperial Crest Plaza.
- Use lighting as a sculptural element such as the light masts at I-805 Gateway, Trolley Plaza and Imperial Crest Plaza.
- Lighting or lights should be considered as a unifying theme for the length of the Imperial Avenue Corridor because of the opportunities to use the freeway bridges as gateways and portals to neighborhoods.

Monument Signs Signify Major Neighborhood Entries, Landmarks and / or Centers

Banners Unify Street Corridors and Support Annual Events

Wayfinding Signage

4.4.2 SITE SPECIFIC STANDARDS

A. Imperial Crest

Street Trees

- Street trees along Imperial Avenue shall be Tristania conferta, Brisbane Box, planted in tree grates at 30 feet on center; exceptions noted below.
- Street trees along Lincoln High School street frontage shall be in tree grates, species per San Diego City Schools Plans.
- Street trees at Imperial Crest Gateway intersections (47th Street and Euclid Avenue) shall be a vertical species that contrasts with surrounding street trees, will not block views of plaza and retail storefronts and is visible from long distances, such as Washingtonia robusta, Mexican Fan Palm, planted in 5 foot wide parkways or tree grates at 15 feet on center.
- Street trees species at side and new residential streets shall be a single species per street. However, species may vary from street to street. See Section 4.3.2.

Median Planting

- Additional median planting along Lincoln High School street frontage shall utilize the existing plant palette of Pinus canariensis, Canary Island Pine and Liquidambar styraciflua, Sweet Gum. However existing Rhaphiolepis indica shall be removed and replaced with a shrub that does not need to have its size controlled by hedging.
- To maintain design consistency, new median planting at Imperial Crest shall utilize the same plant palette as at Lincoln High School medians.

Park, Plaza and Parkway Planting

- Parkways at Euclid Avenue Gateway intersections shall be 5 foot minimum width; they should be planted with simple, drought tolerant groundcover to accent the verticality of the palms. Planting should be of a low-growing habit that will not require hedging to control size, so a green and open effect is maintained into the future.
- Plant palette at Imperial Crest Plaza and Mini-Park shall include a variety of low maintenance and low water plant materials with seasonal flowers and/or foliage color. Plant palette can be more formal and architectural. Hedging is appropriate to define outdoor spaces, articulate boundaries and shield service or private entries.
- Walls on north side Imperial Avenue opposite Lincoln High School should be planted and irrigated with a single species of spreading, clinging vine. Existing sidewalks shall be saw cut to provide planting pockets, sized to provide adequate root zone area for plants while maintaining the minimum sidewalk width required by the City of San Diego.
- I-805 Gateway planting shall be of a low-maintenance, drought tolerant plant that can survive with existing irrigation, maintain it's natural habit without hedging and will provide seasonal color.

Lighting

- Additional median lighting at Imperial Crest Plaza shall match the existing median lighting in Encantada.
- Pedestrian scaled lighting at Imperial Crest Plaza and proposed mini-parks shall complement the lighting fixtures used at the Imperial Crest Plaza medians. Light poles may also serve as banner masts to announce or celebrate special events within the community.
- To distinguish it as a major community node and to provide continuity between other Imperial Avenue gateways and nodes, additional Imperial Crest Plaza accent lighting fixtures shall be similar in character to the light masts proposed at I-805 Gateway.

Street Furnishings

- Street furnishings at Imperial Crest Plaza and Mini-park should include clusters of furnishings in both sun and shade to present an inviting streetscape image and encourage a wide range of neighborhood use.
- Materials should have long life spans, be able to withstand constant use and exposure to the elements. Higher grade materials are recommended to reduce long-term maintenance and replacement costs.

B. 61st to 69th Streets

Street Trees

- Street trees along south side of Imperial Avenue shall be Tristania conferta, Brisbane Box, planted in tree grates at 30 feet on center; exceptions noted below.
- Street trees along Trolley Station frontage on north and south sides of Imperial Avenue shall be large specimen species per tree matrix. Trees shall be planted in tree grates at a maximum of 30 feet on center. Trees shall be distinct from surrounding street and median trees to accent trolley station and adjacent plaza as a major community node and public gathering space.
- Street trees along Widman Park frontage shall be planted in turf or groundcover in parkway, spacing to be loose and naturalistic to extend the park into the community pedestrian zone.
- Street trees along “Town & Country” commercial development frontage shall be planted in naturalized groundcover in parkway, spacing to be loose and naturalistic to reinforce park-like setting of Encantada.
- Street trees species at side streets and new residential streets shall be a single species per street. However, species may vary from street to street. See Section 4.3.3.

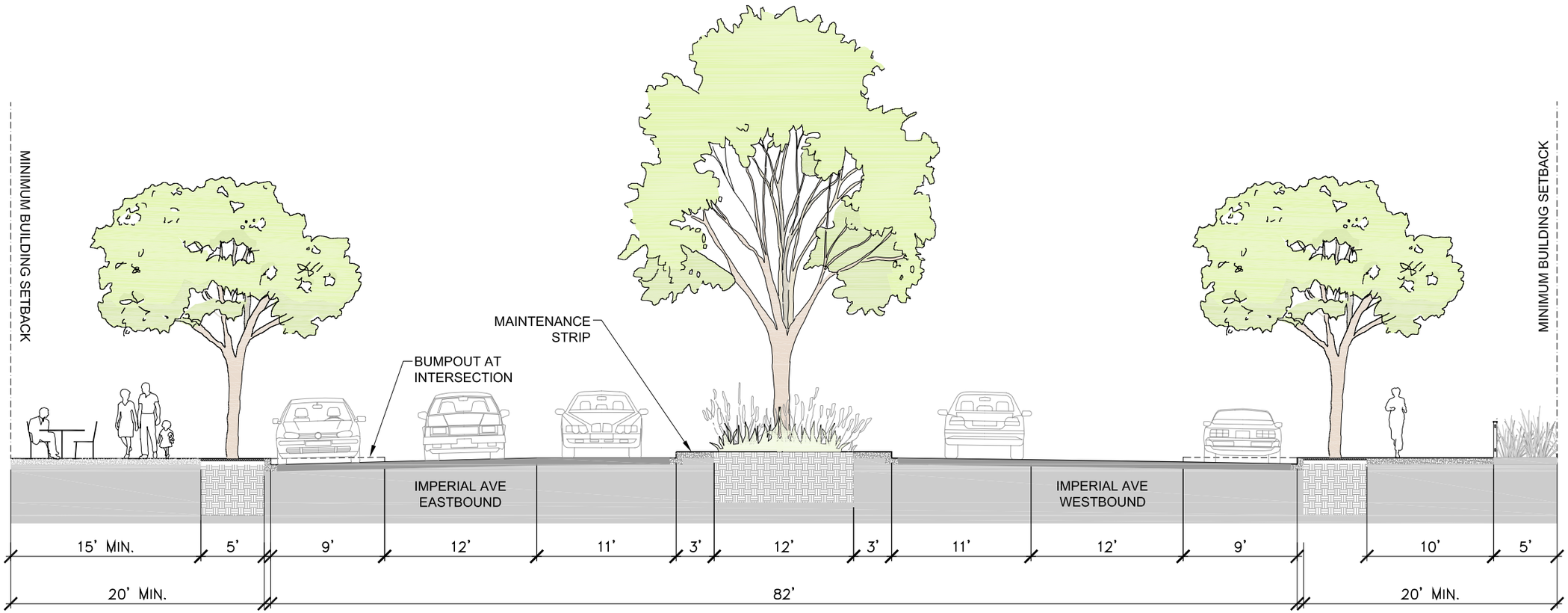
Median Planting

Currently traffic medians in Encantada are planted with a mixture of Platanus acerifolia ‘Bloodgood’ (London Plane Tree) and Platanus racemosa (California Sycamore). While the trees are similar in character, the London Plane tree is a non-native species that suffers from the annual appearance of anthracnose, a fungal disease of trees, is susceptible to mildew and generally will not thrive in San Diego’s climate. On the other hand, California Sycamore is one of very few large trees native to San Diego. While it too is susceptible to anthracnose, it has adapted to anthracnose’s cyclic appearance and the tree’s vigorous growth is not affected. It is recommended that a certified arborist assess the long-term health of existing Platanus acerifolia trees in Encantada and make recommendations about their removal and replacement with Platanus racemosa.

- Additional median planting in new and existing medians shall utilize the existing plant palette of Platanus. Species shall be Platanus racemosa, California Sycamore not Platanus acerifolia, London Plane Tree. Additional groundcover and shrubs shall be low maintenance, drought tolerant and, to reinforce sense of traveling along a valley floor, riparian plant material such as Ribes and Juncus. Shrubs and groundcovers will be of a habit that can move in the breeze and does not need to have its size controlled by hedging.
- Median planting at Trolley Station planting shall be low maintenance, drought tolerant and distinct from other medians to accent trolley station and adjacent plaza as a major community node and public gathering space. Shrubs and groundcovers will be of a habit that can move in the breeze and does not need to have its size controlled by hedging.

Park, Plaza and Parkway Planting

- Parkways at residential developments shall be 5 foot minimum width; they should be planted with simple, drought tolerant groundcover. Planting should be of a low-growing habit that will not require hedging to control size, so a green and open effect is maintained into the future.
- Plant palette at Mini-Parks and plazas shall include a variety of low maintenance and low water plant materials with seasonal flowers and/or foliage color. To emphasize the more informal, town and country character of Encantada, plant palette should be naturalistic and include native species. Hedging and other formal landscape devices are inappropriate. Outdoors space definition, boundary articulation and landscape buffers should be achieved by naturalistic mass planting wherever possible.
- Widman park edges and entries should be made softer and more inviting by moving fence lines away from the back of sidewalks wherever possible and adding mass planting as a buffer as well as a barrier.



Typical Street Section
Crest Plaza

4.3.2
FIGURE

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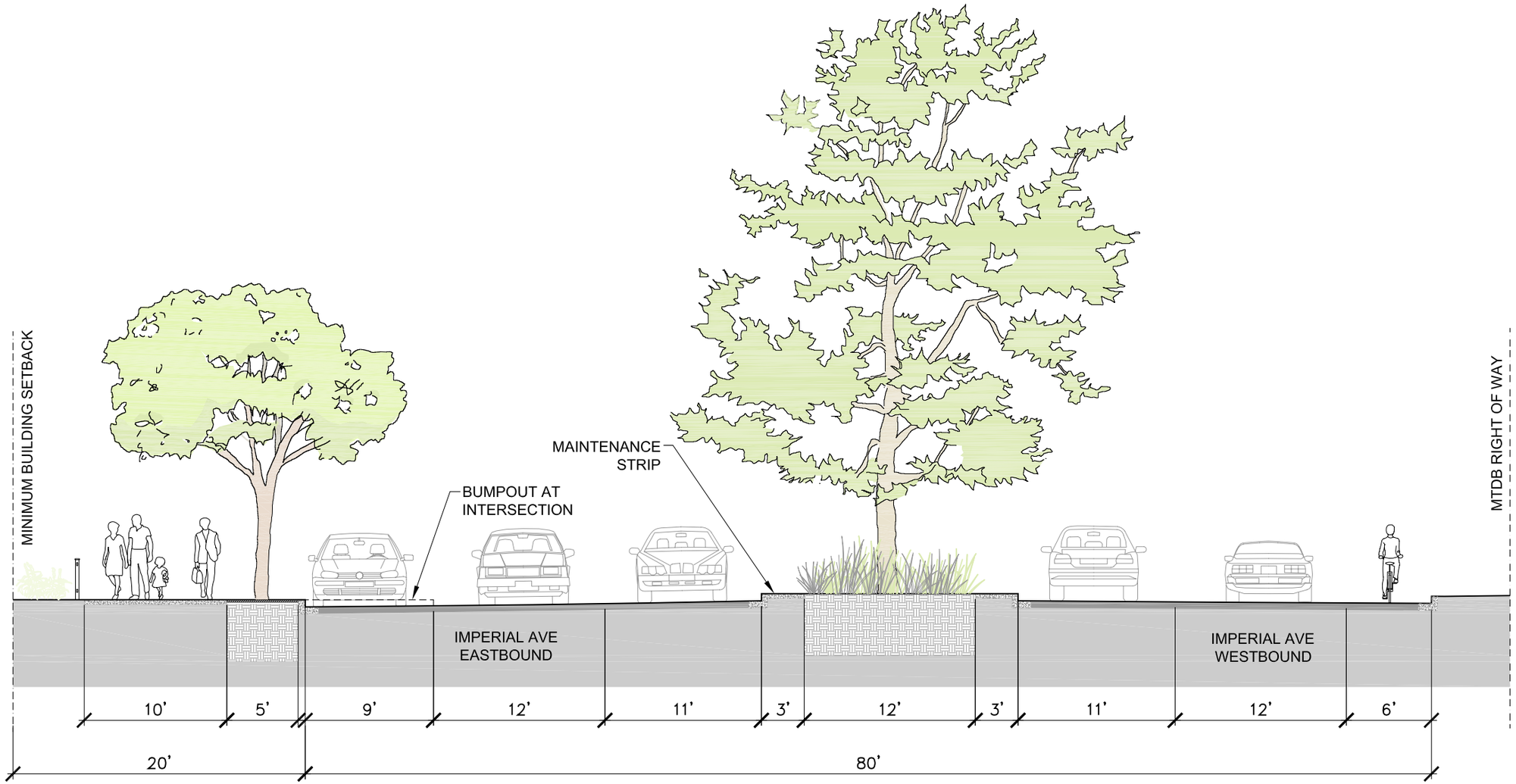

Typical Street Section
Encantada

4.3.3
FIGURE

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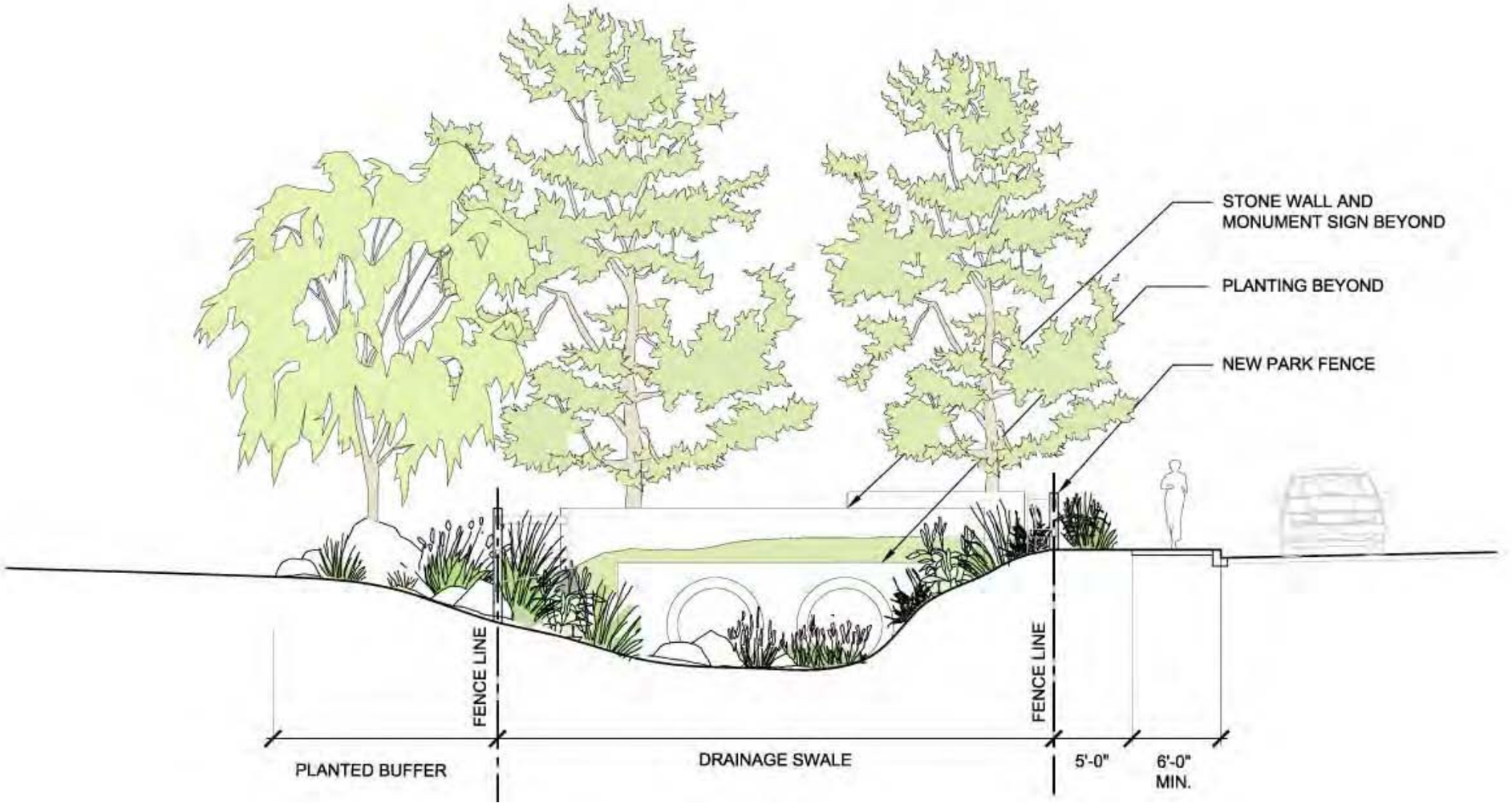


Widman Park Entry Enhancements

4.3.4 FIGURE

No Scale

Lighting

- To maintain cohesive design throughout the district, additional median lighting throughout the area shall match existing median light fixtures.
- Pedestrian scaled lighting along the south side of Imperial Avenue, Trolley Plaza, encantada Core and Mini-Parks shall compliment the existing lighting fixtures found within the existing medians. Pedestrian light poles could have banner arms to advertise community special events.
- To distinguish it as a major community node and to provide continuity between other Imperial Avenue gateways and nodes, additional Trolley Plaza median lighting fixtures shall be similar in character to the light masts proposed at the I-805 Gateway.

Street Furnishings

- Street furnishings at Mini-parks and plazas should include clusters of furnishings in both sun and shade to present an inviting streetscape image and encourage a wide range of neighborhood use.
- Materials should have long life spans, be able to withstand constant use and exposure to the elements. Higher grade materials are recommended to reduce long-term maintenance and replacement costs.
- Furnishings should be of a neutral style that complement rather than compete with the architecture of the adjacent development.

4.4 ARCHITECTURE

A building's physical characteristics, such as height, shape, colors, width, and bulk, influence its ability to successfully create a unique destination. Each new building and major addition should be reviewed in terms of its placement, shape, scale, materials, details, its relationship to its surroundings, and contribution towards the established vision set forth in Chapter 3.

Architectural design guidelines are provided to create appropriate and consistent architectural character that: 1) responds to the existing assets and attributes of existing features; 2) coordinates with environmental themes (presented in Chapter 3) for both east and west segments, and; 3) responds to zoning and land-use guidelines presented earlier. General guidelines and specific guidelines for both segments are provided below.

4.4.1 General Standards

- Use materials that complement the area's character in terms of color, scale, and texture. Use patterns, expressed columns, window mullions, etc. to give the ground floor level "human" scale. Design large buildings so that they appear small in scale when seen from the side- walk. Avoid massive, monolithic facades.
- Orient primary building entries towards Imperial Avenue.
- Where retail uses occur, facades should provide a continuity of retail frontage along the sidewalk.
- Develop the ground level of buildings to provide visual interest to pedestrians.
- Provide direct access to and from the sidewalk for retail shops located at street level.
- Use special care in the design of corner buildings due to their high visibility. Use building design to anchor a district, serve as landmarks and to provide a sense of enclosure for the intersection.
- Use awnings or canopies to reduce glare on storefront glass and to shelter the pedestrian standing near the storefront. Cantilever awnings and canopies so as to keep the sidewalk as clear and unobstructed as possible. Care should be taken to preserve views down the street.
- Treat all publicly visible facades of a building equally in terms of materials, colors, and design details. The building should have a finished' appearance on all visible sides.
- Incorporate outdoor dining areas to create visual interest within the pedestrian walkway and to stimulate pedestrian activity.
- Provide building heights, setbacks, and transition spaces between public corridors and building facades per Figures 4.2.1 and 4.2.2.

Commercial Storefronts

Design standards for commercial storefronts provide criteria that promote quality design for the ground floor of new buildings and rehabilitation of existing buildings. Guidelines encourage and support the mix of traditional and modern building facades found within this District. The criteria presented below are intended to supplement existing storefront guidelines provided under a separate document. Additional guidelines include:

- The storefront is defined as the part of the building that fills the structural bay on the front façade at ground level. Storefronts shall face principle streets. If a building is located on a corner lot, storefronts may be on both street faces.
- Storefront design, materials and colors, at both existing and new buildings, shall compliment the individual architectural character of each building.
- In commercial districts they should be well-designed, legible storefront designs that are complementary to the entire area.
- Large openings filled by windows and attractive window displays create a welcome ambience in this retail district and add interest to the pedestrian experience. At least 60 percent of the total area of the first floor façade facing the primary street shall be window display.
- Walls exposed to side streets or pedestrian passage ways between buildings must have doors and/or windows, or fixed glazing areas of at least 30 percent of the total surface area of the wall facing these open spaces.
- No visible exterior security gates or bars are permitted. Interior security systems or enclosures shall not be visible from the exterior of the building during normal business hours.
- Flat facades shall be avoided by using recessed or projected entry ways, bays, canopies, awnings and other architectural elements.

Exterior Building Signage

- Exterior signs shall be located within the base of the building with concern for the appropriateness of location, size, color, and lighting.
- Signs are typically intended to be viewed by motorists and pedestrians and shall be geared to establish the location, identity, and character of the use of the retail establishment.
- Businesses shall only include the formal name of the business, the nature of the business and the address. There shall be no advertising of brand names.
- Temporary advertising signs, sale signs, lease signs, etc. attached to the building and display windows shall be limited to 30 days of display time.
- To encourage diversity in design, there are no specific fonts or letter style that is recommended; however, a letter style shall be chosen that is easy to read and that represents the image of the business it is presenting.
- Signs are not allowed on rooftops or projecting above the roof
- No flashing, or moving signs are permitted.
- Temporary signs in windows are not allowed except under limited conditions for short periods of time.
- Businesses shall only include the formal name of the business, the nature of the business and the address. There shall be no advertising of brand names.
- Opaque signs or panels shall not cover the transom areas above the door or display windows. If the transom is divided into a number of smaller panels, the sign location shall respect and not obscure the individual panels.
- Signs in the transom area shall not exceed 65 percent of the width of the panel or 75 percent of the height of the panel.
- The height of all commercial facade letters shall not exceed 18 inches.

- Automobile-oriented external wall signs shall not exceed fifty (50) square feet. Sign types shall fit within the architectural details of the building they are placed on.

Pedestrian Oriented Building Signage

- Pedestrian-level display window signs applied directly to the glass shall consist only of lettering without an opaque background. On the display window, such a sign shall not cover more than one-fifth of the area of the glass panel
- Window signs shall not obscure the display area. The color of letters shall contrast with the display background. Light colored letters or gold leafed letters with dark borders are effective.
- Temporary signs in windows are not allowed except under limited conditions for short periods of time.
- Hanging signs shall project no more than three feet from the face of the building. Brackets and other methods of attachment shall be considered part of the design proposal and shall be designed to be sensitively compatible with the building.
- Window signs shall not exceed 40 percent of the window surface area. For shops and businesses along Imperial Avenue, smaller pedestrian-oriented scaled window signs are encouraged.

Projecting Signs

- Projecting signs shall be mounted on the structural piers of the building. They shall be no lower than 8'6" and no higher than the base of the building or 14 feet, whichever is lower.
- Projection signs shall compliment the architecture of a building in respect to colors, materials, and structure. Only one projection sign shall be allowed per building.
- All projecting signs shall be externally lit. External light sources shall be shielded from viewers on the street to prevent glare. No flashing, or moving signs are permitted.

Awnings

- Awnings or canopies shall reflect the door and window openings or structural bays of the building façade.
- To encourage a pedestrian scale along Imperial Avenue, street-level awnings shall provide coverage for the storefront area only including transom spaces. Large multi-story awnings are discouraged.
- Awnings can be constructed of several materials including fabric, steel, metal, and wood.
- Fabric awnings shall be made of canvas or Neoprene impregnated fabric. Vinyl awnings are not permitted. The underside of awnings shall be open to expose the structure.
- Signs on awning shall have contrasting letters painted or sewn onto the valance or skirt of the awning. Six to eight inch letters are recommended.
- Letters on the main, sloping area of the awning are not permitted.

Typical Pedestrian Oriented Commercial Signage

4.4.2 Specific Guidelines - I-805 to Euclid Avenue

Specific architectural design guidelines for development projects for commercial, mixed-use, live-work, and residential buildings shall support design concepts proposed in Chapter 3 of this document. Overall, the design character for development projects within the I-805 to Euclid Avenue District, shall be a diverse mix of contemporary yet simple, urban pedestrian-friendly architectural forms with the focal point of design to be located between Willie James Jones Avenue and Euclid Avenue. Specific Architectural guidelines include:

A. 47th and Imperial Avenue - Gateway Entry

- New commercial projects proposed at the "Gateway Entry" corner of 47th and Imperial Avenue (I-805 Gateway) shall be contemporary in design and compliment the urban character as described above. The projects shall incorporate a landmark element at the corner facing the intersection. If a drive-through element is proposed, drive-thru traffic shall be partially screened from the intersection traffic by using

landscaping, lattice structures, or pergolas, or low site walls (not to exceed 36”in height).

- New Residential Development at Escuela & Cereza Streets (Adjacent to Evergreen Village Housing Development) shall compliment the style, scale, and design character of adjacent structures. New multi-family housing shall have a 20’ min. setback from the property line facing Imperial Avenue and shall provide pedestrian access corridors or gateways from Imperial.

B. Willie James Jones Avenue to Euclid Avenue

- Urban Contemporary Development – Mixed-use, commercial, live-work and multi-family residential housing shall have a contemporary design character utilizing modern building forms, materials and colors.
- Simplicity – Architectural forms and materials should remain simple and unobtrusive. The intent is to create simple, unembellished building forms that incorporate richer pedestrian elements found at the sidewalk level.
- Pedestrian scaled elements such as awnings, public plazas, planters, building bases, and lattices shall be included.
- Building forms and colors shall be diverse and express the local character and community culture.
- Transition building entry zones – Between public sidewalks and primary building entries, designs shall include semi-private outdoor spaces. For residential projects these may include porches, courtyards, stoops, latticed gateways, and/or raised planter areas. For commercial, mixed-use and live work projects, these spaces may be defined by using outdoor sitting / eating areas, courtyards, awnings, entry shade structures, and / or raised planters (see figure 4.3.1 and 4.3.2 for examples).

Awnings Define Outdoor Spaces

Materials

- Building materials for development projects facing Imperial Avenue shall compliment the contemporary character proposed in Chapter 3. Materials may include: exposed concrete, concrete masonry block, stucco, steel, brick, glass and wood.

Colors

- Exterior building colors for development projects should exude the energy, diversity, and urban vibrancy being proposed for the area. In addition, the new Lincoln High School shall set a design precedent for future development of institutional and community facilities. Color Schedule, Figure 4.4.1, provides color suggestions for both existing buildings and development projects.

4.4.3 Specific Guidelines - 61st to 69th Street

Specific architectural design guidelines for development projects for commercial, mixed-use, live-work, and residential buildings shall support design concepts proposed in Chapter 3 of this document. Overall, the design character for development projects within the 61st to 69th Streets shall be a diverse mix of contemporary yet simple, urban pedestrian-friendly architectural forms and styles. This area, including the Trolley Plaza, Encantada Core and the Park District, shall retain a more rural character than compared to the Crest Plaza and shall support the topographic and historic character that is unique to this area. Specific Architectural guidelines include:

Design

- Rural Contemporary Development – Mixed-use, commercial, live-work and multi-family residential housing shall have a rural contemporary design character utilizing modern building forms, materials and colors.
- Simplicity – Architectural forms and materials should remain simple and unobtrusive. Incorporated forms and materials from original buildings that were built in the 1910's and 20s. The intent is to create simple, unembellished building forms that incorporate richer pedestrian elements found at the sidewalk level.

Live / Work Building Entry

- Pedestrian scaled elements such as awnings, public plazas, planters, building bases, and lattices shall be included.
- Building forms and colors shall be diverse and express the local character and community culture.
- Transition building entry zones – Between public sidewalks and primary building entries, designs shall include semi-private outdoor spaces. For residential projects these may include porches, courtyards, stoops, latticed gateways, and/or raised planter areas. For commercial, mixed-use and live work projects, these spaces may be defined by using outdoor sitting / eating areas, courtyards, awnings, entry shade structures, and / or raised planters (see figure 3.12 for example).

Materials

- Building materials for development projects facing Imperial Avenue shall compliment the contemporary character proposed in Chapter 3. Materials may include: exposed concrete, concrete masonry block, stucco, steel, brick, glass and wood.

Colors

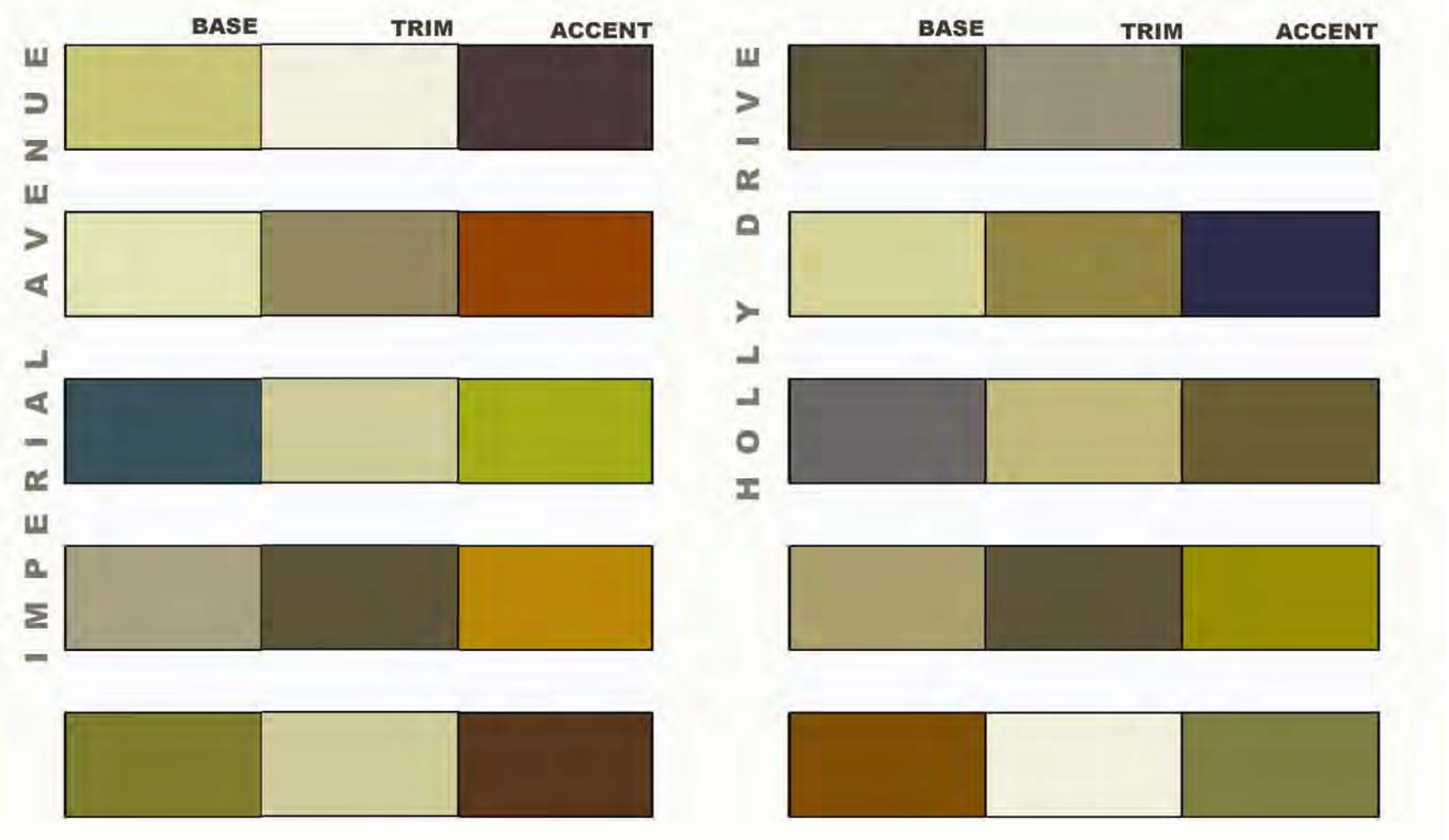
- Exterior building colors for the Encantada and surrounding corridor are designed to respond to the natural setting and historic background of the District. The vision for the District is to be more suburban and informal. Widman Park and the natural setting of the canyon edges shall also influence building colors and materials. Colors blend classic color combinations along with colors that compliment the surrounding natural landscape and park. Figure 4.4.2 provides color suggestions for both existing buildings and development projects.

Residential Entry Stoops Provide a Sense of Privacy from Public Sidewalks and Streets

4.5 PARKING

Parking and circulation guidelines are provided to enhance public access to commercial and residential buildings as well as provide clear and easy circulation, parking and access to principle commercial streets. Parking shall be convenient for residents, customers and visitors and their visual impact shall be softened or minimized. Specific guidelines include:

- On-site parking shall be located behind or to the sides of buildings.
- Clear, accessible and safe pedestrian landscaped pathways from the parking areas to principle commercial streets shall be provided. Pathways shall have a minimum clear width of 60” and shall meet State and National accessibility requirements. Surface materials shall include concrete or other durable materials, such as cast-concrete pavers and/or brick.
- All parking lots shall incorporate landscaping and have a concrete curbed perimeter. Islands shall provide shade trees in the interior of the parking lot and there shall be a minimum of one shade tree per island; two trees per island are required where opposite bays align. Trees within islands shall be aligned between parking spaces.
- Landscape buffers or screening elements shall be provided that separate public right-of-ways from parking lots and to help soften the visual impact of parking lots edges.
- Buffers or screens shall be composed of a minimum four feet (4’) of landscaped strip between the vehicle area and the public sidewalk with a 30” high screening element of either a dense hedge, a wall or fence integrated with shrub planting Landscape buffers may also include site walls or arcades.
- All parking areas shall provide adequate lighting at nighttime utilizing fixtures that support the scale, character and identity of the Village Core District (see lighting standards for specific information).
- All parking areas shall comply with the City of San Diego PDO requirements and with State and Federal accessibility requirements.



EXAMPLES OF MATERIALS - IMPERIAL AVENUE

EXAMPLES OF MATERIALS - HOLLY DRIVE

Color Schedules 47th to Euclid Ave,

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4.4.1 FIGURE

EXAMPLES OF MATERIALS

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Color Schedules
61st to 69th Streets

4.4.2
FIGURE

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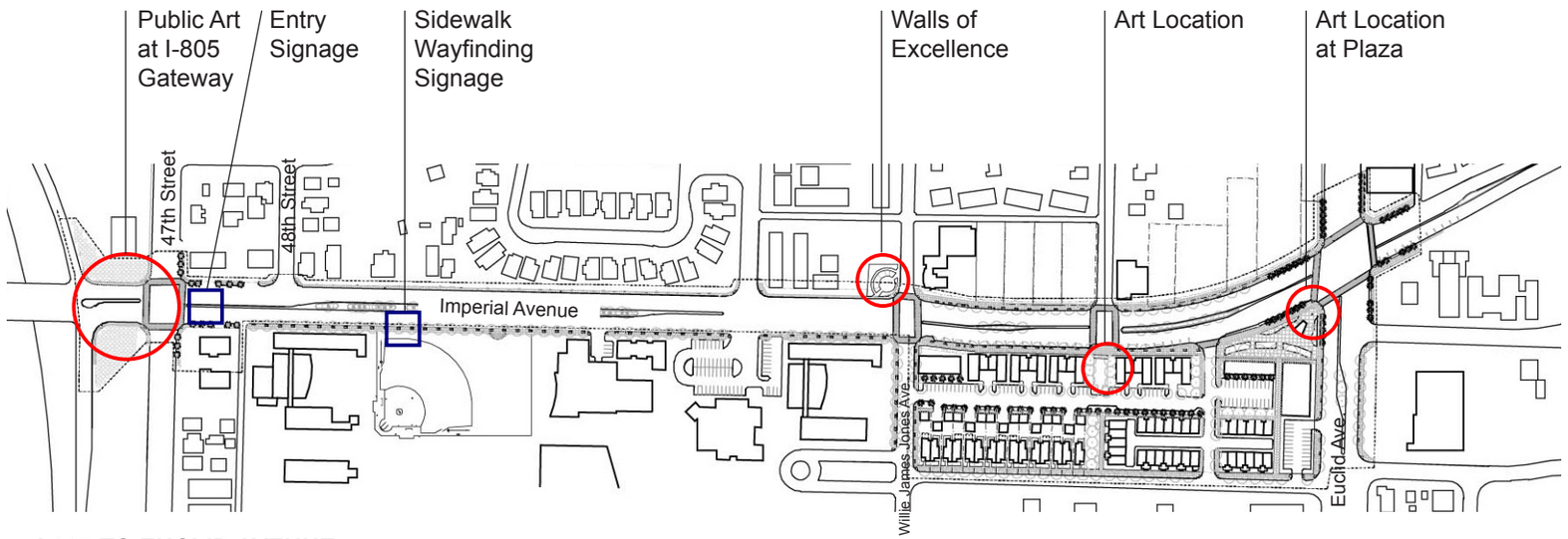
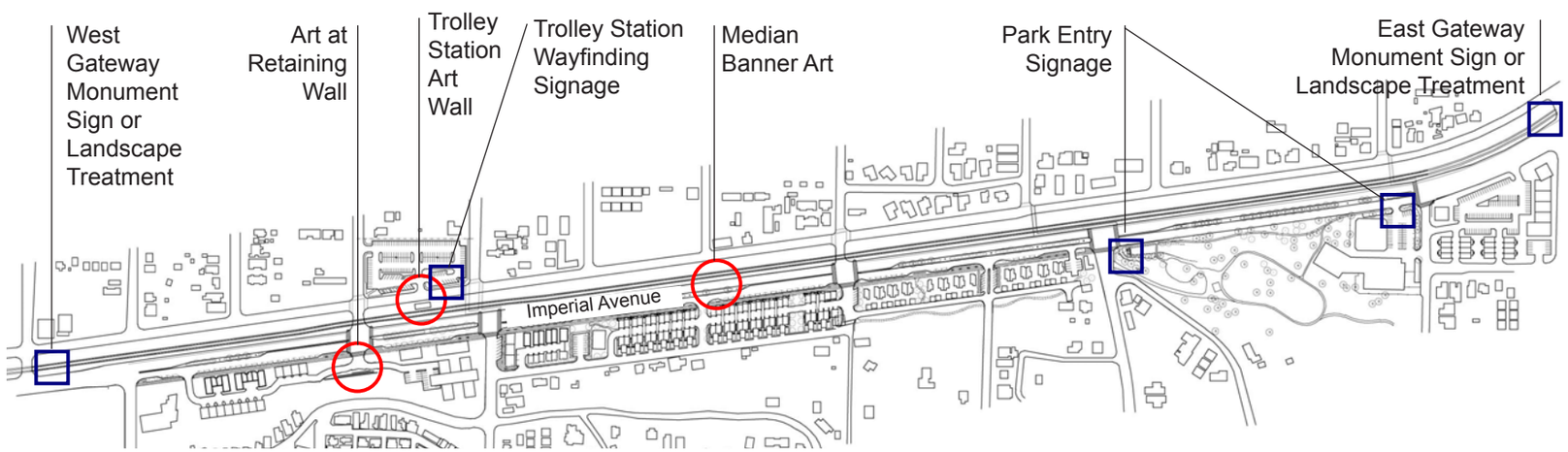


I-805 TO EUCLID AVENUE



61ST TO 69TH STREETS

LEGEND

- Proposed Art Location
- Proposed Signage Location

Art & Signage Location Diagrams

4.5.1 FIGURE

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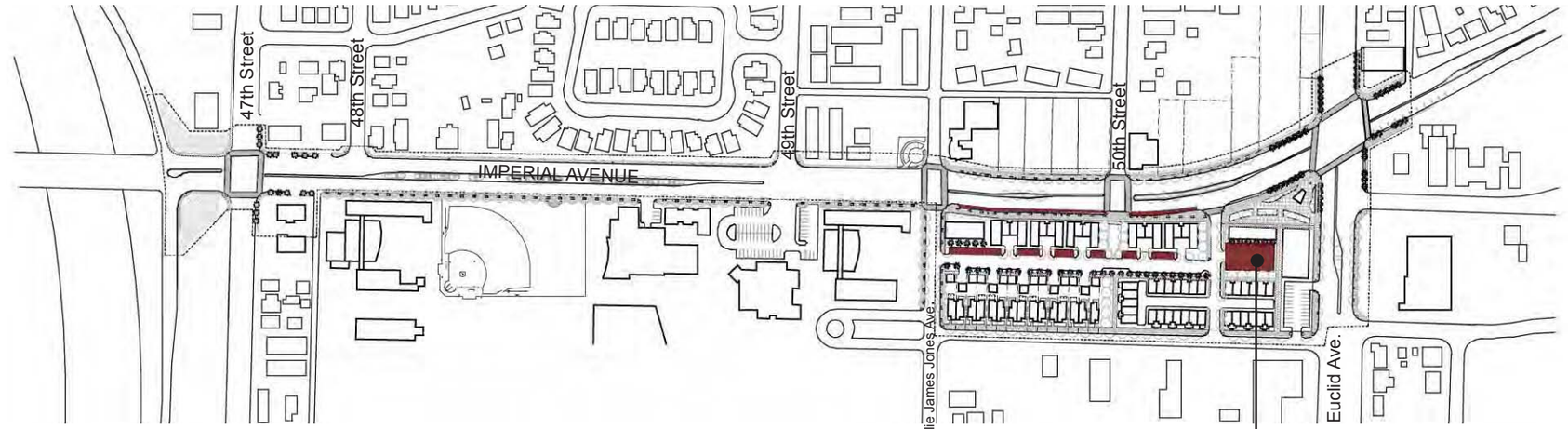
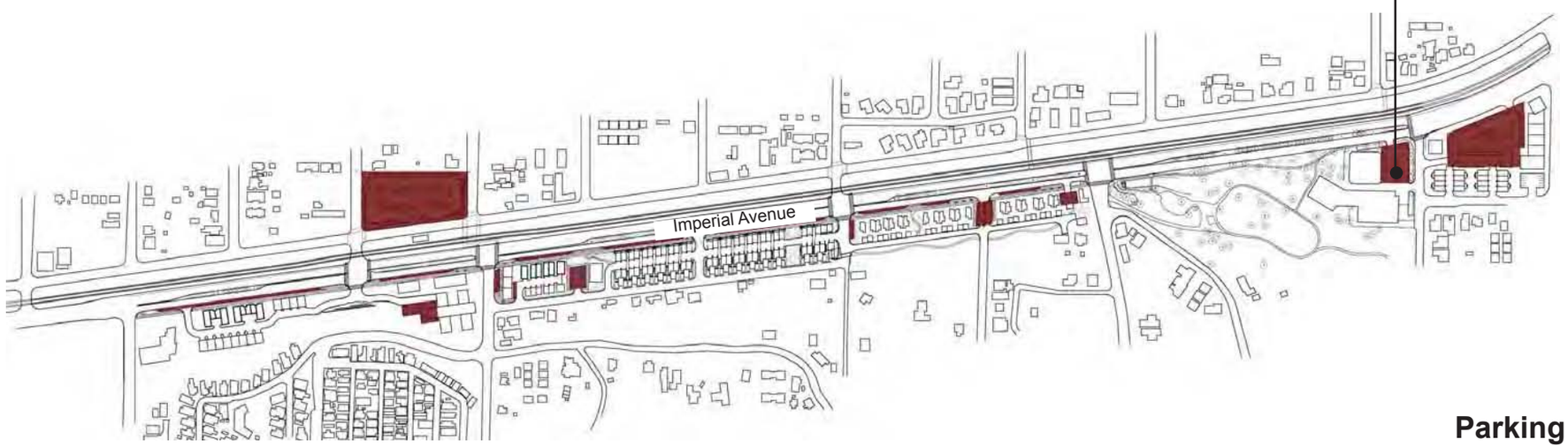


I-805 TO EUCLID AVENUE

Shaded Areas Show Typical Locations for Public Parking that Support Development Concepts



61ST TO 69TH STREETS

Parking Zones Diagrams

4.5.2 FIGURE

No Scale

4.6 ZONING & LAND USE

The intent of the Zoning & Land Use Guidelines are to assist in implementing uses that support the development of private and public land parcels proposed in this Master Plan. These guidelines are derived from The City of San Diego's Municipal Code and should be consulted for additional information. The guidelines determine the use, density and building types that may be constructed within a specific parcel.

Zoning regulations provide reasonable development criteria for the construction or altercation of quality residential, commercial and industrial development throughout the project area. These guidelines are based on proposed uses and will require legal adoption by the City of San Diego before development projects can begin. Figures 4.6.1 and 4.6.2 graphically illustrate zoning guidelines.

Land use regulations provide for a variety of uses within the study areas to insure a mix of activities to create a vital, safe and active community. Current code requirements for both zoning land uses for each of the major zoning categories are provided within the City of San Diego's Municipal Code and current PDO.

4.6.1 Residential Multi-Family Live/Work Zones

The Residential Multi-Family Live/Work (RMLW) zones are proposed new residential development zones that are primarily intended to provide for multiple-family residential development, that include limited commercial uses, at varying densities ranging up to 45 dwelling units per net residential acre.

The RMLW zones encourage the combining of commercial work spaces as part of a living unit by allowing limited commercial uses that do not exceed 33% of the net floor area of the unit.

Development Densities

The RMLW zone designation proposes that the maximum number of dwelling units permitted on any lot or premise in the residential multi-family work/live (RMLW) zones shall be determined by dividing the area of the lot by the number of square feet required for each dwelling unit as prescribed by the zone in which the lot is located. If the quotient exceeds a whole number by 0.50 or more, the number of dwelling units may be increased by the next larger whole number.

The maximum number of dwelling units permitted per acre and land area requirements in the RMLW zone shall be as follows:

- RMLW-1 permits a maximum density of 1 dwelling unit for each 3,000 square feet of lot area.
- RMLW-1-2 permits a maximum density of 1 dwelling unit for each 2,500 square feet of lot area
- RMLW -1-3 permits a maximum density of 1 dwelling unit for each 2,000 square feet of lot area.
- RMLW -2-4 permits a maximum density of 1 dwelling unit for each 1,750 square feet of lot area.
- RMLW -2-5 permits a maximum density of 1 dwelling unit for each 1,500 square feet of lot area.
- RMLW -2-6 permits a maximum density of 1 dwelling unit for each 1,250 square feet of lot area.
- RMLW -3-7 permits a maximum density of 1 dwelling unit for each 1,000 square feet of lot area.
- RMLW -3-8 permits a maximum density of 1 dwelling unit for each 800 square feet of lot area.
- RMLW -3-9 permits a maximum density of 1 dwelling unit for each 600 square feet of lot area.

RMLW Permitted Uses

No building or improvement or portion thereof shall be erected, constructed, converted, established, altered or enlarged, nor shall any lot or premise be used except for one or more of the uses listed for the applicable zone uses listed here:

Residential:

Single Family Detached Dwelling
Two-Family Dwelling / Duplex
Apartment Houses (no temporary residence)
Child Day Care Center - up to six children
Elderly Housing
Guest Quarters
Real Estate Offices/Model Homes

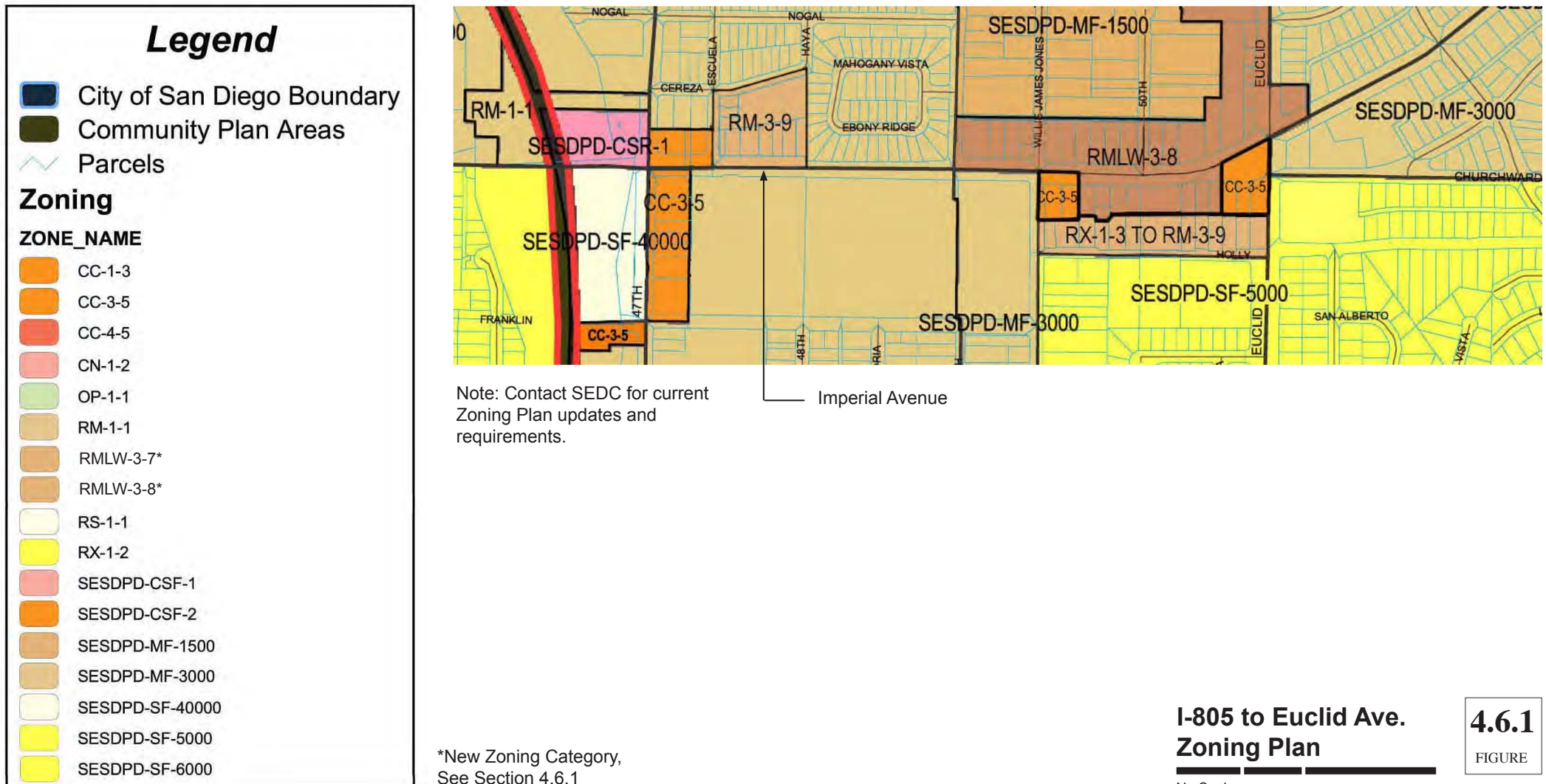
Commercial and/or Professional Services – Limited to 33% of the unit floor area:

a) Commercial Uses

Advertising, Secretarial & Telephone Answering Services
Antique Shops
Art Galleries
Barber Shops
Beauty Shops
Book Stores
Electronic Data Processing, Tabulating, and Record Keeping Services
Employment Agencies
Florist
Data Processing Services
Artesian Workshops

b) Professional Services

Accountants
Architects
Contractors
Engineers
Financial Planners
Insurance Agencies
Photographers
Real Estate Brokers
Surveyors
Graphic Artist
Tabulating and Record-Keeping
Addressing and Secretarial Services



Note: Contact SEDC for current Zoning Plan updates and requirements.

*New Zoning Category, See Section 4.6.1

I-805 to Euclid Ave. Zoning Plan

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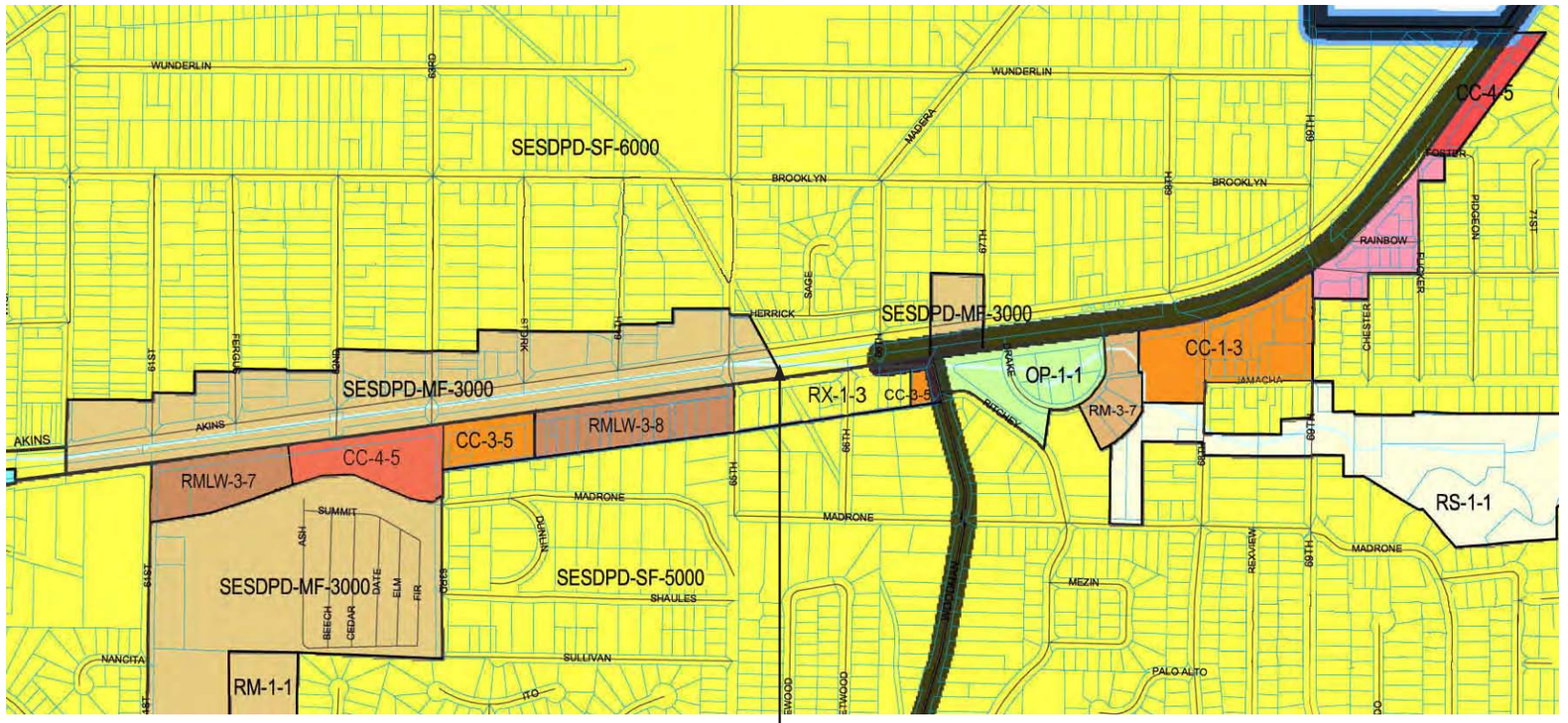
4.6.1 FIGURE



Note: Contact SEDC for current Zoning Plan updates and requirements.

Imperial Avenue

61st to 69th Streets Zoning Plan

4.6.2 FIGURE

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Chapter 5 Public Improvements Plan

5.0 PURPOSE AND INTENT

The Public Improvements Plan Chapter provides a single-source planning section covering key proposed public streetscape and open space improvements in the study area covered by the Master Plan. This section lists and summarizes these public improvements in the Public Improvements Plan Matrix shown in Figures 5.1 through 5.4 found on the following pages.

The Public Improvements Plan is provided to assist SEDC, The City of San Diego and potential developers with a simple list of public improvements and estimated construction costs that may be required to implement the Master Plan concepts outlined in Chapter 3 of this document. This chapter does not cover utility infrastructure improvements associated with redevelopment. Additional information about infrastructure improvements may be found in Chapter 6. Estimated costs are presented in values based upon the public release date of this report. Annual cost escalations should be applied to determine a current figure.

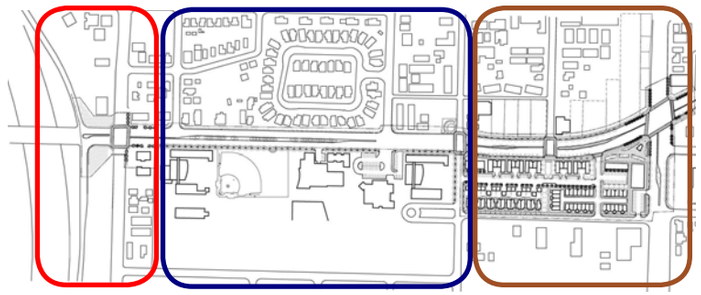
Estimated costs are provided per unit price and are shown for budgeting purposes only. Actual costs may vary depending on many factors, including the construction bid climate at the time of implementation and any unforeseen conditions. It is recommended that a professional cost estimator be retained to determine total budget costs upon the start of any project. Costs do not include demolition, design, engineering and permit fees.

Figures 5.1 and 5.2 show key public improvement projects for I-805 to Euclid Avenue, while figures 5.3 and 5.4 refer to projects between 61st to 69th Streets.

For additional information regarding financing of public improvements, refer to the Southeastern San Diego Public Facilities Financing Plan.

	AREA	ITEM	ESTIMATED COST (IN DOLLARS)
	A	Hardscape Enhancements	$89,060
	A	Landscape Enhancements	$89,270
	A	Gateway Sculpture and Landscape	$430,140
	A	Signage & Street Furnishings	$175,000
	B	Hardscape Enhancements	$150,820
	B	Landscape Enhancements	$70,450

KEY MAP



Area A
I-805 to
47th St.

Area B
47th St.
to Willie James
Jones Avenue

Area C
Willie James
Jones Avenue
to Euclid Ave.

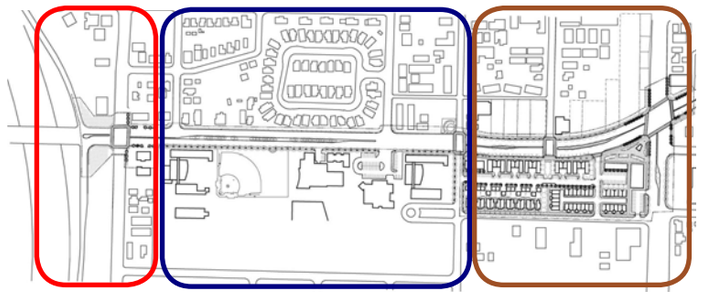
Public Improvements
I-805 to Euclid Ave.

5.1
FIGURE

No Scale

	AREA	ITEM	ESTIMATED COST (IN DOLLARS)
	B	Signage & Street Furnishings	$30,500
	C	Hardscape Enhancements	$586,4740
	C	Landscape Enhancements	$517,242
	C	Signage & Street Furnishings	$60,500
	C	Imperial Crest Plaza & Art Feature	$425,038

KEY MAP



Area A
I-805 to
47th St.

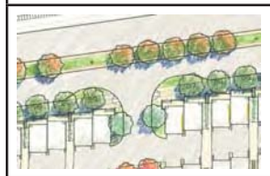
Area B
47th St.
to Willie James
Jones Avenue

Area C
Willie James
Jones Avenue
to Euclid Ave.

Public Improvements
I-805 to Euclid Ave.

5.2
FIGURE

No Scale

	AREA	ITEM	ESTIMATED COST (IN DOLLARS)
	A	Hardscape Enhancements	$249,121
	A	Landscape Enhancements	$235,011
	A	Signage & Street Furnishings	$51,100
	B	Hardscape Enhancements	$286,862
	B	Landscape Enhancements	$196,289
	B	Signage & Street Furnishings	$24,200

KEY MAP

Area A
61st to 63rd Streets.

Area B
63rd to 65th Streets.

Area C
65th to Woodman Avenue.

Area D
Woodman Avenue to 69th Street.

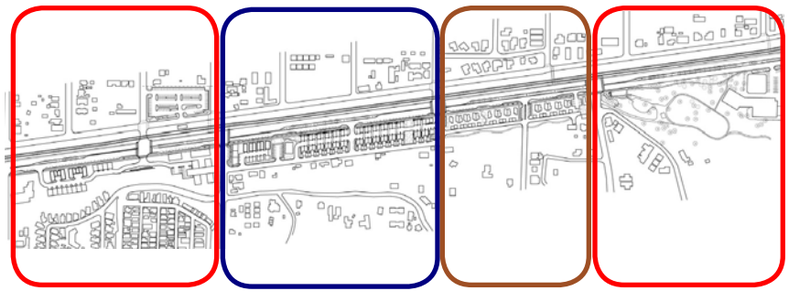
Public Improvements 61st to 69th Streets

5.3 FIGURE

No Scale

	AREA	ITEM	ESTIMATED COST (in dollars)
	C	Hardscape Enhancements	$306,576
	C	Landscape Enhancements	$190,197
	C	Signage & Street Furnishings	$50,800
	D	Hardscape Enhancements	$154,500
	D	Landscape Enhancements	$670,725

KEY MAP



Area A
61st to 63rd Streets.

Area B
63rd to 65th Streets.

Area C
65th to Woodman Avenue.

Area D
Woodman Avenue to 69th Street.

Public Improvements 61st to 69th Streets

5.4 FIGURE

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Chapter 6

Infrastructure

6.1 SCOPE

The scope of this section is limited to the following utilities systems that serve the area;

- Storm Drainage
- Water
- Sewer
- Dry Utilities

Dry utilities include electrical, telephone, and cable television lines, both above and below grade. Gas mains are also included in the dry utilities category.

6.2 GATEWAY AND IMPERIAL CREST AREA

The entrance to the Imperial Avenue Corridor Master Plan is the Gateway area, as shown on Figure 3.1 and 6.1 and is located along Imperial Avenue from Interstate 805 to the properties at the eastern corners of 47th Street. The Imperial Crest area is located east of the Gateway area and is located between Willie James Jones Avenue and Euclid Avenue as shown on Figure 6.2. The area between the Gateway area and Imperial Crest area on the south side of Imperial Avenue is Lincoln High School and existing single family type residential on the north side. The re-building/renovation of Lincoln High School is currently under construction as shown in Figures 6.1 and 6.2. The earlier chapters describe the landscape, hardscape and prototype developments for the Master Plan. The following paragraphs will highlight the existing infrastructure and suggest improvements for the storm drain, water, sewer and dry utilities.

6.2.1 Storm Drainage

Existing Conditions

The landform between the Gateway and the Imperial Crest Areas slopes from the high point just east of the Euclid intersection towards the Gateway area at 47th Street. There is a drainage study on file at the SEDC office titled: A Hydrologic Study and Recommendations for Imperial Avenue Redevelopment between 47th Street and Euclid Avenue and between 61st Street and 69th Street" dated March 2, 2005, and here after referred to as "The Drainage Study." The Drainage Study shows that Imperial Avenue acts as a drainage divide in an east-west direction at the street's centerline. The north and south sides of the road collect storm water in the gutter which covey the storm water flow westerly in the gutters and cross-gutters at street intersections to the inlets at 47th Street as shown on Figure 6.1. These are the only inlets for Imperial Avenue from Euclid to 47th Street. Refer to the Drainage Study for tributary areas to the inlets. The Drainage Study also shows storm water flow that is collected in the gutter, arrives at the 47th Street and Imperial Avenue intersection at a depth in the gutter greater than the curb height for a storm that occurs once in a hundred years (the 100-year event).

Proposed Storm Drain

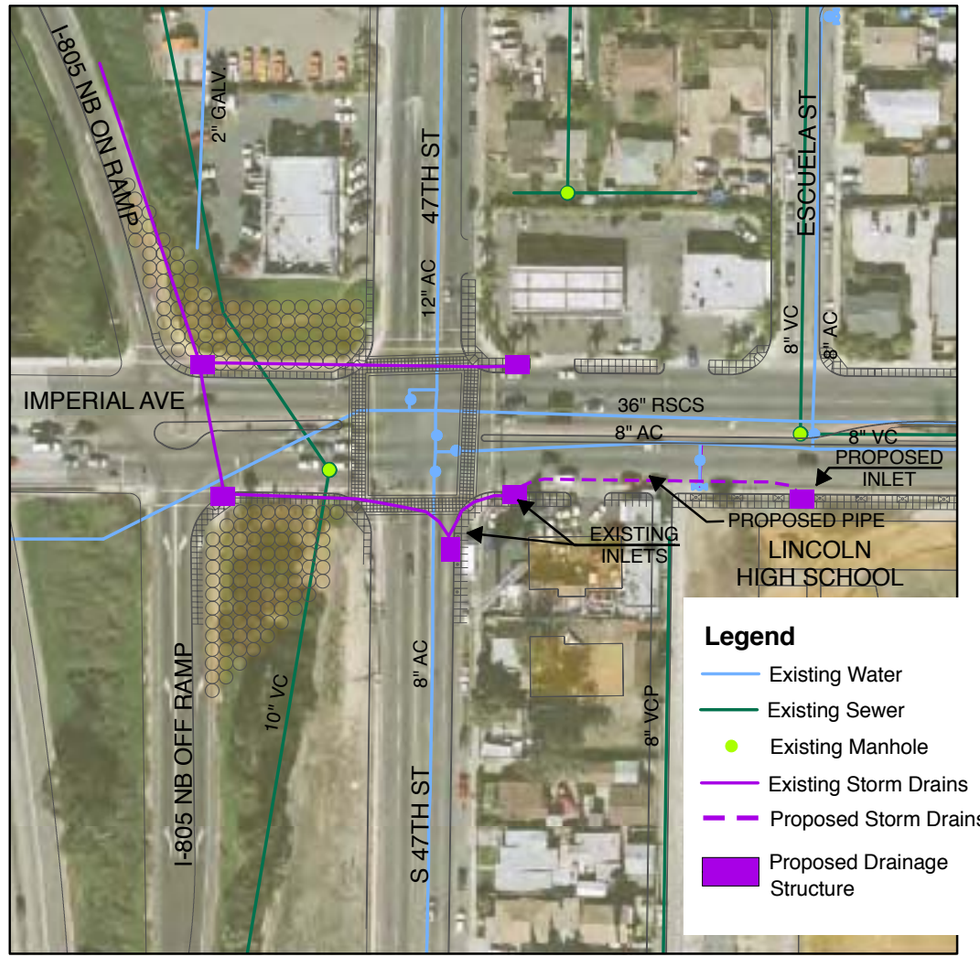
The City of San Diego may require the development in the Gateway area to add inlets east of the property boundary in Imperial to intercept the majority of the storm water flow in the gutter prior to the re-developed property as shown on Figure 6.1. This is an existing condition and could be considered by the City for addition to the City of San Diego's Capital Improvement Project (CIP).

The Imperial Crest area has no immediate underground storm drain system. Prototype designs should assume surface drainage flow. If a collection system is needed on-site, the design should be based on releasing the collected drainage to an adjacent curb flow-line or gutter via a sidewalk outlet or under drain per the regional standard drawings. If the designs require a connection to an underground system, then the developers should plan to build an offsite storm drain system.

The nearest storm drain to the south is at Euclid Avenue and Oceanview Boulevard and is a 42-inch diameter Reinforced Concrete Pipe (RCP). To the west along Imperial Avenue, the closest storm drain system is at 47th Street and Imperial Avenue and an 18" RCP. The City of San Diego does not have a master plan for drainage facilities in the Imperial Crest area. More detailed study work will be needed to determine the capacity of down stream facilities for connection of any proposed underground solution to covey storm water.

The general recommendation is that the final design should drain to the curb flow-line or gutter via a sidewalk outlet or under drain per the regional standard drawings. Additional hydrology studies will be needed to support the final design.

An on-site drainage design for the Gateway and Imperial Crest areas should incorporate some sort of Best Management Practice (BMP's) for treating storm water runoff prior to the runoff reaching the public right-or-way. One method of storm water treatment is through the use of planted spaces as bioswales. A structure based option is to use a filter insert in a drainage inlet or to use a vortex type device such as a "CDS unit" at the end of an onsite collection system. The cost of the BMP chosen must be included in the project cost as well as the requirements for and the costs of the yearly maintenance for the BMP.



Infrastructure
Gateway Area

No Scale

6.1
FIGURE

6.2.2 WATER

Existing Conditions

The Gateway and Imperial Crest areas are within the City of San Diego's University Heights 390 (pressure) Zone for water service. The Otay Mesa Bonita Transmission Pipeline, which consists of a 36-inch Reinforced Concrete Steel Cylinder (RCSC) pipe in Imperial Avenue, services this area along with a 24 inch steel cylinder rod wrapped pipe (SCRW) in Euclid Avenue. These pipelines were constructed in the mid 1940's and there are no known plans to upgrade or replace these lines.

Local distribution to this area is primarily provided by six-inch through 16 inch Asbestos Cement (AC) piping constructed in the 1950's and 1960's. There is a section of 12 inch cast iron pipe in Euclid Avenue. See figure 6.1 and 6.2 for locations of existing mains.

Waterline Improvements

While the City of San Diego currently has an ongoing program for the replacement of cast iron pipe, any future development adjacent to an existing cast iron pipe would have to be evaluated against any City pipe replacement program in effect at that time. Development adjacent to an existing six inch AC pipe may require the replacement of piping to a minimum size of eight inches.

The Gateway area is serviced by an eight-inch AC Main as shown on Figure 6.1 and adequate capacity is available in the existing main. Therefore, the only improvements needed might be larger service laterals.

The work proposed for the plaza area in the Imperial Crest area (Chapter 3, Figure 3.3) will require the relocation of a six-inch water main and the vacation of public right-of-way as shown on Figure 6.2. Also shown on Figure 6.2 are the replacements of existing 6" water mains on Willie James Jones Avenue and Holly Street. The main on Holly Street is extended to the 12" main on Euclid Avenue. The 12" main in Euclid Avenue is a cast iron main and may require replacement by the City for any new development efforts within the Imperial Crest area along Euclid Avenue.

The increased density proposed by the development was studied in a water study titled: "Water System Analysis for the Imperial Avenue Redevelopment Project": dated July 22, 2005. The water study shows that there is adequate supply and pressure to service the area due to the proximity of the transmission mains and the redundant network or loops in the distribution mains. As part of the development program a water analysis should be performed to identify the project requirements to meet the City of San Diego water and fire department requirements.

The water mains shown in figure 6.2 as new lines are based on developing the entire prototype development at one time. If the development were phased and just pieces of the project were developed over time, then the design of the water supply solution could be scaled to meet the needs of the proposed development.

6.2.3 SEWER

Existing Conditions

The Encanto Trunk Sewer located north of the study area runs approximately parallel to South Chollas Creek and serves the majority of this area. This trunk sewer was originally constructed in the 1940's of Vitrified Clay Pipe (VCP) and ranges in size from 24 inch to 33 inch adjacent to the study area. Parallel VCP sewers have since been constructed along several segments of the Encanto Trunk Sewer.

Collector sewers within the study area consist of six inch through ten inch VCP gravity sewer lines. The majority of these pipelines were built in the 1950's and 1960's.

Several mains currently serve the Gateway area. Per Figure 6.1 the eight inch sewer main in the alley between Lincoln High School and the property that fronts 47th Street and Imperial Avenue. In addition there is a ten-inch VCP gravity sewer line that is located just west of 47th Street that was constructed in 1971, as a part of the relocations required to build Interstate 805.

Infrastructure
Imperial Crest Area

6.2
FIGURE

No Scale

Collector mains from two trunk mains service the Imperial Crest area. The main shown on Figure 6.2 at the intersection of Willie James Jones and Imperial Avenues flows to the north to the Encanto Trunk Main. The southeast portion of Imperial Crest area is collected in eight inch Polyvinyl Chloride (PVC) sewer lines and conveyed offsite in a eight inch VCP sewer line in Euclid Avenue as shown on Figure 6.2. This sewer line conveys flow south and increases in size to 18 inch prior and eventually connects to the existing 21 inch Valencia Park Trunk Sewer in Nordica Avenue.

Proposed Conditions

The Gateway area is proposed as a commercial land use. Service to the Gateway area is currently collected via eight-inch mains in the alley.

The City of San Diego Council Policy 600-004 requires all commercial development to be served by a minimum ten-inch diameter gravity sewer. If strictly enforced, this requirement could significantly increase the amount of replacement sewer lines required as a result of new development in this area.

The proposed model development in the Imperial Crest area would require the construction of eight-inch PVC sewer mains to serve the residential units as shown on Figure 6.2. The existing eight-inch PVC main is not located in the center of Holly Street and may need to be relocated. The commercial portions of the prototype development may require replacement sewer main to be ten-inch. If the City of San Diego City Council Policy 600-004 is enforced then a considerable length of offsite main is needed. The nearest ten-inch main is three blocks south at Euclid Place.

The sewer system analysis for the Imperial Avenue Redevelopment Project dated July 22, 2004 is on file at SEDC offices and describes the capacity of the existing trunk mains. Existing sewer mains surrounding the proposed development have the necessary capacity to handle the proposed level of development that is described in Chapter 3.

The relocations described and shown on Figure 6.2 is due to current City standard requirement for having the sewer located in the center of the road, or easement, and not due to capacity. Any future development would have to be evaluated against any City sewer requirements in effect at that time

6.2.4 Dry Utilities

Dry utilities relocations will be necessary. Dry utility is an industry term, which encompasses Gas, Electric, Telephone, and Cable television (CATV) services.

Existing Conditions

The Imperial Crest and Gateway area have underground utilities. There is a two-inch High Pressure (HP) gas main in the southern half of Imperial Avenue. There are no known overhead lines within the Gateway and Imperial Crest study areas that will be required to be placed underground in order to comply with City of San Diego Council Policy 600-25.

Proposed Improvements

The developer should retain the services of a dry utility consultant for design and relocation of facilities. Service points will need relocating and new services and distribution lines will be needed. Coordination will be needed between future developers and service providers to minimize conflicts with dry and wet (water, sewer and storm drain) utilities. See discussion in Section 6.3.4.

Figure 6.3 - Existing Drainage Channel

6.3 IMPERIAL AVENUE BETWEEN 61st TO 69th STREETS

The Imperial Avenue improvements in the Encantada Area, were mostly constructed in the 1960's and include the concrete storm drain channel north of the trolley tracks, Imperial Avenue with current medians, drains, inlets, curbs and walks and the Encanto sewer trunk main. The MTDB Trolley Station was completed in 1989. Photo Figure 6.3 is taken from the trolley platform looking east and shows the Encanto Branch of South Los Chollas Creek as a concrete lined drainage channel.

6.3.1 Storm Drainage

The proposed storm drain drainage improvements for the Encantada area are classified into two groups. One set of improvements is needed to remove the property located south of Imperial Avenue between 65th and Widman Park from the 100-year event flood plain. The other set of storm drain improvements are needed to convey the storm water from the prototype projects to the Encanto Branch concrete lined channel drainage shown in Figure 6-3.

Existing Conditions for Storm Drain

Imperial Avenue is generally a gradual sloping four lane prime arterial street which drains to the west. The concrete channel of the Encanto Branch of South Las Chollas Creek (see Figure 6.3) is located north of Imperial Avenue along the MTDB Trolley line. To the south of Imperial Avenue, is the Encantada study area and the topography is such that it slopes gently toward Imperial for 150 feet or so then rapidly rises to be 110 feet above the street grade at a point of 400 feet to the south of Imperial Avenue. The Drainage Study (see section 6.2.1.1) analyzes the existing and proposed conditions for storm drain within the Master Plan area. This analysis shows that the storm water that collects on the slopes behind the existing frontage properties currently runs through the properties and is collected at the Imperial Avenue gutters and conveyed to the Encanto Branch concrete channel via storm drain or direct sheet flow into the channel. There are a few existing inlets along Imperial Avenue that collect the storm water. The Drainage Study shows the tributary area to each inlet. The existing inlets are also shown in Figures 6.6, 6.7, 6.8 and 6.9.

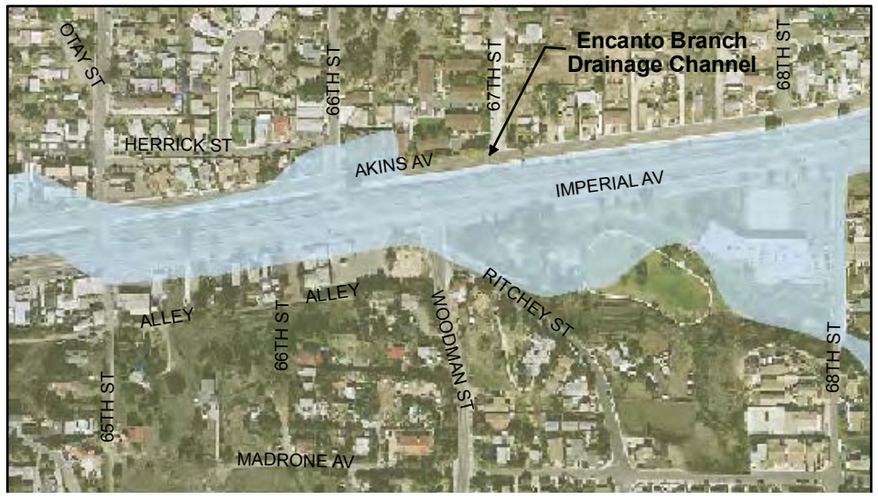


Figure 6.4 - Existing Encanto Branch Drainage Channel Along Trolley Tracks

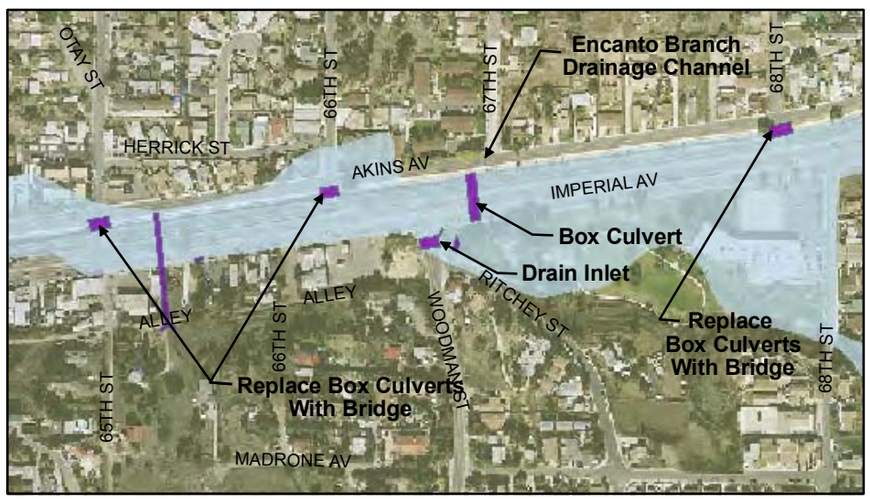


Figure 6.5 - Proposed 100-Year Event Flood Plain Limits After Improvements and CLOMR

FEMA Flood Plain

The existing Federal Emergency Management Agency (FEMA) 100-year event flood plain per the FIRM Maps dated June 19, 1997 includes the study area lots south of Imperial Avenue between 65th Street and Woodman Street as shown in Figure 6.4. In order for development to occur a Conditional Letter of Map Revision (CLOMR) will need to be processed to remove the properties from the floodplain. The following improvements will remove the development area from the flood plain:

- 4' wide grate from curb-to-curb on Woodman Street at Richie Street.
- A new double box culvert across from the park to the Encanto Branch concrete channel.
- A spillway from Richie Street to the inlet of a new double box culvert in the park.
- The Encanto Branch channel must be improved by replacing the box culverts at 65th Street and the two pedestrian crossings located at 66th and 68th Streets with a channel section and a no-pier short span bridge.
- Raise pad grades adjacent to the flood plain to be two feet above the right-of-way grade.

These improvements, as shown on Figure 6.5, will remove from the 100-year flood plain the properties located on the south side of Imperial Avenue from 65th to Woodman Streets. The property located on the south side of Imperial Avenue and east of Woodman will remain in the 100-year flood plain. See Figure 6.5 for the revised FEMA 100-year flood plain limits, which still depict Imperial Avenue, impounded with storm water west of Woodman to 65th Street.

The proposed flood plain improvements should be included in the city of San Diego's Capital Improvements projects budget.

Prototype Storm Drain Improvements

The Encantada Area drains from south to north to the Encanto Branch of Las Chollas Creek located adjacent to the trolley tracks. Most of the needed improvements involve the interception of storm water south of the properties and conveying it to the channel. Additionally, interception capacity will need to be added to Imperial Avenue.

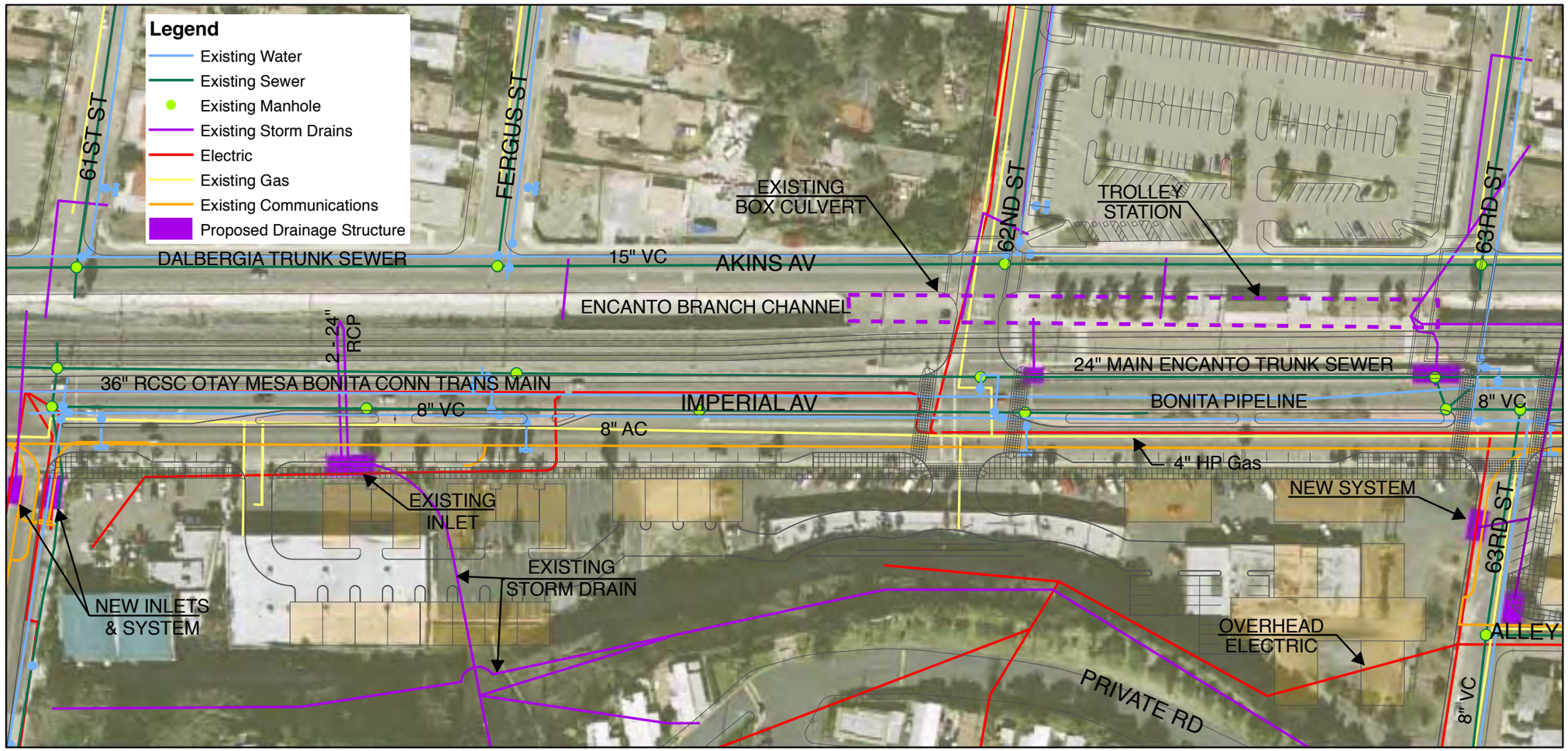
On-Site Storm Drain Improvements

Figure 6.6 shows a prototype development as described in Chapter 3 between 61st and 63rd Street. The existing storm drains are shown on Figure 6.6 through the site. Based on the prototype development plans the storm drains will need to relocate service from the adjacent property to the south.

The on-site systems should be designed to flow to the curb flow line at the gutter via sidewalk under drains or curb outlets or designed to connect to the existing storm drain system in Imperial Avenue. The existing storm drains are shown in figure 6.6.

Because of the hillside behind the properties between 63rd and 65th Streets on the south side of Imperial Avenue, a continuous collection of storm water is needed along the south property line such as a concrete lined ditch (See Figure 6.7). This flow should be collected at 63rd Street and conveyed to the Encanto concrete channel north of Imperial Avenue via a pipe. At the bottom of the hill on 63rd Street a type C inlet should be installed on each side to intercept drainage flowing in the gutter on 63rd Street. The inlet located on the south side of Imperial between 63rd and 65th Streets will require an increased opening of 20' which can be accomplished by adding an inlet or replacing the existing inlet.

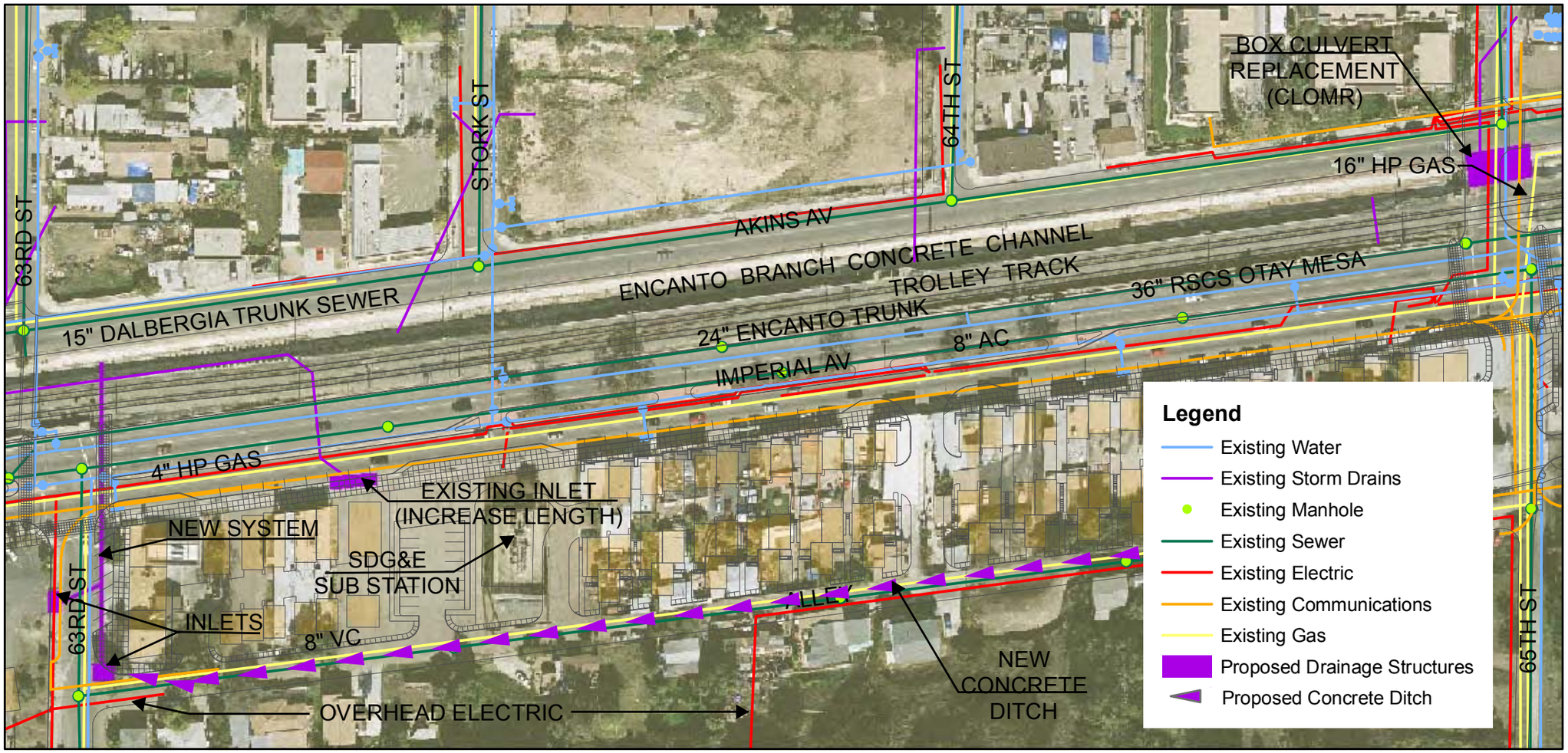
The next focus areas are the properties between 65th Street and Widman Park on the south side of Imperial Avenue. These properties also have steep hillsides at the south side, therefore, the storm water should be intercepted at the southern property line. A ditch is needed along the south property lines of parcels 549-163-03 and 549-163-04 per Figure 6.8 and connect to a headwall and a pipe to convey the storm water to the concrete Encanto Branch Channel.



Infrastructure
61st to 63rd

6.6
FIGURE

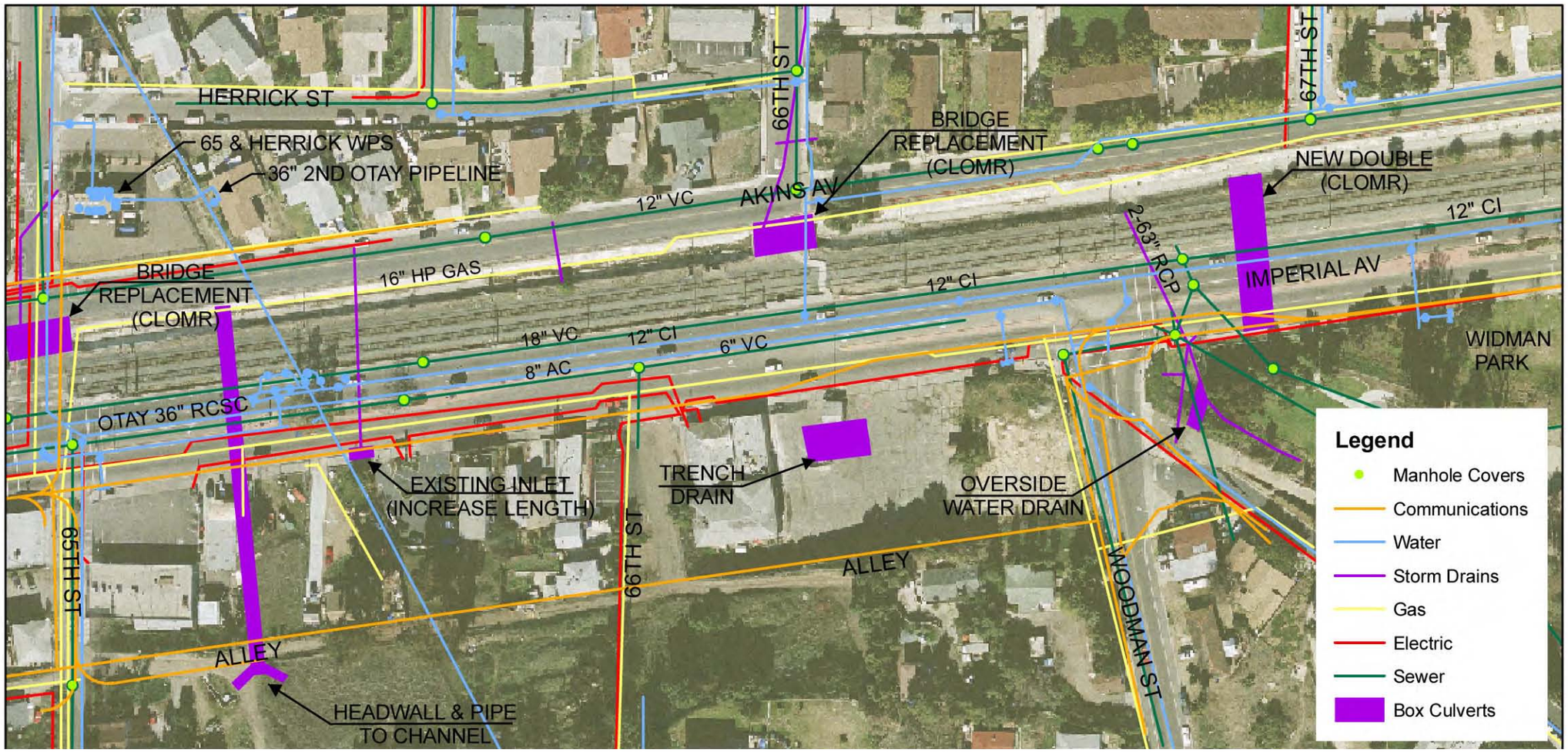
No Scale



Infrastructure
63rd to 65th

No Scale

6.7
FIGURE



Infrastructure
65th to 69th

No Scale

6.8
FIGURE

The storm drain for the area between 68th and 69th Streets as shown on Figure 6.9 will need to be developed as surface flow to curb gutters via curb under drains or an off-site storm drain will be needed to connect to the Encanto concrete channel or to the drainage channel in Widman Park. No storm drain currently exists for this area.

All prototype developments will need to prepare additional drainage analysis to address the specific drainage requirements for the site.

On-site drainage design for the Encantada area would be required to incorporate Best Management Practice (BMP's) for treating storm water runoff prior to the runoff reaching the public right-of-way. One method of storm water treatment is through the use of planted spaces as bioswales. A structure-based option is to use a filter insert in a drainage inlet or to use a vortex type device such as a "CDS unit" at the end of an onsite collection system. The cost of the BMP chosen must be included in the project cost as well as the requirements for and the cost of the yearly maintenance for the BMP.

The property located south of Imperial Avenue and east of Woodman Street to 69th street will remain in the floodplain as shown on Figure 6.5.

Storm Drain Improvements for Imperial Avenue

As discussed in the Drainage Study (See Section 6.2.1.1), most of the inlets along Imperial Avenue require enlargement. The inlets can be lengthened at their existing locations by removal and replacement or adding the needed additional openings by adding inlets at that location or just upstream.

Between 61st and 63rd Street as shown on Figure 6.6 there is a sump inlet on the south side of Imperial Avenue and several private storm drains through out the study area that need to remain, as discussed in 6.3.1. The sump inlet will function properly when the storm flow in 61st Street is intercepted in a system located in 61st Street and conveyed to the Encanto concrete channel via pipe.

The storm flow in 63rd Street will need to be intercepted in 63rd Street as shown on Figures 6.6 and 6.7.

Between 63rd and 65th Streets the storm water flows along Imperial Avenue to an inlet just east of 63rd Street. The inlet opening will need to be enlarged to a width of 20 feet. With added inlet capacity, an additional pipe to the channel may be necessary. The storm runoff from the slopes behind the prototype development is to be collected and conveyed to the system in 63rd Street (see Figure 6.7).

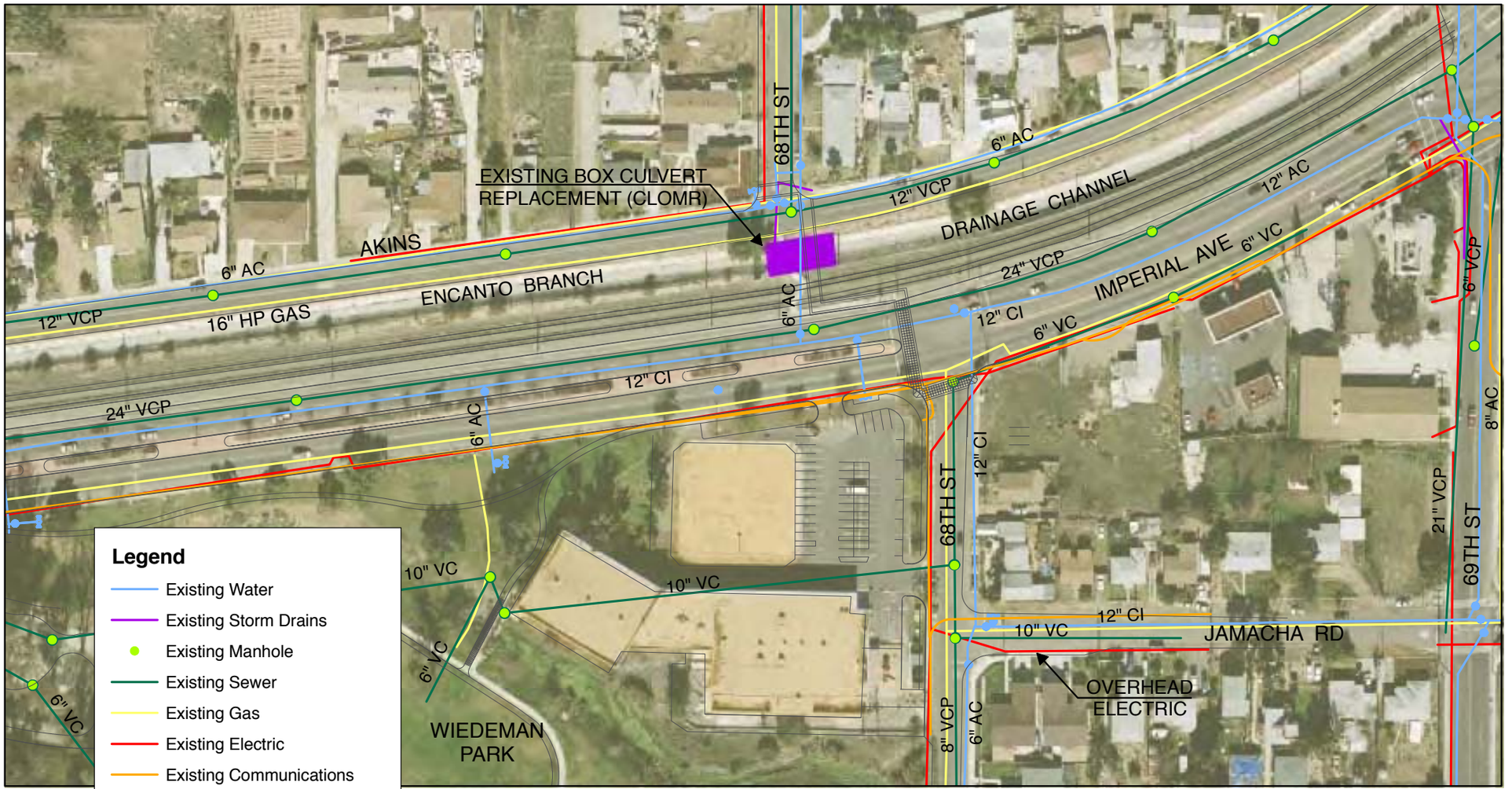
From 65th to Woodman Streets, the storm water flows to an inlet, just east at 65th Street. This inlet will need to have an equivalent opening of 19 feet (as shown on Figure 6.8). The inlets on the north side of Imperial Avenue are adequately sized.

6.3.2 Water

Existing Conditions

This portion of the study area is within three water service zones. The northern portion of the study area, west of 65th Street is within the University Heights 390 Zone. This system is supplied by the 36 inch Otay Mesa-Bonita transmission RCSC pipeline located in Imperial Avenue that was constructed in the mid 1940's. Distribution piping within this area of the 390 Zone consists primarily of six-inch through 12 inch AC piping that was constructed in the 1950's and 1960's.

The area generally east of 65th Street is served by the Alvarado 536 Zone. This zone is supplied by the Otay 2nd Pipeline that traverses the Encantada study area between 65th Street and 66th Street. This pipeline was originally constructed in 1930 of cement mortar lined and coated steel pipe. There are no known upgrades or replacements planned for this pipe south of Imperial Avenue. North of Imperial Avenue, the City of San Diego is in the design phase for the upgrade and replacement of the Otay 2nd Pipeline. This upgrade will follow the same alignment from the pump station at 65th Street and Herrick Street to Brooklyn Avenue. The pipeline will then be realigned in Brooklyn Avenue westerly and 60th Street northerly. The pump station at 65th Street and Herrick Street was originally constructed in 1949 and is fed by the Otay 2nd Pipeline. This pump station was reconstructed in 2001 and now includes three new pumps, standby power generator, and new electrical controls.



Infrastructure
Widman Park to 69th

No Scale

6.9
FIGURE

Local distribution lines within the 536 Zone consist primarily of six-inch through 12 inch AC pipelines constructed in the 1940's and 1950's. There are also 12 inch cast iron lines in Imperial Avenue, 68th Street, and Jamacha Road.

The 610 Zone serves the southern portion of the Encantada study area. This zone is supplied by the 65th Street and Herrick Street water pump station and includes 12 inch AC and 24 inch steel pipelines in 65th Street. The majority of distribution piping in this zone consists of six-inch and eight-inch AC piping.

Water Line Improvements

For the purposes of this study, we recommend that development adjacent to cast iron piping or six-inch AC piping will require replacement to a minimum size of 8 inches in diameter . The 12-inch cast iron pipe in Imperial Avenue from 65th to 69th Streets which includes the frontage of Widman Park, and 68th to 69th Streets will also potentially need replacement. (See Figure 6.8)

The increased density proposed by the Master Plan development was studied in a water line study titled: "Water Analysis for the Imperial Avenue Redevelopment Project" dated July 22, 2005. The Water Study shows that there is adequate supply and pressure to service the area due to the proximity the transmission mains and the redundant network or loops in the distribution mains.

6.3.3 Sewer

Existing Sewer Conditions

The entire study area on the east-end conveys flow to the Encanto trunk sewer. The Encanto trunk sewer is located in Imperial Avenue and is mostly 24 inch VCP but reduces to 18 inch at the eastern end of the study area. A parallel sewer line ranging from 12 inch to 15 inch VCP exists in Akins Avenue. This sewer line joins the Encanto trunk sewer just west of the westerly end of the Encantada study area. Both of these sewer lines were constructed in the mid 1940's and there are no known plans for upgrading or replacement of these sewers.

Exhibit 6.10 Existing Transformers and Vault

Collector sewers within the study area consist of six-inch through 21 inch VCP, primarily constructed in the 1950's and 1960's. A small amount of six-inch and eight-inch concrete pipe exists in the westerly end of the study area.

Proposed Improvements

The amount of sewer line to be replaced by the proposed new development may be affected by the City's recent policy that requires all new commercial development to be served by minimum ten-inch diameter sewer lines, although any new development would have to be evaluated against any City policy in effect at that time. A small parallel 10" main may be needed for the proposed commercial areas if the City of San Diego Council Policy 600-004 is enforced. The six-inch main in the future residential areas may need to be replaced with an eight-inch PVC main.

The increased density in the Encantada area was studied in a Study Titled: "Sewer Analysis for the Imperial Avenue Master Plan Redevelopment Project" dated July 22, 2005. The existing mains have the capacity to handle the added flows. The proposed prototype development will need to tie into the existing frontage mains in Imperial Avenue shown in Figures 6.6 to 6.9.

Chapter 7

Market Feasibility

7.0 EXECUTIVE SUMMARY

The master plan recommends a mixture of both residential and commercial uses within each sub-area. Product types include live/work units, single-family units, and stacked multi-family units. Single-level commercial buildings of varying dimensions are also interspersed throughout each segment.

An overview was prepared of real estate market factors for the Master Plan area in spring 2005 to gauge demand for major land uses along the corridor. The key findings of the overview are as follows:

- Population counts are strong within the one-, three-, and five-mile trade rings and household sizes are above average.
- Household incomes are low but are expected to improve in the near / mid-term due to rising rates of home ownership and an influx of new residents to the area.
- The pace of housing re-sales in the area has been robust in recent years, as strong regional housing demand and a favorable lending environment made the area attractive to first-time buyers.
- Based on the 2005 median resale price of a single family home in the Encanto area, purchasers would require a household income of approximately $98,000 under typical financing parameters. This income exceeds both the City and County benchmarks.
- Demand for residential uses in the area is strong, not unlike the San Diego region in general. Apartment rents are below-average, reflecting the age and condition of the existing inventory, but vacancy is low (3.8%). Prices for single-family homes are rising at a pace in excess of the City or County benchmarks and re-sales in the Encanto area have been robust in recent years.
- Traditional retail uses, such as stand-alone or multi-tenant formats, are most viable within the West sub-area, where traffic volumes are good, vehicular access and freeway visibility are satisfactory, and a new high school is being developed. This area has the greatest potential for attraction of national credit tenants to the planned commercial spaces.
- In either segment, but particularly within the East sub-area, the introduction of live-work and/or shopkeeper units represents a viable approach to bringing entrepreneurial commercial uses (either small offices or shops) into the area. A good prototype for this type of product is CitiMark's Paseo project located in the City of La Mesa's Village district, which is pictured on page 7-2.
- Neither industrial/manufacturing nor speculative office buildings are appropriate for the segments from a market or a compatibility standpoint.

7.1 CONCLUSION

A range of housing products will be well received within either sub-area and will help to balance the housing inventory and attract new residents to the area. The most viable way to introduce retail into the area is through the introduction of live/work units with ground-floor flex retail/office space, at least until such time as demographic factors improve and/or new residential uses are sufficiently built out to activate the demand for neighborhood-serving retail. A good model for this type of residential development is found in the City of La Mesa in its Village district. CityMark's Paseo development features for-sale live-work units (shopkeeper units) with ground-floor retail/office space. The owners of the units have the option to use the space for their own business or to lease the space to a tenant. It is the KMA view that the current plan includes an excessive amount of traditional-format retail space and that

live/work or “shopkeeper” units present a better option to invite entrepreneurs, professionals, and service providers to live and work in the area.

Demand for retail space at the area’s two major retail centers, Imperial Marketplace and Marketcreek Plaza, has been strong and each center is fully occupied. Future phases of development at and around Marketcreek Plaza (i.e., future phases of the Jacobs Foundation’s Village Center plan) will absorb all or most of the remaining/future retail demand and will attract the majority of national credit tenants who are interested in locating in the Southeastern San Diego area. Future phases of office development planned at both Imperial Marketplace and Marketcreek Plaza (i.e., Village Center) will accommodate demand for office space.

CityMark’s Paseo Development Project, La Mesa, CA

POPULATION AND HOUSEHOLDS, 2005
IMPERIAL AVENUE MARKET OVERVIEW
SOUTHEASTERN ECONOMIC DEVELOPMENT CORPORATION

	Point A (1)			Point B (2)		
	1-Mile	3-Mile	5-Mile	1-Mile	3-Mile	5-Mile
Population	33,284	271,825	624,253	23,079	220,210	573,954
Households	8,587	73,737	211,557	6,105	64,444	178,139
Average Household Size	3.87	2.83	2.83	3.77	3.39	3.12

(1) From the intersection of Interstate 805 and Imperial Avenue.
(2) From the intersection of 69th Street and Imperial Avenue.

Source: Claritas, Inc.
Prepared by: Keyser Marston Associates, Inc.
Filename: I:\SEDC\Imperial Corridor\Summary document tables.xls; 8/3/2005; crg

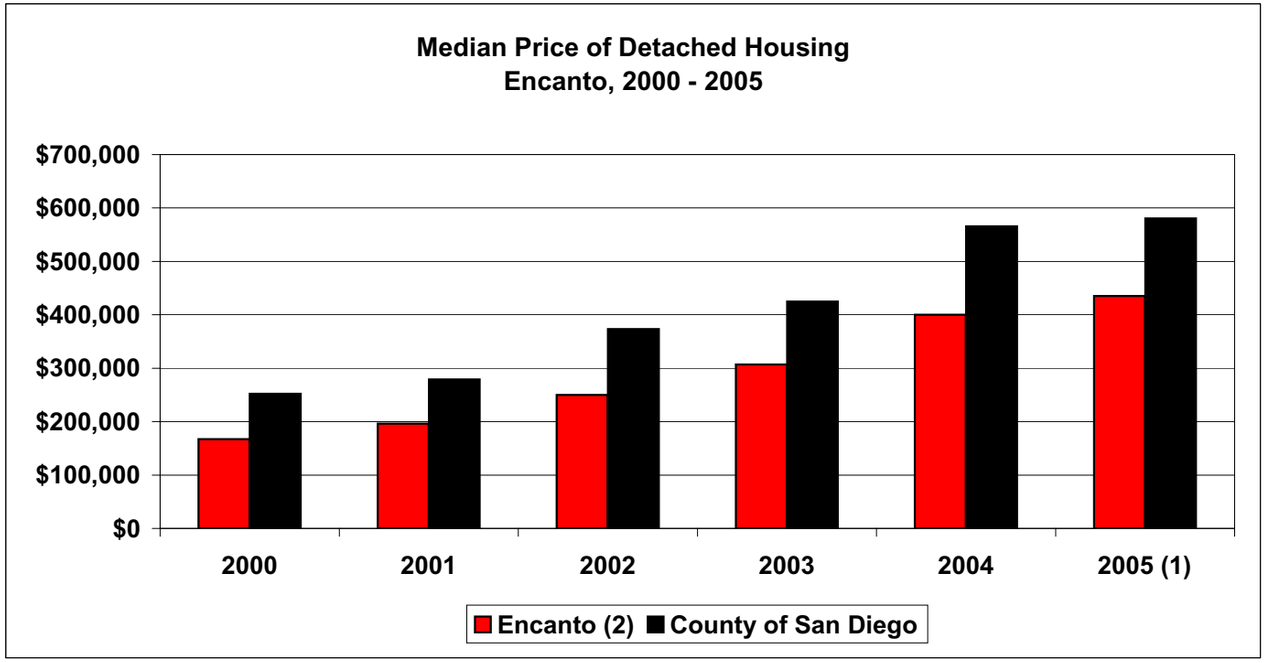
Exhibit 1
Market Feasibility

7.1
FIGURE

No Scale

TREND IN MEDIAN SALE PRICE: DETACHED HOUSING RESALES, ENCANTO, 2000-2005
IMPERIAL AVENUE MARKET OVERVIEW
SOUTHEASTERN ECONOMIC DEVELOPMENT CORPORATION

	Median Sale Price					
	2000	2001	2002	2003	2004	2005 (1)
Encanto (2)	$167,000	$196,000	$250,000	$307,000	$400,000	$435,000
City of San Diego	$282,493	$314,527	$386,681	$434,250	$579,332	$579,033
County of San Diego	$252,375	$279,250	$373,282	$424,895	$565,886	$580,537



(1) MLS data for Encanto through May 10, 2005 and CAR data for City and County of San Diego through February 2005.
(2) Resales of detached homes in the 92114 zip code. Excludes transactions that did not report all property parameters.

Source: SANDICOR Multiple Listing Service; California Association of Realtors
Prepared by: Keyser Marston Associates, Inc.
Filename: I:\SEDC\Imperial Corridor\Summary document tables.xls; 8/3/2005; crg

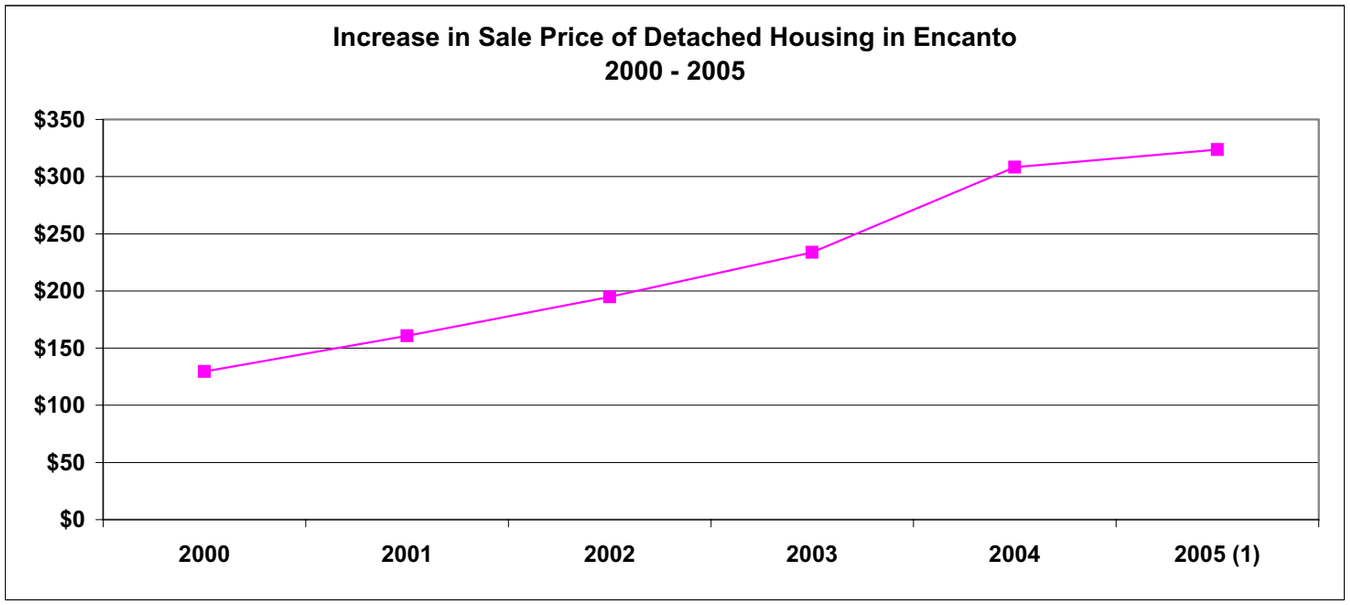
Exhibit 2
Market Feasibility

7.2
FIGURE

No Scale

TREND IN PRICE PER SQUARE FOOT: DETACHED HOUSING RESALES, ENCANTO, 2000-2005
IMPERIAL AVENUE MARKET OVERVIEW
SOUTHEASTERN ECONOMIC DEVELOPMENT CORPORATION

	Average Price per Square Foot ($/SF)					
	2000	2001	2002	2003	2004	2005 (1)
Encanto (2)	$130	$161	$195	$234	$308	$324



(1) MLS data for Encanto through May 10, 2005 and CAR data for City and County of San Diego through February 2005.
(2) Resales of detached homes in the 92114 zip code. Excludes transactions that did not report all property parameters.

Source: SANDICOR Multiple Listing Service; California Association of Realtors
Prepared by: Keyser Marston Associates, Inc.
Filename: I:\SEDC\Imperial Corridor\Summary document tables.xls; 8/3/2005; crg

Exhibit 3
Market Feasibility

7.3
FIGURE

No Scale

ESTIMATED HOUSEHOLD INCOME, HOME-BUYERS IN ENCANTO AREA
IMPERIAL AVENUE MARKET OVERVIEW
SOUTHEASTERN ECONOMIC DEVELOPMENT CORPORATION

Required Annual Income		**2004**	**2005**
Average Sales Price		$400,000	$435,000
Down Payment	20.0%	$320,000	$348,000
Interest Rate	6.5%	-	-
Term (Years)	30	-	-
Monthly Payment		$2,023	$2,200
Property Tax	1.15% of Value	$383	$417
Insurance	0.25% of Value	$83	$91
CFD Fees	$0 /Year	$0	$0
HOA Fees	$0 /Month	$0	$0
Monthly Payment		$467	$508
Total Monthly Costs		$2,489	$2,707
Income Allocation @	33%	$90,519	$98,440
Minimum Income Required (Rounded)		**$91,000**	**$98,000**

Exhibit 4
Market Feasibility

7.4
FIGURE

No Scale

Prepared by: Keyser Marston Associates, Inc.

APARTMENT MARKET SNAPSHOT - ENCANTO AND ADJACENT AREAS, FALL 2004
IMPERIAL AVENUE MARKET OVERVIEW
SOUTHEASTERN ECONOMIC DEVELOPMENT CORPORATION

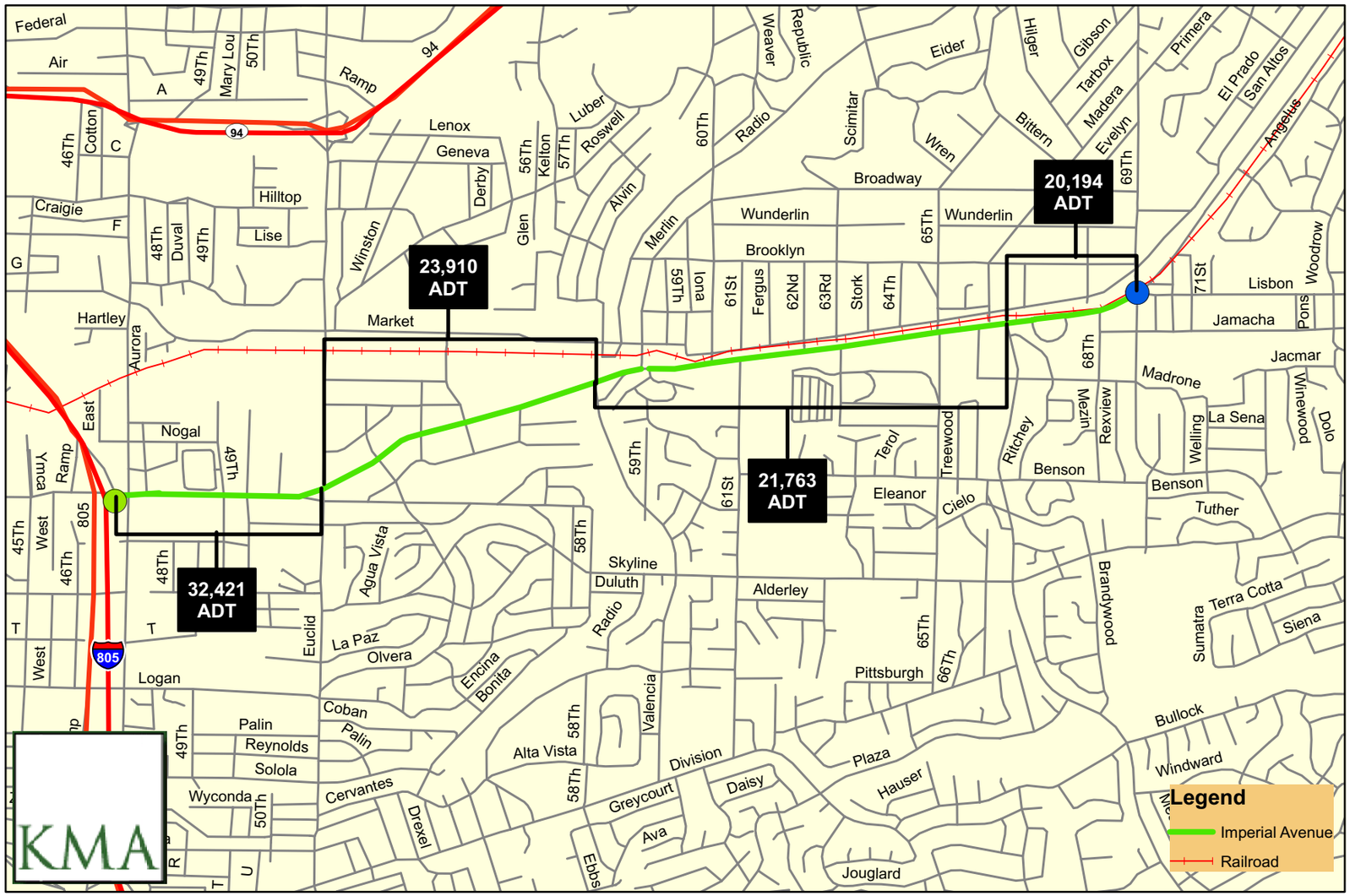
Zip Code	Community	Vacancy	Studio	1-Bedroom	2-Bedroom	3-Bedroom +
92114	Encanto	3.8%	$500	$655	$830	$1,082
92102	Golden Hill/Mt. Hope	1.6%	$616	$754	$856	$1,117
92113	Logan Heights	3.8%	$583	$705	$750	$869
92115	College Grove	6.4%	$639	$875	$1,169	$1,599
	City of San Diego	4.3%	$666	$810	$1,094	$1,576
	County of San Diego	3.8%	$869	$800	$1,053	$1,474

Exhibit 5
Market Feasibility

7.5
FIGURE

No Scale

AVERAGE DAILY TRAFFIC ALONG IMPERIAL AVENUE
IMPERIAL AVENUE MARKET OVERVIEW
SOUTHEASTERN ECONOMIC DEVELOPMENT CORPORATION



Prepared by: Keyser Marston Associates, Inc.

Exhibit 6
Market Feasibility

7.6
FIGURE

No Scale