



Southeastern
Economic
Development
Corporation

Memorandum

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Date Issued: November 22, 2005

Meeting Date: November 30, 2005

Attention: Chair and Members of the Land Use and Housing Committee

From: Carolyn Y. Smith, President
Southeastern Economic Development Corporation

Subject: *Imperial Avenue Corridor Master Plan*

SUMMARY

Staff Recommendation – This item is being presented as informational.

References – At its meeting of April 27, 2005, the Southeastern Economic Development Corporation (SEDC) Board of Directors approved the Imperial Avenue Corridor Master Plan (Master Plan).

At its meeting of April 20, 2005, the Central Imperial Project Area Committee voted to recommend to the SEDC Board of Directors approval of the Imperial Avenue Corridor Master Plan.

Fiscal Impact – None.

Environmental Impact – The Environmental analysis for the implementation of the Master Plan will be included in the Program Environmental Impact Report is currently being prepared for the Fifth Amendment to the Central Imperial Redevelopment Plan.

BACKGROUND

In April 2004, SEDC selected the consulting team of Roesling Nakamura Terada Architects, Inc., and Spurlock Poirier Landscape Architects (Consultant Team) to prepare a Master Plan for the Imperial Avenue Corridor. The Imperial Avenue Corridor Master Plan (Master Plan) focuses on Imperial Avenue between 47th Street and Euclid Avenue and between 61st and 69th Streets within the Central Imperial Redevelopment Project Area.

Keyser Marston Associates, Inc., assisted the Consultant Team by providing the financial feasibility analysis for the proposed development strategies, and Rick Engineering Company evaluated the existing infrastructure capacities, identified new public improvements, and generated cost estimates for future improvements.

DISCUSSION

The purpose of the Master Plan is to guide the development of Imperial Avenue. Public participation was provided through the Imperial Avenue Corridor Workgroup (Workgroup). Various community members were invited to participate in the planning process by serving on the Workgroup. The Workgroup included area residents, representatives from local businesses, the Encanto Community Planning Group, neighborhood councils, and the development industry.

Three (3) Workgroup meetings were held between March and June of 2004 to gather concepts and visions for the corridor. The Consultant Team utilized many of the concepts expressed during the meetings in the final preparation of the Master Plan.

As the development concepts in the Master Plan progressed, discussion and approval of the Master Plan were provided by the Central Imperial Project Area Committee (PAC), the SEDC Board of Directors' Projects and Development Committee as well as the entire Board.

The Master Plan concepts have been integrated into the broader comprehensive process associated with the proposed Fifth Amendment to the Central Imperial Redevelopment Plan (Fifth Amendment). This allows the proposed densities and land use recommendations to be analyzed with the Environmental Impact Report being prepared for the Fifth Amendment in March, 2005.

THE PLAN

The Master Plan for Imperial Avenue proposes to transform an under-utilized, predominately commercial corridor into a mix of residential uses that, upon completion, will provide those who want to reside in the southeastern community with a number of housing options.

The Master Plan encourages the removal of incompatible uses such as automobile car lots, storage yards, and auto repair shops while creating an environment for families and entrepreneurs in live/work spaces as well as the single individual interested in convenient urban living.

Primary Recommendations

1. The Imperial Avenue Corridor will become a major residential and mixed-use corridor.
2. The corridor is divided into two distinct sub-areas with specific housing types that compliment the surrounding neighborhoods.

A. *Imperial Crest (I-805 to Euclid Avenue)*

This area is viewed as the Gateway into the eastern neighborhoods. The Master Plan proposes a unique art element that signifies the entrance into the area. The recommended housing concepts include row-homes, live-work units and zero lot-line single-family homes. Commercial sites at key intersections have been identified.

The plans for the new Lincoln High School have been taken into consideration during the planning process. The San Diego Unified School District has agreed to certain modifications to the landscape that are compatible with the Master Plan recommendations.

B. *The Encantada District (61st to 69th Streets)*

The following is a brief description of the three segments that make up Encantada.

Encantada Plaza – (61st to 63rd Streets). This segment is located directly across from the 62nd Street Trolley Station. The Consultant Team felt it was beneficial to incorporate transit-oriented development principles. Traffic calming features are included to enhance pedestrian access to the transit area. The residential recommendations encourage increased density in live-work and multi-family configurations. Commercial recommendations include commercial corners and a courtyard plaza.

Encantada Residential – (63rd to 65th Streets). This segment is recommended for development of primarily the residential uses proposed as multi-story urban buildings. The unique configuration of the buildings allows families to fully enjoy common court yards, mini-parks, and internal driveways which provide private open space areas – all elements that build a sense of community among neighbors.

Encantada Park District – (65th to 69th Streets). This area provides a transition from the higher density multi-family product to a lower density, open-space environment which will relate to the open space in the Marie Widman Park directly across Woodmen Street. The recommendation is for zero lot-line single-family homes. A common driveway located behind the units will provide access to detached garages with potential office space above.

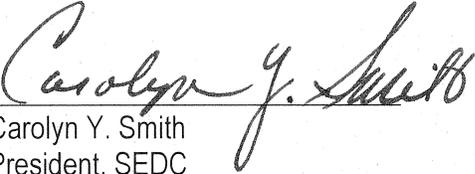
The Plan does not preclude new retail in the form of small cafes, bookstores, ice cream shops and delicatessens, to name a few. The higher density increases our ability to attract new services to the community.

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CONCLUSION

The next phase of the process is the actual implantation of the Master Plan. SEDC will integrate the recommended densities, the corresponding rezones and community plan amendments into a process that has been initiated for other locations throughout the Central Imperial Redevelopment Project Area. The ultimate goal is to provide a variety of housing which is consistent with the goals of the Redevelopment Plan and is in direct response to the current housing shortage.

Respectfully submitted,



Carolyn Y. Smith
President, SEDC

Attachments: Imperial Avenue Corridor Master Plan