

TOWN CENTER MASTER PLAN FACT SHEET



Overview

The Jacobs Center for Neighborhood Innovation (JCNI) is working collaboratively with residents, the City of San Diego, and Community Stakeholders, to redevelop approximately 50 acres of land over the next five to ten years, thereby creating a new Market Creek Town Center (“Town Center”) in the heart of the Encanto Neighborhood. JCNI has a goal to sustainably redevelop the land while providing essential services, housing, and commercial and service enterprises to the communities it serves. JCNI is seeking a professional consultant to develop a Master Plan (“Plan”) for this Town Center with a focus on transit-oriented land development.

The vision, values, and consensus around JCNI’s work were created with deep citizen engagement and investment. This center has been on a journey from its origins as a grant-making foundation to a focus on the larger neighborhood area, to the current place-based focus on the Euclid Avenue and Market Street area. The residents in the area have encouraged this journey and embrace the initiatives that have been taken to date.

During the next five to ten years, JCNI plans to create a Town Center in the heart of this community. The planned Town Center will be composed of development nodes that serve to enhance and revitalize the various communities that JCNI services. The nodes will be comprised of several developments; including neighborhood-serving retail, place-making commercial, mixed-income residential, relevant community facilities, public open space, and sustainable infrastructure improvements. Additionally, this Town Center serves as a transit-oriented hub of community activity with the second busiest trolley and intermodal bus transit station in San Diego located at the corner of Euclid Avenue and Market Street.

The Goal

The goal of this Plan is to establish a cohesive development plan and strategy to meet the JCNI and community vision for the area.

The Plan should support the goals of JCNI and the Encanto neighborhood. JCNI envisions a document that articulates a Plan for how to develop JCNI-owned land, re-position certain properties, enable other activities that create a strong, sustainable community, and addresses the physical and economic dimensions of community building. We envision a Plan that includes creative and compelling ideas and strategies for how to harness the area’s assets, and to advance the well-being of the community.

The Process

Working closely with the JCNI team, the consultant will build upon existing planning and design frameworks completed and incorporate elements from the Community Plan Update in order to develop a Master Plan for the Town Center. The Master Plan shall tie the overall development together while also identifying specific uses at the individual site level that recognize site constraints and unique opportunities for individual parcels. Additionally, the consultant shall incorporate the wants and needs of the community as previously addressed through outreach conducted by JCNI and the City throughout the Encanto Community Planning update process.

Plan Features

- Conceptual vision for the proposed Town Center
- Master Plan Framework Study
- Implementation/Phasing Strategy
- Map of Master Plan including project renderings

Plan Timeline

- November 12, 2015 - Request for Proposals Released
- December 18, 2015 - Proposals Due to JCNI
- January 2016 - Interviews & Final Selection
- May 2016 - Plan Completed and Presented