





## Why this case study?

Market Street Food Collaborative will be a destination for growing, eating, cooking, buying, and selling healthy fresh food in the heart of Southeastern San Diego within the Encanto Community.

### Two major components:

- 01- Full-service 30,000 square metre multi-ethnic Supermarket
- 02- One World Community Garden & Urban Agriculture Training Center

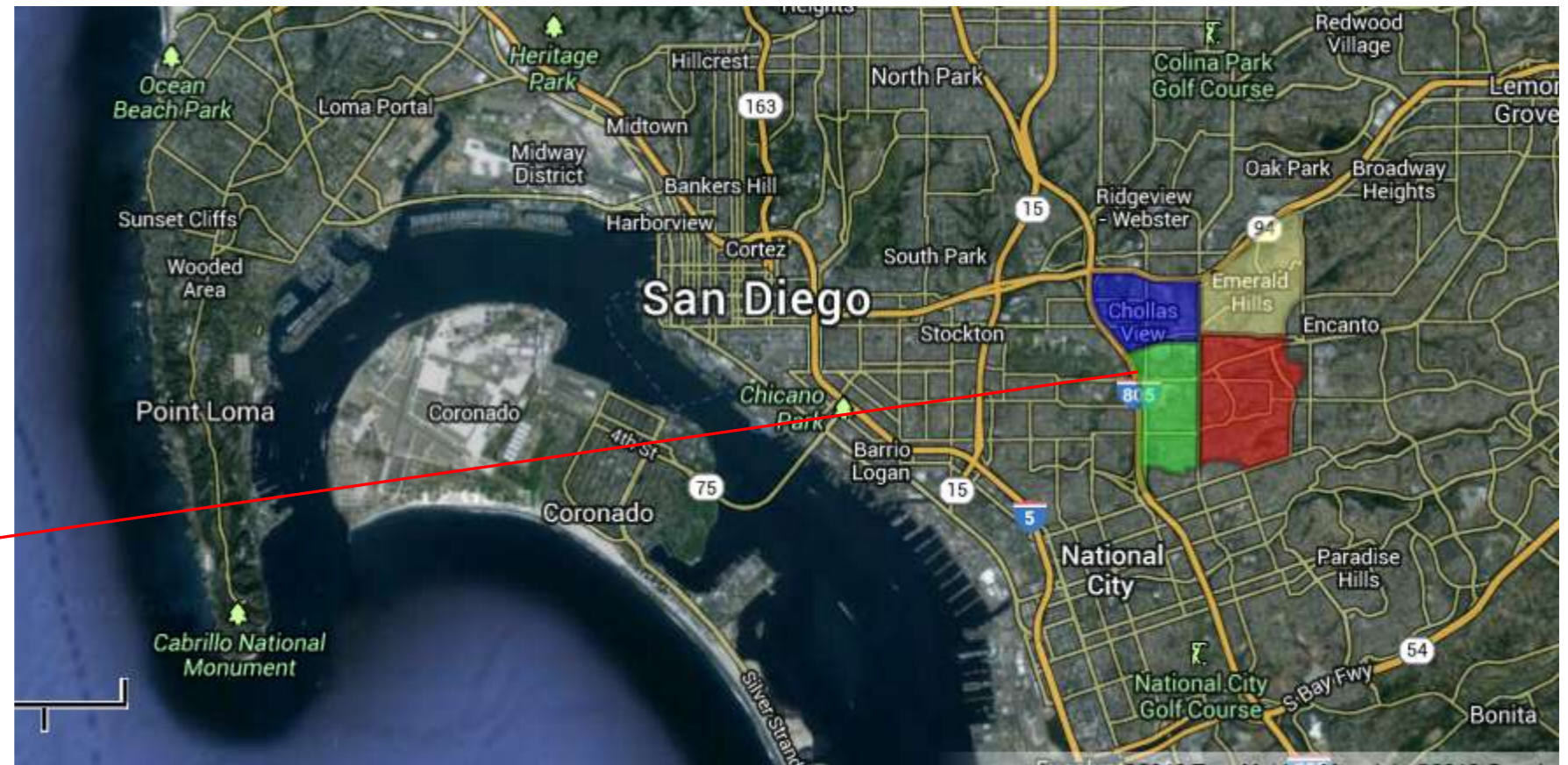
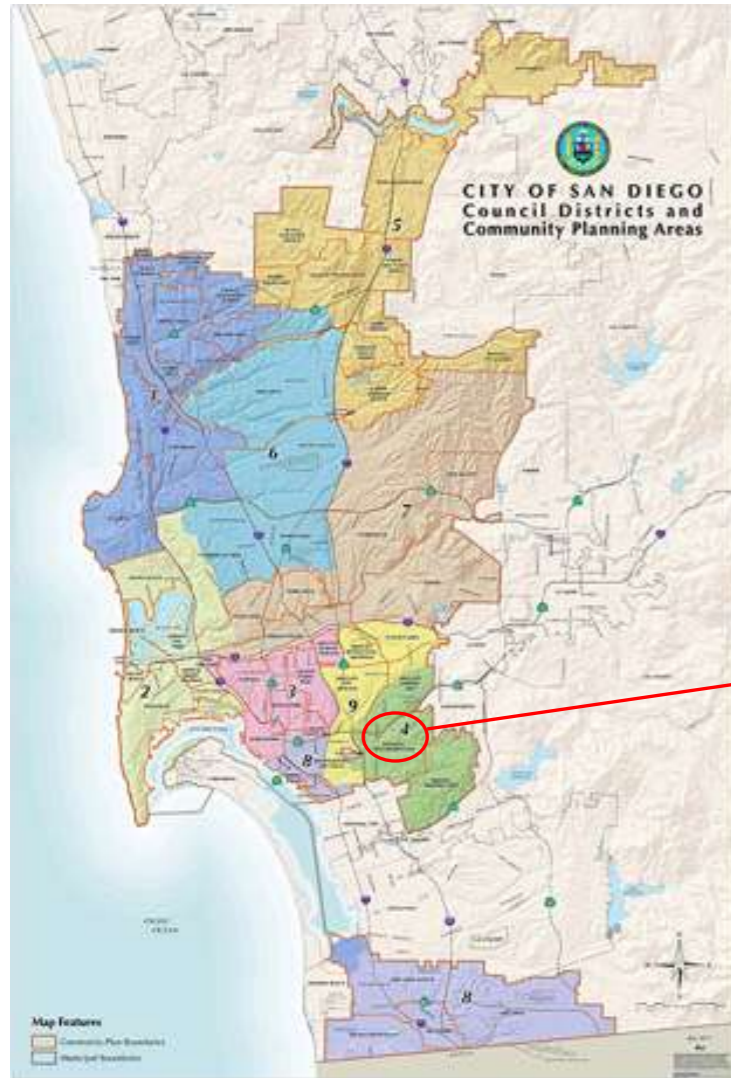


# THE CLUDs PROJECT

Commercial Local Urban Districts - 7 EU FP - Marie Curie Actions - IRSES



## General Information about the case study



General Information	Location	Residents	Area (sq. Km)	Classification (Typology of Urban Regeneration Initiative)
	ENCANTO COMMUNITY	27,589	0.01	URBAN AGRICULTURE

2nd CLUDs International Workshop June 2013  
 San Diego State University, San diego, CA, USA

# The socio-economic structure

Indicator	Case Study Area	City SD
Household Income (\$)	36,530	62,480
Pop with degree	9%	36%
Pop below poverty level	25.9%	14.1%
Renter occupied units	54.1%	51.7%
Value SQft (\$)	204	291
White Pop	25.0%	58.9%
Hispanic	28.8%	53.8

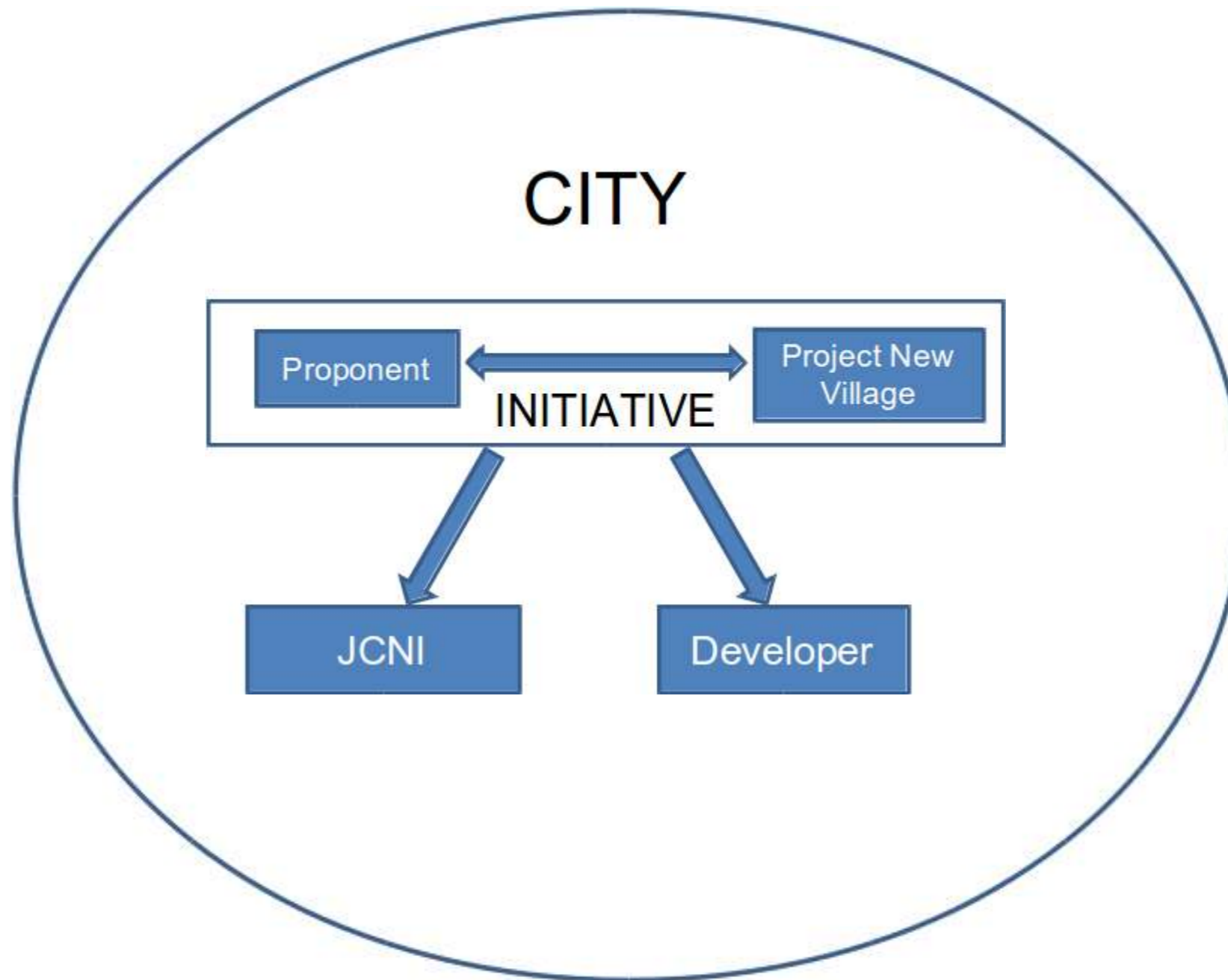
## The challenges

The area is defined as a *food desert* because of the lack of other supermarkets within a 2 mile radius around the Market – Euclid Intersection.

*Food 4 Less Supermarket* which serves around 50,000 residents within the community area and more outside.



# Partnership





# Main Strategies and Initiatives





# Findings

## Strengths

- Nonprofit involvement;
- Community involvement and support

## Opportunities

- Community Plan update
- Vacant Land
- Favourable market conditions
- Lack of Supermarkets

## Weaknesses

- Owner of the land is not the developer

## Threats

- Role of the City of SD
- impact fees and creek rehab



# Visual Analysis

## Community Garden Site



Image Date: April 2011

# Malcom X Library





# MTS Bus Station



# Jacobs Family Foundation

