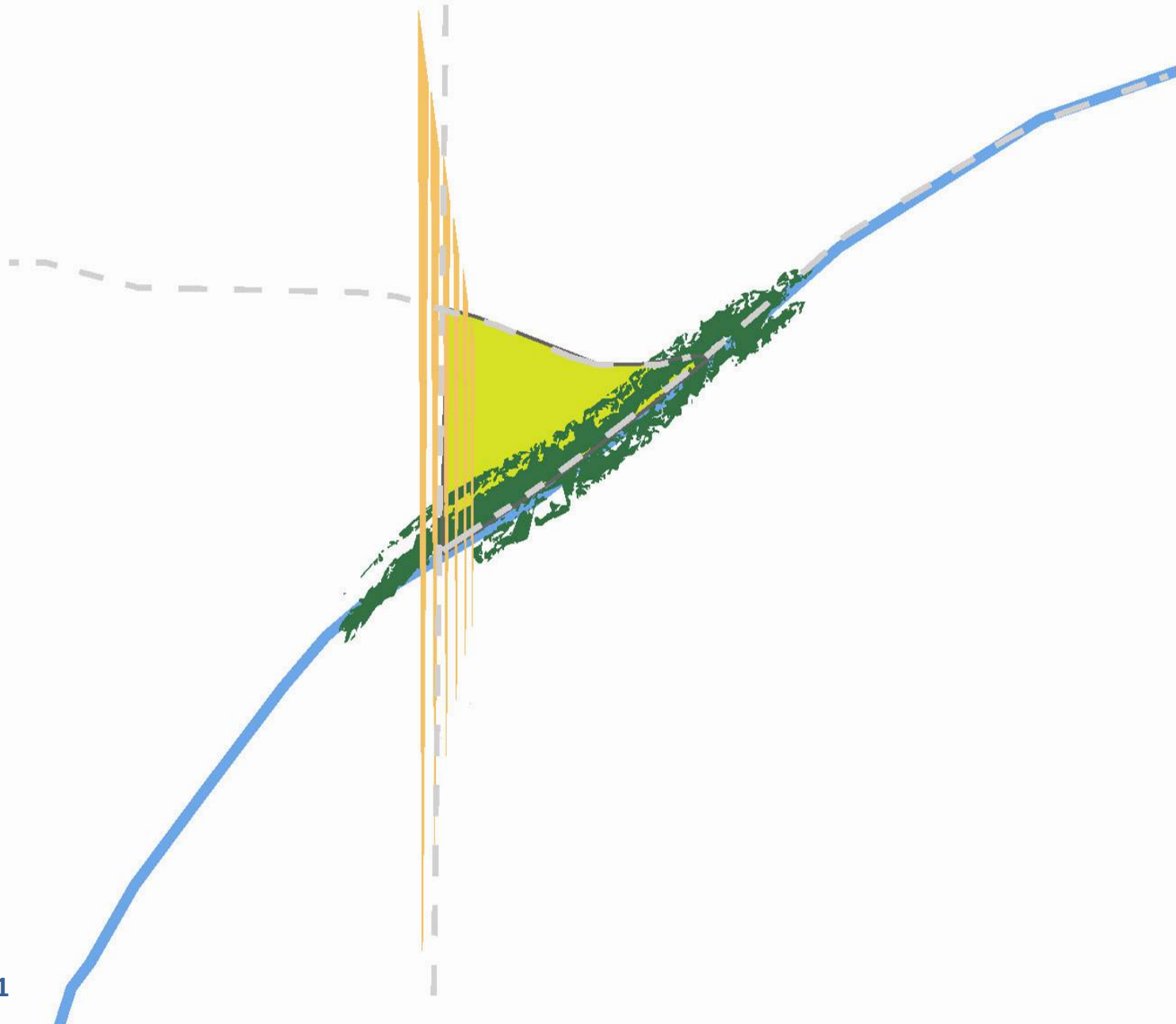


CHOLLAS TRIANGLE MASTER PLAN



MAY 7, 2011

AGENDA

- | | |
|---------|---|
| 9:30am | Meet at Parking lot of Teen Challenge Center |
| 10:00am | Walk Audit Tour |
| 11:30am | Walk Audit Debrief |
| 12:00pm | Lunch and Existing Conditions Analysis Presentation |



CONSULTANT TEAM

CITY OF SAN DIEGO | Community Planning, City Planning and Community Investment

Michael Prinz Project Manager

CIVITAS | Planning, Land Use, Design, Project Management

Mark Johnson Principal

Chris Parezo Project Manager | Urban Designer

FEHR & PEERS | Transportation, Mobility

Mark Peterson Principal

Miguel Nunez Engineer | Planner

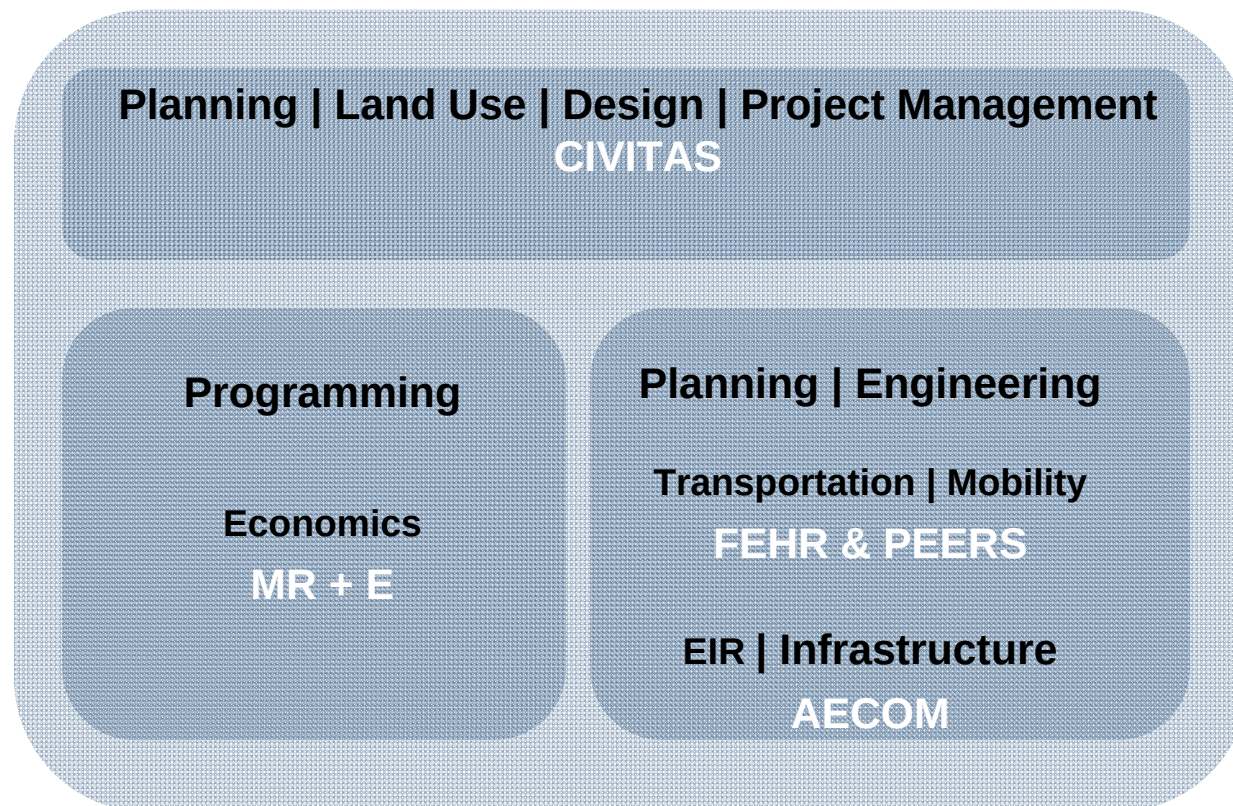
MR + E | Economics

David Bergman Principal

AECOM | EIR, Infrastructure

John Bridges Principal

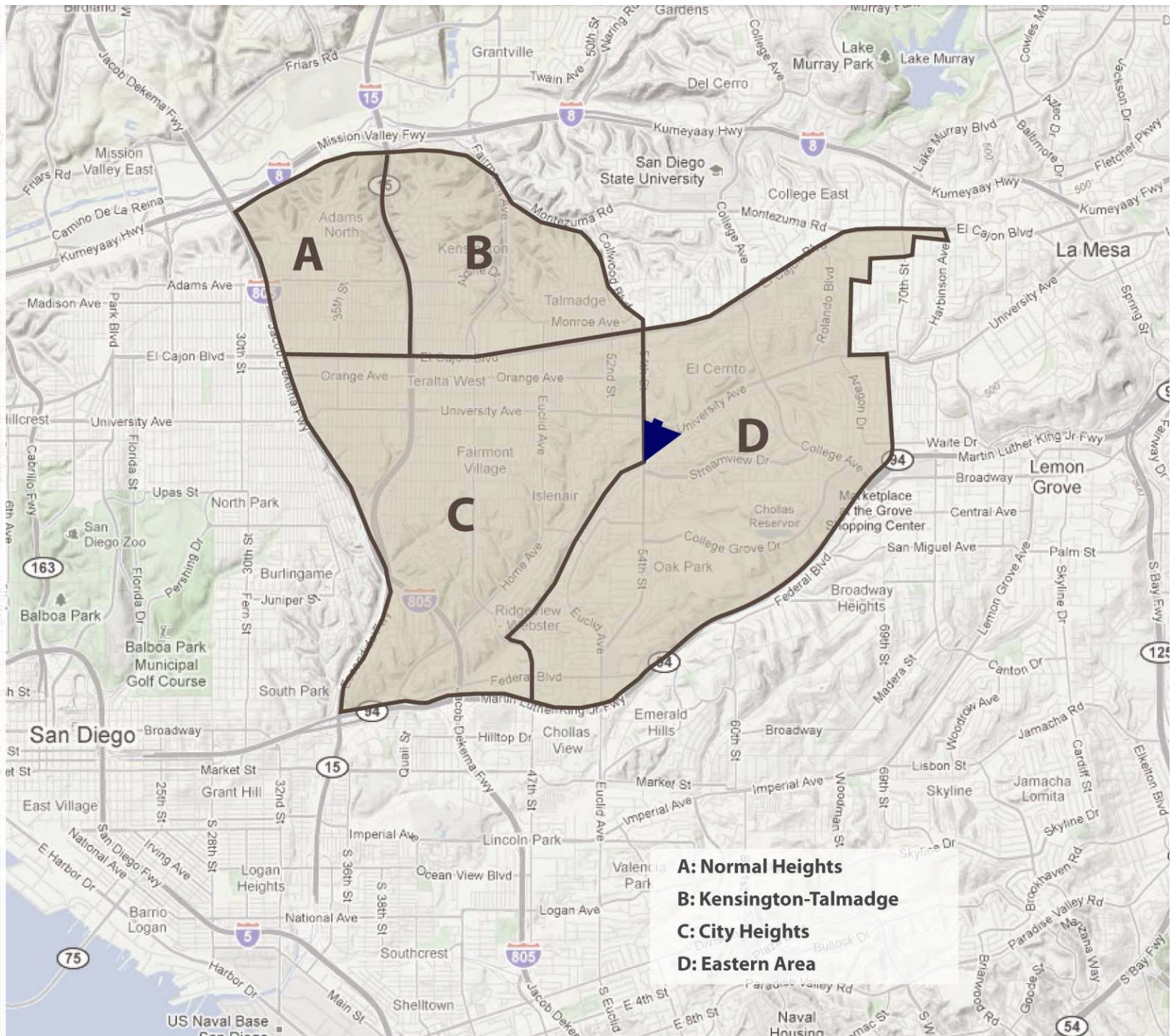
SCOPE AND ROLES



PROJECT SCHEDULE

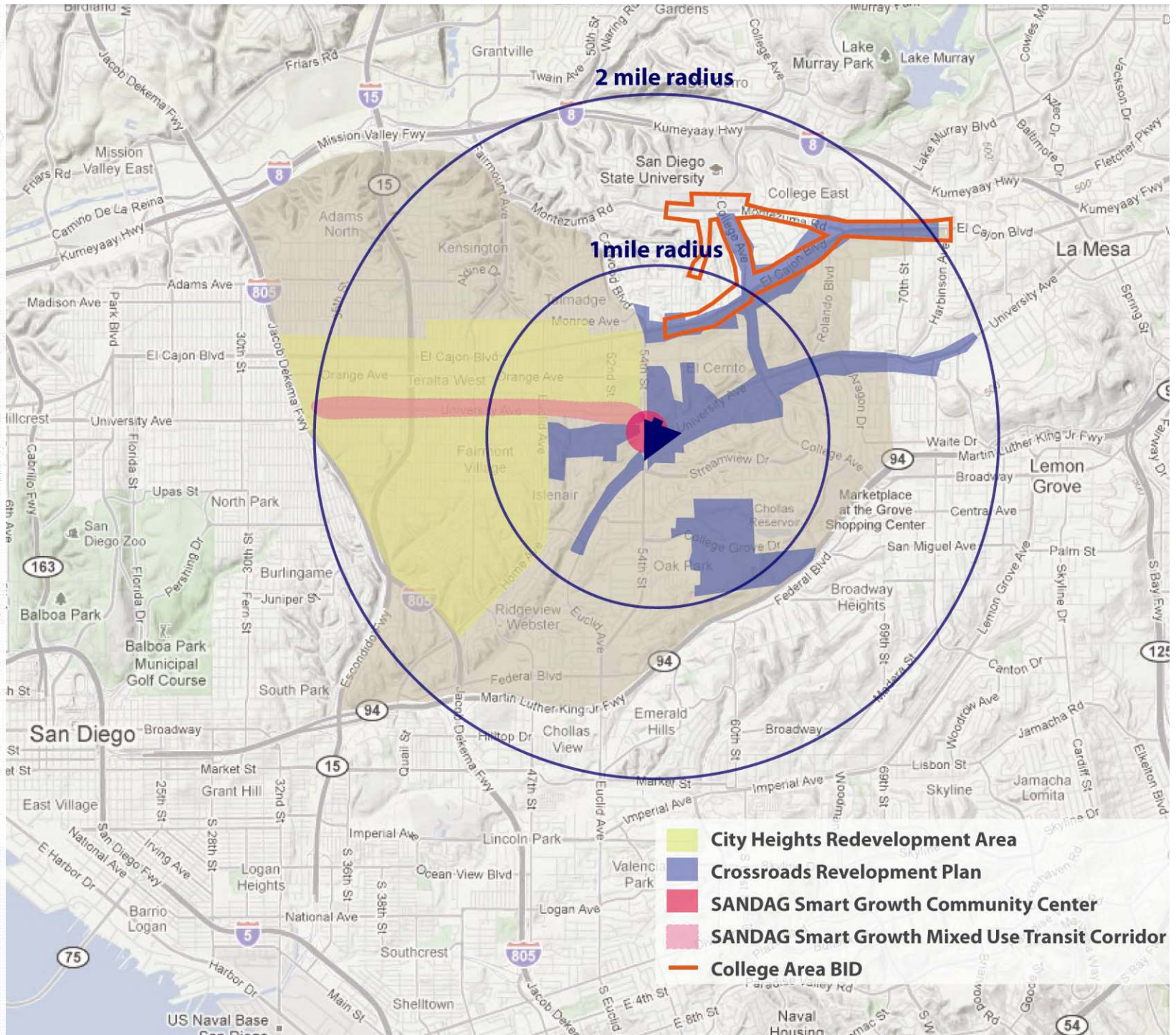
Chollas Triangle Master Plan Schedule			REVISED MAY 11, 2011										2011										2012											
			M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D										
Black: Primary Scope Items		Anticipated Date	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22										
Red: Working Group Meetings, Workshops and Charette																																		
Blue: Deliverables																																		
Existing Conditions Analysis		3 months																																
Review Planning Documents																																		
Existing Conditions Analysis (land use, urban design, economic, mobility, infrastructure)																																		
Working Group Meeting 1-Introduction to Process, Issues + Opportunities																																		
Community Workshop 1 - Walk Audit, Analysis, Goals (tentative May 7)																																		
Deliverable: Final existing conditions report		Week of June 20th																																
Master Plan Concepts																																		
Develop Vision Statement, Goals and Objectives																																		
Visual Preference Survey																																		
Working Group Meeting 2: Review Vision, Goals and Objectives, Generate Ideas and Concepts		Week of June 13																																
Community Workshop 2: Refine ideas and concepts		Week of July 18																																
Develop concept diagrams (land use, urban design, mobility)																																		
Deliverable: Concept Alternatives Presentation		Week of August 15																																
Concept Screening, Analysis, and Refinement																																		
Develop Concept Screening criteria/matrix																																		
Charrette: 2+ 1/2 day charrette		2011 September																																
Working Group Meeting 3: Identify Leading Scenarios (up to three)		2011 October																																
Fatal Flaw Analysis (land use, urban design, economic, mobility, infrastructure)																																		
Schematic Design: Top Three Scenarios (site plan, yields, massing models)																																		
Working Group Meeting 4: Review and Refine Scenarios		2011 November																																
Planning Commission Presentation		2011 November																																
Evaluate scenarios per Planning Commission comments																																		
Working Group Meeting 5: Select Preferred Alternative		2011 December																																
Finalize Preferred Alternative (land use, plan render, phasing, 3d model)																																		
Master Plan Framework Report for Preferred Alternative																																		
Deliverable: Draft Master Plan Framework Report		2012 February																																
Implementation																																		
Urban Design Guideline Update Recommendations																																		
Implementation Strategy																																		
Master Plan Drafts and Final Copies																																		
Draft Final Report Public Review		2012 February + March																																
Deliverable Final Report		2012 April																																
Environmental Analysis (EIR)																																		
Scoping Meeting (Project initiation and scope of work)																																		
Prepare Screen Check Draft EIR																																		
Working Group Meeting 5: Review First EIR Screen Check		2012 March																																
Submit Pre Print Draft Public Review EIR		2012 July																																
Submit Public Review Draft EIR		2012 August																																
Deliverable Final EIR		2012 October																																
Public Hearing Process																																		
Land Use and Housing Council Meeting		2012 September																																
Planning Commission Hearings		2012 October																																
City Council Meetings		2012 November																																

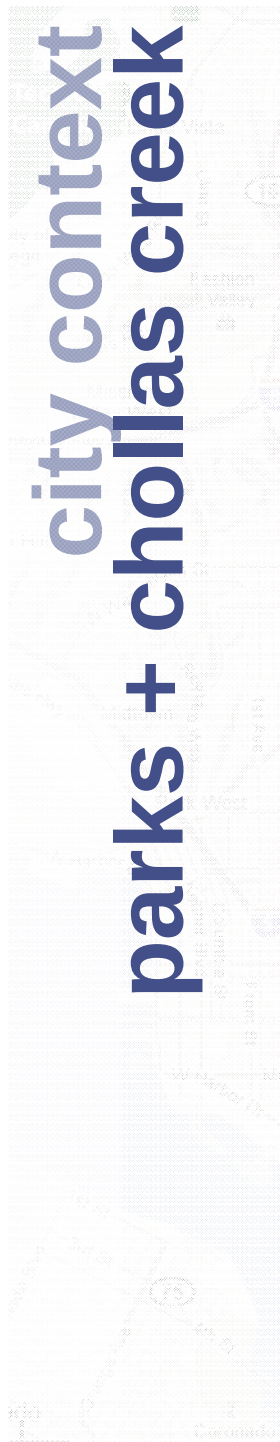
city context mid city communities



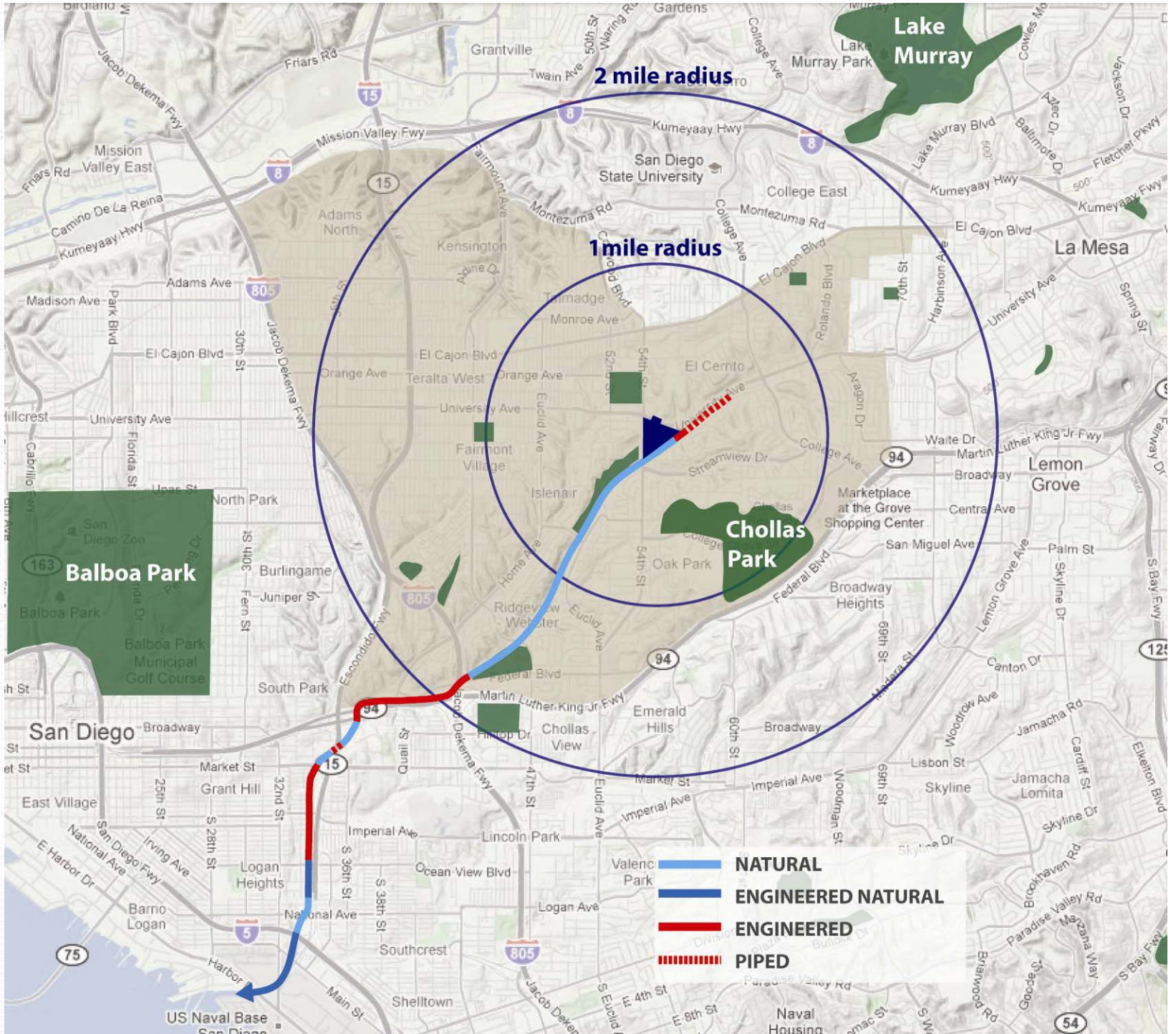
-
- RETAIL CENTER W/GROCERY**

city context existing plans

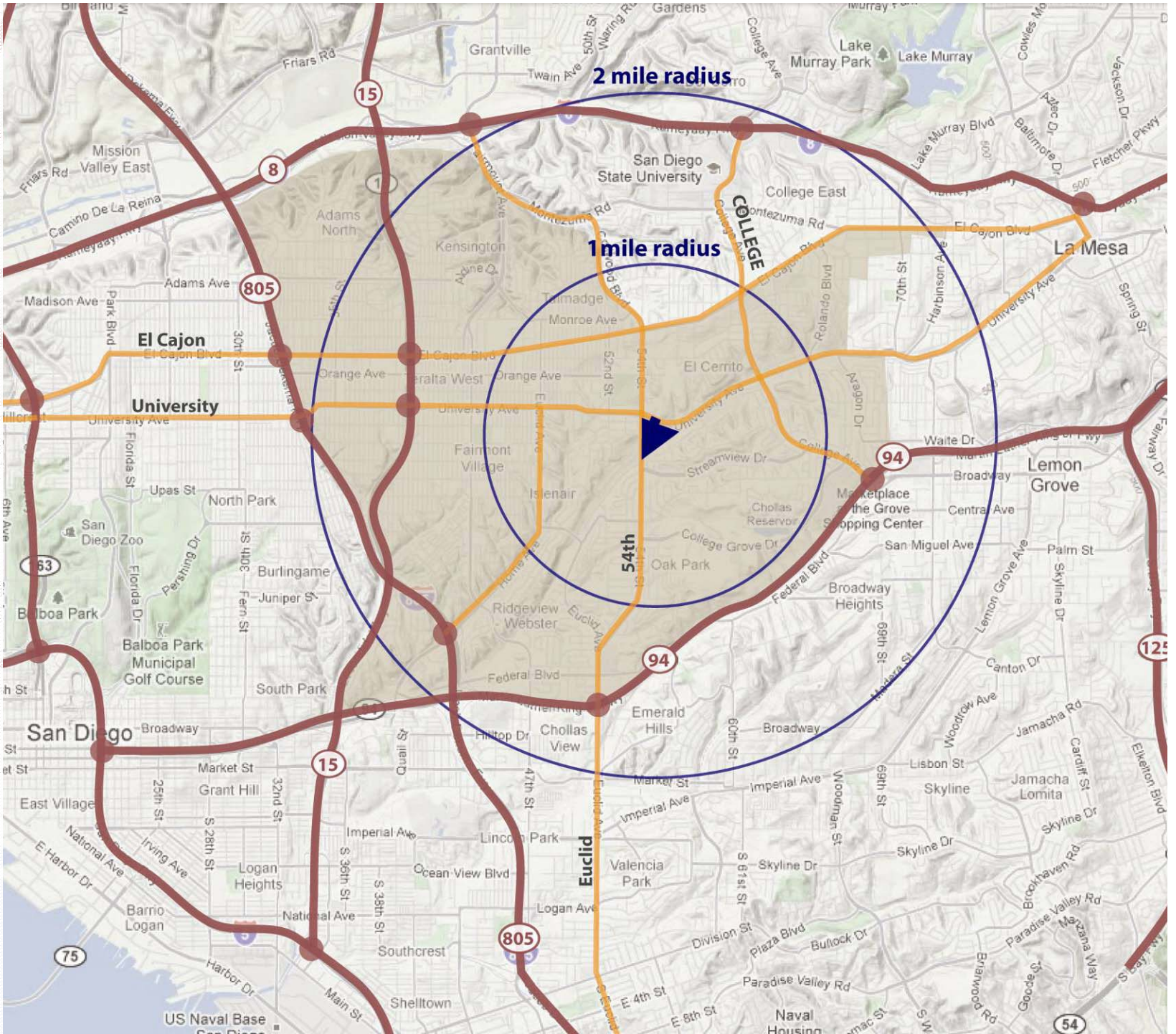




city context parks + chollas creek



city context regional connections



MARKET ASSESSMENT

Population:
Households:

Chollas Market Study Area

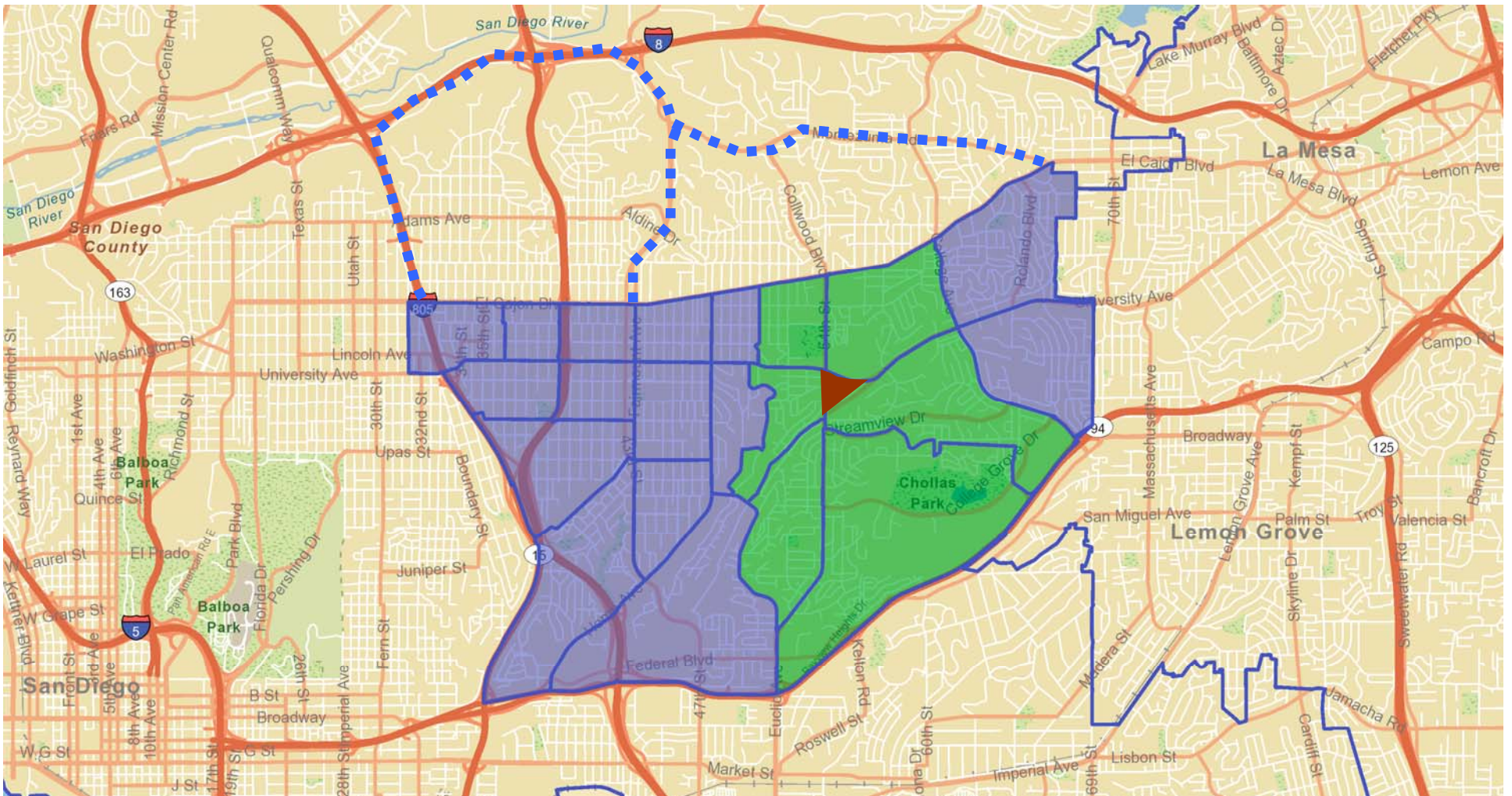
36,000
11,000

Secondary Market Area

85,000
25,000

Total

121,000
36,000



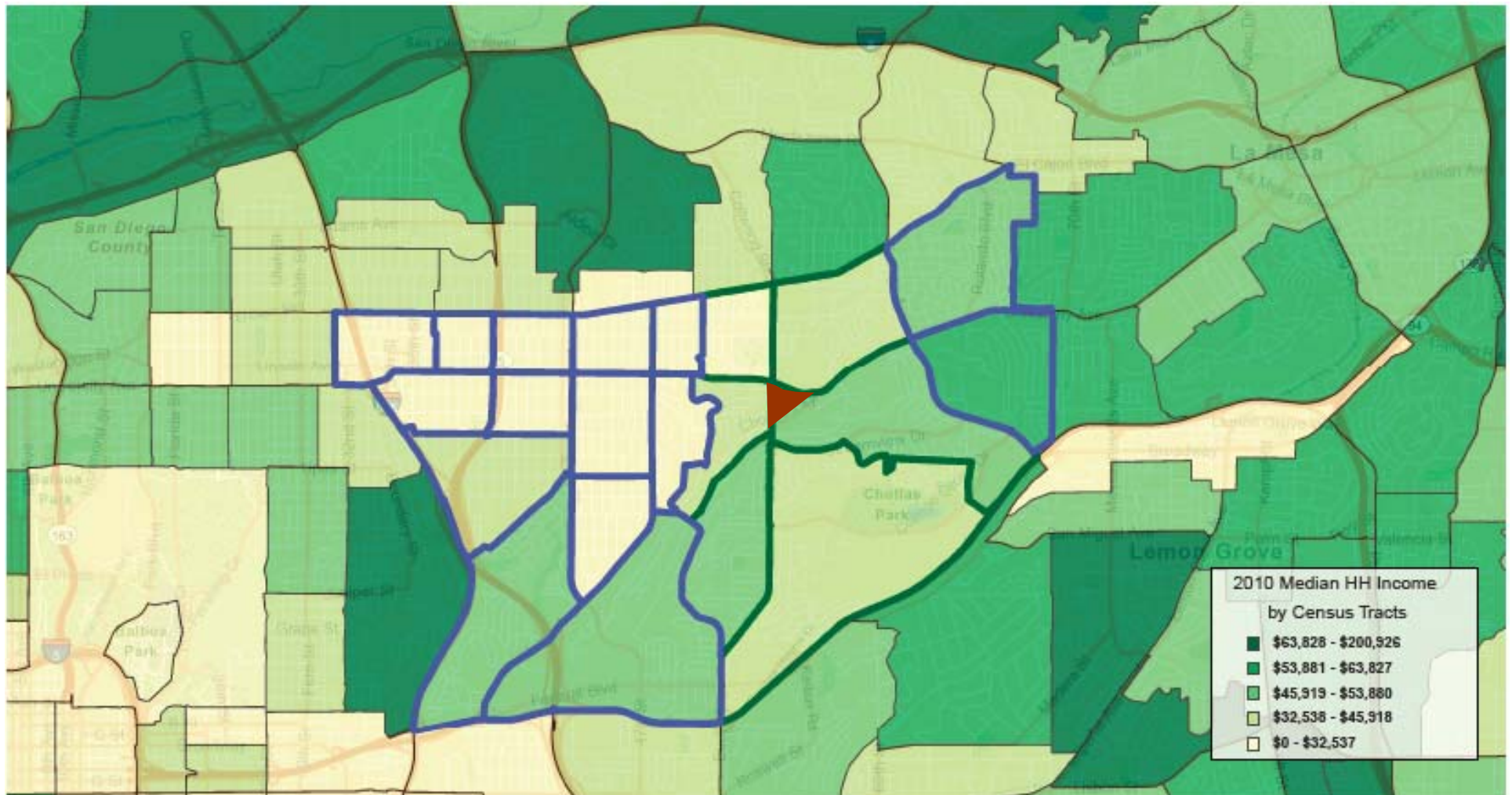
INCOME DISTRIBUTION

Median Household Income

Chollas Study Area: \$38,000.

City or County: \$77,000

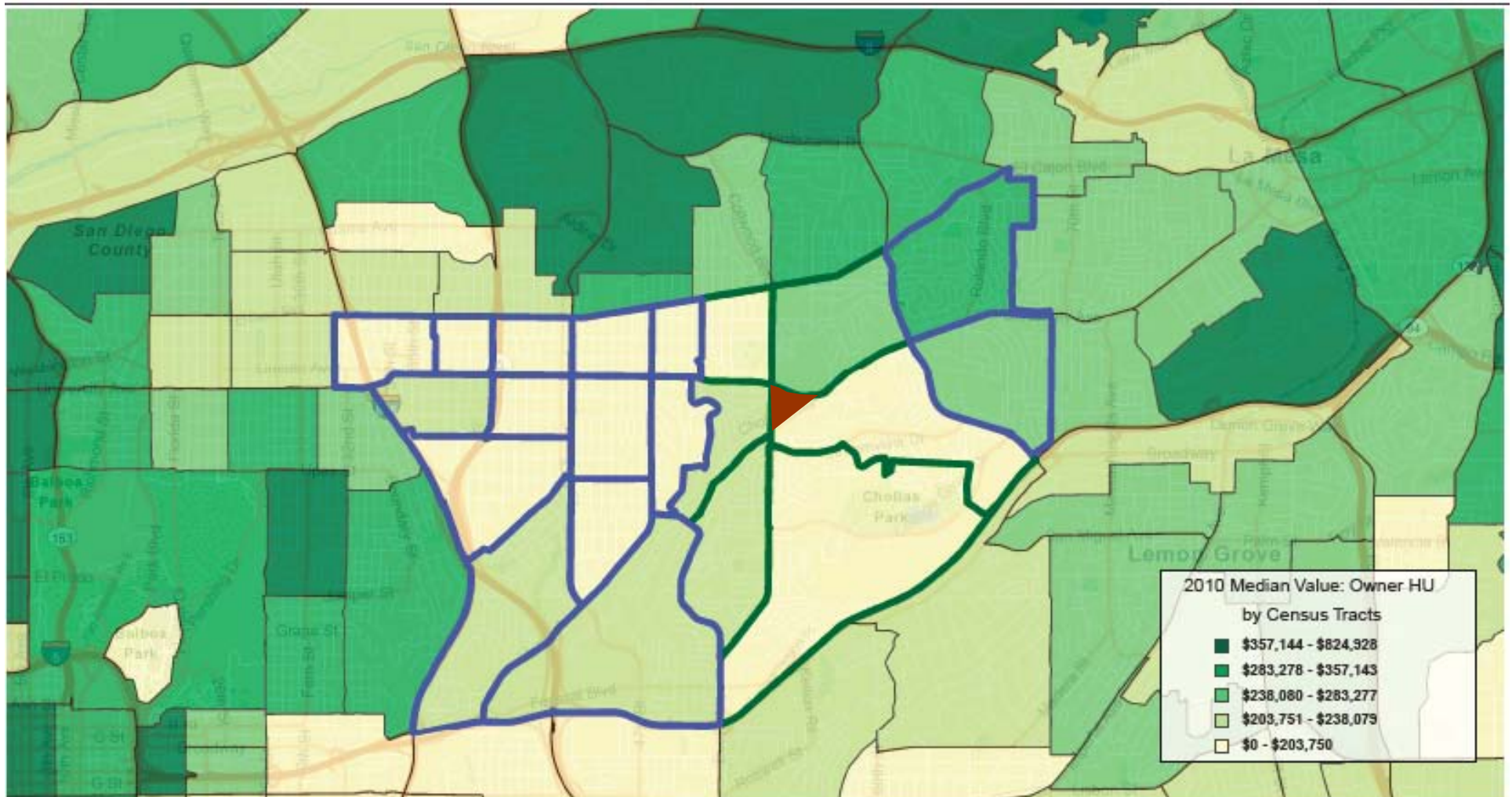
Aggregate income is over \$540 million



HOUSING VALUES: OWNER OCCUPIED

Owner Occupied

Chollas Study Area: 38%
City or County: 51%



urban form aerial

Scale 1:500
0 100 200 300



CHOLLAS TRIANGLE
SAN DIEGO, CALIFORNIA

CIVITAS | FEHR + PEERS | AECOM | MR+E

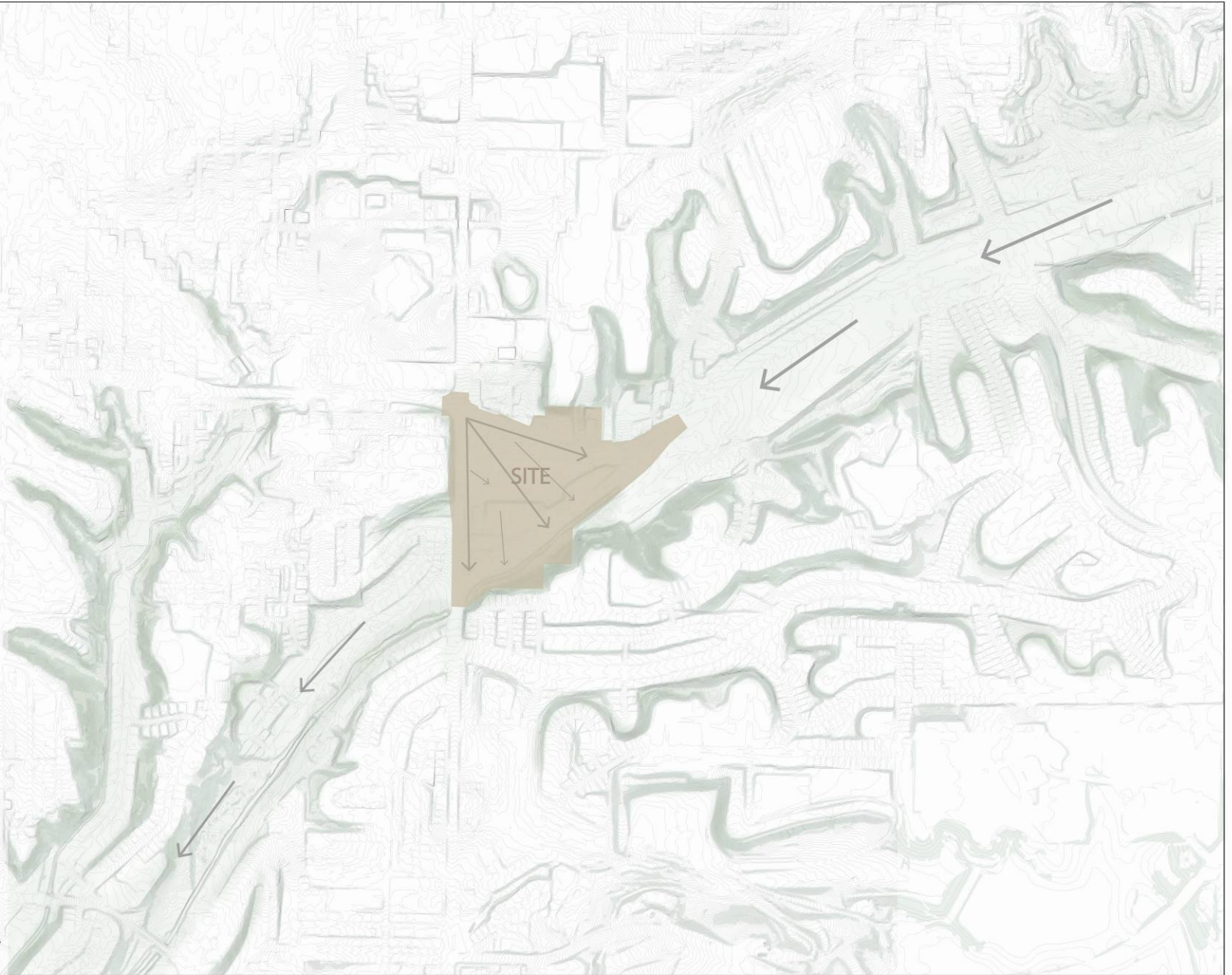


landform nature

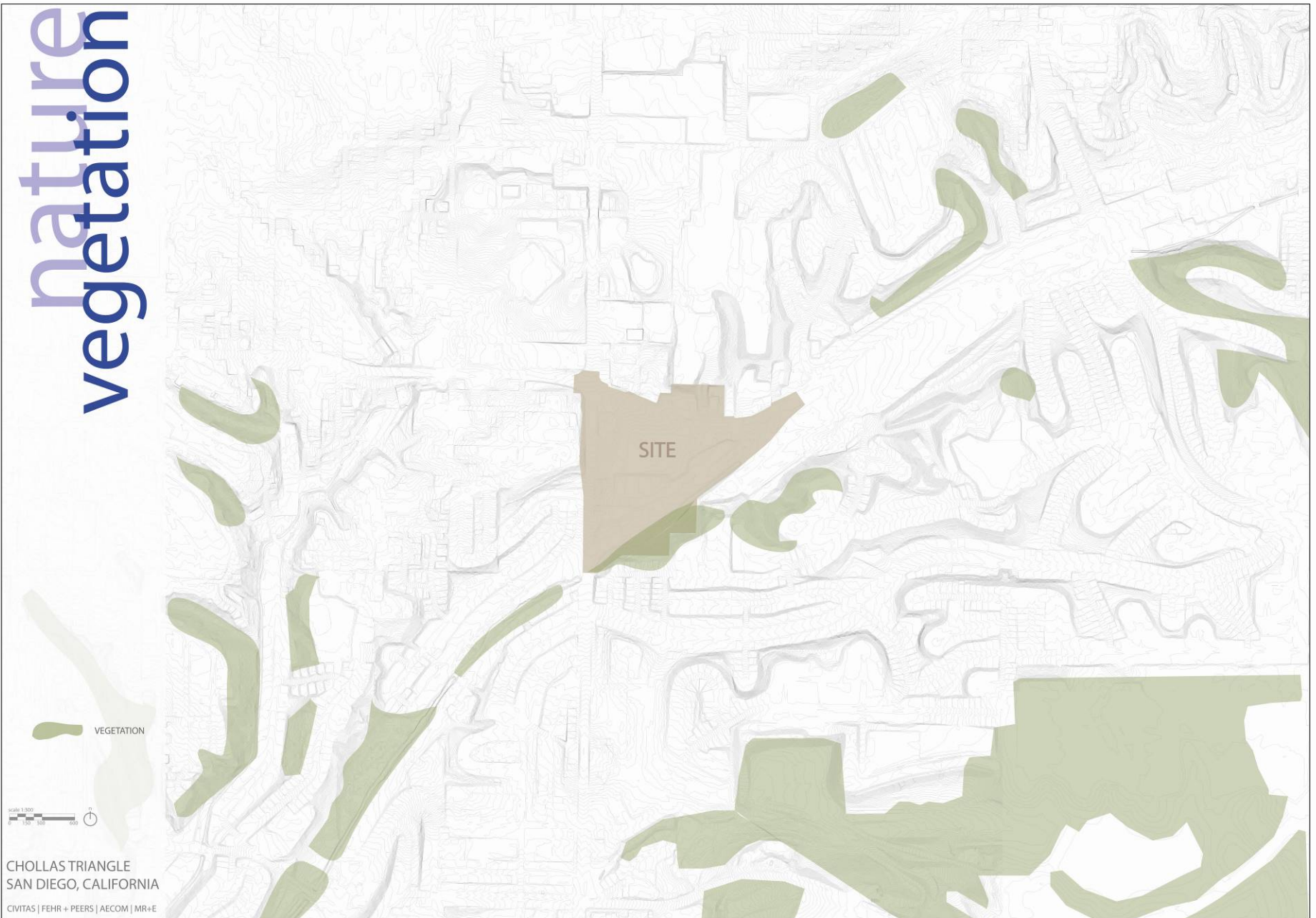


CHOLLAS TRIANGLE
SAN DIEGO, CALIFORNIA

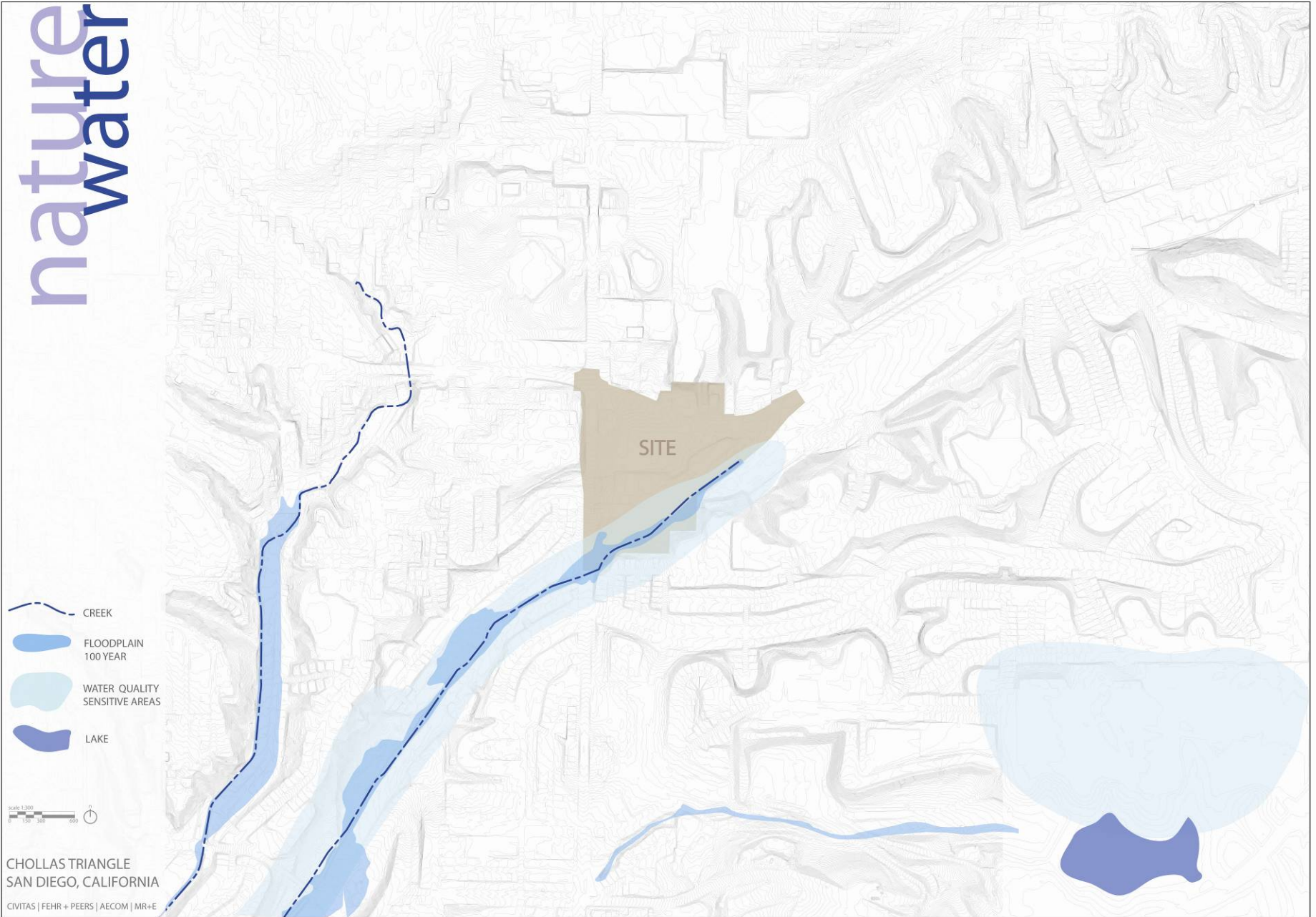
CIVITAS | FEHR + PEERS | AECOM | MR+E



nature vegetation



nature water



urban form block pattern



PROJECT SITE



CHOLLAS TRIANGLE
SAN DIEGO, CALIFORNIA

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urban framework half mile walk



CHOLLAS TRIANGLE
SAN DIEGO, CALIFORNIA

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planning existing land use

- PROJECT SITE
- SINGLE FAMILY DETACHED
- SINGLE FAMILY MULTIPLE-UNIT
- MULTI-FAMILY
- COMMUNITY COMMERCIAL
- HIGHWAY COMMERCIAL
- SCHOOL
- HOSPITAL / CARE FACILITY
- RELIGIOUS FACILITY
- ACTIVE OPEN SPACE
- NATURAL OPEN SPACE
- UTILITY
- VACANT / UNDERUTILIZED

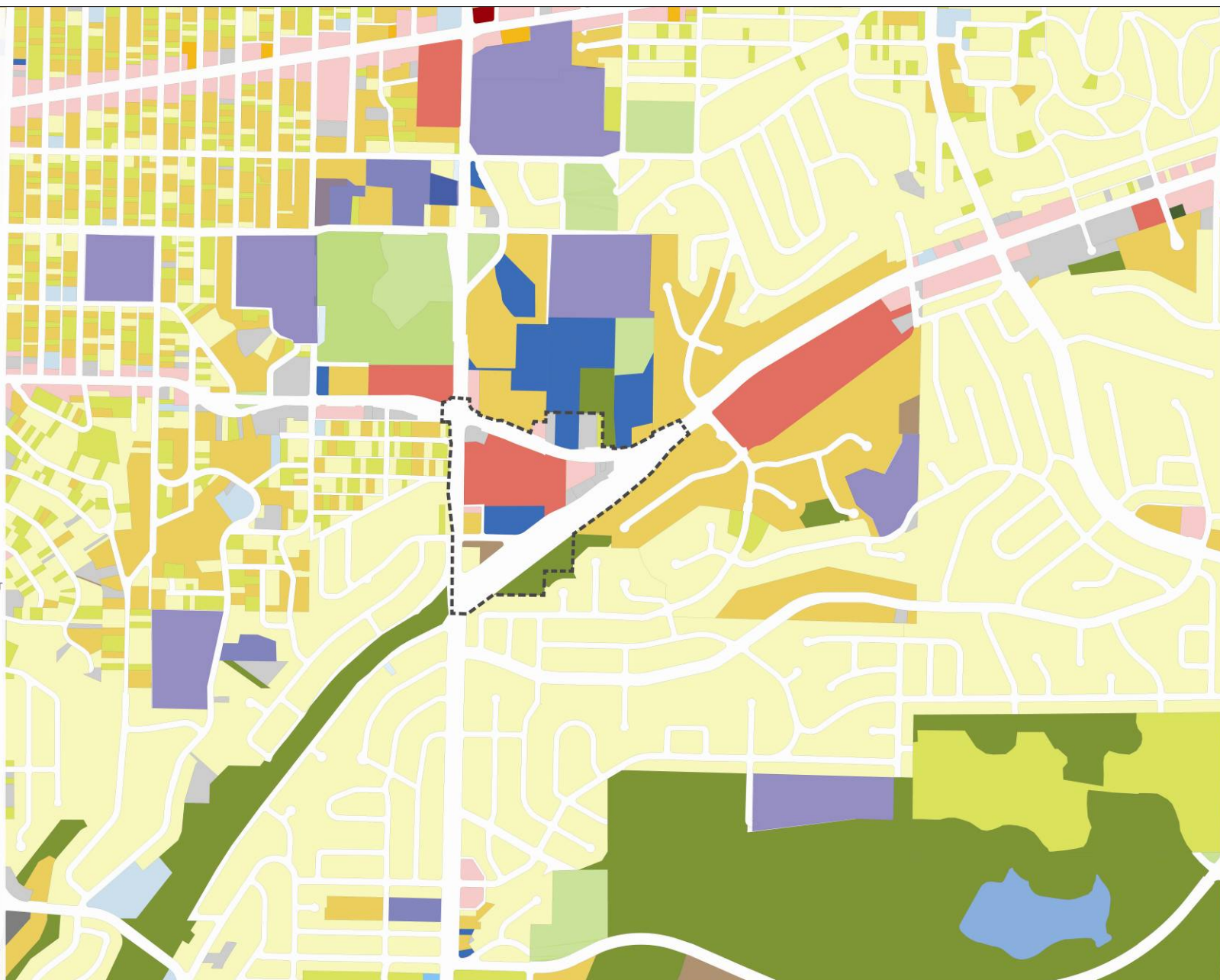
Source: SanGIS Warehouse, January 1, 2007.

Scale 1:300
0 100 200 300



CHOLLAS TRIANGLE
SAN DIEGO, CALIFORNIA

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urban framework amenities

- 1/2 MILE WALK BY STREET
- COMMERCIAL
- COMMUNITY
- ACTIVE OPEN SPACE
- CHOLLAS CREEK ENHANCEMENT PROGRAM
- NATURAL OPEN SPACE (PRIVATE PROPERTY)

SCALE 1:1000
0 150 300 600

CHOLLAS TRIANGLE
SAN DIEGO, CALIFORNIA

CIVITAS | FEHR + PEERS | AECOM | MR+E



urban framework amenities

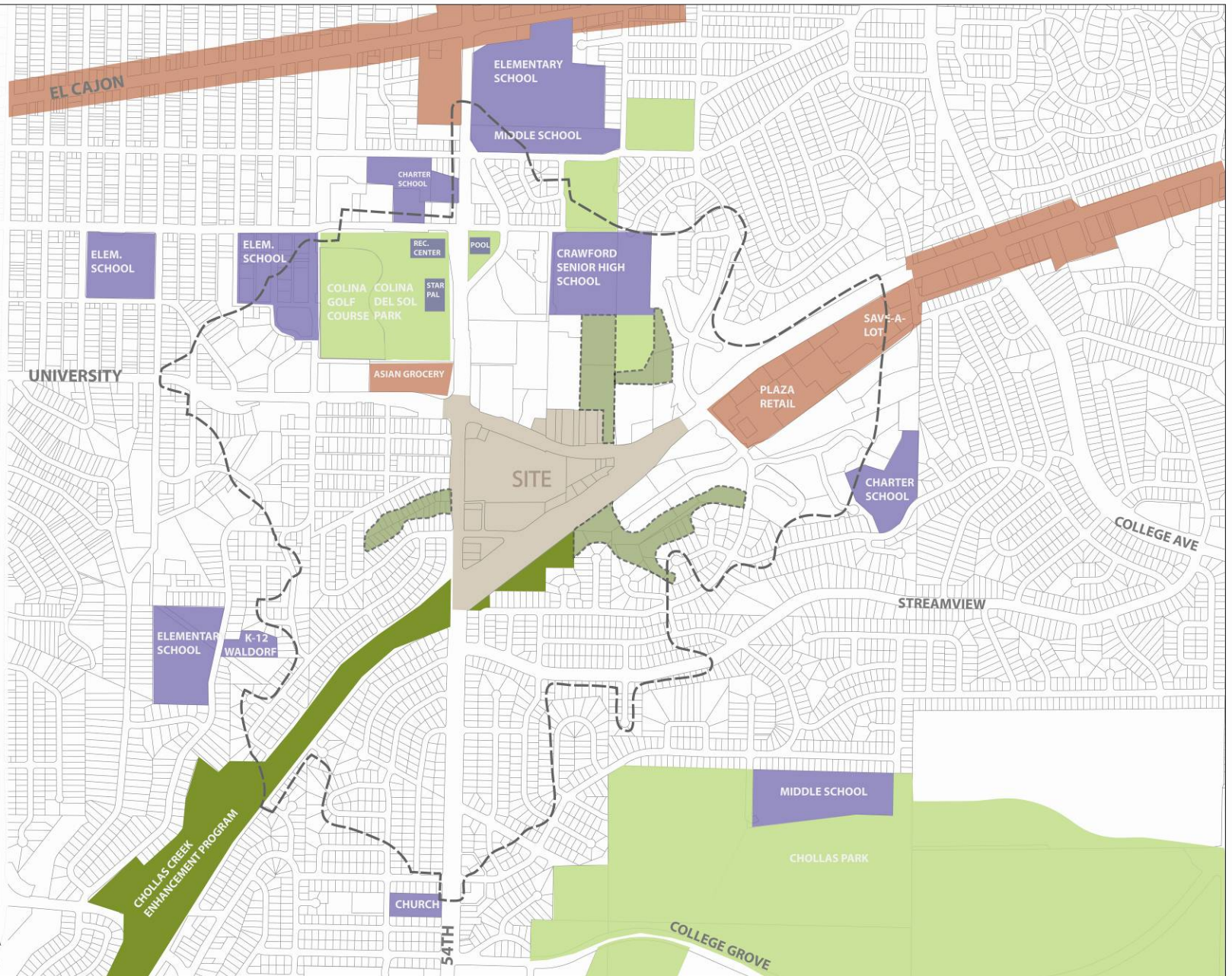


urban framework amenities

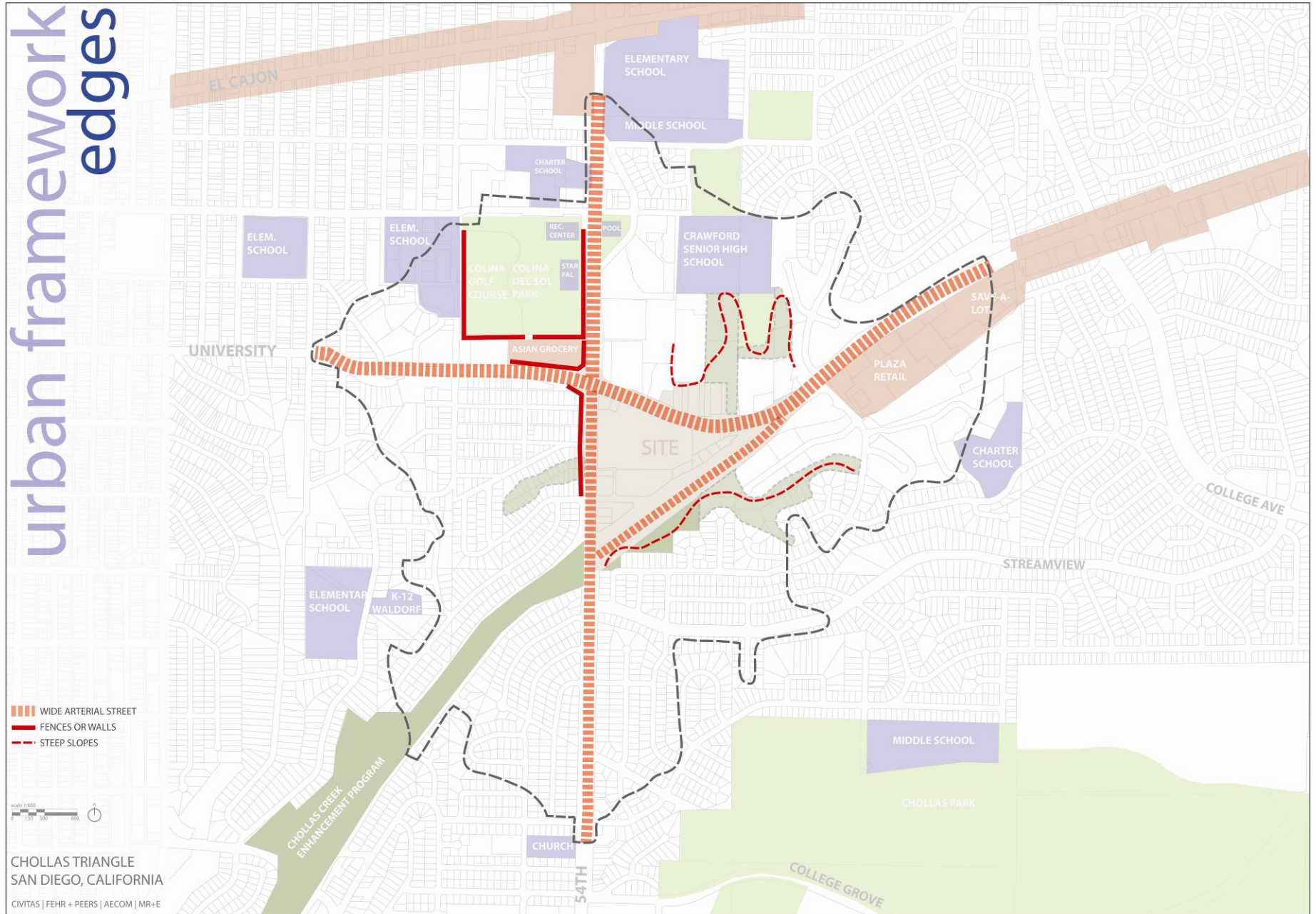


CHOLLAS TRIANGLE
SAN DIEGO, CALIFORNIA

CIVITAS | FEHR + PEERS | AECOM | MR+E



urban framework edges



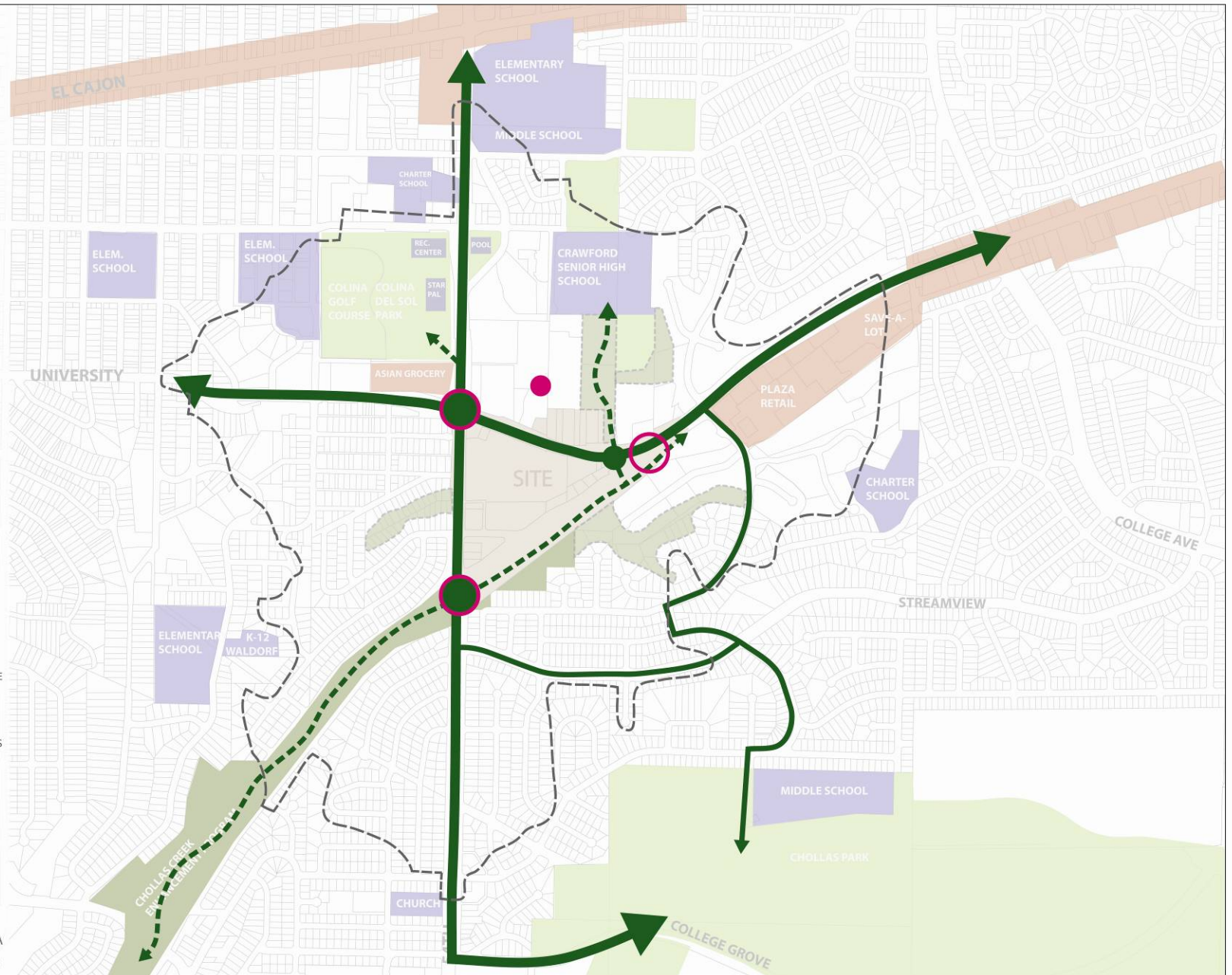
urban framework connectivity

- POTENTIAL PEDESTRIAN/BIKE TRAIL CONNECTION
- PEDESTRIAN OR BIKE ROUTE ALONG STREET
- PEDESTRIAN PRIORITY ZONES
- LANDMARK
- GATEWAY

SCALE 1:600
0 150 300 450

CHOLLAS TRIANGLE
SAN DIEGO, CALIFORNIA

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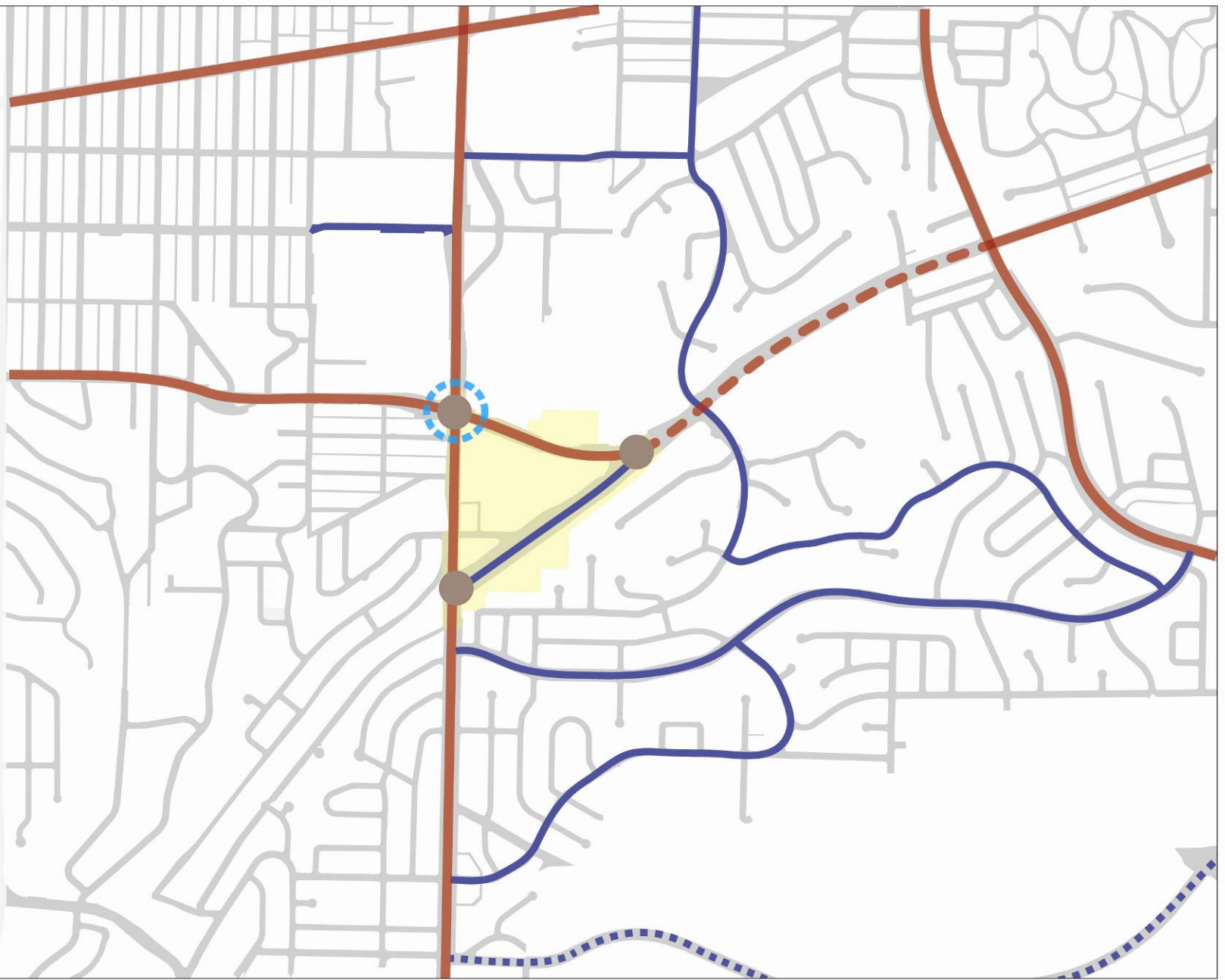
mobility street network

- 5-LANE MAJOR
- 4-LANE MAJOR
- 3-LANE COLLECTOR
- 2-LANE COLLECTOR
- CROSSROADS (per Mid-City Plan)
- IMPORTANT SITE IDENTITY

scale 1:200
0 125 250 500

CHOLLAS TRIANGLE
SAN DIEGO, CALIFORNIA

CIVITAS | FEHR + PEERS | AECOM | MR+E



mobility transit network

- Existing Bus Stop
- Bus Route 955
- Bus Route 7
- Bus Route 916/917
- Bus Route 10
- Proposed Bus Rapid Transit Line
- El Cajon Blvd Bus Rapid Transit Line

scale 1:2000
0 150 300 600

CHOLLAS TRIANGLE
SAN DIEGO, CALIFORNIA

CIVITAS | FEHR + PEERS | AECOM | MR+E



mobility bicycle network

- EXISTING CLASS III
(shared drive lane, signs only)
- PROPOSED CLASS I
(dedicated 10' path)
- PROPOSED CLASS II
(designated 6' bike lane)
- PROPOSED BIKE
BOULEVARD

* per City of San Diego Bicycle Master Plan
Update Draft March 2010.



CHOLLAS TRIANGLE
SAN DIEGO, CALIFORNIA

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mobility pedestrian facilities

- ● ● ● Crosswalk
- ■ ■ ■ Sub-standard Sidewalk
- Missing Sidewalk

scale 1:200
0 50 100 200

CHOLLAS TRIANGLE
SAN DIEGO, CALIFORNIA

CIVITAS | FEHR + PEERS | AECOM | MR+E



planning zoning

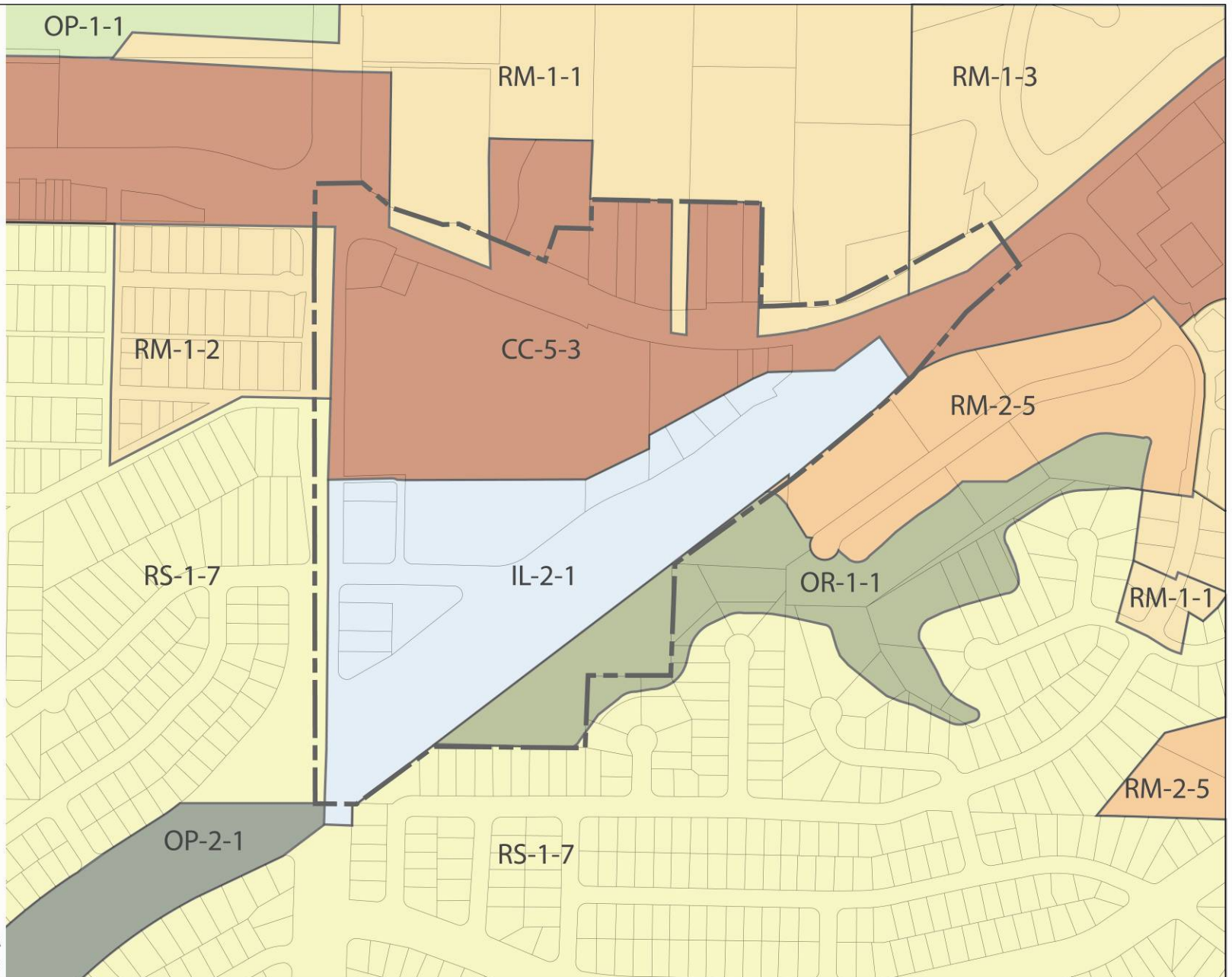
- Project Boundary
- CC-5-3 Commercial-Community
- IL-2-1 Industrial Light
- RS-1-7 Residential-SF (9 du/ac)
- RM-1-1 Residential-MF (15 du/ac)
- RM-1-2 Residential-MF (18 du/ac)
- RM-1-3 Residential-MF (22 du/ac)
- RM-2-5 Residential-MF (29 du/ac)
- OR-1-1 Open Space-Residential
- OP-1-1 Open Space-Park: Active
- OP-2-1 Open Space-Park: Passive

Source: Official Zoning Map City of San Diego
Development Services Department, 10/5/2009.



CHOLLAS TRIANGLE
SAN DIEGO, CALIFORNIA

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planning future land use

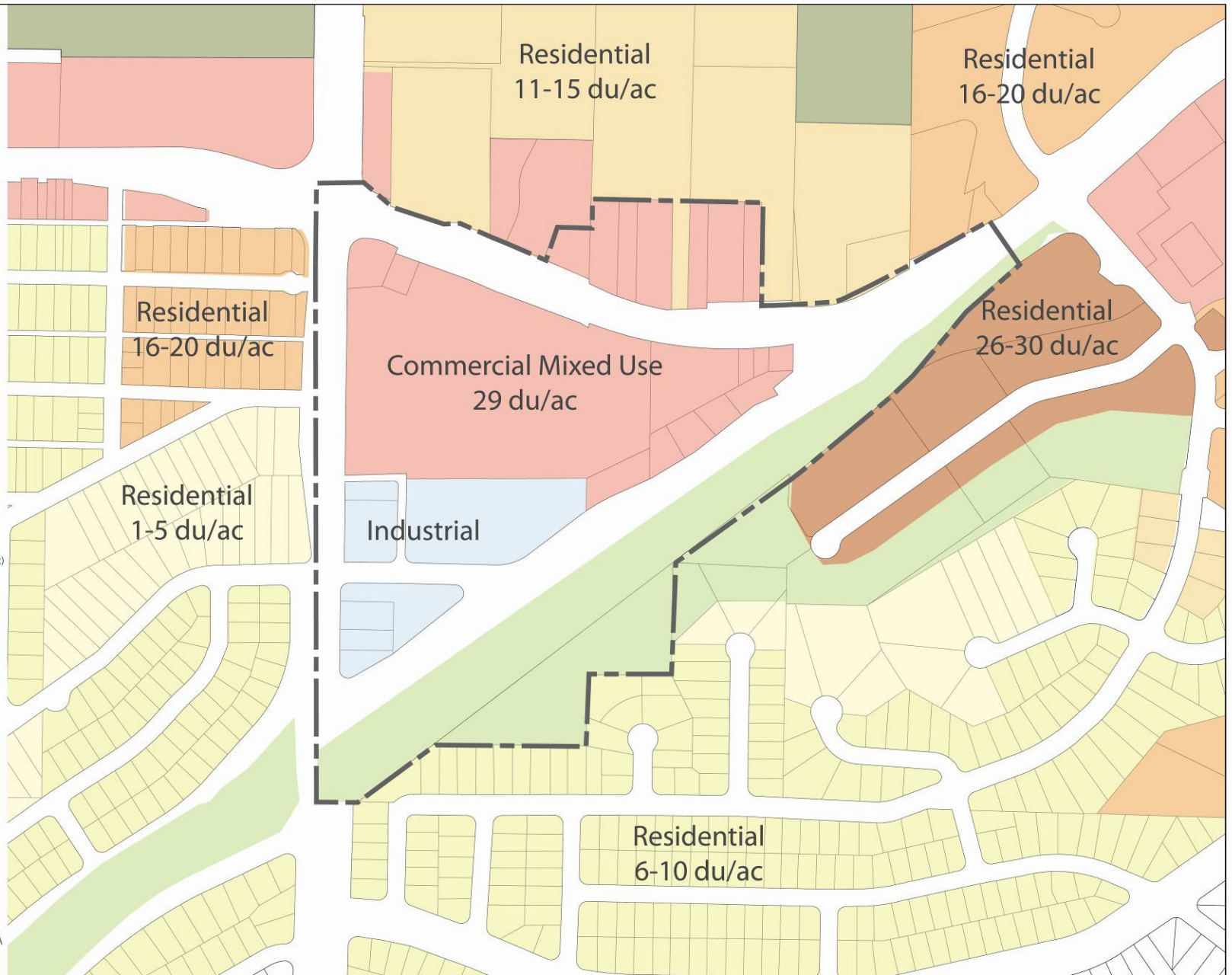
- Project Boundary
- Commercial/MU (29 du/ac)
- Industrial
- Residential (1-5 du/ac)
- Residential (6-10 du/ac)
- Residential (11-15 du/ac)
- Residential (16-20 du/ac)
- Residential (21-25 du/ac)
- Residential (26-30 du/ac)
- Open Space
- Park

Source: Mid-City Communities Plan 8/4/1998



CHOLLAS TRIANGLE
SAN DIEGO, CALIFORNIA

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urban form ownership

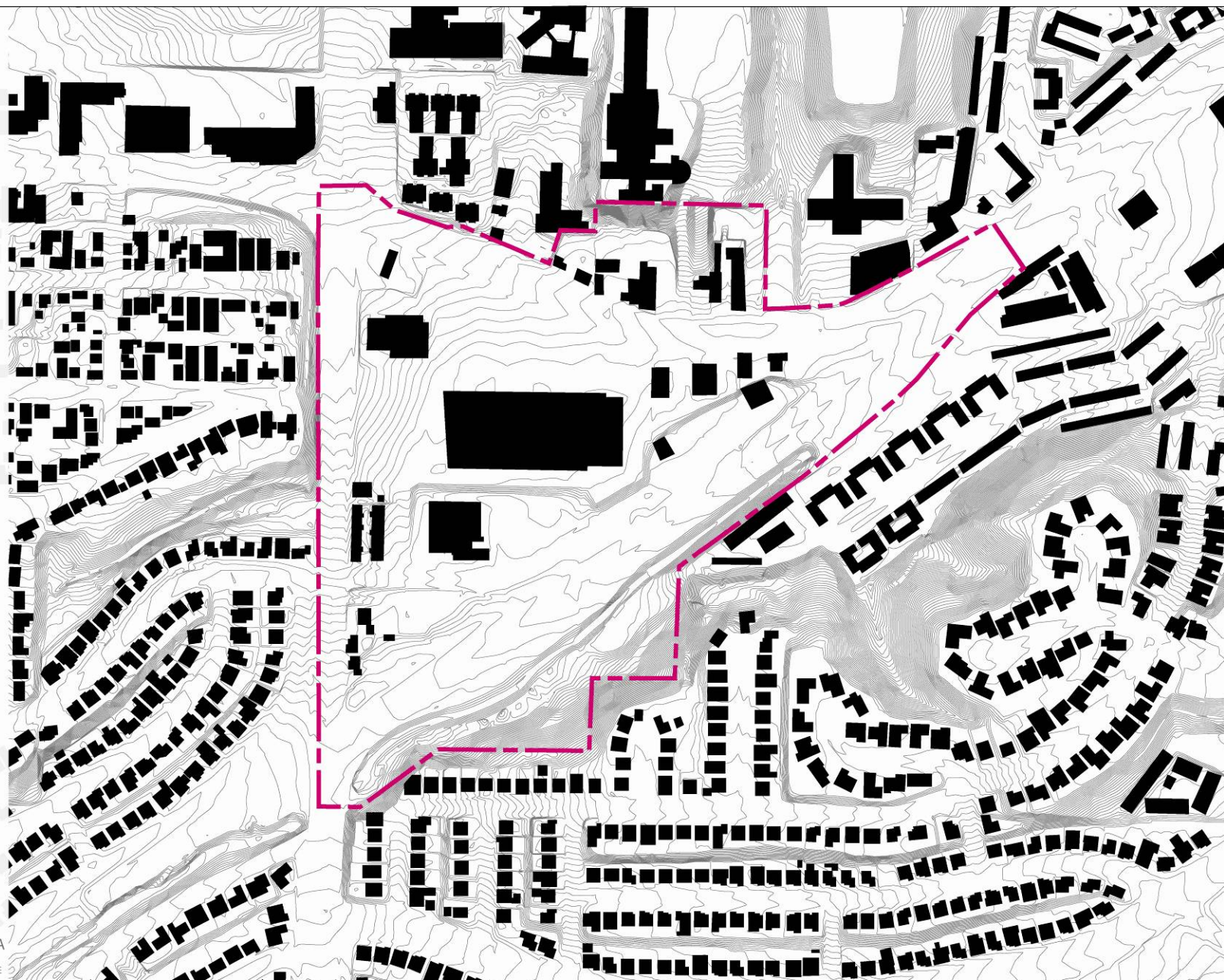
Scale 1:200
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CHOLLAS TRIANGLE
SAN DIEGO, CALIFORNIA

CIVITAS | FEHR + PEERS | AECOM | MR+E



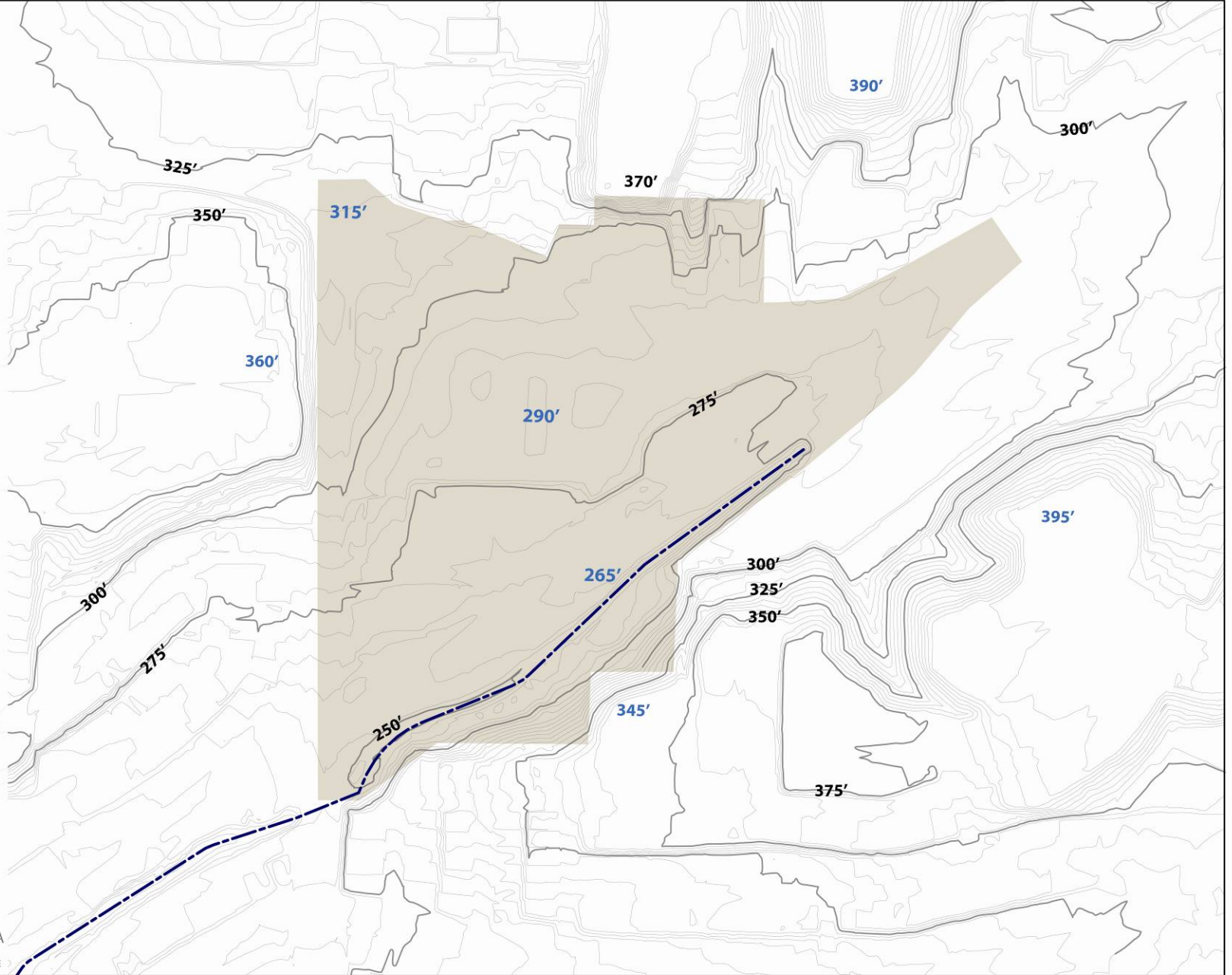
urban form figure ground



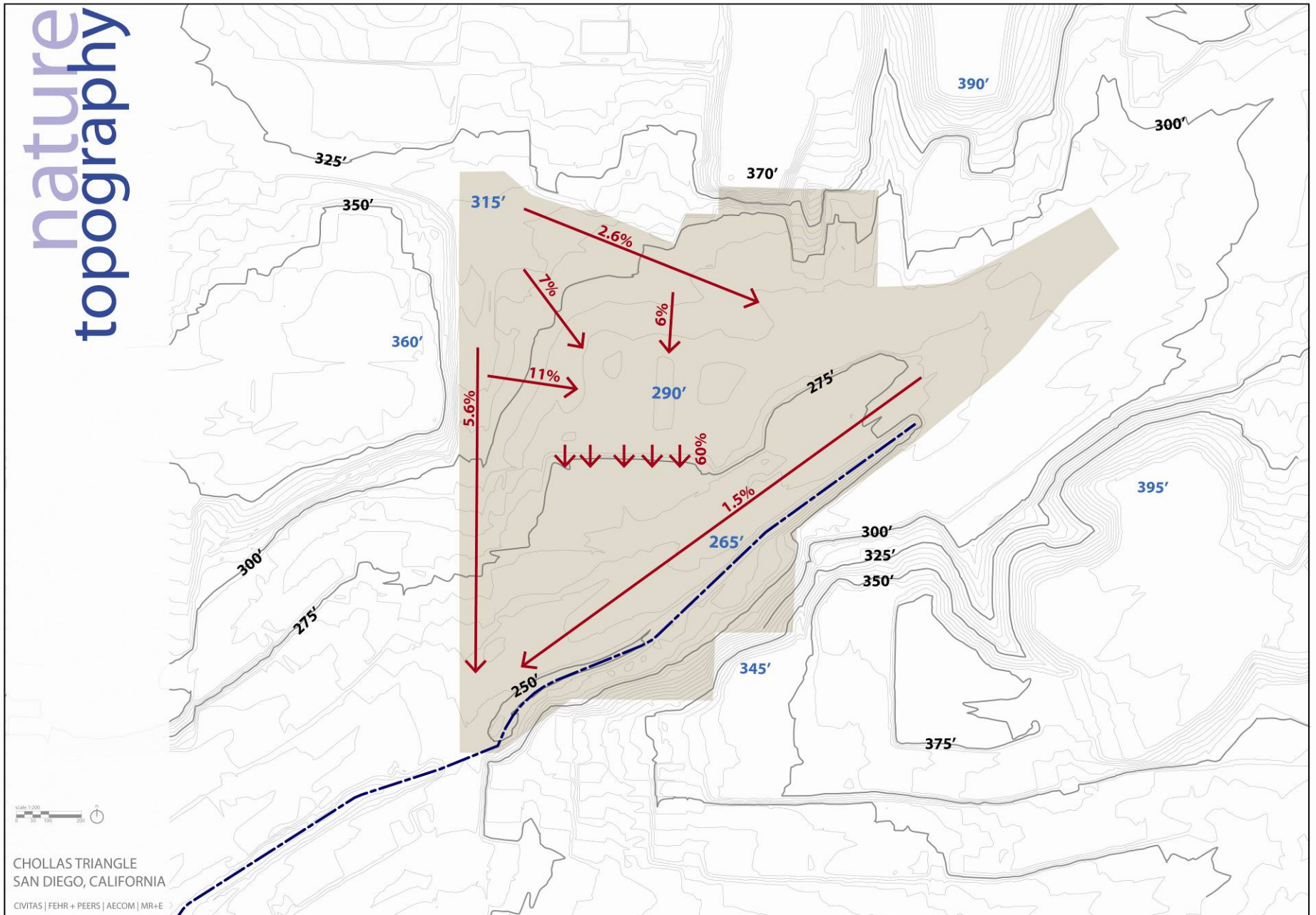
CHOLLAS TRIANGLE
SAN DIEGO, CALIFORNIA

CIVITAS | FEHR + PEERS | AECOM | MR+E

nature topography



nature topography



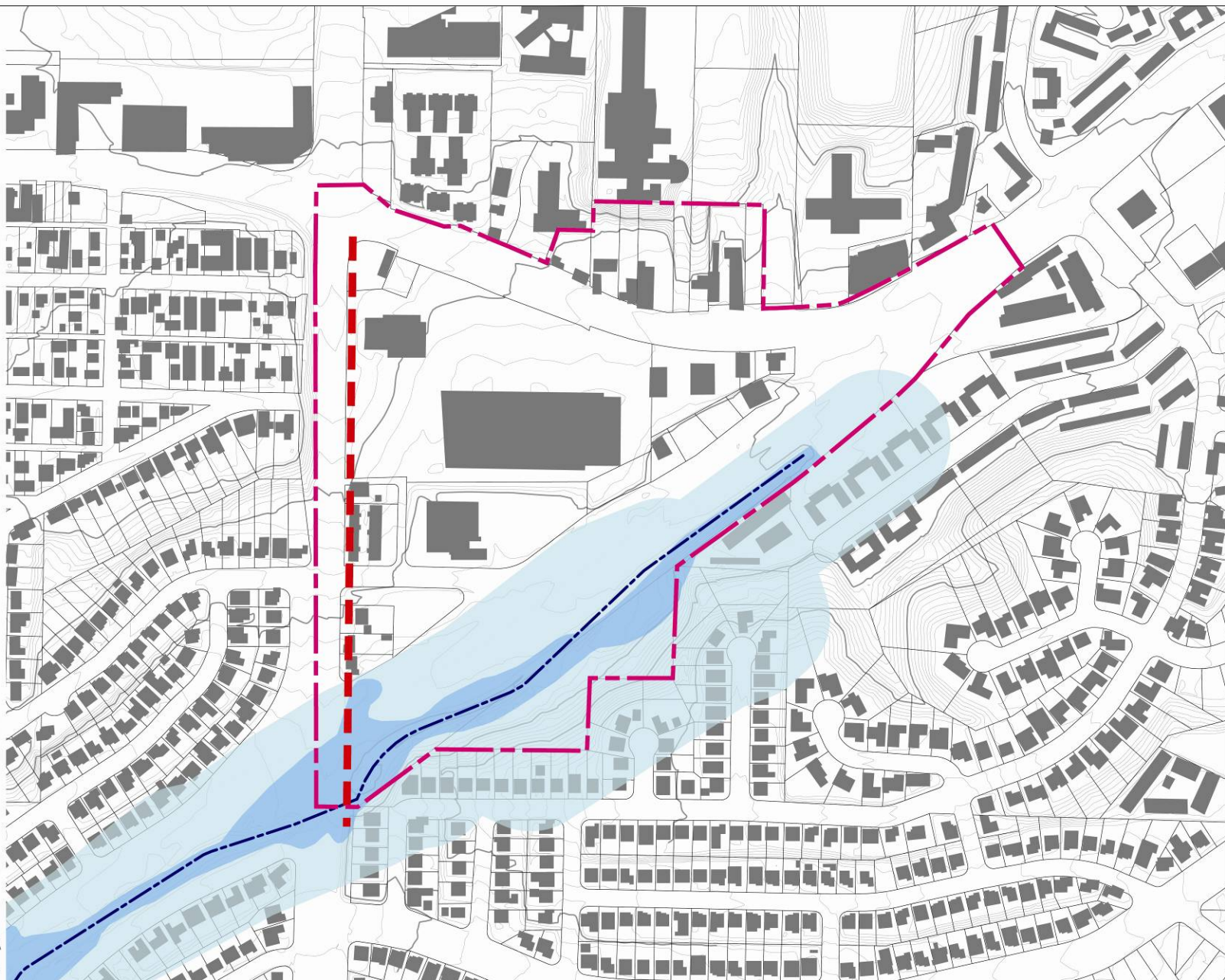
nature water

- CREEK
- FLOODPLAIN
100 YEAR
- WATER QUALITY
SENSITIVE AREAS
- FAULT LINE

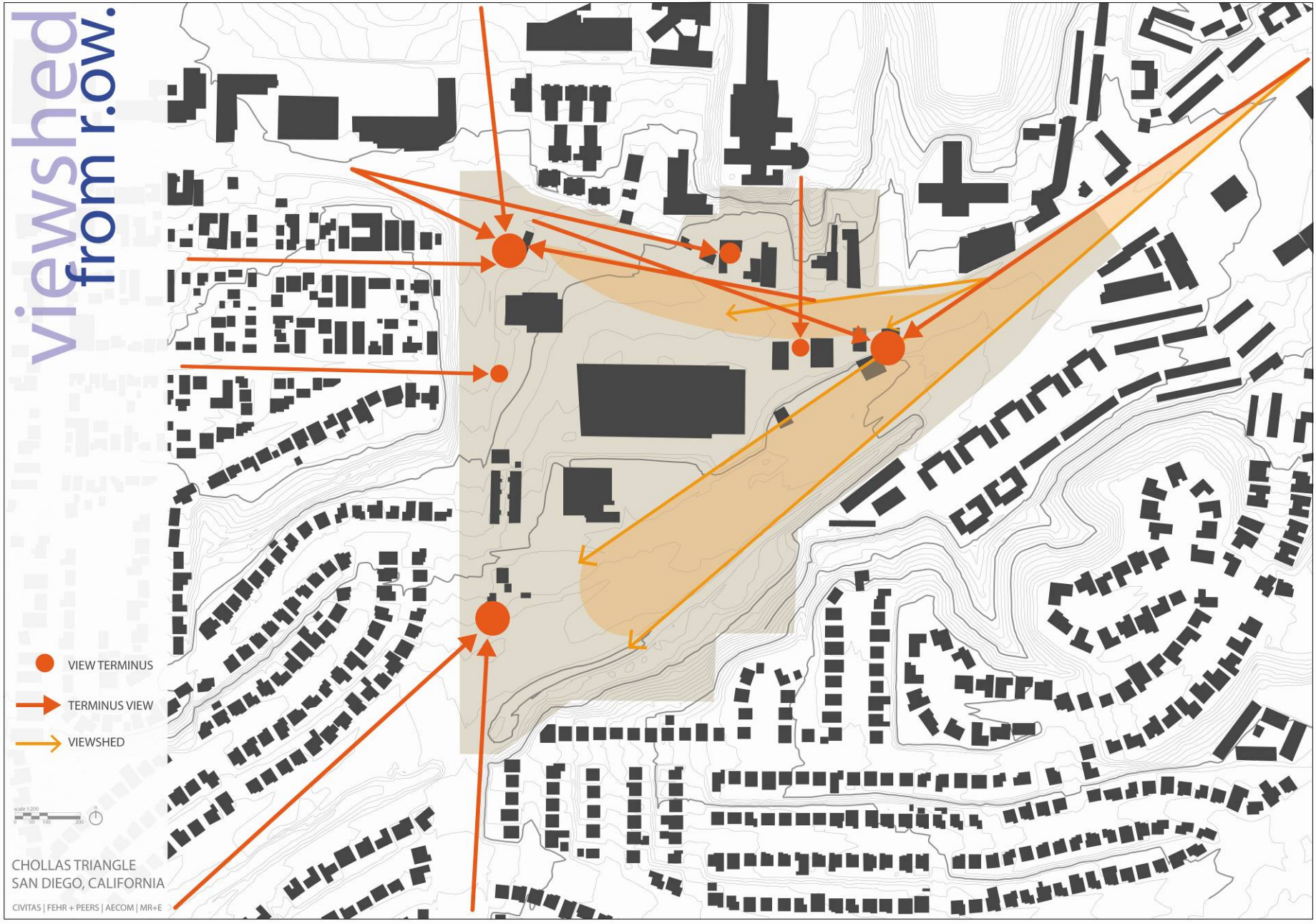


CHOLLAS TRIANGLE
SAN DIEGO, CALIFORNIA

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viewshed from r.o.w.



viewshed from site

→ VIEWS FROM SITE

SCALE 1:2000
0 50 100 200

CHOLLAS TRIANGLE
SAN DIEGO, CALIFORNIA

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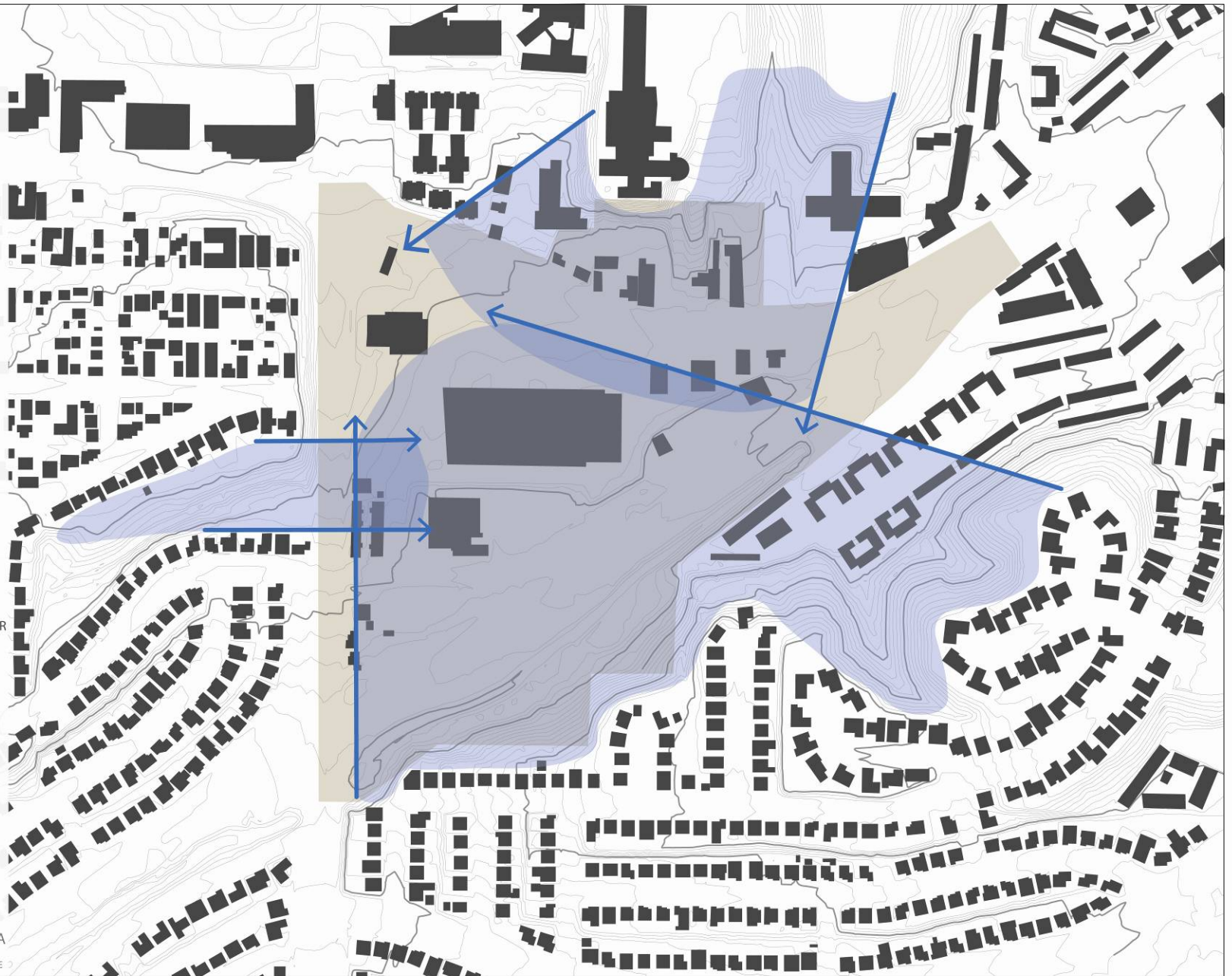
viewshed from mesas

→ VIEWSHED INTO
SITE FROM HIGHER
ELEVATIONS

SCALE 1:2000
0 50 100 200

CHOLLAS TRIANGLE
SAN DIEGO, CALIFORNIA

CIVITAS | FEHR + PEERS | AECOM | MR+E



CHOLLAS TRIANGLE
SAN DIEGO, CALIFORNIA



scale 1:200



CHOLLAS TRIANGLE
SAN DIEGO, CALIFORNIA

CIVITAS | FEHR + PEERS | AECOM | MR+E

utilities sanitary sewer

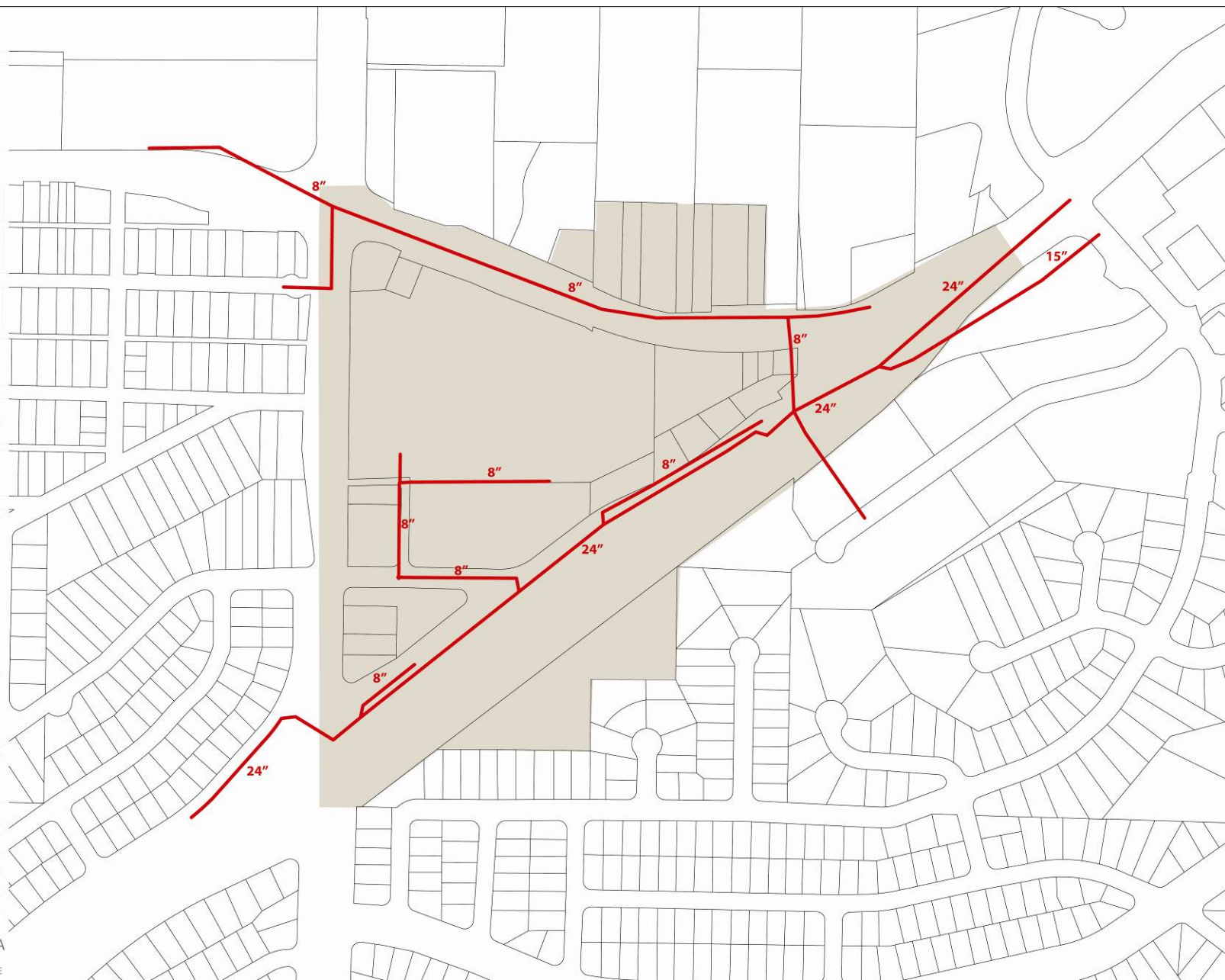
- CHOLLAS CREEK
- 69KV ELECTRIC LINE
- SANITARY SEWER
- WATER MAIN
- STORM SEWER
- STORM INLET

* ELECTRIC LINE DATA FROM 1988 MID-CITY
COMMUNITY PLAN.
UTILITY DATA FROM SANGIS DATA WAREHOUSE,
CREATED APRIL 2011, DOWNLOADED APRIL 27, 2011.

Scale 1:200
0 50 100 200

CHOLLAS TRIANGLE
SAN DIEGO, CALIFORNIA

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utilities storm sewer

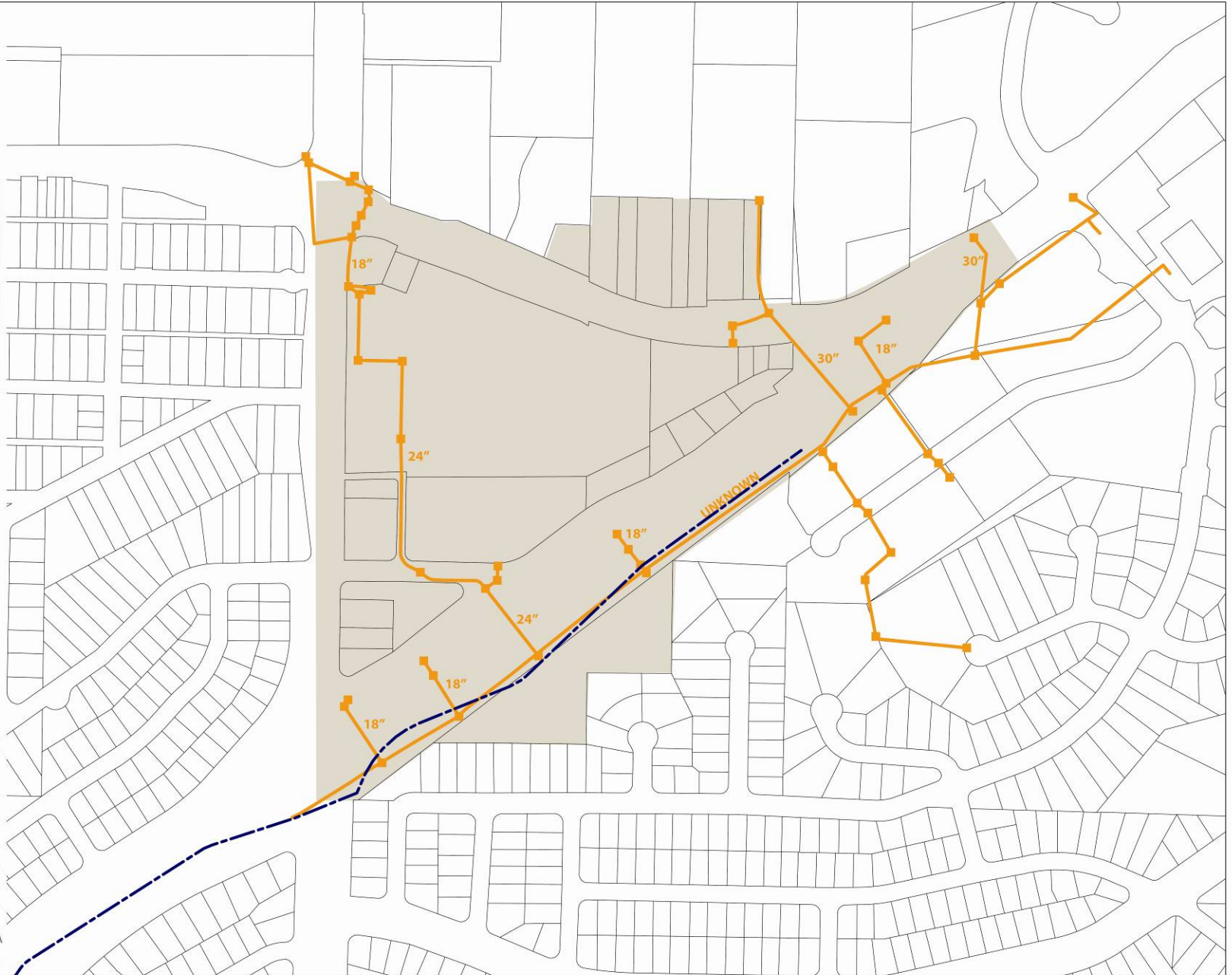
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CHOLLAS TRIANGLE
SAN DIEGO, CALIFORNIA

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utilities electric

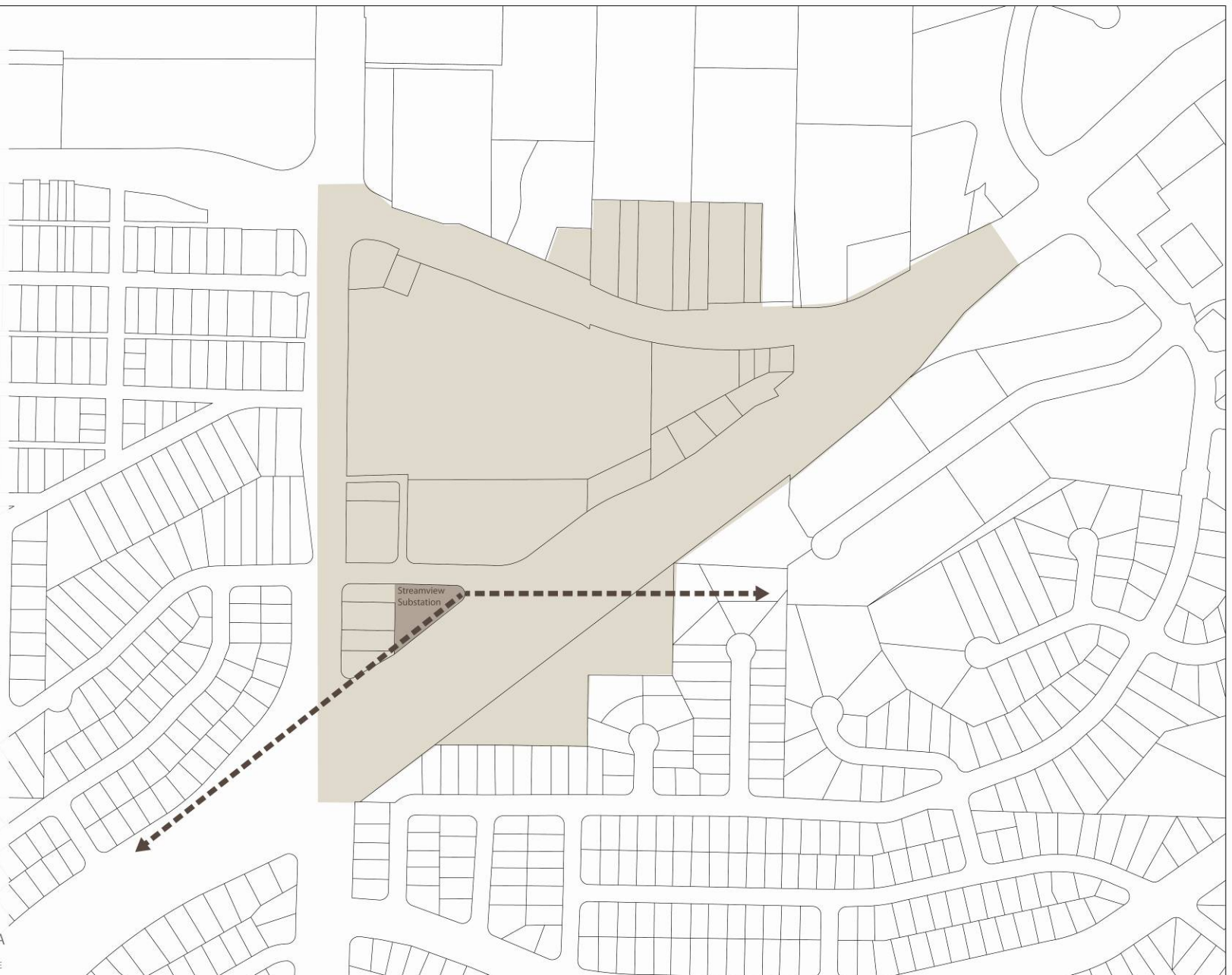
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CHOLLAS TRIANGLE
SAN DIEGO, CALIFORNIA

CIVITAS | FEHR + PEERS | AECOM | MR+E



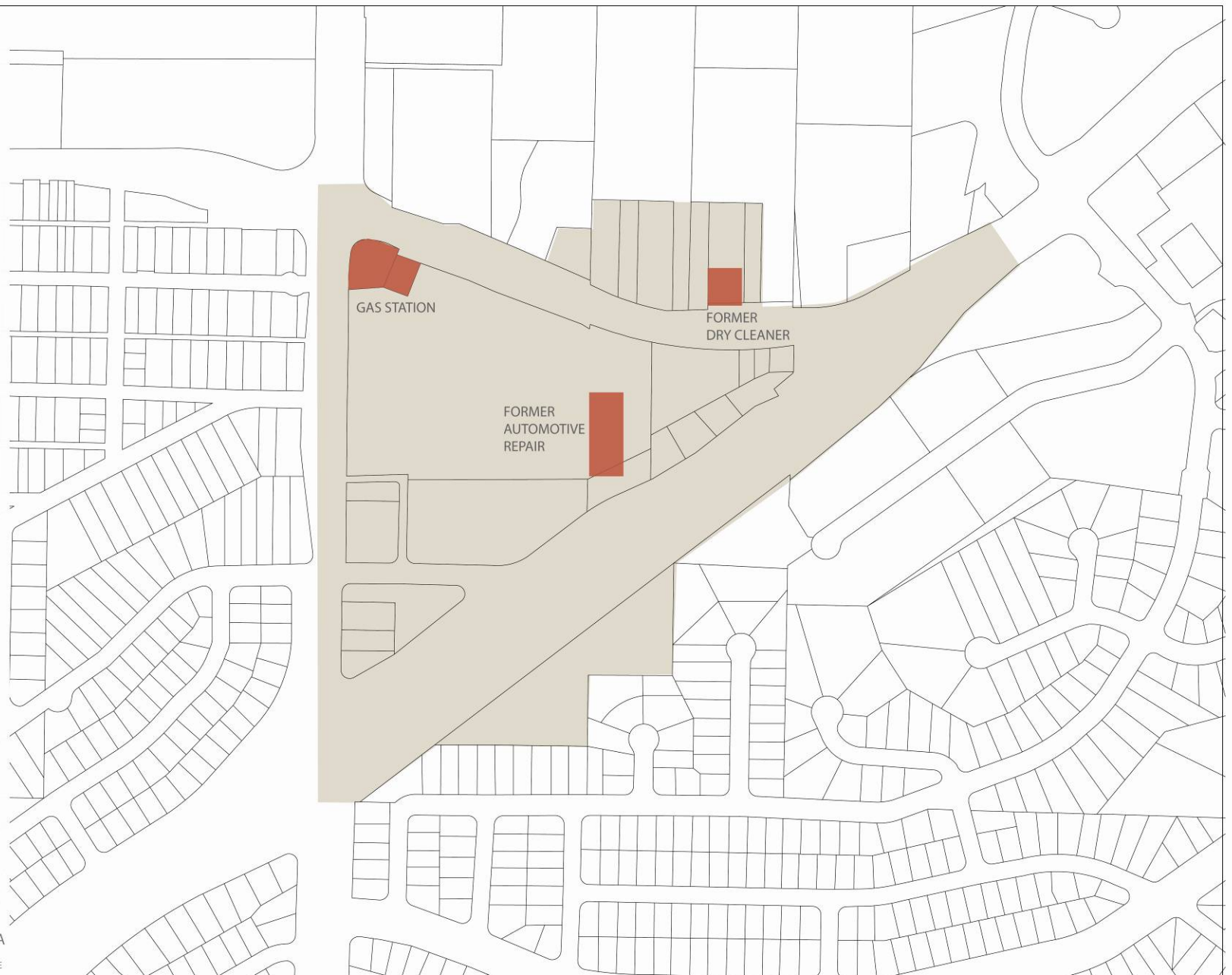
urban form environmental

 POTENTIAL
ENVIRONMENTAL
REMEDATION



CHOLLAS TRIANGLE
SAN DIEGO, CALIFORNIA

CIVITAS | FEHR + PEERS | AECOM | MR+E



OPPORTUNITIES

- Chollas Creek is a significant site amenity.
- Chollas Creek Parkway is owned by City.
- Contiguous parcels under common ownership.
- Project area spans primary urban street.
- Vacant land allows for phasing.
- Proximity to major bus routes.
- Site topography.
- Proximity to multiple planned Bicycle Route improvements.

OPPORTUNITIES

- Community park and recreation center within ½ mile.
- Proximity to neighborhood and family amenities.
- Curve along University Avenue
 - retail visibility
 - dramatic street edge

CONSTRAINTS

- **Site topography.**
- **Disconnected from surrounding neighbourhoods.**
- **Multiple land owners.**
- **Poor pedestrian environment along 54th and University.**
- **Wide R.O.W. adjacent to site.**
- **Water quality sensitive areas along Chollas Creek.**
- **Possible contaminated sites.**
 - gas station, former dry cleaners, former auto repair shop.

NEXT STEPS

- Existing Conditions Analysis Report
- Working Group 2
 - Precedents | Best Practices
 - Draft Vision, Goals, Objectives

QUESTIONS | COMMENTS

