# COLLEGE AREA COMMUNITY PLAN

1989

# College Area

## Community Plan

City of San Diego Planning Department
202 C Street, MS 4A
San Diego, CA 92101

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# College Area Community Plan

The following information has been incorporated into this September 2005 posting of this Plan:

| Amendment | Date Approved by Planning Commission | Resolution Number | Date Adopted by City Council | Resolution Number |
|---|---|---|---|---|
| Adoption of the College Area Community Plan | January 12, 1989 | 0354-PC | May 2, 1989 | R-273373 |
| College Community Redevelopment Plan (SDSU Element) | September 16, 1993 | — | October 12, 1993 | R-282800<br>R-282801 |
| Mission Valley East Trolley Extension | March 2, 2000 | 2931-PC | August 5, 2002 | R-296980 |

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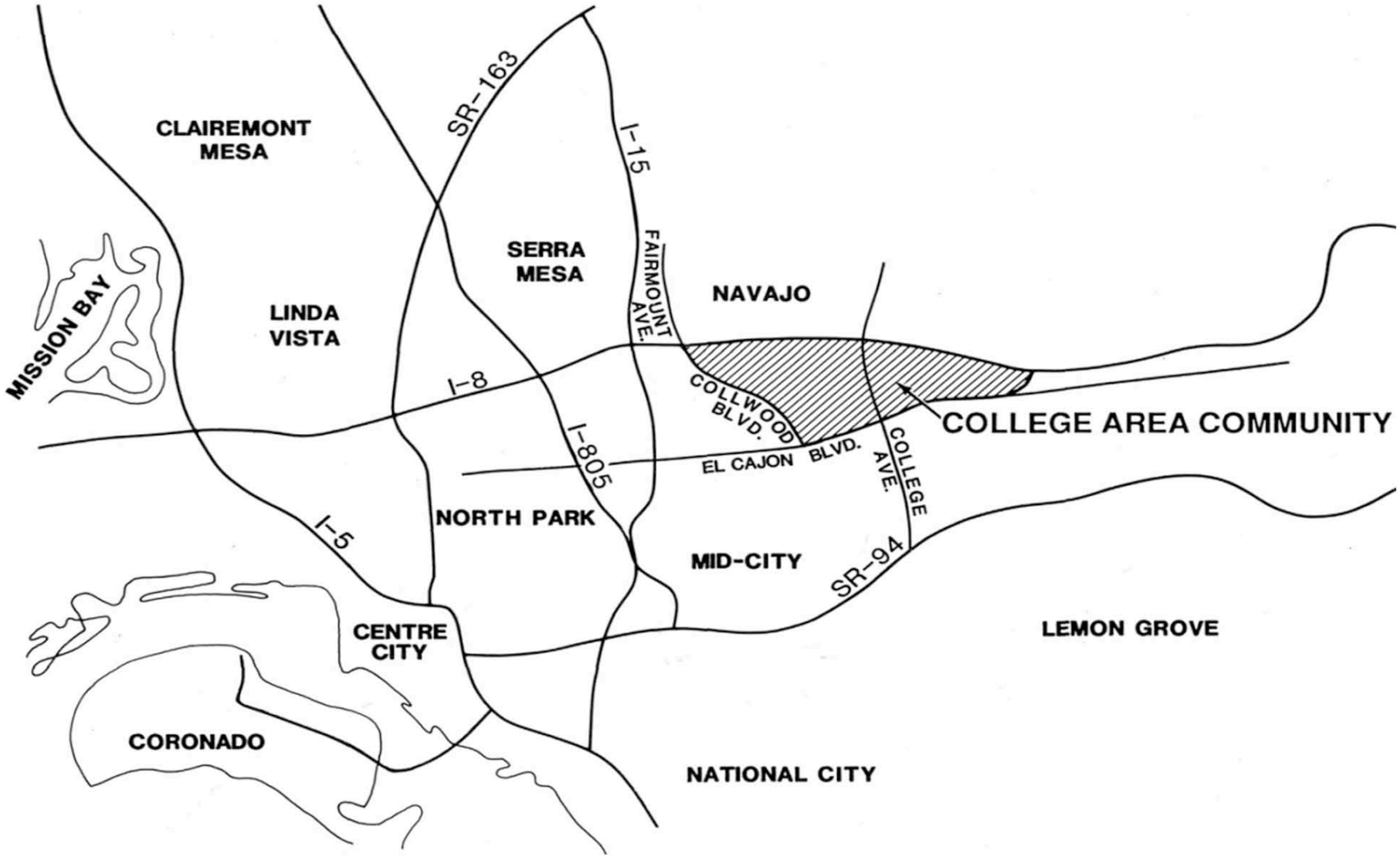
# *Introduction*

- ***The College Area Community***
- ***History***
- ***Existing Land Use and Zoning***
- ***Plan Alternatives***




**Location Map** **1**

**College Area Community Plan** FIGURE

# INTRODUCTION

## THE COLLEGE AREA COMMUNITY

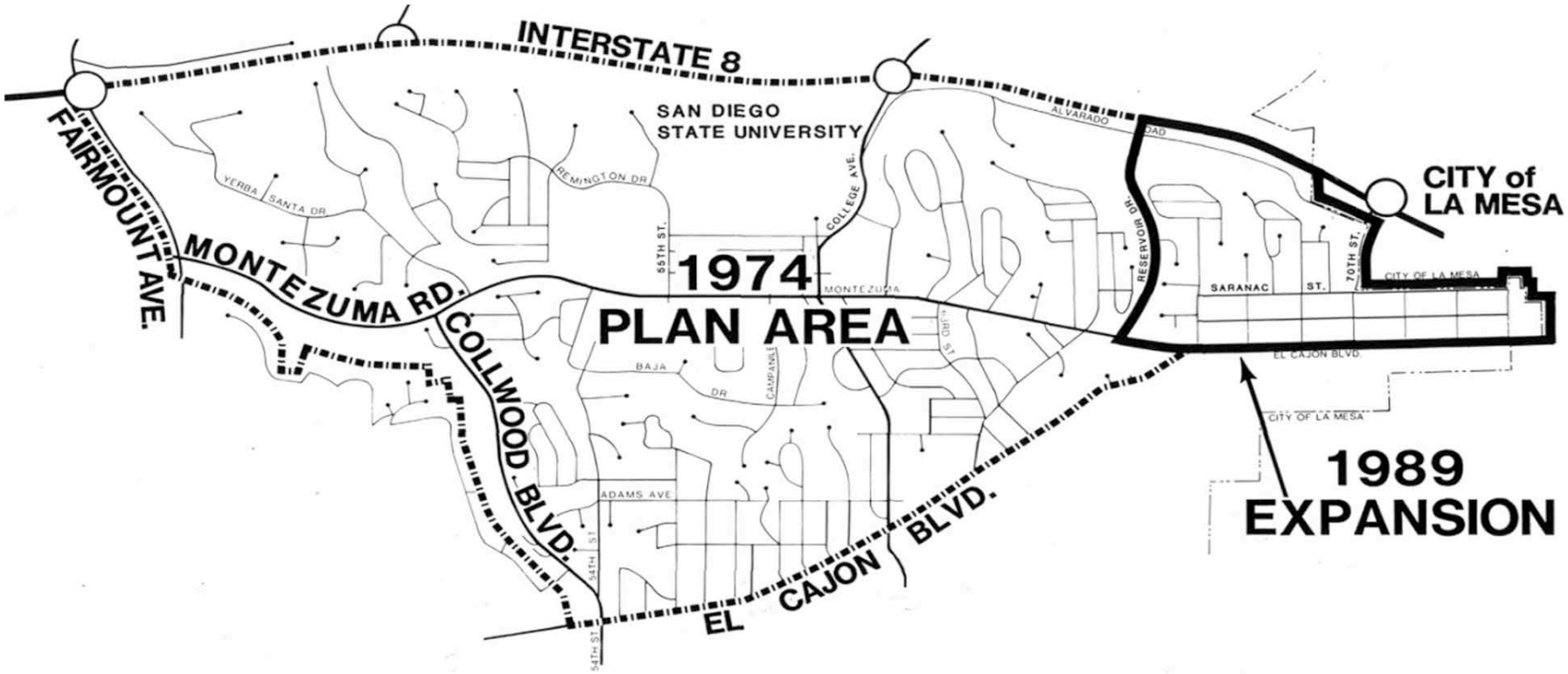
The College Area community is located in the central part of the City of San Diego, along the southern rim of Mission Valley and approximately eight miles northeast of the downtown area. It is a residential community which has been impacted by San Diego State University (SDSU) located on its northern edge and a deteriorating commercial corridor on its southern edge. The residents of the community wish to preserve the well-maintained single-family character of their neighborhoods, but there is also a need to provide additional multifamily housing in the community to house the growing university population. The location and density of this new housing are two key development issues in the community. Revitalization of the commercial corridor is another issue and one that has been addressed by adoption of the Mid-City Communities Planned District. Traffic congestion is also an issue confronting the community and is related to the large university-oriented population and through traffic traveling to and from adjacent communities. Partly because there is a lack of multifamily housing in the community, many students and faculty must commute to school each day. This university-bound traffic combined with traffic generated by growth in the adjacent Mid-City community has resulted in congestion on those streets connecting the community with Interstate 8 (I-8).

The plan area consists of approximately 1,950 acres and is developed primarily as a single-family community with approximately 56 percent of the developable land devoted to that use. The present resident population totals approximately 19,000 people, but a large number of nonresidents enter the community daily to attend school or work at SDSU. The 1987 enrollment at the university was approximately 36,000 students and the impact of large numbers of nonresidents in neighborhoods of the community has caused problems of congestion and overcrowding.

Two main arteries, Fairmount Avenue/Montezuma Road and College Avenue, connect I-8 to the community. The university is located immediately adjacent to I-8, and traffic bringing people to the university does not need to travel through single-family neighborhoods to get to the university. College Avenue and Collwood Boulevard provide north-south connections within the community and to the Mid-City area to the south.

El Cajon Boulevard connects the community to the Mid-City and Greater North Park communities to the south and west and the City of La Mesa to the east. El Cajon Boulevard is developed with older strip commercial development but is targeted for redevelopment and rehabilitation under the regulations of the Mid-City Communities Planned District Ordinance.

The College Area community presents a dual visual image. Entrances to the community are along heavily traveled streets leading to the high activity area surrounding the university. Development along El Cajon Boulevard is auto-oriented and visually fragmented, resulting in a busy and confusing image along the length of the southern boundary of the community




**Plan Area** **2**

**College Area Community Plan** **FIGURE**

However, within one block of the main arteries of the community and within just a few blocks of the university, the character of the community changes. Here the streets are lightly traveled, tree-lined and curving, some ending in cul-de-sacs. Canyons and hillsides are visible. Houses in these neighborhoods exhibit architectural styles that span five decades, but mature landscaping and similar scale of development give coherence to these neighborhoods. While these neighborhoods have for many years remained intact, now the university population has begun to move into the fringe areas causing some of the formerly quiet streets to become more heavily traveled and congested with parking. Similarly, the commercial development along El Cajon Boulevard has impacted adjacent residential development with overflow on-street parking, parking lots and service areas. The image of these fringe areas is becoming more like the higher activity areas of the community and less like residential neighborhoods. It is this expansion into the neighborhoods that is of greatest concern to residents of the community.

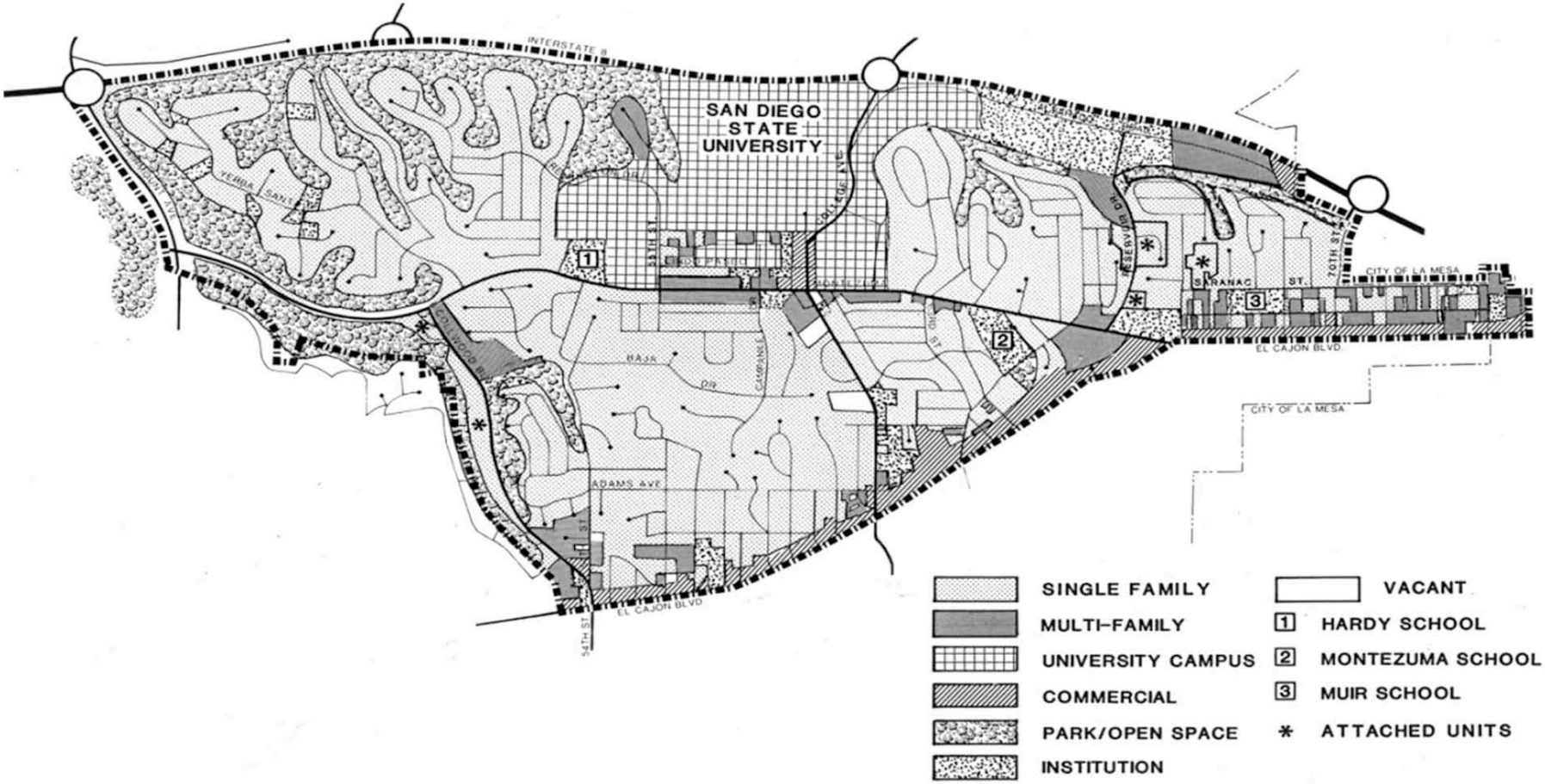
## HISTORY

The College Area community began to develop slowly during the early 1930s. The first subdivision maps occurred along El Cajon Boulevard, along Adams Avenue in the vicinity of 55th Street, in the vicinity of 63rd and Stewart Streets, and along Cresita Drive, Lindo Paseo and Hardy Avenue. Although these subdivision maps were recorded, few houses were actually built and the area remained a largely unoccupied, brush covered mesa throughout the 1930s.

In 1931, the State Teachers College, later to become San Diego State University, relocated to the area from its former Normal Street location. The college occupied a site of 125 acres and had an initial enrollment of 150 students. The location of the college in the area, combined with the natural eastward expansion of the City along El Cajon Boulevard resulted in a steady growth of the area over the next three decades. The postwar desire for suburban living and the completion of I-8 in the late 1950s further contributed to the growth of the community and the university.

The steady but gradual growth of the community has resulted in a variety of architectural styles, as well as subdivision patterns and site planning sensitive to the hillside topography of the community. Neighborhoods with Spanish and Craftsman style bungalows are next to neighborhoods with 1950s and 1960s ranch houses. Most neighborhoods are well landscaped and contain curving and hilly streets. The community thus consists of interesting and visually pleasant neighborhoods exhibiting a cross-section of development types and patterns spanning a 40-year period.

San Diego State University has continued to grow over the decades from its original enrollment of 150 students on 125 acres to a 1987 enrollment of 36,000 students on 215 acres. The university has had major impacts on this community as well as on neighboring communities in terms of traffic, parking and off-campus housing. In fact, the community has developed essentially into two communities, the predominantly single-family neighborhoods surrounding the university, and the university itself. Both share the same transportation system and other public facilities and both have developmental and sociological impacts on




## Generalized Existing Land Use - 1988

**College Area Community Plan**

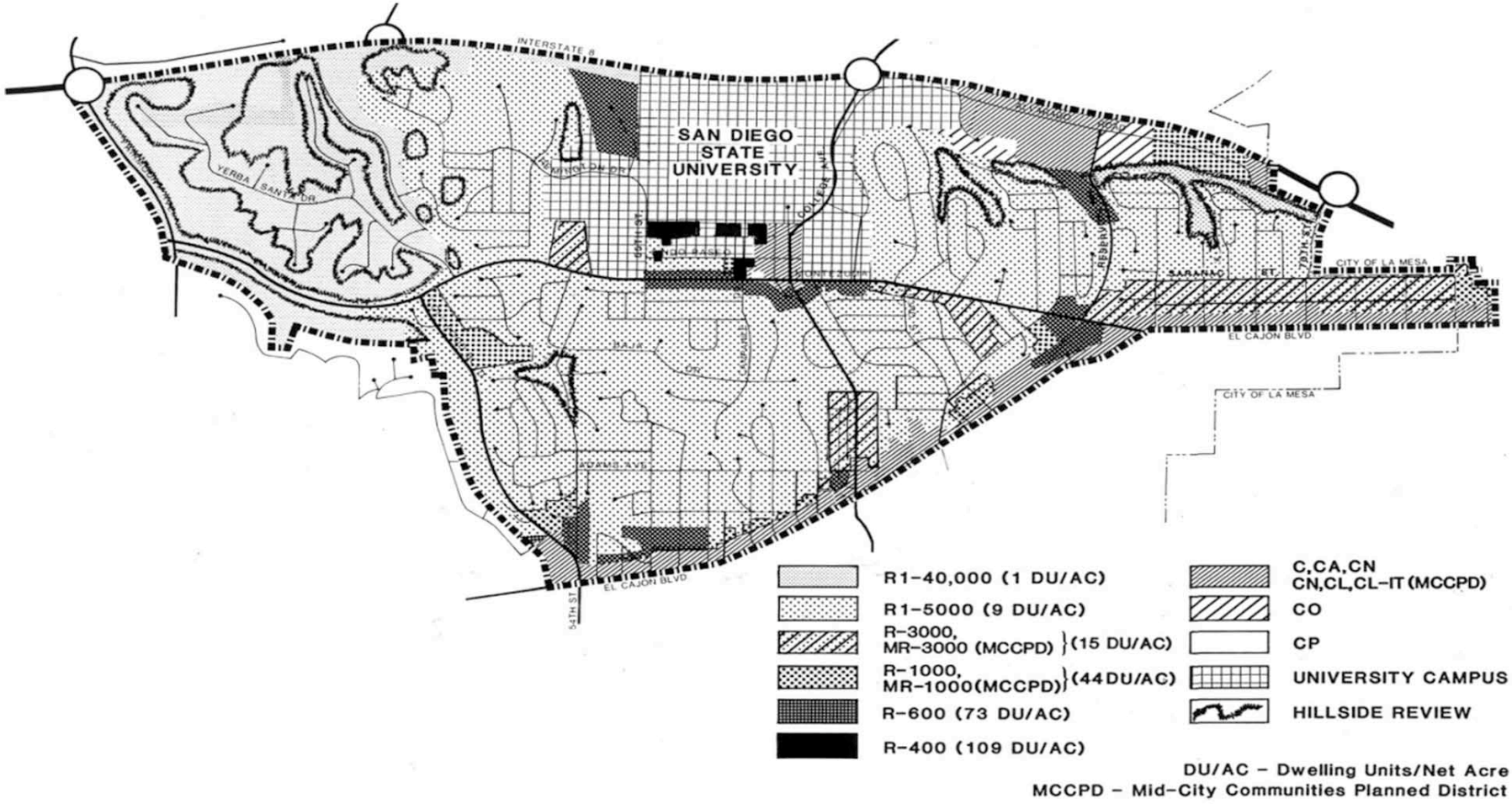
**3**
**FIGURE**

each other. The people who inhabit each community are more or less separate from each other. The majority of the population of the university community is there only part of each day and only on certain days of each week. Their community concerns often differ from the concerns of the single-family residential population that sees the community as a long-term place to live.

Community planning efforts began in 1965 with the adoption of the San Diego State College Area Community Plan which recommended high-intensity student housing adjacent to the university in order to minimize parking and circulation problems and to minimize impacts on single-family neighborhoods. The plan was updated in 1974 in order to address continued concern over traffic and circulation and maintenance of the community as a primarily single-family community. At that time, the plan name was shortened to the State University Area Plan. The 1974 plan continued to recommend high-density housing adjacent to the university and reemphasized the need to maintain existing single-family neighborhoods. In 1983, the plan was amended to designate specific areas in the community for fraternity and sorority houses in order to accommodate the growth of fraternal organizations at the university and to prevent these uses from adversely impacting single-family neighborhoods. This amendment identifies appropriate sites for future fraternities and sororities. Zoning in most of the fraternity and sorority area permits development of dormitories and other multifamily housing as well. This update of the community plan has incorporated the recommendations of the 1983 amendment into this text.

In January 1986, the Mid-City Planned District and the Mid-City Design Plan were adopted. These regulations and guidelines were applied to the Mid-City community, which includes the south side of El Cajon Boulevard. Since the north side of El Cajon Boulevard is experiencing the same problems as the south side, the north side, a part of the College Area, was also included. In November 1987, the planned district development regulations were amended and the name was changed to the Mid-City Communities Planned District. The Mid-City Communities Planned District applies to the State University plan area along the north side of El Cajon Boulevard and to all multifamily development east of Reservoir Drive, north of El Cajon Boulevard. The planned district's purpose is to improve development along the north side of El Cajon Boulevard and to ensure the new multifamily development is compatible with older, adjacent neighborhoods. In 1999, the Mid-City Communities Planned District as applied in this area was revised and renamed the Central Urbanized Planned District.

The 1989 College Area Community Plan changes the name of the plan and the community and expands the boundaries of the planning area to include the neighborhoods east of Reservoir Drive and north of El Cajon Boulevard (**Figure 2**). These neighborhoods were previously part of the Mid-City Community Plan. At the time of the 1974 plan update, Reservoir Drive ran through an undeveloped canyon and served as a natural, topographic boundary to the planning area. However, since 1974, development has occurred along Reservoir Drive and intensification of development has occurred in the neighborhoods south of El Cajon Boulevard, leaving the single-family neighborhoods to the north of El Cajon Boulevard and east of Reservoir Drive more strongly related to the predominantly single-family College Area. For these reasons, the Mid-City Plan has been amended to delete this area and the College Area planning area now includes it.




**Existing Zoning - 1988**

**College Area Community Plan**

**4**
**FIGURE**

## EXISTING LAND USE AND ZONING

As shown on **Table 1** and in **Figures 3** and **4**, the majority of the community is zoned for and developed with single-family housing. Multifamily housing is located in the vicinity of the university and along transportation corridors. Commercial development is located along El Cajon Boulevard and along the portion of College Avenue adjacent to the university. Institutional uses, which include two large facilities, SDSU and Alvarado Medical Center, occupy a proportionately large segment of the community.

Throughout most of the community, existing land use and zoning conform to one another. The notable exception is privately owned open space areas. While there is no specific zoning for such areas, the plan designated such open spaces for very low-density residential development (Rl-40000, or one dwelling unit per acre) and Hillside Review Overlay Zoning (HR). There are significant vacant properties in the northwestern portion of the community which are designated for open space and zoned Rl-40000 and Hillside Review Overlay.

**TABLE 1**
**Existing Land Use—1988**

| Use | Acres | Percent of Area* |
|---|---|---|
| Residential | 1,365 | 70.0 |
| Single-family | 1,165 | 59.7 |
| Multifamily | 200 | 10.3 |
| Commercial | 96 | 9.9 |
| University | 215 | 11.3 |
| Other Public/Semipublic | 76 | 3.8 |
| Vacant | 204 | 10.4 |
| **Total Acres** | **1,957** | |

* May not total 100 percent due to rounding.

Sources: U.S. Census, 1980; Series 7 Growth Forecast, San Diego Association of Governments; Population, Housing Inventory Data, January 1, 1988, City of San Diego

## PLAN ALTERNATIVES

The following alternative land use plans have been considered in preparing for the revision of this Plan. The variations largely pertain to differences in population density. In each of the alternatives, nonresidential land use would remain approximately the same. While variations in these land uses have been considered, their impact on the overall holding capacity would be minor.

### Existing Plan Alternative

This alternative would continue development patterns recommended by the 1974 plan and basically reflects existing conditions in the community. Under this alternative, the predominant land use would be single-family housing at densities of zero to ten dwelling

units per acre. Multifamily housing would continue to be located in pockets along the Collwood Boulevard corridor; in areas immediately to the north of El Cajon Boulevard; and in the area immediately to the south of the university with some room for increased growth through redevelopment in this area. New multifamily development could also occur along El Cajon Boulevard as part of redevelopment under the adopted Mid-City Communities Planned District. Multifamily densities would range from 15 to 109 dwelling units per acre. Land uses and zoning are generally in conformance under this alternative.

If this alternative were to be continued, there would be no provisions for growth in the community, nor would there be provision for accommodation of the existing residential and transportation needs of the community. This alternative is not recommended by this Plan update.

**Moderate Growth Alternative (Selected Alternative)**

This alternative recommends moderate growth of multifamily housing in the community. This alternative identifies a multi-purpose area adjacent to the university for student housing at high and very high densities in accordance with existing zoning. The multi-purpose area would also contain student-oriented commercial uses and university-oriented offices under expanded commercial zoning. This area presently contains a mixture of fraternity houses, multifamily housing, retail commercial and university offices. Under this alternative, new multifamily development could occur on the north side of El Cajon Boulevard as part of redevelopment under the Mid-City Communities Planned District. Commercial redevelopment would also occur under the Mid-City Communities Planned District.

This alternative provides enough housing growth to reduce the growing pressure for additional student housing, but maintains the community as predominantly single-family. This alternative will also help reduce traffic congestion by providing housing close to the university, thereby reducing daily commuter traffic into the community. It is this moderate growth alternative that this Plan update recommends.

**Maximum Growth Alternative**

This alternative would recommend extensive growth of multifamily housing along three transportation corridors in the community. The area north of the El Cajon Boulevard corridor from Montezuma Road to 54$^{th}$ Street, both sides of Montezuma Road from 55$^{th}$ Street to Catoctin Drive, and both sides of College Avenue from Montezuma Road to El Cajon Boulevard would be recommended for increased densities. In all three areas, existing single-family housing would be replaced with multifamily housing. New multifamily housing could also occur on El Cajon Boulevard as part of redevelopment under the Mid-City Communities Planned District. Commercial redevelopment would occur under the Mid-City Communities Planned District, but no new areas for commercial development are recommended by this alternative.

This alternative would probably reduce the existing pressure for additional student housing and may reduce commuter traffic in the community. However, stable, well-maintained

single-family neighborhoods could be disrupted and, while the community would remain predominantly single-family, some of the single-family neighborhoods within and adjacent to the new multifamily areas could be adversely impacted by traffic congestion, scarcity of on-street parking, and visual intrusion of large buildings out of scale with adjacent single-family houses. This alternative is not recommended by this plan update.

# *Plan Summary*

- ***Purpose and Format of the Plan***
- ***Issues Facing the Community***
- ***Overall Plan Goals and Objectives***

# PLAN SUMMARY

## PURPOSE AND FORMAT OF THE PLAN

This Plan is to be used as a guide for the orderly growth of the community. The diversity between the two principal land uses in the College Area community calls for a plan that will enhance relationships and resolve conflicts between single-family neighborhoods and the university. Consequently, this Plan will emphasize positive relationships between these two land uses as well as among the other land uses in the community. The Plan will also concentrate on an improved transportation system and the establishment of an urban design program for the community.

This Plan is a revision of the State University Area Plan adopted by the City Council on January 24, 1974, by Resolution No. 209735 and amended on August 9, 1983, by Resolution No. R-259051, and further amended in 2002 by Resolution No. 296980. While this Plan sets forth proposals for implementation, it does not establish new regulations or legislation, nor does it rezone any property. Should the adopted Plan recommend rezonings, then subsequent and/or concurrent public action, including public hearings, would be undertaken to rezone property in conformance with plan recommendations.

This Plan is intended to be effective for a period of ten to 15 years. It should not be considered a static document. Unanticipated environmental, social or economic changes may necessitate changes to the Plan. Therefore, the Plan and the community should be monitored to ensure that development occurs in a manner consistent with the Plan, and that the Plan remains relevant to the community and the City. The College Area Community Council, as the City Council-recognized representative of the community, is the organization primarily responsible for the monitoring process. The College Area Community Council should work with City staff to advise the City on the appropriateness of new development and the need for changes to the Plan.

The individual elements of the Plan pertain to the community as a whole. The overall goals provide a basis for the objectives and recommendations found in the individual plan elements. Each plan element includes existing conditions and recommendations for the particular subject area. The final section of the Plan lists actions recommended for its implementation.

## ISSUES FACING THE COMMUNITY

The College Area Community Council, other members of the community, and the Planning Department have developed the following list of issues which face the community and which this Plan addresses:

1. Existing single-family neighborhoods need to be preserved. New multifamily housing should only occur in areas and at densities which minimize conflicts with existing single-family neighborhoods.

2. The proliferation of single-family houses rented to more students than the houses are designed to hold must be regulated in order to maintain the existing character of single-family neighborhoods. The Single-Family Rental Overlay Zone ordinance provides for this regulation.

3. On-campus housing and parking facilities need to be increased in order to lessen the impact of student housing needs on the surrounding community.

4. The fraternity/sorority area needs to be maintained in order to ensure adequate sites for future fraternity and sorority houses.

5. Enrollment at the university needs to be maintained at, or reduced from, its 1987 level.

6. Auto access to the university from other communities and on-campus parking need to be improved.

7. Mass transit to the university from other parts of the City needs to be improved.

8. Bicycle facilities within the community need to be expanded to provide alternatives to automobile transportation.

9. Parking standards for new development need to be increased.

10. Commercial facilities along the El Cajon Boulevard corridor need to be upgraded, but should not be expanded beyond those areas presently (1988) zoned for commercial development.

11. New development along El Cajon Boulevard must be compatible with the existing single-family neighborhoods.

12. The canyon slopes adjacent to I-8, Fairmount Avenue/Montezuma Road and Collwood Boulevard need to be protected as open space.

13. Alternative uses for sites occupied by discontinued public facilities should be clearly outlined and should be compatible with surrounding neighborhoods.

14. Improved and/or enlarged library, recreational facilities and new community parks need to be provided for the community.

## OVERALL PLAN GOALS AND OBJECTIVES

### General Land Use Goal

Provide for growth in the community in a manner that ensures preservation of single-family neighborhoods, ensures that multifamily, university-oriented, and commercial development is compatible with adjacent single-family neighborhoods, and that maintains a level of growth within the capacity of the transportation and public services systems.

**Residential Goal**

Maintain the predominantly single-family character of the community.

**Objectives**

1. Identify areas appropriate for multifamily development.

2. Identify density levels appropriate for multifamily development in order to ensure compatibility with existing single-family neighborhoods.

3. Reduce the shortage of student housing by identifying a mixed-use area adjacent to the university for all forms of student housing including apartments, dormitories, fraternities and sororities. Develop a detailed land use plan and implementation program for development in the mixed-use area.

4. Designate sites for the adequate growth of fraternities and sororities which minimize the impacts of such organizations on surrounding neighborhoods. Apply development guidelines through the Conditional Use Permit process to all new fraternities and sororities to limit their impact on the single-family character of the community.

**Transportation Goal**

Develop a transportation system which facilitates transportation into, throughout, and out of the community.

**Objectives**

1. Separate, as much as possible, university-oriented traffic from local traffic within the community.

2. Improve access from I-8 to the university.

3. Improve mass transit service to the university from other communities.

4. Improve bicycle circulation and parking facilities.

5. Reduce conflicts between automobiles, mass transit, bicycles and pedestrians.

6. Improve parking requirements to provide sufficient parking opportunities for the entire community.

**Commercial Goal**

Provide a range of retail sales and service facilities to adequately serve the community.

**Objectives**

1. Maximize accessibility of commercial activity areas to neighborhood residents.

2. Achieve economic and physical revitalization along the north side of El Cajon Boulevard through the development of a mixture of retail, office and multifamily housing.

3. Improve the site and architectural design of commercial development and mixed or multiple use development along the north side of El Cajon Boulevard through conformance to the Mid-City Communities Planned District.

4. Improve the physical relationship between development along the north side of El Cajon Boulevard and adjacent residential development by implementing the development standards of the Mid-City Communities Planned District.

5. Provide a range of student-oriented commercial services within the mixed-use area adjacent to the university.

**Open Space Goal**

Develop a cohesive open space system in the community.

**Objectives**

1. Retain and publicly acquire open space areas identified in this Plan.

2. Maintain visual access to open space areas from public rights-of-way and other public areas.

**Park and Recreation Goal**

Ensure a high level of recreational and social opportunities within the community.

**Objectives**

1. Provide a system of public recreational facilities in the community which meet the standards of the Progress Guide and General Plan (General Plan) to the extent feasible.

2. Require the provision of private recreational facilities as part of higher density residential projects.

3. Require plazas, seating areas, and landscaped areas to provide passive recreational areas as part of mixed or multiple-use commercial projects.

**Public Facilities Goal**

Ensure a high level of public services to the community.

**Objectives**

1. Provide educational facilities which respond to the present and future needs of the community.

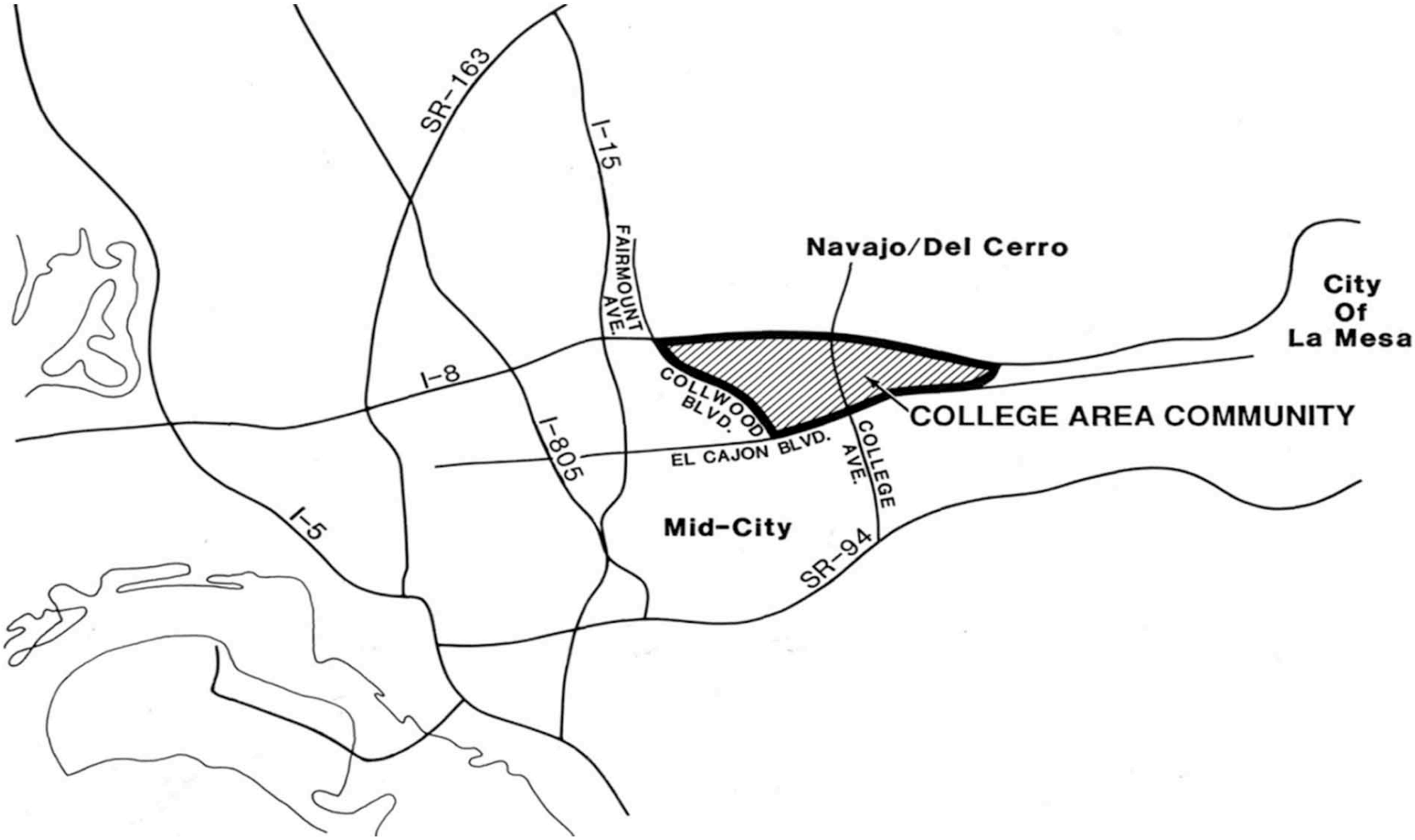
2. Maintain a level of police and fire protection which conforms to citywide standards.

3. Provide library service which adequately serves the community in conformance with standards of the General Plan.

4. Maintain public utilities at a level which meets the future needs of the community.

# *Planning & Legislative Framework*

- ***Relationship to Surrounding Communities***
- ***Legislative Framework***




**Surrounding Communities**

**College Area Community Plan**

**5** FIGURE

# PLANNING AND LEGISLATIVE FRAMEWORK

## RELATIONSHIP TO SURROUNDING COMMUNITIES

The relationship of the community to neighboring communities was considered in the preparation of this Plan. Development patterns in the Mid-City area, the City of La Mesa and the southern portion of the Navajo community (Del Cerro), as well as the recommendations of planning documents for these areas, have had an impact on the preparation of the College Area Community Plan.

### Mid-City

The College Area community is bounded on the south and west by the Mid-City community. The two communities are separated along the western boundary of the College Area community by a canyon, but share the lengthy El Cajon Boulevard strip commercial area as the College Area community southern boundary. The Mid-City Planned District encompasses the commercial development along the north side of El Cajon Boulevard even though that property is within the boundaries of the College Area Community Plan. The two communities are connected by Fairmount Avenue, Collwood Boulevard, College Avenue, 54th Street and 63rd Street.

### City of La Mesa

The City of La Mesa bounds the College Area community on the east. Development patterns in the two communities are similar. The La Mesa General Plan essentially repeats the recommendations of this Plan for the eastern edge of the community. These recommendations include commercial development along El Cajon Boulevard with multifamily development adjacent to the commercial areas and single-family development adjacent to the multifamily areas.

### Navajo-Del Cerro

Del Cerro, the southern portion of the Navajo community lies to the north, across I-8. Multifamily and single-family development are the primary uses along the Navajo southern boundary. The width of I-8 and the grade separation between the two communities is so great that the two communities have minor development impacts on each other.

## LEGISLATIVE FRAMEWORK

The College Area Community Plan was developed within the context of a legislative framework. Some of the more significant legislation is discussed below:

1. Section 65450 of the Government Code of the state of California (State Planning and Zoning Act) gives authority for the preparation of community plans and specifies the elements which must appear in each plan. It also provides means for adopting and administering these plans.

2. Government Code of the state of California, Chapter 4.3, requires local governments and agencies to provide incentives to developers to include affordable units in housing projects. The City has prepared an ordinance to establish an Affordable Housing Density Bonus. This ordinance provides an increase in density in a given zone for projects in which a portion of the total housing units are for low- or moderate-income persons.

3. The California Environmental Quality Act of 1970 (CEQA) as amended, requires environmental documents to be prepared for all community plans. Separate, detailed environmental impact reports are also required for all projects which may adversely affect the environment, including actions related to implementing this Plan.

4. The Regional Air Quality Strategy (RAQS) was developed in 1977 to achieve a level of air quality in the San Diego Air Basin that would meet federal air quality standards set forth in the National Clean Air Act. A major recommendation pertinent to this planning effort is to include air quality considerations in all land use and transportation plans.

5. The Land Development Code regulates the development of land and subdivision of land in preparation for development. Properties along El Cajon Boulevard are within the Central Urbanized Planned District, the purpose of which is to improve the quality of development along El Cajon Boulevard to aid in economic revitalization. It is also the purpose of the planned district to ensure new development compatible in scale and design to older surrounding neighborhoods.

6. In addition to legislation, the City Council has adopted a number of policies to serve as guidelines in the decision-making process. Many of the policies relate directly to planning issues and should be used in implementing plan recommendations.

7. The Progress Guide and General Plan of the City of San Diego establishes goals, guidelines, standards and recommendations which serve as the basis for the goals, objectives and recommendations of the community plan.

8. The state of California does not require any agency of the state to comply with local government regulations. San Diego State University Foundation, as an agency of the state, is not required to comply with local regulations, including Zoning and Subdivision Ordinances of the City of San Diego, but has agreed to comply with the City's review and processing of the College Community Redevelopment Project and future developments within the redevelopment project area.

# *Plan Elements*

- ***Housing***
- ***San Diego State University***
- ***Transportation***
- ***Commercial***
- ***Open Space***
- ***Parks and Recreation***
- ***Public Facilities***
- ***Urban Design***

# HOUSING

## EXISTING CONDITIONS

The primary residential goal of this plan is the preservation of single-family neighborhoods. The City's Growth Management Program is based on preservation of established single-family neighborhoods, especially within the urbanized portion of the City where pressure to develop multifamily housing is strong. The recommendations of the community plan focus on the protection of this community's single-family neighborhoods and include rezonings and retention of existing single-family zoning in order to ensure that the community remains predominantly single-family in the future.

The last decade has witnessed growth of the university, but relatively little growth of the multifamily housing stock in the community. The university estimates that approximately 16 percent of the student body living off-campus resides within the State University (within one mile of campus). This is due, in part, to the lack of multifamily housing in the area and, in part, to individual preference about where to live. In both cases, the result is that most students drive from other communities into the area each day, causing traffic congestion and parking problems in a significant portion of the community.

Students have found that they can rent single-family houses and live close to the university and avoid the traffic congestion that plagues so many students. These single-family houses become, in effect, a form of higher density housing which substitutes for the more traditional forms of multifamily housing in the community. Because more people live in these houses than the structures were designed to house, the impact on surrounding single-family neighborhoods is often negative. These houses generate more traffic than single-family houses, are provided with insufficient off-street parking, are sometimes poorly maintained by the tenants and house people whose life style may sometimes conflict with the life styles of family-oriented property owners. Many single-family property owners, therefore, perceive this situation to be an erosion of the established single-family neighborhoods of the community.

In order to help alleviate this problem, the City Council, in May of 1987, adopted the Single-Family Rental Overlay Zone Ordinance (0-16868) and in July of 1987 applied this ordinance to the State University Area. The ordinance protects single-family neighborhoods by regulating how single-family houses may be rented in those areas where the overlay zone is applied. The ordinance requires sufficient off-street parking for the number of people renting a house, requires rooms to be a certain size, requires enough bathrooms for the number of residents, limits curb cuts and requires landscaping which must be maintained. The regulations of the ordinance are enforced on a complaint basis by the Planning Department.

An additional solution to this problem is more multifamily housing close to the university. However, that housing must be located and designed so that it does not intrude upon established single-family neighborhoods. The location of new multifamily housing near the university or along the El Cajon Boulevard corridor, and the permitted densities of that housing are the key factors in minimizing conflicts between the two housing types in the community.

High activity areas, such as transportation corridors and areas adjacent to high activity areas, are preferred locations for multifamily housing because of the multiplicity of urban services available in such areas. If an area exhibits a mixture of housing densities, or a mixture of residential and more intense land uses, or if it exhibits deterioration of structures, the area may be suitable for reinvestment with new multifamily housing. In keeping with these principles, this Plan makes recommendations for new multifamily housing in those areas of the community where such conditions as mentioned above exist. New multifamily housing constructed in these areas must minimize impacts on existing adjacent single-family neighborhoods. Specifically, these are adjacent to the university and to the El Cajon Boulevard corridor.

## POPULATION AND HOUSING CHARACTERISTICS

1. While the population of the community experienced substantial increase in the 1960s, the population has remained stable since the early 1970s.

2. The household size has decreased since 1980.

3. Approximately 56 percent of the land area is developed with single-family housing.

4. Approximately ten percent of the land area is developed with multifamily housing.

5. Most of the housing units are in sound condition.

In order to understand the housing needs of the community, a brief description of the population and existing housing is helpful. The following paragraphs are a composite of information from the 1980 census and the yearly update estimates of census date compiled by the City of San Diego Planning Department.

The population of the area in 1988 numbered approximately 19,000 people, which represented 1.9 percent of the total City population. According to the 1980 census, 91 percent of the population was white, with the remaining nine percent evenly divided among blacks, Asians and other racial groups identified by the census. The population was generally older than that of the City as a whole, with 15 percent at an age of 65 years and older, as compared to a citywide average of 10 percent in the same age group. The average family size in 1987 was 2.16 persons, compared to 2.74 in 1980.

The median family income in the area, according to the 1980 census, was approximately $22,000 as compared to a citywide figure of $20,000. The poverty threshold for a family of four was $7,412. Approximately 17 percent of the population of the area fell into this category. Most of the people in this category were elderly people over 65 and families with a female as head of household with no husband present.

Of the approximately 7,500 housing units in the area in 1988, approximately 52 percent were single-family structures and 48 percent are multifamily units. Approximately 56 percent of the total units in the area were owner-occupied, with 44 percent renter-occupied. On January

1, 1987, the vacancy factor for the 92115 zip code area, which includes the College Area community, was 3.5 percent. Most of the housing units were in sound condition. The rental vacancy rate in 1987 was 7.7 percent. The median value of housing according to the 1980 census was $92,700 compared to a citywide value of $90,700, and median rent was $288 per month compared to a citywide figure of $249.

**TABLE 2**
**Population and Housing Characteristics -1988**

| | |
|---|---|
| Total Population | 19,000 |
| Total Housing Units | 7,500 |
| Single-Family Units | 3,900 |
| Multifamily Units | 3,600 |
| Average Family Size | 2.15 |
| Overall Community Density | 9 people/acre |
| Average Family Income | $22,000 |
| Median Housing Value | $92,700 |

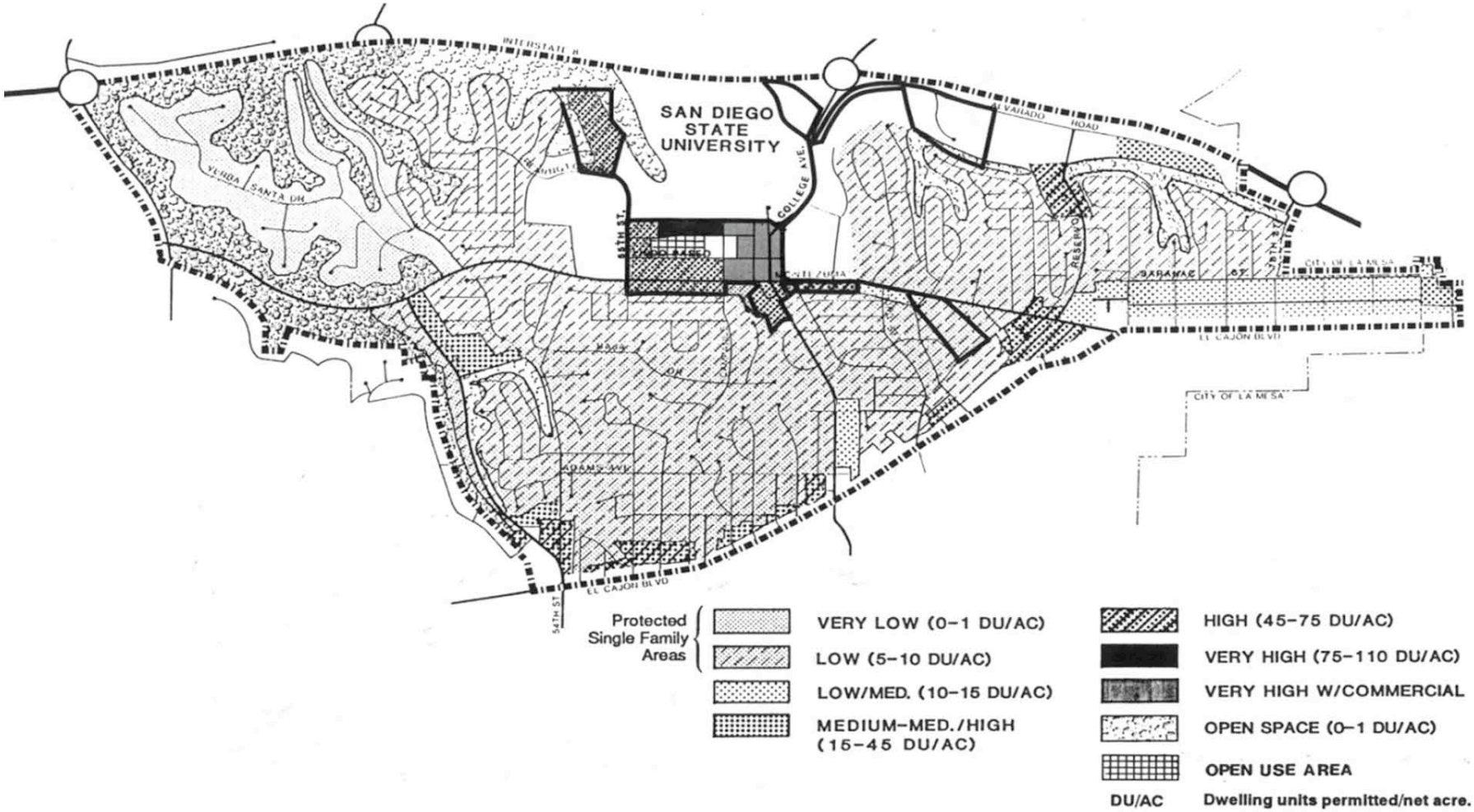
Sources: U.S. Census, 1980; Population, Housing Inventory Data, January 1, 1988, City of San Diego

The overall profile of the community is that of a middle class community beginning to age but still somewhat family oriented. The overall density of the community is low (nine people/acre), while the relative wealth (income, housing value, rent) is higher than average. Even though there is a significant nonresident population, the community is still a stable, established area.

**Table 3**, below, represents projected growth in the College Area community based on the recommendations of this Plan. All new housing units are projected to be multifamily units with the number of single-family units remaining the same as in 1988. These projected numbers may not be used as absolute quantities representing future growth. These numbers are included for planning purposes only and represent gross estimates that do not reflect changing economics or social factors in the City or the region. They are included here only as possible future quantities (based on recommended land uses and densities) to be compared with existing numbers.

**TABLE 3**
**Projected Population and Housing Units**

| | |
|---|---|
| Total Population | 22,000 |
| Total Housing Units | 8,750 |
| Total Increase of Units | 1,250 |
| Percent Increase | 14% |




**Recommended Residential Densities**

**College Area Community Plan**

**6**
**FIGURE**

## RECOMMENDATIONS

1. Protect stable single-family neighborhoods by maintaining them at very low and low densities.

    a. Require single-family property owners to conform to the regulations of the Single-Family Rental Overlay Zone.

    b. Do not permit fraternities or sororities to locate in areas other than those designated on **Figure 7**.

2. Development occurring in steep slopes areas of the community should be sensitive to existing topography and vegetation on the site as outlined in the Steep Hillside guidelines and the urban design guidelines of this Plan. Development which is inappropriate for hillside sites, for instance, tennis courts or parking areas, should be avoided. Development should be clustered on flatter portions of a site and located close to access streets in order to minimize grading for roadways and driveways.

3. Development along the northeast side of Fairmount Avenue and Montezuma Road should not take access from either Fairmount Avenue or Montezuma Road. Any new development should adhere to the Steep Hillside guidelines, with development clustered at the top of the slopes, close to Palo Verde Terrace or Yerba Santa Drive.

4. Rezone the property on the east side of 54th Street, north of El Cajon Boulevard from R-600 to Rl-5000 (**Figure 23B**).

    This rezoning will result in both the eastern and western portion of a single vacant parcel being zoned the same (Rl-5000). The Rl-5000 zoning will ensure that the density of any development on the parcel will be compatible with existing surrounding single-family neighborhoods. This rezoning will not affect the already approved Planned Residential Development permit on this site, but will affect any future development if the approved development proposal is not built.

5. Property located north of El Cajon Boulevard, which is zoned for multifamily development but is developed with single-family housing and is an integral part of existing single-family neighborhoods, should be rezoned to the R1-5000 Zone.

    Affected property is located on the east side of Betting Street, both sides of 58th Street, along Soria Street, on the north side of Arosa Street west of College Avenue, and on the east side of Art Street (**Figures 23A** and **23B**). These rezonings will help to protect existing single-family neighborhoods.

6. Single-family lots should not be subdivided unless the new lots meet all requirements of the underlying single-family zone. No panhandle lots should be created, nor should any other variances relating to lot size or configuration be granted.

7. Building permits for conversion of garages on single-family property to storage or living spaces should not be approved, unless required off-street parking can be maintained on the site.

8. Rezone five lots on the east side of 60th Street, north of El Cajon Boulevard, from R-3000 to R1-5000 (**Figure 23B**). Four of these lots are developed with single-family houses, while the fifth has two units in one structure with the appearance of a single-family house. Predominant zoning and development on 60th Street is single-family and the rezoning of the five lots will make the zoning on those lots compatible with zoning on the rest of 60th Street.

9. All existing multifamily-zoned areas located north of El Cajon Boulevard which are already developed with multifamily housing or are developed with single-family housing which is not an integral part of existing single-family neighborhoods, should be zoned to provide for buffering between uses such as commercial and residential uses or between residential uses of different intensities.

10. All new multifamily housing adjacent to the El Cajon Boulevard corridor should be designed for compatibility in bulk and scale with surrounding lower density, single-family development as outlined by the urban design guidelines of this plan.

11. All new multifamily housing which is developed as part of multiple use projects in the commercial zones along the north side of El Cajon Boulevard should be designed to emphasize architectural and circulation relationships between on-site multifamily housing, on-site commercial development and adjacent residential development. The College Area Community Council shall review all discretionary permits applied for along the north side of El Cajon Boulevard within the College Area Community Plan.

12. New multifamily housing, including dormitories, fraternities and sororities should be developed adjacent to the university, within a mixed-use area as discussed in the San Diego State University Element and the College Community Redevelopment Plan (see **Figure 7B**). This new housing should be compatible with the bulk, scale, and character to adjacent development. Structures up to 12 stories tall should be considered with enclosed or underground parking. Strong pedestrian links to the university, nearby commercial facilities and public transit facilities should be provided. Multiple or mixed-use development consisting of housing, retail and university-oriented office facilities should be provided (see **San Diego State University Element**).

13. Fraternities and sororities should not be permitted to develop outside the area shown on **Figure 7B**.

14. Senior citizen housing projects should be located near commercial facilities, health care facilities, and public transportation. The north side of El Cajon Boulevard, is an ideal location for senior housing due to the availability of market commercial facilities and mass transit. Recreational areas (see Recommendation 14, below) should be provided. Security of residents should be assured by fencing, enclosed parking, lighting of common

areas and controlled pedestrian entry areas. Landscaping should be used to enclose, screen and visually enhance outdoor recreation areas.

15. All new multifamily development projects, including student housing, should provide a variety of on-site recreational facilities which may include, but not be limited to: swimming pool, spa, gym, tennis courts, picnic areas, barbecues and lounge areas. Because of lack of public park and recreational facilities in this community, on-site recreational facilities will help meet the recreational needs of residents.

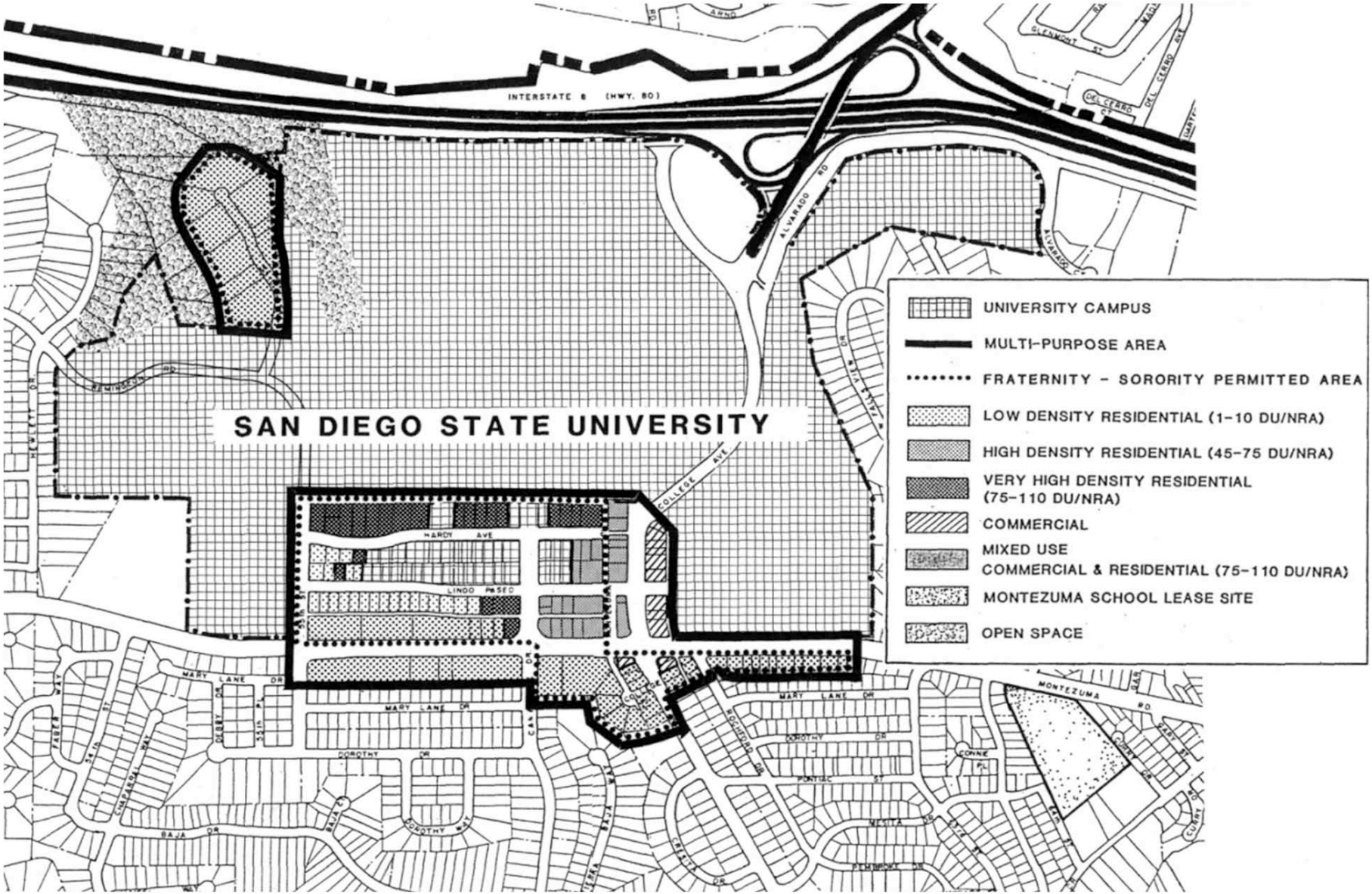
16. Conditional Use Permits for nonresidential uses (e.g., churches, schools, residential care facilities) in residential areas, or for higher intensity residential uses (e.g., companion units, guest quarters) in lower density residential areas should include elements to ensure that the development permitted is compatible with surrounding development. The **Implementation Element** of this Plan contains guidelines for such Conditional Use Permits.

    a. Screening or buffering with fences, walls, landscaping, or increased setbacks, or any combination of these four methods should be used to minimize the impact of the project on the surrounding neighborhood.

    b. Parking areas should be located to the rear of the project or within a structure. If surface parking must be located near a perimeter of the property, landscaping should be used to screen parking from adjacent property and from the public right-of-way.

    c. Structures should be compatible with the bulk and scale of surrounding neighborhoods, particularly if those neighborhoods consist of single-family development. Facades should be articulated, rooflines varied and upper stories set back from the story below.

    d. Access to and from the project should be designed to minimize on-street congestion. In the cases of churches and schools, pickup/drop-off areas and bus loading/unloading areas should be provided on-site.




**Proposed Land Use - University and Surrounding Area**

**College Area Community Plan**

**7**
**FIGURE**

## SAN DIEGO STATE UNIVERSITY

### EXISTING CONDITIONS

1. The university has been located in the community since 1931 and has grown considerably since that time.

2. Present enrollment is not expected to increase over the next five years.

3. Parking and housing facilities in the area are insufficient for the number of enrolled students.

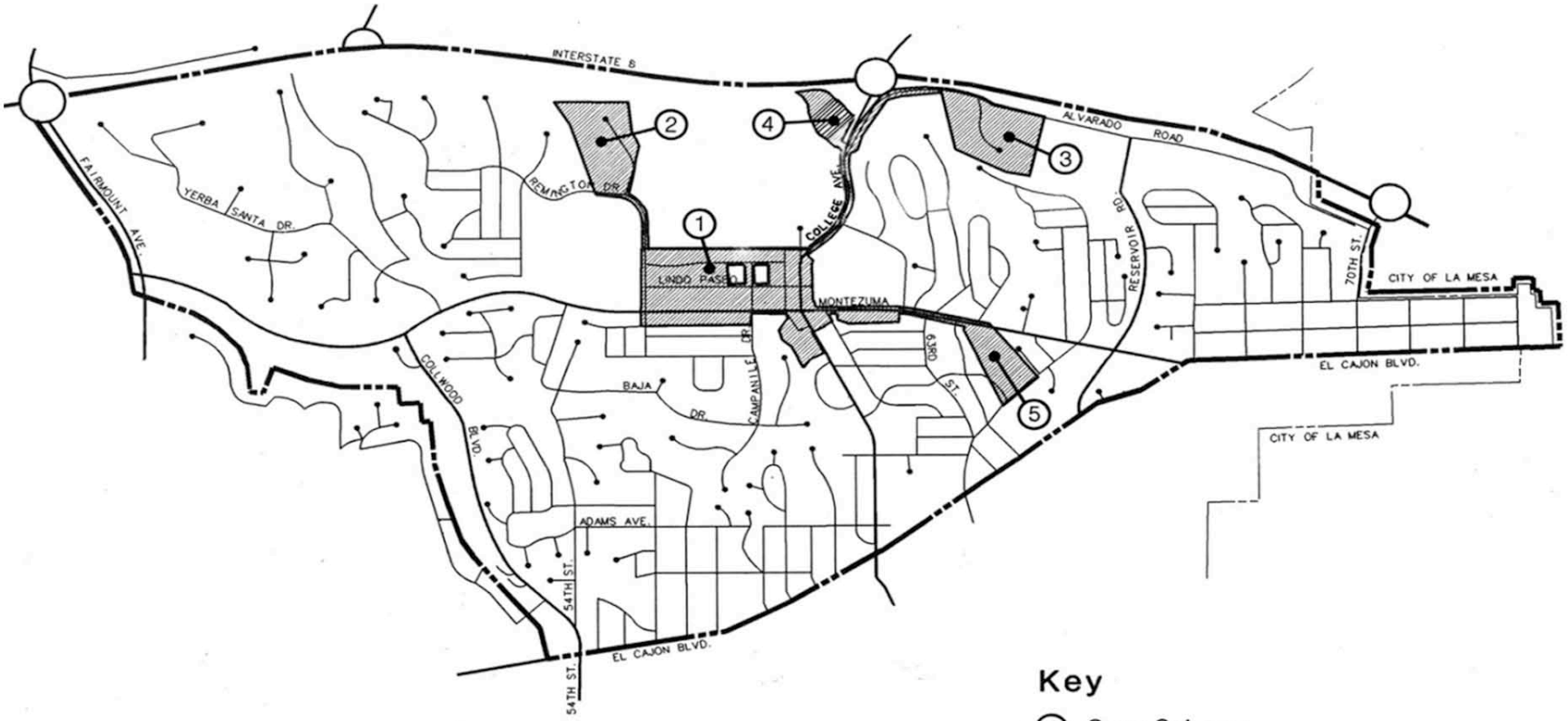
4. A regional Light Rail Transit (LRT) station and bus transit center will exist along Aztec Walk, between Campanile Drive and College Avenue. The bus transit center is well integrated into the adjacent redevelopment project area.

The university has been a growing presence in the community since it first relocated here in 1931. It presently occupies a 242-acre site (see **Figures 7B** and **8**) and had an enrollment in the spring of 1993 of approximately 28,000 students (21,000 full-time equivalent students). The campus facilities are centralized, thereby allowing easy pedestrian access throughout the entire campus area.

Approximately 3,050 students live on-campus with an additional 5,000 students living within one mile of the campus. The remainder of the student body live outside of the vicinity of the university, many in the beach area, La Mesa, South Bay, Greater North Park and the Navajo community. These students commute to campus, many by automobile. Approximately 13,000 parking spaces are provided on campus for the approximately 20,000 parking stickers sold. Although the number of parking stickers sold is greater than the number of parking spaces available, vacant spaces can be found on campus throughout the day, though not necessarily conveniently located to the campus core. Because classes are in session from 7:00 a.m. to 9:40 p.m., and because part-time students are on campus only two or three days each week, the number of cars on campus at any one time does not equal the number of parking stickers issued. The university has in the last decade increased on-campus parking and has recently provided 1,800 net new spaces. Carpooling is encouraged at registration, regional bus pass discounts are offered, and bicycle parking facilities are liberally provided as efforts by the university to reduce the impact of automobile traffic in the campus area. In addition, the university provides employees with subsidized vanpools and a guaranteed ride home for ride-sharers.

According to the Housing and Residential Life Office of the university, the amount of on-campus housing has increased in the last 15 years from 1,709 beds to 3,077 beds.

Off-campus student housing is limited in the community. Students who are not eligible for on-campus housing or do not want to live on-campus, may find nearby housing difficult to locate. The community and students indicate apartments and houses occupied by students are overcrowded, due both to efforts on the students' part to reduce their individual rental costs and the lack of available housing.




**Key**

1. Core Subarea
2. 55th Street Subarea
3. Alvarado Road Subarea
4. Lot "A" Subarea
5. Montezuma School Subarea

**Redevelopment Subareas** **7a**

**College Area Community Plan** **FIGURE**

At present, students living off-campus live in single-family houses, multifamily units, fraternity and sorority houses and a private dormitory. The community believes that too many students living in single-family houses is disruptive to established single-family neighborhoods. Fraternities and sororities located adjacent to single-family neighborhoods are also disruptive. One solution is to provide additional housing close to the university and away from single-family neighborhoods. Existing R-400 and R-600 zoning adjacent to the university provides the opportunity for increased student housing in an area close to the university. More student housing provided near the university will reduce the number of commuting students, relieve congestion on public streets and make more on-campus parking available.

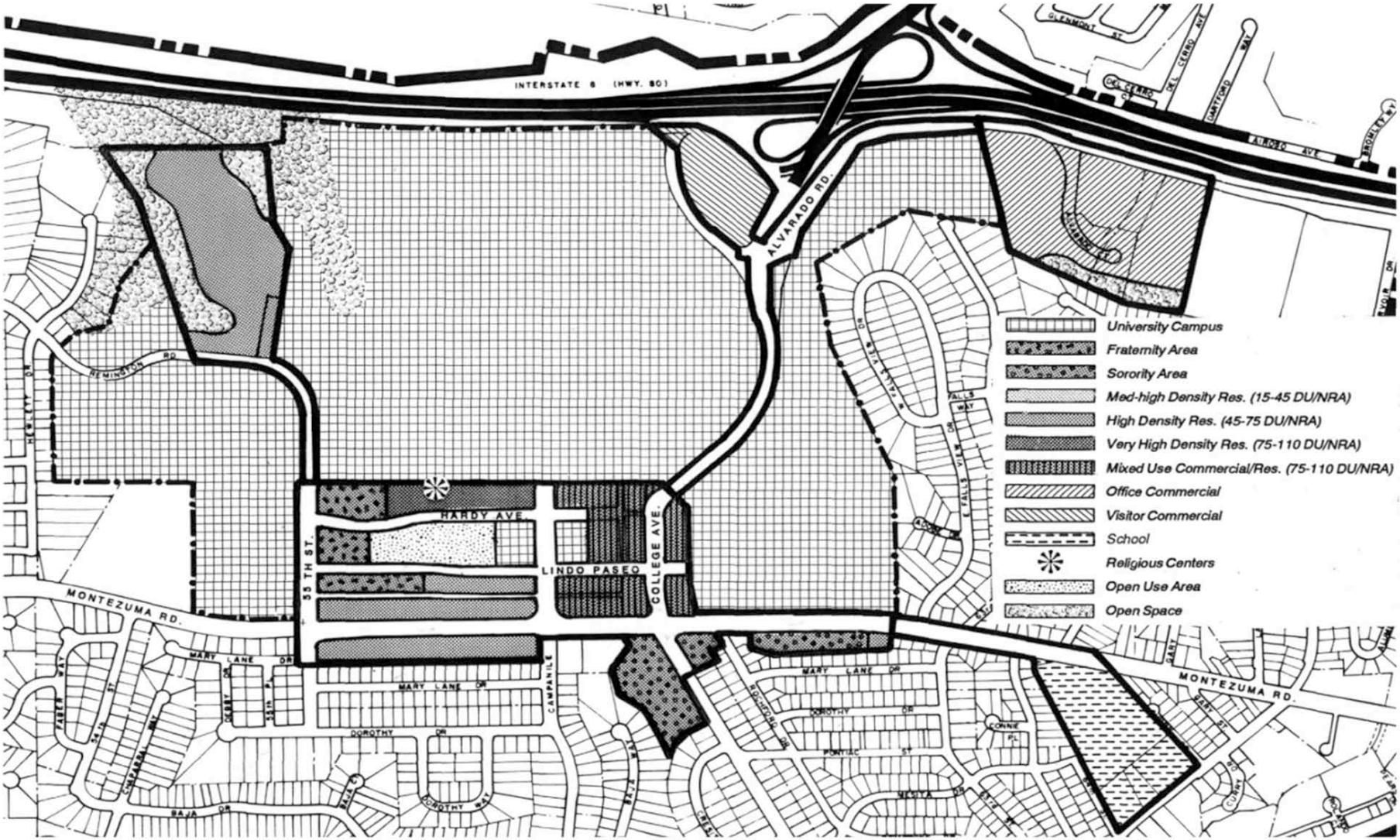
In the fall of 1993, there were 29 fraternities and sororities located just off-campus along Hardy Avenue, Montezuma Road, Campanile Drive, and College Place. In recent years, noise from social functions, auto congestion and lack of off-street parking, and lack of property maintenance by some fraternities and sororities has created a nuisance for adjacent single-family neighborhoods. As a result, the College Area Community Plan was amended in 1983 to designate areas where fraternities and sororities would be permitted to locate. Multifamily housing and dormitories are also permitted in these areas which are located close to the university, generally removed from most single-family neighborhoods. The 1989 plan maintains areas for the location of fraternities and sororities as part of the multi-purpose or Core Subarea. Multifamily housing, dormitories, and commercial development are also recommended for development in the multi-purpose or Core Subarea. Because fraternities and sororities must be developed under a permit issued by the City, the City has the opportunity to place conditions of development and operation on them which will integrate these uses more effectively with adjacent land uses.

The university's long-range plans do not foresee any growth in the full-time equivalent enrollment cap of 25,000 students at this campus.

Physical growth at the university is planned to be minimal (see **Figure 8**). New facilities are intended to meet existing needs only. New administrative facilities are proposed, and a recently completed parking garage provides 1,800 net new spaces. New academic buildings are proposed to replace obsolete facilities for engineering and science laboratories. Renovation of some existing academic facilities is also planned. The university does not plan to expand to other sites within the community. The Montezuma school site is not included in the university's long-term plans for use by the university.

The Montezuma Elementary school site was leased by the university for five years beginning in December 1986, with an option to renew the lease for an additional five years. At the present, the university uses the site for administrative, classroom, parking and storage purposes.

The campus facilities are open to and are used by members of the non-university community. Athletic facilities, the library, book store, and art and drama facilities are used by the community at large. Even the parking structures are used by some non-university residents who have purchased parking stickers from the university. The university plans to continue its open campus policy and encourages the rest of the community to take advantage of its athletic and cultural facilities.




## Proposed Land Use - University and Redevelopment Areas

**7b** FIGURE

**College Area Community Plan**

The San Diego State University Foundation is a private non-profit corporation working separately to serve the university. Besides its involvement in a myriad of activities relating to instruction, research, and community service, the Foundation owns and manages off-campus property in support of university-related uses. Most of the Foundation-owned property is located along Hardy Avenue and Lindo Paseo, as well as portions of College Avenue south of Montezuma Road, to the south of the main campus, and along Alvarado Road to the east of the main campus. While the property is not owned by the university, present uses or ultimate development is intended for uses which support the university. To date, offices have been the primary use developed or managed by the Foundation on its property. The Foundation is at present developing a master plan to coordinate the development of all of its property within the multi-purpose or Core Subarea and along Alvarado Road. The Foundation plans to use this master plan as a tool to coordinate its own development plan with the development plans of other owners in the multi-purpose or Core Subarea. The Foundation is working with other property owners, the community, fraternities and sororities, campus religious centers, business owners, the university administration and the City of San Diego to develop a comprehensive land use plan and implementation program. In 1993, the San Diego City Council adopted the College Community Redevelopment Project (Doc. No. RR-282801) for five subareas adjacent to San Diego State University, and in 1977, that effort was followed by the City Council adopting the Core Subarea Design Manual (Urban Design Plan) Resolution No. R-289099 to implement the community plan and redevelopment project.

## RECOMMENDATIONS

1. The university should develop a long-term policy to maintain the present enrollment cap at the campus.

2. The university should develop a program to provide additional housing and parking facilities on or adjacent to campus to meet existing needs and to reduce the number of commuter students.

   Space and financial constraints of the university may be mitigated by developing multi-level parking/housing structures over existing university-owned garages and parking lots. Joint university/private development ventures could provide needed facilities within the cost constraints of the university.

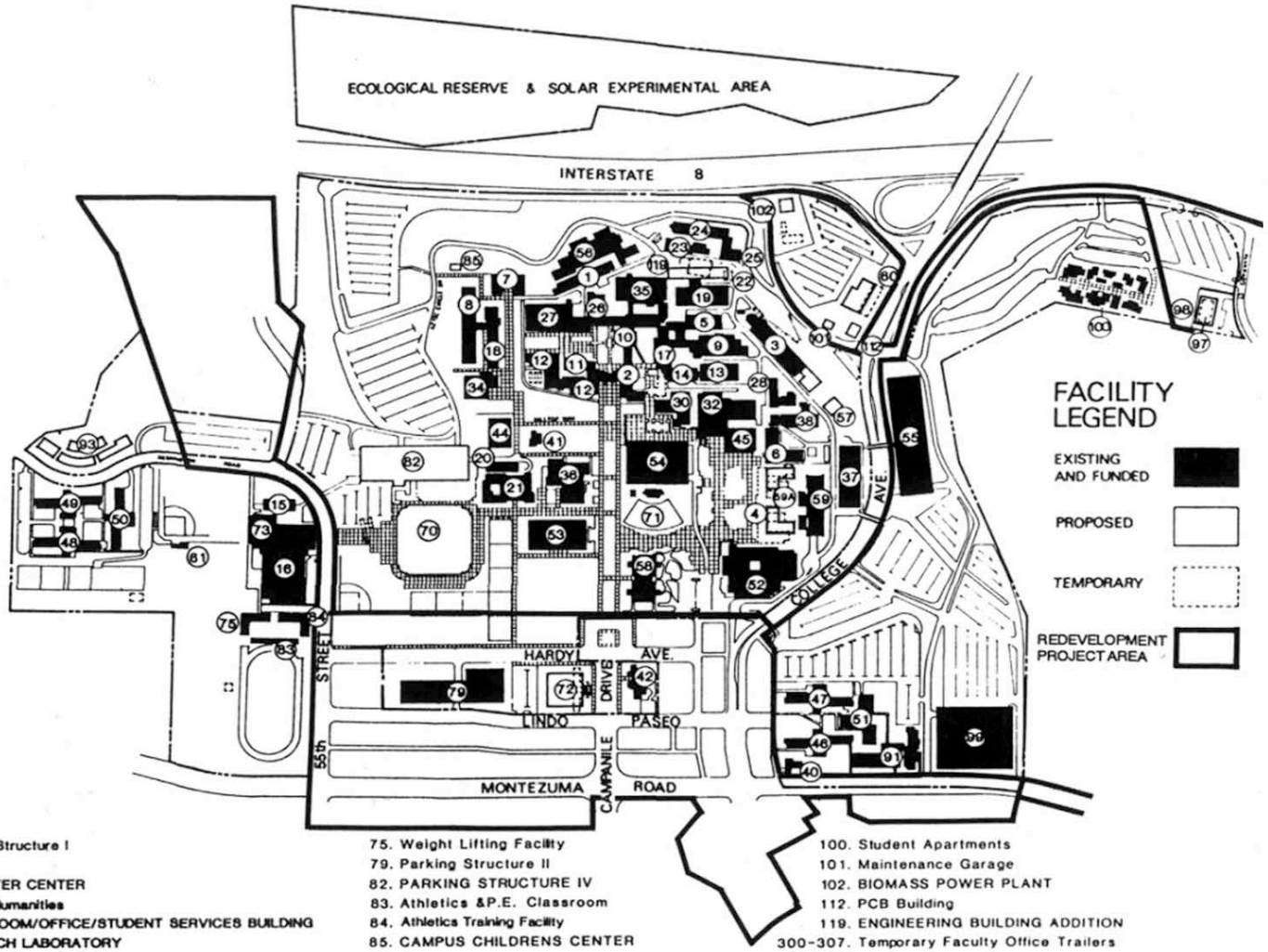
3. The university should continue to expand its programs encouraging non-automobile types of commuter transportation, including bicycles and use of mass transit.

4. The university should not expand beyond its present campus (see **Figure 7B**). The university's own master plan should be amended to remove any College Community Redevelopment Project area properties from its plans. The university should not renew the Montezuma school site lease beyond the expiration date of one five-year renewal of the original five-year lease (December 1996).

5. The multi-purpose or Core Subarea should redevelop with university-oriented housing and commercial facilities. Redevelopment will be guided by the community plan and a Master Project Plan to be prepared for the redevelopment project area.

## BUILDING LEGEND

1. Art I
2. Hepner Hall
3. Chemistry/Geology
4. Campus Lab School
5. Engineering Lab
6. Education
7. Family Studies
8. Storm Hall
9. Industrial Arts
10. Life Science
11. Little Theater
12. Speech & Telecommunications
13. Physics
14. Physics/Astronomy
15. Physical Education
16. Peterson Gymnasium
17. Physical Sciences
18. Nasatir Hall
19. Engineering
20. Womens Gym Annex
21. Women's Gymnasium
22. Engineering Test Cell
23. Corporation Boiler Shop
24. Corporation Addition
25. Cogeneration Plant
26. Hardy Memorial Tower
27. Professional Studies & Fine Arts
28. Communications Clinic
30. Administration
32. East Commons
34. West Commons
35. Life Science Addition
36. Dramatic Arts
37. Business Administration & Mathematics
38. North Education
39. Faculty/Staff Center
40. Housing & Residential Life
41. Scripps Cottage
42. Student Health Services
44. Chilling Plant
45. Aztec Shops Bookstore
46. Maya Hall
47. Olmeca Hall
48. Tarastec Hall
49. Toltec Hall
50. Zapotec Hall
51. Zura Hall
52. Aztec Center
53. Music
54. Love Library




55. Parking Structure I
56. Art II
57. COMPUTER CENTER
58. Adams Humanities
59. CLASSROOM/OFFICE/STUDENT SERVICES BUILDING
60. RESEARCH LABORATORY
61. Baseball Clubhouse
70. STUDENT ACTIVITIES CENTER
71. Open Air Theater
72. AUXILIARY OFFICE BUILDING
73. Racquetball Courts

75. Weight Lifting Facility
79. Parking Structure II
82. PARKING STRUCTURE IV
83. Athletics &P.E. Classroom
84. Athletics Training Facility
85. CAMPUS CHILDRENS CENTER
91. Tenochca Hall
93. STUDENT APARTMENTS
97. Rehabilitation Center
98. RECEIVING/CENTRAL STORES/MAIL ROOM
99. Parking Structure III

100. Student Apartments
101. Maintenance Garage
102. BIOMASS POWER PLANT
112. PCB Building
119. ENGINEERING BUILDING ADDITION
300-307. Temporary Faculty Office Trailers

Source: SAN DIEGO STATE UNIVERSITY

**SDSU Master Plan** **8**

**College Area Community Plan** FIGURE

## COLLEGE COMMUNITY REDEVELOPMENT PROJECT

### Overall Objectives

Basic objectives of the College Community Redevelopment Project in the subareas near San Diego State University adopted by City Council in 1993, by Doc. No. RR-282800, include:

1. Encourage creation of a community campus rather than a commuter campus at San Diego State University;

2. Promote reduction of vehicular trips associated with the university, thereby helping to reduce local traffic congestion and improve air quality;

3. Increase the availability of student residences and vehicular parking spaces in close proximity to the campus;

4. Provide cohesive, unified development adjacent to the campus that is physically and functionally linked to the university; and

5. Develop a strong pedestrian orientation between new residential and commercial development adjacent to the campus and the campus itself.

Specific concerns raised in this community plan regarding the interaction between the university and the community focus on the impacts of the university's student population. These impacts are most strongly felt in the limited availability of student housing, traffic congestion, scarcity of parking, and corollary issues of noise and the shifting character of traditional single-family neighborhoods.

The most significant action required to reverse these impacts is tied to achieving the first objective stated above: encouraging creation of a community campus rather than a commuter campus.

Altering the commuter campus character of San Diego State University and transforming it into a community campus is a major effort requiring achievement in a number of areas. Three closely related actions are especially important: provide housing for students near the campus to enhance the community quality of the campus, create a mixed-use activity center along College Avenue that becomes a focal point for student life, and develop a strong pedestrian character within the housing/mixed-use development areas so that walking, biking and use of transit is encouraged.

Development immediately south of the university campus—the “core area”—has been the central focus of both the community plan and the proposed redevelopment effort. It is within this core area that an urban village is proposed. However, redevelopment in other areas near the university is integral to the accomplishment of the overall redevelopment program. That is, the entire program must be sufficiently broad-based to be responsive to market conditions and simultaneously remain fiscally sound to support the major capital expenditures, including infrastructure, which are crucial to the success of initial and long-term development.

For these reasons, a redevelopment project area is identified which covers approximately 131 acres; it is divided into five subareas: Core, 55th Street, Alvarado Road, Lot A, and Montezuma School (see **Figure 7A**). At buildout, the 131 acres are expected to support up to 3,100 dwelling units in two of the subareas (with gross density averaging 42 units/acre in the Core and 26 units/acre at 55th Street), and 1.3 million square feet (SF) of non-residential development spread throughout all five subareas. (See **Table 4**.) Of the 1.3 million SF of non-residential uses, about half is made up of office development, just under half is comprised of retail commercial and hotel development, and the remaining square footage includes campus religious centers and neighborhood support uses.

While a specific land use program is proposed for the entire 131-acre redevelopment area, it will be the combination of policy and market conditions which ultimately determines the final phasing, type and mix of uses which actually develop. In the subarea discussions below, the character of each of the five subareas, the basic development entitlements, and the ultimate build-out conditions are defined.

It is expected that the timing of development in different subareas will vary, as will the timing of development within distinct subareas. It is likely that a gradual phasing in of new development will occur over the life of the redevelopment project, anticipated to be up to 30 years.

In the sections which follow, each of the subareas is identified and development policy described.

**TABLE 4**
**Summary of Redevelopment Projects by Subarea**

| Land Use | Acres | Units | Square Footage |
|---|---|---|---|
| **Core Subarea** | 59 | | |
| Residential | | 2,050 | |
| Fraternity/Sorority | | 450 | |
| Religious Centers | | | 45,000[3] |
| Retail/Office | | | 300,000 |
| **55th Street Subarea** | 23 | | |
| Residential | | 600 | |
| Retail | | | 5,000[1] |
| **Alvarado Road Subarea** | 22 | | |
| Office | | | 600,000 |
| Research/Development | | | 110,000 |
| Retail | | | 5,000[1] |
| **Lot A Subarea** | 14 | | |
| Hotel | | | 235,000 |
| Conference Facilities | | | 15,000 |
| Retail | | | 10,000 |
| **Montezuma School Subarea** | 13 | | |
| Elementary School | | | [2] |
| Day Care/Preschool | | | [2] |
| Library | | | 10,000 |
| **Total** | **131** | **3,100** | **1,335,000** |

1 A small amount of incidental retail use is permitted, so long as it is intended specifically to serve residents and/or employees of the subarea.

2 The Elementary School and Day Care/Preschool are existing uses whose square footage is not included as part of the Redevelopment Project.

3 The Religious Centers shall not be limited to 45,000 square feet, however, the total square footage for Religious Centers and Retail/Office uses within the Core Subarea shall not exceed 345,000 square feet.

## GENERAL CONDITIONS

Throughout the redevelopment project area, all new multifamily development projects, including student housing, should provide a variety of on-site recreational facilities which may include but are not limited to: swimming pools, spas, gyms, tennis courts, picnic areas, barbecues and lounge areas. Because of the lack of public park and recreational facilities in the College community, on-site recreational facilities will help meet the recreational needs of local residents.

Throughout the redevelopment project area, the pedestrian environment is to be upgraded through landscaping, building facade enhancement, provision of street furniture and a high level of maintenance of both private property and adjacent sidewalk areas.

The amount of required parking for individual commercial development proposals within the redevelopment project area will be evaluated on a project-by-project basis. Individual development proposals will be required to provide off-street parking according to the parking rates and conditions approved by the City Transportation Planning Division in the Transportation and Parking Analysis prepared by JHK Associates (December 1992).

Development levels described for each subarea represent the maximum development for that subarea. Unless otherwise noted, land areas are described in gross acreage, which includes rights-of-way.

**SUBAREA DESCRIPTIONS**

1. Core Subarea

   a. Site:

      Approximately 59 gross acres surrounded by campus development on three sides, this is the largest of the five redevelopment subareas. Montezuma Road runs east-west near the southern boundary of the site; College Avenue runs north-south near the eastern boundary of the site. The Core Subarea is sometimes called the multi-purpose area.

   b. Use:

      The Core Subarea will be redeveloped as a mixed-use area. As a function of its location and size, the Core Subarea has the most diverse combination of uses and the greatest intensity of development within the redevelopment project area. The use mix within the Core Subarea emphasizes both high-density (45-75 dwelling units per net acre) and very high-density (75-110 dwelling units per net acre) residential use, along with retail and office commercial development. Up to 8,500 students are expected to be housed within the Core Subarea, including approximately 1500 fraternity and sorority members. Other important uses are fraternity and sorority houses, campus religious centers and the LRT station and bus transit center along Aztec Walk. Specific portions of the subarea are designated for campus religious centers, open use, fraternities, sororities, mixed use (retail/office/residential) and high- and very high-density residential development. Some small-scale commercial uses intended to serve the needs of area residents are expected to locate in portions of the subarea designated principally for residential development.

   c. Character:

      The urban design character for new development within the College Area Redevelopment Project Core Subarea has been established by the Core-Area Design Manual adopted by City Council in 1997 by Resolution No. 289099.

      Residential Development - Houses/Apartments: 2050 dwelling units;
      Fraternity/Sorority: 38 houses, totaling the equivalent of 450 dwelling units.
      Commercial Development - Retail/Office: 300,000 square feet;
      Religious Centers: not less than 45,000 square feet.

Heights - Both residential and commercial building heights should be graduated, with lower buildings located on the edges of the Core Subarea adjacent to the community, and higher buildings located toward the center of the core. Heights are to be a maximum of four stories on the north side of Montezuma Road, and south of Montezuma Road, including the portion of College Avenue south of Montezuma. Heights are to be a maximum of four stories along 55th Street and five stories along Campus Plaza Drive, and the portion of College Avenue north of Montezuma. Within the area enclosed by Montezuma Road, 55th Street, Campus Plaza Drive and College Avenue, heights can rise up to a maximum of 12 stories along Hardy Avenue.

Zoning: Open Use Area, Rl-40000; Fraternity Area, R-600; Sorority Area, R-600; Mixed Use Area, Commercial Neighborhood (CN), with Very High-Density Residential, R-400; Residential/High Density, R-600; Residential/Very High-Density, R-400.

d. Conditions

1) Core Subarea development must integrate with the community. At the edges of Core Subarea, new development must show an obvious intent to be compatible with the bulk, scale and character of adjacent off-campus development.

2) Strong pedestrian orientation is essential within the Core Subarea, and strong pedestrian links are to be created with the university campus.

3) Streetscape elements, including widened sidewalks, kiosks, street furniture, street lighting and signage should be used to enhance the appearance and function of commercial development. These elements should be compatible with the materials, color and design of the structures and should be planned as a unifying element of the commercial area.

4) To create a sidewalk pattern that enhances pedestrian activity, a consistent setback should be established by commercial and mixed-use buildings within the Core Subarea. Generally, buildings are to be sited at or within ten feet of the property line; otherwise they clearly should be separated from the property line by pedestrian-oriented courtyards, sidewalk cafes, landscaped areas, etc.

5) Because College Avenue is expected to continue as a route for local buses and Montezuma Road as a route for express buses, at least 10,000 square feet of retail commercial use should be provided within 1/8 mile of transit stops.

6) Multifamily residential and commercial development along College Avenue and Montezuma Road should front on the public street and provide identifiable pedestrian access from the street into the project, especially in areas where parking lots are located between the street and the project.

7) Parking areas for commercial development are generally to be located within commercial structures or behind them. Auto access to commercial parking structures should be highly restricted from College Avenue.

8) Surface parking lots are discouraged. Surface parking lots provide an important function as an interim use in that they handle parking demands while the pedestrian orientation of an area is developing. Once the pedestrian character is established, surface parking lots should be converted to other uses.

9) On-street parking is to be permitted to help support retail uses oriented toward the street.

10) A LRT station east of Alvarado Road, adjacent to the Alvarado Medical Center, will provide service to Redevelopment Project Subarea No. 3. The LRT station design should be compatible with the character of the area.

11) Bicycle lockers and racks, as well as secure parking for bicycles and motorcycles should be provided with each phase of development.

12) Retail commercial use should emphasize a student/university orientation, particularly in the area east of Campanile Drive, north of Montezuma Road, and along College Avenue north of Montezuma.

13) Commercial drive-through establishments are to be highly restricted.

14) Curb cuts along College Avenue are to be highly restricted.

15) Ground floor retail is to be emphasized in areas of commercial development. Office and residential uses may occur above retail uses, or behind retail structures.

16) University-oriented religious centers may locate anywhere within the redevelopment project area, except those areas designated for fraternities and sororities.

17) "Walling off" of the street is to be avoided, whether by fences or structures. Blank or solid walls should be avoided at sidewalks. For this reason, commercial buildings or the commercial portion of mixed-use buildings should devote at least 50 percent of the first-story street walls to pedestrian entrances, display windows, or windows providing a view into a building interior. Shrubbery, trees and architectural detailing should be used to add visual interest.

18) University housing along Montezuma Road should orient toward Montezuma rather than attempt separation from it.

19) New fraternity and sorority housing is permitted to develop only in areas reserved for such uses as shown on **Figure 7B**. Within these designated areas, no new development is permitted other than: housing for fraternities and sororities; uses which are intended primarily to serve fraternity and sorority residents, such as parking garages and recreational areas; and multifamily uses which can be converted to fraternity or sorority housing under terms and conditions specified at the time of development approval.

20) Meeting and social affairs at fraternities and sororities should conform to noise variance agreements between the City of San Diego, the university, and the fraternities and sororities. Continued monitoring of fraternities and sororities by the AIFC/GRP and enforcement by the university police is encouraged.

2. 55th Street Subarea

a. Site:

Containing approximately 23 gross acres, this site directly abuts the university on the northwest and overlooks I-8. The only road access is via 55th Street.

b. Use:

This subarea will be redeveloped residentially as a faculty, staff, and student housing area at medium to medium-high density. Some small scale commercial services intended to serve the need of area residents will also be permitted. Because of steep slopes, particularly along the northern and western edges of the site, a portion of the subarea will remain in open space. This area is shown on **Figure 7B** with the community plan designation of "high-density residential."

c. Character:

Residential Development - Houses/Apartments: 600 dwelling units.
Commercial Development - Retail/Services: 5,000 square feet. Height - Maximum height for development is four stories.

Zoning - Compatible zones include R-600 for the residential portion of the project and R1-40000 for areas where the Hillside Review Overlay Zone is applied.

d. Conditions:

1) Desirable non-residential uses include eating places, laundry or dry cleaning establishments, stationery supply stores and copying centers.

2) Emphasis should be placed on locating non-residential uses/commercial services on the ground floor of multifamily buildings, integrated into the wall design of the structure.

3) Secured parking areas for bicycles and motorcycles should be included.

4) Development within the area should minimize impacts to slopes and natural hillsides. Existing R1-40000 and Hillside Review Overlay Zones are to be retained within the slope and hillside areas.

3. Alvarado Road Subarea

a. Site:

Approximately 22 acres in size, this subarea is east of and wholly separated from the university. The site overlooks I-8. Road access is via Alvarado Court.

b. Use:

The Alvarado Road Subarea will be redeveloped into university-serving office and research and development uses, all of which are general office uses compatible with the current use of the site. This area is shown on **Figure 7B** with the community plan designation of "office commercial."

c. Standards:

Commercial Development - Office: 600,000 square feet; Research and Development: 110,000 square feet; Retail: 5,000 square feet.

Height - Maximum height is eight stories.

Zoning - Compatible zones include Commercial Office (CO) for the developed portion of the site and Rl-40000 for areas where the Hillside Review Overlay Zone is applied.

d. Character:

1) Pedestrian orientation is to be emphasized among office uses and in connecting office uses to parking facilities.

2) Pedestrian areas are to be buffered from parking lots by landscaped areas.

3) Pedestrian crossings at streets and driveways are to be clearly marked employing, e.g. signs, surface markings, patterned paving.

4) Some commercial services such as stationery, copying, food, or other convenience commercial uses should be provided for employees within the office park to minimize their need to drive outside the subarea.

5) Any development adjacent to the hillside must be lower than the hill itself.

6) Development within the area should minimize impacts to slopes and natural hillsides. The existing Rl-40000 is to be retained within the slope and hillside areas.

4. Lot A Subarea

   a. Site:

      Approximately 14 gross acres, this site is bound by Interstate 8, College Avenue, and the university. Access is via Canyon Crest Drive.

   b. Use:

      Lot A will be redeveloped as a hotel and conference facility, with some retail activity directed to hotel and conference users. This area is shown on **Figure 7B** with the community plan designation of "visitor commercial."

   c. Character:

      Commercial - Hotel: 300 rooms; Hotel Conference Facilities: 15,000 square feet; Hotel-Associated Retail: 10,000 square feet.

      Height - Maximum height is twelve stories (to allow for subterranean/structured parking).

      Zoning - The Commercial Visitor (CV) Zone is most compatible.

   d. Conditions:

      1) Location of site gives it a gateway status, heightening the importance of distinctive architecture.

      2) Emphasis is to be placed on integrating on-site development with adjacent land use.

5. Montezuma School Subarea

   a. Site:

      Approximately 13 gross acres in size, this site lies within a predominantly residential area. Access is available via Montezuma Road, Catoctin Drive, 64th Street, and Cherry Drive.

   b. Use:

      Redevelopment of this subarea is contingent on a decision by the San Diego Unified School District whether Montezuma Elementary School is to be re-opened. The school district and the university have a lease agreement which expires in 1996. Until that time, the school facility may continue to be used for university-serving office functions.

      The College Area Community Council and the San Diego State University Foundation strongly encourage the re-opening of Montezuma School.

If a school re-opens on the site, it is proposed that the existing daycare/preschool facility remain and that a library develop in a small area on the northernmost portion of the site, adjacent to Montezuma Road. If the school is not re-opened, the site is proposed for daycare/preschool, private pre-K through 8th grade school, library, park, or other community-serving uses. The area is shown on **Figure 7B** with the community plan designation of "school."

c. Character:

Library - 10,000 square feet; Daycare/Preschool: 120 students.

Height - Height maximum is three stories adjacent to Montezuma Road and two stories for the balance of the property.

Zoning - The existing R1-5000 Zone should remain until after a decision is made regarding the re-opening of the Montezuma School.

d. Conditions:

1) Visual and use compatibility of new development with existing adjacent development is critical. New uses must not disrupt existing area character.

2) Pedestrian orientation is to be heavily emphasized, especially if a library is developed on the site, with new links created to adjacent residential and park use.

3) If library redevelopment occurs on the site, it must occur near Montezuma Road and away from existing neighborhood residential development.

4) Retail commercial development is prohibited from the site.

**IMPLEMENTATION**

Land use policies and development conditions described in this section, including processing requirements, specifically apply to property within the five redevelopment subareas and take precedence over all other policies and development conditions. Zones identified as compatible for each subarea establish underlying development regulations, although regulations may be modified in the implementation process.

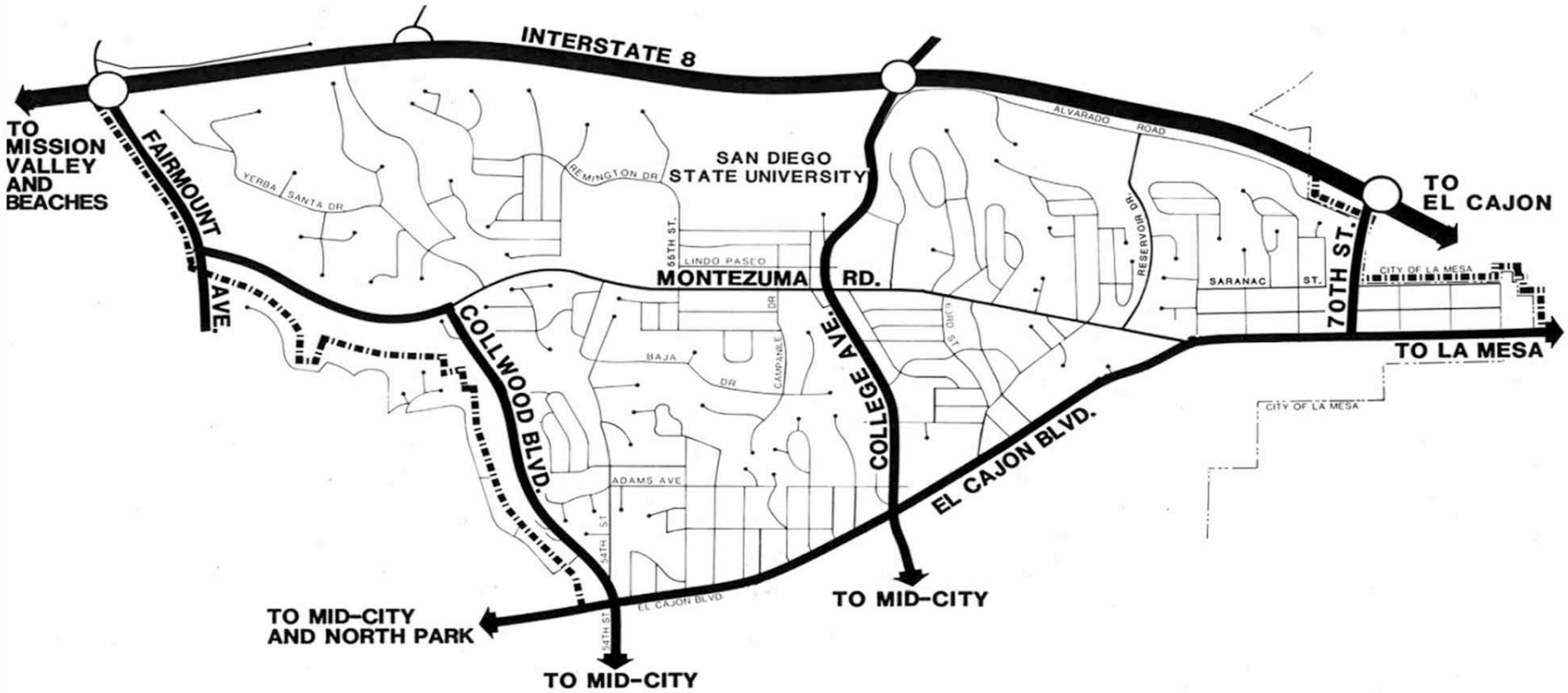
Prior to the approval of new development within the five subareas, a Master Project Plan and a Facilities Financing Plan must be prepared and approved.

The Master Project Plan must describe the community plan policies and development conditions to be applied within each of the redevelopment project subareas and provide guidelines for development. The Master Project Plan must provide a basis against which phased development plans can be evaluated. Development standards of the Master Project Plan supersede those of the underlying zone, although even Master Project Plan regulations

can be modified if the modifications provide greater consistency with the goals and objectives of the Master Project Plan and the community plan. Authorization enabling the preparation and use of a Master Project Plan must be approved by the City Council. An urban design plan, the Core Subarea Design Manual, was prepared and adopted by the City Council in 1997 by Resolution No. R-289099. The manual is consistent with policies and recommendations of this community plan but provides additional details that will assist redevelopment projects.

The Facilities Financing Plan must include a listing of the public facilities required as a consequence of the redevelopment project, and identify how those facilities are to be financed. All new public facilities required by the redevelopment project must be available at the time of need.

Following approval of the Master Project Plan and a Facilities Financing Plan, applications for development within the five redevelopment project subareas will be processed through the City of San Diego and submitted for review to the College Area Community Council and the Project Area Committee (PAC), for as long as the PAC remains in existence.




**Transportation Arteries**

**College Area Community Plan**

**9** FIGURE

# TRANSPORTATION

## EXISTING CONDITIONS: STREETS AND FREEWAYS

1. The community is linked by two major streets to I-8.

2. The southern boundary of the community, El Cajon Boulevard, links the community to the Mid-City and Greater North Park communities and the City of La Mesa.

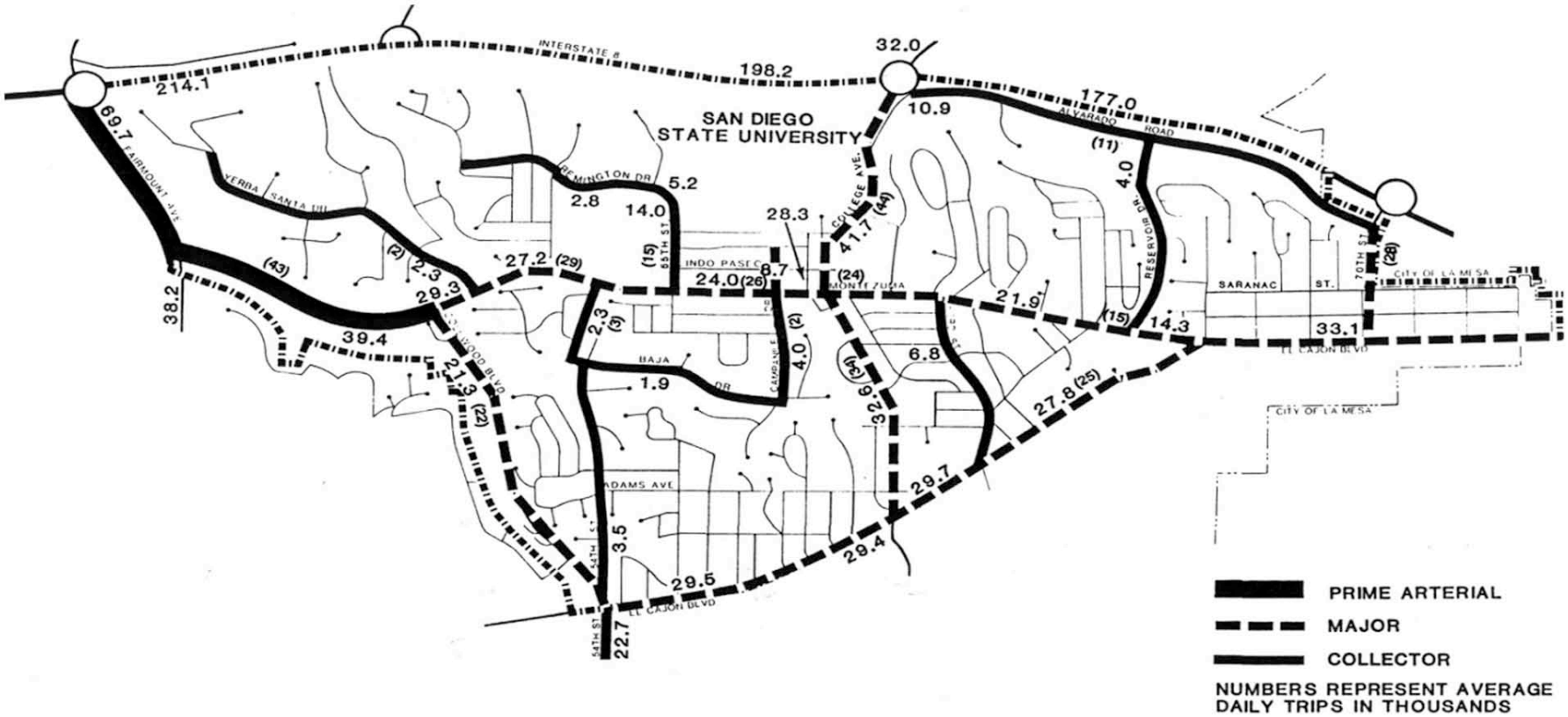
3. Congestion occurs on certain streets in the vicinity of the university.

4. There is a shortage of parking in areas surrounding the university and in several areas of the commercial strip along El Cajon Boulevard.

The College Area community street system (see **Figure 9**) effectively links the community to other communities and to the regional transportation system. At the same time, the system separates traffic on these citywide links from traffic on the streets serving individual neighborhoods. Traffic on the citywide links is often heavy and is extensively used by people living in other communities who go to school or work at the university, or who use El Cajon Boulevard and College Avenue as links between I-8 and State Route 94 (SR-94). The separation of these links from local neighborhood streets helps maintain the identity and stability of neighborhoods. The curvilinear and cul-de-sac local streets, which are a result of canyon-sensitive subdivision design, have also contributed to the isolation and identity of individual neighborhoods within the community.

Many of the citywide links in the community and some of the local streets experience some congestion at intervals throughout the day. This congestion is due to morning and evening commuter traffic, university traffic and traffic bound for the commercial activity along El Cajon Boulevard. While a certain amount of congestion on such streets is inevitable, the community would like to see that congestion be kept to a minimum. The community is concerned that as growth continues in the community and in neighboring communities, existing traffic volumes (see **Figures 10** and **11**) will increase and bring increased congestion problems. The City of San Diego Engineering and Development Department does project traffic increases in the community as shown on **Figure 11** and this Plan makes recommendations to meet those increases. Projected traffic volumes are based on the completion of 40$^{th}$ Street as Interstate 15 (I-15).

The recommendations of this Plan which address congestion and circulation problems take into account the limited flexibility for street widenings or construction of new streets in already developed communities. City resources are also limited and must be allocated across the City as a whole. As a consequence, these recommendations may not eliminate congestion totally, but are aimed at reducing congestion, or, at least, preventing it from increasing.




## Existing Street Classifications and Traffic Volumes - 1986 (1992)

**10** FIGURE

**College Area Community Plan**

Similarly, the presence of an already developed freeway access system makes construction of any new access ramps in the community difficult. The federal highway administration guidelines discourage spacing of ramps on the Interstate System any closer than one mile apart. The Waring Road ramp is approximately one mile from the College Avenue ramp which is, in turn, approximately one mile from the 70th Street ramp. Placement of ramps to the university parking lot adjacent to I-8 or to the Alvarado Medical Center would be closer to existing ramps than the recommended one-mile spacing.

**RECOMMENDATIONS: STREETS AND FREEWAYS**

1. Improve Fairmount Avenue between Montezuma Road and I-8 to full six-lane primary arterial standards to accommodate high future volumes.

2. Reconstruct the Fairmount Avenue/Montezuma Road interchange, including widening the bridge structure to provide two eastbound lanes and one westbound lane plus bike lanes and sidewalk. The westbound-to-northbound ramp may need to be widened to two lanes plus bike lane. This reconstruction project should improve bicycle access through this intersection by a redesign of the interchanges for the provision of separate facilities for bicycles and pedestrians.

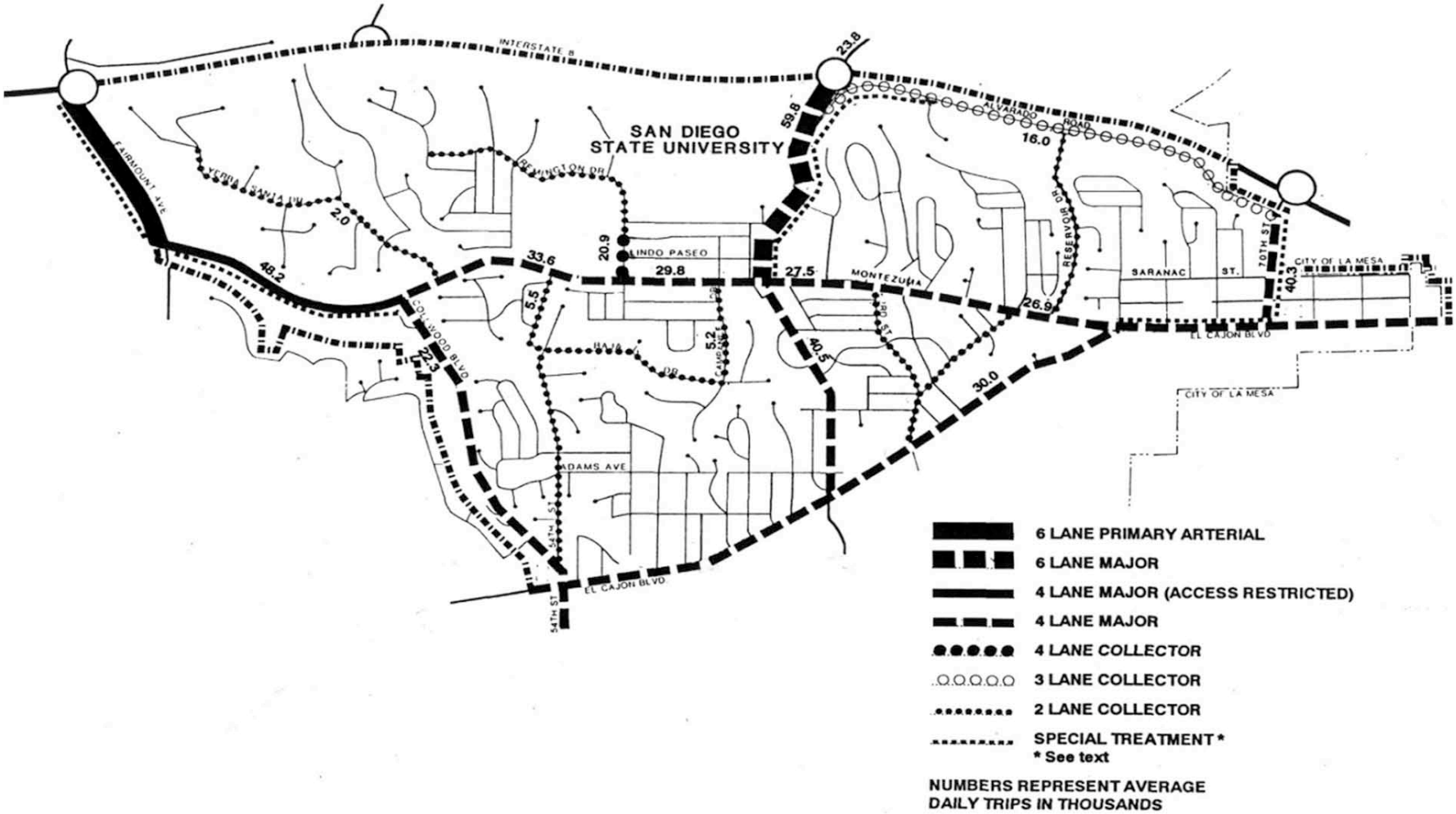
3. No new median breaks or access should be granted on Montezuma Road between Fairmount Avenue and Collwood Boulevard.

4. College Avenue between Montezuma Road and Interstate 8 should be widened to six lanes with parking prohibited. The bridge across I-8 should be widened to five lanes (three northbound and two southbound). Alvarado Road will subsequently need to be realigned east of College Avenue. These projects will require additional right-of-way and should occur only under the following conditions:

    a. These projects should occur only as part of a comprehensive redevelopment project involving both the university and private property owners. The San Diego State University Foundation proposed Master Project Plan and implementation program has analyzed these projects and included them as part of its redevelopment project required to mitigate traffic impacts.

    b. Pedestrian facilities which are safe, convenient and well-landscaped and which link the university, the commercial development along College Avenue, the parking facilities east and west of College Avenue, the housing along Alvarado Road, and the Alvarado Medical Centre must be provided as part of these projects. The existing pedestrian bridges across College Avenue must be maintained or replaced.

    c. Landscaping, which includes pine and eucalyptus trees of similar species to existing trees, should be provided along College Avenue, both in the public right-of-way and on adjacent property. Landscaping in the public right-of-way should be placed between pedestrian areas and the street. College Avenue is one of the main entry points into the community and the university and should be visually identifiable as such. Distinctive and highly visible landscaping should be used to achieve this identity.




## Future Street Classifications and Traffic Volumes

**11** FIGURE

**College Area Community Plan**

5. El Cajon Boulevard should be improved, as listed below. All improvements must conform to recommendations of the **Commercial** and **Urban Design Elements**.

   a. 54th Street to 58th Street - As redevelopment occurs, acquire additional right-of-way and widen to modified four-lane major street standards.

   b. Montezuma Road to 70th Street - Modify raised median to create left-turn pockets at intervening intersections. In order to accommodate high volumes without widening this street section, no new traffic signals should be installed except at Catoctin Drive and Montezuma Road, and increased traffic conflicts may require closing the median at some intervening intersections.

   c. Upgrade and interconnect all traffic signals on El Cajon Boulevard.

6. Seventieth Street from I-8 to Amherst Street (one block south of El Cajon Boulevard in the Mid-City community) should be the subject of special treatment such as lane restriping, turn lanes, parking and access restrictions. Lane improvements at the Saranac Street and the Mohawk Street intersections should also be included. The bridge across I-8 should be widened to six lanes.

7. Street and/or signal improvements may be needed in the future at the following intersections, the first 12 of which have been identified by the College Area Community Council as intersections with congestion and high volumes of traffic (a -1 below), with the remaining intersections identified during the College Community Redevelopment Project traffic study (m - u below; see **Figure 12**):

   a. Montezuma Road and Fairmount Avenue

   b. 54th Street and Collwood Boulevard

   c. 54th Street and El Cajon Boulevard

   d. 55th Street and Montezuma Road

   e. Alvarado Road and College Avenue

   f. College Avenue and Lindo Paseo

   g. College Avenue and Montezuma Road

   h. College Avenue and El Cajon Boulevard

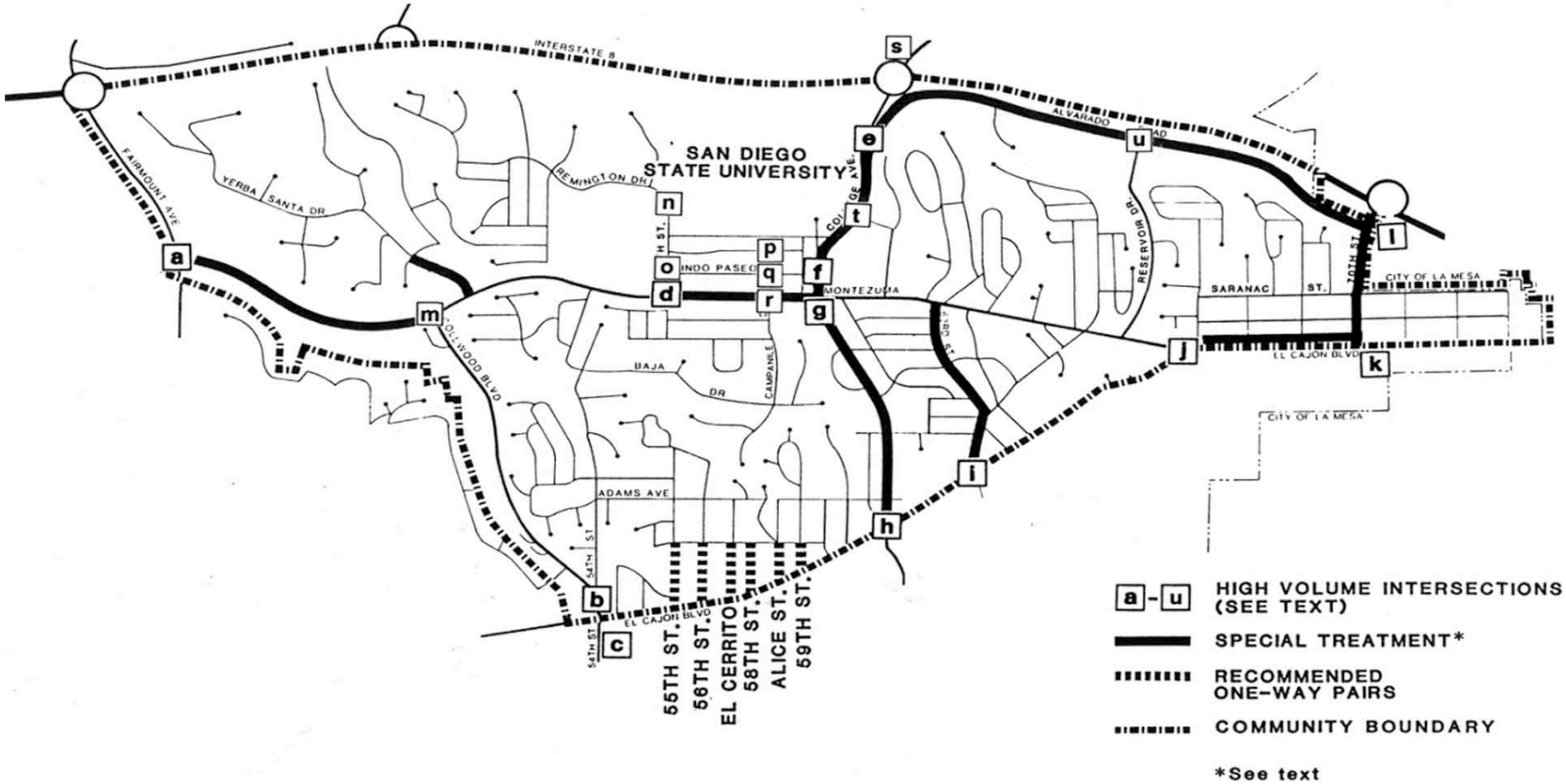
   i. 63rd Street and El Cajon Boulevard

   j. Montezuma Road and El Cajon Boulevard

   k. 70th Street and El Cajon Boulevard

   l. 70th Street and Alvarado Road

   m. Montezuma Road and Collwood Boulevard




**Recommended Traffic Improvements** **12** FIGURE

**College Area Community Plan**

n. 55th Street and Remington Road

o. 55th Street and Lindo Paseo

p. Campanile Drive and Hardy Avenue

q. Campanile Drive and Lindo Paseo

r. Campanile Drive and Montezuma Road

s. College Avenue and I-8 Eastbound Off Ramp

t. College Avenue and San Diego State University parking access

u. Reservoir Drive and Alvarado Road

(Improvements at intersections o, p, and q above are indicated only if the current road configuration remains. If alternative alignments occur with redevelopment, new traffic studies are required to identify necessary improvements.)

8. Special treatment such as parking restrictions or lane restriping may be needed in the future on the following five streets, identified by the College Area Community Council (see **Figure 12**). These streets should be the subjects of future studies by the City to determine what measures should be taken to help reduce congestion and maintain safe conditions.

   a. 63rd Street between Montezuma Road and El Cajon Boulevard

   b. College Avenue between I-8 and El Cajon Boulevard

   c. Montezuma Road between College Avenue and 55th Street

   d. Alvarado Road between 70th Street and College Avenue

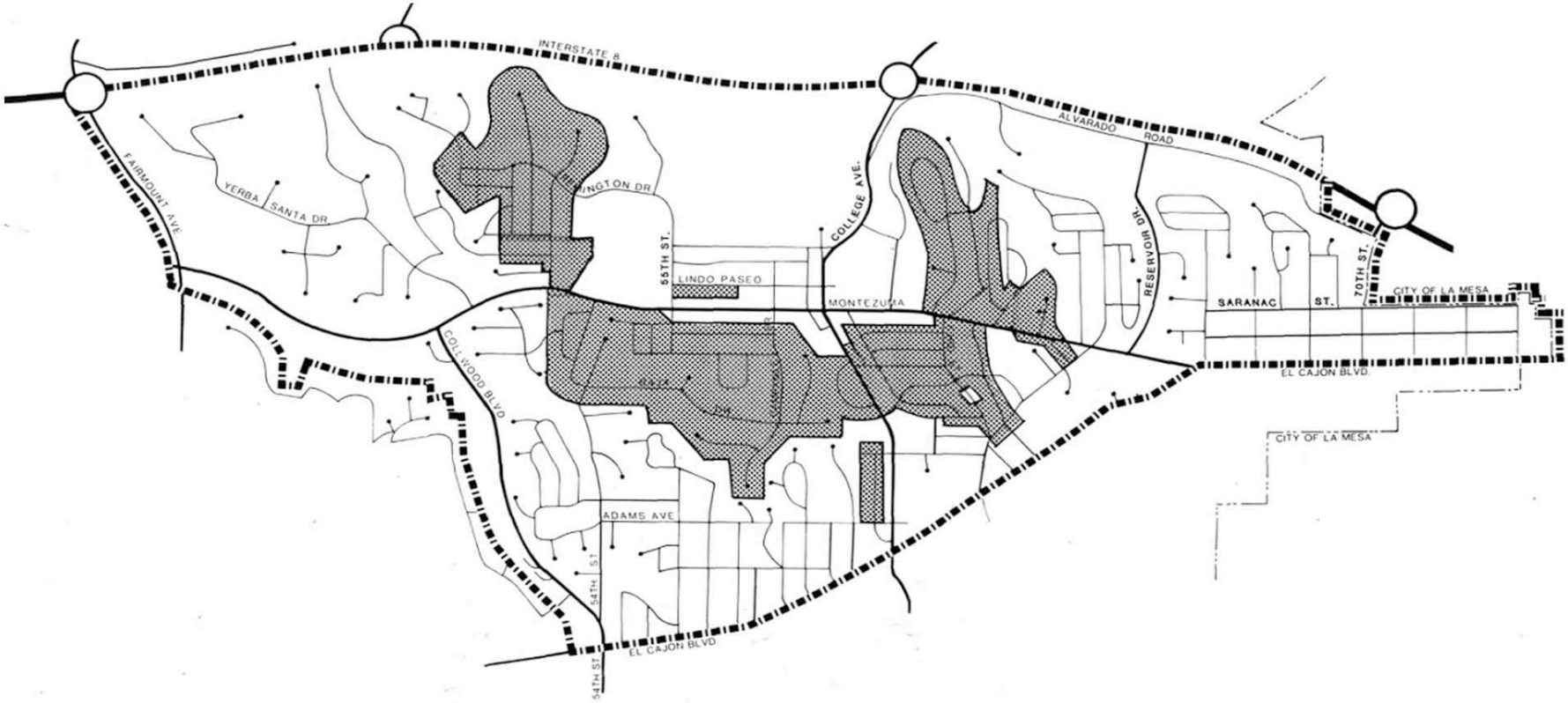
   e. Yerba Santa Drive between Montezuma Road and Mesquite Road (parking restrictions)

9. The feasibility of a system of one-way pairs on the streets indicated on **Figure 12**, in the blocks between El Cajon Boulevard and Madison Avenue could be studied as the result of a petition process by property owners along the affected streets. These residential streets are narrow but serve as connectors between neighborhoods and El Cajon Boulevard. A system of one-way pairs could reduce traffic and improve safety on these streets. However, any such one-way pair system must be the result of a petition process by property owners along the affected streets.

   a. 55th Street and 56th Street

   b. El Cerrito Drive and 58th Street

   c. Alice Street and 59th Street




**Area B Parking District - 1988**

**College Area Community Plan**

**13**
**FIGURE**

10. All interstate and regional state routes in the San Diego region, especially I-15 and State Route 52 (SR-52), should be completed or improved to fully implement the regional highway system. By completing this regional system, traffic will flow at an optimum balance into and out of local communities.

11. A series of circulation improvements should be provided as part of the implementation program for the College Community Redevelopment Project, as demand is created by new development. This includes widening 55th Street to a four-lane collector between Montezuma Road and Hardy Avenue. This widening will make the road width consistent with the 55th Street widening between Hardy Avenue and Remington Road which is being done as part of the university's student activity enter development.

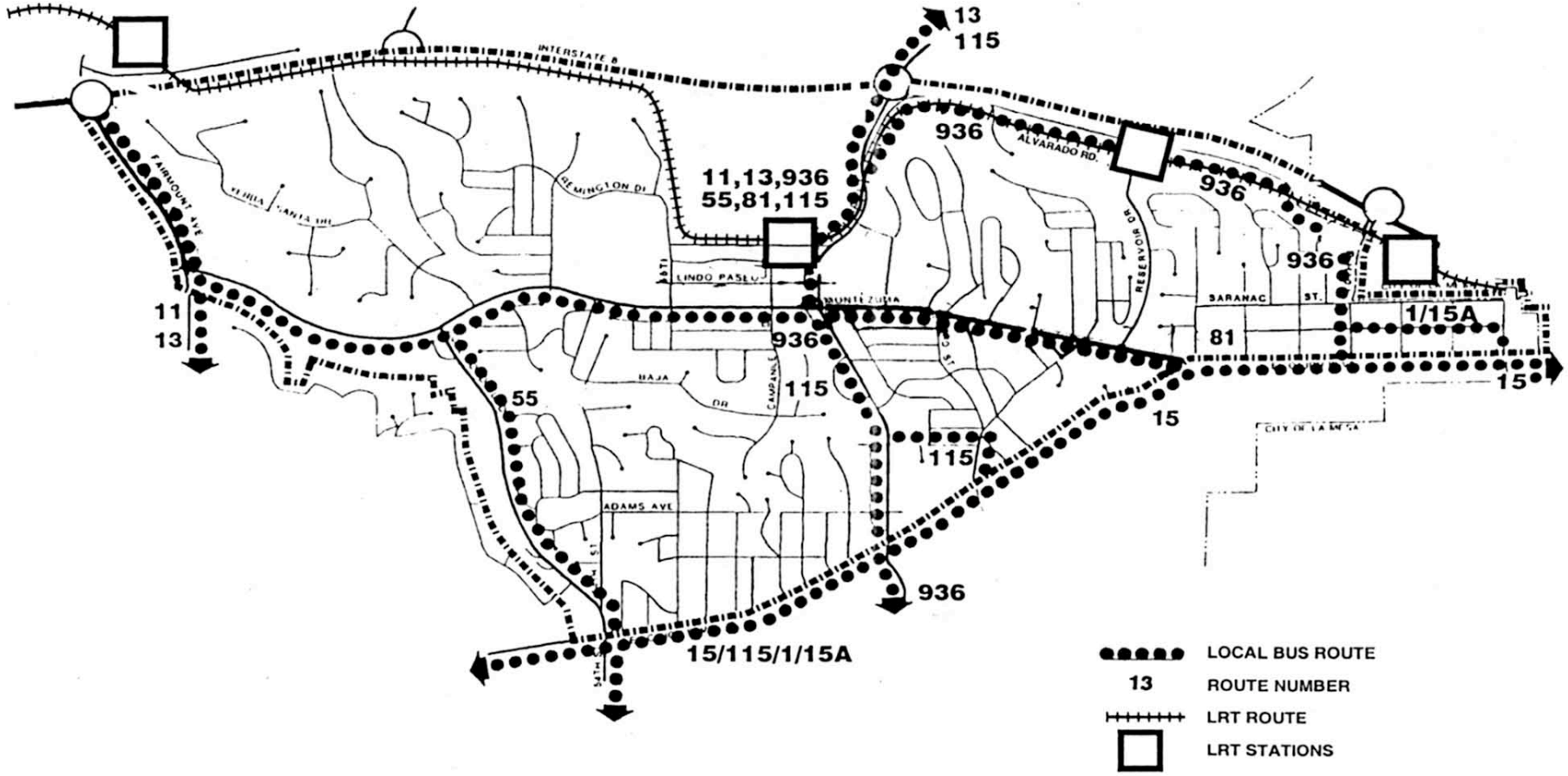
12. The feasibility of Waring Road running along the south side of Interstate 8 (beginning at the existing I-8/Waring Road interchange) and connecting to Canyon Crest Drive should be studied. This connection may offer relief for some of the congestion at the I- 8/College Avenue interchange. The study could be accomplished as part of an evaluation of an LRT line along I-8, as an element of an environmental analysis, or as part of any future City review of the College Area circulation system.

**EXISTING CONDITIONS: PARKING**

In 1986, the university sold approximately 24,000 parking stickers, approximately 20,000 to students. This indicates that at least 56 percent of the student body has an automobile. The actual figure may be higher since purchase of a sticker indicates only the number of student parking on campus, not the number who have cars. Because there is a large daily influx of students commuting to the university, which has a shortage of on-site parking (12,000 spaces for 24,000 cars), streets in the community are forced to provide parking for more than just residents of those streets. Many residents thus find themselves without a place for themselves or visitors to park. This situation is exacerbated by single-family homeowners who convert garages for storage or extra living space thereby further reducing the amount of off-street parking.

Another factor affecting parking is the use of single-family houses as living quarters by groups of students, many of whom have automobiles. Since most single-family houses are designed for families who generally have no more than two automobiles, the use of a house by four, five, or six student residents each of whom may have a car, forces more cars to be parked on the street than if the house were occupied by a single-family. This same situation applies to multifamily housing, where current regulations require each two-bedroom unit to provide 1.6 off-street parking spaces, but that unit may be occupied by several auto-owning residents.

As a result of this situation, the Area B Parking District has been implemented in the community in an effort to reserve on-street parking for neighborhood residents. Within this District (see **Figure 13**), cars parked on the streets during the day must display a sticker which identifies them as belonging to neighborhood residents. Neighborhood residents include renters as well as homeowners. Students, as renters, living in these neighborhoods, are eligible for parking stickers. Each residential unit within Area B may be issued up to four parking stickers.




**Transit Network** **14**

**College Area Community Plan** FIGURE

Parking at fraternity and sorority houses is also a problem. Since most of the houses are located on single-family sized lots, it has been difficult in the past for fraternities and sororities to maintain the off-street parking levels recommend by outdated Conditional Use Permit guidelines. Parking therefore occurs in front yards, back yards and along the entire length of the streets in the area. The result is fraternity and sorority houses completely surrounded by automobiles.

## RECOMMENDATIONS: PARKING

The Planning Department has undertaken a citywide parking study to determine the appropriateness of current parking standards. Recommendations for revising existing requirements are being formulated as the study progresses. Citywide application of the requirements is recommended; however, the actual parking ratios required will be a reflection of the type and location of each project. Surveys will be conducted to determine the need for community-specific variations that are not already accounted for in the proposed requirements. It is anticipated that campus communities will have a higher rate of auto ownership than the citywide average. The survey may determine that parking availability in such areas is more a function of parking management rather than parking supply. It is expected that the proposed revisions to the citywide multifamily parking requirements will be adopted prior to adoption of the College Area Community Plan.

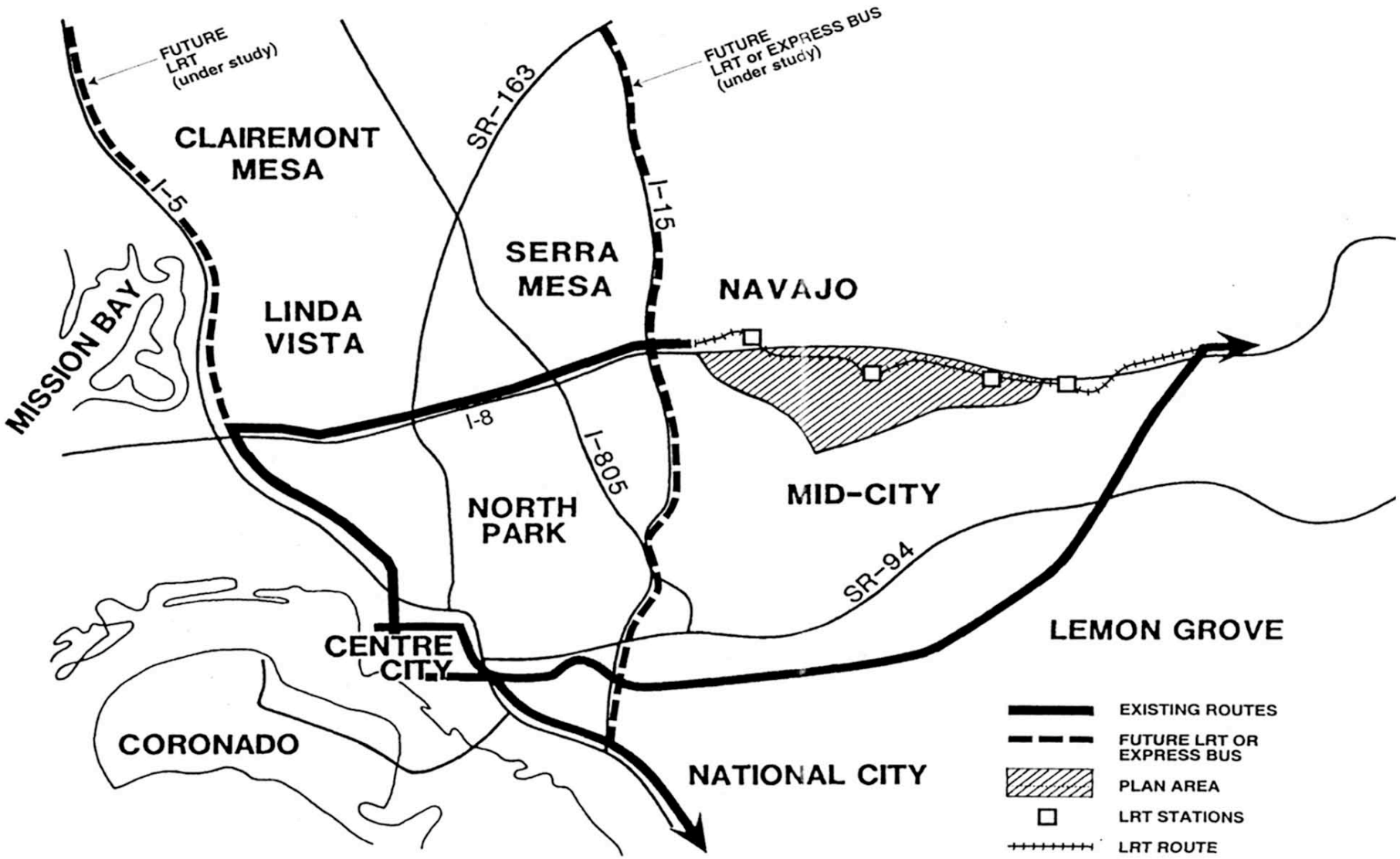
1. Implement the parking regulations for commercial projects along El Cajon Boulevard (see **Commercial Element**).

2. Implement the off-street parking recommendations for fraternity and sorority house Conditional Use Permits as outlined in the **San Diego State University Element** recommendations.

## EXISTING CONDITIONS: PUBLIC TRANSPORTATION

The community is presently served by the bus routes shown in **Figure 14**. In November of 1986, the San Diego State University Transit Center began operation as a regional transit station providing a connection to the transit system. The center is located at Hardy Avenue and Campanile Drive at the southern boundary of the campus in a central part of the community.

Due to the high commuter activity in the community, transit service is a very important factor in the transportation system. There are greater numbers of automobiles coming into the community than there are available parking spaces; therefore, increased transit use is an important solution to traffic and parking congestion. Residents of the community believe that the primary improvement to the mass transit system should be decreased travel time from the community to regional employment and shopping centers and to areas of the City which house concentrations of students. This improvement would involve an increased number of commuter routes serving the community and increased frequency of service on old routes. The Metropolitan Transit Development Board is continually seeking to improve service by adding additional routes, extending time of service during each day, improving weekend service, extending routes to serve more areas, and improving frequency of service.




**Future LRT System** **15**

**College Area Community Plan** FIGURE

Transit needs will also be met by the expansion of the LRT system. Construction has begun on the Mission Valley Light Rail Transit (LRT) line, which is projected to open in 2004. The adopted routing of this line in the San Diego State University area is shown in **Figure 15**. The LRT will include an underground station directly below the San Diego State University Aztec Walk between Campanile Drive and College Avenue. A bus transit center/pedestrian mall will be located on Aztec Walk (Plaza Drive) between Campanile Drive and College Avenue. Buses travel one-way eastbound directly above the underground LRT station. A small kiss-and-ride will be provided on Campanile Drive. East of the university, there will be stations on Alvarado Road at Reservoir Drive and at 70th Street in the City of La Mesa. This line will provide a rapid link between the community and the employment and retail opportunities of Mission Valley, East County and downtown San Diego. The line will extend east to Grossmont Center where it will connect to the East Line which connects East County to downtown (see **Figure 15**).

## RECOMMENDATIONS: PUBLIC TRANSPORTATION

1. Expand express commuter service between the community and business centers in downtown, Kearny Mesa, Sorrento Valley, University City and student housing centers in the beach area, Greater North Park and the Navajo communities. This expansion should include the addition of new routes as well as increased frequency of service on existing routes.

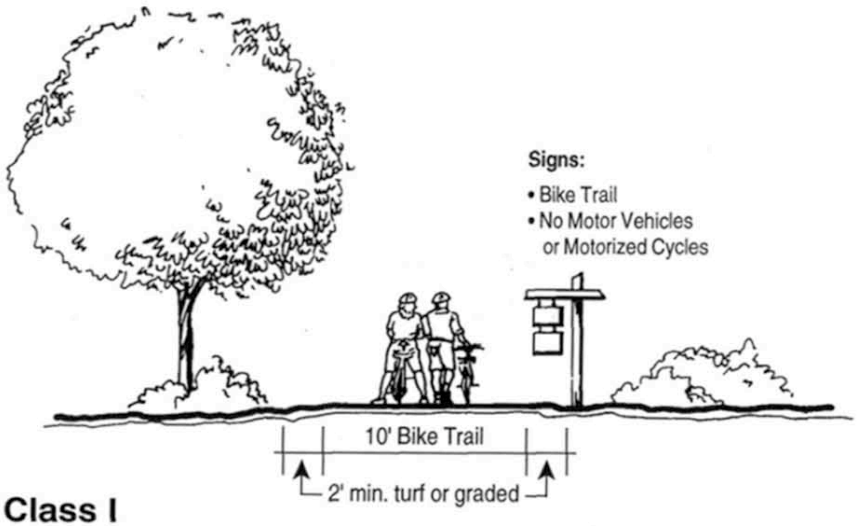
2. The university should systematically inform students of the opportunities offered by the transit system including the routes of buses equipped with bike racks and regulations regarding bikes on the LRT. The university should provide financial or other incentives to students and employees to use the transit system, such as subsidizing monthly bus passes.

3. The university and the Metropolitan Transit Development Board should coordinate efforts to provide new bus service and the expansion of existing LRT service to optimally serve the university. Routing to areas of concentrations of student residence, scheduling to provide maximum frequency of service during student and university employee peak travel hours, and close monitoring of the system to assure a continuing high level of service should be a part of this joint effort.

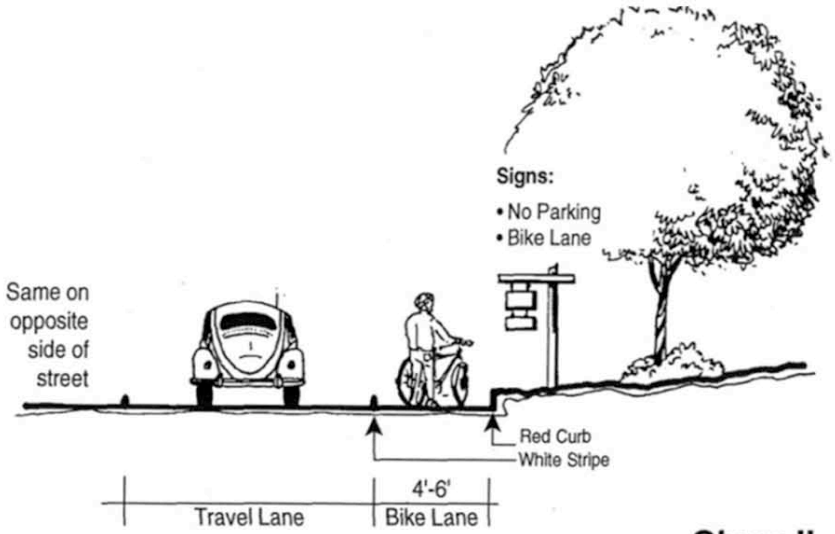
4. Bus shelters should be installed throughout the community.

5. Develop a “special event” transit system which provides service both to Cox Arena and between the university and other popular regional destinations. This should be a joint effort between the university and the Metropolitan Transit Development Board. Its use would occur only at specific times for specific events and should not be in operation on an everyday basis.

6. Any new development or redevelopment along the LRT route should be coordinated with the LRT expansion to ensure the reservation of needed right-of-way and station locations.

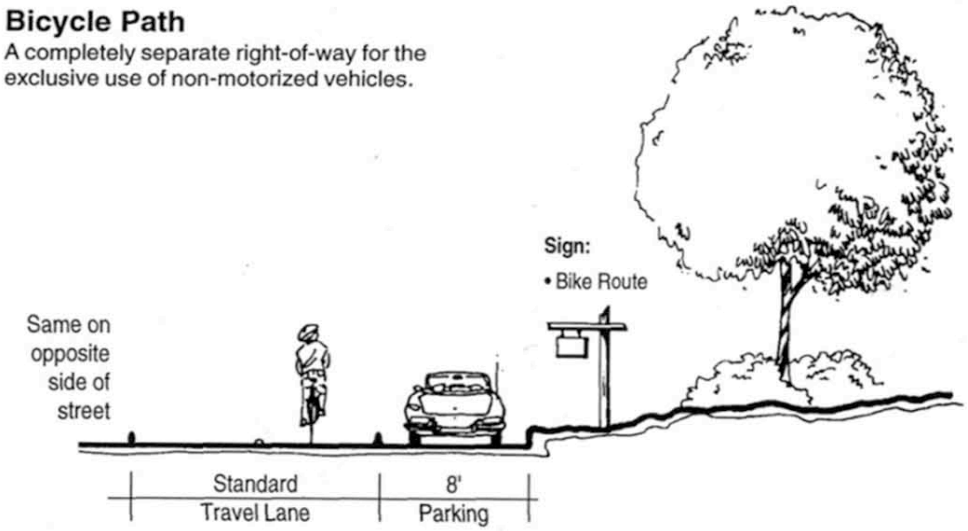



## Class I
### (Typical location–open space)
### Bicycle Path
A completely separate right-of-way for the exclusive use of non-motorized vehicles.




## Class II
### (Typical location–major street)
### Bicycle Lane
A restricted right-of-way located on the paved road surface alongside the traffic lane nearest the curb, and identified by special signs, land striping, and other pavement markings.

The dimensions illustrated on this page are subject to change.




## Class III
### (Typical location–neighborhood street)
### Bicycle Route
A shared right-of-way designated by signs only, with bicycle traffic sharing the roadway with motor vehicles.

**Bicycle Facilities Classifications** **16** FIGURE

**College Area Community Plan**

## EXISTING CONDITIONS: BICYCLES

Bicycles play an important role in the transportation system of this community. Bicycles are inexpensive to operate, require less space to operate and to park than automobiles, and are non-polluting vehicles. Finally, because bicycles provide exercise and recreational benefits, they are an ideal form of transportation.

Bicycle facilities in the community consist of Class II and Class III facilities (see **Figure 16**). The designated bicycle routes (**Figure 17**) follow major streets, but undesignated local streets are also used extensively by bicyclists. The university encourages students to use bicycles and currently provides bicycle parking facilities throughout the campus. However, the university needs to provide more racks and lockers (which can be used for storage of books, jackets, backpacks, etc.) to encourage an increase in bicycle use.

## RECOMMENDATIONS: BICYCLES

1. Implement the City wide bicycle program by completing the proposed bicycle facilities shown on **Figure 17**:

    a. Class II lane along College Avenue

    b. Class II lane along El Cajon Boulevard, east from College Avenue

    c. Class III route along Alvarado Road from College Avenue to 70th Street

    d. Class II lane along 70th Street between Alvarado Road and Montezuma Road

    e. Class III route on Remington Drive west to Dover Drive

    f. Class III route along the Plaza Drive right-of-way between College Avenue and 55th Street

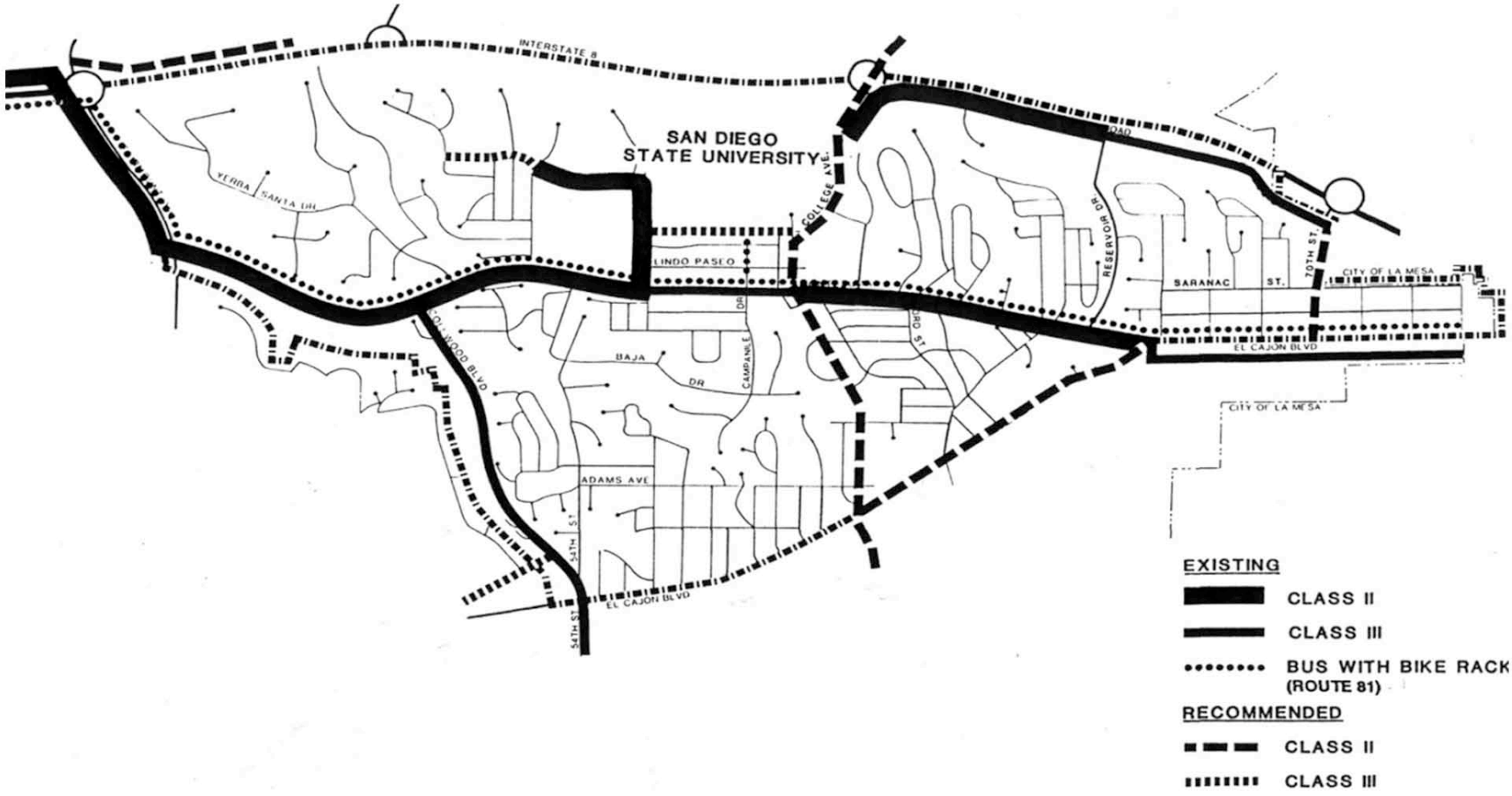
    g. Class III route on Monroe Street, west of Collwood Boulevard

2. Clearly mark all bicycle facilities with signs in conformance with City bicycle facility signs.

3. As part of future street improvements, upgrade Class III routes to Class II lanes on Montezuma Road and Collwood Boulevard. Both streets are major streets and should have restricted right-of-way bike lanes (see **Figure 17**).

4. As part of all new commercial and multifamily residential development projects, require bicycle parking facilities.

5. Provide bicycle parking facilities at the San Diego State University Transit Center.




**Bicycle Facilities** **17**

**College Area Community Plan** FIGURE

6 The university should improve bicycle facilities by implementing the following:

a. Increase the number and location of bicycle racks and lockers.

b. Clearly mark bicycle routes on the campus and separate bicycle routes from pedestrian routes.

c. Indicate bicycle parking areas by providing signs at campus entrances directing cyclists to parking areas and by marking parking areas with signs.

## EXISTING CONDITIONS: PEDESTRIAN FACILITIES

As in most older urbanized communities in the City, the public sidewalk system has been fully developed with sidewalks along both sides of most streets. This system serves the entire community with the exception of the university which has its own internal pedestrian circulation system. This internal system includes three pedestrian bridges across College Avenue.

Because the community is relatively small, and due to the difficulty of using automobiles for local trips, pedestrian traffic in the community is high. Ease and safety of pedestrian circulation is, therefore, important to the community and an important factor in reducing the use of the automobile.

## RECOMMENDATIONS: PEDESTRIAN FACILITIES

1. Complete missing portions of sidewalks shown on **Figure 18**. New sidewalks should be contiguous to the curb and should conform in width to the sidewalks to which they connect.

   a. 63rd Street between El Cajon Boulevard and Catoctin Drive.

   b. Montezuma Road between 54th and Collwood Boulevard.

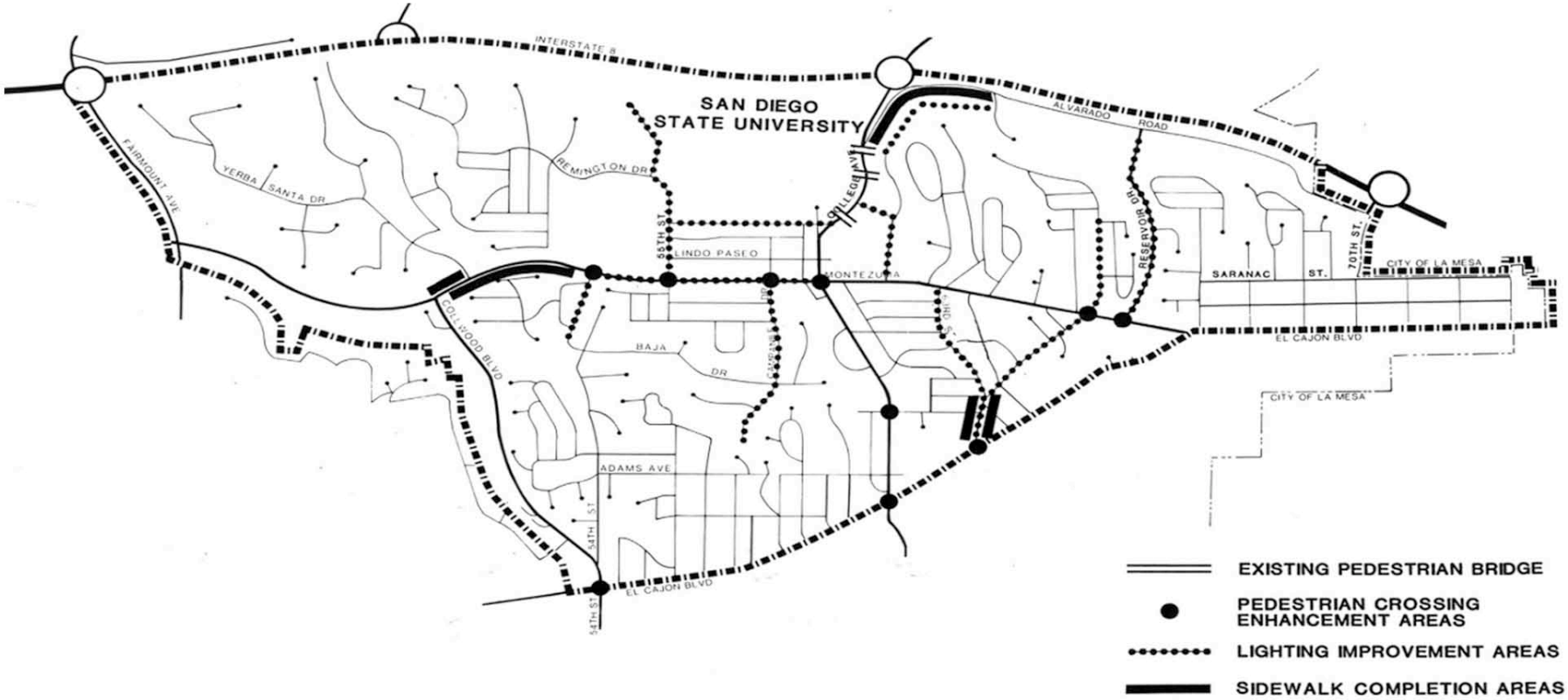
   c. Alvarado Road from College Avenue to Alvarado Court.

2. Analyze the need for enhancement of pedestrian crossing areas at the major intersections shown on **Figure 18**. The Engineering and Development Department, the Planning Department and the community should determine which intersections warrant such improvements according to established City policies, and what improvement would be possible at those intersections.

3. Provide lighting along the heavily used pedestrian routes listed and shown on **Figure 18**. Any lighting levels above those established in Council Policy 600-4 would have to be constructed and maintained by a maintenance district.

   a. 54th Street, south of Montezuma Road.

   b. Montezuma Road, from 54th Street to College Avenue.




**Recommended Pedestrian Circulation Improvements**

**College Area Community Plan**

**18**
**FIGURE**

c. 55th Street, from Dorothy Drive to the northern terminus of 55th Street.

d. Plaza Drive right-of-way, from 55th Street to College Avenue (university property).

e. Campanile Drive, south of Montezuma Road.

f. East Campus Drive connecting College Avenue and Montezuma Road, northeast of the College Avenue-Montezuma Road intersection (university property).

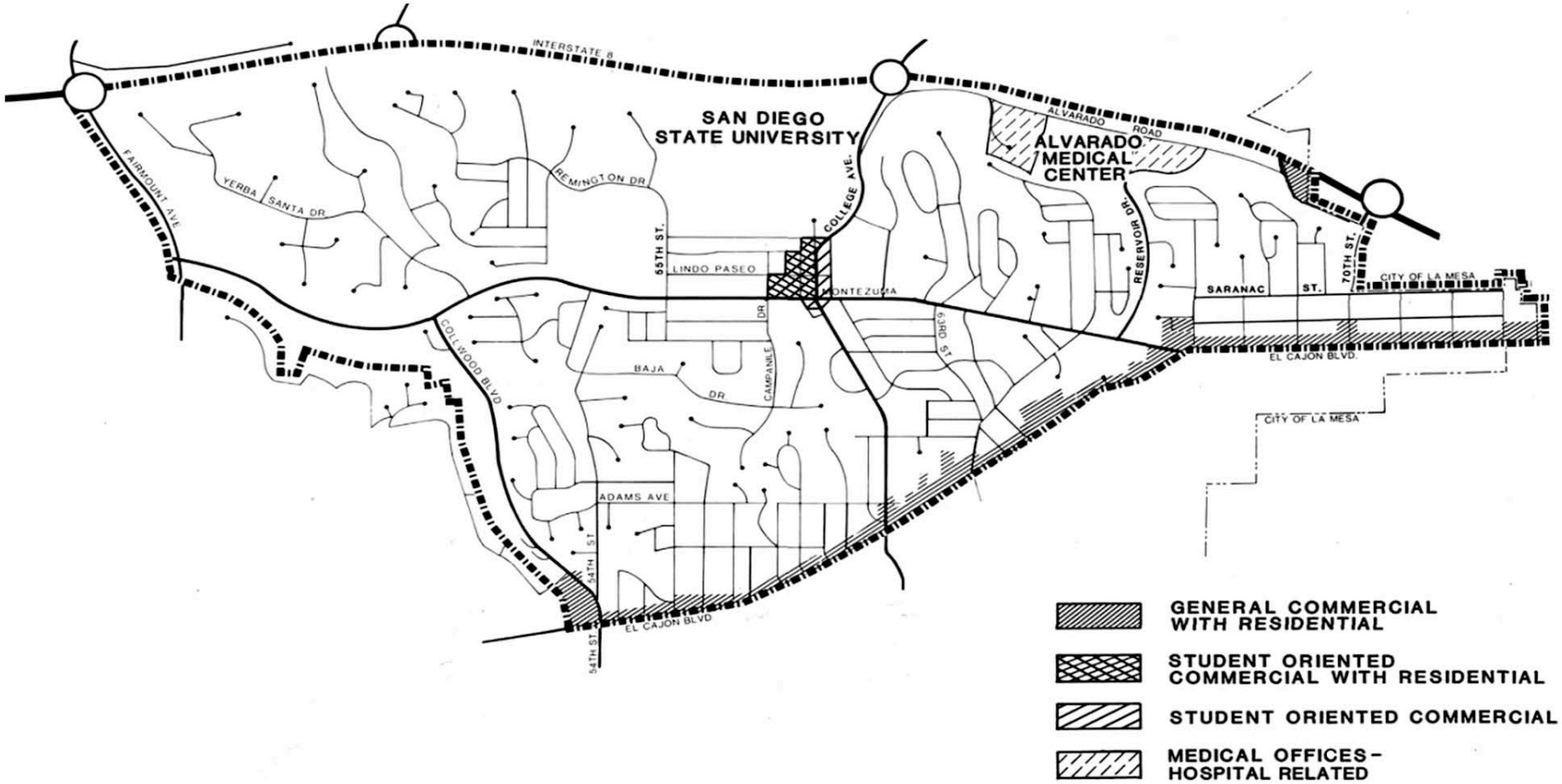
g. 63rd Street, between Montezuma Road and El Cajon Boulevard.

h. Catoctin Drive, from Alvarado Road to 63rd Street.

i. Reservoir Drive, north of Montezuma Road.

j. Alvarado Road, from Alvarado Court to College Avenue.

4. Lighting should be provided at all bus stops.




## Recommended Commercial Development

**19** FIGURE

**College Area Community Plan**

## COMMERCIAL

### EXISTING CONDITIONS

Existing commercial development in the community is located in three different areas: strip commercial development along El Cajon Boulevard, the major commercial area in the community; small-scale, student-oriented retail development along College Avenue, north of Montezuma Road; and medical offices along Alvarado Road, east and west of Reservoir Drive (see **Figure 19**). With the exception of the medical offices, which are newer development projects specifically oriented around Alvarado Hospital, commercial development is generally older, auto-oriented, strip development interspersed with newer, small-scale auto-oriented shopping centers. Landscaping and off-street parking are minimal, structures are one or two stories tall with no continuity of architectural style.

A major change in commercial development will come with implementation of the College Community Redevelopment Project. In addition to creating a mixed-use commercial area along portions of College Avenue and Montezuma Roads, local-serving commercial uses will develop within the residential portions of the Core Subarea, and a new visitor commercial area (the Lot A Subarea) is designated at the southwest intersection of I-8 and College Avenue. A hotel and conference facility serving the university is planned for this site.

El Cajon Boulevard is the community commercial area in the community. Commercial development along this corridor was at one time of regional importance. However, with the completion of I-8 in the late 1950s and the consequent shift of east-west traffic from El Cajon Boulevard to the freeway, the commercial attraction of the street has diminished. Development is primarily retail, with motels interspersed, on small lots. Two large shopping centers are located on the south side of the street at College Avenue and at 63rd Street. Much of the development is declining in both quality and quantity. Orientation is towards the automobile with parking lots located between the building facades and sidewalks and with many curb cuts in each block.

In recent years, crime has been a problem along this street. Prostitution, drugs, rapes and burglaries have contributed to the deterioration of the area. While such “social” problems cannot be adequately addressed by “land use” solutions, economic revitalization usually contributes to social improvements in an area. As revitalization occurs consistent with the recommendations outlined in the **Urban Design Element** and the regulations of the Central Urbanized Planned District, the economic vitality and improved appearance of the area should help reduce crime along the street.

The Central Urbanized Planned District and the recommendations outlined in the **Urban Design Element** are intended to provide development regulations which will improve the quality of development along El Cajon Boulevard. The regulations encourage high-intensity, pedestrian-oriented development at node areas (the intersections of El Cajon Boulevard with 54th Street, College Avenue and 70th Street) and lower intensity areas which are both pedestrian and auto-oriented connecting the node areas. Mixed-use and multiple use projects

are encouraged through commercial floor area ratio bonuses, but solely commercial or residential projects are permitted. New development must be buffered from adjacent residential development. The planned district regulations address a range of issues including but not limited to: parking, auto and pedestrian access, setbacks, height, floor area ratio and land use.

As part of the effort to revitalize El Cajon Boulevard, the El Cajon Boulevard Business Association was formed by property owners in the area. This business improvement association works together to coordinate private revitalization efforts to help ensure conformity with the planned district regulations and continuity among different projects in the same areas. At this time, the Association has formed three Business Improvement Districts along El Cajon Boulevard. The third district encompasses the area from Dayton Street east to the City limits within the College Area community plan area. These districts will facilitate raising funds to pay for improvements which are of much benefit to all members. Such improvements may include landscaping along the public right-of-way, street furniture, area identification signs and promotional campaigns. These funds are collected as assessments attached to business licenses.

The student-oriented commercial development at the southeast corner of the university campus consists of restaurants, a bookstore, a quick-copy facility and a variety of other university-serving retail and retail service establishments. College Avenue splits the commercial area. Most of the development is older with the exception of some newer restaurants on the east side of College Avenue. Development is generally pedestrian-oriented with limited automobile access from College Avenue and little off-street or on-street parking available. A pedestrian bridge crosses College Avenue immediately to the north of the commercial area, but the heavy traffic on College Avenue makes pedestrian access between the two sides of the street difficult except at the bridge. The high volume of traffic also makes the sidewalk areas on College Avenue unpleasant for the pedestrian.

**RECOMMENDATIONS**

1. Development along the north side of El Cajon Boulevard should occur in accordance with the following:

    a. Permit pedestrian-oriented development and encourage mixed and multiple use development in the three recommended commercial node areas, specifically the intersections of El Cajon Boulevard with 54$^{th}$ Street, College Avenue and 70$^{th}$ Street.

        - Permit a wide range of general commercial uses to provide full commercial service to the community and to facilitate redevelopment by permitting a multiplicity of commercial redevelopment opportunities.

        - Permit residential uses as part of multiple use projects at densities of 45-110 dwelling units per acre. Residential development should be located above, behind, or next to commercial uses. Residential uses will help to upgrade the area by turning it into a place where people are present 24 hours a day and a place where people live as well as shop.

- Development should be pedestrian oriented. Commercial uses must be located on ground floors to increase activity along the sidewalk and in and out of structures along the sidewalks. Parking must be located to the rear or sides of structures and there is a required minimum portion of the structure which must be located near the street. Parking should not adversely impact adjacent single-family neighborhoods either by the development of visually obtrusive parking areas or by increasing on-street parking.

- Structures must be designed to provide visual interest to pedestrians and motorists alike.

- Development abutting residentially zoned property must be buffered through the use of rear yard setbacks, landscaping, fencing or buildings with floors stepped back as height increases. From College Avenue to Collwood Boulevard, a narrow band of multifamily zoning, in place prior to the adoption of this plan update provides a buffer between single-family neighborhoods and commercially zoned El Cajon Boulevard.

b. Permit auto-oriented and pedestrian-oriented strip development and encourage residential development in the linear commercial development areas connecting the commercial nodes.

- Permit a wide range of general commercial uses to provide full commercial service to the community and to facilitate redevelopment by permitting a multiplicity of commercial redevelopment opportunities.

- Permit commercial development alone, residential development alone, or mixed or multiple use development. Development regulations of the planned district encourage residential development alone by limiting commercial floor area ratios.

- Permit residential development at densities of 45 to 110 dwelling units per acre.

- Permit commercial development to be auto-oriented. Since commercial node areas are intended to be high intensity pedestrian oriented use areas, the linear commercial areas are permitted to develop with lower intensity auto-oriented projects.

- Permit structures to provide visual interest to pedestrians and motorists alike.

- Development abutting residential property must be buffered by setbacks, landscaping fences or buildings with floors stepped back as height increases. Transitional zoning is discussed in recommendation number one above.

c. The Business Improvement District should contribute to the revitalization of El Cajon Boulevard by coordinating marketing efforts and physical improvements of businesses in the District. These activities should include, but need not be limited to the following:

- Joint advertising programs
- Coordinated holiday decoration
- Street fairs and parades
- Landscaping
- Street furniture and street lighting improvements
- Campaigns to attract new and varied business

2. The student-oriented commercial area should be rezoned to a pedestrian oriented commercial zone as shown on F**igure 19**, which permits the variety and intensity of uses necessary in a multiple or mixed-use development.

   This commercial area is located predominantly on the west side of College Avenue, closer to the university and not separated from the university by College Avenue, as shown in **Figure 19**. Without College Avenue dividing the commercial area, future development will be more accessible to students and will develop in a functionally and physically unified manner. Development in this area must be regulated to limit allowable commercial uses to those which serve the surrounding residential neighborhoods rather than more general commercial use. The zone should provide development regulations regarding setbacks, off-street parking and limiting hours of operation. The pedestrian oriented commercial zone should limit permitted uses to commercial facilities which serve students and residents rather than general commercial uses. The pedestrian oriented commercial zone should allow residential uses above the ground floor at a density of 75-110 dwelling units per net residential acre.

3. Development in the commercial student-oriented area should:

   a. Continue to offer a range of commercial uses oriented toward students.

   b. Not include any drive-thru establishments.

   c. Locate retail and retail service development principally on the ground floor and along sidewalks and streets, with offices and residential development above and/or behind the retail and retail service development. Residential development may occur at densities up to 109 dwelling units per acre as part of a mixed-use project.

   d. Maintain a strong pedestrian link with the university campus and within the Core Subarea.

   e. Upgrade the pedestrian environment through landscaping, building facade enhancement, provision of street furniture, public art and a high level of maintenance of both private property and adjacent sidewalk areas.

   f. Locate parking areas within the commercial structures or behind them, with auto access taken from alleys. Auto access from College Avenue is to be highly restricted.

## OPEN SPACE

### EXISTING CONDITIONS

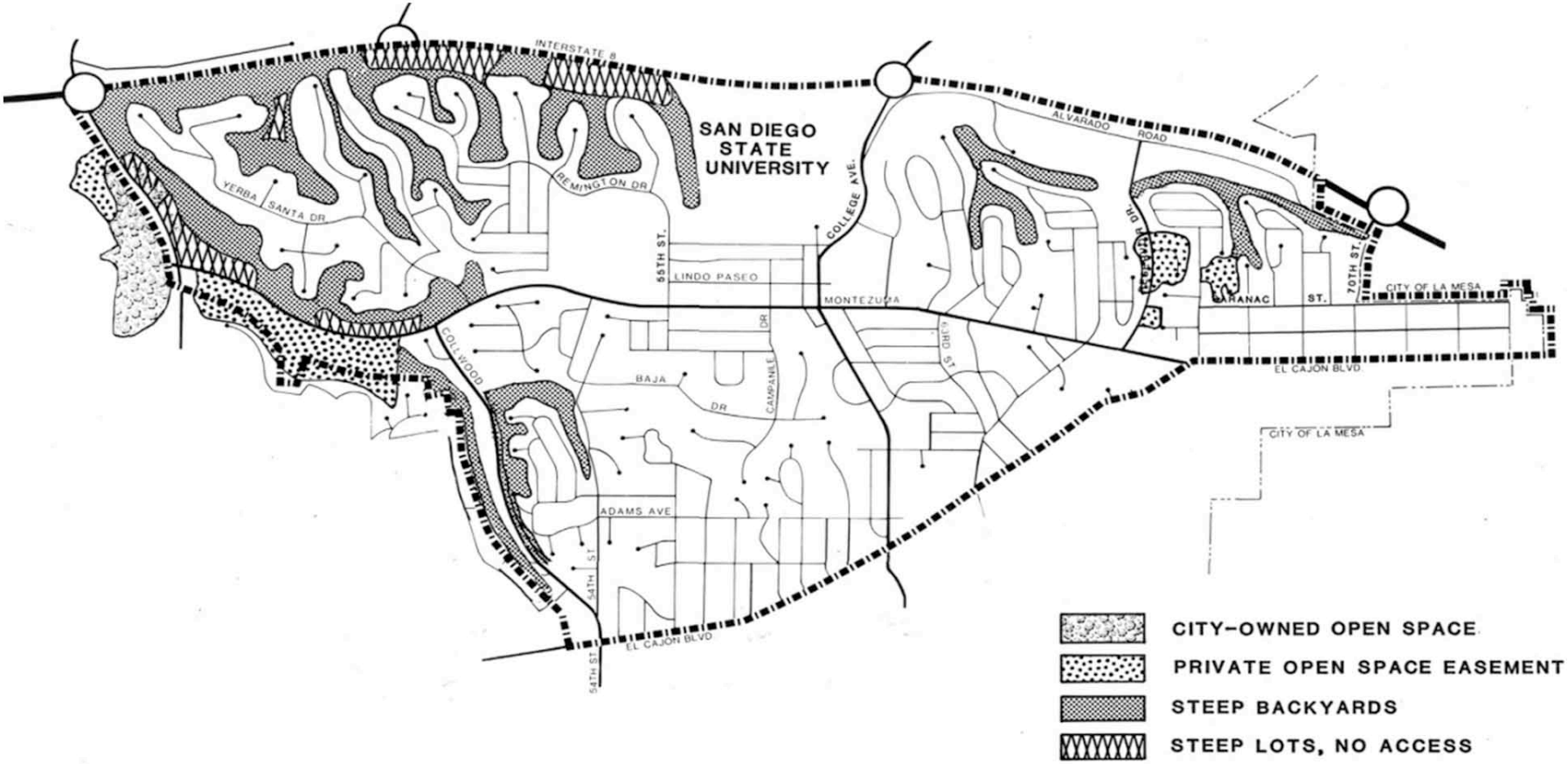
The hillside and canyon topography in the northern and western portions of the community has resulted in development patterns which have left open spaces in the community. All of these open spaces except one City-owned lot are privately owned and are either private open space easements, steep backyard areas, or steep lots for which there is no practical access (see **Figure 20**). The one dedicated City-owned open space lot is located just east of Fairmount Avenue. Adjacent to the community, west of Fairmount Avenue, is a larger City-owned open space area. A privately owned open space easement located south of Montezuma Road occupies priority number 59 on the City's open space retention list. Most of these areas are zoned for very-low residential development of one dwelling unit per acre (R1-40000 zoning) with Hillside Review Overlay zoning, while still other areas are zoned for low-density residential development of up to nine dwelling units per acre (R 1-5000 zoning) with HR overlay zoning.

Those areas which are highly visible from public rights-of-way, especially from I-8, Fairmount Avenue/Montezuma Road and Collwood Boulevard are designated as open spaces in the community. Also designated as open spaces are those areas zoned for very-low residential development within Hillside Review Overlay zoning which are part of a canyon system. These areas are principally the backyard areas of lots in the Alvarado Estates neighborhood. Limited development is permitted in all of these designated open space areas, but whatever development does occur must be designed to fit onto the existing topography of the site and preserve the majority of the existing vegetation. Development must, in other words, fit the site rather than altering the site to accommodate development.

### RECOMMENDATIONS

1. Rezone the property shown on **Figures 23A** and **23B** (**Implementation Element**) into the Rl-40000 and Hillside Review Overlay Zones.

   Those areas proposed for rezoning are highly visible from I-8 or Collwood Boulevard. These rezonings will help to preserve the native hillsides bordering three heavily traveled transportation corridors.




**Designated Open Space** **20**

**College Area Community Plan** FIGURE

2. Require that all new development in designated open space areas meet the criteria of the Hillside Review Overlay Zone which generally requires projects to:

    a. Cluster development on level, less sensitive portions of the site, in areas close to access points.

    b. Minimize grading while at the same time contouring man-made slopes to replicate adjacent undisturbed slopes.

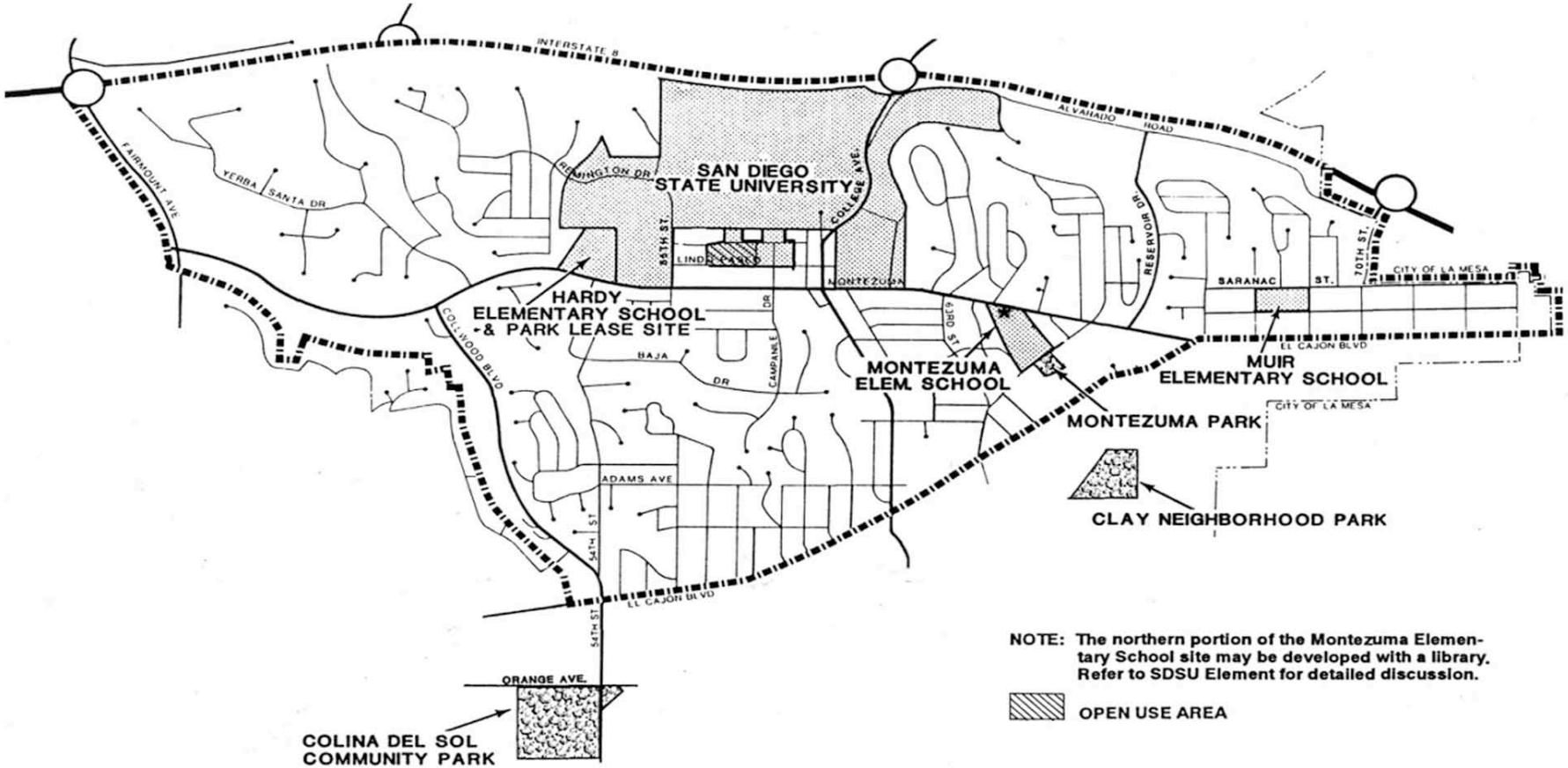
    c. Phase grading and revegetated man-made slopes promptly with City-approved erosion control vegetation to prevent erosion and runoff damage.

    d. Incorporate structure and site design which avoids construction of traditional building pads.

    e. Use native and/or drought tolerant plants in revegetation programs.

    f. Maintain view corridors between public rights-of-way and open space areas shown on **Figure 20**.

3. Development along the northeast side of Fairmount Avenue and Montezuma Road should not take access from either Fairmount Avenue or Montezuma Road. Any new development should adhere strictly to the Hillside Review Overlay Zone development guidelines, with development clustered at the top of the slopes, close to Palo Verde Terrace or Yerba Santa Drive. The density and design of any new development should be compatible with surrounding development and should occur only through a Planned Infill Residential Development Permit.




**Parks and Recreational Facilities** **21**

**College Area Community Plan** FIGURE

# PARKS AND RECREATION

## EXISTING CONDITIONS

The majority of the College Area community was developed prior to the establishment of the General Plan population-based park standards. A comparison of existing park facilities with those standards shows a major deficiency. Given a population of approximately 16,000 people, this community should be served by 48 acres of parkland. At present, there is a single, one-acre park, Montezuma Park, located within the boundaries of the community. A portion of the Hardy Elementary School site (1.4 acres) is presently leased by the Park and Recreation Department and developed with a turfed playing field area. The present lease will expire in January 2003. Colina del Sol Community Park and Clay Neighborhood Park, both located south of the community in the Mid-City community, provide some College Area community residents with recreational facilities, but there is still a significant deficiency of park facilities for community residents.

Because the community is urbanized and already developed, the opportunities for acquiring new parklands are very limited. Land availability and land costs inhibit the development of new park sites or the expansion of old ones. As a result, alternative recreational facilities must be identified and developed to increase both active and passive recreational facilities opportunities.

The community is concerned that the existing park site and future park sites, as well as all other public facility sites, remain in use as community serving facilities. The discontinuance of a public use on a public facilities site, and the reuse of the site for either public or private use should be reviewed by the community prior to any change in use. The Open Space Zone helps to ensure that publicly owned parks and open space lands are preserved for communitywide use.

## RECOMMENDATIONS

1. The Hardy Elementary School, the Montezuma Elementary School, and the Muir Elementary School sites should be utilized to provide recreational facilities to the community.

   The San Diego Unified School District makes public school recreational facilities, both indoor and outdoor, and meeting rooms available for use by the community. The Hardy School facilities should continue to be used in this manner and the Montezuma and Muir School sites should also be used in this way if they are returned to use as public school facilities.

2. A portion of the Hardy School site should continue to be used for public recreational use. The present lease should be extended and recreational facilities on the site expanded.

3. A portion of the Montezuma School site could be utilized for expansion of Montezuma Park. This would allow the development of a larger park site adjacent to the existing small park.

4. Apply the Open Space-Park (OS-P) Zone to the Montezuma Park site. The OS-P Zone will preserve this site as a public park.

5. The use by the community of recreational and educational facilities at San Diego State University should be permitted and continued.

   The community should work with the university to assure that athletic fields, gymnasium facilities, the library, and assembly or meeting rooms will continue to be made available to members of the non-university community. To the extent such facilities have been in the past open to the community, increased use of those facilities may require regulation by the university at a higher level than now exists.

6. As a supplement to public park and recreation facilities, require the provision of private recreational facilities when approving residential discretionary permits.

   Such facilities would include, but should not be limited to: swimming pools, spas, tennis or other game courts, picnic areas, meeting rooms, plaza areas or areas provided with benches and landscaping for possible recreation.

7. As part of commercial discretionary permits, require the provision of passive recreational facilities which may be used by the general public. Such facilities would include plazas and areas provided with seating and landscaping.

8. Identify sites which may be appropriate as park sites, and monitor the availability of these sites for future purchase by the City.

9. Continue to require park fees as part of new residential development projects in order to offset the public costs of new park acquisition and development.

10. Apply the Rl-40000 Zone to the site where Parking Structure No. 2 is located, between Hardy Avenue and Lindo Paseo, east of 55th Street. The Rl-40000 Zone preserves this open use area for recreational uses in the event the parking structure is removed.

# PUBLIC FACILITIES

## EXISTING CONDITIONS

The community is served by three elementary schools, one junior high, and one senior high school (see **Table 5** and **Figure 22**) all of which are within the Crawford Attendance Area. Only one of these schools, Hardy Elementary, is located within the planning area. These schools offer education at levels kindergarten through grade 12. In recent years two public school facilities, Montezuma Elementary and Muir Elementary, have been closed due to a declining enrollment. The Montezuma facility is presently leased by the university for offices, classrooms, parking and storage. The university has leased the site for ten years (1986-1996). The Muir facility is presently leased for three years (1988-1991), as a mental health day treatment center. **Table 5** shows the enrollment and capacities of the public schools presently serving the community. Please note that school capacity represents the maximum use of space based on 30 students per classroom. This method disregards special program requirements and provides a maximum usage number for baseline purposes.

**TABLE 5**
**Public School Facilities**

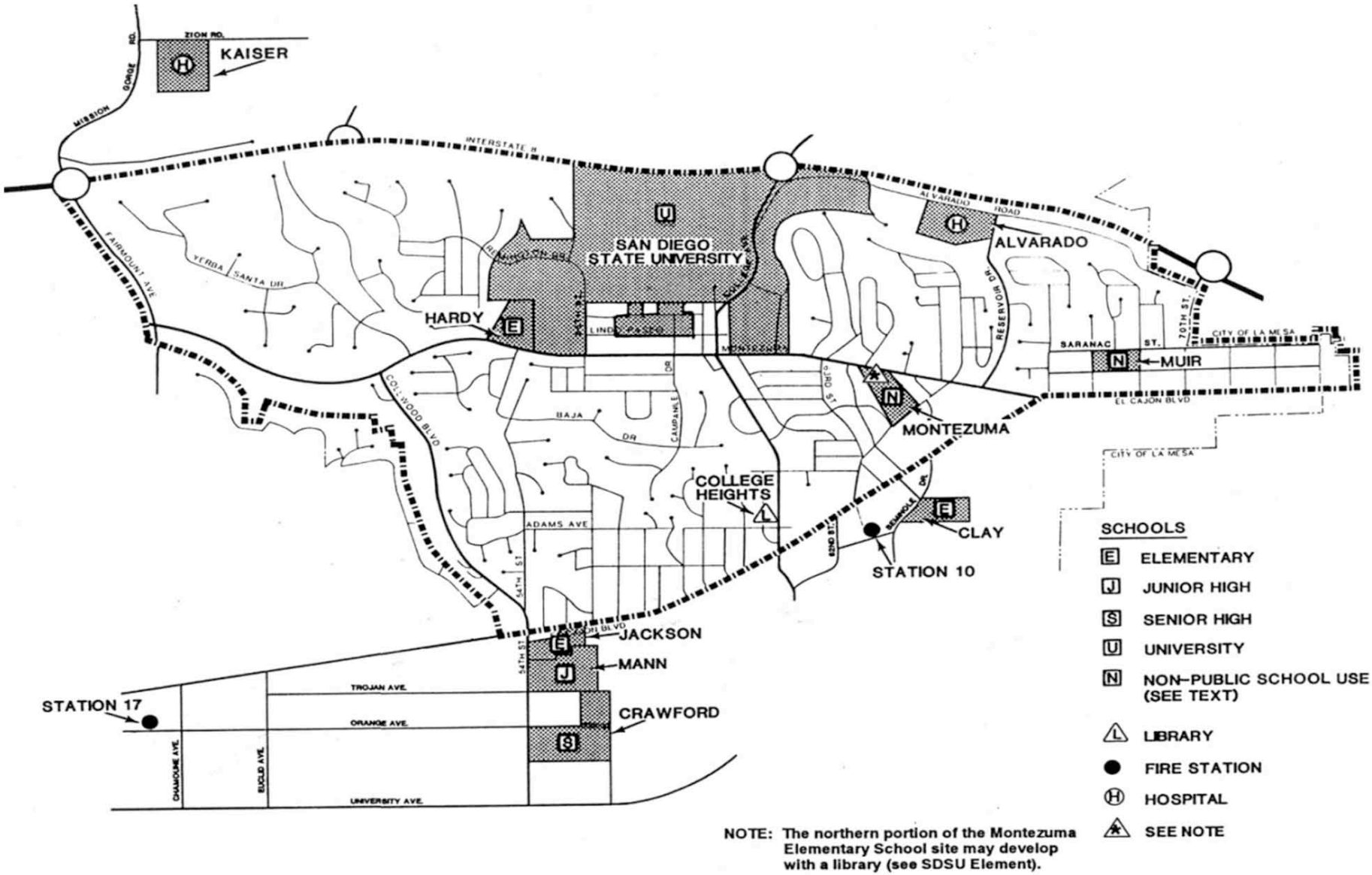
| School | Oct. 1986 Enrollment | 1987 | Est. Enrollment 1990 | School Capacity |
|---|---|---|---|---|
| **Elementary** | | | | |
| Hardy | 307 | 306 | 326 | 420 |
| Clay | 356 | 356 | 378 | 360 |
| Jackson | 692 | 722 | 750 | 840 |
| **Middle** | | | | |
| Mann | 1,392 | 1,384 | 1,422 | 2,106 |
| **Senior High** | | | | |
| Crawford | 1,689 | 1,697 | 1,725 | 2,153 |

Sites not used as public schools: Montezuma Elementary leased to San Diego State University, Muir Elementary - Leased to Mental Health Systems

Source: San Diego Unified School District

The San Diego Unified School District "Long Range Facilities Master Plan" 1986-2000 projects growth at elementary schools within the Crawford Attendance Area through the year 2000. Between 1991 and 1995 this growth will be met by existing facilities and double session kindergartens as well as the addition of five portable classrooms. Between 1996 and 2000 no new additional facilities will be required. The plan calls for the reexamination in 1995 of the Montezuma school to determine the need to return this school to use as a public school.

The Long Range Facilities Master Plan is used by the school district to determine long range needs of the school district as a whole. The master plan projects growth within the district and identifies specific strategies used to accommodate that growth, as well as constraints on




**Public Facilities** **22**

**College Area Community Plan** FIGURE

those strategies. An important fact for all community members to remember is that the school system is designed to provide school facilities for a district-wide population, not just a community population. Community members wishing to learn more about the future of school facilities throughout the district or within the Crawford Attendance Area should consult the Long Range Facilities Master Plan.

The College Area Community Plan also makes recommendations regarding the use of school sites serving the community. Most of these recommendations are intended to help assure that school sites will remain as public serving facilities when needed and will be developed in a manner compatible with surrounding neighborhoods.

**RECOMMENDATIONS: SCHOOLS**

1. The community should work with the San Diego Unified School District to implement whatever changes are appropriate to assure that public schools adequately meet community needs.

2. The Montezuma School site should retain its R1-5000 zoning until a decision is made by the school district regarding re-opening the School.

   Public involvement must play a major role in determining future use of this site and, if the site is developed for private use, any future development must be compatible with surrounding development.

   a. The Montezuma School site should be reserved primarily for future educational or recreational uses. When the lease with the university expires, the southern portion of the school site could be returned to use as a school or developed as a public park in conjunction with the existing Montezuma Park site. The remaining portion of the site (adjacent to Montezuma Road) could be developed with a new library.

      If renewed, the university's lease for the school site should accommodate a return of the site to educational or recreational use.

3. The Hardy School site should be rezoned to R1-5000 with the Institutional Overlay Zone applied.

   a. The Hardy School should remain open as a public school serving the College Area community.

   b. In the event that Hardy School is closed, the site should be reserved for public recreational facilities.

4. The Muir School site should be rezoned to MR-3000 with the Institutional Overlay Zone applied as well. Until the school is re-opened for public educational use, it should be used as a community serving facility.

The College Area community is served by the eastern division substation. There is no police substation or a community relations office within the boundaries of the community. The community is also served in part by the university police who are responsible for public

safety on the campus and who work closely with the San Diego Police Department in monitoring off-campus student activities. The university police patrol the area immediately to the south of the university and respond to problems involving students in this area.

Perhaps the most pressing public safety problem in the community is the prostitution activity along El Cajon Boulevard. That activity as well as the attendant drug and loitering problems have hindered the rehabilitation of El Cajon Boulevard and caused nuisance problems for residents, churches and businesses within the El Cajon Boulevard corridor. The Police Department and business and property owners have been working together to eliminate this problem and are strongly committed to achieving that goal.

A second police problem has been sexual assault of women on or near the university campus and in the El Cajon Boulevard corridor. While these assaults are relatively few in number, the serious injury to the victims of such a crime has made this problem one of great concern to students, residents and police. Increased vigilance on the part of police, and rape awareness and prevention training provided on-campus have been the responses to these assaults.

A third police issue in the community is the nuisance of loud student parties. Fraternity and sorority houses are adjacent to single-family neighborhoods, and many students rent houses in single-family neighborhoods. Consequently, any late night parties with loud noise and large numbers of people arriving at and leaving parties disturb other residents in a neighborhood. The university police and the San Diego Police Department are working with the university administration, the College Area Community Council and other community residents to discourage late night and loud parties. The designation of multi-purpose area and the Single-family Rental Overlay Zone both help to prevent loud parties in single-family neighborhoods by regulating the location of student-oriented housing.

## RECOMMENDATIONS: POLICE

1. The Police Department and community property owners should continue their joint efforts to eliminate prostitution from El Cajon Boulevard.

2. The university should continue to support and sponsor education programs for rape awareness.

3. The San Diego Police Department, in conjunction with the university police, should continue to expand nighttime foot patrols in areas with concentrated pedestrian traffic.

4. The San Diego Police Department, the university police and the university administration should continue to cooperate in the enforcement of City noise ordinances.

## EXISTING CONDITIONS: FIRE PROTECTION

Station No. 10 at 4605 62nd Street and Station No. 17 at 4206 Chamoune Avenue provide the necessary fire protection to the community (see **Figure 22**). Station No. 10 is a relatively new facility and is the Fourth Battalion Headquarters. The station houses a Battalion Chief, a truck company and an engine company. The Battalion Chief at the facility oversees seven other stations in the central area of the City. Station No. 17 houses an engine company and a

paramedic unit. There are no immediate plans to build another fire station or to enlarge the existing facilities.

The principal fire threat in the community is from brush fires in canyons. During the dry season and especially during Santa Ana conditions, fires in the canyons can present a serious danger. Residents in canyon areas can take a variety of steps to protect property from fires and should contact the Fire Department to learn what these steps are.

## RECOMMENDATIONS: FIRE PROTECTION

1. The Fire Department should continue its program of community education on fire prevention.

2. Property owners in canyon areas should take steps to reduce the risk of fire on their property. It should be noted that fire protection is a function of a combination of measures, never just one measure alone. The following three protection measures should be considered:

    a. Brush should be thinned to a level which lowers the fuel load in canyon areas, but preserves vegetative cover to prevent erosion and maintain an undisturbed appearance to canyon areas. Existing vegetation should be preserved as much as possible. Areas that have been disturbed by construction should be revegetated with drought tolerant plant materials. Non-invasive plants should be used in areas adjacent to native vegetation. Landscaping adjacent to natural canyons or open areas should be selected to be fire retardant while still being sensitive to impacts on native vegetation.

    b. Fire retardant building materials, particularly roofing materials, should be used in new construction or remodeling of existing structures.

    c. Fire retarding structures such as walls or swimming pools should be used to retard the spread of fires.

3. The City should continue to upgrade traffic signals with automatic devices which change the signals to give emergency vehicles the right-of-way.

## EXISTING CONDITIONS: LIBRARY

College Heights Branch Library is the library facility serving the community. Located on College Avenue just north of Adams Avenue (see **Figure 22**), this branch contains approximately 25,800 volumes with a monthly circulation of approximately 7,000 volumes. Although this branch meets the General Plan standard recommending one branch library to serve 18,000 to 30,000, this branch is physically small with inadequate parking. At present, the City is exploring alternatives to design a new or expanded facility with adequate parking to serve the community. The Friends of the College Heights Library have suggested use of a portion of the Montezuma School site for a new library and the City is presently investigating acquisition of a 1.5-acre portion of this site.

## RECOMMENDATIONS: LIBRARY

1. Service improvements at the College Heights Branch Library should include: extended hours, expanded book and periodical collection, additional staff to provide special programs.

2. The library site and the adjacent city-owned site to the south (former fire station) should be rezoned to MR-3000 with the Institutional Overlay Zone applied as well. If a new library site is found, reuse of the existing site should be for multifamily housing at a density of one unit per 3,000 square feet of lot space, in conformance with surrounding zoning.

3. Acquisition of a portion of the Montezuma School site of the construction of a new library facility should be pursued. If the school site is not available and no other new library sites can be located, the existing library should be remodeled and expanded onto the adjacent City-owned site. Adequate parking should be provided for any new or remodeled library.

## EXISTING CONDITIONS: WATER AND SEWER SERVICE

The Montezuma Pump Station, supplied by the Trojan Pipeline from the Alvarado Filtration Plant, is presently the primary source of water for the project area. The City is currently planning to install a large transmission pipeline from the new California Water Authority Pipeline No. 4 in 70$^{th}$ Street to a point somewhere near Interstate 805 in the Mid-City area. This pipeline, now known as the El Cajon Boulevard Pipeline, will have the potential to provide significant support, in terms of water supply and pressure, to the project areas and is anticipated to be operational in the late 1990s. The extent of that support and the public facilities needed to provide that support, however, are still being determined.

Existing cast iron water mains and concrete sewer mains throughout the area are being replaced as part of an ongoing citywide replacement program. The replacement schedule is dictated by breaks and corrosion detection, and is prioritized amongst similar citywide needs.

## RECOMMENDATION: WATER AND SEWER SERVICE

The City of San Diego utilizes standard thresholds for determining development impacts to the existing water and wastewater collection systems. The current standards are contained in the “Water-Sewer Planning and Design Guide” by the City of San Diego Water Utilities Department. Impacts on water service are considered significant if the project will: 1) result in greater population densities than currently exist; or 2) result in high water use activities.

The impacts related to potential alteration of the water and wastewater collection systems shall be addressed in a water and sewer study prepared for the redevelopment project area, in coordination with the City of San Diego’s Water Utilities Department. The study shall examine the existing water and wastewater collection systems in the redevelopment project area to estimate the impact of proposed development. The amount of development required to initiate the water and wastewater study shall be established by the Executive Director of the Redevelopment Agency.

## EXISTING CONDITIONS: HOSPITALS

Alvarado Medical Center is located within the plan area and provides a full range of hospital services, including emergency medical services to the area residents. The medical offices adjacent to the Alvarado Medical Center are a part of this hospital facility. They are well integrated into the complex and are linked by sidewalks and driveways to other parts of the medical complex. The 200-bed Kaiser Hospital near Zion Avenue and Mission Gorge Road also serves the plan area. Mount Helix General Hospital and Grossmont Hospital are within convenient distance in the City of La Mesa.

## RECOMMENDATIONS: HOSPITALS

1. The community should monitor hospital facilities within and adjacent to the planning area to ensure adequate hospital service for community residents.

2. Development in the office area adjacent to Alvarado Medical Center should emphasize medically-oriented and university-related office.

3. A pedestrian circulation system linking office development with the medical center should be maintained.

## URBAN DESIGN

Urban design is the community's visual image which the overall patterns of development in the community project. Urban design is a three-dimensional concept that is the image and identity of a community. The aspects of development that make up urban design include the relationship of building bulk, scale, site design and architectural style with the natural topography of an area, and with the pedestrian and vehicular accessways. The visual organization and interest created by development also contribute to the community's visual image. This Plan makes recommendations which will strengthen the urban design concept in the community by providing guidelines which new development should follow.

### EXISTING IMAGE

The College Area community is developed predominantly with single-family houses in subdivision patterns reflective of the hills and canyons within the community. Mature and well maintained landscaping as well as native vegetation on hillsides and canyon bottoms is a characteristic of the community. Views from hilltop areas to the mountains to the east and down into small finger canyons are also present.

The streetscape through much of the community is distinctive. Fairmount Avenue and Montezuma Road are characterized by canyon walls with native vegetation on both sides of the street. Collwood Boulevard also runs through a canyon which, though somewhat disturbed, has steep hillsides with a combination of native and ornamental landscaping. Montezuma Road, west of College Avenue, has tall mature palm trees planted along the right-of-way, and almost all of the neighborhood streets have mature trees planted either in the public right-of-way or on private property adjacent to the sidewalks. When entering the community from the north or west, the streets rise sharply giving a distinct impression of moving from outside of the community into it.

The university is distinctive with its broad pedestrian walkways, open plazas and arcades. Automobile traffic is limited to perimeter areas only, leaving the majority of the campus open to landscaping, wide steps connecting plazas on different levels and gathering places large enough to accommodate the number of students using the campus. Architectural styles are tiled and stuccoed Spanish colonial buildings as well as modern glass and steel structures.

The relative scale of the old and new buildings is compatible, and the different buildings are visually tied together by the plazas and landscaping which physically connect them.

Commercial development in the community is fragmented both visually and physically by its orientation to the automobile. Development patterns have been determined by driveways and parking lots, rather than the relationship of commercial facilities to one another or to the neighborhoods and campus which they serve. In an effort to make each individual store or groups of stores stand out from its neighbors, developers and property owners have used a variety of unrelated architectural designs and competing signs. The result is visually cluttered and confusing commercial areas which are in need of both economic and physical rehabilitation.

## FUTURE IMAGE

The future image of this community combines maintaining the visual character of the residential neighborhoods while strengthening the visual identity of the university area and the El Cajon Boulevard corridor. As the two major centers of activity become functionally more dominant, there must also be sensitive transition between the centers and adjacent neighborhoods. The existing scale of the neighborhoods should not be overwhelmed by the large-scale development proposed for the mixed-use area near the university or the El Cajon Boulevard corridor.

The presence of the university should be clearly identifiable as a major component of the community. The campus and Core Subarea should project a strong visual image that marks the area as one of very high activity attracting thousands of users every day. At the same time, this area should be visibly linked with the rest of the community and not walled off from it. The use of transition of scale, landscaping, organization of transportation and parking facilities, and organization of land uses are integral to achieving visual harmony between the university area and nearby neighborhoods. These goals are further defined in the 1997 Council adopted Core Subarea Design Manual.

As the El Cajon Boulevard corridor redevelops, its image will become more organized giving clearer identity to commercial uses located here. With the mixture of residential and commercial development which is encouraged, a higher level of pedestrian activity will occur. The improved image resulting from better landscaping, sign control and screening requirements will integrate this corridor functionally and visually with the community as a whole.

Located between the two activity centers, the residential neighborhoods will remain at their present scale and appearance. These neighborhoods should continue to reflect the canyons and mesas within and on which they are built. They should also remain visually distinct from development in the activity centers although they should not appear to be cut off from those centers. The major streets of the community should continue to link the neighborhoods to the activity centers and circulation within the neighborhoods should continue to be confined to local streets.

Recommendations for urban design within the College Community Redevelopment Project subareas are included within the San Diego State University Element and within the Master Project Plan which helps implement the redevelopment project.

## RECOMMENDATIONS: RESIDENTIAL DEVELOPMENT

### Single-Family Development

1. New development of vacant lots or redevelopment should be compatible with the scale and character of the surrounding development. Building scale should be related to the prevailing scale of houses in the area, and to the wider effects upon the neighborhood, views and topography. Front and side yard setbacks similar to those of existing development should be observed. The existing single-family character of the community should be preserved through the use of the Planned Infill Residential Development

Permit. This discretionary permit requires new single-family or a mixture of single-family and multifamily development to be compatible in density and design with existing surrounding development.

2. Subdivision or consolidation of existing single-family lots which would result in new lots substantially smaller or larger than most lots in surrounding neighborhoods should not be permitted. Panhandle lots should also be avoided. The existing neighborhood subdivision pattern and density should be continued in all development.

3. Landscaping of new single-family projects should be compatible with landscaping in surrounding neighborhoods. If landscaping is located between the sidewalk and street, trees located in this landscape strip should be maintained or new trees planted to continue the line of trees along the street. If mature trees are located on a lot to be developed or redeveloped, those trees should be maintained in keeping with surrounding neighborhood character.

**Multifamily Development - El Cajon Boulevard**

1. The transitions and visual relationships of multifamily buildings and adjacent lower density development should be harmonious. A conscious effort to achieve balance and compatibility in design between different intensities of development is needed. This can be accomplished by repeating existing building lines and surface treatment, by gradual transitions in height and bulk, and by the use of setbacks at ground level and above ground level. Abrupt differences in scale should be avoided.

2. Since new multifamily buildings are usually larger than adjacent lower density structures, large surfaces should be articulated and textured to reduce their apparent size and to reflect the pattern of existing adjacent buildings.

3. Where lot consolidation takes place, special consideration should be given to adjacent parcels to ensure that new development does not visually overwhelm neighboring development.

4. Building bulk should be controlled through the use of ground level and upper level setbacks, facade variation and architectural features (recessed entryways, porches, balconies, bay windows) which serve to break up building masses. Such architectural variations help avoid the creation of a wall effect along streets.

5. Trash enclosures, parking areas and service areas should be screened from adjacent lower density residential neighborhoods.

6. Landscaping on side streets adjacent to new multifamily development should repeat the landscaping character of the lower intensity adjacent neighborhoods. This will improve the transition of development between the different intensities.

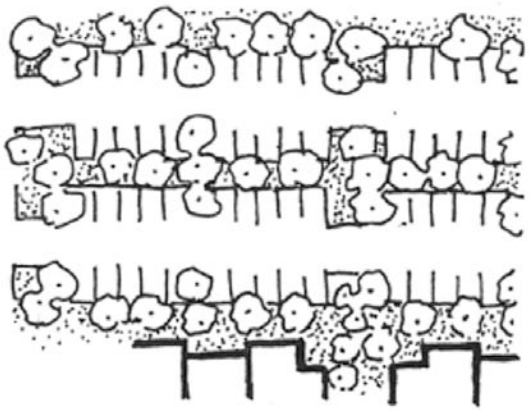
7. Usable open areas should be provided for each unit. This may be in the form of a garden, courtyard, terrace, or roof deck or other space that allows residents to have their own outdoor areas.

8. When located on ground level, private open areas should be screened from public view by landscaping or privacy fencing.

9. Private open areas should observe solar access principles to provide shade in the warm months.

10. Off-street parking areas should be placed in unobtrusive locations and should be designed to minimize visual impact on the site and the surrounding neighborhood.

11. At least a portion, if not all, of the parking area should be enclosed by garages, carports, or trellises. These areas should relate in design and scale to the residential units and should not significantly block views from the street into the development.



12. Parking lots should not directly abut the building. A landscaped walkway area should be provided between all parking areas and the building.

13. Landscaping islands should be provided at regular intervals in parking areas. Tree canopies and patterned paving are encouraged to soften large areas of paving.

14. Landscaping should be used to screen parking areas from the street near residences. To allow opportunities for surveillance of parking areas, shrub planting or low walls may be used to partially screen parking while still allowing a line of site into the area.

15. Several small parking areas are preferable to a large lot.

16. Tandem parking spaces (8.5 feet by 35 feet) may be used to reduce the size of paved parking areas and increase open space.

17. Special areas for bicycle parking should be included in project designs.

## RECOMMENDATIONS: HILLSIDE AND SLOPE DEVELOPMENT

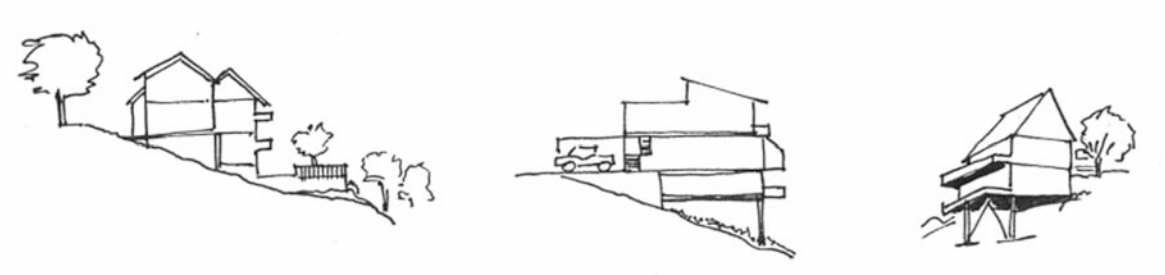
1. The community's natural hillsides, canyons, and vegetation are important assets that should be protected in new development. Site plans should utilize existing topography and preserve existing vegetation and topographic features.

2. Due to the high visibility of sloping sites, views of the slopes from surrounding neighborhoods and public rights-of-way should be given strong consideration. Buildings located near hillside rims should be sited to avoid a wall effect and to maintain views of hillsides and canyons from public rights-of-way. Large expanses of flat areas such as parking lots should be avoided. Multiple small parking lots with appropriate landscaping are preferable.

3. The treatment of rooftops should be varied on sloping sites, rather than consisting of extended horizontal lines. rooflines should be used to emphasize the variety in shape and flowing character of the hillside instead of masking it.

4. As has already been done in most existing neighborhoods of the community, housing should be designed to fit into the hillside, complementing the land's natural character, rather than altering the hillside to fit the structure. Multi-level structures, pole or cantilever construction should be used rather than grading for flat building pads.

5. Graded slopes should be shaped to conform to existing landforms. Building sites should be graded so that they appear to emerge from the slope.



6. Site design should adapt to the existing natural drainage system and should not alter surface runoff and water table conditions. It should not impose drainage problems on neighboring properties, nor should it increase the potential for soil erosion.

7. Existing vegetation should be preserved as much as possible. Areas that have been disturbed by construction should be revegetated with drought tolerant plant materials. Non-invasive plants should be used in areas adjacent to native vegetation. Landscaping adjacent to natural canyons or open areas should be selected to be fire retardant while still being sensitive to impacts on native vegetation.

8. Development adjacent to canyon areas should incorporate fire protection features. Fire retardant plants should be used in landscaping areas adjacent to canyons and an irrigation system installed. Property owners should thin out and clear dead underbrush in canyon rim areas. Fire retarding structures such as walls, paved patios or swimming pools should be placed to help slow the spread of fires originating in canyons. Fire retardant building materials, particularly roofing materials, should be used on structures.

## RECOMMENDATIONS: COMMERCIAL DEVELOPMENT

1. The commercial areas along the north side of El Cajon Boulevard should be developed consistent with the south side with emphasis on the following:

    a. Provision of adequate off-street parking, screened from adjacent residential development.

    b. Provision of new development compatible with the bulk, scale and architectural character of older existing development in adjacent neighborhoods.

    c. Buffering residential areas from commercial areas through the use of appropriate building setbacks, fences, landscaping, or a combination of any of these.

    d. Streetscape improvements through the use of landscaping and imaginative building facade design.

    e. Development of a pedestrian orientation in commercial node areas (El Cajon Boulevard at 54th Street, College Avenue and 70th Street (see **Commercial Element**) through the location of buildings close to the street, placement of commercial uses on the ground floor, requirements for transparency of ground floor facades and restrictions on curb cuts and driveways.

    f. Where mixed-use development occurs, the commercial portion of the project must be located on the ground floor adjacent to the street, with the residential portion located above and/or behind the commercial portion.

## RECOMMENDATIONS: STREETSCAPE

1. Streets should be designed and developed as pleasant places to walk as well as drive. Pedestrian areas should be emphasized through the use of wider sidewalks, benches, pedestrian scale signs, paving materials and landscaping.

2. Multifamily and commercial development along El Cajon Boulevard, College Avenue and Montezuma Road should front on the public street and provide identifiable pedestrian access from the street into the project, especially in areas where parking lots are located between the street and the project.

3. Landscaping should be used to tie buildings and site developments to existing streets and sidewalks, visually anchoring buildings to the larger environment of the neighborhood.

4. Landscaping which de-emphasizes turf areas and utilizes native and drought resistant plant materials is encouraged. Street development should provide for trees and shrubs along sidewalks and should utilize native or drought resistant plants where possible.

5. Curb cuts should be minimized to allow more landscaping and parking along the streets.

6. Major intersections which are focal points within the community should be developed with tall trees to add identity to points within the community. The following intersections are important as focal points:

a. College Avenue and Montezuma Road is a crossroads of two major streets leading into and transversing the community. This intersection is also a major access point to the university.

b. Montezuma Road and 55th Street is a minor access point into the university.

c. Montezuma Road and Reservoir Drive is an entry point into the Alvarado Medical Center complex.

d. El Cajon Boulevard and 54th Street as well as El Cajon Boulevard and College Avenue are entry points into the community and are high intensity commercial nodes.

7. Streets leading to and into the university campus should be developed in a manner that emphasizes the presence of the university. These are streets with high volumes of auto and pedestrian traffic and with high intensity uses located adjacent. Landscaping, street furniture and lighting should be utilized to emphasize these streets. Development should not be separated from the sidewalk by parking or service area. Distinctive signs identifying the university should be located along these streets. These streets should occur as a "gateway" into the university. The following are the "gateway" streets.

   a. Montezuma Road between 55th Street and College Avenue.

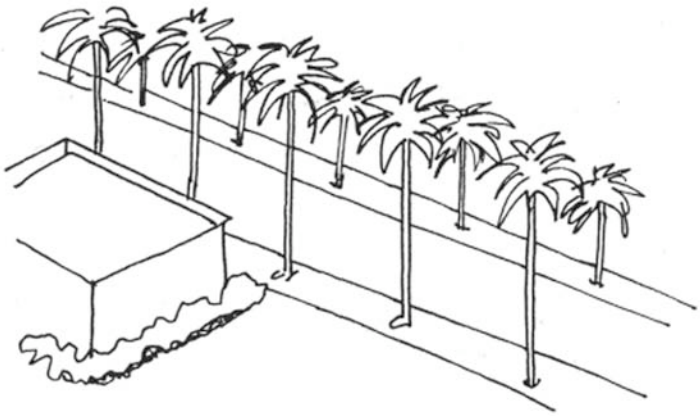
   b. College Avenue between I-8 and Montezuma Road.

   c. Fifty-fifth Street, north of Montezuma Road.

   d. Campanile Drive, north of Montezuma Road.

8. Existing mature trees within the public right-of-way or adjacent to it should be preserved. Existing street trees should be used to set a theme along a street and new projects should use the same or similar tree species in or adjacent to public rights-of-way.

   a. Existing palm trees in the public right-of-way along Montezuma Road between College Avenue and 55th Street should be preserved. Similar species of palm trees should be planted in the public right-of-way, adjacent to the curb, on Montezuma Road so that the trees are continuous, on both sides of Montezuma Road, from 54th Street to 63rd Street.



b. Existing pine and eucalyptus trees along College Avenue adjacent to the university should be preserved. Any new landscaping along College Avenue from I-8 to Hardy Avenue should incorporate similar pine and eucalyptus species.

c. Existing trees along Montezuma Road between 54th Street and Fairmount Avenue should be maintained. Sidewalk and street improvements and maintenance should include additional trees to enhance this area as designated open space.

9. A strong sense of edge along public streets should be developed to spatially define streets. This can be accomplished by the arrangement of street trees near the public right-of-way in a linear pattern. El Cajon Boulevard, College Avenue from I-8 to Montezuma Road, and Montezuma Road from Fairmount Avenue to 63rd Street should be improved with this sort of edge.

10. All street widenings and related improvements should have high design standards. The Planning Department should review all Capital Improvement Program projects to ensure the aesthetic quality and cohesiveness of street improvements.

11. Fencing along streets that is used to screen or to enclose private yards should avoid "walling off" the street. Shrubbery, trees, and architectural detailing should be used to add visual interest.

**RECOMMENDATIONS: LIGHTING**

1. Street lighting should be at different illumination levels to reinforce circulation hierarchy (public roads, private roads, parking areas, pedestrian walkways). Lighting should be designed and located to avoid shining on adjacent properties.

2. Where low-level lighting is used, fixtures should be placed so that they do not produce glare. Shatterproof coverings should be used for all low-level lighting fixtures.

3. In addition to walkway lighting, peripheral lighting should be provided for multifamily developments. Peripheral lighting provides security for surveillance of the units and allows residents and visitors to see into their surroundings and determine if passage through an area is safe.

**RECOMMENDATIONS: SIGNS**

1. Signs should be designed for compatibility with the architecture of surrounding development. Signs should not dominate the streetscape, but blend with it while providing an element of interest.

2. Wall-mounted signs should not project above the roofline.

3. Multiple signage within a development should have a standardized format and design for uniformity.

4. Off-premises advertising (billboards) should not be permitted.

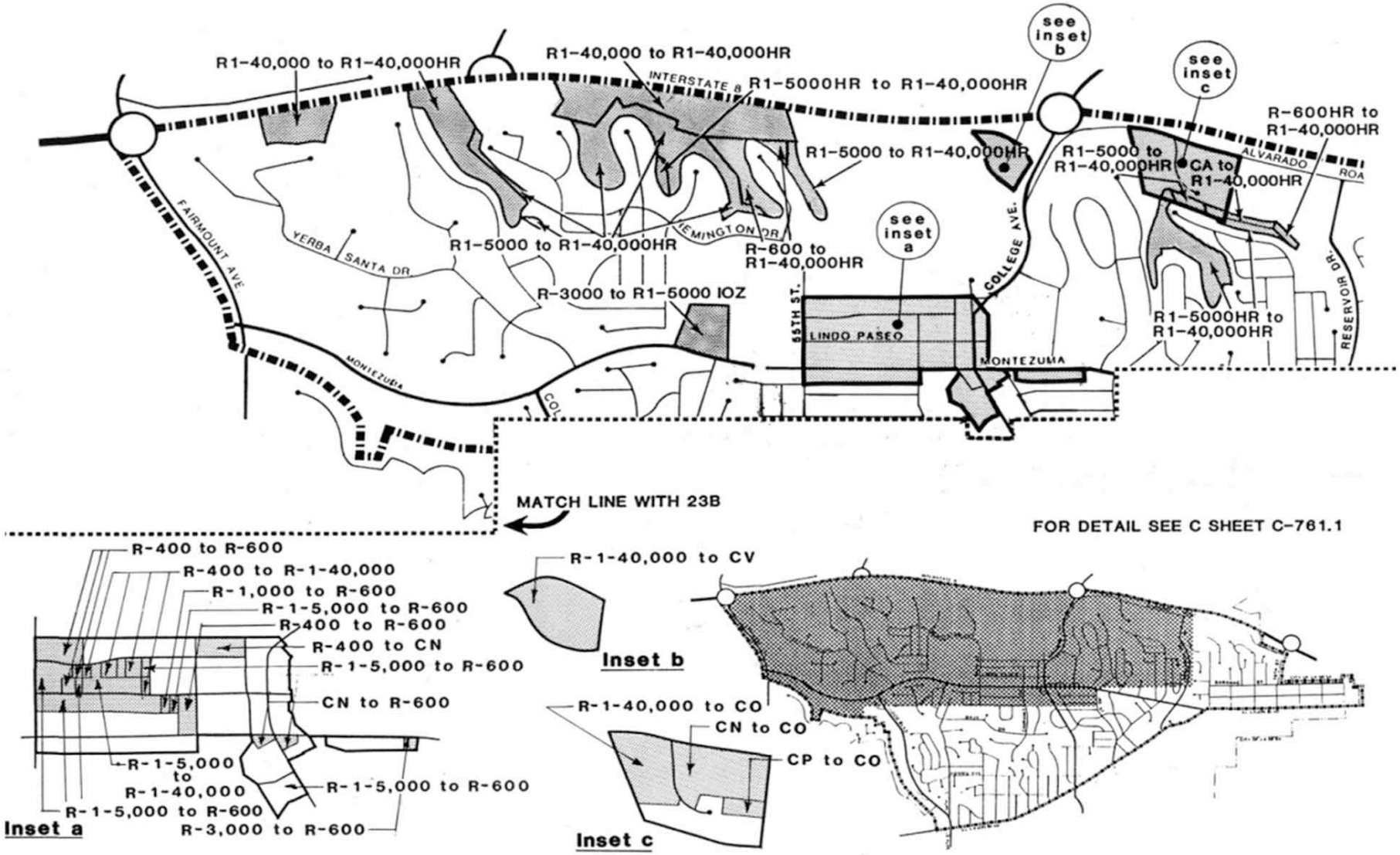
**RECOMMENDATIONS: SCREENING**

1. Trash receptacles should be screened. Refuse collection areas should be surrounded by a solid wall or fence with a minimum height of four feet or the height of the container, whichever height is greater. A six-foot solid wall or fence should be constructed between the container and any adjoining residentially zoned property. Wherever possible, refuse collection areas shall be directly accessible from alleys. All enclosures should be constructed with finishes and colors that are harmonious to the architectural theme of the primary buildings.

2. Service areas and loading docks should be screened. These areas should be located so that they do not create visual clutter or problems with vehicular/pedestrian circulation.

3. Berms, bushes or fencing should be used to screen parking lots that front roadways. Walls should be continuous with variation of surface relief. Fencing should incorporate posts at regular intervals, and fencing should not be over four feet in height to allow for protective surveillance.

# *Implementation*




**Recommended Rezonings** **23a**

**College Area Community Plan** FIGURE

# IMPLEMENTATION

The Plan establishes goals and objectives to guide the growth and revitalization of the College Area community. The goals and objectives outlined in this document are, in effect, calls for action. The formulation and adoption of a community plan is only the first step in a two-step process. The second and equally important step is the implementation of the goals and objectives and recommendations of the community plan. This section lists the actions necessary to implement the plan.

## HOUSING

1. Rezone residentially zoned property north of El Cajon Boulevard, adjacent to the Mid-City Communities Planned District, into the Planned District Zones as shown on **Figures 23A** and **23B**.

2. Rezone multifamily zoned, but single-family developed, properties which are integral parts of single-family neighborhoods into the R1-5000 Zone as shown on **Figures 23A** and **23B**.

## COLLEGE COMMUNITY REDEVELOPMENT PLAN

The College Community Redevelopment Project, as described in the **San Diego State University Element**, shall be further defined in a Master Project Plan (MPP).

The MPP must include maps and a refined set of development and design guidelines which apply within each of the redevelopment subareas. It is these conditions and guidelines which will provide a basis against which detailed development plans will be evaluated.

The MPP requirements for detailed development plans must mandate the preparation of a series of Phased Project Plans describing specific development proposals with specific dimensions at specific locations. All Phased Project Plans must be reviewed by the College Area Community Council prior to any development approval.

## TRANSPORTATION

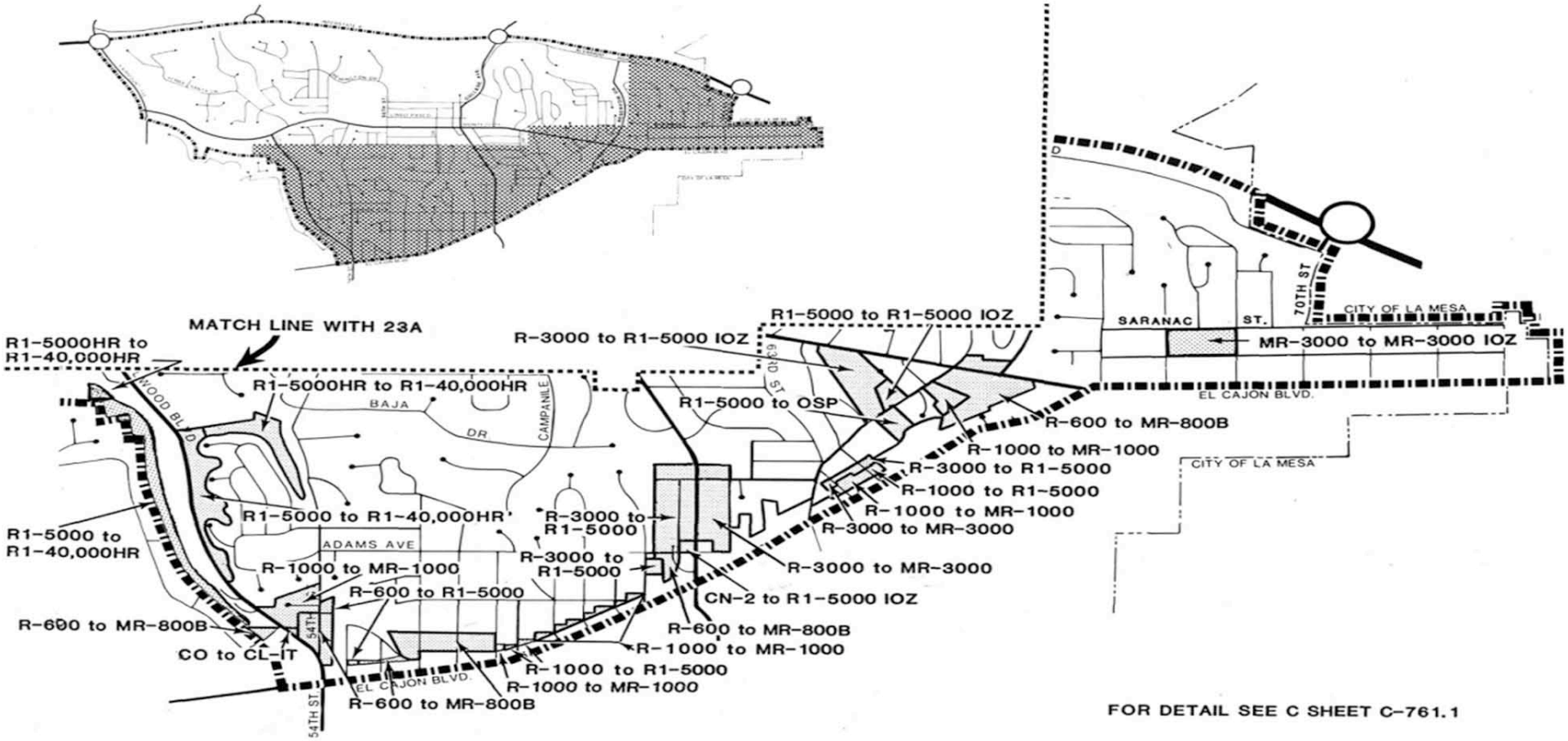
1. Incorporate within the Capital Improvements Program recommended auto, bicycle and pedestrian circulation improvements.

2. Implement recommended transit service improvements.

3. Implement the extension of the Mission Valley Light Rail Transit Line to serve the College Area community.

4. Monitor the “Area B” parking district to adjust its boundaries as need arises.

5. Work with the Metropolitan Transit Development Board to establish an ongoing program to promote the use of public transit by students and university employees.




**Recommended Rezonings** **23b**

**College Area Community Plan** **FIGURE**

## COMMERCIAL REVITALIZATION

1. Rezone property in the College Community Redevelopment Project Area, as shown in **Figure 23A**.

2. Continue the ongoing efforts to revitalize the commercial areas along El Cajon Boulevard, establish one or more Business Improvement Districts.

3. Promote interest and commitment by local businesses and the community-at-large in the revitalization of all commercial areas of the community.

4. Evaluate the feasibility of establishing a Business Improvement District in the student-oriented commercial area within the multi-purpose area.

## PARKS AND OPEN SPACE

1. Establish ongoing programs aimed at maximizing the use of existing recreational facilities, maximizing efforts to expand existing recreational facilities, and obtaining financing necessary to maintain these programs.

2. Continue the ongoing open space acquisition program.

3. Rezone city-owned parks and open space to the appropriate Open Space Zone as requested by the Park and Recreation Department.

4. Rezone privately owned designated open space as shown on **Figure 23A** and **23B** to R1-40000 with the Hillside Review Overlay Zone.

5. Confirm that the boundaries of the Hillside Review Overlay Zone are appropriate.

## CANYON FIRE PROTECTION

1. In the short term, property owners should thin out existing woody or dry vegetation, install irrigation at top of slope to establish a buffer, and plant low-growing, drought-tolerant, fire-retardant plants at top of slope.

2. Over the long term, fire-retardant or resistant trees and plants should be planted in yard areas. Fire barriers such as walls, paved patios or swimming pools will also help to control the spread of fire from canyon areas. Fire retardant-building materials, particularly roof materials should be used in new construction or remodeling.

## PUBLIC IMPROVEMENTS

Community facilities are normally provided through the City of San Diego's Capital Improvements Program which sets forth a six-year program of providing public facilities on a citywide basis. It is the responsibility of the community planning process to identify future

public improvements for incorporation into future Capital Improvement Programs. The public improvements set forth in the **Transportation**, **Public Facilities**, **Park and Recreation** and **Open Space Elements** of this document provide the combined list of public improvements recommended for the College Area community.

**INSTITUTIONAL USES**

1. Rezone all institution sites to a zone which is compatible with recommended surrounding land use (**Figures 23A** and **23B**).

3. Apply the Institutional Overlay Zone (IOZ) to sites designated for hospital, library, or fire station uses where the sites are in public ownership, and outside the College Community Redevelopment Project Area.

4. Relocate the College Heights Library to the Montezuma School site, or, if that site becomes unavailable, to another site large enough for an expanded library.

**TABLE 6**
## Schedule of Implementation Actions

| Category | Action | Timing | Responsibility | Financing |
|---|---|---|---|---|
| **1. Organization**<br>Plan Review and Maintenance | The City of San Diego with assistance from other agencies, the community planning group and other community organizations should:<br><br>1. Initiate actions to implement plan proposals.<br><br>2. Monitor development activity for conformance to the plan.<br><br>3. Ensure that the City's Capital improvements Program is consistent with the goals and recommendations of this plan.<br>Review and update this document and make major amendments when necessary. | Continuing | Planning Dept. | City |
| **2. Land Use**<br>Development Regulations | In coordination with appropriate City departments, initiate rezonings consistent with the recommendations in the Housing, San Diego State University, Commercial, Open Space, Park and Recreation, and Public Facilities Elements. | Immediately | Planning Dept. | City |
| **3. Commercial Revitalization** | Continue the commercial revitalization process. Areas to receive assistance and improvements should be chosen based upon interest and commitment by local businesses, as well as other factors established by this plan. | Continuing | Economic Development Division (Property Dept.) and Planning Dept. | Community Develop. Block Grant & City |
| **4. Urban Design**<br>Project Review | The Urban Design Element recommendations as well as the recommendations on the other land use elements should guide all discretionary projects. | Continuing | Planning Dept. | Applicant |
| **5. Transportation**<br>Circulation | Provide improvements as recommended in the Transportation Element. | Continuing | Engineering & Dev. Dept., Caltrans | City, Federal, private devel. Impact fee |
| Transit | Complete construction of the Mission Valley East Light Rail Transit including stations at SDSU, the intersection of Reservoir Drive and Alvarado Road, and 70th Street. | FY 89 | Metro. Transit Dev. Board | Local, State and Federal Transit Funding (Financing) |
| | Provide recommended bus service improvements. | FY 89 | Metro. Transit Dev. Board | Sales tax |
| | Increase use of public transit by students and university employees. | Continuing | Metro. Transit Dev. Board, SDSU | City |

**TABLE 6**
**Schedule of Implementation Actions (cont.)**

| Category | Action | Timing | Responsibility | Financing |
|---|---|---|---|---|
| **6. Parking** | Continue to monitor the Area B Parking District to determine need for boundary adjustments. | Continuing | Engineering & Dev. Dept. | City |
| **7. Parks** | Use park fees for the expansion and upgrading of park and recreation facilities and the acquisition of new park acreage. | Continuing | Park & Rec. Dept. | City |
| **8. Open Space** | Continue acquisition of open space. | Continuing | Park & Rec. Dept. | Open Space Bonds or Sub-division process |
| | Rezone city-owned open space to the appropriate open space zone. | Immediately | Planning Dept., Park & Rec. Dept. | City |
| | Continue brush maintenance program. | Continuing | Fire Dept. & property owners | City and private |
| **9. Public Facilities** | Expand or relocate branch library. | Continuing | Library Dept. | City |
| **10. Financing** | Adopt a financing plan showing public improvements, timing, and source of financing. | Immediately | Engineering & Dev. Dept. | City |

## FINANCING

There are two primary methods of financing public improvements for an urbanized community such as the College Area community.

The traditional or standards method of financing public improvements is through the Capital Improvements Program which is adopted annually by the City Council. The Capital Improvements Program is a six-year program predicated on monies anticipated being available during that period. Public improvements scheduled for the first year of the Capital Improvements Program are the recipients of funds appropriated by the City Council. Public improvements scheduled over the next five years are based upon funds expected to be available.

A more long-term financing program is undertaken upon the adoption of the community plan. A Public Facility Financing Plan is developed which provides for the rehabilitation and construction of the additional public facilities which will be needed as the community develops over the next 20 years. The financing plan also identifies the sources of financing for these facilities. The following are some of the potential funding sources.

1. Issuance of Special Bonds. Local governments have traditionally issued bonds to raise the capital needed to construct major public improvements—sewer plants, water systems, and public buildings.

Revenue bonds are backed by a reliable flow of future revenues from the facility or enterprise they fund, such as the construction of parking facilities and other such public facilities. Because revenue bonds are secured by the proceeds from the enterprise they fund, they carry higher interest rates than general obligation bonds.

Lease revenue bonds are issued by a nonprofit corporation or special authority which constructs a facility and leases it to the City. Lease payments provide the revenue to pay off the bond and, when the bond is retired, the facility is turned over to the City. Some local agencies have used this method to financing administrative centers and schools.

Special assessment bonds are a traditional tool for financing sewer, water, street, sidewalk, street lighting, open space acquisition and similar projects which benefit property owners within a given area. Assessment bonds issued under the Improvement Act of 1911 are secured solely by the properties that benefit from and are assessed for the improvements. Assessment bonds issued under the Improvement Act of 1915 are secured by the assessed property plus a special reserve fund authorized by 1979 legislation to cover delinquencies.

Any of these special bond measures could conceivably be used for improvements in the College Area community. However, all would entail the prospect of additional financial burdens on all property owners within the assessment district.

2. Business Improvement Districts - Business Improvement Districts are a mechanism by which business owners may assess themselves, with the City's authorization, to raise money for promotional and other activities which will benefit the business district. A Business Improvement District (BID) is formed under the City's authority but is done so only by petition of business owners. Payments are made through a surcharge on the business license fee.

   Funds may be used for the following:

   a. Acquisition, construction or maintenance of parking facilities for benefit of the area.

   b. Decoration of public places.

   c. Promotion of public events.

   d. Furnishing of music in a public place.

   e. General promotion of businesses in the district.

3. Fees - Another potential mechanism for funding facilities and amenities is the imposition of special fees on new development within the area.

   Unlike taxes which are levied to raise general revenue, fees are levied to finance a specific activity, facility or service which confers a direct, identifiable benefit on those paying the fee. There are several sources of authority for imposing fees.

An important class of fees are development impact fees charged to new development at the time the project is approved or a building permit is issued. Such a fee has been established for the College Area community based upon major public improvement needs in the community. The fee addresses the following:

a. Transportation, including street widenings, rehabilitation of existing roadways, traffic signals, pedestrian ramps and storm drains.

b. Park and Recreation, based upon the current park inventory, remaining parks and recreation centers to be built out in the community plan, and the potential for providing additional parks to compensate for the park deficiency in the College Area community.

c. Library, for rehabilitation of existing facilities, or construction of new ones.

d. Fire stations, for rehabilitation and reconstruction of existing station, as well as construction of new stations.

A "fair share" allocation of the community-wide costs was made to a new development on the basis of the relative amount of development planned for the future compared to the total community plan build-out, including both residential and commercial projects.

The Subdivision Map Act also authorizes a city to impose fees in-lieu-of dedications of land or improvements as a condition of subdivision approval, provided that the fee is reasonably related to the project being approved.

Water and sewer fees collected from users are used in part to finance the continuing replacement of the aging concrete sewer mains and cast iron water mains.

Under various statutory provisions, local governments can charge fees for services such as police and fire protection and for maintenance of existing facilities. In addition to specific state authorization, charter cities, such as San Diego, have a broad implied constitutional authority to impose fees for municipal facilities and services.

4. Community Development Block Grant - This funding source is now being used for commercial revitalization efforts. Its use is restricted to projects which primarily benefit low- and moderate-income households. It is expected that block grant fundings will continue to support revitalization, including low-interest loans and streetscape improvements, and possibly assist in historic preservation activities.

5. San Diego Gas and Electric Company (SDG&E) - The undergrounding of utilities on major streets should continue to be accomplished by SDG&E. These projects are included in the Capital Improvements Program.

6. Open Space Bonds - Extensive open space acquisition is currently being accomplished with open space bonds. Efforts should continue to obtain these funds for the appropriate canyon and hillside areas in the College Area community. A matching-fund program could be established to encourage the use of assessment districts in combination with bond financing.

7. Tax Increment Financing - For that portion of the College community designated for redevelopment (see the **San Diego State University Element**), state law permits tax increment from proposed future development to finance new public improvements.

# *Conformance with the General Plan*

The *Progress Guide* and *General Plan* identifies the College Area Community as a primary residential area. In keeping with the goals and objectives of the General Plan for urbanized residential communities, this community plan makes recommendations to preserve the existing, stable neighborhoods. At the same time, the plan makes recommendations for increased residential densities in the specific areas in order to meet the General Plan goal of encouraging infill and reducing urban sprawl. Areas where multifamily housing may develop are identified as those areas where the impact of higher density housing on an existing single-family neighborhood will be minimal.

The College Area Community Plan addresses the General Plan transportation goal of providing an integrated, multi-modal system which is compatible with Citywide and regional systems. The community plan includes recommendations for the expansion of mass transit and bicycle facilities and the improvement of the automobile transportation system. These recommendations conform to systemwide recommendations for the future development of those transportation systems.

The General Plan goal for older strip commercial development, such as is found along El Cajon Boulevard, is to upgrade and improve the function and appearance of such development. This goal is pursued in this plan through the use of the Central Urbanized Planned District which affects the property along El Cajon Boulevard. However, the College Area Community Plan makes additional recommendations for multiple and mixed use development in this area in an effort to reaffirm and strengthen the recommendations of the planned district.

The plan identifies open space areas and recommends methods to preserve those areas. Emphasis for preservation is placed on hillside and canyon areas which are highly visible from public right-of-way. This fulfills the General Plan goal of providing open space for scenic and visual enjoyment and relief from continuous urban development.

The College Area Community Plan recommends maintenance and improvement of public facilities to conform as much as possible to General Plan standards. Since this area was developed prior to the establishment of these standards, the availability and price of land makes it difficult to expand some public facilities such as parks, to meet those standards. Alternatives which improve the level of existing service without expanding the physical size of existing facilities, or alternatives which propose join use of existing facilities or provision of private facilities are recommended by this plan.

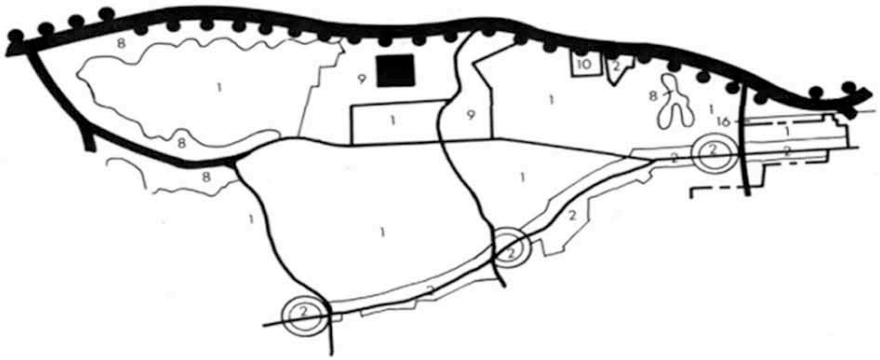
Adoption of this plan will require an amendment to the General Plan. Figure 24 shows the College Area Community details of the General Plan map with the existing and amended land use and transportation designations. The amendment reflects the expanded open space

system recommended by the community plan, identifies the Multi-Purpose Area adjacent to the University for mixed-use rather than residential use, and incorporates all of the health care and other office facilities of the Alvarado Medical Center as an institutional use rather than residential and commercial use. College Avenue is shown on the amended map as a major street rather than a Prime Arterial, in keeping with the recommendations of the Engineering and Development Department. The amended map also corrects the eastern boundary of the University to reflect more accurately the campus boundary.

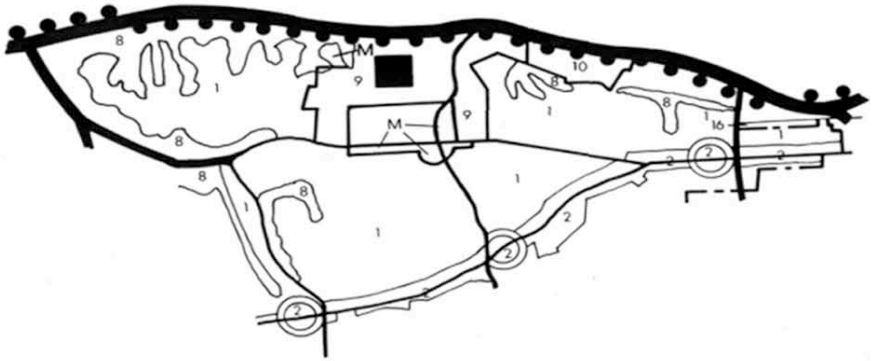
# *Conformance with the General Plan*

# GENERAL PLAN MAP DETAIL

## EXISTING



## AMENDED



**RESIDENTIAL NEIGHBORHOODS**

- [1] COMMUNITIES OF PRIMARY RESIDENTIAL USE CONTAINING DWELLING UNITS OF VARIOUS TYPES AND ATTENDANT COMMUNITY SERVICES. FOR DETAILED USES SEE THE ADOPTED COMMUNITY PLANS.

**MIXED LAND USE**

- [M]

**COMMERCIAL**

- (2) COMMUNITY AND REGIONAL CENTERS
- [2] OFFICE AND SPECIALIZED COMMERCIAL

**PARK AND RECREATION**

- [8] OPEN SPACE

**INSTITUTIONAL**

- [■9] COLLEGES AND UNIVERSITIES
- [□10] OTHER INSTITUTIONS

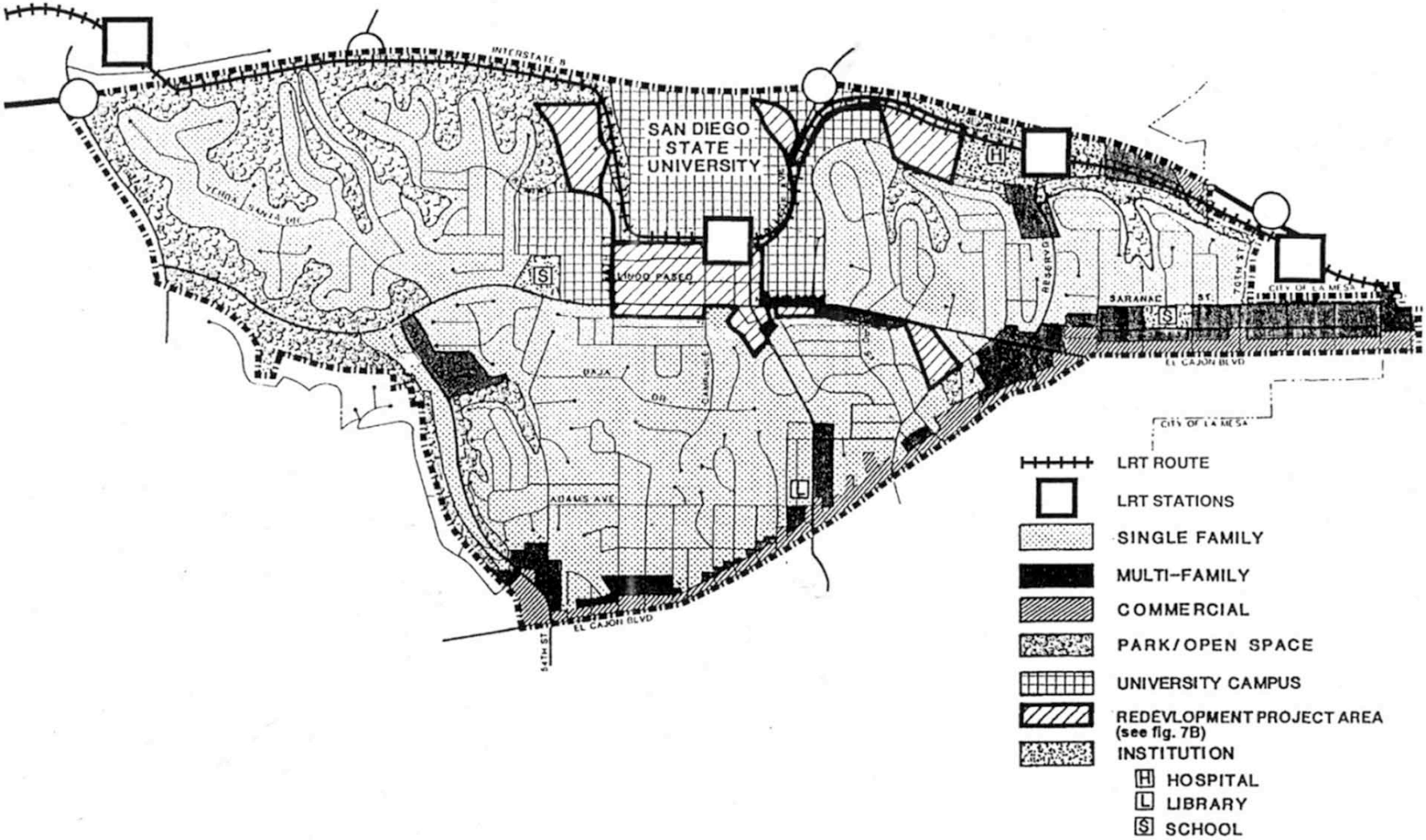
**TRANSPORTATION**

- FREEWAYS
- PRIME ARTERIALS
- MAJOR STREETS
- TRANSIT CORRIDORS
- CITY BOUNDARY
- [16] AREA OUTSIDE CITY OF SAN DIEGO

**Amendment to the General Plan** **24**

**College Area Community Plan** FIGURE

# *Community Plan Map*




**Community Plan Map** **25**

**College Area Community Plan** FIGURE