



COLLEGE AREA COMMUNITY PLAN UPDATE

MARKET ECONOMICS + BUILDING TYPES

July 28, 2021



PRESENTATION OUTLINE

- Introductions
- Schedule Overview
- Market Economics
- Building Types
- Building Design Principles
- Urban Form Concepts / Place Types
- Test Fits + Feasibility
- Q&A / Discussion

TONIGHT'S TEAM



Nathen Causman
Senior Planner
City of San Diego



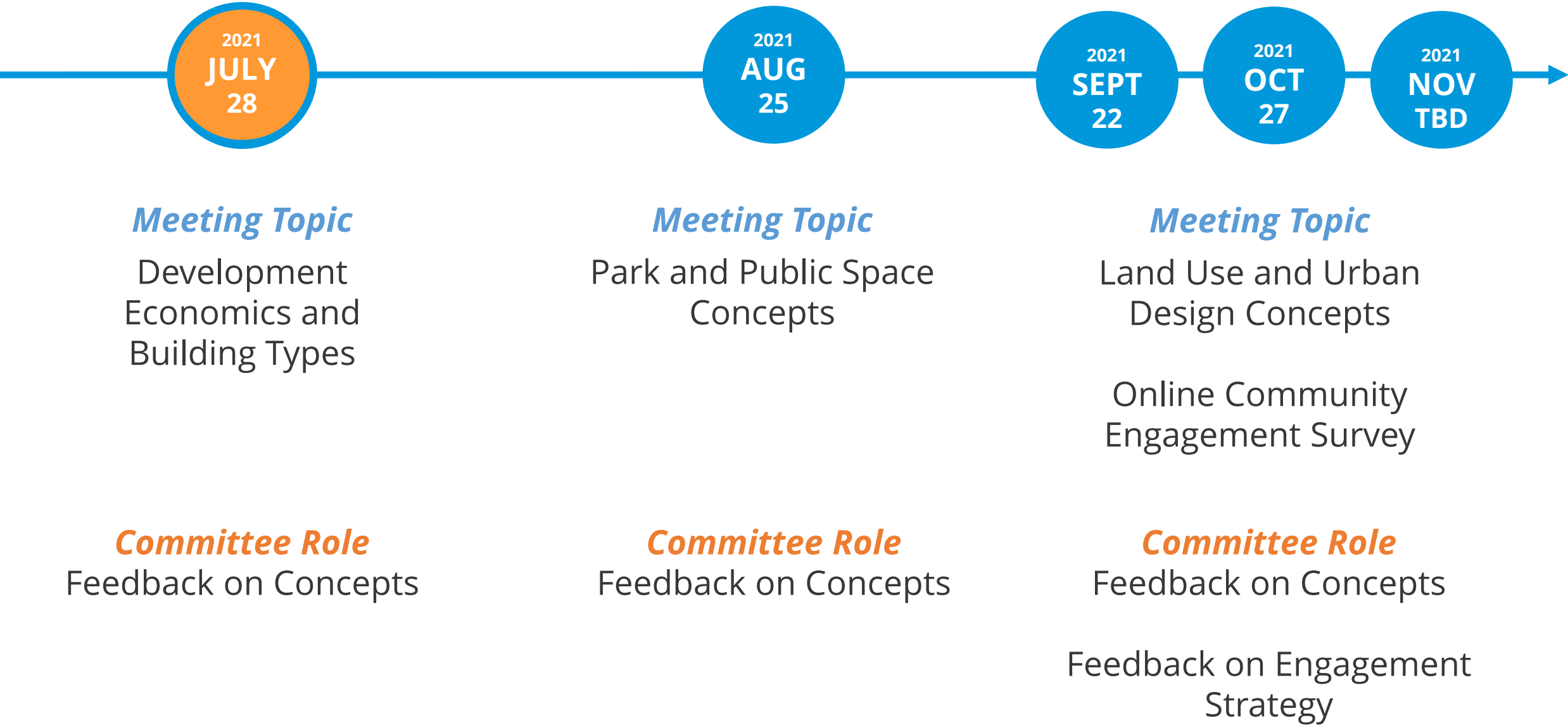
Gary London
Principal
London Moeder Associates



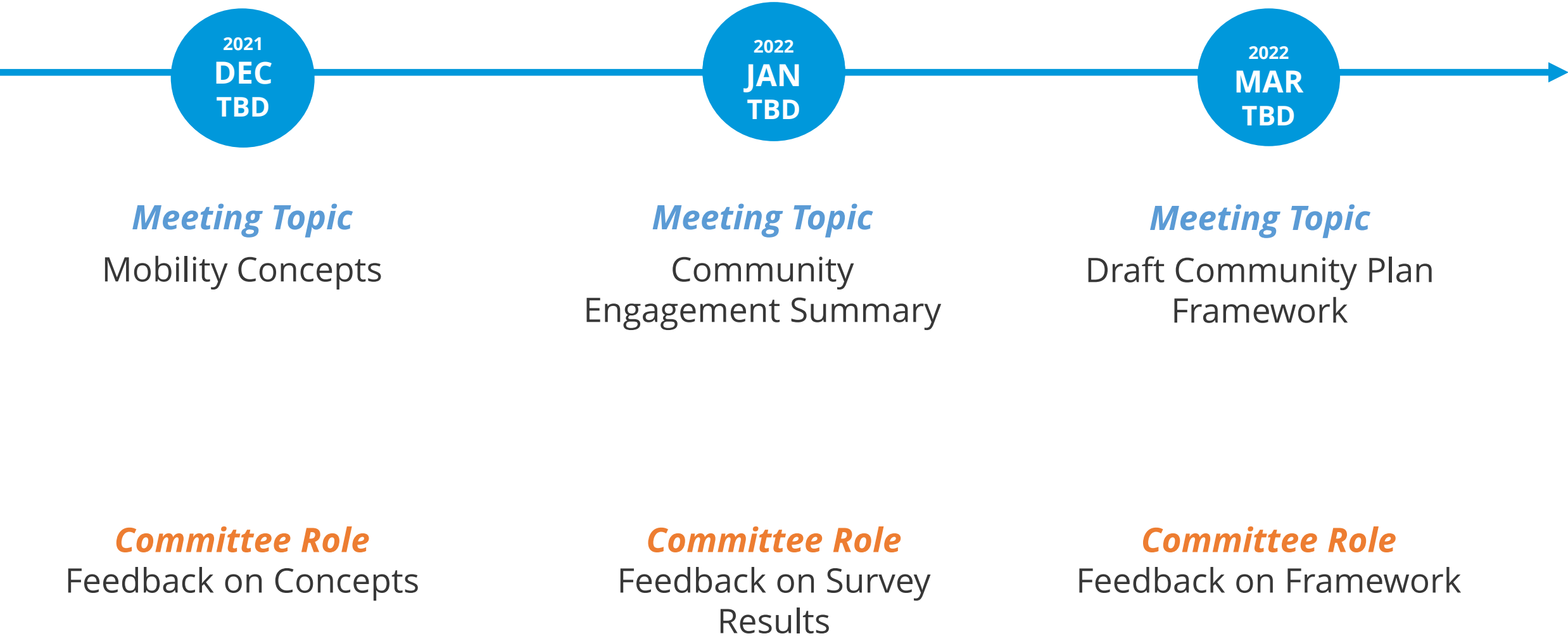
Diego Velasco
Principal
Citythinkers



UPCOMING SCHEDULE



UPCOMING SCHEDULE



01

MARKET ECONOMICS

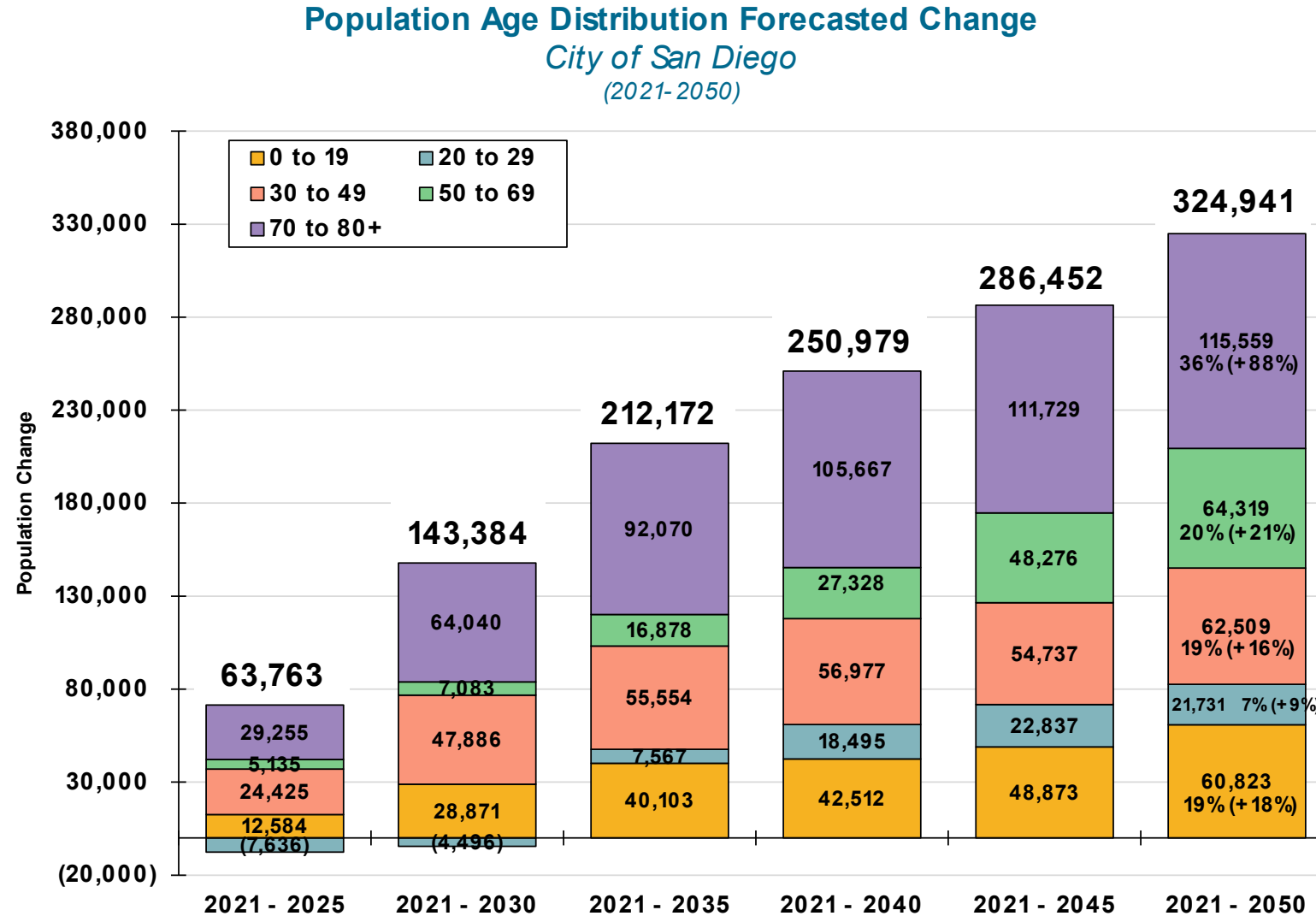
COLLEGE

AREA

BUSINESS
DISTRICT

San Diego's Shifting Demographics

Population Will Get Older

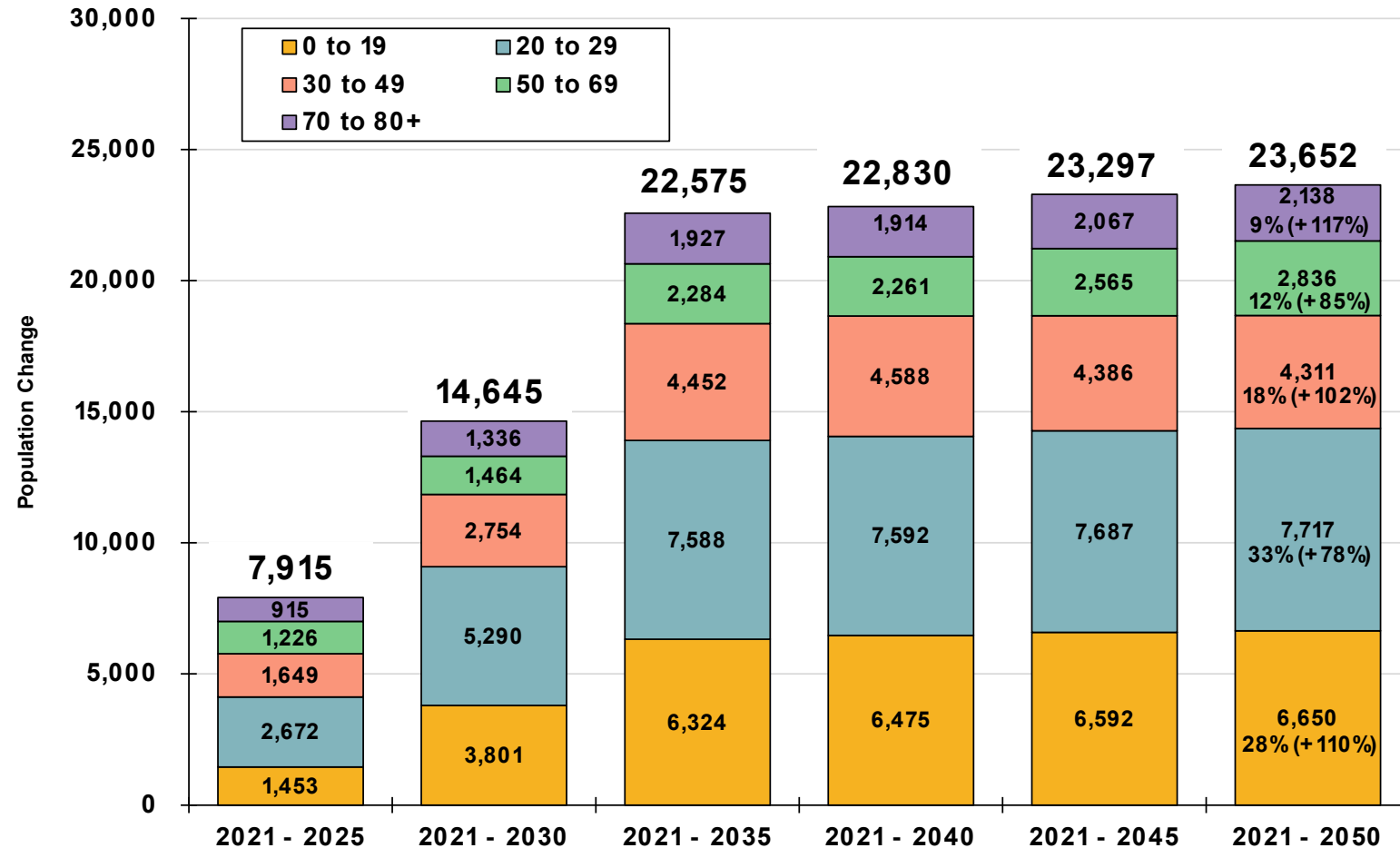


Source: SANDAG Growth Forecast (Series 13)

Planning for the College Area

High Concentration of Younger Generation in the College Area

Population Age Distribution Forecasted Change
College Area Community Planning Area
(2021-2050)

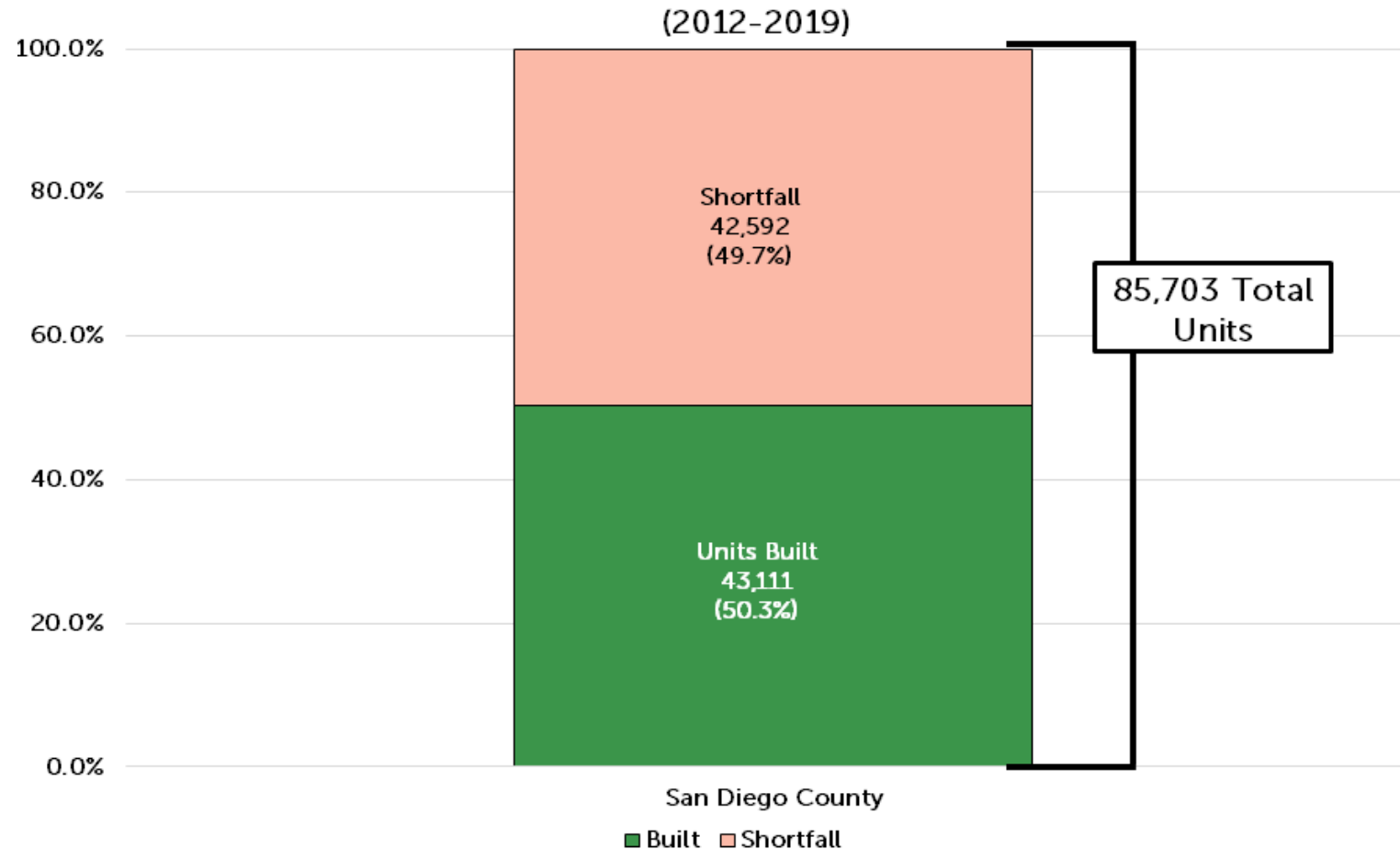


Source: SANDAG Growth Forecast (Series 13)

Demand for Additional Housing

Regional Housing Shortage

San Diego County Housing Development Progress Report -



Demand for Additional Housing

College Area Housing Growth Scenarios

Forecasted Housing Growth Capacity (2019 Est. - 2050)

College Area Community Plan Update

Existing College Area Housing Growth Capacity	10,183
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<u>Forecast Housing Growth Scenarios</u>	<u>Low</u>	<u>High</u>
<u>Increased College Area Housing Capacity (by 2050)</u>	<u>9,817</u>	<u>29,817</u>
<i>Total College Area Housing Units Added</i>	<i>20,000</i>	<i>40,000</i>

How We Get There?

Development Constraints

- High costs of land and construction
- Restrictive land use policy
- Parking requirements and transportation infrastructure
- Community amenities and placemaking
- Live, work and grow within the same community



How We Get There?

Development Opportunities

- Revitalize El Cajon Blvd.
- Evolving a walkable urban lifestyle
- Maintain a multi-generational community
- Capture a portion of the region's growing housing needs
- Higher density and transit-friendly development that reduce harmful greenhouse gases
- Targeting housing types that maintain the character of the existing community





An aerial photograph of a city, likely Los Angeles, showing a large stadium with a white roof, a baseball field, and a large parking lot. The stadium is surrounded by various buildings, including residential and commercial structures. A major highway interchange is visible on the right side of the image. The text '02' is overlaid on the image in a large, black, sans-serif font.

02

BUILDING TYPES

PRECEDENTS: EXISTING BUILDINGS

Institutional



PRECEDENTS: EXISTING BUILDINGS

Commercial



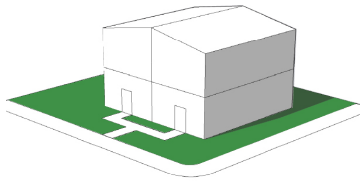
PRECEDENTS: EXISTING BUILDINGS

Residential

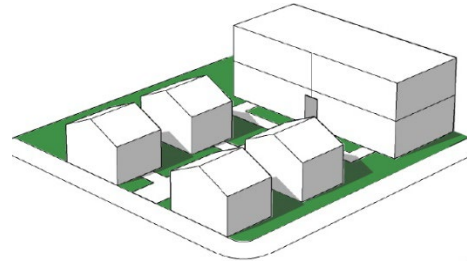


MULTI-FAMILY TYPOLOGIES

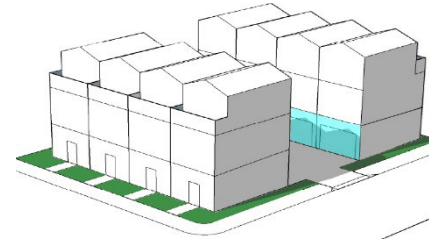
Multi-Plex



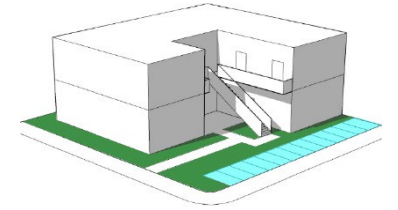
Bungalow Court



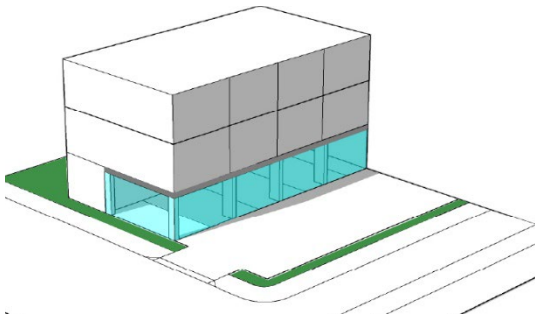
Rowhome/
Townhome



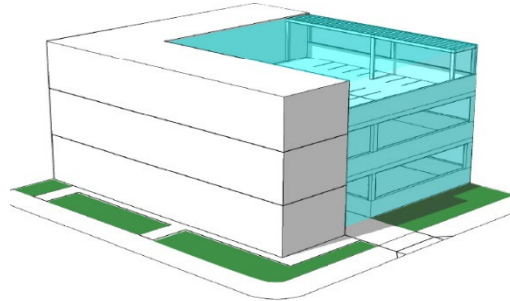
Walk-Up



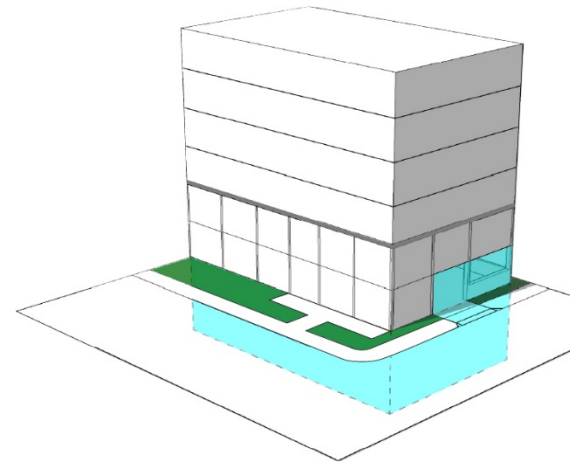
Tuck-Under



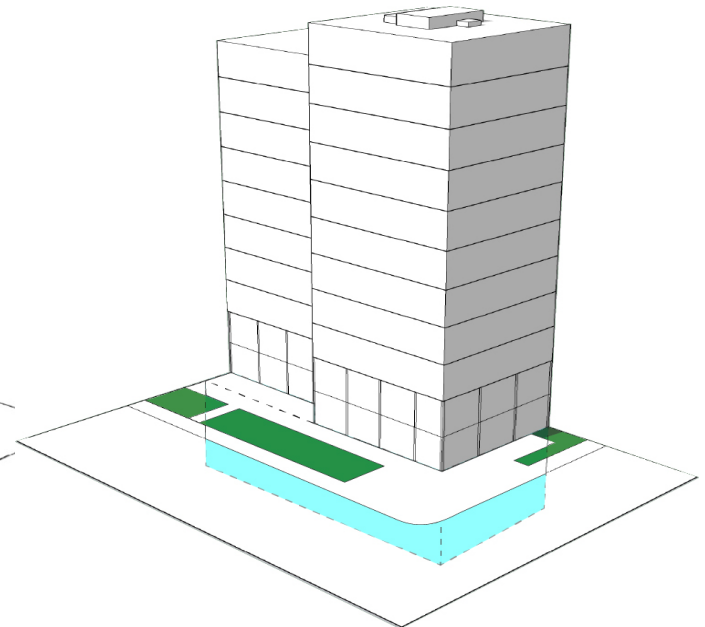
Wrap



Podium Midrise

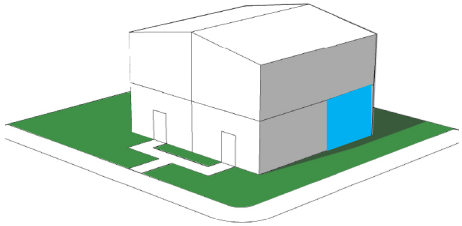


Highrise



MULTI-FAMILY TYPOLOGIES

Multi-Plex

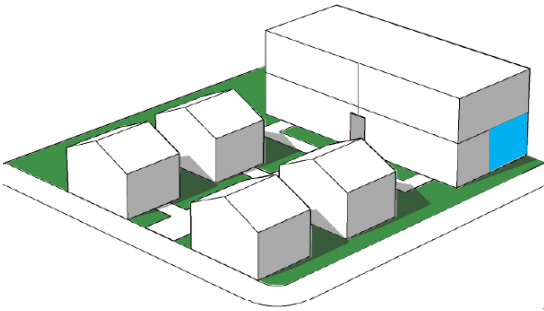


- 2 to 8 walk-up units within a single building
- Scale and architecture that matches a large single-family home or grouping of homes
- Parking provided off a shared driveway / garage



MULTI-FAMILY TYPOLOGIES

Bungalow Court

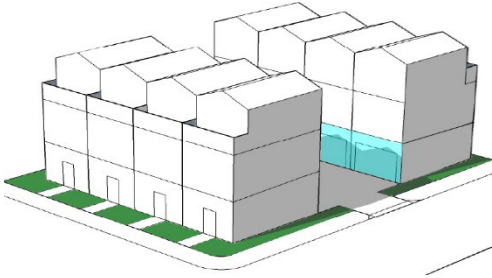


- A grouping of 4 to 12 small, walk-up “bungalow-style” units
- Clustered around a shared entry court
- Parking provided off an alley or side driveway
- Each unit typically has its own patio/entry porch.



MULTI-FAMILY TYPOLOGIES

Rowhome/ Townhome

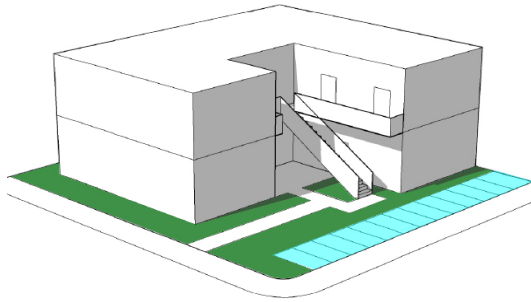


- A row of 4 to 8 homes grouped side by side with shared demising walls
- Parking provided off an alley or side driveway in individual garages
- Typically 3 stories, with the entry and garage on the first floor, living space on the second floor and sleeping areas on the third floor



MULTI-FAMILY TYPOLOGIES

Walk-Up

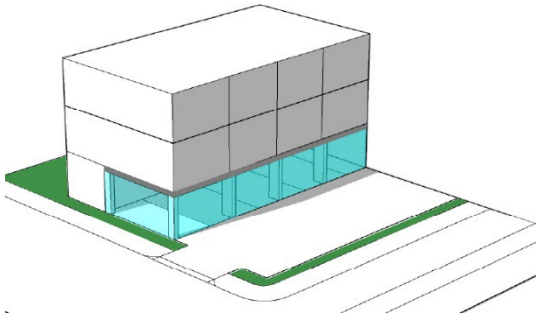


- 2 to 3 story apartment buildings served by shared corridors and stairs
- Clusters of 4 to 8 units
- Parking provided primarily on surface lots and with some individual garage bays
- Only possible on larger sites



MULTI-FAMILY TYPOLOGIES

Tuck-Under

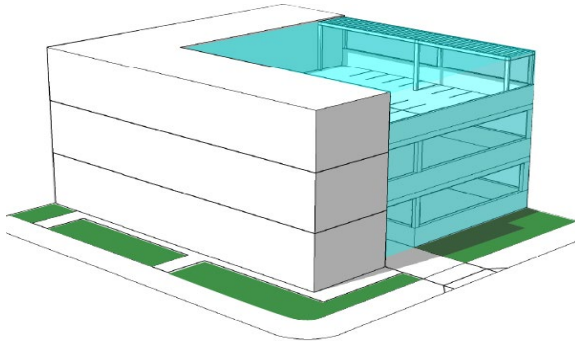


- 2 to 3 story apartment buildings served by shared corridors and stairs
- Stacked flats/ apartments with open parking tucked under the residential units on the rear of the site, typically off a shared driveway.



MULTI-FAMILY TYPOLOGIES

Wrap

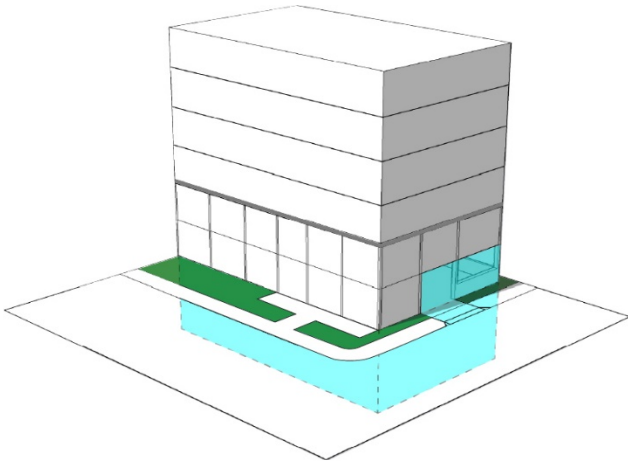


- 3 to 8 story apartment building that “wraps” an above-ground parking structure
- Circulation is typically provided through interior elevators and corridors
- Amenities on the top deck of the parking structure
- Only possible on larger sites



MULTI-FAMILY TYPOLOGIES

Podium-Midrise

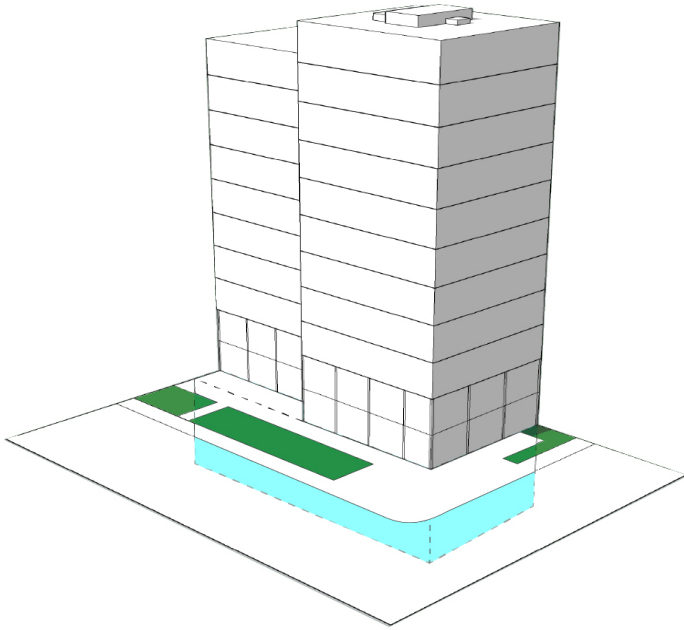


- 5 to 7 story apartment building with internal elevators and circulation
- Parking provided in a structure below or above ground with housing above a concrete ground floor or “podium”
- Achieves high densities but is not classified as a high-rise
- Suitable for mixed-use



MULTI-FAMILY TYPOLOGIES

Highrise



- Greater than 8 stories with internal elevators and circulation
- Parking provided in structures below and above ground
- Typically highly amenitized
- Achieve high densities on a smaller footprint





03

BUILDING DESIGN PRINCIPLES

1. Building Orientation & Placement

2. Access & “Eyes on the Street”

3. Scale, Massing, Form & Articulation

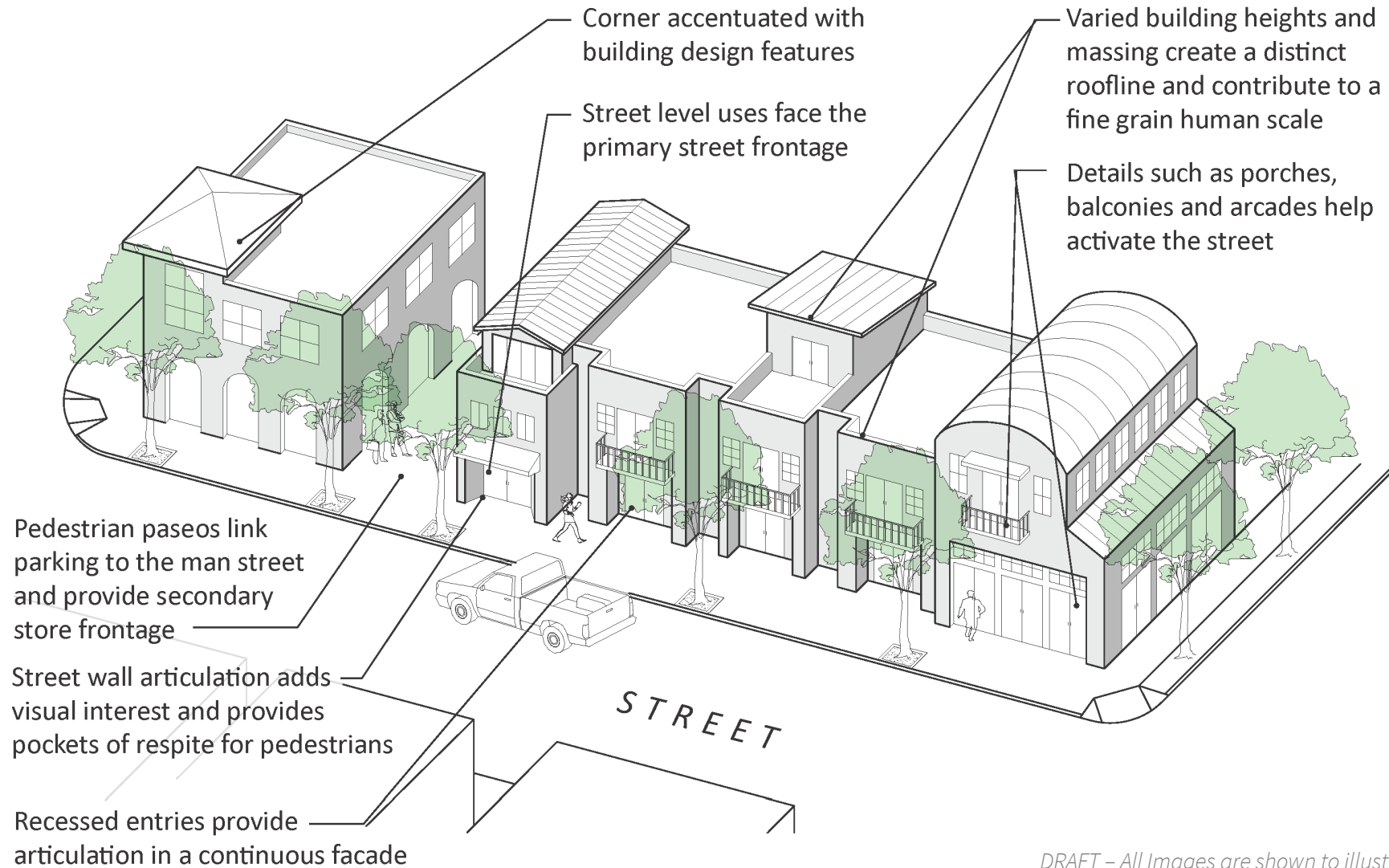
4. Transitions & Step Backs

5. Roofline Variation

6. Corners

7. Materials, Colors & Details

1. Building Orientation & Placement

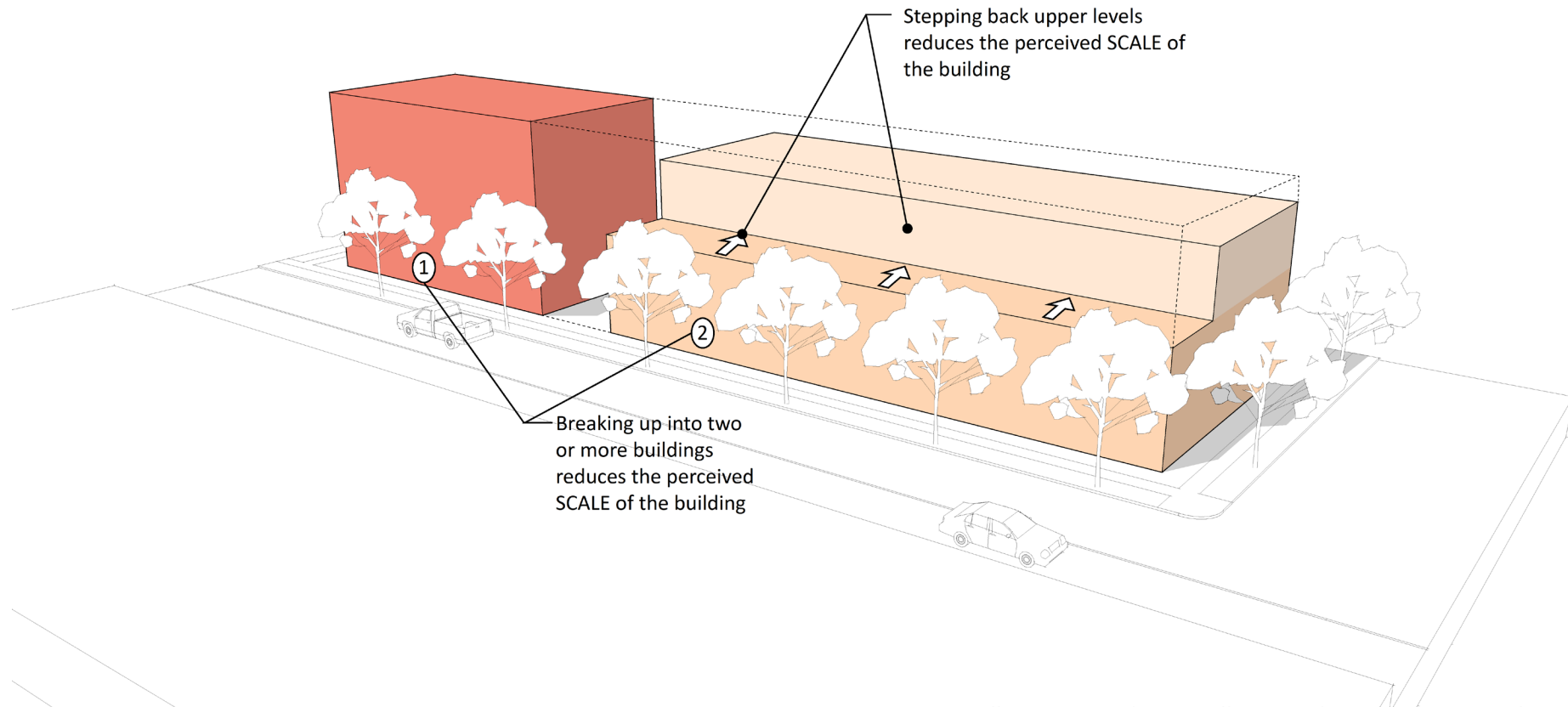


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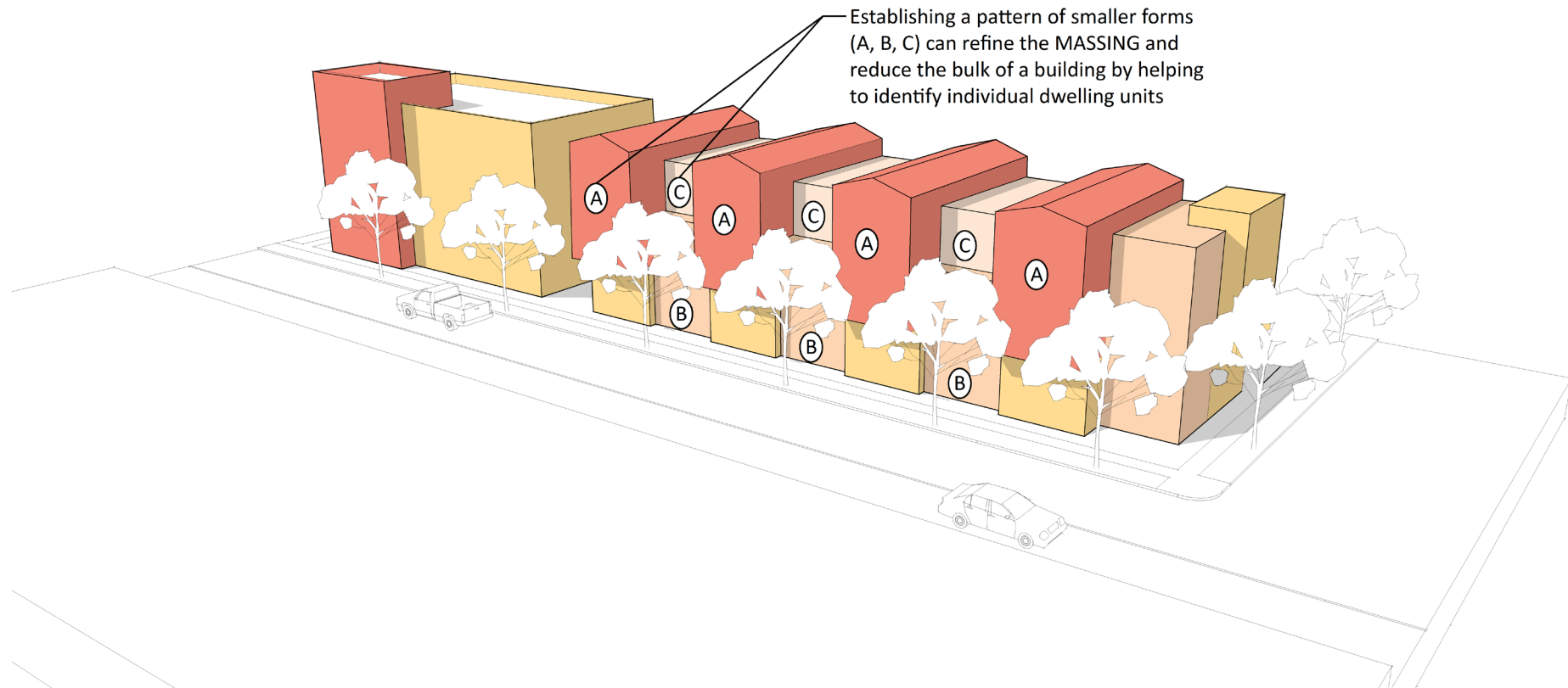
2. Access & “Eyes on the Street”



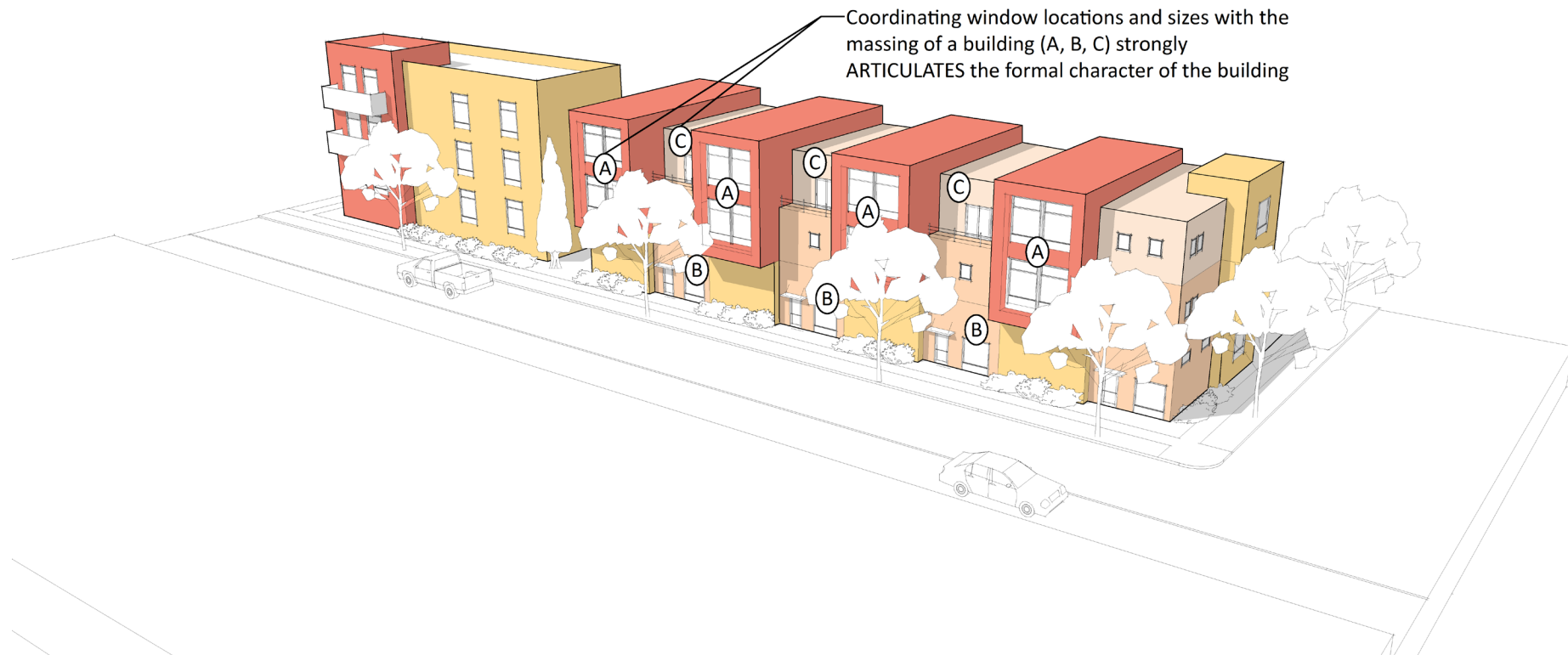
3. Scale, Massing, Form & Articulation



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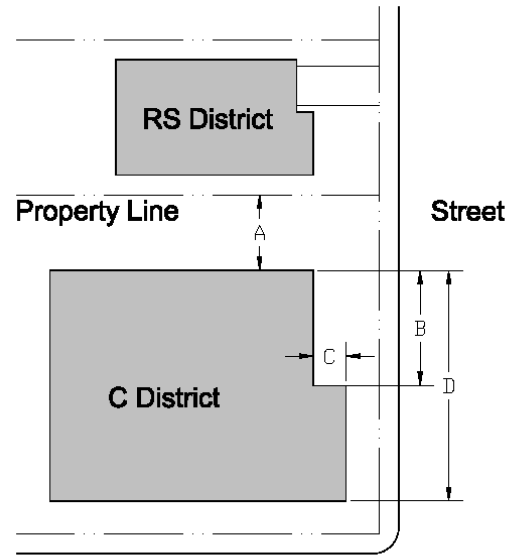


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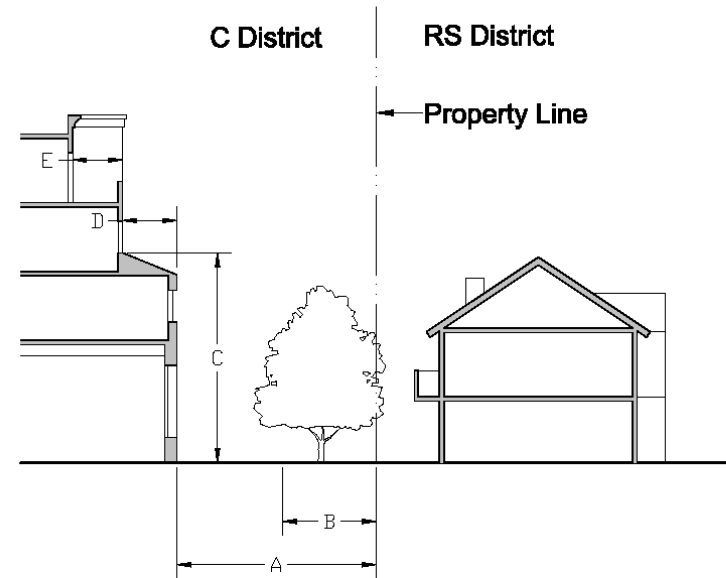
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4. Transitions & Step Backs



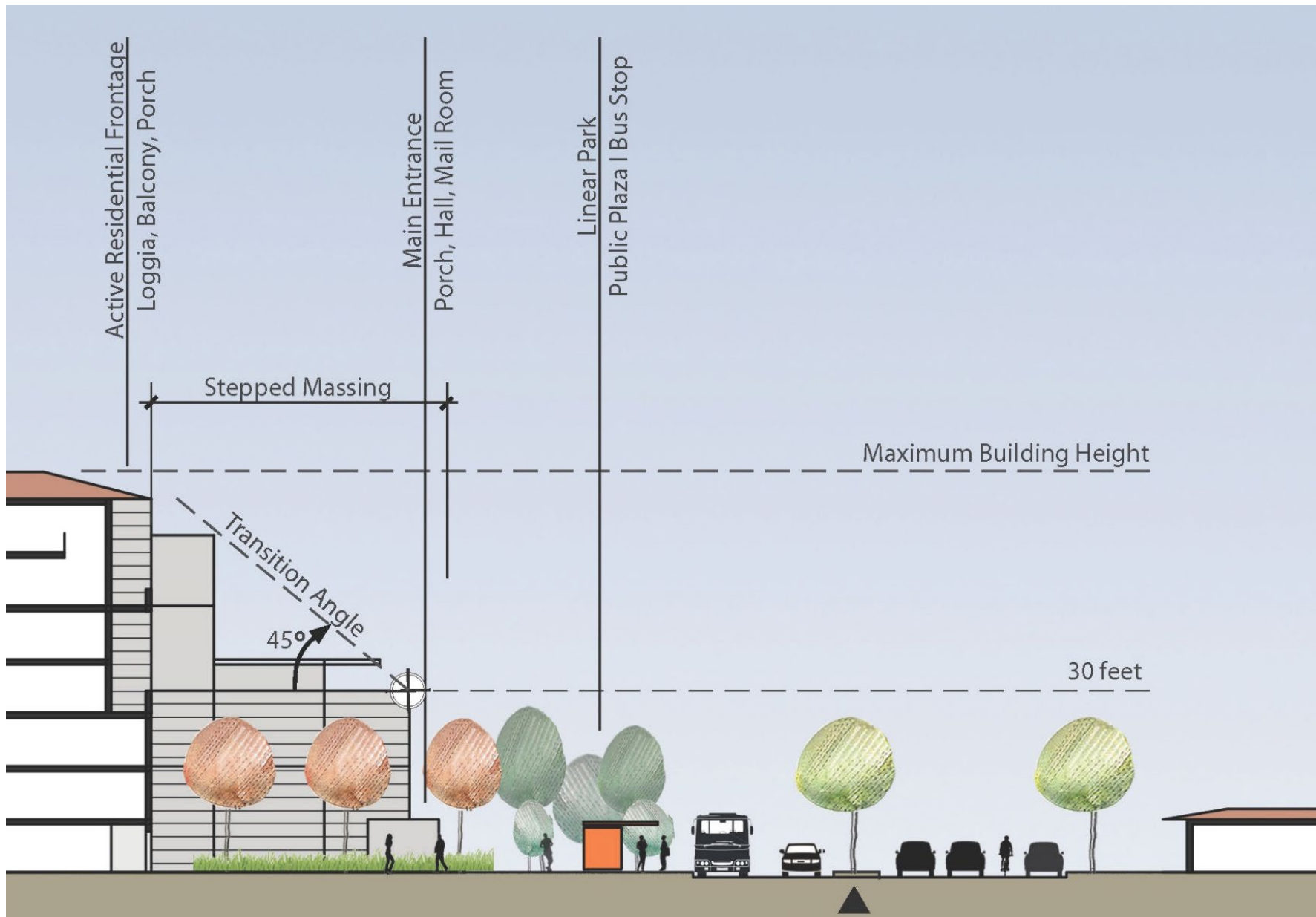
PLAN VIEW

A = Min. 20 ft. side and rear yard setback
B = 50% of D or 50 ft. (whichever is shorter)
C = Match the Required Front Yard Setback of the abutting Residential District
D = Total Building Frontage Length



SECTION VIEW

A = Min. 20 ft. side and rear yard setback
B = Min. Required 10 ft. Landscaped Zone
C = 2 Building Stories or 35 ft. (whichever is shorter)
D = Min. 10 ft. Upper Story Stepback Required at 3rd floor
E = Min. 10 ft. Upper Story Stepback Required at 4th floor for a min. 50% of the Building Facade



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5. Roofline Variation



- Pattern
- Pitch
- Variation



6. Corners

- Gateway Features
- Plazas
- Expressive Forms
- Active Uses
- Entrances

7. Materials, Colors & Details



An architectural line drawing of a modern urban street scene. On the left, a multi-story building with a mix of brick and light-colored panels features a large arched opening. A tree with dense foliage stands in front of it. Pedestrians are walking on the sidewalk, and a person is riding a bicycle. The street has multiple lanes with cars driving. On the right, another multi-story building with balconies is visible, partially obscured by more trees. A utility vehicle with a ladder rack is parked on the right side of the road. The overall style is a clean, technical architectural sketch.

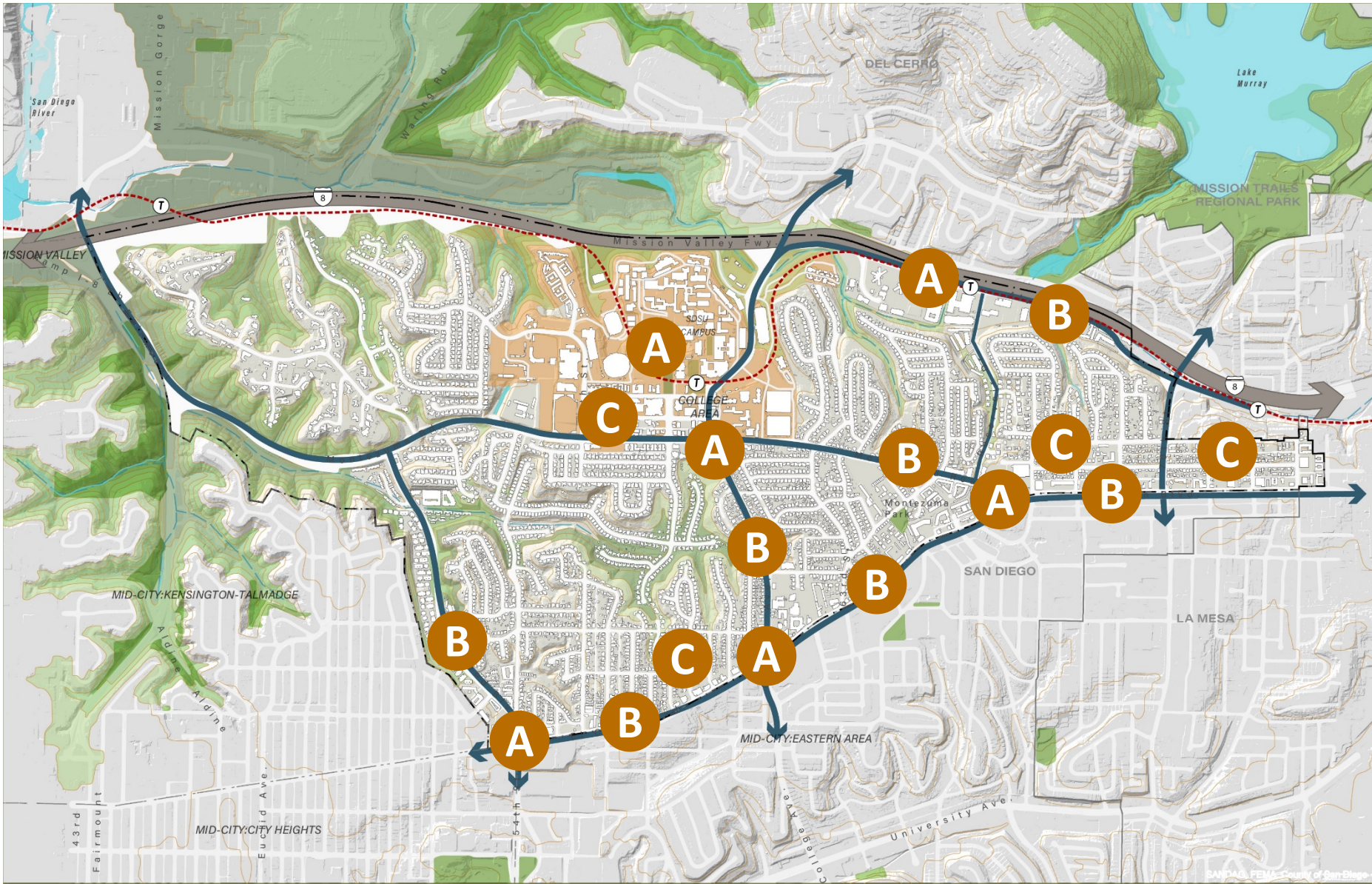
04

URBAN FORM CONCEPTS/ PLACETYPES

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PLACE TYPES

- A** ■ Nodes
- B** ■ Corridors
- C** ■ Transitions



PLACE TYPE CHARACTERISTICS

NODES

- **Focal points of activity** and intensity (e.g. a major intersection in the community, a trolley stop or an area with existing high density uses)
- Opportunity to **focus development** in a centralized way
- Activities, buildings, public spaces and even public art and signage all come together to form a **sense of place** and a distinct point of attraction in the community
- Key elements typically seen in nodes include street trees, widened sidewalks with cafe seating, entry and corner plazas, and building forms (such as tower elements or rounded corners) that mark a focal point.



PLACE TYPE CHARACTERISTICS

CORRIDORS

- **Key thoroughfares** in the community
- Make up much of the **land area** used for multi-family housing and commercial uses in the community
- Offer great potential for new development in the community, particularly, with a **mix of uses and greater activation** of the street and public spaces
- Provide opportunities to **enhance the streetscape environment** with widened sidewalks, street trees, new lighting, active storefronts, pedestrian plazas and terraces that look out on to the street
- Over time, a **consistent pattern of development** will reinforce the corridors by building the active edges or “streetwall” of the street



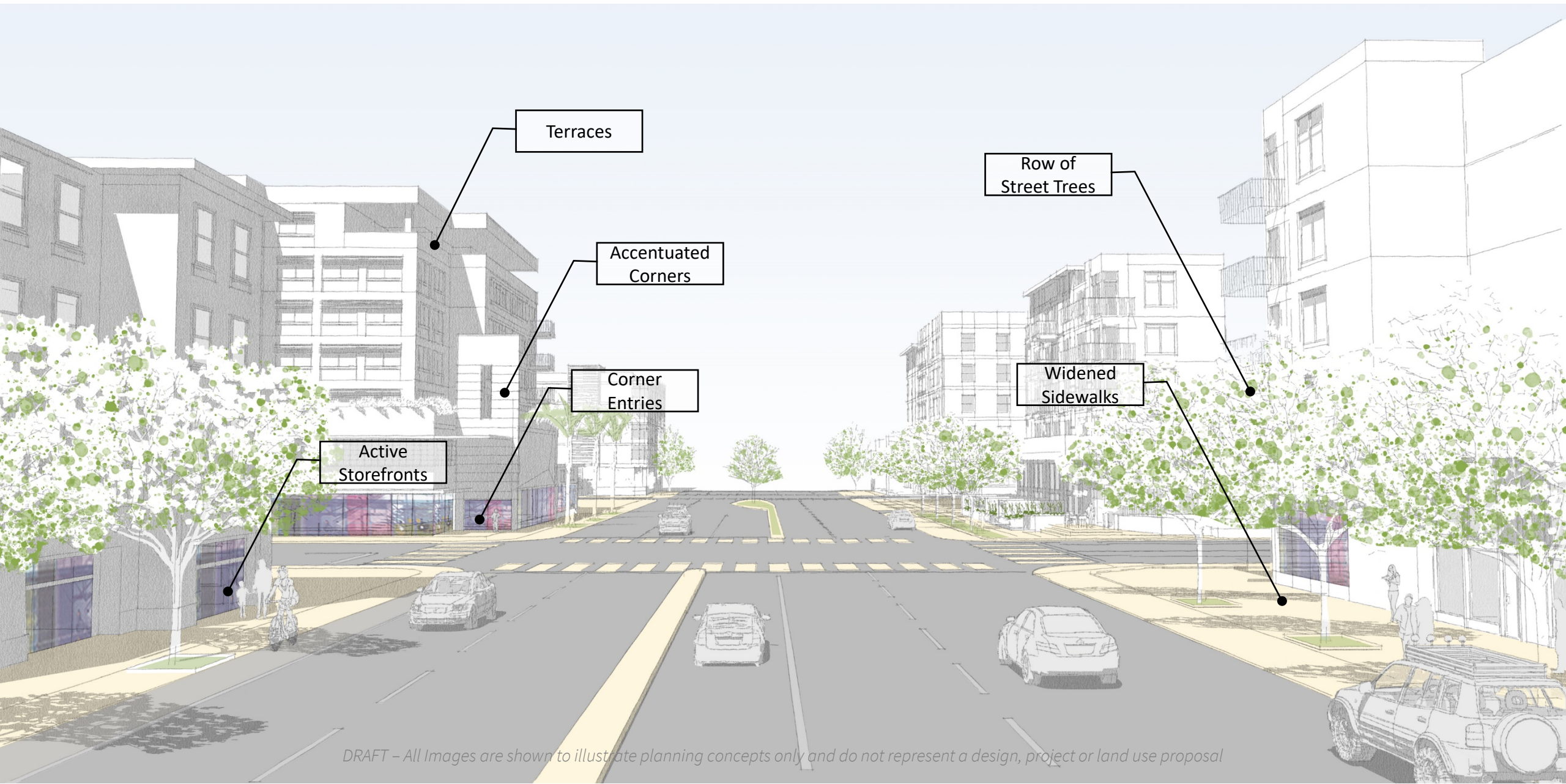
PLACE TYPE CHARACTERISTICS

TRANSITIONS

- Neighborhoods that are either facing or directly behind the main commercial corridors of the community with **a mix of low-scale, single and multi-family housing**
- **Traditional block and lot patterns**
- Provide an opportunity to establish **transitions in building height and scale** from the more intense and mixed-use corridors (such as El Cajon Blvd.) and the predominantly single-family neighborhoods behind them.
- Key elements include street trees, non-contiguous sidewalks, a mix of low-scale townhomes and walk-up units with a variety of heights and roof forms, and a mix of porches, stoops, patios and other street front elements

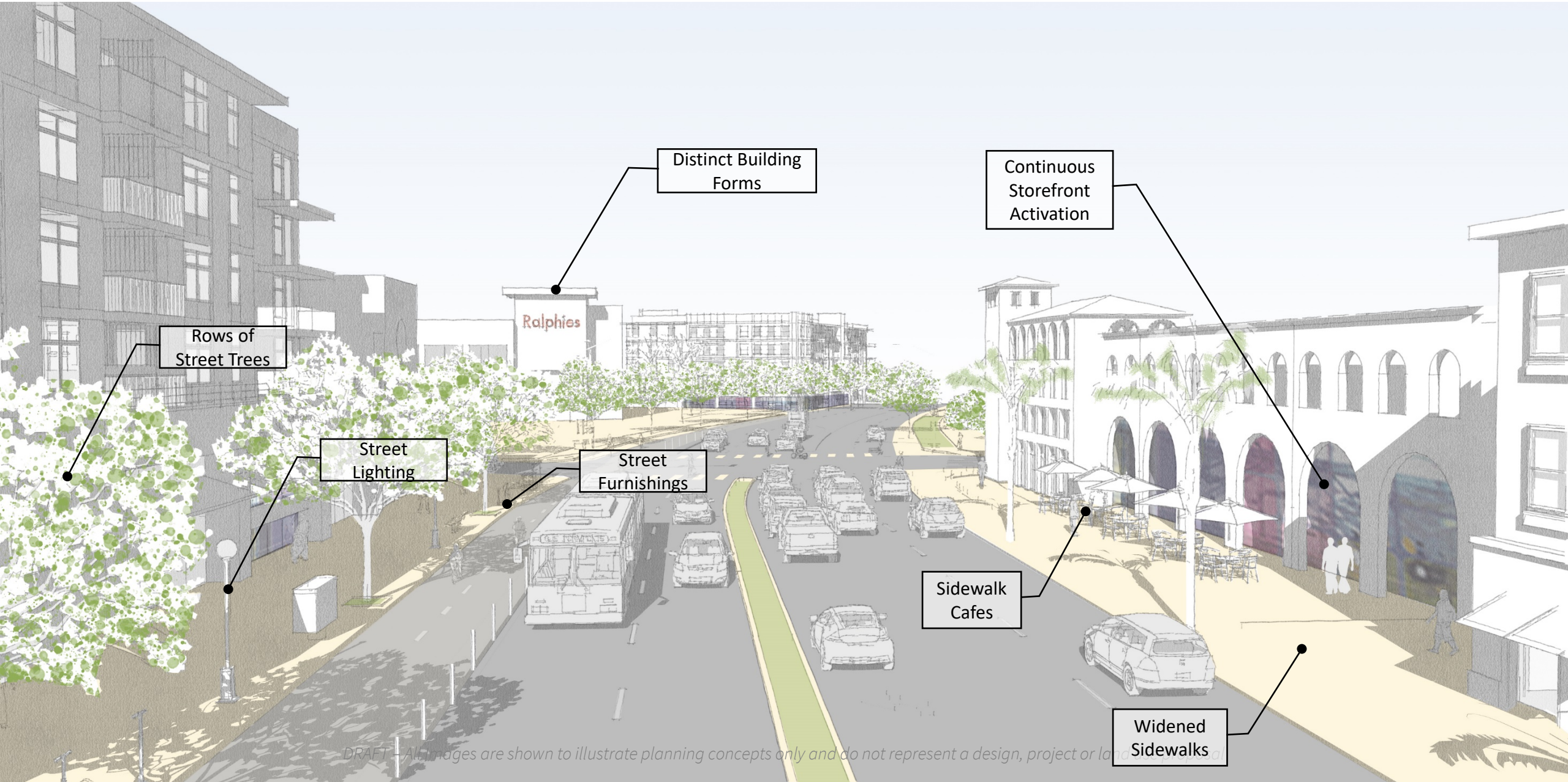


URBAN FORM CONCEPTS



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URBAN FORM CONCEPTS



Rows of
Street Trees

Street
Lighting

Street
Furnishings

Distinct Building
Forms

Continuous
Storefront
Activation

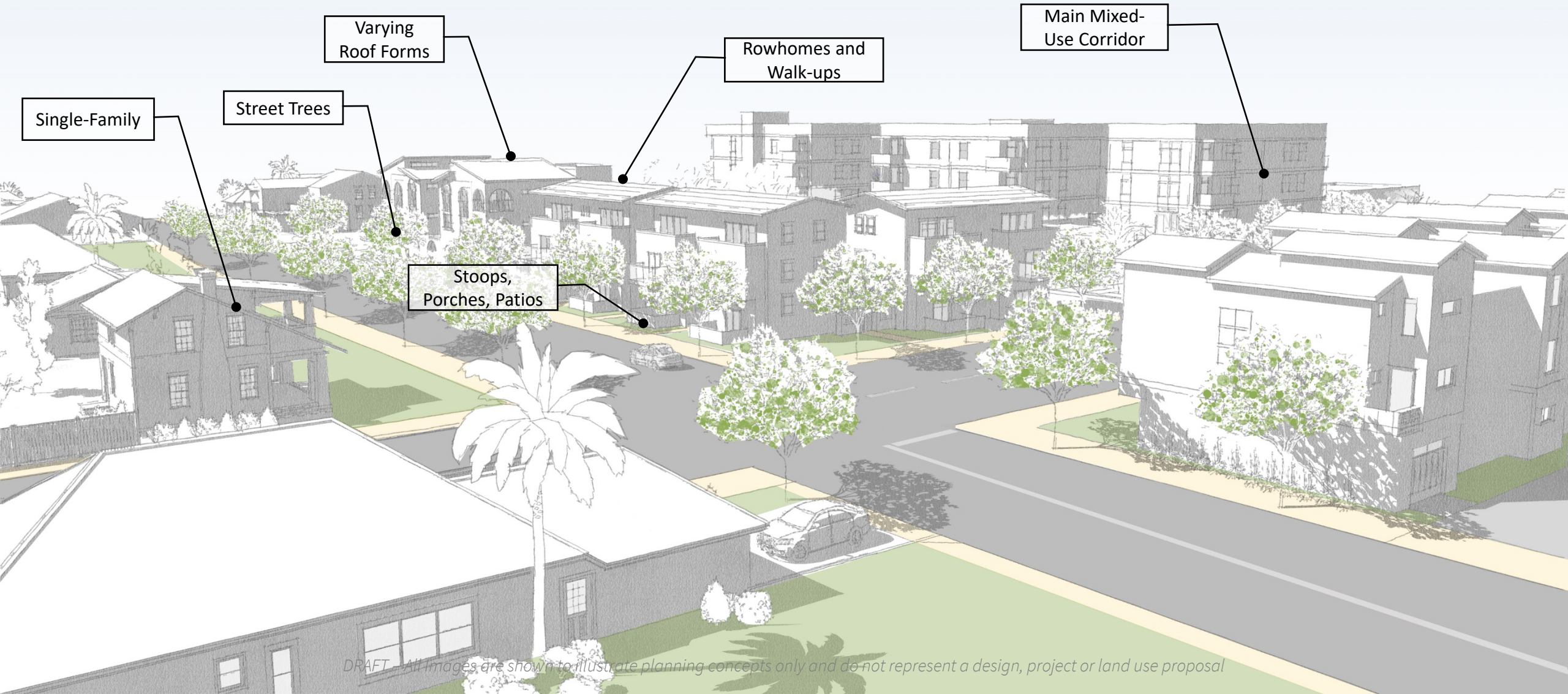
Sidewalk
Cafes

Widened
Sidewalks

URBAN FORM CONCEPTS

Transitions

ct



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TRADER JOE'S

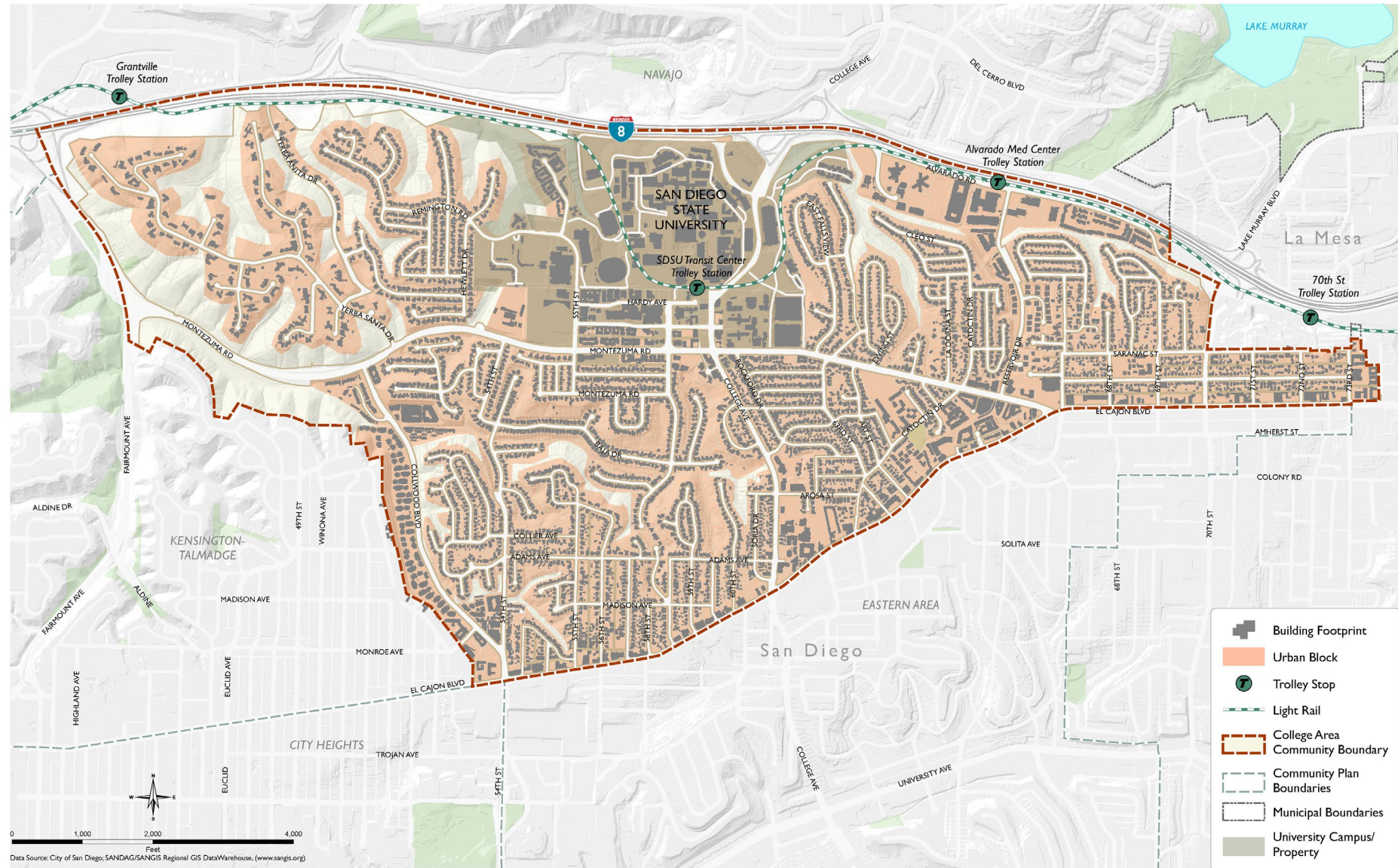
05

TEST FITS + FEASIBILITY

DEVELOPMENT FEASIBILITY

Key Site Considerations

- Lot Size
- Access and Parking
- Adjacencies
- Topography



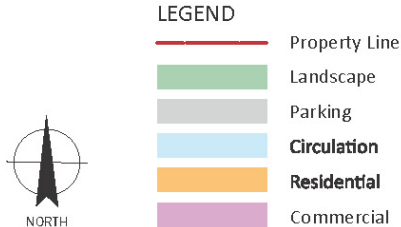
DEVELOPMENT CONCEPT



DEVELOPMENT FEATURE	RANGE
Site Area <i>(hypothetical)</i>	100,000 square feet/ 2.3 acres
Density & Number of Dwelling Units <i>(approx.)</i>	110 to 150 du/ac 250 to 345 units
Access & Parking	garage parking 0.5 to 0.8 spaces/unit
Building Height	65' (6 stories) to 85' (7 stories)
Building Type	wrap/ podium apartments
Open Space & Amenities	terrace/ courtyard/ amenity deck
Commercial	7,000 to 12,000 sf

DEVELOPMENT SUMMARY TABLE

All Illustrations are shown to communicate concepts and do not represent a land use or development proposal



Prototype Financial Feasibility

Gateway Node

- Target land value is based on sales of residential and commercial properties
- Development above 8 floors will trigger type I construction using concrete and steel
- Large lots and lot assemblage offer the opportunity to provide a significant number of units using wood-frame construction

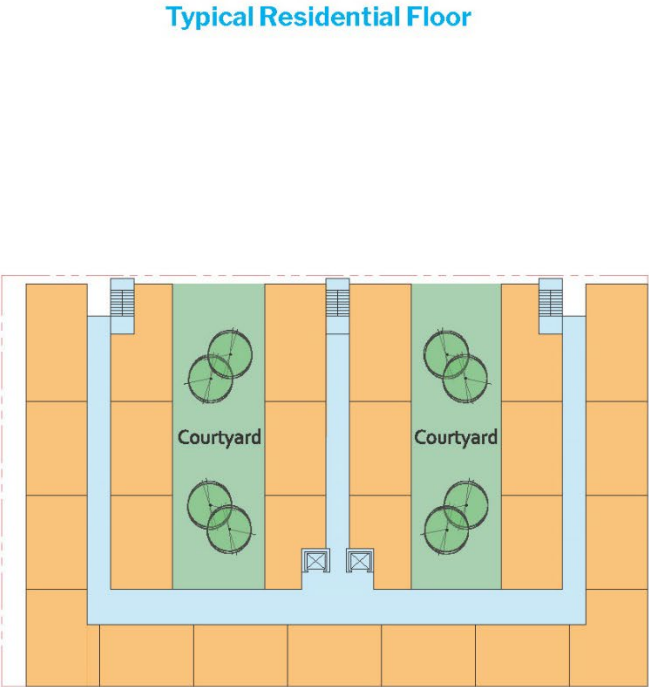
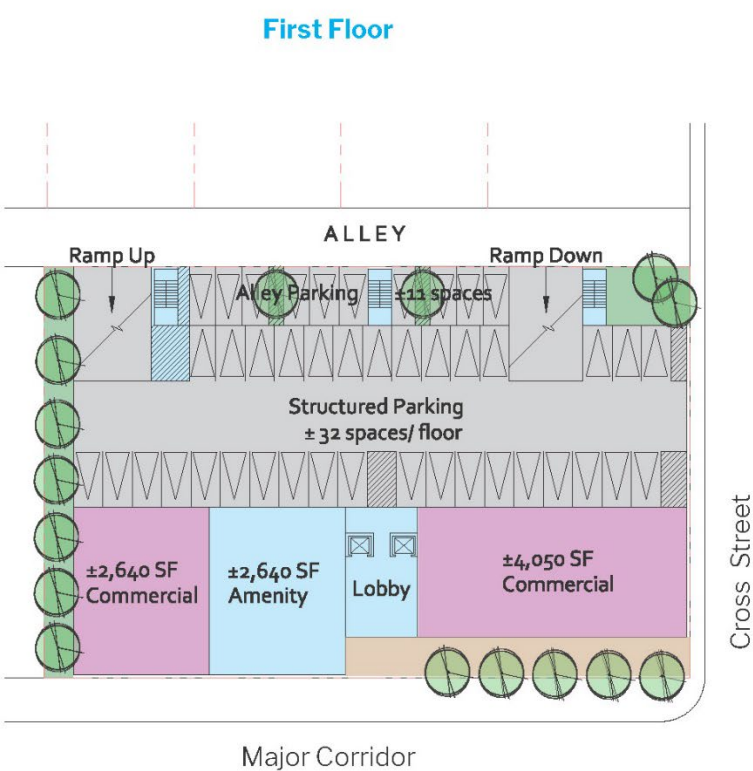
Development Prototype Scenarios

College Area CPA, San Diego, CA

Feasibility Summary

<u>Development Summary</u>	<u>Gateway Node</u>	
	<u>1</u>	<u>2</u>
Prototype	Wrap Multi-Family	Wrap/Podium
Product Type		
Parcel Size (SF)	102,890	102,890
Units/Homes	260	358
<i>DU/Acre</i>	<i>110.1</i>	<i>151.6</i>
<i>FAR</i>	<i>2.4</i>	<i>3.3</i>
Total Project Costs	\$103,519,416	\$141,642,546
per unit/home	\$398,152	\$395,650
per GSF	\$416	\$416
<u>Land Values</u>		
<i>Target Average Land Value (per SF)</i>	<i>\$108.08</i>	<i>\$108.08</i>
Achievable Land Values-		
All Market Rate Housing	✓	✓
Pay the In-Lieu Fee	-	-
Including On-Site Affordable Units	-	✓

DEVELOPMENT CONCEPT



DEVELOPMENT FEATURE	RANGE
Site Area <i>(hypothetical)</i>	30,000 square feet/ 0.7 acres
Density & Number of Dwelling Units <i>(approx.)</i>	110 to 218 du/ac 75 to 150 units
Access & Parking	garage parking 0.5 to 1.0 spaces/ unit
Building Height	65' (5 stories) to 85' (7 stories)
Building Type	podium apartments
Open Space & Amenities	Terrace/ Courtyard Deck
Commercial	6,000 to 9,000 sf

DEVELOPMENT SUMMARY TABLE

All Illustrations are shown to communicate concepts and do not represent a land use or development proposal



- LEGEND
- Property Line
 - Landscape
 - Parking
 - Circulation
 - Residential
 - Commercial

Prototype Financial Feasibility

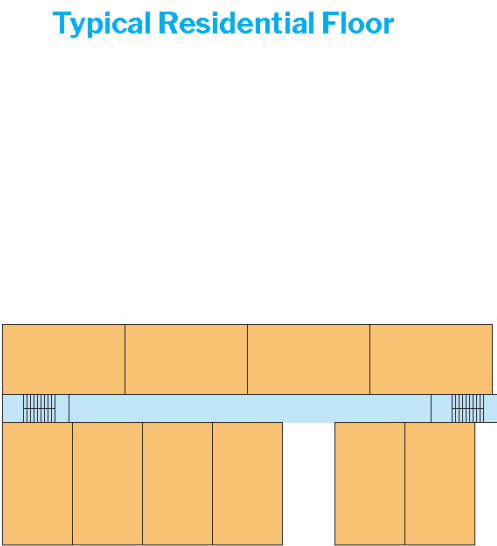
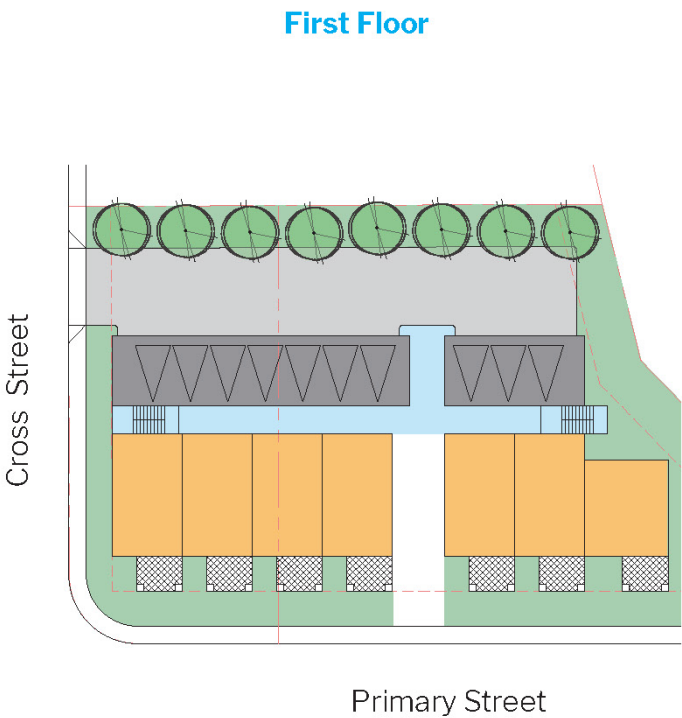
Mixed-Use Corridor

- Target land value is based on sales of commercial properties
- Densities above approximately 150 dwelling per acre become feasible in mixed-use corridors
- Due to high in-lieu fee, it is cheaper to build the affordable housing requirement

Development Prototype Scenarios College Area CPA, San Diego, CA *Feasibility Summary*

Development Summary	Mixed- Use Corridor	
	1	2
Prototype		
Product Type	Podium Multi- Family	Podium Multi- Family
Parcel Size (SF)	30,800	30,800
Units/Homes	80	150
<i>DU/Acre</i>	<i>113.1</i>	<i>212.1</i>
<i>FAR</i>	<i>2.6</i>	<i>4.8</i>
Total Project Costs	\$32,592,796	\$58,747,418
per unit/home	\$407,410	\$391,649
per GSF	\$400	\$393
Land Values		
<i>Target Average Land Value (per SF)</i>	<i>\$115.92</i>	<i>\$115.92</i>
Achievable Land Values-		
All Market Rate Housing	-	✓
Pay the In-Lieu Fee	-	-
Including On- Site Affordable Units	-	✓

DEVELOPMENT CONCEPT



DEVELOPMENT FEATURE	RANGE
Site Area <i>(hypothetical)</i>	22,000 square feet/ 0.5 acres
Density & Number of Dwelling Units <i>(approx.)</i>	20 to 40 du/ac 10 to 20 units
Access & Parking	garage parking 0.5 to 1.0 spaces/ unit
Building Height	24' (2 stories) to 30' (3 stories)
Building Type	townhomes/ walk-up
Open Space & Amenities	private patios/ paseos
Commercial	none

DEVELOPMENT SUMMARY TABLE

All Illustrations are shown to communicate concepts and do not represent a land use or development proposal



- LEGEND
- Property Line
 - Landscape
 - Parking
 - Circulation
 - Residential
 - Commercial

Prototype Financial Feasibility

Transitional Infill Area

- Target land value is based on sales of single-family properties
- High land and construction cost environment
- Lower density development is not financially feasible in today's market

Development Prototype Scenarios College Area CPA, San Diego, CA *Feasibility Summary*

Development Summary	Transitional Infill Area	
	1	2
Prototype	Walk Up Lofts	Stacked Flats
Product Type		
Parcel Size (SF)	23,325	23,325
Units/Homes	10	17
<i>DU/Acre</i>	<i>18.7</i>	<i>31.7</i>
<i>FAR</i>	<i>0.6</i>	<i>0.7</i>
Total Project Costs	\$4,557,388	\$6,151,434
per unit/home	\$455,739	\$361,849
per GSF	\$340	\$396
Land Values		
<i>Target Average Land Value (per SF)</i>	<i>\$99.58</i>	<i>\$99.58</i>
Achievable Land Values-		
All Market Rate Housing	-	-
Pay the In-Lieu Fee	-	-
Including On-Site Affordable Units	-	-

A satellite map of San Diego, California, showing the city's layout, major highways (Interstates 5, 8, 15, and State Routes 52, 56, 54, 163, 94), and surrounding areas. A red boundary outline is drawn on the map, encompassing a large portion of the city's eastern and central areas. A semi-transparent dark rectangle is overlaid in the center of the map, containing the text "Discussion + Questions" in white. Various landmarks are labeled, including SeaWorld San Diego, Mission Bay Park, Old Town San Diego State Historic Park, San Diego International Airport, Balboa Park, University of California San Diego, and Mission Trails Regional Park. The city of San Diego is labeled in the lower-left quadrant.

Discussion + Questions