



COLLEGE AREA COMMUNITY PLAN UPDATE

LAND USE CONCEPTS



Meeting Agenda – *Land Use Concepts*

- Introductions
- Schedule Overview
- Smart Growth + Community Livability
- Urban Framework for the College Area
- 3 Land Use Approaches
- Focus Area Concepts
 - El Cajon Corridor
 - College/El Cajon Node
 - Campus Town Center
- Discussion
- Key Takeaways

Tonight's Team



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NEXT STEPS



Meeting Topic

Land Use and Urban
Design Concepts

Committee Role

Feedback on Concepts

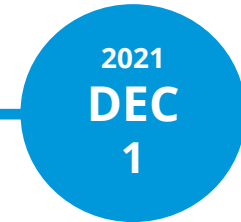


Meeting Topic

Land Use and Urban
Design Concepts 2

Committee Role

Feedback on Refined
Concepts



Meeting Topic

Mobility Concepts

Committee Role

Feedback on Concepts

NEXT STEPS

2022
JAN
26

Meeting Topic

Mobility , Urban
Design, & Land Use
Concepts

Committee Role

Feedback on Refined
Concepts

2022
MAR
TBD

Meeting Topic

Draft Community Plan
Framework

Committee Role

Feedback on Framework



01

**SMART GROWTH +
COMMUNITY LIVABILITY
+ VISION**

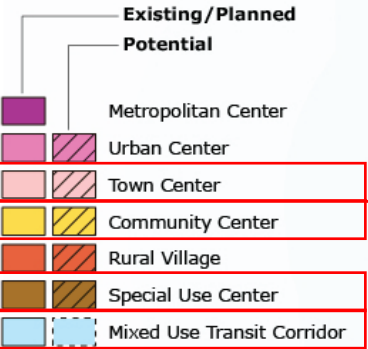
SMART GROWTH PLANNING

- Smart growth is a **compact, efficient, and environmentally-sensitive** urban development pattern that takes advantage of:
 - **existing infrastructure**
 - **strengthens existing neighborhoods** by focusing future growth, investment, and infill residential development close to jobs, services, and public facilities.
- These areas are **walkable, bike-friendly, near public transit, and promote good community design** that results in housing and transportation choices for those who live and work near these areas.

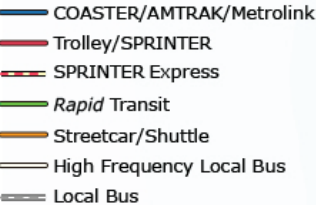


COLLEGE AREA SMART GROWTH

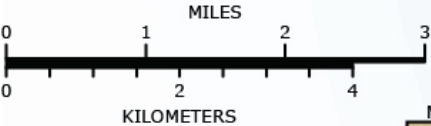
Smart Growth Opportunity Areas



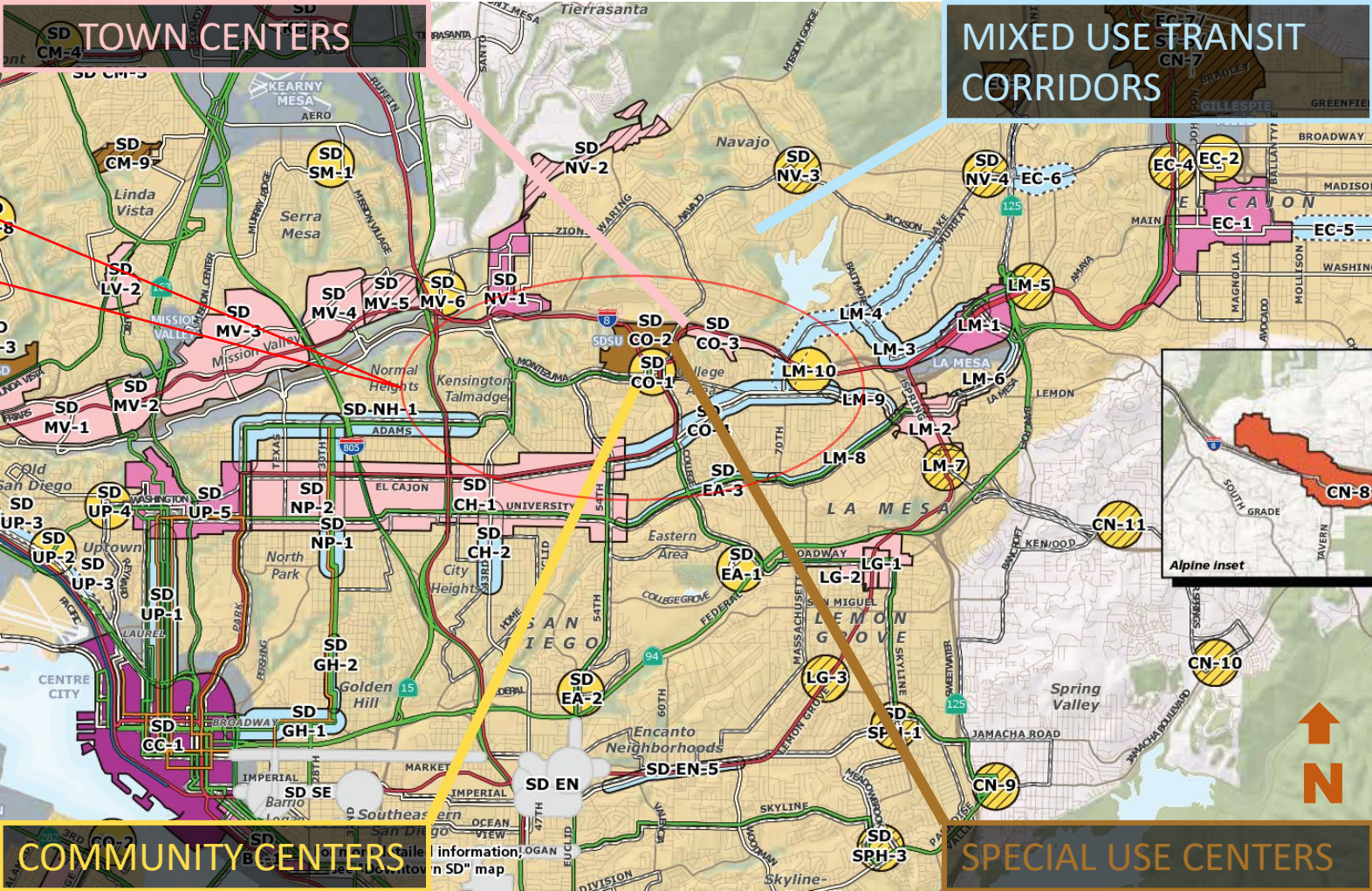
2050 Transit Network* from San Diego Forward: The Regional Plan



SMART GROWTH CONCEPT MAP MID-CITY AND EAST COUNTY SUBREGION May 2016

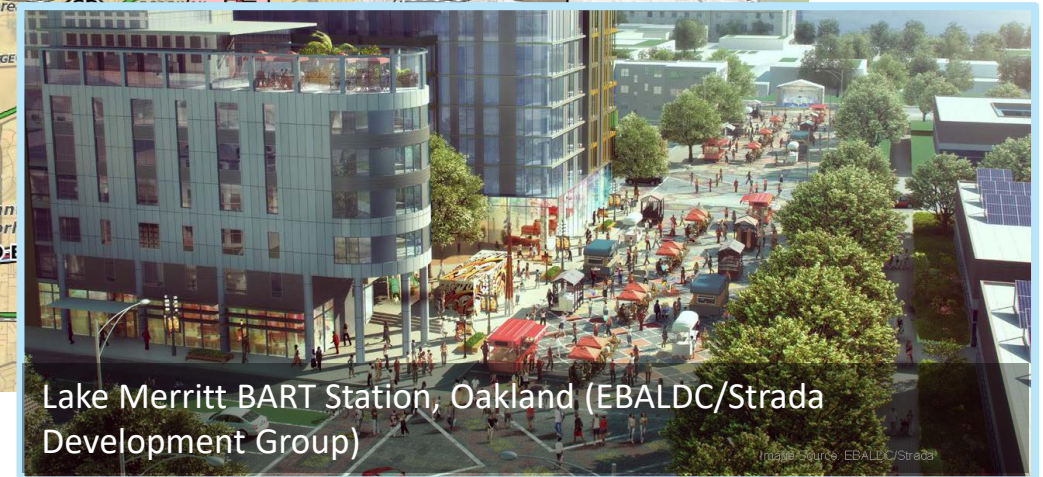


All Smart Growth Opportunity Areas shown on the map have been identified and recommended for inclusion on the map by local jurisdictions.
*Transit network generalized for cartographic purposes.



PLAN COLLEGE AREA

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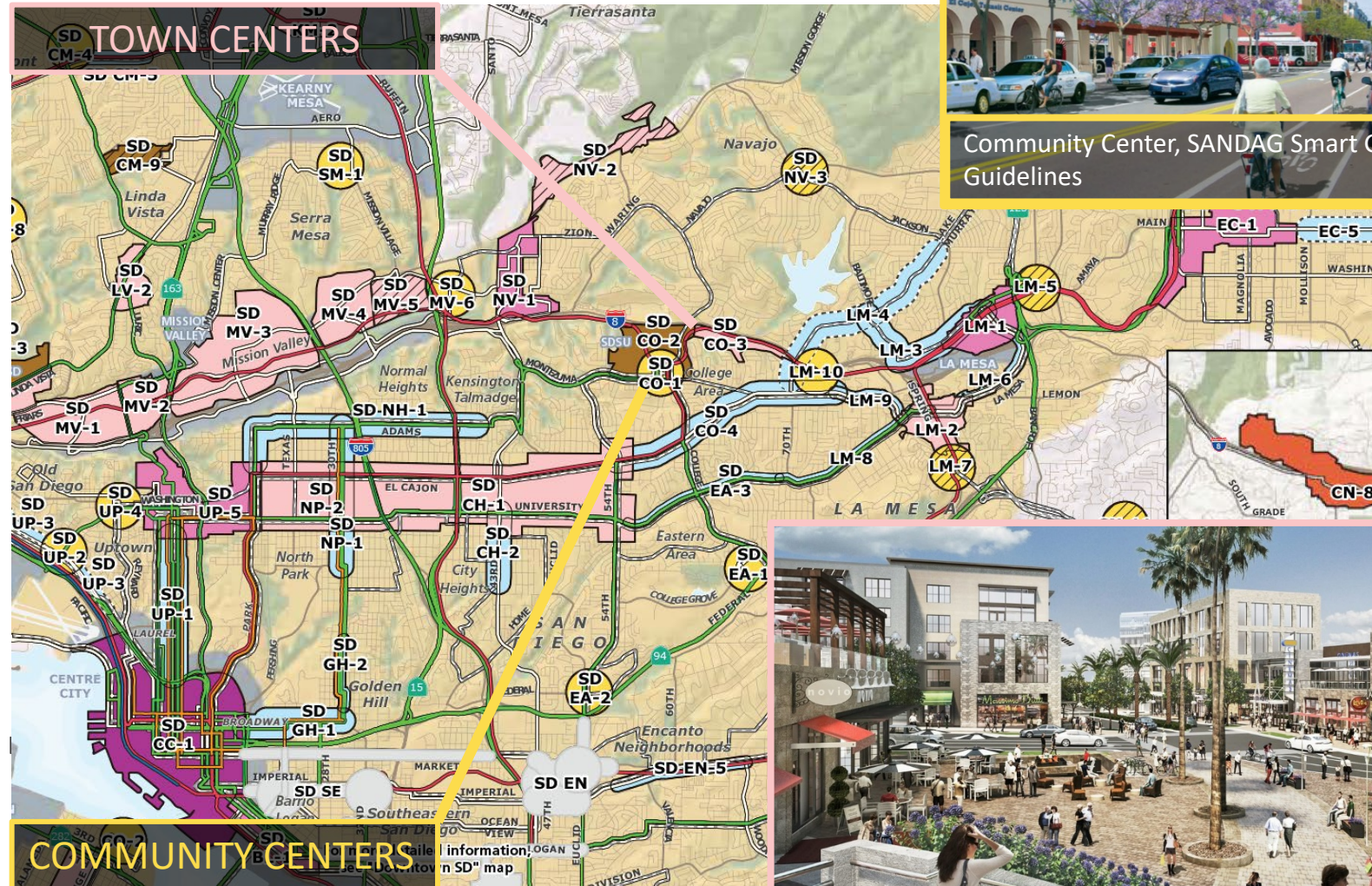
PLAN
COLLEGE AREA

-



SMART GROWTH PLACE TYPES IN COLLEGE AREA

- **Mixed Use Transit Corridors** are areas with residential, commercial, and mixed-use development along a linear transit corridor.
- **Special Use Centers** are dominated by a single, non-residential land use – typically medical or educational facilities – with a regional draw that generates trips throughout the day.
- **Community Centers & Town Centers** include residential, office, commercial and mixed-use development that serves the surrounding neighborhoods and subregional area.



SMART GROWTH PLACE TYPES IN COLLEGE AREA

- Development goals include a variety of **low, mid, and higher-rise buildings** with a **mix of housing and commercial / retail** uses to support the residents and surrounding communities.
- The smart growth areas will include a **strong pedestrian realm** with **active-mobility** and **community gathering places**.
- In addition to a strong pedestrian realm and gathering spaces, smart growth areas will include **regional transit service**.



Lake Merritt BART Station, Oakland (EBALDC/Strada Development Group)

Image Source: EBALDC/Strada

COMMUNITY VISION

Vision Statement

The community plan envisions a college village with **vibrant mixed-use corridors and nodes that connect to neighborhoods and the university**, and that enhance the community.

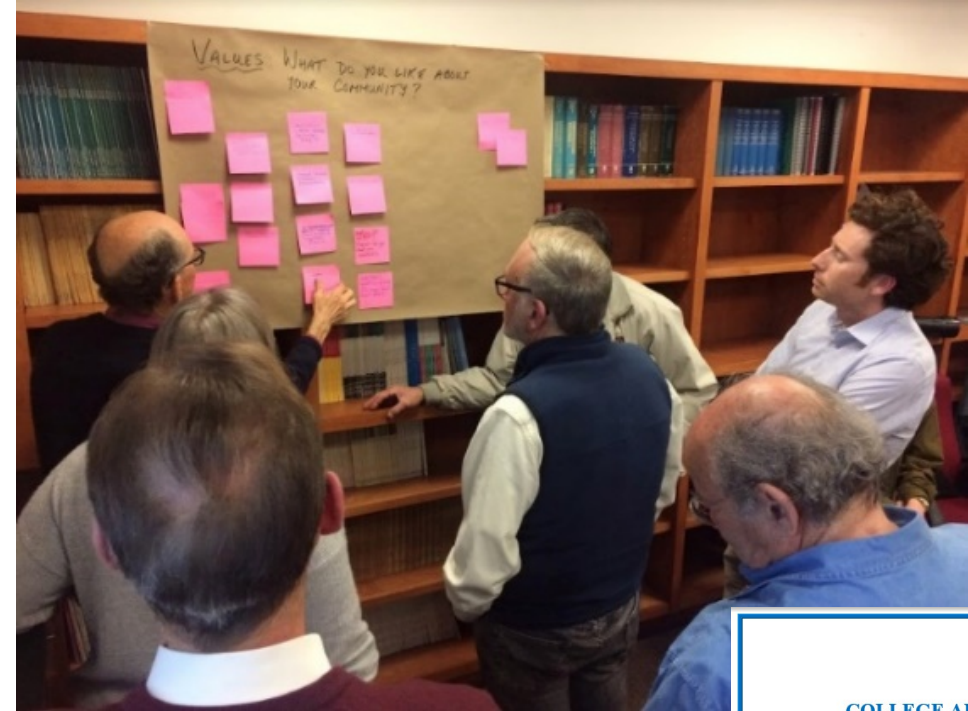
Guiding Principles *summarized*

- Building / public space **design for sustainability/livability**
- **Housing near SDSU, transit and community amenities/jobs**
- Safe and convenient transit and active mobility
- A **vibrant and sustainable business district**
- SDSU as **anchor community institution**
- **Active mobility improvements** for public health and business vitality
- **Preserve and expand parks and open space**
- Emissions-free transportation system
- **Public spaces that “support cultural exchange”** with community agencies, local businesses, public schools, the university, and other local arts organizations

COMMUNITY VISION & PRIORITIES

College Area Community Council Report – “Seven Visions”

- Meet the community’s future housing needs by adding residential and mixed-use density along the community’s **major corridors and at the three main intersections.**
- Reduce traffic congestion and improve local mobility.
- Encourage the development of a **“Campus Town”** on Montezuma Road on the southern edge of San Diego State University.
- Convert Montezuma Road east of College Avenue into a **linear park** and an extension of the “Campus Town.”
- Create a **sense of identity and place.**
- Establish **connections between the community and SDSU.**
- Protect the **integrity of single-family neighborhoods.**



COLLEGE AREA
COMMUNITY COUNCIL



Community Plan Update
Report
2020



02

URBAN DESIGN FRAMEWORK FOR THE COLLEGE AREA

ASSETS

- Varied landscape from canyons to mesas
- Established neighborhoods
- Historic buildings as landmarks
- Institutional presence – an opportunity for a strong town-gown relationship
- Popular social hubs
- Access to regional parks around the community

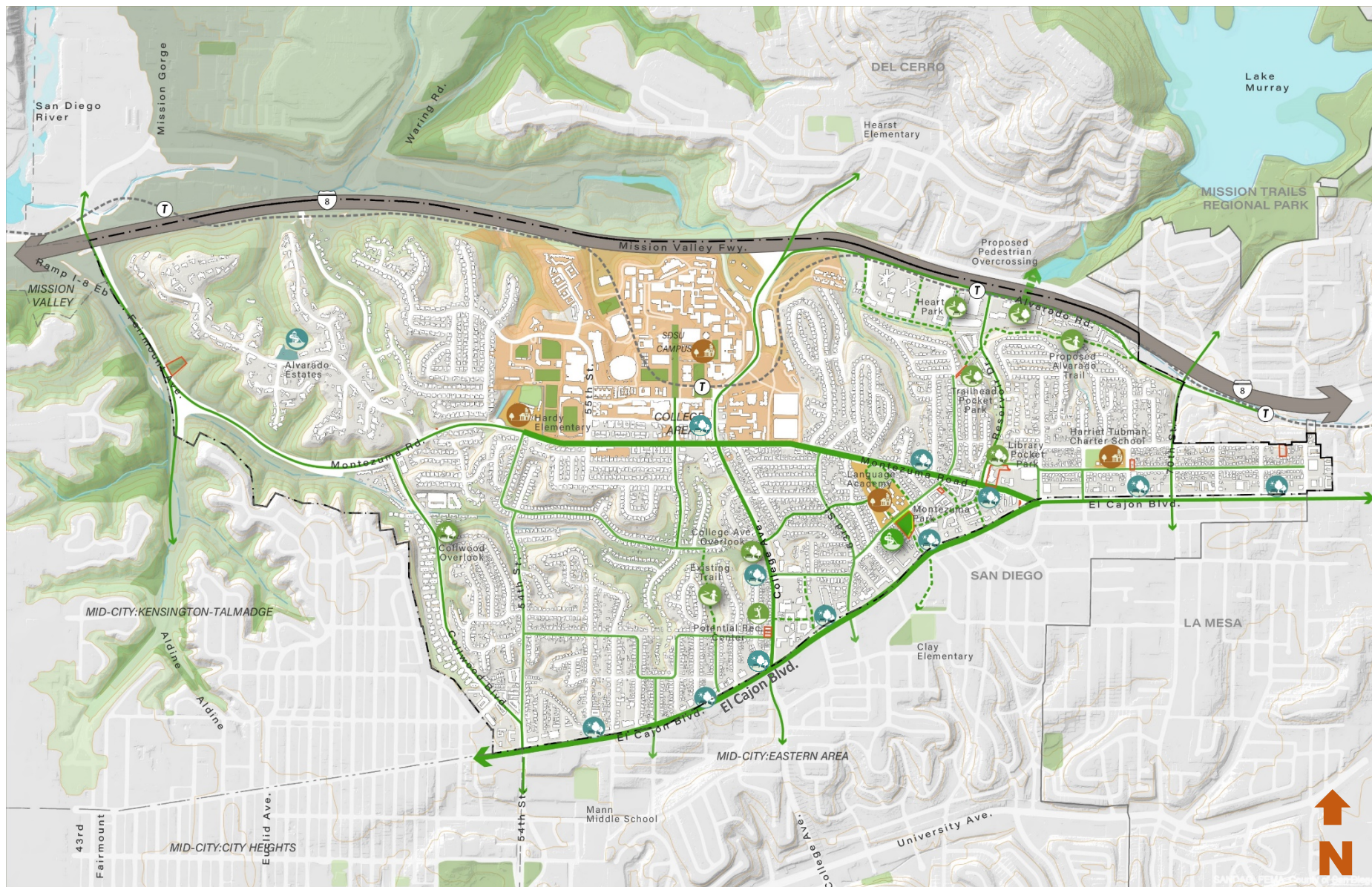


PARKS + PUBLIC SPACE OPPORTUNITIES

A full spectrum of parks and open spaces make a diverse park system.

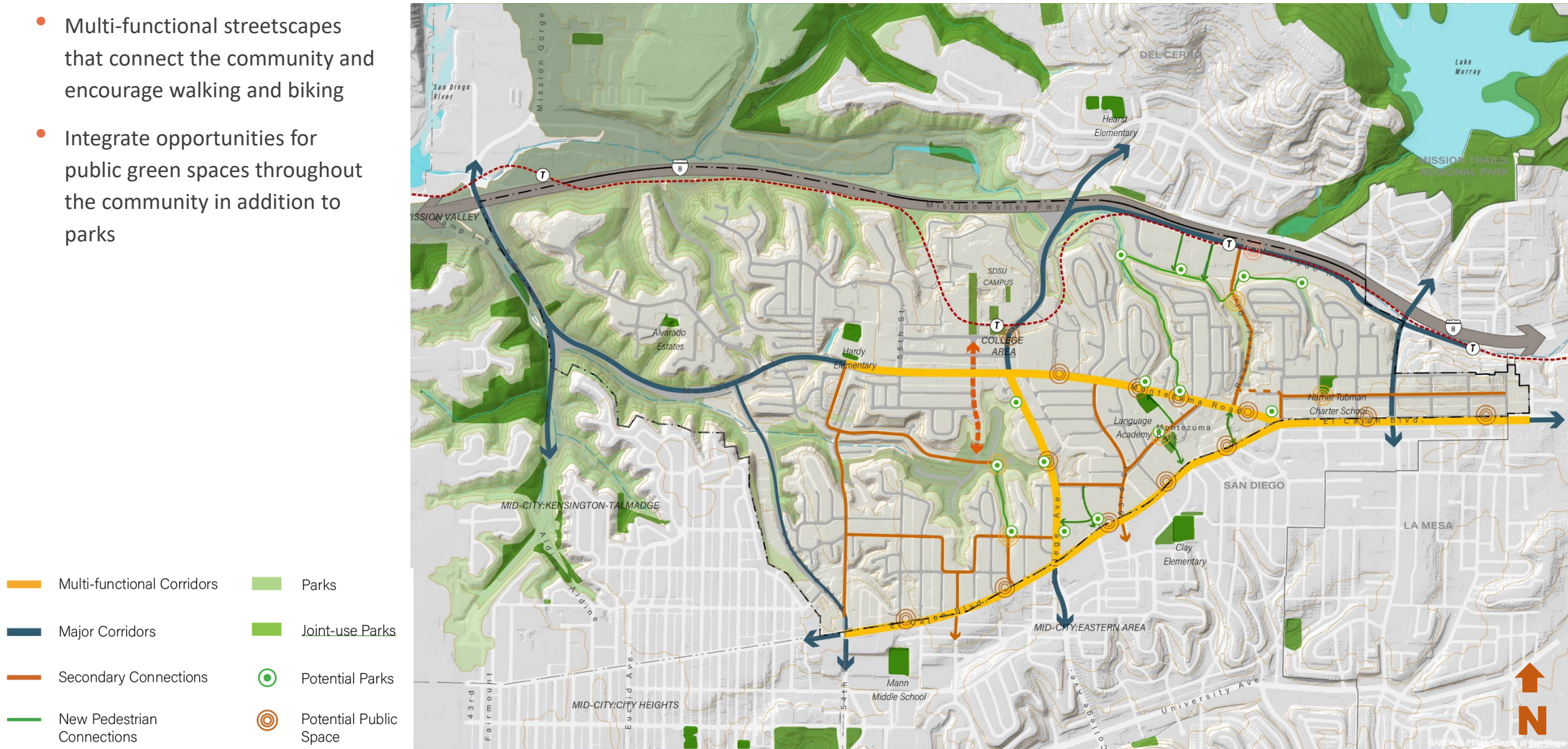
Key Opportunities:

- Existing Park and Joint-Use Site Improvements
- Park Opportunities on City-Owned Land
- Park Opportunities with Future Development
- Green Network Opportunities



STREETSCAPE IMPROVEMENT OPPORTUNITIES

- Multi-functional streetscapes that connect the community and encourage walking and biking
- Integrate opportunities for public green spaces throughout the community in addition to parks



INFILL OPPORTUNITIES

- **Urban Form**

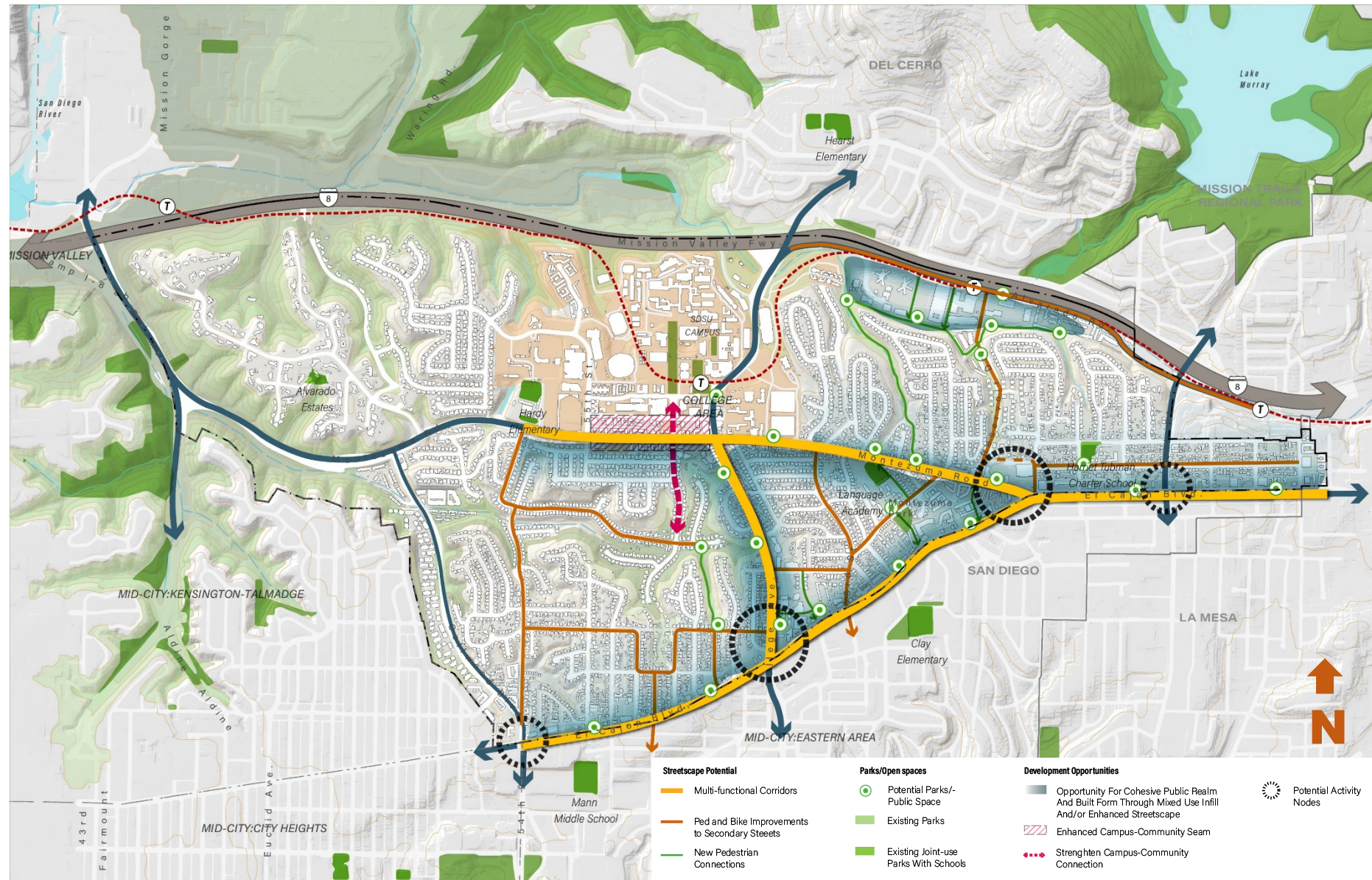
- Strengthen sense of place by activating streets, high-quality infill development, creating activity nodes around transit stops

- **Parks + Public Space**

- Opportunities to create new parks and public spaces to serve existing and new residents
- Integrate new public spaces with infill development for enhanced livability

- **Connectivity**

- Create multi-functional corridors



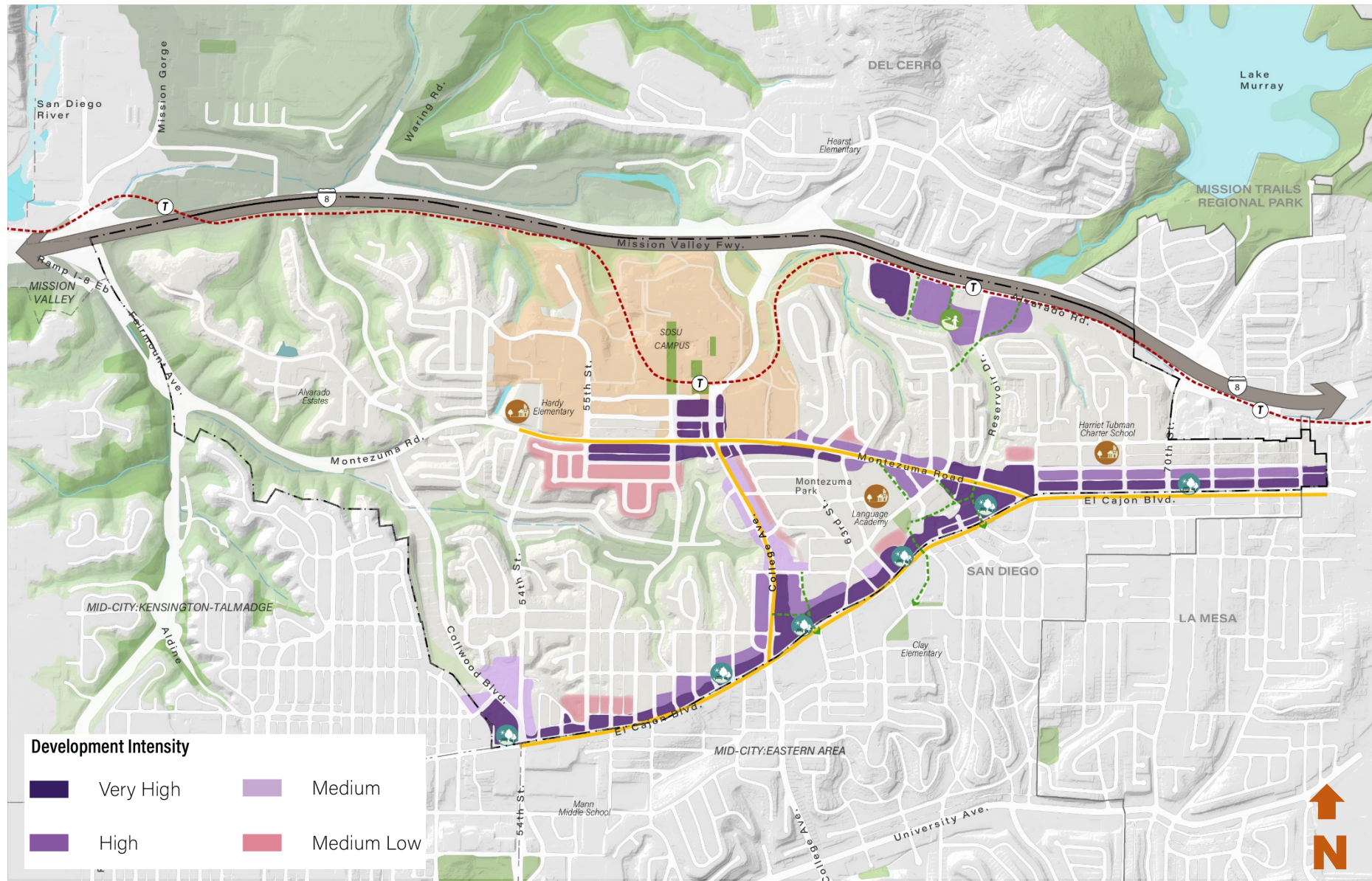


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LAND USE APPROACH+
3 FOCUS AREAS

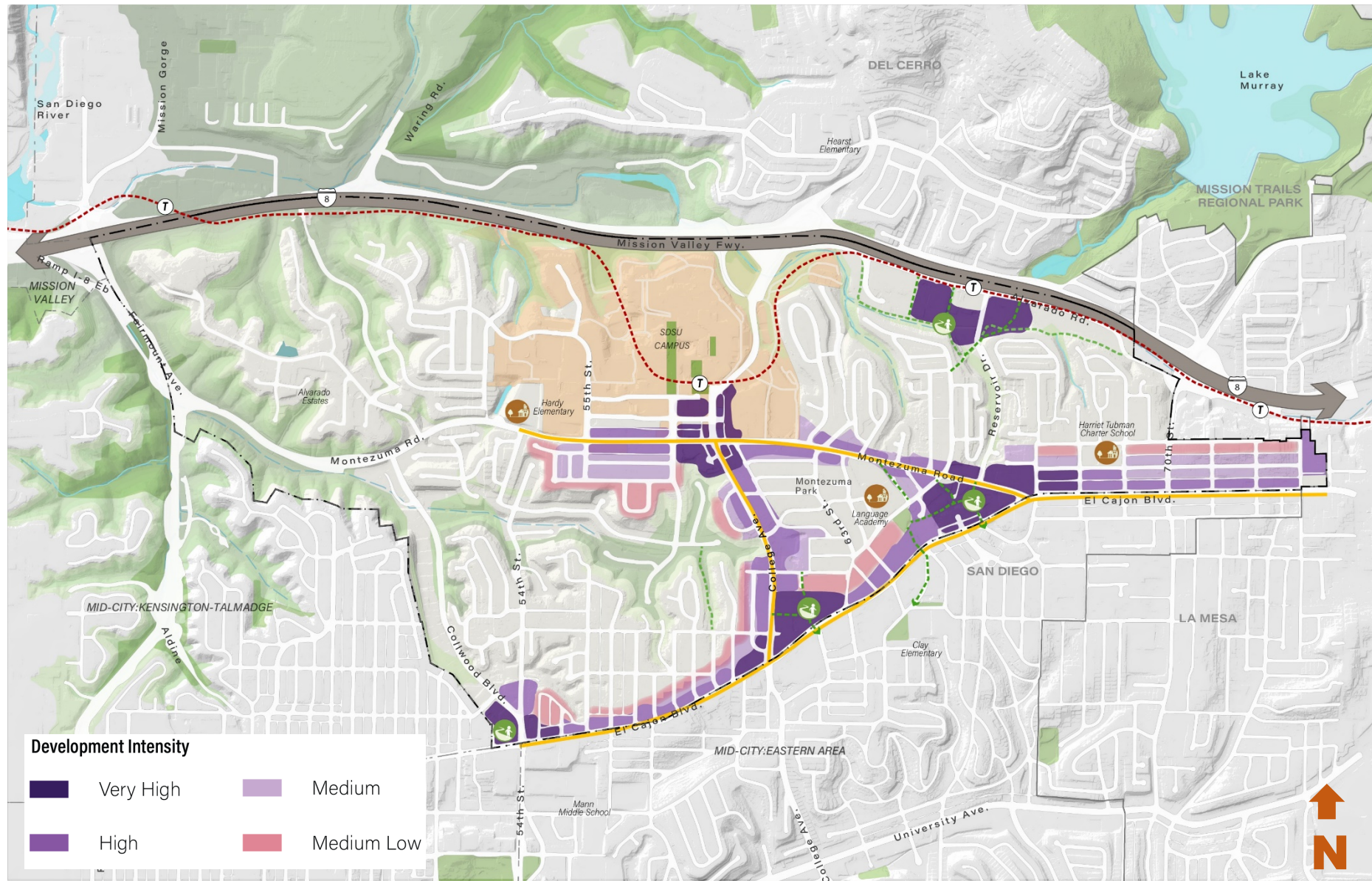
APPROACH 1: CORRIDOR EMPHASIS

- Focus higher intensity and density of infill residential, commercial and mixed use along **key corridors**
- Offers great potential for **activating the corridors** with a mix of uses, ground floor programming and public realm improvements.
- Provides opportunities to **enhance the streetscape environment** with widened sidewalks, street trees, new lighting, active building frontages, 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



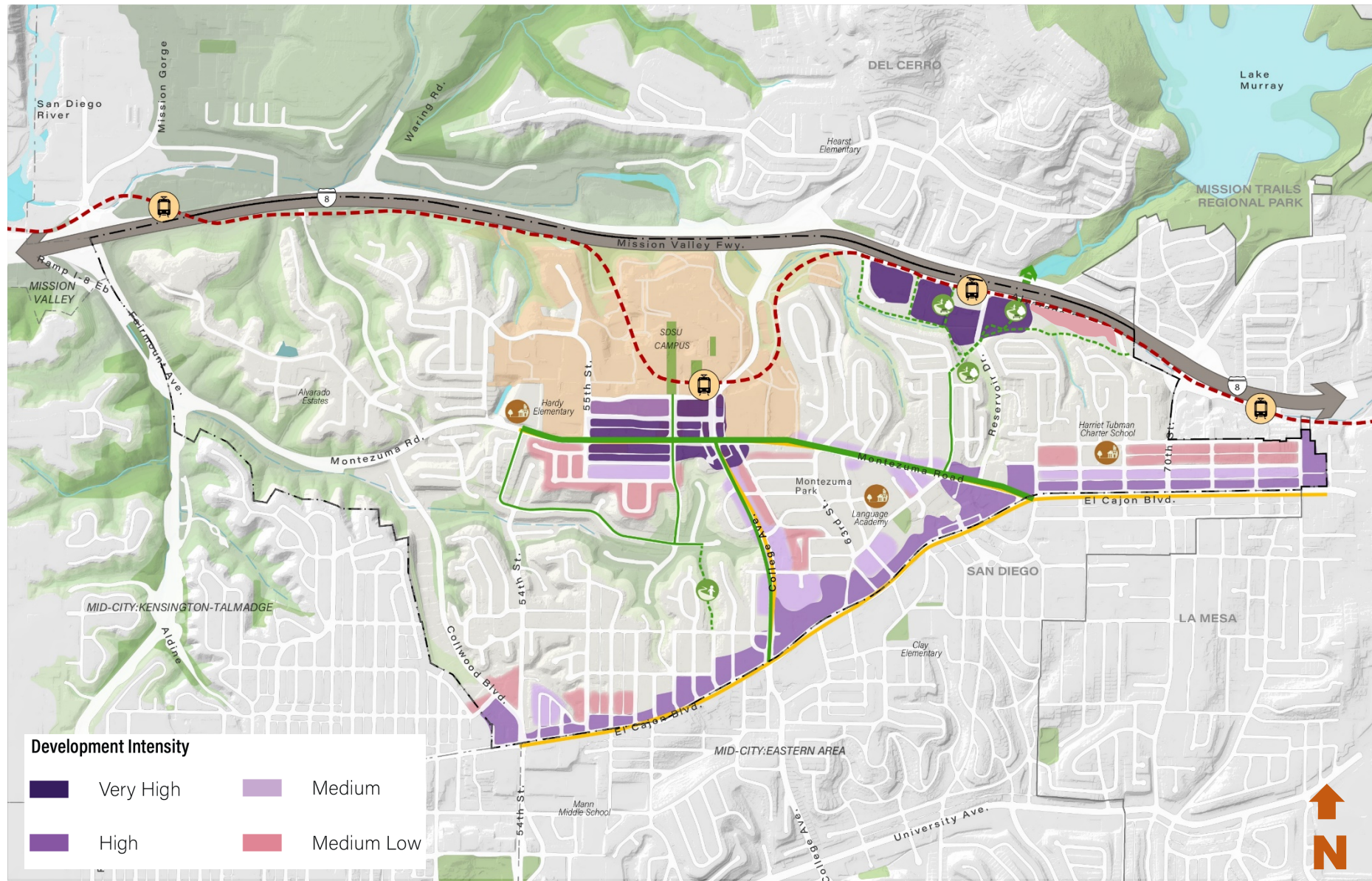
APPROACH 2: NODES

- Focus higher intensity and density of infill residential, commercial and mixed use along **key intersections, transit stops or existing high density uses**
- Offers opportunities to **create activity nodes** by integrating variety of public spaces and mobility choices with mixed use infill development to form a **sense of place** and a **distinct point of attraction** in the community
- Key elements typically seen in nodes include public plazas, community parks, street trees, widened sidewalks with street furniture, signage, public art, gateway elements, and distinctive architecture



APPROACH 3: CAMPUS TOWN CENTERS

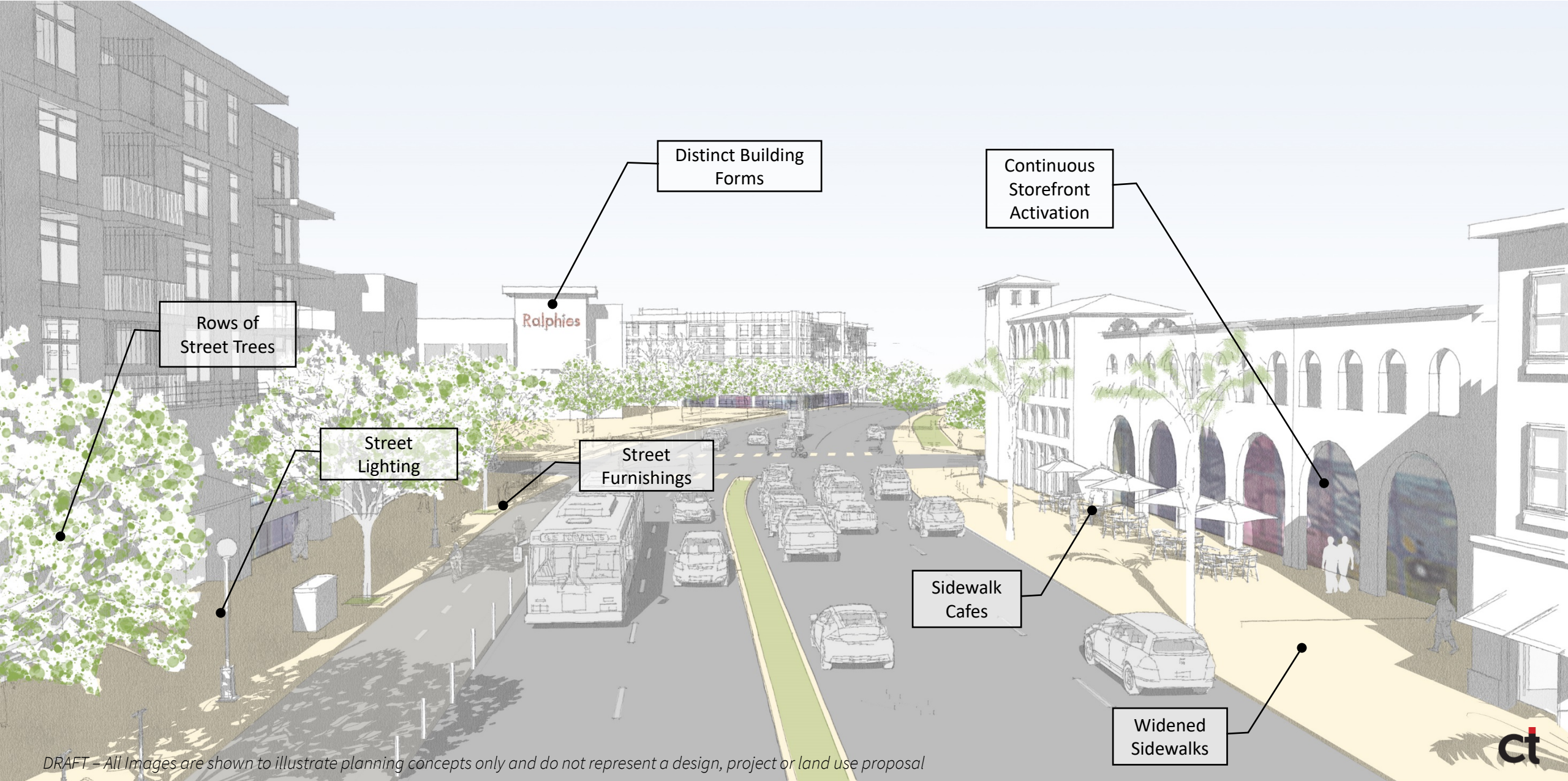
- Create new **town centers** by focusing higher intensity and density of infill residential, commercial and mixed use **around SDSU campus** and **Alvarado Street trolley station**
- Offers opportunities to **integrate campus with community, leverage transit**, and enhance bike-ped connections to new town centers
- Key elements typically seen in campus town centers include public realm improvements around trolley stations, bike-ped trails, safe ped crossings, and enhanced streetscape



DISCUSSION TOPICS

- Do these land use approaches adequately represent the range of land use alternatives we should develop to bring to the community?
- Elements of the Urban Design Framework:
 - Integration and connectivity with existing neighborhoods
 - Public realm improvements
 - Access to mobility choices
 - Distribution of density and intensity of infill development
 - Sense of place

CORRIDORS



MONTENZUMA / EL CAJON BLVD. CORRIDOR

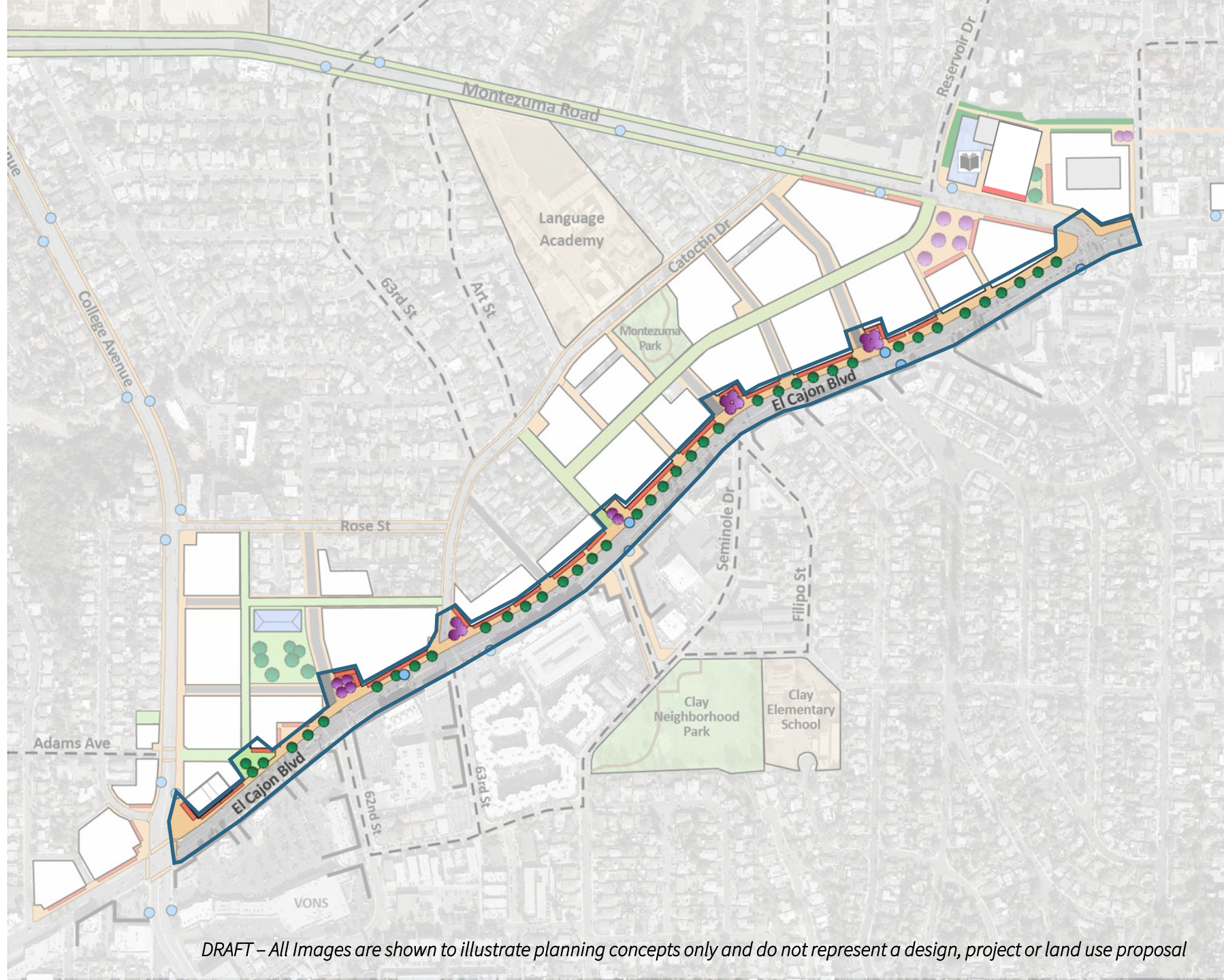
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- **Mixed-Use blocks** with active frontages on El Cajon Blvd. and Montezuma Rd. and **Paseos** that connect blocks to El Cajon Blvd.
- **Esplanade/ Greenway** that bisects the superblock and connects development to Montezuma Park
- **Commercial and Civic** emphasis at intersections of El Cajon Blvd. with Montezuma Rd. and College Ave.
- **Gateway Plaza** at El Cajon Blvd. and Montezuma Rd.
- **Neighborhood Loop** connects Main Amenities (Parks, Retail, Academic)



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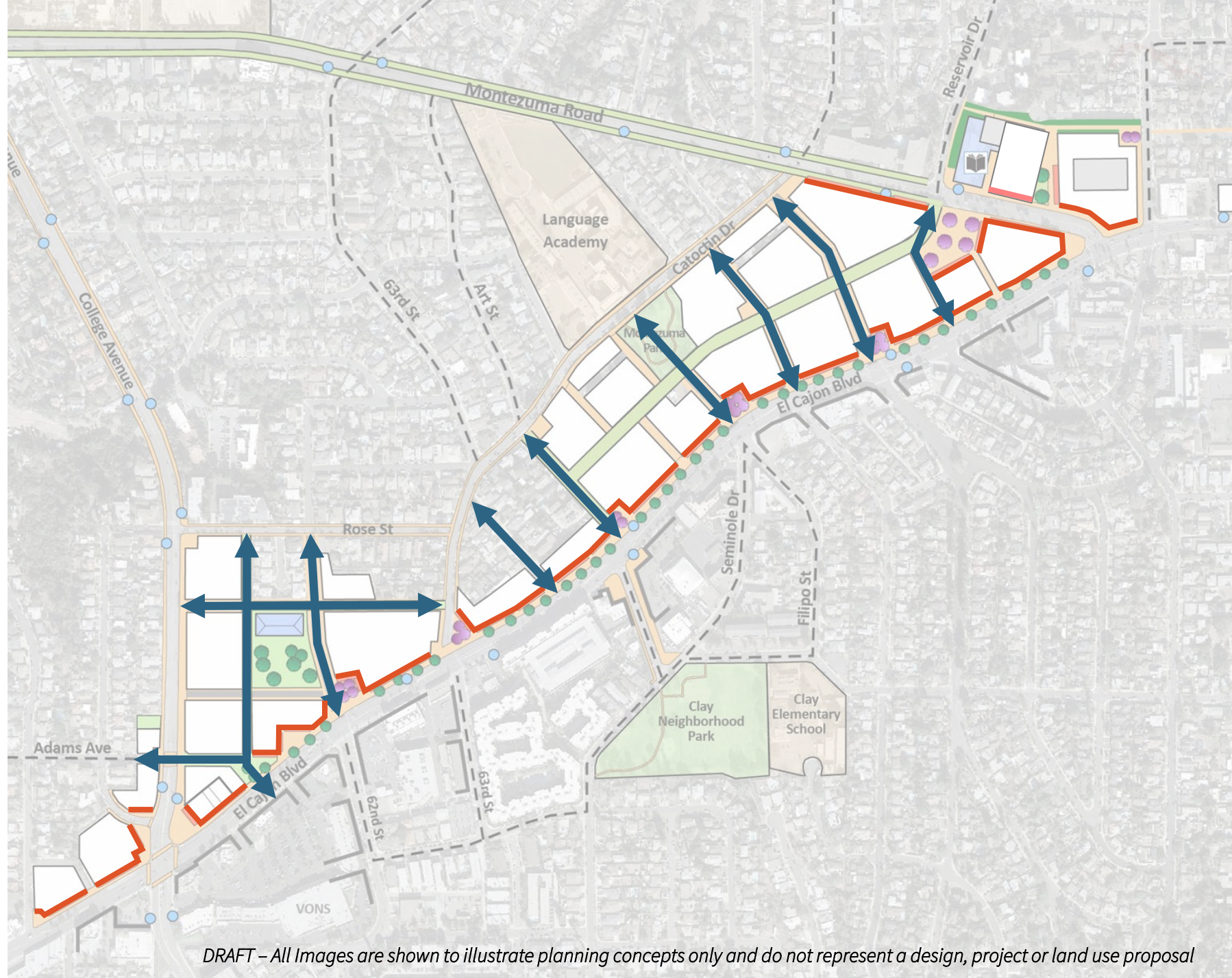
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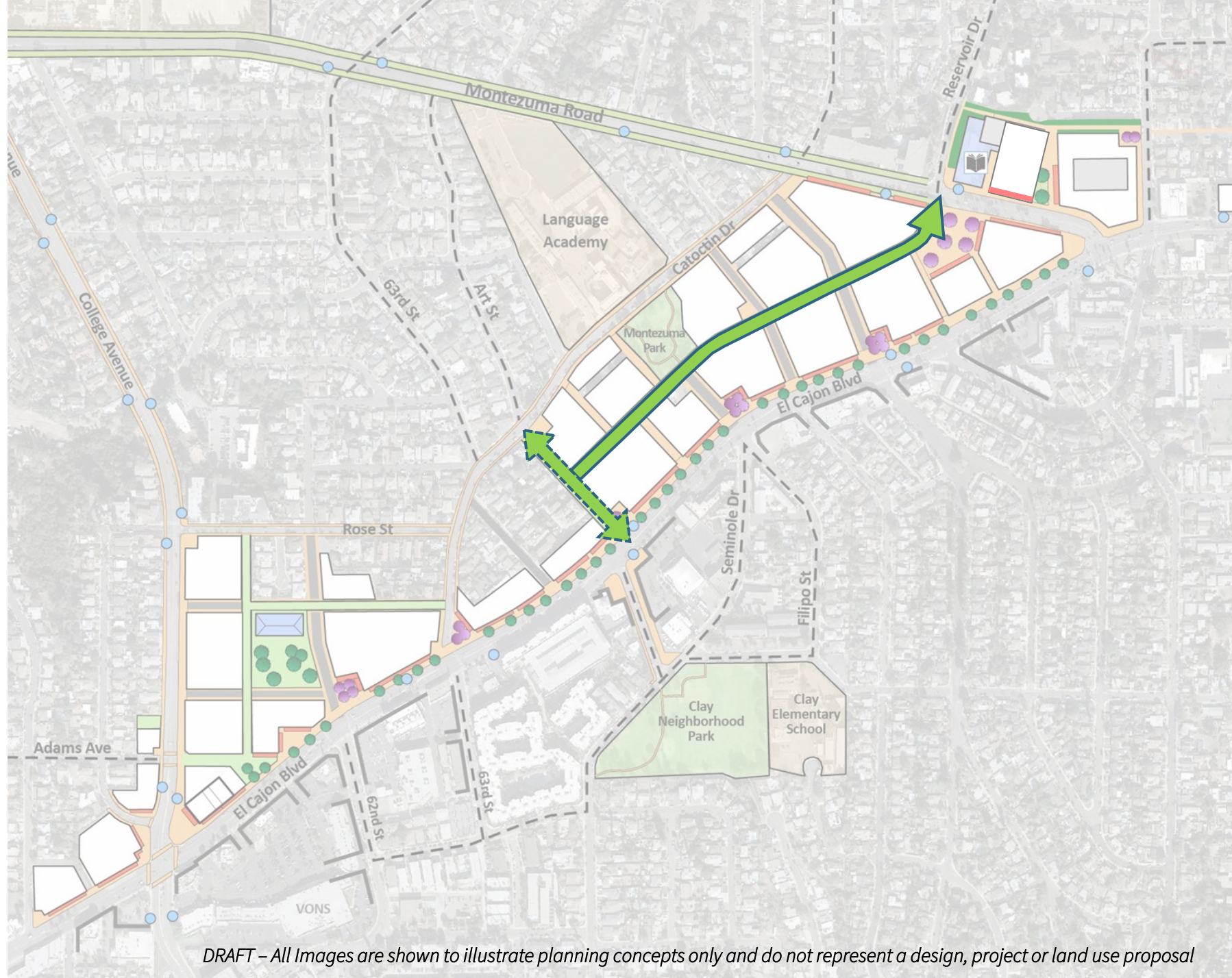
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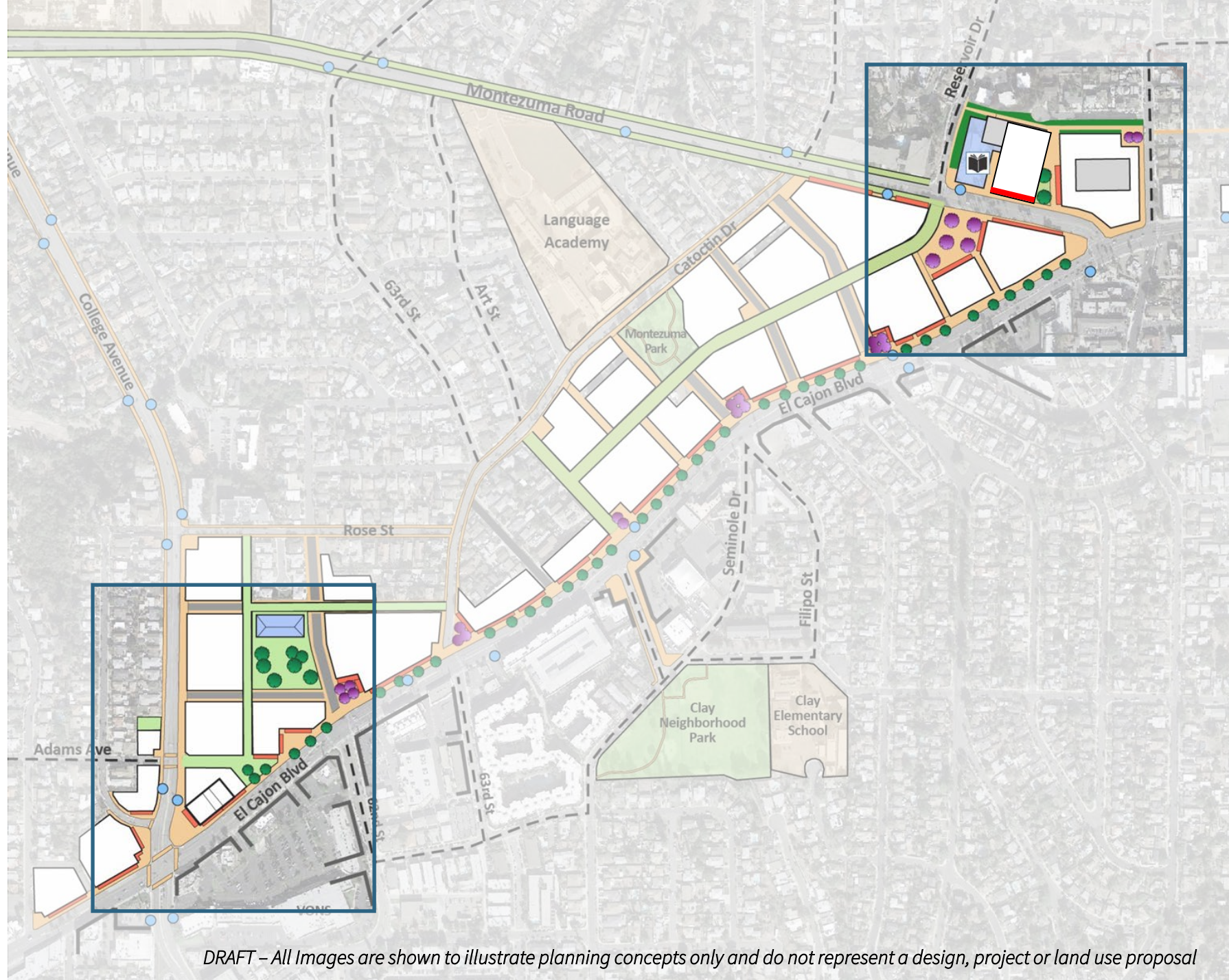
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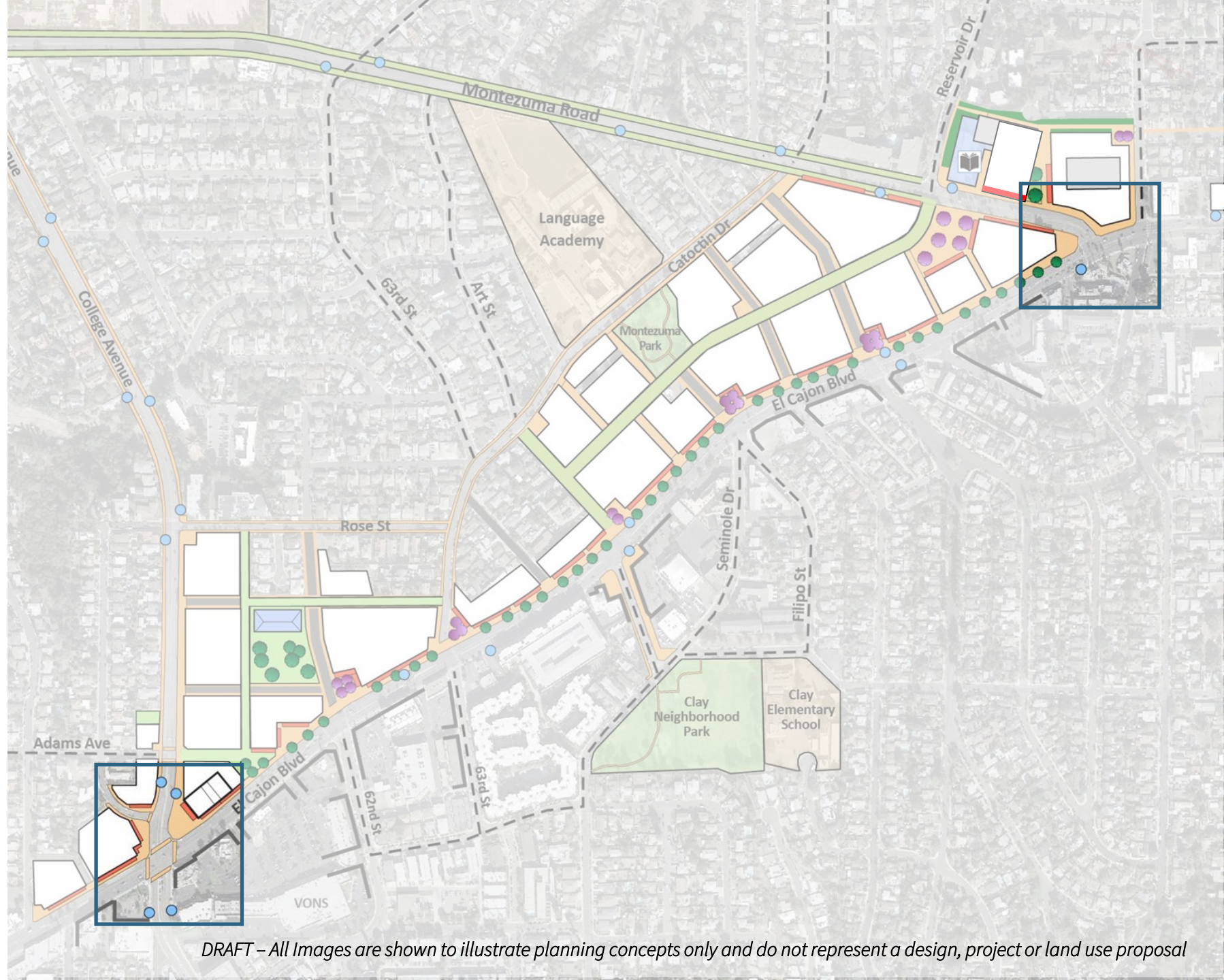
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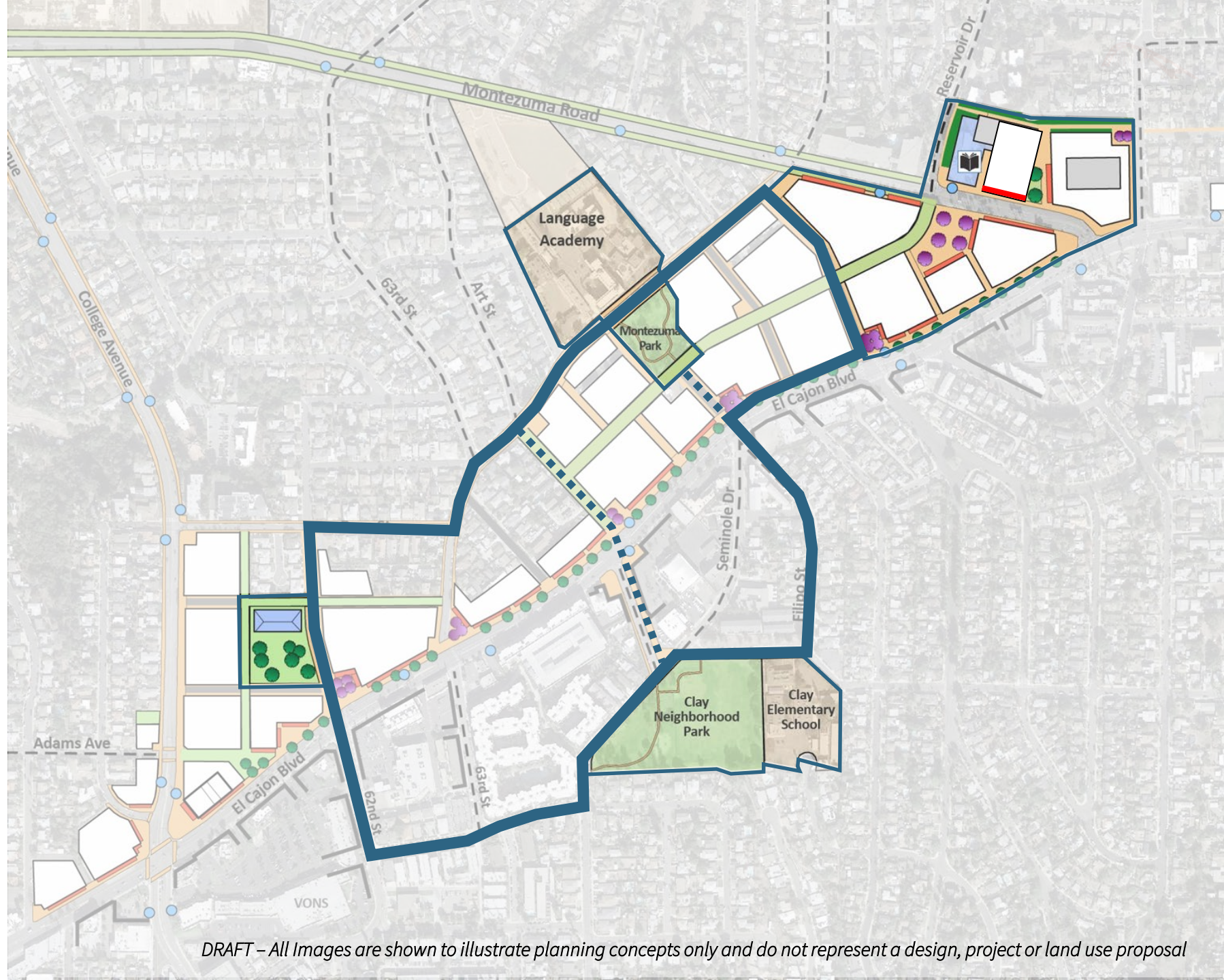
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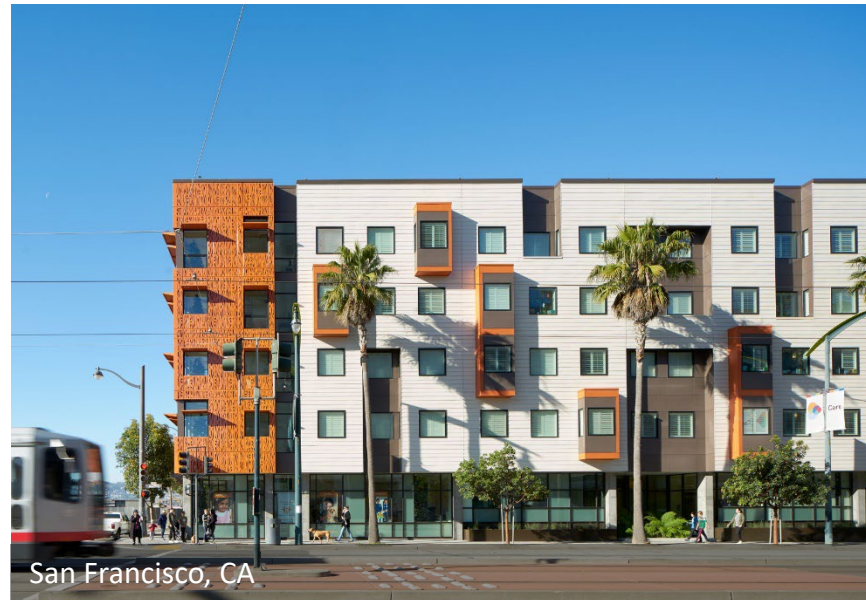
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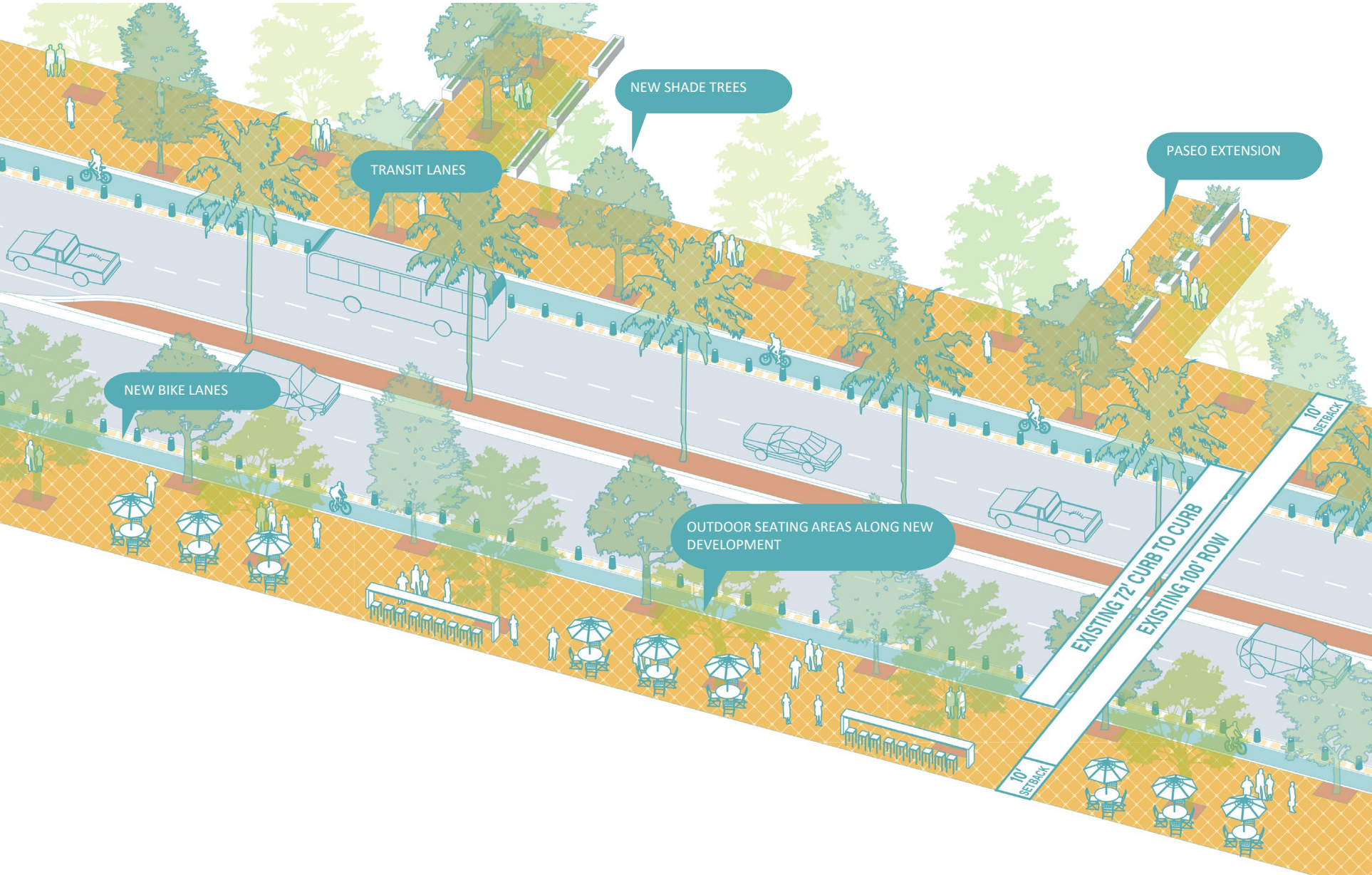


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CORRIDOR DEVELOPMENT



EL CAJON CORRIDOR STREETScape



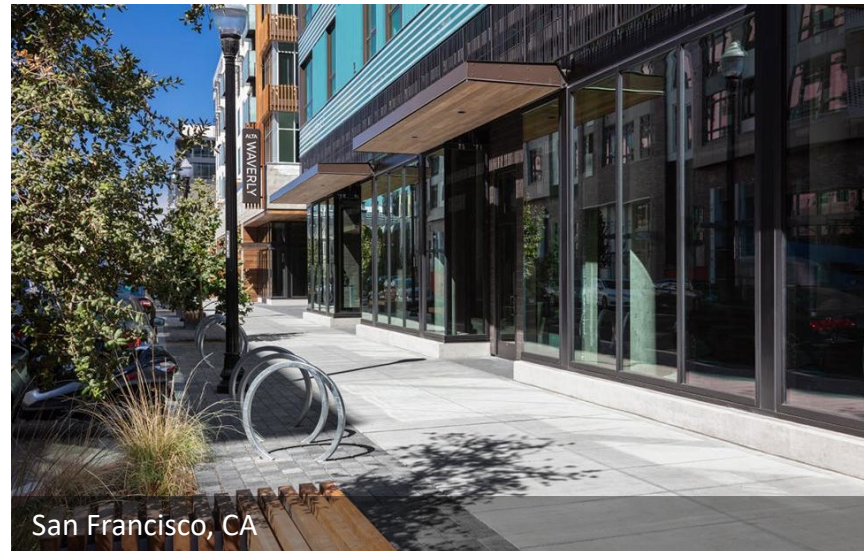
CORRIDOR PUBLIC SPACES



Castro Valley Boulevard, Castro Valley, CA



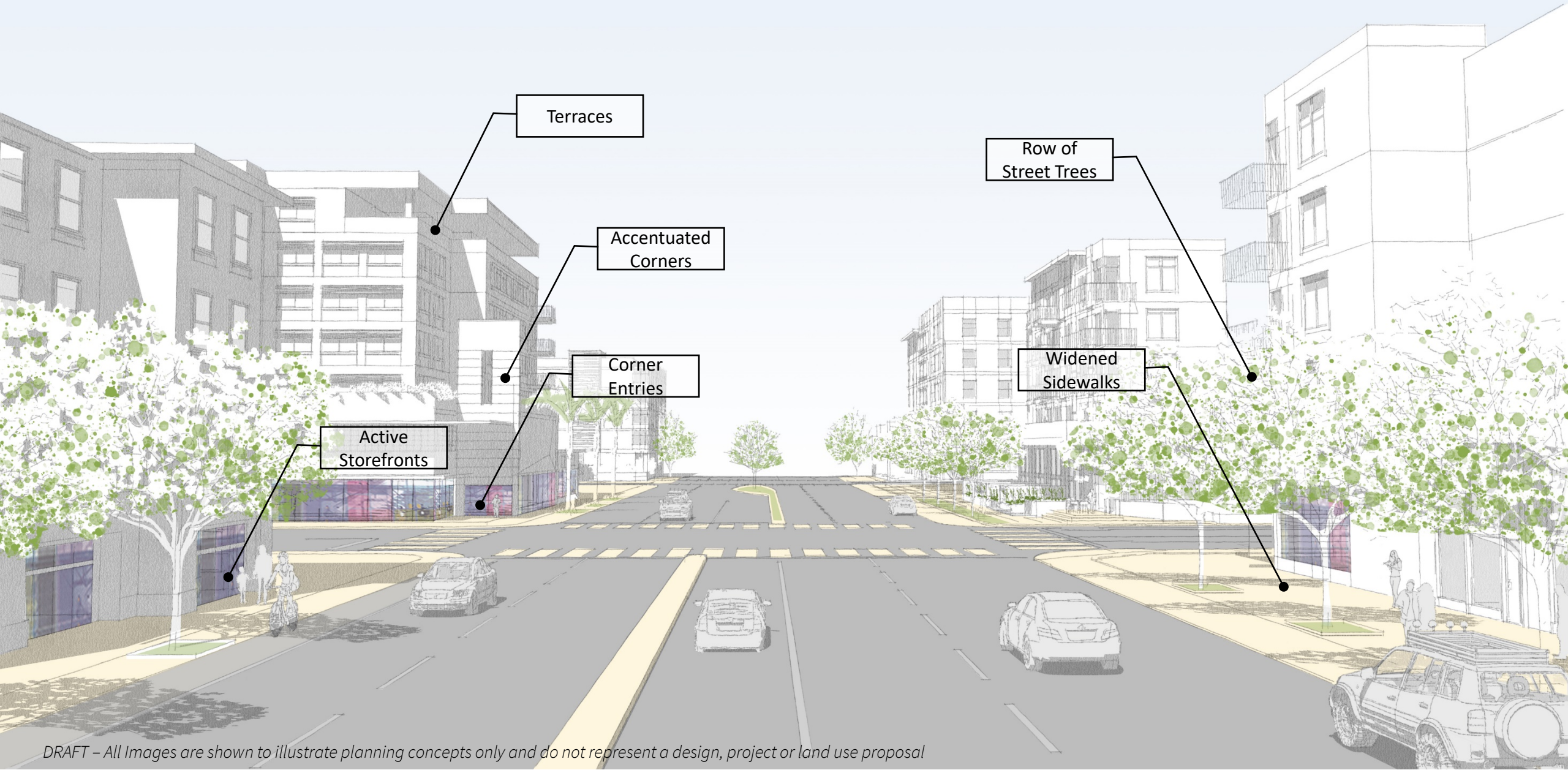
San Francisco, CA



San Francisco, CA



NODE



COLLEGE/ EL CAJON BLVD. NODE

- **Break up the superblock** with a network of connecting paths and smaller development blocks
- Provide a **1 to 2 acre park/ plaza** associated with potential development on the Church sites
- Provide a variety of **courtyards, plazas and green spaces** linked by paseos and pedestrian paths
- Focus **active ground floor** uses toward streets and public spaces/ parks
- **Accentuate the corner** of El Cajon Blvd. And College Ave. with distinct building forms
- Make use of shift in street grid to allow a varied street edge and frontage with **pockets of open spaces and sidewalk seating**



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NODAL DEVELOPMENT



San Francisco, CA



Rendering by David Baker Architects



West Hollywood, CA



San Diego, CA

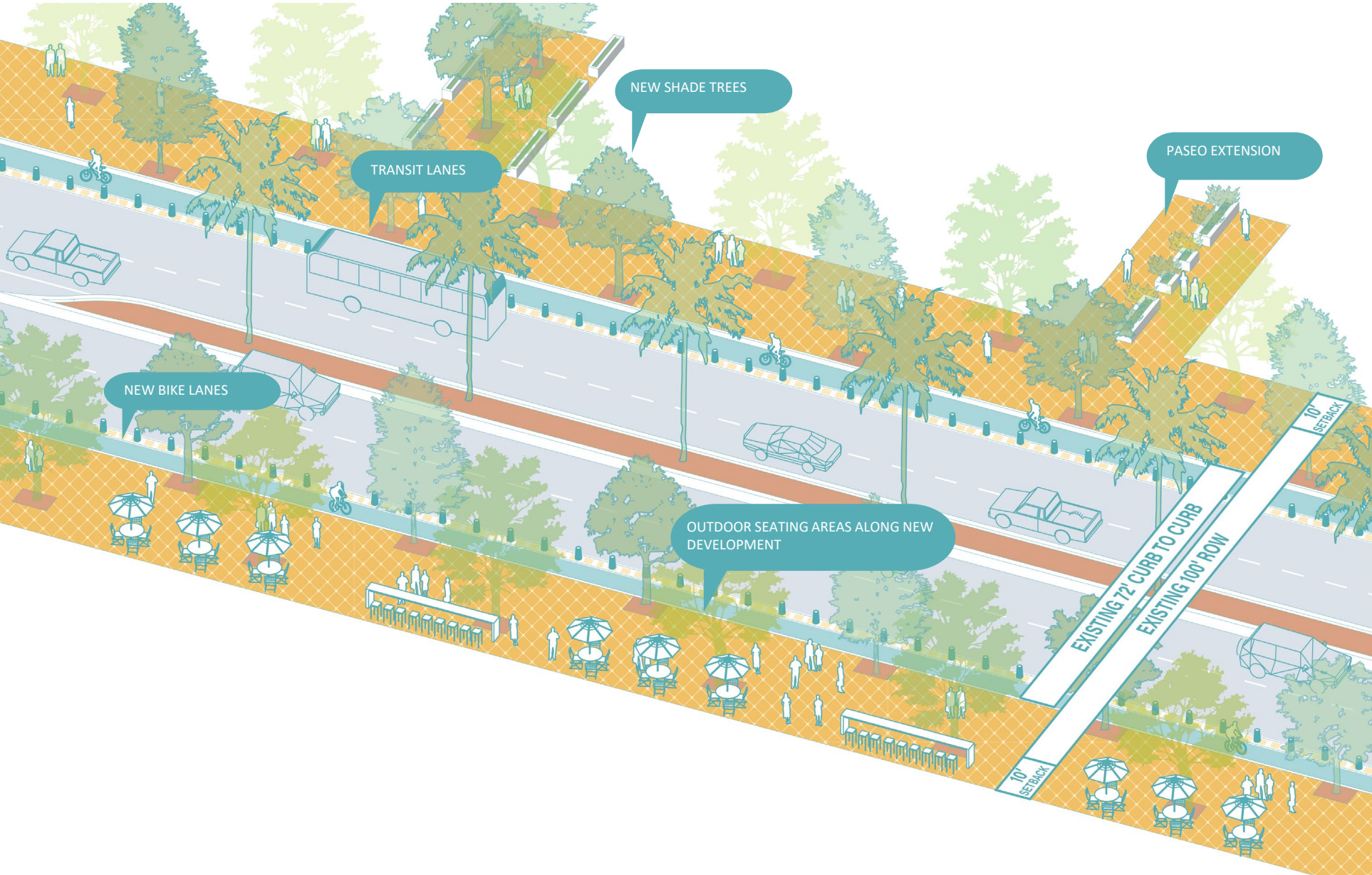


Ocean Avenue, San Francisco, CA

NODAL PUBLIC SPACES



EL CAJON CORRIDOR STREETScape



NODAL PUBLIC SPACES



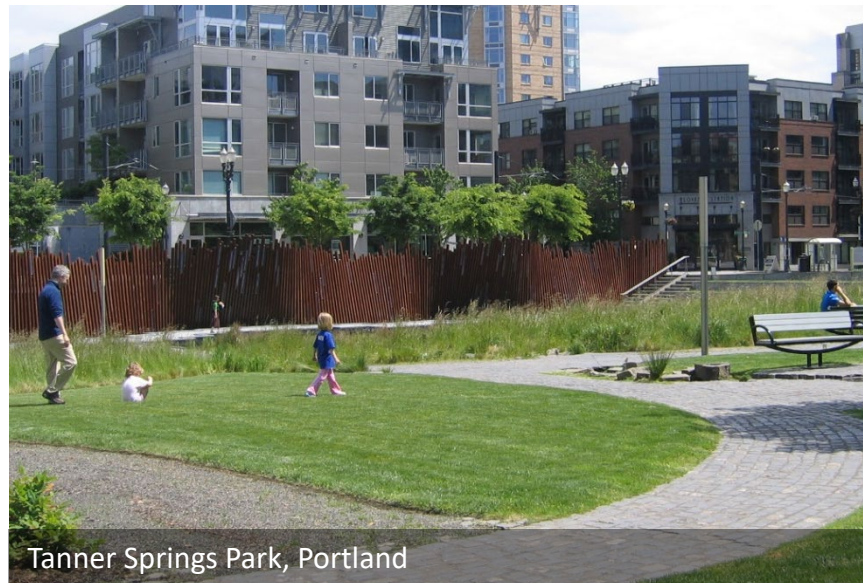
South Park, San Francisco



Heartline, Portland



Mariposa Park, San Francisco

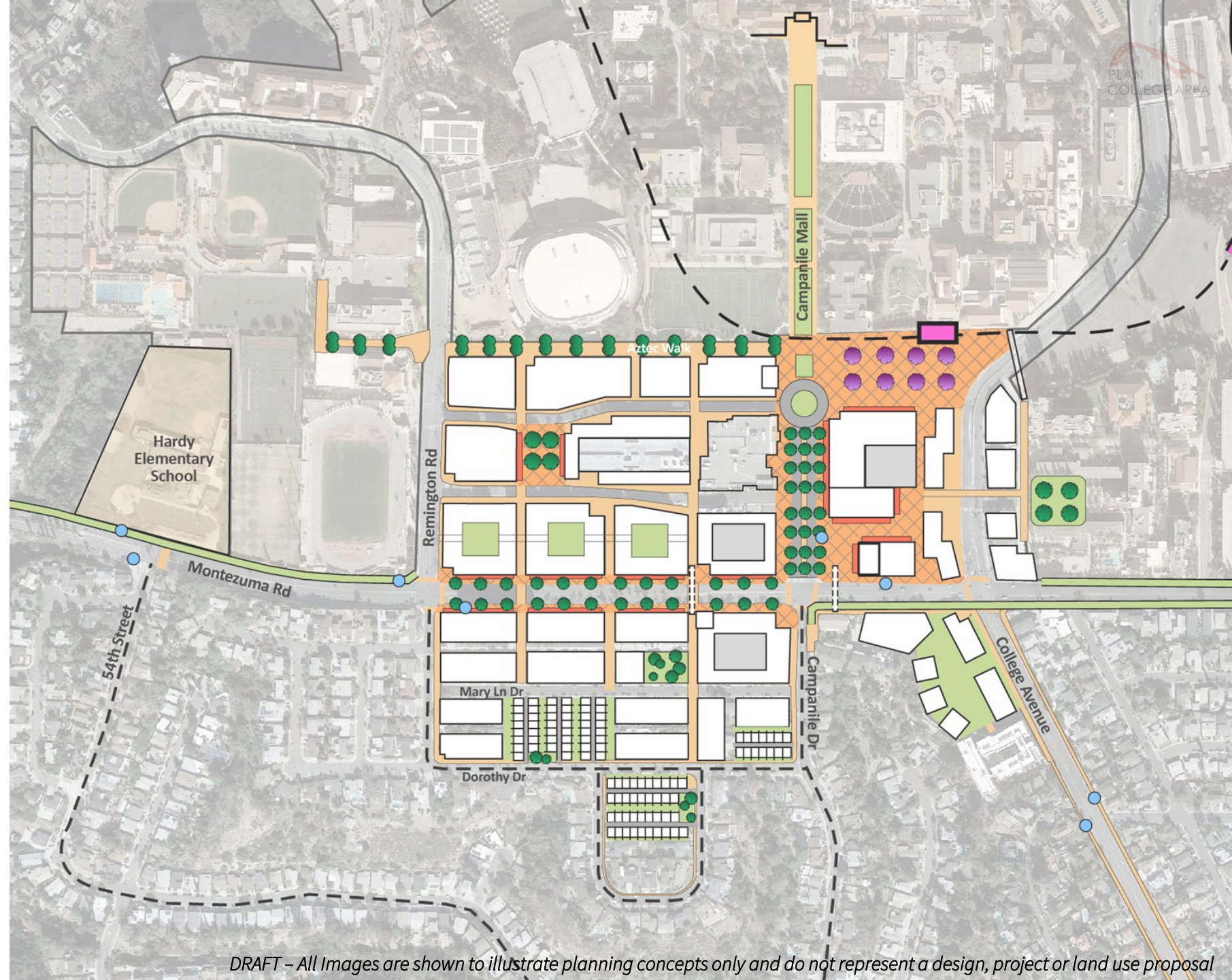


Tanner Springs Park, Portland



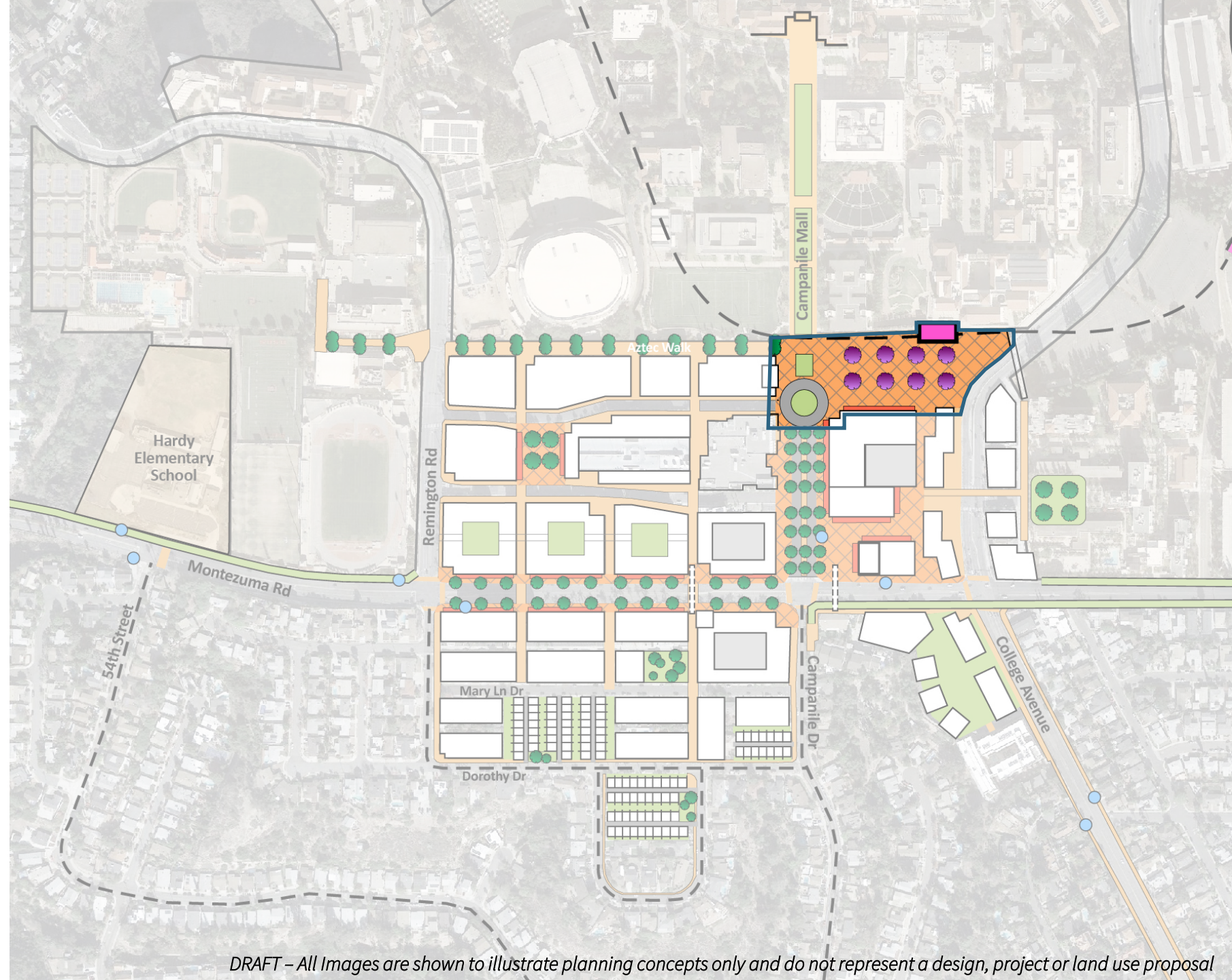
Montezuma Campus Town

- **"University Square"** at SDSU Transit Center - surrounded by active mixed-use facing the square
- Ped/Bike **Mobility Hub Plaza** and Drop Off Area
- **Mixed-Use Block** with **Pedestrian Paseos** connecting University Square with Montezuma Rd. and College Ave. with Campanile Dr.
- **Campanile Parkway Extension**
- **"University Village"** – Medium to High Density Residential
- **Town Plaza** and **Neighborhood Green**
- **Transition to Single Family Neighborhood**
- Montezuma Rd. - from a **Linear Park** to a **"Village Street"**
- **Gateway Feature**



Montezuma Campus Town

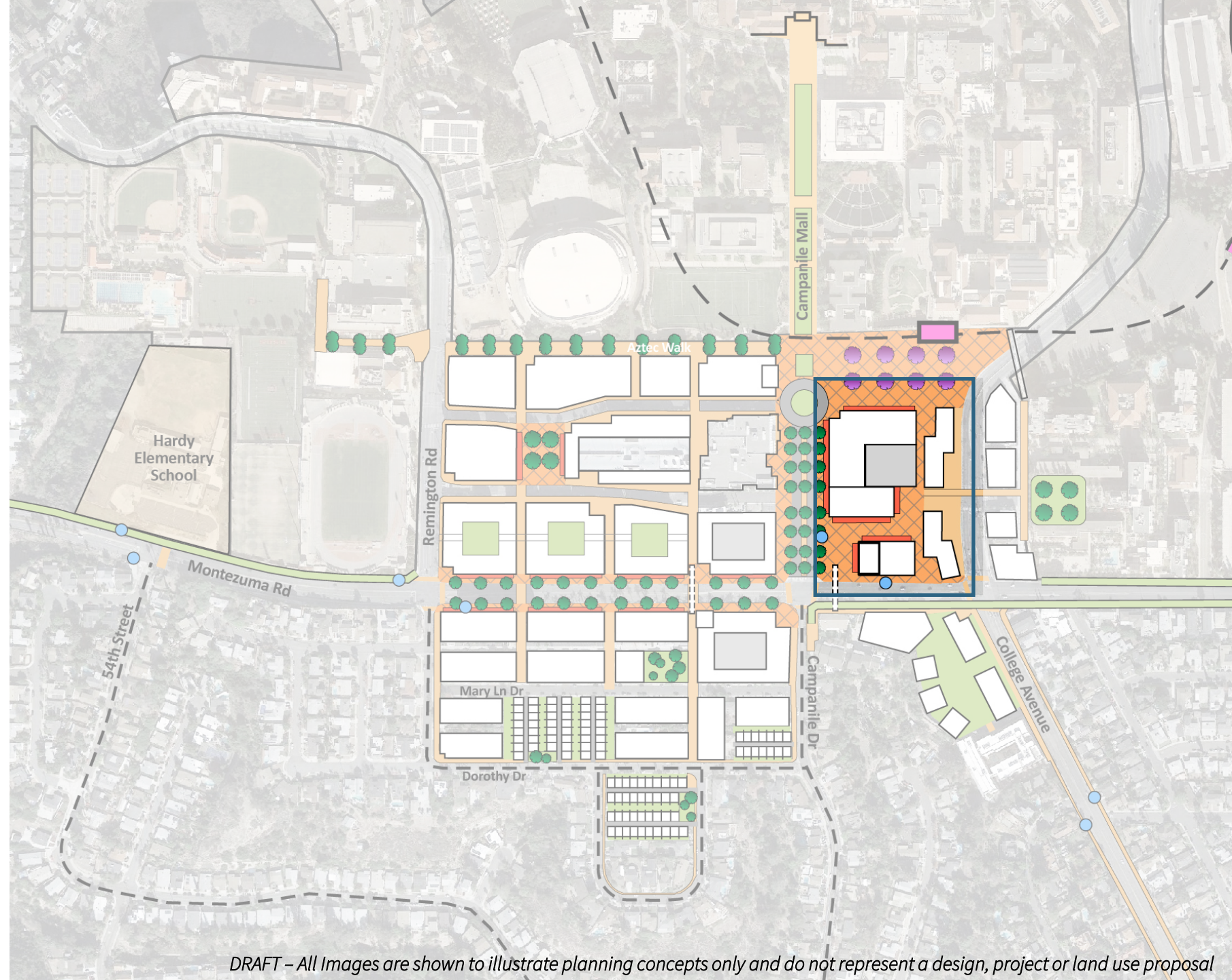
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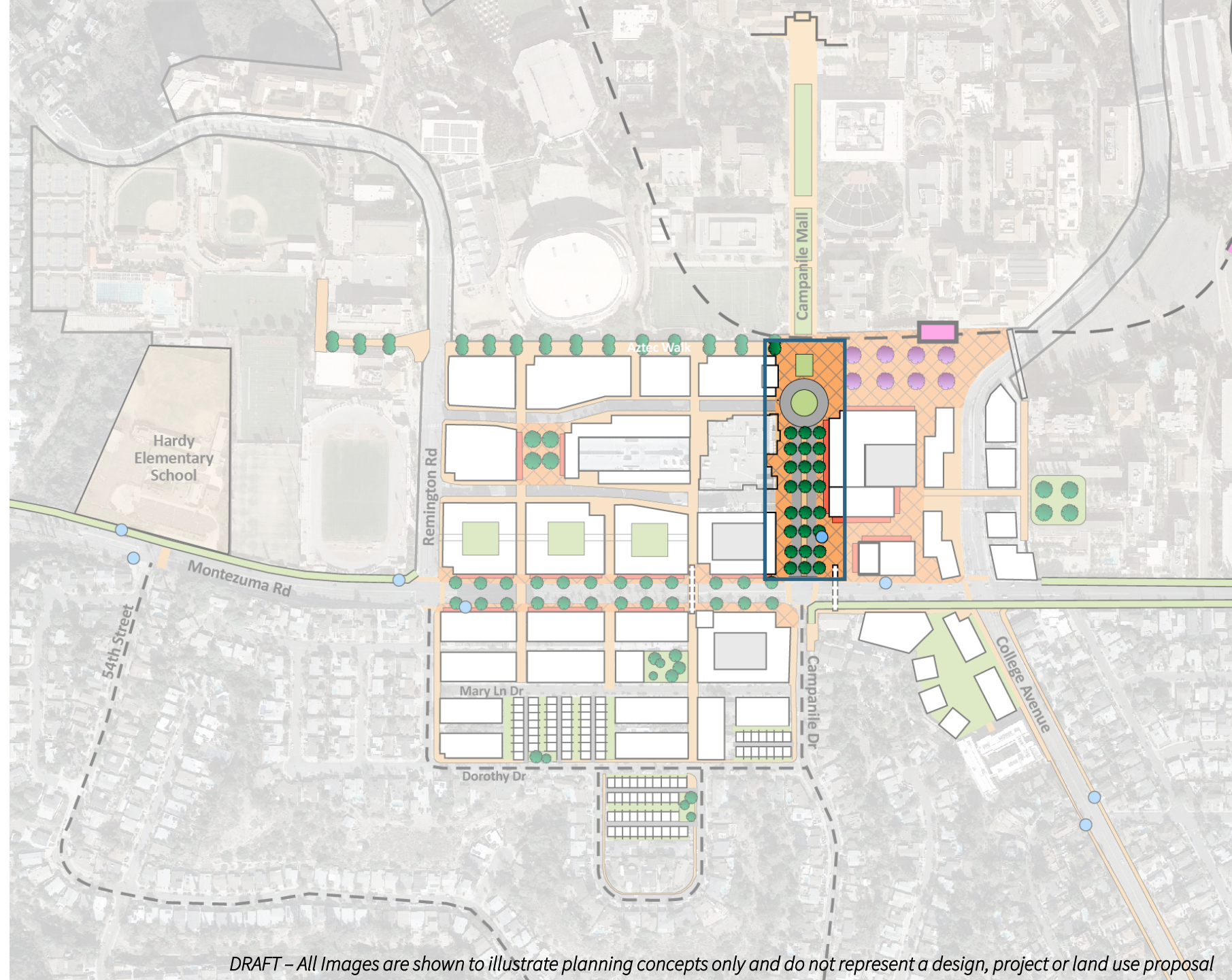
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- **Mixed-Use Block with Pedestrian Paseos** connecting University Square with Montezuma Rd. and College Ave. with Campanile Dr.
- **Campanile Parkway Extension**
- **"University Village"** – Medium to High Density Residential
- **Town Plaza and Neighborhood Green**
- **Transition to Single Family Neighborhood**
- Montezuma Rd. - from a **Linear Park** to a **"Village Street"**
- **Gateway Feature**



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Montezuma Campus Town

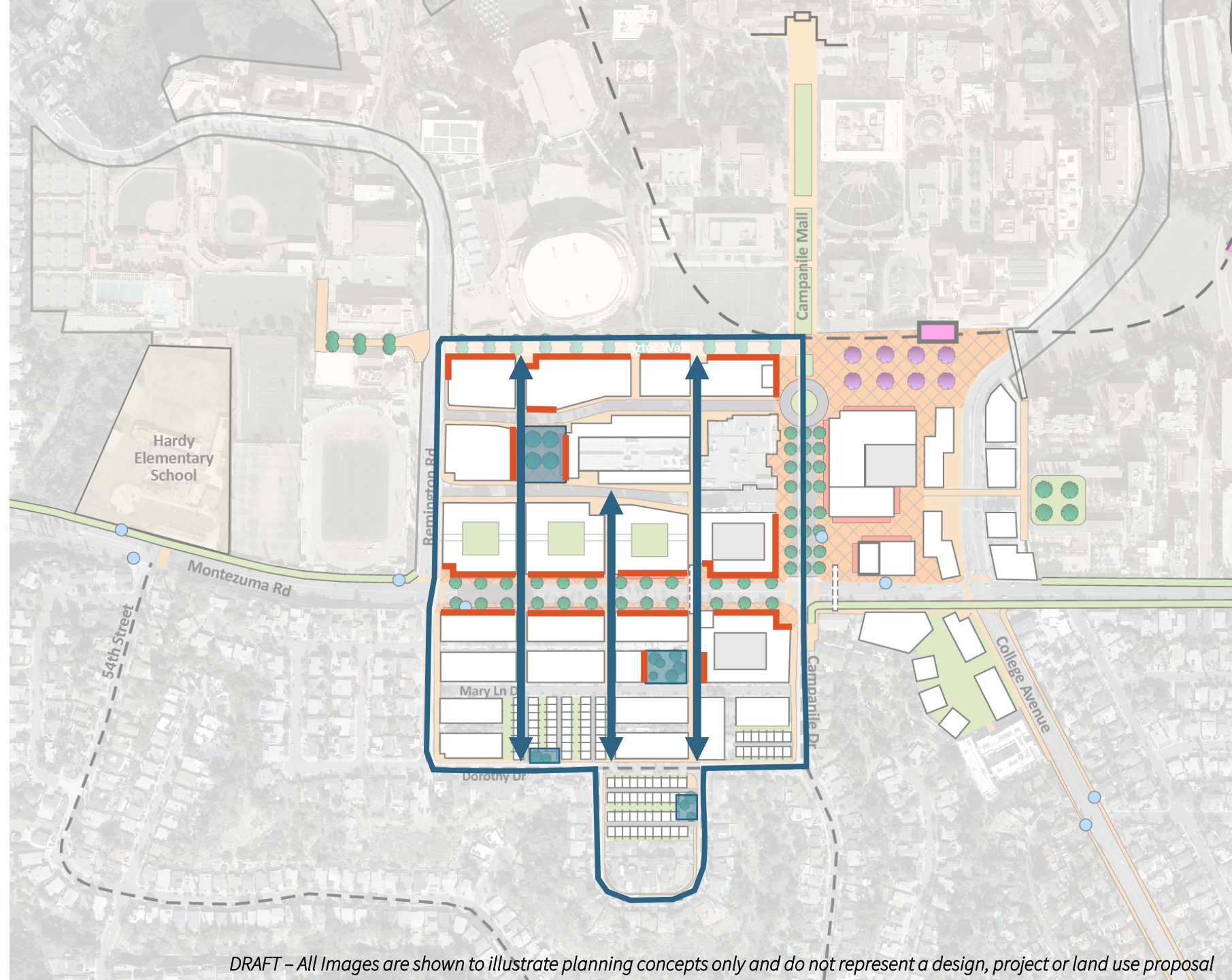
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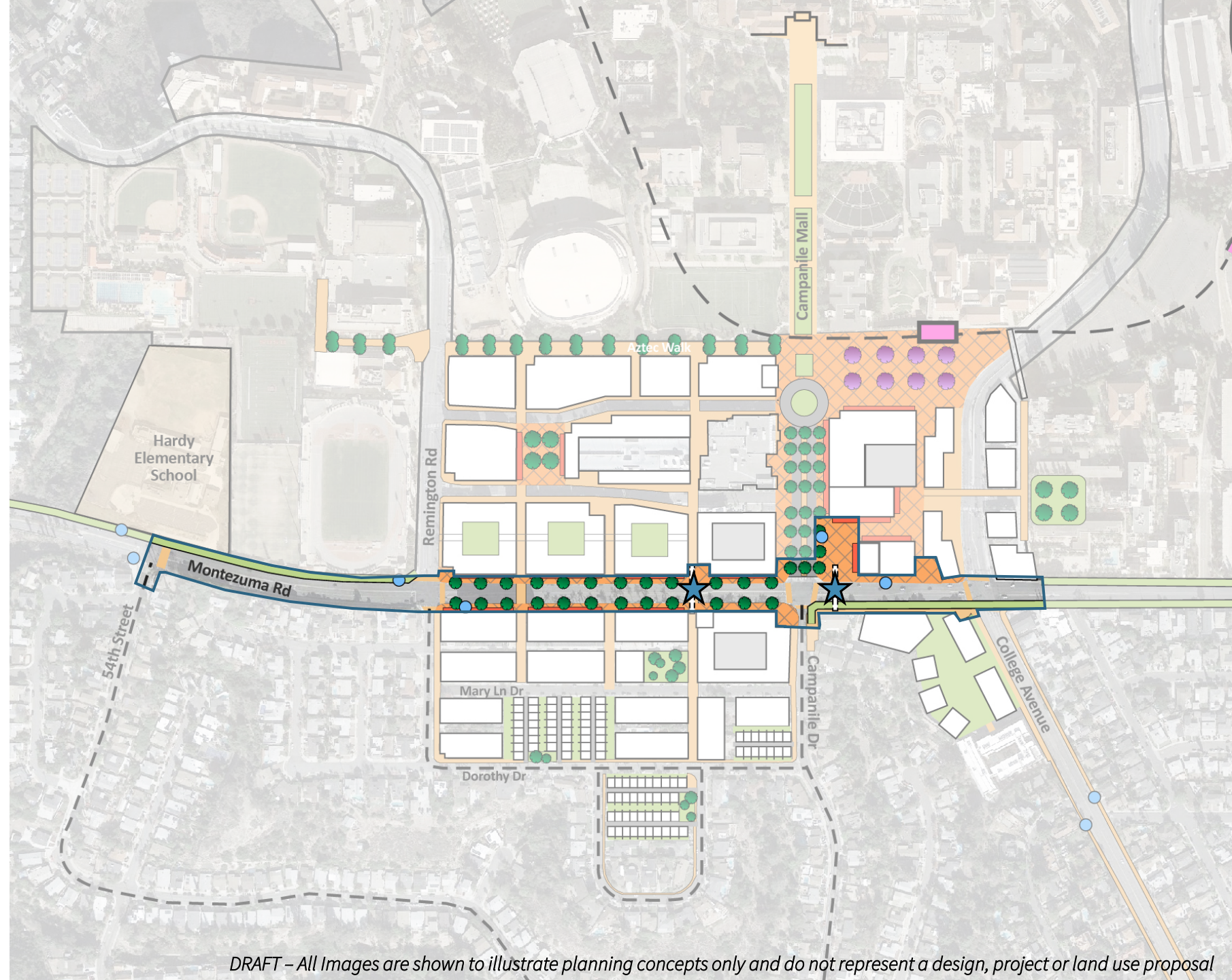
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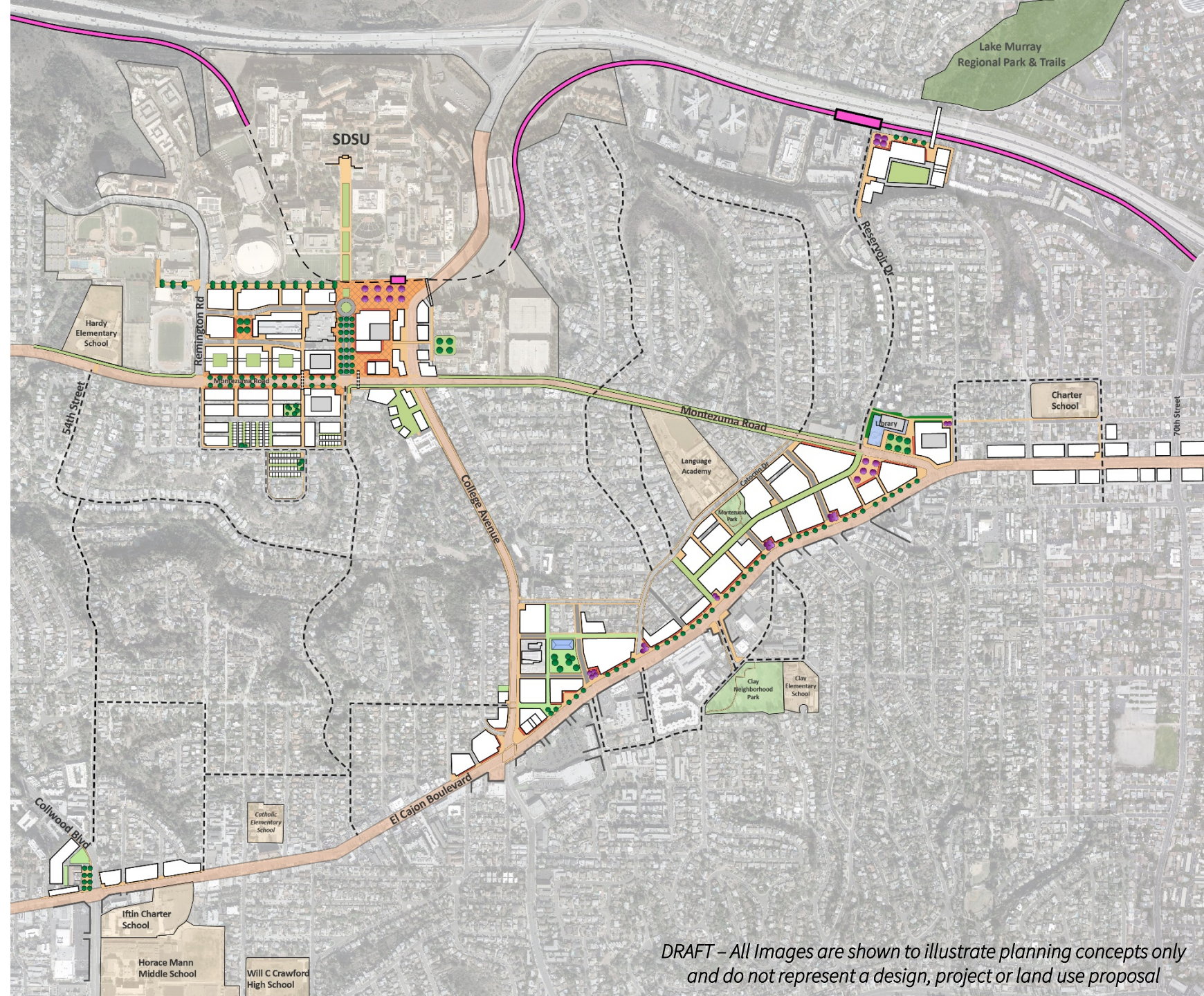
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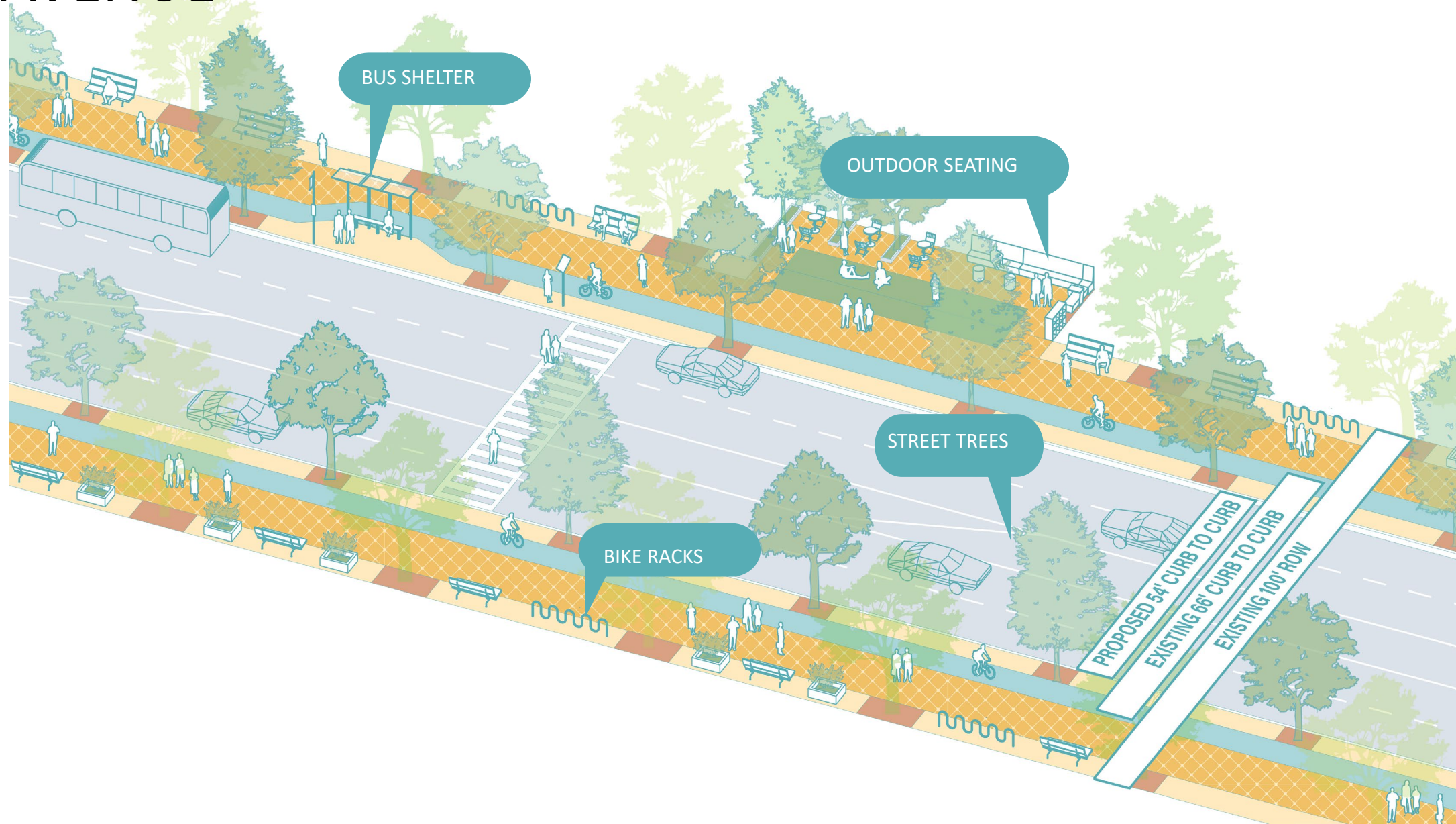
College “Triangle Core”

- Active Ground Floor
- Connected Public Realm
- Open Space Opportunities
- Pedestrian Cores
- Transit Hubs, Street Village, Campus Town



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MONTEZUMA STREETSCAPE EAST OF COLLEGE AVENUE



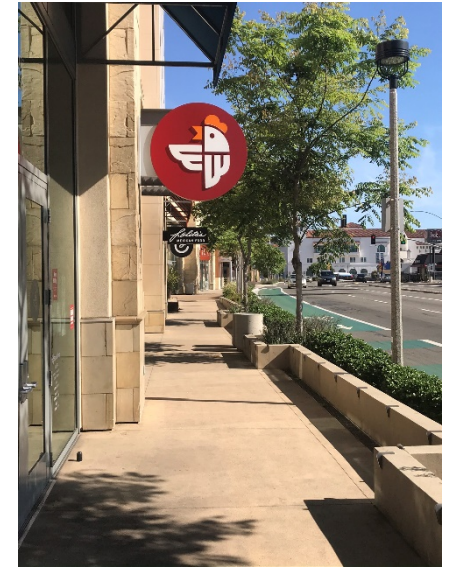
CAMPUS TOWN DEVELOPMENT



CAMPUS TOWN PUBLIC SPACES



South Campus Plaza, SVA Architects



Linear Park (Columbia, MD), ©Jennifer Hughes



Bike Lane on College Avenue

DISCUSSION TOPICS

- Do these land use approaches adequately represent the range of land use alternatives we should develop to bring to the community?
- Elements of the Urban Design Framework:
 - Integration and connectivity with existing neighborhoods
 - Public realm improvements
 - Access to mobility choices
 - Distribution of density and intensity of infill development
 - Sense of place

NEXT STEPS

- Develop land use alternatives for focus areas based on Urban Design Framework
- Check back in with the Subcommittee next month
- Integrate mobility concepts
- Bring these concepts to the community



COLLEGE AREA COMMUNITY PLAN UPDATE

LAND USE CONCEPTS

