



COLLEGE AREA COMMUNITY PLAN UPDATE

COMMUNITY DESIGN FRAMEWORK + VARIATIONS

October 27, 2021



TONIGHT'S TEAM



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PRESENTATION OUTLINE

- Schedule Overview
- Vision + Framework for the College Area
- 3 Variations
- Metrics of Growth
- Implementation
- Discussion
- Key Takeaways

UPCOMING COMMITTEE SCHEDULE

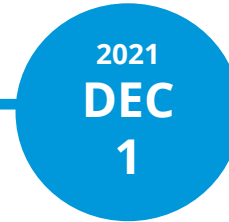


Meeting Topic

Land Use and Urban
Design Concepts 2

Committee Role

Feedback on Concepts

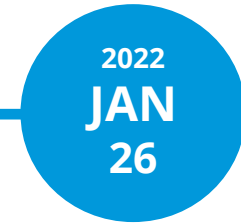


Meeting Topic

Mobility Concepts

Committee Role

Feedback on Concepts



Meeting Topic

Mobility , Urban
Design, & Land Use
Approach

Committee Role

Feedback on Concepts

A vibrant city street scene, likely in Berlin, featuring a yellow tram on the left, a dedicated bicycle lane in the center with several cyclists, and a wide sidewalk on the right where a couple is walking hand-in-hand. The street is lined with lush green trees and modern buildings. A semi-transparent text box is overlaid on the right side of the image.

01

VISION & FRAMEWORK

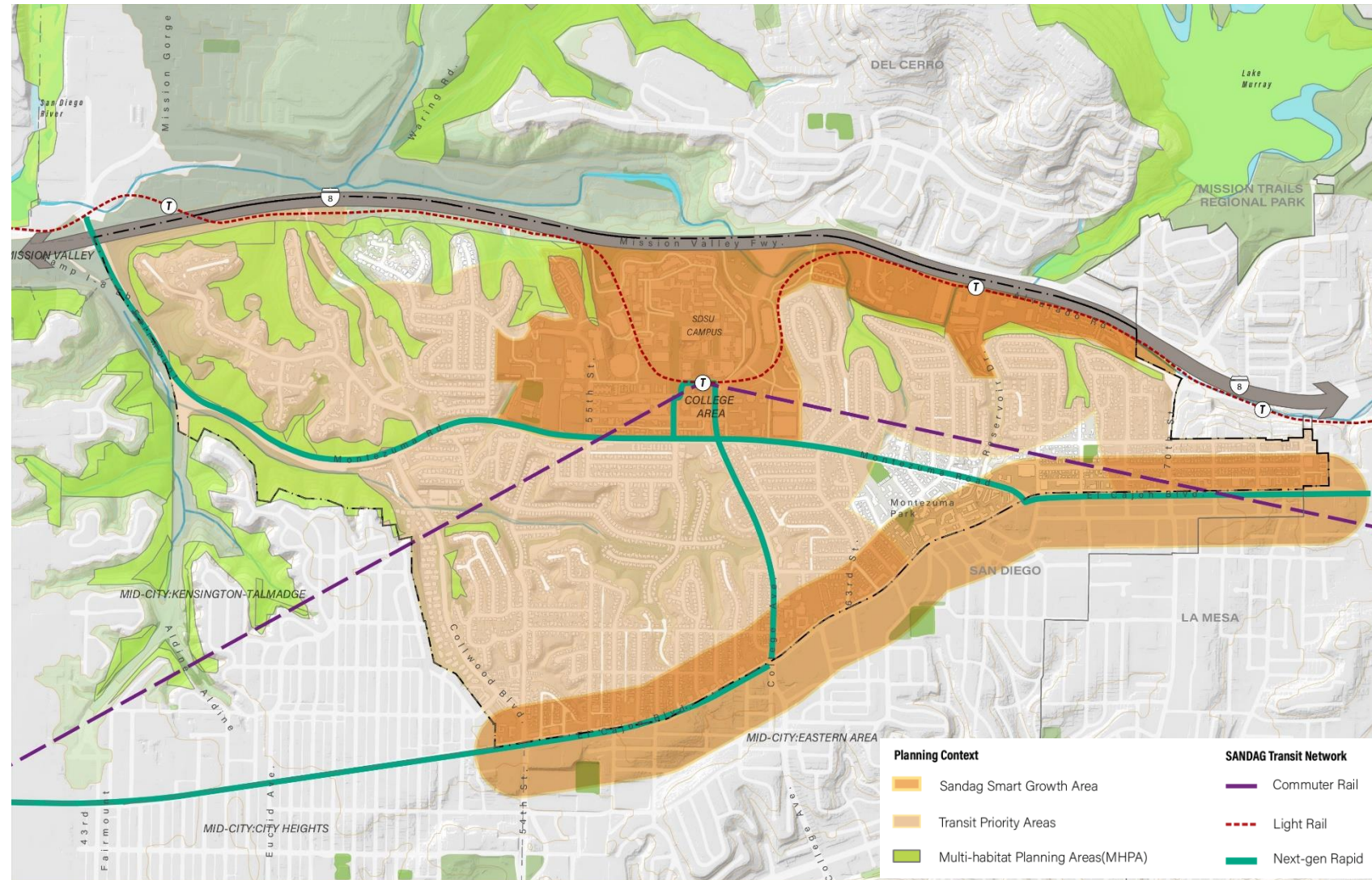
SAN DIEGO FORWARD: 2015 REGIONAL PLAN STRATEGIES

- Focus **housing and job growth** in **urbanized areas** where there is existing and planned transportation infrastructure, including transit
- Preserve sensitive habitat, open space, cultural resources, and farmland
- Invest in a transportation network that gives people choices and reduces GHG emissions
- Address the **housing needs of all economic segments** of the population



SMART GROWTH PARADIGM

- Population growth in the College Area is projected to double by 2050
- SANDAG Smart Growth Areas focus growth along planned high-capacity transit corridors
- Much of the College Area is within city's Transit Priority Area



COMMUNITY VISION

Vision Statement

The community plan envisions a college town 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 (nodes)**.
- 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

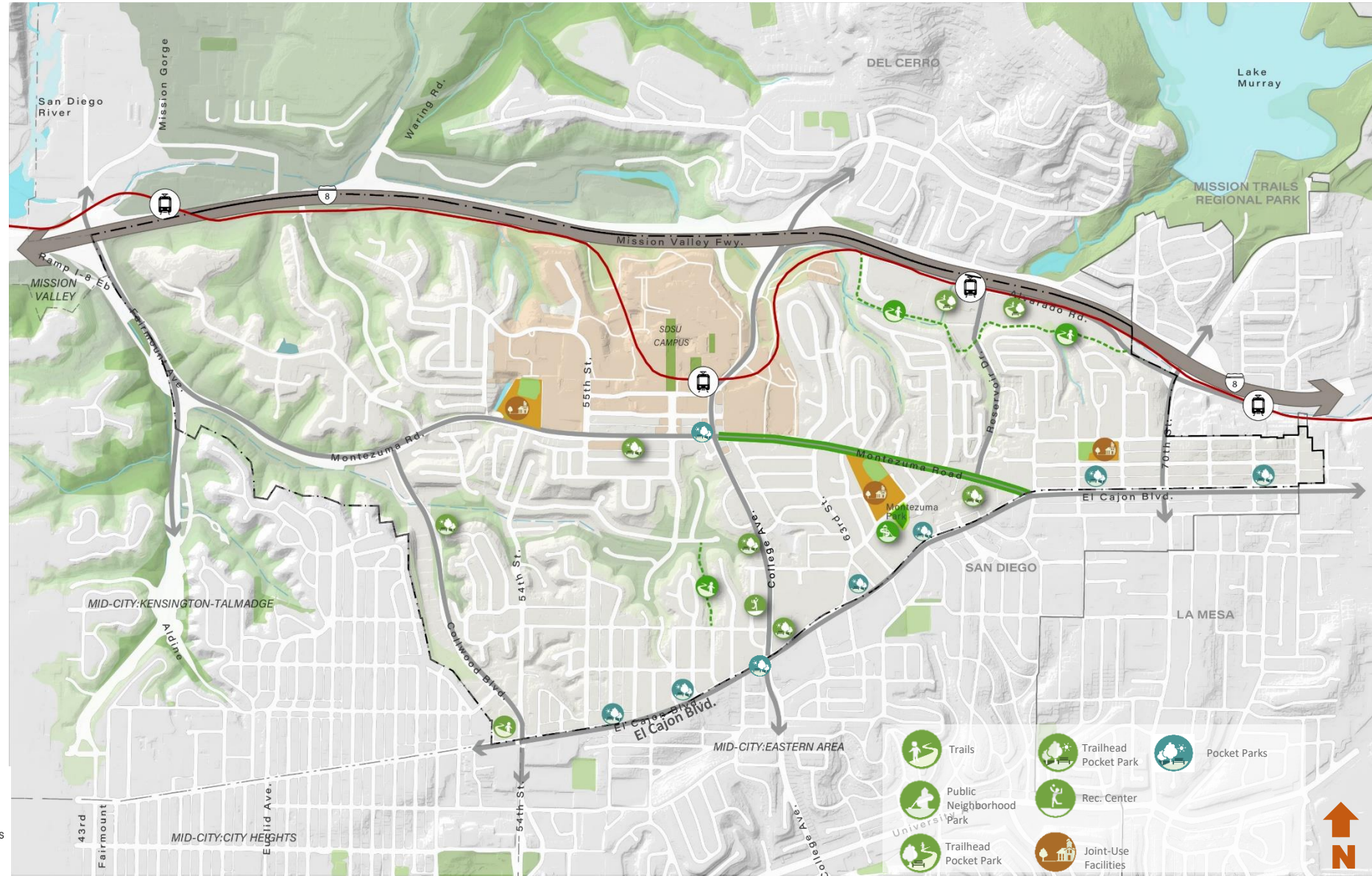


Community Plan Update
Report
2020

PARKS + PUBLIC SPACE FRAMEWORK

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

- Public parks, including new parks to serve growing community
- Joint-use parks/recreation facilities
- Canyon overlooks, trails and trailheads
- Campus plaza + rec fields
- Privately owned public spaces



PARKS + PUBLIC SPACE FRAMEWORK



Montezuma Park



Adams Trail, College Area



New Plazas



Enhanced Joint-Use Sites



New Parks



Linear Parks

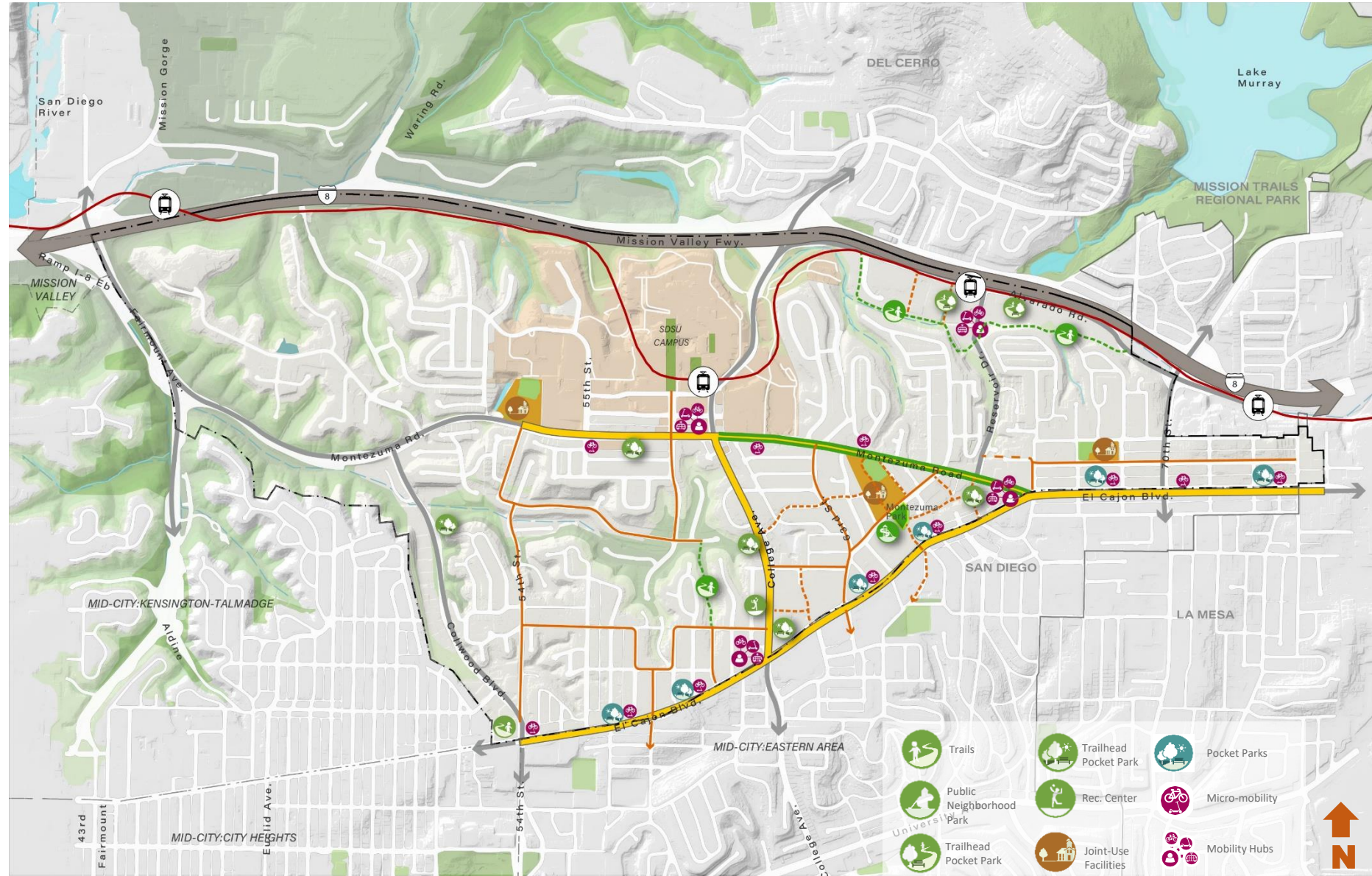


SDSU Transit Plaza

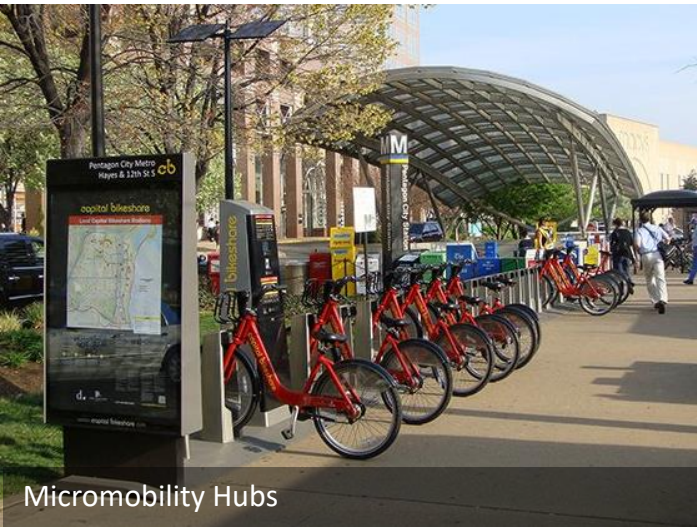
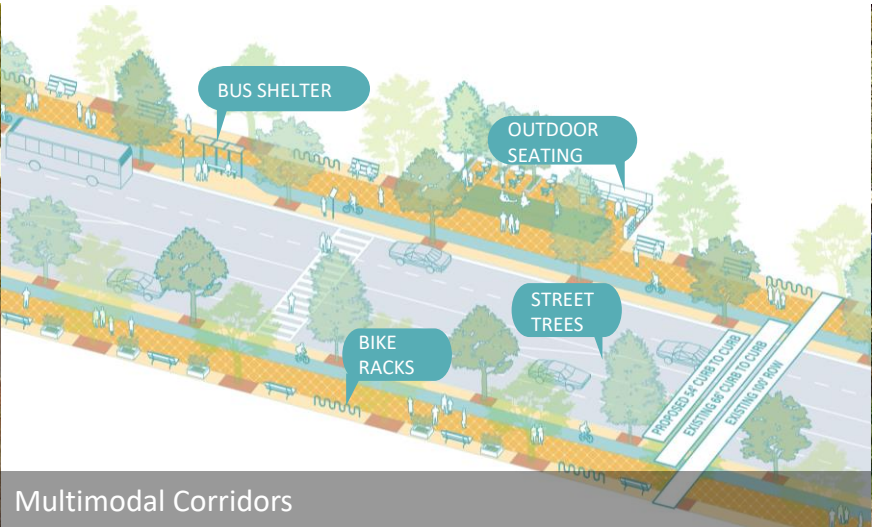
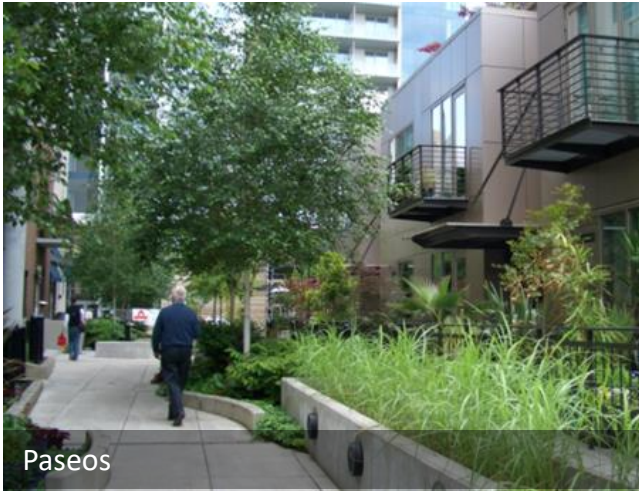
CIRCULATION FRAMEWORK

- Key corridors to serve as multi-functional, complete streets, providing safe and attractive connections between neighborhoods, campus, and beyond
- Neighborhood greenways along secondary connections
- New streets and paseos create finer-grained pattern in areas with new development
- Trail connections

- Multi-functional Corridors
- Major Corridors
- Secondary Connections
- Parks
- Linear Parks



CIRCULATION FRAMEWORK



URBAN FORM FRAMEWORK

- **NODES**

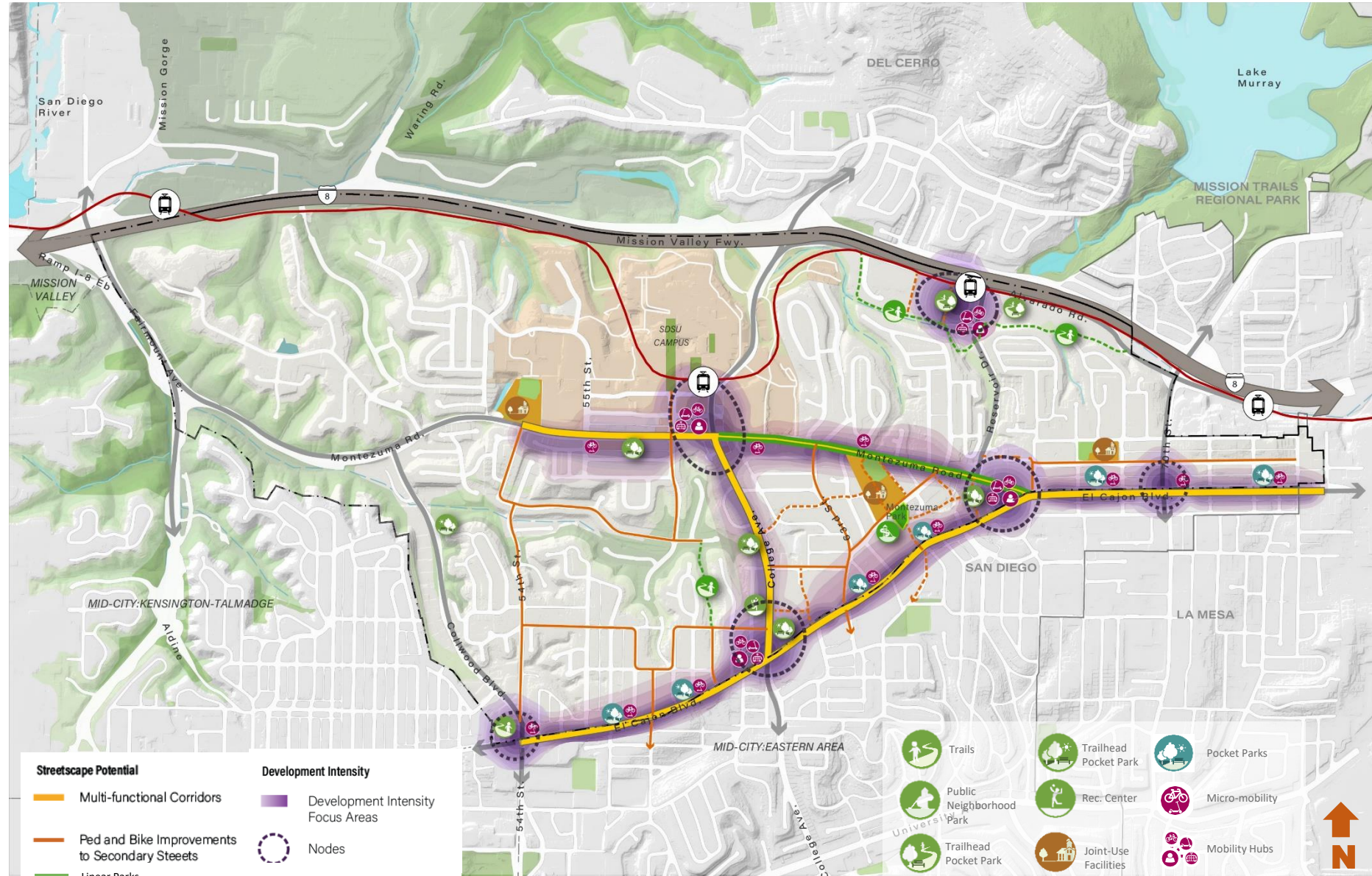
- Activity hubs with a mix of uses, concentrated development
- Mobility hubs offering transit, active transportation choices
- Parks and public spaces

- **CORRIDORS**

- New development with active ground-floor uses
- Enhanced streetscape environment
- Linear park and plazas

- **NEIGHBORHOOD TRANSITIONS**

- Complementary infill
- Safe and attractive street and public space enhancements



URBAN FORM FRAMEWORK



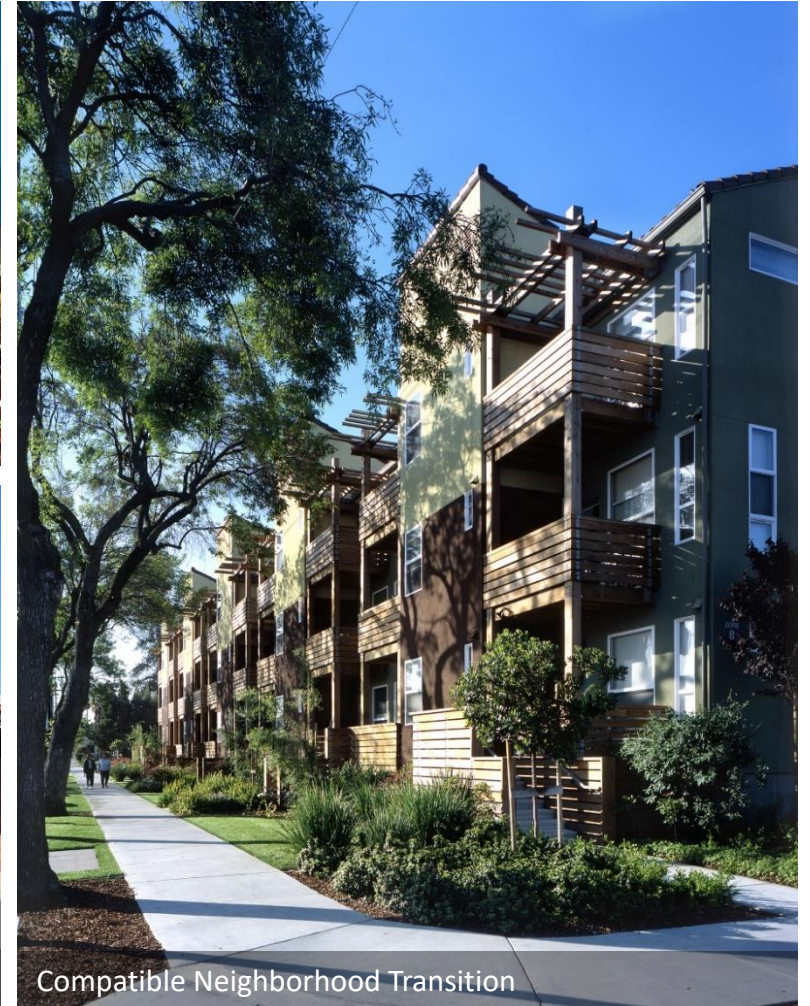
Corridor Development



Nodes and Campus Districts



Stable Single-Family Neighborhoods



Compatible Neighborhood Transition

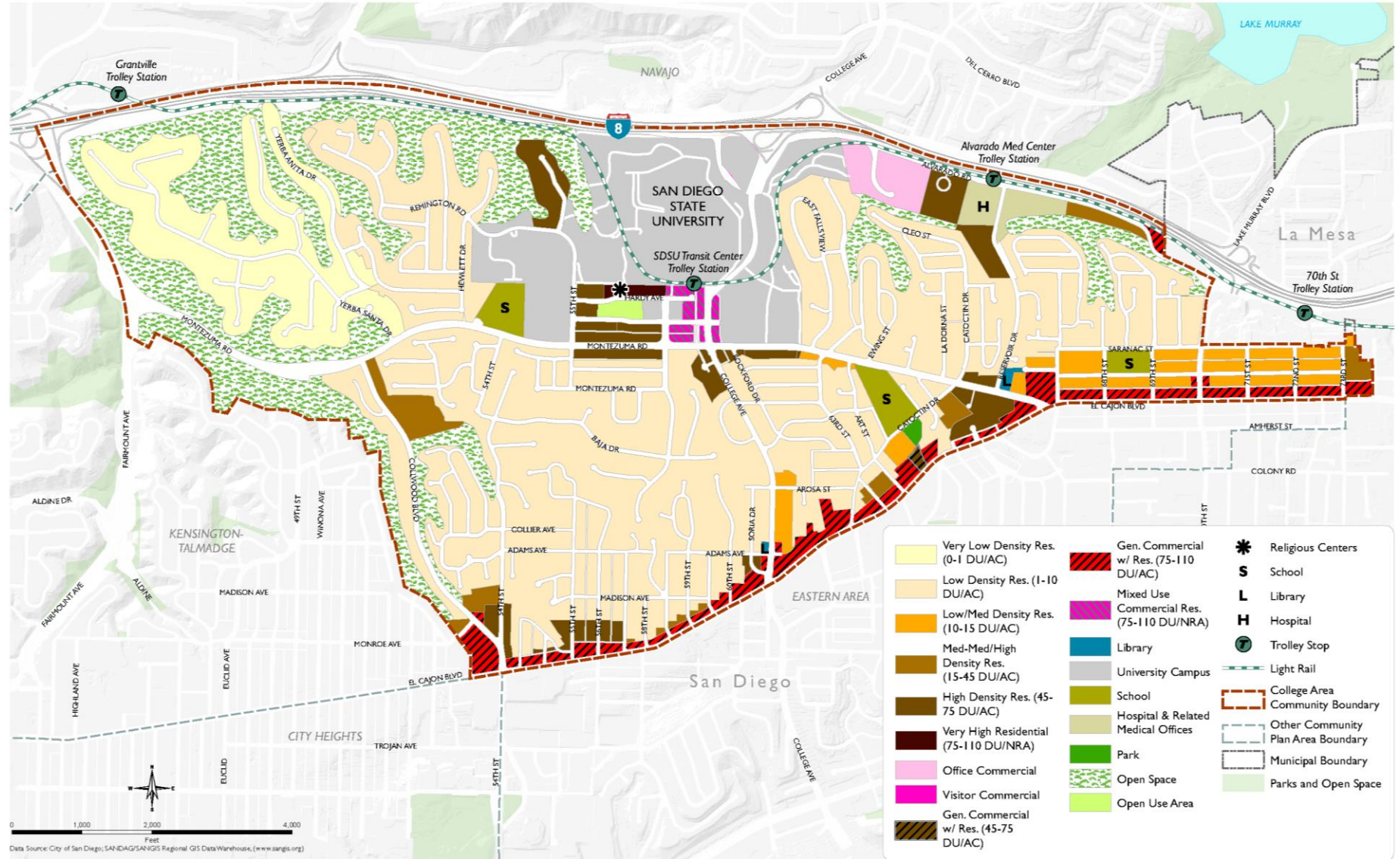


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URBAN FORM VARIATIONS

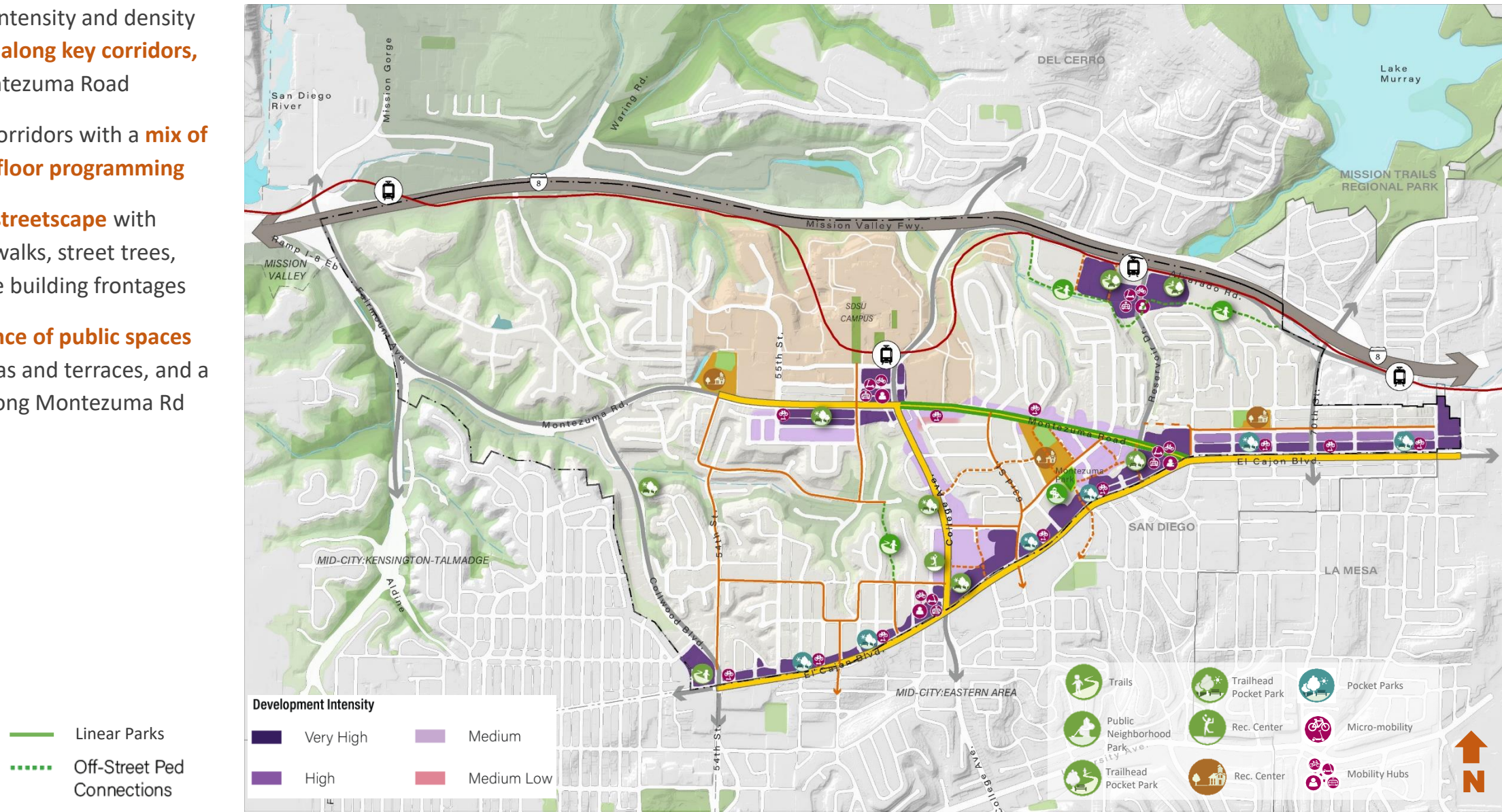
ADOPTED LAND USE

- Focus highest intensity and density of infill residential, commercial and mixed use along **El Cajon Boulevard and SDSU**
- Offers opportunities for **residential transitions** along El Cajon Boulevard



VARIATION 1: CORRIDOR EMPHASIS

- Focus higher intensity and density **development along key corridors**, including Montezuma Road
- Activate the corridors with a **mix of uses, ground floor programming**
- **Enhance the streetscape** with widened sidewalks, street trees, lighting, active building frontages
- Create **sequence of public spaces** including plazas and terraces, and a **linear park** along Montezuma Rd

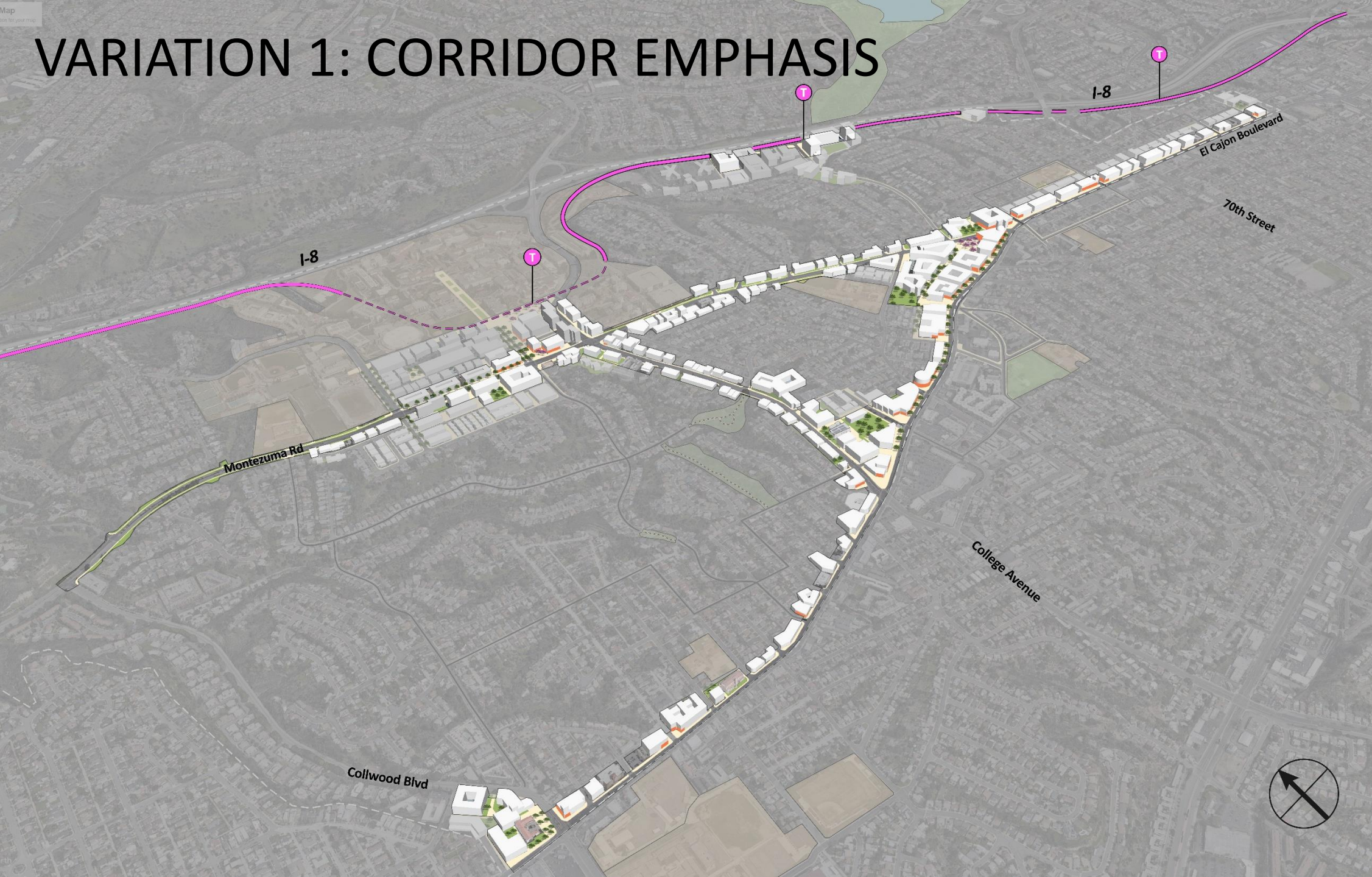


VARIATION 1: CORRIDOR EMPHASIS



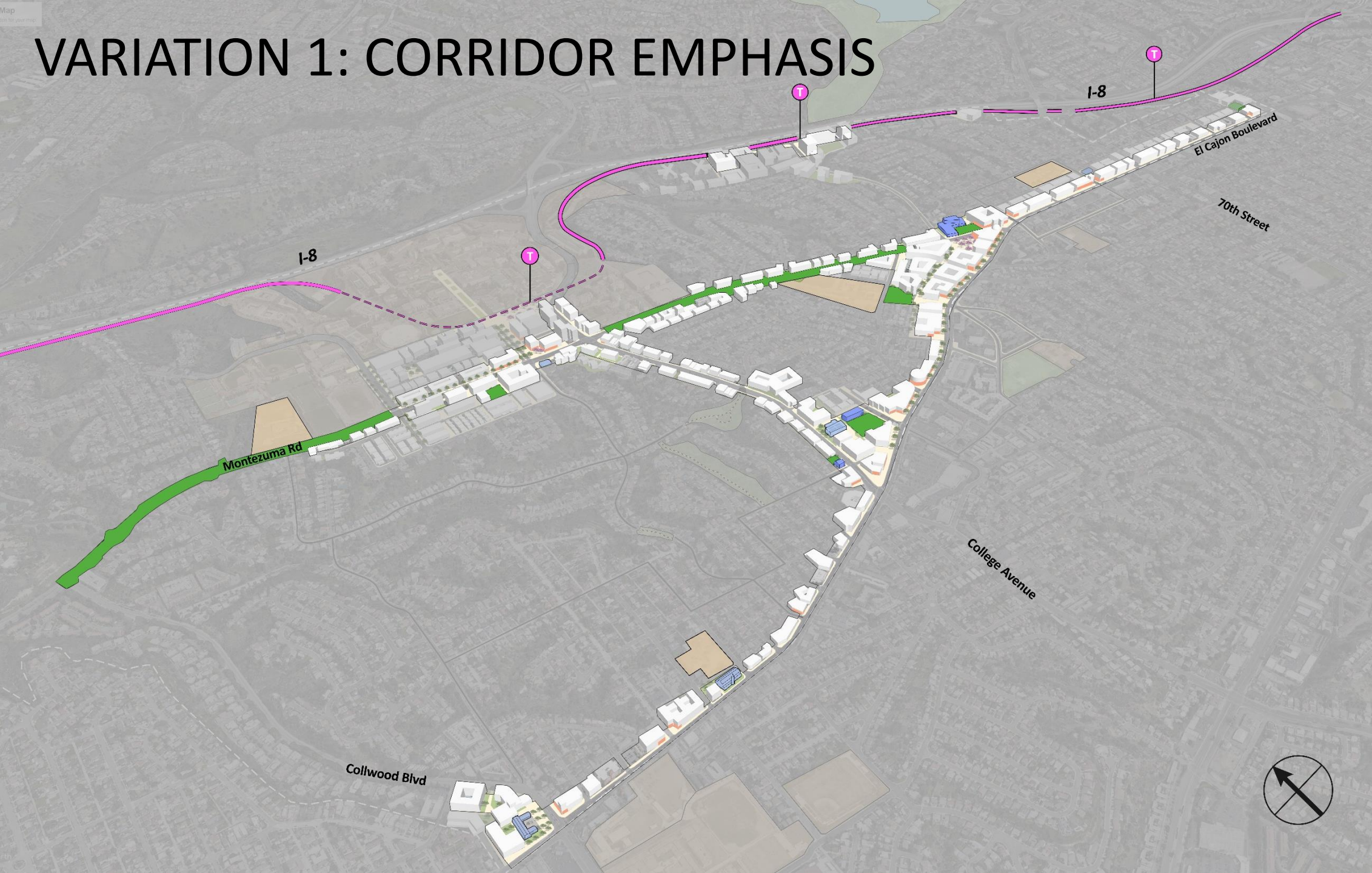
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VARIATION 1: CORRIDOR EMPHASIS



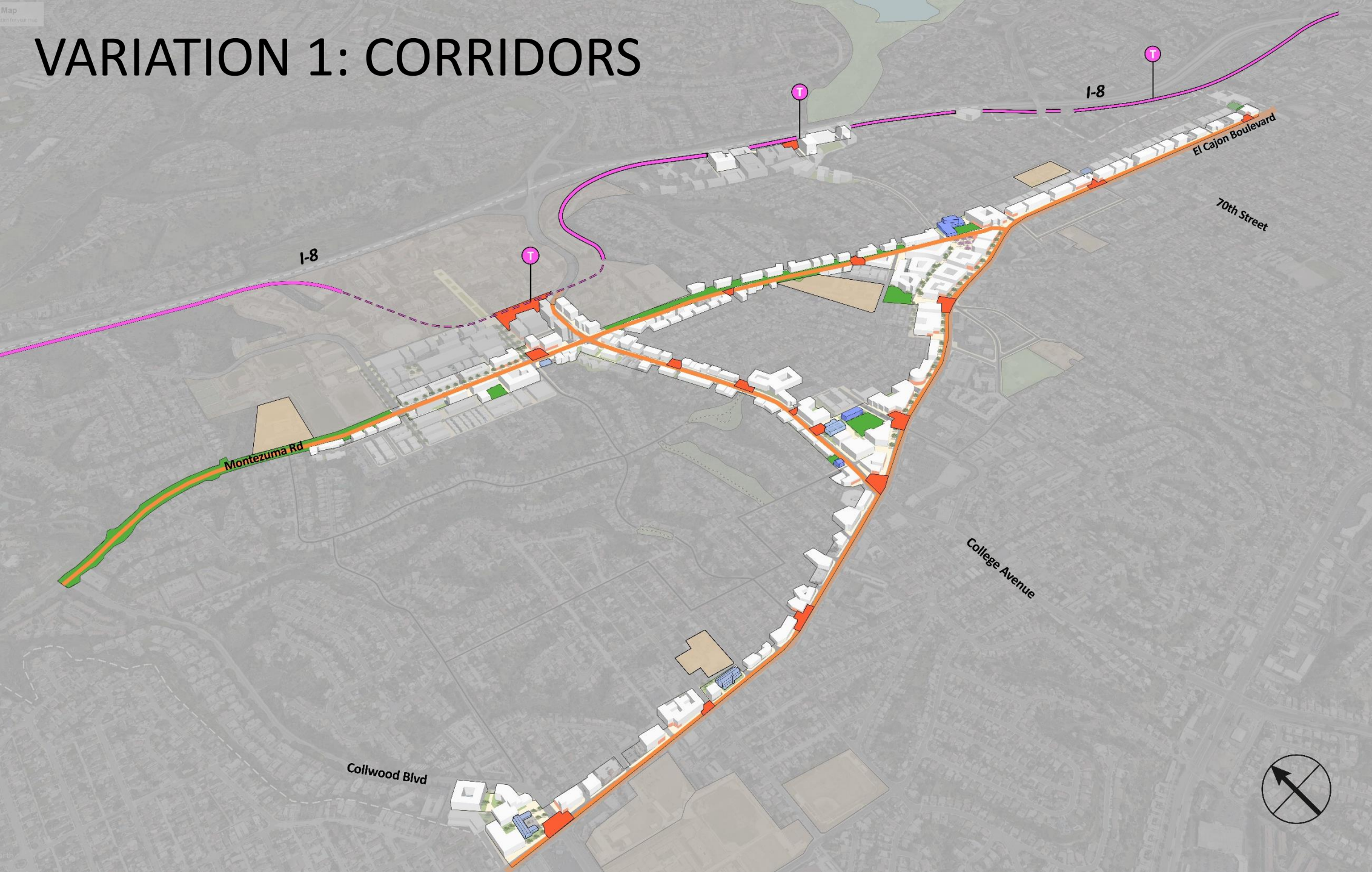
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VARIATION 1: CORRIDORS



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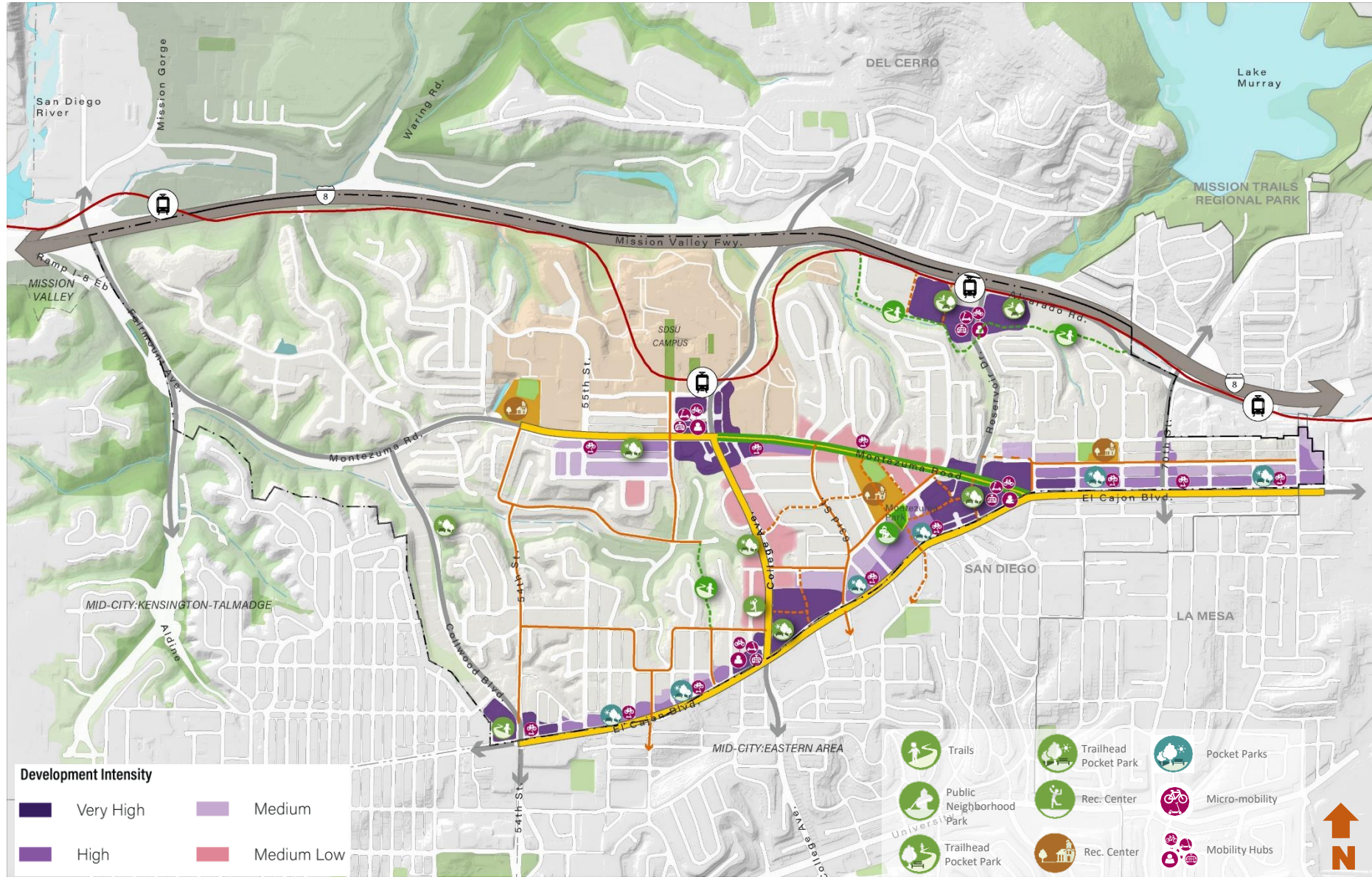
VARIATION 2: NODES

- 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

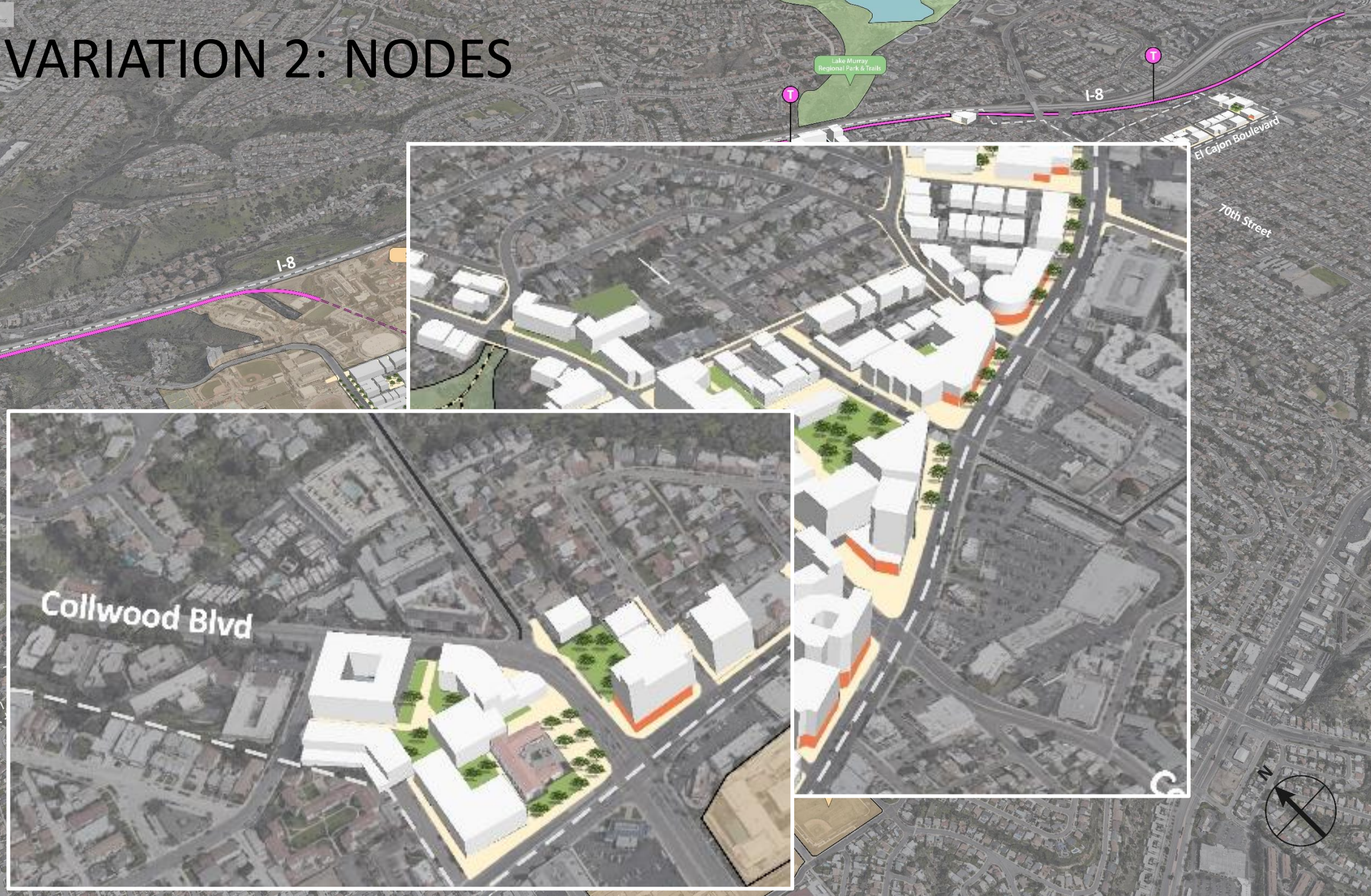
— Linear Parks
 Off-Street Ped Connections

Development Intensity

Very High	Medium
High	Medium Low

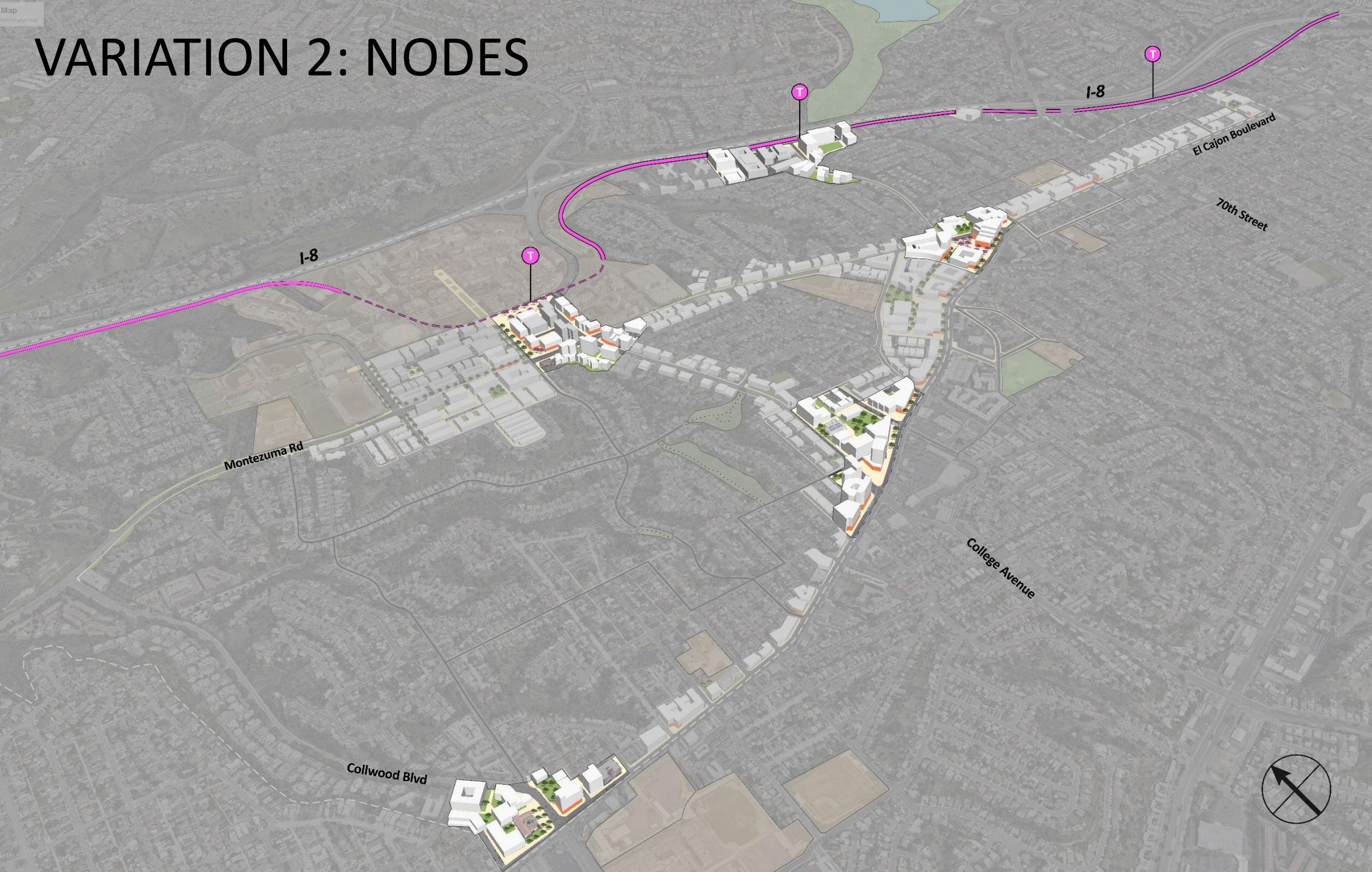


VARIATION 2: NODES



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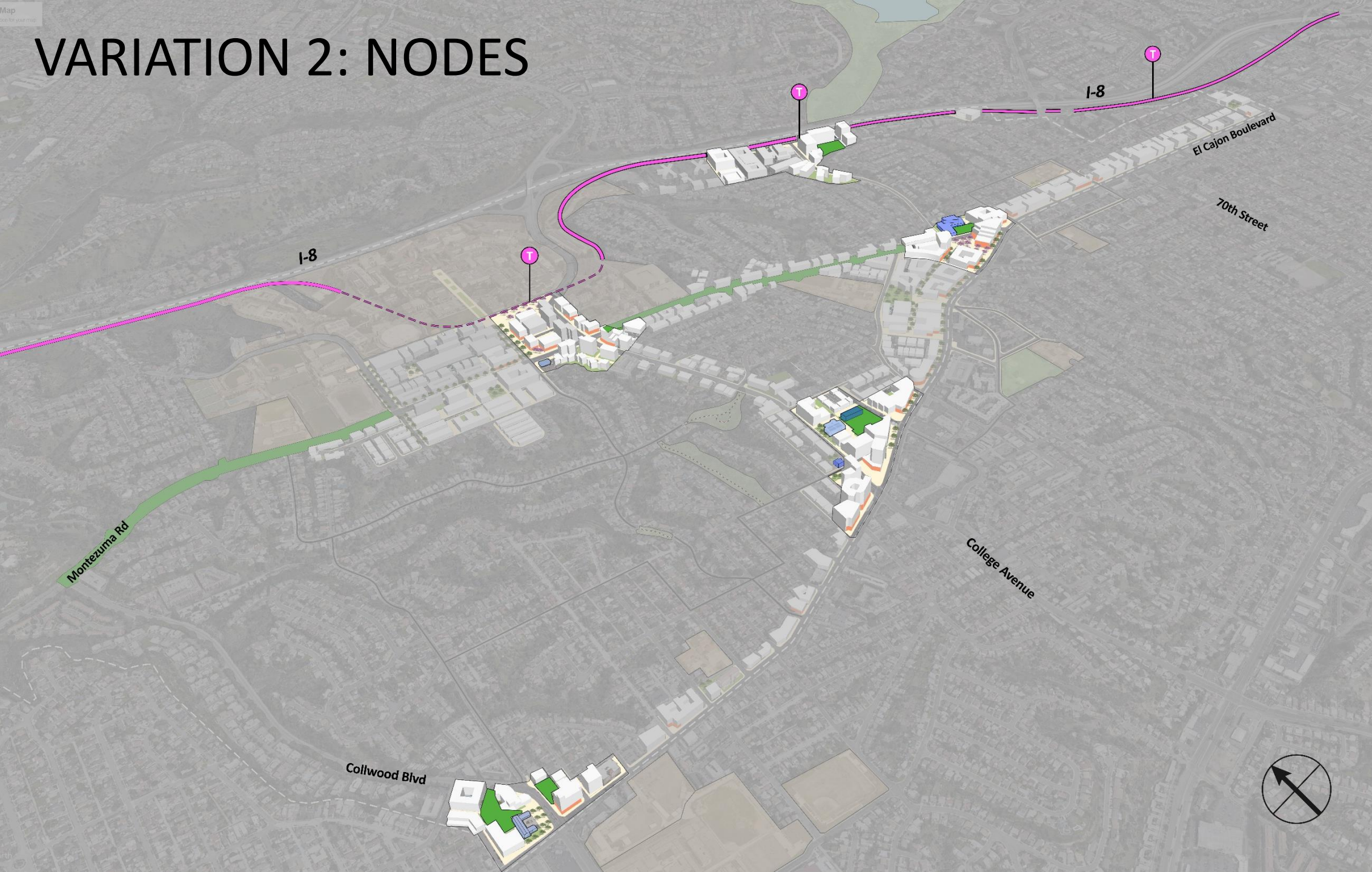
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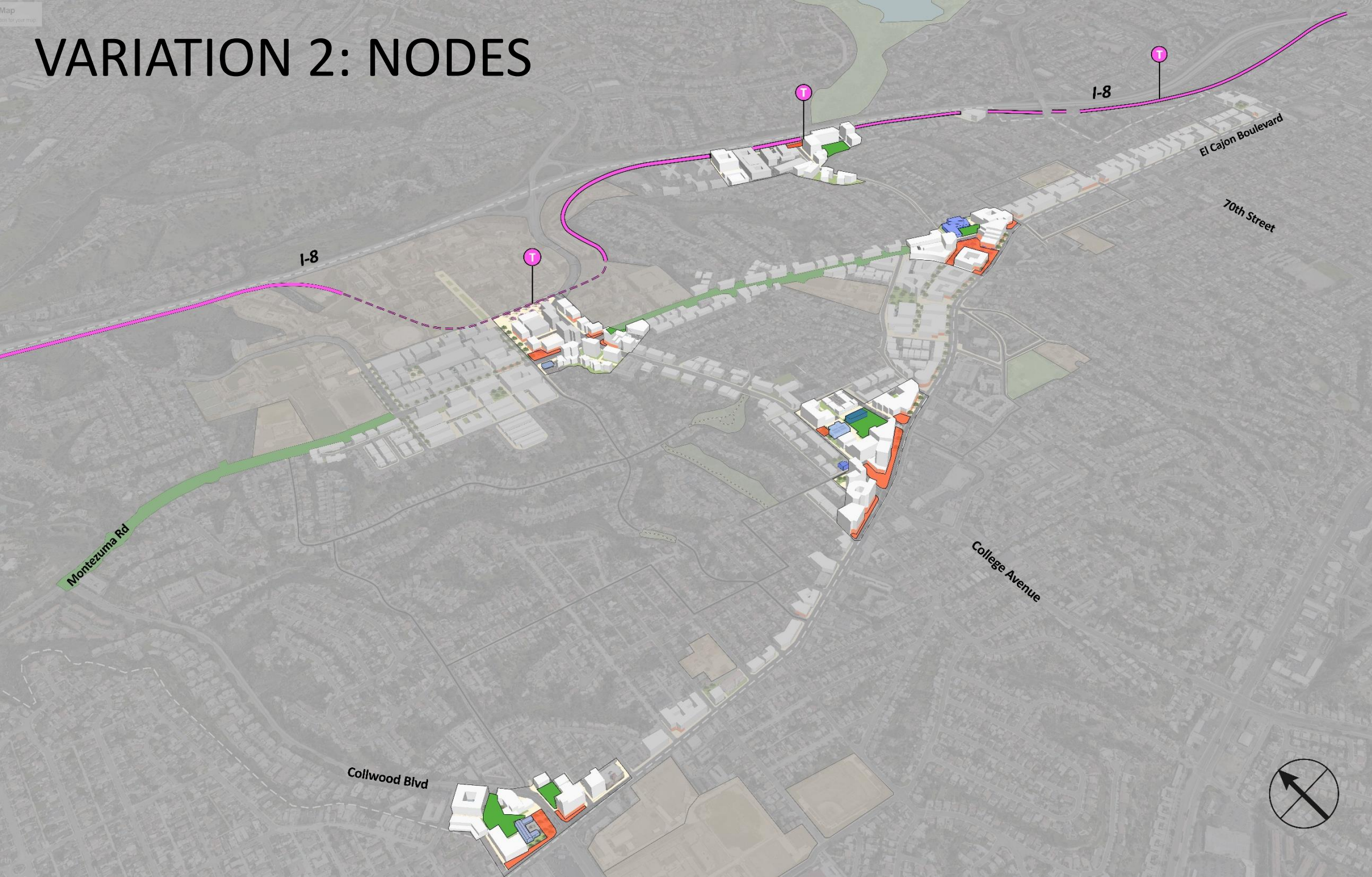
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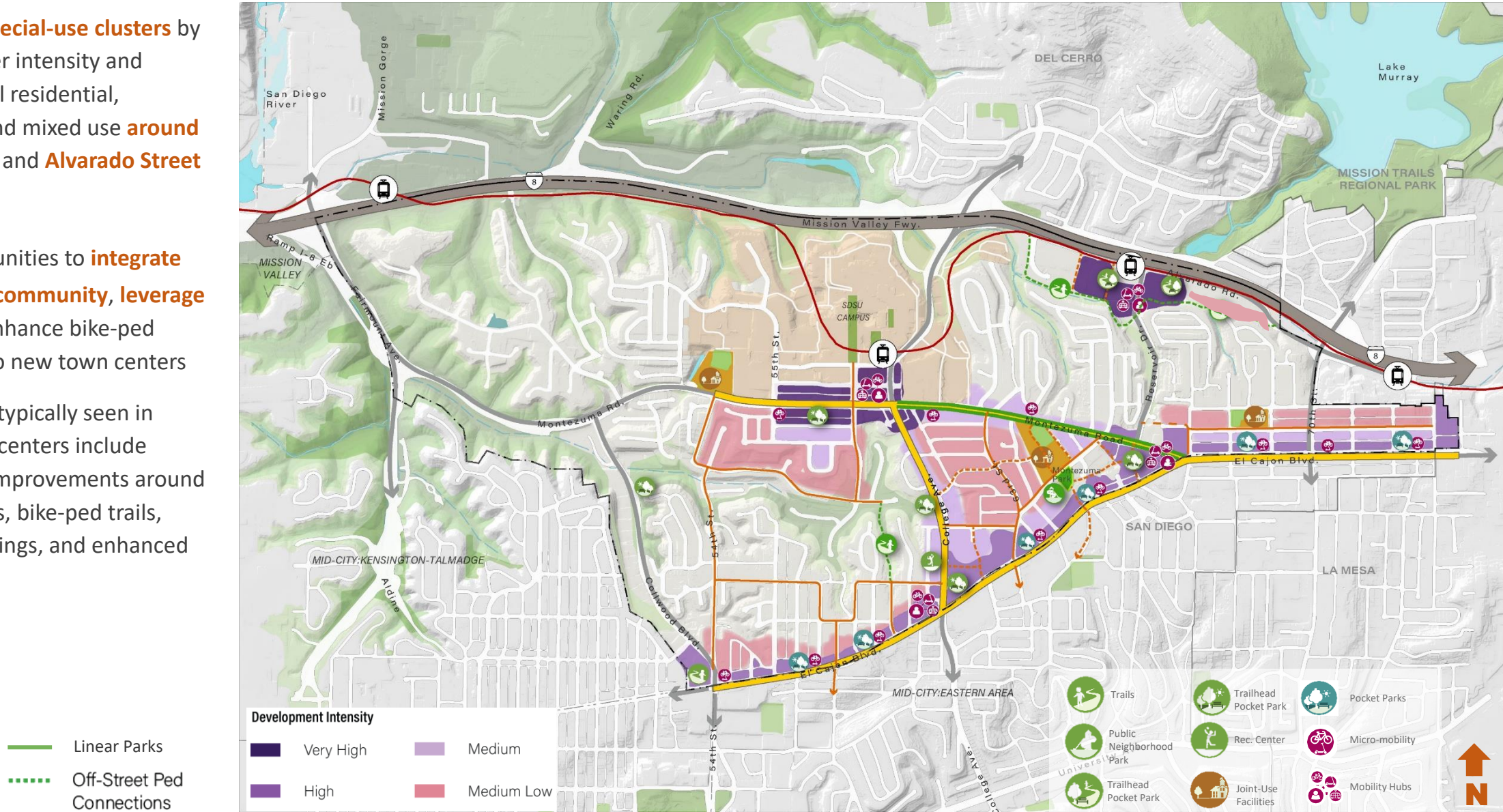


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VARIATION 3: DISTRICT EMPHASIS

- Create new **special-use clusters** 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





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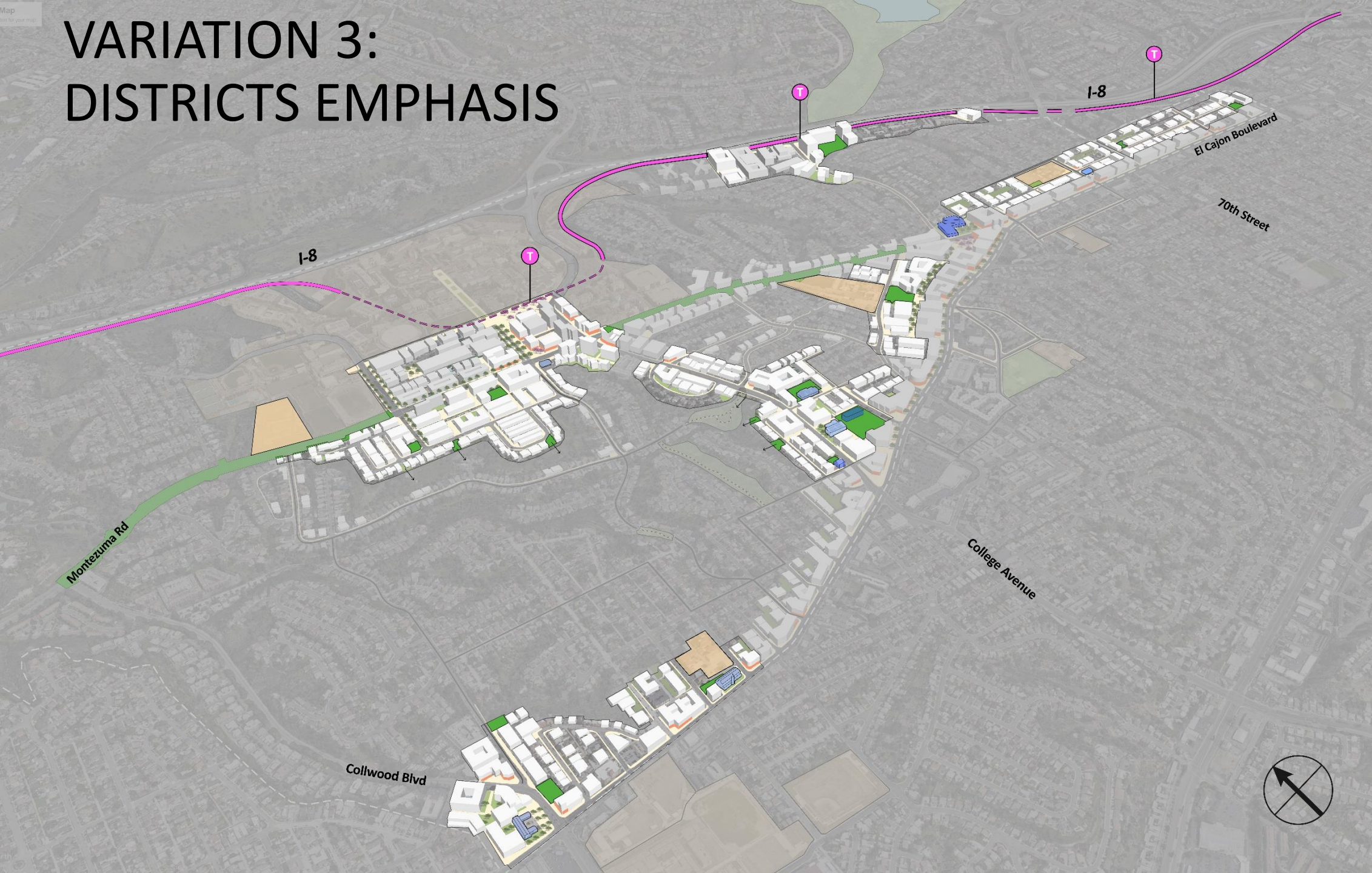
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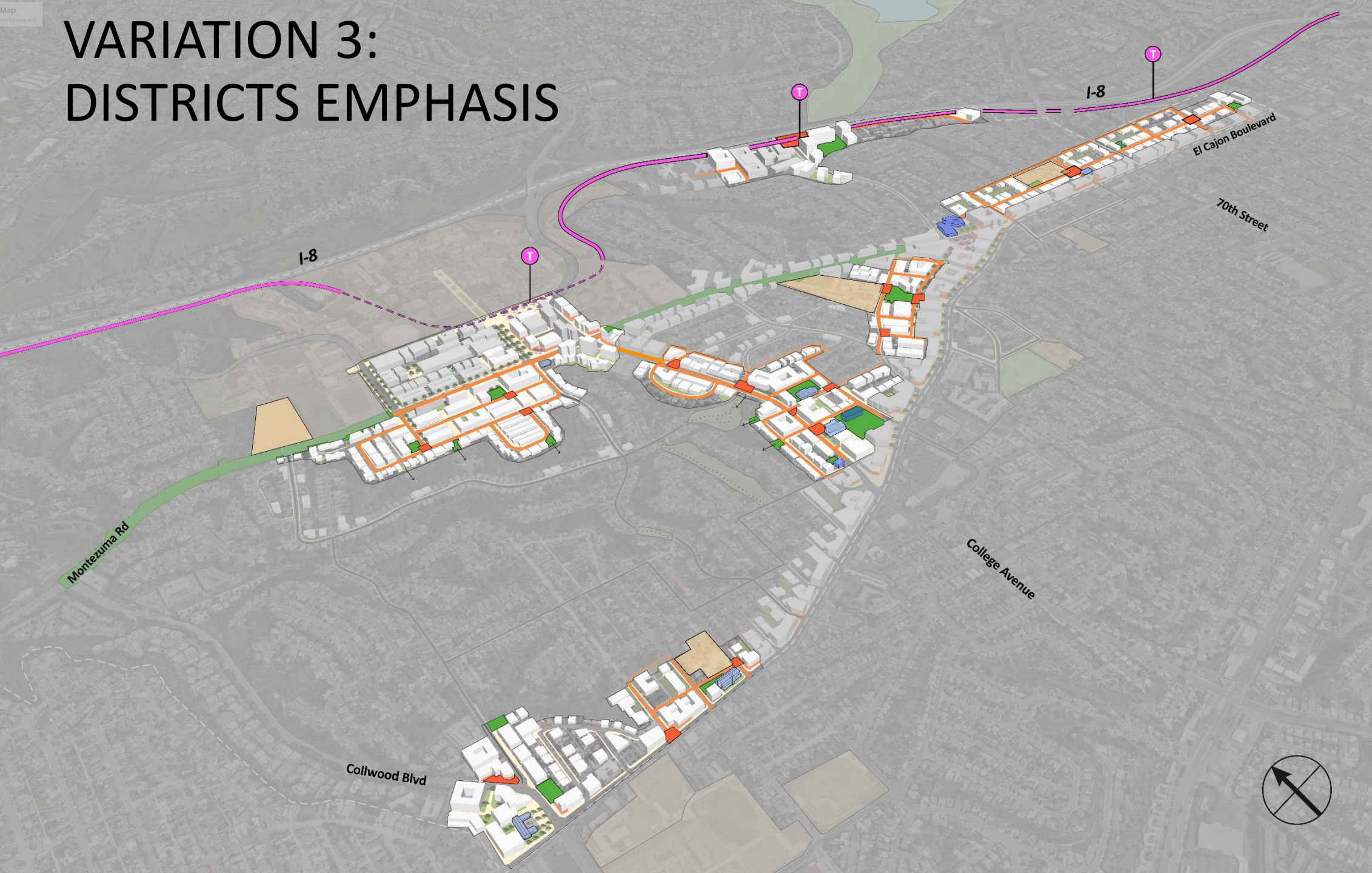
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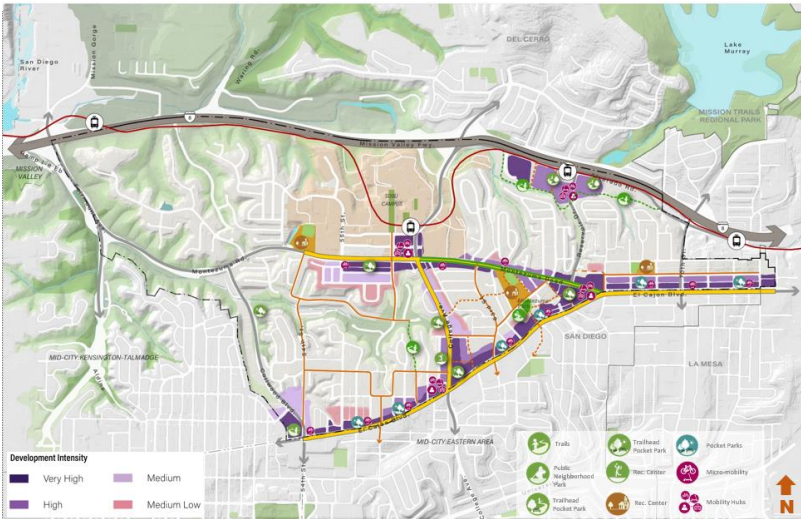







A wide, modern sidewalk made of light-colored concrete slabs. Young trees are planted in rectangular concrete planters filled with green shrubs. Two people are walking away from the camera on the left. In the background, there are modern buildings, a yellow taxi, and a red car. The scene is bright and sunny.

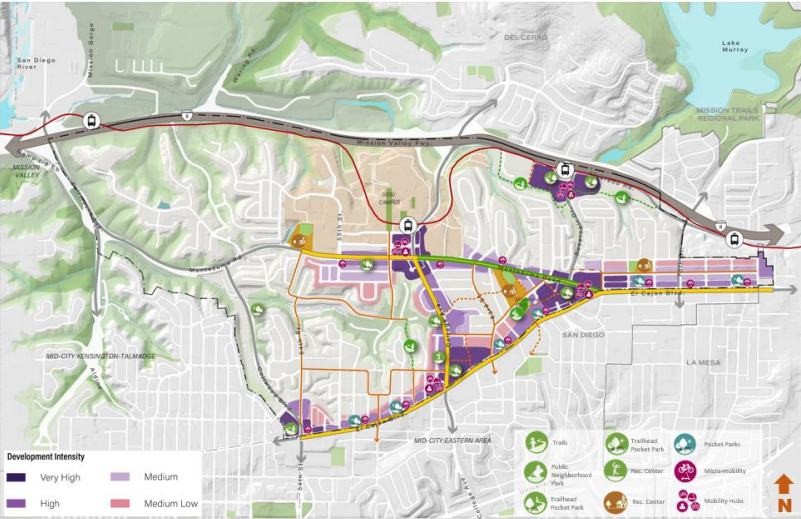
03






METRICS OF GROWTH

THREE VARIATIONS Compared to What is Planned Now








Corridors	
 Households	+71.7%
 Household Energy Use	-7.6%
 Household Water Use	-17.8%
 Household Vehicle Miles Traveled	-10.3%
 Household Green House Gas Emissions	-9.5%



Nodes	
 Households	+78.2%
 Household Energy Use	-9.0%
 Household Water Use	-19.9%
 Household Vehicle Miles Traveled	-13.7%
 Household Green House Gas Emissions	-12.1%



Districts	
 Households	+76.7%
 Household Energy Use	-10.0%
 Household Water Use	-20.4%
 Household Vehicle Miles Traveled	-14.7%
 Household Green House Gas Emissions	-13.0%

A photograph of a modern city street scene. On the right, a multi-story building with large glass windows and a wooden awning over the entrance. The sidewalk is paved with light-colored concrete tiles. On the left, there are trees, a black lamppost, and a modern bike rack. In the foreground, there are wooden planters with tall grasses. The overall atmosphere is bright and sunny.

04

IMPLEMENTATION TOOLS

IMPLEMENTATION TOOLS

Regulatory Mechanisms

- Community Plan
 - Plan Land Use & Urban Design Guidelines
 - Mobility Network
 - Park & Open Space Opportunity Diagram
 - Goals & Policies
 - Supplemental Development Regulations
- Municipal Code
 - Base Zones
 - Community Plan Implementation Overlay Zone (CPIOZ)
 - Land Use & Design Incentives (e.g. FAR Bonus, Building Height Bonus)

Funding Mechanisms

- Private Investment with New Development
- City of San Diego Capital Improvements Program
 - General Fund
 - Development Impact Fees
- Government and Non-Profit Grant Funding
 - Climate Change Mitigation and Environmental Justice
 - Active Mobility Infrastructure
 - Park Access
 - Affordable Housing

POLICIES to CPIOZ

■ Example Plan Policies:

- Incorporate public spaces (e.g., plazas, pocket parks, or greens) as a central organizing element of redevelopment, and an integral aspect of site and building design.
- Projects should shape on-site public spaces and common areas through building design, placement, and form so they create well-defined spaces and common areas. For example, buildings can be clustered around courtyards, greenways, paseos, and plazas.
- Park sites shall front the public right-of-way and park facilities shall be visible from the public right-of-way.
- Encourage the multi-functionality and flexibility of Linear Park and Linear Promenade spaces (urban pathways) by supporting pedestrian and bicycle modes of travel with amenities (e.g., street furniture, seating and dining areas, bicycle parking, tree canopy shade, art, recreation).
- Design paseos as connected through-block systems that link to other connections, sidewalks, and plazas.

■ Example Community Plan Implementation Overlay Zone (CPIOZ):

- All projects shown as fronting “Linear Parks” on the Parks + Public Space Framework Map shall meet all their park requirements on-site. Park facility requirements shall be exhausted first in the required setback, and then in the form of corridor-abutting parks and plazas. Where active mobility connections could be made, paseos may also count toward park facilities. Projects shall comply with CP 600-33 and have a public recreation easement or be deeded to the City as a public park.

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05

DISCUSSION + NEXT STEPS

DISCUSSION TOPICS

- Where should the distribution of new development occur most intensely?
 - Along the El Cajon Boulevard corridor, with moderate increases along Montezuma Road and College Avenue?
 - At community nodes, with moderate increases in intensity along the corridors and a bit of transition area away from the corridors and nodes?
 - At special-use clusters near SDSU and Alvarado Trolley Station, with the corridors and nodes accommodating moderate increased in intensity and the most transition area away from corridors and nodes?

NEXT STEPS

- Online Community Engagement Tool to launch in December
- Mobility Concepts: December 1
- Land Use + Urban Design + Mobility: January 26
- Online Community Engagement Summary & Draft Plan Framework: February 23
- Draft Plan Framework: March 2022



COLLEGE AREA COMMUNITY PLAN UPDATE

COMMUNITY DESIGN FRAMEWORK + VARIATIONS

October 27, 2021

