

An aerial photograph of San Diego, California, taken during the "golden hour" of sunset. The sky is filled with soft, pink and orange clouds. The city's urban landscape is visible, with numerous buildings and green spaces. In the background, the San Diego mountains are silhouetted against the twilight sky. A semi-transparent white banner is overlaid on the bottom left of the image, containing the title text.

# **COLLEGE AREA COMMUNITY PLAN UPDATE**

## **SURVEY RESULTS**



# TONIGHT'S TEAM



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**Thank you for your  
phone calls and emails**

—

**We will continue to  
take your feedback to  
revise the land use  
scenarios**

# MEETING OBJECTIVES

1. **Present the Results of the Survey**
2. **Continue to Gather Feedback on Community Preferences**
3. **Share Additional Opportunities for Public Input**

# PRESENTATION FORMAT

- **Upcoming Schedule**

- *What a Community Plan Does & Does Not Do*
- *Work Completed & Work to Be Completed*
- *Outreach Efforts*
- *Survey Framework & How We Will Use Results*
- *Survey Respondent Demographics*
- *Survey Results*
- *Discussion / Q&A*





# TENTATIVE SCHEDULE

2022  
**MAY**  
25

## *Committee Meeting*

Topic: Community Survey  
Results

### *Committee Role*

Feedback on Community  
Survey Results &

2022  
**JUN**  
29

## *Community Open House*

Topic: Work to Date and  
**Identification of Areas  
for Change**

### *Committee Role*

*No meeting*

2022  
**JUL**  
27

## *Committee Meeting*

Topic: Discussion of **Draft  
Land Use Scenario /  
Alternatives** & Community  
Input from Open House

### *Committee Role*

Feedback / Committee  
Preferences on Draft Land  
Use Scenario

# TENTATIVE SCHEDULE

2022  
AUG

## *Planning Commission Workshop*

Topic: Discussion of **Draft Land Use Scenario / Alternatives** & Community Input from Open House

### *Committee Role*

*No Meeting* - Attend & Provide Feedback to Planning Commission

2022  
FALL

## *Committee Meetings*

Topic: **Discussion Draft Community Plan**

### *Committee Role*

Feedback on Discussion Draft Community Plan

# PRESENTATION FORMAT

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# WHAT A COMMUNITY PLAN DOES DO

- It provides community-specific **goals**, tailored **policies**, and a long-range physical development guide for City staff, decisionmakers, property owners, and citizens engaged in community development.
- It establishes **goals** and **policies** to address land use, conservation, mobility, urban design, open space, and public facilities.
- As a component of the City of San Diego's General Plan, it is a long-term blueprint for the future and provides location-based **goals**, **policies**, and recommendations.

# WHAT A COMMUNITY PLAN DOES NOT DO

- **It does not mandate growth or change.** The community plan provides options and opportunities for new housing and employment. It does not require property owners to redevelop or mandate that development will happen.
- **It is not a maintenance document.** The community plan is a long-range policy and regulatory document that identifies future infrastructure needs. It is not a plan to address the deferred maintenance of existing infrastructure.
- **It does not approve specific projects.** The community plan establishes policy and regulatory direction – all future projects will still go through an approval process.

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# WORK COMPLETED

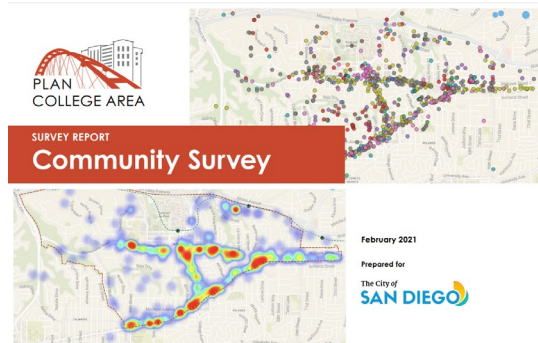


## Existing Conditions Report



### COLLEGE AREA COMMUNITY PLAN UPDATE URBAN DESIGN FRAMEWORK, ISSUES + OPPORTUNITIES

## Urban Design Framework: Issues & Opportunities Report

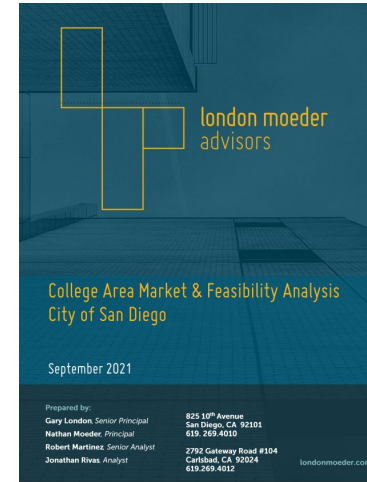


## Community Plan Update Survey 1 Report



### COLLEGE AREA COMMUNITY PLAN UPDATE DEVELOPMENT TYPOLOGY REPORT DRAFT FOR DISCUSSION

## Development Typology Report



## Market Study & Development Feasibility Report

### Existing Conditions Report

#### College Area Community Plan Update

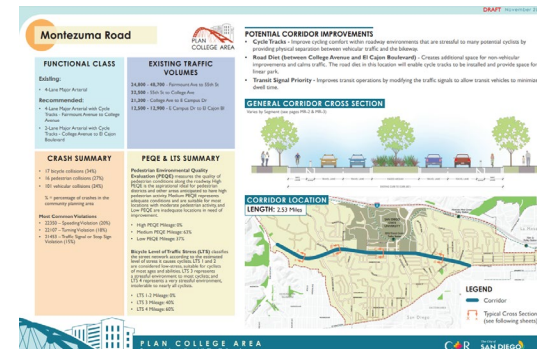
#### Draft Report

Prepared for:  
The City of  
**SAN DIEGO**  
1010 Second Avenue, Suite 1200  
San Diego, CA 92101

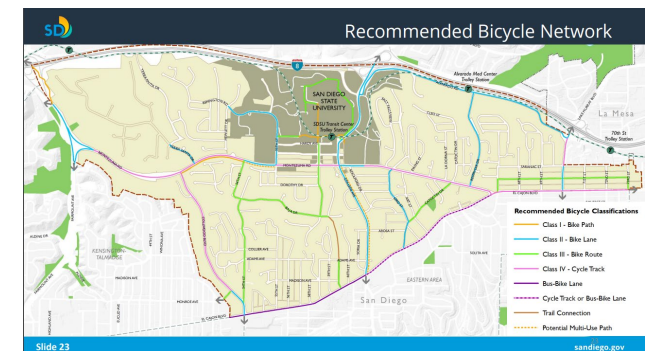
Prepared by:  
**CHEN RYAN**  
2000 First Avenue, Suite 110  
San Diego, CA 92101

July 2, 2020

## Mobility Existing Conditions Report



## Draft Corridor Concepts



## Draft Mobility Networks

**Vision Statement & Guiding Principles**  
**Draft Goals & Policies for: Conservation & Sustainability,**  
**Economic Prosperity, Noise, Public Facilities & Safety**

# WORK TO BE COMPLETED for 2022

- Refining Land Use Scenario and Alternatives
- Discussion of a Community Plan Implementation Overlay Zone (CPIOZ) to implement the goals and policies of the preferred land use plan
  - (For example, urban design policies that regulate bulk and scale of new development; land use policies that require new development to build and maintain new parks and public spaces, etc.)
- Discussion-Draft Community Plan for Review (fall 2022)

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# OUTREACH

- 5 Tabling Events – 20 hours of tabling
  - 2-days at College Rolando-Library
  - 3-days at SDSU
- Email & Newsletter
  - Plan College Area Subscribers
  - Council President Elo-Rivera's Office
  - SDSU Student Newsletters
- News & Social Media
  - Voice of San Diego Daily Newsletter
  - Facebook & Instagram Advertisement



# OUTREACH – UPCOMING

- Community Open House (**June 29**) – **College Avenue Baptist Church**
- Community Office Hours – **College Rolando Library**
  - Monday, **June 13 & 27** from 12pm to 2:30pm
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# SURVEY FRAMEWORK

## *Goals of the survey:*

- Identify Best Locations for New Housing & Public Spaces
  - Promote Transit
  - Address Corridors
  - Determine an Approach to Single Family Areas

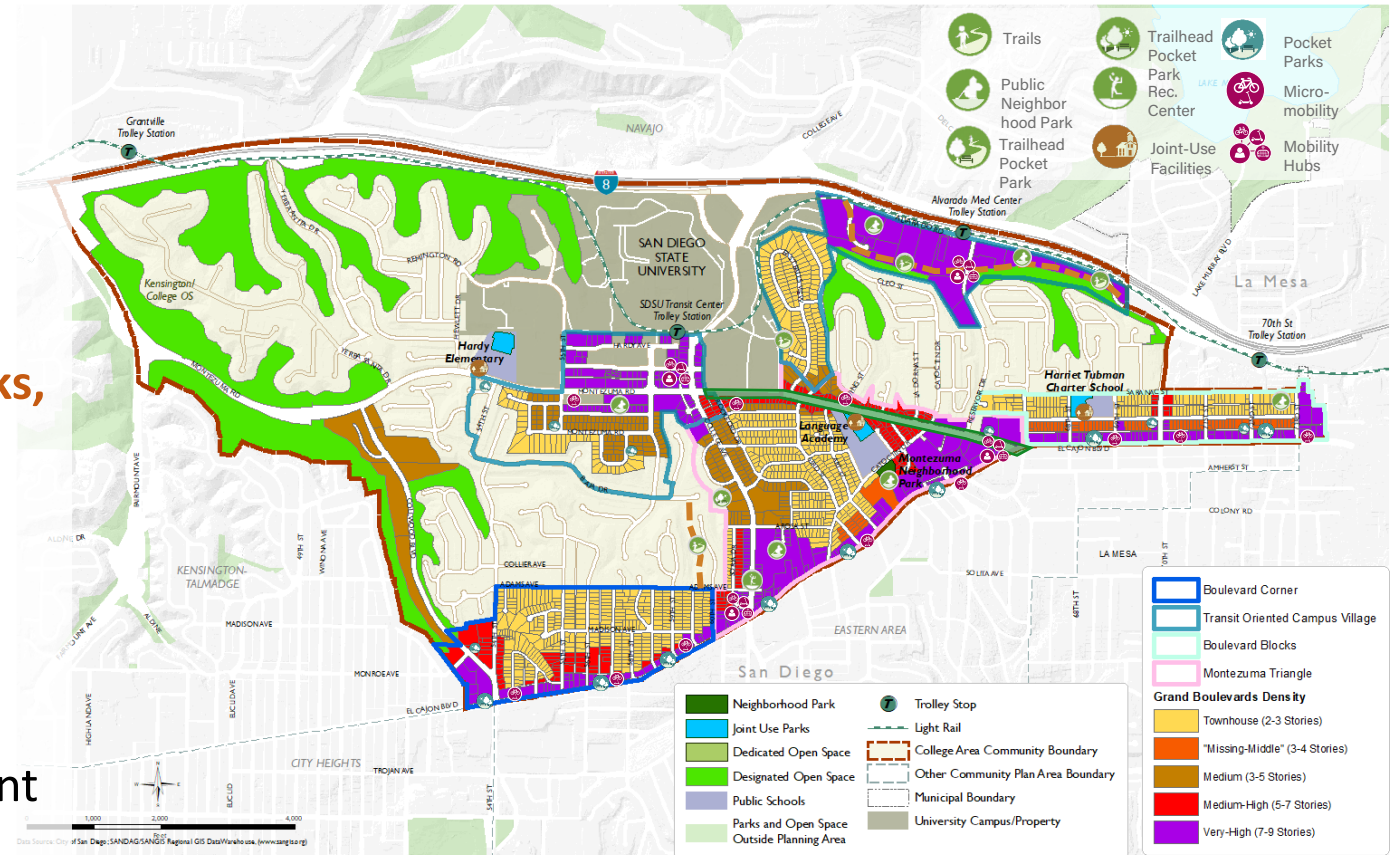
## *Purpose of the survey:*

- Engage community members who haven't been engaged yet
- Reach the widest audience
- Present land use & public realm concepts in an interactive manner
- Receive feedback on the broader community's preferred options



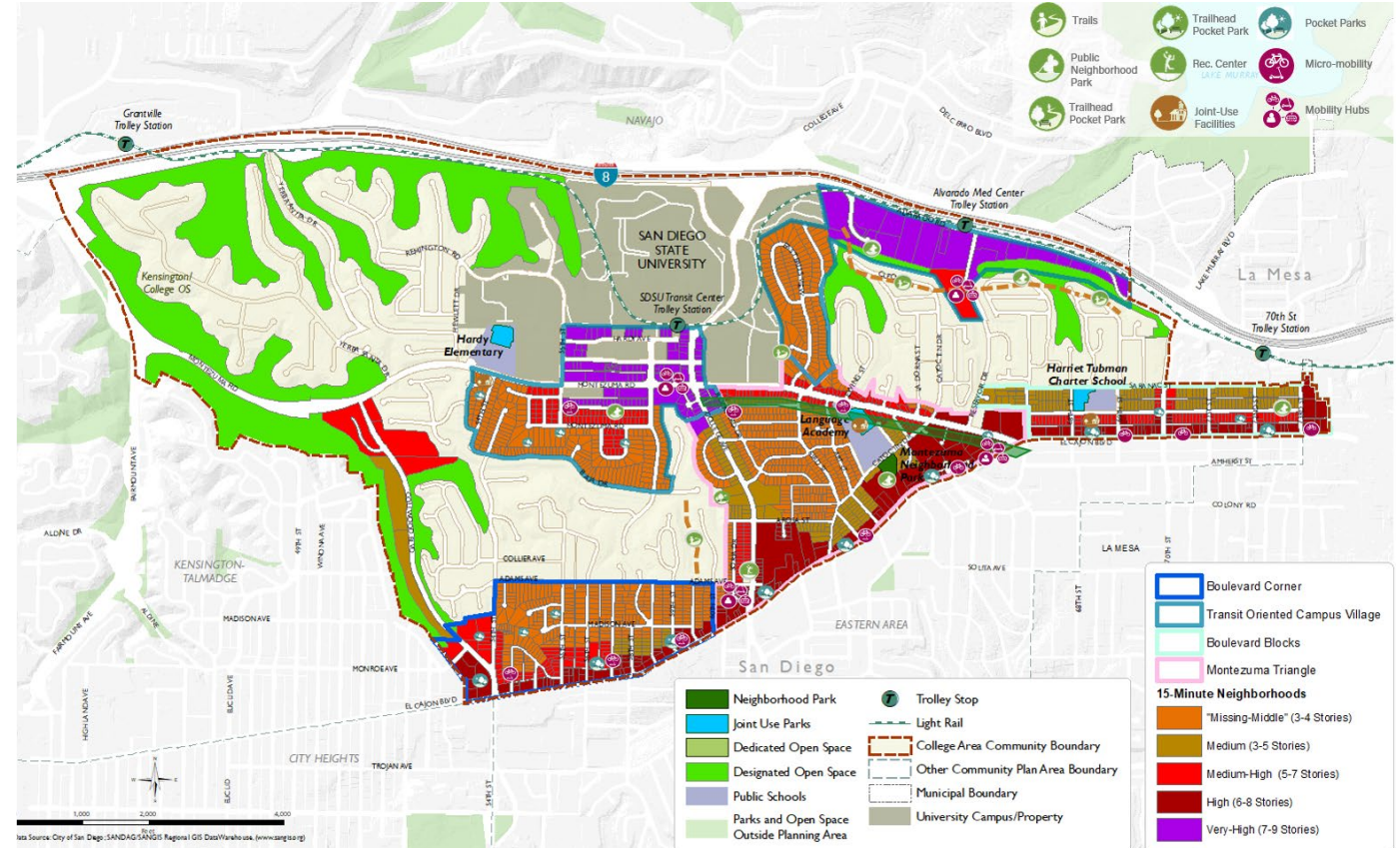
# 'GRAND BOULEVARDS' - CORRIDOR & NODE EMPHASIS

- Focus higher intensity development along **key corridors and nodes**
- Activate the corridors with a **mix of uses & ground floor activation**
- Enhance the corridors and connecting streetscapes with **widened sidewalks, street trees, lighting, active building frontages**
- Enhance nodes with new public **plazas and parks, public art, gateway elements**, and distinctive architecture
- Create a **sequence of public spaces** including plazas and terraces, and a **linear park along Montezuma Rd**
- Encourages **townhouses/walk-up** redevelopment that allows **entry-level housing for families instead of ADU back-yard infill** while enhancing the streetscape



# '15-MINUTE NEIGHBORHOODS' - DISTRICT EMPHASIS

- Create new **special-use clusters** by focusing highest intensity and density of infill residential, commercial and mixed use **around SDSU campus** and **Alvarado Street trolley station**
- Offers more opportunities to **integrate campus with community**, **leverage transit**, and enhance bike-ped connections to new town centers
- Key elements typically seen in 15-minute neighborhoods include **public realm improvements** around trolley stations, bike-ped trails, safe ped crossings, and enhanced streetscape
- Offers opportunities to **create small activity nodes** by integrating a variety of public-serving spaces and increased mobility choices to form a **sense of place** and a **distinct points of attraction** in the community
- Encourages **'Missing Middle'** development that requires investment in new public amenities like pocket parks, promenades, and active mobility infrastructure





# HOW WILL WE USE THE RESULTS?

## ***How the results will be used:***

- Create a new scenario based upon feedback from the survey, as well as from those in the community that have shared their thoughts with us directly at our tabling events, through email and phone, etc.

## ***New scenario will address key community visions:***

- Meet housing needs through a campus village
- Meet housing and business community needs along corridors and major intersections
- Connect the community with the college campus
- Plan for active and thriving public spaces and parks

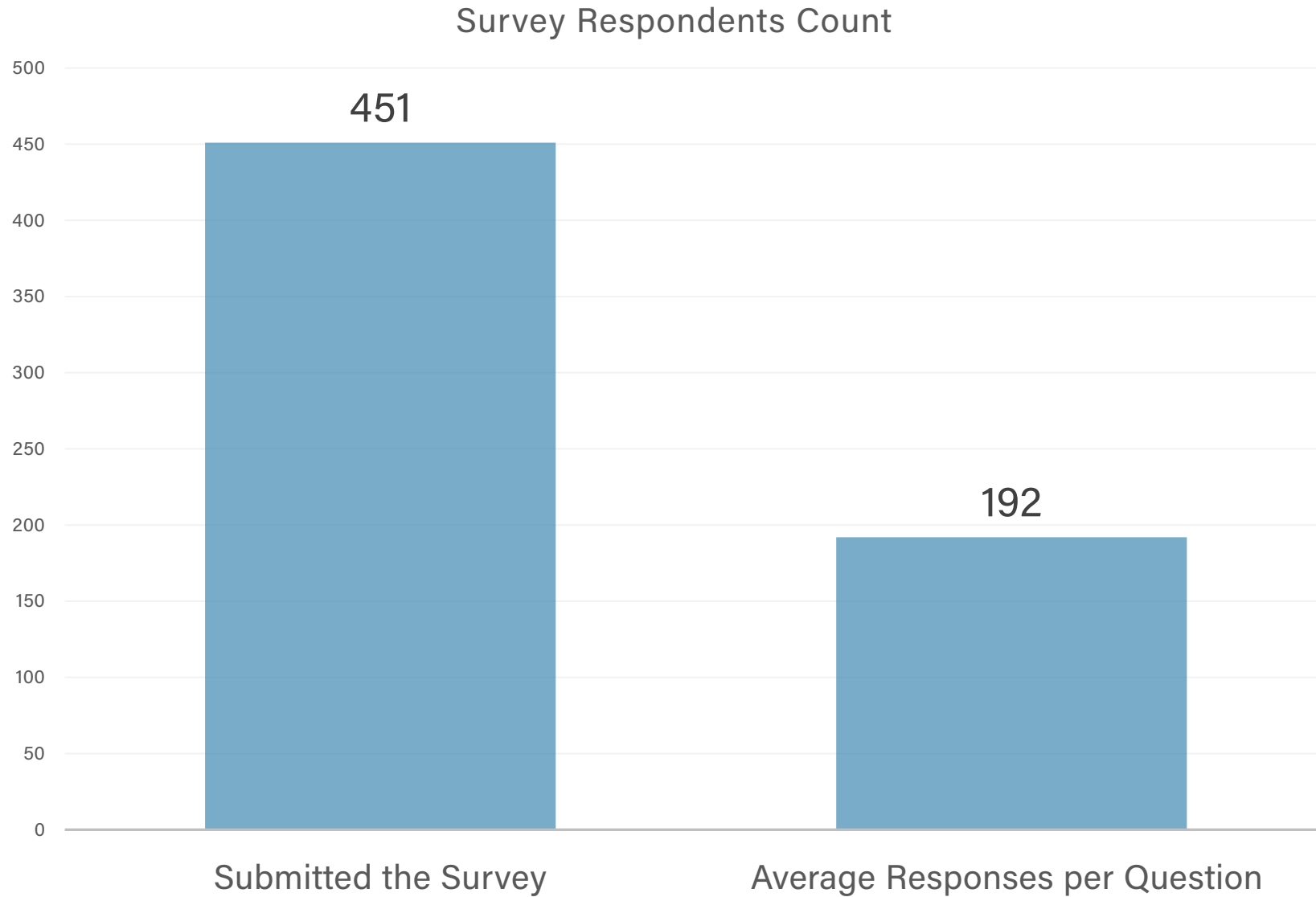


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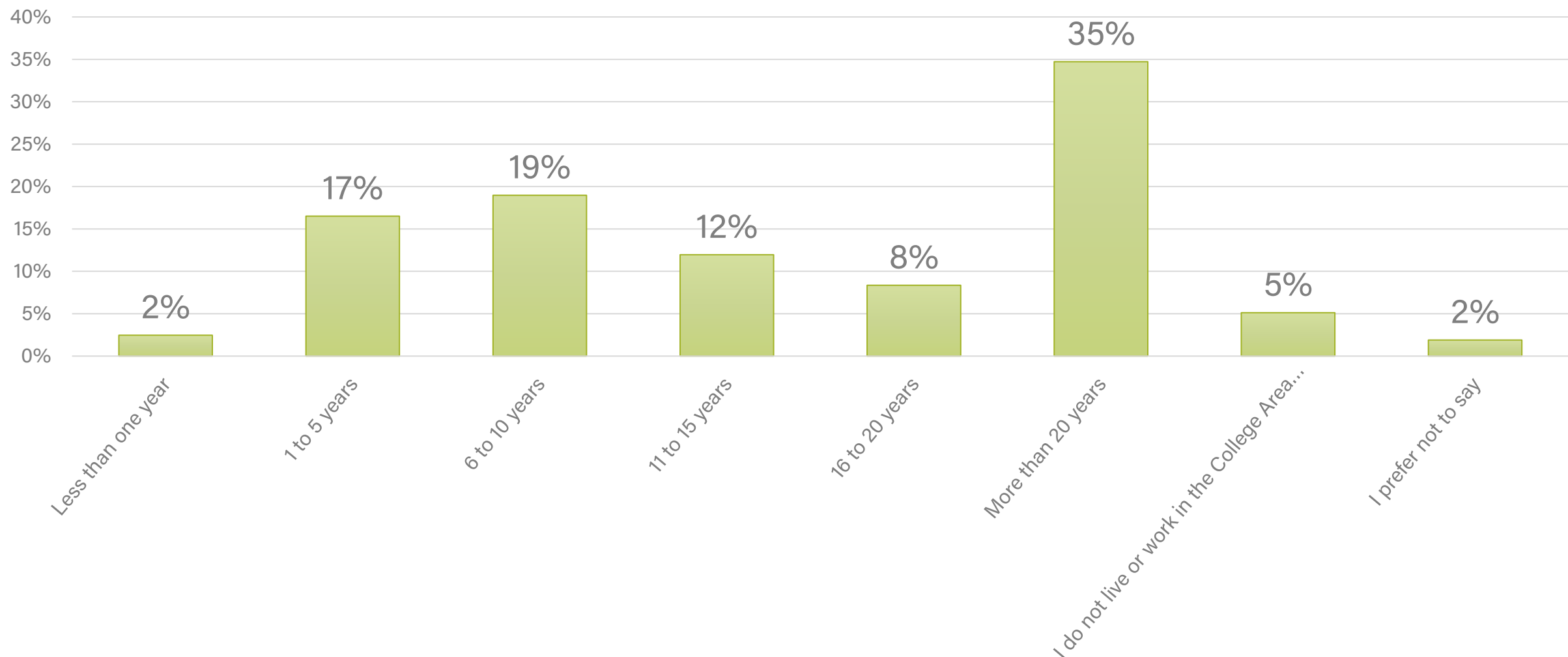


# SURVEY RESPONDENTS



# RESPONDENT TENURE IN THE COMMUNITY

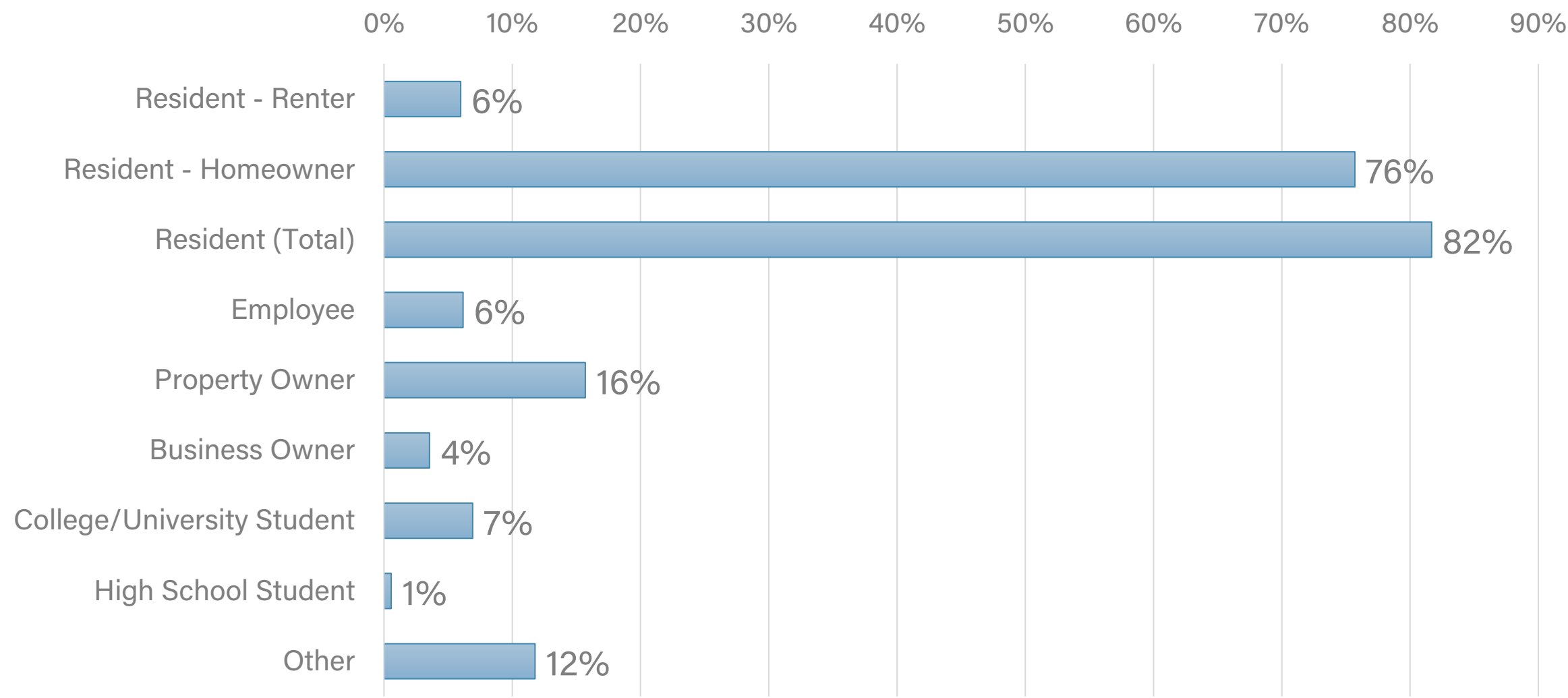
How long have you lived or worked in the College Area Community?



# RESPONDENT CONNECTION TO THE COMMUNITY



What is your connection to the College Area Community? Please check all that apply.

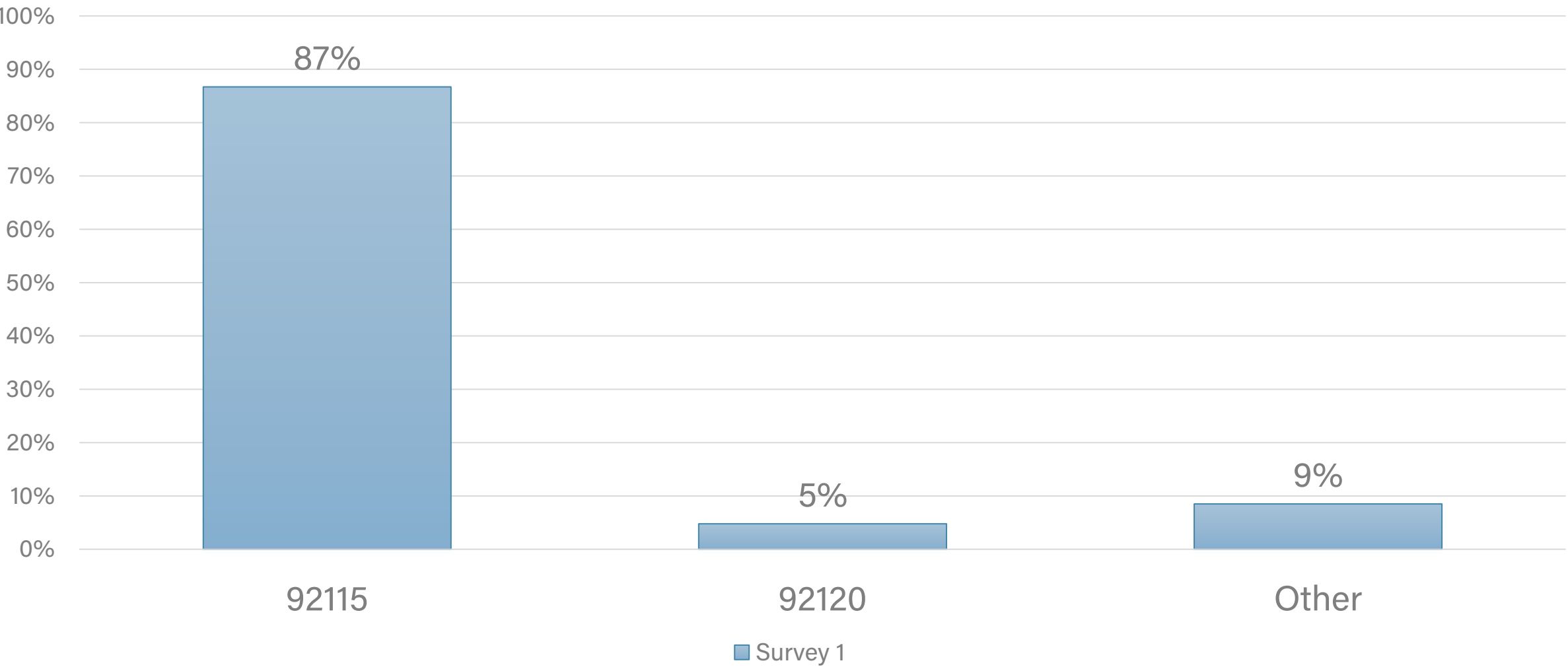




# RESPONDENT ZIP CODE

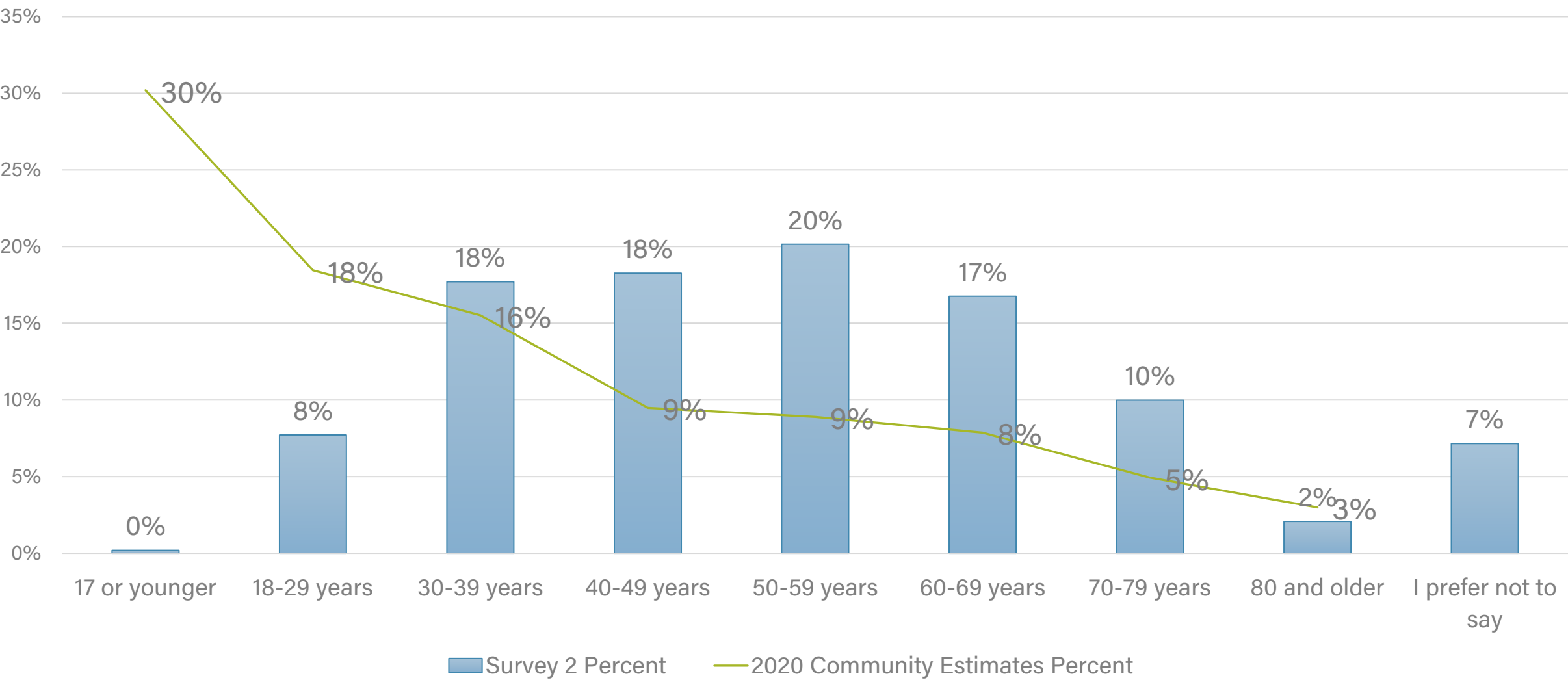


What is your five-digit Zip Code?



# RESPONDENT AGE

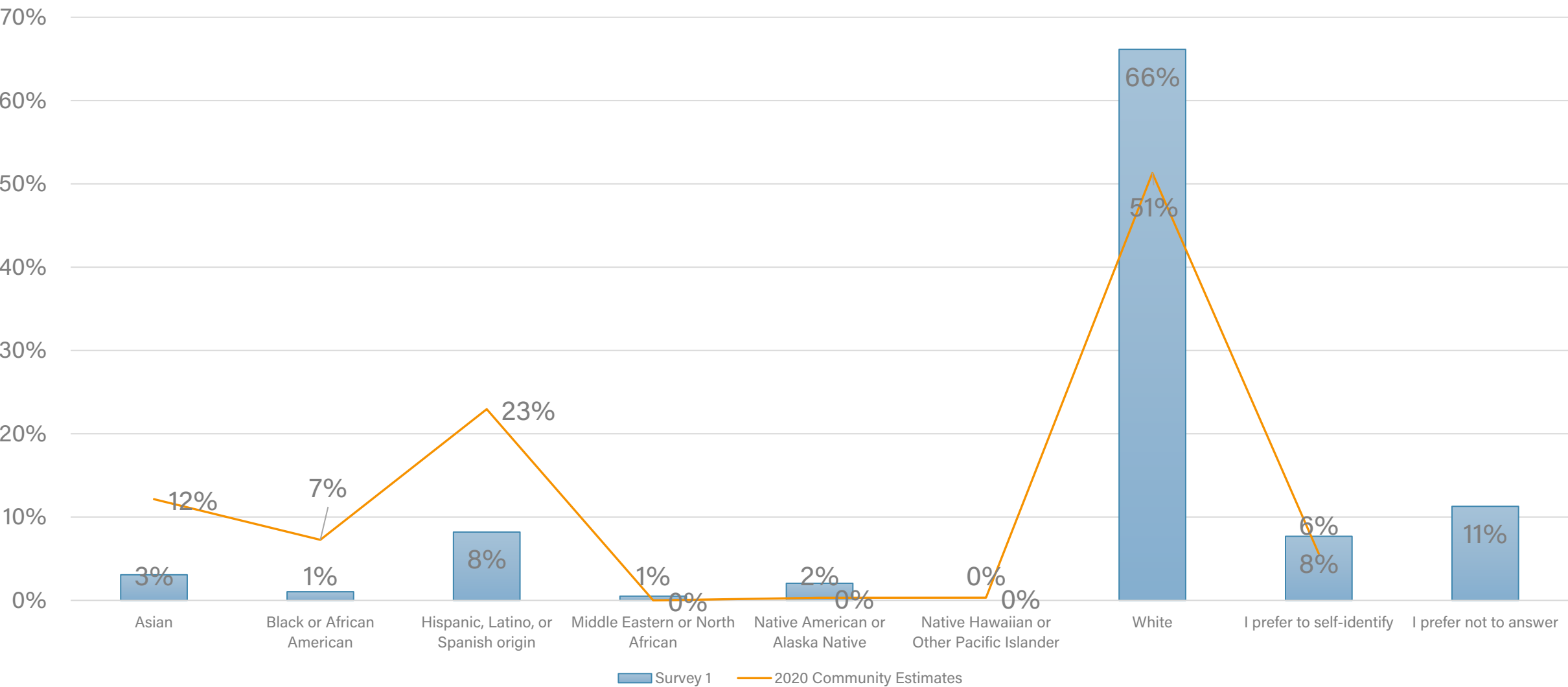
What is your age?



# RESPONDENT RACE & ETHNICITY

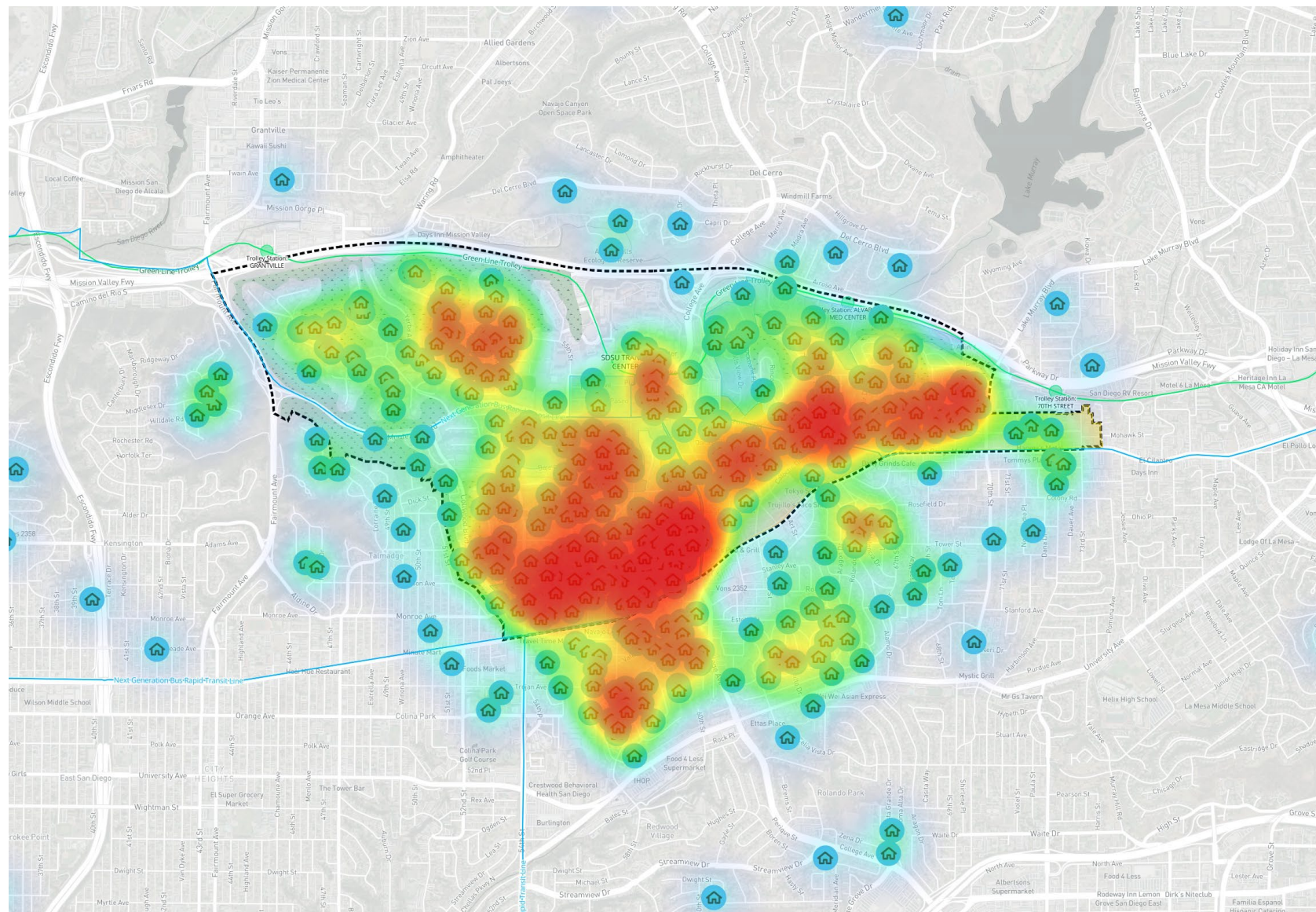


Which of the following best describes your race/ethnicity (select all that apply)?



# COMMUNITY LOCATION - HOME

Highest response rate  
from El Cerrito, but  
strong representation  
throughout the College  
Area

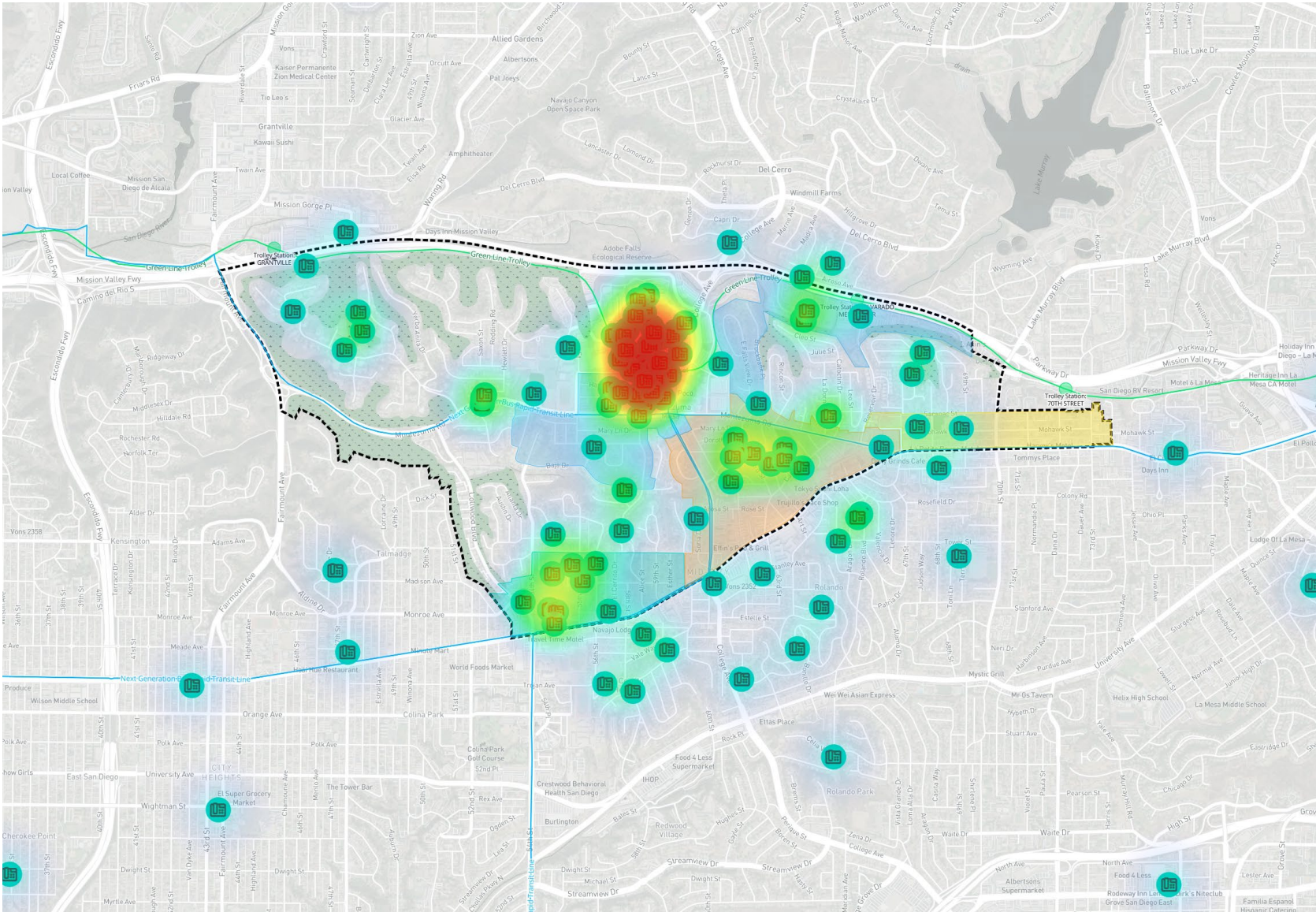




# COMMUNITY LOCATION - WORK



Responses  
concentrated highest  
at SDSU, Language  
Academy, and El  
Cerrito

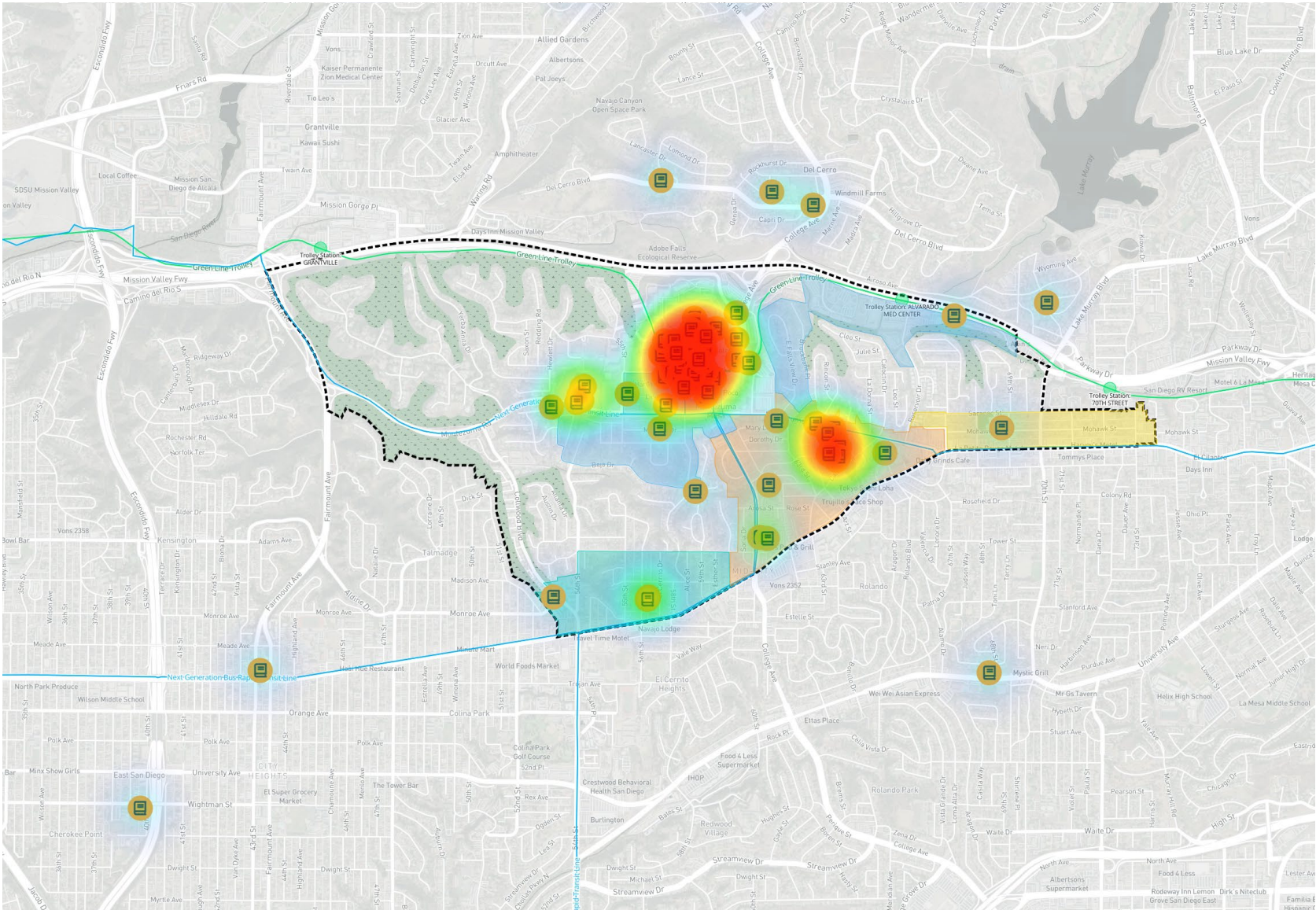




# COMMUNITY LOCATION – SCHOOL



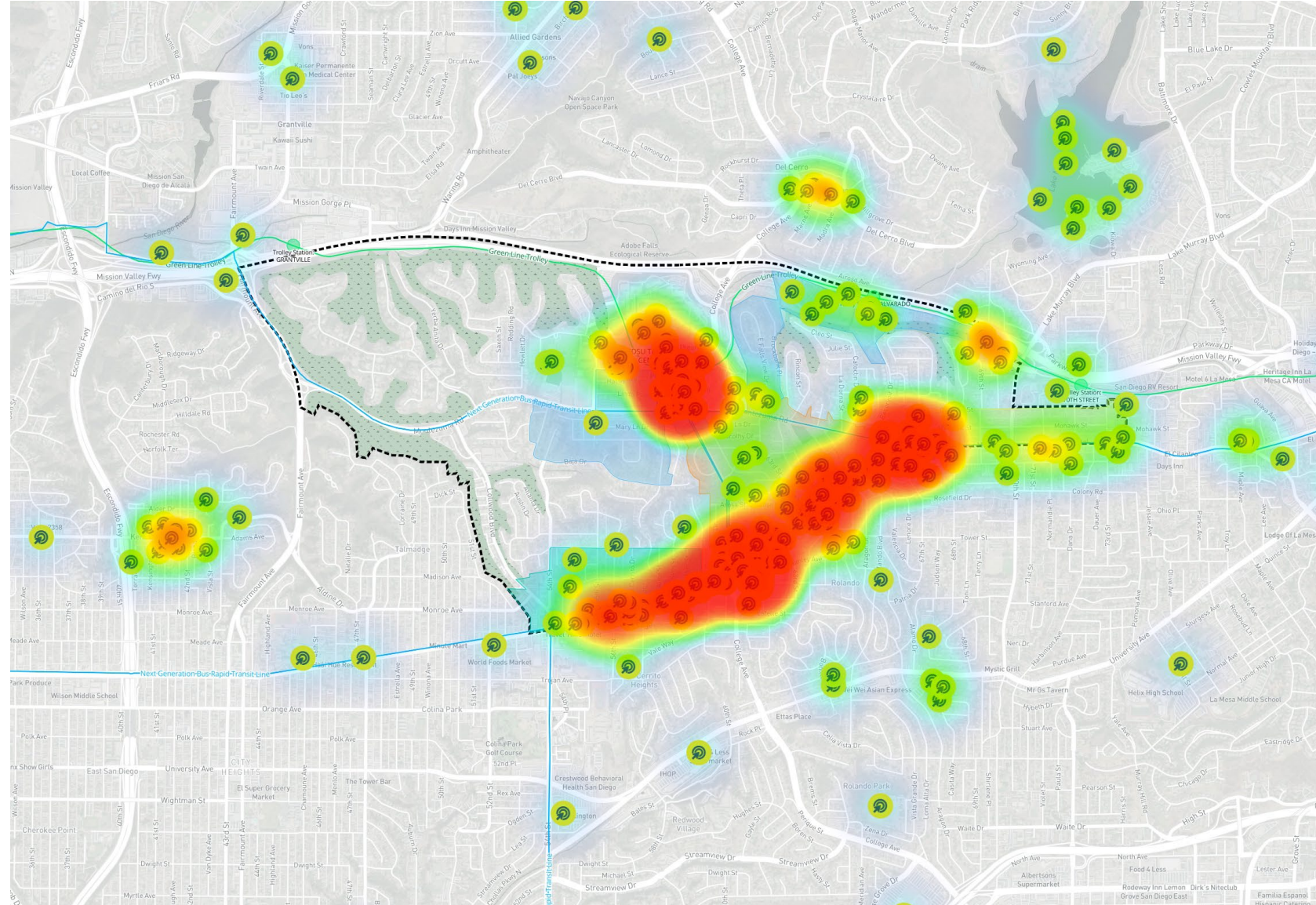
Responses  
concentrated highest  
at SDSU and  
Language Academy



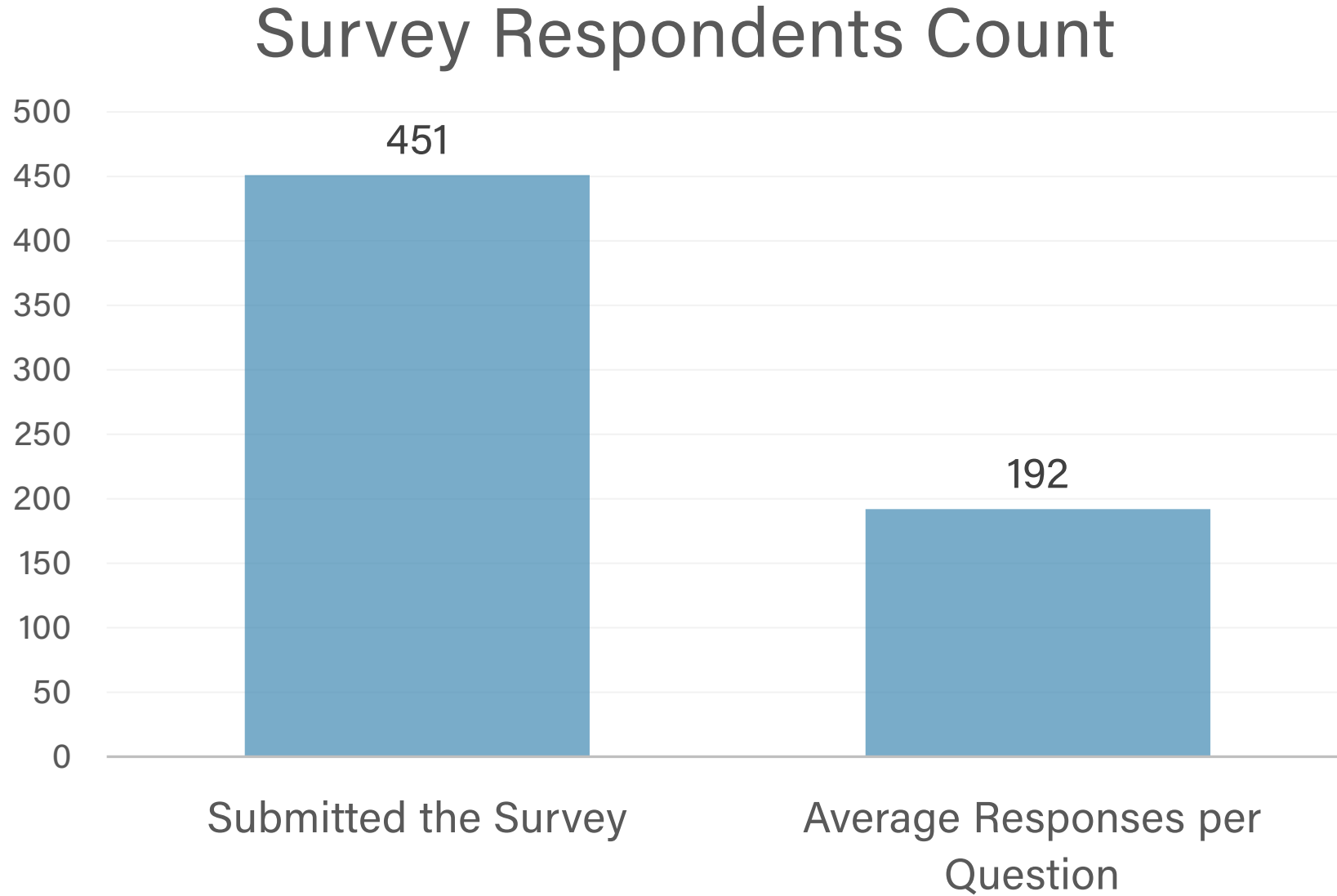


# COMMUNITY LOCATION - OTHER

Responses  
concentrated  
highest at SDSU and  
along the El Cajon  
Boulevard Corridor



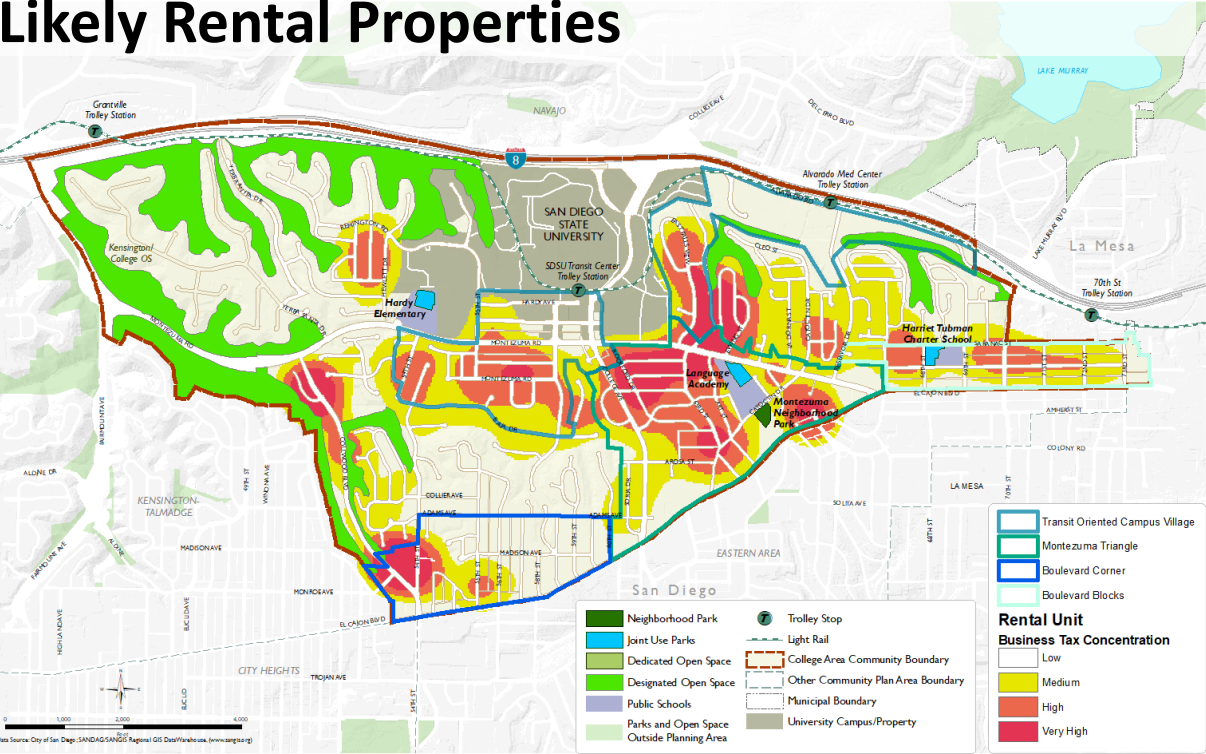
# SURVEY RESPONDENTS



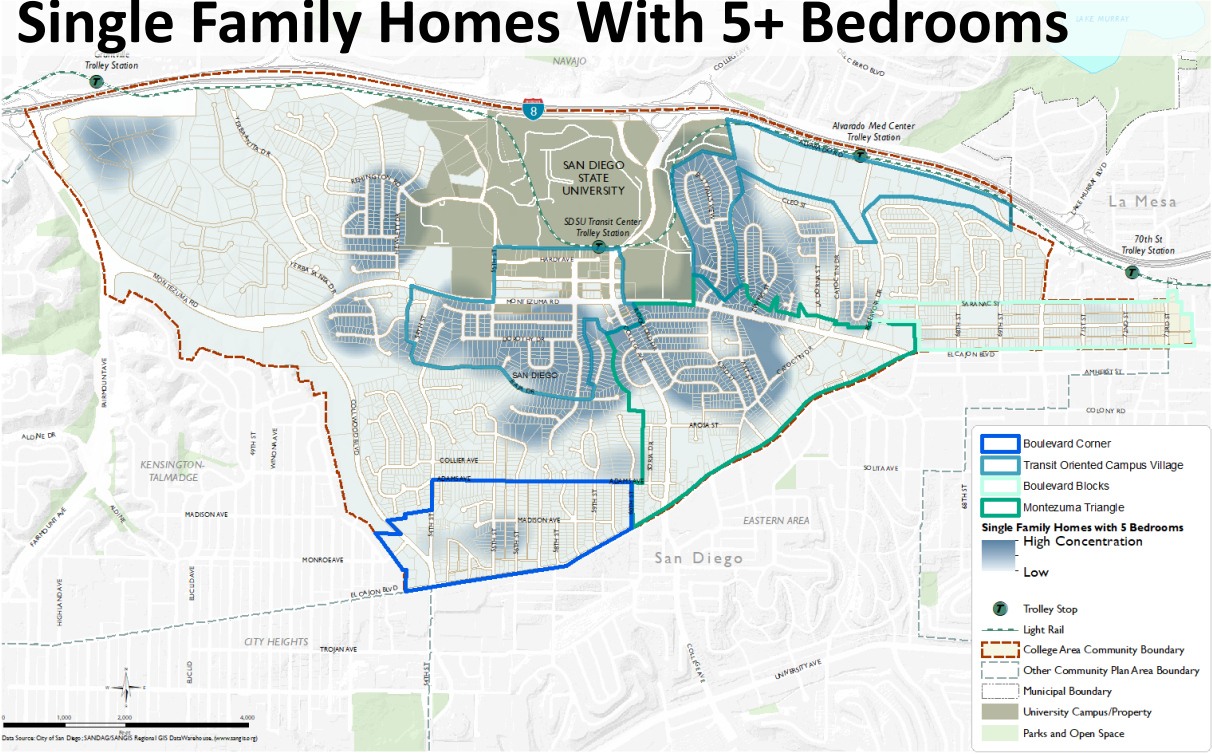


# FOCUS AREAS

## Likely Rental Properties



## Single Family Homes With 5+ Bedrooms



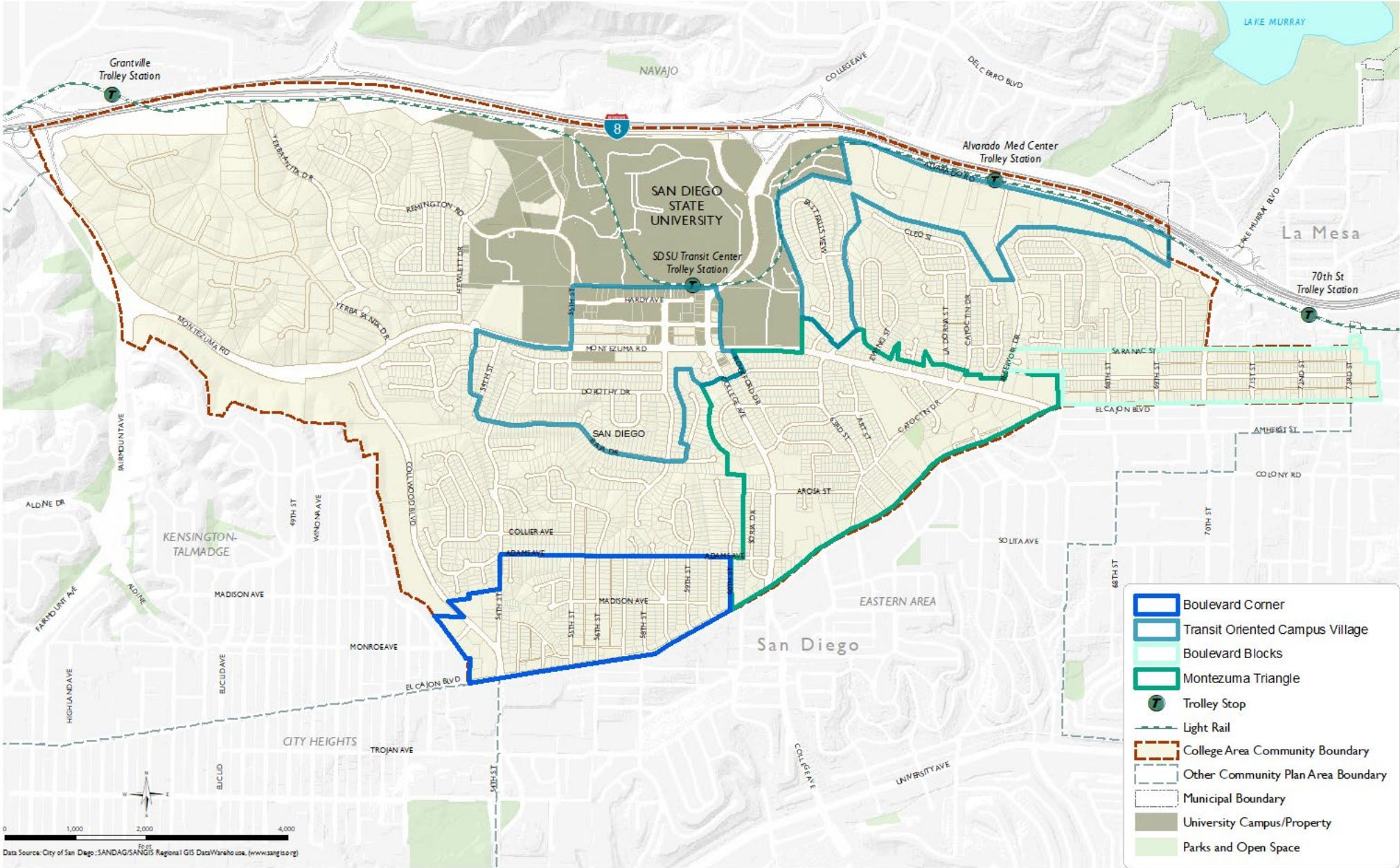
# PRESENTATION FORMAT

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# FOCUS AREAS





# BOULEVARD CORNER

The vision for this focus area is to create **new opportunities for housing and commercial development** that is complements the current and future transit system. This includes **new housing, opportunities for office, retail, and flexible live-work commercial uses** to make a **livelier street**, with new amenities and a series of **new parks and plazas along El Cajon Boulevard**.



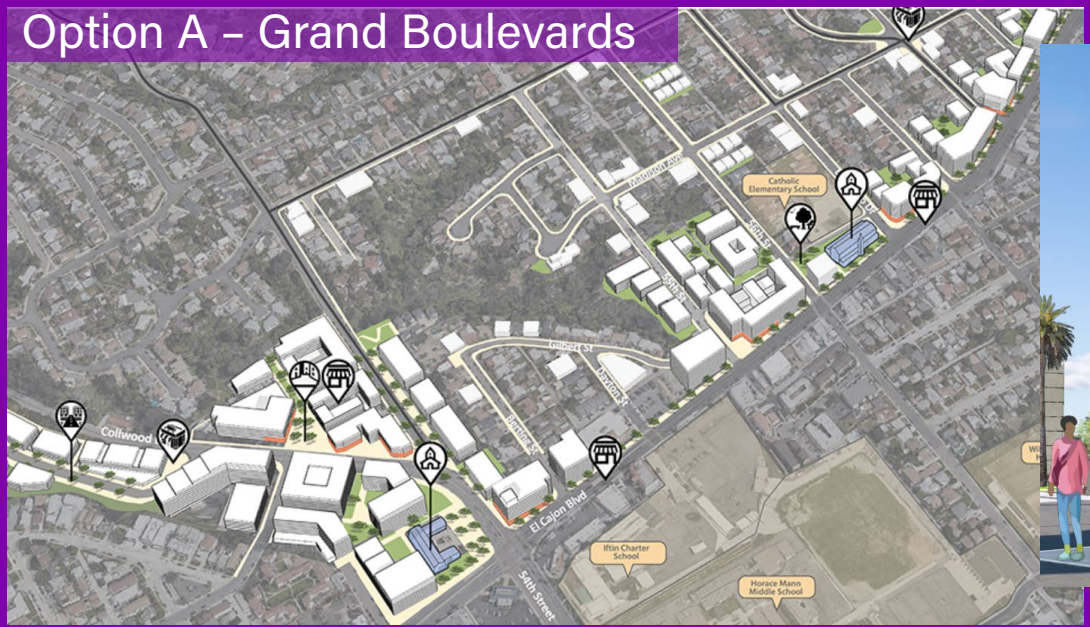


# BOULEVARD CORNER – BOTH APPROACHES



- Park
- Linear Park
- Street
- Plaza
- Commercial
- Corner Store / Active Junction
- Library
- Administration / Museum / Recreation Center
- Place of Worship
- Transit Station
- Pedestrian Bridge
- Canyon View

Option A – Grand Boulevards

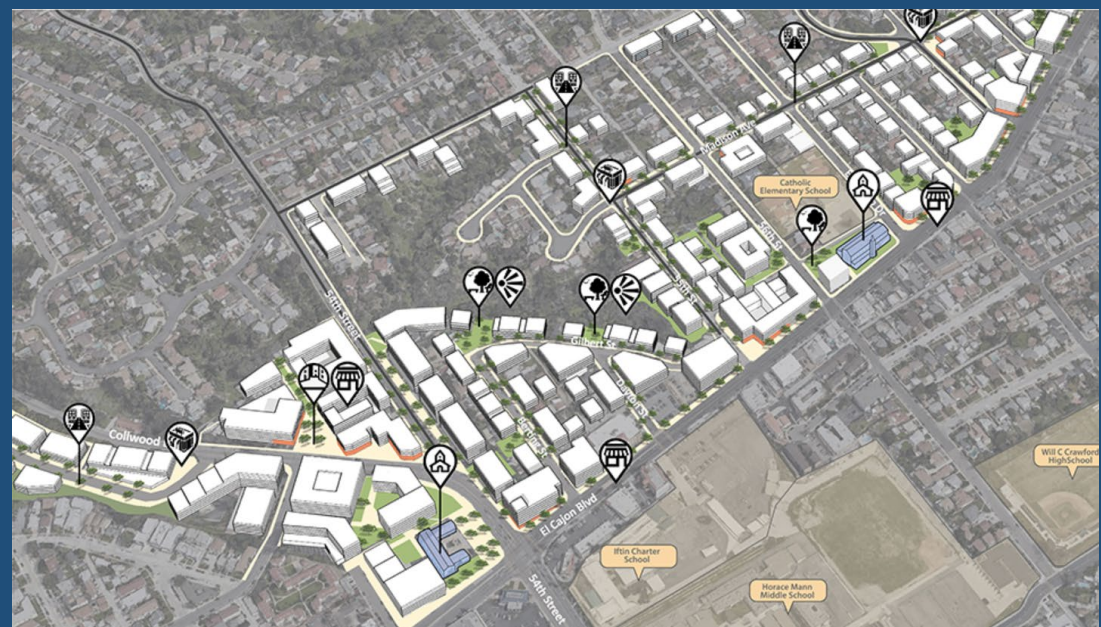
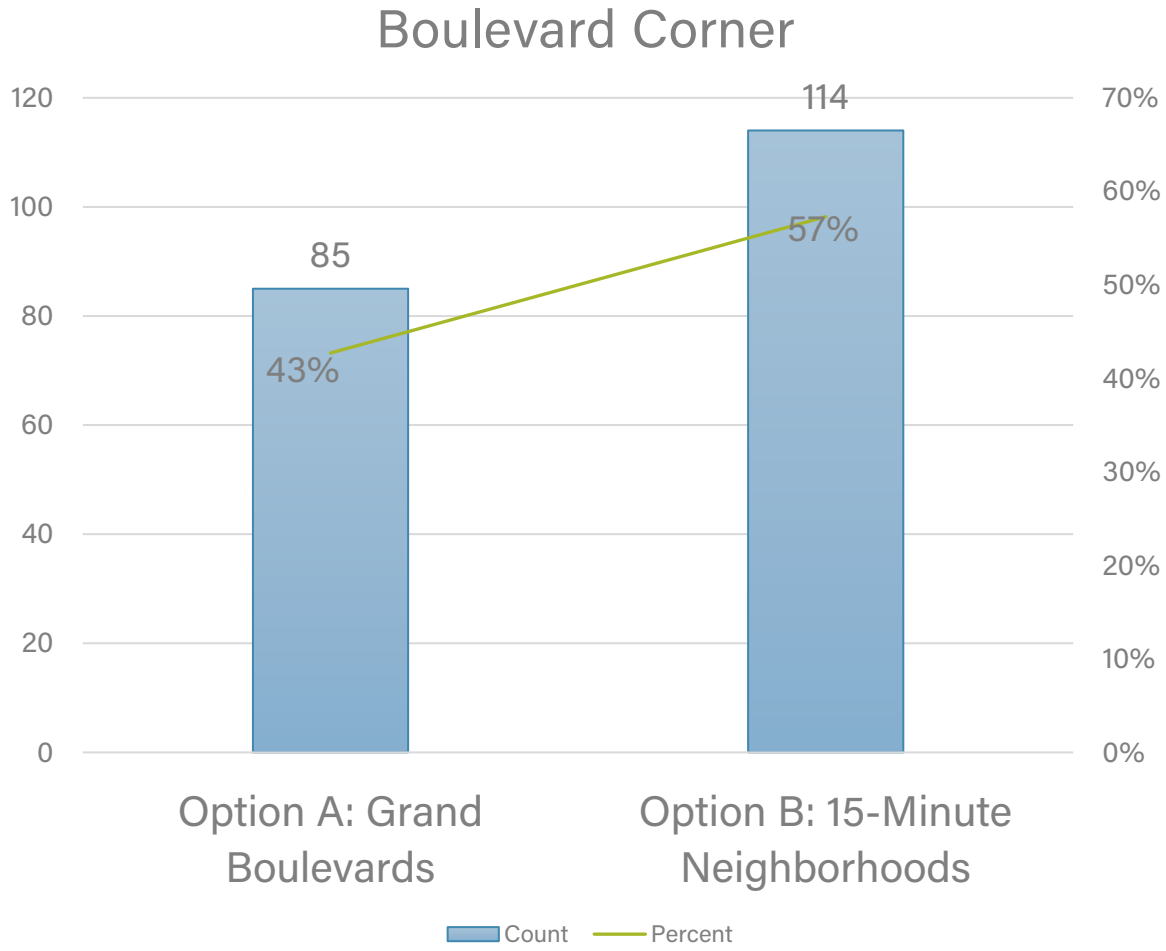


Option B – 15-Minute Neighborhoods





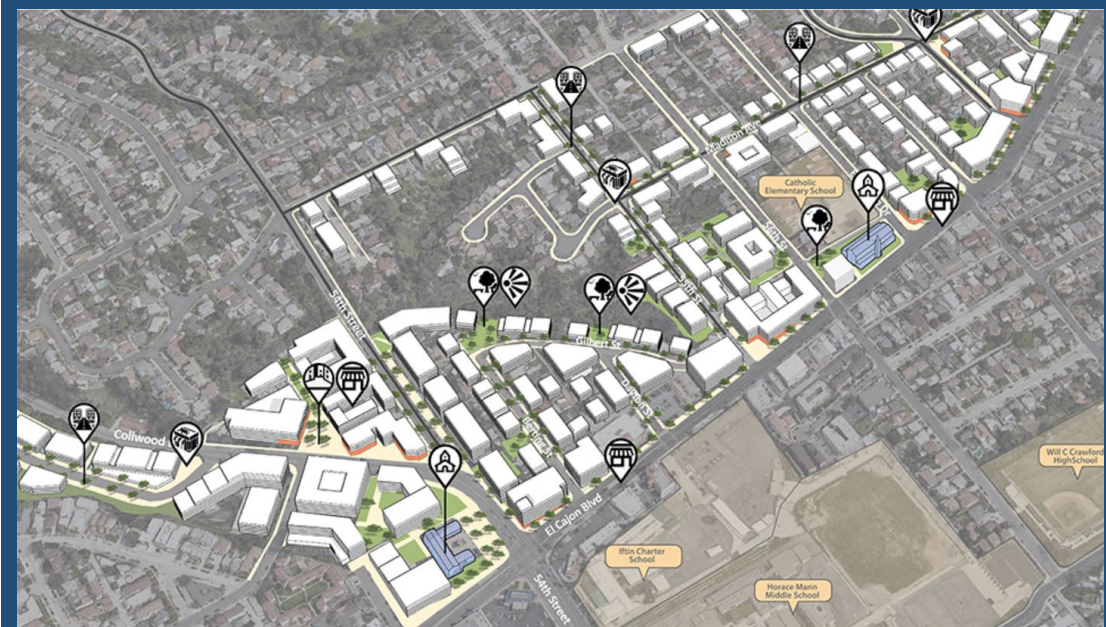
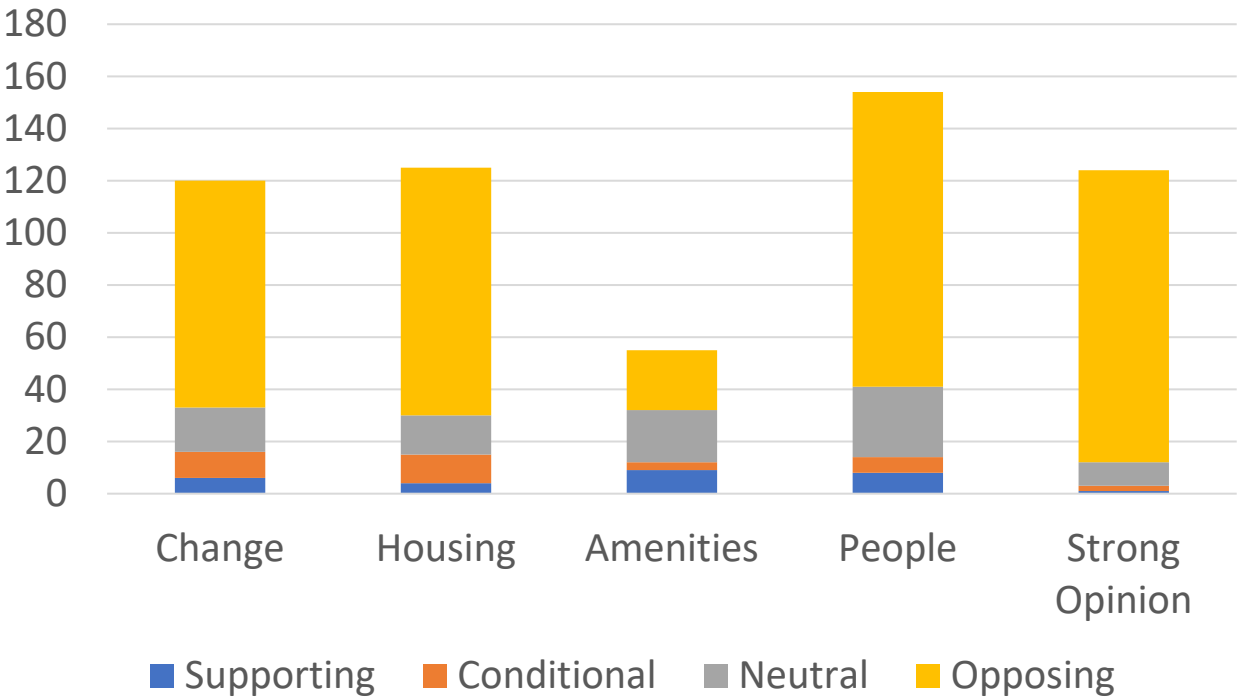
# BOULEVARD CORNER – 15-MINUTE NEIGHBORHOODS





# BOULEVARD CORNER – 15-MINUTE NEIGHBORHOODS

## Comment Analysis





# MONTEZUMA TRIANGLE

The vision for this focus area is to create opportunities to transition aging and obsolete buildings into new development that better serves the needs of the community. This includes **additional housing near transit**, new and improved public spaces, and **new locations for office, retail, and flexible live-work commercial uses**.

The first floor of buildings along major streets will be designed to serve existing and future residents with opportunities for **wider sidewalks along with new mini parks and plazas along El Cajon Boulevard and College Avenue**. Montezuma Road is envisioned as a transit corridor with a **well-landscaped linear park that improves active-mobility connections between SDSU and eastward neighborhoods**.















# MONTEZUMA TRIANGLE – GRAND BOULEVARDS

- |   |                                |   |   |
|---|--------------------------------|---|---|
|  | Park                           |  | Library                                     |
|  | Linear Park                    |  | Administration / Museum / Recreation Center |
|  | Street                         |  | Place of Worship                            |
|  | Plaza                          |  | Transit Station                             |
|  | Commercial                     |  | Pedestrian Bridge                           |
|  | Corner Store / Active Junction |  | Canyon View                                 |





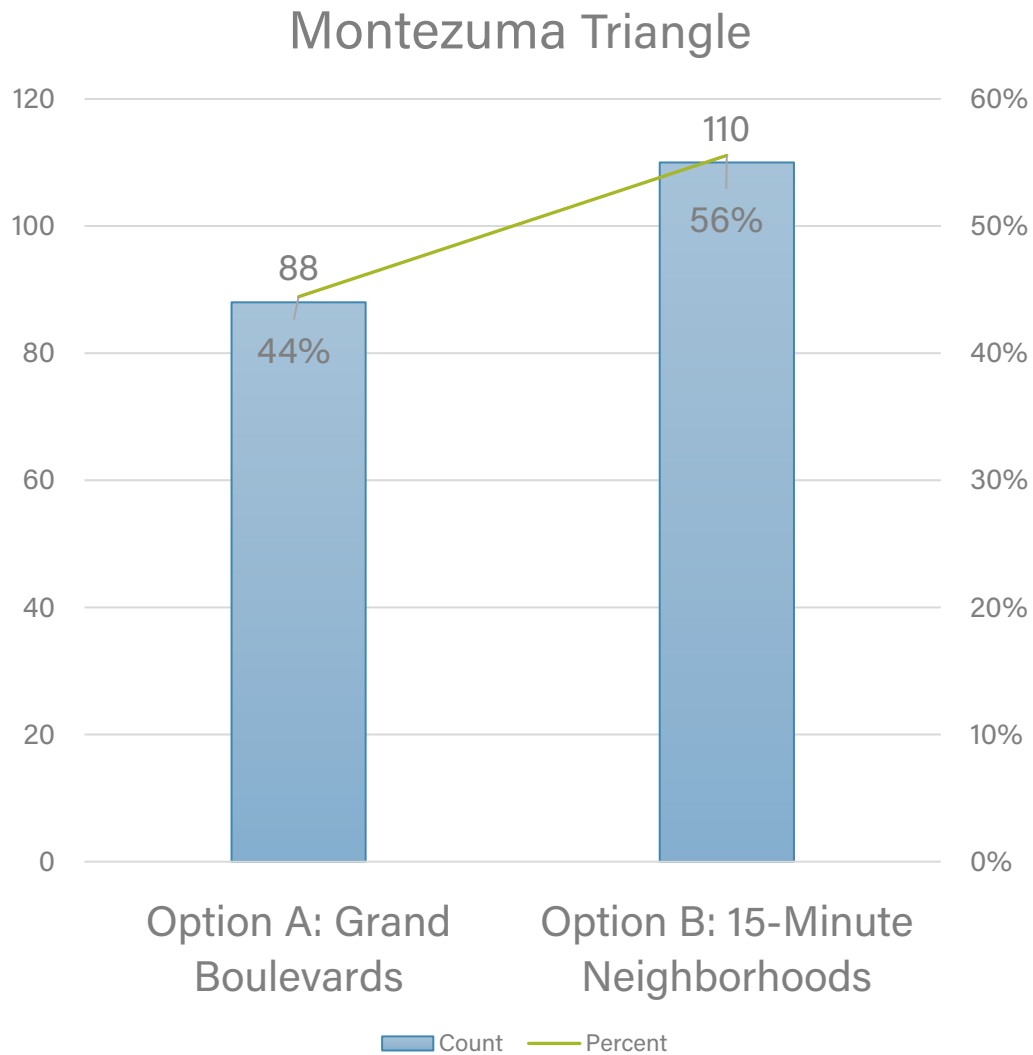
# MONTEZUMA TRIANGLE – 15-MINUTE NEIGHBORHOODS

- |   |                                |   |   |
|---|--------------------------------|---|---|
|  | Park                           |  | Library                                     |
|  | Linear Park                    |  | Administration / Museum / Recreation Center |
|  | Street                         |  | Place of Worship                            |
|  | Plaza                          |  | Transit Station                             |
|  | Commercial                     |  | Pedestrian Bridge                           |
|  | Corner Store / Active Junction |  | Canyon View                                 |





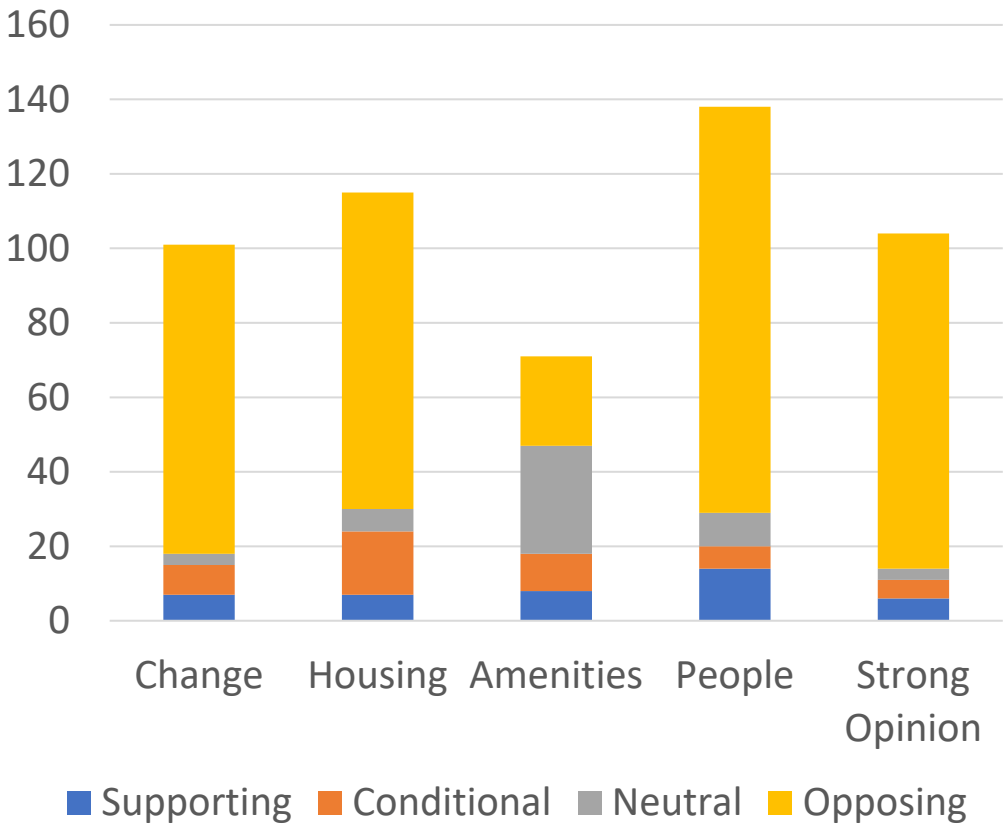
# MONTEZUMA TRIANGLE – 15-MINUTE NEIGHBORHOODS





# MONTEZUMA TRIANGLE – 15-MINUTE NEIGHBORHOODS

## Comment Analysis





# BOULEVARD BLOCKS

The vision for this focus area is to create opportunities for reinvestment while allowing **new housing** to be built **with community-serving amenities**. In addition, there would be new **opportunities for office, retail, and flexible live-work commercial uses** to serve existing and future residents on the first floor of buildings , along with **wider sidewalks to connect to a series of new mini-parks and plazas along El Cajon Boulevard**.





# BOULEVARD BLOCKS – BOTH APPROACHES



- Park
- Linear Park
- Street
- Plaza
- Commercial
- Corner Store / Active Junction
- Library
- Administration / Museum / Recreation Center
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Option A – Grand Boulevards



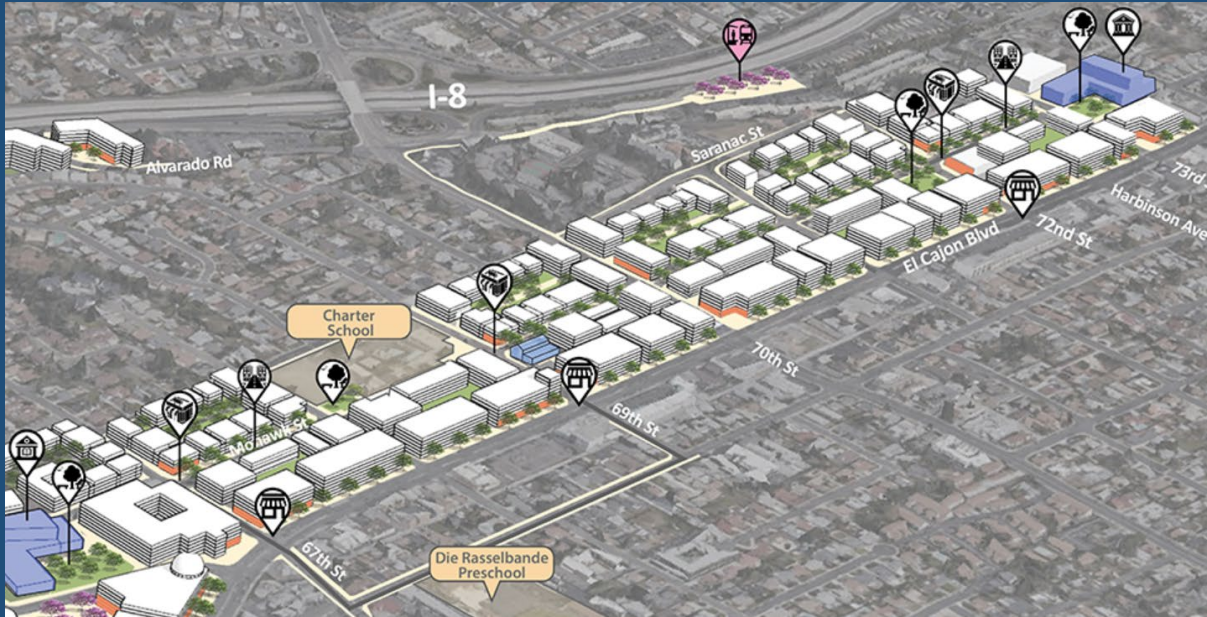
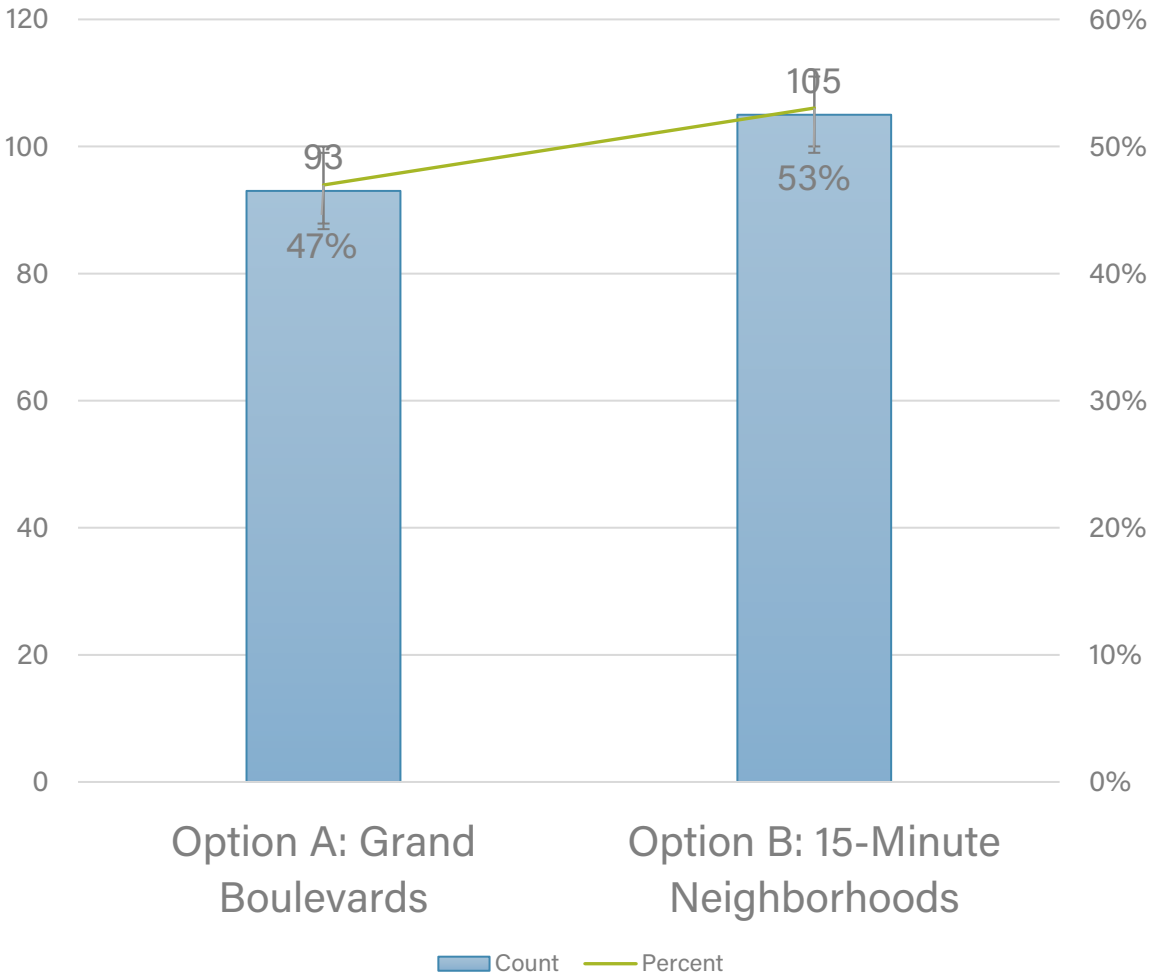
Option B – 15-Minute Neighborhoods





# BOULEVARD BLOCKS – 15-MINUTE NEIGHBORHOODS

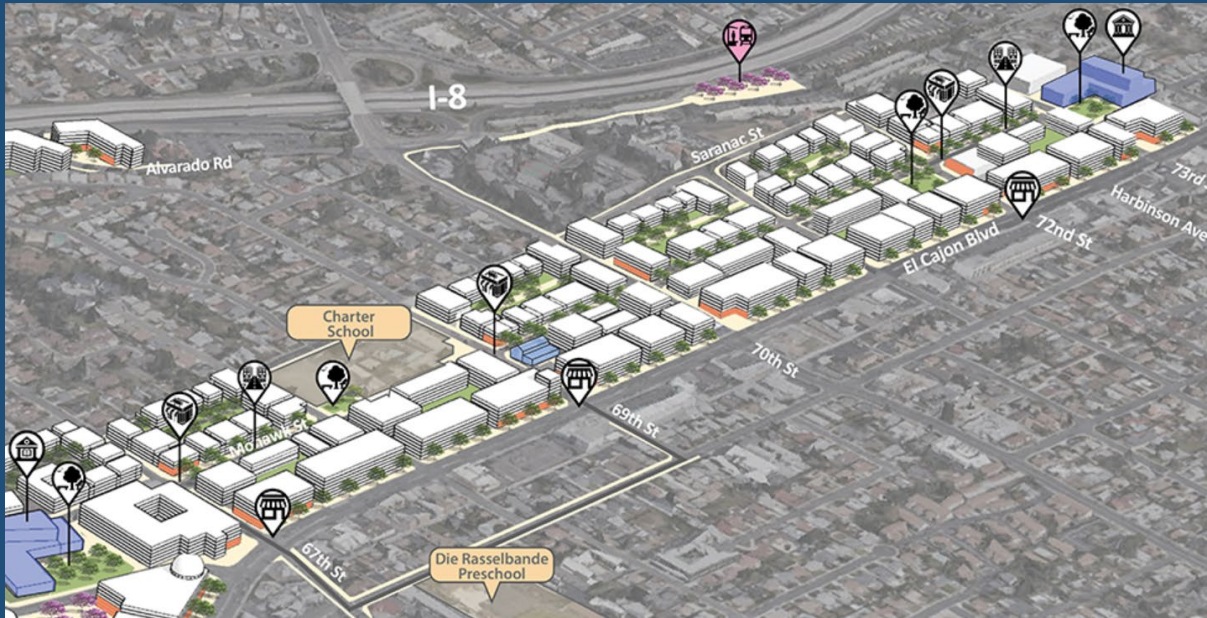
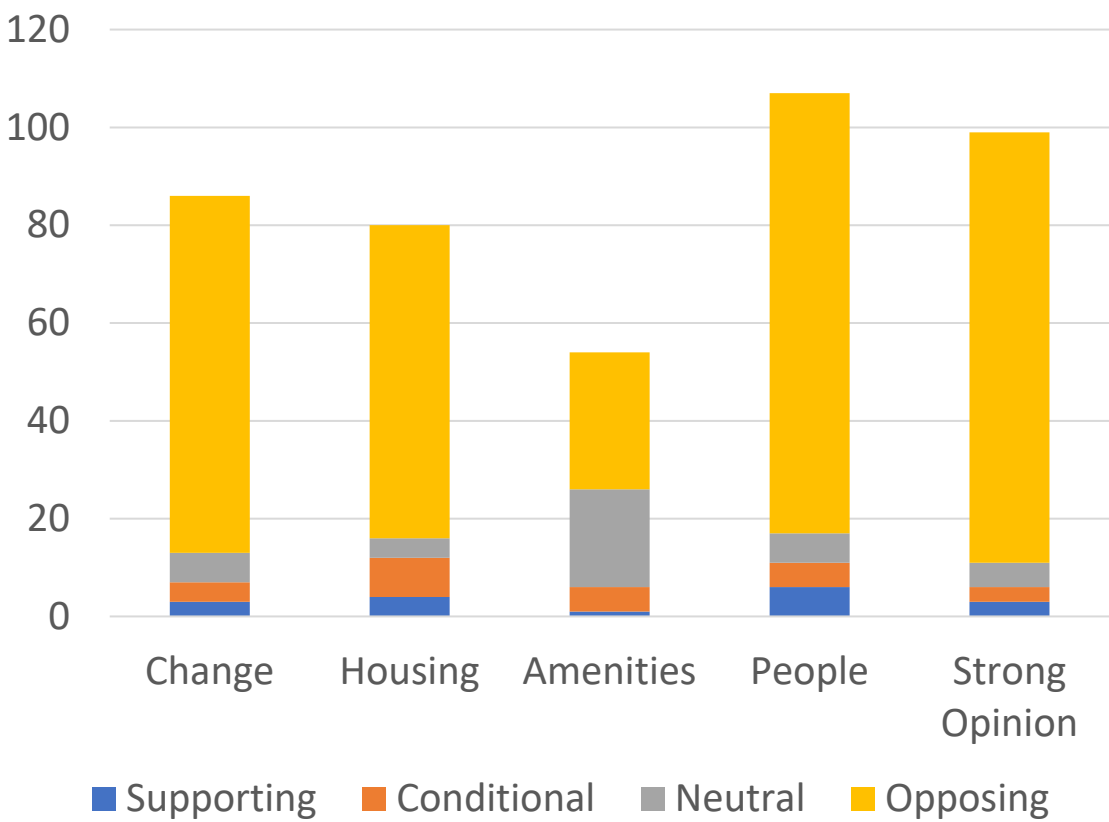
Boulevard Blocks





# BOULEVARD BLOCKS – 15-MINUTE NEIGHBORHOODS

## Comment Analysis





# TRANSIT-ORIENTED CAMPUS VILLAGE

The vision for this focus area is to create **new opportunities for development that complement SDSU and the trolley stops.**

This would include **increased opportunities for multi-family housing, new amenities, and opportunities for office-commercial uses to support the future needs of the university, Alvarado Hospital, and the broader business community.**

Amenities would include **new restaurants and retail spaces that serve residents, small parks and plazas, linked to a linear park along Montezuma road.**

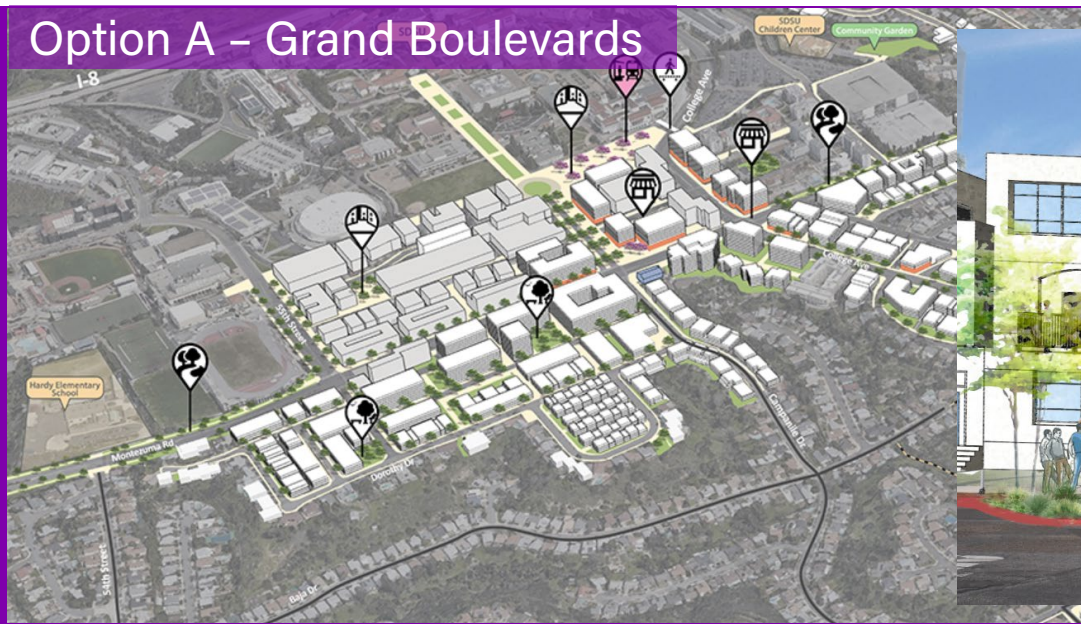




# TRANSIT-ORIENTED CAMPUS VILLAGE – BOTH APPROACHES

-  Park
-  Linear Park
-  Street
-  Plaza
-  Commercial
-  Corner Store / Active Junction
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## Option A – Grand Boulevards

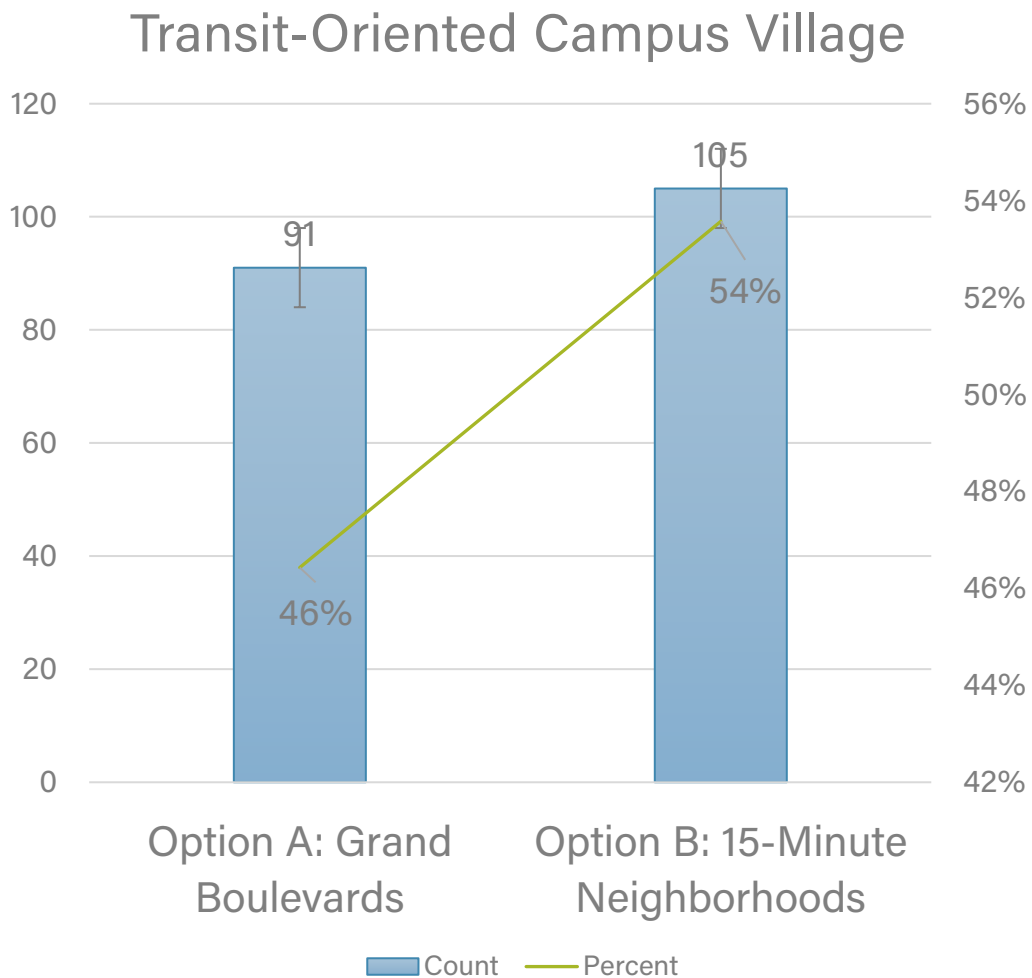


## Option B – 15-Minute Neighborhoods





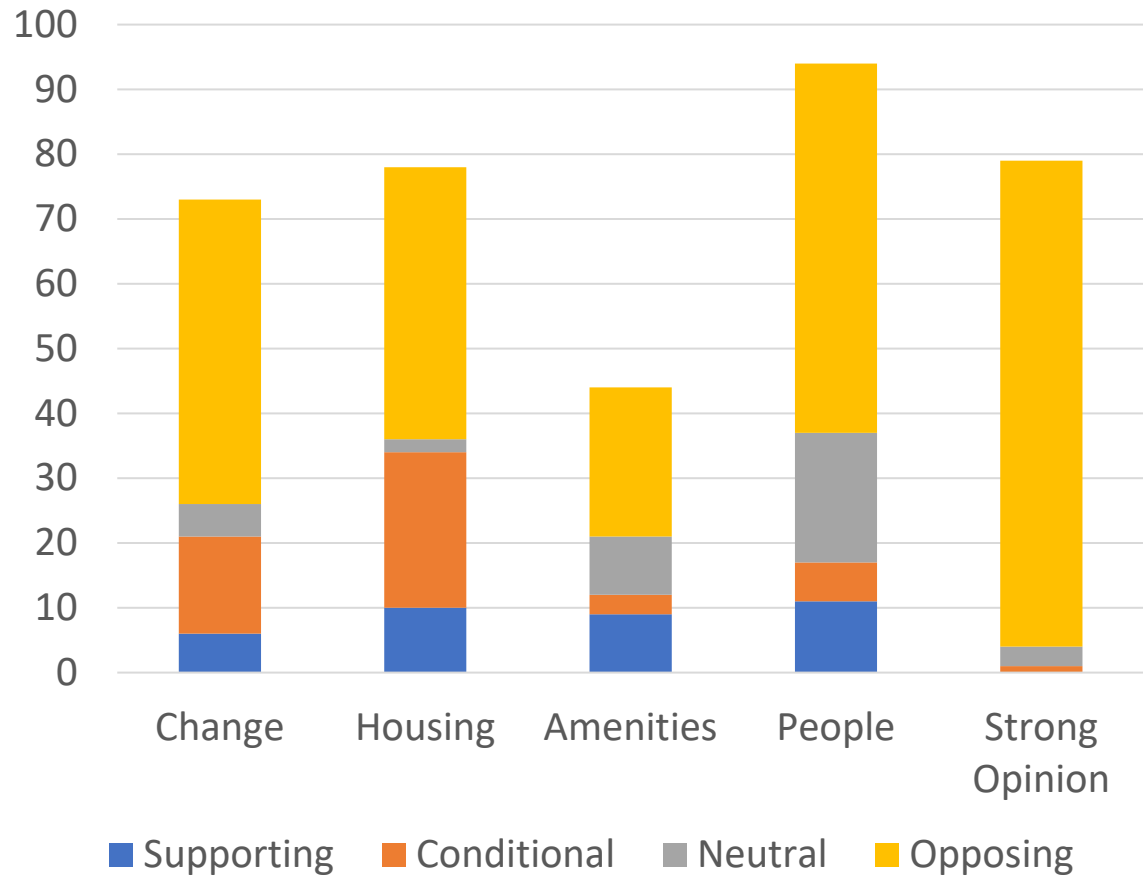
# TRANSIT-ORIENTED CAMPUS VILLAGE – 15-MINUTE NEIGHBORHOODS





# TRANSIT-ORIENTED CAMPUS VILLAGE – 15-MINUTE NEIGHBORHOODS

## Comment Analysis





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