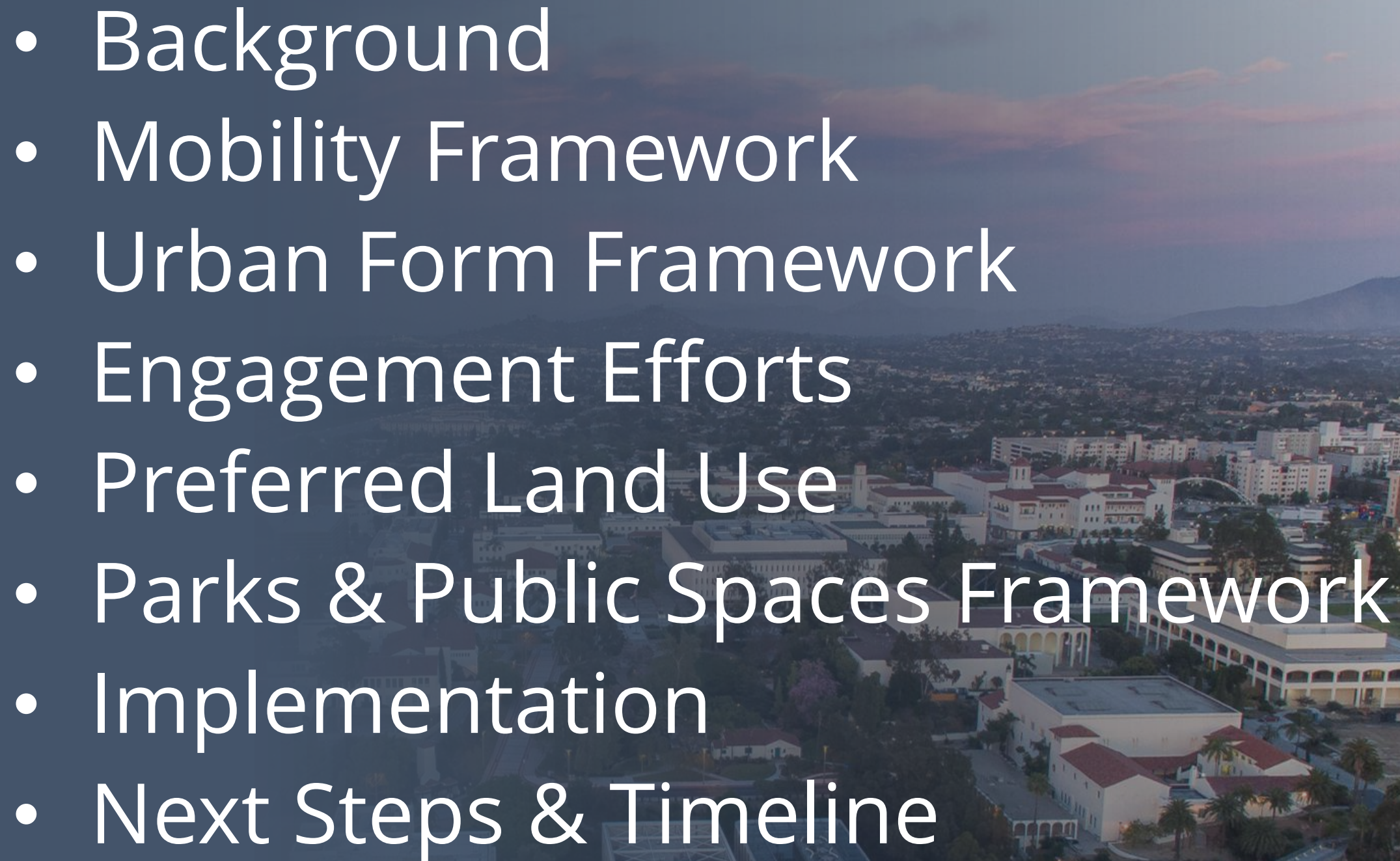


City Planning Department

College Area Community Plan Update

January 13, 2025



- 
- An aerial photograph of a city at dusk. The city is densely packed with buildings, mostly multi-story structures. In the background, there are rolling hills or mountains under a sky with soft, colorful clouds in shades of pink, orange, and blue. The foreground shows some larger, more prominent buildings and a green field.
- Background
 - Mobility Framework
 - Urban Form Framework
 - Engagement Efforts
 - Preferred Land Use
 - Parks & Public Spaces Framework
 - Implementation
 - Next Steps & Timeline

Background



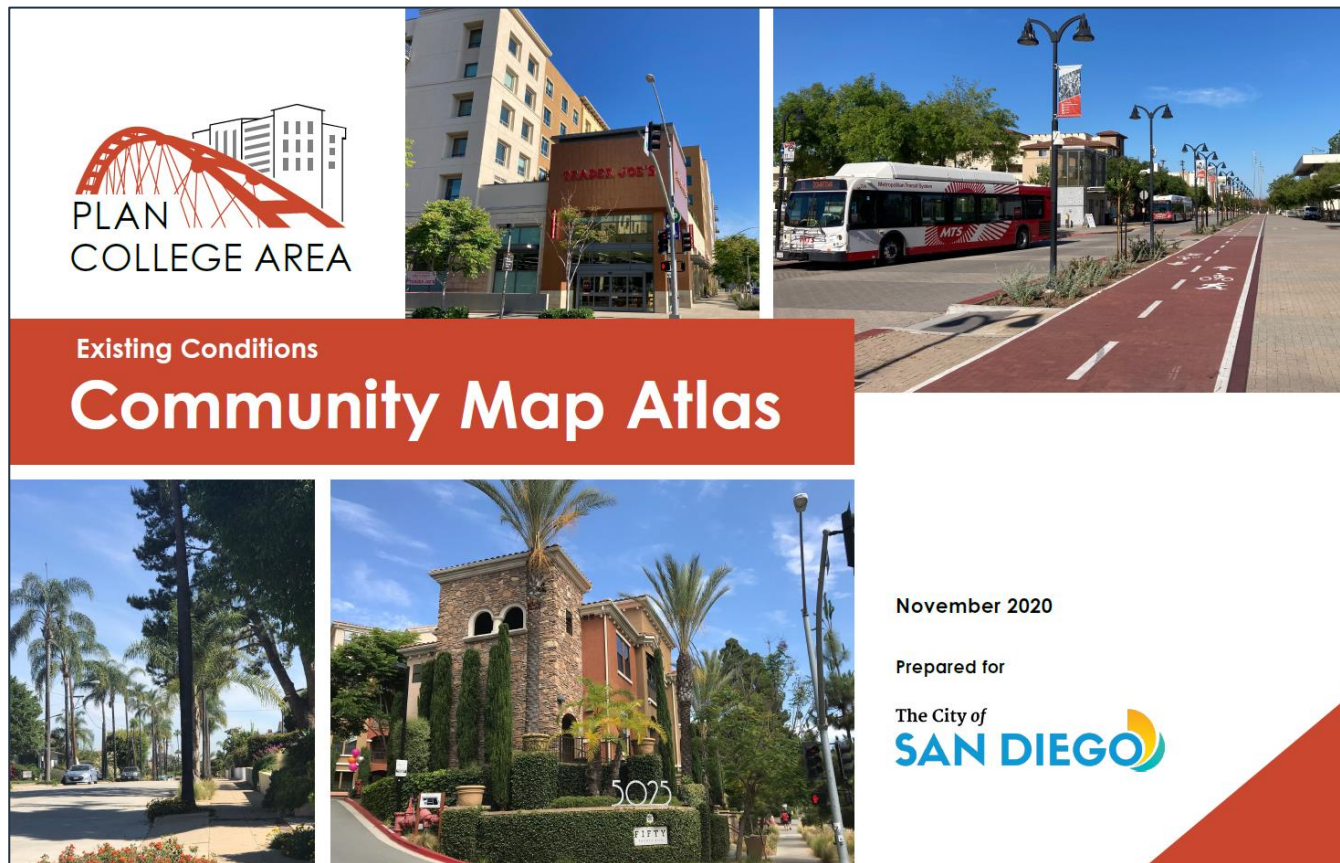
2019 – 2020

7 Vision Report *summarized*

1. Increase housing at corridors and nodes
2. Improve local mobility
3. A 'Campus Town' near SDSU
4. A linear park along Montezuma Road
5. Create a sense of identity and place
6. Connections between to SDSU
7. Protect the integrity of single-family neighborhoods

March 2020

CPU Kick-off



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

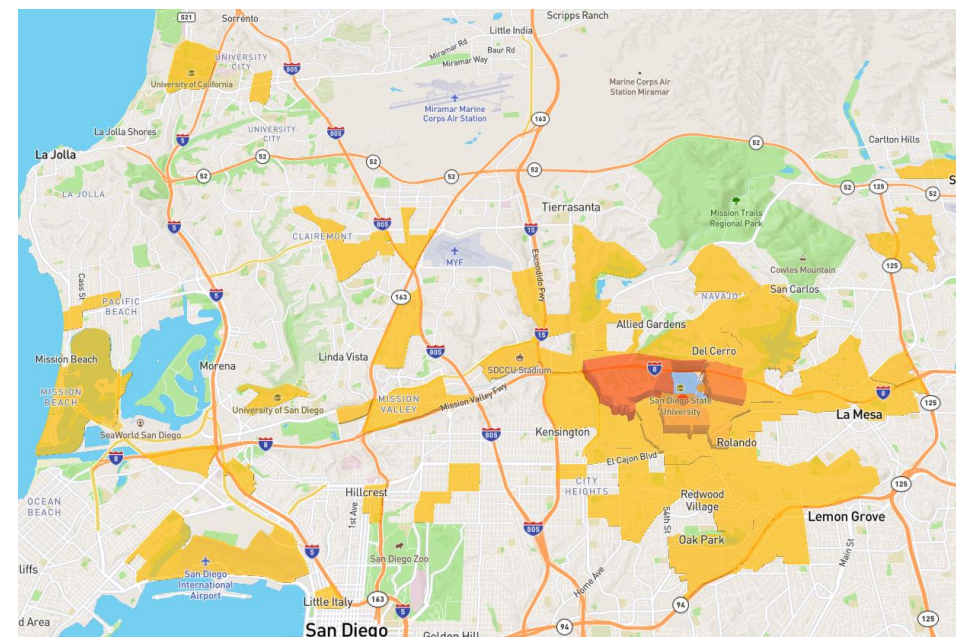
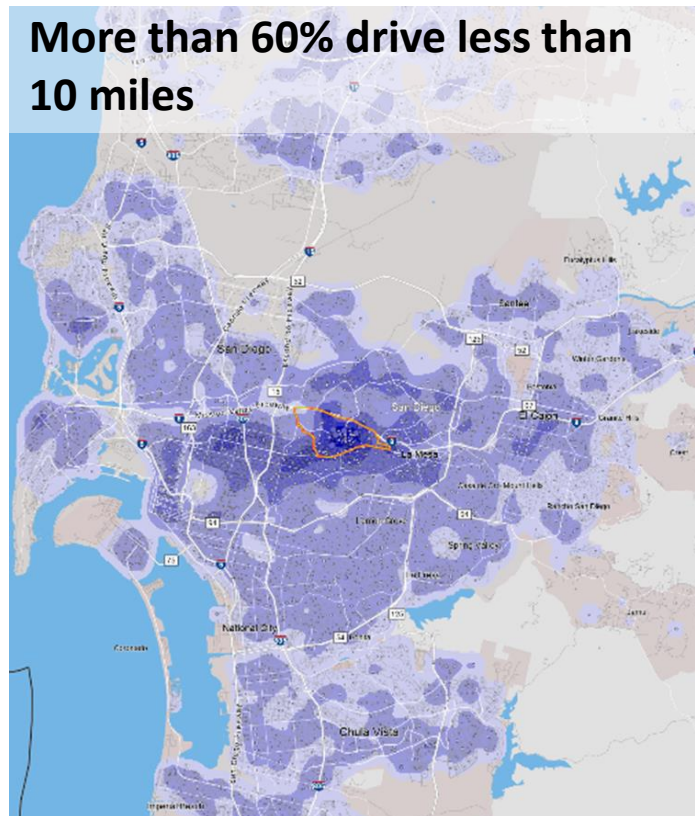
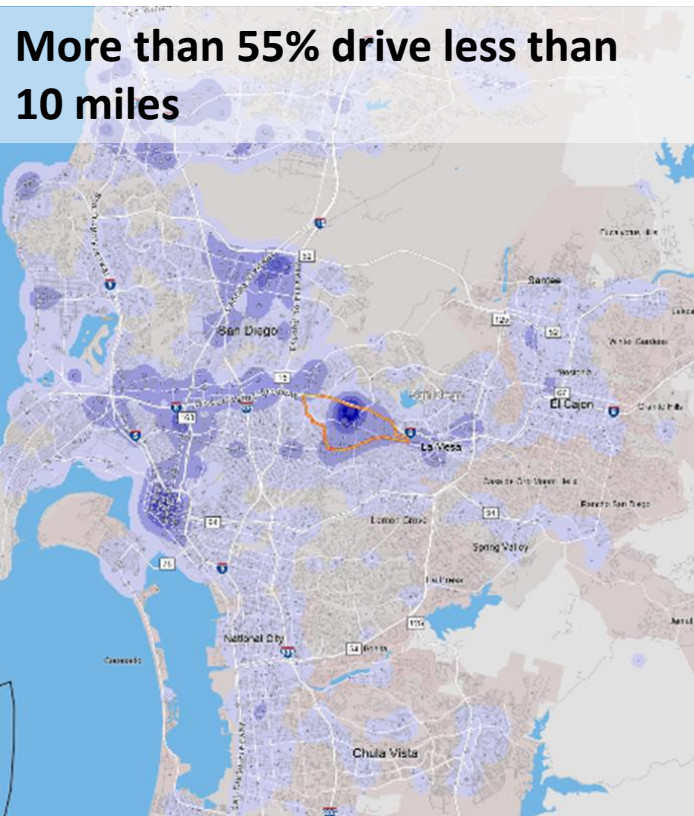


Mobility

Where do College Area residents work?

Where do College Area employees live?

Where do SDSU students / employees live?



Source: ReplicaHQ

Source: U.S. Census Bureau

Safety & Mobility



Social Function



Ecological Function

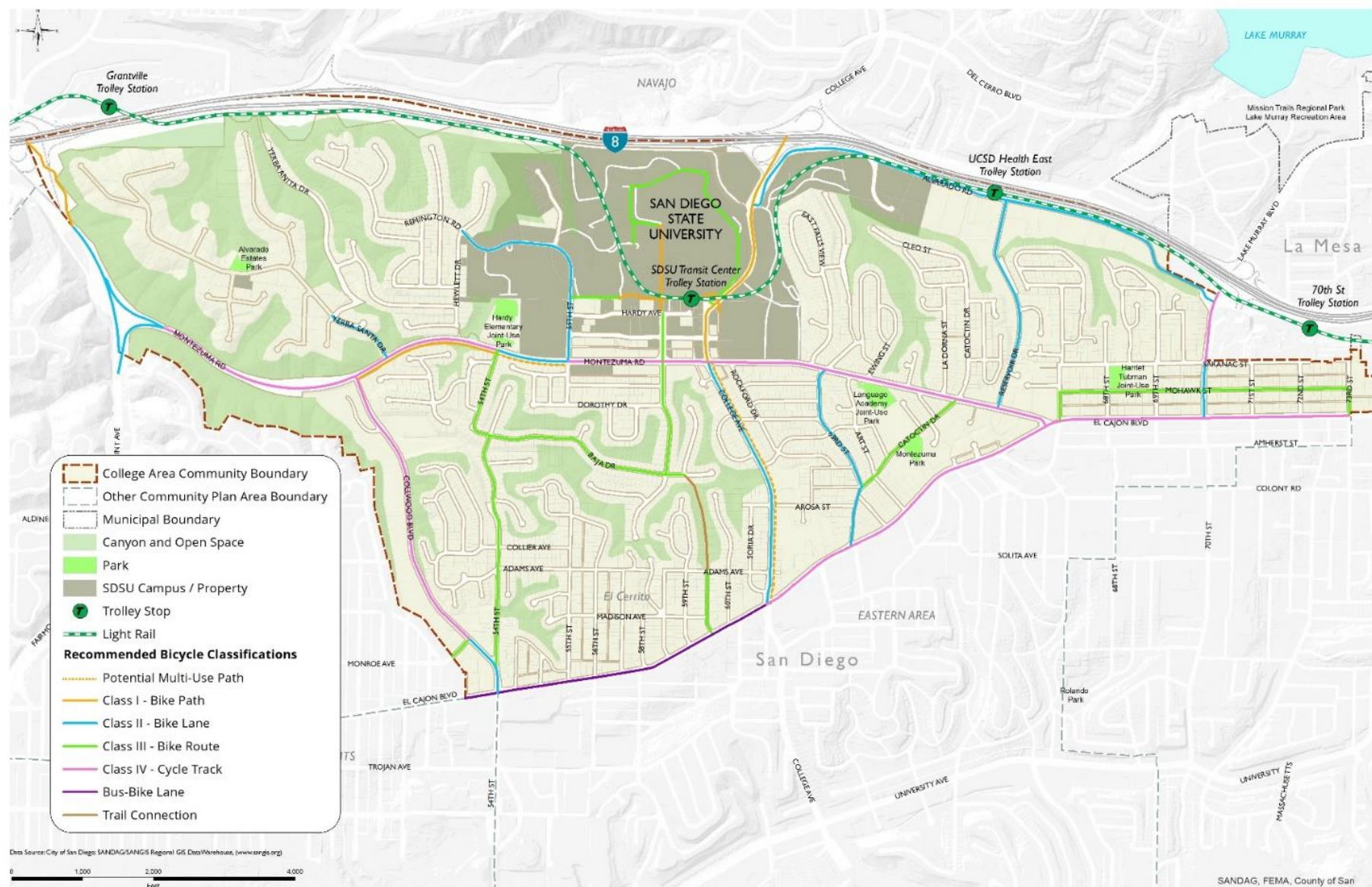


Multiple Mobility Choices

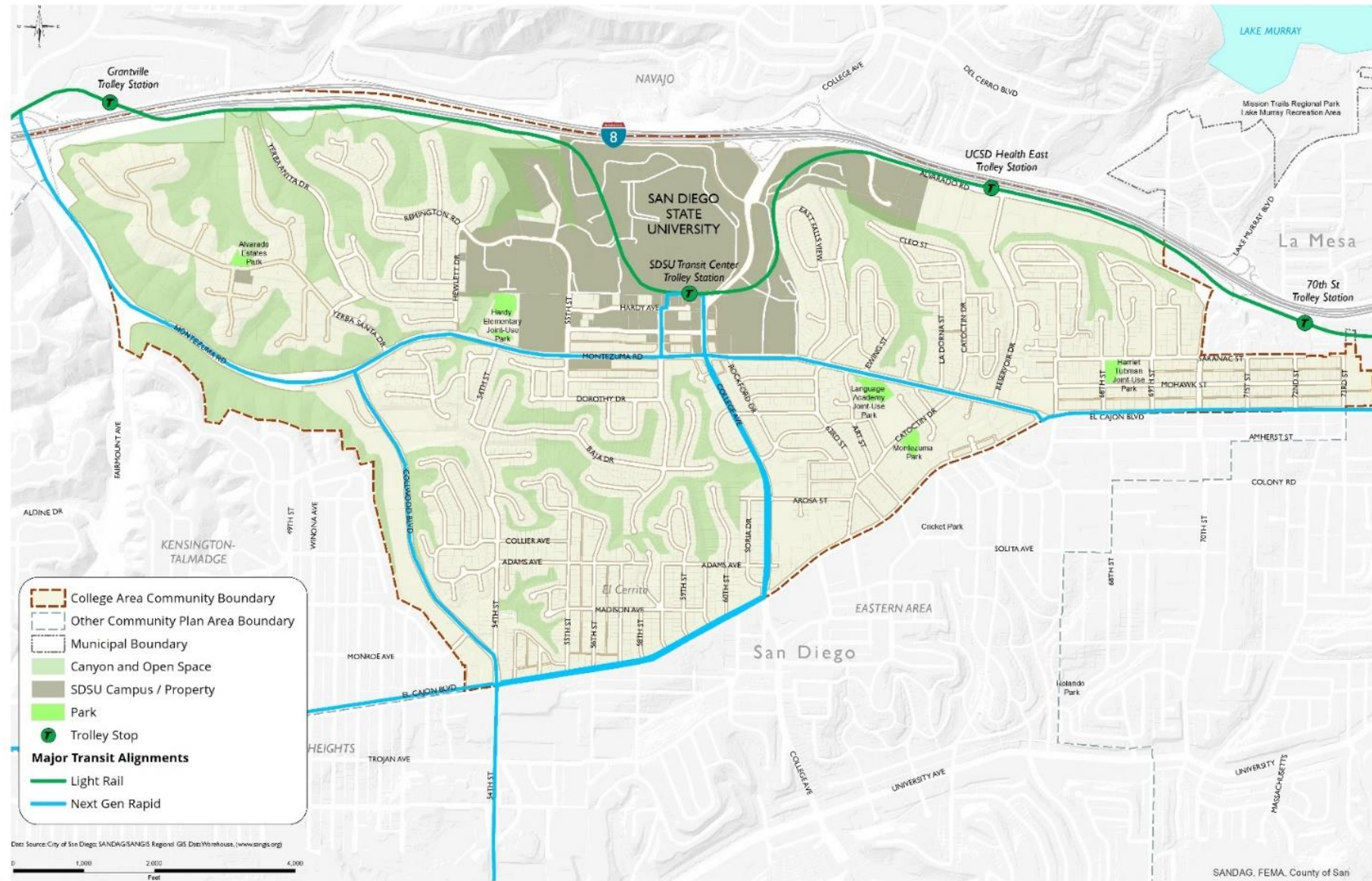
Pocket Parks & Sidewalk Seating

Stormwater Management/Urban Greening

- **Protected cycle tracks** along the main corridors facilitating external connections to other communities (pink)
- **Separated bike lanes** (blue) and low-stress **bike routes** (green) facilitating internal connections within College Area

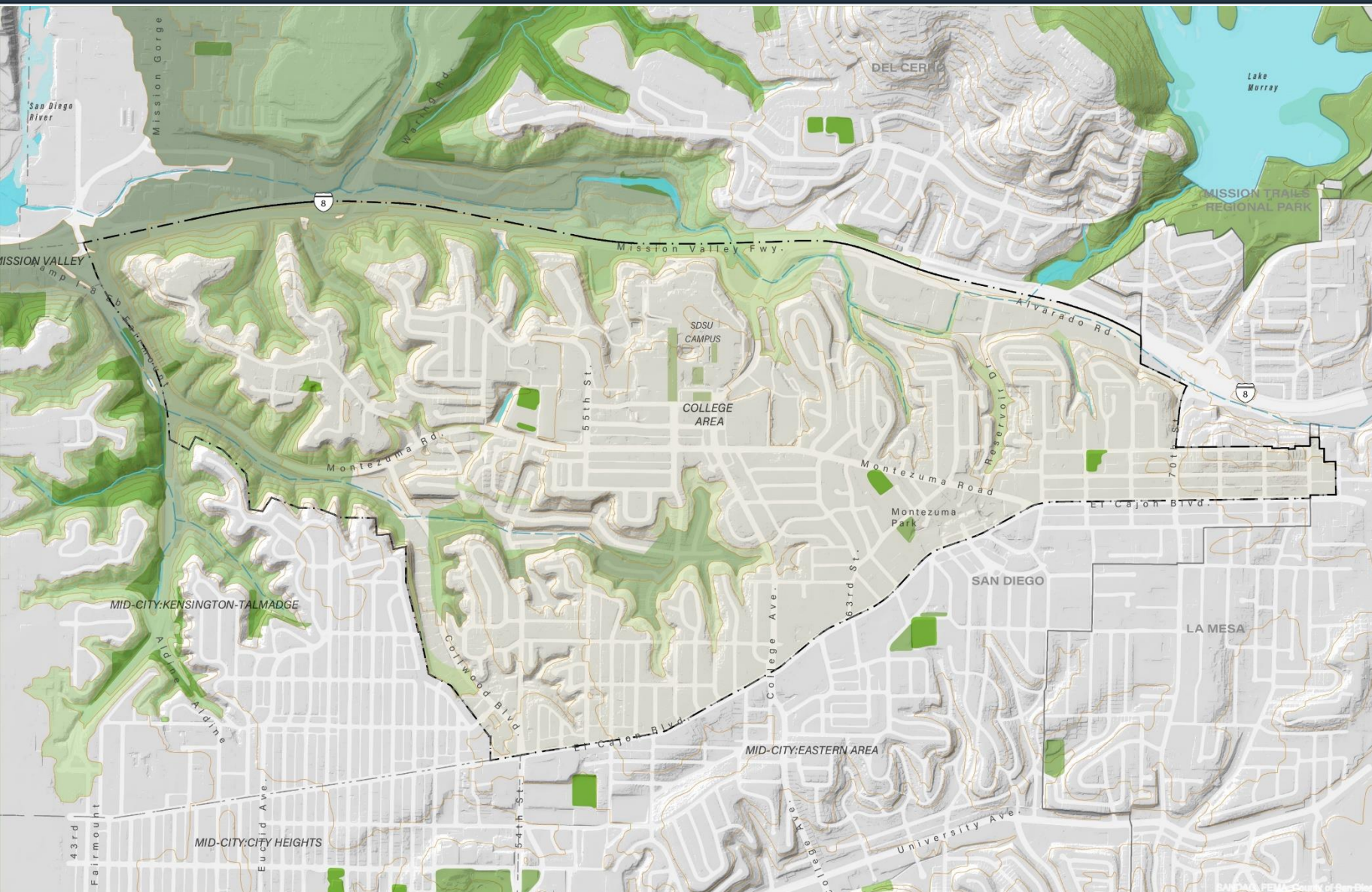


- Implement SANDAG planned **Next Generation Bus Rapid Transit** (blue) with **dedicated transit lanes, transit priority** (e.g. transit signals and queue jumps) **and transit amenities** (e.g. shelters, seating and lighting)



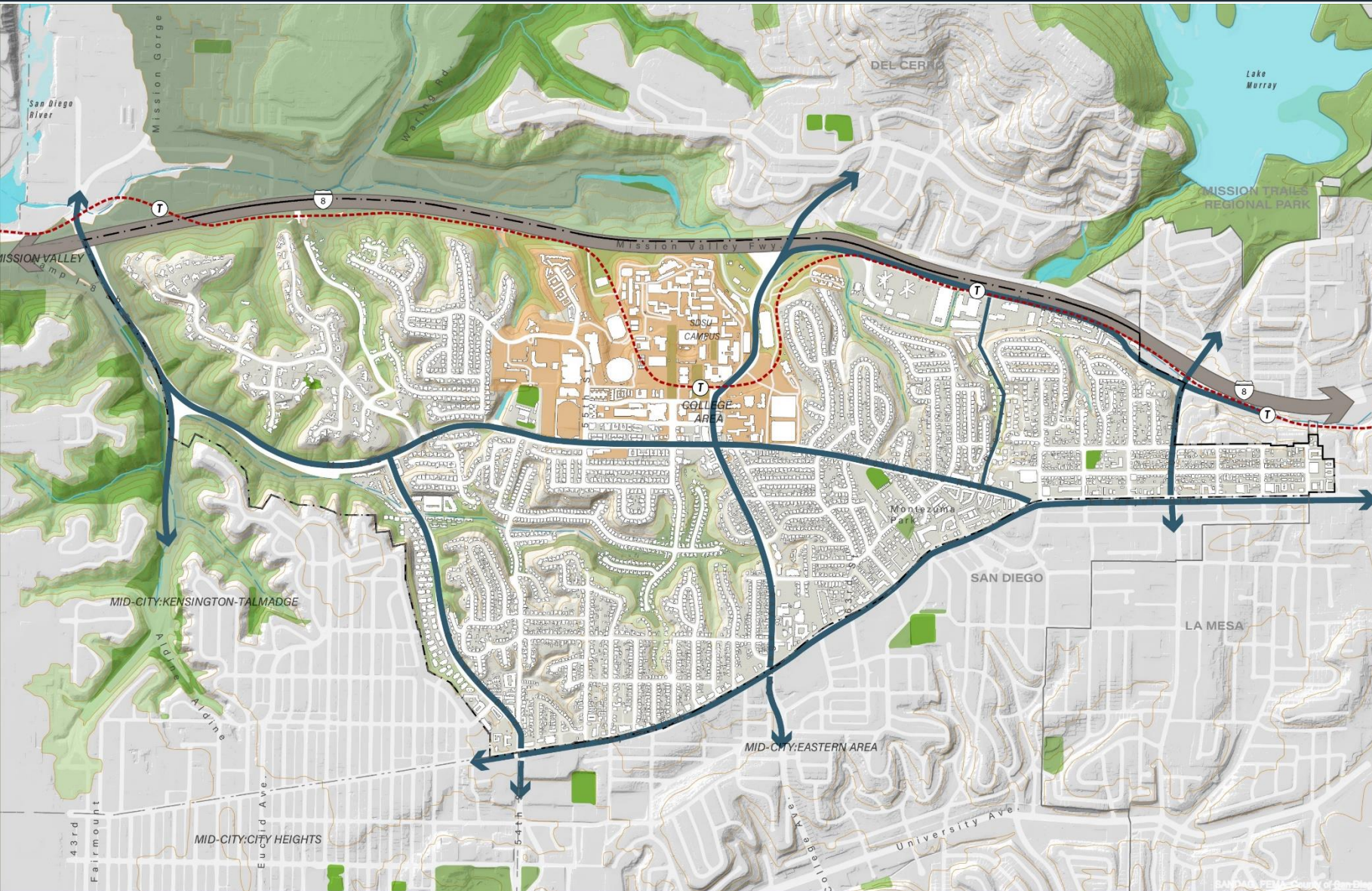


Urban Form Framework



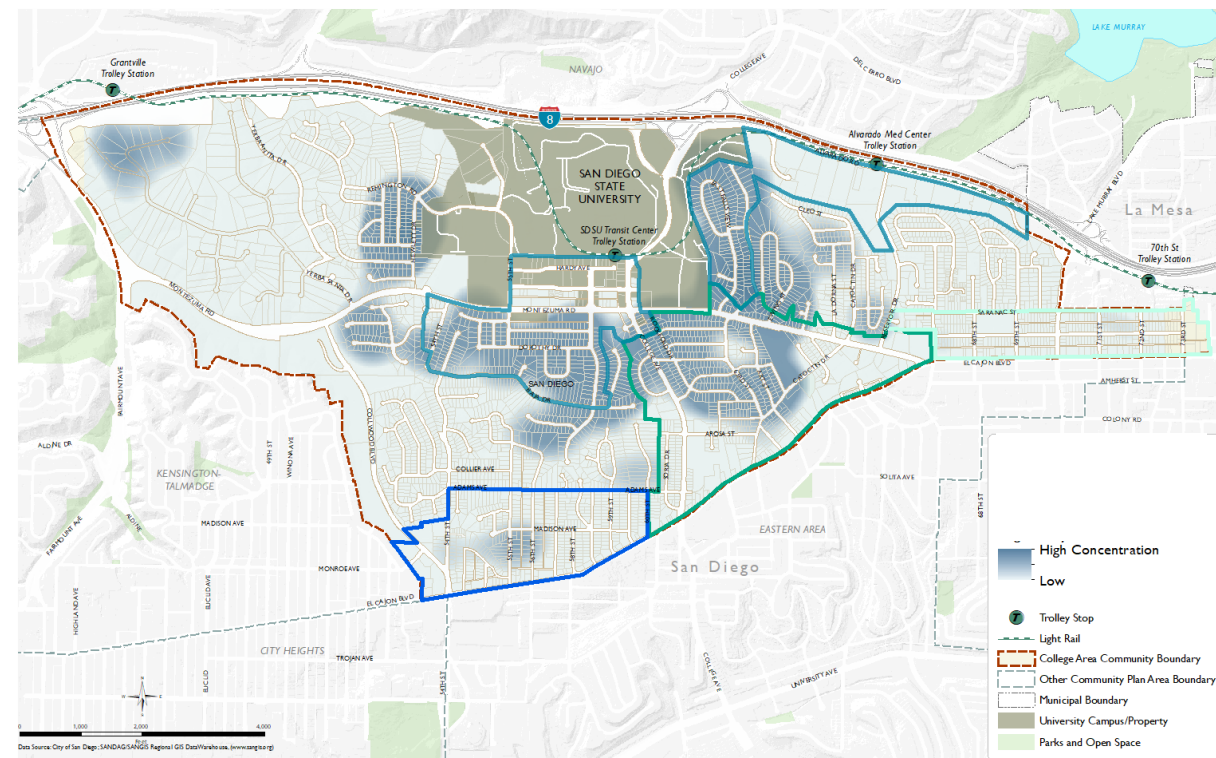
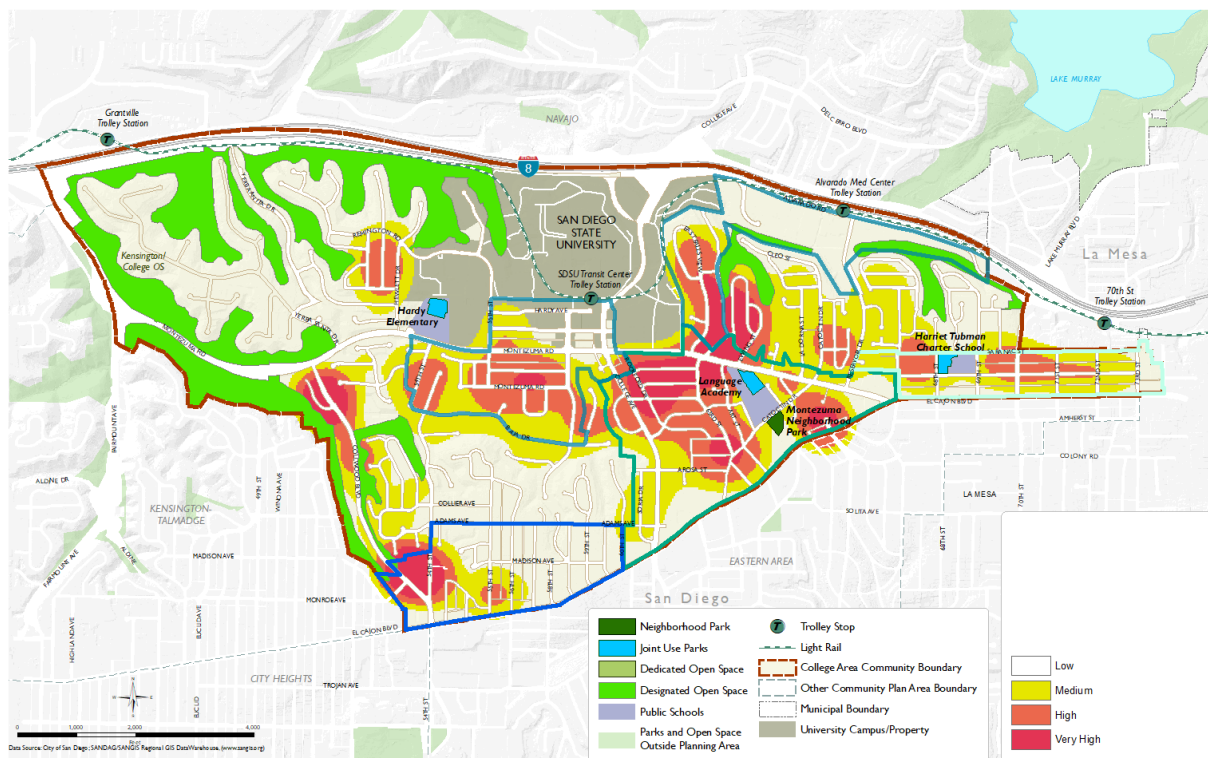
- Canyons & Mesas

- Canyons
- Water Bodies
- Parks
- Joint-Use Parks With Schools

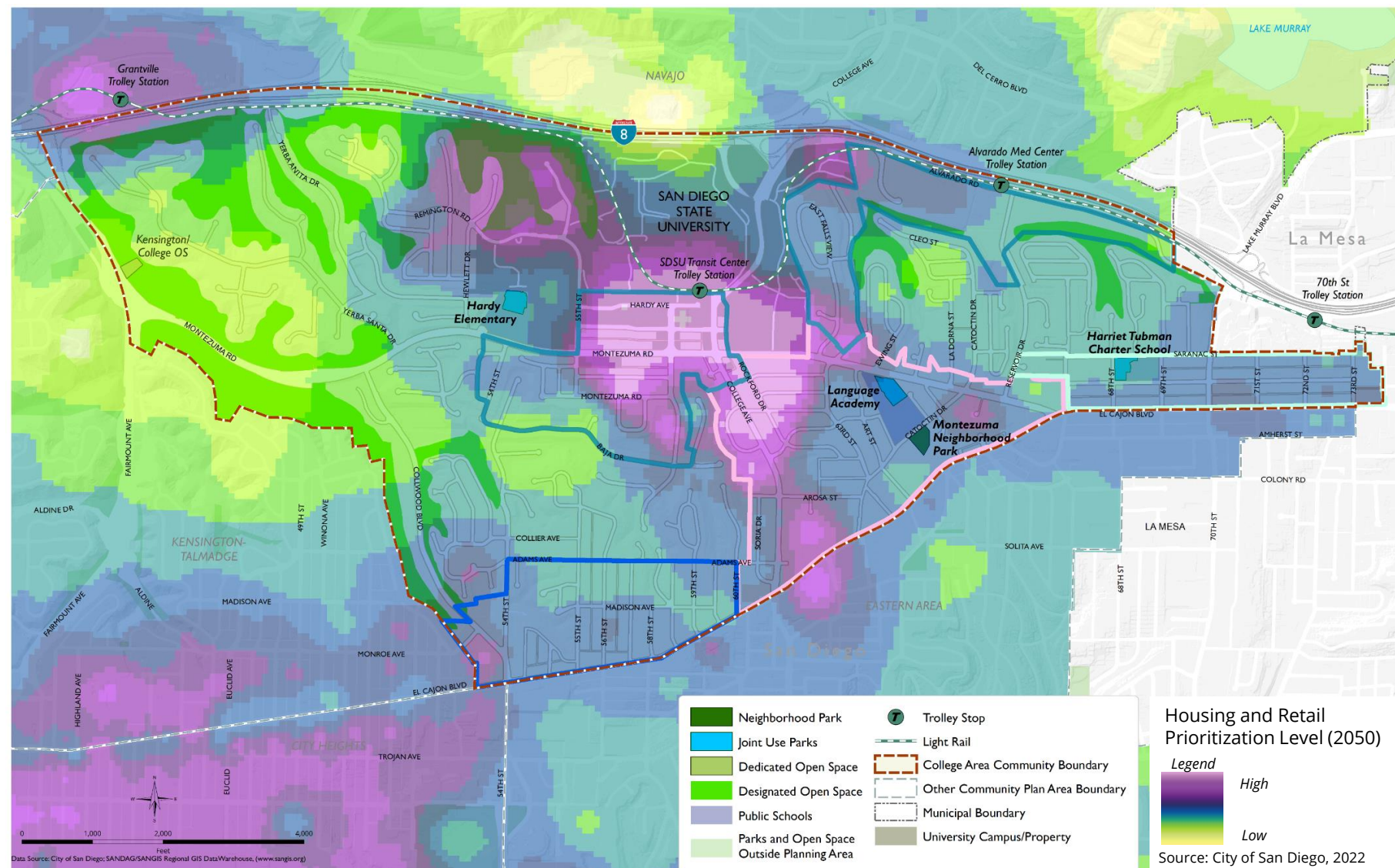


- SDSU Campus
- Single family homes
- Multi-family and mixed use along El Cajon and parts of College and Montezuma

- Major Corridors
- Trolley Station
- Building footprints
- SDSU Campus



- **Highest Propensity** *in light purple – in the center of the community near SDSU and transit*
- **Medium-High Propensity** *in shades of blue along El Cajon Boulevard*





Community Engagement

CHOOSE YOUR FUTURE!



How do you see the College Area over the next 30 years?
Scan the QR Code on the back of this card and give us your input!

**COOKIE
FOR YOUR
THOUGHTS**

  PlanCollegeArea.org





Focused on:

- Higher Density Infill **corridors** and **nodes**



Focused on:

- New **parks and public spaces** primarily along corridors



Focused on:

- High Density Infill
Near **SDSD
Campus & Trolley
Stations**
- Medium to High
Density **along
Corridors**
- **“Missing-Middle”**
and townhome Infill
near corridors



Focused on:

- New **parks and public spaces** along corridors **AND**
- Opportunities for **small activity nodes** with a variety of **public-serving spaces**
- New **public amenities like pocket parks and promenades** with 'Missing Middle'

COLLEGE AREA

COMMUNITY PLAN UPDATE

OFFICE HOURS

Mondays (June 13 & 27) - Noon to 2:30pm

Tuesdays (June 7 & 21) - Noon to 2:30pm

Wednesdays (June 1 & 29) - 10am to 1pm

Thursdays (June 9 & 23) - 10am to 1pm

Fridays (June 3 & 10) - 11am to 3:30pm

Saturday (June 11) - 10am to 5pm

REGISTER HERE



PlanCollegeArea.org

Nathen Causman - Project Manager NCausman@SanDiego.gov 619.236.7225

22 Appointments

38 Staff Hours



Estimated 125
Attendees

COLLEGE AREA
COMMUNITY PLAN UPDATE

OPEN HOUSE

The City of San Diego is in
the process of updating the
community plan
in order to help

shape the future of
College Area

over the next 20-30 years

WEDNESDAY, JUNE 29

from 5 - 8 pm

at the

COLLEGE AVENUE BAPTIST CHURCH

Family Center Gym

4747 College Ave San Diego, CA 92114

REGISTER HERE

Nathen Causman - Project Manager
NCausman@SanDiego.gov - 619.236.7225



PlanCollegeArea.org

68 MAPS COLLECTED

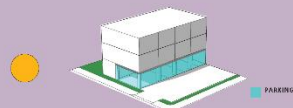
Neighborhood Infill

Two to three story with four to eight walk-up units within a single building of a scale and architecture that matches a large single-family home or grouping of homes. Parking is often provided off a shared driveway and individual garages.



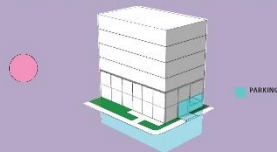
Small Scale Multifamily Neighborhood Village

Two to three story apartment buildings served by shared corridors and stairs. Parking is provided primarily on surface lots or tucked under the residential units on the rear of the site.



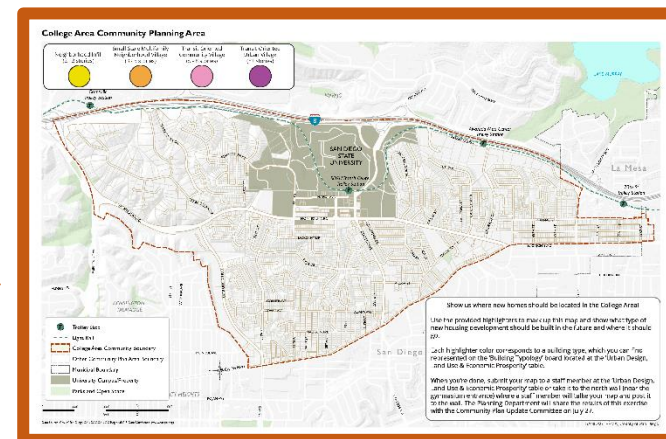
Transit-Oriented Community Village

Five to seven story apartment building with internal elevators and circulation. Parking is 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.



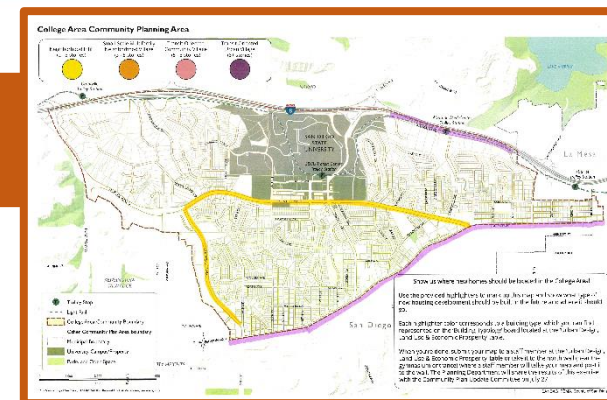
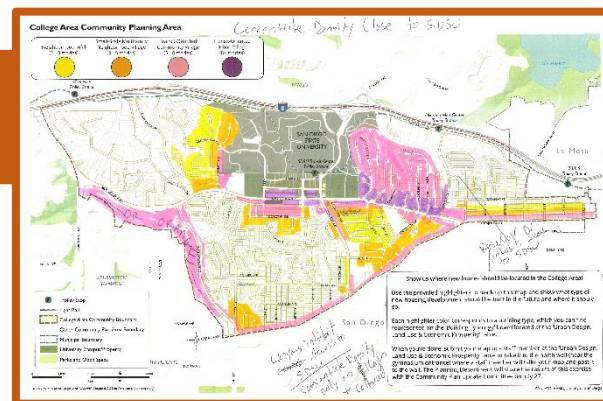
Transit-Oriented Urban/ Campus Village

Greater than eight stories with internal elevators and circulation. Parking is provided in structures below and above ground. Typically highly amenitized and achieve high densities on a smaller footprint.



37 MAPS

12 MAPS



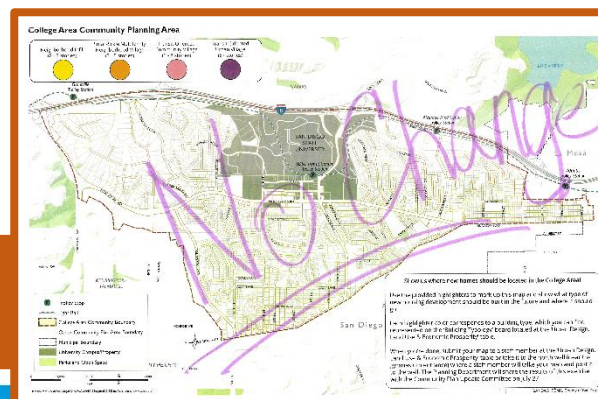
Campus Town / Activity Center Emphasis

Community Infill Emphasis

3 MAPS

No Change

16 MAPS





TRADER JOE'S

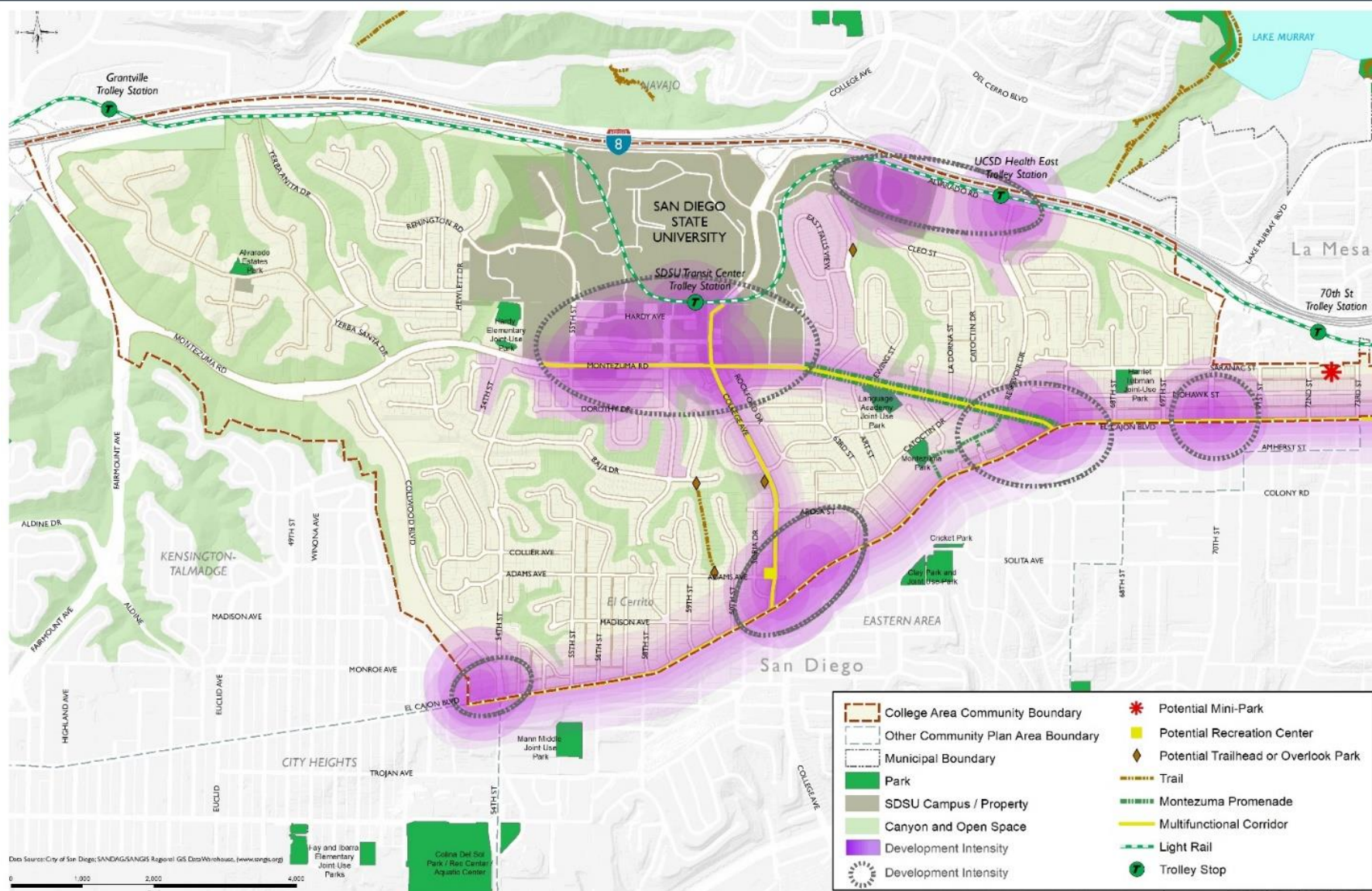
TRADER JOE'S

P

PUBLIC PARKING

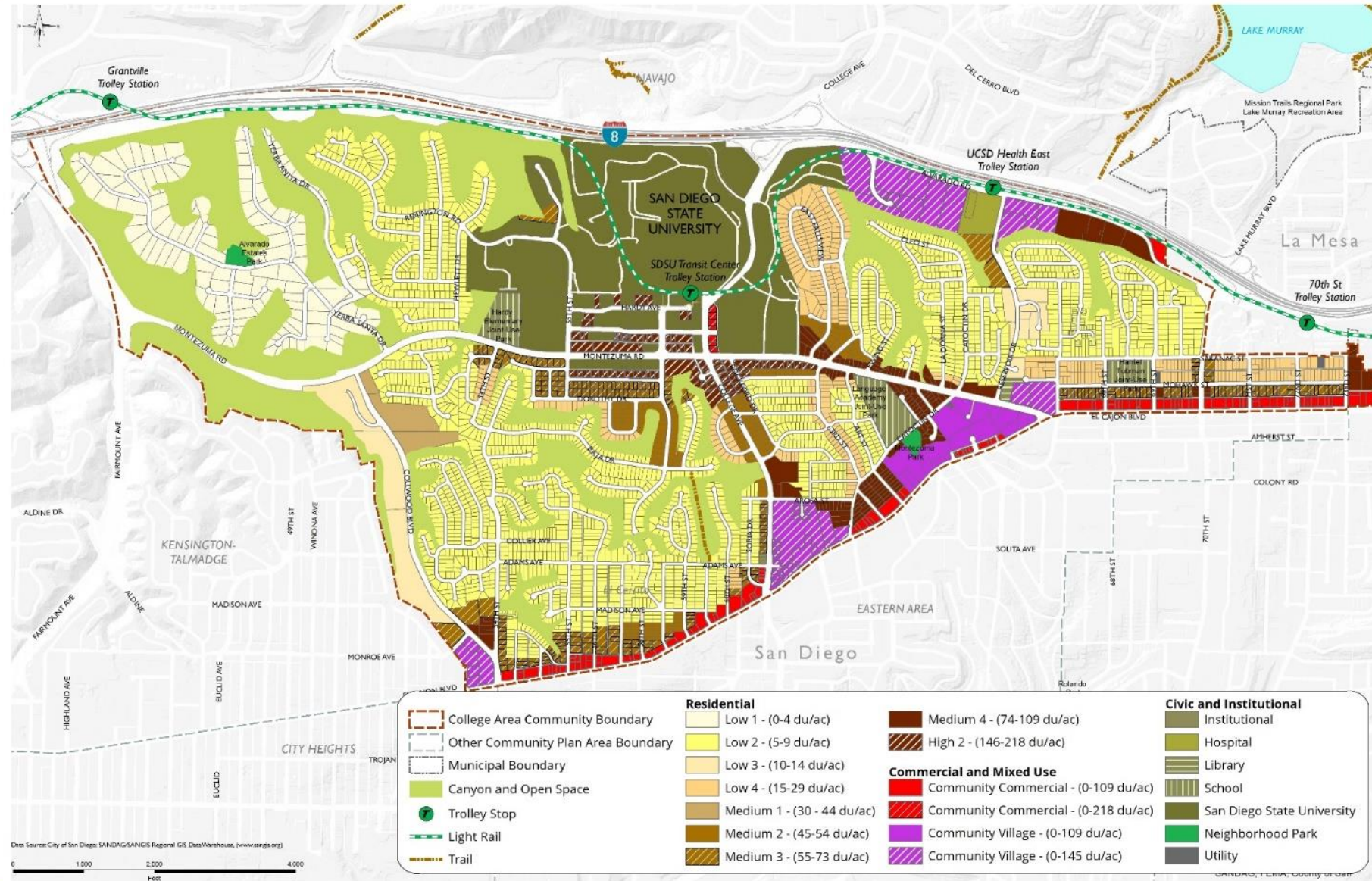
115 EL CAJON TC

Preferred Land Use Scenario



- Mixed-use Corridors
- Highest density at Activity Centers & Nodes
- Campus Town
- Public Spaces with New Development

- The most capacity for new homes in **burgundy near SDSU** and **purple at major intersections and near trolley**
- Focus on adding capacity for new homes **along major corridors** with density **transitions**
- **Campus town**
- **No change in yellows** (*Low 1 to Low 3*)

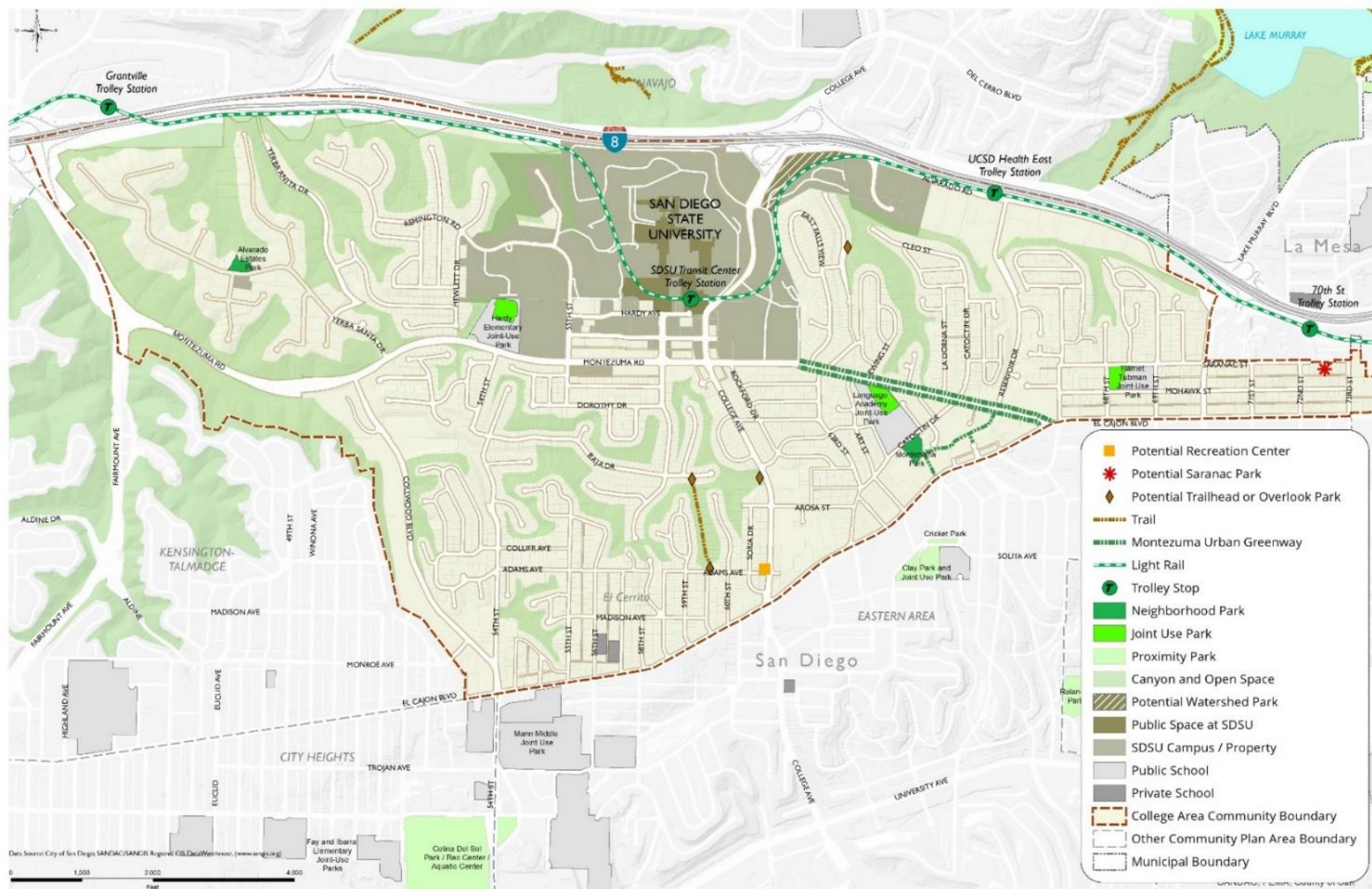




Parks & Public Spaces

Key Opportunities:

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



- Promenade with wide sidewalks and shade trees
- Development Setbacks that include public space amenities





Potential new recreation center on City owned land



Potential new public spaces on under utilized rights-of-way



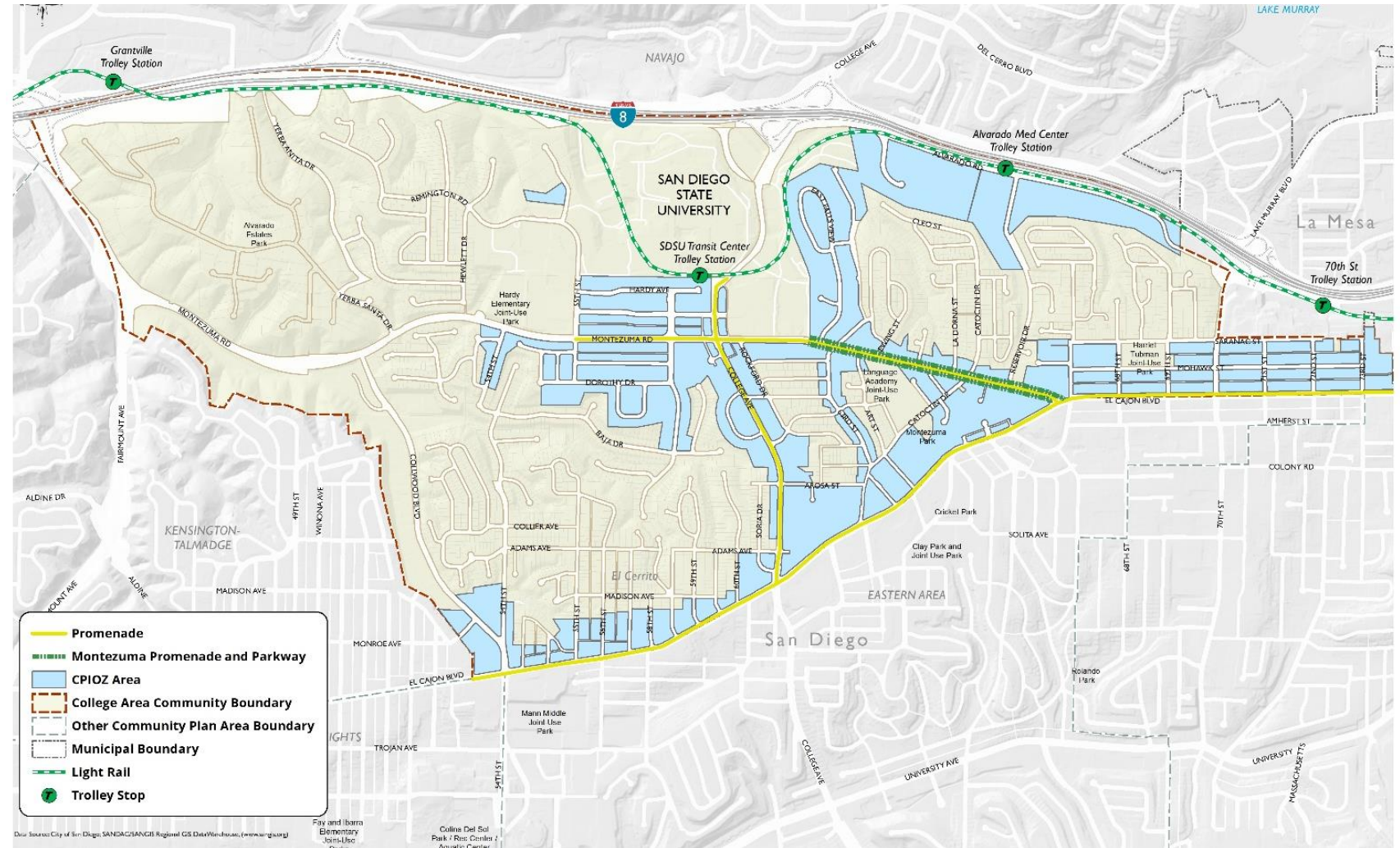
Collaboration for potential new public spaces on underutilized land

Family Health Centers
of San Diego



Implementation

- Requirements for new development in exchange for streamline approval
 - **Public spaces** with recreational amenities **required with new development**
 - **Promenades** required **along corridors**
 - Additional **Parkway** required **along Montezuma Road**





Next Steps & Timeline.

Spring

Engagement & Feedback on 1st Draft

Virtual Presentation / Q&A

Early February (Date TBD)

General Public Comments

Submit by February 14

CACPB Comments

Submit after March 10 meeting

Public Workshops

- Planning Commission
- Historical Resources Board
- Mobility Board
- Parks & Rec Board

February – May (Dates TBD)

Summer

2nd Draft & Environmental Doc

Technical Documents

- Zoning
- Environmental + Technical Reports
- Mobility

Est. May / June

Twice at CACPB

- Discussion Item
- Action Item – Recommendation

Est. June / July

Other Engagement TBD

Fall

Public Hearings Draft & Recommendations

Recommendations

- Planning Commission
- Historical Resources Board
- Mobility Board
- Parks & Rec Board
- Land Use & Housing Committee

August – October

Adoption Hearing at City Council

November / December

Ongoing input is welcome throughout the entire process

City Planning Department

Questions? Email us at
PlanCollegeArea@SanDiego.gov

PlanCollegeArea.org

