



URBAN DESIGN FRAMEWORK

September 2022

Prepared for



by



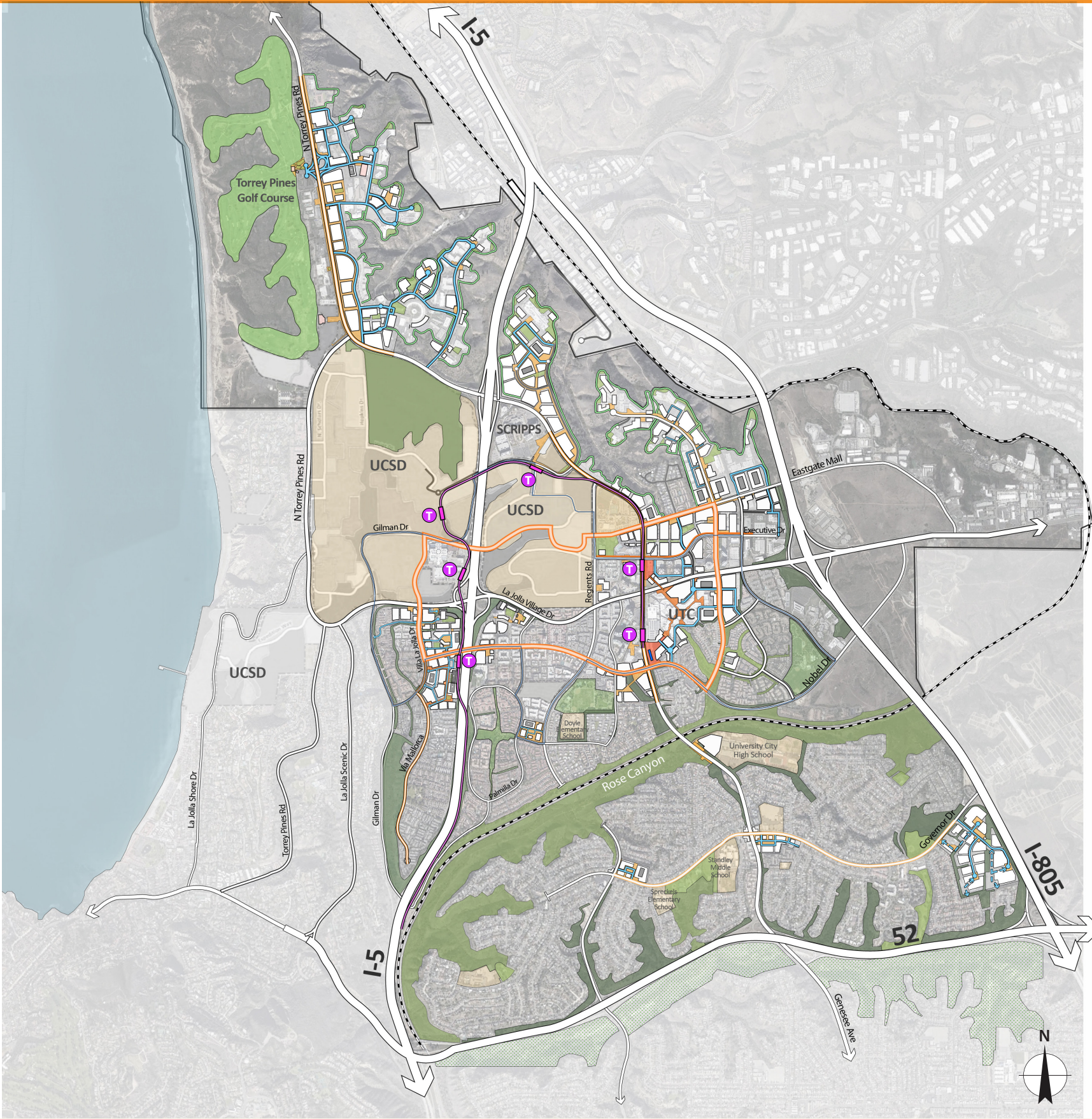
INTRODUCTION

To fulfill a vision for the University Community to transform into a more walkable, transit-oriented community, future development will need to contribute to building a vibrant public realm and greater pedestrian and bicycle connectivity throughout the neighborhoods of the community.

This brief urban design framework document describes the fundamental elements and key recommendations needed for achieving high-quality design in the built environment of the community. The diagrams contained herein are intended to be folded into the updated Draft University Community Plan. Once the plan is approved, they will provide guidance for future development in the community and assist project applicants during the project design phase as well as planning staff and decision makers in the project review and approval process, with the purpose of ensuring that new development contributes to the community vision. This Urban Design Framework aims to be prescriptive enough to address design in five focus areas of the University community, but flexible enough to allow for creativity and innovation in design and planning.

The University community is at a crossroads. A once-in-a-generation opportunity exists to transform the community from an auto-dominated area with private enclaves into a transit-oriented, connected, and walkable environment centered around placemaking experiences. This can be achieved by:

- **Shaping Places**
- **Embracing Streets**
- **Understanding Context**
- **Supporting Human Comfort**
- **Making Connections**



Note: All renderings, illustrations, and maps depict planning concepts and are not representative of any finalized or approved plans for development

From a *University Car Era*

- + Designed for Movement NOT Placemaking
- + Transportation Infrastructure Divides more than it Connects
- + Topography Divides more than it Accentuates

Genesee Ave.



La Jolla Village Dr.



Nobel Dr.



To a *University Transit Era*

- + Connects all the Big Players but Misses Several Key Areas
- + Should Connect Neighborhoods NOT Divide them
- + Potential to Catalyze Development and Placemaking
- + Potential to transform La Jolla Village Dr into an Urban Boulevard and Nobel Drive into a Neighborhood Connector

UTC Mall & Costa Verde Center



Pepper Canyon

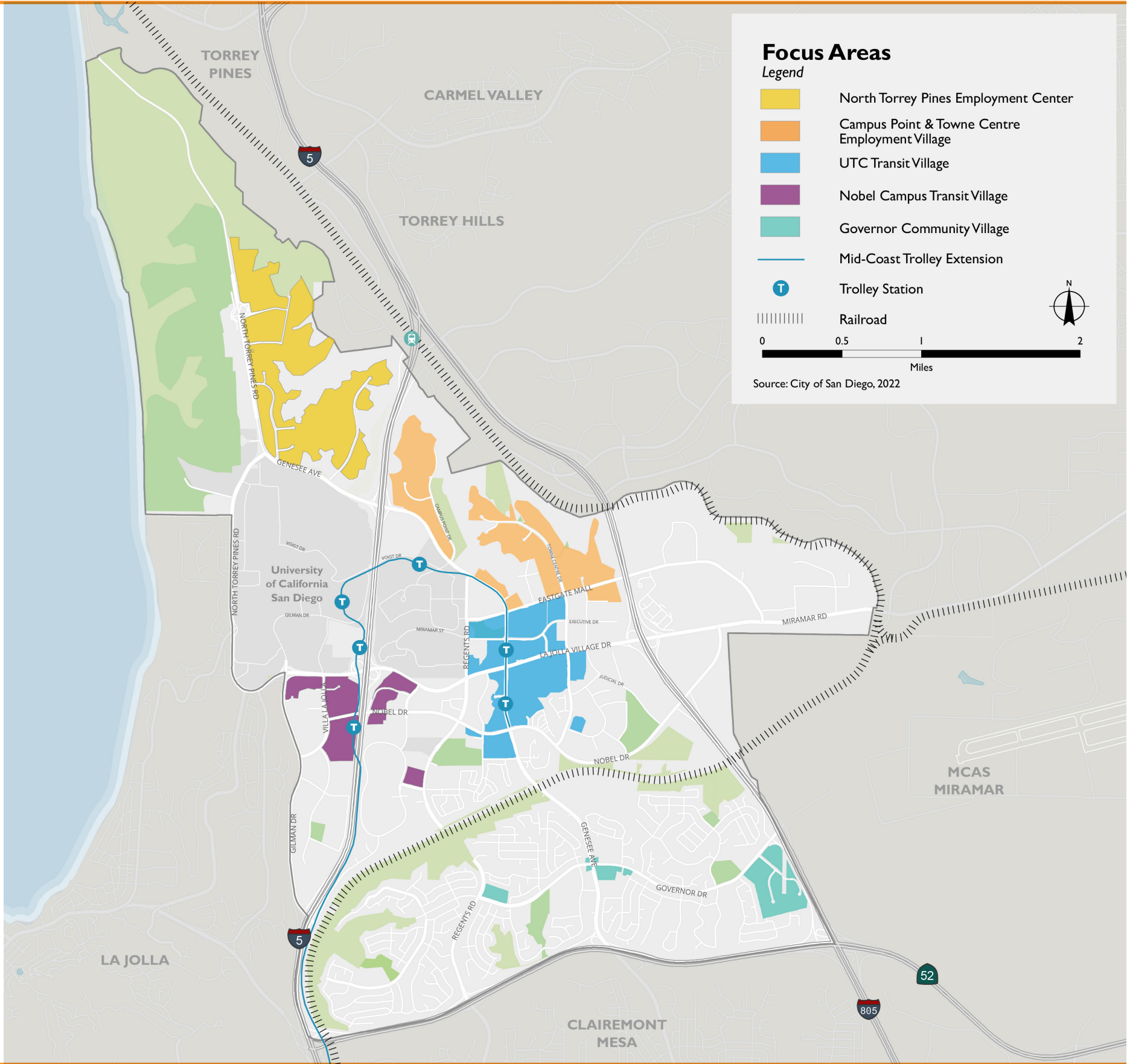


La Jolla Village Square



The first step in the development of land use alternatives was to identify focus areas, which are primary areas of change within the community. The planning team conducted an opportunity sites analysis that was presented to community stakeholders for input and review and resulted in the creation of the five focus areas shown in the map to the right. Each focus area highlighted on the map is representative of a different opportunity area within the community. These focus areas include:

- **North Torrey Pines Employment Center:** An employment center with the opportunity for place-making, employee amenities, and increased connectivity.
- **Campus Point & Towne Centre Employment Village:** An employment center with opportunity for employee amenities, increased connectivity to transit (trolley stations), and increased residential density or residential mixed use Along Genesee Avenue.
- **UTC Transit Village:** An employment mixed use area (transit-oriented development) with the greatest increase in density. Defined by enhanced public realm and access to transit. Reduction in superblocks and surface parking through infill development.
- **Nobel Campus Transit Village:** An employment mixed use area and creation of a “Main Street” feel throughout existing shopping center development. Infill development within shopping centers. Development oriented to the Nobel Transit Center. Increased Connectivity between east (higher density mixed use) and west (lower density mixed use) portions of Focus Area.
- **Governor Community Village:** A lower density mixed use area with infill development in the business center (no residential) and shopping centers (possibility for residential).



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ENLARGED FOCUS AREA 1 - North Torrey Pines Employment Center

The North Torrey Pines Employment Center Focus Area is located in the northern portion of the University Community. The area is a prime employment center with over 5,000 jobs primarily in the healthcare, life sciences, and biotechnology industry. The area is located just east of the Torrey Pines Golf Course and Scripps, and just north of UCSD and the Salk Institute. The area is located within a Transit Priority Area and is accessible by bus.

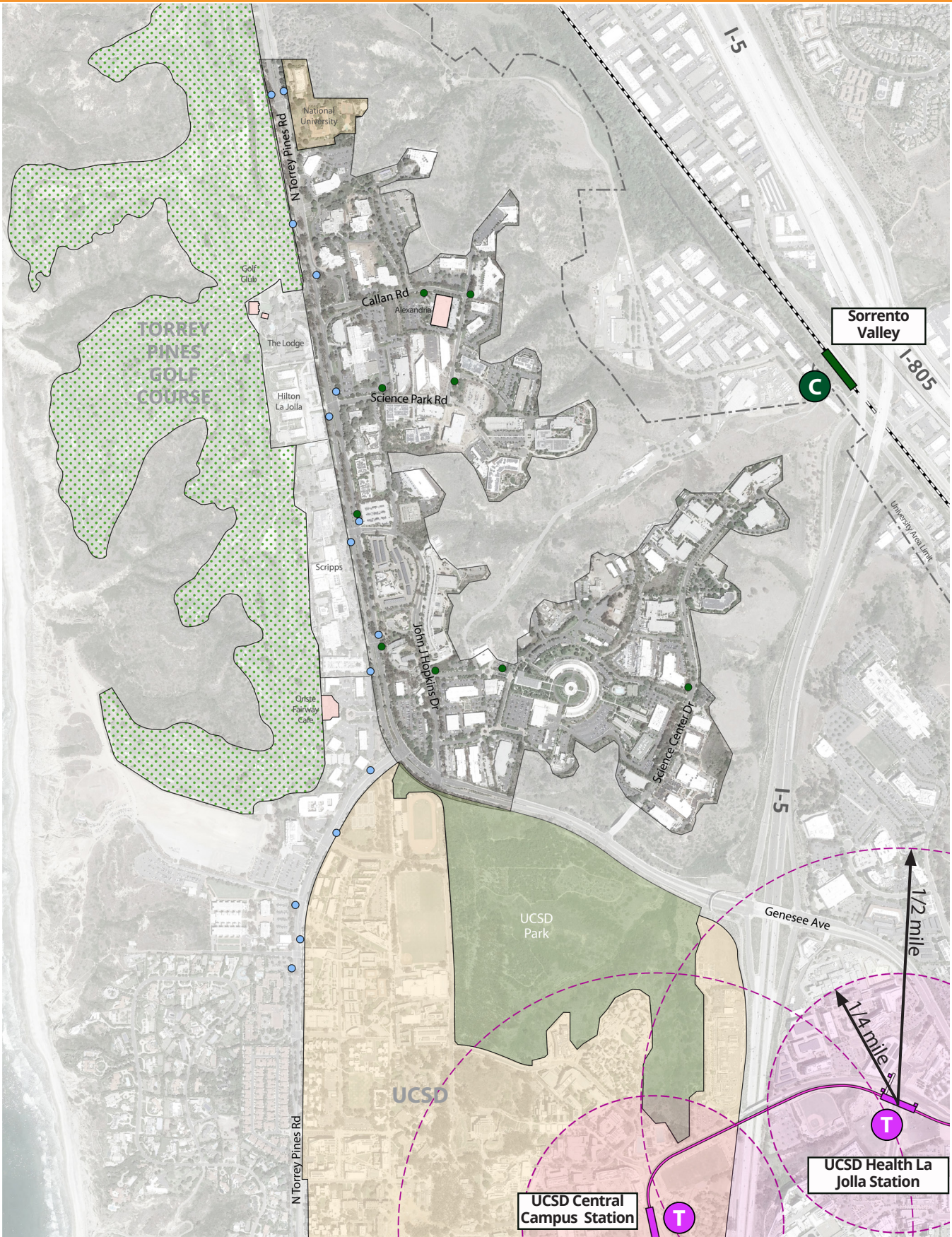
This area is significantly constrained with development limited by the Coastal Height Limit, which restricts development to no higher than 30 feet, and the MCAS Miramar Accident Potential and Transition Zones, which limit density to 50 and 300 persons per acre, respectively

Key Components of the Area

- + Outside of 1/4 mile access to Blue Line Light Rail Stations
- + Cul-de-sac development, Automobile Centered
- + Large-Format 2-3 Story Buildings w/ Surface Parking Lots and Inactive Exterior Environments
- + Emerging commercial and retail uses
- + A Distinct Canyon Edge

Main Opportunities

- + Intensify the area (convert large surface parking lots and underdeveloped parcels)
- + Enhance North Torrey Pines Rd.
- + Provide connection to the new Trolley Stations
- + Improve connection to Sorrento Valley Station
- + Highlight proximity to the Canyon (views, buffers, and transitions)
- + Improve East-West connections (from the Canyon to the Golf Course)



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ENLARGED FOCUS AREA 1 - North Torrey Pines Employment Center

The vision for this area is to enhance the employment center through placemaking, employee amenities, and increased connectivity.

Key Ideas

- + Cluster all new development
- + Activate the entrances to each cluster with a small plaza
- + Create a “micro” mobility hub for each cluster to provide better access to transit
- + Use employee amenities as an opportunity for placemaking
- + Maintain some surface parking lots, but design quality outdoor spaces between lots and buildings
- + Connect to the natural landscape with a perimeter network of continuous trails, outlooks, and paths
- + Focus massing and develop/maintain a continuous street wall on North Torrey Pines Road

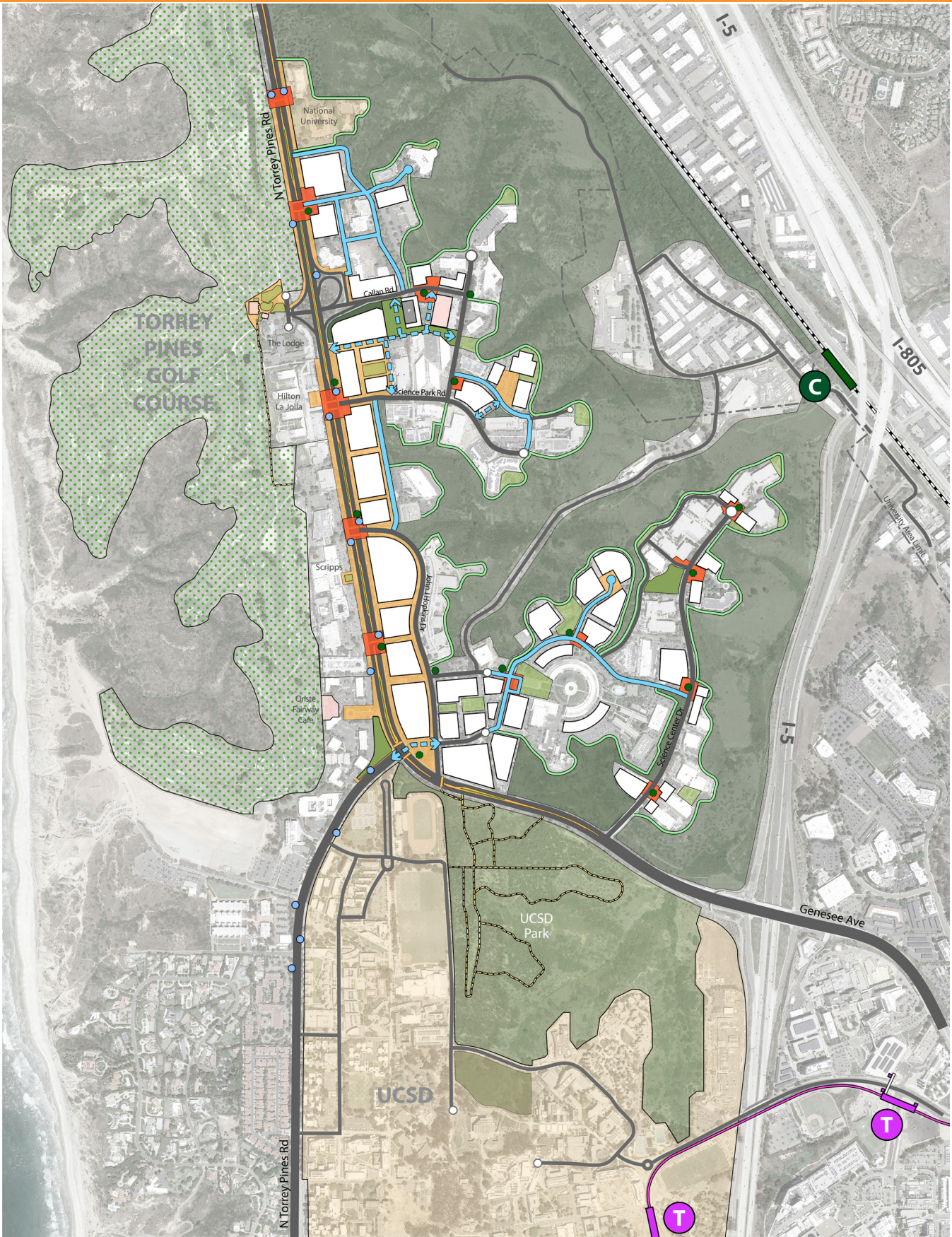
Commuter Plaza / “Micro” Mobility Hub




Urban Parkway





Active Edge to the Canyon





Legend


 Existing Main Circulation


 Proposed New Circulation


 Schools


 Transit Plaza / Mobility Hub


 Main Public Realm


 Pocket Park


 Canyon Open Space


 Buffer / Change of Grade


 Development Concept Area


 Canyon Edge

 Bus Stop

 Torrey Pines Coaster Connection Bus Stop

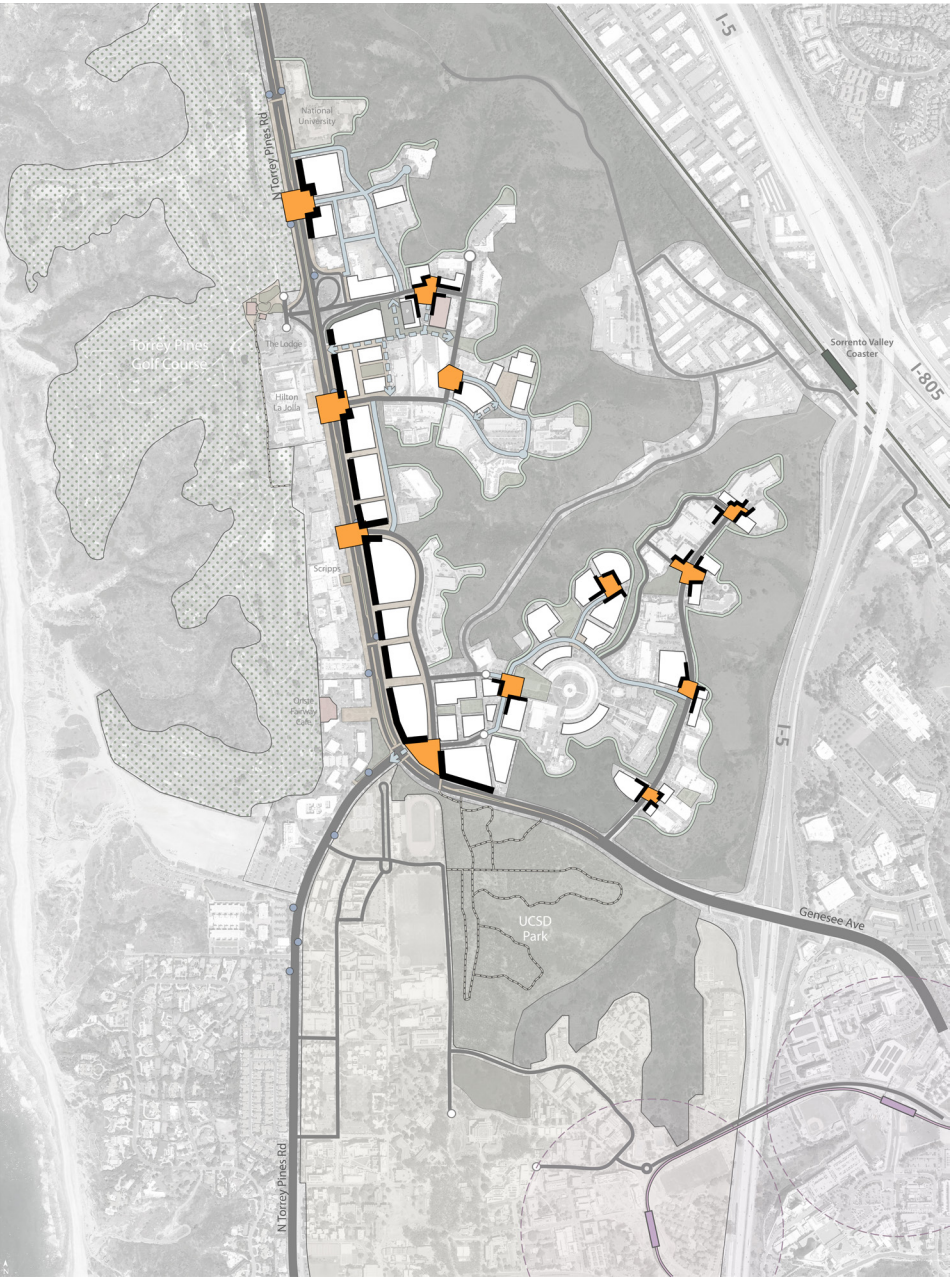
 Trolley Station

 Coaster Station



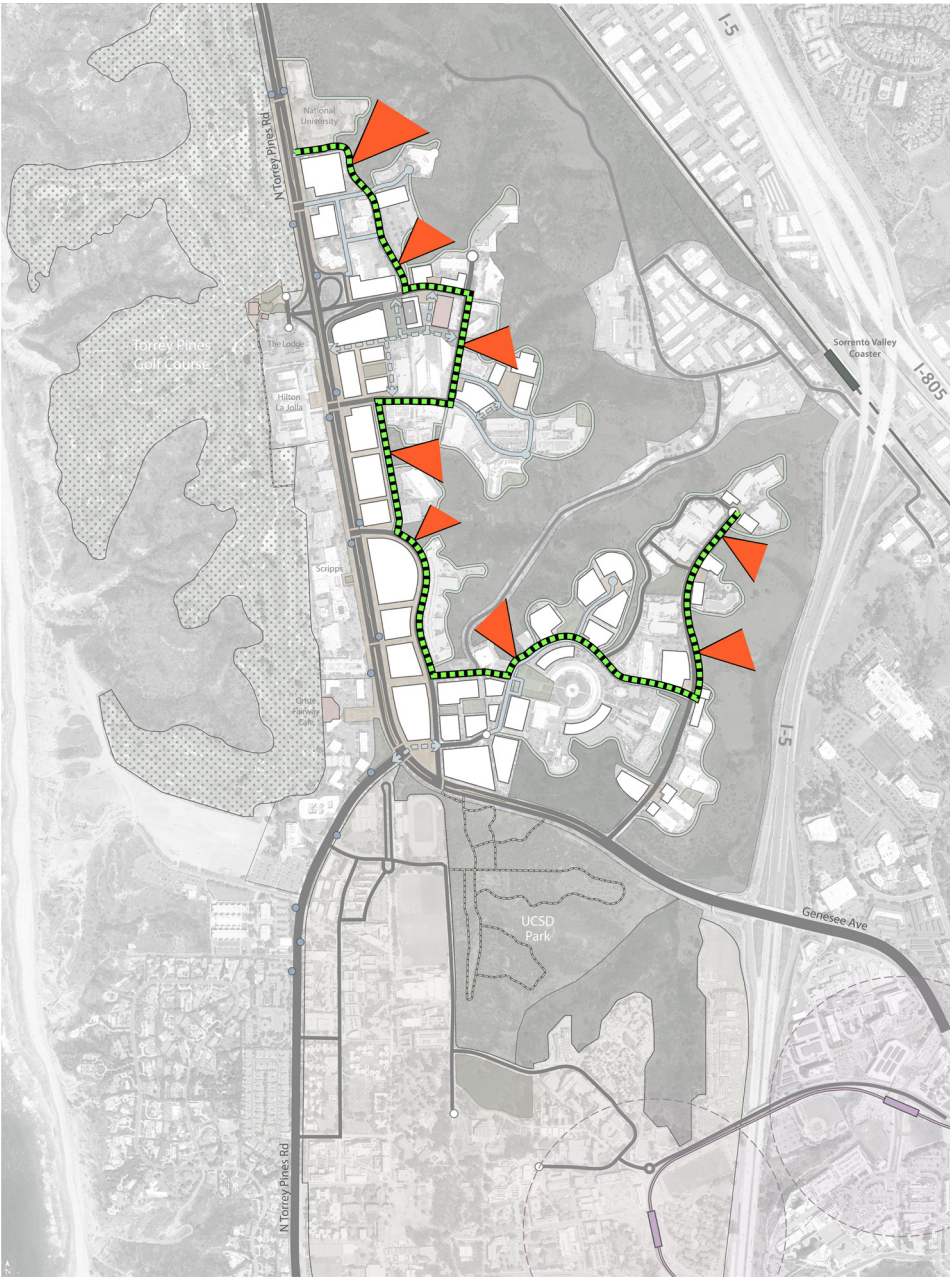
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ENLARGED FOCUS AREA 1 - North Torrey Pines Employment Center



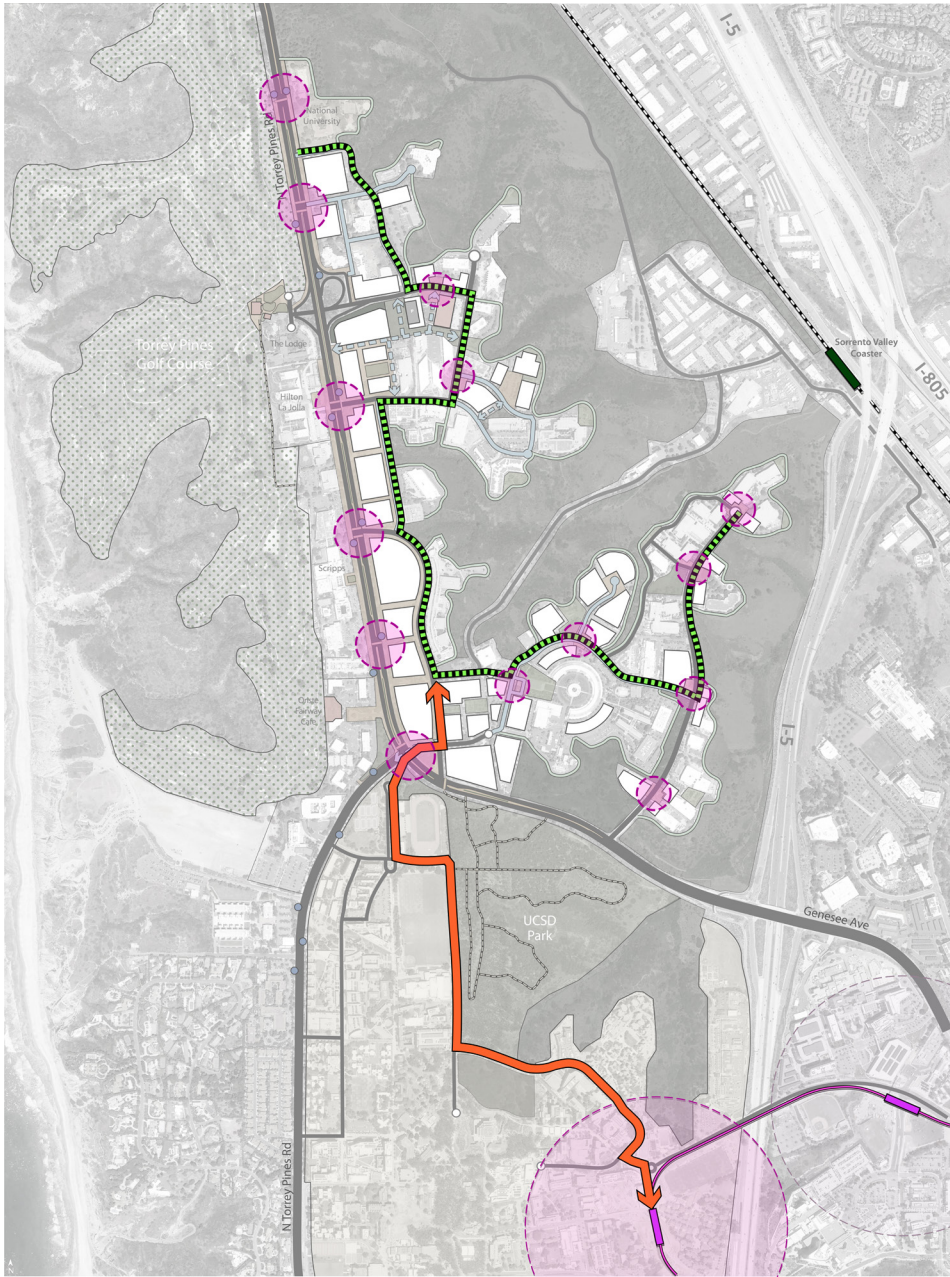
Growth Opportunities

- + Street Wall on North Torrey Pines Rd.
- + Cluster development focused on placemaking opportunities



Community Opportunities:

- + Canyon Multi-Use Trail Connecting John Jay Hopkins Dr to Science Center Dr.
- + Canyon Multi-Use Trail will connect the Clusters to each other and allow a safe circulation with Canyon Views



Mobility Opportunities:

- + “Micro” Mobility Hub connection to the Transit Stations (Trolley and Coaster Train Station)
- + Potential for a Multi Use Trail Canyon Amenity that connects the “Micro” Mobility Hubs
- + Potential Bike Lane Connection toward UCSD Central Station through UCSD Campus

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ENLARGED FOCUS AREA 2 - Campus Point & Towne Centre Employment Village

The Campus Point & Towne Centre Employment Village Focus Area is located just north of the core of the community, along Campus Point Drive and Towne Centre Drive, and is a prime employment center with over 12,000 jobs and just over 250 housing units along Genesee Avenue.

The area also includes Eastgate Mini Park #1 and #2 and is located just north of the Mandell-Weiss Eastgate City Park. The area is located within a Transit Priority Area and is accessible by transit, including the future Voigt Drive Trolley Station and bus stops along Eastgate Mall.

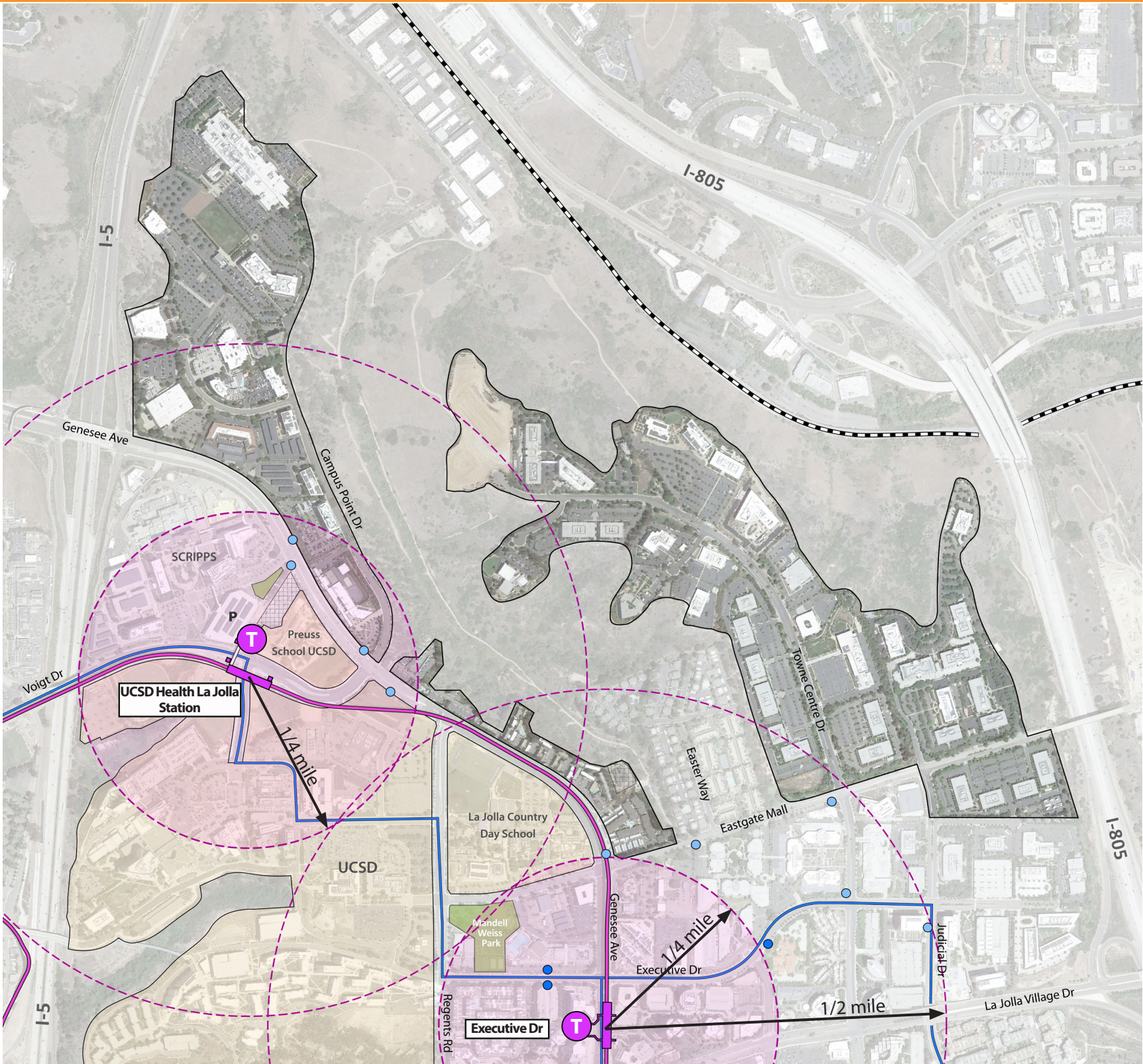
The primary constraints within this area are the MCAS Miramar Accident Potential Zone and Transition Zone.








Key Components of the Area

- + Proximity to the 1/4 mile access to Blue Line Light Rail Station
- + Cul-de-sac development areas, Automobile Centered
- + Large-Format 1-2 Story Buildings w/ Surface Parking Lots and Inactive Exterior Environments
- + Single Use, Drive-in; Drive-out
- + Limited Residential uses
- + Canyon Edge

Main Opportunities

- + Intensify well-accessed parcels, under-developed lots, surface parking
- + Reorganize the fingers as clusters providing an improved working environment (Canyon Edge activation, transportation, outdoor space, small scale service and retail)
- + Greater Intensity along Eastgate Mall, large scale parking structure and Commuter Hub
- + Add Residential along the Canyon while preserving views
- + Limit parking in Residential areas within a TPA



Legend	 Schools	 Focus Area	 Super Loop Bus Stop	 Trolley Station
	 Community Park and Green Space	 Super Loop Bus	 Bus Stop	

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ENLARGED FOCUS AREA 2 - Campus Point & Towne Centre Employment Village

The vision for this area is to support the employment center while also creating an opportunity for increased access to transit and the inclusion of residential mixed-use to create an employment village.

Key Ideas

- + Continue to promote a campus like environment in a clustered format
- + Create active entrances to each cluster and enhance entrances with small plazas
- + Encourage better connectivity between clusters and high-quality transit through “micro” mobility hubs
- + Add placemaking through employee amenities
- + Design quality outdoor spaces between lots and buildings if surface parking is maintained
- + Connect to the natural landscape with a perimeter network of continuous trails and paths
- + Focus massing and street wall on Genesee Avenue & Eastgate Mall

Commuter Plaza / “Micro” Mobility Hub



Employee Amenities



Cluster Organization



Legend

- | | | | | |
|---------------------------|------------------------------|--------------------------------|--------------------------|-----------------------------|
| Existing Main Circulation | Schools | Canyon Open Space | Development Concept Area | Canyon Edge |
| Proposed New Circulation | Transit Plaza / Mobility Hub | Buffer / Change of Grade | Super Loop Bus | Potential Trail Opportunity |
| Potential Connection | Main Public Realm | Community Park and Green Space | Super Loop Bus Stop | Bus Stop |

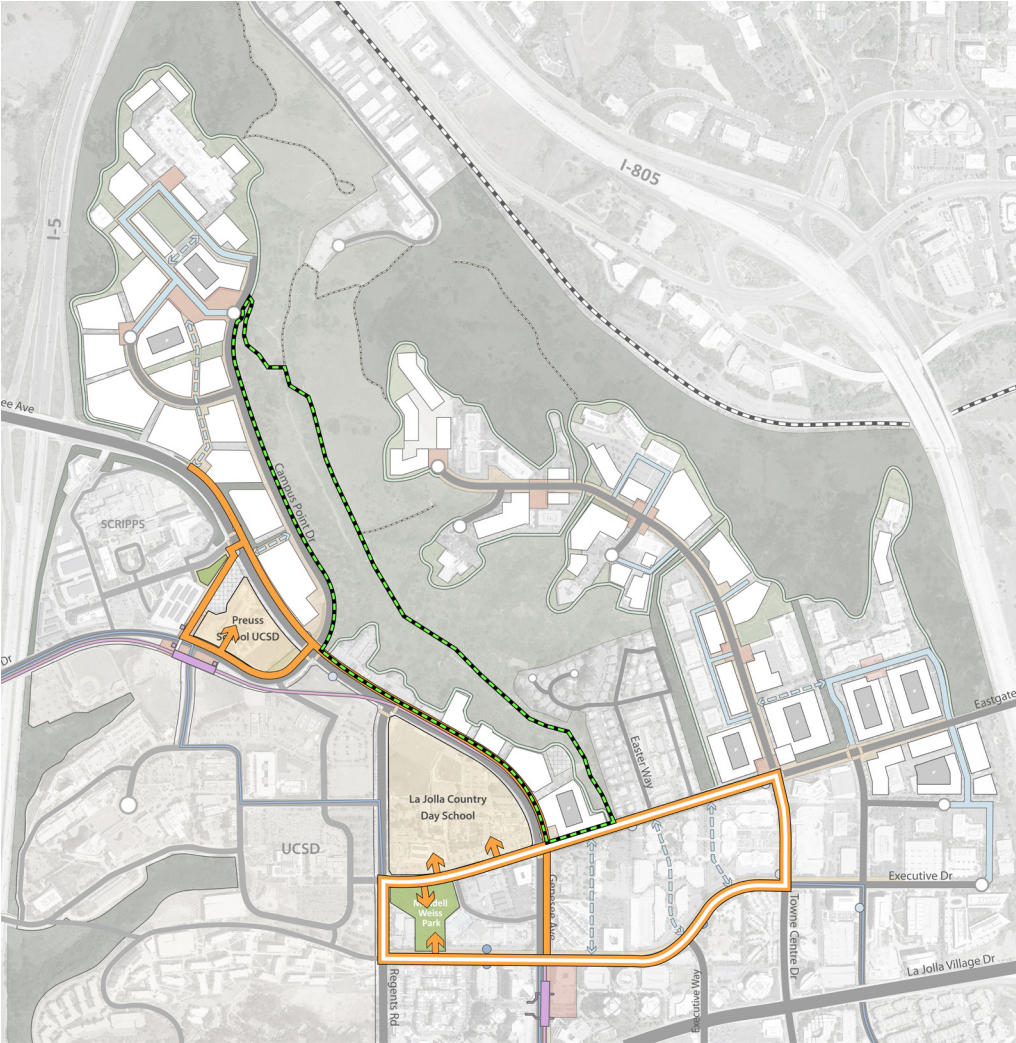
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ENLARGED FOCUS AREA 2 - Campus Point & Towne Centre Employment Village



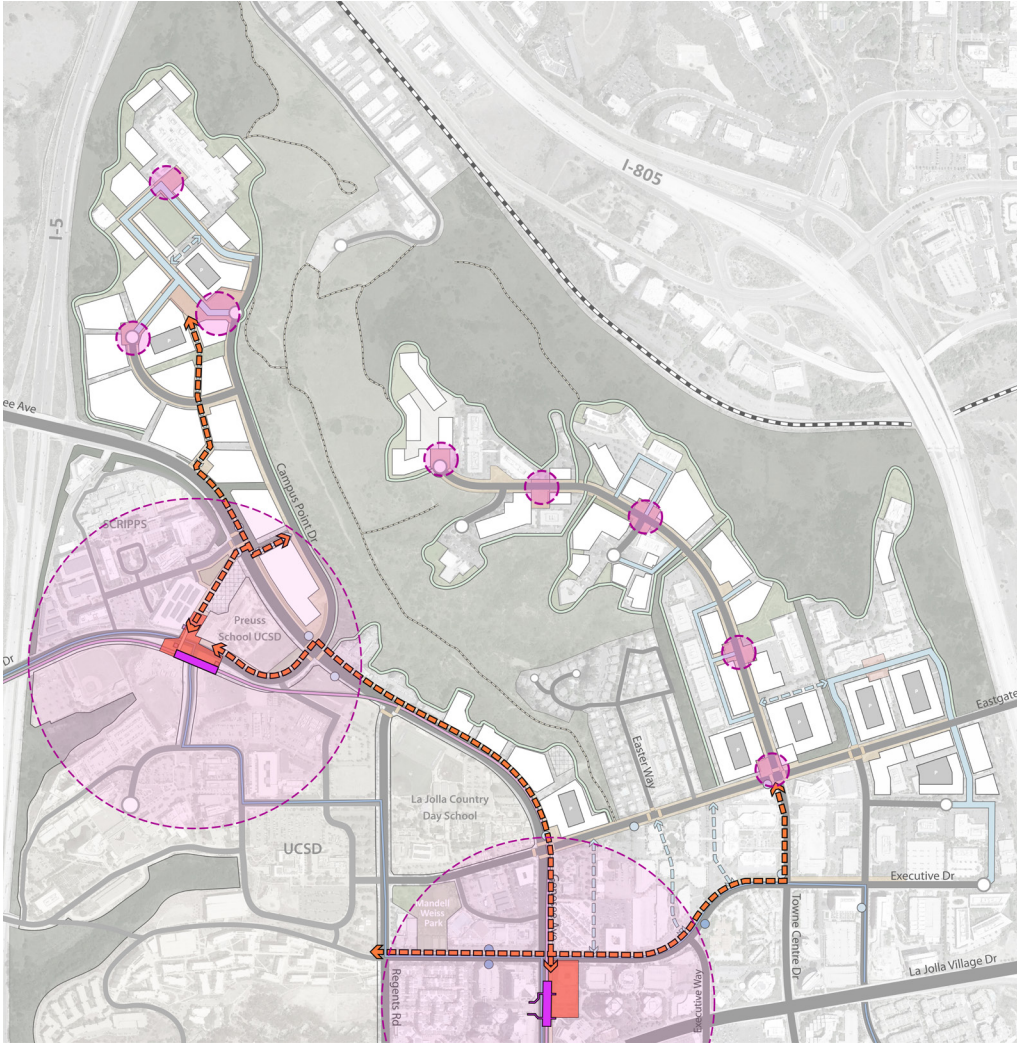
Growth Opportunities

- + Street Wall on Genesee Ave. and Eastgate Mall
- + Clustered development focused on placemaking opportunities



Community Opportunities:

- + Genesee Ave. and Eastgate Mall as improved pedestrian environments connected to main amenities (schools, parks and transit)
- + "Health Loop" - approx. 3 miles



Mobility Opportunities:

- + "Micro"Mobility Hub connection to the Transit Stations
- + Paseos and improved sidewalks / street experience toward transit

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ENLARGED FOCUS AREA 3 - UTC Transit Village / University Core

The UTC Transit Village Focus Area is located in the core of the University Community and is within a Transit Priority Area. The area is accessible by transit including the Executive Drive Trolley Station and the UTC Trolley Station located at the UTC Transit Center. The area includes over 1,200 housing units and 10,000 jobs and is home to large employers, visitor destinations, and regional destinations, including the UTC Mall.

The area also includes Mandell-Weiss Eastgate City Park; is adjacent to Doyle Elementary School and Community Park; and is just north of University City High School and Nobel Athletic Area and Library.

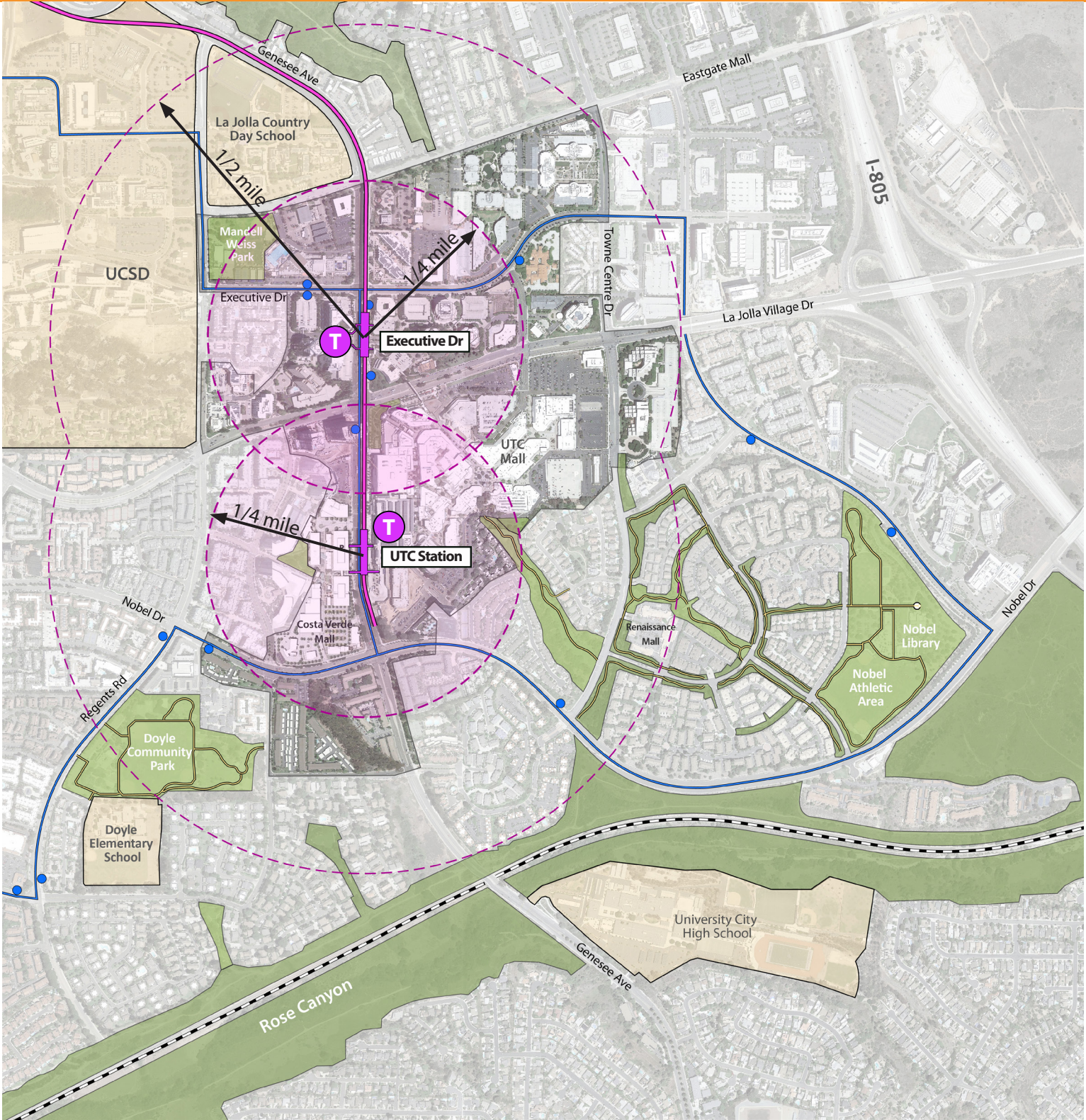
The primary constraint within this focus area is the Federal Aviation Administration height notification requirement

Key Components of the Area

- + 2 Blue Line Light Rail Transit Stations and 1 Transit Hub (Trolley station & Bus Station)
- + Mix of commercial, offices and residential
- + Super Blocks
- + Automobile Centered
- + No engagement with Public Realm. No Public Realm(?)

Main Opportunities

- + Intensify under-developed parcels
- + Buffer and setback on La Jolla Village Dr. and Nobel Dr.
- + Establish a more walkable environment and greater connectivity
- + Major public space around the Multi-Modal Station toward residential neighborhoods South of Nobel Dr.



Legend

- | | | | | |
|--|---|---|---|---|
|  Schools |  Canyon Open Space |  Existing Trail - Path |  Super Loop Bus Stop |  Trolley Station |
|  Community Park and Green Space |  Focus Area |  Super Loop Bus | | |

ENLARGED FOCUS AREA 3 - UTC Transit Village / University Core

The vision for this area is to create a high-density, mixed-use transit village that is supportive of jobs, housing, and the creation of a pedestrian-oriented transit district.

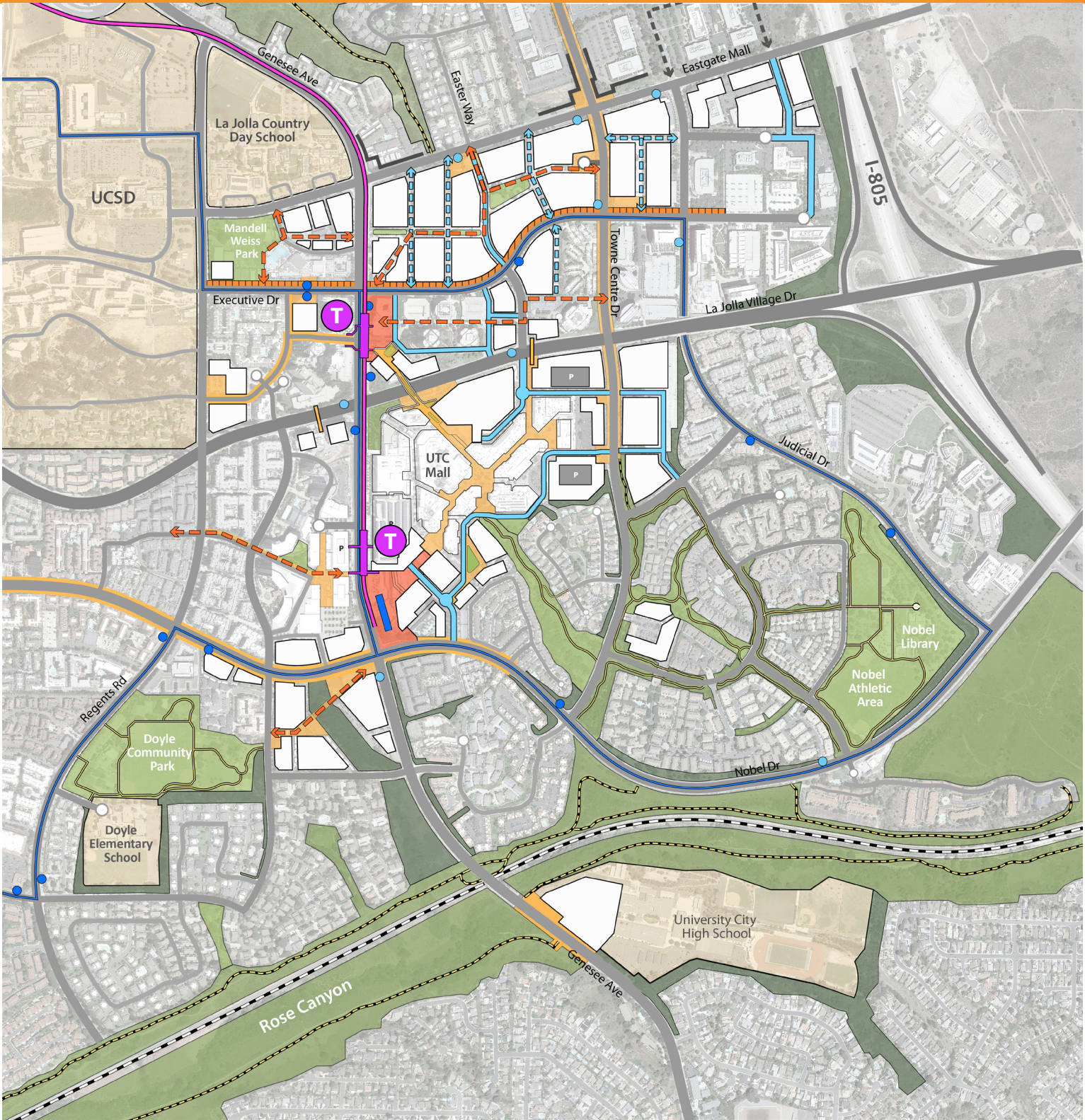
Key Ideas

- + Build up the street edge on La Jolla Village Drive, Genesee Avenue, and Executive Drive
- + Reinforce the existing mall promenade that runs diagonally north-south across the center
- + Locate most of the new housing near existing residential development
- + Wrap parking structures to minimize their impact on the community
- + Provide both large and small community gathering spaces internal to the blocks
- + Activate the transit station with a plaza and mobility hub that opens to the UTC mall, Costa Verde complex, and Executive Drive
- + Establish a local circulation “loop”
- + Establish a promenade on Executive Drive
- + Break down superblocks with circulation connections


Urban Avenue



Urban Office Park w/ Internal Pedestrian Connection

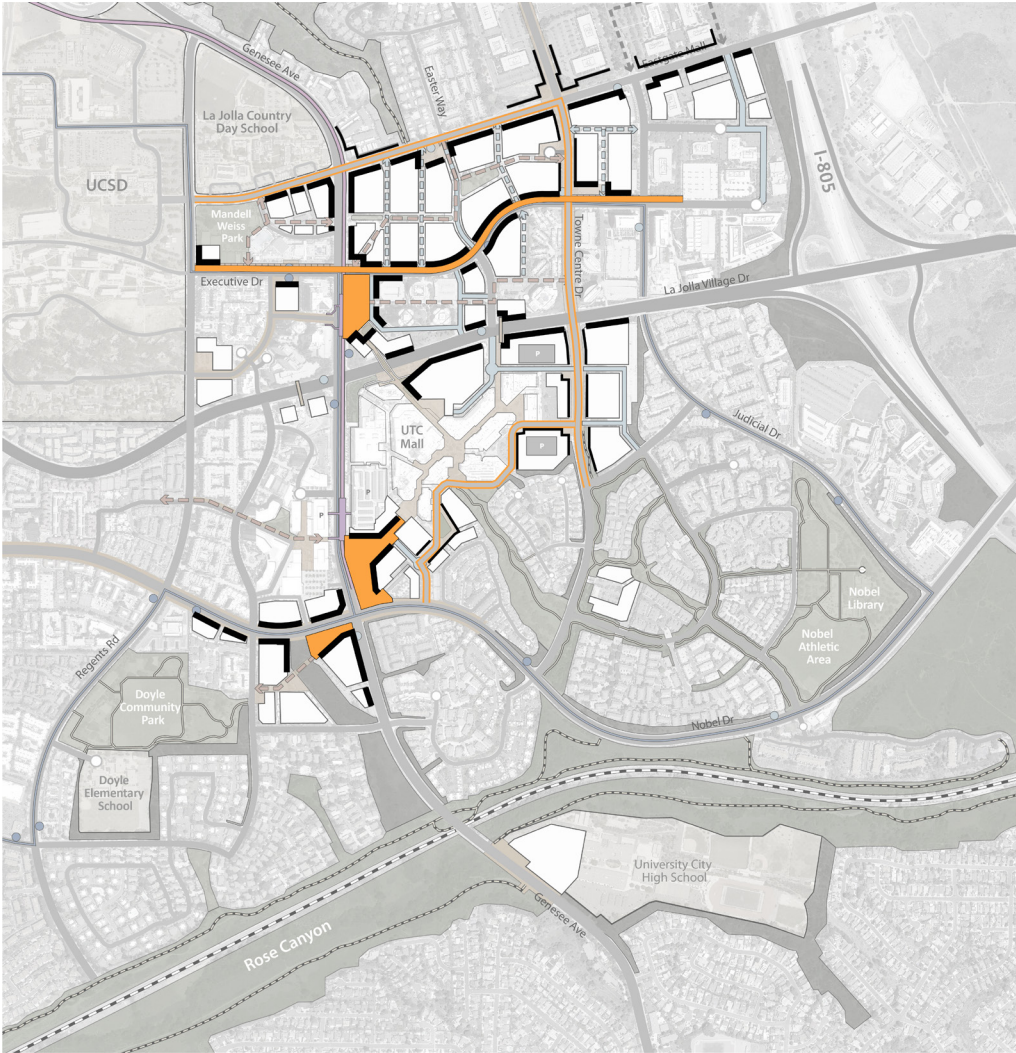


Legend

	Critical Connection Within Transit Area		Schools		Canyon Open Space		Development Concept Area		Existing Trail - Path
	Proposed New Circulation		Transit Plaza / Mobility Hub		Buffer / Change of Grade		Super Loop Bus		Potential Trail Opportunity
	Potential Connection		Main Public Realm		Community Park and Green Space		Super Loop Bus Stop		Bus Stop

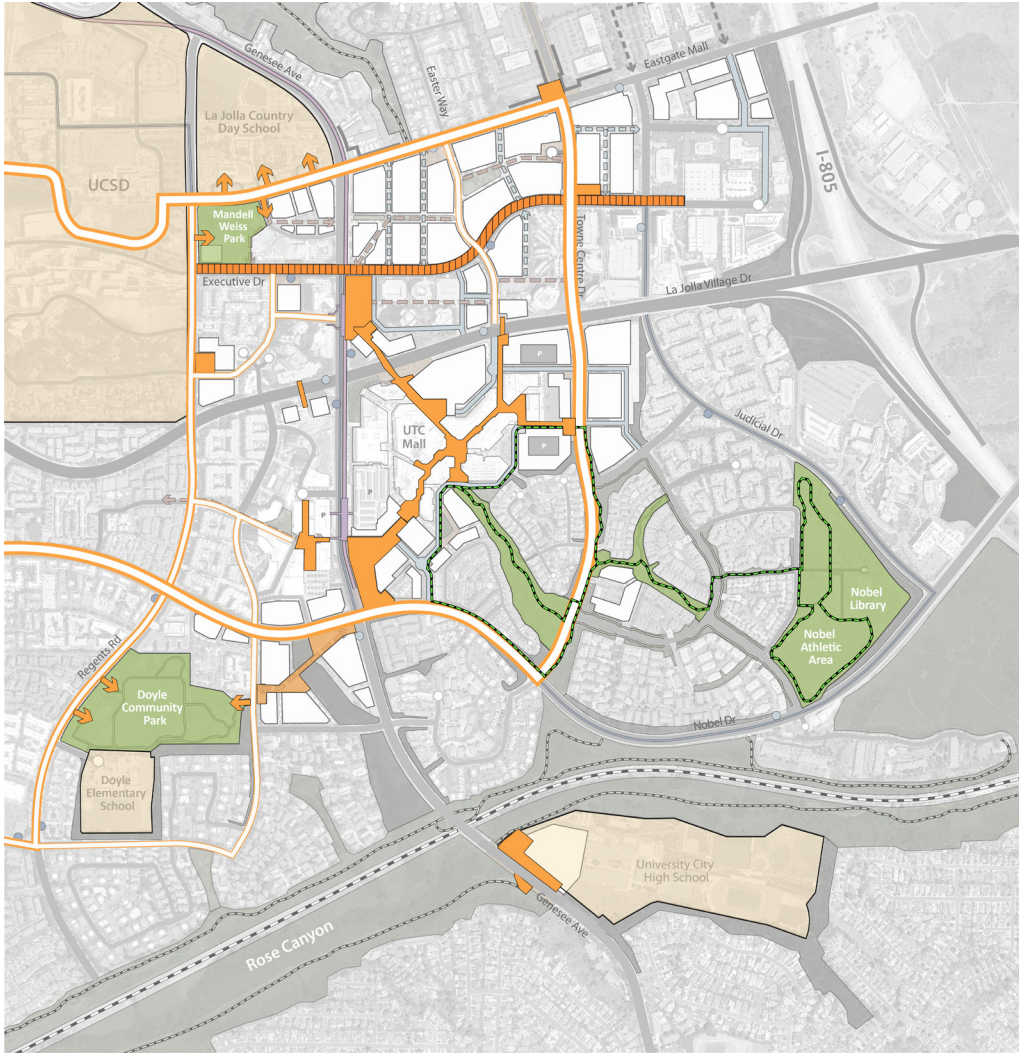
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ENLARGED FOCUS AREA 3 - UTC Transit Village / University Core



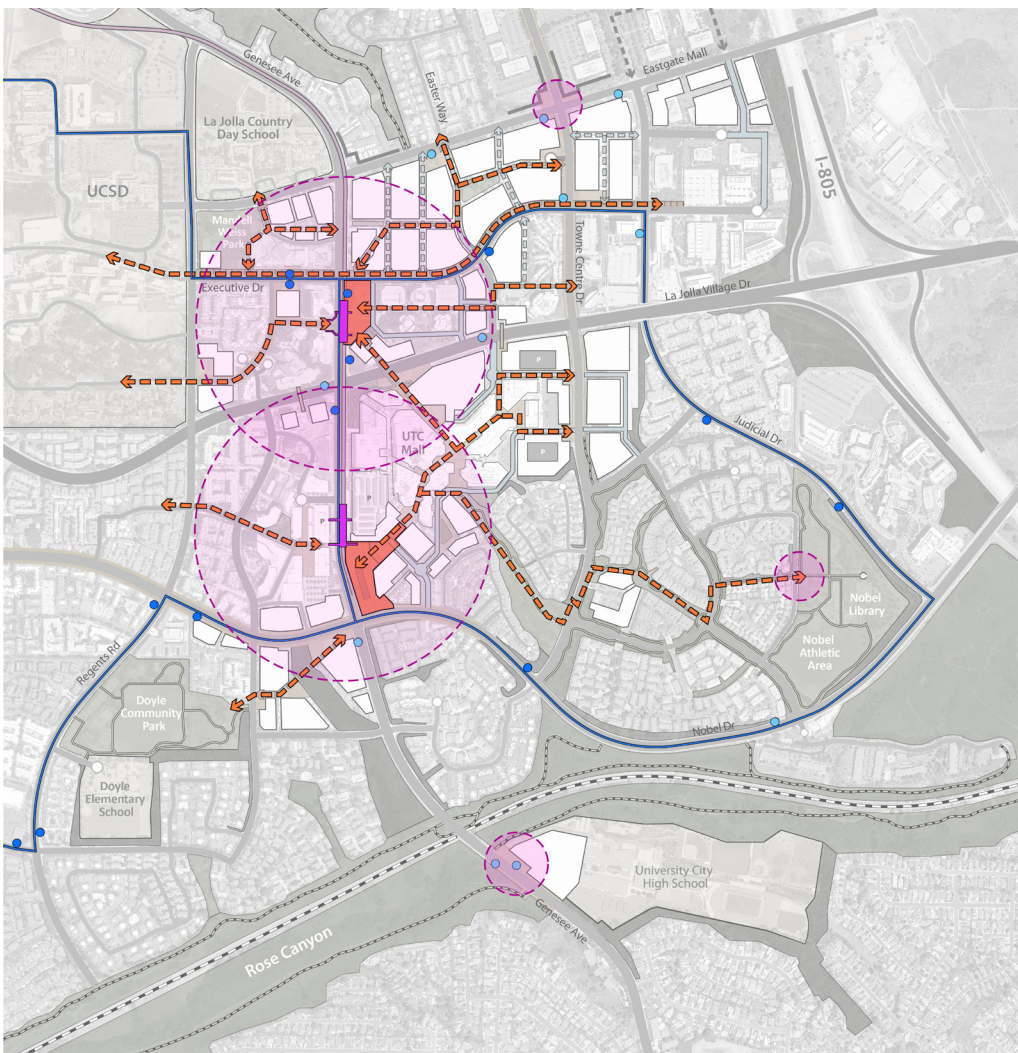
Growth Opportunities

- + Street Wall and intense development on Eastgate Mall, Executive Dr., La Jolla Village Dr., Genesee Ave., and Nobel Dr.
- + Executive Drive Promenade and UTC Mall lead to transit stations



Community Opportunities:

- + Neighborhood Loop with enhanced streetscape on Eastgate Mall, Towne Centre Dr., Nobel Dr., and Regents Rd.
- + Placemaking and public realm connections through superblock development and to existing paseos and parks



Mobility Opportunities:

- + “Micro” Mobility Hub connection to the Transit Stations with transit plazas at each station
- + Increased and improved internal circulation connecting the neighborhood and community resources to the transit stations

ENLARGED FOCUS AREA 4 - Nobel Campus Transit Village

The Nobel Campus Transit Village Focus Area is located in the western portion of the University Community, just south of UCSD, and is within a Transit Priority Area. The area includes 150 housing units and 5,000 jobs, and is home to several shopping centers, visitor destinations, and the future Nobel Drive Trolley Station.

The western portion of the focus area is located a half-mile north of Villa La Jolla Park. The eastern portion of the focus area is adjacent to Doyle Community Park and Elementary School and the proposed Regents Road linear park, with access to Rose Canyon to the south.

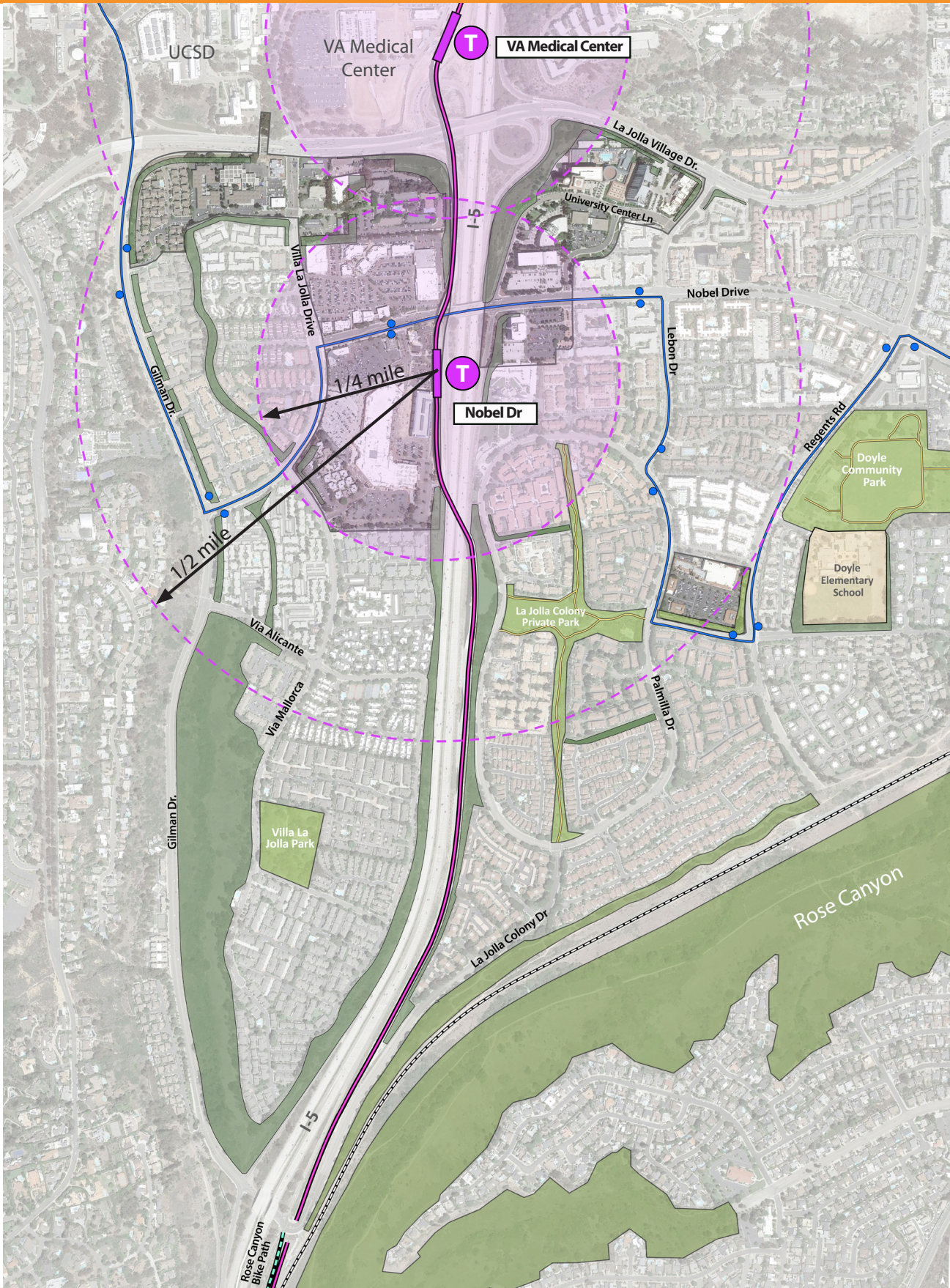
A major constraining factor of this area west of Interstate-5 is the Coastal Height Limit, which restricts development to no higher than 30 feet.

Key Components of the Area


- + 2 Blue Line Light Rail Transit Stations within 1/2 mile
- + Mix of commercial, services and residential
- + Interchange with I-5, Automobile Centered, Speed effect exiting the Highway
- + Drive-in; Drive-out to the commercial areas
- + Large Residential Neighborhoods outside of 1/4 mile to Transit


Main Opportunities


- + Focus primarily on the surrounding neighborhood instead of traffic flow from I-5
- + Develop a vibrant core around the Transit Station (mix of services, retail, entertainment)
- + Connect Residential Areas South of Nobel Dr. on both side of the Highway (Commuter Hub, Small Scale Mobility Hub)
- + Redevelop La Jolla Village Dr. as an Urban Avenue
- + Redevelop Nobel Dr. as a Neighborhood Connector
- + Add Residential along La Jolla Village Dr.





Legend


 Schools


 Community Park and Green Space


 Canyon Open Space


 Buffer / Change of Grade


 Focus Area


 Existing Trail - Path

 Super Loop Bus

 Super Loop Bus Stop

 Rose Canyon Bike Path

 Trolley Station



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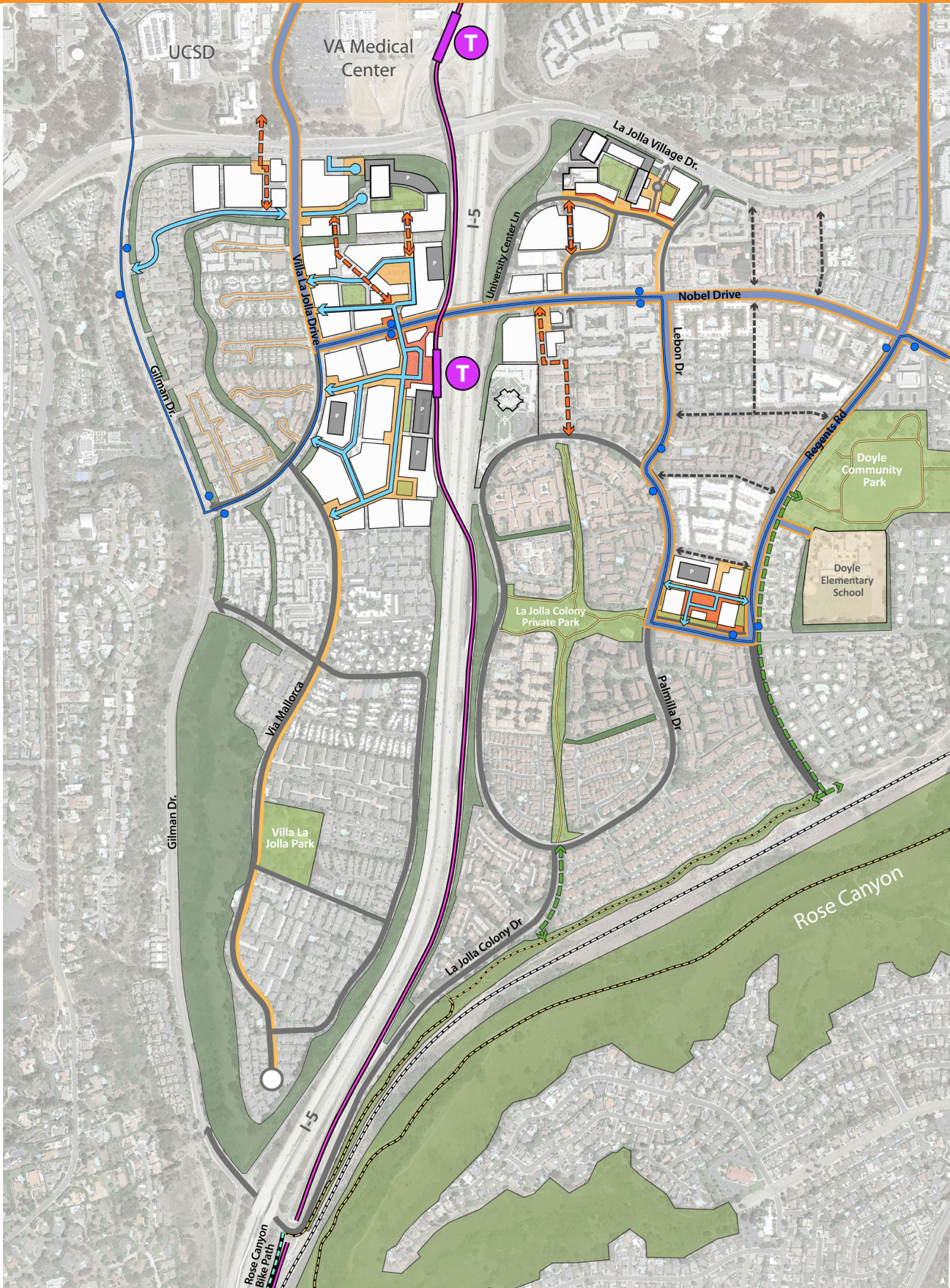
ENLARGED FOCUS AREA 4 - Nobel Campus Transit Village

The vision for this area is to create a mixed-use village that is supportive of the transit station and includes enhanced amenities for residents, visitors, and members of the UCSD community.


Key Ideas

- + Build up the street edge on Nobel Drive and Villa La Jolla Drive
- + Establish a “Main Street” that runs north-south across the center
- + Locate housing near existing residential development
- + Use parking as a buffer to minimize the impact of the freeway
- + Wrap parking structures
- + Provide community gathering spaces, both large and small
- + Activate the transit station with a plaza and mobility hub
- + Provide a stronger connection between the Trolley station and the Super Loop stop


Commuter Plaza / “Micro” Mobility Hub




Legend




Existing Main Circulation




Proposed New Circulation




Critical Connection Within Transit Area




Potential Greenway | Green Loop




Schools




Transit Plaza / Mobility Hub




Main Public Realm




Community Park & Green Space




Canyon Open Space




Buffer / Change of Grade




Development Concept Area




Rose Canyon Bike Path




Existing Trail - Path




Potential Trail Opportunity



Super Loop Bus



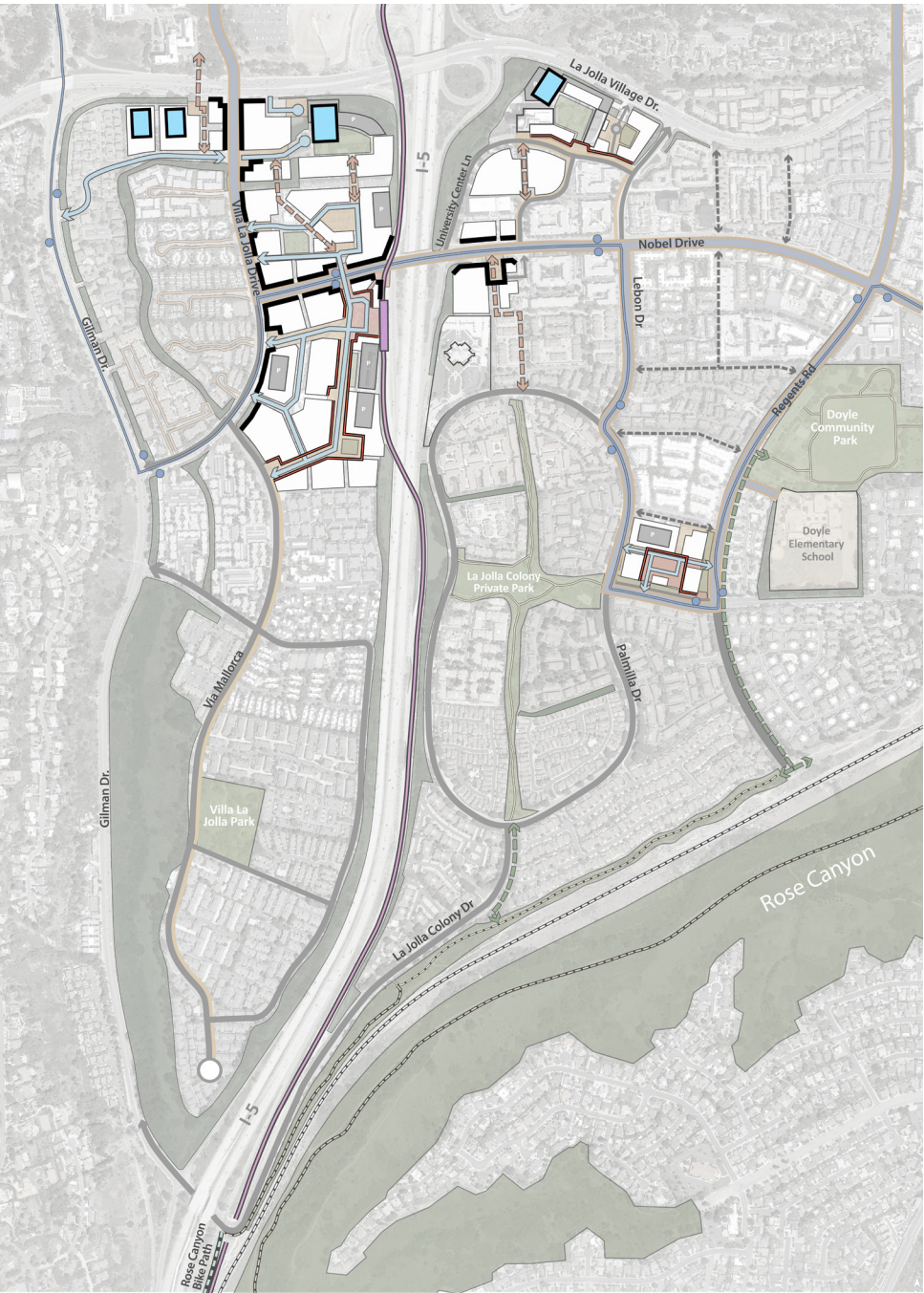
Super Loop Bus Stop



Trolley Station

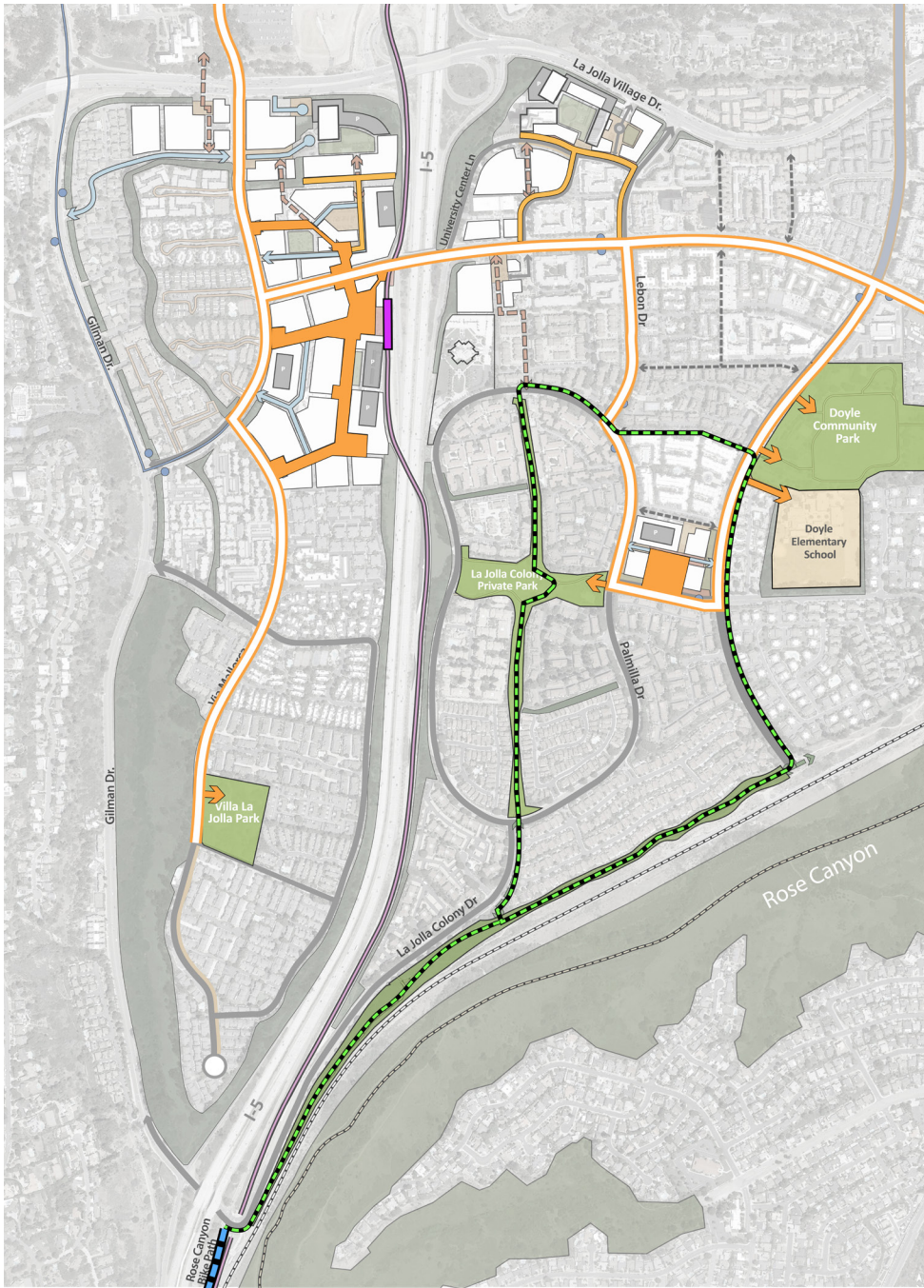


ENLARGED FOCUS AREA 4 - Nobel Campus Transit Village



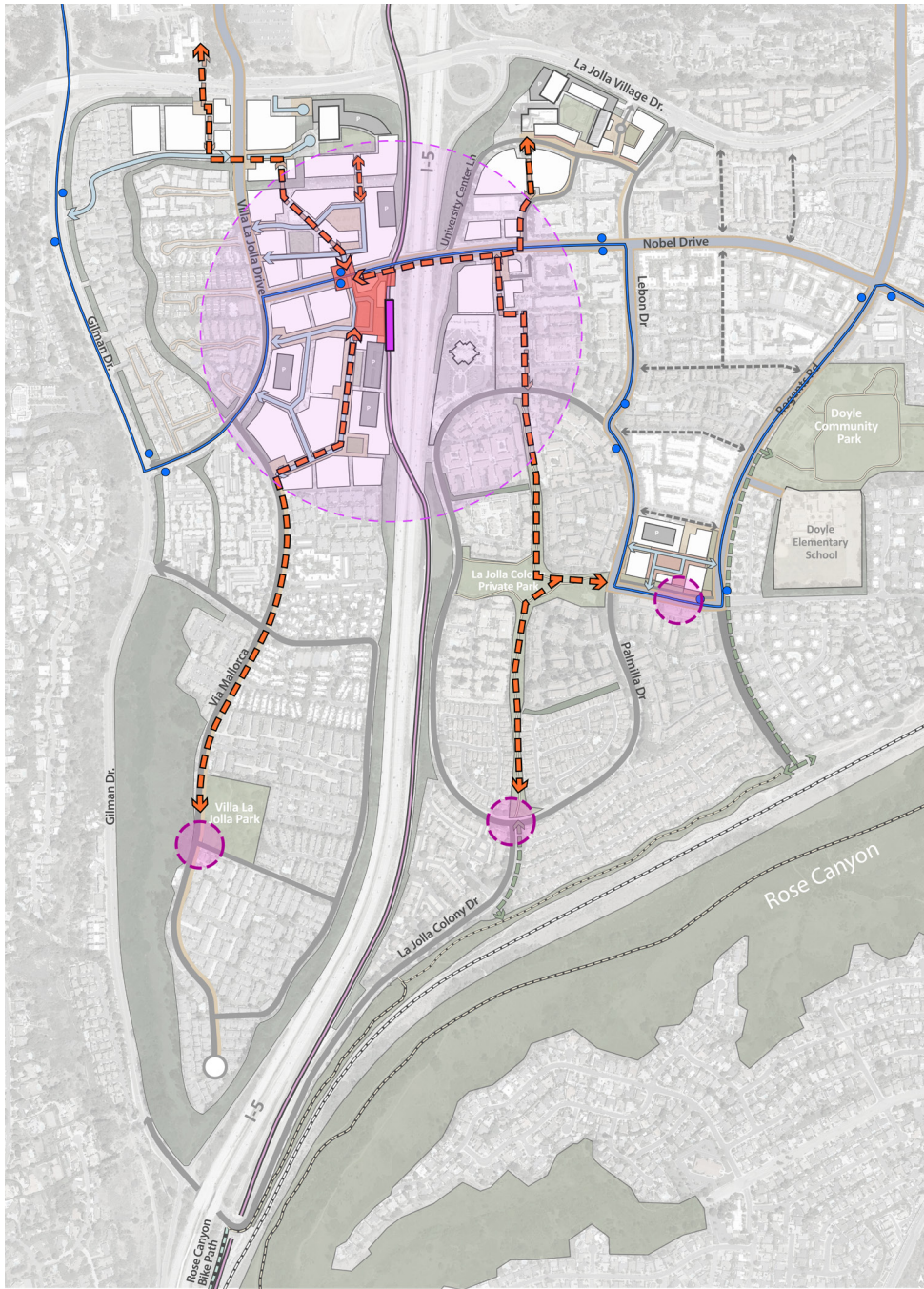
Growth Opportunities

- + Street Wall on Nobel Drive & Villa La Jolla Dr
- + Towers (if allowed) should be located along La Jolla Village Dr.



Community Opportunities:

- + Main Street through the center
- + Community Core Neighborhood Loop
- + "Health Loop" - 2 miles that can connect to the Rose Canyon Bike Path.



Mobility Opportunities:

- + "Micro" Mobility Hub connection to the Transit Stations
- + Paseos, improved sidewalks and existing trails that connect to transit


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ENLARGED FOCUS AREA 5 - Governor Community Village

The Governor Community Village Focus Area is located in the southern portion of the University Community, south of Rose Canyon Open Space Park. The focus area includes two shopping centers: UC Marketplace (Sprouts) to the west and the University Square (Vons) shopping center to the east. The area does not include housing, but does include just over 500 jobs and is accessible by bus.

The area is surrounded by low-density residential; is located near Spreckels and Marie Curie Elementary Schools, Standley Middle School, Standley Park and Recreation Center, the University Community Branch Library; and is just south of University City High School.





Legend

Schools	Community Park & Green Space	Buffer Change of Grade	Focus Area
Place of Worship	Canyon Open Space	Active Green Space outside of Planning Area	Bus Stop
			Trolley Station

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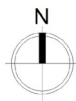
ENLARGED FOCUS AREA 5 - Governor Community Village

The vision for this focus area is to create a mixed-use community village with infill development within the shopping centers and the inclusion of multi-family residential. The goal is not to replace the existing retail, but to include infill development within the site.

Key Ideas

- + Build up the street edges on Governor Drive
- + Establish a “Main Street” that runs east-west across the center and to the library.
- + Locate housing near existing residential in mixed-use buildings
- + Internalize parking within all new development
- + Provide seating areas next to retail establishments
- + Activate the transit stop with a plaza and “micro” mobility hub





Legend

- Existing Main Circulation
- Proposed New Circulation
- Potential Connection

- Schools
- Transit Plaza / Mobility Hub
- Main Public Realm

- Canyon Open Space
- Buffer / Change of Grade
- Community Park and Green Space

- Development Concept Area
- Place of Worship

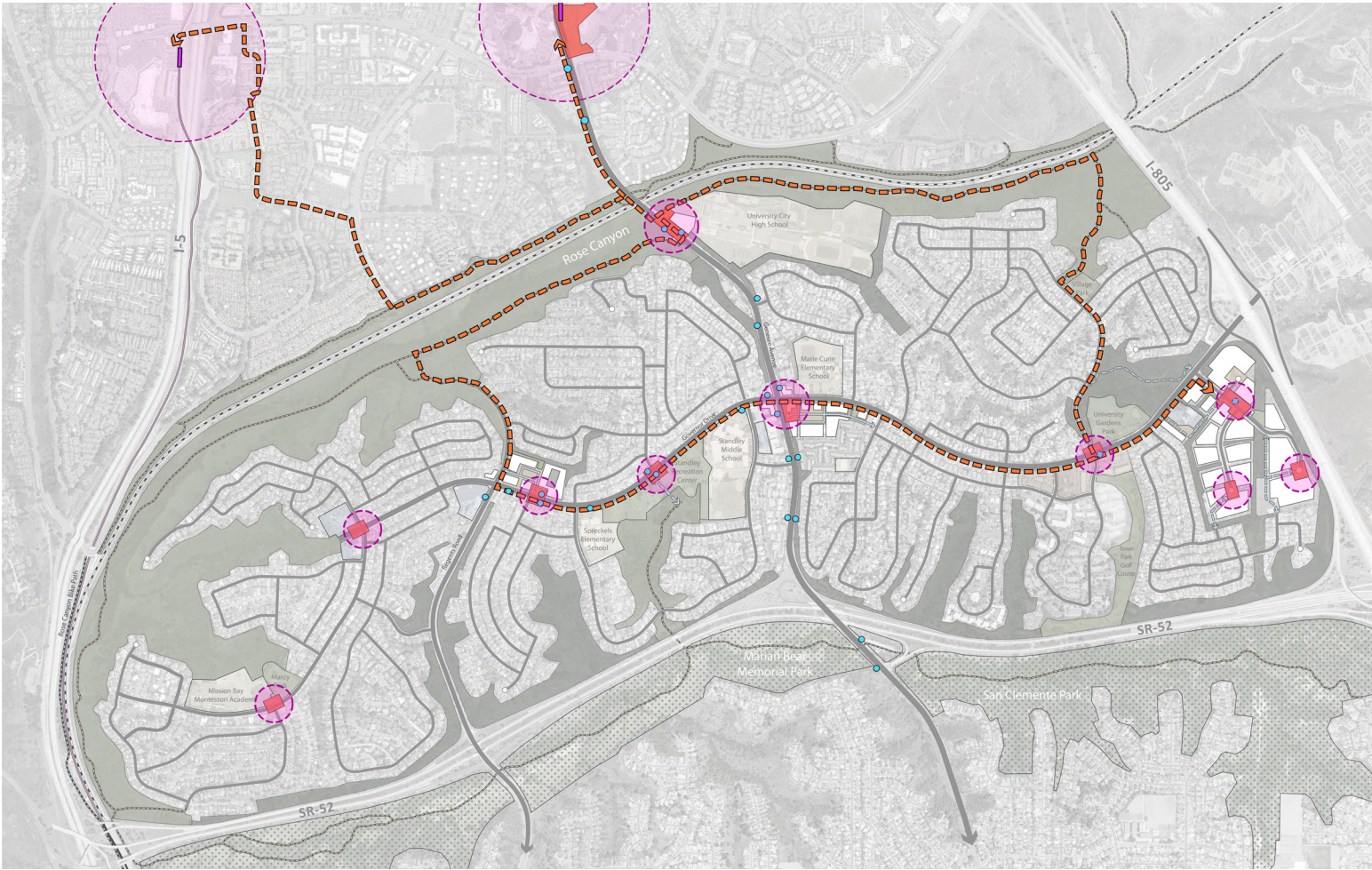
- Rose Canyon Bike Path
- Potential Trail Opportunity
- Bus Stop

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Community Opportunities:

- + Canyon Multi-Use Trail Connecting University High School with Governor Dr.
- + Canyon Multi-Use Trail will connect main amenities with the Rose Canyon Bike Path



Mobility Opportunities:

- + "Micro" Mobility Hub connection to the Transit Stations
- + Potential for a Multi-Use Trail that connects the "Micro" Mobility Hubs to Transit Stations