

October 7, 2025

Heidi Vonblum  
Planning Department  
City of San Diego  
202 C St.  
San Diego, CA 92101



Subject: College Area Community Plan Update

Dear Ms. Vonblum,

On behalf of the Building Industry Association of San Diego County (BIA), we appreciate the opportunity to provide comments on the College Area Community Plan Update. This plan represents an important milestone for one of San Diego's key urban communities, and we commend the City's ongoing efforts to address housing needs through thoughtful planning and public engagement. We believe the plan as currently provided is worthy of support based on the housing capacity identified and overarching policy guidelines, but will look forward to further review.

The BIA recognizes that the College Area Community Plan has not been updated since 1989, and we strongly support the City's commitment to modernizing the plan to reflect current realities and future needs. We are particularly encouraged by the plan's proposal to accommodate approximately 18,000 new homes. Expanding housing opportunities in existing urbanized areas is essential to meeting our region's critical housing demand, and we support the City's leadership in making this possible.

We also urge the City to ensure that it prioritizes opportunities for **ministerial, by-right housing development**. Streamlining approval processes for projects consistent with the community plan will be crucial to delivering housing at the scale and pace required to meet San Diego's housing goals. By creating clear, predictable pathways for by-right development, the City can help facilitate the production of much-needed homes more efficiently and affordably.

The BIA would like to extend our sincere thanks to City staff for the extensive time and effort invested in developing this draft plan, conducting community outreach, and advancing policies that align with the shared goal of providing housing for all San Diegans. As presented, the plan is a clear statement of the City's prioritization of housing development and it should be commended as such. We value our

continued partnership with the City and stand ready to support the implementation of a plan that helps build a more sustainable, attainable, and inclusive San Diego.

Thank you again for your commitment to creating a framework that promotes housing opportunity and community vitality.

Sincerely,

A handwritten signature in blue ink, appearing to read "Lori Holt Pfeiler". The signature is fluid and cursive, with the first name "Lori" being the most prominent.

Lori Holt Pfeiler  
President & CEO  
Building Industry Association of San Diego County