

# University Economic Forum

## Breakout Group Report Outs

February 27, 2020



### FOCUS AREA 1

- Key Trends/Challenges in University (Focus Area 1 Table)
  - Coastal Height Limit
  - APZ 2
  - Transit connection: MTS, Sorrento Valley Station, wayfinding
  - Lack of amenities: childcare, light retail, food
  - Proximity of amenities
  - Cost of structured parking
  - Pedestrian connections/bikes
  - Canyon as a barrier
  - Having anchor of retail and amenities at pedestrian centers
  - Private, secure campuses
  - Collaborative campuses/between campuses (housing affordability)
  - Talent is #1 driver
- Ideas for collaboration/ways to overcome challenges (Focus Area 1)
  - Mixed-use
  - Expanding MTS & micromobility (last mile)
  - Shared work spaces
  - Housing: general and middle income
  - Use these areas after hours (Focus Areas 1 & 2)
    - Events, weddings, cultural events, parking
  - Conflict between North/South University: employment centers vs. residents
    - More representation from UCSD, ethnic & age diversity
  - More engagement directly from UCSD students, Forum on campus
  - UCSD feels disconnected from community
  - Increase input from more age/ethnic diversity, and businesses/stakeholders
  - Focus on TOD and connections to actual transit stops, trolley corridor, transit priority areas
- Top strategies:
  - 1. Transit connections/transit hubs**
  - 2. Outreach (age, ethnicity, businesses)**
  - 3. Mixed Use**
- Challenges for Focus Area 1
  - Overlay zone (APZ II, Coastal) remove
  - Connections (transit, bike, ped)
  - Frequency of transit, reliability: beach cities/employment area focused bus service
  - E-Bikes, geography

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- Bus/transit as areas for collaboration
- Exemption for solar on height limit
- Exemption for coastal height in this area, UCSD is exempt
- Lab buildings: 4-5 floors
- Dense office next to lower height labs can share amenities and developable space
- Shared/collaborative parking areas
- Better utilize parking
- Lack of retail/restaurants
- Canyon: direct connections through
- Tower Road converted to public, shuttle route?
- Outdoor spaces provided by retail
- Existing outdoor recreation is very valuable (Torrey Pines)
- Wayfinding for shared spaces
- Greater connectivity between campuses: bike/pedestrian
  - Example: Mission Valley river
- Entice developers to build/engage w/public realm w/established/larger vision
- Nodes can develop off of Tower Rd.
- Mostly labs in this area
- Hotels not collaborative with community
- Public golf course is not very public: better access

## FOCUS AREA 2

- Key Trends/ Challenges in University (Focus Area 2 Table)
  - Popular, expensive, lots of companies huddling up – hot market
  - Densification more challenging because it is built out
  - We need to densify – live/work/play
  - Broad, car-scale, for throughput
  - Connectivity: people need to be able to leave their car
  - Electric shuttles operating here: Innovation Hub
  - Shuttles between Illumina, but Judicial is 35+ mph
  - Need connections to trolley – autonomous busses could use shoulders. Illumina has shuttle to/from train and daily between campuses. Shuttle to UTC, but no more. Very costly and slows down facilities.
  - People want to use com. Amenities but parking is a challenge
- How to Overcome Challenges? (Focus Area 2 Table)
  - Biking could become more popular. Netherlands, Portland 17% bikers

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- Safety is the biking issue, weather is great
- Bike storage is necessary
- Denmark has bikes (public) with \$20 deposit – you get deposit back when you return
- Safe way for scooters?
- Rideshare makes getting car easy. Fully integrated tech
- London has everything in One App, includes prices
- More pilot projects
- North UTC street-grid is wide, lots of space
- Pathways through private properties
- Elevated sidewalk – aerial skyway
- Campuses that are building out should be required to include pedestrian connections through each other. Everyone benefits.
- Code could be more specific on how and why developers should coordinate pedestrian and non-auto connections
- Private shuttles – can they be made public?
- Public/private partnerships get good results
- If code supports, it's easier. Otherwise developers have to take risk. Even the playing field.
- More electric charging stations. Expensive to build but increasingly necessary.
- More opportunity for mixed-use. Amenity for developments. Code doesn't incentivize. Sometimes even dis-incentives.
- Mixed-use challenge is that you need 24 hour use. Lots of daytime use here, but not residential makes it difficult to support
- Mobile amenities are opportunities
- Top 3 Strategies
  1. **Connect people THROUGH properties and break up superblocks. Mobility technology. Better transit.**
  2. **Increase incentives into the code for these things.**
  3. **Develop mobility network master plan.**
- Challenges facing Focus Area 2?
  - Physical disconnection/superblocks
  - Topography
  - Land-use constraints RE: overlay zones
    - Prime industrial, Miramar overflight/APZ, Coastal Height Limit
  - Communication between developers
  - Fast growth
  - 35 acres of surface parking (challenge + opportunity)

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- Difficult to connect to canyons
- Changing mind-sets for mass transit
  - Changing behavior
- Market conditions dictate development
- Opportunities for Focus Area 2?
  - Have developments open up to canyons
  - Towne Centre Drive has canyon-rim trails. Opportunity to build more of these to connect campuses.
  - Embed parking in challenging topography?
  - Build on expansive surface-parking
  - Increase density/FAR in code to make structured/underground parking feasible
  - More mixed-use incentives
  - Code that incentivizes the right things
    - Connections, density, mixed-use

### FOCUS AREA 3

- Key Opportunities
  - Right sized DIF (by unit size/type of unit)
  - Transit Oriented Development
  - Mobility Hubs
  - Mixed-Use Development
  - Bicycling infrastructure/onsite bike amenities/lockers
  - Executive Drive (from UCSD → Towne Centre)
    - Closed to SOVs (or all vehicle traffic?)
    - Opportunities for electric shuttle in median
    - Pedestrian promenade/improved pedestrian facilities
  - Shift conversation from requiring parking to multi-modal
  - Connection to UCSD/hospitals/shuttles within the community to increase connectivity
  - Pedestrian connections
  - Canyons/open space – non-vehicular connections through
- Key Challenges Specific to Focus Area 3
  - The impact of UCSD in the process/increase of students
  - Enhancing pedestrian experiences from offices
  - Connectivity of transit to medical
  - Connection to Costa Verde

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- Add residential density that creates mixed-uses allowing live/work/play
- Policy incentives for non-luxury residential
- Greater level of shuttle district to provide non-SOV options
- Insufficient bicycle facilities, specifically on Genesee
- Suspended bicycle facility under trolley
  - Innovative solutions needed!
- Large blocks (break them up)
  - Connect them to surroundings
- Undergrounding freeways
- Opportunities Specific to Focus Area 3
  - Infrastructure to support mixed-use
  - Higher densities (micro units) in older single family residential areas avoiding displacement
- Key Trends/Challenges in University (Focus Area 3 Table)
  - Traffic congestion
  - Lack of parking
  - Lack of bike infrastructure
  - Lack of pedestrian infrastructure
  - First/last mile connections to large institutions/medical
  - Green space
  - Workforce housing/diversify housing inventory
  - Purposeful mixed-use development
  - Meaningful use of ROW
  - Traffic calming/speed reduction
  - Pedestrian district (similar to Barcelona)
  - Integrating with UCSD plan
- **Top Strategies**
  - 1. Increase pedestrian/bicycle infrastructure**
  - 2. Enhance and preserve open space**
  - 3. Purposeful mixed-use development, including workforce housing and diverse housing inventory**

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### FOCUS AREA 3

- Key Trends/ Challenges in University (Focus Area 3 Table)
  - Connectivity; south University
    - Ingress, egress
  - Overlays; development limits
    - Do they make sense? Intent?
  - Prime Industrial – interplay
- How to Overcome Challenges? (Focus Area 3 Table)
  - Assess overlays – intent?
  - First/last mile – comfort, breaking superblocks
    - Shuttles; south University
    - Walkshed, not crow flies
  - Transit corridors
    - SDM intent?
  - LJVD – transit or HOV
  - Competitive travel time for transit
  - Reliability
  - Alternative connections for NEV
    - E.g. UTC path
  - Prime industrial conversion?
    - Depends on uses that do not preclude mix
  - Concern w/TNC as first/last mile connection
  - Connection through Roselle Canyon service road
- Focus Area 3 Challenges
  - Pattern of replacing affordable with high-end multi-family
  - Walking along Genesee, fronting access
- Focus Area 3 – how to overcome?
  - Affordable housing requirements
  - Support bridges at LJVD/Genesee
  - Internal connections N/S
- Summary – Focus Area 3
  - **Dedicated space for high capacity modes**
  - **Break up superblocks, create pedestrian**
  - **Increased mixed-use/activate**

**FOCUS AREA 4**

- Key Trends/ Challenges in University (Focus Area 4 Table)
  - Height limit
  - City processes to get development projects approved
  - Housing not available (for moderate income)
  - Congestion
  - Region/city plan coordination
  - Need more direct connections between areas for all modes
  - Maintenance of roads/infrastructure
  - Population growth
  - Increasing transit use/bike & pedestrian
- Strategies to overcome challenges
  - Reduce setbacks for transit to stop near building
  - Wayfinding for mobility
  - Public space more frequent (paseos, parks, plazas)
    - La Jolla Colony example
  - Mixed-use development with housing
    - Live & work close by
  - Manage parking
    - Pricing
  - Connect to adjacent communities
  - Shorten distance between transit stops and destinations
    - Human scale connections
  - Employees get transit passes (TDM)
    - Impacts cost to business owner
  - Shuttles from specific gathering points
    - Park and ride concept
    - Apartments
  - Reduce setbacks/urban design towards streetfront buildings
- Focus Area 4 opportunities
  - Freeway cap
    - Connections (multimodal)
    - Park opportunity
  - More housing
  - Traffic control
  - Vacant parcels – stimulating redevelopment
  - Land use connections to transit