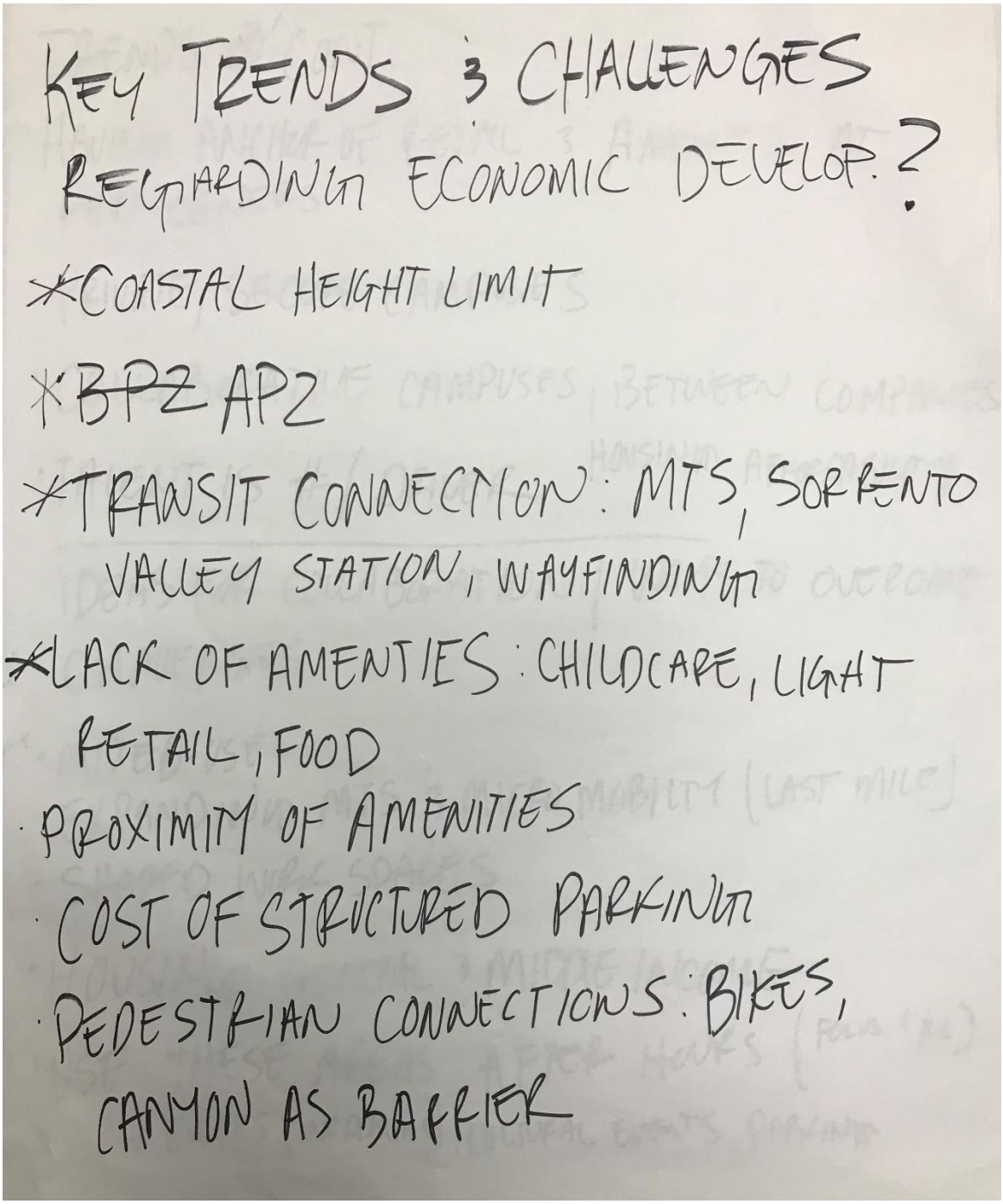
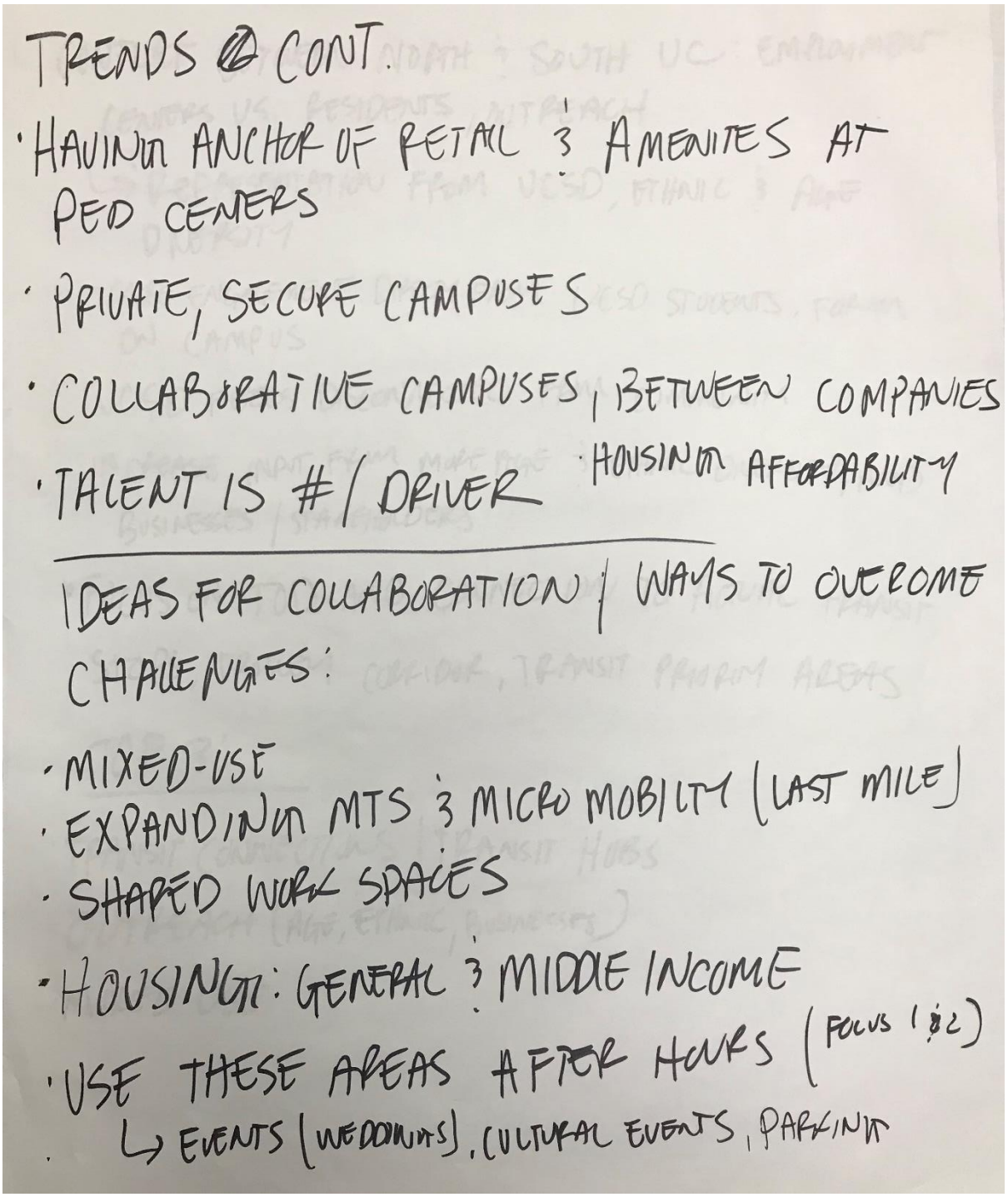
University Economic Forum

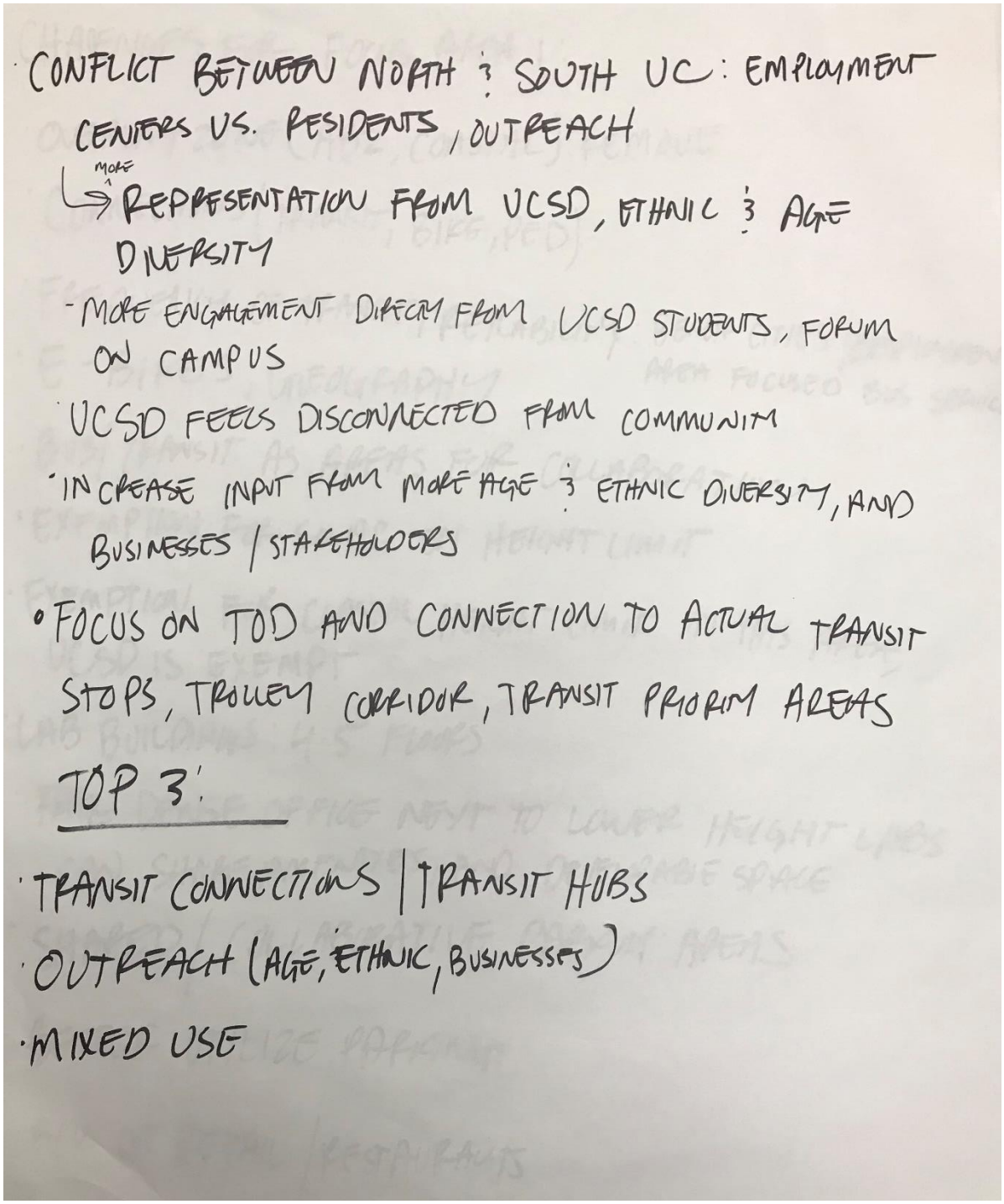
Breakout Group Report Outs – Note Boards

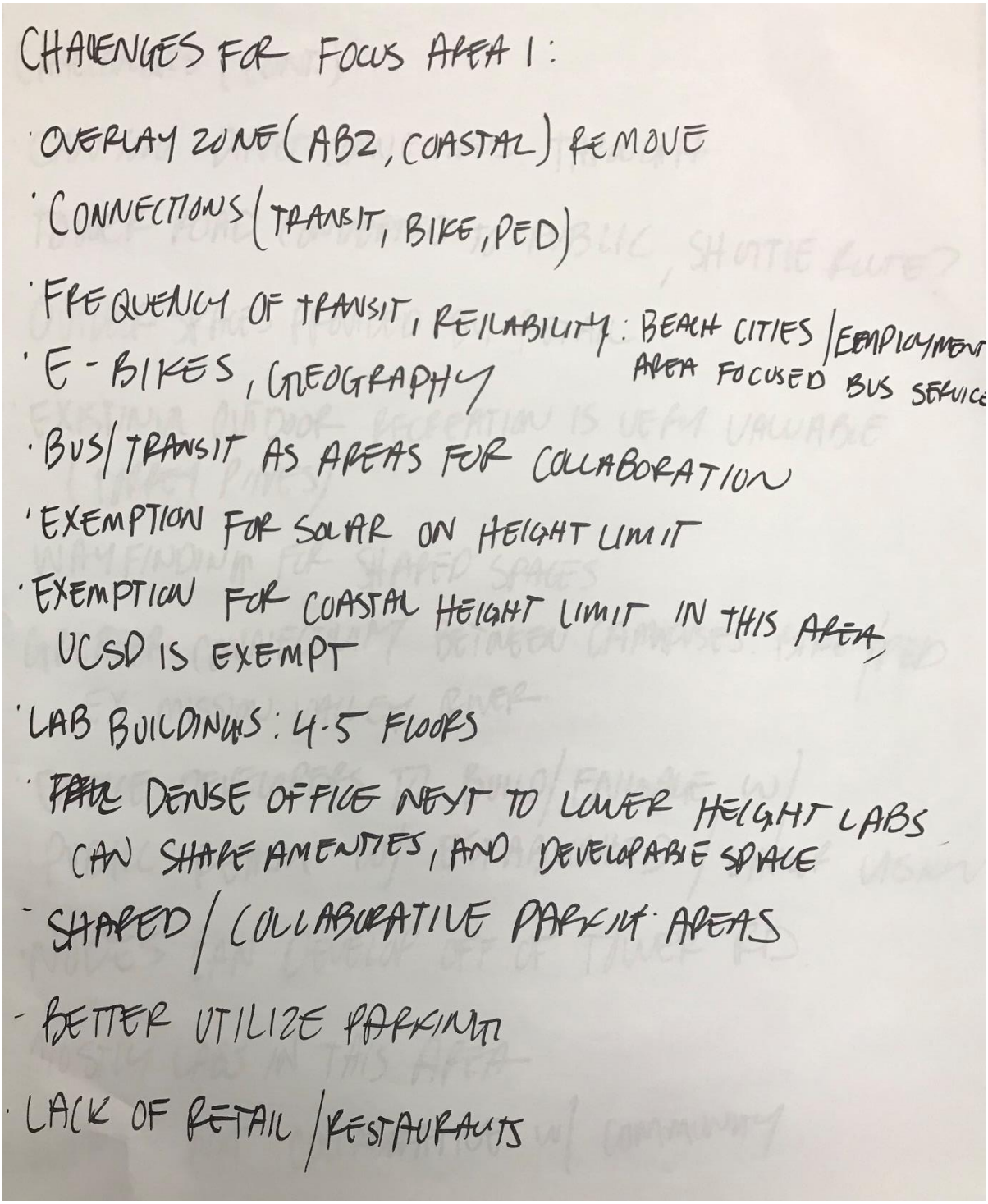
February 27, 2020

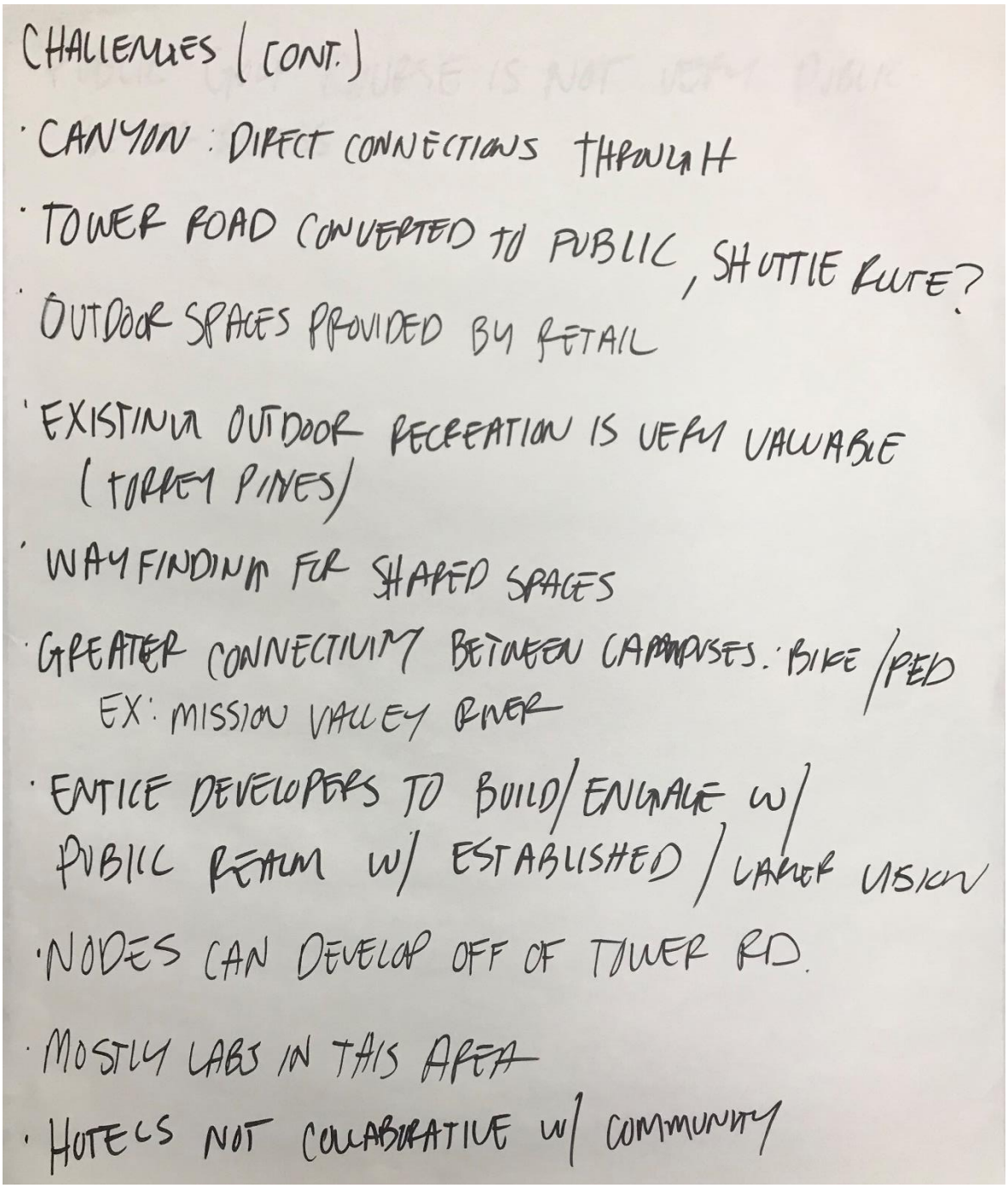
FOCUS AREA 1

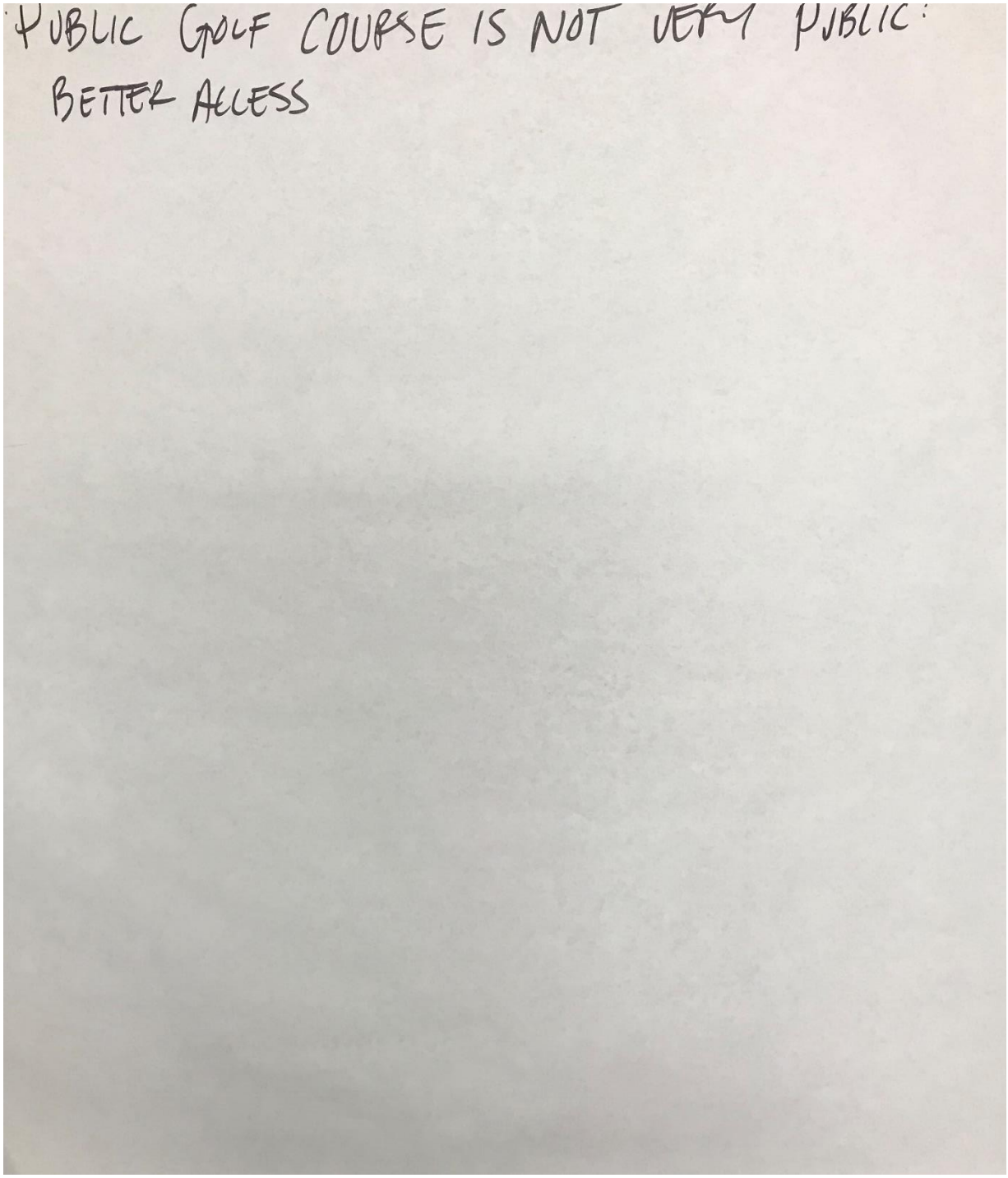



TRENDS & CONT.
· HAVING ANCHOR OF RETAIL & AMENITIES AT PED CENTERS
· PRIVATE, SECURE CAMPUSES
· COLLABORATIVE CAMPUSES, BETWEEN COMPANIES
· TALENT IS #1 DRIVER
· HOUSING AFFORDABILITY
IDEAS FOR COLLABORATION / WAYS TO OVERCOME CHALLENGES:
· MIXED-USE
· EXPANDING MTS & MICRO MOBILITY (LAST MILE)
· SHARED WORK SPACES
· HOUSING: GENERAL & MIDDLE INCOME
· USE THESE AREAS AFTER HOURS (FOCUS 1 & 2)
↳ EVENTS (WEDDINGS), CULTURAL EVENTS, PARKING

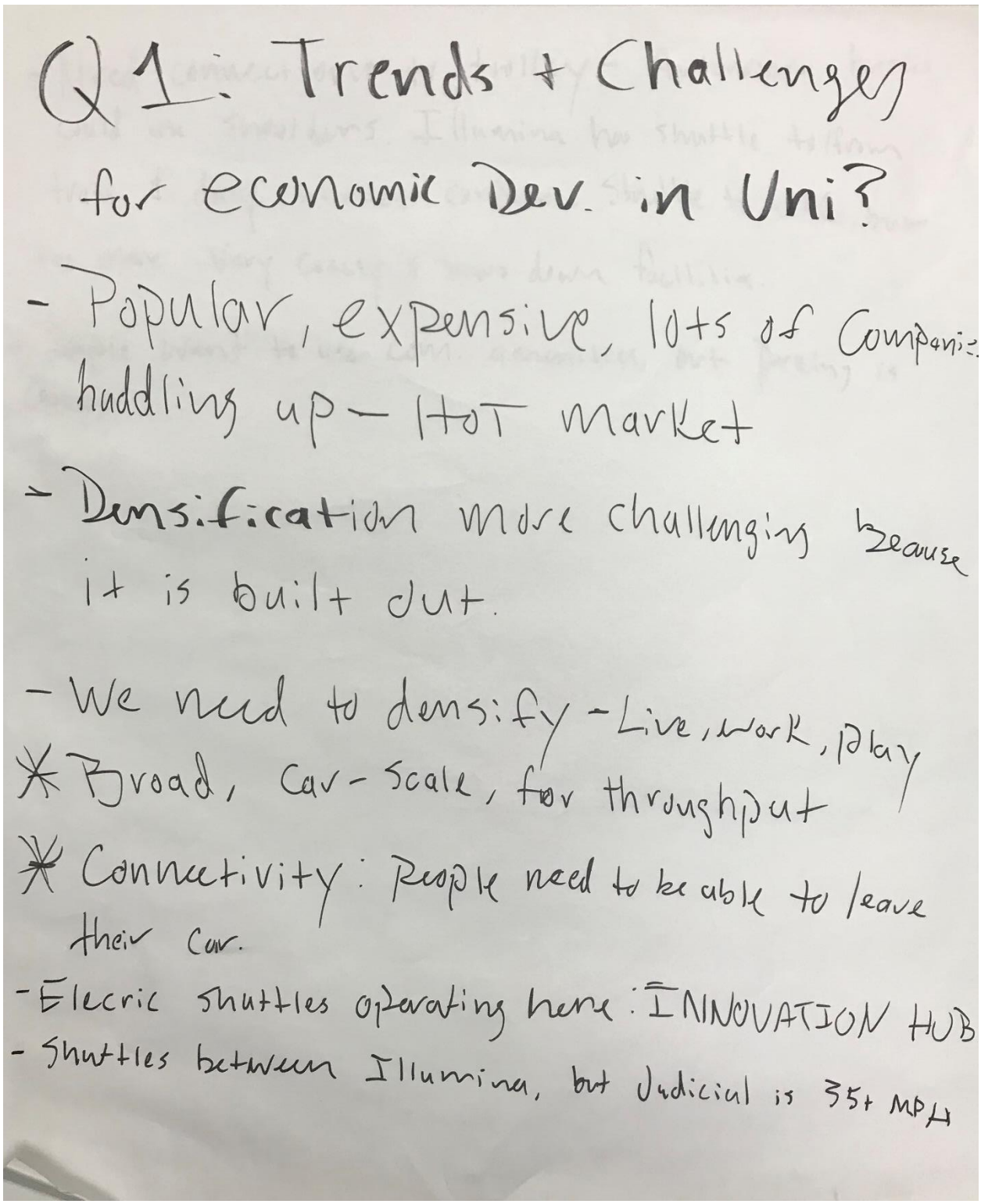

· CONFLICT BETWEEN NORTH & SOUTH UC: EMPLOYMENT CENTERS VS. RESIDENTS, OUTREACH
↳ MORE REPRESENTATION FROM UCSD, ETHNIC & AGE DIVERSITY
- MORE ENGAGEMENT DIRECTLY FROM UCSD STUDENTS, FORUM ON CAMPUS
· UCSD FEELS DISCONNECTED FROM COMMUNITY
· INCREASE INPUT FROM MORE AGE & ETHNIC DIVERSITY, AND BUSINESSES / STAKEHOLDERS
· FOCUS ON TOD AND CONNECTION TO ACTUAL TRANSIT STOPS, TROLLEY CORRIDOR, TRANSIT PRIORITY AREAS
TOP 3:
· TRANSIT CONNECTIONS | TRANSIT HUBS
· OUTREACH (AGE, ETHNIC, BUSINESSES)
· MIXED USE

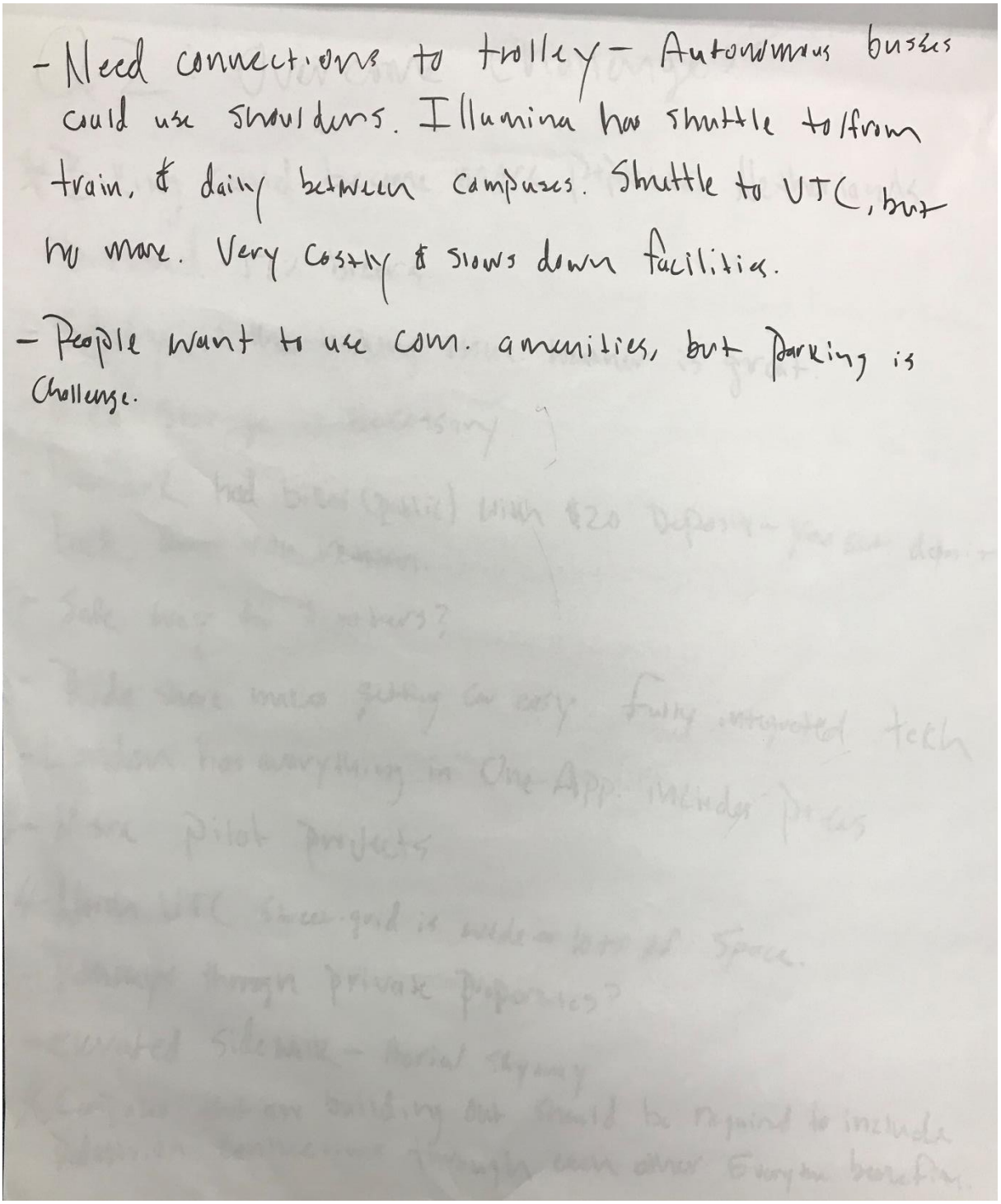

CHALLENGES FOR FOCUS AREA 1:
· OVERLAY ZONE (AB2, COASTAL) REMOVE
· CONNECTIONS (TRANSIT, BIKE, PED)
· FREQUENCY OF TRANSIT, RELIABILITY: BEACH CITIES / EMPLOYMENT AREA FOCUSED BUS SERVICE
· E-BIKES, GEOGRAPHY
· BUS/TRANSIT AS AREAS FOR COLLABORATION
· EXEMPTION FOR SOLAR ON HEIGHT LIMIT
· EXEMPTION FOR COASTAL HEIGHT LIMIT 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

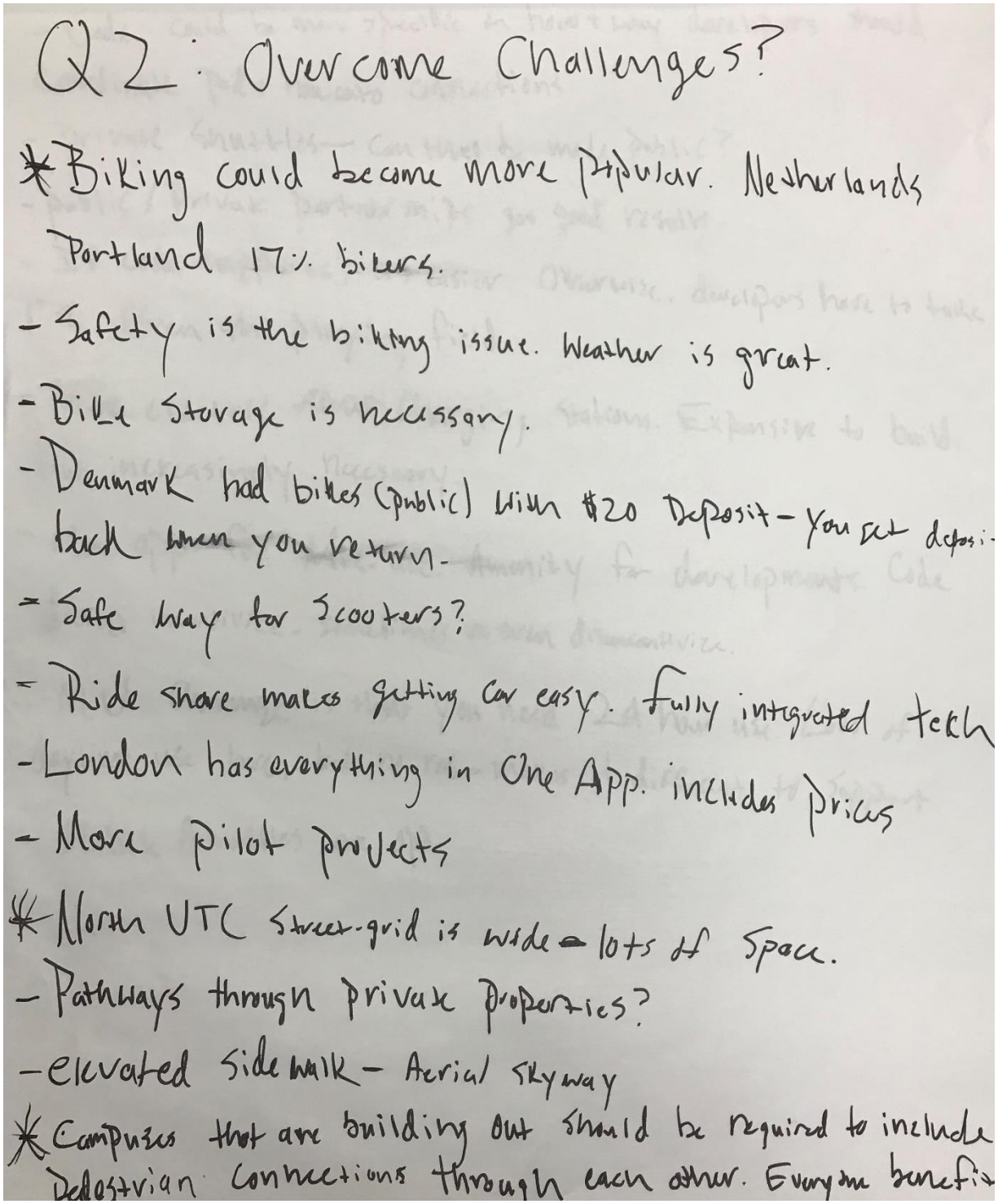

CHALLENGES (CONT.)
· CANYON: DIRECT CONNECTIONS THROUGH
· TOWER ROAD CONVERTED TO PUBLIC, SHUTTLE ROUTE?
· OUTDOOR SPACES PROVIDED BY RETAIL
· EXISTING OUTDOOR RECREATION IS VERY VALUABLE (TORREY PINES)
· WAYFINDING FOR SHARED SPACES
· GREATER CONNECTIVITY BETWEEN CAMPUSES: BIKE/PED
EX: MISSION VALLEY 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 W/ COMMUNITY

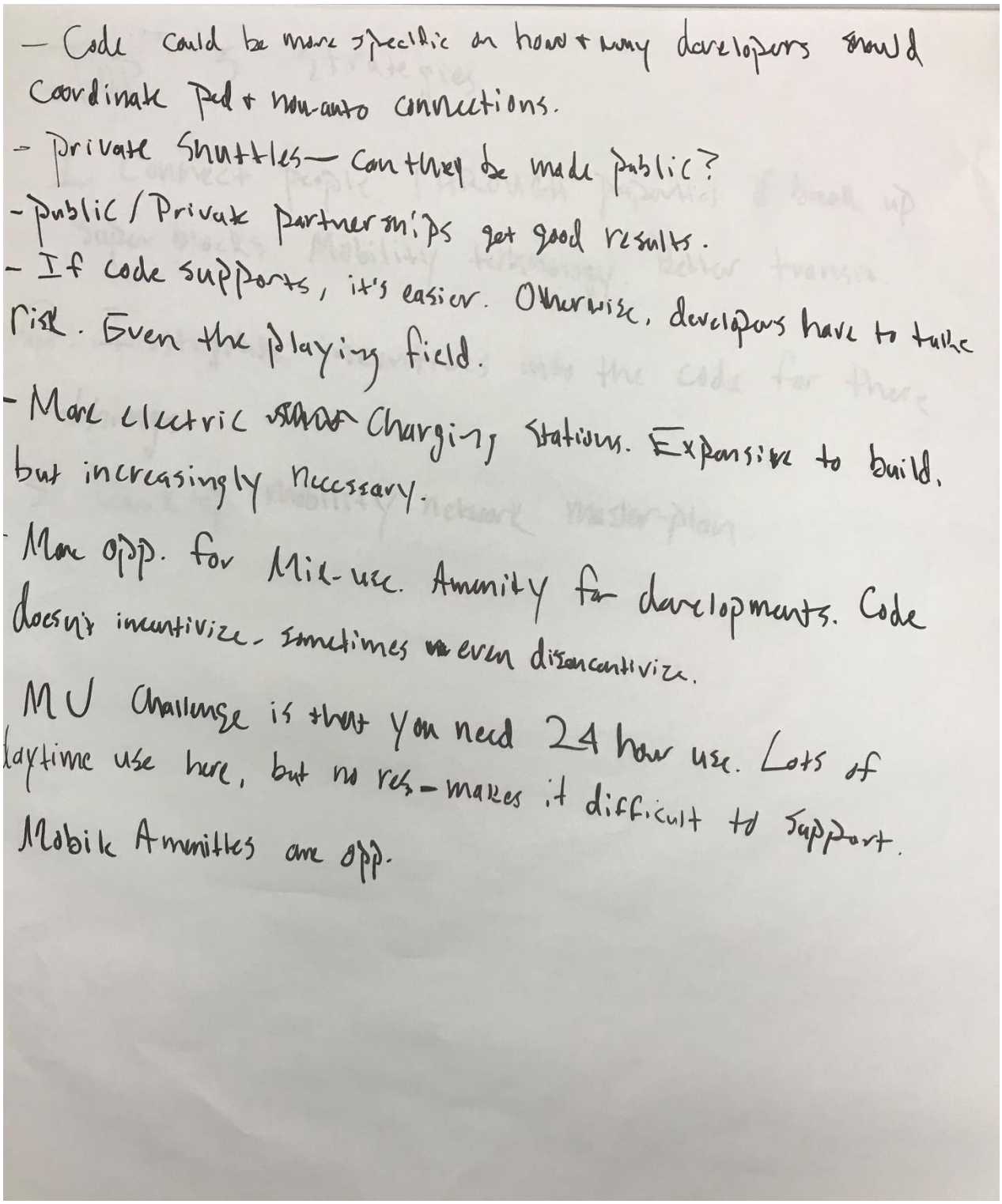

PUBLIC GOLF COURSE IS NOT VERY PUBLIC:
BETTER ACCESS

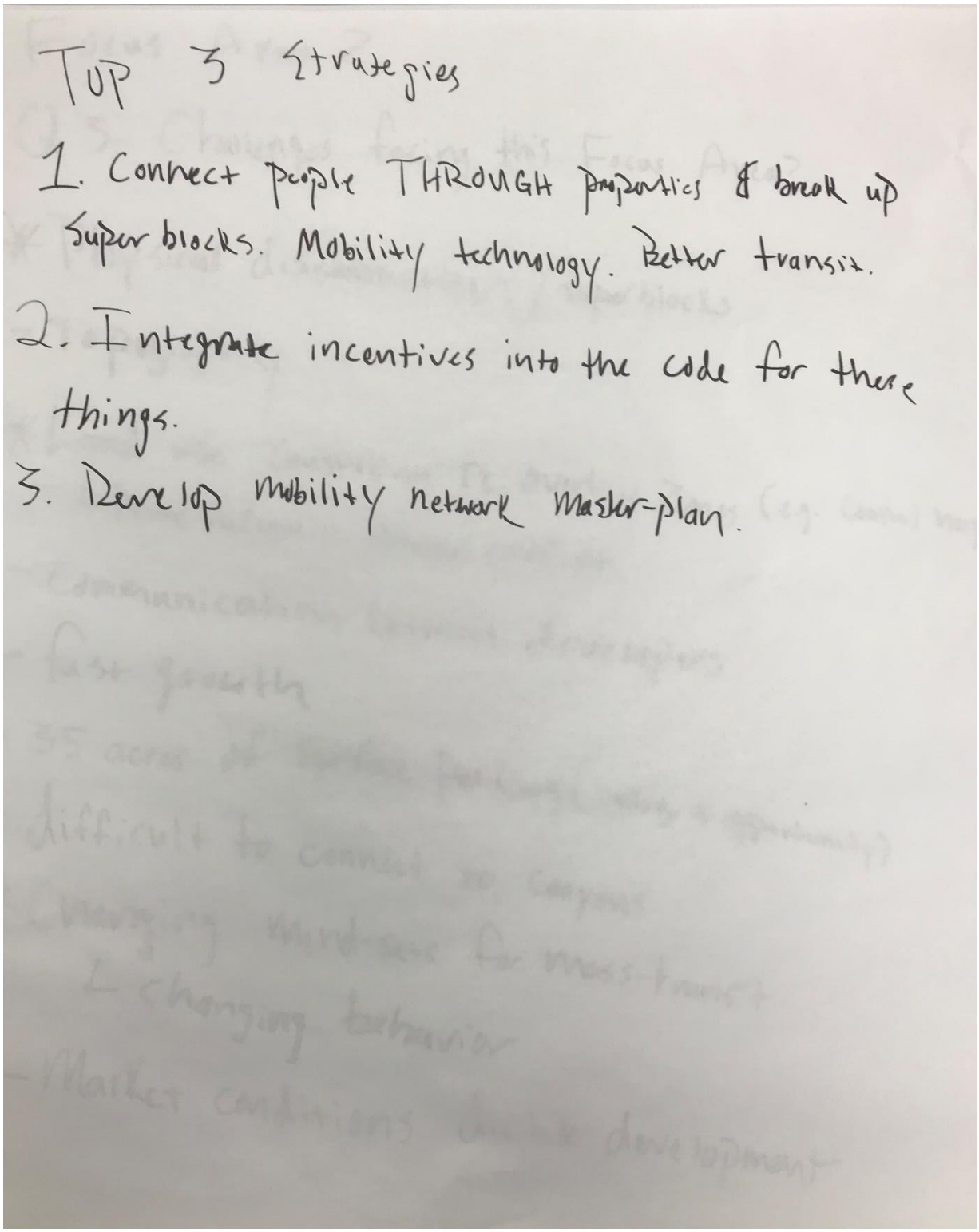
FOCUS AREA 2

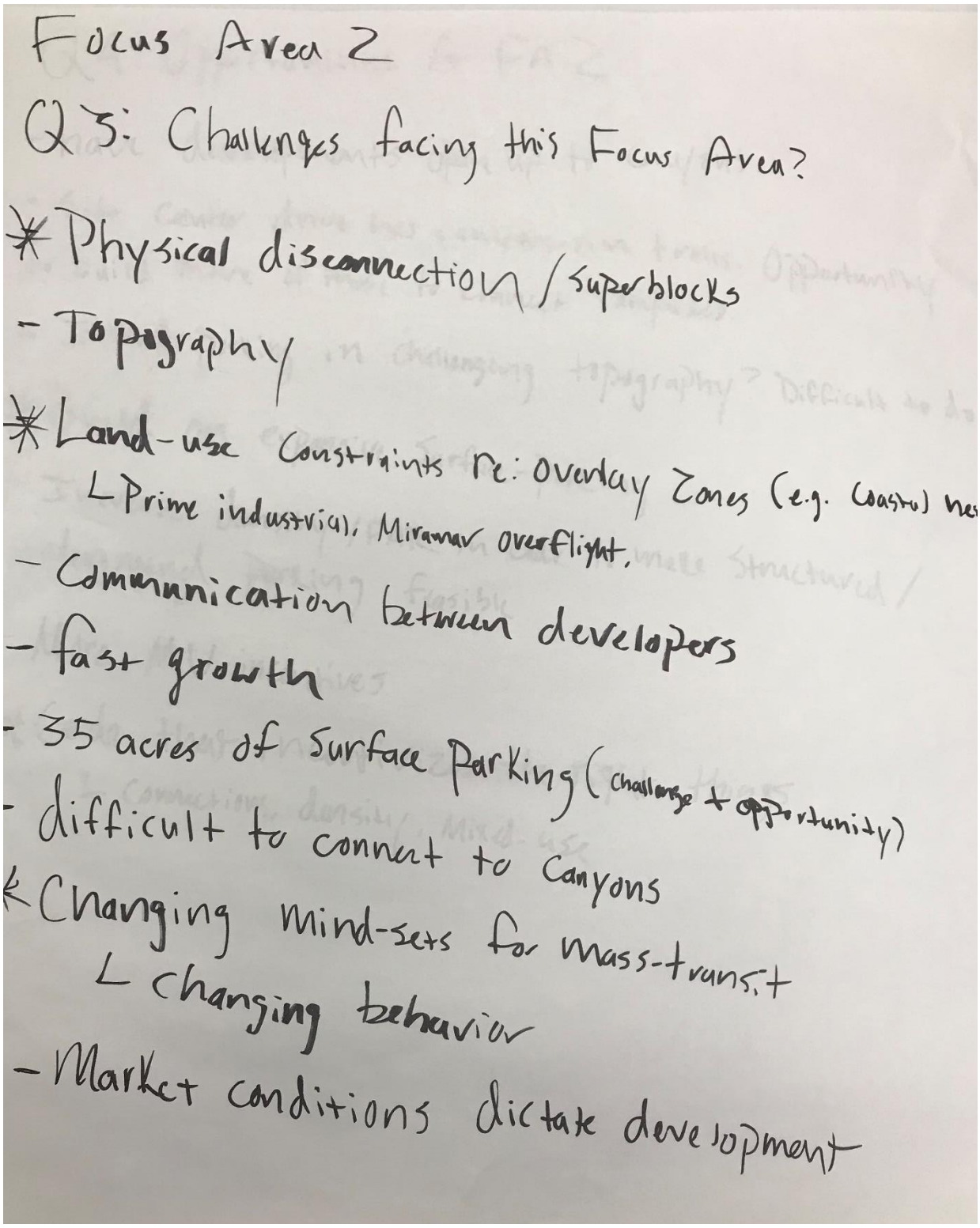

Q1: Trends + Challenges
for economic Dev. in Uni?
- Popular, expensive, lots of Companies huddling up – ltoT market
- Densification more challenging because it is built out.
- We need to densify - Live, work, play
* Broad, car-scale, for throughput
* Connectivity: People need to be able to leave their car.
- Electric shuttles operating here: INNOVATION HUB
- Shuttles between Illumina, but Judicial is 35+ MPH

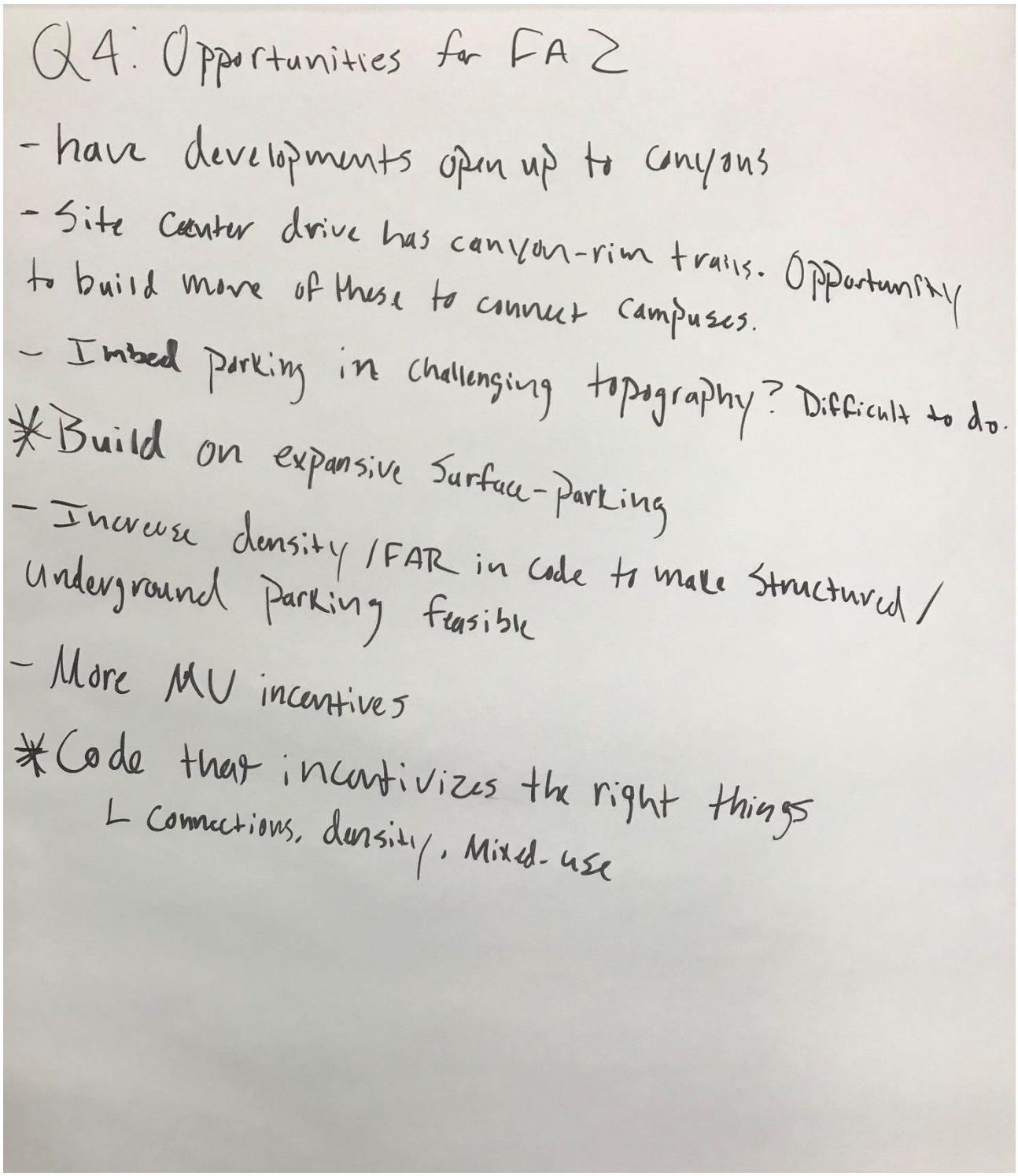

- Need connections to trolley – Autonomous busses could use shoulders. Illumina has shuttle to/from train, & daily between campuses. Shuttle to UTC, but no more. Very costly & slows down facilities.
- People want to use com. amenities, but parking is challenge.


Q2: Overcome Challenges?
*Biking could become more popular. Netherlands
Portland 17% bikers.
- Safety is the biking issue. Weather is great.
- Bike Storage is necessary.
- Denmark had bikes (public) with $20 Deposit - You get depos
back when you return.
- Safe way for Scooters?
- Ride share 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 benefi

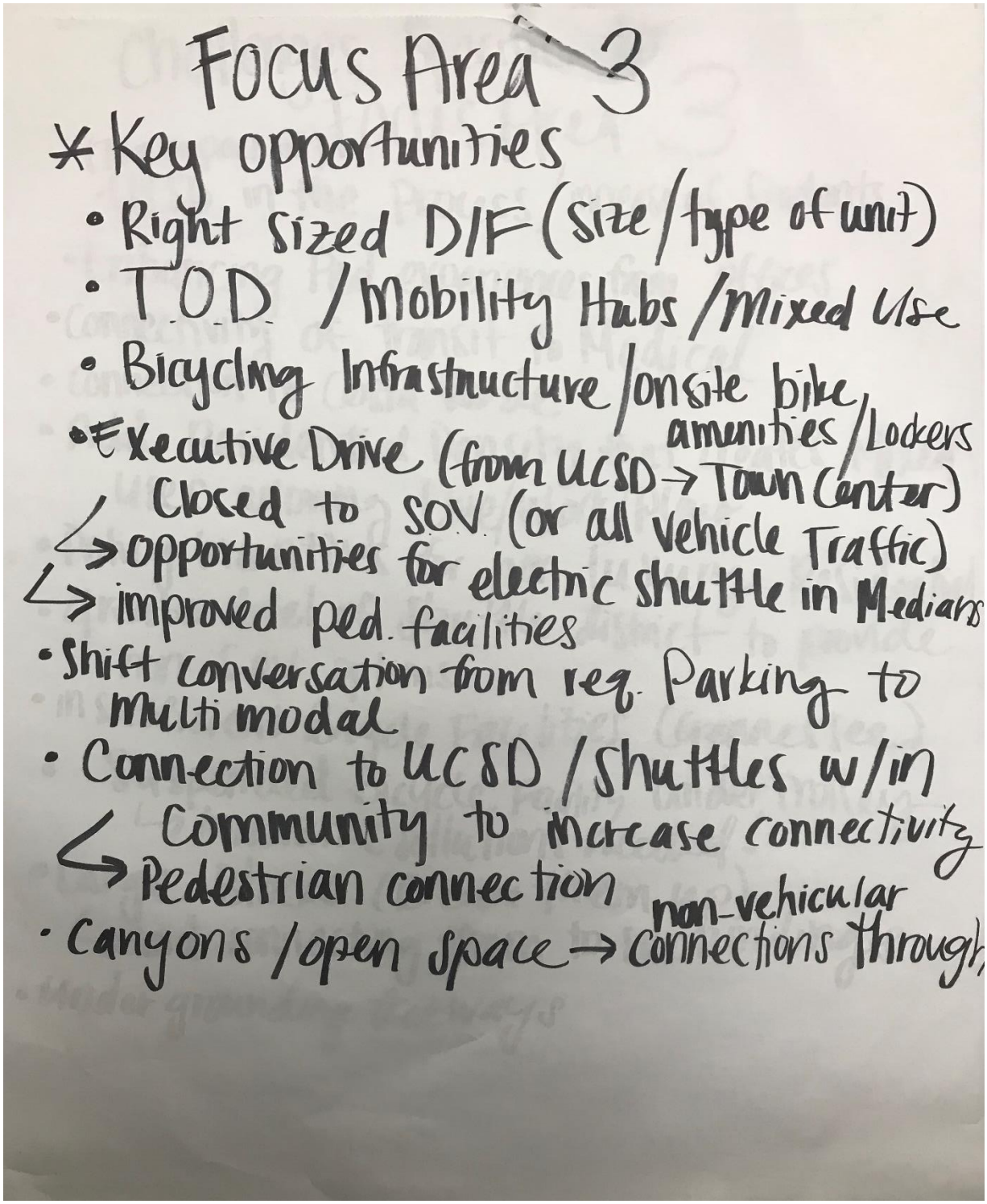

– Code could be more specific on how + way developers should coordinate ped + non-auto connections.
- Private Shuttles – Can they be made public?
- Public / Private partnerships get good results.
- If code supports, it's easier. Otherwise, developers have to take risk. Even the playing field.
- More electric Charging Stations. Expensive to build, but increasingly necessary.
- More opp. for Mix-use. Amenity for developments. Code doesn't incentivize - sometimes we even disincentivize.
MU Challenge is that you need 24 hour use. Lots of daytime use here, but no res - makes it difficult to support.
Mobile Amenities are opp.

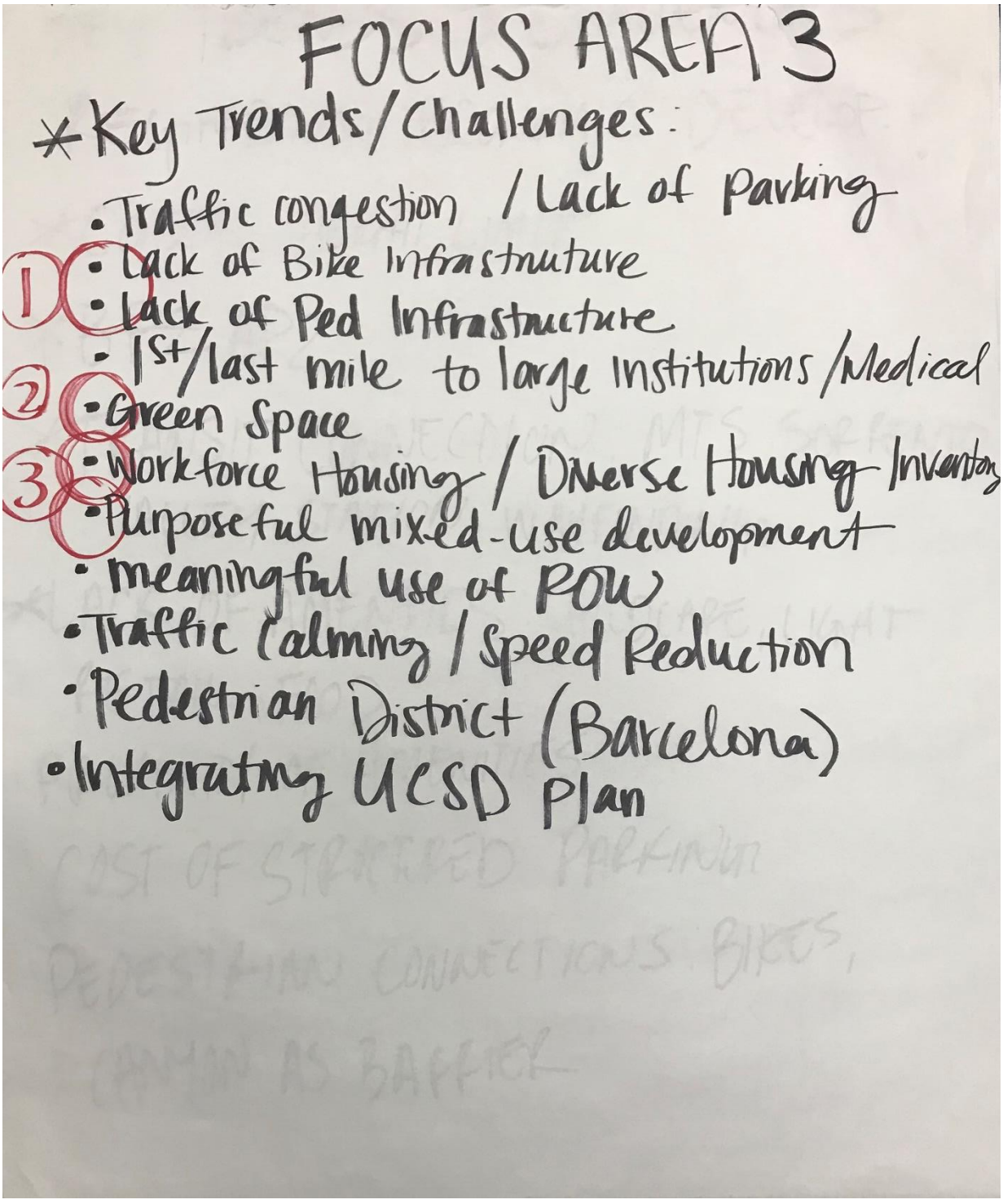

Top 3 Strategies
1. Connect people THROUGH properties & break up super blocks. Mobility technology. Better transit.
2. Integrate incentives into the code for these things.
3. Develop mobility network master-plan.

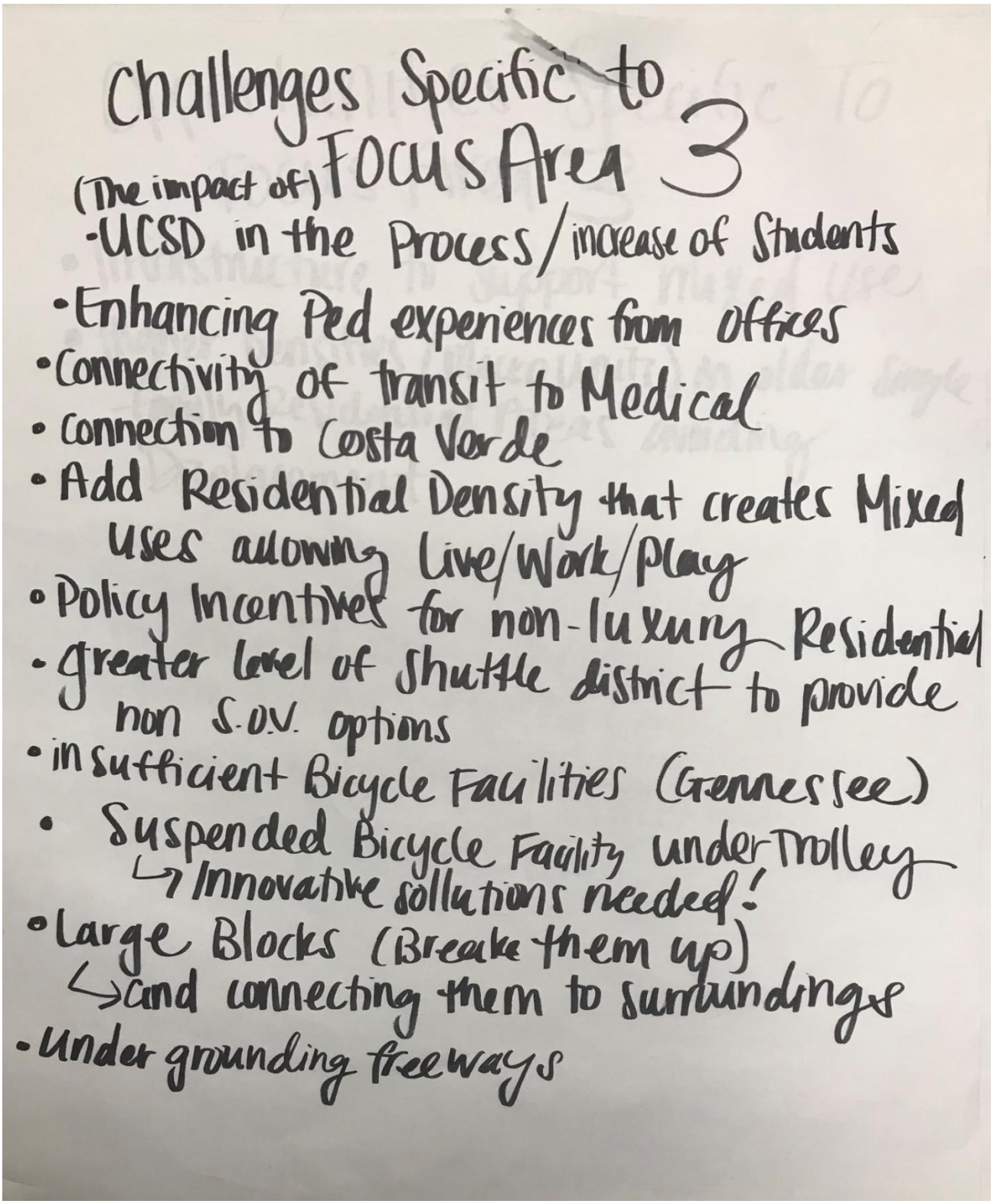

Focus Area 2
Q3: Challenges facing this Focus Area?
* Physical disconnection / superblocks
- Topography
* Land-use Constraints re: overlay Zones (e.g. Coastal
L Prime industrial, Miramar overflight,
- Communication between developers
- fast growth
- 35 acres of surface parking (challenge + opportunity)
- difficult to connect to Canyons
* Changing Mind-sets for mass-transit
L changing behavior
- Market conditions dictate development


Q4: Opportunities for FAZ
- have developments open up to canyons
- Site Center drive has canyon-rim trails. Opportunity to build more of these to connect campuses.
- Imbed parking in challenging topography? Difficult to do.
*Build on expansive surface-parking
- Increase density / FAR in code to make structured / underground parking feasible
- More MU incentives
*Code that incentivizes the right things
L connections, density, Mixed-use

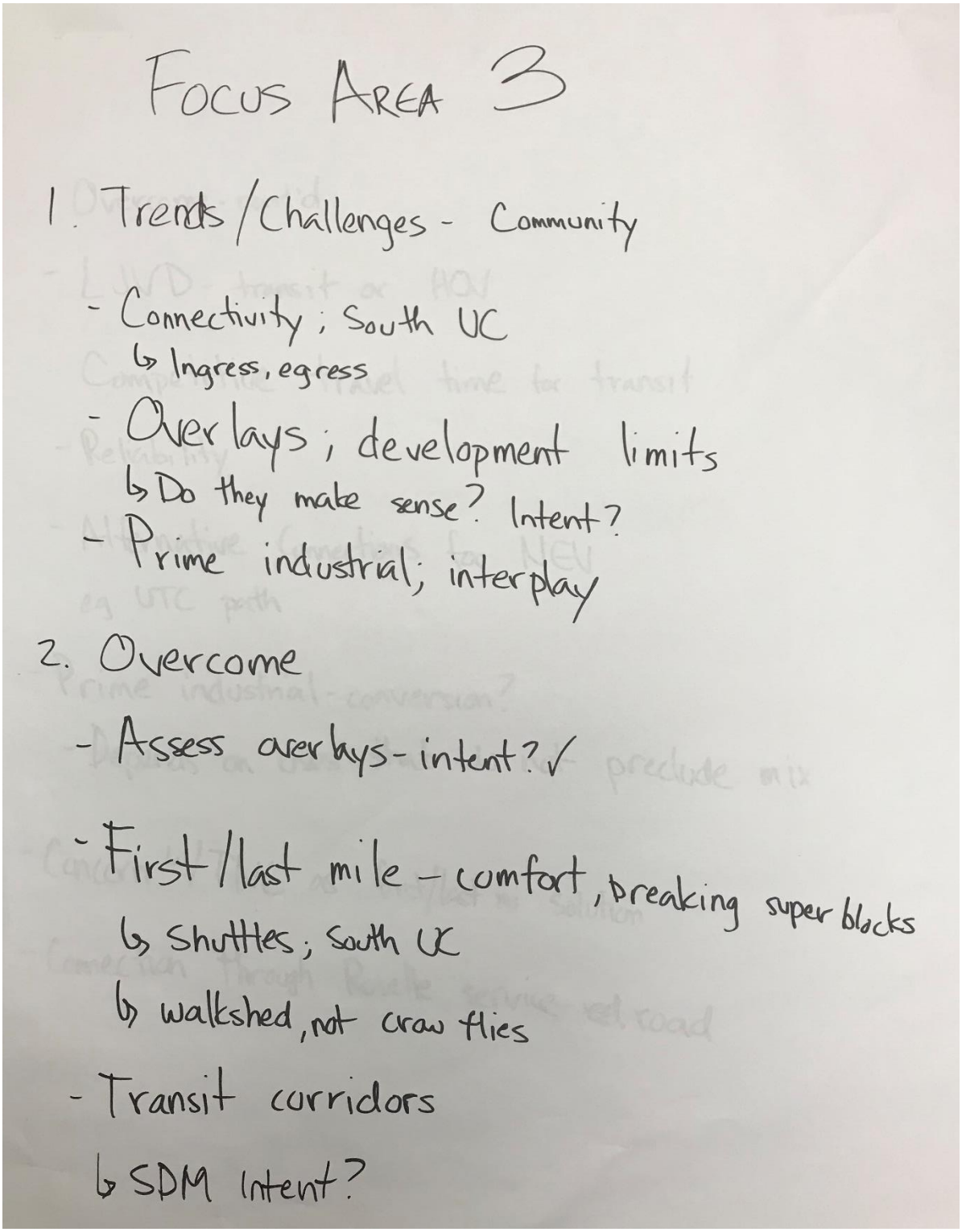
FOCUS AREA 3

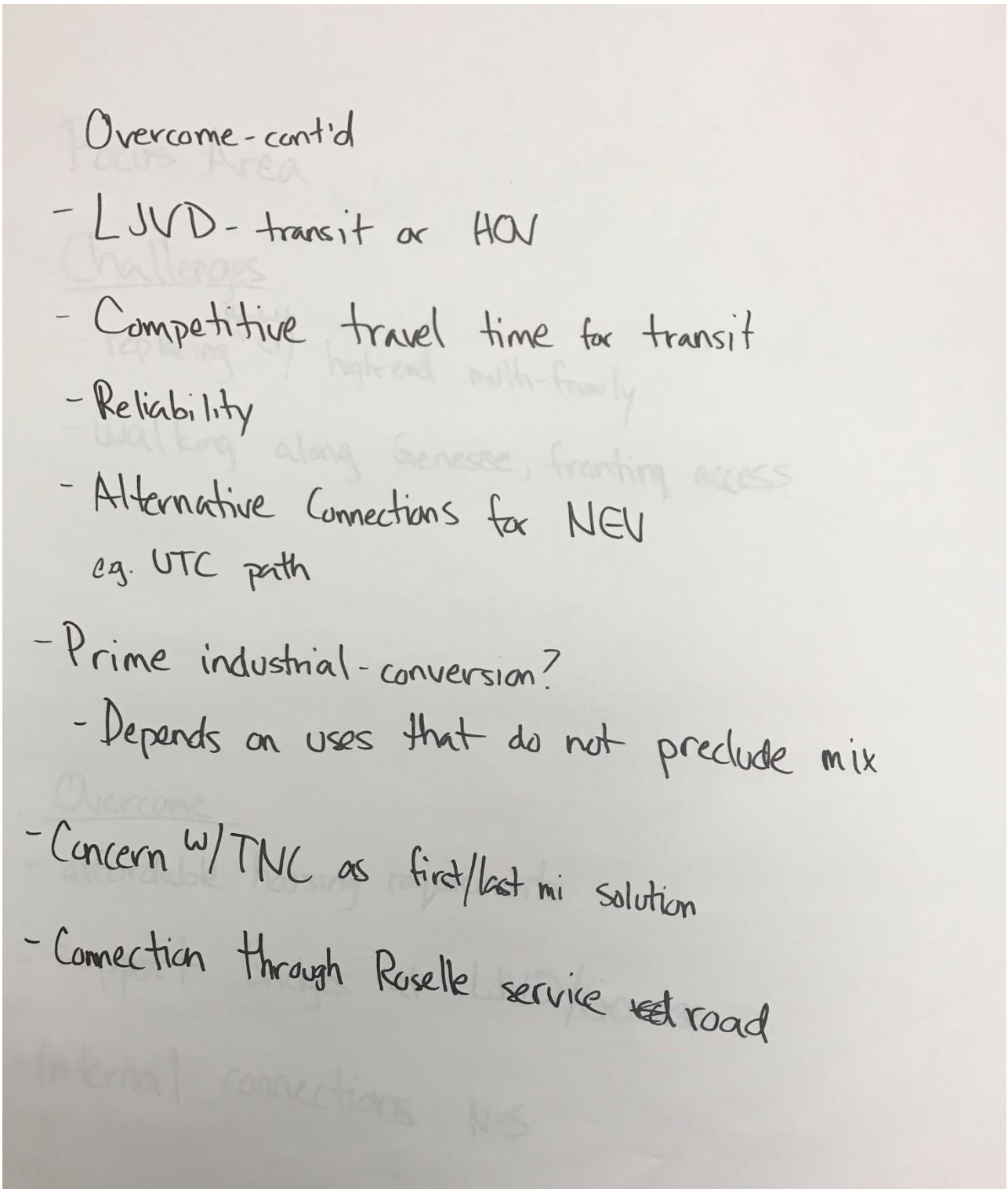

Focus Area 3
* Key opportunities
• Right sized D/F (size/type of unit)
• T.O.D. / Mobility Hubs / Mixed Use
• Bicycling Infrastructure / onsite bike amenities / Lockers
• Executive Drive (from UCSD → Town Center)
Closed to SOV (or all Vehicle Traffic)
→ opportunities for electric shuttle in Medians
→ improved ped. facilities
• Shift conversation from req. Parking to Multi modal
• Connection to UCSD / Shuttles w/in Community to increase connectivity
→ Pedestrian connection
• Canyons / open space → non-vehicular connections through

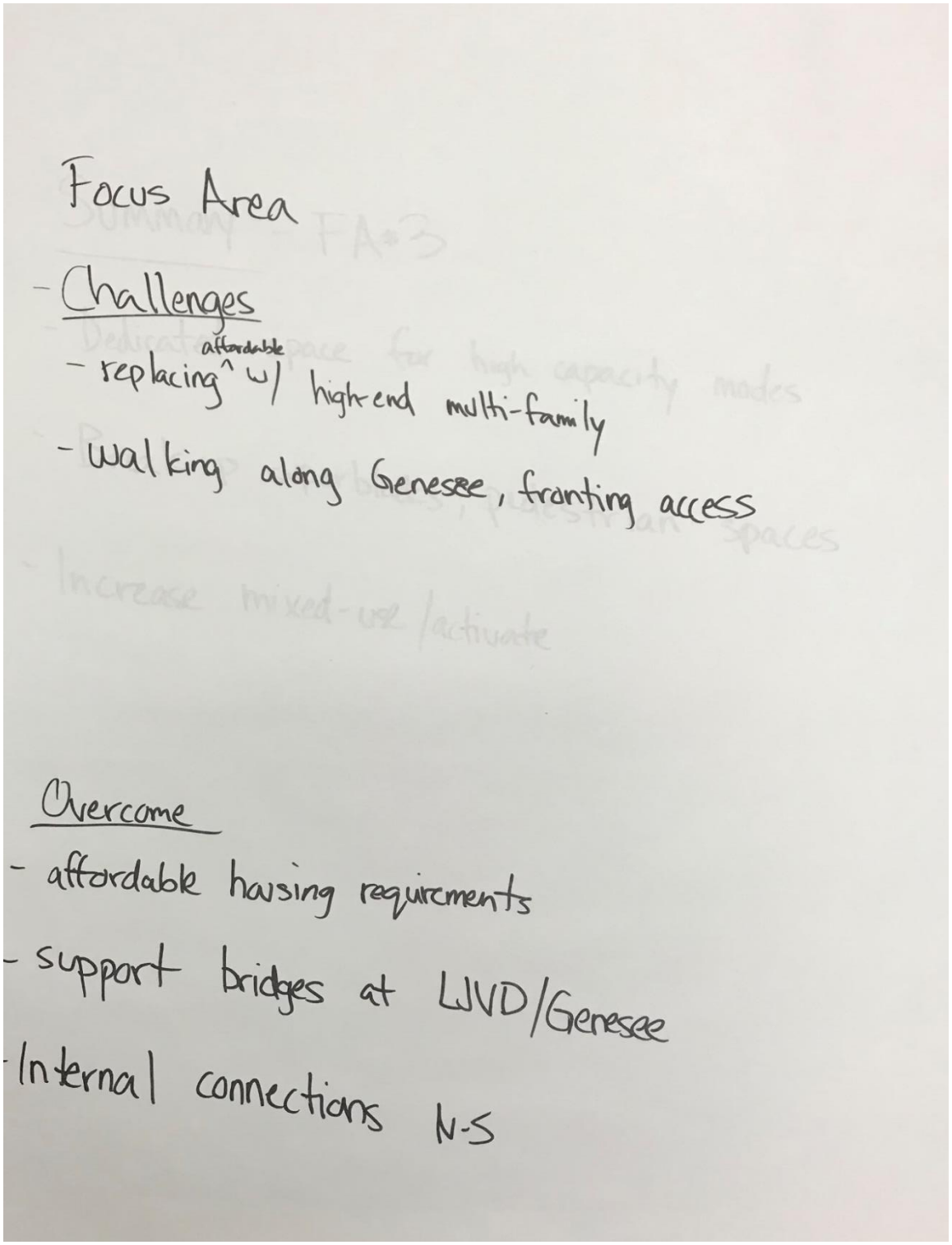

FOCUS AREA 3
*Key Trends/Challenges:
• Traffic congestion / Lack of Parking
1
• Lack of Bike Infrastructure
• Lack of Ped Infrastructure
• 1st/last mile to large institutions /Medical
2
• Green Space
3
• Workforce Housing / Diverse Housing Inventory
• Purposeful mixed-use development
• meaningful use of ROW
• Traffic Calming / Speed Reduction
• Pedestrian District (Barcelona)
• Integrating UCSD Plan

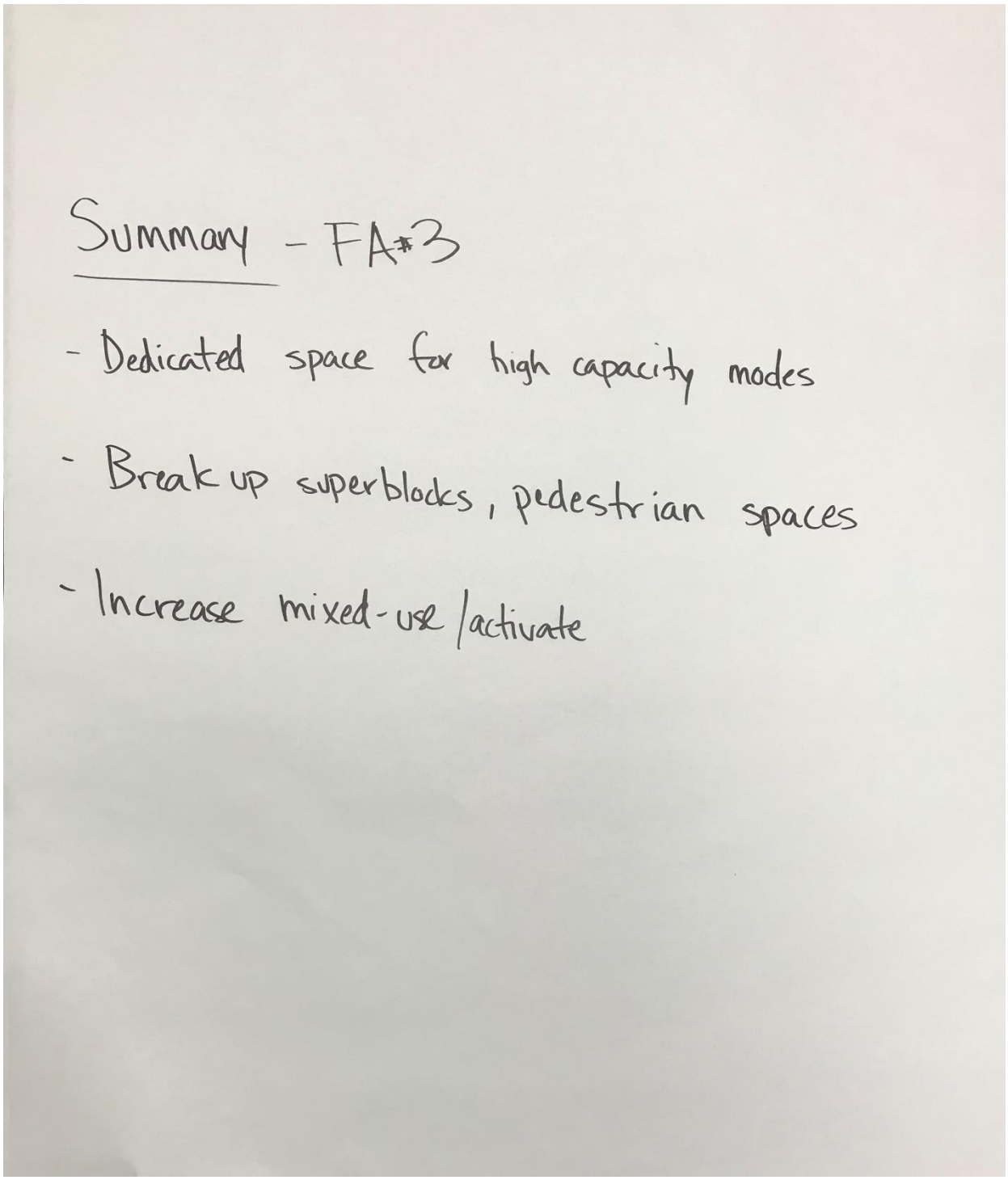

Challenges Specific to
(The impact of) Focus Area 3
-UCSD in the Process/increase of Students
• Enhancing Ped experiences from offices
• Connectivity of transit to Medical
• Connection to Costa Verde
• Add Residential Density that creates Mixed uses allowing Live/Work/Play
• Policy Incentives for non-luxury Residential
• greater level of Shuttle district to provide non S.O.V. options
• insufficient Bicycle Facilities (Genesee)
• Suspended Bicycle Facility under Trolley
↳ Innovative solutions needed!
• Large Blocks (Break them up)
↳ and connecting them to surroundings
• Under grounding freeways

FOCUS AREA 3

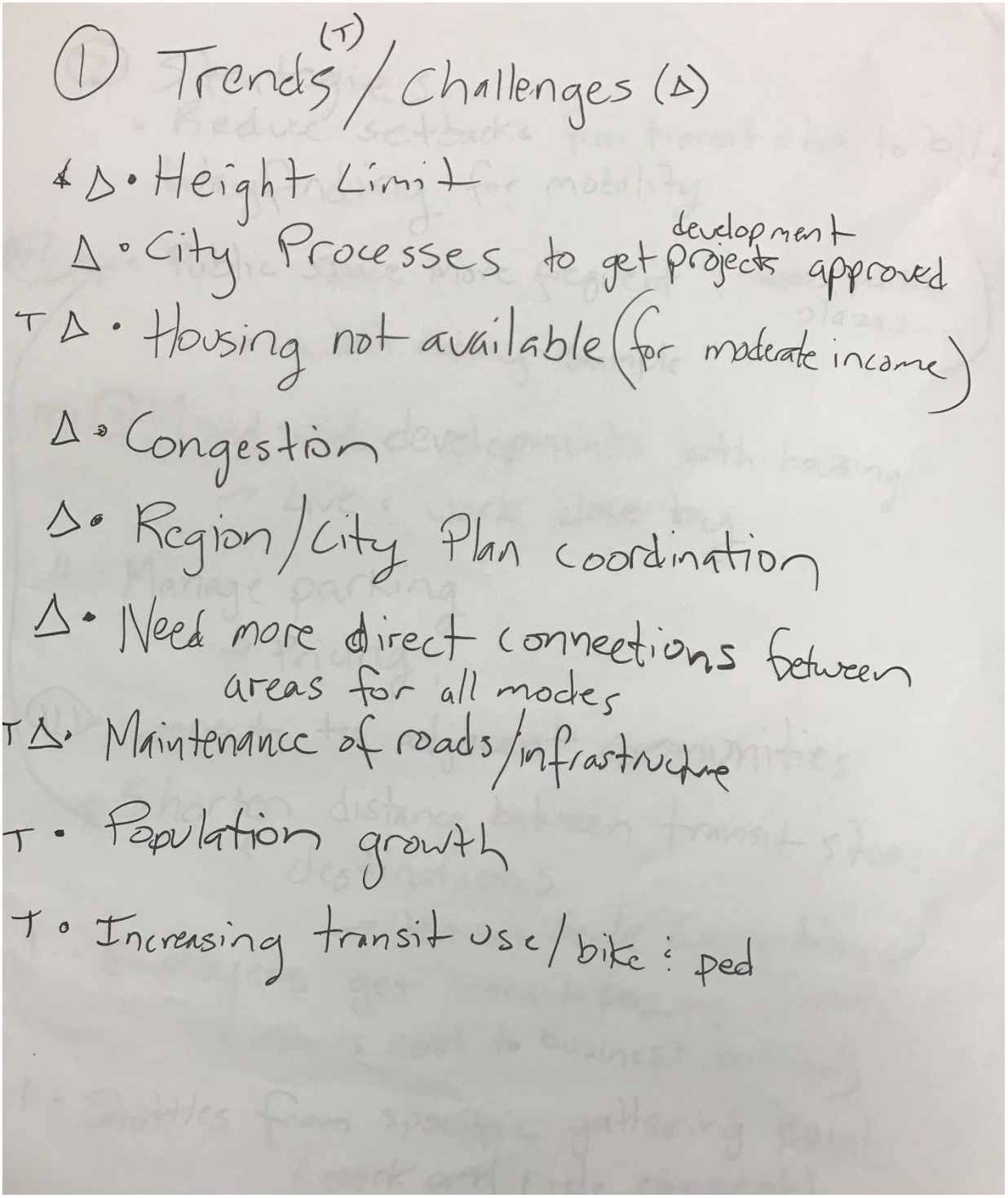

Focus Area 3
1. Trends/Challenges - Community
- Connectivity; South UC
↳ Ingress, egress
- Overlays; development limits
↳ Do they make sense? Intent?
- Prime industrial; interplay
2. Overcome
- Assess overlays - intent? ✓
- First/last mile - comfort, breaking super blocks
↳ shuttles; South UC
↳ walkshed, not crow flies
- Transit corridors
↳ SDM intent?

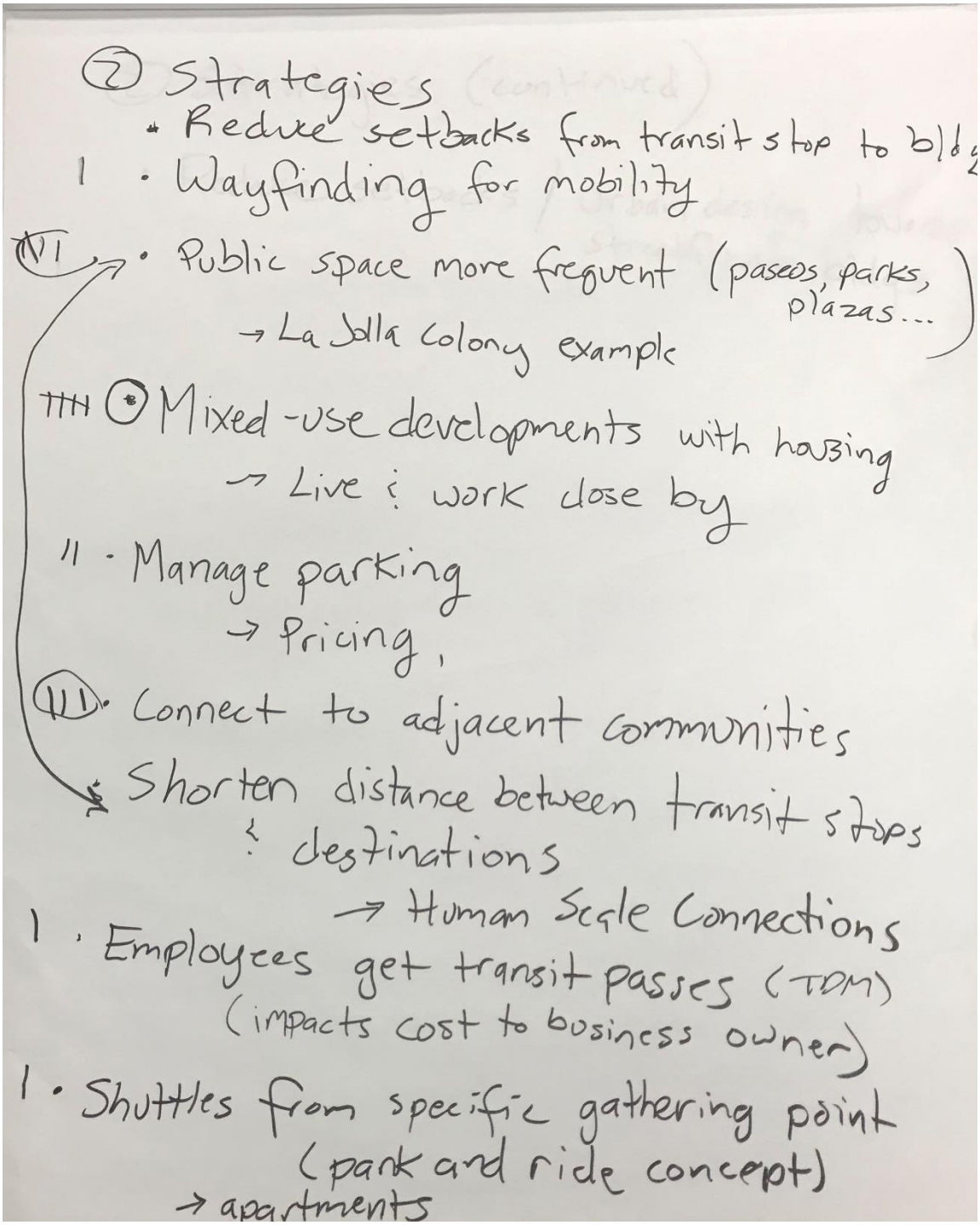

Overcome - cont'd
- LJVD - transit or HOV
- Competitive travel time for transit
- Reliability
- Alternative Connections for NEV
e.g. UTC path
- Prime industrial - conversion?
- Depends on uses that do not preclude mix
- Concern w/ TNC as first/last mi solution
- Connection through Roselle service road

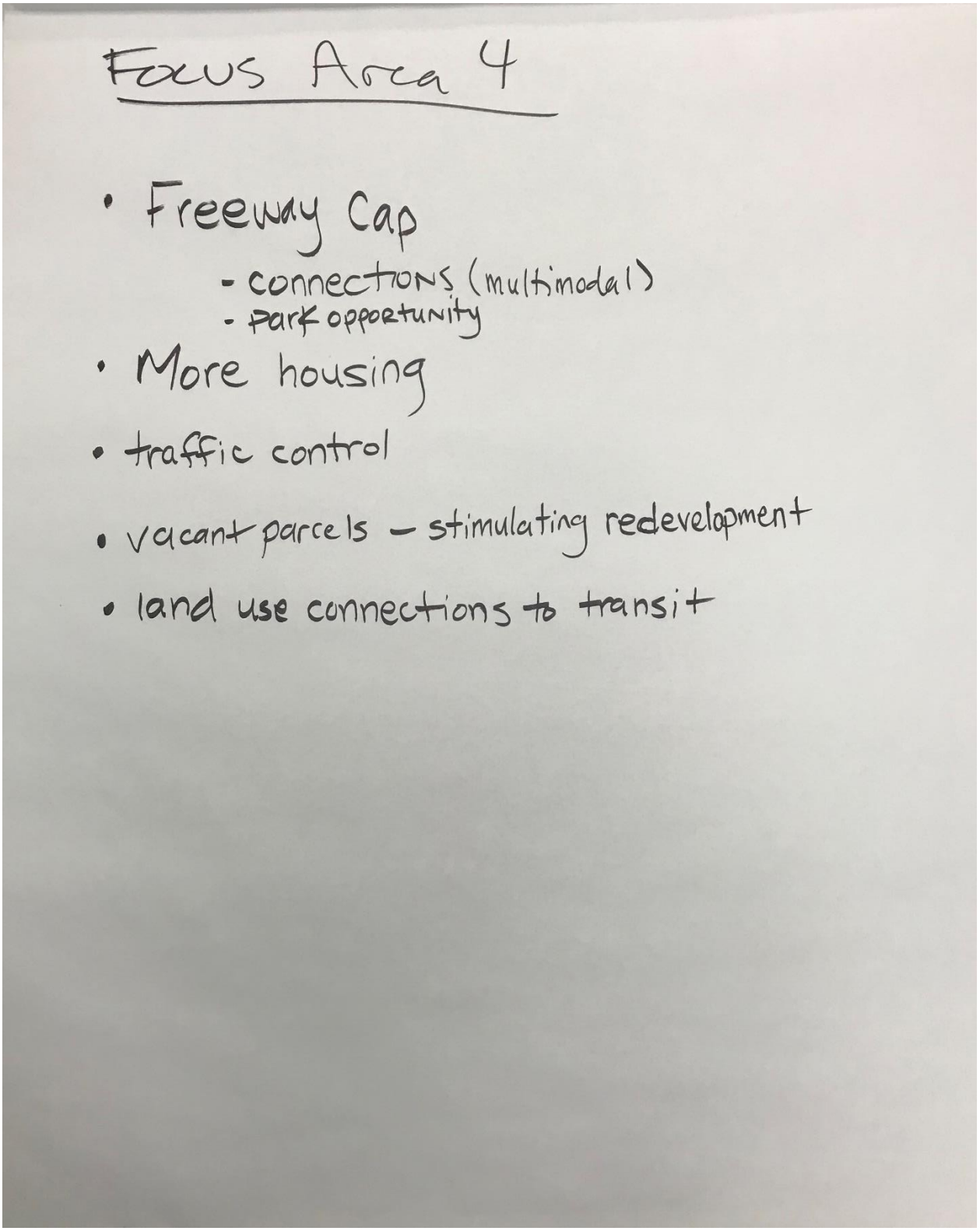

Focus Area
- Challenges
- replacing affordable w/ high-end multi-family
- walking along Genesee, fronting access
Overcome
- affordable housing requirements
- support bridges at UVD/Genesee
- Internal connections N-S

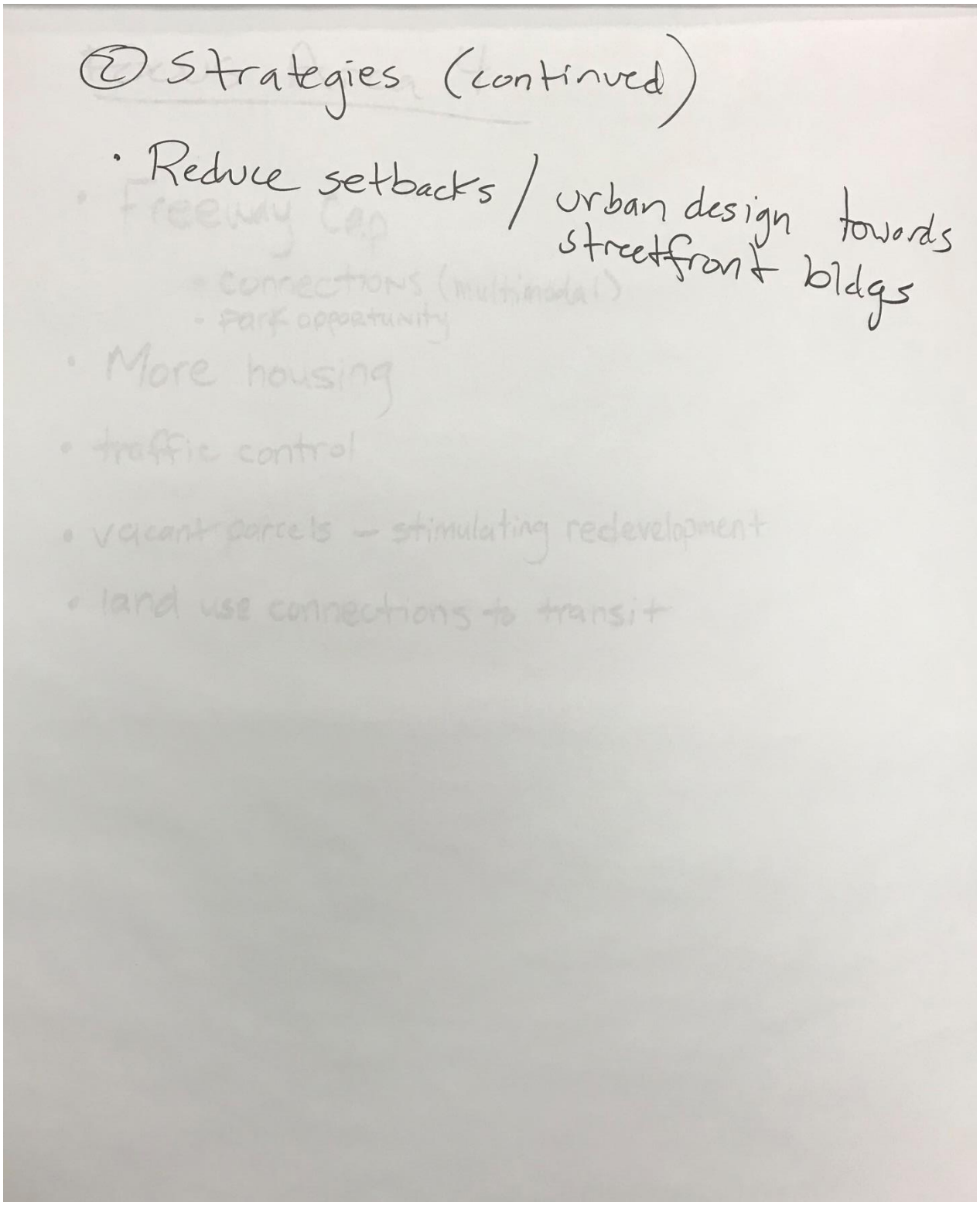

Summary - FA#3
- Dedicated space for high capacity modes
- Break up superblocks, pedestrian spaces
- Increase mixed-use/activate

FOCUS AREA 4


① Trends (T) / Challenges (Δ)
Δ • Height Limit
Δ • City Processes to get development projects approved
T Δ • Housing not available (for moderate income)
Δ • Congestion
Δ • Region/City Plan coordination
Δ • Need more direct connections between areas for all modes
T Δ • Maintenance of roads/infrastructure
T • Population growth
T • Increasing transit use/bike & ped


② Strategies
• Reduce setbacks from transit stop to bldg
1 · Wayfinding for mobility
VI · Public space more frequent (paseos, parks, plazas...
→ La Jolla Colony example
IIII ⑤ Mixed-use developments with housing
→ Live & work close by
II · Manage parking
→ Pricing,
III · Connect to adjacent communities
Shorten distance between transit stops & destinations
→ Human Scale Connections
1 · Employees get transit passes (TDM)
(impacts cost to business owner)
1 · Shuttles from specific gathering point
(park and ride concept)
→ apartments


Focus Area 4
• Freeway Cap
- connections (multimodal)
- park opportunity
• More housing
• traffic control
• vacant parcels – stimulating redevelopment
• land use connections to transit


② Strategies (continued)
• Reduce setbacks / urban design towards streetfront bldgs
• More housing
• traffic control
• vacant parcels – stimulating redevelopment
• land use connections to transit