

An aerial photograph of San Diego, California, taken during the "golden hour" of sunset. The sky is filled with soft, pink and orange clouds. The city's urban landscape is visible, with a mix of residential neighborhoods and commercial buildings. In the foreground, several large, multi-story buildings are prominent. The background shows the city's expansion towards the mountains.

# COLLEGE AREA COMMUNITY PLAN UPDATE

September 28, 2022 - Committee Meeting





# TONIGHT'S TEAM



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# MEETING OBJECTIVES

1. Share Citywide Land Use Framework and Updated Land Use Scenarios
2. Continue to Gather Feedback
3. Share Additional Opportunities for Public Input

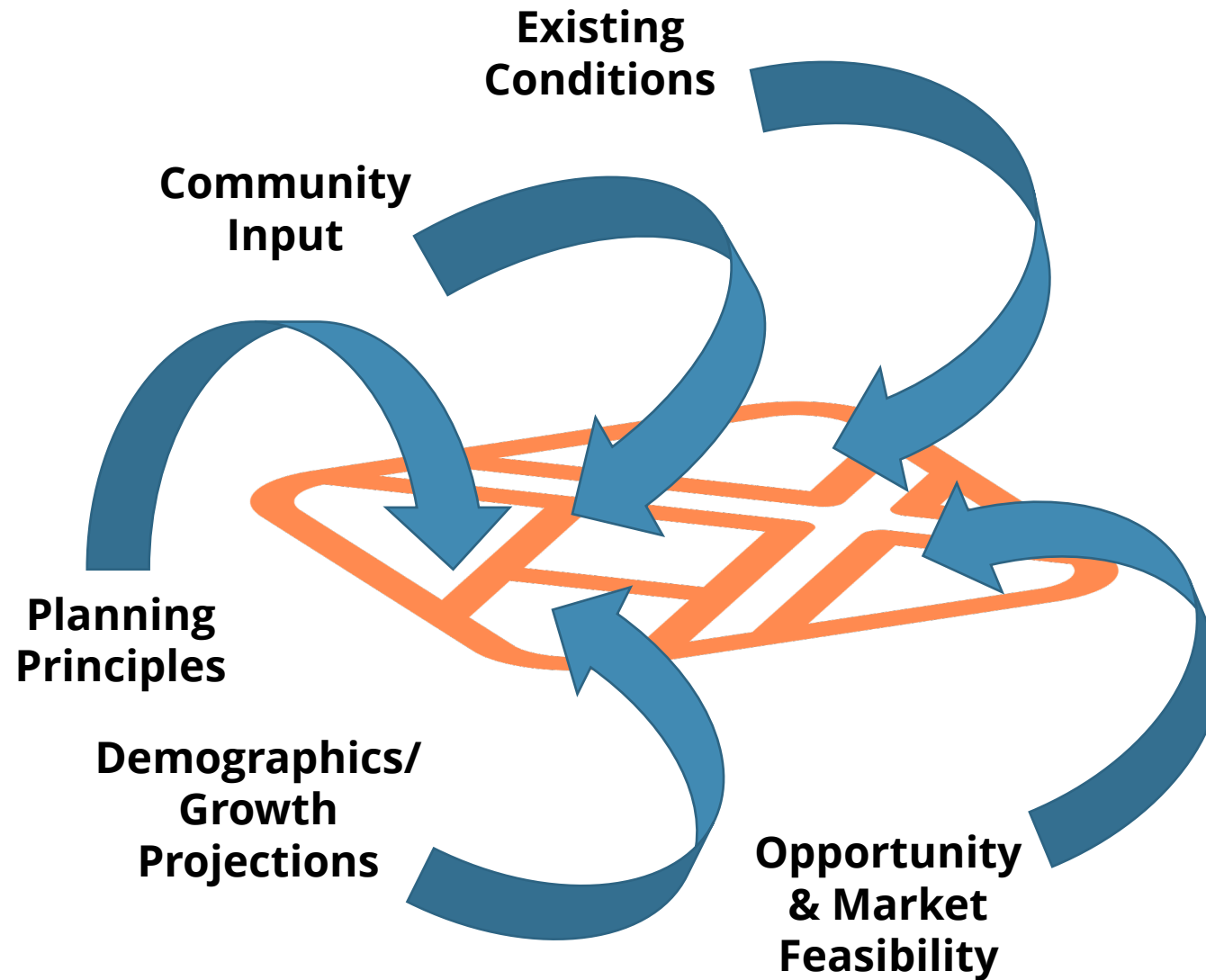


- **Citywide Land Use Framework**
  - *Updated Land Use Scenarios*
  - *Next Steps*
  - *Upcoming Schedule*
  - *Discussion / Q&A*



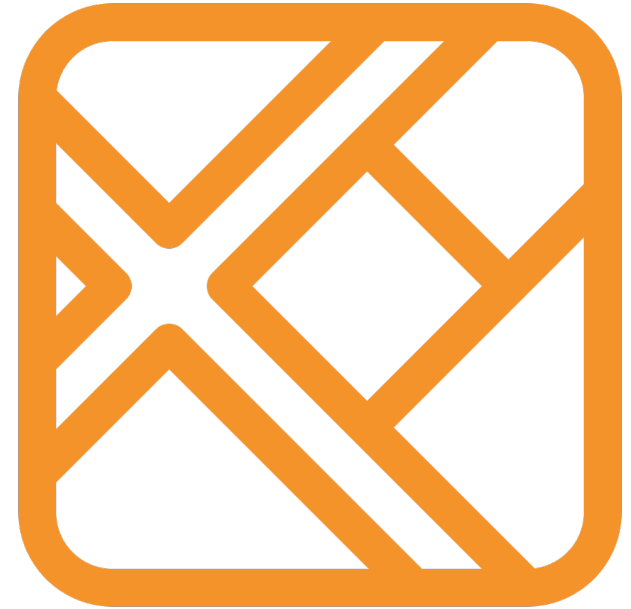
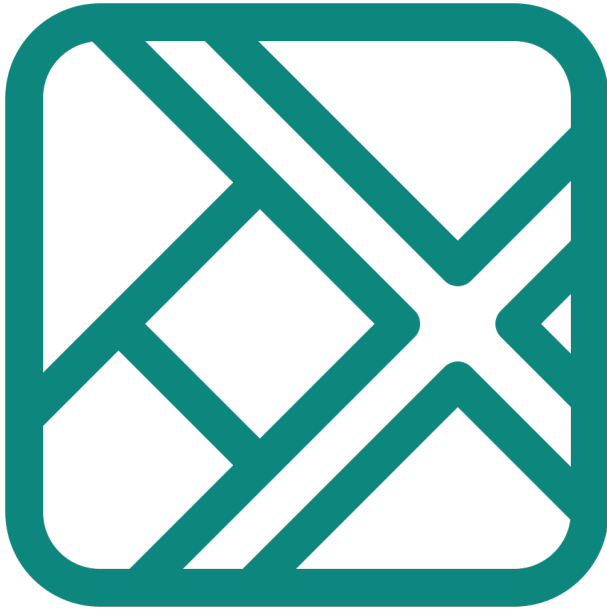


# BACKGROUND: How are land use scenarios formed?



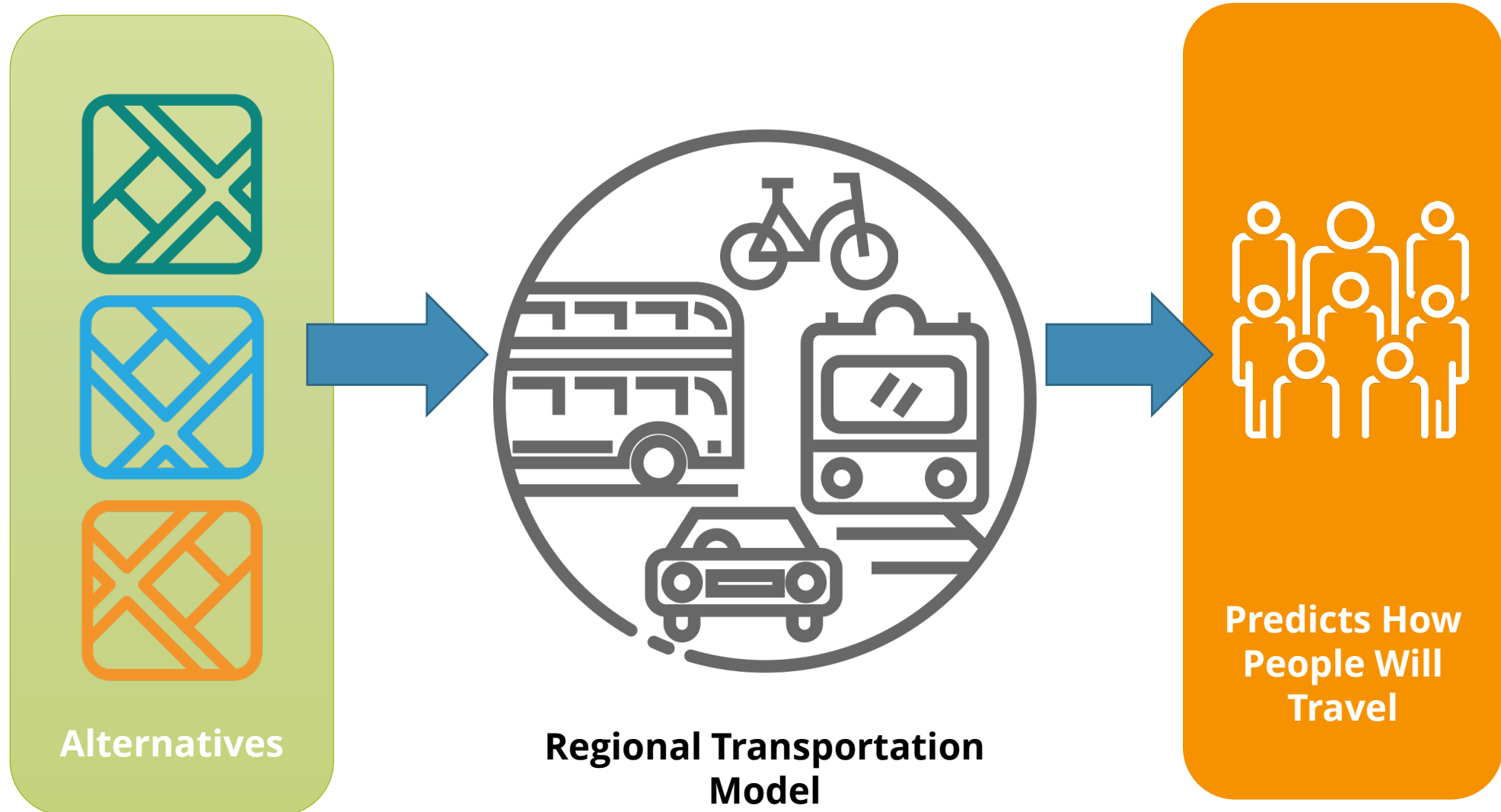


## Multiple Land Use & Mobility Scenarios



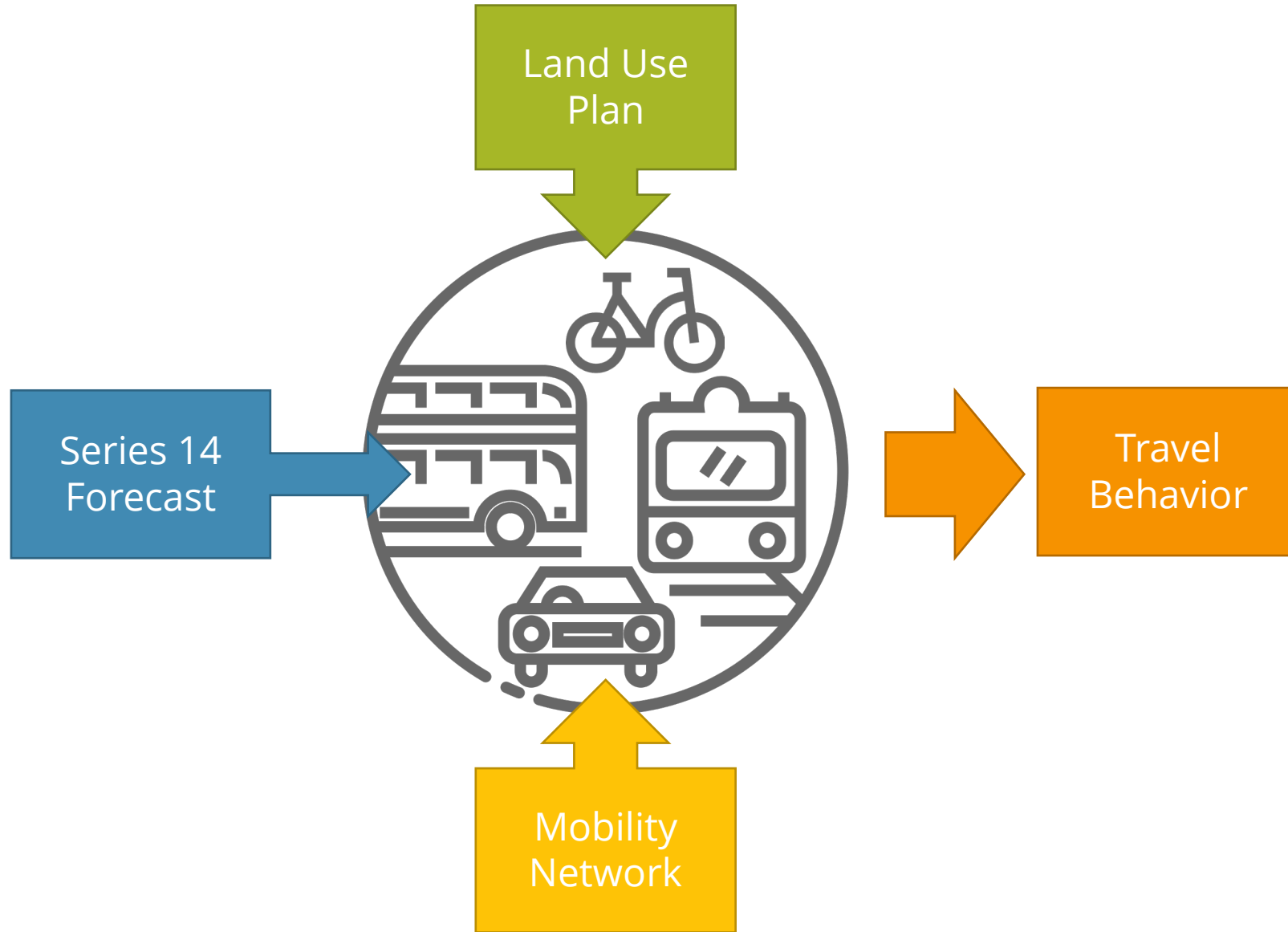


# ANALYSIS





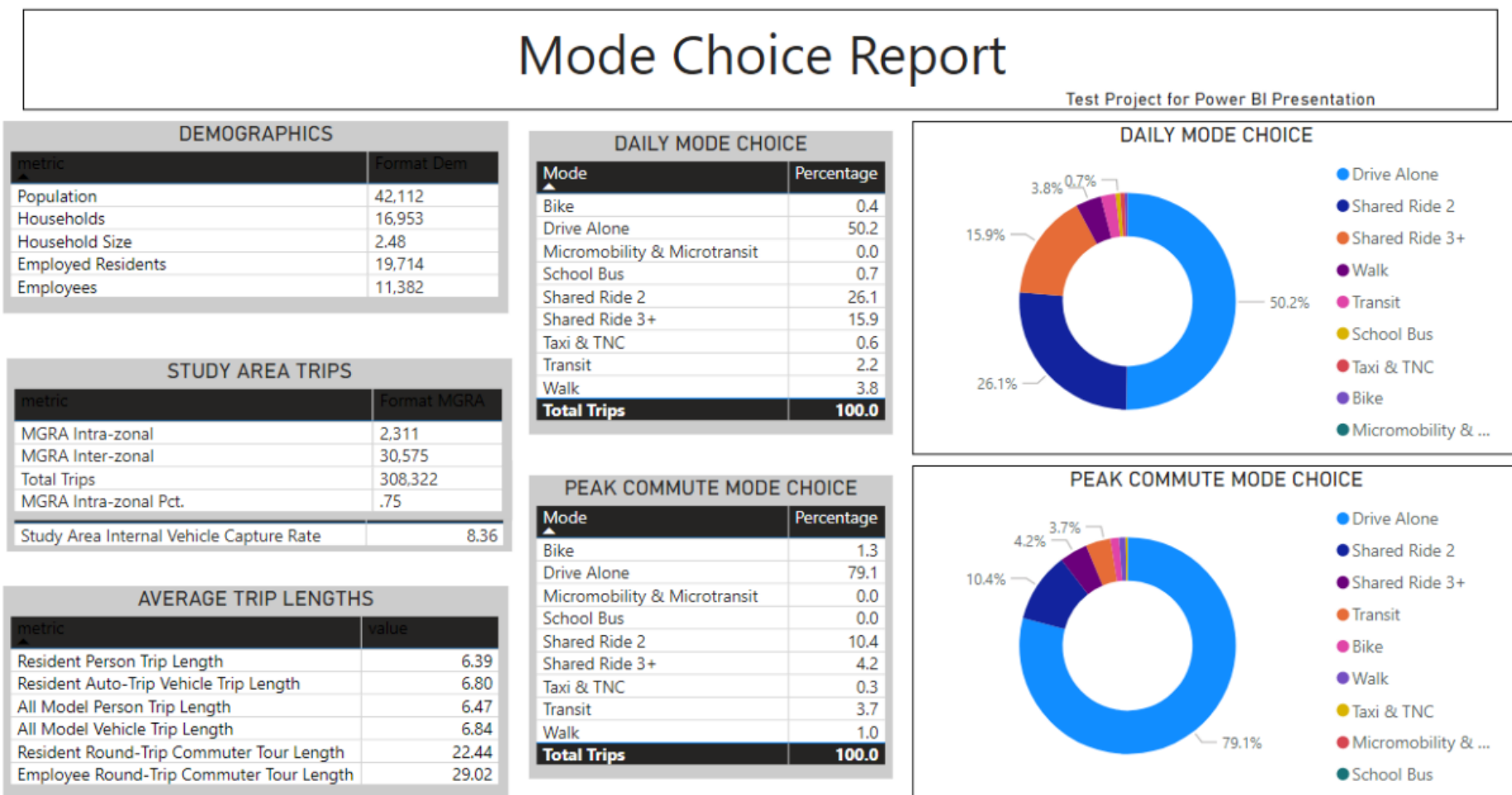
# MODEL INPUTS





# RESULTS

- Detailed information on travel behavior
  - # Vehicles on Roads
  - # People on Transit Lines
  - # Boardings at Transit Stops
  - Per capita VMT
  - Mode Choice Report



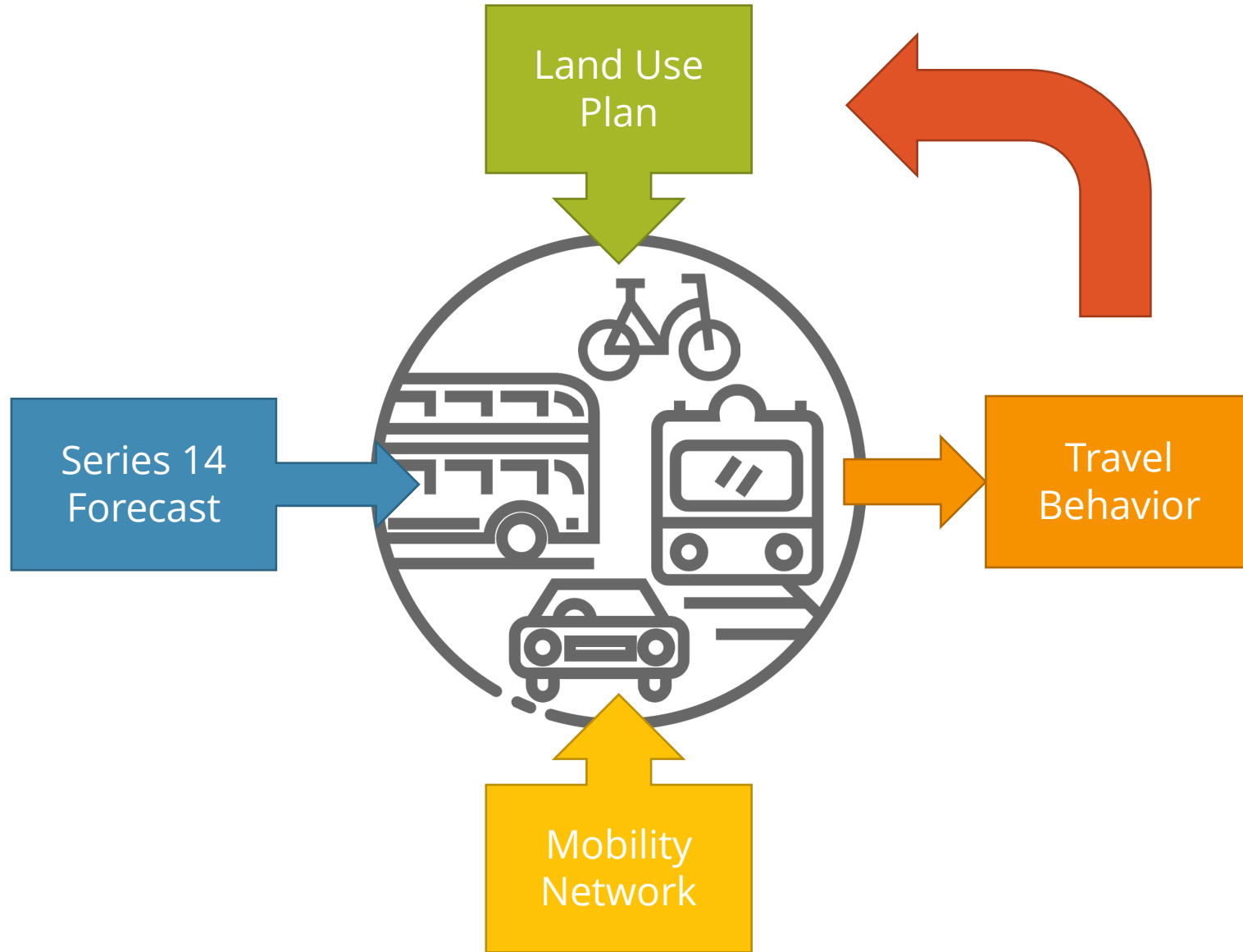


# CLIMATE ACTION PLAN GOALS

2030 Target	2050 Target	Measure
<b>19% Walking</b> and <b>7% Cycling</b> mode share of all San Diego residents' trips	<b>25% walking</b> and <b>10% cycling</b> mode share of all San Diego residents' trips	3.1: Safe and Enjoyable Routes for Pedestrians and Cyclists
<b>10% transit</b> mode share of all San Diego residents' trips	<b>15% transit</b> mode share of all San Diego residents' trips	3.2: Increase Safe, Convenient, and Enjoyable Transit Use
Achieve <b>4% citywide VMT reduction</b> through telecommute	Achieve <b>6% citywide VMT reduction</b> through telecommute	3.3: Work From Anywhere
Install 13 new roundabouts	Install 20 new roundabouts	3.4: Reduce Traffic Congestion to Improve Air Quality
Target <b>8% VMT</b> (commuter and non-commuter) reduction per capita	Target <b>15% VMT</b> (commuter and non-commuter) reduction per capita	3.5: Climate-Focused Land Use
		3.6: Vehicle Management



# USING THE DATA TO INFORM LAND USES



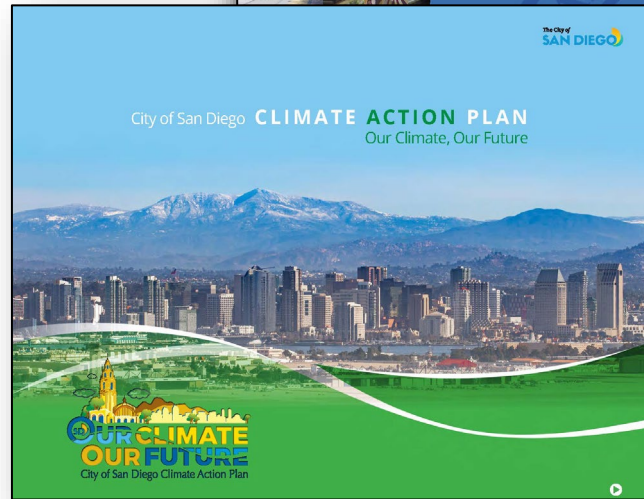
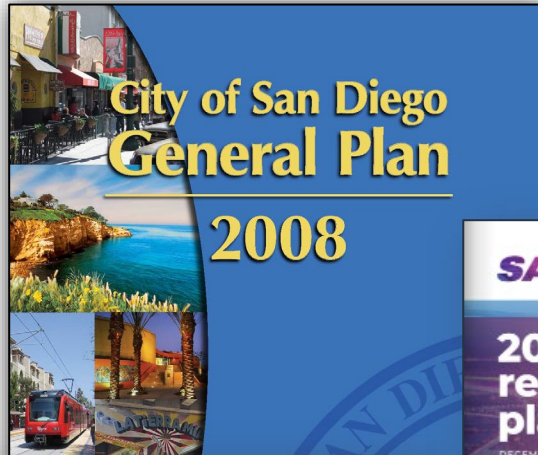




Blueprint SD is a proactive effort to create an equitable and sustainable framework for growth – including more homes, jobs, and better transportation options – to support current and future San Diegans.



# BLUEPRINT SD OBJECTIVES

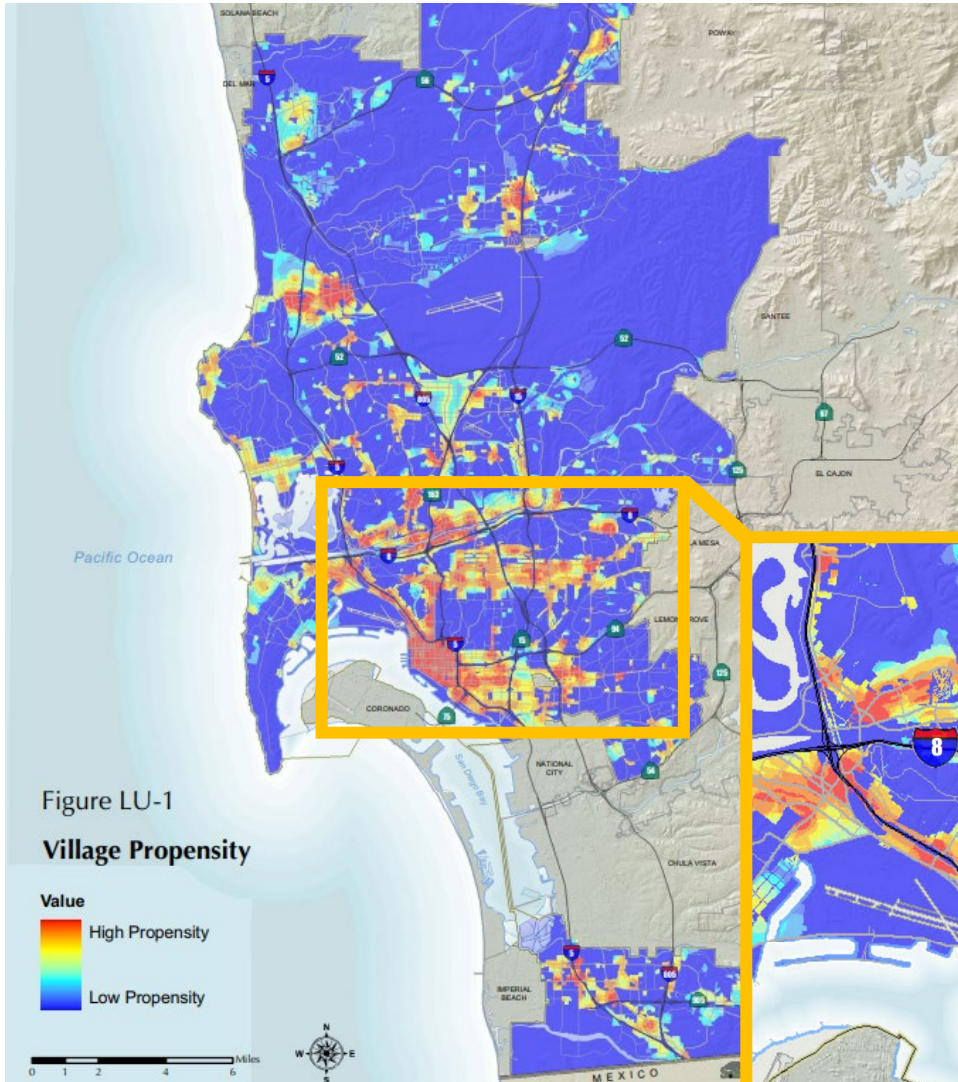


- Refresh the General Plan and City of Villages Strategy
- Reflect SANDAG's latest transportation network
- Align the citywide land use strategy with Climate Action Plan (CAP) goals
- More efficient and outcome-driven environmental review



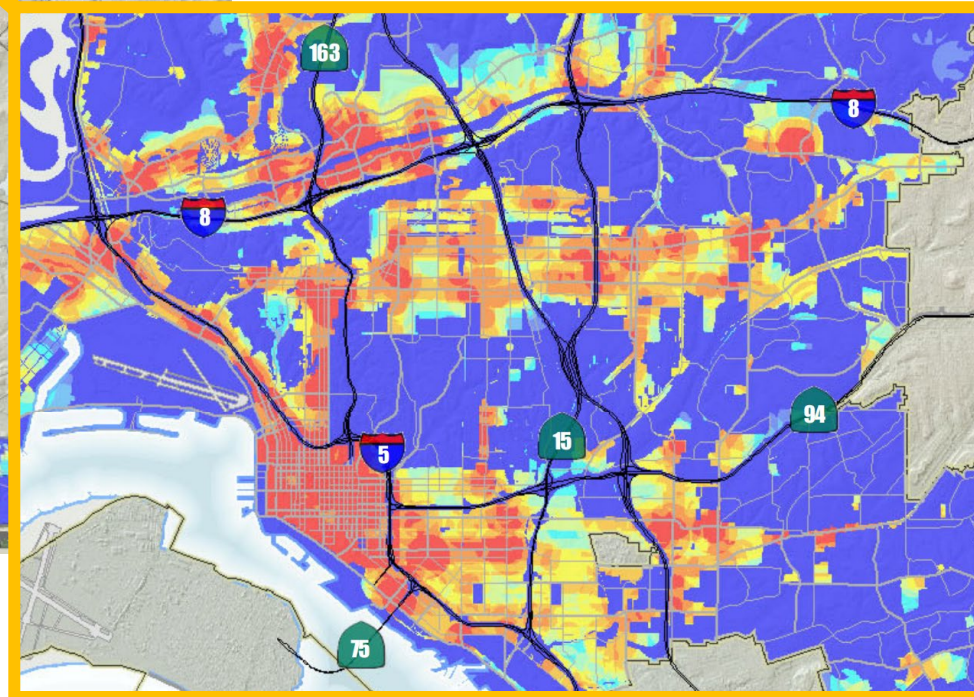
# EXISTING VILLAGE PROPENSITY MAP (2008)

Current Map in General Plan



Shows areas that have village characteristics such as:

- Existing/planned transit
- Public facilities
- Mix of uses
- Capacity for growth





# PLANNING TO MEET CLIMATE GOALS

**Purpose:** Identify model to identify areas for homes and jobs in the SANDAG Regional Travel Demand Model to meet City mode share goals, considering:

- Connectivity and accessibility
- Availability of high-quality transit
- Potential for mixed use development to capture daily trips

**Output:** Areas where additional homes and jobs would most likely result in mode shift

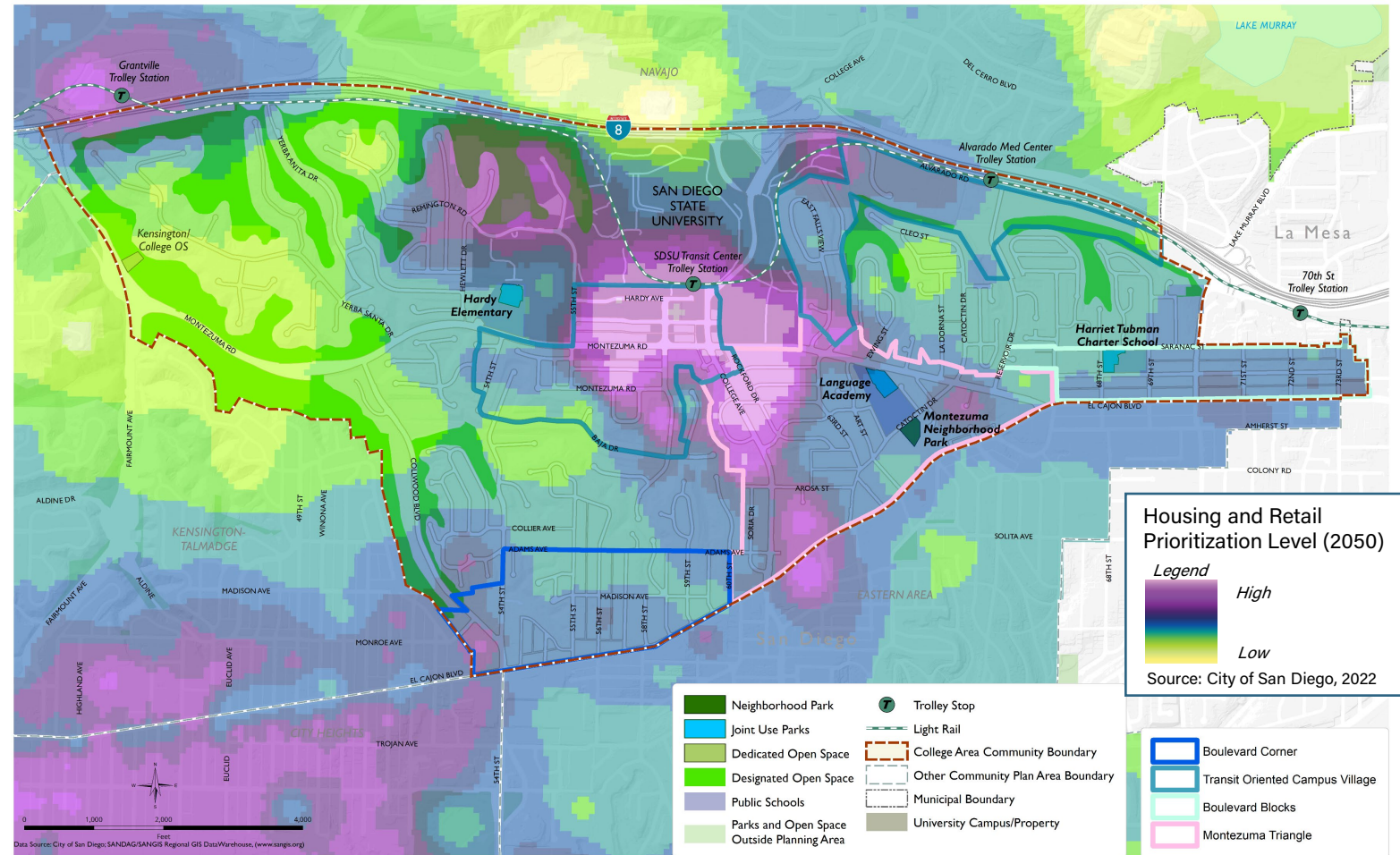


# BLUEPRINT SD (DRAFT)

Aligns with mode share goals:

- Model to predict locations for homes and the greatest mixed-use benefit
- Incorporates policy assumptions
- Uses bike, walk, and transit competitiveness

Blueprint San Diego Scenario





# HOW TO USE BLUEPRINT SD

- Blueprint SD will not mandate any particular land uses in a particular community
- It is intended to **guide decisions** in a manner that comprehensively addresses the City's climate goals, while taking into account local needs and community input
- Blueprint gives us a **basis of comparison** for evaluating scenarios
- **Data-driven approach** to planning



- Blueprint SD will be a proposed amendment to the General Plan
- Amending the General Plan will require environmental analysis prior to adoption
- Plan Updates completed after potential Blueprint SD adoption could tier off that environmental document
  - Community-specific analysis will be completed
  - This will be done on the actual land use plan used in the Draft Community Plan



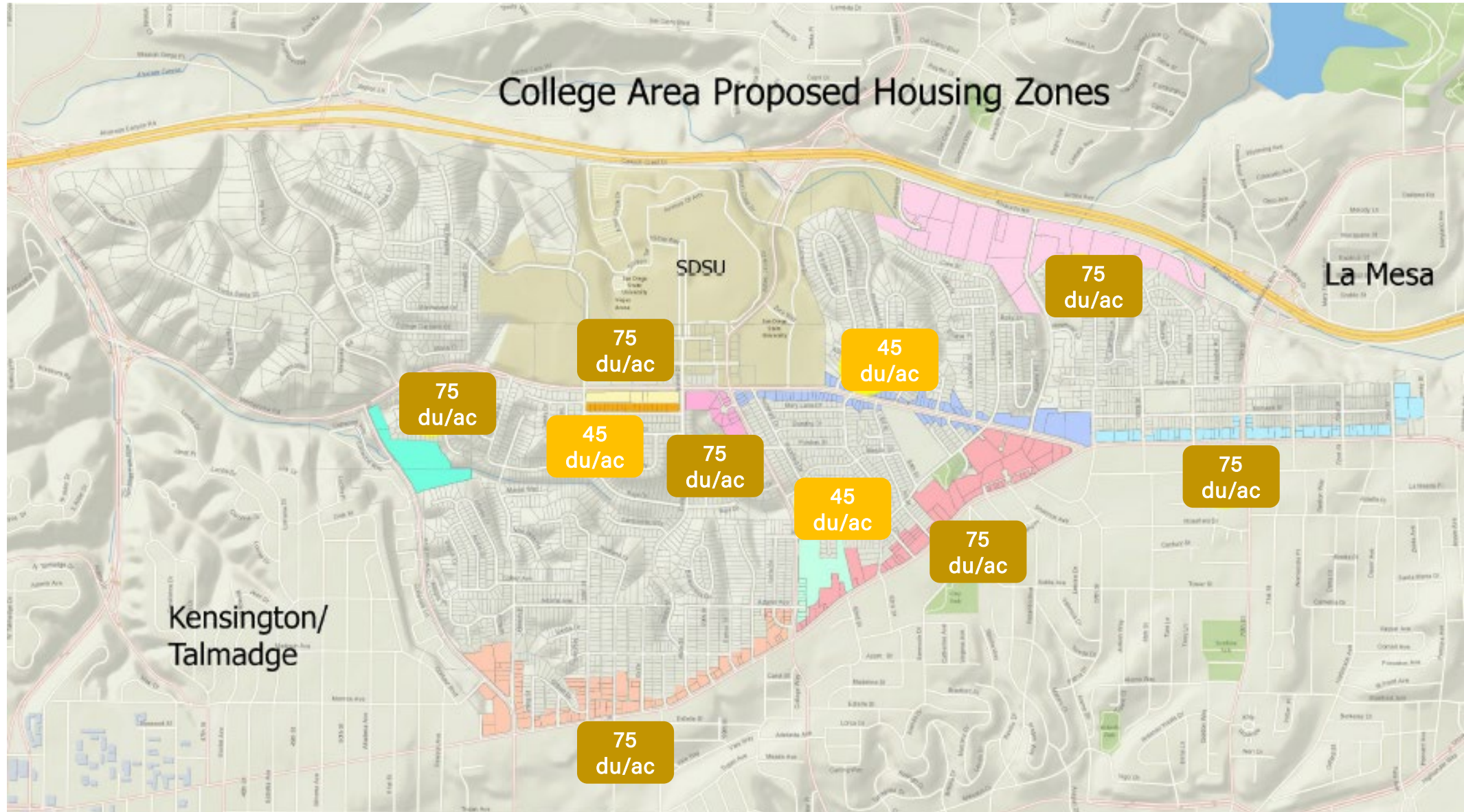
# PRESENTATION FORMAT

- *Citywide Land Use Framework*
- **Updated Land Use Scenarios**
- *Next Steps*
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- *Discussion / Q&A*



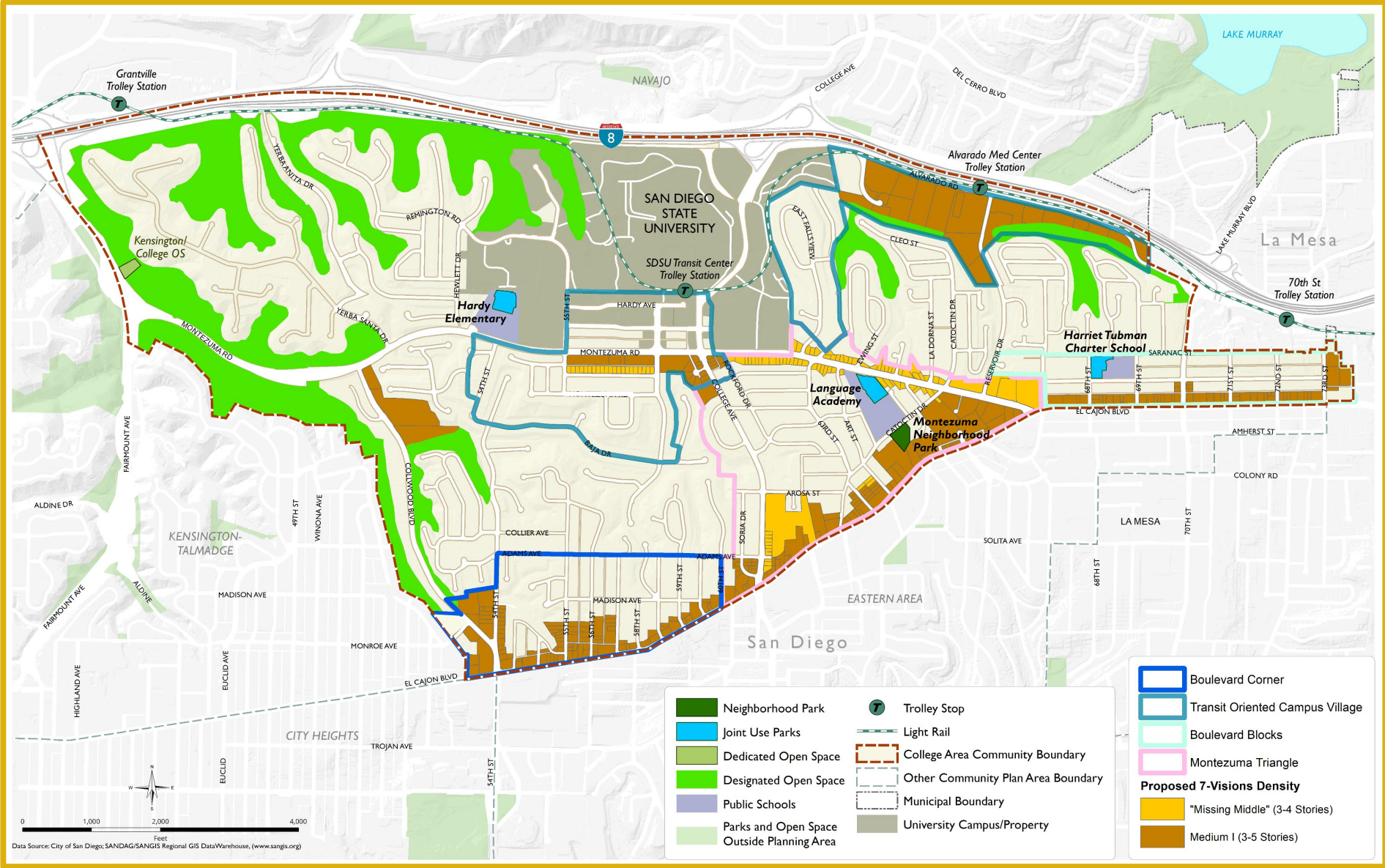


PLAN COLLEGE AREA





# SCENARIO COMPARISON: 7-Visions

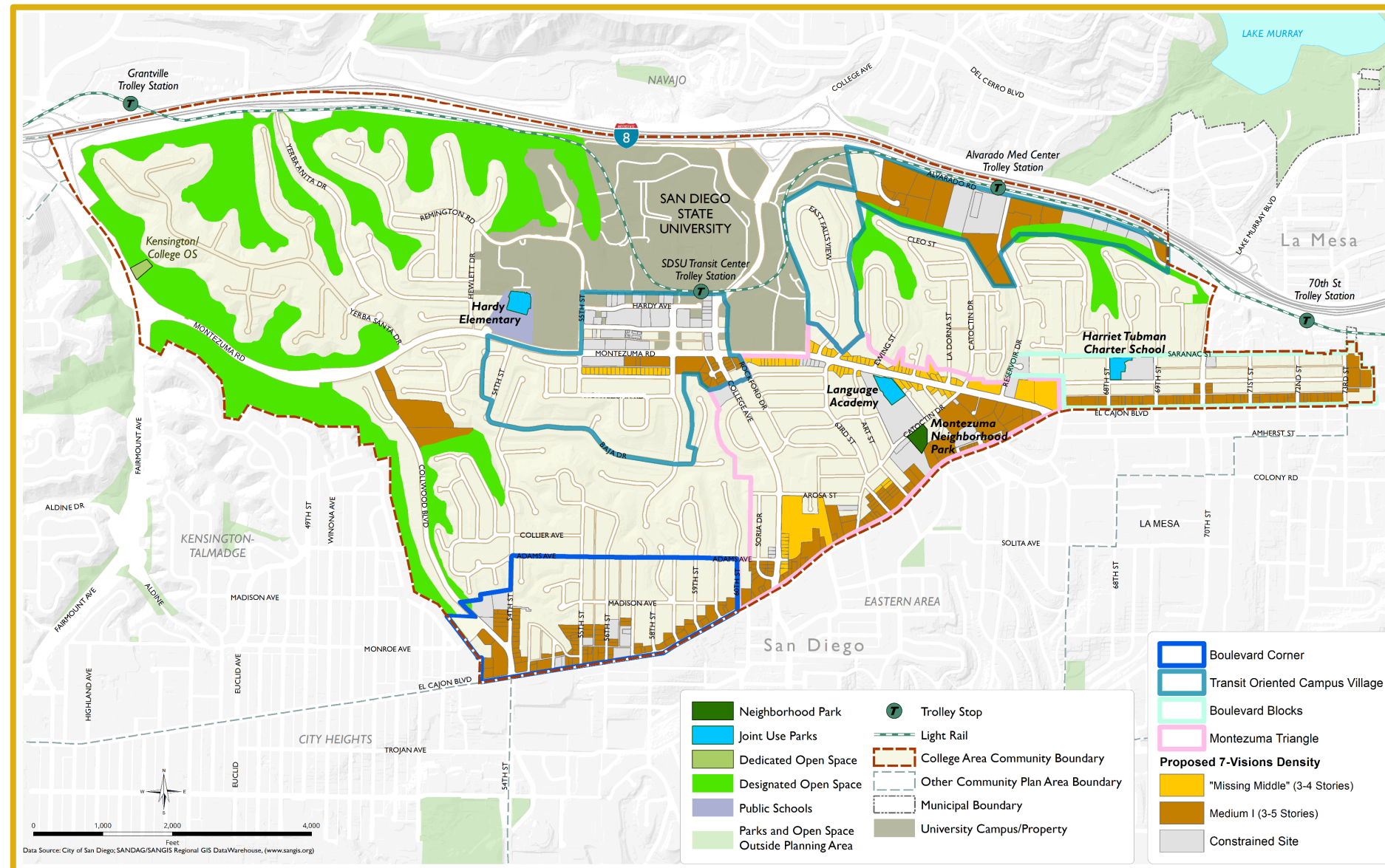




# SCENARIO COMPARISON: 7-Visions with Constrained Sites

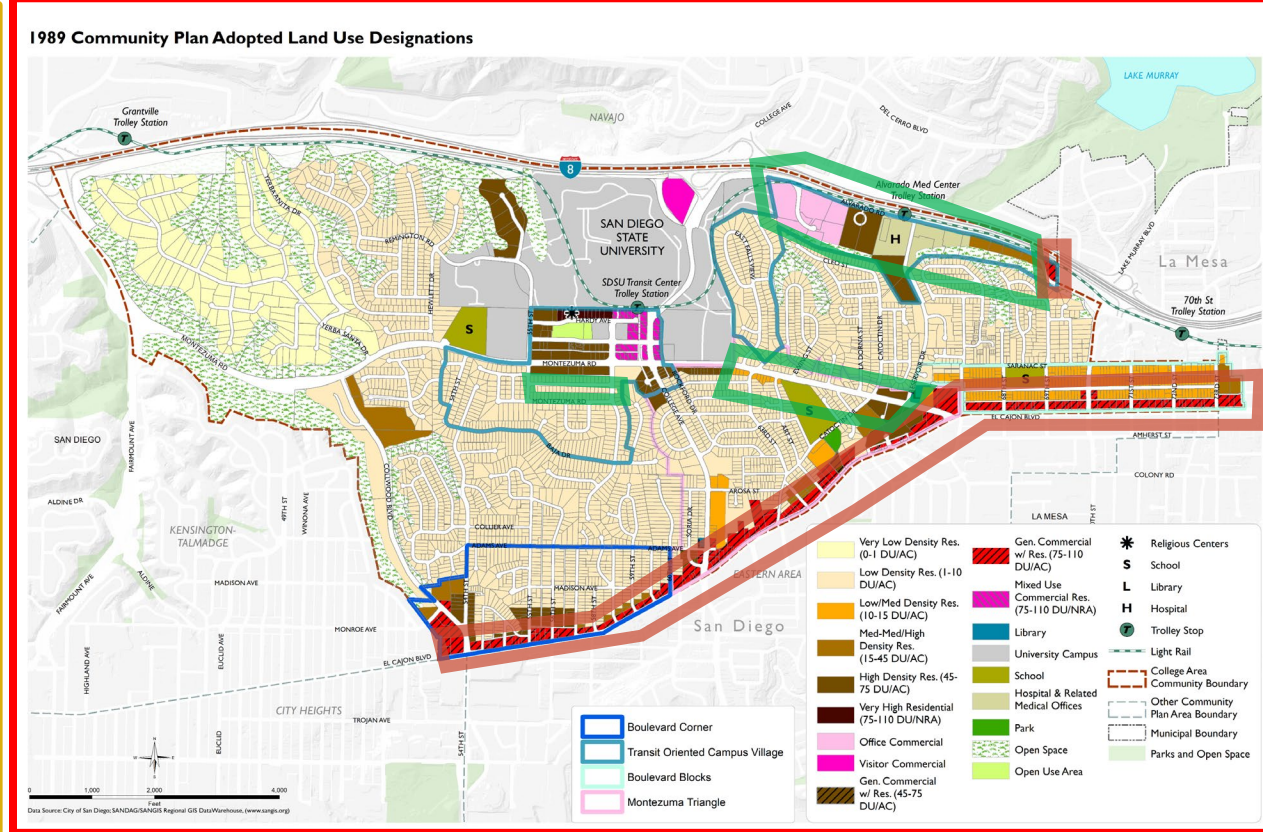
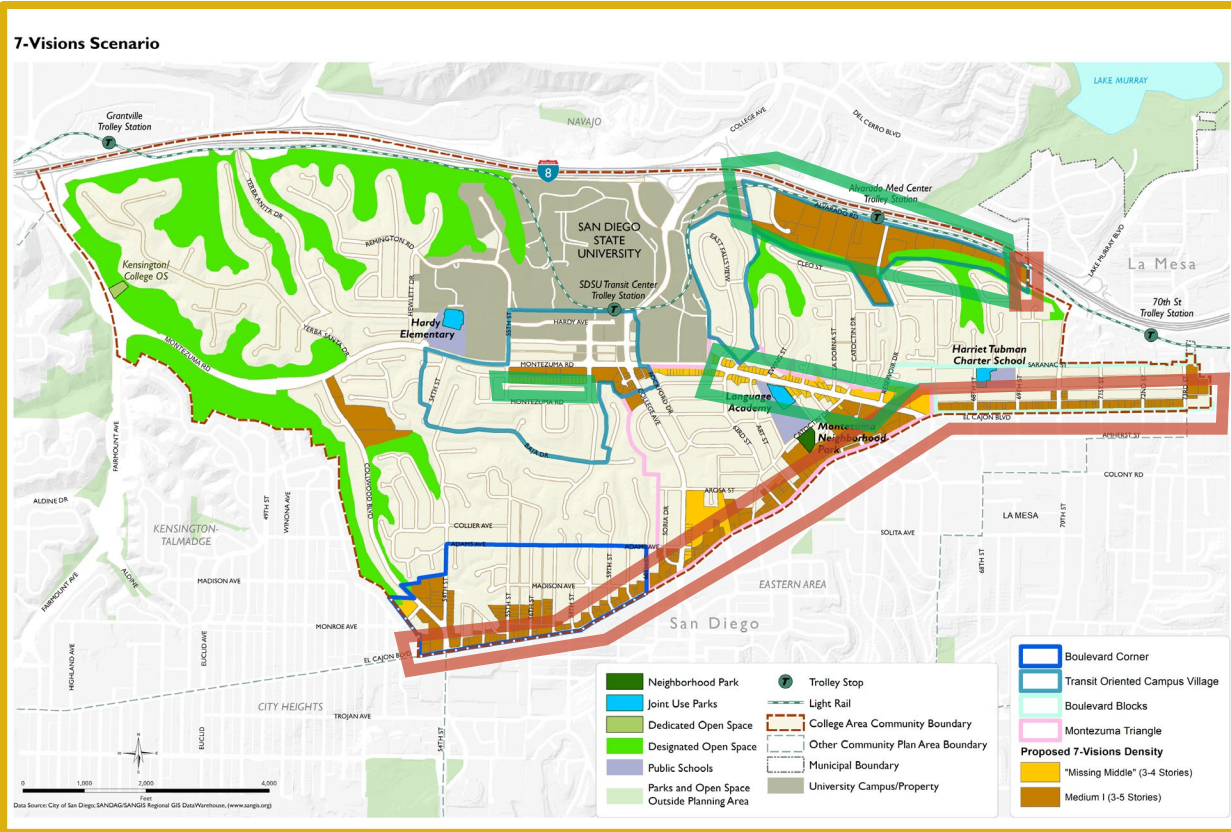
## Constrained sites:

- New infill development
- Planned infill development
- Alvarado Hospital
- Condominiums
- Senior housing
- SDSU dorms
- Iconic Church (Blessed Sacrament)
- *Others?*





# SCENARIO COMPARISON: 7-Visions and 1989 Com. Plan Land Use



## • 7-Visions **downzones**:

- North side of **El Cajon Boulevard** parcels from 110 du/ac to 75 du/ac
- the south side of **Montezuma Road west of Zura Way** from 75 du/ac to 45 du/ac

## • 7-Visions **upzones**:

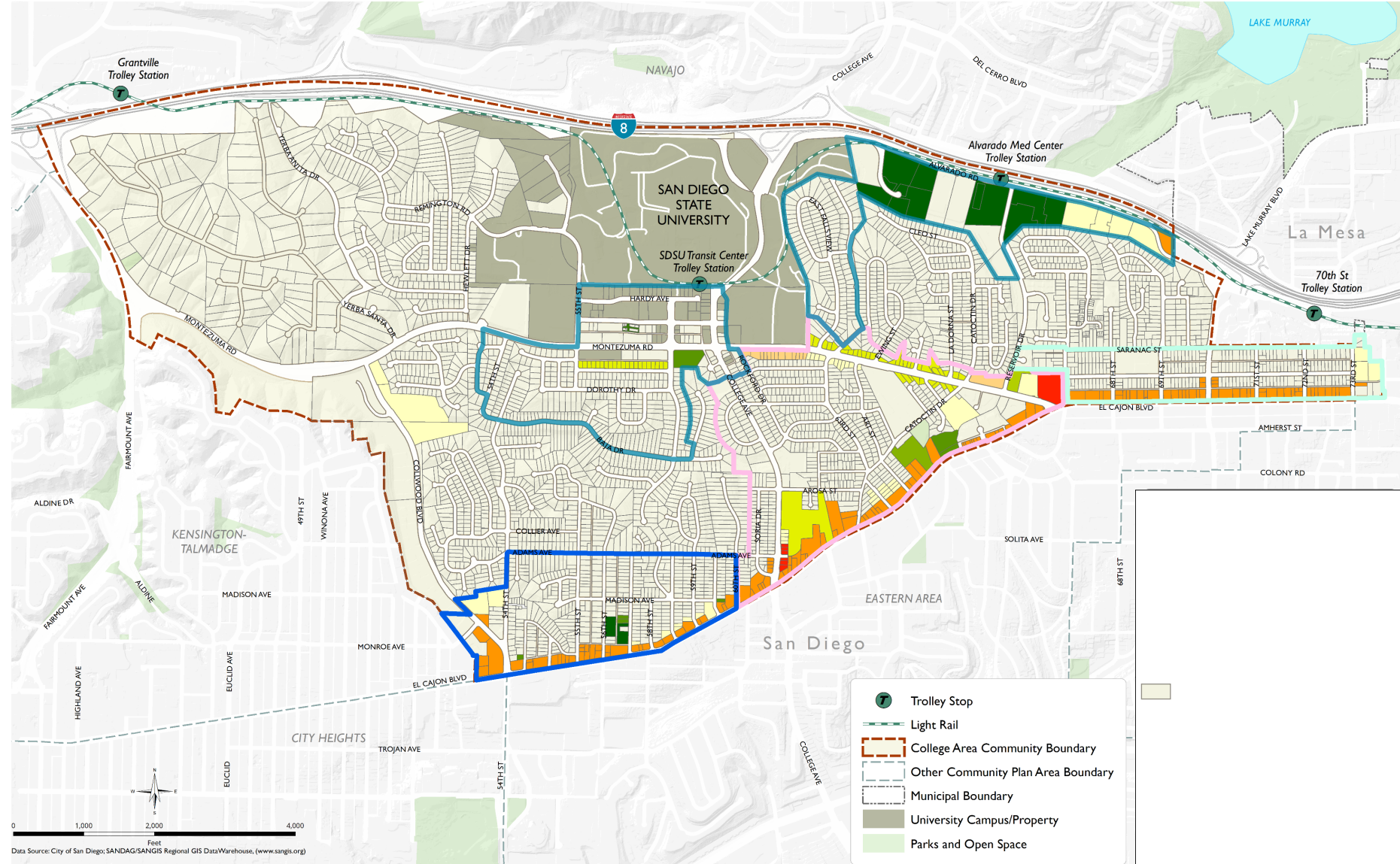
- some parcels in **Alvarado Canyon** that are currently condos or don't allow residential
- both sides of **Montezuma Road east of Zura Way**
- North side of **Mary Lane Drive west of Campanile**



# SCENARIO COMPARISON: 7-Visions and 1989 Com. Plan Land Use

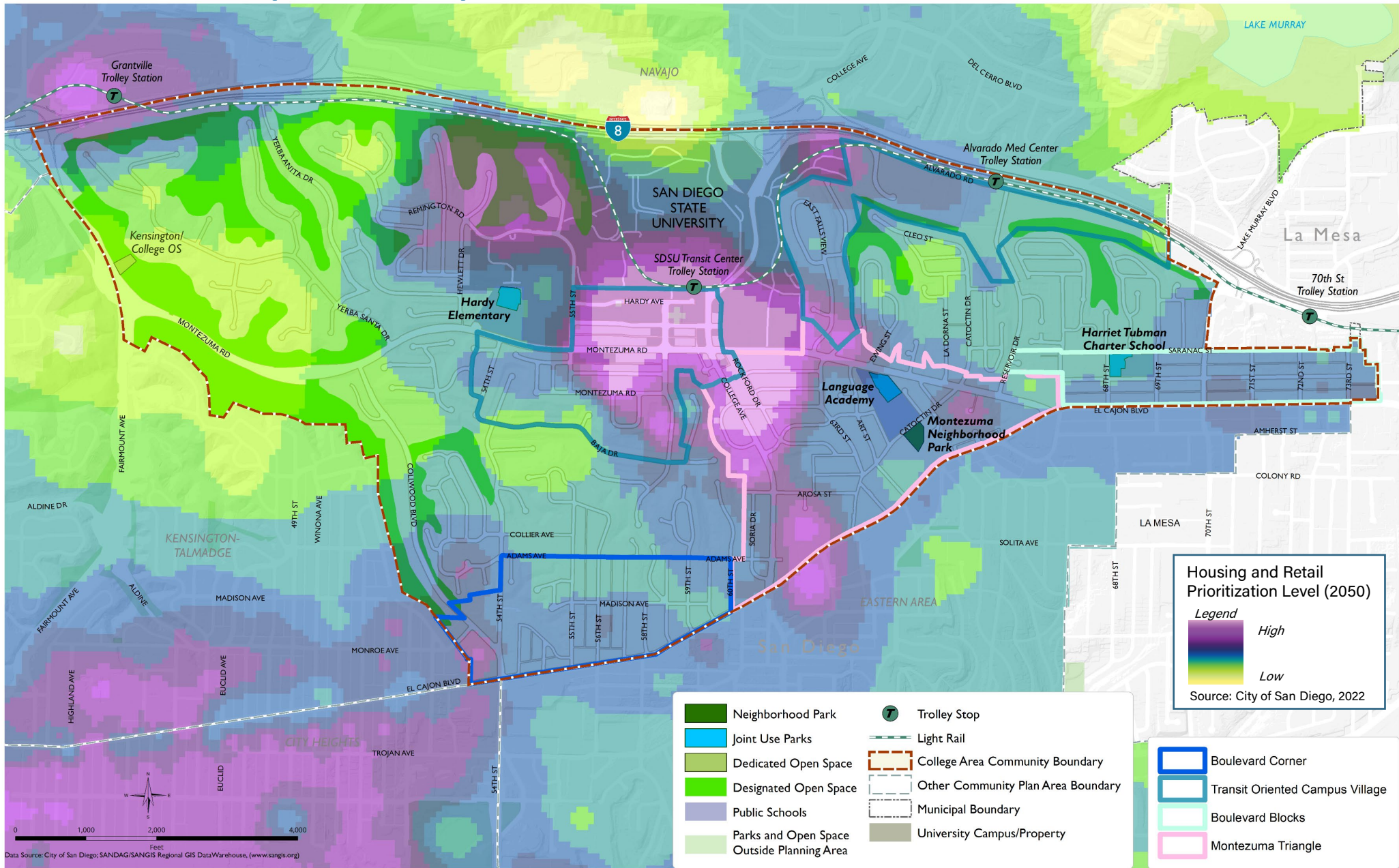
- Shades of **green** indicate **more density** in 7-Visions than 1989 Adopted Land Use Plan.
- Shades of **red / orange** indicate **less density** in 7-Visions than 1989 Adopted Land Use Plan.

7Visions and 1989 Community Plan Density Comparison



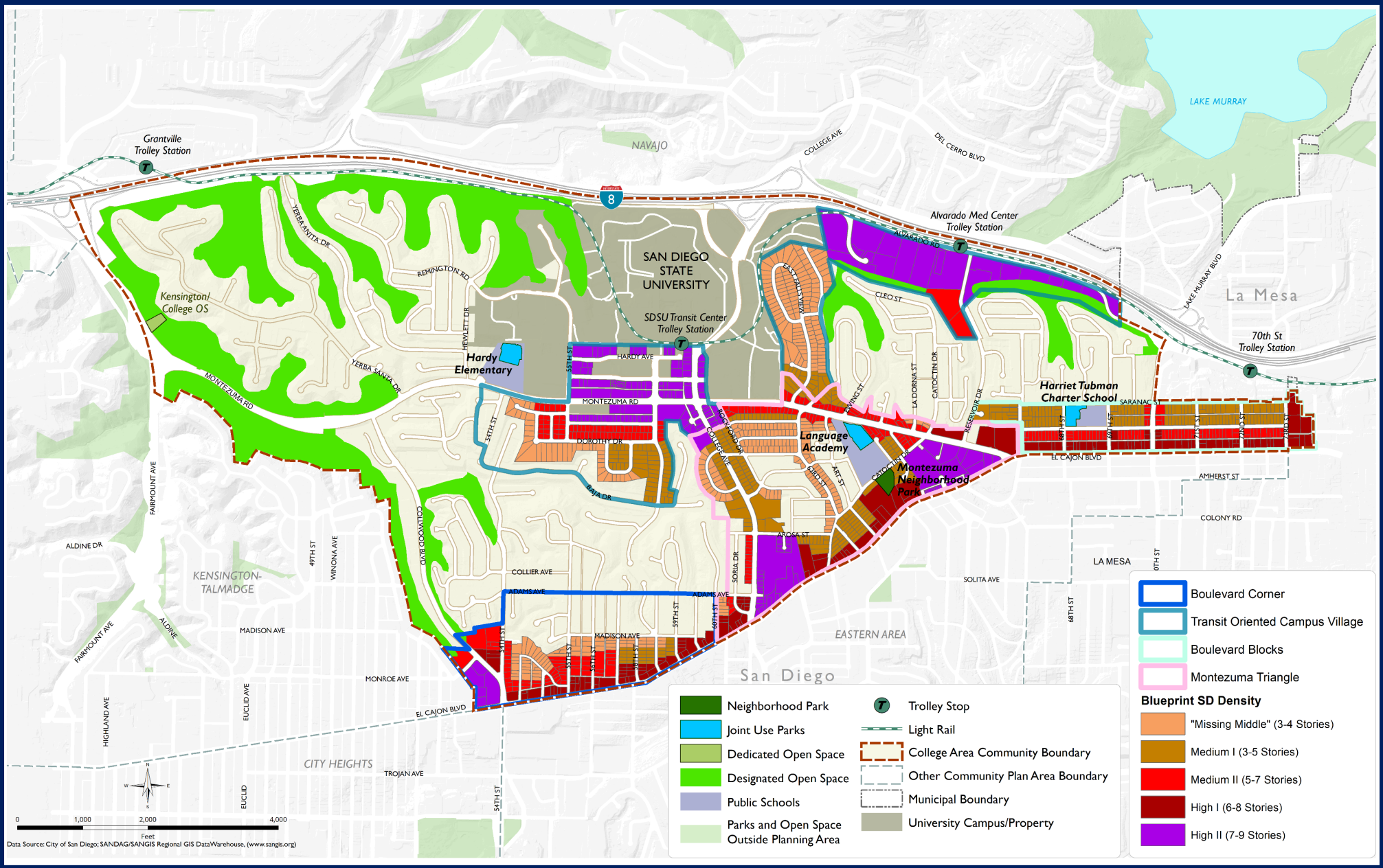


# BLUEPRINT SD (DRAFT)



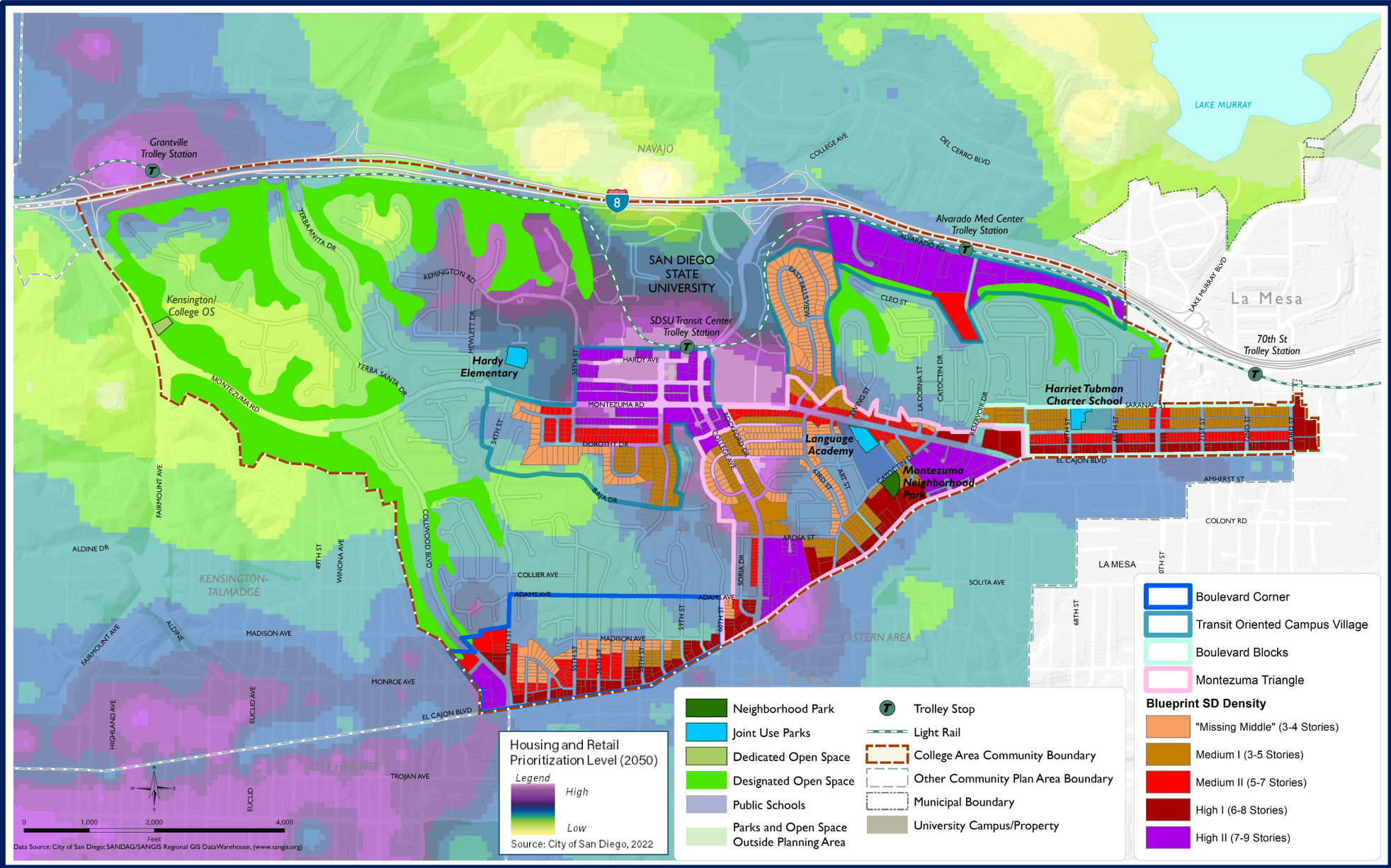


# SCENARIO COMPARISON: Blueprint San Diego (Draft)



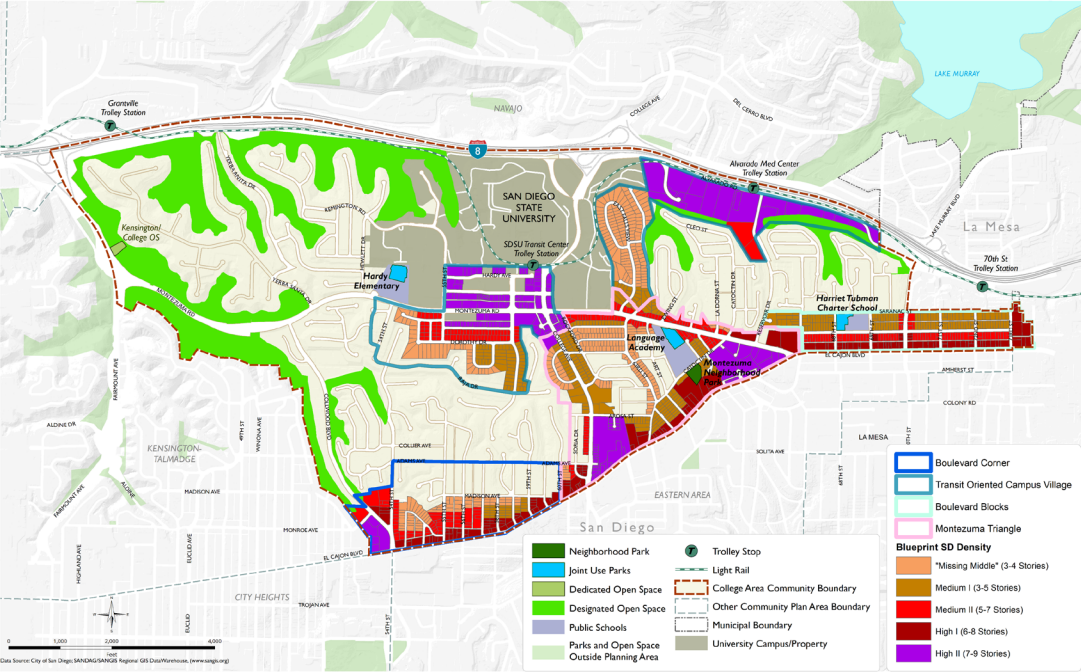


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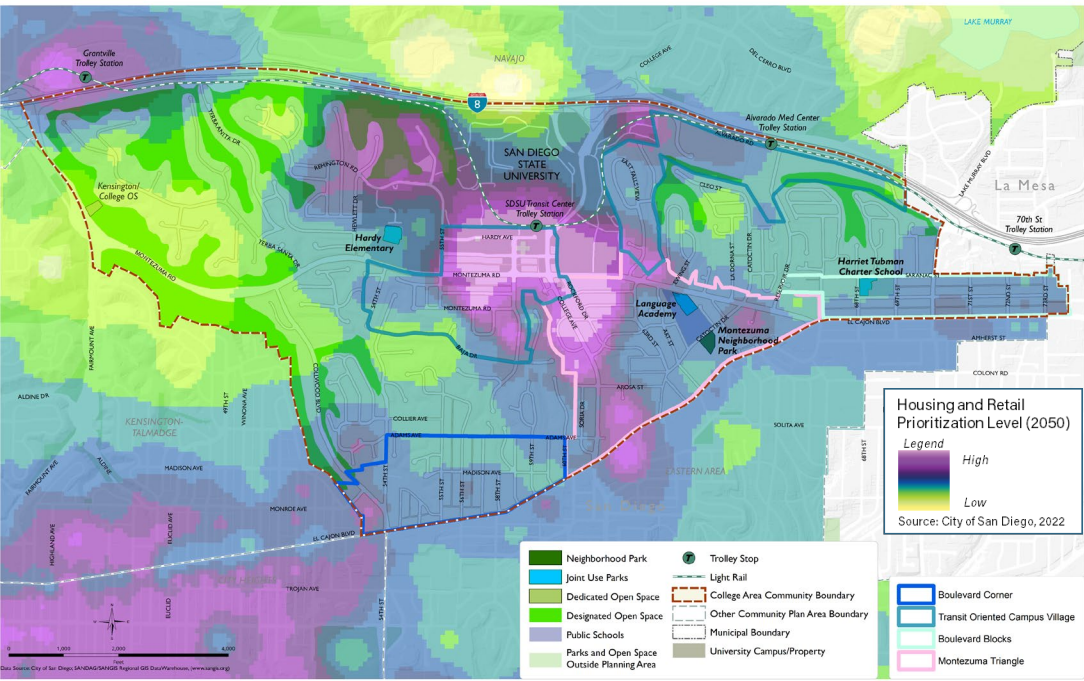




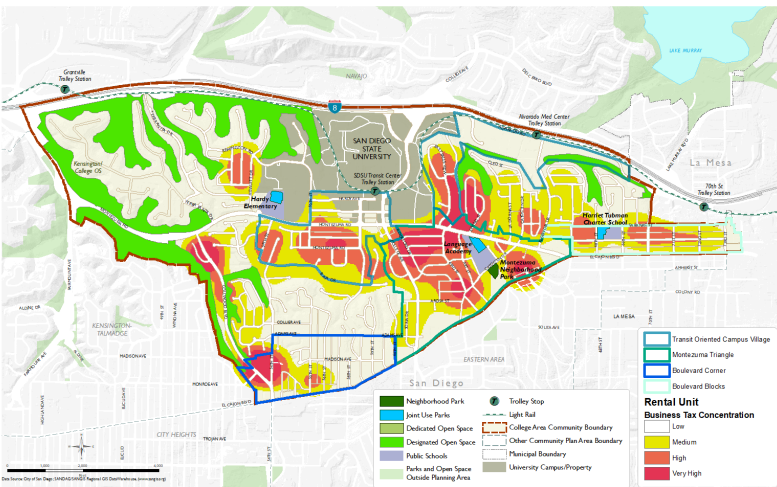
# SCENARIO COMPARISON: Blueprint San Diego



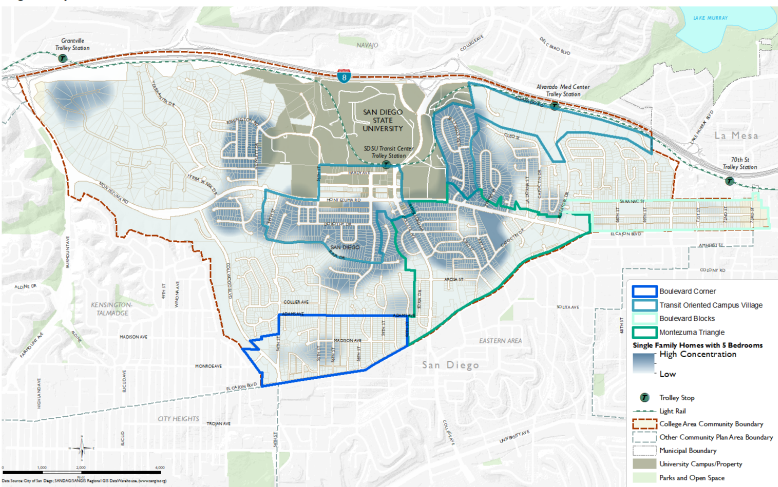
Blueprint San Diego



RENTAL UNIT BUSINESS TAX



Single Family Homes with 5+ Bedrooms





# PRESENTATION FORMAT

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# NEXT STEPS

- Staff will present status update and Blueprint scenarios to Planning Commission on November 17 – **this is an informational workshop that you are encouraged to attend and speak at.**
  - Reminder: Blueprint SD was presented to Planning Commission on **September 22** – the **meeting recording and staff report** are available on Planning Commission webpage.
- Continue to **refine the land use scenarios** based upon Citywide housing, climate, and equity goals and the feedback that we continue to receive
- **Design standards** for implementing the goals and policies of a preferred land use plan
  - For example, urban design policies that regulate bulk and scale of new development; land use policies that require new development to build and maintain new parks and public spaces, etc.
- Prepare Community-Discussion-Draft Plan for Public Review **(est. early 2023)**



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# TENTATIVE COLLEGE AREA CPU SCHEDULE



2023  
Winter

2023  
Spring &  
Summer

2023  
Fall

2023  
Fall

## *Committee Meetings*

Topic: **Release & Review Community Discussion Draft Plan**

**Committee Role**  
**Discussion & Feedback**

## *Committee Meetings*

Topic: Review **Discussion Draft Community Plan** for Community Input and begin environmental studies

**Committee Role**  
**Discussion & Feedback**

## *Committee Meetings*

Topic: Release **Draft Community Plan and Environmental Doc for Council Adoption**

**Committee Role**  
Feedback on Adoption-Draft Community Plan & **Provide Recommendation**

## *Adoption Hearings*

Release **Draft Community Plan and Environmental Doc for Council Adoption**



# PRESENTATION FORMAT

- *Citywide Land Use Framework*
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- *Upcoming Schedule*
- **Discussion / Q&A**

