

College Area Community Plan Update

Draft Community Atlas Existing Conditions

College Area CPU Committee Meeting – Zoom Meeting – December 16, 2020 from 5:30pm to 7:00pm

Nathen Causman – Project Manager – Planning Department



1. Upcoming Meeting Schedule & Plan Update Process Timeline
2. Project Website & Community Survey
3. Draft Community Atlas Existing Conditions Report Presentation
 - Chapter 1 – Introduction & Demographics / Q&A:
 - Chapter 2 – Land Use / Q&A:
 - Chapter 3 – Economic Setting
 - Chapter 4 – Community Form / Q&A:
 - ~~Chapter 5 – Mobility – “*Mobility Existing Conditions*” Feb. 2021; “*Mobility Vision*” April 2021~~
 - ~~Chapter 6 – Natural Environment + Open Space – “*Parks Concepts*” expected July 2021~~
 - ~~Chapter 7 – Environmental + Community Health – “*Mobility Concepts*” expected Sept. 2021~~
4. Discussion
5. Key Takeaways
6. Adjourn Meeting

College Area CPU Winter Schedule

2020
DEC

Meeting Topic

Community Atlas
Existing Conditions
Report

Committee Role

Feedback on
Community Atlas

2021
JAN

Meeting Topic

Online Survey Results &
Plan Update Focus
Areas

Committee Role

Feedback on Identified
Focus Areas

2021
FEB

Meeting Topic

Mobility Existing
Conditions
Analysis

Committee Role

Feedback on Mobility
Existing Conditions

Draft College Area CPU Spring Schedule

2021
MAR

Meeting Topic

Market Analysis &
Feasibility Assessment

Committee Role

Feedback on Market
Assessment

2021
APR

Meeting Topic

Mobility 101 / Mobility
Vision

Committee Role

Feedback on Mobility
Vision

2021
MAY

Meeting Topic

Building Typology
& Urban Form Concepts

Committee Role

Feedback on Urban Form
Concepts

Plan Update Process & Timeline

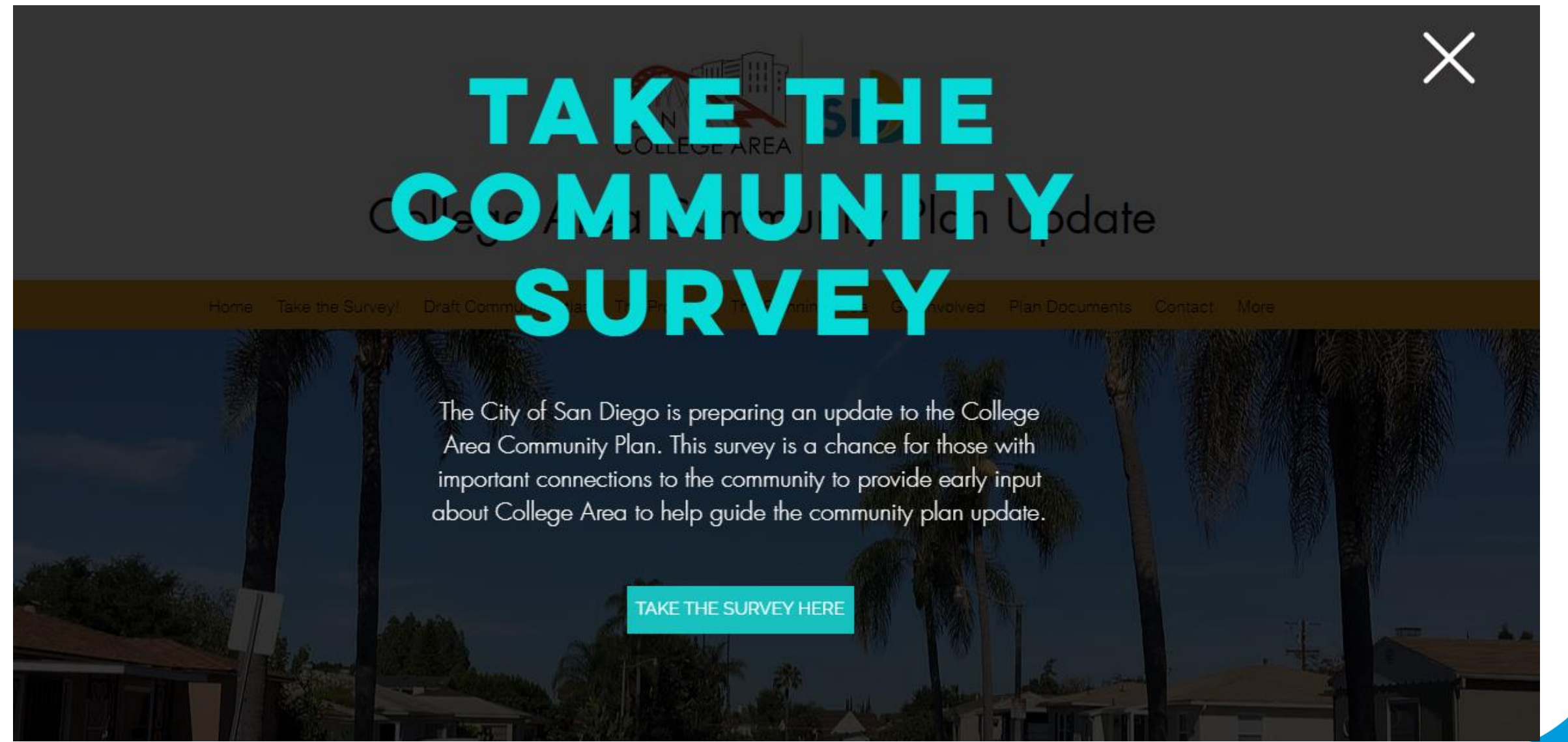


PlanCollegeArea.org



College Area Community Plan Update





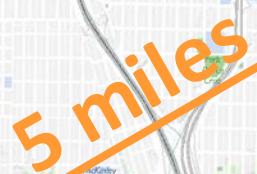
TAKE THE COMMUNITY SURVEY

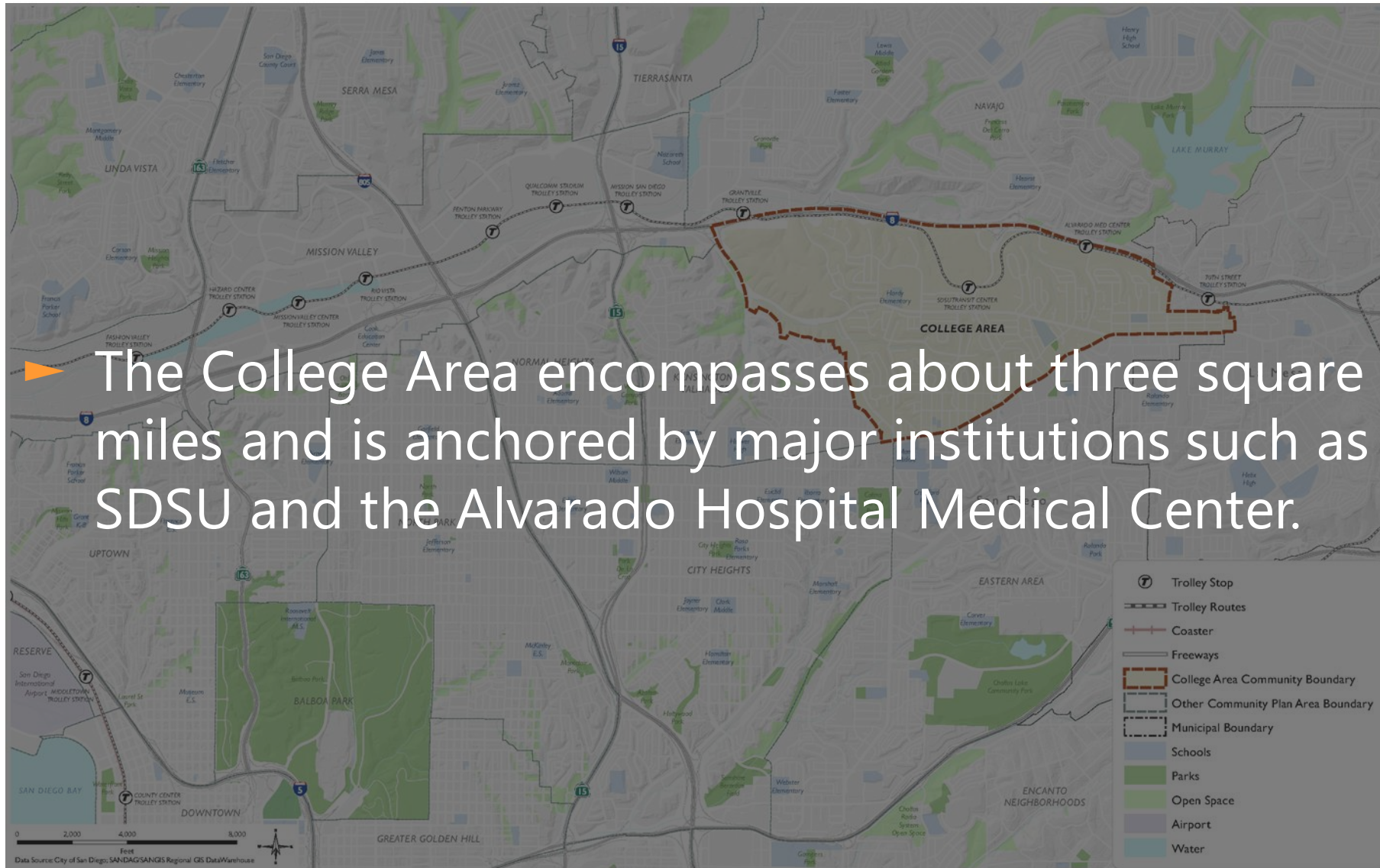
The City of San Diego is preparing an update to the College Area Community Plan. This survey is a chance for those with important connections to the community to provide early input about College Area to help guide the community plan update.

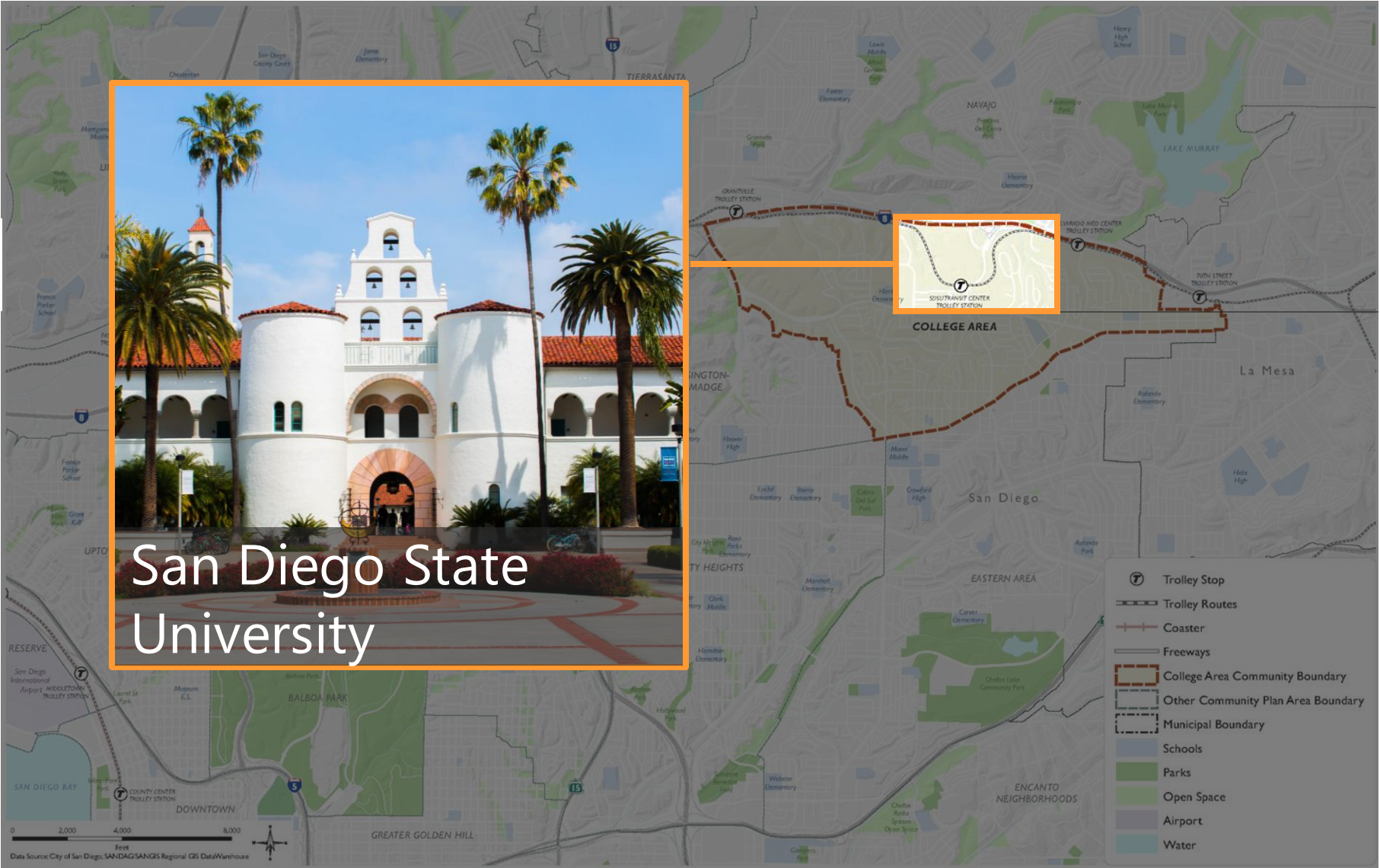
TAKE THE SURVEY HERE

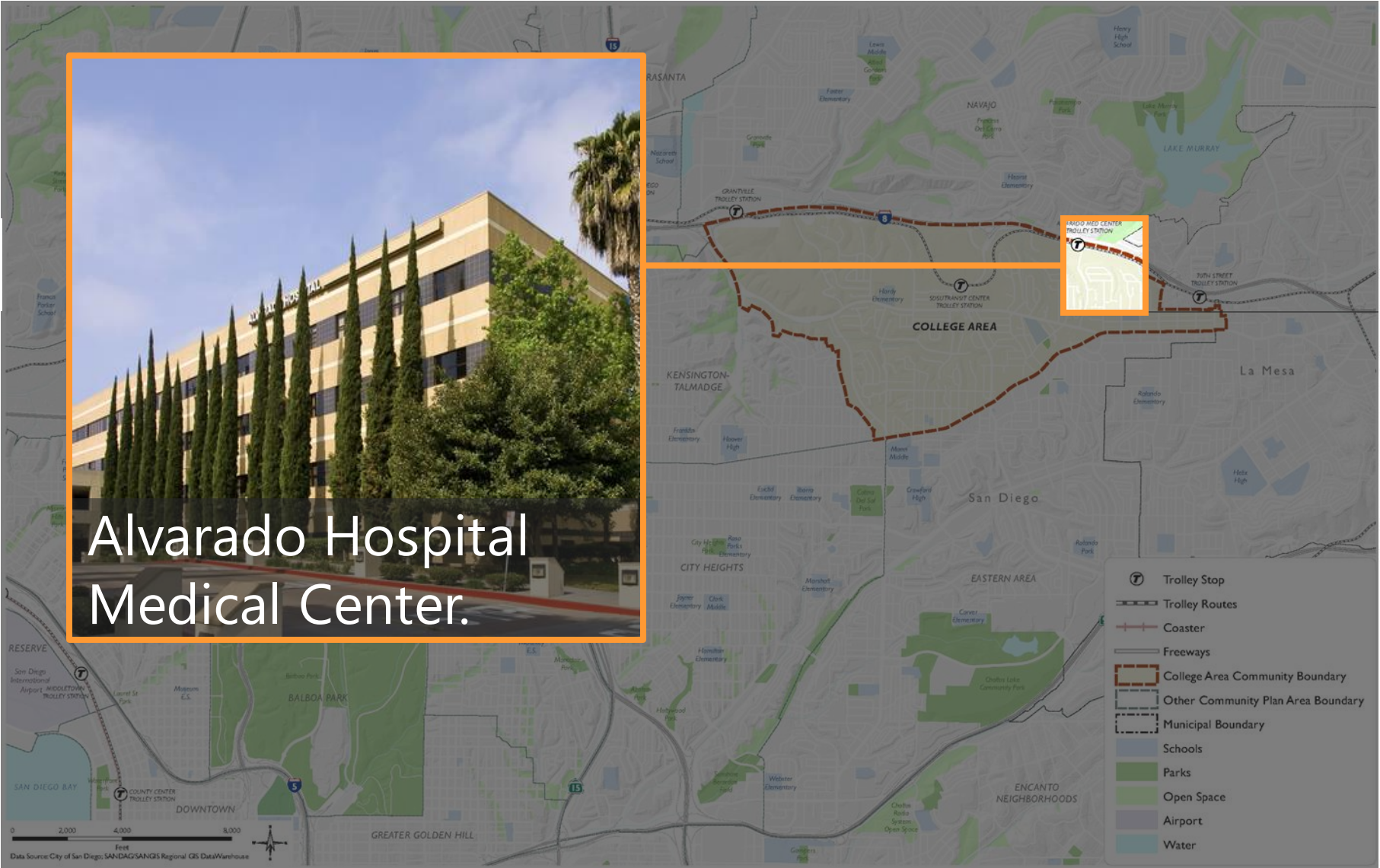
Chapter One

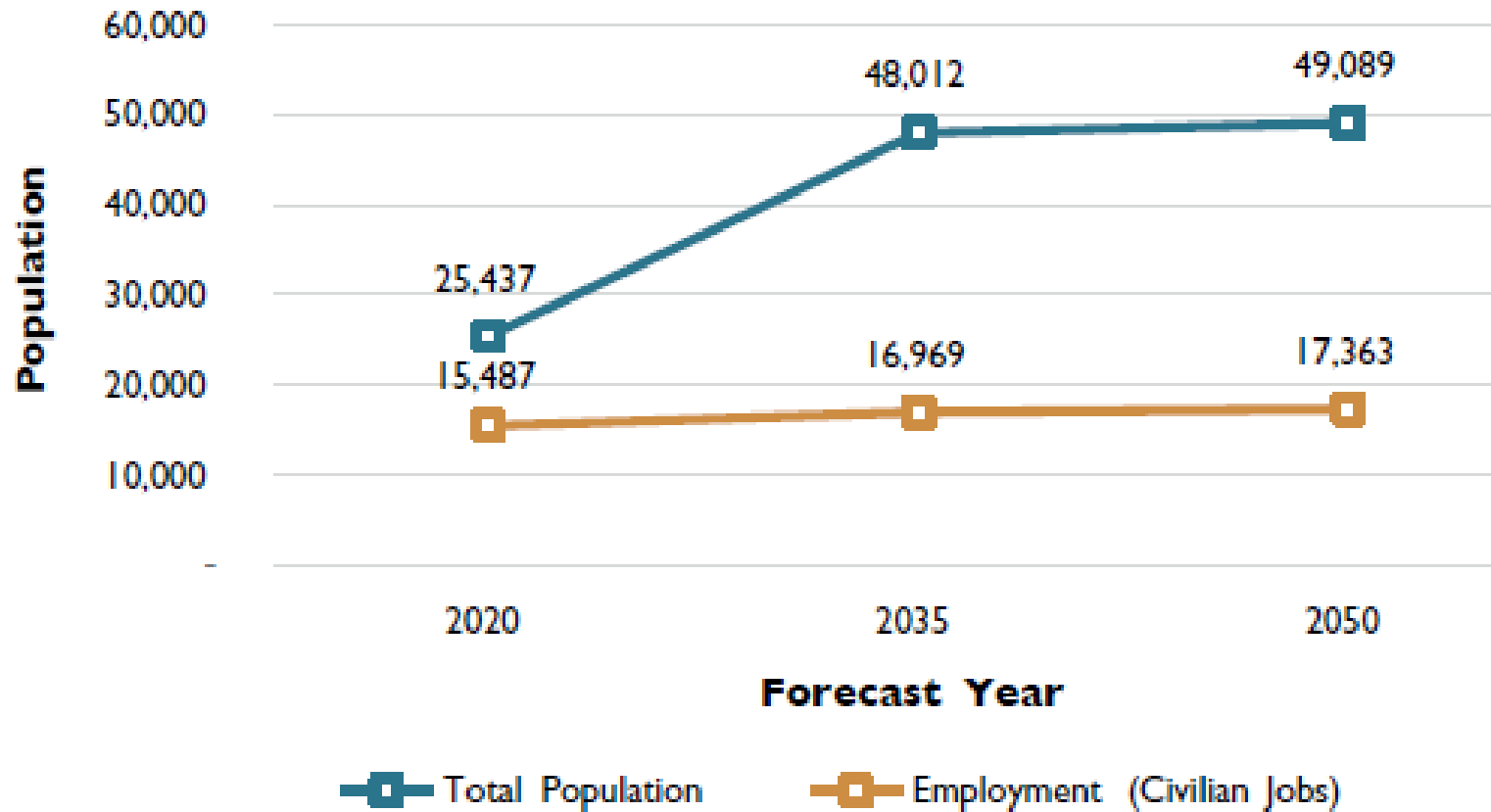
Introduction & Demographics





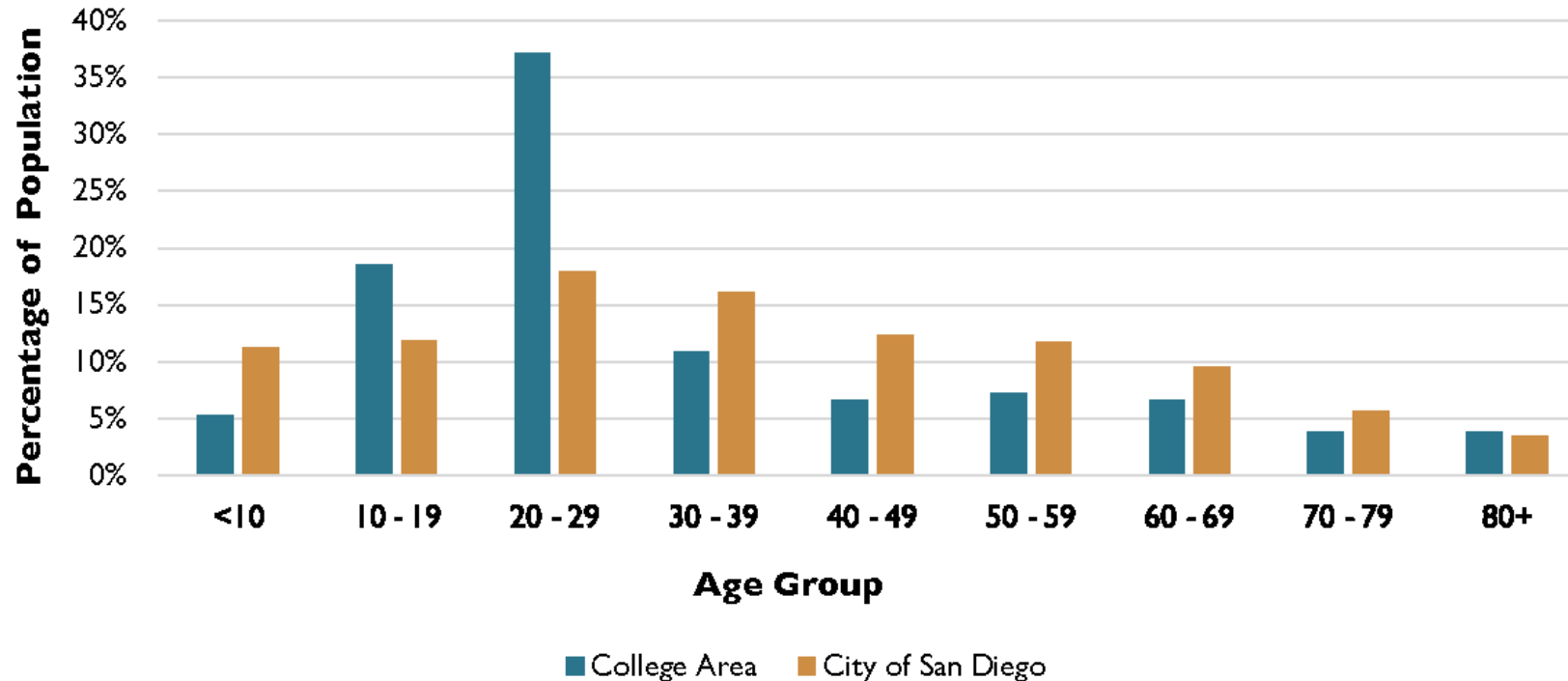






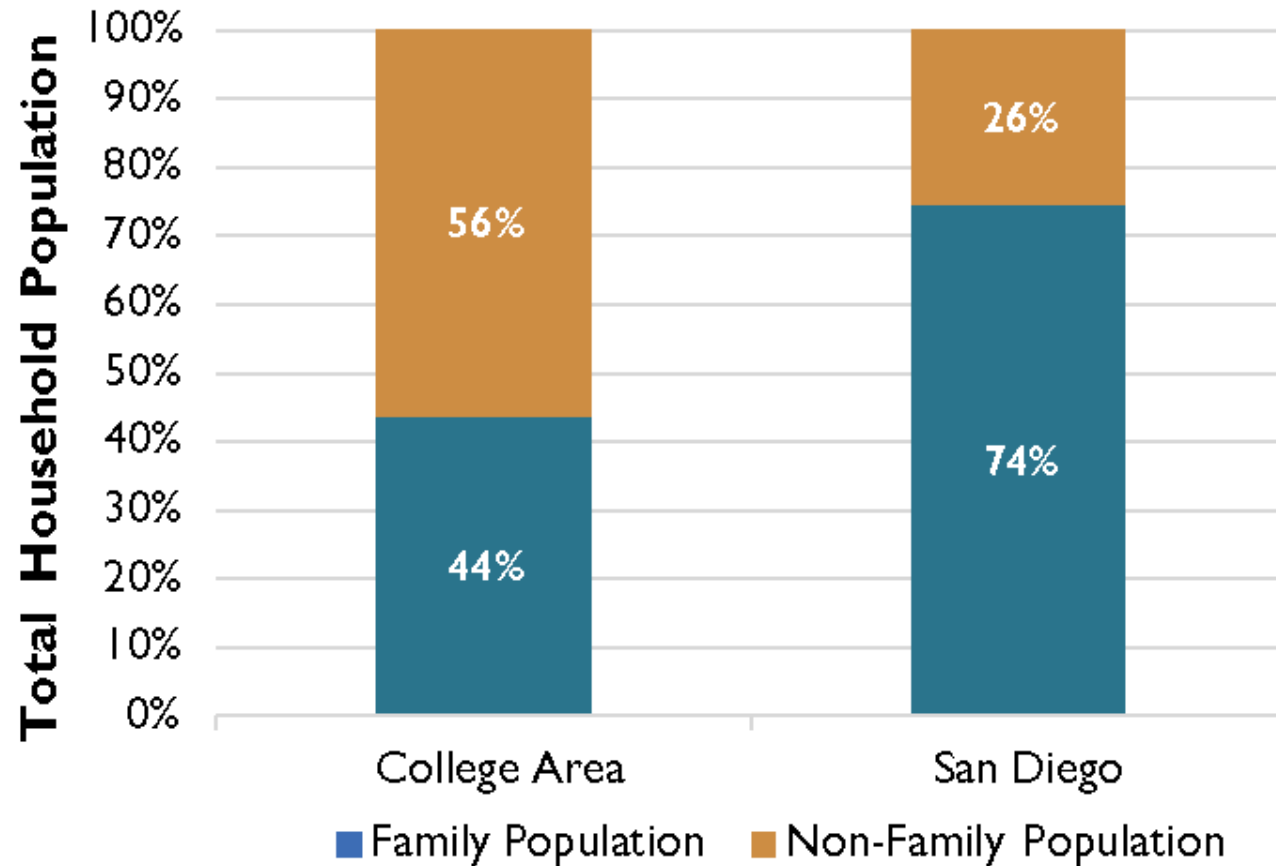
- ▶ Population expected to nearly double from approximately 25,400 people in 2020 to approximately 49,100 people by 2050

Source: SANDAG Series 13 Regional Growth Forecast; Dyett and Bhatia, 2020



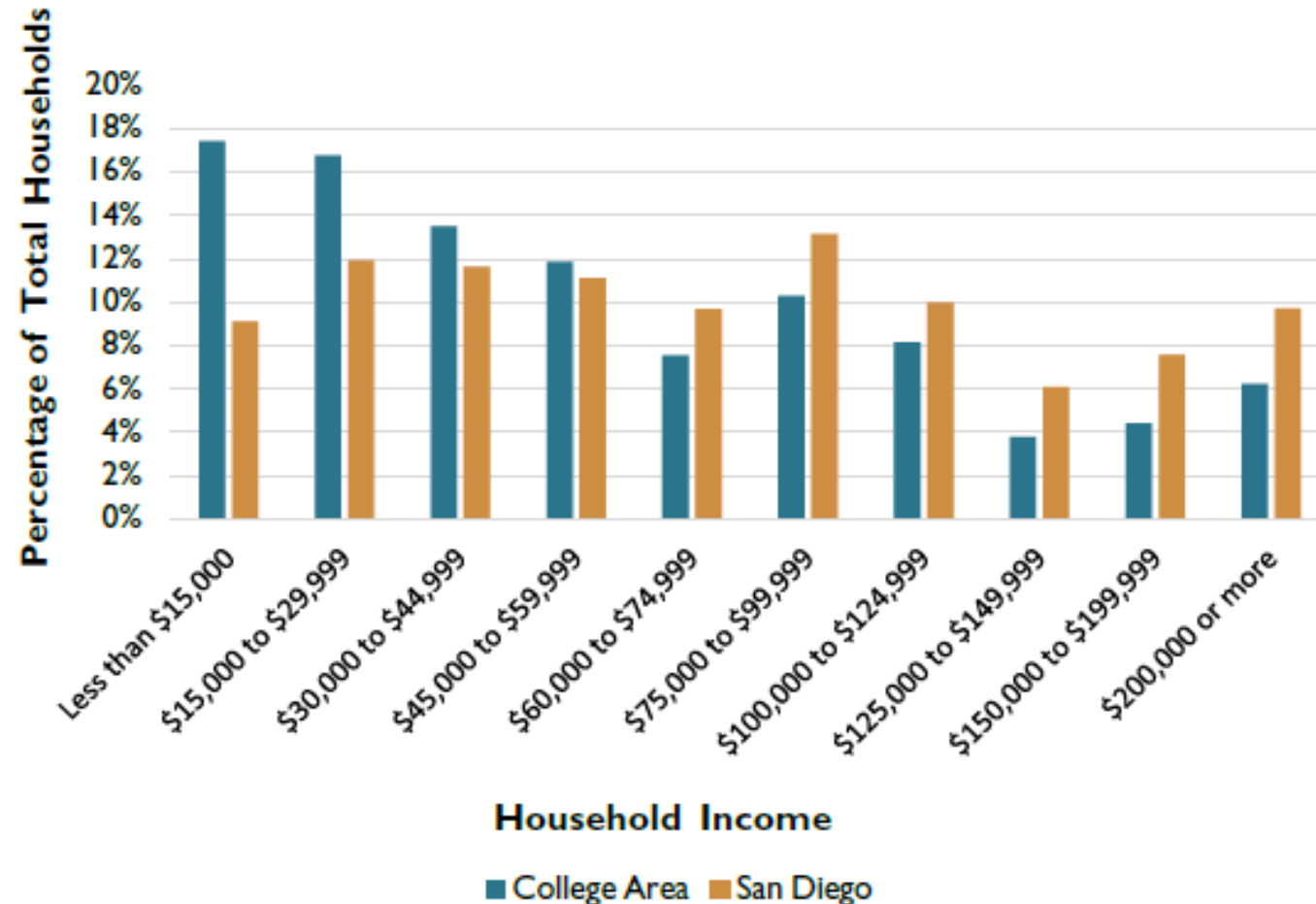
Source: City of San Diego; SANDAG 2018 Estimates; Dyett and Bhatia 2020

- ▶ Nearly 61% of the College Area population is under 30 years of age, largely influenced by the student population attending SDSU.



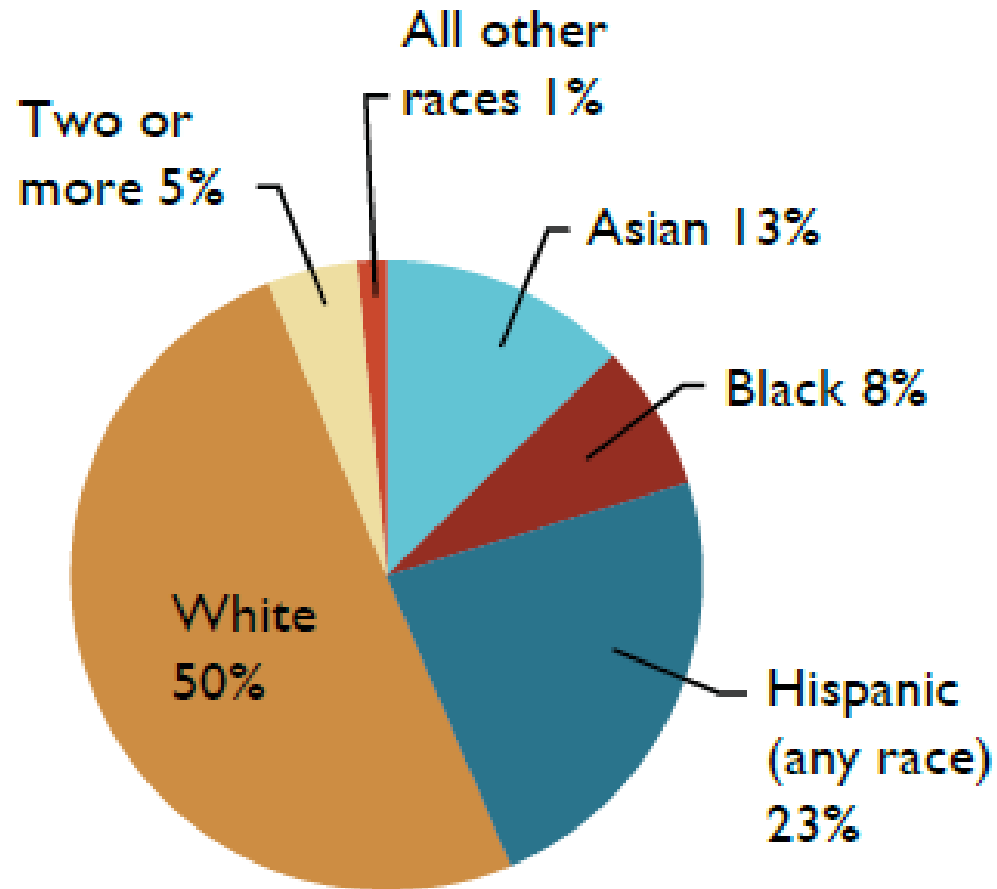
- ▶ About 44% of the total College Area household population is considered “family households”—almost half the citywide “family households” makeup of 74%, and most likely due to the SDSU student population.

Source: City of San Diego; ACS 2019 Current Estimates; Dyett and Bhatia 2020



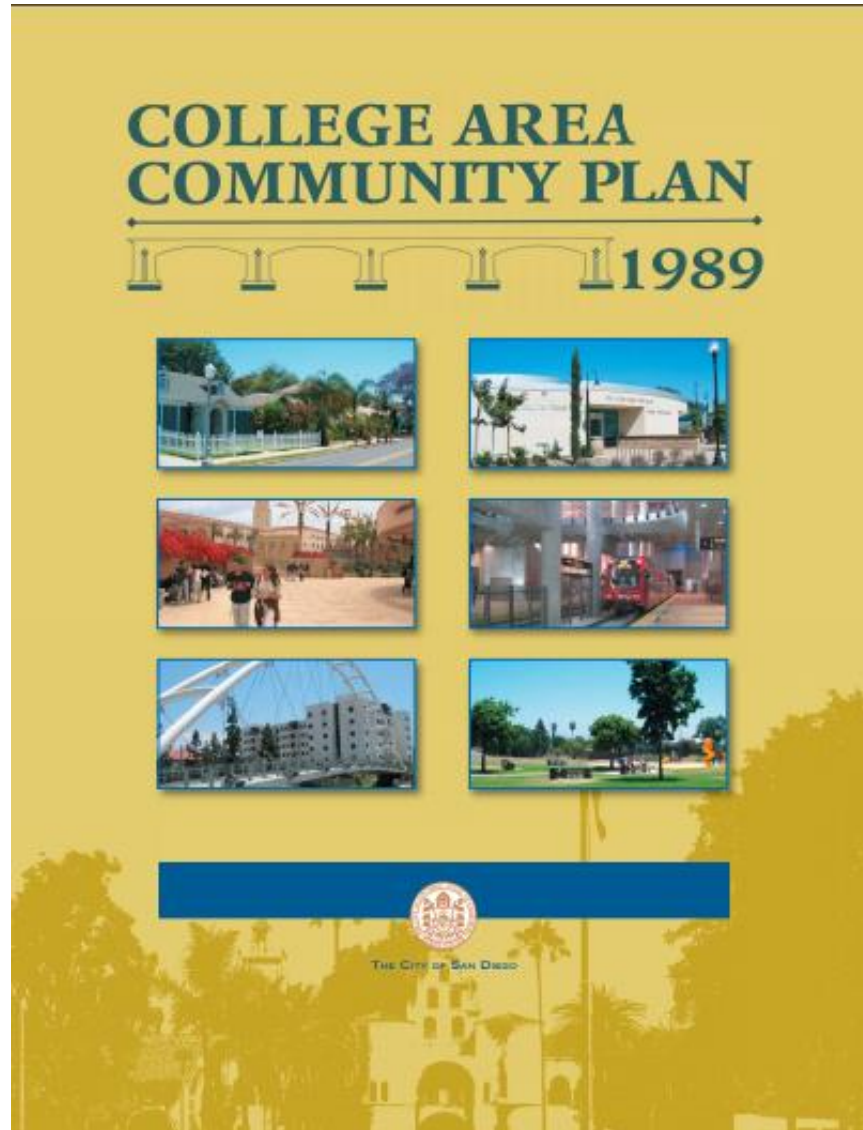
Source: SANDAG 2018 Estimates; Dyett and Bhatia 2020

- ▶ The median household income for College Area residents is \$54,500, 33% less than the citywide median household income
- ▶ A significant portion of the population makes under \$15,000, likely influenced by the SDSU student population.

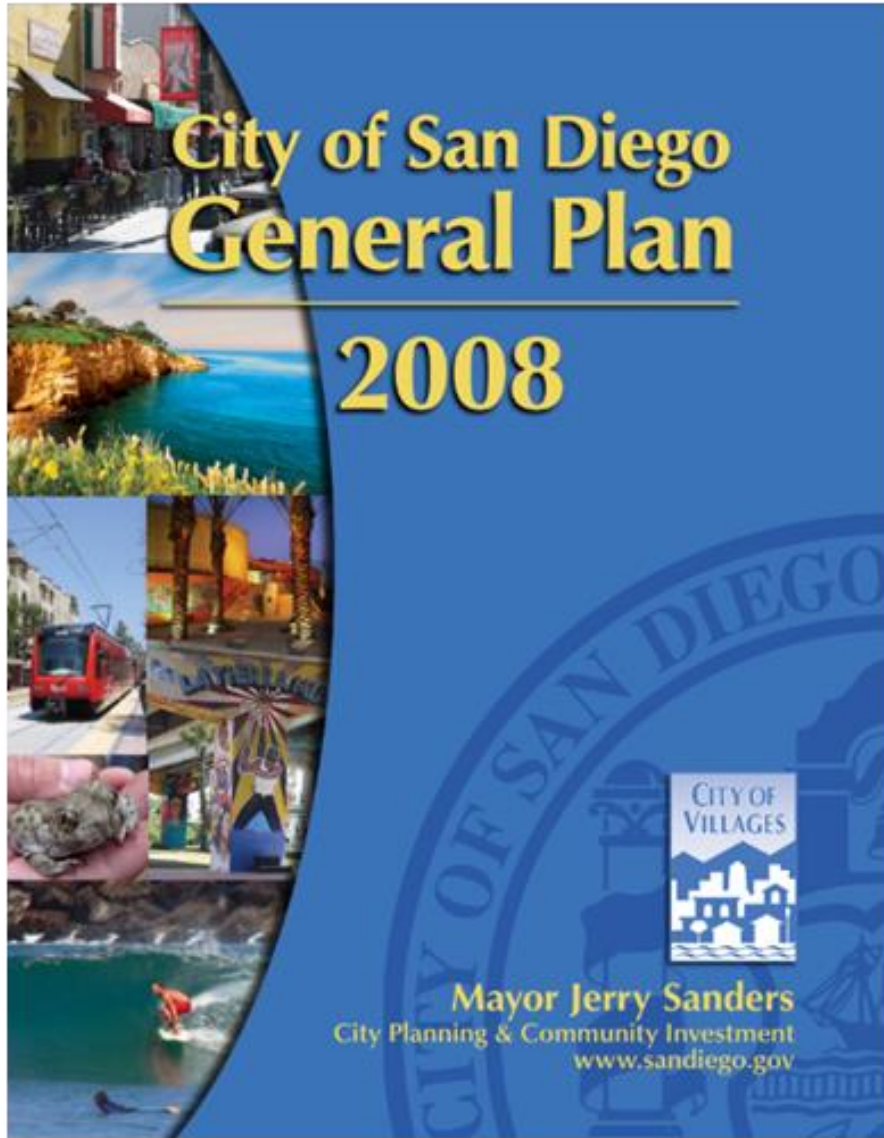


- In order from largest to smallest ethnic categories by population, residents of the College Area are:
- Non-Hispanic White
 - Hispanic of any race
 - Non-Hispanic Asian
 - Non-Hispanic Black

Source: SANDAG 2018 Estimates; Dyett and Bhatia 2020

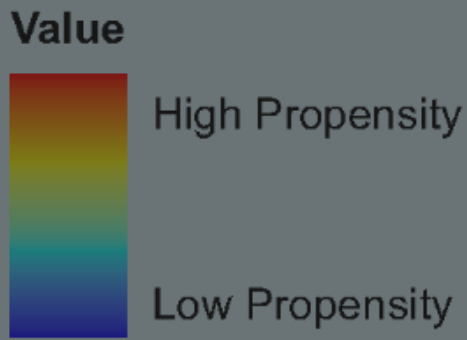


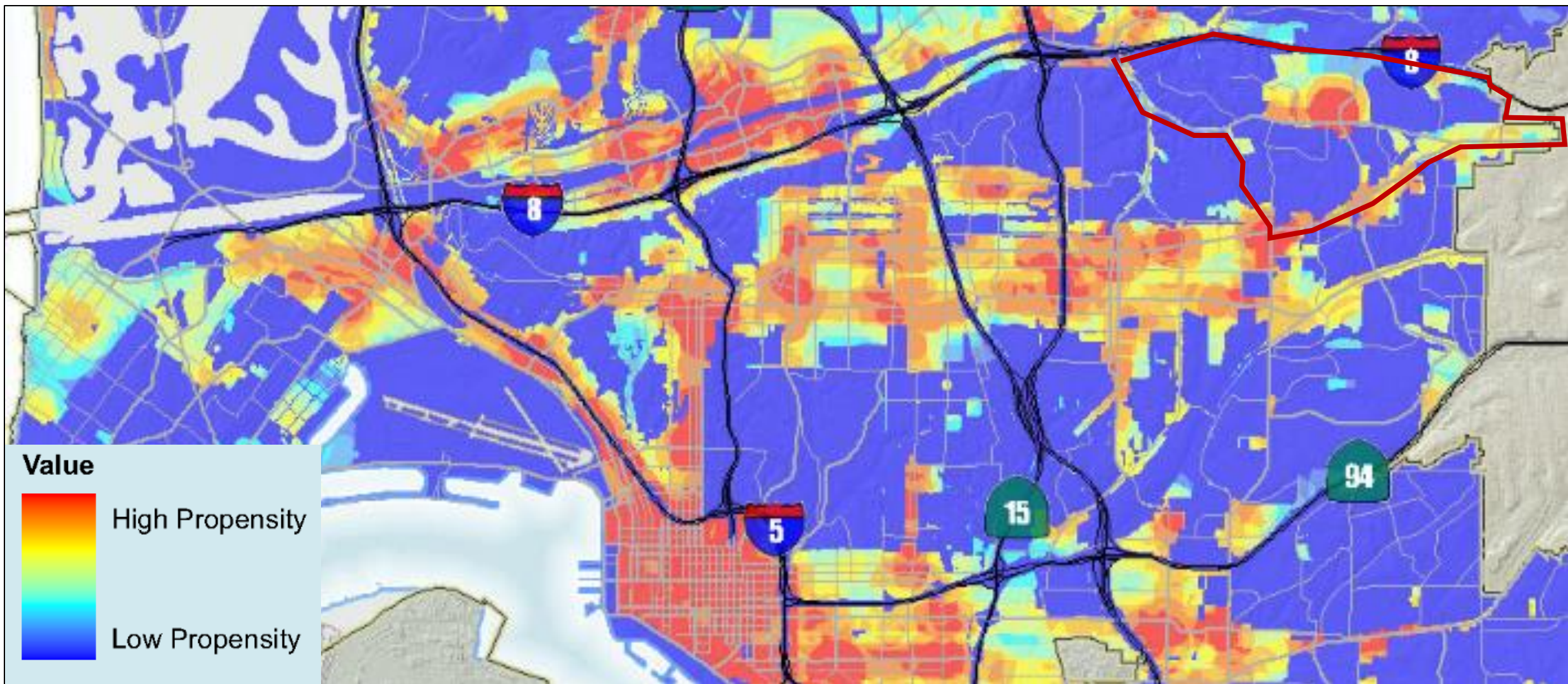
- ▶ The existing plan was adopted in 1989 and is being updated so that the community can weigh in on the future of the College Area.

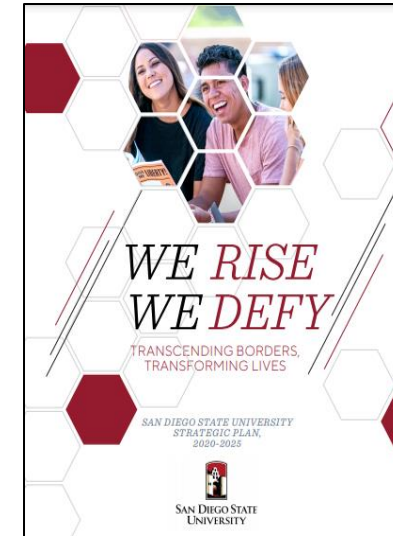
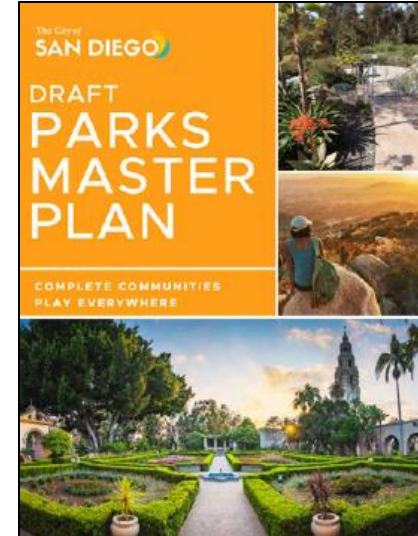
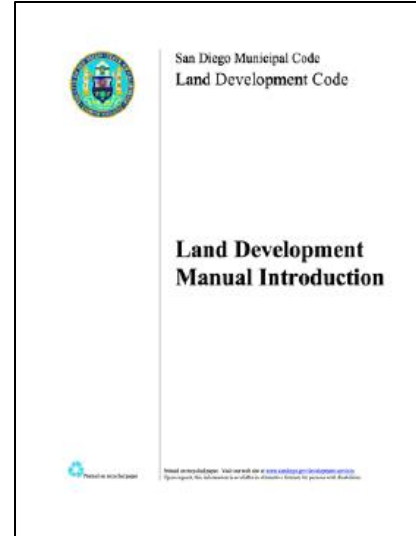
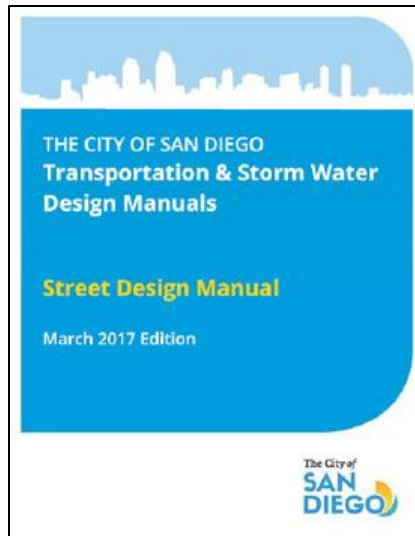
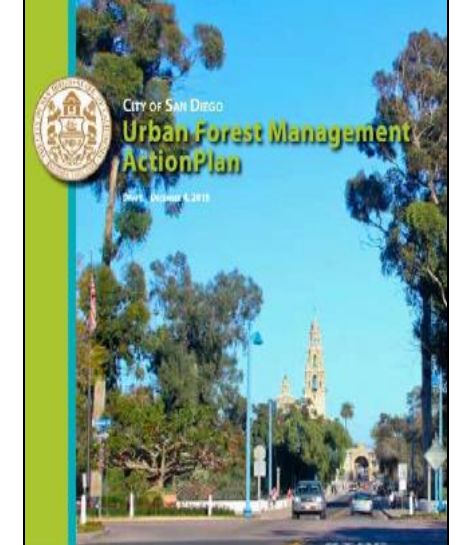
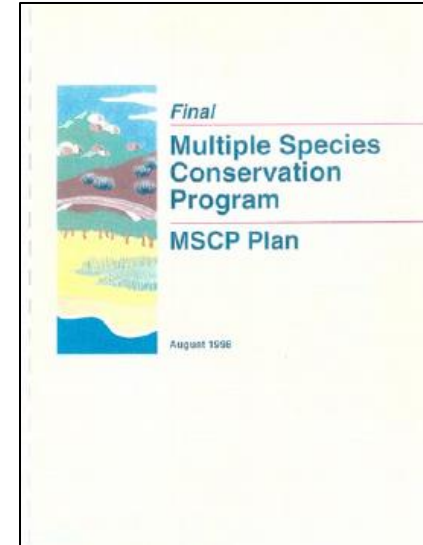
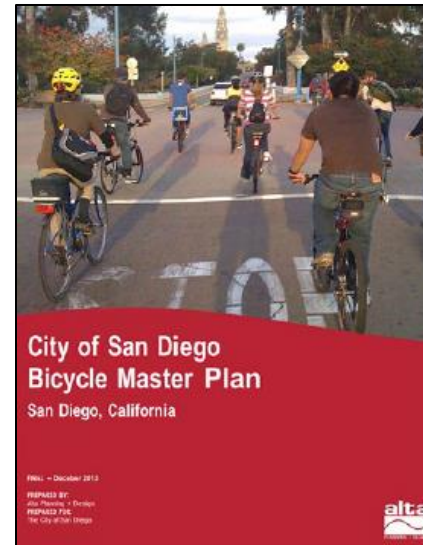
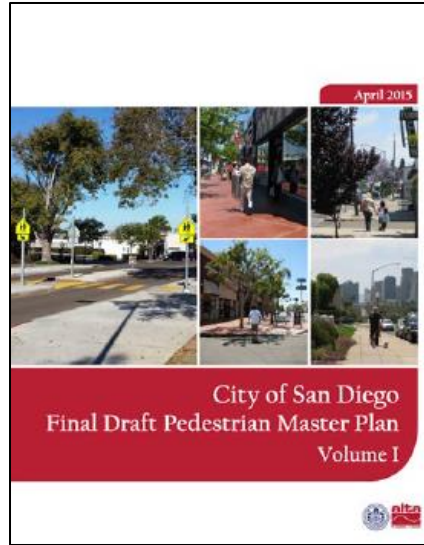
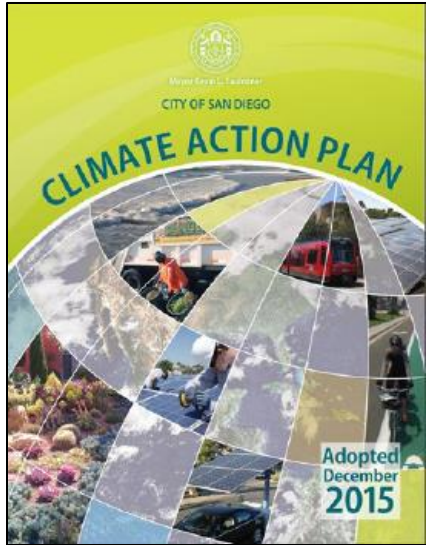


- ▶ The General Plan was updated in 2008 and promotes the City of Villages Strategy.
- ▶ The College Area Community Plan will expand upon the General Plan to make localized goals and policies.

- ▶ **City of Villages strategy**: growth is directed into pedestrian-friendly mixed use activity centers that are linked to an improved regional transit system.







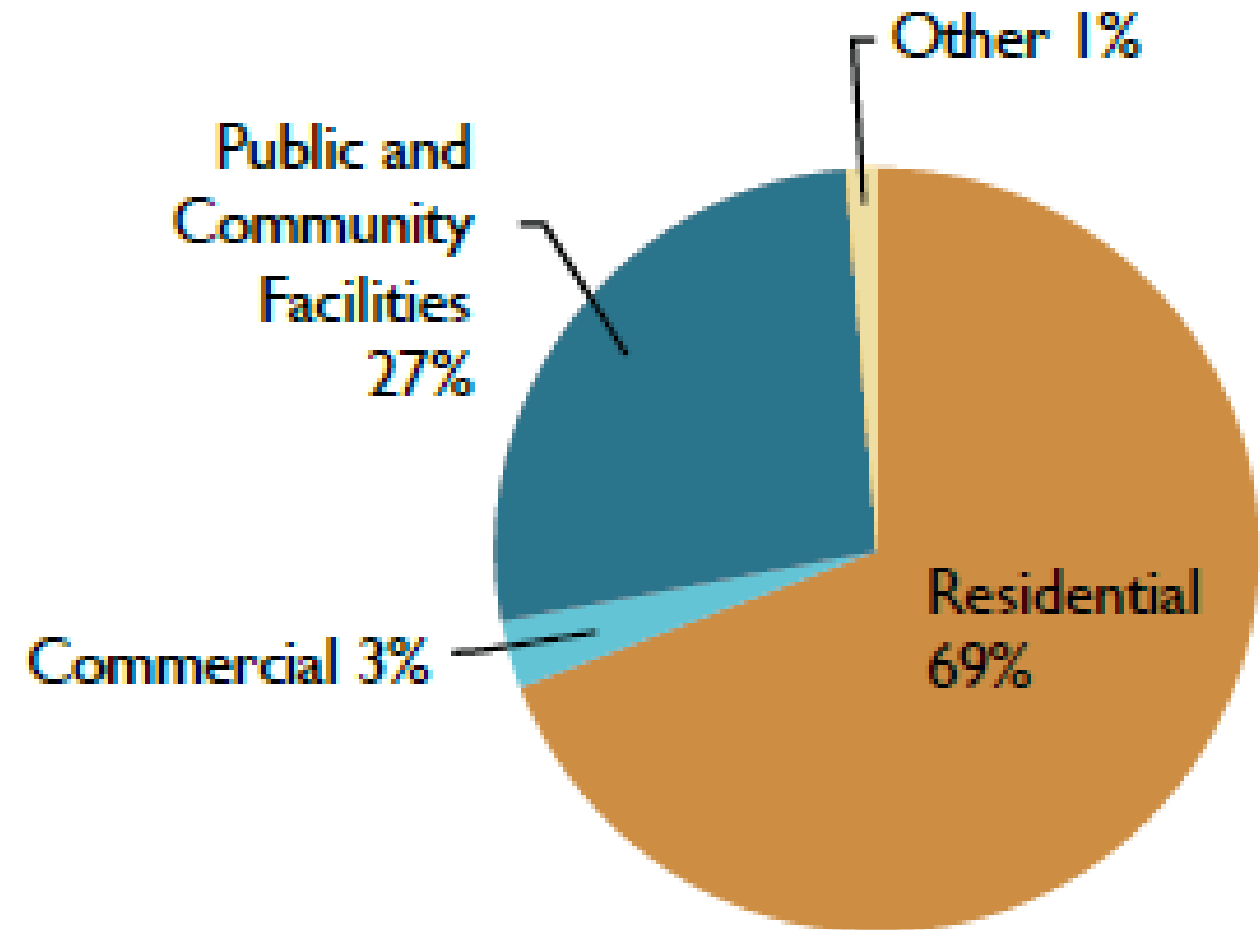
Chapter Two

Land Use



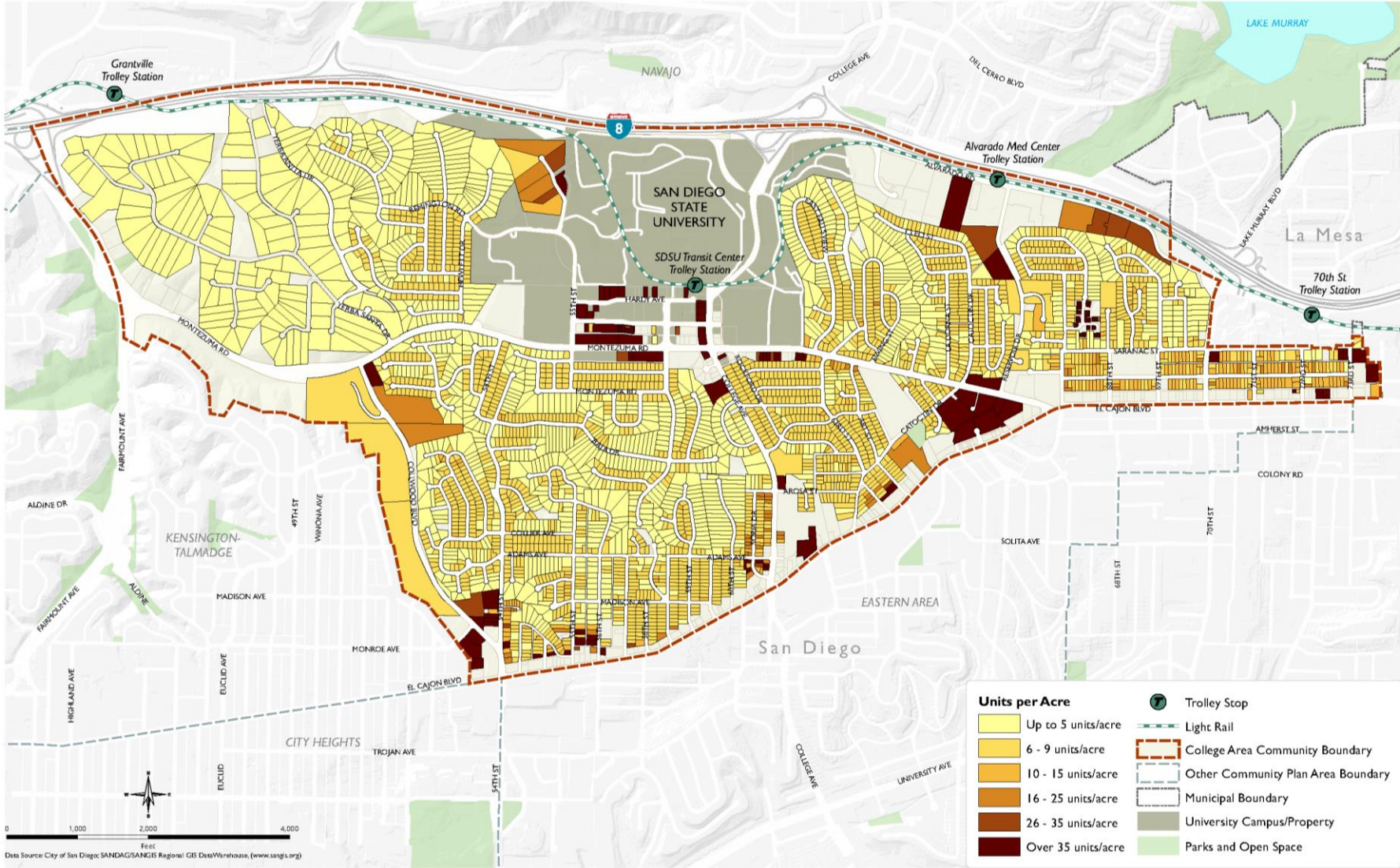


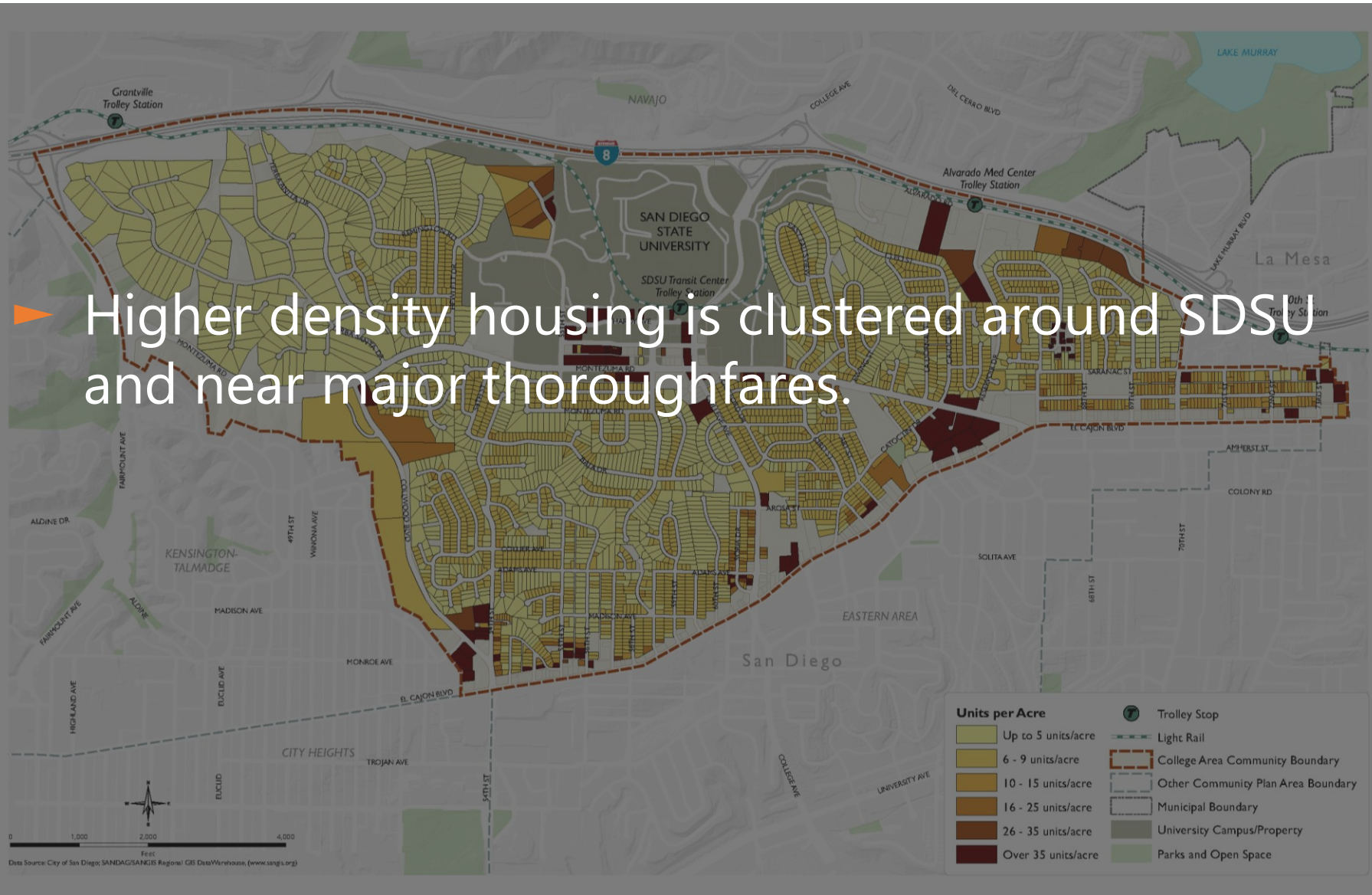
Existing Land Use Categories	Acres	Percentage
Residential	1,071	69%
Single Family Residential	972	63%
Multi Family Residential	99	6%
Commercial	45	3%
Retail Commercial	37	2%
Visitor Commercial	6	0.4%
Office Commercial	2	0.1%
Public and Community Facilities	412	27%
Institutional	105	7%
Educational	224	14%
Parks, Open Space, and Recreation	83	5%
Other	22	1%
Communication and Utilities	.1	.01%
Parking	5	0.3%
Vacant	17	1%
Transportation and Right of Way (ROW)	421	-
TOTAL Net Area (excluding Transportation and ROW)	1,548	100%
TOTAL Gross Area (Including Transportation and ROW)	1,969	

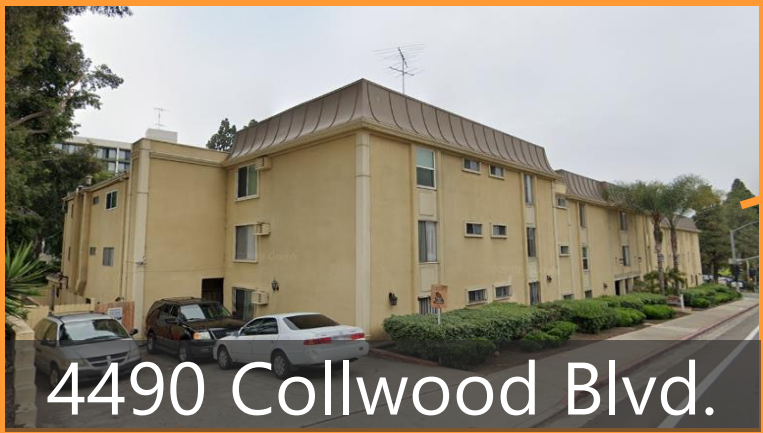
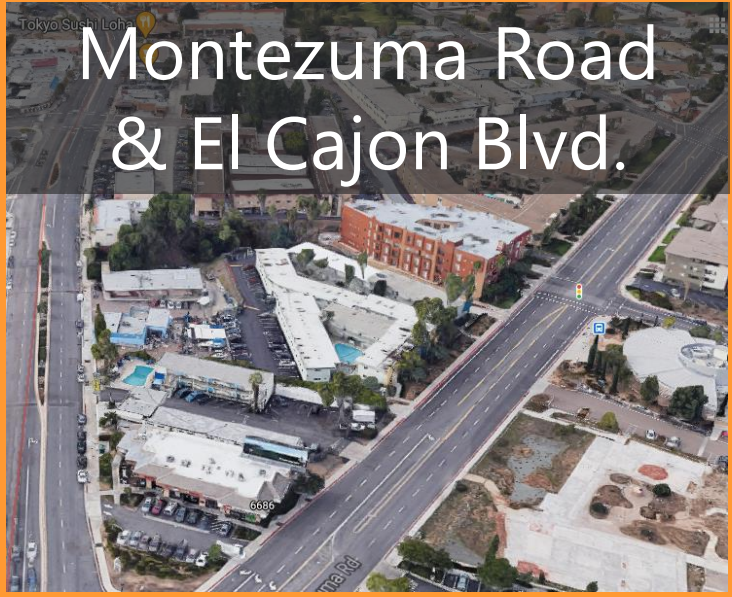


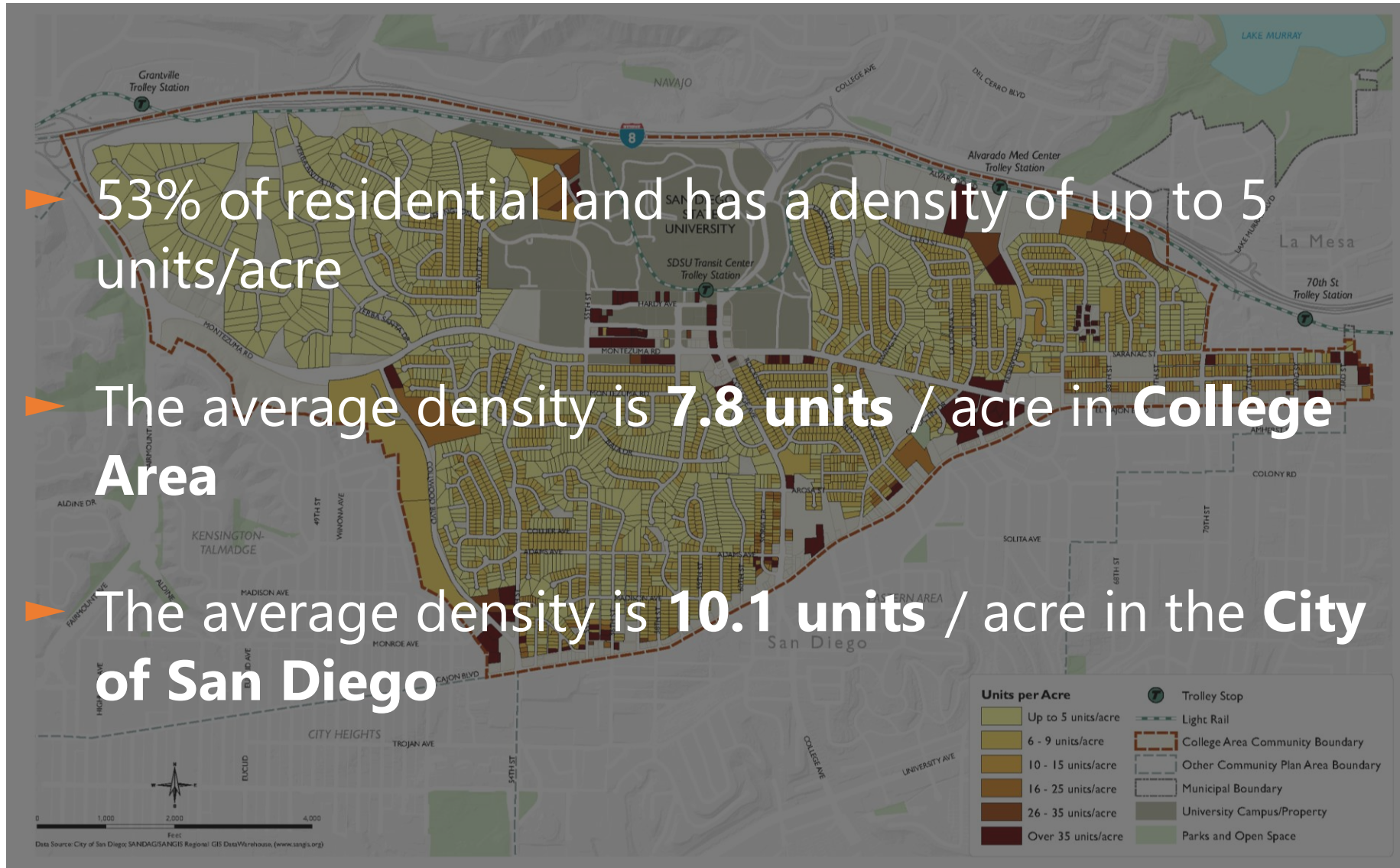




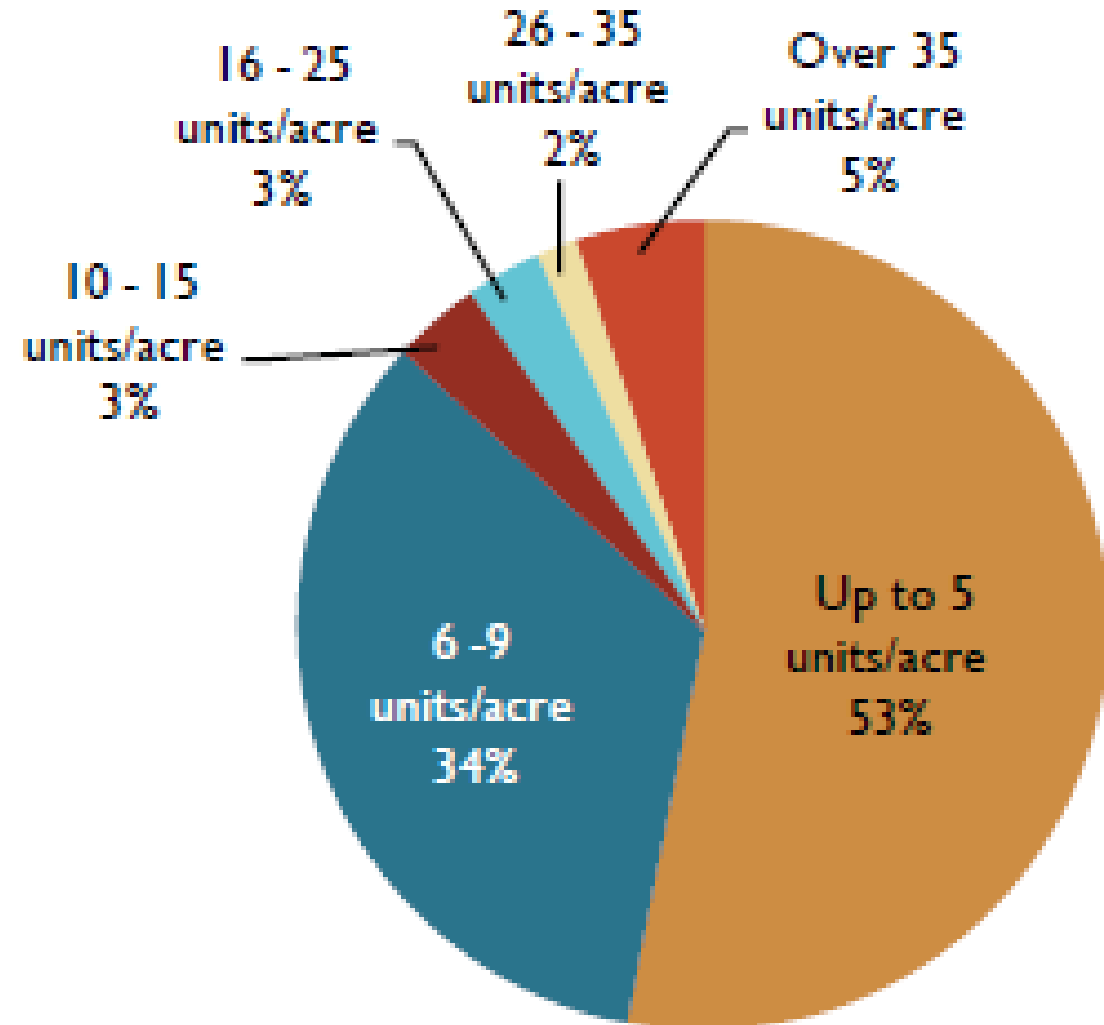






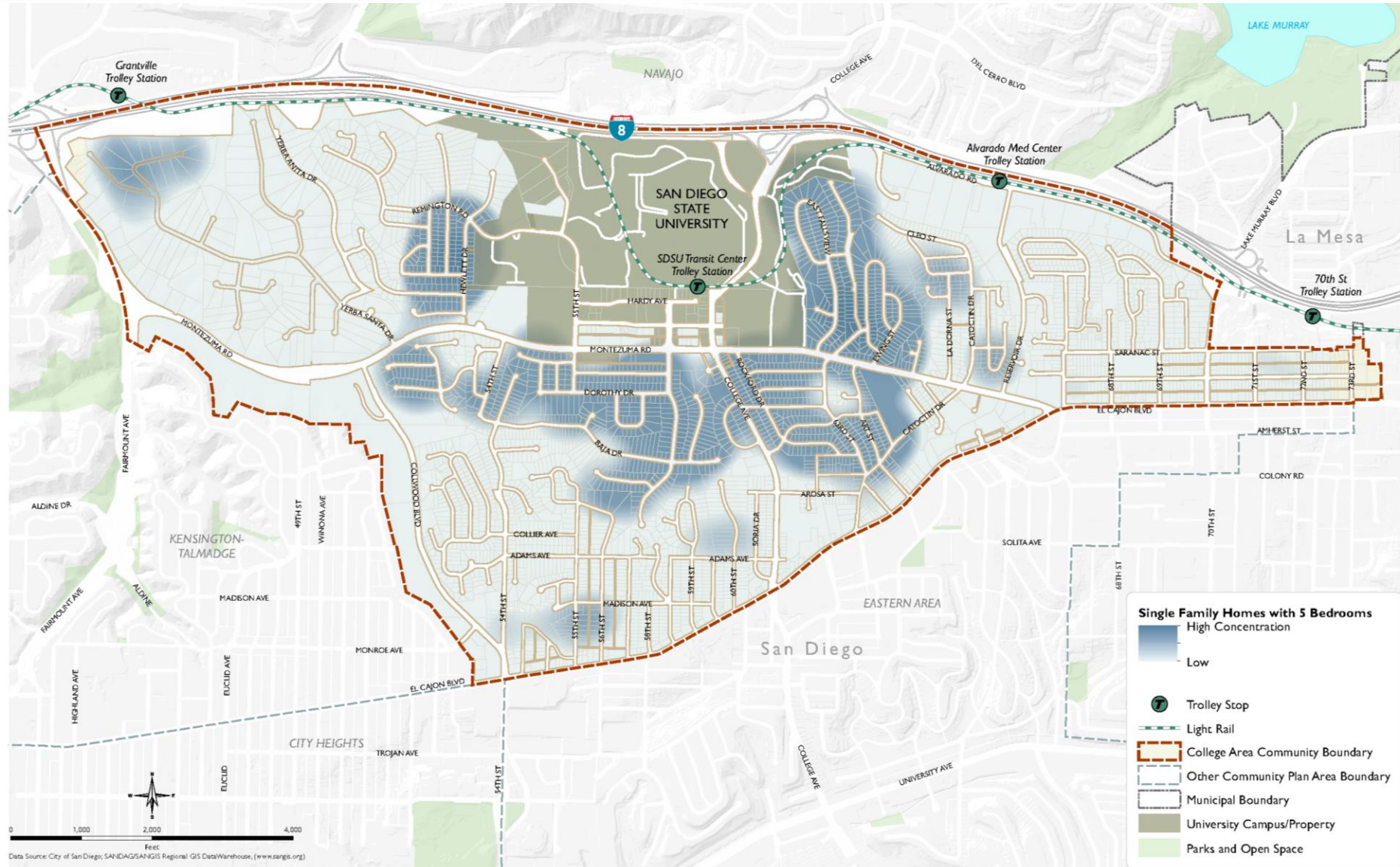


Existing Land Use Categories	Acres	Percentage
Residential	1,071	69%
Single Family Residential	972	63%
Multi Family Residential	99	6%
Commercial	45	3%
Retail Commercial	37	2%
Visitor Commercial	6	0.4%
Office Commercial	2	0.1%
Public and Community Facilities	412	27%
Institutional	105	7%
Educational	224	14%
Parks, Open Space, and Recreation	83	5%
Other	22	1%
Communication and Utilities	.1	.01%
Parking	5	0.3%
Vacant	17	1%
Transportation and Right of Way (ROW)	421	-
TOTAL Net Area (excluding Transportation and ROW)	1,548	100%
TOTAL Gross Area (Including Transportation and ROW)	1,969	





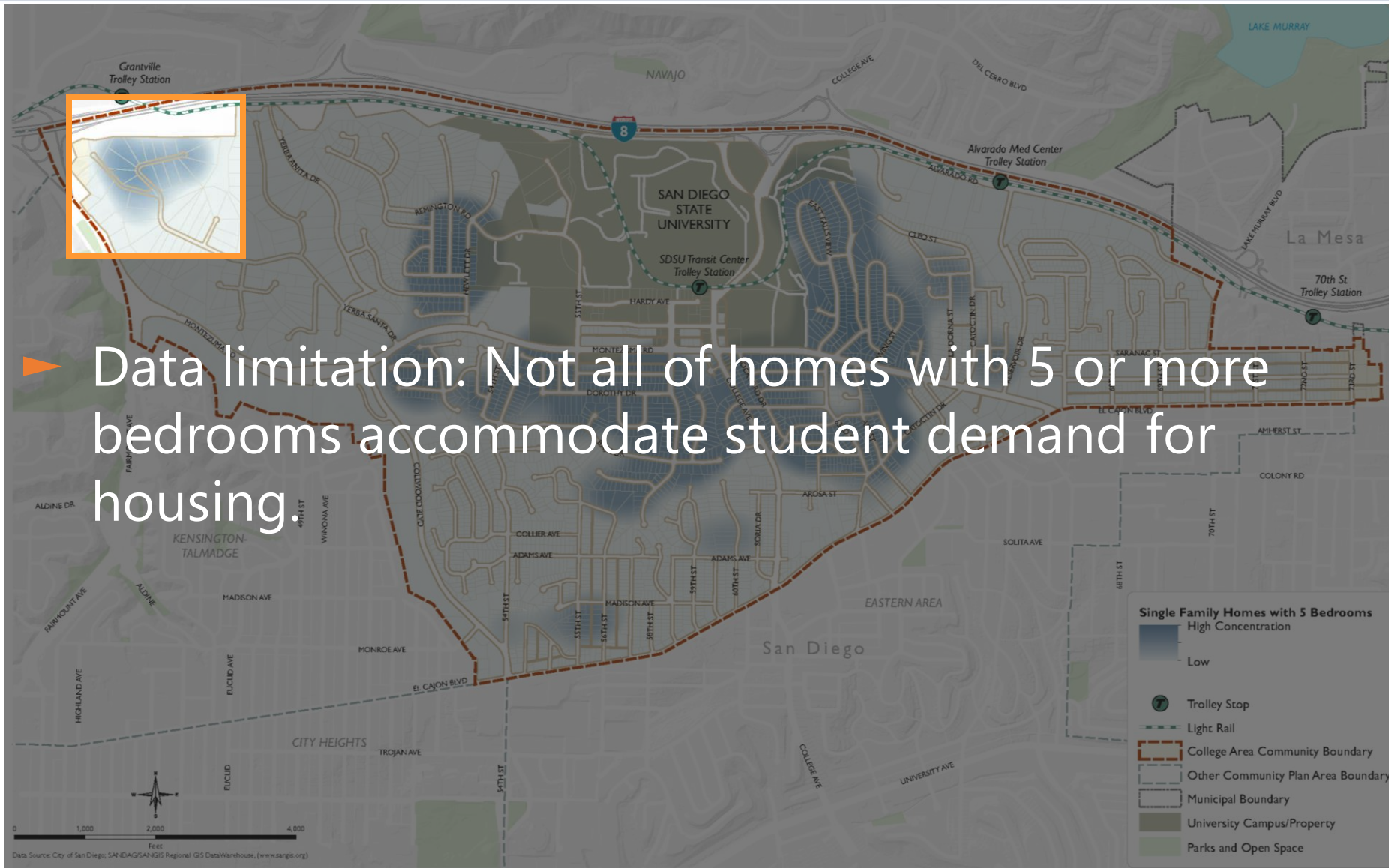
Concentration of Single-Family Homes with 5+ Bedrooms



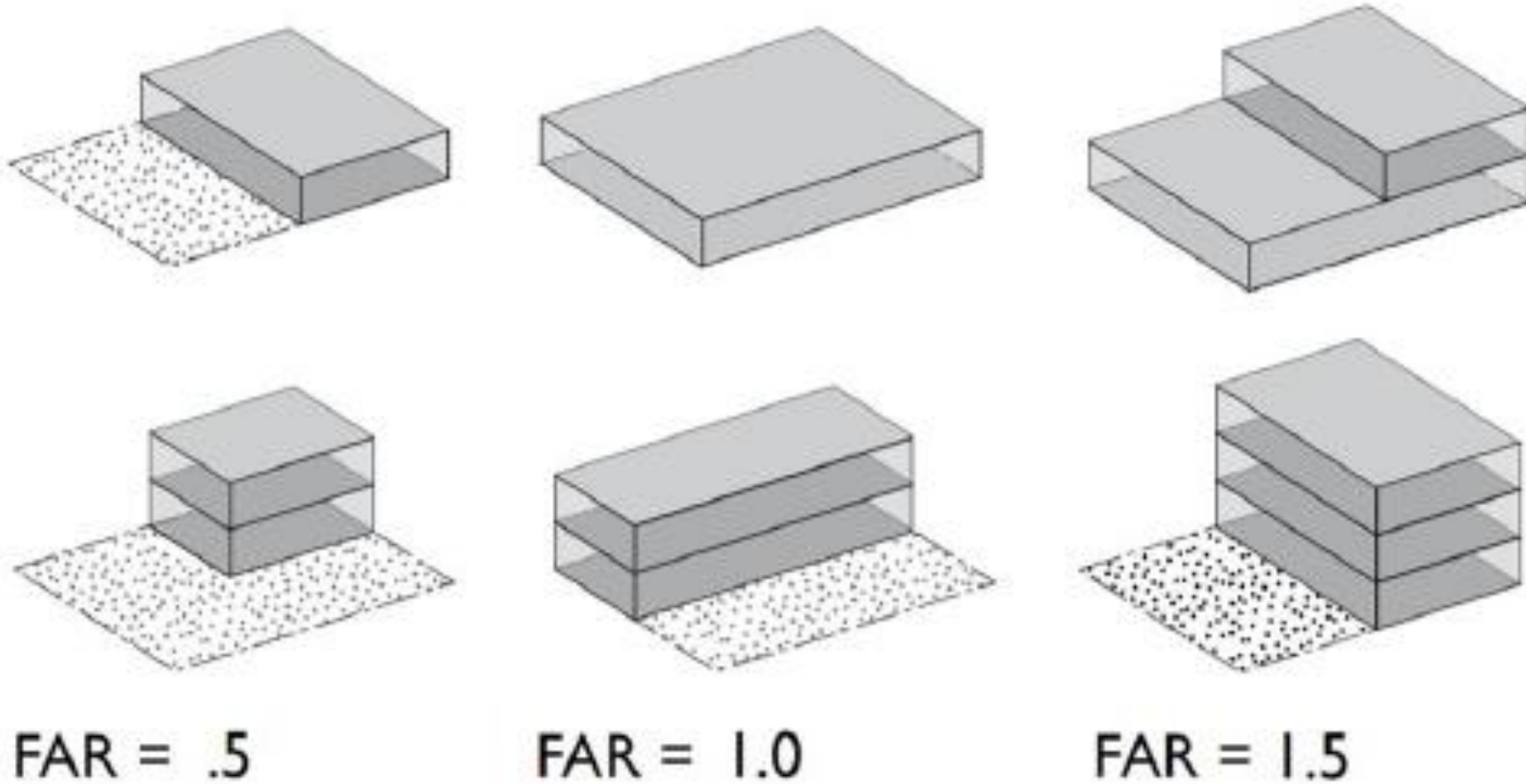
Concentration of Single-Family Homes with 5+ Bedrooms



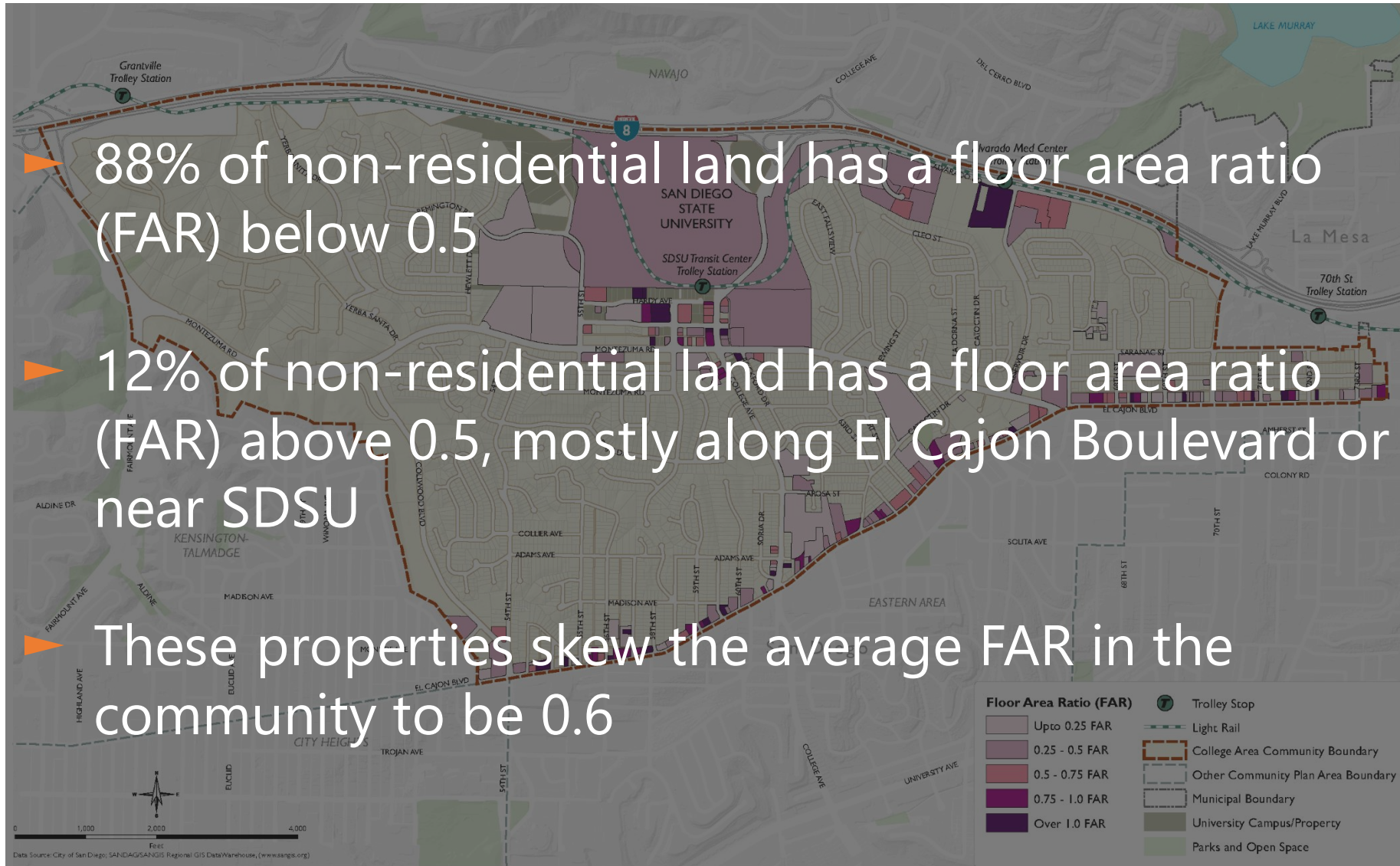
▶ Highest concentration of 5+ bedrooms near SDSU

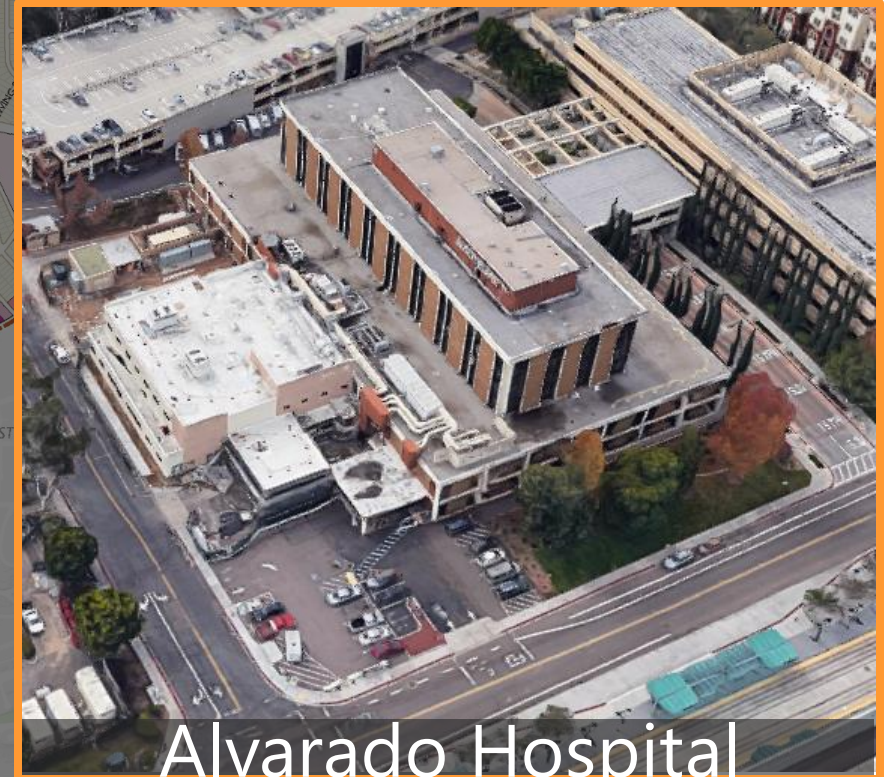
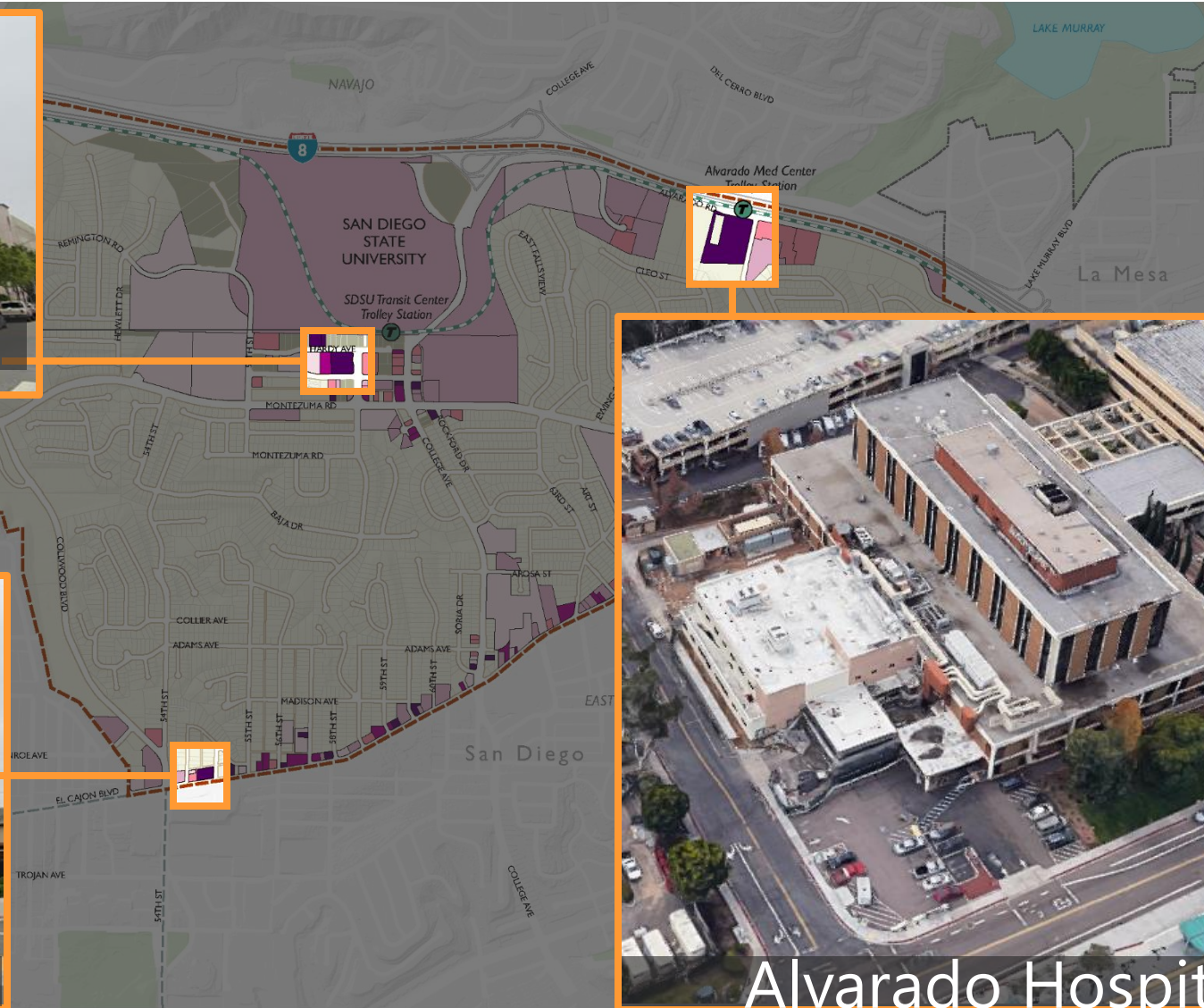




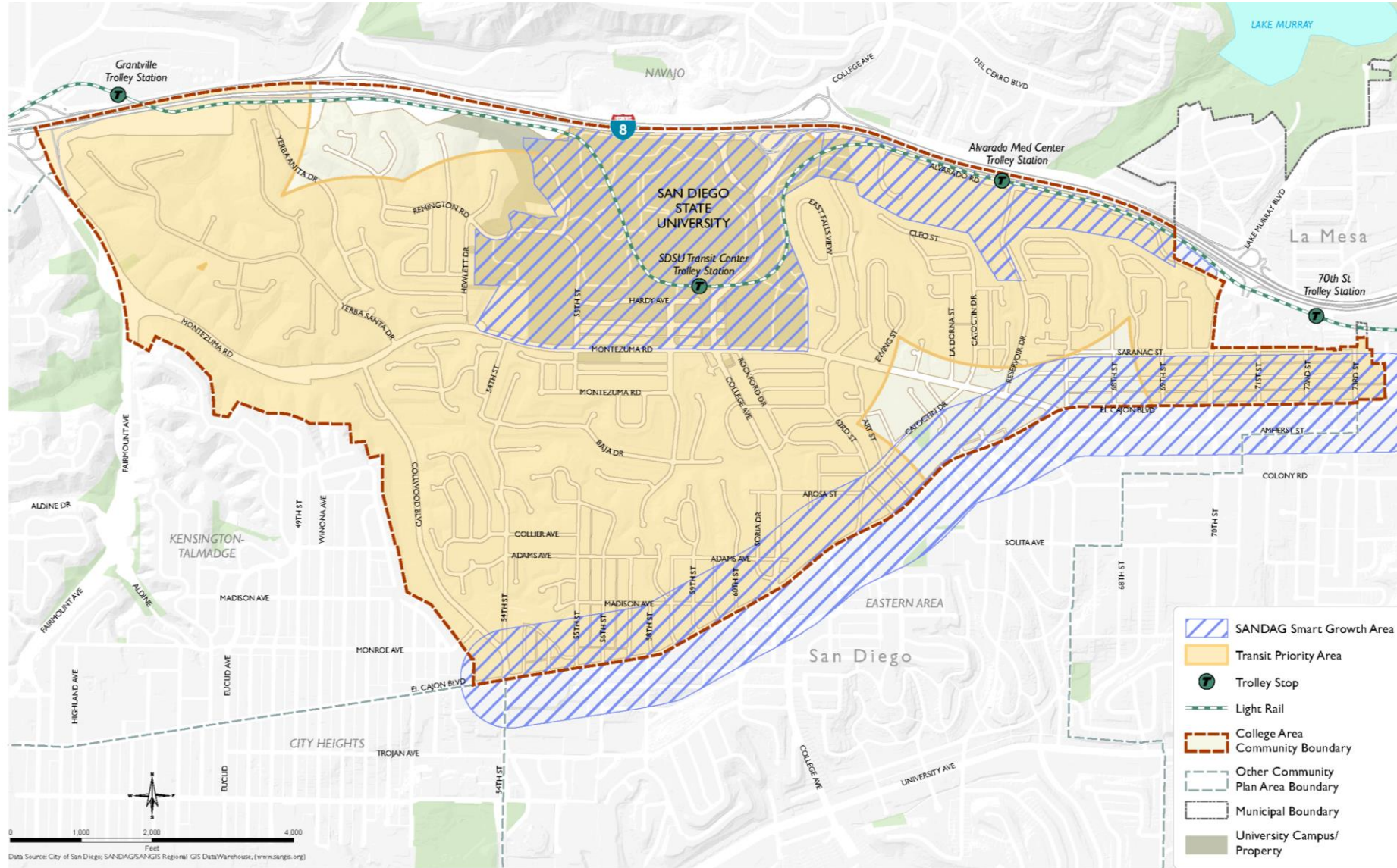


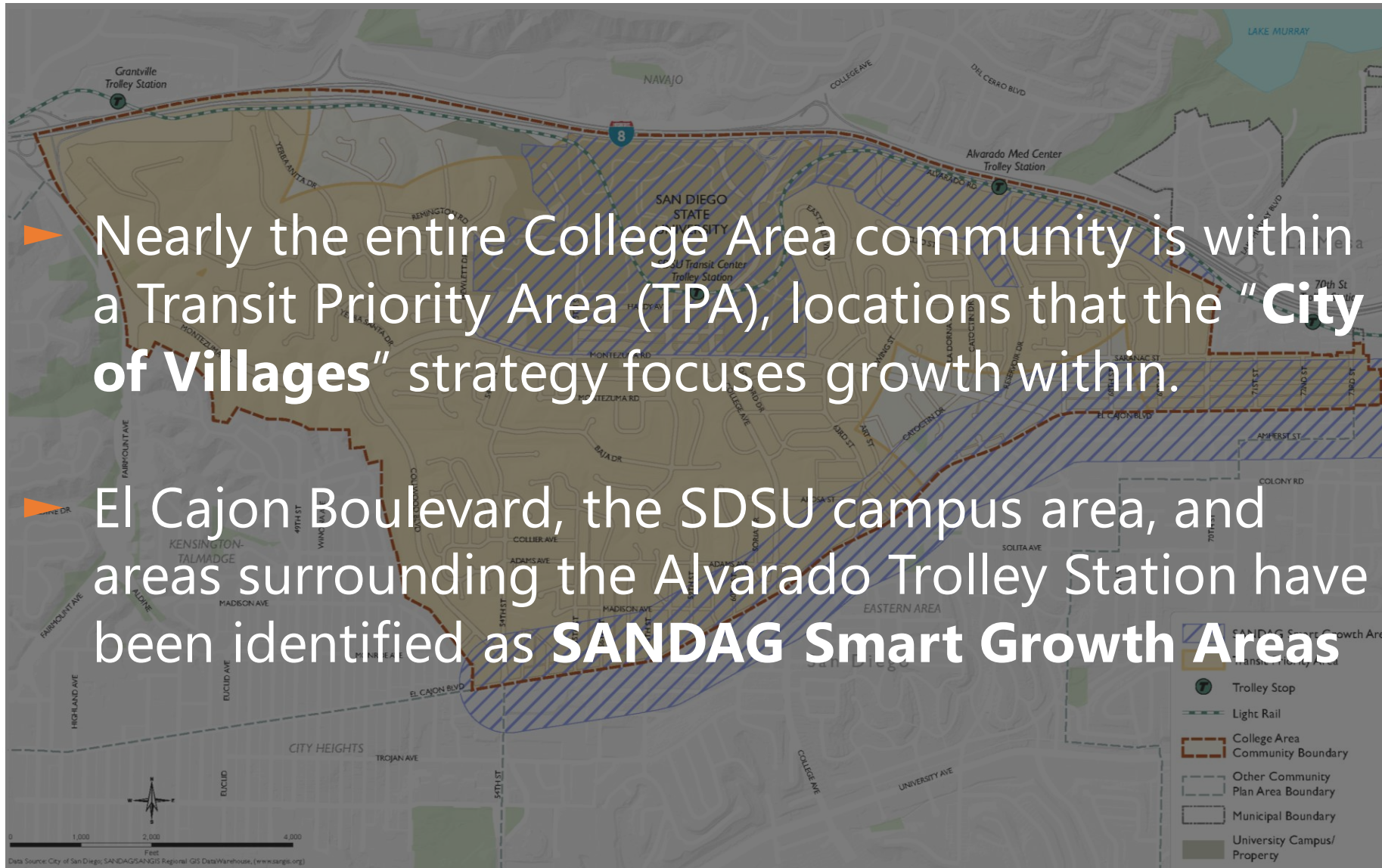
FAR is calculated by comparing the ratio of a building's total floor area to the area of the site it is on.





Transit Priority Area and SANDAG Smart Growth Area





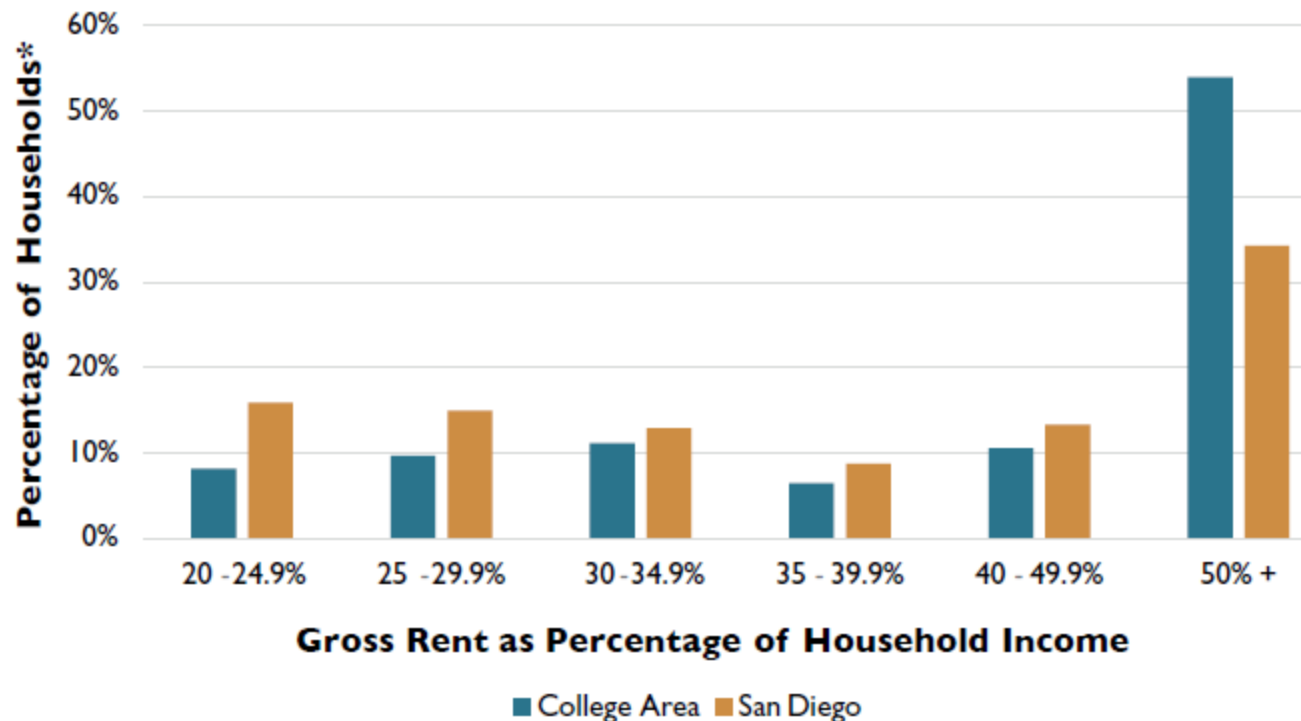
- ▶ **City of Villages:** *growth is directed* into *pedestrian-friendly mixed use activity centers* that are linked to an *improved regional transit system*
- ▶ **Smart Growth Areas:** strong coordination between transportation and land use planning in order to *focus future growth* and *transportation investment* close *to jobs, services, and public facilities*

Chapter Three

Economic Setting

	College Area	Percentage of Total	City of San Diego	Percentage of Total
Income				
2019 Median Household Income	\$54,519	-	\$80,168	-
2019 Average Household Income	\$81,087	-	\$111,381	-
2019 Per Capita Income	\$28,138	-	\$41,645	-
Educational Attainment				
Less than 9th Grade	319	3%	55,328	6%
9-12th Grade/No Diploma	444	4%	50,209	5%
High School Diploma	1,171	11%	130,964	14%
GED/Alternative Credential	251	2%	16,689	2%
Some College/No Degree	2,302	21%	186,335	20%
Bachelor's Degree	3,369	31%	262,239	27%
Associate's Degree	1,013	9%	69,188	7%
Graduate/ Professional Degree	1,925	18%	183,633	19%

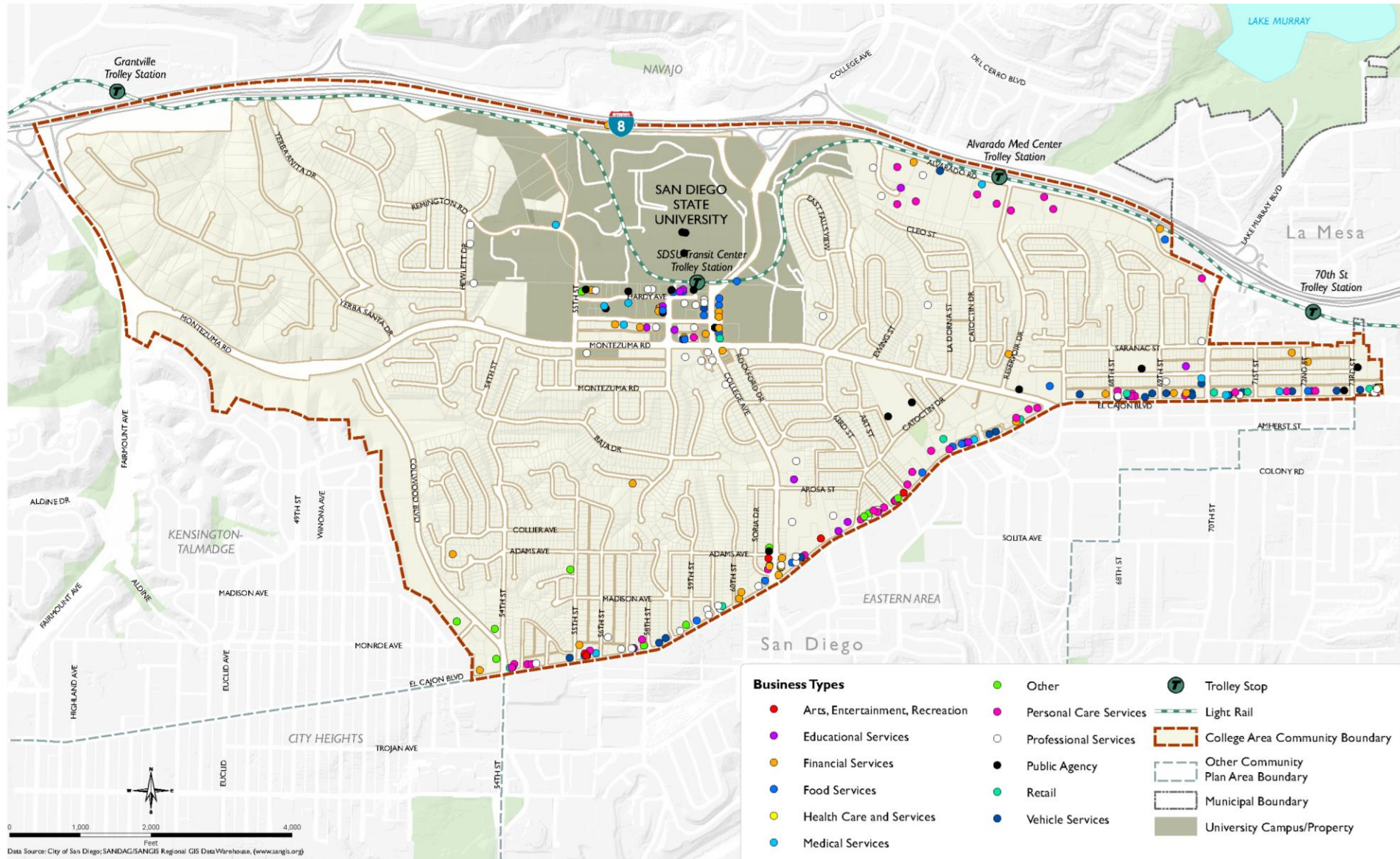
- ▶ Residents of College Area have higher levels of educational attainment than the City average.
- ▶ Residents of College Area have a 33% lower median household income of \$54,519.
- ▶ Both of these points are likely influenced by the presence of SDSU and the student population within the community.

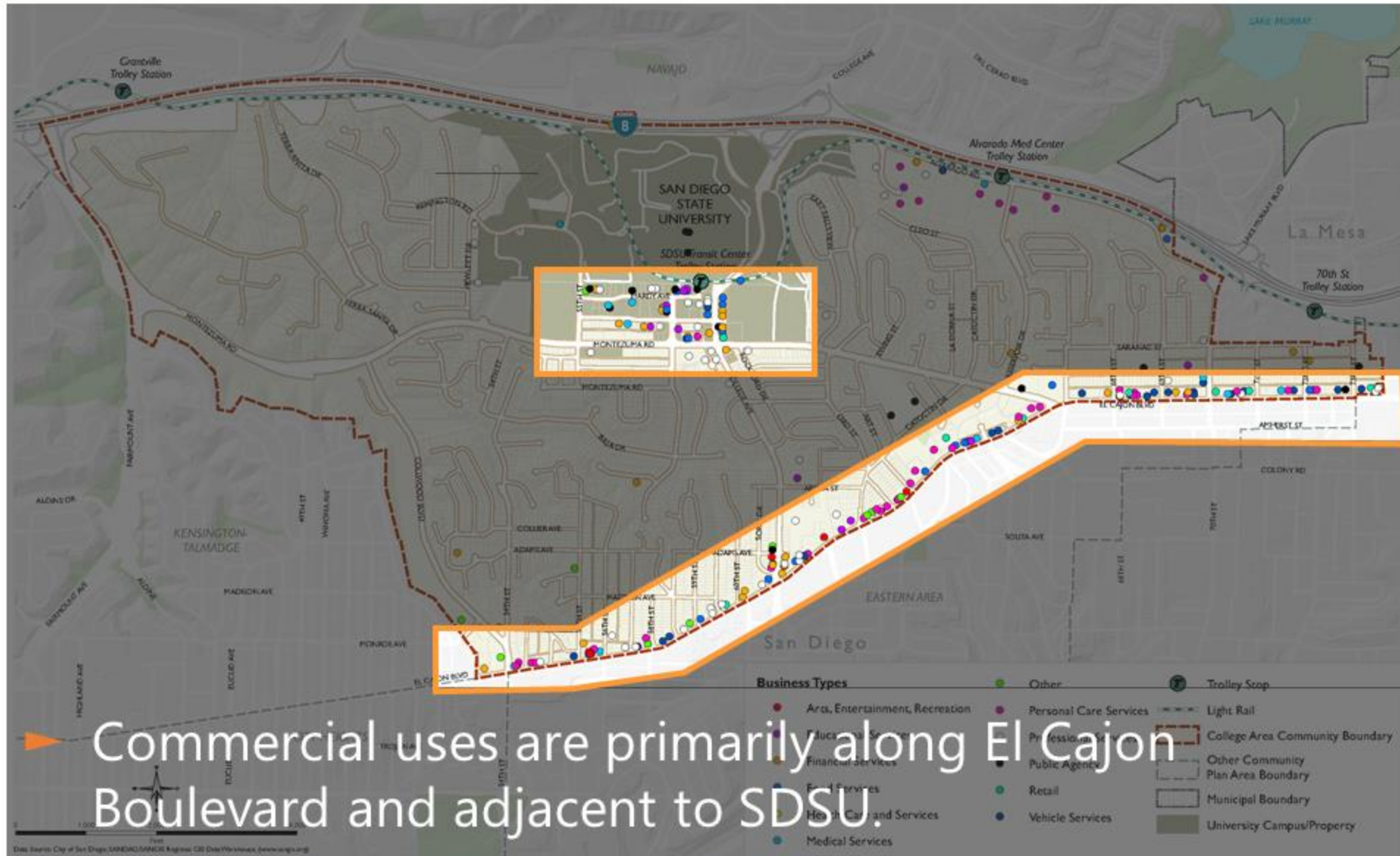


*Universe: Percentage of households that pay over 20% of household income on rent

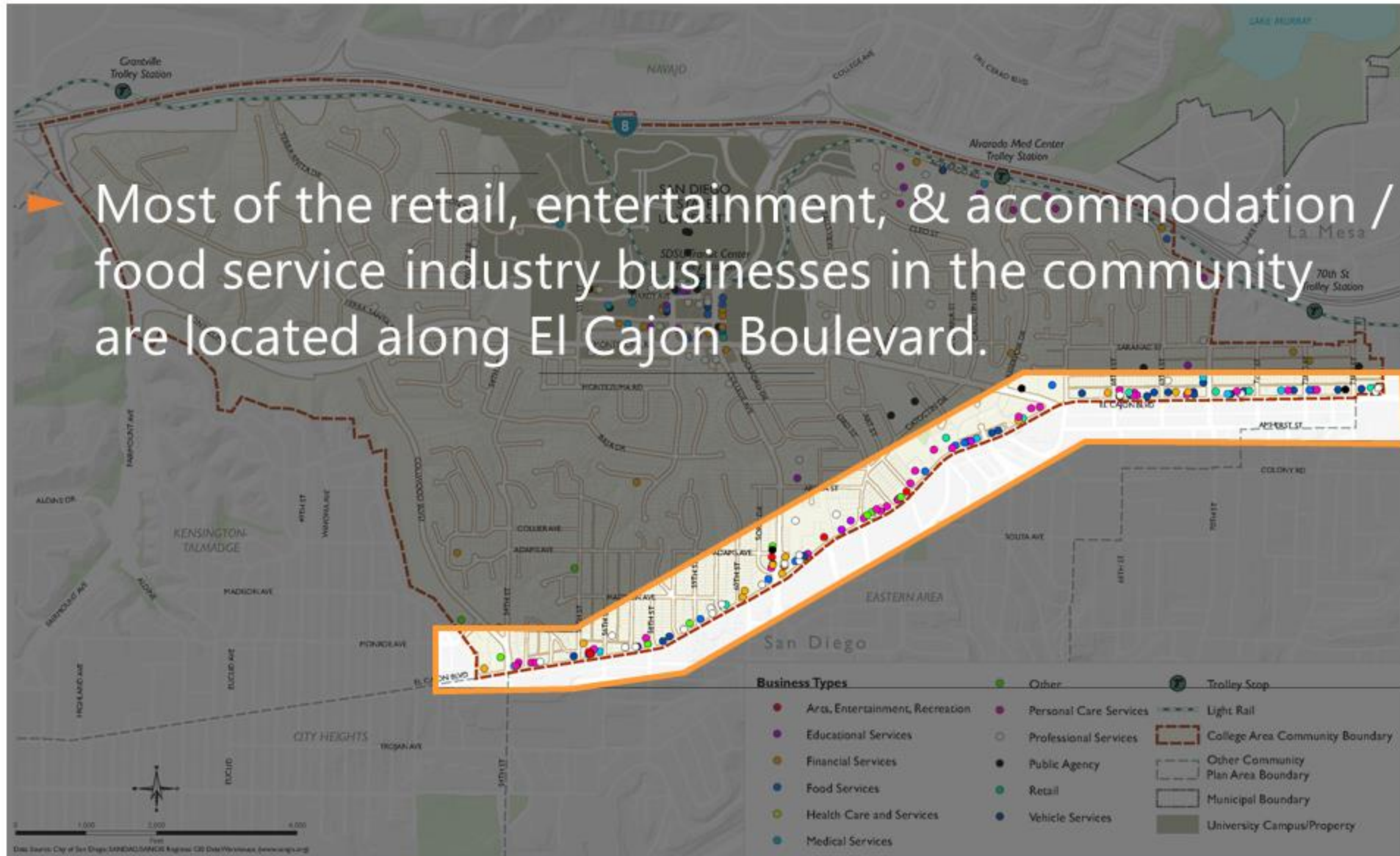
Source: City of San Diego; ACS, 2019; Dyett and Bhatia, 2020

- ▶ 61% of the total housing units in the College Area are renter-occupied.
- ▶ 82% of these households are "**housing burdened**" meaning 30% or more of their income is spent on rent;
- ▶ Citywide, the **housing burdened** percentage is about 69%.

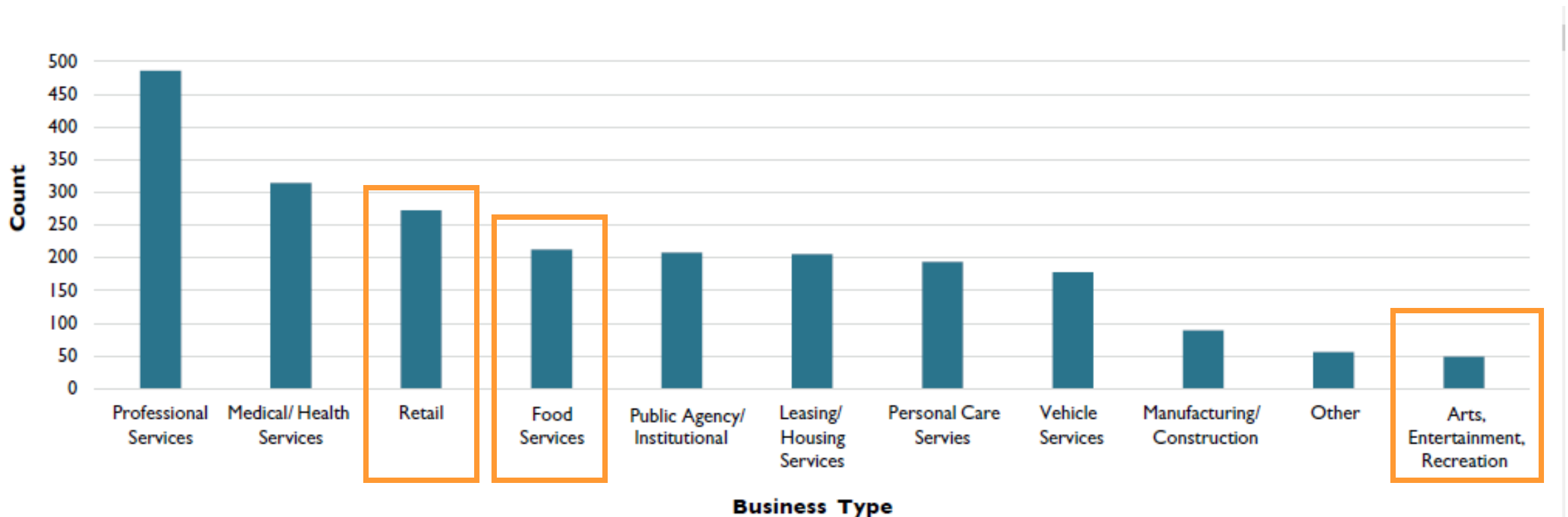






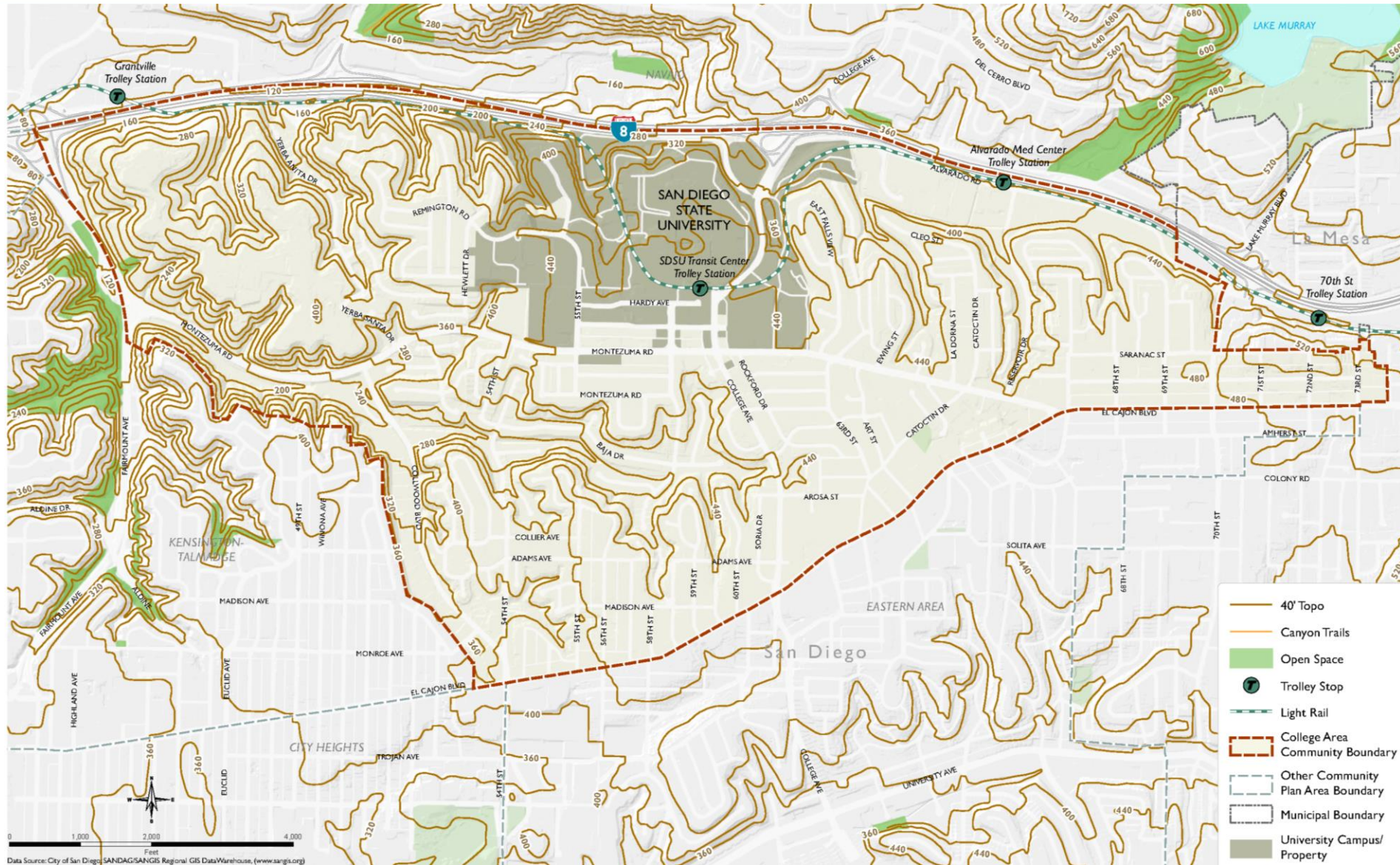


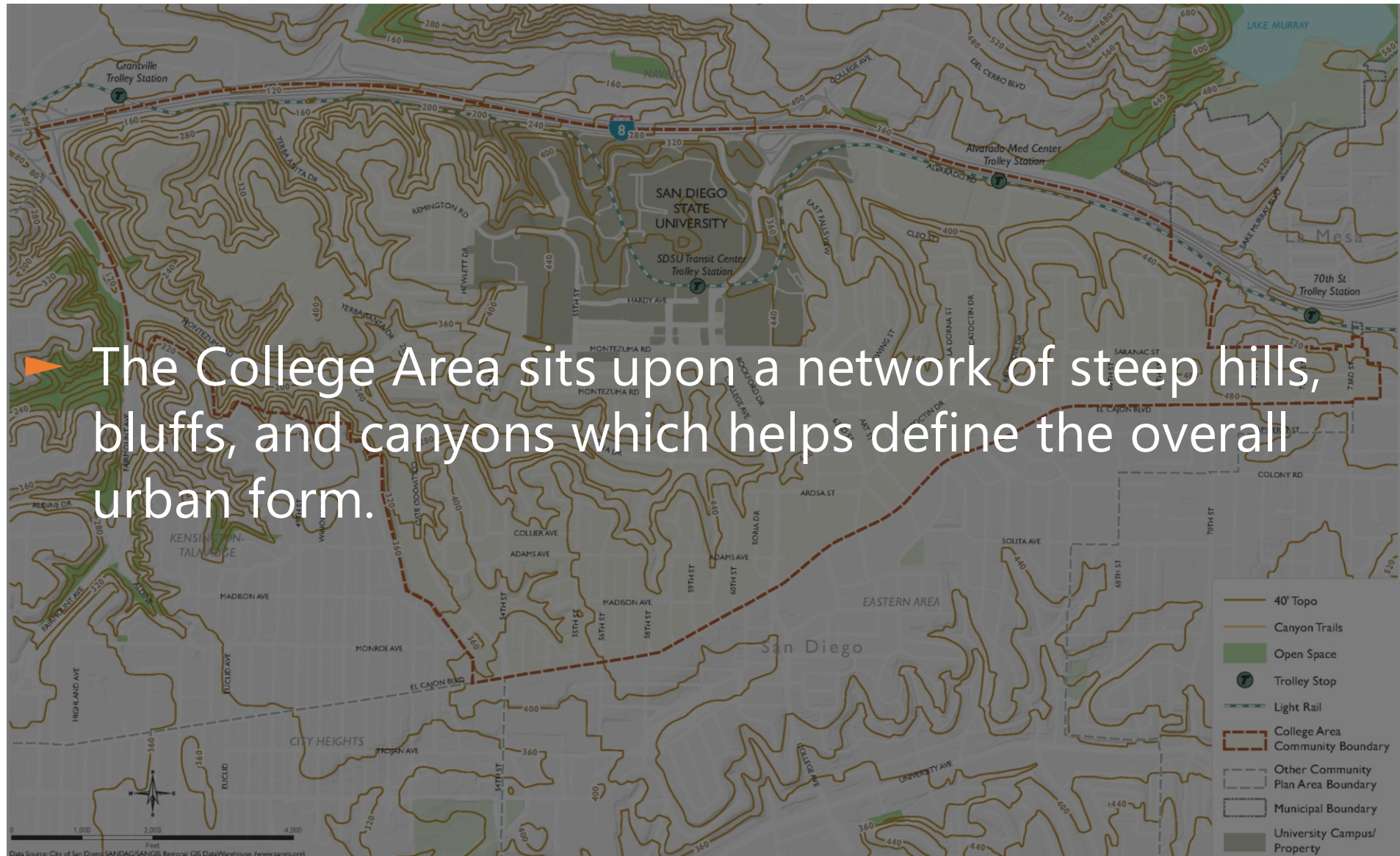
- ▶ The retail, entertainment, and accommodation / food service industries make up about one-third of the total business types within the College Area.

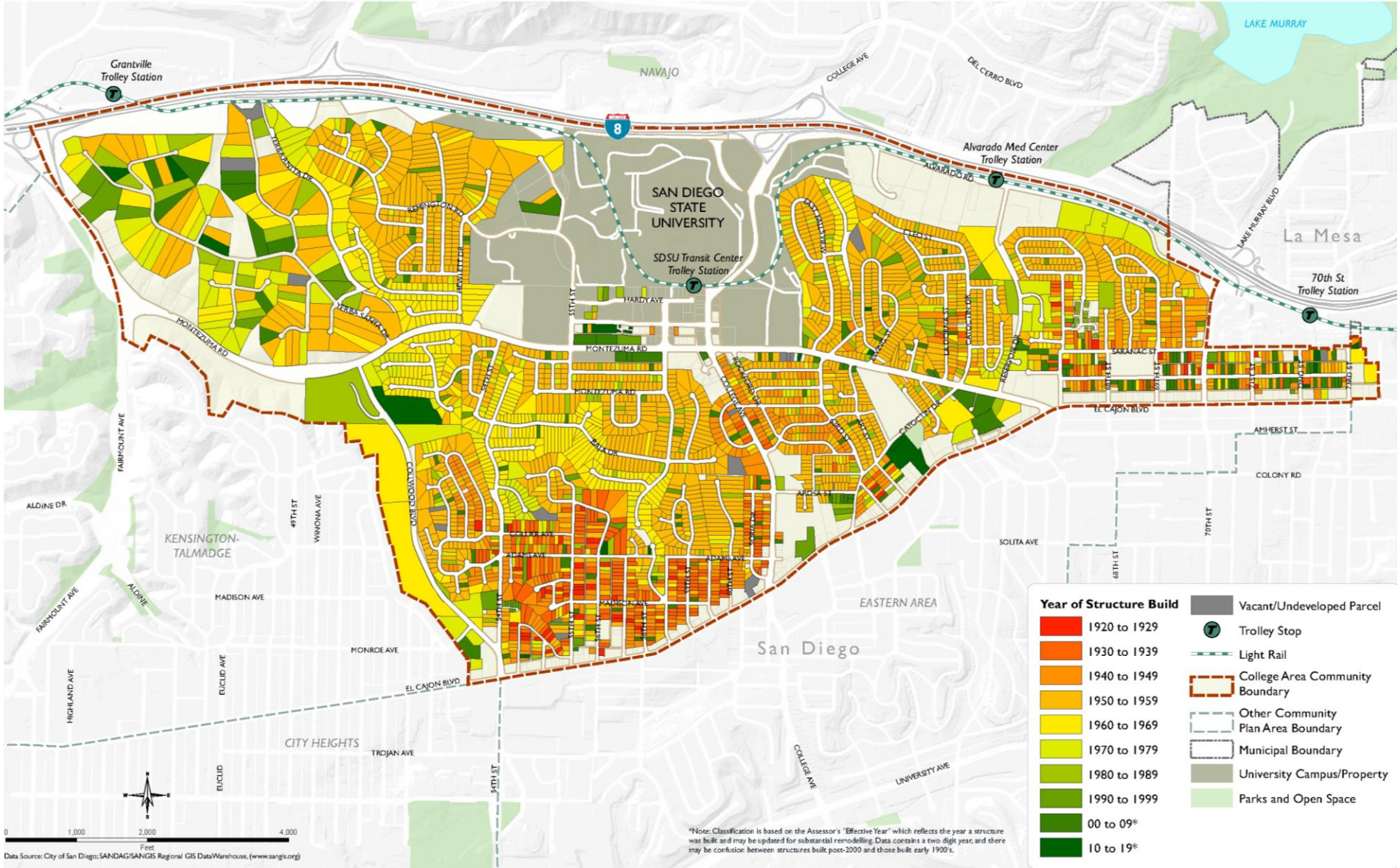


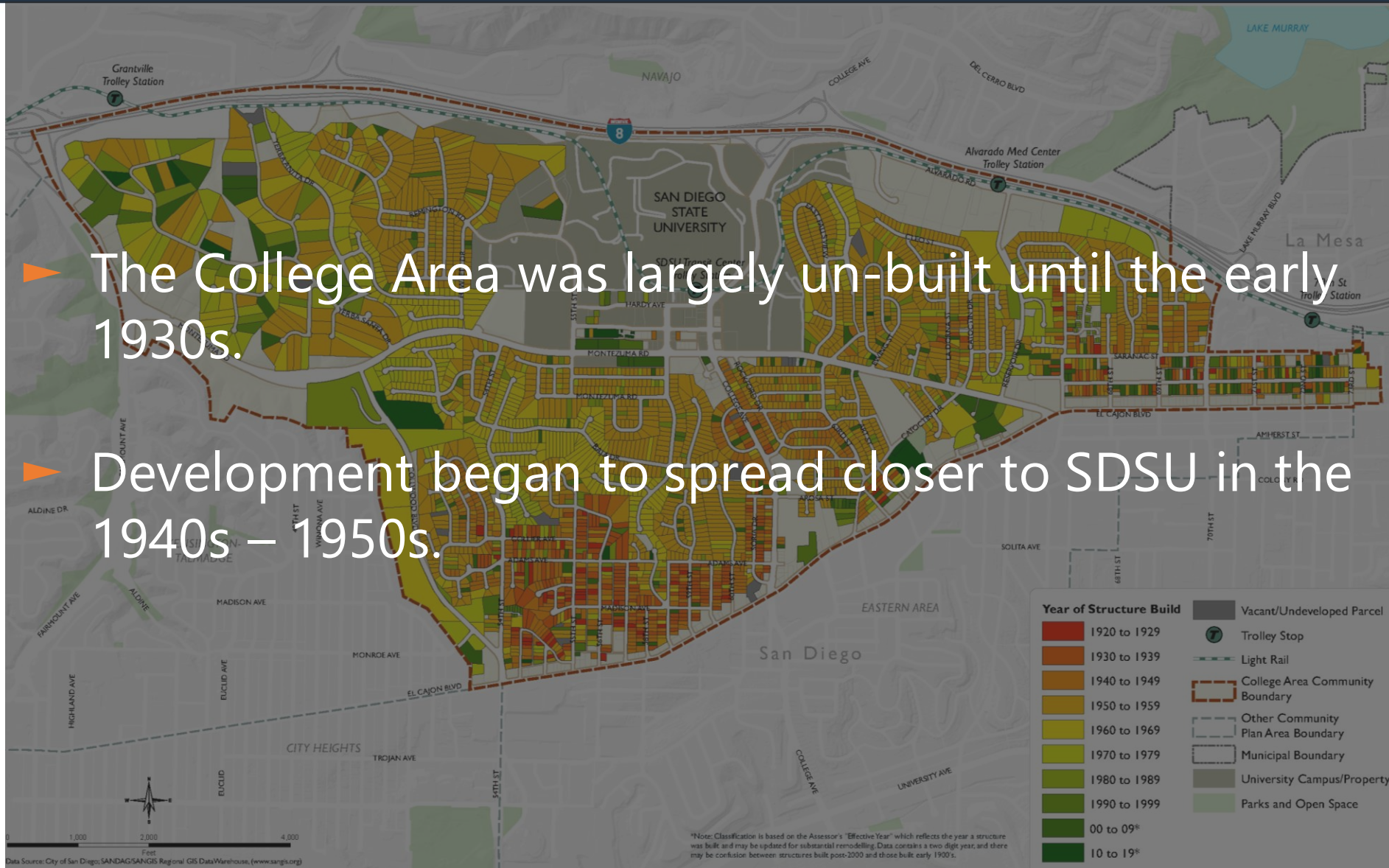
Chapter Four

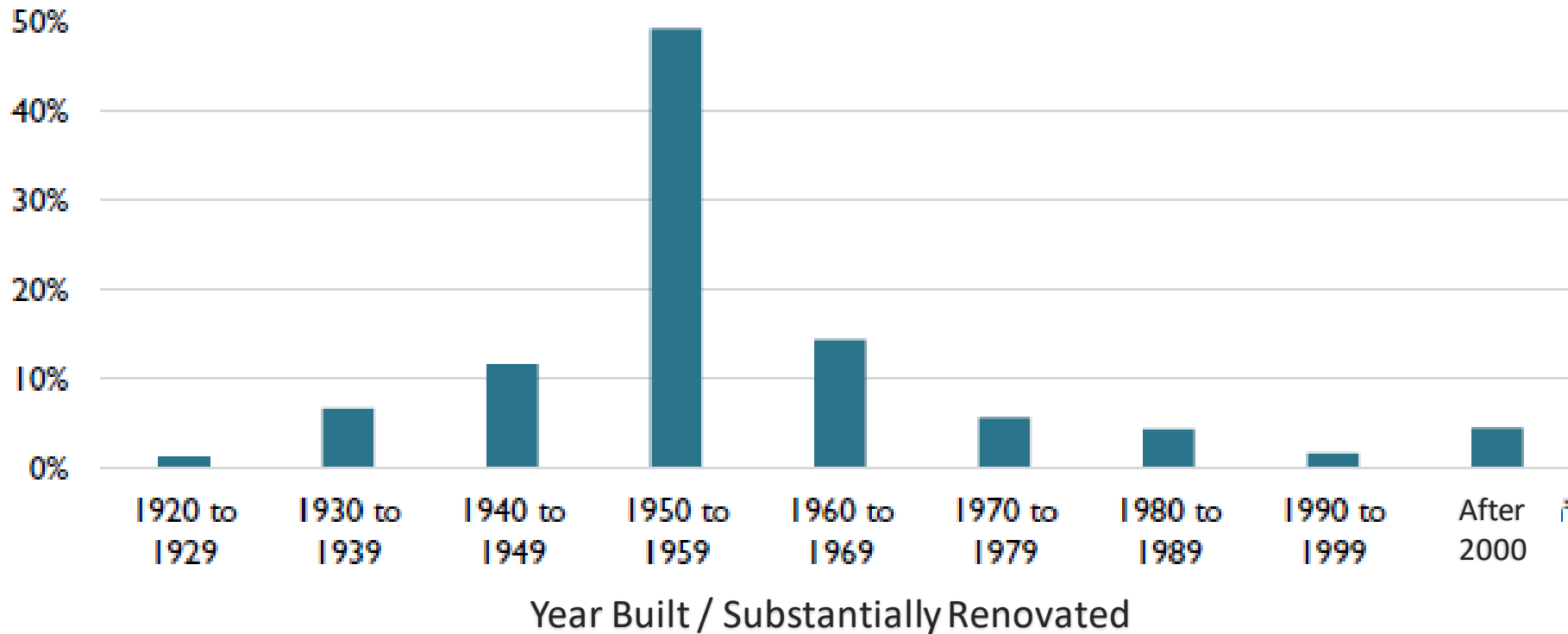
Community Form











Source: City of San Diego; SANDAG/SANGIS Regional GIS DataWarehouse (www.sangis.org)

- ▶ Nearly 50% of the existing residential buildings were built between 1950 and 1959.
- ▶ The community was largely built-out by 1970.

- ▶ The majority of the College Area consists of single-family homes, with pockets of multifamily and shared housing spread throughout.

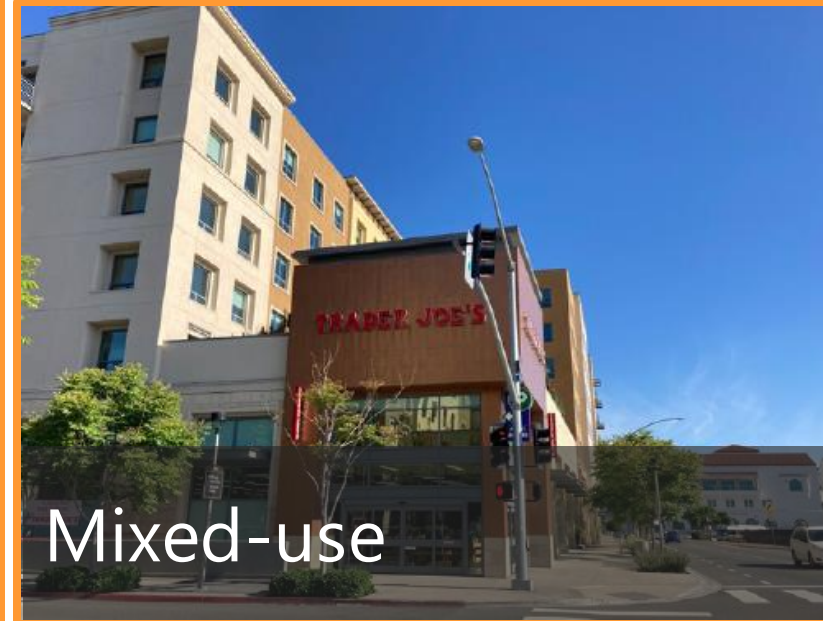




Strip-commercial
Center

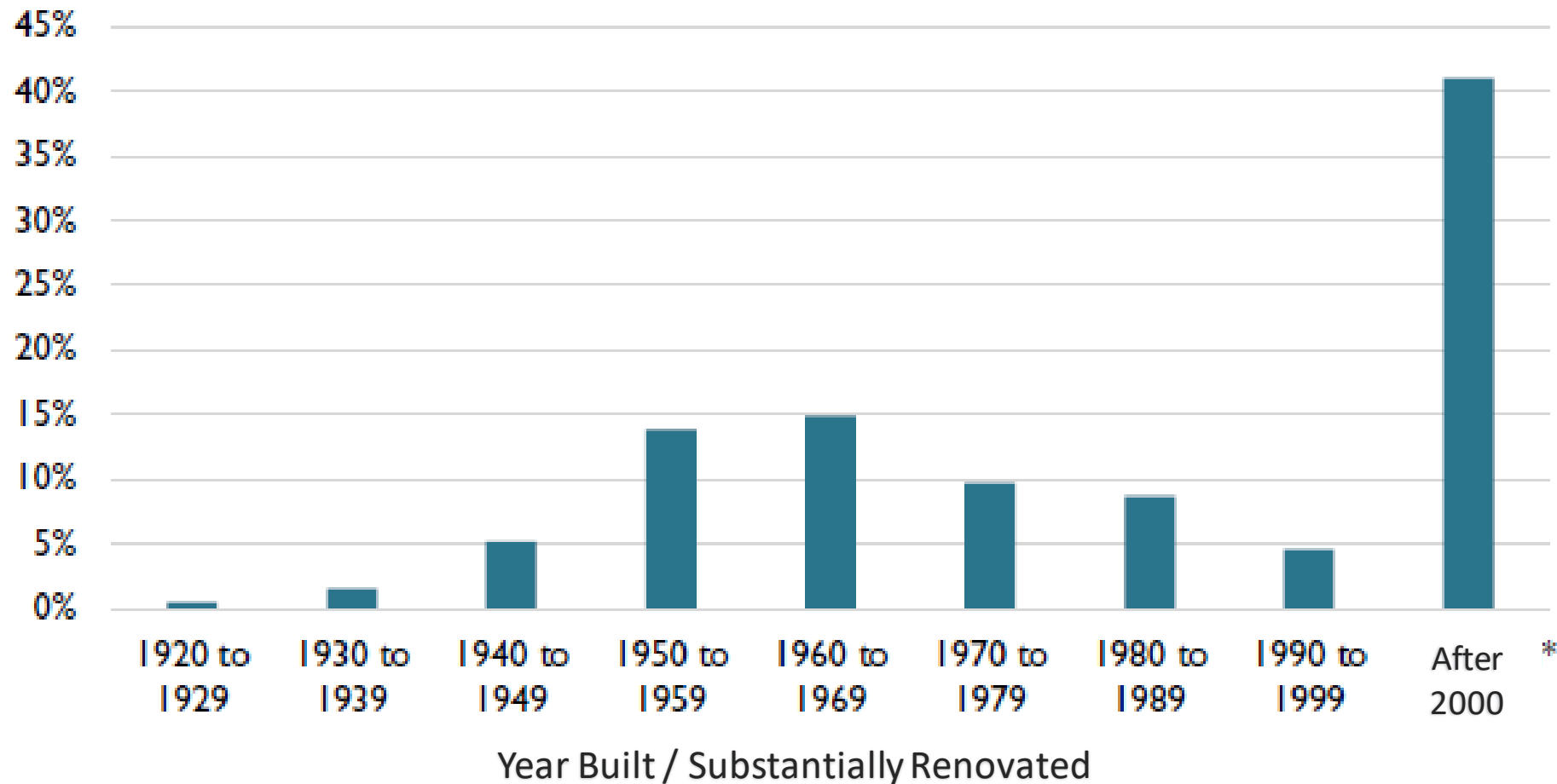


Small-scale standalone



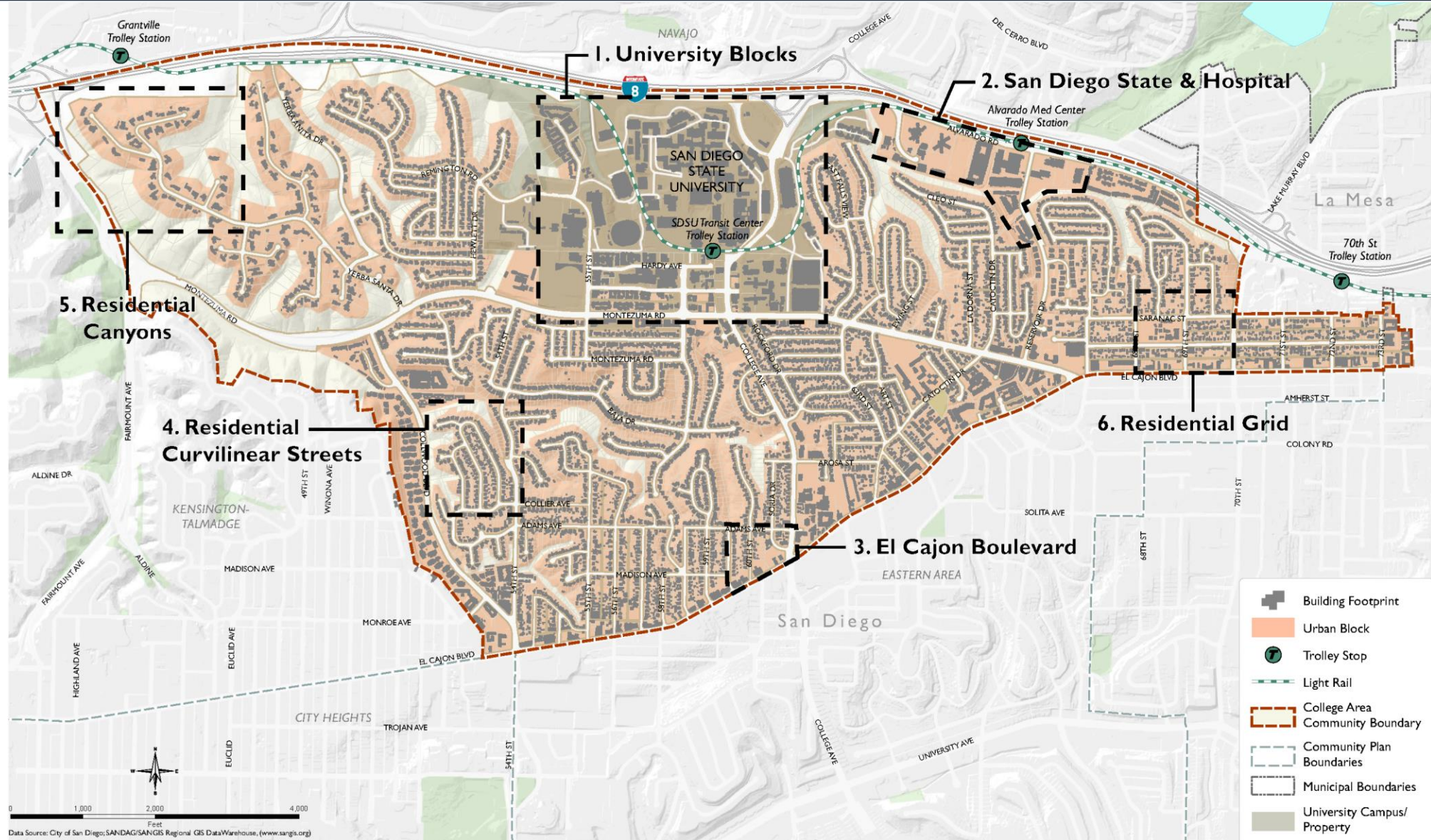
Mixed-use

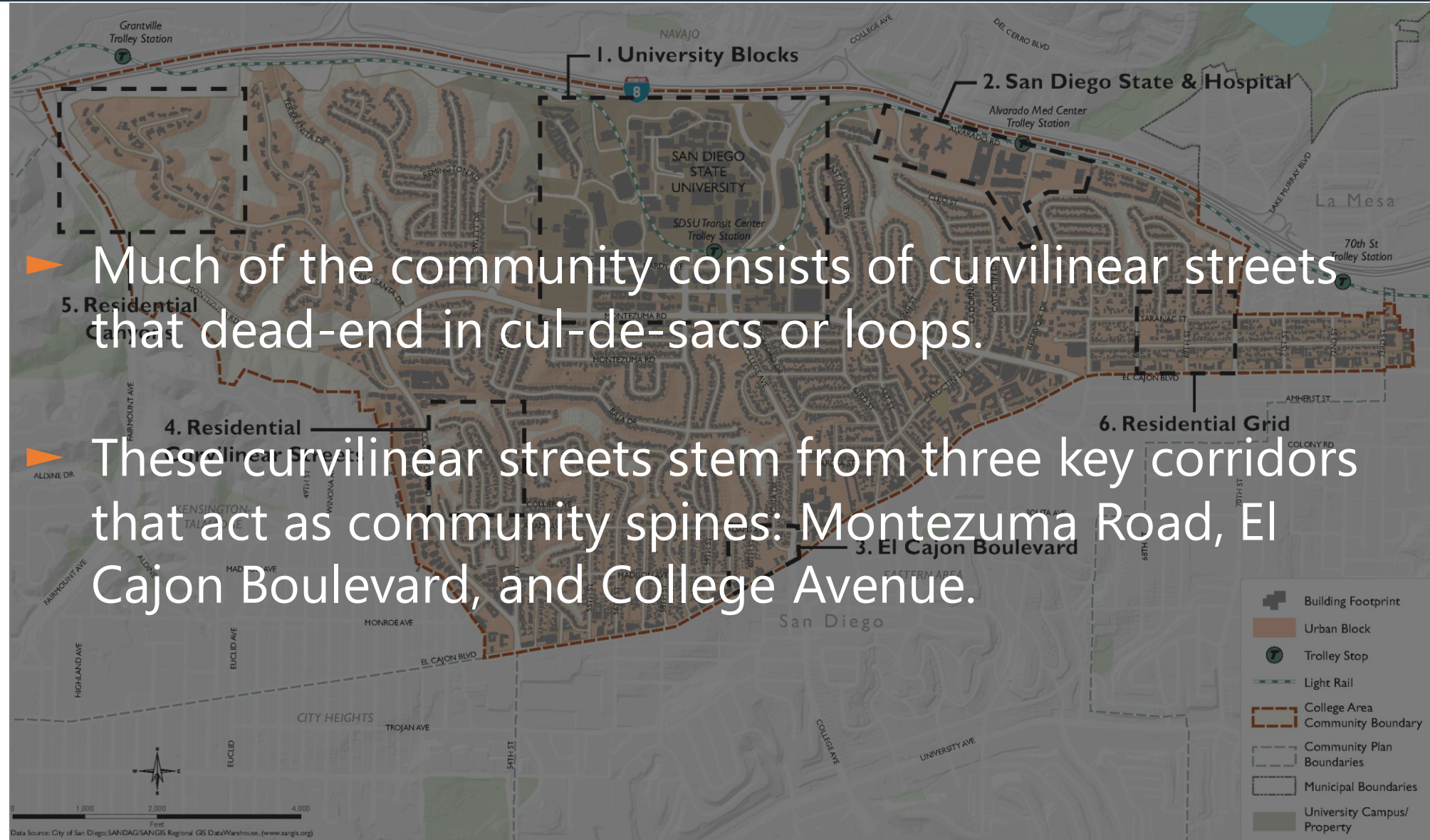
- ▶ There are three main types of commercial buildings located within the College Area community: strip commercial centers, small-scale standalones, and mixed-use buildings.



▶ 60% of the commercial buildings within the community were built or last substantially renovated prior to the year 2000.

Source: City of San Diego; SANDAG/SANGIS Regional GIS DataWarehouse (www.sangis.org)





▶ Much of the community consists of curvilinear streets that dead-end in cul-de-sacs or loops.

▶ These curvilinear streets stem from three key corridors that act as community spines: Montezuma Road, El Cajon Boulevard, and College Avenue.



College Area CPU Winter Schedule

2020
DEC

Meeting Topic

Community Atlas
Existing Conditions
Report

Committee Role

Feedback on
Community Atlas

2021
JAN

Meeting Topic

Online Survey Results &
Plan Update Focus
Areas

Committee Role

Feedback on Identified
Focus Areas

2021
FEB

Meeting Topic

Mobility Existing
Conditions
Analysis & Improvement
Examples

Committee Role

Feedback on Mobility
Existing Conditions

Draft College Area CPU Spring Schedule

2021
MAR

Meeting Topic

Market Analysis &
Feasibility Assessment

Committee Role

Feedback on Market
Assessment

2021
APR

Meeting Topic

Mobility 101 & Vision

Public Realm/Green
Streets Concepts, &
Mobility Treatments

Committee Role

Feedback on Mobility
Vision

2021
MAY

Meeting Topic

Building Typology
& Urban Form Concepts

Committee Role

Feedback on Urban Form
Concepts



Nathen Causman, Associate Planner

Email: NCausman@san Diego.gov

Phone: 619-236-7225



Shannon Mulderig, Associate Planner

Email: SLMulderig@san Diego.gov

Phone: 619-533-3662

Discussion + Questions

