

College Area Community Planning Board (CACPB) – Community Plan Update Committee

Draft Economic Prosperity Element Goals & Policies

September 23, 2020

Goals

- Commercial and mixed-use districts and nodes that promote medical offices, research and development, light manufacturing, technology, co-working space, incubators and accelerators, professional services, local arts, culture, entertainment, hospitality, and retail.
- A diverse mix of business types that support daytime and night time activity, and that allow the community to purchase a significant share of their basic needs and services.
- Vibrant commercial corridors that foster pedestrian, bicycle and transit access, and provide adequate parking.
- Commercial property that enhances the economic base of the community to provide dynamic work spaces which encourage employment opportunities.
- Commercial developments that leverage proximity to SDSU by providing space to incubate small businesses and allow for economic growth.
- To develop an aesthetically pleasing and pedestrian friendly streetscape which projects a safe and secure business environment and presents a pleasing shopping experience.

Policies

Commercial Areas, Districts and Corridors

- Encourage the continuation and expansion of Business Improvement Districts (BIDs), Maintenance Assessment Districts (MADs), and other

organizations or programs that provide enhanced services beyond standard City services in the community's commercial districts.

- Provide an environment that is conducive to community artistic and cultural expression, including:
 - Appropriate settings for performance, display or sale of artistic wares and cultural programming; and
 - Support for permanent, publicly visible art displays that accent the community.
- Expedite the implementation of mobility improvements developed to:
 - Provide a pedestrian friendly streetscape to encourage walking and biking;
 - Encourage the use of public transit and shuttle services;
 - Improve parking conditions such that there are fewer conflicts between cars and pedestrians; and
 - Lessen traffic congestion and calm traffic.

Commercial Area Revitalization & Business Attraction

- Support programs and strategies for attracting, supporting, and retaining local businesses within College Area.
- Capture a greater share of College Area residents' expenditures with improved basic retail and personal services.
- Provide expanded visitor serving commercial uses.
- Allow export-serving commercial uses within the College Area.
- Promote infill mixed-use development within commercial areas to support businesses.
- Encourage pedestrian-oriented uses, including retail, restaurants and lifestyle personal services that appeal to a broad demographic range and generate activity after normal business hours.
- Support the economic revitalization of El Cajon Boulevard by discouraging auto-related uses and businesses that are incompatible with the community and surrounding businesses.

- Support cooperation between the community and San Diego State University to provide educational programs that focus on entrepreneurship, sustainability, innovation, design, and technology.
- Build off the presence of SDSU to position College Area as a desirable location for creative businesses, knowledge based industries, and the green economy.
 - Promote development of physical space such as shopkeeper units, co-working space, and business incubators that support targeted commercial uses, start-up businesses, and other entrepreneurial enterprises.
 - Encourage office, research and development, and other base sector employment-oriented uses that develop products and technologies which provide environmentally sustainable solutions near San Diego State University.
 - Encourage visitor-commercial uses to provide rooms and amenities to serve a wide range of users, including visitors to SDSU.
 - Encourage businesses that focus on creating innovation, design, and technology jobs.
- Support the retention and expansion of commercial uses to promote economic vitality of the community.
- Support the consolidation of parcels to facilitate expansion of businesses and additional employment opportunities.
- Encourage shopkeeper units for entrepreneur and artist space within mixed commercial residential designated areas.
- Support the location of artisan and craft businesses within commercial areas.