San Diego Planning Commission Meeting

PHONE-IN TESTIMONY PERIOD NOW OPEN FOR
ITEM #2: College Area Community Plan Update Workshop

To call in and make your one minute of public comment on this item:

Dial 1-833-568-8864

When prompted, input Webinar ID: 160 064 4230

When the Chairman introduces the item you would like to comment on, raise your hand by dialing *9

When it's your turn, dial *6 to unmute yourself, state your name and make your comments. When finished, hang up.
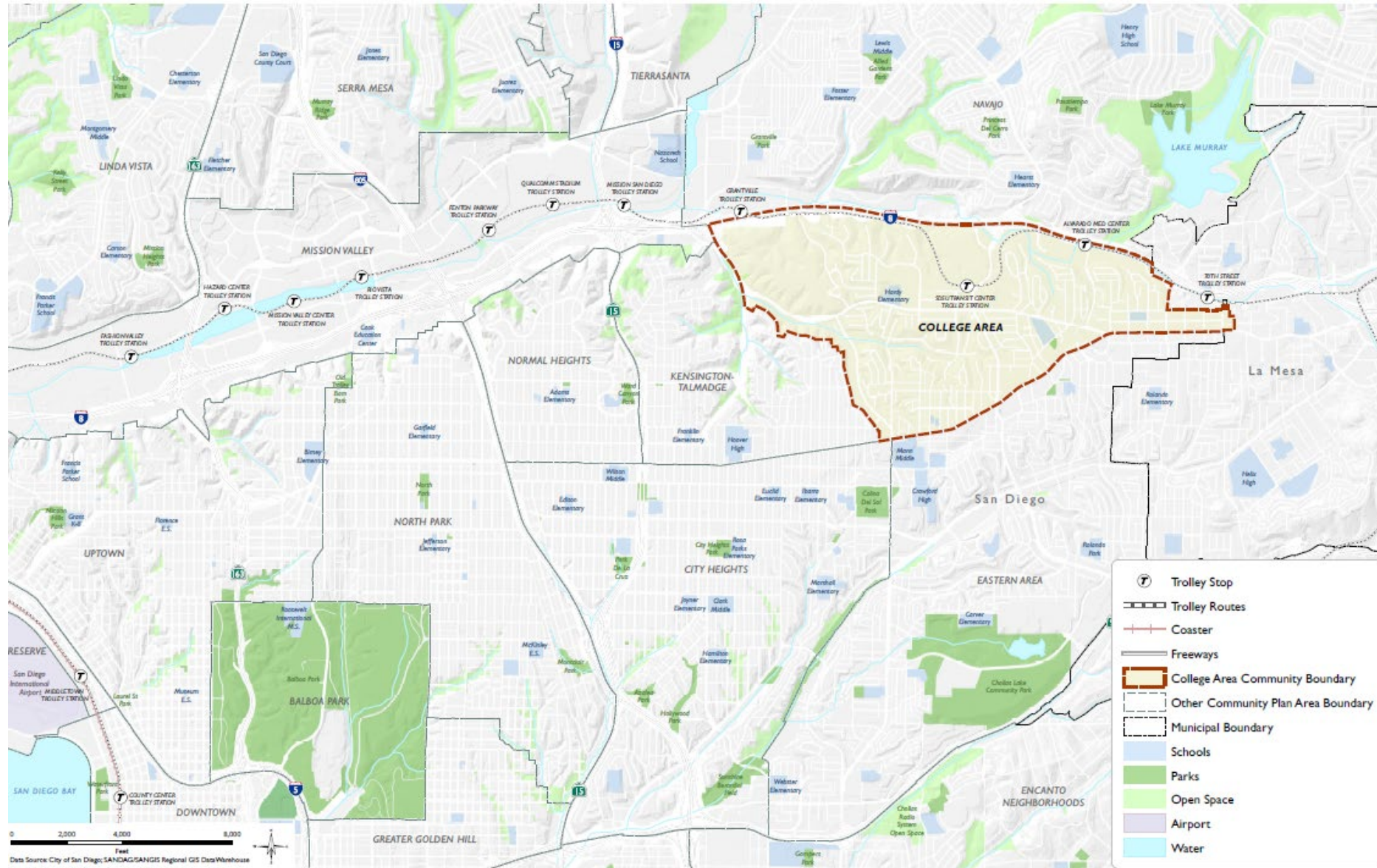
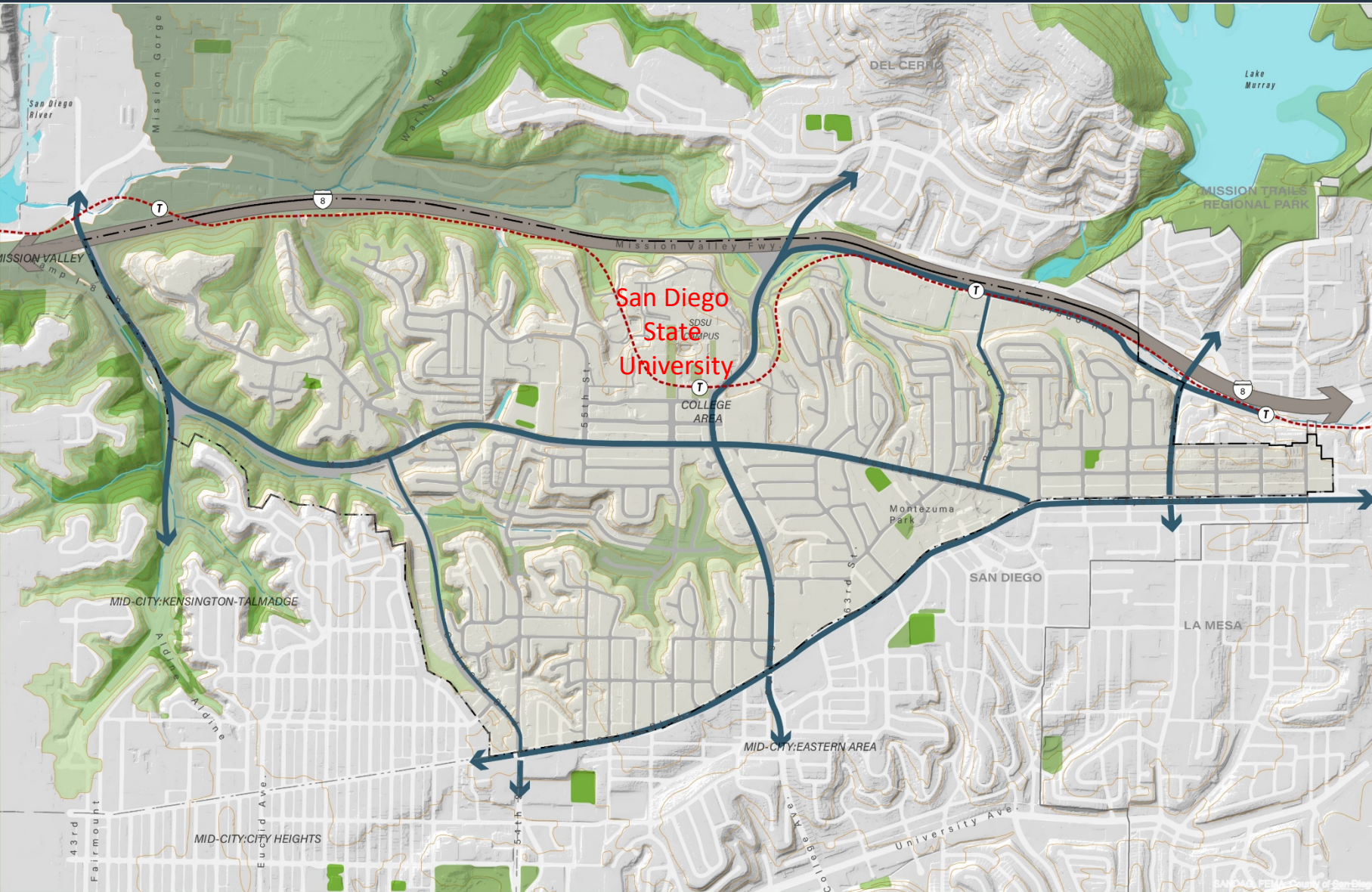Planning Department

College Area Community Plan Update Workshop

Item No. 2

Planning Commission
June 10, 2021

The City of
SAN DIEGO

1. Location & Setting
2. Key Community Demographics
3. Background
4. Existing Conditions
5. Challenges & Opportunities
6. Next Steps

Location & Setting

▶ Key corridors
- College Ave
- Montezuma Rd
- Collwood Blvd
- El Cajon Blvd

— Major Corridors

⊣T⊢ Trolley Station

Key Community Demographics

sandiego.gov

Year	Total Population	Household Population	Vacant Rate	Persons per Household	Dwelling Units
2010	20,660	17,625	3.6%	2.49	7,355
2019	23,700	19,030	5.5%	2.57	7,845

Year	Total Population	Household Population	Vacant Rate	Persons per Household	Dwelling Units
2035	48,010	42,880	2.9%	2.53	17,495
2050	49,090	43,890	3.5%	2.52	18,030

*311 affordable housing units in the community (4% of the existing)

	Hispanic	White	Black	American Indian	Asian & Pacific Islander	All Other
Total	5,012	12,206	1,947	134	3,316	1,081
Percent	21%	52%	8%	1%	14%	5%
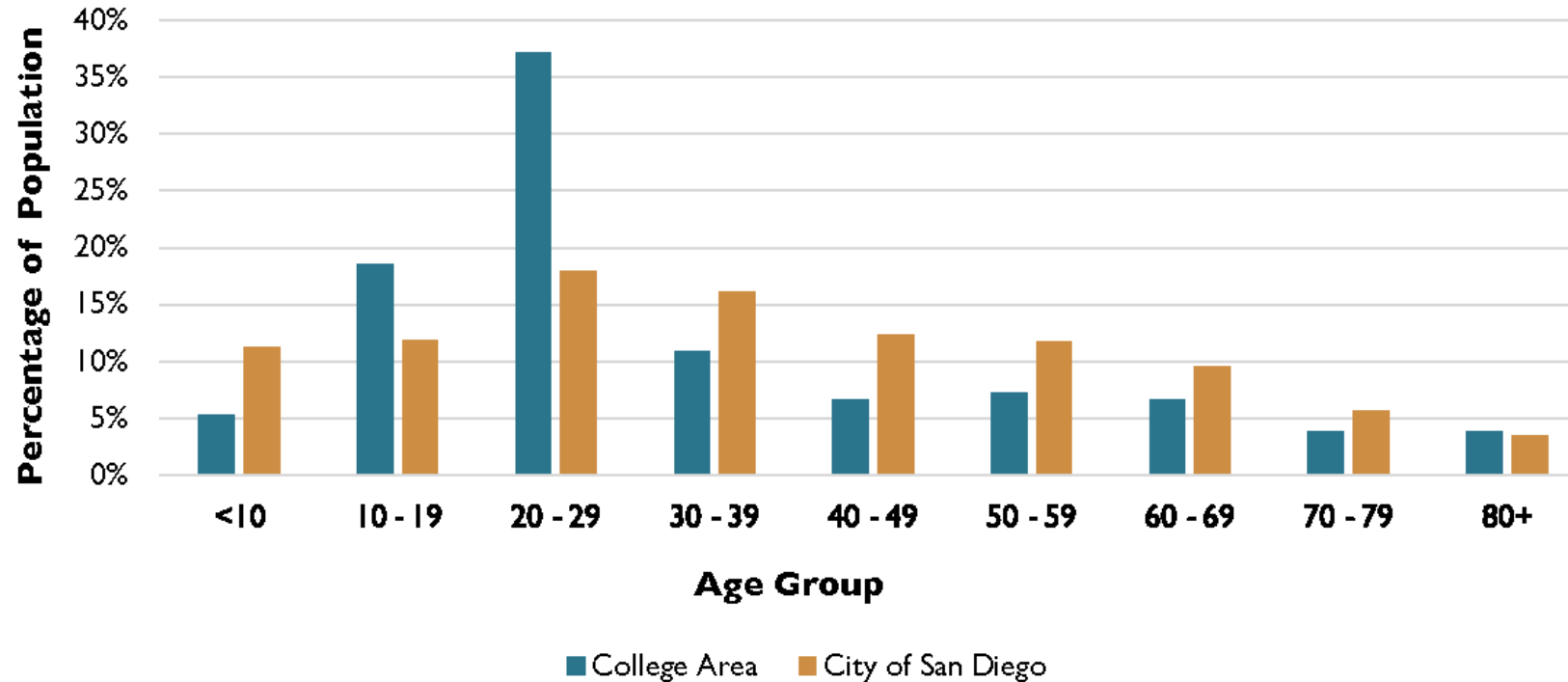
> Nearly 61% of the College Area population is under 30 years of age.

Source: City of San Diego; SANDAG 2018 Estimates, Dyett and Bhatia 2020
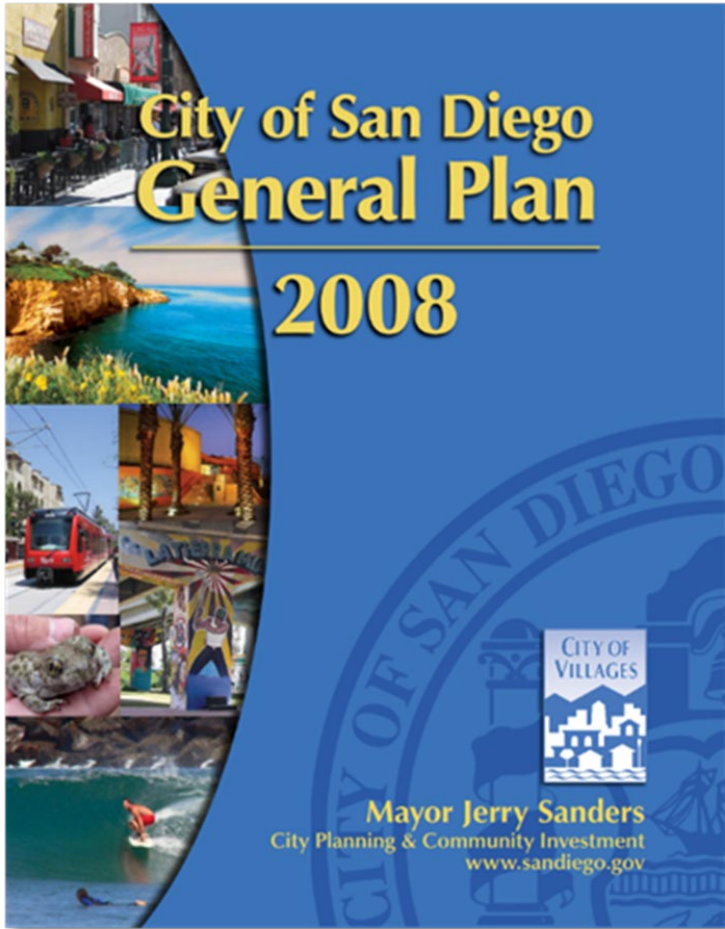
	College Area	Percentage of Total	City of San Diego	Percentage of Total
Income				
2019 Median Household Income	$54,519	-	$80,168	-
2019 Average Household Income	$81,087	-	$111,381	-
2019 Per Capita Income	$28,138	-	$41,645	-
Educational Attainment				
Less than 9th Grade	319	3%	55,328	6%
9-12th Grade/No 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.

Background

sandiego.gov

City of San Diego
General Plan
2008

CITY OF VILLAGES

Mayor Jerry Sanders
City Planning & Community Investment
www.sandiego.gov

- Growth over the next 20-30 years

- Needed services, infrastructure or facilities

- New housing opportunities

- Economic growth from SDSU

- Support neighborhood businesses

- Build upon the trolley and bus rapid

- Create public and recreation spaces

CACC Report *"7-Visions"*

1. Meet the community's future housing needs by adding residential and mixed-use density along the community's major corridors and at the three main intersections.

2. Reduce traffic congestion and improve local mobility.

3. Encourage the development of a "Campus Town" on Montezuma Road on the southern edge of San Diego State University.

CACC Report *"7-Visions"*

4. Convert Montezuma Road east of College Avenue into a linear park and an extension of the "Campus Town."

5. Create a sense of identity and place.

6. Establish connections between the community and SDSU.

7. Protect the integrity of single-family neighborhoods.

Community Atlas Existing Conditions Report
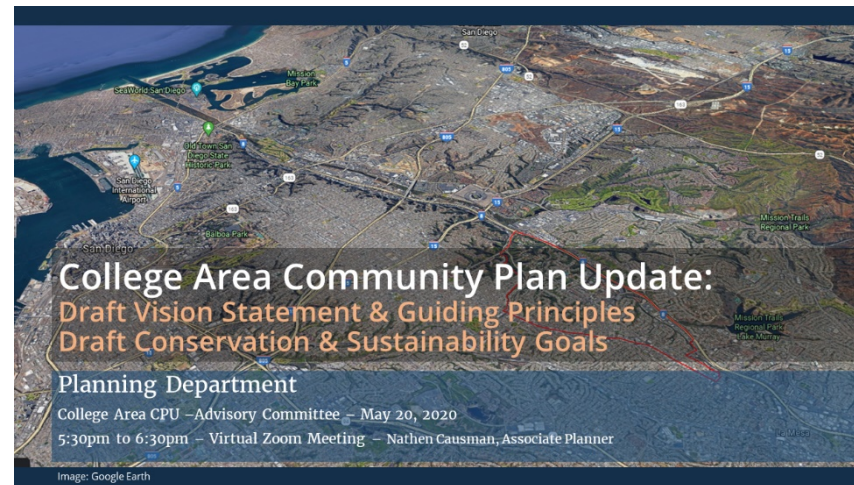
Vision Statement & Guiding Principals

Community Survey Report
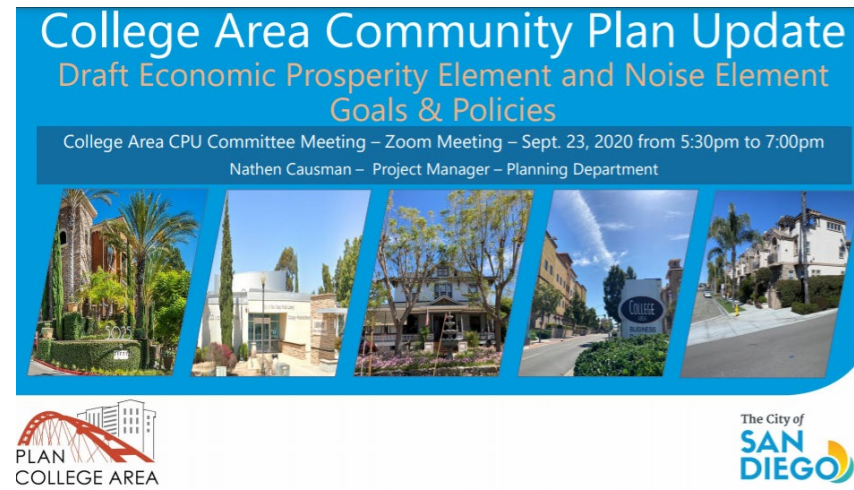
Goals & Policies

The community plan envisions a college village with *vibrant mixed-use corridors and nodes that connect to neighborhoods and the university*, and that enhance the community.

Guiding Principles *summarized*

- Building / public space design for sustainability / livability.

- Housing near SDSU, transit and community amenities / jobs

- Safe and convenient transit and active mobility

- A vibrant and sustainable business district

sandiego.gov

Guiding Principles *summarized*

- SDSU as anchor community institution

- Active mobility improvements for public health and business vitality

- Preserve and expand parks and open space

- Emissions-free transportation system

- Public spaces that support local cultural exchange

Draft Goals & Policies

10 Committee Meetings (to date)

CONSERVATION & SUSTAINABILITY

PUBLIC FACILITIES & SAFETY

ECONOMIC PROSPERITY

NOISE

Sustainability

Urban Design

Mobility

Housing

Economic Development
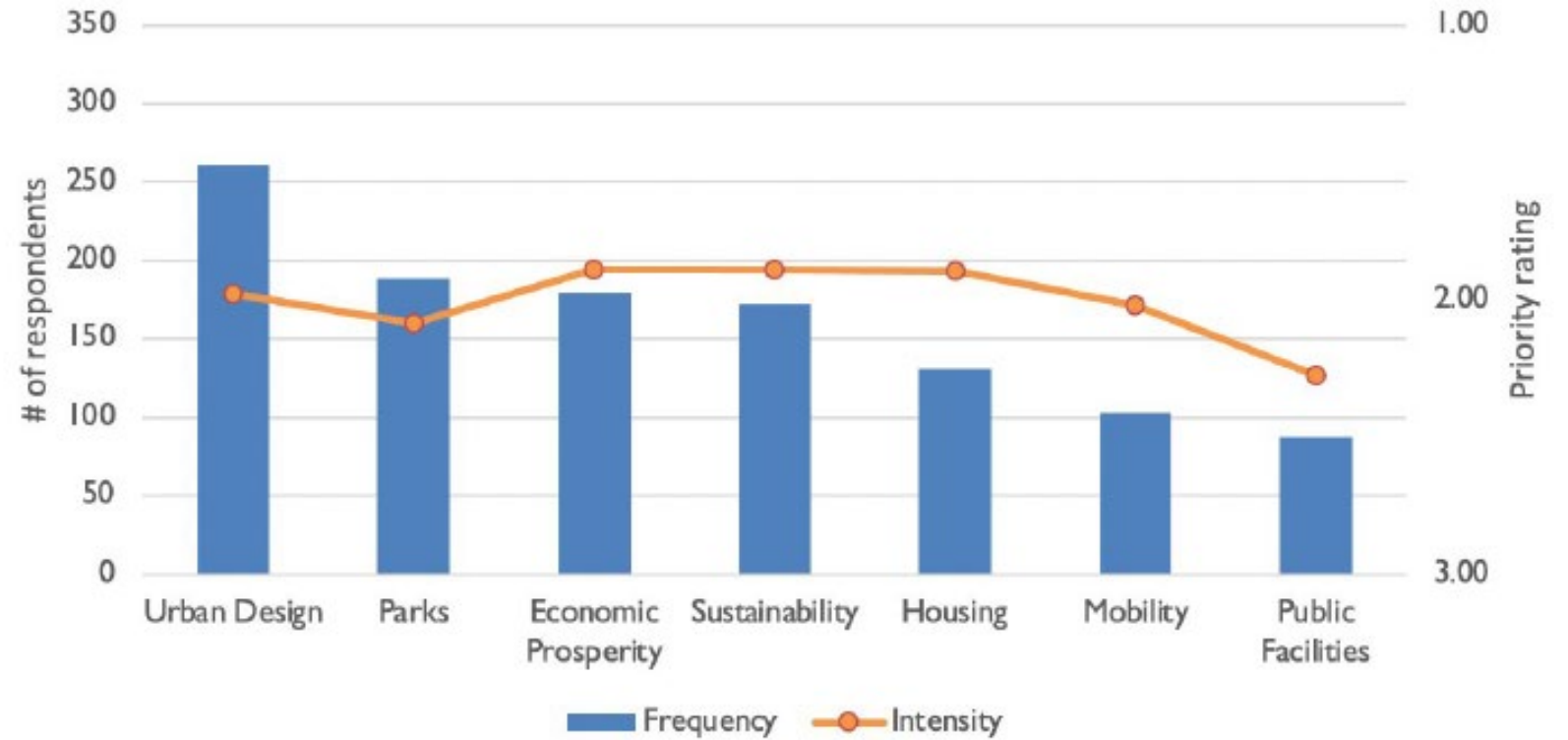
Parks and Public Spaces
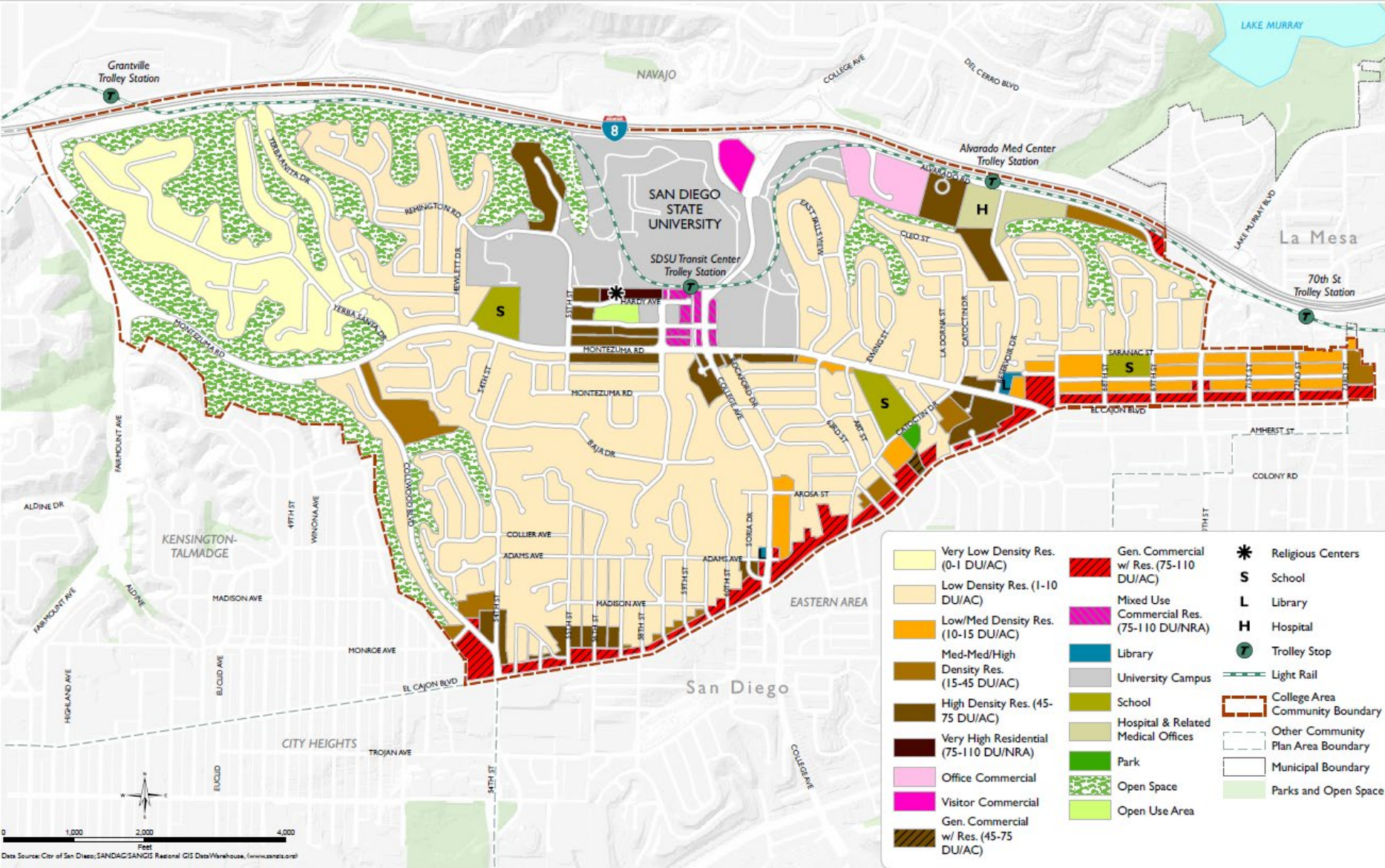
Public Facilities

▶ 418 respondents
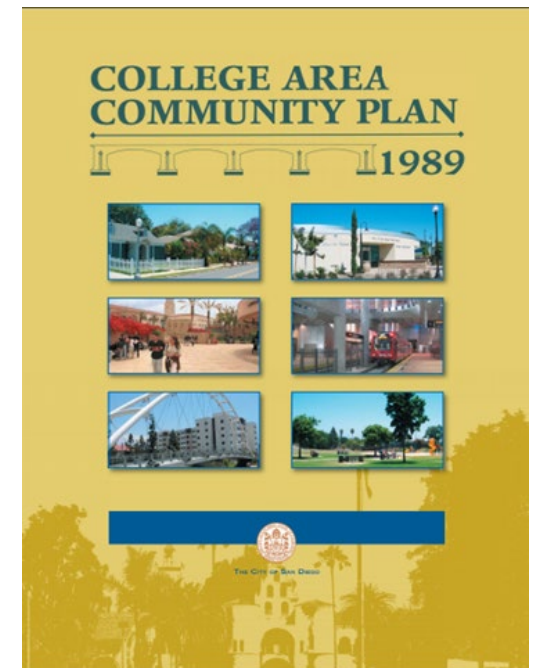
▶ 939 unique map responses

Q: *Rank the following topics from 1 to 7, with 1 being your highest priority.*

Existing Conditions

▶ Plan adopted in 1989
- 3 plan amendments
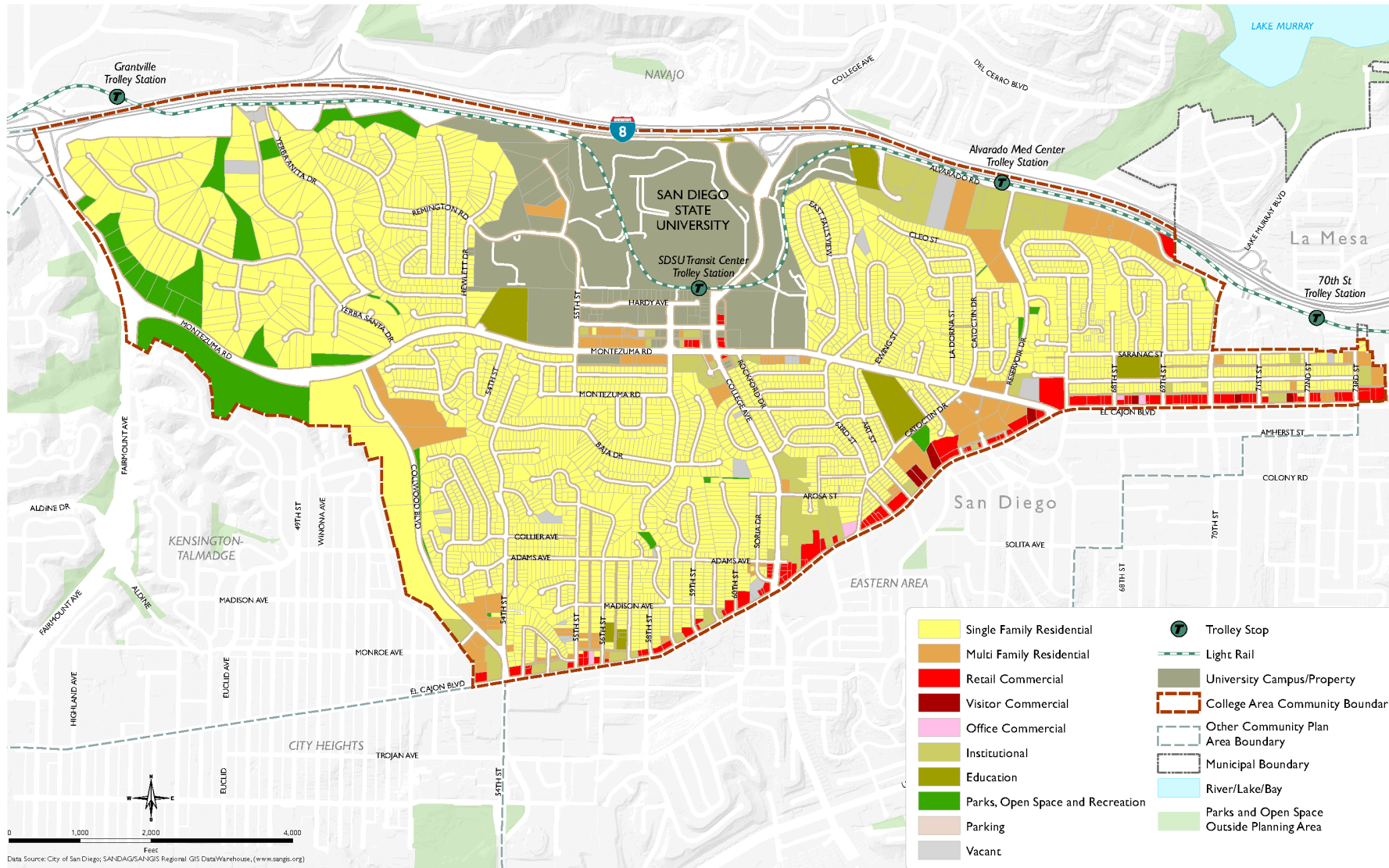
- **4,089** Multi-Family Homes *(54%)*
- **3,412** Single-Family Homes *(46%)*
- Commercial uses along El Cajon Boulevard
- SDSU Center

Legend:
- Single Family Residential
- Multi Family Residential
- Retail Commercial
- Visitor Commercial
- Office Commercial
- Institutional
- Education
- Parks, Open Space and Recreation
- Parking
- Vacant
- Trolley Stop
- Light Rail
- University Campus/Property
- College Area Community Boundary
- Other Community Plan Area Boundary
- Municipal Boundary
- River/Lake/Bay
- Parks and Open Space Outside Planning Area

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

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	

Other 1%

Public and Community Facilities 27%

Commercial 3%

Residential 69%

- ▶ Higher density housing is clustered around SDSU and near major thoroughfares.

- ▶ The community is made up mostly of lower density residential neighborhoods.

Units per Acre

- Up to 5 units/acre
- 6 - 9 units/acre
- 10 - 15 units/acre
- 16 - 25 units/acre
- 26 - 35 units/acre
- Over 35 units/acre

- (T) Trolley Stop
- Light Rail
- College Area Community Boundary
- Other Community Plan Area Boundary
- Municipal Boundary
- University Campus/Property
- Parks and Open Space

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

53% of residential land has a density 5 units/acre or less

The average density is **7.8 units** / acre in **College Area**

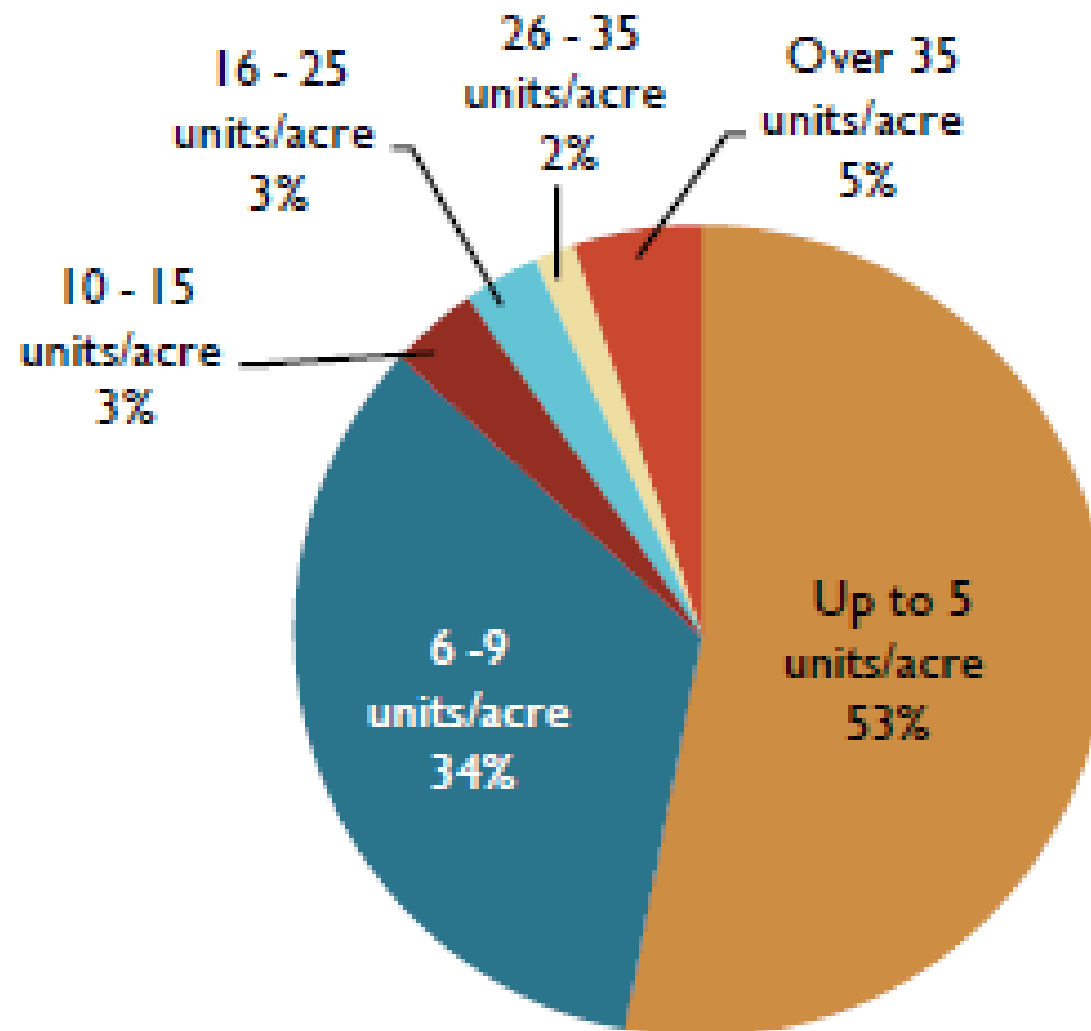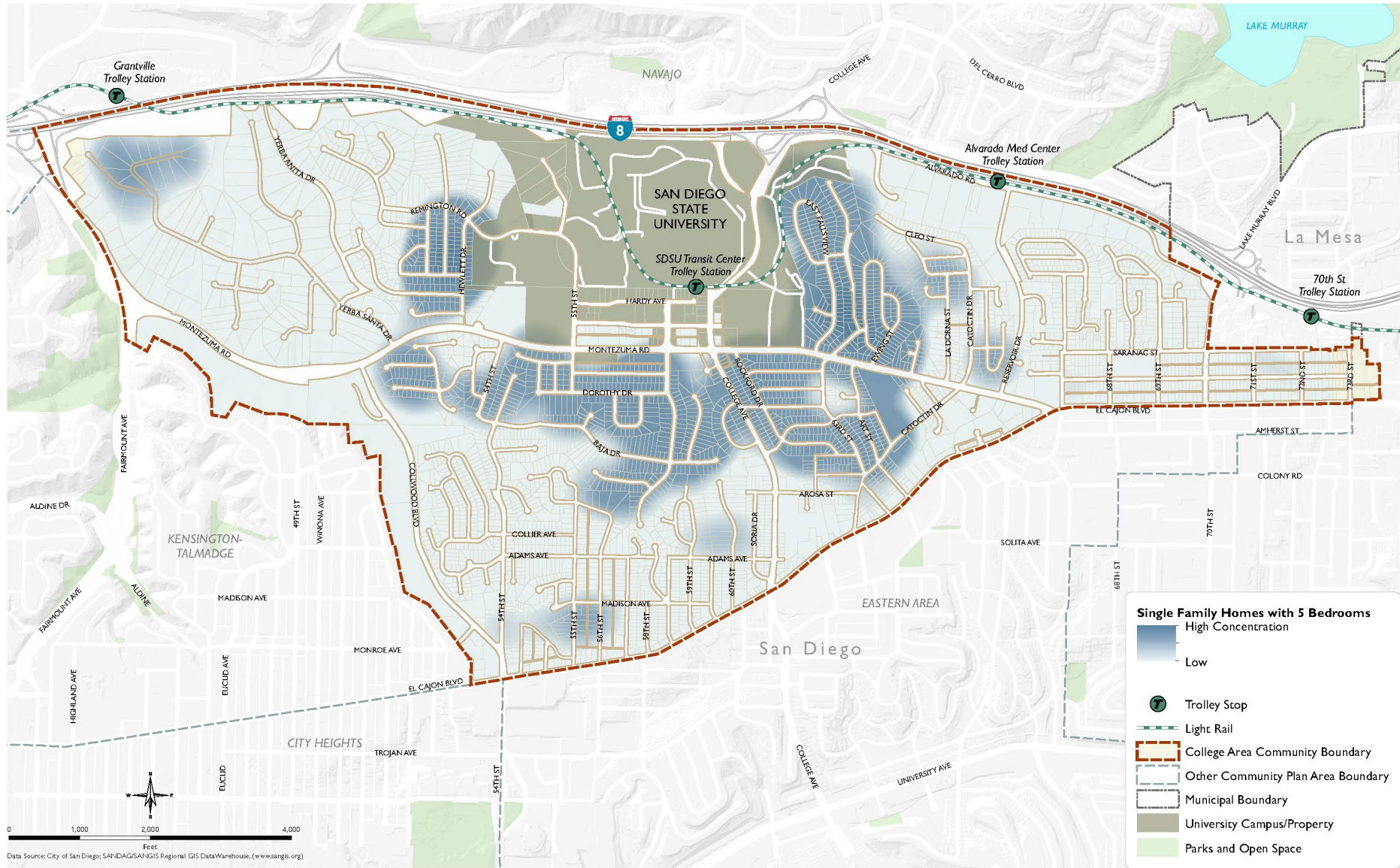| Existing Land Use Categories	Acres	Percentage
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Pie chart: Up to 5 units/acre 53%; 6-9 units/acre 34%; 10-15 units/acre 3%; 16-25 units/acre 3%; 26-35 units/acre 2%; Over 35 units/acre 5%

Single-family homes make up 46% of all built homes and 87% of residential land

Multi-family homes make up 54% of all built homes and 13% of residential land

Concentration of Single-Family Homes with 5+ Bedrooms

sandiego.gov
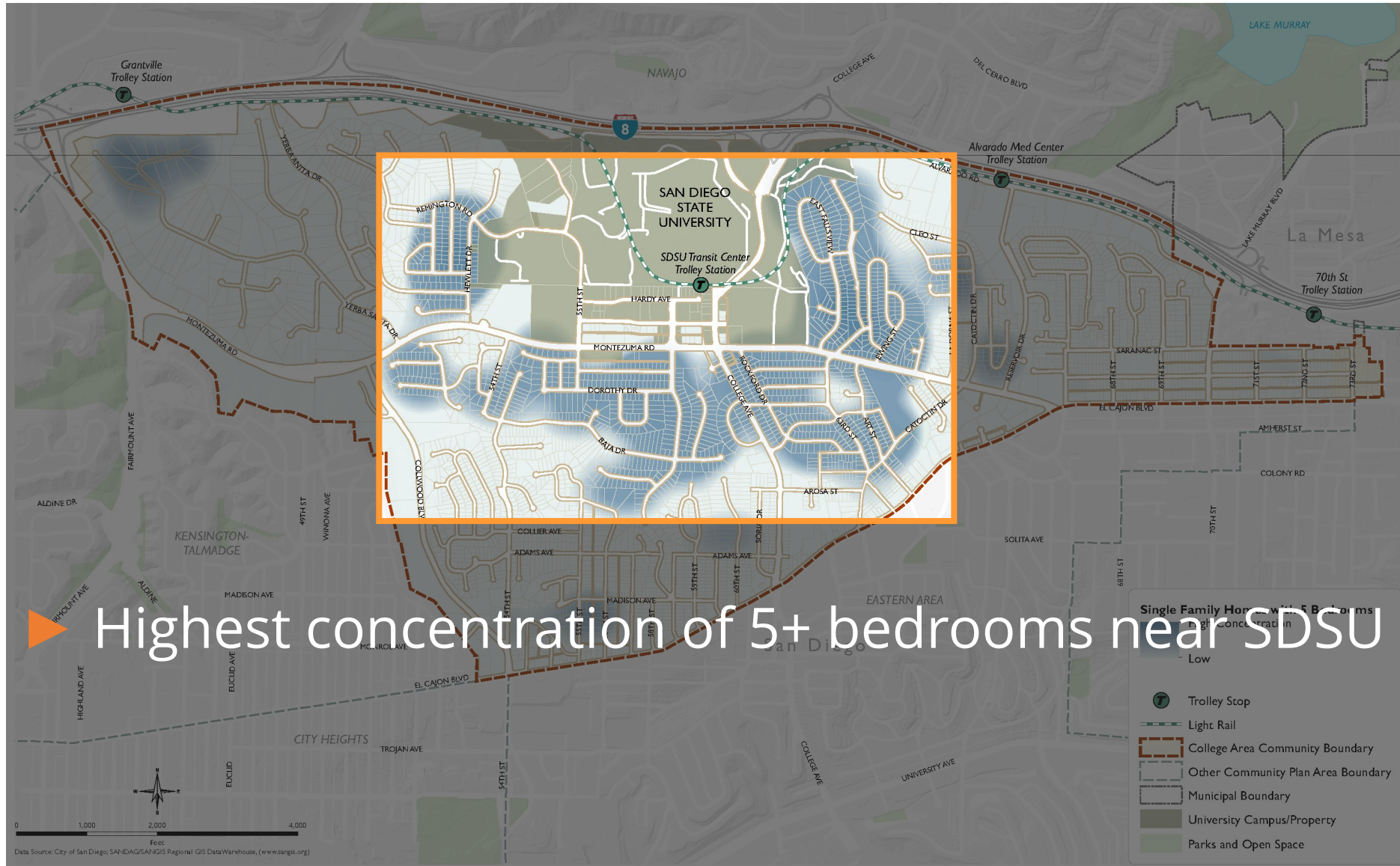
► Highest concentration of 5+ bedrooms near SDSU

▶ Data limitation: Not all of homes with 5 or more bedrooms accommodate student demand for housing.

Single Family Homes with 5 Bedrooms
- High Concentration
- Low

- (T) Trolley Stop
- Light Rail
- College Area Community Boundary
- Other Community Plan Area Boundary
- Municipal Boundary
- University Campus/Property
- Parks and Open Space

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

sandiego.gov

*Image Source: SVA Architects

▶ Projected enrollment of 35,000 full-time equivalent students

▶ Capacity for ~7,500 students to live on campus

▶ 621,000 square feet of academic / research / medical space planned for Alvarado Campus

*Image Source: SDSU

SDSU MISSION VALLEY SITE - ILLUSTRATIVE SITE PLAN
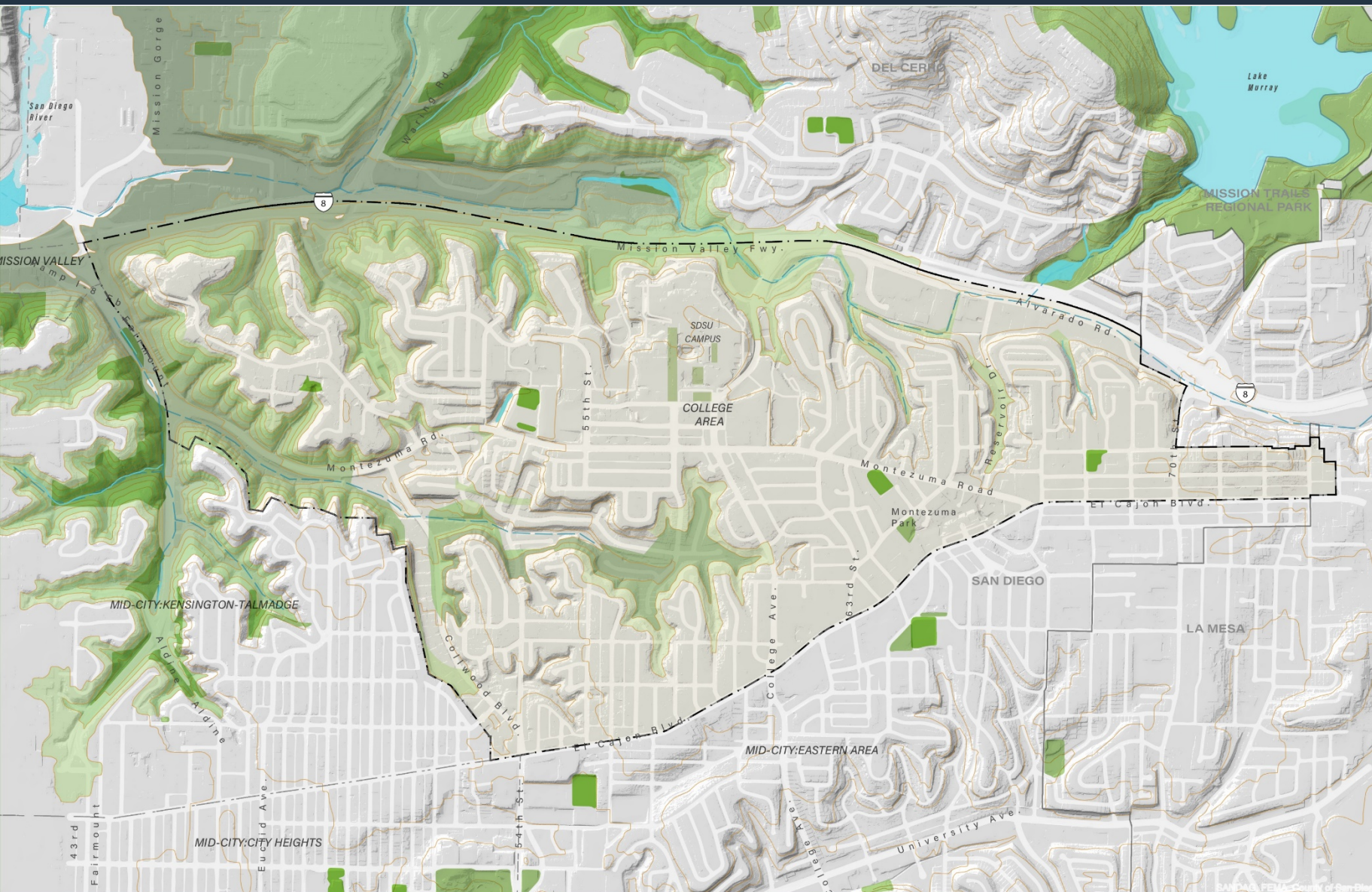DATE: 21 SEPTEMBER 2020

► Projected capacity for 15,000 additional full-time equivalent students

► 4,600 market rate and affordable units & 95,000 square feet of commercial space

► 1.57 million square feet of academic / research space

► 34-acre River Park
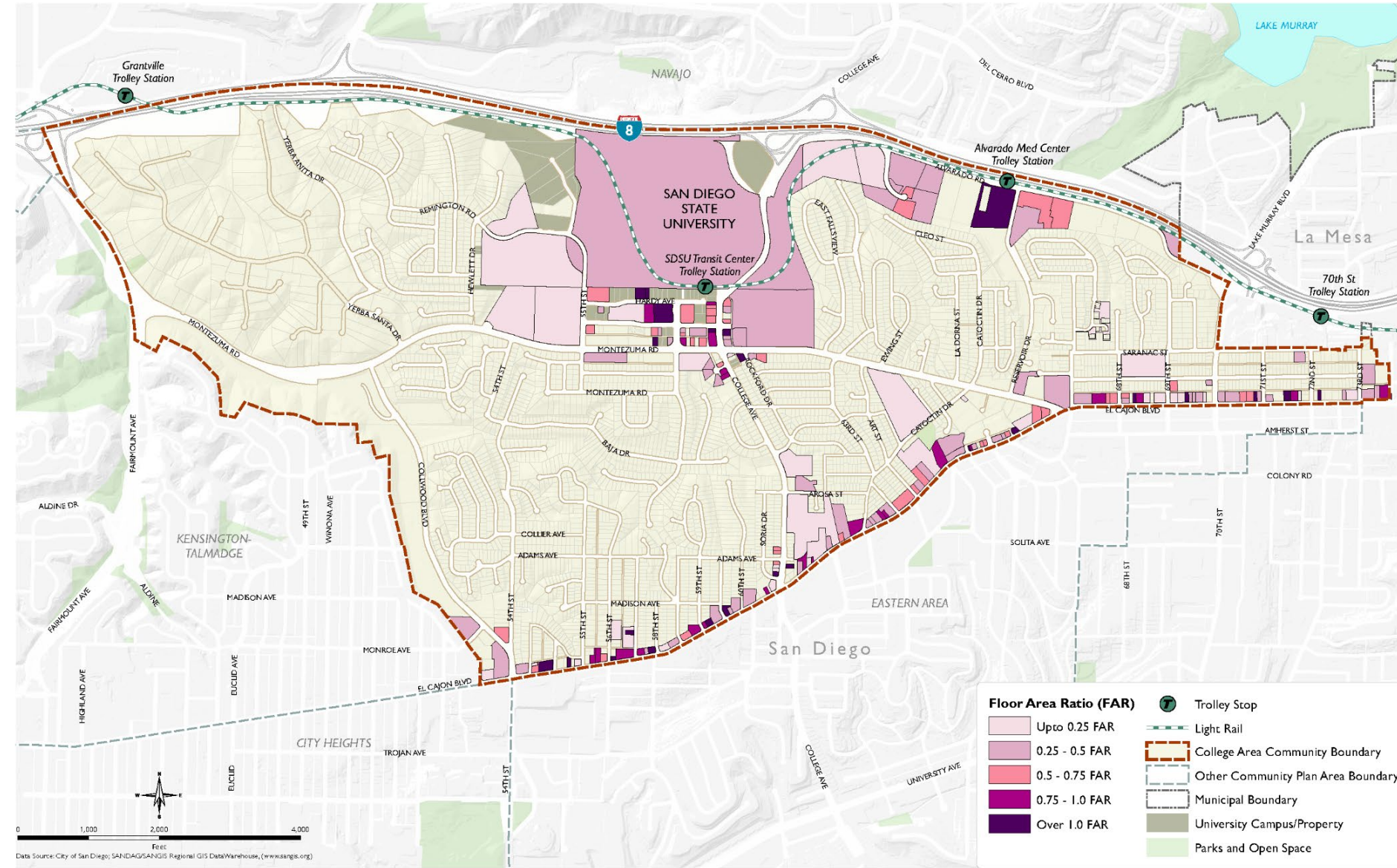
▶ 88% of non-residential land has a floor area ratio (FAR) below 0.5

▶ FAR above 0.5 located along El Cajon Boulevard or near SDSU

Floor Area Ratio (FAR)

Upto 0.25 FAR	
0.25 - 0.5 FAR	
0.5 - 0.75 FAR	
0.75 - 1.0 FAR	
Over 1.0 FAR	

- T Trolley Stop
- Light Rail
- College Area Community Boundary
- Other Community Plan Area Boundary
- Municipal Boundary
- University Campus/Property
- Parks and Open Space

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

Challenges & Opportunities

sandiego.gov

▶ Canyons & Mesas

Legend
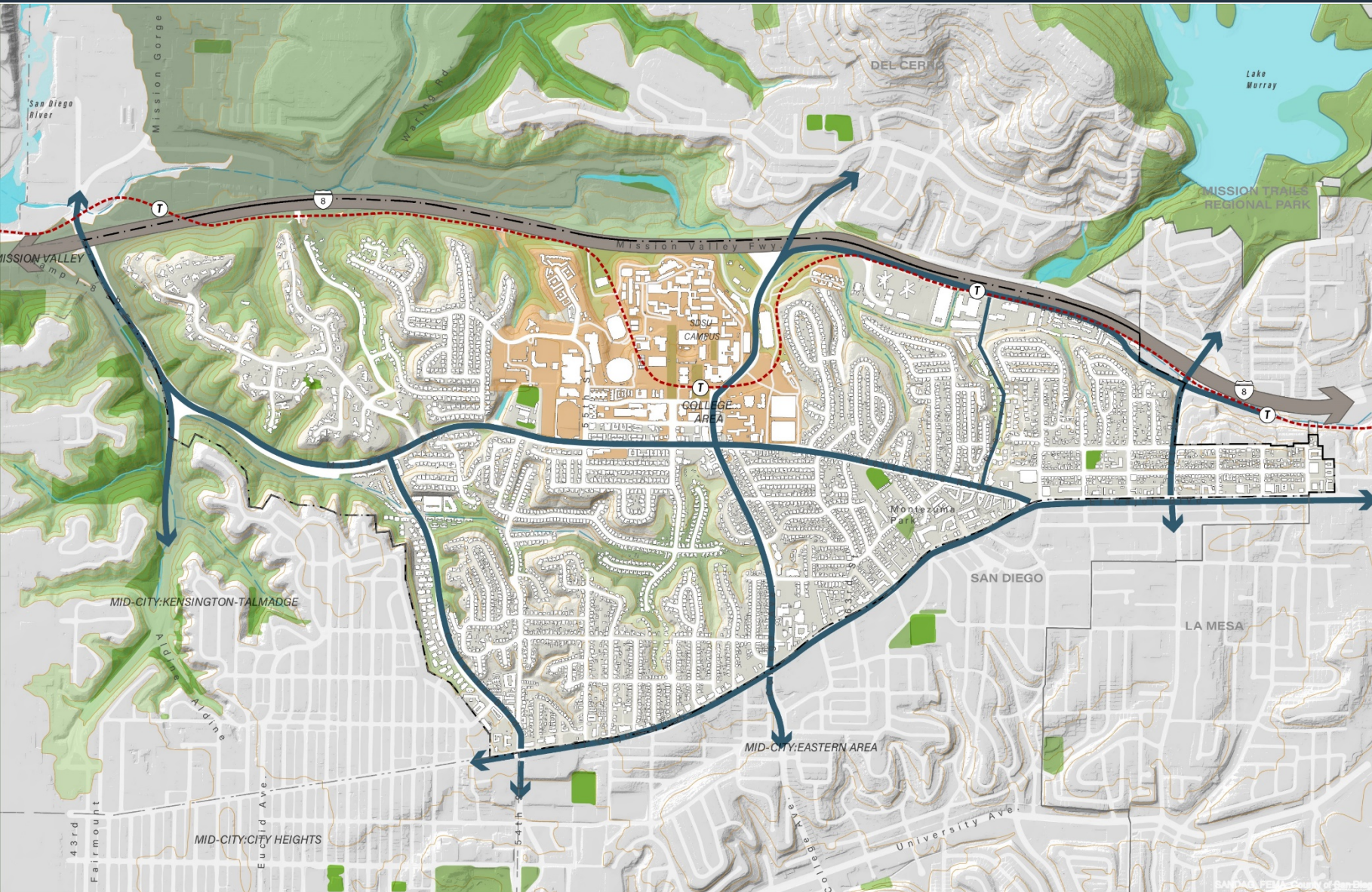
■ Canyons
■ Parks
■ Joint-Use Parks With Schools
■ Water Bodies
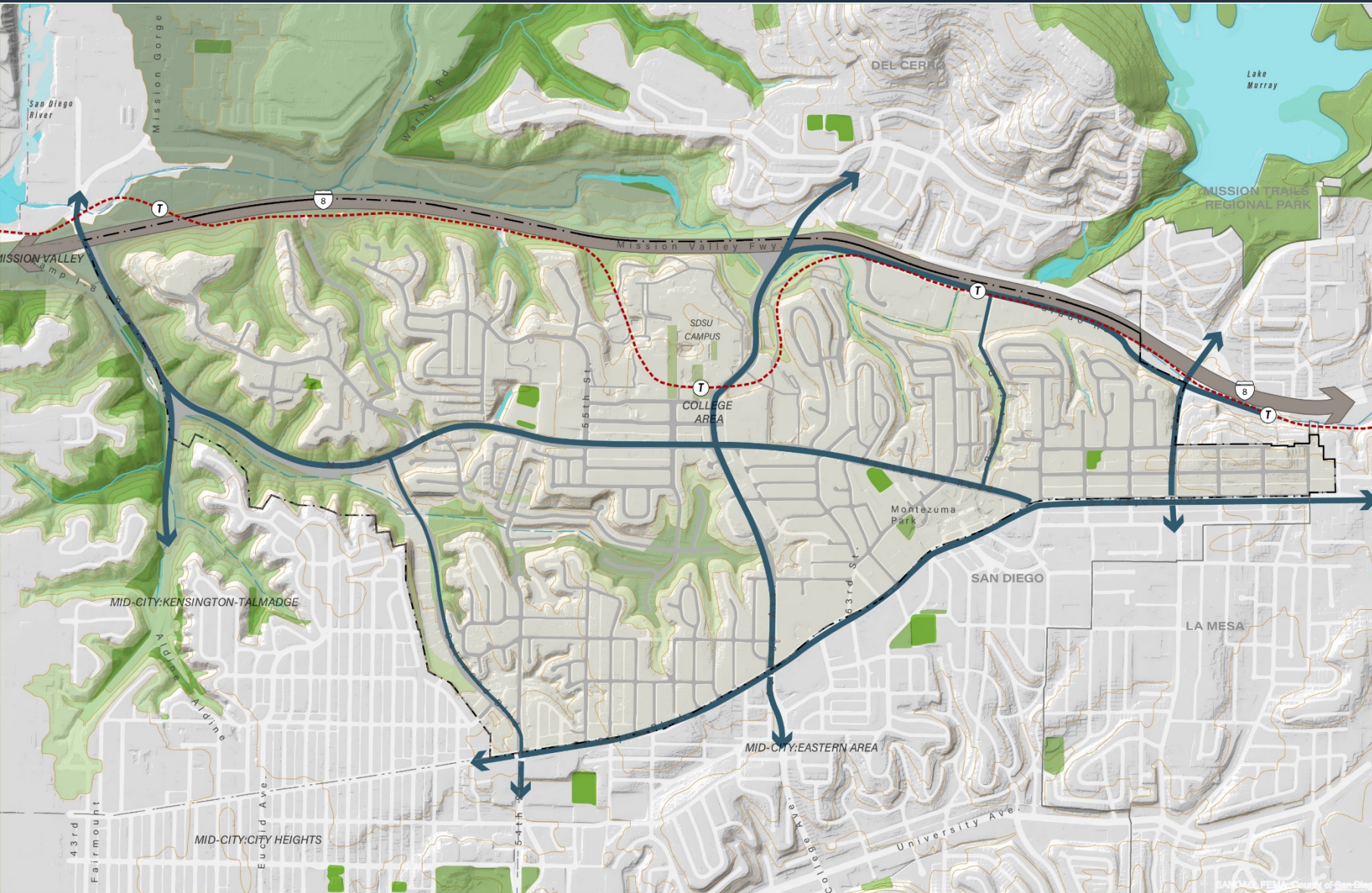
► Key corridors
  • Montezuma
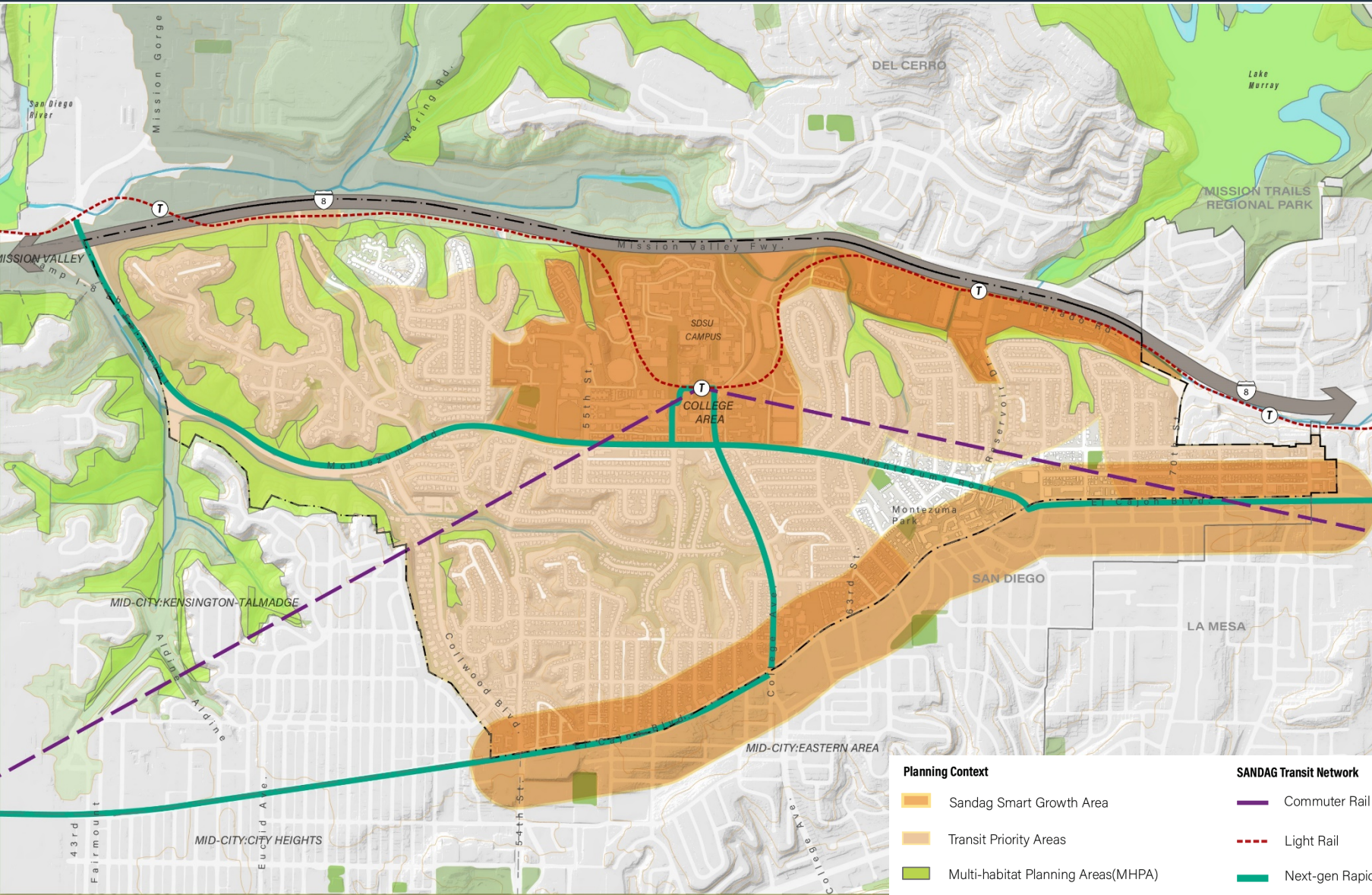 • El Cajon
  • College
► Predominant cul-de-sac pattern

Major Corridors
Trolley Station
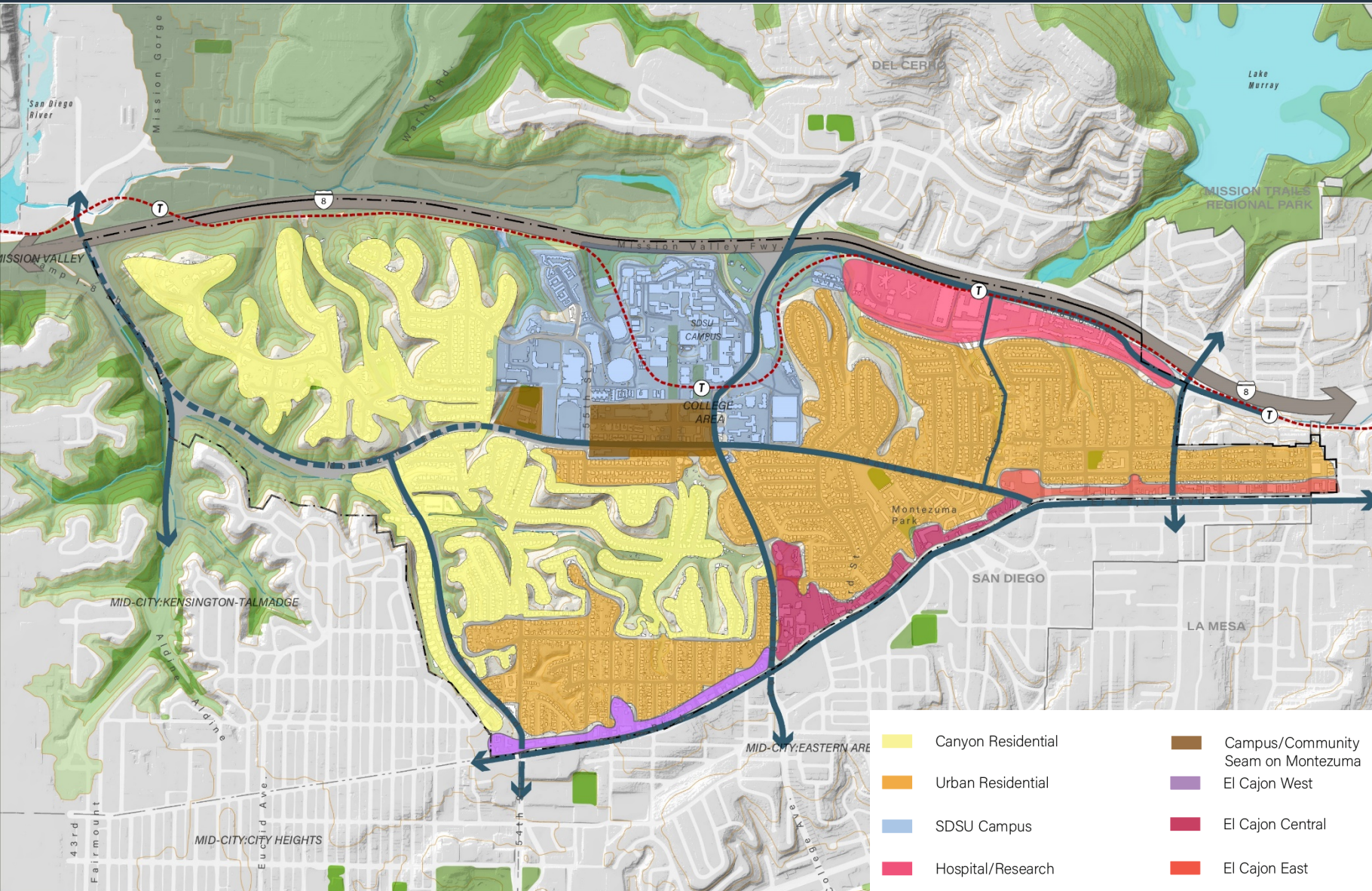
- ▶ SDSU Campus
- ▶ Single family homes
- ▶ Multi-family and mixed use along El Cajon and parts of College and Montezuma

Major Corridors

ⓣ Trolley Station

Building footprints

SDSU Campus

Planning Department

Planning Context
- Sandag Smart Growth Area
- Transit Priority Areas
- Multi-habitat Planning Areas(MHPA)

SANDAG Transit Network
- Commuter Rail
- Light Rail
- Next-gen Rapid

► Multi-Habitat Planning Area designation in canyons

► Planned high-capacity transit corridors

► Much of the community is within City's Transit Priority Area

► SANDAG Smart Growth overlay more tailored to key nodes and corridors

43

- SDSU Campus
- Canyon Residential
- Urban Residential
- Hospital/Research
- Campus/Commun-ity seam on Montezuma
- El Cajon East
- El Cajon Central
- El Cajon West

Legend:
- Canyon Residential
- Urban Residential
- SDSU Campus
- Hospital/Research
- Campus/Community Seam on Montezuma
- El Cajon West
- El Cajon Central
- El Cajon East

Legend:
- High Stress Environment For Bikes And Pedestrians
- Lack Of Pedestrian-friendly Environment
- 5 & 10 Minute Walkshed
- Lack Of Cohesive Built Environment/public Realm
- Disconnected From The Community And Lacking In Cohesive Identity.
- Perceived/Physical Barriers
- Campus Plazas
- Parks
- Joint-use Parks

► Parks + Public Space
- Shortage of diverse parks & public spaces

► Urban Form
- Built environment lacks strong, positive identity in core areas

► Connectivity
- Need for low-stress and attractive bike & pedestrian environment

▶ Parks + Public Space
- New public space between private and public realm

▶ Urban Form
- Strengthen sense of place by activating streets, high-quality infill development, activity around nodes and transit

▶ Connectivity
- Create multifunctional corridors

Next Steps

2021
JUN
23

2021
JUN
30

2021
JUL
28

Meeting Topic

Market Assessment

Meeting Topic

Building Typology
& Urban Form
Concepts

Meeting Topic
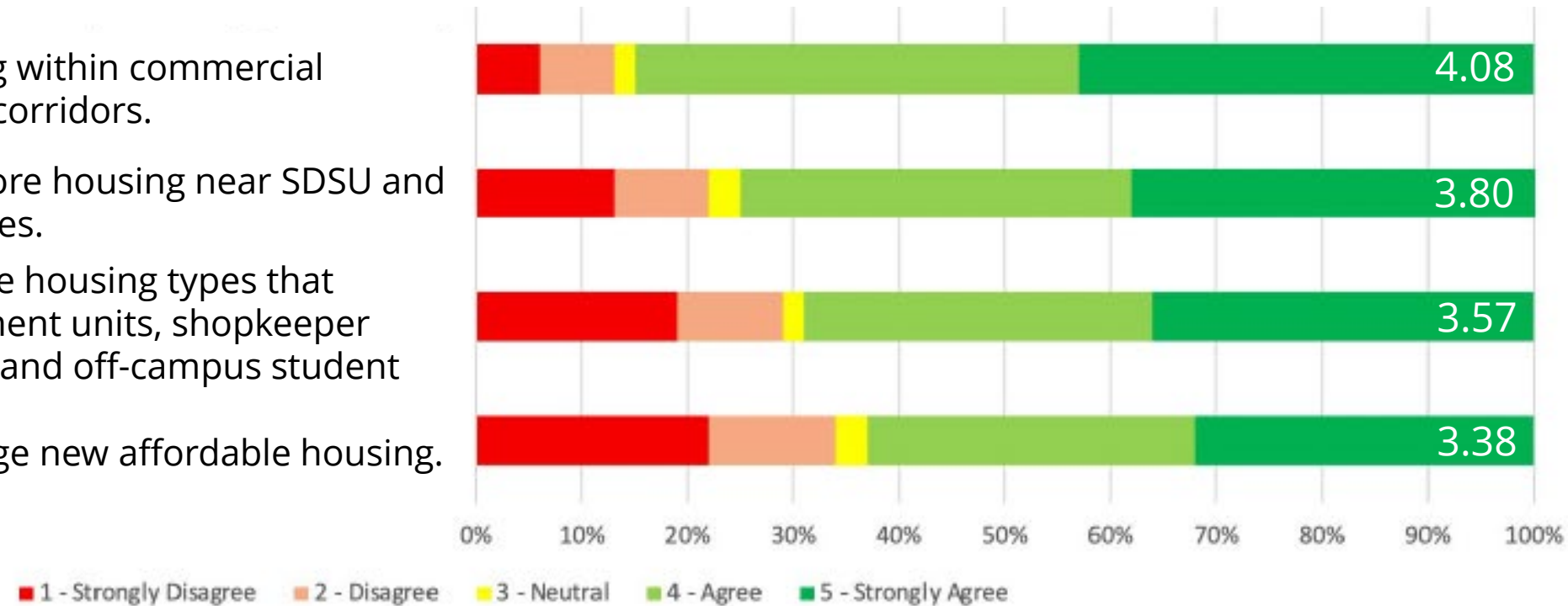
Park & Public Spaces
Concepts

▶ Q9: Do you feel the following housing strategies should be included in the College Area Community Plan?

Mixed-Use - Allow new housing within commercial centers and along commercial corridors.

Housing Location - Provide more housing near SDSU and along transit corridors and nodes.

Housing Type - Develop diverse housing types that include efficiency/micro apartment units, shopkeeper units, townhomes, apartments and off-campus student housing.

Affordable Housing - Encourage new affordable housing.

Mixed-Use	4.08
Housing Location	3.80
Housing Type	3.57
Affordable Housing	3.38

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

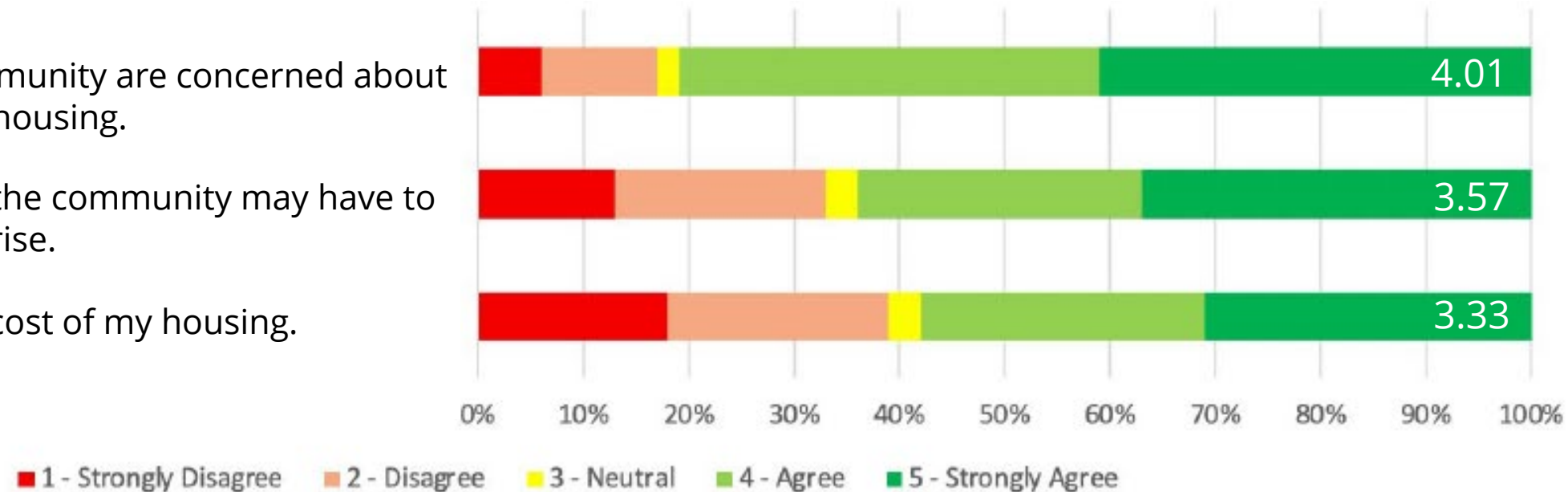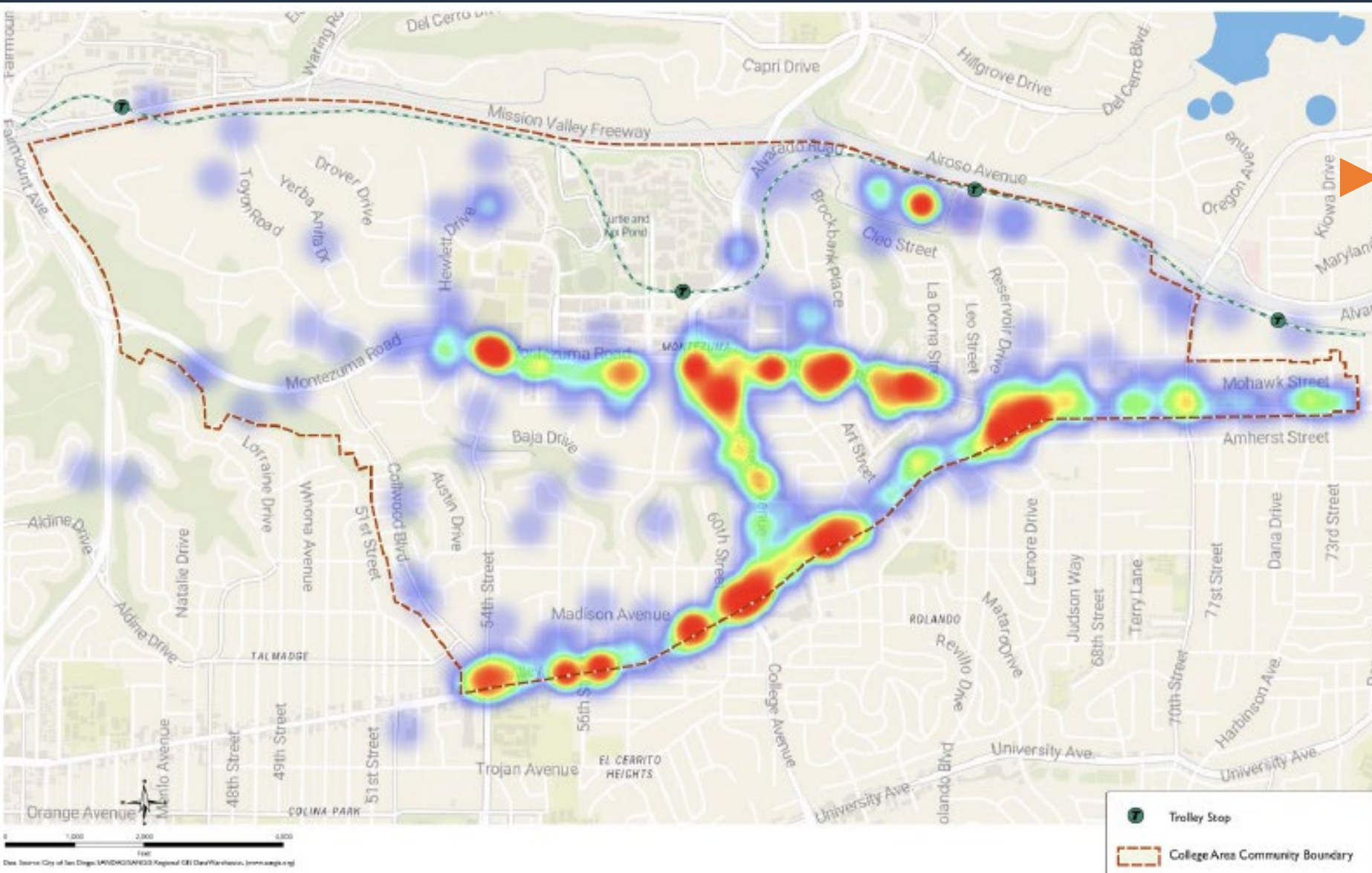■ 1 - Strongly Disagree   ■ 2 - Disagree   ■ 3 - Neutral   ■ 4 - Agree   ■ 5 - Strongly Agree

► Q7: How do you feel about the cost of housing in the community?

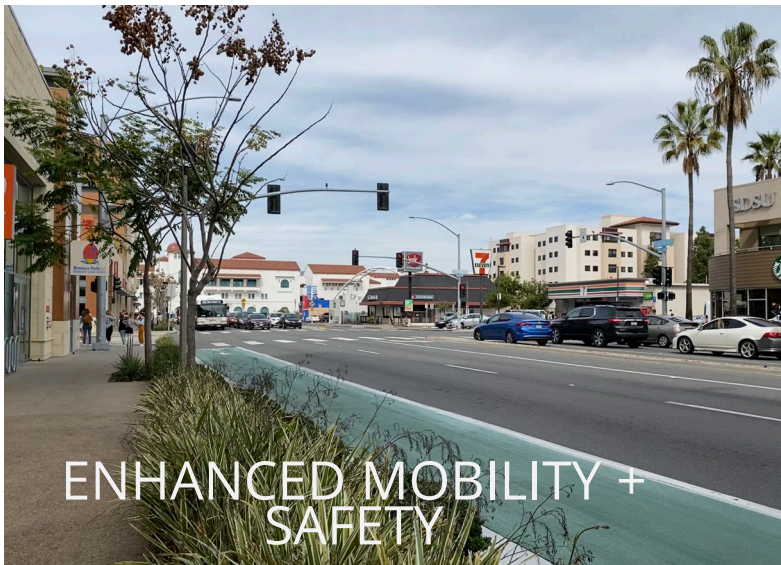I believe people in the community are concerned about the cost and availability of housing.

I am concerned people in the community may have to move if prices continue to rise.

I am concerned about the cost of my housing.

I believe people in the community are concerned about the cost and availability of housing.	4.01
I am concerned people in the community may have to move if prices continue to rise.	3.57
I am concerned about the cost of my housing.	3.33

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

■ 1 - Strongly Disagree   ■ 2 - Disagree   ■ 3 - Neutral   ■ 4 - Agree   ■ 5 - Strongly Agree

sandiego.gov

▶ Q10: We would like to know where you envision future mixed use and multifamily housing growth should occur in the College Area.

Key Drivers for Corridor Transformation

ENHANCED MOBILITY + SAFETY

HOUSING + MIXED USE

PLACEMAKING + VIBRANT STREETS

2021
AUG
–
OCT

2021
NOV
–
DEC

2022
DRAFT
PLAN

Meeting Topic

Urban Design
& Land Use Scenarios

Meeting Topic

Mobility Concepts

Meeting Topic

Introduce Draft Plan to
CPU Committee

▶ Q22: Do you feel the following mobility strategies should be included in the College Area Community Plan?
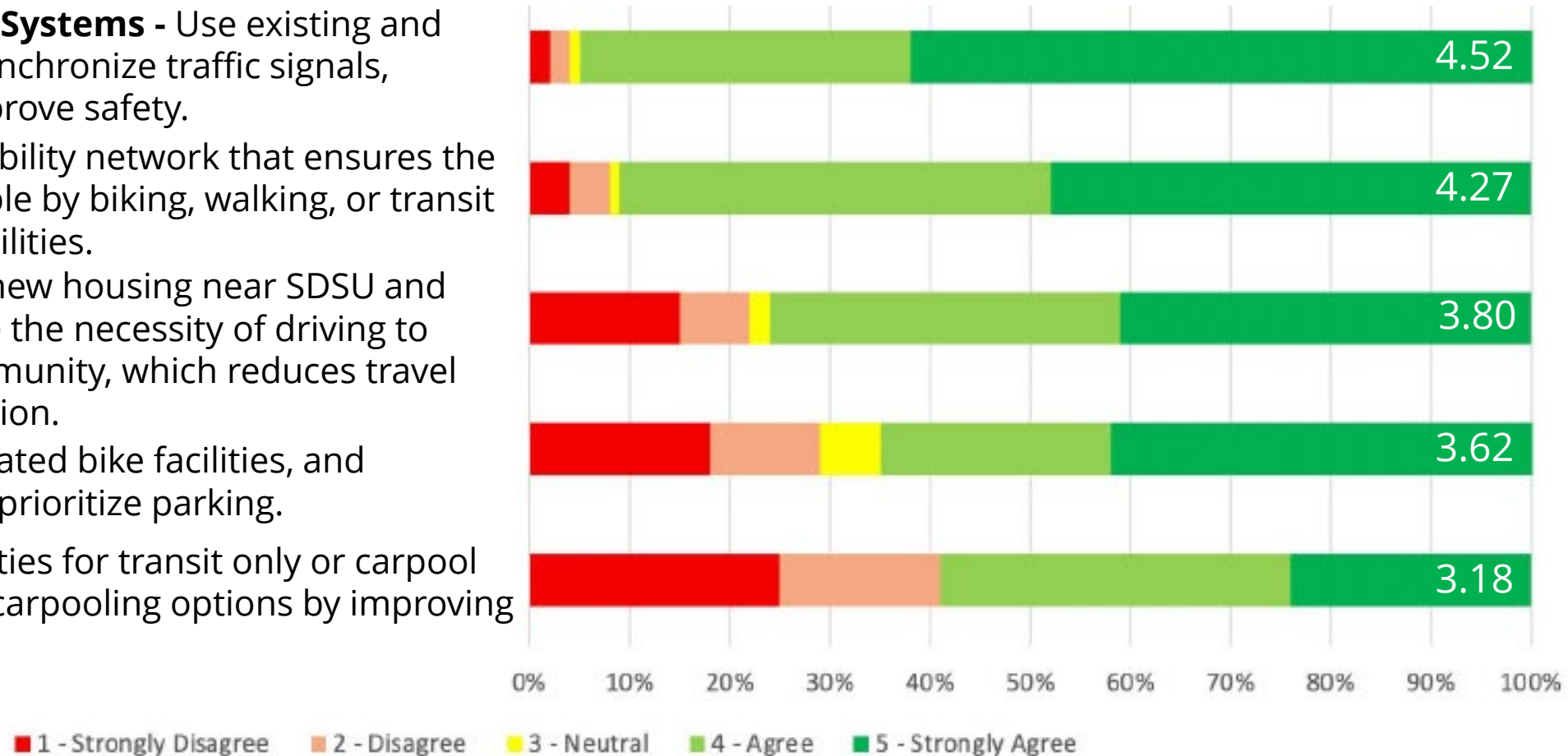
Intelligent Transportation Systems - Use existing and emerging technologies to synchronize traffic signals, improve traffic flow, and improve safety.

Accessibility - Provide a mobility network that ensures the community is easily accessible by biking, walking, or transit for people of all ages and abilities.

Shorten Commute - Allow new housing near SDSU and transit corridors to minimize the necessity of driving to destinations within the community, which reduces travel times and automobile pollution.

Active Mobility - Add separated bike facilities, and expanded sidewalks, and deprioritize parking.

Flex Lanes - Find opportunities for transit only or carpool lanes to promote transit or carpooling options by improving travel times.

4.52
4.27
3.80
3.62
3.18

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

■ 1 - Strongly Disagree   ■ 2 - Disagree   ■ 3 - Neutral   ■ 4 - Agree   ■ 5 - Strongly Agree

Multifunction

Plazas

Paseos

Safety & Mobility

Street Linear Parks

Multiple Mobility Choices

Protected Bike Lanes

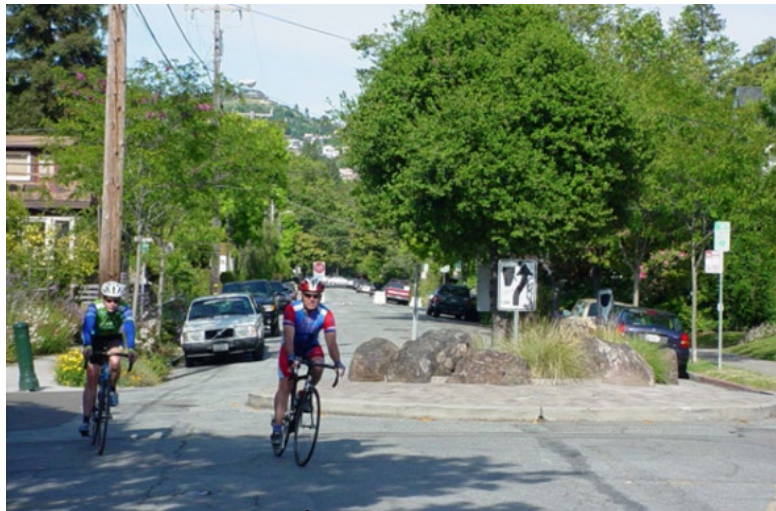## Social Function

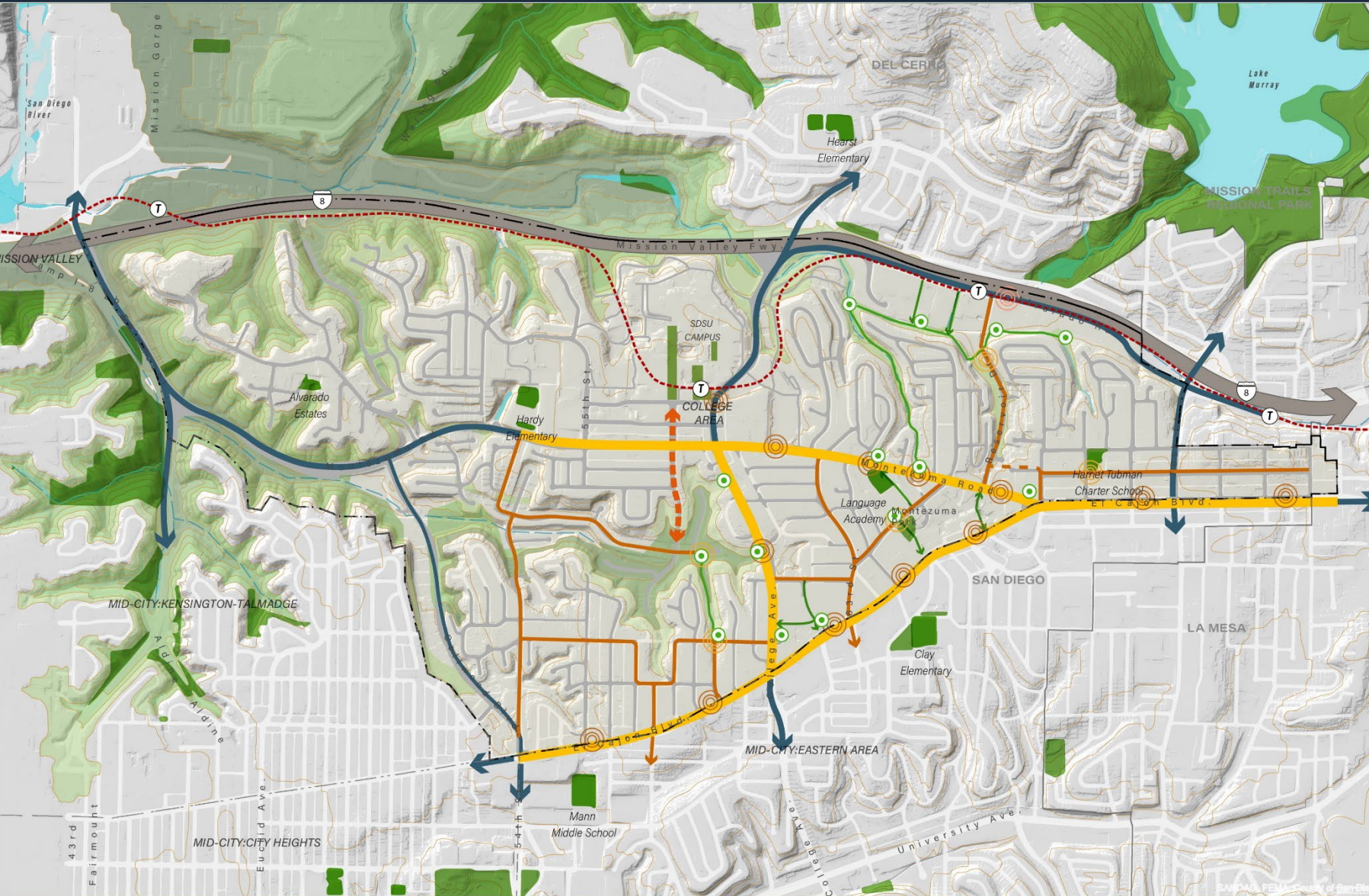Sidewalk Seating   Pocket Parks/Parklets

Ecological Function

Stormwater Urban Greening

Shade trees to reduce heat island effects

Stormwater Management/Urban Greening

Mobility – Streetscape Framework

Legend:
- Multi-functional Corridors
- Major Corridors
- Secondary Connections
- New Pedestrian Connections
- Parks
- Joint-use Parks
- Potential Parks
- Potential Public Space

Goals

- **Multi-functional corridors** that connect the community and encourage walking and biking
- Integrate opportunities for public green spaces throughout the community in addition to parks