



# UNIVERSITY FORUM ON LAND USE & ECONOMIC PROSPERITY

PLANNING DEPARTMENT

*February 27, 2020*





# OVERVIEW: COMMUNITY PLAN UPDATE

FORUM ON LAND USE & ECONOMIC PROSPERITY

Katie Witherspoon, AICP, Project Manager



1

**Explain Community Plan Update (CPU)  
purpose and background**

2

**Review planning approaches on key topics**

3

**Hear your ideas for the future**



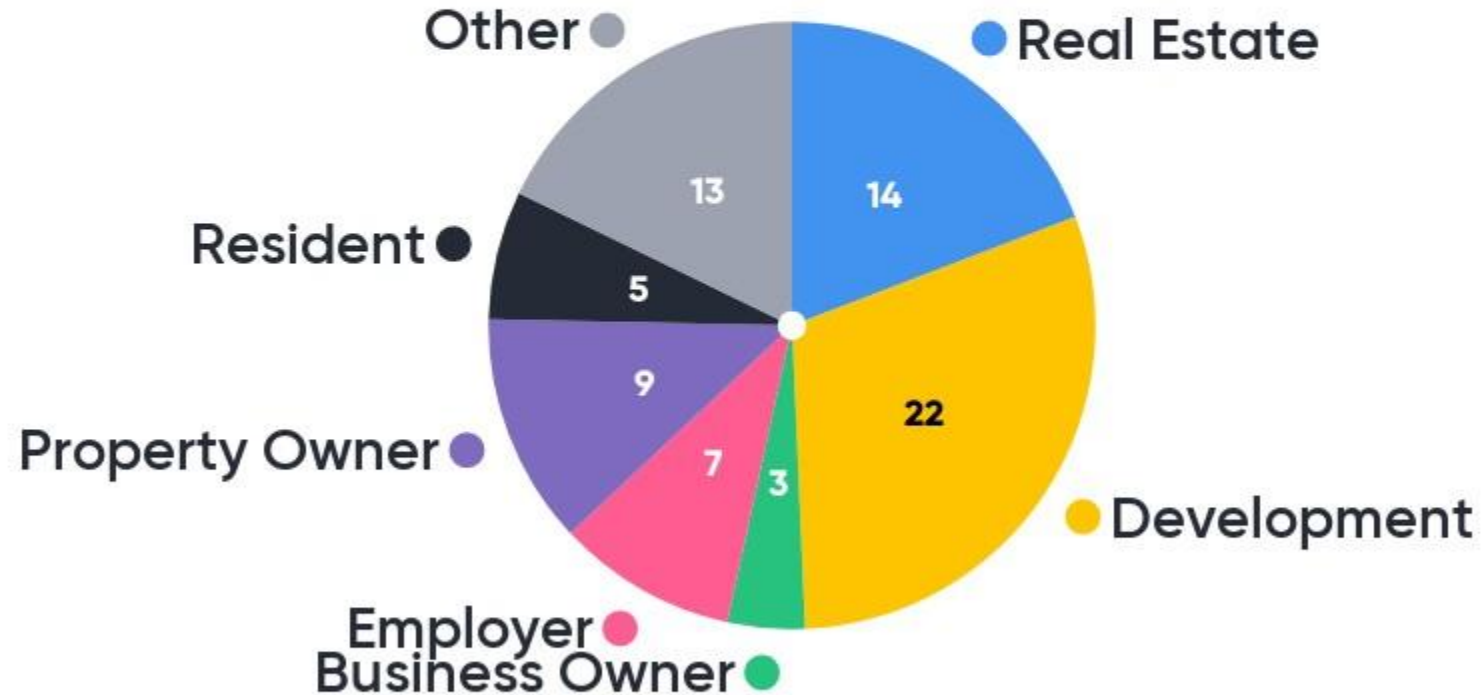
# AGENDA

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9:00AM	WELCOME AND OPENING REMARKS
9:05AM	OVERVIEW: COMMUNITY PLAN UPDATE
9:20AM	ECONOMIC TRENDS
9:35AM	MOBILITY VISION
9:50AM	URBAN DESIGN APPROACHES & OBSERVATIONS
10:20AM	GROUP DISCUSSIONS: FOCUS AREAS & THEMES
11:20AM	GROUP DISCUSSIONS: REPORT OUT
11:50AM	SUMMARY AND NEXT STEPS



# Which best describes your role in the University Community? (select all that apply)





# WHY IS THE COMMUNITY PLAN UPDATE NEEDED?

1

Address Regional Growth

2

Understand Community Needs & Enhance Quality of Life

3

Determine Infrastructure Demand

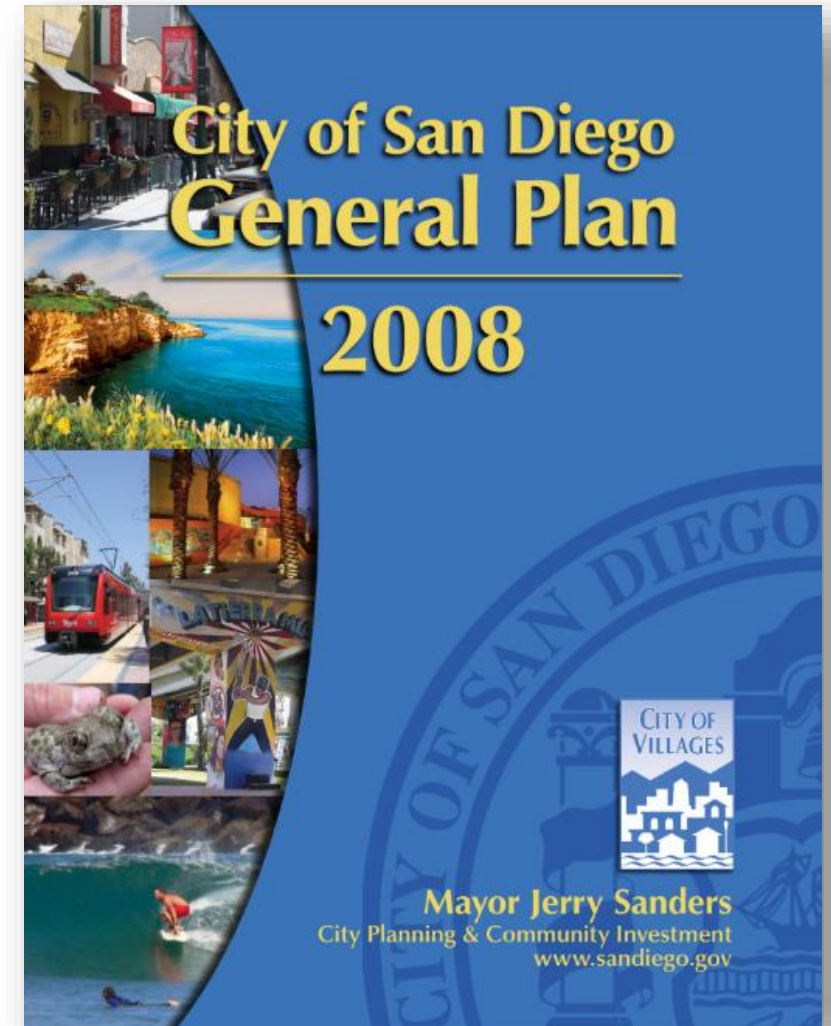
4

Take Action for the Environment



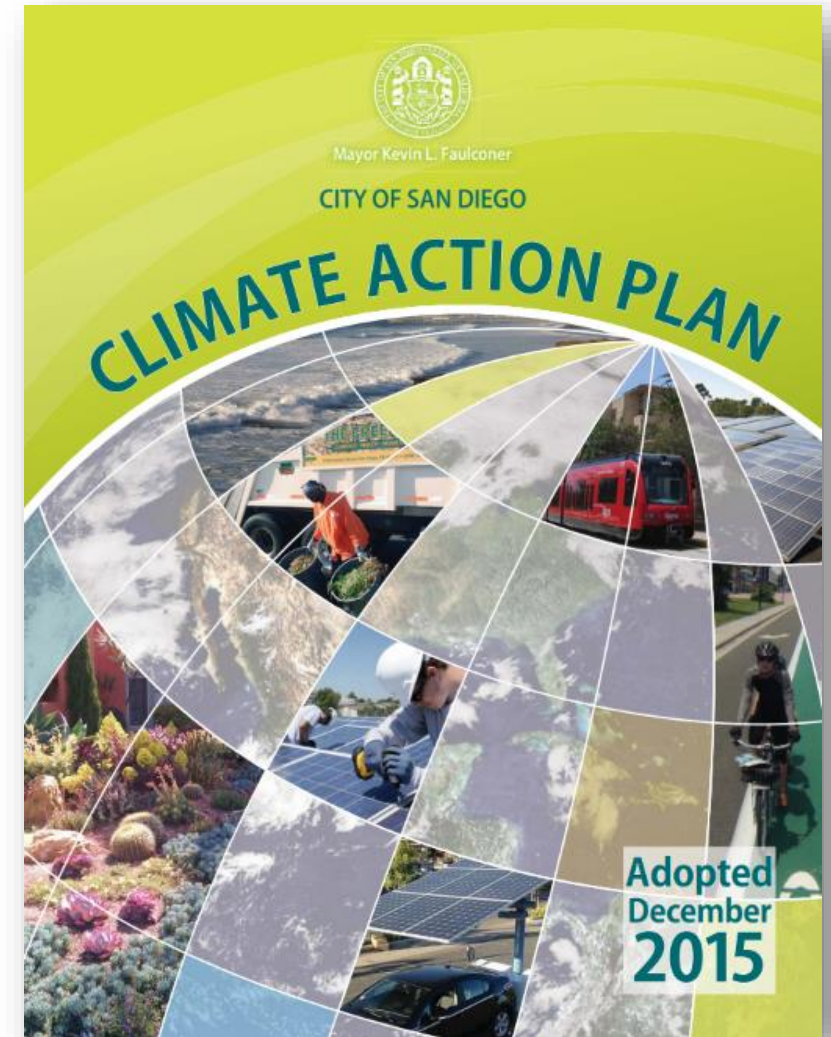


- Provides a Comprehensive Slate of Citywide Policies
- Furthers the City of Villages Smart Growth Strategy





- Provides Citywide Emission Reduction Targets
- 50% reduction in emissions and 100% renewable electricity by 2035
- Strategy 3: Bicycling, Walking, Transit, & Land Use



## 2018 - 2019

### PLAN UPDATE LAUNCH

Open House

Data Collection

Existing Conditions Documentation

Existing Conditions Presentation

Begin Monthly Community Plan Update (CPU) Subcommittee Meetings

Website Launch

Guiding Principles Development

## 2020

### DEVELOPMENT OF PLAN ALTERNATIVES

Land Use Alternatives

Mobility Vision & Concepts

Economic Forum

Online Engagement

Public Workshop

CPU Subcommittee Meetings

## 2021

### CECA ENVIRONMENTAL ANALYSIS & DRAFT COMMUNITY PLAN

Draft Community Plan

Draft Environmental Impact Report (EIR)

Public Facilities

Zoning

Draft Final Community Plan

## 2022

### PUBLIC HEARING PROCESS BEGINS

Public Hearing Process



## 2018 - 2019

### PLAN UPDATE LAUNCH

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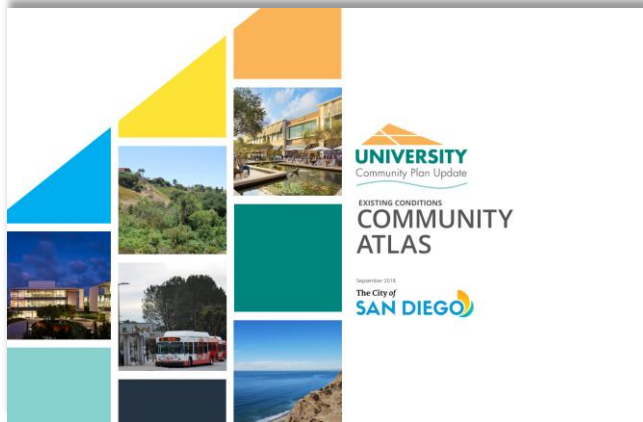
Zoning

Draft Final Community Plan

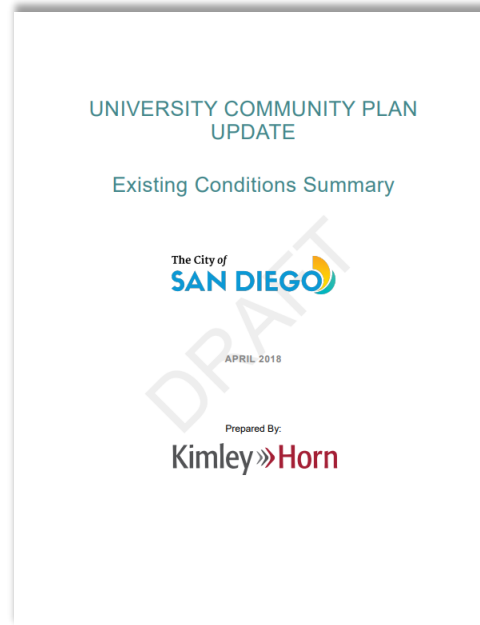
## 2022

### PUBLIC HEARING PROCESS BEGINS

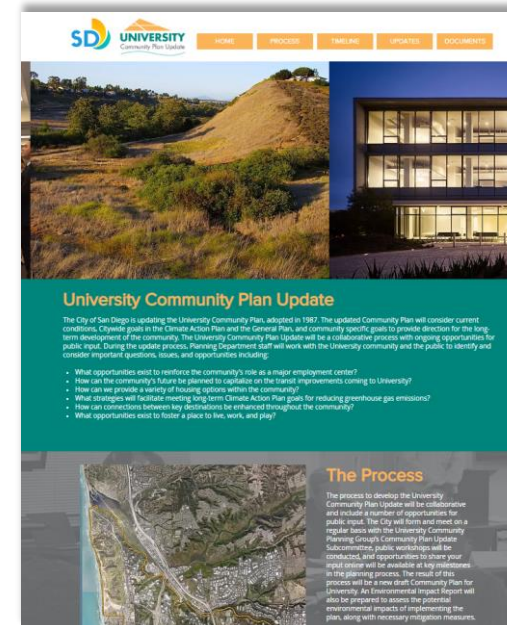
Public Hearing Process



**COMMUNITY  
ATLAS**



**MOBILITY EXISTING  
CONDITIONS**

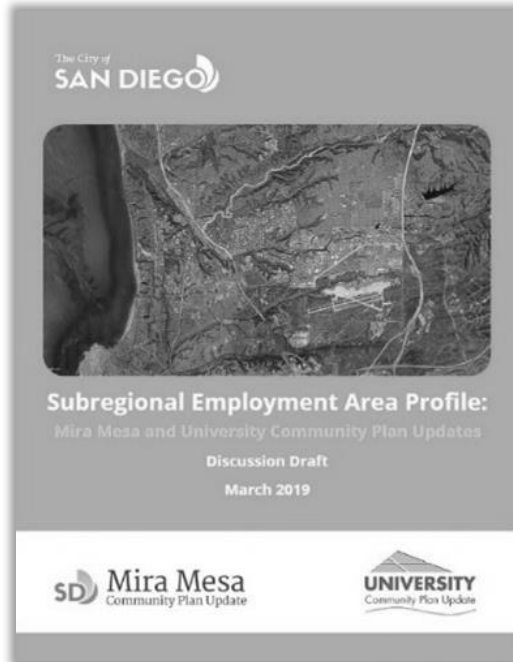


**WEBSITE  
LAUNCH**

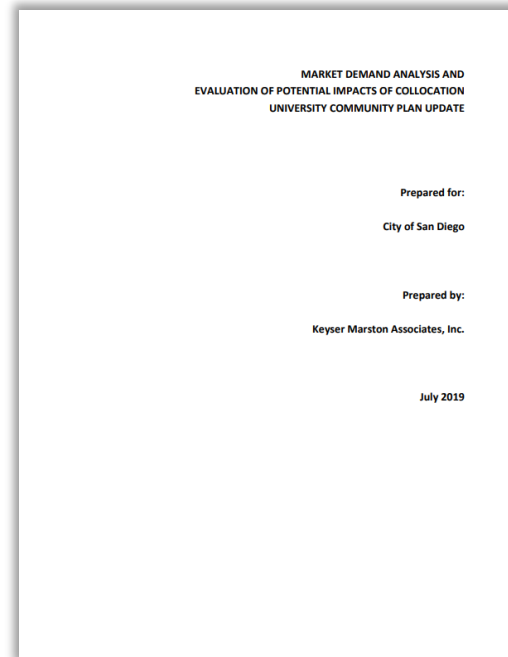


**ONLINE SURVEY  
REPORT**





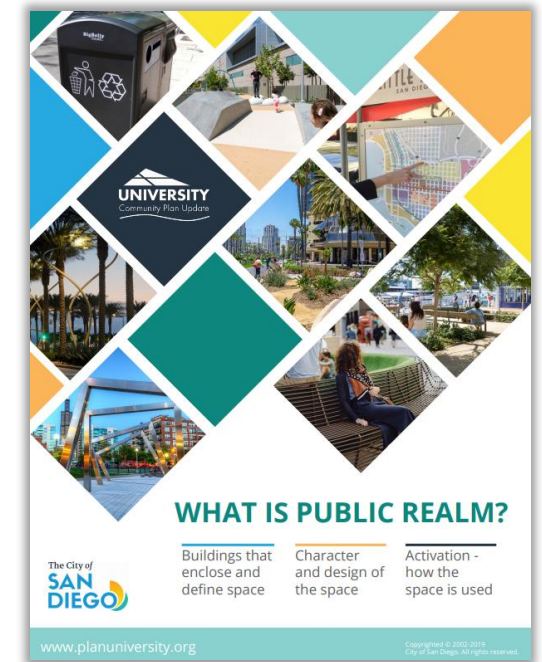
## SUBREGIONAL EMPLOYMENT AREA PROFILE



## MARKET DEMAND STUDY



## STAKEHOLDER INTERVIEWS



## URBAN DESIGN & LAND USE SCENARIOS

visit [PlanUniversity.org](https://planuniversity.org) to view these documents

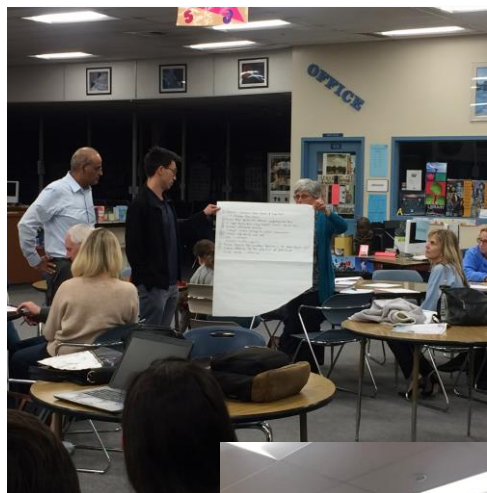


An aerial photograph of a city, likely Los Angeles, showing a dense urban landscape with a mix of residential and commercial areas. A prominent teal-colored rectangular overlay covers the center of the image, serving as a background for the title text. The city features a complex network of roads, including a multi-lane highway on the left, and various green spaces and parks scattered throughout the urban fabric.

# COMMUNITY ENGAGEMENT



# COMMUNITY INPUT



## GENERAL

20+ Stakeholder interviews & 50+ meetings

11 CPU Subcommittee meetings

3,000+ people engaged

## ONLINE SURVEY

1,607 Respondents

500+ Comments

4,187 Pins

## MOBILITY SURVEY

297 Respondents

225 Comments

10 Corridors

# GUIDING PRINCIPLES

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**Renowned  
Institutions**

**Vibrant Mixed-  
Use Urban Core**

**Diversified  
Housing Inventory**

**Center of  
Economic Activity**

**Safe, Integrated  
Mobility System**

**Open Space and  
Recreational  
Areas**

**Sustainable Urban  
Design**



# STAKEHOLDER PARTICIPATION

illumina®

 IRVINE COMPANY  
Since 1864

Hines

HOLOGIC®  
The Science of Sure

cleantech  
SAN DIEGO

Sd  
San Diego  
Regional  
Chamber

 Scripps

CLIMATE ACTION  
C A M P A I G N

KILROY

Qualcomm

UC San Diego

MTS®  
Metropolitan Transit System

Ajinomoto  
BIO•PHARMA  
SERVICES

NAIOP  
COMMERCIAL REAL ESTATE  
DEVELOPMENT ASSOCIATION

Celgene

TECHSAN DIEGO

SANDAG

SAN DIEGO  
REGIONAL  
EDC



ALEXANDRIA®



BIOCOM

HAMMER  
VENTURES

Urban Land  
Institute

San Diego-  
Tijuana

SAN DIEGO STATE  
UNIVERSITY

# MAJOR THEMES – STAKEHOLDER INTERVIEW

Themes	Comments	%
Allow for More Flexibility	61	18%
Collocate Residential in Employment Area	60	17%
Improve Mobility (Transit, Traffic, Biking, etc.)	57	17%
Improve Economic Competitiveness & Talent Retention/Recruitment	55	16%
More Amenities & Better Urban Design	49	14%
Preserve Prime Industrial	31	9%
Increase Diversity of Housing Types	22	6%
Questions	8	2%
	<b>343</b>	<b>100%</b>



An aerial photograph of a city, likely Phoenix, Arizona, showing a mix of urban development, roads, and some undeveloped land. A semi-transparent purple band is overlaid horizontally across the middle of the image, containing the title text in white. The background image shows a complex network of highways and local streets, with various buildings and green spaces scattered throughout.

# DEMOGRAPHICS & COMMUNITY PLANNING AREA



# DEMOGRAPHICS



**70,768** Residents



**26,375** Housing Units



**79,217** Jobs



**2.35** Persons per Household



**11,052** Students Living on Campus  
**4,751** Students/Faculty in Other Housing



**UNIVERSITY CPA**

**DOWNTOWN**





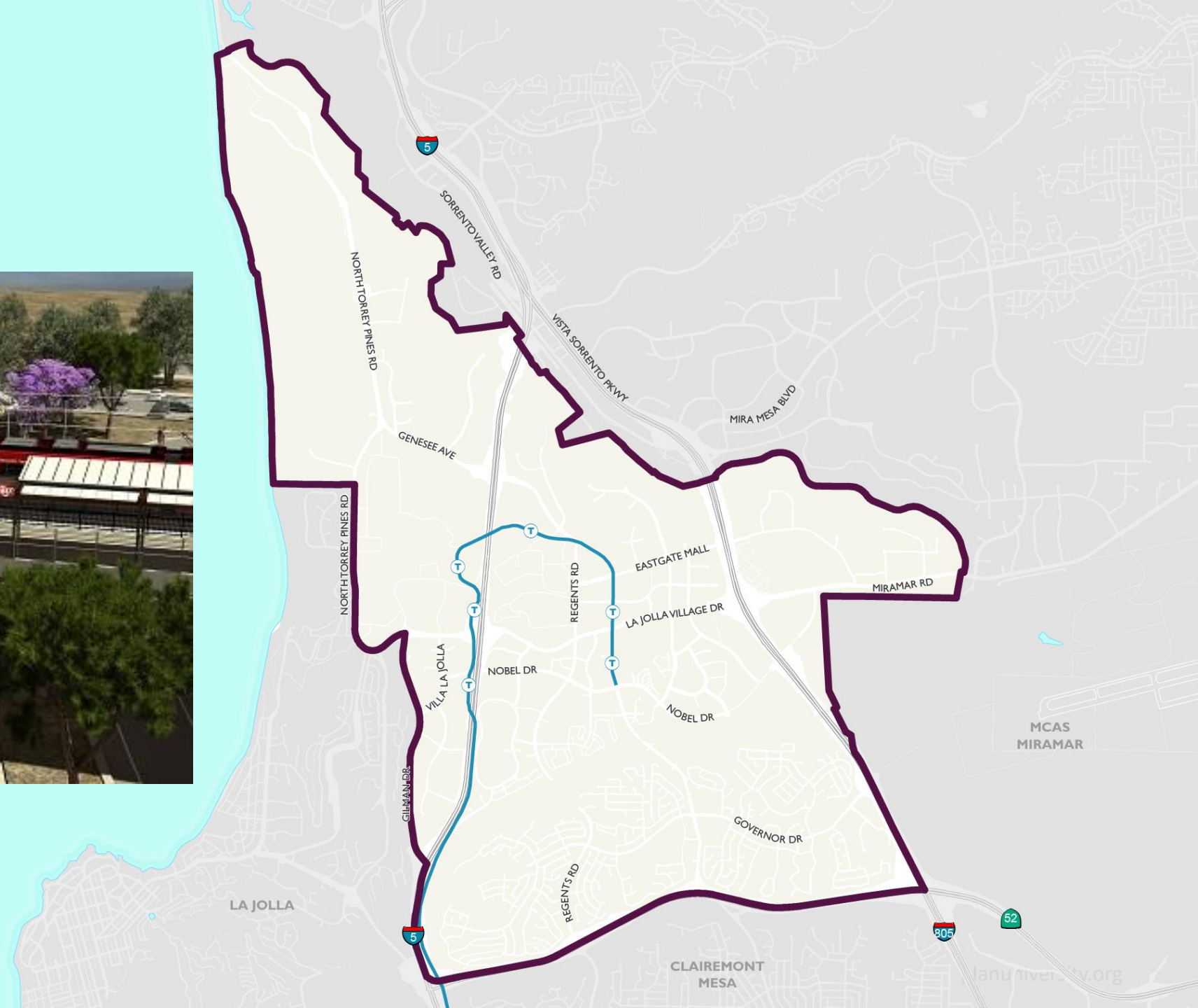
# UNIVERSITY PLANNING AREA

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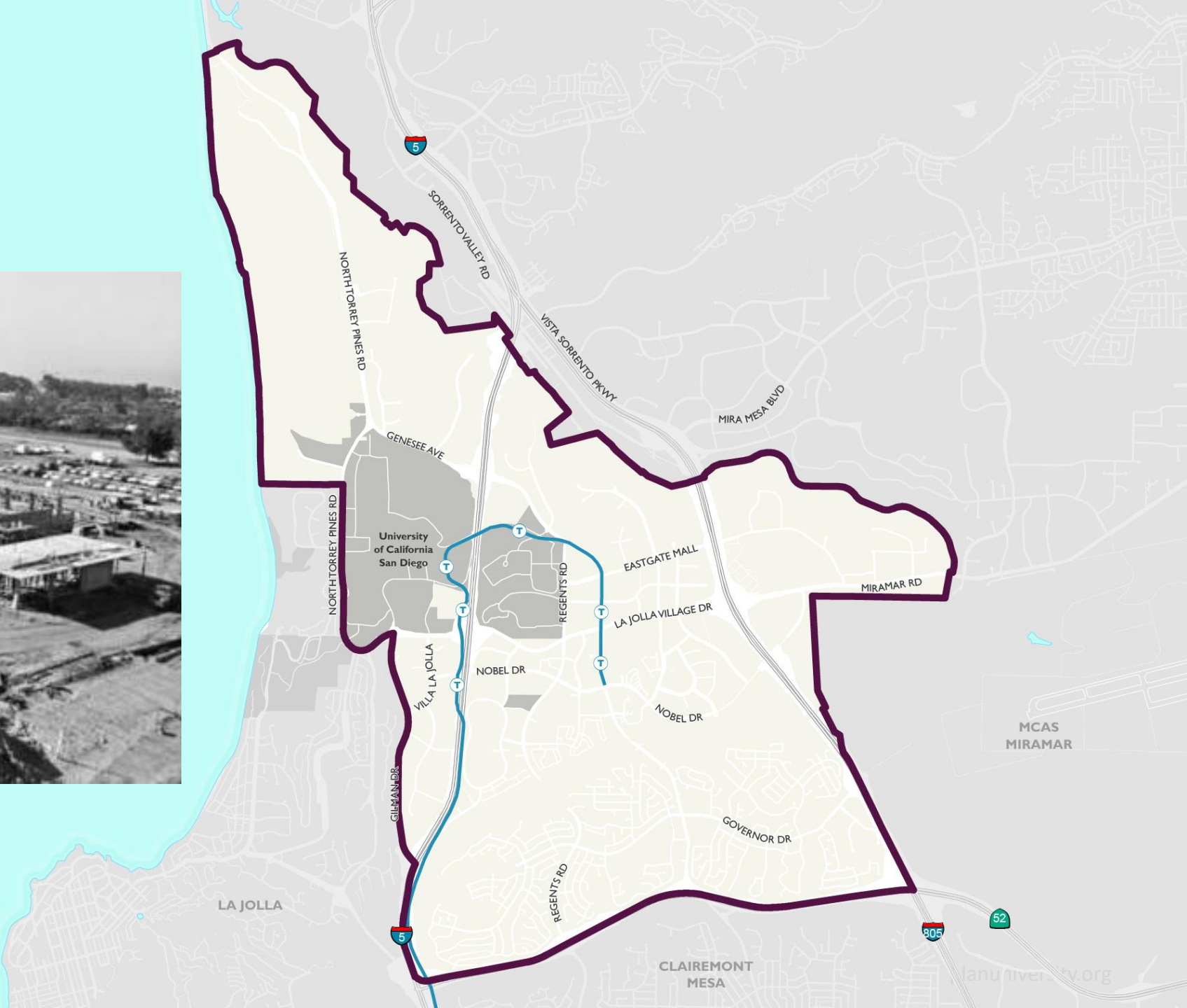


# MID-COAST BLUE LINE EXTENSION





# UNIVERSITY OF CALIFORNIA, SAN DIEGO

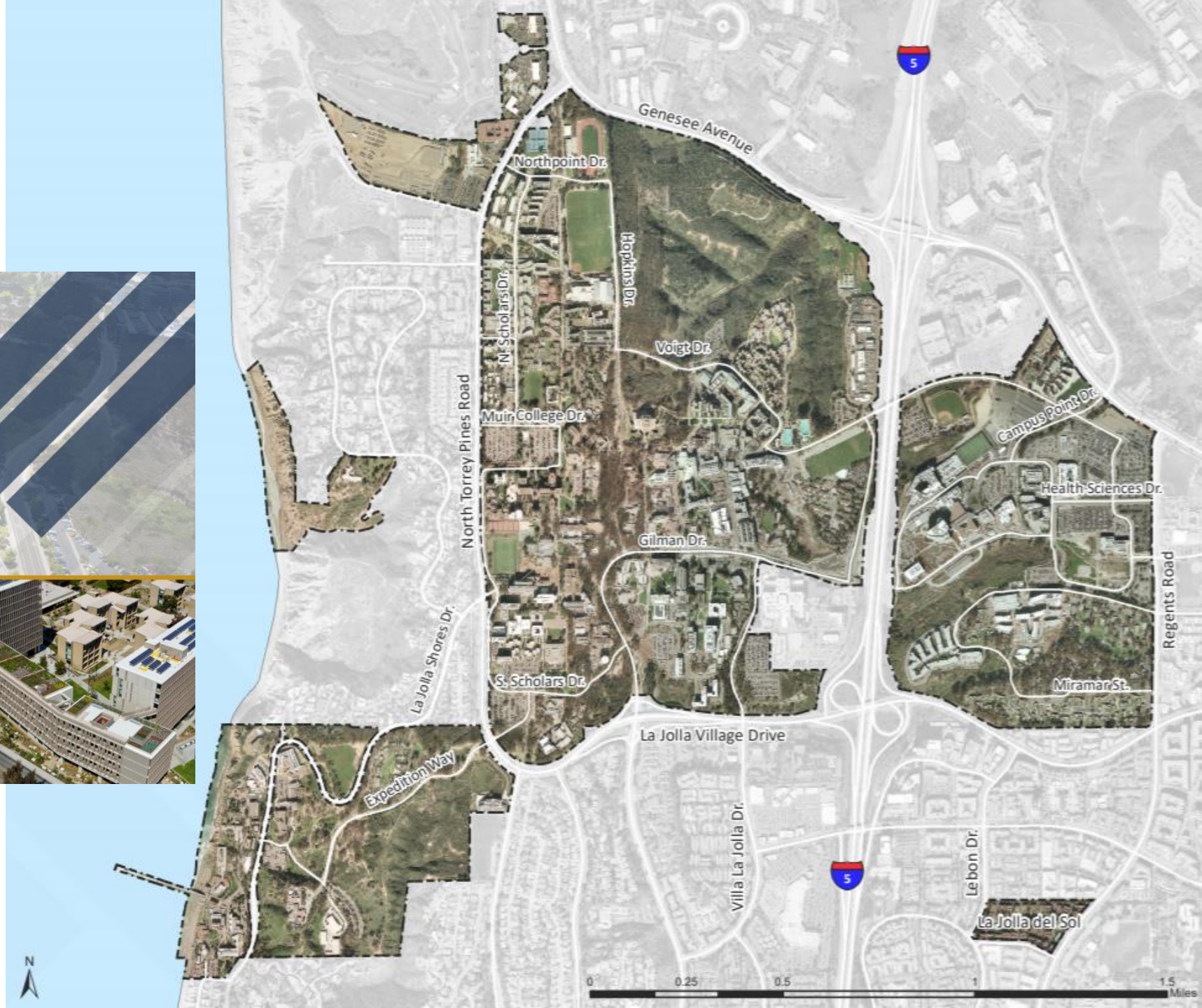




# UCSD LONG RANGE DEVELOPMENT PLAN

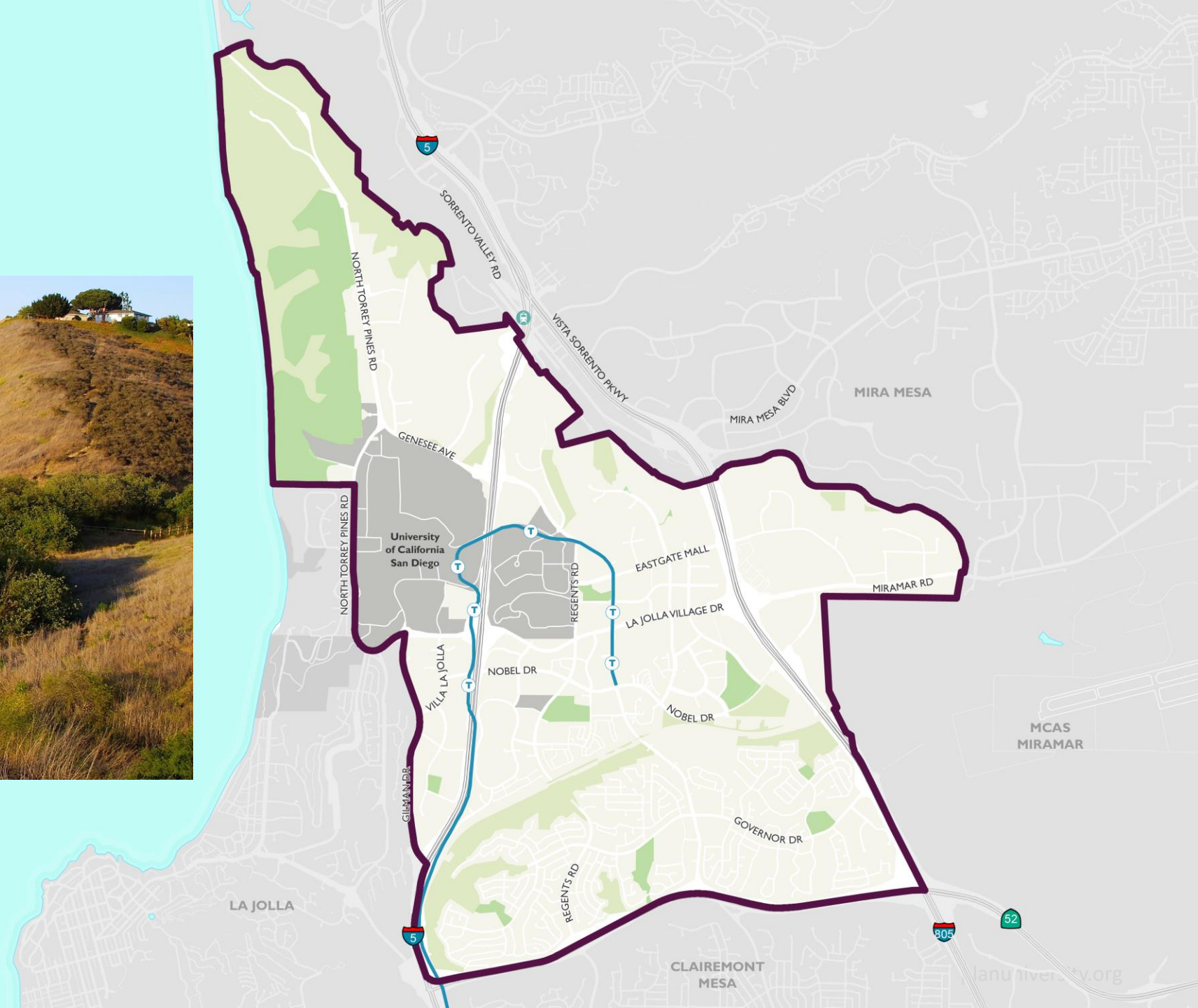
## University of California San Diego 2018 Long Range Development Plan La Jolla Campus

November 2018





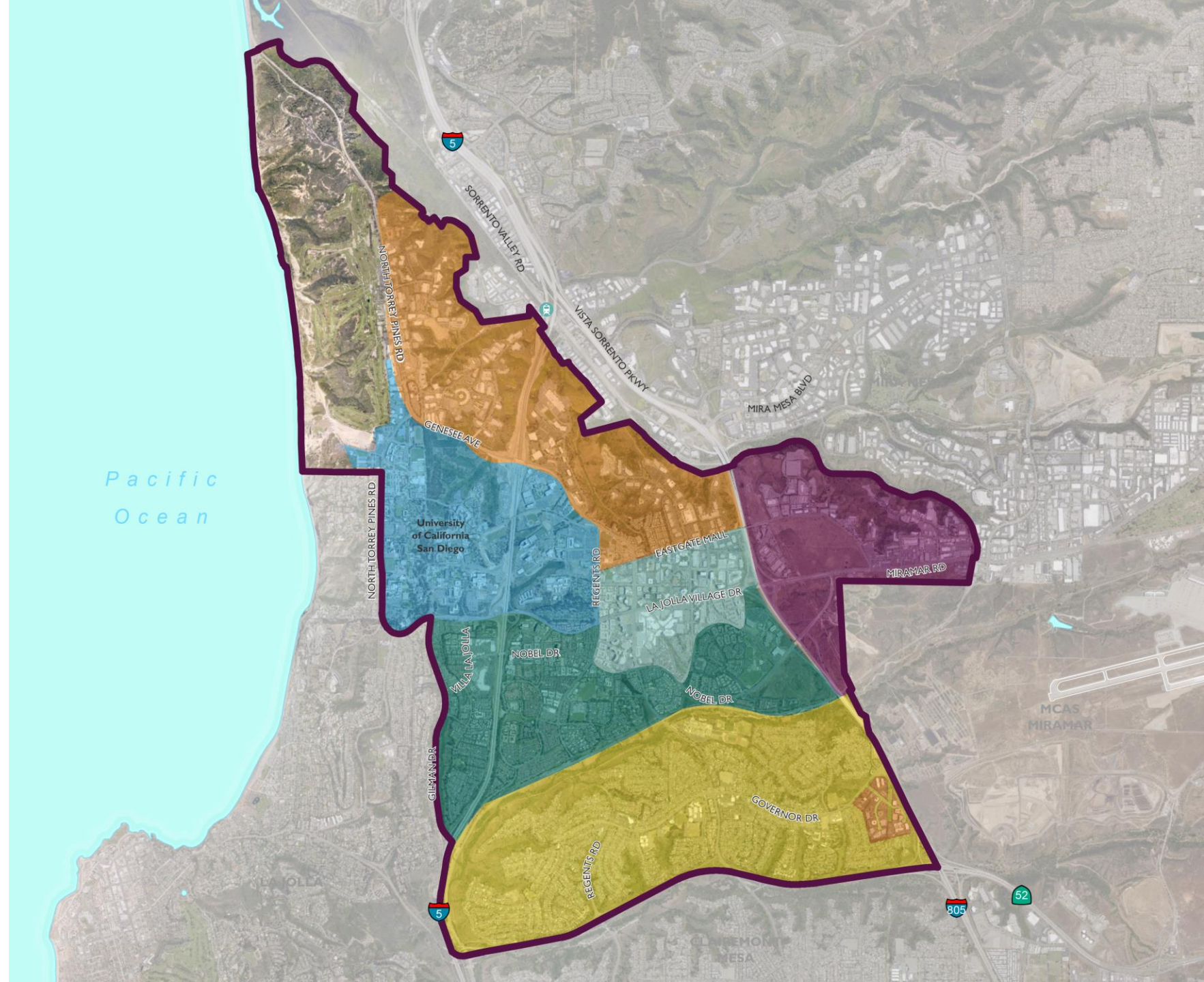
# PARKS & OPEN SPACE





# DISTINCT AREAS

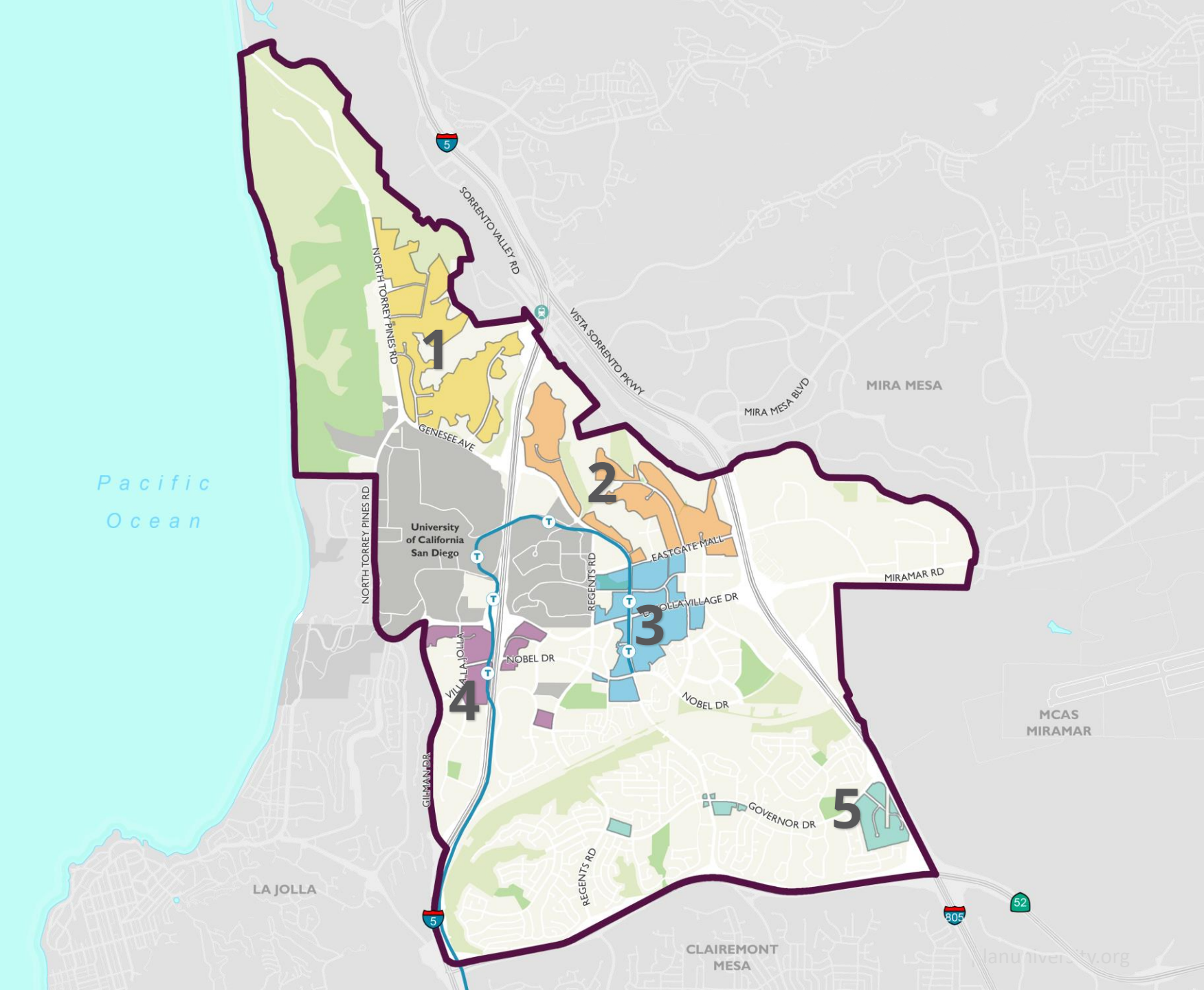
- Single Family Residential
- Multi-Family & Medium Density
- Urban Core – Higher Density
- Light Industrial
- Institutions
- Employment Campuses





# FOCUS AREAS

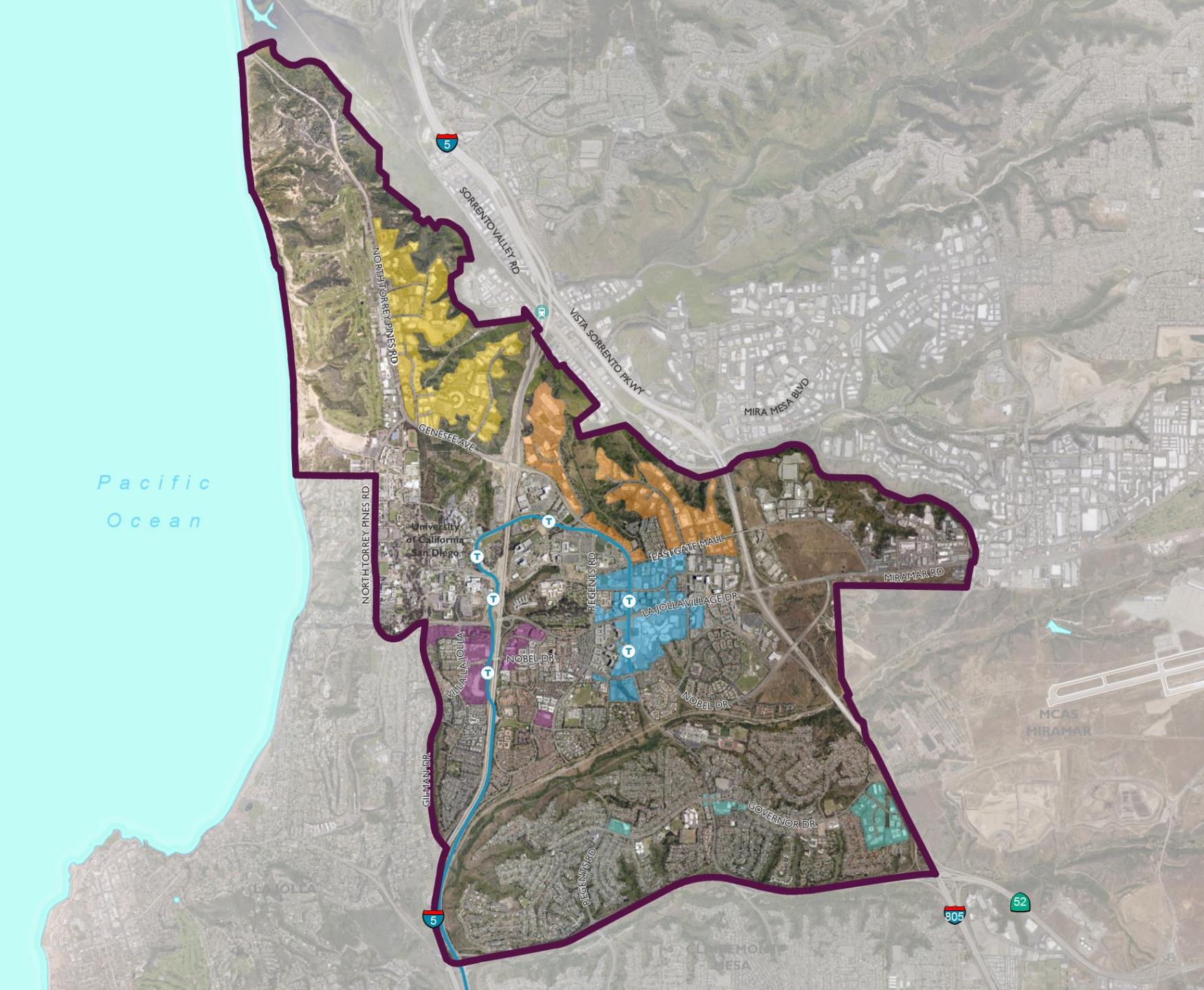
- Focus Area 1
- Focus Area 2
- Focus Area 3
- Focus Area 4
- Focus Area 5





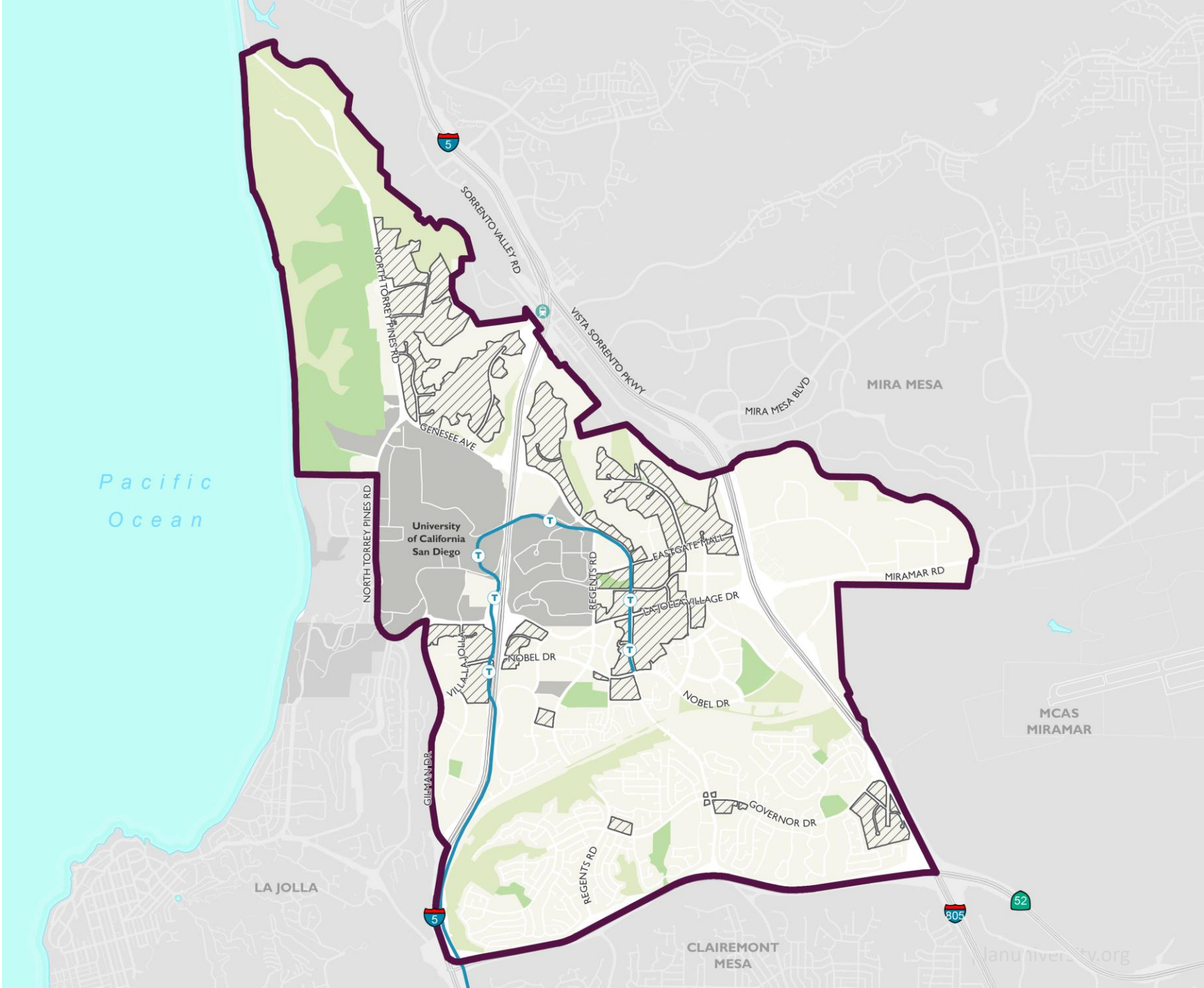
# FOCUS AREAS

- Focus Area 1
- Focus Area 2
- Focus Area 3
- Focus Area 4
- Focus Area 5





# FOCUS AREAS





An aerial photograph of a city, showing a mix of urban development, roads, and green spaces. A semi-transparent dark blue horizontal band runs across the middle of the image, serving as a background for the title text. The text is in a large, bold, white sans-serif font.

# LAND USE CONSTRAINTS & OPPORTUNITIES



# LAND USE REGULATORY & POLICY CONSTRAINTS

**COASTAL HEIGHT  
LIMIT & COASTAL  
ZONE**

**PRIME  
INDUSTRIAL**

**AIRPORT LAND USE  
COMPATIBILITY  
PLAN**

**UNIVERSITY  
COMMUNITY PLAN**

**LOCAL COASTAL  
PROGRAM**

**ENCROACHMENT OF  
INCOMPATIBLE USES**

**NOISE**

**RESTRICTION ON  
DEVELOPMENT INTENSITY**

**SAFETY ZONE**

**LAND USE & ZONING**

**AIRSPACE**



# COASTAL ZONE

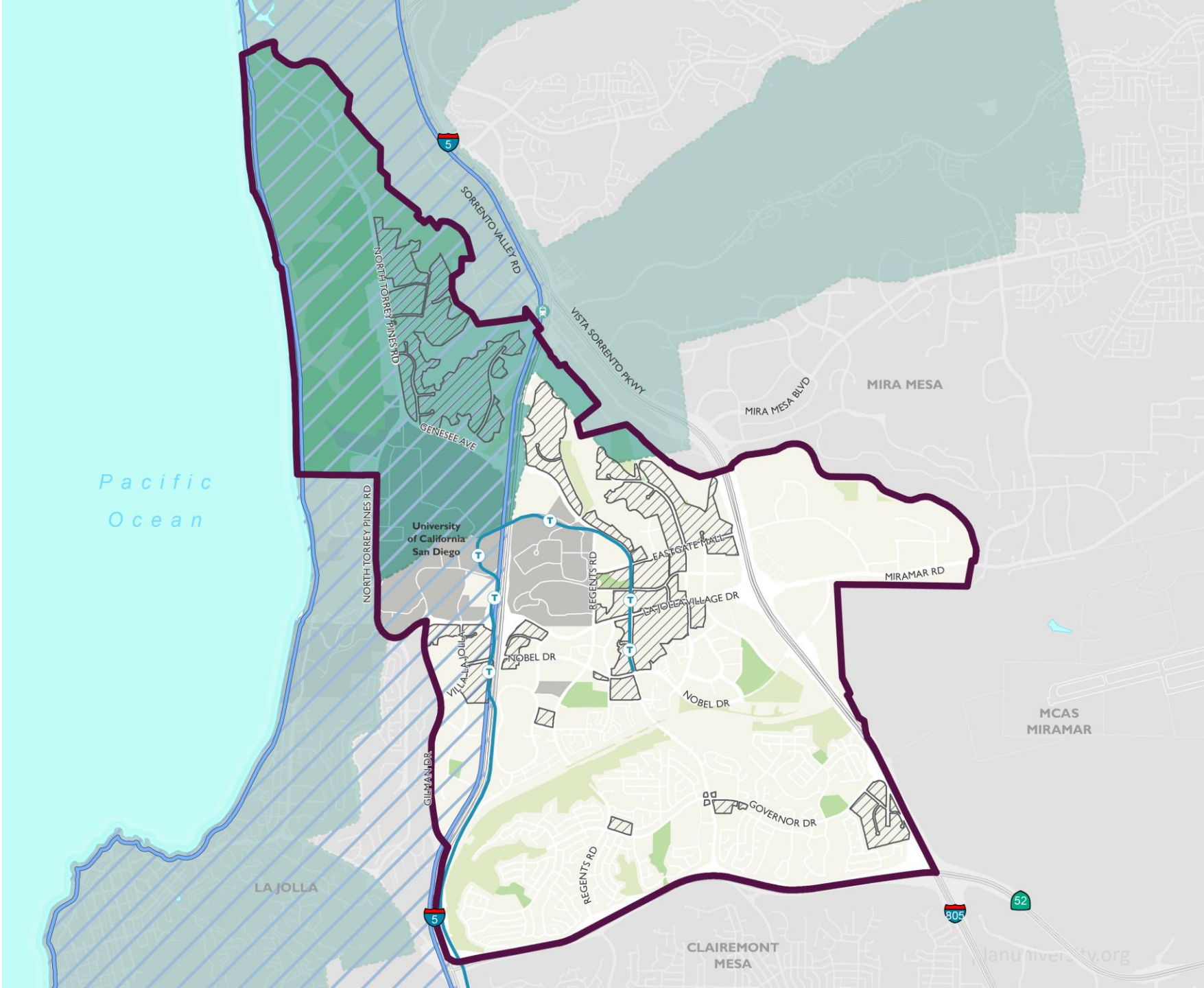
- 30' Coastal Height Limit for Development



Coastal Height Limit



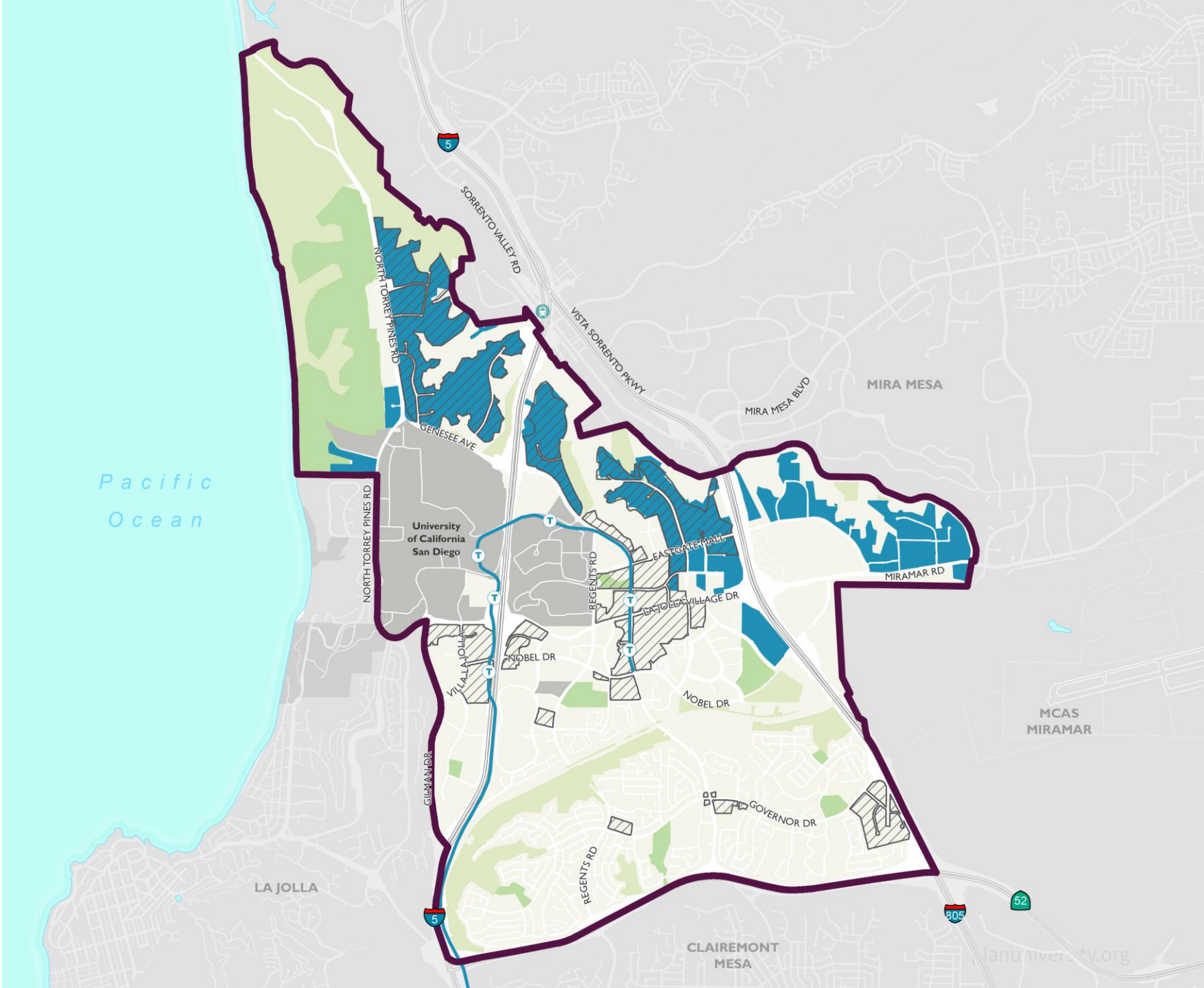
Coastal Zone Boundary



# PRIME INDUSTRIAL



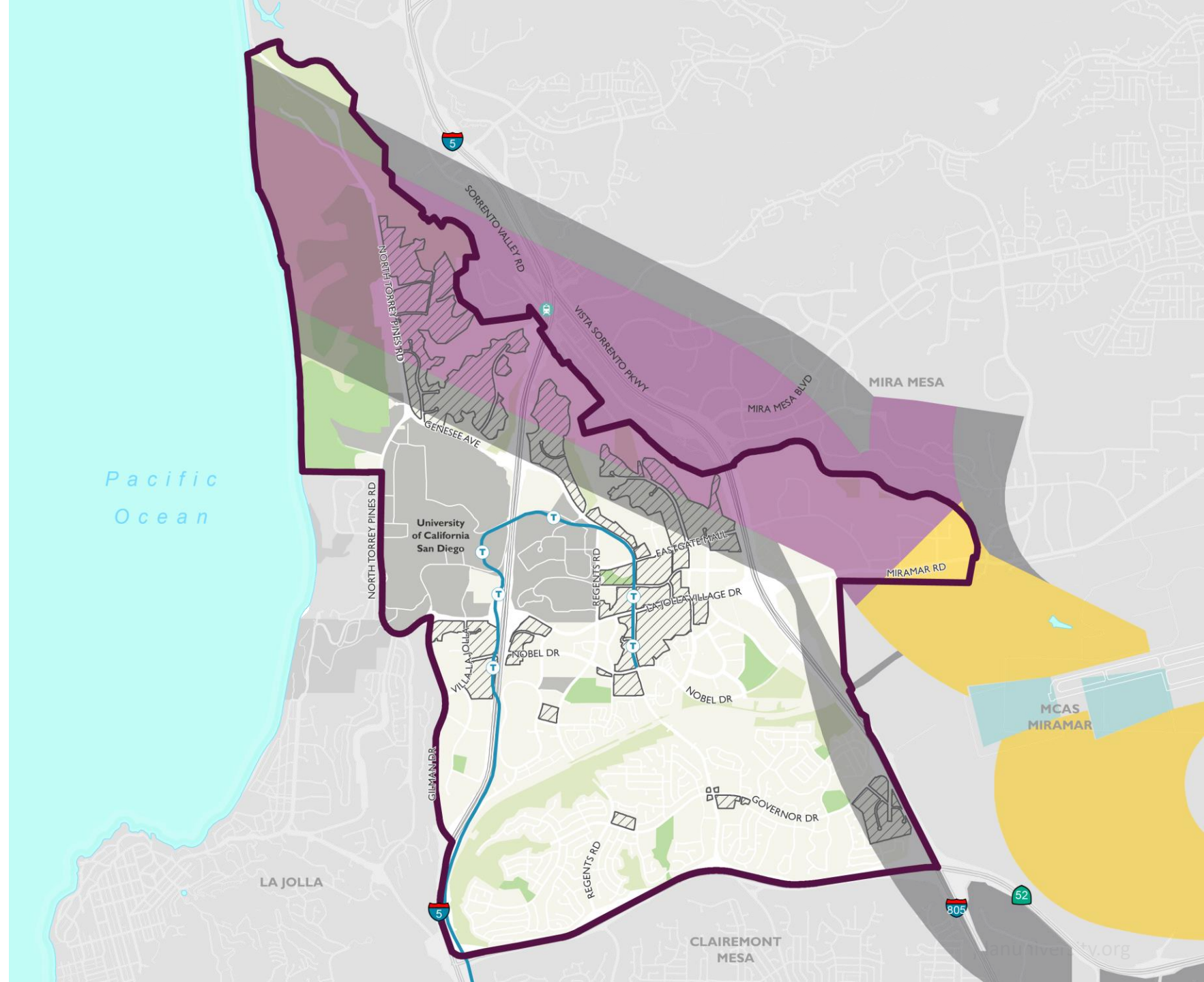
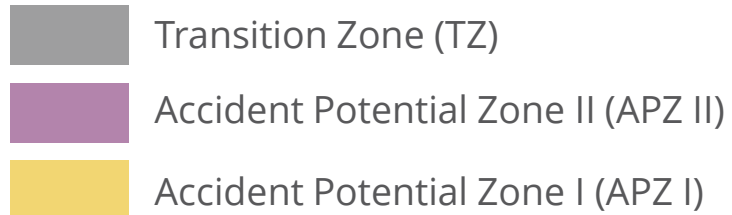
Prime Industrial





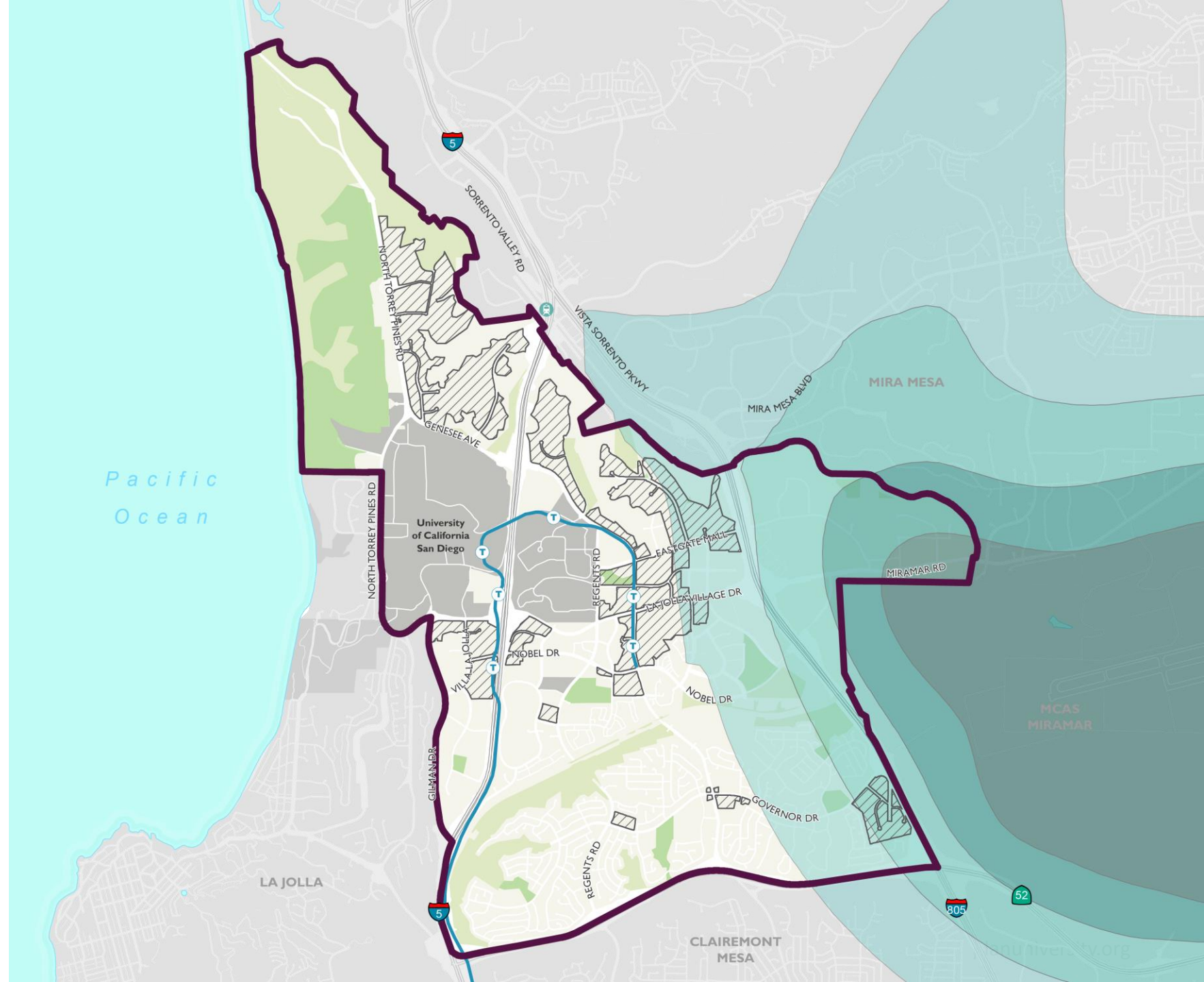
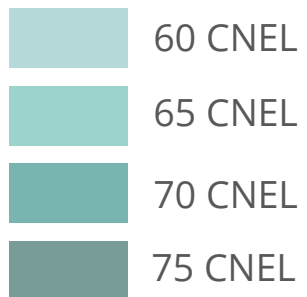
# SAFETY ZONES

- Safety zone limit uses & development intensity



# NOISE CONTOURS

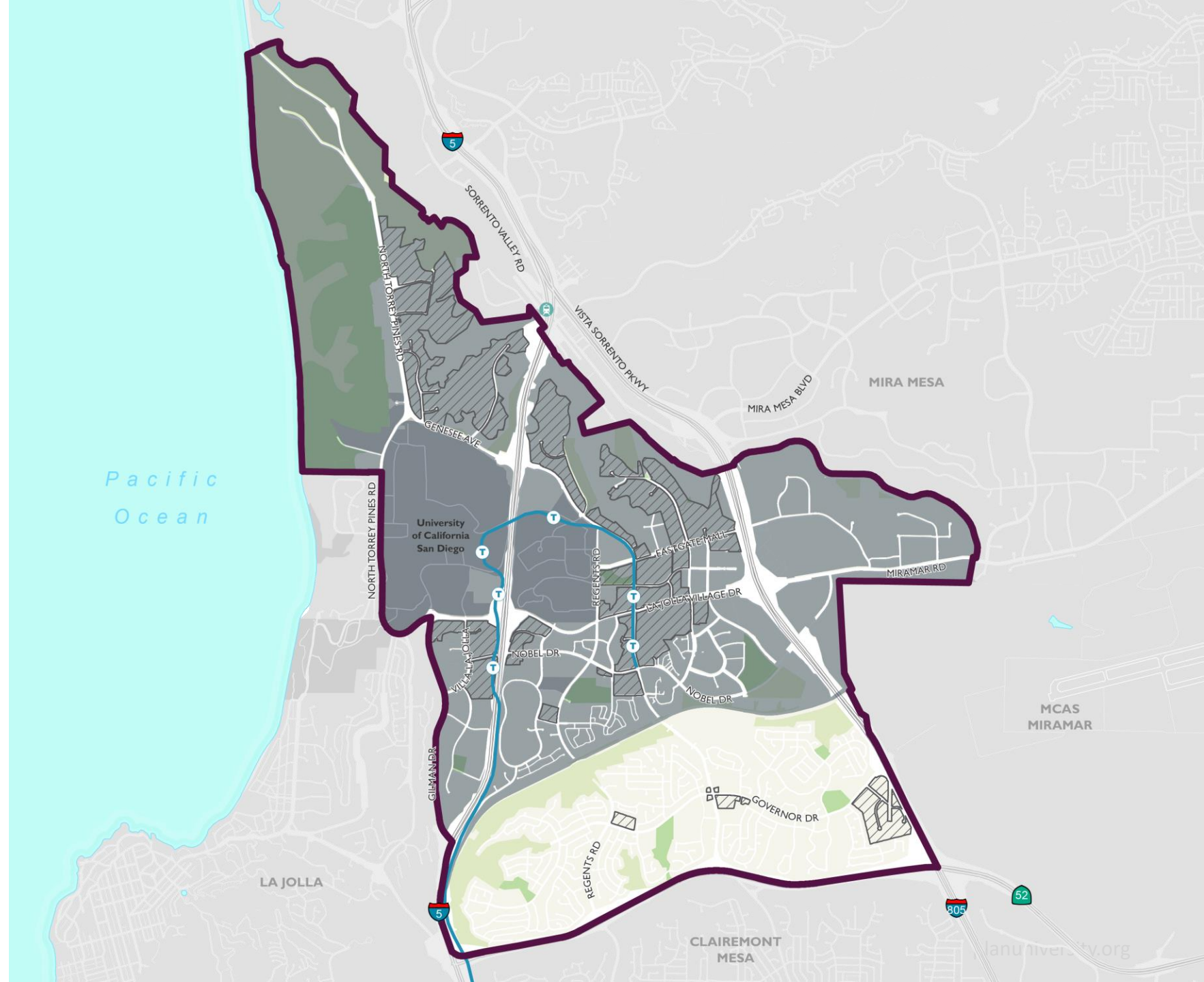
- Noise Contours limit uses & development intensity
- Projects require noise attenuation
- Residential use prohibited => 65 CNEL





# COMMUNITY PLAN IMPLEMENTATION OVERLAY ZONE

- University CPIOZ  
(Community Plan  
Implementation Overlay  
Zone)
  - Limits uses &  
development  
intensity



# LAND USE & ZONING OPPORTUNITIES







# ECONOMIC CONTEXT & TRENDS

## FORUM ON LAND USE & ECONOMIC PROSPERITY

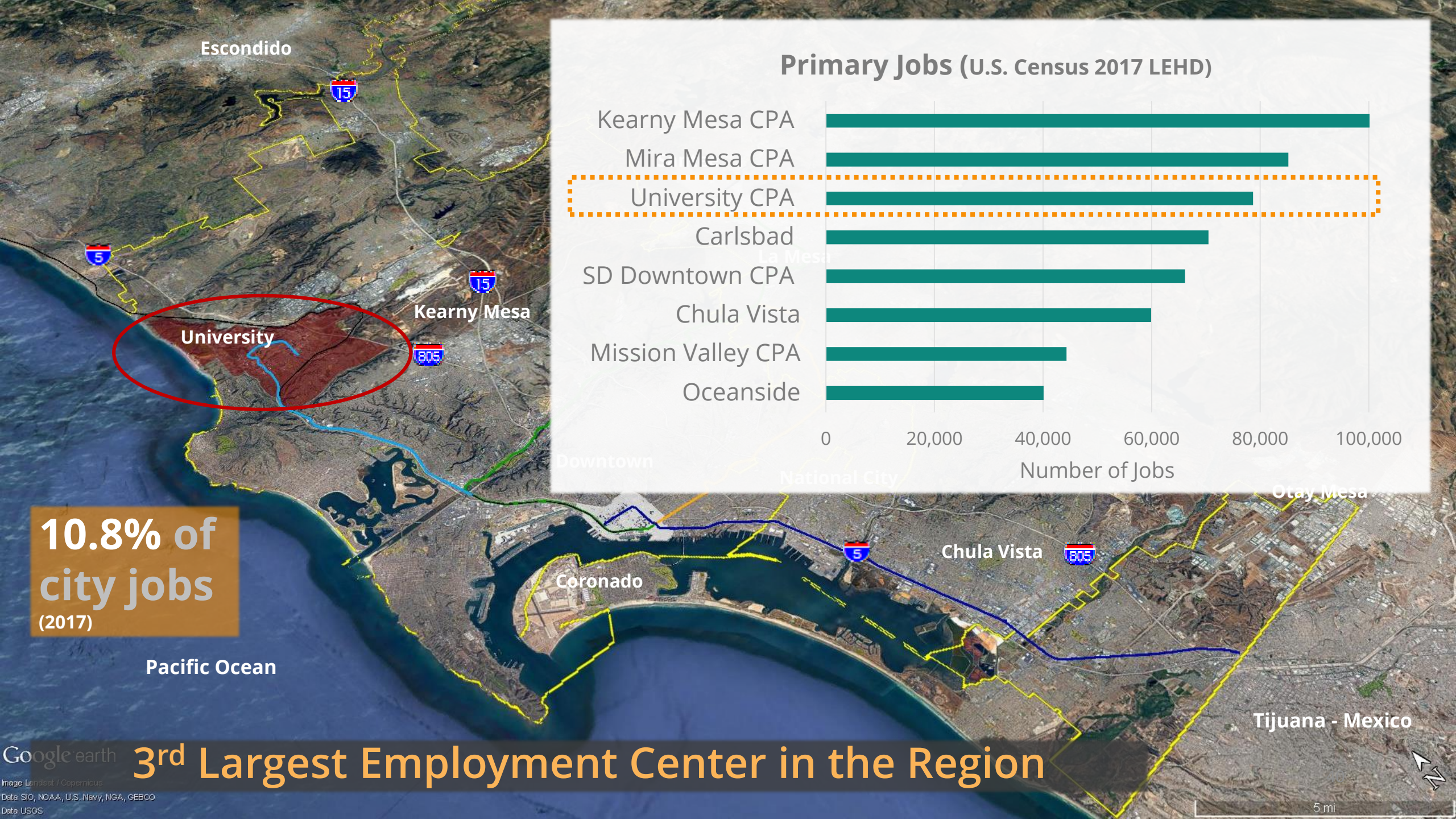
Alex Frost, Senior Planner, Planning Department



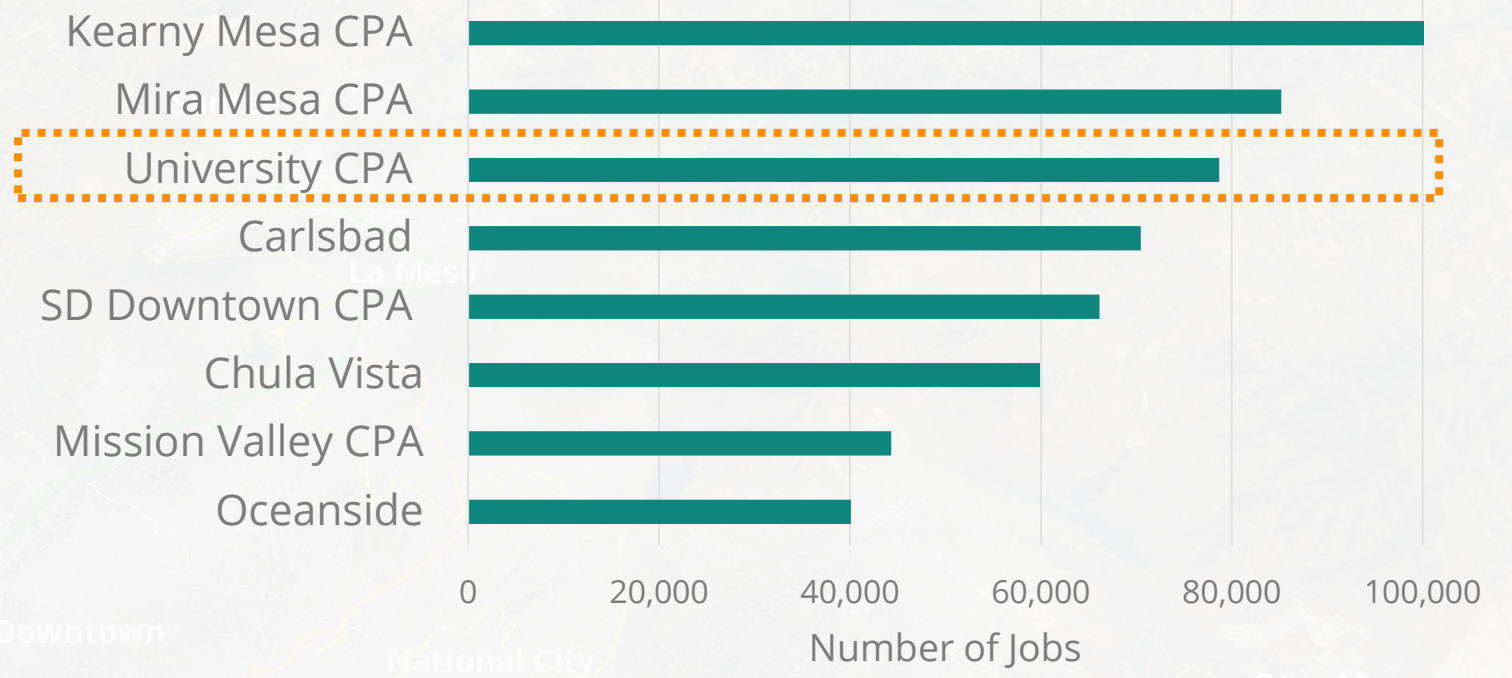
# What are the most important opportunities for the University Community Plan Area?







### Primary Jobs (U.S. Census 2017 LEHD)



**10.8% of city jobs**  
(2017)

Pacific Ocean

Tijuana - Mexico

Google earth

Image Landsat / Copernicus  
Data SIO, NOAA, U.S. Navy, NGA, GEBCO  
Data USGS

**3<sup>rd</sup> Largest Employment Center in the Region**

5 mi



# KEY INDUSTRY CLUSTERS



**UCSD**



**Health  
Care**



**Life  
Science**



**Tech**



**Finance  
(FIRE)**



## Local Research Institutes\*

- UCSD – **9<sup>th</sup> best** in biomedical research **worldwide**
- Scripps Research – **29<sup>th</sup> best** biomedical research **worldwide**
- Salk Institute – **98<sup>th</sup> best** in biomedical research **worldwide**



Image: UCSD Webpage

## San Diego #3 Life Science Cluster

1. Boston-Cambridge
2. San Francisco Bay Area
3. San Diego
4. New Jersey
5. Raleigh-Durham
6. Washington, D.C.-Baltimore
7. New York City (and surrounding areas)
8. Philadelphia
9. Los Angeles
10. Chicago

### Primary Life Science Cluster





# COMPETING LIFE SCIENCE HUBS

## Top Life Science Cluster



## Emerging Life Science Hub



- Dynamic mixed-use districts
- Creating places that attract & retain talents



Image 4: ARE

Image 1: <https://www.bisnow.com/boston/news/office/exclusive-foundation-medicine-enters-seaport-amid-talks-of-big-life-science-campus-98107>

Image 2: <https://courbanize.com/projects/mit-kendall-square/information>

Image 3: <https://www.bizjournals.com/houston/news/2019/03/26/here-s-how-houston-s-life-sciences-sector-ranks-on.html>

Image 5: <https://www.bizjournals.com/sanfrancisco/news/2017/03/20/uber-golden-state-warriors-alexandria-are-biotech.html>





The Life Sciences Corridor is Platinum Rated, the highest rating given by MassBio as part of it's BioReady Communities Campaign



The Life Science Corridor is connected by the Massachusetts Bay Transit Authority Red Line.

This subway line serves as a connective link between participating communities.

Click on a city to reveal additional addition information about its role in the Life Science Corridor





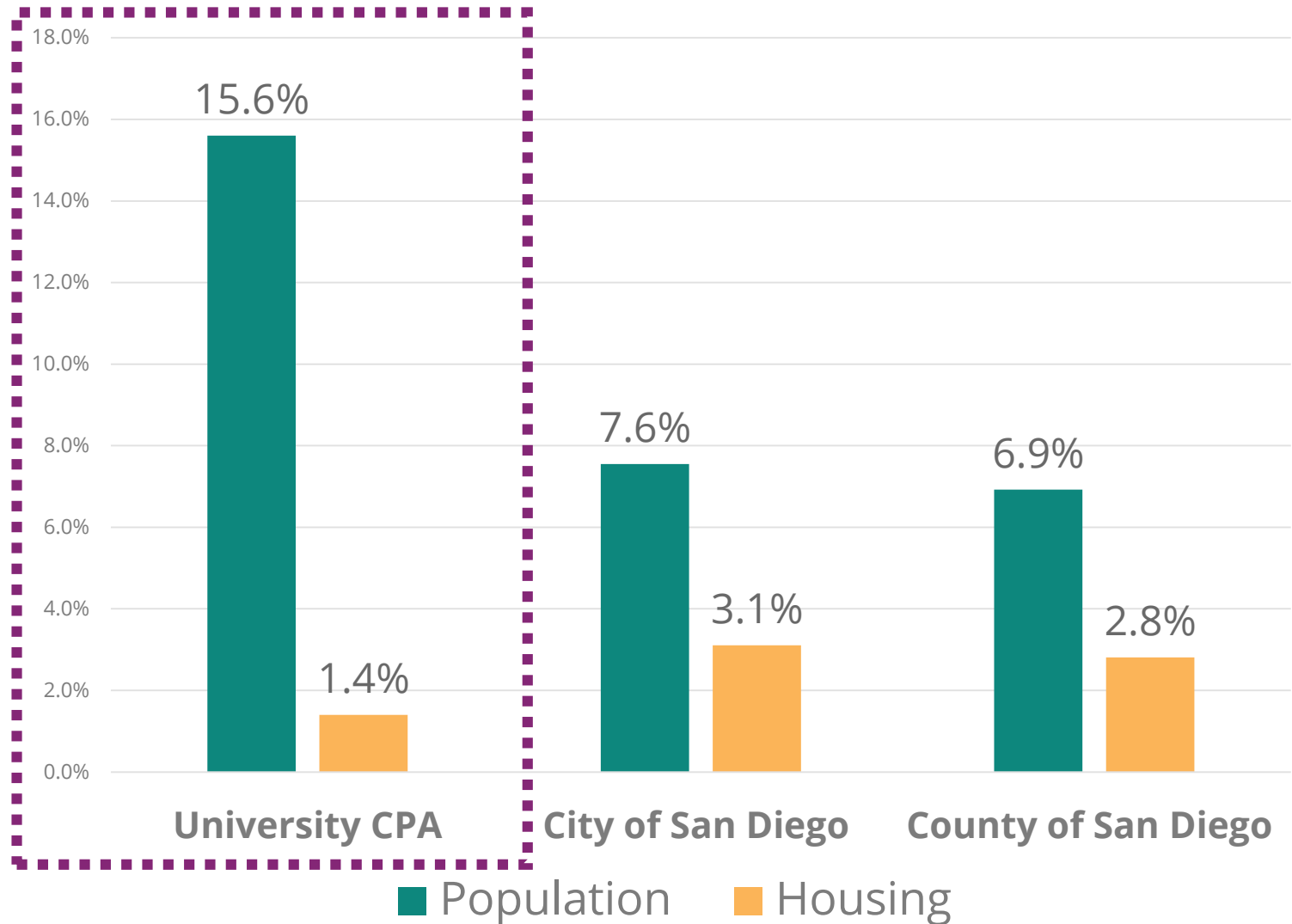
An aerial photograph of a city, likely Las Vegas, showing a mix of urban development, highways, and desert landscape. A large, semi-transparent orange rectangle is overlaid in the center, containing white text. The text is arranged in three lines, with the first line being the largest and most prominent.

# CHALLENGES & OPPORTUNITIES: JOBS- HOUSING IMBALANCE



## Between 2010 to 2017:

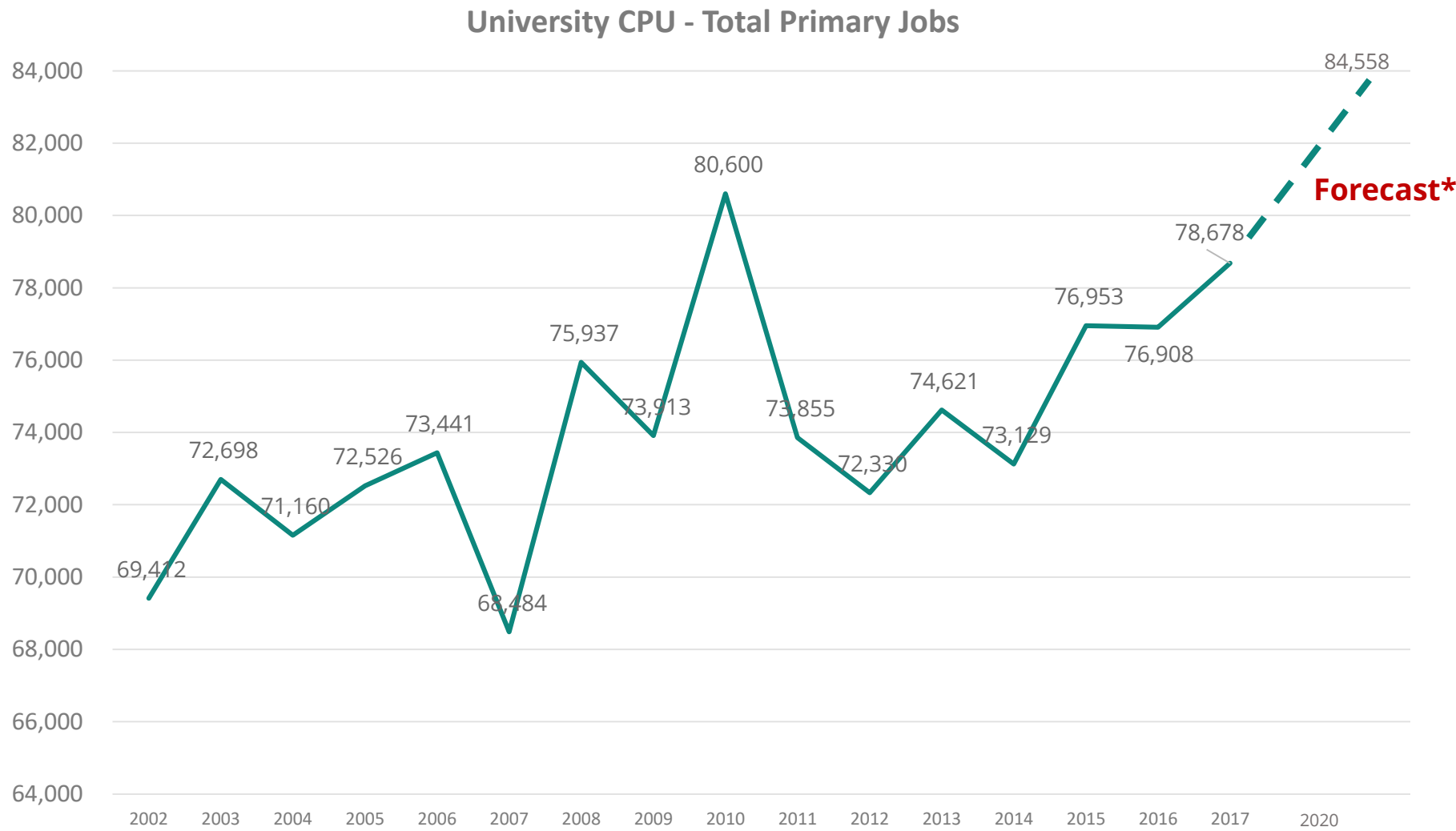
- Population grew 2x faster than City & County
- Housing growth not keeping pace with population growth
- Jobs-Housing Imbalance (3 jobs/1 housing)





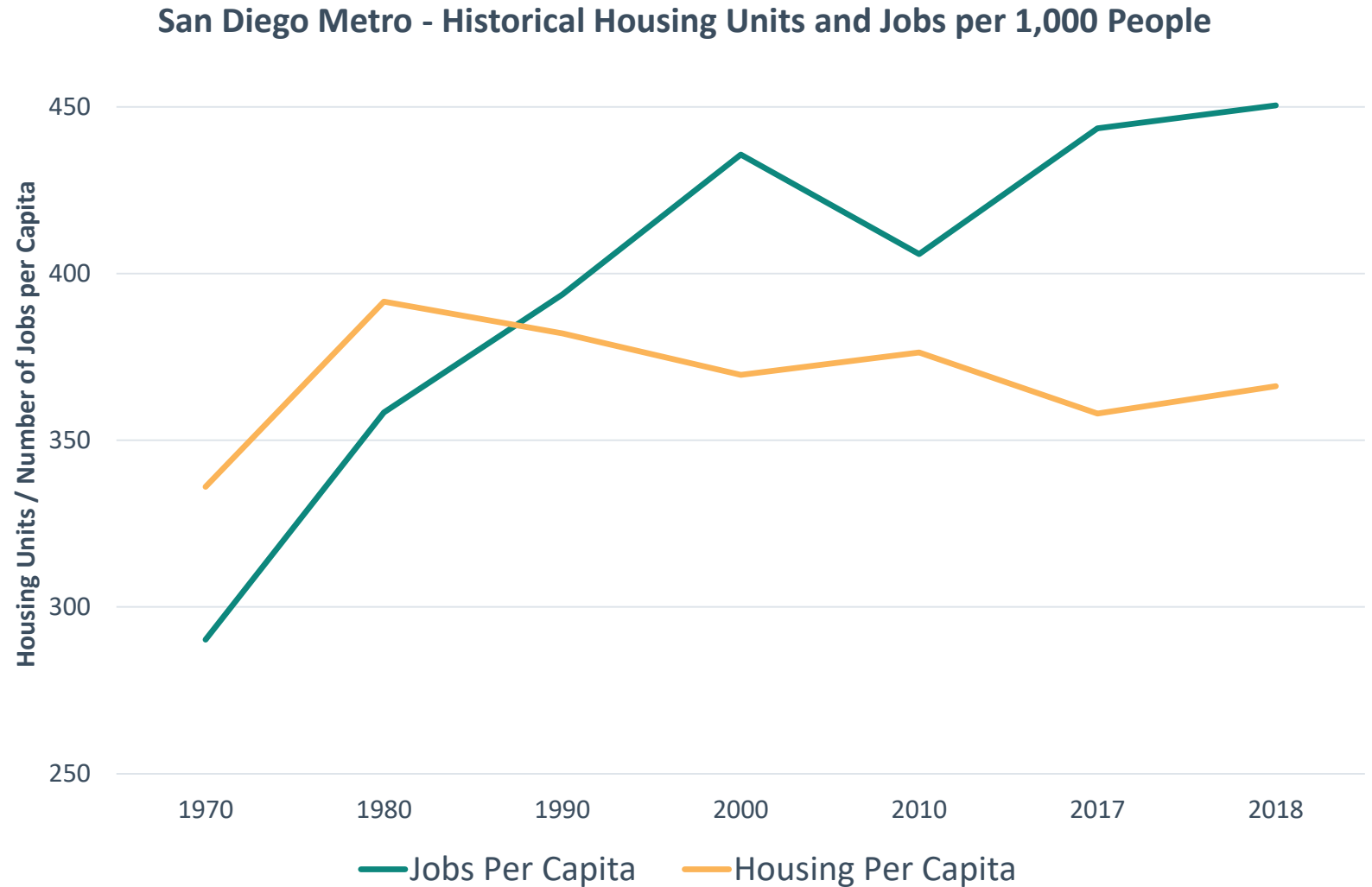
# EMPLOYMENT GROWTH – 2002 TO 2020

20%  
employment  
growth  
between  
2002 to 2020



## Plenty of Jobs, Not Enough Housing

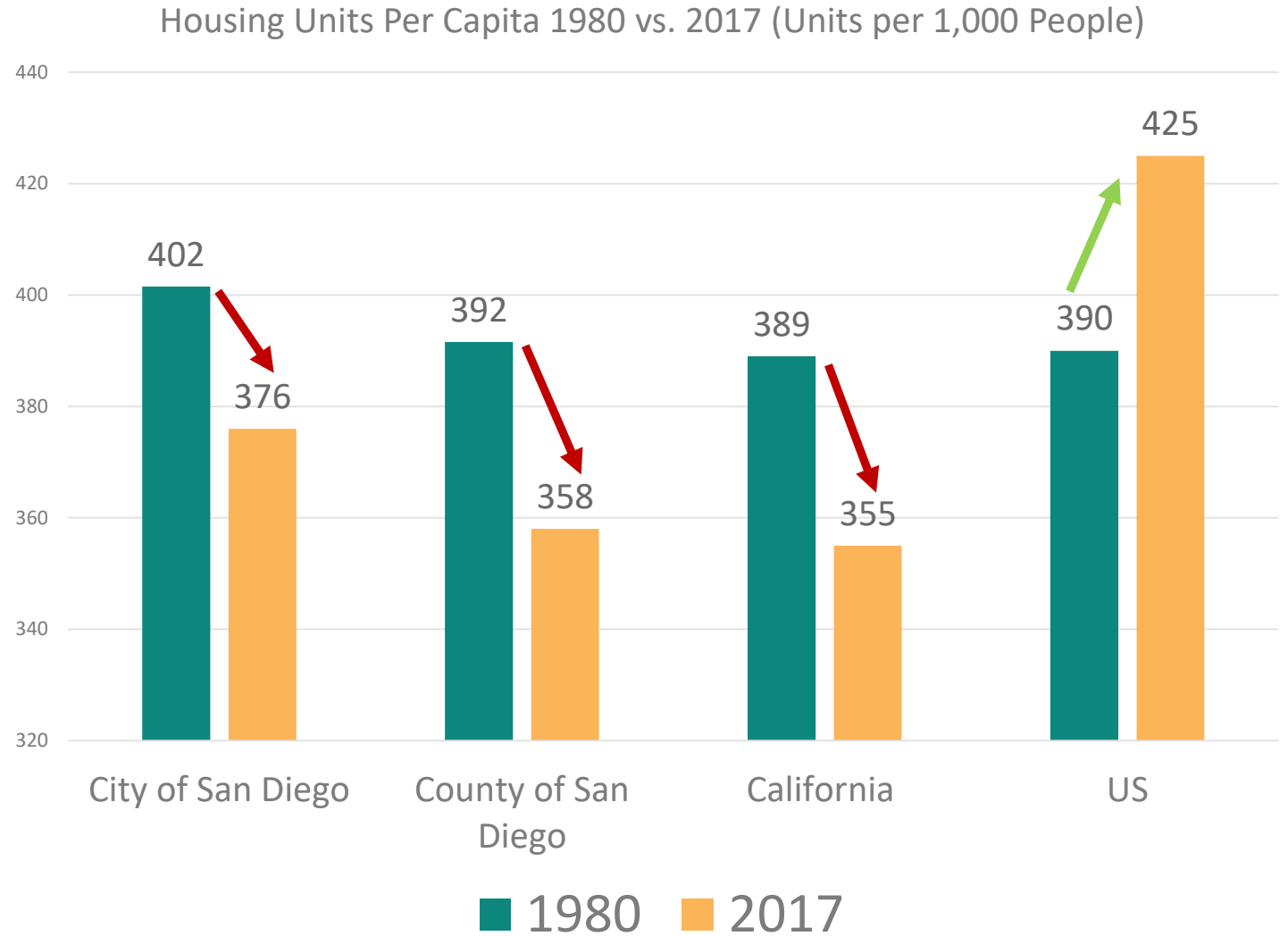
- Housing per capita peaked in 1980
- Between 1980 to 2018, housing access declined by 6.5%, while employment increased by 25.7%





## Housing Access

- San Diego and California show long-term decline in housing access, while the U.S. shows an 8.2% increase.



## Housing Need

According to the latest State of California & SANDAG's Regional Housing Needs Assessment (RHNA), the City of San Diego needs to build **107,901 housing units** by 2029.

### FACT SHEET

The City of  
**SAN DIEGO**  
Mayor Kevin L. Faulconer

## Mayor Kevin L. Faulconer's 'Housing SD' Plan

### BUILDING OUR BETTER FUTURE STARTS HERE

Over the past decade, new housing development has not kept pace with job or population growth, resulting in housing costs that have increased at a much faster rate than income levels. With a growing population and a county median home price well over \$500,000, more and more families are finding it increasingly difficult to find an affordable place to live in San Diego. Additionally, many economic analysts have reported that the single greatest threat to our region's economy is the high cost of local housing.

Since taking office, it has been a priority of this administration to improve the government functions that directly impact new development. A major focus has been placed on the performance and operations within the Development Services Department (DSD) and over the past several years, many positive changes and new policies have been implemented to improve these functions. Some of these changes include streamlined processing of certain permits through self-certification programs, simplification of fee structures by reducing the total number of fees and converting over 60 deposit accounts to flat fees, improved customer service training and additional operating hours on certain nights and weekends, as well as implementing new technologies like OpenDSD and the soon to be online Accela which will improve information and data sharing.

The City's Planning Department also has an impact on new development. Community plan updates are critical to providing a clear framework for new projects to follow. Currently, the majority of the City's community plans are woefully outdated, adding major uncertainty to new housing projects looking to comply with City code. A renewed effort is already underway to update these plans. Since 2014, nine community plans have been updated<sup>1</sup> and six more are currently being worked on. In the prior ten years only the Downtown Community Plan was updated. The Mayor has also made a commitment to speed up how long it takes to complete community plan updates and set a three year timeline for the process. In the past, some plans have taken as long as nine years to complete updates.

These changes will help bring about positive momentum in the number of new housing units that San Diego is developing but they are not enough on their own. More action is necessary to help San Diego get out of its housing crisis and improve housing affordability for its citizens. This housing plan and the policies outlined below will provide new tools for developing additional housing. It is critical that these policies be implemented if San Diego is to overcome this hurdle and help provide the new housing it so desperately needs.

<sup>1</sup> Otay Mesa '14; Ocean Beach '14; Navajo '15; Southeastern '15; Encanto '15; North Park '16; Uptown '16; Golden Hill '16; San Ysidro '16.



## Housing Need

- **44%** of San Diego **millennials** are **considering leaving** San Diego **in the next two years**
- 68% identify affordable housing options as one of the top three reasons they were considering a move



<https://sdchamber.org/wp-content/uploads/2019/05/Millennials-at-Work-Report.pdf>



An aerial photograph of a city, likely Las Vegas, showing a mix of urban development, including residential areas, commercial buildings, and infrastructure like highways. A semi-transparent green rectangular overlay covers the middle portion of the image, serving as a background for the title text.

# CHALLENGES & OPPORTUNITIES: INDUSTRIAL LAND SUPPLY



## Key Metrics:

- Land Zoned for Industrial (Acre)
- Size of Municipality
- Population
- Employment

## Comparison Cities Criteria:

- Competition for Science & Tech Talent
- Similar Cost of Living Index



# COMPARISON CITIES



**San Diego**



**San Francisco**



**Denver**



**Austin**



**Los Angeles**



**San Jose**



**Portland, OR**



**Seattle**



**Chicago**



**Boston**

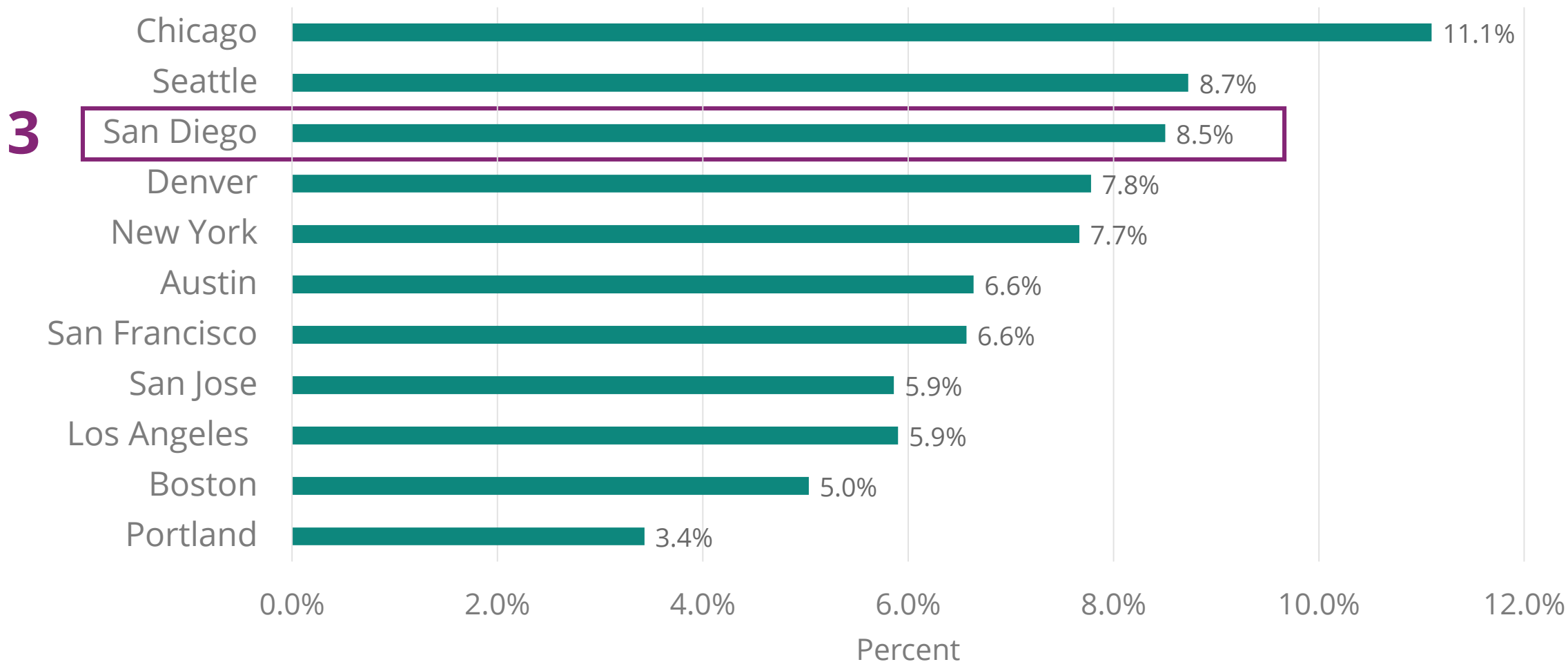


**New York**



# RESULT – PERCENT OF CITY ZONED INDUSTRIAL

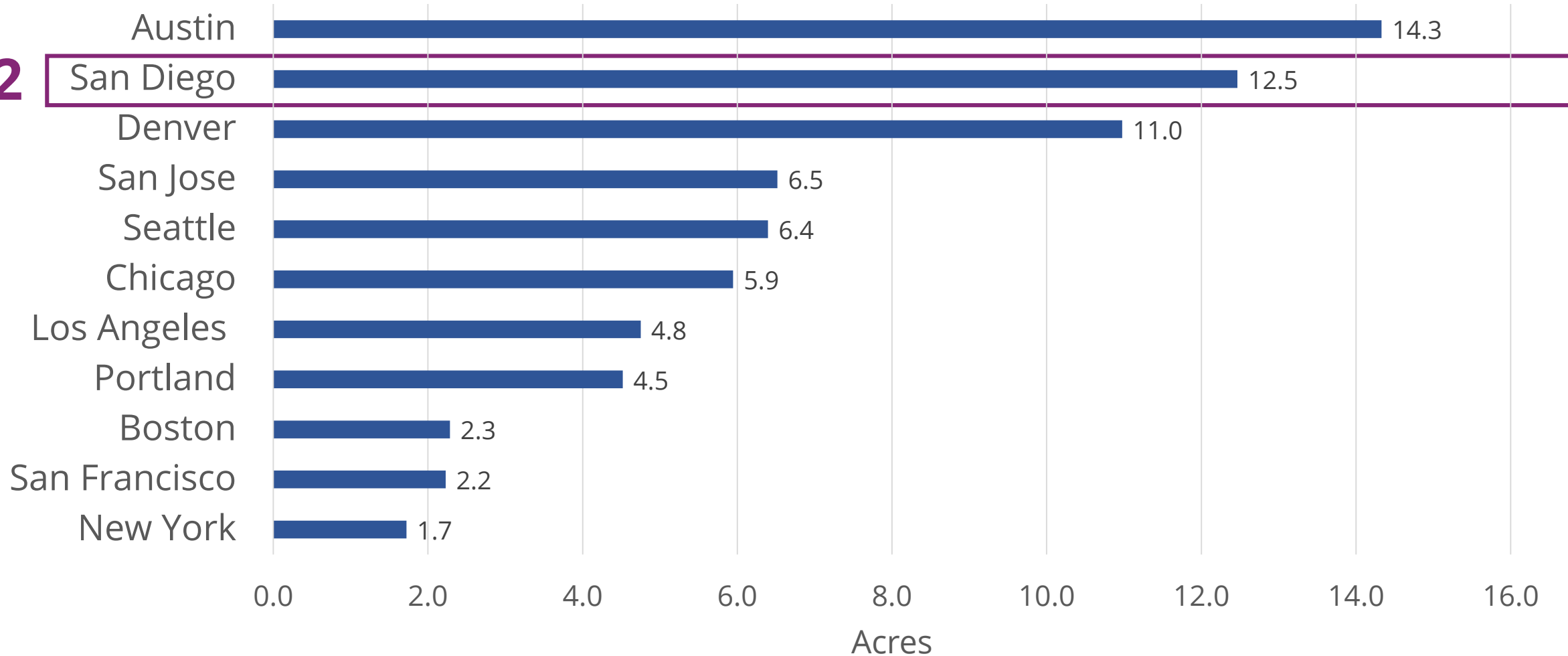
Percent Industrial Zoning



# RESULT – INDUSTRIAL ZONING PER CAPITA

Industrial Zoning Per 1,000 People (Acres)

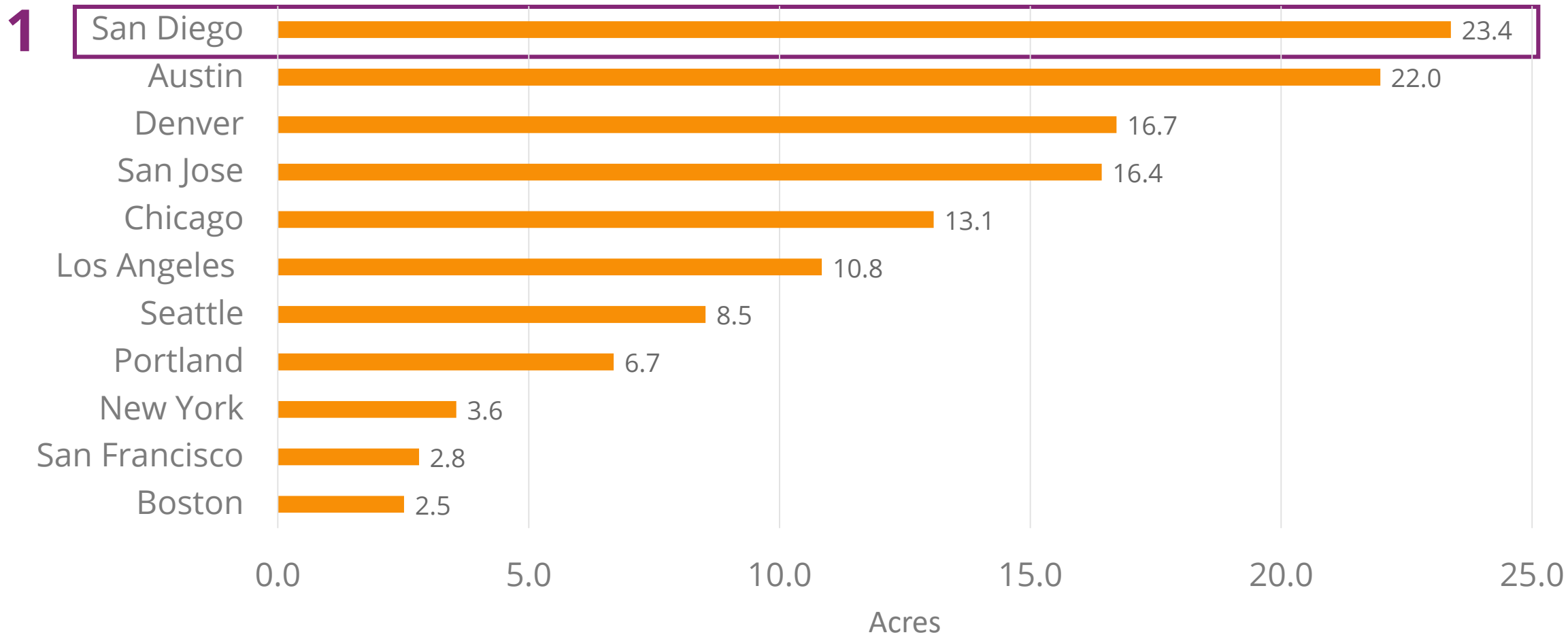
2





# RESULT – INDUSTRIAL ZONING PER CAPITA

Industrial Zoning per 1,000 Jobs (Acres)



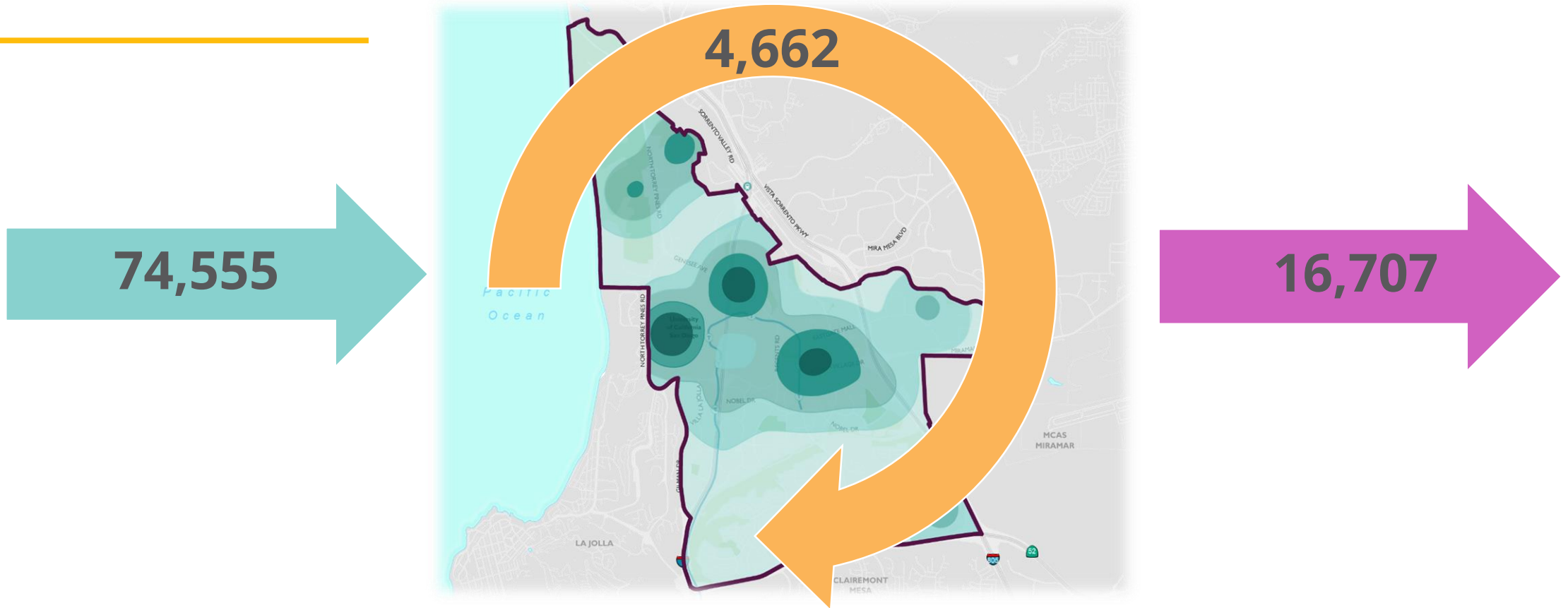


An aerial photograph of a city, likely Salt Lake City, showing a dense urban area with various buildings, roads, and green spaces. A semi-transparent green rectangular overlay covers the middle portion of the image, serving as a background for the title text.

# **CHALLENGES & OPPORTUNITIES: TRAFFIC, TRAVEL TIME, & CLIMATE CHANGE**



# COMMUTE FLOW

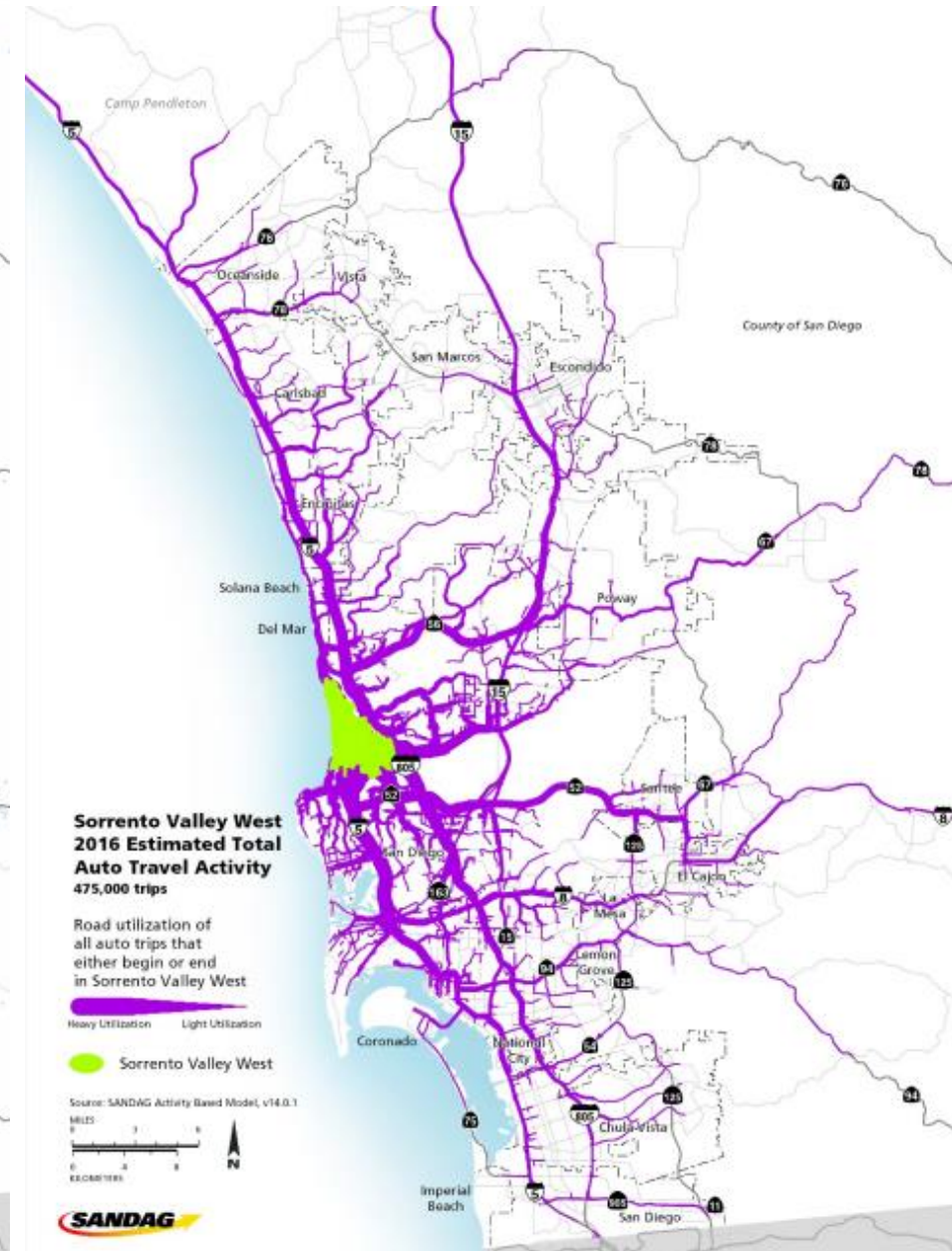
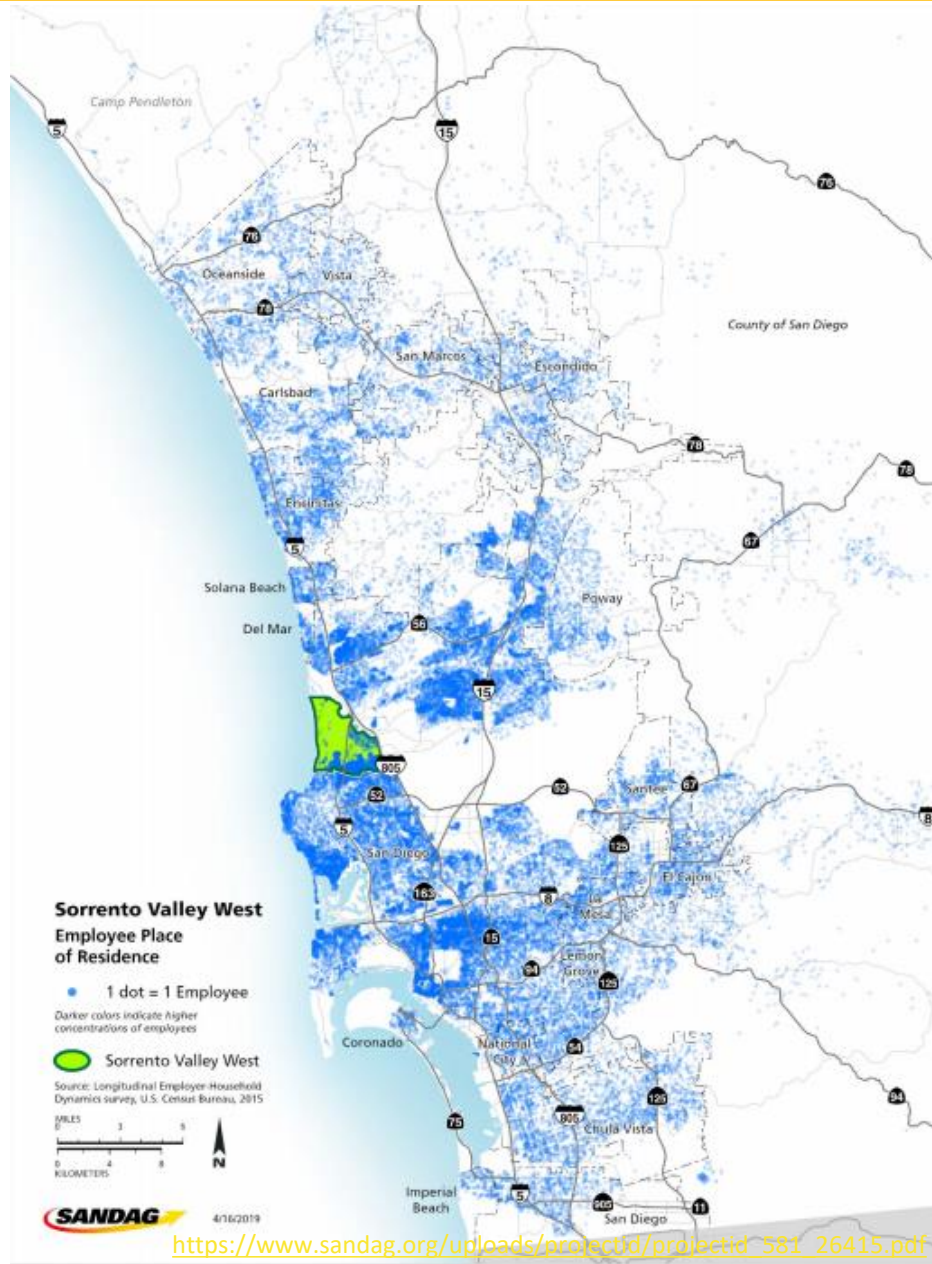
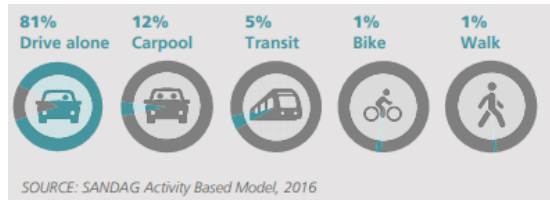


22%

- Employed in University, Live Outside
- Employed and Live in University
- Live in University, Employed Outside

# EMPLOYEE RESIDENCE AND TRAVEL PATH

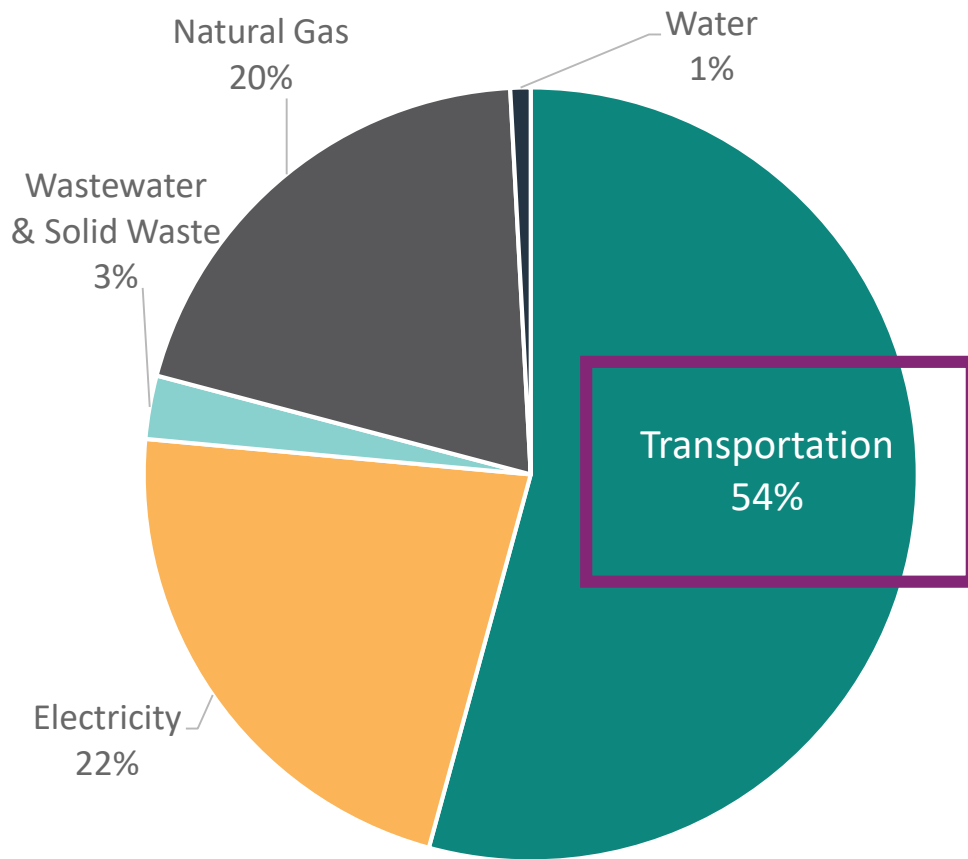
- 93% drive to work
- 14.8 miles one-way (mean)





# IMPACTS OF CAR-DEPENDENCY

## City of San Diego 2016 GHG Emissions



Source: City of San Diego Climate Action Plan 2017 Annual Report

San Diego ranks 6th among most polluted cities in US

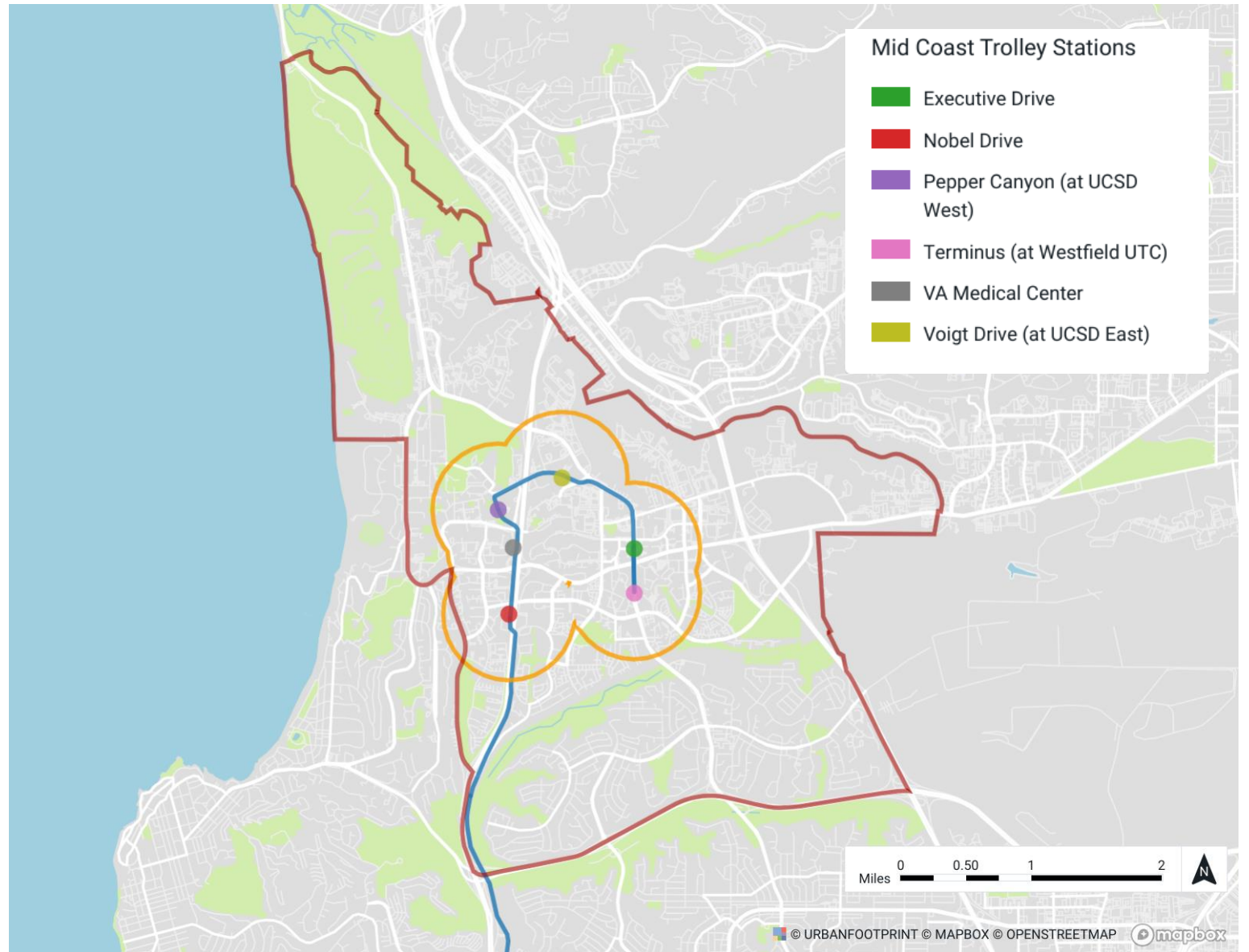


Sixth worst ozone pollution in the country

<https://www.sandiegouniontribune.com/news/watchdog/story/2019-04-24/sd-me-air-quality>

**Within a half mile  
of Mid-Coast light  
rail stops:**

- 45,000+ jobs
- 28,000+ people





- 400,000+ jobs
- 400,000+ people

- 400,000+ jobs
- 400,000+ people



An aerial photograph of a city, likely Las Vegas, showing a mix of urban development, highways, and desert terrain. A large, semi-transparent orange rectangle is centered over the image, containing white text. The text is arranged in two lines, with the first line being 'SUBMARKET TRENDS,' and the second line being 'FORECAST, & CONCLUSION'. The font is a bold, sans-serif typeface.

# **SUBMARKET TRENDS, FORECAST, & CONCLUSION**



- UTC submarket led San Diego in 2019 with **the highest net absorption totals**, supported by expansions into build-to-suit projects for ViaSat and Takeda Pharmaceuticals, respectively.
- **Annual rent growth** ended the year **above the historical benchmark** for the third straight year.
- **Apple** moved into its 100,000-SF space in UTC in 19Q4 and will ultimately **bring 1,200 jobs** to San Diego over the next several years and added two more deals in 19Q4:
  - 200,000 SF lease at a new BioMed development adjacent to Eastgate Terrace (scheduled for a 2021 delivery).
  - 160,000-SF lease via Kilroy on Towne Centre Dr. that will be ready in 2020.
- UTC Submarket, **reached a near 20-year low vacancy rate** at the end of 2019 and maintains the lowest vacancy rate among San Diego's core tech and life science submarkets.
- Mid-Coast Trolley will catalyze transit-oriented development (opening in 2021)



Takeda – Torrey Pines - SD



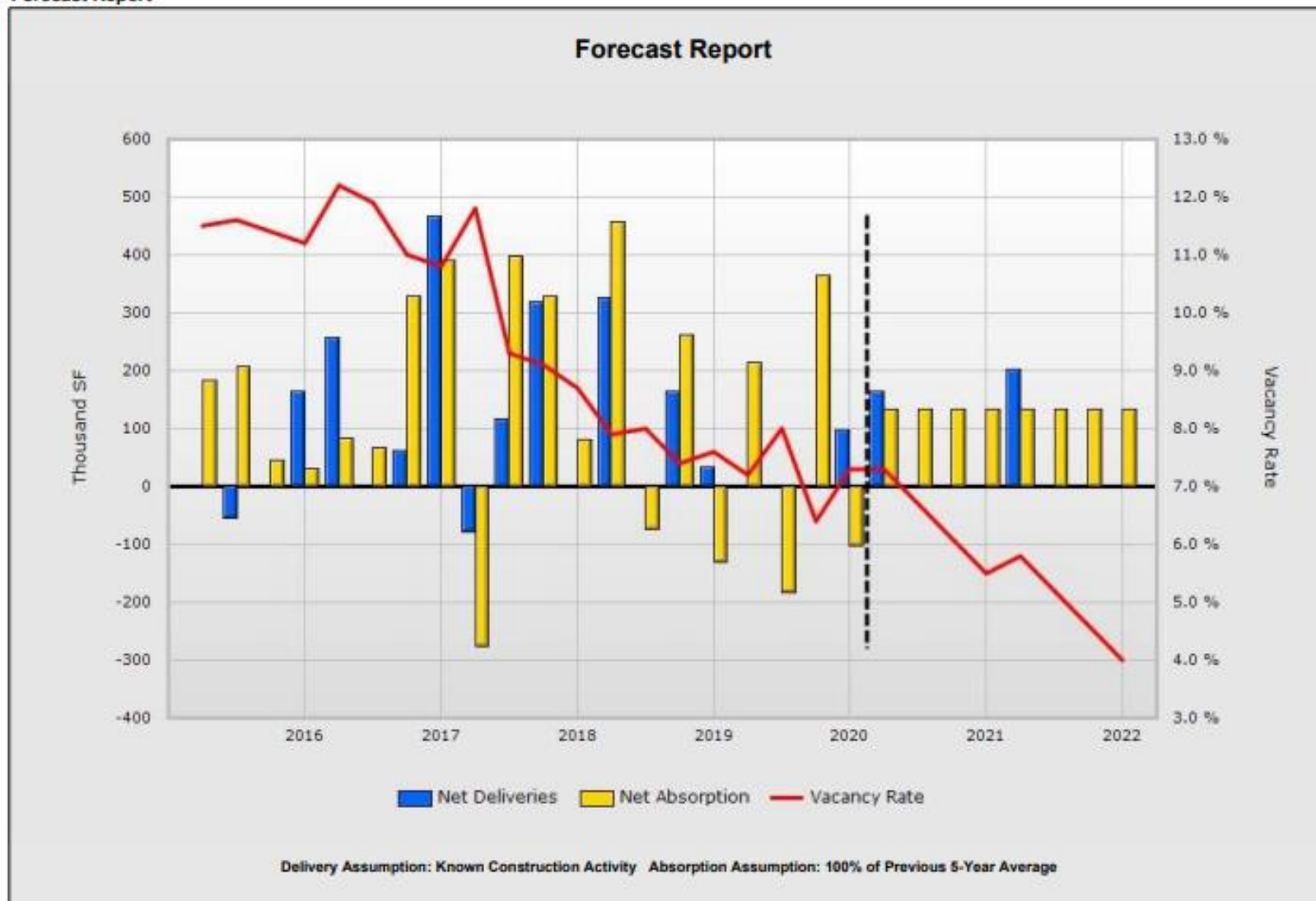
Life Science TOD - Emerystation West

# NEAR-TERM FORECAST

## Forecast:

- Strong demand to continue, but potentially softening
- Future deliveries of 500k sf by 2022
- Low vacancy rate to continue

Forecast Report

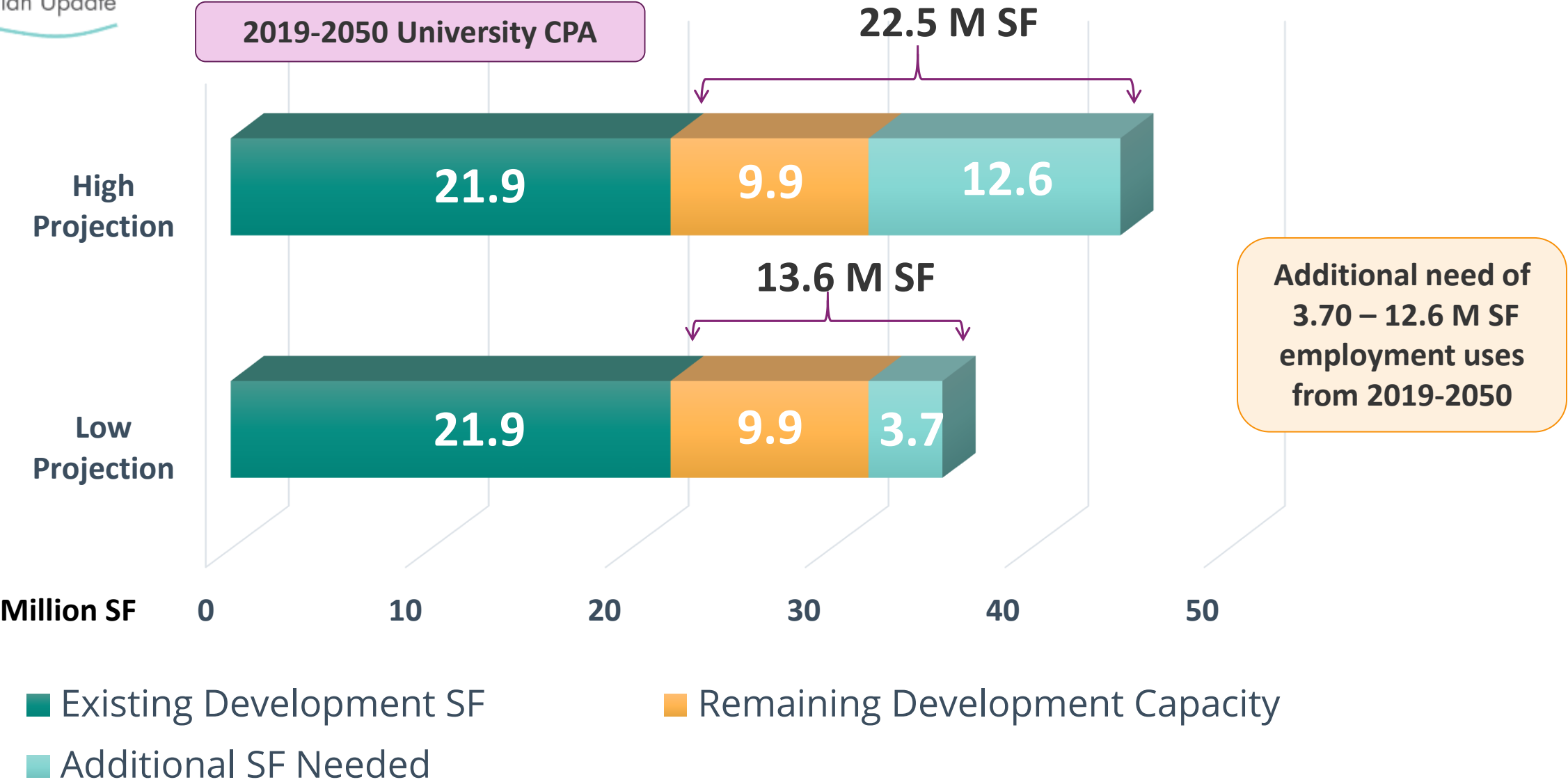


Copyrighted report licensed to City of San Diego, Econ. Dev. Dept. - 1072088.

2/14/2020



# LONG-TERM FORECAST\*



\*Office, R&D, Industrial, & Retail – Projection by Keyser Marston Associates

## Key Findings:

- 1) University CPA is the heart of the innovation economy in the region
- 2) Peer-cities are creating dynamic mixed-use district and neighborhoods to attract companies and talents
- 3) Housing production has not kept pace with population & job growth
- 4) Compared to peer-cities San Diego has a lot of industrially zoned land capacity
- 5) Employees commute from across the region leading to congestion and pollution
- 6) To compete with peer-cities, the plan area must transition to become a world-class transit-oriented innovation hub.



# What are your thoughts about allowing mixed-use on industrially zoned areas nearest to the Mid-Coast Trolley Stations?



I think it would  
improve these areas



I would need more  
analysis



I am against it

The background image shows a city street scene. In the foreground, there is a construction site with a large, cylindrical metal structure being lowered into a trench. Orange traffic cones and barriers are visible. A red bus is stopped on the right side of the road. In the background, there are several tall buildings, including a Marriott hotel, and some trees. The sky is clear and blue.

# MOBILITY VISION

FORUM ON LAND USE & ECONOMIC PROSPERITY



# MOBILITY VISION OUTLINE



Mobility Approach

Proposed Networks

Summary

# COMMUNITY CONTEXT – GUIDING PRINCIPLES

**Renowned  
Institutions**

**Vibrant Mixed-  
Use Urban Core**

**Diversified  
Housing Inventory**

**Center of  
Economic Activity**

**Safe, Integrated  
Mobility System**

**Open Space and  
Recreational  
Areas**

**Sustainable Urban  
Design**



# MOBILITY APPROACH – COLLABORATION



# MOBILITY APPROACH – SETTING (CONSTRAINTS)

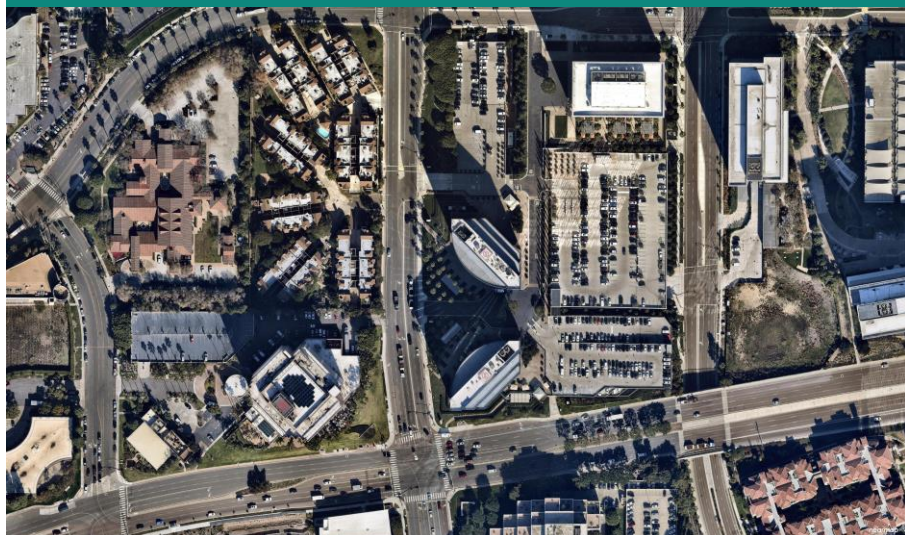
*Wide Arterials*



*Congestion*



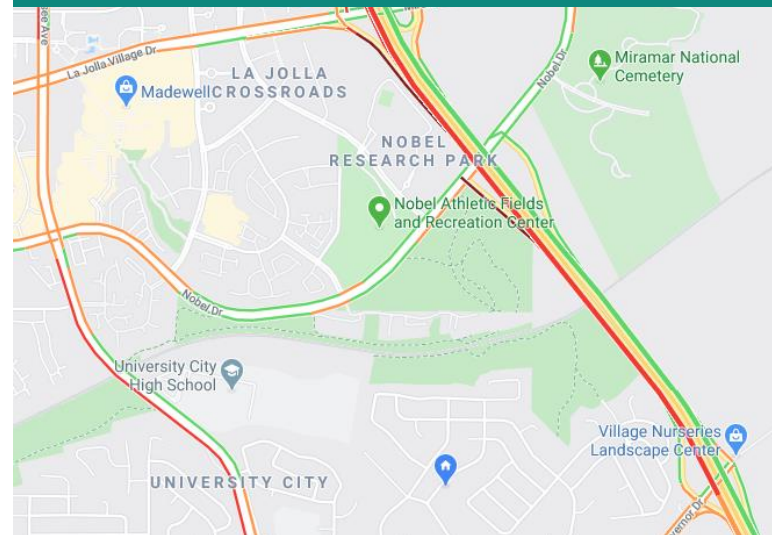
*Superblocks*



*High Speeds*



*Limited Ingress/Egress*





# MOBILITY APPROACH – SETTING (OPPORTUNITIES)

*Housing & Mixed Use Space*



*Dedicate space for transit*



*Improve access to the region (Mid-Coast)*



*Dedicate space for bikes*



*UCSD*



*Retain Employers*







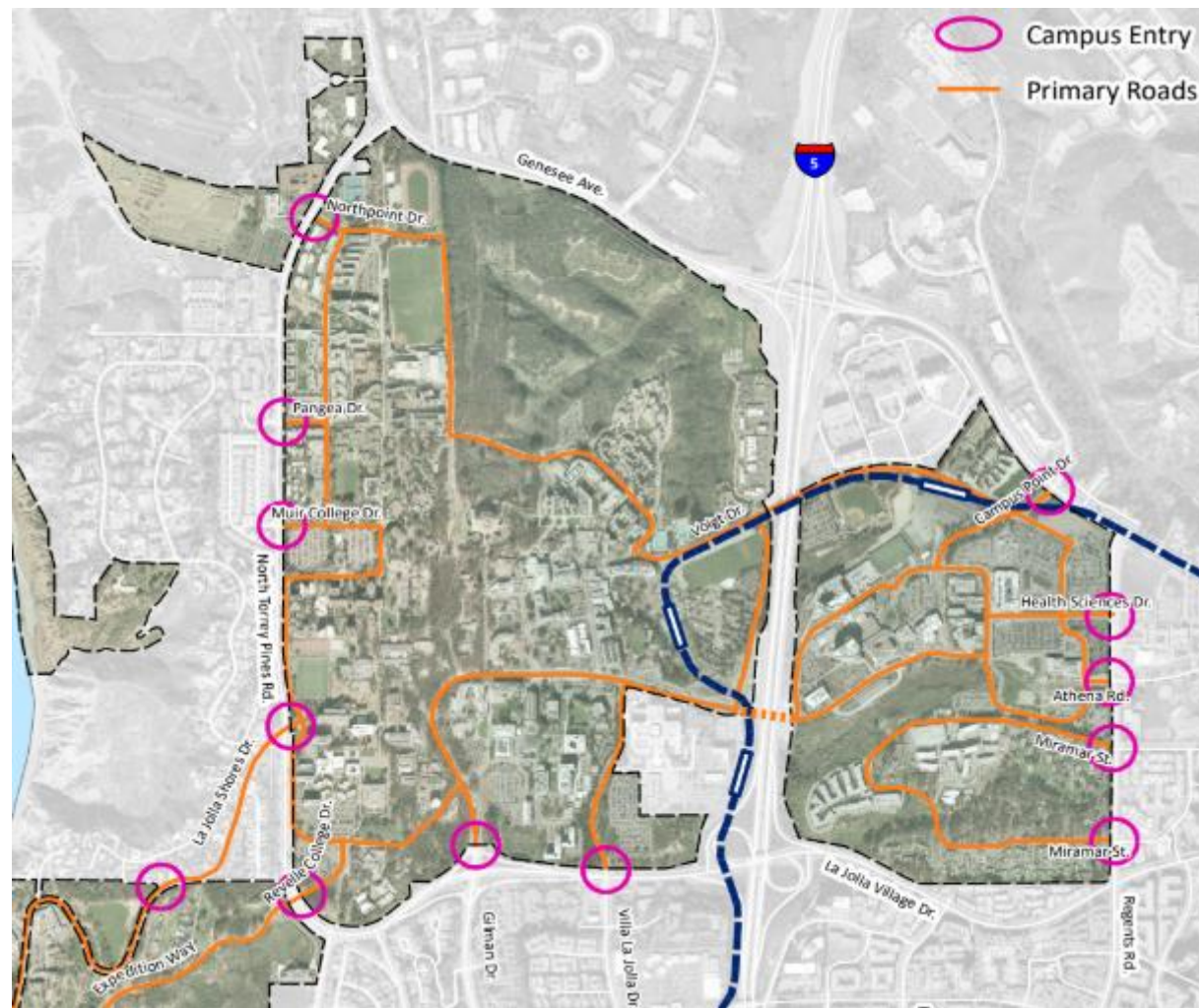
Growth



Multimodal

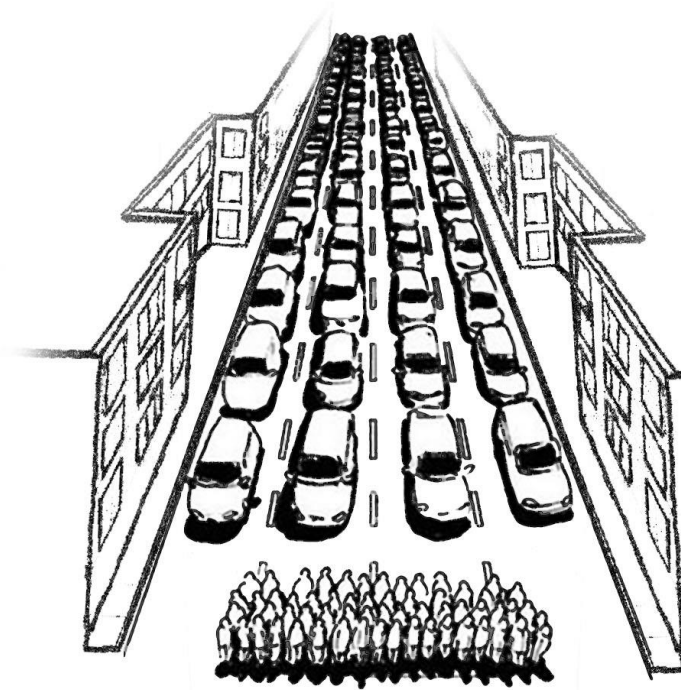


Activated Space

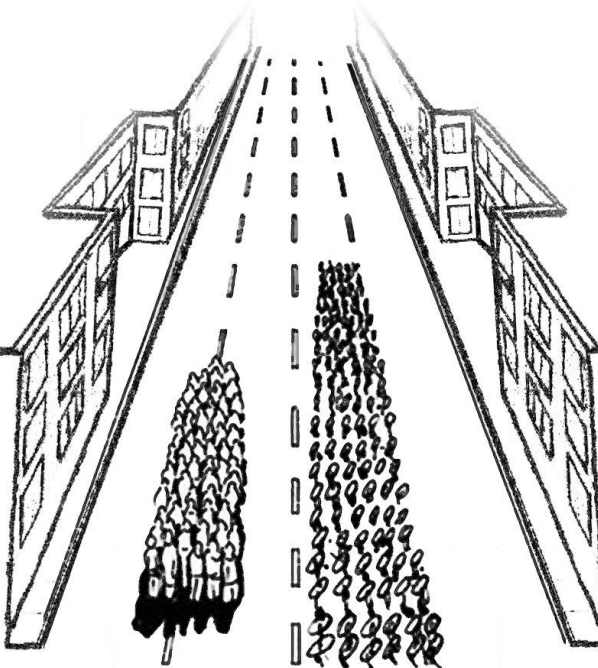




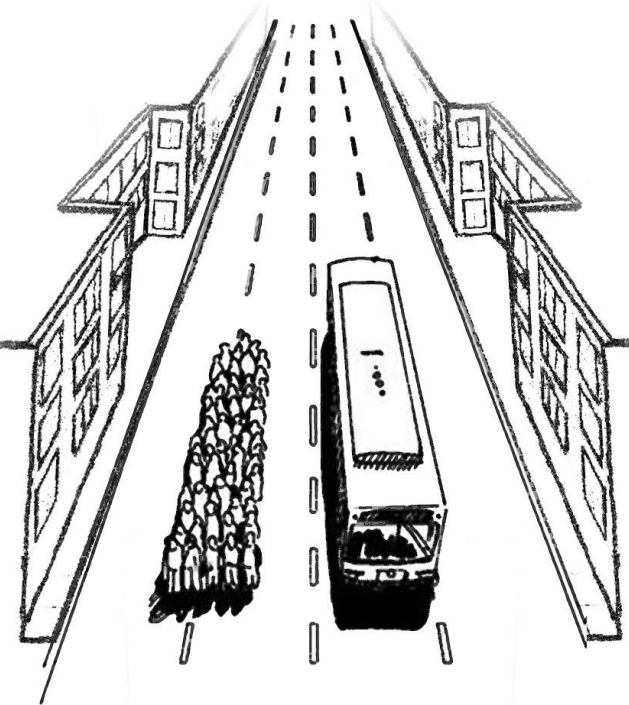
# MOBILITY APPROACH – EFFICIENT MOVEMENT



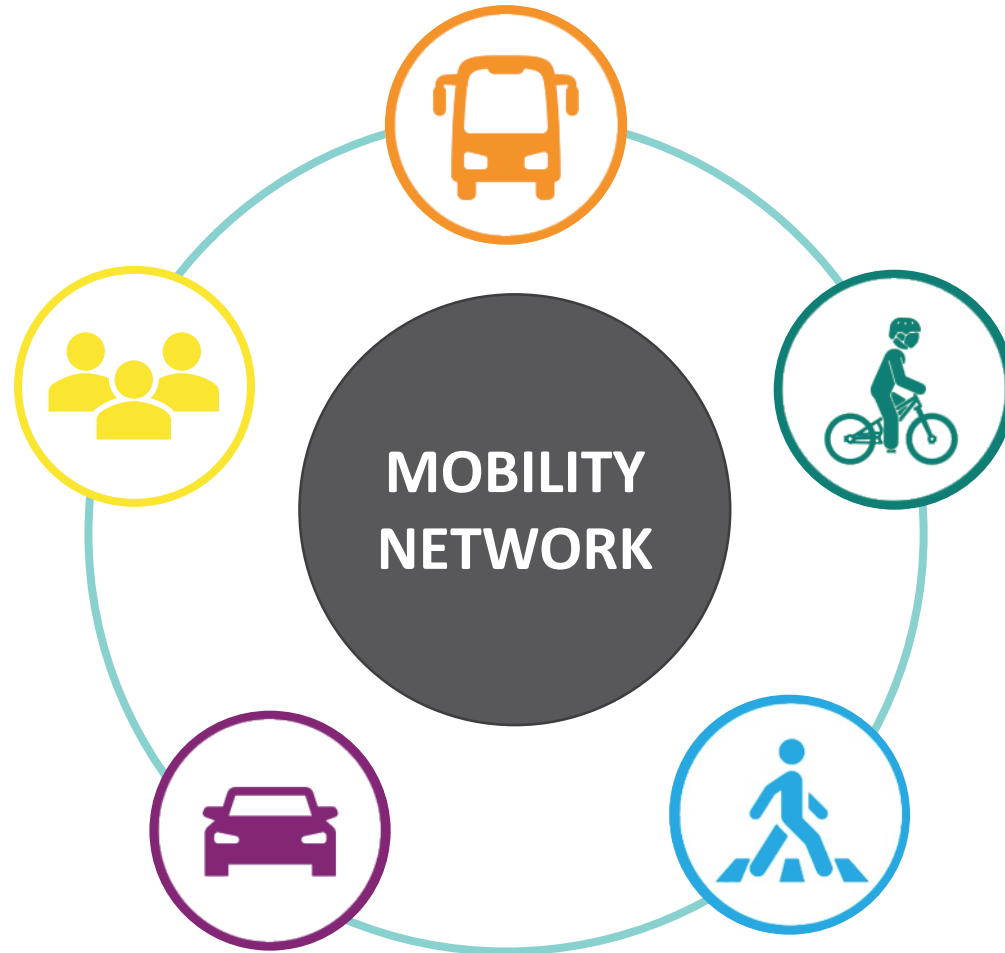
**60 PEOPLE  
DRIVING CARS**



**60 PEOPLE  
ON BIKES**



**60 PEOPLE  
ON A BUS**

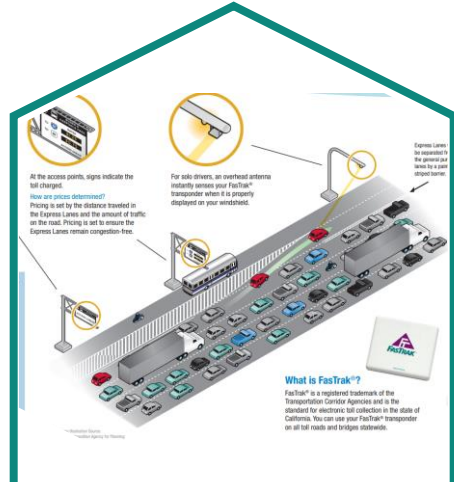




# PLANNED TRANSPORTATION IMPROVEMENTS



## 5 Big Moves



## I-5 Managed Lanes



## Modified Routes



## COASTER Enhancements



## University of California San Diego 2018 Long Range Development Plan La Jolla Campus

## TDM Strategies





Plan for regional transit

Improve reliability of existing transit

Leverage mobility hubs

Incorporate micromobility/microtransit

Improve inter-community connections







## Highlight: Flexible Lanes





## Highlight: Bus On Shoulder & Transit Signal Priority







## Highlight: Mobility Hubs



*Planned mobility hub at Voigt Trolley Station*



*Planned mobility hub concept at employment centers*



## Highlight: Aerial Skyway



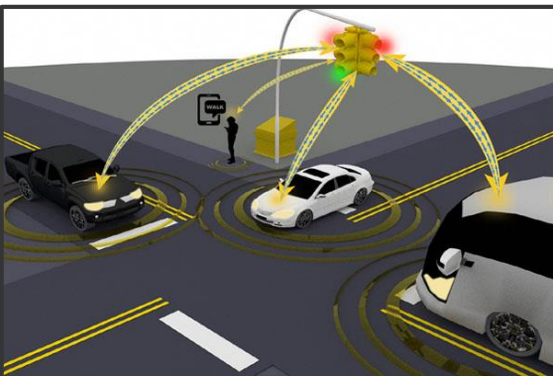
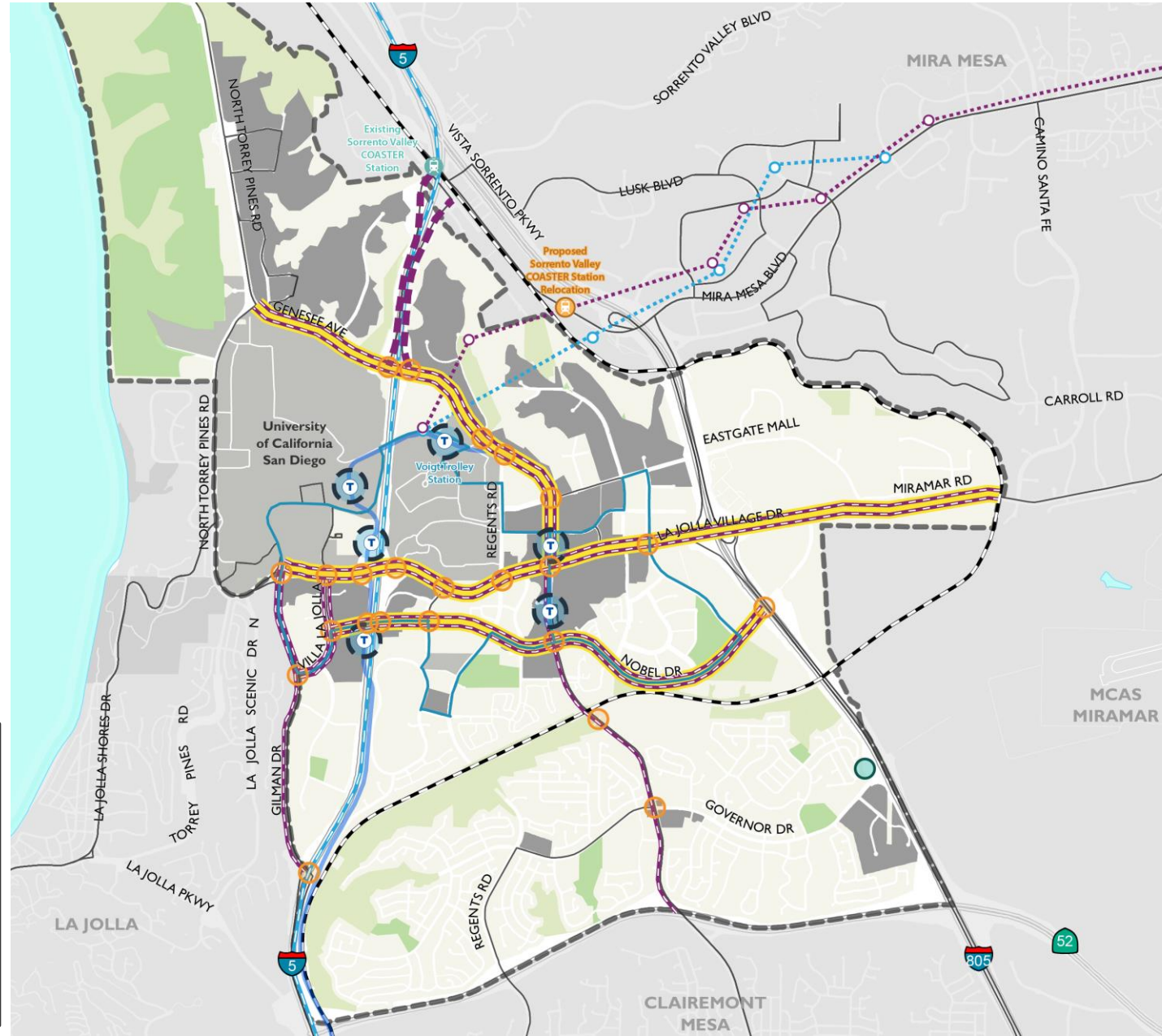


# PROPOSED NETWORK - TRANSIT



## UNIVERSITY COMMUNITY PLAN UPDATE Recommended Transit Network

- Community Plan Boundary
- UCSD Campus
- Parks
- Open Space
- Focus Areas
- Existing Transit**
  - Existing Transit Route
  - COASTER/Amtrak
  - SuperLoop
- Planned Improvements**
  - Mid-Coast Trolley Extension
  - Trolley Station
  - I-5 Managed Lanes
  - SANDAG Proposed Aerial Skyway Alignment/Skyway Stop
  - Mobility Hub
- Recommended Improvements**
  - City Modified Aerial Skyway Alignment/Skyway Stop
  - Bus On Shoulder
  - Flexible Lanes
  - Transit Signal Priority and/or Adaptive Signal Timing
  - SMART Corridor
  - Potential High Capacity Transit Stop





## Highlight: Autonomous Shuttles

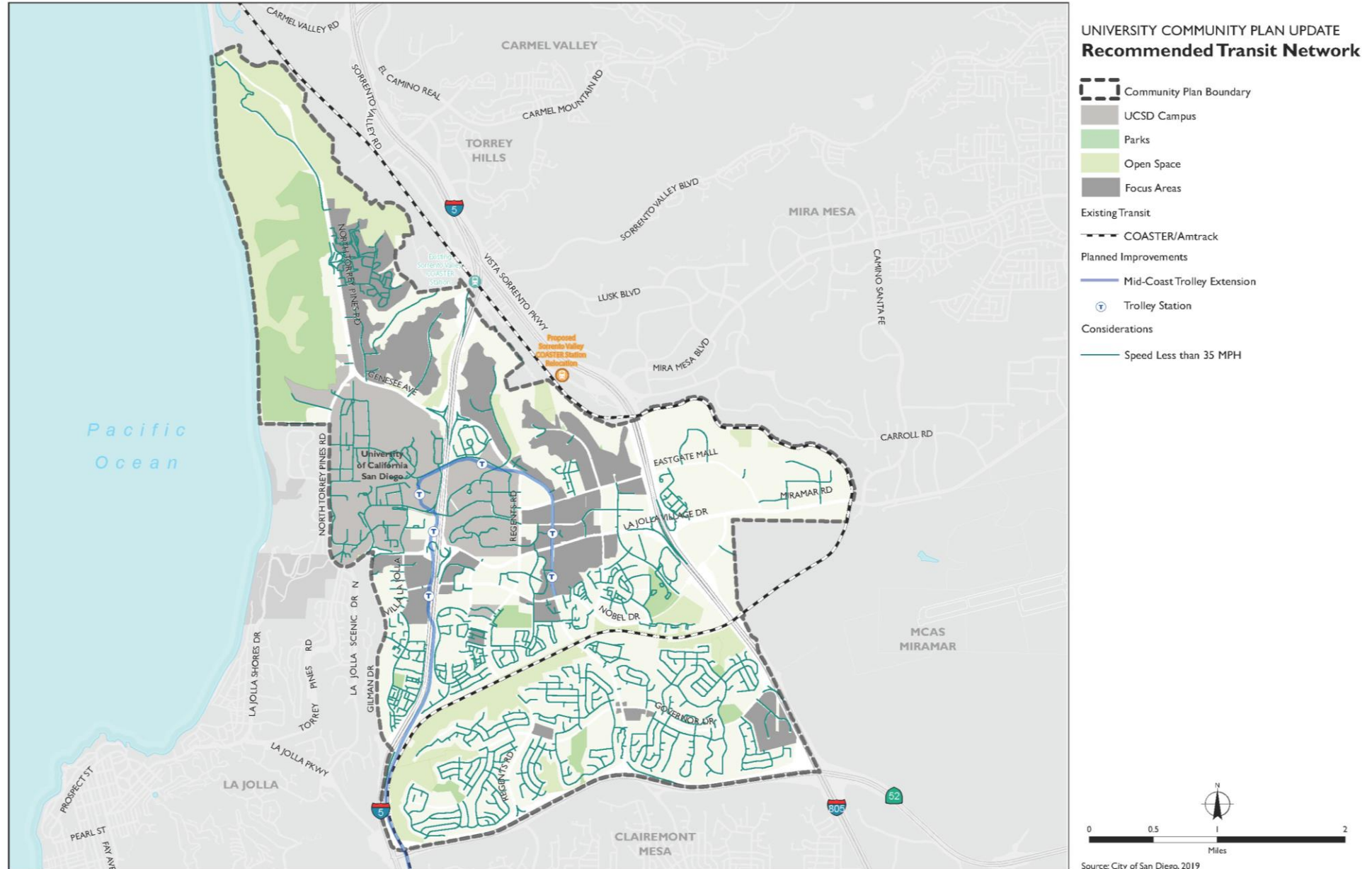




## Highlight: Shared Neighborhood Electric Vehicle (NEV)/Bike Lanes



# PROPOSED NETWORK - OPPORTUNITIES







Develop quality bike connections

Provide low stress bike facilities

Implement traffic calming measures

Implement intersection safety treatments

Enhance inter-community connectivity





## Multi-Use Path



## One-Way Separated Bikeway (Cycle Track)



## Two-Way Separated Bikeway (Cycle Track)





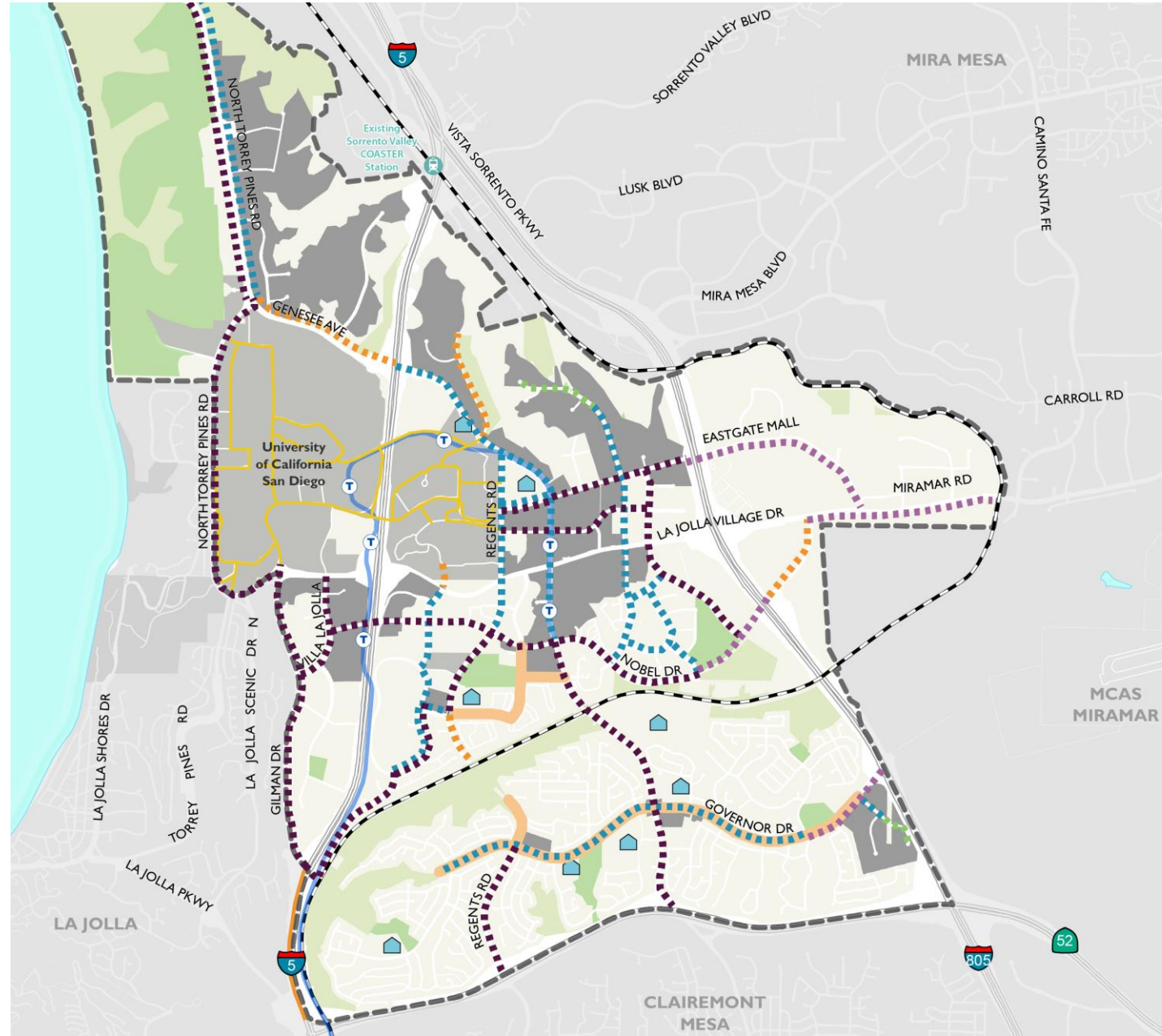


## Bike Lane (Buffered)



## Bike Route/Bike Boulevard





## UNIVERSITY COMMUNITY PLAN UPDATE Recommended Bike Network

Community Plan Boundary

UCSD Campus

Schools

Parks

Open Space

Focus Areas

Existing Transit

Railroad

Planned Improvements

Mid-Coast Trolley Extension

Trolley Station

Existing Bicycle Facilities to Remain

Class I - Bicycle Trail / Multi-Use Path

Class II - Standard/Buffered Bicycle Lane

Class III - Bicycle Route with Sharrow

UCSD Bike Path

Recommended Bicycle Facilities

Class I - Bicycle Trail / Multi-Use Path

Class II - Standard/Buffered Bicycle Lane

Class III - Bicycle Boulevard\*

Class IV - Cycle Track (One-Way)

Class IV - Cycle Track (Two-Way)

Recommended Improvements

Traffic Calming Enhancements

\* Proposed bicycle boulevards shall include vehicle volume and speed management strategies and designs where necessary (speeds > 20 MPH or volumes > 3,000 ADT)





Provide first/last mile connections

Improve pedestrian crossings

Create connections through superblocks

Reduce conflict points

Enhance pedestrian environment





## Highlight: Pedestrian-Oriented Area

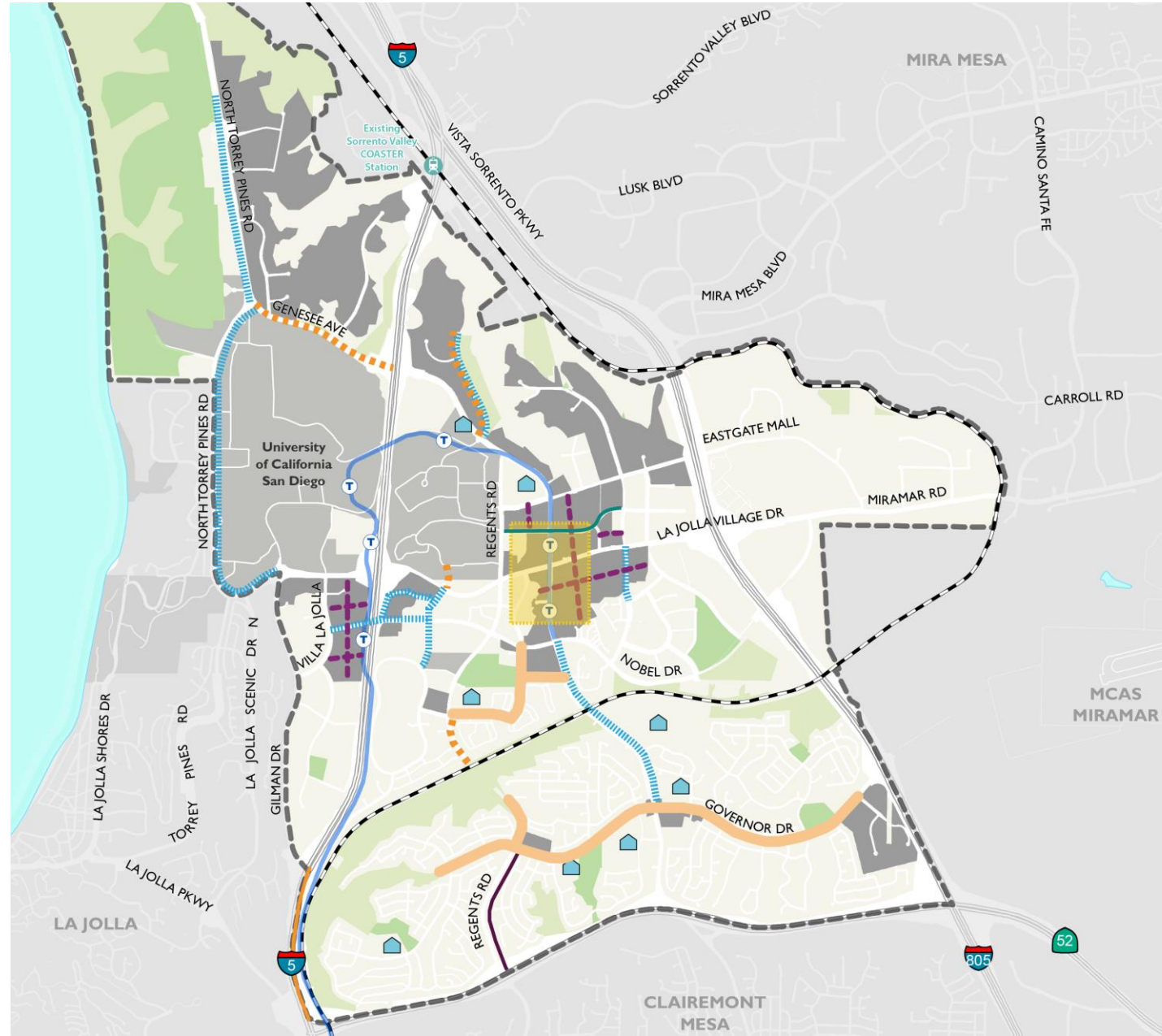






## UNIVERSITY COMMUNITY PLAN UPDATE Proposed Pedestrian Improvements

- Community Plan Boundary
- UCSD Campus
- Schools
- Parks
- Open Space
- Focus Areas
- Existing Transportation**
  - Railroad
  - Existing Class I - Bike Trail/Multi-Use Path
- Planned Improvements**
  - Mid-Coast Trolley Extension
  - Trolley Station
- Proposed Pedestrian Improvements**
  - Class I - Bike Trail/Multi-Use Path
  - Construct Missing Sidewalk
  - Enhanced Pedestrian Environment
  - Traffic Calming Enhancements
  - Promenade
  - Pedestrian Pathway
  - Pedestrian-Oriented Area





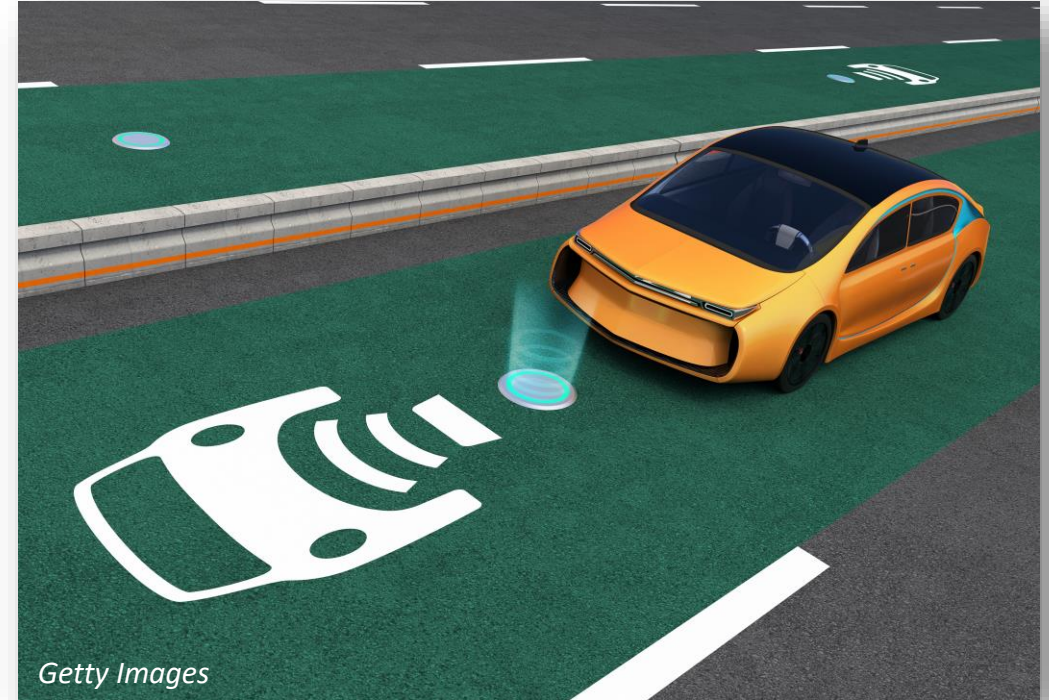
Maximize efficiency using technology

Focus on efficient movement of users

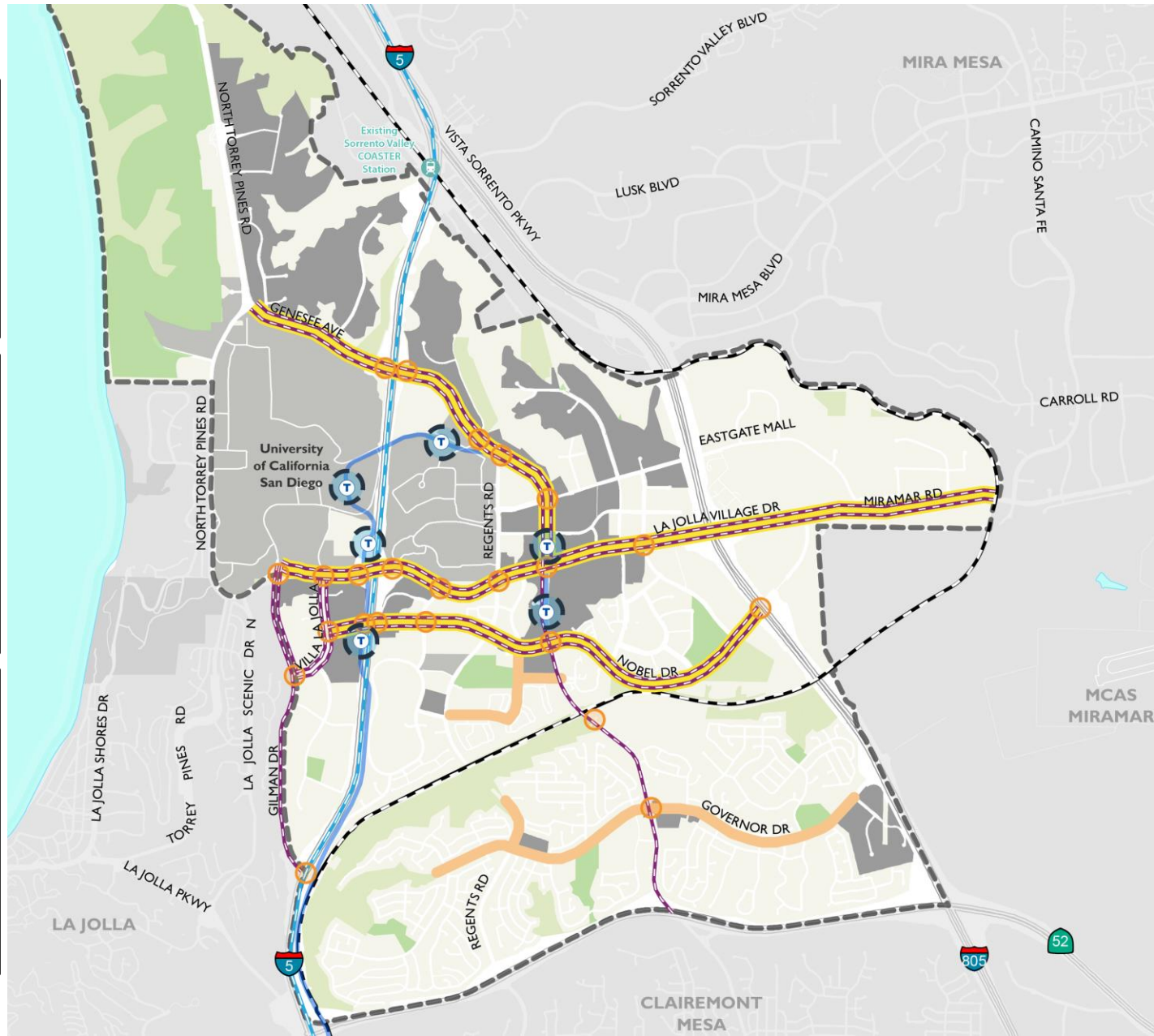
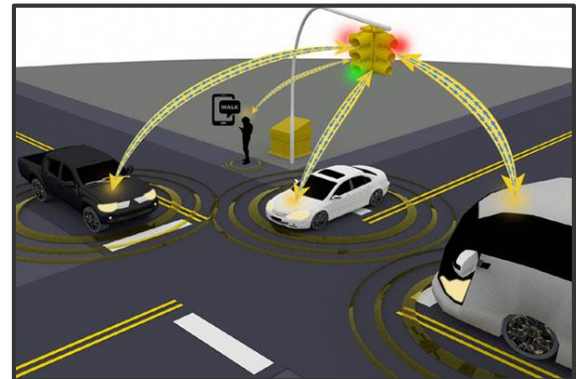
Manage curb space

Preserve goods movement

Improve inter-community connections



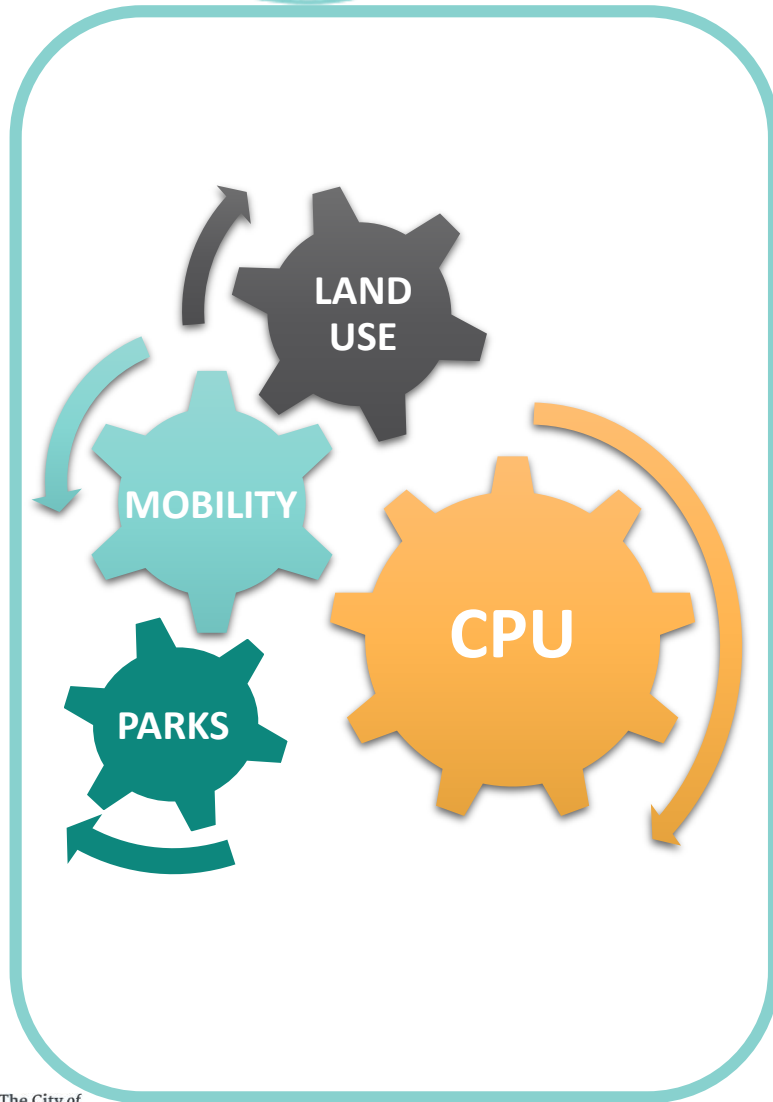




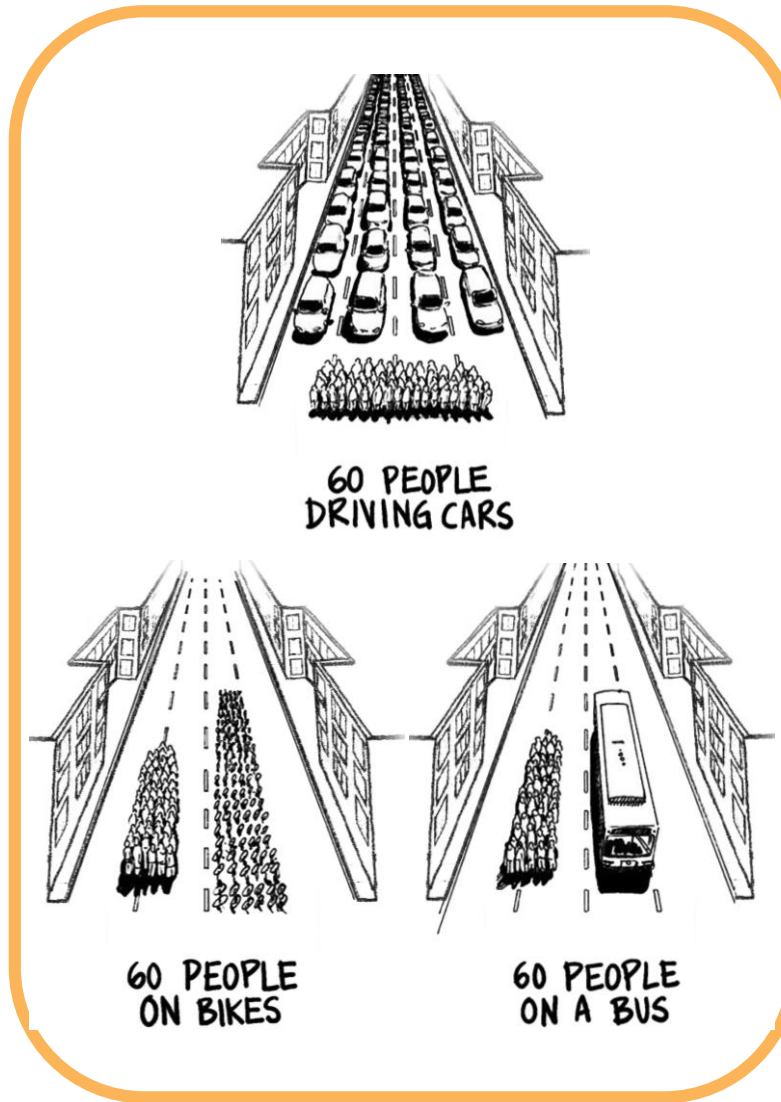
## UNIVERSITY COMMUNITY PLAN UPDATE Proposed Vehicle Enhancements

- Community Plan Boundary
- UCSD Campus
- Parks
- Open Space
- Focus Areas
- Existing Transit**
  - Railroad
- Planned Improvements**
  - Mid-Coast Trolley Extension
  - Trolley Station
  - I-5 Managed Lanes
  - Mobility Hub
- Recommended Improvements**
  - Flexible Lanes
  - Transit Signal Priority and/or Adaptive Signal Timing
  - SMART Corridor
  - Traffic Calming Enhancements

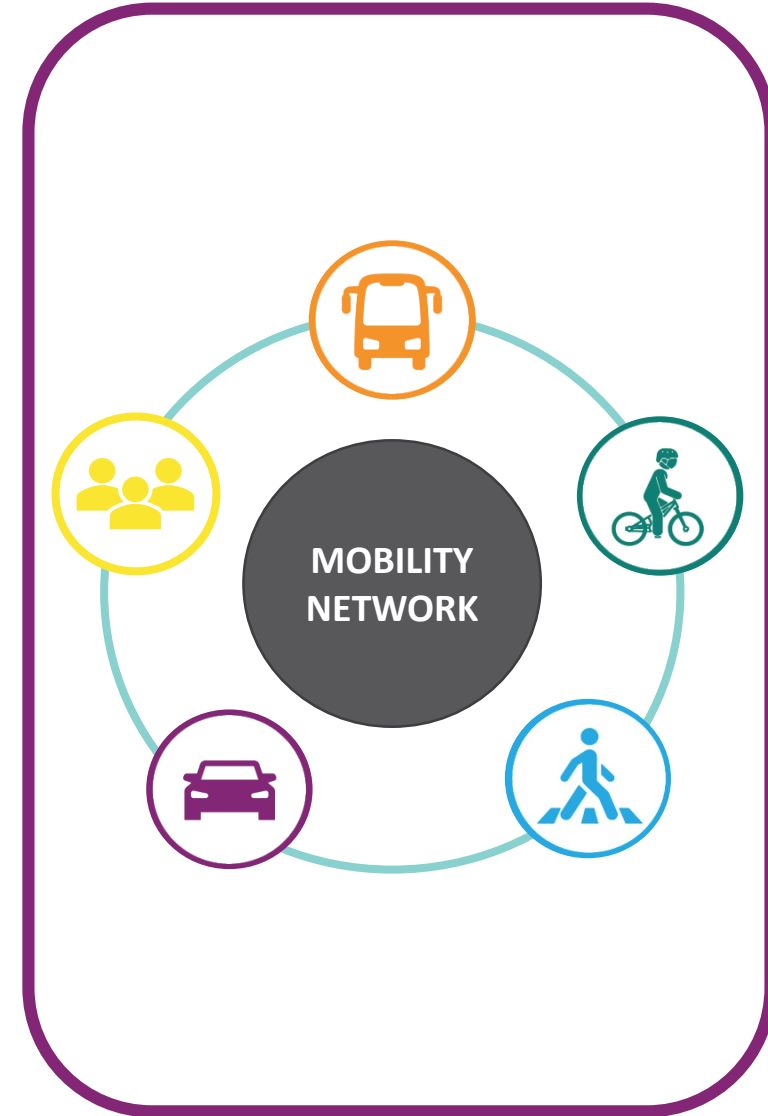
# SUMMARY



+



=

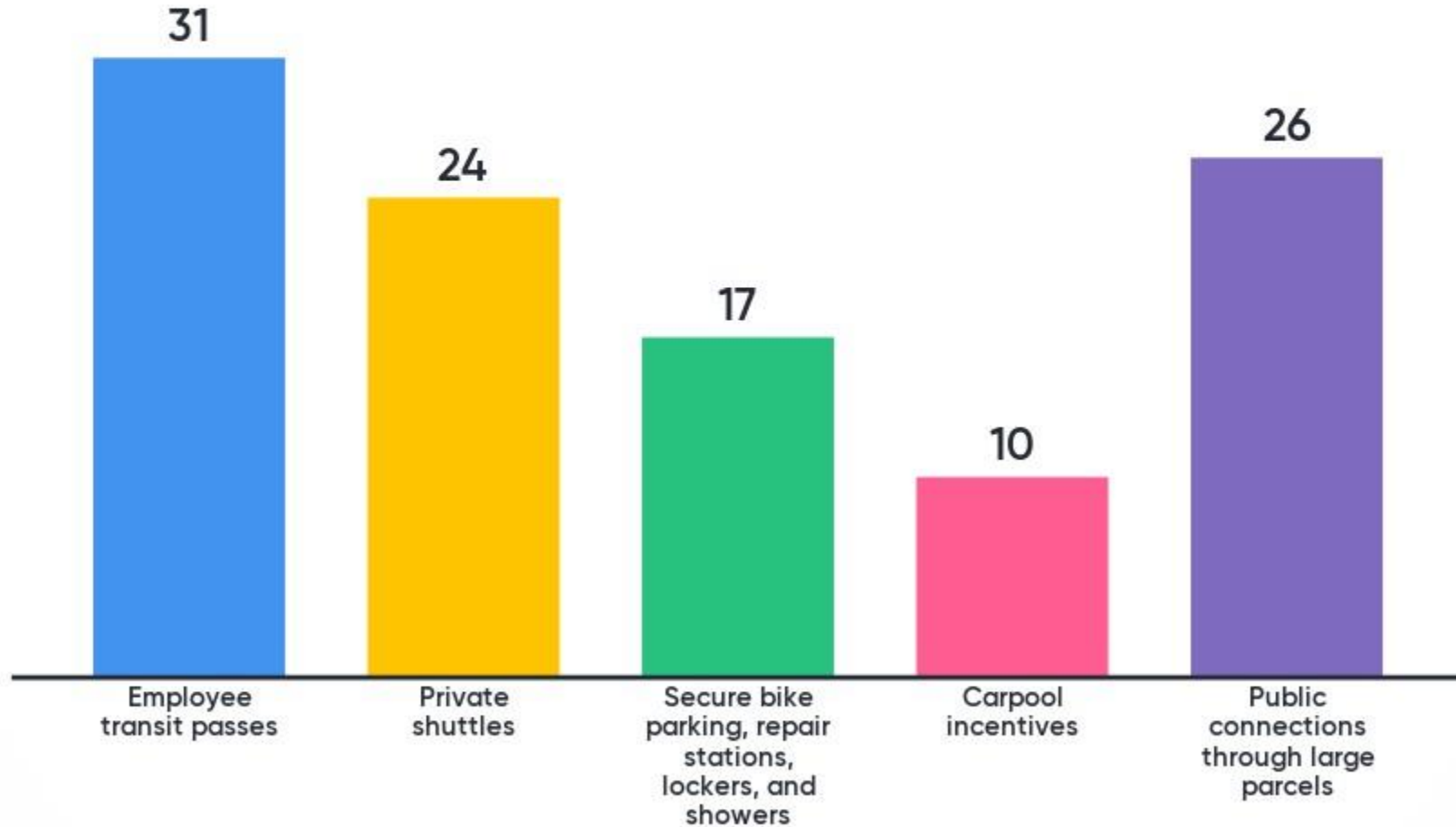




# What mobility enhancements will most support the economic prosperity of the University Community?



# How might the business community invest in the success of the local transportation network? (select top two)







# URBAN DESIGN OPPORTUNITIES

FORUM ON LAND USE & ECONOMIC PROSPERITY

***DIEGO VELASCO, AICP***

# What is Urban Design?



Shaping Places

Embracing Streets

Human Comfort

Understanding Context

Making Connections



# Shaping Places

1





# Embracing Streets

2



# Human Comfort

3





# Understanding Context

4





# Making Better Connections

5

























# HISTORY OF DEVELOPMENT PATTERNS IN UNIVERSITY

---

- (1960's) Formation of the UCSD Campus and UC Community
- (1970's-1990's) Building Boom: University Towne Centre and Rise of Office Park and Multi-Family Residential Enclaves
- (1990's to 2000's) High-Tech and Bio-Tech Boom
- (2020 - ) Transit-Oriented and Mixed-Use Community???





# EXCESS LAND CAPACITY

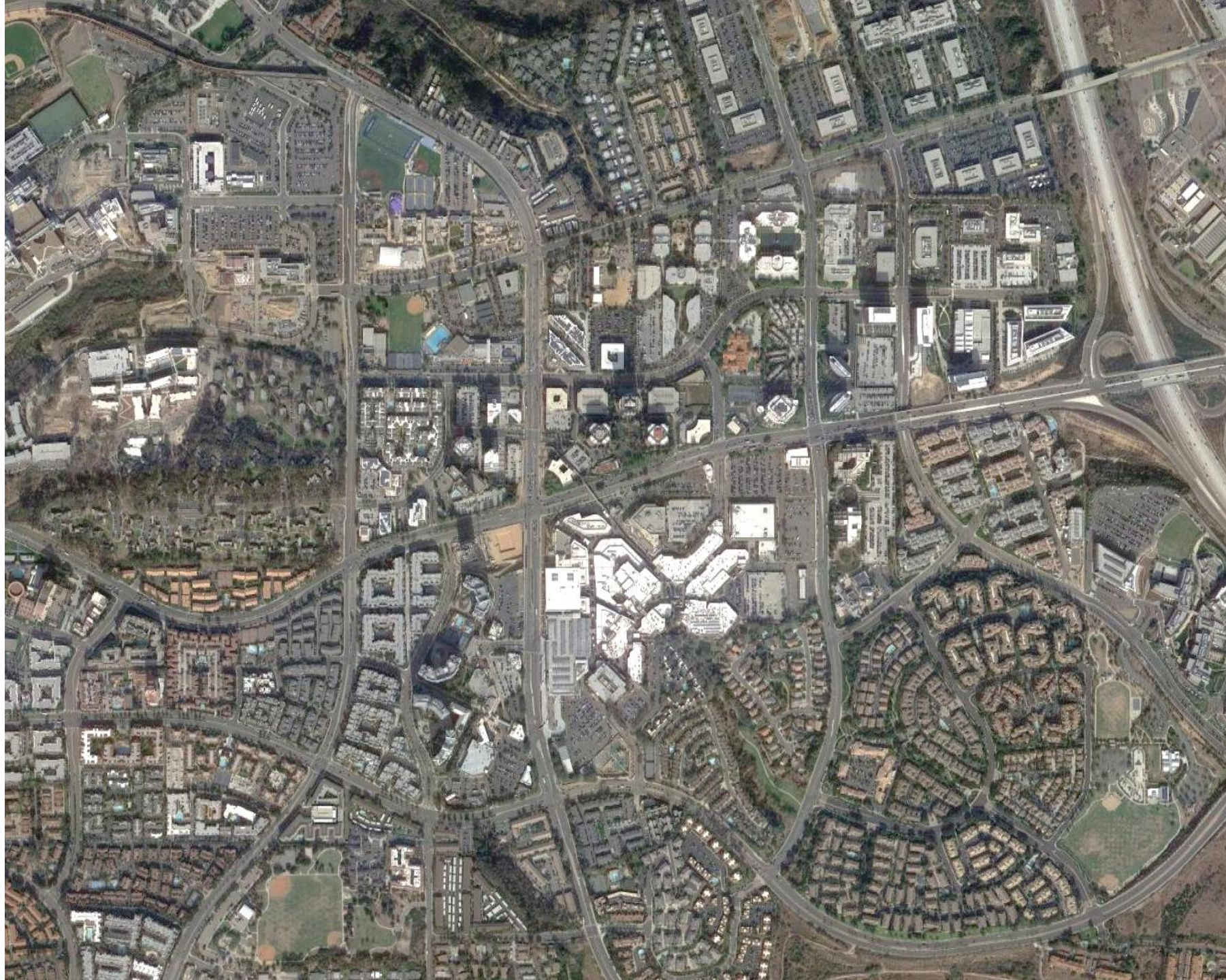


SOURCE: Google Earth 1994



# REMAINING CAPACITY

---

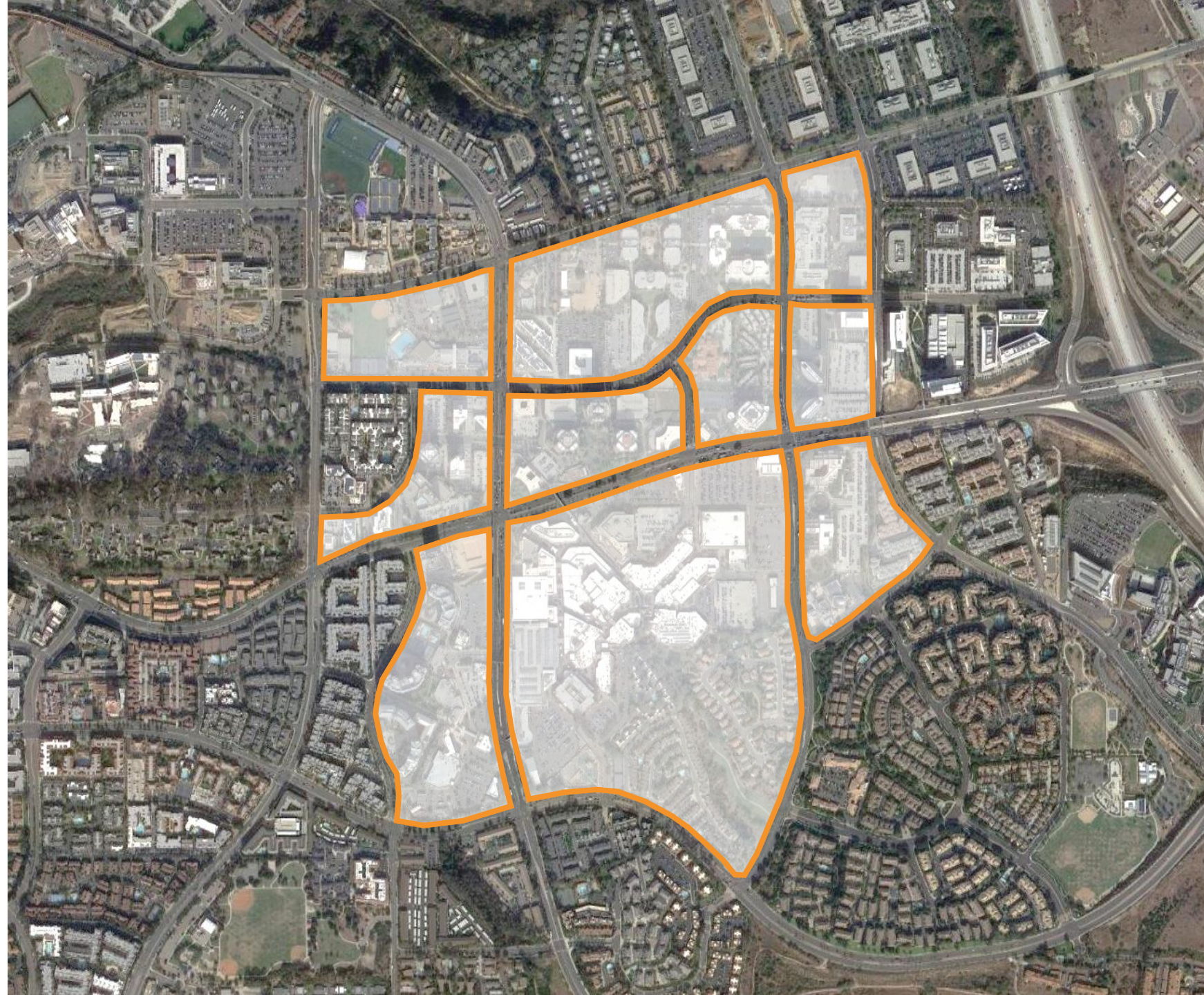




# REMAINING CAPACITY

---

- Patterns of Development Matter
- Compaction and Connectivity Matter
- Mixed-use Matters





# SCALE COMPARISON

---

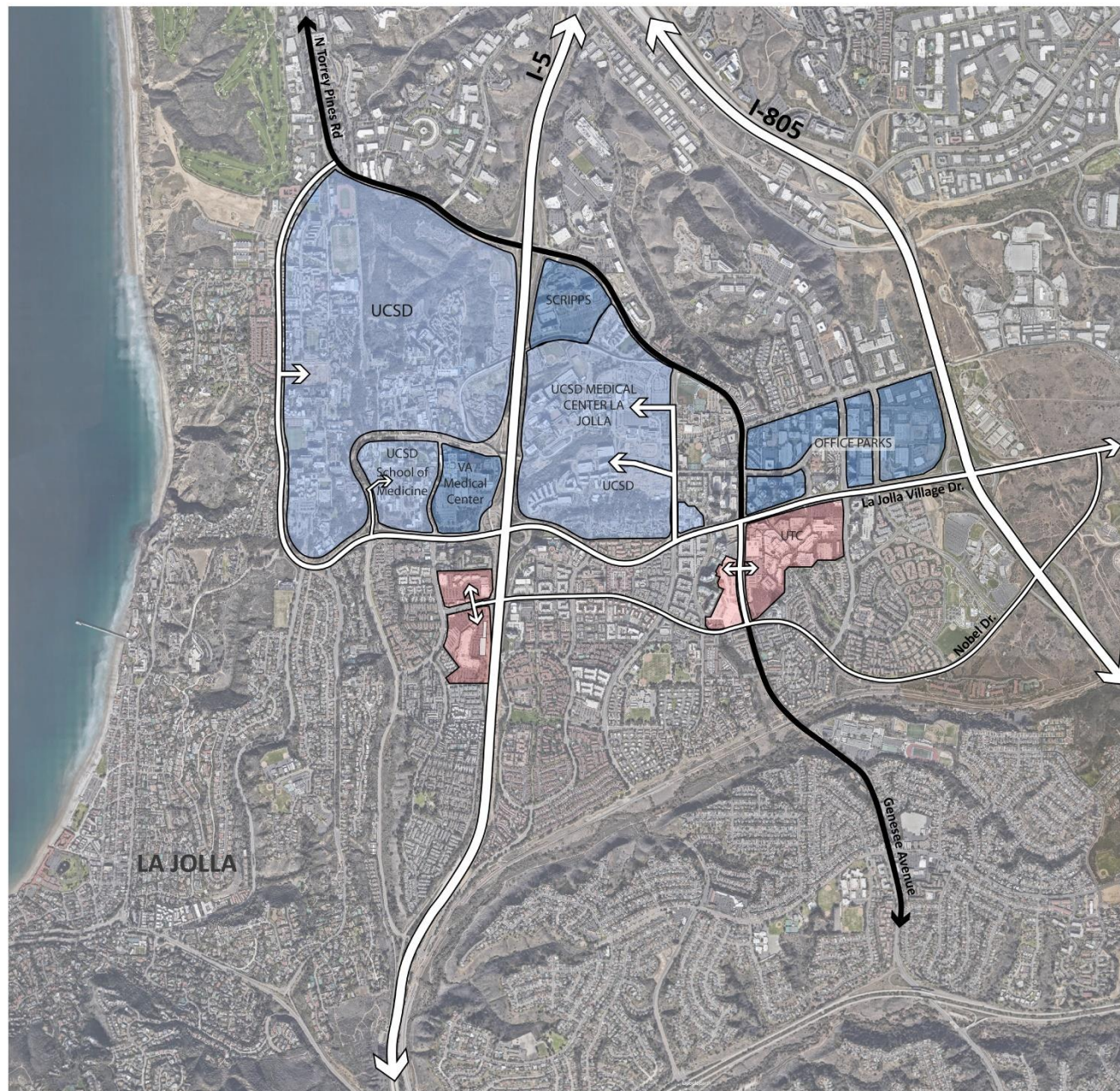
- Focus Area 2  
Overlay on  
Downtown San  
Diego





# CAR ERA

- Designed for Movement NOT Placemaking
- Transportation Infrastructure Divides more than it Connects
- Topography Divides more than it Accentuates



La Jolla Village Dr.



Genesee Ave.

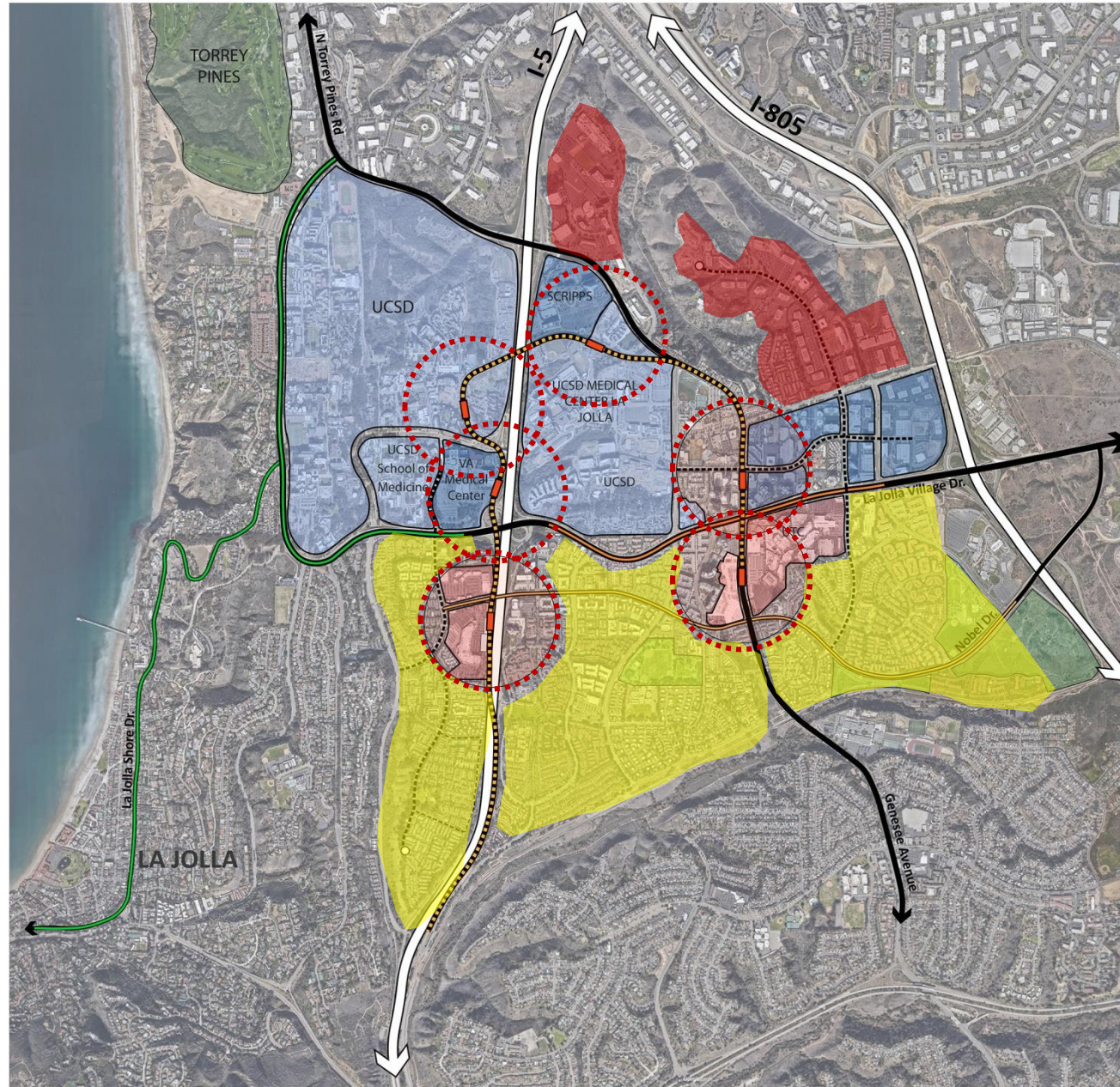


Nobel Dr.



# TRANSIT ERA

- Connects all the Big Players but Misses Several Key Areas
- Should Connect Neighborhoods NOT Divide them
- Potential to Catalyze Development and Placemaking



Pepper Canyon

SOURCE: Carrier Johnson:  
sandiegodowntownnews.com/uc-  
san-diego-a-vision-for-east-village/



UTC Mall & Costa Verde Center



La Jolla Village Square



# What are some Urban Design Opportunities in University?

### Focus Areas

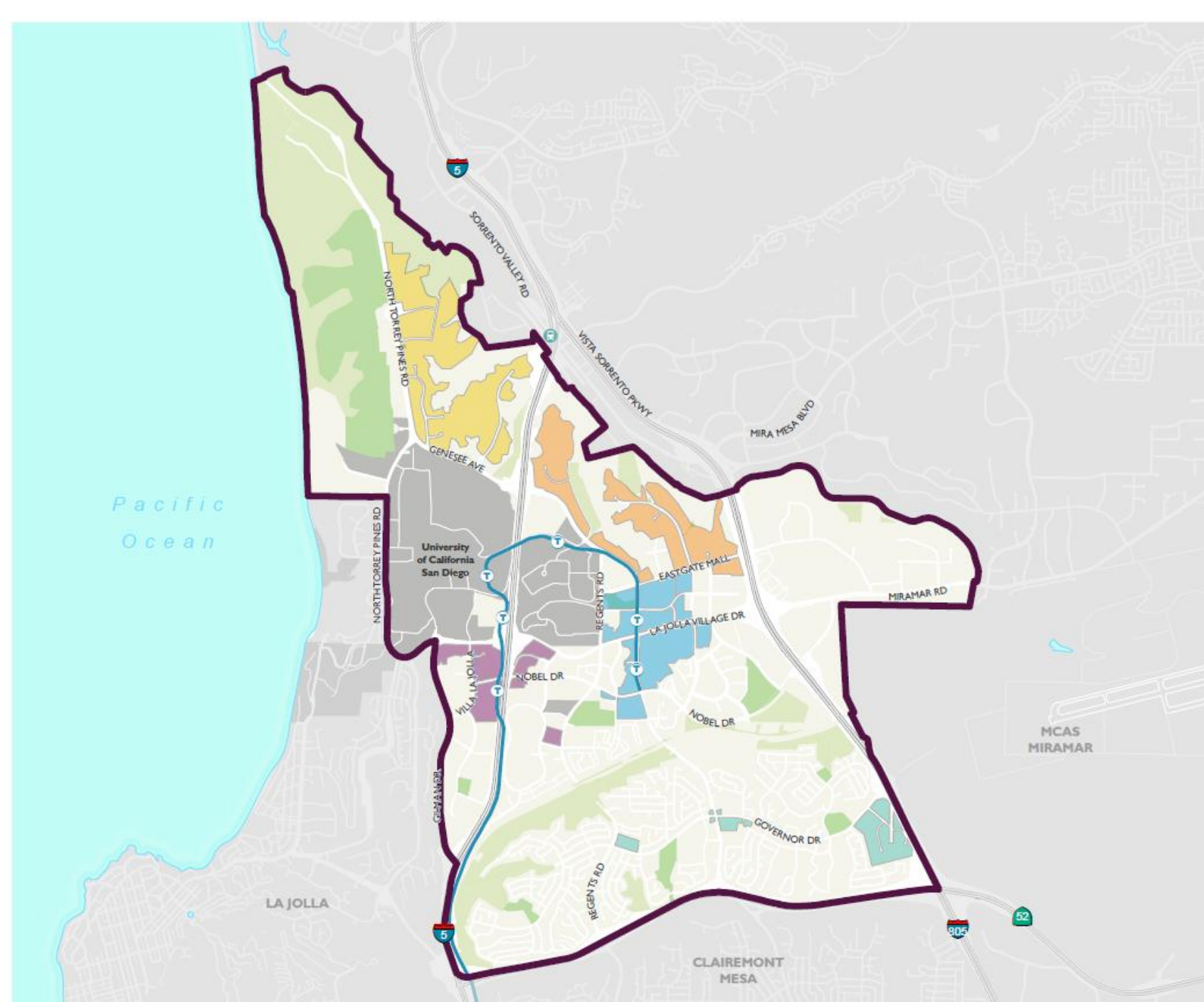
-  Focus Area 1
-  Focus Area 2
-  Focus Area 3
-  Focus Area 4
-  Focus Area 5

## Focus Areas

- **Focus Area 1:** N. Torrey Pines Employment Cluster
- **Focus Area 2:** Campus Point & Towne Centre Dr. Employment Cluster
- **Focus Area 3:** UTC Mall Area
- **Focus Area 4:** La Jolla Village Square Area
- **Focus Area 5:** Governor Dr.



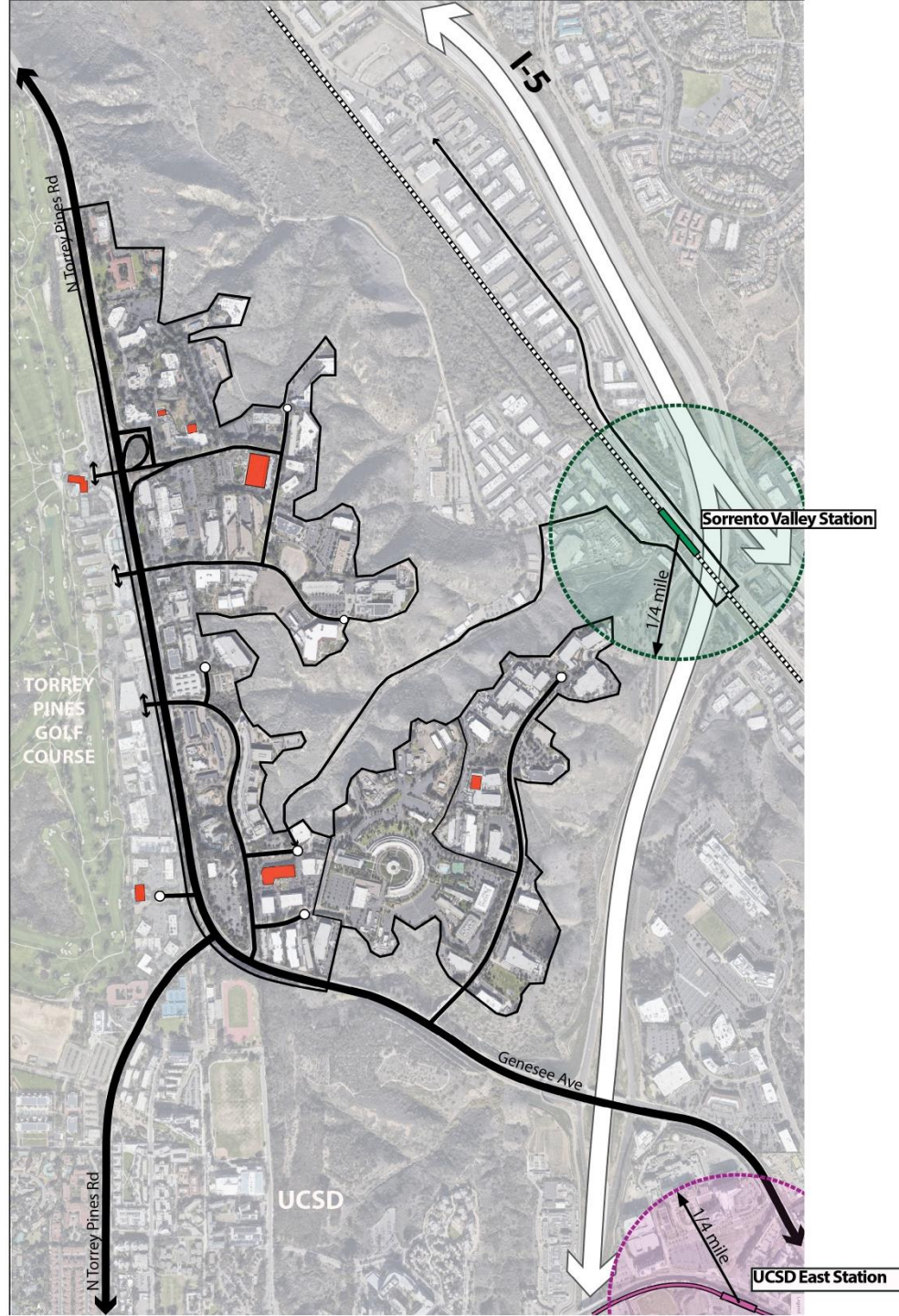
Source: City of San Diego, 2020





# FOCUS AREA 1

- Science and Technology Park within an exclusive, secluded and prime location between the Canyon and the Torrey Pines Golf Course.
- Tech & Biomed Cluster: The area is home of long-term, established firms
- Improved working life environment emerging with services and employee amenities (*Farmer & Seahorse, Green Acre Nautilus*)
- Edge Development
- Canyon Interface
- Low-Rise



The Lodge at Torrey Pines



High Tech Companies



Alexandria and Nautilus business park



Canyon

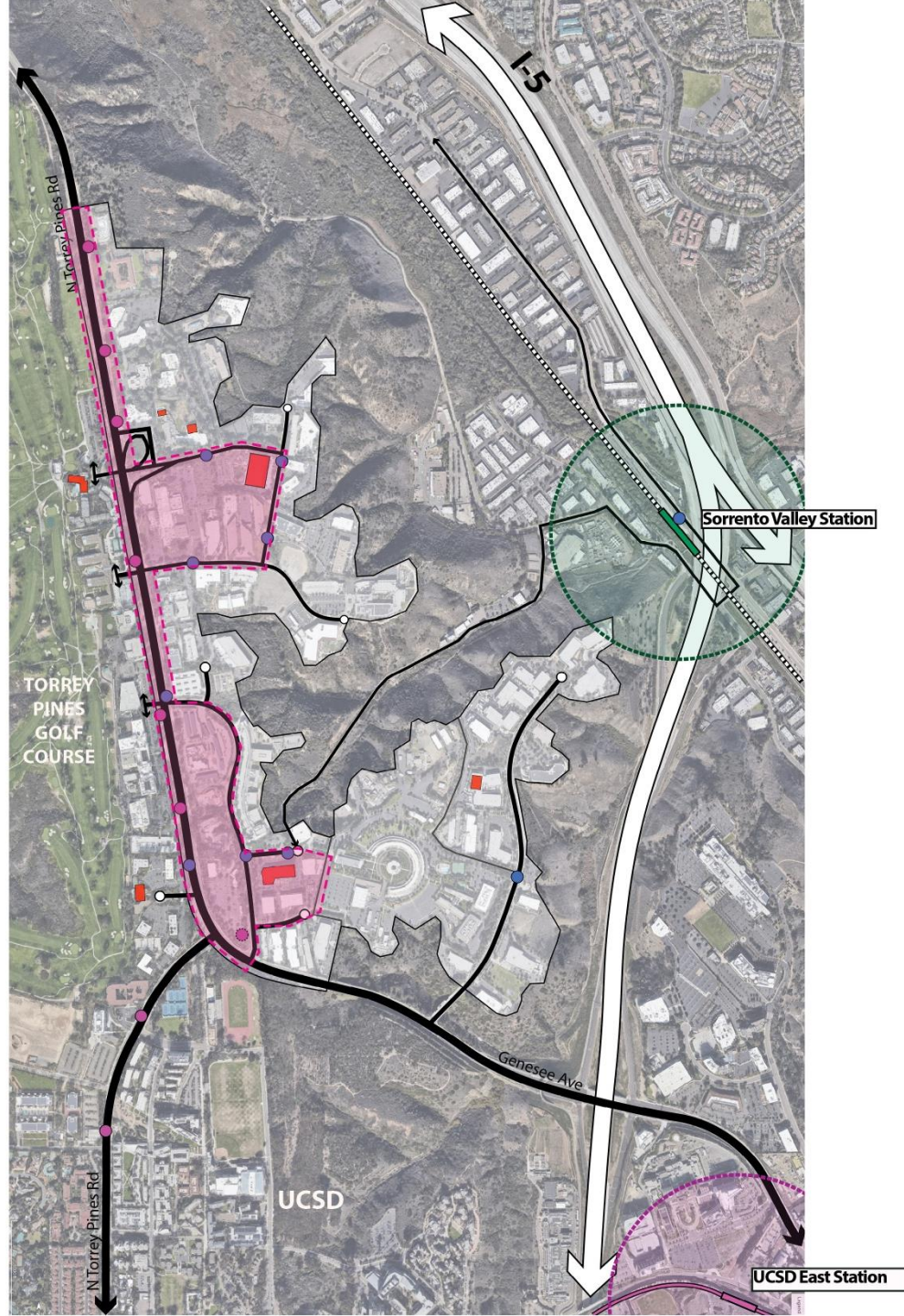




# FOCUS AREA 1

## FROM

- Surface Parking Lots
- Large-Format, 1-2 Story Buildings
- Vast and Inactive Exterior Environments
- Automobile Centered
- Single Use
- Drive-in; Drive-out

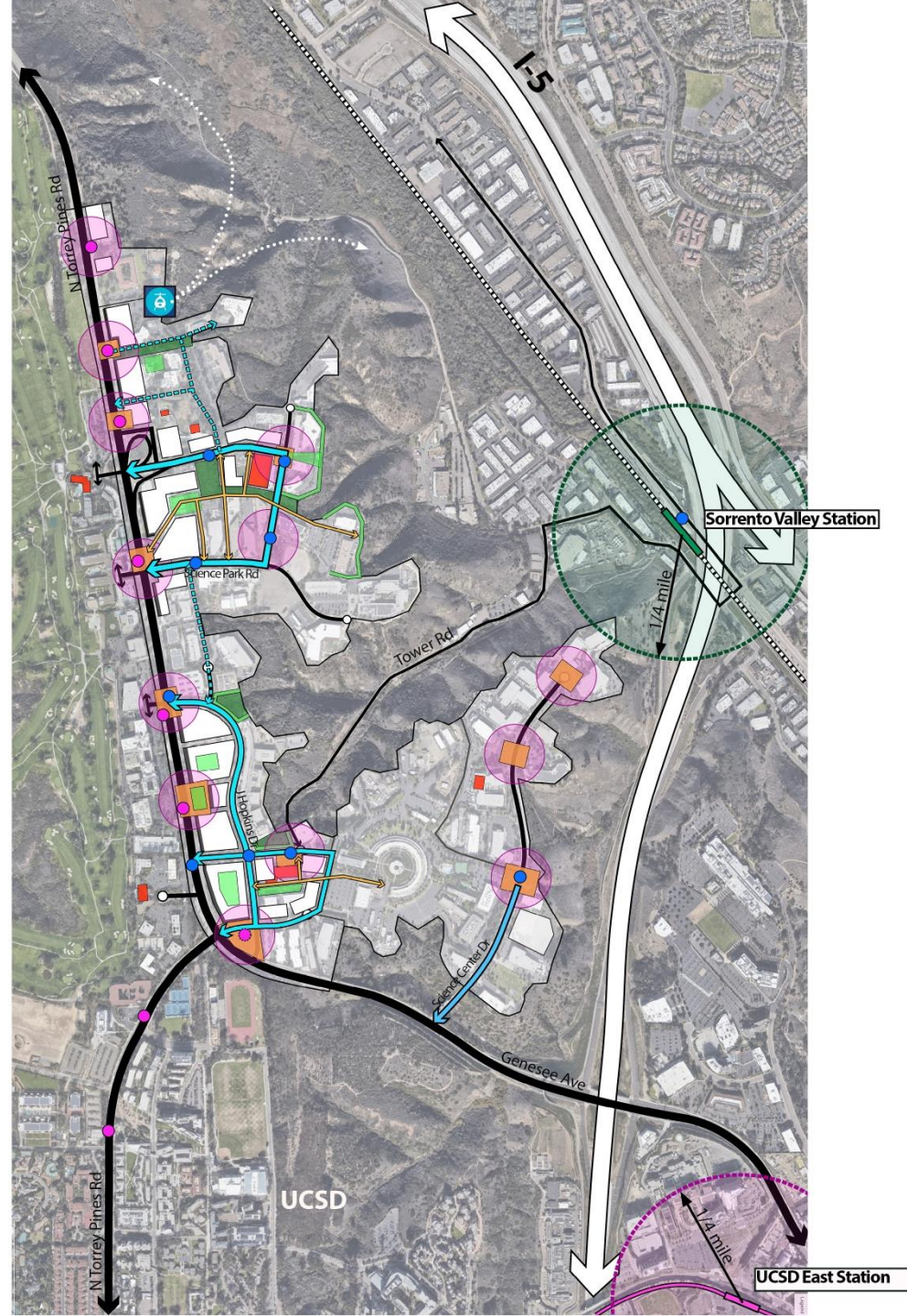




# FOCUS AREA 1

## TO

- Structured Parking
- Up to 3 Story Buildings
- Compact and Vibrant Exterior Environments
- People Centered
- Single Use but with Amenities
- Drive-in / Shuttle-in/ Bike-in, and Walk Around
- Class A++ Buildings
- Canyon Focused
- Micro-mobility Connections along N. Torrey Pines Rd.





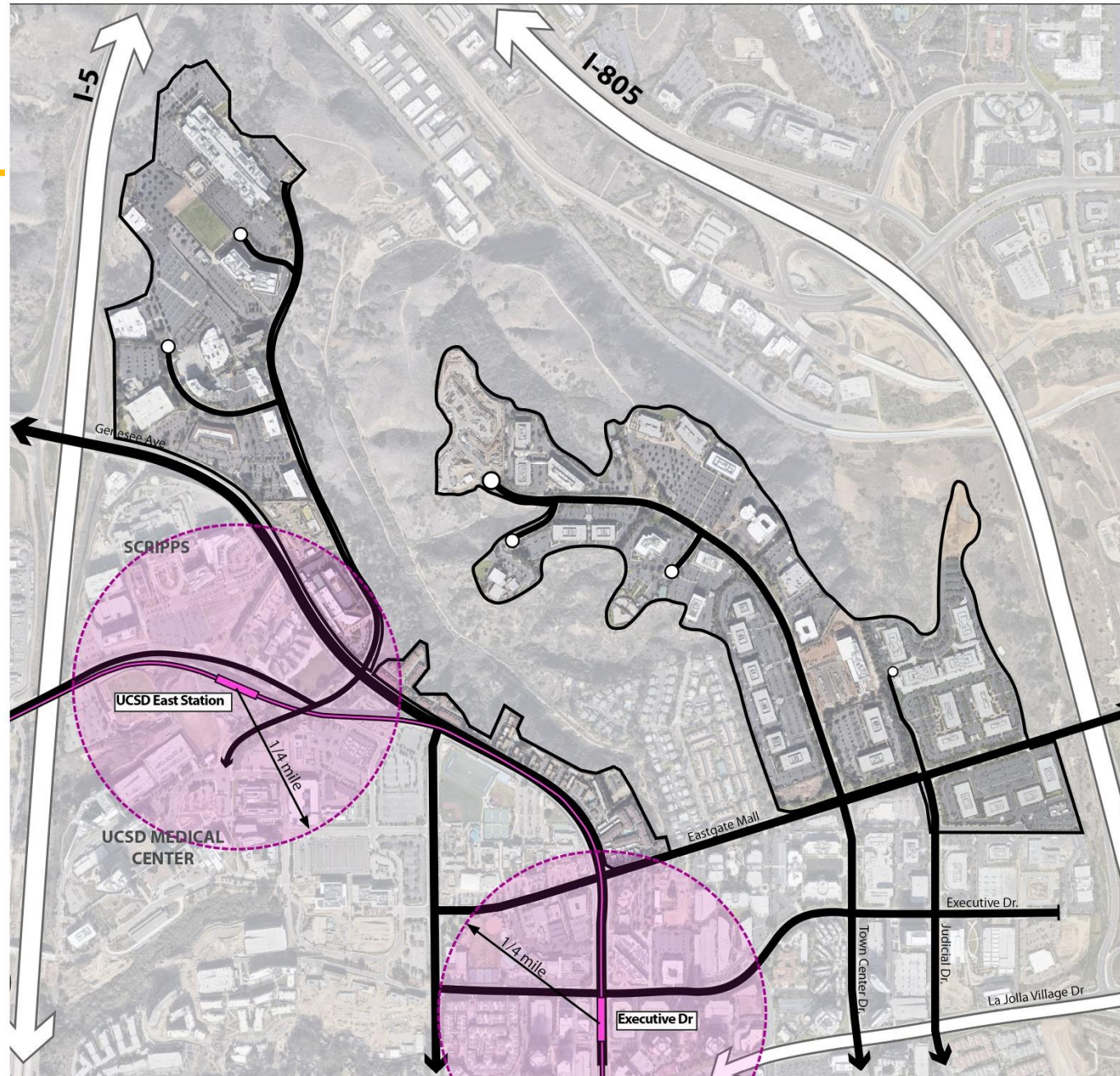
# A Multi-model Parkway





## FOCUS AREA 2

- Science and Technology Park within an exclusive, secluded and prime location surrounded by canyon landscape
- Tech & Biomed Cluster: The area is home to long-term, established firms
- Improved working life environment emerging with services and employee amenities (*Green Acre Campus Point*)
- Cul-de-Sac-like Development
- Canyon Interface
- Low-Rise

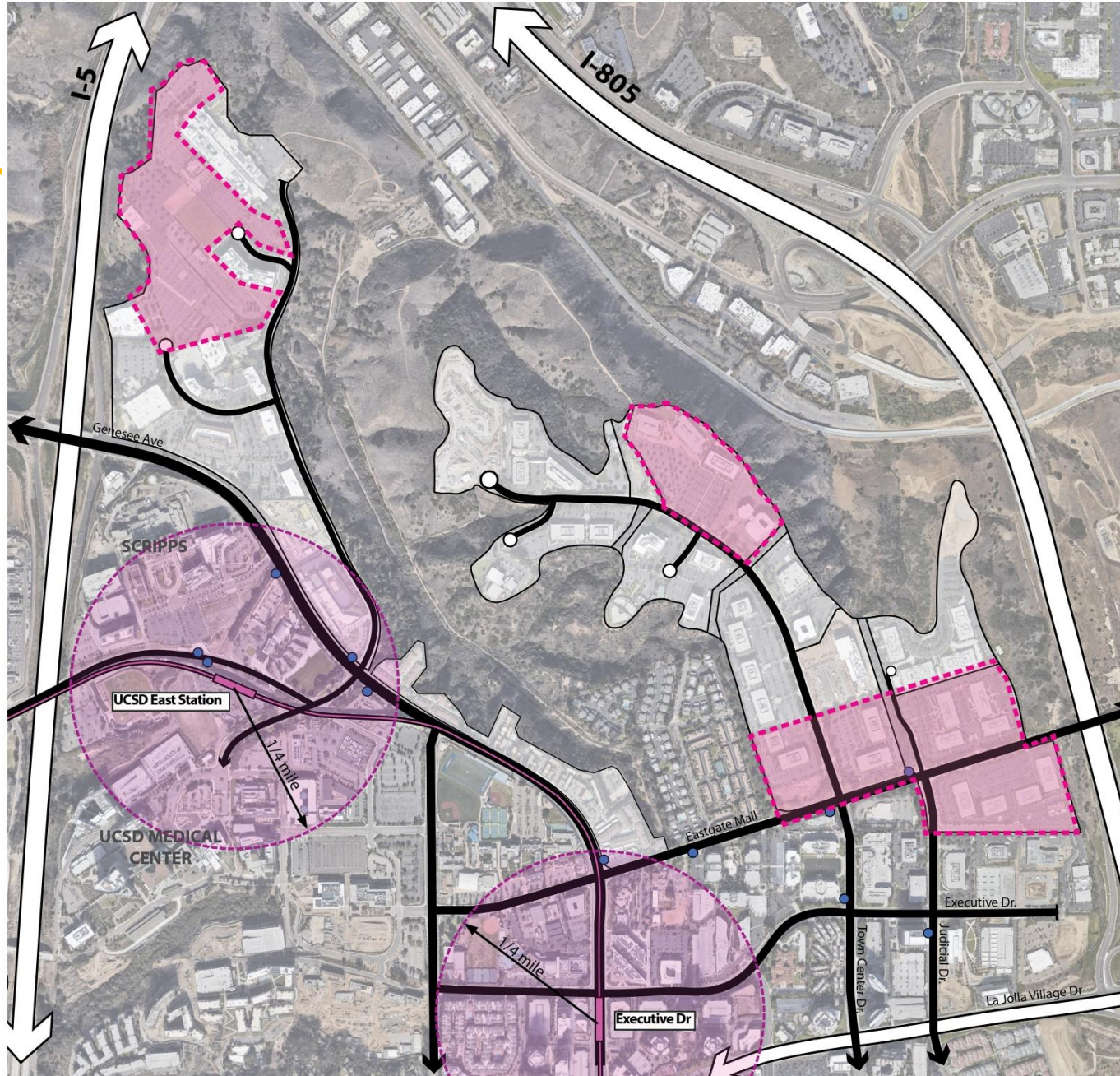




# FOCUS AREA 2

## FROM

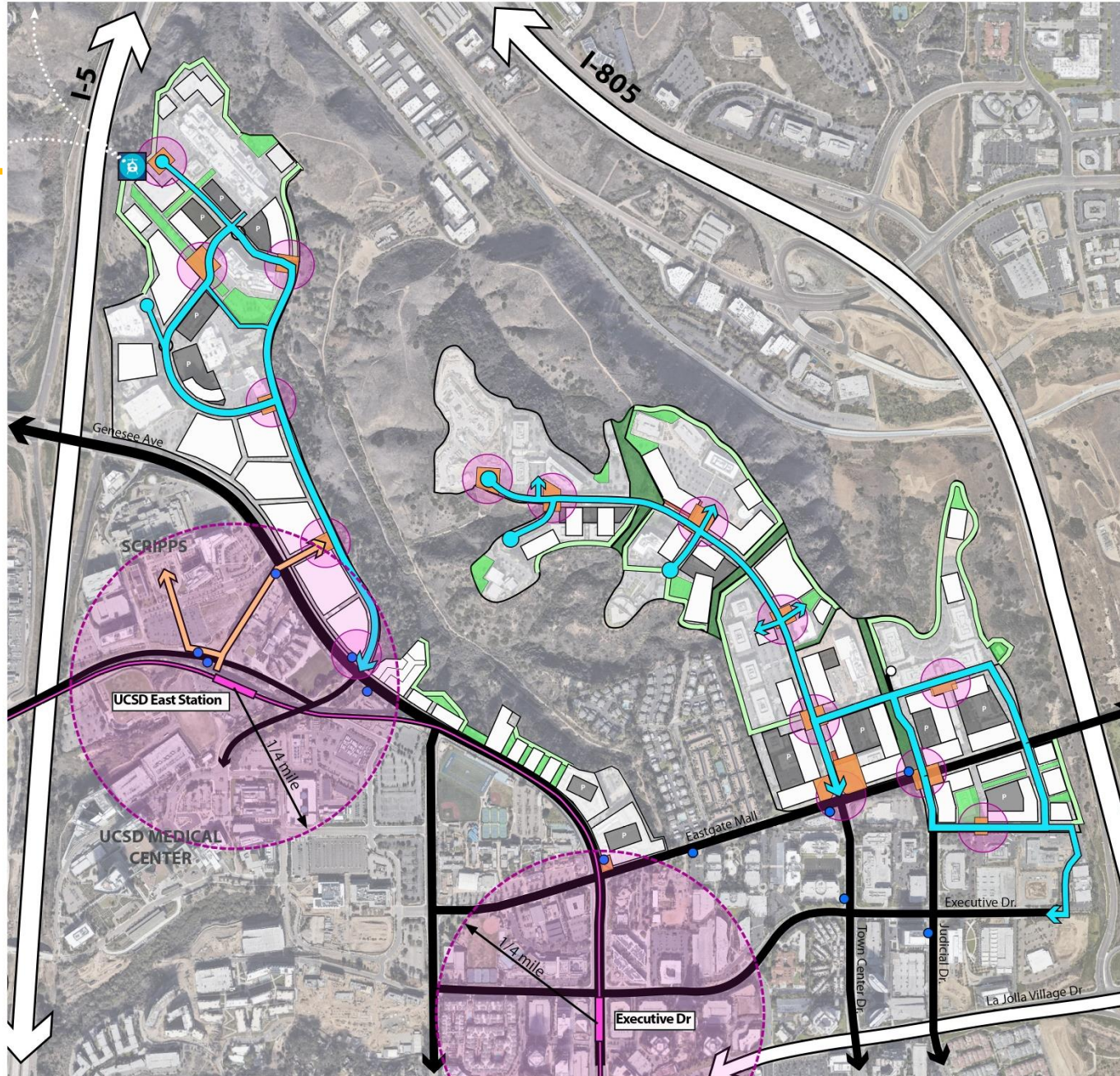
- Surface Parking Lots
- Large-Format, 1-2 Story Buildings
- Vast and Inactive Exterior Environments
- Automobile Centered
- Single Use
- Drive-in; Drive-out
- Canyon is back door





TO

- Structured Parking
- Up to 3 Story Buildings
- Compact and Vibrant Exterior Environments
- People Centered
- Single Use but with Amenities
- Drive-in/ Shuttle-in/ Bike-in and Walk Around
- Class A++ Buildings
- Canyon is Amenity





# Small-scale mobility nodes





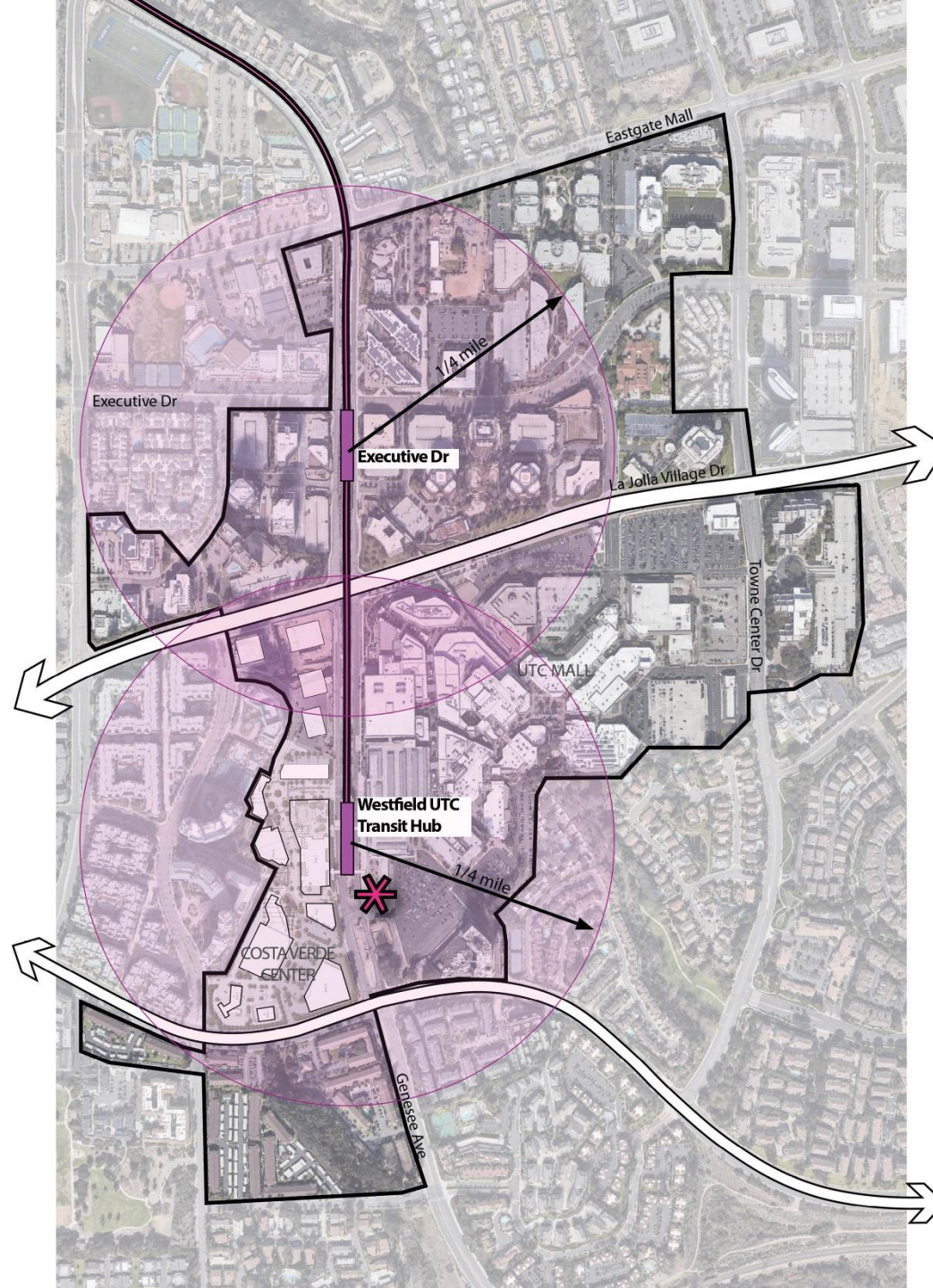


# Employee Amenities



# FOCUS AREA 3

- Center or “Heart” of Community?
- Two Transit Stations within ½ mile
- Concentration of High-Rises
- Concentration of Commercial Activity
- Concentration of Traffic



Commercial Center

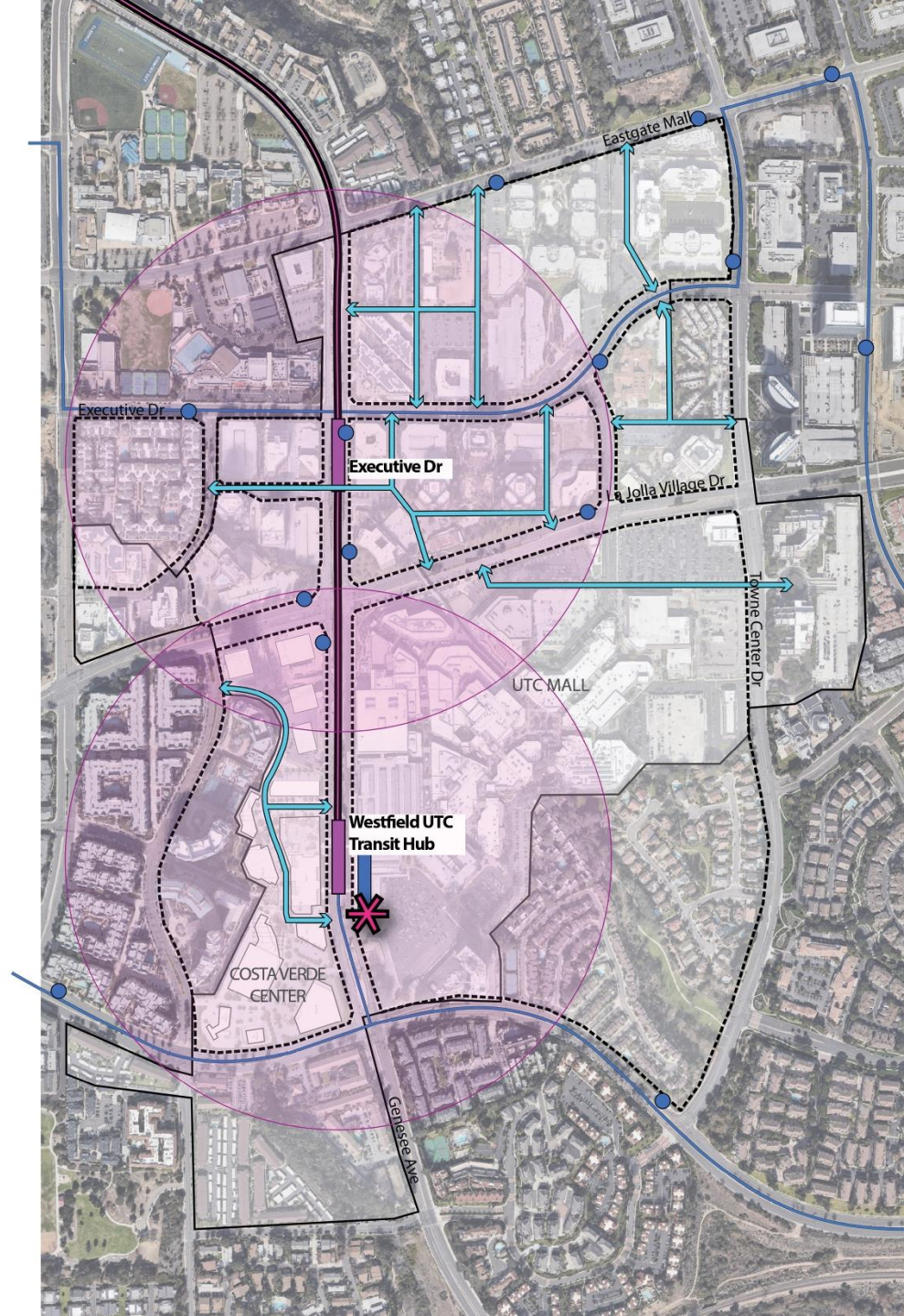


Financial Center



# FOCUS AREA 3

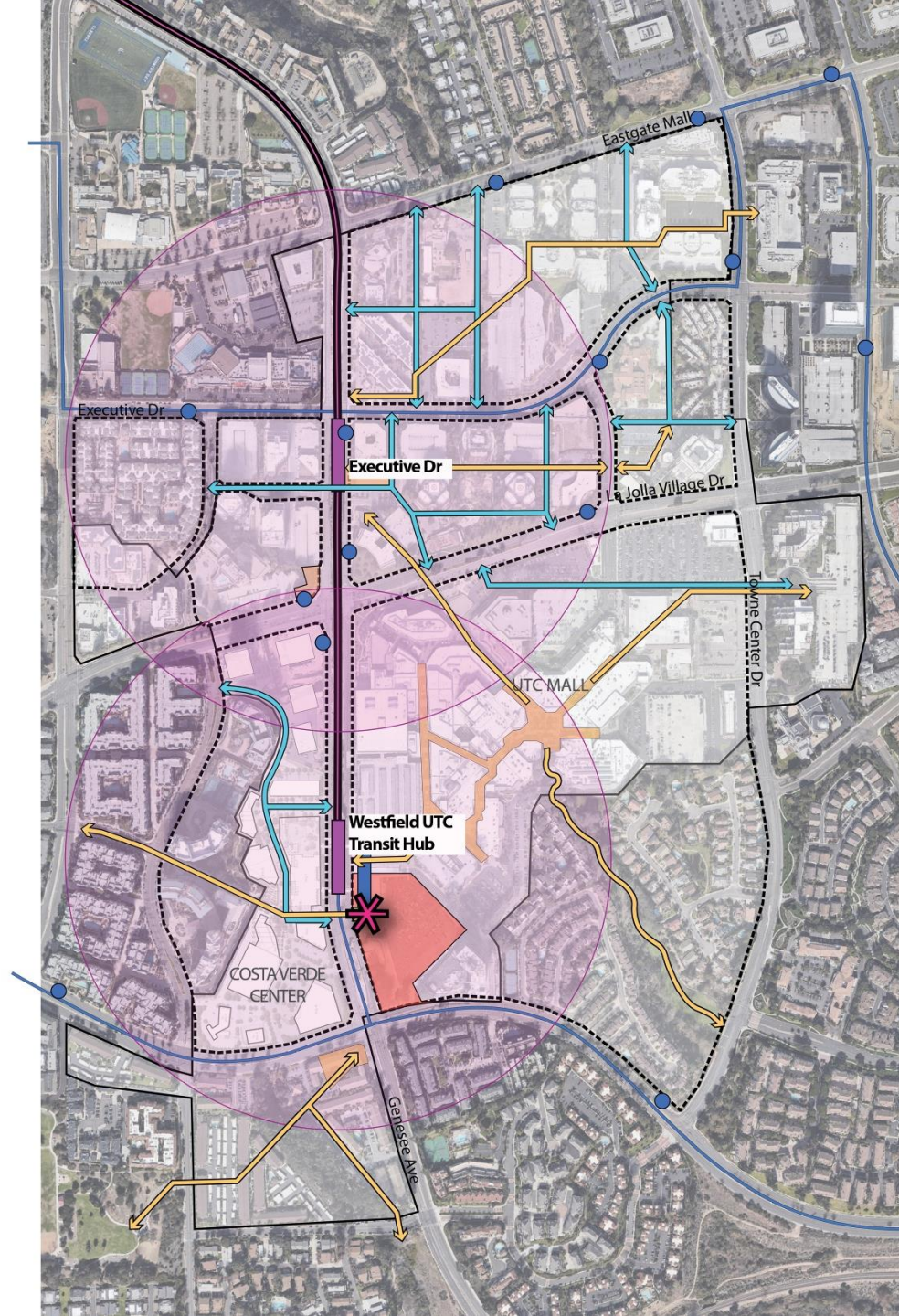
Establish a more walkable environment through greater connectivity through and to blocks





# FOCUS AREA 3

Link those connections to placemaking opportunities focused on transit



Urban Avenue

Neighborhood Spine



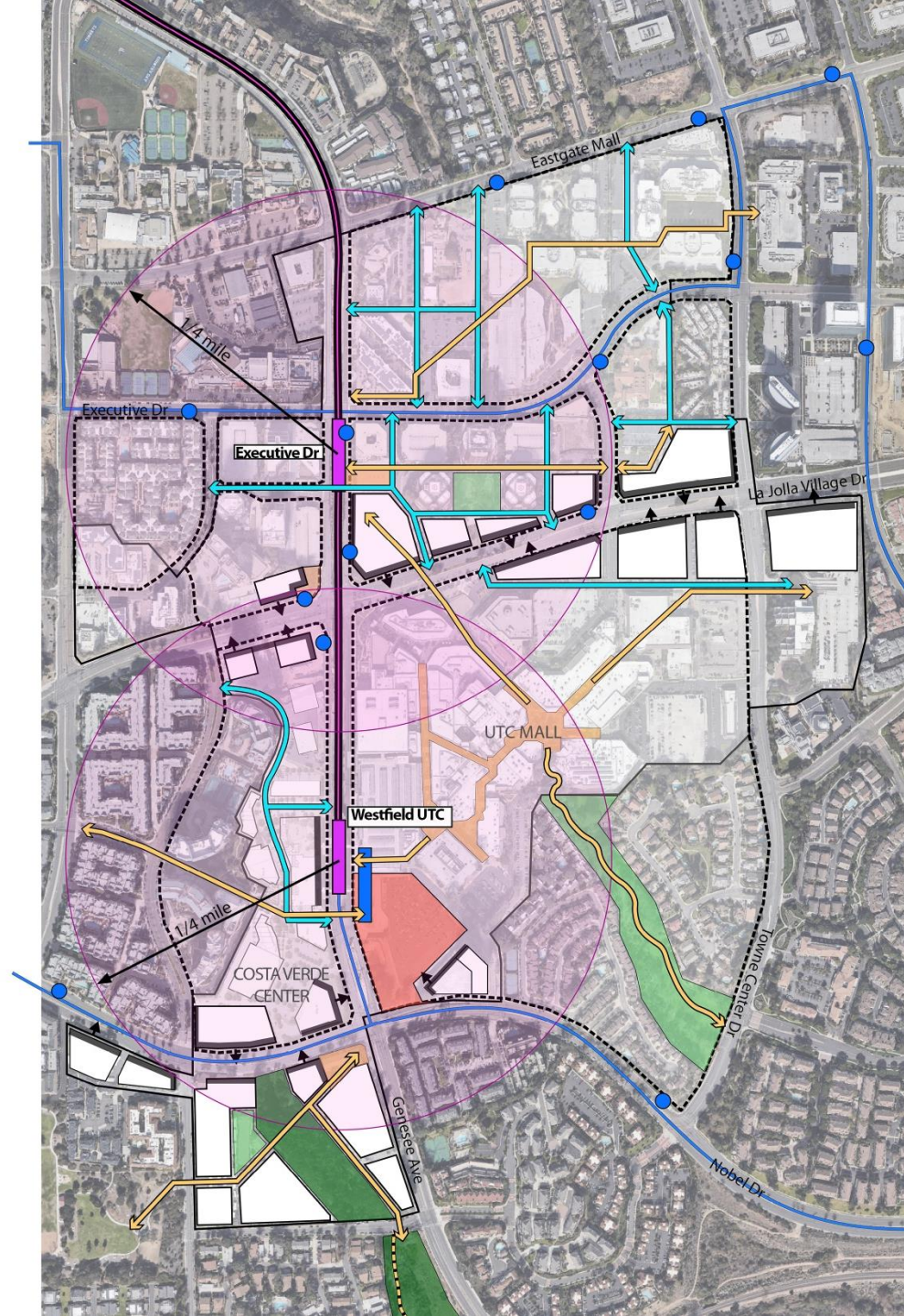
# FOCUS AREA 3

## FROM

- Surface Parking Lots
- Large-Format Buildings
- Superblocks
- Automobile Centered
- Single Use/ “Chain” Stores
- Inward Focused

## TO

- Structured Parking
- Multi-Story Buildings
- Compact and Walkable
- Pedestrian Centered
- Mixed-Use
- Open Space Amenities and Placemaking







**Active 24/7 Environments**



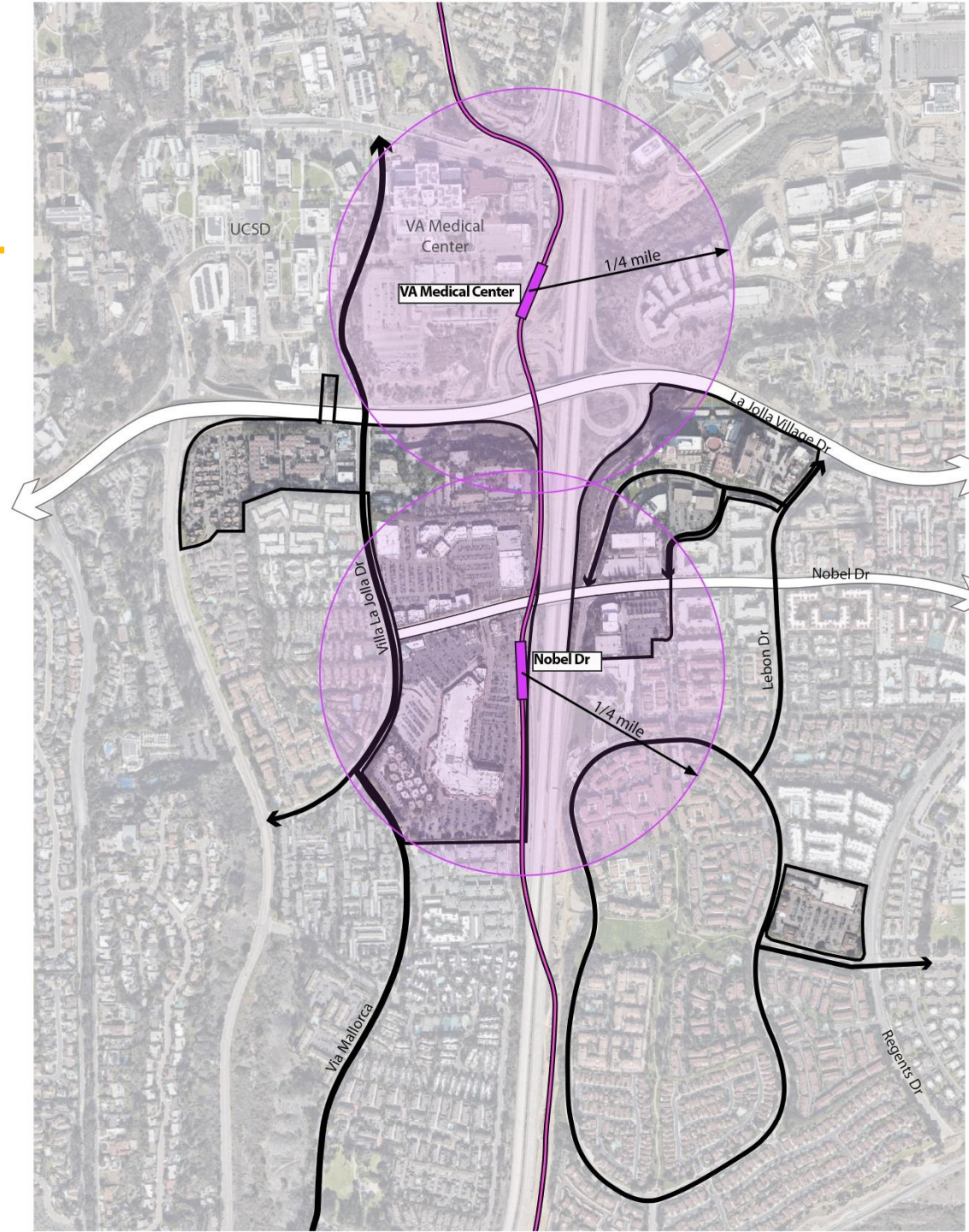


Fully-Integrated Transit ???



# FOCUS AREA 4

- Neighborhood Center
- Two Transit Stations within ½ mile
- Concentration of Neighborhood-Serving Uses
- Concentration of Commercial Activity
- Concentration of Traffic
- Gateway to UCSD

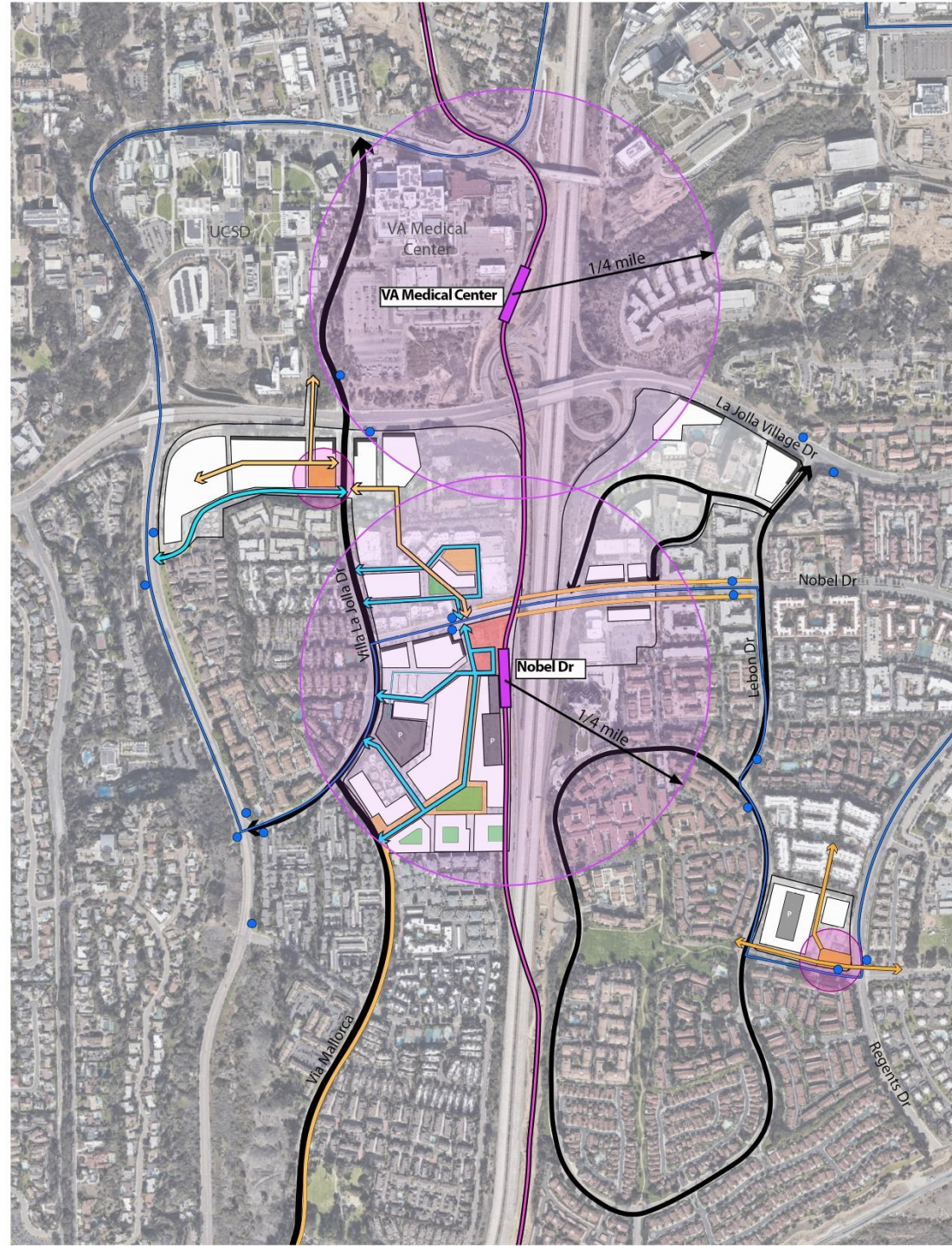




# FOCUS AREA 4

## FROM

- Surface Parking Lots
- Large-Format Buildings
- Superblocks
- Automobile Centered
- Single Use/ "Chain" Stores
- Inward Focused
- Isolated

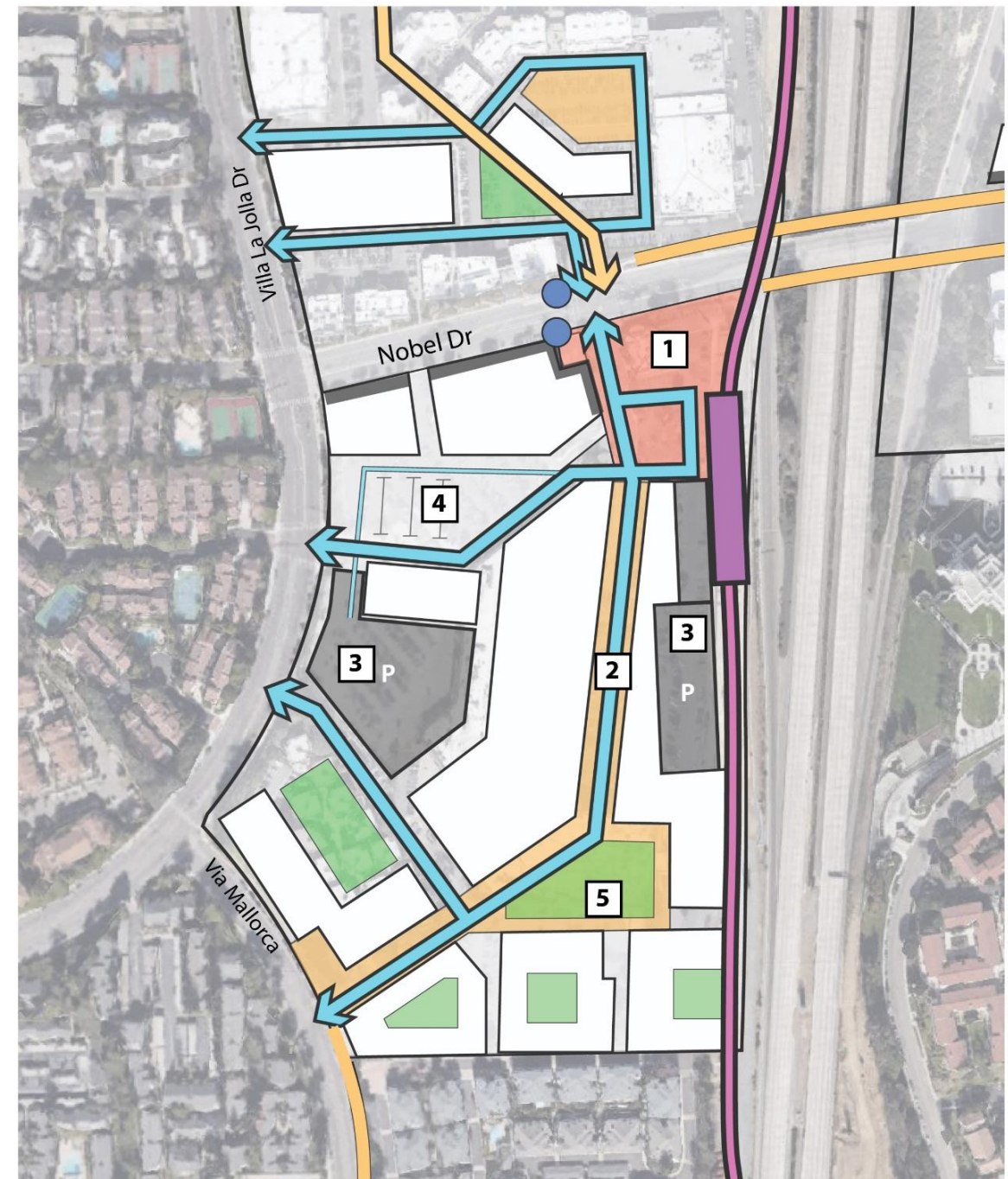


## TO

- Structured Parking
- Multi-Story Buildings
- Compact and Walkable
- Pedestrian Centered
- Mixed-Use
- Open Space Amenities and Placemaking
- Wrap Parking Structure with Retail "Main Street" Experience



1. Transit Square & Ride Share Pick-up & Drop Off
2. "Main Street" Experience
3. Shared Parking Structure
4. Landscaped Surface Parking Plaza
5. Community "Green"





**How do we get from  
here to there?**



**KEY CONCEPT 1:** Connectivity

**KEY CONCEPT 2:** Placemaking

**KEY CONCEPT 3:** Mixed-Use

**KEY CONCEPT 4:** Transit Orientation



# BETTER CONNECTIVITY?





# BETTER CONNECTIVITY?









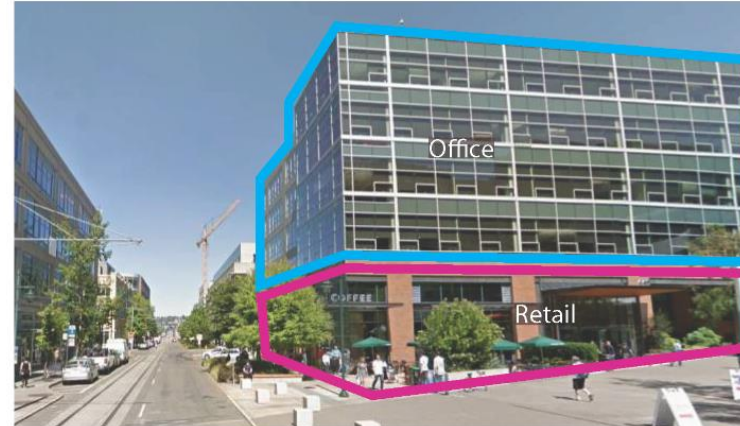
# MIXED-USE?

## A. VERTICAL MIXED-USE: HOUSING EMPHASIS



EV - Downtown, San Diego

## B. VERTICAL MIXED-USE: EMPLOYMENT EMPHASIS



Amazon Campus - South Lake Union, Seattle



# MIXED-USE?

## C. HORIZONTAL MIXED-USE: HOUSING EMPHASIS



1 Mission & Mission Hills Commons - Uptown, San Diego

## D. HORIZONTAL MIXED-USE: EMPLOYMENT EMPHASIS



The Source - Buena Park, Orange County

## E. CAMPUS MIXED-USE/"LIFESTYLE CENTER"



Kirkland Urban - Kirkland Washington







# PLACEMAKING?











SOURCE: sdgrantmakers.org



SOURCE: Kirtough Landscape Architecture





SOURCE: Palisade UTC: [palisadeutc.com](http://palisadeutc.com)





# EMBRACE TRANSIT?



SOURCE: UCSD: [designlab.ucsd.edu](http://designlab.ucsd.edu)



SOURCE: Carrier Johnson: [sandiegodowntownnews.com/uc-san-diego-a-vision-for-east-village/](http://sandiegodowntownnews.com/uc-san-diego-a-vision-for-east-village/)



## FOCUS AREA 4: The area around La Jolla Village Square

KEY CONCEPT 1: Connectivity

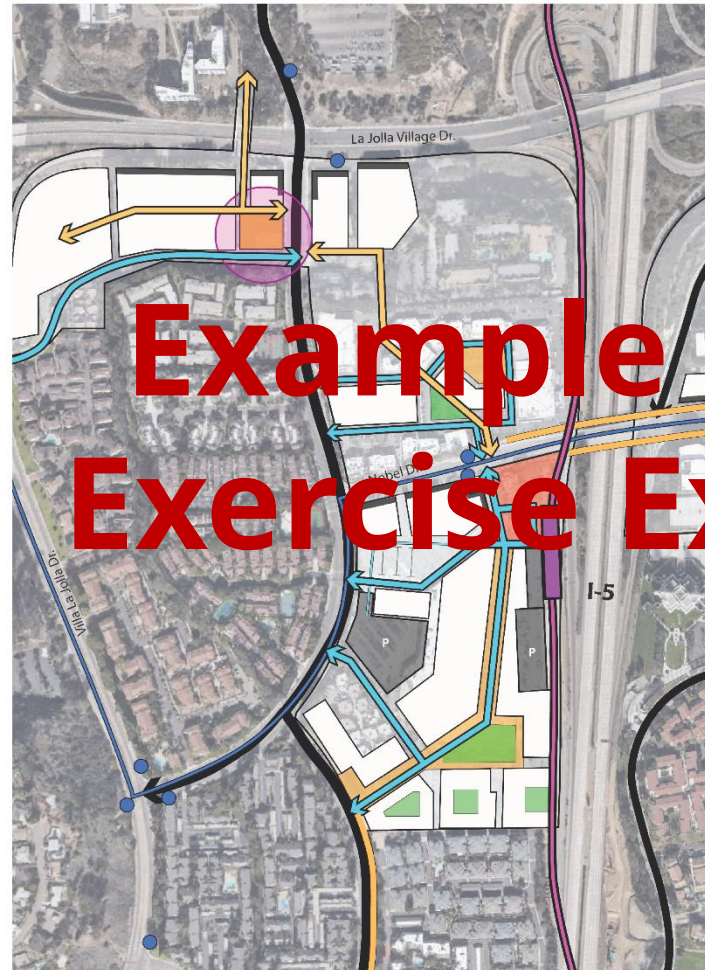
KEY CONCEPT 2: Placemaking

KEY CONCEPT 3: Mixed-Use

KEY CONCEPT 4: Transit Orientation

QUESTION 1: What **challenges** do you see for this focus area?

QUESTION 2: What **opportunities** do you see for this focus area?



Enlarged view of La Jolla Village Square Center



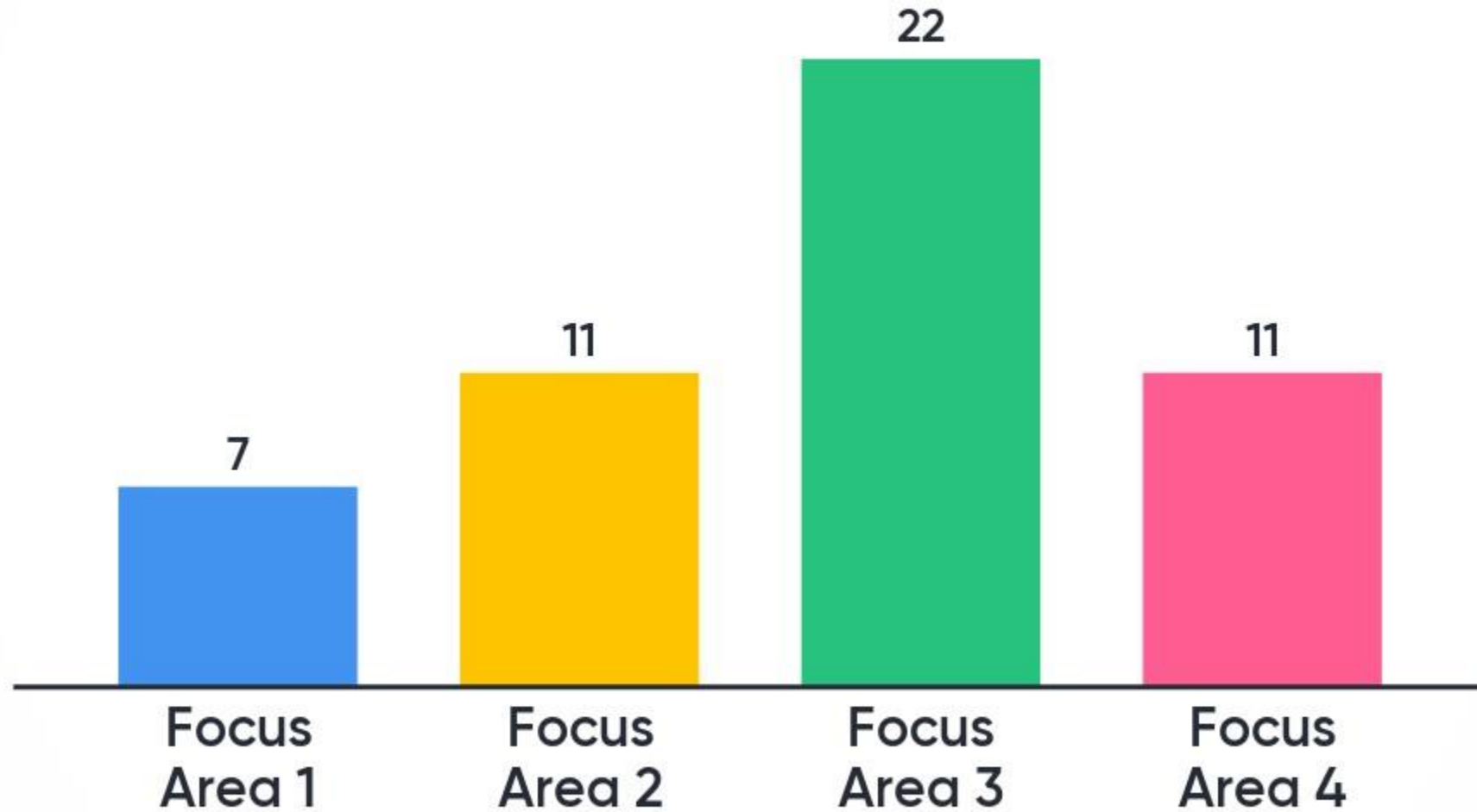
Overall view of focus area

### Legend:

- Circulation Route
- Circulation Opportunity
- Path to Transit
- Trolley Line
- Rapid Bus Line
- Existing Bus Stop
- Trolley Station
- Plaza
- Recreation Space/ Amenity
- Transportation Node



# Which Focus Area would you like to discuss?





An aerial photograph of a desert landscape. A multi-lane highway runs horizontally across the upper portion of the image. Below the highway, there's a residential or commercial area with various buildings. In the lower-left corner, a green golf course is visible. To the right of the golf course, there's a sports complex featuring a red running track and several blue-roofed structures. The background consists of arid, hilly terrain with sparse vegetation.

# FORUM ON LAND USE & ECONOMIC PROSPERITY



# What are the key challenges in University?









# THANK YOU

The City of

**SAN DIEGO**



**UNIVERSITY**

Community Plan Update

