

Provide for Equitable Development

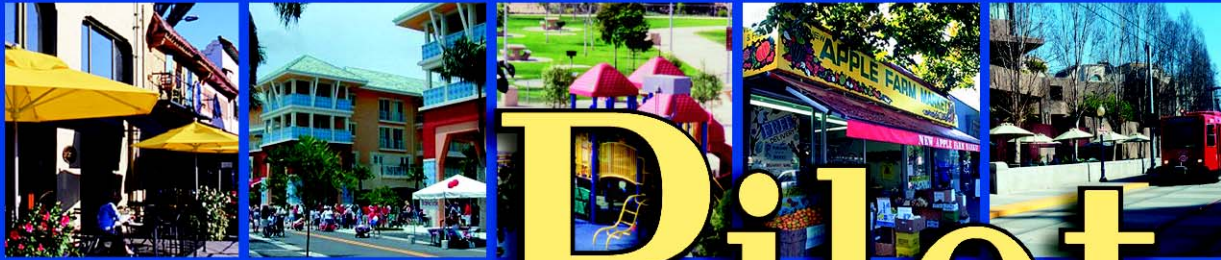
Create Economic Prosperity

CITY OF VILLAGES

Provide Public Facilities

Protect the Natural Environment

Increase Mobility



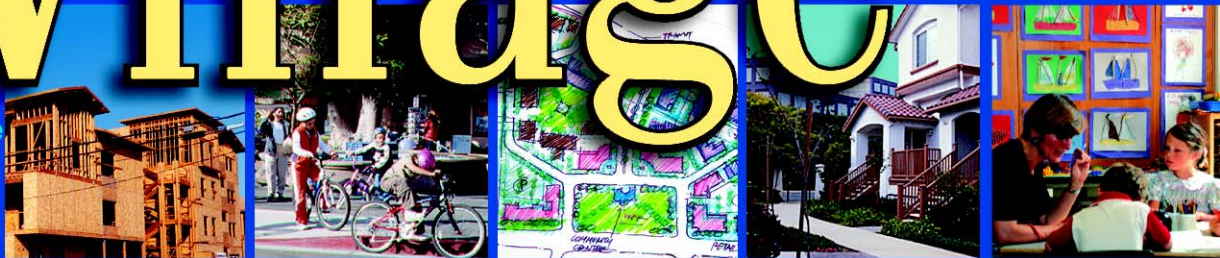
Housing Affordability

Pilot Village

Enhance Our Neighborhoods

Enhance Our Neighborhoods

Provide for Equitable Development



Program and Application

Protect the Natural Environment

Increase Mobility

CITY OF SAN DIEGO
GENERAL PLAN
 STRATEGIC FRAMEWORK ELEMENT

DECEMBER 2002

Provide Public Facilities

Create Economic Prosperity



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PLANNING DEPARTMENT

S. Gail Goldberg, Planning Director

Coleen Clementson, Program Manager

Nancy Bragado, Senior Planner

Jean Cameron, Senior Planner

Paul Fiske, Senior Planner

John Kovac, Senior Planner

Bill Levin, Senior Planner

Anna McPherson, Senior Planner

Jennifer Flynn, Associate Planner

Tait Galloway, Associate Planner

Anna Shepherd, Associate Planner

Rosalia Hernandez, Support Staff

Myra Wenceslao, Support Staff

Catherine Cleary, Program Manager

Lawrence McGuire, Public Information Officer

Rick Brown, Graphic Design

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Models of Possibility for Every Community



City of San Diego
Planning Department
Attn: Pilot Village Program
202 C Street, MS 4A
San Diego, CA 92101

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Introduction

“Create neighborhoods we can be proud of”

On January 8, 2001, Mayor Murphy issued a challenge to all of us—to champion and invest in one of our greatest resources, our neighborhoods. As we preserve and enhance our neighborhoods we achieve so many of our common goals. We can create active and walkable streets, achieve greater community interaction and mobility, and provide more diverse housing types and decent jobs. As we focus on revitalizing our neighborhoods we protect open space—urban canyons and valleys and mesa tops. When we do all of this right, we ensure that infrastructure and public facilities come first—as a foundation upon which the neighborhood is built.

How then can we begin to realize this great vision and meet the challenge? Neighborhood enhancement is at the core of the Strategic Framework Element, a comprehensive strategy for each community to consciously determine where and how new growth in the City of San Diego should occur, and to address the challenges associated with growth. The concept is to create a City of Villages served by an excellent transit system and public facilities, such as parks, libraries, and schools.

A village is a place in the community where housing, jobs, schools, public facilities, and services are brought together. Villages are walkable, include inviting public/civic spaces where everyone feels welcome, and unique to the community in which they are located. San Diego's strategy builds upon existing neighborhoods while retaining their unique character. In older areas that can benefit from revitalization, locating new development in existing mixed-use and village-like areas is one answer. Enhancing or expanding newer town or community centers is another.

Great cities around the world have successfully used pilot or showcase projects to bridge the gap between the grand vision and reality. San Diego is now beginning a Pilot Village Program to demonstrate how the village concept can be realized. The city is committed to partnering with community residents, property owners, non-profits, developers, and other agencies to bring these Pilot Villages to fruition. These projects serve as the beginning, the catalyst for citywide implementation of the City of Villages.



Diverse housing types

Goals and Overview

Goals



Villages are unique to the community in which they are located

The pilot village program will act as a model of possibility for every community and a catalyst for the City of Villages strategy as a whole.

Implementation of the pilot villages will occur through creative partnerships and collaboration.

As the first of many, the pilot villages will serve as a “classroom experience” on how to implement the village strategy throughout the city.

Pilot villages will be designed to be an integral part of the fabric of a community.

At least one pilot village should be linked to the Transit First Showcase project(s).

Pilot villages will be dispersed geographically throughout the city.

Initial pilot villages will be developed and built within 3-5 years.

The pilot village program will demonstrate how to provide incentives and remove obstacles to village development.

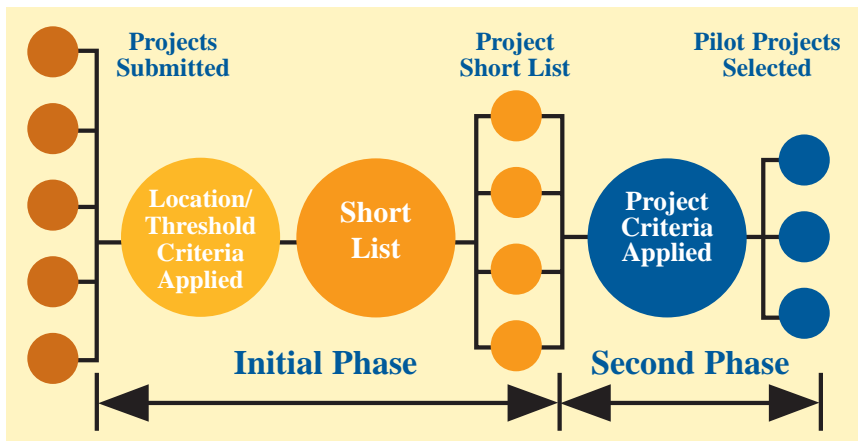
Selection Process

With these goals in mind, the city partnered with community representatives to develop a fair and public selection process that invites widespread participation, encourages innovation, and ultimately celebrates neighborhoods throughout San Diego. This submittal package provides direction and guidance to assist in the preparation of an application proposal.

The submittal process is in two phases. This application package concerns only the first phase, and it primarily focuses upon how each project satisfies a set of Threshold Criteria and Qualitative Questions. The Smart Growth Implementation Committee (SGIC) will review the results of that analysis to prepare a short list of candidates.

Short-listed candidates will be invited to participate in the second phase of the program, the preparation of a more detailed project proposal and implementation strategy. The SGIC will then evaluate the finalists with respect to project development and will make a recommendation to the City Council. The City Council will select the Pilot Villages.

We emphasize that this is the beginning of the Pilot Village program, and that many communities will benefit from the effort, energy and good ideas that can evolve from the process of just preparing and submitting a project proposal.



The following are a list of important Pilot Village Program dates:

December 2, 2002	Application period begins
March 14, 2003	Applications due
April/May 2003	Second Phase participants announced
December 2003	SGIC Evaluation
Early 2004	City Council Selection

For more information, please contact Anna McPherson at (619) 235-5215 or Jennifer Flynn at (619) 533-6508 or visit our website at www.sandiego.gov/cityofvillages

Incentives

The Pilot Village Citizen Subcommittee, the Mayor's Smart Growth Implementation Committee, and City Staff from various departments assisted in the creation of the following list of potential pilot village incentives. The City Council will ultimately adopt a package of incentives. Other incentives could be added depending on the final pilot village selection.

Infrastructure

- Revise the current schedules and complete the sewer and water line replacement and upgrades to accommodate the development of the selected pilot sites.

Fees and Taxes

- Secure funding to reimburse the City for fee subsidies provided to the developers of pilot villages.

Processing

- Establish a team of staff dedicated to managing, reviewing, and processing pilot village applications, including the creation of an unclassified, management level position to oversee pilot village projects. The person who fills this position will have the authority to resolve project issues and prioritize staff efforts to meet aggressive pilot village processing schedules. The team should also include all disciplines including those who review construction drawings and the project as it is built.
- Amend the urban village overlay zone to facilitate pilot village processing and development.

Funding

- The City is in the process of establishing a loan guarantee fund and a smart growth revolving loan fund for mixed-use projects. Once created, pilot villages should have priority status access to these loan funds.
- Create pilot village incentive agreements to rebate a portion of the property taxes.

Policies and Regulations

- When and where appropriate, prioritize and allocate current resources, including, but not limited to:
 - Undergrounding of utilities
 - Affordable housing
 - Community Development Block Grants (CDBG)
 - Capital Improvement Projects (CIP)



These projects are the beginning

Threshold Criteria

Projects must meet all of the following criteria to participate in this process:

1. Project site must be within one half mile in distance to an existing/planned transit stop.
2. Site must be able to be assembled and entitled within eighteen months. There must also be a viable developing entity with access to financing.
3. There must be general community acceptance and public support for the project.
4. The project must contain mixed use.
5. The project must be located in a village opportunity area on the City of Villages Action Plan Opportunity Areas Map.
6. The project must meet a density minimum as designated on the relevant adopted community plan land use map.



Enhance mobility

Design Program

1. In addition to housing, the ideal pilot village will have a mix of land uses, including (but not limited to):
 - Commercial retail (neighborhood serving)
 - Employment/office
 - Community services (health, social)
 - Entertainment/cultural assets
 - Transit station/stop
 - Public or charter school
 - Public park
 - Public library
 - Community center
 - Public plaza/civic space

The project does not necessarily need to provide all of these uses, if the uses already exist adjacent to the project site. Uses located within close proximity of the project will also be considered in the land use mix.

2. The *ideal* pilot village will have interconnected, pedestrian-friendly, narrow streets with a minimum clear width of five feet of sidewalk. It will respect the existing street frontage (if applicable) and represent a unified design theme with respect to street trees, lighting, and street furniture, which is compatible with the neighborhood.
3. The *ideal* pilot village will be located in a highly visible and accessible place where many people will be able to see what a pilot village can look like.
4. The *ideal* pilot village will serve as an example that can be replicated throughout San Diego.
5. Twenty percent or more of the total housing in the *ideal* pilot village will be affordable housing (as defined by the Housing Commission).
6. The *ideal* pilot village will exhibit architectural excellence through a style that reflects, respects, and enhances the neighborhood and community in which it is located, and is of a high caliber. It will fit within the neighborhood with respect to bulk and scale, building mass, and the surrounding structures and streetscape.



Build upon what is good in each neighborhood

Submittal Process

Structure of proposal

A successful proposal shall be clear, concise, and follow the evaluation criteria. Vague descriptions and repetition will reduce the proposal's rating.

Submittal Requirements

1. Cover Sheet

- Site name and vicinity map.
- Name and address of applicant.
- Contact person: title, phone number, fax number, email address.
- Signature of authorizing official and date signed.

2. Threshold Criteria

Please provide a written response to explain how the site/proposal meets the threshold criteria.

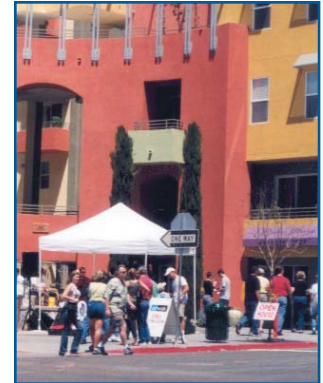
3. Pilot Project Overview

Provides the applicant with an opportunity to briefly discuss the general and specific goals of their proposed pilot village.

- Include short-term changes you want to achieve with this proposal request.
- Include long-term changes you are working toward and how this proposal is linked to them.
- Organizational capacity: describe why you are well positioned to implement the proposal request.
- Process: summarize the work plan you will use to accomplish your goals and outcomes including a time-line.
- Resources: describe the additional resources needed to continue this project over time. Include information on:
 1. How you will secure the other resources necessary and/or to complete the work involved in this proposal request.
 2. How you plan to support this project in the future.

4. Conceptual Site Plan

- Use an adequate scale to depict location and arrangement of land uses, circulation, and access points.
- Folded to the size of 8.5 x 11 inches, tucked in a sleeve in the binder.
- Indicate the approximate size of project, number of dwelling units, and acreage of various land uses.
- Include topography, with a minimum of 20-foot contour lines.



Active and walkable streets



Sample site plan

5. Evaluation Criteria

Please answer attached questions.

6. Additional Requirements

- Resumes of principal administrator or administrators of the pilot village project.
- Letters of commitment, support, or partnership from government or private entities, organizations, and stakeholders.
- Letters of support from property/site owners and community planning group.
- A letter of reference from a bank, or other financial institution, that has worked previously with the applicant, has reviewed the proposed development, and would be interested in providing financing.
- Context map (300 feet around project) or greater.

7. Format

- Font size no smaller than 12 point.
- Margins no smaller than 1 inch.
- Single-sided and single-spaced.
- Printed on 8.5 x 11 inch paper.
- Pages consecutively numbered with the site name appearing as a header or footer on each page.
- Please include pilot village proposal within a 3-ring binder.
- Please submit 6 binders to:

City of San Diego
Planning Department
Attn: Pilot Village Program
202 C Street, MS 4A
San Diego, CA 92101

Selection Process

The Smart Growth Implementation Committee (SGIC) will evaluate submitted proposals through a two-phase process selection process. In the first phase, the threshold criteria and location criteria will be used to determine a shortlist of proposals. Proposals making the shortlist will be required to further develop the project proposal, which will be evaluated using project criteria, and make a presentation to the SGIC. The SGIC will make a recommendation to the City Council, who will ultimately choose the pilot villages.

Pilot Village Questions

1. How is the project site accessible and visible to the public?
2. Does the project site have existing transit service? Are there multi-modal transportation options (transit, automobile, bicycle, pedestrian) to access the site?
3. Are there currently employment opportunities within 1/4 mile walking distance to the proposed village site?
4. Are there currently commercial opportunities in close proximity to the proposed village site?
5. Does the project site propose to clean up or reuse a brownfield or greyfield?
6. Are there currently cultural and entertainment activities in close proximity to the proposed village site?
7. Is there a school, library, park, or community center in close proximity to the proposed village site?
8. Does the proposed location have adequate utility capacity for water, sewer, streets, and electricity?





9. Are there currently community services such as: health services, non-profit organizations, and/or community service centers in close proximity to the proposed village site?
10. Is the land proposed for the pilot village available and assembled? Who has control of the site?
11. Has there been collaboration on the project site between the applicant, public agencies, and/or non-profit organizations?
12. Is the project site supported by the public? the planning group? Other groups including but not limited to: Business Improvement Districts/Associations (BIDs or BIAs), Community Associations, Redevelopment District Project Area Committees (PACs), Historical Groups, Art and Cultural Associations...
13. Does the project site have a willing developer and property owner?
14. Is the project in a redevelopment area?

Provide for Equitable Development



THE CITY OF SAN DIEGO

Increase Mobility

Enhance Our Neighborhoods

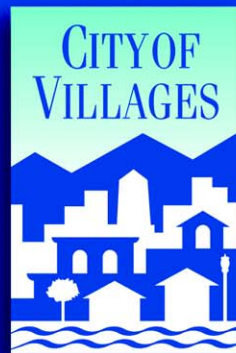
Increase Housing Affordability

Protect the Natural Environment

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Increase Housing Affordability



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Provide Public Facilities

