



SR-15 Mid-City Station Area Planning Study

Final Land Use Existing Conditions Technical Memo

Submitted to City of San Diego City Planning & Community Investment Department

by IBI Group

June 2011

Table of Contents

Introduction	1
Planning Framework	1
General Plan – Land Use and Community Planning Element.....	1
Mid-City Communities Plan	2
Zoning.....	5
City Heights Redevelopment Plan.....	9
SANDAG Smart Growth Concept Area	11
Study Area Existing Conditions	11
Existing Land Use and Zoning	11
Demographics.....	13
General Character/Built Form	13
Parks and Open Space	17
Major Utilities	17
Appendices	20

List of Figures

Figure 1 Neighborhood Boundaries	3
Figure 2 Planned Land Use	4
Figure 3 Existing Zoning	6
Figure 4 - Redevelopment and Infill Designations	10
Figure 5 - Existing Land Use	12
Figure 6 - Parklands.....	19

List of Tables

Table 1 - Zoning Requirements.....	8
------------------------------------	---

Introduction

New bus rapid transit (BRT) facilities and services are being planned for SR-15 in Mid-City as part of the region’s efforts to enhance the performance and attractiveness of transit. Included in the improvements are new transit stations at El Cajon Boulevard and University Avenue. The Mid-City Station Area Planning Study is being undertaken by the City of San Diego to take advantage of the planned transit facilities and services to spur land use improvements in the areas near the stations.

Funded by a Smart Growth Incentive Program grant from the San Diego Association of Governments (SANDAG), the study aims to develop a vision and identify implementation actions to foster transit oriented development in the study area on both sides of SR-15. The study includes a planning analysis of land use, mobility, and economic considerations to develop plans and policies to support development that makes the most of the increased travel options the BRT will bring.

To make a proper assessment of transit oriented development (TOD) potential in the two station areas along the SR-15 BRT corridor, the existing conditions of the station areas were analyzed by evaluating existing conditions in the Mid-City neighborhood including the planning framework, station area demographics, parks and open space, and general character of the study area.

Planning Framework

The two station areas are located within the City Heights, Normal Heights and Kensington-Talmadge Community Planning Areas under the City of San Diego General Plan. The existing planning framework within City Heights consists of the community plan along with zoning and redevelopment project areas. Additionally, the SANDAG Regional Comprehensive Plan (RCP) and associated Smart Growth Concept Map serves as a guide to areas in the region that are targeted for smart growth. Projects within these areas that meet certain criteria are eligible to receive smart growth incentive funding from SANDAG.

The planning framework for Mid-City is summarized below and discussed further in the following pages in terms of its relevance to the station areas.

- **General Plan** - The City of San Diego General Plan (2008)
- **Community Plan** - The Mid-City Communities Plan (1998)
- **Zoning** - City of San Diego Land Development Code
- **Redevelopment Project Areas** - City Heights Redevelopment Plan (1992)
- **Smart Growth** - SANDAG RCP (2004); SANDAG Smart Growth Concept Map

General Plan – Land Use and Community Planning Element

The Land Use and Community Planning Element of the City of San Diego General Plan provides the overall regulatory framework to guide future development and growth decisions within their specified boundaries by designating land uses to indicate the location and amount of land to be dedicated to housing, recreation and open space, educational uses, cultural sites, business, industry, and commercial. The City of Villages strategy identified in the General

Plan seeks to create a series of mixed-use villages throughout the City that are linked by a multi-modal transportation system consistent with the Smart Growth Opportunity Areas policy in the SANDAG RCP. While the General Plan provides high level land use designations, the designations at the neighborhood and community level were not updated along with the rest of the Plan. Instead the General Plan relies on individual, area-specific, community plans to refine the Citywide policies, designate land use and housing densities, and include additional site specific recommendations for the designated community.

Mid-City Communities Plan

The Mid-City Communities Plan provides the land use framework for the study area, including the El Cajon Boulevard and University Avenue station areas. The current community plan was adopted in 1998. It encompasses four major communities: Normal Heights, Kensington-Talmadge, City Heights, and Eastern Area. Within these four major communities the plan identifies 27 neighborhoods or sub-regions. As illustrated in Figure 1, the study area encompasses portions of the Kensington, Cherokee Park, Corridor, Teralta West, Cherokee Point, and Castle neighborhoods, and mainly lies within the City Heights Community. The Plan is designed to supplement the General Plan by identifying specific community issues and specific policies that build upon those already defined within the General Plan.

The purpose of the Mid-City Communities Plan is to create a vision for the future development of the communities and neighborhood with the Mid-City Planning Area. The Land Use Element of the Plan encourages that new commercial and mixed-use development should be located in nodes centered on the intersections of major transportation corridors. Planned land uses within the study area as identified in the Community Plan are illustrated in Figure 2. As shown in Figure 2, the area surrounding the two stations and extending down El Cajon Boulevard and University Avenue is designated mixed-use. This is consistent with the Mid-City Communities Plan overall goal of encouraging high density mixed-use development near nodes and along major transportation corridors.

Figure 1 Neighborhood Boundaries

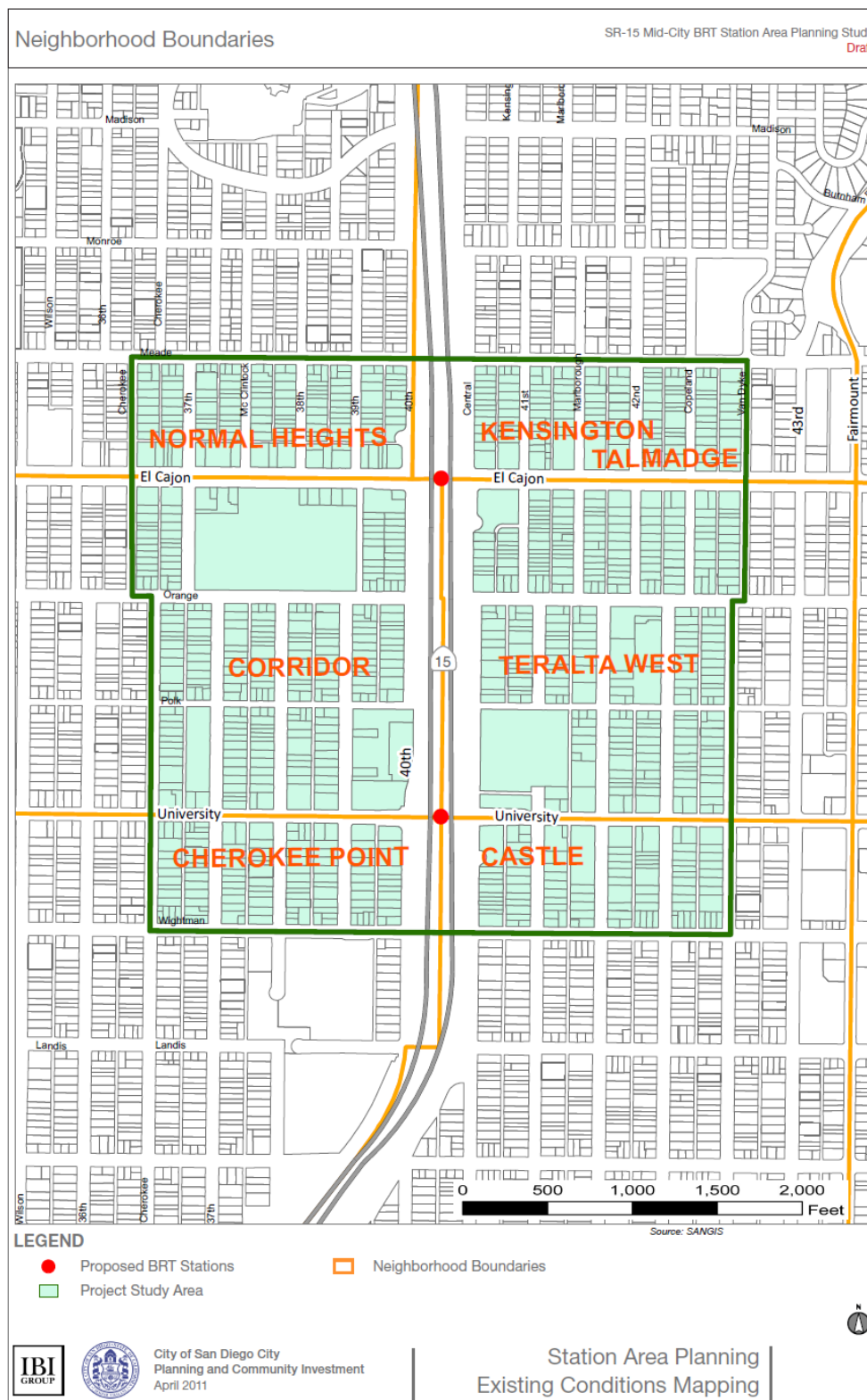


Figure 2 Planned Land Use



The study area has been identified as an Urban Node in the Mid-City Communities Plan. The purpose of the Urban Node designation is to identify areas for higher-density mixed use development. The intersections of El Cajon Boulevard and SR-15, and University Avenue and SR-15 are designated as the “Mid-City Center” Urban Node. The Mid-City Communities Plan states that the Mid-City Center node should be developed as transit-oriented town centers, accommodating the highest development densities in the Mid-City communities. The goal for future development of this node is “to establish a major urban center at these regional “crossroads.”” In order to meet this goal the following recommendations are included in the Communities Plan:

- A major subregional transit station should be established.
- A large retail and office development, possibly hotels and theatres, should be promoted to take advantage of excellent regional vehicular access and transit.
- Selected light manufacturing activities should be accommodated.
- Major joint-use public facilities should be focused around these intersections.
- Building walls should be located at the property line. In those areas where the sidewalk is less than eight feet wide, pedestrian arcades along the street should be encouraged.
- Residential, office and hotel uses should be located on upper floors, taking advantage of views to the surrounding area.

The goals and recommendations laid out in the Mid-City Communities Plan are compatible with the study’s vision of transit oriented development (TOD) around the El Cajon Boulevard and University Avenue BRT Stations.

Zoning

The City of San Diego Land Development Code is contained within Chapters 11 through 15 of the Municipal Code, and contains the citywide regulations for planning, zoning, subdivision, and building. Chapter 13 is dedicated to zoning - specifically base zones. Base zones are represented on the Official Zoning Map for the City and they locate the land uses within it by use categories and subcategories, and also regulate the intensity of use and development standards for that use. In addition to the base zones identified in the Land Development Code, the station sites lie within the Central Urbanized Area Planned District Ordinance (CUPDO). The purpose of the CUPDO is to assist in the implementation of the goals and policies laid out in the Mid City Communities Plan which include the encouragement of commercial/residential mixed use development.

As illustrated in Figure 3, both station sites contain a mixture of residential and commercial zones. The El Cajon Boulevard Station site has a base zone of CUPD-CU-2-4 which is intended to accommodate development with pedestrian orientation and high density residential use. The zone allows for a mix of heavy commercial and some limited industrial uses with residential uses. The University Avenue Station site has a base zone of CUPD-CU-2-3 which is intended to accommodate development with a pedestrian orientation and mix of commercial and medium density residential use.

Figure 3 Existing Zoning



In addition to the base zones for the stations, the study area also includes several other zoning designations. The CUPD-CT 2-3, 2-4, and 5-4 zones provide a transition area between commercial use areas and residential areas. These zones are intended to allow an existing or new commercial use to expand on property which is located in both a transition zone and the adjoining commercial zone and which fronts a major street. If transition zoned lots are not used for commercial development they may be developed with a residential use at the density specified in the Central Urbanized Planned District Ordinance.

The study area also includes several zoning designations not outlined in the CUPD Ordinance, but in the broader City of San Diego Land Development Code. These zones include RM-1-1, RM-1-2, RM-1-3, RM-2-5, RS-1-7, and CC-5-4. The RM (Residential - Multiple Unit) zones provide for multiple dwelling unit development at varying densities. The RS (Residential - Single Unit) provides for the development of single dwelling units that accommodate a variety of lot sizes and residential dwelling types. The CC (Community - Commercial) zone accommodates community-servicing commercial services, retail uses, and limited industrial uses of moderate intensity and small to medium scale. Certain CC zones may accommodate residential development and all CC zones should be located along collector streets, major streets, and public transportation lines. CC-5-4 zones accommodate a mix of heavy of commercial and limited industrial and residential uses with a pedestrian orientation. Table 1 contains the development regulations for the existing zones within the study area.

Table 1 - Zoning Requirements

Residential

Type	Max permitted density (sf per DU)	Min. front setback (ft)	Min. side setback (ft)	Min. street side setback (ft)	Min. rear setback (ft)	Max Structure Height (ft)	Max third story dimensions
RM - 1-1	3,000	15	5	10	15	30	--
RM - 1-2	2,500	15	5	10	15	30	--
RM - 1-3	2,000	15	5	10	15	30	--
RM - 2-5	1,500	15	5	10	15	30	--
RS - 1-7	1 (DU per lot)	15	0.08 ¹	0.10 ²	13	24/30	applies

Commercial

Type	Max permitted density (sf per DU)	Min. front setback (ft)	Min. side setback (ft)	Min. street side setback (ft)	Min. rear setback (ft)	Max Structure Height (ft)	Max third story dimensions
CC - 5-4	1,500	10	10	10	10	100	--
CUPD-CT-2-3	1,000	10	10	10	10	50	
CUPD-CT-2-4	600	10	10	10	10	90	
CUPD-CT-5-4	1,500	10	10	10	10	100	
CUPD-CU-2-3	1,000	10	10	10	10	50	
CUPD-CU-2-4	600	10	10	10	10	90	

The study area is also within a Transit Area Overlay Zone, which is regulated by Chapter 13, Article 2, Division 10 of the Municipal Code. The purpose of the Transit Area Overlay Zone is to permit special parking regulations for developments within areas that have a high level of transit service, such as light rail or BRT stations. The supplemental parking regulations are described in Section 142.0525 of the Municipal Code for multi-family residential developments, and in Section 142.0530 for non-residential developments. Additional permits are not required related to the overlay zone.

The regulations in Section 142.0525 generally allow for a 20 percent reduction per bedroom in required parking spaces for multi-family residential developments in a Transit Area. This would mean that a multi-family residential building in a transit zone with 50 one-bedroom apartments and 25 two-bedroom apartments would require 107 parking spaces rather than

¹ Multiply number in table by actual lot width to determine setback.

² Multiply number in table by actual lot width to determine setback.

125 spaces if it was not in a transit zone. Section 142.0530 generally establishes a 16 percent reduction per 1,000 square feet for retail and commercial uses.

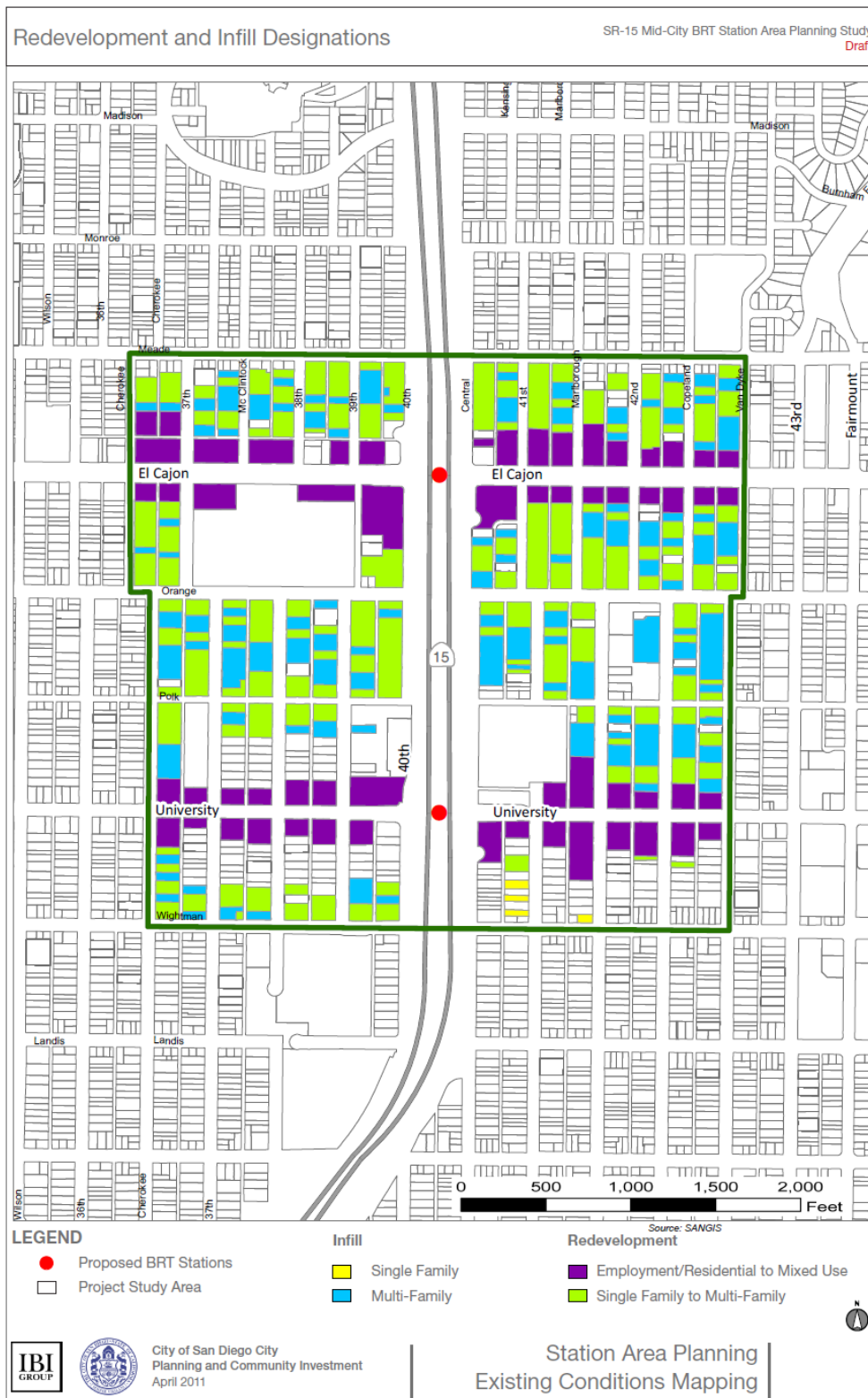
City Heights Redevelopment Plan

The purpose of the City Heights Redevelopment Plan is to provide the community and the Redevelopment Agency specific resources to improve building character and public infrastructure and, enhance economic growth. Approved in April 1992, the Plan includes the following goals that relate directly to the Mid-City Station Area Planning Project:

- A7. Enhance pedestrian orientation of University Ave., Fairmount Ave./43rd Street Couplet, Euclid Avenue., El Cajon Blvd. and Poplar Street;
- B5. Support clustering of commercial development in mixed use projects at transportation nodes;
- C7. Support establishment of a well-balanced mixture of housing types in the area (range of housing affordability);
- E1. Improve and increase availability of locally serving public transportation (e.g. trolley lines, enhanced bus stops, senior and disabled transportation programs);
- F6. Enhance streetscape aesthetics in the area

Figure 4 illustrates the current redevelopment and infill designations for the study area.

Figure 4 - Redevelopment and Infill Designations



SANDAG Smart Growth Concept Area

The SANDAG RCP for the San Diego Region (July 2004) provides the overall planning framework and serves to organize the region's various local and regional plans that exist within the region. The RCP has identified a number of *Smart Growth Opportunity Areas* that are targeted for mixed-use, transit oriented development at higher densities with a view to amending local plans to provide for this to occur. These are, for the most part, located near existing or planned transit stations and the study area is identified as one such area. Regional transportation investments will be focused in these areas in the future.

Seven categories have been established for the Smart Growth Opportunity Areas, based on the type of urban form that either exists or would be desirable within that area. These categories are meant to assist local cities in developing plans to support Smart Growth development projects, and be eligible for priority SANDAG transportation funding. The study area is classified as a *Town Center* Smart Growth Opportunity Area, which, along with the Metropolitan Center, Urban Center, Community Center, and Special Use Center classifications, is an area where the land uses suggested for those categories are to be focused within ¼ mile radius of a transit station.

Land uses and intensity targets within a ¼ mile radius of stations in Town Center classification include:

- Residential and office/commercial including mixed use
- Civic/cultural facilities
- 20-45+ dwelling unit/net acre
- 30-50 employees/net acre
- Desired building types of low to mid- rise: 2-3/4-6 stories

The RCP includes an implementation section that suggests the Smart Growth Opportunity Areas be incorporated into local planning regulations through specific plans with special development regulations.

Study Area Existing Conditions

This section provides information on the existing conditions of the study area. The land use and zoning, demographics, general character/built form, and parks and open space of the station areas were examined.

Existing Land Use and Zoning

The current zoning designations and land use are presented in Figures 3 and 5 respectively. The majority of current land uses for the areas adjacent to station sites are commercial. The land uses transition from commercial to residential (both multi-family and single family) moving north and south of El Cajon Boulevard and University Avenue. Additionally, there are several undeveloped/vacant parcels in the study area.

Figure 5 - Existing Land Use



Demographics

The population for the study area for year 2000 was 20,750 residents. The study area population had a growth rate of -5.4% from 2000 to 2010, resulting in a study area population of 19,638 residents for year 2010. These 19,638 residents make up the 6,687 households in the study area; 61.9 percent of these households are family households with an average household size of 2.91. The majority of the residents in the study area were Hispanic/Latino (59.3 percent). Of the 19,638 residents in the study area, 53.3 percent (10,467 residents) speak Spanish as their primary language and 45.8 percent of the residents speak English as a second language. In year 2009, there were 7,137 dwelling units in the study area, 4,525 multiple-family dwelling units, 2,592 single family dwelling units, and 20 mobile homes. More extensive demographic data is contained in the Appendix of this memorandum.

General Character/Built Form

The study area contains a mix of single family, multi-family, and commercial uses. Housing types range from older craftsman style bungalows to small multi-family apartments and condominiums. Several single family homes contain rental units or “granny flats” on their property. Development along El Cajon Boulevard and University Avenue is characterized by commercial uses. A large affordable, mixed use housing development is located between University Avenue and Polk Avenue on 39th street. This development contains 118 affordable housing units as well as a four story office building fronting University Avenue. The following pages include several images that illustrate the general character/built form of the study area.



Commercial building located at the corner of University Avenue and 39th Street. This is illustrative of the type of new development that the City would like to encourage along University Avenue and El Cajon Boulevard.



Commercial development in a converted movie theater along University Avenue. This photograph illustrates the type of older commercial development that characterizes parts of University Avenue and El Cajon Boulevard within the study area.



Affordable housing development north of University Avenue near Teralta Park. This photo illustrates the type of multi-family development that the City seeks to encourage within the study area and the surrounding Mid-City communities.



Multi-family housing south of University Avenue. These units are indicative of most of the multi-family developments within the study area. Typically the units were built in the 1970s or 1980s and are usually located along blocks with several single-family residences.



Typical single-family residence. The Craftsman style bungalow is characteristic of many of the single-family residences in the study area.



University Avenue Transit Station. This view illustrates the current pedestrian and roadway configuration near the transit stations.



El Cajon Boulevard Transit Station. This photo shows the existing transit station and lane configuration, including the bus lane.

Parks and Open Space

Located on a freeway overpass between El Cajon Boulevard and University Avenue, Teralta Park is a 5.6 acre park which serves the study area and surrounding community. The park provides much needed open and recreational space, including a playground, basketball courts, a grass play area, and picnic tables, for this area of City Heights. A dedicated pedestrian and bicycle path provides a linkage between the park and University Avenue to the south. Figure 6 shows the location of Teralta Park and the pedestrian/cycling path within the study area.

Major Utilities

Several utilities located within the project area that could be affected by the proposed project. Several of the utilities located within the project vicinity are located adjacent to the project alignment; others are situated within or bordering the median, or bisect the existing highway alignment. The City, SDG&E, AT&T, and Sprint Nextel have utility facilities located within the project area.³ The location of specific utilities will be identified as part of the analysis of alternative development scenarios.

- Gas and electric lines are owned and operated by San Diego Gas and Electric (SDG&E).
- Telephone and telecom lines are owned and operated by AT&T and Sprint Nextel Corporation.

³ SR-15 Mid-City BRT IS/ND

- Cable television, electric, telephone, and fiber optics lines are owned and operated by Cox Communications.
- Water and sewer lines are owned by the City of San Diego.

Figure 6 - Parklands



Appendices

Demographic Information
Additional Existing Conditions Figures
Summary SANDAG Smart Growth Design Guidelines
Existing Land Use Inventory

Demographic Assessment Tables

Population and Household Trends, 2000-2010

Study Area	2000	2010	% Change
Population	20,750	19,638	-5.4%
Households	6,687	6,597	-1.3%
Market Area			
Population	162,438	156,800	-3.5%
Households	60,174	60,175	0.0%
City of San Diego			
Population	1,223,400	1,307,402	6.9%
Households	450,691	483,092	7.2%

Sources: Census, 2000; Census, 2010; BAE, 2011.

Race and Ethnicity, 2010

Race/Ethnicity	Study Area	Market Area	City of San Diego
Non-Hispanic/Latino			
White	13.9%	29.7%	45.1%
Black/African American	11.2%	10.7%	6.3%
Native American & Alaskan Native	0.3%	0.3%	0.3%
Asian	12.7%	12.1%	15.6%
Native Hawaiian & Pacific Islander	0.3%	0.3%	0.4%
Other	0.2%	0.2%	0.3%
Two or More Races	2.1%	2.6%	3.3%
Hispanic/Latino - All Races	<u>59.3%</u>	<u>44.1%</u>	<u>28.8%</u>
Total	100.0%	100.0%	100.0%

Sources: Census, 2010; BAE, 2011.

Language Spoken at Home, Population Age 5+, 2005-2009 Est. (a)

Language Group	Study Area	Market Area	City of San Diego
English	29.6%	49.4%	62.3%
Spanish	53.3%	36.7%	21.7%
Indo-European	1.1%	1.6%	4.2%
Asian or Pacific Islander	13.1%	9.5%	10.8%
Other	<u>2.9%</u>	<u>2.8%</u>	<u>1.1%</u>
Total	100.0%	100.0%	100.0%
English as Second Language (b)	45.8%	35.1%	29.0%

Notes:

(a) The American Communities Survey (ACS) publishes demographic estimates based on statistical sampling conducted between 2005-2009.

(b) This percentage counts all persons, five years and older, who, despite speaking another language at home, report that they speak English either "well" or "very well."

Sources: ACS, 2005-2009; BAE, 2011.

Occupation and Industry, Civilian Employed Population Age 16+, 2005-2009 Est. (a)

Occupation	Study Area	Market Area	City of San Diego
Management, Professional & Related	18.2%	30.8%	44.4%
Service	29.3%	24.4%	17.0%
Sales & Office	19.0%	23.5%	24.0%
Farming, Fishing & Forestry	0.5%	0.2%	0.2%
Construction, Extraction & Maintenance	19.8%	10.9%	7.0%
Production, Transport. & Material Moving	<u>13.3%</u>	<u>10.1%</u>	<u>7.4%</u>
Total	100.0%	100.0%	100.0%
Industry			
Agriculture, Forestry, Fishing/Hunting & Mining	0.5%	0.3%	0.4%
Construction	14.1%	8.1%	5.7%
Manufacturing	10.0%	7.7%	9.1%
Wholesale Trade	2.2%	2.0%	2.5%
Retail Trade	12.0%	10.6%	9.7%
Transportation, Warehousing & Utilities	3.5%	3.7%	3.5%
Information	0.9%	2.1%	3.0%
Finance, Insurance, Real Estate & Rental/Leasing	3.8%	5.9%	8.1%
Professional, Scientific, Management & Administrative	16.0%	15.4%	16.3%
Educational, Health & Social Services	11.7%	17.9%	20.5%
Arts, Entertainment, Recreation, Accommodation & Food Service	12.4%	16.0%	11.2%
Other Services (Except Public Administration)	9.9%	6.3%	4.9%
Public Administration	<u>3.0%</u>	<u>4.1%</u>	<u>5.2%</u>
Total	100.0%	100.0%	100.0%

Note:

(a) The American Communities Survey (ACS) publishes demographic estimates based on statistical sampling conducted between 2005-2009.

Sources: ACS, 2005-2009; BAE, 2011.

Occupation and Industry, Civilian Employed Population Age 16+, 2005-2009 Est. Amounts

Occupation	Study Area	Market Area	City of San Diego
Agriculture, Forestry, Fishing/Hunting & Mining	42	246	2224
Construction	1,148	5,911	35,222
Manufacturing	817	5,602	56,836
Wholesale Trade	178	1,450	15,720
Retail Trade	974	7,677	60,617
Transportation, Warehousing & Utilities	287	2,689	22,064
Information	75	1,496	18,655
Finance, Insurance, Real Estate & Rental/Leasing	310	4,256	50,256
Professional, Scientific, Management & Administrative	1,302	11,182	101,203
Educational, Health & Social Services	957	12,973	127,667
Arts, Entertainment, Recreation, Accommodation & Food Service	1,007	11,579	69,535
Other Services (Except Public Administration)	809	4,542	30,656
Public Administration	244	2,985	3,2074

Total		8,150	72,588	622,729
--------------	--	-------	--------	---------

Employment Status, Population Age 16+, 2005-2009 Est. (a)

Employment Status	Study Area (b)	Market Area	City of San Diego
In Labor Force			
Military	0.2%	1.1%	2.8%
Civilian			
Employed	61.0%	62.5%	60.0%
Unemployed	4.4%	4.8%	4.1%
Not In Labor Force	34.3%	31.5%	33.2%
Unemployment Rate (c)	6.8%	7.1%	6.3%

Note:

(a) The American Communities Survey (ACS) publishes demographic estimates based on statistical sampling conducted between 2005-2009.

(b) Data on employment status was not available at the block group level, so data for the five census tracts that most closely match the study was used.

(c) For the civilian population age 16+ that is in the labor force.

Sources: ACS, 2005-2009; BAE, 2011.

Age, 2005-2009 Est. (a)

Age Cohort	Study Area	Market Area	City of San Diego
Under 18	33.4%	26.1%	22.4%
18-24	10.0%	10.0%	12.2%
25-34	20.1%	19.0%	17.5%
35-44	14.7%	16.8%	14.5%
45-54	12.0%	13.5%	13.4%
55-64	5.2%	7.8%	9.3%
65-84	4.3%	6.0%	9.2%
Over 85	<u>0.3%</u>	<u>0.8%</u>	<u>1.4%</u>
Total	100.0%	100.0%	100.0%
Median Age	28.2	32.2	33.6

Note:

(a) The American Communities Survey (ACS) publishes demographic estimates based on statistical sampling conducted between 2005-2009.

Sources: ACS, 2005-2009; BAE, 2011.

Household Income, 2005-2009 Est. (a)

Income Category	Study Area	Market Area	City of San Diego
Less than \$15,000	22.9%	15.6%	10.3%
\$15,000-\$24,999	17.8%	15.1%	8.8%
\$25,000-\$34,999	15.9%	11.9%	8.6%
\$35,000-\$49,999	16.7%	16.5%	13.1%
\$50,000-\$74,999	16.3%	17.7%	17.5%
\$75,000-\$99,999	6.2%	10.1%	13.4%
\$100,000-\$149,999	3.0%	8.2%	15.3%
\$150,000-\$199,999	1.0%	2.5%	6.6%
\$200,000 or more	<u>0.3%</u>	<u>2.4%</u>	<u>6.5%</u>
Total	100.0%	100.0%	100.0%
Median HH Income (b)	\$29,439	\$41,026	\$61,962
Individuals in Poverty (c)	31.6%	22.1%	13.1%

Notes:

(a) The American Communities Survey (ACS) publishes demographic estimates based on statistical sampling conducted between 2005-2009.

(b) Adjusted to 2009 dollars.

(c) Calculated from the universe of individuals for whom poverty status is known, not all individuals.

Sources: ACS, 2005-2009; BAE, 2011.

Commuter Flows, 2000

Workers Who Reside in Study Area (a)

Place of Work	% of Workers
In Study Area	4.9%
Elsewhere in San Diego County	93.9%
All Other Locations	<u>1.1%</u>
Total	100.0%

Workers Who Work in Study Area (a)

Place of Residence	% of Workers
In Study Area	13.7%
Elsewhere in San Diego County	83.8%
All Other Locations	<u>2.5%</u>
Total	100.0%

Note:

(a) Data on commuter flows was obtained for the five census tracts that most closely match the study area.

Sources: Census Transportation Planning Package, 2000; BAE, 2011.

Means of Transportation to Work, Workers Age 16+, 2005-2009 Est. (a)

Mode of Transportation	Study Area	Market Area	City of San Diego
Drove Alone (incl. Motorcycle)	68.8%	73.7%	76.2%
Carpooled	16.3%	12.0%	9.4%
Bus or Trolley Bus	9.2%	6.3%	3.6%
Other Public Transportation	0.0%	0.1%	0.3%
Bicycle	0.1%	0.7%	0.8%
Walked	1.1%	2.4%	3.0%
Other Means	1.2%	0.6%	0.7%
Worked at Home	<u>3.3%</u>	<u>4.1%</u>	<u>5.9%</u>
Total	100.0%	100.0%	100.0%
Workers Who Travel to Work on Public Transportation or Non-Motorized Transportation (b)	10.5%	9.6%	7.7%

Notes:

(a) The American Communities Survey (ACS) publishes demographic estimates based on statistical sampling conducted between 2005-2009.

(b) Excludes those who drive alone, carpool, or work at home.

Sources: ACS, 2005-2009; BAE, 2011.

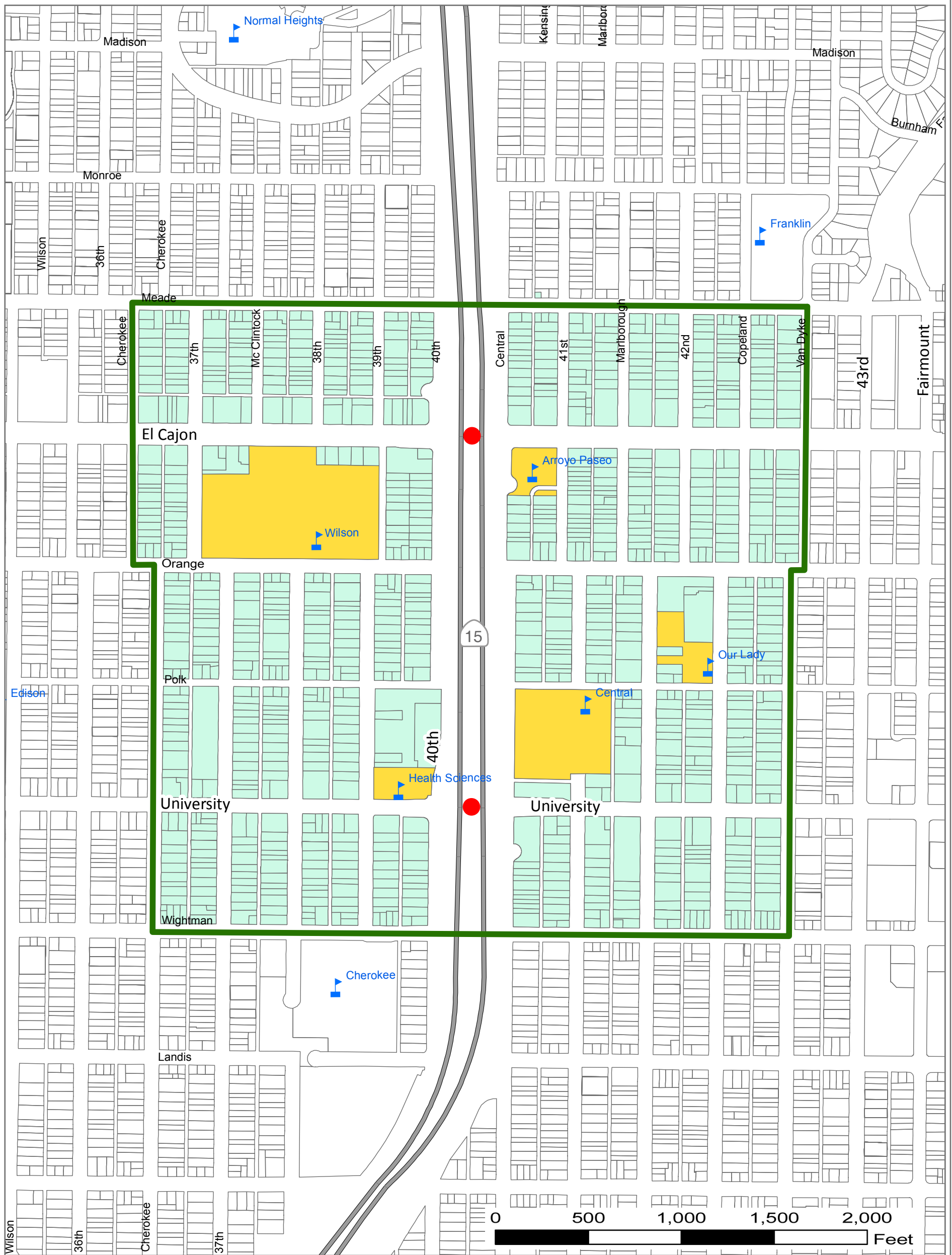
Educational Attainment, Population Age 25+, 2005-2009 Est. (a)

Educational Attainment	Study Area	Market Area	City of San Diego
Less than 9th Grade	24.6%	13.4%	7.1%
9th to 12th Grade, No Diploma	12.4%	10.6%	6.6%
High School Graduate (incl. Equivalency)	23.8%	23.0%	17.4%
Some College, No Degree	17.6%	19.4%	20.9%
Associate Degree	6.0%	7.6%	7.4%
Bachelor's Degree	11.8%	16.4%	24.7%
Graduate/Professional Degree	<u>3.9%</u>	<u>9.5%</u>	<u>15.9%</u>
Total	100.0%	100.0%	100.0%
Population with College Degree	21.6%	33.5%	48.0%

Note:

(a) The American Communities Survey (ACS) publishes demographic estimates based on statistical sampling conducted between 2005-2009.

Sources: ACS, 2005-2009; BAE, 2011.



LEGEND

- Proposed BRT Stations
- Project Study Area
- Schools

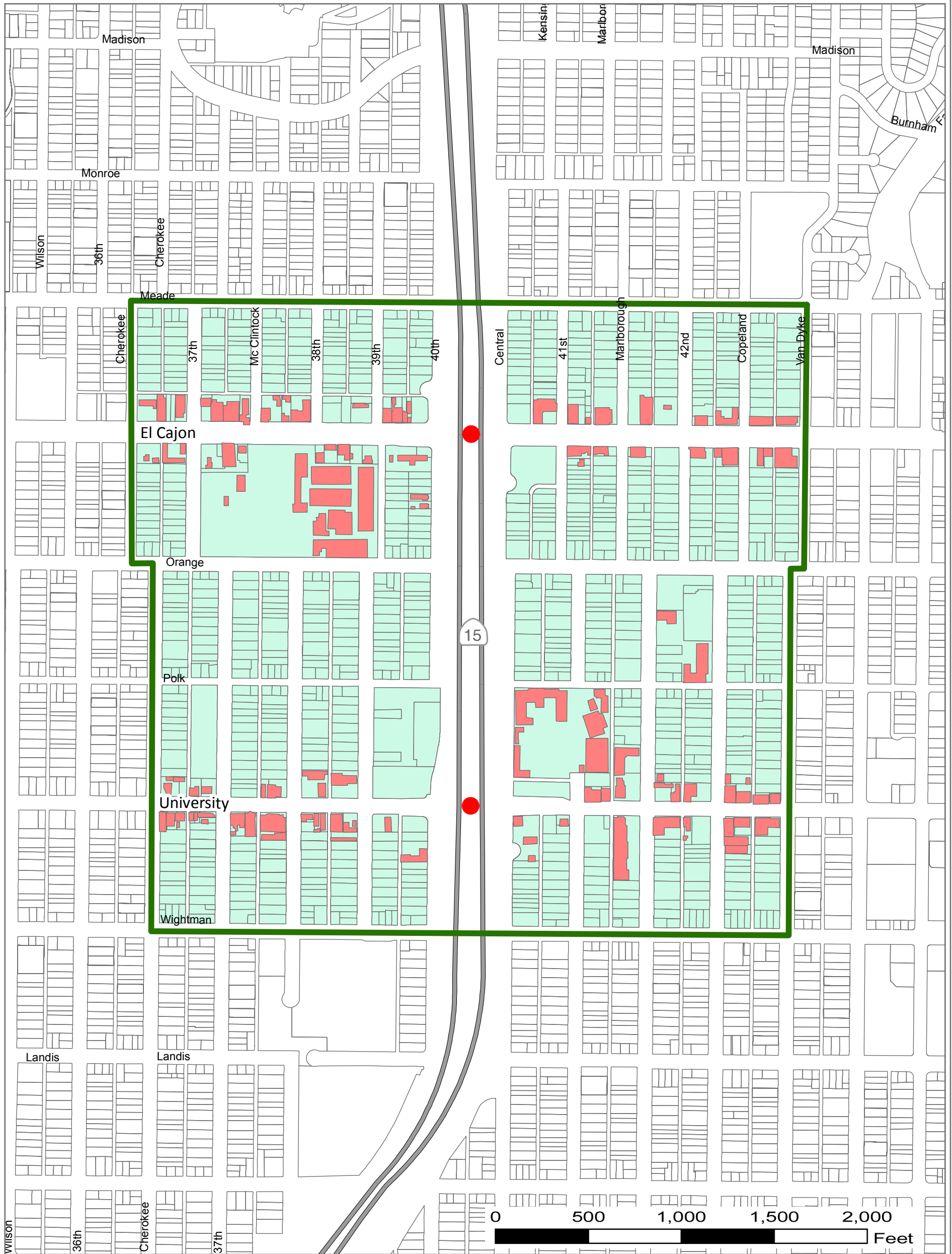
Source: SANGIS



City of San Diego City
Planning and Community Investment
April 2011

Station Area Planning
Existing Conditions Mapping





Source: SANGIS

LEGEND

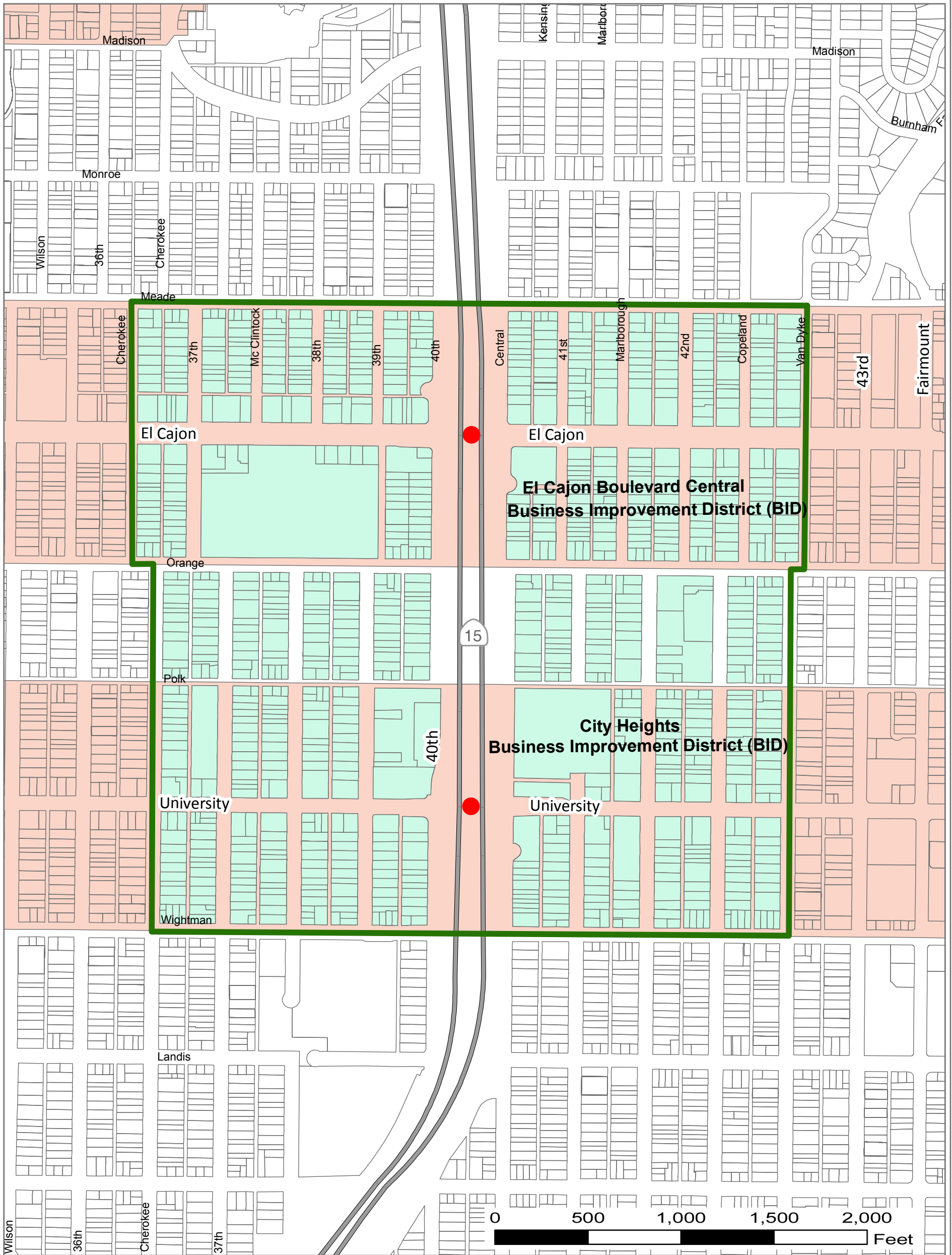
- Proposed BRT Stations
- Building Footprints
- Project Study Area



City of San Diego City
Planning and Community Investment
April 2011

Station Area Planning
Existing Conditions Mapping





Source: SANGIS

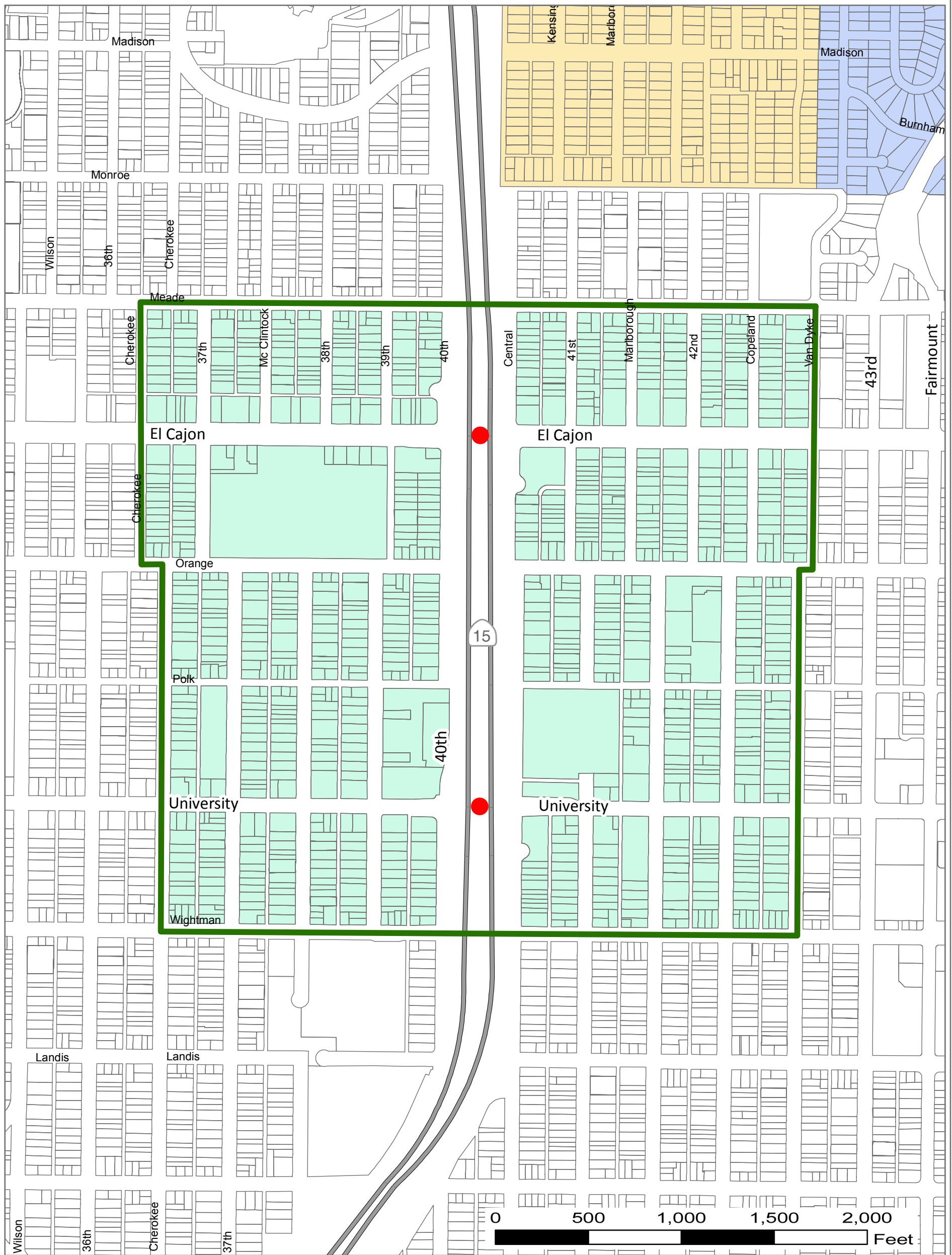
LEGEND

- Proposed BRT Stations
- Business Improvement District Boundaries
- Project Study Area



City of San Diego City
Planning and Community Investment
April 2011

Station Area Planning
Existing Conditions Mapping



LEGEND

- Proposed BRT Stations
- Project Study Area
- Kensington Historic District
- Talmadge Historic District

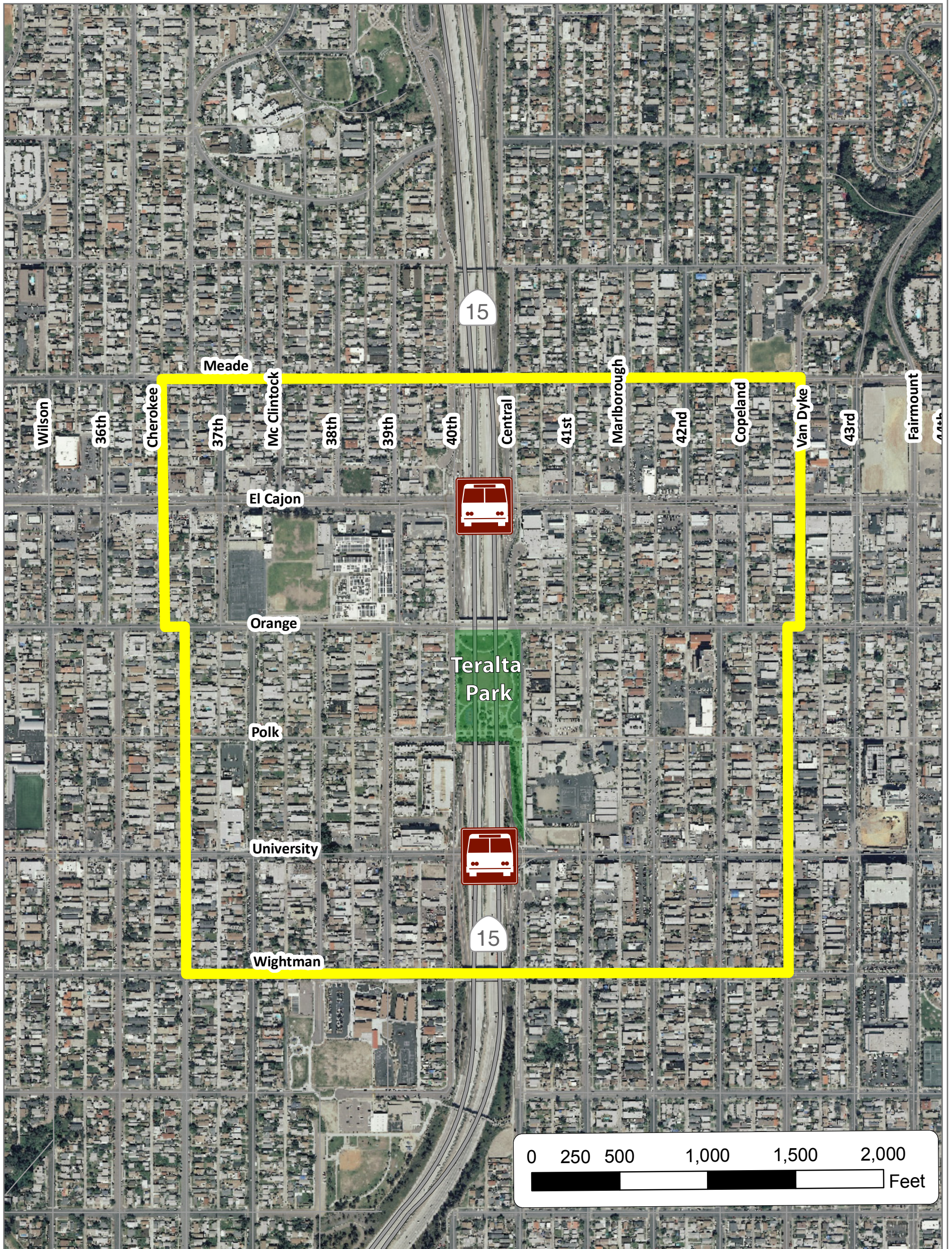
Source: SANGIS



City of San Diego City
Planning and Community Investment
April 2011

Station Area Planning
Existing Conditions Mapping





Source: SANGIS, Lenska Aerial Imagery, IBI Group

LEGEND

- Proposed BRT Stations
- ▭ Project Study Area



City of San Diego City
Planning and Community Investment
April 2011

Station Area Planning
Existing Conditions Mapping

SANDAG – Design for Smart Growth

Introduction Current development in some areas favors more intensive land use to reduce outward sprawl. Reports have stressed the importance of good design to win support of communities. The document guidelines are based on previous experiences with various cities throughout California. The report was broken up into chapters.

Chapter 2: Designing for the Region identifies the fundamental components of great communities and highlights cultural and geographic qualities that make the San Diego region unique.

- Well defined neighborhoods, which include a focal point, such as a park or civic building, within a short walk from homes create a positive community.
- A mixture of stores, services, restaurants and homes allows residents to work and shop close to home, creating “single visit” destinations, which greatly reduce the length and frequency of daily trips. As a result, vehicle trips, automobile dependence, and impact on infrastructure is reduced.
- Highly quality architecture and adhering to green building principles increases community pride.
- Multimodal streets safely accommodate all types of transportation; walking, bicycle, and vehicle.
- Parks and civic space which feature art, especially artwork of local artists, increase community pride and provide a place for recreation.

Chapter 3: Site Design provides guidelines related to where buildings are located on a site, how they fit with their surroundings, and how landscaping can be integrated with the site.

- Buildings should be highly visible and readily accessible from the sidewalk, encouraging people to walk from place to place.
- Must strike a balance that provides a built edge to define the public realm, while not presenting an overwhelming face to the street.
- Sites gain prominence when they are located at the intersection of two streets.

Chapter 4: Building Design explains how new buildings can be designed to enhance community character and reflect their local context.

- The rhythm of building façades along a street front can create great visual interest and activate the pedestrian realm.
- The mass of larger buildings should be broken into proportional components that more readily relate to the human scale.

Chapter 5: Multimodal Streets describes how to create streets that balance the needs of all modes of transportation, including pedestrians, bicyclists, vehicles and public transit, and in some case trains.

- Developers should strive to create a highly connected network of streets.
- Provide a dense network of local streets, with multiple connections to surrounding major thoroughfares.
- Where possible, use alleys rather than curb cuts to provide access to vehicle parking and loading spaces.
- At the edges of new development, include street stubs that allow connections to adjacent properties that may develop or redevelop in the future.
- Connect new streets to the surrounding street network. Where dead-end streets are necessary, provide pedestrian and bicycle connections to adjacent streets.

- Include a system of bicycle facilities, including on-street bike lanes, separated paths or shared lanes on traffic-calmed streets, with multiple parallel routes.
- Connect bicycle facilities to major destinations such as schools, retail districts and parks, as well as to existing bicycle facilities on adjacent streets.
- Provide pedestrian facilities on both sides of all streets, with connections to off-street paths where needed.
- Provide paseos and other pedestrian and bicycle connections where streets are not continuous.

Chapter 6: Transit Stations discusses how off-street transit stations, such as commuter rail stations and bus depots, can be made safe, accessible and attractive.

- To encourage people to use buses, trains and commuter shuttles, transit stations must be comfortable and logically configured. They must also be accommodating to pedestrians, bicyclists and drivers alike.
- Transit stations should be designed to make transfers as simple and convenient as possible. This can be done by: minimizing walking distances between modes of transportation; allowing pedestrians to transfer between modes without crossing major thoroughfares or walking through large parking lots; placing common bus route connections close to one another; provide taxi queues; and display simple and easy to read fare information and timetables.
- Make waiting areas attractive and comfortable for commuters.
- Make sure seating areas are well lit, clean, and have plenty of space to sit.
- Design signs with all people in mind; include various languages and things like Braille for visually impaired.

Chapter 7: Civic Buildings provides guidelines for designing civic buildings that contribute to a vibrant and active community.

- Civic buildings should provide community gathering places.
- Incorporate opportunities for community gathering into a variety of civic buildings.
- Create welcoming entries that are accessible to all people, regardless of their mobility level.
- Orient main entrances toward public streets or plazas.
- Incorporate limited types of retail, like coffee shops, into buildings with have numerous visitors.
- Incorporate outdoor public spaces, like parks, playgrounds, or plazas.
- Involve community members in the design process to build a relationship with the community.

Chapter 8: Parks and Civic Space explains how to design different types of open spaces and integrate them with the neighborhood and community.

- Preserve natural open space and other sensitive lands for the benefit of future generations.
- Link regional parks and natural open spaces to the communities they serve with trails, greenways, boulevards, bicycle routes, and transit.
- Design surrounding urban buildings to mitigate fire risks.
- Locate community parks where they are accessible from multiple neighborhoods.
- Locate complimentary uses, such as libraries, community centers, or houses, to face the park.
- Design spaces to encourage both formal and informal use by balancing the amount of programmed space with more flexible, un-programmed space.
- Consider future maintenance needs while planning new spaces.
- Provide well-maintained public restrooms.

- Provide opportunities for contact with nature within the city by incorporating naturalistic areas and native vegetation into public open spaces.
- Design to preserve scenic views of natural scenes
- Provide signage and information in a variety of formats (written, symbolic, tactile, and verbal) to ensure good communication.

Chapter 9: Parking recommends design and regulatory strategies to accommodate a reasonable amount of vehicle parking on a site, while also encouraging people to use other modes of travel and reduce vehicle trips.

- Place parking lots behind buildings whenever possible.
- If a lot is adjacent to a residential area, provide fences, walls, and landscaping to create a buffer around the back and side of the lot.
- Provide clearly marked pedestrian paths between all parking areas and the buildings they serve.
- Parking garages must be designed so that they are well integrated with their surroundings.
- Provide spaces for people with disabilities near all uses on a site, in accordance with local regulations that meet or exceed the standards of the Americans with Disabilities Act Accessibility Guidelines (ADAAG).
- On pedestrian paths, use flat materials, smooth surface, and provide low-slope ramps rather than steps whenever possible.
- Locate bicycle parking near building entrances.
- Include bicycle parking in all parking lots and parking structures.
- Display real-time information at parking structures about how many spaces are available.
- Use pay stations that provide options for variable pricing and multiple payment options.
- Set aside conveniently located parking spaces for car-sharing pods.
- Use car sharing vehicles as alternative to a corporate fleet.

Chapter 10: Smart Growth Scorecard provides a series of questions to help local jurisdictions and community organizations determine whether a project incorporates the most fundamental principles in this document. Each of these questions includes evaluation criteria based on three different types of development projects and public improvements:

- **Buildings** – Includes development projects that involve only one or two buildings, or sites that are too small for major public improvements.
- **Large Developments** – Includes development projects that involve several different buildings, or a site that is large enough to accommodate new roads, parks or other major public improvements.
- **Streetscapes** – Includes projects that take place entirely within the public realm, including streets, sidewalks, parks and civic space.

EXISTING LAND USE INVENTORY

Existing Land Use Designation	Existing Dwelling Units	Existing Building Square Footage	Potential DU under Existing Zoning (High Range)	Potential DU under Existing Zoning (Low Range)	Existing Parcel SF
Commercial					
Arterial Commercial	8	349,589	2,268	75	722,866
Automobile Dealership	0	105,853	346	21	153,537
Office (Low-Rise - less or equal to 100,000 SF)	0	24,001	134	0	115,810
Other Retail Trade and Strip Commercial	3	8,894	134	89	49,335
Service Station	0	4,580	210	0	80,737
Communications and Utilities	0	0	30	26	70,010
Education					
Elementary School	0	61,842	25	21	307,254
Junior High School or Middle School	0	152,393	0	0	504,621
Residential					
Single Family Detached	358	299,178	8,010	6,340	1,281,559
Single Family Multiple-Units	745	403,438	6,149	4,892	1,458,114
Single Family Residential Without Units	0	0	15	11	1,427
Multi-Family Residential	2,402	1,410,018	5,519	4,558	2,018,375
Multi-Family Residential Without Units	0	0	60	52	15,938
Transportation					
Freeway	0	0	0	0	734,007
Road Right of Way	0	0	0	0	4,475,426
Park - Active	0	0	0	0	48,322
Parking Lot - Structure	0	0	0	0	46,142
Parking Lot - Surface	0	7,197	426	254	99,552
Other					
Post Office	0	6,500	29	0	15,156
Religious Facility (without day care)	0	17,608	139	90	89,683
Vacant and Undeveloped Land	0	19,866	565	194	143,752
Grand Total	3,516	2,870,957	24,059	16,623	12,431,622