



# **SR-15 Mid-City Station Area Planning Study**

## **Public Outreach Summary Final Report**

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Submitted to City of San Diego Development Services Department

by IBI Group

in collaboration with CH2M HILL, Bay Area Economics, Dave Potter Associates

February 2013

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## Introduction

In the March 2010 proposal to the City of San Diego City Planning & Community Investment Department, IBI Group proposed a public outreach program based both upon client expectation, as stated within the Request for Proposal (RFP), and upon prior experience in the development and delivery of meaning two-way consultation between the planning effort and the community.

The IBI Group proposal stated that, in part, “Positive community growth and change can only occur with the broad and knowledgeable support of a wider public. IBI Group possesses both the expertise and experience required for conducting meaningful public outreach programs. It is a team skilled both in the art and science of “knowing when to listen, knowing when to lead.”

The proposal stated further “Public outreach and community input will follow in the form of working sessions, stakeholder meetings and design charrettes. IBI Group is aided in its efforts by an in-team graphic designer and writers who assist in the production of presentation boards and slide shows; 3D massing studies, and other specialized materials required to tell the story that needs to be told.” The project deliverables are to include “Outreach Plan, Website Content, Meeting Notices and Notes, Walk Audit”.

The purpose of this Public Outreach Summary Report is to catalogue the activities with regard to the Mid-City Station Area Planning efforts and the presentation materials produced for that effort throughout the study. Agendas, notes, exhibits, and other materials are included in the appendices to this report.

## Community Outreach & Participation

In February 2011, following consultant selection, IBI Group produced a more specific outline of its intended Public Outreach approach, firstly as a component of the SR-15 Technical Memo and Report Outline (1.1), for review and sign-off by the City and, secondly, as more detailed text outlining our intended “Stakeholder Consultation and Visioning” process (1.2).

### Outreach Plan Key Points

The Outreach Plan outlined the purpose of the effort and key elements of the approach, as listed below.

- Purpose of Outreach Effort – Inform, collaborate, build community rapport and support, and provide a better product.
- Purpose of Plan – Identify the framework and specific to guide the outreach effort.
- Elements of Outreach Effort
  - Technical working group – city staff and consultants, with SANDAG and Caltrans representative at key points in the study
  - Stakeholder working group – four meetings
  - Walk audit
  - Open houses
  - Website information – initial overview, three scenarios, and preferred scenario with supporting actions and policies

## Stakeholder Consultation and Visioning

The purpose and method of the stakeholder consultation process are summarized below.

### **Purpose**

To develop and implement a public consultation process that will proactively solicit input from a broad range of stakeholders and build confidence and support for the final recommendations. A stakeholder engagement program is to be developed and documentation of activities and conclusions are to occur. The consultant will be responsible for the planning, staffing, and execution of all engagement activities.

### **Methodology**

The consultation process is to seek input from the public and the development of responses that meet the community's stated needs are a crucial part of establishing a commonly supported vision. City staff can assist the consultant with identifying key stakeholders and the logistics of engaging groups that include, but are not necessarily limited to:

- Residents
- Elected officials
- Advocacy organizations
- Advisory committees
- Community service delivery agencies

Documentation and conclusions of this public consultation will be a key consideration for establishing project context.

## Outreach Plan

This initial effort led to the development of the Draft Outreach Plan, submitted to the City of San Diego in April 2011, and in final form in June 2011. In addition to identifying representatives of both the City and Community Working Groups, the Final Outreach Plan outlined a web strategy for the distribution of outreach materials to a wider audience. The key elements of the plan are shown below, and the full outreach plan can be found in Appendix A.

## Elements of the Outreach Effort

The Outreach Effort consisted of several components, each of which is described in this section.

### **Technical Working Group**

The study will be guided by city planning and redevelopment staff, who will oversee and guide the work of the consultant team. SANDAG and Caltrans will be implementing the BRT facilities and their staff will take part in the meetings of the technical group at key points in the study. The agency staff compromising the Technical Working Group are listed below.



| <b>Name</b>       | <b>Agency</b>                       |
|-------------------|-------------------------------------|
| Michael Prinz     | City of San Diego – CPCI            |
| Maureen Gardiner  | City of San Diego - CPCI            |
| Christine Rothman | City of San Diego – CPCI            |
| Samir Hajjiri     | City of San Diego Mobility Planning |
| Robin Shifflet    | City of San Diego                   |
| Melissa Garcia    | San Diego Redevelopment Agency      |
| James Davies      | San Diego Redevelopment Agency      |
| Theresa Millette  | CPCI – Long Range                   |

Note: Representatives of Caltrans and SANDAG, the lead agencies for the SR-15 BRT project, were involved in the study as needed.

Key consultant staff for the project are listed below.

| <b>Name</b>      | <b>Firm</b>         |
|------------------|---------------------|
| Dennis J. Wahl   | IBI Group           |
| Gary Andrishak   | IBI Group           |
| Warren Rempel    | IBI Group           |
| Brian Gaze       | IBI Group           |
| Hany Haroun      | CH2M HILL           |
| Fu Sun           | CH2M HILL           |
| Teresa Wilkinson | CH2M HILL           |
| Julie Wang       | CH2M HILL           |
| Ron Golem        | Bay Area Economics  |
| Dave Potter      | Potter & Associates |

The Technical Working Group had several meetings to review consultant progress, provide direction on upcoming efforts, and guide the public outreach effort.

**Stakeholder Working Group**

A stakeholder working group was established to provide input to the study for both the technical work and the outreach effort. Four meetings were held with this group at key points in the study. The membership of the Group included representatives of local planning and business organizations to provide a broad range of perspectives. Potential members were identified by city staff and reviewed by District 3 and the mayor’s staffs. Representatives of the following organizations took place in the meetings and the walk audit.

| <b>Organization</b>                            |
|--|
| Kensington Talmadge Community Planning Group   |
| Teralta West Neighborhood Alliance             |
| City Heights Area Planning Committee           |
| El Cajon Business Improvement Association      |
| City Heights Community Development Corporation |
| International Rescue Committee                 |
| WalkSanDiego                                   |
| Azalea Park Neighborhood Association           |

### ***Walk Audit***

A guided tour of the study area, known as a walk audit, was conducted on April 16, 2011 to assess issues, opportunities, and constraints of key elements in the study area. Both positive and negative community attributes were recorded for the target areas and context photographs were taken and duly referenced on study area maps. Following the working tour, participants reconvened at the El Cajon Boulevard Business Improvement Association office to debrief with the staff and consultant team. The insights and information gathered from the walk audit were used to help produce the Opportunities and Constraints maps that were developed as part of the Urban Design Visioning and Strategy process.

A map showing the walking route and time points was distributed to participants. The schedule provided time for conversations at the key locations, which include the El Cajon Boulevard station site and surrounding area; Teralta Park; University Avenue Station site and surrounding area; and the Metro Career Center and adjacent development.

### ***Workshops/Open Houses***

The consultant team organized and conducted two open houses to engage community members in the planning process. In addition to imparting information, the open houses included a workshop effort to enable participants to work with the project team in suggesting alternative vision and development options, along with commenting on various proposals and ideas.

Each workshop/open house had a unique focus, reflective of the overall study process. The first workshop/open house dealt with “Issues/Ideas”; and the second workshop/open house considered “Concepts” (three land use scenarios) and “Solutions” (the preferred land use scenario). The workshops took place on June 18, 2011 and October 29, 2011.

### ***Study Website***

The city hosted a project website that included key information on the study and an opportunity for on-line feedback to the study team. The initial information focused on an overview of the study, identifying the study area, the kinds of land use scenarios to be developed, the study process, schedule, and opportunities to get involved including the study website, contacting the study team through a dedicated email address, attending presentations to community groups, and getting on the study’s email list.

As the study progressed, the website was updated to provide information on study events, working group meetings, the three alternative scenarios, their evaluation, and the preferred scenario with supporting actions and policies.

## **Meeting Documentation**

While the dates for City and community meetings were proposed within the Outreach Plan, for a variety of reasons dates fluctuated to meet the needs of the client, community and consultant. Agendas and notes for each meeting are contained in the appendices as listed below.

### ***Progress Meetings (Appendix B)***

- Feb 28, 2011
- March 29, 2011
- May 3, 2011
- September 22, 2011

### **Working Group Meetings (Appendix C)**

- March 29, 2011
- Sept 27, 2011
- June 27, 2012
- February 21, 2013

### **Walk Audit and Community Workshops (Appendix D)**

- April 16, 2011
- June 18, 2011
- October 29, 2011

## **Conclusion**

The Public Outreach program was conducted within the spirit of the initial road map presented at the beginning of the study process. The community representatives strongly and fairly representing local views with regard to issues of traffic, including parking, densification, gentrification and, importantly, community improvement through urban design consideration.

One key point is the community's desire for the vision instilled through this planning effort for the design and execution of the BRT stations at El Cajon Boulevard and University Avenues, and the need for SANDAG and Caltrans to include their participation in the current design effort.

## **Appendices**

Appendix A – Final Outreach Plan

Appendix B – Progress Meeting Agendas and Notes

Appendix C – Working Group Meeting Agendas and Notes

Appendix D – Walk Audit/Community Workshop Agendas, Notes and Materials

Appendix E – Community Input Letters and Materials

## **Appendix A – Final Outreach Plan**



# SR-15 Mid-City Station Area Planning Study

## Final Outreach Plan

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

by IBI Group

June 2011

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# Introduction and Purpose of Outreach Effort

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 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.

An important part of the study is public outreach. Efforts to both inform and collaborate with community members will help the study provide a better product that has a greater chance of support for its implementation. This Outreach Plan identifies the framework for the outreach effort and provides specific actions and reference information for the study team to use for successful implementation of the outreach effort.

## Elements of the Outreach Effort

The Outreach Effort consists of several components, each of which is described in this section.

### Technical Working Group

The study will be guided by city planning and redevelopment staff, who will oversee and guide the work of the consultant team. SANDAG and Caltrans will be implementing the BRT facilities and their staff will take part in the meetings of the technical group at key points in the study. The agency staff expected to comprise the Technical Working Group are listed below.

| Name              | Agency                              |
|-------------------|-------------------------------------|
| Michael Prinz     | City of San Diego - CPCI            |
| Maureen Gardiner  | City of San Diego - CPCI            |
| Christine Rothman | City of San Diego - CPCI            |
| Samir Hajjiri     | City of San Diego Mobility Planning |
| Robin Shifflet    | City of San Diego                   |
| Melissa Garcia    | San Diego Redevelopment Agency      |
| James Davies      | San Diego Redevelopment Agency      |
| Theresa Millette  | CPCI - Long Range                   |

Note: Representatives of Caltrans and SANDAG, the lead agencies for the SR-15 BRT project, will be involved in the study as needed.

Key consultant staff for the project can be found in the following table.

| Name             | Firm                |
|------------------|---------------------|
| Dennis J. Wahl   | IBI Group           |
| Gary Andrishak   | IBI Group           |
| Warren Rempel    | IBI Group           |
| Brian Gaze       | IBI Group           |
| Hany Haroun      | CH2M HILL           |
| Fu Sun           | CH2M HILL           |
| Teresa Wilkinson | CH2M HILL           |
| Julie Wang       | CH2M HILL           |
| Ron Golem        | Bay Area Economics  |
| Dave Potter      | Potter & Associates |

The Technical Working Group will have monthly progress meetings to review consultant progress, provide direction on upcoming efforts, and guide the public outreach effort.



## Stakeholder Working Group

A stakeholder working group will be established to provide input to the study for both the technical work and the outreach effort. It is expected that four meetings will be held with this group at key points in the study. The membership of the Group is expected to include representatives of local planning and business organizations to provide a broad range of perspectives. Potential members were identified by city staff and reviewed by District 3 and the mayor’s staffs. Representatives of the following organizations took place in the first meeting and the walk audit. Additional groups will be added as appropriate during the course of the study.

| <b>Organization</b>                            |
|--|
| Kensington Talmadge Community Planning Group   |
| Teralta West Neighborhood Alliance             |
| City Heights Area Planning Committee           |
| El Cajon Business Improvement Association      |
| City Heights Community Development Corporation |
| International Rescue Committee                 |
| WalkSanDiego                                   |
| Azalea Park Neighborhood Association           |

## Walk Audit

A guided tour of the study area, known as a walk audit, will be conducted to assess issues, opportunities, and constraints of key elements in the study area. Both positive and negative community attributes will be recorded for the target areas and context photographs will be taken and duly referenced on study area maps. Following the working tour, participants will reconvene at the El Cajon Boulevard Business Improvement Association office to debrief with the staff and consultant team. The insights and information gathered from the walk audit will be used to help produce the Opportunities and Constraints maps to be developed as part of the Urban Design Visioning and Strategy process.

The Walk Audit is scheduled for Saturday, April 16 from 9:30 am to 1:00 pm. A map showing the walking route and time points will be distributed to participants. The schedule will provide time for conversations at the key locations, which include the El Cajon Boulevard station site and surrounding area; Teralta Park; University Avenue Station site and surrounding area; and the Metro Career Center and adjacent development.

## Workshops/Open Houses

The consultant team will organize and conduct three open houses to engage community members in the planning process. In addition to imparting information, the open houses will include a workshop effort to enable participants to work with the project team in suggesting alternative vision and development options, along with commenting on various proposals and ideas.

Each workshop/open house will have a unique focus, reflective of the overall study process. The first workshop/open house will deal with “Issues/Ideas”; the second workshop/open house will consider “Concepts” (three land use scenarios); the third workshop/open house will deal with “Solutions” (the preferred land use scenario). The first workshop is expected to take place in early June, with the other two workshops to be held in mid-September and early November.

## Study Website

The city will host a project website that will include key information on the study and an opportunity for on-line feedback to the study team. The initial information will focus on an overview of the study, identifying the study area, the kinds of land use scenarios to be developed, the study process, schedule, and opportunities to get involved including the study website, contacting the study team through a dedicated email address, attending presentations to community groups, and getting on the study’s email list.

As the study progresses, the website will be updated to provide information on study events, the three alternative scenarios, their evaluation, and the preferred scenario with supporting actions and policies.

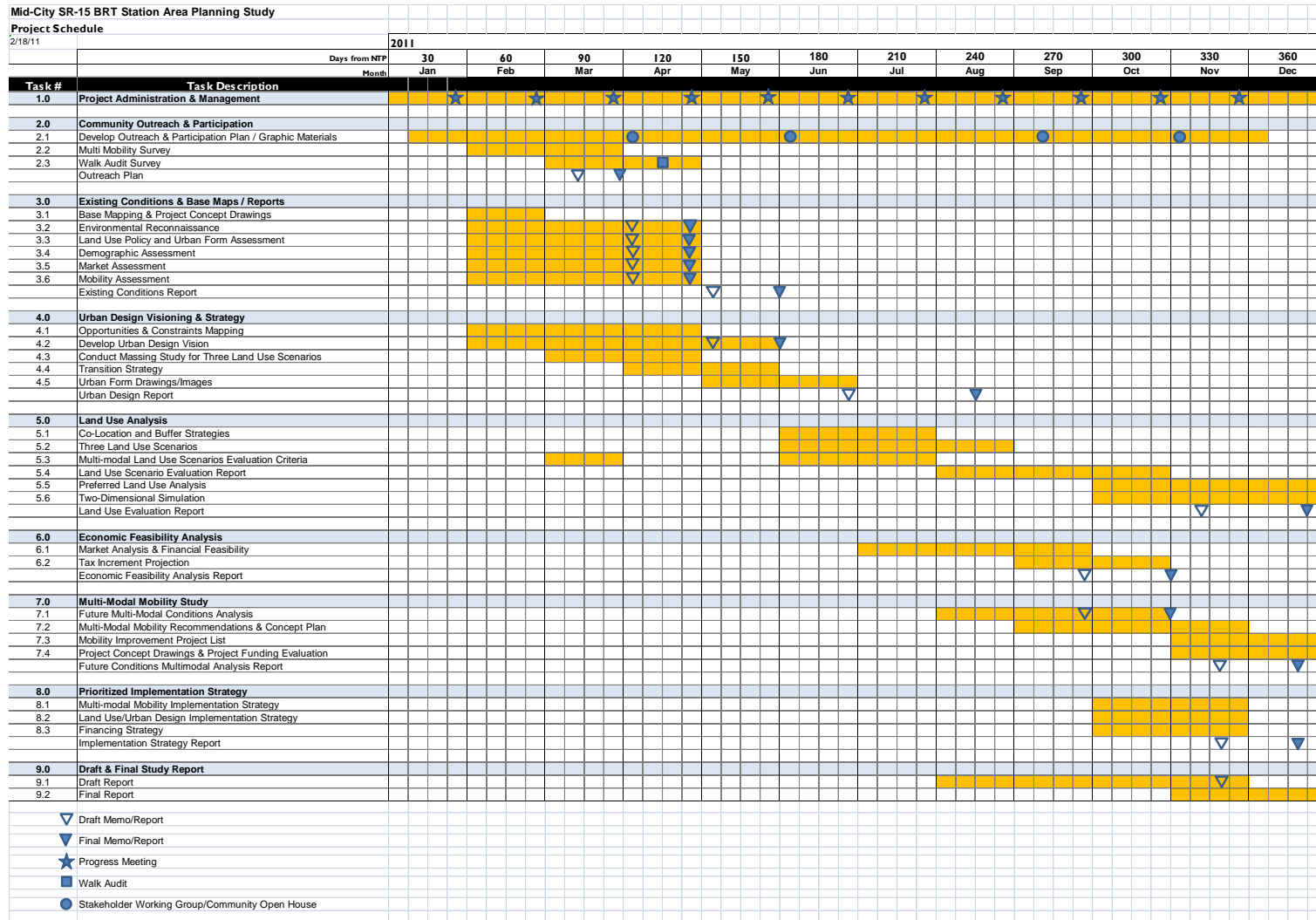
## Fact Sheets

Three fact sheets will be prepared for distribution to community organizations and individuals to provide general information on the study and opportunities to get involved. They will reflect the study process to provide an overview, description of alternatives, and recommended solutions. They will be based on the website elements and will help ensure information is available to interested parties who may not have internet access. They will be provided in English, Spanish, and other languages as appropriate.

# Appendices

Project Schedule  
Draft Website Materials

SR-15 STATION AREA PLANNING STUDY – FINAL OUTREACH PLAN



## SR-15 STATION AREA PLANNING STUDY DRAFT WEBSITE TEXT

March 28, 2011

### PROJECT OVERVIEW

A new bus rapid transit (BRT) facility is being planned for SR-15 in Mid-City. To take advantage of the increased transit service, the City of San Diego is conducting a planning study of the areas around the stations and the nearby community. The Mid-City/SR-15 Bus Rapid Transit Station Area Planning Study is focused on development scenarios around the BRT stations at El Cajon Blvd. and University Ave. and will provide:

#### **A Vision for Future Multimodal-Oriented Land Use**

Multimodal-oriented developments (MODs) are urban villages where all residents are within a 5 - 10 minute walk of quick, efficient public transit and can “live, work, shop, learn and play” in a pedestrian/cycle friendly environment - one where the automobile is an option, not a necessity.

#### **A Mobility Concept Plan of Non-Motorized and Multimodal Connectivity**

MODs require the introduction of compact mixed-use development to establish the critical mass required to enable a “sense of place” to take root. But development alone is not enough. Connectivity is of prime importance.

Particular care and attention needs be paid to the urban streetscape, generally, and the transit plaza, specifically, in multimodal-oriented communities. Not only is community character enhanced by opportunities for urban walkability, transit systems benefits, too, in that all transit riders begin and end their journey as pedestrians or cyclists.

#### **An Economic Analysis of the Envisioned Future**

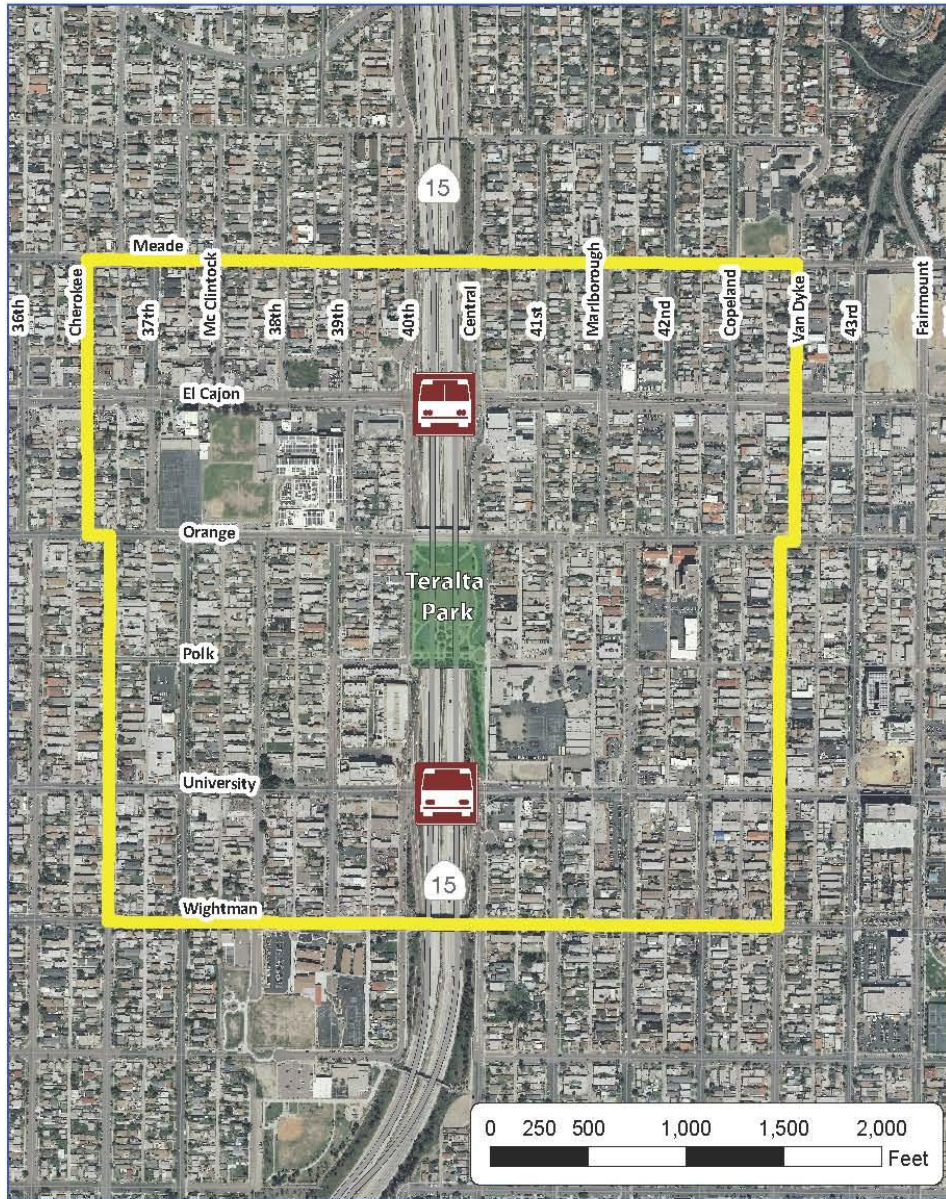
A key to seeking development solutions lies in the realization that our current, unsustainable development pattern is not free, that we pay a high cost for building and maintaining our roadways and an equally high cost for providing either free or subsidized parking. The challenge of the SR-15 Mid-City BRT Station Area Planning Study, is to develop a visionary approach to integrating land uses with bicycling, pedestrian, and public transit use, and to determine how to pay for the desired improvement in urban sustainability.

### STUDY AREA

The study area covers on a 273-acre section of Mid-City, bounded by Meade Ave. to the north, Wightman St. to the south, Cherokee Ave to the west, and Van Dyke Ave to the east as shown in the figure below. The primary focus of the study is the area in and around the proposed BRT stations at University Avenue and El Cajon Boulevard. However, land use and transit scenarios will be considered throughout the study area, in the context of connectivity with the rest of San Diego and the region.



### Mid-City SR-15 Station Area Planning Study



Project Study Area



## LAND USE SCENARIOS TO BE CONSIDERED

As the study evolves, three land use scenarios outlining the size, type, and nature of potential developments will be considered for their potential application in the Mid-City area, focusing on how to best identify housing and transportation opportunities for the existing and future residents of the community, and how to implement these scenarios in a way that makes sense for Mid-City.

Check back periodically for updates on the study and the opportunity to provide feedback on what you would like to see in your community.

## STUDY EFFORT AND WORK PRODUCTS

The study will provide a series of technical memos, reports, and exhibits in developing recommendations for the Mid-City study area. The tasks and activities of the study are summarized below.

### Existing Conditions

- Document the current condition of transportation facilities, traffic levels, land uses, housing markets, and resident demographics to help guide the development of the land use scenarios.

### Urban Design/Visioning Process

- Map study area opportunities & constraints
- Develop urban design vision
- Conduct a massing study for three land use scenarios
- Outline study area transition strategy
- Develop urban form drawings and images

### Multi-Modal Mobility Analysis

- Examine the future conditions for different types of travel, including transit, automobiles, bikes, and pedestrians
- Create a list of multi-modal mobility recommendations & a concept plan
- Call out specific improvements with a mobility improvement project list
- Draft project concept drawings

### Land Use Evaluation

- Develop co-location and buffer strategies
- Develop two-dimensional visual simulation materials
- Create and refine three land use scenarios
- Refine multi-modal land use scenarios evaluation criteria
- Prepare a land use scenario evaluation report, and select the preferred land use

### Economic Analysis of Proposed Scenarios

- Economic feasibility analysis
- Market analysis & financial feasibility
- Tax increment projections

### Prioritized Implementation Strategy

- Outline steps needed for implementation of the previous mobility, land use, urban design, and financing plans

### Final Report

- Compile study results into a final report in both hard copy and electronic form.

## **SCHEDULE**

The study began in January 2011 and will be completed by the end of December 2011. Key project milestones are listed below.

|   |               |
|---|---------------|
| Existing Conditions Documentation       | April 2011    |
| Community Walk Audit                    | April 2011    |
| Urban Visioning Process                 | May 2011      |
| Urban Design Report                     | August 2011   |
| Multi-Modal Mobility Analysis           | November 2011 |
| Land Use Evaluation Report              | November 2011 |
| Phasing and Implementation Plan         | November 2011 |
| Economic Analysis of Proposed Scenarios | November 2011 |
| Final Report                            | December 2011 |

## **HOW DO I GET INVOLVED?**

There are several ways to get involved in the Mid-City study.

- Study Website - This website will be updated regularly as the study progresses to provide more information on the alternatives, the analysis, and next steps.
- Contact Us - Use the email link below to send us your thoughts and comments. All comments received will be considered in developing and analyzing the land use and transportation proposals. The Study email address is (City email address to be added).
- Attend Presentations - Presentations will be made at key points in the study to the Planning Commission, Stakeholder Working Group, and other community organizations. A “walk audit” of the community designed to guide the urban visioning process is scheduled for April 16, 2011. Public meetings in June and throughout the Fall are also planned. Check the website regularly for times and places.
- Get on Our Email List - Periodic project updates will be sent to keep you informed of the study's progress. Click here to add your name to our email list (City email address to be added).



## **Appendix B – Progress Meeting Agendas and Notes**



## **MID-CITY SR-15 BRT STATION AREA PLANNING STUDY PROGRESS MEETING**

**February 28, 2011  
4:00 – 5:00 p.m.**

### **AGENDA**

1. Community Outreach – Stakeholder Working Group, Walk Audit Date, Community Meetings, Draft Survey Questions
2. Economic Analysis – Status of BAE Initial Research
3. Station Design Options – Implications of Median vs. Ramp Stations
4. Mobility Assessment Approach
5. Technical Memo/Report Outlines for Task 1-3 Deliverables
6. Study Logistics – Progress Meeting Dates et al
7. Other Business
8. Next Meeting – Week of March 28 (date to be determined)

#### Handouts

- List of Stakeholder Working Group Members
- Draft Survey Questions
- BRT Station Drawings
- List of Project Deliverables
- Outlines for Task 1-3 Tech Memos and Reports
- Project Schedule
- Scope of Work, with sub key staff



Date: March 4, 2011  
To: Michael Prinz  
From: Dennis J. Wahl  
Subject: Notes from Progress Meeting, February 28, 2011

#### ATTENDANCE

|   |                                      |
|---|--------------------------------------|
| Maureen Gardiner, City of San Diego     | Jim Davies, San Diego Redevelopment  |
| Samir Hajjiri, City of San Diego        | Brian Gaze, IBI Group                |
| Michael Prinz, City of San Diego        | Dennis J. Wahl, IBI Group            |
| Christine Rothman, City of San Diego    | Gary Andrishak, IBI Group (by phone) |
| Theresa Millette, City of San Diego     | Ron Golem, BAE (by phone)            |
| Melissa Garcia, San Diego Redevelopment |                                      |

See attached sign in sheet for contact information.

#### HIGHLIGHTS

Highlights of the discussion items are provided below.

##### 1. Community Outreach

- Michael Prinz described the membership of the working group, with members of planning, walking, bicycling, schools, business groups, and neighborhood groups. This group, along with a few others, is expected to take part in the walk audit. It was noted that Wilson Middle School was not listed with the schools. An invitation can be offered to them.
- Mike will reconfirm the list and distribute a central list to the study team.
- The next progress meeting is scheduled for March 29. We will attempt to have the first stakeholders working group meeting around the same size.
- The walk audit date was reconfirmed for April 16.
- Community meetings at key points in the study are tentatively scheduled for June, September, and November.
- Four languages will be used for our outreach materials: English, Spanish, Somali, and Tagalog (confirm).

- The draft survey questions were distributed for review, with comments to be provided to Mike for transmittal to IBI.

## 2. Economic Analysis

- Ron Golem is proposing to use block group areas for the analysis which result in an area larger than our study area. The areas of Eastern and College area do not seem to be suitable comparable areas. Ron will work with Jim Davies and Melissa Garcia in developing real estate data for the study.
- Theater and hotel uses were suggested for consideration in the study. Smaller dwelling unit subdivisions were also mentioned.

## 3. Station Design Options

- Handouts showing the latest plan drawings and visual simulations for the project were distributed for reference.

## 4. Mobility Assessment Approach

- Dennis Wahl recapped the technical meeting held on February 25, attended by Maureen Gardiner and Samir Hajjiri, to discuss the approach to the mobility study. Information will be developed to support the analysis needed for the station land use study. The work will be performed by IBI Group and CH2M HILL, working closely together on the technical details.

## 5. Technical Memo/Report Outlines

- Draft outlines for the memos and reports from the first three tasks in the work scope were distributed. City staff will review them over the next week and Mike will provide consolidated comments to Dennis.

## 6. Study Logistics

- The study team tentatively agreed to hold progress meetings on the last Tuesday of each month
- A draft agenda for the first Stakeholder Working Group meeting will be prepared and sent to Mike for review.

## 7. Other Business

- No other business was discussed.

## 8. Next Meeting

- The next meeting was scheduled for March 29, time to be determined.

### Follow-Up Items

| Responsible Person(s) | Item   |
|-----------------------|--|
| Mike                  | Finalize stakeholder working group members and distribute list to study team           |
| Gary, Dennis          | Provide draft information and images for study page on City website.                   |
| City Staff            | Review survey questions and provide comments to Mike for transmittal to IBI.           |
| Dennis, Gary          | Provide draft agenda for first stakeholders working group meeting.                     |
| Ron                   | Arrange follow up phone call with Jim and Melissa regarding the economic analysis      |
| City Staff            | Review tech memo and report outlines. Provide comments to Mike for transmittal to IBI. |

Attachment: Sign In Sheet



**MID-CITY SR-15 BRT STATION AREA PLANNING STUDY  
PROGRESS MEETING**

**February 28, 2011**

**SIGN-IN SHEET**

| <b>Initials</b> | <b>Name</b>         | <b>Agency</b>                       | <b>Phone No.</b>    | <b>Email Address</b>   |
|-----------------|---------------------|-------------------------------------|---------------------|--|
| <i>MP</i>       | Michael Prinz       | City of San Diego – CPCI            | 619-533-5931        | <a href="mailto:mprinz@sandiego.gov">mprinz@sandiego.gov</a>       |
| <i>MPB</i>      | Maureen Gardiner    | City of San Diego - CPCI            | 619-236-7065        | <a href="mailto:mgardiner@sandiego.gov">mgardiner@sandiego.gov</a> |
| <i>SH</i>       | Samir Hajjiri       | City of San Diego Mobility Planning | 619-533-6551        | <a href="mailto:shajjiri@sandeigo.gov">shajjiri@sandeigo.gov</a>   |
| <i>CR</i>       | Christine Rothman   | City of San Diego – CPCI            | 619-533-4528        | <a href="mailto:crothman@sandiego.gov">crothman@sandiego.gov</a>   |
|                 | Robin Shifflet      | City of San Diego                   | 619-533-4524        | <a href="mailto:rshifflet@sandiego.gov">rshifflet@sandiego.gov</a> |
| <i>MG</i>       | Melissa Garcia      | San Diego Redevelopment Agency      | 619-236-6547        | <a href="mailto:magarcia@sandiego.gov">magarcia@sandiego.gov</a>   |
| <i>TM</i>       | Theresa Millette    | CPCI – Long Range                   | 619-235-5206        | <a href="mailto:tmillette@sandiego.gov">tmillette@sandiego.gov</a> |
| <i>DSW</i>      | Dennis J. Wahl      | IBI Group                           | 619-234-4110        | <a href="mailto:dwahl@ibigroup.com">dwahl@ibigroup.com</a>         |
| <i>BG</i>       | Brian Gaze          | IBI Group                           | 619-234-4110        | <a href="mailto:bgaze@ibigroup.com">bgaze@ibigroup.com</a>         |
|                 | <i>James Davies</i> | <i>SDRA</i>                         | <i>619-236-6540</i> | <i>J Davies @ sandiego.gov</i>                                     |
|                 |                     |                                     |                     |  |
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**MID-CITY SR-15 BRT STATION AREA PLANNING STUDY  
PROGRESS MEETING**

**March 29, 2011  
2:00 – 3:00 p.m.  
IBI Office**

**AGENDA**

1. Stakeholder Working Group – Review of Agenda and Materials
2. Outreach Efforts - Website Materials and Revised Survey Questions
3. Economic Analysis – Status
4. Other Technical Memos – Status
5. SR-15 BRT Project – Emerging Preferred Alternative and Implications for Station Area Study
6. Other Business
7. Next Meeting –April 26 (to be confirmed)



Date: May 6, 2011  
To: Michael Prinz  
From: Dennis J. Wahl  
Subject: Notes from March 29, 2011 Progress Meeting

#### ATTENDANCE

|   |                           |
|---|---------------------------|
| Maureen Gardiner, City of San Diego     | Gary Andrishak, IBI Group |
| Michael Prinz, City of San Diego        | Dennis J. Wahl, IBI Group |
| Christine Rothman, City of San Diego    | Julie Wang, CH2M HILL     |
| Theresa Millette, City of San Diego     | Ron Golem, BAE (by phone) |
| Melissa Garcia, San Diego Redevelopment |                           |

See attached sign in sheet for contact information.

#### HIGHLIGHTS

Highlights of the discussion items are provided below.

##### 1. Stakeholder Working Group

- The working group will seek consensus and not be a voting group. Potential meeting dates and information to be covered were discussed. The first meeting of the group will take place in the evening of March 29.

##### 2. Outreach Efforts

- The walk audit may have 30-40 participants, including the working group and representatives of other organizations. A proposed routing and itinerary needs to be developed for review. A handout with the routing, times, and room for comments should be developed. A poster size print of BRT Alternative 2 should be provided.
- The draft website materials have been received by the city and comments will be provided.

##### 3. Economic Analysis

- Ron Golem summarized the information he is developing. A set of powerpoint type slides will be an acceptable format for the draft report.



- Parcels with improvement values less than land values were discussed as having potential for redevelopment. Smaller scale projects may be more suitable.
- Ron noted that there has been a decrease in population for the study area between 2000 and 2010. Only 15 percent of the housing is owner occupied. A large proportion of residents, 94 percent, commute outside of the area for employment. Multi-family provides 43 percent of the housing in the study area.
- The initial information suggests it will be challenging to make new projects work.

#### 4. Other Technical Memos

- Maureen mentioned that the signal timing sheet for the Caltrans intersections from the BRT work will be needed. ADT information from SANDAG and other sources should be used. Maureen will provide a hard copy of the Metro Center Traffic Study for us to copy or scan. Some new data collection will be needed.
- The city is reviewing the proposed noise measurement methodology.

#### 5. SR-15 Project

- Alternative 2, offset platforms in the median of SR-15 is emerging as the preferred alternative of Caltrans and SANDAG.

#### 6. Other Business

- No other business was discussed.

#### 7. Next Meeting

- The next meeting was tentatively scheduled for May 3 in the afternoon.

Attachment: Sign In Sheet



**MID-CITY SR-15 BRT STATION AREA PLANNING STUDY  
PROGRESS MEETING**

**March 29, 2011**

**SIGN-IN SHEET**

| <b>Initials</b> | <b>Name</b>       | <b>Agency</b>                       | <b>Phone No.</b> | <b>Email Address</b>   |
|-----------------|-------------------|-------------------------------------|------------------|--|
| MP              | Michael Prinz     | City of San Diego – CPCI            | 619-533-5931     | <a href="mailto:mprinz@saniego.gov">mprinz@saniego.gov</a>             |
| MG              | Maureen Gardiner  | City of San Diego - CPCI            | 619-236-7065     | <a href="mailto:mgardiner@saniego.gov">mgardiner@saniego.gov</a>       |
| CR              | Christine Rothman | City of San Diego – CPCI            | 619-533-4528     | <a href="mailto:crothman@saniego.gov">crothman@saniego.gov</a> ✓       |
|                 | Samir Hajjiri     | City of San Diego Mobility Planning | 619-533-6551     | <a href="mailto:shajjiri@sandeigo.gov">shajjiri@sandeigo.gov</a>       |
|                 | Robin Shifflet    | City of San Diego                   | 619-533-4524     | <a href="mailto:rshifflet@saniego.gov">rshifflet@saniego.gov</a>       |
| MG              | Melissa Garcia    | San Diego Redevelopment Agency      | 619-236-6547     | <a href="mailto:magarcia@saniego.gov">magarcia@saniego.gov</a>         |
|                 | James Davies      | San Diego Redevelopment Agency      | 619-236-6540     | <a href="mailto:jdavies@saniego.gov">jdavies@saniego.gov</a>           |
| TM              | Theresa Millette  | CPCI – Long Range                   | 619-235-5206     | <a href="mailto:tmillette@saniego.gov">tmillette@saniego.gov</a> ✓     |
| GA              | Gary Andrishak    | IBI Group                           | 604-683-8797     | <a href="mailto:gandrishak@ibigroup.com">gandrishak@ibigroup.com</a> ✓ |
| DW              | Dennis J. Wahl    | IBI Group                           | 619-234-4110     | <a href="mailto:dwahl@ibigroup.com">dwahl@ibigroup.com</a> ✓           |
|                 | Brian Gaze        | IBI Group                           | 619-234-4110     | <a href="mailto:bgaze@ibigroup.com">bgaze@ibigroup.com</a>             |
| JW              | JULIE WANG        | CH2M HILL                           | 619.687.0110     | <a href="mailto:julie.wang@ch2m.com">julie.wang@ch2m.com</a> ✓         |
| RG              | Ron Golem (phone) | BAE                                 | 510-547-9380     | <a href="mailto:rongolem@bae1.com">rongolem@bae1.com</a>               |
|                 |                   |                                     |                  |  |
|                 |                   |                                     |                  |  |



**MID-CITY SR-15 BRT STATION AREA PLANNING STUDY  
PROGRESS MEETING**

**May 3, 2011**

**2:00 – 3:30 p.m.**

**CAB Fifth Floor Large Conference Room**

**AGENDA**

1. Walk Audit Debrief
2. Review of Existing Conditions/Technical Memos
3. SR-15 BRT Alternative 2 – Elements and Status
4. Community Workshop June 4
5. Other Business
6. Next Meeting – June 7 (to be confirmed)



Date: May 6, 2011  
To: Michael Prinz  
From: Dennis J. Wahl  
Subject: Notes from May 3, 2011 Progress Meeting

#### ATTENDANCE

|   |                                      |
|---|--------------------------------------|
| Michael Prinz, City of San Diego        | Samir Hajjiri, City of San Diego     |
| Maureen Gardiner, City of San Diego     | Barrow Emerson, SANDAG               |
| Christine Rothman, City of San Diego    | Dennis J. Wahl, IBI Group            |
| Theresa Millette, City of San Diego     | Gary Andrishak, IBI Group (by phone) |
| Melissa Garcia, San Diego Redevelopment | Ron Golem, BAE (by phone)            |

See attached sign in sheet for contact information.

#### HIGHLIGHTS

Highlights of the discussion items are provided below.

##### 1. Walk Audit Debrief

- The walk audit went well. Gary expects the alternative visions will move the group beyond its comfort level, such as urban infill only vs. high quality new development.
- We have been able to develop good rapport and trust with the working group.
- Issues associated with reducing the number or width of traffic lanes on El Cajon Boulevard were discussed. It may be possible to provide bike lanes by keeping the same number of lanes but narrowing them. It was noted that the primary concern was the removal of parking. We can check with Miriam Kirshner at SANDAG, the Mid-City Rapid project manager, to get more information.

##### 2. Review of Existing Conditions Technical Memos

- We reviewed the list of questions and comments on the Market Analysis Tech Memo. The document takes a longer term view, starting with SANDAG projections. While the area has lost population in the last 10 years, it is expected to have higher than average growth in the future. Incremental phasing of potential projects was discussed.
- It was agreed that 2035 should be used as our horizon year to match SANDAG transportation and land use projections.

- Ron's efforts will focus primarily on the study area to align with the other planning aspects of our study. Policy considerations and decisions could apply beyond our study area.
- A question was raised about how existing vacant commercial space will be considered in the analysis. It was suggested that much of this space will be replaced with new construction.
- It may be desirable to further refine the commercial category to reflect retail, entertainment, etc. Traffic impacts will vary among the retail types.
- It will be desirable to reconcile policies with market conditions in the area. There have been few new projects since 1992. The key will be determining how to create demand in the study area. What policies and actions will do that? An ethnic theater might be a suitable use.
- The higher level of transit service in the near future could make the area more desirable. The concept of district identifications along the line was discussed.
- Ron will respond to the other questions and comments by email.

### 3. SR-15 BRT Alternative 2

- Barrow Emerson, SANDAG's SR-15 BRT project manager, provided an update on the status of the BRT project. The SANDAG Transportation Committee has endorsed Alternative 2, with offset side platforms in the median, as the preferred option. The environmental document will be signed in June. It is expected that the BRT project will take two years to design and two years to construct, which would result in completion by 2015/2016.
- It is unclear when design will begin. It depends on coordination with the 15/805 ramps connectors project. The design of the BRT project could begin soon, or it could be delayed up to two years.
- Barrow suggested reviewing the comments and responses in the environmental document for information on community concerns.
- Refinements to project features will take place during the design phase. Our study will likely be able to provide input for the refinements.

### 4. Community Workshop

- The workshop will be held on June 11. IBI will develop materials for the workshop for review with the city a week in advance of the meeting. The draft workshop agenda will be used as a guide. It was agreed that draft materials will be provided by June 1, and later determined that they would be reviewed with the city in a meeting on June 3.

### 5. Other Business

- No other business was discussed.

6. Next Meeting

- The next meeting was tentatively scheduled for June 7, but later changed to June 3, to review the draft workshop materials.

Attachment: Sign In Sheet



**MID-CITY SR-15 BRT STATION AREA PLANNING STUDY  
PROGRESS MEETING**

**May 3, 2011**

**SIGN-IN SHEET**

| <b>Initials</b> | <b>Name</b>           | <b>Agency</b>                       | <b>Phone No.</b>    | <b>Email Address</b>   |
|-----------------|-----------------------|-------------------------------------|---------------------|--|
| <i>MP</i>       | Michael Prinz         | City of San Diego – CPCI            | 619-533-5931        | <a href="mailto:mprinz@sandiego.gov">mprinz@sandiego.gov</a>         |
| <i>MPH</i>      | Maureen Gardiner      | City of San Diego - CPCI            | 619-236-7065        | <a href="mailto:mgardiner@sandiego.gov">mgardiner@sandiego.gov</a>   |
| <i>CR</i>       | Christine Rothman     | City of San Diego – CPCI            | 619-533-4528        | <a href="mailto:crothman@sandiego.gov">crothman@sandiego.gov</a>     |
| <i>SH</i>       | Samir Hajjiri         | City of San Diego Mobility Planning | 619-533-6551        | <a href="mailto:shajjiri@sandiego.gov">shajjiri@sandiego.gov</a>     |
|                 | Robin Shifflet        | City of San Diego                   | 619-533-4524        | <a href="mailto:rshifflet@sandiego.gov">rshifflet@sandiego.gov</a>   |
| <i>MG</i>       | Melissa Garcia        | San Diego Redevelopment Agency      | 619-236-6547        | <a href="mailto:magarcia@sandiego.gov">magarcia@sandiego.gov</a>     |
|                 | James Davies          | San Diego Redevelopment Agency      | 619-236-6540        | <a href="mailto:jdavies@sandiego.gov">jdavies@sandiego.gov</a>       |
| <i>TM</i>       | Theresa Millette      | CPCI – Long Range                   | 619-235-5206        | <a href="mailto:tmillette@sandiego.gov">tmillette@sandiego.gov</a>   |
| <i>GA Phone</i> | Gary Andrishak        | IBI Group                           | 604-683-8797        | <a href="mailto:gandrishak@ibigroup.com">gandrishak@ibigroup.com</a> |
| <i>DJW</i>      | Dennis J. Wahl        | IBI Group                           | 619-234-4110        | <a href="mailto:dwahl@ibigroup.com">dwahl@ibigroup.com</a>           |
|                 | Brian Gaze            | IBI Group                           | 619-234-4110        | <a href="mailto:bgaze@ibigroup.com">bgaze@ibigroup.com</a>           |
| <i>BE</i>       | <i>BARROW EMERSON</i> | <i>SANDAG</i>                       | <i>699-1961</i>     | <i>bem@sandag.org</i>  |
| <i>RG Phone</i> | <i>Ron Golem</i>      | <i>BAE</i>                          | <i>510-547-9380</i> | <i>rongolem@bae1.com</i>   |
|                 |                       |                                     |                     |  |
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**MID-CITY SR-15 BRT STATION AREA PLANNING STUDY  
PROGRESS MEETING**

**September 22, 2011  
1:30 – 3:00 p.m.  
CAB Fifth Floor Large Conference Room**

**AGENDA**

1. Community Charrette Debrief
2. Draft Land Use Scenarios
3. Scenario Technical Analysis
4. Working Group Meeting September 27
5. Community Workshop October 29,
6. Other Business





Date: October 7, 2011  
To: Michael Prinz  
From: Dennis J. Wahl  
Subject: Notes from Progress Meeting, September 22, 2011

#### ATTENDANCE

Michael Prinz, City of San Diego  
Maureen Gardiner, City of San Diego  
Melissa Garcia, San Diego Redevelopment  
Theresa Millette, City of San Diego

James Davies, San Diego Redevelopment  
Gary Andrishak, IBI Group  
Dennis J. Wahl, IBI Group  
Warren Rempel, IBI Group (by phone)

#### HIGHLIGHTS

Highlights of the discussion items are provided below.

##### 1. Community Charrette Debrief

- Comparing density with height. Can get density without great heights, 4 – 6 stories. Can be wood frame. Right sizing is needed.
- Open space. Build on Teralta Park with ribbons of open space. Could use a manifesto for a quality environment. Build on our poster 12 (open space).
- Connectivity. Sidewalk repair needs to be addressed in our recommendations. Polk as a “shared street”. Try to make use of excessive right of way.
- Parking – Be sure to make room for bikes.
- Building types. Huffmans are a big issue in this area. The issue of home ownership is also important. The percentage of owned property has decreased, leading to increased rented property. High level of rental property will be around for a while.
- Placemaking – Need to consider interim uses of redevelopment property. Our report will be used in approvals in the future
- Station area enhancements. Stations should make a place and the community should have a role in the design. The city can provide input to SANDAG, and Caltrans regarding the community’s wants and involvement in the design effort. Make information available to the community members too.

- El Cajon & University lane reductions. Need to consider to provide rooms for bike lanes. This is a fundamental consideration for the study. All parties will need to consider tradeoffs, impacts to peak hour volumes. Reducing the width of the new median is not feasible. Median improvements and width are fixed.

## 2. Draft Land Use Scenarios

- Gary mentioned there will be overlays showing pedestrian and bike; land uses and locations. The alternatives will range from super high density throughout vs. all low density. Expect preferred alternative will have medium to high density with four to six story residential on El Cajon Blvd and four stories on University Ave. Mixed use would be included on both streets.
- El Cajon, University, 40<sup>th</sup>, Central, Polk, and Orange will be the focus areas. The rest of the community consists primarily of Huffman apartments and single family houses. Mike mentioned that parking and parking space are keys to high density J.V.
- Warren Rempel discussed development options for the north and south side of El Cajon, west of SR-15. One of the proposals included parking off alley, with buildings fronting El Cajon. We'll need to check appropriateness of parking off the alley; consider stack parking. Warren went through five parking concepts.
- Gary mentioned that we will look at half block options to enable smaller projects. Mike agreed that not all projects should require full block consolidations. He mentioned how a shared parking structure can be a catalyst for development, like the one in North Park.
- Gary mentioned the Montclair Gold Line station parking structure which has an efficient layout that varies by floor. Gary will get that info to Warren.

## 3. Scenario Technical Analysis

- Jim Davies asked if BAE will be involved in the analysis of **alternatives** for economic issues.
- Gary asked if we should assume only standard use parking structures, or other arrangements too.? There was discussion of surface vs. structure cost; sunk cost vs. phased.
- The prospect of green/landscaped areas for parking was mentioned. Mike asked if there is a **breaking point** on the cost of parking structures; will anyone build them? ?? (what type of) parking as an **interim** use might be ok.
- A 2.0 FAR will probably enough density.
- Is there a market for some of these land uses and concepts? Land use economics is going to be key to connectivity.
- Warren Rempel asked if it will be ok to show (what? Parkway concepts?) in street system. Mike said it would be OK. We need to show best location for types of use.

- Jim suggested we put alternatives into context financially; upfront, long term, size of site, surface parking vs. parking structure for the workshop.

#### 4. Working Group Meeting September 27

- General engagement in our land uses alternatives is expected. We'll need to focus on comparing the existing land uses with what our plan enables. We will need to have increase info available for 9/27.

#### 5. Scenario Technical Analysis

- Need to know if there will be any noise thresholds that will limit residential development. If so, what mitigation will be required. Need to know the effect of noise and AQ levels.
- Boards to Bring (with a few updates):
  - 12 – new parks, lines to streets;
  - 14 – bike paths; 1 – with trace overs;
  - 19 & 20 – median widths no change; 2 travel lanes; sharrow lane for outside lane.
- We look at splitting blocks and bring three plan maps with two 2 street sections.

#### 6. Other Business

- No other business was discussed.

## **Appendix C – Working Group Agendas, Notes and Materials**



THE CITY OF SAN DIEGO

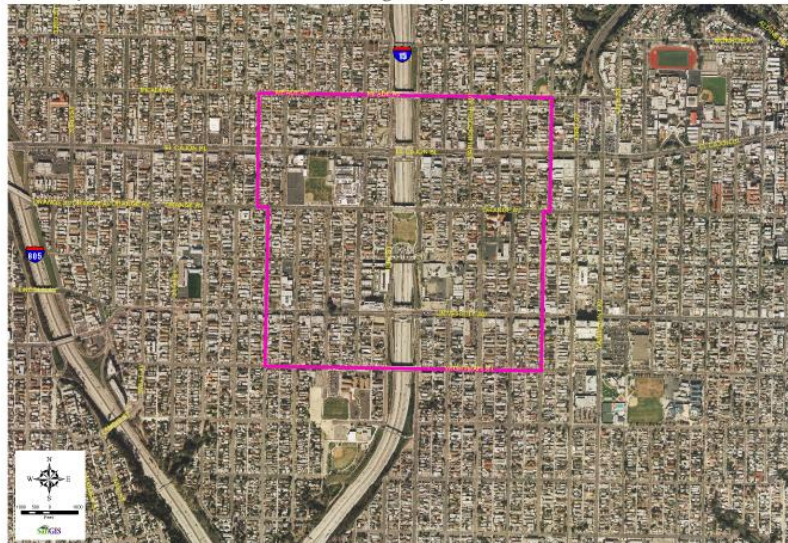
**MID-CITY SR-15 BRT STATION AREA PLANNING STUDY  
WORKING GROUP KICK-OFF MEETING**

**March 29, 2011  
6:00pm**

**DRAFT AGENDA**

1. Introductions
2. Overview of Study Purpose and Role of Working Group
3. Scope of Work & Schedule
4. Community Outreach & Participation Activities – Walk Audit, Workshops, Survey
5. Key Issues and Opportunities
6. Other Business
7. Next Meeting – To be Determined

Mid-City SR-15 BRT Station Area Planning Study





Date: April 22, 2011  
To: Michael Prinz  
From: Dennis J. Wahl  
Subject: Notes from Working Group Meeting, March 29, 2011

## ATTENDANCE

Michael Prinz, City of San Diego  
Christine Rothman, City of San Diego  
Theresa Millette, City of San Diego  
Jim Davies, San Diego Redevelopment  
Randy Van Vleck, CHCDC  
Steve Russell, CHCDC  
Steve Aldana, ECB BIA  
Beryl Forman, ECB BIA  
Hong Tran, Int'l Rescue Committee  
Deborah Bmolenda  
Jay Powell, CHCDC

Kathleen Ferrier, Walk San Diego  
Samantha Olligner, CHAPC  
Maria Cortez, Teralta West Nhbd Alliance  
Gary Weber, ECB BIA  
Jay Levine, ECB BIA/PIP Printing  
Jim Varnadore, CHAPC  
Gary Andrishak, IBI Group  
Dennis J. Wahl, IBI Group  
Julie Wang, CH2M HILL  
Dave Potter, Potter & Associates

See attached sign in sheet for contact information.

## HIGHLIGHTS

Highlights of the discussion items are provided below.

### 1. Introductions

- The attendees introduced themselves and noted the organizations they represent.

### 2. Overview of Study Purpose and Role of Working Group

- Michael Prinz welcomed the group and reviewed the purpose of the study. He noted the goal to take advantage of the coming BRT facility and service on SR-15 to plan for growth and redevelopment. Gary Andrishak discussed trends in transit oriented development (TOD) and the importance of the outreach effort.

### 3. Scope of Work & Schedule

- The schedule for the study was reviewed, showing the walk audit in April, with community workshops planned for June, September, and November. The study is to be completed by the end of 2011.

- The desire to avoid this study being yet another study that does not lead to change was expressed by several attendees. The Pilot Village study was mentioned as an example of an effort that seemed to have promise but did not progress. It is important to avoid developing a plan that includes things that have failed in the past.
- A viable implementation approach will be important. There is a need to provide incremental benefits, as well as larger long range projects. The potential for streamlining the permitting process was mentioned.
- The need to coordinate with the school district was mentioned. Wilson Middle School has a sizeable allocation of bond funds for improvements. City staff is in regular contact with the school district.
- The scope of work includes a series of technical reports and products that will be shared with the group before they are finalized..

#### 4. Community Outreach & Participation Activities – Walk Audit, Workshops, Survey

- The elements of the outreach effort were presented, including website materials, surveys, the walk audit, and community meetings.
- Many of the working group members expect to attend the walk audit.
- It will be important to be sure the study process responds to the input and ideas of the working group and the community.
- We should consider meeting with the Working Group before the community meetings.

#### 5. Key Issues and Opportunities

- It will be important to develop projects that have an impact in the community. Projects should serve both community residents and people from outside the community. The area does not need any more L-shaped strip malls.
- Concern needs to be exercised with any residential density increases. Parking has been a serious issue. Transit service may be able to reduce the need for parking. Parking was an issue with the Pilot Village proposal. Increases in density will receive push back. The community is not like Downtown or the area around University Towne Centre.
- We should consider the commercial corridors beyond the study area. The El Cajon Boulevard corridor has not been growing recently as much as the University Avenue corridor.
- The residential vacancy rate is around five percent, although there is a lot of turnover. The land economics analysis will be important. We won't be able to count on funding from redevelopment agencies.
- Several areas along El Cajon Boulevard between I-805 and SR-15 are underutilized. The past highway orientation of El Cajon Boulevard was noted. We should consider

large scale uses such as a casino, hotel, or movie theatre. We should consider office buildings with large scale tenants to bring workers into the area. Retail opportunities will be important.

- The changes in transit service could lead to the area becoming a bedroom community for downtown. Connections to LRT and BRT services will be important. We need to consider the destinations that will be directly available. Connections to downtown and Mission Valley would make hotels and other uses in the study area more viable.
- There are many deficient buildings that should be brought up to code.
- The existing transit plazas are isolated from the community. There needs to be better connectivity. Getting the kiosk buildings open on the bridge is important. Pedestrian crossing of the freeway ramps is an issue.
- Providing safe bikeways for travel and fitness is important.
- The area needs both market and subsidized housing.
- Schools are important gathering places in the community. Urban design treatments are needed to provide small, safe gathering places.
- Need to enhance links to Teralta Park, which is an asset to the community.
- Public art should be incorporated into the proposals.

#### 6. Other Business

- The logistics of the walk audit were discussed. Participants will meet in the ECB BIA office. We need to be sure the walk isn't too long. Polk Avenue was noted as a good walking area.

#### 7. Next Meeting

- The next meeting will be scheduled after the walk audit on April 16.

Attachment: Sign In Sheet





**MID-CITY SR-15 BRT STATION AREA PLANNING STUDY  
WORKING GROUP KICKOFF MEETING**

March 29, 2011

**SIGN-IN SHEET**

| Name              | Organization/Agency                  | Phone No.    | Email Address                |
|-------------------|--------------------------------------|--------------|------------------------------|
| GARY ANDRISHAK    | IBI GROUP                            | 604 506 3442 | gandvishak@ibigroup.com      |
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| Steve Russell     | CHCDC                                | 619 517 2525 | steverus@pacbell.net         |
| Steve Aldana      | El Cajon Boulevard BIA               | 619 283-3608 | info@theboulevard.org        |
| Feryl Forman      | El Cajon Boulevard BIA               |              | feryl@theboulevard.org       |
| Hong Tran         | International Rescue committee       |              | Hong.tran@rescue.org         |
| DEBORAH B MOLENDI |                                      |              | dbmolene@yahoo.com           |
| CHRISTINE ROTHMAN | CITY OF SAN DIEGO                    | 619.533.4528 | crothman@sandiego.gov        |
| Theresa Millette  | City Planning                        | 619-235-5206 | tmillette@sandiego.gov       |
| MC JAY POWELL     | CITY HEIGHTS community devel<br>corp | 619 584-1535 | jpowell@cityheightscdc.org   |
| Kathleen Ferrier  | Walk San Diego                       | 619.544.9255 | kferrier@walksandiego.org    |
| JULIE WANG        | CH2M HILL (with IBI GROUP)           | 619.687.0110 | julie.wang@ch2m.com          |
|                   |                                      |              |                              |
|                   |                                      |              |                              |



**MID-CITY SR-15 BRT STATION AREA PLANNING STUDY  
WORKING GROUP KICKOFF MEETING**

March 29, 2011

**SIGN-IN SHEET**

| Name              | Organization/Agency                | Phone No.      | Email Address            |
|-------------------|------------------------------------|----------------|--------------------------|
| DAVE POTTER       | POTTERY ASSOC                      | 619-275-5120   | DAVIDA.POTT@AOL.COM      |
| Michael Prinz     | City / CPCI                        | 619-533-5931   | mprinz@sandiego.gov      |
| Samantha Ollinger | CHAPL                              | 619-450-3011   | sollinger@temple.edu     |
| James Davies      | San Diego Redevelopment Agency     | 619-236-6540   | J.Davies@sandiego.gov    |
| Maria Cortez      | Terapia West Neighborhood Alliance | 619-287-7815   | mcortez@cityheights.org  |
| Gregory Hueber    | ECBIA Bus. Imp. Assn               | 252.1570       | greg@ecbia.com           |
| Jay Levine        | PIP PRINTING/ECBBIA                | 619-528-8000   | jlevinepip@sbcglobal.net |
|                   |                                    |                |                          |
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|                   |                                    |                |                          |
|                   |                                    |                |                          |
| Jim Varvaro       | City Hts Area<br>Planning Com      | (619) 280 3910 | City Heights @ yahoo.com |



THE CITY OF SAN DIEGO

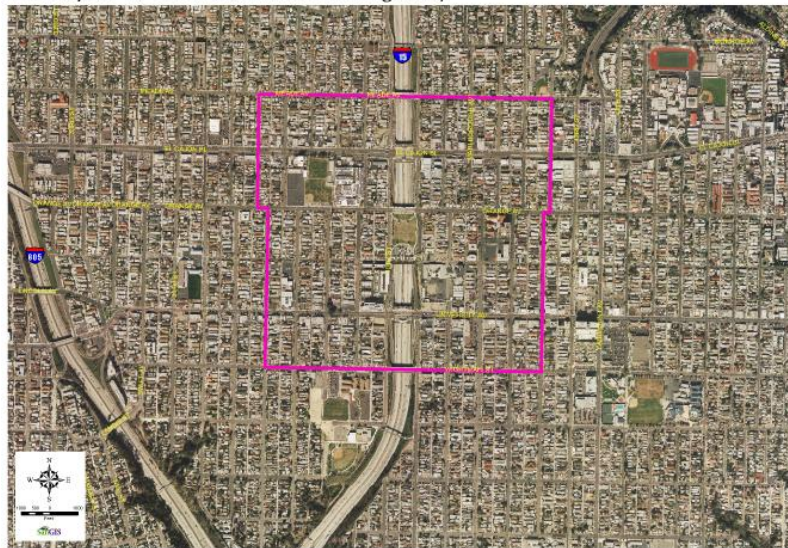
**MID-CITY SR-15 BRT STATION AREA PLANNING STUDY  
WORKING GROUP MEETING**

**September 27, 2011  
5:30 – 7:30 pm  
El Cajon Blvd BIA Office  
3727 El Cajon Blvd., San Diego, CA 92105**

**DRAFT AGENDA**

- |   |             |
|---|-------------|
| 1. Introductions                            | 5:30 – 5:40 |
| 2. Summary of June Charrette                | 5:40 – 5:50 |
| 3. Draft Land Use Scenarios                 | 5:50 – 6:30 |
| 4. Technical Analysis of Land Use Scenarios | 6:30 – 6:45 |
| 5. Community Workshop October 29            | 6:45 – 7:00 |
| 6. Other Business                           | 7:00 – 7:15 |
| 7. Next Meeting – To be Determined          | 7:15 – 7:20 |

Mid-City SR-15 BRT Station Area Planning Study





Date: October 7, 2011  
To: Michael Prinz  
From: Dennis J. Wahl  
Subject: Notes from Working Group Meeting, September 27, 2011

#### ATTENDANCE

|                   |                                       |
|-------------------|---------------------------------------|
| Maria Cortez      | Georgette Gomez                       |
| Samantha Ollinger | Patty Vauarult                        |
| Jay Powell        | Michael Prinz, City of San Diego      |
| Stephen Russell   | Theresa Millette, City of San Diego   |
| Randy Van Vleck   | Christine Rothman, City of San Diego  |
| Gary Weber        | Chris Pearson, Marti Emerald's Office |
| Jim Varnadore     | Gary Andrishak, IBI Group             |
| Jackie O'Connor   | Dennis J. Wahl, IBI Group             |
| Beryl Forman      | Dave Potter, Potter & Associates      |
| Steve Aldana      | Suzanne Ledeloer                      |
| Christine Eary    | Kathleen Ferrier, Walk San Diego      |

#### Highlights

- Gary A. presented a summary of the Land Use and Vision report, followed by an overview of the Implementation report By Dave. Dennis concluded the presentation with information on the financial and traffic analyses. Questions and answers followed.
- Stephen suggested using the full length of Orange Avenue as a green walkable street.
- Gary W. asked why a plan amendment would be needed. Can the proposal be accommodated within the existing community plan? There was discussion about the potential to eliminate the planned development ordinance for the area and use the land development code instead.
- Mike explained that eliminating planned districts is the goal. He said we can include such a suggestion in the report's recommendations.
- It was noted that the CIP needs to be consistent with the community plan.
- Jim mentioned that the Mid-City PDO does not include North Park (not sure I got this point correct). He mentioned the use of Chapter 15 of the municipal code.

- He asked about reviewing the traffic analysis. It will be provided to the group when it is finalized.
- He wanted to know if the open space corridors would count toward the minimum park space. Mike responded that they would not.
- He also asked about the implementing agencies. Final design of the BRT would be with SANDAG, Caltrans, and various city departments. Economic and financial aspects would be within development services. The role of the Business Enhance and Retention Team was mentioned.
- Jay stated the need to include connectivity between the station and various points in the community in the station design.
- Beryl mentioned the idea of applying the Huffman apartment parking design to L shaped strip malls in the area. She also mentioned the need to provide access between the sports field at Wilson Middle School and El Cajon Blvd. It should be included in our pedestrian access plans.
- Jim suggested building on the city's bicycle master plan for our bike improvements, avoiding recommendations that might be at odds with it.
- Randy suggested we be consistent with SANDAG active transportation plans for Orange Avenue. He sees more benefit with enhancements to Orange rather than Polk. Orange can be a neighborhood greenway, with improved pedestrian facilities.
- Jackie expressed concern about the need to protect business parking. She was also concerned about the designation of the NE corner of El Cajon and SR-15 for a public plaza. Previous plans for urban design treatments for the bridge decks were mentioned, and how they did not get included in the construction. There is interest in reviewing those designs and including them in our recommendations.
- The idea of using the alleys to provide additional housing was discussed. Also discussed was the role of informal businesses.
- The idea of narrow sidewalk tables for restaurants, similar to those in Paris, France, were mentioned.
- Stephen mentioned several other potential funding sources: stormwater funds, SANDAG Smart Growth grants, philanthropic organizations, facilities financing plan, Prop S school district funds programmed to Wilson Middle School, and a potential city parking authority.
- Gary W. mentioned a citywide voter approval bond issue.
- Beryl mentioned that sidewalk need attention, and the current requirement to have adjacent homeowners and businesses pay for them limits the funds available to upgrade them.
- The financial analysis found that three of the four projects considered were viable. The one that wasn't, the high density residential near the park, was not a land use included in the final

proposal.

- Jim mentioned the viability of high density development on the southwest corner of SR-15 and University, if the plumbing supply site is acquired.
- Jay mentioned previous studies that looked at ways to increase the amount of property available on the northeast corner of SR-15 and University by rearranging some of the school buildings.
- Randy supported the public plazas at the corners of the interchanges. He mentioned the need to decrease the width of Central just east of the NB onramp at El Cajon to reduce the width of the pedestrian crossing.
- There was lots of discussion regarding the need for the community to take part in the design process for the stations. They will draft a letter to the council office. SANDAG is planning to discuss the design with Randy in response to the letter that was submitted during the environmental review. Dennis will relay the interest to SANDAG.
- A question was raised re using smart growth trip generation rates for the land use changes. Dennis stated the model's standard rates were used. (To be confirmed.)
- Maria stressed the importance of bicycle facilities.





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**MID-CITY SR-15 BRT STATION AREA PLANNING STUDY  
WORKING GROUP MEETING**

**June 27, 2012**

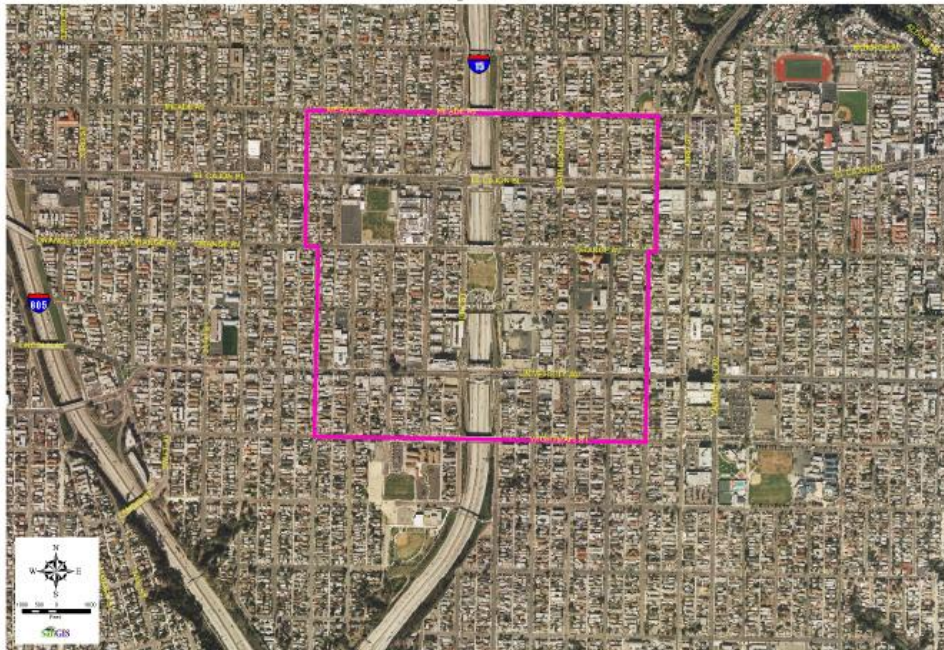
**6:00 pm – 8:00 pm**

**El Cajon Business Improvement Association  
3727 El Cajon Boulevard**

**AGENDA**

1. Introductions
2. Urban Design Vision and Land Use Scenarios
3. Implementation Strategy Report
4. Traffic Analysis
5. Remaining Deliverables – Mobility Report, Draft & Final Report
6. Schedule to Completion
7. Other Business

Mid-City SR-15 BRT Station Area Planning Study





Date: June 28, 2012  
To: Michael Prinz  
From: Dennis J. Wahl  
Subject: Notes from Working Group Meeting, June 27, 2012

#### ATTENDANCE

Maria Cortez  
Samantha Ollinger  
Jay Powell  
Stephen Russell  
Randy Van Vleck  
Gary Weber  
Jim Varnadore  
Jackie O'Connor  
Beryl Forman  
Steve Aldana  
Christine Eary

Georgette Gomez  
Patty Vauarult  
Michael Prinz, City of San Diego  
Theresa Millette, City of San Diego  
Christine Rothman, City of San Diego  
Chris Pearson, Marti Emerald's Office  
Gary Andrishak, IBI Group  
Dennis J. Wahl, IBI Group  
Dave Potter, Potter & Associates  
Suzanne Ledeloer  
Kathleen Ferrier, Walk San Diego

#### Highlights

A summary of the Land Use and Vision report was presented, followed by an overview of the Implementation report. The presentation concluded with information on the financial and traffic analyses. Questions and answers followed.

#### Concerns/Considerations for Final Report

- It was suggested using the full length of Orange Avenue as a green walkable street.
  - It will be added to the updated Urban Design Vision and reflected in the Draft Final Study.
- Why would a plan amendment be needed. Can the proposal be accommodated within the existing community plan? There was discussion about the potential to eliminate the planned development ordinance for the area and use the land development code instead.
  - A plan amendment would be needed to reflect any land use designation and zoning changes, including the potential to switch to citywide zones. Consistency with land use, zoning and public facilities needs is required for CIP program



- The group would like to review the traffic analysis. It will be provided to the group when it is finalized.
- Do open space corridors would count toward the minimum park space.
  - Sidewalk greening programs would not be counted towards the population-based park requirement.
- Who are the implementing agencies?.
  - Final design of the BRT stations is primarily within the purview of SANDAG and Caltrans.
  - Improvements to public right-of-way within the Study area would primarily be the responsibility of the City's Transportation and Storm Water department.
  - Economic and financial aspects could be implemented by a variety of stakeholders, including community organizations, private developers, and the City's economic development staff.
- Expansion and improvements to connectivity between the station and parking structures, parks and various neighborhood points in the community are needed as a component of the final station design.
- The BA is willing to work with City to find a Huffman Catalyst Project
- The Huffman apartment parking design could be applied to L shaped strip malls in the area.
- the need to improve interaction of Wilson School with El Cajon Blvd., including access between the sports field at Wilson Middle School and El Cajon Blvd was noted. It should be included in the final pedestrian access plans.
- Closing streets for events: policing is big-ticket item. LRP to coordinate with BA
- We should build on the Community Plan and Bicycle Master Plan for the study's final bike improvements, avoiding recommendations that might be at odds with it.
- We should be consistent with SANDAG active transportation plans for Orange Avenue. He sees more benefit with enhancements to Orange rather than Polk. Orange can be a neighborhood greenway, with improved pedestrian facilities.
- This was concern about the need to protect business parking and the designation of the NE corner of El Cajon and SR-15 for a public plaza. Previous plans for urban design treatments for the bridge decks, drawn by KTU+A, were mentioned, and how they did not get included in the construction. There is interest in reviewing those designs and including them in our recommendations.
- The use of alleys to provide additional connectivity should be within the UD Guidelines. There was also a discussion of the use of companion units as a way to provide additional housing
- Also discussed was the role of informal businesses that are quite pervasive in the community and how to mainstream the businesses and/or allow them to continue.

- The idea of narrow sidewalk tables for restaurants, similar to those in Paris, France, were mentioned.
- Several other potential funding sources were mentioned, including: storm water funds, SANDAG Smart Growth grants, philanthropic organizations, facilities financing plan, Prop S school district funds programmed to Wilson Middle School, and a potential city parking authority.
- A citywide voter approval bond issue should be considered.
- Sidewalks need attention, and the current requirement to have adjacent homeowners and businesses pay for them limits the funds available to upgrade them.
- The financial analysis found that three of the four projects considered were viable. The one that wasn't, the high density residential near the park, was not a land use included in the final proposal.
- High-density development on the southwest corner of SR-15 and University might be viable, if the plumbing supply site is acquired.
- Previous studies looked at ways to increase the amount of property available on the northeast corner of SR-15 and University by rearranging some of the school buildings.
- There is support for public plazas at the corners of the interchanges. The need to decrease the width of Central just east of the NB onramp at El Cajon to reduce the width of the pedestrian crossing was noted.
- There was lots of discussion regarding the need for the community to take part in the design process for the stations. They will draft a letter for the council office to sign and forward to SANDAG. SANDAG is planning to discuss the design in response to the letter that was submitted during the environmental review. The interest will be relayed to SANDAG.
- A question was raised re using smart growth trip generation rates for the land use changes. The model's standard rates were used.
- The importance of bicycle facilities was noted.



THE CITY OF SAN DIEGO

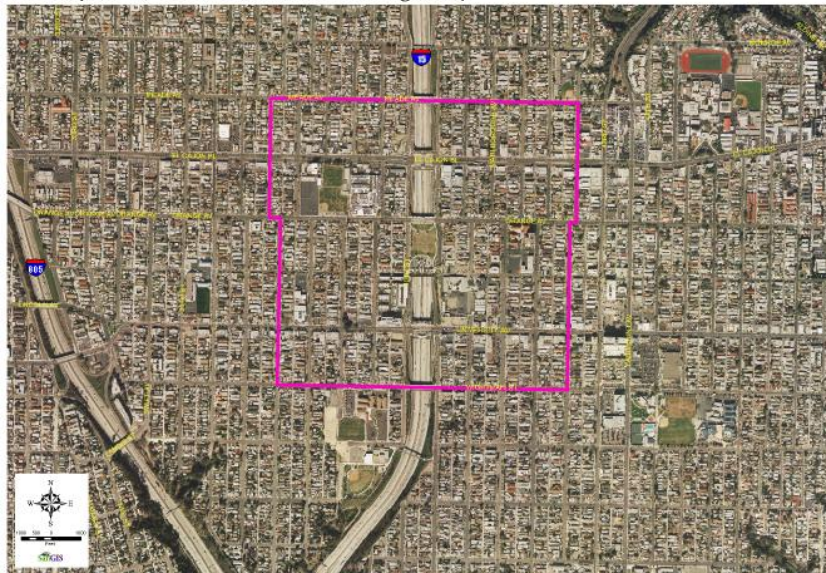
**MID-CITY SR-15 BRT STATION AREA PLANNING STUDY  
WORKING GROUP MEETING**

**February 21, 2013  
6:00 – 8:00 pm  
El Cajon Blvd BIA Office  
3727 El Cajon Blvd., San Diego, CA 92105**

**AGENDA**

- |   |             |
|---|-------------|
| 1. Introductions                            | 6:00 – 6:10 |
| 2. Proposed Land Use Plan                   | 6:10 – 6:25 |
| 3. Review of Draft Mobility Recommendations | 6:25 – 7:00 |
| 4. Implementation and Financing             | 7:00 – 7:20 |
| 5. Status of Other Technical Reports        | 7:20 – 7:30 |
| 6. Next Steps                               | 7:30 – 7:45 |
| 7. Wrap Up                                  | 7:45 – 8:00 |

Mid-City SR-15 BRT Station Area Planning Study





Date: February 22, 2013  
To: Michael Prinz  
From: Dennis J. Wahl  
Subject: Notes from Working Group Meeting, February 21, 2013

## ATTENDANCE

Maria Cortez  
Jim Baross  
Jay Powell  
Stephen Russell  
Randy Van Vleck  
Gary Weber  
Jim Varnadore  
Patty Vaccariello  
Fred Lindahl  
David Moty

Everett Hauser  
Michael Prinz, City of San Diego  
Theresa Millette, City of San Diego  
Maureen Gardiner, City of San Diego  
Dennis J. Wahl, IBI Group  
Warren Rempel, IBI Group  
Jon Levy, IBI Group  
Suchitra Mukherjee, SANDAG  
Jim Bliesner

### 1. Introductions

See the attached sign in sheet for contact information.

### 2. Proposed Land Use Plan

- Warren presented an overview of the land use proposals used in the traffic analysis, highlighting the emphasis on concentrating mixed use development at and near the new BRT stations.
- Information from the community plan for the areas was requested to confirm that no net increase in density is proposed for the study area.

### 3. Review of Draft Mobility Recommendations (follow up actions identified in bold)

- Dennis described the mobility analysis process and reviewed the proposed improvement recommendations listed in the handout table.
- There was a question regarding the inclusion of LRT on SR-15 in the recommendations.
  - A check of the RTP after the meeting confirmed that the trolley line is included in the Revenue Constrained program for completion by 2050. It will be added to the list of recommendations.

- There was a question regarding the alignment of Route 11 to serve the transit plazas.
  - A check of the RTP network after the meeting found that the route was realigned to run on SR-15 from Adams Avenue to serve the two transit plazas, terminating at the City Heights Transit Plaza.
- Signal protection for pedestrians at 35<sup>th</sup> and 39<sup>th</sup> Streets and El Cajon Boulevard was suggested. The consultant will review these locations and add recommendations as appropriate.
- The effect of bulb outs on bike travel was discussed. Close attention to design details is required. Bulb outs can be provided at the end of parking areas.
- Providing no right turn on red at the freeway off ramps was suggested for all of the SR-15 ramps to enhance pedestrian safety. The consultant will forward this suggestion to the design team.
- A question was raised about the need for the existing bus stops on the off ramps. The consultant will check with the design team.
- It was also suggested that pedestrians receive an advance queue to start their crossing at the ramps before vehicles are given a green signal. This change can be requested to the City now and it would be reviewed by the City and Caltrans. The suggestion will be relayed to the design team.
- A suggestion was made to provide countdown pedestrian heads at the ramp intersection crossings. The suggestion will be relayed to the design team.
- The potential for a refuge in the new fourth crosswalks was discussed. Space restrictions would limit the opportunities to provide it. The pedestrian signal phase would be timed to enable people to complete the crossing. The design of the area should be considered to slow the speed of left turning vehicles. Suggestion will be forwarded to the design team.
- A suggestion was made to turn 41<sup>st</sup> Street into a one-way southbound street near University Avenue to help address congestion in the area. Some of the existing diagonal parking may have to be removed. Traffic would increase on Marlborough, which would continue to have two-way traffic. Suggestion will be noted in the Mobility Report.
- A suggestion was made to consider refining the cross section on University near 41<sup>st</sup> Street to use some of the city owned property to provide room for the pedestrian and bicycle facilities proposed for the area.
- The potential for converting some alleys to one way was mentioned. The City could consider that change in specific locations if requested. One location to consider is the alley west of 40<sup>th</sup> Street near the City Heights Transit Plaza. The consultant will review selected alleys for potential inclusion in the recommendations.
- The potential for continuing the color of the adjacent sidewalk across the alley was mentioned as a way to enhance the walking experience for pedestrians. The consultant

will review selected locations for potential inclusion in the recommendations.

- A request was made to include closing Central Avenue in the block north of El Cajon Boulevard to vehicles while enabling bicycles and pedestrians to travel through the area. This link would be part of the I-15 Bikeway. It would enhance pedestrian travel east of the transit plaza. Various questions were raised regarding right of way availability, effect on residents, emergency response, and circulation changes. It was agreed that this project will be included in the recommendations.
- There is interest in connecting the BRT platforms directly with developments and the park. A concept sketch is attached. It was suggested that it would be desirable to ensure the platform design does not preclude the possibility in the future. The consultant will relay this suggestion to the design team.
- Provision of bike share stations, and staffed bike stations at the transit plazas was suggested. The consultant will consider adding this improvement to the recommendations.
- In recommendation B2, the Class II facility could be a cycle track. Also, the Project number citation should be moved to the source column. Updates will be made.
- In relation to project B5, the bike racks at stations, consider the provision of bike corrals. Consultant will consider and include as appropriate.
- The cost estimate for the I-15 Bikeway should be checked. It was recently updated to \$7 million for the Mission Valley – Adams Avenue segment. Estimate will be checked.
- The consultant was asked to consider the need for pedestrian improvements at 39<sup>th</sup> Street Orange Avenue, near Wilson Middle School. The area will be reviewed and recommendations added as appropriate.

#### 4. Implementation and Financing

- Dennis reviewed the implementation handout with the group. The report should provide examples of projects and locations where unique sources of funding and policy innovations have been implemented. The consultant will check within IBI and BAE.
- In Table 1, revise the SR-15 BRT completion date to 2014-15, from 2018. Consultant will update table.
- Consider using city owned property near Central Avenue for a bike station. Consultant will consider adding to recommendations.
- For use of the existing kiosks on the bridge decks, add Economic Development Department, the California Transportation Commission, and the California Department of Real Estate Assets for approval authority. Agencies to be added.

## 5. Status of Other Technical Reports

- The existing conditions reports and the economic feasibility report have been completed. The outreach report is being reviewed by the City. The mobility and implementation reports will be updated to reflect the discussion at this meeting. The urban vision and land use draft final is near completion and will be submitted to the City shortly.
- The reports will be made available to the working group early next week.

## 6. Next Steps

- The complete station area planning study will be reviewed by Development Services Department management to determine how it will be taken to Council.
- Specific improvement requests, as discussed during the meeting, can be submitted to the City for review.
- The City will seek grants, review developments, and participate in the regional planning process with SANDAG to pursue implementation of plan elements.
- Planning staff will make presentations regarding the study to the City Heights, Normal Heights, and Kensington-Talmadge Community Planning Groups in the study area.

## 7. Wrap Up

- The consultant team and planning staff thanked the group for their involvement throughout the course of the two-year study process.

Attachment: Sign In Sheets  
Pedestrian Connections Sketch  
Follow Up Summary



**MID-CITY SR-15 BRT STATION AREA PLANNING STUDY  
WORKING GROUP MEETING**

**February 21, 2013**

**SIGN-IN SHEET**

| <b>Initials</b> | <b>Name</b>        | <b>Organization/Agency</b>               | <b>Phone No.</b> | <b>Email Address</b>         |
|-----------------|--------------------|--|------------------|------------------------------|
| RW              | Randy Van Vleck    | CHCDC                                    | 619-584-1535     | rvanvleck@cityheightscdc.org |
| SR              | Steve Russell      | CHCDC                                    | 619-817-2525     | steverus@pacbell.net         |
|                 | Steve Aldana       | El Cajon Boulevard BIA                   | 619-283-3608     | info@theboulevard.org        |
|                 | Beryl Forman       | El Cajon Boulevard BIA                   |                  | beryl@theboulevard.org       |
|                 | Hong Tran          | International Rescue Committee           |                  | Hong.tran@rescue.org         |
| J               | HC Jay Powell      | City Heights Community Development Corp. | 619-584-1535     | jpowell@cityheightscdc.org   |
|                 | Kathleen Ferrier   | Walk San Diego                           | 619-544-9255     | kferrier@walksandiego.org    |
|                 | Deborah B. Molenda |  |                  | dbmolen@yahoo.com            |
|                 | Jackie O'Connor    |  |                  |                              |
|                 | Christine Eary     |  |                  |                              |
|                 | Georgette Gomez    |  |                  |                              |
|                 | Patty Vauarult     |  |                  |                              |
|                 | Suzanne Ledeloer   |  |                  |                              |
|                 | Samantha Ollinger  | CHAPL                                    | 619-450-3011     | sollinger@temple.edu         |
|                 | James Davies       | San Diego Redevelopment Agency           | 619-236-6540     | jdavies@sandiego.gov         |





**MID-CITY SR-15 BRT STATION AREA PLANNING STUDY  
WORKING GROUP KICKOFF MEETING**

February 21, 2013

**SIGN-IN SHEET**

| Initials | Name              | Organization/Agency                  | Phone No.    | Email Address              |
|----------|-------------------|--------------------------------------|--------------|----------------------------|
| MC       | Maria Cortez      | Teralta West Neighborhood Alliance   | 619-283-7815 | mcortez@cityheightscdc.org |
| SRW      | Gary Weber        | EC Blvd. Bus Imp. Assoc.             | 619-282-1270 | rosenb@coz.net             |
|          | Jay Levine        | PIP Printing/ECBBIA                  | 619-528-8000 | jlevinepip@sbcglobal.net   |
|          | Jim Varnadore     | City Heights Area Planning Committee | 619-280-3910 | city_heights@yahoo.com     |
|          | Michael Prinz     | City CPCI                            | 619-533-5931 | mprinz@sandiego.gov        |
|          | Christine Rothman | City of San Diego                    | 619-533-4528 | crothman@sandiego.gov      |
|          | Theresa Millette  | City Planning                        | 619-235-5206 | tmillette@sandiego.gov     |
|          | Chris Pearson     | Marti Emerald's Office               |              |                            |
|          | Gary Andrishak    | IBI Group                            | 604-506-3442 | gandrishak@ibigroup.com    |
| DJW      | Dennis J. Wahl    | IBI Group                            | 619-234-4110 | dwahl@ibigroup.com         |
|          | Warren Rempel     | IBI Group                            | 248-788-2318 | wrempel@ibigroup.com       |
|          | Jon Levy          | IBI Group                            | 619-234-4110 | jon.levy@ibigroup.com      |
|          | Dave Potter       | Potter & Assoc.                      | 619-275-5120 | Davidpott@aol.com          |
| PV       | PATTY VACCARIELLO | CHAPC                                | 294 2184     | CHAPC-CHAR@YAHOO.COM       |
| JB       | JIM BARON         |                                      |              |                            |



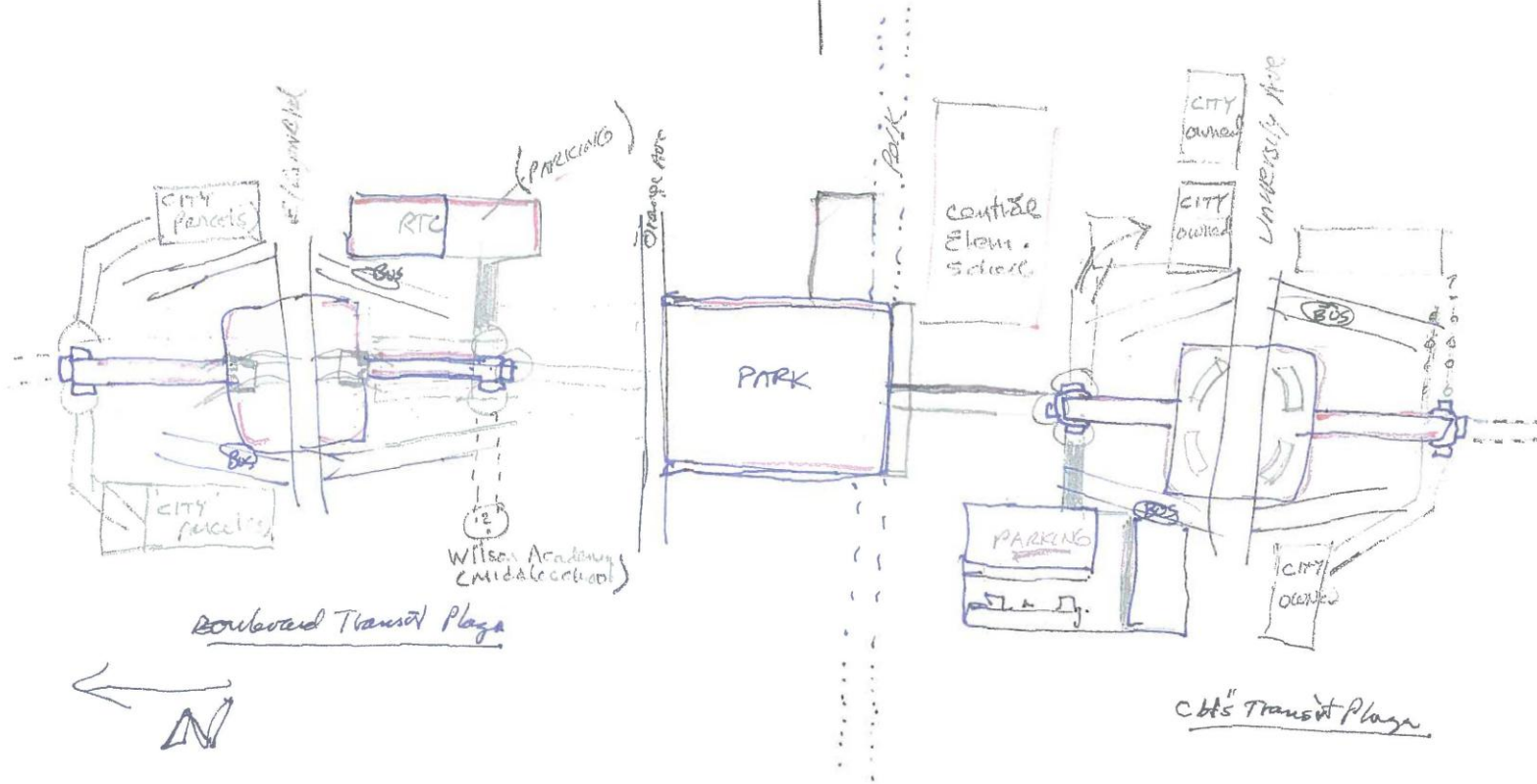
MID-CITY SR-15 BRT STATION AREA PLANNING STUDY  
WORKING GROUP MEETING

February 21, 2013

SIGN-IN SHEET

| Initials | Name             | Organization/Agency        | Phone No.    | Email Address            |
|----------|------------------|----------------------------|--------------|--------------------------|
| TL       | Fred Lindahl     | TMAD - Talmadge            | 619-267-3157 | thirdfred@usn.com        |
| DM       | David Moty       | KTPG - Talmadge            | 619 255 2882 | kentalpc@yahoo.com       |
|          | WARREN REMPEL    | IBI GROUP                  |              |                          |
| EH       | Everett Hauser   | SANDAG EAP NP-MidCity Bike | 619-518-0874 | everett.hauser@gmail.com |
| tm       | Theresa Millette | City: Planning Div.        | 619-235-5206 | tmillette@sandiego.gov   |
| MG       | Maureen Gardiner | " "                        | 619 236-7065 | mgardiner@sandiego.gov   |
|          | Jonathan Leung   | IBI Group                  | 619 234 4110 | JonLeung@IBIGroup.com    |
|          |                  |                            |              |                          |
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**CenterlineTransit.com**  
**Linking Mid-City**



*Centerline BRT Station*

*opportunities*

- ped/bike/disabled connections
- solar power.

*heip 10/4/12*

**February 21, 2013 Working Group Meeting  
Follow Up Summary**

| Item  | Action  | Notes  |
|---|---|--|
| <b>Mobility Comments</b>  |   |  |
| Status of SR-15 Trolley Line in RTP   | The trolley line is included in the RTP Revenue Constrained program for completion by 2050. It will be added to the list of recommendations.                                    | --   |
| Route 11 alignment to serve transit plazas  | A check of the RTP network found that the route was realigned to run on SR-15 from Adams Avenue to serve the two transit plazas, terminating at the City Heights Transit Plaza. | --   |
| Signal protection for pedestrians at 35 <sup>th</sup> and 39 <sup>th</sup> Streets and El Cajon Boulevard | Suggestion not added to list of recommendations.  | Adding signal and crossing 39 <sup>th</sup> Street is not appropriate due to the intersection having a closed median configuration. 35 <sup>th</sup> Street is already signalized. |
| Provide no right turn on red at the freeway off ramps   | Suggestion not added to list of recommendations.  | Suggestion discussed with design team. Right turn on red needed to avoid excessive queues back onto the freeway.   |
| A question was raised about the need for the existing bus stops on the off ramps                          | Suggestion not added to list of recommendations.  | Suggestion discussed with the design team. MTS will continue to need the stops on the ramps.   |
| Advance queue for pedestrian crossings  | Suggestion not added to list of recommendations.  | Time needed for overall intersection operation.  |
| Countdown pedestrian heads at ramp intersections  | Suggestion added to list of recommendations.  | Discussed with design team. Countdown heads will be provided at all of the crossings.  |
| Design to slow speed vehicles turning left from the freeway   | Will be considered by design team.  | --   |
| Change 41 <sup>st</sup> to one-way southbound at University   | Not added to list of recommendations  | Additional analysis required to identify impacts to circulation in the area.   |
| Use of city property east of University to provide more room for pedestrian and bicycle facilities.       | Discussion to be added to in Mobility Report. Not included in list of recommendations.  | Can be provided as development of the property takes place.  |

| Item  | Action  | Notes   |
|---|---|---|
| One-way alleys  | Not added to list of recommendations  | Additional analysis required to identify impacts to circulation in the area.  |
| Continue color of sidewalk across alley crossings               | Added to list of recommendations as development takes place.  | --  |
| Central Avenue cul de sac                                       | Added to list of recommendations.   | --  |
| Direct connections from BRT platforms to adjacent development   | Not added to list of recommendations.   | Discussed with design team to ensure they aren't precluded in future.         |
| Bike stations and bike corrals at stations                      | Added to recommendation for bike racks at stations.   | To be located at or near the transit plazas.                                  |
| Class II bike facility could be cycle track                     | Not added to list of recommendations.   | Sufficient right of way does not appear to be available at the transit plazas |
| Review cost estimate for I-15 Bikeway                           | Estimate updated to \$9.2 million for segment between Camino del Rio South and Adams Avenue per Caltrans PSR. Seeking estimate from SANDAG for City segment between Adams and Landis. | Discussed with Caltrans and SANDAG bicycle planners.                          |
| Pedestrian crossing improvements at 39 <sup>th</sup> and Orange | Improvements to 38 <sup>th</sup> & 39 <sup>th</sup> added to list of recommendations.   | New signal at 39 <sup>th</sup> Street is currently on City list.              |
| <b>Implementation Comments</b>                                  |   |   |
| Examples of funding mechanisms                                  | Examples added to Implementation Report.  | --  |
| SR-15 BRT completion date                                       | Corrected to 2014-15.   | --  |
| Use of city property near Central Avenue for bike station       | Not included in list of recommendations   | Can be considered in designing the cul de sac project.                        |
| Decision making agencies for kiosks at transit plaza            | Economic Development Department, the California Transportation Commission, and the California Department of Real Estate Assets added to the list.                                     | --  |





# SR-15 Mid-City Station Area Planning Study Urban Design Vision and Land Use Scenarios



City of San Diego  
Planning Division  
June 27, 2012

# Urban Design Vision

- Respect previously approved development densities
- Provide pedestrian, cycling and transit opportunities
- Promote urban “placemaking” strategies such as parks and plazas, outdoor and night markets, and theatre-in-the-park



El Cajon Boulevard



University Avenue



# Urban Design Vision

- Ensure no loss of current residential parking
- Share existing community resources such as school grounds for recreation
- Encourage interim uses, such as community gardens, for vacant City-owned lands along El Cajon Boulevard and University Avenue
- Seek design solutions to make Ray Huffman-style apartments better neighbors





# BRT Station Areas

- Enhanced tree planting and landscaping
- Portable kiosks offering convenience items and travel necessities
- Unique and attractive station pylon/markers
- High quality banners, graphics and branding
- Resilient, decorative paving materials
- High quality, well-defined pedestrian crossings





# El Cajon Avenue BRT Station Enhancements



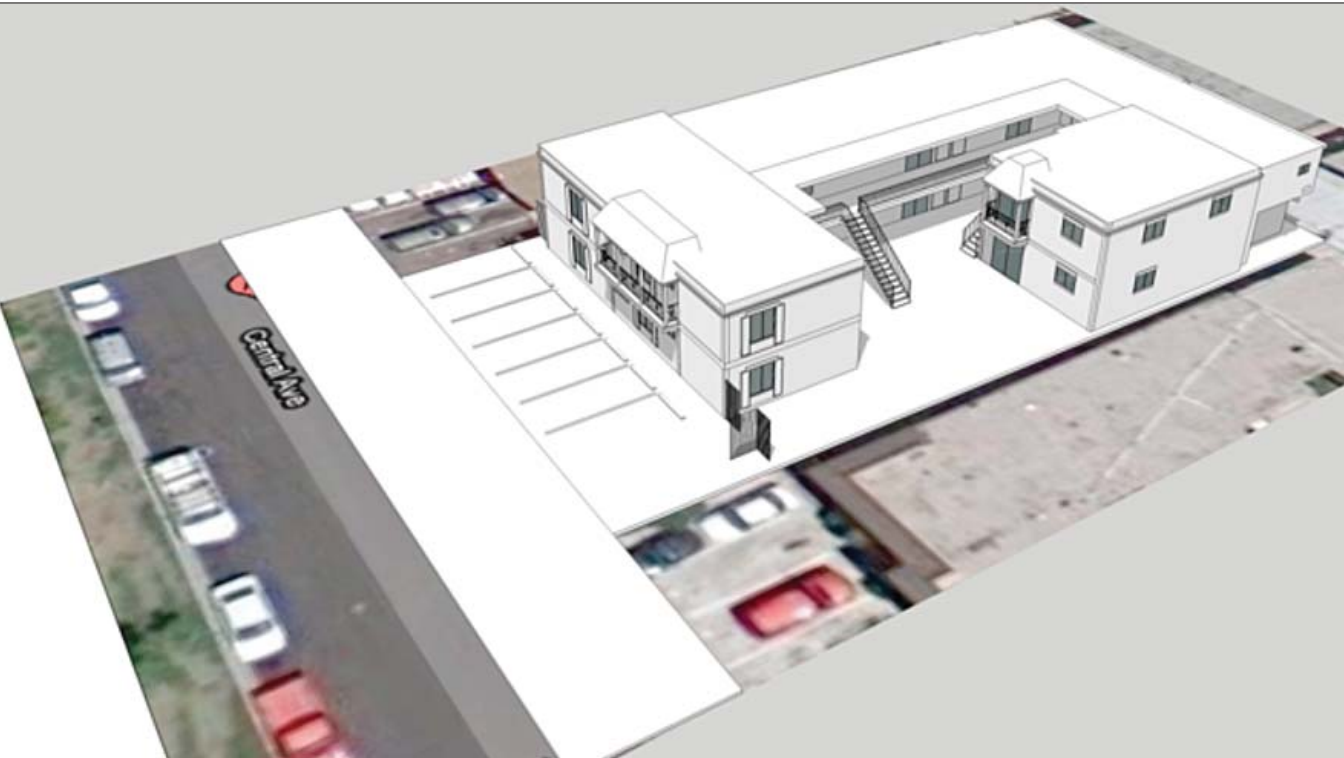


# University Avenue BRT Station Enhancements





# Ray Huffman-Style Apartments/Enhancements



Typical Ray Huffman-Style Apartments



Ray Huffman-Style Apartments Enhancements

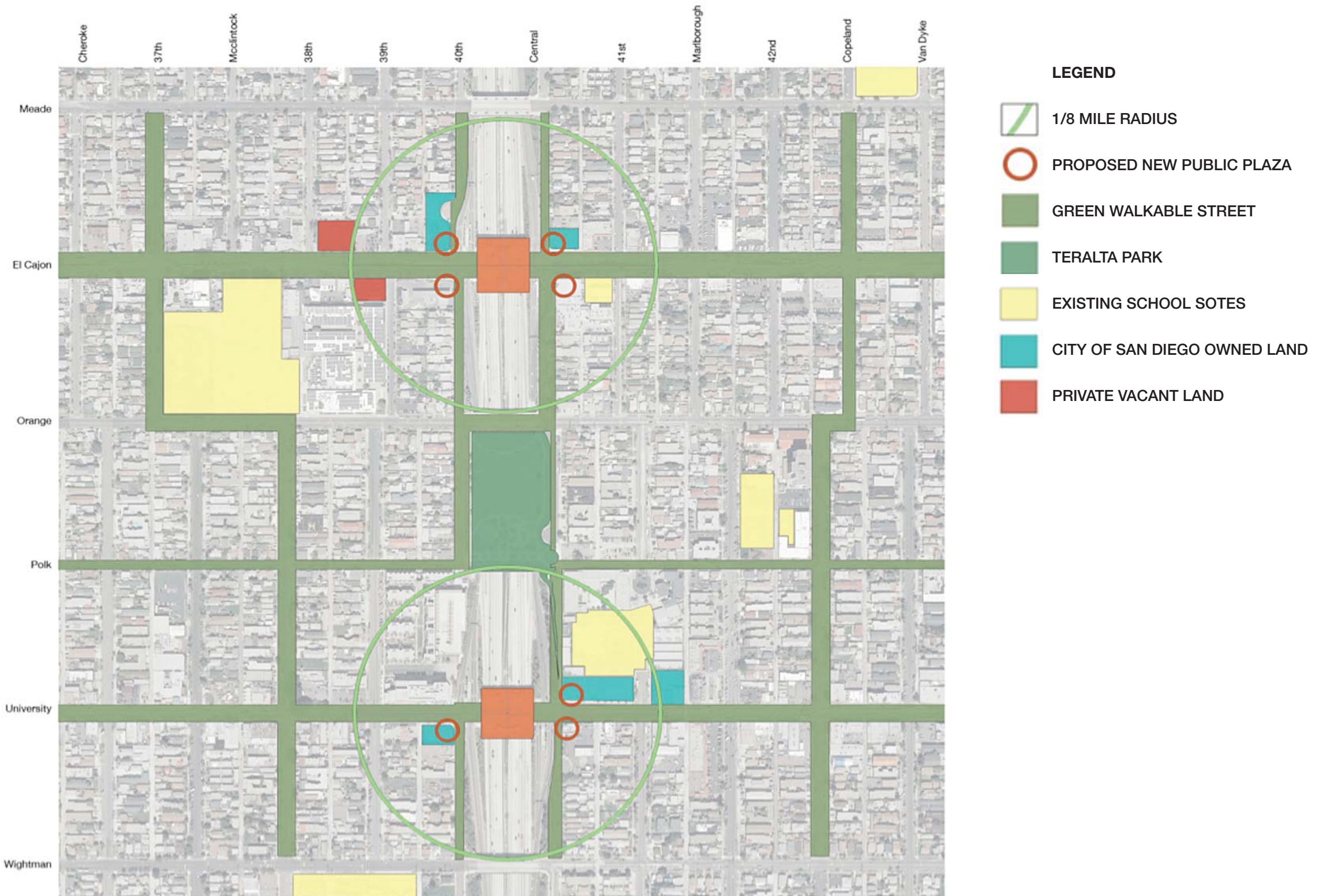
# Test Parking Alternatives

## 90 Degree or Angled Head-In Parking



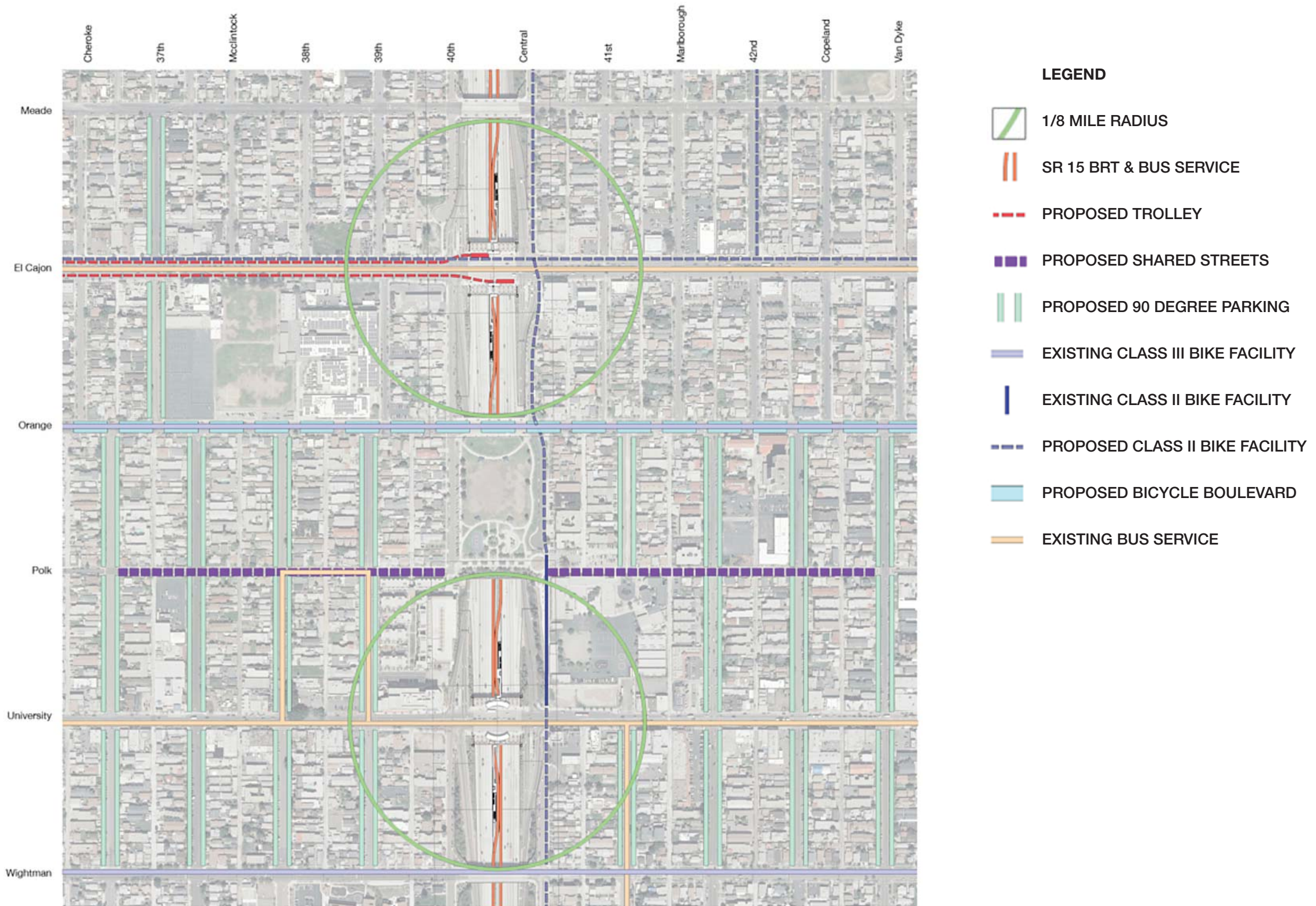


# Open Space Plan





# Connectivity and Mobility



# Connectivity Points

- A “complete” network of well-maintained sidewalks
- Mixed-use development adjacent to sidewalks
- Narrow roadways with wider sidewalks
- Regularly spaced, mature street trees
- Enhanced crosswalks





# Connectivity Points

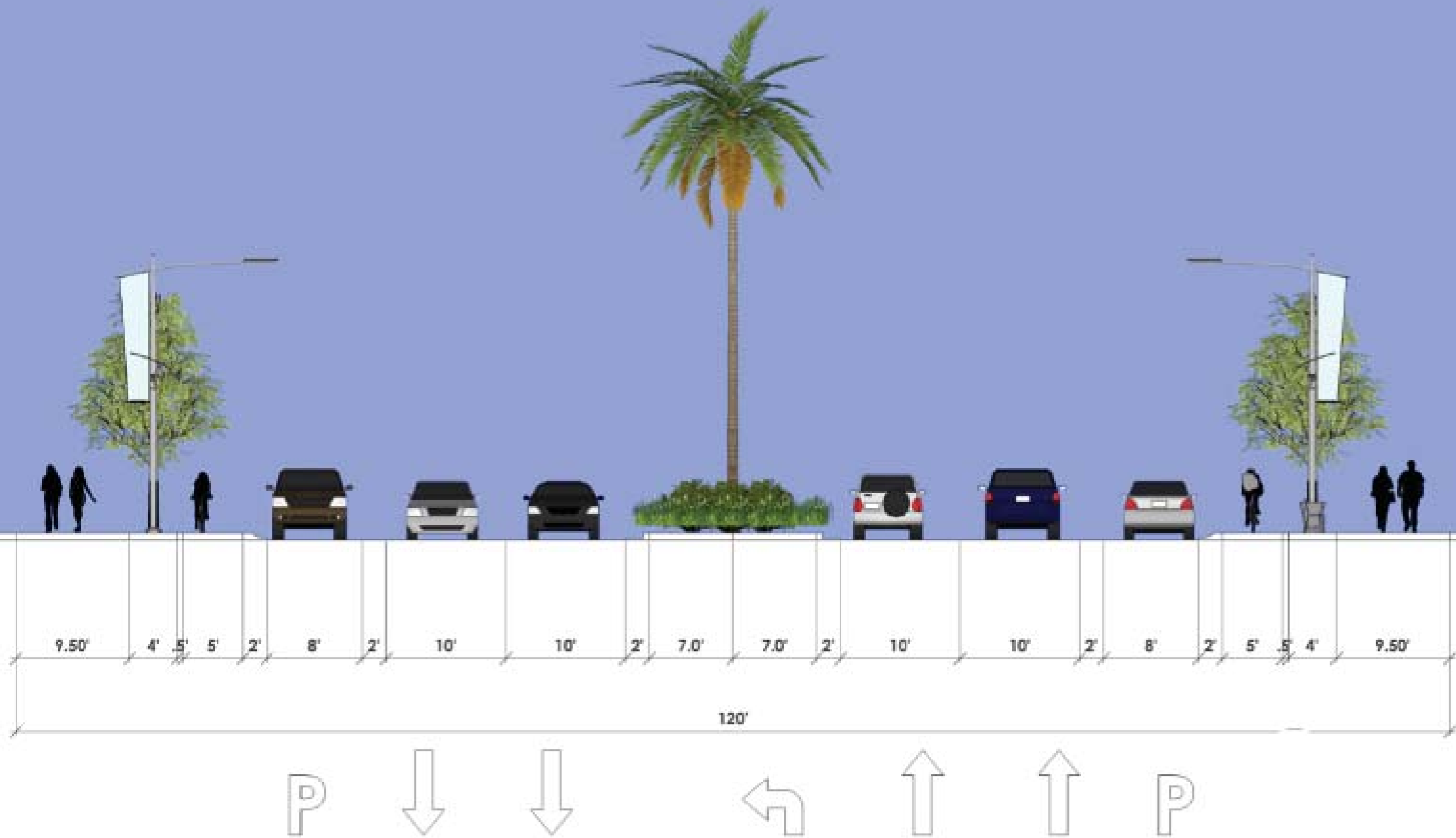
- Building entrances fronting the street
- Reduced traffic speed
- Provision of street furnishings – seating, trash receptacles, bike racks
- Improved bicycling facilities



# El Cajon Boulevard – Plan View



# El Cajon Boulevard – Typical Section





# University Avenue West of 39th Street – Plan View



# University Avenue – Typical Section





# Use Re-striping to Create Curb Extensions/Public Spaces



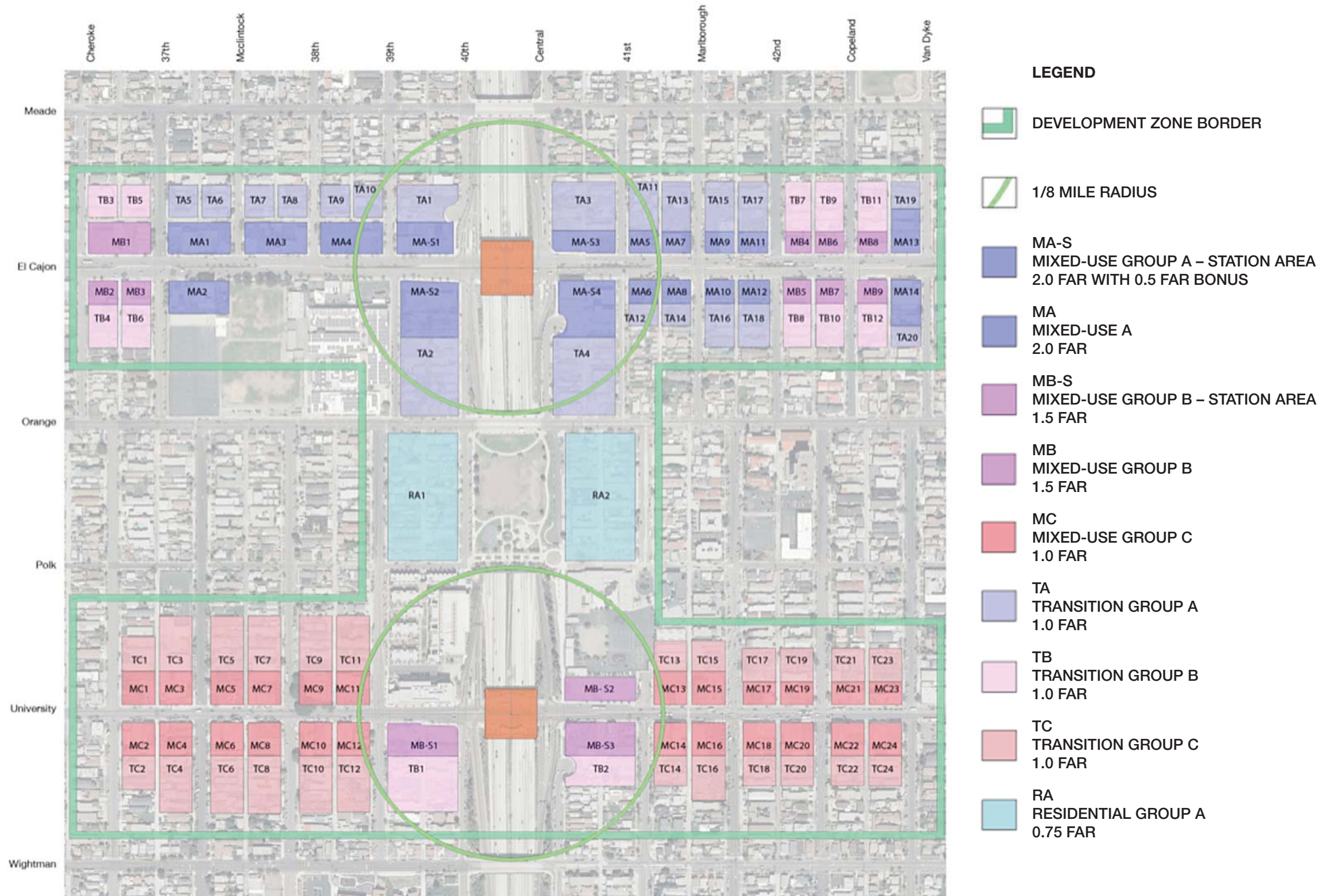


# Street Fairs/Festivals





# Land Use Scenarios Composite

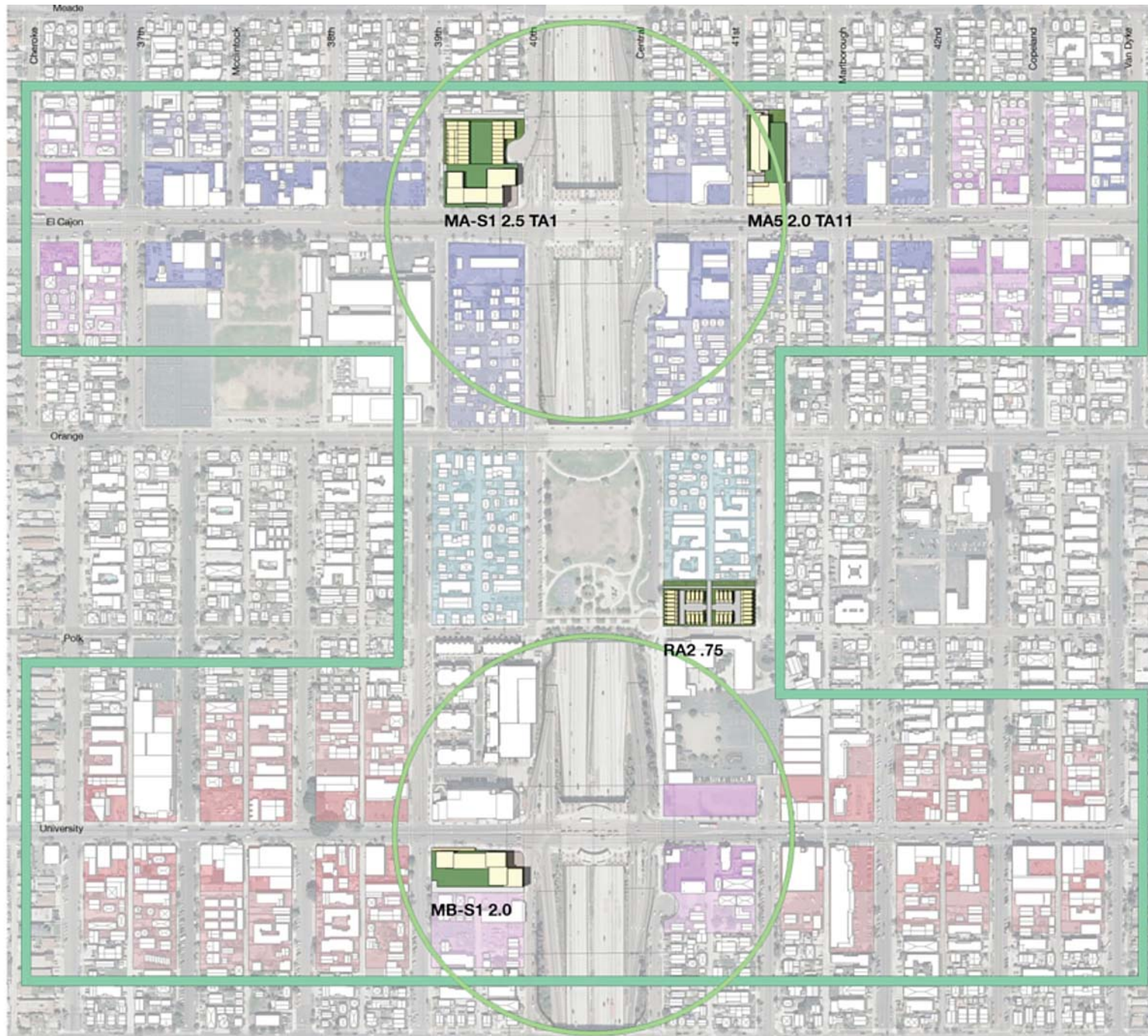




# Land Use Scenarios Composite Table

|                      | Scenario 1<br>Station Areas | Scenario 2 |                 | Scenario 3  |                 |
|----------------------|-----------------------------|------------|-----------------|-------------|-----------------|
|                      |                             | Corridors  | Plus Scenario 1 | Residential | Plus Scenario 2 |
| Residential<br>Units | 831                         | 2,077      | 2,908           | 257         | 3,165           |
| Residential<br>Sq Ft | 831,374                     | 2,077,267  | 2,908,641       | 257,040     | 3,165,681       |
| Retail<br>Sq Ft      | 257,277                     | 432,534    | 689,811         | 0           | 689,811         |

# Massing Studies





# MA-S1 2.5 TA1

Site Area: 147,000 sf = 3.37 acres  
Total Dwelling Units = 94 du  
Total Dwelling Units/Acre = 28.2 dua  
Total Retail Space = 31,602 sf





# MB S1 2.0

Site Area: 42,800 SF = .98 acres

Total Dwelling Units = 54 du

Total Dwelling Units/Acre = 54.9 dua

Total Retail Space = 32,079 sf





# MA5 2.0 TA11

Site Area: 56,000 SF = 1.28 acres  
Total Dwelling Units = 44 du  
Total Dwelling Units/Acre = 34.4 dua  
Total Retail Space = 8,258 sf



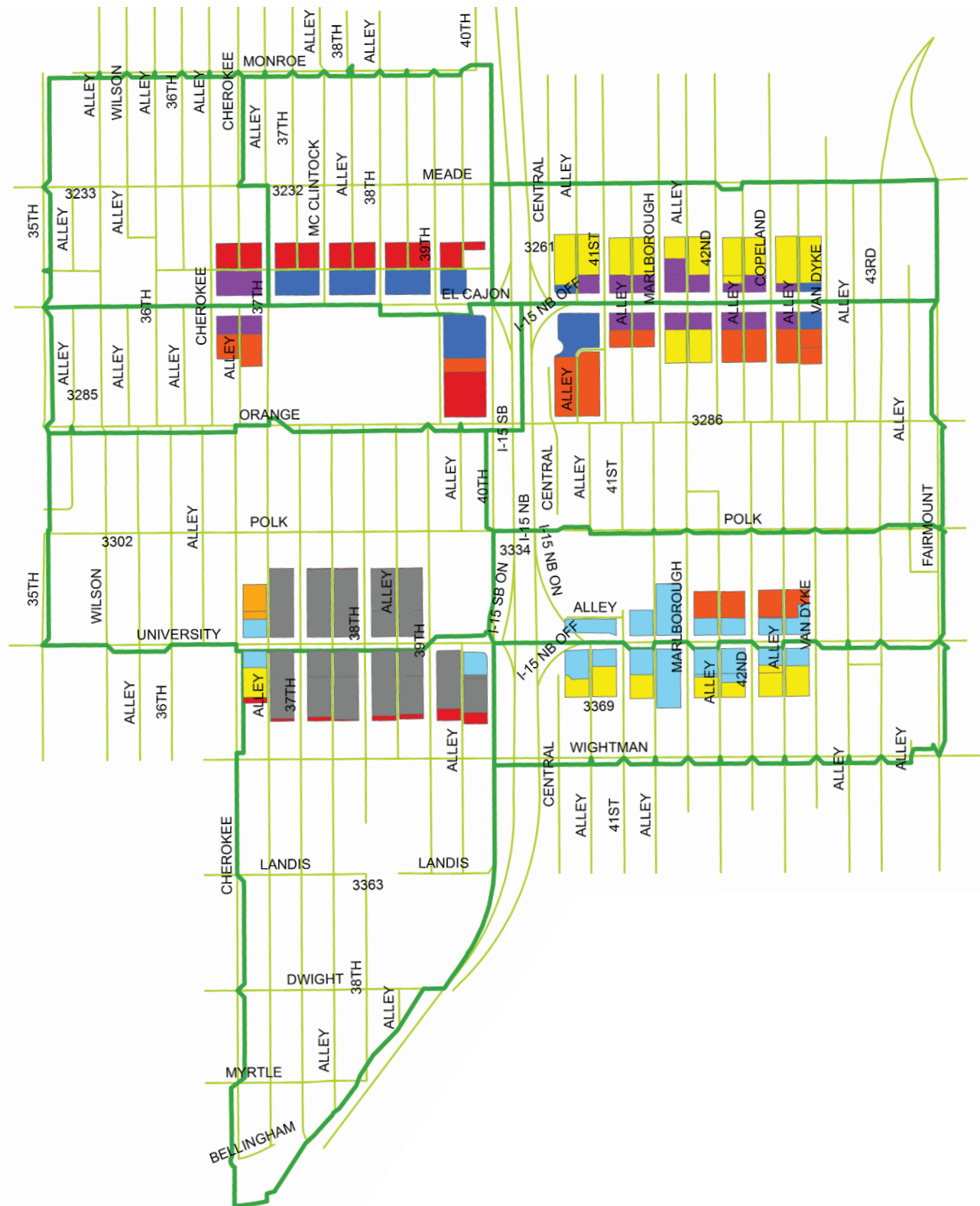


Site Area: 43,000 SF = .98 acres  
Total Dwelling Units = 32 du  
Total Dwelling Units/Acre = 32.4 dua





# March 22, 2012 Mid-City Community Plan – Land Uses



## Mid-City Community Plan

### Land Uses

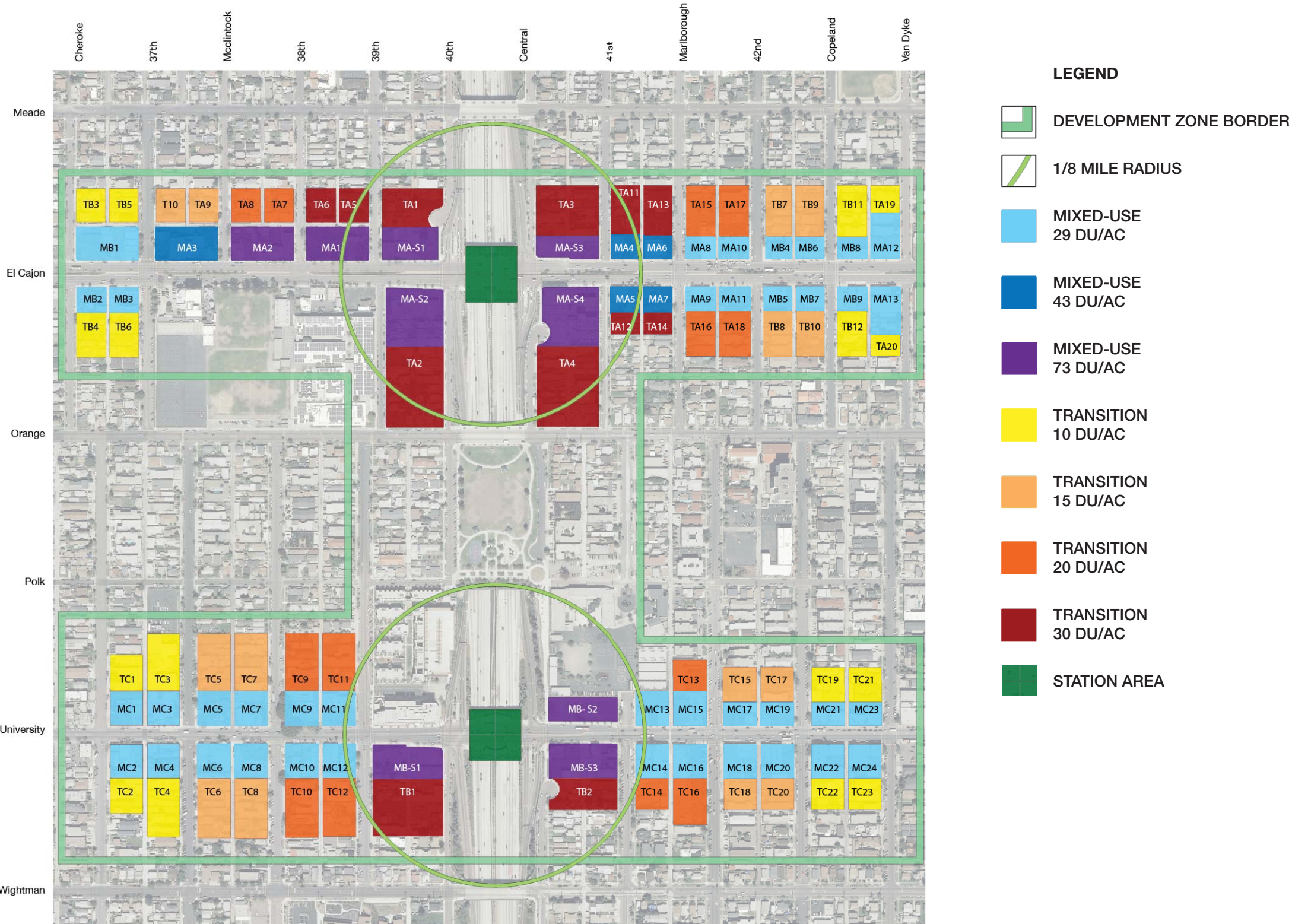
- Commercial/Mixed Use (29 du/ac)
- Commercial/Mixed Use A (73 du/ac)
- Commercial/Mixed Use B (35 du/ac)
- Residential (11-15 du/ac)
- Residential (16-20 du/ac)
- Residential (21-25 du/ac)
- Residential (26-30 du/ac)
- Industrial
- Mid-City TAZs

# March 22, 2012 Mid-City IBI Proposal – Land Uses





# April 20, 2012 Proposed Land Use Plan



City of San Diego  
 Planning Division  
 June 27, 2012

SR-15 Mid-City Station Area Planning Study  
 Urban Design Vision and Land Use Scenarios



# Land Use/Urban Design Strategy

- Focused Community Plan Amendment
- Centralize Urban Planned District Amendment
- Project Review
- Capital Improvements



# Focused Community Plan Amendment

- Create attractive pedestrian friendly BRT station areas at El Cajon Blvd & University Ave.
- Enhance Ray Huffman-Style apartments
- Provide additional parking in residential areas
- Increase parks and open space
- Improve connectivity and mobility



# Focused Community Plan Amendment

- Create a more pedestrian friendly El Cajon Boulevard
- Create a more pedestrian friendly University Avenue
- Identify interim improvements
- Incorporate Proposed Land Uses for Study Area
- Incorporate Massing Studies





# Recommended Actions Consistent with Existing Regulations and Policies

- Prohibition of Cars For Sale on Streets
- Removal of Signs on Sidewalks
- Interim improvements to El Cajon Boulevard and University Avenue
- Street Trees
- Street Fairs, Festivals, Markets



# Recommended Actions Consistent with Existing Regulations and Policies

- Additional Parking in Residential Areas
- Interim Use of Vacant City-Owned Parcels
- Utilization of Existing Kiosks at BRT Stations





# Planned Development and Phasing

- Role of Catalyst Projects
- Elimination of Redevelopment
- Land Assembly
- Parking
- Develop Recruitment Strategy
- Retailer Recruitment Strategy



# Public Improvements and Funding Sources

## Potential City Sources

- Local Share of New Sales Tax Receipts
- Affordable Housing Funds
- Assessment Districts (including Mello-Roos)
- Development Impact Fees
- City Capital Improvement Program
- Federal and State Grant Programs

## Other Sources

- New Markets Tax Credit





# Next Steps

- **Develop a more detailed financing plan**
- **Consider Demonstration project re:  
Ray Huffman-style Apartment Enhancements**
- **Work with property owners re: assembly  
of large development sites**
- **Commence design work for public  
improvements**
- **Target marketing activities shaped for  
different audiences, i.e. developers,  
prospective retailers**

# Traffic Analysis

- Proposed April 20, 2012 Land Use Changes
- Community Plan Network in 2035 RTP Network
- El Cajon Boulevard at 6 Lanes
- Trolley Extension to SDSU by 2050
- Interim Terminal Station at SR-15 in 2035
- Future Studies to Address Trolley Requirements
- Model Results Being Reviewed by City Staff
- Roadway Improvement based on Model Results



# THANK YOU

## **Appendix D – Walk Audit/Community Workshop Agendas, Notes and Materials**



**IBI Group**  
701 B Street, Suite 1170  
San Diego, CA 92101  
tel 619 234 4110  
fax 619 234 4109

# Memorandum

**To/Attention** Michael Prinz  
**From** Gary Andrishak  
**cc** Dennis Wahl  
Brian Gaze  
Warren Rempel  
**Date** April 25, 2011  
**Project No**  
**Steno**  
**Subject** Mid-City SR-15 BRT Station Area Study Walk Audit Notes

Meeting Date: April 16, 2011  
Meeting Time: 9:30 AM to 1:00 PM  
Meeting Location: El Cajon Blvd BIA Office, 3727 El Cajon Blvd  
Attendance: See attached sign in sheets

A community-based “walk audit” was conducted on the morning of Saturday, April 16, 2001 along the route illustrated on the itinerary (attached) in order that the consultant team better understand community “likes and dislikes” with reference to the Mid-City Station Area Planning Study. General observations from the three-hour walk through the community and a luncheon debriefing session have been turned into the beginnings of a SWOT analysis below. Two comment cards and the flip chart notes from the debrief are attached.

## 1. Strengths

- Great “bones” within study area, borne out by:
  - Grid street layout
  - Strong east/west movement of major roads (El Cajon Blvd and University Ave), and collector road (Orange Ave); equally strong north/south connectivity by local streets from west (Cherokee Ave) through to east (Van Dyke Ave).
- Unique layout for BRT (recessed within SR-15) and local community above.
- Foresight by the community to deck freeway for Teralta Park and at El Cajon and University.
- An obvious community that cares as shown by an expressed desire to improve the education/economic prospects of current residents rather than a movement to replace them with new, more affluent residents.

Michael Prinz – April 25, 2011

- Appropriate redevelopment at University Ave and 40<sup>th</sup> St of Metro Center and Metro Villas; opportunity to reuse Metro Villa typology elsewhere the study area. (Metro Villas at 120 units replaced existing housing at 50 units. The issue with regard to density seems to be, it's OK if it provides the residual requirements – off-street parking and private recreation areas, community benefits such as Laundromat and Community Center.) Possibility of garden boxes within internal lawn area. Cost in 2004: \$20+ million.
- Polk Ave is an fine example of a “right-sized community street; Polk Ave is also described as a “string with community schools strung along it” – a nice metaphor.
- Series of Public Agencies/Programs to build upon: City Heights Community Development Corporation, Work Force Partnership; Headstart; Facelift, El Cajon Blvd BIA, etc.

## 2. Weaknesses

- El Cajon Blvd is too wide to promote “retail compression”, where one side of the street benefits the other; width of El Cajon Blvd encourages speeding through the community.
- Lack of quality community-based retail/restaurants on both El Cajon Blvd and University Ave; proliferation of marginal businesses – nail salons, check cashing stores, tattoo parlours.
- Failure to enforce basic signage ordinances to the general degrading of the streetscape; prohibit use of adverting flags along street front.
- Lack of owner occupied housing (15%) within the study area is a detriment for community rehabilitation.
- Universal “hatred” expressed for “Huffman Hovels” apartment typology, built in the 1960s-80s at 1 unit per 400 SF/108 du's per acre.
- Noise from the SR-15 “cut”, but also from traffic along El Cajon Blvd and University Ave.
- Narrow sidewalks, lack of tree grates along University Ave (east of SR-15) vs. widened sidewalks, tree planting along University Ave (west of SR-15).
- Lack of connectivity between Metro Villas parking structure and SR-15. A pedestrian pathway between the parking structure and the freeway ROW would enhance pedestrian connectivity.
- Is “rat running” (cut through traffic) a problem through community from commuter traffic? If so, we can look to traffic calming, i.e., roundabouts. Similarly, community will probably need to initiate parking restrictions zone re: “hide-and-ride” parking once the BRT service is commissioned.

## 3. Opportunities

- Advent of the Mid-City BRT system to turn community into a bona fide Transit-Oriented Development (TOD) community.
- Opportunity for BRT stations, whether located on the on/off ramps or within the SR-15 median, to become community focal points; prior structure can



Michael Prinz – April 25, 2011

conceivably take on “Ponte Vecchio” building typology. There are opportunity to use the bridge decks for retail and possibly other uses.

- Consider extending the southern median platform at El Cajon Blvd and the northern median platform at University Ave to connect to Teralta Park.
- To promote more and better cycling opportunities, separate bike lanes on both El Cajon Blvd and University Ave should be constructed (preferably located between sidewalk/curb and parked cars).
- Revisioned streetscape program along El Cajon Blvd and University Ave will send signal to developers that area should be considered for “market-based” projects.
- Prospect to concentrate mixed-used density along El Cajon Blvd and University Ave. El Cajon Blvd is currently zoned for approximately 75 du’s per acre; University Ave is currently zoned for approximately 45 du’s per acre.
- Vacant lots along El Cajon Blvd and University Ave that are owned by RDA should have interim use, i.e., community gardens.
- School district should look into purchasing contiguous properties along El Cajon Blvd, adjacent Wilson Junior High School. (Wilson apparently has access to \$35 million available for capital projects through the district’s bond funds, to be confirmed.)
- Should make an effort to provide more community access to recreational facilities at the school sites.
- Alternative Fuel Showroom (Peerless Ford), at El Cajon and Central, has opportunity to become focus of Green Tech industry re: local jobs.
- Space 4 Art (Cheryl Nickel) is looking for long term/permanent home; potential for artist studio housing.
- Prospect of SDSU and local community colleges to provide education/job skills upgrading within local. Mid-City campus.
- Possibility to develop “rehabilitation toolkit” for Huffman Hovels, re: off-street parking, curb cuts, public vs. private zones, architectural façade treatment, etc.
- Stronger pedestrian definition at crosswalks via “painted stripping”, etc.
- Provide north/south pedestrian/cycle trails adjacent freeway cut/Teralta Park.
- Prospect to relocate school playground to east of school at Polk and Central to free up current schoolyard for redevelopment.
- Apparent excess parking in structure adjacent to Metro Villas.
- Possible awareness campaign re: Active Transportation Planning Effort – pedestrians, cyclists and transit.
- Prospect of expanding Facelift program to rental properties re: current criteria – “homeowner, infirm, aged, poverty stricken”.
- Desire for real time transit arrivals information; potential to link into mobile phone system.

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- Ability for public realm contributions re: Development Impact Fees (DIFs). A portion of the fees are used to mitigate the impact of new development by financing needed public facilities that have been identified in the Public Facilities Financing Plan (PFFP). Streetscape and park improvements are identified in the PFFP for Mid-City as being able to be funded through DIFs.
- Ability to avoid repeating past mistakes in promoting plans and approaches that have failed in the past in this community.

#### 4. Threats

- Undefined fear of “gentrification” associated with density/redevelopment by some community stakeholders (expressed as in “we” don’t want development).
- Community fear that City of San Diego and MTS will not move forward to maximize recommendations within this evolving planning study.
- Expressed concern for community safety with trees and shrubs within edges of Teralta Park; request for deployment of CPTED Principles (Crime Prevention Through Environmental Design) to alleviate areas of perceived danger.

#### Next Steps

- Subsequent community design workshop (4 to 6 weeks). Tentatively scheduled for June 4.
- A need expressed for stakeholder meetings with School Board, MTS and possible SDSU.

#### Attachments:

Sign In Sheets (2)  
Walk Audit Itinerary  
Debrief Comment Forms (2)  
Debrief Flip chart Notes



MID-CITY SR-15 BRT STATION AREA PLANNING STUDY  
WALK AUDIT

April 16, 2011

SIGN-IN SHEET

| Name              | Organization                  | Phone No. (Optional) | Email Address               |
|-------------------|-------------------------------|----------------------|-----------------------------|
| David Motz        | KTPG                          | 619-255-2882         | Kentalpc@yahoo.com          |
| Jim Urvanador     | -                             | (619) 280 3910       | city_heights@yahoo.com      |
| Andrew Bailey     |                               | 281-1603             | big_dialectus@yahoo.com     |
| DAVE POTTER       | RIA / IBI Team                | 619-275-5120         | DAVIDAPOTTER@AOL.COM        |
| Maria Cortez      | Tecalta west                  | 619-283-7815         | mcortez@cityheights.org     |
| James Davies      | SDRA                          | 619-236-540          | J.Davies@san-diego.gov      |
| Theresa Millette  | City Planning                 | 619-235-5206         | tmillette@sandiego.gov      |
| Christine Rothman | CITY PLANNING                 | 619.533.4528         | crothman@sandiego.gov       |
| Kathleen Ferrier  | Walk San Diego                | 619.544.9255         | kferrier@walksandiego.gov   |
| Maureen Gardiner  | City of SD                    | 619 236-7065         | mgardiner@sandiego.gov      |
| Karen Bucey       | Azalea Park                   | 619 957 5818         | KBucey@gmail.com            |
| JULIE WANG        | CH2M HILL (w/ IBI Group)      | 619.687.0110         | julie.wang@ch2m.com         |
| Steve Aidana      | ECB BIA                       | 619-360-3608         | info@thebarlevand.org       |
| RANDY VAN VLECK   | CHCDC                         | 619 486 9343         | RVANVLECK@CITYHEIGHTS.CD.CG |
| JAY POWELL        | City Heights Community Center | 619 584-1535         | hcjpowell@cox.net           |

cell 813-8485 / jpowell@cityheightscdc.org

Michael Prinz – April 25, 2011



**MID-CITY SR-15 BRT STATION AREA PLANNING STUDY  
WALK AUDIT**

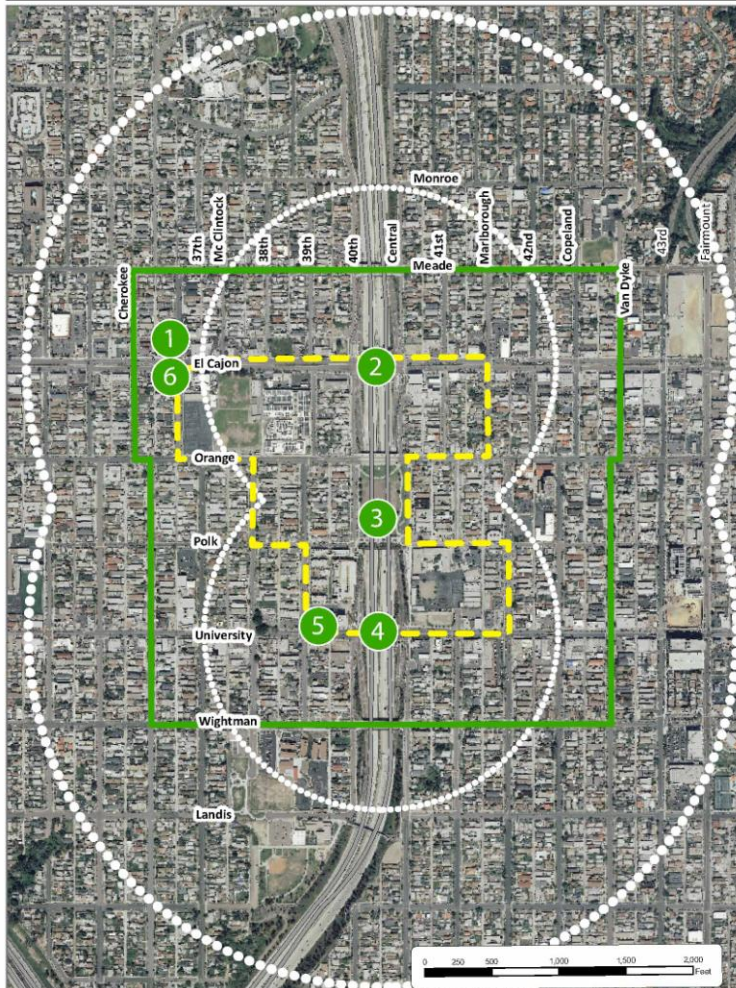
April 16, 2011

**SIGN-IN SHEET**

| Name           | Organization      | Phone No.<br>(Optional) | Email Address          |
|----------------|-------------------|-------------------------|------------------------|
| Warren Rempel  | IBI Group         | 248-788-2318            | wrempel@ibigroup.com   |
| Gary Andrishak | IBI Group         | 604-506-3442            | gandrishak@ibigroup    |
| Dennis Wahl    | IBI Group         | 619-234-4110            | dwahl@ibigroup.com     |
| Brian Gaze     | IBI Group         | 619-234-4110            | bgaze@ibigroup.com     |
| Beryl Forman   | ECB BIA           | 619-283-3608            | beryl@theboulevard.org |
| Gary Weber     | ECB BIA           | 619-282-1220            | rosenib@cox.net        |
| Michael Prinz  | City of San Diego | 619-533-5931            | mprinz@sandiego.org    |
|                |                   |                         |                        |
|                |                   |                         |                        |
|                |                   |                         |                        |
|                |                   |                         |                        |
|                |                   |                         |                        |
|                |                   |                         |                        |
|                |                   |                         |                        |
|                |                   |                         |                        |



## April 16th Walk Audit







### ITINERARY

- 1 Start - El Cajon Blvd BIA Office  
9:30am
- 2 El Cajon Blvd & SR-15 Station  
10:00am - 10:15am
- 3 Teralta Park  
10:30am - 10:45am
- 4 University Ave & SR-15 Station  
11:00am - 11:15am
- 5 Metro Career Center  
11:30am - 11:45am
- 6 Return to El Cajon Blvd BIA Office  
12:00pm

Lunch and Debrief Session  
12:00pm - 1:00pm

### LEGEND

-  Project Study Area
-  1/4 and 1/2-Mile Buffer from BRT Stations
-  Walk Audit Route
-  Points of Interest



# Mid-City Walk Audit Comment Form

Your input  
matters.

Dear Guest,

Please help us further understand your impressions from today's walk audit of the project study area. Your impressions and comments are welcome in the space below.

I really appreciate Gary & Warren's work and support.  
The walk itself didn't cover enough area because it should consider more - or better - the whole.  
Gary & Warren did a lot to include the whole and told me they would investigate more of the project area.  
I hope Gary & Warren have an opportunity to present more whole, integrated suggestions.

We encourage you to stay up to date on the development of this project. Feel free to leave your email address in the space below to receive project updates as they become available.

Name: Andrew Bailey  
Email: big\_daedalus@yahoo.com

Thank You for your time, and enjoy the rest of your weekend!



SR-15 Station Area Planning Study  
Walk Audit Feedback Form





Michael Prinz – April 25, 2011

# Mid-City Walk Audit Comment Form



Dear Guest, *MP*

Please help us further understand your impressions from today's walk audit of the project study area. Your impressions and comments are welcome in the space below.

*a transit hub @ El Cajon - food carts, coffee cart, flower carts would be good*  
*@ Pearson-Ford center - transfer into housing / work / live?*  
*mid-block crossing @ Central across Orange needed to safely access park*  
*& highlight crossing - Striping along entire portion of Orange @ bridge*  
*\* need ped connection b/t Orange & El Cajon Blvd*  
*emphasizing pedestrians around park*  
*• new vegetation in Terrell Park to remove hiking places @ south end*  
*• bamboo on fences*  
*• no need for parallel parking on University Ave. - business district - surface parking available & throughout neighborhoods behind line.*

We encourage you to stay up to date on the development of this project. Feel free to leave your email address in the space below to receive project updates as they become available.

Name: \_\_\_\_\_

Email: \_\_\_\_\_

Thank You for your time, and enjoy the rest of your weekend!



SR-15 Station Area Planning Study  
Walk Audit Feedback Form



Michael Prinz – April 25, 2011

## **WALK AUDIT FLIP CHART NOTES, APRIL 16, 2011**

1. Do we want community change?
2. Metro Center – good project in comparison to the proposed alternative.
3. Need more parks. Need parking and amenities for change.
4. This is an attractive area – music, restaurants, younger people, more diverse.
5. BIA supports residential development. Area is woefully underparked, especially at night. The BIA has jurisdiction in six planning areas.
6. Land economics is a huge issue. Need market housing. Stopped Ray Huffman apartments. Density is OK. There is a need for services. Density OK on El Cajon Blvd and University Ave.
7. El Cajon Blvd reduction to four lanes. Consider La Jolla Blvd roundabouts. Cut through traffic issues with construction lane loss.
8. Street ROW/parks ratio is low. Low auto ownership, high transit ridership.
9. Question regarding transit origins and destinations. Do routes match travel demand?
10. Art/other treatments for fences, walls, vacant areas should be considered.
11. How to bring global issues/ideas to our study area. Apply regional policies to the local area.
12. There are still lots of people driveways, despite relatively high transit use.
13. Value of public information efforts; educating potential riders.
14. Resources for bikes and pedestrians. Information on bridge kiosks.
15. Get SANDAG and MTS reps to a working group meeting to discuss transit questions.
16. Stop at 43<sup>rd</sup> and El Cajon Blvd – there are information issues. Need day of week info. Smart phone info will be available in the future.
17. Issues with on-time performance and timed connections with Trolleys.
18. The system has to work. Compass card issues.
19. If the city improves streetscape, development will follow.
20. Vacant lots at bridge decks. City's goal is not to increase density, but look at land uses of any kind to improve area quality of life.
21. What recommendations are we looking to provide to developers?



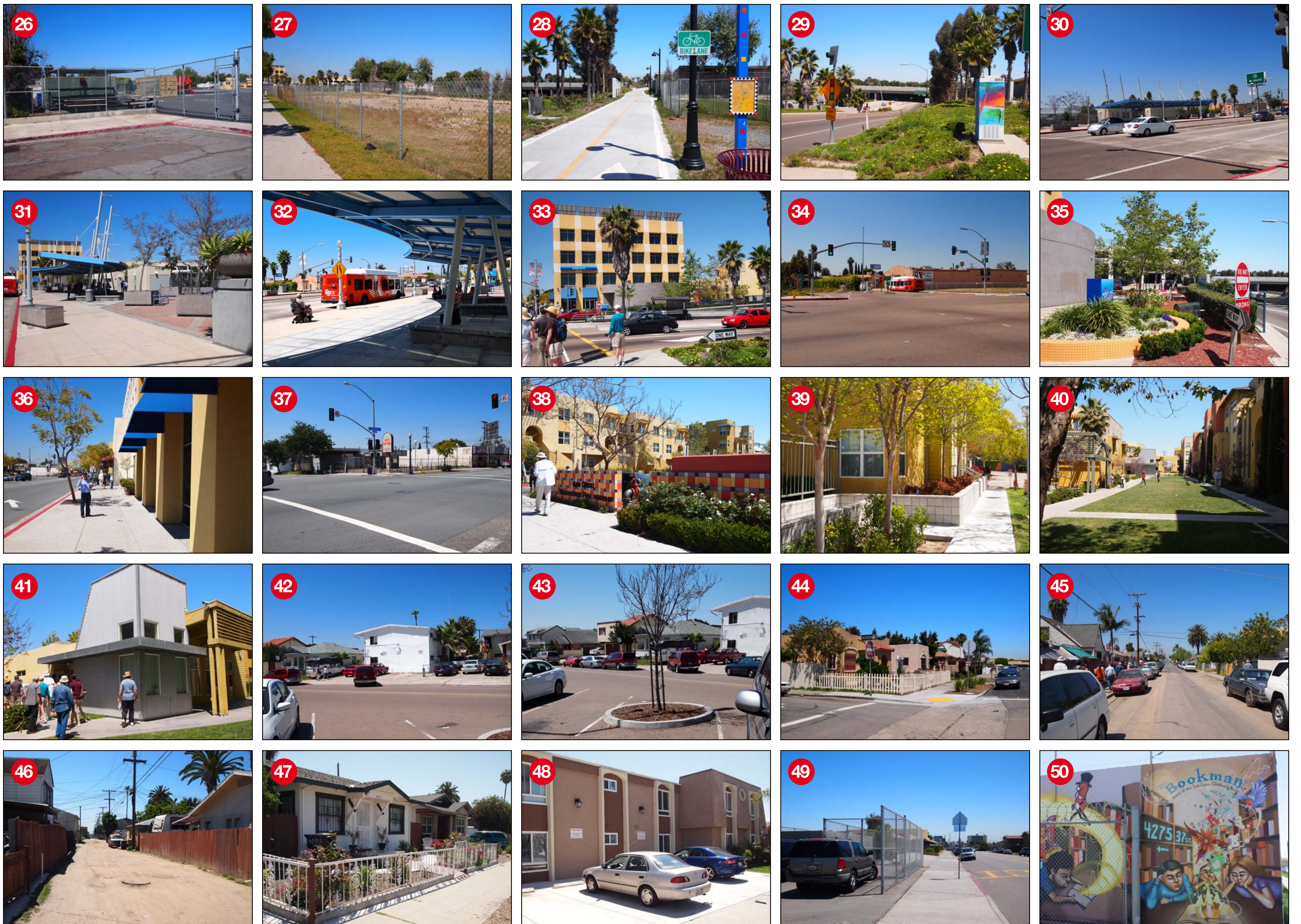
Michael Prinz – April 25, 2011

22. Need proactive institutional cooperation at all stages of project (schools, BIDs, etc.).
23. Shared use (schools and public) for track at Hoover, fields at Wilson.
24. Linear park with shared 'rooms' using existing opportunities as opposed to identifying parcels for future development of parks.
25. What about 'rest areas' along pedestrian corridors at University Ave/El Cajon Blvd.













THE CITY OF SAN DIEGO

## MID-CITY SR-15 BRT STATION AREA PLANNING STUDY COMMUNITY WORKSHOP

June 18, 2011

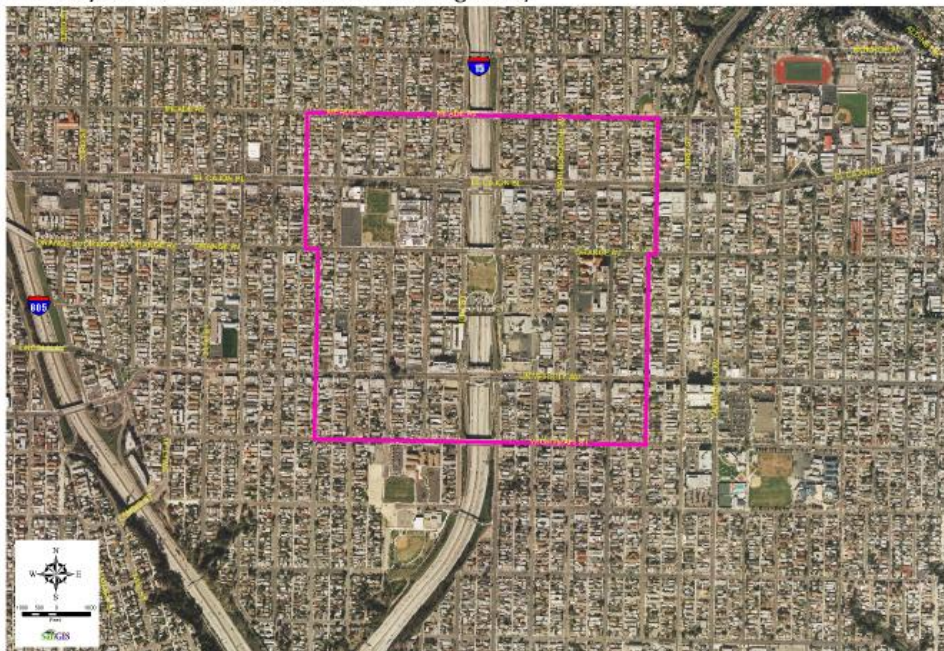
9:30 am – 1:00 pm

El Cajon Business Improvement Association  
3727 El Cajon Boulevard

### AGENDA

1. Introductions
2. Overview of Study and Purpose of the Workshop
3. SR-15 BRT Stations – Design Features and Connections to the Community
4. Community Goals and Objectives
5. Opportunities and Constraints – Mapping Activity
6. Alternative Visions for the Study Area
7. Next Meeting – September 2011, Date to be Determined

Mid-City SR-15 BRT Station Area Planning Study





# Memorandum

|                     |  |                   |              |
|---------------------|--|-------------------|--------------|
| <b>To/Attention</b> | Gary Andrishak                                 | <b>Date</b>       | 05 July 2011 |
| <b>From</b>         | Warren Rempel                                  | <b>Project No</b> | 28602        |
| <b>cc</b>           | Michael Prinz<br>Dennis Wahl                   | <b>Steno</b>      | wr, djw      |
| <b>Subject</b>      | Mid-City SR-15 BRT Station Area Planning Study |                   |              |

Meeting Date: 18 June 2011  
Meeting Time: 9:00 AM to 1:00 PM  
Meeting Location: El Cajon Blvd Business Improvement Association office,  
3727 El Cajon Blvd  
Attendance: See attached sign in sheets

Building on the input from the April walk audit, a community workshop was held at the El Cajon Blvd BIA office to present and discuss issues, ideas, and the boards prepared for the Task 4 Urban Design Visioning and Strategy of the Mid-City SR-15 Station Area Planning Study.

The consultant team began the workshop with initial comments regarding the need for proposals that are implementable, the role of Teralta Park as a focal point for the community, and concerns regarding density increases without addressing parking issues and the need for more recreational facilities.

The following comments, responses, and actions were noted. The headings refer to the boards on display in the context of the discussion.

## 1. Existing Zoning and Maximum Development Potential

Issue: Concern was expressed that redevelopment will affect large areas of small and single-family housing, disrupting neighborhoods.

Response: New development will be primarily focused near the designated BRT stations and along the already more-intensely developed streets of El Cajon Boulevard and University Avenue, with the potential for increased density in the blocks immediately flanking the SR-15 right of way.

## 2. Open Space / Redevelopment

Issue: Interest was expressed in seeing a complete network of greenways, parks and pocket parks.

Response: The biggest impediment to additional open space is land cost within established communities.

It was proposed that additional density could be allowed in trade for new open space.

Referring to the Mid-City public facilities finance plan, this plan is 17 years old and should be updated to reflect the community's work on a draft update from approximately three years ago.

Followup: *Consultant team to secure a copy of the plan and review.*

Issue: A general obligations bond is required to pay for the maintenance of existing and to build new infrastructure.

Response: There is apparently one block on each side of Wilson Middle School, possibly along El Cajon Blvd., which could become open space sites.

Followup: *This potential opportunity should be investigated with the City.*

Issue: Concern was expressed over the locked and closed school playgrounds and fields that could be used for public open space.

Response: Schools are locked after hours and on weekends due to concerns regarding vandalism.

Other schools nearby are open. After hours access is used as source of revenue for money-strapped schools.

Followup: *We need to define measures the community can take to improve the public realm.*

Issue: The concept of urban movable parks should be explored. They have the advantage of being temporary, low cost and they use existing infrastructure.

Response: Movable street fairs should also be considered.

Issue: It is difficult to consider new development when the infrastructure is insufficient for existing development. Questions were raised regarding the forecasted population increase, 5,000 vs. 2,000 residents.

Response: There is some potential for additional building height, but on the condition of the provision of additional open space. Connections to Park De la Cruz and City Heights Village Park should be provided as well.

Followup: *Investigate what is required to make these connections and whether the existing plan succeeds in doing so.*

### 3. Gateways, Landmarks, Views and Vistas

Issue: Gateway signs are needed on El Cajon and University.

People dislike the name "Mid-City".

Response: Consider other neighborhood/community names.

Issue: “San Diego is a loose confederation of semi-autonomous communities”.  
“Geography is important” in terms of defining neighborhoods.

The study area is the most densely populated and ethnically diverse area in the city.

Response: The naming issue is complex as there are many neighborhoods included in the area.

Rather than a name and entry sign, perhaps the community should focus on developing those attributes that contribute to identity and place, and let the naming follow.

#### 4. **Connectivity and Excess Right of Way**

Issue: Sidewalk gaps do not allow for a completed pedestrian grid system

Response: The community can benefit from existing completed grid layout to accommodate pedestrians.

One problem is that sidewalk maintenance is the responsibility of adjacent landowners. Sidewalks are not well maintained in part due to lack of enforcement, absentee owners, and distressed or failed properties.

There is a seven year-old study regarding \$3M cost of long overdue sidewalk repair.

Followup: *Determine if this plan still exists and what would be involved in implementing it.*

Issue: Infrastructure is in need of upgrades and repairs.

Response: The community should leverage existing and new funding sources for infrastructure upgrades.

Followup: *Determine the funding sources that are available.*

Issue: Plans exist for a north-south bike connector.

Response: Don't step beyond the existing bike plans.

Issue: Make Polk a shared street, with an emphasis on pedestrian use.

Response: The idea of Polk as a shared street was well received, with the caveat that it must include parking for residents. Polk can provide a strong pedestrian link to Teralta Park and form part of a green network.

The existing home refurbishment loan program was discussed as a way to facilitate improvements to the homes on Polk.

#### 5. **Parking**

Issue: Why should the public realm must be used to provide parking for private residents to the detriment of the public.



Response: Gary Andrishak referred to the book *The High Cost of Free Parking* and noted that these issues are addressed within it.

Issue: If parking is provided/reconfigured, consideration should not be limited only to autos, but also to bike parking.

Response: There is local resistance to paid or permitted parking, yet there is a pilot program nearby to test the idea of permitted parking.

Issue: Currently, streets do not accommodate of other forms of transportation besides the car.

Response: The consultant team was advised to refer to the City's street design manual that was produced several years ago.

Followup: *The manual has been downloaded from the City's website and provided to the consultant team.*

Issue: There is always an issue of speed vs. flow on major streets.

Response: It was noted that the volume of traffic flow can be improved with slower speeds.

Long Beach City has a comprehensive cycling plan, including reduced traffic speeds.

It was suggested that this has helped local business as it makes people in cars more aware of local businesses and therefore more likely to stop

Lower speeds also make it easier for people to park at on street parking stalls

Followup: *IBI should investigate this.*

Issue: There is a goal to meter parking on El Cajon.

Response: ROW widths are being studied to maximize parking and angle, including 90 degree parking, is being considered. A one-block study area was suggested.

## 6. **Building Typologies and the Huffman 6-Pak**

Issue: Lower-scale typologies were generally preferred.

The study should include hotels as a typology. This would be one case where the podium and point tower would be viable for the area

Response: It was asked that the consultant team identify examples of successful mixed-use communities that have been developed in low-income areas, to show that this concept has indeed worked. The concern is that the buying power of existing and new low-income residents may not support the kind of businesses necessary to make this type of mixed-use community/development viable.

One advantage of increasing density is that it may allow for the creation of more open space as part of the cost of development.

*Followup: IBI to research this issue.*

Issue: There are nearly 200 Huffman style apartment buildings in the study area, with approximately 1500 dwelling units.

Response: A partly tongue-in-cheek proposal was made that IBI try to find the earliest such structure and determine if the Huffman family would consider its designation as a historical landmark.

The combination of improved and renovated buildings, along with a reconfigured streetscape, was well received but will require further discussions and analyses for parking and ROW issues.

## 7. **Placemaking**

Issue: Suggestions for a plaza market on redevelopment agency property, night markets, and converting vacant buildings to marketplaces were presented.

Response: The community has heard these good ideas many times before, but nothing has ever come of them.

Some felt that the public agencies are the roadblock to these improvements. For example, Caltrans has so far blocked the use of the existing kiosks on the SR-15 bridge decks over El Cajon and University. Staff will follow-up with appropriate parties to determine potential interim solutions.

Michael Prinz described how the recommendations will be used to seek grant funds for improvements and provide recommendations to developers, city departments, and the district council member regarding future developments.

## 8. **Station Areas and Enhancements:**

Issue: The idea of widened bridge decks and Teralta Park came from the residents, not from planners.

Response: *The notes from the April 25, 2011 walk audit have been revised to clarify this point.*

Issue: Pavement and design treatments for the BRT stations were presented and discussed. The community would like to have more input on the BRT station designs to address concerns.

Dennis Wahl informed the group that this study will be used to help inform the next phase of BRT station design. This work can be used to set the tone as to the elements that should be included in the station design.

*Followup: IBI will provide phasing suggestions for the urban design concepts.*

Attachments: Sign In Sheets (2)



MID-CITY SR-15 BRT STATION AREA PLANNING STUDY  
COMMUNITY WORKSHOP

June 18, 2011

SIGN-IN SHEET

| Name              | Organization                                   | Phone No. (Optional) | Email Address                |
|-------------------|--|----------------------|------------------------------|
| Gary Weber        | GRW & Associates                               | 619.283.3608         | rossweb@cox.net              |
| Joyce Brown       | MidCity CAN                                    | 619-548228           | bjoycebrown6@aol.com         |
| Samantha Ollinger | City Heights Area Planning Group               | 619-4503011          | sollinger@ucsd.edu           |
| Mary Wright       | City Planning                                  | 619-236-7258         | mpwright@sandiego.gov        |
| Jim Baross        | SDCO Bicycle Coalition + Normal Hght Com. Pkg. |                      | JIM BAROSS@COX.NET           |
| CHRISTINE ROTHMAN | CITY PLANNING                                  | 619.533.4528         | crothman@sandiego.gov        |
| Michael Prinz     | City Planning                                  | 619-533-5931         | mprinz@sandiego.gov          |
| Maria Cortez      | Terralta West Neighbor hood alliance           | 619-253-7815         | mcortez@cityheightscdc       |
| Jeanette Meeky    | Resident                                       | (619) 884-8490       | meekycityheights@yahoo.com   |
| Polly Gillette    | El Cajon Blvd                                  | 619 856-7241         | pollyg@jghb1.com             |
| Jim VARNADORE     |  | (619) 280-3910       | cityheights@yahoo.com        |
| JAY POWELL        | City Heights Comm Dev                          | (619) 813-8485       | hcjpowell@cox.net            |
| RANDY VAN VLECK   | CITY HEIGHTS CD                                | 619 8469343          | RVANVLECK@CITYHEIGHTSCDC.ORG |
| Theresa Millette  | City Planning                                  | 619-235-5206         | tmillette@sandiego.gov       |
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# Welcome!

Welcome to Community Workshop II for the Mid-City SR-15 Station Area Planning Study. As noted at Workshop I in late March 2011, the purpose of the study is to develop policy language and clear design guidelines for the area. This will allow staff and the community to review future development applications against the recommendations provided by the Planning Study.

One message we did hear, loud and clear, at the initial Workshop is the feeling by participants that this community does not lack from an excess of previous studies. To that end participants expressed a desire for implementable recommendations, even under tough economic conditions, that will help set the foundation for its ongoing revitalization. Your participation here this evening will bring us closer to that eventuality. Thank you.

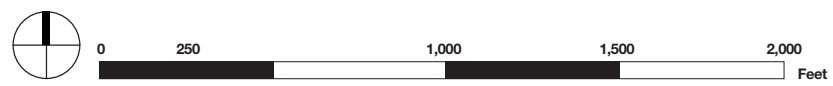


- Legend**
- Study Boundary
  - Community Planning Areas
  - Proposed BRT Stations

**Demographics**

The SANDAG data for the Census Tracts w/in the study area confirms this. The Census Tracts w/in the study are 21, 22.01, 22.02, 24.01, 24.02. According to data for Census Tract 22.01 (which seems fairly representative of the area and which falls almost completely w/in the study area), the demographics breakdown is as follows:

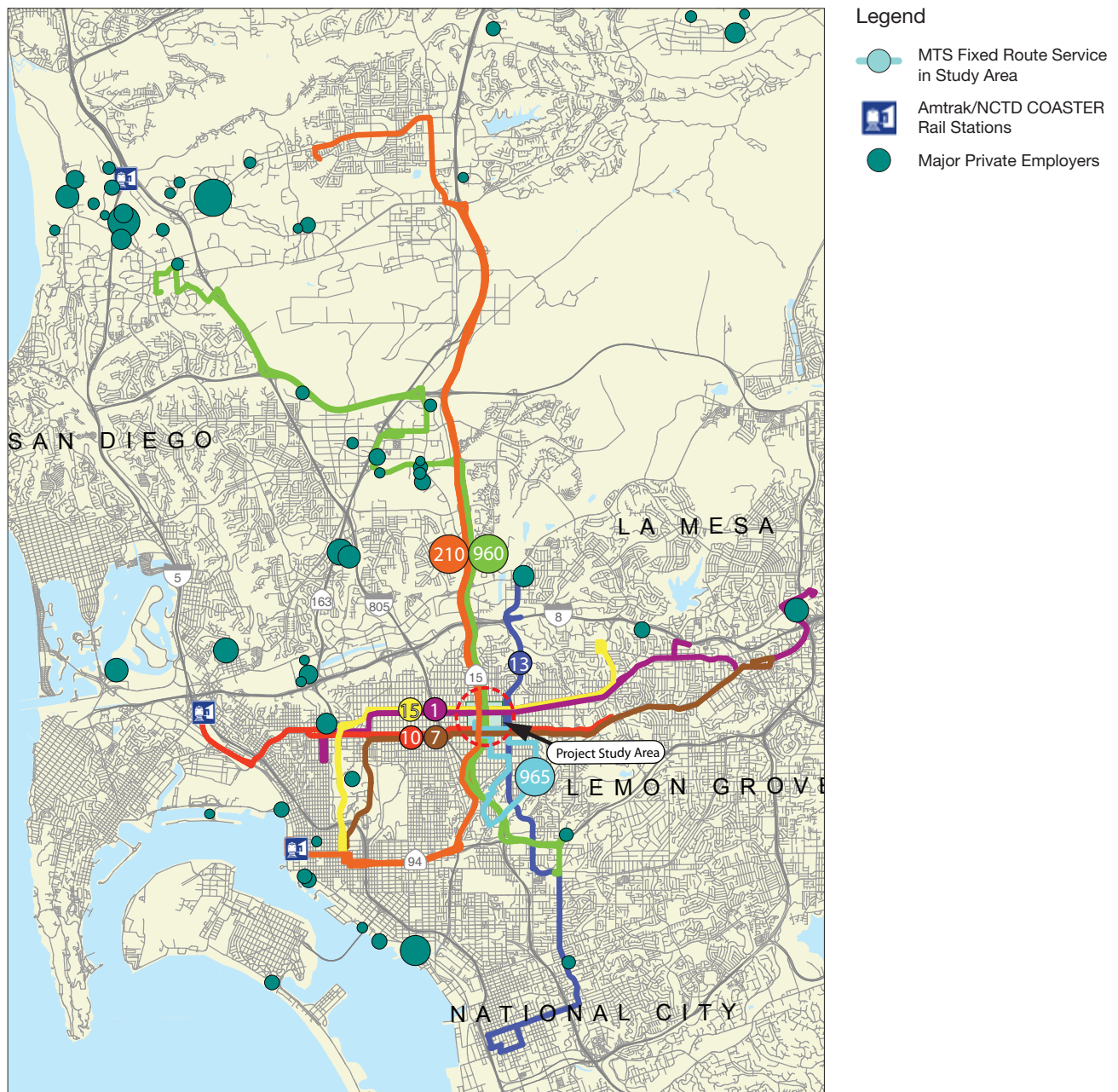
- Latino/Hispanic**—2,484 (67%)
- White**— 168 (5%)
- Black or African American**—429 (11%)
- American Indian**—20 (0.5%)
- Asian & Pacific Islander**—520 (14%)
- Other**—99 (2.5%)



# Regional Context

The Mid-City area is home to an extensive network of regional transit options with direct connections for residents to downtown San Diego, Uptown San Diego, and San Diego State University, among others. However, existing routes along State Route 15 frequently do not connect residents to high-paying, high-quality jobs without a number of transfers. Each transfer limits the attractiveness of transit to riders.

While destinations served by the new BRT alignment have not yet been identified, providing residents with access to high-quality jobs must be a prime concern.





# GIS Mapping

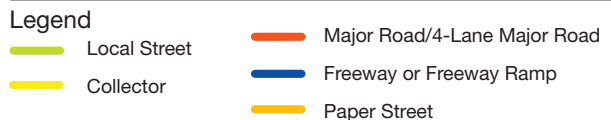
Geographic Information Systems (GIS) Mapping creates simple, attractive visuals and context for understanding the spatial relationship between a number of variables in the study area. GIS datasets are created and maintained by a number of agencies, including the City of San Diego, SANDAG, MTS, and others.

Together, these layers of data help provide transportation and land use planners with the tools they need to understand the conditions in the study area and the relationships between them.

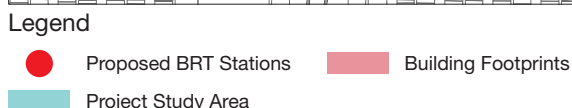
## Business Development Districts



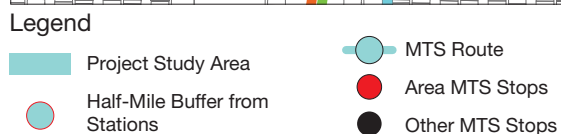
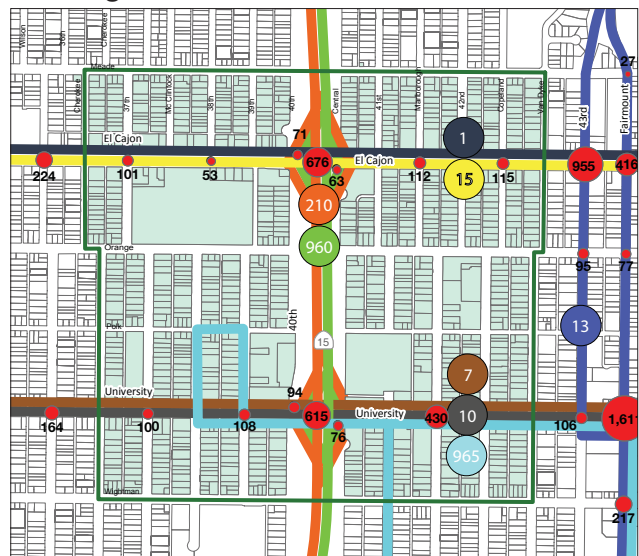
## Roadway Classifications



## Non-Residential Building Footprints



## Existing Transit



# Additional GIS Maps

The following maps show other geographic analyses that were conducted by the project team within the study area. They represent land use, social and transportation characteristics of the neighborhood that will assist throughout the planning process.

Existing and Proposed Bicycle Network



Parklands



Schools



Street Speed Limits



Community Planning Areas



Designated Historic Districts



Proposed Noise Analysis Sites



Redevelopment & Infill Designations



Critical Intersections for Analysis



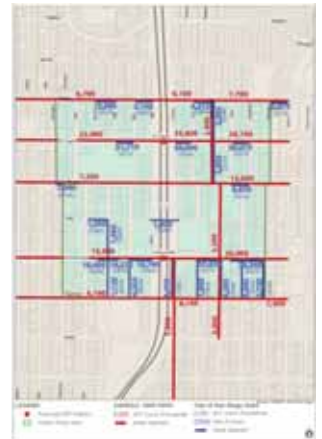
Existing Intersection Geometry - 1 of 2



Existing Intersection Geometry - 2 of 2



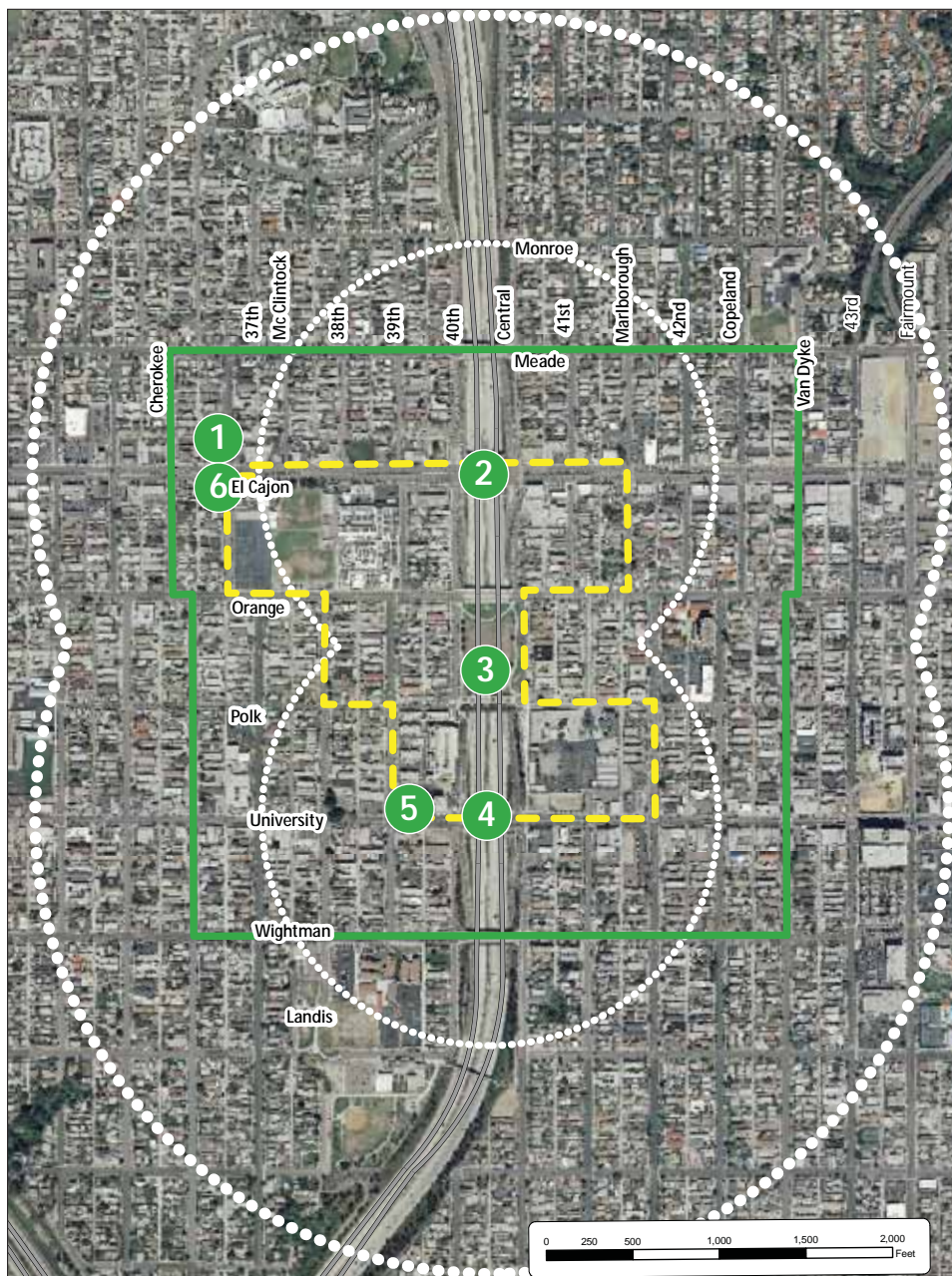
Average Daily Traffic (ADT) Counts





# Walk Audit Map

A Walk Audit was held on Saturday, 16 April 2011, with representatives from the City of San Diego, the consultant team and community stakeholders in attendance. The walk started on El Cajon Boulevard and took a circuitous path through the heart of the community. The resultant "takeaway" of the event was a firm impression from community members of both the study area's strengths and weaknesses.



## Itinerary

- 1** Start – El Cajon Blvd.  
BIA Office  
9:30am
  - 2** El Cajon Blvd.  
& SR-15 Station  
10:00am - 10:15am
  - 3** Teralta Park  
10:30am - 10:45am
  - 4** University Ave.  
& SR-15 Station  
11:00am - 11:15am
  - 5** Metro Career Center  
11:30am - 11:45am
  - 6** Return to El Cajon Blvd  
BIA Office  
12:00pm
- Lunch and  
Debrief Session  
12:00pm - 1:00pm

## Legend

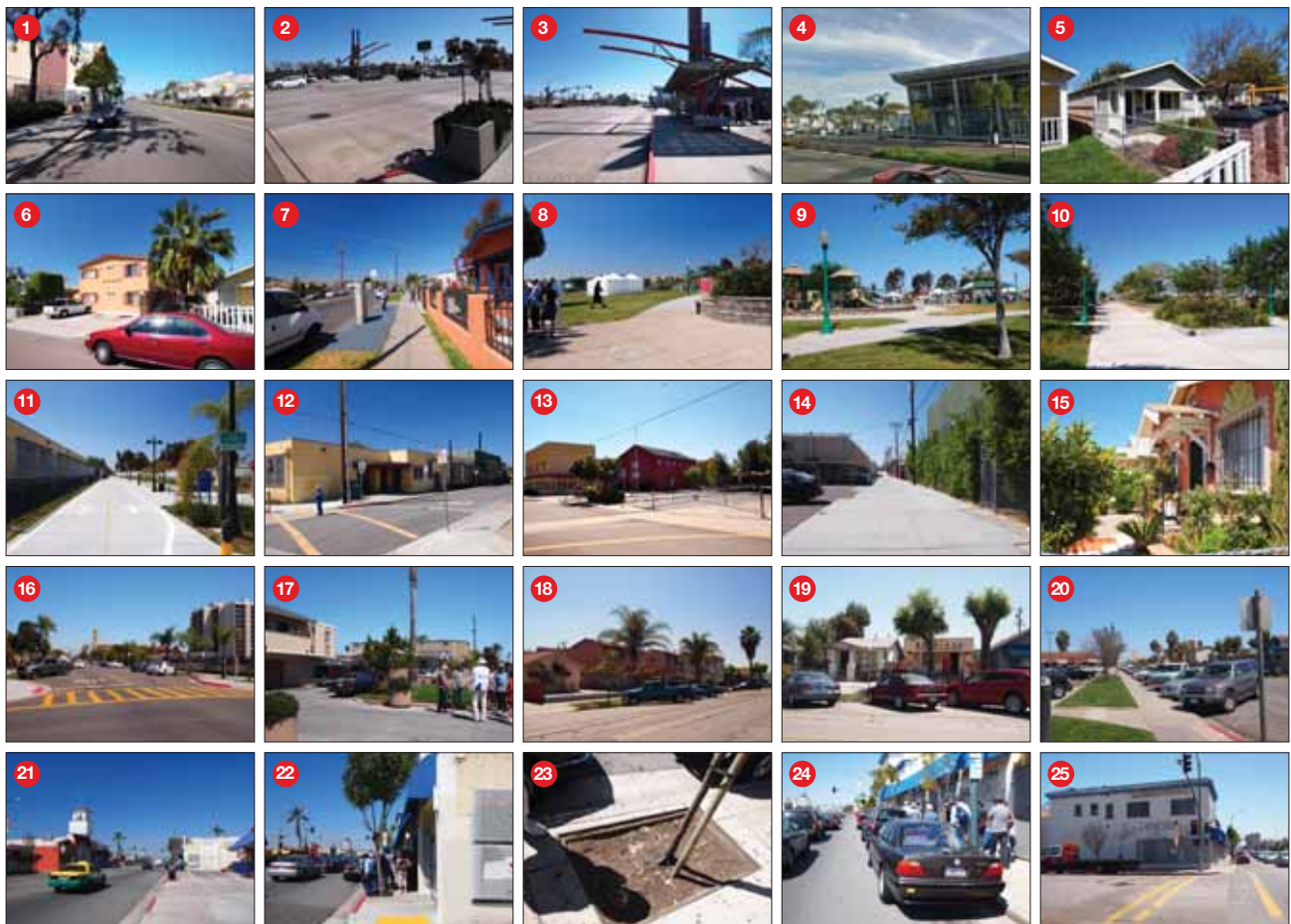
- Project Study Area
- ⋯ 1/4 and 1/2-Mile Buffer from BRT Stations
- - - Walk Audit Route
- 1** Points of Interest



# Walk Audit Context Photos 1



Walk Audit Route

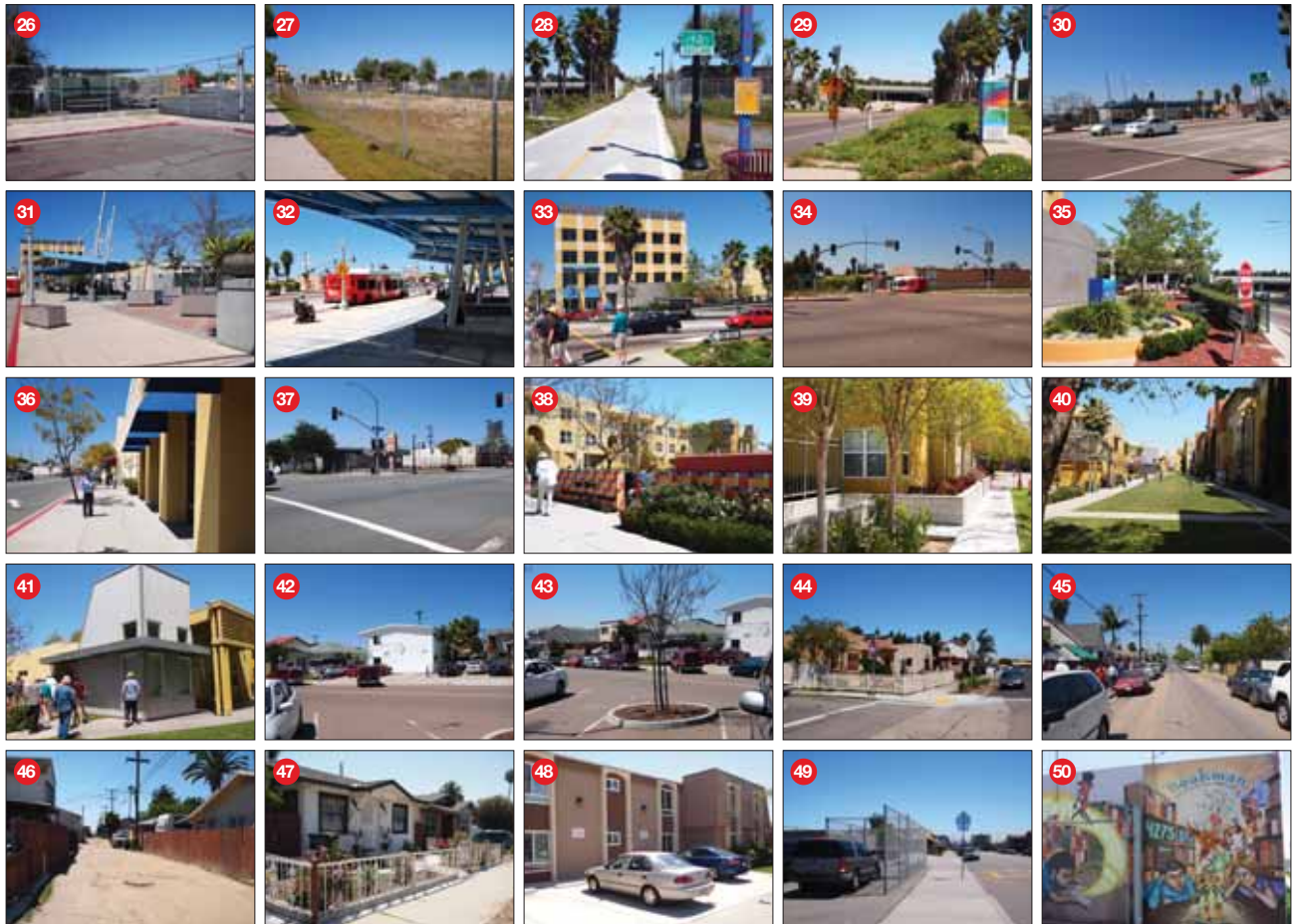




# Walk Audit Context Photos 2



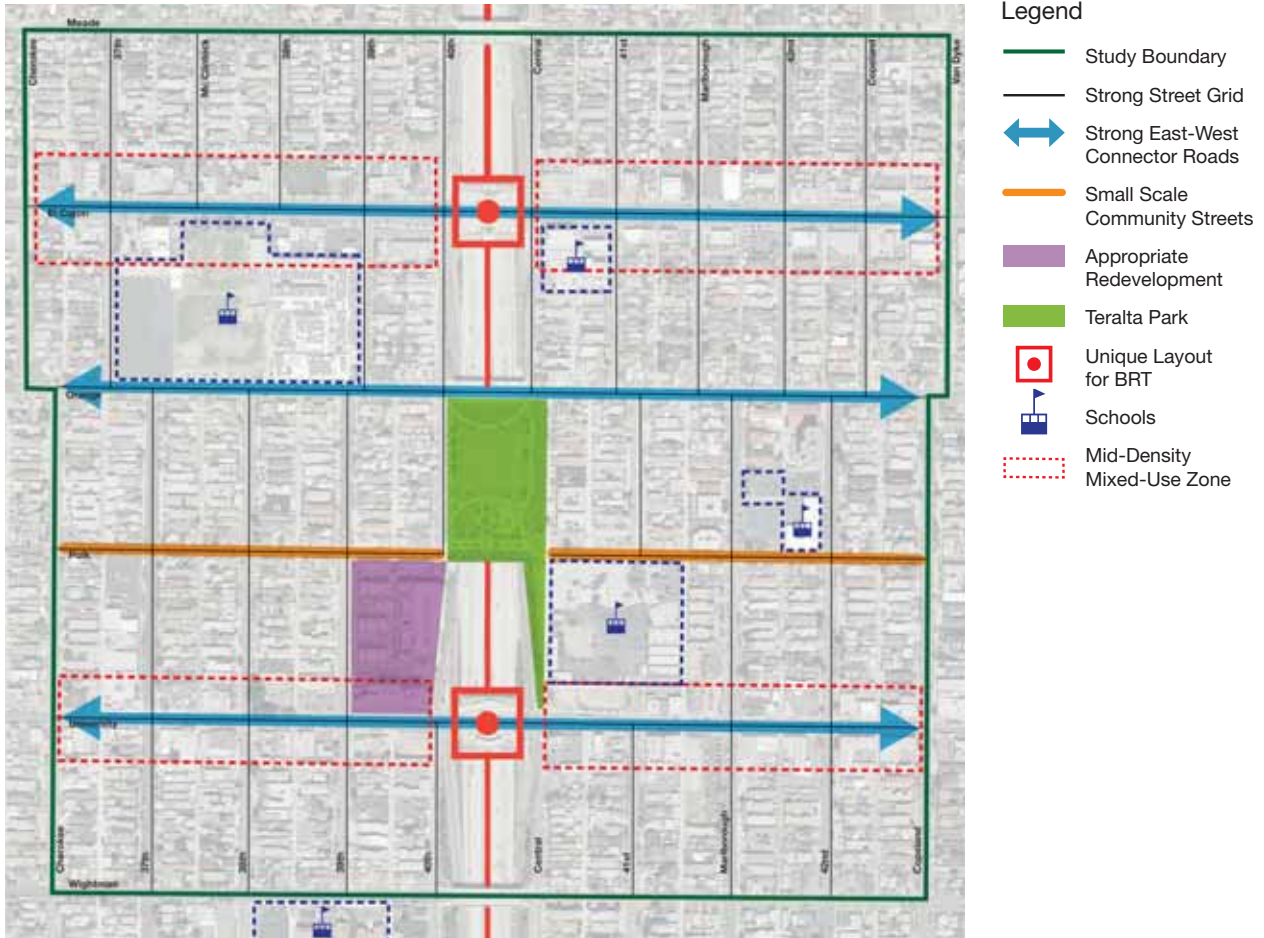
Walk Audit Route





# Opportunities

The consultant team has held the view since the Request For Proposal (RFP) phase of the project that the Mid-City study area can serve, ultimately, as a textbook case study for other BRT TOD communities across the nation. Specifically, the separation of the community above and the BRT below on SR-15 delivers an interesting layout for intermodal service. Beyond that, assets such as Teralta Park and the potential of both El Cajon Boulevard and University Avenue can serve as solid building blocks for community revitalization.



- Legend**
- Study Boundary
  - Strong Street Grid
  - Strong East-West Connector Roads
  - Small Scale Community Streets
  - Appropriate Redevelopment
  - Teralta Park
  - Unique Layout for BRT
  - Schools
  - Mid-Density Mixed-Use Zone



## Strengths

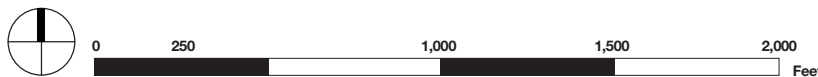
- BRT system can turn neighborhood into a true Transit-oriented development (TOD) community.
- Series of public agencies/programs to build upon: City Heights Community Development Corp, Work Force Partnership, Headstart, Facelift, El Cajon Blvd BIA etc.
- Improve cycling and pedestrian networks.
- Provide community access to recreational facilities at school sites.
- Implement streetscape program along important streets to entice new development.
- Develop “rehabilitation toolkit” for Huffman apartments.





# Constraints

Community constraints are evident in a number of areas. One area of concern regards the delivery of more market housing without experiencing gentrification. Retail facilities are of predictably poor quality and signage ordinances are not being enforced causing visual blight. Additionally, the community lacks green space, bike trails and other attributes of urban placemaking. Finally, there is the expressed fear that recommendations from this study will not be implemented.



## Weaknesses

- Lack of enforcement of basic signage ordinances to the general detriment of the streetscape.
- Challenges associated with on-street parking/ congestion and competition for free parking.
- Undefined fear of gentrification associated with density/redevelopment.
- Community fear that recommendations within evolving planning study will not be implemented to maximize recommendations within evolving planning study.
- Concern for community safety without proper deployment of Crime Prevention Through Environmental Design (CPTED).



# Existing Zoning

The map below shows the Existing Zoning Classification in the study area. Each zone has its own specific regulations relating to permitted uses of the land, density of development, and other characteristics.

These classifications are used to help guide the visioning process and development of alternatives for the Station Area Planning Study, and allow each alternative to conform to adopted zoning codes.

## Adopted Land Use Under Zoning



### Legend

- Study Area Boundary
- Station
- Residential (6-10 du/ac)
- Residential (11-15 du/ac)
- Residential (16-20 du/ac)
- Residential (21-25 du/ac)
- Residential (26-30 du/ac)
- Commercial/Mixed Use (29 du/ac)
- Commercial/Mixed Use A (73 du/ac)
- Commercial/Mixed Use B (35 du/ac)
- Industrial
- Park
- School





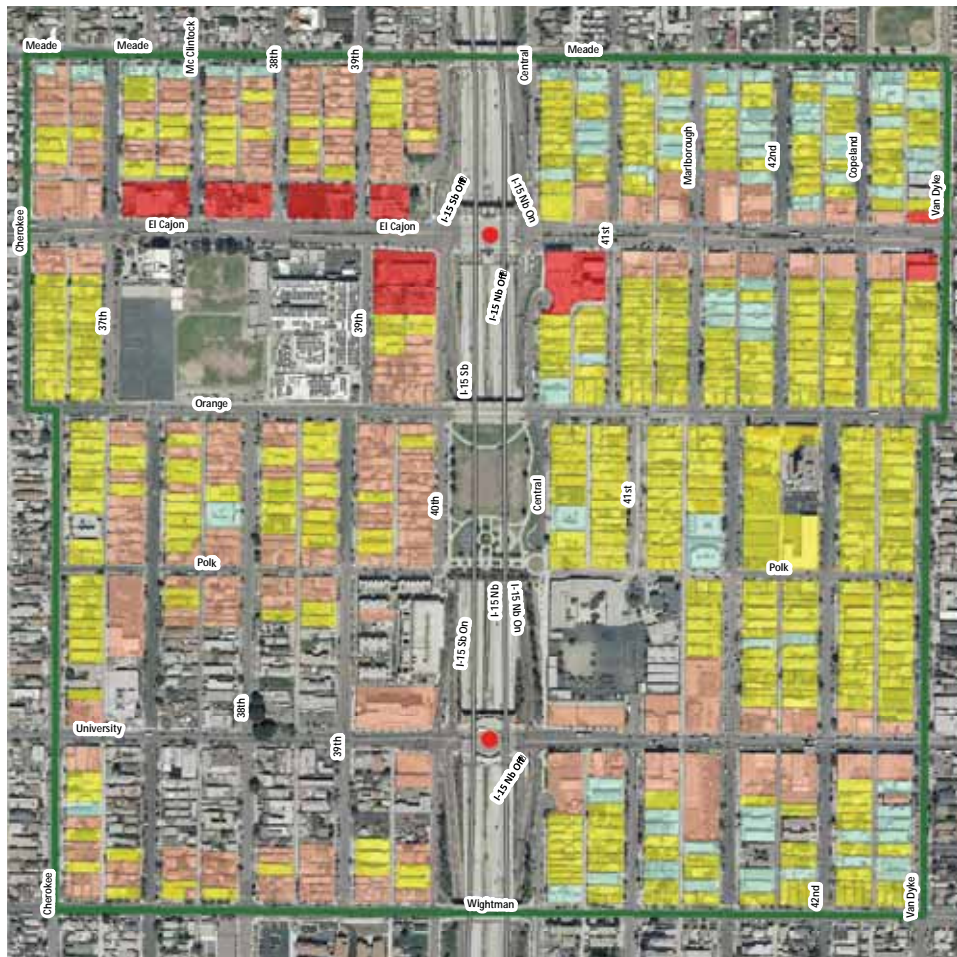
# Maximum Development Potential

Using the City of San Diego's parcel data, the figure below illustrates the maximum number of dwelling units permitted on each parcel in the study area based on the City's adopted zoning regulations within the study area.

Together with other factors, this data helps identify particular parcels or groups of parcels that could potentially be targeted for redevelopment, and serves as a guideline for the scale of development allowed on each parcel.

This analysis indicates that there is sufficient land zoned for higher densities. The challenge stimulating development is likely because of a shortage of vacant land and small lot sizes that remain unattractive to developers.

## Maximum Potential Development Under Adopted Zoning



### Legend

- Study Area Boundary
- Station
- 1-10
- 11-25
- 26-50
- 51-73

### Developer Potential

- 3,516 Existing dwelling units
- 24,059 Maximum allowable dwelling units including existing units
- 15% of total capacity currently built
- Approximately 2 million square feet of potential residential development unbuilt assuming average unit size of 850 sq. ft. per unit
- Properties without a color are currently not zoned for increased densities; ie. industrial, institutional and parks





# Open Space

**Issue:** Like many inner city communities across the country, the study area possesses a deficiency of public open space. Planners traditionally strive for a ratio – 2.8 acres per 1,000 residents – which may be difficult to achieve in areas previously “built up”, especially in tough economic times.

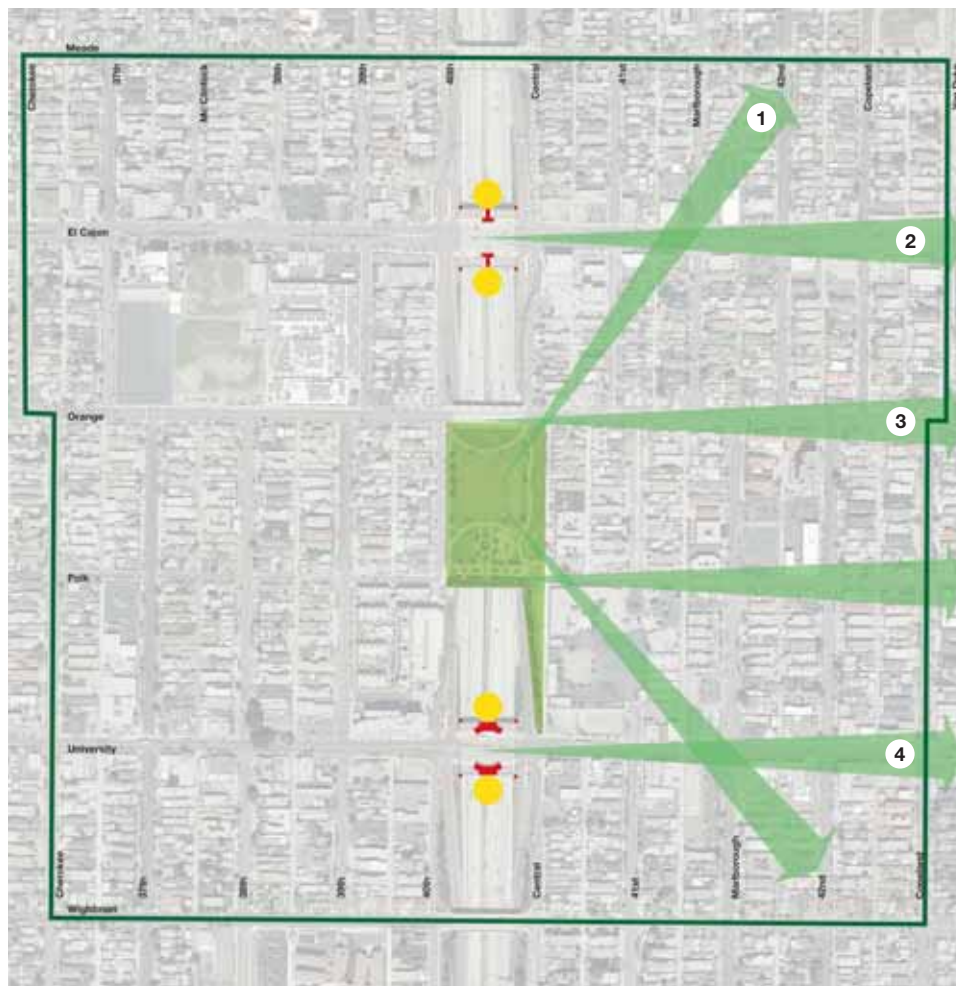
**Idea:** The Mid-City Area is blessed with the presence of Teralta Park – the product of foresight from another era. Using Teralta Park as its “heart” an open space network of “pocket parks”, “linear greenways with street trees” and “shared streets” should provide for a new, affordable open space network to the benefit of the community.








# Gateways/Landmarks/Views & Vistas

**Issue:** Community identity is an important component of urban placemaking and one greatly aided by the reinforcement of prominent, local gateways and landmarks. El Cajon Boulevard benefits from the presence of “The Boulevard” gateway signage west of the study area and Teralta Park is a significant reference point for community identification, but more needs to be done.

**Idea:** The advent of BRT service presents the opportunity to establish both El Cajon Boulevard and University Avenue as the north and south borders of what can become a significant and vibrant neighborhood with regional appeal. The stations, themselves, properly designed, can serve as strong community gateway markers. These, combined with equally strong north/south pedestrian/cycle connections on either side of Teralta Park, would enable the park to form a central focus, which is strong enough to put Mid-City on the map.



## Legend

-  Study Boundary
-  Station
-  Existing Gateway Structures
-  Mountain Views
-  Teralta Park

## Vistas to the East



1 Teralta Park looking northeast



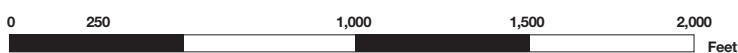
2 El Cajon looking east



3 Orange looking east



4 University looking east





# Connectivity

**Issue:** The study area has the benefit of having been laid out as an orthogonal grid – streets and blocks that, for the most part, intersect at right angles. This configuration is ideal for “walkability” – in the case the safe and pleasurable experience of traveling on foot throughout one’s community. However, pedestrians are more often than not under attack, either by vehicles or by the lack or inconsistent delivery of sidewalks.

**Idea:** Recently, the concept of Active Transportation Planning has come into the fore – whereby consideration is given to pedestrian first, bicycles second, public transit third and the private automobile last. In the process everybody wins – Mother Earth with the reduction of greenhouse gases (GHGs), and the pedestrian who experiences the healthy benefit of walking and spends less on the daily commute.



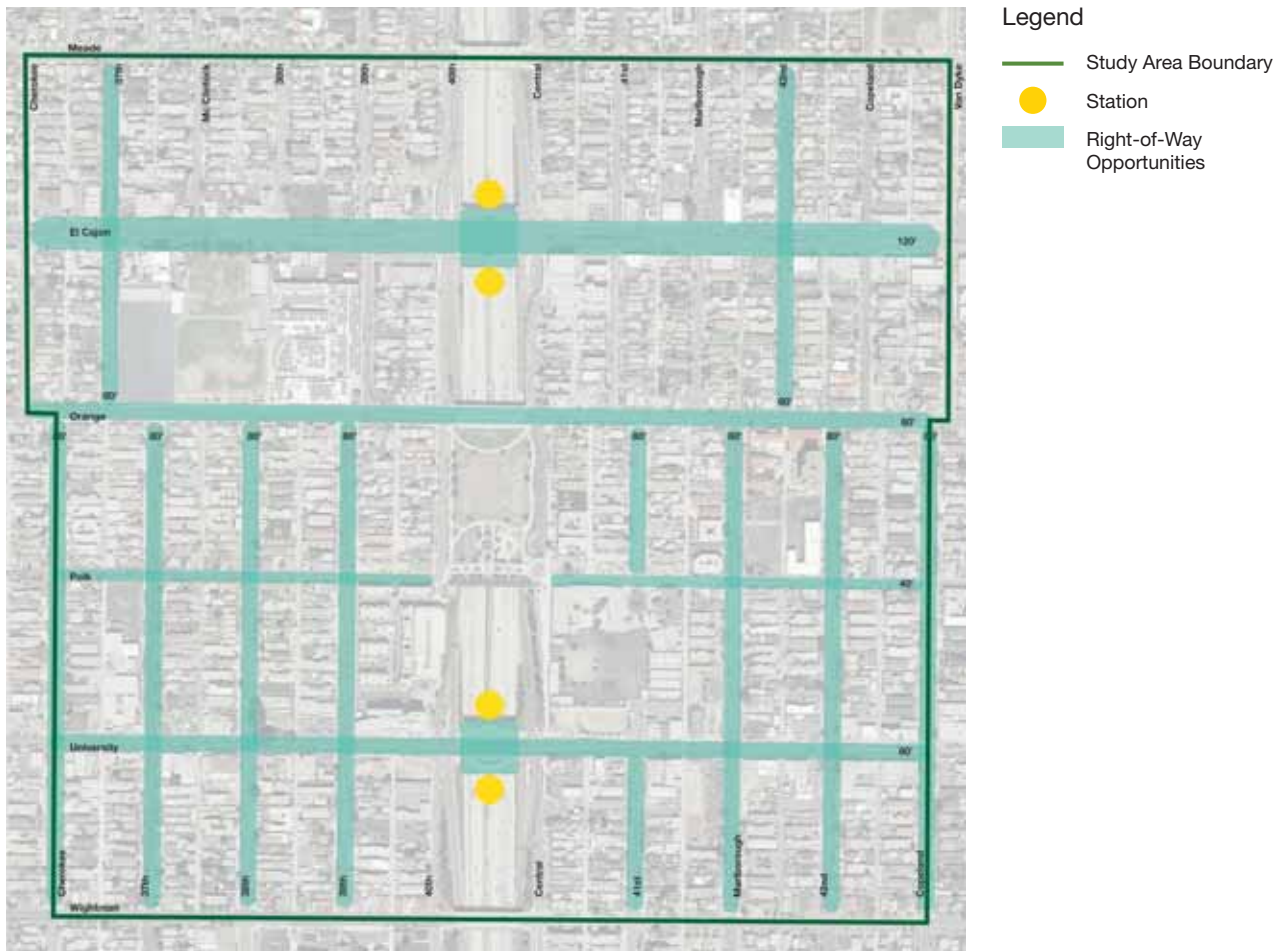


# Excess R-O-W

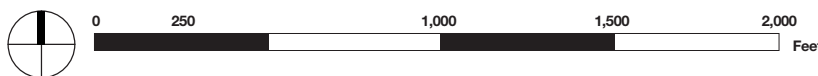
**Issue:** Our towns and cities designate a significant portion of our land area to roadways. As we approach an era of Active Transportation Planning with its greater emphasis on pedestrians and cyclists, it has been observed that “the wider the road the faster the speed that cars are likely to travel”.

**Idea:** A recent notion involves the concept of “road dieting”, whereby established road rights-of-way are examined for possible reduction. The excess width can be reclaimed as public realm improvements – linear community gardens, public markets or, in the case of Polk Street, a linear hardscaped “shared streets” for the benefit of pedestrians, cyclists and vehicles alike.

## Streetscape Typologies



- Legend**
- Study Area Boundary
  - Station
  - Right-of-Way Opportunities



**Neighborhood Street – Idea A**  
Community Gardens



**Neighborhood Street – Idea B**  
Angled Parking



**Shared Street – Idea C**  
Linear plaza for pedestrians, bikes and cars

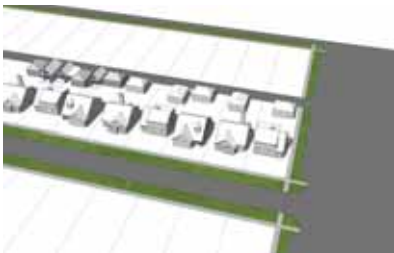


# Building Typologies

**Issues:** Inner-city communities offer scant variety of housing types – single-family houses, walk-up apartments (Huffman 6-Packs in the study area) and high-rise apartment towers. The community could benefit from other housing types and other housing tenures in pursuit of the American Dream of owning a house with a yard.

**Ideas:** Other housing types for consideration include stacked row houses, live/work, mid-rise perimeter block housing, etc. Other types of housing tenure include strata title condominiums (individual unit ownership with shared communal property), co-housing, etc. In combination, they add variety to the community and additional options to home ownership.

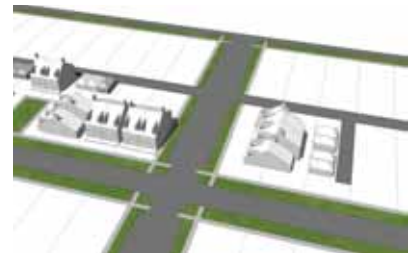
**SF House**



**SF Granny Flat**



**Duplex – 4 Plex**



**Bungalow Court**



**Row Townhouse**



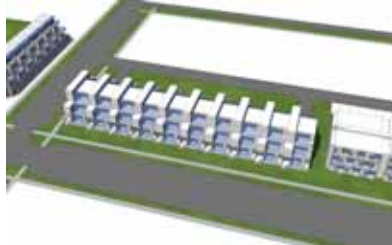
**Live-Work Townhouse**



**Small Apartment**



**Stacked Townhouse**



**Stacked Townhouse**



**4-5 Storey Mixed Use**



**6-8 Storey Mixed Use**



**Podium Tower**



# Huffman 6-Pack

**Issues:** At present the owner occupied housing in the study area is at 15%. A desire was expressed by the Community previously to pursue Market Housing over Public Housing and that this product cater to young families rather than risking “gentrification” by building “up market” housing.

**Ideas:** The study area currently has 1500 (+/-)residential units contained in a development typology called the Huffman 6-Pack. Were these units to be renovated and possibly converted to condominium ownership it would provide additional market housing geared locally to young families and recent retirees.

**Before**

**After**



The Mid-City study area has an extensive supply of small, bungalow housing that can be renovated and resold to first time homeowners who can benefit from low priced housing stock within the fabric of a strong community.



# Placemaking

**Issue:** A sense of place is both hard to define and easy to recognize! It regards the synergy that adds to the pleasure of the public realm experience by being on main street or central park. However, this experience has been steadily decreasing since the mid-20th Century as the automobile, and with it, the enclosed shopping center has overtaken and largely obliterated the public realm within our communities.

**Idea:** The study area has the pieces – the previously mentioned Teralta Park along with the strong main street presence of both El Cajon Boulevard and University Avenue – to become a regional draw building upon its Hispanic heritage by providing informal public markets – in open area plazas (on vacant lots), indoor day markets (in vacant buildings) and night markets (on reclaimed street fronts), etc. The advantage of these types of commerce is that they are not cost intensive and can serve a good incubators for local businesses to grow and prosper.

**Plaza Market**



**Night Market**



**Public Market/Building Exterior**



**Public Market/Building Interior**



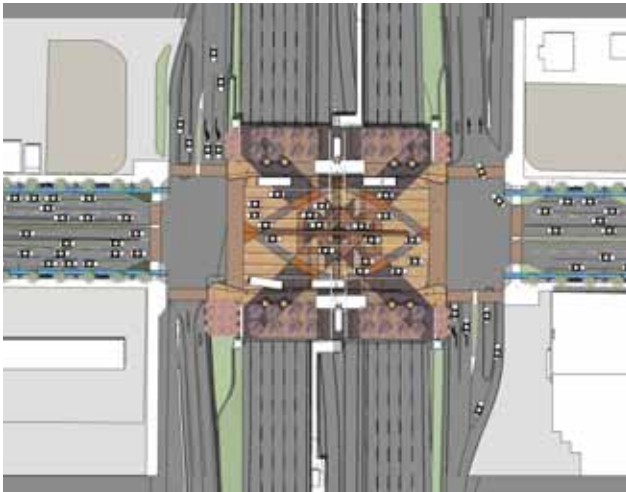
The Mid-City community could benefit from a local theater located either on El Cajon Boulevard or University Avenue. The theater would show second run Hollywood movies, first run European/International movies, and Hispanic titles geared to a local audience. In addition, the theater could serve as a focal point for public lectures and arts presentation for cultural nourishment for local residents.

# Station Areas – El Cajon Boulevard

El Cajon Boulevard, a strong community anchor street, is the widest street in the Mid-City study area, featuring a 120' right of way. It should benefit from a "street diet" and general improvements as follows:

- 12' sidewalk with Street Trees
- Street furnishings including benches, trash containers, bike racks
- Street Pedestrian-scaled street lighting, hanging flower baskets and banners
- Dedicated bike lane, raiser higher than the roadway but lower than the sidewalk
- On-street parallel parking
- Two through vehicle lanes
- Left turn lanes as required
- Treed street median to center line of street
- Repeated on north side of the street

**El Cajon Blvd. Station – Plan View**



**Typical Street**



**El Cajon Boulevard – Typical Section**

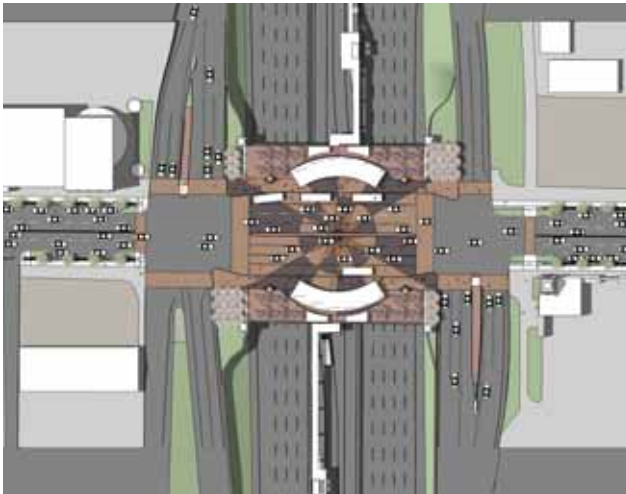


# Station Areas – University Avenue

University Avenue, the other strong community anchor street, has less extensive right of way than does El Cajon Boulevard. Nonetheless, it is equally important as a spatial definer of the Mid-City community and, as such, it too should be refurbished, possibly as follows:

- 10' sidewalk with Street Trees
- Street furnishings including benches, trash containers, bike racks
- Street Pedestrian-scaled street lighting, hanging flower baskets and banners
- On-street parallel parking
- Two through vehicle lanes
- Repeated on north side of the street

**University Ave. Station – Plan View**



**Typical Street**



**University Ave. Station – Typical Section**





# BRT Station Areas

The BRT stations at El Cajon Boulevard and University Avenue possess the ingredients required to forcefully place the Mid-City community on the map in the regional consciousness. The fact that the BRT service runs north/south within the depressed SR15, to be joined to the community, with its local bus service running east/west, enables these two station areas to become truly multi-modal hubs that by their very nature serve to define the Mid-City as a Transit-Oriented Community (TOC) community of consequence. The streetscape in the vicinity of the stations should be improved to increase pedestrian connections and to define the area as the important hub that it is.

## El Cajon Boulevard



## University Avenue



# BRT Station Enhancements

In order to encourage the use of these BRT stations, they should be enhanced to make them attractive, safe and secure places. The success of the transit system and the positive impact of transit on the Mid-City area can be better assured if these stations are of a high quality, in terms of physical appearance and amenities offered.

**BRT station at El Cajon Blvd.**



**BRT station at El Cajon Blvd.**



- Pedestrian bridge to station is long.
- The bridge is narrow and exposed to the elements.
- Station platforms are exposed to freeway noise, dust and pollution.
- Measures should be considered to mitigate these concerns.

## Detail



- Enhanced tree plantings and landscaping.
- Kiosks offering convenience items and travel necessities.
- Unique and attractive station pylon/markers.
- High quality banners, graphics and branding.
- Resilient and decorative paving materials.
- Well-defined pedestrian realm.



# Mid-City Vision

The emerging vision for the Mid-City community is one of stability for existing and new residents, alike, to invest and grow in, not one of gentrification at the expense of the local population. It is envisioned as a community that delivers urban public realm by the sensitive re-use of existing "streets & blocks". Beyond that, the vision holds promise for the Mid-City to become a regional draw based upon BRT service to deliver shoppers to Teralta Park and portions of El Cajon Boulevard and University Avenue as weekly public markets serving a larger portion of the population.

**Open Space**



**Gateways/Landmarks/ Views & Vistas**



**Connectivity**



**Excess R-O-W**



**Building Typologies**



**Huffman 6-Pack**



**Placemaking**



**Station Areas**



**BRT Stations**







THE CITY OF SAN DIEGO

**MID-CITY SR-15 BRT STATION AREA PLANNING STUDY  
COMMUNITY WORKSHOP**

**Metro Career Center  
Community Room, 3<sup>rd</sup> Floor  
3910 University Avenue  
San Diego, CA 92105**

**October 29, 2011  
9:30 am – 1:00 pm**

**AGENDA**

1. Introductions
2. Study Update and Purpose of Today's Workshop
3. Community Vision from June Workshop
4. Alternative Land Use Scenarios
5. Evaluation Process and Next Steps
6. Next Workshop – To be Determined

Mid-City SR-15 BRT Station Area Planning Study



# Memorandum

|                     |  |                   |                  |
|---------------------|--|-------------------|------------------|
| <b>To/Attention</b> | Gary Andrishak                                 | <b>Date</b>       | 01 November 2011 |
| <b>From</b>         | Dennis Wahl                                    | <b>Project No</b> | 28602            |
| <b>cc</b>           | Michael Prinz<br>Warren Rempel                 | <b>Steno</b>      | djw              |
| <b>Subject</b>      | Mid-City SR-15 BRT Station Area Planning Study |                   |                  |

Meeting Date: 29 October 2011  
Meeting Time: 9:30 AM to 1:00 PM  
Meeting Location: Metro Center  
3910 University Avenue, San Diego  
Attendance: 22 persons - see attached sign in sheets

The second community workshop was held at the Metro Center to present and discuss proposals for development strategies in the study area for the Mid-City SR-15 Station Area Planning Study. The following comments, responses, and actions were noted.

## Notes from flip charts, with some elaboration

1. The proposals for Polk Street should be applied to Orange Avenue, rather than Polk.
2. Some concurrence with proposals.
3. History of mixed use failure. Examples of projects need to relate to City Heights, i.e., the areas where successful projects have taken place need to be similar in economic and demographic traits to the study area.
4. The Asian Business Center is a good example of a successful project.
5. There is an advantage to the treatments for Orange Avenue considering the bicycle plans for the street. There is an issue with Polk as a greenway.
6. Don't want to reduce or eliminate parking spaces. Don't destroy to create. May need neighborhood permit parking. Need amenities and sufficient parking. Don't inflict impacts on residents.
7. Consider the importance of walkable communities. There is a lot of pedestrian activity and accidents in the study area. The FACTS study findings reflect the importance of the walking environment.
8. The study area has a high level of transit dependency.

9. An example of head in parking near the study area is on Kansas Street between El Cajon Blvd and Meade.
10. There is a high number of cabdrivers in the City Heights area. The FACTS study is considering shared ride taxi service.
11. Regarding urban big box development, Home Depot considered several sites a few years ago. Wal-Mart would not be desirable in the study area.
12. Urban big box could be a good use along El Cajon Blvd.
13. Businesses along El Cajon Boulevard are collapsing, while University Avenue is stable. It would be desirable to increase the viability of El Cajon Blvd.
14. Examples of good retail can be found on the west end of El Cajon Boulevard, between 805 and Park.
15. There are opportunities on El Cajon Blvd between 805 and Fairmount.
16. Ethnic theatres should consider Spanish and Asian languages.
17. Retail and movies were lost to Mission Valley, which impacts the ability to get movie theatres in Mid-City/City Heights.
18. Older buildings can be an asset. Could be developed as a food oasis.
19. No upzone.
20. There would be resistance to assembling development parcels through the removal of houses.
21. It would be desirable to increase the percentage of owner occupied homes.

#### Wahl Notes

- Study information, including background materials and proposals, will be available on line in a convenient to use format.
- A 'walk diamond' is used to provide realistic station walking access areas, 10 minutes in this case.
- Key demographic stats for the study area:
  - Household income – \$29 k study area vs. \$52k city
  - Poverty rate – 32% study vs. 13% city
  - Owner occupied housing – 15%
  - High amount of transit use
  - 19,600 population in the study area
- Has been a reduction in the number of foreclosures in the last year.
- City Heights Square has market rate residential rentals. So far the project has been doing well.
- Retail rents range from \$1 - 3 per square foot. The office space market is limited.
- Urban big box has parking and residential above the ground level retail space.
- DJW idea – provide additional decking over SR-15 to provide park space. Perhaps cover the area between El Cajon Blvd and Orange Ave.



- Mike clarified the city has a joint use agreement for the use of Wilson Middle School fields. There is no similar agreement for Central Elementary, although the city owns the driveway area between the school and University Ave. There are two vacant parcels north and west of the school that could be of use to the community.
- There was discussion of urban gardens along El Cajon Blvd near Wilson Middle School. It was noted that the gate to Wilson along El Cajon Blvd is always locked. A substantial amount of funding is programmed for Wilson under Prop S in 2018-20. The school district's current budget challenges may affect the availability of funding for joint use.
- The proposal for Polk would have one lane of travel, with outdoor uses on the street to convert it to a community garden. Funding availability would be an issue.
- A question was raised regarding the availability of city property for temporary uses. Three lots in the study area are owned by the city and two are owned by the redevelopment agency. The city owned property is managed by the real estate department, which seeks to maximize revenue. The redevelopment agency may be more open to temporary uses as it tries to facilitate longer term uses.
- Mike will check with the real estate department to see if there are any city owned properties with temporary uses. Existing precedents would make it easier to do in our study area.
- Transit and active transportation improvement are a priority for the city and SANDAG. Early implementation of sidewalk improvements would be desirable.
- The design for the Mid-City Rapid will be important for proposed changes to El Cajon Blvd. The consultant team will check with SANDAG to get the available information on both the cross section and station improvements.
- Our work should focus primarily on BRT on SR-15 and the Rapid on El Cajon Blvd, which will be implemented in the near term. Future LRT on both SR-15 and El Cajon Blvd should be kept in mind for the future.
- Some concern was expressed regarding reduced lane widths.
- Head in parking should be considered. The amount of parking that should be provided is a key issue.
- During the discussion of parking changes, concern was expressed regarding private use of public spaces. The area in front of Huffman apartments could be converted to grassy playgrounds if parking is moved into the street right of way.
- Consider using permeable surfaces for parking to improve water quality.
- The BRT stations should be developed as plazas. There is interest in public involvement in the design process. The consultant team will check on that.
- There may be features of the bridge decks that weigh on the BRT design and our proposal, both structural and functional. Several comments were made about public art that was to be provided. It was suggested the consultant team check with KTU+A for details.

Attachments: Sign In Sheets (2)



MID-CITY SR-15 BRT STATION AREA PLANNING STUDY  
COMMUNITY WORKSHOP

October 29, 2011

SIGN-IN SHEET

| Name              | Organization              | Phone No. (Optional) | Email Address                |
|-------------------|---------------------------|----------------------|------------------------------|
| RANDY VANVLECK    | CHCDZ                     | 619 584 1535         | RVANVLECK@CITYHEIGHTSCDC.ORG |
| Beryl Roman       | ECB BIA                   |                      |                              |
| Gary Hylar        | " "                       | 782 1270             |                              |
| Suzanne Lederer   | Normal Heights Alliance   |                      |                              |
| Marla Cortez      | Teralta West Neighborhood | 619-283-7815         | mcortez@cityheightscdc.org   |
| Jim Varnadore     | NONE                      |                      | City-Heights@yahoo.com       |
| Jeanette Neely    | resident CH.              |                      |                              |
| Jim Baross        | gso                       | 619-280-6908         | JimBaross@cox.net            |
| Samantha Ollinger | CHAPC                     | 619-450-3011         | sollinger@temple.edu         |
| Gary Andrishak    | IBI Group                 | 604-683-8797         | gandrishak@ibigroup.com      |
| Warren Rempel     | IBI Group                 | 248-788-2318         | wrempe1@ibigroup.com         |
| Dennis J. Wahl    | IBI Group                 | 619-234-4110         | dwahl@ibigroup.com           |
| Ron Golem         | BAE                       | 510-547-9380         | rongolem@bae1.com            |
|                   |                           |                      |                              |
|                   |                           |                      |                              |





October 29, 2011 Community Workshop





October 29, 2011 Community Workshop



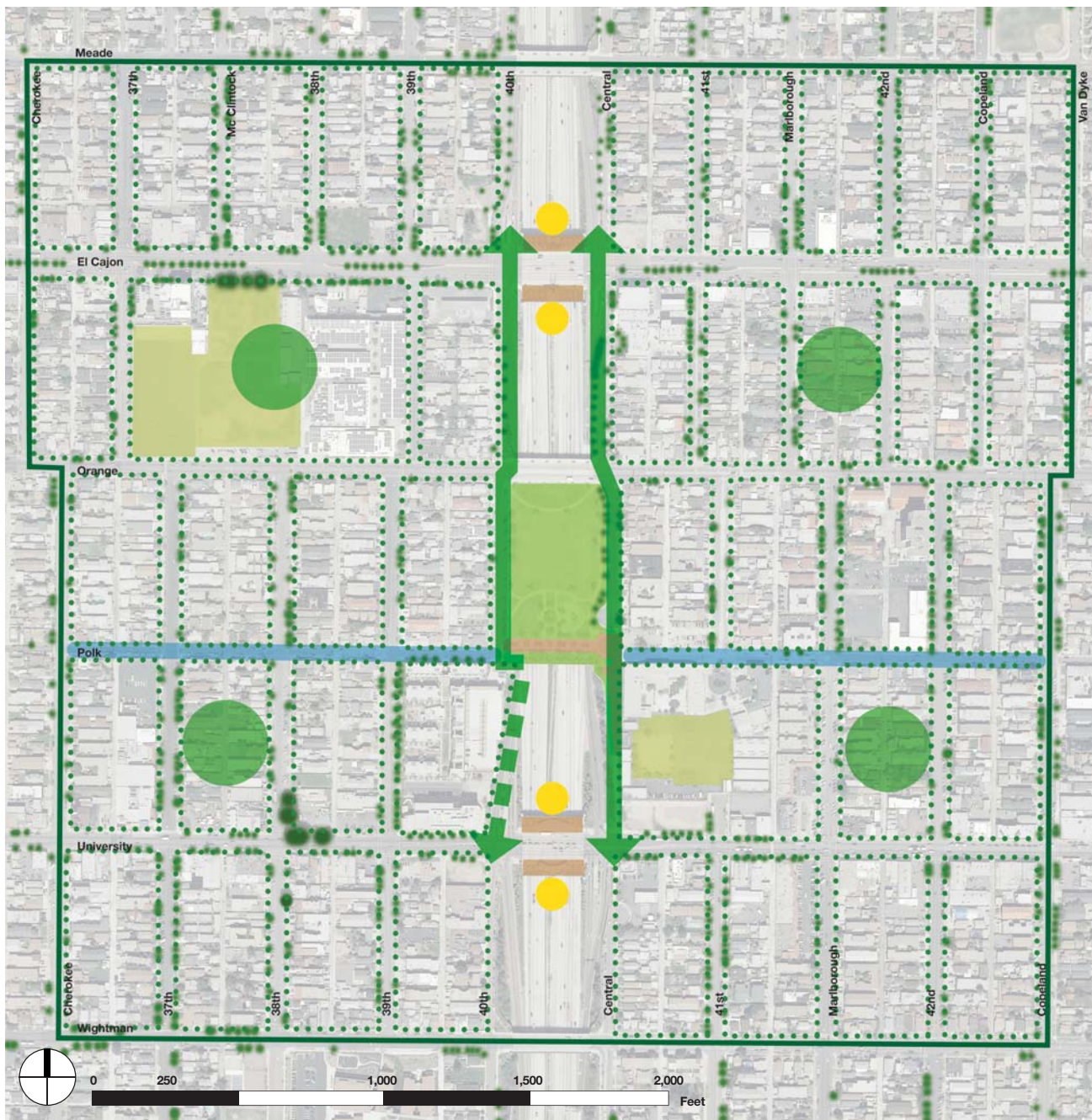


October 29, 2011 Community Workshop















# Open Space



## Legend

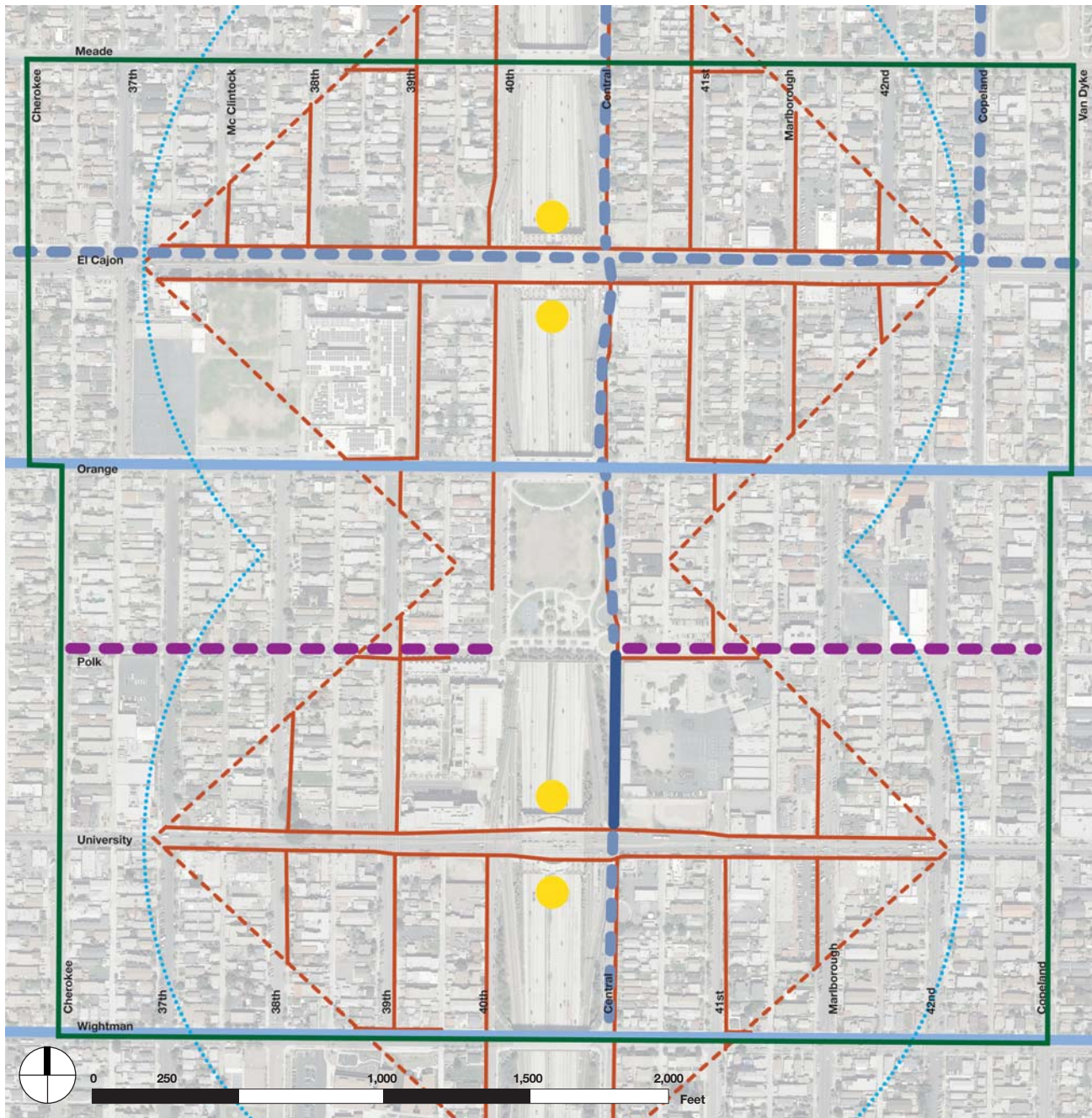
-  Study Boundary
-  Station
-  Existing Street Trees
-  New Street Trees
-  Future Greenway
-  Existing Green Space
-  School Playgrounds
-  Existing Plazas
-  Proposed Shared Street
-  Additional Park space required in each quadrant

## To develop a comprehensive Open Space network:

- Create pocket parks on some of the vacant parcels
- Over time, fill in the gaps in the street trees on all streets
- Develop Polk Avenue as a 'shared street'



# Connectivity



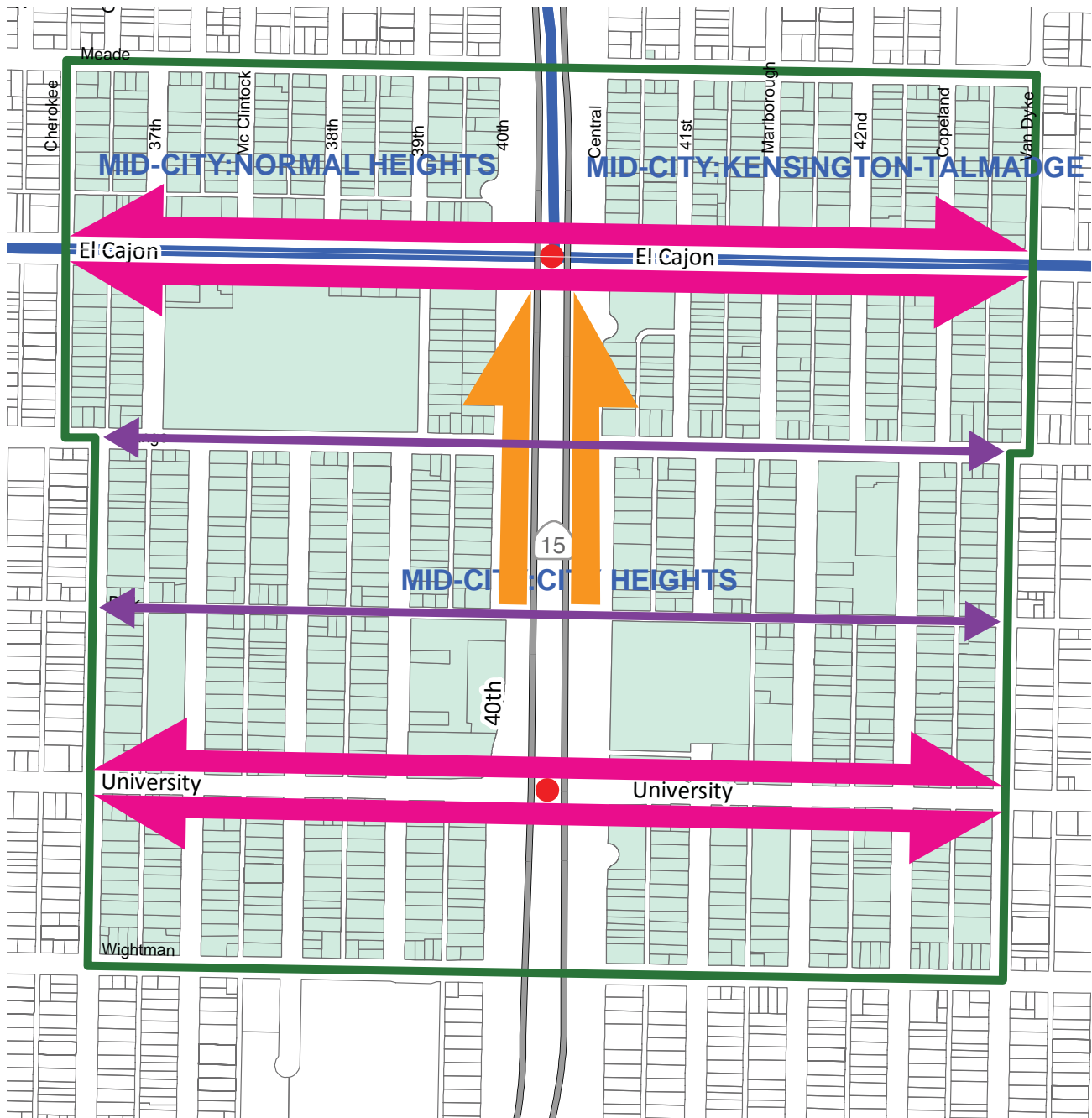
## Legend

- Study Boundary
- Station
- Existing Class II Bike Path
- Existing Class III Bike Routes
- - - Planned Bike Routes
- - - Proposed Shared Street
- Actual 1/4 Mile
- - - Actual Pedestrian Shed
- ⋯ 1/4 Mile Radius TOD Circle

## To encourage Walkability consider the provision of:

- Narrower roadways with wider sidewalks
- Street trees
- Parallel parking
- Better sidewalks and crosswalks
- Building entrances fronting the street
- Reduced traffic speed
- Reduced traffic volume
- Fine-grain street network
- Mixed-use development

# Development Framework



## Legend

- Study Boundary
- Community Planning Areas
- Proposed BRT Stations
- Mixed Use
- Mid-Rise Residential
- Low Rise Residential

## Demographics

The SANDAG data for the Census Tracts w/in the study area confirms this. The Census Tracts w/in the study are 21, 22.01, 22.02, 24.01, 24.02. According to data for Census Tract 22.01 (which seems fairly representative of the area and which falls almost completely w/in the study area), the demographics breakdown is as follows:

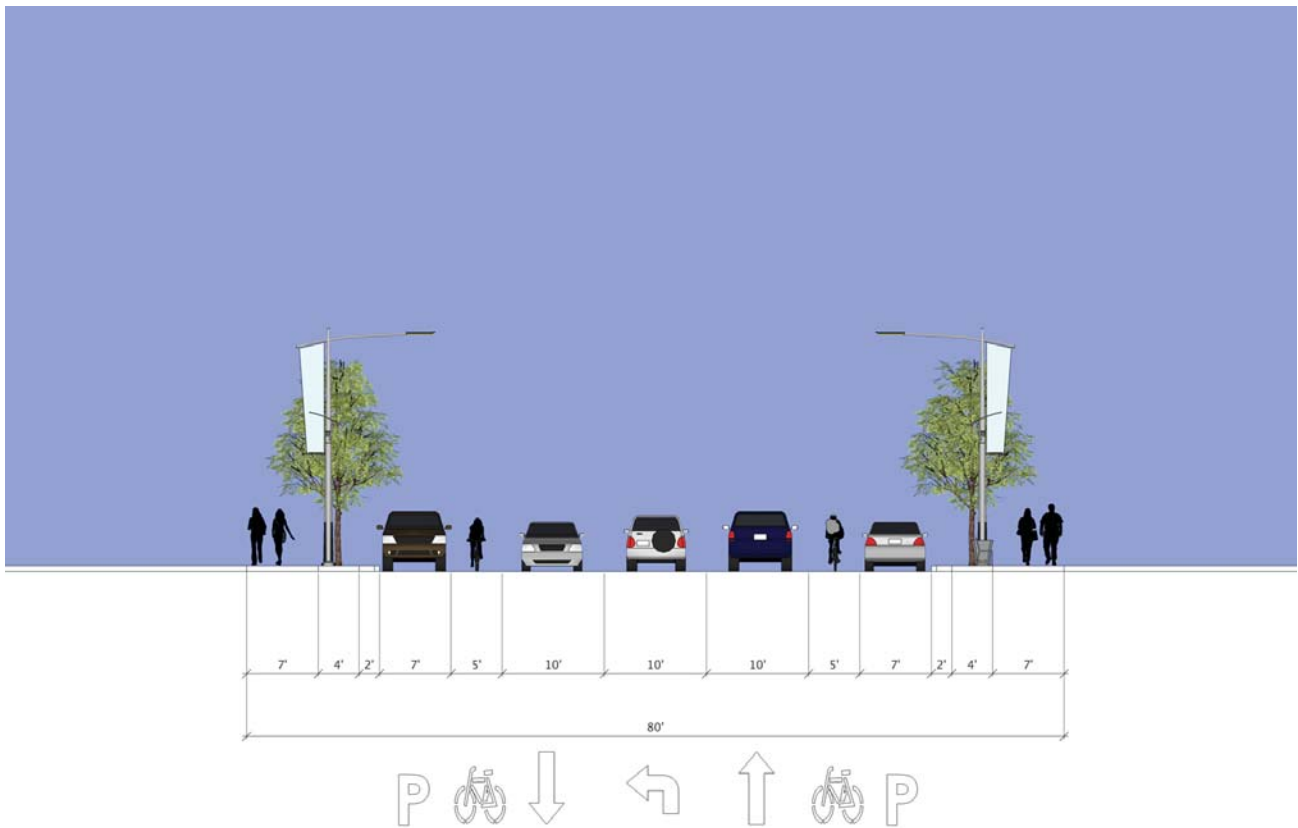
- Latino/Hispanic**—2,484 (67%)
- White**—168 (5%)
- Black or African American**—429 (11%)
- American Indian**—20 (0.5%)
- Asian & Pacific Islander**—520 (14%)
- Other**—99 (2.5%)



# El Cajon



# University



# Development Typologies



## AT GRADE PARKING BEHIND DEVELOPMENT

Total Development

|             |        |
|-------------|--------|
| Retail      | 16,670 |
| Residential | 20,000 |
| Total       | 36,670 |
| Site Area   | 37,100 |
| FAR         | .99    |



## HALF BLOCK DEVELOPMENT – RETAIL + APARTMENTS

Total Development

|             |        |
|-------------|--------|
| Retail      | 8,000  |
| Residential | 13,500 |
| Total       | 21,500 |
| Site Area   | 18,600 |
| FAR         | 1.16   |



## HALF BLOCK DEVELOPMENT – LIVE-WORK TOWNHOUSES + RESIDENTIAL TOWNHOUSES

Total Development

|             |        |
|-------------|--------|
| Residential | 14,500 |
| Site Area   | 14,310 |
| FAR         | 1.01   |



## POLK AVENUE

Total Development

|             |        |
|-------------|--------|
| Residential | 8,800  |
| Site Area   | 10,080 |
| FAR         | .87    |



## HOTEL

# Parking Typologies



## WRAP PARKING WITH DEVELOPMENT

Total Development

|             |        |
|-------------|--------|
| Retail      | 15,376 |
| Residential | 32,000 |
| Total       | 36,670 |
| Site Area   | 37,100 |
| FAR         | .99    |



## PARKING ABOVE MAIN FLOOR + OFFICES

Total Development

|           |        |
|-----------|--------|
| Retail    | 29,822 |
| Office    | 41,400 |
| Total     | 71,222 |
| Site Area | 37,100 |
| FAR       | 1.9    |



## PARKING ABOVE MAIN FLOOR + RESIDENTIAL

Total Development

|             |         |
|-------------|---------|
| Retail      | 29,822  |
| Residential | 82,800  |
| Total       | 112,622 |
| Site Area   | 37,100  |
| FAR         | 3.0     |



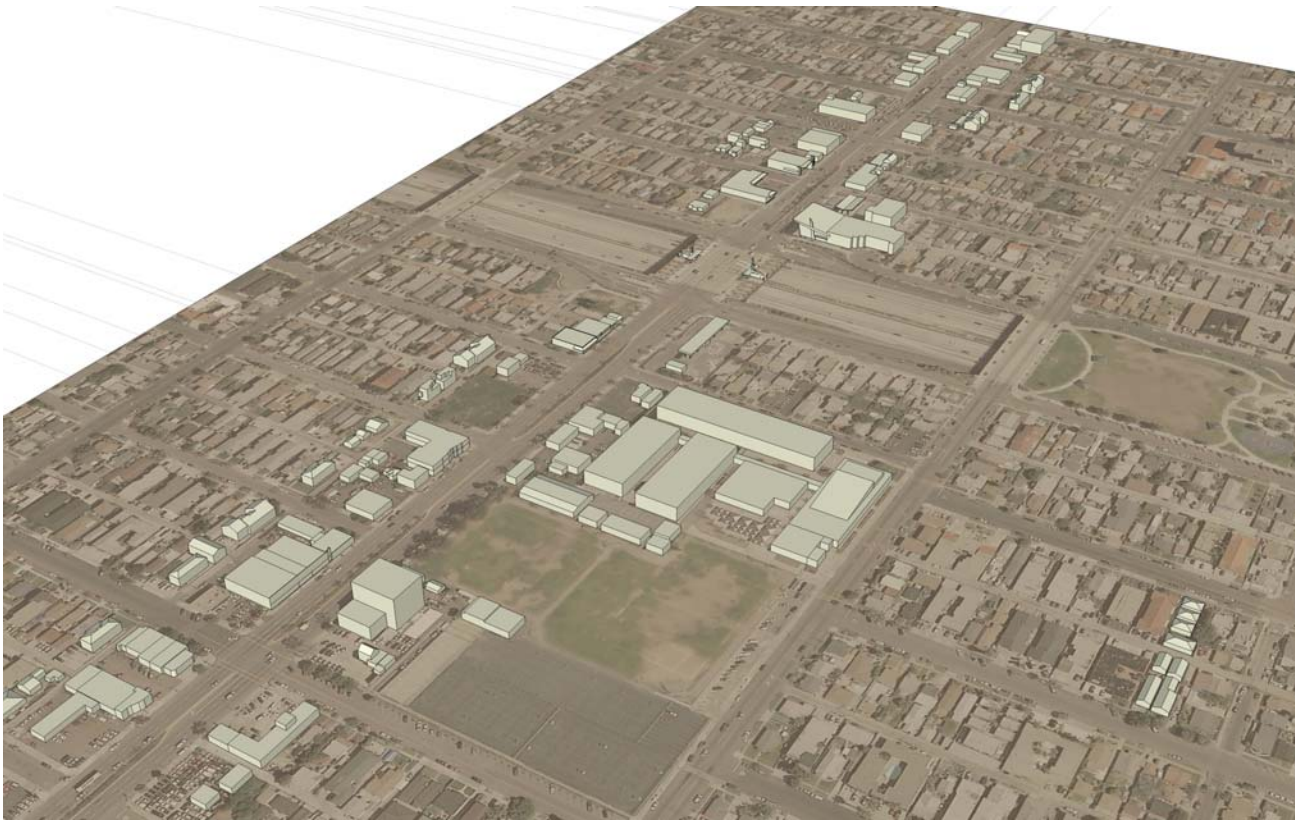
## SHARED NEIGHBORHOOD PARKING



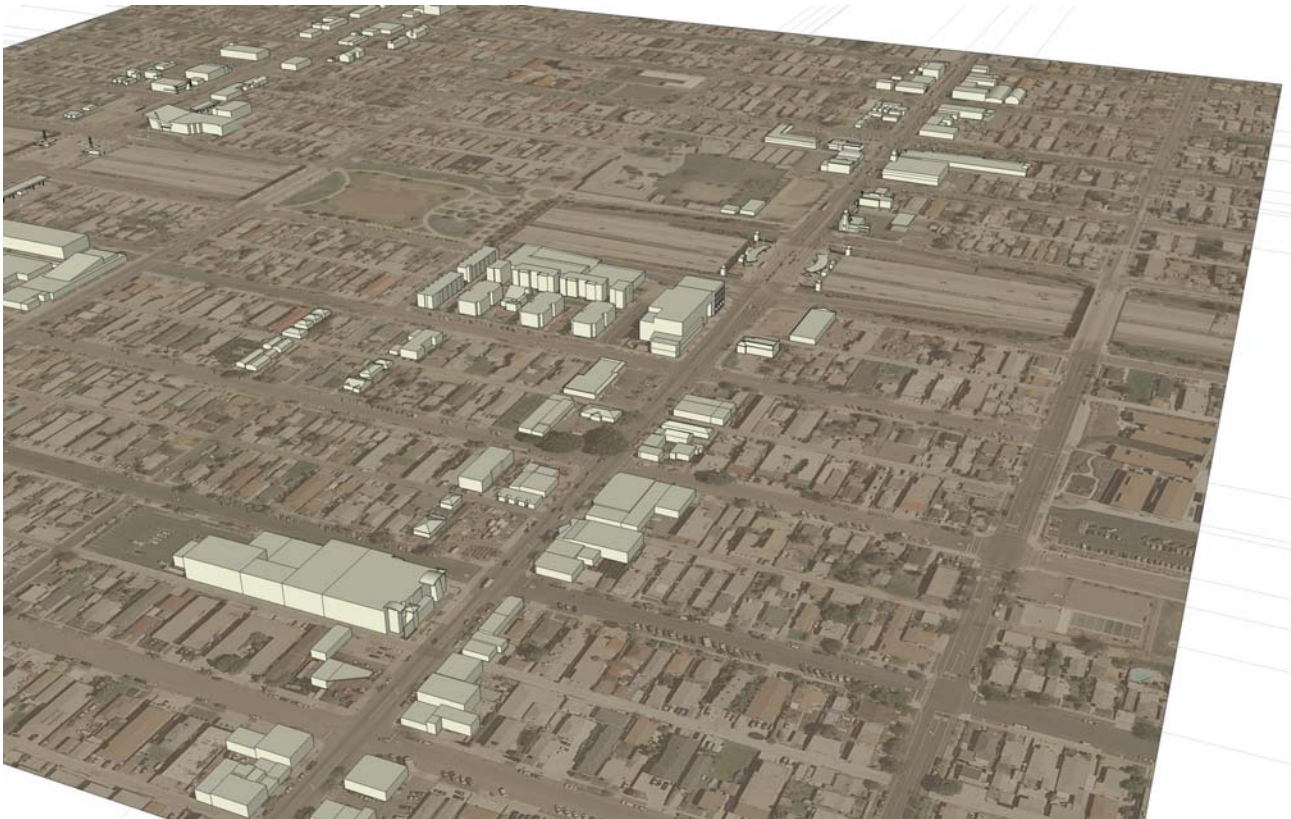
## ORCHARD PUBLIC PARKING



# 3D Views



El Cajon



University



HOME



CONTENTS

**Welcome!**

Welcome to the Web Portal for the Mid-City SR-15 Station Area Planning Study.

As noted at previous Workshops, the purpose of the study is to develop policy language and clear design guidelines for the area. This will allow staff and the community to review future development applications against the recommendations provided by the Planning Study.

One message we did hear, loud and clear, at the initial Workshop is the feeling by participants that this community does not lack from an excess of previous studies. To that end participants expressed a desire for implementable recommendations, even under tough economic conditions, that will help set the foundation for its ongoing revitalization. Your participation here this evening will bring us closer to that eventuality. Thank you.

Mid-City/SR-15 Station Area Planning Study

Site Analysis | Walk Audit/Context Photos | TOD Case Studies | Market Analysis | Design

DESIGN

Mid-City SR-15 Station Area Planning | Design | Development Framework | Development & Building Typologies | Placemaking | Streetscape Design | Huffman 6-Pack | Station Enhancements

**Development & Building Typologies - Typology 1**

Half Block Development  
At Grade Parking at Rear  
Live Work Town Houses, Residential Town Houses

|                               |           |
|-------------------------------|-----------|
| Total Development Residential | 14,500 SF |
| Total Site Area               | 14,300 SF |
| FAR                           | 1.0       |
| DU                            | 10        |
| Acres                         | .33       |
| DUA                           | 30        |

Mid-City SR-15 Station Area Planning | Design

SITE ANALYSIS

**Opportunities**

The consultant team has held the view since the Request For Proposal (RFP) phase of the project that the Mid-City study area can serve, ultimately, as a textbook case study for other BRT TOD communities across the nation. Specifically, the separation of the community above and the BRT below on SR-15 delivers an interesting layout for intermodal service. Beyond that, assets such as Teraita Park and the potential of both El Cajon Boulevard and University Avenue can serve as solid building blocks for community revitalization.

**Strengths**

- BRT system can turn neighborhood into a true Transit-oriented development (TOD) community.
- Series of public agencies/programs to build upon: City Heights Community Development Corp, Work Force Partnership, Headstart, FaceIt!, El Cajon Blvd BIA, etc.
- Improve cycling and pedestrian networks.
- Provide community access to recreational facilities at school sites.
- Implement streetscape program along important streets to entice new development.
- Develop "rehabilitation toolkit" for Huffman apartments.

Mid-City SR-15 Station Area Planning | Site Analysis

TOD CASE STUDIES

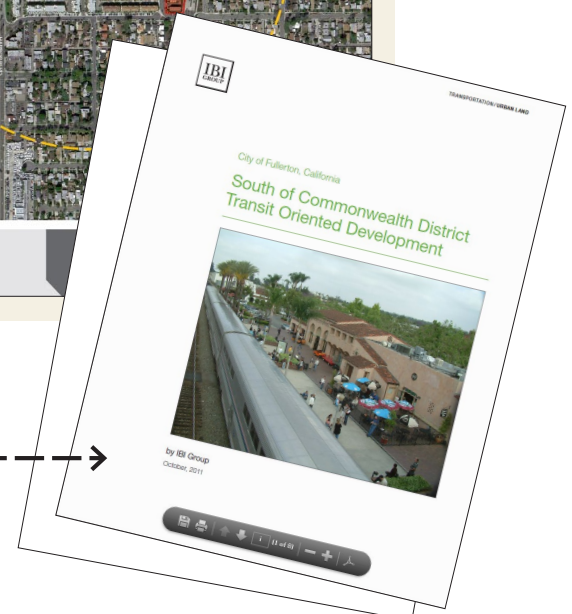
Mid-City SR-15 Station Area Planning | TOD Case Studies

**South of Commonwealth (SOCO) District/TOD FULLERTON, CA**

The South of Commonwealth District (SOCO) is located in the downtown area of Fullerton, north Orange County, California. Downtown Fullerton has been characterized by urban degeneration and regeneration. Prior to the 1990s downtown Fullerton had fallen into disrepair, losing businesses and residents alike. The City enacted policies to regenerate the downtown area including the SOCO District, while encouraging TOD throughout the area. Today the SOCO District is an important transportation hub; it is the busiest Metrolink station in Orange County and the third busiest on the Metrolink system.

This case study is relevant as it analyzes the way in which underutilized industrial land adjacent to rail infrastructure can be redeveloped as a sustainable mixed use district.

Mid-City SR-15 Station Area Planning | TOD Case Studies | + open PDF



## **Appendix E – Community Input Letters and Materials**





**CITY HEIGHTS  
COMMUNITY  
DEVELOPMENT CORPORATION**

[www.cityheightscdc.org](http://www.cityheightscdc.org)

Jobs · Housing · Neighborhoods

4283 El Cajon Boulevard, Suite 220  
City Heights, California 92105  
(619) 584-1535 Office; (619) 584-7992 Fax

February 14, 2011

Jamie Le Dent, Associate Planner  
Environmental Analysis, Branch B  
California Department of Transportation, District 11  
4050 Taylor Street, MS 242  
San Diego, CA 92110

Cc: Barrow Emerson, Senior Transportation Planner  
San Diego Association of Governments  
401 B Street, Suite 800  
San Diego, CA 92101-4231

**RE: City Heights Community Development Corporation (CHCDC) Comments on SR-15 Mid-City  
"CenterLine" BRT Project Draft Initial Study [with Proposed Mitigated Negative  
Declaration]/Environmental Assessment**

Dear Jamie Le Dent,

Please find below the comments on behalf of City Heights Community Development Corporation (CHCDC) regarding the State Route 15 Mid-City Bus Rapid Transit Project Draft Initial Study [with Proposed Mitigated Negative Declaration]/Environmental Assessment released on December 30, 2010 as prepared by the State of California Department of Transportation.

CHCDC looks forward to the completion of the CenterLine BRT project and acknowledges that this BRT system should and will connect the community to jobs, schools, and other resources with modernized rapidity. In doing so, it is extremely important to make sure that safety, security, comfort, convenience, and connectivity will be maximized for riders and the surrounding community. In November 2007 a community forum was held with agency personnel and elected officials to adopt a "Covenant on the SR-15 CenterLine (Project)." A copy of the Covenant is attached as a part of these comments. Significant progress has been made in implementing the objectives outlined in this Covenant. It is hoped that the comments presented here will help Caltrans and SANDAG continue this progress to satisfy those three key objectives:

1. Protect the Health and Safety of Our Children and Families;
2. Provide a Quality Rapid Transit System to Get to Jobs and other regional destinations ; and
3. Promote Economic Development at the Transit Plazas

**IMPROVE PEDESTRIAN SAFETY NEAR SR-15 ON/OFF-RAMPS**

Regardless of the chosen Alternative--Median Alternative with Center Platforms, Median Alternative with Side Platforms, or Ramp Alternative--we strongly recommend that the responsible agency implement Complete Street enhancements to the two pairs of intersections that surround the University Avenue Transit Plaza and the El Cajon Boulevard Transit Plaza.

We do not believe that the document adequately analyzes the potential for the project to generate new pedestrian traffic as a result of the new transit services. This is a critical issue in an area that already experiences one of the highest rates of pedestrian injuries due to automobiles. Of particular concern are the anticipated (and current)

conflicts between vulnerable users (i.e. pedestrians, children, elderly, people in wheelchairs, bicyclists, etc.) and motorists exiting but especially entering the SR-15 freeway.

The results of previous observations, including a City Heights CDC Walk Audit with stakeholders and CDC staff held on Wednesday, Feb. 9, 2011 (from 7:30am to 9:00am), indicated that northbound and southbound on-ramps from University Ave. and El Cajon Blvd. to the SR-15 have already created a severe risk for pedestrians crossing within the crosswalk leg. The results of the walk audit and recommendations for measures necessary now to mitigate conflicts near on-ramp areas and off-ramp areas are included as a part of these comments.

The existing interchanges create barriers for safe access to the existing transit plazas. Additional study is needed to investigate the best means to reduce and ideally eliminate the conflicts between pedestrians and motor vehicle traffic entering and exiting the freeway. Suggested options include at-grade enhancements as identified at the walk audit, or a system of above-grade pedestrian bridges and elevators taking advantage of the changes in elevation of the on and off-ramps in order to provide ADA compliant access and connection to adjacent neighborhoods and business development.

At-grade pedestrian and bicyclist improvements to allow for Complete Streets can be achieved by implementing the following solutions:

We recommend that the responsible agency work to mitigate this preventable risk at on-ramps by:

- (1) Reducing the crossing distance for pedestrians
- (2) Implementing enhancements to the built environment that will calm automobile speed
- (3) Installing a traffic light with a “protected right turn light” that stays red while the “walking person” and “flashing red hand” lights are illuminated
- (4) Installing refuge islands in between 40<sup>th</sup> St. and the southbound on-ramps at University Ave. and El Cajon Blvd.
- (5) Eliminating the option for motorists to turn right on red where possible (this is already in effect at the northbound on-ramp at El Cajon Blvd. but not University Ave.)
- (6) Installing signs that remind motorists of the violation fee for running red lights.

In regards to safety near the off-ramps we recommend:

- (7) installing advance stopping bars
- (8) eliminating/restricting right turns on red lights.

To enhance safety for pedestrian crossings wishing to cross El Cajon Blvd. and University Ave. from the north to the south and vice versa we recommend:

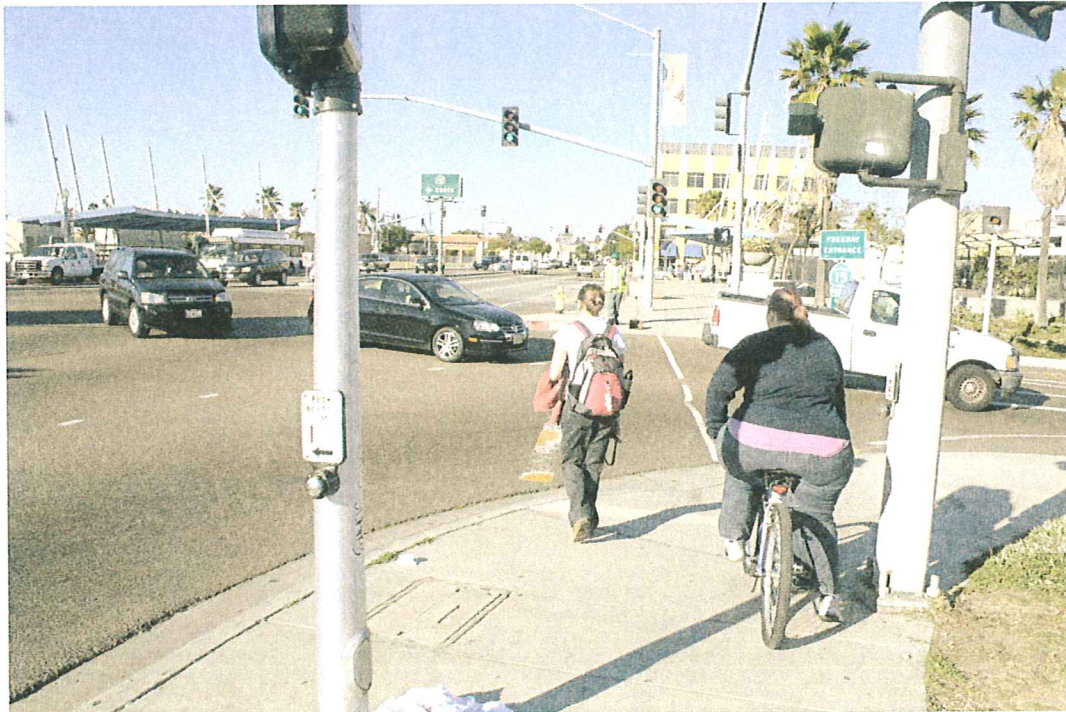
- (9) adding a refuge island for pedestrians wishing to cross

#### **IMPROVING ON-RAMP AREAS:**

(1) Reducing crossing distance and (2) implementing speed calming enhancements at the northbound on-ramp at El Cajon Blvd. can be achieved by restricting automobile access to Central Ave., a low-volume residential street characterized by “for sale” parked cars and twice as much free parking than residents need and normally have in the area. By allowing motorists northbound access to this low volume one-way residential street the pedestrian crossing is thereby dangerously long. In addition, by keeping this road one way, cyclists are not legally allowed to ride south. We recommend restricting motorist access here by turning the street into a cul-de-sac (which would also reduce pass-through traffic for residents), converting the road to two-way (which allow cyclists to travel south), making use of the vacant lot beside it to allow for a cul-de-sac turnaround, and extending the corner so that the crossing distance for pedestrians seeking to get across the freeway on-ramp can be made deservedly safer. For a model, refer to the way Central Ave. was turned into a cul-de-sac on the south side of El Cajon Boulevard. We request that you replicate the same concept on the north side of El Cajon Blvd. as well. Improving access for bicyclists here will allow SANDAG and Caltrans to move closer to fulfilling the promises described in the MOU (Item # 17, August 8, 1993).



Motorists who run red lights at these on-ramp intersections pose an extreme safety risk to vulnerable users. The observations at our walk audit made evident that this problem is very common here. We witnessed several instances where pedestrians (including teenagers) and cyclists were put in unnecessary risk. See Figure 1 below:



(Figure 1: Note the “walking person” light and the motorists running a left on red).

Suggested solutions (5) and (6) aim to prevent red light running.

On some occasions during our walk audit, when both pedestrian and motorist had the green light, the safety, security, comfort, and convenience of the pedestrian was still jeopardized (Fruin, 1970, Highway Capacity Manual). For instance, consider Figures 2 and 3:



(Figure 2).





(Figure 3).

In Figures 2 and 3 motorists and pedestrian (a perceived teenager) had the green light. Despite having the legal right of way and “walking person” sign, the pedestrian became engulfed in a crossfire of freeway on-ramp traffic—the motorcyclist in Figure 2 right-hooked the pedestrians' path and the large truck in Figure 3 trailed the vulnerable pedestrian close behind.

By (4) installing a traffic light with a “protected right turn light” that stays red while the “walking person” and “flashing red hand” lights are illuminated) this problem can be prevented.

#### **IMPROVING OFF-RAMP AREAS:**

To enhance the safety for vulnerable users at the off-ramps we recommend (7) installing advance stopping bars and (8) eliminating/restricting right turns on red lights.

#### **CROSSING EI CAJON BLVD. AND UNIVERSITY AVE. NORTH/SOUTH BOUND**

An additional speed calming enhancement and safety improvement feature would be to (9) add a refuge island for pedestrians wishing to cross El Cajon Blvd. and University Ave. from the north to the south and vice versa.

In addition, these pedestrian access options and the three station alternatives need to be evaluated for their effectiveness in addressing the following additional important objectives (for greater detail, see attached Covenant document which lists these objectives):

- improving pedestrian and bike connections within the Mid-City area;
- promote quality transit – oriented development at and adjacent to the transit interchanges;
- promote active use of our Transit Gateway plazas and their connection to adjacent development;

#### **ECONOMIC DEVELOPMENT**

The review needs to evaluate the advantages of each of the alternatives to access City-owned and Redevelopment agency-owned and other adjacent parcels for other uses that will catalyze further redevelopment and provide access to and opportunities for development of necessary parking for those purposes and to complement the transit stations.

### **STATION ENVIRONMENTAL QUALITY**

The station environment is critical to attracting ridership for the success of the project. The environmental quality of the station environments is not adequately evaluated for each of the options. The conceptual designs depicted for each of the alternatives do not adequately protect riders from noise, on coming traffic, inclement weather or motor vehicle particulate emissions.

### **REGIONAL CONNECTIVITY**

The environmental document does not adequately evaluate the relationship of the three station options and BRT systems to adjacent BRT and interchanges at I – 805 , SR 94 and I-8. More specifically the current proposed update to the Regional Transportation Plan (RTP) includes funding for HOV lanes on I-15/SR 15 between I-8 and SR 94. During public hearing for this project it was stated that those HOV lanes are not necessary or desired. The funding that is proposed to be allocated to that project should be reprioritized to those facilities necessary to make effective interchanges for the BRT system and to address the mitigations necessary to reduce to the maximum extent possible any safety conflicts between pedestrians and motor vehicle traffic and to improve the environmental quality of the station environment including noise abatement and motor vehicle exhaust impacts.

### **ENVIRONMENTAL QUALITY**

The document does not adequately address the impacts of each of the alternatives on climate change and which of the alternatives can best achieve green house gas emissions (GHG) reductions.

In selecting the preferred alternative from the three alternatives identified in the document for this highly anticipated BRT project, we request that Caltrans, SANDAG, MTS, and the City of San Diego select the alternative that best achieves the objectives outlined above and identified in the Covenant on the SR 15 CenterLine and that which allows for:

- the safest option (for both vulnerable users, riders, and buses);
- the option which can best be configured to reduce to the maximum extent possible any conflicts between pedestrians and motor vehicle traffic;
- the option with the highest frequency of service;
- the most rapid option, the most comfortable option (in terms of station design, environment and bus access);
- the option which can best encourage and promote redevelopment and revitalization ;
- the option that allows for the greatest connectivity for pedestrians to adjacent neighborhoods ; and
- The option that best allows for the buses to connect to other rapid transit services.

Thank you for considering these comments.

Sincerely,



Jay Powell, Executive Director

Attachment:

-Covenant on SR-15 CenterLine

ENCLOSURE TO CHCDC COMMENTS ON ENVIRONMENTAL REVIEW OF



# COVENANT ON SR-15 CENTERLINE

## A Terms Sheet for an Agreement Setting Performance Standards for Completion of Mitigations for the SR – 15 Mid-City Freeway

We call on our Elected Representatives, the City of San Diego and Transportation Agency Officials including CALTRANS, SANDAG and MTS to work with a Community Oversight Committee to complete required mitigations for the SR – 15 Freeway to achieve these key objectives and performance standards:

### **PROTECT THE HEALTH AND SAFETY OF OUR CHILDREN AND FAMILIES:**

- Protect the health of our children at Central Elementary and in surrounding neighborhoods.
- Improve pedestrian safety at the freeway interchanges.
- Improve pedestrian and bike connections within the Mid-City area.

### **PROVIDE A QUALITY RAPID TRANSIT SYSTEM TO GET TO JOBS and other regional destinations:**

- Efficiently connect Mid-City to job centers and other important regional destinations to the North and South and to light rail transit via highest quality rapid transit system and stations attracting and moving the maximum number of transit dependent and prospective “choice” riders.
- Provide for robust transit service within the greater central city area (per SANDAG’s Mid-City Transit Network Plan).
- Support these on-going transit operations at effective levels for the life of TransNet .
- Ensure that transit facilities and vehicles are fully accessible to all individuals

### **PROMOTE ECONOMIC DEVELOPMENT AT THE TRANSIT PLAZAS**

- Promote quality transit-oriented development at and adjacent to transit interchanges.
- Promote job-creation and economic opportunities in Mid-City.
- Promote active use of our Transit Gateway plazas and their connection to adjacent development .

It is to be acknowledged that the specific mitigations in the 1985 MOA and 1993 MOU between the City and State of California that still require completion are not superseded by the agreement to pursue a solution meeting these performance standards until such time that the City of San Diego and the State agree to modify those terms.

The City of San Diego General Plan Update, the City of San Diego Capital Improvements and Facilities Implementation Plan and budgets and the SANDAG RTP 2007 Update to the Mobility 2030 Plan and the RTIP financing and scheduling documents will reflect this commitment to the Mid City SR -15 projects as priorities due to their status as required mitigations for the SR -15 project to function.

The SR-15 Rapid Transit project must be completed prior to any designations or expenditures towards future uses of the SR-15 corridor for HOV or Managed lane or goods movement purposes. Additional mitigations, beyond the SR-15 Rapid Transit project, will be required for these future projects.

Furthermore, to ensure that the fully-realized project is designed and built to open no later than 2012 (concurrent with the full operation of the northern I-15 BRT), and preferably earlier, we believe that dedicated Project Managers at CalTrans, SANDAG, MTS & the City of San Diego are required. Given the relation of this project to regional economic development and regional smart growth goals, SANDAG should provide the lead project coordination.

Finally, the design and implementation process will require strong community involvement. CalTrans and SANDAG must be prepared to provide adequate resources to support a Citizen’s Oversight Committee and to conduct robust community outreach for the design and construction oversight process.



State Route- 15 Promised Mitigation and Upgrades for Facilitation of Active Transportation:

Proposal for Bike Boulevard on Central Avenue

Prepared by City Heights Community Development Corporation

Prepared for City of San Diego SR-15 Area Study

12/8/11



The diagrams included here represent a concept plan for converting Central Avenue in San Diego, California to a Bike Boulevard from Park De La Cruz to connect to the planned State Route-15 Bike Path that will begin at Adams Avenue. The proposal represented here will allow the City of San Diego, Caltrans, and SANDAG to fulfill Item # 17 of the Memorandum of Understanding (August 9, 1993). Item # 17 reads as follows:

*“The City and Caltrans will use their best efforts to provide for non-motorized access from Adams Avenue to Camino del Rio South within the Route 15 corridor... City to investigate the feasibility with SANDAG of providing a bikeway from Park de la Cruz to Adams Avenue.”*

A Bike Boulevard is a Bike Route that ‘uses a variety of techniques to create low-traffic, low-speed streets where cyclists mix comfortably with cars’ and may use ‘barriers [that] restrict cars altogether, creating a cul-de-sac feel along part of the route’ (StreetsBlog, <http://streetswiki.wikispaces.com/Bicycle+Boulevard>, 2011). Most of Central Avenue, from Park De La Cruz to Adams Avenue, currently functions as an informal Bike Boulevard. The route is mixed with patches of Bike Paths, Sharrows, and Bike Route-classified roads “capped” with cul-de-sacs that allow bicyclists, pedestrians, and transit-riders to “filter” through.

The main missing link that prevents this segment of Central Avenue from being classified as a Bike Boulevard is the one block of Central Avenue from El Cajon Boulevard to Meade Avenue.

Unfortunately, this one block segment is a one way street for only north bound street traffic. We request that the mobility component of the City of San Diego Mid City SR-15 BRT Station Area Study investigate the feasibility of restricting motorist access to this road from El Cajon Boulevard by “capping” it with a cul-de-sac and by allowing for two-way street traffic here with access for motorists only granted at Meade Avenue, as opposed to El Cajon Blvd. For a model on how to do this, one needn’t look further than across the street. This cul-de-sac concept which allows for bike/ped access while restricting motorist access is already in place on Central Avenue at three locations: (1) Where Central Avenue meets the south side of El Cajon Boulevard, (2) on Central Avenue on the south side of Teralta Park leading to the one-block long Bike Path, and (3) on Central Avenue where the road meets the south side of University Avenue (See picture below).



By “capping” Central Avenue where it meets the north side of El Cajon Boulevard, the pedestrian crossing distance for those accessing the Boulevard Transit Plaza will be greatly reduced and safety should be improved. Improving pedestrian access will also allow the City to satisfy a key component of the 1993 MOU. Fortunately, the lot beside the location where we envision a cul-de-sac is vacant.

The suggested enhancements will allow for the City to satisfy a number of MOUs regarding non-motorized access, will improve safety for pedestrians and cyclists, will improve active transportation access to the Transit Plazas (Safe Routes To Transit) and will weave together an existing route to create the City’s first official Bike Boulevard by implementing on one block what has already been done at three different intersections on Central Avenue.

Please see the diagrams below for the proposed Central Avenue Bike Blvd. The diagrams are arranged beginning with the southern most segment of the proposed Bike Blvd and ending with the plan for the SR-15 Bike Path from Adams Avenue to Mission Valley that is currently being planned by Caltrans.

Diagram 1: Central Ave, Landis Street, and Landis Street Bridge leading to Park De La Cruz:

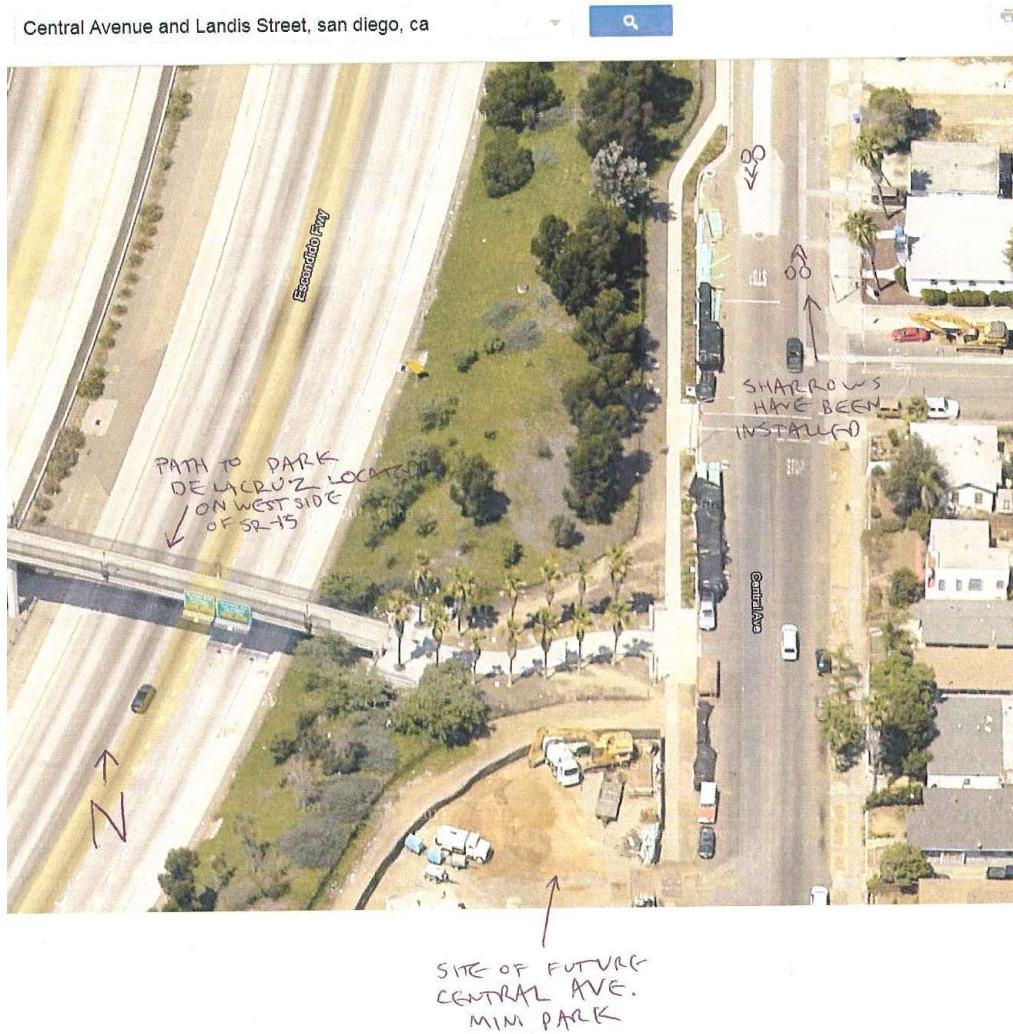




Diagram 2: University Ave and Central Ave cul-de-sac with bike/ped access south of University and bike/ped path north of University.



EXISTING CONDITIONS:  
TWO-WAY STREET W/ CUL-DE-SAC  
THAT ALLOWS FOR BIKE/PED  
ACCESS TO UNI. AVE, AND  
BIKE/PED PATH LEADING TO  
TERRAZA PARK. THE CURRENT  
CONDITIONS FUNCTION AS A  
BIKE BOULEVARD

APPLY THIS  
CUL-DE-SAC/  
BIKE/PED PATH  
DESIGN  
CONCEPT TO  
THE NORTH EAST  
SECTION OF THE  
EL CAJON BLVD  
AND CENTRAL  
AVE INTERSECTION.

Diagram 3: Orange Avenue and Central Avenue. Orange Avenue from I-805 to 54<sup>th</sup> St. is slated to become a Bike Boulevard in the City of San Diego Bike Plan and is a high priority route in the SANDAG Regional Bike Plan. The Orange Ave Bike Blvd will compliment the proposed Central Ave Bike Blvd and will intersect as depicted below.

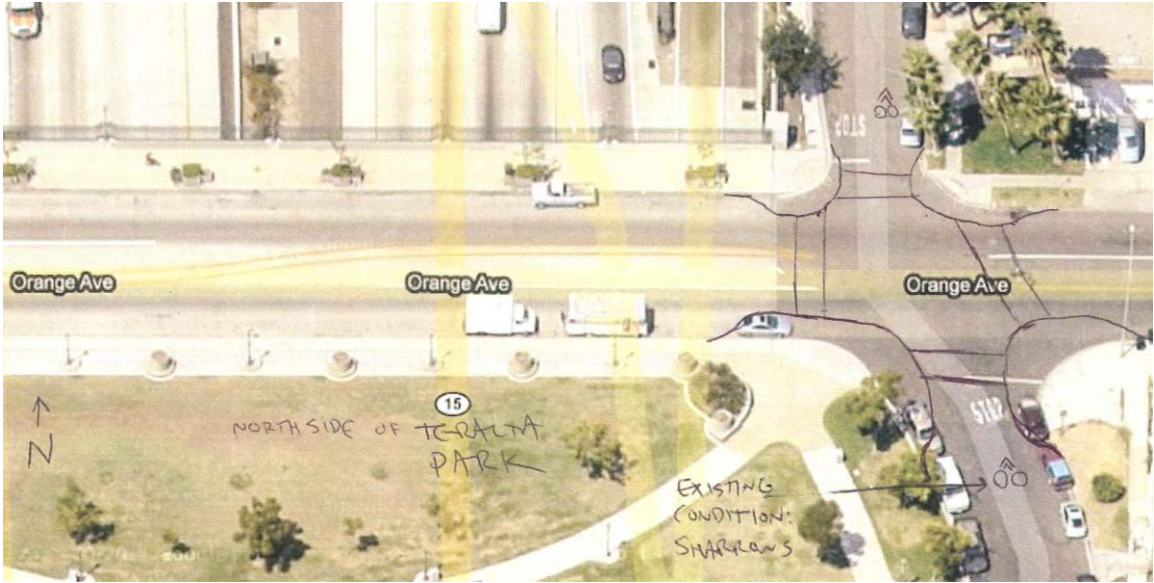


Diagram 4: El Cajon Boulevard and Central Avenue. Note the cul-de-sac “cap” on Central Avenue with ped access on the south side of El Cajon Boulevard. Also note the cul-de-sac “cap” on 40<sup>th</sup> Street on the west side of the SR-15, depicted in the upper left corner of the image. The 40<sup>th</sup> Street cul-de-sac restricts motorist access while allowing bicycle and pedestrian access. This filter effect has an effect similar to a Bike Blvd. We recommend that this design concept be applied to Central Avenue on the north side of El Cajon Blvd, as depicted in the diagram below. For a closer look, see Diagram 5.



el cajon blvd and central ave, san diego, ca

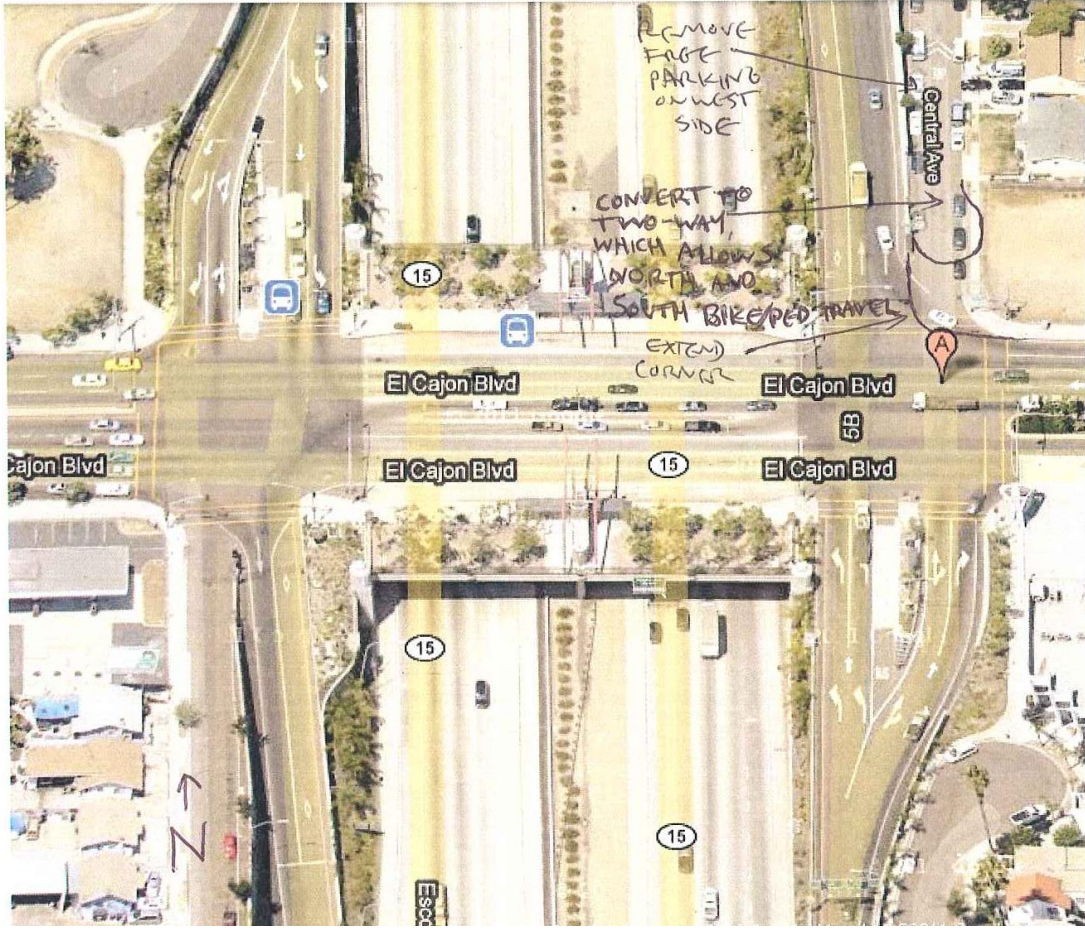




Diagram 5: Close-up view of El Cajon Blvd and Central Avenue.



Diagram 6: Meade Avenue and Central Avenue. Meade Avenue is considered a high-priority bike route in SANDAG's Regional Bike Plan.

If Central Avenue is "capped" and converted into a cul-de-sac where it meets the north side of El Cajon Blvd then this block then it will have to be converted into a two-way street.



This seems possible if the free parking on the west side of Central Avenue is removed. Most of the cars that utilize the west side of Central Avenue are "for sale" cars. See photo (taken on October 26) below. The driver of the white Toyota Tercel parked (note the hazard lights) to peruse the collection of "for sale" cars being stored on the right of way.





Image 7: Central Avenue becomes Terrace Drive. According to a plan for the SR-15 Bike Path forwarded to Randy Van Vleck by Caltrans Bike/Ped Coordinator Seth Cutter, Caltrans **and the City intends are working** to build a Bike Path from the **Terrace Drive cul-de-sac to the south side of Adams Avenue and then from the** north side of Adams Avenue to Mission Valley, as depicted in Images 7 and 8.

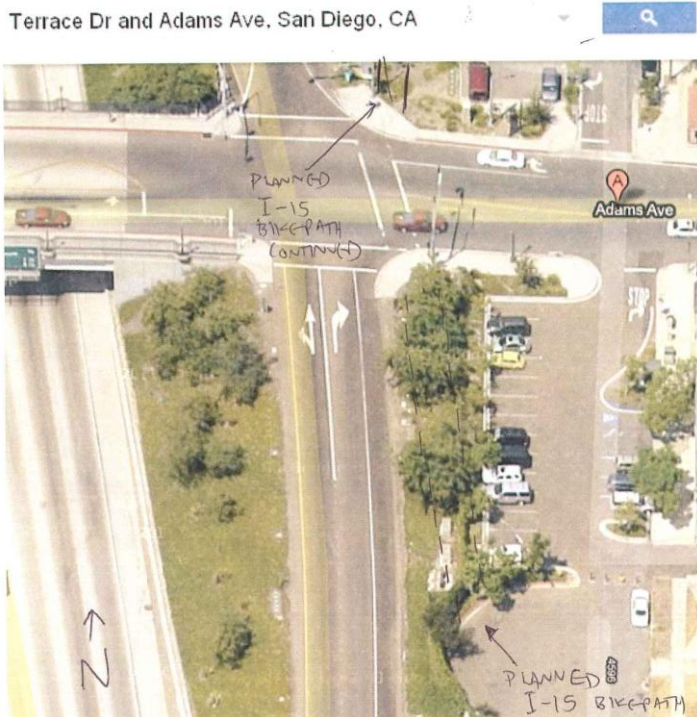
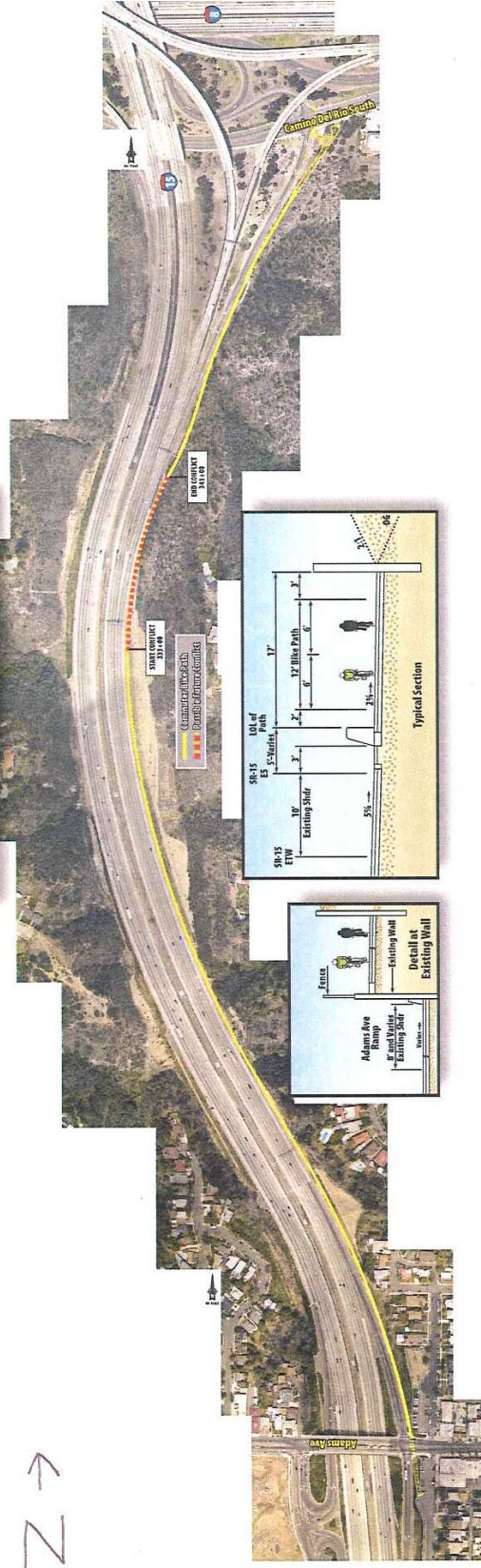


Image 8: According to Caltrans, the environmental clearance and design for the SR-15 Bike Path will be complete by spring of 2012. The plan for the bike path was presented to members of the SR-15 BRT Station Area Working Group—Steve Russell, Samantha Ollinger, Jim Baross, Randy Van Vleck, Jay Powell, Gary Weber—on September 8 at a meeting with Caltrans and SANDAG regarding the SR-15 corridor.

# 15 Proposed Construction of I-15 Commuter Bike Trail

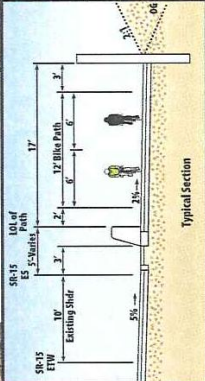
Z →



START CONDUIT 3317.00

END CONDUIT 3317.00

CONDUIT PROFILES  
 18" (18" DIAMETER)  
 24" (24" DIAMETER)





For more information contact Randy Van Vleck, Active Transportation Manager, City Heights CDC, 619-961-1066, rvanvleck@cityheightscdc.org

Support for the Central Avenue Bike Blvd idea comes from, but is not limited to, the following Mid City stakeholders and residents:

-Steve Russell, SANDAG SR-15 BRT Working Group Chair, City of San Diego SR-15 BRT Station Area Working Group Member, City Heights CDC President, architect and resident

-Ken Grimes, City Heights CDC Executive Director

-Samantha Ollinger, City Heights Built Environment Team, City Heights Area Planning Committee, Vice-President of SD County Bike Coalition, City of San Diego SR-15 BRT Station Area Working Group Member

-Jay Powell, former City Heights CDC Executive Director, City of San Diego SR-15 BRT Station Area Working Group Member, resident

-Beryl Forman, El Cajon Blvd Business Improvement Association, SR-15 BRT Station Area Working Group Member

-Jim Baross, Normal Heights Planning Group Chair, SD County Bike Coalition Spokesperson, California (Caltrans) Bicycle Advisory Committee Chair, City of San Diego SR-15 BRT Station Area Working Group Member, SANDAG SR-15 BRT Working Group Member

-Maria Cortez, Chair of the Teralta West Neighborhood Alliance, City Heights Town Council, City of San Diego SR-15 BRT Station Area Working Group Member, SANDAG SR-15 BRT Working Group Member

-Kathleen Ferrier, Walk San Diego, City of San Diego SR-15 BRT Station Area Working Group Member

-Randy Van Vleck, City Heights CDC Active Transportation Manager, City of San Diego SR-15 BRT Station Area Working Group Member, City Heights Built Environment Team, League of American Bicyclists Certified Safety Instructor

# Working Group, Mid City SR-15 BRT Station Area Planning Study

July 31, 2012

Mayor Jerry Sanders,  
Supervisor Ron Roberts,  
City Council President Anthony Young,  
City Councilmember Marti Emerald,  
City Councilmember Todd Gloria

## **RE: Completion of the CenterLine Mid City BRT Stations**

Dear Mid City San Diego Region Representatives:

We are writing as members of the Working Group for the Mid City SR-15 BRT Station Area Planning Study to request your support and active advocacy for actions to complete the “CenterLine” Mid City I-15/SR-15 Bus Rapid Transit (BRT) System and Stations. The project is currently included as a priority project in the SANDAG Regional Transportation Plan (RTP). It is funded in the Regional Transportation Implementation Plan (RTIP) for some \$ 22 Millions of an estimated \$40 Millions cost for two stations and approach lanes in the SR-15 Freeway Corridor.

The City of San Diego has arranged funding and cooperated with many stakeholders including Caltrans and SANDAG and Mid City communities representatives over the past decade to build two sets of transit plazas and conduct an environmental assessment of BRT station and freeway access alternative configurations. In January 2011 a BRT station configuration was chosen, and SANDAG funded a “Mid City SR-15 BRT Station Area Planning Study” to be conducted by the City with the participation of a Working Group comprised of representatives of Mid City communities. The study outline is known and the formal report will be issued shortly. One of the purposes of the study is to facilitate future development and investment in public mobility related infrastructure around the station sites to improve multimodal access to the stations.

At the June 27 meeting of the Station Area Planning Study Working Group, the progress of the SANDAG station design project was reviewed. Working group members expressed their strong desire to ensure that aspects of the design reflect the communities’ input to the Station Areas study. In particular the following priorities were identified:

1. Restore artistic design elements that were previously set forth for the Transit Plazas to enhance community pride and make the stations pleasant and attractive destinations for visitors;
2. Provide high quality appearance of the stations, access structures and the platform environment to enhance ridership and protect health and safety of transit riders; and
3. Ensure pedestrian approaches to the transit plazas and the station platform access structures enhance connections to adjacent Mid-City communities and neighborhoods.

These priorities build on a long history of community involvement. In 2007 community members working in a mobility coalition outlined performance standards for completion of mitigations required for the SR-15 Mid-City Freeway in a “Covenant on SR-15 CenterLine” that included protecting the health and safety of children and families, providing a quality rapid transit system to get to jobs and other regional destinations and promoting economic development at the Transit Plazas.



Mid City San Diego Region Representatives

July 31, 2012

Page 2 of 2

The connections to areas adjacent to the stations are critical to achieve the criteria set forth in the CenterLine Covenant. The existing Transit Plazas are situated on virtual islands created by the on- and off-ramps of conventional diamond interchanges at both University Avenue and El Cajon Boulevard. Safe and economically catalytic access to these Transit Plazas and the freeway level BRT platforms is critical to the economic revitalization of the Mid City neighborhoods adjacent to the SR-15 freeway.

It is our understanding that this project can qualify for Federal funds through the "Small Starts" Grants program provided by the Federal Transit Administration. We request that all of you coordinate your efforts to pursue this and other opportunities for additional funding to complete a CenterLine BRT project that includes the components necessary for safe, attractive and accessible stations that will attract riders from throughout the Mid City region and stimulate investment in the City-owned and other properties adjacent to the stations at University Avenue and El Cajon Boulevard.

We believe it is important that SANDAG incorporate the participation of this Working Group as a key component in the current CenterLine Station design project to achieve the objectives and the priorities identified by community members participating in the Station Area Planning Study. We can help to maximize the investment already committed, and we can enhance the ability to attract additional funding necessary to complete an innovative, attractive and economically stimulating CenterLine project.

Thank you for your consideration and support. Members of the Working Group would welcome the opportunity to meet with you and your staffs to provide further information about this exciting opportunity. We look forward to your enthusiastic support for completion of this long sought project to provide economic development and rapid transit to and from Mid-City San Diego.

Sincerely,

Members of the Mid-City SR-15 BRT Station Area Planning Study Working Group

|                  |                    |                   |                    |
|------------------|--------------------|-------------------|--------------------|
| Stephen Russell  | Maria Cortez       | Jim Bliesner      | Steve Aldana       |
| Gary Weber       | Randolph Van Vleck | Georgette Gomez   | Beryl Forman       |
| Kathleen Ferrier | Jay Powell         | Samantha Ollinger | Jacquelyn O'Connor |
| Jim Baross       |                    |                   |                    |

Cc Senator Barbara Boxer  
Senator Dianne Feinstein  
Congresswoman Susan Davis  
Congressman Bob Filner  
State Senator Christine Kehoe  
State Senator Juan Vargas  
State Assemblymember Toni Atkins  
State Assemblymember Marty Block  
City of San Diego Alternate Representatives to SANDAG Board and Transportation Committee  
Chairman Harry Mathis and Members Metropolitan Transit System Board of Directors  
Mid City Communities Area Planning Committees  
SANDAG Executive Director, Gary Gallegos  
City of San Diego, Caltrans, and SANDAG Project Staff and Consultants