Project Working Group Meeting #1
Project Overview,
Vision & Key Issues

May 18, 2011
Agenda

1. Introductions
2. Project Overview
3. Brainstorming:
   - Vision
   - Key Issues
4. Review Community Workshop Format
5. Next Steps
Project Working Group Role

- Guide the Planning Process
- Provide Leadership and Input
- Review Research and Analysis
- Identify and Refine Issues, Visions, and Key Policies
Component: Commercial/Imperial Corridor Master Plan

Consensus Process

- Decision making within the Project Working Group will be by a process that aims to achieve consensus.
  - Group will decide to agree on recommendations collectively (no votes)
  - Members should be willing to go along with group recommendations where there is general agreement
  - Where there are strong opposing viewpoints; these will be noted and expressed to decision-makers
Ground Rules for Meetings

1. Consider all members’ ideas equally
2. Listen actively, avoid interrupting others
3. Allow everyone a chance to speak. Give everyone equal time
4. Provide everyone with the same information
5. Show respect, especially when giving or receiving contrary opinions
Sharing Information

- If you wish to share written or printed information with the group, please provide to Karen Bucey at least one week prior to any scheduled meeting to allow for distribution.
Project Overview
Project Location
Background

- **San Diego Association of Governments (SANDAG):**
  - Designates planning area as a “Mixed Use Transit Corridor” and a potential “Smart Growth” area
  - Awards the City a “Smart Growth Incentive Program” grant to conduct this project
Why Commercial/Imperial Corridor?

- Orange Line Trolley (existing)
- High Frequency Bus Service (planned)
- Proximity to services, public facilities, and Downtown
- Southeastern San Diego Community Plan (SSDCP) designates corridor for multiple uses
Why Commercial/Imperial Corridor?

- Potential to capitalize on transit access to encourage new development in strategic locations
- As a result, potential increases in housing choices, jobs, services, and public facilities
Project Objectives*

- Create a new long-range vision for corridor
- Identify transition areas and target areas for mixed-use
- Develop urban design concepts
- Assess deficiencies in transportation system
- Express community identity through mobility and streetscape planning
- Identify opportunities for improvements in transportation, safety, public facilities

*From SANDAG Grant Application
Commercial/Imperial Corridor Master Plan

Scope and Schedule

Existing Conditions
April-July 2011

Alternative Concepts
August-October, 2011

Concept Refinement/Preferred Plan
November 2011-January 2012

Master Plan & Implementation Strategy
February-May 2012

Community Outreach
Public Participation Program

- Project Working Group (6)
- Community Workshops (2)
- Community Character Survey (as part of workshop)
- Charrette
- Project Website
## Project Working Group Meetings

<table>
<thead>
<tr>
<th>#</th>
<th>Tentative Dates</th>
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<tbody>
<tr>
<td>1</td>
<td>Wednesday, May 18, 2011</td>
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<tr>
<td>2</td>
<td>Wednesday, July 20, 2011</td>
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<td>3</td>
<td>Wednesday, September 21, 2011</td>
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<td>4</td>
<td>Wednesday, December 7, 2011</td>
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<td>5</td>
<td>Wednesday, February 15, 2012</td>
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<tr>
<td>6</td>
<td>Wednesday, April 18, 2012</td>
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- Sherman Heights Community Center
- 6-8pm
Vision for Corridor
Commercial Avenue

Insert four photos
Imperial Avenue
Character and Identity

- What should the future identity of the corridor be?
- What are assets that should remain?
- What should/could change?
Land Use and Mix

- What uses should be prioritized in the future?
- Are there uses that are currently missing?
- Which locations and densities are appropriate for new development?
- How to address land use conflicts? (e.g. noise, air quality)
Transportation and Traffic

- What works about the current parking and transportation system?
- What doesn’t work? How can it be improved?
Parks, Public Facilities, and Streetscapes

- What types of parks, open spaces, or public facilities are needed?
- Where could these facilities be located?
- Are there any desired streetscape changes or improvements?
Community Workshop Format

- Objectives
  - Listen to community members goals, concerns, ideas
  - Understand community design and development preferences
- How to encourage community members to participate?
- Where to publicize?
Public Comments/Announcements
Next Steps
## Public Participation Schedule

<table>
<thead>
<tr>
<th>Meeting</th>
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<tbody>
<tr>
<td>Project Working Group Meeting #1</td>
<td>Wednesday, May 18, 2011, 5:30-7:30pm</td>
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<tr>
<td>Community Workshop #1</td>
<td>Saturday, June 18, 2011, 8am-1pm</td>
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<tr>
<td>Project Working Group Meeting #2</td>
<td>Wednesday, July 20, 2011, 6 pm-8 pm</td>
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<tr>
<td>Project Working Group Meeting #3</td>
<td>Wednesday, September 21, 2011, 6pm-8pm</td>
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<tr>
<td>Charrette</td>
<td>Thursday, October 13, 2011, 6 pm-8 pm</td>
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<td>Saturday, October 15, 2011, 8 am-1 pm</td>
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<tr>
<td>Project Working Group Meeting #4</td>
<td>Wednesday, December 7, 2011, 6 pm-8 pm</td>
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<tr>
<td>Project Working Group Meeting #5</td>
<td>Wednesday, February 15, 2012, 6 pm-8 pm</td>
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<tr>
<td>Community Workshop #2</td>
<td>Saturday, March 10, 2012, 8 am-1 pm</td>
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<tr>
<td>Project Working Group Meeting #6</td>
<td>Wednesday, April 18, 2012, 6 pm-8 pm</td>
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Next Steps

- Contact your network to publicize Community Workshop #1: Saturday, June 18, 2011
- Project Working Group Meeting #2: Wednesday, July 20, 2011
Project Working Group Meeting #1
Project Overview,
Vision & Key Issues

May 18, 2011
Mixed Use Transit Corridor: Potential Benefits

- Access to trolley and bus
- Improvements to bicycle and pedestrian facilities
- Expansion of public facilities (e.g. parks)
- Increase in jobs
- Increase in housing choices
- Increase in shopping and services
Mixed Use Transit Corridor: Potential Consequences

- Increase in traffic volumes
- Displacement/ gentrification
- Increase in rents