

City of San Diego Commercial/Imperial Corridor Master Plan

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**

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

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**

Scope and Schedule



Public Participation Program

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

Santa Clara General Plan Mail Survey PLEASE RETURN BY SEPT. 20, 2009

You can also take this survey online at www.santacleara.gov/survey

1 Do you (Please check all that apply):
 live in the City of Santa Clara? own a business in the City of Santa Clara?

2 What do you like most about living in Santa Clara?

3 Looking ahead, what is the one thing you think that your City government should do in the future?

4 Please indicate if you support or oppose the following actions for the City of Santa Clara over the next 25 years:

	STRONGLY SUPPORT	SUPPORT	OPPOSE	STRONGLY OPPOSE	NO OPINION
Rentable historic Downtown areas near Franklin Square/Post Office	<input type="checkbox"/>				
Promote more restaurants, stores, and entertainment opportunities	<input type="checkbox"/>				
Encourage expansion of the City's employment base, focusing on increased intensities north of the Catman tracks	<input type="checkbox"/>				
Maintain the diversity of industrial uses between the Catman tracks and US 101	<input type="checkbox"/>				
Improve the uses and appearance of El Camino Real	<input type="checkbox"/>				
Promote alternative transportation options (such as transit and biking)	<input type="checkbox"/>				
Encourage more housing	<input type="checkbox"/>				
Encourage park amenities	<input type="checkbox"/>				
Encourage more housing	<input type="checkbox"/>				
Provide more walking destinations and opportunities	<input type="checkbox"/>				
Encourage sustainability, such as recycling, water conservation, alternative energy, and education	<input type="checkbox"/>				
Promote historic preservation	<input type="checkbox"/>				
Preserve the character of existing neighborhoods	<input type="checkbox"/>				

5 To accommodate projected population and employment growth in the City of Santa Clara, please rank the following locations from 1 to 4 as locations for new housing:

___ Downtown Santa Clara
 ___ Along El Camino Real
 ___ Between the Catman tracks and US 101
 ___ North of US 101
 ___ Near the Catman (and future BART) station
 ___ Other (please write):

6 Please indicate your support or opposition for the following transportation improvements in the City of Santa Clara:

	SUPPORT	OPPOSE	NO OPINION
Expanding bus services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Coordinating or synchronizing traffic signals	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Building more bike paths and lanes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Providing more pedestrian connections and improving sidewalks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Printed on recycled paper

7 Along El Camino Real, what kinds of uses would you like to see?
 For each set of four photos below, please rank each set from 1 to 4 in the order that best represents a development you would most like to see along El Camino Real.

a. Relation to street?

b. Height and bulk?

c. Types of uses?

d. Mix of uses?



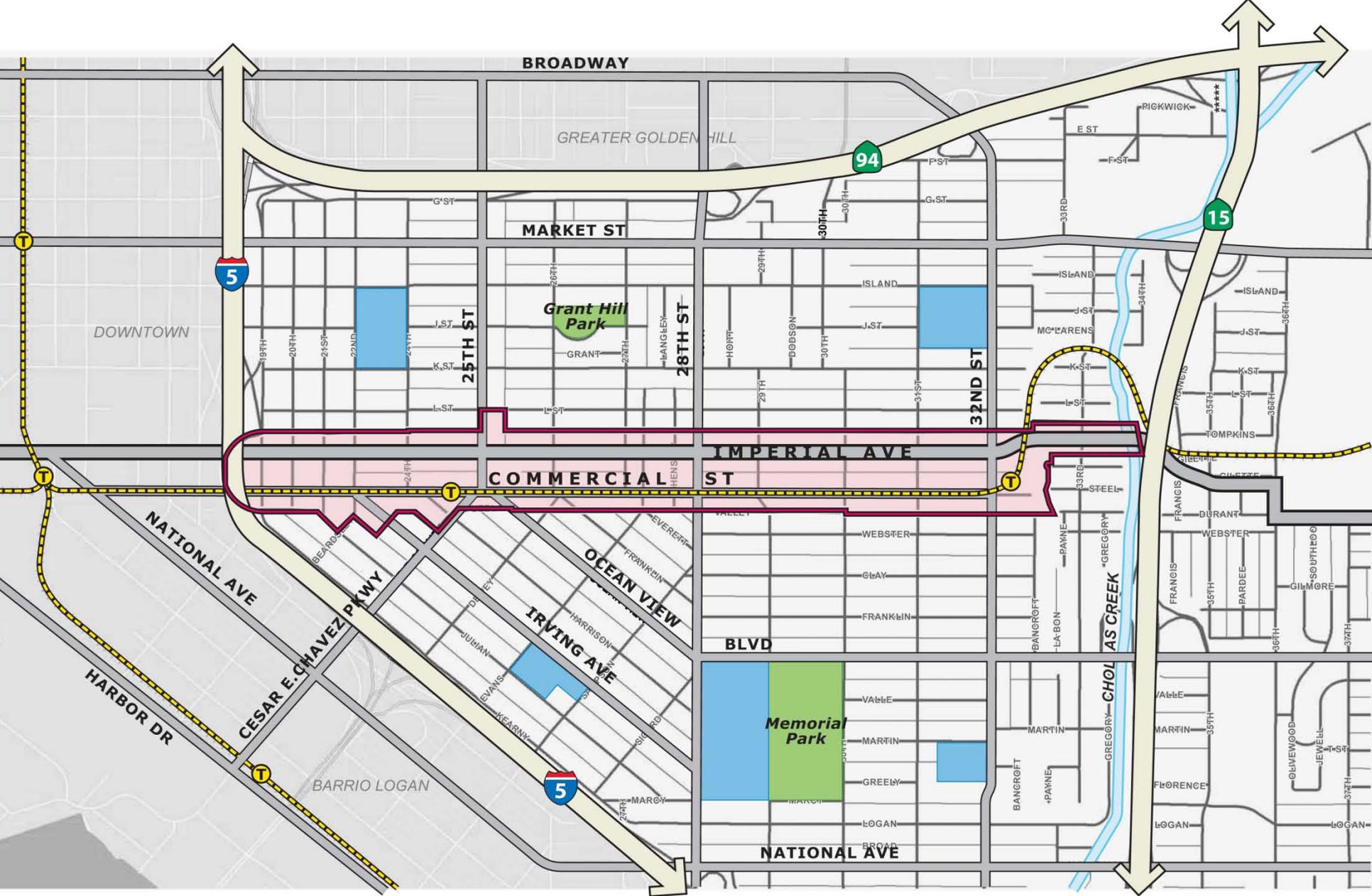
Project Working Group Meetings

#	Tentative Dates
1	Wednesday, May 18, 2011
2	Wednesday, July 20, 2011
3	Wednesday, September 21, 2011
4	Wednesday , December 7, 2011
5	Wednesday , February 15, 2012
6	Wednesday , April 18, 2012

- **Sherman Heights
Community Center**
- **6-8pm**

Vision for Corridor

Project Location



Existing Land Use



LEGEND

Residential

- ◆ Single Family
- ◆ Multi-Family

Commercial/Office

- ◆ Commercial
- ◆ Office

Industrial

- ◆ Light Industry
- ◆ Junkyard
- ◆ Warehousing
- ◆ Heavy Industry

Institutional

- ◆ Institutional

Park/Open Space

- ◆ Parks
- ◆ Open Space

Parking/Vacant

- Parking/Vacant Lot

Right-of-Way

- Road
- Rail Road
- Freeway

Commercial Avenue



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

Meeting	Tentative Dates
Project Working Group Meeting #1	Wednesday, May 18, 2011, 5:30-7:30pm
Community Workshop #1	Saturday, June 18, 2011, 8am-1pm
Project Working Group Meeting #2	Wednesday, July 20, 2011, 6 pm-8 pm
Project Working Group Meeting #3	Wednesday, September 21, 2011, 6pm-8pm
Charrette	Thursday, October 13, 2011, 6 pm-8 pm Saturday , October 15, 2011, 8 am-1 pm
Project Working Group Meeting #4	Wednesday , December 7, 2011, 6 pm-8 pm
Project Working Group Meeting #5	Wednesday , February 15, 2012, 6 pm-8 pm
Community Workshop #2	Saturday, March 10, 2012, 8 am-1 pm
Project Working Group Meeting #6	Wednesday , April 18, 2012, 6 pm-8 pm

Next Steps

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

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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