

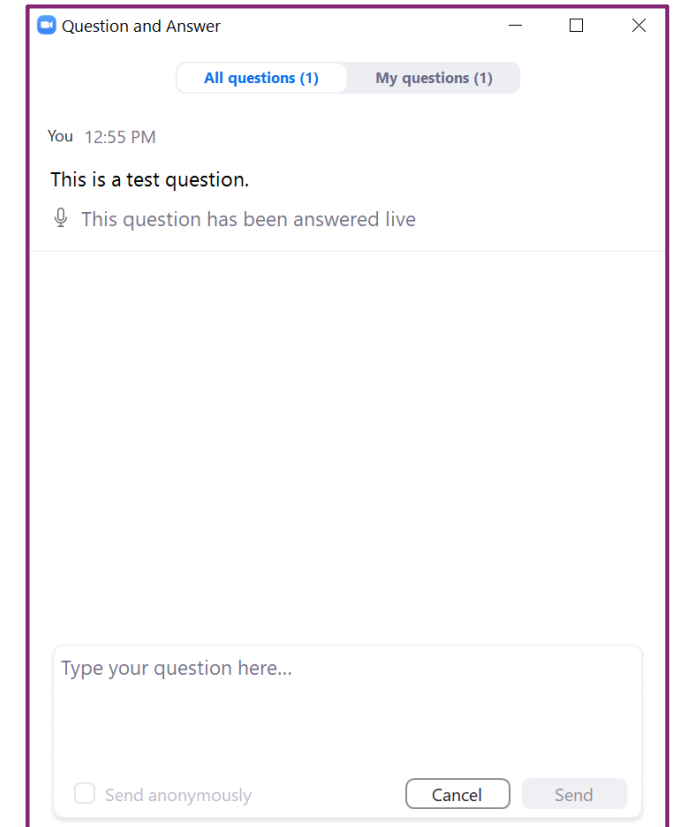
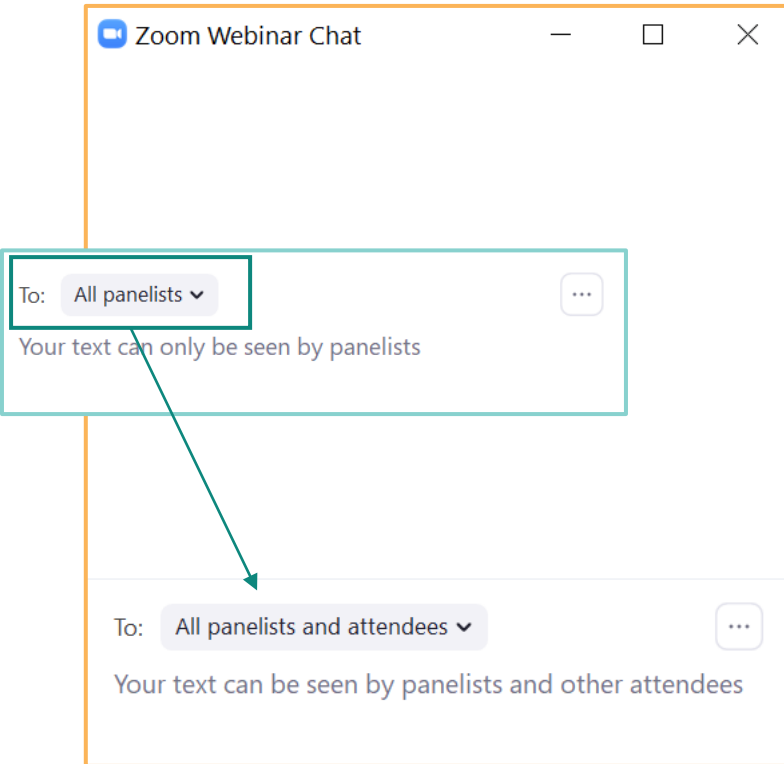
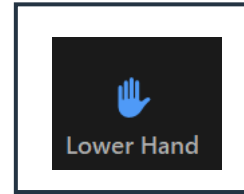
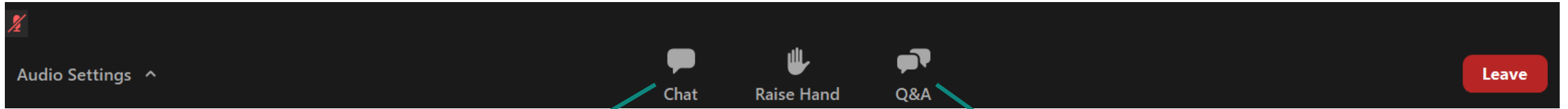


UNIVERSITY COMMUNITY PLAN UPDATE SUBCOMMITTEE MEETING

PLANNING DEPARTMENT

October 20, 2020

ZOOM FUNCTIONS



AGENDA

- 5:30 CALL TO ORDER – Andy Wiese, Chair
- VIRTUAL ROLL CALL
- NON-AGENDA PUBLIC COMMENT – Two minutes per speaker
- 5:45 ITEM 1 INFO ITEM – Overview of Goal & Policy Creation
- 5:50 ITEM 2 INFO ITEM – Goal Presentation & Discussion
- 7:25 CLOSING
- 7:30 ADJOURNMENT

MEETING PURPOSE & EXPECTED TAKEAWAYS

PURPOSE

To approve draft Economic Prosperity goals

DISCUSSION

TAKEAWAYS

WHAT'S NEXT?

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DISCUSSION

To build consensus among the Subcommittee, meeting attendees, and City Staff regarding draft goal language

TAKEAWAYS

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City Staff will move forward with draft goal language in creation of the Economic Prosperity components of the draft plan

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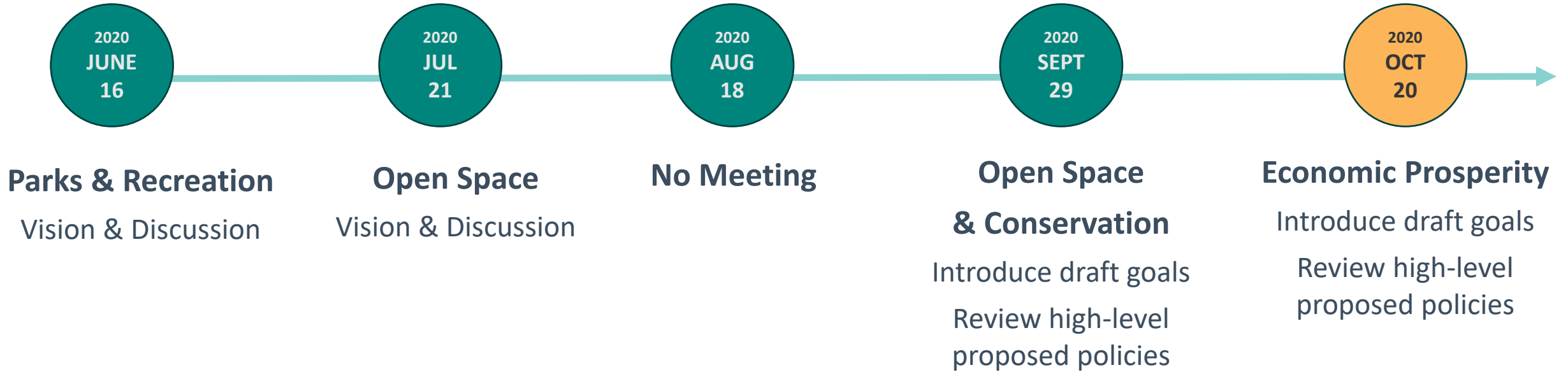
TAKEAWAYS

City Staff will move forward with draft goal language in creation of the Economic Prosperity components of the draft plan

WHAT'S NEXT?

Community can continue to provide input on draft goal language

UNIVERSITY CPUS SCHEDULE



WHAT IS A COMMUNITY PLAN?

A community plan is a public document which contains specific proposals for future land uses and public improvements in a given community. A community plan is part of the City's General Plan. It provides community-specific **goals**, tailored **policies** and a long-range physical development guide for elected officials and citizens engaged in community development.

WHAT THE COMMUNITY PLAN DOES DO

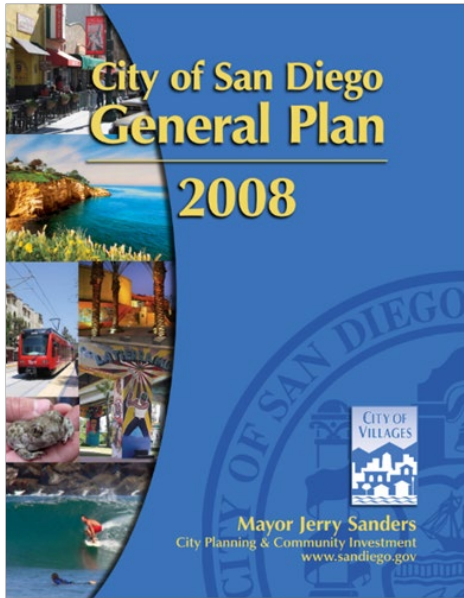
- It provides community-specific **goals**, tailored **policies**, and a long-range physical development guide for City staff, decisionmakers, property owners, and citizens engaged in community development.
- It establishes **goals** and **policies** to address land use, conservation, mobility, urban design, open space, and public facilities.
- As a component of the City of San Diego's General Plan, it is a long-term blueprint for the future and provides location-based **goals**, **policies**, and recommendations.

WHAT THE COMMUNITY PLAN DOES NOT DO

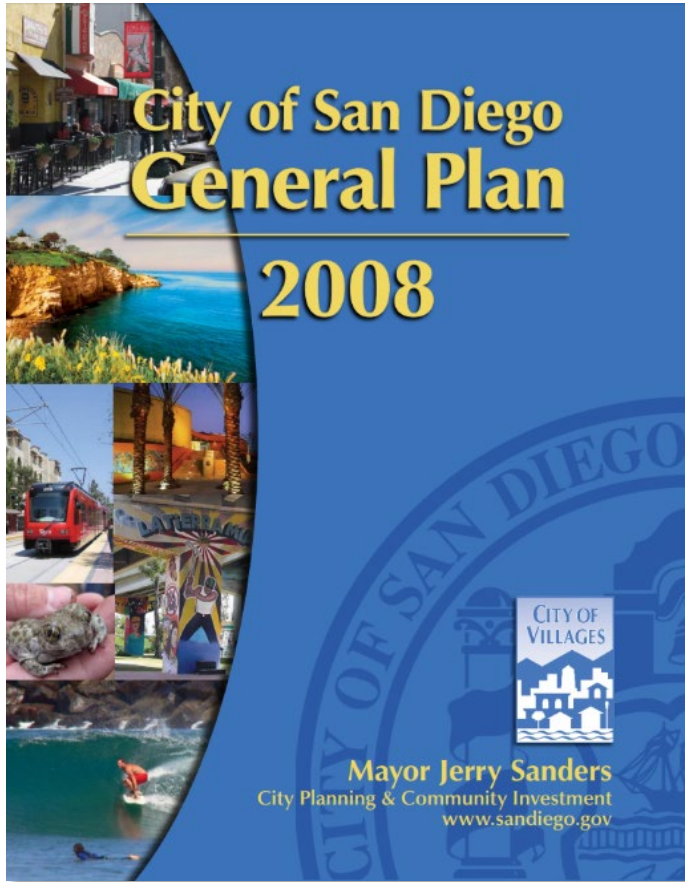
- It does not mandate growth. The community plan provides options and opportunities for new housing and employment. It does not require property owners to redevelop or mandate that development will happen.
- It is not a maintenance document. The community plan is a long-range policy and regulatory document that identifies future infrastructure needs. It is not a plan to address the deferred maintenance of existing infrastructure.
- It does not approve specific projects. The community plan establishes policy and regulatory direction—all future projects will still go through an approval process.



GOAL & POLICY CREATION FRAMEWORK



CITY OF SAN DIEGO GENERAL PLAN



GP ECONOMIC PROSPERITY ELEMENT PURPOSE

To increase wealth and the standard of living of all San Diegans with policies that support a diverse, innovative, competitive, entrepreneurial, and sustainable local economy.

GP ECONOMIC PROSPERITY ELEMENT SUBCATEGORIES

Industrial Land
Use

Education and
Workforce
Development

Community
and
Infrastructure
Investment

International
Trade, Maritime
Trade, and
Border Relations

Commercial
Land Use

Employment
Development

Military
Installations

Redevelopment






Regional Center
and Subregional
Employment
Areas

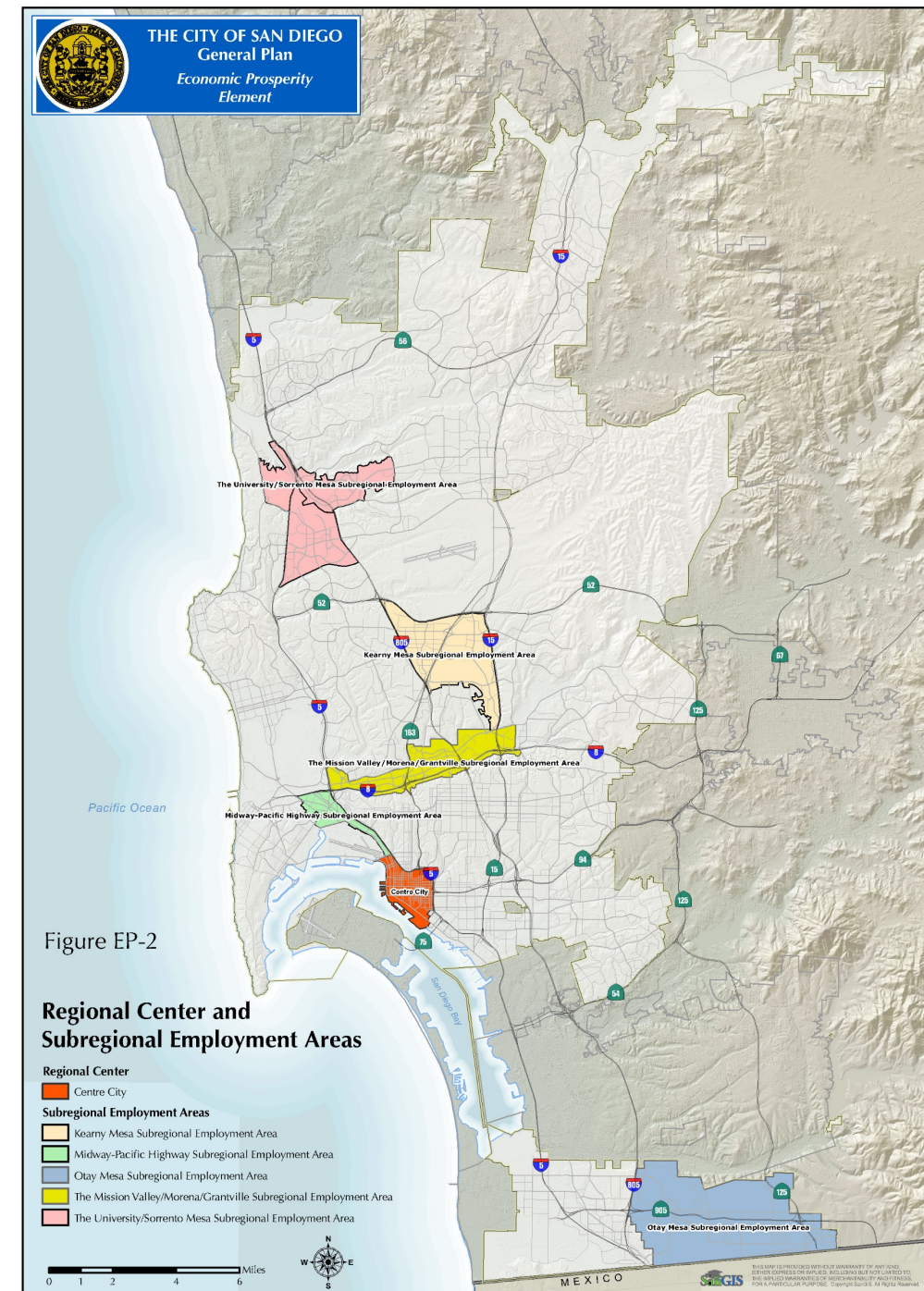
Business
Development

Visitor
Industries






Economic
Information,
Monitoring,
and Strategic
Initiatives

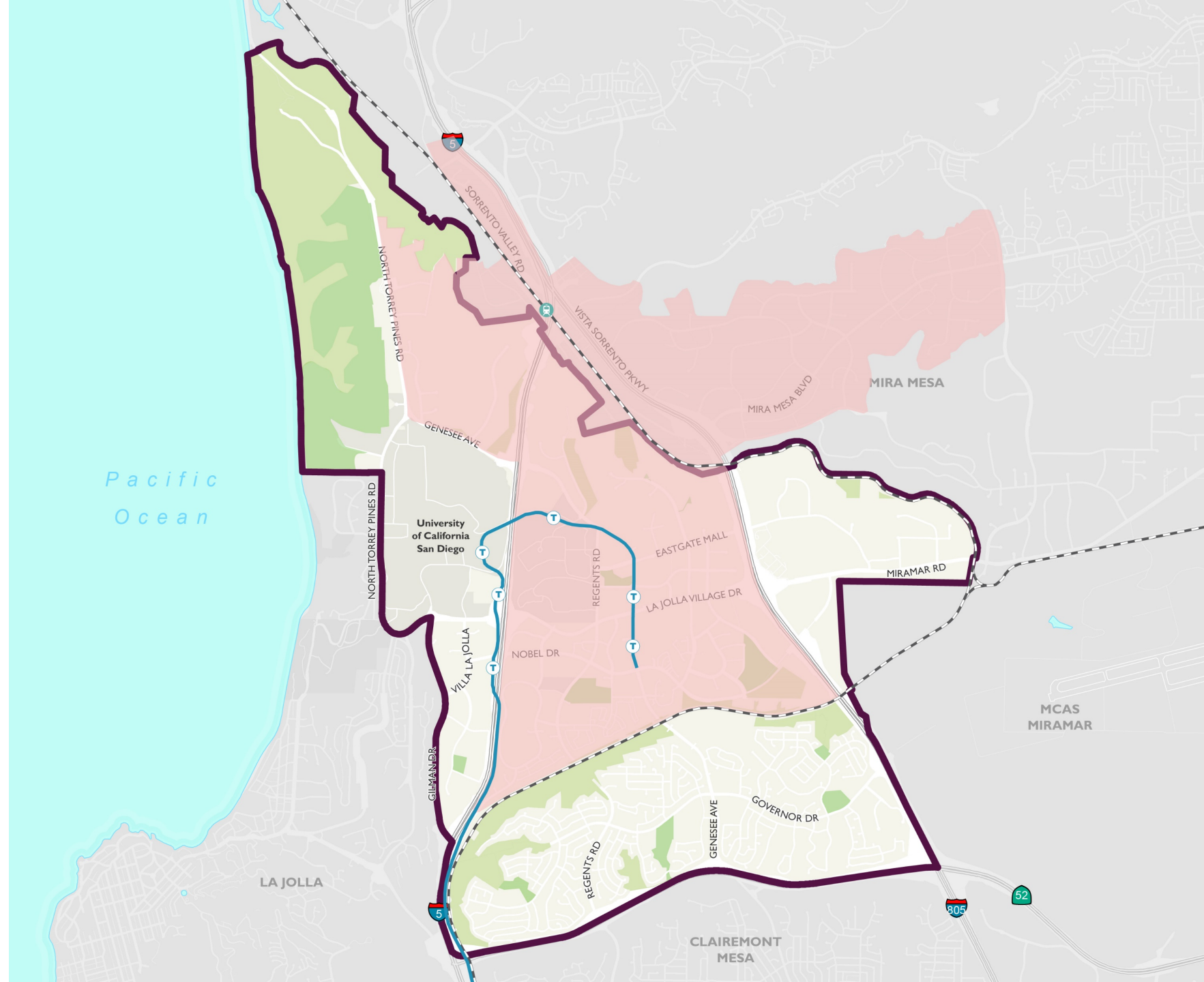
SUBREGIONAL EMPLOYMENT AREAS

-  Kearny Mesa Subregional Employment Area
-  Midway-Pacific Highway Subregional Employment Area
-  Otay Mesa Subregional Employment Area
-  The Mission Valley/Morena/Grantville Subregional Employment Area
-  The University/Sorrento Mesa Subregional Employment Area



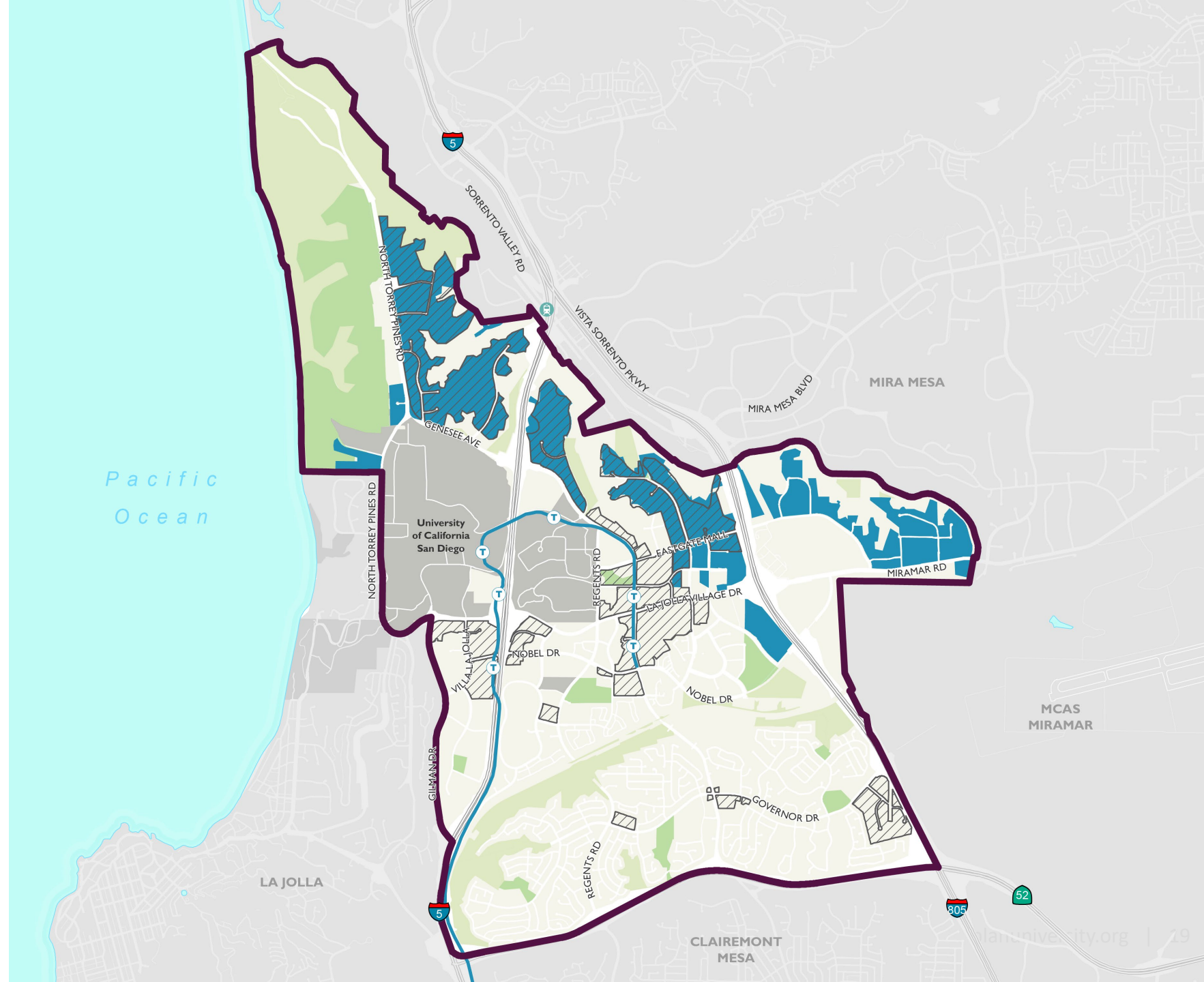
SUBREGIONAL EMPLOYMENT AREAS

-  University/Sorrento Mesa Subregional Employment Area
-  Mid-Coast Trolley Extension
-  Trolley Station
-  Coaster Station
-  Coaster



PRIME INDUSTRIAL

Prime Industrial



EXISTING UCP GOALS: COMMERCIAL

- To develop an integrated system of commercial facilities that effectively meets the needs of community residents and visitors as well as assuring that each new development does not impede the economic vitality of other existing commercial areas.

EXISTING UCP GOALS: INDUSTRIAL

- Ensure that industrial land needs as required for a balanced economy and balanced land use are met consistent with environmental considerations.
- Protect a reserve of manufacturing land from encroachment by non-manufacturing uses.
- Develop and maintain procedures to allow employment growth in the manufacturing sector.
- Encourage the development of industrial land uses that are compatible with adjacent non-industrial uses and match the skills of the local labor force.
- Emphasize the citywide importance of and encourage the location of scientific research uses in the North University area because of its proximity to UCSD.

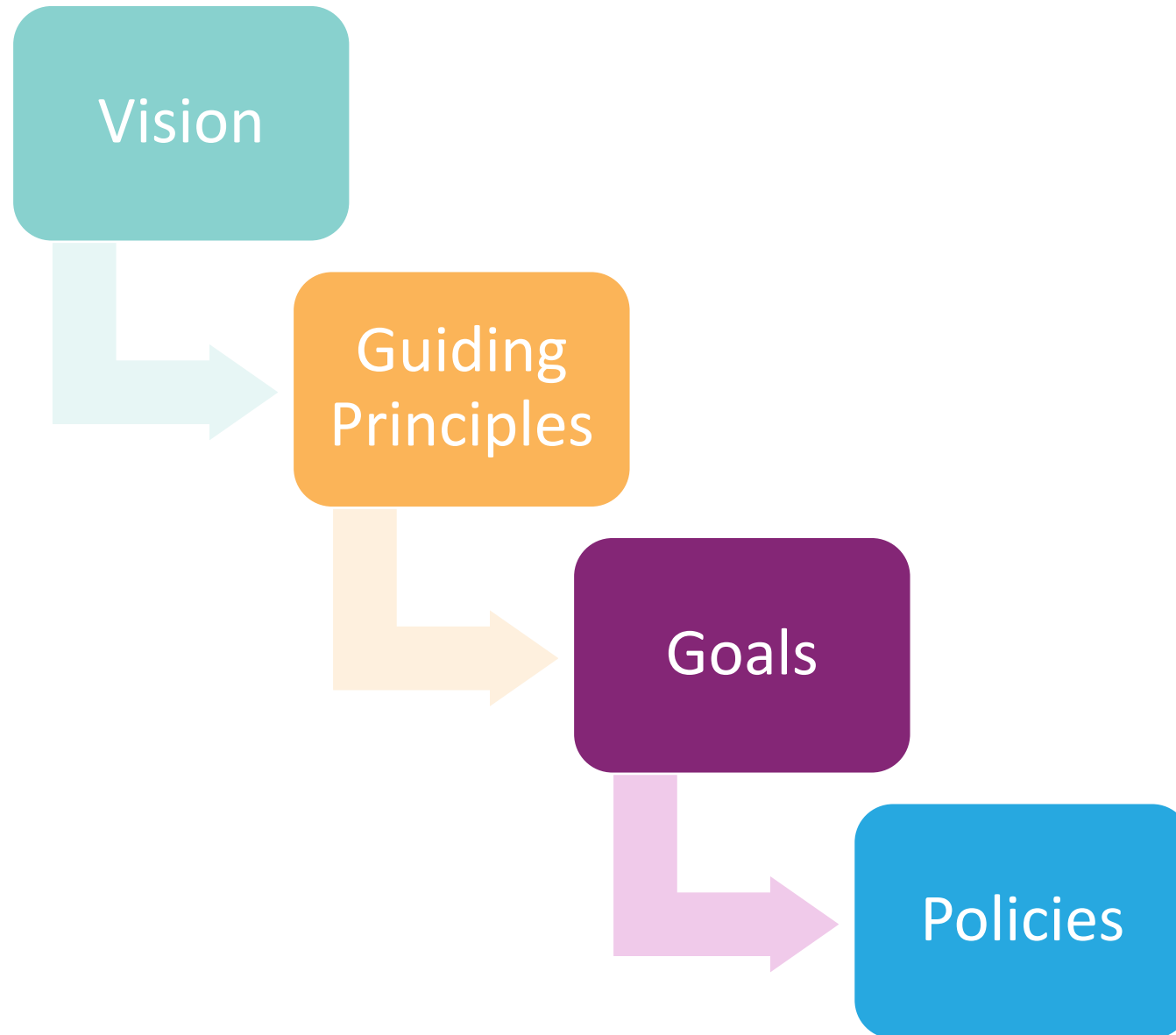
ECONOMIC PROSPERITY DRAFT GUIDING PRINCIPLES

Renowned Institutions. The development and enhancement of institutions that provide world-class research, higher education, healthcare, and culture, which contribute to the built environment, and support the economic growth and attractiveness of the community and region.

ECONOMIC PROSPERITY DRAFT GUIDING PRINCIPLES

A Center of Economic Activity. An employment center with scientific research, technology, healthcare, education and office uses that provides jobs in proximity to residential, retail, and visitor-serving uses connected by transit which supports the economic viability and attractiveness of the community and region.

WHAT IS A...VISION, GUIDING PRINCIPLE, GOAL, POLICY?



Vision

A vision statement describes the desired future state of the community through the implementation of the Community Plan.

Guiding Principles

Guiding principles are core principles that represent the long-term priorities of the Community Plan. They are either standalone statements or woven into the fabric of the plan.

Goals

Goals are succinct statements that identify a desired future state of the community. Goals are broad enough to be widely applicable, but specific enough to identify priorities. Goals are what a plan hopes to accomplish and provides direction for decisions.

Policies

Policies are rules or actions which implement the goals. They are specific statements with a call to action to achieve the desired goals.

DEVELOPING GOAL LANGUAGE

Goals

The development of goal language includes initiating draft language, discussing what each goal means to the community and identifying concerns, questions or unclear aspects of the goal.

PROCESS FOR DEVELOPING GOALS & POLICIES



WRITING GOALS & POLICIES

Goals

Policies

- Focus on writing succinct language – keep it simple, but brief.
- Avoid writing too many goals and too few policies.
- Remember there are often multiple policies under one goal.

ECONOMIC PROSPERITY DRAFT GOALS

A major employment center for the San Diego region.

A diverse, resilient, and vibrant economy which attracts and retains employers and employees, contributes to the community, and is characterized by equity and economic opportunity for all.

A balanced mix of jobs and housing choices that meet the needs of a diversified economy and provides options for employees to walk, bike, or take transit to their job.

A mix of land uses that support education, healthcare, scientific research, and other base sector industries.

A mix of neighborhood, community, and regional-serving commercial land uses that provide goods and services for residents and businesses.