UNIVERSITY COMMUNITY PLAN UPDATE SUBCOMMITTEE MEETING

PLANNING DEPARTMENT

APRIL 21, 2020

The City of SAN DIEGO

UNIVERSITY Community Plan Update

ZOOM TOOLS

RAISE/LOWER HAND

CHAT

UNIVERSITY COMMUNITY PLAN UPDATE SUBCOMMITTEE MEETING

PLANNING DEPARTMENT

APRIL 21, 2020

The City of SAN DIEGO

UNIVERSITY Community Plan Update

AGENDA

6:00	WELCOME
6:05	WELCOME REMARKS – Hon. Council President Pro Tem Barbara Bry
6:10	CALL TO ORDER, Andy Wiese, Chair
	VIRTUAL ROLL CALL
	APPROVAL OF THE MINUTES
	NON-AGENDA PUBLIC COMMENT – Two minutes per speaker
6:20	Item 1 INFO ITEM – Housing and Economic Trends & Uses
6:35	DISCUSSION
6:55	Item 2 INFO ITEM – Urban Design Framework Diagrams & Focus Area Report Out
7:15	DISCUSSION
7:30	ADJOURNMENT

UNIVERSITY
Community Plan Update

WELCOME

Katie Witherspoon, AICP
Project Manager
City of San Diego

Gabriella Folino
Senior Urban Designer
Dyett & Bhatia

Diego Velasco, AICP
Principal
Citythinkers

The City of SAN DIEGO

MEETING PURPOSE & EXPECTED TAKEAWAYS

PURPOSE

To review housing, economic trends and uses, and urban design framework diagrams that were presented at the Economic Forum in February 2020.

DISCUSSION

TAKEAWAYS

WHAT'S NEXT?

MEETING PURPOSE & EXPECTED TAKEAWAYS

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TAKEAWAYS

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TAKEAWAYS

Feedback will guide Staff in the creation of land use scenarios and urban design concepts, which will be an iterative process.

WHAT'S NEXT?

MEETING PURPOSE & EXPECTED TAKEAWAYS

PURPOSE	To review housing, economic trends and uses, and urban design framework diagrams that were presented at the Economic Forum in February 2020.
DISCUSSION	To answer questions regarding the information presented during today's meeting.
TAKEAWAYS	Feedback will guide Staff in the creation of land use scenarios and urban design concepts, which will be an iterative process.
WHAT'S NEXT?	Next month, the Planning Team will provide a focused overview of the Urban Design Framework Diagrams, soliciting feedback along the way.

UNIVERSITY CPUS SCHEDULE

2020 FEB 18

Economic Prosperity Forum

2020 MAR 17

Mobility Vision

Recorded Presentation & Comment Cards

NO IN-PERSON MEETING

2020 APR 21

Housing, Economic Trends, & Urban Design Framework

Discussion

VIRTUAL MEETING

2020 MAY 19

Urban Design

Discussion

VIRTUAL MEETING

2020 SUMMER

Open Space, Parks, Recreation, and Public Space

Discussion

PLATFORM TBD

EIR Technical Studies

HOUSING

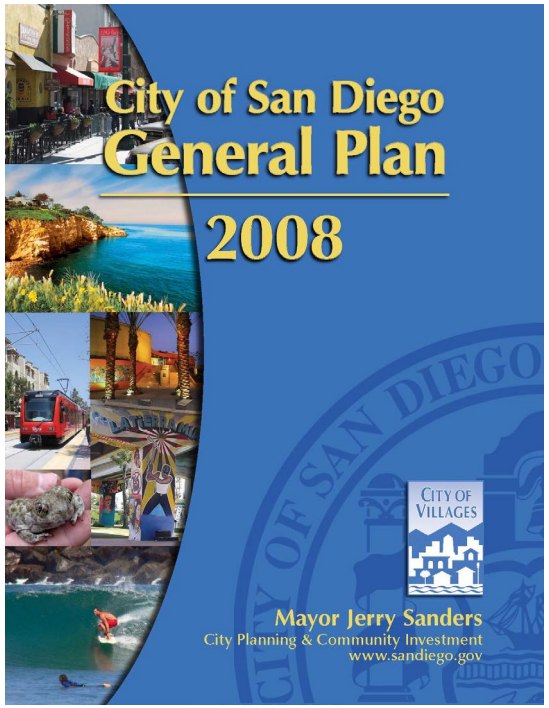
Katie Witherspoon, AICP

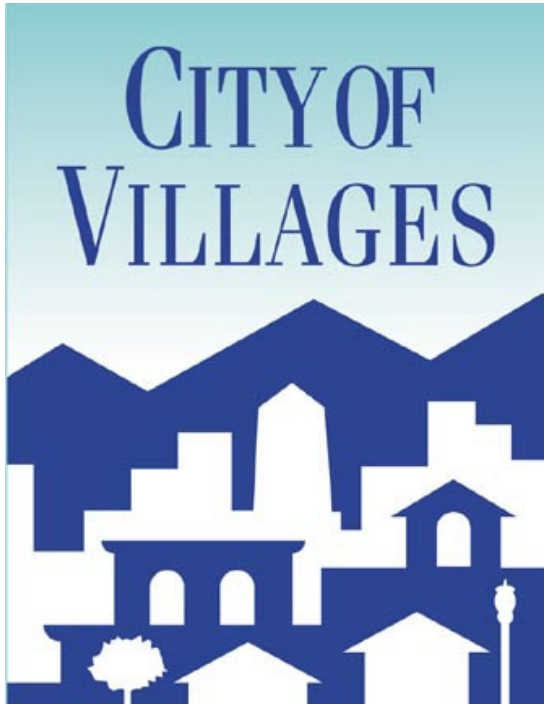
City of San Diego

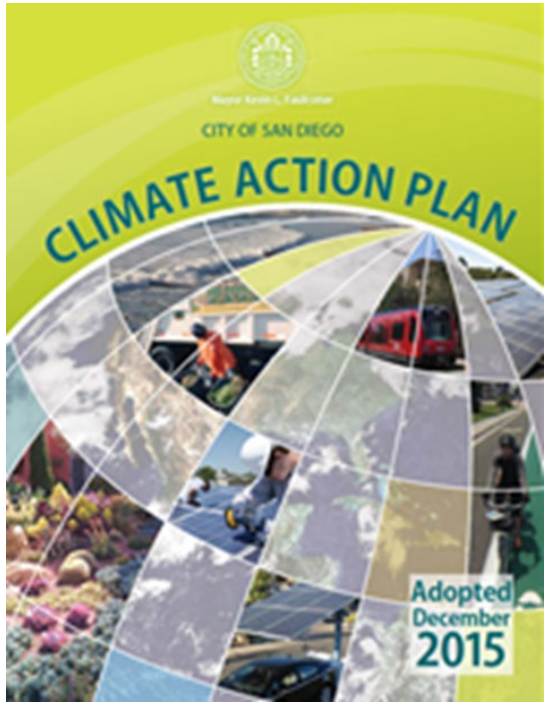
The City of SAN DIEGO

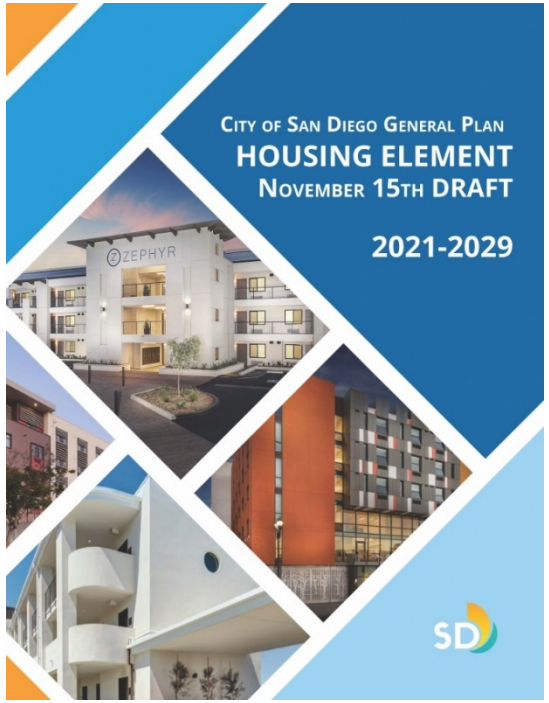
UNIVERSITY Community Plan Update

DRAFT HOUSING ELEMENT





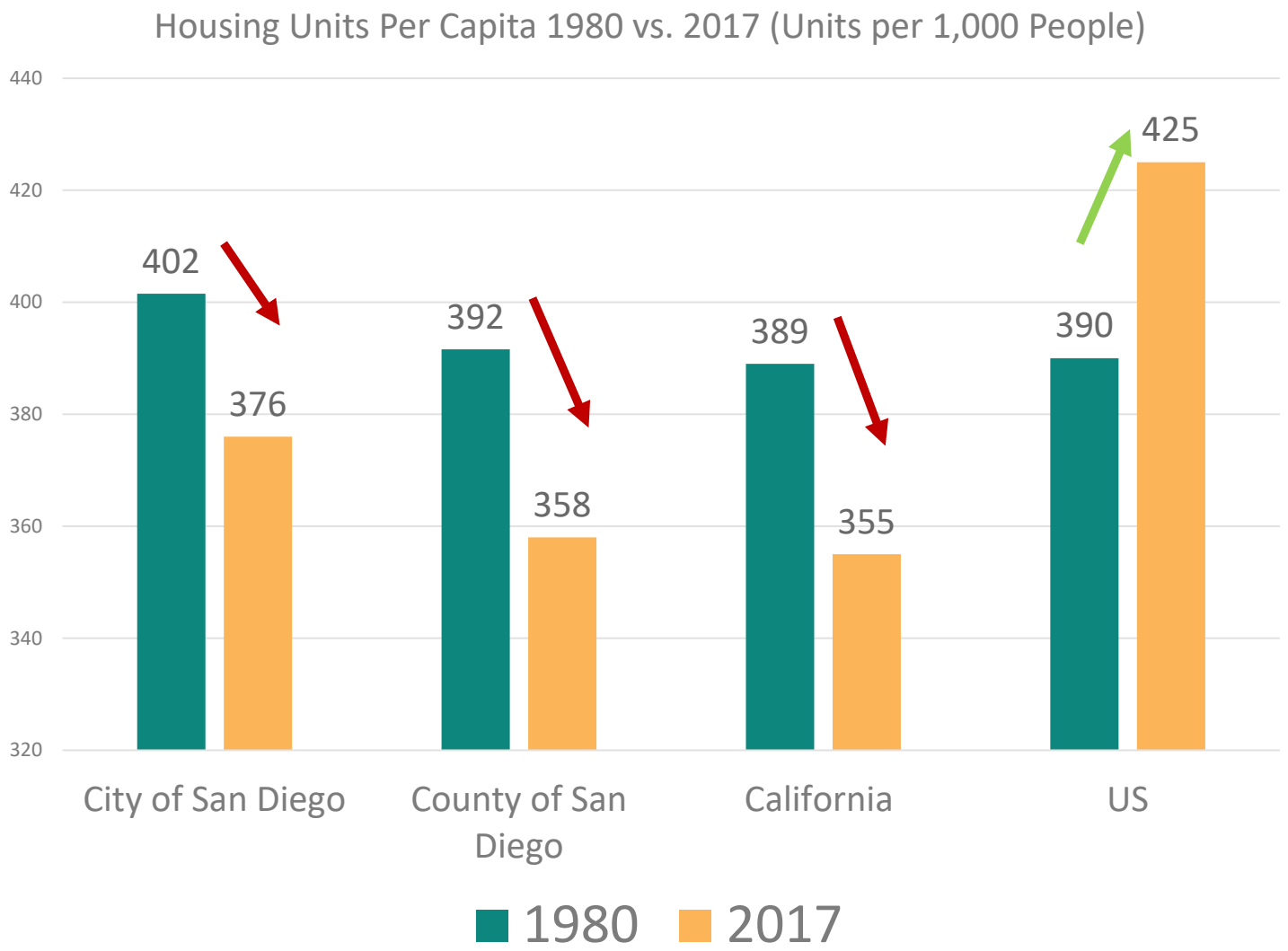




COMPARING HOUSING AVAILABILITY

Housing Access

- San Diego and California show long-term decline in housing access, while the U.S. shows an 8.2% increase.

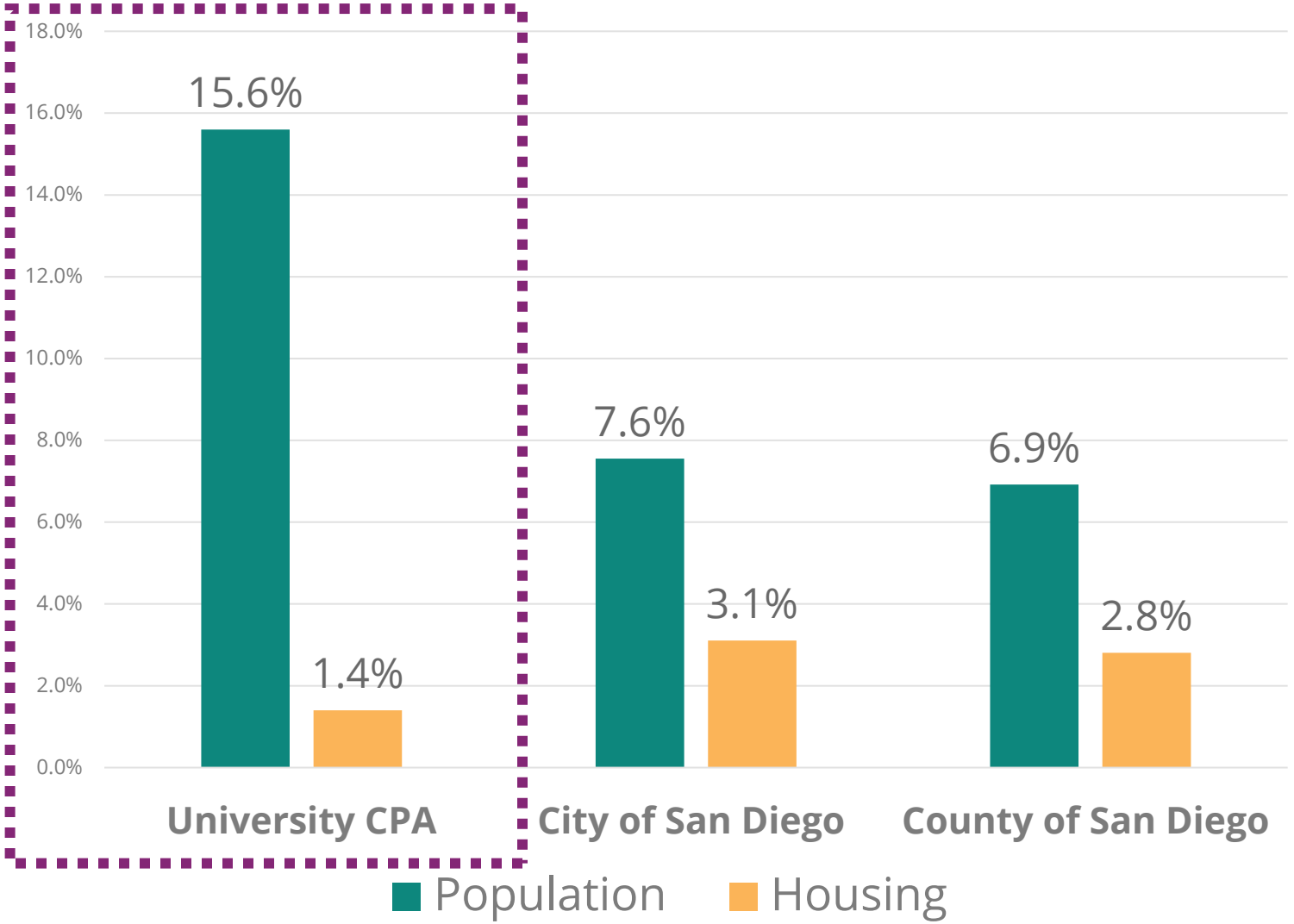


Data Source: U.S. Census

RECENT POPULATION & HOUSING GROWTH

Between 2010 to 2017:

- Population grew 2x faster than City & County
- Housing growth not keeping pace with population growth
- Jobs-Housing Imbalance (3 jobs/1 housing)



Data Source: U.S. Census and SANDAG

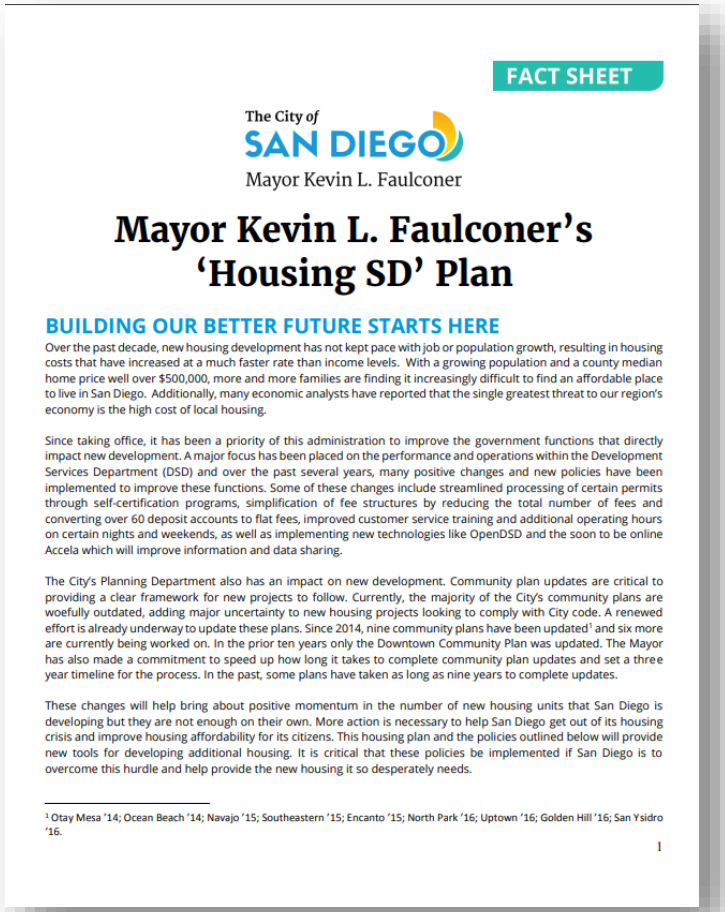
Housing Need

- **44%** of San Diegans aged **23 to 38** are **considering leaving** San Diego **in the next two years**
- 68% identify affordable housing options as one of the top three reasons they were considering a move

https://sdchamber.org/wp-content/uploads/2019/05/Millennials-at-Work-Report.pdf

HOUSING NEED

According to the latest State of California & SANDAG's Regional Housing Needs Assessment (RHNA), the City of San Diego needs to build **108,036 housing units** by 2029.



FACT SHEET

The City of SAN DIEGO
Mayor Kevin L. Faulconer

Mayor Kevin L. Faulconer's 'Housing SD' Plan

BUILDING OUR BETTER FUTURE STARTS HERE

Over the past decade, new housing development has not kept pace with job or population growth, resulting in housing costs that have increased at a much faster rate than income levels. With a growing population and a county median home price well over $500,000, more and more families are finding it increasingly difficult to find an affordable place to live in San Diego. Additionally, many economic analysts have reported that the single greatest threat to our region's economy is the high cost of local housing.

Since taking office, it has been a priority of this administration to improve the government functions that directly impact new development. A major focus has been placed on the performance and operations within the Development Services Department (DSD) and over the past several years, many positive changes and new policies have been implemented to improve these functions. Some of these changes include streamlined processing of certain permits through self-certification programs, simplification of fee structures by reducing the total number of fees and converting over 60 deposit accounts to flat fees, improved customer service training and additional operating hours on certain nights and weekends, as well as implementing new technologies like OpenDSD and the soon to be online Accela which will improve information and data sharing.

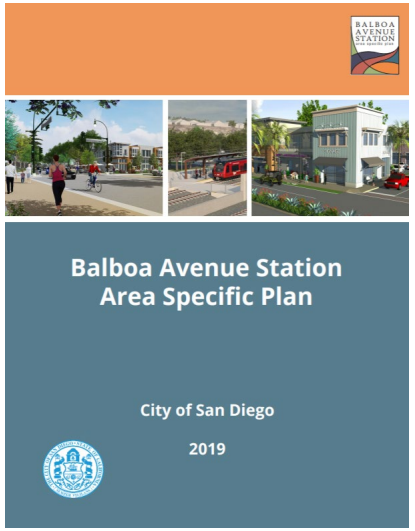
The City's Planning Department also has an impact on new development. Community plan updates are critical to providing a clear framework for new projects to follow. Currently, the majority of the City's community plans are woefully outdated, adding major uncertainty to new housing projects looking to comply with City code. A renewed effort is already underway to update these plans. Since 2014, nine community plans have been updated[1] and six more are currently being worked on. In the prior ten years only the Downtown Community Plan was updated. The Mayor has also made a commitment to speed up how long it takes to complete community plan updates and set a three year timeline for the process. In the past, some plans have taken as long as nine years to complete updates.

These changes will help bring about positive momentum in the number of new housing units that San Diego is developing but they are not enough on their own. More action is necessary to help San Diego get out of its housing crisis and improve housing affordability for its citizens. This housing plan and the policies outlined below will provide new tools for developing additional housing. It is critical that these policies be implemented if San Diego is to overcome this hurdle and help provide the new housing it so desperately needs.

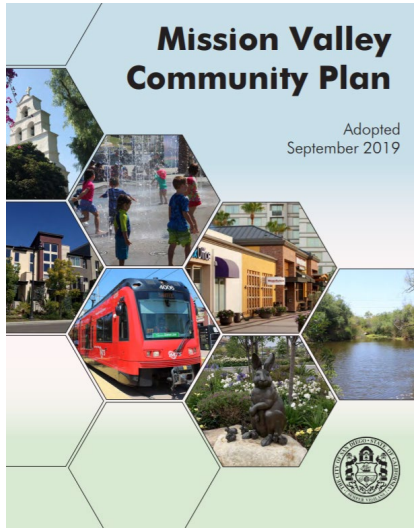
[1] Otay Mesa '14; Ocean Beach '14; Navajo '15; Southeastern '15; Encanto '15; North Park '16; Uptown '16; Golden Hill '16; San Ysidro '16.

1

RECENT PLAN UPDATES & SPECIFIC PLANS

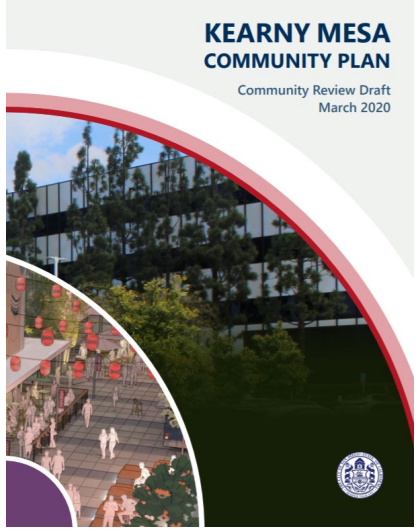


Balboa Station Area Specific Plan
763 existing
+4,729 units*
210 total acres
26.2 units per acre



Mission Valley Community Plan
10,000 existing
+27,913 units*
2,418 total acres
15.7 units per acre

Morena Corridor Specific Plan
1,000 existing
+7,016 units*
280 total acres
15.7 units per acre



Kearny Mesa Community Plan Draft
2,800 existing
+20,000 units*
4,400 total acres
5.2 units per acre

*added capacity, not guaranteed production

UNIVERSITY CPA DEMOGRAPHICS

70,768 Residents

26,375 Housing Units

79,217 Jobs

2.35 Persons per Household

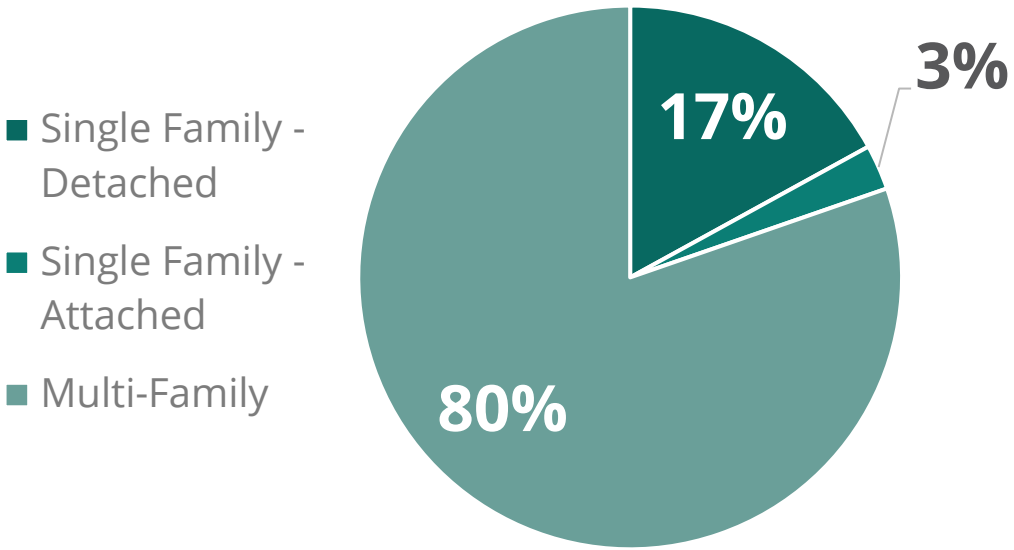
11,052 Students Living on Campus
4,751 Students/Faculty in Other Housing

Source: SANDAG Estimates, 2017 & UCSD Student Profile, 2017-2018.

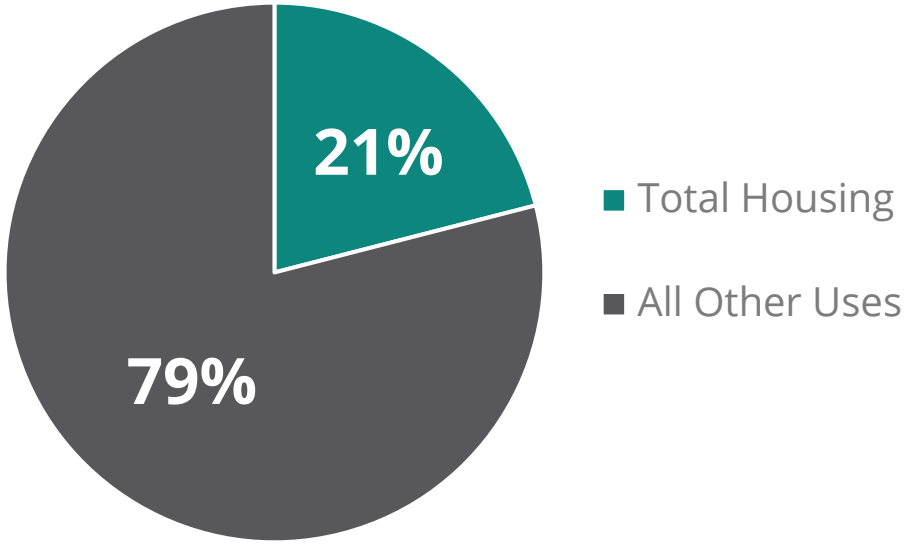
UNIVERSITY HOUSING STOCK

26,375 Housing Units

Housing Units by Type



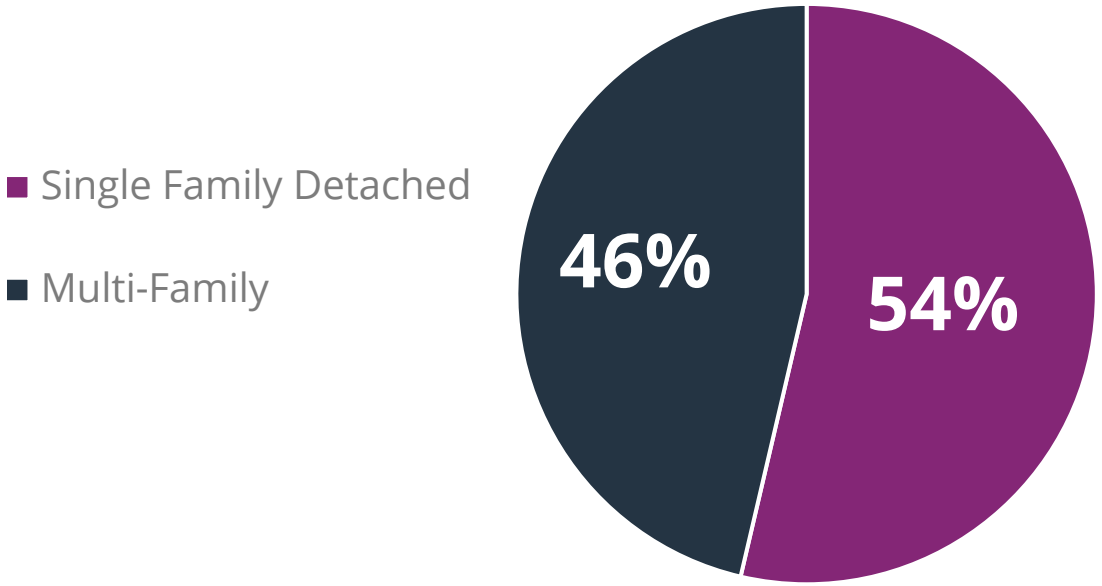
Housing Percent of Total Acreage



8,500 Acres

Source: SANDAG Estimates, 2017 & City of San Diego, 2020

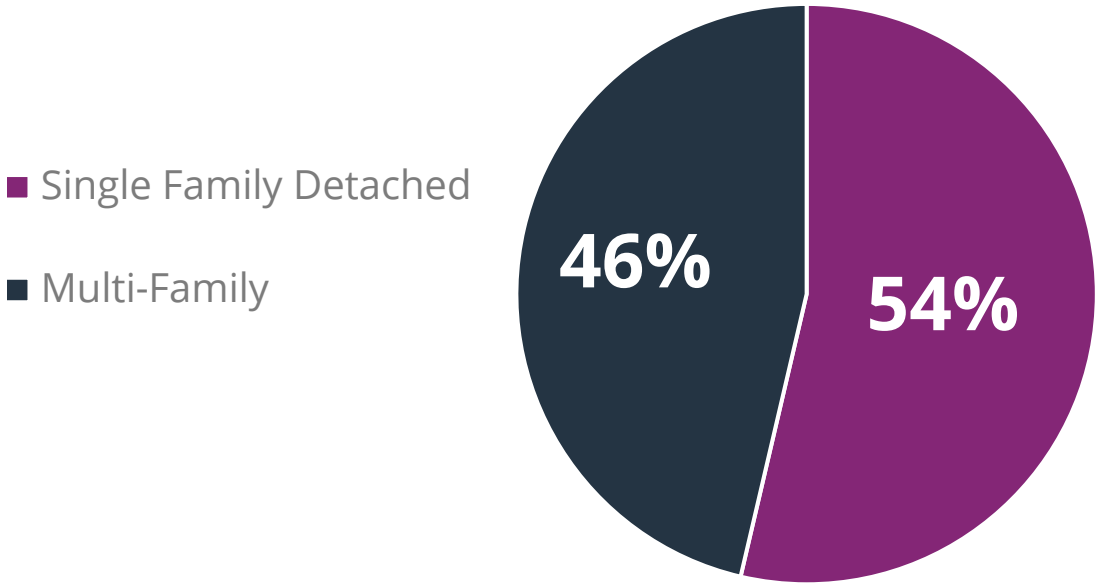
HOUSING TYPES BY ACRES



Approximately **5 units per acre** in **Single Family Detached Land Uses**

Approximately **25 units per acre** in **Multi-Family Land Uses**

HOUSING TYPES BY ACRES



Approximately **5 units per acre** in **Single Family Detached Land Uses**

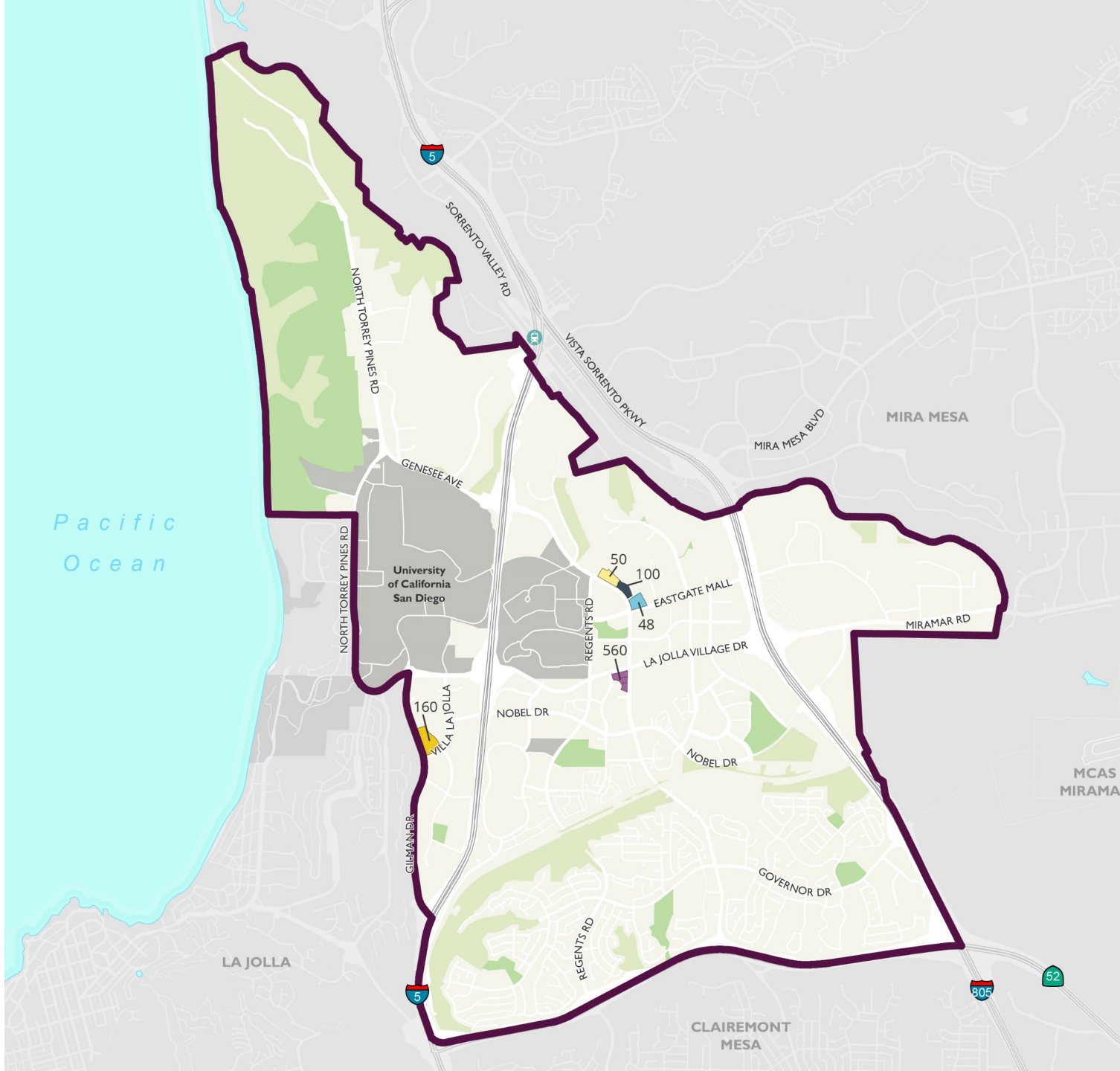
Approximately **25 units per acre** in **Multi-Family Land Uses**

3.1 units per acre

UNIVERSITY Community Plan Update

HOUSING

918 total units in remaining housing capacity under Current Community Plan



The City of SAN DIEGO

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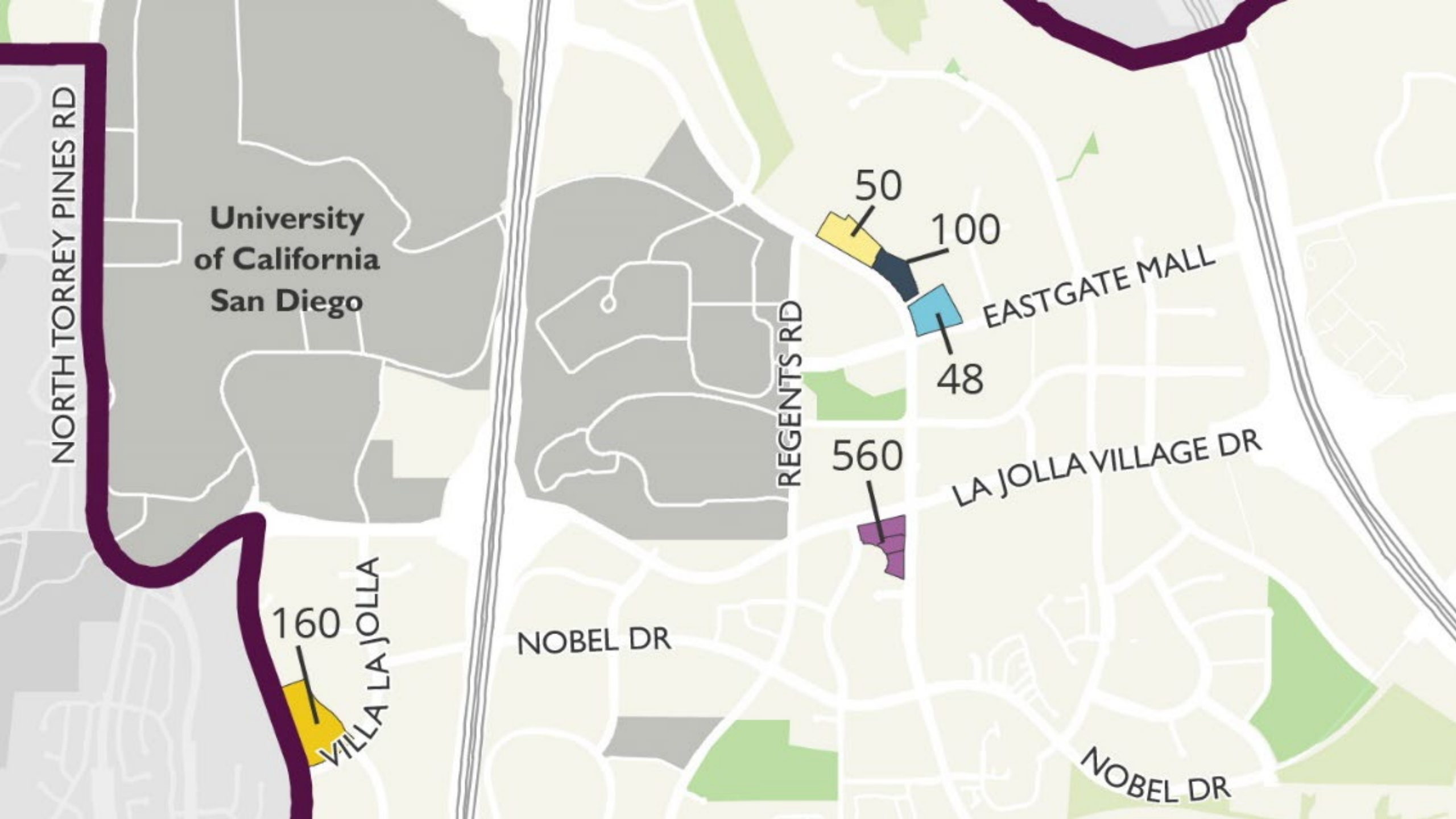
Miles

Source: City of San Diego, 2020


NORTH TORREY PINES RD
University of California San Diego
50
100
EASTGATE MALL
48
REGENTS RD
560
LA JOLLA VILLAGE DR
160
VILLA LA JOLLA
NOBEL DR
NOBEL DR

WHAT'S NEXT?

Community members will have the opportunity to provide feedback on potential land uses scenarios through the Online Community Engagement Tool (OCET)

ECONOMIC TRENDS & USES

Katie Witherspoon, AICP

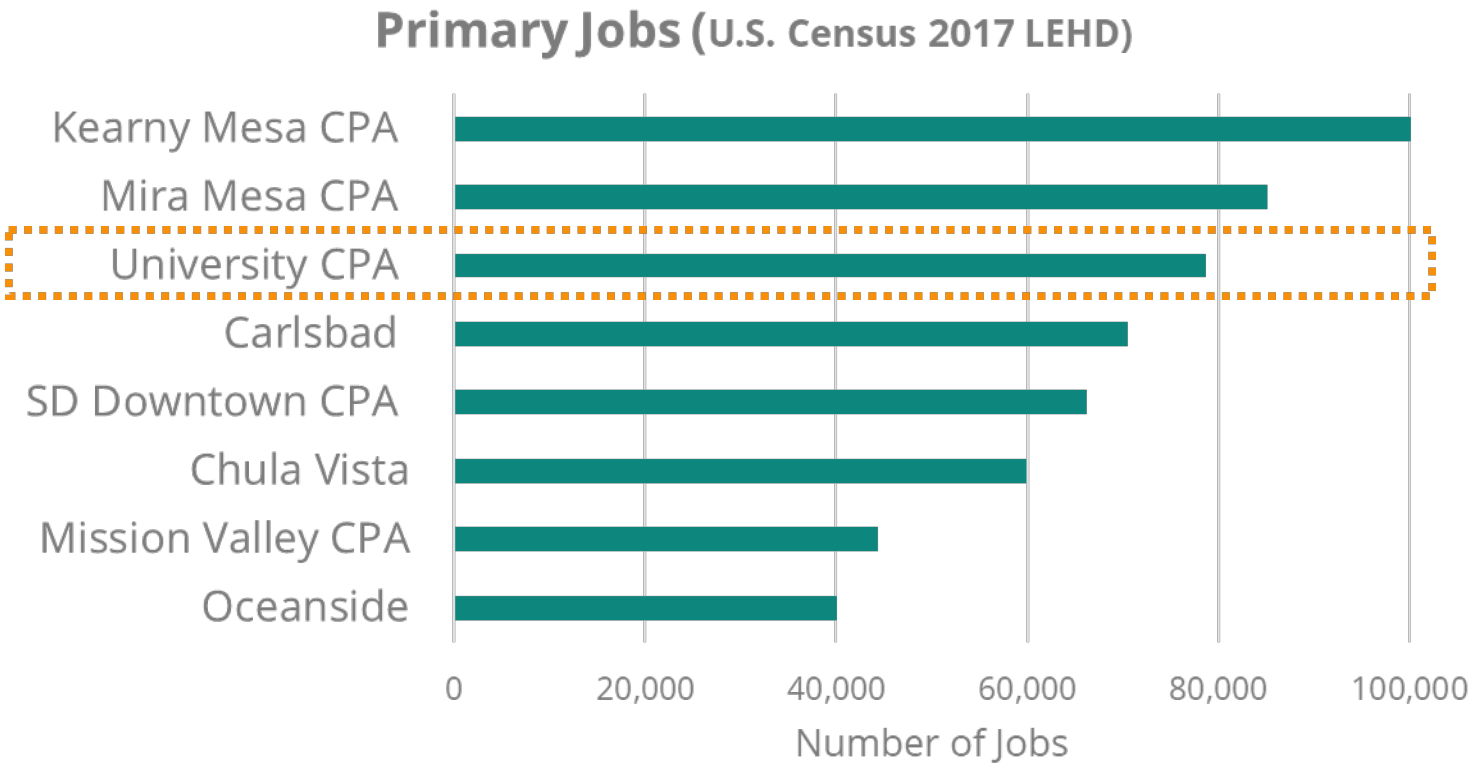
City of San Diego

The City of SAN DIEGO

UNIVERSITY Community Plan Update

UNIVERSITY EMPLOYMENT CENTER

79,217 Jobs

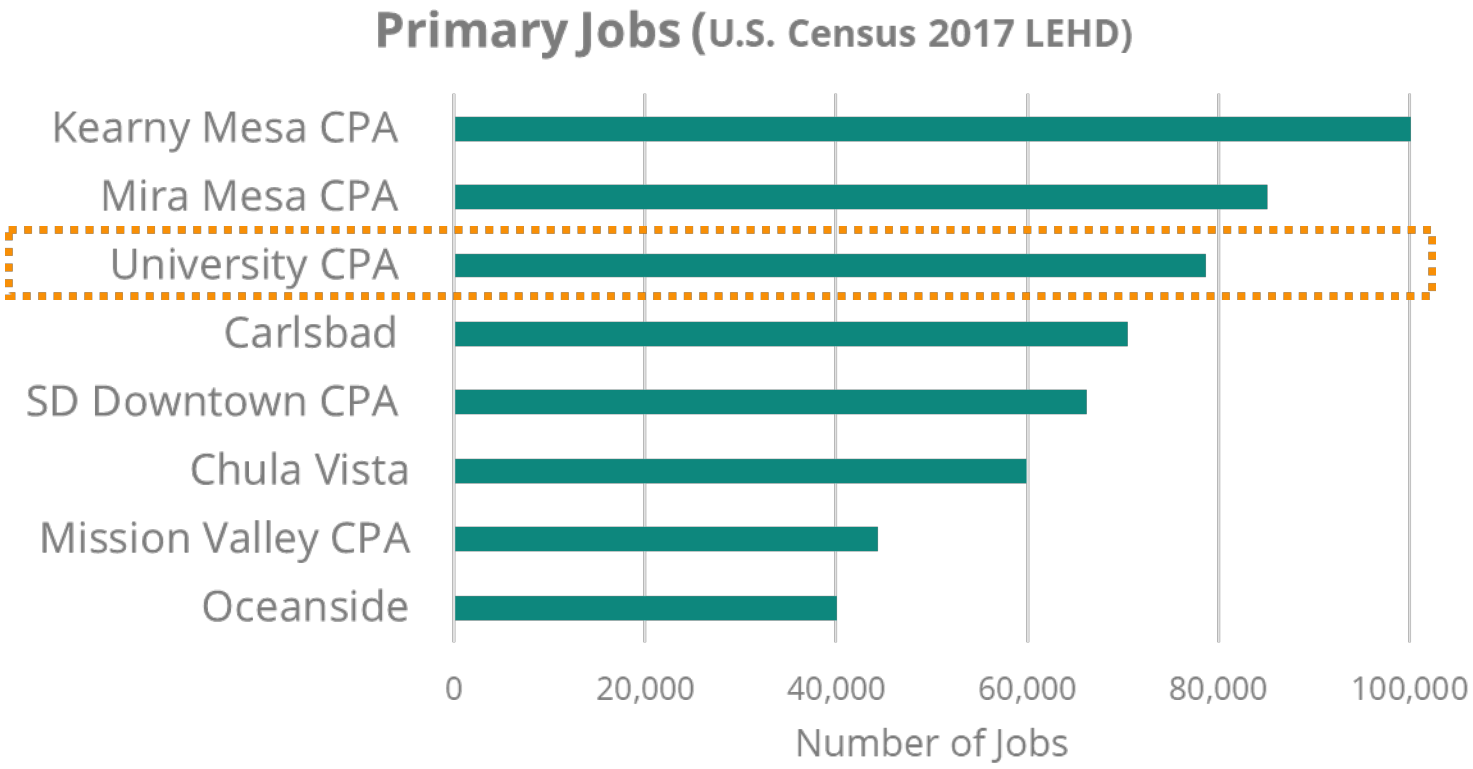


Source: SANDAG Community Estimates, 2017, 2020.

UNIVERSITY EMPLOYMENT CENTER

79,217 Jobs

10.8% of city jobs
(2017)



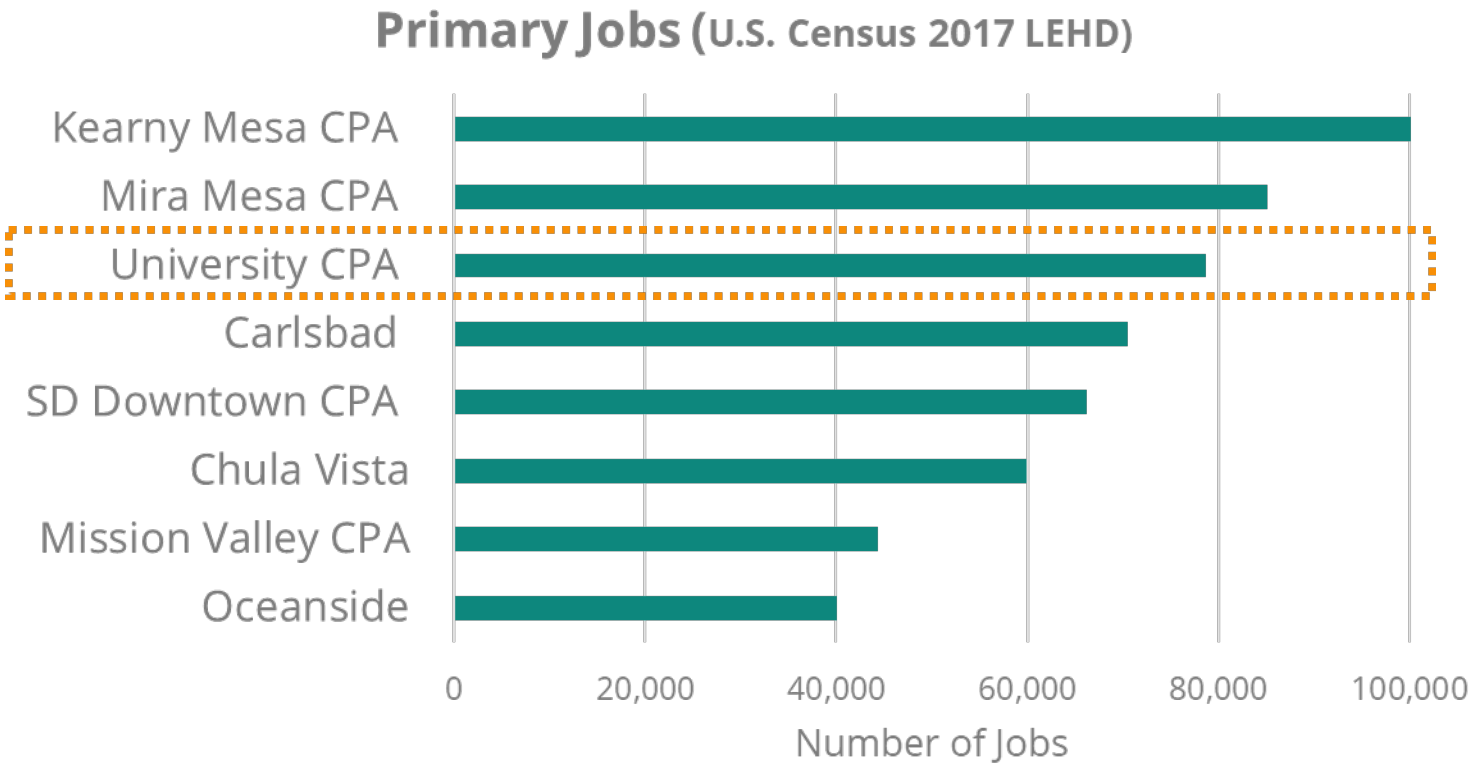
Source: SANDAG Community Estimates, 2017, 2020.

UNIVERSITY EMPLOYMENT CENTER

79,217 Jobs

10.8% of city jobs
(2017)

3rd Largest Employment Center in the Region



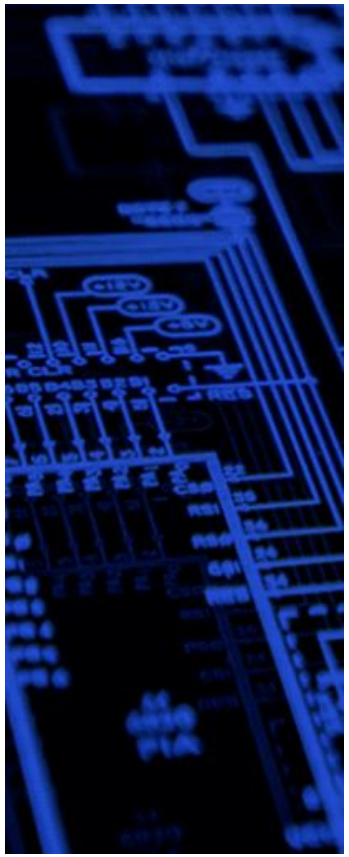
Source: SANDAG Community Estimates, 2017, 2020.

KEY INDUSTRY CLUSTERS

UCSD

Health Care

Life Science



Tech

Finance (FIRE)

Images: UCSD; Cushman Wakefield; Qualcomm; SD Regional EDC.

LIFE SCIENCE CLUSTERS

1. Boston-Cambridge
2. San Francisco Bay Area
3. San Diego
4. New Jersey
5. Raleigh-Durham
6. Washington, D.C. – Baltimore
7. New York City
8. Philadelphia
9. Los Angeles
10. Chicago

PRIMARY LIFE SCIENCE CLUSTERS

CBRE: Ranked by size of laboratory inventory, size and long-term growth in life science employment, number and concentration of key scientist, size of funding sources.

LIFE SCIENCE CLUSTERS

1. Boston-Cambridge
2. San Francisco Bay Area
3. **San Diego**
4. New Jersey
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PRIMARY LIFE SCIENCE CLUSTERS

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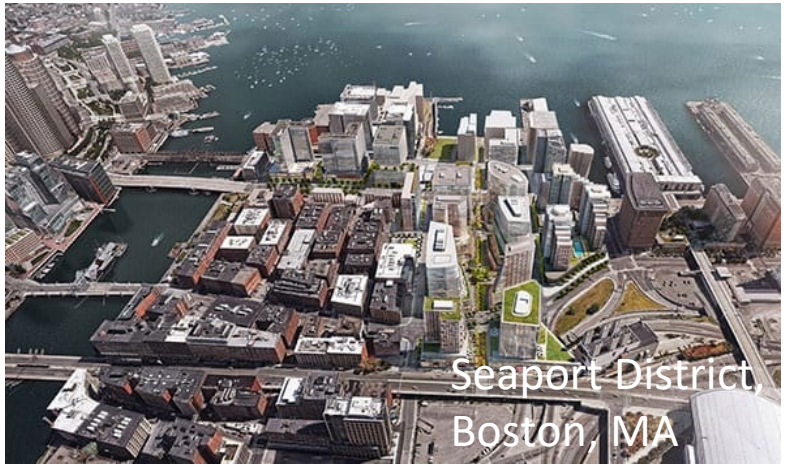
LIFE SCIENCE DEVELOPMENT TRENDS

TOP LIFE SCIENCE CLUSTER



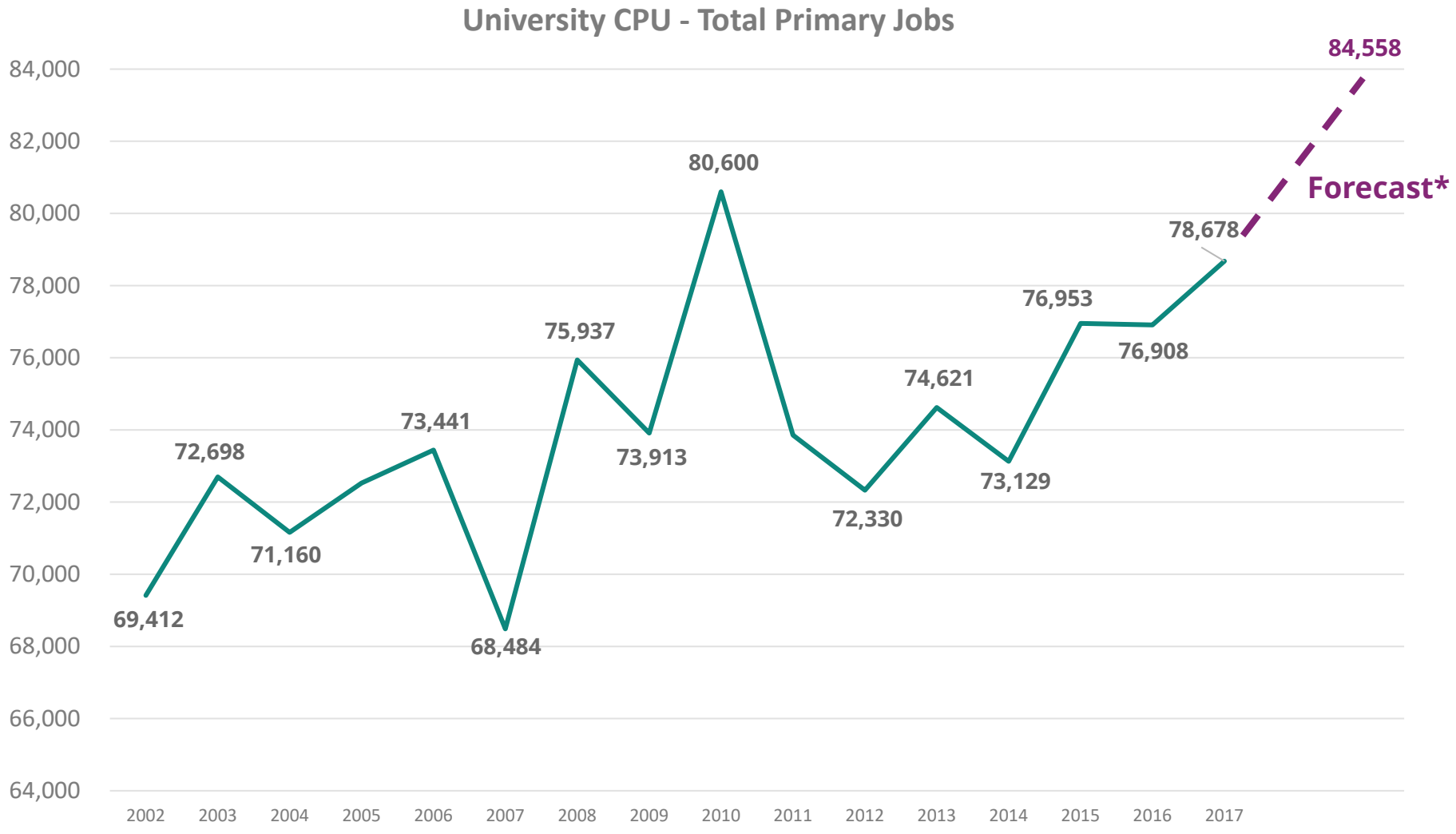
EMERGING LIFE SCIENCE HUB

- Dynamic mixed-use districts
- Creating places that attract & retain talent

Sources: Image 1: Bisnow.com, Image 2: CoUrbanize.com, Image 3: Bizjournals.com, Image 4: ARE, Image 5: BizJournals.com

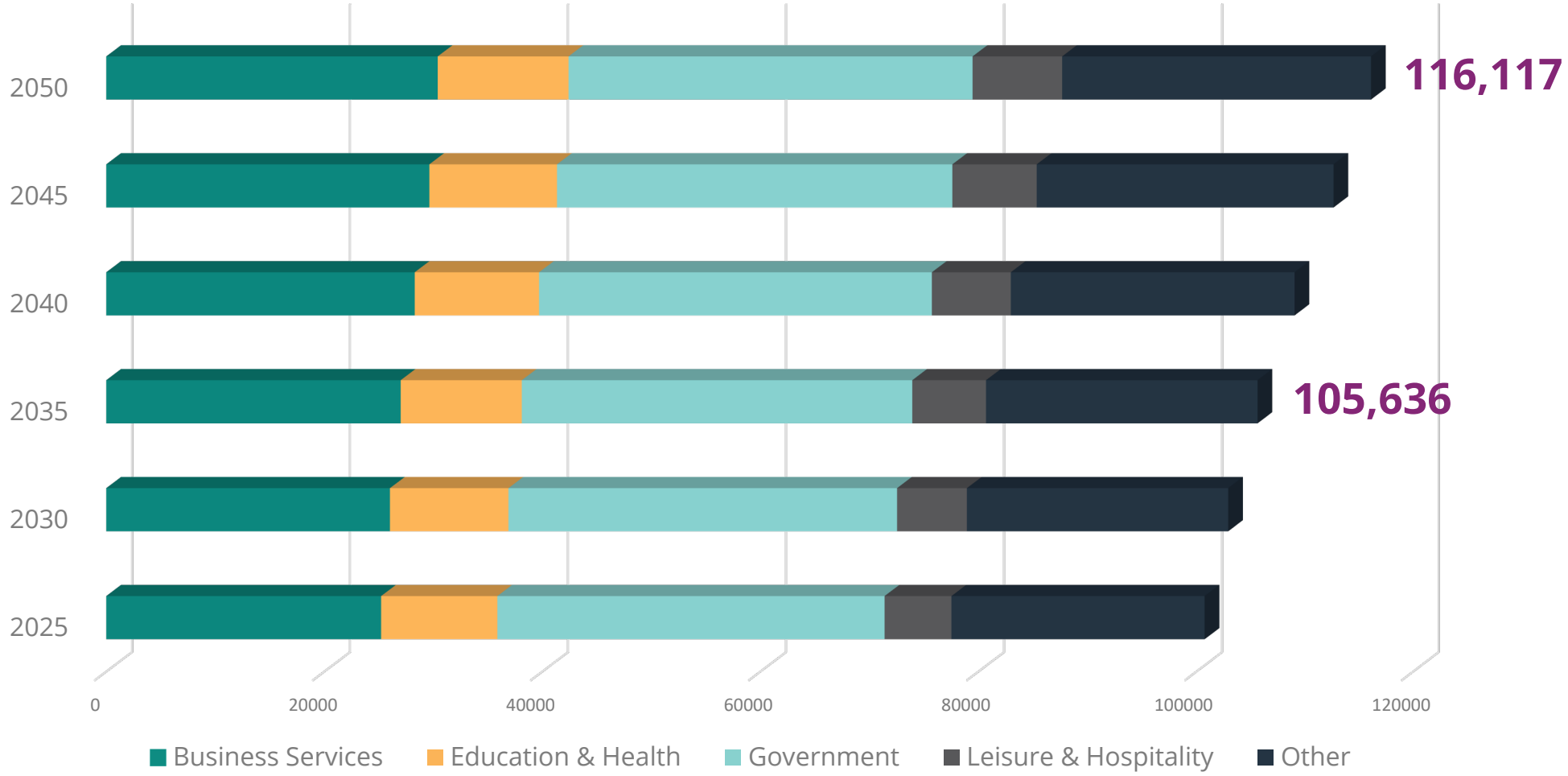
EMPLOYMENT GROWTH – 2002 TO 2020

20% employment growth between 2002 to 2020



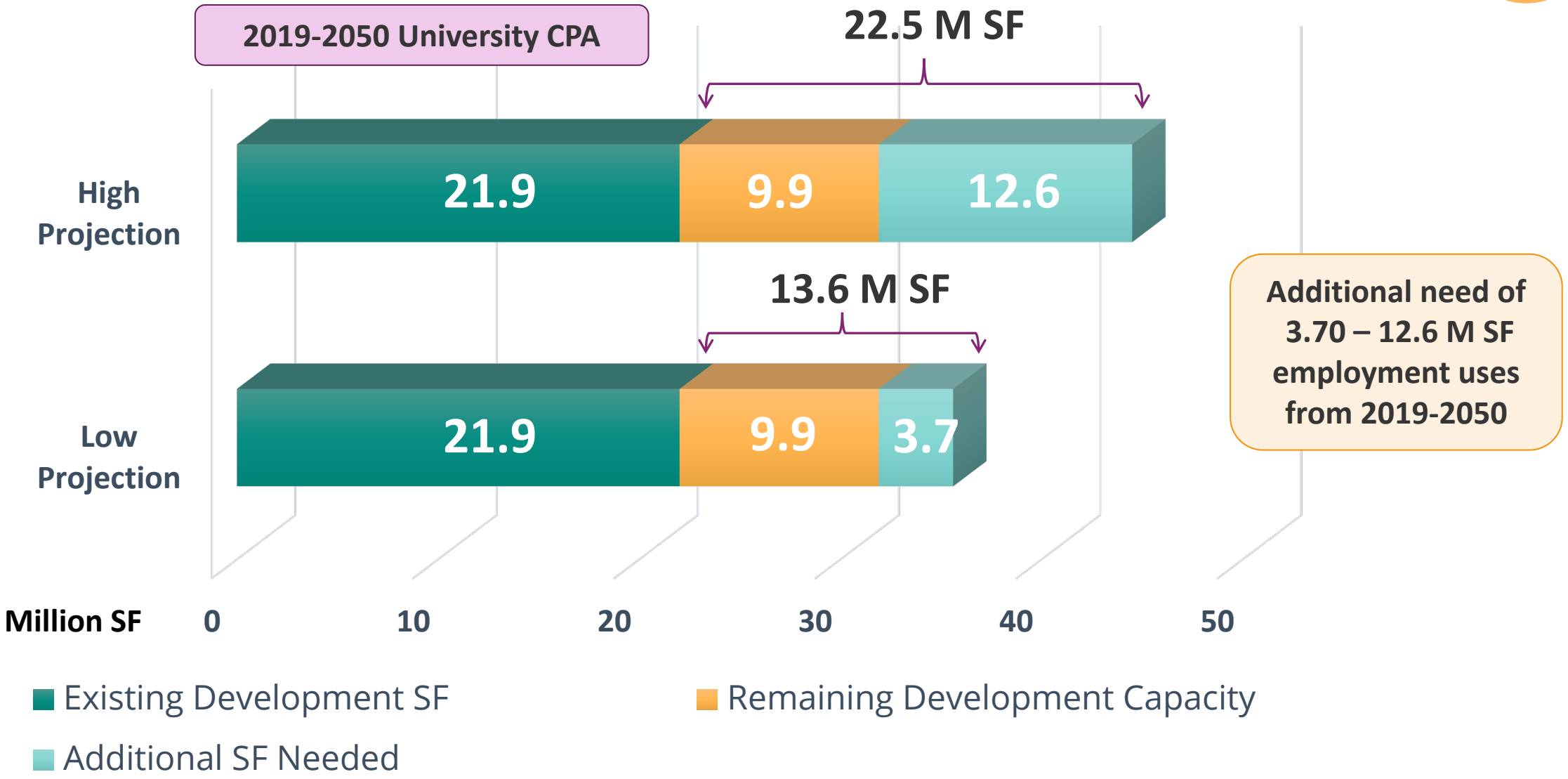
*Data: Census LEHD; *Forecast (2020) by Keyser Marston Associates*

FUTURE JOBS PROJECTION



Data: SANDAG, 2020.

LONG-TERM FORECAST*



Additional need of 3.70 – 12.6 M SF employment uses from 2019-2050

Office, R&D, Industrial, & Retail – Projection by Keyser Marston Associates

SUBMARKET TRENDS

UTC Submarket, **reached a near 20-year low vacancy rate** at the end of 2019 and maintains the lowest vacancy rate among San Diego's core tech and life science submarkets.

Annual rent growth ended the year **above the historical benchmark** for the third straight year.

Image Source: Takeda

SUBMARKET TRENDS

Apple moved into its 100,000-SF space in UTC in 19Q4 and will ultimately **bring 1,200 jobs** to San Diego over the next several years and added two more deals in 19Q4:

- 200,000 SF lease at a new BioMed development adjacent to Eastgate Terrace (scheduled for a 2021 delivery).
- 160,000-SF lease via Kilroy on Towne Centre Dr. that will be ready in 2020.

Image Source: BioMed, 2019

SUBMARKET TRENDS

Mid-Coast Trolley will catalyze transit-oriented development (opening in 2021)

Image Source: SANDAG, 2019

COMMUNITY PLAN LAND USE OPPORTUNITIES

PRESERVE OPEN SPACE

PLACEMAKING

TRANSIT PRIORITY AREAS

TRANSIT ORIENTED DEVELOPMENT

UNIVERSITY COMMUNITY PLAN

INCREASING DENSITY IN TRANSITION ZONE

REMOVING LAND USE INTENSITY TABLE

MIXED USE ZONES

COLLOCATING USES

DISCUSSION

The City of SAN DIEGO

UNIVERSITY Community Plan Update

URBAN DESIGN FRAMEWORK DIAGRAMS

Gabriella Folino, *Dyett & Bhatia*
Diego Velasco, AICP, *Citythinkers*

The City of SAN DIEGO

UNIVERSITY Community Plan Update

RECAP

What is Urban Design?

Shaping Places

Embracing Streets

Human Comfort

Understanding Context

Making Connections

The City of SAN DIEGO

Shaping Places

1

The City of SAN DIEGO

Embracing Streets

2

The City of SAN DIEGO

Human Comfort

3

The City of SAN DIEGO

Understanding Context

4

The City of SAN DIEGO

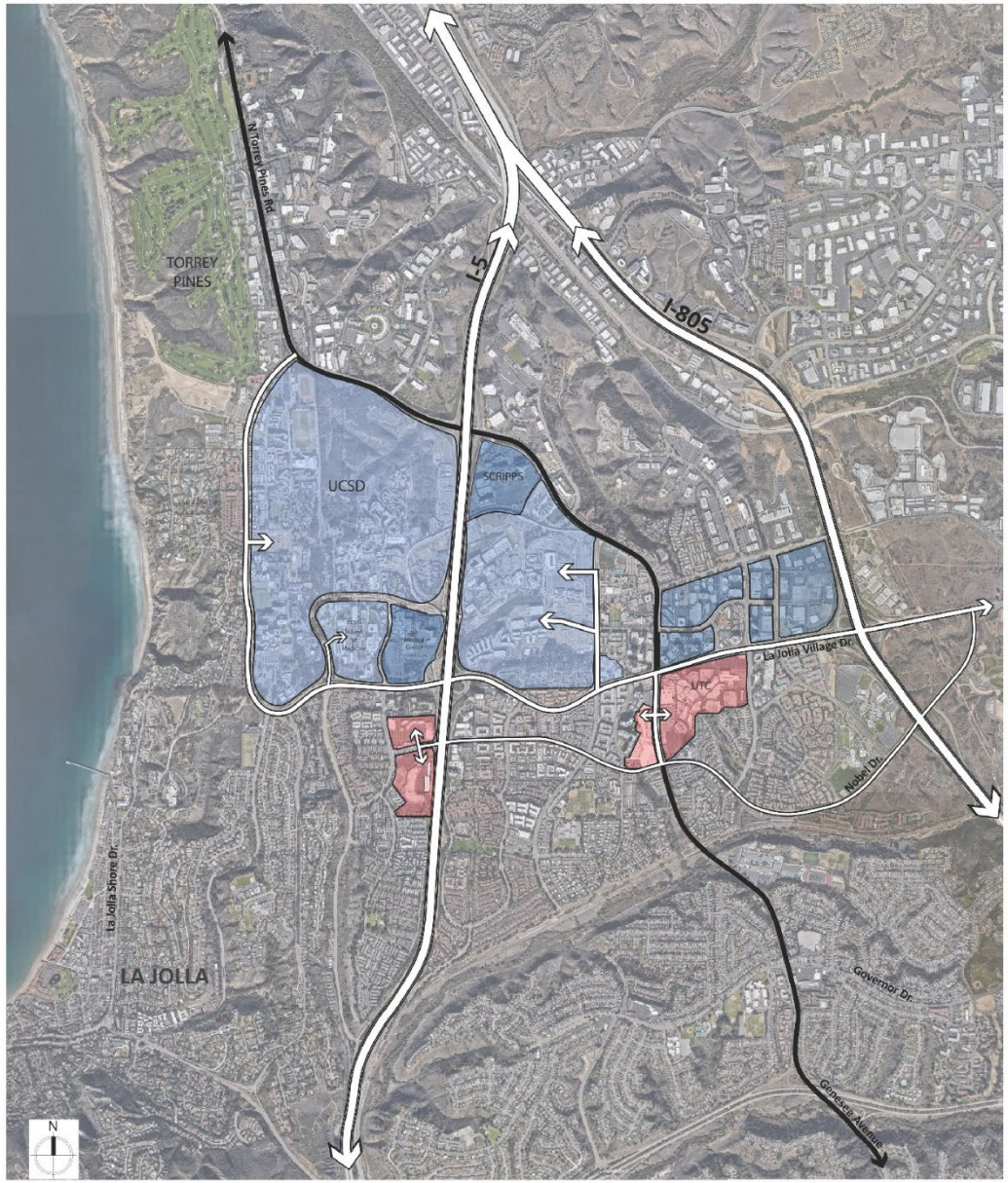
Making Better Connections

5

The City of SAN DIEGO

CAR ERA

- Designed for Movement NOT Placemaking
- Transportation Infrastructure Divides more than it Connects
- Topography Divides more than it Accentuates



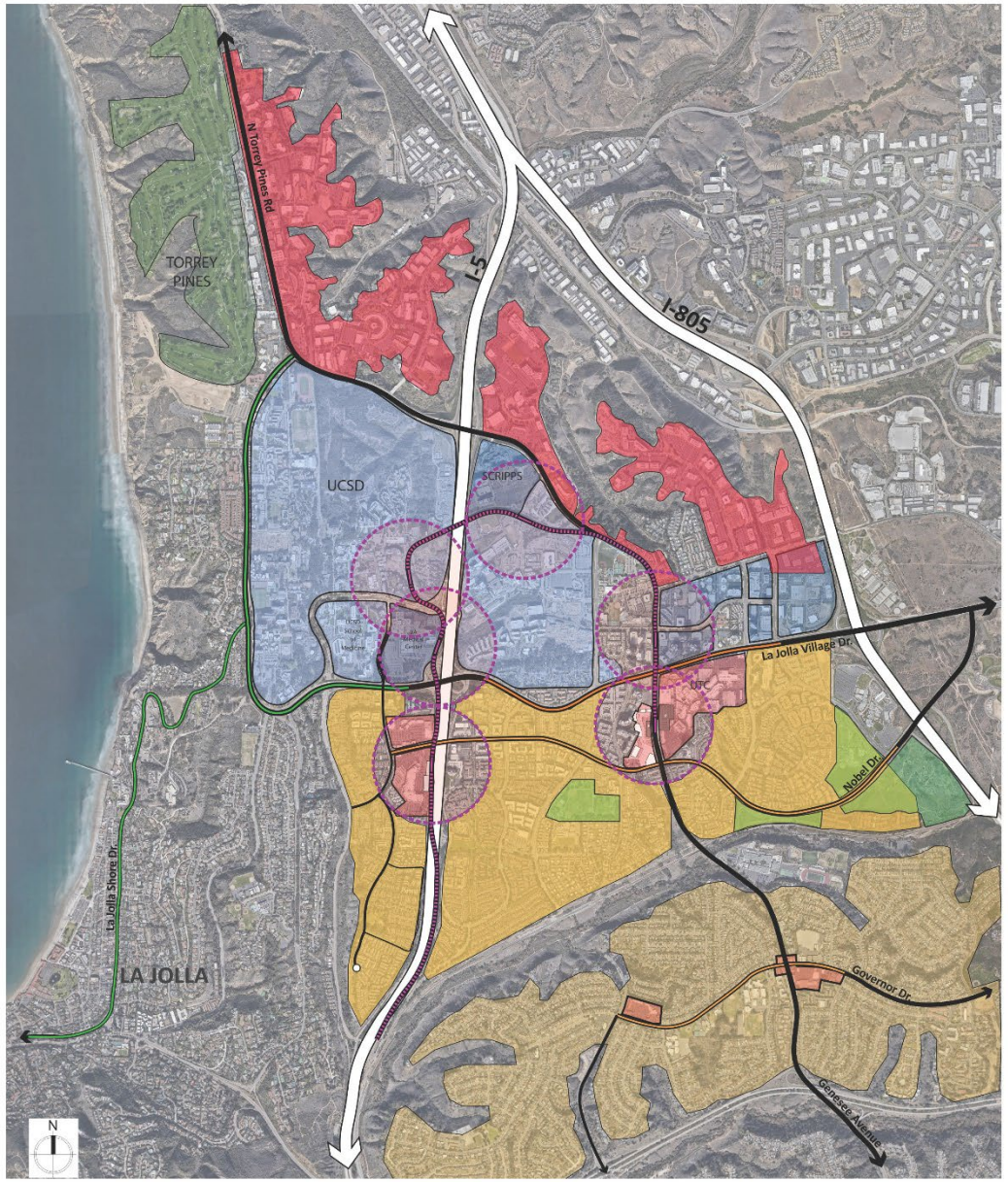
La Jolla Village Dr.

Genesee Ave.

Nobel Dr.

TRANSIT ERA

- Connects all the Big Players but Misses Several Key Areas
- Should Connect Neighborhoods NOT Divide them
- Potential to Catalyze Development and Placemaking



Pepper Canyon

SOURCE: Carrier Johnson: sandiegodowntownnews.com/uc-san-diego-a-vision-for-east-village/

UTC Mall & Costa Verde Center

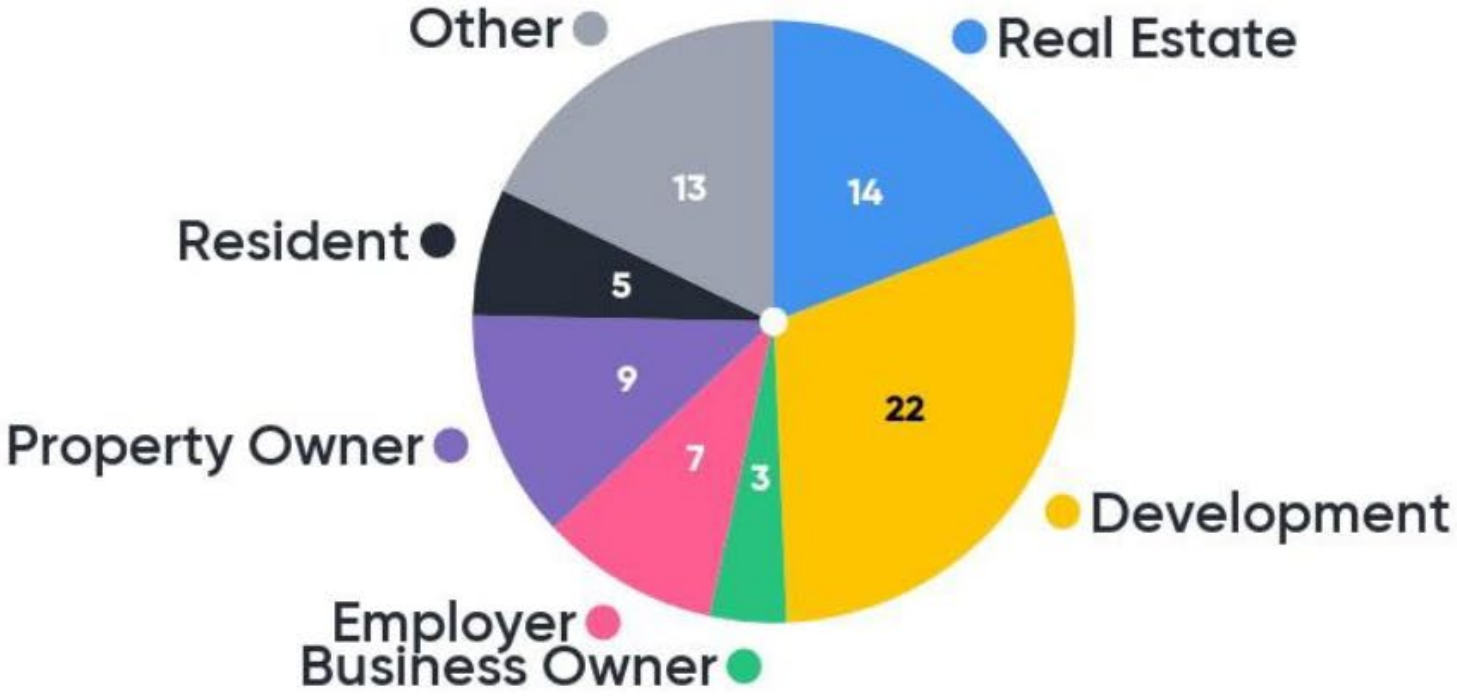
La Jolla Village Square

URBAN DESIGN OPPORTUNITIES

What are some Urban Design Opportunities in University?

Which best describes your role in the University Community? (select all that apply)

Mentimeter



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KATHRYN
CAREY
FOCUS AREA 3
FORUM ON LAND USE & ECONOMIC PROSPERITY

4: The area around La Jolla Village Square

UNIVERSITY Community Plan Update

FOCUS AREAS

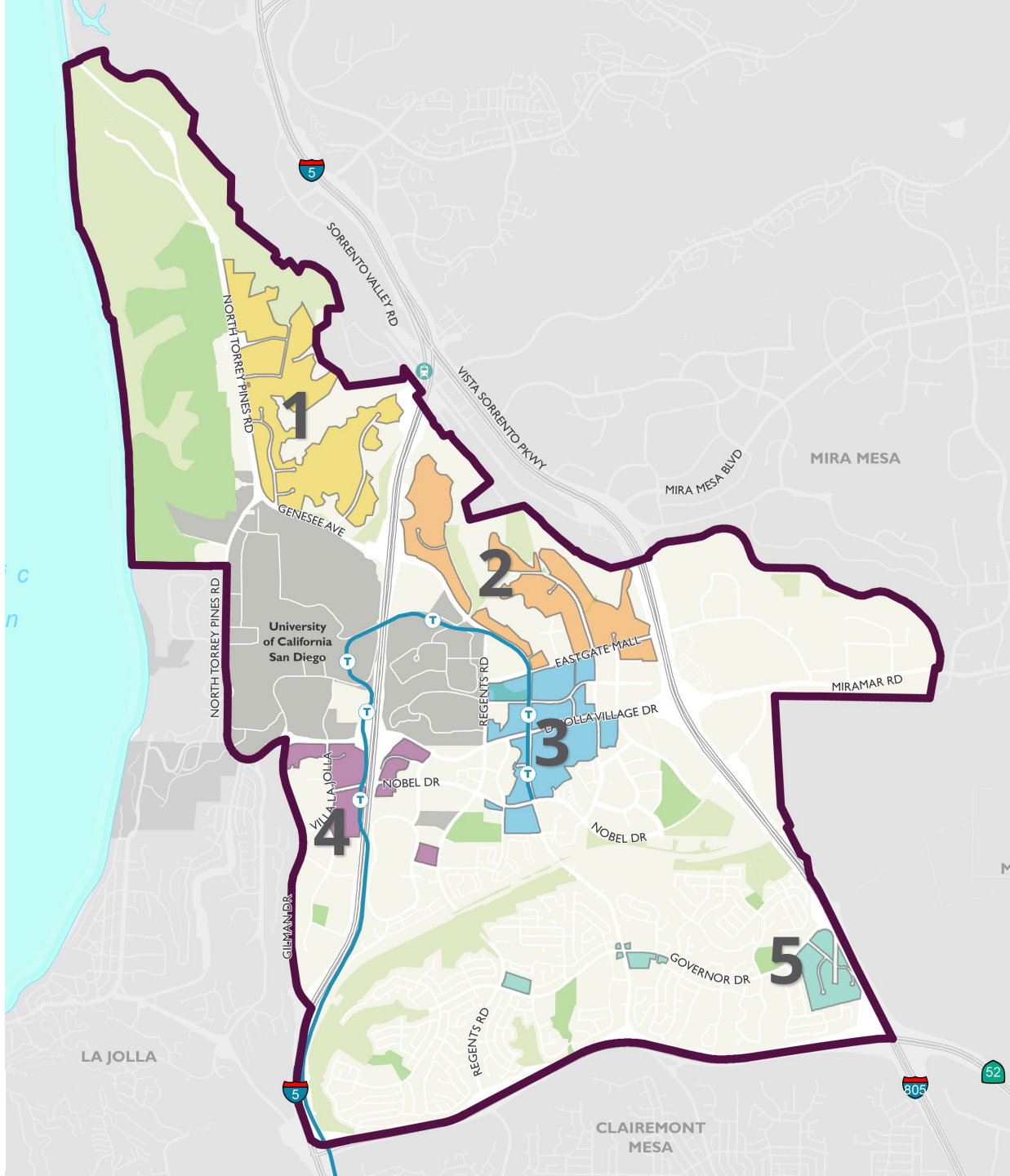
Focus Area 1: N. Torrey Pines Employment Cluster

Focus Area 2: Campus Point & Towne Centre Dr. Employment Cluster

Focus Area 3: UTC Mall Area

Focus Area 4: La Jolla Village Square Area

Focus Area 5: Governor Dr.



The City of SAN DIEGO

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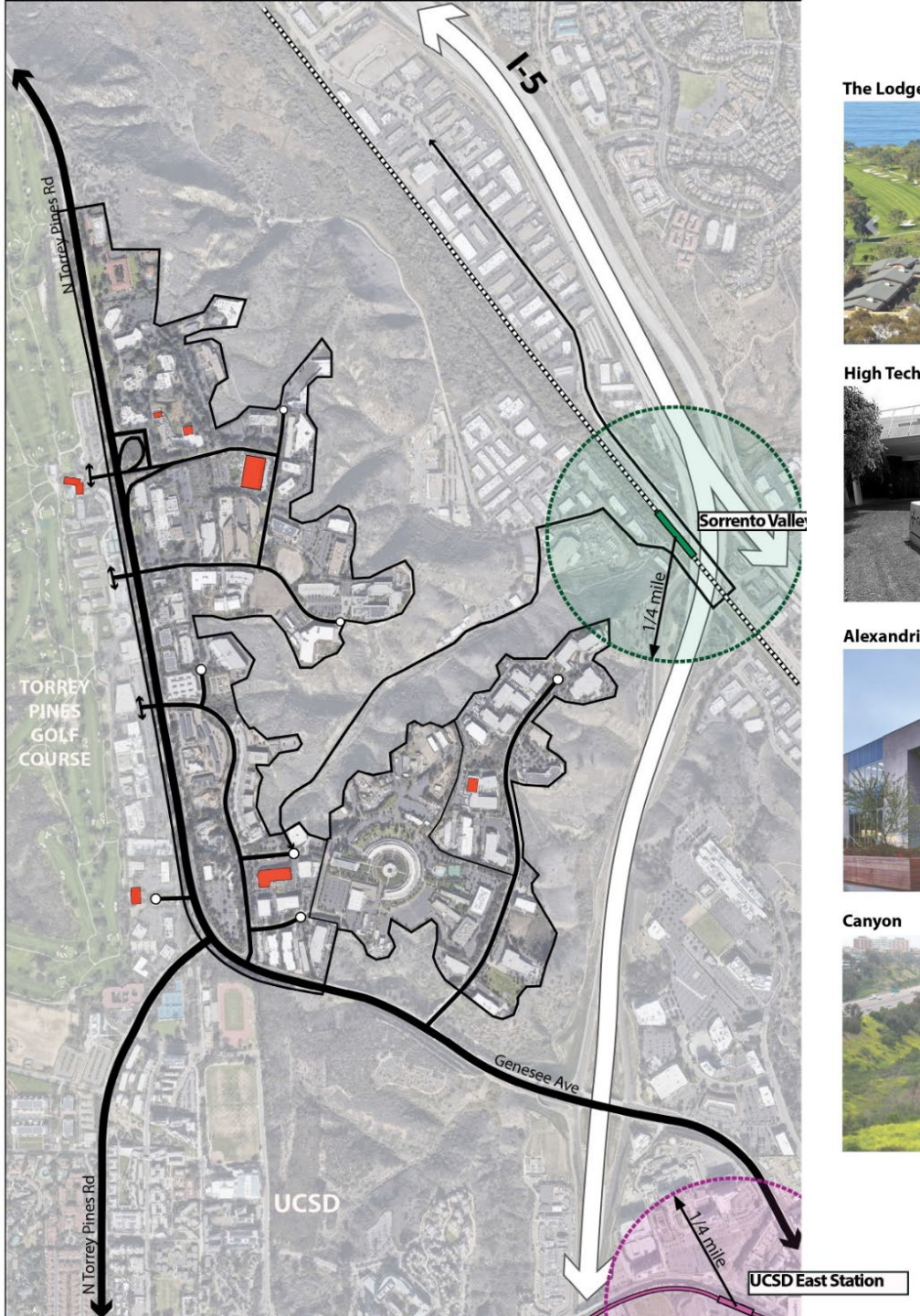
Source: City of San Diego, 2020

FOCUS AREA 1

- Science and Technology Park within an exclusive, secluded and prime location between the Canyon and the Torrey Pines Golf Course.
- Tech & Biomed Cluster: The area is home of long-term, established firms
- Improved working life environment emerging with services and employee amenities *(Farmer & Seahorse, Green Acre Nautilus)*
- Edge Development
- Canyon Interface
- Low-Rise



The Lodge at Torrey Pines

High Tech Companies

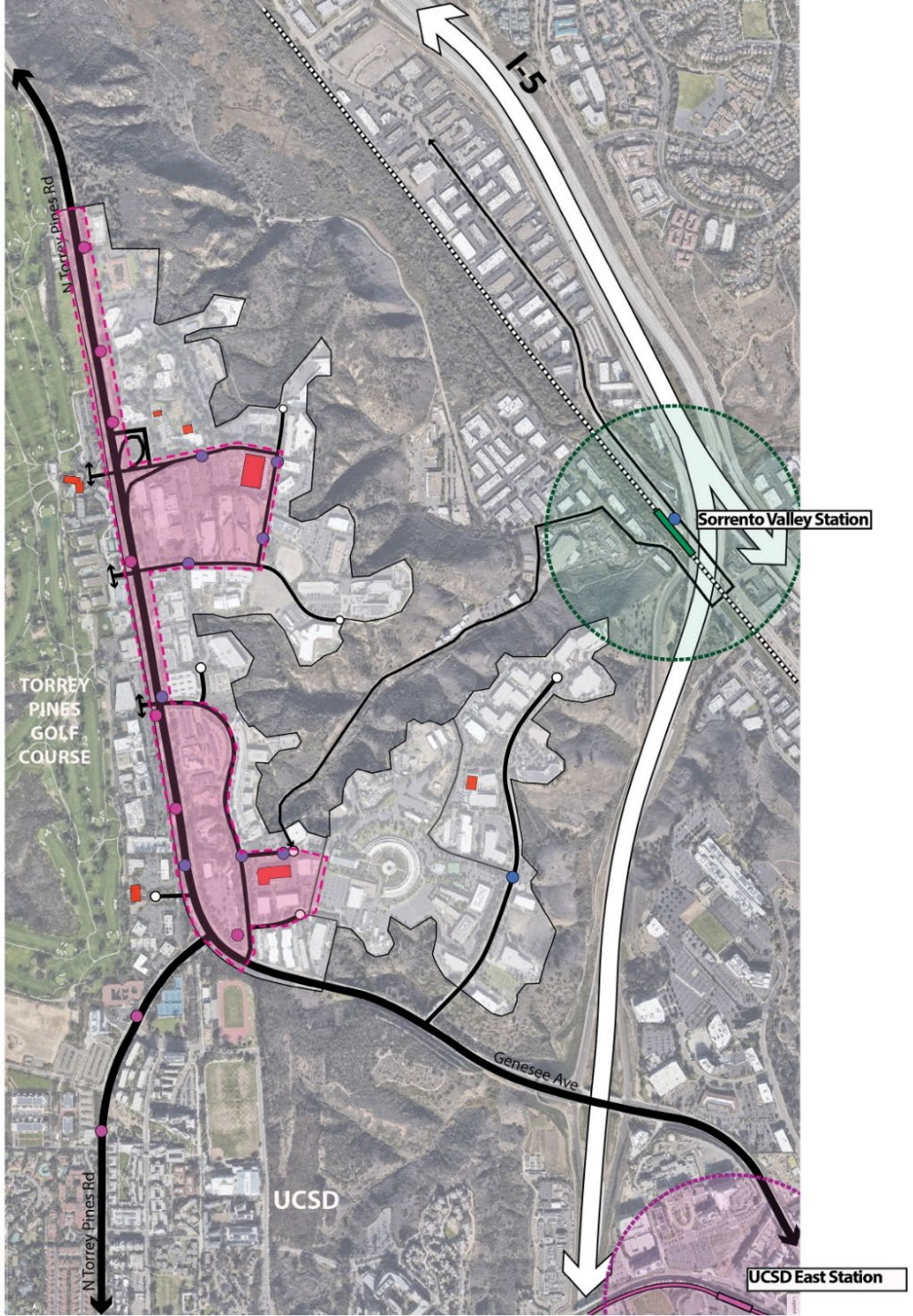
Alexandria and Nautilus business park

Canyon

FOCUS AREA 1

FROM

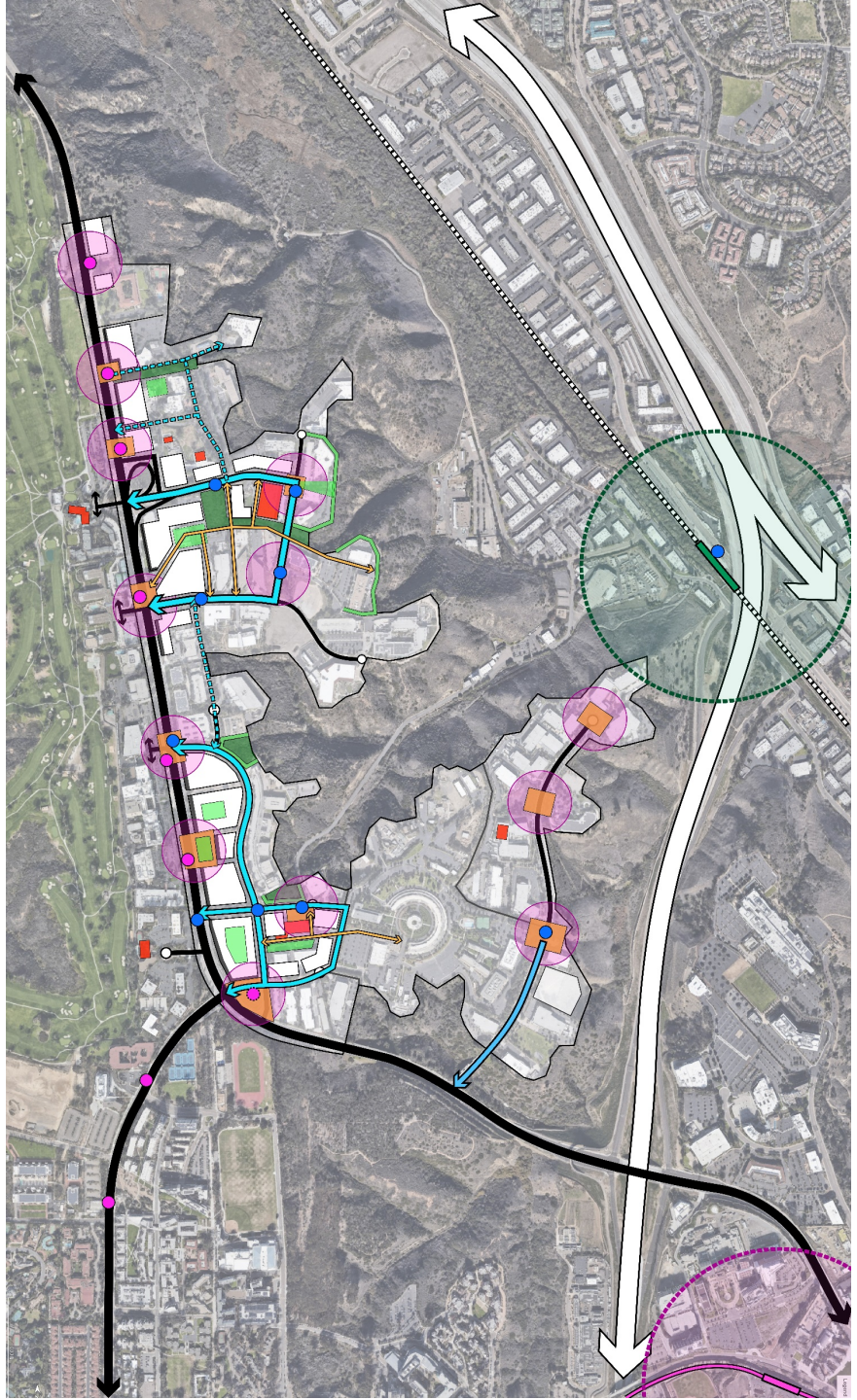
- Surface Parking Lots
- Large-Format, 1-2 Story Buildings
- Vast and Inactive Exterior Environments
- Automobile Centered
- Single Use
- Drive-in; Drive-out



FOCUS AREA 1

TO

- Structured Parking
- Up to 3 Story Buildings
- Compact and Vibrant Exterior Environments
- People Centered
- Single Use but with Amenities
- Drive-in / Shuttle-in/ Bike-in, and Walk Around
- Class A++ Buildings
- Canyon Focused
- Micro-mobility Connections along N. Torrey Pines Rd.



Legend:

- Circulation Route
- Circulation Opportunity
- Path to Transit
- Trolley Line
- Existing Bus Stop (MTS 978)
- Existing Bus Stop (NCTD 101)
- Trolley Station
- Plaza
- Recreation Space/ Amenity
- Open Space Connection
- Employee Amenity
- Transportation Node

A MULTI-MODAL PARKWAY

UNIVERSITY Community Plan Update

FORUM FEEDBACK

FOCUS AREA 1
KEY TRENDS & CHALLENGES

- Coastal Height Limit, APZII Zone
- Lack of amenities
- Lack of transit, bicycle and pedestrian connections
- Frequency of transit
- Canyon as a connection barrier
- Cost of structured parking
- Security needs of users
- Lack of collaborative / shared spaces
- Near by public golf course – not very public

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**comments from attendees at the Economic Forum*

UNIVERSITY
Community Plan Update

FORUM FEEDBACK

FOCUS AREA 1
KEY STRATEGIES

- Expanding MTS & Micromobility
- Use the areas after hours (events, weddings, cultural gatherings, parking)
- Exemptions for coastal height limit in the area
- Increase in shared workspaces & amenities
- Increased wayfinding for public spaces & amenities

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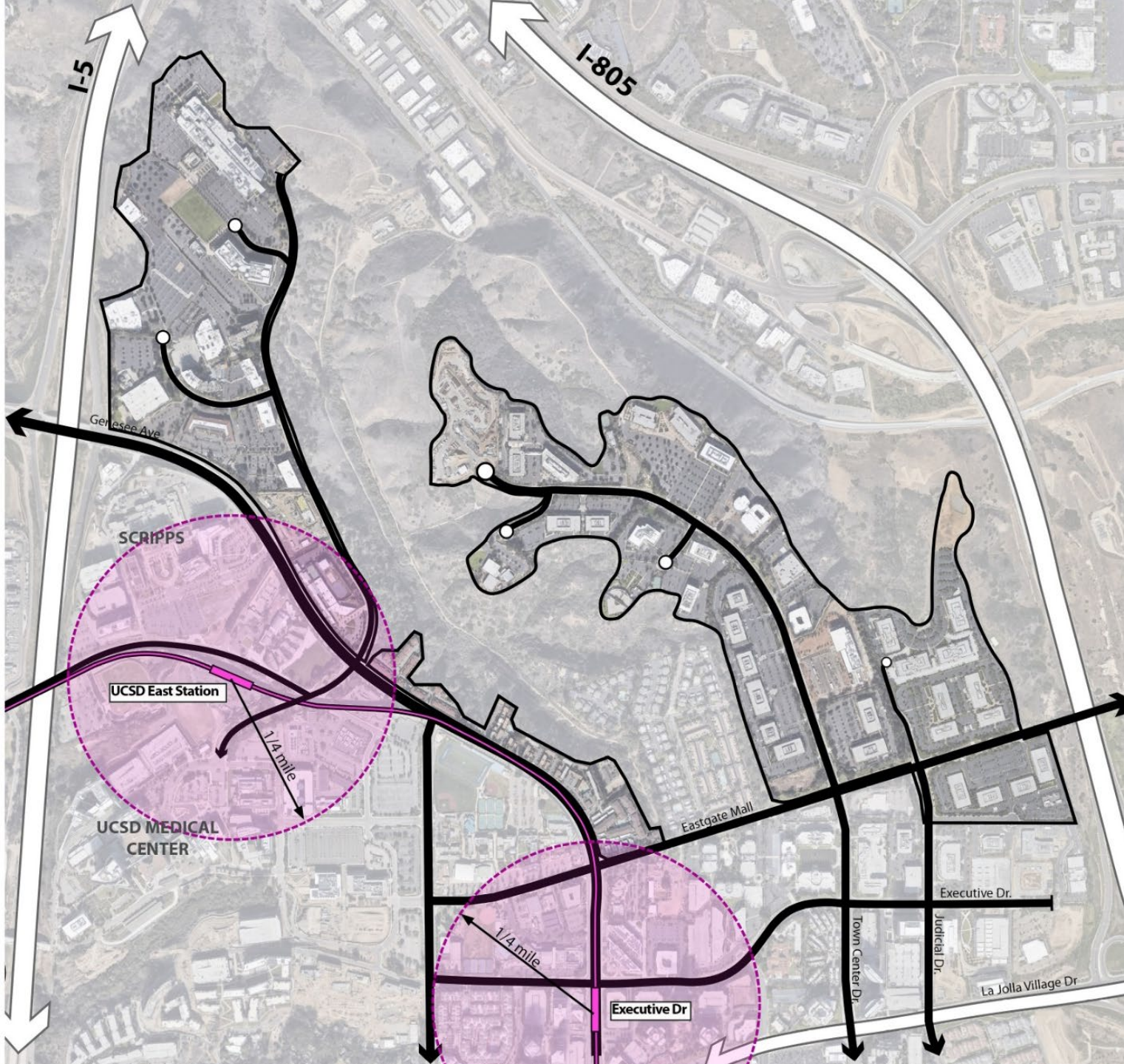
UNIVERSITY
Community Plan Update

FOCUS AREA 2

- Science and Technology Park within an exclusive, secluded and prime location surrounded by canyon landscape
- Tech & Biomed Cluster: The area is home to long-term, established firms
- Improved working life environment emerging with services and employee amenities *(Green Acre Campus Point)*
- Cul-de-Sac-like Development
- Canyon Interface
- Low-Rise



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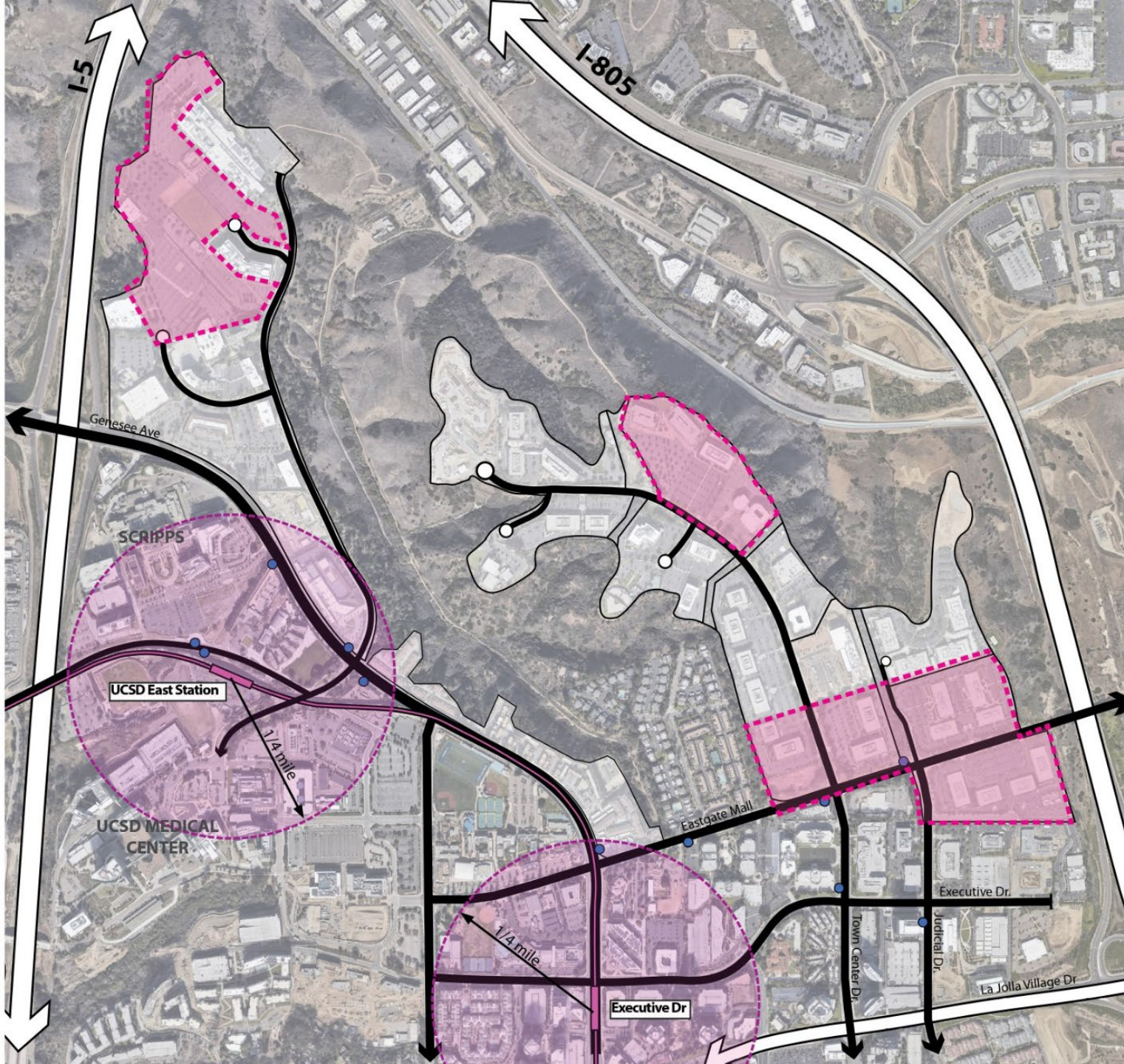
UNIVERSITY Community Plan Update

FOCUS AREA 2

FROM

- Surface Parking Lots
- Large-Format, 1-2 Story Buildings
- Vast and Inactive Exterior Environments
- Automobile Centered
- Single Use
- Drive-in; Drive-out
- Canyon is back door



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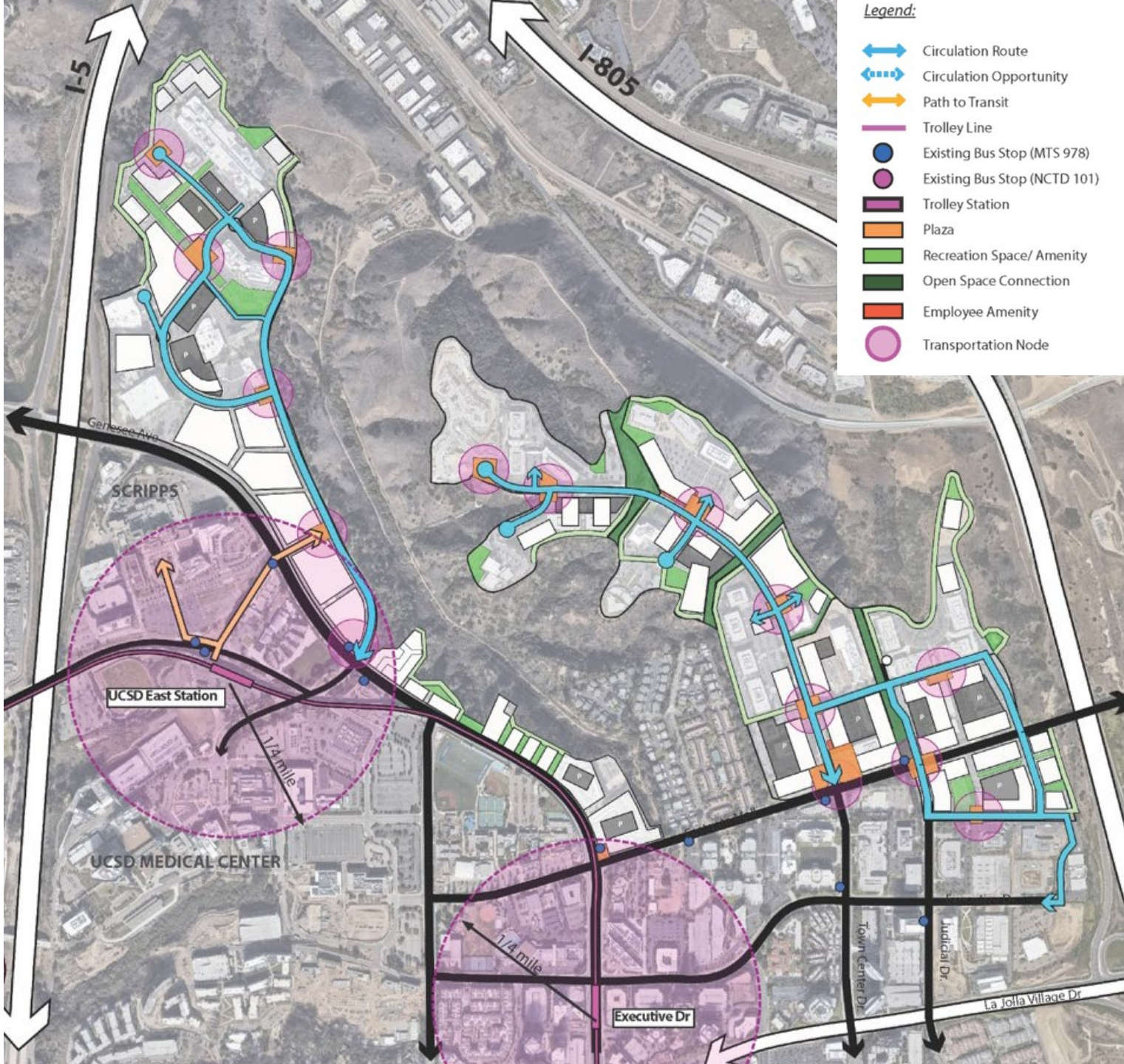
UNIVERSITY
Community Plan Update

FOCUS AREA 2

TO

- Structured Parking
- Up to 3 Story Buildings
- Compact and Vibrant Exterior Environments
- People Centered
- Single Use but with Amenities
- Drive-in/ Shuttle-in/ Bike-in and Walk Around
- Class A++ Buildings
- Canyon is an Asset



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EMPLOYEE AMENITIES

SMALL-SCALE MOBILITY NODES

UNIVERSITY Community Plan Update

FORUM FEEDBACK

FOCUS AREA 2
KEY TRENDS & CHALLENGES

- Lack of connection – superblock & topography
- Land Use constraints – overlay zones
- Communication between developers
- Large amount of surface parking
- Changing mindset for mass transit
- Market conditions will dictate development

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UNIVERSITY Community Plan Update

FORUM FEEDBACK

FOCUS AREA 2
KEY STRATEGIES

- Developments open towards the canyons
- Increase trails through the canyons
- Build on expansive surface parking lots
- Increase density to allow structure and underground parking to be economically feasible
- More mixed-use incentives

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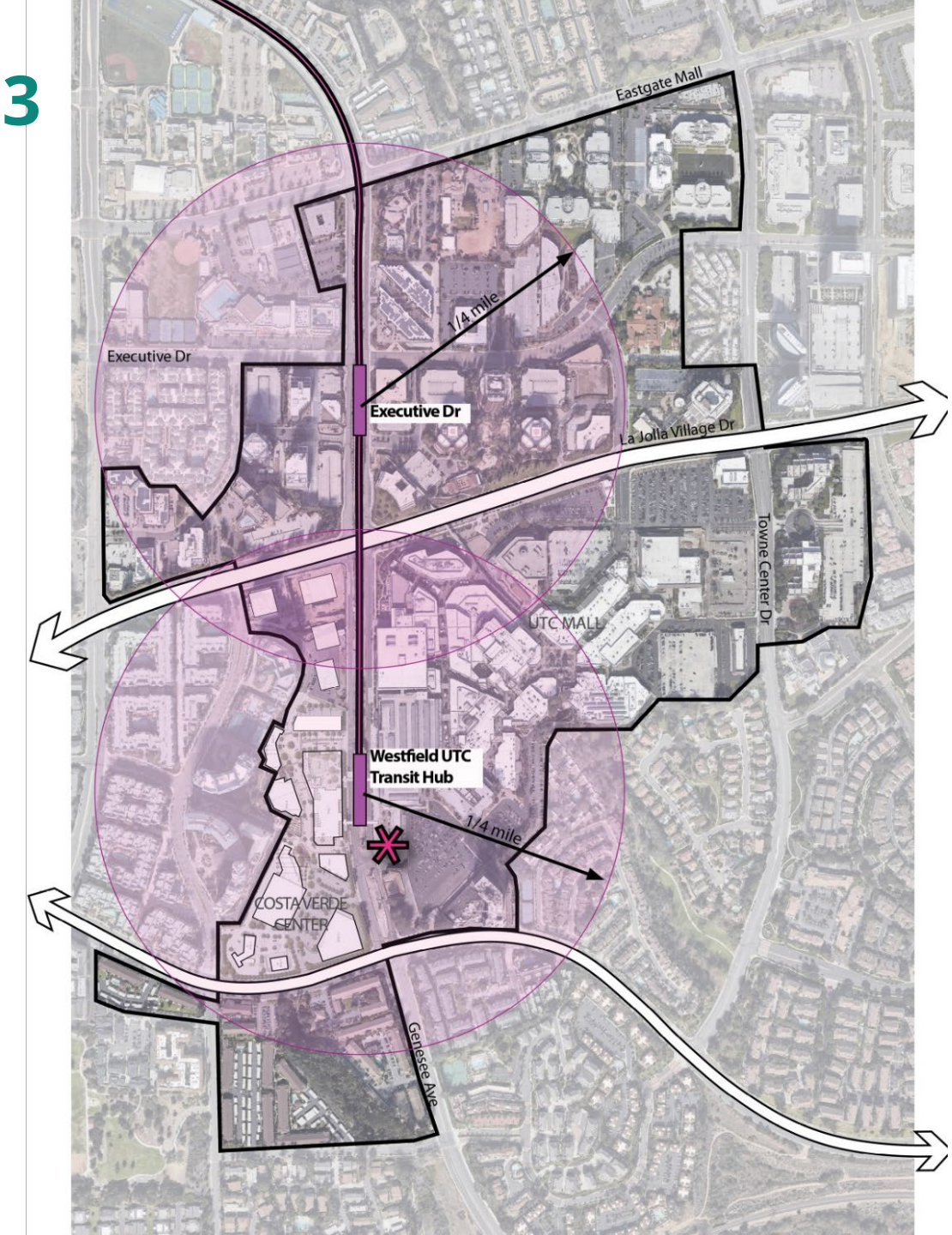
FOCUS AREA 3

- Center or “Heart” of Community?
- Two Transit Stations within ½ mile
- Concentration of High-Rises
- Concentration of Commercial Activity
- Concentration of Traffic

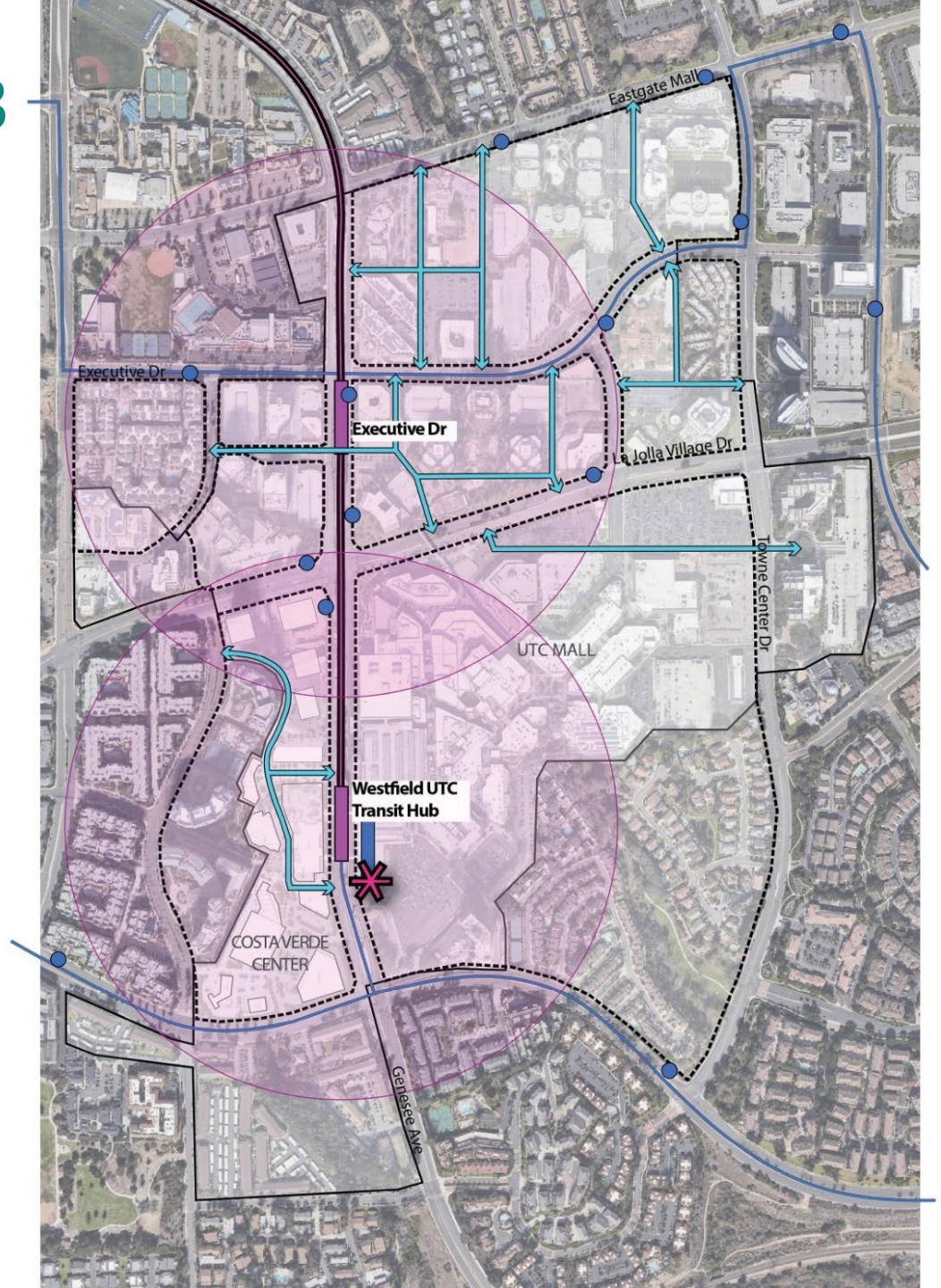


Commercial Center

Financial Center

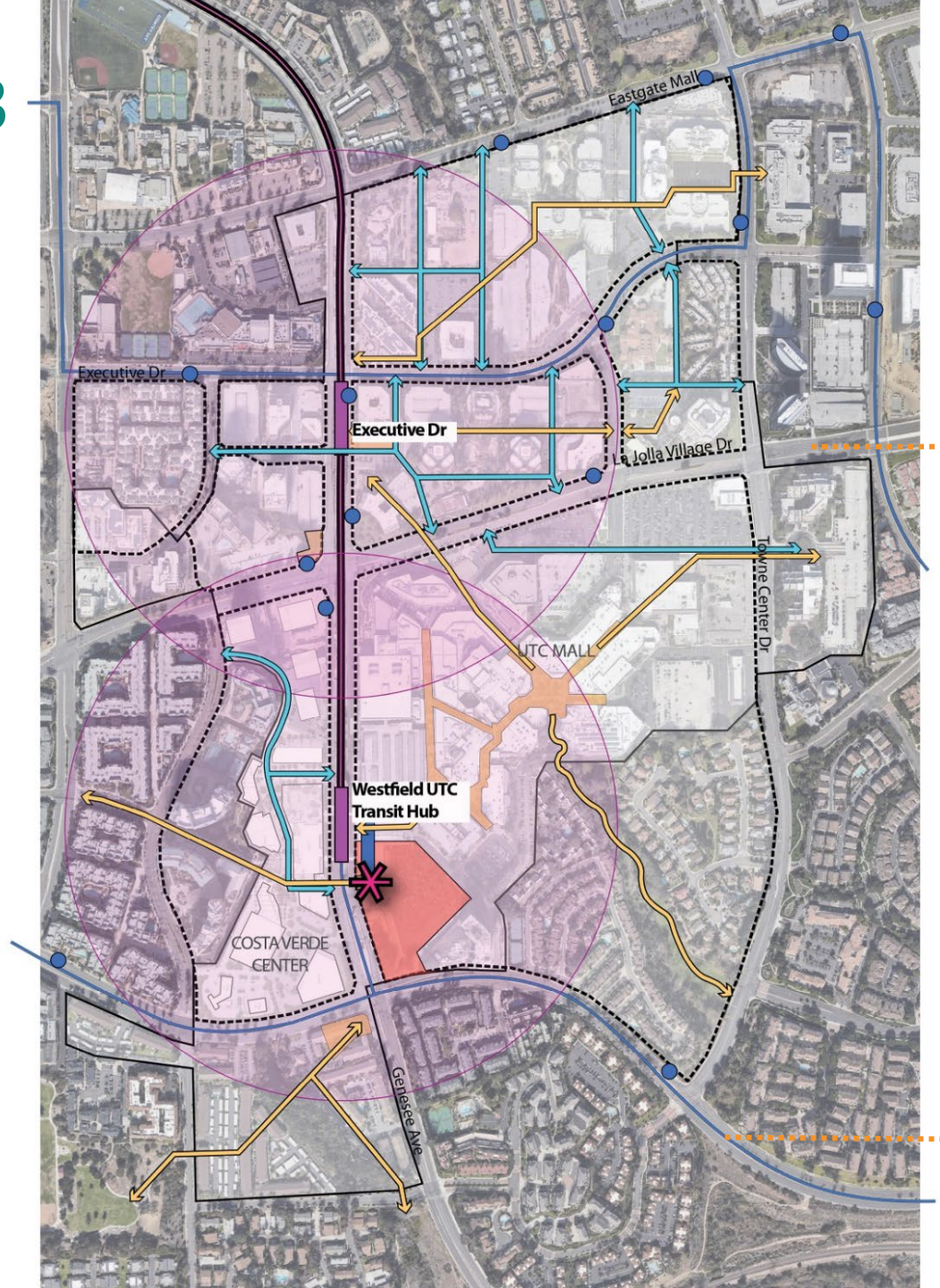
FOCUS AREA 3

Establish a more walkable environment with greater connectivity to and through blocks



FOCUS AREA 3

Link those connections to placemaking opportunities focused on transit



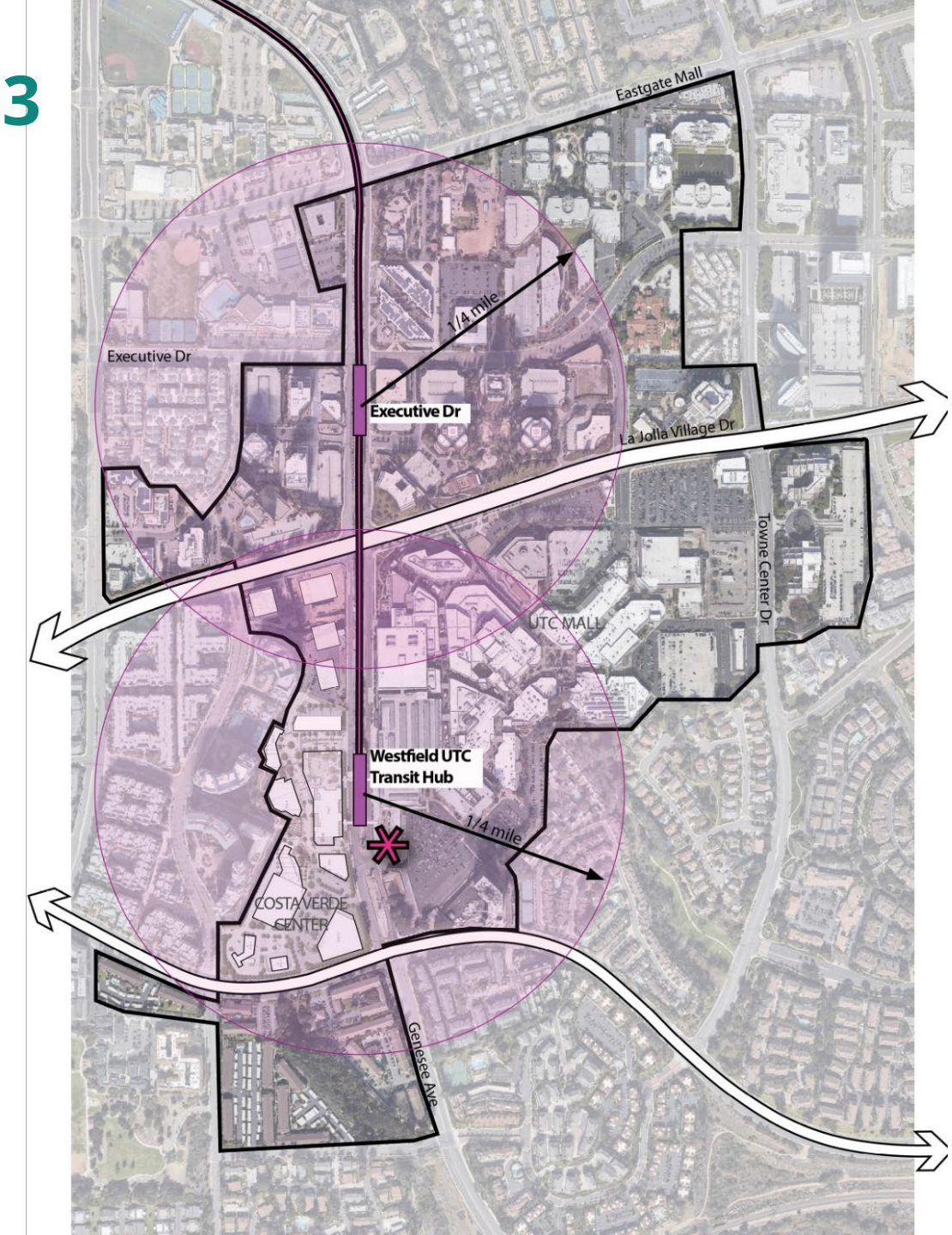
Urban Avenue

Neighborhood Spine

FOCUS AREA 3

FROM

- Surface Parking Lots
- Large-Format Buildings
- Superblocks
- Automobile Centered
- Single Use/ “Chain” Stores
- Inward Focused

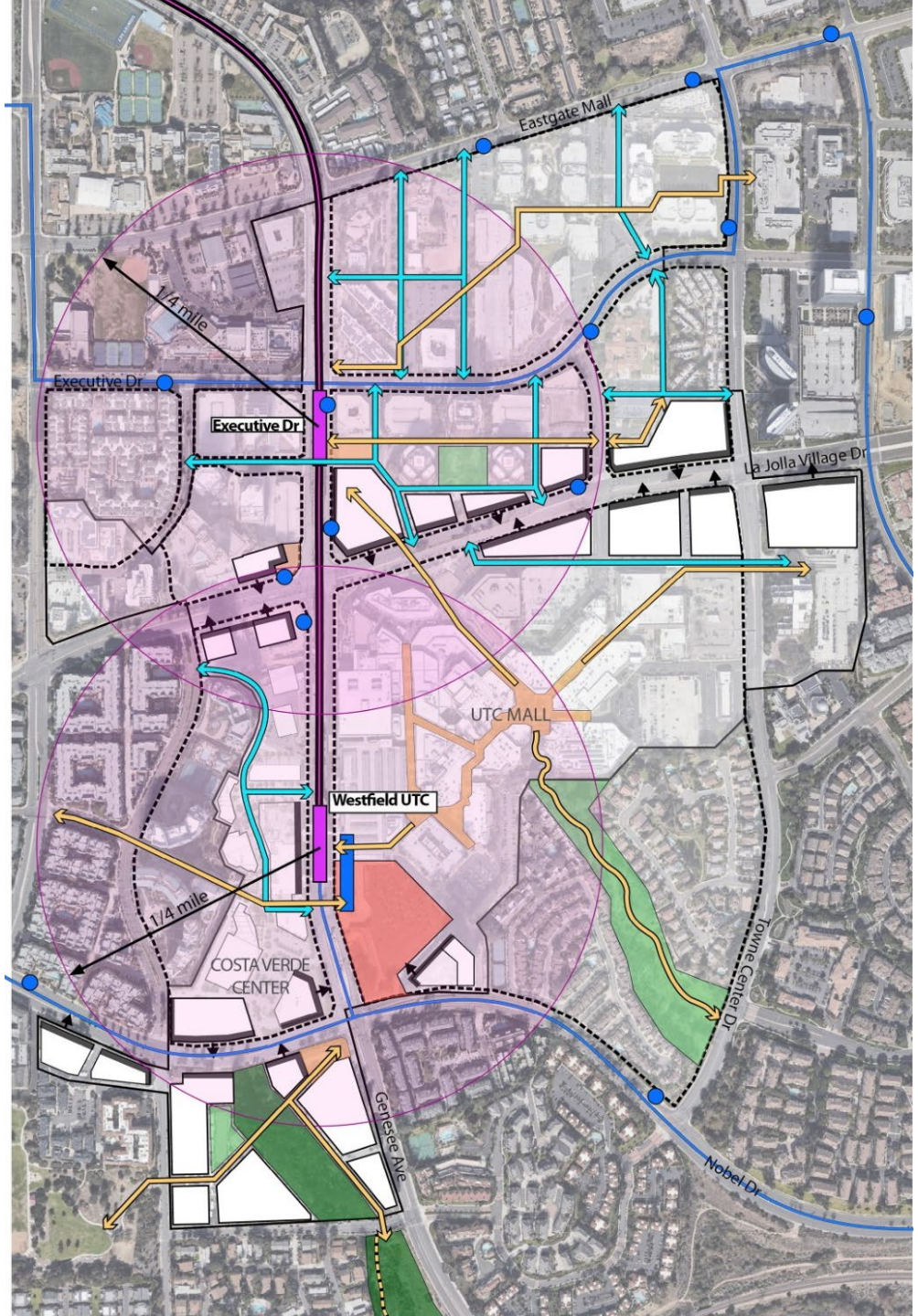


UNIVERSITY Community Plan Update

FOCUS AREA 3

TO

- Structured Parking
- Multi-Story Buildings
- Compact and Walkable
- Pedestrian Centered
- Mixed-Use
- Open Space Amenities and Placemaking



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- Existing Bus Stop (NCTD 101)
- Trolley Station
- Plaza
- Recreation Space/ Amenity
- Open Space Connection
- Employee Amenity
- Transportation Node

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ACTIVE 24/7 ENVIRONMENTS

UNIVERSITY Community Plan Update

FORUM FEEDBACK

FOCUS AREA 3
KEY TRENDS & CHALLENGES

- Traffic congestion
- Lack of Parking
- Lack of bicycle and pedestrian infrastructure
- Traffic calming / speed reduction
- Lack of green space

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UNIVERSITY Community Plan Update

FORUM FEEDBACK

FOCUS AREA 3
KEY STRATEGIES

- Increased infrastructure to support mixed-use
- Purposeful mixed-use development, including workforce housing and diverse housing inventory
- Break up the superblocks and create a pedestrian-oriented environment

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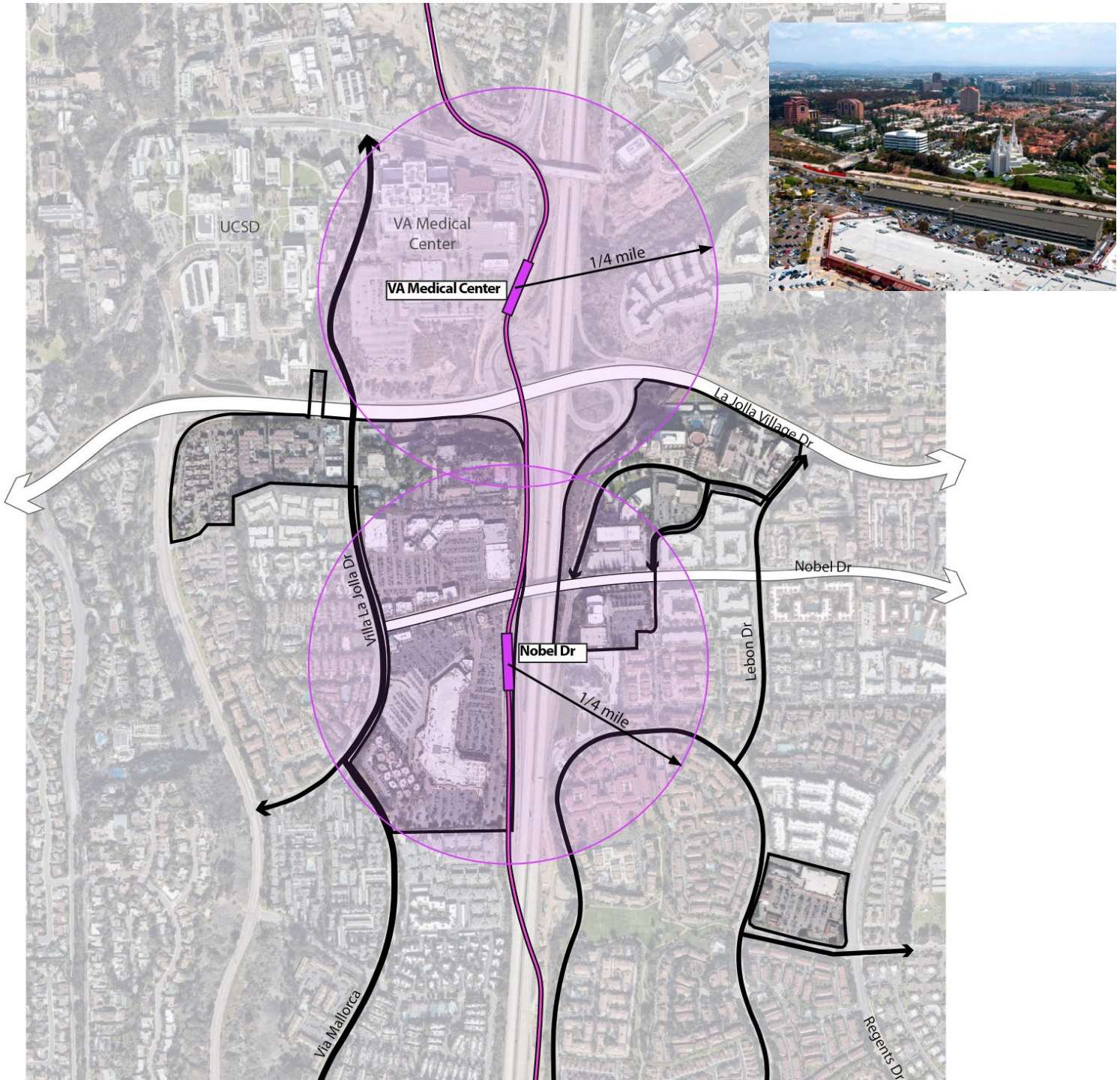
FOCUS AREA 4

- Neighborhood Center
- Two Transit Stations within ½ mile
- Concentration of Neighborhood-Serving Uses
- Concentration of Commercial Activity
- Concentration of Traffic
- Gateway to UCSD



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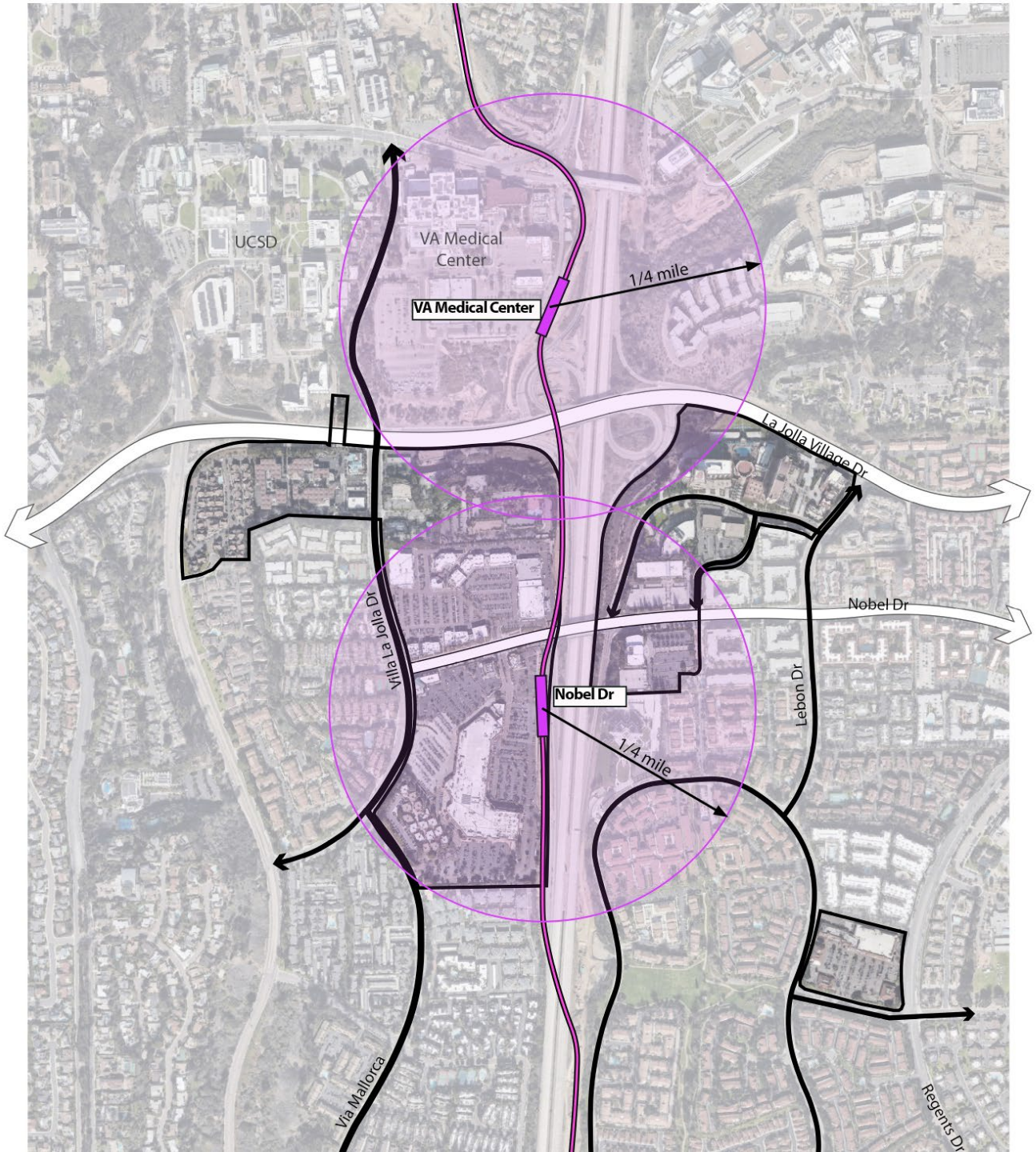
UNIVERSITY Community Plan Update

FOCUS AREA 4

FROM

- Surface Parking Lots
- Large-Format Buildings
- Superblocks
- Automobile Centered
- Single Use/ “Chain” Stores
- Inward Focused
- Isolated



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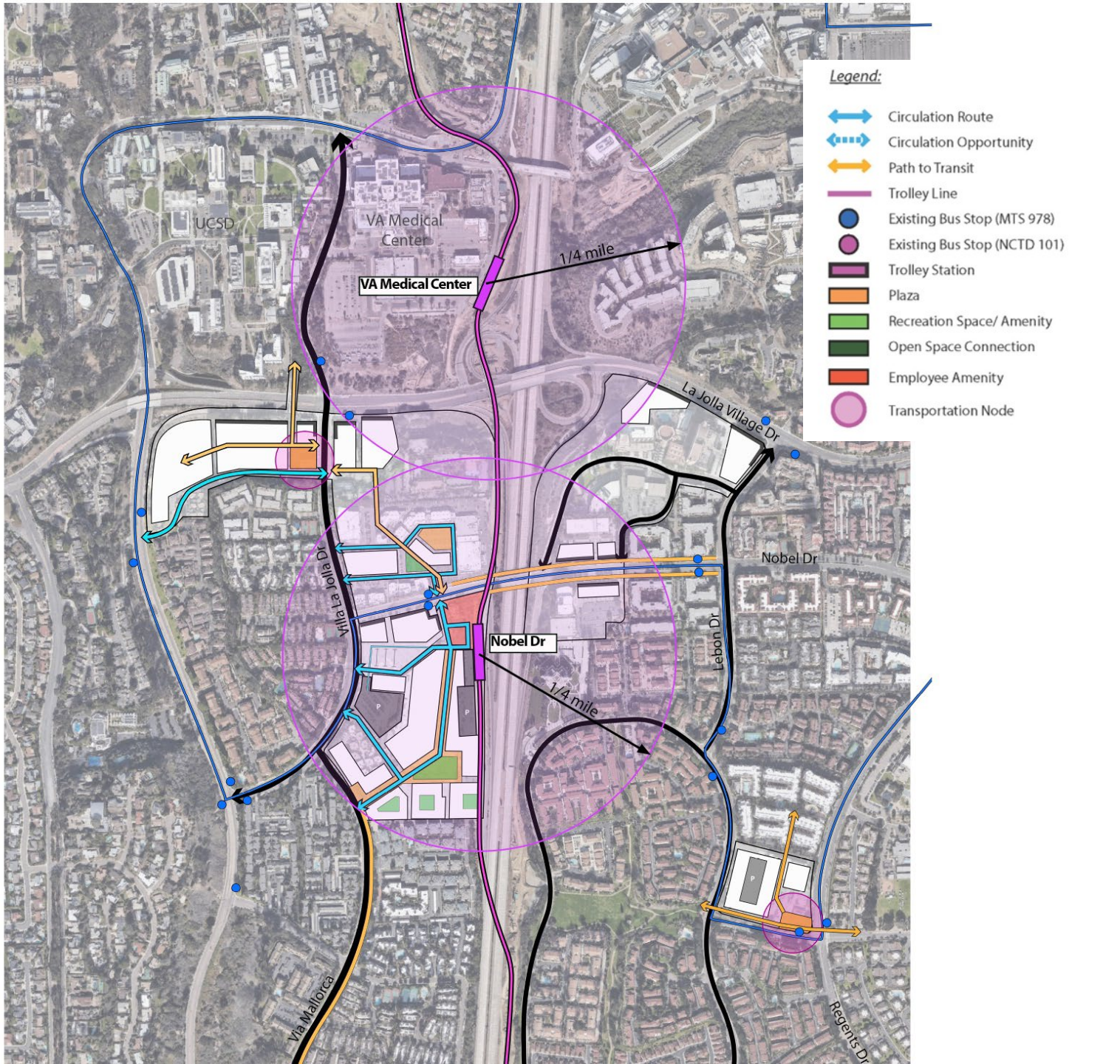
UNIVERSITY Community Plan Update

FOCUS AREA 4

TO

- Structured Parking
- Multi-Story Buildings
- Compact and Walkable
- Pedestrian Centered
- Mixed-Use
- Open Space Amenities and Placemaking
- Wrap Parking Structure with Retail "Main Street" Experience



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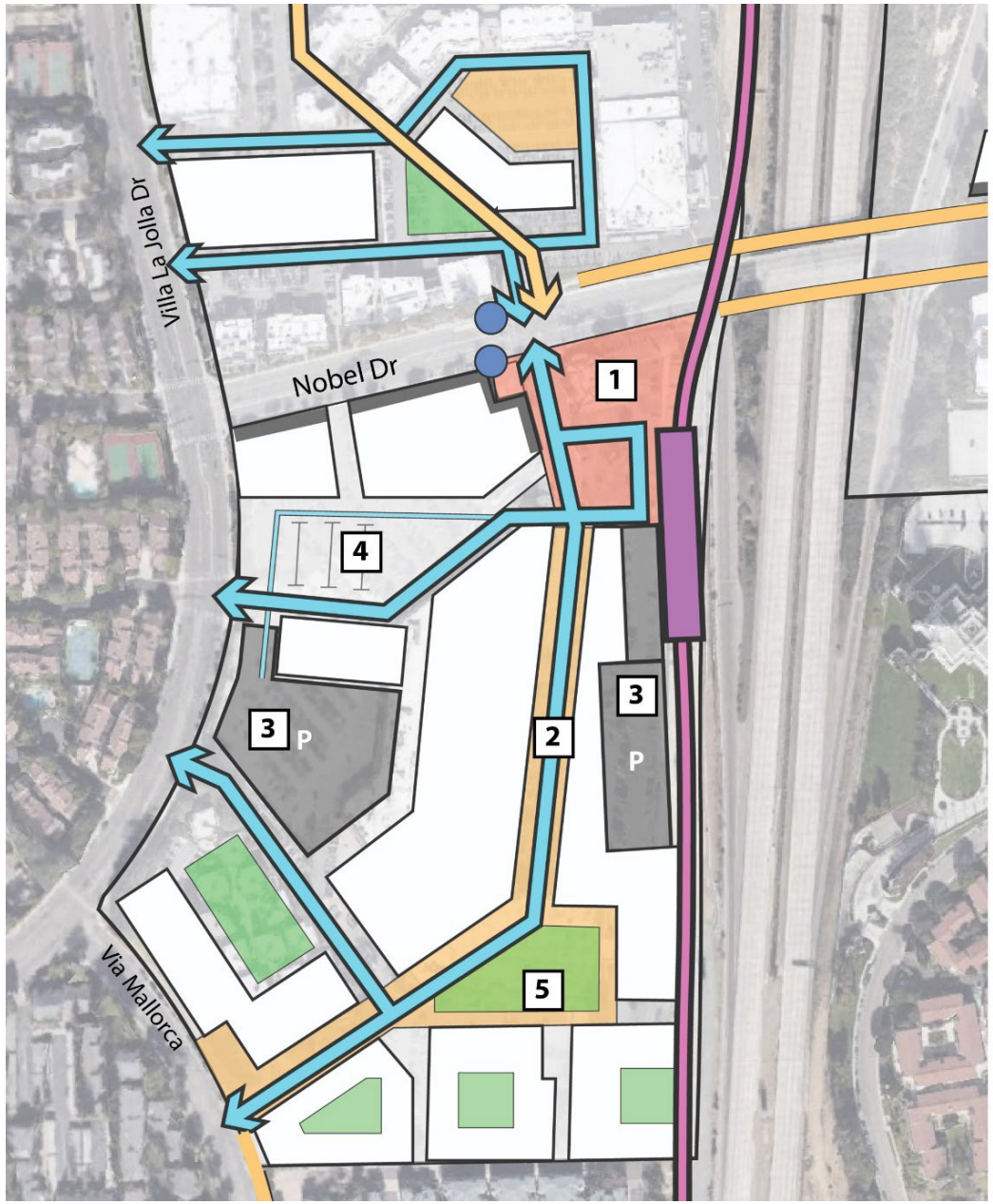
LOW-RISE BUT HIGH INTENSITY

1. Transit Square & Ride Share Pick-up & Drop Off
2. "Main Street" Experience
3. Shared Parking Structure
4. Landscaped Surface Parking Plaza
5. Community "Green"



UNIVERSITY
Community Plan Update

FORUM FEEDBACK

FOCUS AREA 4
KEY TRENDS & CHALLENGES

- Height limit
- Lack of housing – middle income
- Traffic congestion
- Minimal transit & bicycle use

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**comments from attendees at the Economic Forum*

UNIVERSITY
Community Plan Update

FORUM FEEDBACK

FOCUS AREA 4 STRATEGIES

- Mixed-use development; live and work close by
- Increased wayfinding
- Reduce building setbacks, transit stops closer to buildings
- Vacant & low density parcels; redevelopment
- TDM measures for employees: transit passes, shuttles

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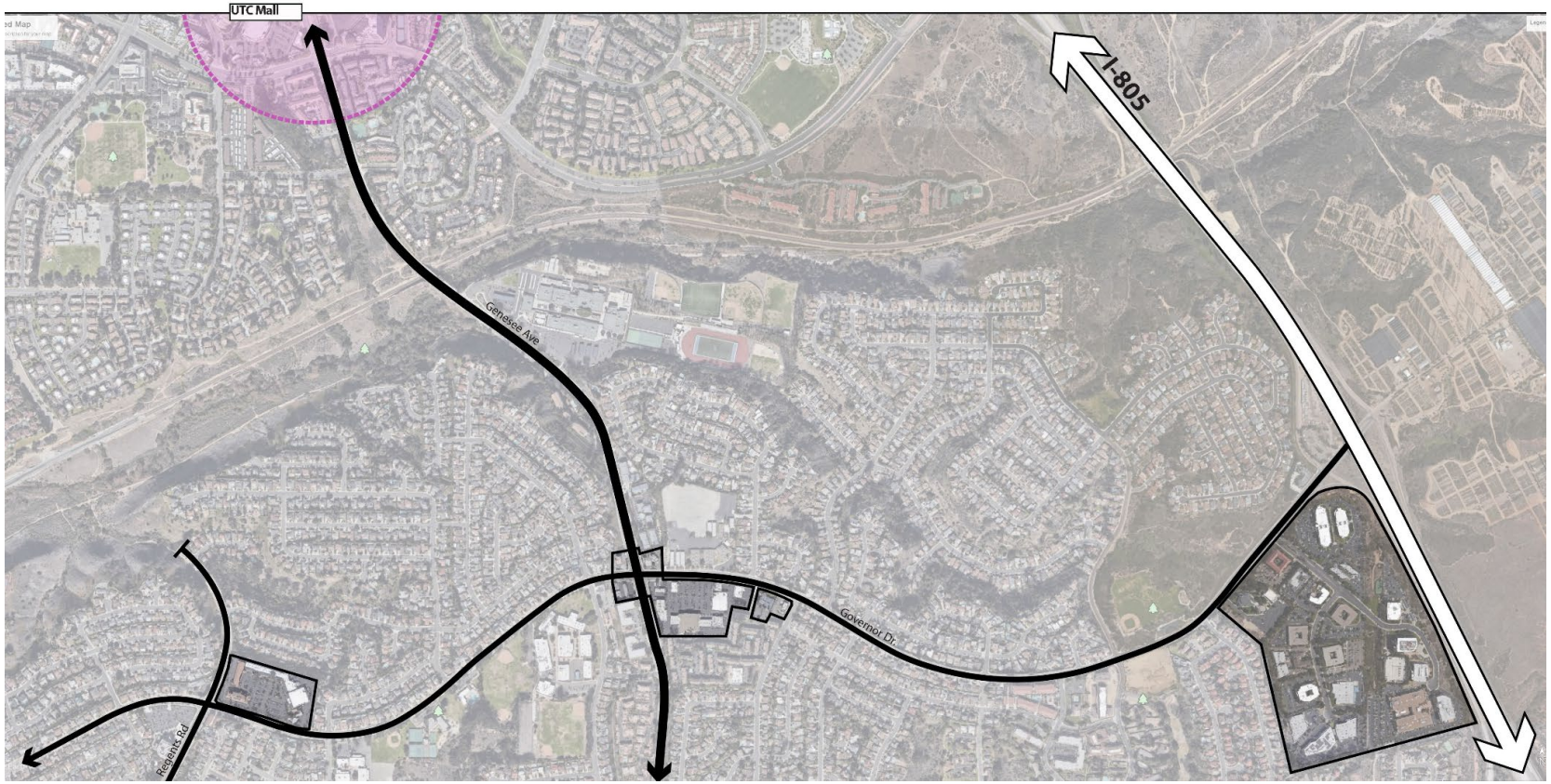
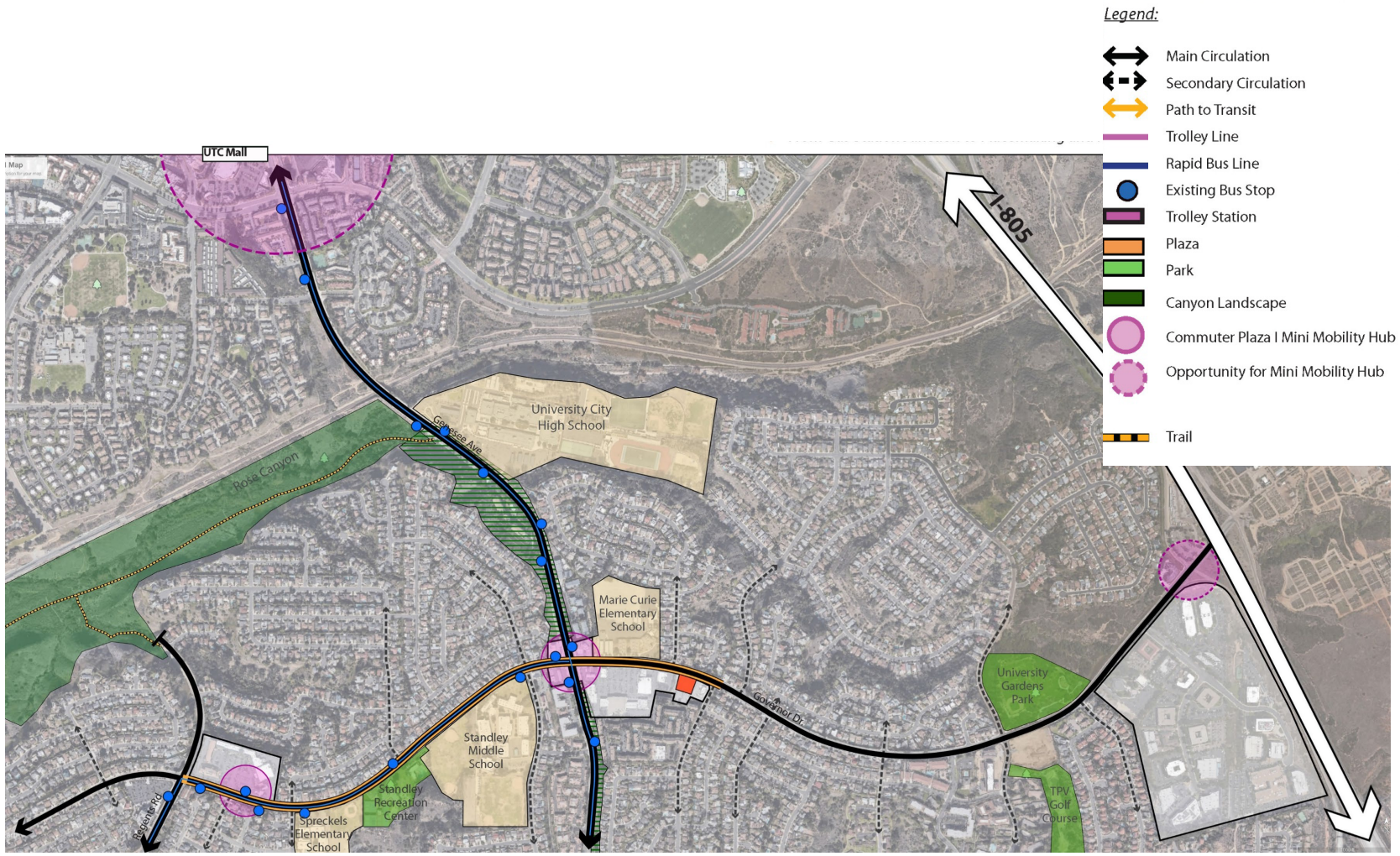
FOCUS AREA 5

- Low-Rise and Low-Density Environment
- Outside of ½ mile radius to Transit Station at UTC
- Primarily Residential with some business park uses off Governor Dr.
- Organized along East-West 'Spine' (Governor Dr.)



FOCUS AREA 5

- Governor Dr. as a Community 'Spine' between Regents Rd. and the University Community Library
- Emphasis on Neighborhood Centers and Micro-Mobility Hubs, Retail and Services
- Potential to reinforce an Employment Core around the Business Park and University Gardens Park
- Turn the intersection 'Node' of Genesee and Governor from a gas station to a neighborhood landmark

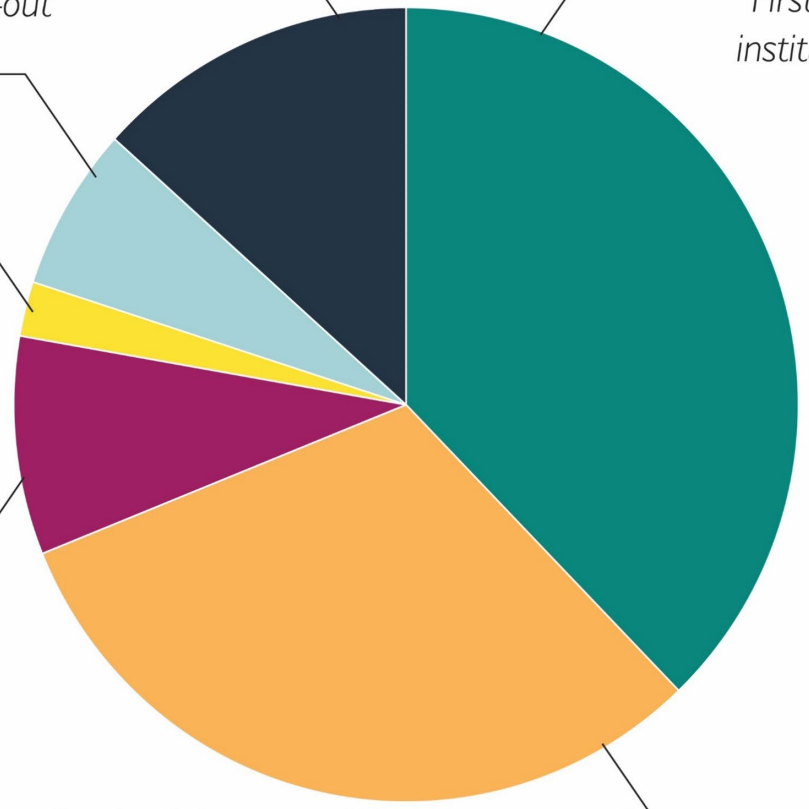


OPPORTUNITIES FOR THE UNIVERSITY SQUARE

- Mixed-Use Development
- Open Space Amenities and Placemaking
- Active Frontages on Governor Dr.
- Improved Connection to University Library
- Commuter Transit Hub

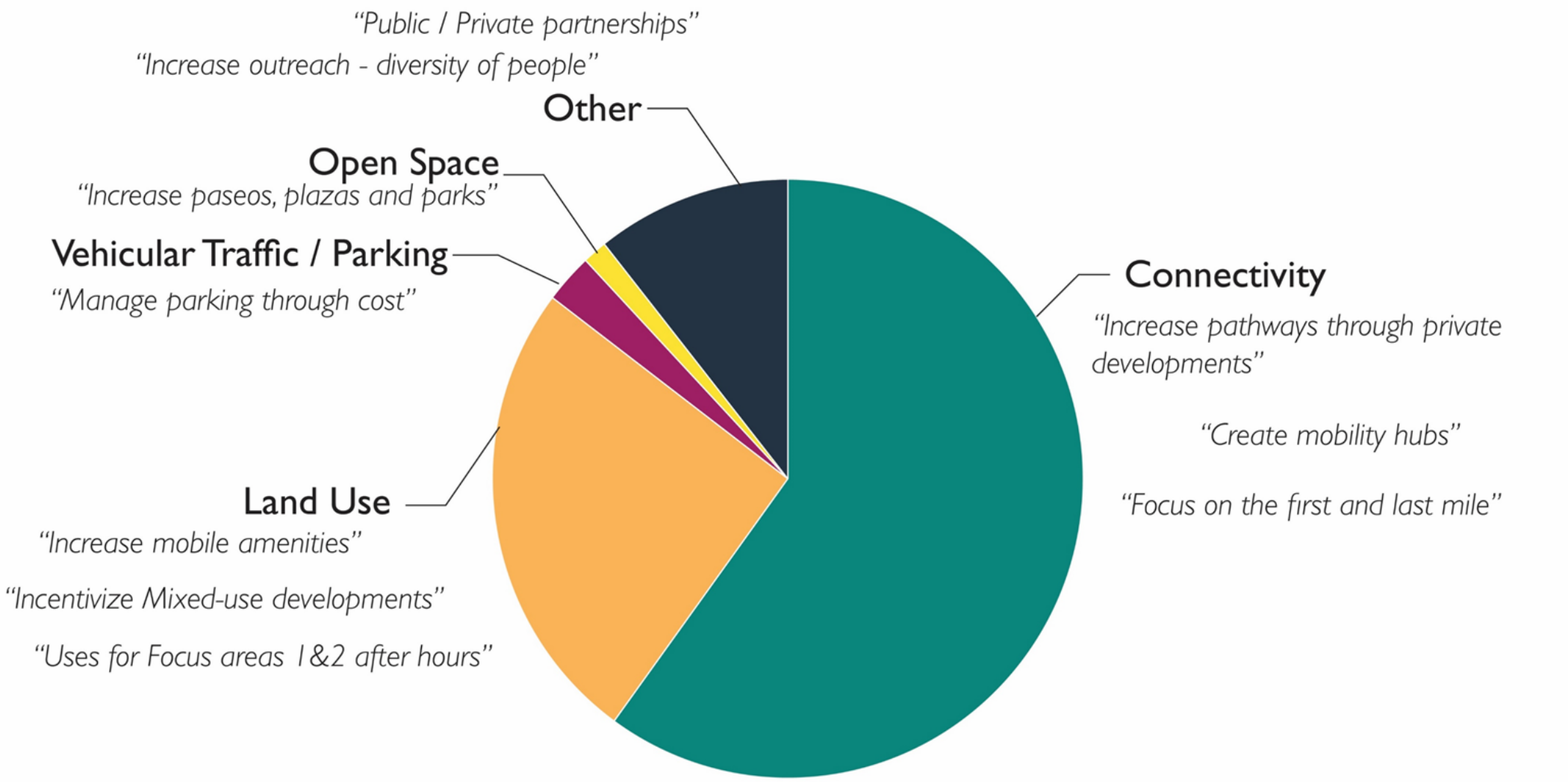
1. Corner Plaza - Commuter Hub
2. "Main Street" Experience
3. Shared Parking Structure
4. Landscaped Surface Parking Plaza
5. Community Green
6. Grocery Store
7. Mixed-Use Retail with Residential Above

UNIVERSITY COMMUNITY – KEY TRENDS & CHALLENGES



*comments from attendees at the Economic Forum

UNIVERSITY COMMUNITY – KEY STRATEGIES



*comments from attendees at the Economic Forum

How do we get from here to there?

THANK YOU!

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UNIVERSITY
Community Plan Update