

College Area Community Plan Update



Vision Statement:
Plan College Area envisions a college town with vibrant mixed-use corridors and villages, that are connected to neighborhoods and the University, and that enhance the community.

College Area Community Snapshot

The College Area began developing in the 1930's along El Cajon Boulevard, which was a major thoroughfare connecting the City of San Diego to the rural east county. San Diego State University (SDSU) was relocated to the current campus location in 1931, just 34 years after the University was founded. From the 1930's to the 1960's, the community continued to grow with the University along the community's other primary thoroughfares – Montezuma Road and College Avenue. Today, over 25,000 people live in the College Area, which is located approximately 8 miles northeast of Downtown San Diego and comprises 1,987 acres.



The College Area Community Plan Update

The City of San Diego has begun a collaborative effort to update the College Area Community Plan, which was last updated in 1989. Community plans serve as the “blue print” for the community’s future growth and development – they determine policies and proposals on a wide array of topics, including housing, mobility, open space & parks, public facilities, conservation & sustainability, urban design and historic preservation. The updated community plan will help to reinforce the community’s role as a campus town, revitalize key activity centers, provide housing options and recreational opportunities, and strengthen connections between SDSU and the community. During the update process, Planning Department staff will work with the College Area community and the public to identify and consider important questions, issues, and opportunities including:

- How will College Area grow over the next 20-30 years?
- What services, infrastructure or facilities are needed to meet this growth?

- How can the community best plan for new housing opportunities, including housing for San Diego State University students?
- How can College Area nurture the economic relationship with San Diego State University and strengthen the community’s connection to the university?
- How can the community support neighborhood businesses, including those along the community’s celebrated El Cajon Boulevard business corridor?
- How can the community build upon College Area’s robust transit network, including the trolley and the El Cajon Boulevard Bus Rapid Transit, to support additional housing near transit?
- Where can College Area create public and recreation spaces that provide opportunities to get outside, connect and play?



WHAT A COMMUNITY PLAN DOES

- ✓ Provides a community-level policy and zoning framework for growth and development, for use by City officials, property owners, developers and community members.
- ✓ Identifies strategies that support the community vision, and establishes goals and policies to address land use, the mobility network, urban design guidelines & community character, and the necessary public facilities to support the community.
- ✓ Provides a forum for public participation in the planning process.

WHAT A COMMUNITY PLAN DOES NOT DO

- ✗ Mandate or guarantee growth or development. The plan will provide new options for housing and employment opportunities, but it will not require property owners to redevelop their property for a different or more intense use.
- ✗ Address existing maintenance and operations needs of community infrastructure or public facilities. The plan will identify future infrastructure and public facility needs based upon anticipated growth.
- ✗ Approve specific projects or developments. The plan will establish goals, policies and zoning regulations that future projects may utilize when moving through the traditional approval process.

WHY IS A COMMUNITY PLAN UPDATE NEEDED?

1. To Address Growth

Community plans must maintain relevance over a 20 to 30 year time frame, and the College Area Community Plan was last updated in 1989. Therefore, it is time for a Community Plan Update that will accommodate varying housing choices and business opportunities to meet the multi-generational needs of the community.

2. To Address Community Needs & Enhance Quality Of Life

Planning now for future housing and businesses can help circumvent the effects of unforeseen growth; the Community Plan Update will help ensure that future growth will provide community benefits that enhance the quality of life in the College Area.

3. To Plan For Necessary Infrastructure

Identifying future public facilities and infrastructure needs to serve the community helps ensure that growth does not overburden existing infrastructure.

4. To Addresses Climate Change & Take Action For The Environment

Enhancing conditions for safe and accessible multi-modal travel while reducing storm water runoff and improving community forestry can achieve objectives of the citywide Climate Action Plan.

Project Timeline

2020	2021	2022	2022	2023
①	②	③	④	⑤
Plan College Launch	Concept Development	Draft Plan	CEQA Environmental Review	Plan Approval
PLANNING DOCUMENT				
COMMUNITY PLAN UPDATE				
		ENVIRONMENTAL IMPACT REPORT		
				PUBLIC HEARINGS
OPPORTUNITY FOR PUBLIC INPUT				
<ul style="list-style-type: none"> Website & email sign up for updates Online Engagement Community Planning Group (CPG) Subcommittee 	<ul style="list-style-type: none"> Community Open House Planning Commission Workshop Online Engagement CPG Subcommittee 	<ul style="list-style-type: none"> Community Open House Online Engagement CPG Subcommittee 	<ul style="list-style-type: none"> EIR Public Comment Period CPG Subcommittee 	<ul style="list-style-type: none"> CPG Vote Planning Commission Council Committee City Council

Get Involved!

Public participation will be important to shaping the community. There are many ways to join the conversation with your neighbors through in-person and online activities. Learn more about the College Area Community Plan Update at this web page:

www.plancollegearea.org

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