

Euclid + Market

LAND USE AND MOBILITY PLAN



Working Group Meeting #2 September 26, 2011

Presented By
MW Steele Group
Nelson\Nygaard Consulting Associates
Wallace Roberts & Todd, LLC

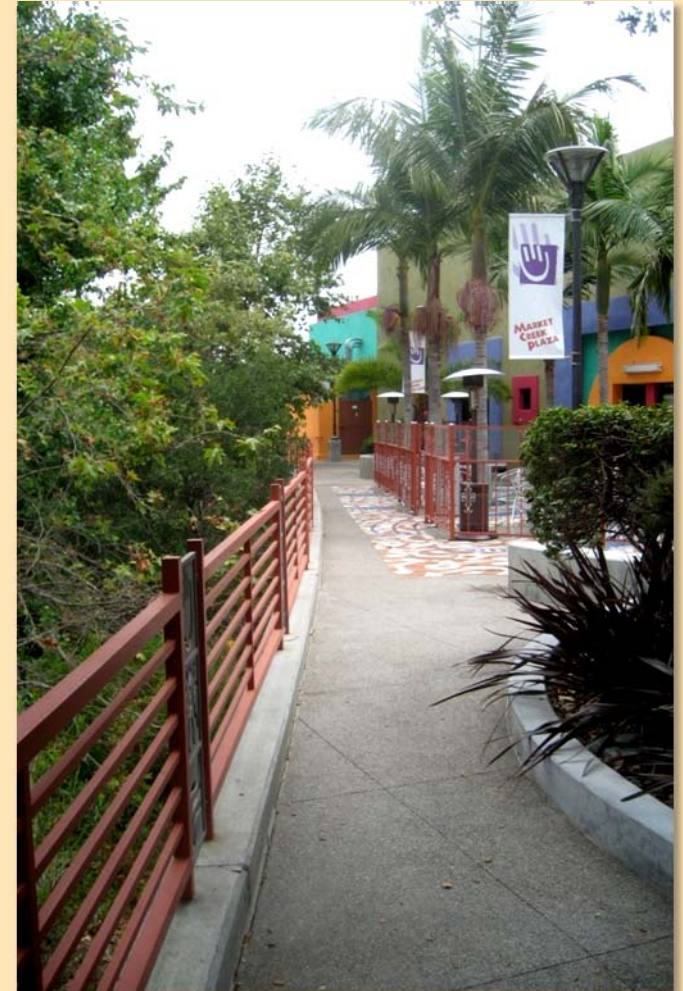
TODAY'S AGENDA

- ❑ Welcome and Introductions

- ❑ Project Update
 - Feedback from Community Workshop #1
 - Existing Conditions Report
 - Q&A

- ❑ Concept Development
 - Overall Goals
 - Urban Design
 - Mobility
 - Chollas Creek
 - Q&A

- ❑ Revised Land Use Plan
 - Zoning and Design Review
 - Potential Screening Criteria
 - Q&A




PLAN PROGRESS

- Working Group Meeting #1
 - *Vision, Issues, Process Refined*

- Community Workshop #1
 - *Identify key goals, principles, existing conditions, & opportunity areas*

- Existing Conditions Report
 - *Land Use, Urban Form, Mobility, Market Analysis, and Environmental*

- Working Group Meeting #2 
- Community Workshop #2 (Oct 2011)
- Working Group Meeting #3 (Dec 2011)



OBJECTIVE OF TODAY'S MEETING

- ❑ Review plan progress and present key findings from the Existing Conditions Report and Community Workshop #1
- ❑ Present and gather feedback on urban design, mobility, and Chollas Creek principles and concepts
- ❑ Discuss refined Land Use Plan and implementation of land uses
- ❑ Discuss potential screening criteria (based on goals and principles)



LAND USE: FINDINGS & OPPORTUNITIES

- Recurring Themes of Past Planning Efforts
 - *Safety (Eyes on the Street)*
 - *Historic/ Community Identity of Chollas Creek*
 - *Mobility options/ improvement and transit orientation*
 - *Infusion of arts and culture*
 - *Connectivity of land uses and to Creek*
 - *Upgraded community facilities (i.e. transportation infrastructure/ parks and open space)*
 - *High quality housing and employment opportunities*
 - *Open space connection and preservation*



RECURRING THEMES

LAND USE:

“Compact, dynamic mix of uses.”

“Land uses to enhance economic development and support community.”

“Safe, walkable streets adjacent to active buildings facades.”

“Accessible and reliable transit.”

OPEN SPACE:

“Preserve hillsides, canyons.”

“Acknowledge community link to Chollas Creek.”

“Integrate views of open space into building design.”

“Enhanced, safe recreation facilities.”

URBAN DESIGN:

“Plazas as Town Centers”

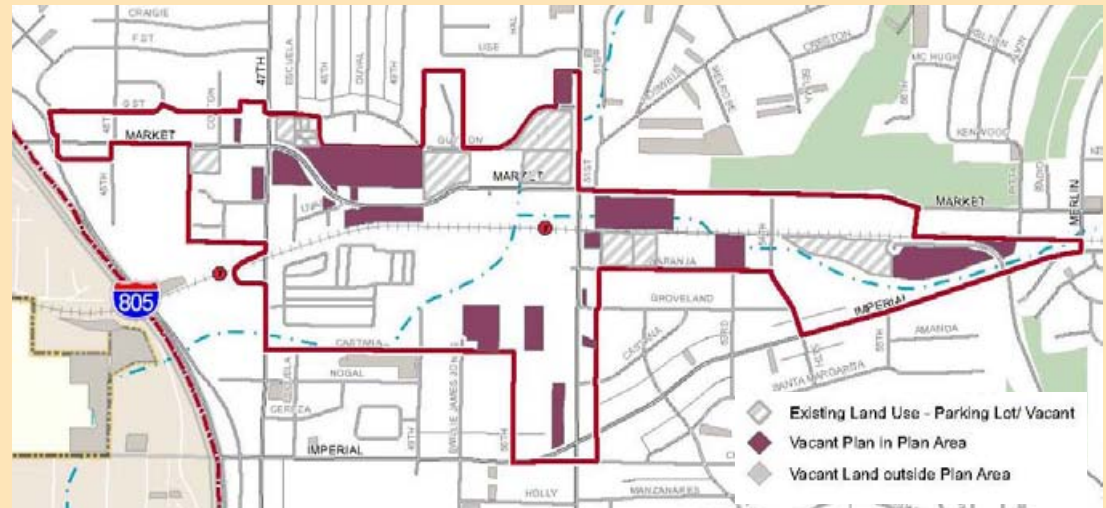
“Buildings should be oriented directly to the public street.”

“Reflection of cultural identity.”

“Consistent landscape, street trees.”

LAND USE: FEEDBACK

- ❑ Large parcels are challenge and opportunity for redevelopment
- ❑ High percentage of vacancy (14%) and parking lots
- ❑ Lack of parks/ open space



LAND USE: FEEDBACK

- ❑ Parks: More parks near Chollas Creek and north of Market Street; dog parks
- ❑ Provide ample surveillance/ safety in parks
- ❑ Provide more affordable housing and mixed-use residential areas
- ❑ Consider better retail options that do not alienate existing community
- ❑ Retention of locally owned businesses
- ❑ Add opportunities for community/ YMCA/ Youth Clubs
- ❑ Office, retail, and green jobs needed in addition to Light Industrial

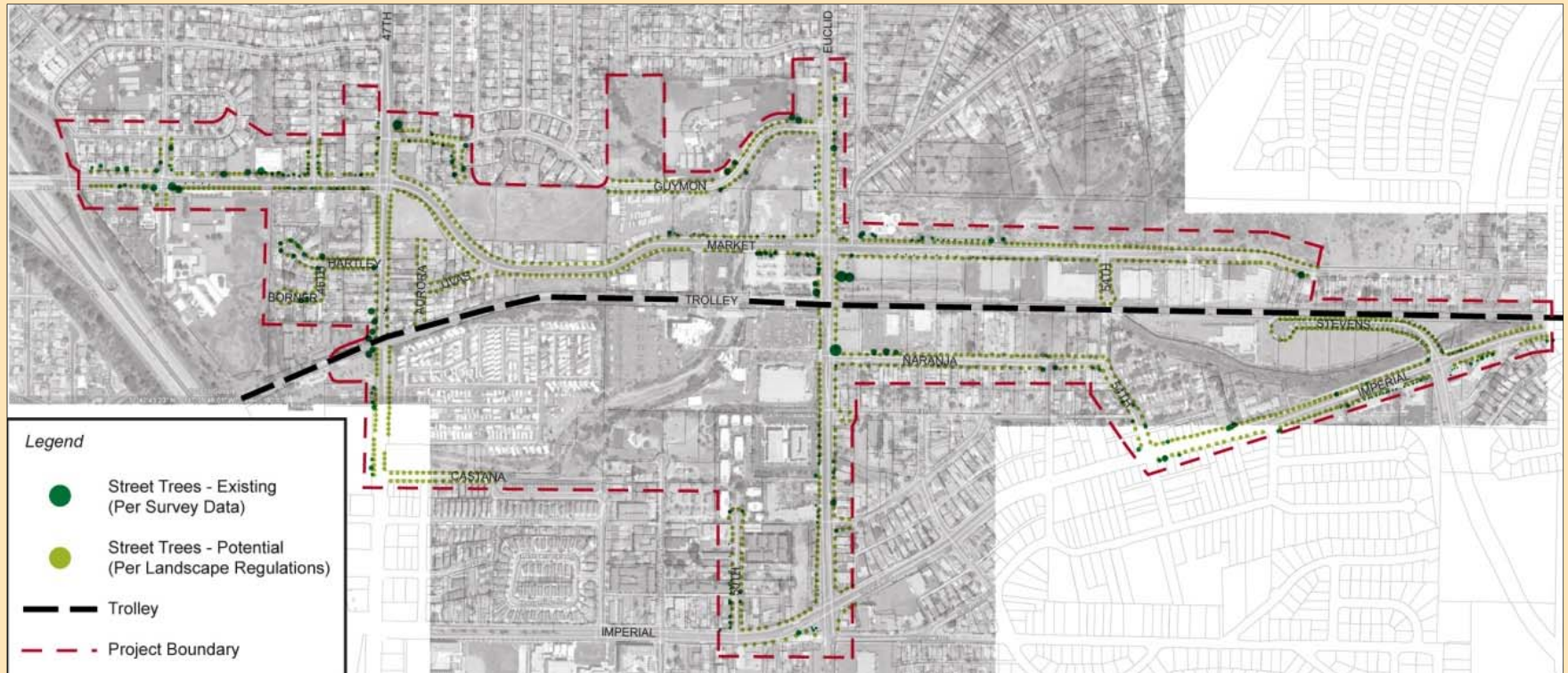


COMMUNITY CHARACTER: FINDINGS & OPPORTUNITIES

- ❑ Large scale development with large setbacks predominate
- ❑ Street corridors, Creek, and trolley tracks define edges
- ❑ Chollas Creek and topography characterize community experience
- ❑ Shortage of street trees, tree canopy
- ❑ Many locations of dead ends/ lack of connectivity
- ❑ Variety of building types and styles



STREET TREE ANALYSIS



- Street tree deficit of approximately 1,100 to 1,200 street trees!
- 365-400 currently exist in area
- 9% tree canopy identified in 2003
- 25% overall tree canopy is recommended

SIDEWALK ANALYSIS



- Pedestrian environment is lacking
- Several streets with no sidewalks

COMMUNITY CHARACTER: FEEDBACK

- ❑ Every street needs a sidewalk!
- ❑ Include surveillance and educational components on creekside trails
- ❑ Ensure opportunities for areas for public art, public and private open space, and community pride
- ❑ Leverage proximity to downtown for shared uses and services (i.e. hotels)
- ❑ Recreational amenities are needed (i.e. YMCA, pools, community gardens, dog park)
- ❑ All future development should be designed to create an active public realm
- ❑ Local businesses should be assisted in creating shared public space (i.e. Grape Street Square)



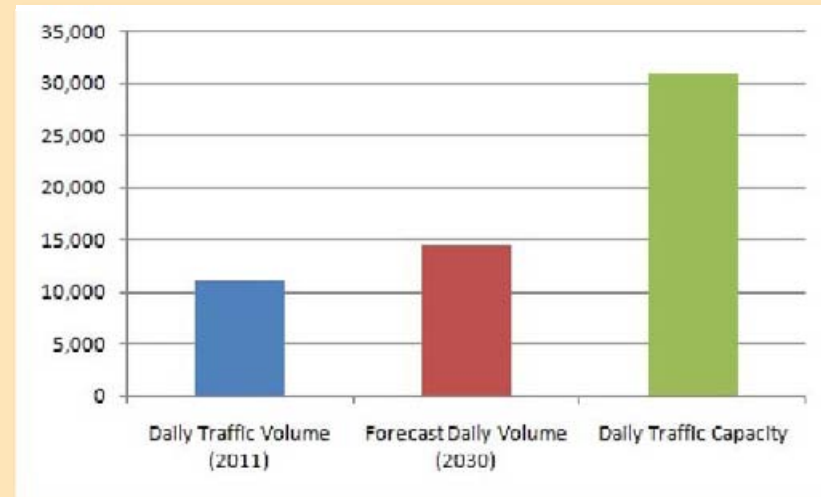
MOBILITY: FINDINGS & OPPORTUNITIES

- ❑ Despite excellent transit connections, “Transit-Adjacent Design” prevails
- ❑ Many opportunity locations for “Bridging the Gap” for pedestrian connections
- ❑ Pedestrian environment can be improved through short-term and long-term streetscape improvements
- ❑ Market Street can accommodate “road diet” with excess capacity
- ❑ Excess street capacity offers opportunity for needed streetscape improvements, enhanced pedestrian environment

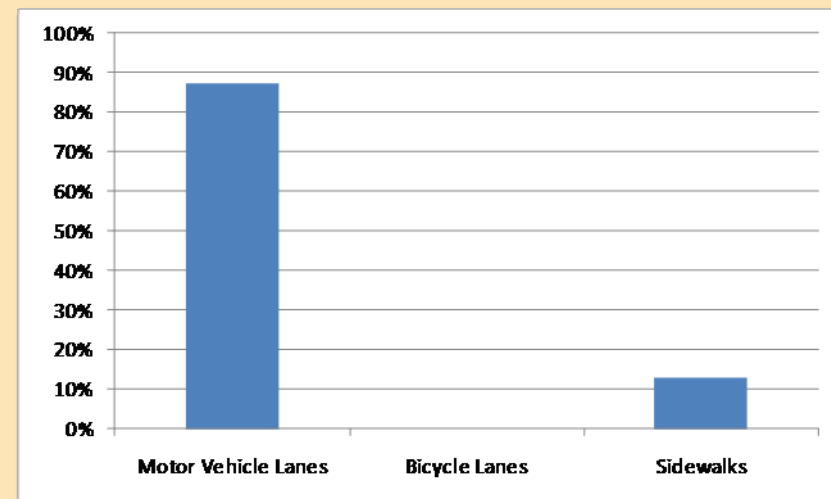
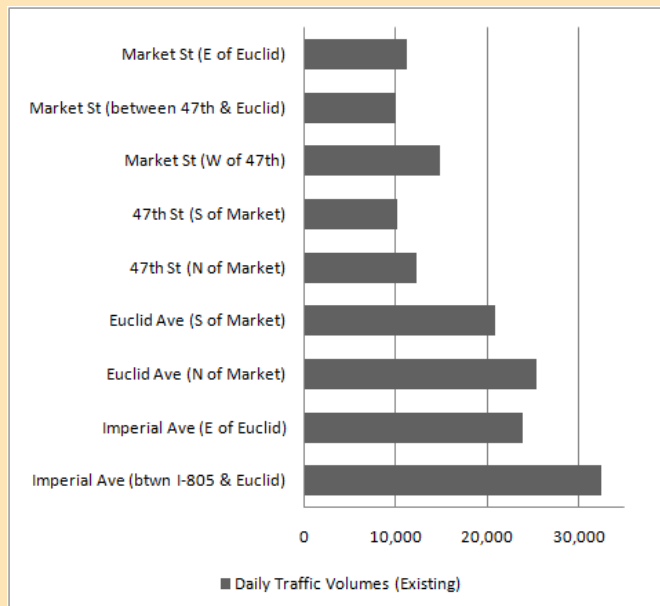


MOBILITY: FINDINGS & OPPORTUNITIES

- Vehicle trips are most common
- 90% of residents drive or carpool to work
- Streets are oriented to cars
- No Class II bicycle lanes, or Class I bicycle paths, within the Plan Area



Market Street Capacity



Allocation of ROW to vehicles/ bicycles/ pedestrians on Euclid and Market Streets

MOBILITY: FEEDBACK

- ❑ Pedestrian environment is the top priority!
- ❑ Improve the pathways that already exist (i.e. ADA requirements, removing entry barriers/ gates)
- ❑ Better bus and pedestrian connections to the 47th Street Trolley stop (especially from the north)
- ❑ Concern of lane reduction and traffic impacts, especially around schools.
- ❑ Consider natural barriers to pedestrian and bike use that are a challenge to reducing automobile trips.
- ❑ Traffic signals should ensure smooth flow and convenient movement through area



ECONOMICS: FINDINGS & OPPORTUNITIES

- ❑ *Retail:* Seek retailers that provide local-serving business/personal services, general merchandise, and convenience goods to address unmet demand.
- ❑ *Residential:* Develop mixed-income or entry-level ownership housing near the two transit stations with support retail in a mixed-use format
- ❑ *Office:* Develop office space to meet the needs of local and future residents
- ❑ *Industrial:* Promote industrial development in the form of small-suite “flex” space east of Euclid



ECONOMICS: FINDINGS & OPPORTUNITIES

Projected demand for additional space by land use:

Land Use	Low	High
Office	63,000 SF	105,000 SF
Retail/Restaurant	21,500 SF	44,000 SF
Residential	1,100 Units	2,200 Units

Euclid + Market

LAND USE AND MOBILITY PLAN



Concept Development

Presented By
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PLANNING AREA GOALS — LAND USE

- A mix of land uses that accommodates the development of:
 - A diverse mix of high quality housing
 - Compatible employment-generating uses
 - Retail and service uses that support community needs
 - Attractive parks and open spaces



PLANNING AREA GOALS — MOBILITY

- ❑ A mix of uses and development intensity that enhances transit use
- ❑ Streetscape design that supports balanced, multi-modal circulation (pedestrian, bicycle, transit, vehicular)
- ❑ An off-street system of trails and pedestrian facilities that enhances area connectivity



PLANNING AREA GOALS — COMMUNITY DESIGN

- ❑ High quality development that contributes to community character
- ❑ New buildings that help define and activate the public realm
- ❑ Chollas Creek as a continuous public open space amenity and focal feature
- ❑ Street and open space design that creates an attractive, safe and inviting pedestrian-oriented environment
- ❑ Design that contributes to public safety by providing “eyes on the street” and public spaces



URBAN DESIGN PRINCIPLES

- Design buildings to face the street and contribute to an active street environment
- Set buildings up to the back of sidewalk to create a consistent and well-defined public streetscape
- Building scale and massing should be sensitive to the scale of surrounding uses
- Design buildings to respond sensitively to the planning area's hilly topography
- Limit driveway curb-cuts to reduce potential for pedestrian conflicts with automobiles
- Locate surface parking behind buildings and on the interior of blocks where it is screened from public view
- Remove physical barriers to pedestrian and bicycle access
- Improve streets and other public spaces to create a safe and pleasant environment for people
- Accommodate higher density development around the area's two trolley stations

URBAN DESIGN PRINCIPLES

- Orient new development so that it engages and activates the public realm, including streets, parks, plazas, and the Chollas Creek corridor
- Plant trees and other landscape vegetation to provide human comfort and environmental benefits
- Enhance Chollas Creek to provide a public open space amenity and improved natural habitat
- Design buildings and public space to reduce the threat of crime by creating “defensible” spaces that ensure natural surveillance by the community
- Make gateways and landmarks prominent symbols of the community’s sense of place
- Support public art as an expression of collective community pride and image
- Provide a variety of attractive and accessible spaces for recreation and gathering

EUCLID & IMPERIAL



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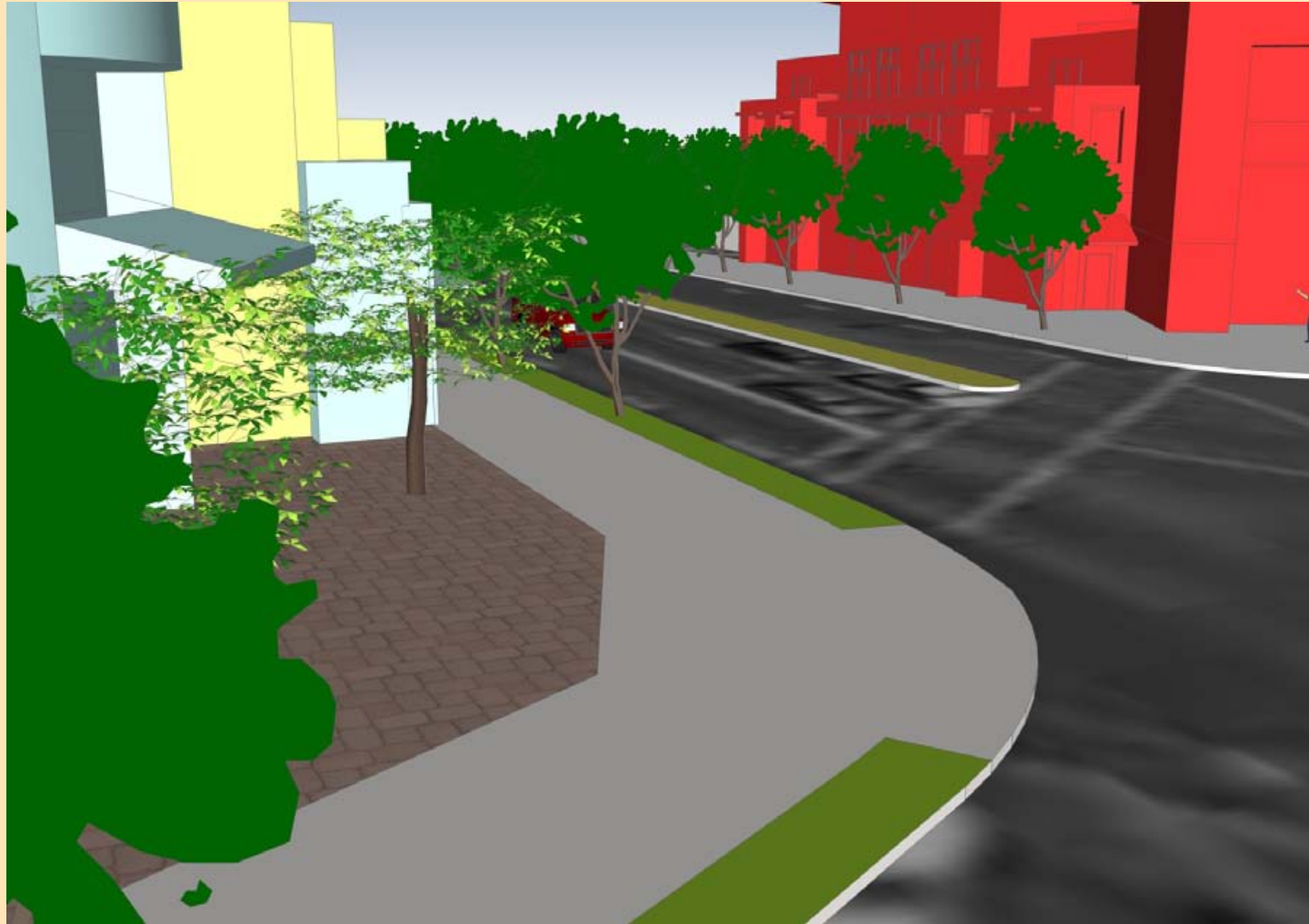
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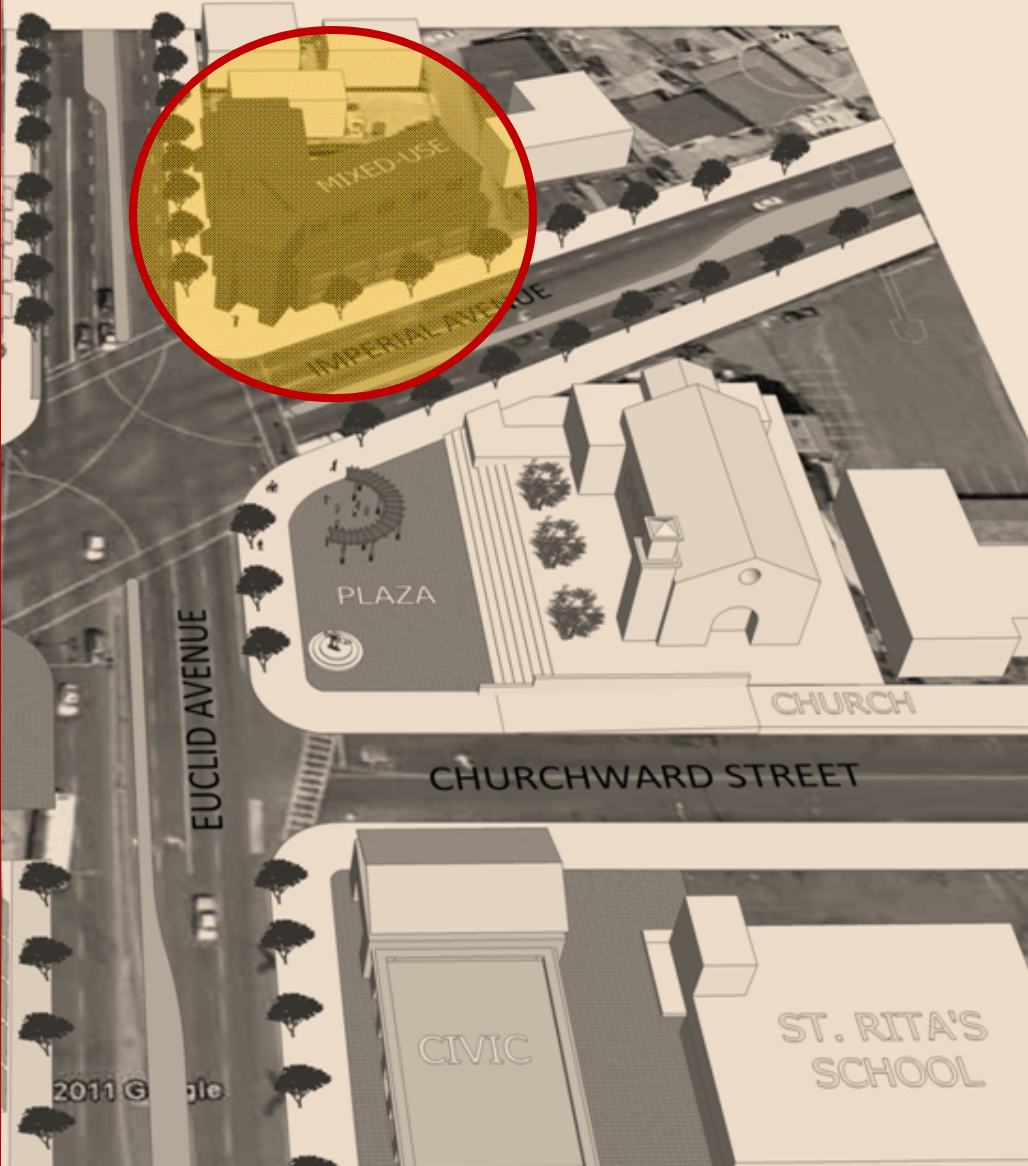
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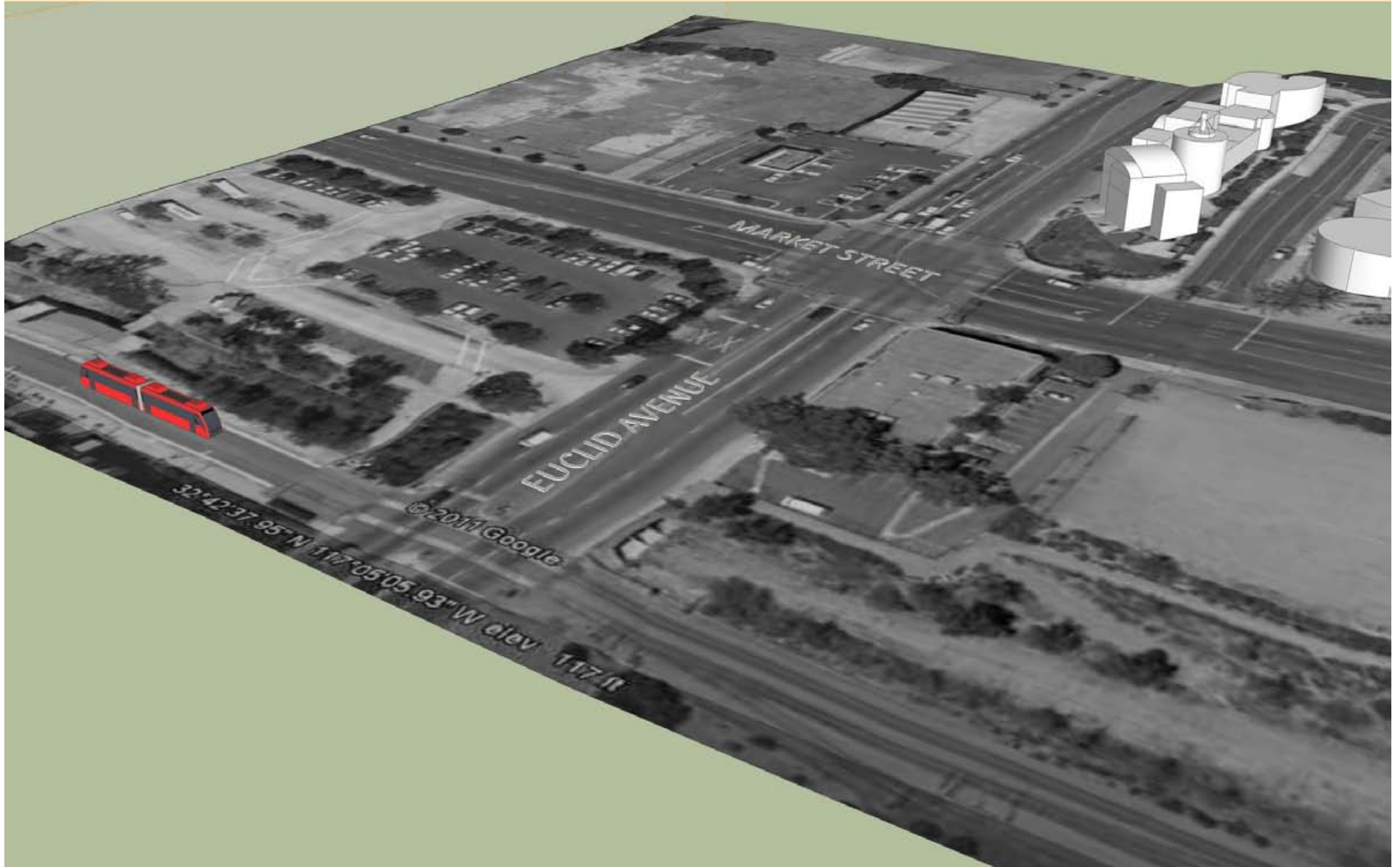
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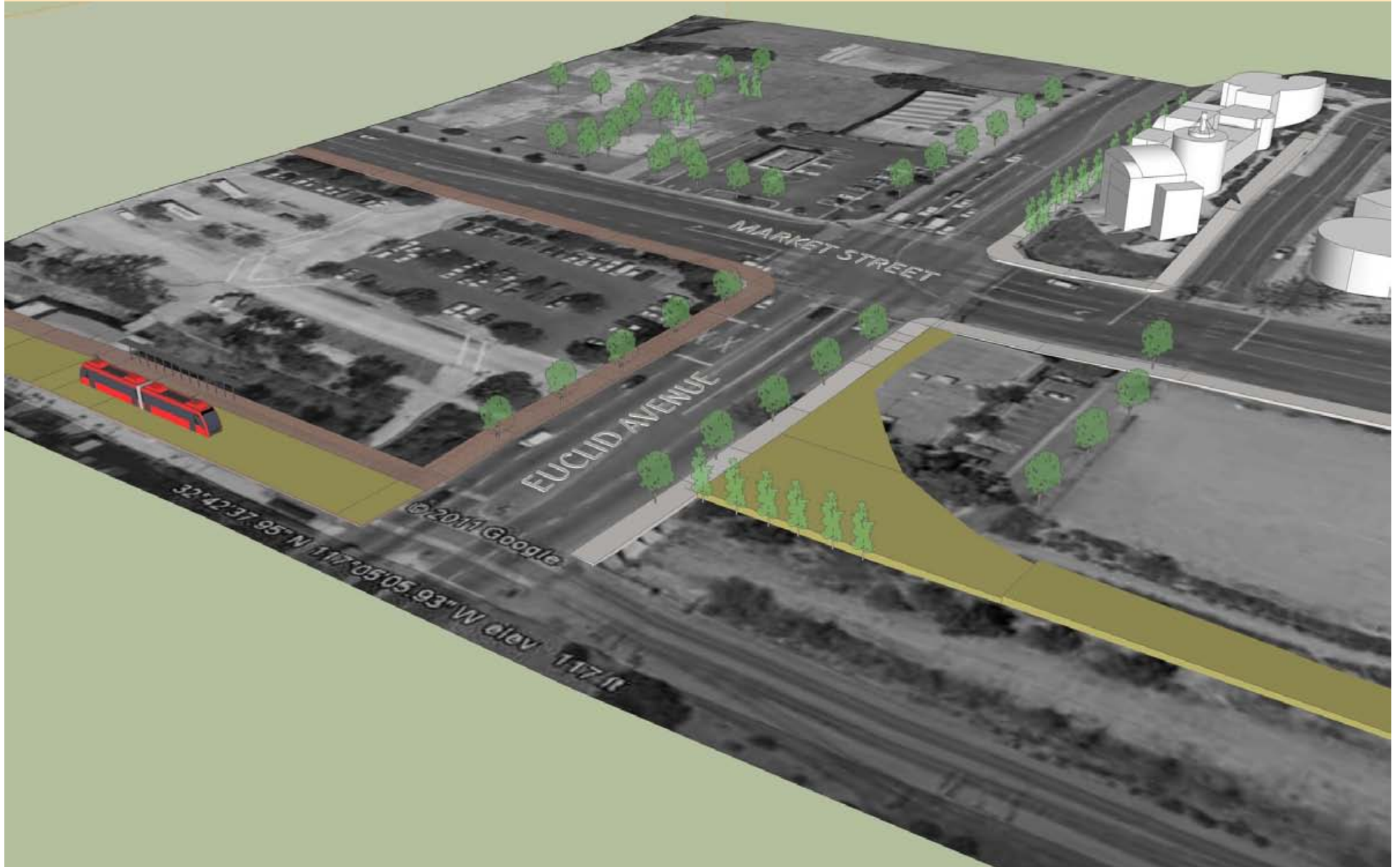
ACTIVE STOREFRONT



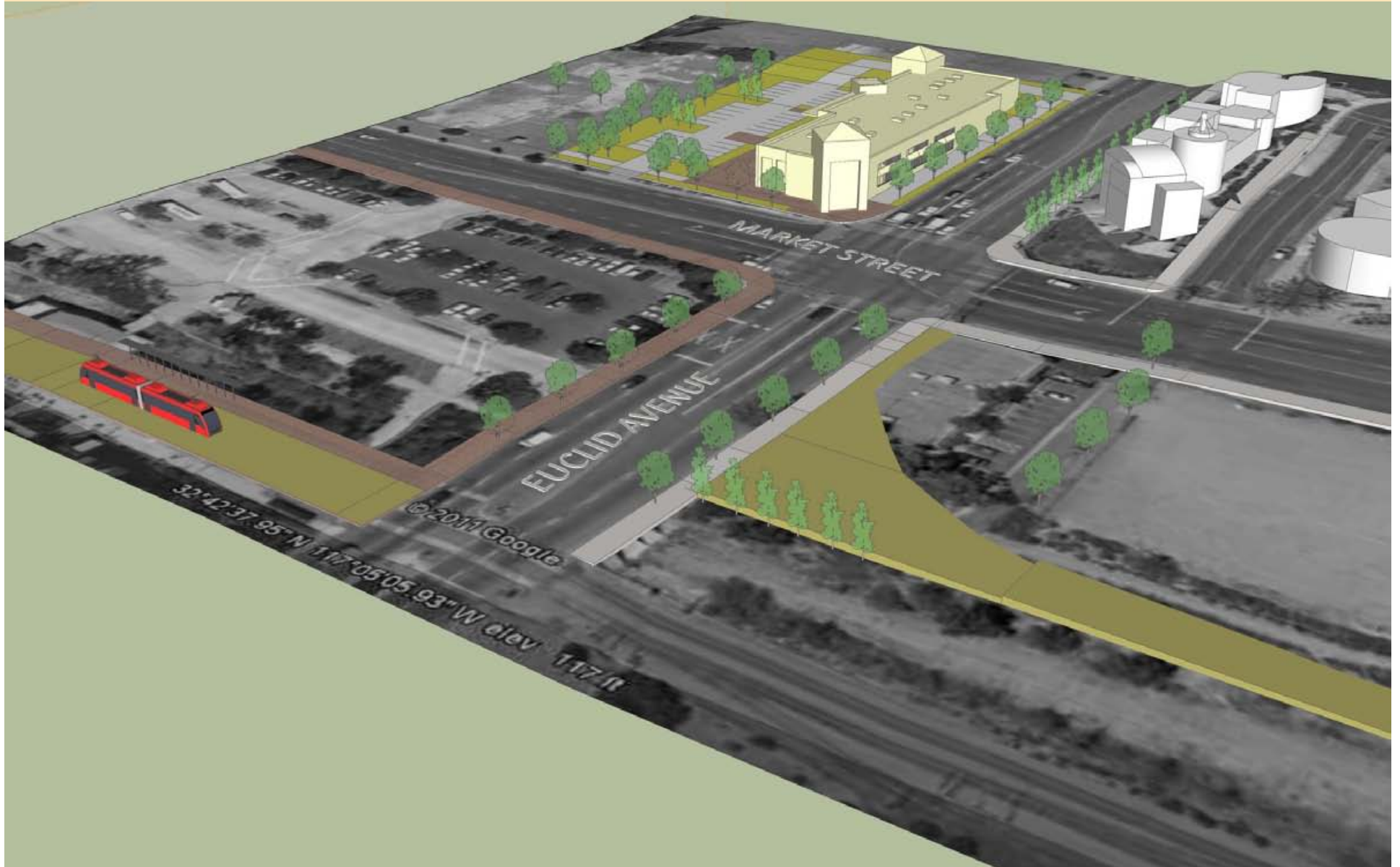
MARKET & EUCLID



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TRANSIT ORIENTATION



47TH & MARKET



47TH & MARKET



47TH & MARKET



47TH & MARKET



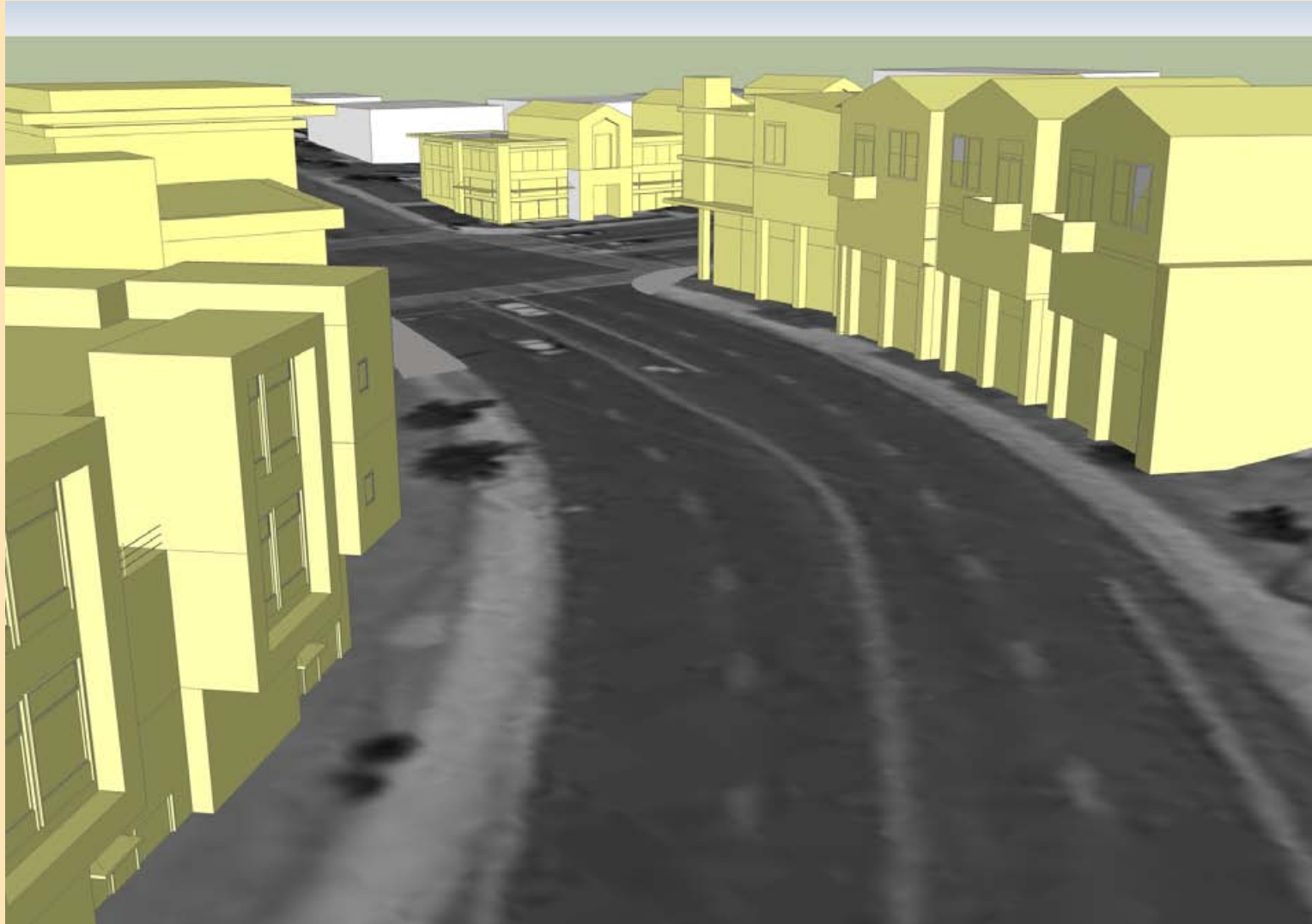
47TH & MARKET



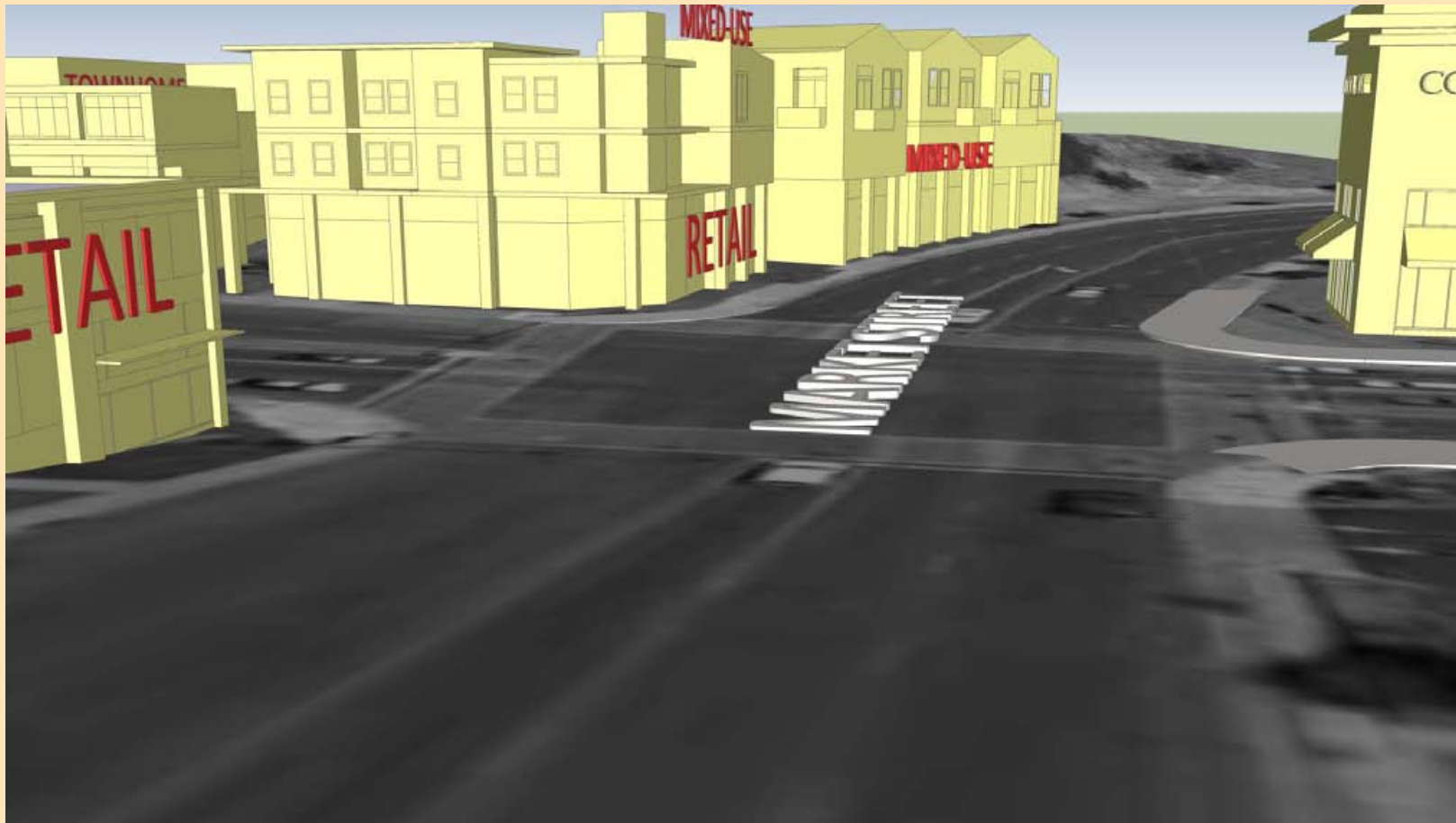
47TH & MARKET



47TH & MARKET



47TH & MARKET



CONSISTENT STREET WALL



MOBILITY PRINCIPLES

Pedestrians

- ❑ Along collector and major streets, locate marked crosswalks no more than 600 feet apart
- ❑ Along four-lane major streets, pair marked crosswalks with actuated pedestrian signals and dedicated pedestrian refuges in medians
- ❑ Sidewalks within at least one-third of a mile of trolley stations should be wide enough to accommodate pedestrians walking in both directions (at least 6 feet wide)



MOBILITY PRINCIPLES

Bicycles

- ❑ Roadways providing connection to adjacent areas or routes to high capacity transit stops should feature full bike lanes
- ❑ Trolley stops and transit-oriented developments feature adequate, secured bicycle parking areas



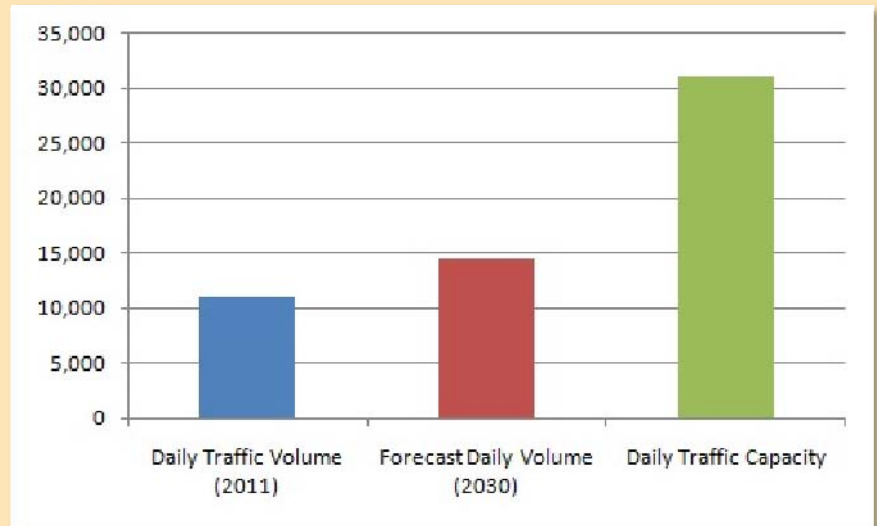
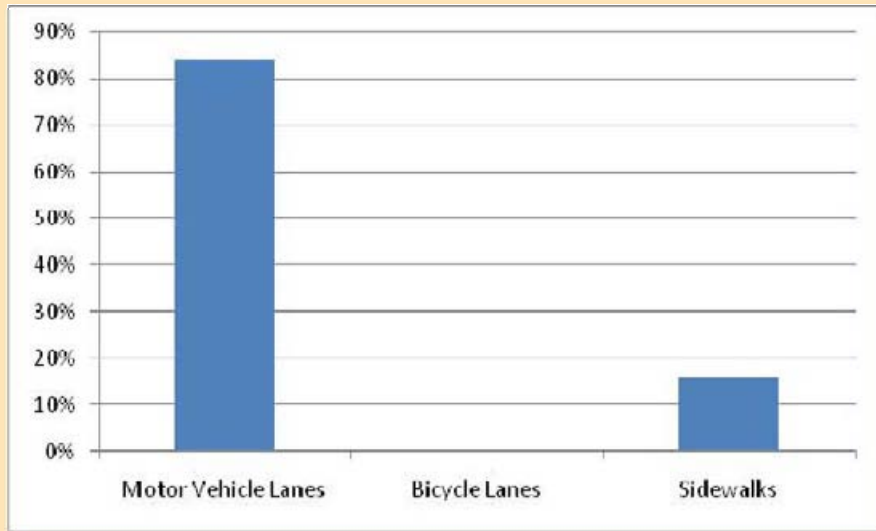
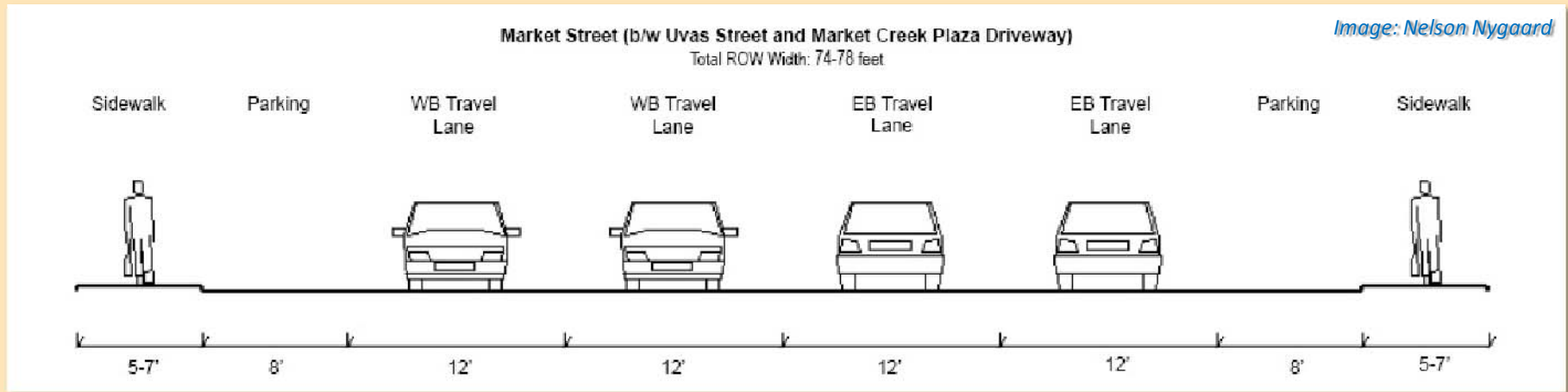
MOBILITY PRINCIPLES

Traffic

- All roadways must meet the City of San Diego's acceptable LOS for traffic operations (LOS D)
- The design speed of streets within the core Plan Area should be 25-35 mph (the design speed influences the posted speed limit)
- Opportunity development sites should feature rear outlets to local streets in order to better disperse traffic
- Encourage more flexible street typologies within the Plan Area to reduce traffic speeds and create smaller, slower streets serving local neighborhoods

MOBILITY

Excess capacity on Market Street



EXCESS CAPACITY: AN OPPORTUNITY

❑ Market Street in 10 to 20 years?

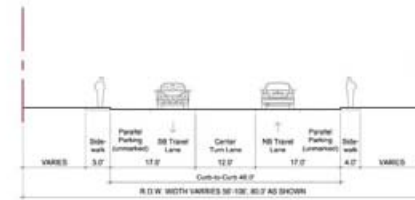


R.O.W. CAPACITY/ OPPORTUNITIES

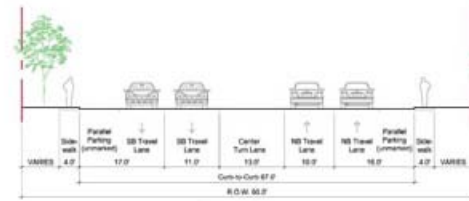
- ❑ Excess vehicular capacity on key streets
- ❑ Most street rights-of-way include capacity for improved pedestrian environment and facilities
- ❑ Use of public right-of-way varies, including: street trees, planting areas, front yards, parking



Market Street
between Uvas Street and Market Creek Plaza Driveway



47th Street
between Market Street & Imperial Ave
(outside of 47th Street trolley station)



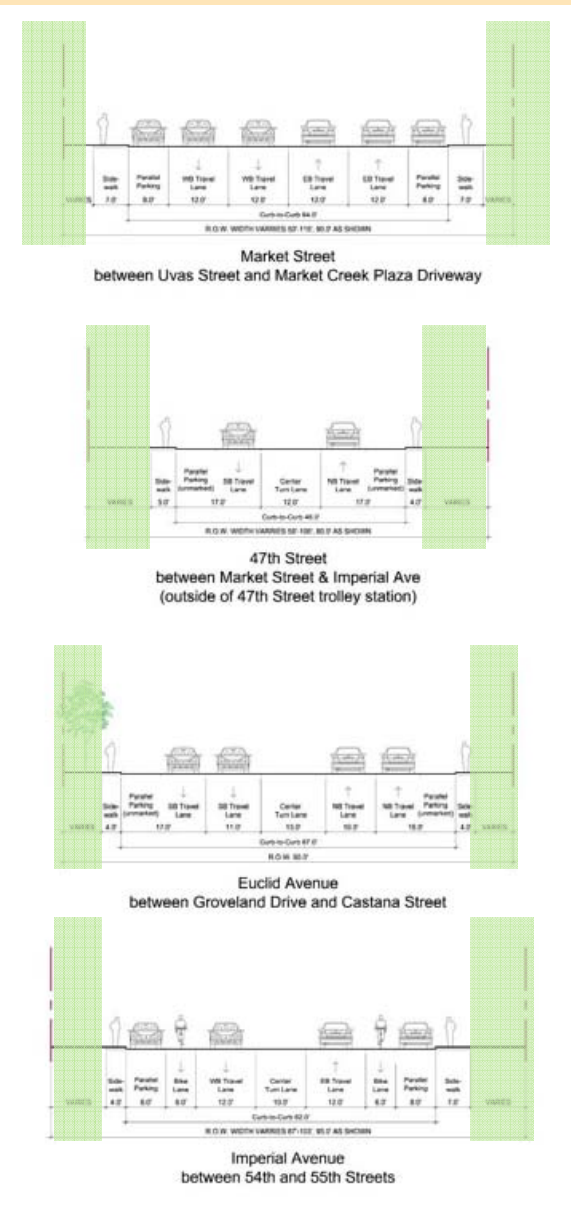
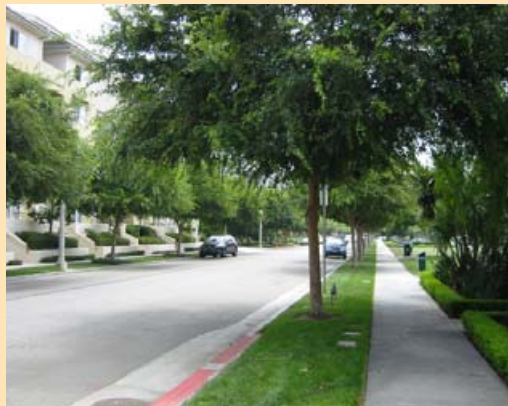
Euclid Avenue
between Groveland Drive and Castana Street



Imperial Avenue
between 54th and 55th Streets

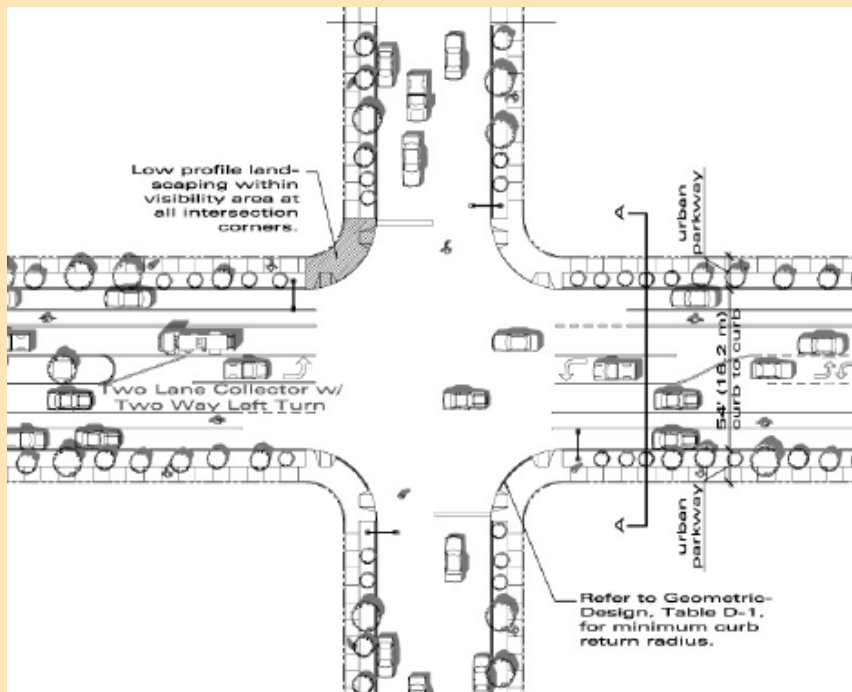
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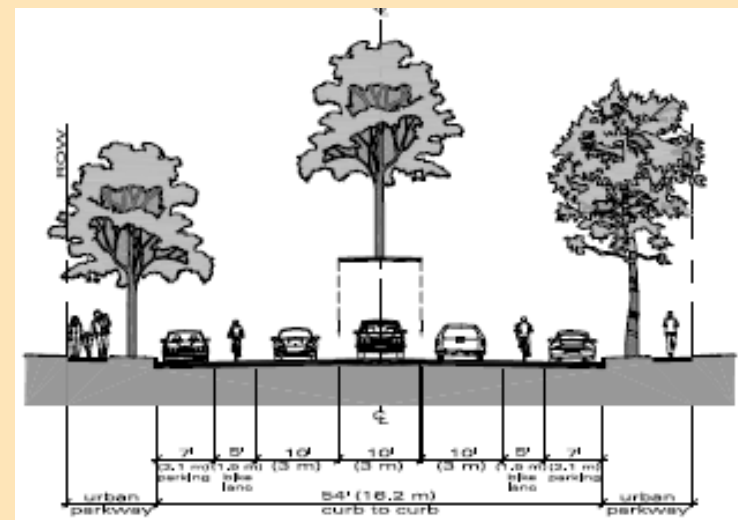


ROAD DIET CONCEPT

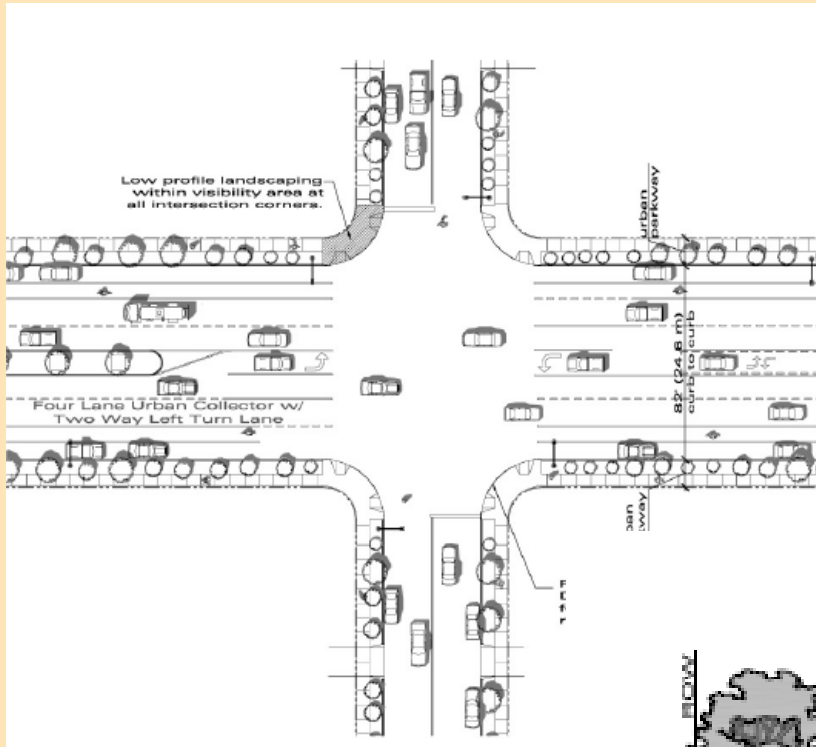
- Market Street – East of 47th Street (possibly east of Euclid)
- 47th between Market & Imperial



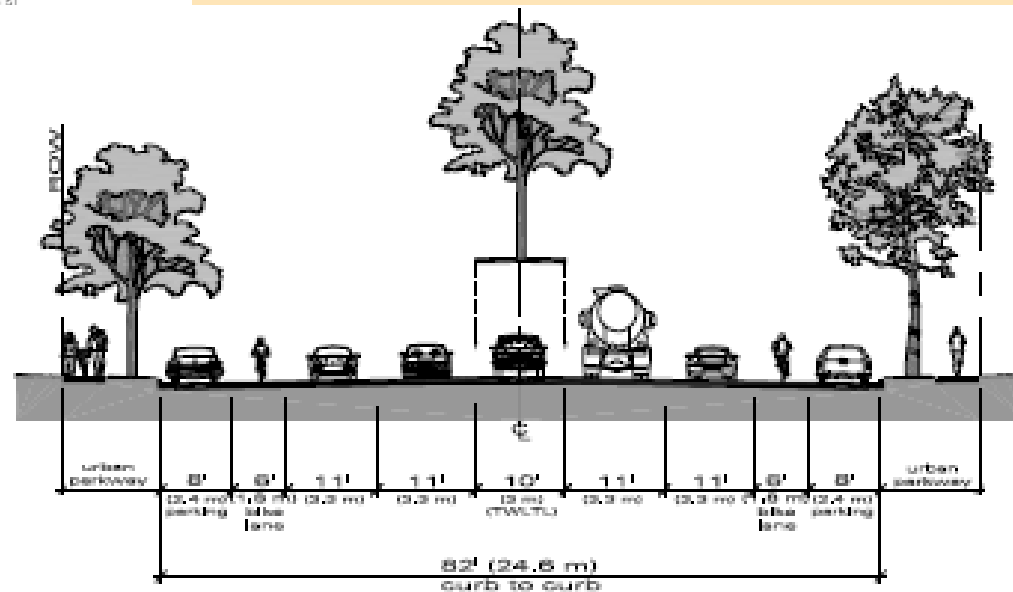
City of San Diego Standards:
Two Lane Collector with Two Way Left Turn Lane



ALTERNATIVE CONCEPT

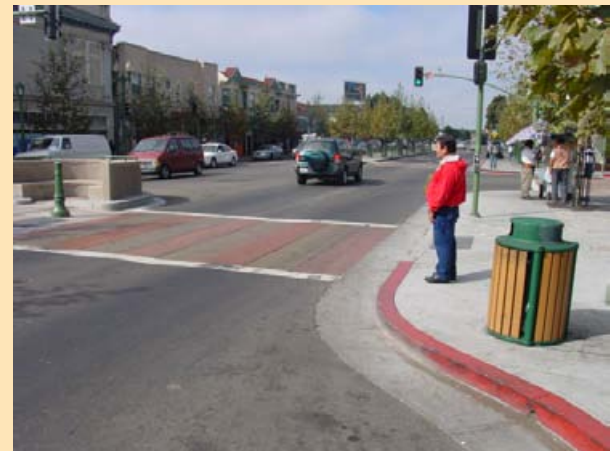


*City of San Diego Standards:
Four Lane Urban Collector
with Two-Way Left Turn Lane*



PEDESTRIAN IMPROVEMENTS

☐ *In progress*



Plan Area Pedestrian Amenities

- Existing Ped Signals & Crosswalks
- Improved Ped Signal & Crosswalk Intersection

- Proposed Crosswalks
- New Off-Street Connection

- Proposed Ped Signals & Crosswalks

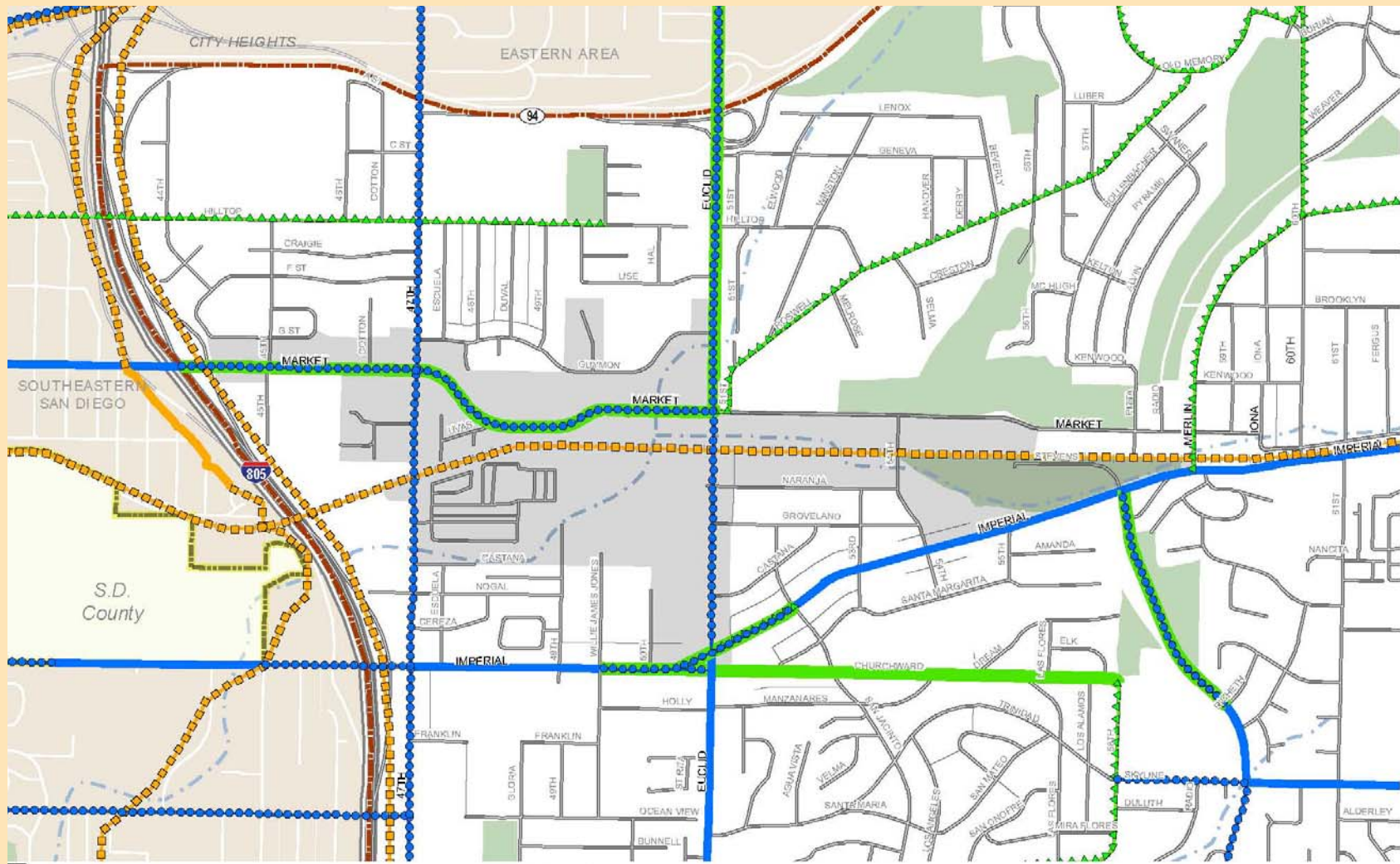
Precise locations undetermined.

Signal required for 4-lane Market. Unsignalized crosswalk possible with 2-lane street.

Precise location undetermined.



BICYCLE FACILITIES PLAN



- LEGEND**
- ◆ Euclid & Market Village Master Plan Project Area
 - ◊ Encanto Neighborhoods Community Plan Boundary
 - ◇ Areas Outside City of San Diego

- Existing Bike Routes**
Effective Nov 2011
- Class I - Path
 - Class II - Lane
 - Class III - Route

- Proposed Bike Routes**
- Class I - Path
 - Class II - Lane
 - Class III - Route

Map of Euclid & Market Village Master Plan Project Area showing bicycle facilities. The map includes street names, existing and proposed bike routes, and community plan boundaries. The map is based on the Euclid & Market Village Master Plan Project Area and the Encanto Neighborhoods Community Plan Boundary. The map is for informational purposes only and does not constitute a contract or warranty of any kind. The map is subject to change without notice. Copyright 2011 by the City of San Diego. All rights reserved.

TROLLEY CROSSING STRATEGY/ SIGNALIZATION

In progress

T.O.D. PARKING STANDARDS

	Traditional Parking Standards (Car)	T.O.D. Parking Standards - Car	T.O.D. Parking Standards - Bicycle	T.O.D. Parking Standards - Motorcycle
Commercial and Mixed-Use (Village)	5.5/1,000 sf	2.1/ 1,000 sf	1/ 1,000 sf	0.1/ 1,000 sf
Residential – Single-family	2/ du	1/du	n/a	n/a
Residential – Multi-family	2/ du	0.5/du	0.25/ 1,000 sf	0.1/ 1,000 sf
Business Park	3/ 1,000 sf	1.25/ 1,000 sf	1/ 1,000 sf	0.1/ 1,000 sf

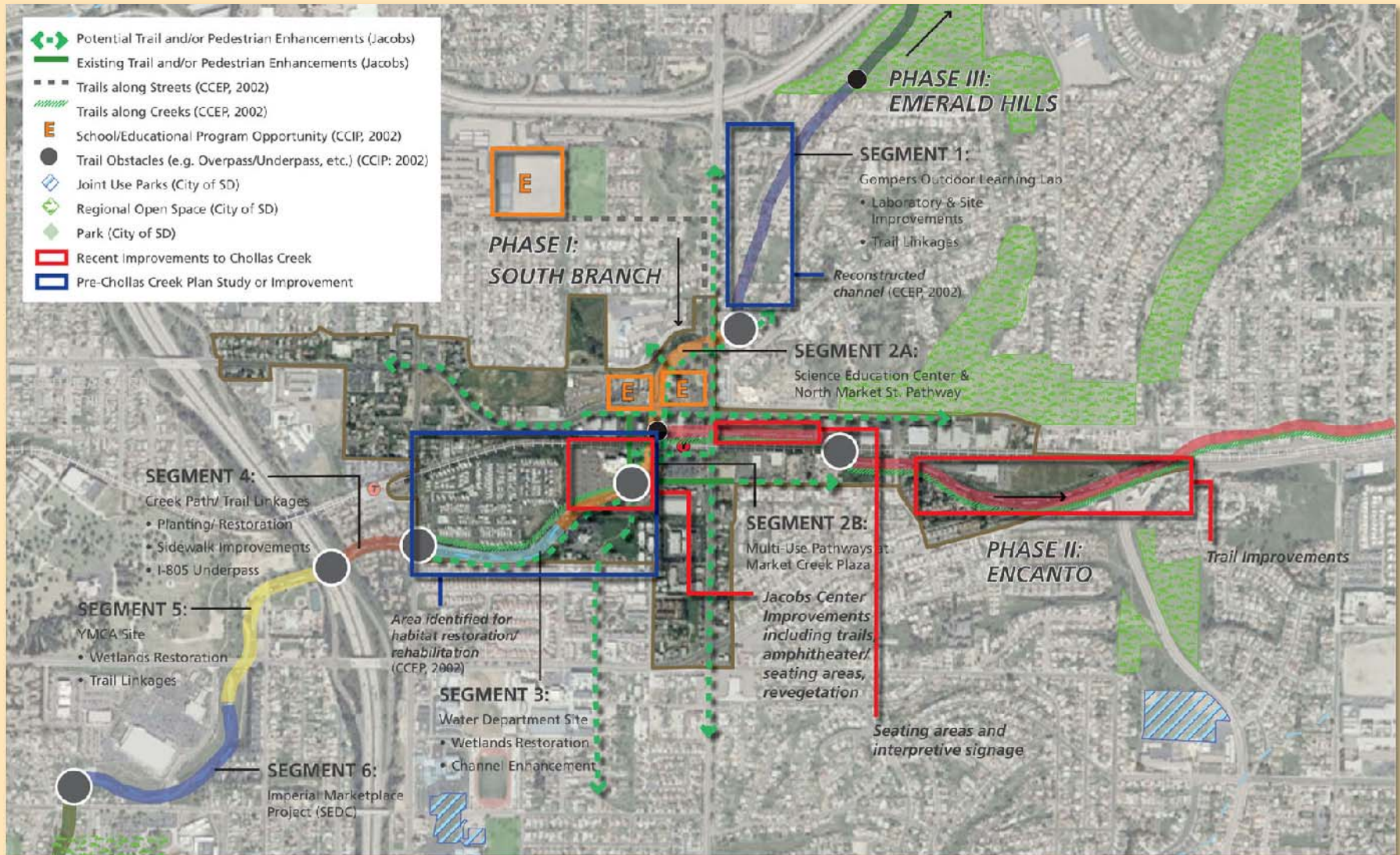


PARKING REQUIREMENTS

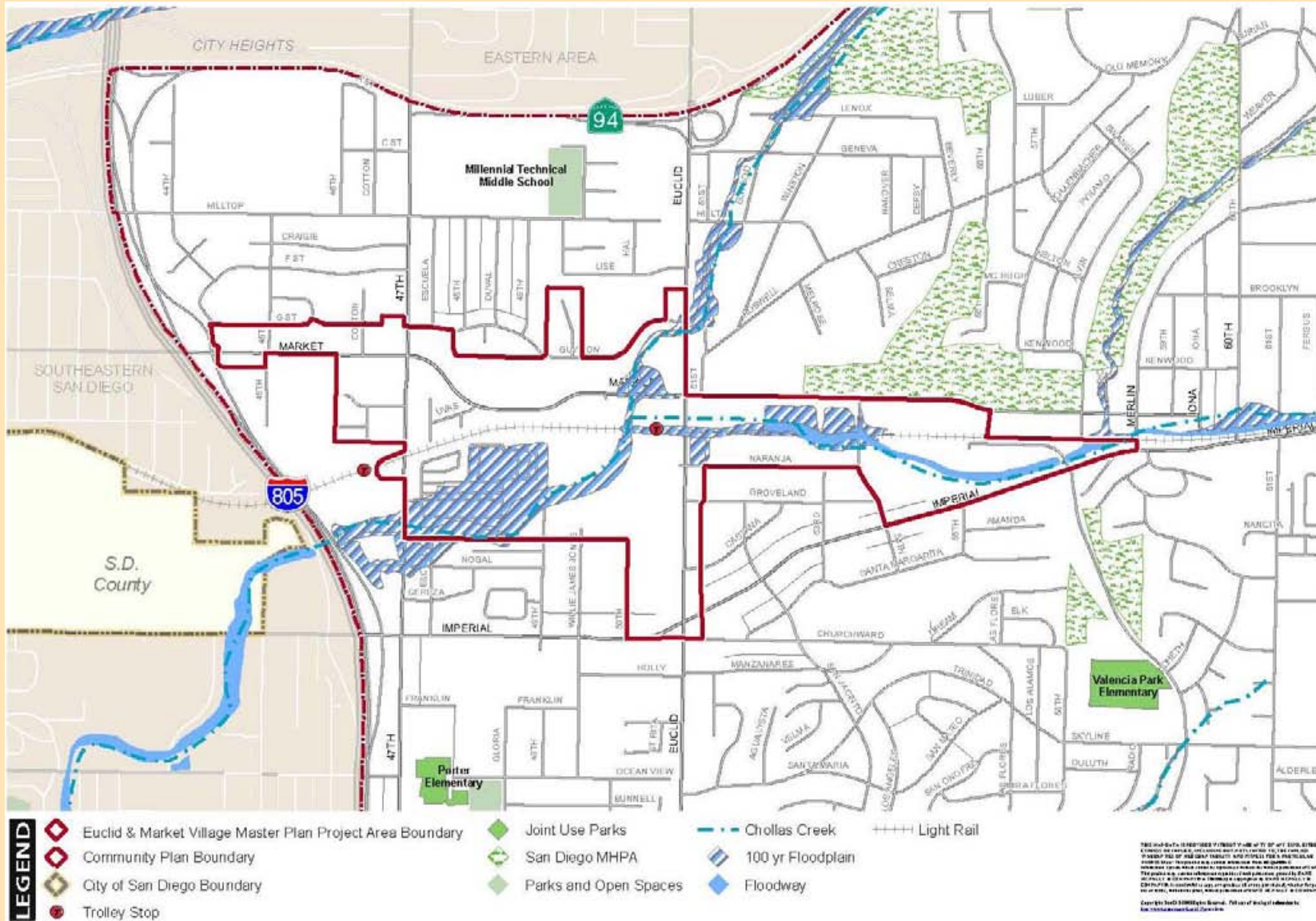


	Surface Parking	Tuck-Under Private Garage	Structured Parking / Podium Garage
Building Types	Single family Houses, Townhouses, Commercial	Townhouses and 2-3 Story Stacked Flats	3-5 Story Stacked Flats; Mixed Use
Cost per Space	\$3,000-\$4,000	\$12,000-\$17,000	\$35,000-\$50,000
Net Density	10-25 DU/Acre	20-35 DU/Acre	30-55+ DU/Acre

CHOLLAS CREEK PLANS



FLOODPLAIN/ FLOODWAY CONSIDERATIONS



CHOLLAS CREEK CONCEPTS

South of Market, West of Euclid



CHOLLAS CREEK CONCEPTS



CHOLLAS CREEK CONCEPTS

in progress



CHOLLAS CREEK CONCEPTS

South of Market, East of Euclid



In progress

CHOLLAS CREEK CONCEPTS

North of Market, West of Euclid



In progress

CHOLLAS CREEK & MOBILITY

in progress



Mobility & The Creek

Euclid + Market

LAND USE AND MOBILITY PLAN



Discussion / Q&A

Euclid + Market

LAND USE AND MOBILITY PLAN

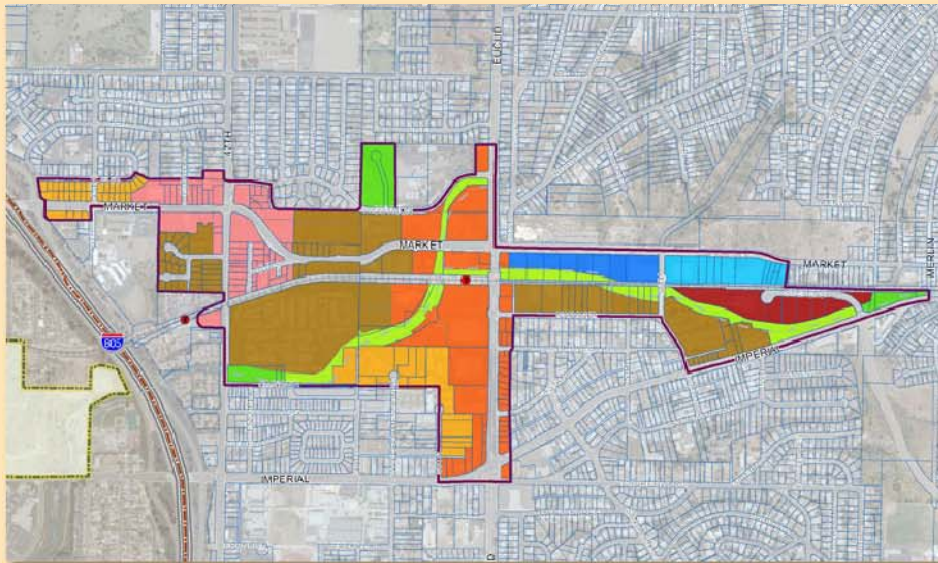


Land Use Alternatives

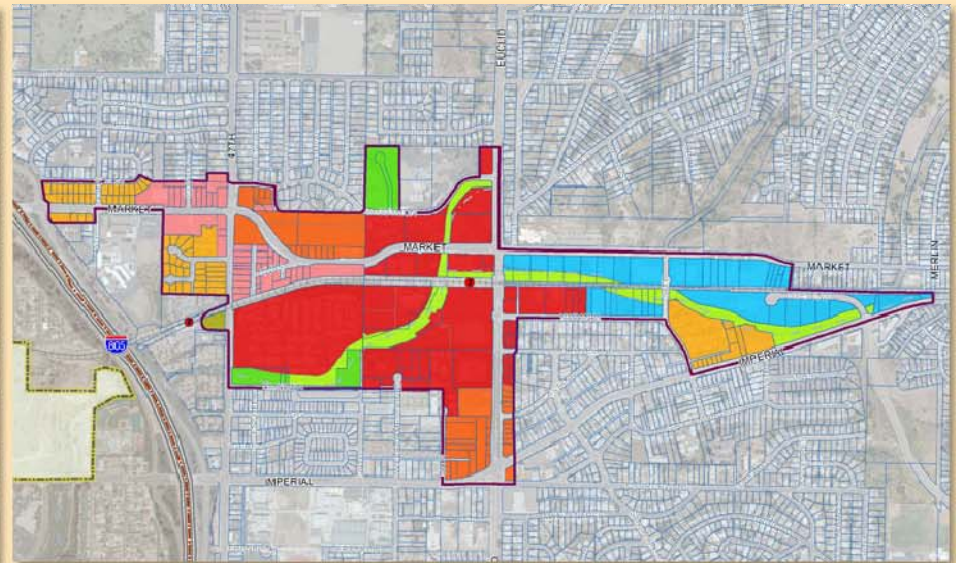
Presented By / Presented By
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LAND USE ALTERNATIVES

1.



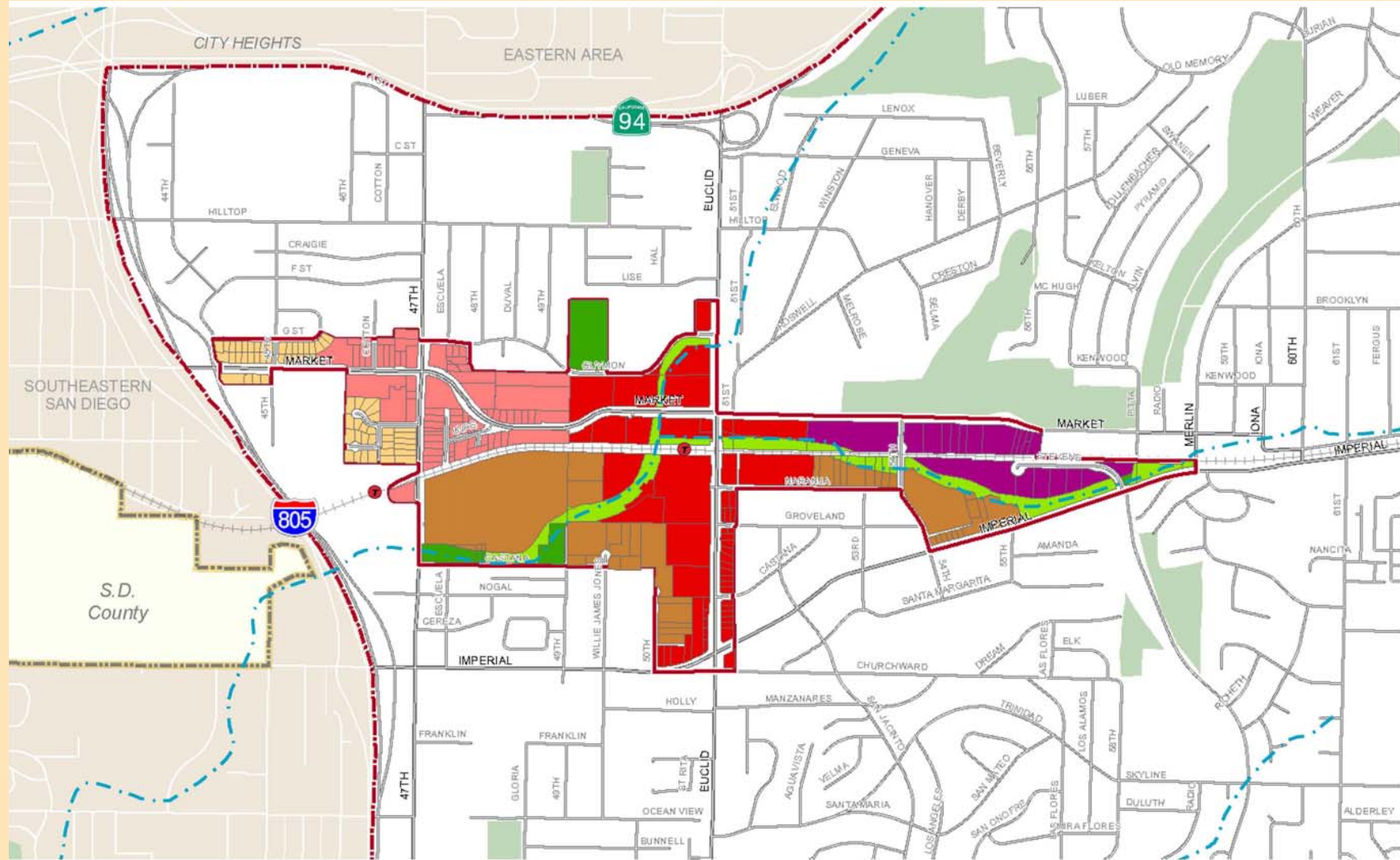
2.



LEGEND

<p>Alternative 2 Land Uses</p> <ul style="list-style-type: none"> Medium Residential 15-29 du/ac Medium High Residential 30-40 du/ac Medium High Residential 30-44 du/ac 	<ul style="list-style-type: none"> Neighborhood Village 15-44 du/ac Community Commercial 30-44 du/ac Community Commercial- No Residential Permitted Business Park 	<ul style="list-style-type: none"> Light Industrial Open Space Park 	<ul style="list-style-type: none"> Community Plan Boundary Areas Outside City of San Diego Encanto Smart Growth Project Area Trolley Stop
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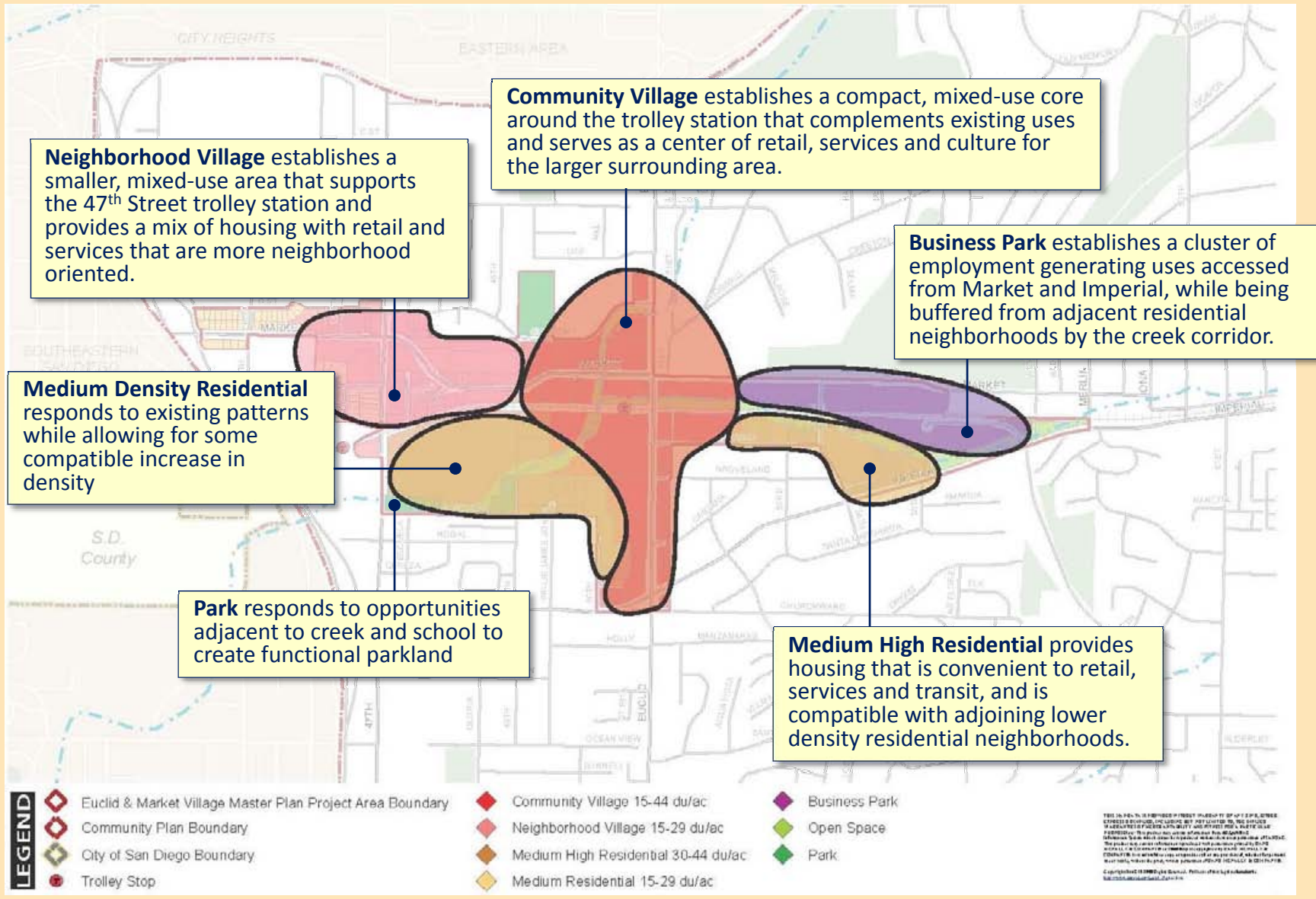
REFINED ALTERNATIVE



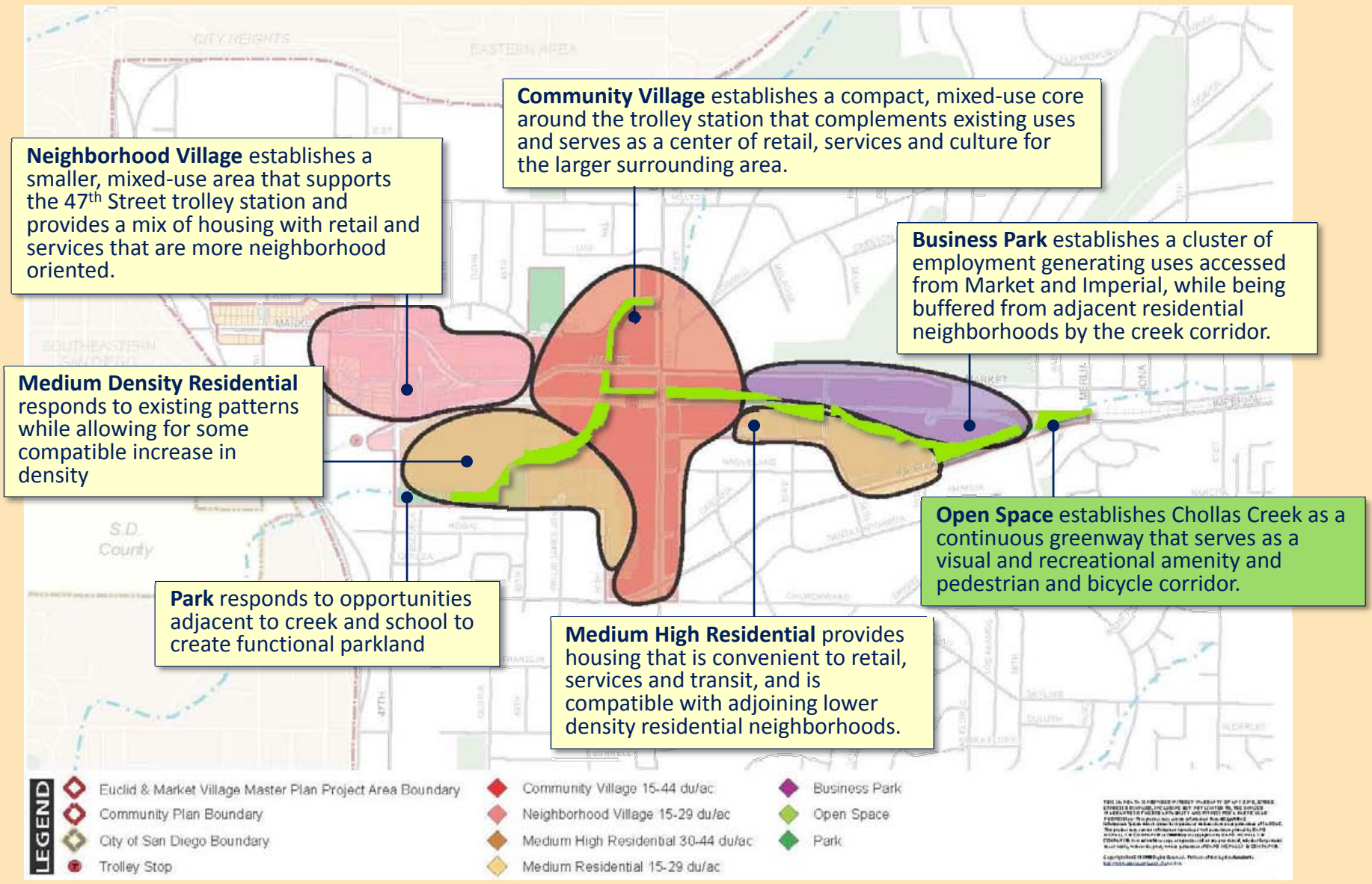
- | | | | |
|---------------|---|-------------------------------------|---------------|
| LEGEND | Euclid & Market Village Master Plan Project Area Boundary | Community Village 15-44 du/ac | Business Park |
| | Community Plan Boundary | Neighborhood Village 15-29 du/ac | Open Space |
| | City of San Diego Boundary | Medium High Residential 30-44 du/ac | Park |
| | Trolley Stop | Medium Residential 15-29 du/ac | |
| | | | |

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REFINED LAND USE CONCEPT



REFINED LAND USE CONCEPT



REFINED LAND USE DESIGNATIONS



Community Village
15-44 DU/Acre



Neighborhood Village
15-29 DU/Acre



Business Park



Medium Residential
15-29 DU/Acre



Medium High Residential
30-44 DU/Acre

RECREATIONAL / PUBLIC SPACE OPPORTUNITIES



Parks



Open Space



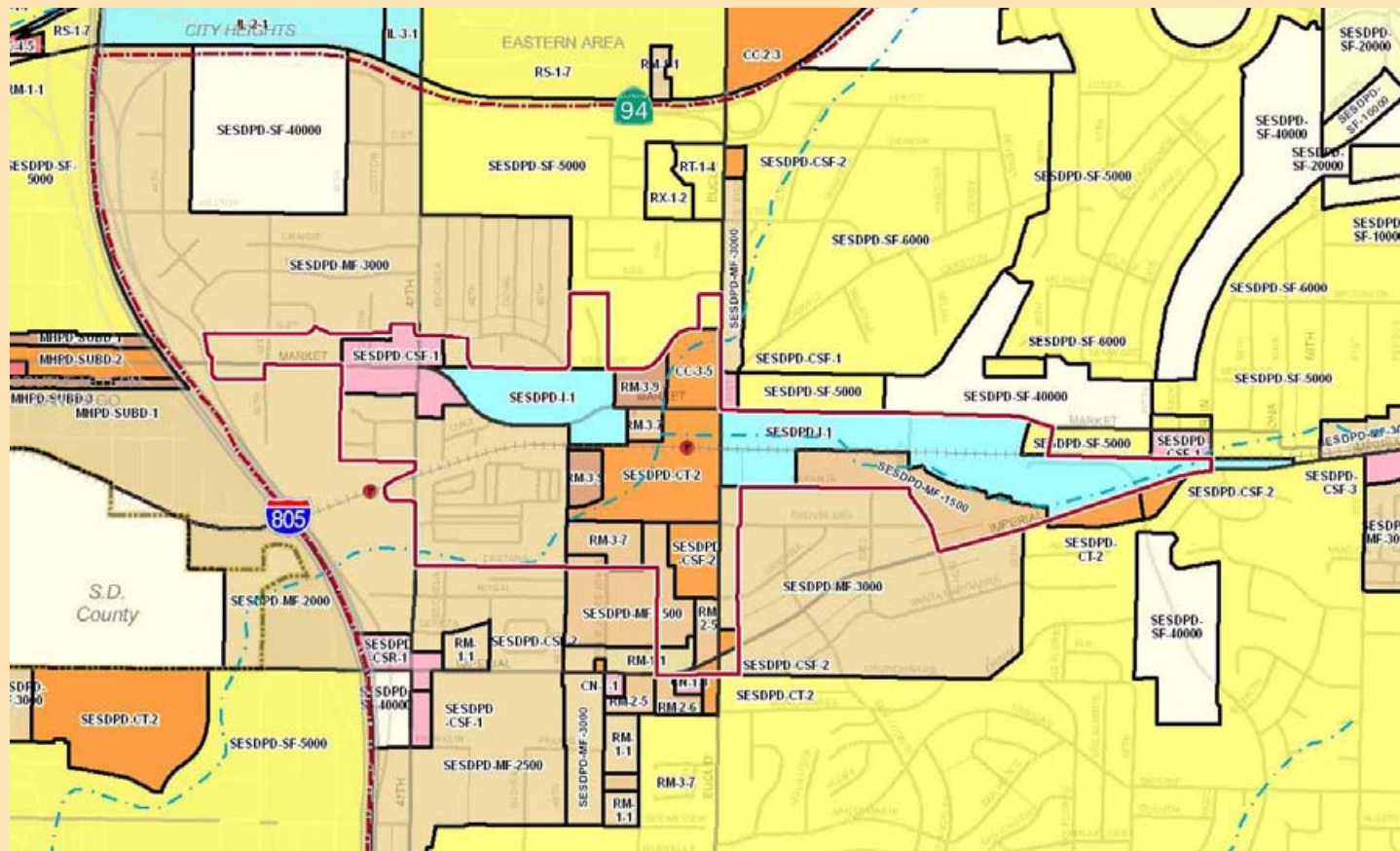
Facilities that can be included within all Residential/ Commercial/ Mixed Use Land Uses

LAND USE DEFINITIONS

Community Plan Designation	Use Considerations	Description	Intensity/ Density Building Intensity Range	Acres	%
Community Village	Residential Allowed/ Encouraged	Mixed-use village with retail to serve community at large	0.5- 1.50 15 to 44 du/ac	48.1	21%
Neighborhood Village	Residential Allowed/ Encouraged	Mixed-use village with moderately-sized retail to adjacent communities	0.4- 1.25 15 to 29 du/ac	29.3	13%
Business Park	Commercial/ Office uses encouraged	Allows professional/ administrative offices, research and development, commercial/ retail, and light manufacturing.	0.3-1.0	19.8	9%
Medium - High Residential		Provides for both single and multifamily housing within a medium-high-density range.	30-44 du/ac	10.5	5%
Medium - Residential		Provides for both single and multifamily housing within a medium-density range.	15-29 du/ac	48.3	21%
Park		Parks for passive/ active recreation that may include recreation facilities.		8.3	4%
Open Space		Land preserved for distinctive scenic, natural or cultural features.		17.1	7%

ZONING & DISCRETIONARY REVIEW

- ❑ Land Uses applied broadly
- ❑ Zoning & Discretionary Review ensure successful implementation



Existing Zoning

ZONING

Community Plan Designation	Zones	Zoning Allows:
Community Village		
Neighborhood Village		
Business Park		
Medium High Residential		
Medium Residential		
Park		
Open Space		

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LAND USE AND MOBILITY PLAN



Discussion / Q&A

Euclid + Market

LAND USE AND MOBILITY PLAN



**Next Community Event:
Community Workshop #2
October 29, 2011**