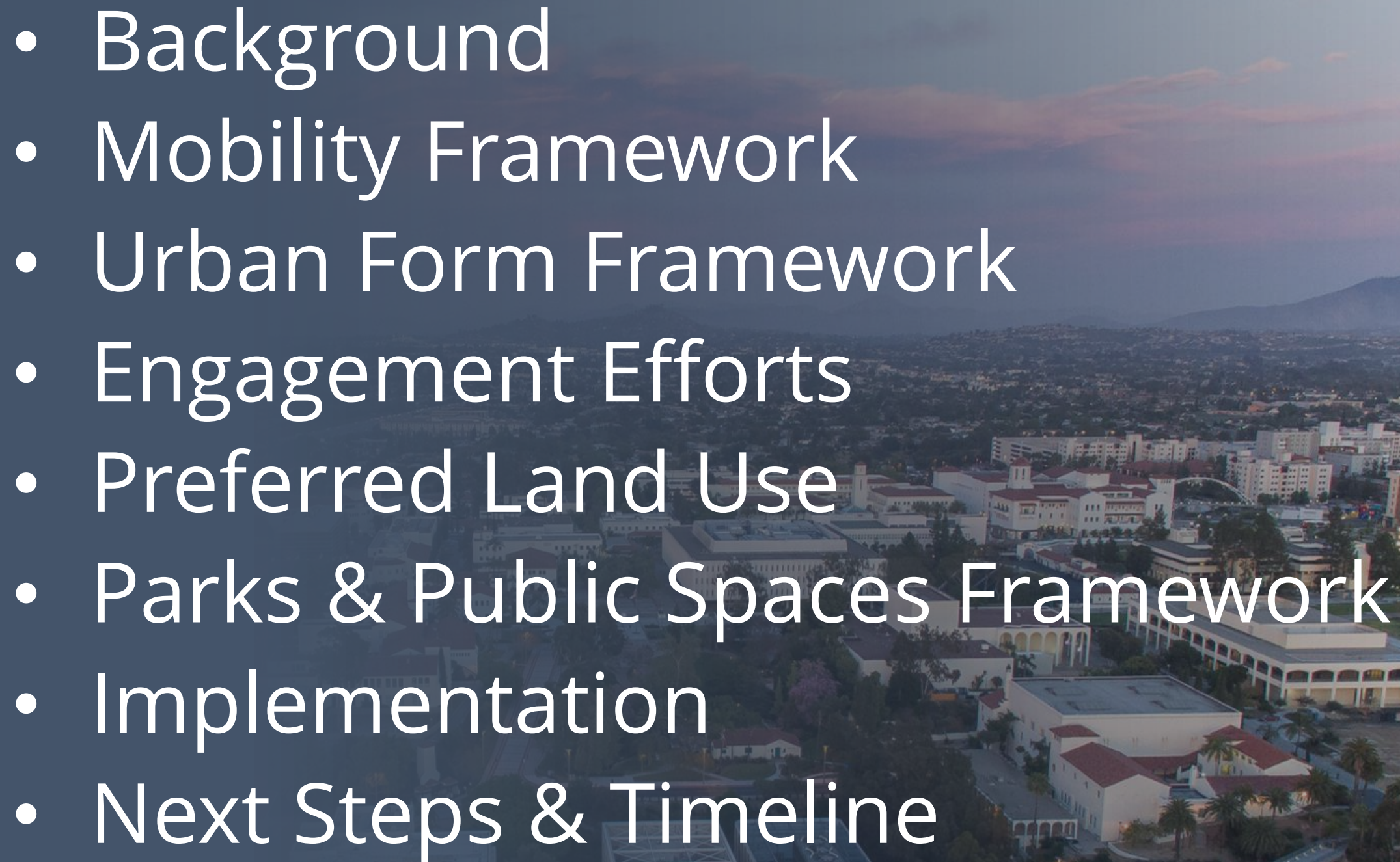


City Planning Department

# College Area Community Plan Update

January 13, 2025



- 
- An aerial photograph of a city at dusk, showing a dense urban area with various buildings, including a prominent white building with a red roof in the foreground. The city is set against a backdrop of mountains under a twilight sky with soft, colorful clouds. The text is overlaid on the left side of the image.
- Background
  - Mobility Framework
  - Urban Form Framework
  - Engagement Efforts
  - Preferred Land Use
  - Parks & Public Spaces Framework
  - Implementation
  - Next Steps & Timeline

# Background



2019 – 2020

## 7 Vision Report *summarized*

1. Increase housing at corridors and nodes
2. Improve local mobility
3. A 'Campus Town' near SDSU
4. A linear park along Montezuma Road
5. Create a sense of identity and place
6. Connections between to SDSU
7. Protect the integrity of single-family neighborhoods

March 2020  
CPU Kick-off

PLAN COLLEGE AREA

Existing Conditions

### Community Map Atlas

November 2020

Prepared for

The City of  
**SAN DIEGO**

## Vision Statement

The community plan envisions a college village with *vibrant mixed-use corridors and nodes that connect to neighborhoods and the university*, and that enhance the community.

## Guiding Principles *summarized*

- Building / public space **design for sustainability/livability**
- **Housing near SDSU, transit and community amenities/jobs**
- Safe and convenient transit and active mobility
- A **vibrant and sustainable business district**
- SDSU as **anchor community institution**
- **Active mobility improvements** for public health and business vitality
- **Preserve and expand parks and open space**
- Emissions-free transportation system
- **Public spaces that support cultural exchange** with community agencies, local businesses, public schools, the university, and other local arts organizations



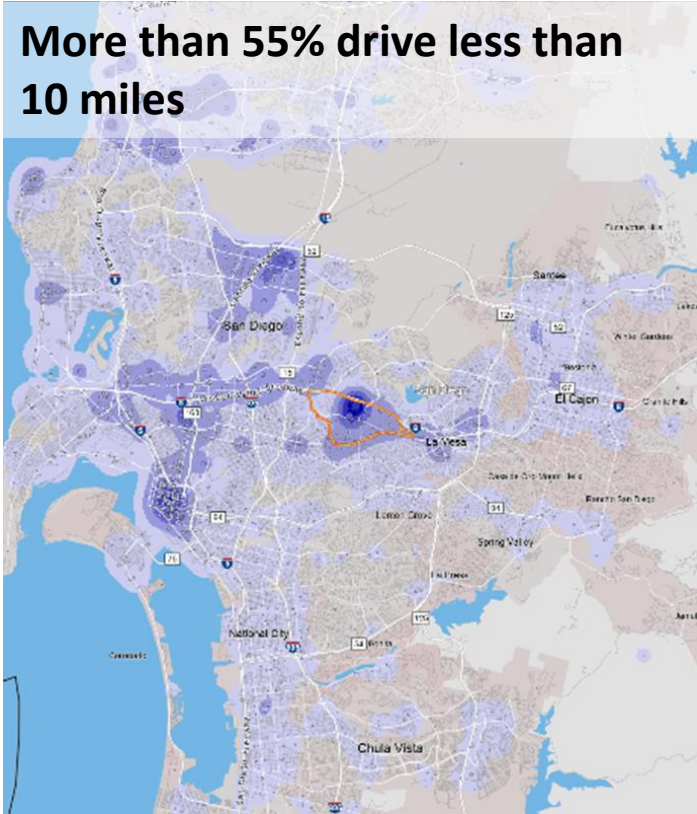
# Mobility

Where do College Area residents work?

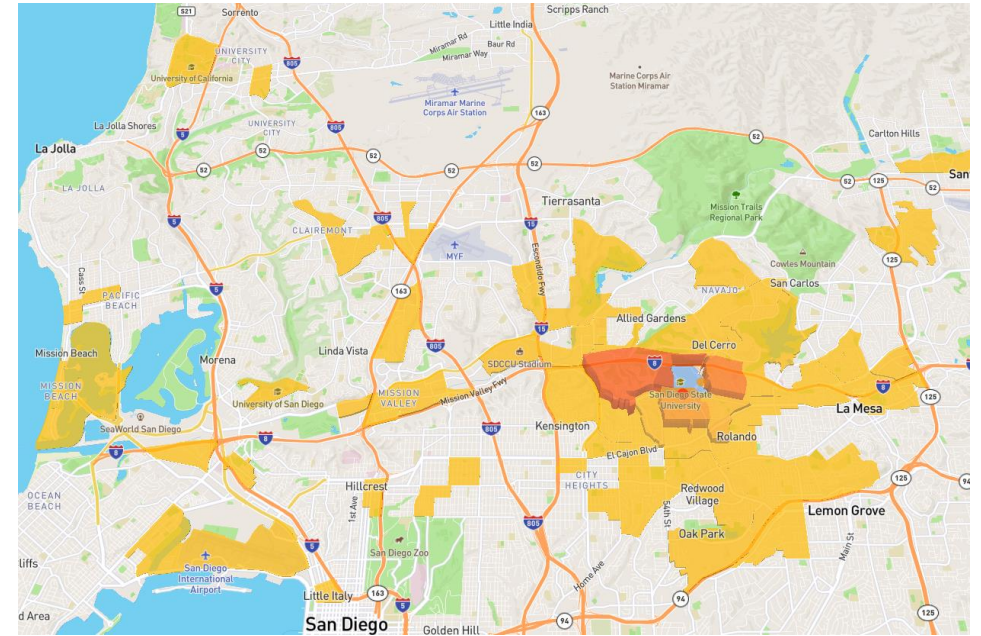
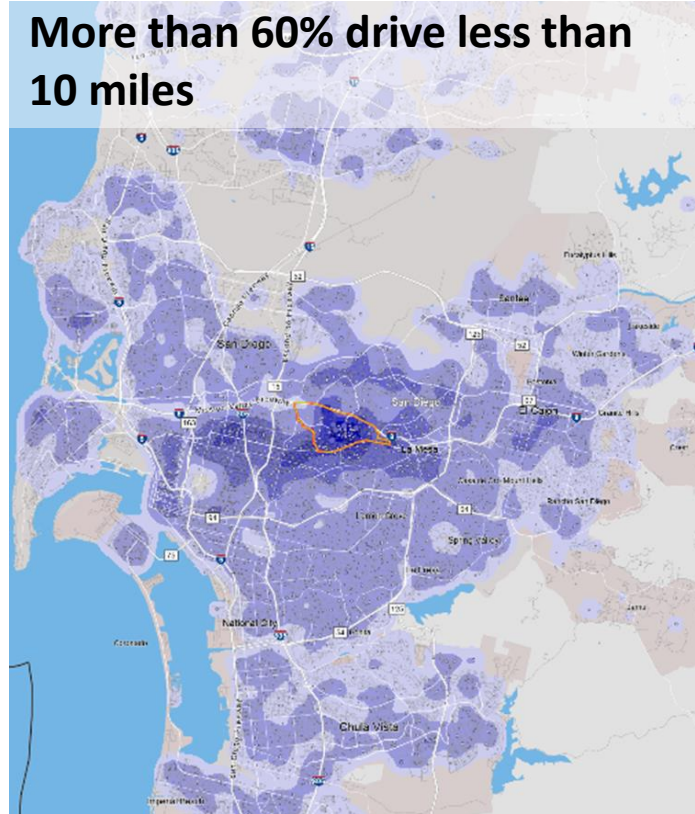
Where do College Area employees live?

Where do SDSU students / employees live?

**More than 55% drive less than 10 miles**



**More than 60% drive less than 10 miles**



Source: ReplicaHQ

Source: U.S. Census Bureau

Safety & Mobility



Social Function



Ecological Function



Multiple Mobility Choices



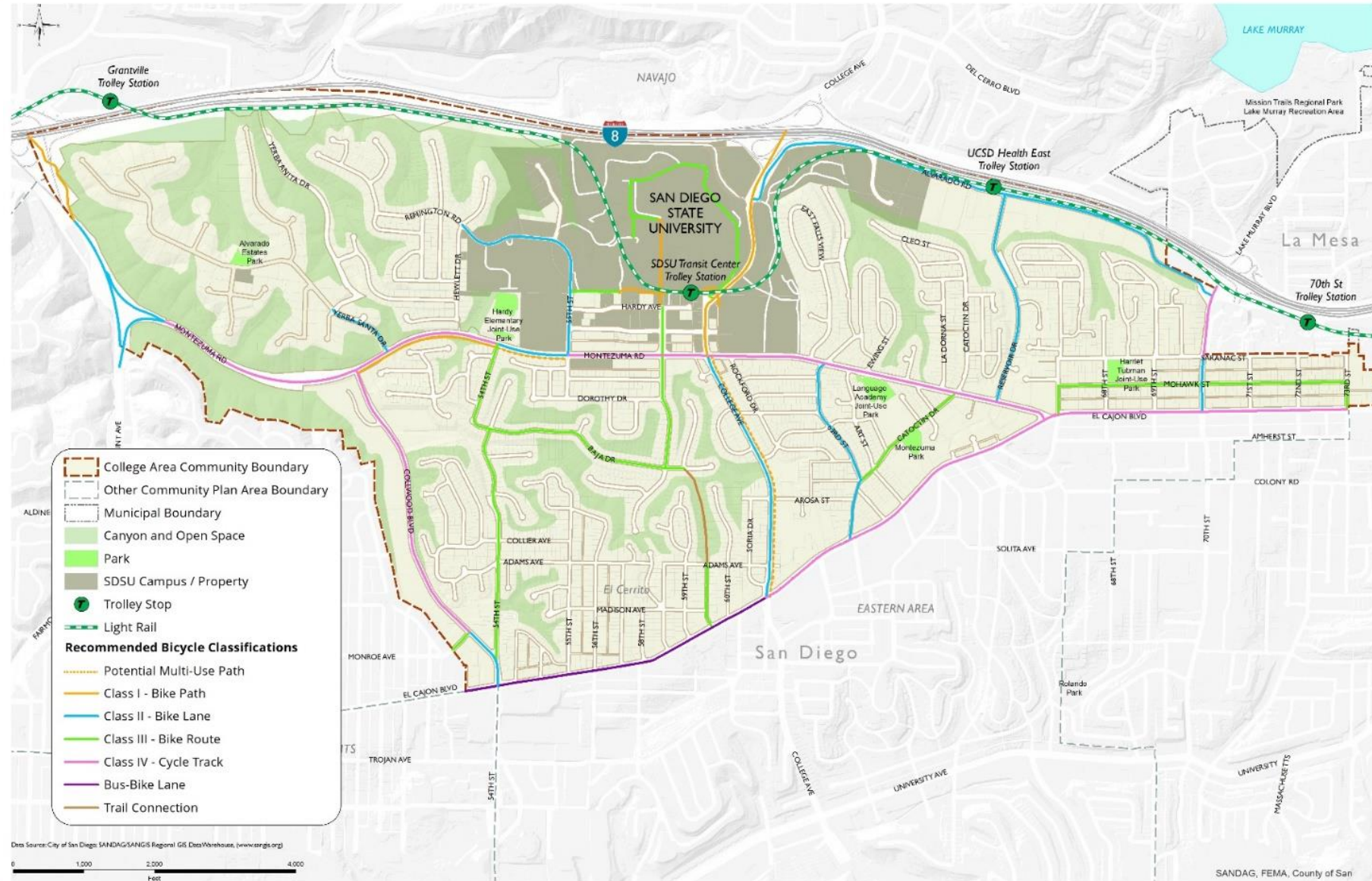
Pocket Parks & Sidewalk Seating



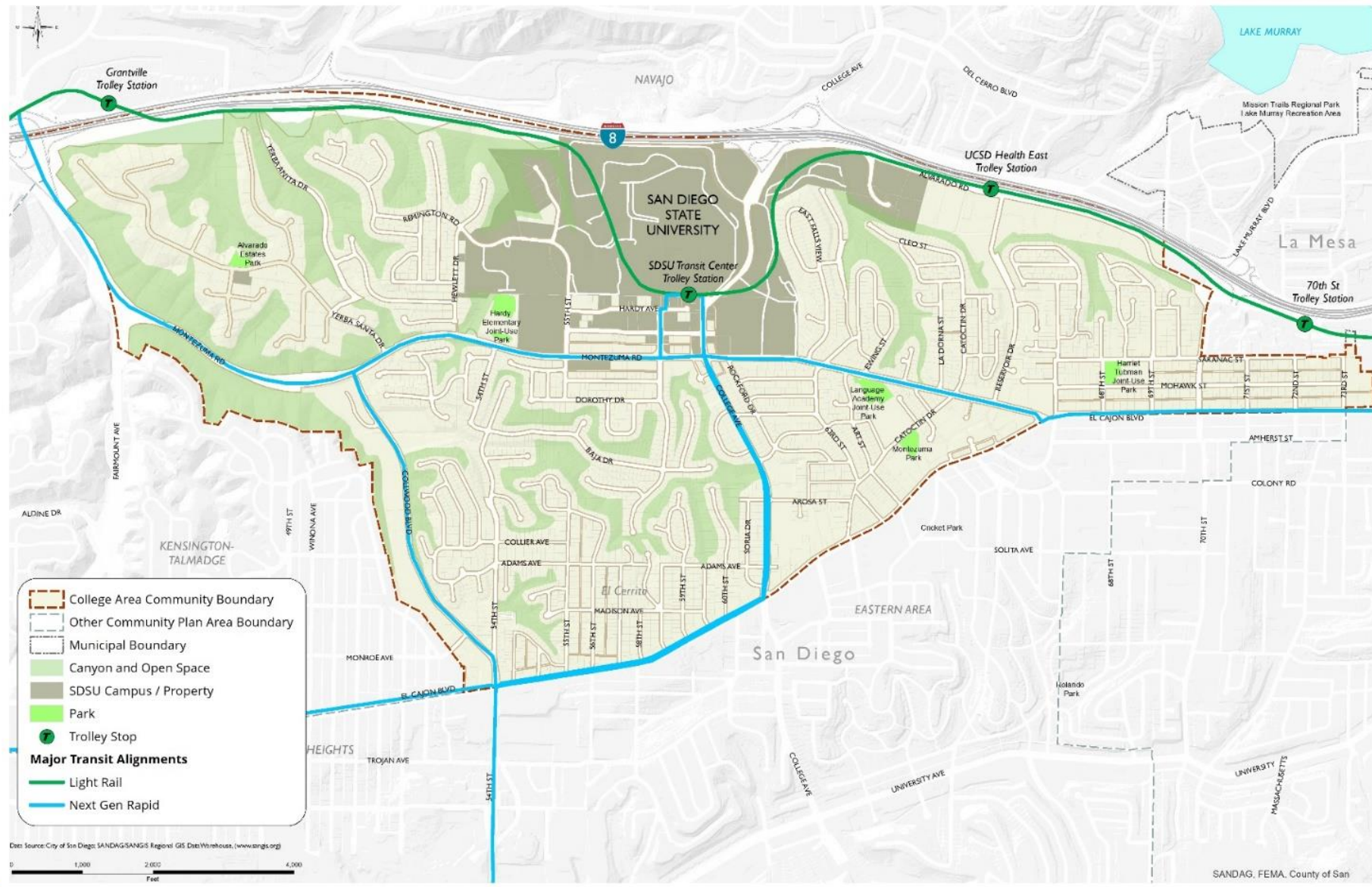
Stormwater Management/Urban Greening



- **Protected cycle tracks** along the main corridors facilitating external connections to other communities (pink)
- **Separated bike lanes** (blue) and **low-stress bike routes** (green) facilitating internal connections within College Area

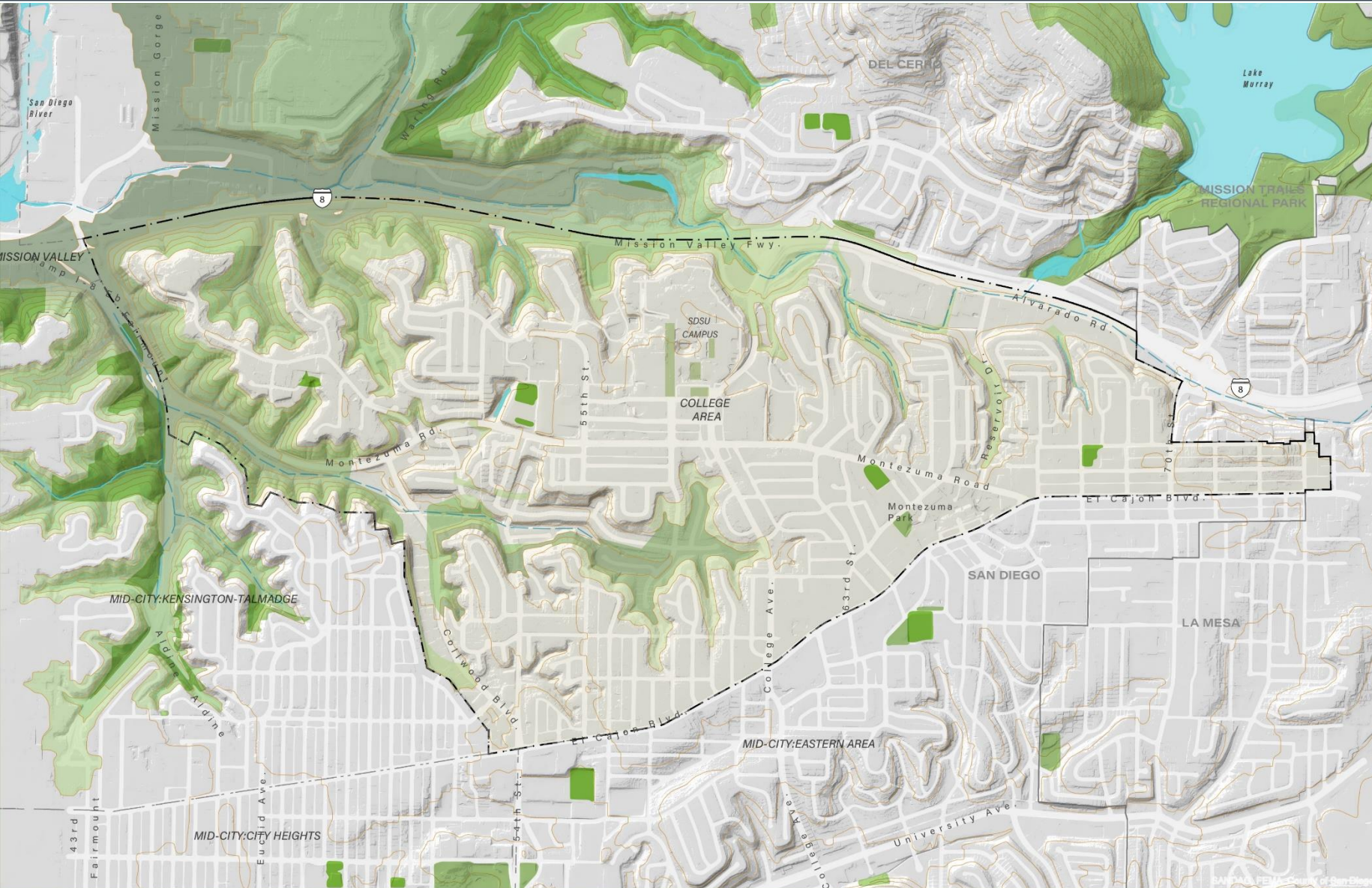


- Implement SANDAG planned **Next Generation Bus Rapid Transit** (blue) with **dedicated transit lanes**, **transit priority** (e.g. transit signals and queue jumps) **and transit amenities** (e.g. shelters, seating and lighting)



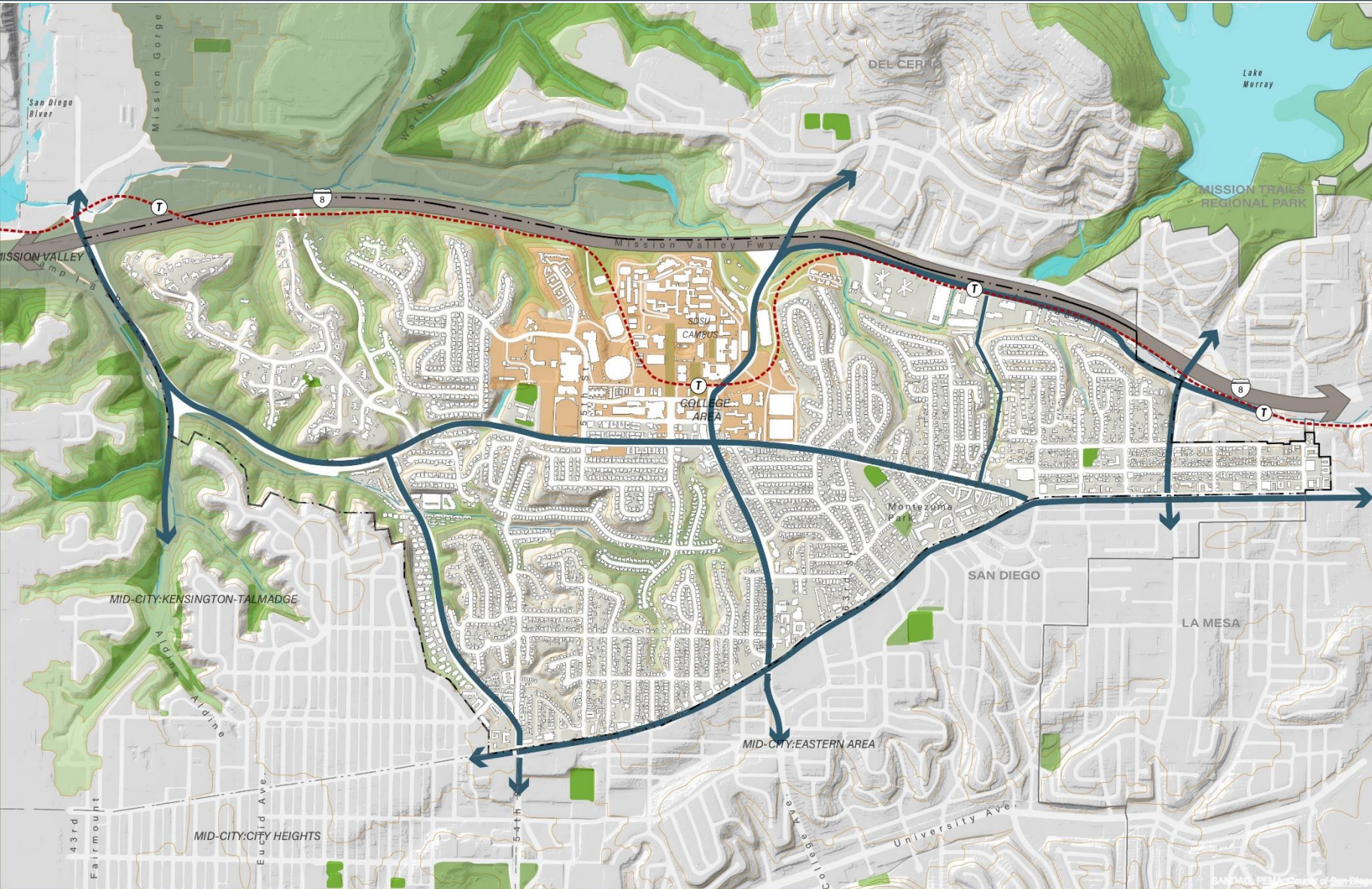


# Urban Form Framework



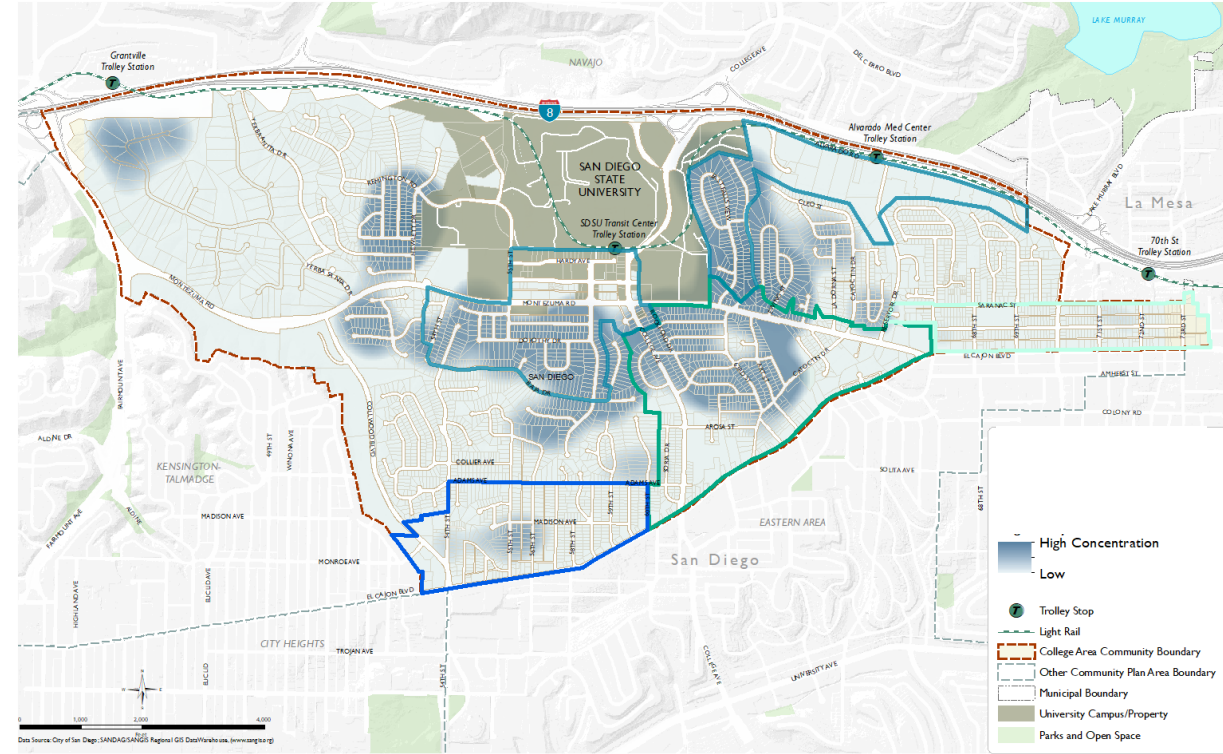
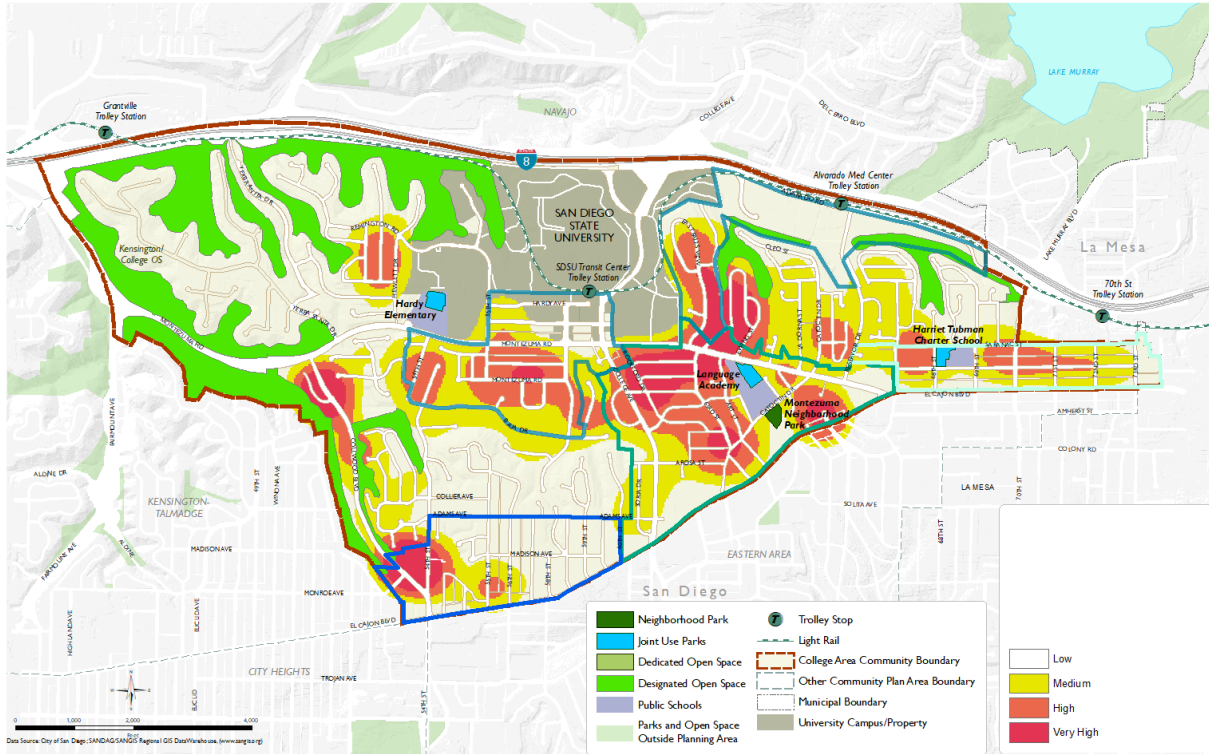
- Canyons & Mesas



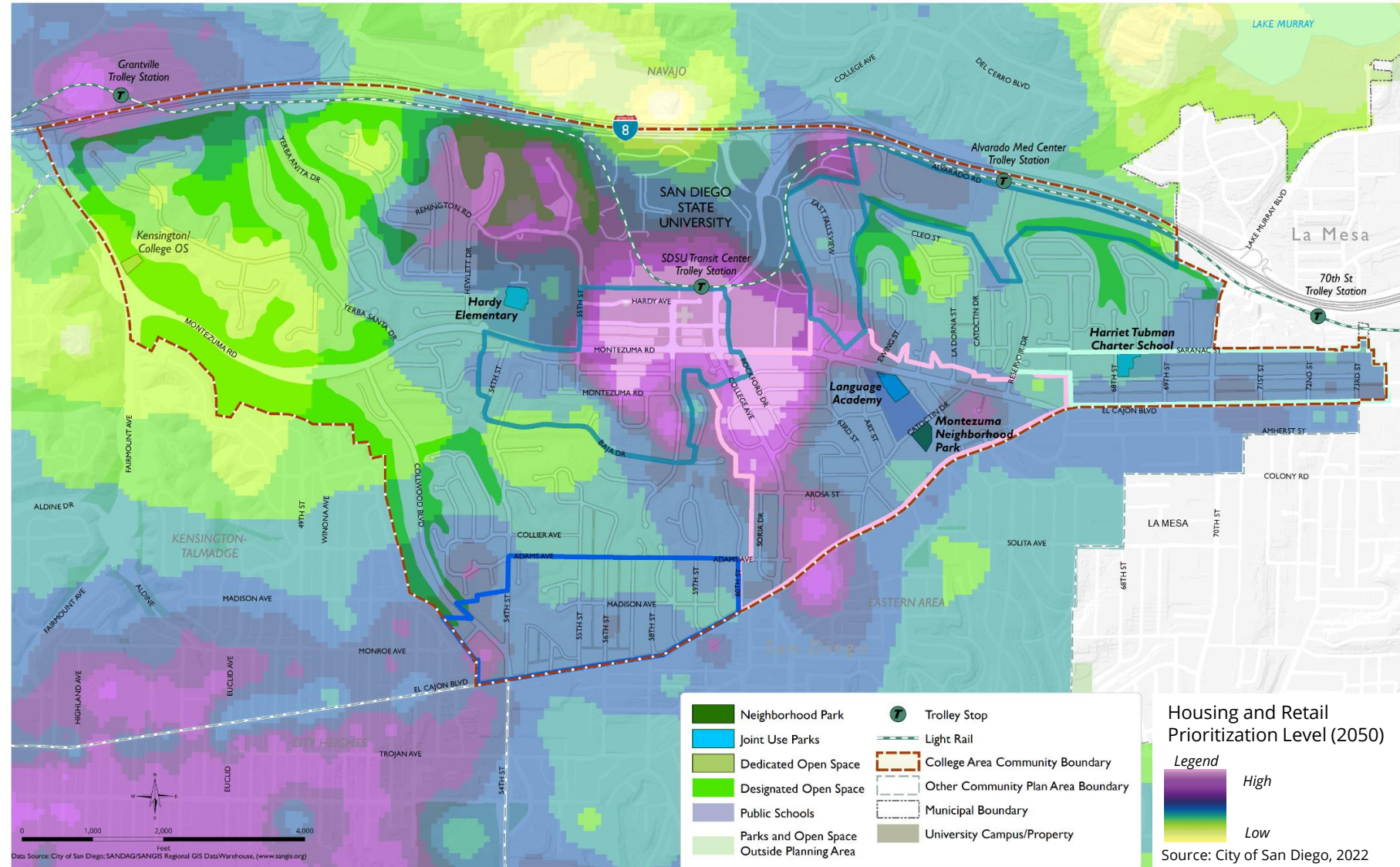


- SDSU Campus
- Single family homes
- Multi-family and mixed use along El Cajon and parts of College and Montezuma

- Major Corridors
- (T) - Trolley Station
- Building footprints
- SDSU Campus



- **Highest Propensity** in light purple – in the center of the community near SDSU and transit
- **Medium-High Propensity** in shades of blue along El Cajon Boulevard



**COOKIE  
FOR YOUR  
THOUGHTS**  
PlanCollegeArea.org

**CHOOSE YOUR FUTURE!**  
How do you see the College Area?  
How do you want to see the College Area?  
Give us your input!

Join our  
E-mail  
List  
↓



College Area Community Plan Update  
Questionnaire

College Area Community Plan Update  
Questionnaire

Clipboard with a pen and a form for collecting email addresses.



Planning

Community Engagement



# CHOOSE YOUR FUTURE!



How do you see the College Area over the next 30 years?  
Scan the QR Code on the back of this card and give us your input!





## Focused on:

- Higher Density Infill **corridors** and **nodes**



## Focused on:

- New **parks and public spaces** primarily along corridors



## Focused on:

- High Density Infill Near **SDSD Campus & Trolley Stations**
- Medium to High Density **along Corridors**
- **“Missing-Middle”** and townhome Infill near corridors



## Focused on:

- New **parks and public spaces** along corridors **AND**
- Opportunities for **small activity nodes** with a variety of **public-serving spaces**
- New **public amenities like pocket parks and promenades** with 'Missing Middle'

# COLLEGE AREA

COMMUNITY PLAN UPDATE

## OFFICE HOURS

Mondays (June 13 & 27) - Noon to 2:30pm  
 Tuesdays (June 7 & 21) - Noon to 2:30pm  
 Wednesdays (June 1 & 29) - 10am to 1pm  
 Thursdays (June 9 & 23) - 10am to 1pm  
 Fridays (June 3 & 10) - 11am to 3:30pm  
 Saturday (June 11) - 10am to 5pm

**REGISTER HERE**



[PlanCollegeArea.org](http://PlanCollegeArea.org)

Nathen Causman - Project Manager [NCAusman@SanDiego.gov](mailto:NCausman@SanDiego.gov) 619.236.7225

22 Appointments  
38 Staff Hours



Estimated 125 Attendees

# COLLEGE AREA COMMUNITY PLAN UPDATE

## OPEN HOUSE

The City of San Diego is in the process of updating the community plan in order to help

shape the future of College Area

over the next 20-30 years

WEDNESDAY, JUNE 29  
from 5 - 8 pm

at the  
COLLEGE AVENUE BAPTIST CHURCH  
Family Center Gym  
4747 College Ave San Diego, CA 92114

**REGISTER HERE**

Nathen Causman - Project Manager  
[NCausman@SanDiego.gov](mailto:NCausman@SanDiego.gov) - 619.236.7225



[PlanCollegeArea.org](http://PlanCollegeArea.org)

# 68 MAPS COLLECTED

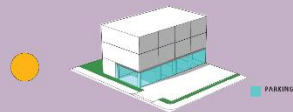
## Neighborhood Infill

Two to three story with four to eight walk-up units within a single building of a scale and architecture that matches a large single-family home or grouping of homes. Parking is often provided off a shared driveway and individual garages.



## Small Scale Multifamily Neighborhood Village

Two to three story apartment buildings served by shared corridors and stairs. Parking is provided primarily on surface lots or tucked under the residential units on the rear of the site.



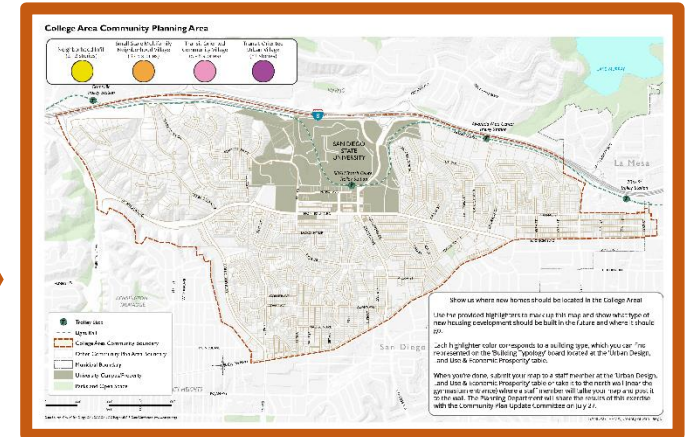
## Transit-Oriented Community Village

Five to seven story apartment building with internal elevators and circulation. Parking is provided in a structure below or above ground with housing above a concrete ground floor or "podium." Achieves high densities but is not classified as a high-rise. Suitable for mixed-use.



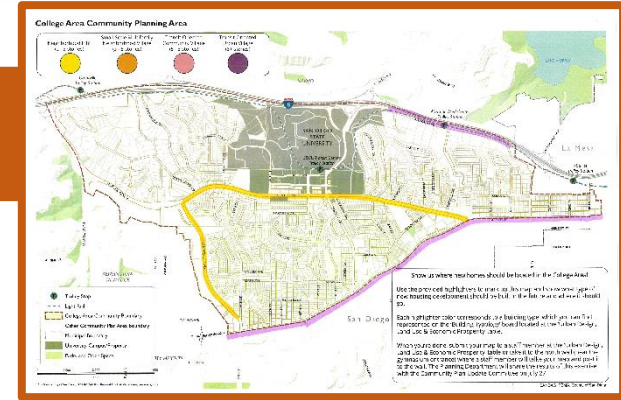
## Transit-Oriented Urban/ Campus Village

Greater than eight stories with internal elevators and circulation. Parking is provided in structures below and above ground. Typically highly amenitized and achieve high densities on a smaller footprint.

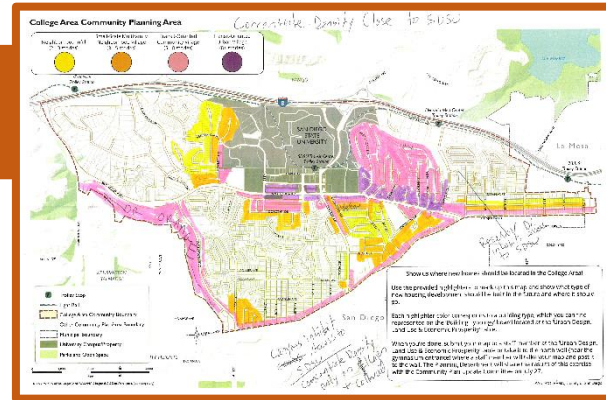


Corridor Emphasis

37 MAPS

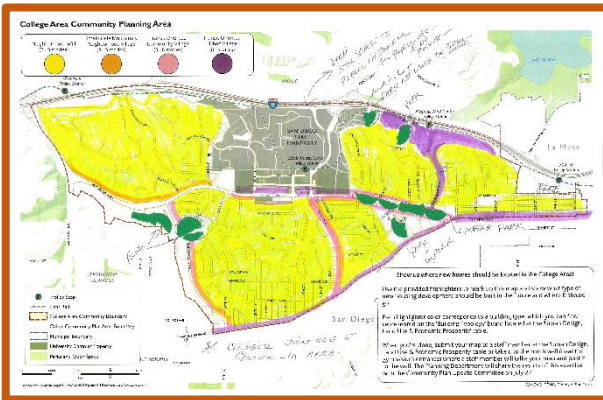


12 MAPS



Campus Town / Activity Center Emphasis

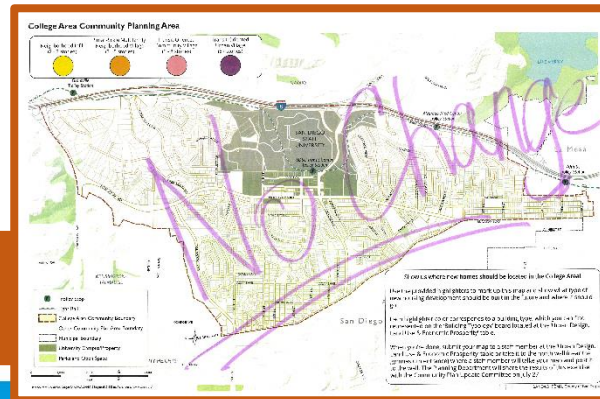
3 MAPS



Community Infill Emphasis

No Change

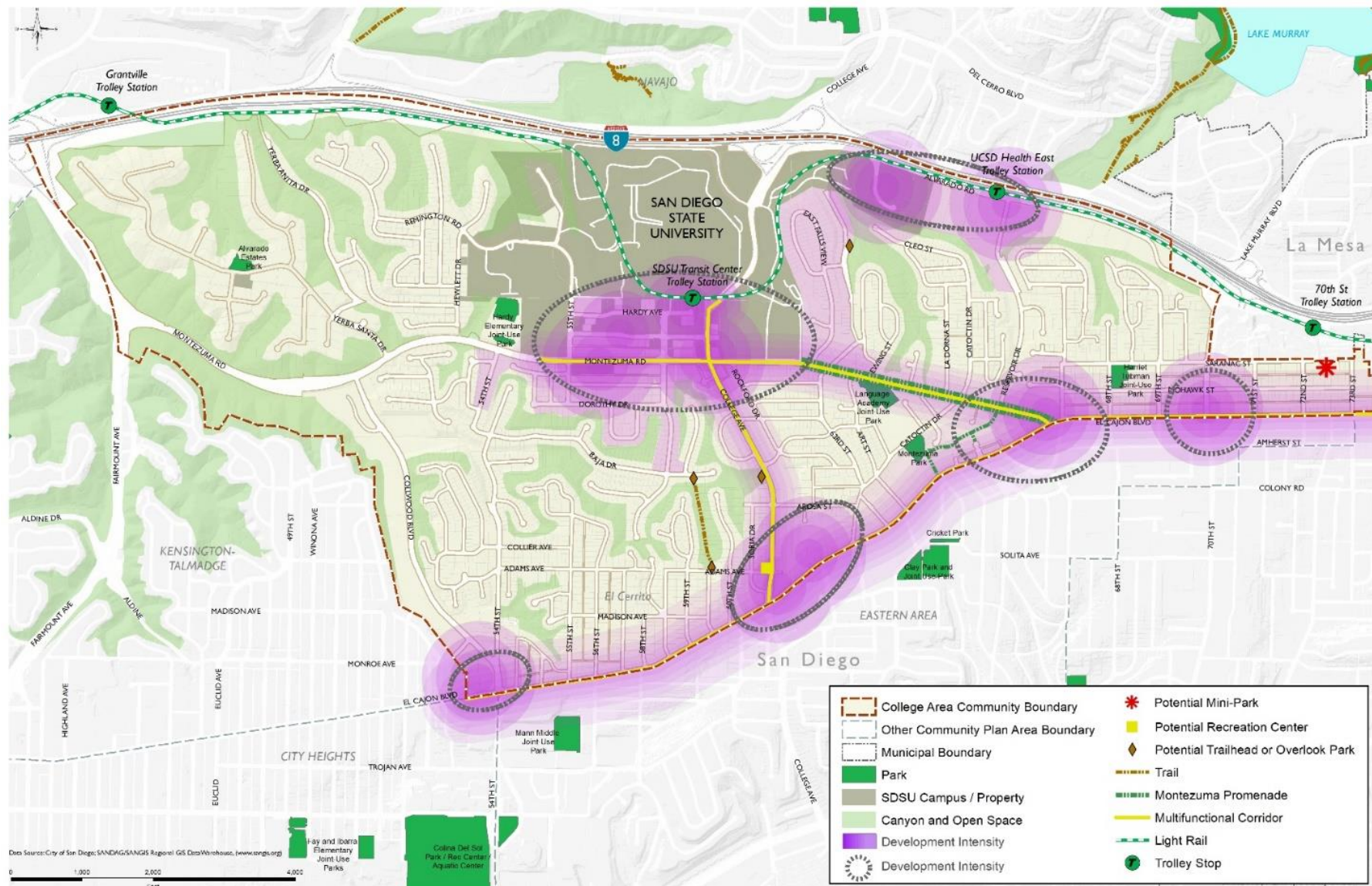
16 MAPS





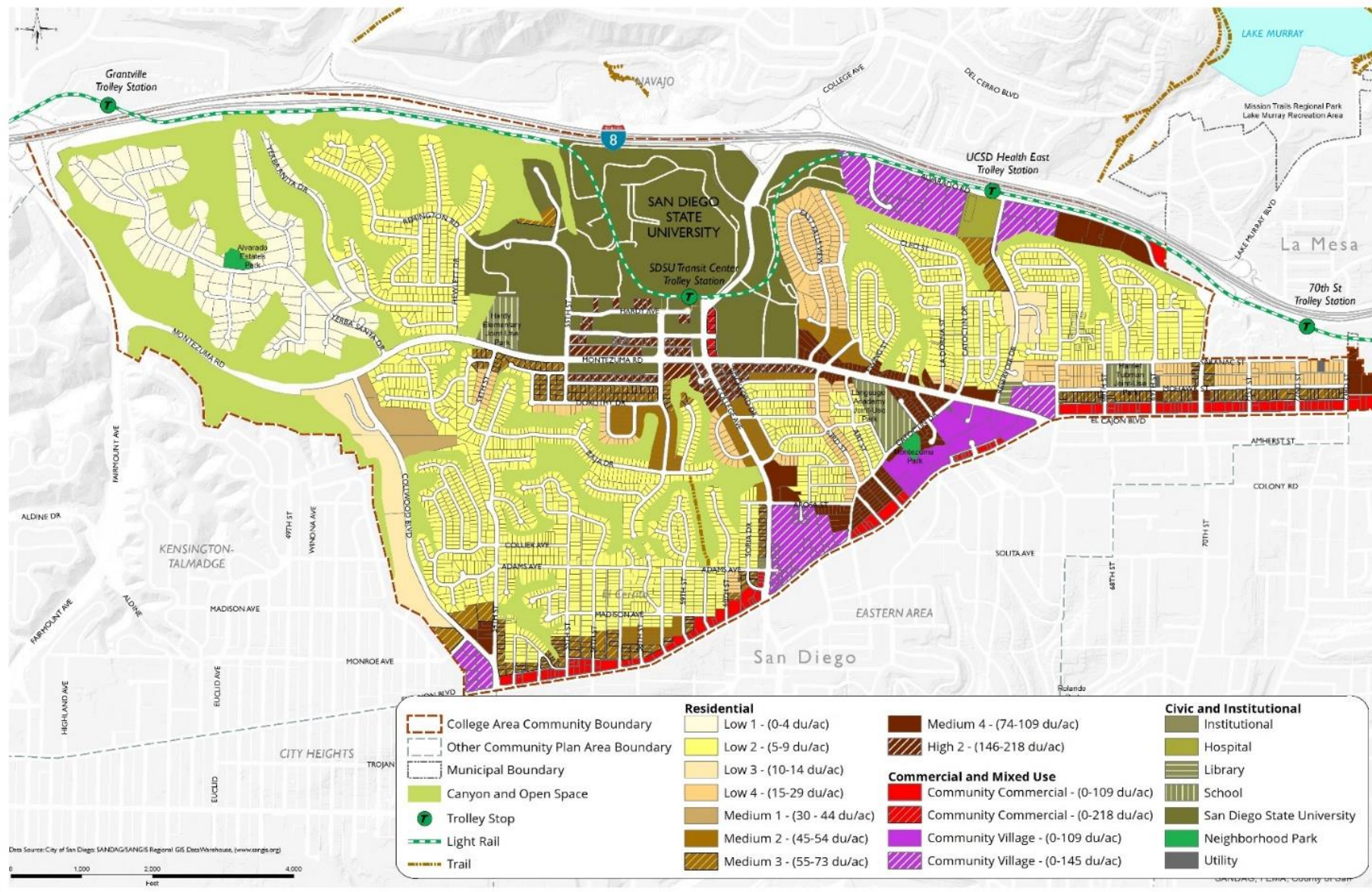


# Preferred Land Use Scenario



- Mixed-use Corridors
- Highest density at Activity Centers & Nodes
- Campus Town
- Public Spaces with New Development

- The most capacity for new homes in **burgundy near SDSU** and **purple at major intersections and near trolley**
- Focus on adding capacity for new homes **along major corridors** with density **transitions**
- **Campus town**
- **No change in yellows (Low 1 to Low 3)**

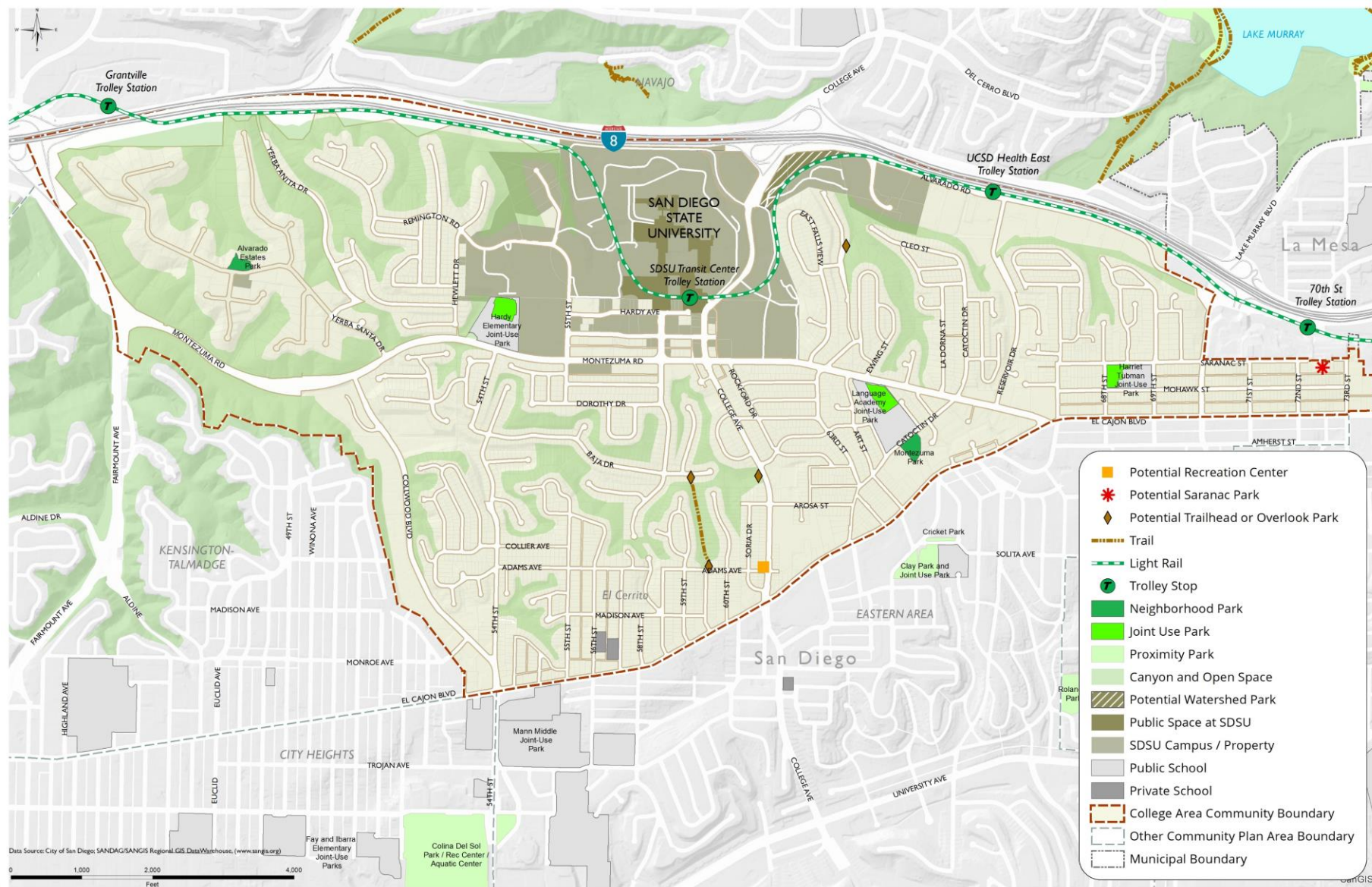




# Parks & Public Spaces

**Key Opportunities:**

- Existing Park and Joint-Use Site Improvements
- Park Opportunities on City-Owned Land
- Green Network Opportunities
- Park Opportunities with Future Development
- Park Opportunities through Citywide CIP Process



- Promenade with wide sidewalks and shade trees
- Development Setbacks that include public space amenities





Potential new recreation center on City owned land



Potential new public spaces on underutilized rights-of-way



Collaboration for potential new public spaces on underutilized land



Family Health Centers  
of San Diego

INVENT  
COLLABORATE  
DIVERSIFY  
LAUNCH  
COLLEGE AREA BUSINESS DISTRICT  
CollegeAreaSD

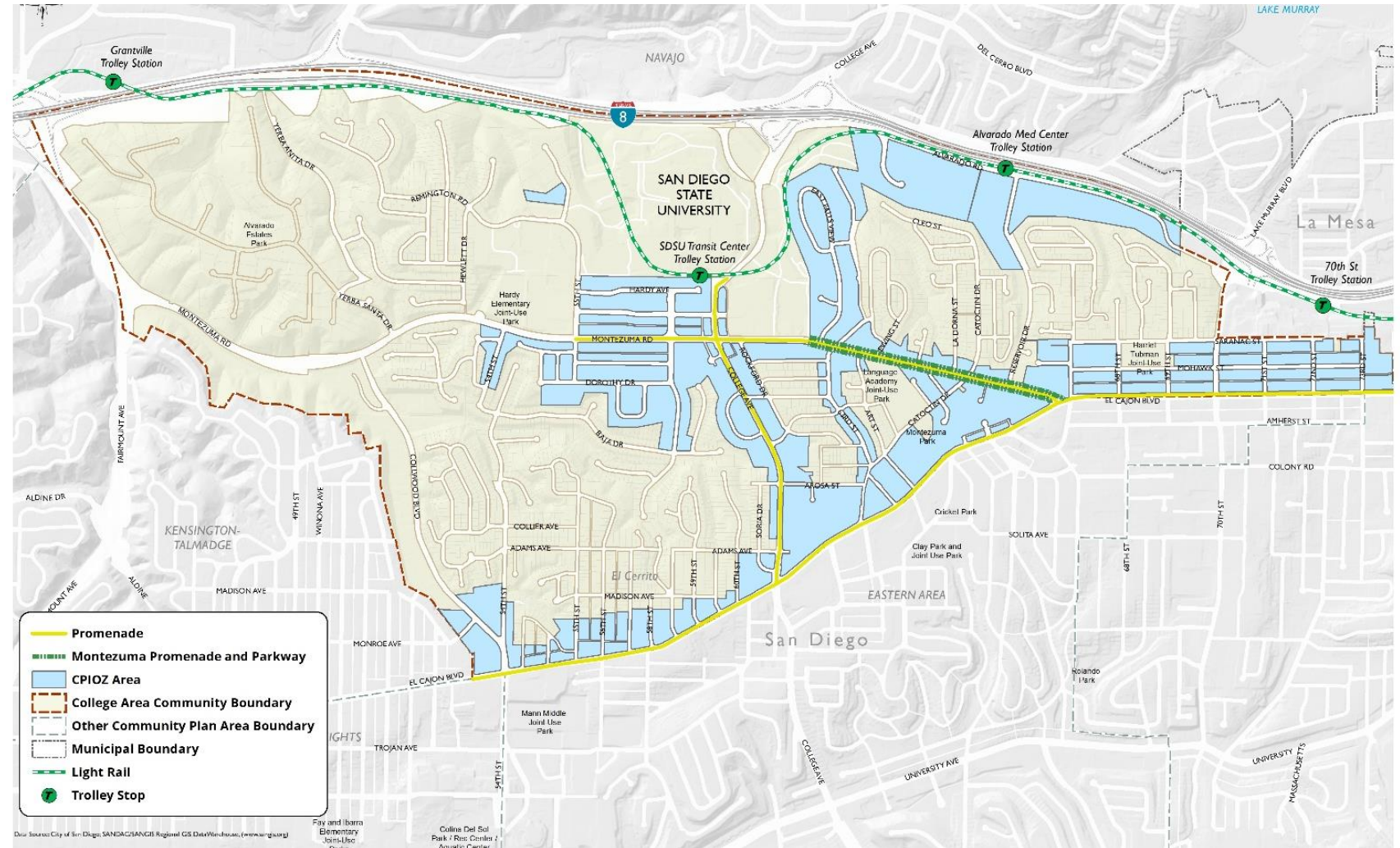
Family Health Centers  
of San Diego

COLLEGE  
AREA  
BUSINESS  
DISTRICT

M  
C

Implementation

- Requirements for new development in exchange for streamline approval
  - **Public spaces** with recreational amenities **required with new development**
  - **Promenades** required **along corridors**
  - Additional **Parkway** required **along Montezuma Road**





# Next Steps & Timeline.

# Spring

## Engagement & Feedback on 1<sup>st</sup> Draft

### Virtual Presentation / Q&A

*Early February (Date TBD)*

### General Public Comments

*Submit by February 14*

### CACPБ Comments

*Submit after March 10 meeting*

### Public Workshops

- Planning Commission
- Historical Resources Board
- Mobility Board
- Parks & Rec Board

*February – May (Dates TBD)*

# Summer

## 2<sup>nd</sup> Draft & Environmental Doc

### Technical Documents

- Zoning
- Environmental + Technical Reports
- Mobility

*Est. May / June*

### Twice at CACPБ

- Discussion Item
- Action Item – Recommendation

*Est. June / July*

### Other Engagement TBD

# Fall

## Public Hearings Draft & Recommendations

### Recommendations

- Planning Commission
- Historical Resources Board
- Mobility Board
- Parks & Rec Board
- Land Use & Housing Committee

*August – October*

### Adoption Hearing at City Council

*November / December*

Ongoing input is welcome throughout the entire process

City Planning Department

Questions? Email us at  
**PlanCollegeArea@SanDiego.gov**

PlanCollegeArea.org

