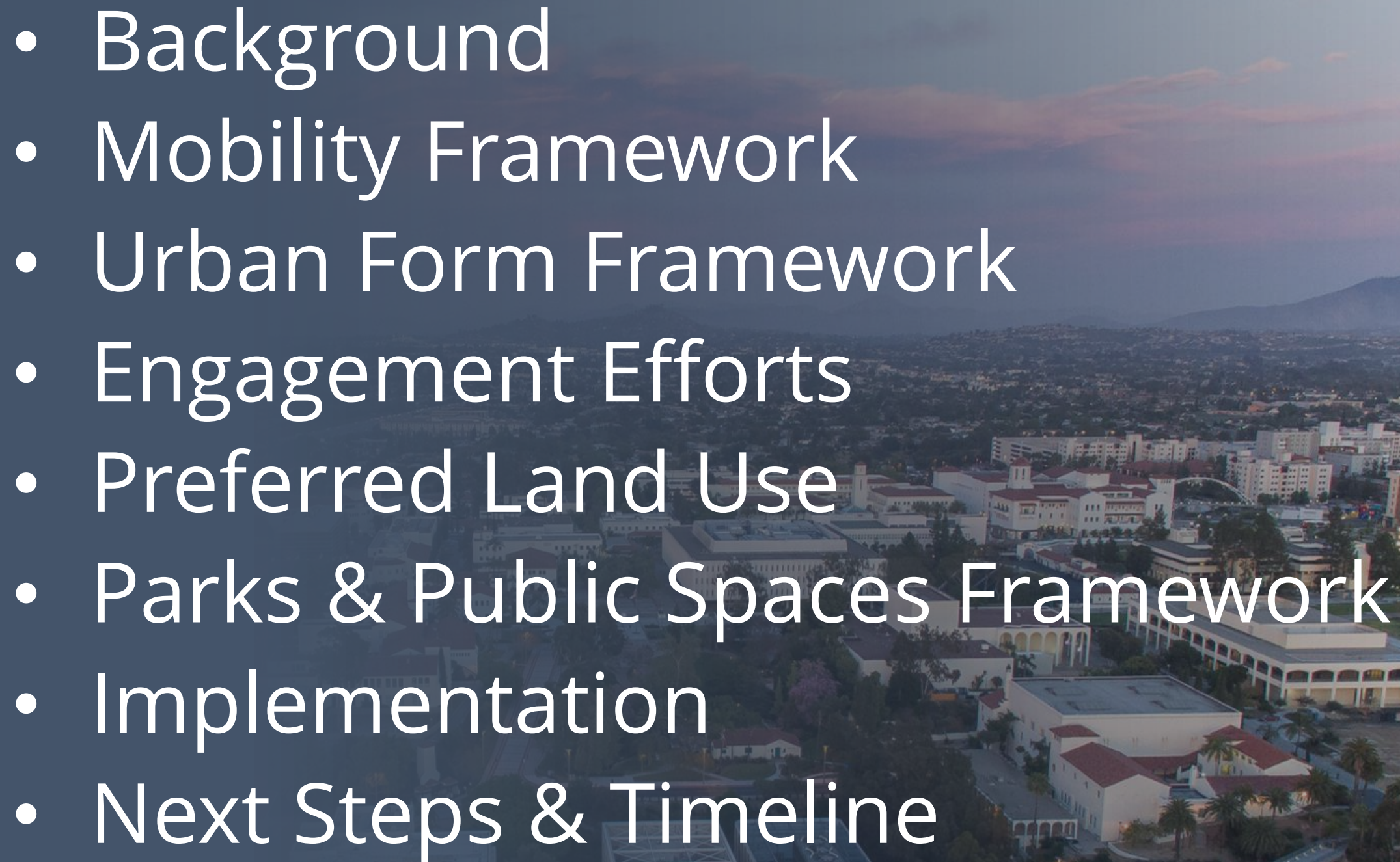


City Planning Department

College Area Community Plan Update

February 6, 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

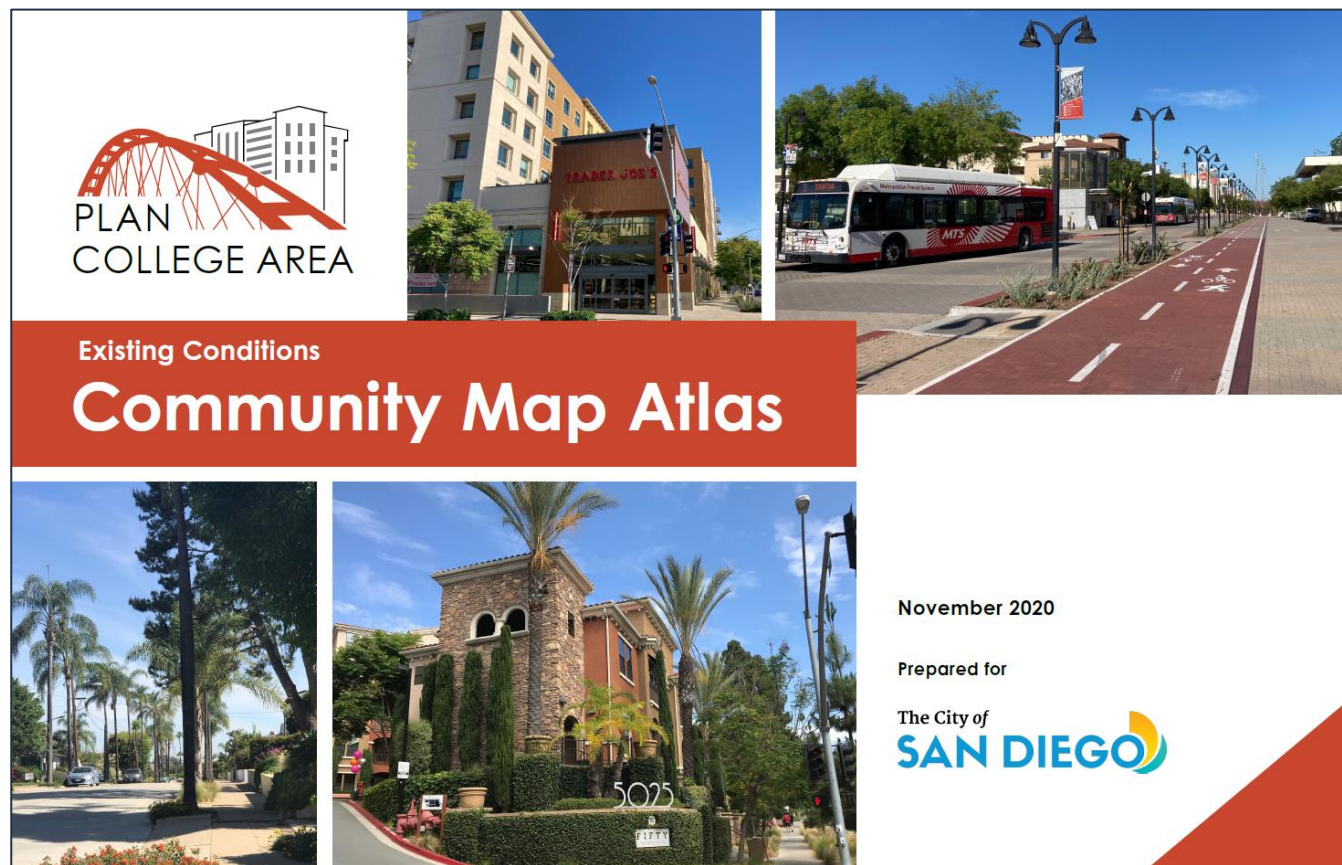


2019 – 2020

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



The image shows the cover of the 'Community Map Atlas' for the 'PLAN COLLEGE AREA'. The cover features a collage of photos: a bridge, a modern building, a street with a bus, a residential street with palm trees, and a large stone building. The title 'Community Map Atlas' is prominently displayed in a red banner. The text 'Existing Conditions' is above the title. The date 'November 2020' and 'Prepared for The City of SAN DIEGO' are at the bottom right.

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



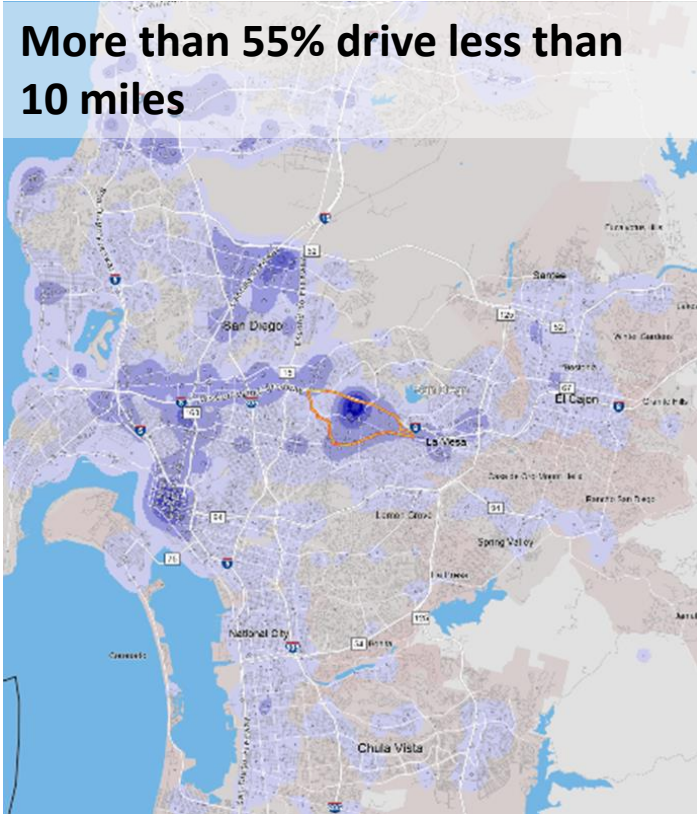
Mobility

Where do College Area residents work?

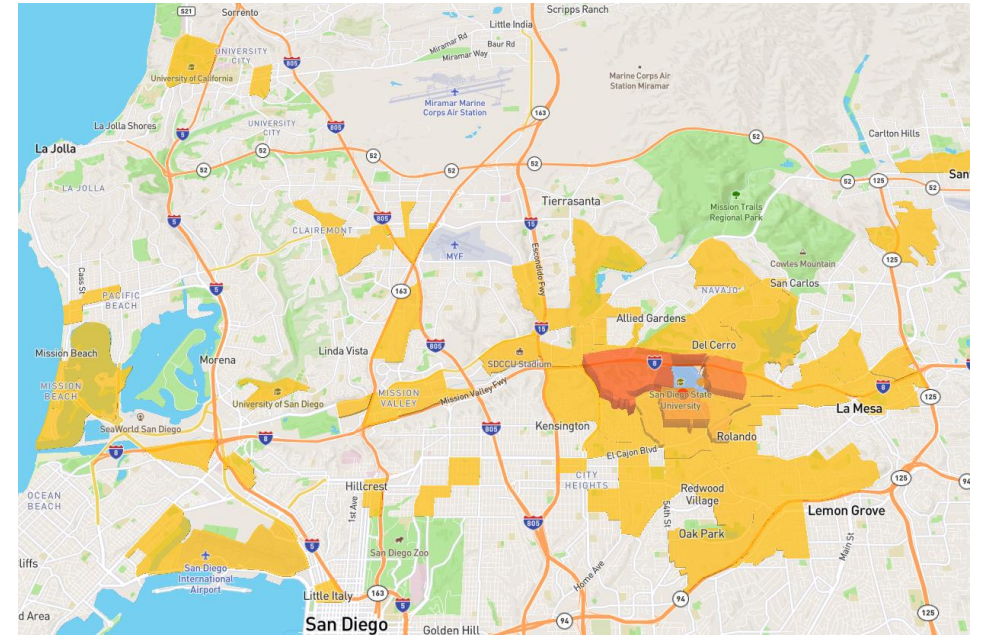
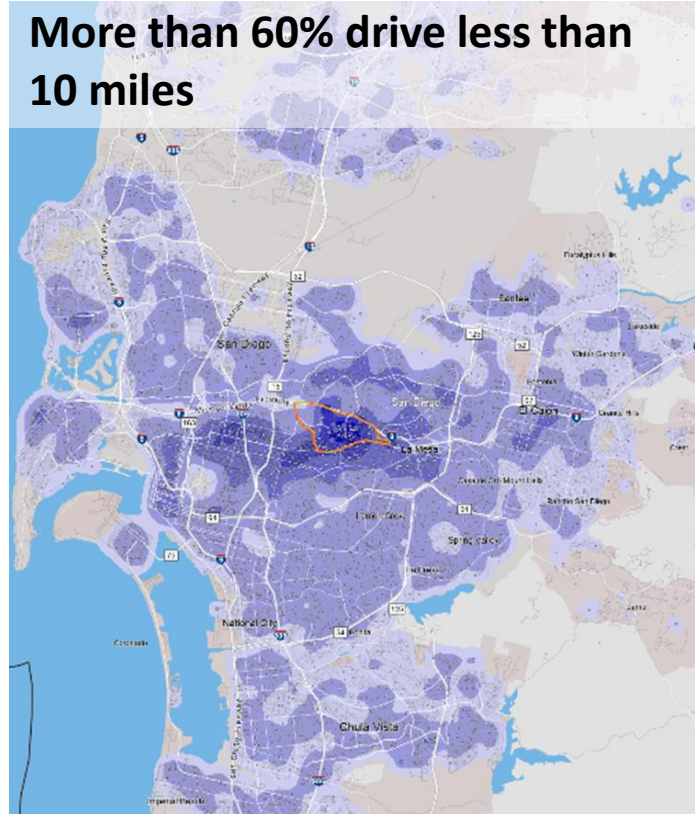
Where do College Area employees live?

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

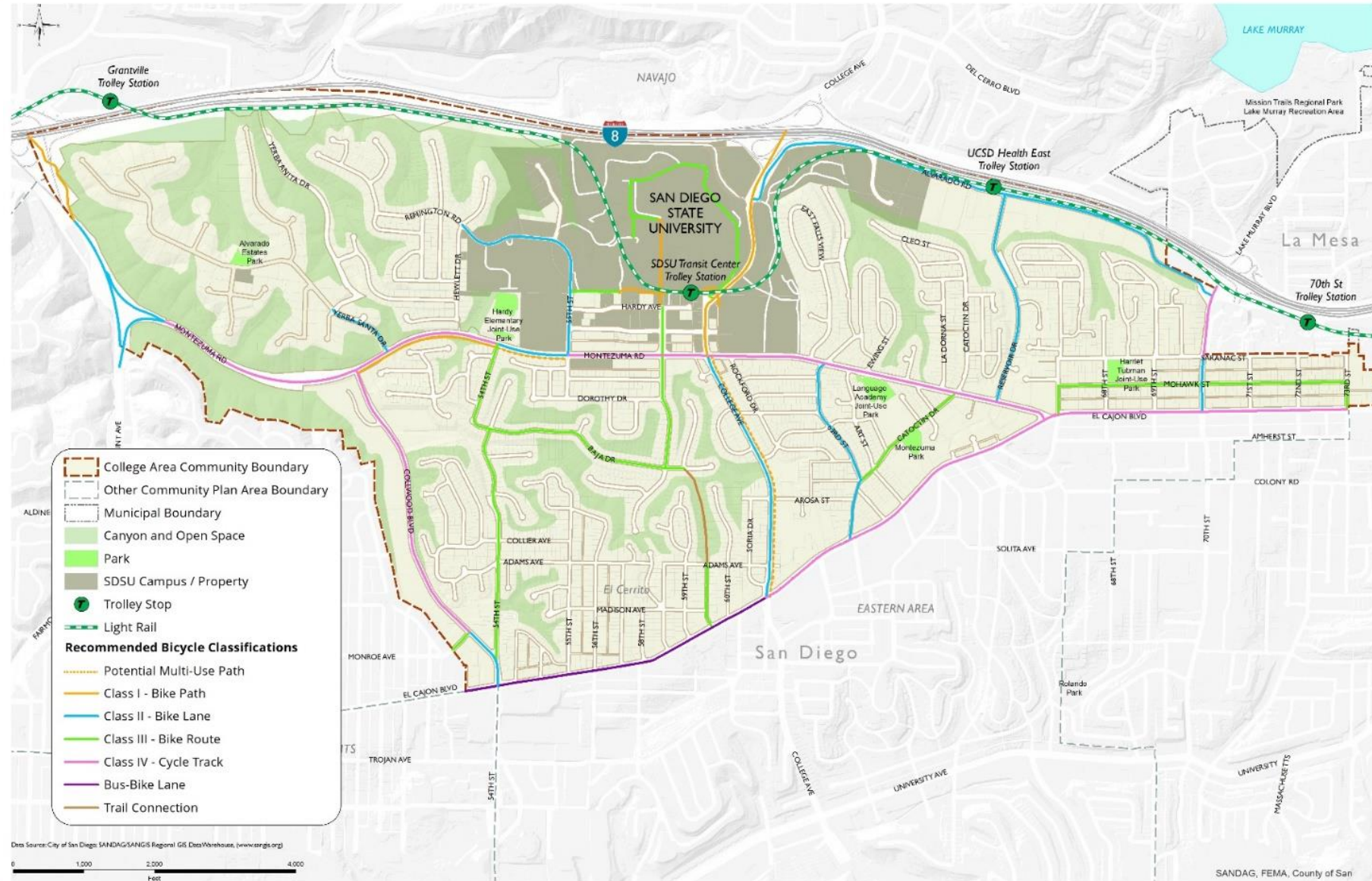


Pocket Parks & Sidewalk Seating

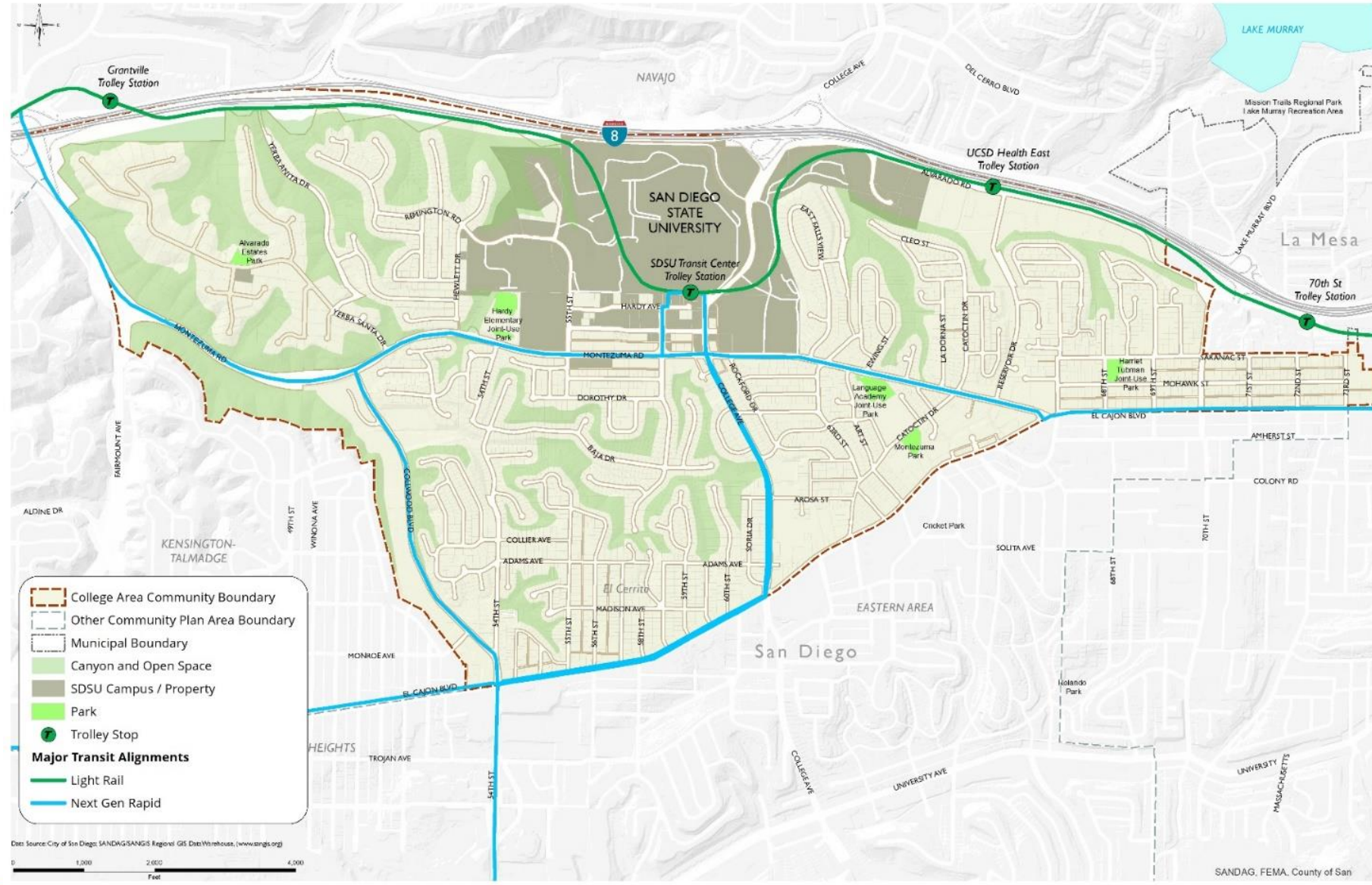


Stormwater Management/Urban Greening

- **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

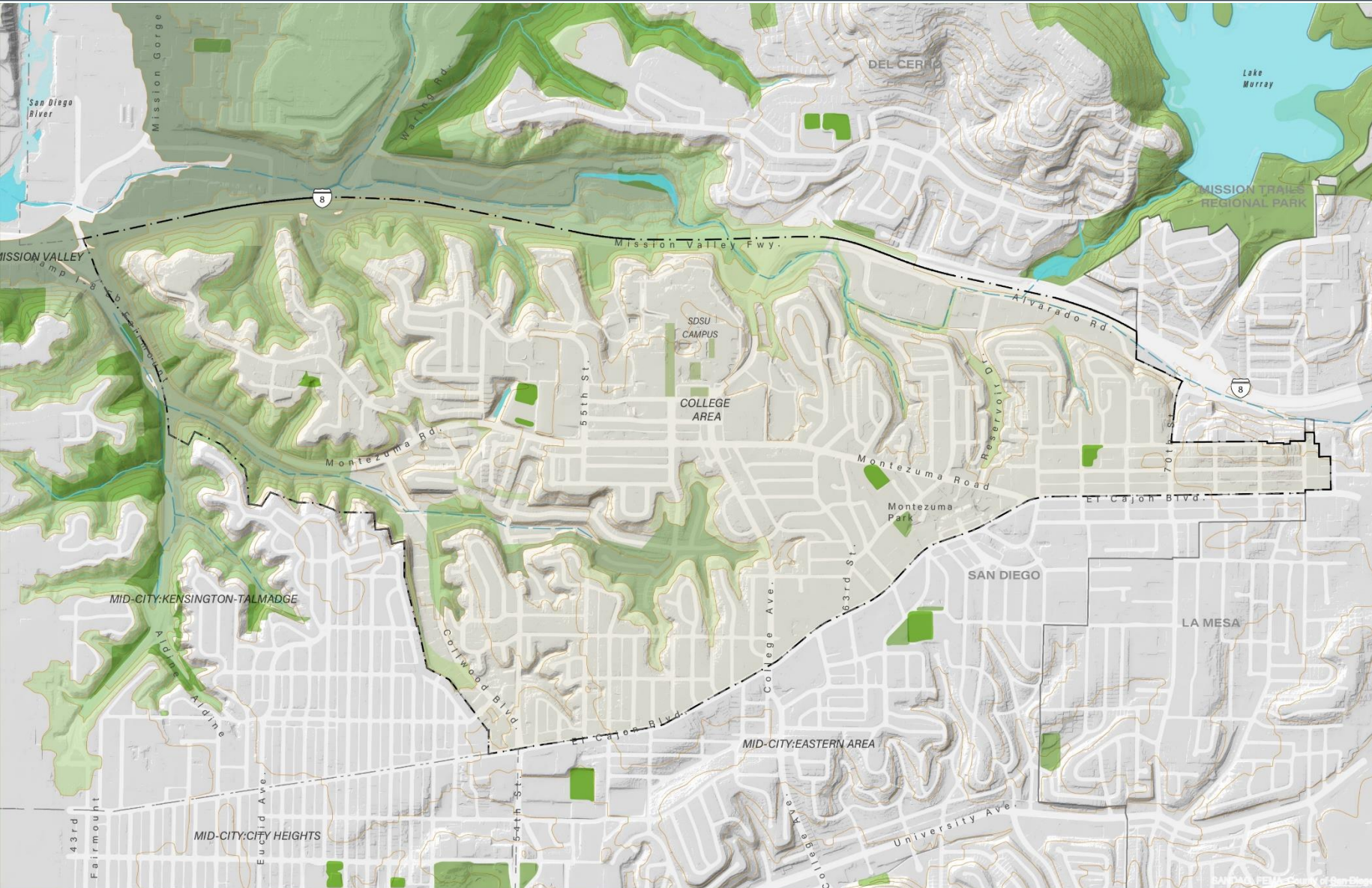


- Implement SANDAG planned **Next Generation Bus Rapid Transit** (blue) with **dedicated transit lanes**, **transit priority** (e.g. transit signals and queue jumps) **and transit amenities** (e.g. shelters, seating and lighting)



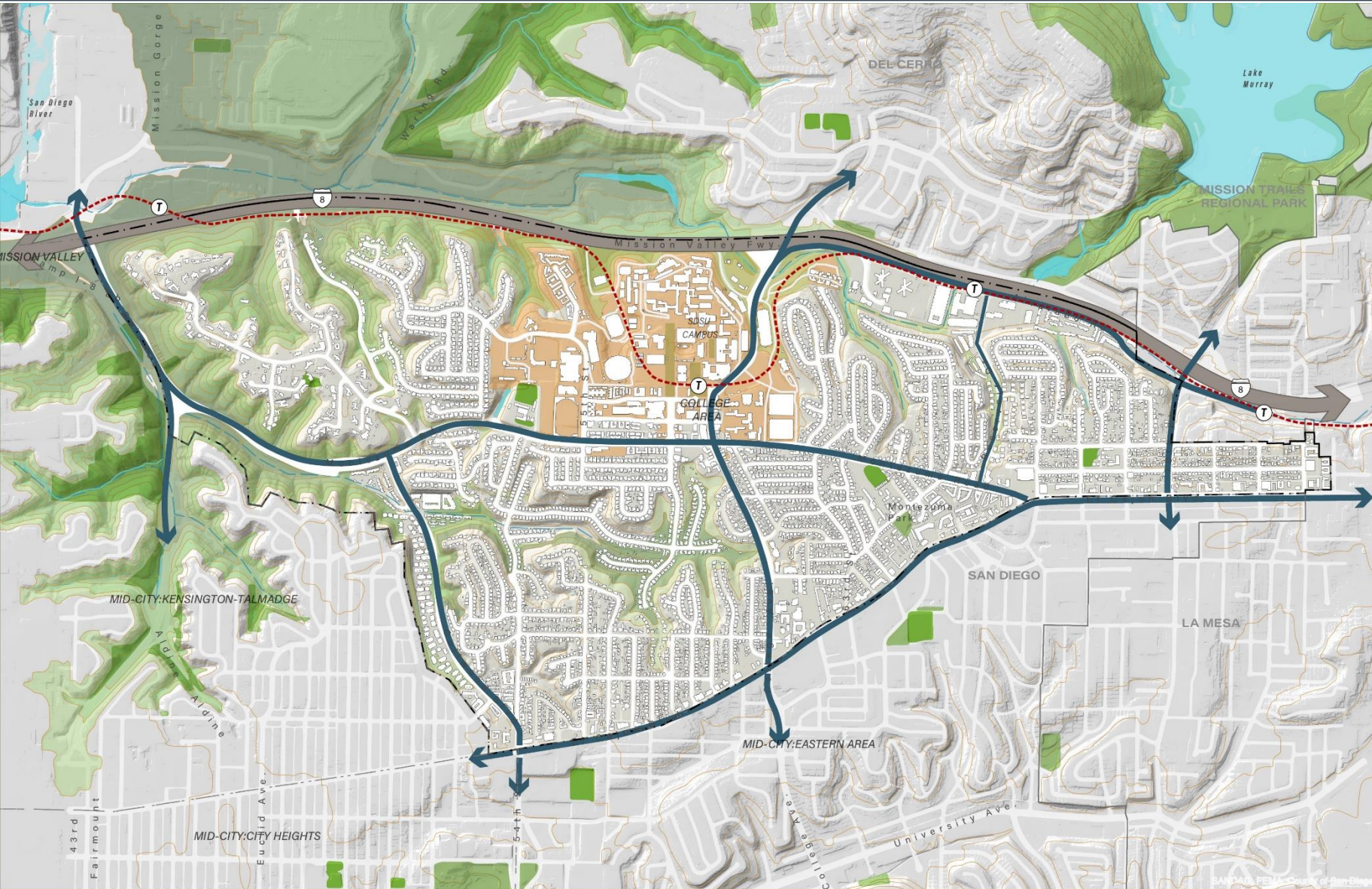


Urban Form Framework

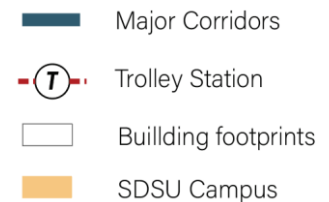


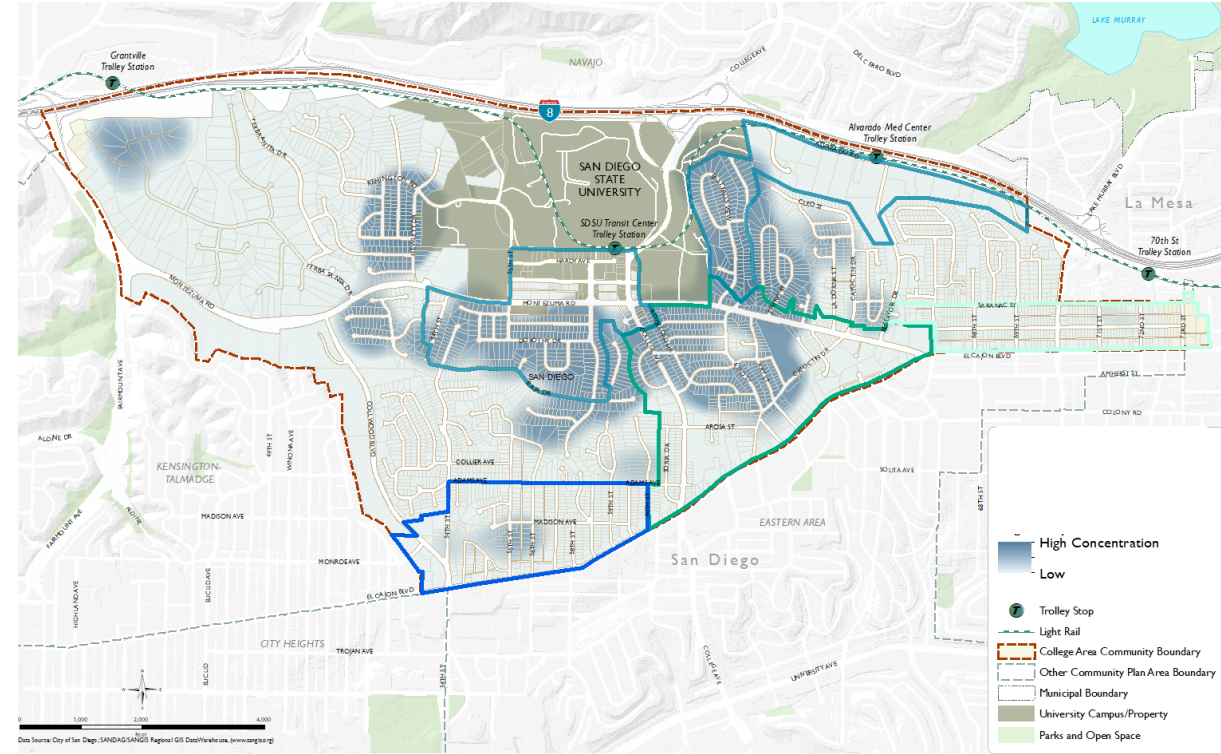
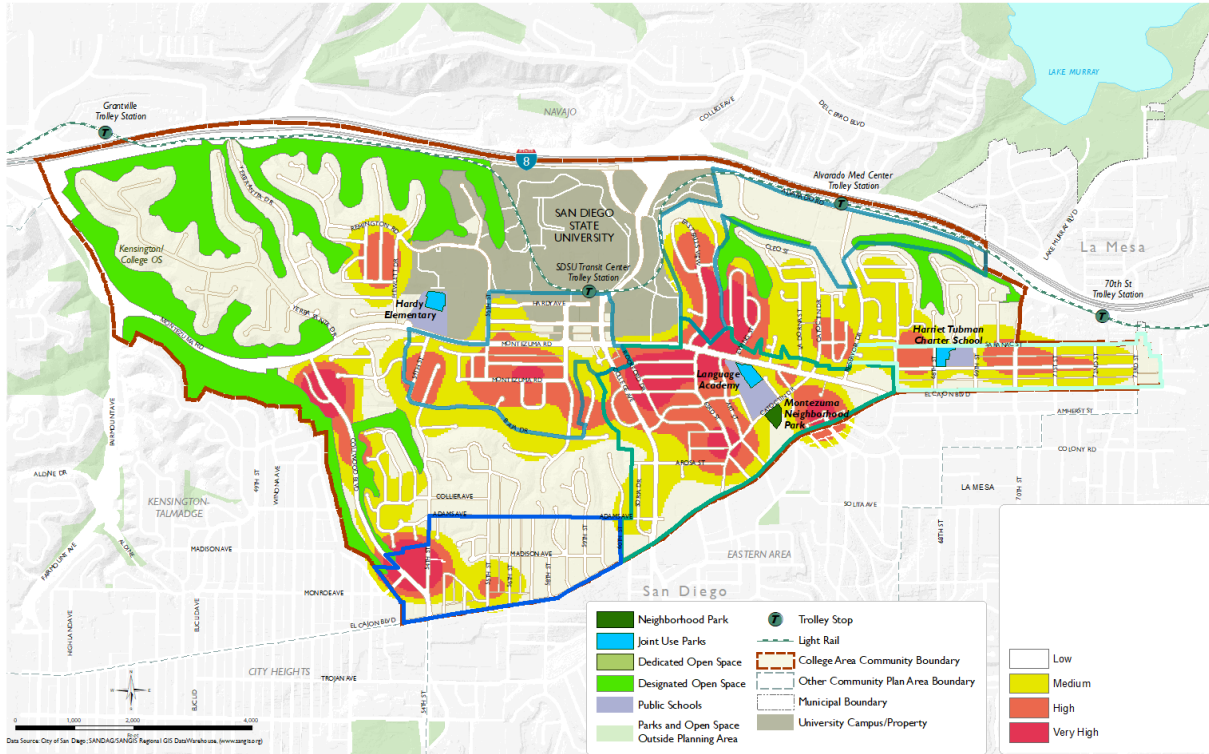
- Canyons & Mesas



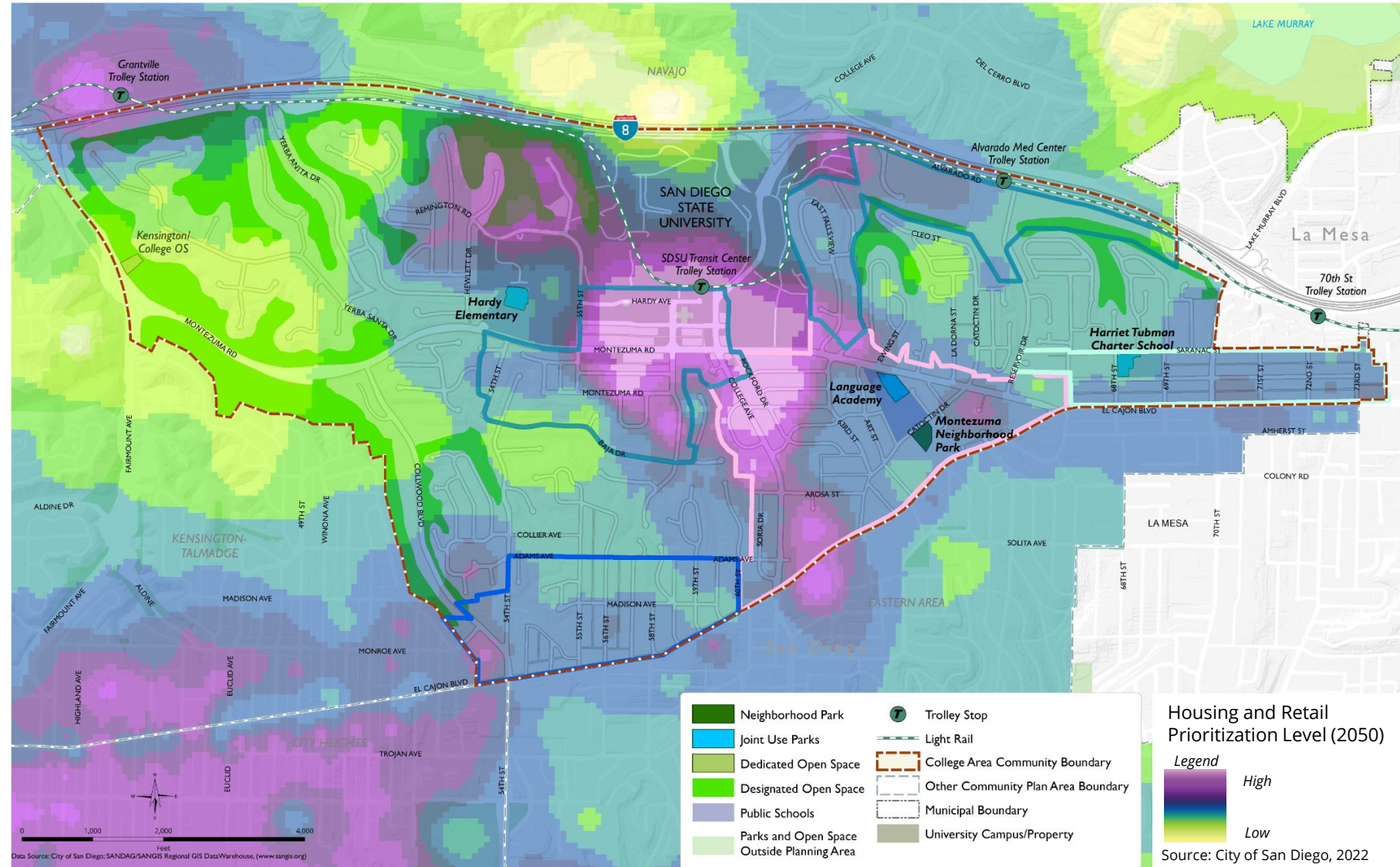


- SDSU Campus
- Single family homes
- Multi-family and mixed use along El Cajon and parts of College and Montezuma





- **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

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 - 619.236.7225



PlanCollegeArea.org

68 MAPS COLLECTED

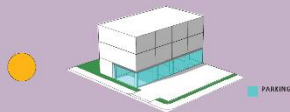
Neighborhood Infill

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.



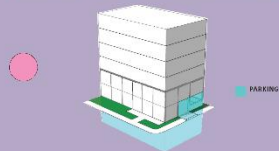
Small Scale Multifamily Neighborhood Village

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.



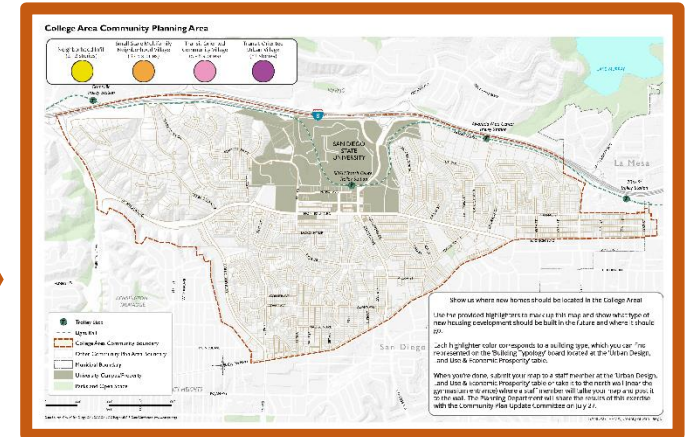
Transit-Oriented Community Village

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.



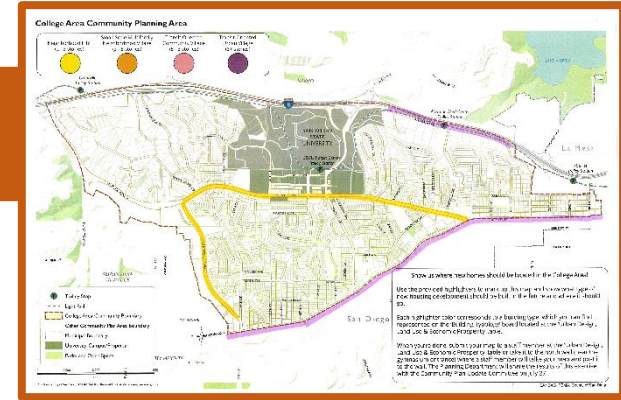
Transit-Oriented Urban/ Campus Village

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.

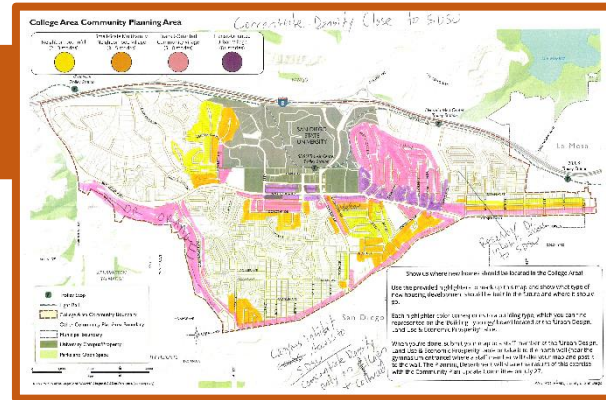


Corridor Emphasis

37 MAPS



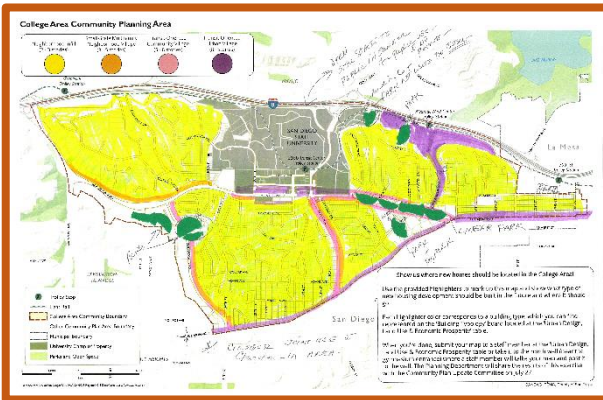
12 MAPS



Campus Town / Activity Center Emphasis

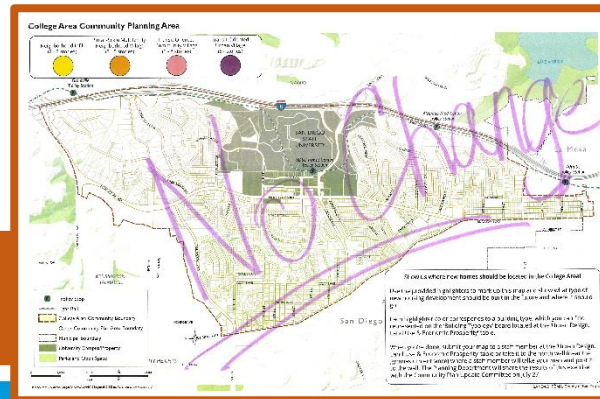
3 MAPS

Community Infill Emphasis



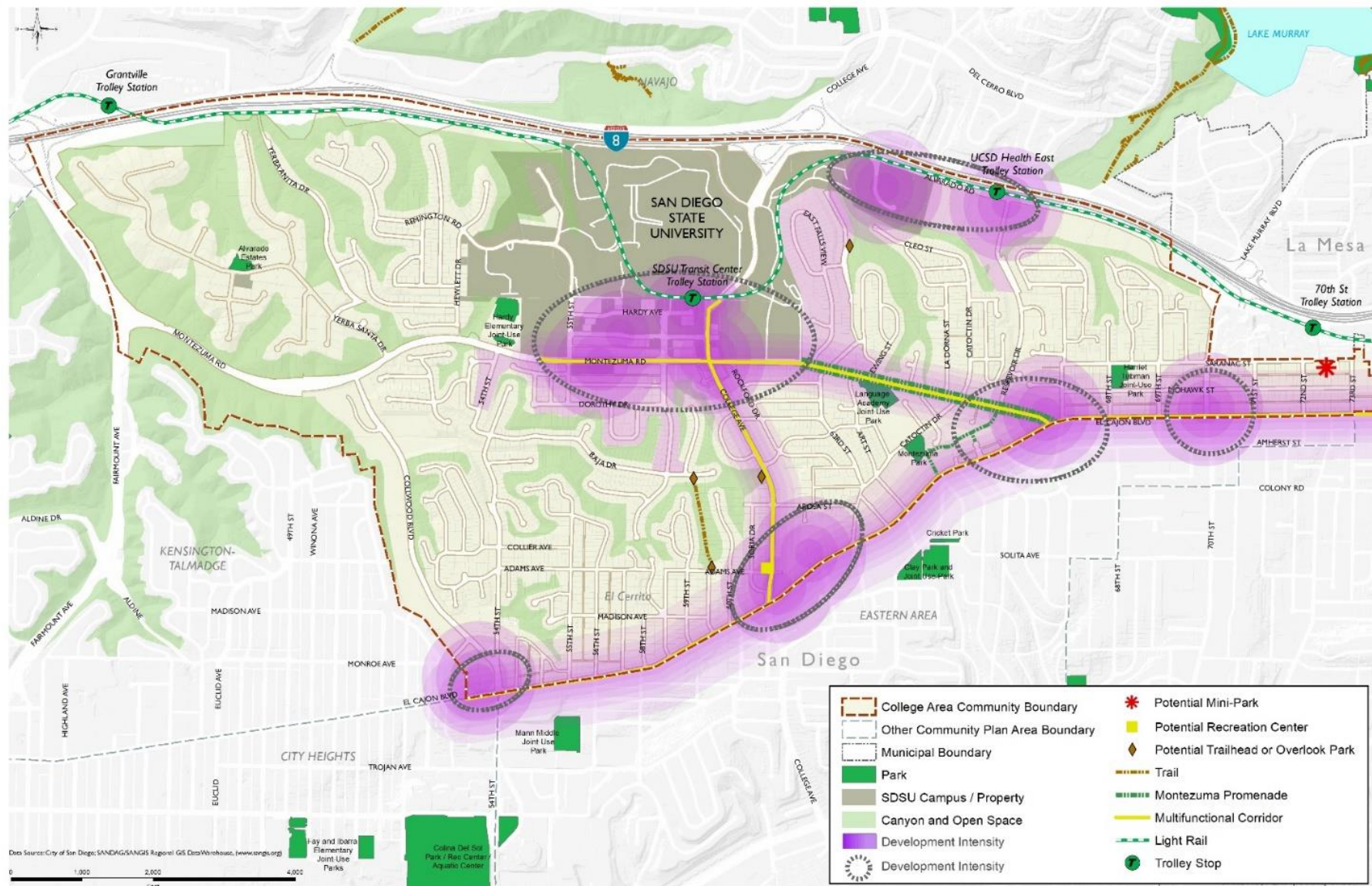
No Change

16 MAPS



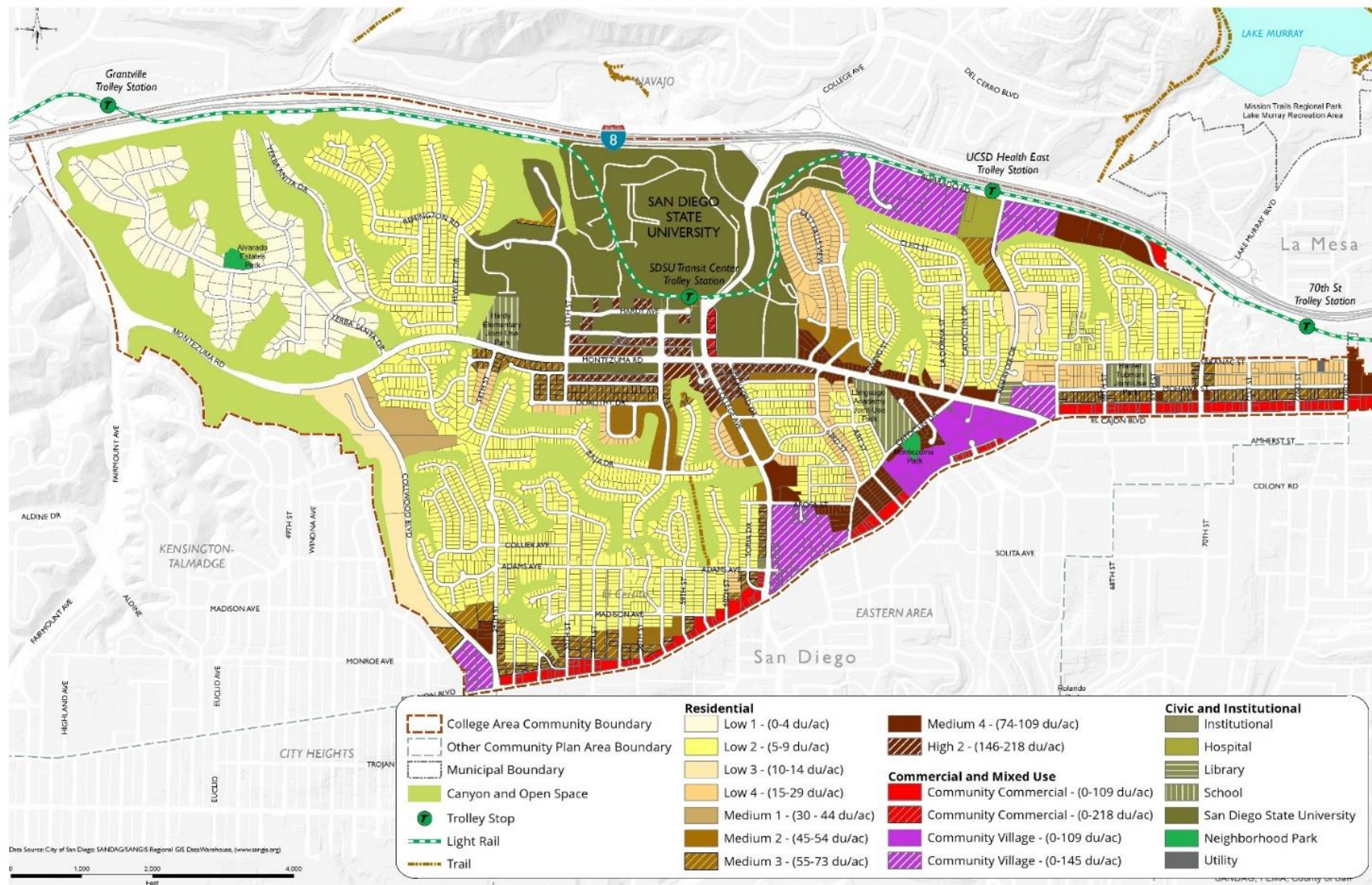


Preferred Land Use Scenario



- 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)**

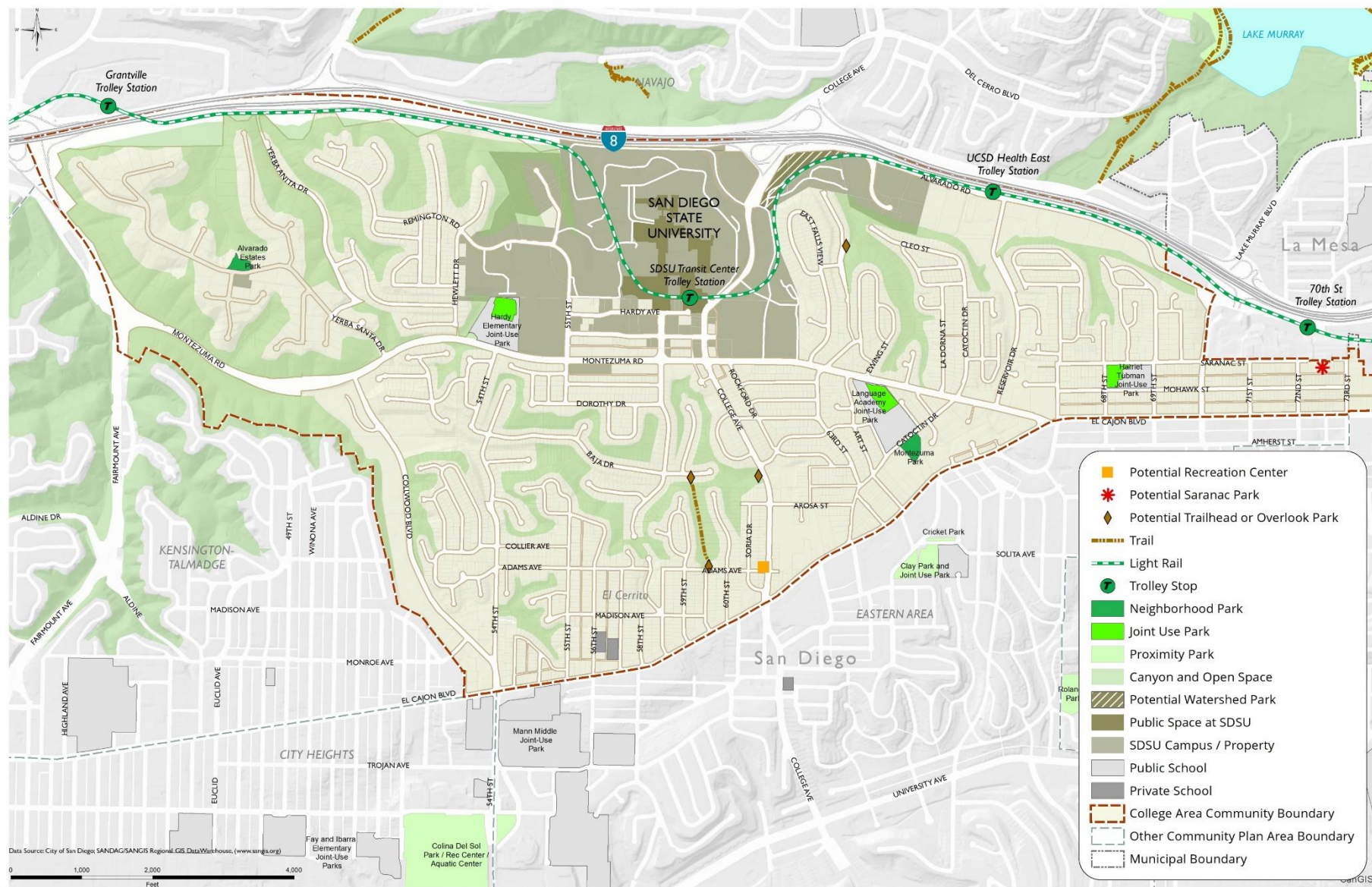




Parks & Public Spaces

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 under utilized rights-of-way



Collaboration for potential new public spaces on underutilized land

Family Health Centers
of San Diego

INVENT
COLLABORATE
DIVERSIFY
LAUNCH
BUSINESS
DEVELOPMENT
CollegeAreaSD

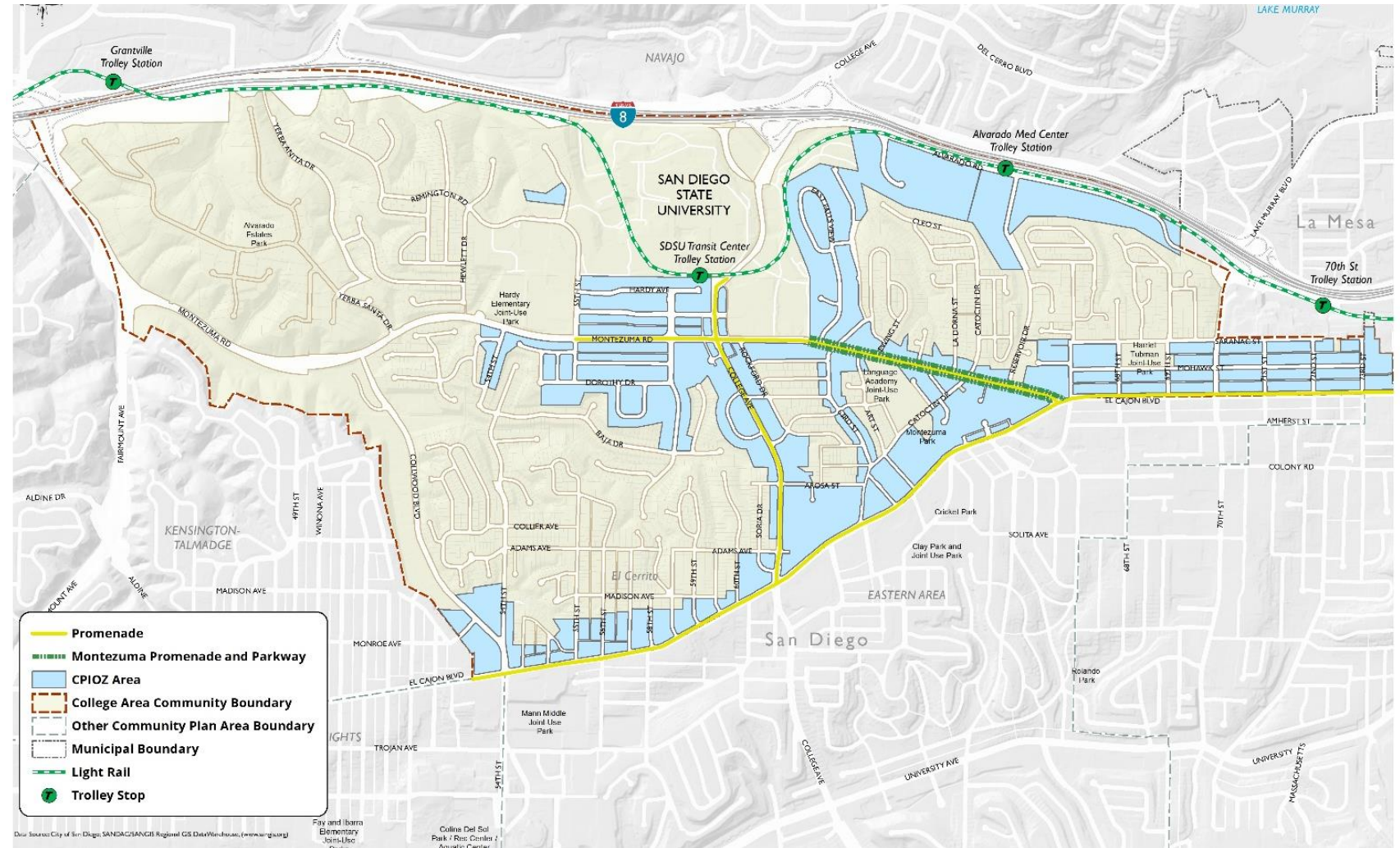
Family Health Centers
of San Diego

COLLEGE
AREA
BUSINESS
DEVELOPMENT

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 1st Draft

General Public Comments

Submit by February 14

CACP B Comments

Submit after March 10 meeting

Public Workshops

- Planning Commission March 13
- Historical Resources Board
- Parks & Rec Board

February – May (Dates TBD)

Summer

2nd Draft & Environmental Doc

Technical Documents

- Zoning
- Environmental + Technical Reports
- Mobility

Est. May / June

Twice at CACP B

- 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

