Pacific Beach/Mission Beach SDAT

December 13, 2013
Over 200 ‘DATs’ since 1967
Design Assistance Principles

• Holistic, Interdisciplinary Approach to Community Design (Customization)
• Enhanced Objectivity (Pro Bono Public Service)
• COMMUNITY PARTICIPATION (Citizen Experts, Community Process)
2013 SDAT APPLICATION
Mission/Pacific Beach Sustainable Eco-District

ABSTRACT

Pacific Beach and Mission Beach are coastal communities within the City of San Diego. They sit at the Pacific Ocean and Mission Bay Park, and have a unique set of problems and opportunities. The SDAT will play an important role in analyzing the issues, working with stakeholders, and forming a vision of how the area can become a model sustainable urban neighborhood.

The City of San Diego has an excellent opportunity to take a leadership role in Sustainability at the community, city-wide and regional level. Planning groups and local professionals hope the SDAT will generate some grass-roots action to define issues and create an Eco-District, with strategies and solutions that can be applied to other neighborhoods with similar problems and issues.
Process

- What we saw
- What we heard from you
Sustainability
Intersection Density
in San Diego-Carlsbad-San Marcos, CA

- Insufficient Data
- < 45 Intersections/Sq. Mile
- 45 to 122.5 Intersections/Sq. Mile
- 122.5 to 200 Intersections/Sq. Mile
- 200 to 320 Intersections/Sq. Mile
- 320+ Intersections/Sq. Mile

Map showing density of intersections in the San Diego-Carlsbad-San Marcos area.
Gross Household Density in San Diego-Carlsbad-San Marcos, CA

- Insufficient Data
- <0.3 HH/Acre
- 0.3 to 1.3 HH/Acre
- 1.3 to 2.6 HH/Acre
- 2.6 to 5 HH/Acre
- 5+ HH/Acre
Residential Density in San Diego-Carlsbad-San Marcos, CA

- Insufficient Data
- <1.8 HHs/Res. Acre
- 1.8 to 2.5 HHs/Res. Acre
- 2.5 to 3.8 HHs/Res. Acre
- 3.8 to 6 HHs/Res. Acre
- 6+ HHs/Res. Acre
Housing Costs % Income

Regional Typical Household in San Diego-Carlsbad-San Marcos, CA

Income: $62,901  HH Size: 2.76 People  Commuters: 1.22 Workers
Transportation Costs % Income

Regional Typical Household in San Diego-Carlsbad-San Marcos, CA

Income: $62,901  HH Size: 2.76 People  Commuters: 1.22 Workers

Insufficient Data  <15%  15+%
GHG Per Household
in San Diego-Carlsbad-San Marcos, CA

- Insufficient Data
- <3.3 Tonnes/Year
- 3.3 to 5.1 Tonnes/Year
- 5.1 to 6.5 Tonnes/Year
- 6.5 to 8.6 Tonnes/Year
- 8.6+ Tonnes/Year
Transit Connectivity Index (TCI) in San Diego-Carlsbad-San Marcos, CA

- Insufficient Data
- < 0.3 Rides/Week
- 0.3 to 1200 Rides/Week
- 1200 to 5000 Rides/Week
- 5000 to 18000 Rides/Week
- 18000+ Rides/Week
Access to Fresh Food

1/3 of the census tract's population live more than one mile from a supermarket or large grocery store with access to fresh food

Source: USDA
<table>
<thead>
<tr>
<th>Walk Score</th>
<th>Transit Score</th>
<th>Bike Score</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Walk Score 71</strong></td>
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<td></td>
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</tbody>
</table>

Walk Score measures walkability based on distances to nearby restaurants, grocery stores and other amenities, plus other analysis of pedestrian friendliness.

<table>
<thead>
<tr>
<th>Score Range</th>
<th>Description</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>90–100</td>
<td>Walker’s Paradise</td>
<td>Daily errands do not require a car</td>
</tr>
<tr>
<td>70–89</td>
<td>Very Walkable</td>
<td>Most errands can be accomplished on foot</td>
</tr>
<tr>
<td>50–69</td>
<td>Somewhat Walkable</td>
<td>Some errands can be accomplished on foot</td>
</tr>
<tr>
<td>25–49</td>
<td>Car-Dependent</td>
<td>Most errands require a car</td>
</tr>
<tr>
<td>0–24</td>
<td>Car-Dependent</td>
<td>Almost all errands require a car</td>
</tr>
</tbody>
</table>
Mission Beach

Pacific Beach

1338 Missouri Street
Very Walkable
Pacific Beach Neighborhood, San Diego

1302 Garnet Ave
Walker’s Paradise
Pacific Beach Neighborhood, San Diego
The New All-Year Residential Playground of

MISSION BEACH
SAN DIEGO, CALIFORNIA
2011 SDG&E Renewable Energy Mix

- Solar PV: 0.07%
- Conduit Hydro: 0.50%
- Digester Gas: 0.61%
- Landfill Gas: 5.78%
- Biomass: 10.46%
- Geothermal: 23.16%
- Wind: 59.42%

Energy mix based on SDG&E bundled customer supply portfolio
The annual wind power estimates for this map were produced by TrueWind Solutions using their Mesomap system and historical weather data, under funding from the California Energy Commission. It has been validated with available surface data by NREL and wind energy meteorological consultants.

**Wind Power Classification**

<table>
<thead>
<tr>
<th>Class</th>
<th>Wind Power Potential</th>
<th>Wind Speed 6m</th>
<th>Wind Speed 8m</th>
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</thead>
<tbody>
<tr>
<td>1 Poor</td>
<td>0 - 200 W/m²</td>
<td>0.0 - 5.6 m/s</td>
<td>6.0 - 12.5 mph</td>
</tr>
<tr>
<td>2 Marginal</td>
<td>200 - 300 W/m²</td>
<td>5.6 - 6.4 m/s</td>
<td>12.5 - 14.3 mph</td>
</tr>
<tr>
<td>3 Fair</td>
<td>300 - 400 W/m²</td>
<td>6.4 - 7.0 m/s</td>
<td>14.3 - 16.7 mph</td>
</tr>
<tr>
<td>4 Good</td>
<td>400 - 500 W/m²</td>
<td>7.0 - 7.5 m/s</td>
<td>15.7 - 16.8 mph</td>
</tr>
<tr>
<td>5 Excellent</td>
<td>500 - 600 W/m²</td>
<td>7.5 - 8.0 m/s</td>
<td>16.8 - 17.9 mph</td>
</tr>
<tr>
<td>6 Outstanding</td>
<td>600 - 800 W/m²</td>
<td>8.0 - 8.8 m/s</td>
<td>17.9 - 19.7 mph</td>
</tr>
<tr>
<td>7 Superb</td>
<td>&gt; 800 W/m²</td>
<td>&gt; 8.5 m/s</td>
<td>&gt; 19.7 mph</td>
</tr>
</tbody>
</table>

*Wind speeds are based on a Weibull k value of 2.0

**Transmission Line**

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<th>Voltage (kV)</th>
<th>Color</th>
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<tr>
<td>110 - 161</td>
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<tr>
<td>230 - 287</td>
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<tr>
<td>345</td>
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<tr>
<td>500</td>
<td>500</td>
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<tr>
<td>1000 (DC)</td>
<td>1000</td>
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* Source: POW/HEW, USDOE, 2002 Platts, a division of the McGraw-Hill Companies

California
50 m Wind Resource Map

U.S. Department of Energy
National Renewable Energy Laboratory
29-JAN-2003 1.1.1
Wind Power Class

<table>
<thead>
<tr>
<th>Wind Power Class</th>
<th>Resource Potential</th>
<th>Wind Power Density at 50 m W/m²</th>
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<tr>
<td>1</td>
<td>Poor</td>
<td>0 - 200</td>
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<tr>
<td>2</td>
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<tr>
<td>4</td>
<td>Good</td>
<td>400 - 500</td>
</tr>
<tr>
<td>5</td>
<td>Excellent</td>
<td>500 - 600</td>
</tr>
<tr>
<td>6</td>
<td>Outstanding</td>
<td>600 - 800</td>
</tr>
<tr>
<td>7</td>
<td>Superb</td>
<td>&gt; 800</td>
</tr>
</tbody>
</table>

Wind speeds are based on a Weibull k val.
The Third Rail
Not about Parking
Traffic Mitigation Strategy
...that involves Parking
...and helps pay for the Third Rail
Learning to Value Parking
Free Parking has no Value
Community Self Image

Healthy and Outdoors
Implementation Mechanism
Already exists
Changing Behavior can be tough
Move to Walking/Biking
and Public Transit
Disincentives
and Incentives
Disincentives

Multiple models for Parking Fees

• Meters
• Peak Demand
• Residential Permit Program
Incentives

Free Shuttle Loop
Light Rail Station to Beach
Paid for by Parking Revenues
Better Pedestrian Experience
Make Walking/Biking/Etc. less scary and more enjoyable
Current issues

- Tired retail stock on corridors
- Entertainment distorts lease rates
- Services that fail to meet local needs
- Perception of lack of local control
- Insufficient land for residential demand
- Lack of walkable/bikable streets
- Lack of workforce housing
- Lack of employment diversity
2011 data show that in Pacific Beach
• ±30,000 employed persons lived here
• ±27,000 of these worked elsewhere
Of the ±22,000 jobs here:
• ±3,000 were held by residents
• ±19,000 were held by non-residents
90% of employed residents commute outside
Jobs and Housing

- Commutes = ±73,000 car trips per day
- 70% local jobs <$3,333 per month

The consequence:
- Most Inflow commuters can’t afford to live here
Affordability and Cars

- AAA: car cost ±$8,950 per year
- No car = monthly subsidy of ±$300-$500 per month per car not owned
- 2 car household gains $600 to $1,000 per month rent subsidy
Affordability and Cars

• To achieve this people must work within walking, biking or transit access

• A family with 2 cars that moves near to work and gives up cars can move from $800 per month rent to $1,800 per month with no change in disposable income
Mixed Use Economics

• Costs more
• Current rent for retail ±28/sf
• Current rent for bars over $40/sf
• Beyond current rent for any but bars now
• Residential feasible now
• Solution: insist on form where necessary but allow ground floor occupation by other land uses
Current Values per SF

Value highest at beach but variable elsewhere

Indicates potential for value capture in other areas
Current Ownership

Non-resident owners concentrated on beach and along commercial corridors
Land Use vs Ownership
Land Use vs Ownership
This map illustrates suburban versus urban densities in Pacific Beach. 20 units per acre and under in areas with multifamily zoning is considered suburban. Density of less than 12 units per acre is suburban for the SFD-Multi zone. Over 20 units per acre is considered urban.
Recommendations

• Create walkable, bikable networks
• Concentrate retail/commercial
• Consider putting liquor licensing and location under local land use controls
• Consider adding land use oversight to location of controversial land uses
• Make your corridors transit ready
Recommendations

• Modify area zoning to:
  • Increase multifamily residential density
  • Implement mixed use incrementally
  • Enable no-car projects
• Create an urban framework for residents
Urban Framework

Walksheds with changed zoning and pedestrian amenities
Urban Framework

- Creates pedestrian network for neighborhoods
- Connects Garnet and Turquoise by greenway at Cass
- Concentrates retail/commercial destinations
- Enables value capture by changed zoning
Urban Framework

- Increases corridor residential density
- Increases retail sales per square foot
- Increases market for neighborhood services
- Starts virtuous cycle for change
Market Demand Zone

Priorities:

• To increase site self sufficiency
• To increase tax revenue
• Creative re-use of structures if possible
• Enable immediate opportunities
• Use community plan to target areas
Market Demand Zone

Replaces current arterial commercial zone
Requirements:

• Market flexibility
• No minimum parking requirement
• District parking solutions required
• Retail only **required** at designated clusters
• Residential density to 35 du per acre
Market Demand Zone

Requirements:

• Stand alone retail in clustered destination
• Retail in mixed use allowed on Garnet, and Turquoise anywhere
• Second floor residential allowed anywhere
• Form for retail required where necessary, but
• Retail use not required until market support exists
Market Demand Zone

Advantages:

• Responds to market demand now
• Set form for future market where desired
• Captures maximum value for low-value sites
• Provides options to profit for existing owners
• Begins process of change at no public cost
Current Multifamily Zone

- Adjacent to corridors allow rise to 35 du/acre
- Leave zone unchanged at transition to SFD
- Allow no-car projects within walking distance of services
- Use community plan to target areas
Current SFD Multi-unit

- Allow rise to 12 du/acre everywhere
- Allow small lot alley loaded development at up to 20 du/acre
- Allow courtyard housing at up to 20 du/acre
- Allow no-car projects within walking distance of services
- Use community plan to target areas
Local Public Funding

- Grants and Donations
- CDBG from HUD
- EPA-smart growth, water, brownfields etc
- Dept of Transportation/FTA
- See www.grants.gov
Local Public Funding

• Tax Credits
• Workforce and Senior housing
• New Market in eligible tract
• Job Creation grants (CDBG)
• Down payment assistance
• Façade improvement grant and loans
Vehicles for Projects

• Public Development Corporations
• CDFI’s and CDC’s
• Public Private Partnerships
• Private Development
Vehicles for Projects

• CDFI’s and CDC’s
• Can use both public and private funds and grants
• Can form as consortia with banks and others or as simple non-profit
• Can enable New Market credits
Vehicles for Projects

Public Private Partnerships

• May need to create at city level
• Require separate accounting of sources and funds
• Private portion bonds are taxable
• Especially effective with CDC’s
• Locally Barnhardt School, YMCA, Petco Park, Liberty Station, others
Have we hit “peak car”?
Trends “Driving” Change…

- Rising/fluctuating fuel prices
- Health & environmental concerns
- Technology
- Aging population
- Rising maintenance needs and costs + declining transportation revenue (gas tax).
- Increased urbanization & resulting traffic
Other Important Trends

 Millennials are driving less – from 2001 to 2009 down 23 percent  (National Household Transportation Survey)

 K-8 children walking to school increasing – from 2007 to 2012 up 27 percent increase  (National Center Safe Routes to School)
Commuting Trends

Commuting trips make up less than 20% of all vehicle trips during peak hour - from 1969 to 2009, down from 45% (National Household Transportation Survey)

Half of all trips are less than 3 miles, yet 80% of these are made by car (National Household Transportation Survey)
A Life of Walking Vs. Driving

Real estate values in many walkable neighborhoods adjoining downtowns have eclipsed those of costly suburbs.

Source: NY Times
A developed country is not a place where the poor have cars. It's where the rich use public transport.

- Gustavo Petro, Mayor of Bogota
Transportation & Land Use Integration

- Destination Choice
- Mode of Travel
- Route Choice
- Accessibility
- Affordability
- Attractions

Land Use Evolution

Transportation Evolution
What are commonly sited transportation goals?

We heard…

• More walkable and bikable community
• Safety
• Less traffic congestion
• Better travel options with more connection
What are the commonly cited barriers?

We heard...

• Wide, fast streets without crossings or bike facilities
• City is a through way for traffic
• Crime as a deterrent to walking
• Not enough parking
• Bus services are infrequent
• Car culture
Mission Beach and Parking: More or Less

What is the capacity problem?

Is the beach too full?
No.

Is the parking full?
Almost. There is usually a little turnover.

Are the streets at capacity?
Sort of…
Mission Beach and Parking: More or Less

What is the capacity problem?

The maximum tolerable delay on the access streets is about 30 minutes, or people choose to go elsewhere.
What is the capacity problem?

Transit is not likely to reduce the delay – there are only two routes in and out, and there is no opportunity to give transit priority – buses are in line, too; if taking a bus makes the wait the same or longer, people won’t take the bus.
Mission Beach and Parking: More or Less

What is the capacity problem?

It is not practical to increase the supply of parking

If you could, then you could pack some more people in (equal to the number of new parking spaces), but the delays would re-occur, and transit still won’t work
Mission Beach and Parking: More or Less

If you dramatically reduce the amount of parking so that very few (or no) day visitors can drive to the beach, then very frequent buses could bring many more people with less delays that occur today.

This would be very costly, and probably impractical.
Mission Beach and Parking: More or Less

Enhanced bike access may be possible and the only practical method to increase access to the beach.
Mission Beach: A Better Environment

Civic spaces

Green streets
Pacific Beach
Grain of the Fabric

Connection to the Commons: Water Views and Access
Pacific Beach
Grain of the Fabric  Moving to and From: Streets that are Streets
Pacific Beach
Grain of the Fabric
Connectors
Pacific Beach
Grain of the Fabric
Putting it All Together:
Vehicle Framework Today

Connection to the Commons: Water Views and Access
Moving to and From: Streets that are Streets
Connectors
Pacific Beach
Grain of the Fabric
Putting it All Together:
Vehicle Priority

Connection to the Commons: Water Views and Access
Moving to and From: Streets that are Streets
Connectors
Pacific Beach
Grain of the Fabric
Putting it All Together:
Walking, Water, Green Priority

Connection to the Commons: Water Views and Access
Moving to and From: Streets that are Streets
Connectors
Pacific Beach
1914
Pacific Beach
2013
Pacific Beach
1946
Pacific Beach
2013
Pacific Beach
Texture: Districts and Layers
Pacific Beach
Typical convenient walking distances to transit, shopping and amenities
What’s within ½ mile
Pacific Beach
Texture: Districts and Layers

Low and medium density fabric: managing change
Pacific Beach
Adding units in a bungalow neighborhood:
Alleys and backyards for appropriate development
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Texture: Districts and Layers

The middle: corridor futures
Pacific Beach
Rebuilding corridor segments for residential/mixed use
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Texture: Districts and Layers
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Transit and TOD: What’s in it for you?
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Transit and TOD: What’s in it for you?
WALKING ALL THE TIME
A long range vision ...
First Steps to Start Tomorrow
Low Cost & High Benefit Projects

• Improve Conditions for Biking
• Engage the Community
• Put the Pedestrians First
• Apply Both Transportation Incentives & Disincentives
• Stoke the Bicycle Economy
PB Neighborhood Greenways
What is a Neighborhood Greenway?

Residential streets with low traffic speeds and volumes of auto traffic where bicycle and pedestrians have priority.
Neighborhood Greenways

Portland, OR Neighborhood Greenways
Neighborhood Greenways – Engaging the Community
Address Low Cost High Benefit First

Source: NACTO
Low Cost Bike Lanes

Buffered Bicycle Lanes

Bike Boxes

Shared Lane Marking

Protected Bike Lane
Cycle Tracks & Green Lanes
Crossing Treatments

Bike Signal

Bike Actuation
Mid-Block Crossing Treatments

High-intensity Activated crossWalk Beacon
Bicycle Parking & Convenience

Curb extension bicycle racks

Bike Station
Include low cost improvements within maintenance & CIP projects
Providing More Consistent Signage & Information
Prioritizing Pedestrians – Design Principles

Creating safety, convenience, and supporting neighborhood identity

- Confine high speed roads to edges of urban area
- Limit speed in urban areas
- Limit size of roads or streets in urban areas
- Maintain a connected or grid network
- Consider boulevard and avenue designs to retrofit arterials to better accommodate pedestrians and cyclists
**Seattle Example - Walkscores**

**Queen Ann**
- Density: 7,900 people per square mile
- Walk Score: 88
  "Very Walkable"
- Ave Rent (2 beds) - $2000+

**North Beach**
- Density: 4,500 people per square mile
- Walk Score: 33
  "Car Dependent"
- Ave Rent (2 beds) - $1000
Comparison Rent & Walkscores

**Pacific Beach**
- Density: 9,400 people per square mile
- Walk Score: 71 “Very Walkable”
- Ave Rent (2 beds) - $1400

**Mission Beach**
- Density: 6,072 people per square mile
- Walk Score: 59 “Somewhat Walkable”
- Ave Rent (2 beds) - $1600

**Mission Bay**
- Density: 4,089 people per square mile
- Walk Score: 56 “Somewhat Walkable”
- Ave Rent (2 beds) - $1300

For Comparison:
- Tribeca Neighborhood – NY
  - Density: 37,000 people per square mile
  - Walkscore: 99 – Walker’s Paradise
  - Ave Rent (2 beds) - $5000+

- Mission Neighborhood, San Fran
  - Density: 19,000 people per square mile
  - Walkscore: 96 – Walker’s Paradise
  - Ave Rent (2 beds) - $4500+
• Each point increase in your community WalkScore correlated to a $500 to $3000 increase in home values.¹

• Houses with above average levels of walkability command a premium of about $4,000 to $34,000 over houses with average walkability. ¹

• Over 80 percent of residents regularly walk to run errands when retail and services are one-fifth of a mile or less from most homes. ²

• BUT - when that average distance between homes, retail and services increases to half of a mile, the share of even periodic foot travelers drops significantly – 30% or less. ²

Pedestrian Design
Supporting Village Housing

• Single-family home with 2 cars generates 12-14 metric tons

• A household in denser urban housing with 1 car generates 6-8 metric tons

• A household in denser urban housing with no car generates 3-5 metric tons

-- Source Climate Trust Portland, OR
Sidewalks and Accessibility
Incentives and Disincentives

Parking Management - San Diego’s car sharing and new bike sharing programs can help the neighborhood avoid & reduce parking demand and contribute to more balanced transportation system.

Capital Bike Share and Car Share – Washington DC
Parklets as Part of a Parking Management Strategy
Stoke the Bicycle Economy
Some Longer Range Opportunities
The Challenge Opportunity: better balancing the regional need for freeways and tourist automobile traffic with the neighborhood need for a vibrant family friendly pedestrian environment.
Roundabout Concept
Balboa/Grant & Balboa/Grand
Grid Concept – Balboa/Grand
Median & Crossing Treatments
Many Reminders & Messages

BE SAFE.
BE ALERT.
we're all pedestrians.
CHICAGOPedsAFETY.ORG
Billgeville’s new pedestrian monkey bars not only reduced accidents but also whipped people into great shape.
Green Infrastructure in Context

City of San Diego General Plan
- Mobility
- Housing
- Conservation
- Noise reduction
- Urban design
- Climate change

Conservation
- Climate change adaptation
- Water conservation
- Urban forestry
- Community gardens
- Waste management
- Energy efficiency
- Open space preservation

Green Infrastructure Retrofit Pilot Program
Green Infrastructure and the Community

“Green infrastructure is an approach that communities can choose to maintain healthy waters, provide multiple environmental benefits and support sustainable communities”

(http://water.epa.gov/infrastructure/greeninfrastructure/index.cfm)

Mission Bay Stormwater Warning

PB Flood Warning
Green Infrastructure Objectives

• Protect Water Resources of Mission Bay
  – Restore watershed function and eco-capacity
• Reduce Heat Island Effect
  – Increase street tree canopy cover
• Improve Urban Habitat
  – Promote native species use and biodiversity
• Decrease Energy Consumption
  – Provide alternatives to single occupant trips
  – Use energy-efficient infrastructure
Green Infrastructure Opportunities

- Green Streets
- Green Alleys
- Wetland Restoration
- SeaWorld and other large parking lots
2050 Coastal Inundation
Sea Level Rise and Wave Events
Site: Mission Beach

Legend
- 2050 Mean Sea Level (MSL)
- Seawall

2050 Inundation Levels
Feet (Relative to 2006 MSL)
- 1.1 - 5.3: 2050 High Tide Range
- 5.3 - 9.5: Moderately Common
- 9.5 - 10.2: Moderately Rare
- 10.2 - 10.8: Somewhat Rare
- 10.8 - 11.8: Very Rare

Mission Beach
Street Flooding
Bayside Flooding
Beach Loss
Mariners Basin
Mission Bay Entrance Channel
SD Infrastructure CIP
Green Streets

Street Cross Section
Green Streets

- Rain Barrel Planters
- Street Bump-out Rain Garden
- Infiltration & Evapotranspiration
- Water Treeways

Street Cross Section
Green Streets

- Solar Panels
- LED Lighting
- Permeable Paving
- Utility Replacement
- "Leaky" Storm Drain Replacement
- Street Cross Section
- Green Roofs & Cool Roofs
- Disconnect Downspouts
- Permeable Sidewalks
Green Alleys


Wetland Restoration

http://natureglenelg.org.au
Parking Lot Rehabilitation

http://www.epa.gov/oaintrnt/images/gi_parking.jpg

http://planphilly.com/

http://planphilly.com/
# Implementation Plan

<table>
<thead>
<tr>
<th>KEY STRATEGIES</th>
<th>COST</th>
<th>BENEFIT</th>
<th>SUMMARY OF INVESTMENTS</th>
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<td>• Utility Replacements</td>
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<td>• Permeable Sidewalks</td>
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<td>• Overlay Permeable Pavements</td>
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<td>• Curb Bump-outs</td>
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<td>• Street Tree Replacements</td>
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Building Community Capacity

• Tiers of Governance
• Inclusive decision making - VISION
• Maximizing resources for common goals
Tiers of Governance

City Sanctioned
- Planning Department
  - Pacific Beach Planning Committee
  - Mission Beach Precise Planning Board
- Parks and Rec. Department
  - Mission Bay Parks Committee
  - Discover PB
- Business Improvement District

Neighborhood
- Pacific Beach Town Council
- Mission Beach Town Council

Organizations
- Pacific Beach Women’s Club
- Mission Beach Women’s Club
- Beautiful PB
- PB Community Foundation
Inclusive Decision Making

What is your *shared* community VISION?

A shared vision will provide all councils, boards, organizations, and citizens with a guide for achieving community goals, desired improvements, and sustainability.
Maximizing Resources for Common Goals

Multiple groups working together will yield more results, accomplish more projects, increase sweat equity, and shorten timelines.

Integrating budgets from multiple group partnerships will allow you to implement projects and/or increase the scale of community improvements.

Fundraising ideas…
Crowd Source
Crowd Fund
Kickstarter

Tampa Heights Neighborhood
Tampa, FL
Ways to Engage

• Meaningful participation
• Engage people where they go
• Inspire citizens to roll up their sleeves
Ways to Engage

Meaningful participation
Value every community member and the time they spend making contributions to improve the community.

Make events and projects fun for community members.

Always ask for input and be willing to share the load.
Ways to Engage

Engage citizens where they go
Ways to Engage

Inspire citizens to roll up their sleeves
Programming Public Space

- Underutilized space
- Vacant storefronts
- Reclaiming Main Street
Programming Public Space

Underutilized Space to Space Activation

PB Library
Programming Public Space

Underutilized Space to Space Activation

PB Library
Programming Public Space

Underutilized Space to Space Activation

Beach Front (phase 4)
Programming Public Space

Underutilized Space to Space Activation

Beach Front (phase 4)
Programming Public Space

Vacant storefronts to Community Contributors

Filling empty storefront with community Organizations and projects until there is a demand for more retail/commercial space.

Example:

DIY tools for filling the gap. Guidelines for approaching property owners, legal Issues, insurance, budgets, and more
Programming Public Space

Reclaiming Main Street
Making authentic spaces
PARK(ing) Day
Tactical Urbanism
Programming Public Space

Making authentic spaces

Baltimore
Programming Public Space

PARK(ing) Day and Parklets

PB and particularly north PB do not have the required 2.8 acres of park space per 1000 people. In fact, the Congressional District of Pacific Beach and Mission Beach has the least amount of park space among all of the districts.

So how will the community increase park space for existing residents and provide 56 acres of new park space for future growth?
Programming Public Space

PARK(ing) Day, Parklets, and Tactical Urbanism

5-6 parklets will create one acre of park space.

San Francisco has guidelines for parklets.

Make them unique to reflect community spirit.

Major road work is not needed!
Implementation

Now that you are all working together…
Continue to build capacity

- Success through Scaling
- Awareness
- Education
- Inspiration
- Celebration

Discover
Develop
Pilot
Research
Refine
Partner
Policy
Commercialization
Replication
Exchange
Keep it Fun
www.aia.org/liv_sdat