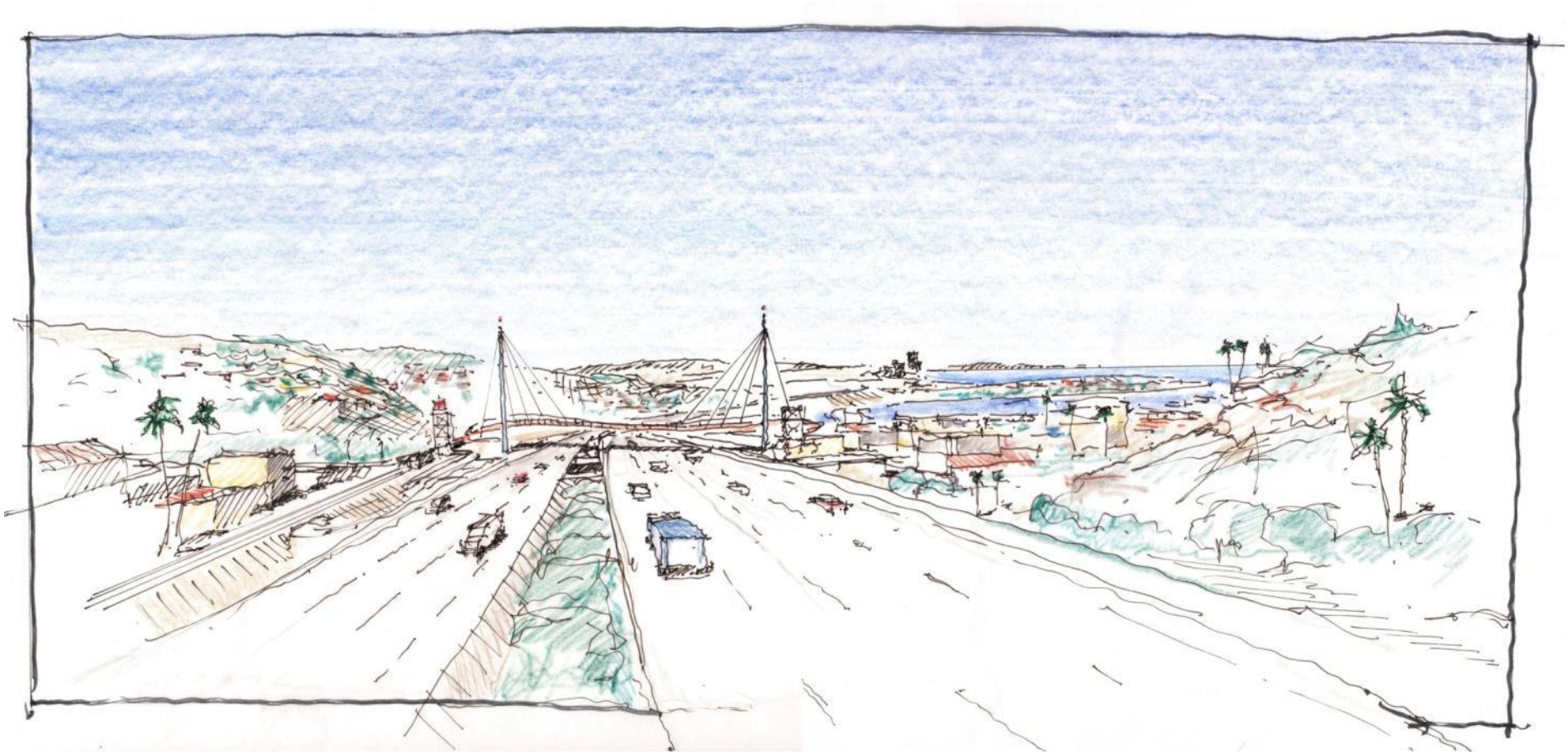
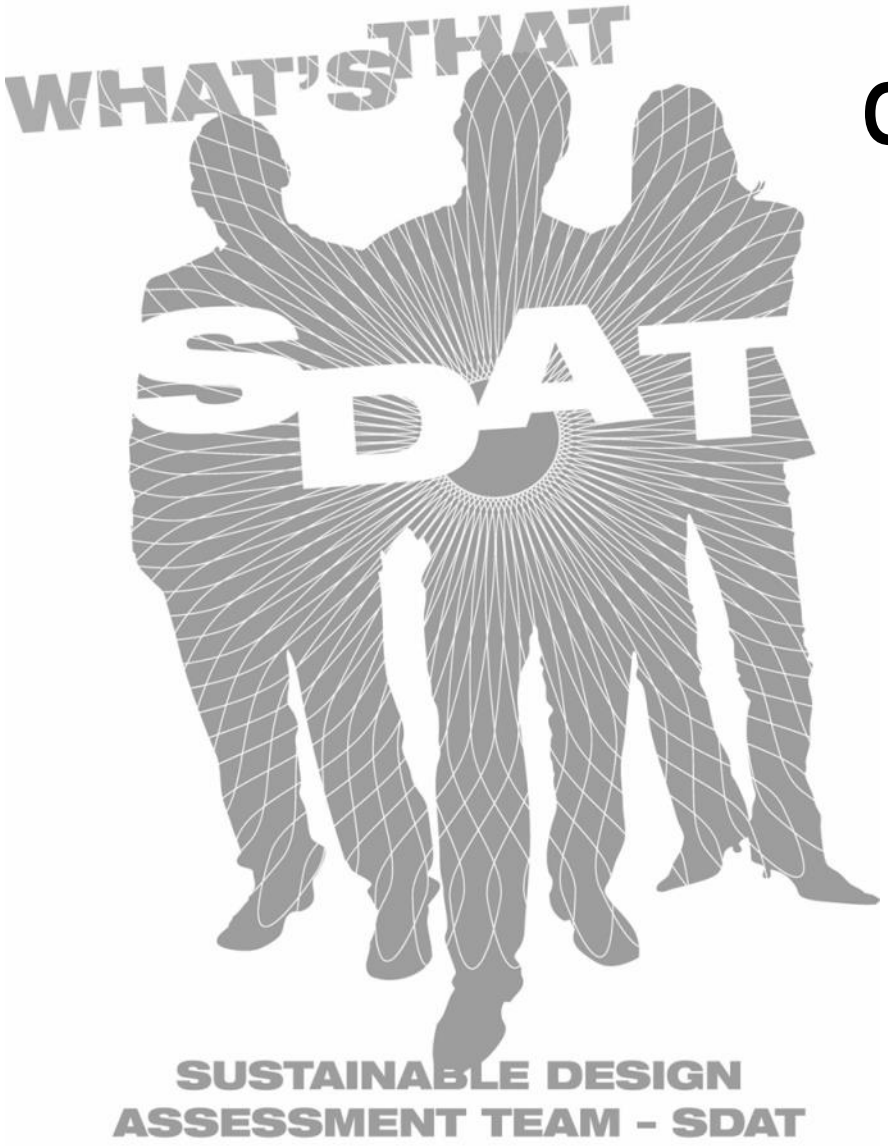


Pacific Beach/Mission Beach SDAT

December 13, 2013



Over 200 'DATs' since 1967



AIA Communities by Design

ENVISION. CREATE. SUSTAIN.

Design Assistance Principles

- Holistic, Interdisciplinary Approach to Community Design (Customization)
- Enhanced Objectivity (Pro Bono Public Service)
- COMMUNITY PARTICIPATION (Citizen Experts, Community Process)





Mission/Pacific Beach SDAT

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 abut 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

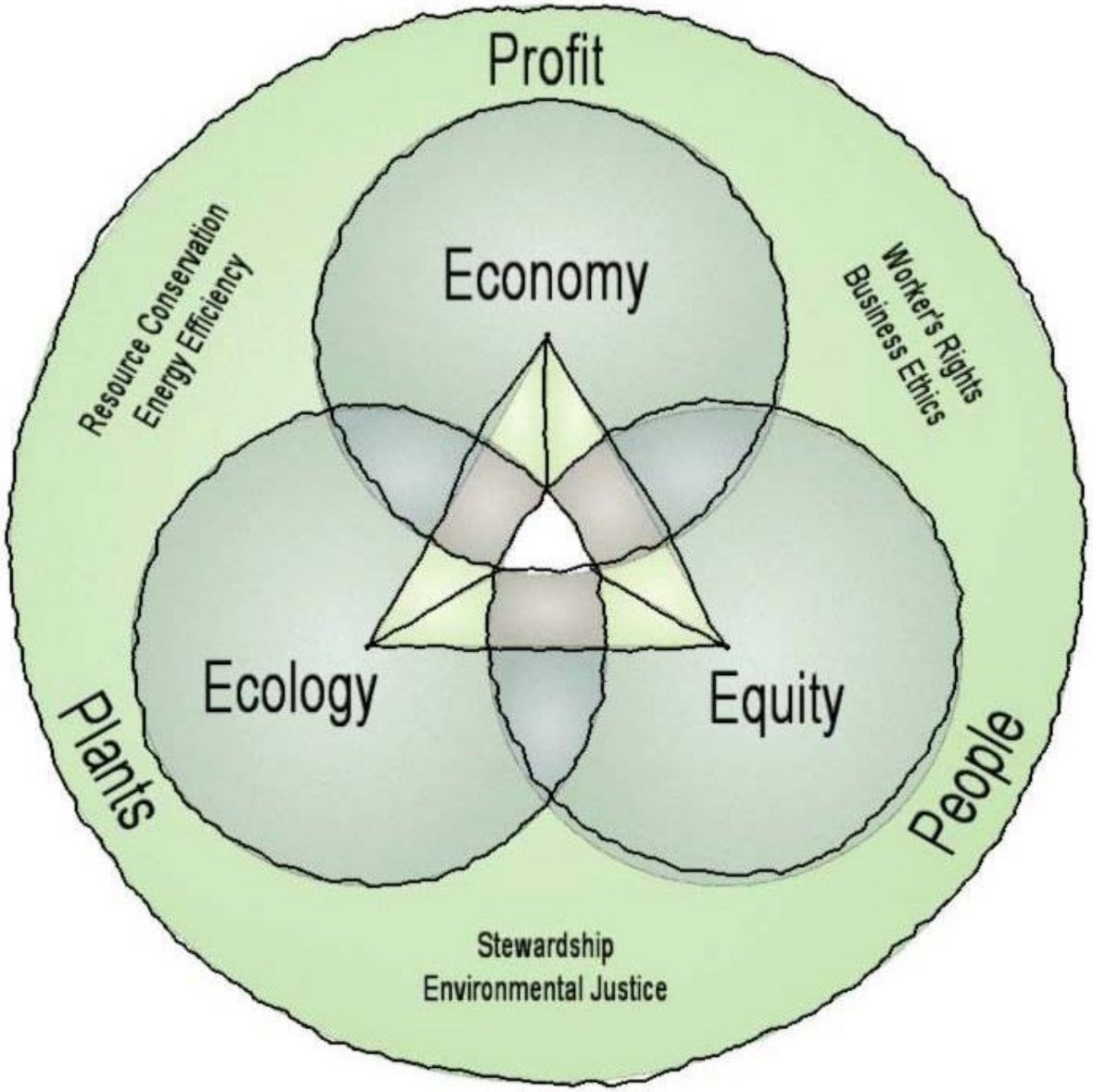


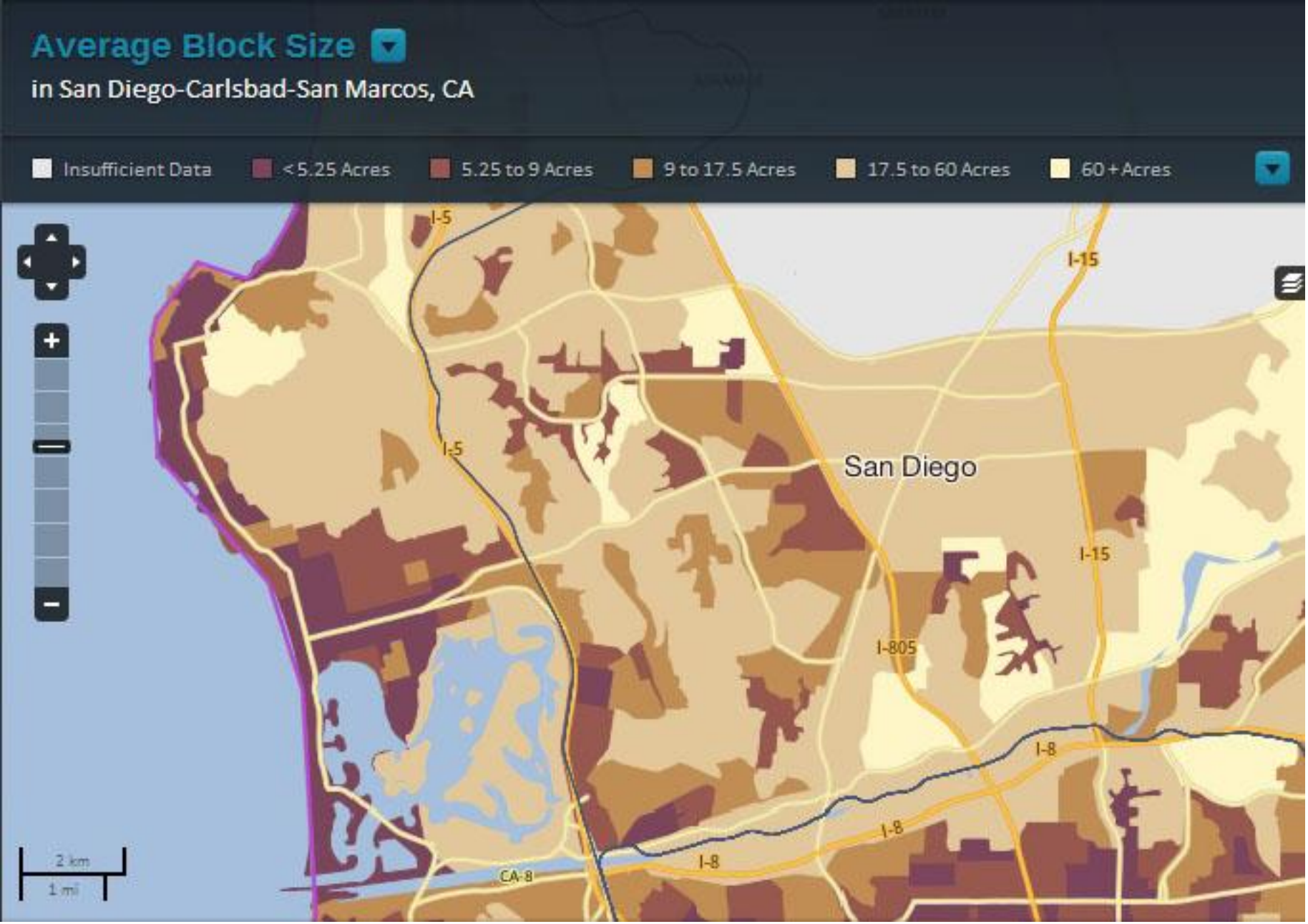


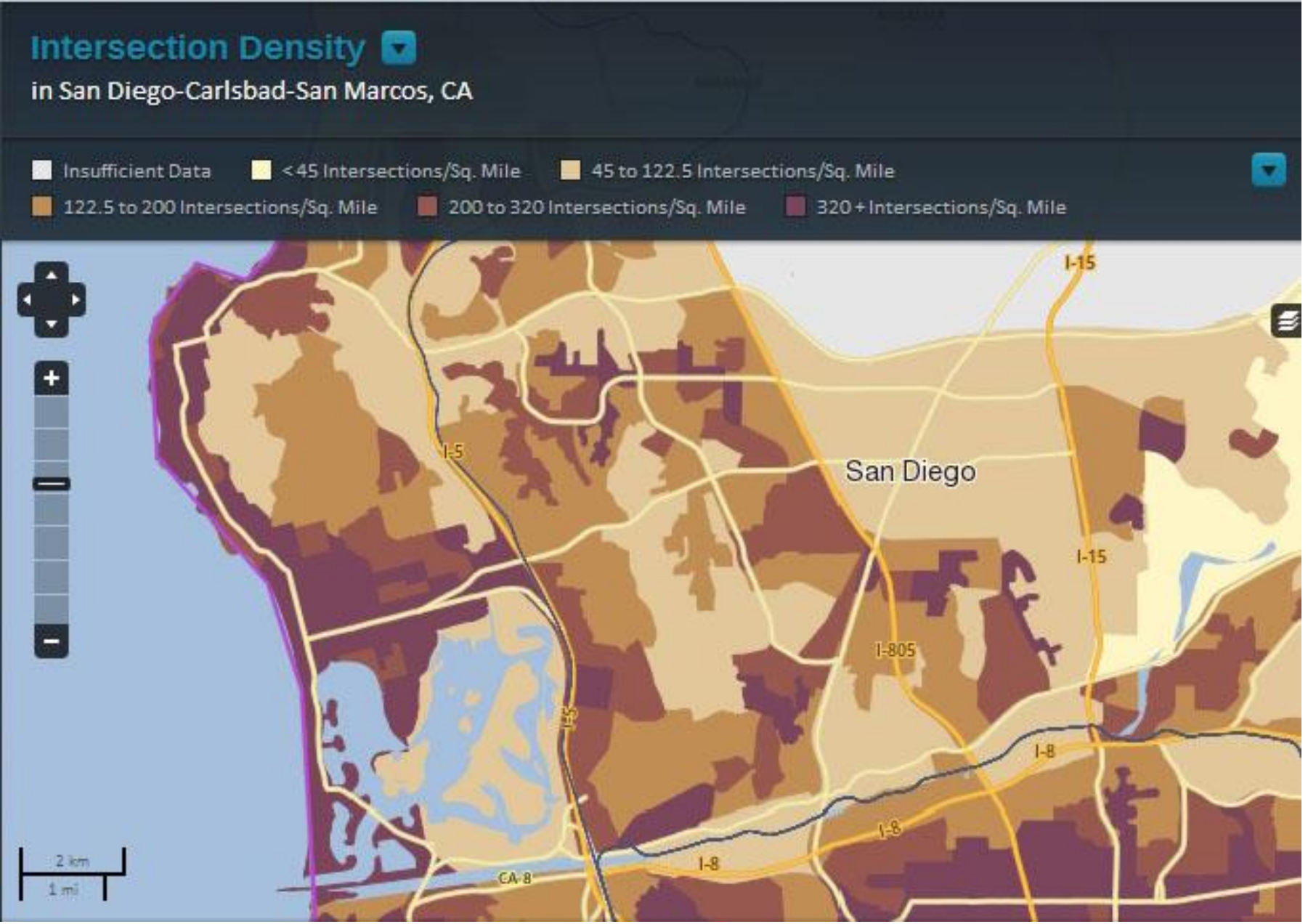


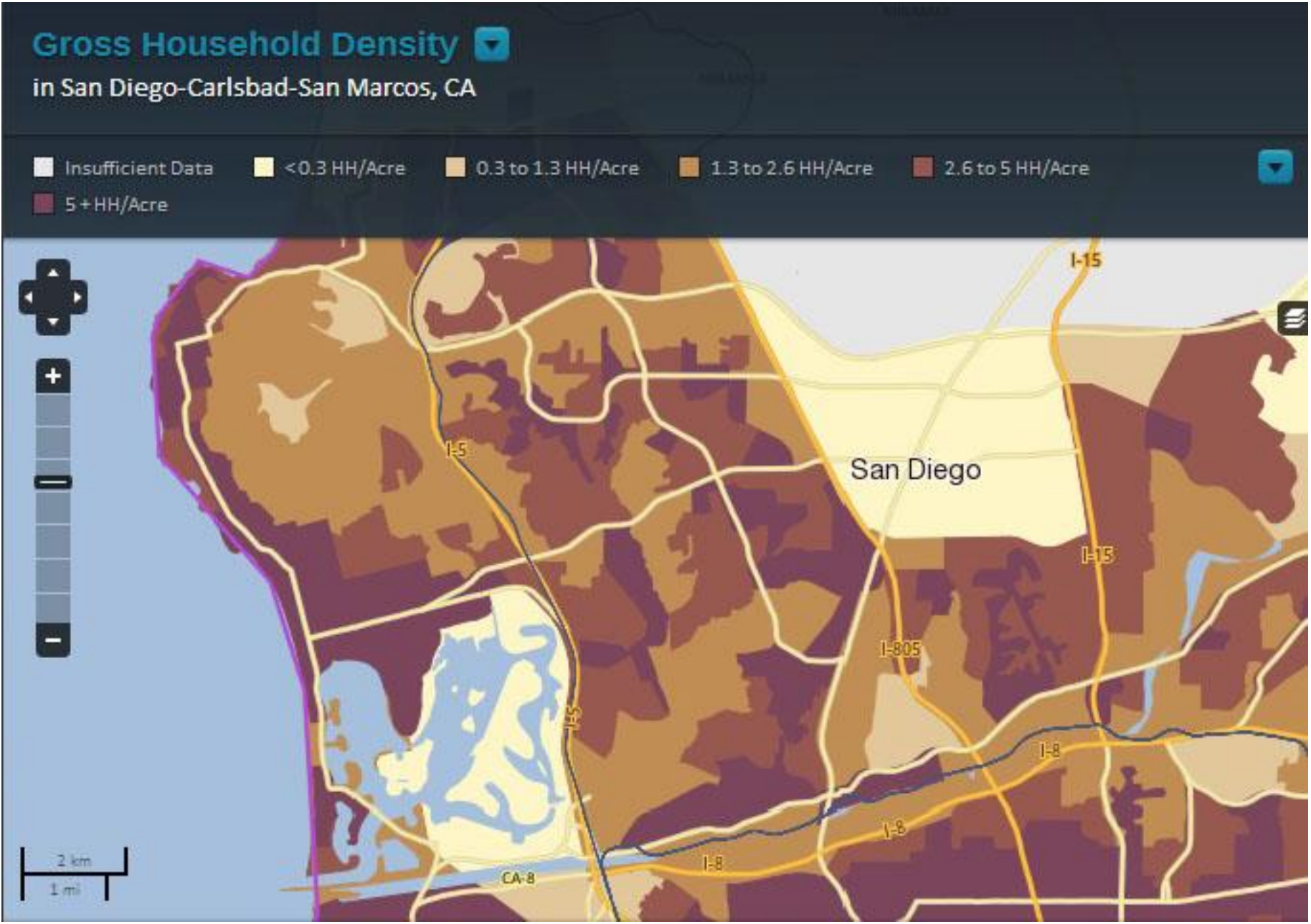



Sustainability




Average Block Size
in San Diego-Carlsbad-San Marcos, CA
Insufficient Data
< 5.25 Acres
5.25 to 9 Acres
9 to 17.5 Acres
17.5 to 60 Acres
60 + Acres
I-5
I-15
San Diego
I-805
I-8
CA-8
2 km
1 mi

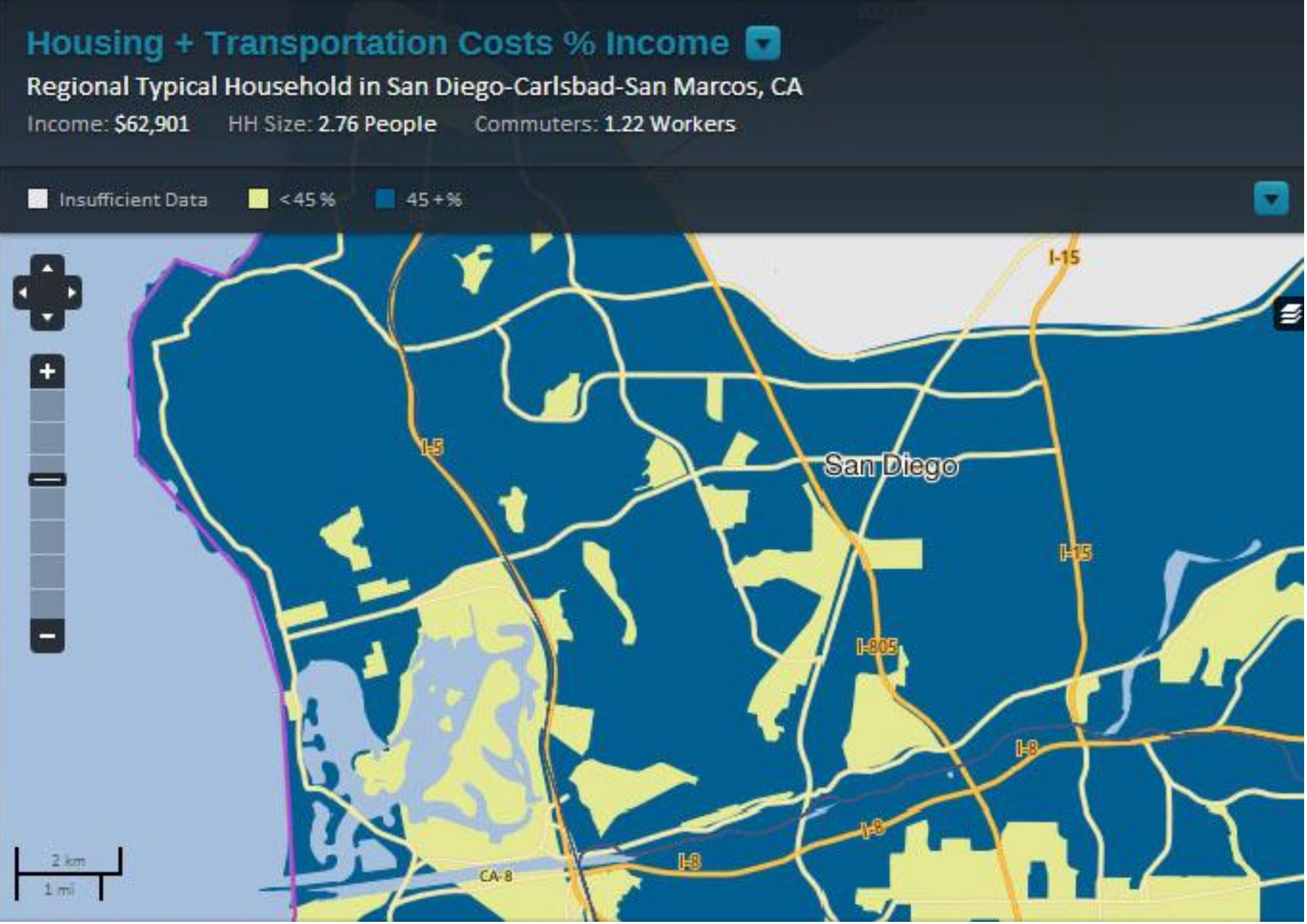

Intersection Density
in San Diego-Carlsbad-San Marcos, CA
Insufficient Data
< 45 Intersections/Sq. Mile
45 to 122.5 Intersections/Sq. Mile
122.5 to 200 Intersections/Sq. Mile
200 to 320 Intersections/Sq. Mile
320 + Intersections/Sq. Mile
San Diego
I-5
I-15
I-805
I-8
CA-8
2 km
1 mi

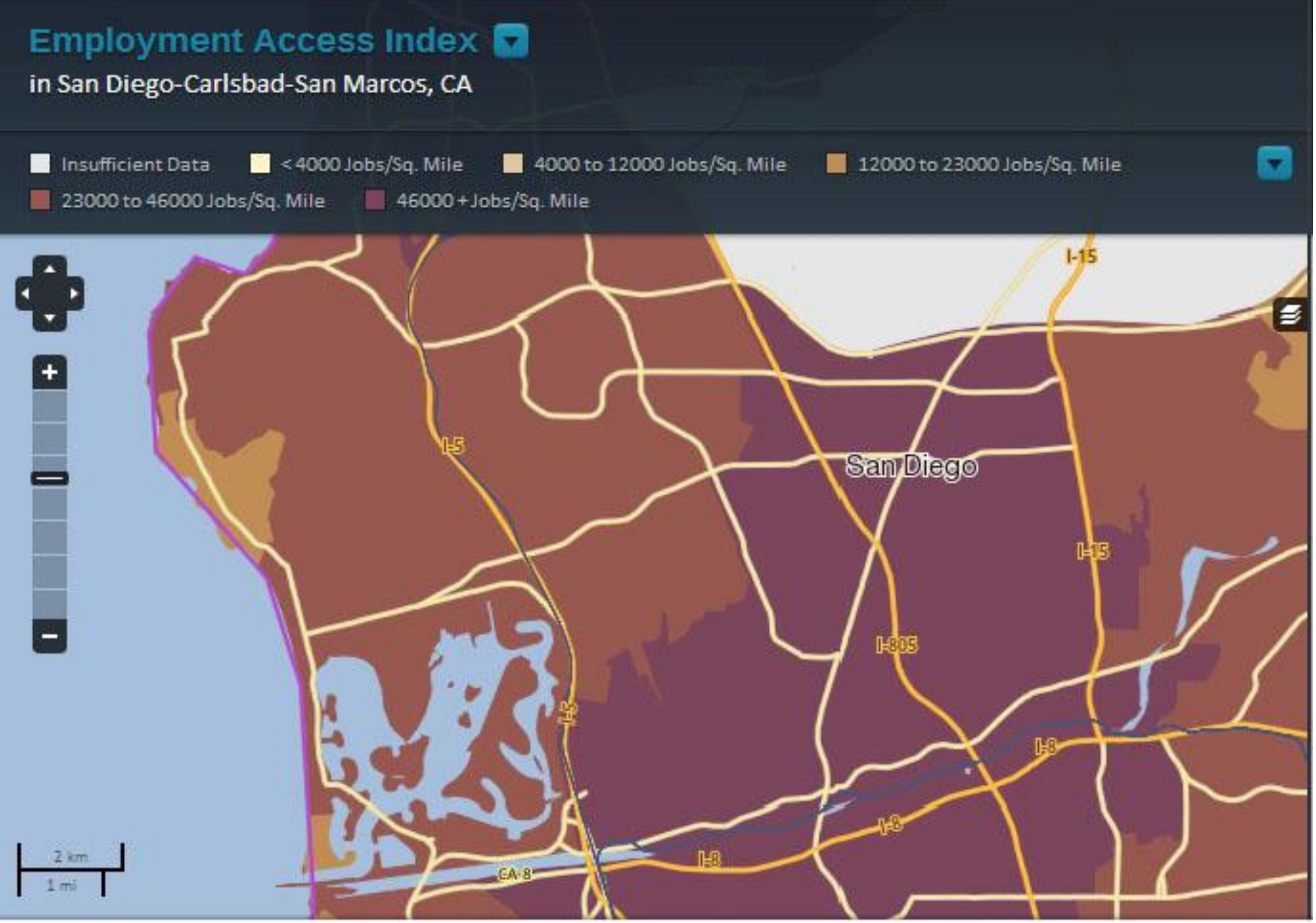

Gross Household Density
in San Diego-Carlsbad-San Marcos, CA
Insufficient Data
<0.3 HH/Acre
0.3 to 1.3 HH/Acre
1.3 to 2.6 HH/Acre
2.6 to 5 HH/Acre
5 + HH/Acre
I-15
I-5
San Diego
I-15
I-805
I-5
I-8
I-8
I-8
CA-8
2 km
1 mi

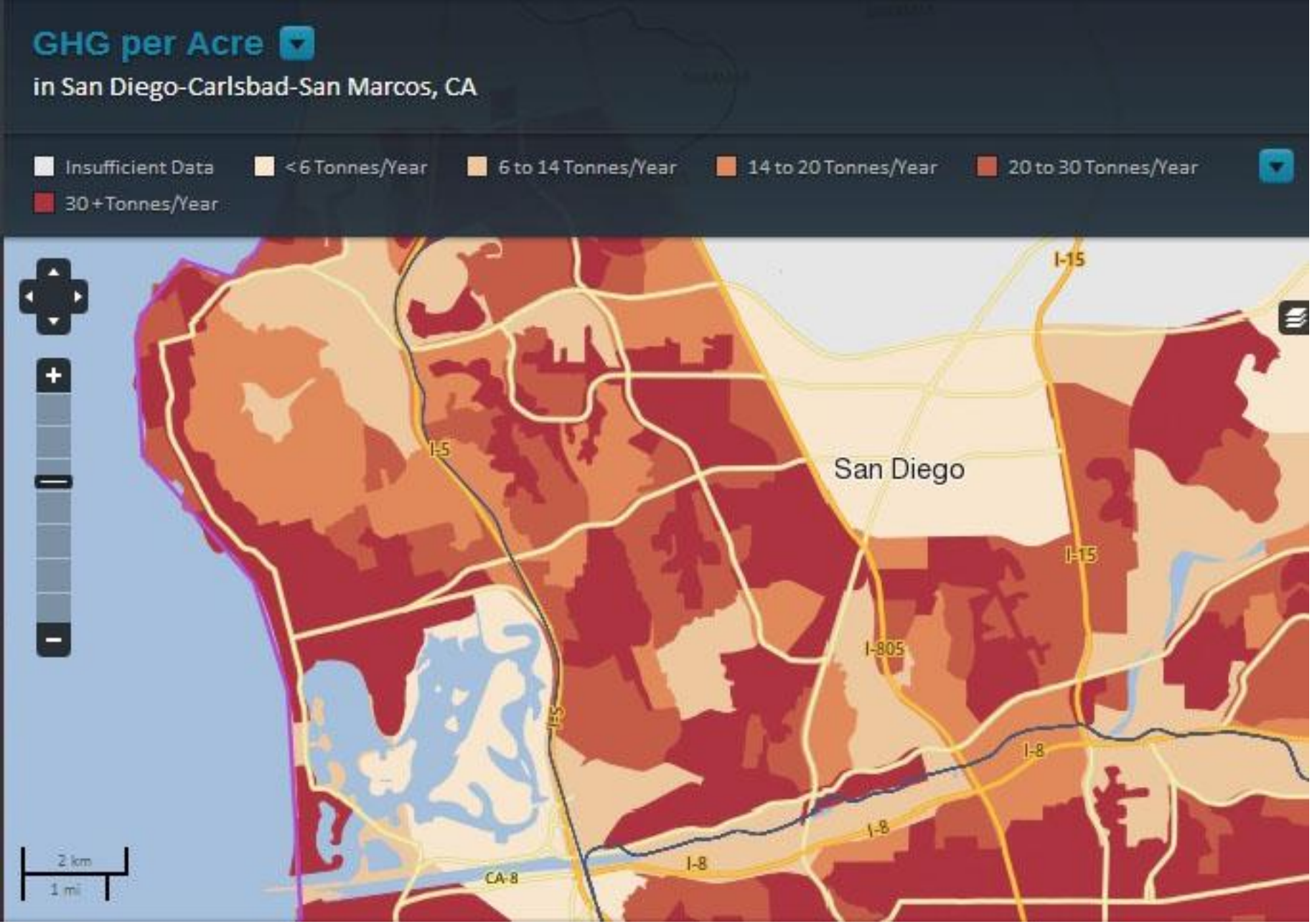

Residential Density
in San Diego-Carlsbad-San Marcos, CA
Insufficient Data
< 1.8 HHs/Res. Acre
1.8 to 2.5 HHs/Res. Acre
2.5 to 3.8 HHs/Res. Acre
3.8 to 6 HHs/Res. Acre
6 + HHs/Res. Acre
I-15
I-5
San Diego
I-15
I-805
I-8
I-8
I-8
CA-8
2 km
1 mi

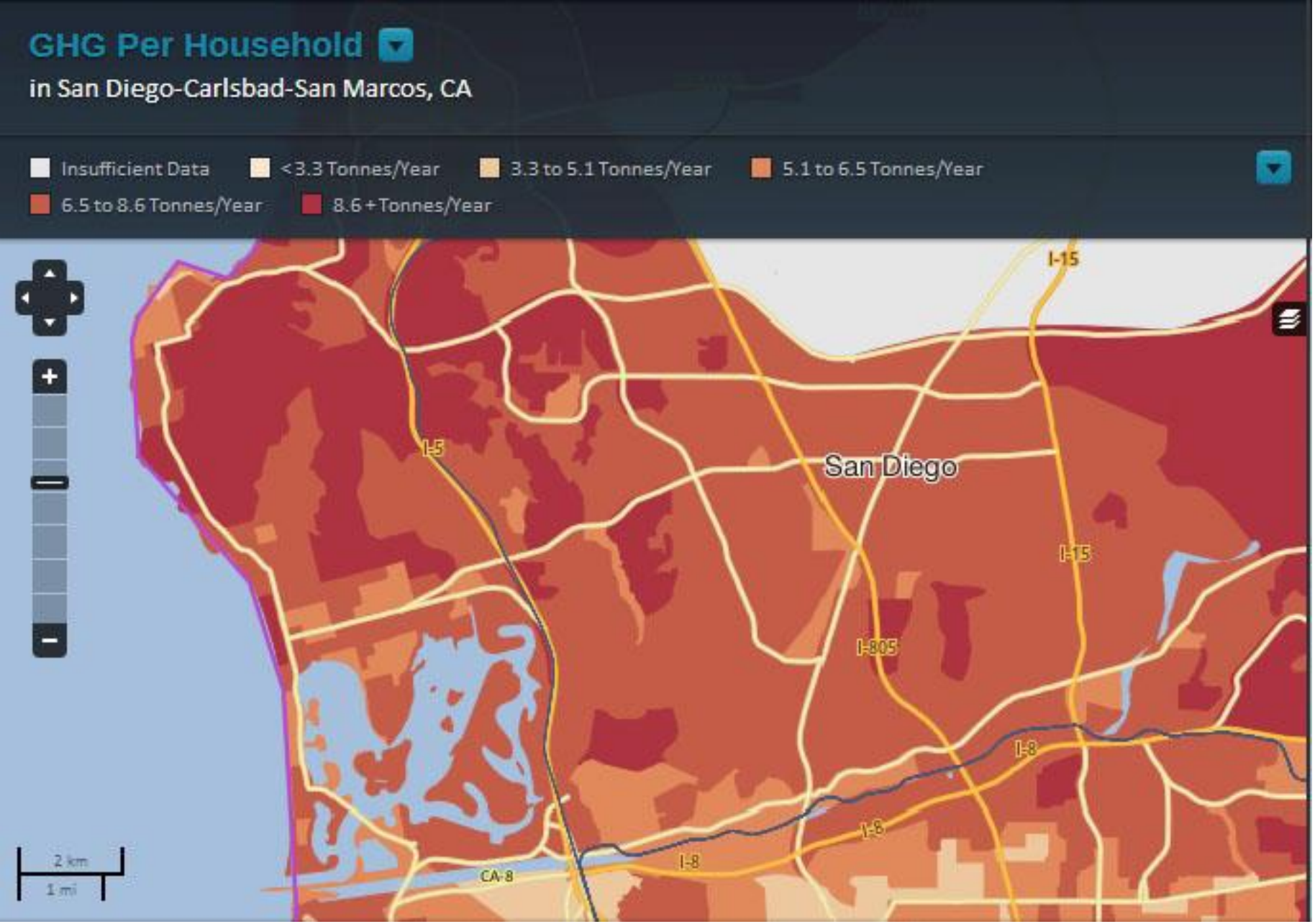

Housing Costs % Income
Regional Typical Household in San Diego-Carlsbad-San Marcos, CA
Income: $62,901
HH Size: 2.76 People
Commuters: 1.22 Workers
Insufficient Data
< 30 %
30 + %
I-15
I-5
San Diego
I-15
I-805
I-8
I-8
I-8
CA-8
2 km
1 mi


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 + %
I-15
I-5
San Diego
I-15
I-805
I-8
I-8
I-8
CA-8
2 km
1 mi


Housing + 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
< 45 %
45 + %
I-15
I-5
San Diego
I-15
I-805
I-8
I-8
I-8
CA-8
2 km
1 mi

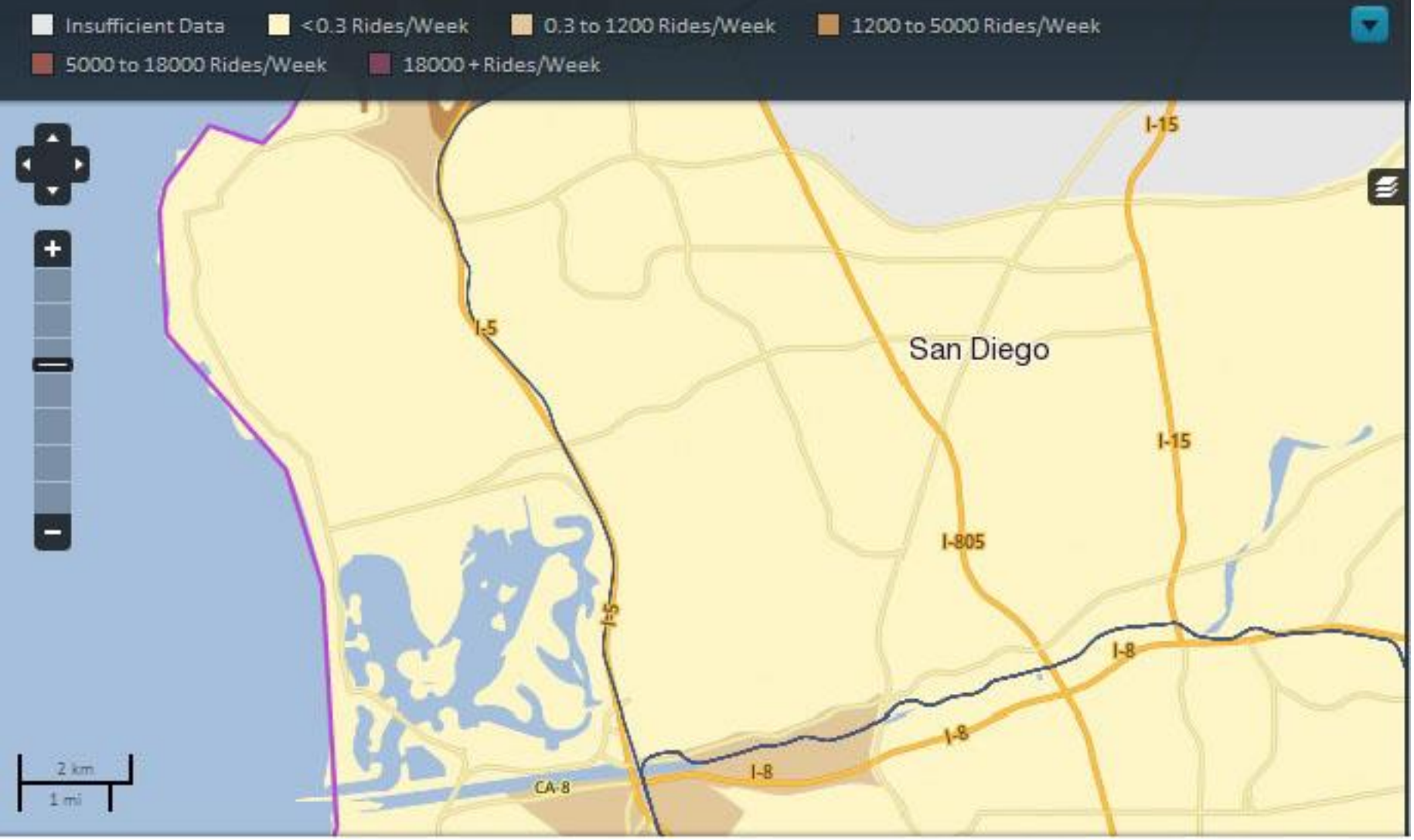

Employment Access Index
in San Diego-Carlsbad-San Marcos, CA
Insufficient Data
< 4000 Jobs/Sq. Mile
4000 to 12000 Jobs/Sq. Mile
12000 to 23000 Jobs/Sq. Mile
23000 to 46000 Jobs/Sq. Mile
46000 + Jobs/Sq. Mile
I-15
I-5
San Diego
I-15
I-805
I-8
I-8
I-8
CA-8
2 km
1 mi


GHG per Acre
in San Diego-Carlsbad-San Marcos, CA
Insufficient Data
< 6 Tonnes/Year
6 to 14 Tonnes/Year
14 to 20 Tonnes/Year
20 to 30 Tonnes/Year
30 + Tonnes/Year
I-15
I-5
San Diego
I-15
I-805
I-5
I-8
I-8
I-8
CA-8
2 km
1 mi


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
I-15
I-5
San Diego
I-15
I-805
I-8
I-8
I-8
CA-8
2 km
1 mi

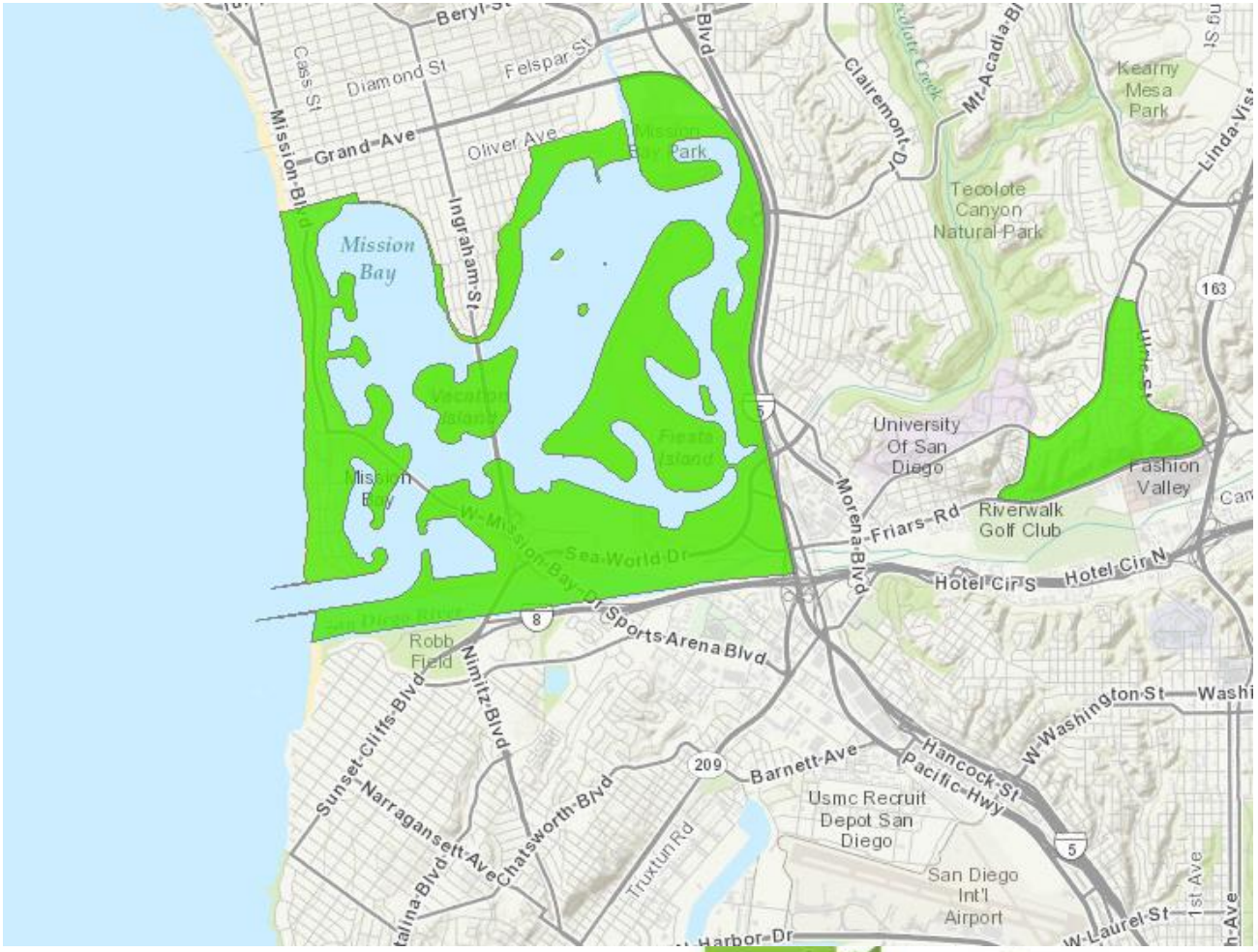
Transit Connectivity Index (TCI)

in San Diego-Carlsbad-San Marcos, CA



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

Walk Score	Transit Score	Bike Score



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

90–100	**Walker's Paradise** Daily errands do not require a car
70–89	**Very Walkable** Most errands can be accomplished on foot
50–69	**Somewhat Walkable** Some errands can be accomplished on foot
25–49	**Car-Dependent** Most errands require a car
0–24	**Car-Dependent** Almost all errands require a car


Walk Score Map
0
100
Soledad Park
Nautilus St
Cardeno Dr
Soledad Rd
San Diego Fwy
Jutland Dr
Clairemont Mesa Blvd
Bay Ho
Morena Blvd
Moraga Ave
Clairemont Dr
Bird Rock Park
Kate O. Sessions Memorial Park
Mount Soledad Mountain Rd
Pacific Beach
Fanuel St
Garnet Ave
Grand Ave
Balboa Ave
De Anza Cove Park
Pacific Beach Park
Ingraham St
Mission Bay Park
Fiesta Bay
Sail Bay
Mission Blvd
Mission Bay
Google
Map data ©2013 Google
Terms of Use
Report a map error


Walk Score Map
0
100
Pacific Beach Park
Ingraham St
Fiesta Bay
Sail Bay
Mission Bay
Santa Barbara Cove
Enchanted Cove
Belmont Park
W Mission Bay Dr
Hidden Anchorage
South Cove
Quivira Basin
Sea World Dr
Mission Point Park
Ocean Beach Fwy
Google
Map data ©2013 Google
Terms of Use
Report a map error



Mission Beach



Pacific Beach



1338 Missouri Street

Very Walkable ?

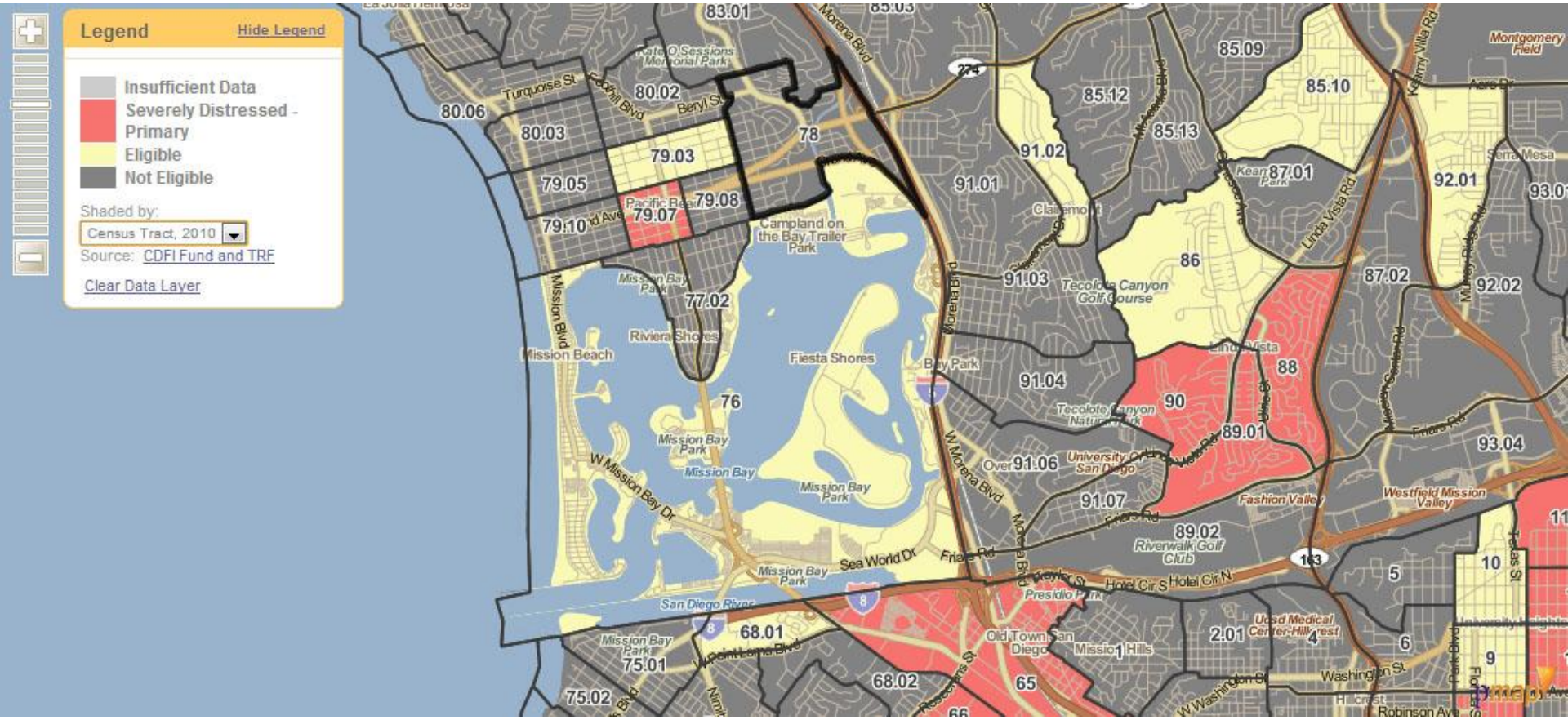
Pacific Beach Neighborhood, San Diego

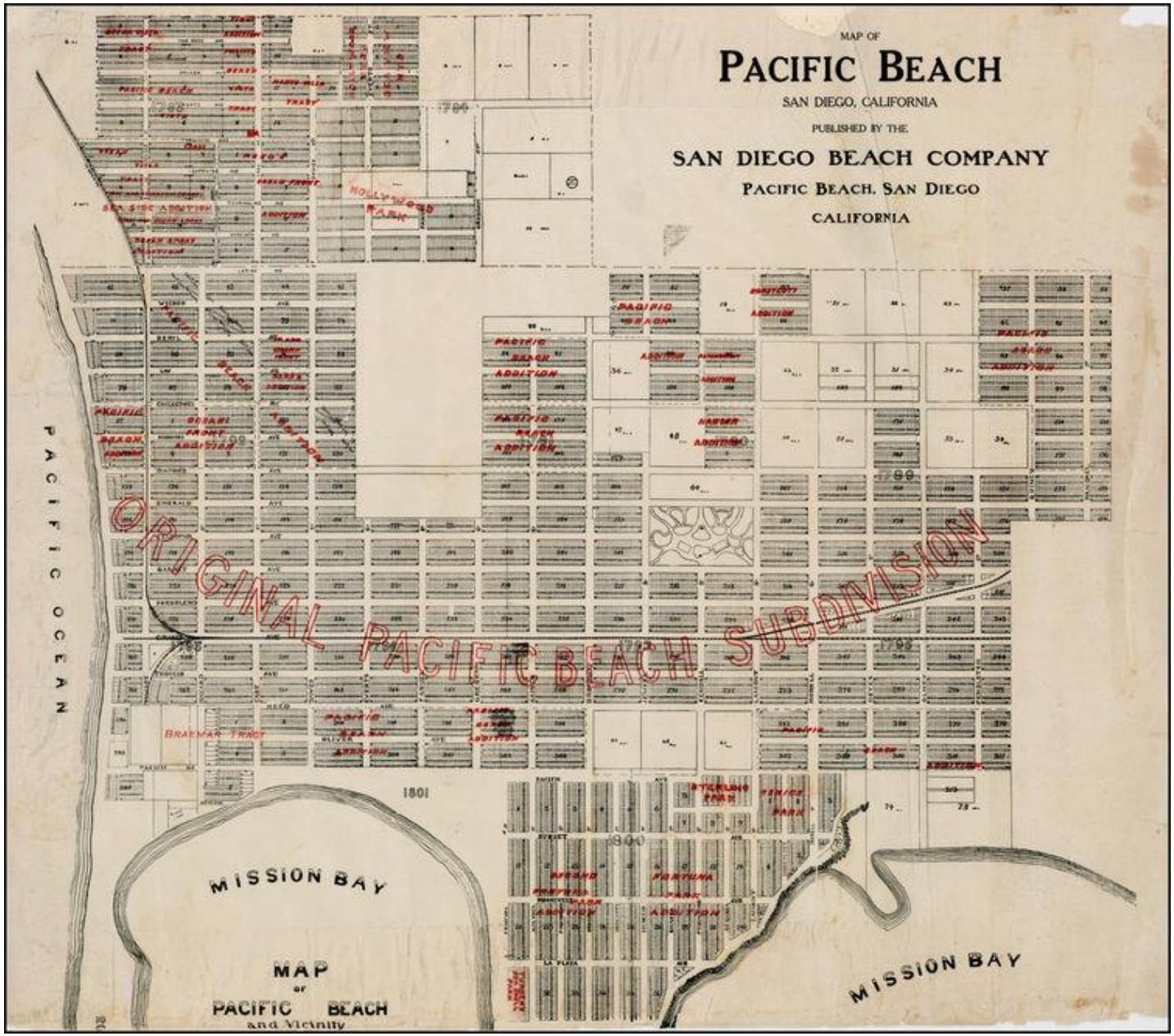


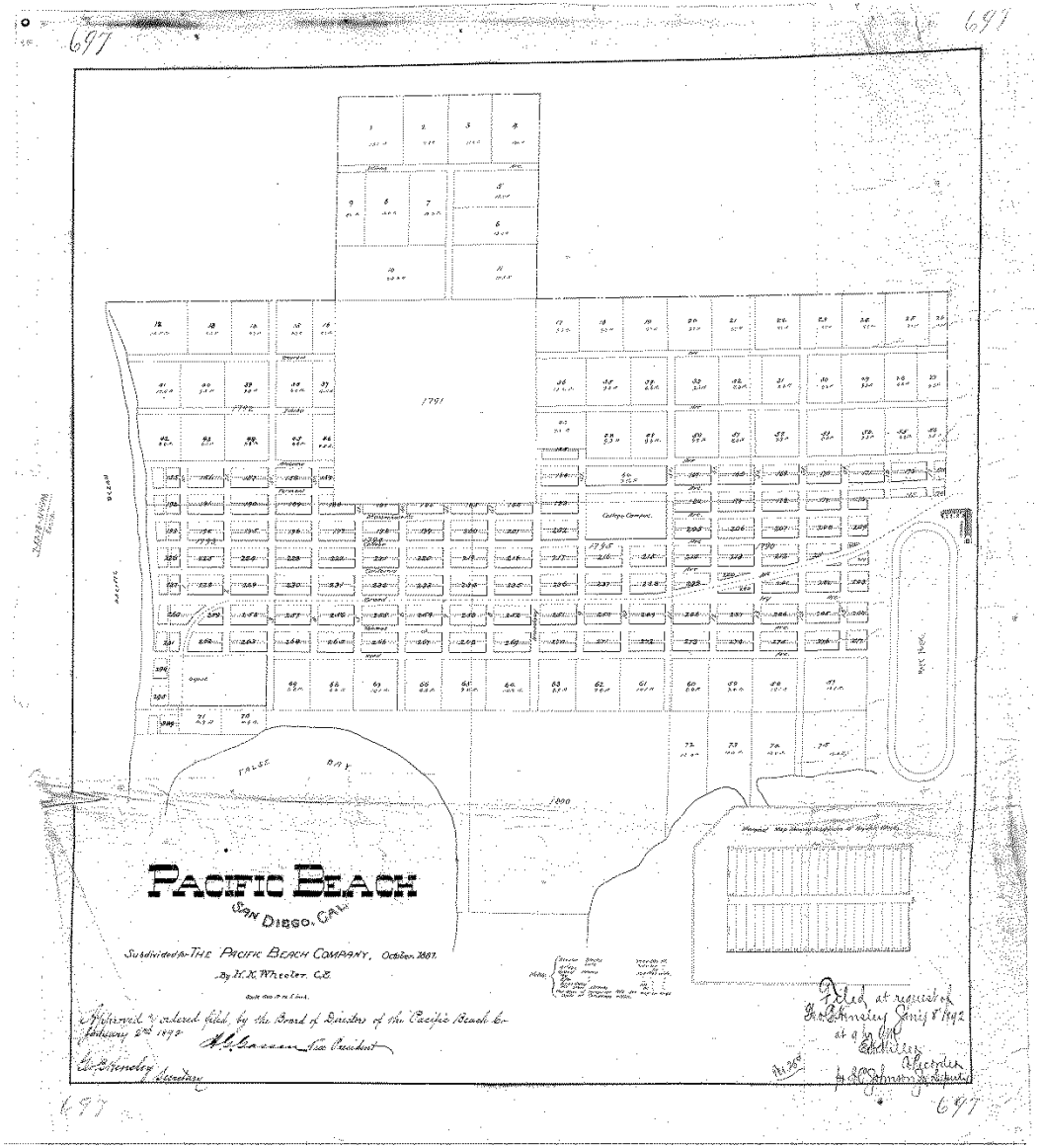
1302 Garnet Ave

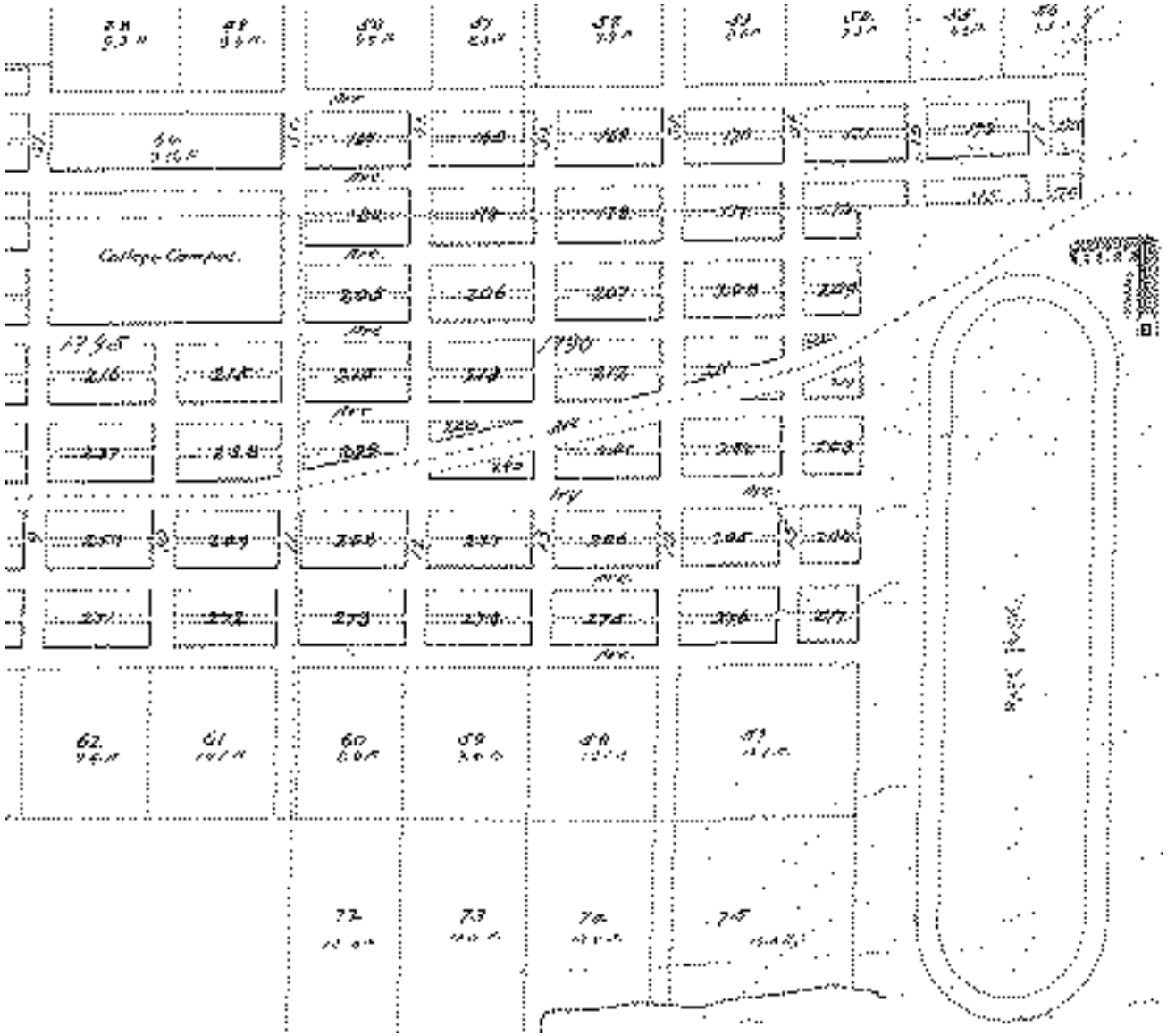
Walker's Paradise ?

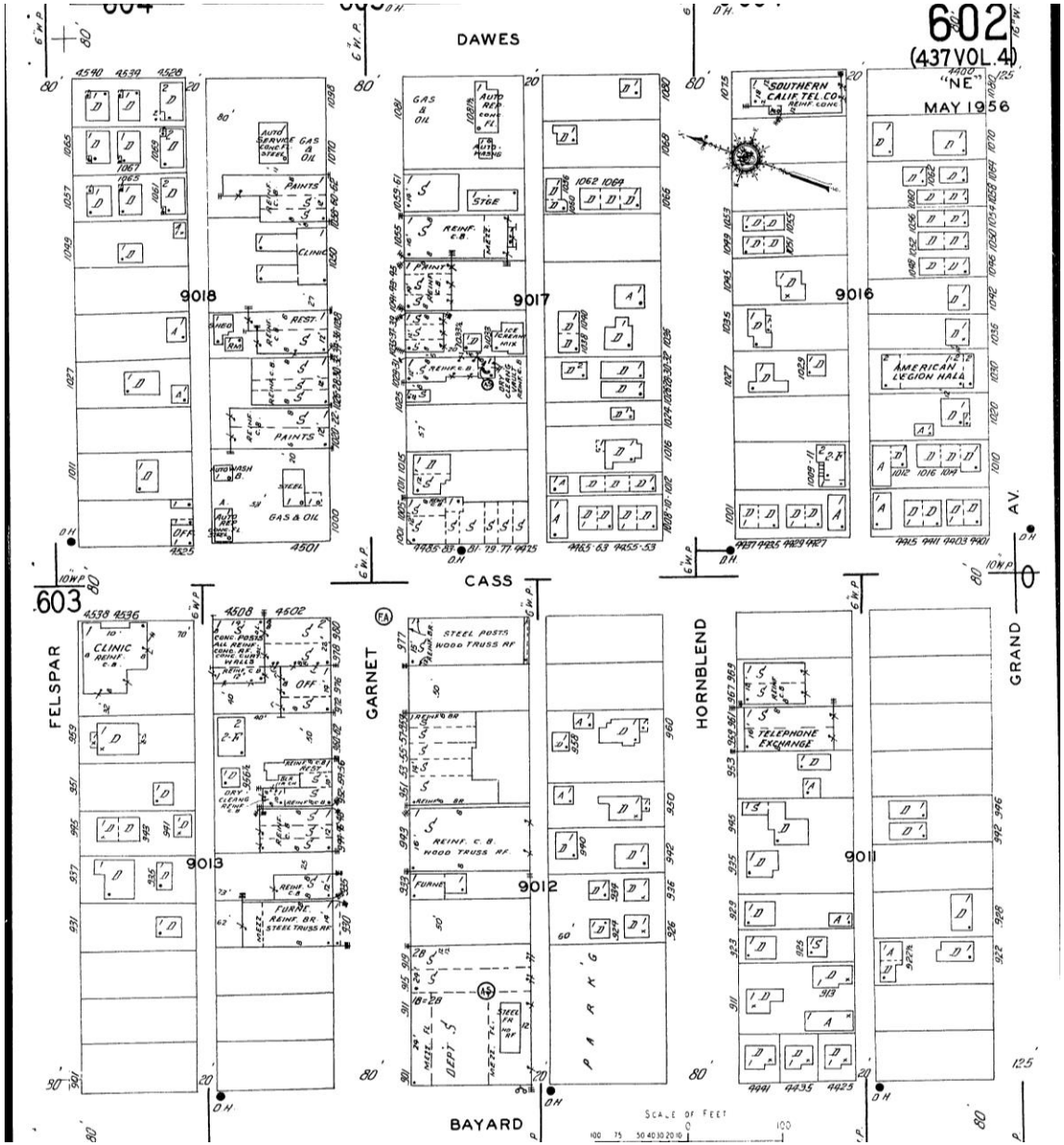
Pacific Beach Neighborhood, San Diego

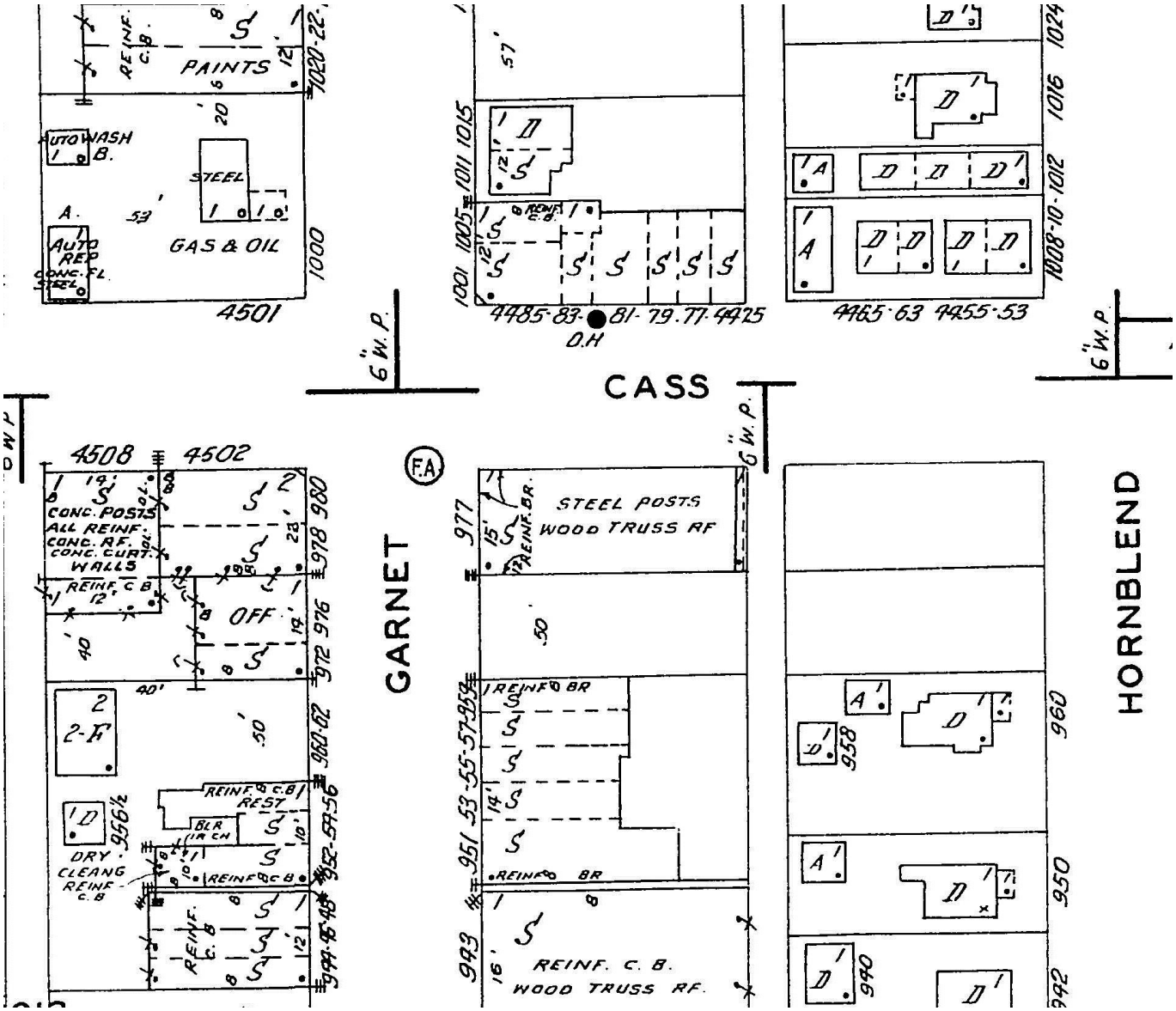

Legend
Hide Legend
Insufficient Data
Severely Distressed - Primary
Eligible
Not Eligible
Shaded by:
Census Tract, 2010
Source: CDFI Fund and TRF
Clear Data Layer
83.01
85.03
Morena Blvd
85.09
85.10
85.12
85.13
91.02
91.01
80.06
80.03
80.02
79.03
79.05
79.07
79.08
79.10
78
Turquoise St
Beryl St
Pacific Beach
Campland on the Bay Trailer Park
Mission Blvd
Mission Bay Park
77.02
Riviera Shores
Mission Beach
Fiesta Shores
Bay Park
91.03
91.04
86
Tecolote Canyon Golf Course
87.01
87.02
92.01
92.02
93.04
88
90
89.01
76
Mission Bay Park
Mission Bay
W Mission Bay Dr
Over 91.06
University of San Diego
91.07
Fashion Valley
Westfield Mission Valley
89.02
Riverwalk Golf Club
Sea World Dr
Friars Rd
W Morena Blvd
Hotel Cir S
Hotel Cir N
San Diego River
Presidio Park
Old Town San Diego
Mission Hills
Uc&d Medical Center-Hillcrest
2.01
68.01
68.02
75.01
75.02
65
Washington St
Hillcrest
Robinson Ave
Texas St
Montgomery Field
Kearny Villa Rd
Aero Dr
Serra Mesa
Linda Vista Rd
Murphy Canyon Rd
Tecolote Canyon Natural Park
Clairemont
Kearny Mesa
Clairemont Mesa Blvd
Genesee Ave
Rose Canyon
Santo Rd
Friars Rd
W Point Loma Blvd
Nimitz Blvd
Rosecrans St
W Washington St
Florida St
5
6
9
10
11
4
1
163
8


MAP OF
PACIFIC BEACH
SAN DIEGO, CALIFORNIA
PUBLISHED BY THE
SAN DIEGO BEACH COMPANY
PACIFIC BEACH, SAN DIEGO
CALIFORNIA
ORIGINAL PACIFIC BEACH SUBDIVISION
PACIFIC OCEAN
MISSION BAY
MISSION BAY
MAP
OF
PACIFIC BEACH
and Vicinity


697
697
1791
1000
FALSE BAY
PACIFIC BEACH
SAN DIEGO, CAL.
Subdivided for THE PACIFIC BEACH COMPANY, October 1887.
By H. N. Wheeler, C.E.
Approved & ordered filed by the Board of Directors of the Pacific Beach Co. February 2nd 1892
H. L. Gannon Vice President
C. B. Hensley Secretary
Filed at request of C. B. Hensley Feby 8th 1892 at 9 h 00 M
E. Andrews
By J. W. Johnson Jr. Deputy
697
697


College Campus
206
62
61
60
59
58
73
74


602
(437 VOL. 4)
"NE"
MAY 1956
DAWES
CASS
BAYARD
GRAND AV.
FELSPAR
GARNET
HORNBLEND
603
9018
9017
9016
9013
9012
9011
4501
4508
4502
4538 4536
4540 4534 4528
SOUTHERN CALIF. TEL. CO.
AMERICAN LEGION HALL
TELEPHONE EXCHANGE
CLINIC
PARK
SCALE OF FEET

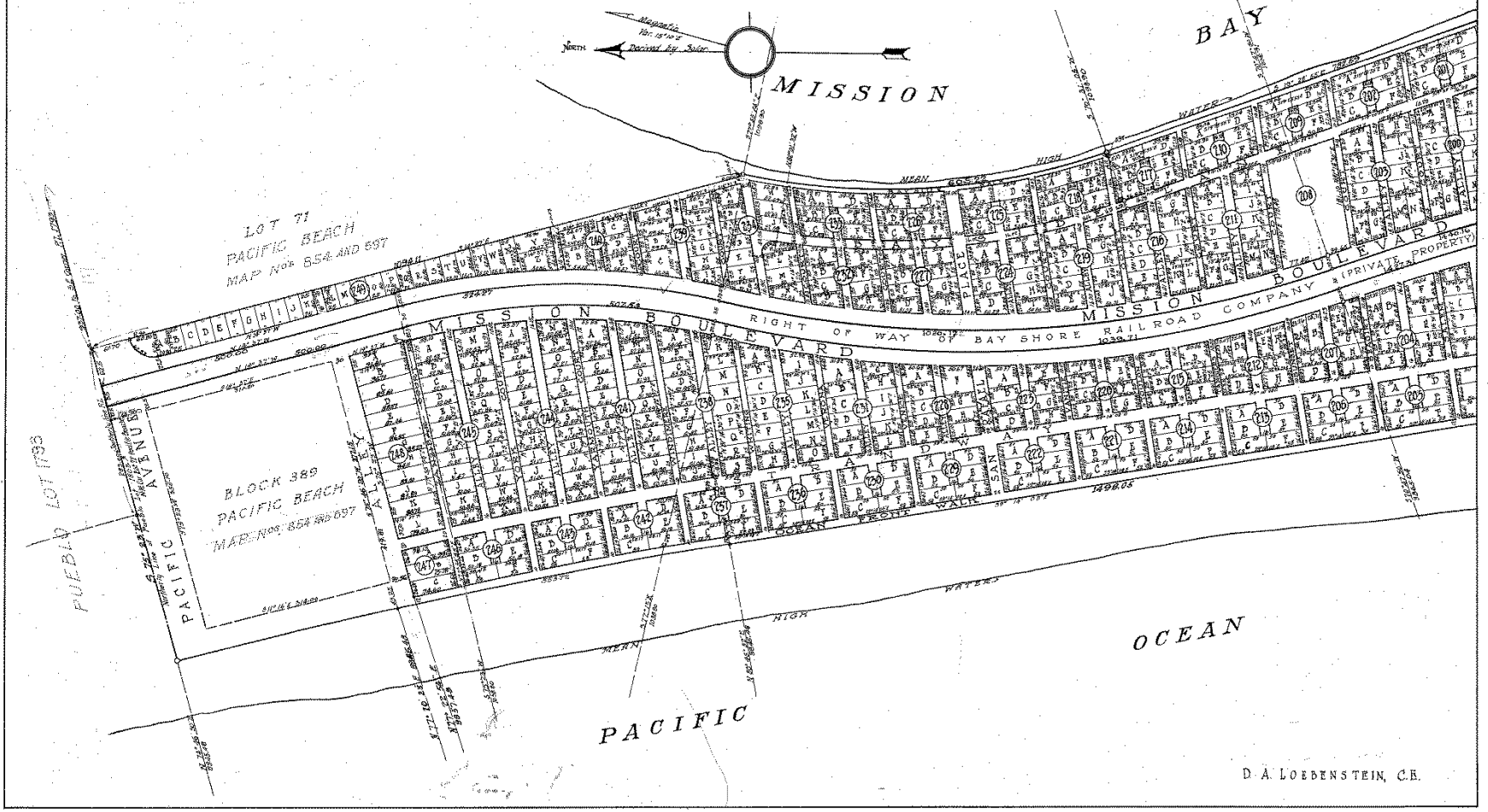

CASS
GARNET
HORNBLEND
6" W. P.
F.A
4501
4485-83-81-79-77-4475
4465-63 4455-53
4508 4502
PAINTS
AUTO WASH
GAS & OIL
STEEL
AUTO REP
CONC. FL.
STEEL
CONC. POSTS
ALL REINF. CONC. RF.
CONC. CURT. WALLS
OFF
2-F
DRY CLEANG
REINF. C. B.
REST
STEEL POSTS
WOOD TRUSS RF
REINF. BR.
REINF. C. B.
WOOD TRUSS RF.
1020-22
1000
1001 1005 1011 1015
1008-10-1012 1016 1024
980
978
976
972
960-62
952-54-56
944-46-48
977
951 953 955 957 959
943
960
958
950
940
942

1651 Sheet 7 1651 sheet 7

MISSION BEACH

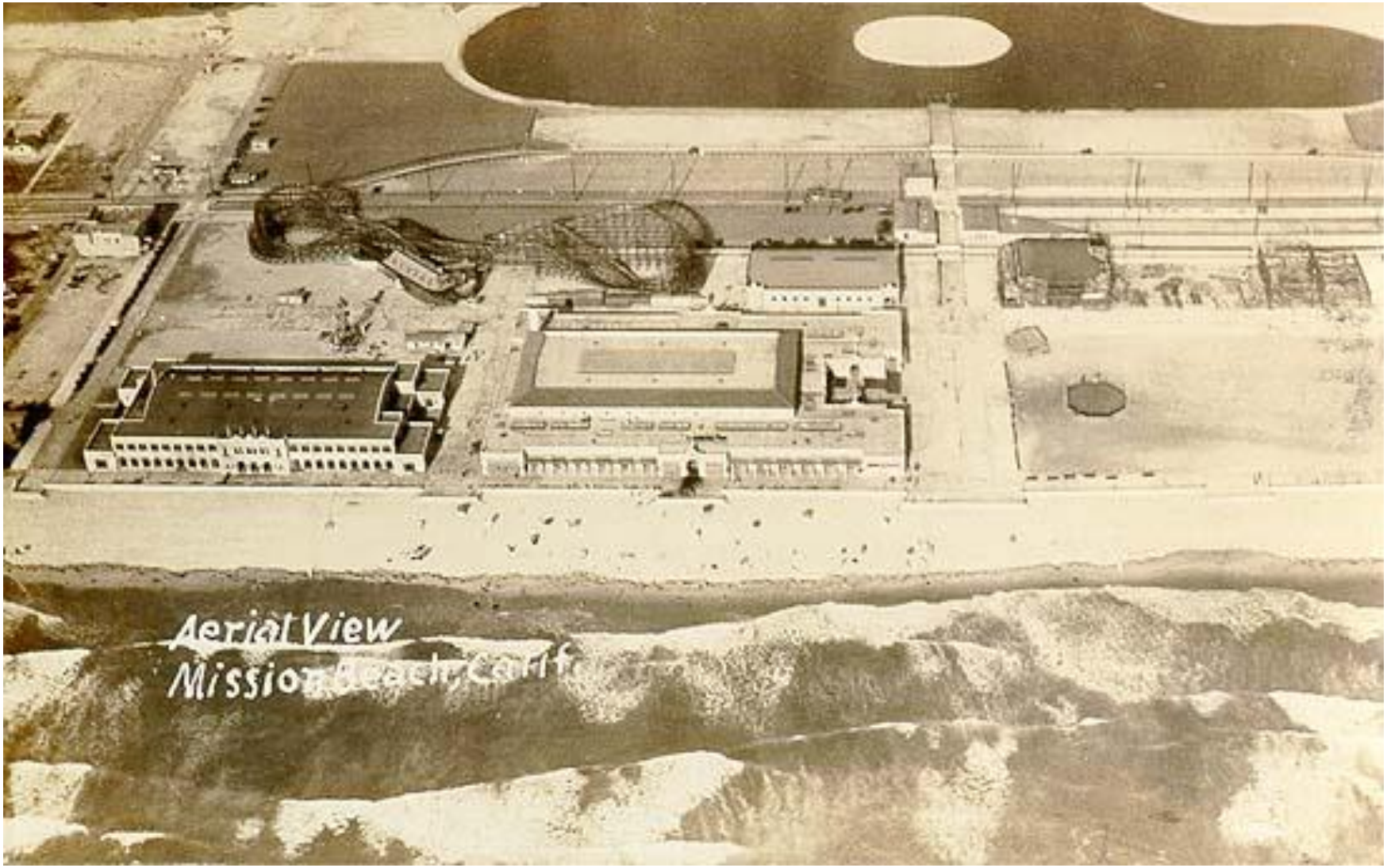
SHEET N° 7

SCALE 1 INCH = 100 FEET



The New All-Year Residential Playground of




Aerial View
Mission






MOTEL
CRYSTAL PIER
Food Bas



















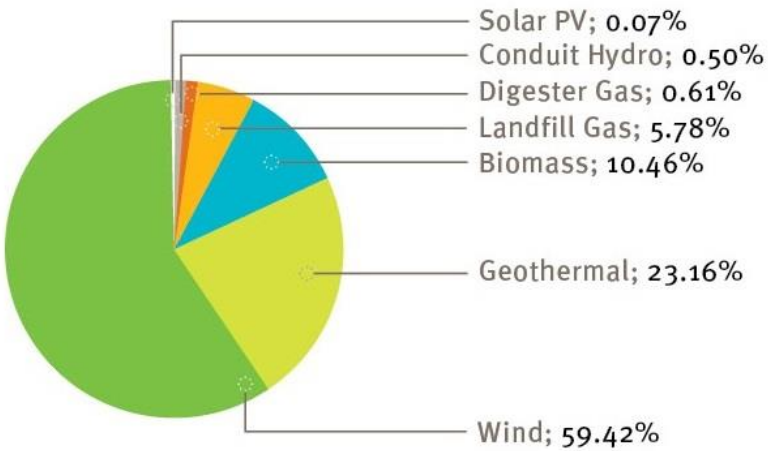


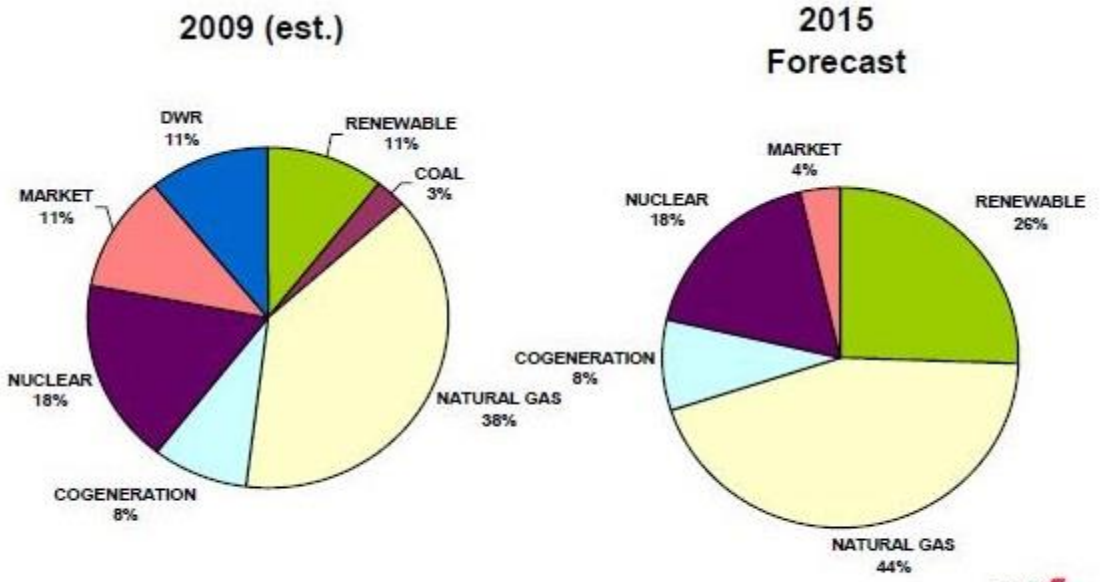




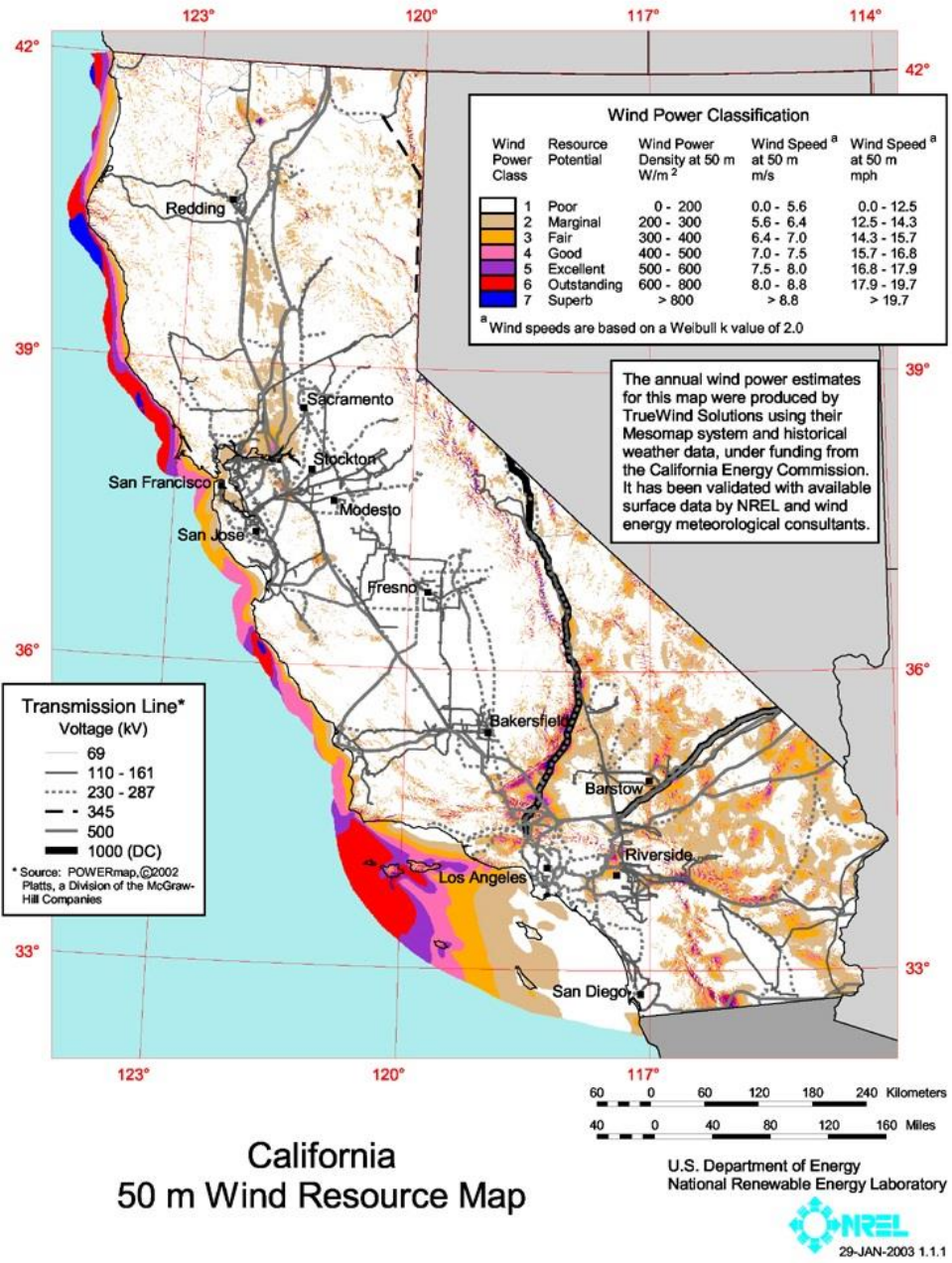


2011 SDG&E Renewable Energy Mix





Energy mix based on SDG&E bundled customer supply portfolio

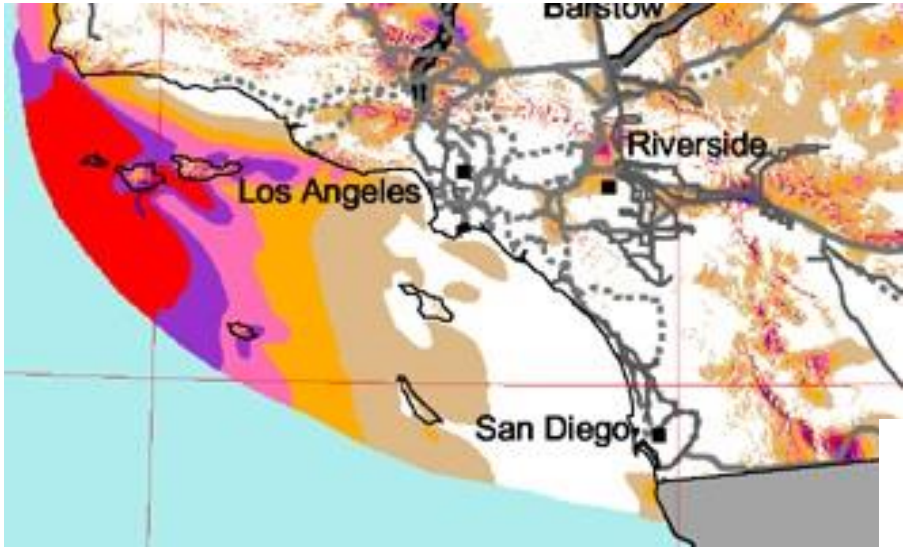


California
50 m Wind Resource Map

U.S. Department of Energy
National Renewable Energy Laboratory

NREL

29-JAN-2003 1.1.1



Wind Power Class

Wind Power Class	Resource Potential	Wind Power Density at 50 m W/m^2
1	Poor	0 - 200
2	Marginal	200 - 300
3	Fair	300 - 400
4	Good	400 - 500
5	Excellent	500 - 600
6	Outstanding	600 - 800
7	Superb	> 800

[a] 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

Jobs and Housing

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

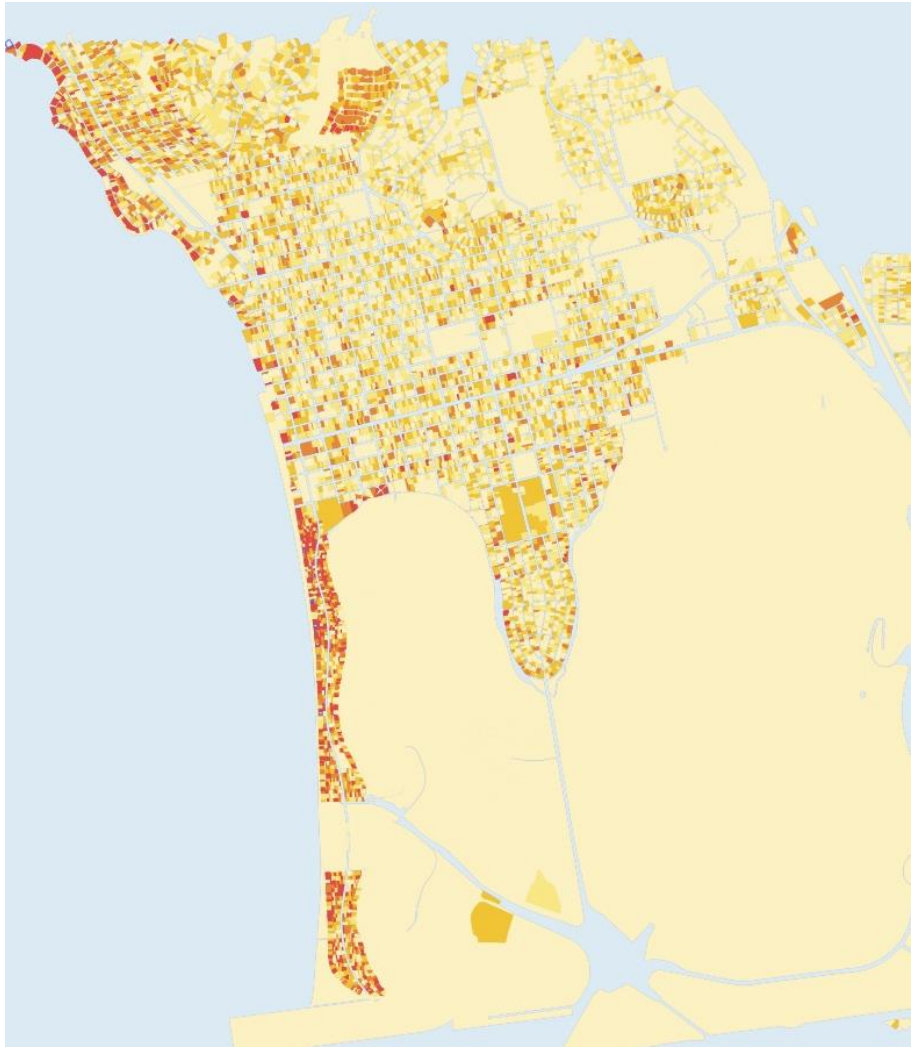
Mixed Use Economics

- 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

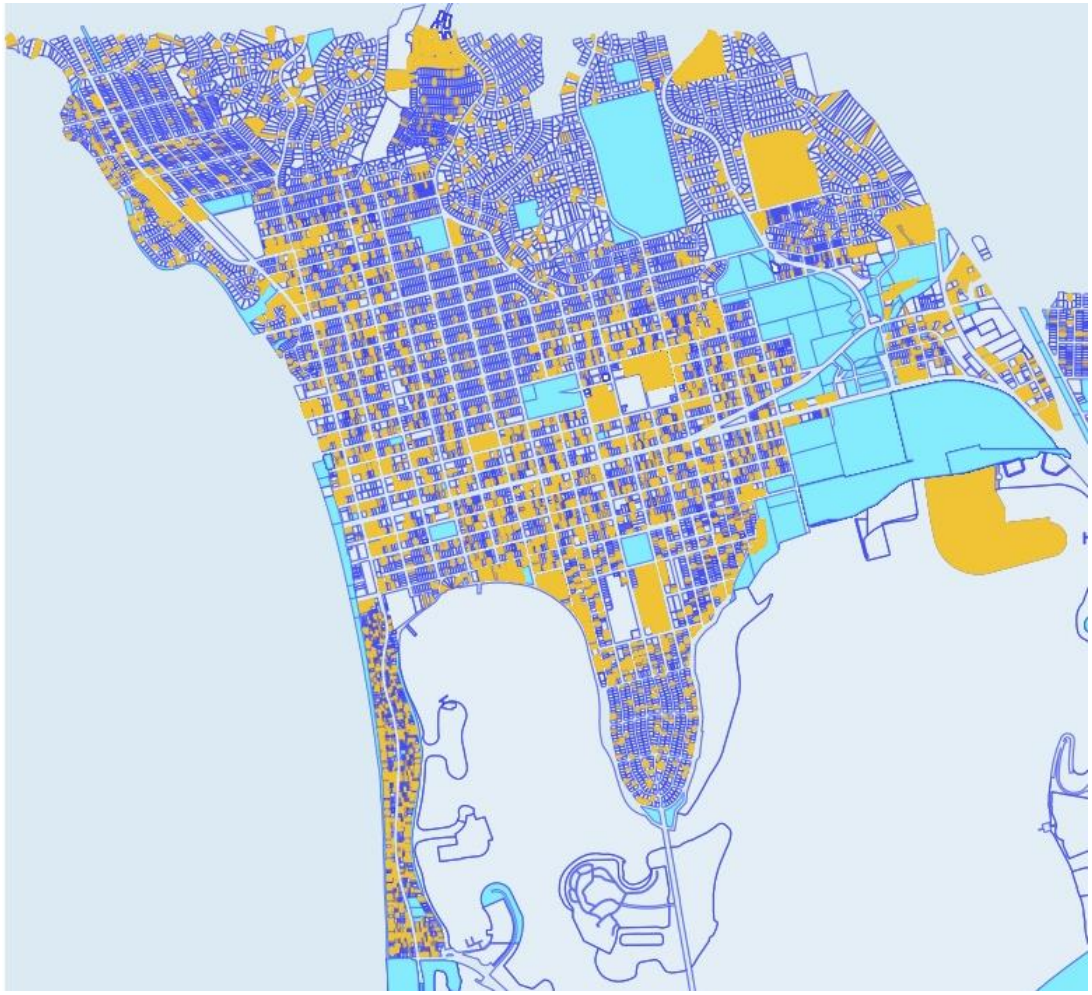
Value highest at beach but variable elsewhere

Indicates potential for value capture in other areas

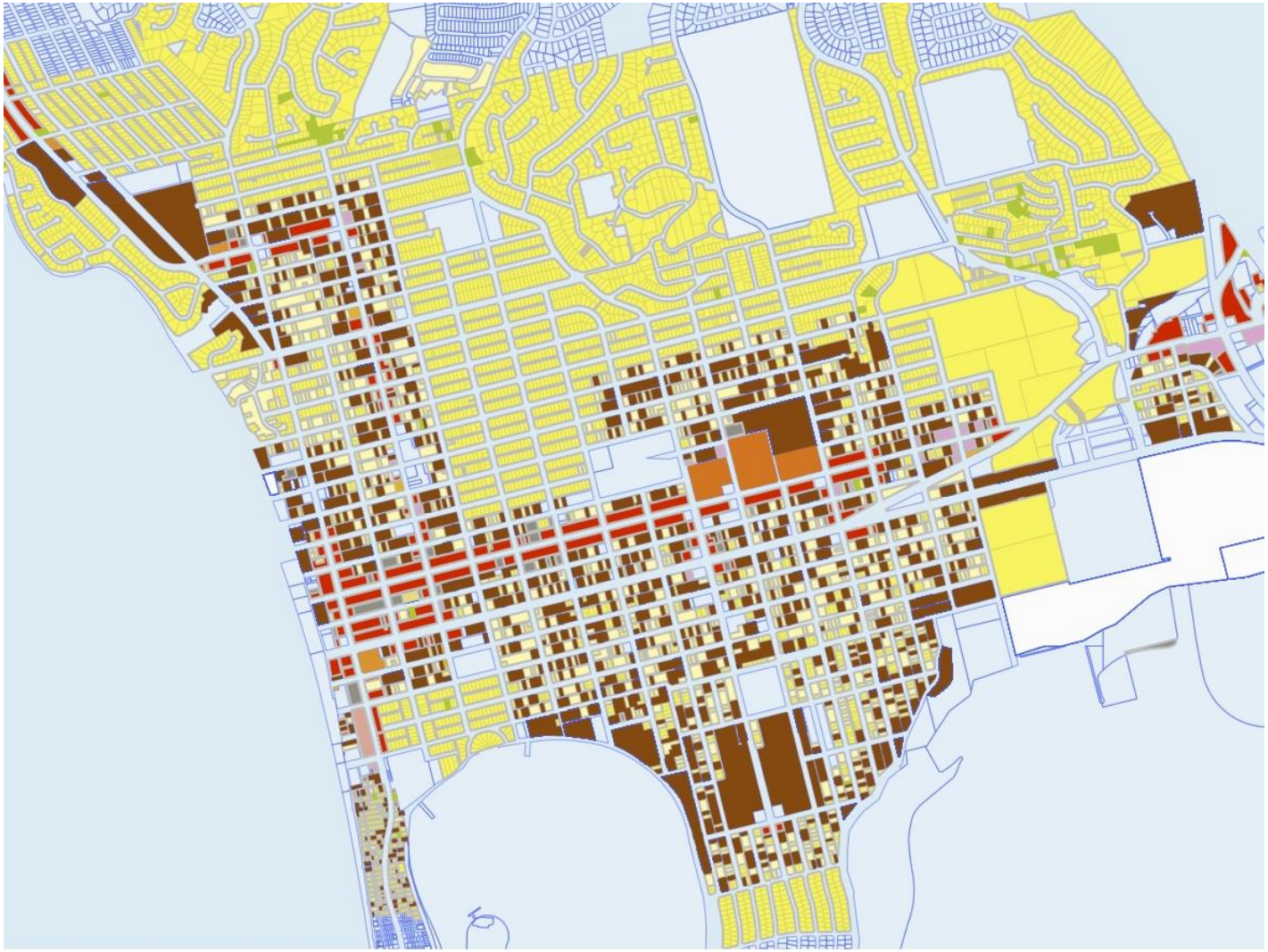


Current Ownership

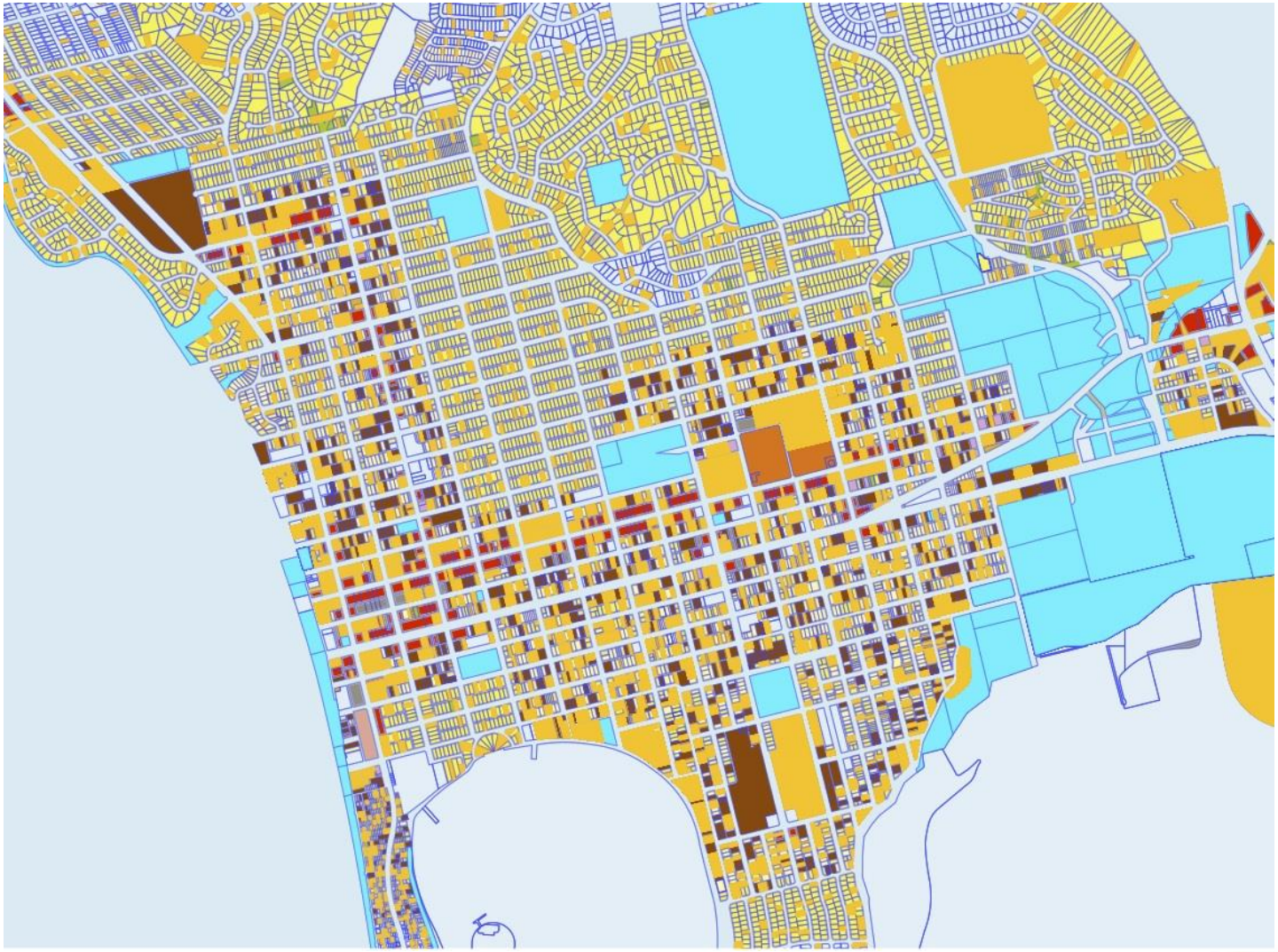
Non-resident owners concentrated on beach and along commercial corridors



Land Use vs Ownership



Land Use vs Ownership





Suburban Vs. Urban Density
1.0000000000-4.9999899864
5.0000000000-7.9999899864
8.0000000000-11.9999904633
12.0000000000-20.9999904633
21.0000000000-35.0000000000
35.0000114441-104.3899993896
0.0000000000-0.9999899864

This map illustrates suburban versus urban densities in Pacific Beach. 20 units per acrea nd 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

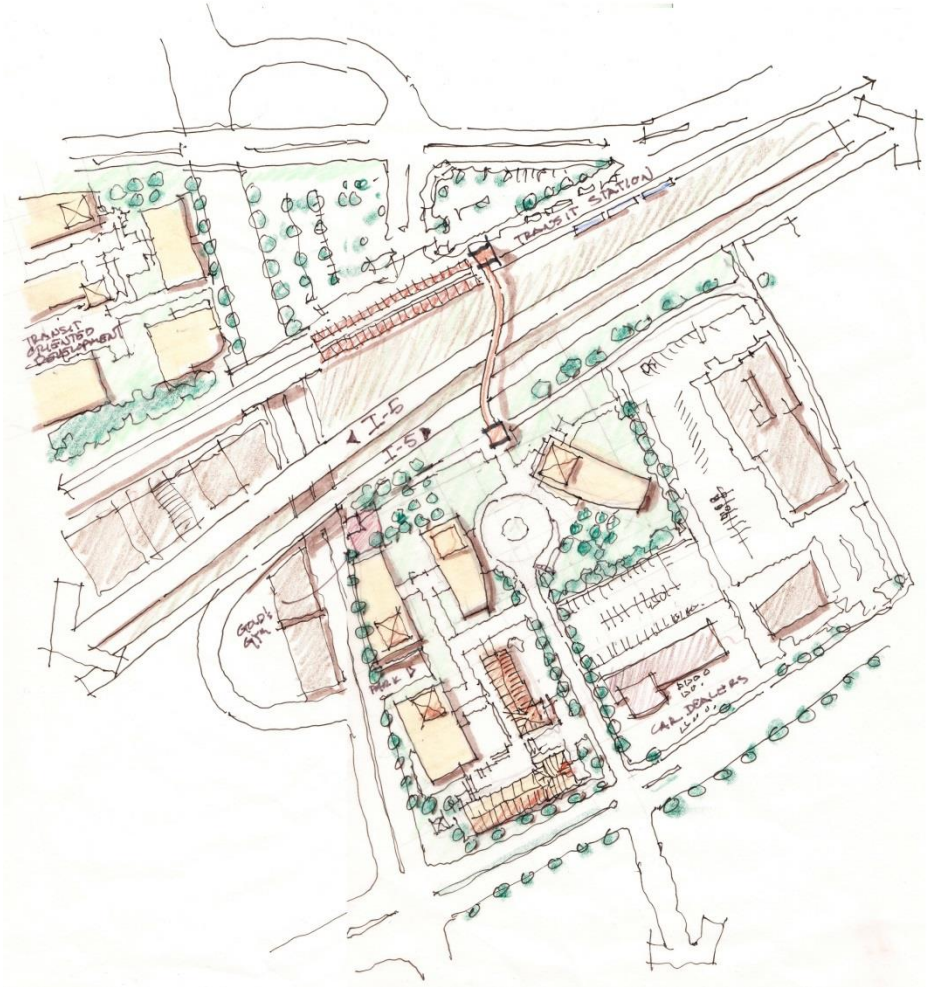
- Create walkable, bikable networks
- Concentrate retail/commercial
- Consider putting liquor licensing and location under local land use controls
- Consider adding land use oversight to location of controversial land uses
- Make your corridors transit ready

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

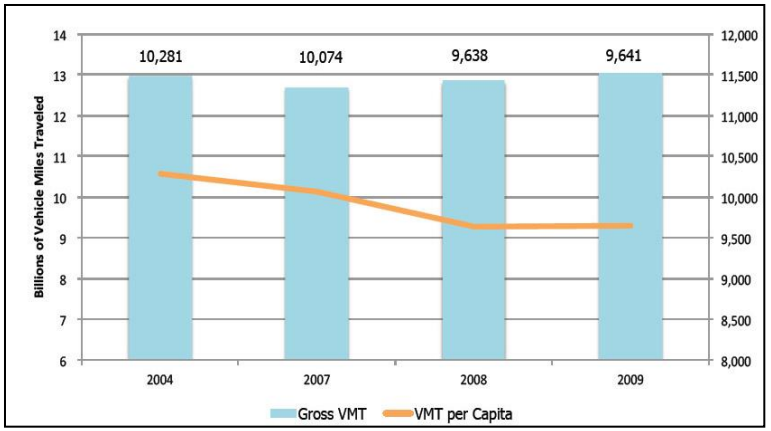
Have we hit “peak car”?



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

San Diego VMT Per Capita





Other Important Trends

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



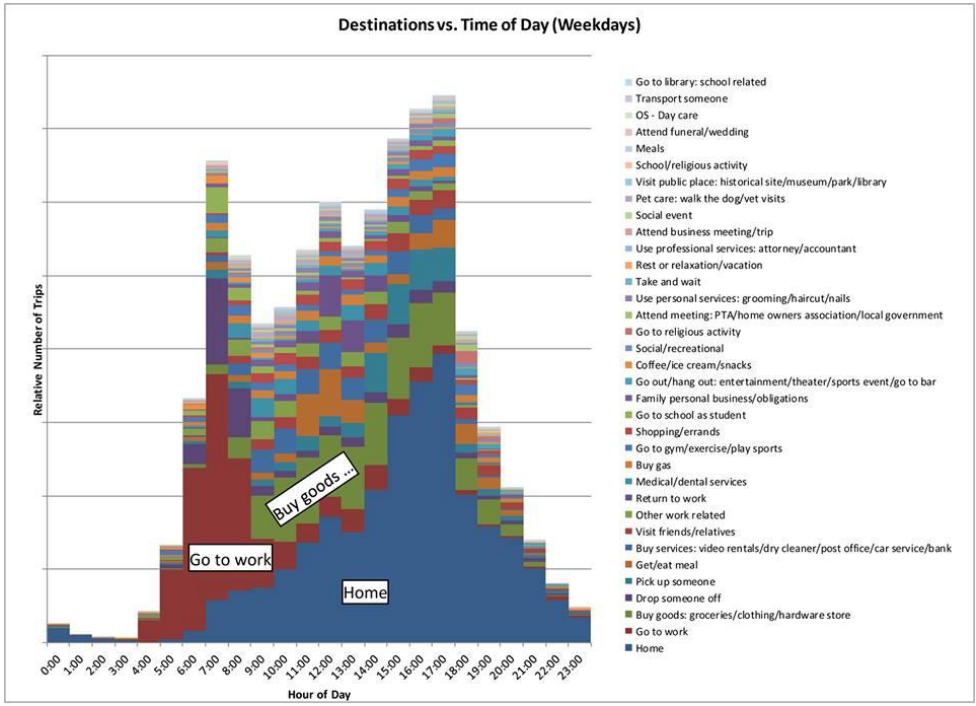
- K-8 children walking to school increasing – from 2007 to 2012 up 27 percent increase (National Center Safe Routes to School)



Commuting Trends

- Commute 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)



Economics of Transportation

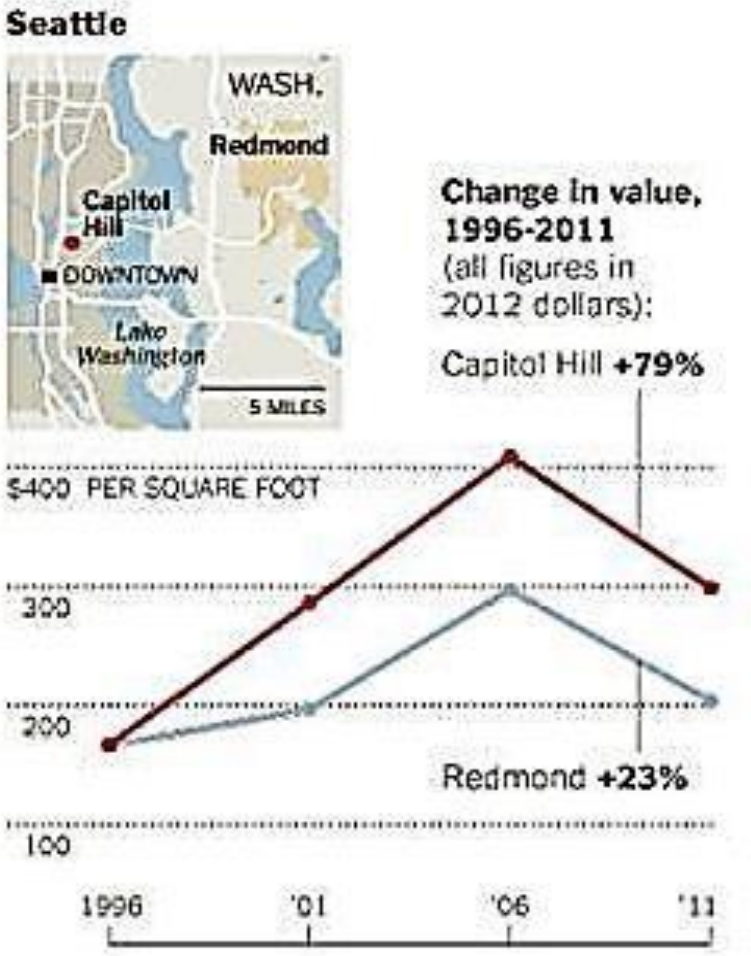
A Life of Walking Vs. Driving

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

KEY:

— Walkable urban neighborhoods

— Suburbs



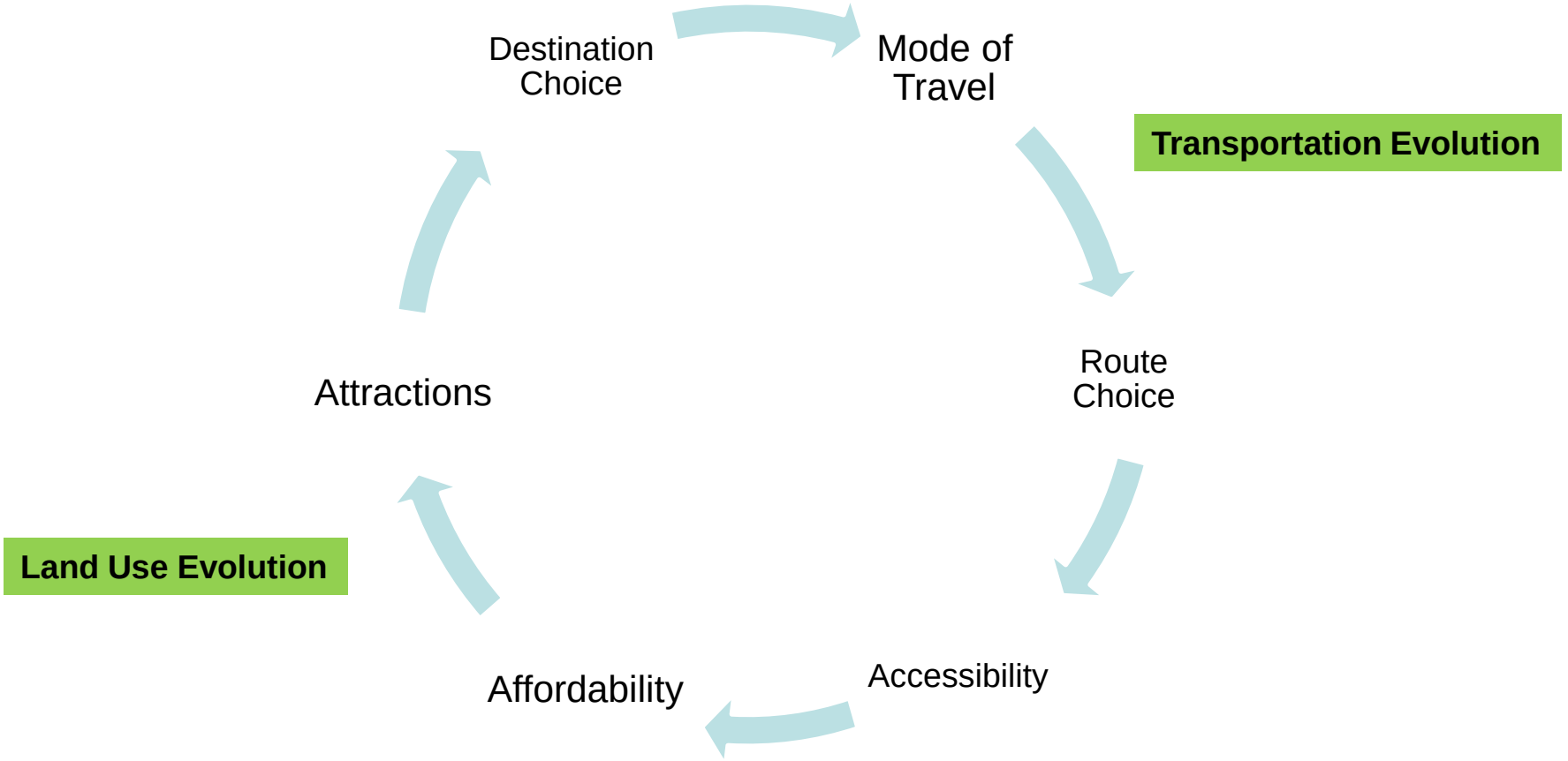
Source: NY Times

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



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**



Mission Beach and Parking: More or Less

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.**

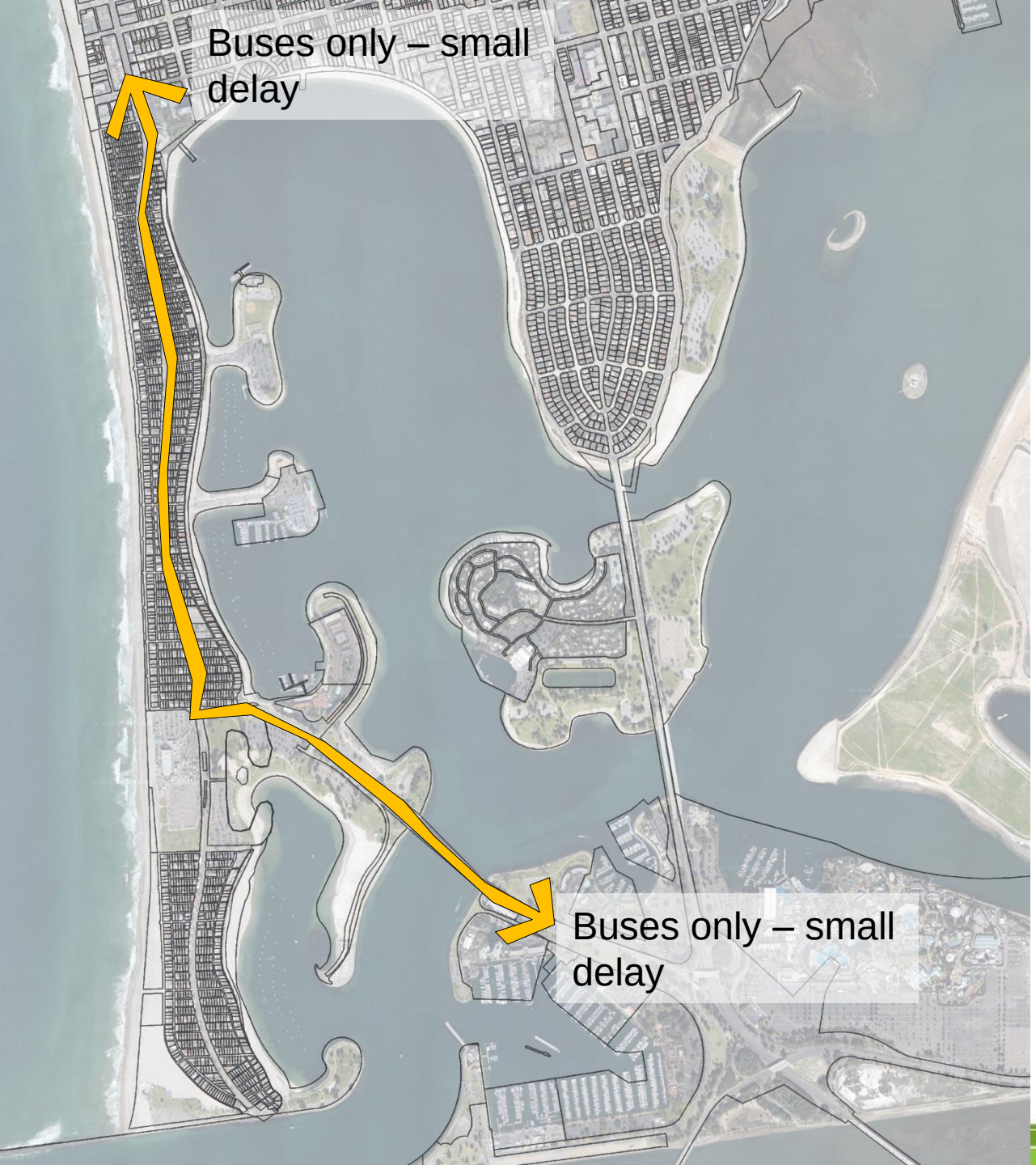


Mission Beach and Parking: More or Less

What is the capacity problem?

It is not practical to increase the supply of parking

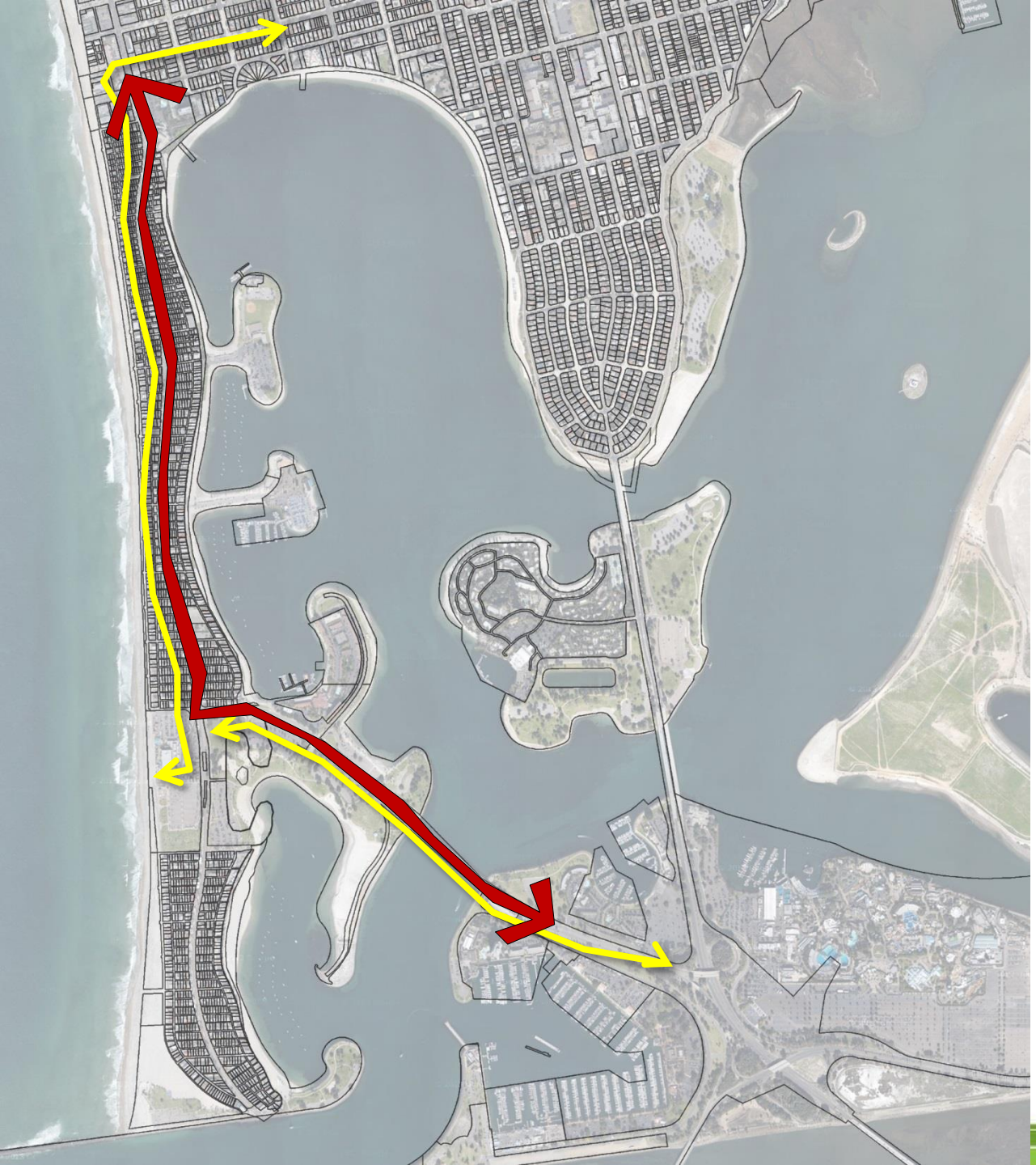
If you could, then you could pack some more people in (equal to the number of new parking spaces), but the delays would re-occur, and transit still won't work



Mission Beach and Parking: More or Less

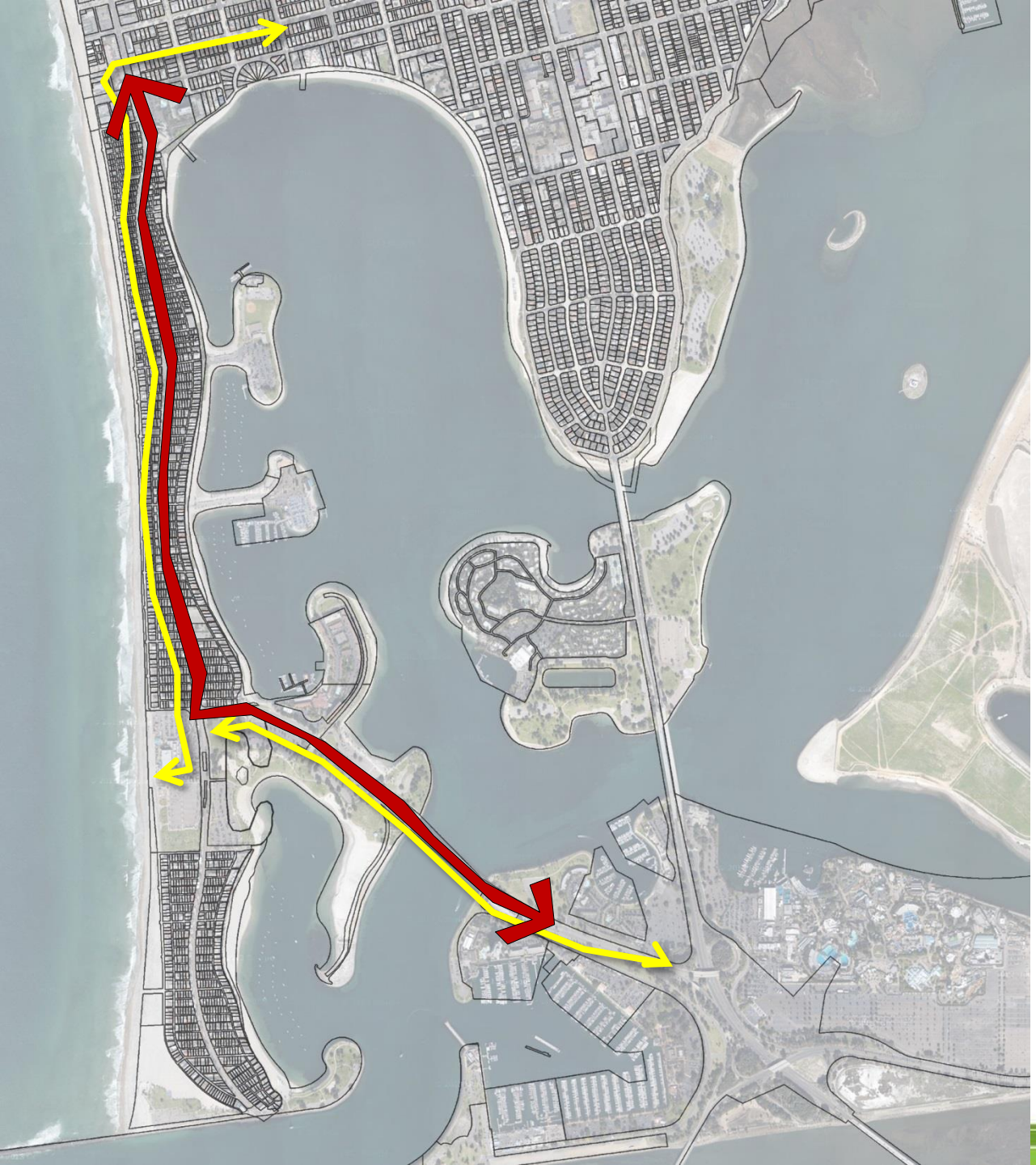
If you dramatically reduce the amount of parking so that very few (or no) day visitors can drive to the beach, then **very frequent buses could bring many more people with less delays that occur today.**

This would be very costly, and probably impractical.



Mission Beach and Parking: More or Less

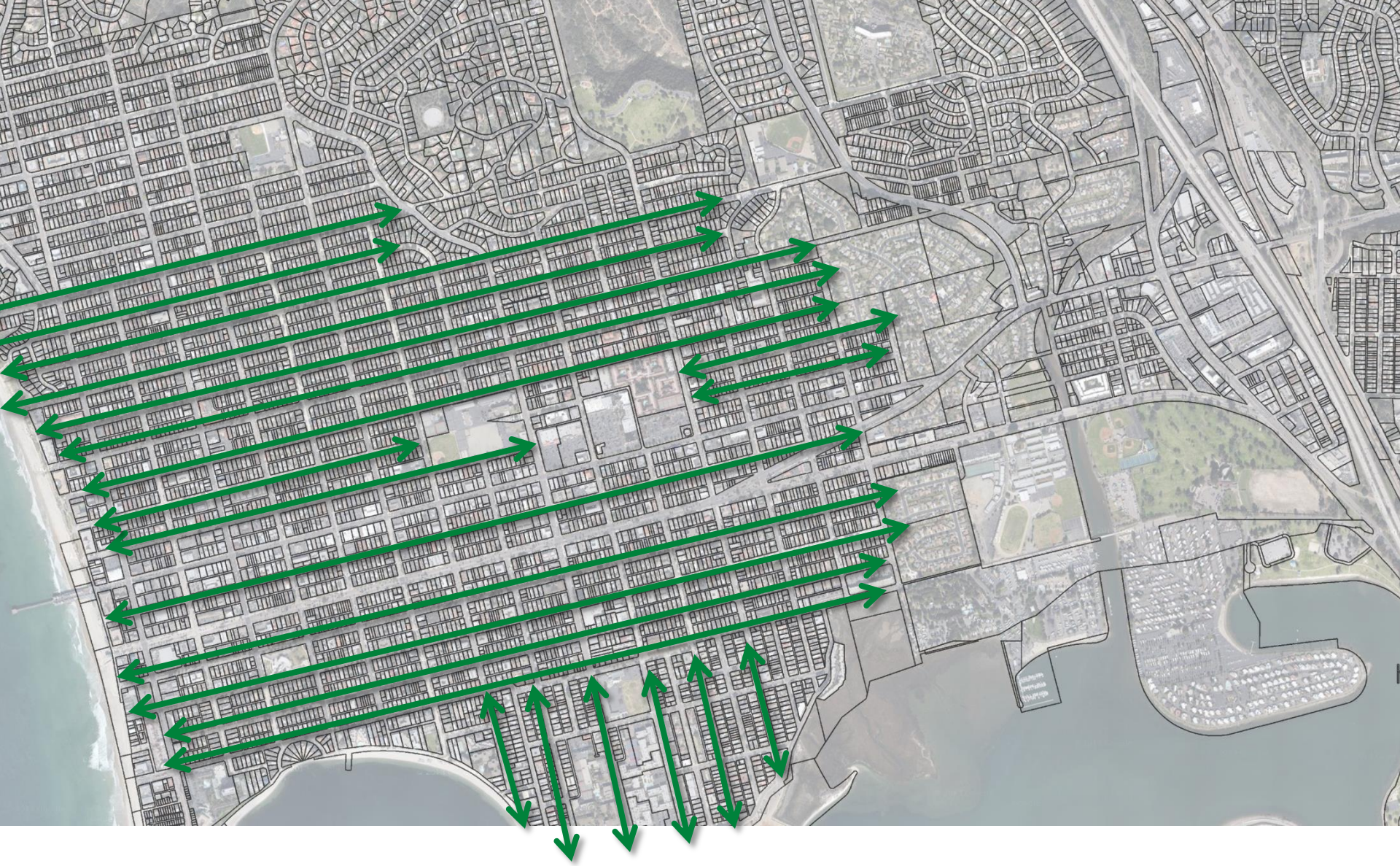
Enhanced bike access may be possible and the only practical method to increase access to the beach.



Mission Beach: A Better Environment

Civic spaces

Green streets



Pacific Beach

Grain of the Fabric

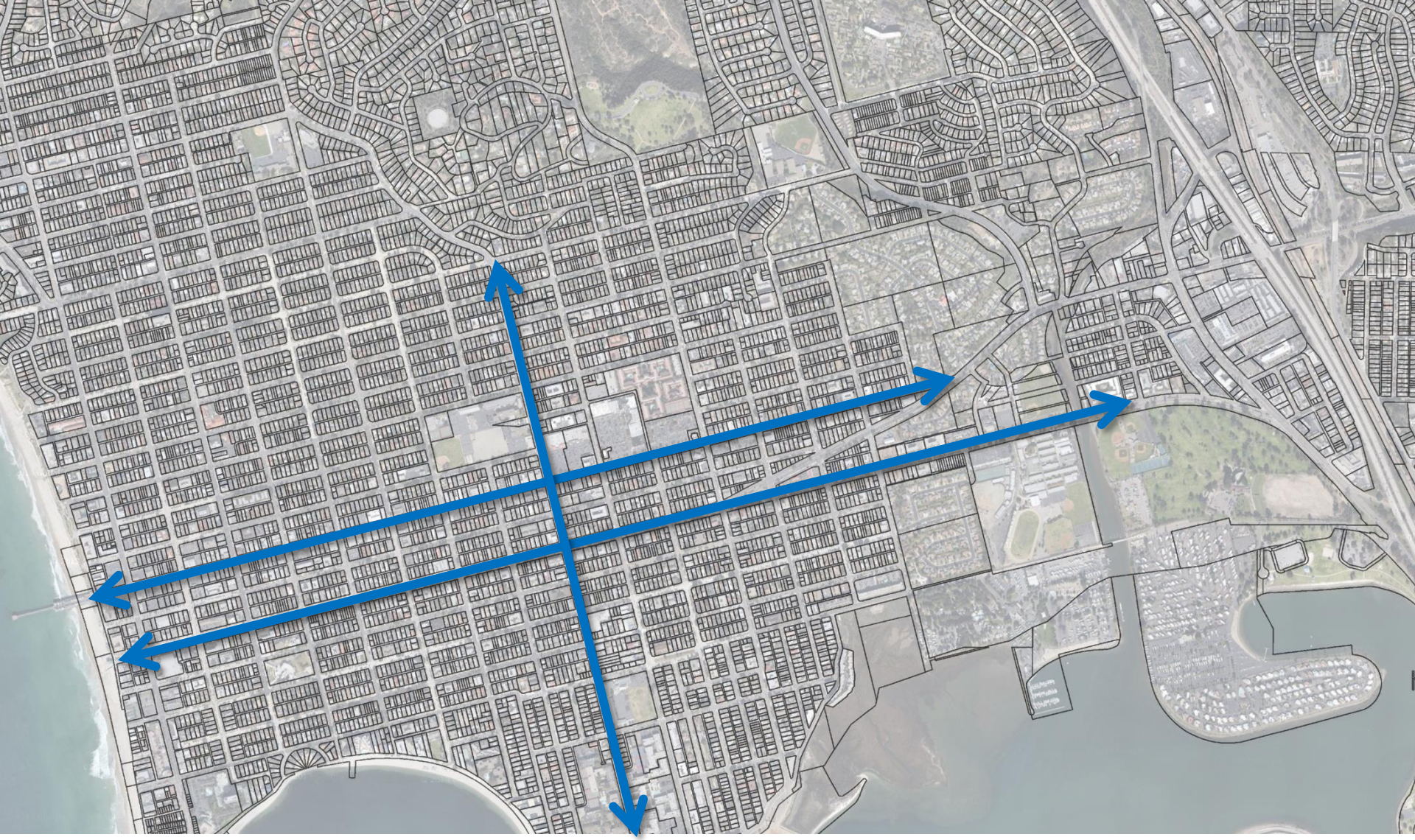
Connection to the Commons: Water Views and Access



Pacific Beach

Grain of the Fabric

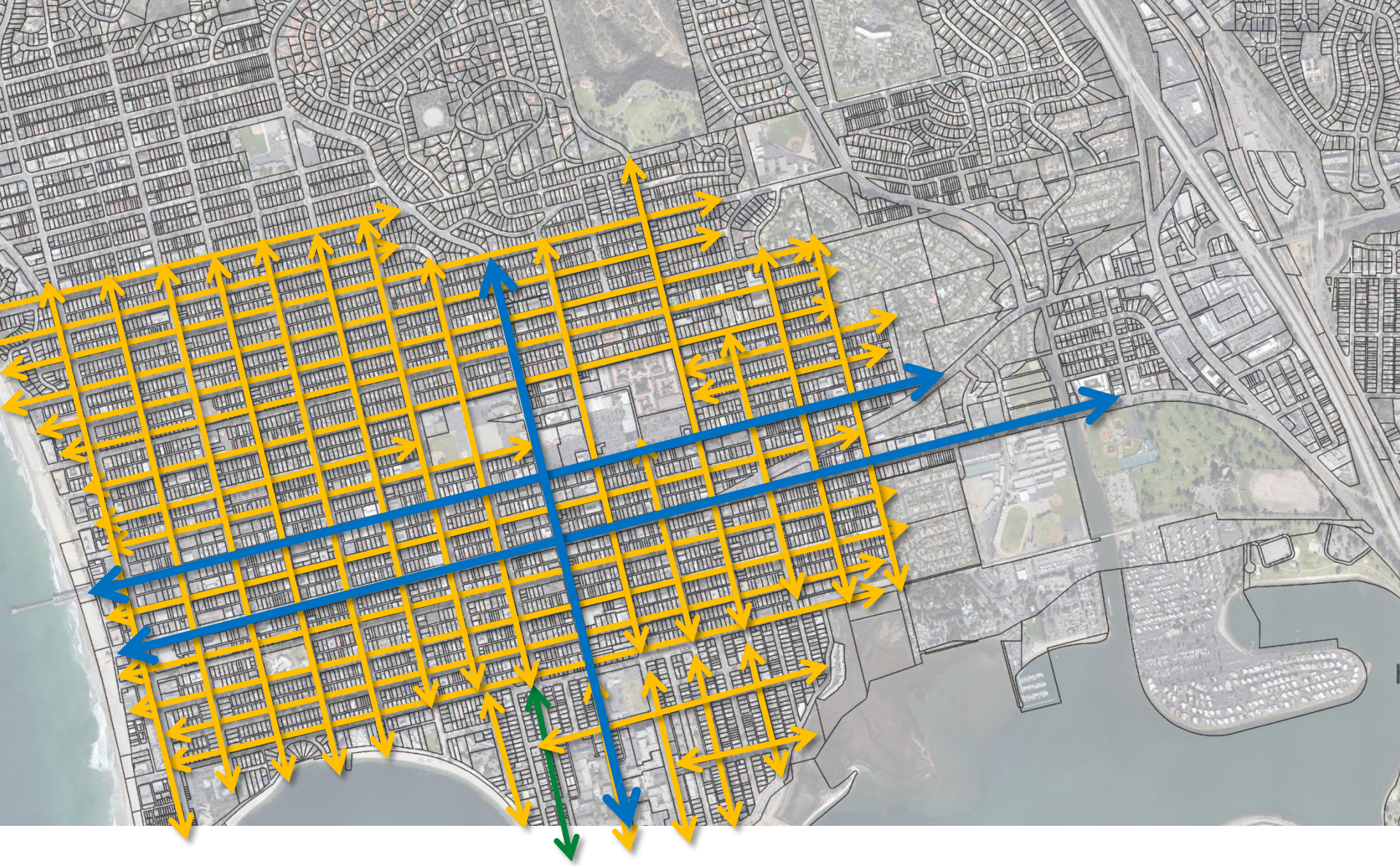
Moving to and From: Streets that are Streets



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

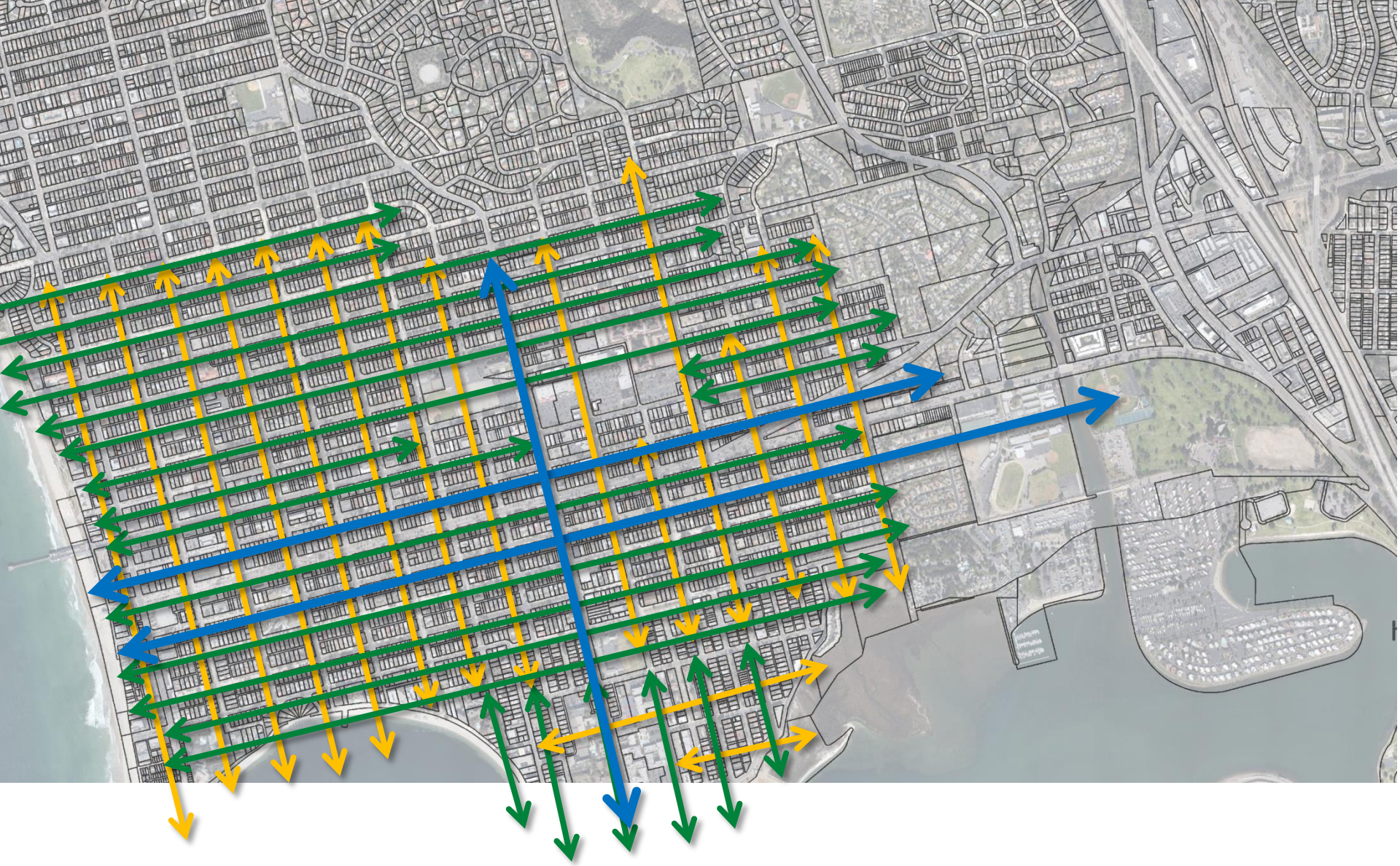
Grain of the Fabric

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

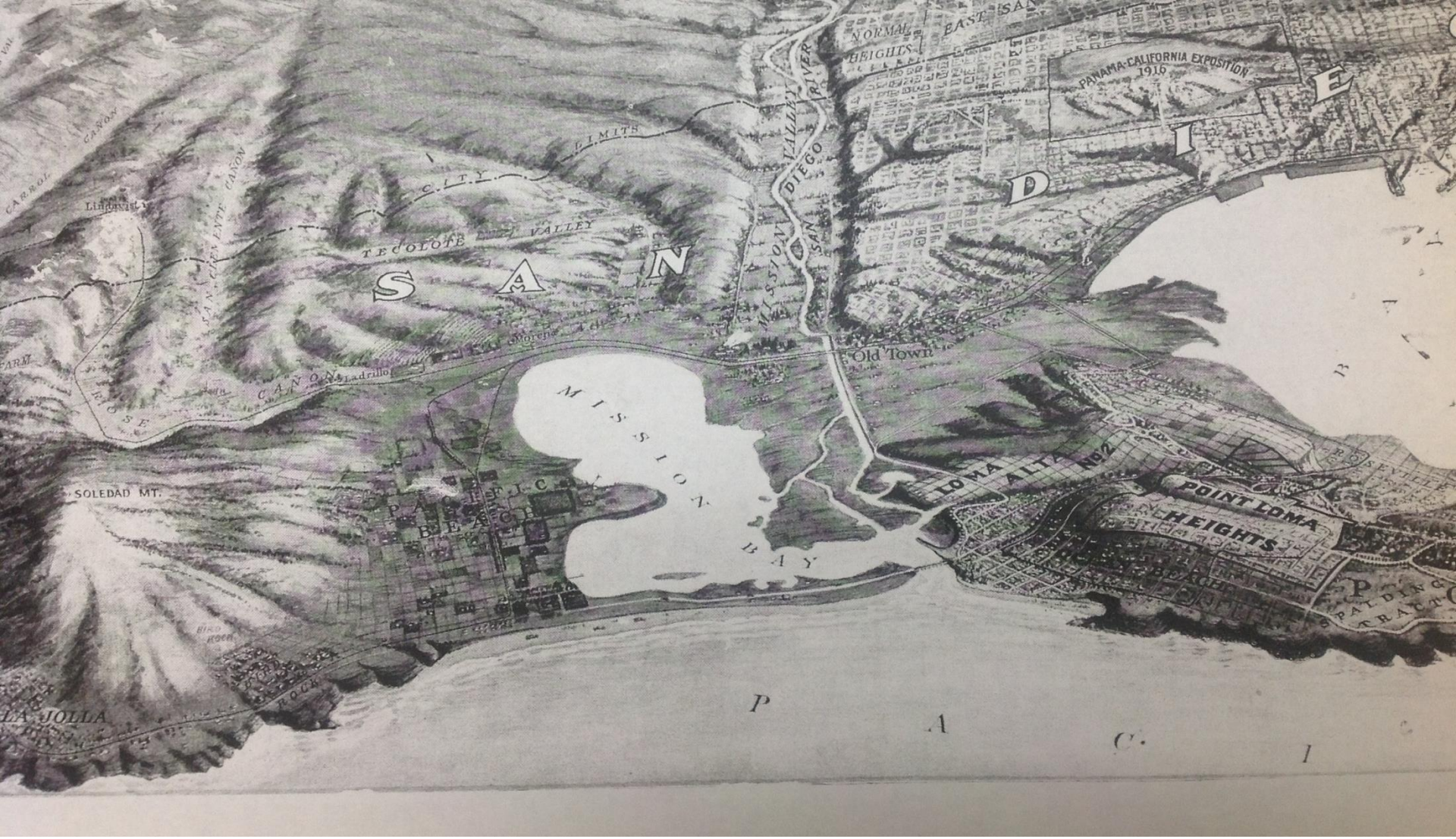
Grain of the Fabric

Putting it All Together:
Walking, Water, Green Priority

Connection to the Commons: Water Views and Access

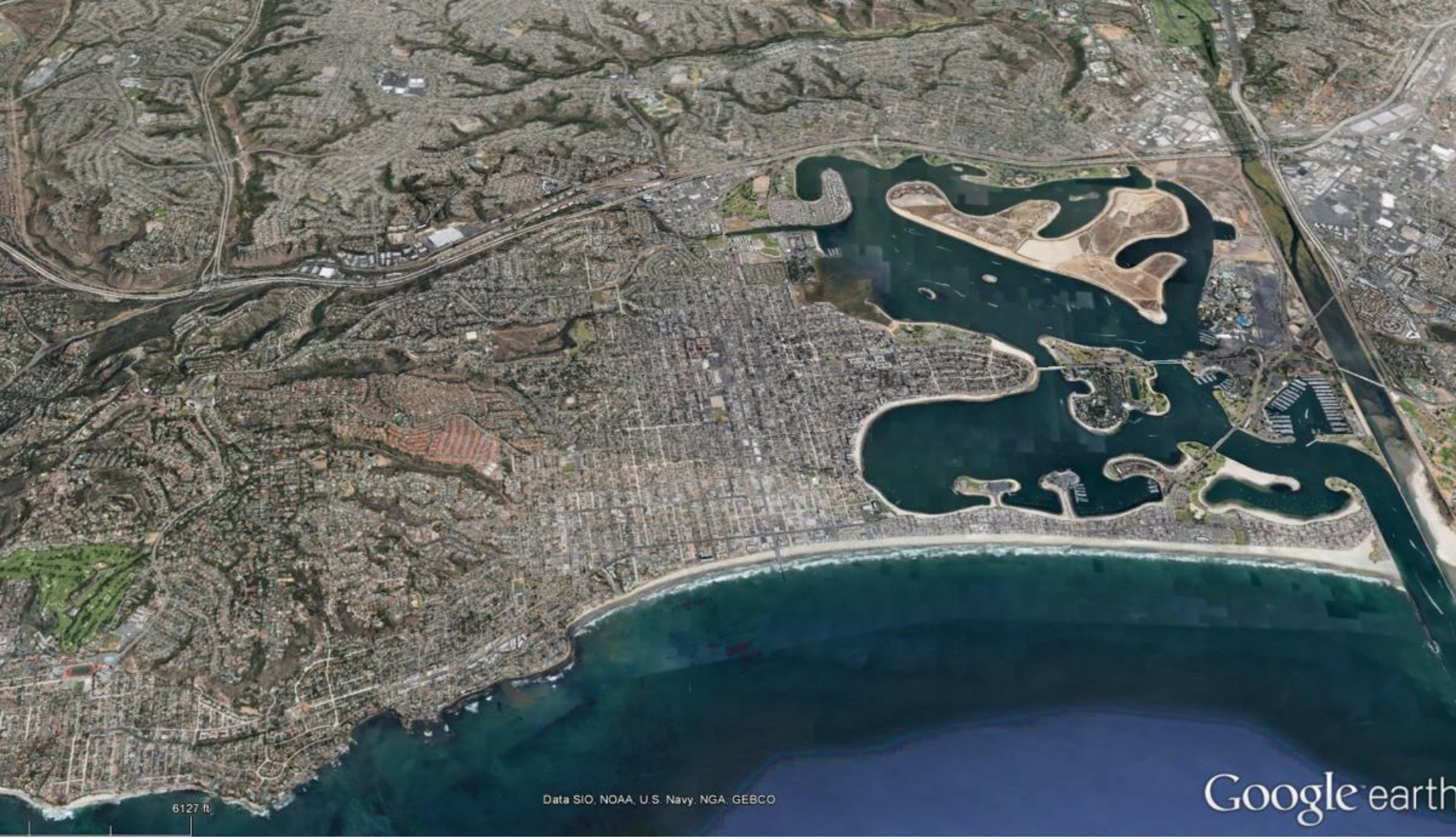
Moving to and From: Streets that are Streets

Connectors



Pacific Beach

1914



Pacific Beach

2013



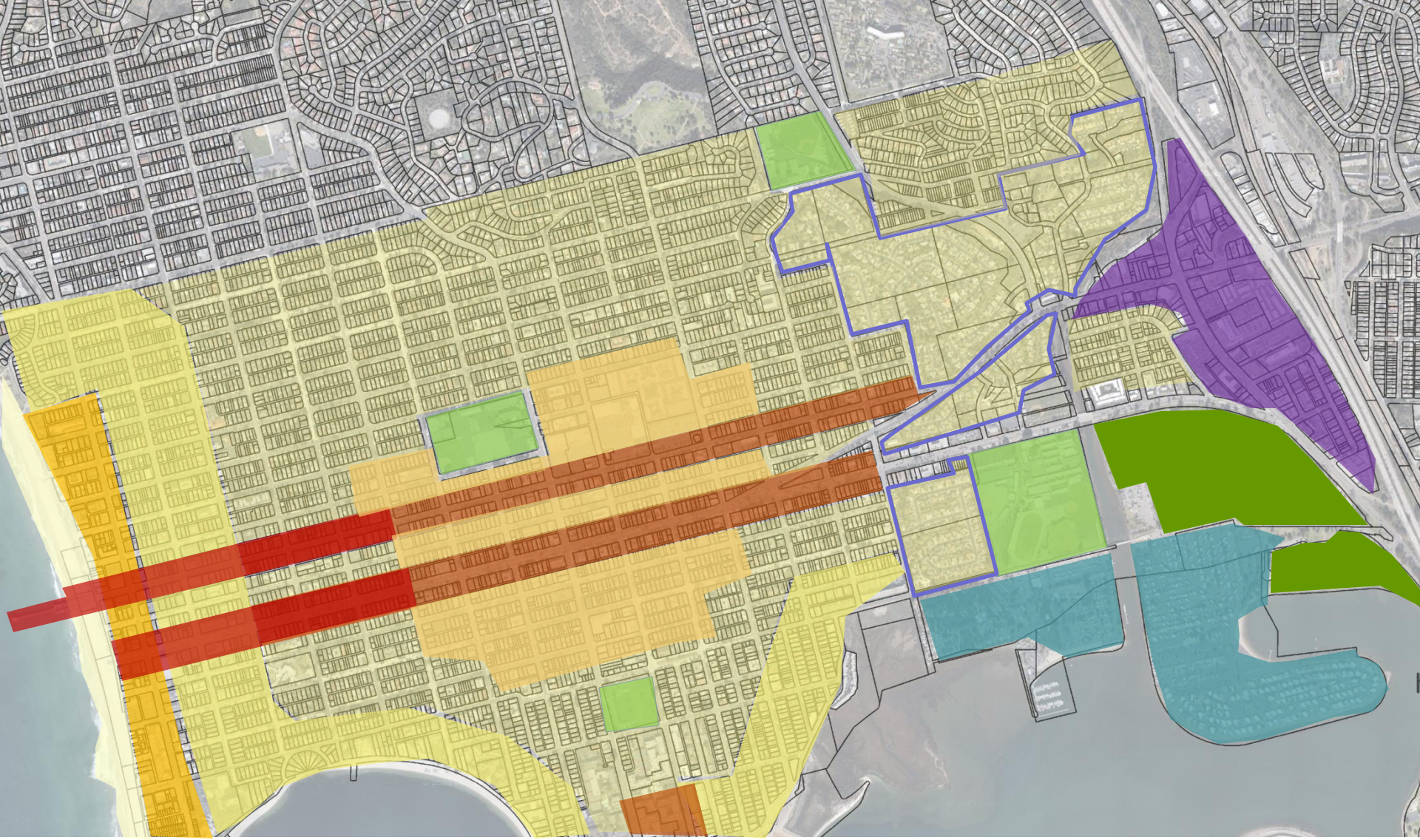
Pacific Beach

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



Low and medium density fabric: managing change

Pacific Beach

Texture: Districts and Layers



Pacific Beach

Adding units in a bungalow neighborhood:
Allleys and backyards for appropriate development



Pacific Beach

Adding units in a bungalow neighborhood:
Allleys and backyards for appropriate development



Pacific Beach

Adding units in a bungalow neighborhood:
Allleys and backyards for appropriate development



Pacific Beach

Adding units in a bungalow neighborhood:
Allleys and backyards for appropriate development



The middle: corridor futures

Pacific Beach

Texture: Districts and Layers



Pacific Beach

Rebuilding corridor segments for residential/mixed use



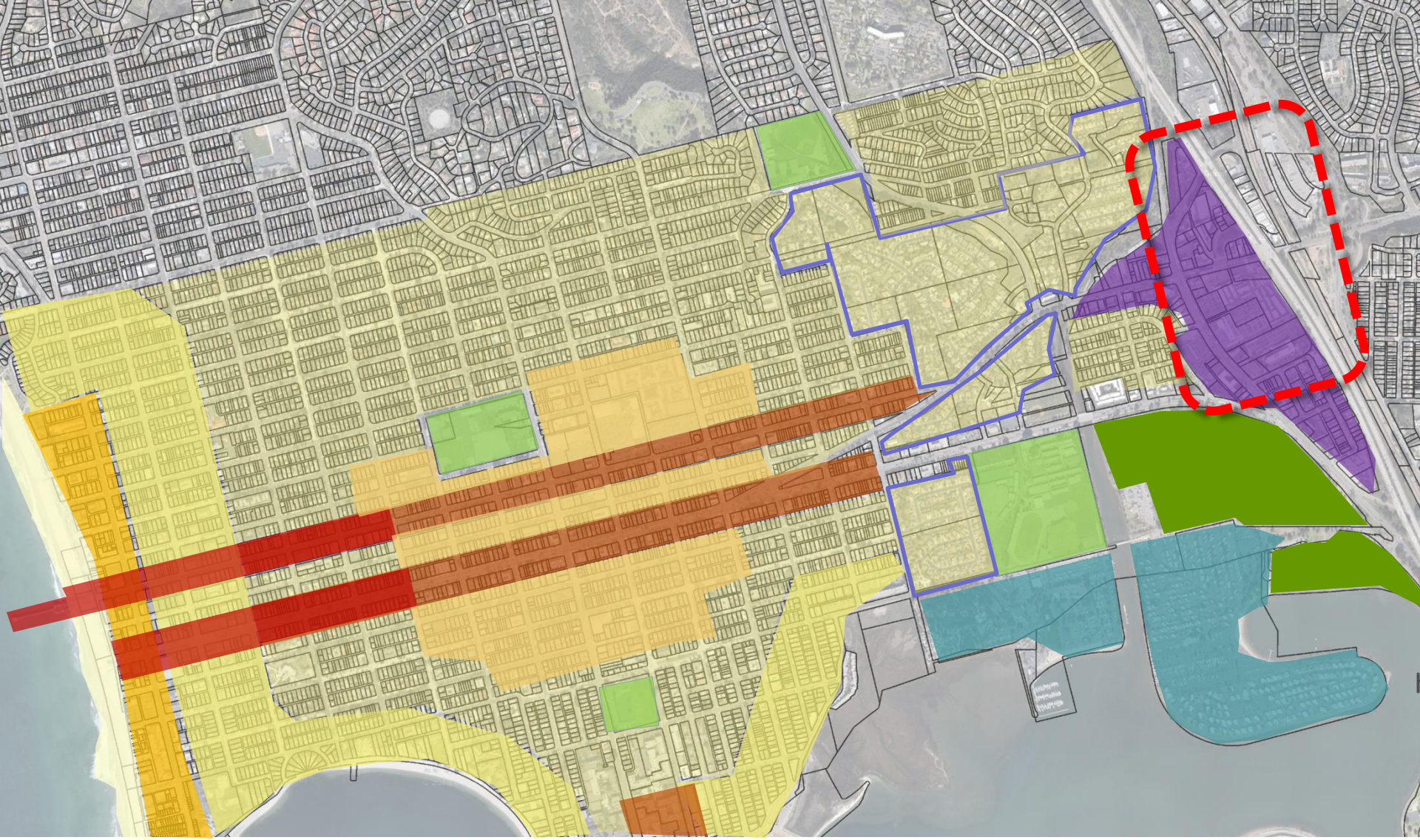
Pacific Beach

Rebuilding corridor segments for residential/mixed use



Pacific Beach

Rebuilding corridor segments for residential/mixed use



Transformations: transit and the future

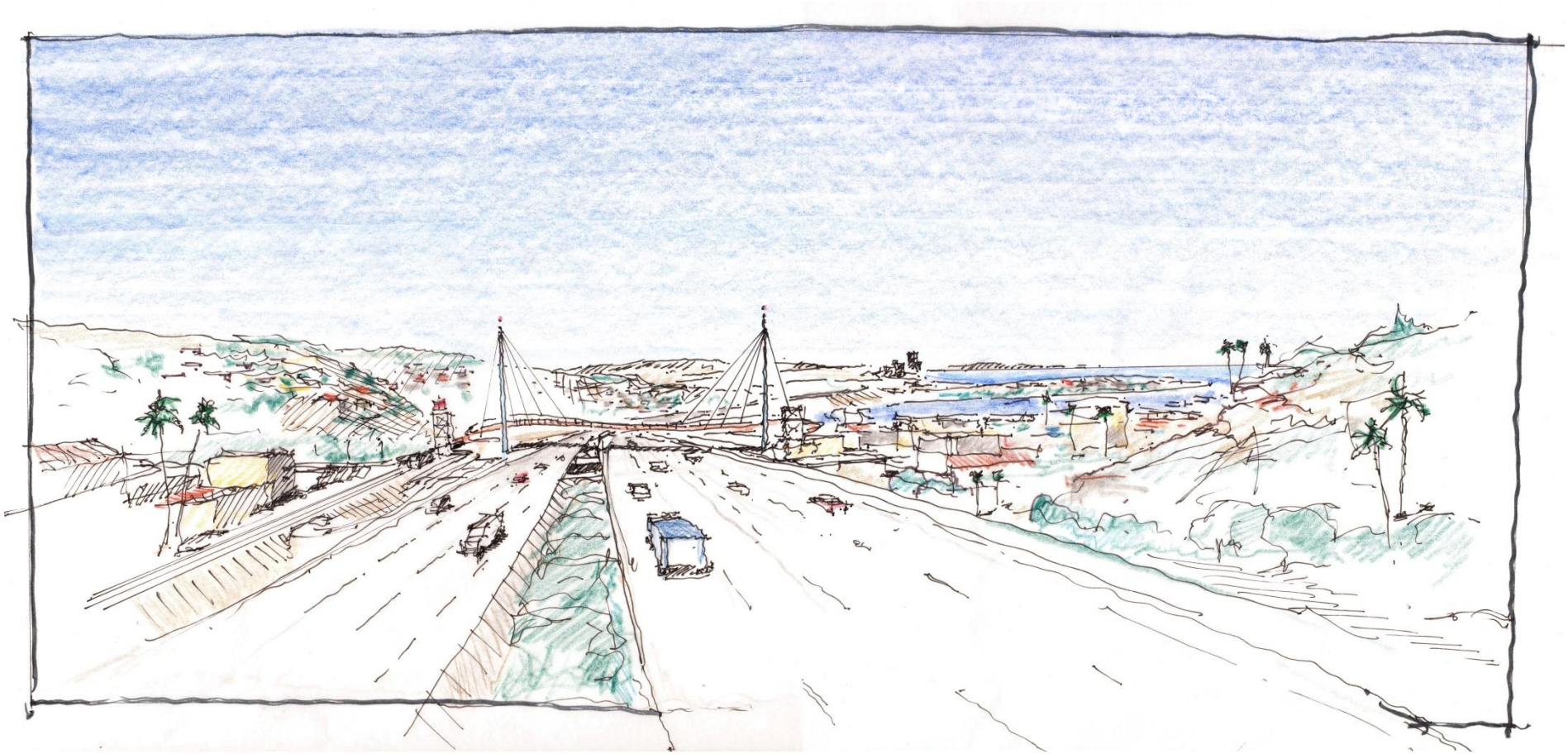
Pacific Beach

Texture: Districts and Layers



Pacific Beach

Transit and TOD: What's in it for you?



Pacific Beach

Transit and TOD: What's in it for you?



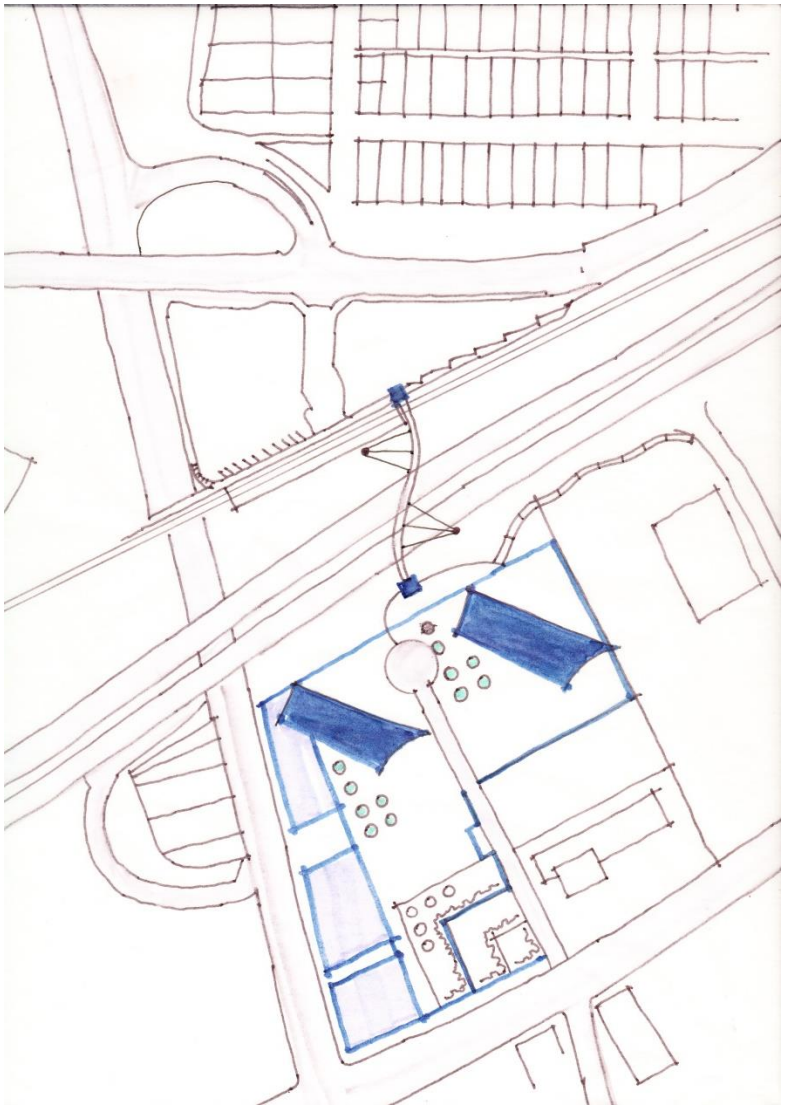
Pacific Beach

Transit and TOD: What's in it for you?



Pacific Beach

Transit and TOD: What's in it for you?





Pacific Beach

Transit and TOD: What's in it for you?



Pacific Beach

Transit and TOD: What's in it for you?

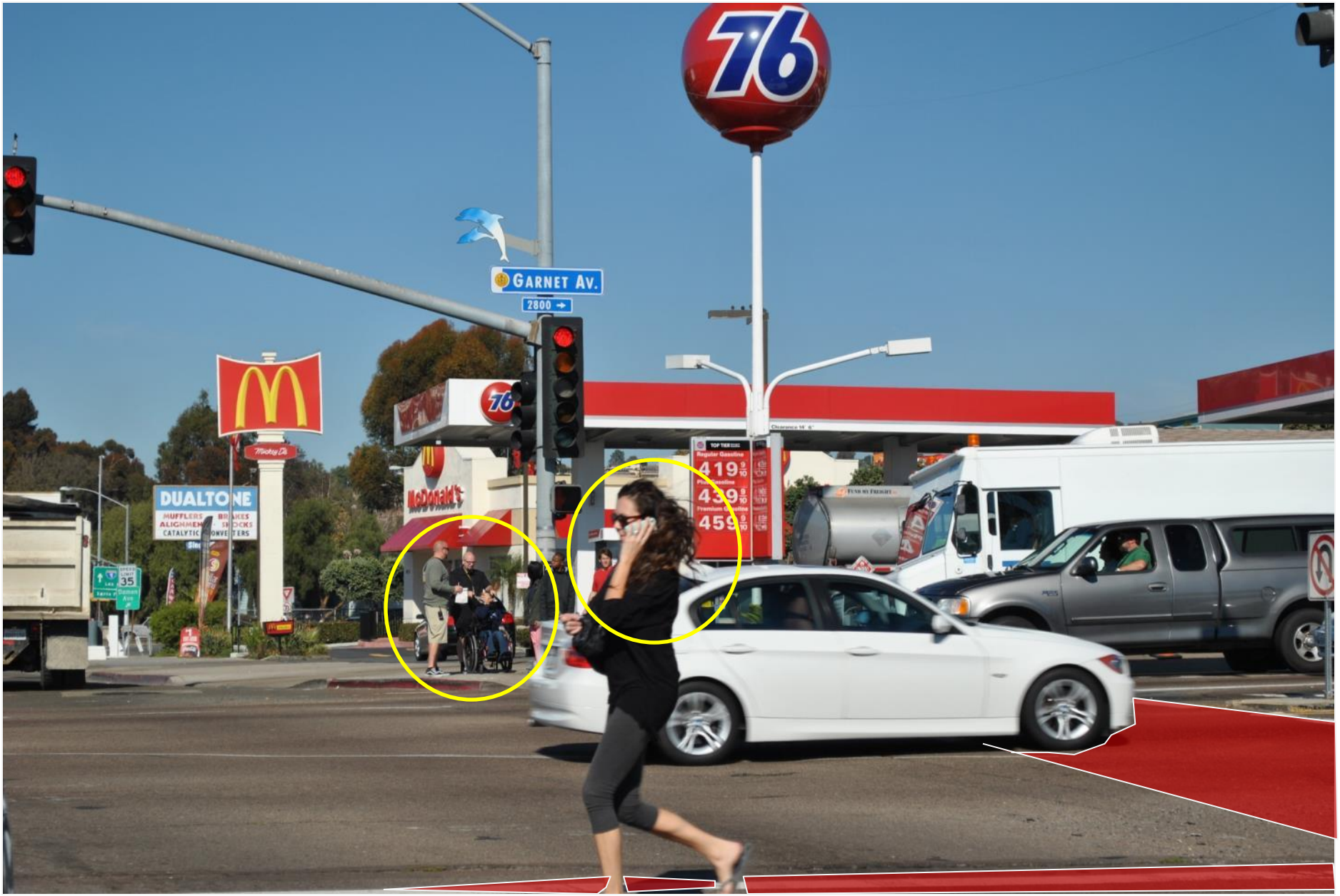

EXIT 23B
EAST
Balboa Ave
1/2 MILE
EXIT 23A
Grand Avenue
Garnet Avenue
EXIT ONLY
RIGHT LANE
MUST
EXIT


WE BUY CARS






1-800-GO CHEAP
76
GARNET AV


76
GARNET AV.
2800
DUALTONE
MUFFLERS
ALIGNMENT
CATALYTIC
McDonald's
419
439
459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ROSE
NO
STOPPING
ANY
TIME


Beaches
La Jolla
Garnet Ave
Business Dist
BIKE ROUTE








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CALIBER COLLISION CENTERS
SPEED LIMIT 30
6XBF754


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OLNEY ST.
FOR LEASE
Pete Ceccherini
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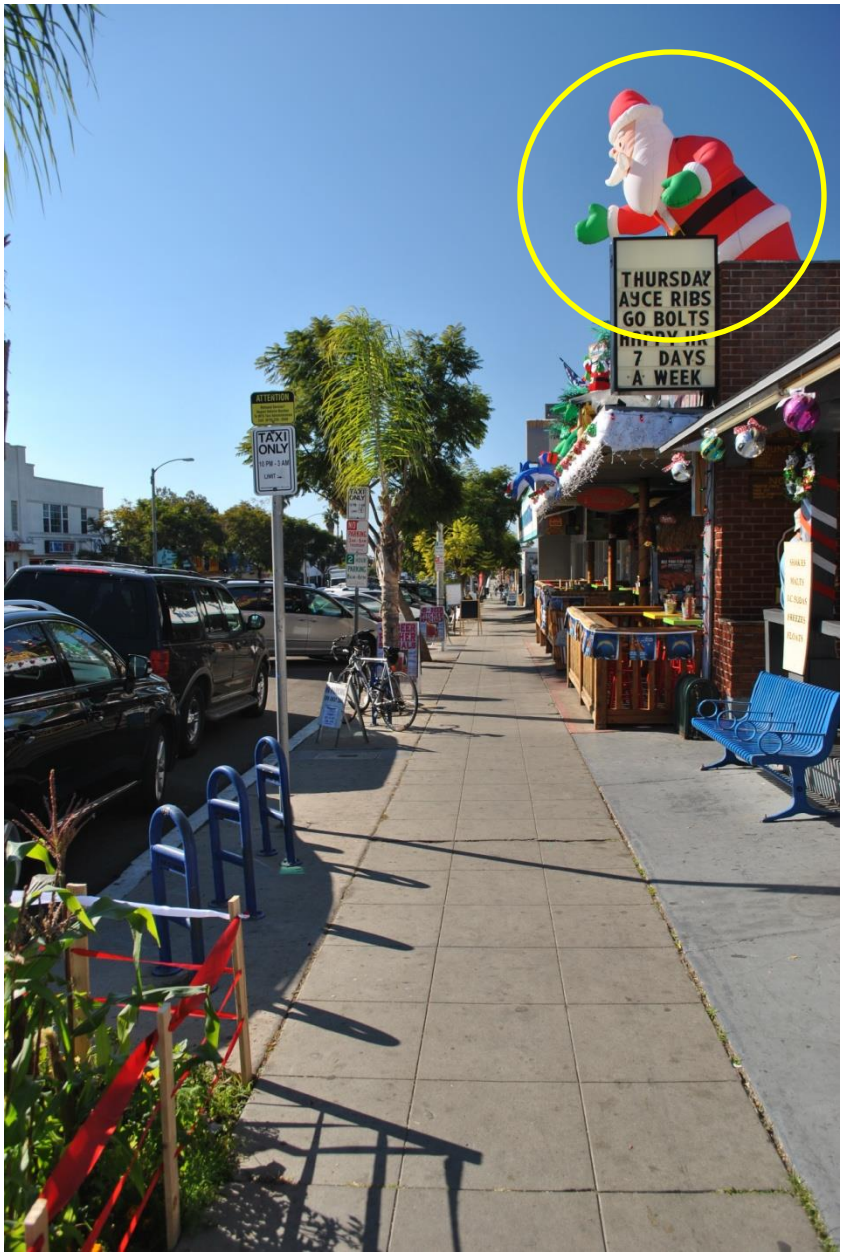
36A
SynFast
Oil
Change
Castrol
FREE CONV OIL CHANGE
WITH
BRAKE SERVICE
END
30 MIN
PARKING
8AM-6PM
CORREIA


THURSDAY
AYCE RIBS
GO BOLTS
HAPPY HR
7 DAYS
A WEEK
TAXI ONLY

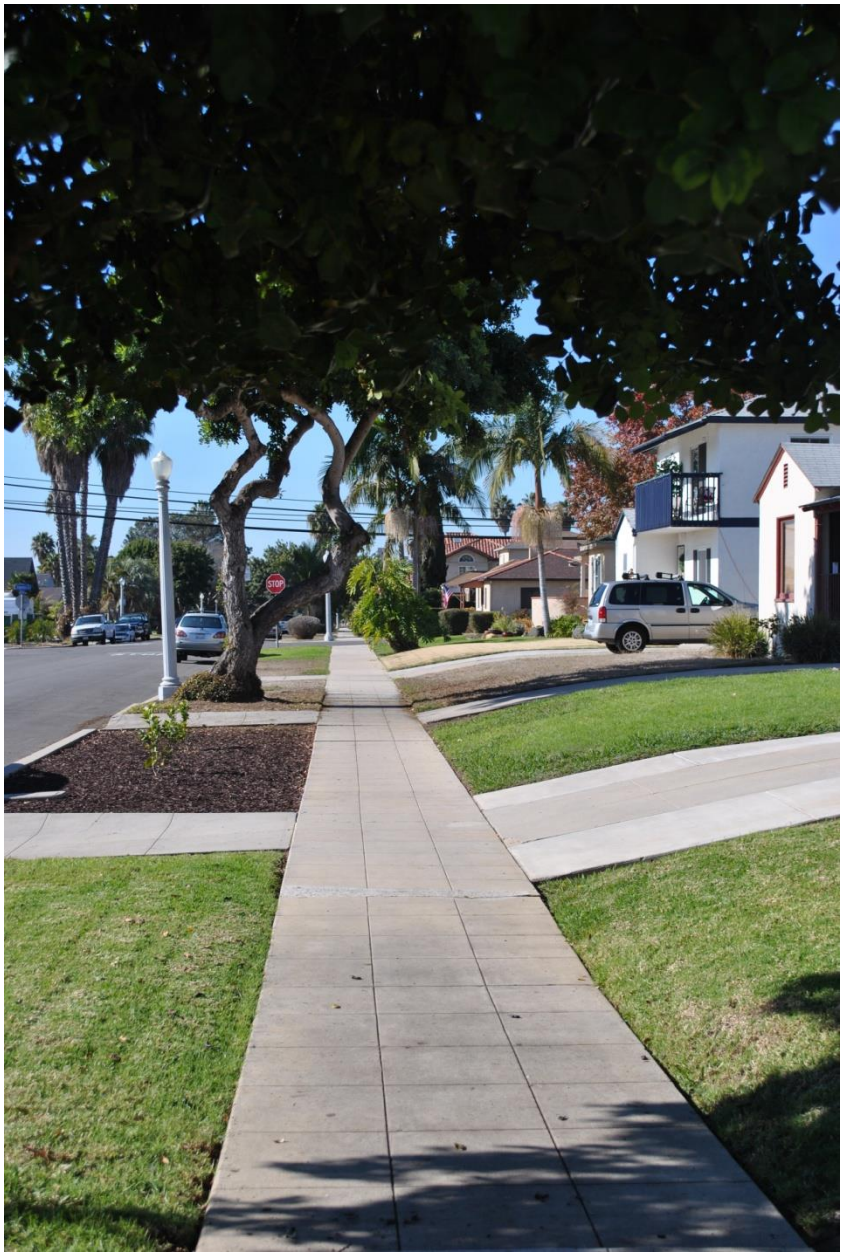

THURSDAY
AYCE RIBS
GO BOLTS
7 DAYS
A WEEK
ATTENTION
TAXI
ONLY


SPEED
LIMIT
25
STOP


1338






STOP


STOP




Cass
STOP




NO
PARKING
ANY
TIME
?


WALKIN
G
ALL
THE
TIME


NO
PARKING
ANY
TIME

A long range vision …



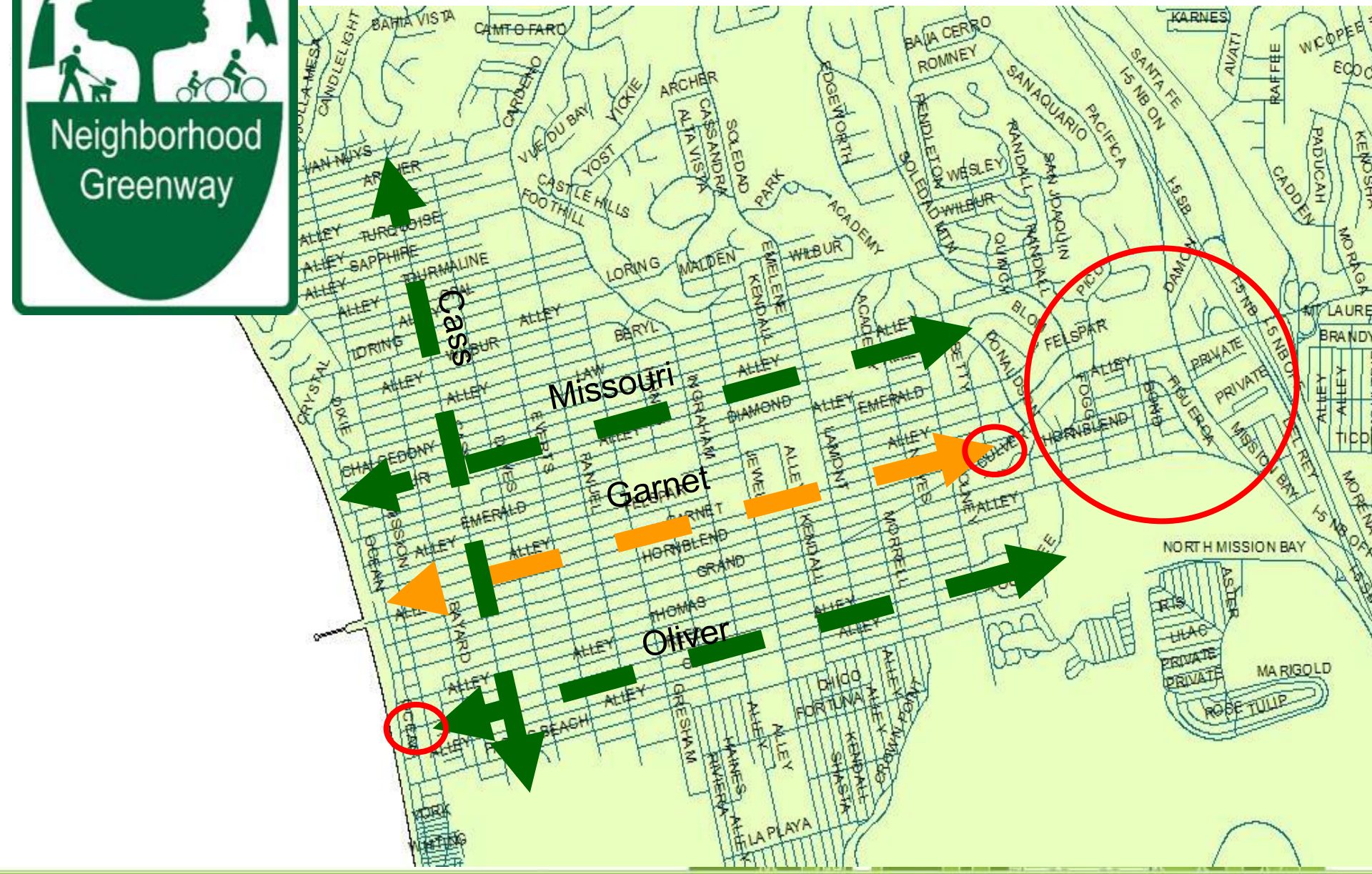


Broadway, Seattle WA – Alta Planning + Design

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





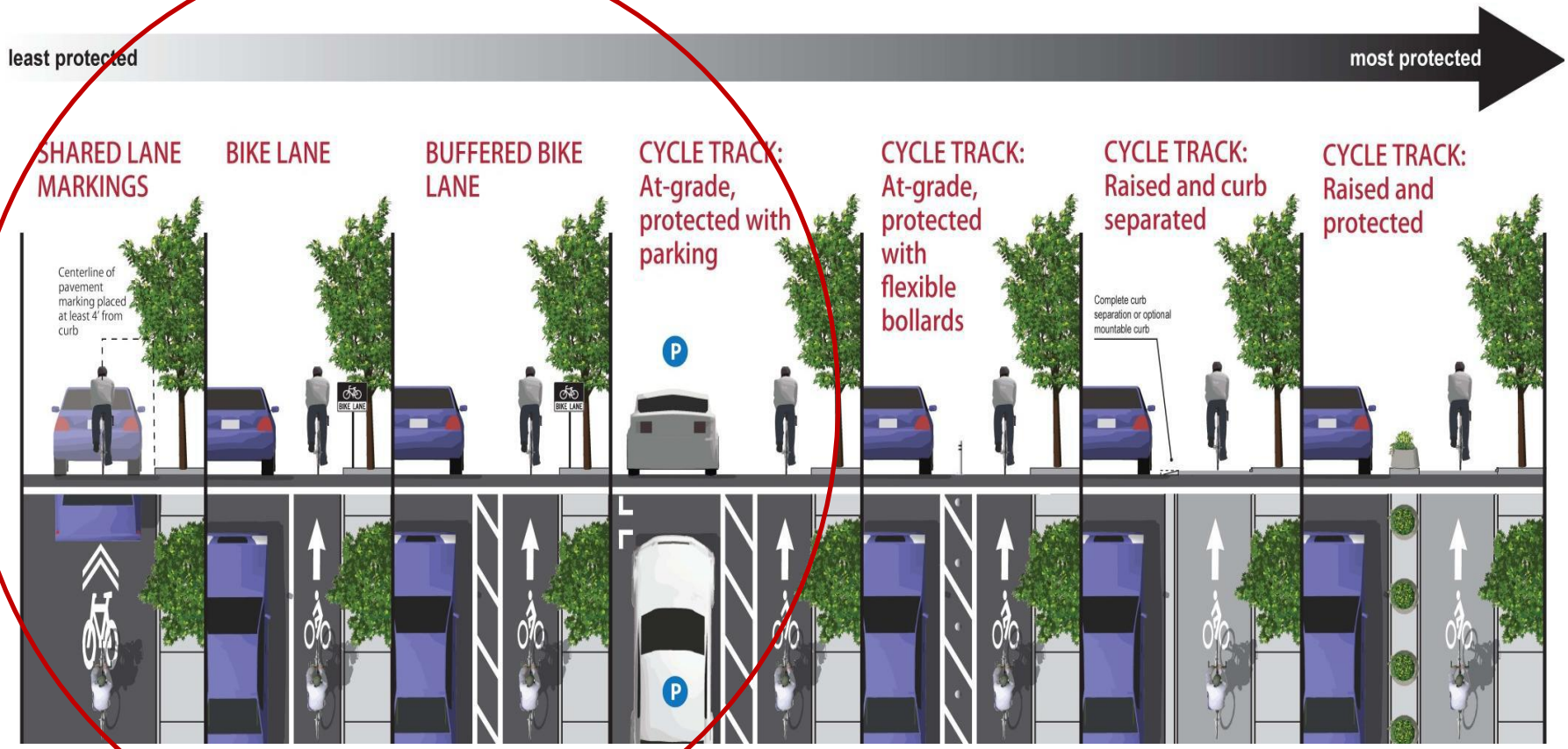
Portland, OR Neighborhood Greenways

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





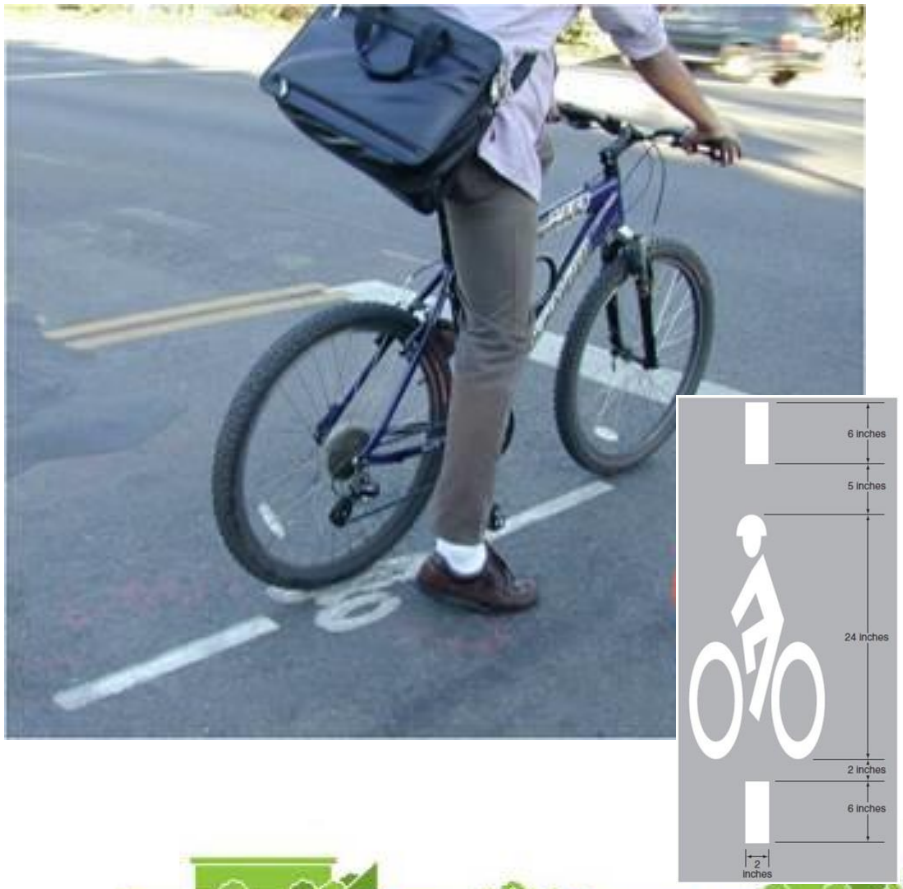


Crossing Treatments

Bike Signal



Bike Actuation



Mid-Block Crossing Treatments

High-intensity Activated crossWalK Beacon



Bicycle Parking & Convenience

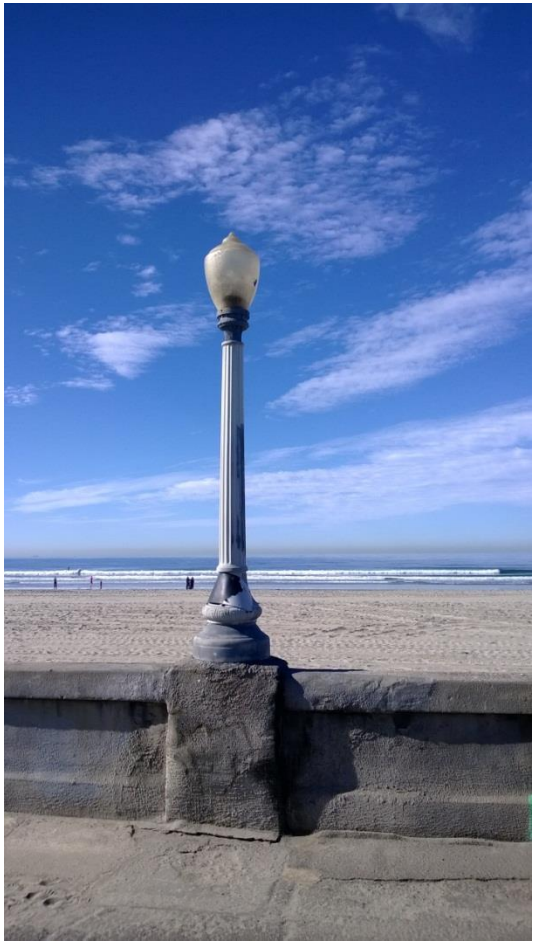
Curb extension bicycle racks



Bike Station



Include low cost improvements within maintenance & CIP projects





Providing More Consistent Signage & Information













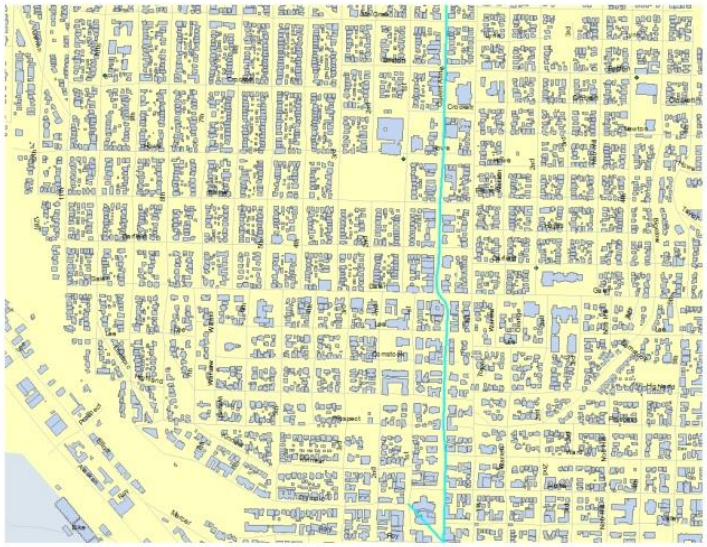
Prioritizing Pedestrians – Design Principles

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

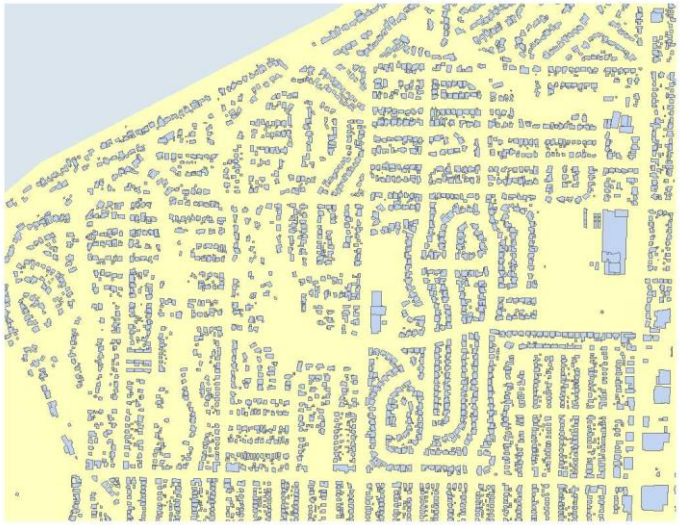


Density: 7,900
people per square mile

Walk Score: 88
"Very Walkable"
Ave Rent (2 beds) - $2000+

vs.

North Beach

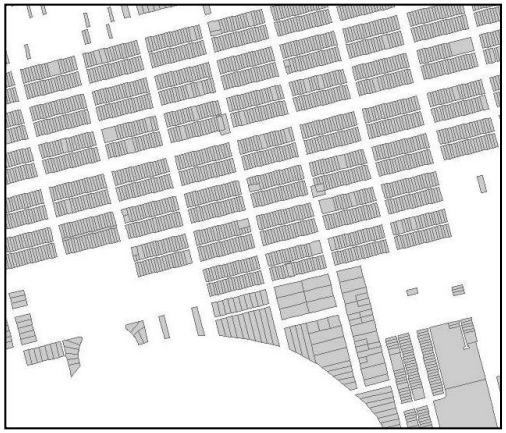


Density: 4,500
people per square mile

Walk Score: 33
"Car Dependent"
Ave Rent (2 beds) - $1000

Comparison Rent & Walkscores

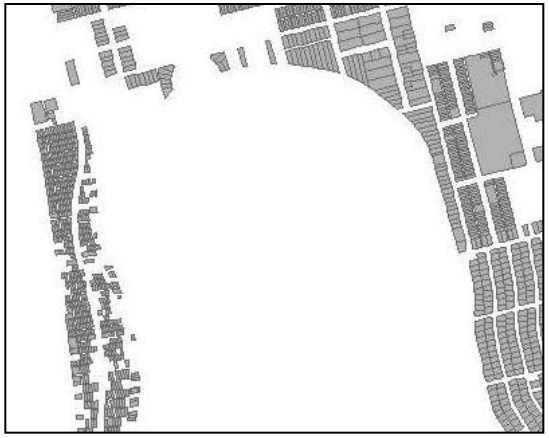
Pacific Beach



Density: 9,400
people per square mile

Walk Score: 71
"Very Walkable"
Ave Rent (2 beds) - $1400

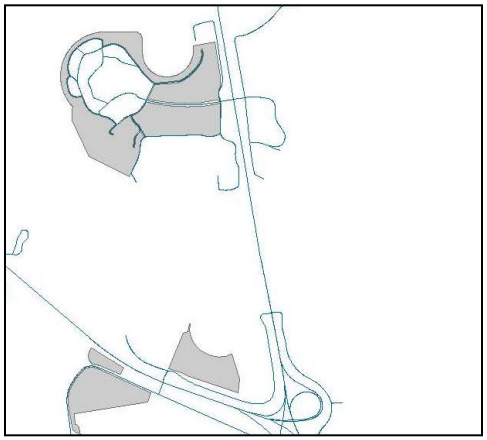
Mission Beach



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+

Walkability is where the money is !!

- 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]

[1] Cortright, Joe. 2009. Walking the Walk: How Walkability Raises Home Values in U.S. Cities. CEOs for Cities.

[2]Handy, Susan, K. Butler, and R.G. Paterson. 2003. Planning for Street Connectivity – Getting from Here to There. Chicago: American Planning Association.
Find More at: http://www.walkscore.com/professional/walkability-research.php



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.*



Octavia Boulevard, San Francisco

Roundabout Concept
Balboa/Grant & Balboa/Grand



Grid Concept – Balboa/Grand

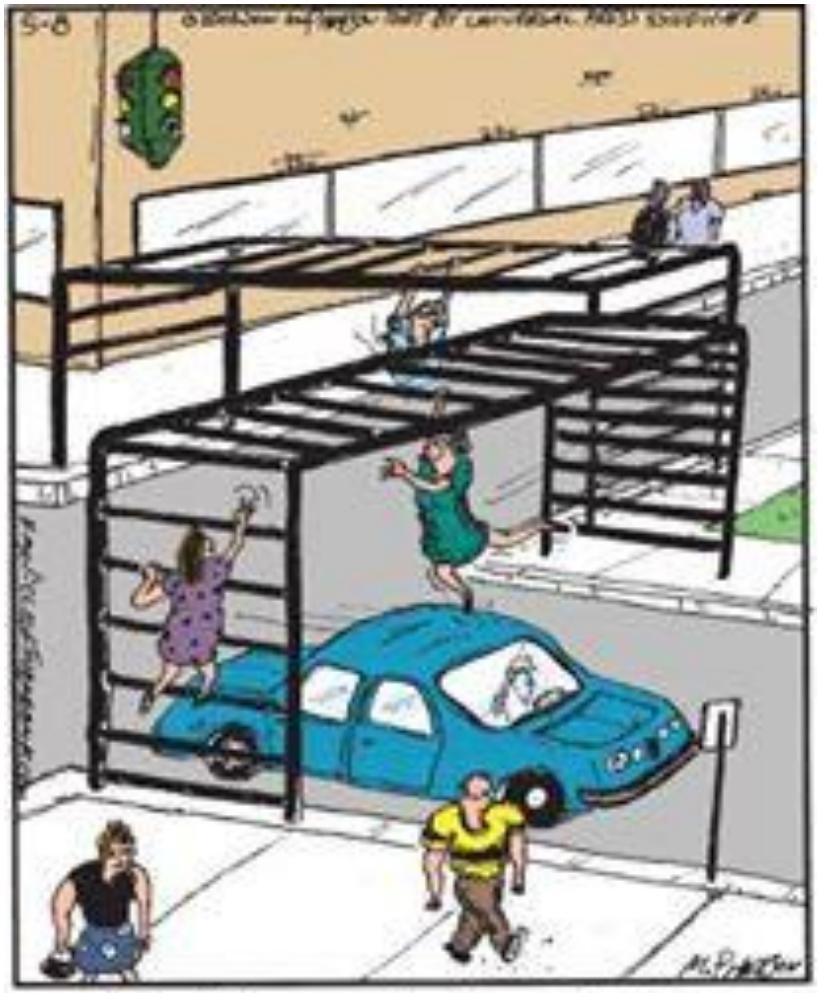


Median & Crossing Treatments



Many Reminders & Messages





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)



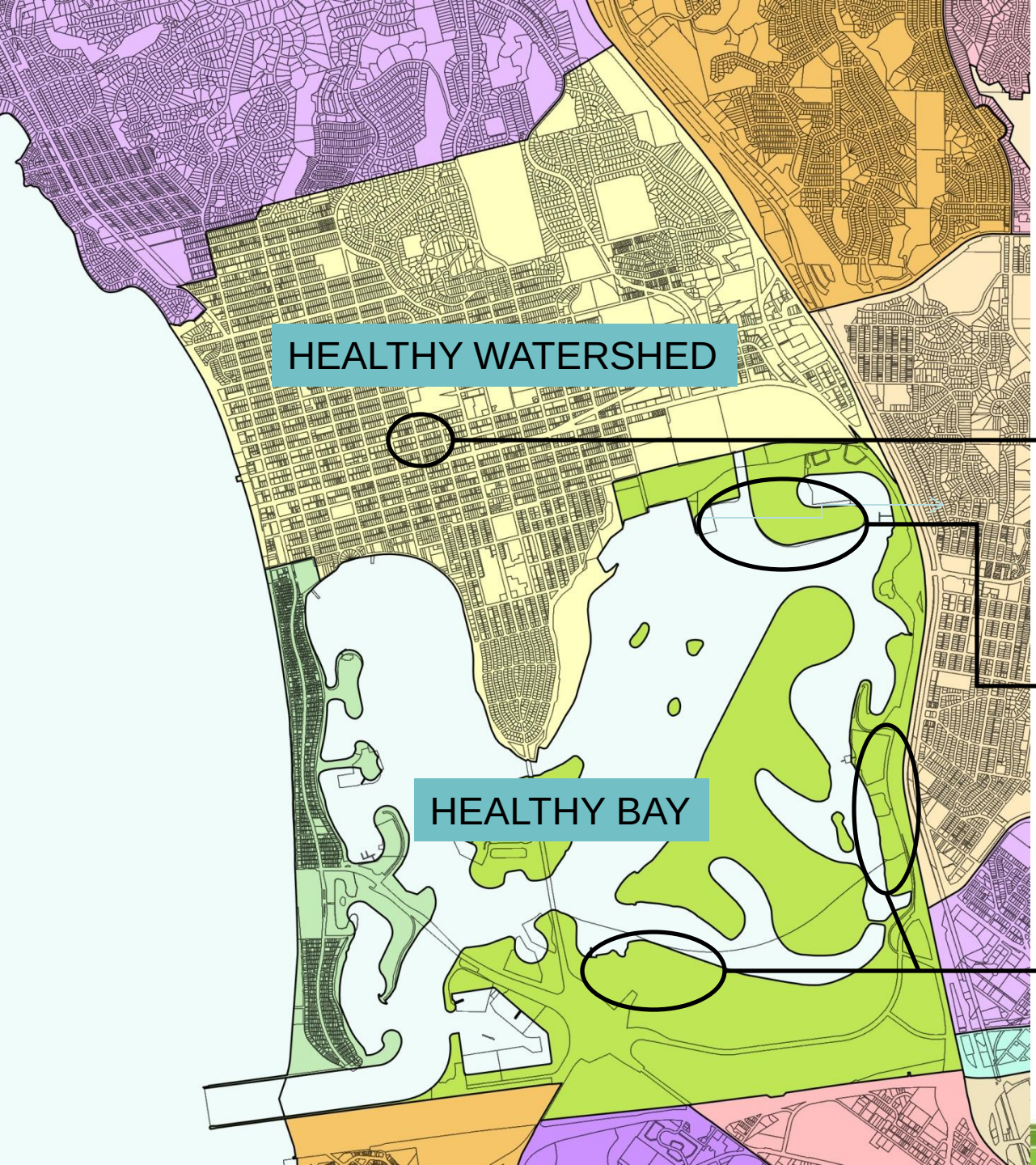
Mission Bay Stormwater Warning



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



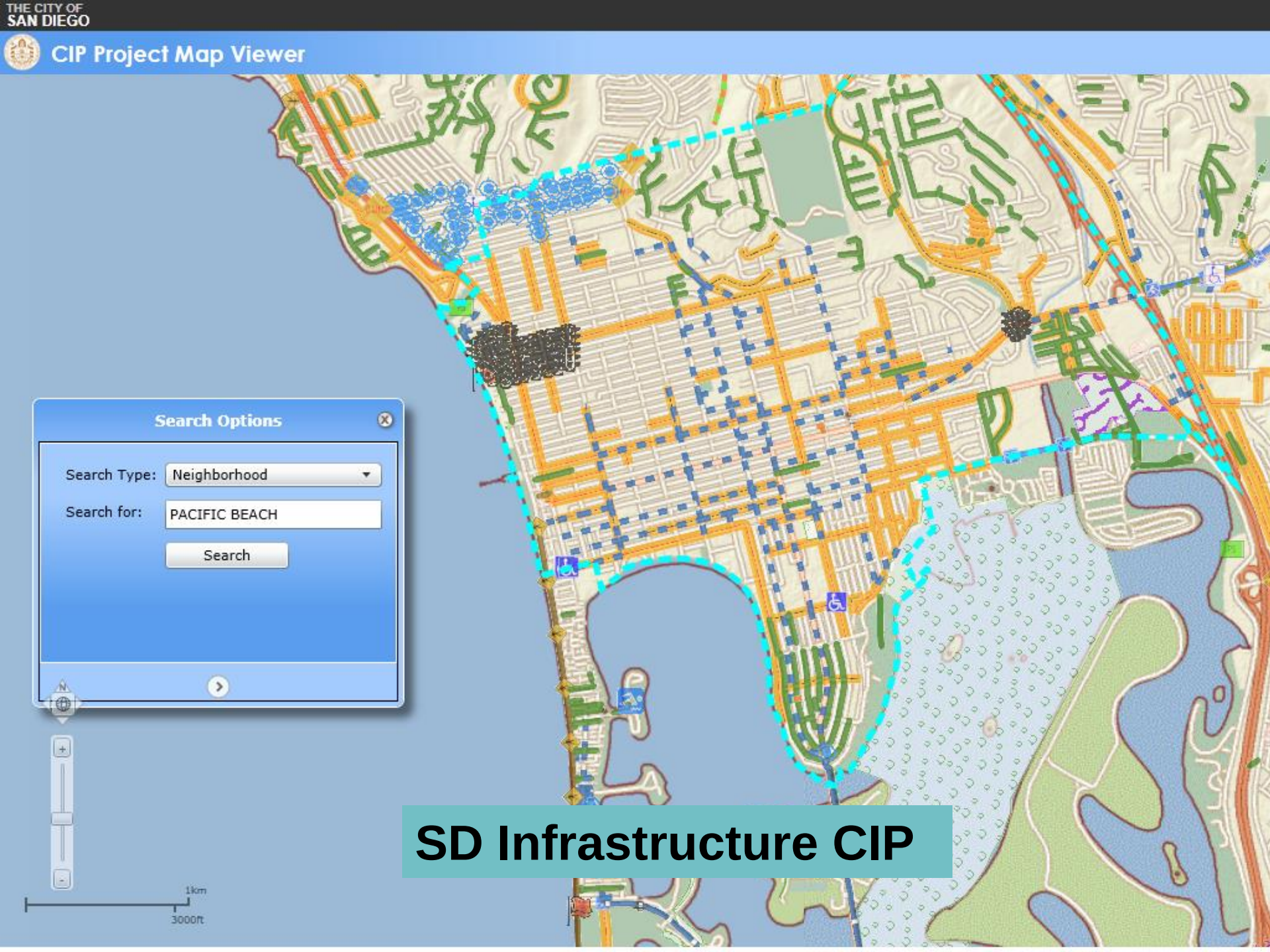
Green Infrastructure Opportunities

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
Mission Blvd
Seawall
Mariners Basin
Seawall
Mission Bay Entrance Channel
0
400
800
Feet

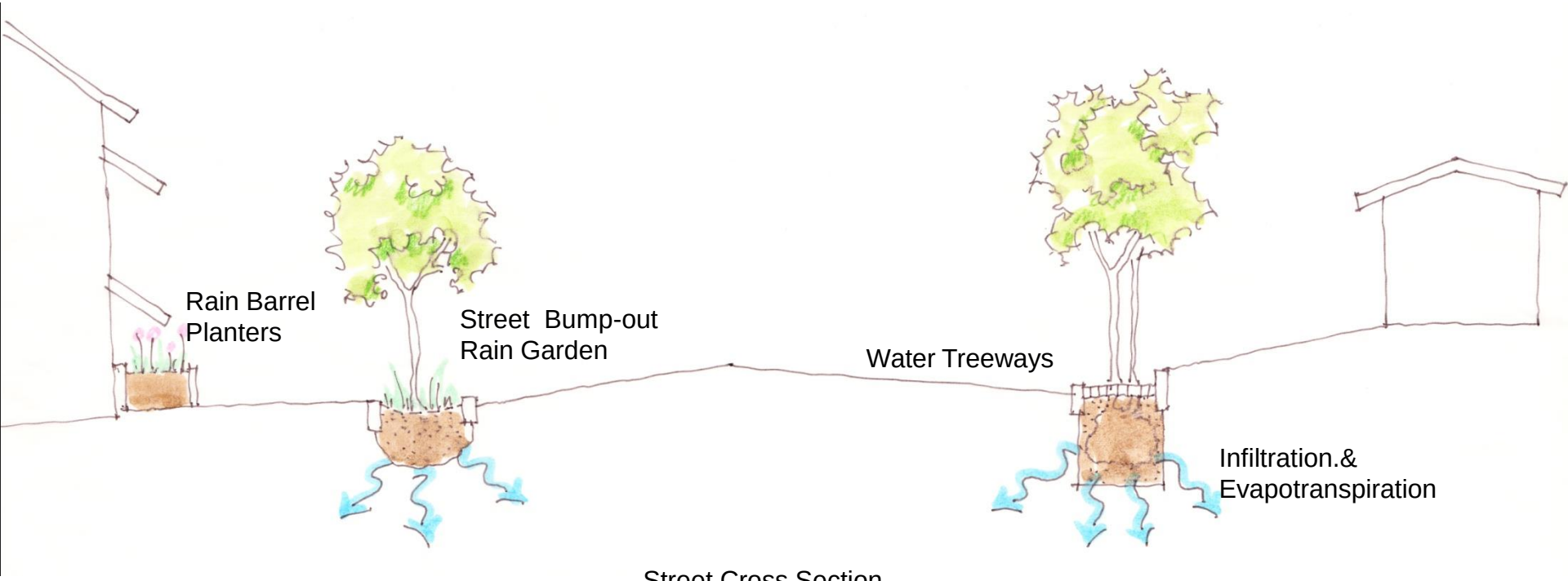

THE CITY OF
SAN DIEGO
CIP Project Map Viewer
Search Options
Search Type:
Neighborhood
Search for:
PACIFIC BEACH
Search
1km
3000ft
SD Infrastructure CIP

Green Streets



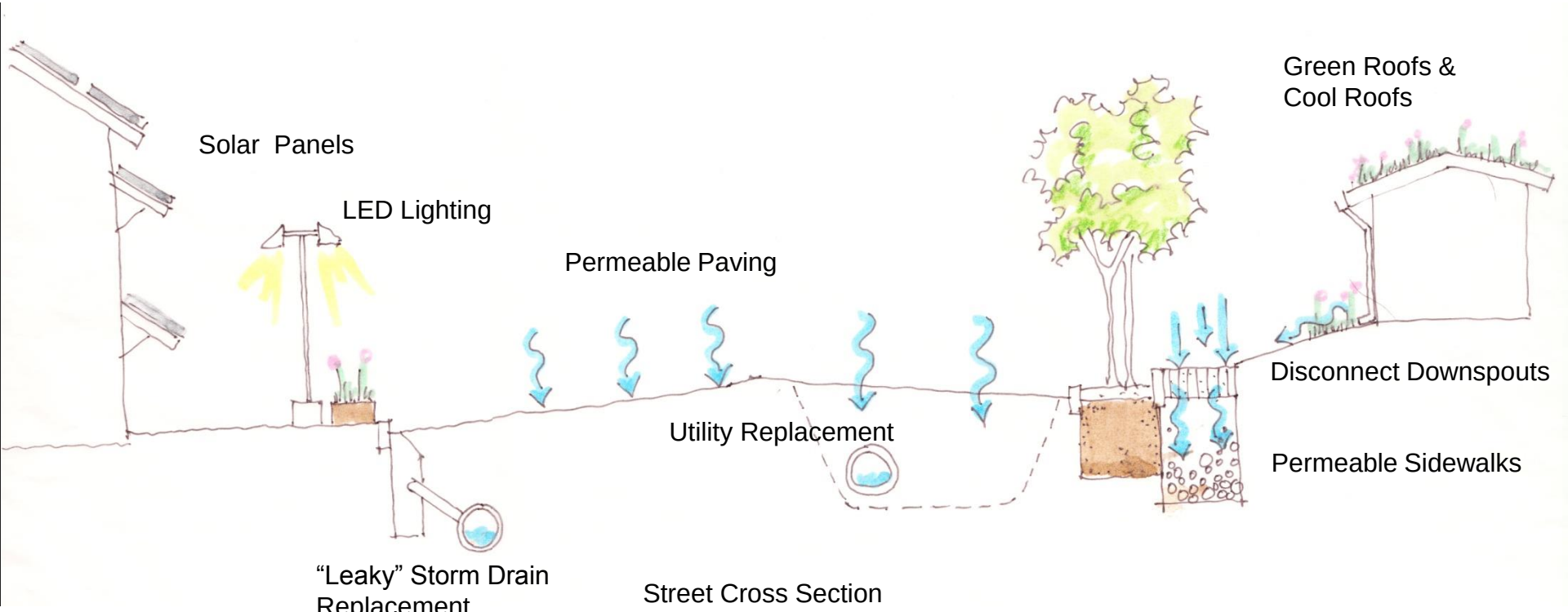
Street Cross Section

Green Streets



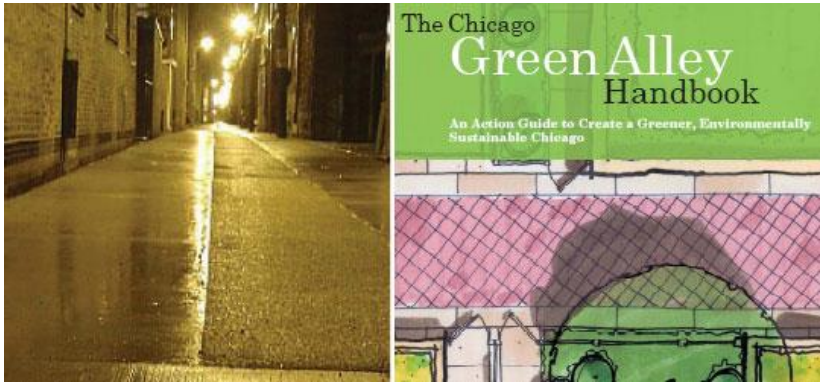
Street Cross Section

Green Streets



Green Alleys





http://www.inhabitat.com/wp-content/uploads/chicagoalley_3.jpg



http://philadelphiaplaneto.com/wp-content/uploads/2012/12/Greenalley.jpg

Wetland Restoration





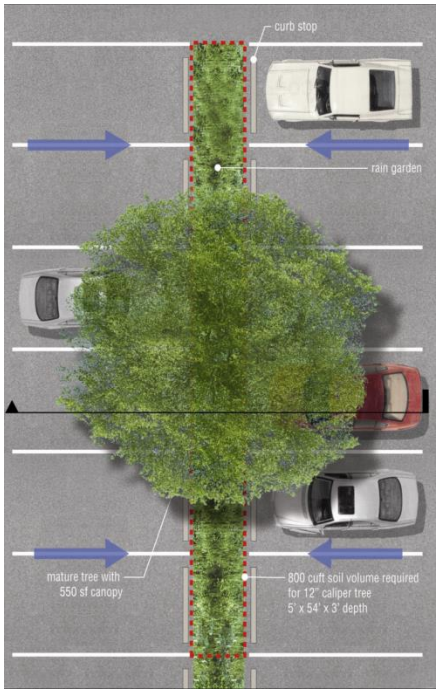
http://natureglenelg.org.au

Parking Lot Rehabilitation





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



http://planphilly.com/

Implementation Plan

KEY STRATEGIES	COST	BENEFIT
Buildings + Infrastructure		
• Utility Replacements	H	M
• Permeable Sidewalks	L	M
• Overlay Permeable Pavements	H	H
• Curb Bump-outs	M	H
• Street Tree Replacements	M	M
• Detention Structures	L	H
• Downpipe Disconnection	L	M
• Structured Treeway	M	H
• Rain Garden	L	H
People + Behavior		
• Main Street Engagement	M	H
• Green Streets/Alleys Policy	L	H
• Demonstration Projects	M	H
• Community Awareness	L	H

SUMMARY OF INVESTMENTS	PROGRAM		
	Now	Next (1-3 yrs)	Later (5+ yrs)
Public			
• Utility Replacements	✓	✓	✓
• Permeable Pavements		✓	
• Policy	✓	✓	✓
Private			
• Downpipe Disconnection	✓		
• Residential Rain Gardens	✓	✓	
• Green/Cool Roofs		✓	✓
Public Private Partnership			
• Permeable Sidewalks	✓	✓	
• Curb Bump-outs		✓	✓
• Rain Gardens		✓	
• Structured Treeway		✓	✓
• Demonstration/Research	✓	✓	✓
Third Sector (Non-Profit/Academia)			
• Demonstration/Research	✓	✓	✓
• Main Street Engagement	✓	✓	✓
• Community Awareness	✓	✓	✓

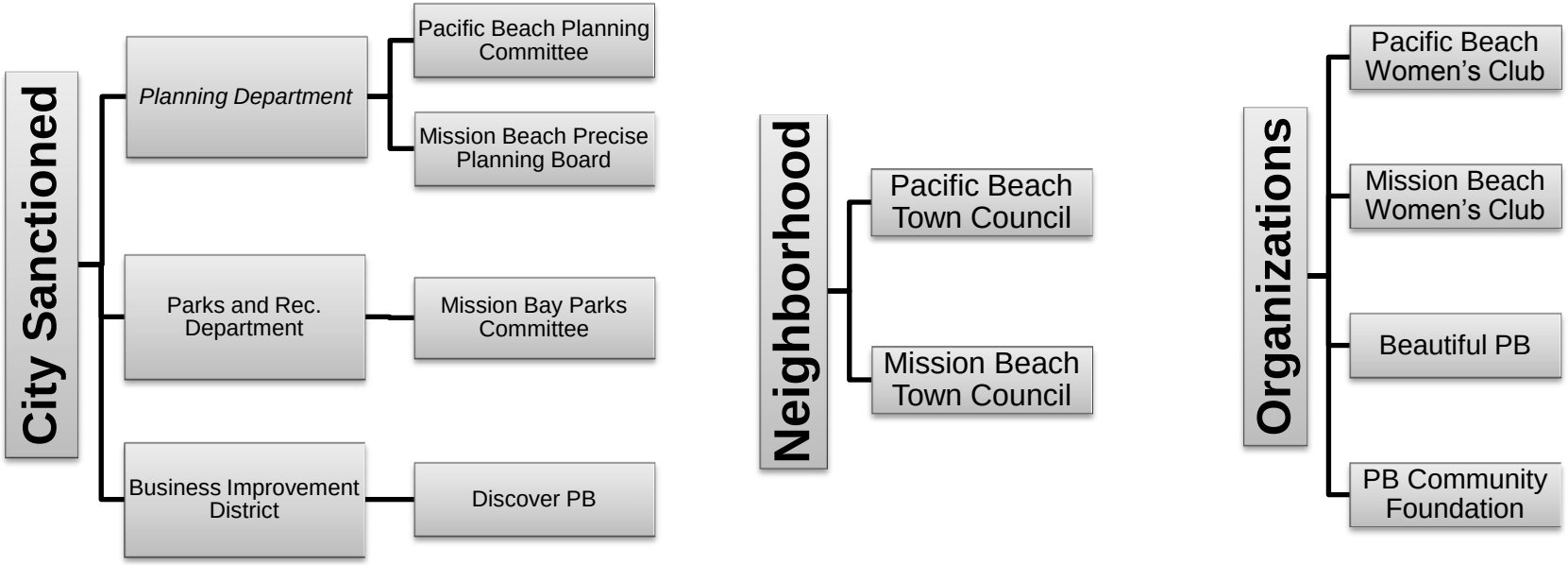


Building Community Capacity

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



Tiers of Governance



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.

© Ron Niebrugge / WildNatureImages.com

Maximizing Resources for Common Goals





Tampa Heights Neighborhood
Tampa, FL

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

Ways to Engage

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



The green artery
Connecting Tampa's Greenspaces



Ways to Engage

Meaningful participation

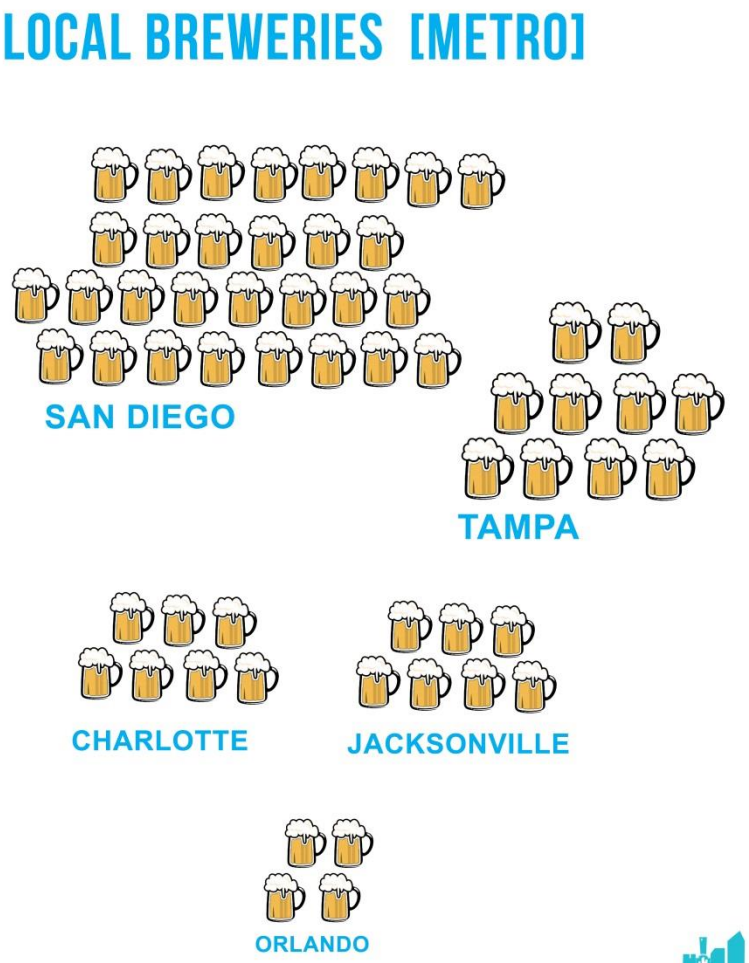
Value every community member and the time they spend making contributions to improve the community.

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



URBANISM ON TAP



Ways to Engage

Inspire citizens to roll up their sleeves





Programming Public Space

- Underutilized space
- Vacant storefronts
- Reclaiming Main Street





San Francisco, CA



Programming Public Space

Underutilized Space to Space Activation



Programming Public Space

Underutilized Space to Space Activation



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



Turquoise Street

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

Example:

renew AUSTRALIA

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



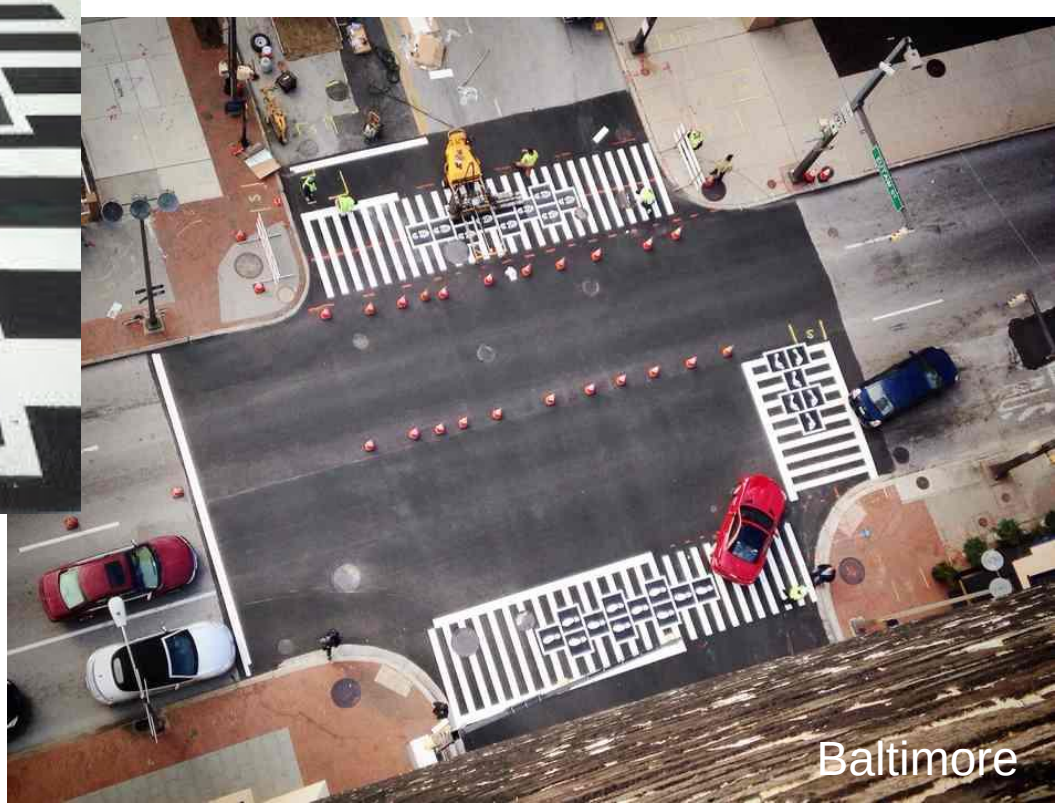
Chronicle / Laura Morton



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!



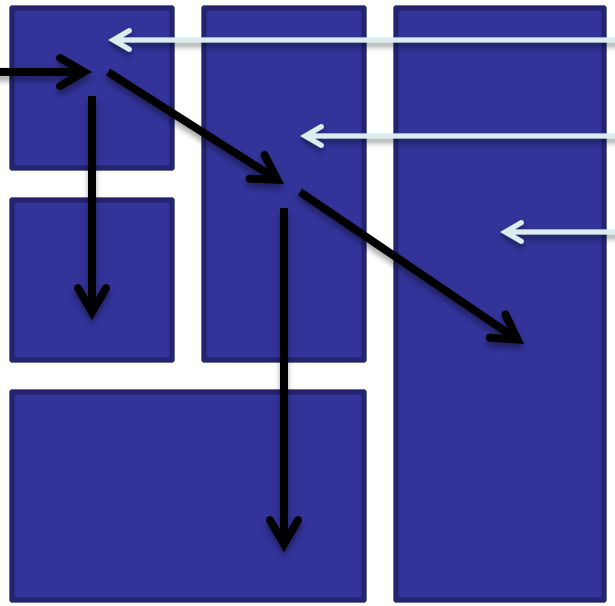
Montreal

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



Communities by Design

ENVISION. CREATE. SUSTAIN.