Tools to Implement the Regional Comprehensive Plan

Smart Growth Tool Box
Today’s Topics

- Regional Comprehensive Plan (RCP)
- Smart Growth Concept Map
- Smart Growth Tool Box
A Look at the Future

Millions

Population

Jobs

Housing

Changing Demographics
Regional Comprehensive Plan

- Urban Form
- Transportation
- Housing
- Healthy Environment
- Economic Prosperity
- Public Facilities
- Borders
A Regional Approach

- Connect transportation and land use plans
- Guide infrastructure investments
- Provide incentives and collaboration
Smart Growth Concept Map

- Show where smart growth is planned
- Show where infrastructure investments should occur:
  - Transportation
  - Public Facilities
  - Environmental
- Financial Incentives
Defining Smart Growth

- Compact mixed use development
- Good urban design and walkable
- More travel and housing choices
- Protected open space and habitat areas
Smart Growth Place Types

- Metropolitan Center
- Urban Center
- Town Center
- Community Center
- Mixed Use Transit Corridor
- Special Use Center
- Rural Village
Smart Growth Concept Map

Smart Growth Areas
- Metropolitan Center
- Urban Center
- Town Center
- Community Center
- Rural Village (with core area)
- Mixed Use Transit Corridor
- Special Use Center
Subregional Maps

Transit Routes and Stations

Smart Growth Areas

Existing/Proposed Planning

Metropolitan Center
Urban Center
Town Center
Community Center
Rural Village
Mixed Use Transit Corridor
Special Use Center
Existing Major Employment Areas
Habitat Planning Preserve Areas
Transit Priority Areas

Smart Growth Concept Map
South County Subregion

Our vision. Our future.
The Regional Comprehensive Plan

July 26, 2008

* Asterisks indicate potential smart growth areas that meet RCP land use intensity targets but not transit service targets.
Smart Growth Tool Box

**Planning Tools**
- Outreach Program
- Web Based Smart Growth Concept Map
- Visualization Tools and Photo Library
- Pedestrian Design Guidelines
- Smart Growth Design Guidelines
- Trip Generation/Parking Study
- San Diego Regional Bicycle Plan

**Financing Tools**
- *TransNet* Smart Growth Incentive Program
- *TransNet* Bike/Ped Neighborhood Safety Program
- Regional Housing and Smart Growth Financing Strategy
Web Based Smart Growth Concept Map
Web Access to Smart Growth Areas

Land Use & Regional Growth
Comprehensive Land Use & Regional Growth Projects

Interactive Smart Growth Concept Map - An Easy Way to Find Your Smart Growth Area!

To find information on any smart growth area on the map, simply make selections from the drop down lists below. Each smart growth area has a "site-code" and a corresponding "site description." The smart growth areas and site descriptions have been provided by the planning departments and policymakers of each local jurisdiction.

Jurisdiction:
- Escondido
- Select a Jurisdiction
- Carlsbad
- Chula Vista
- Coronado
- County of San Diego
- Del Mar
- El Cajon
- Encinitas
- Imperial Beach
- La Mesa
- Lemon Grove
- National City
- Oceanside
- Poway
- San Diego
- San Marcos
- Santee
- Solana Beach
- Vista

Land Use and Transportation Targets for each area:
- The Regional Comprehensive Plan (RCP) establishes land use and transportation targets for each area. If the areas on the map meet the targets, they are identified as "Smart Growth Areas." If they do not, but they show future opportunities and a percent of the area remaining, they are identified as "Potential" areas. About 40 existing/planned smart growth areas, and the list of potential areas. The following Listing of Smart Growth Areas can be accessed:

Uses of the Map:
- The Smart Growth Concept Map is being used in the update of the Regional Transportation Plan. With its almost 200 locations, the map is guiding the planning and development of the region's future transit networks, providing higher priority for peak-period transit services that link smart growth areas to surrounding communities.
List of Areas by Jurisdiction

Land Use & Regional Growth
Comprehensive Land Use & Regional Growth Projects

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Jurisdiction: Escondido

Location: Select a Location

Land Use and Transportation Targets for each community target, they are intended to support future opportunities for economic growth and 60% of the area remains 60% green.

Growth Areas:
- ES 1 - Downtown Specific Plan and Mercado Area...
- ES 2 - Mission Road from Interstate 15 to Escondido Street
- ES 3 - East Valley Parkway from Fig Street to Mission Road
- ES 4 - South Escondido Boulevard from Fifth Avenue to Escondido Street
- ES 5 - Felicita Avenue and Centre City Parkway
- ES 6 - Citracado Parkway and Centre City Parkway
- ES 7 - North County Fair (Bear Valley Parkway at Walnut Creek)
- ES 8 - Nordahl Sprinter Station at Nordahl Road

Uses of the Map

The Smart Growth Concept Map is one of the most important implementation initiatives of the RCP, serving as the primary mapping component that provides the framework for several significant SANDAG programs.
Jurisdiction: Escondido
Site Code: ES 1
Status: Existing/Planned
Place Type: Town Center

Smart Growth Site Summary

Jurisdiction: Escondido
Site Code: ES 1
Location: Downtown Specific Plan and Mercado Area Plan from Tulip Street to Fig Street, between Washington Avenue and Fifth Avenue
Status: Existing/Planned
Place Type: Town Center
Description: Numerous civic and cultural facilities are located in downtown Escondido, including City Hall, Grape Day Park, California Center for the Arts, Escondido (CCEA), a new multi-plex movie theater, Boys and Girls Club, Children's Museum, and the main library. The traditional low-rise downtown retail area is anchored by the Escondido Transit...
Visualization Tools and Photo Library
Smart Growth Concept Map

Smart Growth Areas

- Metropolitan Center
- Urban Center
- Town Center
- Community Center
- Rural Village*
- (with core area)
- Mixed Use Transit Corridor
- Special Use Center

- (2-D visualization locations)
- (3-D visualization locations)
- (Photo locations)

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THE REGIONAL COMPREHENSIVE PLAN

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Barrio Logan

Place Type: Community Center
Cesar Chavez Prkwy and Main St.
near Barrio Logan Station – San Diego, CA
Cesar Chavez Prkwy and Main St. near Barrio Logan Station – San Diego, CA

Existing

Conceptual
El Cajon

Place Type: Community Center
Marshall Avenue at the El Cajon Transit Center – El Cajon, CA

Existing

Conceptual
Escondido

*Place Type: Town Center*
Valley Parkway at the Escondido Transit Center – Escondido, CA
Valley Parkway at the Escondido Transit Center – Escondido, CA

Existing

Conceptual
Chula Vista

Place Type: Urban Center
E Street near Bayfront/
E Street Trolley Station – Chula Vista, CA
E Street near Bayfront/
E Street Trolley Station – Chula Vista, CA

Existing

Conceptual
La Mesa

Place Type: Urban Center
3-D Simulation
Design Guidelines
Planning and Designing for Pedestrians

- Walkable Communities Primer
- Reference tool for local agencies
Smart Growth Design Guidelines
A key to successful smart growth
Smart Growth Tool Box

Planning Tools
- Outreach Program
- Web Based Smart Growth Concept Map
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Financing Tools
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