MAPPING SMART GROWTH IN THE SAN DIEGO REGION
FACT SHEET
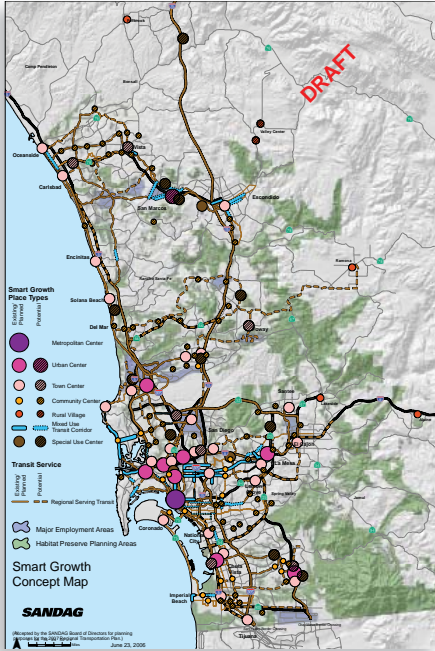
Smart Growth Concept Map

What is Smart Growth?

Smart growth is a compact, efficient, livable and environmentally-sensitive urban development pattern. It focuses future growth and infill development close to jobs, services, and public facilities to maximize the use of existing infrastructure and preserve open space and natural resources.

Smart growth is characterized by more compact, higher-density development in key areas throughout the region that is walkable, near public transit, and promotes good community design. It results in more housing and transportation choices for those who live and work in these areas. This planning approach is visualized in the SANDAG "Smart Growth Concept Map" (Concept Map).

Preparing the Smart Growth Concept Map

The Regional Comprehensive Plan (RCP) calls for better coordination between land use and transportation. The Concept Map is a key ingredient to successfully implementing the RCP, as it identifies locations within the region that can support smart growth and transportation investments. This innovative and collaborative map will serve as the foundation for refining the regional transit network and identifying other transportation needs in the development of the 2007 Regional Transportation Plan (RTP). It also will be used to determine eligibility to participate in the Smart Growth Incentive Program funded through *TransNet*.

The Concept Map contains almost 200 existing, planned, or potential smart growth locations. Planning professionals from all jurisdictions — each of the cities and the county — have provided the

recommendations for these specific locations. As a result, this is truly a collaborative document. The SANDAG Board of Directors has accepted the draft Concept Map for planning purposes for the 2007 RTP.

Recognizing the Importance of Flexibility

SANDAG understands that smart growth is not a "one size fits all" approach. What makes sense in one community may not be appropriate in another. In addition to input from the cities and county, feedback from the public also was critical in creating the Concept Map, and remains paramount to refining it through future stages.

For example, smart growth in a large metropolitan center like downtown San Diego or a lively urban center like University City looks and feels different from a town center in Escondido or a community center in Imperial Beach. The following defines the types of smart growth areas that are featured on the map.
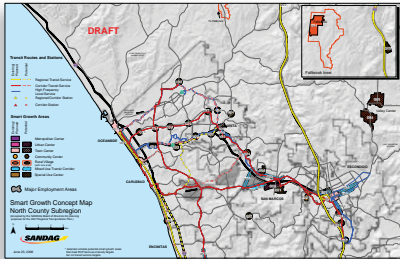
Metropolitan Center
» The region's primary business, civic, commercial, and cultural center
» Mid- and high-rise residential, office, and commercial buildings
» Very high levels of employment
» Draws from throughout the region and from beyond the region's borders
» Served by numerous transportation services
» Example: Downtown San Diego

Urban Center
» Subregional business, civic, commercial, and cultural centers
» Mid- and high-rise residential, office, and commercial buildings

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North County Subregional Map

North City Subregional Map
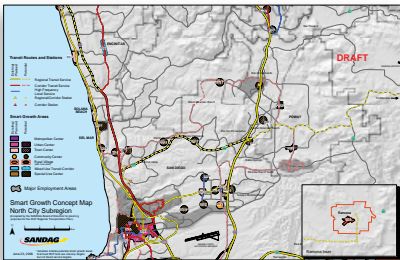

Central and East County Subregional Map

South County Subregional Map

»   Medium to high levels of employment
»   Draws from throughout the region, with many from the immediate area
»   Served by transit lines and local bus services
»   Examples: University City, Uptown/ Hillcrest, Chula Vista Urban Core

Town Center

»   Suburban downtowns within the region
»   Low- and mid-rise residential, office, and commercial buildings
»   Some employment
»   Draws from the immediate area
»   Served by corridor/regional transit lines and local services or shuttle services
»   Examples: Downtowns of La Mesa, Oceanside, National City, Encinitas, and others

Community Center

»   Areas with housing within walking/ biking distance of transit stations
»   Low- to mid-rise residential, office, and commercial buildings
»   Draws from nearby communities and neighborhoods
»   Served by local high-frequency transit
»   Examples: Imperial Beach 9th and Palm, Otay Ranch Heritage Village

Rural Village

»   Distinct communities within the unincorporated areas of San Diego County
»   Low-rise employment and residential buildings
»   Draws from nearby rural areas
»   Concentrated local road network within the village, with possible local transit service
»   Examples: Alpine, Fallbrook

Mixed Use Transit Corridor

»   Areas with concentrated residential and mixed use development along a linear transit corridor
»   Variety of low-, mid- and high-rise buildings, with employment, commercial and retail businesses
»   Draws from nearby communities
»   Examples: University Avenue and El Cajon Blvd. in San Diego, Mission Road in Escondido, La Mesa Blvd. in La Mesa, South Santa Fe in Vista
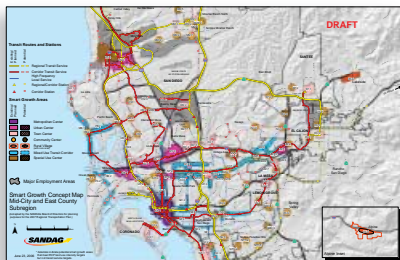
Special Use Center

»   Employment areas consisting primarily of medical or educational facilities
»   Variety of low-, mid- and high-rise buildings
»   Dominated by one non-residential land use (e.g., medical or educational)
»   Draws from throughout the region or immediate subregion
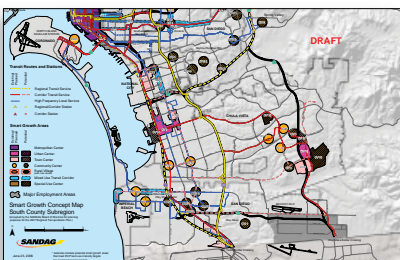»   Examples: SDSU, Sharp Memorial Hospital, Cal State San Marcos, UCSD

The Concept Map contains almost 200 smart growth areas, with 40 percent qualifying as existing or planned, and 60 percent as potential. Because land use authority rests with the cities and county, each jurisdiction is responsible for making recommendations for future amendments to the map as their general plans are updated. For more information on the Smart Growth Concept Map and smart growth incentives, go to www.sandag.org/rcp.