



Tools to Implement the Regional Comprehensive Plan

Smart Growth Tool Box

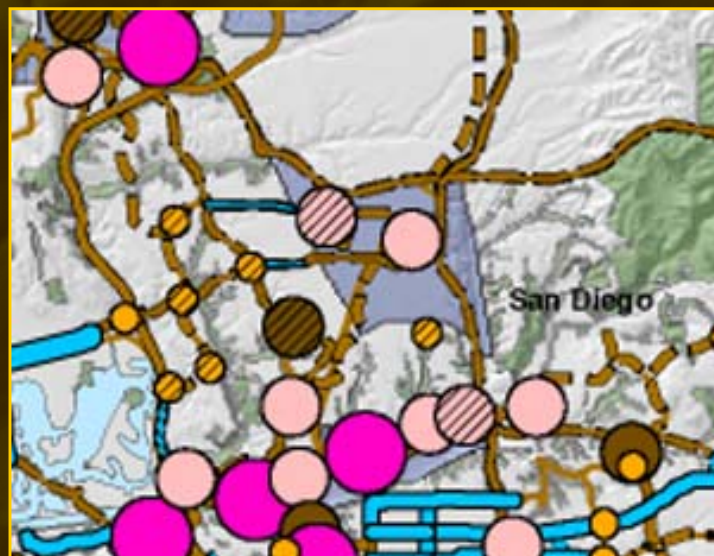
Our vision. Our future.

THE REGIONAL COMPREHENSIVE PLAN



Today's Topics

- Regional Comprehensive Plan (RCP)
- Smart Growth Concept Map
- Smart Growth Tool Box

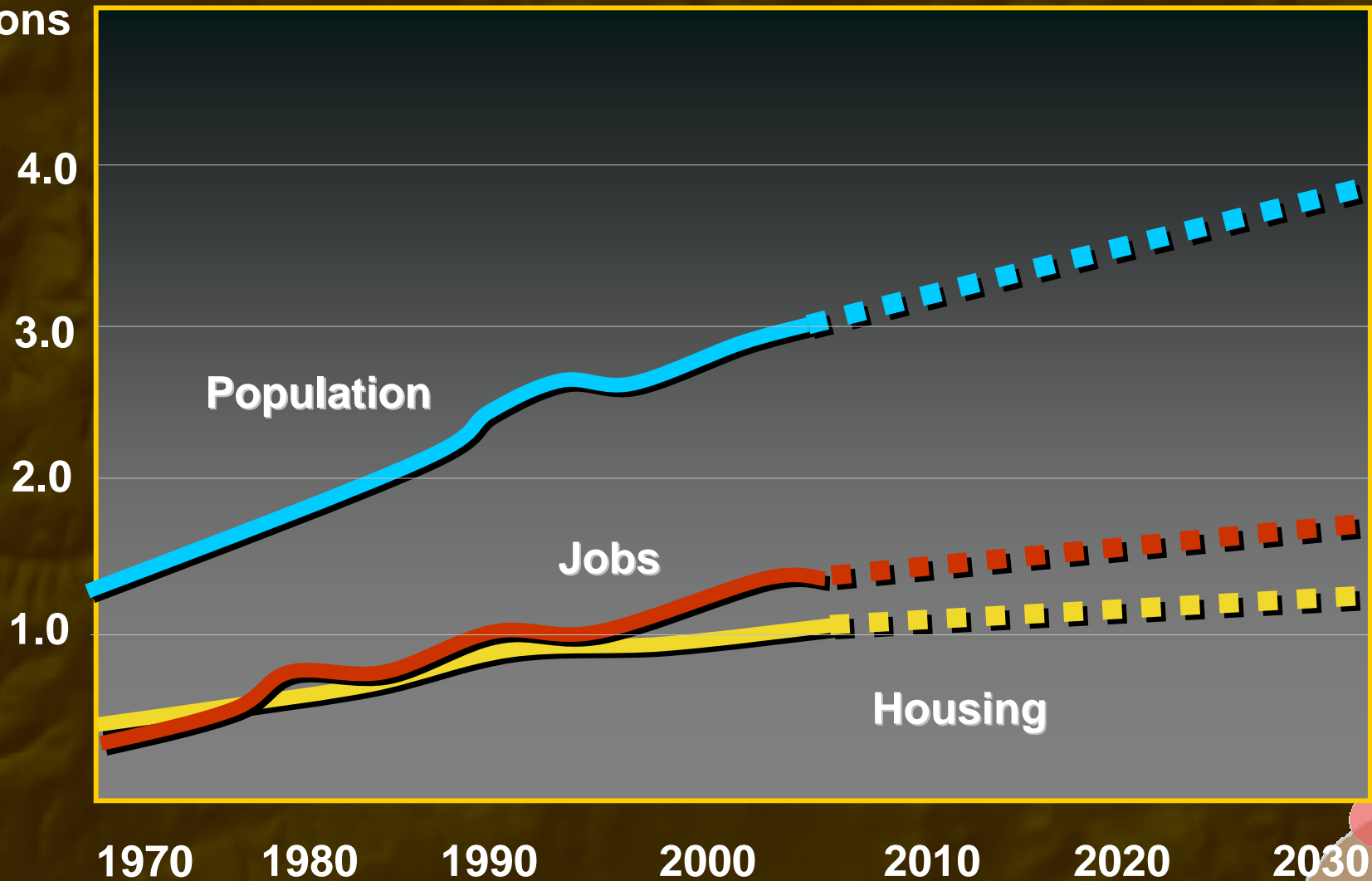


SANDAG Member Agencies



A Look at the Future

Millions



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

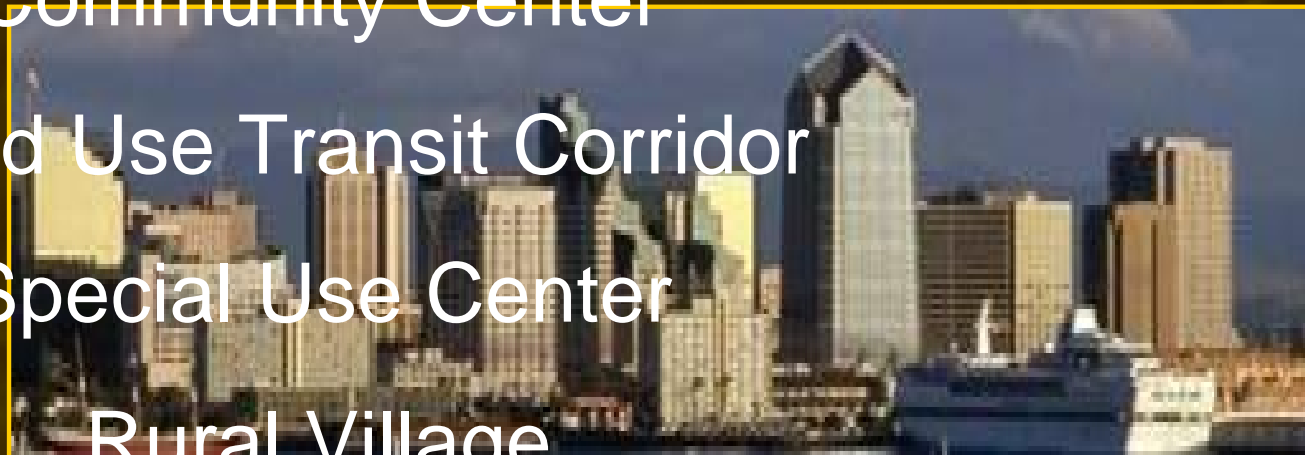


Community Center



Mixed Use Transit Corridor

Special Use Center

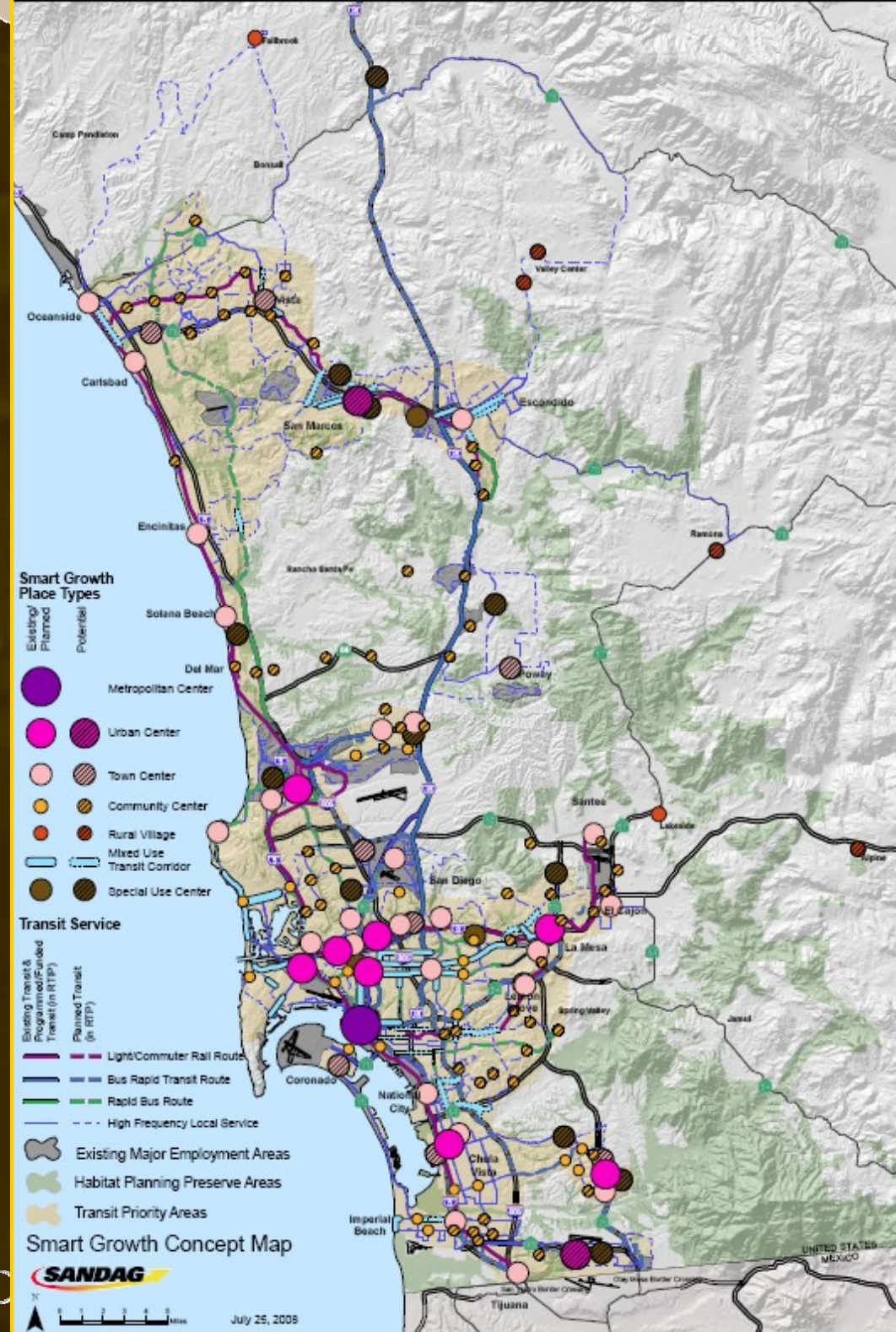


Rural Village

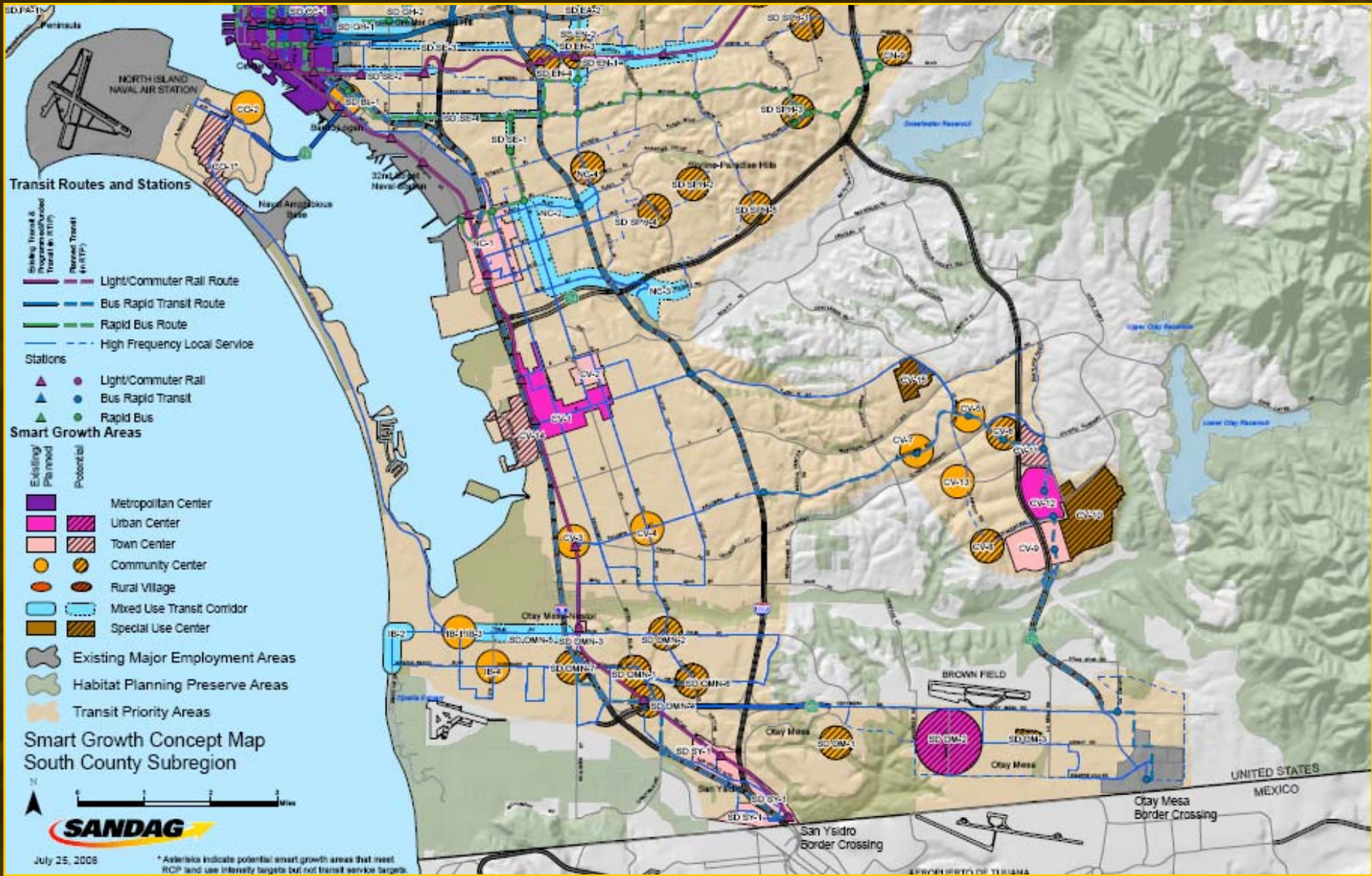
Smart Growth Concept Map

Smart Growth Areas

Existing/ Planned	Potential	
		Metropolitan Center
		Urban Center
		Town Center
		Community Center
		Rural Village* (with core area)
		Mixed Use Transit Corridor
		Special Use Center



Subregional Maps



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

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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:

Location:

Land Use and Transportation

The **Regional Comprehensive Plan** establishes **land use and transportation** targets for each jurisdiction. If the areas on the map meet the targets, they are identified as "Smart Growth" areas. If they do not, but they show potential, they are identified as "Potential" areas. About 40 existing/Planned smart growth areas, and the potential areas. The following **Listing of Smart Growth Areas** (by jurisdiction) shows the status of each area.

Uses of the Map

The Smart Growth Concept Map is the most important implementation initiatives of the RCP, serving as a key component that provides the framework for the region's future transit networks, providing higher priority for peak period transit services that link smart growth areas to transit.

PROGRAMS

- Land Use and Regional Growth
- Transportation
- Housing
- Economics and Finance
- Environment
- Borders
- Public Safety

RESOURCES

- Demographics and Other Data
- Maps and GIS
- Publications

SERVICES

- Public Information Office
- Service Bureau
- FasTrak
- RideLink

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List of Areas by Jurisdiction

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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:

Location:

- Select a Location
- ES 1 - Downtown Specific Plan and Mercado Area ...**
- ES 2 - Mission Road from Interstate 15 to Escon...
- ES 3 - East Valley Parkway from Fig Street to M...
- ES 4 - South Escondido Boulevard from Fifth Ave...
- ES 5 - Felicita Avenue and Centre City Parkway...
- ES 6 - Citracado Parkway and Centre City Parkwa...
- ES 7 - North County Fair (Bear Valley Parkway a...
- ES 8 - Nordahl Sprinter Station at Nordahl Road...

Land Use and Transportation

The **Regional Growth targets** for each jurisdiction, they are identified future opportunities. About 40 percent of the area remaining 60 percent of the area.

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.

PROGRAMS

- Land Use and Regional Growth
- Transportation
- Housing
- Economics and Finance
- Environment
- Borders
- Public Safety

RESOURCES

- Demographics and Other Data
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- RideLink

Maps and Site Descriptions

RESOURCES

- Demographics and Other Data ▾
- Maps and GIS ▾
- Publications ▾

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EMAIL NEWSLETTER

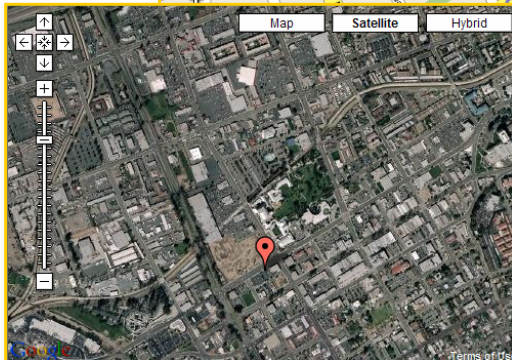
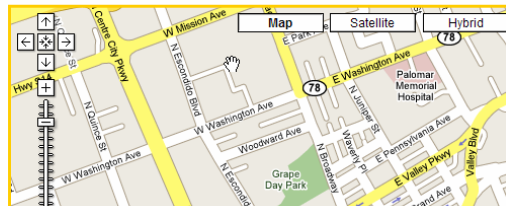
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Jurisdiction:

Location:



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 (CCAE), 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

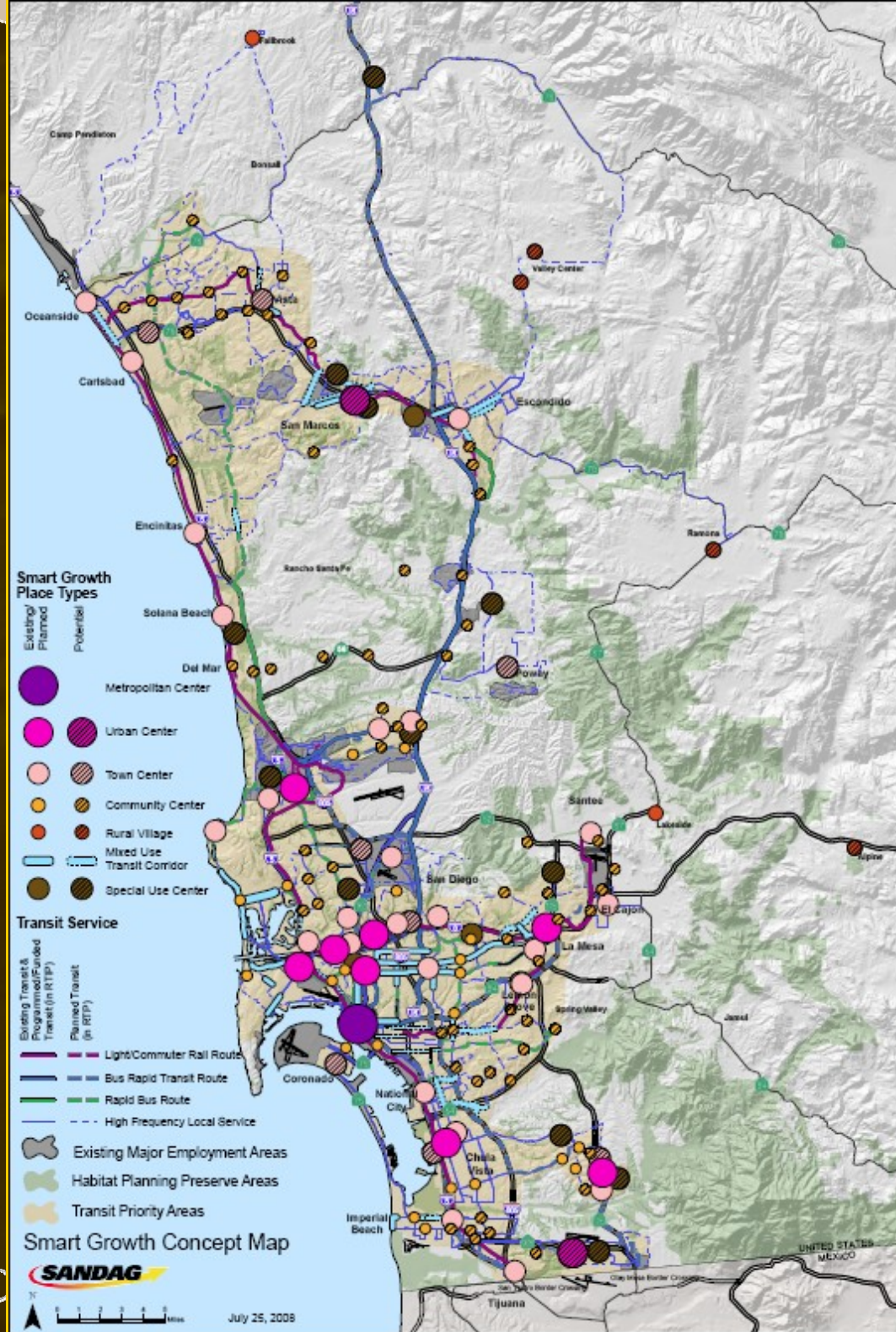
Visualization Tools and Photo Library

Smart Growth Concept Map

Smart Growth Areas

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





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



Urban Advantage

Marshall Avenue at the El Cajon Transit Center – El Cajon, CA



Existing

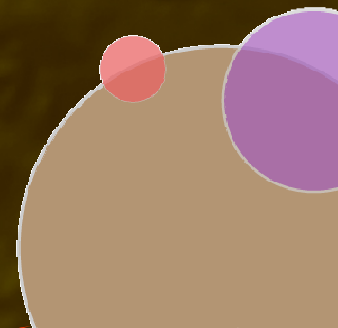


Conceptual



Escondido

Place Type: Town Center



Valley Parkway at the Escondido Transit Center – Escondido, CA



Urban Advantage

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

Grossmont Shopping Center – La Mesa, CA



3-D Simulation



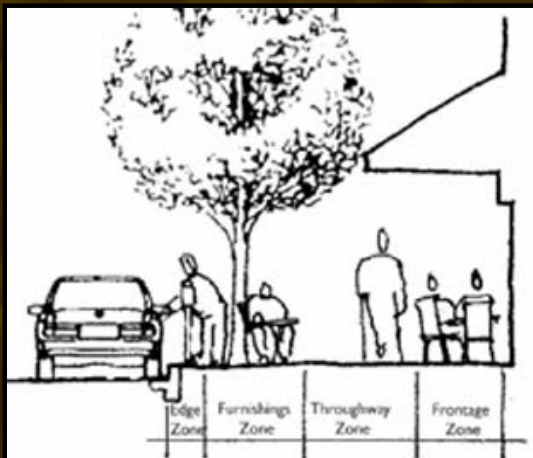
Smart Growth Photo Library



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

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