MAPPING SMART GROWTH IN THE SAN DIEGO REGION
FACT SHEET

Regional Scale Smart Growth Concept Map

Visualizing smart growth possibilities...
Existing conditions in Chula Vista (above);
Conceptual opportunities (below)

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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 urbanized areas throughout the region that is walkable, bike-friendly, 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 illustrated by the SANDAG Smart Growth Concept Map (Concept Map).

Preparing the Smart Growth Concept Map

San Diego Forward: The Regional Plan calls for better coordination between land use and transportation. The Concept Map is a key tool used to implement the Plan, as it identifies locations within the region that can support smart growth and transportation investments. This innovative and collaborative map is used to refine the regional transit network and to identify other transportation needs. It also serves to determine eligibility to participate in the Smart Growth Incentive Program funded through *TransNet*.

The Concept Map contains over 200 existing, planned, or potential smart growth locations. Planning professionals from the region's jurisdictions — each of the 18 cities and the County of San Diego — identified the specific Smart Growth Opportunity Areas shown on the map. In addition to input from the cities and County, feedback from the public also was important in creating the Concept Map. The most recent technical update was completed in 2016 to incorporate the updated transit network included in the Regional Plan.

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.

For example, smart growth in a large metropolitan center like Downtown San Diego or an urban center like University City looks and feels different from a town center in Encinitas or a community center in Imperial Beach. Characteristics of the seven smart growth place types featured on this map can be found on page 2 of this fact sheet. In addition, each place type has residential, employment, and transit service targets. Descriptions of all of the Smart Growth Opportunity Areas and targets can be found in the Site Descriptions document, available at sandag.org/smartgrowth.

Because land use authority rests with the cities and County, each jurisdiction is responsible for making recommendations for future updates to the map as their general and community plans are amended or updated. For more information on the Smart Growth Concept Map, smart growth incentives, visual simulations, and other implementation tools, go to sandag.org/regionalgrowth.
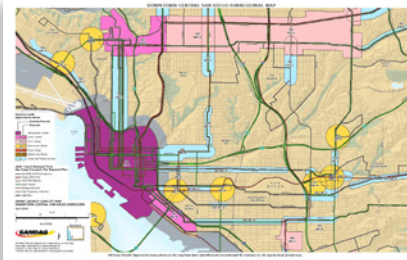
North County Subregional Map
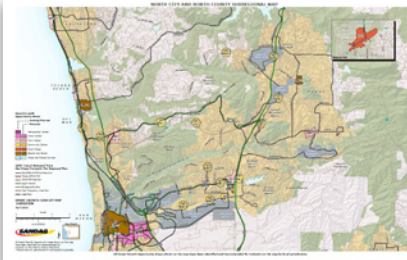
North City and North County Subregional Map

Mid-City and East County Subregional Map

Downtown-Central Subregional Map

South County Subregional 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 people from throughout the region and from beyond the region's borders
» Served by numerous transportation services and transit options
» Example: Downtown San Diego

Urban Center

» Subregional business, civic, commercial, and cultural centers
» Mid- and high-rise residential, office, and commercial buildings
» Medium to high levels of employment
» Draws people 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 people from the immediate area
» Served by corridor/regional transit lines and local services or shuttle services
» Examples: Downtowns of La Mesa, Oceanside, 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 people from nearby communities and neighborhoods
» Served by local high-frequency transit
» Examples: Clairemont Town Square, Vista Village Transit Center

Rural Village

» Distinct communities within the unincorporated areas of San Diego County
» Low-rise employment and residential buildings
» Draws people 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 people from nearby communities
» Examples: University Avenue and El Cajon Boulevard in San Diego, Mission Road in Escondido, North Santa Fe Avenue 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 people from throughout the region or immediate subregion
» Examples: San Diego State University, Cal State San Marcos, UC San Diego, University of San Diego