THE COMPLETE BOULEVARD PLANNING STUDY

Smart Growth Incentive Program Planning Grants Application

Submitted by:
The City of San Diego

JANUARY 18 2013
NON-CAPITAL GRANT APPLICATION FORM

Project Title:
Complete Boulevard Planning Study

Applicant (Agency):
City of San Diego

Application Amount Requesting:
$400,000

APPLICATION CHECKLIST

Application Requirements: (Please indicate application completeness by checking the following boxes)

☐ Eight hard copies and one CD of the complete Smart Growth Incentive Program application (including all attachments)

☐ Resolution including all statements provided in the Sample Resolution on page A-16

☐ Format: provide narrative responses in the spaces provided in the application form

☐ Documentation of matching funds

☐ Vicinity maps showing project location, land developments related to the project area, and local/regional Street, bicycle, transit, and highway facilities within and near the project area (may be printed on paper up to 11x17)

☐ Project Scope of Work, Schedule and Budget

Recommended Application Elements: (Please check boxes if applicable)

☐ Documentation of support for the project from community groups or individuals

☐ Aerial photos and other photographs depicting existing conditions

If any of the above-required elements are not included with the application by the January 18, 2013 deadline, the application will be deemed ineligible.
GRANTEE STATEMENTS
(Please check the following boxes; sign and date below)

☐ The proposed grantee has read the standardized sample grant agreement

☐ The proposed grantee understands that SANDAG will not reimburse applicants for expenses incurred prior to execution of a grant agreement.

☐ If the SANDAG Board of Directors approves the grant, the proposed grantee agrees to sign and return the standardized grant agreement to SANDAG, without exceptions, within 45 days of receipt.

☐ The proposed grantee agrees to comply with SANDAG's Board Policy No.035 Competitive Grant Program Procedures, which outlines “use-it-or-lose-it” project milestones and completion deadlines. Board Policy No.035 is included in the standardized grant agreement as Attachment B, and is also on the SANDAG website at the following link: http://www.sandag.org/organization/about/pubs/policy_35.pdf

☐ The proposed grantee understands that all invoices must be accompanied by a written progress report of the charges for both requested reimbursement of grant and matching funds and submitted to SANDAG no less frequently than quarterly. The grantee's project accounting system should be in harmony with a quarterly invoicing schedule. Invoice and progress report templates are available on the SANDAG website at the following link: http://www.sandag.org/grants/forms

☐ The proposed grantee understands that upon approval of funding by the SANDAG Board of Directors, the applicant will provide a copy of their approved indirect cost rate audit or their proposed indirect cost rate methodology, if charging for overhead, to SANDAG for review and approval, which must occur prior to execution of the grant agreement.

☐ The proposed grantee understands that a resolution including the requirements of Board Policy No.035, Section 4.1, must be submitted to SANDAG with the grant application, but no later than 4pm on January 18, 2011.

I certify that, I agree with the above statements, have reviewed the Active Transportation Grant Program Guidelines, and that the information submitted in this application is accurate and in accordance with these guidelines.

I have the authorization to submit this grant on behalf of my organization.

Jay M. Goldstone
Chief Operating Officer

Grantee Name (print or type) Title

[signature]

[signature/can't be electronic] Date (mm/dd/yyyy)

PLANNING GRANTS FY 2011 – FY 2013 SMART GROWTH INCENTIVE PROGRAM APPLICATION FORM A-2
PROJECT SUMMARY

Applicant (Agency):  
City of San Diego

Project Title:  
Complete Boulevard Planning Study

Smart Growth Opportunity Area Identifier: (i.e. CV 3 Palomar Gateway at Palomar Street and Industrial Boulevard; see http://www.sandag.org/smartgrowth to confirm location)  
SD-NP-2 El Cajon Boulevard (Mixed-Use Transit Corridor)

Project Area Limits: e.g. 4th St. between Laurel St. and Ash St., and 5th St. between Laurel St. and Ash St.  
- El Cajon Boulevard between Florida Street and Interstate-805;  
- El Cajon Boulevard between Highland Avenue and 50th Street.

Brief Project Description: Please provide a brief description of the proposed project in the space provided below.

The Complete Boulevard Planning Study has been designed to help realize the transformative potential of Bus Rapid Transit (BRT) in Mid-City by creating landmark destinations that contribute to the livability and economic vitality of BRT serving communities. The Study proposes enhancement of two primary study areas along the soon-to-be completed Boulevard Rapid Bus line by providing urban design interventions to improve multi-modal mobility at key locations. The proposed improvements would connect surrounding residential communities to the new route, and create landmark destinations that contribute to the sustainability, economic vitality, and well-being of communities that the BRT serves.

Primary Contact Person (Project Manager): Michael Prinz  
Title: Associate Planner

Street Address: 1222 First Avenue  
City and Zip Code: San Diego, 92101

Phone: (619) 533-5931  
E-mail Address: mprinz@sandiego.gov

OTHER PROJECT PARTNERS: El Cajon Boulevard Business Improvement Association; City Heights Community Development Corporation.

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<th>SGIP Grant Funds Request</th>
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Total Project Cost = Active Transportation Grant Funds + Matching Funds $ 495,000.00
Please insert the proposed project location map here, or include the map as attachment 1 in your application.
# APPLICATION QUESTIONS

## Funding Sources:

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The North Park and Mid-City communities of City Heights and Kensington-Talmadge are centrally located in the City of San Diego. The area is currently one of the highest transit ridership areas in the City of San Diego. In addition to the local, high-frequency bus lines that currently travel through Mid-City along the El Cajon Boulevard transit corridor, station planning is nearing completion on two new transit lines that will serve these communities: the El Cajon Boulevard Rapid Bus service, and the I-15/SR-15 Bus Rapid Transit (BRT) service.

Most of the El Cajon Boulevard corridor is identified as an existing Smart Growth Mixed-Use Transit Corridor on SANDAG’s Smart Growth Concept Map (SD-NP-2 & SD-CH-5). A portion of the route, where it intersects with the proposed SR-15 Bus Rapid Transit Line (scheduled to begin service in 2015), is identified as a Planned Town Center (SD-CH-1). One block to the north and south of the Boulevard are two major parallel east-west surface streets – Howard/Orange Avenue and Meade Avenue – which are presently suggested Bike Routes, and are proposed to be upgraded to Bike Boulevards in the City’s Bicycle Master Plan. Because the Boulevard supports 20-30 thousand average daily car trips through most of its length, the commercial district supports a modest to high level of retail activity. However, it suffers from a lack of identifiable centers of activity that would encourage destination trips from either outside or within the Mid-City area.

The goal of this project is to create identifiable destinations at nascent commercial nodes where new Rapid Bus stations are proposed along the Boulevard corridor; to facilitate multi-modal connections between the Rapid Bus stations at these nodes and their surrounding residential neighborhoods; to stimulate economic development along the corridor; and to maximize the region’s return on the transit investment made in the Rapid Bus project.

The Study proposes to develop a menu of urban design interventions to improve multi-modal access, wayfinding, lighting, and community identity in the vicinity of three Rapid Bus stations on El Cajon Boulevard. The study will include feasibility analyses, pre-engineering drawings, and schematic designs that produce projects eligible for subsequent rounds of capital funding.
SMART GROWTH DEVELOPMENT POTENTIAL OF PROPOSED PROJECT AREA

Please describe the smart growth development potential of the proposed planning area. Describe how the existing setting will facilitate future smart growth development, specifically in terms of:

- Available land and/or right-of-way
- Existing urban form to support smart growth
- Proposed densities relative to the area’s smart growth place type
- Any other features that make this location a good area for smart growth development

The Complete Boulevard Planning Study area has excellent Smart Growth development potential, as recognized by the North Park and Mid-City Communities Plan, the City of San Diego General Plan, and the SANDAG Regional Comprehensive Plan.

As an early urbanized community in the City of San Diego, the backbone of the mid-city urban form within the project area is a grid-pattern street system. At the project location, this street system includes the major east-west commercial-transportation corridor and two secondary east-west corridors, as well as more than twenty north-south streets. El Cajon Boulevard provides access to the regional highway system through connections to Interstate-805 and State Route-15. Additionally, the secondary east-west corridors of Meade Avenue and Howard/Orange Avenue carry less vehicle traffic, and are well suited to serve as corridor bicycle routes as envisioned. Within the project area, there is an existing Class III bike lane on Howard/Orange Avenue and a planned Bike Boulevard on Meade Avenue within the North Park portion of the study area. In addition to the City’s Bicycle Master Plan, the two east-west corridors are within SANDAG’s Regional Bike Network.

Another feature of mid-city that gives it high potential for Smart Growth development is its easy access to multiplex high-frequency local bus services and its planned El Cajon Boulevard Rapid Bus and I-15/SR-15 Bus Rapid Transit services. These bus routes currently provide access to the Downtown San Diego employment center, to San Diego State University, and to the trolley at the La Mesa station, and connect to other bus services that provide access to the Green Line trolley. The developing Rapid Bus and Bus Rapid Transit services will provide faster access to Downtown San Diego and San Diego State University, as well as service to other employment centers along the I-15 corridor.

The project area and adjacent neighborhoods of mid-city are also home to a number of public facilities that residents can easily access by bus, bicycle, and walking. These facilities include public and private schools, parks, recreation centers, libraries, police stations, and a post office. Also, significant cultural and mixed-use nodes are prominent within the study area including:

- Little Saigon (46th Street to Euclid) an epicenter of Vietnamese culture and commercial vitality that bridges the Talmadge and City Heights communities;
- 30th Street (Ohio to Utah St), a crossroads where the Rapid bus meets one of San Diego’s finest emerging gastropub districts, which runs the length of 30th St; and
- Texas Street (Texas to Alabama St.) encompassing the historic Lafayette Hotel and the west end’s nascent restaurant row.

Most of the El Cajon Boulevard corridor is identified as an existing Smart Growth Mixed-Use Transit Corridor in SANDAG’s Smart Growth Concept Map (SD-NP-2 & SD-CH-5). SANDAG’s minimum residential density for the Town Center place type is 20 dwelling units per acre, and the minimum density for a Mixed-Use Transit Corridor is 25 dwelling units per acre. Consistent with these place type definitions, El Cajon Boulevard is designated in the North Park and Mid-City Communities Plan (MCCP) for commercial/mixed-use development at densities above 20 dwelling units per acre. For a majority of the study area, the community plans allow for densities above 40 units per acre.
PROJECT GOALS AND OBJECTIVES

In the space below, please describe the objectives of the proposed planning effort, and outline how they will result in development and/or transportation infrastructure that will support smart growth and increase housing and transportation choices. Specific objectives relating to area transit facilities or access, existing or proposed bicycle facilities, and proposed enhancements to the pedestrian environment should be addressed in this section as well.

The primary goal of the Complete Boulevard project is to realize the transformative potential of the Rapid Bus in Mid-City by creating landmark destinations that contribute to the livability and economic vitality of the communities that the Rapid Bus serves.

According to an analysis prepared for the El Cajon Business Improvement Association, the western study area contains approximately 7,300 residential dwelling units within a 6 minute walk of the transit line. The North Park Community Plan would allow for an additional 5,000 units within the same area. By focusing on transit, pedestrian, and bicycle infrastructure improvements, the proposed Study would further promote the corridor as a major opportunity area for smart growth development.

The project proposes to develop enhancements to the multi-modal infrastructure along the soon-to-be completed Boulevard Rapid Bus line. By utilizing and building upon the efforts of previous studies and resources, the Complete Boulevard Planning Study would identify community-supported infrastructure and urban design improvements at key locations and Rapid Bus stations. Community residents, businesses and stakeholders would be provided the opportunity to be included in a diverse, collaborative effort to prioritize the transportation infrastructure investments that best serve the community's needs.

The Study would analyze a variety of urban design interventions and infrastructure improvements around the planned Rapid Bus Stations. The proposed improvements would be refined and tailored to each station area to further promote the use of alternative modes of transportation along the corridor. The infrastructure investments may consist of:

- Station identification/gateway elements;
- Pedestrian safety and mobility improvements, such as bulb-outs and modified crossings;
- Bicycle infrastructure, such as bike parking, bike lanes and fixit bike repair stands
- Sidewalk/pavement upgrades
- Installation of pedestrian-scale lighting, bio-swales, trees & wayfinding
- Enhanced parking management
- Signature street furniture that reinforces local identity.

A primary objective of the Study would be to produce recommendations that are implementable. Through feasibility analyses that would include mobility studies and environmental review, a menu of improvements would be moved forward for preliminary engineering. The preliminary engineering (PE) analysis would address design aspects related to the infrastructure improvements that would be incorporated into the design of the projects. The PE analysis would result in PE drawings at 30% design. The extensive design would produce transportation infrastructure projects that are eligible for inclusion in the City’s Capital Improvements Program as well as subsequent rounds of Capital Grant funding.
PROPOSED METHOD TO MEET SGIP PROGRAM OBJECTIVES

In the space below, please outline the scope of work for the proposed planning effort, and describe how it will meet the objectives listed above. Please describe the specific deliverables that will be developed (i.e. market demand analysis, detailed land use alternatives, form-based codes, parking management strategy, area-specific design standards, etc.), and how the public will be involved. Detail should be provided describing how opportunities for public participation will be publicized and to which groups.

Community Outreach
In developing the Complete Boulevard Planning Study, previous and ongoing efforts developed within the project area would be synthesized and analyzed through a collaborative community outreach process that includes residents, businesses, stakeholders, and transportation advocates. Specific efforts that will be drawn upon include, but are not limited to: AECOM’s Design Guidelines for the Little Saigon district; KTU&A’s traffic calming and walkability plan for El Cajon Boulevard’s West End; an economic market study developed by MetroEdge; and projects included in the City of San Diego’s Pedestrian Master Plan. A Community Outreach and Participation Framework would be produced to ensure broad and diverse inclusion in the development of the study and the prioritization of recommendations. As many as three (3) community workshops/open houses would be held to gather input and feedback addressing public priorities for all modes of transportation as well as the preferred locations of proposed improvements. In addition to the community workshops, residents and stakeholders will have the opportunity to participate through non-traditional avenues such as a multi-modal mobility questionnaire and online surveys through social media.

Feasibility Analysis
Building upon the previous public and private efforts along El Cajon Boulevard, the feasibility analysis will focus on the opportunities and constraints of the proposed multi-modal recommendations. The analysis will include a review of existing conditions of all modes of transportation as well as the community character of the study area. The future conditions analysis will analyze the potential of the area under build-out conditions of the adopted community plans. The mobility analysis will help determine which recommendations developed through the Community Outreach process would receive environmental review and determination consistent with the California Environmental Quality Act (CEQA).

Concept Refinement and Prioritization
The feasibility analyses will be used in concert with the community outreach strategy to develop refined conceptual designs of transportation improvements as well as a prioritization implementation list of projects. The prioritization list will identify a variety of funding sources, including existing sources (Parking District revenues, Maintenance District Capital funds, various City CIP funds, future Smart Growth Capital grants) and future proposed sources (developer exactions, regional and City infrastructure bonds, local special districts, and others sources to be identified or developed), detailed cost estimates, and the appropriate steps necessary for completion.

Preliminary Engineering
The Preliminary Engineering analysis will be performed on the highest priority projects. The analysis will allow for the development of thirty percent (30%) engineered drawings for proposed improvements that have received complete feasibility analysis. The development of thirty percent (30%) drawings would produce projects that could be implemented through subsequent rounds of capital grant funding, or through the City’s Capital Improvements Program.

Schematic Design
The Schematic Design component of the Study will produce Urban Design recommendations for the Study area that highlight the El Cajon Boulevard corridor as a community destination. The Urban Design recommendations will address design aspects related to signage, street furniture, lighting, and wayfinding.
IMPLEMENTATION

Please list the steps required to initiate the planning process and the implementation mechanisms that will result from this planning effort. The applicant should specify if the plan will result in specific regulatory mechanisms to facilitate smart growth, such as a master plan or EIR, or other mechanism that allows for administrative approval of development projects. Otherwise, the applicant should describe what changes will be enacted as a result of the planning effort. Finally, the applicant should identify any potential significant obstacles to successful implementation, including but not limited to cultural or environmental concerns, and how they may be addressed and incorporated into the planning effort.

The San Diego City Council authorized submittal of this grant application along with the expenditure of staff time and the allocation of funding from the City of San Diego Mid-City Community Parking District as matching funds to this project. Should this grant proposal be awarded, City staff will begin soliciting for professional consultant services and will ultimately select a consultant or consultant team to complete the proposed scope of work.

The Planning Study will prepare a comprehensive feasibility analysis that fully evaluates the opportunities and constraints of the proposed recommendations. The analysis will include a mobility analysis that reviews the potential impacts to all modes – pedestrians, bicyclists, transit riders, and automobiles. In addition, the Feasibility Analysis will also include a detailed environmental analysis as required by the California Environmental Quality Act (CEQA). The CEQA analysis would be conducted for a select list of prioritized projects to increase project-readiness in preparation for subsequent capital funding opportunities. The prioritized projects would receive preliminary engineering design of 30%.

The CEQA process represents the most significant potential obstacle to implementation. Until the feasibility study begins, it is difficult to predict the level of analysis required for the proposed infrastructure improvements. If the proposed recommendations necessitate the preparation of extensive environmental analyses, the volume of proposed improvements that could be implemented through the subsequent capital grant program, or through the City’s Capital Improvements Program, may be limited.
Please describe:

a. How the applicant has demonstrated a commitment to implement smart growth, based on existing plans, policies, incentives, ordinances, or approved smart growth projects.

b. The extent of community support for the proposed planning effort.

A. Planning for smart growth and walkable, transit-friendly communities has been a part of the City of San Diego’s planning framework for more than three decades. This legacy was continued with an update to the City’s General Plan in 2008. The updated General Plan has a strong sustainability focus and includes the City of Villages growth strategy to focus growth into walkable, compact, mixed-use activity centers that are linked to the regional transit system. The General Plan is consistent with the Regional Comprehensive Plan and helps the region meet SB 375 greenhouse gas emission targets. The City also supports smart growth through innovative regulations contained in the Land Development Code, such as: mixed-use commercial zones, parking reductions for transit-areas, small-lot residential and townhouse zoning, bicycle parking requirements, and new provisions for urban agriculture. In addition, the City’s Street Design Manual recognizes the role that streets play in shaping the form of the urban environment and was recognized by the State Office of Planning and Research as an example of a complete streets implementation document. The City has also furthered smart growth implementation through its community plans, Bicycle Master Plan, Pedestrian Master Plan, corridor studies, and its pioneering Transit-Oriented Development Design Guidelines (1992).

The North Park and Mid-Cities Community Plans, the policy documents for the project area, support mixed-use, pedestrian-oriented development along the corridor. The community plans and implementing zoning allow densities of up to 45 dwelling units per acre for transit-oriented, mixed-use projects.

With two major rapid bus projects imminent, El Cajon Boulevard is in now in a unique position to further that investment with improvements to the pedestrian environment to showcase how transit can spur neighborhood development and continue the transformation of El Cajon Boulevard from a historic auto-oriented corridor into a multi-modal pedestrian-friendly asset that links the surrounding neighborhoods. A sense of place for the pedestrian is needed to create the synergy that will encourage walkability and more neighborhood-serving business development on El Cajon Boulevard.

B. This community has shown support for higher density along the El Cajon Boulevard corridor through the community planning process that resulted in the adoption of the Mid-City Communities Plan, and through the current update process for the Greater North Park Community Plan. The City Heights community has also rallied in support of transit and mobility projects to increase mobility options for residents. The proposed project rests within three different community planning group areas: North Park, City Heights, and Kensington/Talmadge. The ten-mile Mid-City Rapid Bus project will begin construction shortly. This high-speed, limited-stop service will run between San Diego State University (SDSU) and downtown San Diego. This major investment is the first step in creating a large rapid bus system in the region. Half of the future stations are located on El Cajon Boulevard. This community has rallied around this project, and also the SR-15 - CenterLine- Rapid Transit System. There have been multiple community outreach and participation efforts, including the Stakeholder Working Group established through the Mid-City BRT Station Area Planning Study grant. A diverse group of community members and business owners remain continually engaged in all transit-related projects within the community.

The project was proposed by the El Cajon Boulevard Business Improvement Association in partnership with the City Heights Community Development Corporation. The project received a unanimous vote of support from the Kensington/Talmadge Community Planning Committee on December 12, 2012; it received a unanimous vote of support from the City Heights Area Planning Committee on January 7, 2013; and it received a unanimous vote of support from the Greater North Park Community Planning Committee on January 15, 2013.

Additional support has been expressed by the Little Saigon Foundation and by business owners along the business corridor.
MATCHING FUNDS

In the table below, please list the sources and amounts of any and all approved matching funds. Matching funds may include in-kind staff costs associated with project oversight, up to 10 percent of the total project cost.

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<td>Mid-City Community Parking District</td>
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<tr>
<td>In-Kind Staff Costs</td>
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Briefly describe any other aspects of the project that are relevant to its scoring.

Large public investments have already been made to support the project, including over $9 million to build the plaza decks and transit gateways at El Cajon Boulevard and University Avenue. Passengers will be able to easily transfer between the Mid-City Rapid and I-15 routes. The system will improve San Diego's overall transportation while also creating an environment for investment in Mid-City. More recently, the Mid-City Community Parking District funded the West End El Cajon Boulevard Traffic Calming and Street Improvement Project. This Mid-City Community Parking District funded study is nearing completion and will provide existing conditions and a mobility plan for the areas between Park Boulevard and the 805 freeway. An urban design consulting team, along with community stakeholders, has identified specific projects to calm traffic and improve the pedestrian environment of the West End of El Cajon Boulevard.

The proposed study will build upon the efforts and investments made to the mid-city area, including:
- **Mid-City Rapid Bus:** The ten-mile Mid-City Rapid Bus project will soon begin construction. This high-speed, limited-stop service will run between San Diego State University and downtown San Diego. This major investment is being financed through TransNet and will create a large rapid bus system in the region. Half of the 17 future stations are located on El Cajon Boulevard.
- **SR-15 CenterLine Bus Rapid Transit:** The SR-15 - CenterLine- Rapid Transit System is a state-of-the-art bus rapid transit (BRT) system that will be located in the center median area of the freeway. Large public investments have already been made to support the project, including over $9 million to build the plaza decks and transit gateways at El Cajon Boulevard and University Avenue. Passengers will be able to easily transfer between the Mid-City Rapid and I-15 routes. The system will improve San Diego's overall transportation system by reducing traffic congestion on the 15 freeway and improving residents' access to job centers and universities in North County and downtown, while also creating an environment for investment in Mid-City.
- **Mid-City SR 15 Bus Rapid Transit Station Area Planning Study:** This TransNet Smart Growth Incentive Program funded study is nearing completion. It will provide an economic analysis of development potential, urban design guidelines, and a non-motorized access plan for the SR-15 CenterLine BRT station areas in Mid-City. The study area includes 20 blocks surrounding the Boulevard Transit Plaza.
- **Mid-City Urban Trail & SR-15 Bikeway Improvements**
  SANDAG, through a Smart Growth Incentive Program pilot project, has funded pedestrian and bicycle right-of-way improvements along SR-15 in the Mid-City area. This includes widened pedestrian paths and upgraded lighting; street furniture; and bicycle signage, striping, and signal enhancements. Portions of this project are complete.
SCOPE OF WORK, SCHEDULE, AND BUDGET

In the section below, state the scope of work, schedule, budget, and project deliverables (including specific quantities and locations of improvements). Please note that if this project is funded, this will be added to the grant agreement and the grantee will be held to this scope, budget, and schedule, for the purpose of project oversight. Applicants are required to identify phasing for the project, in the event that the project cannot be fully funded by SANDAG.

Please click here to complete the Excel Scope of Work, Schedule, and Budget sheet and attach to application.
SGIP Planning Grants

SANDAG SMART GROWTH INCENTIVE GRANT PROGRAM SCOPE OF WORK, SCHEDULE, AND BUDGET

Project Title: Complete Boulevard Planning Study

Project Type: Planning Grant

Project Location/Limits: El Cajon Boulevard between Florida Street and Interstate-80S; El Cajon Boulevard between Highland Avenue and 50th Street.

Project Description:
The Complete Boulevard Planning Study proposes multi-modal mobility infrastructure improvements within two primary study areas along the soon-to-be completed Boulevard Rapid Bus line. The improvements are intended to help realize the transformative potential of the Rapid Bus and BRT in Mid-City by creating more walkable, bikeable, and transit-friendly locations along the Rapid Bus route.

Contract No.: SANDAG Use Only
Project (TNet) No.: SANDAG Use Only

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PROJECT REVENUES
Source | FY 2013 | FY 2013 | TOTAL |
SGIP Grant | $200,000 | $200,000 | $400,000 |
Mid-City Community Parking District | $25,000 | $25,000 | $50,000 |
In-Kind | $22,500 | $22,500 | $45,000 |
TOTALS | $247,500 | $247,500 | $495,000 |
List of Attachments

1. Vicinity Map
2. Project Aerial Map
3. Existing Land Use Map
4. Community Plan Land Use Map
5. Transit Map
6. Bicycle Facilities Map
7. Development Projects Map
8. Signed Resolution/Documentation of Matching Funds
9. Letters of Support
10. Existing Conditions Photos
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Complete Boulevard Planning Study
Smart Growth Incentive Program Application

Community Plan Land Use

January 2013

ATTACHMENT 4
Complete Boulevard Planning Study
Smart Growth Incentive Program Application

Legend
- Existing Local Bus Stop
- Existing Rapid Bus Stop
- Low Frequency Bus Route
- Planned Rapid Bus Stop
- Planned Rapid Bus Route
- Local High Frequency Route
- Study Area Boundaries

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Transit
January 2013
Complete Boulevard Planning Study
Smart Growth Incentive Program Application

Bicycle Facilities

Legend
Proposed_BikeRoutes 2012 Existing_BikeRoutes 2012

- Class I - Bike Path
- Class II - Bike Lane
- Class III - Bike Route
- Cycle Track
- Bicycle Boulevard
- Class II or III
- Class I - Bike Path
- Class II - Bike Lane
- Class III - Bike Route
- Freeway Shoulder
- Study Area Boundaries

Note: Facilities include routes, paths and lanes, both existing and proposed.
Source: Bicycle Master Plan, City of San Diego, DRAFT 2011

January 2013
RESOLUTION NUMBER R-307956

DATE OF FINAL PASSAGE JAN 14 2013

A RESOLUTION AUTHORIZING APPLICATIONS FOR, ACCEPTANCE, AND EXPENDITURE OF GRANT FUNDING FROM SANDAG FOR THE TRANSNET SMART GROWTH INCENTIVE PROGRAM AND ACCEPTING THE TERMS OF THE GRANT AGREEMENTS.

WHEREAS, the San Diego Association of Governments (SANDAG) has established the Smart Growth Incentive Program (SGIP) to provide TransNet funding for a competitive grant program to fund transportation-related infrastructure improvements and planning activities that will help better coordinate transportation and land use in the region; and

WHEREAS, for the current grant cycle, the SGIP has $9.6 million total, which is split into two grant types: capital projects ($7.68 million) and planning projects ($1.92 million); and

WHEREAS, the City of San Diego seeks to submit five planning project applications requesting an amount not to exceed $1,675,000 in TransNet SGIP funding and four capital project applications requesting an amount not to exceed $3,300,000; and

WHEREAS, the five proposed planning project grant applications are for the following projects: 1) Morena Boulevard Station Area Study Phase II ($400,000); 2) El Cajon Boulevard ($400,000); 3) Pacific Beach Park ($400,000); 4) East Village Green/14th Street Promenade Master Plan ($300,000); and 5) Sixth Avenue Bridge Promenade ($175,000); and

WHEREAS, the four proposed capital project grant applications are for the following projects: 1) University Avenue and 54th Street Roadway Improvements ($1,440,000); 2) Island Avenue Green Street Mobility Improvements ($1,000,000); 3) Downtown Wayfinding Signage...
Program ($500,000); and 4) Five Points Neighborhood Pedestrian Improvements/Washington Street Improvements Phase II ($360,000); and

WHEREAS, the City of San Diego understands that the Smart Growth Incentive Grant Program funding is fixed at the programmed amount, and therefore project cost increases that exceed the grant awarded will be the sole responsibility of the grantee; and

WHEREAS, the Morena Boulevard Station Area Study Phase II grant application will include a match of $45,000 of in-kind staff time. The El Cajon Boulevard grant application will include a match of $45,000 of in-kind staff time, as well as a local match of $50,000 from the Mid-City Community Parking District Fund. The Pacific Beach Park grant application will include a local match of $70,000; $45,000 of which is from in-kind staff time, $10,000 of which is from Council District 2 FY 2013 City Council Community Project, Programs and Services (CPPS) Funds, and $15,000 from Council District 2 FY 2014 CPPS Funds. East Village Green/14th Street Promenade Master Plan grant application will include a local match of $100,000 from the Centre City Public Facilities Financing Plan. The Sixth Avenue Bridge Promenade grant application will not include any matching funds. The University Avenue and 54th Street Roadway Improvements application will include a match of $160,000 already allocated to the project. The Island Avenue Green Street Mobility Improvements application will include a match of $300,000 from the Downtown Parking District. The Downtown Wayfinding Signage Program application will include a match of $1,000,000 from the Downtown Parking District. The Five Points Neighborhood Pedestrian Improvements/Washington Street Improvements Phase II application will include a match of $450,000 already allocated to the project; and
WHEREAS, the City of San Diego agrees to complete the proposed grant projects within a timely manner and in compliance with SANDAG Board Policy No.035; NOW, THEREFORE, BE IT RESOLVED, by the City Council of the City of San Diego, as follows:

1. That the Mayor or his representative is authorized to file nine grant applications with SANDAG, execute the grant agreements on file in the office of the City Clerk as RR-307956, and to take all necessary actions to secure funding for an amount not to exceed $4,975,000 in SANDAG TransNet SGIP Grant funds.

2. That the Chief Financial Officer is authorized to accept an amount not to exceed $4,975,000 in SANDAG TransNet SGIP Grant funds.

3. That the Chief Financial Officer is authorized to appropriate and expend an amount not to exceed $4,975,000, contingent upon receipt of fully executed grant agreements.

4. That the Chief Financial Officer is authorized to establish a special interest-bearing fund, Grant Projects Fund, if required and contingent upon receipt of fully executed grant agreements.

5. That the Mayor or his representative is authorized to enter into an agreement with Civic San Diego for grant implementation.

APPROVED: JAN I. GOLDSMITH, City Attorney

By Corrine L. Neuffer
Deputy City Attorney

CLN:js
12/14/2012
01/08/2013 COR. COPY
Dept: Planning
Doc #495692
I hereby certify that the foregoing Resolution was passed by the Council of the City of San Diego, at this meeting of JAN 8 2013.

ELIZABETH S. MALAND
City Clerk

By: Deputy City Clerk

Approved: 1/14/13

BOB FILNER, Mayor

Vetoed: (date)

BOB FILNER, Mayor
Program Manager, 
Smart Growth Incentive Grant Program 
SANDAG  
401 “B” Street, Suite 800, San Diego, CA 92101

January 16, 2013

To Whom It May Concern:

On January 15, 2013 the North Park Planning Committee voted unanimously to support the innovative and community driven “Complete Boulevard” SGIP grant proposal sponsored by the El Cajon Boulevard Business Improvement Association (full name: “A Complete Boulevard: A New Era of Mobility”).

The “Complete Boulevard” project would implement the long desired vision for El Cajon Boulevard by proposing the enhancement of three key station areas along the soon-to-be completed Boulevard Rapid Bus line. The improvements are intended to help realize the transformative potential of the Rapid Bus and BRT in North Park and City Heights by improving key locations along the Rapid Bus route, connecting surrounding residential communities to the new route, and by creating landmark destinations that contribute to the economic vitality of the communities that the Rapid Bus serves.

While central North Park—the area surrounding 30th & University—has seen a breathtaking revitalization over the past decade, the El Cajon Boulevard corridor still struggles to “catch fire” in the same way. It is our hope that by creating more visually identifiable destinations along the extensive length of the Boulevard that we will be able to encourage more clusters of neighborhood-enhancing business and employment opportunities within North Park and City Heights.

El Cajon Boulevard is the gateway to all of Mid-City, and it comprises a significant portion of the North Park community. Along the Boulevard are major icons of community pride such as the historic Lafayette Hotel, which has been the recipient of significant redevelopment funding in the recent past. This remarkable asset would be greatly enhanced through the improvement of the soon-to-be-built Rapid Bus station at Texas Street. Better pedestrian lighting, safer pedestrian crossings, bike facilities, parking enhancements, and landmark signage would all serve to reinforce the hotel’s standing as a destination for tourists and locals alike. The proposed “Complete Boulevard” improvements would similarly benefit the area surrounding the 30th Street station, and link the Boulevard to 30th Street’s vitality.

The investment made by SANDAG in creating the Boulevard Rapid bus line will realize even greater returns with the improvements proposed in this grant application. We urge your support for this worthy project.

Sincerely,

Vicki Granowitz Chair  
North Park Planning Committee
January 13, 2013

For: Development Services Department  
Planning Division

From: Patty Vaccariello, Chair

SUBJECT: SANDAG Smart Growth Incentive Program

1. At its January 7, 2013 meeting the committee heard a presentation from city staff regarding the Smart Growth Incentive Program planning grant. After discussion it was moved and seconded to support the grant proposal with the recommendation to move the study area West to Highland. The motion passed 13/2/0 chair not voting.

2. The community of City Heights has some of the highest rates of transit ridership in the city of San Diego. This proposal will improve pedestrian access to the transit system with much needed safety, lighting and sidewalk improvements.

3. City Heights is also one of the city’s older, urban communities with a great deal of infrastructure needs. This grant will help revitalize El Cajon Boulevard which is one of our heaviest travelled corridors.

4. We look forward to working with the community and city staff should SANDAG award this grant.
January 14, 2013

Smart Growth Incentive Grant Program Manager
SANDAG
401 “B” Street
San Diego, CA 92101

Sir/Madam:

The Kensington-Talmadge Planning Group (KTPG) wishes to express its support for the Smart Growth Incentive Program grant proposal being made by the City of San Diego in partnership with the El Cajon Boulevard Business Improvement Association. At our December 12, 2012 meeting, the KTPG board voted unanimously to endorse this effort.

As two neighborhoods which border the location in which these improvements would be made, we are well aware of the need for safety, lighting, and sidewalk upgrades to enhance the viability of El Cajon Boulevard as a location in which to do business. These upgrades are also a necessary component towards making a success of the Rapid Bus project slated to run between SDSU and Downtown.

The Kensington and Talmadge neighborhoods also welcome the potential grant recipient’s willingness to work with us on any design considerations which may arise from the installation of these improvements.

Sincerely,

[Signature]

David K. Moty
Chair, Kensington-Talmadge Planning Group
Program Manager,
Smart Growth Incentive Grant Program
SANDAG
401 “B” Street, Suite 800, San Diego, CA 92101

January 16, 2013

To Whom It May Concern:

I am writing on behalf of the City Heights Community Development Corporation in support of the “Complete Boulevard” SGIP grant proposal sponsored by the El Cajon Boulevard Business Improvement Association (full name: “A Complete Boulevard: A New Era of Mobility”).

The “Complete Boulevard” project proposes the enhancement of three key station areas along the soon-to-be completed Boulevard Rapid Bus line. The improvements are intended to help realize the transformative potential of the Rapid Bus and BRT in North Park and City Heights by improving key locations along the Rapid Bus route, connecting surrounding residential communities to the new route, and creating landmark destinations that contribute to the economic vitality of the communities that the Rapid Bus serves.

It is our hope that by creating more visually identifiable destinations along the great length of the Boulevard that we will be able to encourage more clusters of neighborhood-enhancing business and employment opportunities within North Park and City Heights. We envision that the outreach and design process funded by this grant will be a great opportunity for our organization to facilitate dialogues and build relationships between the City Heights, Talmadge, and Boulevard business communities.

The CHCDC is presently engaged in business development activities along this corridor. Better pedestrian lighting, safer pedestrian crossings, bike facilities, parking enhancements, and landmark signage would all serve to reinforce the Boulevard’s standing as a destination for tourists and locals alike and encourage greater private investment and development.

The investment made by SANDAG in creating the Boulevard Rapid bus line will realize even greater returns with the improvements proposed in this grant application. We urge your support for this worthy project.

Sincerely,

Stephen Russell
President of the Board
City Heights Community Development Corporation
January 16, 2013

Heather Cooper
SANDAG Smart Growth Incentive Program
Grants Program Manager
401 B Street, Suite 800
San Diego, CA 92101

Dear Ms. Cooper,

I am pleased to express my support for the City of San Diego’s submittal of The Complete Boulevard Smart Growth Incentive Program grant application.

The grant will help revitalize El Cajon Boulevard and improving its identity; improve pedestrian access from our community to the transit system with safety, lighting, and sidewalk upgrades; enhance SANDAG’s investment in the Boulevard Rapid Bus Line; and help achieve the community’s goal of having a walkable village center within easy reach of our community.

I appreciate your thoughtful consideration of the City of San Diego’s application.

Sincerely,

TODD GLORIA
Council President, Third District

TG:kek
Thursday, January 10, 2013

Heather Cooper
SANDAG
401 B Street, Suite 800
San Diego, CA 92101

Dear Ms. Cooper,

I am pleased to express my support for the City of San Diego’s submittal of The Complete Boulevard Smart Growth Incentive Program grant application.

The grant would:

• Assist in the revitalization of El Cajon Boulevard and improvement of its identity.

• Improve pedestrian and bicycle access and integration with the transit system through urban design interventions that include wayfinding, lighting, and sidewalk improvements.

• Enhance SANDAG’s investment in the Boulevard Rapid Bus Line.

• Help implement the General Plan and Community Plan goals of accommodating all modes of travel in a safe and efficient manner.

I respectfully request that SANDAG fund this application.

[Signature]

Marti Emerald,

San Diego City Councilmember, District Nine

ME/cp
Existing Conditions

El Cajon Boulevard at Texas Street Station Area

El Cajon Boulevard at Texas Street looking east – Next signalized crossing is almost a quarter mile away.
El Cajon Boulevard at Texas Street looking southeast – One of four underutilized corners

Texas Street at Howard looking north to El Cajon Boulevard – Large vacant development sites on both sides of the street
Louisiana Street at El Cajon Boulevard looking north – No Pedestrian Crossing

Alabama Street at El Cajon Boulevard looking north – No Pedestrian Crossing / Future Boulevard mixed-use project on the left
Kansas Street at El Cajon Boulevard looking north – No Pedestrian Crossing

El Cajon Boulevard at Mississippi looking east – Unsafe Crossing
El Cajon Boulevard at 30th Street Station Area

El Cajon Boulevard at 30th Street looking northeast – Renaissance Project
El Cajon Boulevard / Little Saigon

El Cajon Boulevard / Little Saigon at Euclid Avenue looking west
El Cajon Boulevard looking south to Winona Street

El Cajon Boulevard looking north to Winona Street
El Cajon Boulevard at Winona Street looking west

El Cajon Boulevard at Winona Street looking east