



Alternatives, Concepts and Community Preference
Workshop

Campo Road Corridor Revitalization Plan

December 17, 2020



LOGISTICS



Type questions in the Q&A Box at any time during the presentation.
Referencing a slide number will help.

Si necesita servicios de traducción,
por favor marque este numero:

202-860-2110

Access Code:

179 234 0187

SLIDE
NUMBER



AGENDA

1. Framework for the Campo Road Corridor Revitalization Plan
2. Applying the Vision & Principles
3. Preferences, Options, & Alternatives
 - Land Use & Building Form
 - Community Benefits and Incentives
 - Mobility & Streetscape
4. Q&A
5. Next Steps



SPECIFIC PLAN CONTENT

Vision, Guiding Principles, Goals

Regulations

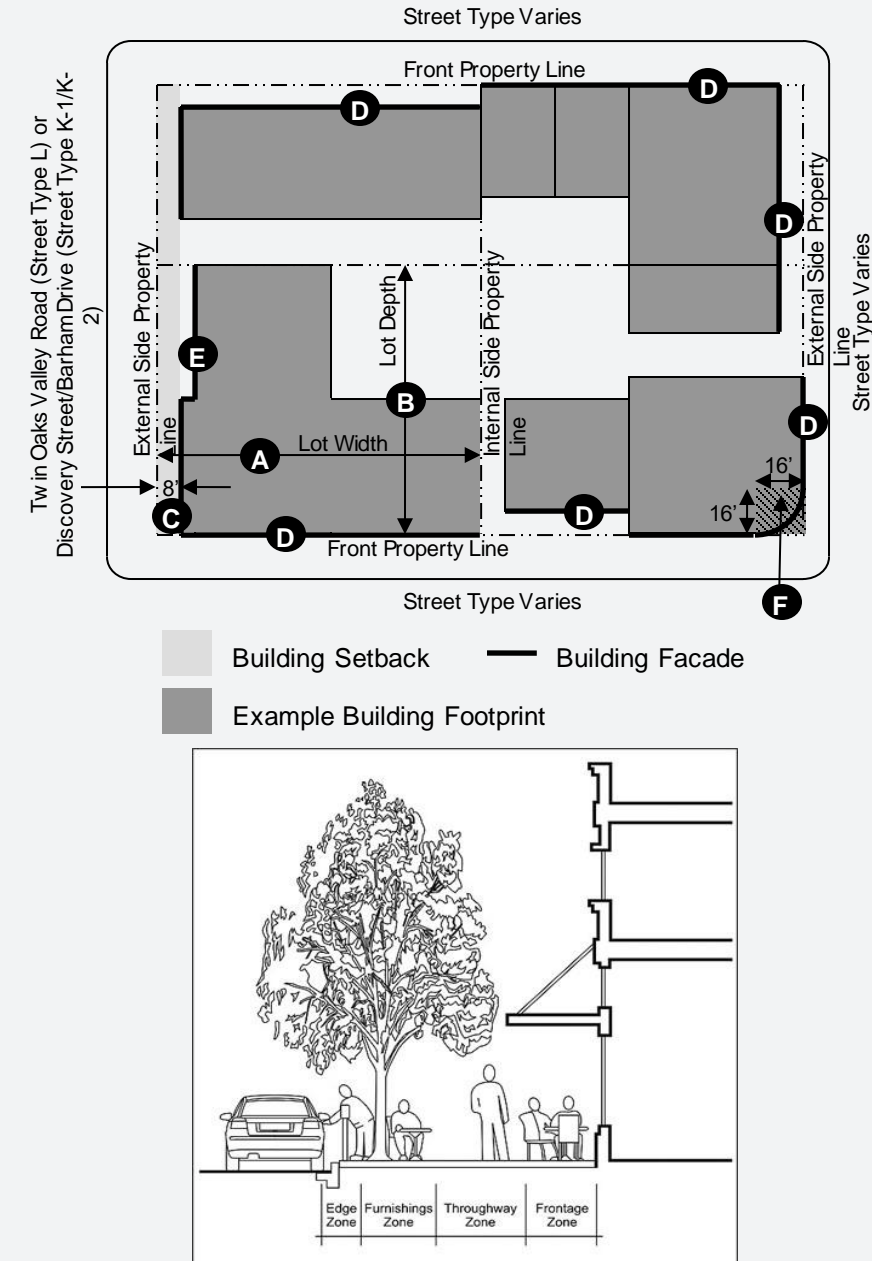
- Form-Based Code
- Streetscape Plan
- Design Guidelines

Administration and
Implementation



FORM BASED CODE

- Customized zoning
- Focuses on building form over use
- Includes standards for:
 - Building location
 - Height and frontage
 - Parking location and access
 - Street type and design



VISION

Create an attractive, vibrant and pedestrian-oriented mixed-use district and center of activity in which a historically rich, culturally diverse community can live, work, shop, dine, and socialize. Campo Road serves as the heart of the District.



FOUR GUIDING PRINCIPLES

1

A WELCOMING PLACE FOR
EVERYONE

2

CLEAR TOOLS FOR INVESTMENT
& REVITALIZATION

3

DIVERSITY OF LAND USE &
BUSINESS

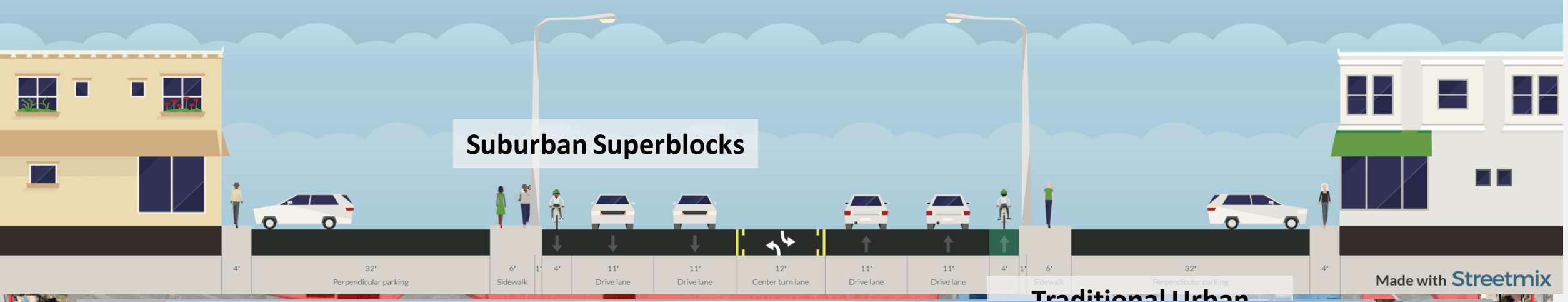
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TRANSFORM CAMPO ROAD

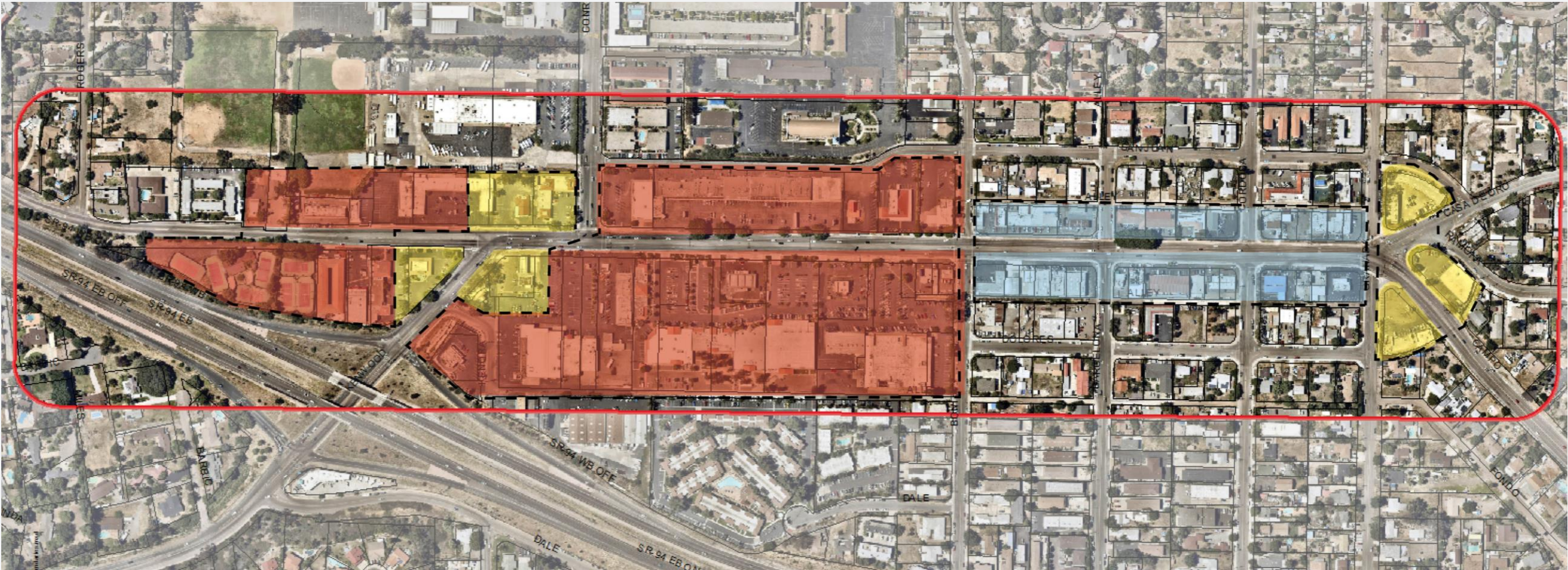


CONTEXT – CAMPO ROAD CORRIDOR TODAY

Campo Road - Existing Profile: 64' Curb-Curb; 150'...



CHARACTER & BLOCK TYPES



Type 1: Gateway

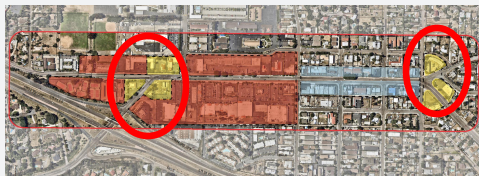
Type 2: Suburban
Retrofit

Type 3: Traditional
Main Street



GATEWAY CHARACTER AREA

- Ceremonial entry treatments
- Free-standing buildings
- Primarily commercial uses



SUBURBAN RETROFIT CHARACTER AREA

- Urban streetscape
- Buildings at sidewalk
- Vertical & horizontal mixed-use
- Parking in center of block



TRADITIONAL MAIN STREET CHARACTER AREA

- Urban streetscape
- Buildings at sidewalk
- Vertical mixed-use
- Parking behind buildings
- Mid-block alley access
- Commercial ground floor on Campo
- Residential ground floor with setbacks, courtyards



Proposed Library Site

WOOD DR

CO DR

N. BO

N. COR

BA AVE

CASE DE ORCLAN

DEVELOPMENT FRAMEWORK

Land Use &
Building Form

Community
Benefits and
Incentives

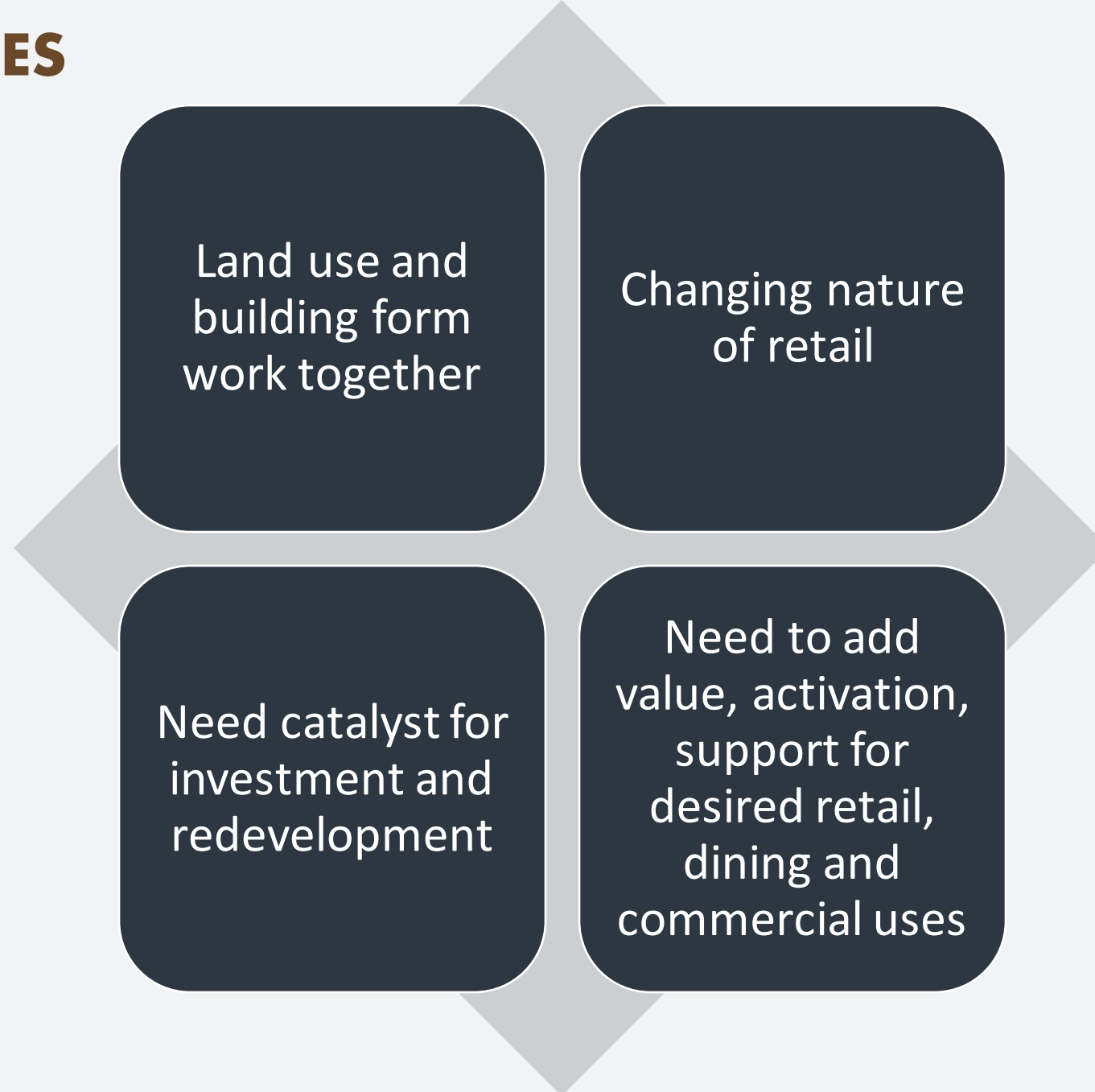
Mobility and
Streetscape



LAND USE & BUILDING FORM



LAND USE ISSUES



BUILDING FORM

■ Key Form Elements:

- Height
- Location
- Frontage

■ Typical Features:

- 3+ stories
- Buildings at sidewalk
- Active frontages
- Limited gaps for driveways
- Parking behind buildings



EXAMPLE OF VERTICAL & HORIZONTAL MIXED USE



Residential Only



Mixed Commercial



Residential
over
Commercial
(Vertical
Mixed- Use)



VERTICAL MIXED-USE – DESIRABLE FOR CAMPO CORRIDOR?



Less Desirable

Highly Desirable



HORIZONTAL MIXED-USE – DESIRABLE FOR CAMPO CORRIDOR?



Less Desirable

Highly Desirable

1

2

3

4

5



VERTICAL MIXED-USE BUILDINGS – DESIRABLE FOR CAMPO?



Select those you would like to see along Campo Road.



HORIZONTAL MIXED-USE BUILDINGS – DESIRABLE FOR CAMPO?



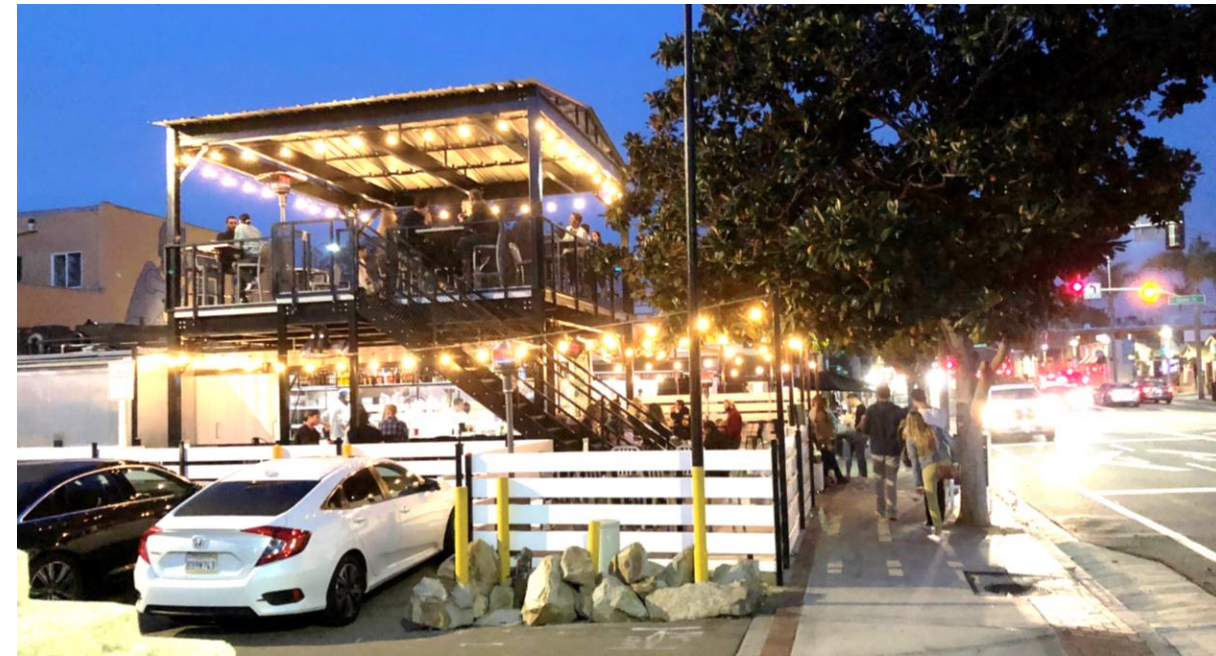
Select those you would like to see along Campo Road.

Google



TRANSITION/RETROFIT EXAMPLES

- Service station to outdoor retail
- Old shop and front yard converted to restaurant and outdoor patio dining
- Bank drive-thru converted to outdoor patio bar
- Vacant lot activated with new outdoor business via shipping containers



COMMUNITY BENEFITS AND INCENTIVES



INTEGRATE SMALL & LARGE COMMUNITY SPACES



Gateways



Corners and Street Edges

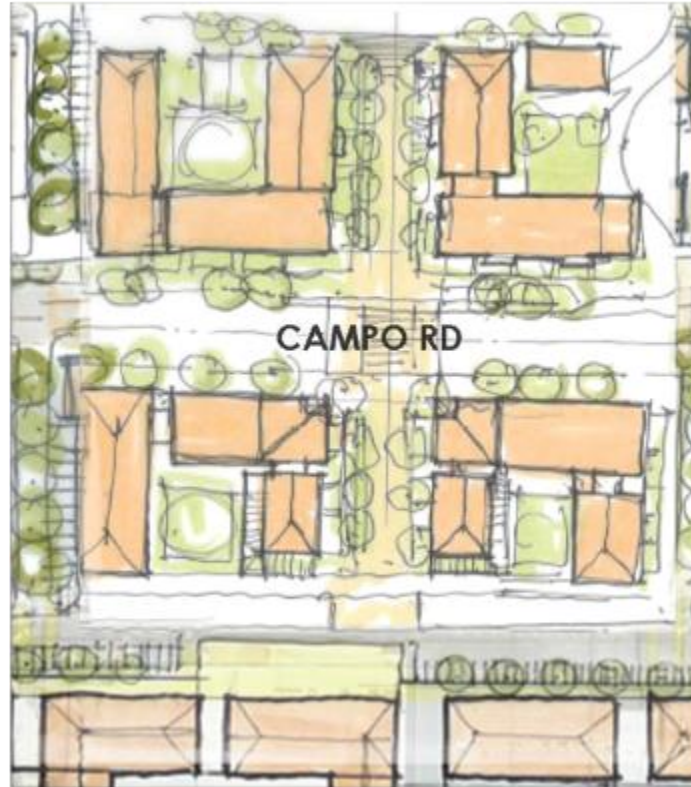


**Thru-block Paseos,
Courts, Plazas**



CREATING COMMUNITY SPACE

- Mixed-use development open space requirements
- Buildings frame and enhanced by open spaces
- Minimum and paired side yards create paseos
- Through blocks connect and activate ends
- Incentives for creation of larger community spaces



LARGER BUILDINGS ENABLE LARGER COMMUNITY SPACES

70' Paseo
(3 stories)



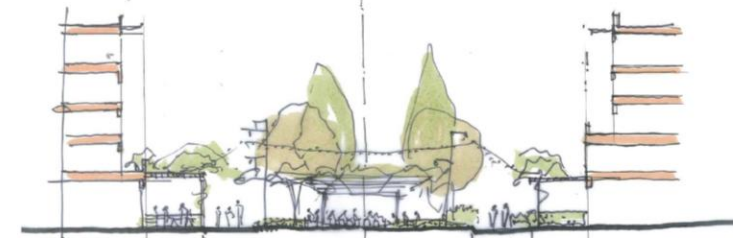
**REDUCED PARKING =
COST SAVINGS**

90' Courtyard
(4 stories)

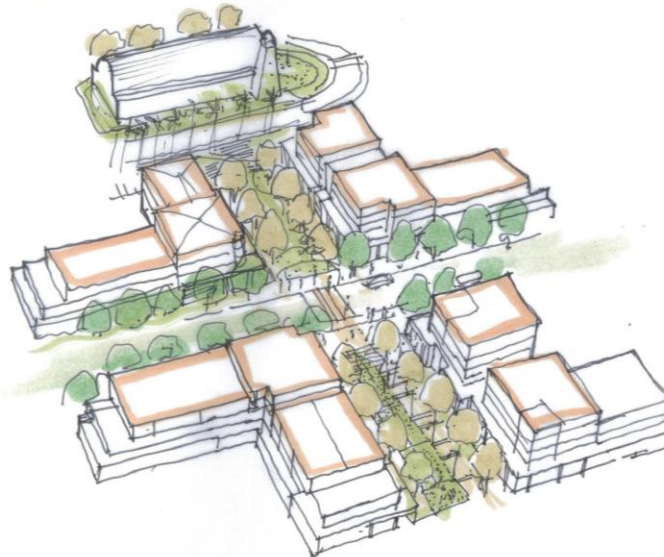
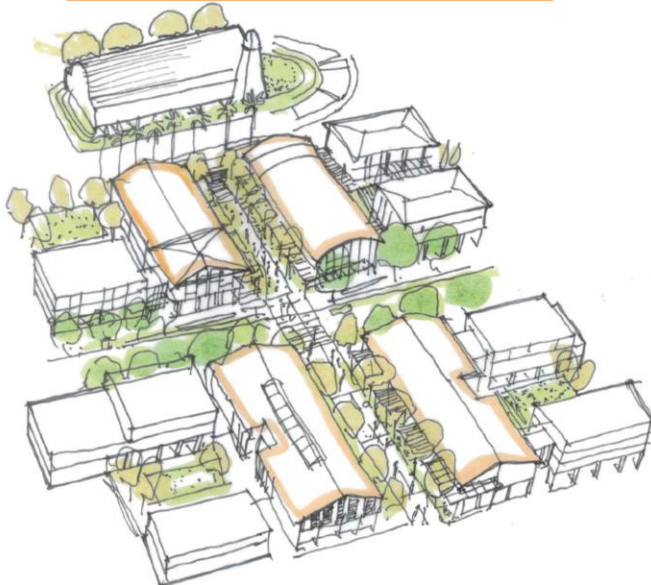


**INCREASED HEIGHT =
DESIGN FLEXIBILITY**

120' Plaza
(5 stories)



**MORE FLOOR AREA =
INCREASED REVENUE**



Please indicate your support for use of incentives such as REDUCED PARKING, ADDITIONAL BUILDING HEIGHT, OR FLOOR AREA to create LARGER COMMUNITY SPACES (1= low; 5=High)

OTHER POTENTIAL COMMUNITY BENEFITS THAT MIGHT BE INCENTIVIZED:

- Examples:
 - Public art
 - Shared/public parking
 - Enhanced security
 - Design assistance



Please indicate your support for use of incentives for these types of community benefits (1= low; 5=High):

MOBILITY & STREETScape



BENEFITS OF A COMPLETE STREET

- Improve safety for all (drivers, pedestrians, cyclists and transit users)
- Reduced speed (safer, quieter, better business and living)
- Healthy transportation options (walking and biking)
- On-street parking protects walkways, lowers off-street parking
- Park once and walk to other sites (reduces local trips and street congestion)



TWO BASIC TYPES OF STREETS

A Street can be a **divider** when wide streets, high volume, high speeds and limited crossing points exist



A Street can be a **uniter** with calmed traffic, public spaces, comfortable areas and safe options to use



A complete street can support travel as well as land uses, investments and community pride of place

STREET RECLAMATION – HOW TO FULLY USE THE RIGHT-OF-WAY

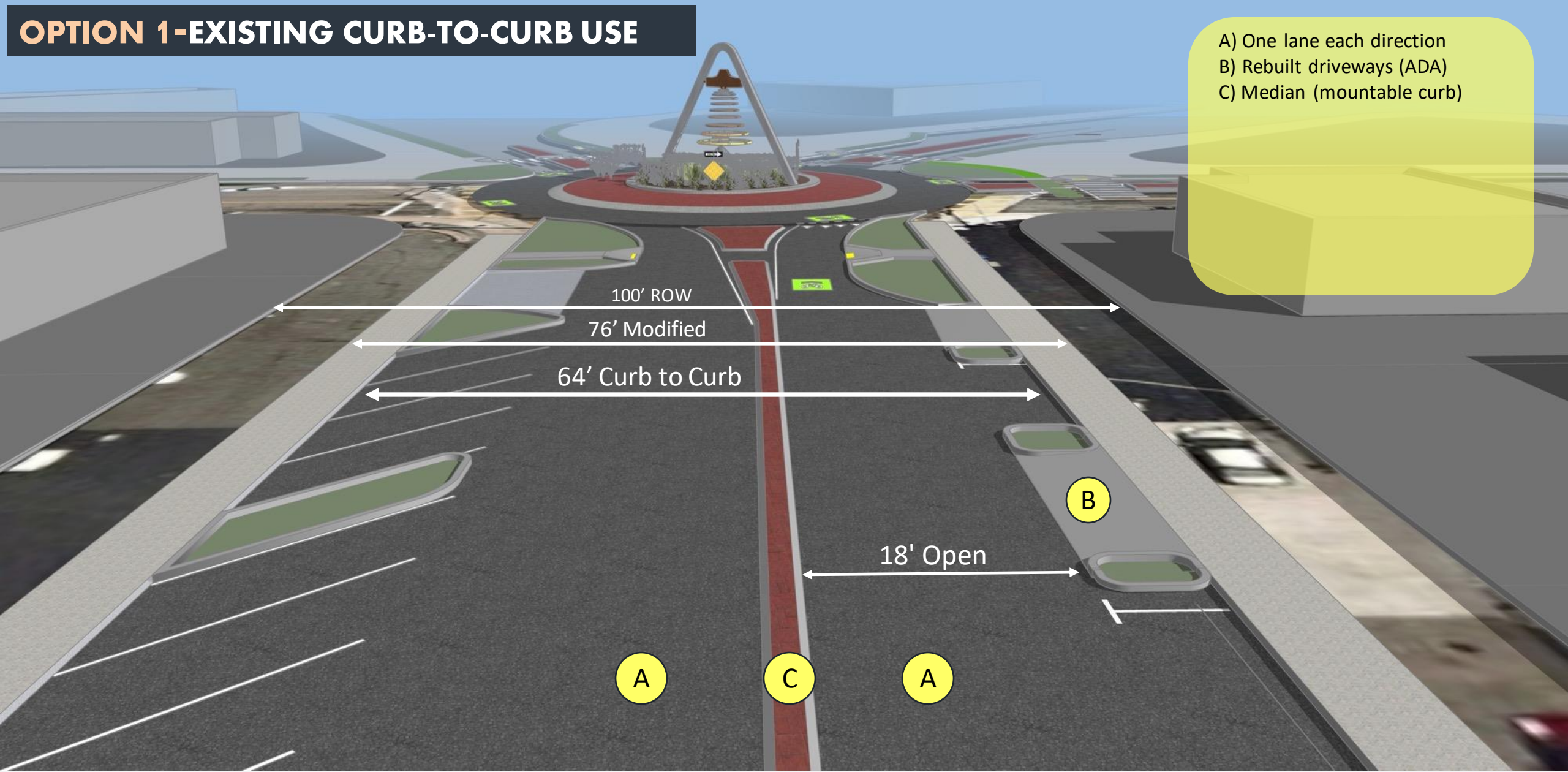


- On-street parking
- Wider walkways & outside dining
- Lighting and furnishings
- Safer / shorter crossings
- Street trees / shade
- Public art, signage, monuments & artful design



OPTION 1-EXISTING CURB-TO-CURB USE

- A) One lane each direction
- B) Rebuilt driveways (ADA)
- C) Median (mountable curb)

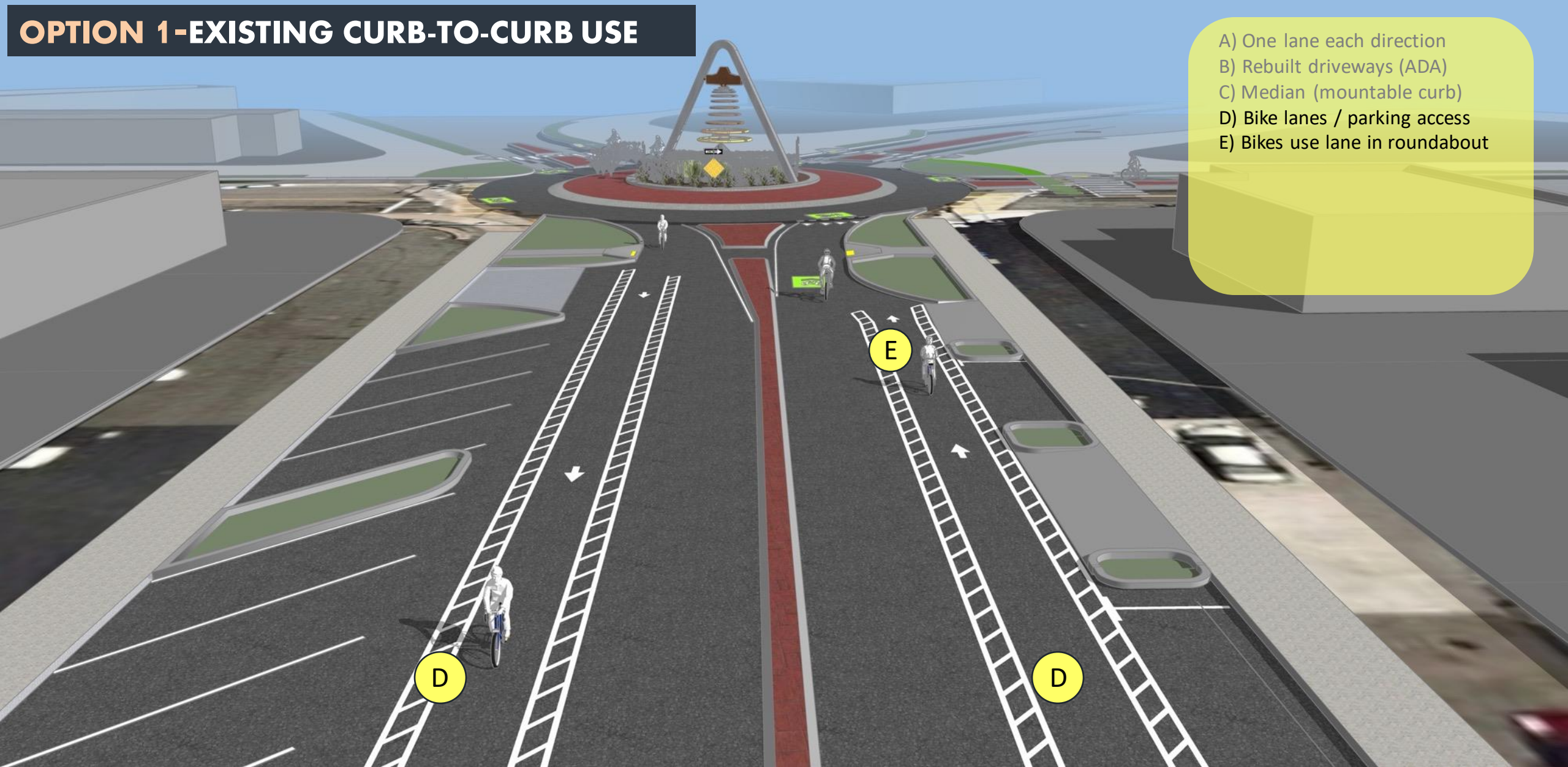


Parking 18'	Bike Lane + Buffer 8'	Travel Lane 10'	2'	Travel Lane 10'	1.5'	5'	1.5'	Parking 8'	Walkway 6'
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OPTION 1-EXISTING CURB-TO-CURB USE

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- E) Bikes use lane in roundabout

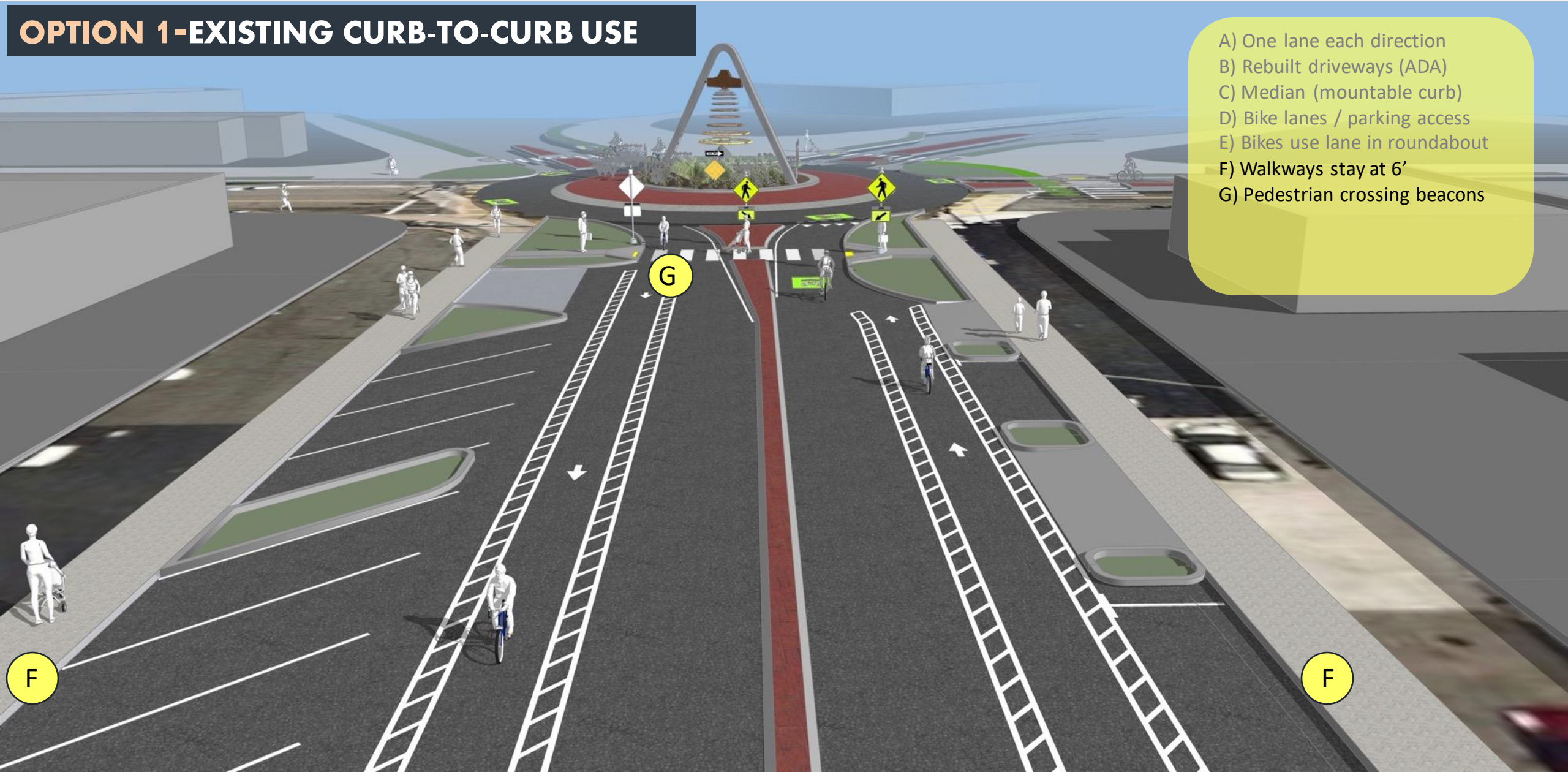


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- F) Walkways stay at 6'
- G) Pedestrian crossing beacons

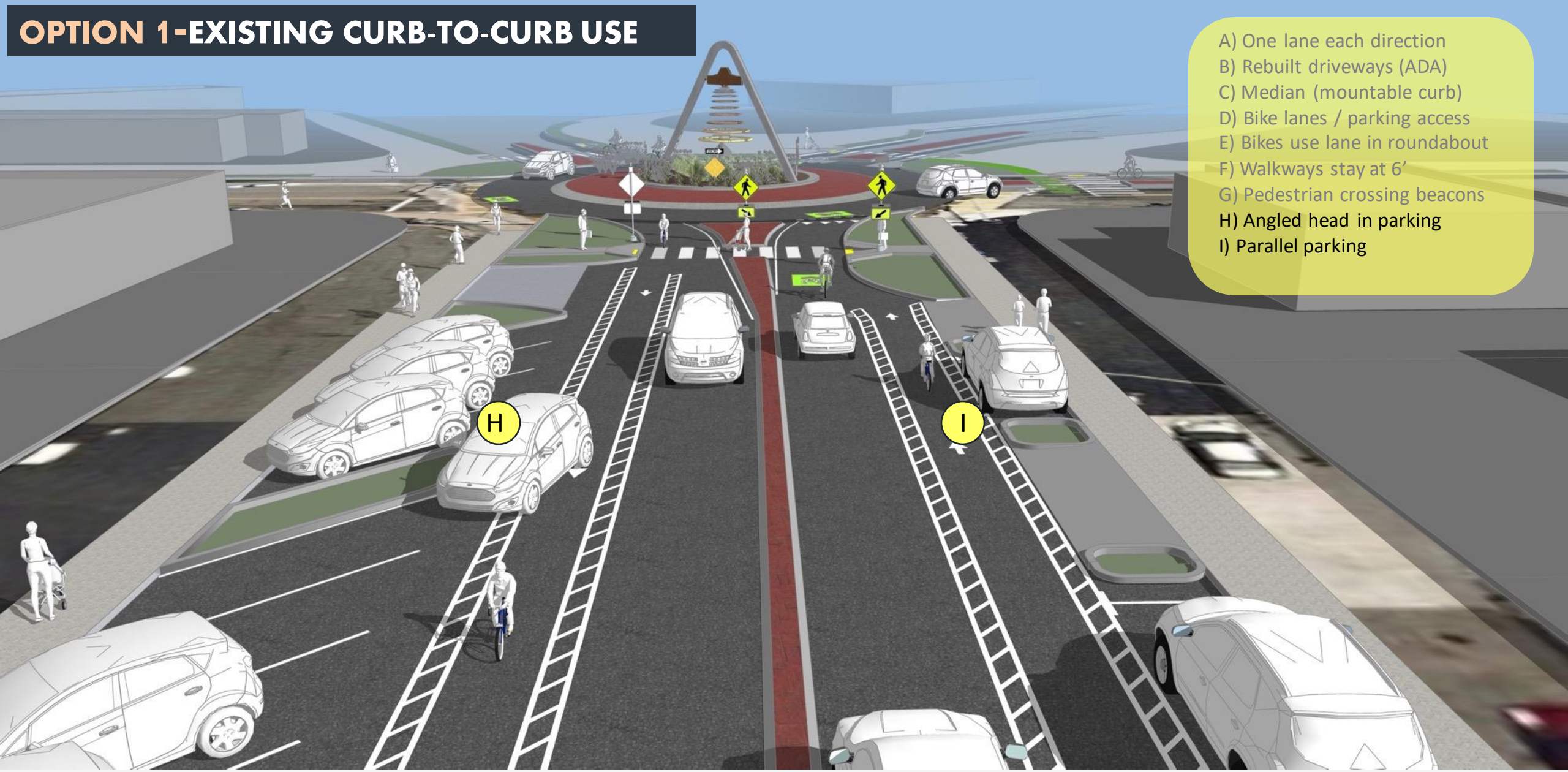


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- H) Angled head in parking
- I) Parallel parking

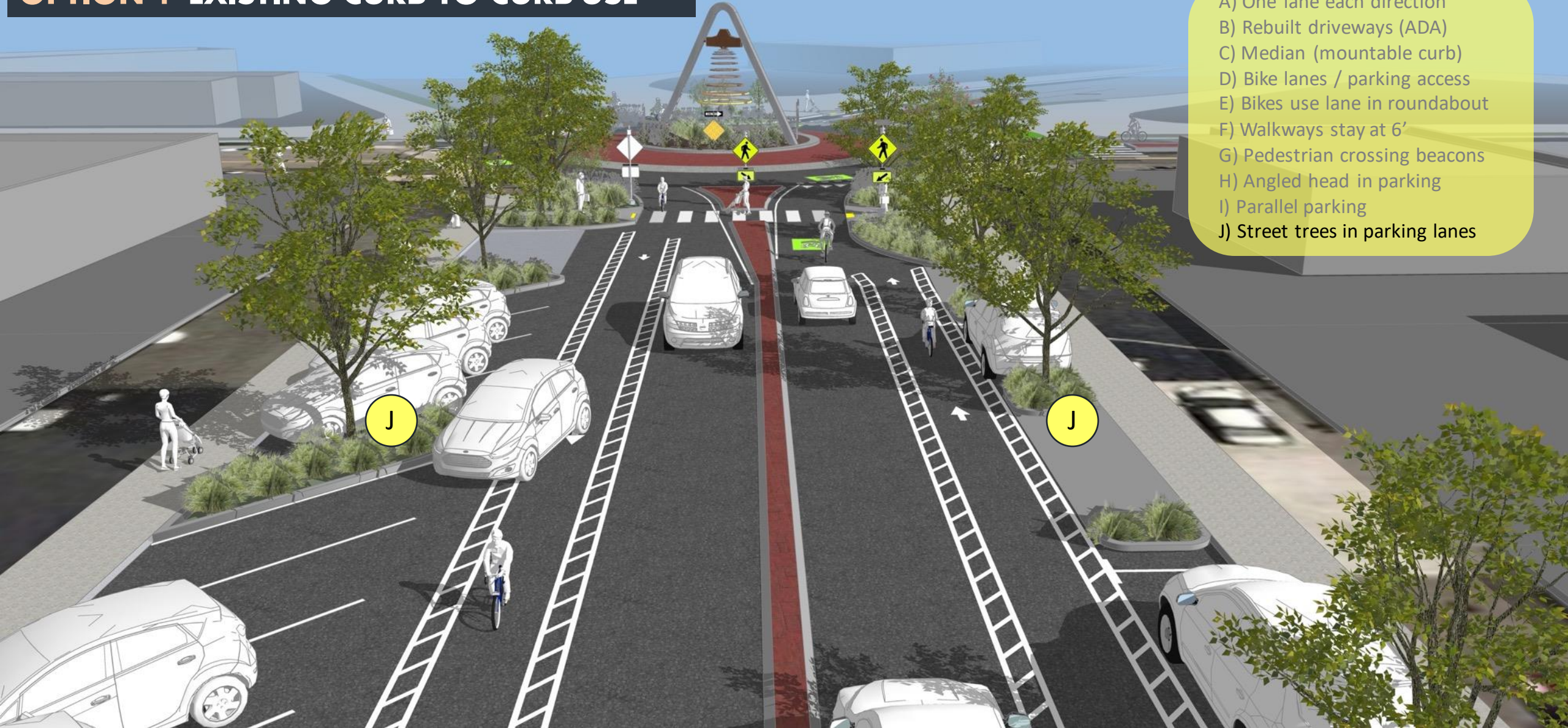


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- F) Walkways stay at 6'
- G) Pedestrian crossing beacons
- H) Angled head in parking
- I) Parallel parking
- J) Street trees in parking lanes

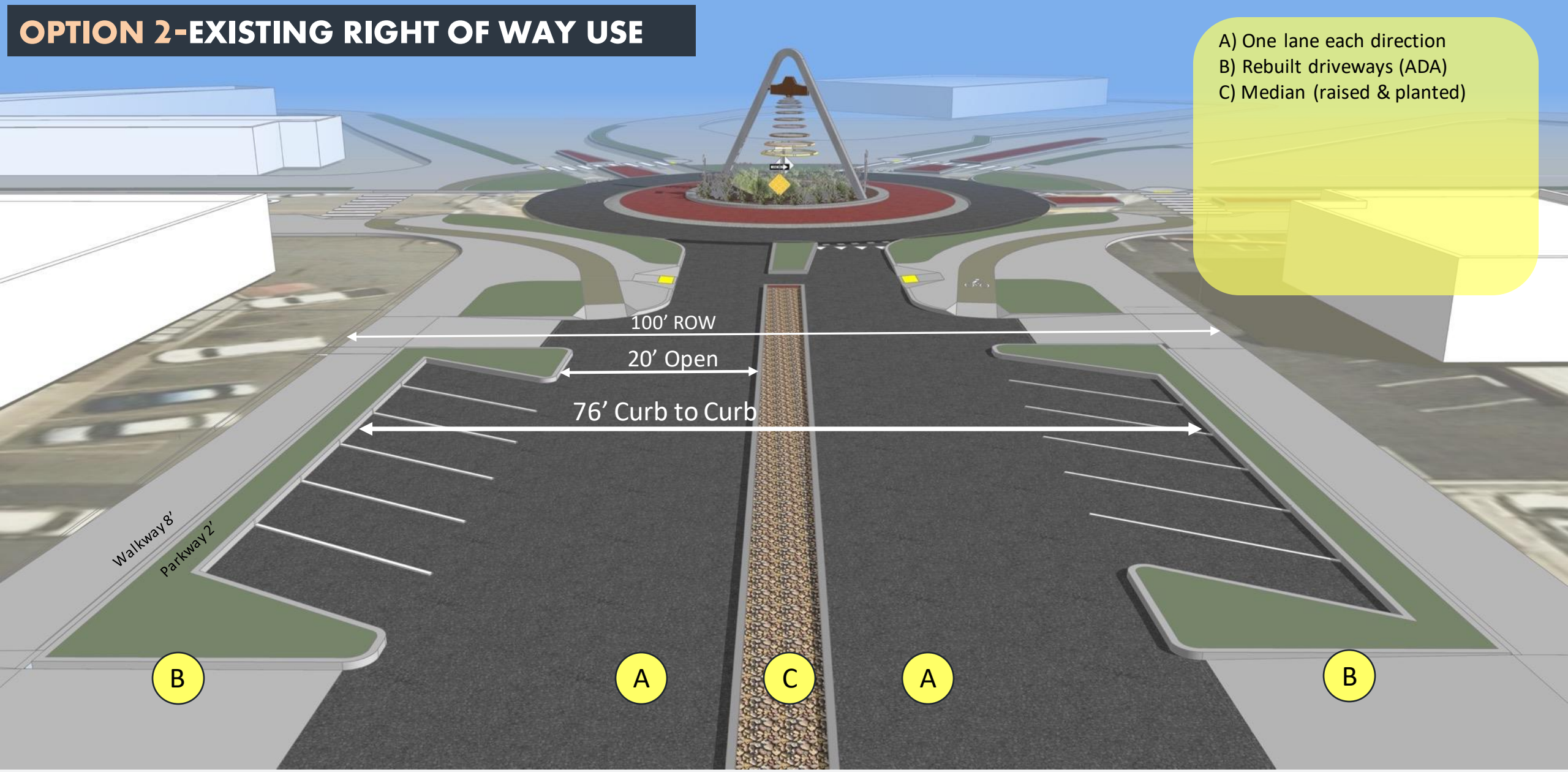


Parking 18'	Bike Lane + Buffer 8'	Travel Lane 10'	2'	Travel Lane 10'	1.5'	5'	1.5'	Parking 8'	Walkway 6'
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OPTION 2-EXISTING RIGHT OF WAY USE

- A) One lane each direction
- B) Rebuilt driveways (ADA)
- C) Median (raised & planted)

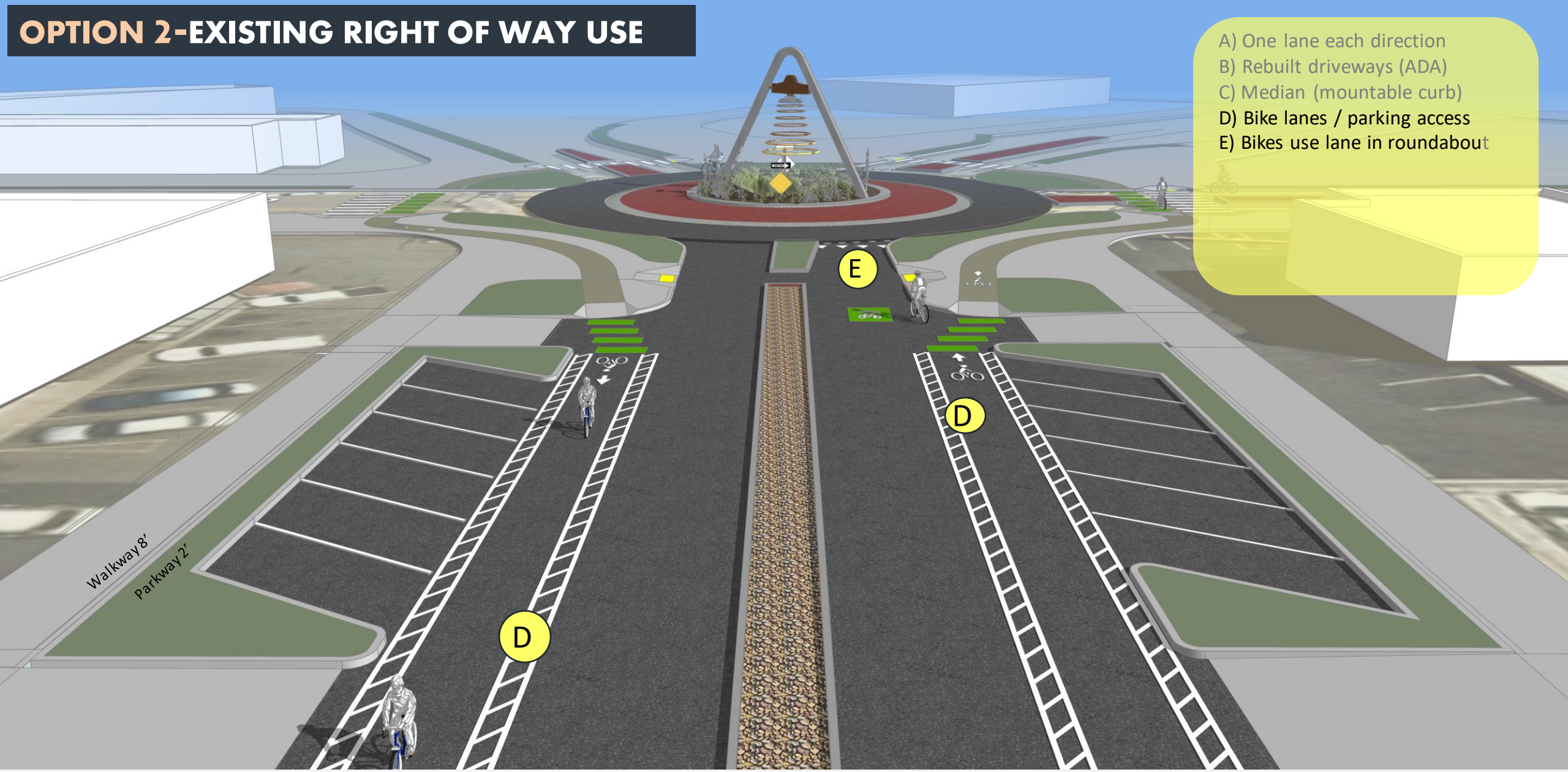


Parking 18'	Bike Lane + Buffer 9'	Travel Lane 11'	4'	Travel Lane 11'	2'	5'	2'	Parking 18'
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OPTION 2-EXISTING RIGHT OF WAY USE

- A) One lane each direction
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- C) Median (mountable curb)
- D) Bike lanes / parking access
- E) Bikes use lane in roundabout



Parking 18'

Bike Lane +
Buffer 9'

Travel Lane 11'

4'

Travel Lane 11'

2'

5'

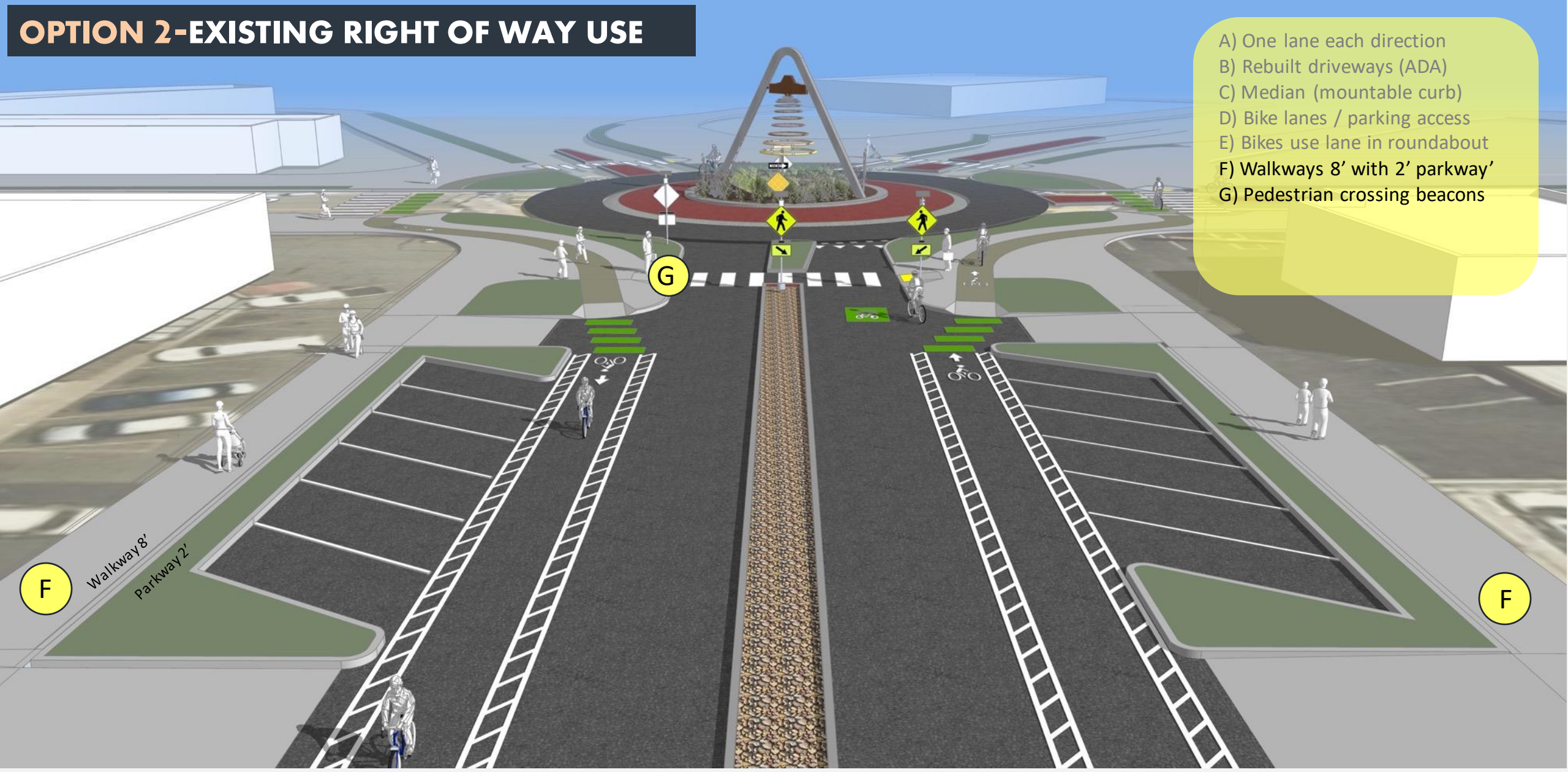
2'

Parking 18'



OPTION 2-EXISTING RIGHT OF WAY USE

- A) One lane each direction
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- C) Median (mountable curb)
- D) Bike lanes / parking access
- E) Bikes use lane in roundabout
- F) Walkways 8' with 2' parkway'
- G) Pedestrian crossing beacons



F

Walkway 8'
Parkway 2'

F

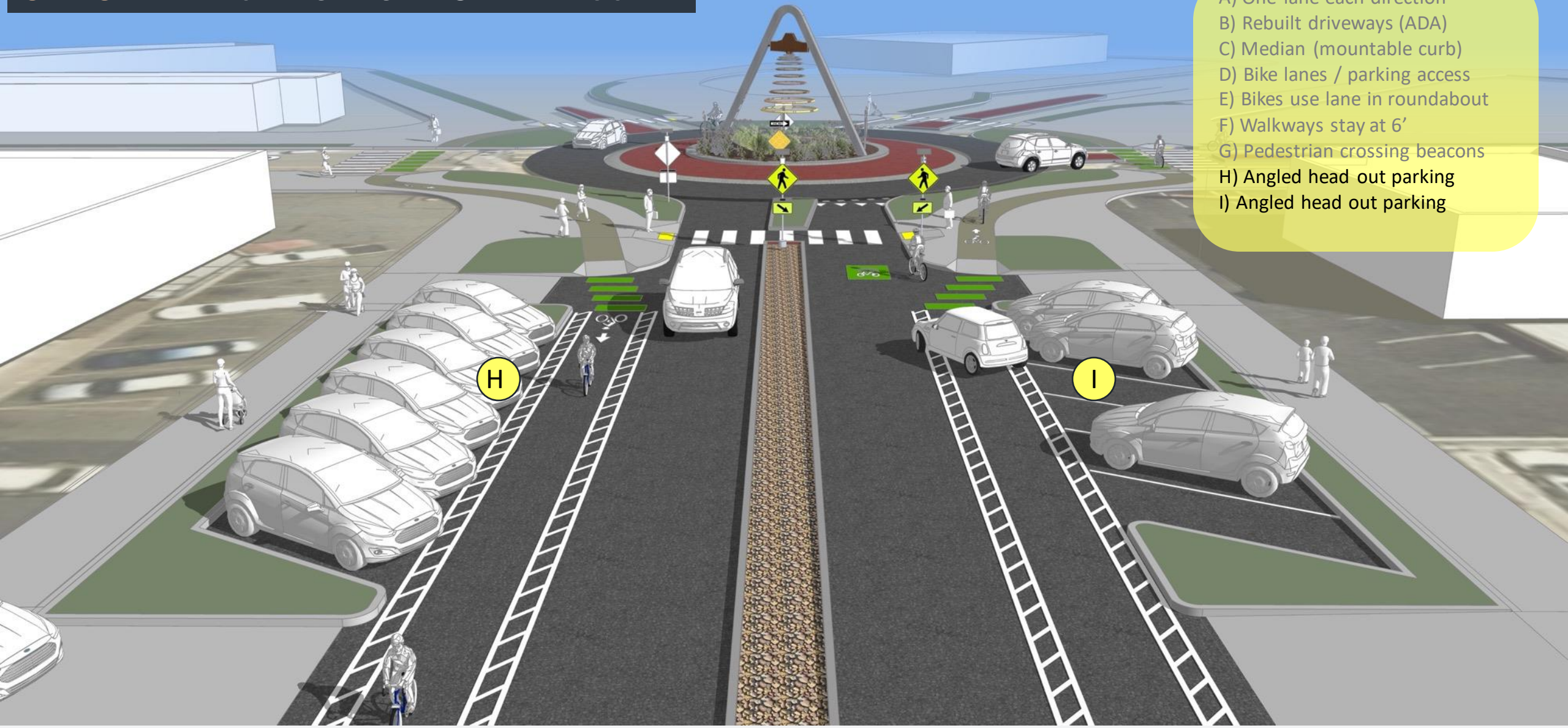
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- G) Pedestrian crossing beacons
- H) Angled head out parking
- I) Angled head out parking



Parking 18'	Bike Lane + Buffer 9'	Travel Lane 11'	4'	Travel Lane 11'	2'	5'	2'	Parking 18'
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- H) Angled head in parking
- I) Parallel parking
- J) Street trees in parkways/walkway



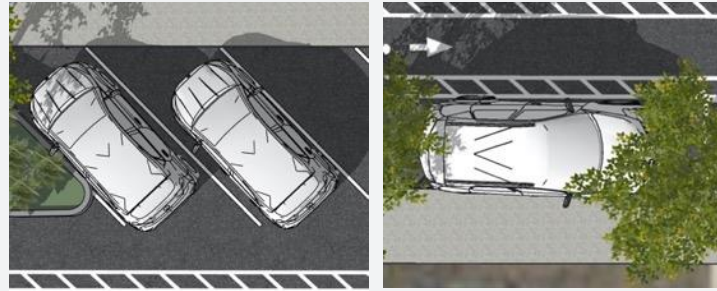
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COMPARISONS:

1) Do you prefer:

A) Angled & parallel parking



2) Do you prefer:

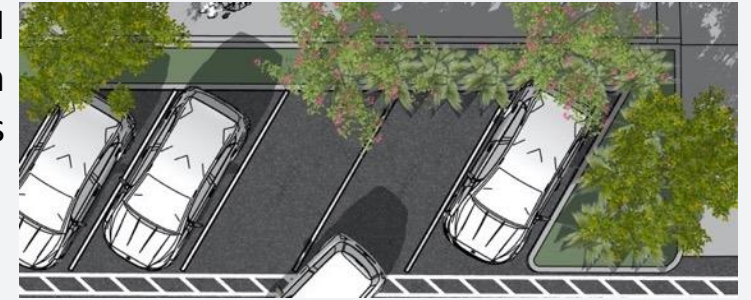
A) Angled parking (head in)



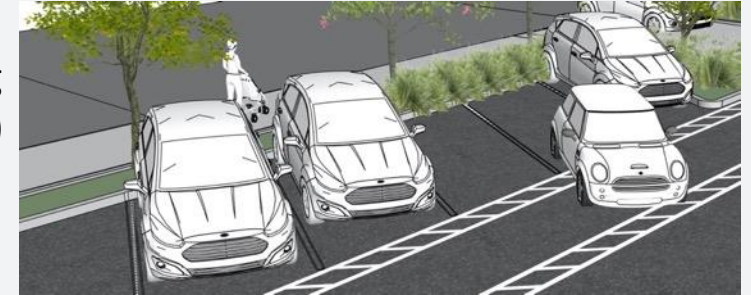
OPTION 1: 64' curb, 76' sidewalk

OPTION 2: 76' curb, 100' sidewalk

B) Angled parking both sides



B) Angled parking (head out)



COMPARISONS:

OPTION 1: 64' curb, 76' sidewalk

3) Do you prefer:

A) 6' Walkways with trees in parking lane



4) Do you prefer:

A) Riding thru the roundabout with vehicles

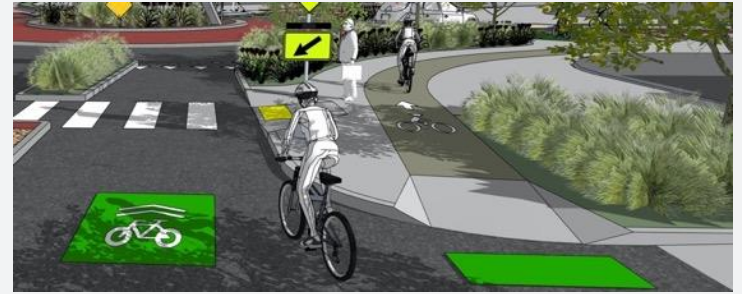


OPTION 2: 76' curb, 100' sidewalk

B) 8' Walkways with trees in parkway & walkway



B) Riding thru raised path or roundabout



STREETSCAPE TREATMENTS

A) DG Patterns



B) Rock Mulches



C) Planted bulb-outs with DG



D) Trees in grates



E) Flowering shrubs & mulch, no trees



F) Trees and bunch grasses



G) Trees & street furnishings

Select those you would like to see along Campo Road.



ENTRY MONUMENTS AND GATEWAYS

A) Pilaster



B) Cantilevered median sign



C) Partial arches over roadway



D) Across median and walkways



E) Archway over the road



F) Freestanding roadside

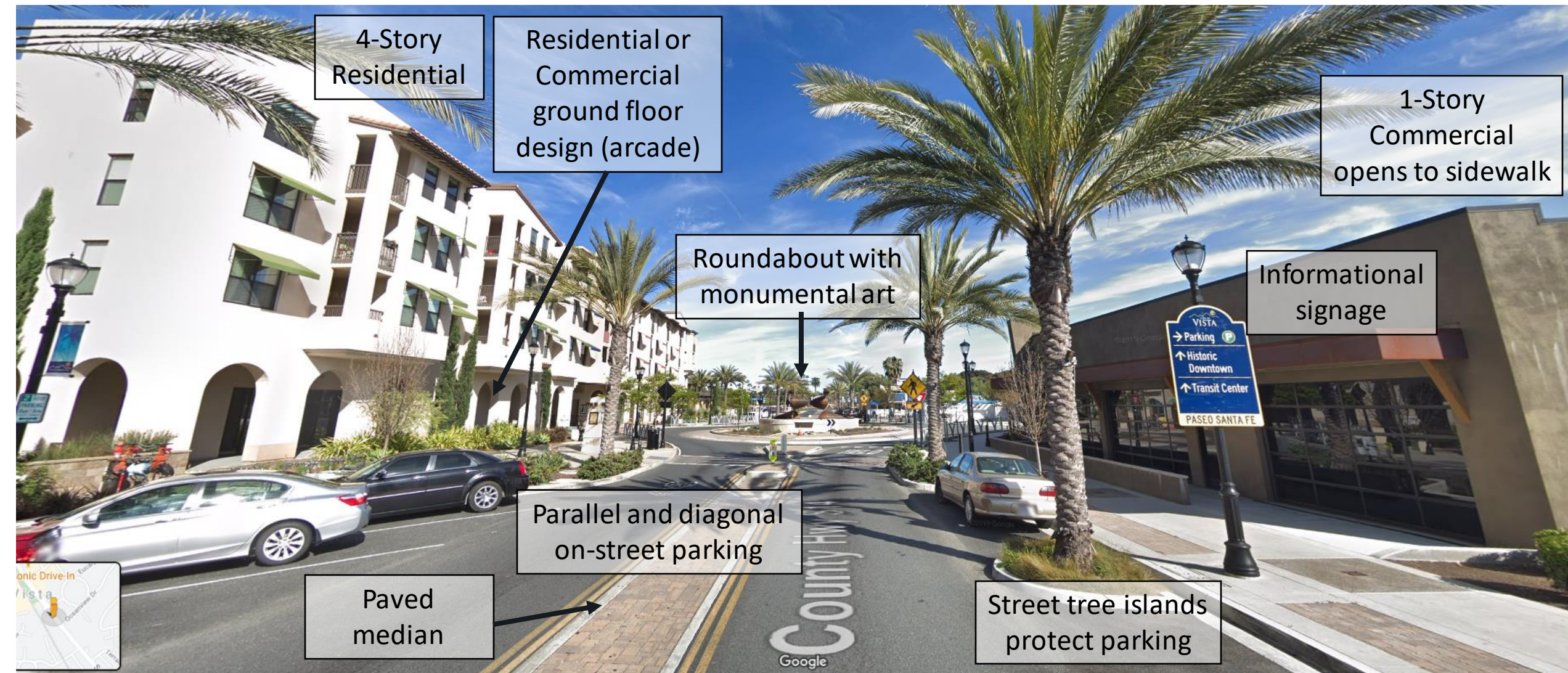


G) Center of roundabout



Select the general placement and type of sign you would like to see along Campo Road

VISION: TRANSFORMED STREET



Please rate how much you would like similar improvements and features in the Campo Road corridor.

Less **1** ————— **2** ————— **3** ————— **4** ————— **5** More



PROJECT IMPLEMENTATION CONSIDERATIONS

- Long term plan for the corridor
- Not included in existing capital budgets
- Will require a combination of financing mechanisms, including:
 - Frontage improvements associated with discretionary project applications
 - Grants – federal, state, and other
 - Potential options for local contributions (assessment districts)
- Additional details on implementation options will be presented at future Workshops



NEXT STEPS



NEXT STEPS



Plan
Development

Alternatives
& Visual
Preference
Survey

Public
Review
Draft Plan

Community
Workshop:
Draft Plan



QUESTIONS AND COMMENTS



LOGISTICS



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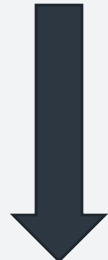
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571-209-6390

Access Code:

990 083 680

SLIDE
NUMBER



ADDITIONAL COMMENTS

- This presentation has been recorded and will be posted for additional review via the project website:
 - <https://www.sandiegocounty.gov/content/sdc/pds/advance/CasadeOroRevitalizationPlan.html>
- A follow-up survey will appear after you exit this meeting.
- Please provide additional comments to Josh Menvielle via email to: joshua.menvielle@sdcounty.ca.gov



THANK YOU!

