

# CALIFORNIA

# NATIONAL CITY

## 1887

### INCORPORATED

Where can you go in a **10-minute** neighborhood?



# **Our Speakers**

**Tara Lake, Senior Associate KTUA**

**Catherine Thibault, Program Manager Circulate San Diego**

**Rosalind Ross, Project Manager Community Housingworks**

**Christine M. Perri, Dean Southwestern College/  
Higher Education Center National City**

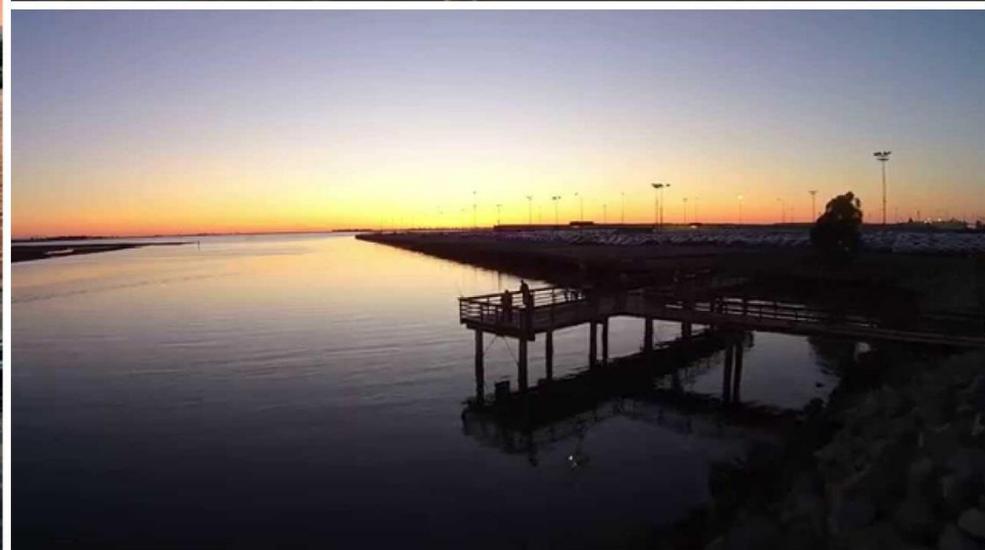
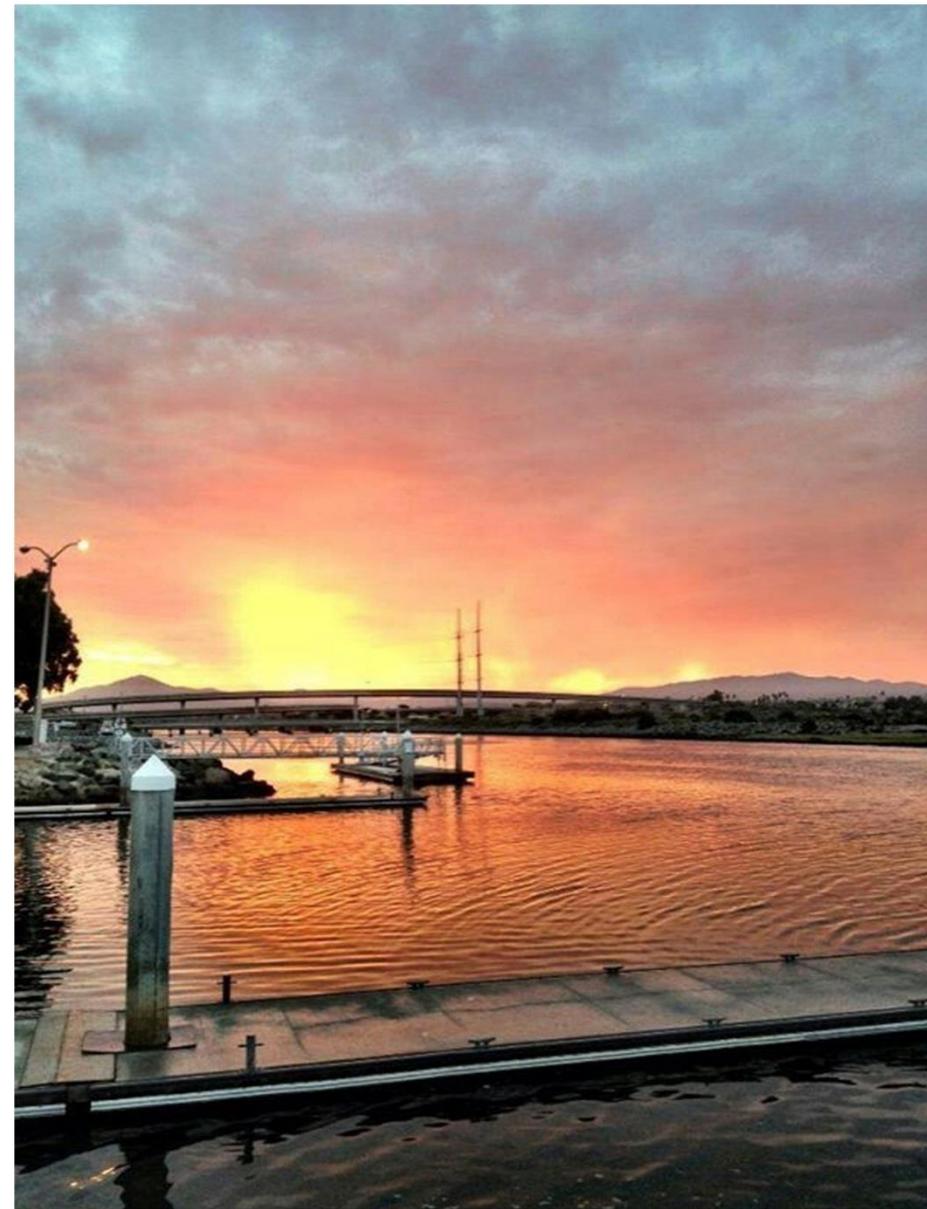
**David Zajac, Community Planning & Liaison Officer, Naval  
Base San Diego**



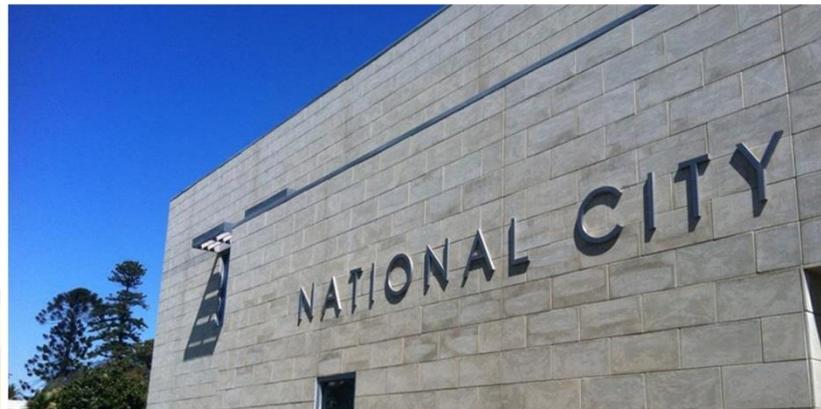


**BRICK ROW**  
#VISITATIONALCITY





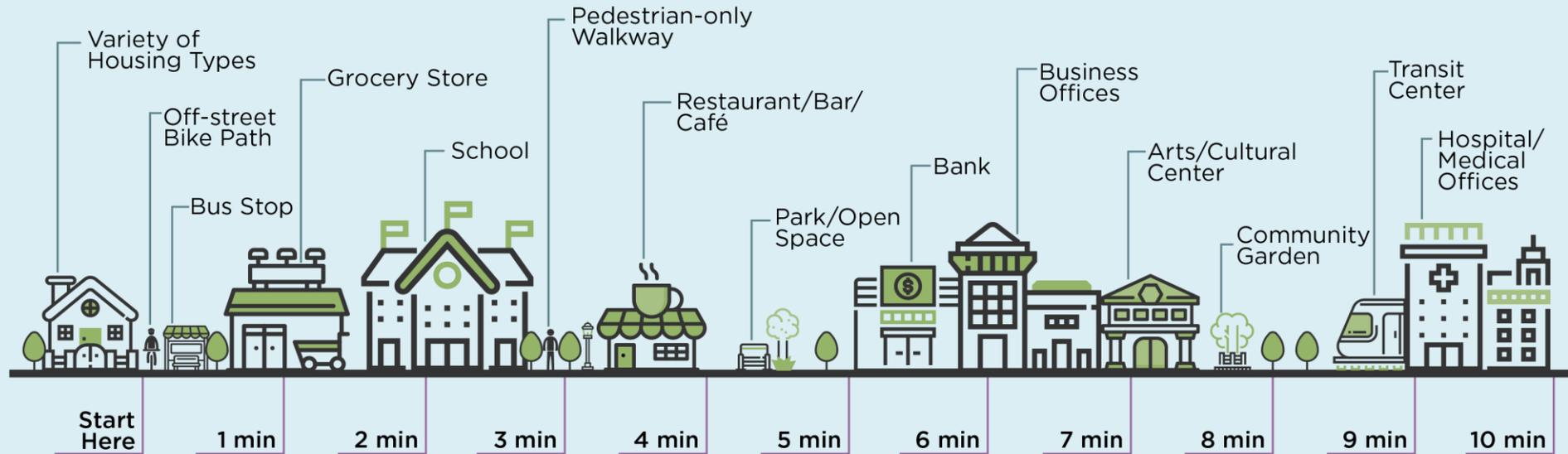






# Tara Lake, Senior Associate KTUA & Catherine Thibault, Program Manager Circulate San Diego

Where can you go in a **10-minute** neighborhood?





CALIFORNIA  
**NATIONAL CITY**  
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# INTRACONnect • CITY OF NATIONAL CITY

Connecting People with Land Uses and Mobility Options all within a 10-minute Neighborhood





***Project Statement:***

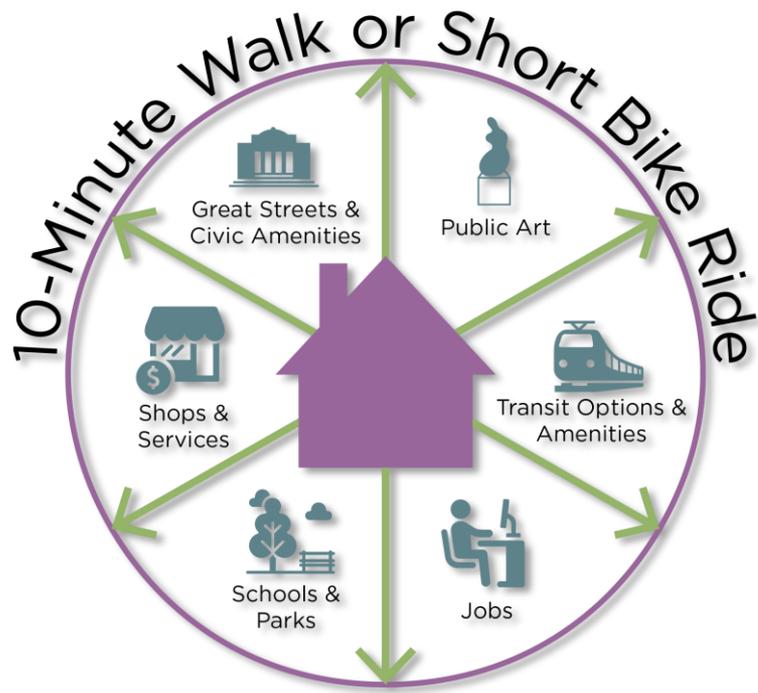
*The purpose of the INTRACONnect plan is to provide a guide for improving neighborhoods so that its residents can walk, take transit, bike or take a short drive to meet their daily needs of work, play, education, shopping and other local services.*

**What is this  
planning  
effort all  
about?**

### **Supporting Objectives:**

- 1)** Provide incentives to neighborhoods that also help support business self sufficiency and neighborhood cohesion.
- 2)** Support local trips and travel versus regional trips and long distance commutes.
- 3)** Evolve land use planning efforts that support smart infill growth where overall Green House Gas (GHG) emissions and Vehicle Miles Traveled (VMT) would be less.
- 4)** Develop placetypes that represent the right mixture of land use, transit, public facilities, housing and street patterns that support active transportation and transit.
- 5)** Classify the City into these various placetypes and develop a menu of improvements.
- 6)** Provide equitable distribution of transportation and public space improvements for all 9 neighborhoods.
- 7)** Build upon previous investments in transportation, transit, parks and public spaces.
- 8)** Integrate complete streets, universal access, active transportation, healthy communities, placemaking, climate action initiatives and other adopted policies.

**What are the objectives?**



**A 10-minute neighborhood is a community where most trips can be made by foot or bike within 10 minutes. In other words, residents are able to travel only short distances to access schools, shops, jobs, recreation centers, public transit, and other services.**





Improved health



Reduced traffic



Increased use of transit and other modes of transportation



Increased mobility options for older non-drivers



Cleaner air and less greenhouse gas emissions



Social connectivity



Stronger retail

## What are the benefits of a 10-minute neighborhood?

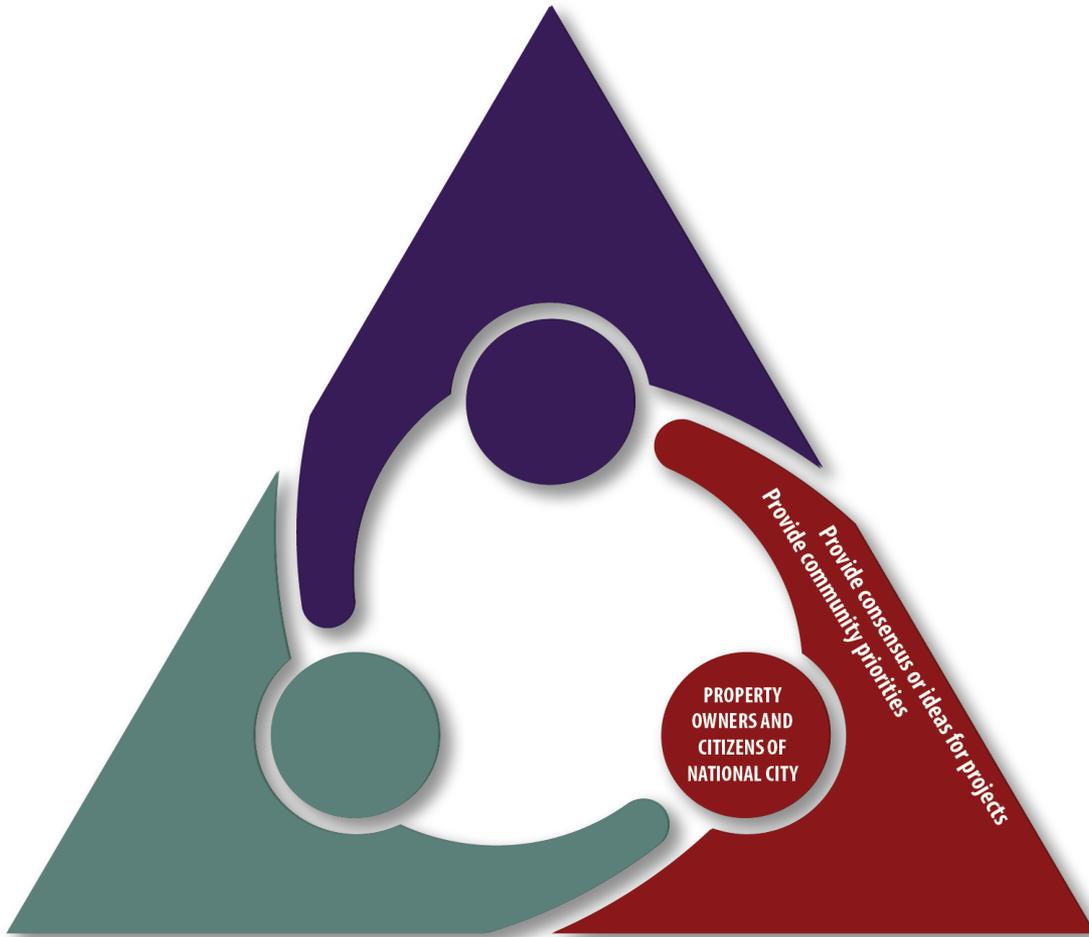
Ten-minute neighborhoods support improved and healthier lifestyles where people can be physically active while also promoting social interactions. Additionally, by encouraging alternate modes of transportation, the environmental impacts of vehicles can be minimized.

# What has been done in the past along these lines?

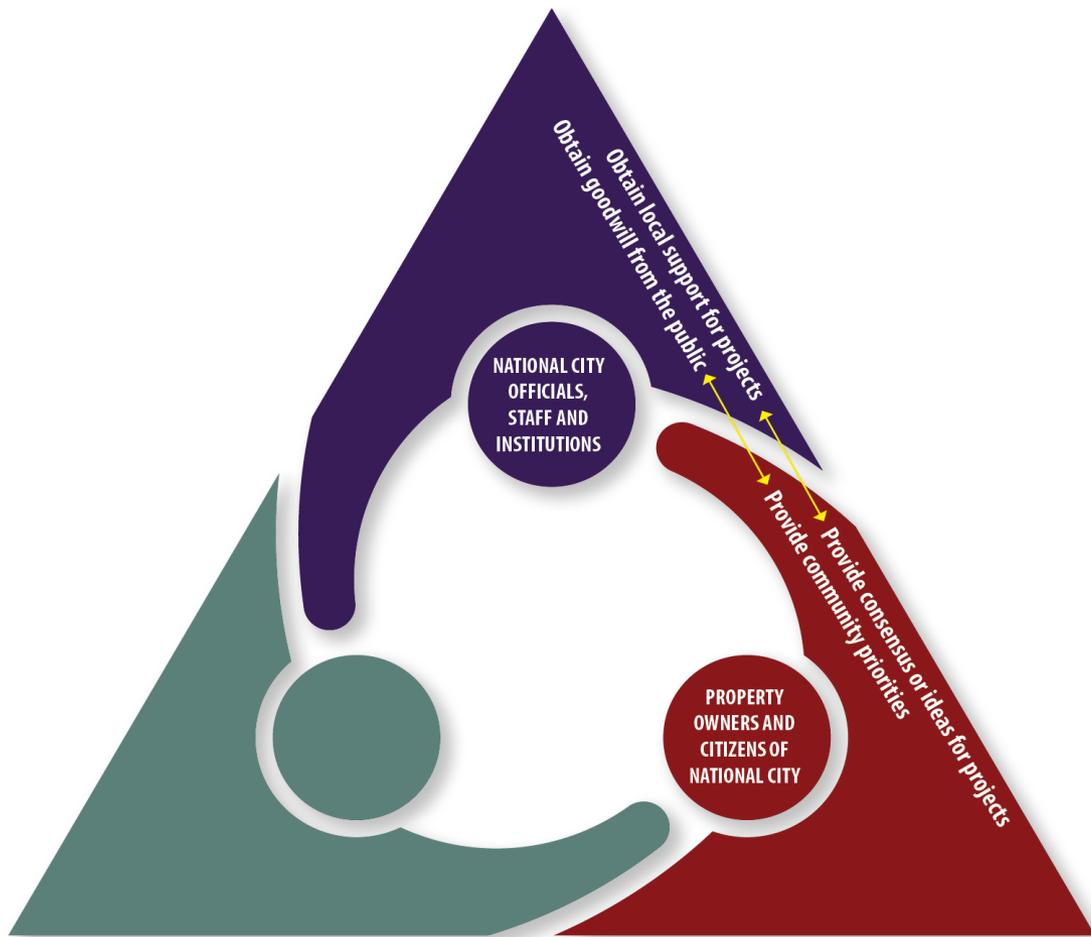


- General Plan Update
- West Side Specific Plan
- Downtown Specific Plan
- Citywide Active Transportation Plan
- SMART FOUNDATION- Citywide Walking / Biking
- HHS/SANDAG Safe Routes to School Education & Encouragement
- NC Citywide Safe Routes to School Pedestrian Enhancements

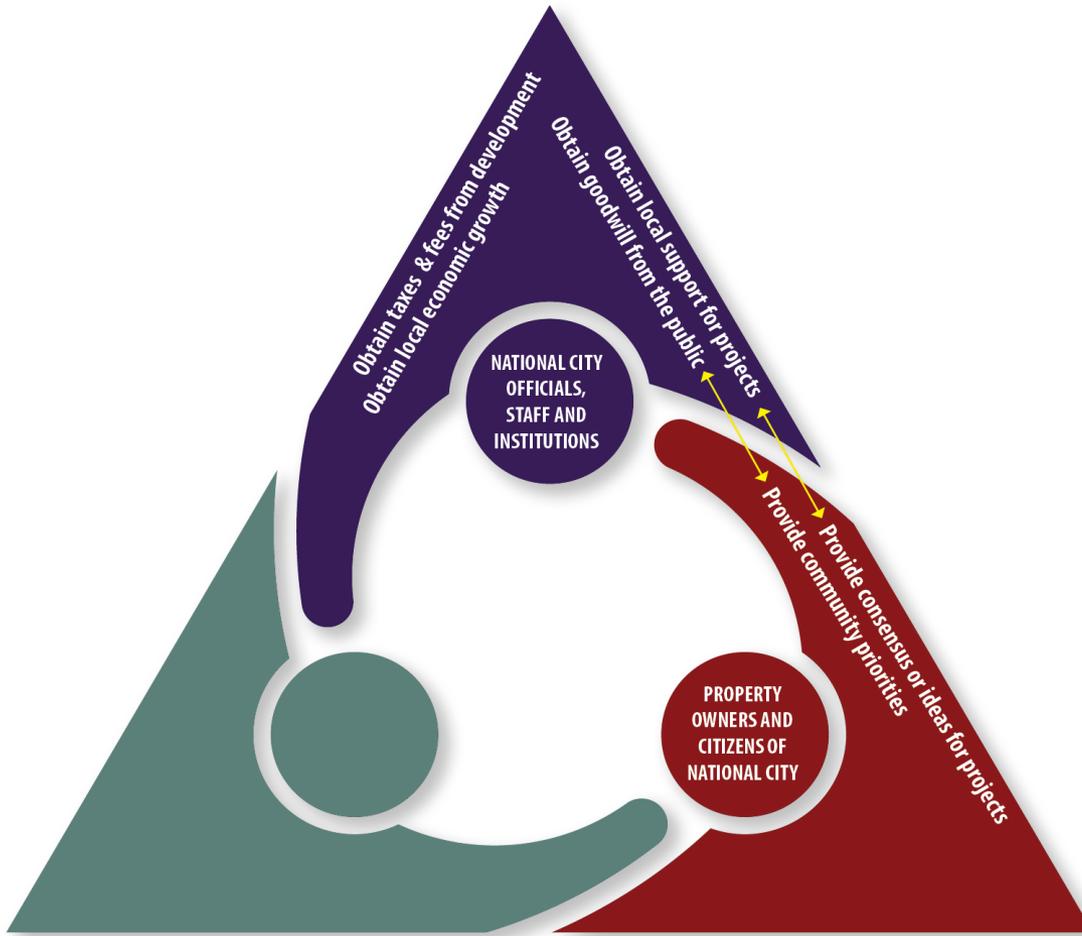




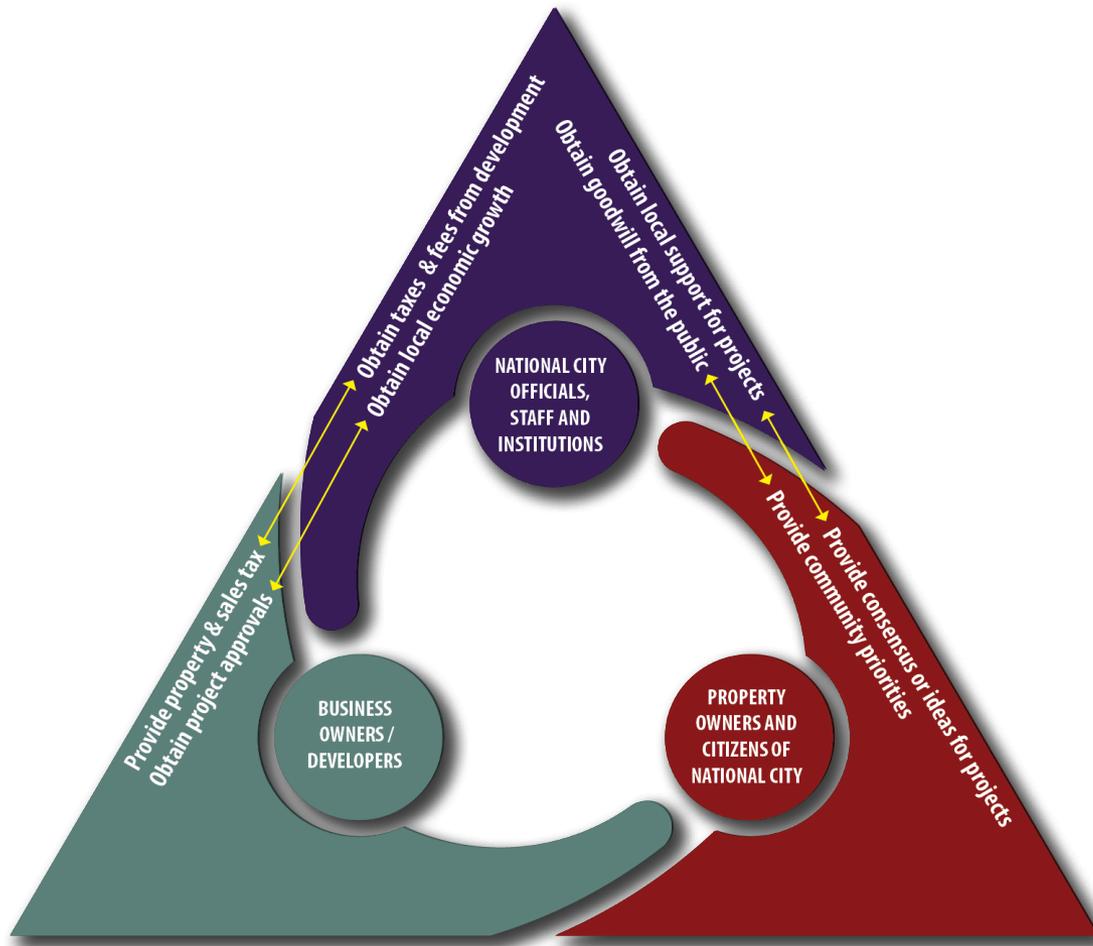
**Who are the partners in this effort ?**



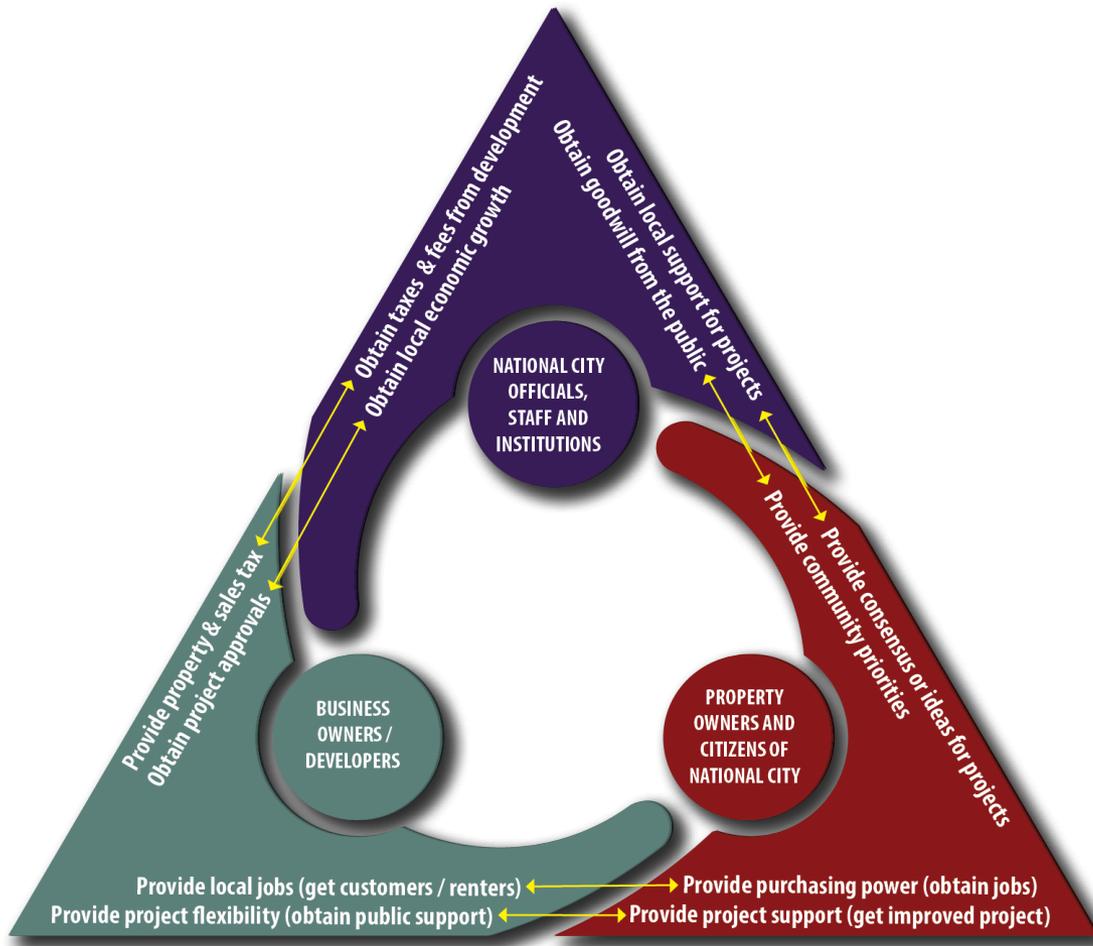
Who are the partners in this effort ?



**Who are the partners in this effort ?**

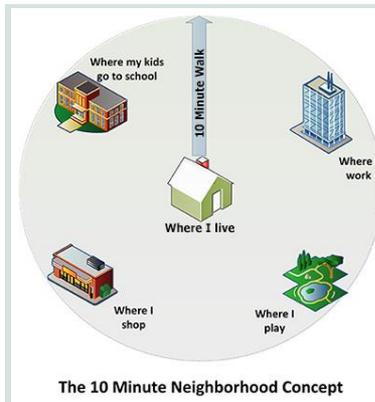


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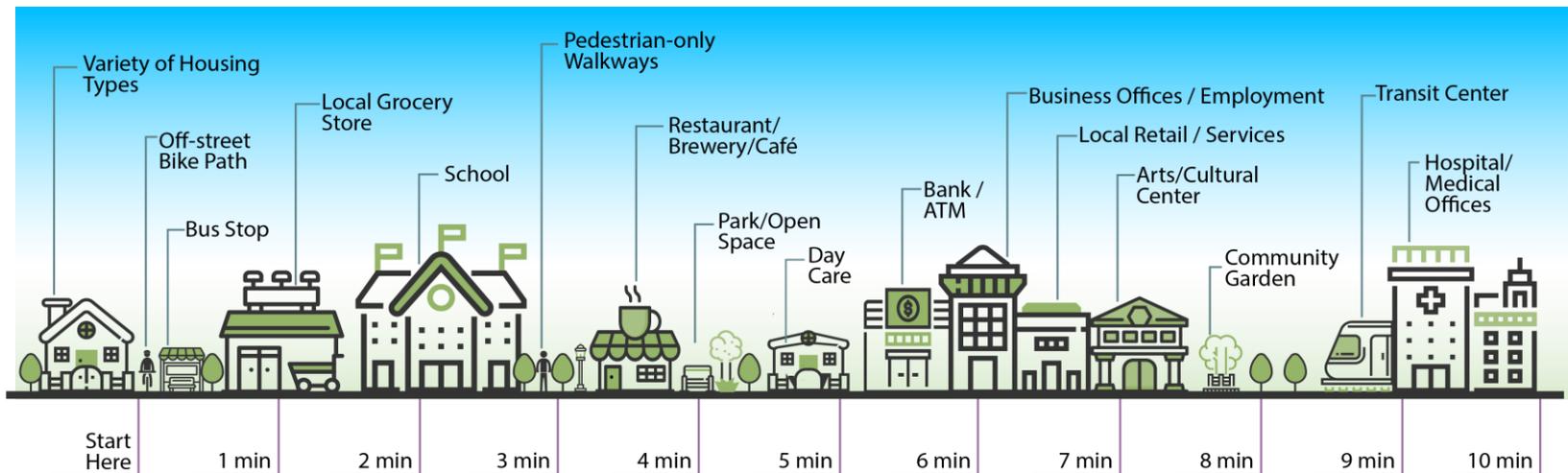


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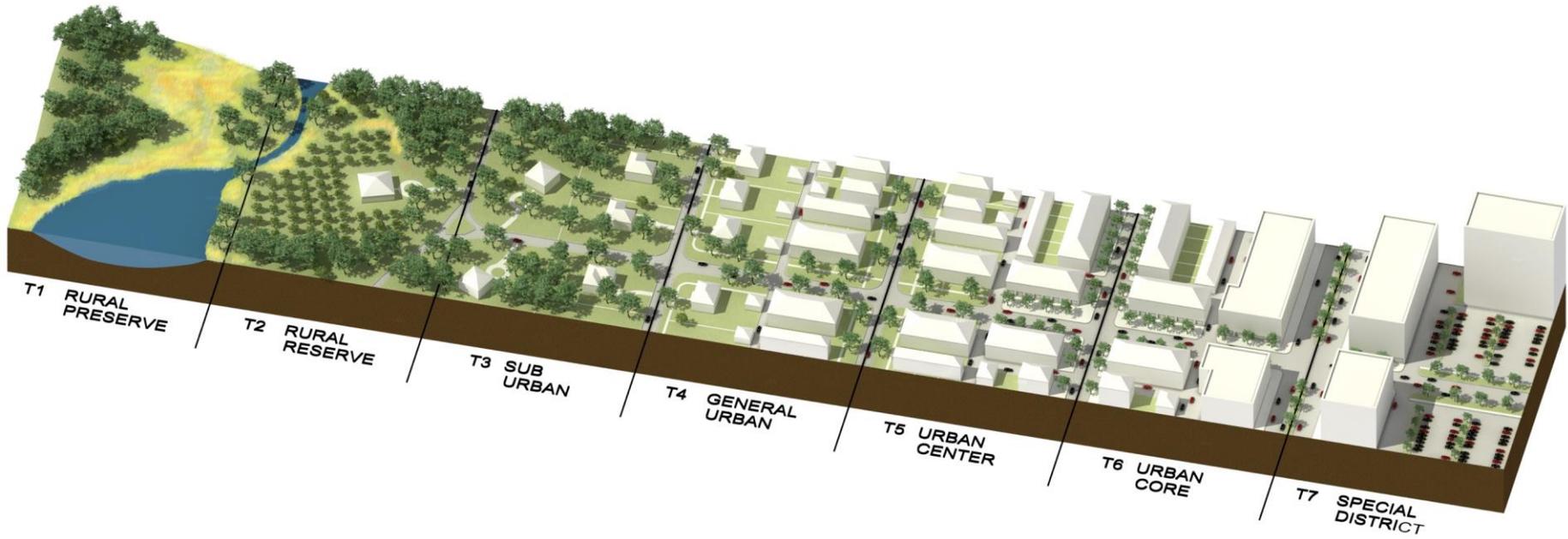
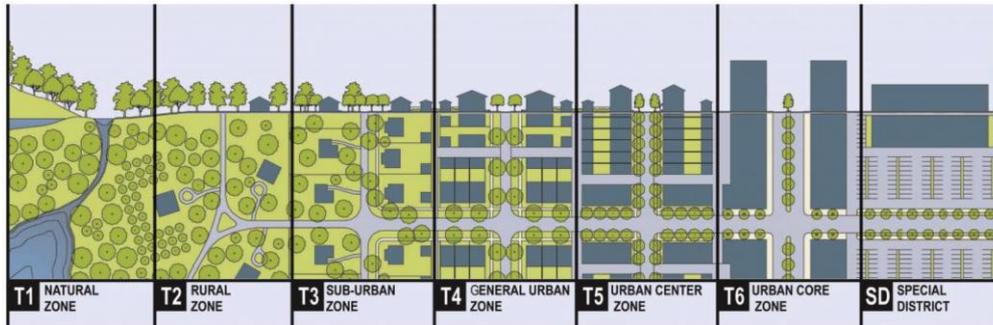
# What is reasonable to expect in your neighborhood?



Where should you be able to get to in a **10-minute** neighborhood?

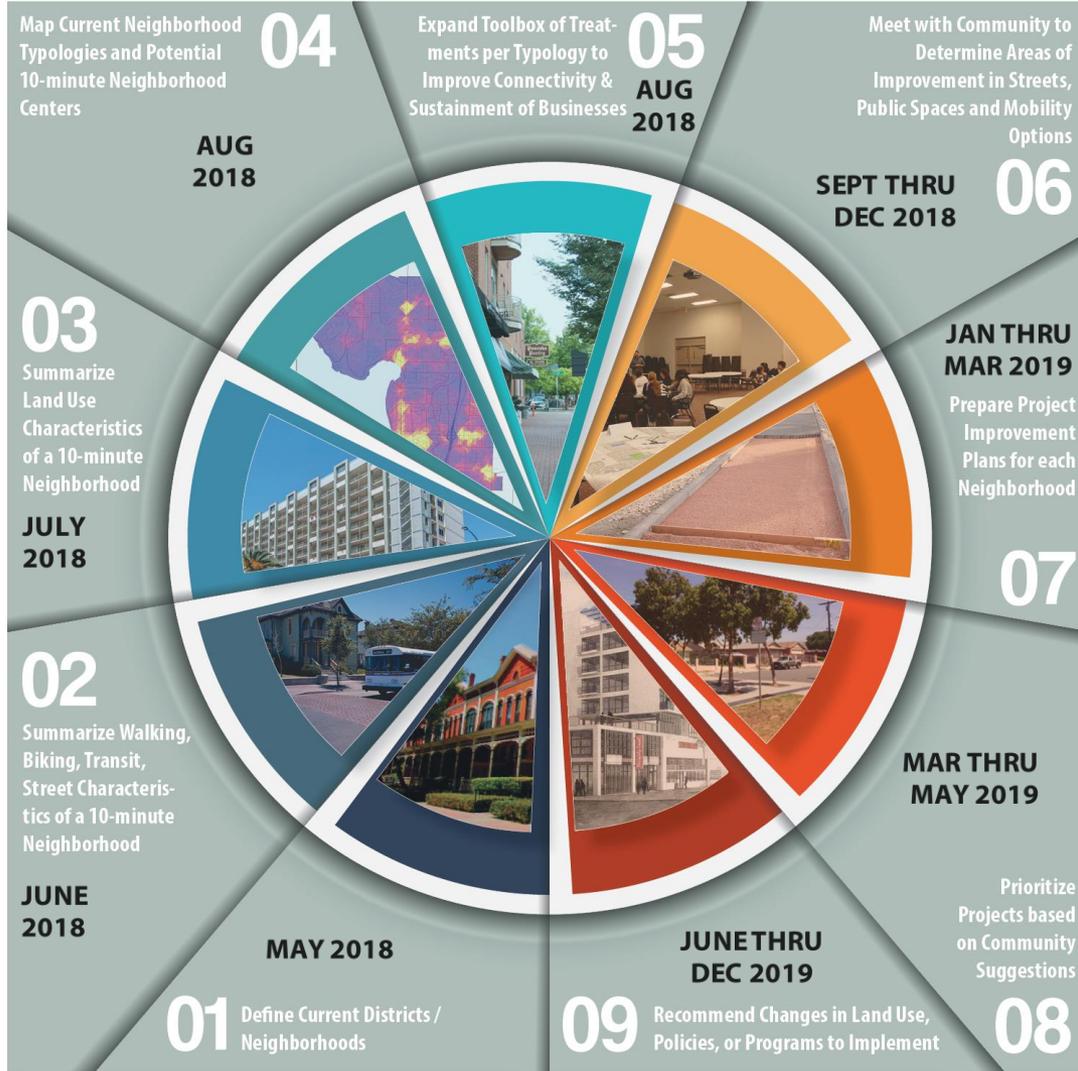


# How will neighborhoods be classified?



**FRAMEWORK FOR STREET /  
LAND USE TYPOLOGIES**

	T1-RURAL PRESERVE	T2-RURAL RESERVE	T3-SUBURBAN	T4- GENERAL URBAN	T5-URBAN CENTER	T6-URBAN CORE	T7- SPECIAL DISTRICT
<b>LAND USE MIXTURE</b>							
No Land Uses	✓						
Single Family Only		✓	✓				
Single / Multi-family				✓	✓		
Employment / Business Parks			✓		✓		
Industrial Parks or Districts		✓	✓	✓			
Retail Districts				✓	✓		✓
Strip Commercial		✓	✓			✓	
Institutional			✓	✓	✓	✓	✓
Mixed Use Jobs and Housing					✓	✓	✓
Mixed Use Retail / Service / Residential				✓	✓	✓	✓
Mixed Use Institutional with Residential				✓	✓	✓	✓
Highly Mixed Use Districts					✓	✓	✓
<b>DENSITY</b>							
Very low density	✓	✓					
Low Density			✓				
Medium Density				✓			
Medium High Density					✓	✓	✓
High Density						✓	✓
<b>TRANSIT SUPPORT</b>							
No Transit Service	✓	✓	✓				
Minor Bus Service		✓	✓	✓	✓		
Frequent Standard Bus Service				✓	✓	✓	✓
Frequent Rapid Bus Service					✓	✓	✓
Trolley Service					✓	✓	✓
<b>WALKABILITY / BIKEABILITY</b>							
No Walking or Biking Facilities	✓	✓					
Minor Walking Facilities / No Biking	✓	✓	✓				
Minor Walking Facilities / Minor Biking			✓				
Major Walking Districts / Promenades				✓	✓	✓	✓
Major Biking Districts / Routes				✓	✓	✓	✓
<b>STREET LAYOUT / BARRIERS</b>							
No Streets or Minor Dirt Roads	✓	✓					
Dead end / Cul-de-sac Residential Streets		✓	✓				
Organically Arranged Streets with Many Barriers		✓	✓				
Superblocks				✓	✓	✓	
Areas with Many Freeway, Arterials & Rail Lines	✓	✓	✓	✓			
Areas with Substantial Canyons or Open Spaces	✓	✓	✓				
Long Block Grid		✓	✓				
Medium Block Grid			✓	✓	✓	✓	
Short Block Grid				✓	✓	✓	✓



# What steps are involved?



What types of neighborhood improvements will be considered in the future?

### ROADWAY ELEMENTS



Add Roadway Crossings



Provide Traffic Calming



Offer Innovative Traffic Management



Lower Parking Requirements

### MIXED LAND USE ELEMENTS



Encourage Institutional Uses



Encourage Local Retail Food



Encourage Local Grocery Stores



Encourage Local Retail Services

### ACTIVE TRANSPORTATION ELEMENTS



Add Biking Improvements



Add Walkway Improvements



Add Bike Parking



Encourage Healthy Programs

### APPROPRIATE HOUSING ELEMENTS



Encourage Compact Infill Housing



Encourage Housing Options



Encourage Infill Near Transit



Encourage Jobs Housing Balance

### MOBILITY OPTION ELEMENTS



Improve Public Transit



Build Rideshare Drop-offs



Arrange for Micro Transport Rentals



Connect to Shuttle System

### PROCESSING ELEMENTS



Expedite Permitting



Provide Zoning Changes



Offer Ministerial Review of Projects



Assist with TDM Measures

### MISC. COMMUNITY FACILITIES



Improve Access to Schools & Parks



Add Mini-Parks or Linear Parks



Provide More Park Amenities



Add Streetscapes to Roadways

### MISC. ASSISTANCE ELEMENTS



Fund Signage & Banner Projects



Recruit Neighborhood Businesses

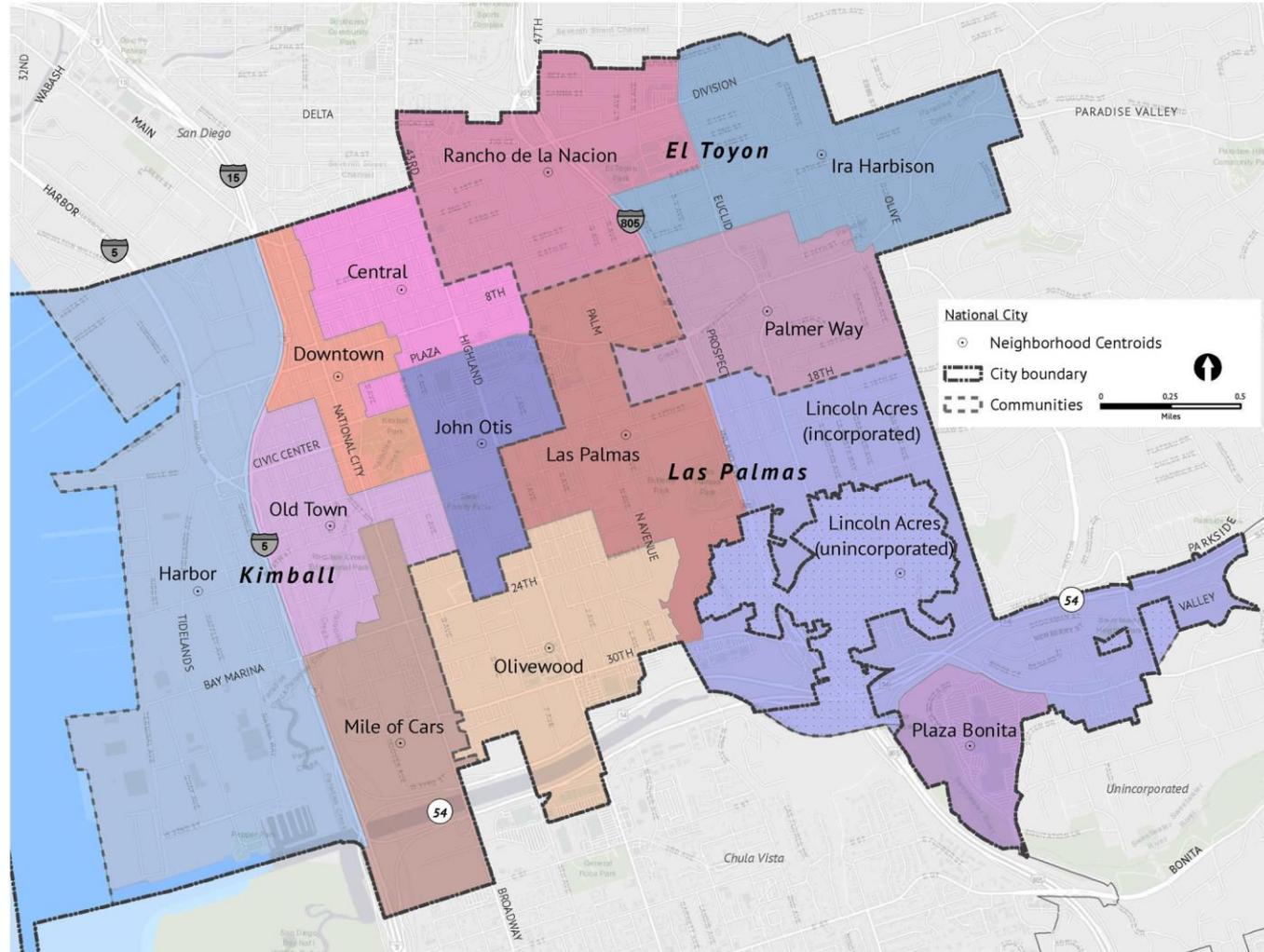


Pursue Grant Opportunities

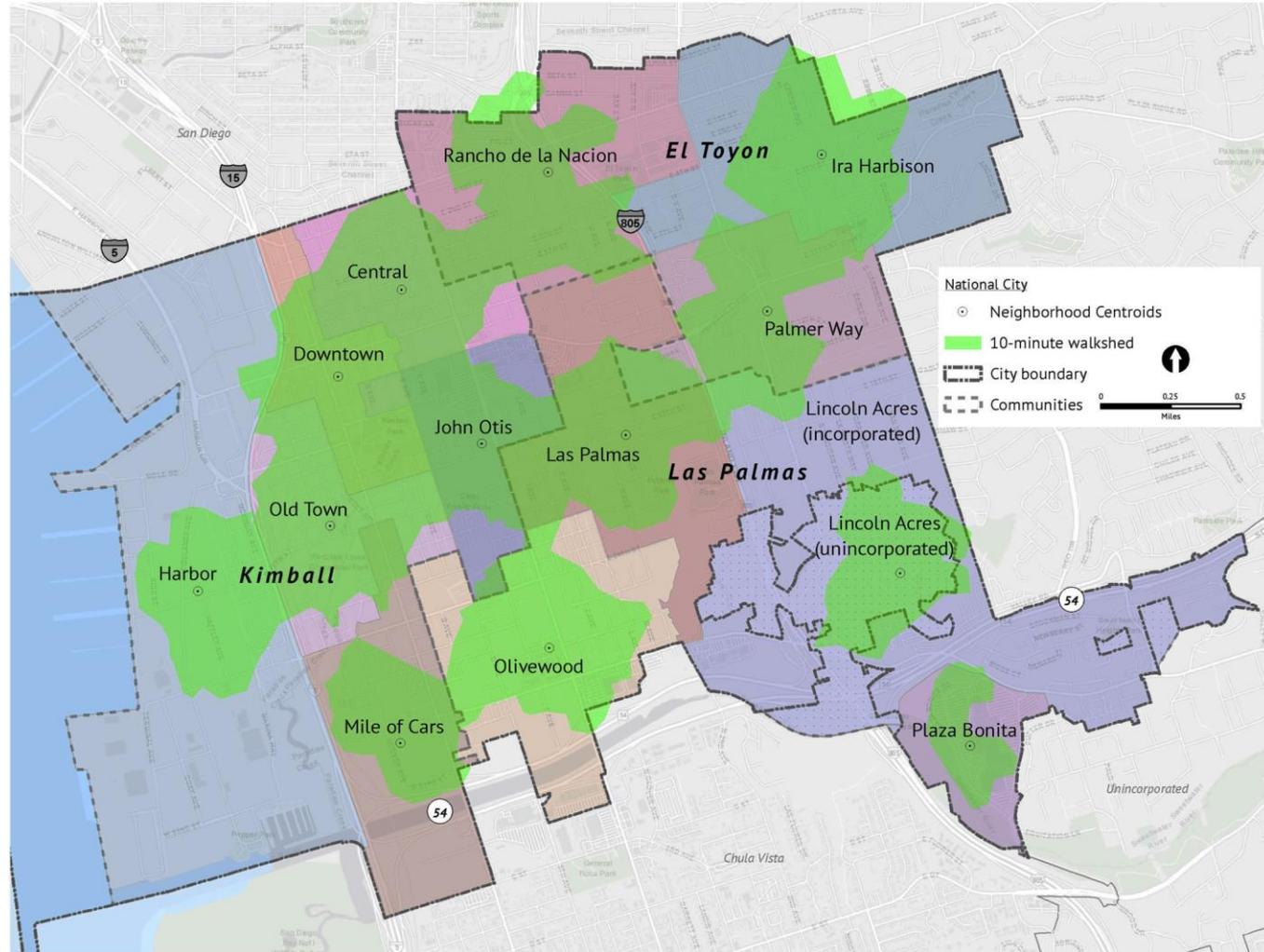


Provide Facade / Signage Rebates

# How are neighborhoods defined?



How do they compare to typical 10 minute walktimes?



# What are their statistics?

Community	Population, 2016 ACS	Acres	Population Density (people per acre)
<b>El Toyon</b>	<b>22,293</b>	<b>388</b>	<b>58</b>
<b>Las Palmas</b>	<b>21,646</b>	<b>385</b>	<b>56</b>
<b>Kimball</b>	<b>15,123</b>	<b>224</b>	<b>68</b>
<b>Total</b>	<b>59,062</b>		

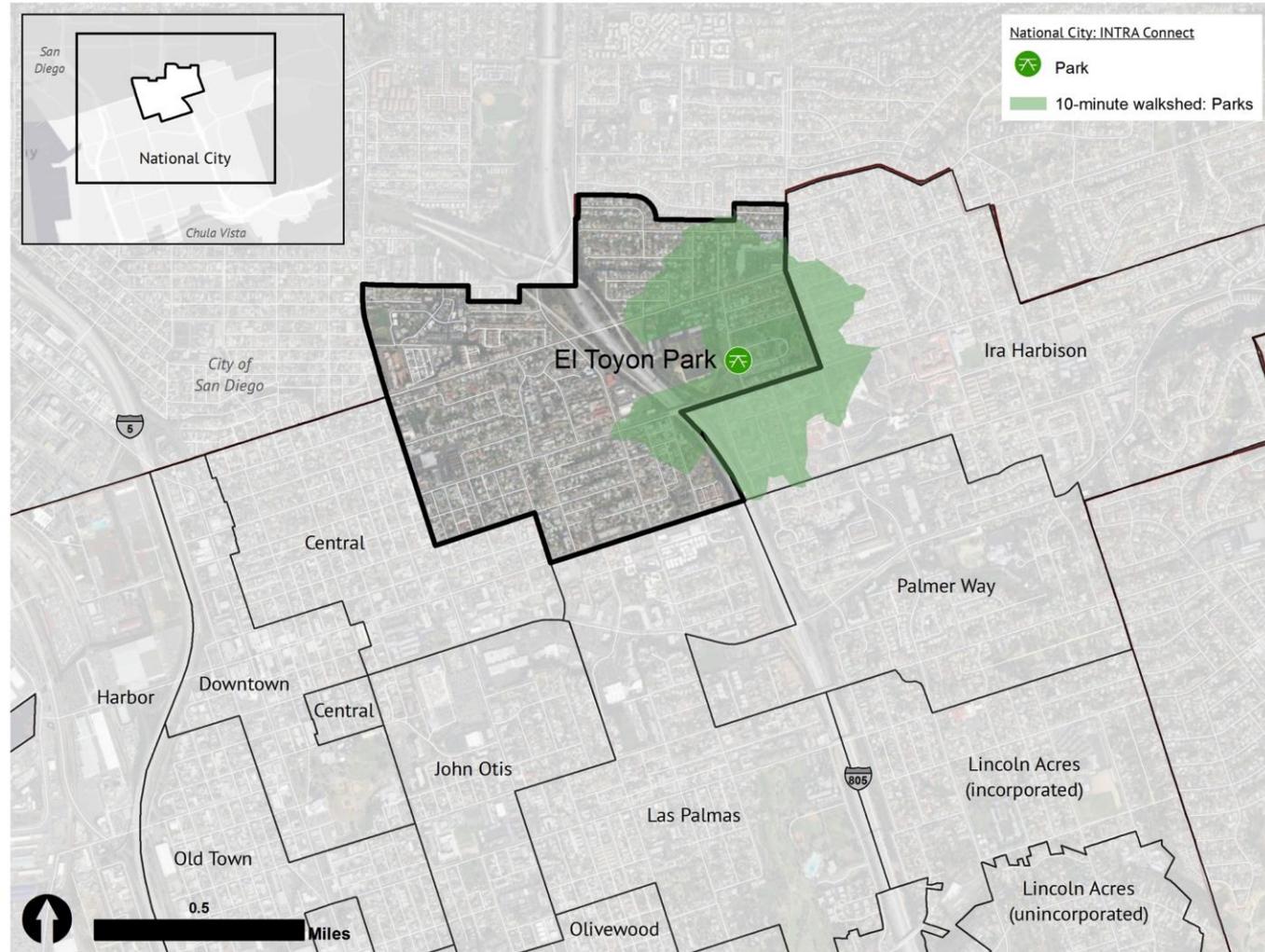
Community	Neighborhood	Acres
Kimball	Harbor	968
Las Palmas	Lincoln Acres	891
El Toyon	Ira Harbison	455
El Toyon	Rancho De La Nacion	388
Las Palmas	Olivewood	386
Las Palmas	Las Palmas	385
Kimball	Mile of Cars	312
El Toyon	Palmer Way	292
Kimball	Old Town	224
Kimball	Central	210
Kimball	John Otis	190
Kimball	Downtown	158
Las Palmas	Plaza Bonita	138

Community	Neighborhood	Total Population
El Toyon	Rancho De La Nacion	9,306
Las Palmas	Lincoln Acres	8,836
El Toyon	Ira Harbison	7,270
Las Palmas	Las Palmas	6,964
Las Palmas	Olivewood	6,773
El Toyon	Palmer Way	5,652
Kimball	Central	4,617
Kimball	John Otis	3,596
Kimball	Harbor	1,969
Kimball	Downtown	1,494
Kimball	Mile of Cars	1,423
Kimball	Old Town	1,404
Las Palmas	Plaza Bonita	339

Community	Neighborhood	Population Density (ppl/acre)
El Toyon	Rancho De La Nacion	24
Kimball	Central	22
El Toyon	Palmer Way	19
Kimball	John Otis	19
Las Palmas	Las Palmas	18
Las Palmas	Olivewood	18
El Toyon	Ira Harbison	16
Las Palmas	Lincoln Acres	10
Kimball	Downtown	9
Kimball	Old Town	6
Kimball	Mile of Cars	5
Las Palmas	Plaza Bonita	2
Kimball	Harbor	2

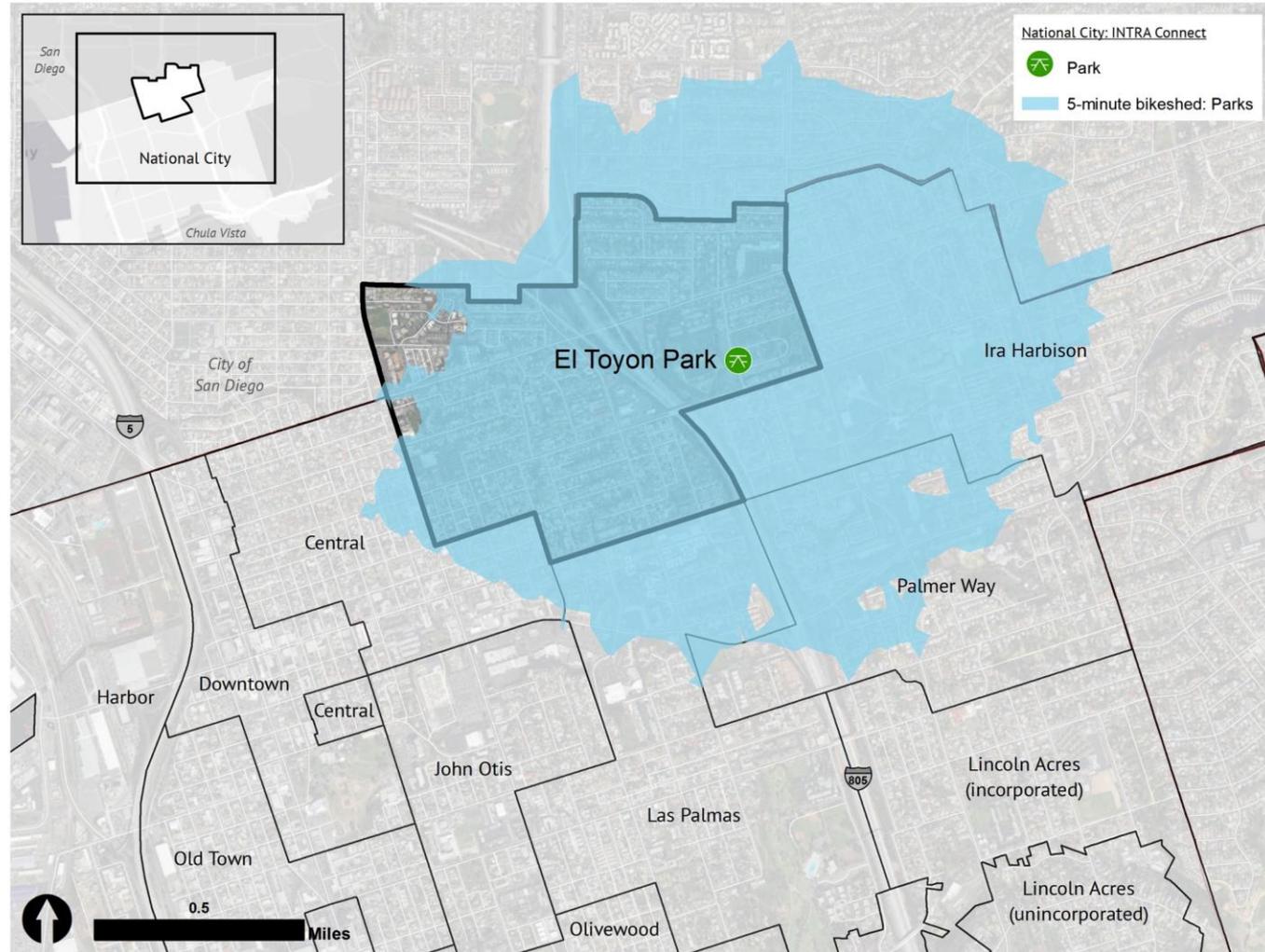
# What access scales are to be considered?

Walking @ 2.5 mph using streets for 10 minutes



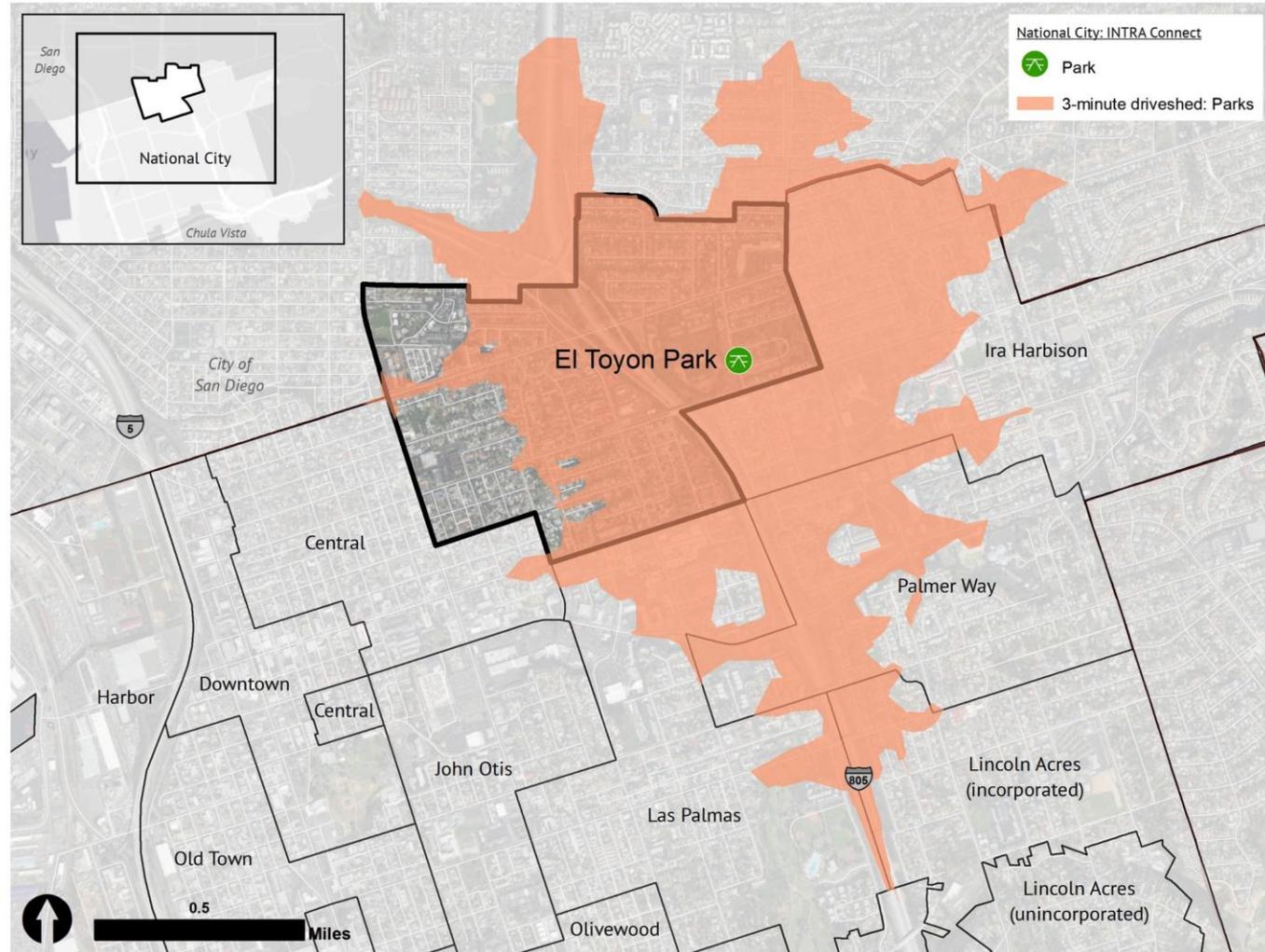
# What access scales are to be considered?

**Biking @ 12.5 mph using streets for 5 minutes**

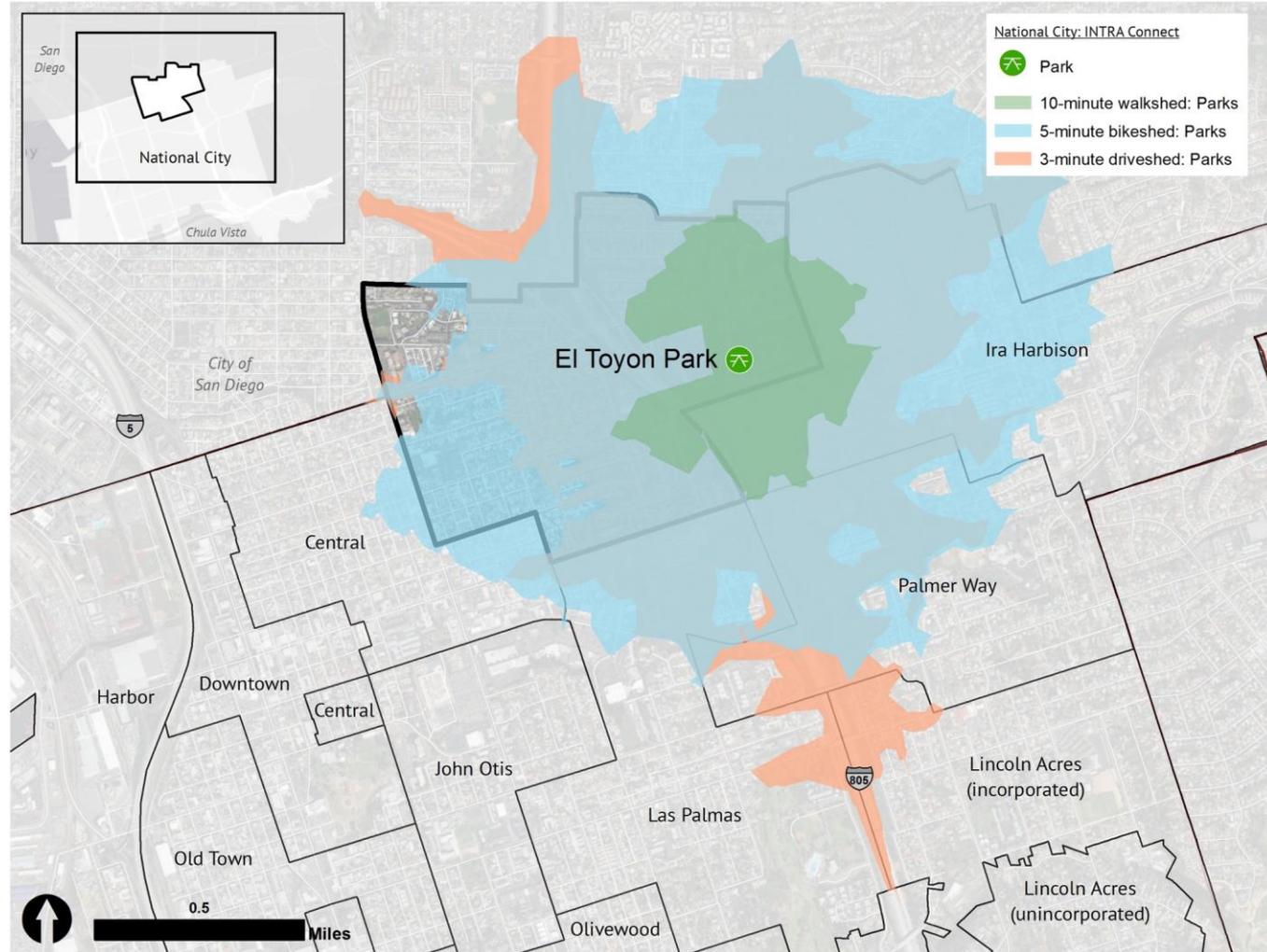


# What access scales are to be considered?

Driving @ posted speed limits using streets for 2 minutes with 1 minute for parking and loading vehicle

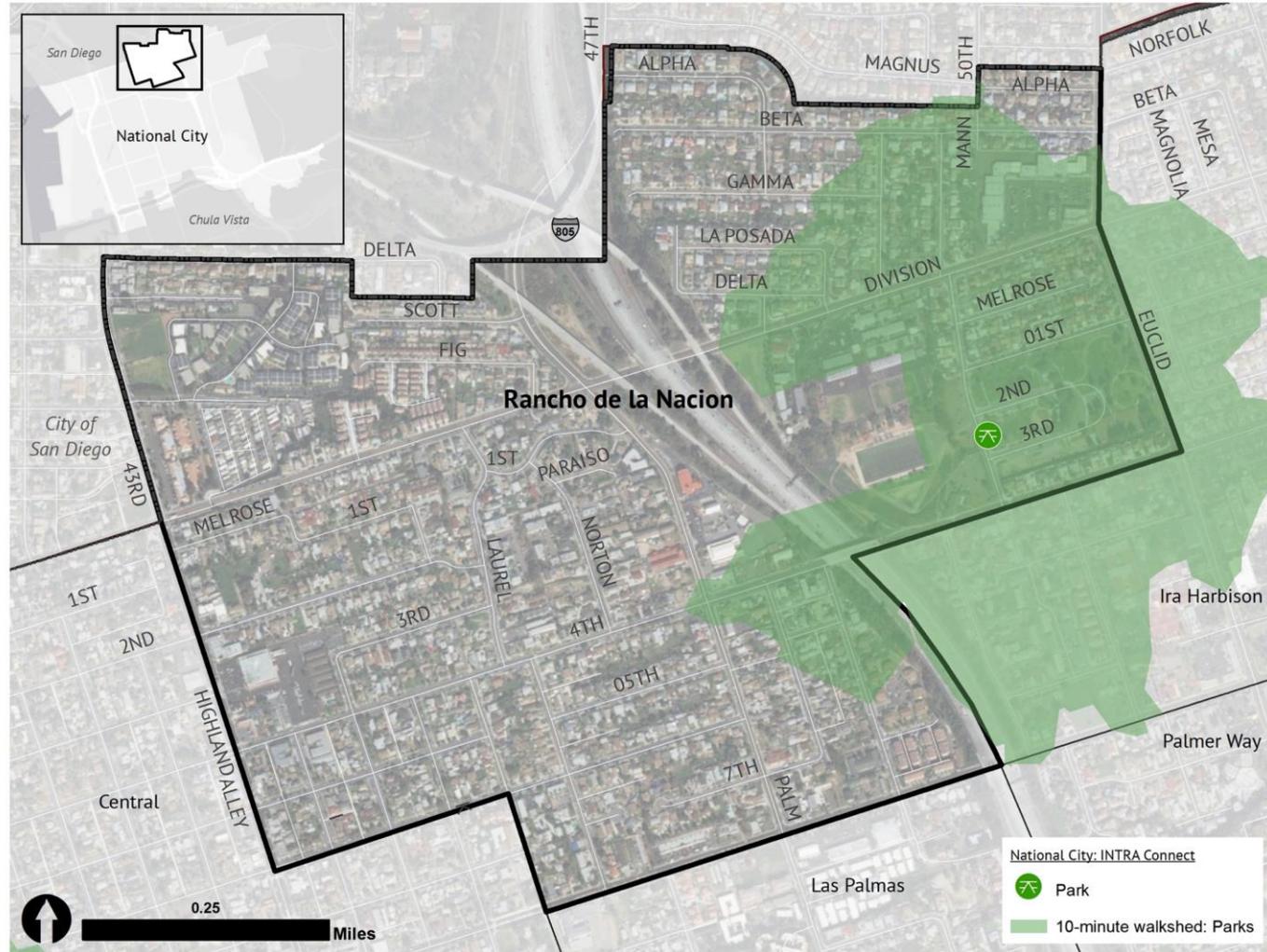


What  
access  
scales are  
to be  
considered?



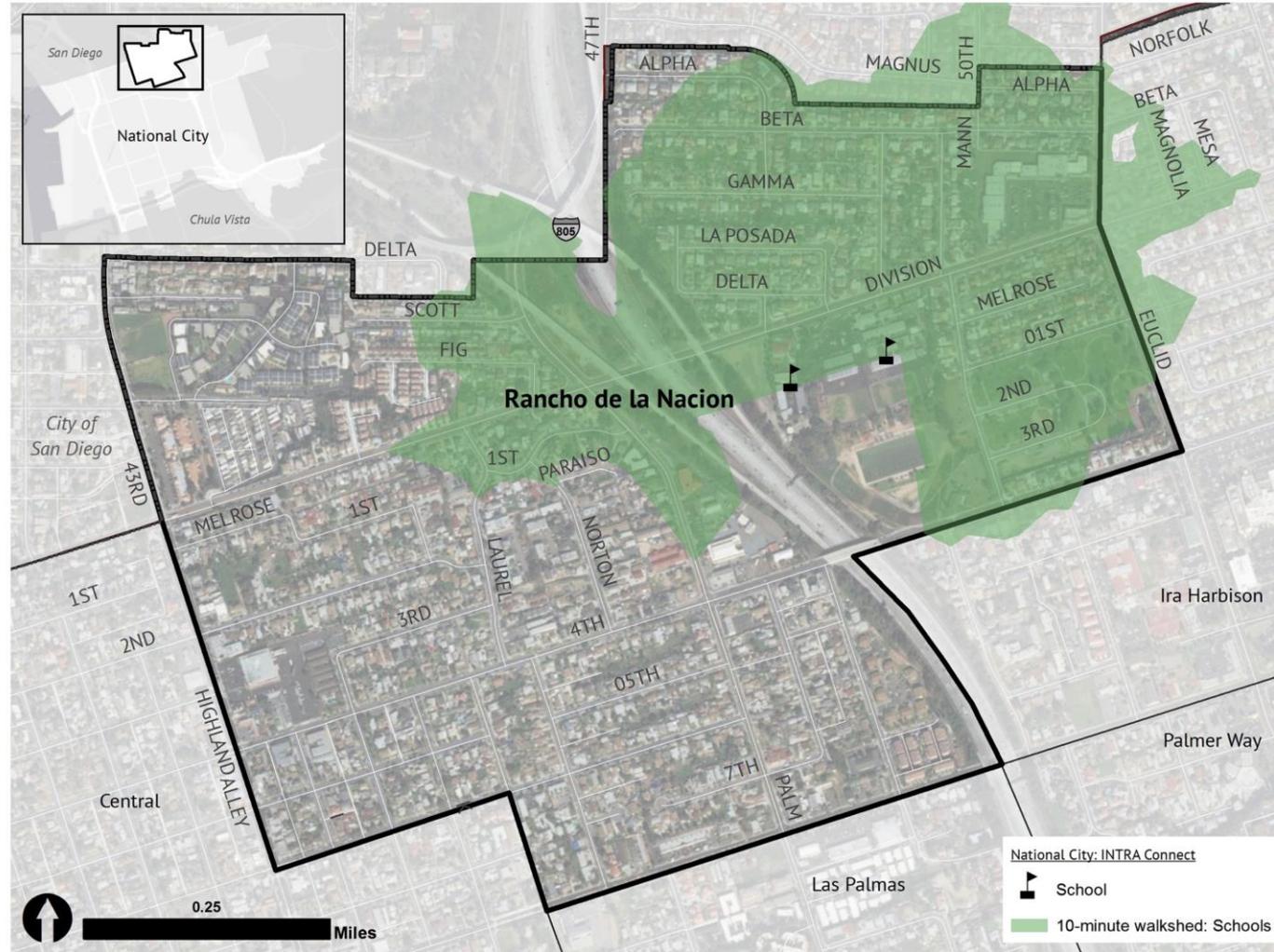
# What destinations will be considered?

Parks



# What destinations will be considered?

Schools





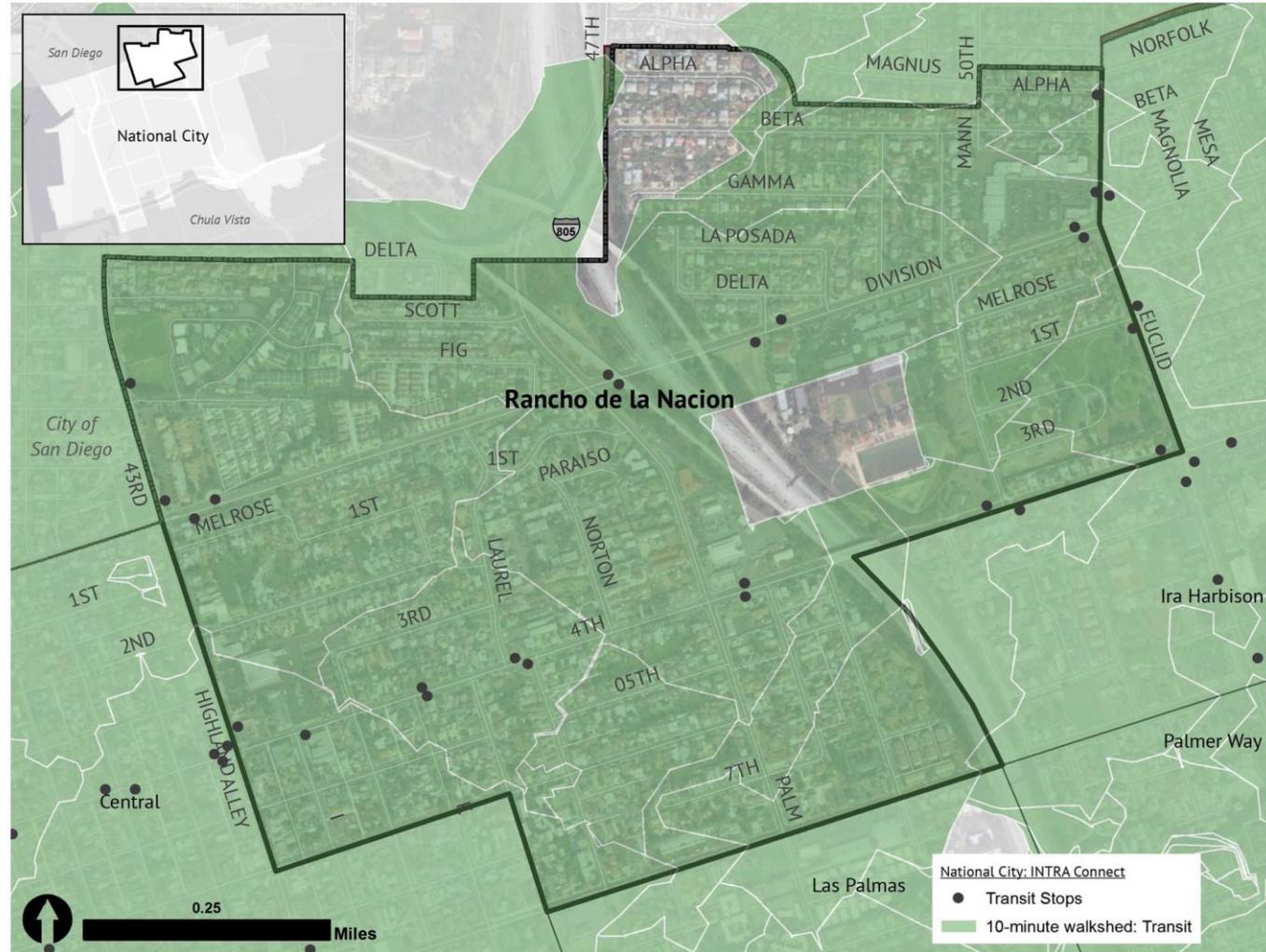
# What destinations will be considered?

**Transit**

**Employment**

**Retail (services, salons, retail, grocery stores, restaurants, entertainment, etc.)**

**Housing**



# What can you do today to help the project progress ?

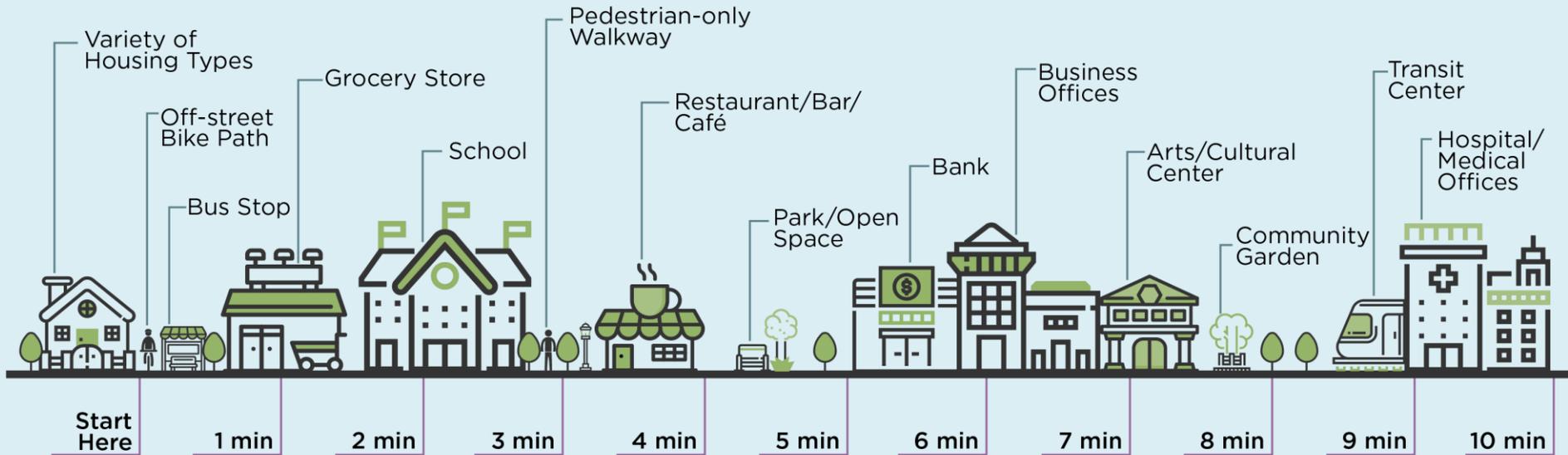
- Ask Questions Today
- Fill out Today's Survey
- Attend Future Issue / Opportunity Workshops
- Attend Prioritization Workshops



# Rosalind Ross, Project Manager

## Community Housingworks

Where can you go in a **10-minute** neighborhood?





# Senior Housing: Developing For the Future

City of National City Development Roundtable

July 10, 2018



**CHW** Community  
HousingWorks

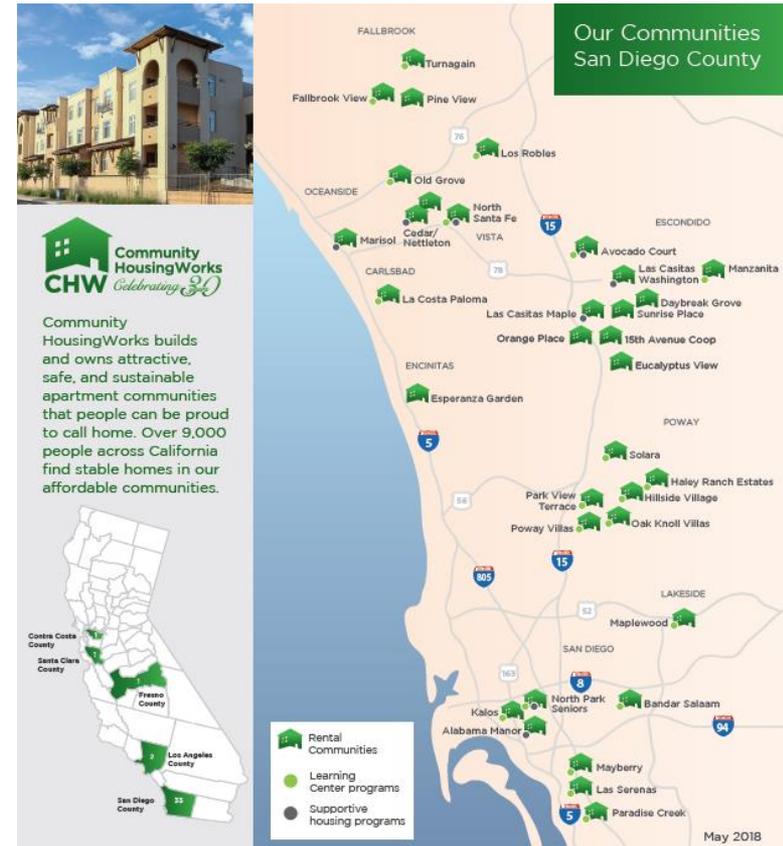
# Who is Community HousingWorks?



- Non-Profit Owner / Developer
  - 30 years, founded in North County, San Diego
  - Statewide portfolio, over 3,300 affordable apartments operating
  - Pipeline: 620+ apartments

## ■ Mission Statement

- Opportunity begins with a stable home
- Community HousingWorks provides and builds life-changing affordable apartment communities with resident-centered services for working families, seniors and people with disabilities, to forge stronger futures



# Who is Community HousingWorks?



## ■ Nationally Recognized

- *Affordable Housing Finance Magazine*– “Top 50 Affordable Housing Developers”
- Novogradac’s *Journal of Tax Credit*– “Development of Distinction: Innovative HUD Finance” award
- Developed the nation’s first apartment community to be fully solar-powered

## ■ Development Experience

- One of only two California nonprofits who can compete with yield-motivated investors for acquisition/rehab projects
- Record accomplishments obtaining competitive and innovative financing

## ■ Financial Sustainability

- Housing Future Fund– over \$18 million in resources for acquisition of existing properties and raw land & predevelopment costs

# Paradise Creek Apartments

Community  
HousingWorks

**CHW**



# Senior Housing: The Changing Landscape

## Important Facets

- Faces of Senior Housing
- What Senior Housing Provides:
  - Mission Cove Seniors (Oceanside, CA)
  - North Park Seniors (San Diego, CA)
- Impact to Senior Residents
- Benefit of Senior Housing

# Faces of Senior Housing

Community  
HousingWorks

CHW

## Baby Boomers

- Senior population will nearly double from 21.7 million in 2010 to 38.6 million in 2030
- California seniors population increase 87% or 4 million by 2030
- **Senior Interests:**
  - Access to resources/amenities
  - Opportunities for social interactions
  - Transportation options
  - Age in place



# What Senior Housing Provides

Community  
HousingWorks

**CHW**

## Mission Cove Seniors—Oceanside, CA



# Planned Community

Community  
HousingWorks

**CHW**

## Mission Cove Seniors—Oceanside, CA



# Community Amenities

## Mission Cove Seniors—Oceanside, CA

- Conference & Multi-Purpose Rooms
- Lounge Area
- Laundry Facilities
- Computer Room
- Large Central Courtyard
- Terraces/Outdoor spaces
- Yoga Studio
- Community Room with Kitchen & Dining Area
- Fitness Room
- Craft Room

# Urban/ Infill Community

Community  
HousingWorks

**CHW**

## North Park Seniors—San Diego, CA



# Community Spaces



Computer and work area



Community room kitchen



Mailboxes



Conference room



Elevator lobby

# Exterior Community Spaces



Festoon lighting, active amenity | North Park Seniors



Courtyard | North Park Seniors



Outdoor seating | North Park Seniors

# Unit Interiors



Typical Interior | North Park Seniors



Bathroom | North Park Seniors



Bedroom | North Park Seniors



Kitchen | North Park Seniors

# Impact to Senior Residents

- Best practices in design for seniors
- Amenities to promote connectivity
- Active areas to encourage socialization
- Gathering spaces to reduce isolation
- Building community to encourage participation
- Resident services to improve health outcomes
- Benefits including wi-fi, walking trail, yoga studio



# Benefits of Senior Housing

## Opportunities for State and Local Governments

- Retain social, civic, and economic contributions
- Connect housing and health services
- Smart growth practices

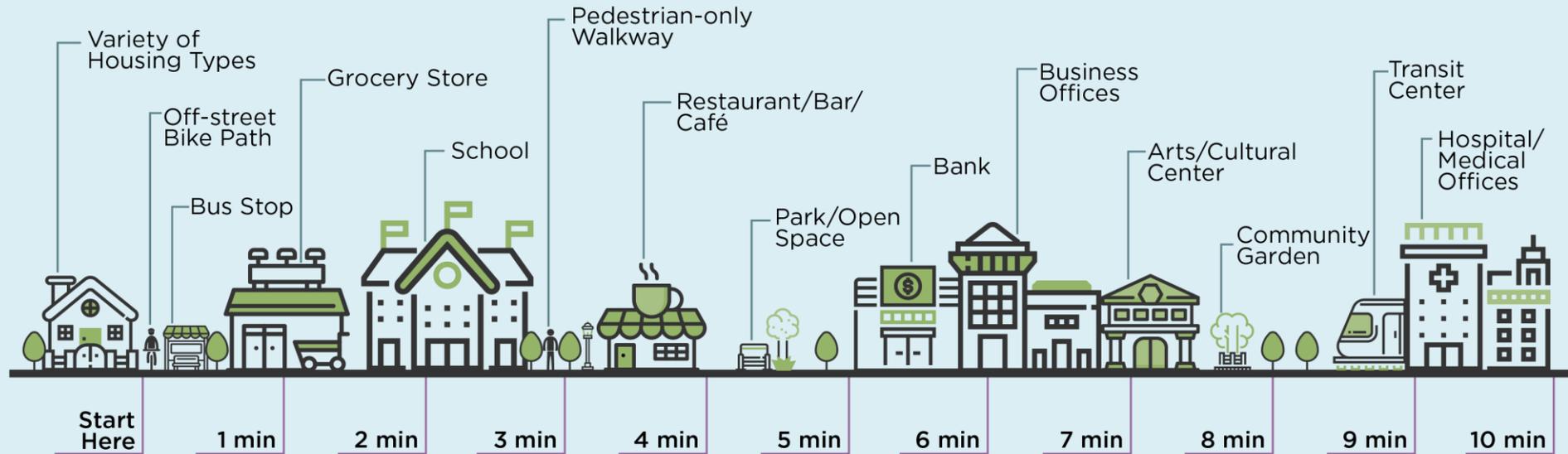
## Opportunities for Families

- Ability to leverage resources
- Peace of mind

# Thank You

# Christine M. Perri, Dean Southwestern College/ Higher Education Center National City

Where can you go in a **10-minute** neighborhood?



# **Southwestern College:** ***South Bay's Economic Engine***

**City of National City**  
**Economic Roundtable Presentation**  
**July 10, 2018**

**Christine Perri**  
**Dean, Southwestern College**  
**Higher Education Center at National City**

# Who We Are

**Higher Education Center at National City**  
880 National City Blvd.  
National City, CA 91950  
(619) 216-6665

**Crown Cove Aquatic Center**  
5000 Highway 75  
Coronado, CA 92118  
619-575-6176

**Southwestern College Main Campus**  
900 Otay Lakes Road  
Chula Vista, CA 91910-7299  
(619) 482-6550

**Higher Education Center at San Ysidro**  
460 W. San Ysidro Boulevard  
San Ysidro, CA 92173  
(619) 216-6790

**Higher Education Center at Otay Mesa**  
8100 Gigantic Street  
San Diego, CA 92154  
(619) 216-6750

The map shows the locations of these campuses in National City, Coronado, Chula Vista, San Ysidro, and Otay Mesa. Each location is marked with a red dot and connected to its respective text block by a white line. Small inset photos show the exterior of each campus building.

- 20,000 students
- 1,373 employees
- \$119.3 million budget

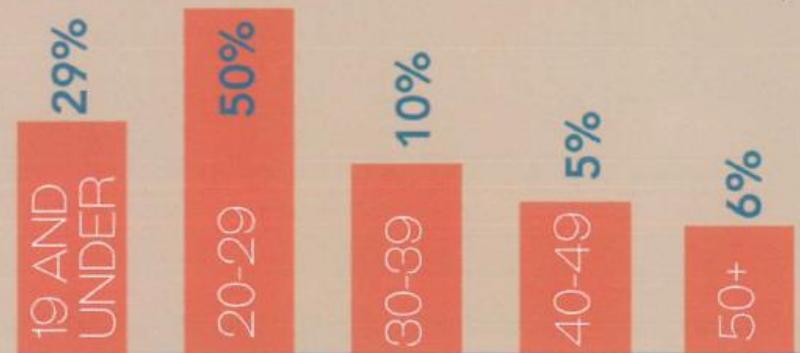
# CITY OF RESIDENCE

CITY OF RESIDENCE  
(FROM 2013 TO 2017):

Chula Vista	41.5%
San Diego	30.6%
National City	6.0%
San Ysidro	5.6%
Imperial Beach	2.8%
Bonita	2.5%
Spring Valley	2.2%
El Cajon	1.4%
Imperial Beach	0.9%
Less than 1% areas	6.6%

**Source:** Southwestern College Data Warehouse

# ENROLLMENT BY AGE



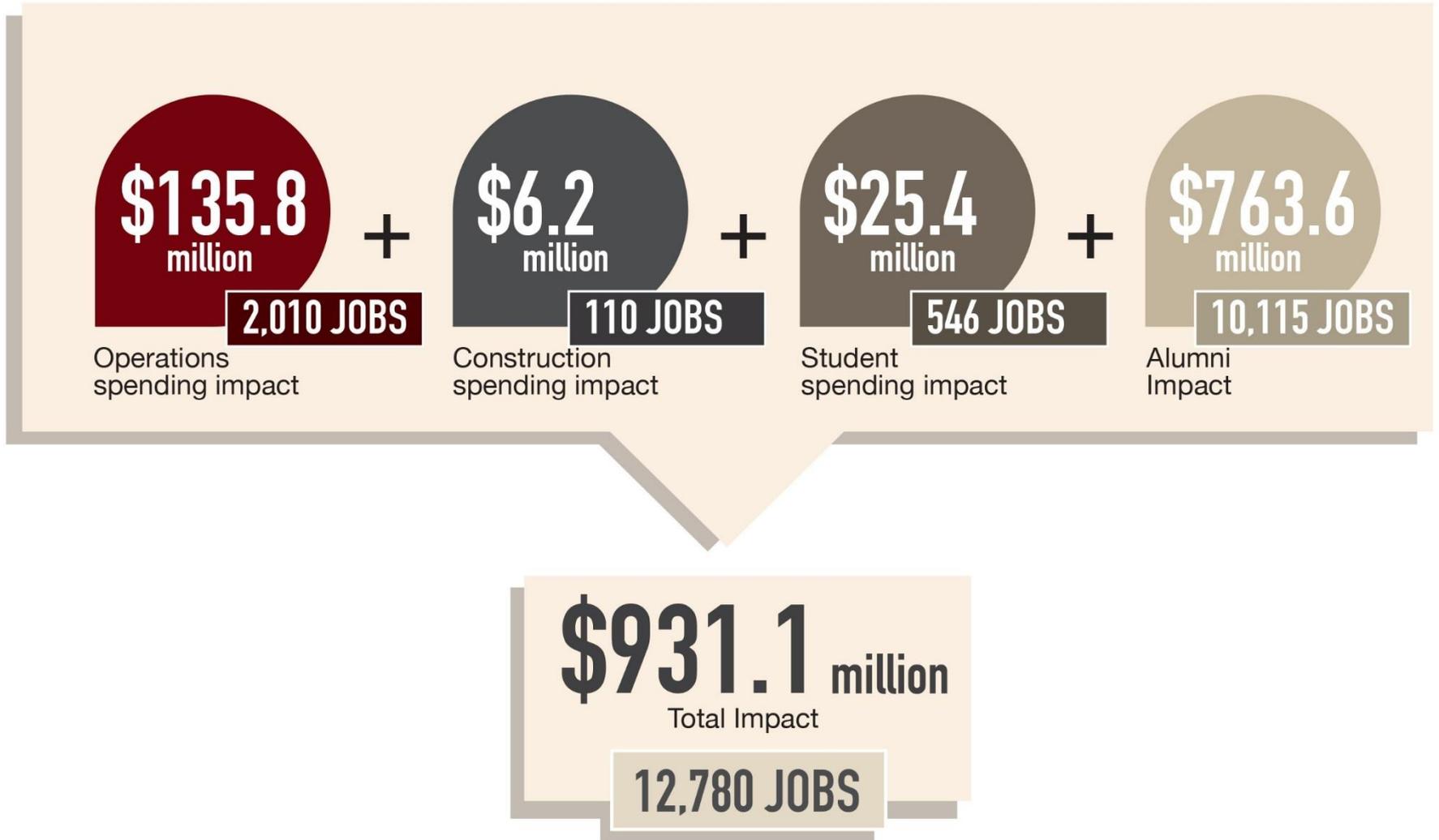
**Source:** CCCO DataMart

# STUDENT ENROLLMENT BY ETHNICITY

Hispanic:	67.15%
White:	8.72%
Unknown:	6.38%
Filipino:	5.93%
African-American:	4.16%
Asian:	4.03%
Multi-Ethnicity:	3.04%
Pacific Islander:	.38%
American Indian/Alaskan Native:	.20%

**Source:** California Community Colleges Chancellor's Office DataMart

# Economic Impact



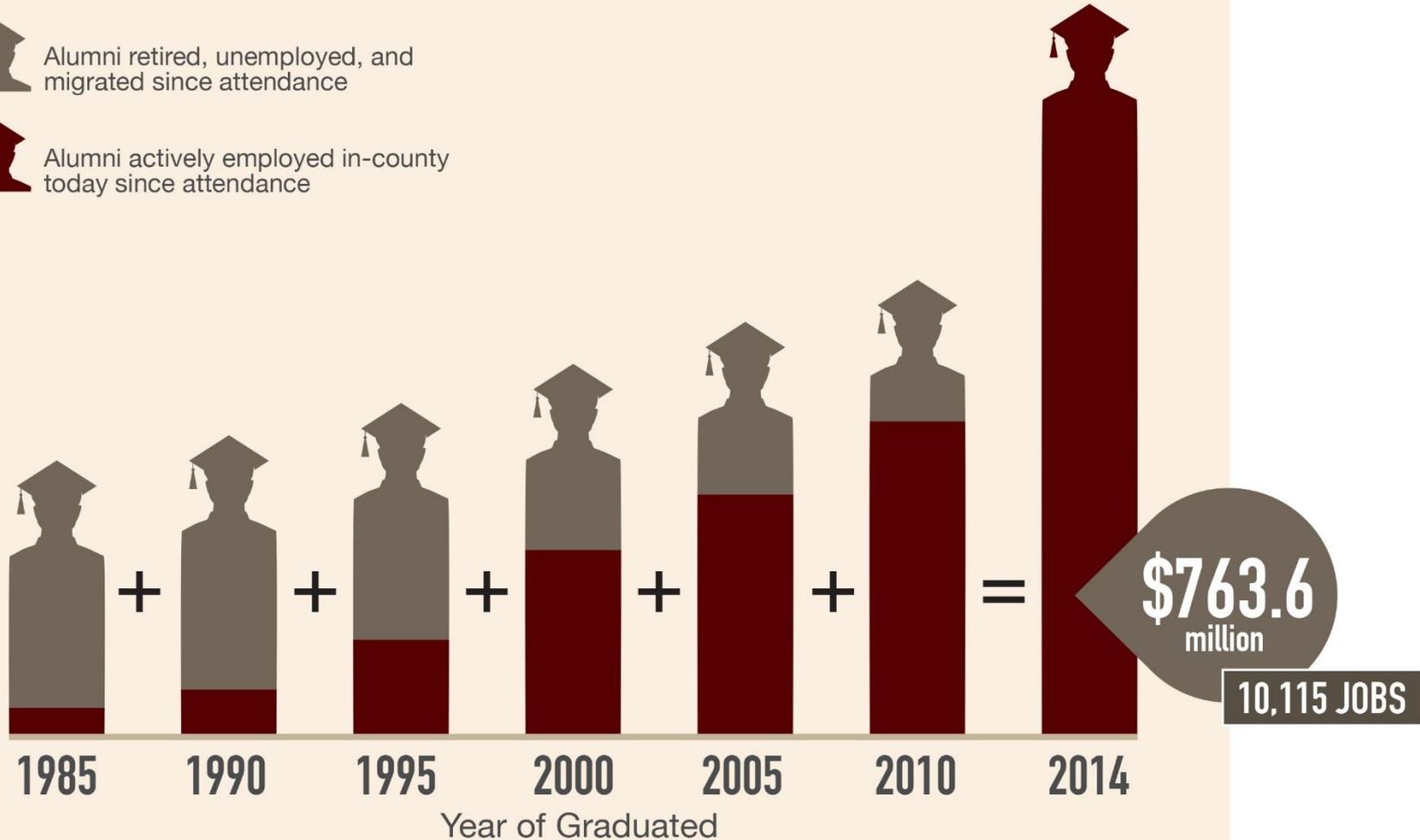
# Economic Impact-Alumni



Alumni retired, unemployed, and migrated since attendance



Alumni actively employed in-county today since attendance



# Economic Impact



**14%**  
Average Annual  
Return for  
SCCD Students



**9.1%**  
Average  
Return  
for Rental  
Landlord



**7.2%**  
Stock Market  
10-year  
Average  
Return

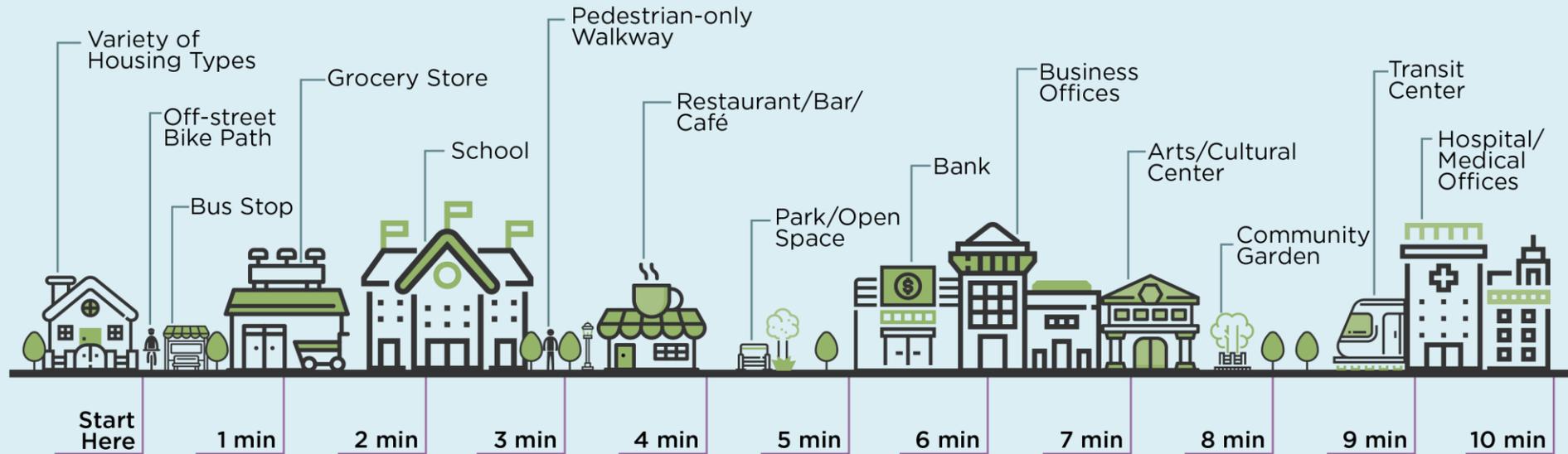


# CENTER FOR BUSINESS ADVANCEMENT

PROGRAMS OF SOUTHWESTERN COLLEGE

# David Zajac, Community Planning & Liaison Officer, Naval Base San Diego

Where can you go in a **10-minute** neighborhood?



**Q&A**