



Exploring San Diego's Downtown, Neighborhoods and Suburbs

Three-Day Tour of Regional Smart Growth ■ January 30 to February 1, 2012

This three-day tour will combine travel by walking, trolley and coach bus to explore downtown San Diego, old classic neighborhoods, new neighborhoods and suburban downtowns. Each stop will be a great opportunity to learn how a wide range of smart growth strategies are being implemented in communities of all sizes and shapes in this vibrant region.

The eighth-largest city in the U.S., San Diego is one of the most livable and sustainable major metropolitan areas in the nation. San Diego has used smart growth principles to build a strong, vibrant and revitalized community.

An innovative pioneer in the smart growth movement, San Diego provides inspiring models for creating transit-oriented, compact development; transforming downtowns and ethnically diverse, older neighborhoods; designing walkable, mixed-use urban villages; and fostering the emergence of leading high-tech, telecommunications and clean-tech businesses.

11th Annual New Partners for Smart Growth



Come for the tour – stay for the New Partners for Smart Growth

Conference, which begins its second decade back where it started – San Diego. The national conference will be held February 2-4 at the San Diego Sheraton Hotel and Marina.

Join leaders from across the U.S. as we tackle the tough economic, environmental and social challenges of our day and demonstrate smart growth solutions that support strong economies, assure a healthy population, foster more equitable development, and expand transportation and housing options for all Americans. NewPartners.org



Day One | Monday, Jan. 30

Walking Tour Highlights – Downtown San Diego

Our tour begins with a journey on foot through the renaissance that is **Downtown San Diego**. Through careful stewardship by the Center City Development Corporation (CCDC), the downtown's skyline, streets and land uses have transformed a decaying urban center into a vibrant jewel, each neighborhood catalyzed by a keystone development. The CCDC's approach was to retain historic elements wherever possible, improve the pedestrian experience, and add compatible uses, with special focus on creating a downtown residential community.

■ **Little Italy.** This former tuna-cannery neighborhood was revitalized in the 1990's through a road diet on India Street, which then jumpstarted a revival of Italian restaurants, mid-rise residential buildings, sidewalk cafes and unique shops.

■ **San Diego Waterfront.** Known as San Diego's front porch, the waterfront is anchored by the San Diego Convention Center and the 1938 County Administration Center, dedicated by President Franklin D. Roosevelt.

■ **Horton Plaza.** This 1980's shopping mall is reminiscent of an M.C. Escher painting, with brilliant colors and unexpected walkways. This retail center was the first CCDC project. It began the revival of the Gaslamp Quarter, a National Historic Landmark noted for Victorian retail and residential buildings, and a major destination. Horton Plaza also served as a national model for bring life back to downtown shopping centers.

■ **East Village.** This former warehouse district was the site chosen for Petco Park, home of the San Diego Padres, which catalyzed the neighborhood's conversion to a lively residential and entertainment district.

■ **Cortez Hill.** The historic El Cortez Hotel, overlooking Downtown, was a landmark destination during the first half of the 20th century that sat unused for 20 years. It was redeveloped as a residential building, and soon attracted more multi-story residential buildings around it, all connected by traffic-calmed streets.

NewPartners.org/features.html



Tour Leaders

■ **Dan Burden** is considered North America's walkability and livability guru with over 30 years of experience designing for pedestrians and bicyclists. Dan is co-founder of the Walkable and Livable Communities Institute. Since 1995, he has visited and worked in over 200 communities every year.

■ **Paul Zykofsky**, AICP, is associate director at the Local Government Commission, where he manages community design programs. Over the past 17 years, he has worked with dozens of local jurisdictions to create, walkable, livable communities.

■ **Andy Hamilton** is president and co-founder of WalkSanDiego, and has been active with America Walks, the national coalition of pedestrian advocacy organizations, for a decade. He has worked on transportation, land use and air quality issues for the San Diego Air Pollution Control District since 1994.

■ **Dave Schumacher**, a principal planner with the San Diego Association of Governments, helps to develop public transportation services in the region, including corridor planning for light rail projects and alternative transit and land use strategies for the new 2050 Regional Transportation Plan. He is also co-founder and board chair of WalkSanDiego.



Day Two | Tuesday, Jan. 31 Transit-Oriented Developments along the San Diego Trolley

■ **The America Plaza Building** is an office tower fully integrating the San Diego Trolley into the ground floor, which also features retail and restaurant uses.

■ **La Mesa** (pop. 57,000) is a compact suburban area that has taken advantage of the Trolley by developing adjacent senior housing and retail. We'll explore nearby La Mesa Boulevard, the town's historic main street, which has retained its unique charm, as well as Allison Avenue, recently rebuilt as a Complete Street.

■ **Grossmont Center.** This conventional suburban shopping mall is slated for a pedestrian-oriented makeover, with the addition of high-density housing and better connections to the Trolley station and adjacent hospital complexes.

■ **Rio Vista West.** This transit-oriented development is a multi-family housing complex with retail uses and services. The development includes stairways to the San Diego River Walk, which we will explore.

■ **The Park-in-the-Valley** is a conventional retail complex, but with a central plaza that abuts a Trolley stop, and connections to the River Walk, making it a key link to walking, bicycling and transit.

■ **Mid-City San Diego.** The densely populated streetcar suburbs surrounding San Diego's famous Balboa Park have been undergoing continuous revitalization since the early 1990's. We'll stop first in North Park, where restoration of the vaudeville-era North Park Theatre catalyzed dramatic revitalization of University Avenue, the neighborhood's main street, as well as the adjacent residential streets. Next door is the vibrant Hillcrest neighborhood, where we'll explore the Uptown District, the first New Urbanist development in the region.

We'll explore the 1915 central promenade in Balboa Park, flanked by San Diego's most venerable museums. Finally, we'll visit the historic Banker's Hill neighborhood, west of Balboa Park, which includes two pedestrian bridges built in the 1920's by streetcar companies.

Day Three | Wednesday, Feb. 1 From Base Re-Use to Suburban Revitalization

■ **Liberty Station** is a mixed-use community east of San Diego Airport, reclaimed from a rare urban military base turned over to the City during the 1990's. Historic structures were retained and converted into a center for non-profits, new retail, restaurants and the Gates Foundation-supported High-Tech High School. The development received an EPA Smart Growth Award.

■ **Mission Beach.** This is one of San Diego's many unique beach communities once served by streetcars. Tiny beach houses, fronting on walkways rather than streets, were developed as rental vacation cottages but now serve as single-family homes.

■ **Bird Rock.** This neighborhood's main street, La Jolla Blvd., was a struggling, auto-oriented commercial strip burdened by speeding traffic. With leadership from a visionary city councilmember and neighborhood activists, it was transformed into a vibrant community destination by removing three of five travel lanes, and the installation of five roundabouts.

■ **La Jolla Village.** Thanks to legendary surfing waves and dramatic views, the San Diego neighborhood of La Jolla has remained a highly sought-after enclave for many decades. Home to writer Ted Geisel, also known as Dr. Seuss, this neighborhood's commercial "village" area is a perennial draw for tourists, museum goers, surfers and culinary enthusiasts.

■ **Del Mar** (pop. 4,500) is another coastal enclave. For decades, the city has resisted the state's auto-oriented road standards, and has invested in traffic calming and pedestrian amenities instead. We'll explore some of these along the town's main shopping street and commuter corridor, Camino Del Mar (Highway 101).

■ **Encinitas** (pop. 59,500) lies to the north of Del Mar but enjoys a more relaxed, beach-town feel. The city has calmed the central portion of its historic Highway 101 corridor, and recently adopted a road diet plan for another section. We'll explore the pedestrian-oriented downtown village area discussing recent improvements and touch on plans for the area north of Encinitas Blvd.

■ **Bressi Ranch, Carlsbad.** This 625-unit, mixed-use development in the city of Carlsbad (pop. 106,000) was conceived and marketed as a pedestrian-oriented New Urbanist development. It features narrow residential streets, shallow lawns, large front porches and generous sidewalks. The developer sought to broaden the retail center's appeal by orienting stores toward the regional artery rather than the neighborhood. See how well the design of the retail portion serves both markets.



Tour Details and Options

Tour starts: Monday, January 30, 9:00 a.m. in San Diego's Little Italy at the Hampton Inn Hotel (1531 Pacific Highway).

Tour includes: The price of \$535 (double occupancy) or \$720 (single occupancy) includes three hotel nights from Sunday, January 29, to Wednesday, February 1, and all planning, coordination, guide services, tour bus, light rail, breakfasts and dinners. If you are arriving in San Diego on Monday morning and don't need a hotel room for Sunday night, the tour is \$465 (double) or \$590 (single). For double occupancy, we will try to accommodate rooming preferences.

Space is limited – so please reserve early.

Not included: You must provide and schedule your transportation to the Hampton Inn Hotel near downtown San Diego. Many participants will stay for the New Partners for Smart Growth conference, which starts at the Sheraton San Diego Hotel and Marina (our tour's end point) on February 2.

The tour ends the evening of February 1 after dinner, so catch your breath and get ready for the conference. (The hotel room for the night of February 1 is not included.)

How Fit Should I Be? You should feel comfortable walking up to 6 hours each day. This is not a leisure tour. Fancy clothes are out. Comfort is in. People in good health find this tour moderate in its challenge. Bring cool weather gear, and hope for lots of fun in the sun.

*For more details and to register for
the Tour and the New Partners conference:
NewPartners.org/features.html*

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