

Selection of New Sites

INTRODUCTION

It is clear from previous chapters that additional educational facilities are needed if the Palomar Community College District is to reach its projected enrollment of 47,500 by the year 2022. Without building additional sites, the 2022 enrollments may not grow above 39,000. The search for new educational sites is not new to Palomar, but without a specific District master plan, the actual selection has never taken place.

An important purpose of this Master Plan, then, is to facilitate the process of choosing new sites for the future expansion of Palomar College. Because of the difficulty in obtaining funding, and keeping in mind that it is more cost effective to build facilities that have the potential of becoming a comprehensive campus, the primary goal of the Task Force was to determine where we could locate facilities to serve the greatest possible number of people.

TYPES OF INSTRUCTIONAL VENUES

Consideration was given to all the following types of instructional venues for possible new sites:

- Rented Facilities
- Off-campus Center Operations
- Educational Centers
- Joint-use Centers
- Small Campus or Small College
- College
- Large College

Given the magnitude of the projected enrollment increase, it was decided that it was necessary to build either new educational centers, or new small campuses or small colleges. These were determined to be the most effective in terms of size or scale needed to

address the needs of the underserved areas of the District. Given that decision, the Task Force generated four possible scenarios for the accommodation of enrollment growth through the year 2022.

FOUR POSSIBLE SCENARIOS TO ACCOMMODATE GROWTH THROUGH 2022

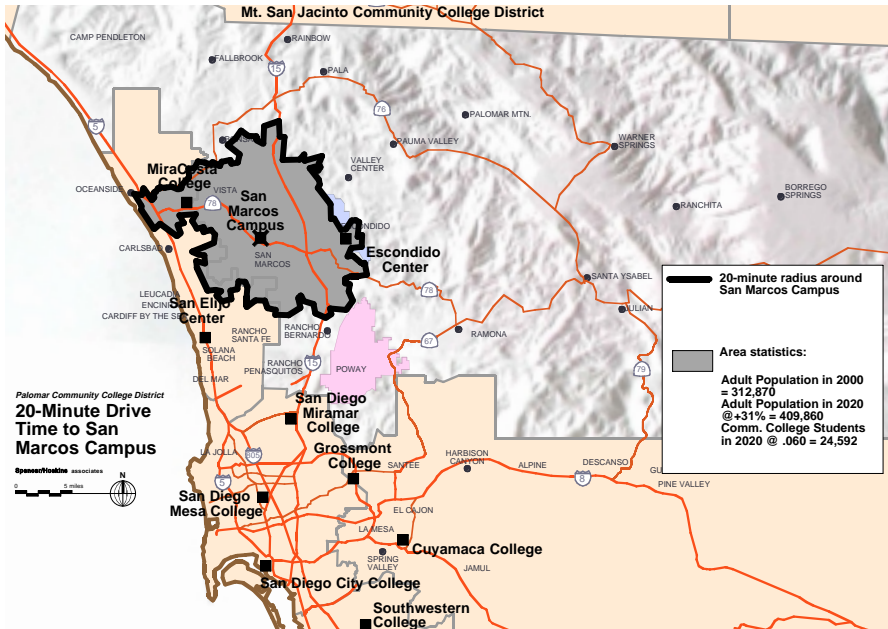
20-Minute Drive Time Profiles

The decision as to the size and placement of new centers or campuses began with the investigation into the size of service area surrounding the potential new site. The particular location of a new campus or center will automatically define a service area surrounding it. If the campus or center is moved, the service area will also move. The greater the projected population within the service area, the more effective the new center or campus will be in serving potential students.

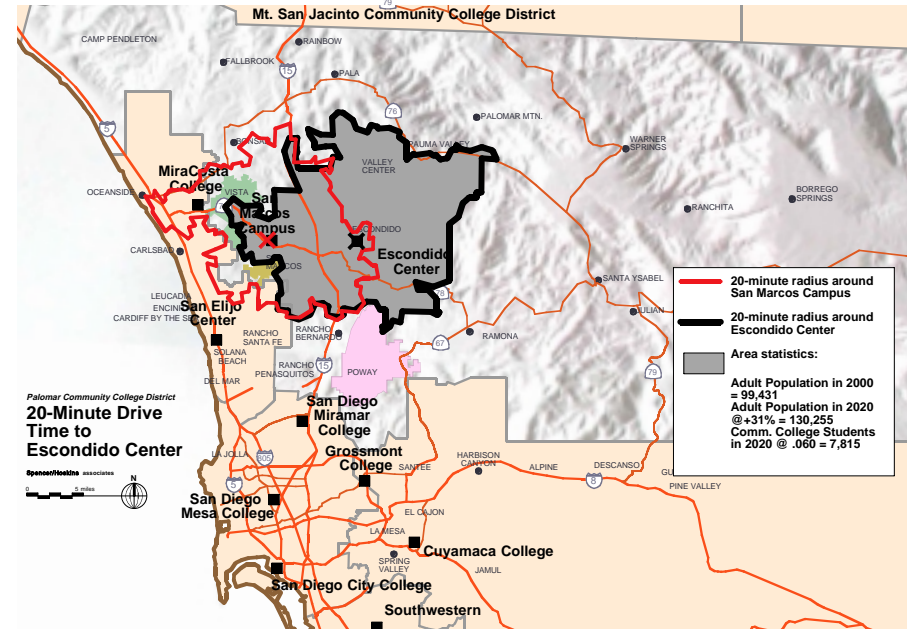
The size and shape of a community college service area is primarily defined by driving or transit times, rather than distance. Topography, population concentration (related to traffic congestion), and the availability of good quality roads and public transportation also affect the service area because they are also related to transit time. These factors combine to create service areas that have irregular shapes with boundaries that are extended along freeways and constricted along congested roads.

Using Geographic Information Systems (GIS) technology SANDAG was asked to use its database to generate 20-minute drive time profiles surrounding nine different locations within the Palomar Community College District. Four of these profiles are shown as examples on the following page. The profiles shown are for the AM commute to the location during the morning rush

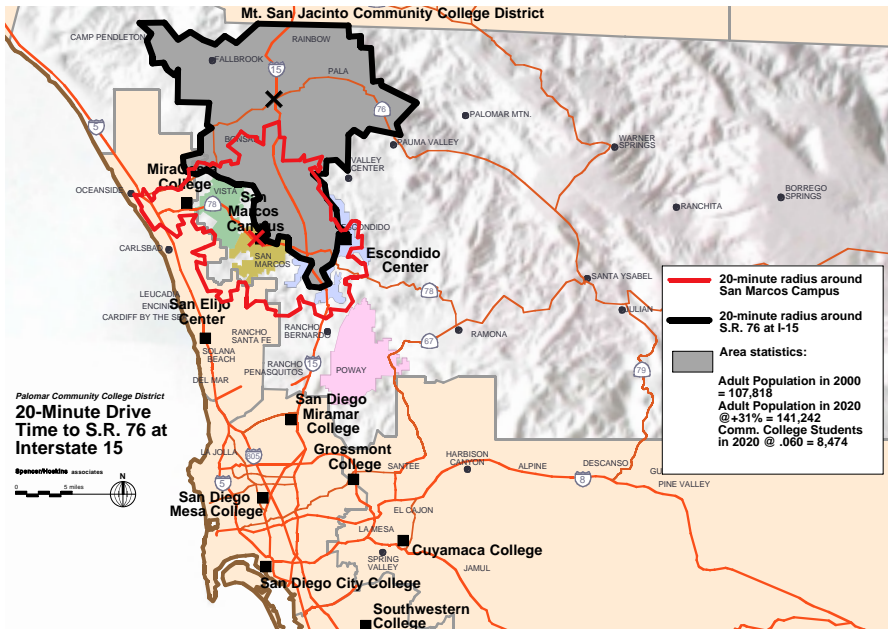
hour (PM studies were also done, but are not shown) to the following locations: 1) The San Marcos Campus, 2) The Escondido Center, 3) SR 76 at I-15 and, 4) SR 67 at Scripps Poway Parkway.



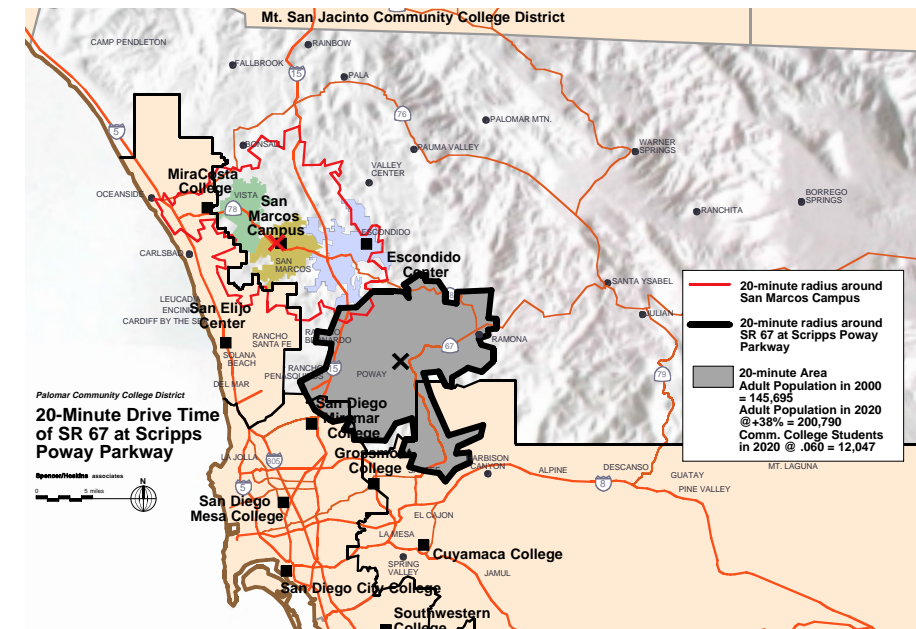
Map 5.1
San Marcos Campus 20-minute drive service area



Map 5.2
Escondido Center 20-minute drive service area with overlapping service area with San Marcos Campus



Map 5.3
20-minute drive service area for hypothetical East Poway site



Map 5.4
20-minute drive service area for hypothetical East Poway site

Location	Projected Adult Population 2020	Projected Students at 60/1000 rate 2020
San Marcos Campus	409,860	24,592
Escondido Center	130,255	7,815
Poway (Ted Williams Parkway at I-15)	206,971	12,418
Rancho Bernardo Drive at I-15	181,039	10,864
Deer Springs Road at I-15	229,123	*13,747
SR 76 at I-15	141,242	8,474
Ramona Area at SR 78	60,891	3,653
San Pasqual Valley Road at Via Rancho Parkway	118,088	**7,085
SR 67 Poway toward Ramona	200,790	12,047

Chart 5.1

Summary, 20-Minute Drive Time Demographic Projections and Participation Rates

Notes:

* The Deer Springs Road at I-15 resulted in an overlap for 8,723 students with the San Marcos Campus resulting in only 5,024 students from outside the San Marcos 20-minute drive radius.

** The San Pasqual Valley Road at Via Rancho Parkway resulted in an overlap of 5,170 students with the San Marcos Campus and only 1,915 outside the San Marcos Campus 20-minute drive radius.

Then, using these profiles, the District was able to project the adult population, and the potential student enrollment within each 20-minute drive time area. This data is summarized in the table above.

Site Selection Considerations

In choosing a site for an educational center or a small campus or small college, it is important to understand that CPEC has some suggestions as to the size of the parcel of land that should be purchased depending on the type of facility that a district is planning to construct. If a district wishes to build an educational center-always-to-remain-a-center, it is suggested that a minimum of 50 acres of land be purchased in order to accommodate the necessary educational facilities and parking. But if the the educational center is expected to grow into a small college or small campus, then it would be necessary to purchase a minimum of 80 to 100 acres for the facility. This is covered in more detail later in this chapter.

In addition, there are several non-CPEC items that should be considered before choosing the sites for new

facilities. 1) The availability of affordable and usable land without significant environmental limitations, 2) Large acreage, preferably with single owners, 3) Sites located in un-congested areas with convenient freeway/highway and transportation access, 4) The site should be located within a 20 to 30-minute drive time of enough potential students to support a center or campus or college, and 5) New sites should not detract from the growth of existing campuses.

The Scenarios

Keeping in mind both the requirement for large parcels of land and the 20-minute drive time studies, the following are the four most feasible scenarios considered by the Task Force for the placement of new centers or campuses within the District:

Scenario 0- No New Sites

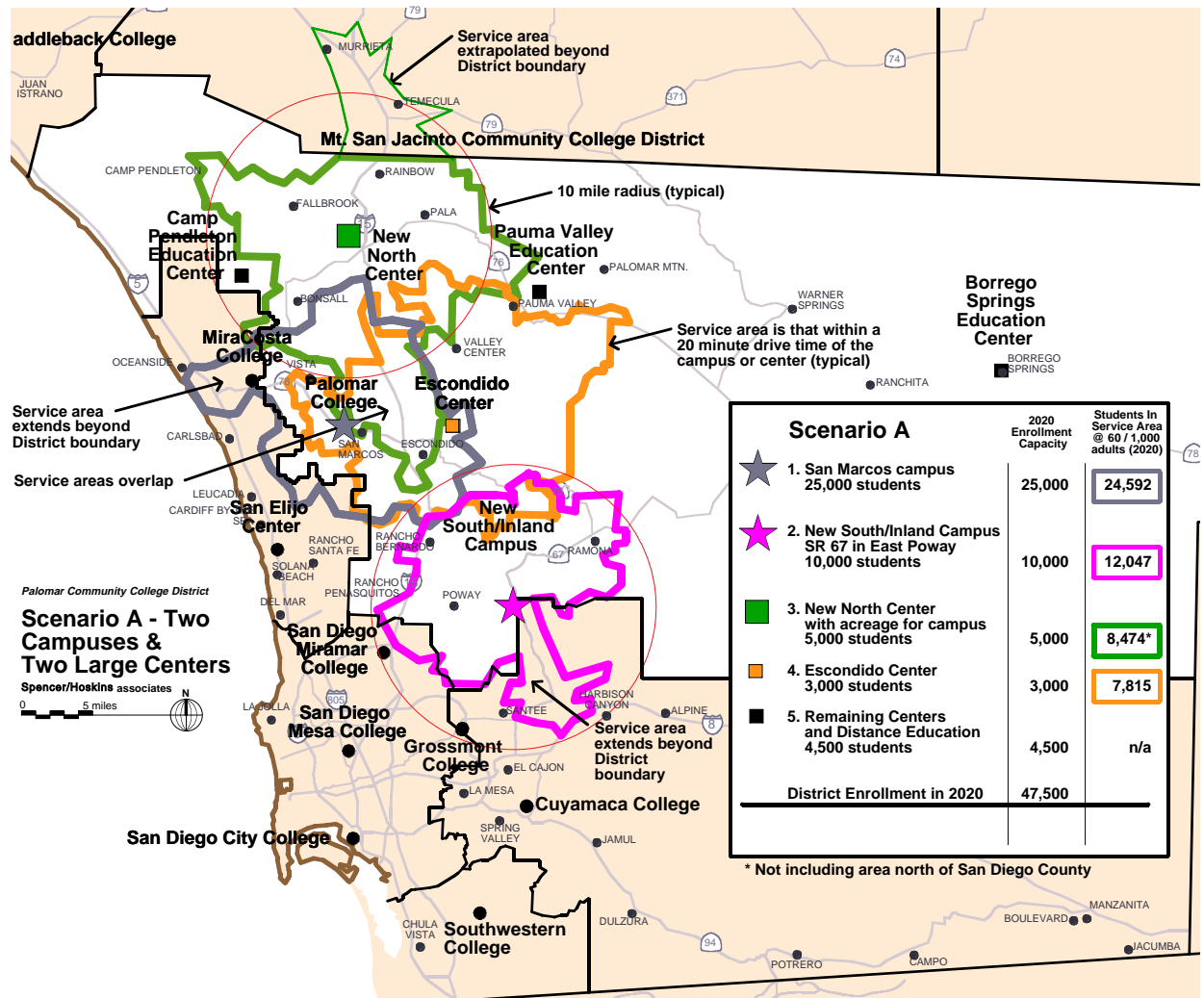
In this scenario the San Marcos Campus would be forced to grow to accommodate 30,000-plus students by the addition of several new high-rise buildings and parking structures. Because the Escondido Center has already reached its theoretical maximum it would continue to serve 6,000 students. The rest of the District enrollment, about 3,000 students, would be generated at the various other sites throughout the District.

Because this scenario will only serve about 39,000 out of the 47,500 potential students in 2022, it will leave 8,500 unserved.

No drawing is provided for this scenario because it would not change the present location of district facilities.

Scenario A- New North Center and New South Campus

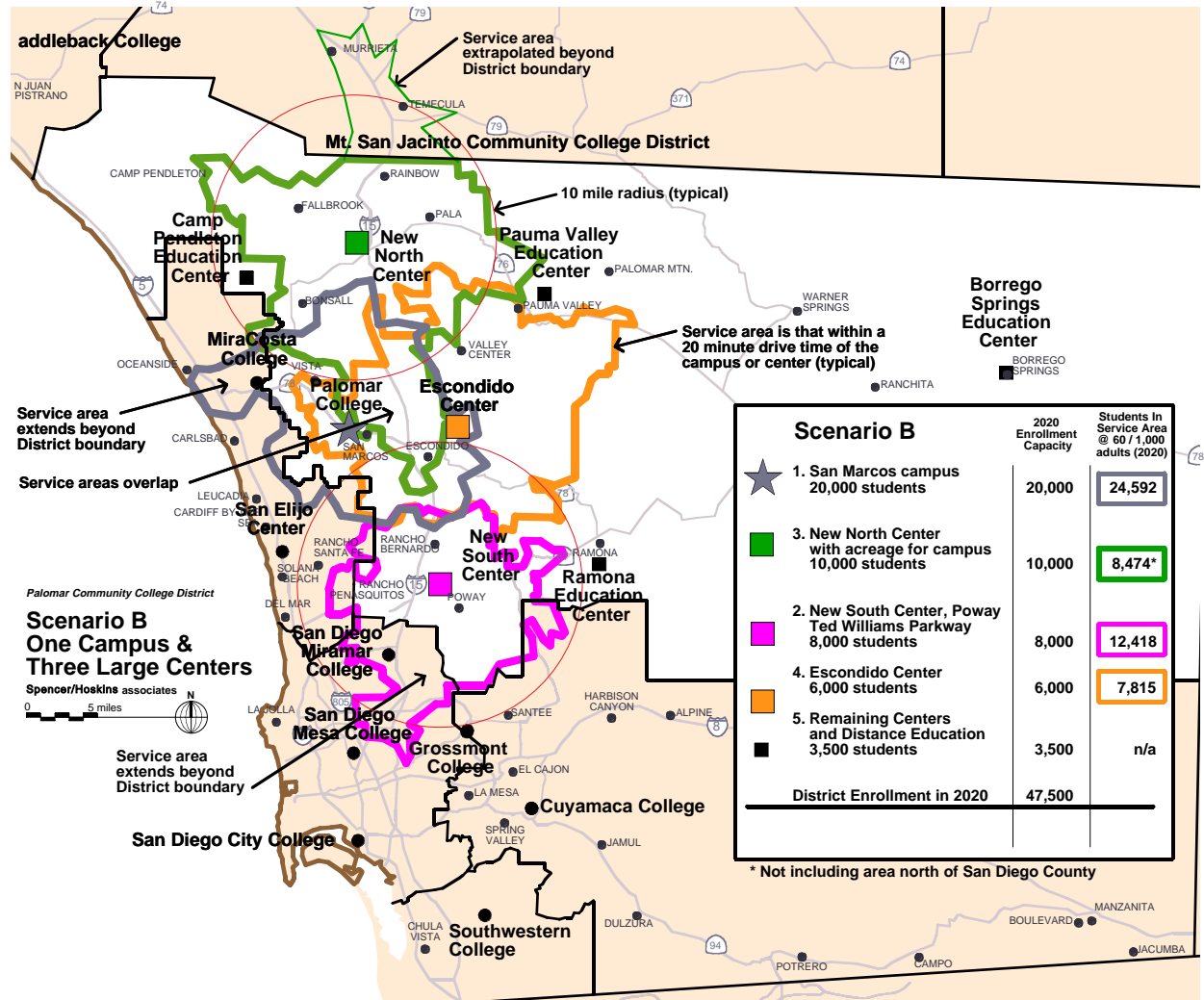
Scenario A, Map 5.5, would expand the San Marcos Campus to serve 25,000 students. As soon as possible the District should purchase at least 100 acres in the south of the District and build a campus enrolling 10,000 students. In the north, the District should purchase enough acreage, 80-100 acres, to build an education center that may eventually grow into a third campus. The north education center would initially be built to house 5,000 students while the Escondido Center would be scaled back to an outreach operation serving 3,000 students. Distance education along with the remaining outreach centers at Camp Pendleton and at the local High Schools would serve an additional 4,500 students for a total District enrollment of 47,500.



Map 5.5
Scenario A

Scenario B- Two Large Centers, One in the North and One in the South

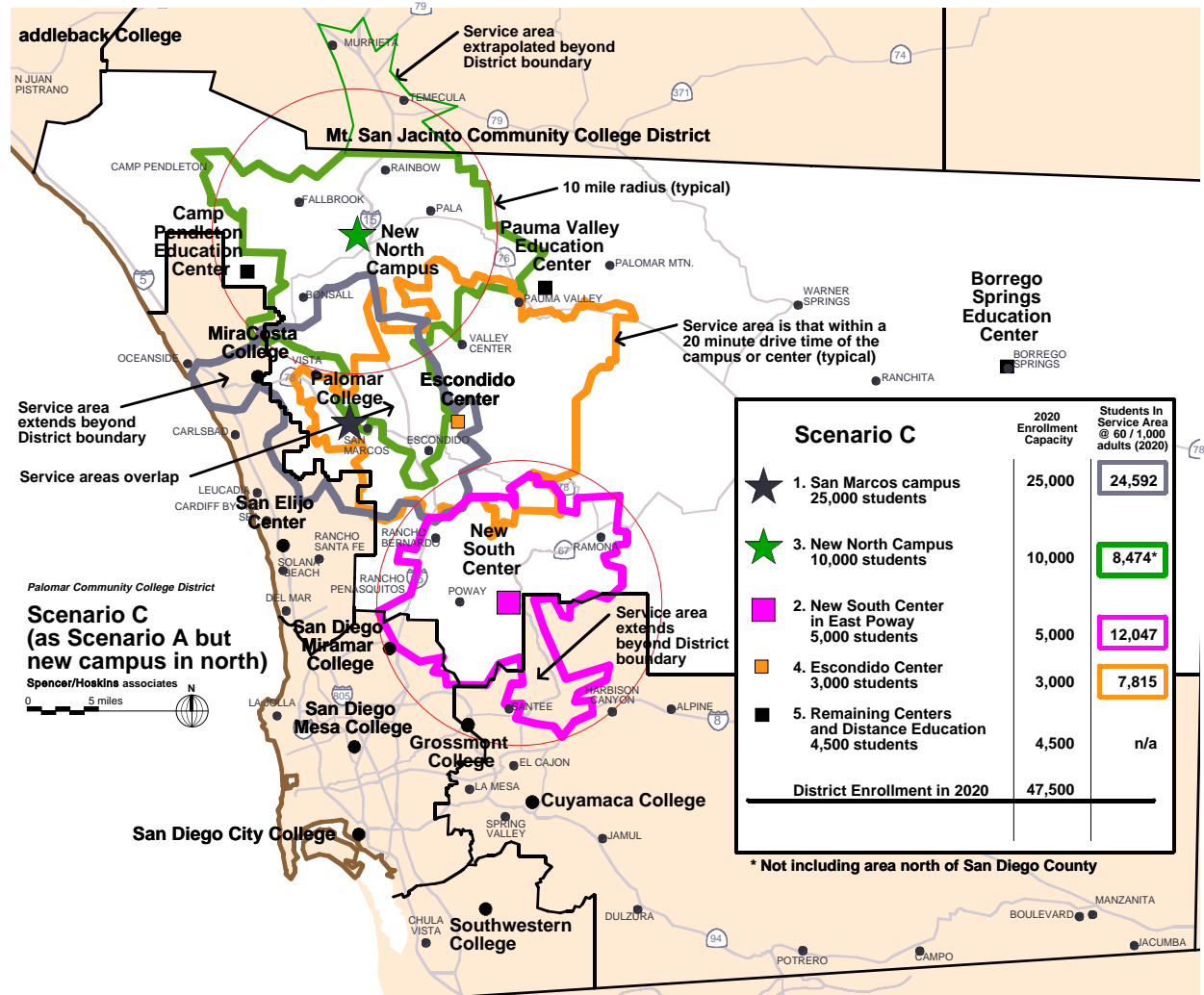
Scenario B, Map 5.6, creates two new large centers by the year 2022. The new center in the north would accommodate 10,000 students and the new center in the south would have facilities for 8,000 students. The District would attempt to purchase up to 100 acres for the north center with the plan to eventually grow the center into a campus. The south center would be located near central Poway with the plan that it would always remain a center because of its location and the lack of available land for a campus in central Poway. The San Marcos Campus would be held to 20,000 students while allowing the Escondido Center to remain at 6,000 students. Distance education along with the remaining outreach centers at Camp Pendleton and at the local High Schools would serve an additional 3,500 students for a total District enrollment of 47,500.



Map 5.6
Scenario B

Scenario C- New North Campus and New South Center

Scenario C, Map 5.7 would construct a new campus in the north and a new education center in the south. Roughly the reverse of Scenario A, Scenario C would expand the San Marcos Campus to serve 25,000 students. As soon as possible the District would purchase at least 100 acres in the north of the District and build a campus enrolling 10,000 students. In the south, the District would purchase enough acreage, 80-100 acres, to build an education center that may eventually grow into a third campus. The south education center would initially be built to house 5,000 students while the Escondido Center would be scaled back to an outreach operation serving 3,000 students. Distance education along with the remaining outreach centers at Camp Pendleton and at the local High Schools would serve an additional 4,500 students for a total District enrollment of 47,500.



Map 5.7
Scenario C

DECISION OF THE GOVERNING BOARD

At their meeting on December 10, 2002, the Palomar College Governing Board approved planning for a new District structure by the year 2022. Assuming a total District enrollment of 47,500 students, this new District structure will require expanding the San Marcos Campus to an enrollment of at least 25,000 students, purchasing land that would allow the District to create at least one new campus or college with an enrollment of 10,000 students and one large center with an enrollment of 5,000 while adjusting the enrollment at the existing centers and sites as needed. This decision means the District will need to purchase land in the North and in the South in order to establish these two Educational Centers.

SITE SELECTION ZONE

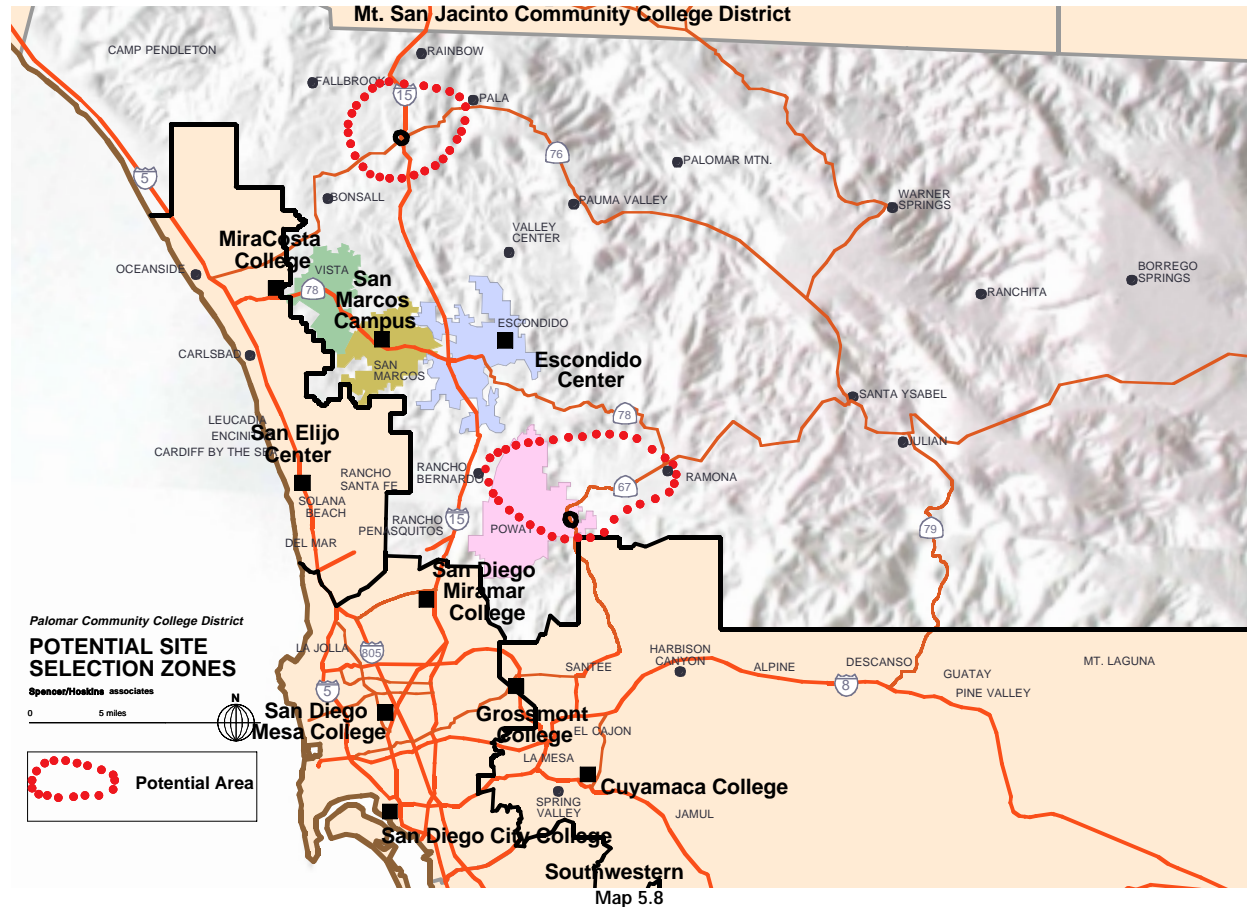
It is unrealistic to assume that the District will locate a site exactly at the pinpoint locations used for the GIS studies. In fact that would be unwise in that it could spur land speculation. A widened, more general selection zone is more appropriate. Map 5.8 illustrates with a dotted line the potential site selection zones for the north and south sites.

North Selection Zone

At the north the zone extends around the Hwy 76 / I-15 location in a 3 to 5 mile radius. It is offset slightly to the north and east. The offset reflects the fact that a new campus should not be located too near the San Marcos Campus. At the same time, the zone should not extend too far north toward the Riverside County line because that would begin to impinge upon an adjacent college district. It also does not extend into downtown Fallbrook because its location behind a ridge is too isolated to serve all the other areas, particularly those to the east that are projected to be served.

South Selection Zone

The south zone is larger and reflects the fact that the two principal communities intended to be served, Poway and Ramona, are spaced some distance apart. It



also reflects the fact that other than Ramona, most of the area is close to a fully developed condition, and there are fewer choices for suitable properties.

The zone is similarly offset away from the service areas of existing in and out of district campuses. It is wider in the east-west direction than the service area of a campus within it will be. If a campus were located at either extreme, the area opposite will lie outside its service area. This is especially true for Ramona which is the only area currently well outside an existing campus's service area. Much of Poway and all of Rancho Bernardo already lie within the service areas of exist-

ing campuses. This is why an east Poway location would be the most favorable.

Site Selection Conclusions

Both zones were based in part on the GIS analysis. However, it should be noted that its data is ultimately based on human decisions. These statistics can and have in the past been proven wrong. In the end, the selection will need to consider other factors. The mountainous terrain in both areas can create a significant psychological as well as physical barrier to access. One locale may make a greater commitment than another for a campus. But availability of suitable and affordable land is the ultimate determinant.

The south site may be most affected by this. The Poway area is already well along in its development. This may result in fewer choices and higher land costs. That may cause the search to be widened into other areas. Even in the north where there is still considerable open land, many of the most desirable properties nearest I-15 are being committed for other development.

REQUIRED LAND AND FACILITIES

Land Area Requirements

The following is a breakdown of the recommended land requirements for both sites. In addition to the permanent facilities, they include an allowance of space for temporary buildings and construction staging.

Temporary Buildings and Construction Staging

Temporary buildings have become “de rigueur” in community colleges in California because of the shortage of funding for permanent buildings. Serving as “swing” space in anticipation of permanent space, they require additional land. Construction at most community colleges also occurs in small increments instead of all at once. This requires still more land to accommodate construction staging and the necessary protective measures that allow the district to continue in operation during construction.

North Site

A facility in this location has an assumed build-out of 10,000 to 12,000 students. Such a size would be achieved perhaps a decade or two after 2022. It does not assume an increased rate of enrollment from out-of-district to the north as that area grows. The SANDAG data upon which enrollment projections were developed do not include Riverside County population.

The following is a breakdown of the land requirements:

- Parking & Access Roads 25 Acres
- Buildings 25 Acres

- Temporary Buildings and Const. Staging 5 Acres
- Outdoor P.E. 20 Acres
- Setbacks & Miscellaneous Open Space 5 Acres
- Total 80 Acres

It assumes an emphasis on general education and that specialized land-consuming workforce training programs will remain at the San Marcos Campus. Parking is based on a 4:1 ratio, students per stall. Buildings depending on the usage would be a mix of one and two story. The Outdoor P.E. allocation would reflect physical education and recreation usage rather than athletics.

South Site

This assumes that the new site is situated in accordance with the GIS criteria wherein it can achieve its potential build-out of 15,000 to 18,000 students.

The following is a breakdown of the land requirements:

- Parking & Access Roads 33 Acres
- Buildings 32 Acres
- Temporary Buildings and Const. Staging 5 Acres
- Outdoor P.E. 25 Acres
- Setbacks & Miscellaneous Open Space 5 Acres
- Total 100 Acres

Similar to the north site, this facility would be presumed to have an emphasis on general education but will support some athletics in addition to outdoor physical education. It reflects a similar suburban commuting population. But its size and proximity to larger communities with better public transportation will increase the parking ratio to 5:1. Buildings are presumed to be larger and with a higher percentage of multistory construction.

Building Space Required for Campus of 10,000 Students (100,000 WSCH)	GSF
100 Lecture (70,000 WSCH)	46,200
200 Laboratory (25,000 WSCH)	91,800
300 Office (200 FTEF)	58,300
400 Library	45,700
530 Audio Visual	17,500
520 Indoor P.E. (5,000 WSCH)	44,000
630 Food Service	13,200
660 Bookstore/Merchandising	10,300
650 Lounge	800
680 Meeting	1,500
710 Data Processing	1,700
720 Shop	5,100
730 Storage	4,100
610 Assembly	17,900
620 Exhibition	1,400
550 Child Development	8,400
540 Clinic	800
580 Field Building	1,000
580 Greenhouse	600
250 Independent Study	5,500
Other	2,100
Total	377,900

Chart 5.3

Building Space Requirements

The charts on this page provide a statistical model of the building space required for campuses in the two sizes being considered. The space is identified by the numeric room type designation used by the State Chancellor's Office. The first five, numbered 100 through 530, are calculated using Title V formulas. The others are not subject to Title V and are derived from average usage at existing campuses of various sizes.

With both sizes, the model assumes instructional space based on an average general education-type curriculum and that most of the workforce training programs will remain at the San Marcos and Escondido sites.

Centralized Operations

The Library and Audio Visual allocations assume a fully self-contained instead of a satellite-type operation. In the event of the latter where presumably the San Marcos Campus would serve as the central facility, the space allocations would be decreased and the balance shifted to the central facility.

Most of the other categories also presume a self-contained operation. But bookstores, maintenance and storage facilities, data processing, and administrative and business operations are also often centralized. The space allocations for those may also be commensurately decreased and shifted as necessary to a central facility.

North Site Building Space

The building space on the chart at the left would total about 375,000 to 380,000 GSF.

South Site Building Space

The building space on the chart at the right would total about 545,000 to 550,000 GSF.

Building Space Required for Campus of 15,000 Students (150,000 WSCH)	GSF
100 Lecture (105,000 WSCH)	69,300
200 Laboratory (37,500 WSCH)	137,700
300 Office (300 FTEF)	87,500
400 Library	62,900
530 Audio Visual	19,800
520 Indoor P.E. (7,500 WSCH)	63,000
630 Food Service	18,900
660 Bookstore/Merchandising	14,800
650 Lounge	1,200
680 Meeting	2,300
710 Data Processing	2,400
720 Shop	7,300
730 Storage	5,800
610 Assembly	24,600
620 Exhibition	2,100
550 Child Development	10,300
540 Clinic	1,300
580 Field Building	1,400
580 Greenhouse	900
250 Independent Study	7,900
Other	3,200
Total	544,600

Chart 5.4

