



**CPG Subcommittee Study Session  
July 10, 2015**

Draft Community Engagement Program

# Project Overview

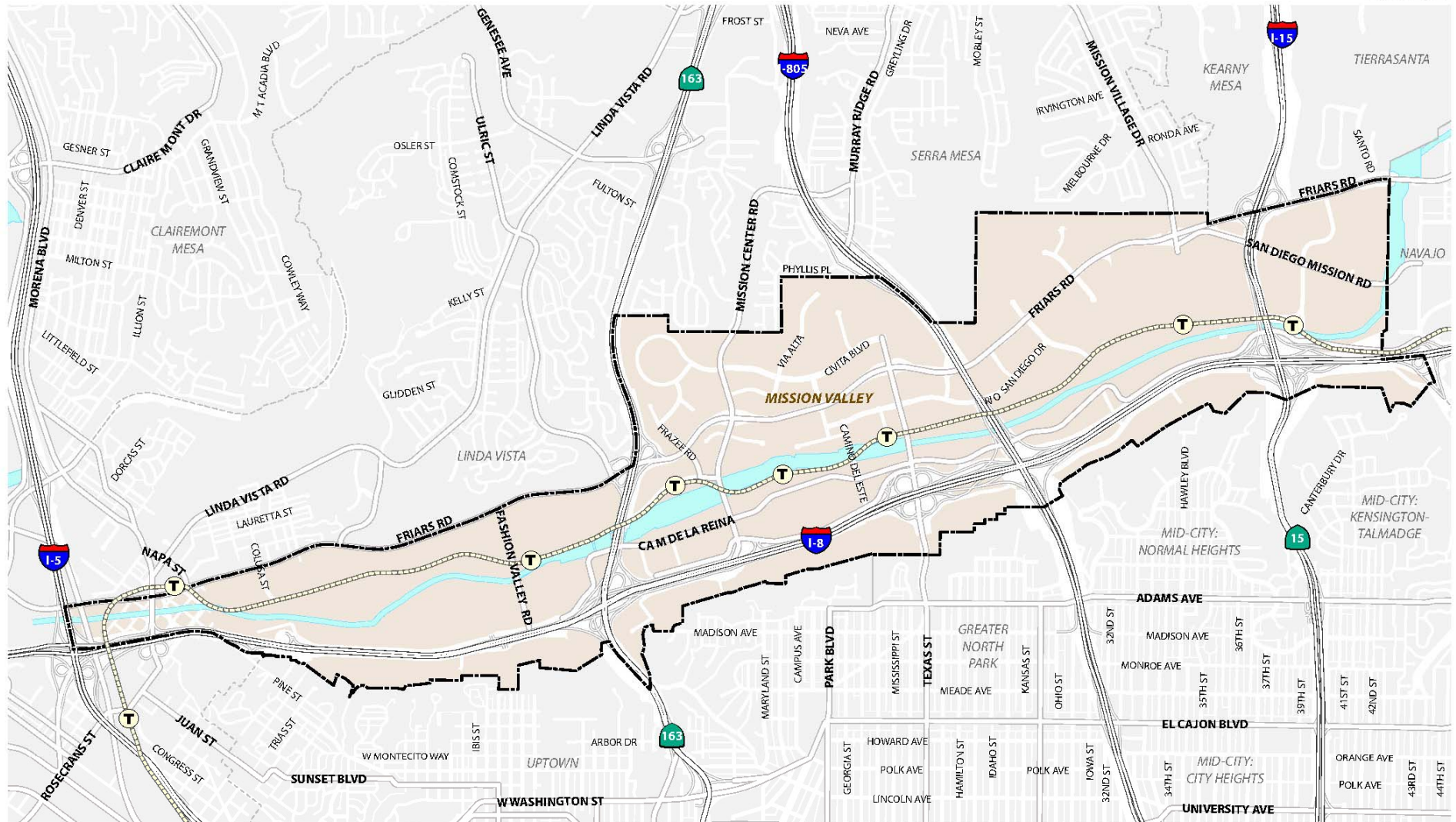




# Planning Area

## MISSION VALLEY COMMUNITY PLAN UPDATE

June 2015



- Trolley Stops
- Light Rail
- Freeways
- Ramps
- Streams/Creeks
- Lakes/Ponds
- Mission Valley Community Plan Boundary

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# Purpose of the Update



- Update demographic, physical changes since 1985
- Realize General Plan vision at the scale of the community
- Land use and zoning update
- Public facilities financing plan – real improvements
- Environmental review (EIR) – project streamlining

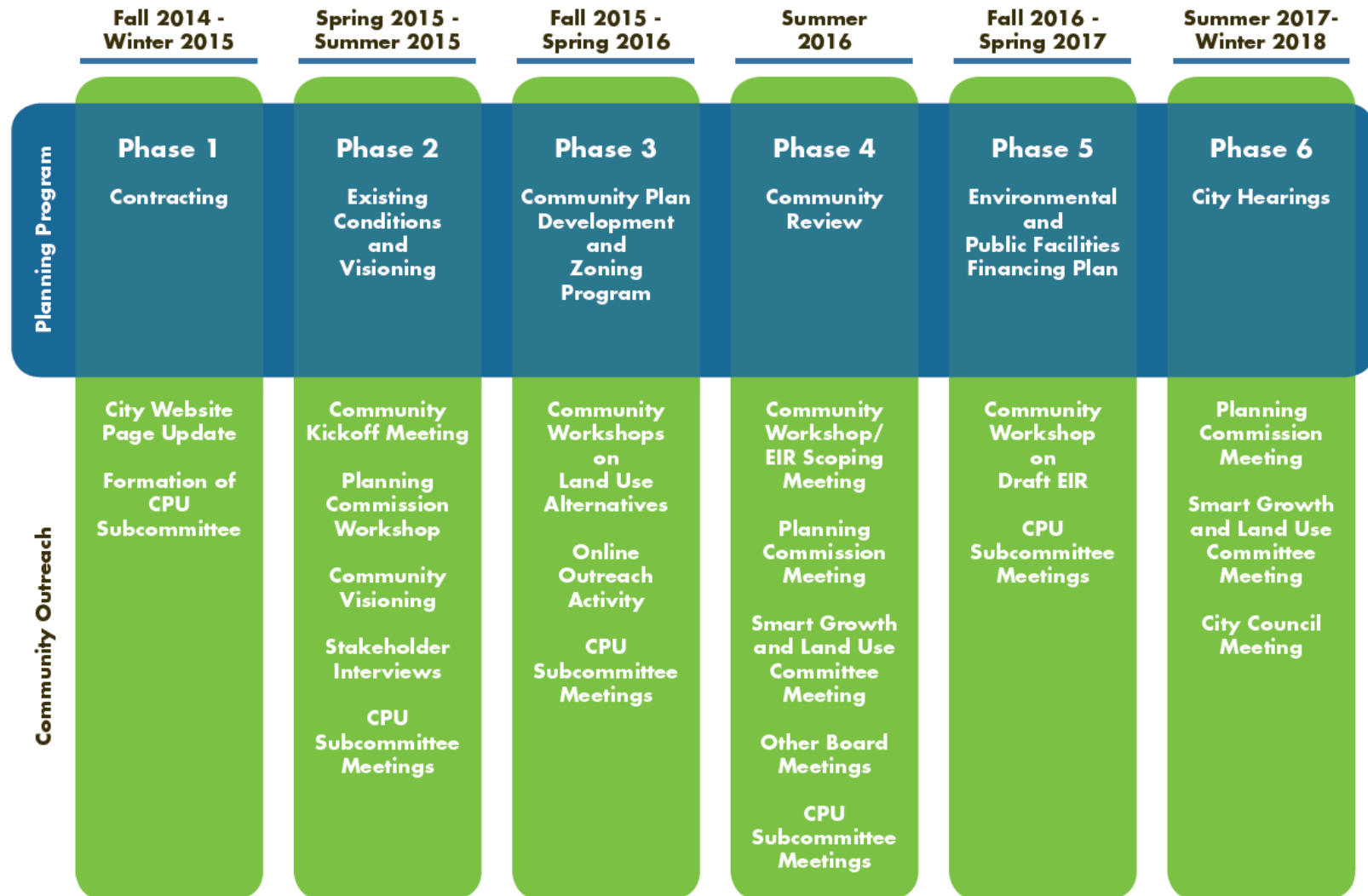


# General Plan Guiding Principles

1. Open space network: parks, canyons, habitats, beaches
2. Diverse residential communities
3. Compact and walkable mixed-use villages
4. Employment centers for a strong economy
5. Regional transportation network
6. High-quality, affordable, well maintained public facilities
7. Historic districts and sites that respect our heritage
8. Balanced communities that offer opportunities for all
9. Clean and sustainable environment
10. High aesthetic standard



# Outreach Process & Timeline





## Purpose of Outreach Strategy

To engage **all segments** of the **Mission Valley community**—residents, property owners, workers, people who come to shop, recreate or be entertained—in discussing **the future of the area.**



# We Want Your Feedback

- For each potential community outreach activity:
  - *Who is the audience for this activity?*
  - *How would we most effectively publicize the activity to that audience?*







# Project Branding

- Unique graphic format and project branding
  - *Fonts, images, colors, and layout concepts*
  - *Creates a recognizable identity for the project*



**PUBLIC WORKSHOP**  
 June 30, 2015 • 6:00-8:00 p.m.  
 Scottish Rite Event Center

## Community Kickoff Meeting Open House

The City of San Diego welcomes your participation in the Mission Valley Community Plan Update. Mark your calendar for a public workshop to learn more about the plan update and provide your input on important community issues and opportunities in Mission Valley. For more information visit our project website: <http://tiny.cc/7h3gzz>

Staff contact:  
 Nancy Graham, Senior Planner  
[nhgraham@sandiego.gov](mailto:nhgraham@sandiego.gov)  
 (619) 236-6891

Join us for interactive exercises to share your input for the future of Mission Valley including:

- Land Use & Zoning
- Mobility
- Urban Design
- Community Facilities, Services, & Safety
- Sustainability & Conservation
- Recreation
- San Diego River Park & Open Space
- Cultural and Historic Resources
- Public Art
- Implementation





# Subcommittee Meetings

## *Upcoming Meetings\**

- July 2015: Community Outreach Program
- Aug. 2015: Project Initiation Activity; Vision
- Sept. 2015: Prep for Community Workshop #1, Neighborhood Meetings
- Oct. 2015: Existing Conditions Analysis
- Nov. 2015: What We Heard from the Community

## *Anticipated 2016 Meetings\**

- Land Use Alternatives & Urban Design
- Mobility Issues & Options
- Parks & Public Facilities
- Prep for Outreach Activities
- Conservation, Safety, & Noise
- Historic Preservation, Arts & Culture
- Results of Community Outreach
- Draft Community Plan, Draft Zoning, EIR Scoping

\*Approximate dates and topics

# Project Initiation Activity

- Collect community input related to goals and vision
- Self-directed and easily distributed
- Publicized through CPG, project website, e-mail blast, pop-up outreach



**ROUTE A** .....

- Are the streets walkable? Why?
- Do you feel safe? Why?
- What would make this area better?

Comments: You got to look at by Label placed place of and stay tentative to little small business and out tree read in community and can make in design up. (The angel bus has @ mber.com)

☐ Major Improvements ☒ Moderate Improvements ☐ Few Improvements ☐ No Improvements

**ROUTE B** .....

- Are the streets walkable? Why?
- Do you feel safe? Why?
- What would make this area better?

Comments: Yes ya but a lot of trees in a walk with no parking but with a lot of and major interest in a way walk if emergency or stay down a way place.

☐ Major Improvements ☒ Moderate Improvements ☐ Few Improvements ☐ No Improvements

Example: Self-Guided Walking Tour



# Stakeholder Interviews

- Interviews can be done in small groups with common interests

## Encanto Neighborhoods



Community Plan Update

## Southeastern San Diego



Community Plan Update

## STAKEHOLDER INTERVIEW SUMMARY REPORT

January 2013



City of San Diego

Prepared by  
**DYETT & BHATIA**  
Urban and Regional Planners



## Community Workshops & Open Houses



- Community Kickoff
  - Workshop on Vision & Priorities
  - Land Use Alternatives, Mobility, Key Policy Issues
  - Open House on Preferred Plan
- To be located in site with high public visibility
    - *Use One of the Malls?*

# Local Presentations

## *Boards and Organizations*

- More local audience than community workshops
  - *Homeowners' Associations*
  - *Business Associations*
  - *Students*
  - *???*

## *Possible Topics*

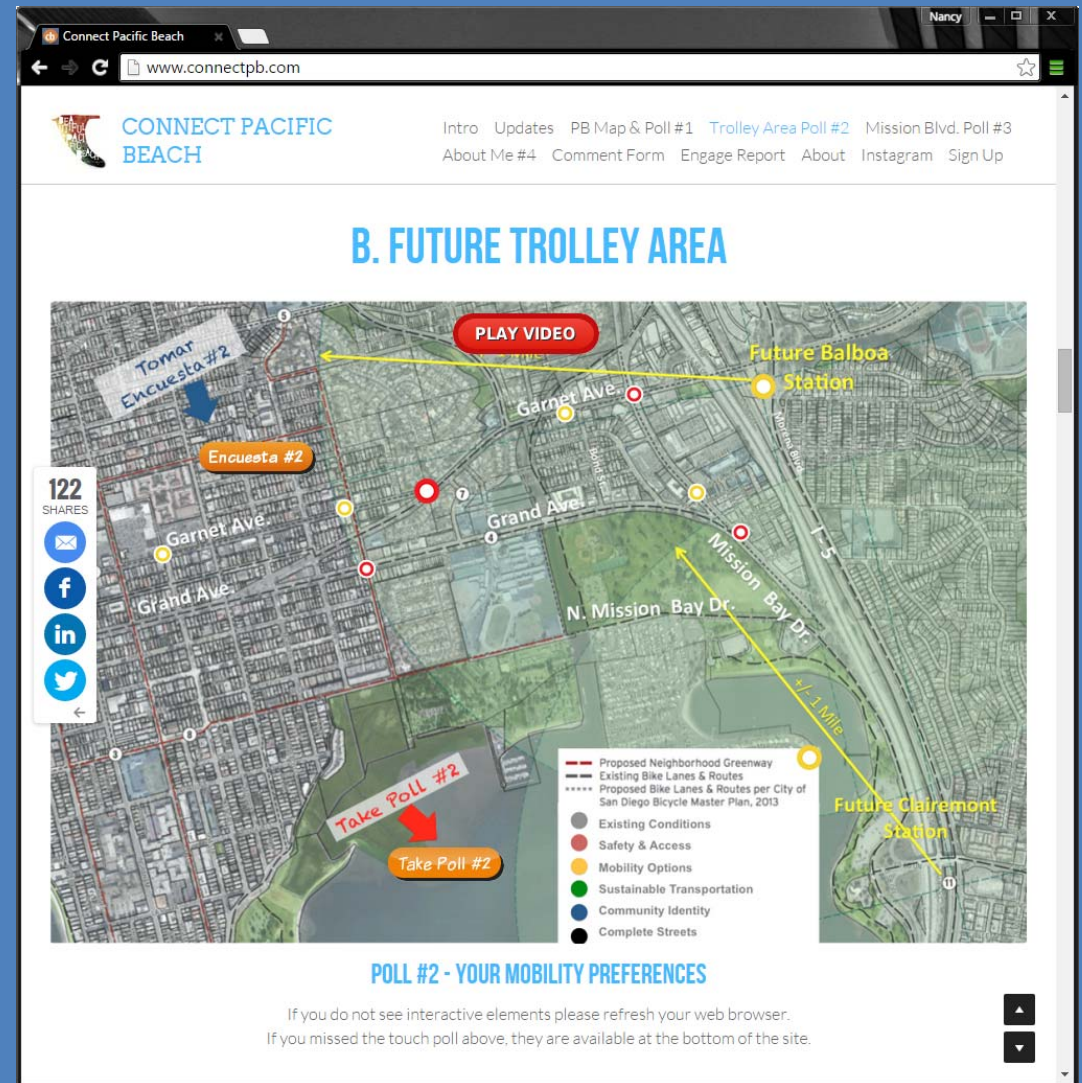
- Meetings on Vision and Priorities
- Meetings on Land Use Alternatives, Mobility, Key Policy Issues





# Online Engagement

- Project page on City's website
- Postings of documents and progress updates
- E-mail updates
- Online interaction platform to solicit input



- Online survey tool linked to the project website
- Ensure broad-based community input
- Gauge preferences regarding land use, mobility, and key policy questions



### Goals, Priorities, and the Community Survey

So far, we have gotten valuable input about what Belmont residents like about their city and want to preserve, and what they think the challenges are that the city will face in the future. While there are many areas of Belmont that will not see substantial changes in the coming years (such as established residential neighborhoods), there are others where changes may be desirable. These include:

- Belmont Village
- Carlmont Village
- El Camino Real
- Old County Road

By filling out this survey, you'll help us better define the nature and extent of the changes that could be allowed to occur in these areas, as well as help set priorities for funding needed improvements to our infrastructure and community services.

Want more information? Be sure to check out our website at <http://www.belmont2035generalplan.com/> for all the background research and community input to date.

Figure 1: Existing Land Uses in Belmont

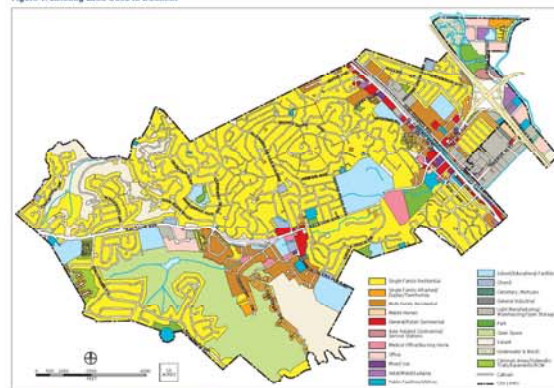
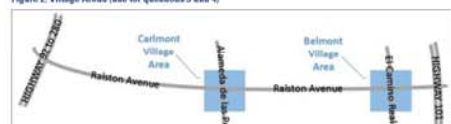


Figure 2: Village Areas (see for questions 3 and 4)



### Belmont General Plan Update Community Survey

PLEASE RETURN BY APRIL 1, 2015

#### 1. Do you (Please check all that apply):

- ☐ Live in Belmont? ☐ Own a business in Belmont?

#### 2. If improvements were made to make walking and biking more safe and convenient in Belmont, how likely is it that you would do the following?

	VERY LIKELY (5)	SOMEWWHAT LIKELY (4)	NOT LIKELY (3)	NO OPINION (2)
Walk or ride a bicycle for short trips	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Walk or ride a bicycle to work or to the Caltrain station/other transit	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Allow your child to walk or ride a bicycle to school	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Walk, jog, or ride a bicycle more frequently for exercise or recreation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

#### 3. What kinds of uses and amenities would you like to see in the Belmont Village area? (The area centered around the intersection of Ralston and El Camino Real, a few blocks in every direction – see Figure 2)

	YES	MAYBE	NO	NO OPINION
Local shops, services, and small offices	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Restaurants	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Entertainment and nightlife	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Arts and cultural venues, events, and/or programming	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Housing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
More parking in front of shops and other destinations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
More parking on the periphery in lots or other garages	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

#### 4. What kinds of changes would you like to see to the Carlmont Village area (see Figure 2)?

	YES	MAYBE	NO	NO OPINION
Two- or three-story buildings that can accommodate housing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
New or renovated shops and restaurants	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A parking garage, creating more space for additional development	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Better access for those arriving on foot, bicycle, or transit	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Carlmont Village is just fine the way it is	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

#### 5. How should Belmont prioritize funding for services and amenities?

Please give each action a score from 1 (most desirable) to 5 (least desirable).

	1	2	3	4	5
Improve and enhance trails and access to natural open spaces	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Improve Belmont's parks and recreation facilities, including the Barrett Community Center, the Sports Complex, playgrounds, athletic fields, and picnic areas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Create a fund that supports visual, theatrical, performance, and other forms of art in Belmont	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fund, or partially fund, a local shuttle service or "circular" to improve transportation options in neighborhoods and to local destinations like schools, shops, and the library	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Make improvements to roads/pavement, sidewalks, and transportation safety	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Invest in economic development activities that increase the city's tax base	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

#### 7. Under what circumstances would it be acceptable for a building to exceed the permitted height limit? Check all that apply.

- ☐ If additional affordable housing were provided  
☐ If some other community benefit were provided, such as usable open space  
☐ If traffic reduction measures were included  
☐ It would not be acceptable for a building to exceed the height limit  
☐ Other, please specify: \_\_\_\_\_

#### 8. If you would like to clarify any of your answers or give us more information or ideas, please do so here:

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

The following information is for statistical purposes only and will be helpful when analyzing survey results:

9. Age: \_\_\_\_\_ years  
 10. Do you own or rent your home?  
☐ Own ☐ Rent  
 11. How many people live in your household?  
 \_\_\_\_\_ Adults \_\_\_\_\_ Children  
 12. Annual household income:  
☐ Less than \$50,000 ☐ \$50,000 to \$74,999 ☐ \$75,000 to \$99,999 ☐ \$100,000 to \$149,999 ☐ \$150,000 or more  
 13. How long have you lived in Belmont?  
 \_\_\_\_\_ years

#### 14. What do you consider the most important priorities for local services? Check all that apply.

- ☐ Maintain 9-1-1 emergency response times  
☐ Fix infrastructure, including streets, sidewalks, and storm drains  
☐ Maintain water quality in creeks and in the Bay  
☐ Protect, maintain, and enhance senior services, including health/nutrition/transportation programs  
☐ Maintain crime prevention and investigation resources  
☐ Maintain parks, open space, and sports fields  
☐ Improve after school programs for children and teens  
☐ Other, please specify: \_\_\_\_\_

#### 15. Optional: If you would like to stay informed, please select one or more of the following boxes and provide your contact information.

- ☐ Keep me informed ☐ I would like to attend a neighborhood coffee to learn more.

#### Contact information


Name: \_\_\_\_\_  
 Address: \_\_\_\_\_ Belmont, CA 94002  
 Phone: \_\_\_\_\_



## Both traditional and social

- Coordinate with local media outlets
  - *Mission Valley News, KPBS, Voice of San Diego, the UT*
  - *Online blogs*
  - *Local TV stations*
- Promote meeting notices and publish featured stories
  - *Prior to public meetings*
  - *At key points throughout process*

**TOP STORIES**



Going HOG wild  
By Ken Williams | Editor... [more]

**CALENDAR & BRIEFS**

Events Calendar – June 12 – July 9, 2015

Posted: June 12th, 2015 | [Arts & Entertainment](#), [Calendar](#), [Calendar & Briefs](#) | [No Comments](#)

**Portfolio show**  
Monday, June 15

Graduates of the Art Institute of California – San Diego will showcase their portfolios at this unique event. Graduates in the areas of design, media arts, fashion and culinary fields of study may be on hand. [Read More](#)

Events Calendar – May 8 – June 11, 2015

Posted: May 8th, 2015 | [Calendar](#), [Calendar & Briefs](#) | [1 Comment](#)

**San Diego River Days**  
Saturday, May 9 and Sunday, May 10

Many events will be held this weekend for the annual River Days. Most events are free and open to the public and include hikes, nature walks, bike rides, trail building projects, gardening, community service projects and more. [Read More](#)

**FEATURED**



**Brew's Up**  
Posted: June 12th, 2015 | [Featured](#), [Features](#), [Food & Drink](#), [Lifestyle](#) | [No Comments](#)

**TRAFFIC** **WEATHER**

View the current **Digital Edition** of San Diego Downtown News



How will you vote on the stadium issue?

I will vote in favor of building a new stadium	40%
I won't vote for a new stadium	40%
I'm undecided	20%

Voting is closed

[f Share](#) [t Share](#) Powered by opinion stage



# On The Street Outreach

- Tactical Urbanism
- Pop-Up Outreach

## MOBILITY & TRANSPORTATION MOVILIDAD Y TRANSPORTE

- What would make it easier for you to walk, bike and take transit? ¿Qué haría más fácil caminar, andar en bicicleta y usar transporte público?
- What would improve circulation in your community? ¿Que mejoraría la circulación en su comunidad?

### Comments:

My suggestion is to Change the offramp to Imperial from I-805 south. It backs up a lot with traffic. This y is in a good location.

☒ Need Major Improvements ☐ Need Some Improvements ☐ Need Few Improvements ☐ No Improvements



MARKED CROSSWALKS

BICYCLE PARKING



PEDESTRIAN BRIDGES



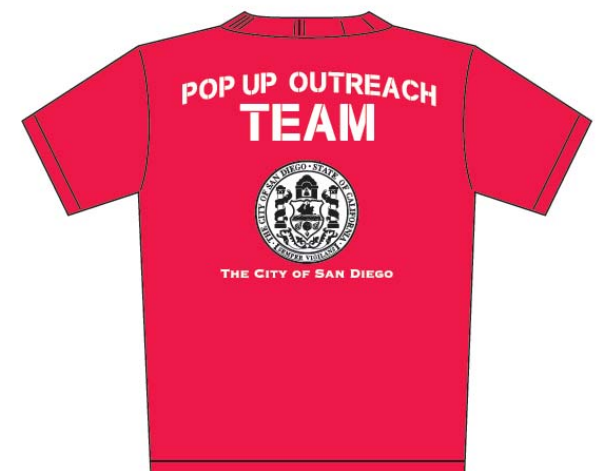
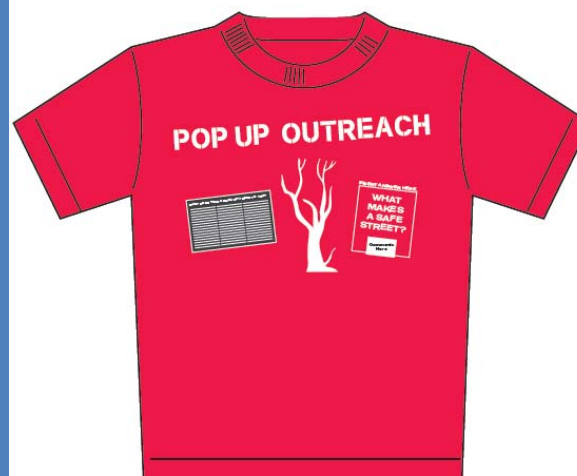
BUS SHELTERS



TRANSIT-ORIENTED DEVELOPMENT



BIKE LANES



- Are these the right community outreach activities?
  - *If not, what are some other ideas?*
- For each potential community outreach activity:
  - *Who is the audience for this activity?*
  - *How would we most effectively publicize the activity to that audience?*
- Other feedback?
- Thank you for being involved!