

College Area Community Plan Update

COMMUNITY SURVEY RESULTS

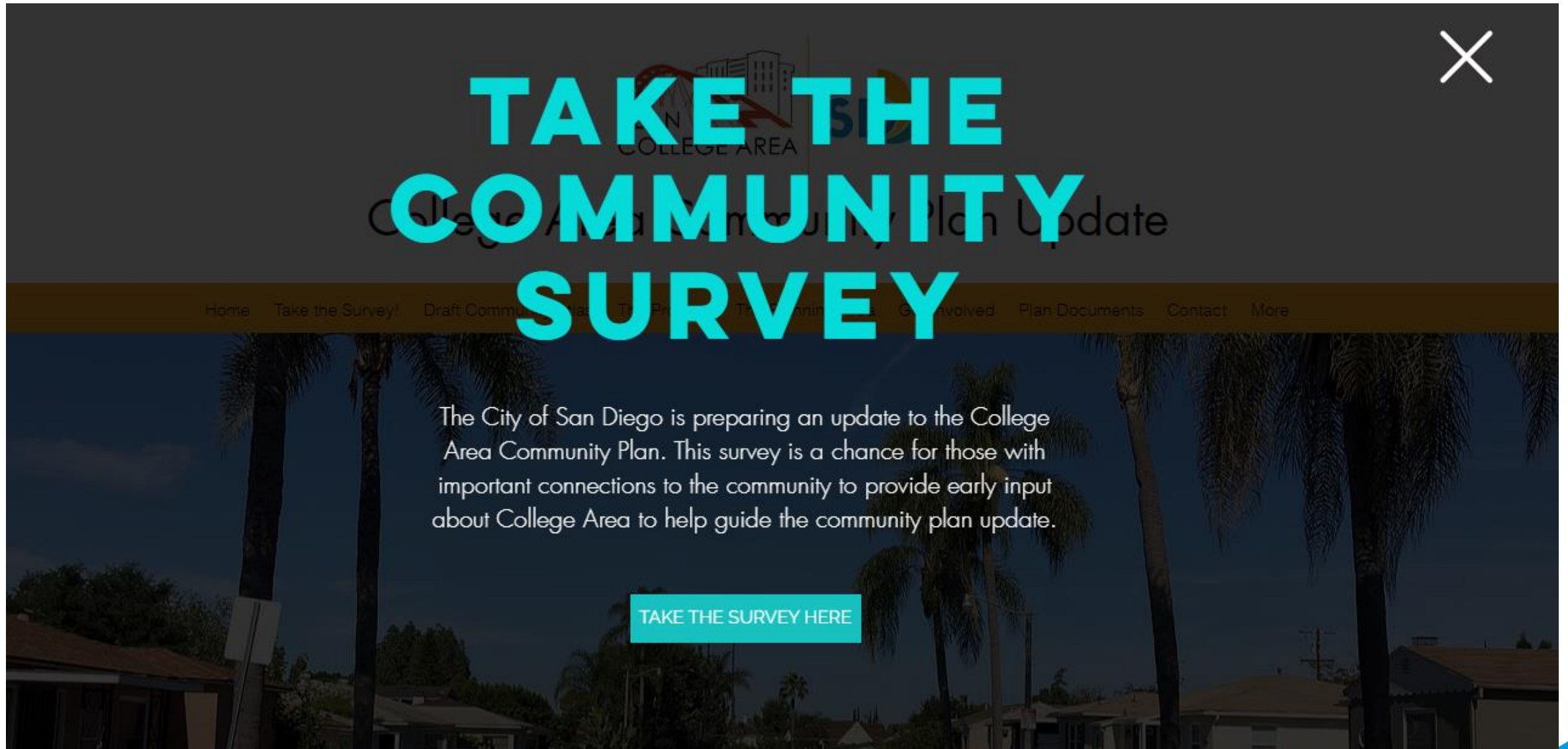
College Area CPU Committee Meeting – Zoom Meeting – January 27, 2020 from 5:30pm to 7:00pm

Nathen Causman – Project Manager – Planning Department



1. Community Survey Results
2. Upcoming Meeting Schedule
3. Discussion
4. Key Takeaways
5. Adjourn Meeting

One: *Survey Context*



The screenshot shows a web page for the "College Area Community Plan Update". The background is a dark, low-key photograph of palm trees and residential buildings. At the top right is a white "X" icon. The main heading "TAKE THE COMMUNITY SURVEY" is in large, bold, cyan letters. Below it is a horizontal navigation bar with links: Home, Take the Survey!, Draft Community Plan, The Plan, The Community, Get Involved, Plan Documents, Contact, and More. The text "College Area Community Plan Update" is faintly visible behind the main heading. A paragraph of text explains the purpose of the survey, and a cyan button labeled "TAKE THE SURVEY HERE" is positioned at the bottom.

TAKE THE COMMUNITY SURVEY

College Area Community Plan Update

Home Take the Survey! Draft Community Plan The Plan The Community Get Involved Plan Documents Contact More

The City of San Diego is preparing an update to the College Area Community Plan. This survey is a chance for those with important connections to the community to provide early input about College Area to help guide the community plan update.

TAKE THE SURVEY HERE

- ▶ The survey focused on identifying community priorities and recommendations for:

▶ Sustainability



▶ Public Facilities



▶ Urban Design / Land Use



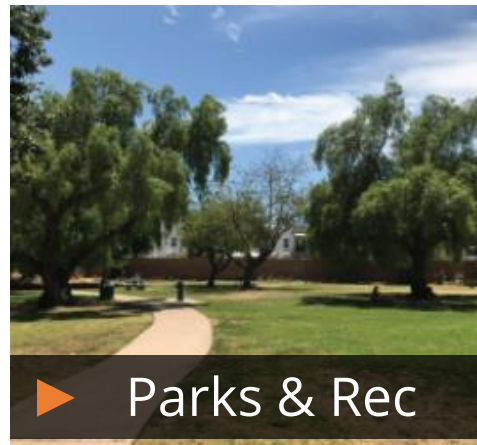
▶ Economic Prosperity



▶ Housing



▶ Parks & Rec



▶ Mobility



How do you feel about your ability to get to places within the College Area? Please rate the following from 1 (*strongly disagree*) to 5 (*strongly agree*).

I feel safe riding a bike on the streets in the College Area.



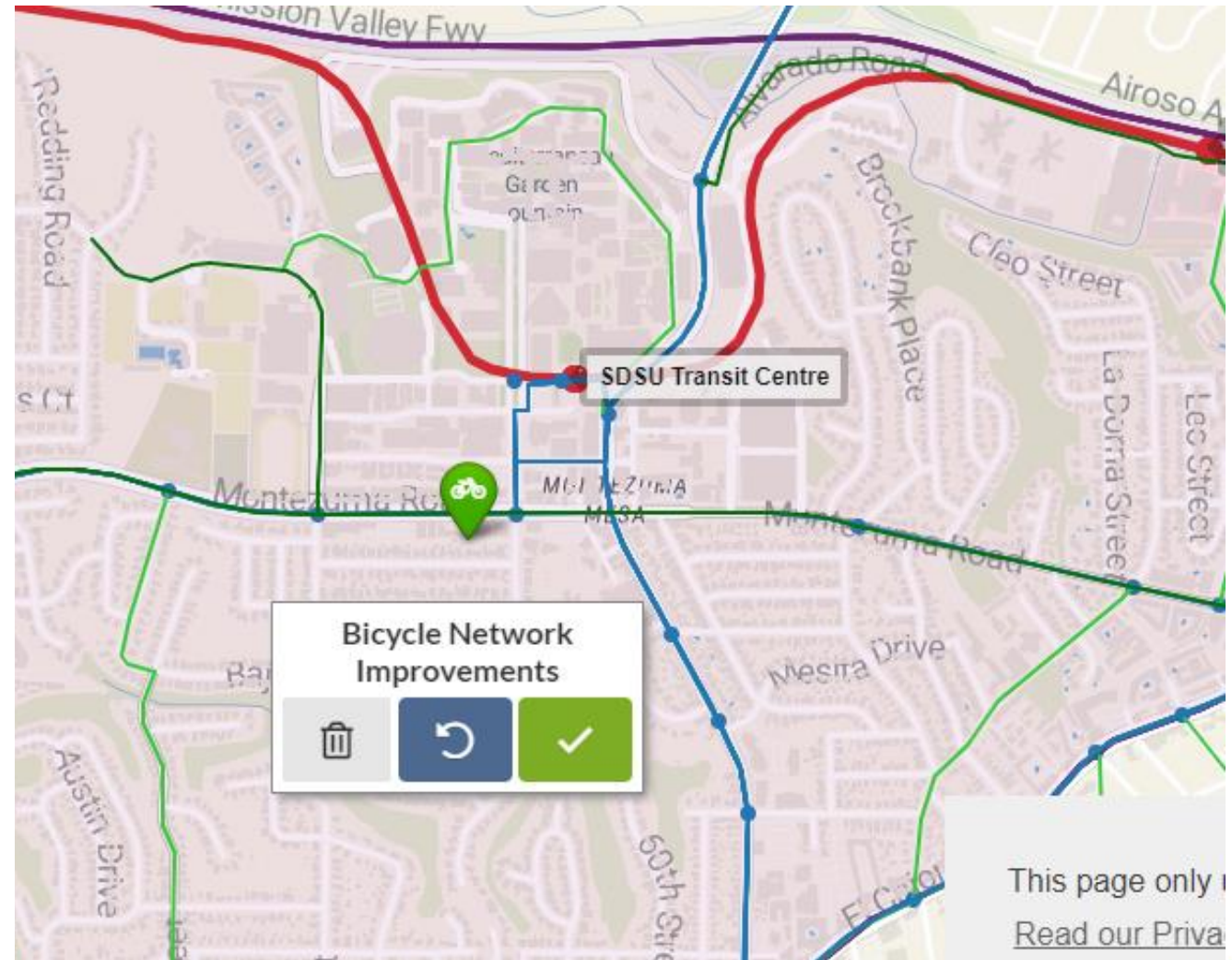
Transit access is convenient and safe in the College Area.



I feel comfortable and safe walking around the College Area.



Sufficient parking is available in my community.



► Q: How do you feel about this in the College Area?

► Sustainability

"I feel that my community has the tools we need to respond to sustainability and climate"

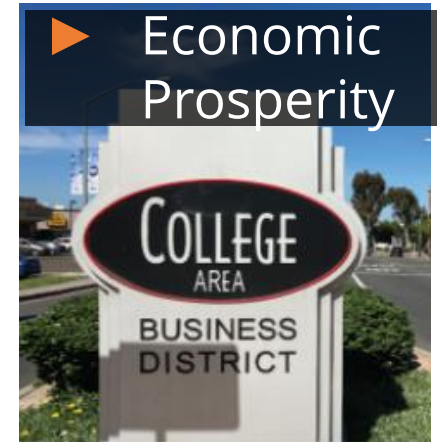
► Public Facilities



► Urban Design / Land Use



► Economic Prosperity



► Housing

► Parks & Rec

"I feel the recreation amenities and parks in the community met the needs of my household"



► Mobility

▶ Q: Do you feel the following strategies should be included in the College Area Community Plan?

▶ Sustainability



▶ Public Facilities

"Location – Future community serving facilities should be located along transit corridors and nodes"



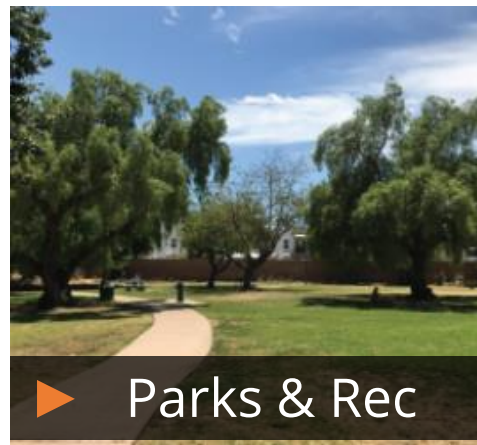
▶ Urban Design / Land Use



▶ Economic Prosperity



▶ Housing

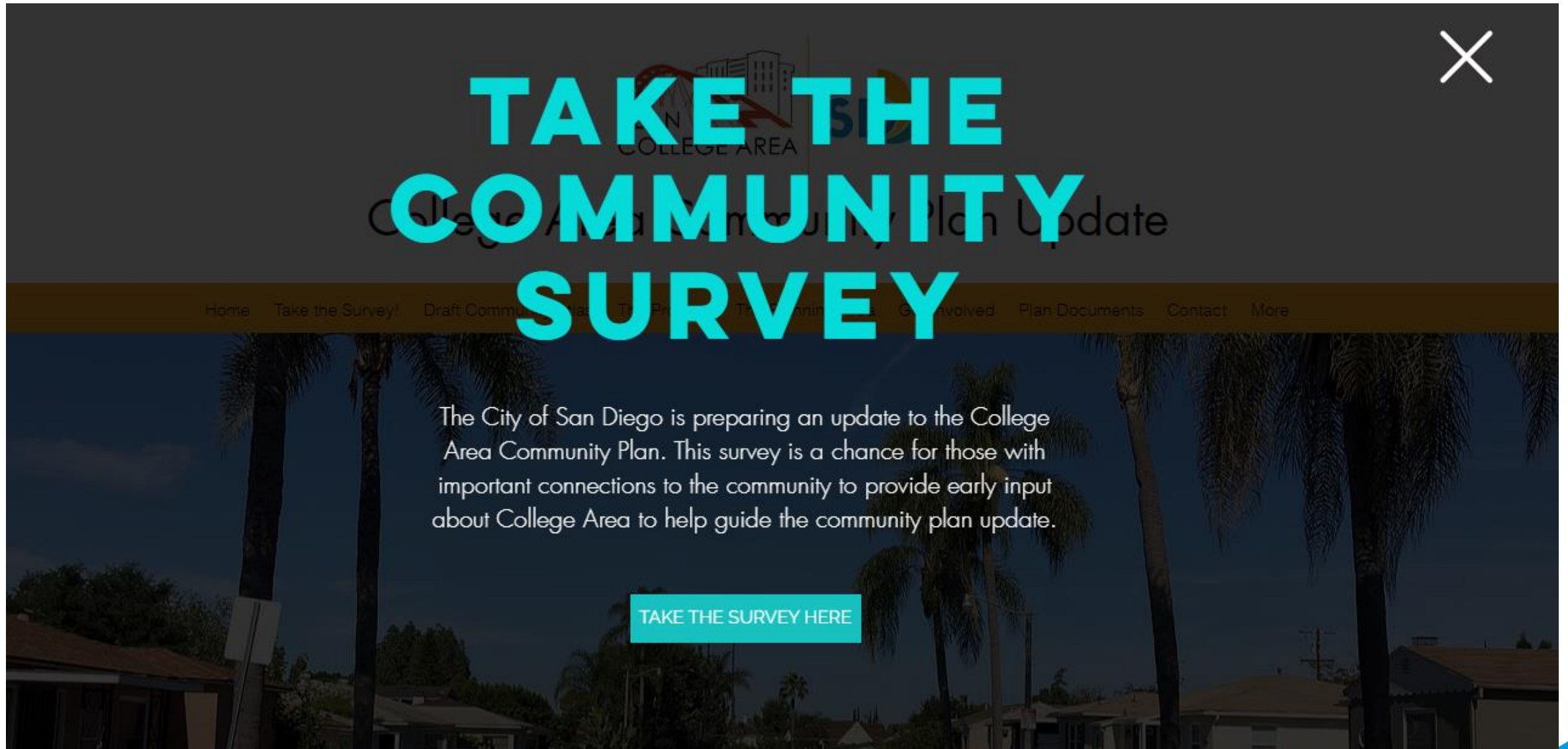


▶ Parks & Rec

▶ Mobility

"Active Mobility – Add separated bike facilities, expanded sidewalks, and deprioritized parking"





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TAKE THE COMMUNITY SURVEY

Home Take the Survey! Draft Community Plan The Plan The Community Get Involved Plan Documents Contact More

The City of San Diego is preparing an update to the College Area Community Plan. This survey is a chance for those with important connections to the community to provide early input about College Area to help guide the community plan update.

TAKE THE SURVEY HERE

- ▶ College Area Community Planning Board and the CPU committee meetings.
- ▶ Fliers at SDSU, businesses and community centers.



- ▶ Email blast
- ▶ SDSU Student City Planning Association E-newsletter and Social Media
- ▶ SDSU School of Public Affairs Canvas notice, email notice, and social media



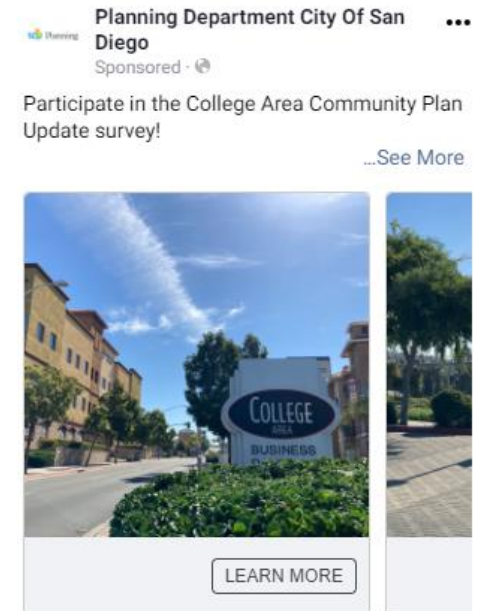
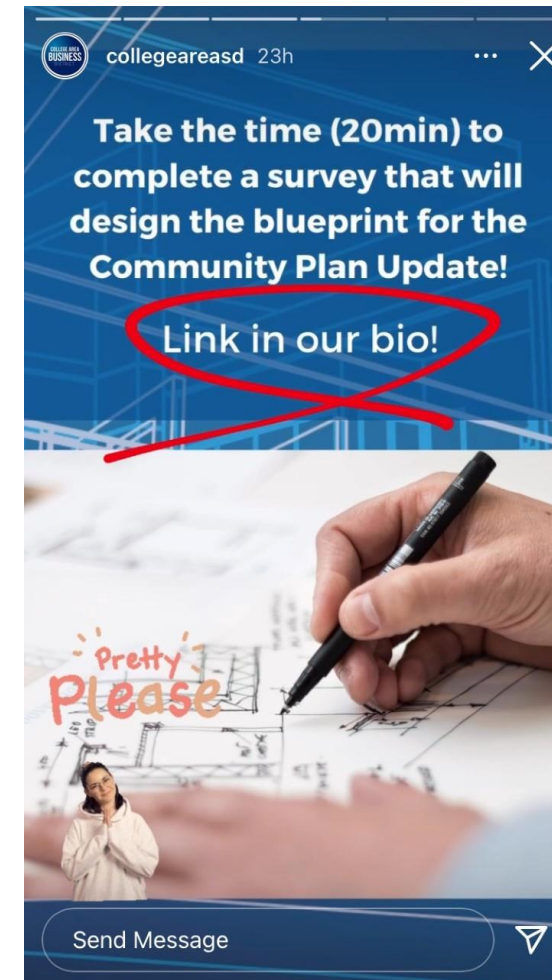
The City of San Diego is preparing an update to the College Area Community Plan. This survey is a chance for people with important connections to the College Area to provide early input about their community to help guide the Community Plan Update.

[Click Here to Take the Community Survey](#)

Information about the planning effort is available at [PlanCollegeArea.org](https://plan.collegearea.org) and the [City of San Diego's College Area Community Plan Update webpage](https://www.sandiego.gov/colleagearea/).

Information about the College Area Community Plan Update Committee is available on the [Committee's webpage](#).

- ▶ College Area Business Improvement District e-newsletter and social media
- ▶ Paid social media advertisement to folks living or working within the community





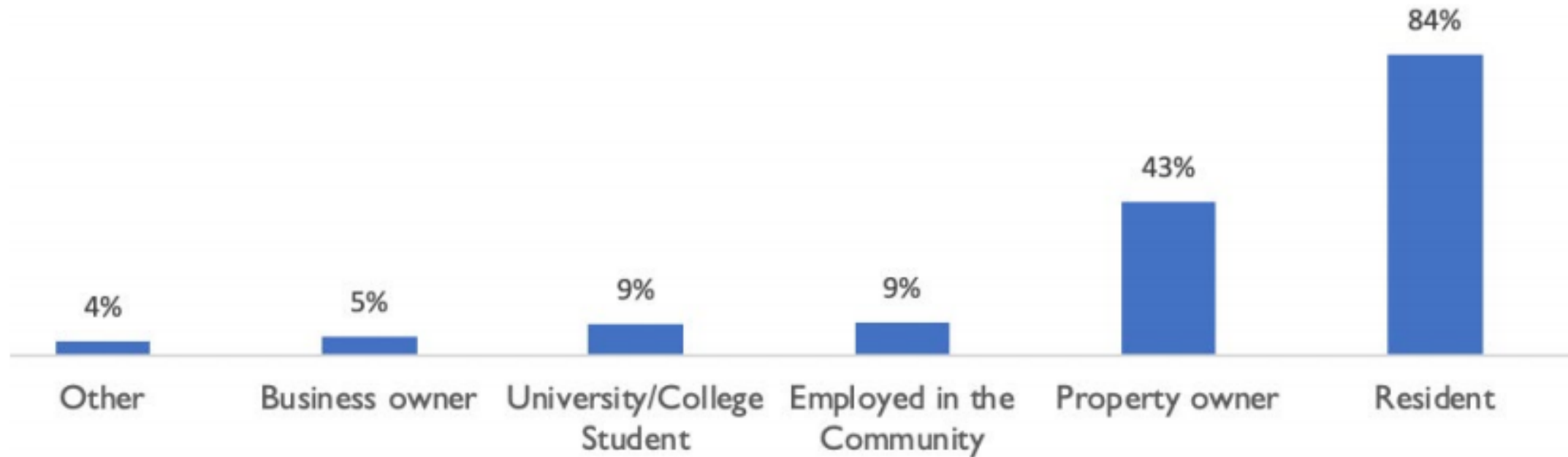
▶ 418 respondents

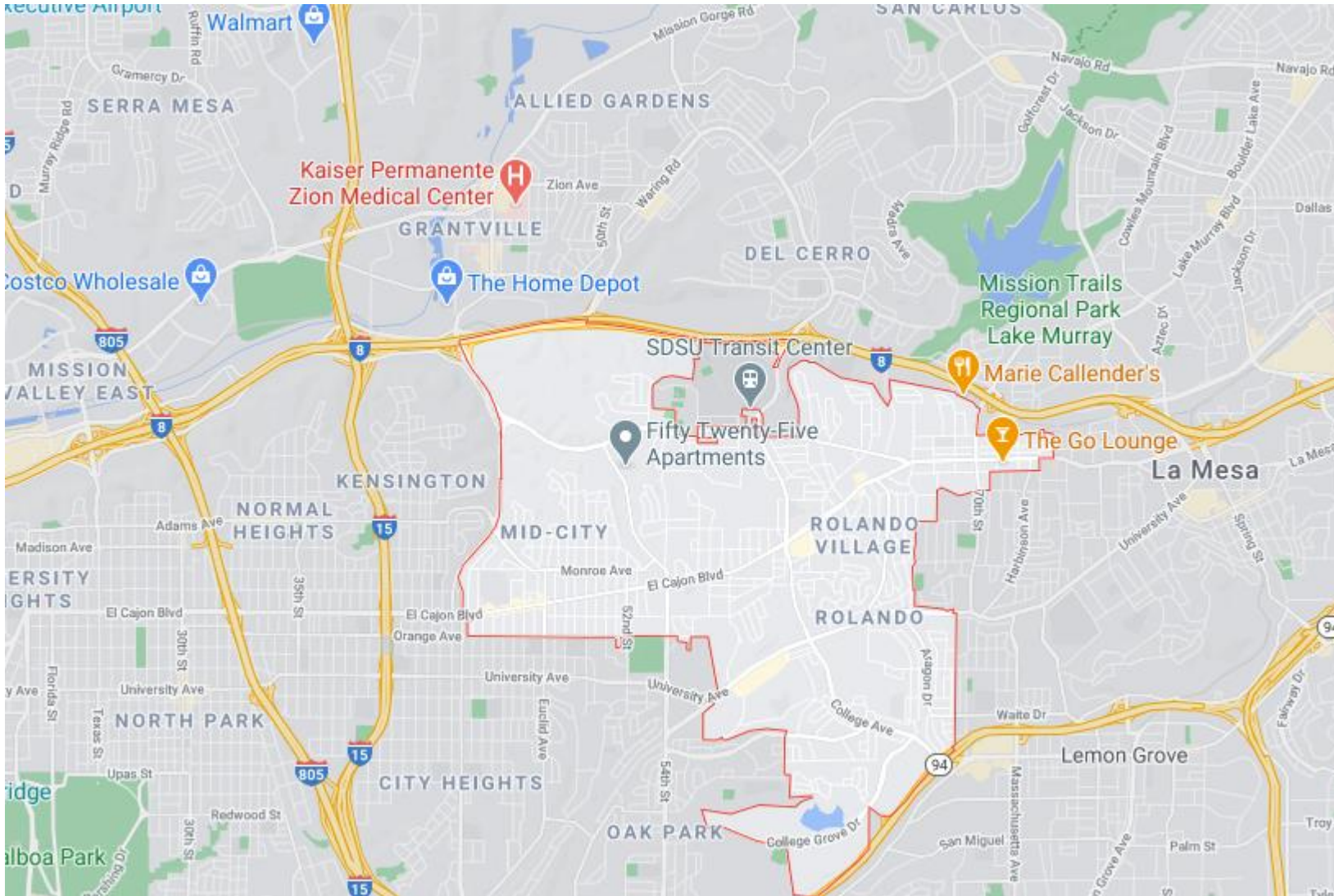


▶ 939 unique map responses

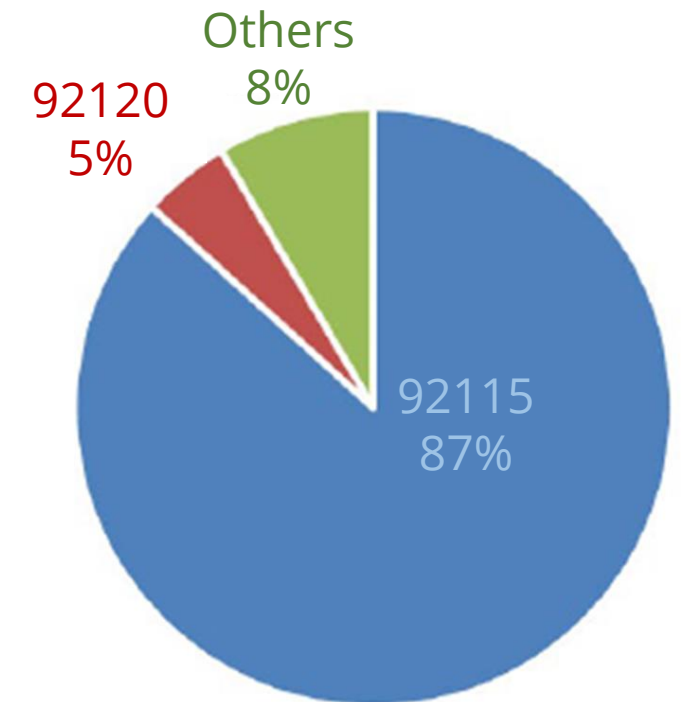
Two: *Survey Respondent Demographics*

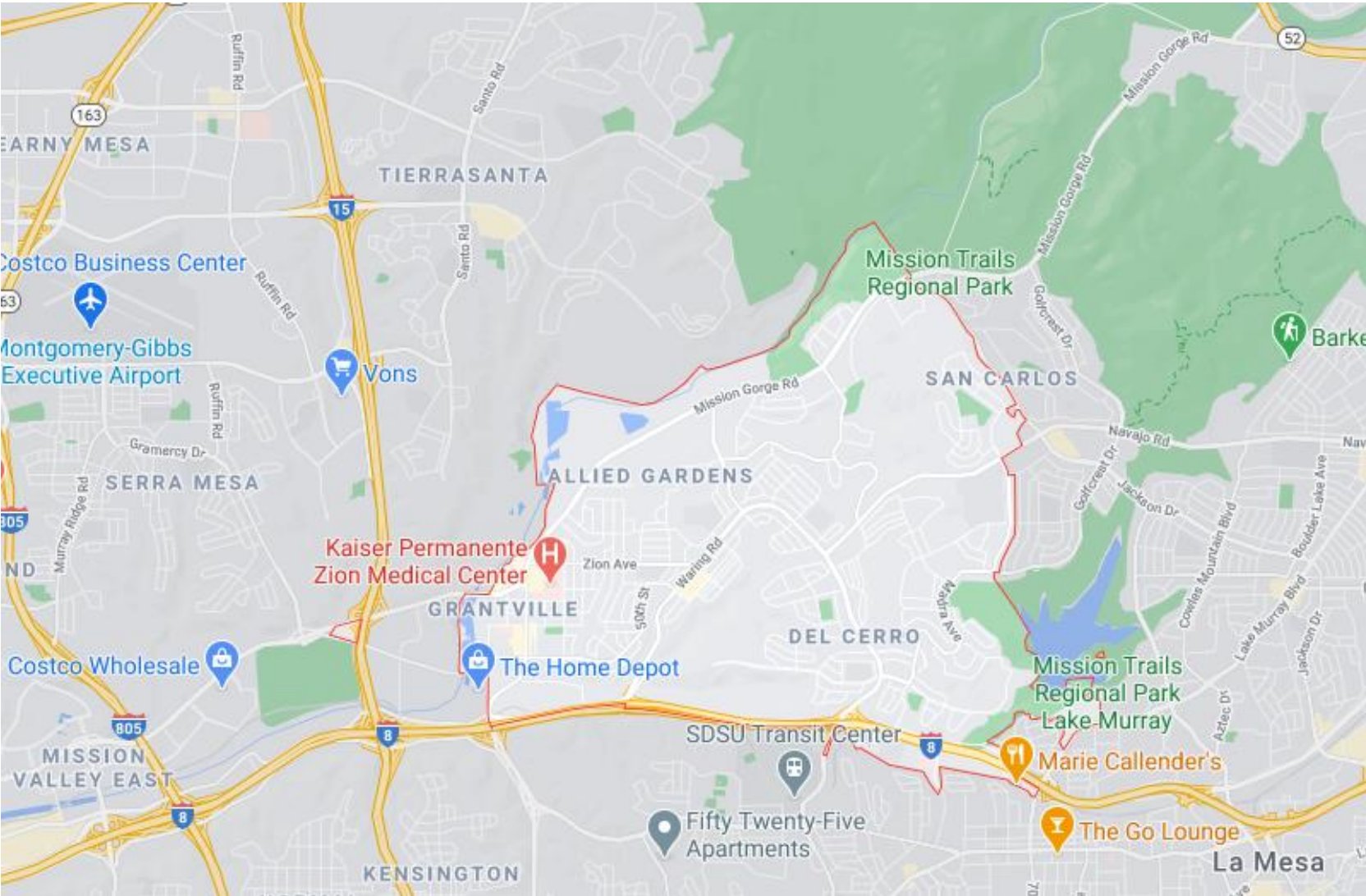
- Q1: What is your connection to the College Area Community?
Please check all that apply.



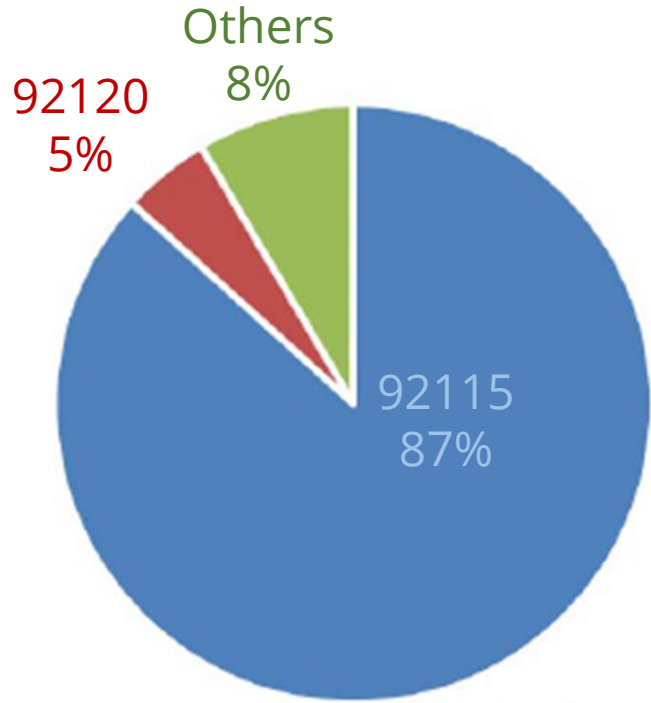


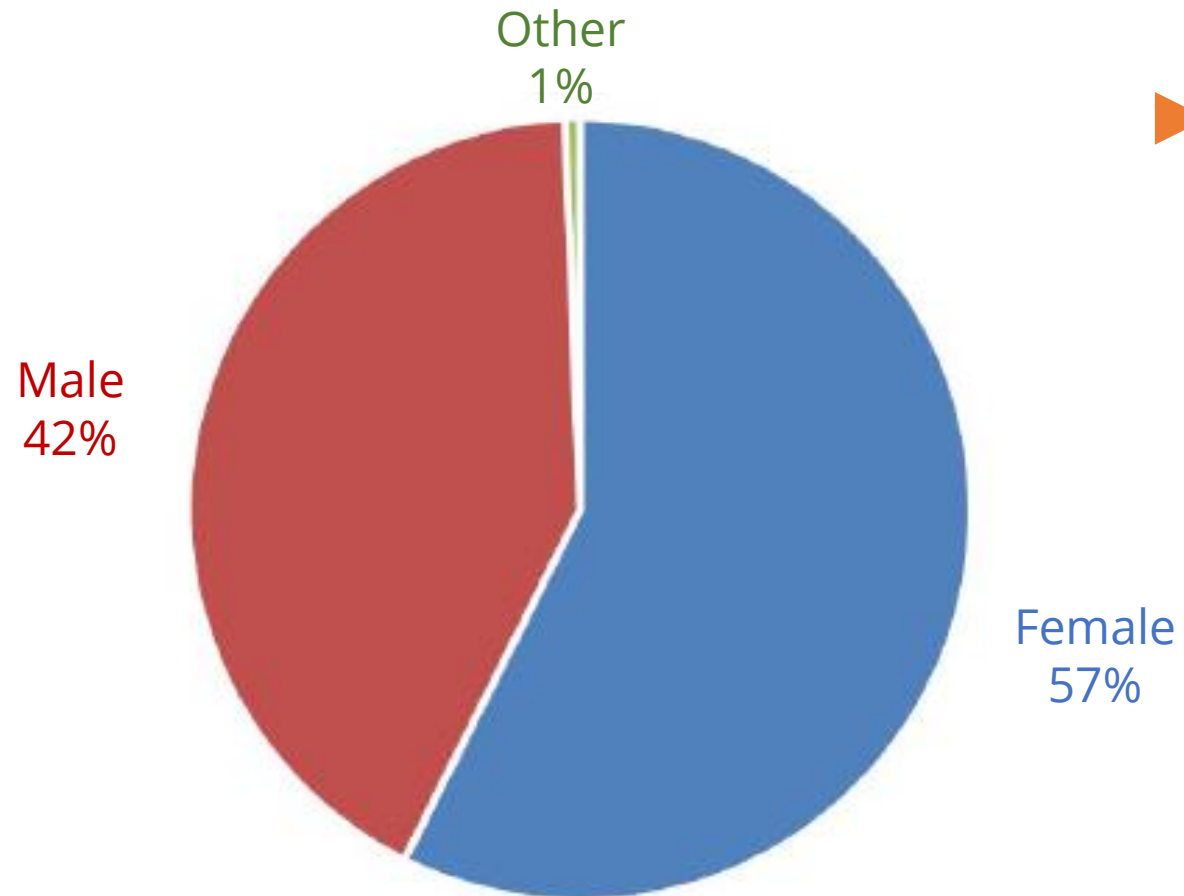
► 87% responded
"92115."



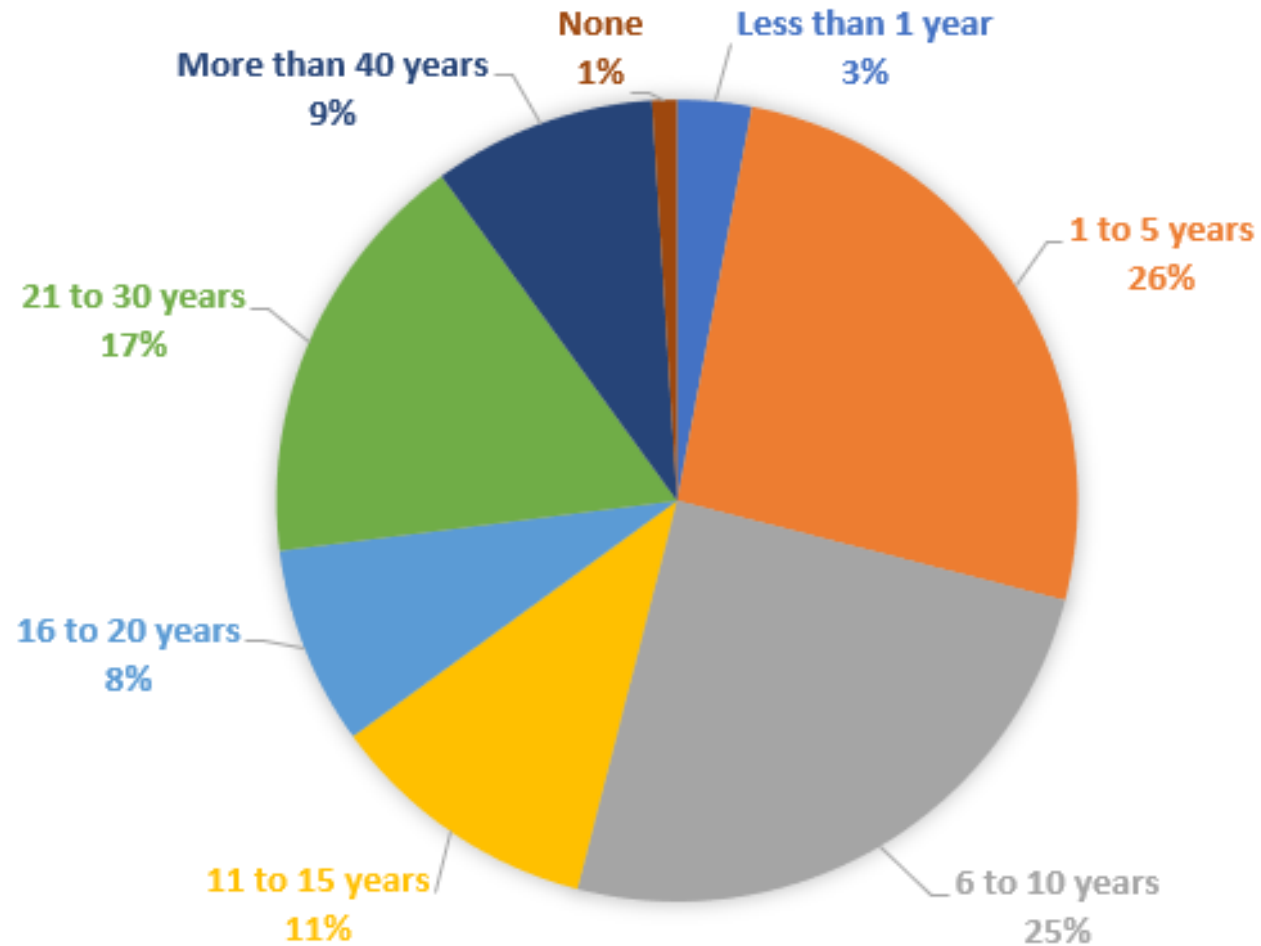


▶ 5% responded "92120."

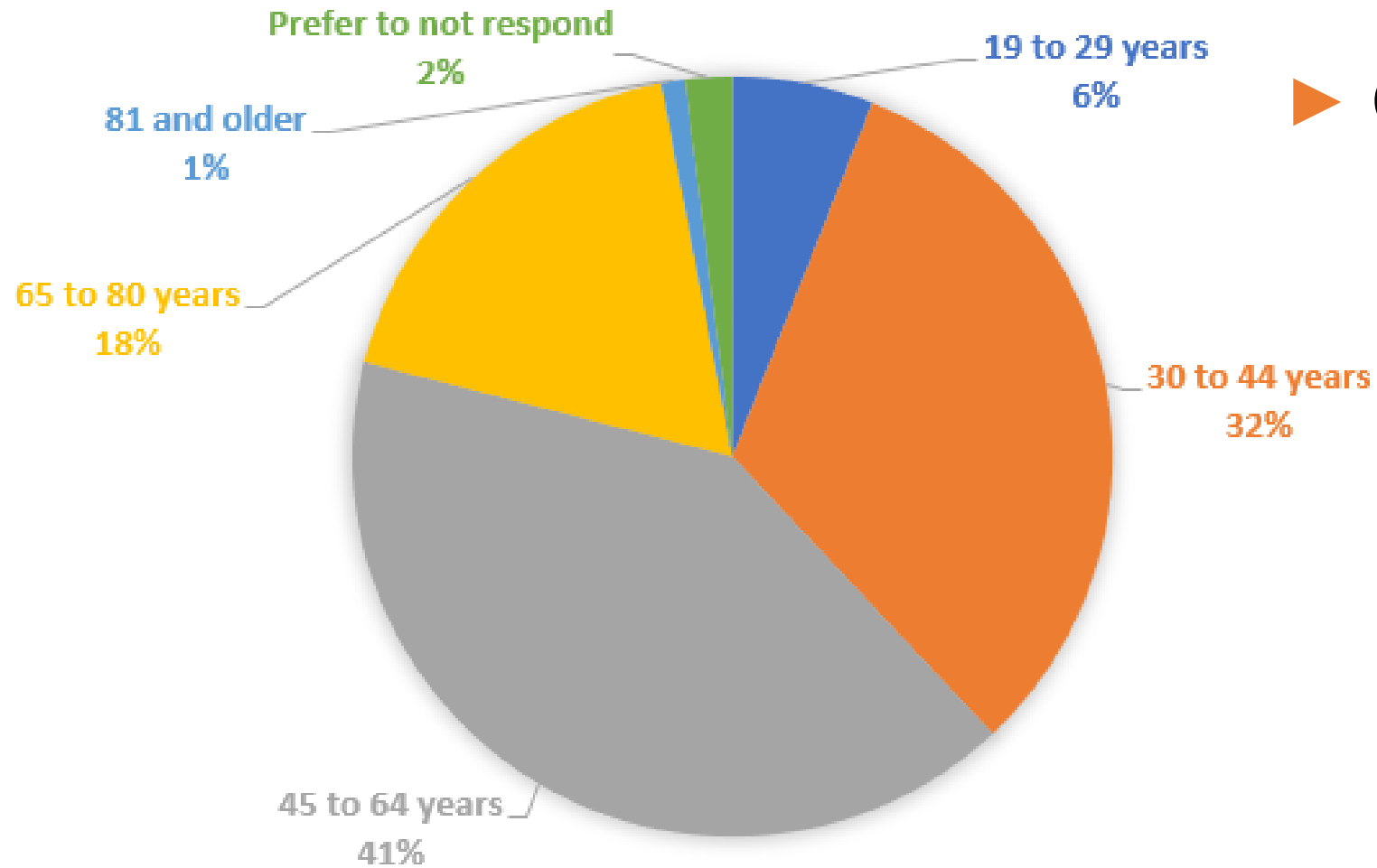




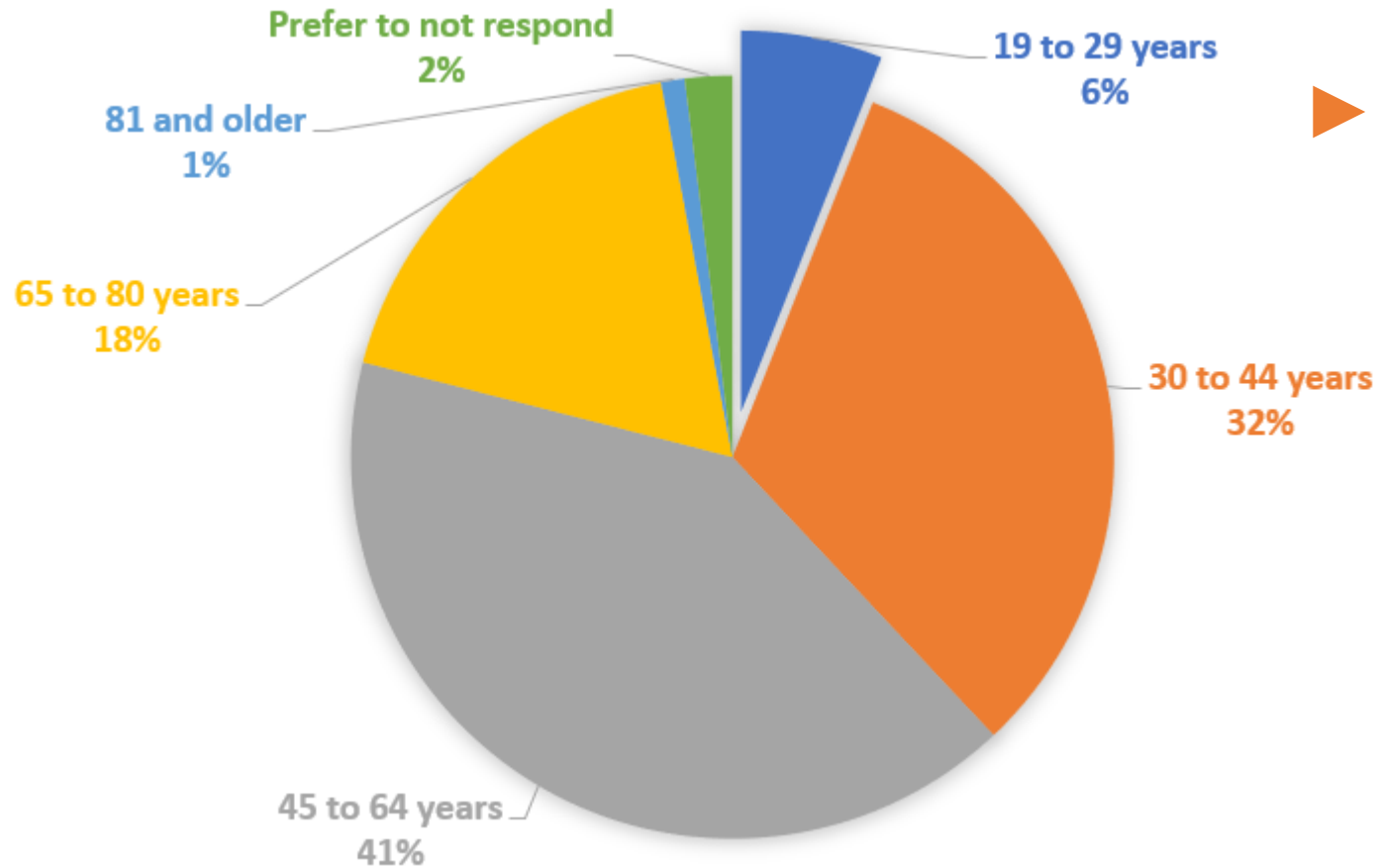
► Q3: What is your gender identity?



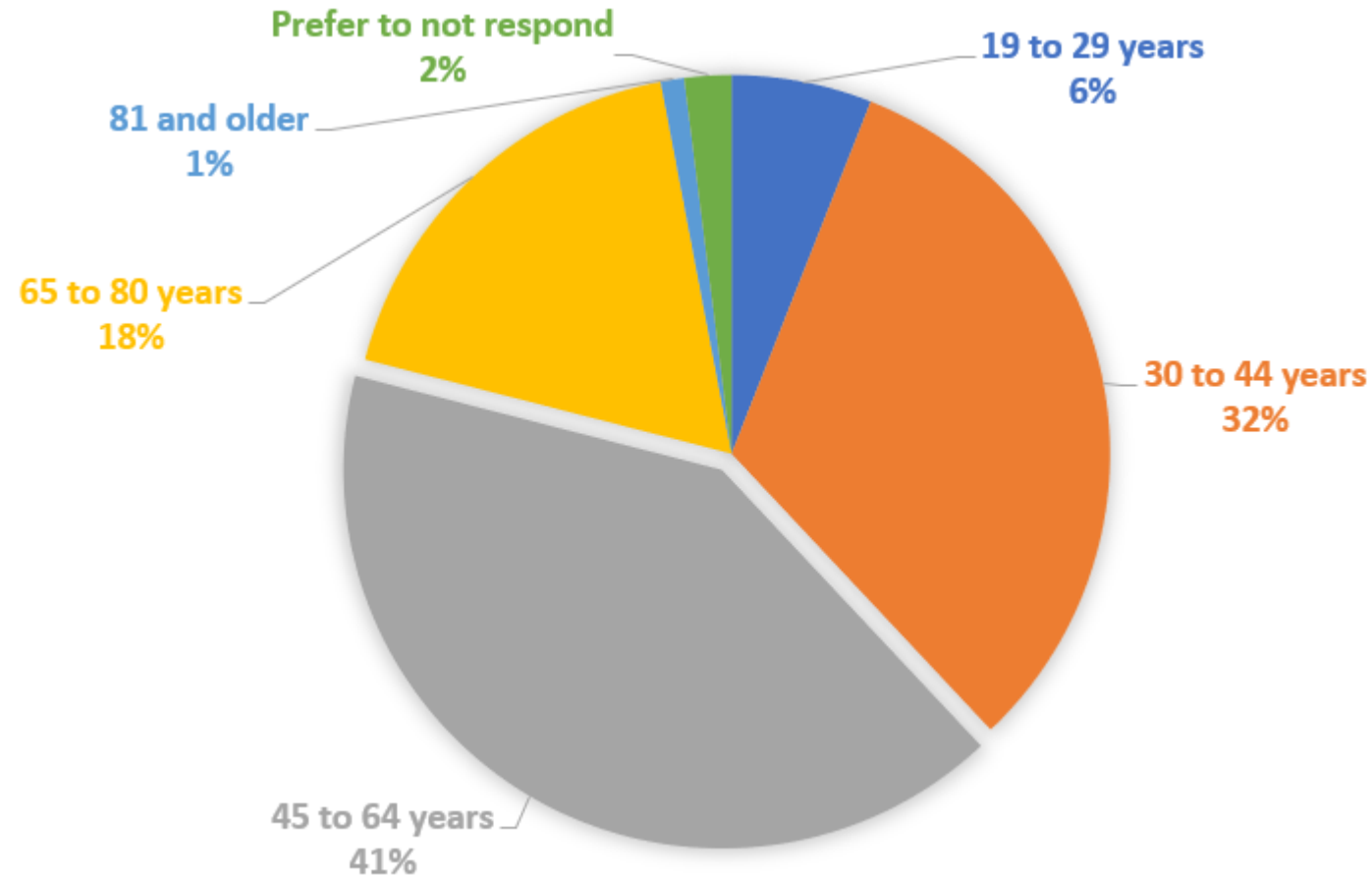
► Q4: How long have you lived, worked, and/or attended classes in the College Area?



► Q5: What is your age?

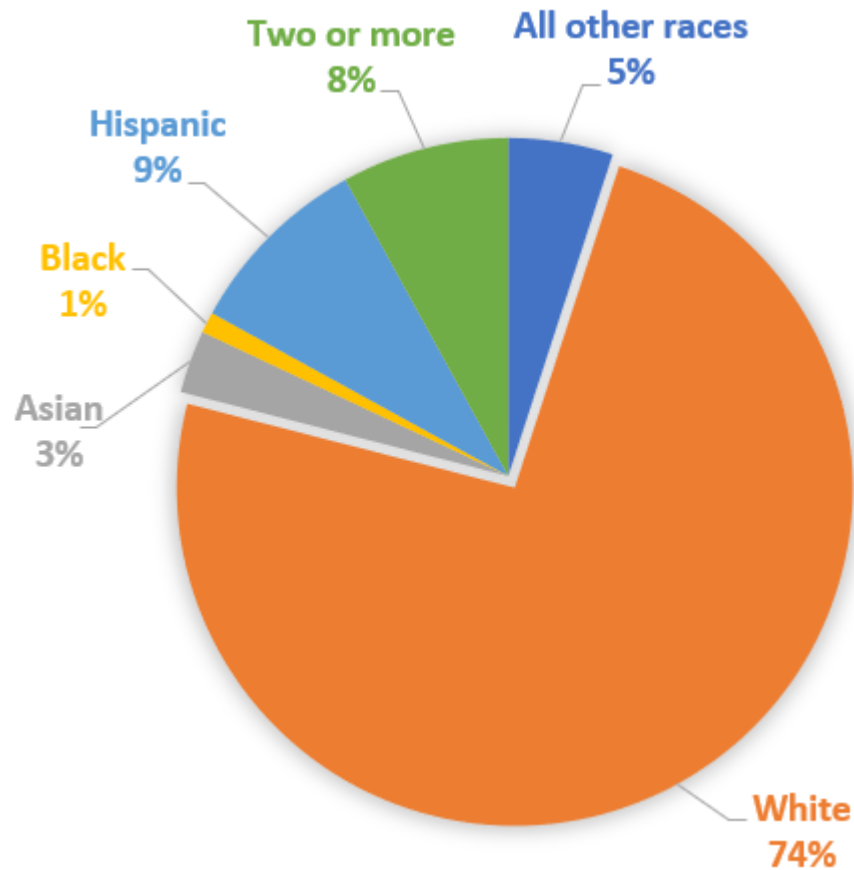


► Q5: What is your age?



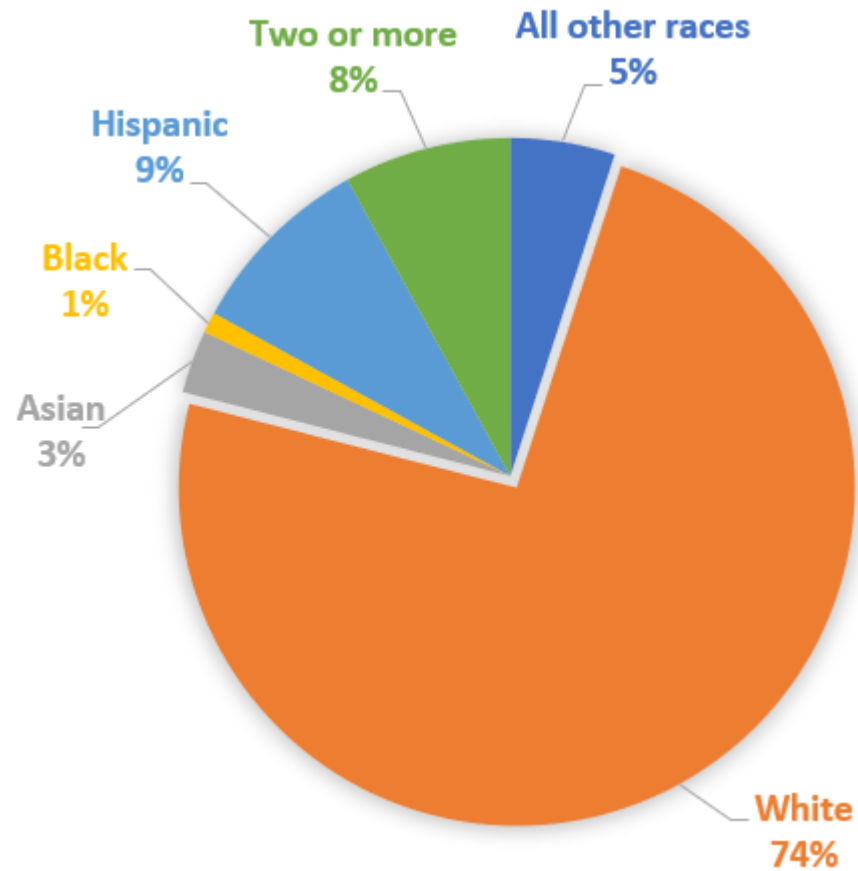
► Q5: What is your age?

Survey

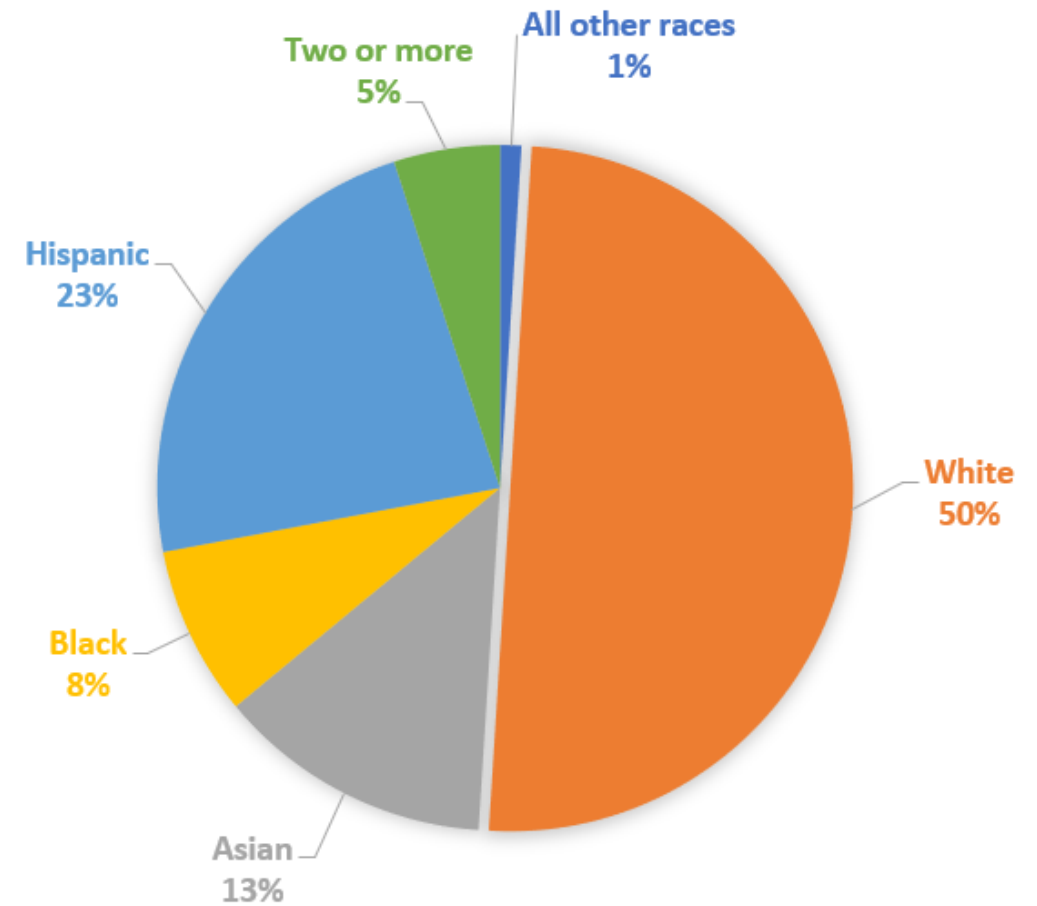


- Q6: Which of the following best represents your race/ ethnicity? (Please check all that apply.)

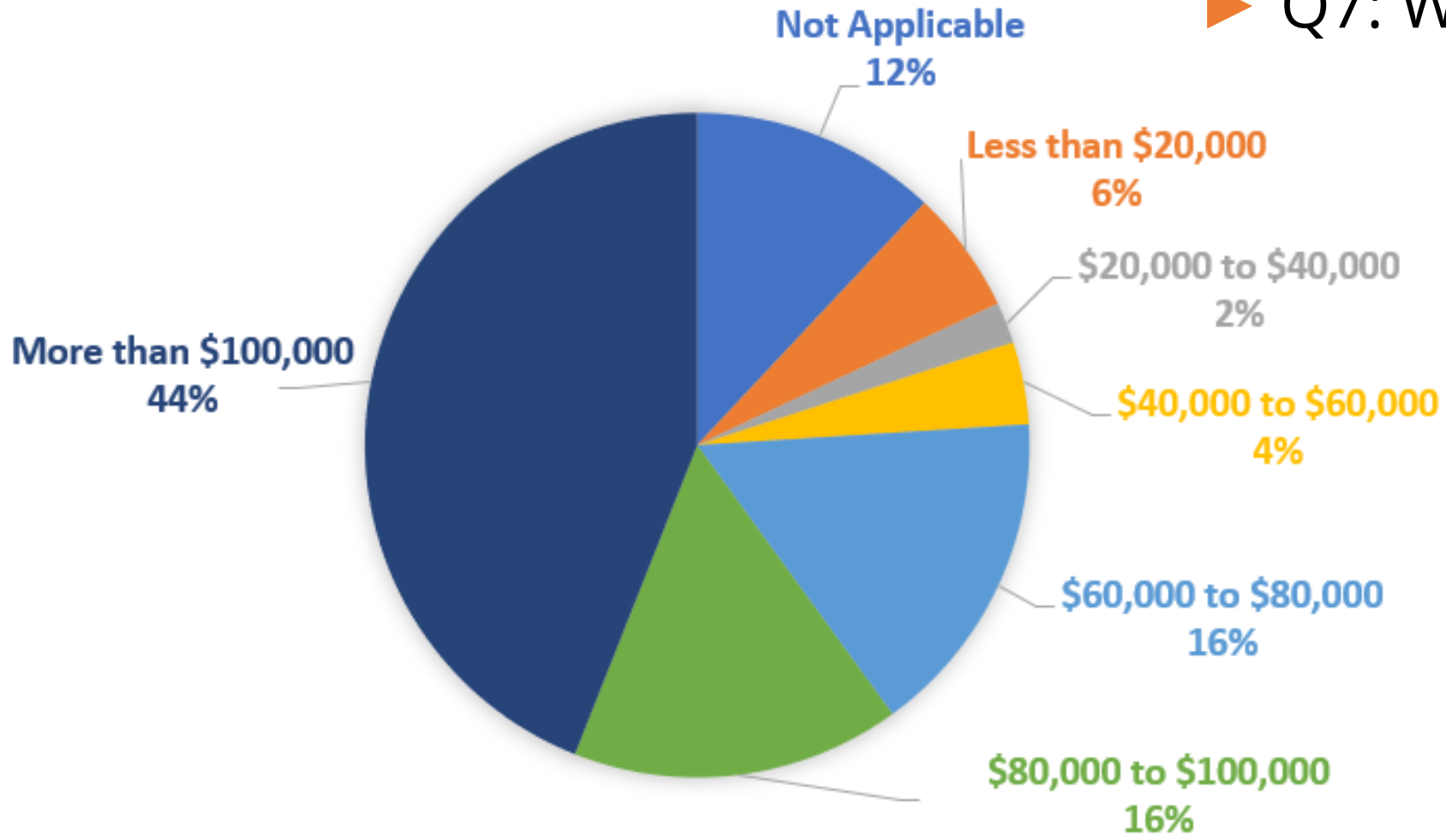
Survey



College Area

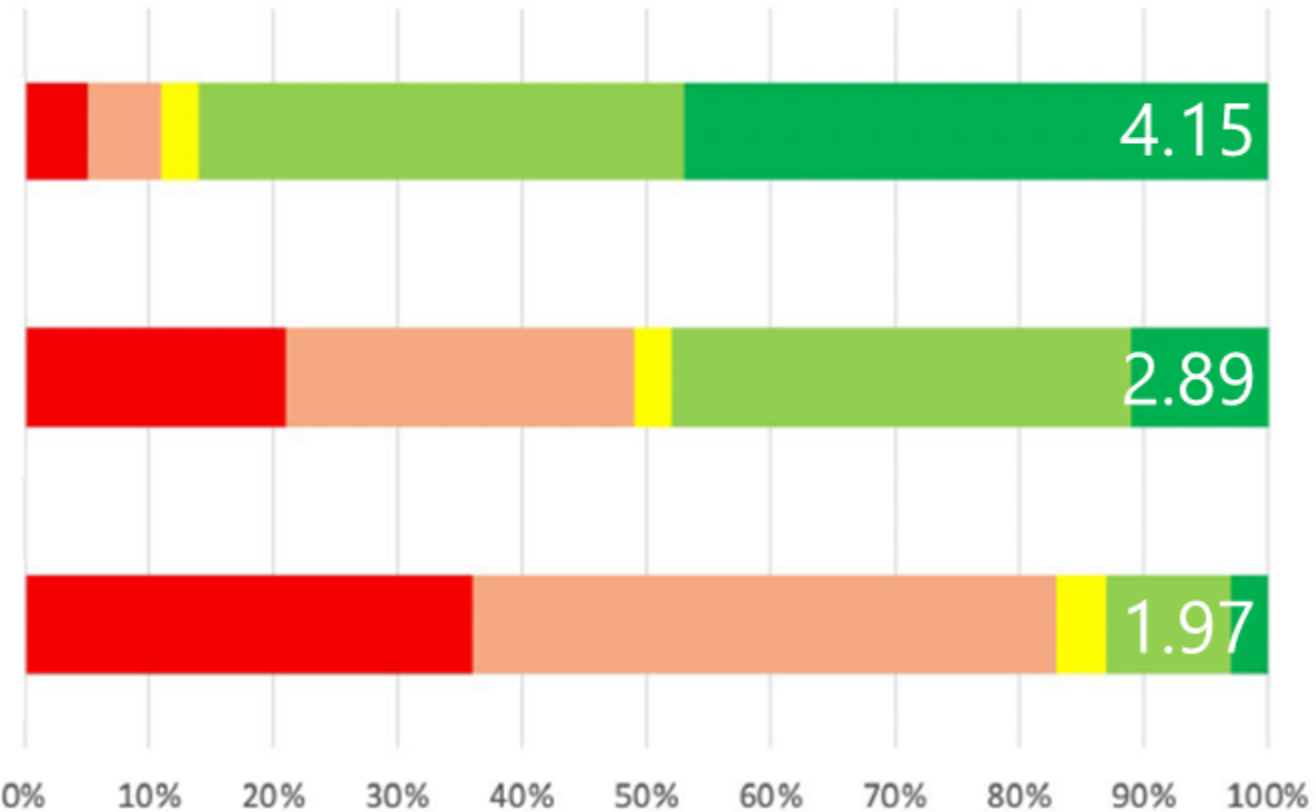


► Q7: What is your income?



- Q: We want to know how you feel about equity and your ability to make change in your community? Rate the following from 1 (strongly disagree) to 5 (strongly agree)?

I feel comfortable providing my input at public community meetings.



I feel like I have a voice in shaping my community's future at community meetings.

I feel that my community is receiving adequate resources and investment to meet the needs of residents.

1 - Strongly Disagree 2 - Disagree 3 - Neutral 4 - Agree 5 - Strongly Agree

Survey Results *Overall Priorities*

- ▶ The survey focused on identifying community priorities and recommendations for:

▶ Sustainability



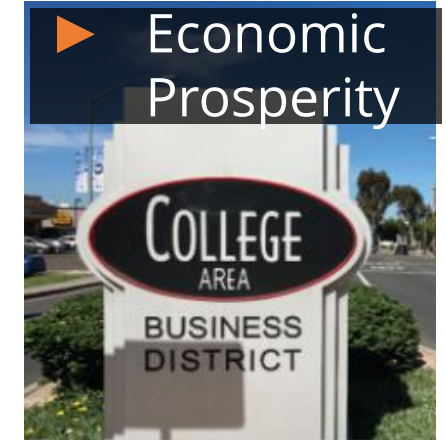
▶ Public Facilities



▶ Urban Design / Land Use



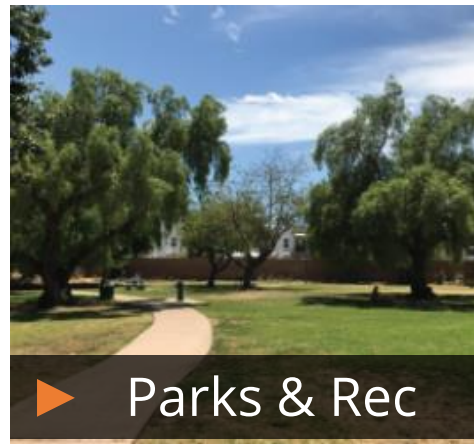
▶ Economic Prosperity



▶ Housing



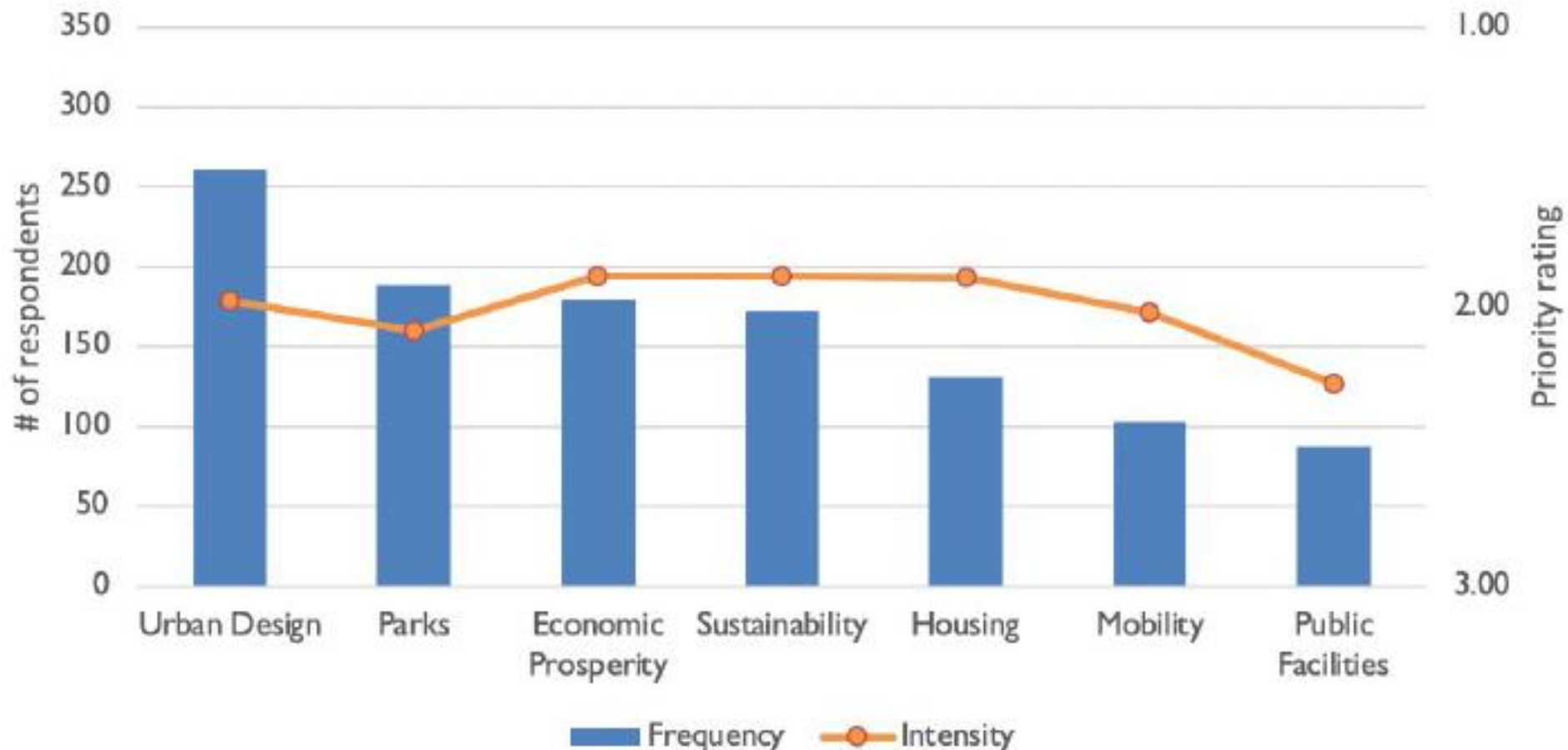
▶ Parks & Rec



▶ Mobility



- ▶ Q1: Rank the following topics from 1 to 7, with 1 being your highest priority

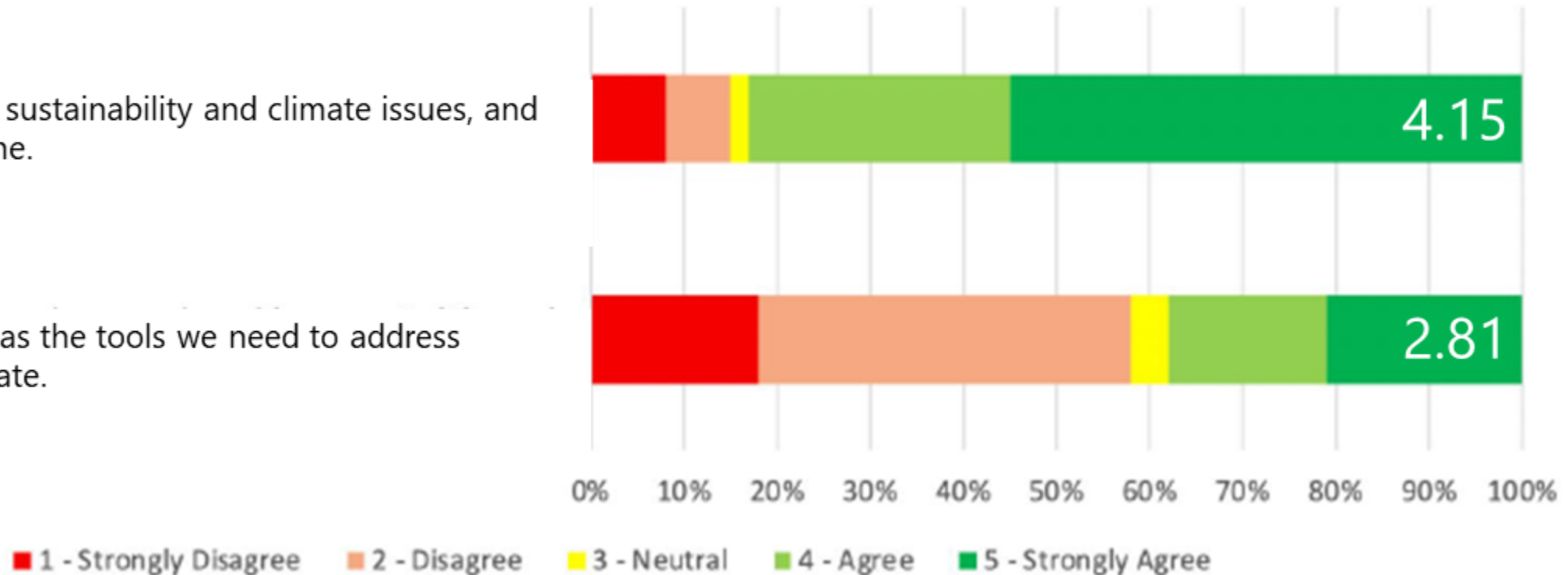


Survey Results *Sustainability & Climate*

► Q2: How do you feel sustainability and climate change impact the College Area?

I am concerned about sustainability and climate issues, and how they may affect me.

I feel my community has the tools we need to address sustainability and climate.



► Q3: Do you feel sustainability and climate change strategies should be included in the College Area Community Plan Update?

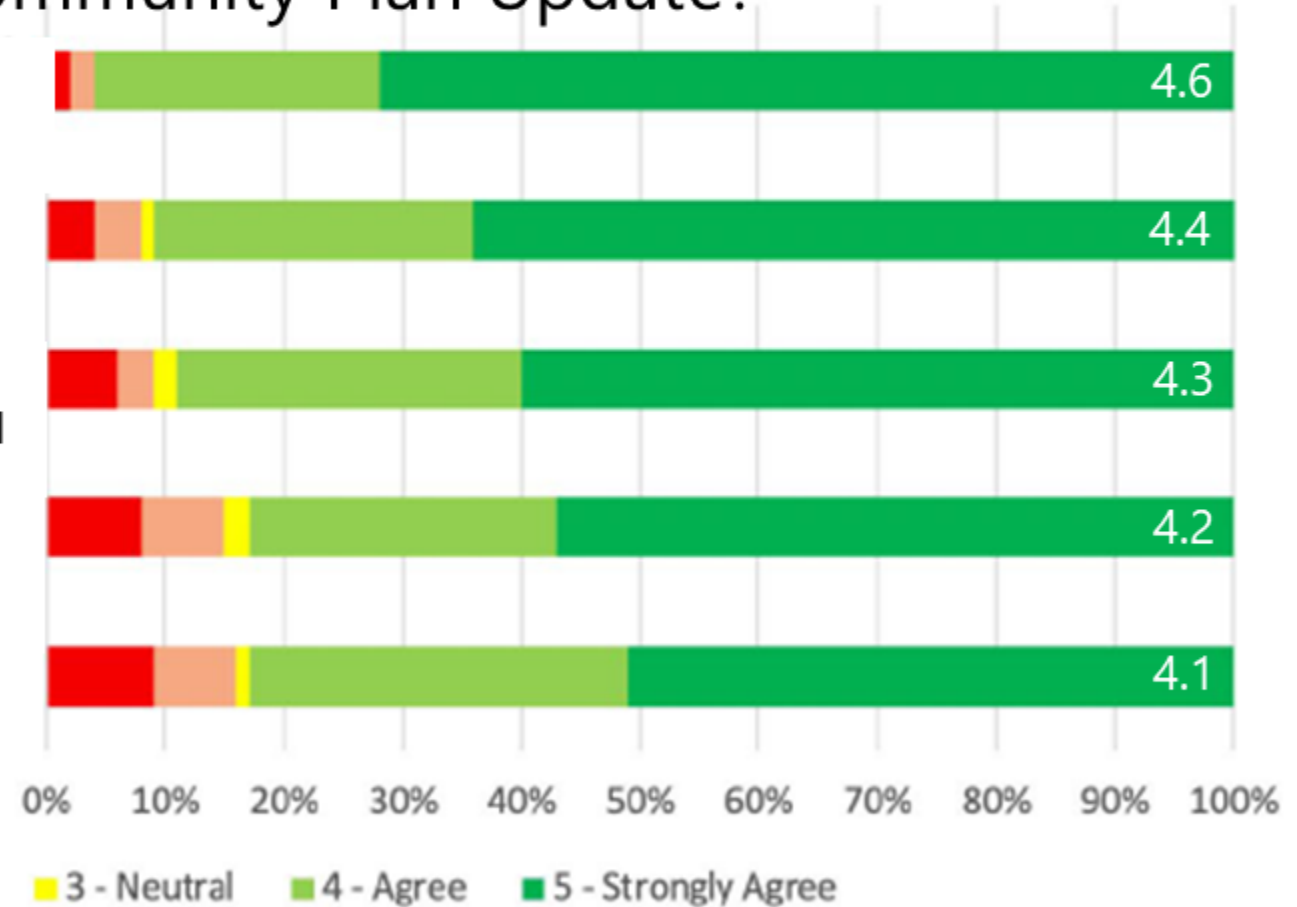
Tree Canopy - Protect and expand the tree canopy to improve air and water quality and to reduce local temperatures.

Protect Nature - Focus on protecting sensitive habitats and the open space network.

Build Resilience - Encourage design of buildings and outdoor spaces to capture stormwater and reduce water and energy use.

Human Scale - Shift from auto-centric development to a more compact and walkable community.

Carbon Neutral - Develop a pathway to a carbon neutral, pollution free community.

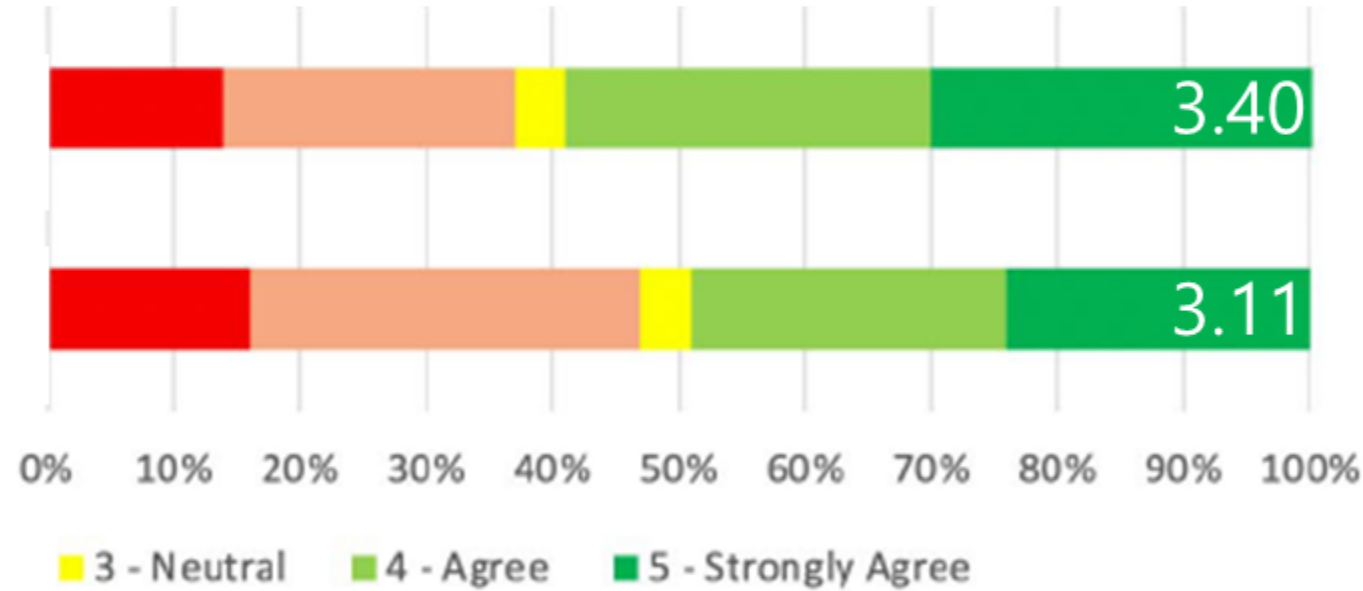


Survey Results *Public Facilities*

► Q4: How do you feel about public facilities in the College Area?

I can easily access public facilities in my community by the transportation available to me and at hours that I am available.

I feel well served personally by public facilities in my community. They address my needs and I feel comfortable using them.

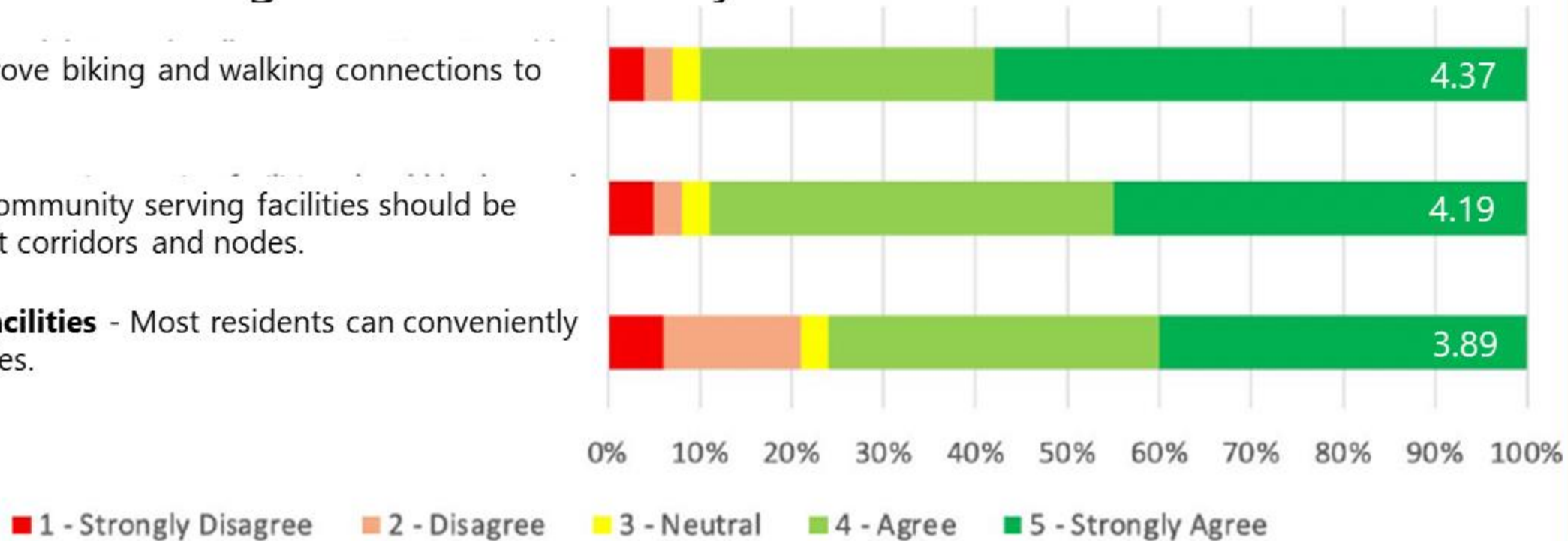


► Q5: Do you feel the following public facilities strategies should be included in the College Area Community Plan?

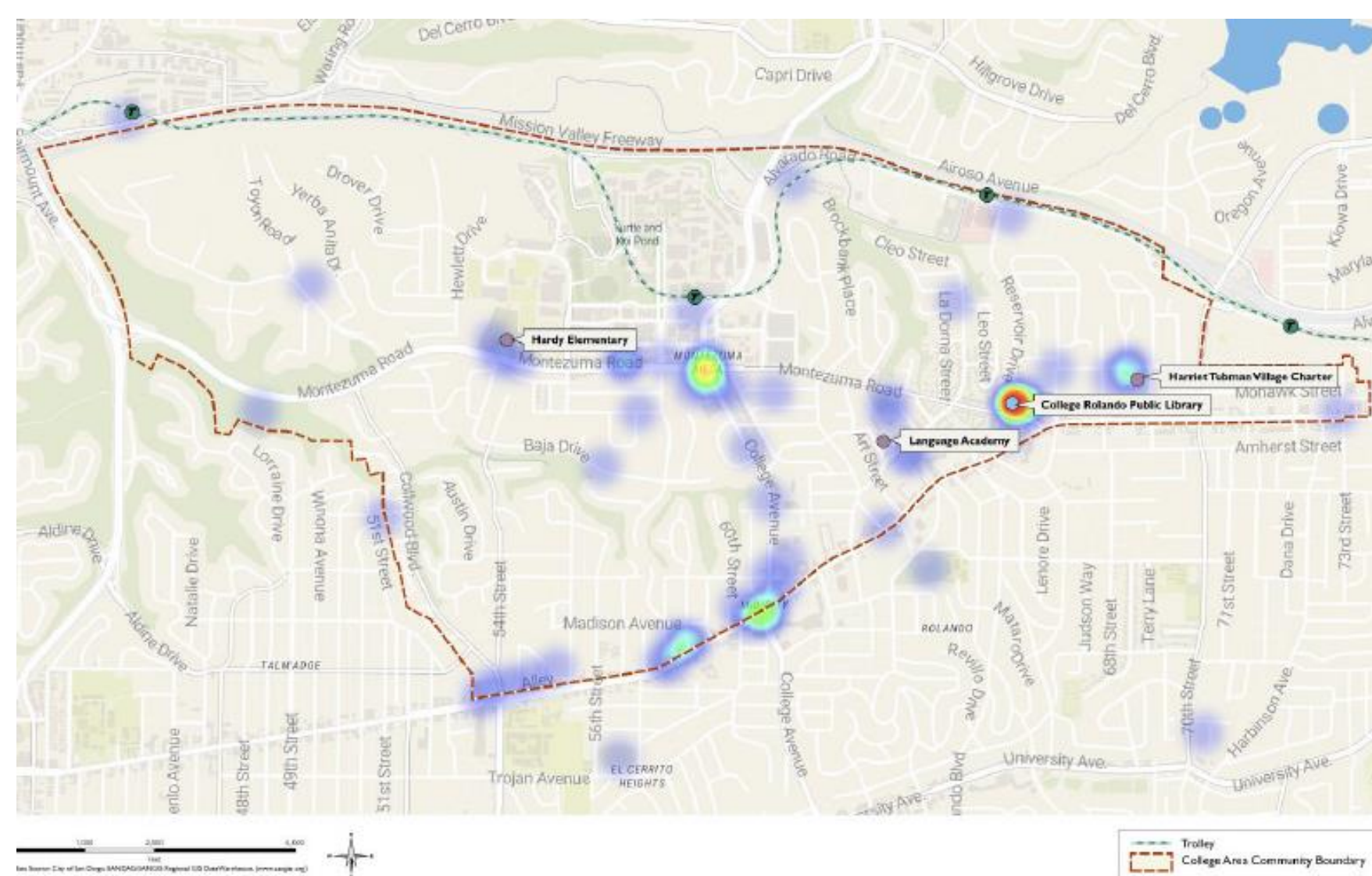
Connections - Improve biking and walking connections to public facilities.

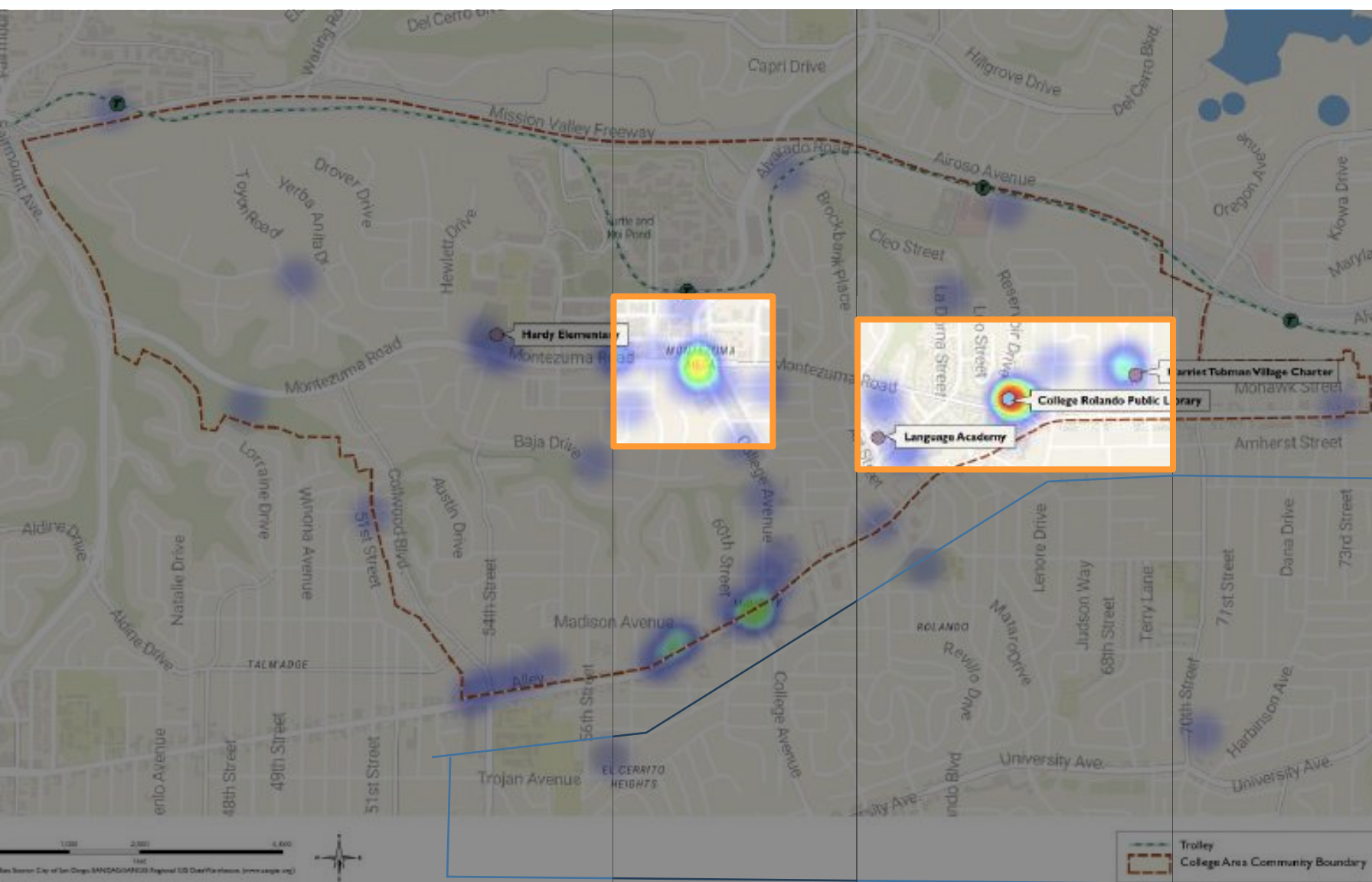
Location - Future community serving facilities should be located along transit corridors and nodes.

Access to Public Facilities - Most residents can conveniently access public facilities.

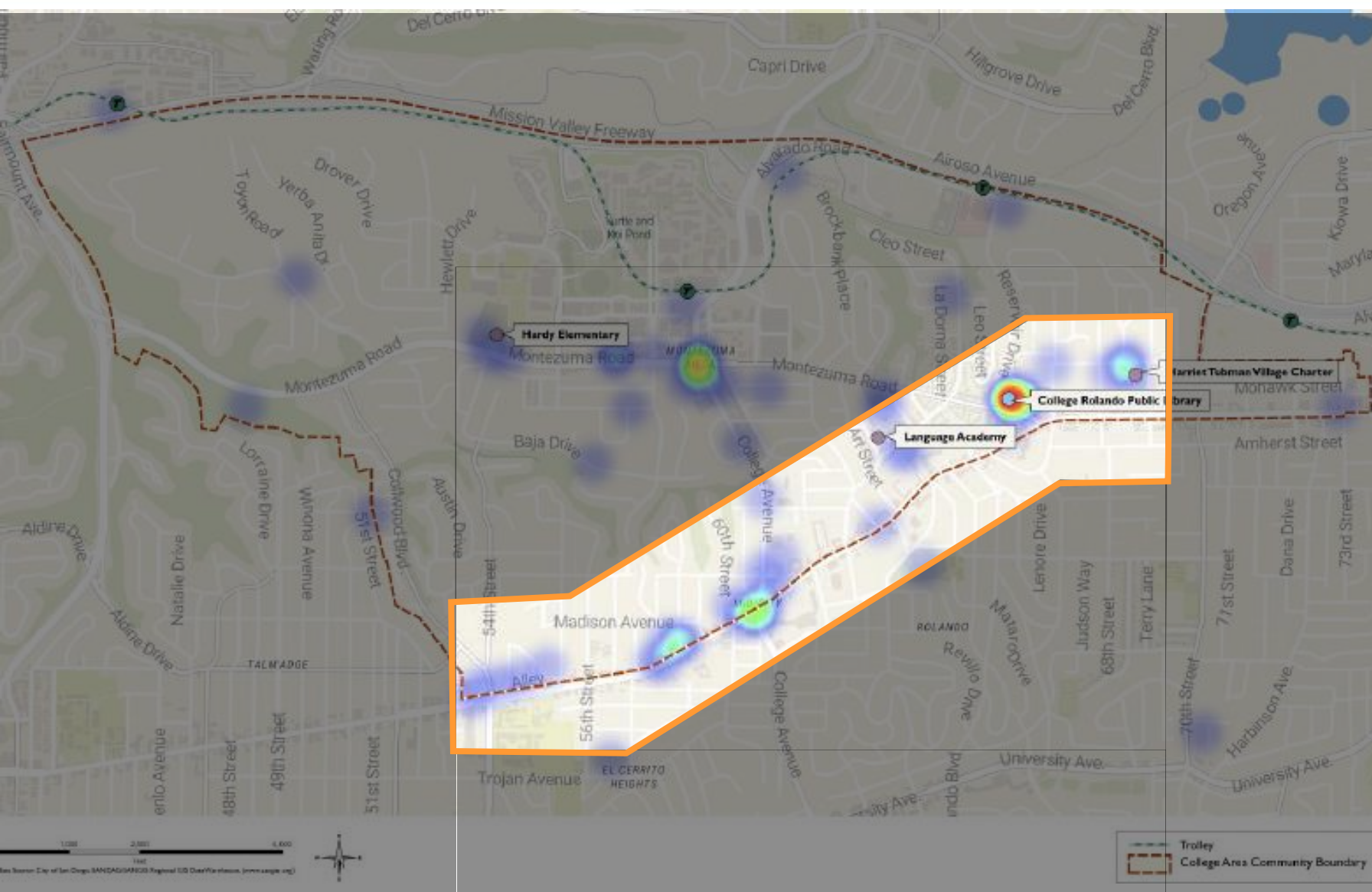


- Q6: Please identify where there should be new public facilities, or where existing facilities should be improved.





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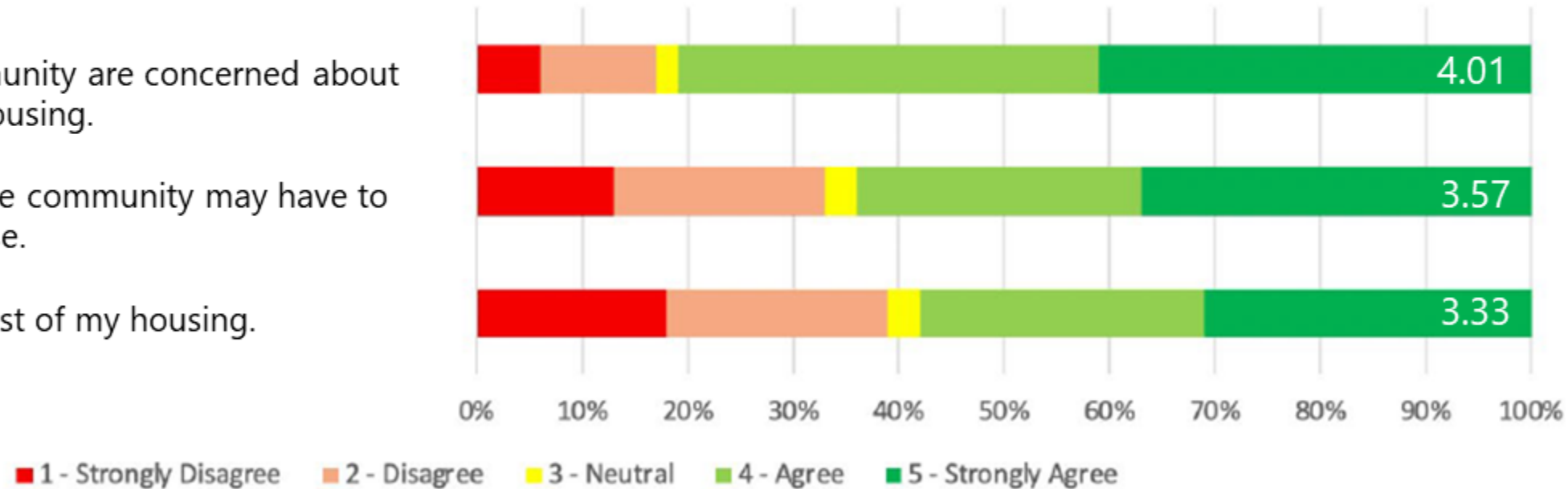
Survey Results *Housing*

► Q7: How do you feel about the cost of housing in the community?

I believe people in the community are concerned about the cost and availability of housing.

I am concerned people in the community may have to move if prices continue to rise.

I am concerned about the cost of my housing.



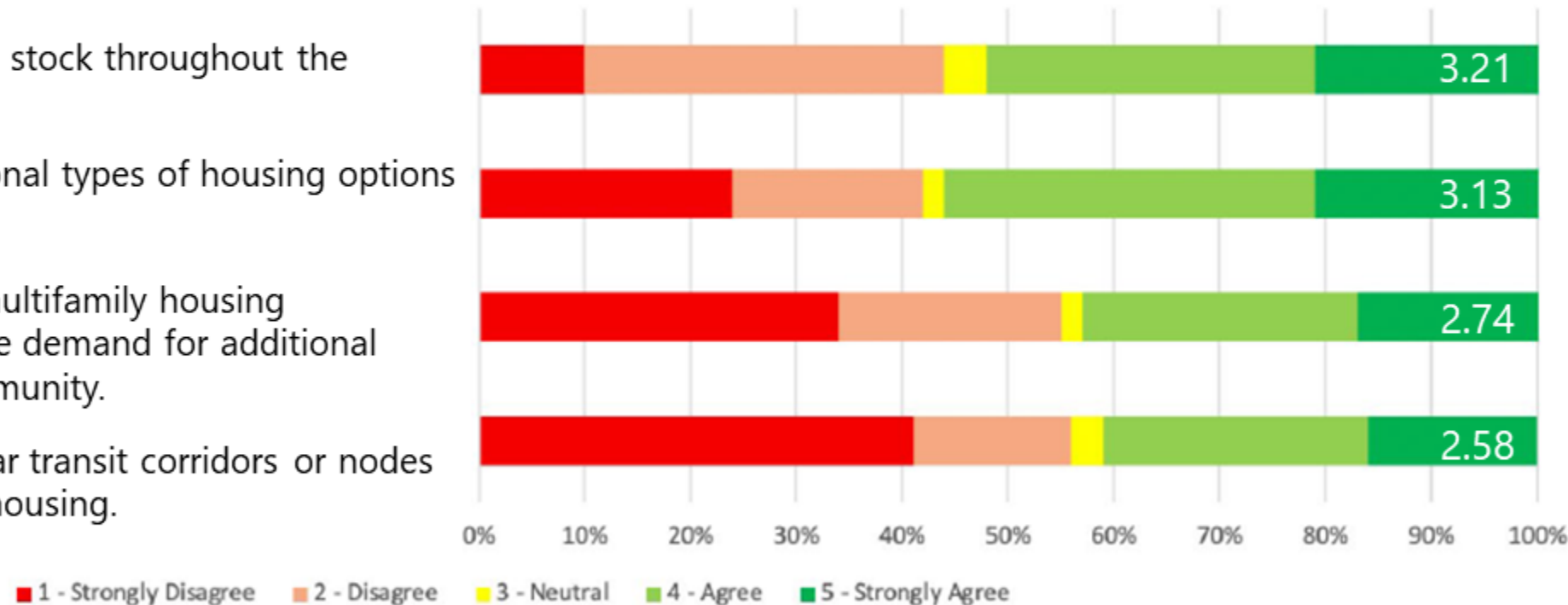
► Q8: How do you feel about the quality and diversity of housing in the community?

I believe that there is quality housing stock throughout the community.

I believe that there should be additional types of housing options for students in the community.

I believe College Area needs more multifamily housing (apartments and condos) to meet the demand for additional housing and price points in the community.

I feel existing single-family areas near transit corridors or nodes should allow for more multi-family housing.



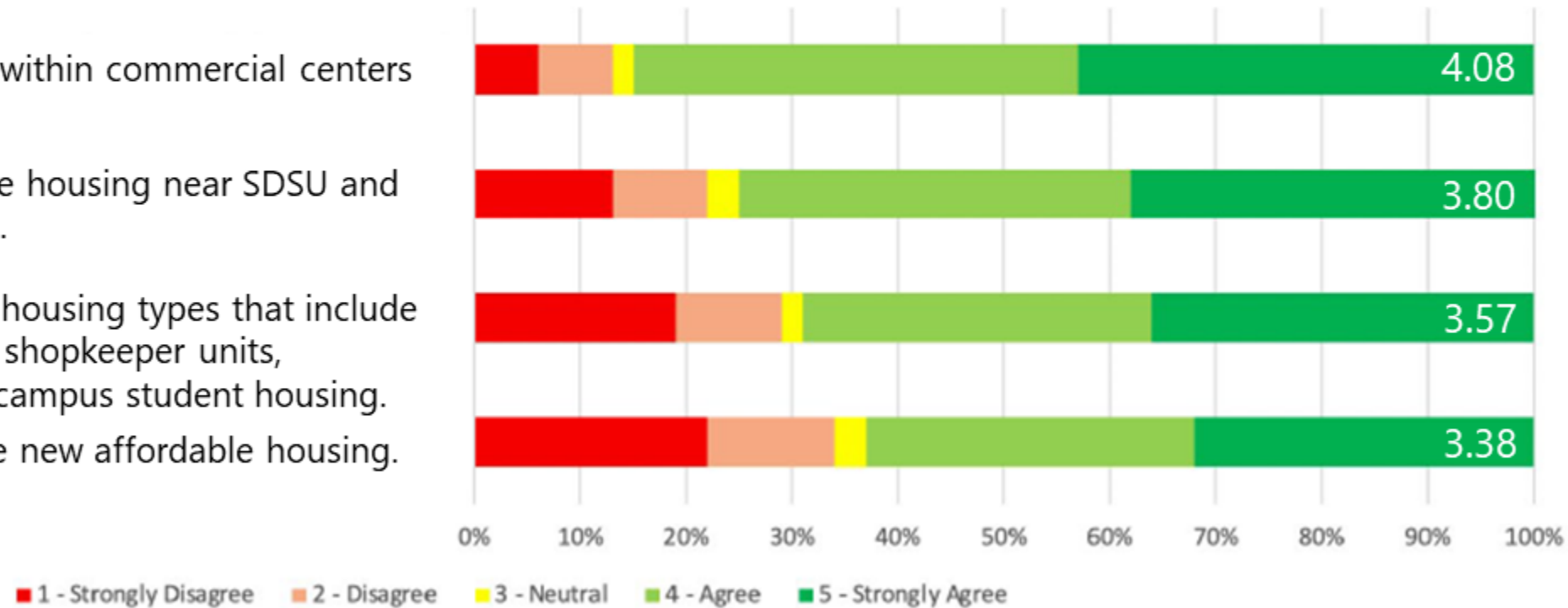
► Q9: Do you feel the following housing strategies should be included in the College Area Community Plan?

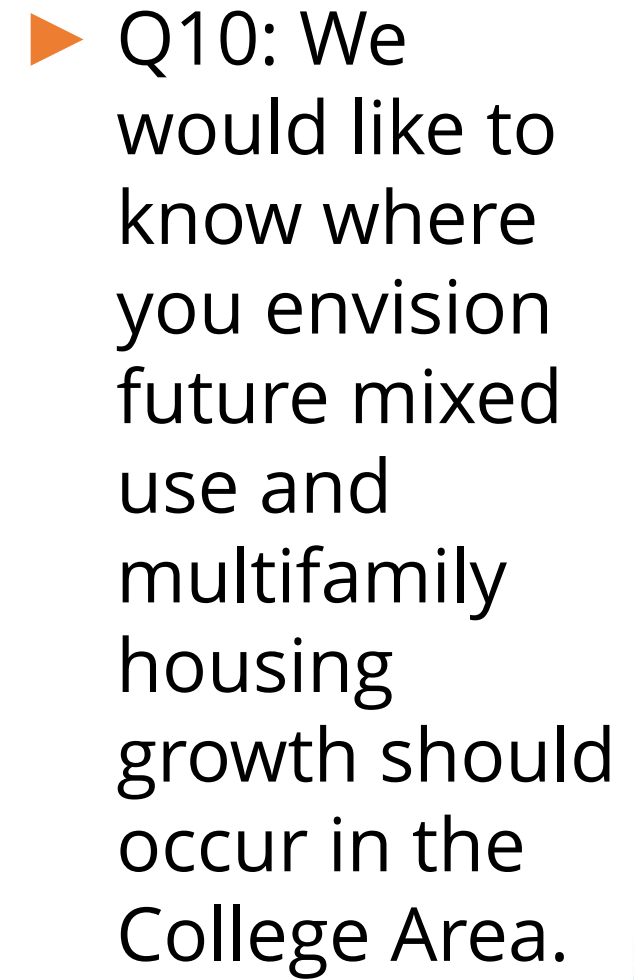
Mixed-Use - Allow new housing within commercial centers and along commercial corridors.

Housing Location - Provide more housing near SDSU and along transit corridors and nodes.

Housing Type - Develop diverse housing types that include efficiency/micro apartment units, shopkeeper units, townhomes, apartments and off-campus student housing.

Affordable Housing - Encourage new affordable housing.

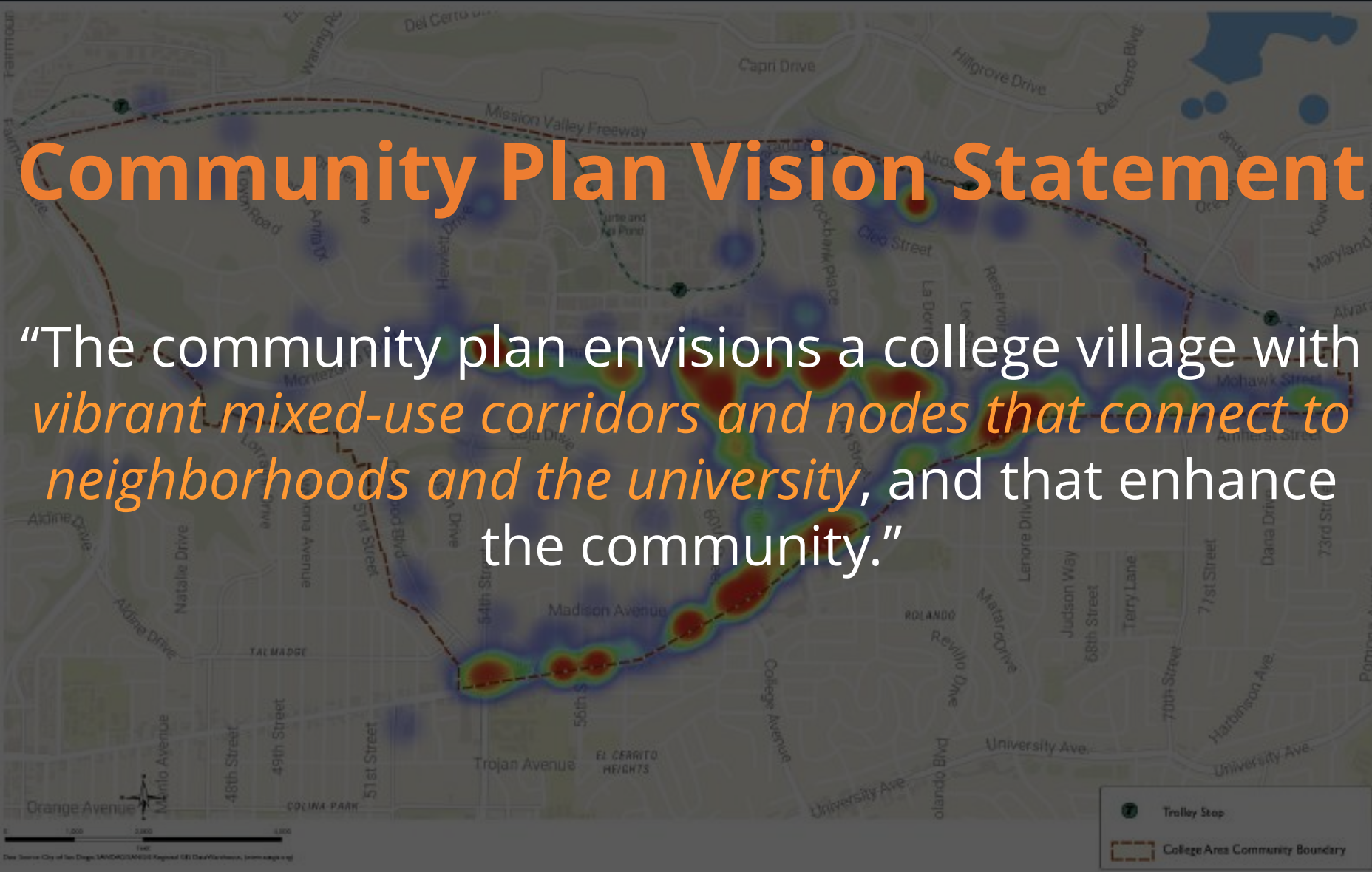




Community Plan Vision Statement

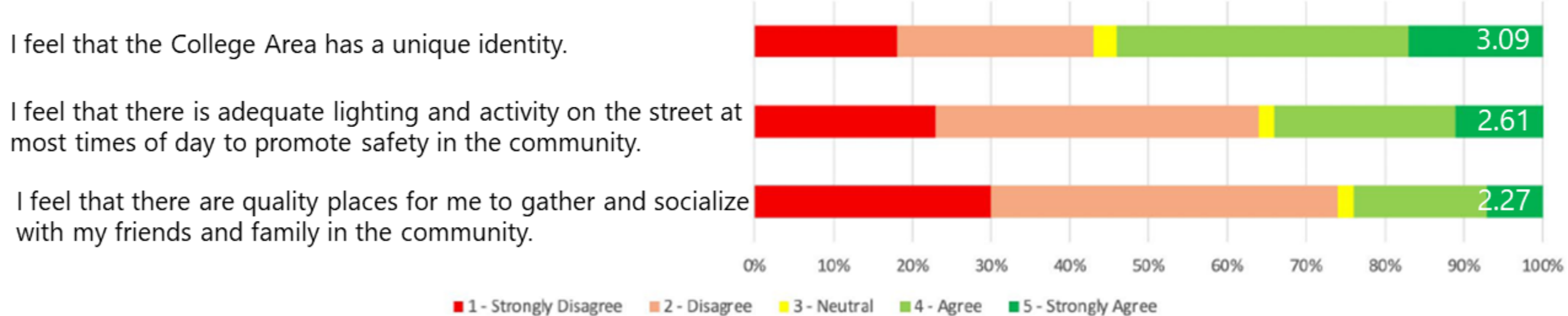
"The community plan envisions a college village with *vibrant mixed-use corridors and nodes that connect to neighborhoods and the university*, and that enhance the community."

- ▶ Q10: We would like to know where you envision future mixed use and multifamily housing growth should occur in the College Area.



Survey Results *Urban Design & Land Use*

► Q11: How do you feel about the aesthetics and the character of the built environment in the College Area?



► Q12: Do you feel the following urban design and land use strategies should be included in the College Area?

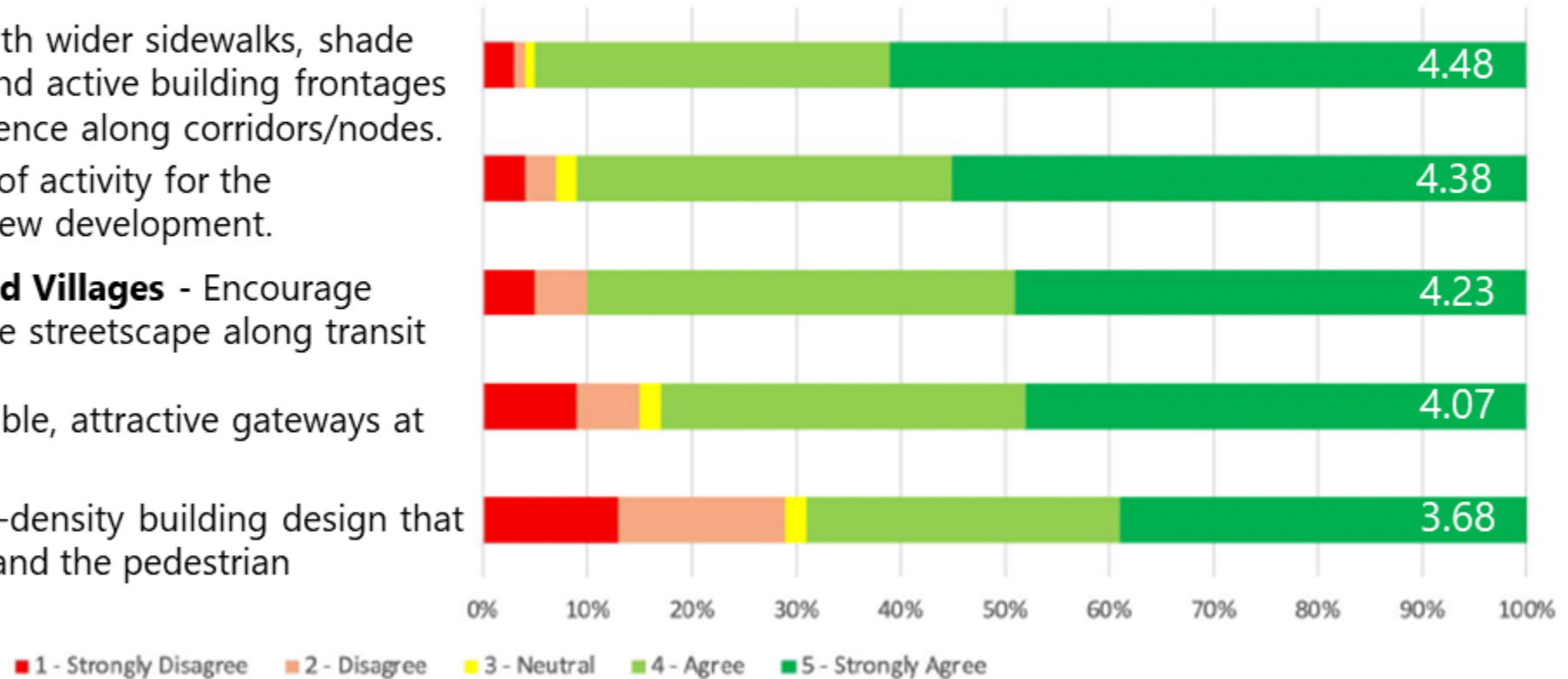
Public Realm – Design streets with wider sidewalks, shade producing street trees, lighting and active building frontages to improve the pedestrian experience along corridors/nodes.

Public Spaces - Promote centers of activity for the community to gather as part of new development.

Mixed-Use Transit Corridors and Villages - Encourage vibrant mix of uses and a walkable streetscape along transit corridors and nodes.

Gateways - Encourage recognizable, attractive gateways at key community entrances.

Building Design - Promote high-density building design that supports sustainability, livability and the pedestrian experience.

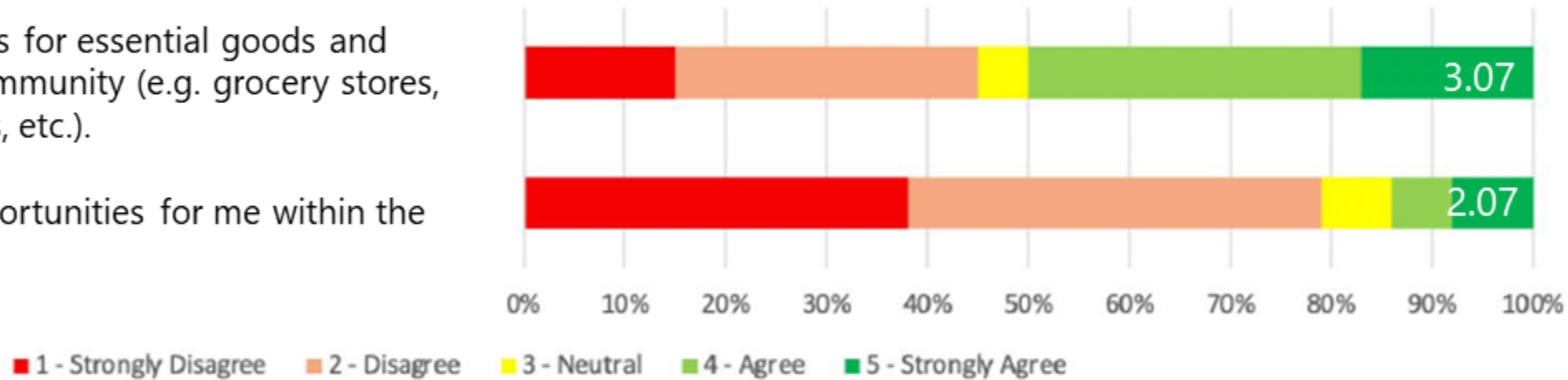


Survey Results *Economic Prosperity*

► Q13: How do you feel about the economic opportunities and the business-mix in the College Area?

I feel that there are quality options for essential goods and services available to me in the community (e.g. grocery stores, medical services, daycare facilities, etc.).

I feel that there are good job opportunities for me within the community



► Q14: Do you feel the following economic prosperity strategies should be included in the College Area Community Plan?

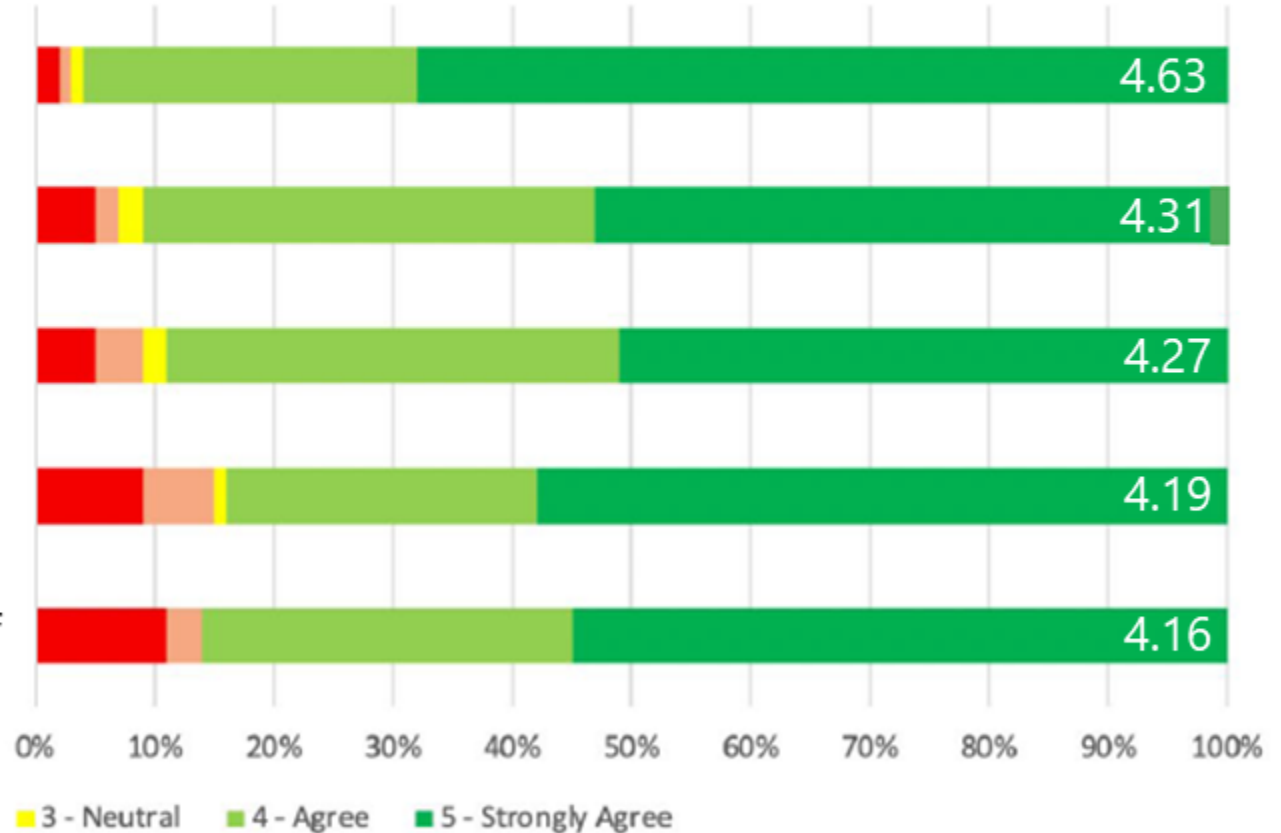
Local Businesses - Promote a thriving, sustainable and innovative business district which has shops and restaurants that utilize outdoor space and contribute to the vitality and growth of the community

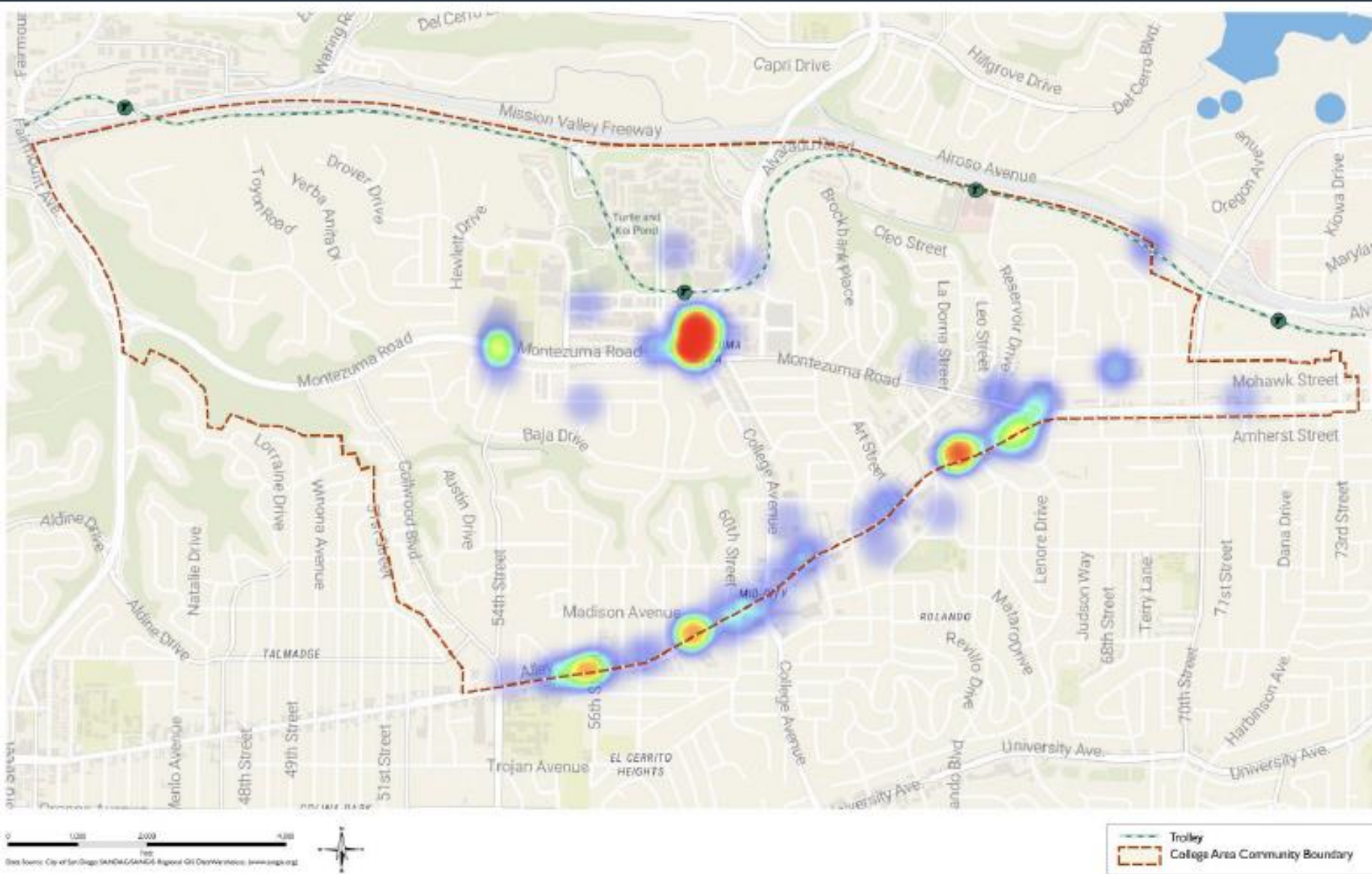
Community Craft - Promote businesses related to food, beverage and other locally-made products

Investing in the future - Support technology, innovation and jobs that reduce pollution.

Cultural Institutions - Cultivate spaces that support cultural exchange with community organizations, local businesses, public schools, SDSU, and local arts organizations.

Anchor Institutions – Build off the positive economic effect of SDSU to create the opportunity for more start-up businesses located in the community.

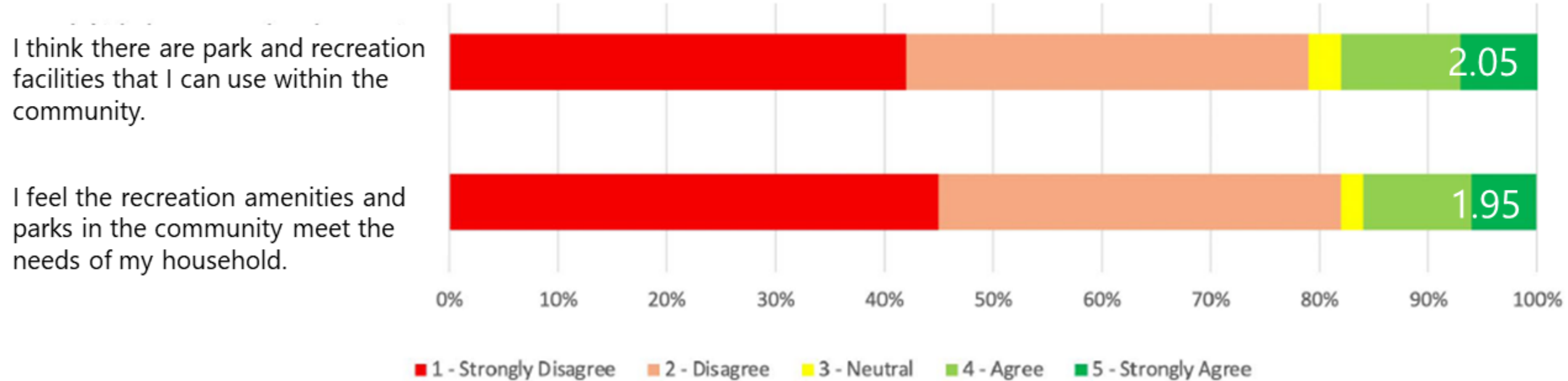




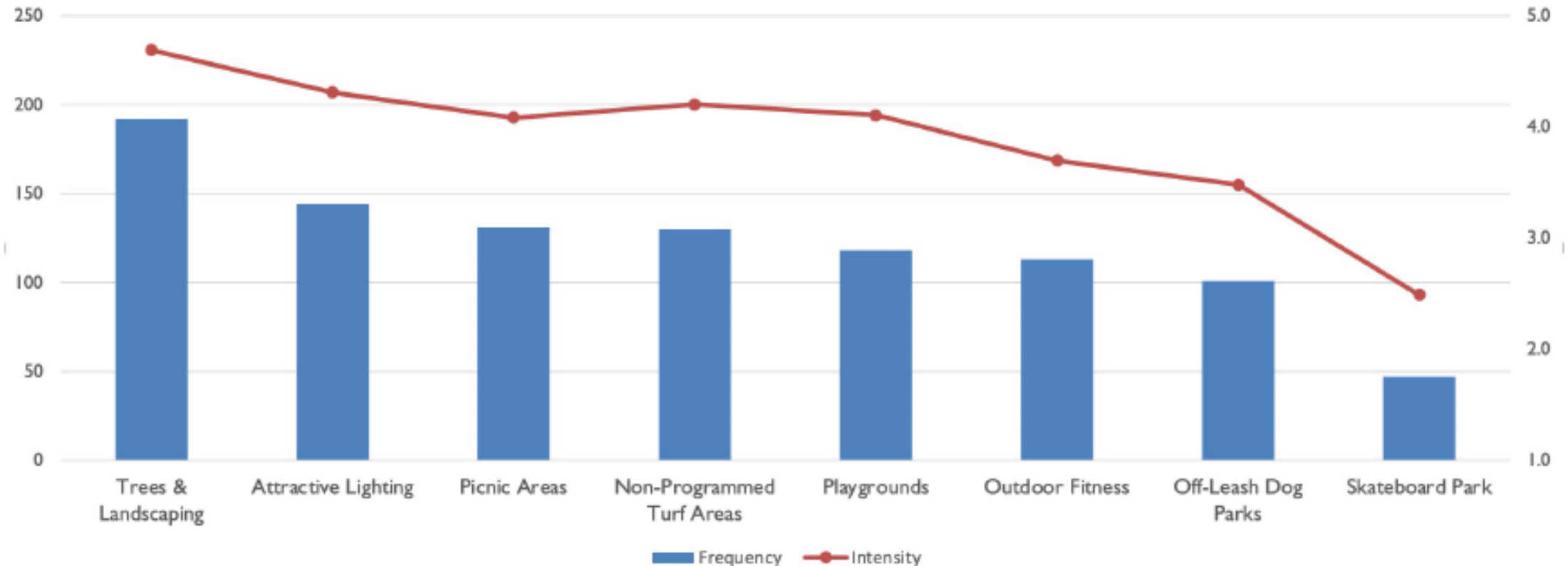
► Q15: Tell us what your favorite local businesses/ community gathering spaces in the College Area.

Survey Results *Parks & Recreation*

► Q16: What do you think about existing parks in the College Area?



- Q17: Please rate the types of possible new amenities to the College Area parks listed below on a scale from 1 (Least Desirable) to 5 (Most Desirable).



Trees & Landscaping



Image Source: Allison Marie Strong, Pinterest

Attractive Lighting



Image Source: U Save LED

Picnic / Lawn

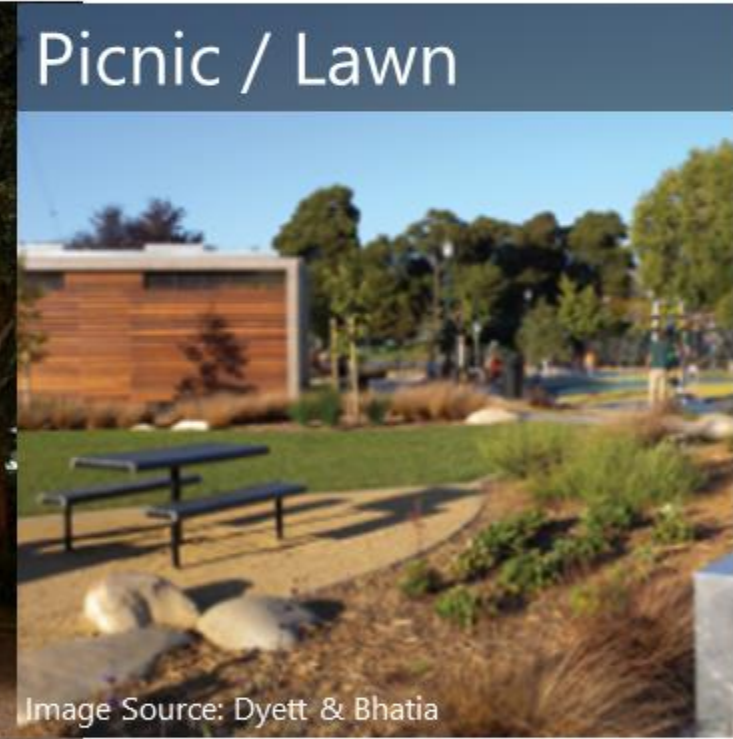


Image Source: Dyett & Bhatia

- Q18a: Please rate the public spaces listed below on a scale from 1 (Least Desirable) to 5 (Most Desirable).

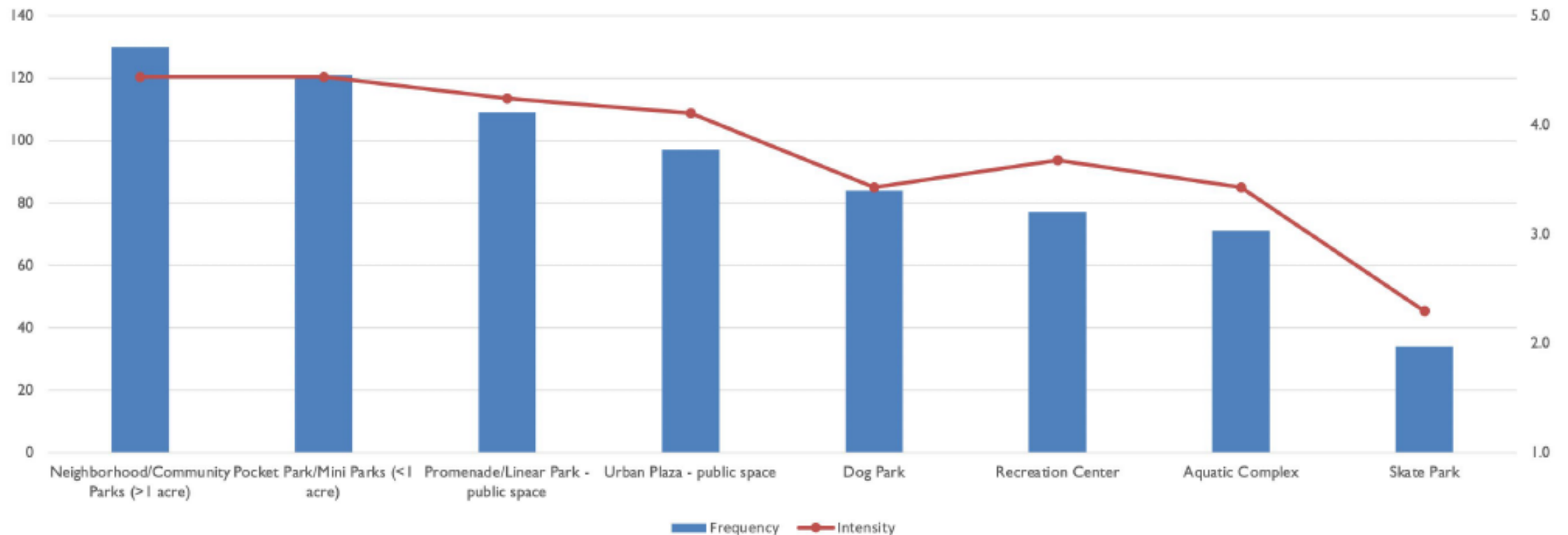




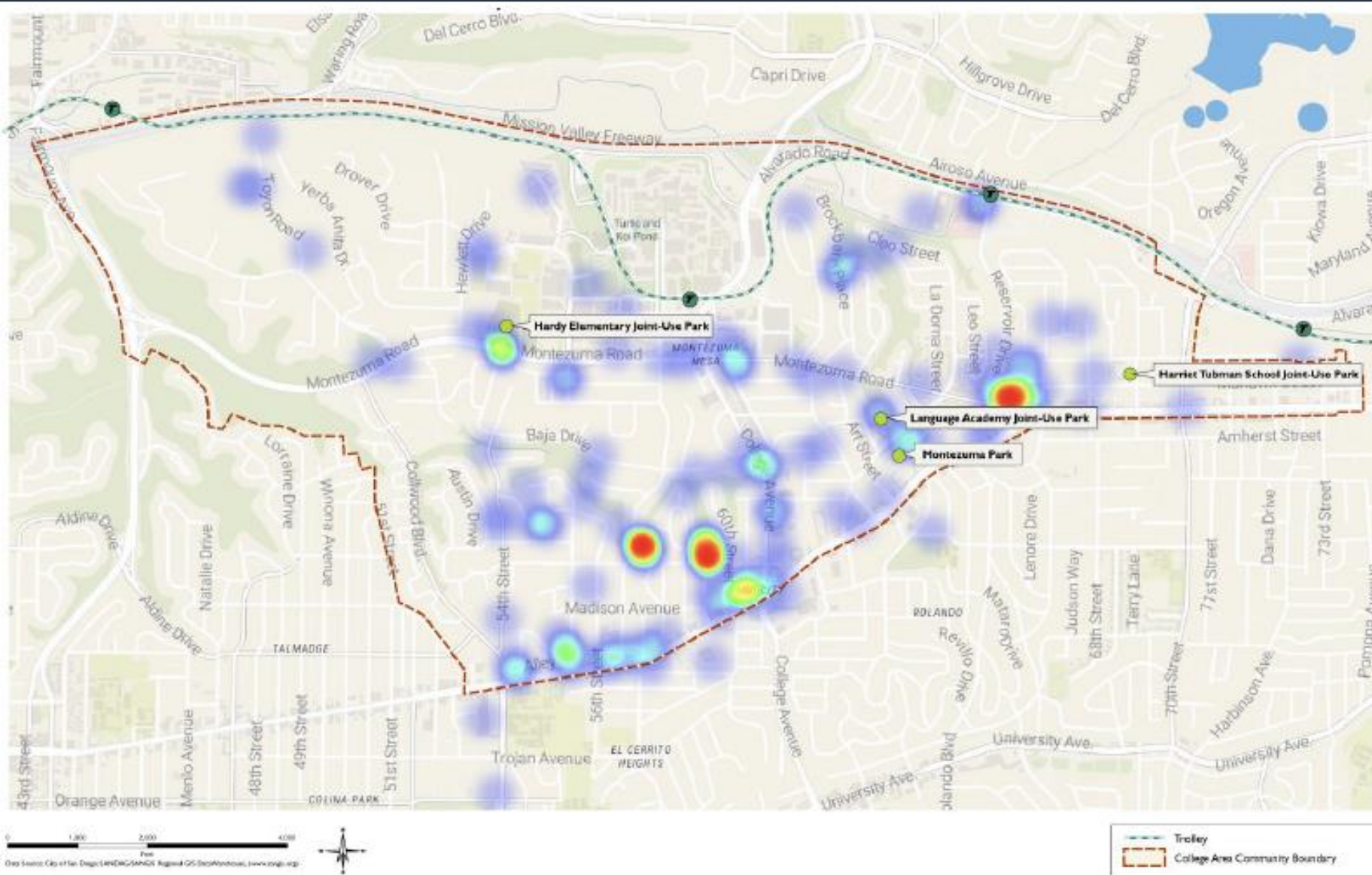
Image Source: City of San Diego



Image Source: Discovery Green



Image Source: Brianna Lehman, Pinterest



► Q18b: Where would you like to see these public spaces in College Area?



Q18b: Where would you like to see these public spaces in College Area?





Image Source: Dyett & Bhatia



Image Source: Dyett & Bhatia

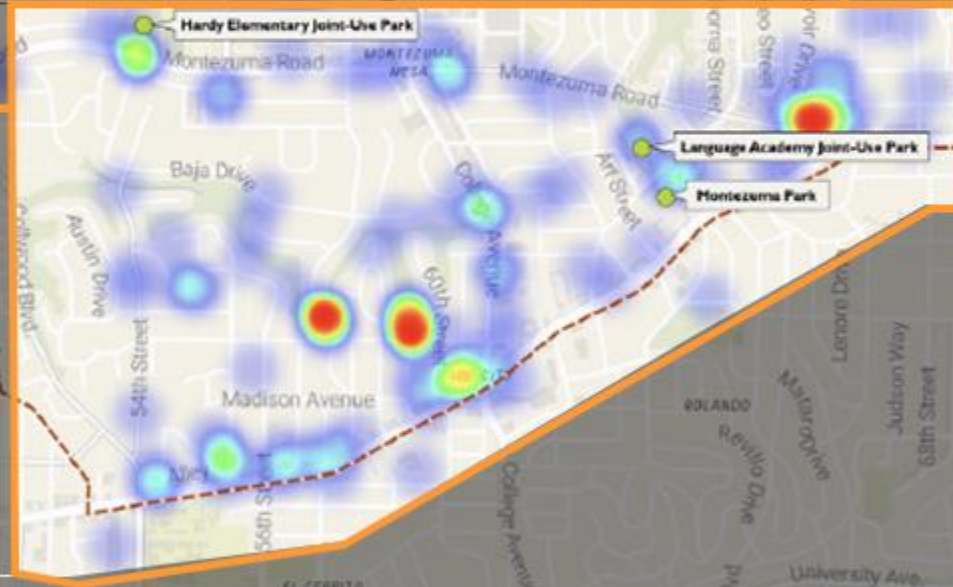
Q18b: Where would you like to see these public spaces in College Area?



Image Source: Dyett & Bhatia



Image Source: Dyett & Bhatia



Q18b: Where would you like to see these public spaces in College Area?

► Q19: Do you feel the following parks and recreation strategies should be included in the College Area Community Plan?

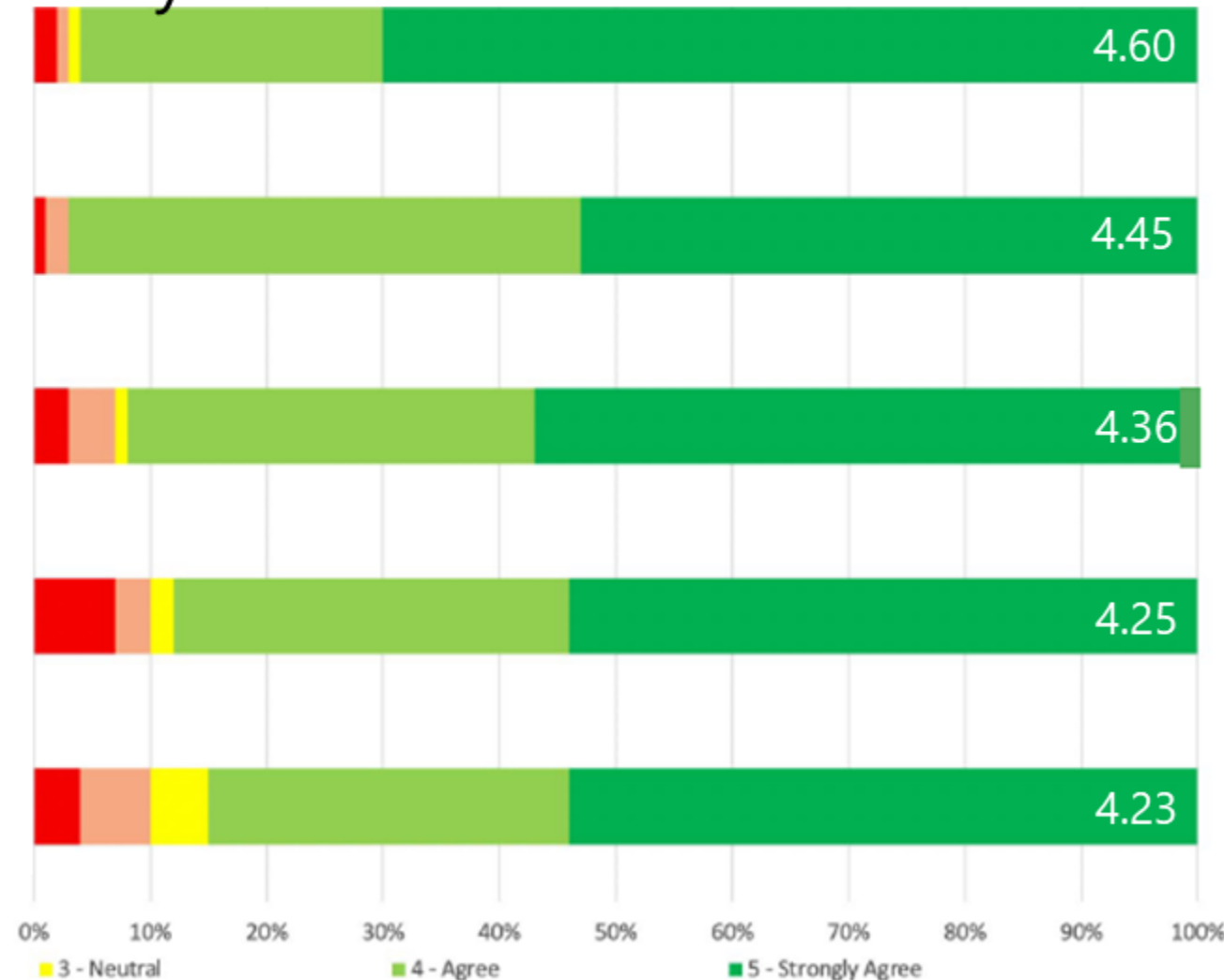
Access to Parks – Provide access to parks and recreational facilities within a 10-minute walk of most of the community.

Existing Parks - Upgrade existing park space in the community by adding additional amenities, lighting and landscaping.

Public/Private Opportunities – Provide publicly accessible plazas, promenades, linear parks, and public space opportunities as part of new mixed-use and multifamily developments.

Smaller Park Site – Increase park space by acquiring small sites to build mini parks, pocket parks, and plazas.

Joint-Use Facilities – Maintain and expand joint-use park opportunities with the San Diego Unified School District.



Survey Results *Mobility*

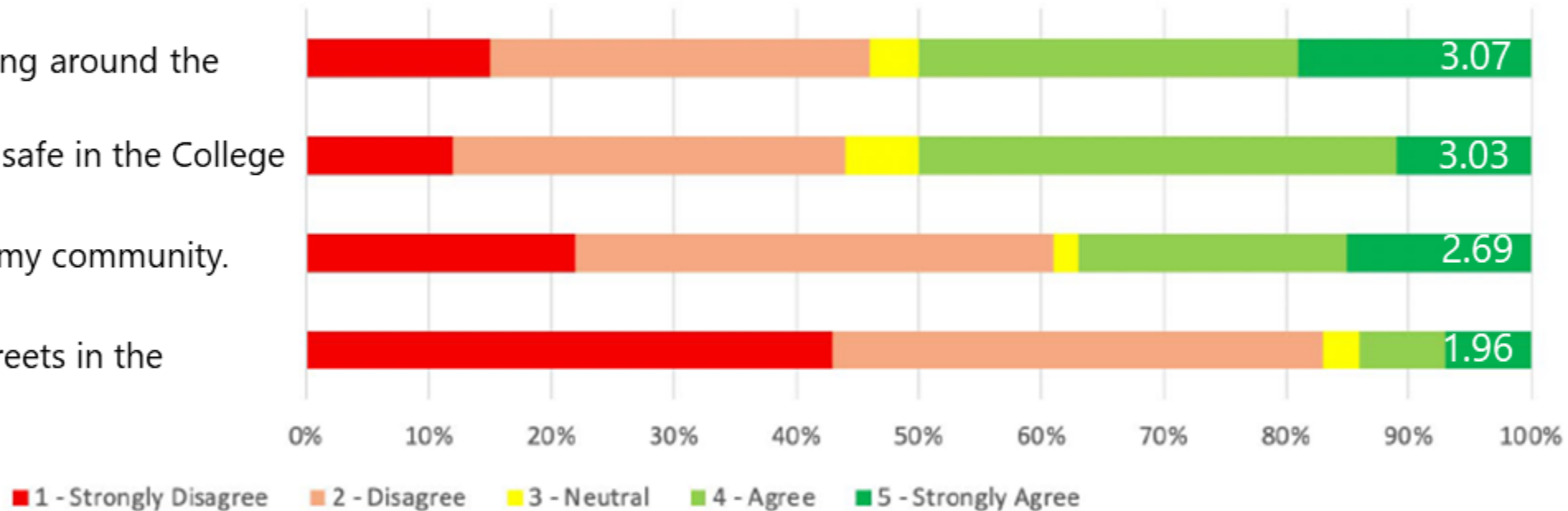
► Q21: How do you feel about your ability to get to places within the College Area?

I feel comfortable and safe walking around the College Area.

Transit access is convenient and safe in the College Area.

Sufficient parking is available in my community.

I feel safe riding a bike on the streets in the College Area.



► Q22: Do you feel the following mobility strategies should be included in the College Area Community Plan?

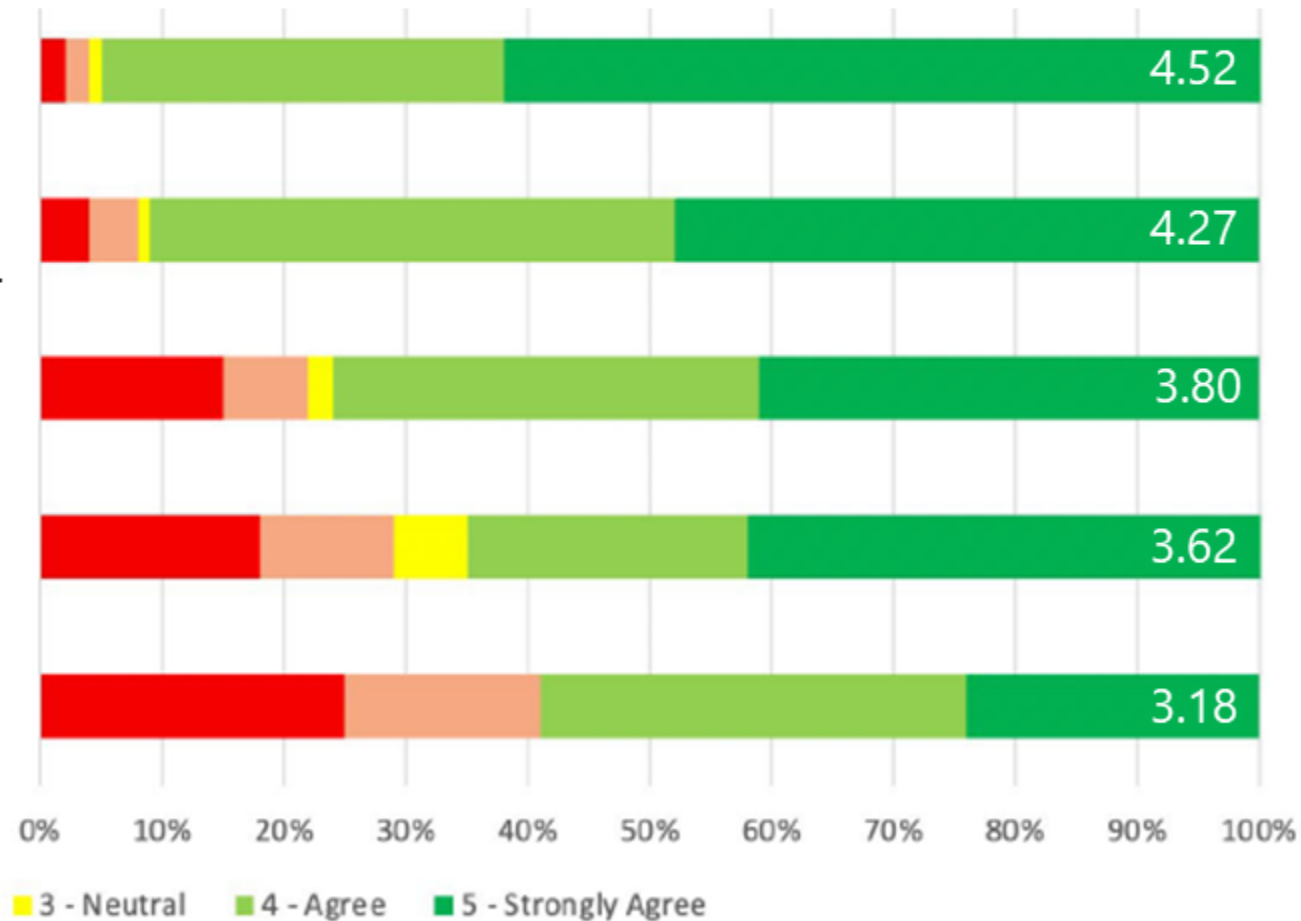
Intelligent Transportation Systems - Use existing and emerging technologies to synchronize traffic signals, improve traffic flow, and improve safety.

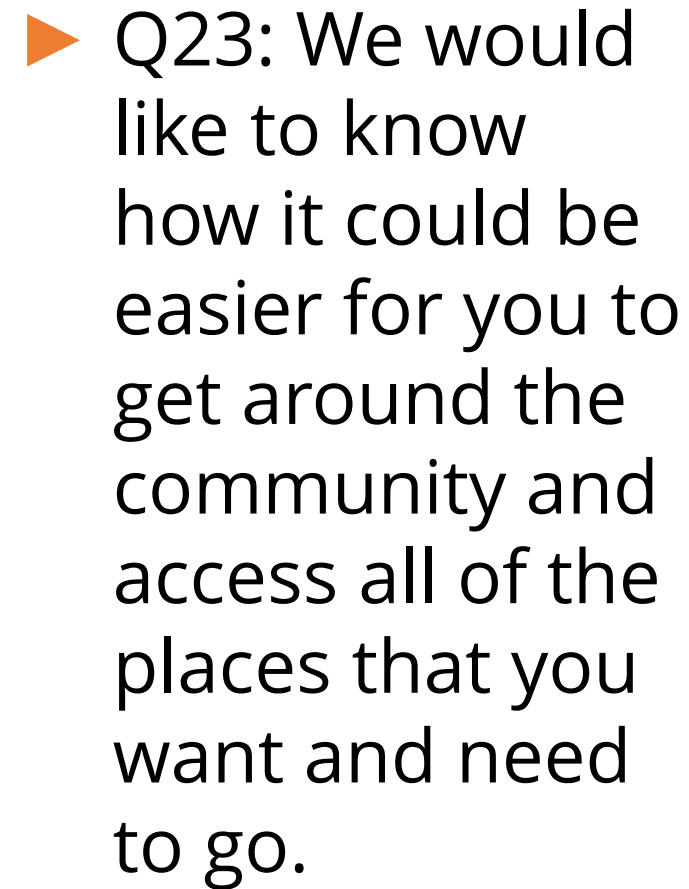
Accessibility - Provide a mobility network that ensures the community is easily accessible by biking, walking, or transit for people of all ages and abilities.

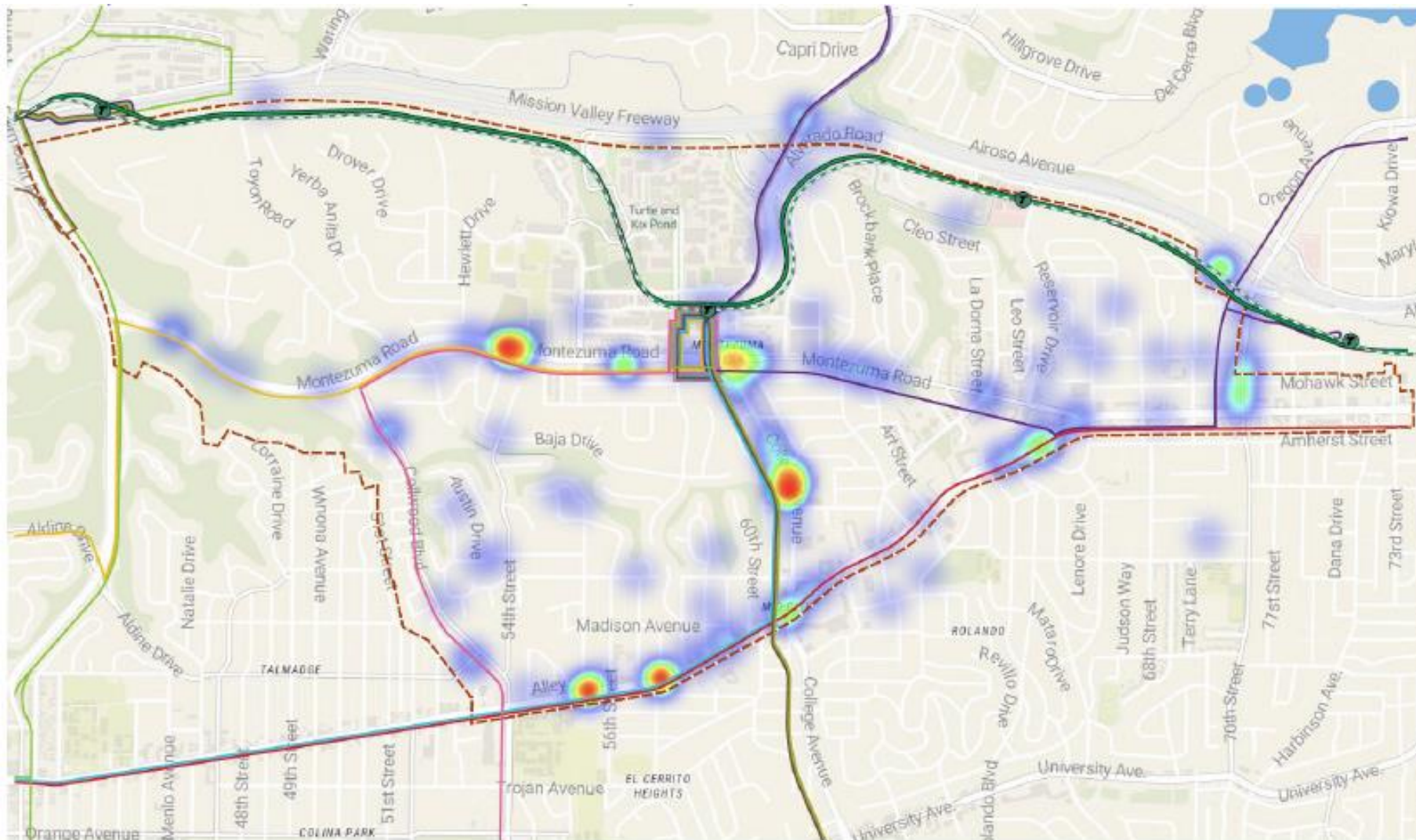
Shorten Commute - Allow new housing near SDSU and transit corridors to minimize the necessity of driving to destinations within the community, which reduces travel times and automobile pollution

Active Mobility - Add separated bike facilities, and expanded sidewalks, and deprioritize parking | Average .

Flex Lanes - Find opportunities for transit only or carpool lanes to promote transit or carpooling options by improving travel times.





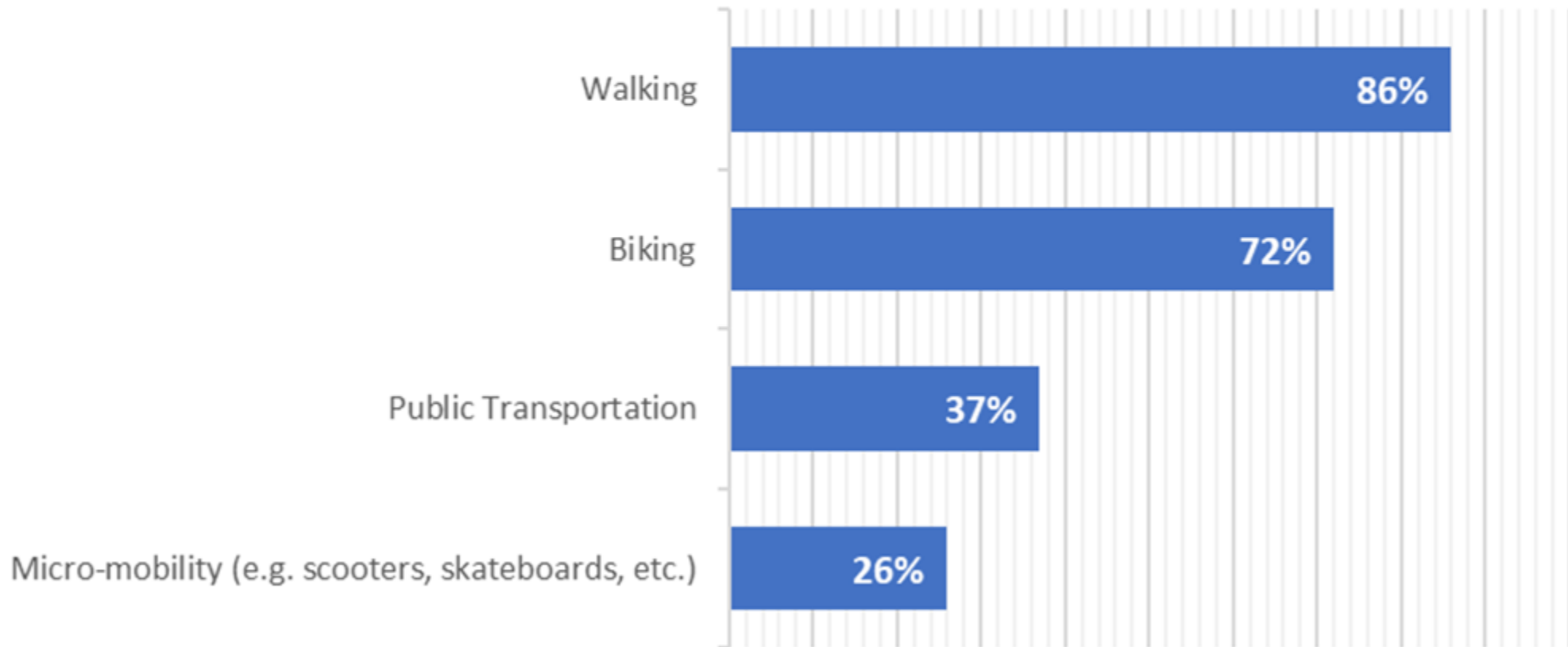


- Q23: We would like to know how it could be easier for you to get around the community and access all of the places that you want and need to go.

▶ Q24: If safety and comfort were not an issue, what other modes of transportation other than automobile would you be interested in using for travel? (Choose all that apply):



- Q24: If safety and comfort were not an issue, what other modes of transportation other than automobile would you be interested in using for travel? (Choose all that apply): 0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%



College Area CPU Winter Schedule

2020
DEC

Meeting Topic
Community Atlas
Existing Conditions
Report

Committee Role
Feedback on
Community Atlas

2021
JAN

Meeting Topic
Online Survey Results

Committee Role
Feedback on
Community Survey

2021
FEB

Meeting Topic
Mobility Existing
Conditions
Analysis

Committee Role
Feedback on Mobility
Existing Conditions

Draft College Area CPU Spring Schedule

2021
MAR

Meeting Topic

Market Analysis &
Feasibility Assessment

Committee Role

Feedback on Market
Assessment

2021
APR

Meeting Topic

Mobility 101 / Mobility
Vision

Committee Role

Feedback on Mobility
Vision

2021
MAY

Meeting Topic

Building Typology
& Urban Form Concepts

Committee Role

Feedback on Urban Form
Concepts