

EAST VILLAGE QUARTER VIRTUAL OPEN HOUSE



SUMMARY OF PUBLIC FEEDBACK



PRESENTATION OVERVIEW

The Virtual Open House

Summary of Community Feedback





THE VIRTUAL OPEN HOUSE

EAST VILLAGE QUARTER – VIRTUAL OPEN HOUSE

VIRTUAL OPEN HOUSE OVERVIEW

- Purpose: Share developer concepts for the East Village Quarter site and elicit feedback
- 1,156 completed questionnaires
- 12,950 open house views
- Public feedback will be provided to the City's proposal selection panel

Roadmap:



Welcome Presentation

STATION

1

How to Participate

STATION

2

Purpose of the Open House

STATION

3

Brookfield Properties
Development Concept

STATION

4

Padres Team
Development Concept

STATION

5

Provide Your Feedback

VIRTUAL OPEN HOUSE OVERVIEW

After reviewing the open house materials, participants were asked to:



1. Identify which aspects of the developer concepts they liked
2. Share their priorities for the East Village Quarter site related to issues such as housing, office, retail, hotels, parking, public space, accessibility, and economic and employment drivers



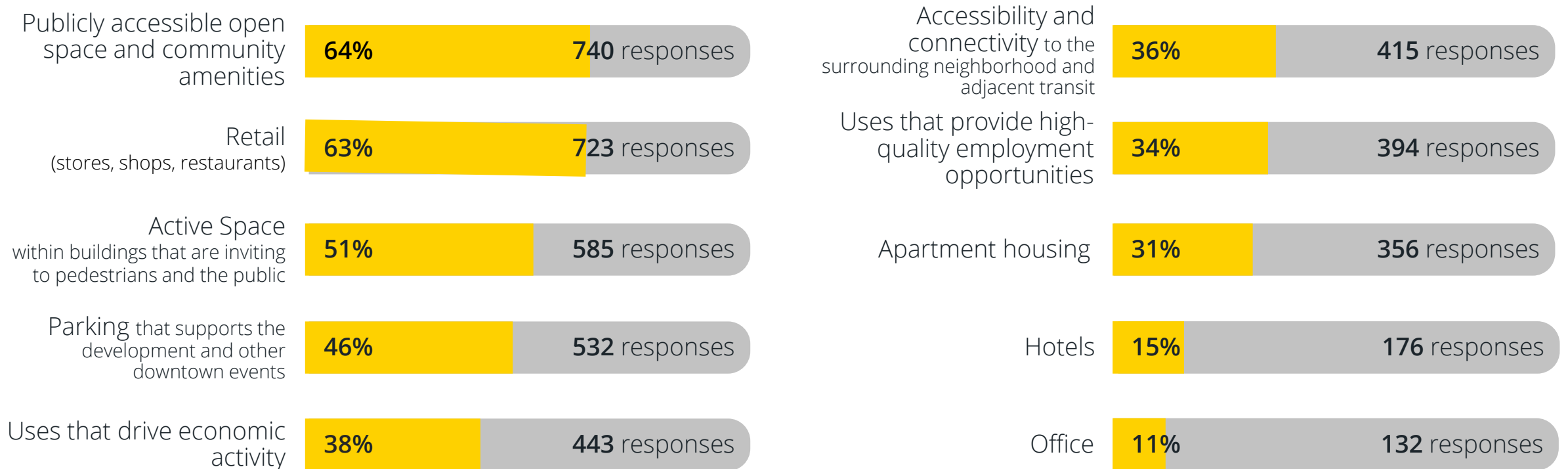
SUMMARY OF COMMUNITY FEEDBACK

EAST VILLAGE QUARTER – VIRTUAL OPEN HOUSE



EAST VILLAGE QUARTER – VIRTUAL OPEN HOUSE

1 Which proposed East Village Quarter development features would best support the creation of an innovative and iconic downtown development that maximizes the potential of the site?



2 Which of the below features are most important to you?

Publicly accessible open space and community amenities **47%** **548** responses

Retail (stores, shops, restaurants) **45%** **521** responses

Parking that supports the development and other downtown events **36%** **414** responses

Active Space within buildings that are inviting to pedestrians and the public **28%** **329** responses

Uses that drive economic activity **28%** **325** responses

Accessibility and connectivity to the surrounding neighborhood and adjacent transit **22%** **260** responses

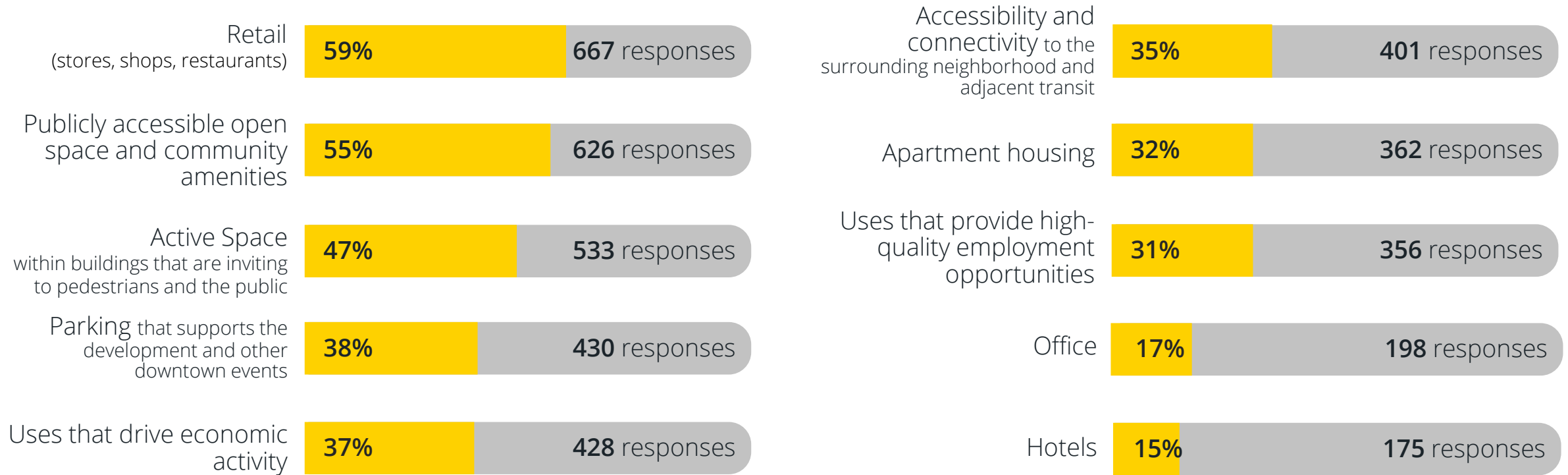
Apartment housing **18%** **209** responses

Uses that provide high-quality employment opportunities **17%** **202** responses

Office **5%** **68** responses

Hotels **5%** **58** responses

3 Which proposed features of the Brookfield Properties development concept do you like?



4 Which proposed features of the Padres Team development concept do you like?

Publicly accessible open space and community amenities **55%** **624** responses

Parking that supports the development and other downtown events **53%** **594** responses

Retail (stores, shops, restaurants) **49%** **559** responses

Active Space within buildings that are inviting to pedestrians and the public **45%** **506** responses

Accessibility and connectivity to the surrounding neighborhood and adjacent transit **36%** **403** responses

Uses that drive economic activity **35%** **400** responses

Uses that provide high-quality employment opportunities **27%** **310** responses

Apartment housing **22%** **255** responses

Office **16%** **182** responses

Hotels **13%** **154** responses

5 What types of housing are most important to consider for the East Village Quarter?

Mix of housing opportunities including market rate, middle income and affordable

58%

659 responses

Middle-Income / Moderate Income Housing

37%

427 responses

Naturally affordable housing

27%

309 responses

Market-rate Housing

27%

308 responses

Rent restricted affordable housing

14%

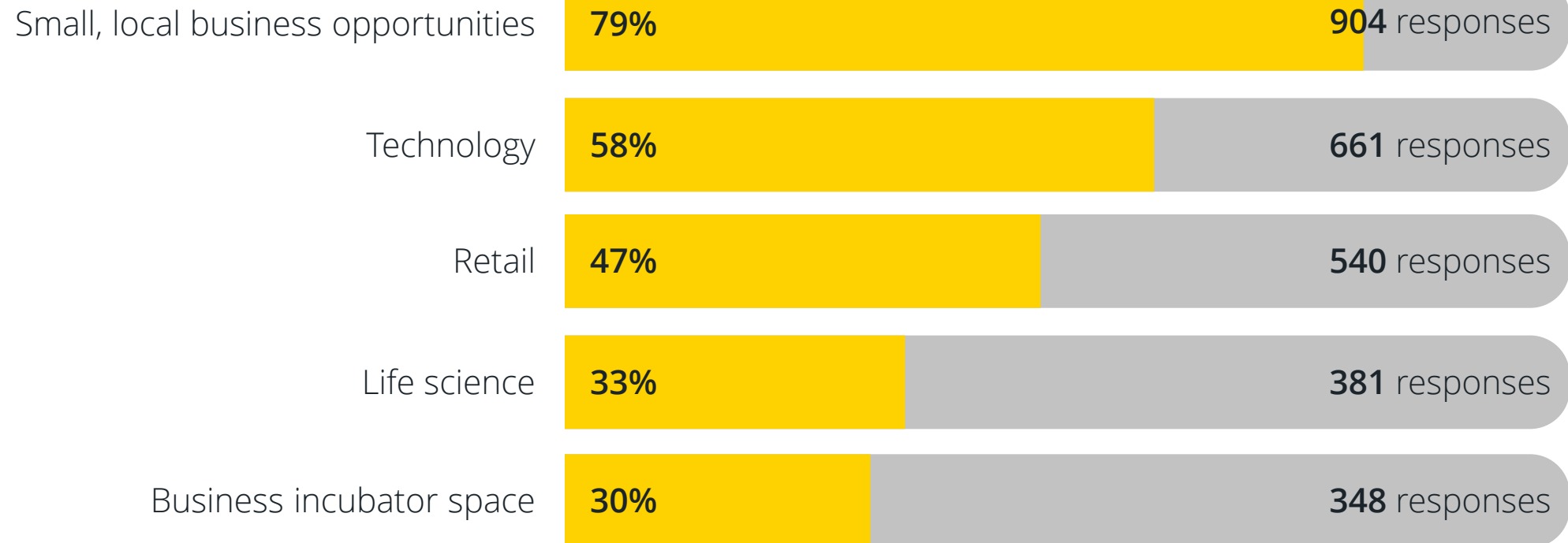
168 responses

Supportive housing

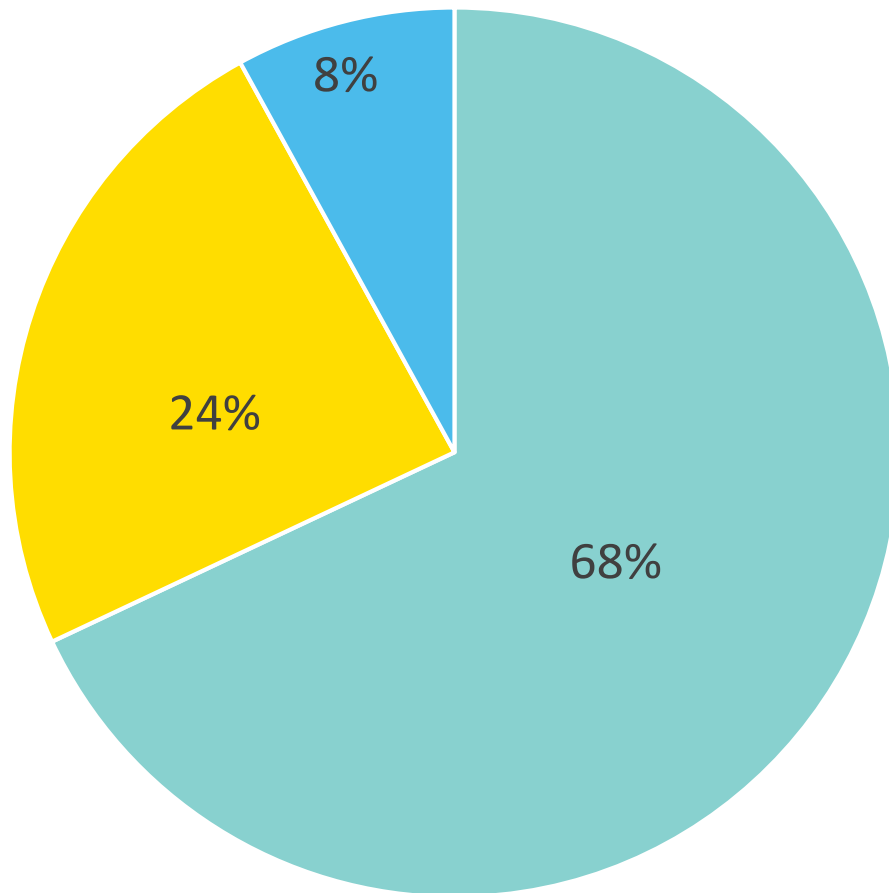
9%

108 responses

6 What economic and employment drivers are most important to consider for East Village Quarter?



7 We'd like to know how you're connected to the Downtown area. Please provide a ZIP code for your home, business, or property.



■ City of San Diego*

■ County of San Diego (exclusive of the City)

■ Other/Zip Not Provided

Data Notes:

*In some instances ZIP boundaries do not coincide with municipality boundaries. If the majority of the ZIP code area is located in the City of San Diego boundary, the ZIP code has been included in the City of San Diego category.