

San Ysidro COMMUNITY PLAN UPDATE

San Ysidro Community Plan Update Advisory Committee Community Plan Update Kick off and Workshop Meeting #1

July 14, 2010

SUMMARY

ATTENDEES

*San Ysidro Community Plan Update
Advisory Committee members present:*

Amy Gunderson
Mathew Paredes
Steve Otto
Jennifer Goudeau
Bertha Alicia Gonzalez
Filex Sanchez
Raquel Moran
Michael Cather
Michael Freedman
Alberto Perez

Miguel Aguirre
Rachel Kennedy
Anthony Aguirre as alternate for Sergio
Pallares with Caltrans
Carlos Vasquez
Jason Wells
Alicia Jimenez

Not present:
Thomas Currie
Jane Wyman
Mike Daney

INTRODUCTION

On July 14, 2010, members of the San Ysidro Community Plan Update Advisory Committee (Update Committee) of the San Ysidro Community Plan Update process convened in the first meeting. The purpose of the meeting was:

- (a.) to introduce Update Committee members;
- (b.) to introduce planning team;
- (c.) to introduce the project purpose, background, process and discuss the community outreach schedule; and
- (d.) to confirm existing community plan's goals, issues and opportunities to solicit community input.

BACKGROUND

The City of San Diego is updating the San Ysidro Community Plan (SYCP)—one of over 40 such plans in the City—through an in-depth, community-based planning process. Part of the City's General Plan, the SYCP is a long-range, physical development guide that includes tailored

San Ysidro COMMUNITY PLAN UPDATE

policies for implementing the General Plan in the community. The updated SYCP will convey community goals, objectives and recommendations with an emphasis on sustainable design principles and policies, all of which will be clearly outlined in an illustrative, graphically based, action oriented planning document.

MEETING FORMAT

The first Committee meeting occurred on July 14, 2010, from 5:30 p.m. to 8:00 p.m. at the Casa Familiar Civic and Recreation Center located at 212 West Park Avenue in San Ysidro, San Diego. In attendance were approximately 30 community members. Upon entering the meeting facility, Committee and community members signed in and received the following documents:

- Agenda
- Supporting Materials

All meeting handouts, presentation materials and displays included English and Spanish languages. Translation from English to Spanish using headset equipment was made available through a professional translator.

The meeting was called to order by Michael Freedman the Vice Chair of the San Ysidro Community Planning Group and a member of the San Ysidro Community Plan Update Advisory Committee. Council President Ben Hueso began the meeting with welcoming remarks. Robert Chavez, Redevelopment Coordinator for the Redevelopment Agency, followed with welcoming remarks and general information. Following the welcomes the Committee members introduced themselves and Project Manager Sara Lyons described the project and introduced the meetings facilitator Josie Calderon.

INFORMATIONAL ITEMS

Josie Calderon with the consultant team served as meeting facilitator and presented the Overview & Purpose of Workshop including: Project Overview, Project Background, and Process and Schedule. Josie facilitated an interactive exercise to confirm the goals of the community plan and identify issues and opportunities. The exercise was conducted using interactive voting technology to gauge the importance of existing community plan goals and issues to the audience. The results of this exercise can be found at the end of this summary.

There was a break between the goals and issues exercise. At this time, the community had a chance to look over the various maps on the wall which included the existing land use map, Mi Pueblo Pilot Village plans, GSA's Port of Entry Master Plan, and the Concept Plans of the recent Mobility Study and possible Intermodal Transit Center.

During the goals and issues portion of the meeting, Jami Williams of the consultant team and charted attendees' comments at the front of the room which has been transcribed and provided below:

Charted Comments from the San Ysidro Community Workshop #1

San Ysidro COMMUNITY PLAN UPDATE

Issues

- More local autonomy
- Increase public safety for access to parks, schools, and library
- Improve pedestrian access to high school
- Outreach to more people
- Create identifiable zones/centers
- Economic revitalization and agency/jurisdiction coordination
- Library location should be considered and discussed
- Enhance regional image to attract people from the north
- Market/brand border destination
- Provide a drop-off area at the border crossing
- Upgrade pedestrian bridges above freeway
- Smarter housing / infill projects

Goals

- Consult school district regarding bikes, pedestrian safety, access to library
- Improve connectivity to adjacent communities / Otay Mesa
- Prepare realistic financing plan
- Retroactive environmental mitigation for existing conditions caused by freeways and trolley
- Establish fire/emergency and preparedness plan– provide frontage road access
- Continue upgrading school facilities
- Improve traffic and parking
- Integrate sustainable principles and concepts
- Provide more parks
- Increase public art
- Consider new 805 onramp at Beyer
- Enhance pedestrian network to schools
- Improve Dairy Mart Ponds as active open space
- Establish parking districts
- Incorporate safe multi-use trails
- Improve connections to Tijuana River Valley and Borders St. Park
- Enhance natural amenities and their accessibility
- Zone for all community needs
- Utilize alley access and reconcile vehicle/transit/pedestrian on existing street network
- Widen streets

NEXT STEPS

San Ysidro COMMUNITY PLAN UPDATE

The date for the second San Ysidro Community Plan Update Advisory Meeting is scheduled for August 11, 2010.


Response Report

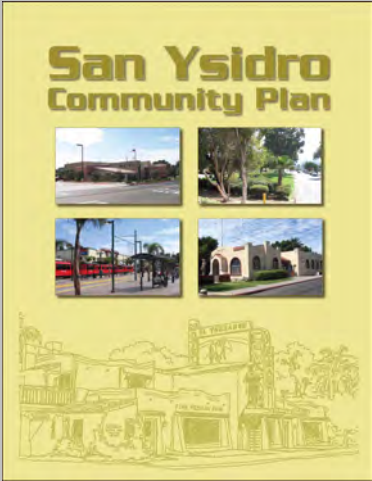
Session: CPS Questions

Class: sy workshop1

Class Points Avg: 92.86 out of 100.00 (92.86%)

(Includes only students who took assessment)

1	Where can you find the world's largest international border crossing? ----- ¿En donde se encuentra el cruce fronterizo internacional más grande del mundo?
A	0% Niagra Falls, NY
 B	93% San Yidro, CA
C	7% El Paso, TX

2	Are you familiar with the existing San Ysidro Community Plan document and its content? ----- ¿Esta familiarizado/a con el documento del Plan Comunitario de San Ysidro actual y su contenido?
	
A	57% Yes/Si
B	43% No

Response Report


Session: CPS Questions

Class: sy workshop1

Class Points Avg: 92.86 out of 100.00 (92.86%)

(Includes only students who took assessment)

3 Do you feel the update should... -----S		
iente que la actualización debe...		
A	21%	Generally follow the direction provided in the existing document with minor strategic modifications / Generalmente seguir las instrucciones proporcionadas en el documento actual con pocas modificaciones estratégicas
B	43%	Significantly modify the previous document / Modificar considerablemente el documento anterior
C	36%	I am not familiar with the previous document / No estoy familiarizado/a con el documento anterior

4 How would you rate the following goals? Strengthen the image of San Ysidro as a community of Mexican heritage, excellence in education, job opportunities, housing and health services, and recreation. -----		
¿Como calificaría la siguiente meta? Fortalecer la imagen de San Ysidro como una comunidad de patrimonio Mexicano, excelencia educativa, oportunidades de empleo, servicios de vivienda y salud, y recreación.		
		
A	11%	Low Importance/ Poco Importante
B	14%	Medium Importance/ Importante
C	75%	High Importance/ Muy Importante

Response Report

Session: CPS Questions

Class: sy workshop1

Class Points Avg: 92.86 out of 100.00 (92.86%)

(Includes only students who took assessment)

5 How would you rate the following goal?
Create an image of San Ysidro as a destination that would invite and encourage visitors to stop, invest, enjoy and explore.

¿Como calificaría las siguiente meta?
Crear una imagen de San Ysidro como un destino turístico que invitaría y animaría a los visitantes a parar, invertir, disfrutar y explorar.



A	7%	Low Importance/ Poco Importante
B	11%	Medium Importance/ Importante
C	79%	High Importance/ Muy Importante

Response Report

Session: CPS Questions

Class: sy workshop1

Class Points Avg: 92.86 out of 100.00 (92.86%)

(Includes only students who took assessment)

6 How would you rate the following goal?
Create an image of San Ysidro as a grand gateway linking Mexico to the United States and the City of San Diego.

¿Como calificaría las siguiente meta?

Crear una imagen de San Ysidro como una gran entrada creando un vínculo entre México, los Estados Unidos y la Ciudad de San Diego.



A	7%	Low Importance/ Poco Importante
B	11%	Medium Importance/ Importante
C	82%	High Importance/ Muy Importante

Response Report

Session: CPS Questions

Class: sy workshop1

Class Points Avg: 92.86 out of 100.00 (92.86%)

(Includes only students who took assessment)

7 How would you rate the following goal?
Create a safe and healthy living environment with a diverse mix of housing opportunities.

¿Como calificaría las siguiente meta?
Crear un ambiente de vida seguro y saludable con diversas oportunidades de vivienda.



A	4%	Low Importance/ Poco Importante
B	25%	Medium Importance/ Importante
C	71%	High Importance/ Muy Importante

Response Report

Session: CPS Questions

Class: sy workshop1

Class Points Avg: 92.86 out of 100.00 (92.86%)

(Includes only students who took assessment)

8 How would you rate the following goal?
Create a mix of commercial uses that will foster a vital and convenient retail environment that attracts people and supports growth.

¿Como calificaría las siguiente meta?

Crear una mezcla de uso comercial que fomente un ambiente comercial vital y conveniente que atraiga a las personas y apoye el crecimiento.



A	0%	Low Importance/ Poco Importante
B	11%	Medium Importance/ Importante
C	86%	High Importance/ Muy Importante

Response Report

Session: CPS Questions

Class: sy workshop1

Class Points Avg: 92.86 out of 100.00 (92.86%)

(Includes only students who took assessment)

9 How would you rate the following goal?
Recognize and capitalize upon the opportunities provided by the world's busiest border crossing.

¿Como calificaría las siguiente meta?
Reconocer y capitalizar sobre las oportunidades proporcionadas por el cruce fronterizo mas ocupado del mundo.



- | | | |
|---|-----|------------------------------------|
| A | 0% | Low Importance/
Poco Importante |
| B | 7% | Medium Importance/
Importante |
| C | 89% | High Importance/
Muy Importante |

Response Report

Session: CPS Questions

Class: sy workshop1

Class Points Avg: 92.86 out of 100.00 (92.86%)

(Includes only students who took assessment)

10 How would you rate the following goal?
Permit modest industrial growth to provide employment opportunities for residents and provide a transit link to the industrial area of Otay Mesa.

¿Como calificaría las siguiente meta?
Permitir un crecimiento industrial modesto para proporcionar oportunidades de empleo para residentes y un vínculo de tránsito al área industrial de Otay Mesa.



A	11%	Low Importance/ Poco Importante
B	21%	Medium Importance/ Importante
C	64%	High Importance/ Muy Importante

Response Report

Session: CPS Questions

Class: sy workshop1

Class Points Avg: 92.86 out of 100.00 (92.86%)

(Includes only students who took assessment)

11 How would you rate the following goal?
Improve existing parks and open space resources and designate additional community neighborhood parks, plazas, and open spaces.

¿Como calificaría las siguiente meta?
Mejorar los parques y recursos de espacios abiertos actuales y designar parques comunitarios, plazas, y espacios abiertos adicionales.



A	0%	Low Importance/ Poco Importante
B	11%	Medium Importance/ Importante
C	89%	High Importance/ Muy Importante

Response Report

Session: CPS Questions

Class: sy workshop1

Class Points Avg: 92.86 out of 100.00 (92.86%)

(Includes only students who took assessment)

12 How would you rate the following goal?
Eliminate barriers to pedestrian activity and enhance the pedestrian environment.

¿Como calificaría las siguiente meta?
Eliminar las barreras que afectan las actividades de los peatones y mejorar el ambiente peatonal.



A	4%	Low Importance/ Poco Importante
B	7%	Medium Importance/ Importante
C	89%	High Importance/ Muy Importante

Response Report

Session: CPS Questions

Class: sy workshop1

Class Points Avg: 92.86 out of 100.00 (92.86%)

(Includes only students who took assessment)

- 13 How would you rate the following goal?
Develop a circulation system that provides for the smooth flow of traffic with enhanced transit and bicycle access.

¿Como calificaría las siguientes meta?

Desarrollar un sistema de circulación que proporciona un tráfico fluido con mejor acceso de tránsito y bicicleta.



A	7%	Low Importance/ Poco Importante
B	18%	Medium Importance/ Importante
C	75%	High Importance/ Muy Importante

Response Report

Session: CPS Questions

Class: sy workshop1

Class Points Avg: 92.86 out of 100.00 (92.86%)

(Includes only students who took assessment)

14 How would you rate the following goal?
Provide a full balanced range of employment opportunities, medical facilities, public works and educational, social, and recreational facilities and services.

¿Como calificaría las siguiente meta?

Proporcionar un rango balanceado de oportunidades de empleo, instalaciones médicas, obras públicas y educativas, instalaciones y servicios sociales y de recreación.



A	0%	Low Importance/ Poco Importante
B	11%	Medium Importance/ Importante
C	89%	High Importance/ Muy Importante

Response Report

Session: CPS Questions

Class: sy workshop1

Class Points Avg: 92.86 out of 100.00 (92.86%)

(Includes only students who took assessment)

15 How would you rate the following goal?
Retain the Village feel of the older part of town.

¿Como calificaría las siguiente meta?
Conservar la historia pasada de Mi Pueblo Viejo de San Ysidro.



A	4%	Low Importance/ Poco Importante
B	39%	Medium Importance/ Importante
C	57%	High Importance/ Muy Importante

Response Report

Session: CPS Questions

Class: sy workshop1

Class Points Avg: 92.86 out of 100.00 (92.86%)

(Includes only students who took assessment)

16 How would you rate the following goal?
Create more opportunities for market rate and upscale housing

¿Como calificaría las siguiente meta?
Crear más oportunidades para viviendas de alto nivel y a la taza del mercado.



- | | | |
|---|-----|------------------------------------|
| A | 14% | Low Importance/
Poco Importante |
| B | 29% | Medium Importance/
Importante |
| C | 57% | High Importance/
Muy Importante |

Response Report

Session: CPS Questions

Class: sy workshop1

Class Points Avg: 92.86 out of 100.00 (92.86%)

(Includes only students who took assessment)

17 How would you rate the following goal?
Create more opportunities for affordable housing.

¿Como calificaría las siguiente meta?
Crear más oportunidades para viviendas a precios razonables.



A	21%	Low Importance/ Poco Importante
B	32%	Medium Importance/ Importante
C	46%	High Importance/ Muy Importante

Response Report

Session: CPS Questions

Class: sy workshop1

Class Points Avg: 92.86 out of 100.00 (92.86%)

(Includes only students who took assessment)

18 How would you rate the following goal?
Increase residential densities provided we can retain the character and scale of the Village.

¿Como calificaría las siguiente meta?

Aumentar la densidad de viviendas siempre y cuando se conserve el carácter y la magnitud de Mi Pueblo Viejo.



A	18%	Low Importance/ Poco Importante
B	43%	Medium Importance/ Importante
C	36%	High Importance/ Muy Importante

Response Report

Session: CPS Questions

Class: sy workshop1

Class Points Avg: 92.86 out of 100.00 (92.86%)

(Includes only students who took assessment)

19 How would you rate the following goal?
Increase residential densities provided we can retain the character and scale of the San Ysidro community.

¿Como calificaría las siguiente meta?

Aumentar la densidad de viviendas siempre y cuando se conserve las características y la comunidad de San Ysidro.



A	0%	Low Importance/ Poco Importante
B	4%	Medium Importance/ Importante
C	0%	High Importance/ Muy Importante

Response Report

Session: CPS Questions

Class: sy workshop1

Class Points Avg: 92.86 out of 100.00 (92.86%)

(Includes only students who took assessment)

20 How would you rate the following goal?
Provide for a new expanded library in or near the Village.

¿Como calificaría las siguiente meta?
Proporcionar una nueva biblioteca expandida en o cerca de Mi Pueblo Viejo.



A	0%	Low Importance/ Poco Importante
B	21%	Medium Importance/ Importante
C	79%	High Importance/ Muy Importante

Response Report

Session: CPS Questions

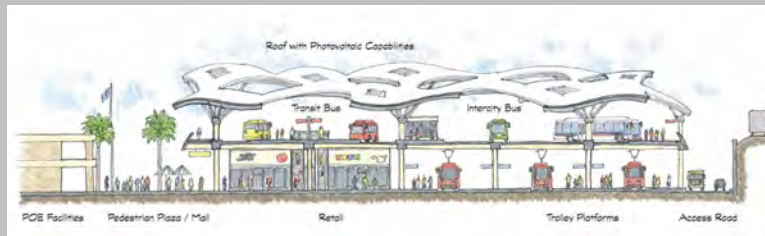
Class: sy workshop1

Class Points Avg: 92.86 out of 100.00 (92.86%)

(Includes only students who took assessment)

21 How would you rate the following goal?
Create an Intermodal Transit Facility at or near the Border.

¿Como calificaría las siguiente meta?
Crear un Centro de Transporte Intermodal en o cerca de la Frontera.



A	0%	Low Importance/ Poco Importante
B	4%	Medium Importance/ Importante
C	96%	High Importance/ Muy Importante

Response Report

Session: CPS Questions

Class: sy workshop1

Class Points Avg: 92.86 out of 100.00 (92.86%)

(Includes only students who took assessment)

22 How would you rate the following goal?
Recognize, preserve and rehabilitate architecturally significant buildings, districts,
landscaped areas, archeological sites, and urban environments.

¿Como calificaría las siguiente meta?
Reconocer, preservar y rehabilitar edificios y distritos con arquitectura de significancia,
áreas ajardinadas, sitios arqueológicos, y ambientes urbanos.



A	0%	Low Importance/ Poco Importante
B	29%	Medium Importance/ Importante
C	71%	High Importance/ Muy Importante

Response Report

Session: CPS Questions

Class: sy workshop1

Class Points Avg: 92.86 out of 100.00 (92.86%)

(Includes only students who took assessment)

23

Are there additional goals that we should consider?

¿Hay metas adicionales que debamos considerar?



A 14%

B 0%

Response Report

Session: CPS Questions

Class: sy workshop1

Class Points Avg: 92.86 out of 100.00 (92.86%)

(Includes only students who took assessment)

24

Do you feel the community lacks a unique image or identity?

¿Siente que a la comunidad le falta una imagen o identidad única?



A	64%	Yes/Si
B	29%	No
C	7%	No Opinion/ No Opinión

Response Report

Session: CPS Questions

Class: sy workshop1

Class Points Avg: 92.86 out of 100.00 (92.86%)

(Includes only students who took assessment)

25 Does new residential development reflect a sensitivity to the historic small scale character of San Ysidro neighborhoods?

¿Toma en cuenta y refleja el nuevo desarrollo residencial al carácter histórico en escala pequeña la comunidad de San Ysidro?



A	29%	Yes/Si
B	57%	No
C	14%	No Opinion/ No Opinión

Response Report

Session: CPS Questions

Class: sy workshop1

Class Points Avg: 92.86 out of 100.00 (92.86%)

(Includes only students who took assessment)

26 Do you feel commercial businesses cater too much to tourists and not enough to residents?

¿Siente que los negocios comerciales les proveen más a los turistas y no lo suficiente a los residentes?



A	57%	Yes/Si
B	39%	No
C	4%	No Opinion/ No Opinión

Response Report

Session: CPS Questions

Class: sy workshop1

Class Points Avg: 92.86 out of 100.00 (92.86%)

(Includes only students who took assessment)

27 Do you support the desire to improve the look and feel of the building facades (storefronts) along San Ysidro Boulevard?

¿Apoya el deseo de mejorar la apariencia (fachada) de los edificios por San Ysidro Boulevard?



A	96%	Yes/Si
B	4%	No
C	0%	No Opinion/ No Opinión

Response Report

Session: CPS Questions

Class: sy workshop1

Class Points Avg: 92.86 out of 100.00 (92.86%)

(Includes only students who took assessment)

28 Do you feel there is a shortage of secure parking, good restaurants and shops, and public information centers adjacent to the border?

¿Siente que hay falta de estacionamientos seguros, buenos restaurantes, tiendas, y centros de información pública adyacente a la frontera?



A	93%	Yes/Si
B	7%	No
C	0%	No Opinion/ No Opinión

Response Report

Session: CPS Questions

Class: sy workshop1

Class Points Avg: 92.86 out of 100.00 (92.86%)

(Includes only students who took assessment)

29

Do you feel the community is deficient in park land and public spaces?

¿Siente que la comunidad es deficiente en terreno para parques y espacios públicos?



A	82%	Yes/Si
B	14%	No
C	4%	No Opinion/ No Opinión

Response Report

Session: CPS Questions

Class: sy workshop1

Class Points Avg: 92.86 out of 100.00 (92.86%)

(Includes only students who took assessment)

30 Would you like to see better connectivity provided across the trolley line, railroad tracks, I-5 and I-805?

¿Le gustaría ver una mejor conexión en las líneas del trolley, vías de tren, I-805 y I-5?



A	93%	Yes/Si
B	4%	No
C	4%	No Opinion/ No Opinión

Response Report

Session: CPS Questions

Class: sy workshop1

Class Points Avg: 92.86 out of 100.00 (92.86%)

(Includes only students who took assessment)

31

Do you feel San Ysidro lacks a clearly defined central business district?

¿Siente que a San Ysidro le falta un distrito central de negocios claramente definido?



A	43%	Yes/Si
B	43%	No
C	14%	No Opinion/ No Opinión

Response Report

Session: CPS Questions

Class: sy workshop1

Class Points Avg: 92.86 out of 100.00 (92.86%)

(Includes only students who took assessment)

32 Do you feel the commercial zoning along San Ysidro Boulevard East is too limiting?

¿Siente que las zonas comerciales en el este de San Ysidro Boulevard están muy limitadas?



A	71%	Yes/Si
B	11%	No
C	18%	No Opinion/ No Opinión

Response Report

Session: CPS Questions

Class: sy workshop1

Class Points Avg: 92.86 out of 100.00 (92.86%)

(Includes only students who took assessment)

33 Would you like to see additional public signage in the form of gateways and wayfinding signs?

¿Le gustaría ver más señalamientos públicos en entradas y letreros de guía?



A	93%	Yes/Si
B	4%	No
C	4%	No Opinion/ No Opinión

34 Are there still some areas of the community remaining that are subject to periodic flooding?

¿Todavía hay algunas áreas en la comunidad que aun están sujetas a inundaciones periódicas?

A	64%	Yes/Si
B	7%	No
C	29%	No Opinion/ No Opinión

Response Report

Session: CPS Questions

Class: sy workshop1

Class Points Avg: 92.86 out of 100.00 (92.86%)

(Includes only students who took assessment)

35

Do you consider El Pueblito Viejo the heart of San Ysidro?

¿Considera El Pueblito Viejo el corazón de San Ysidro?



A	50%	Yes/Si
B	25%	No
C	25%	No Opinion/ No Opinión

Summary of Goals and Issues Exercise

The following is a summary of the results and findings of the Community Workshop. Note that not all of the individuals voted on questions #5, 8, 9, 10, 17, and 18 and therefore the percentages do not add up to 100%. Updated calculations have been derived for these questions and are integrated in this summary. Further, slide 19 should be disregarded as it was indented to prompt an open discussion.

Findings and Recommendations:

1. While there appears to be strong community support for the original goals of the 1998 San Ysidro Community Plan, the strong community desire to make major modifications appears to have more to do with the lack of workable implementation measures in that plan rather than the policies of that plan.
2. There is overwhelming community support for establishing an Intermodal Transit Center at or near the border.
3. There appears to be a significant concern that recent residential developments do not reflect sensitivity to the small-scale character of San Ysidro.
4. Because more than 40% of workshop attendees were unaware of the contents of the present 1998 San Ysidro Community Plan, it appears that more effort needs to be taken to educate the community about the provisions of that plan and the city's recently adopted General Plan 2008 before deciding what should be included in the 2010 San Ysidro Community Plan Update.
5. While there appears to be more community support for market rate and upscale housing, there is some, albeit less, support for affordable housing.
6. There was an even division between those who felt San Ysidro already had a clearly defined central business district and those who felt it did not. As such, greater effort will need to be taken in future public sessions to get at what is behind this position.
7. It appears to be strong support for improving connectivity in the community, for providing more parklands and public spaces, and providing for well-designed gateways and public signage.
8. The additional goals and issues brought up during the workshop need to be the focus of the second CPS exercise to provide more community input on those goals and issues.
9. Since there were some attendees who felt that the community plan update process could be done more quickly, we should work with the city to determine how this process could be better streamlined to achieve the desired results more quickly.
10. Because of the concerns raised by some workshop participants that a more significant effort needs to be made to reach out to the greater community of San Ysidro as a part of this planning process, we should consider some midcourse adjustments in the public outreach process and consider deploying Josie Calderon to meet with focus groups where they are comfortable to obtain their input on encouraging better attendance in the community planning sessions.

Specific Feedback on Goals Presented in Workshop Exercise:

1. The goal received the strongest support from respondents was "Creating an Intermodal Transit Facility at or near the border" with 96% of the respondents giving it a "high importance" mark.
2. The goals receiving strong (over 70%) "high importance" marks from respondents were the following:
 - a. With 93%, "recognize and capitalize upon the opportunities provided by the world's busiest border crossing";
 - b. With 89%; "Create a mix of commercial uses that will foster a vital and convenient retail environment that attracts people and supports growth"; "Improve existing parks and open space resources and designate additional community neighborhood parks, plazas, and open spaces"; "Eliminate barriers to pedestrian activity and enhance the pedestrian environment";

- and “Provide a full balanced range of employment opportunities, medical facilities, public works and educational, social, and recreational facilities and services”.
- c. With 82%, “Create an image of San Ysidro as a destination; “Create an image of a grand gateway linking Mexico to the United States and the city of San Diego.”
 - d. With 79%, “Provide for a new expanded Library in or near the Village”
 - e. With 75%, “Develop a circulation system that provides for the smooth flow of traffic with enhanced transit and bicycle access”
 - f. With 71%, “Create a safe and healthy living environment with a diverse mix of housing opportunities” and “Recognize, preserve, and rehabilitate architecturally significant buildings, districts, landscaped areas, archeological sites, and urban environments”
3. Other goals that received a majority of “High Importance” votes (over 50%), but not as high as the previous ones were:
 - a. With 67%, “Permit modest industrial growth to provide employment opportunities for residents and provide a transit link to the industrial area of Otay Mesa”
 - b. With 57%, “Retain the Village feel of the older part of town” and “Create more opportunities for market rate and upscale housing”
 4. Receiving more medium importance and low importance votes than high importance votes where the following goals:
 - a. With 53% low and medium votes over 47% high votes was “Create more opportunities for affordable housing”
 - b. With 64% low and medium votes over 37% high votes was” Increase residential densities provided we can retain the character and scale of the Village”
 5. Receiving the highest “Low importance” vote with 22% was “create more opportunities for affordable housing”

Specific Feedback on Issues Presented in Workshop Exercise:

1. Receiving the strongest positive response as an issue with 96% support was”Do you support the desire to improve the look and feel of the building façades along San Ysidro Boulevard?”
2. Receiving 93% support as an issue were “Do you feel there is a shortage of secure parking, good restaurants, shops, and public information centers adjacent to the border?”, “Would you like to see better connectivity provided across the trolley line, the railroad tracks, Highway I-5, and Highway I-805?”, and” Would you like to see additional public signage in the form of gateways and way finding signs?”
3. Receiving strong support as an issue with 82% was “Do you feel the community is deficient in parkland in public spaces?”, and with 71% support “Do you feel the commercial zoning along San Ysidro Boulevard East is too limiting?”
4. Receiving more support than disagreement were “are there still some areas of the community remaining that are subject to periodic flooding?” with 64% yes and 7% no, “Do you feel commercial businesses cater too much to tourists and not enough to residents?” With 57% percent yes and 39% no, and “Do you consider El Pueblito Viejo the heart of San Ysidro?” with 50% yes and 25% no.
5. With equally divided support and opposition with 43% yes and 43% no”Do you feel San Ysidro lacks a clearly defined central business district?”
6. Receiving more opposition than support as an issue with 57% opposed and 29% in support was “Does new residential development reflects a sensitivity to the historic small-scale character of San Ysidro's neighborhoods?”