



Old Town San Diego Community Plan Update Online Survey Summary

In November 2010, the City of San Diego initiated an update to the Old Town San Diego Community Plan. The existing Community Plan was more than 20 years old and needed to be updated to reflect existing conditions and land uses within the community. The plan update will address current issues and conditions in the community and provide a long-term vision that respects the character of Old Town. Since initiating the plan update, the City has engaged the community in an outreach program designed to obtain input throughout the planning process. An important component of the outreach program included the development of a survey, structured to gauge the respondent's perspective on a number of key issues within community.

SURVEY OVERVIEW

A total of eight survey questions were asked in the survey. Survey questions were drafted to glean information and elicit feedback from respondents on a number of key issues and opportunities in the community, including:

- Assigning priority to existing community assets;
- Identifying existing community issues or concerns;
- Identifying potential opportunities to improve mobility;
- Highlighting areas appropriate for providing additional parking;
- Targeting opportunities for community public space and park space improvements; and
- Future land uses.

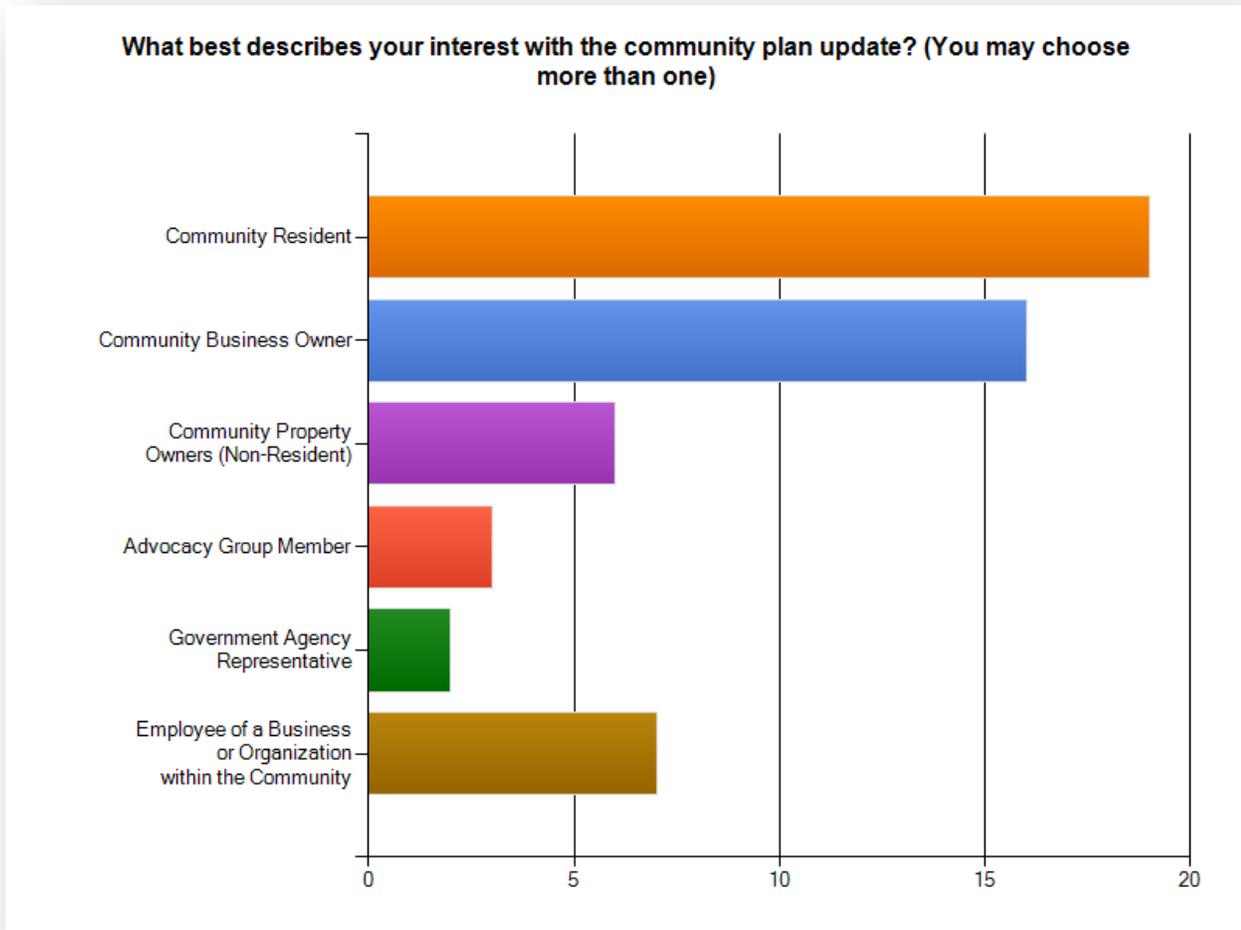
The survey was launched on August 4, 2012 and closed on October 19, 2012. The Old Town San Diego survey was promoted through:

- Direct mail to residents and businesses in the community;
- Eblasts to the plan update stakeholders;
- Announcements at the Community Workshop held on September 17, 2012;
- Community Plan Update website (<http://www.sandiego.gov/planning/community/cpu/oldtownmidway/>)
- Survey for the Midway-Pacific Highway Corridor Community Plan

A total of 51 responses to the Old Town San Diego survey were received. A summary of the responses is provided below. The complete list of survey responses is provided as Attachment A.



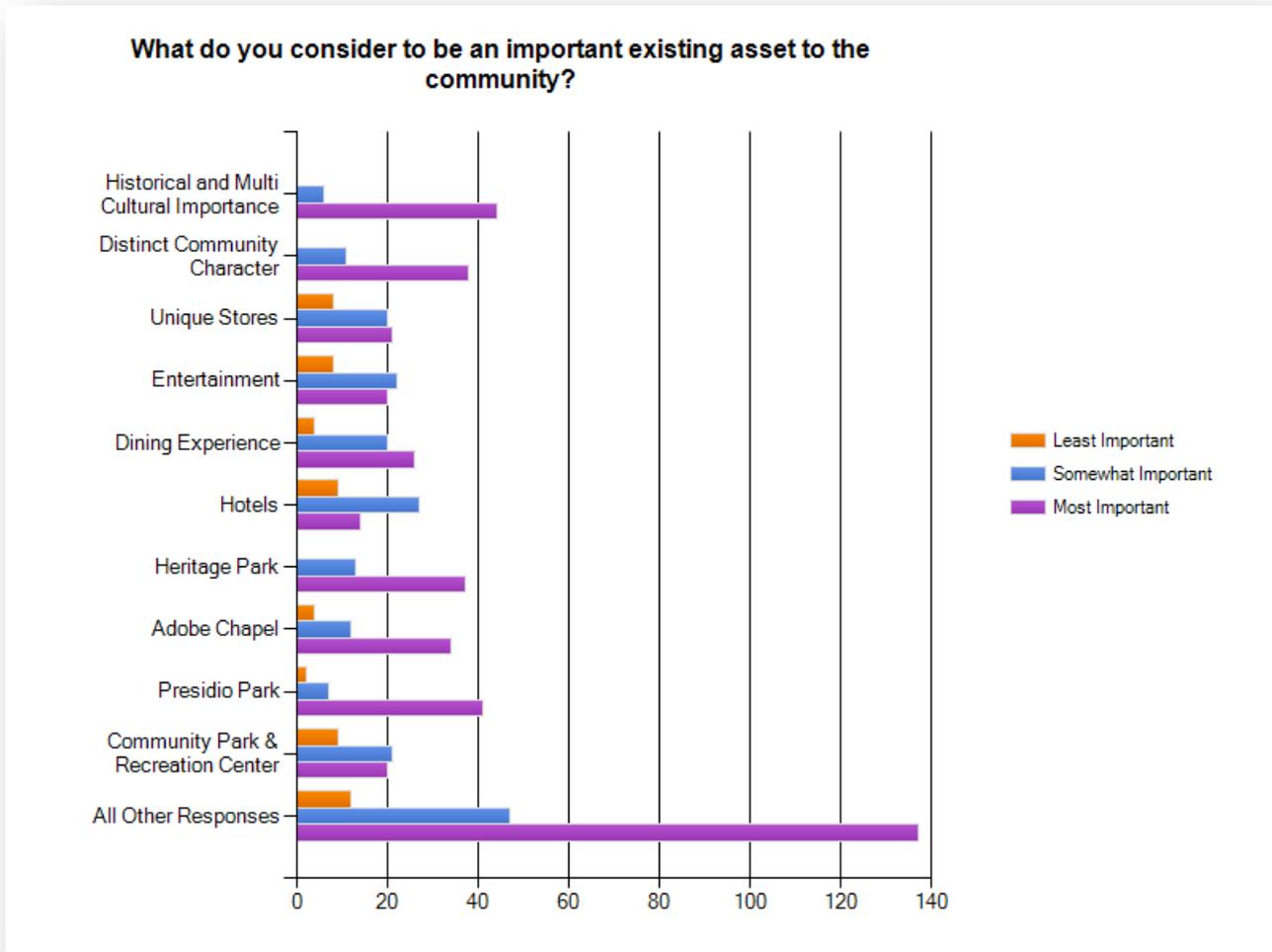
QUESTION 1



The majority of the Old Town San Diego survey respondents were Community Residents, with a strong response from Community Business Owners and Community Property Owners (Non-Resident) as well.



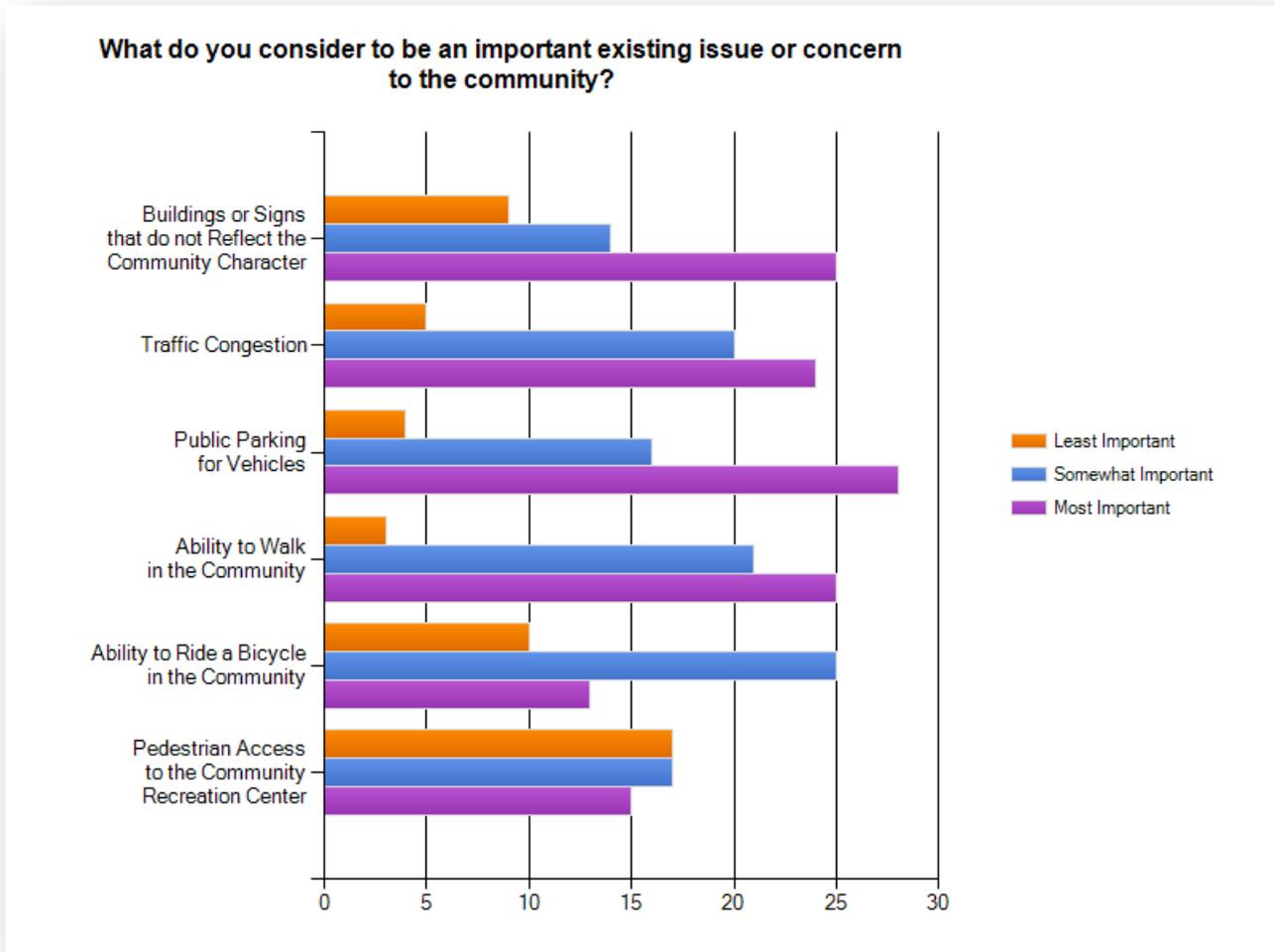
QUESTION 2



Overwhelmingly, the majority of respondents felt that the historical and multi-cultural Importance of Old Town San Diego was the most important asset in the community. Along those lines, Heritage Park, Adobe Chapel, Presidio Park and Old Town San Diego State Historic Park were also identified as the most important assets to the community.



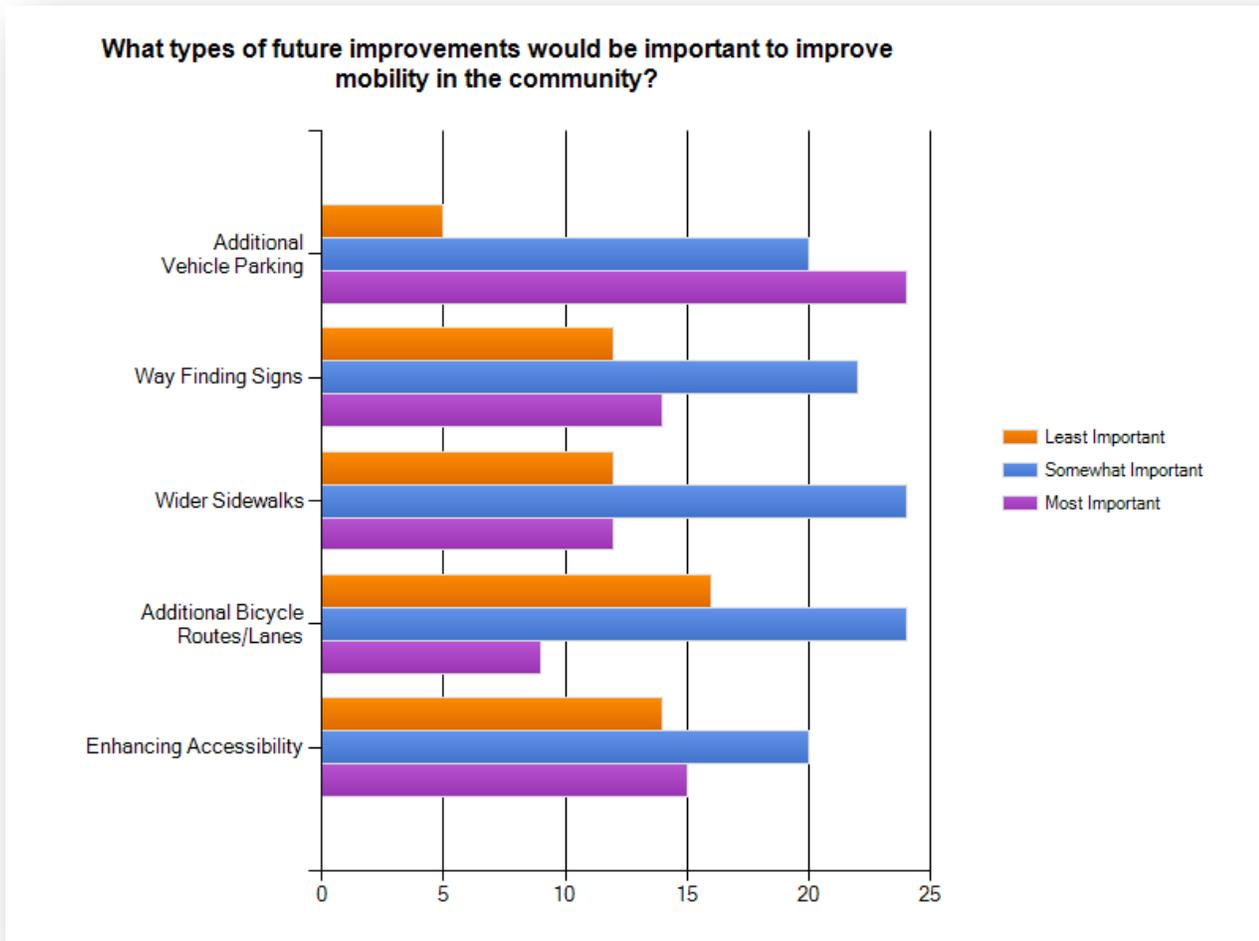
QUESTION 3



Public parking for vehicles was identified as the most important issue or concern in the community, followed by building or signs that do not reflect the community character, mobility issues and traffic congestion.



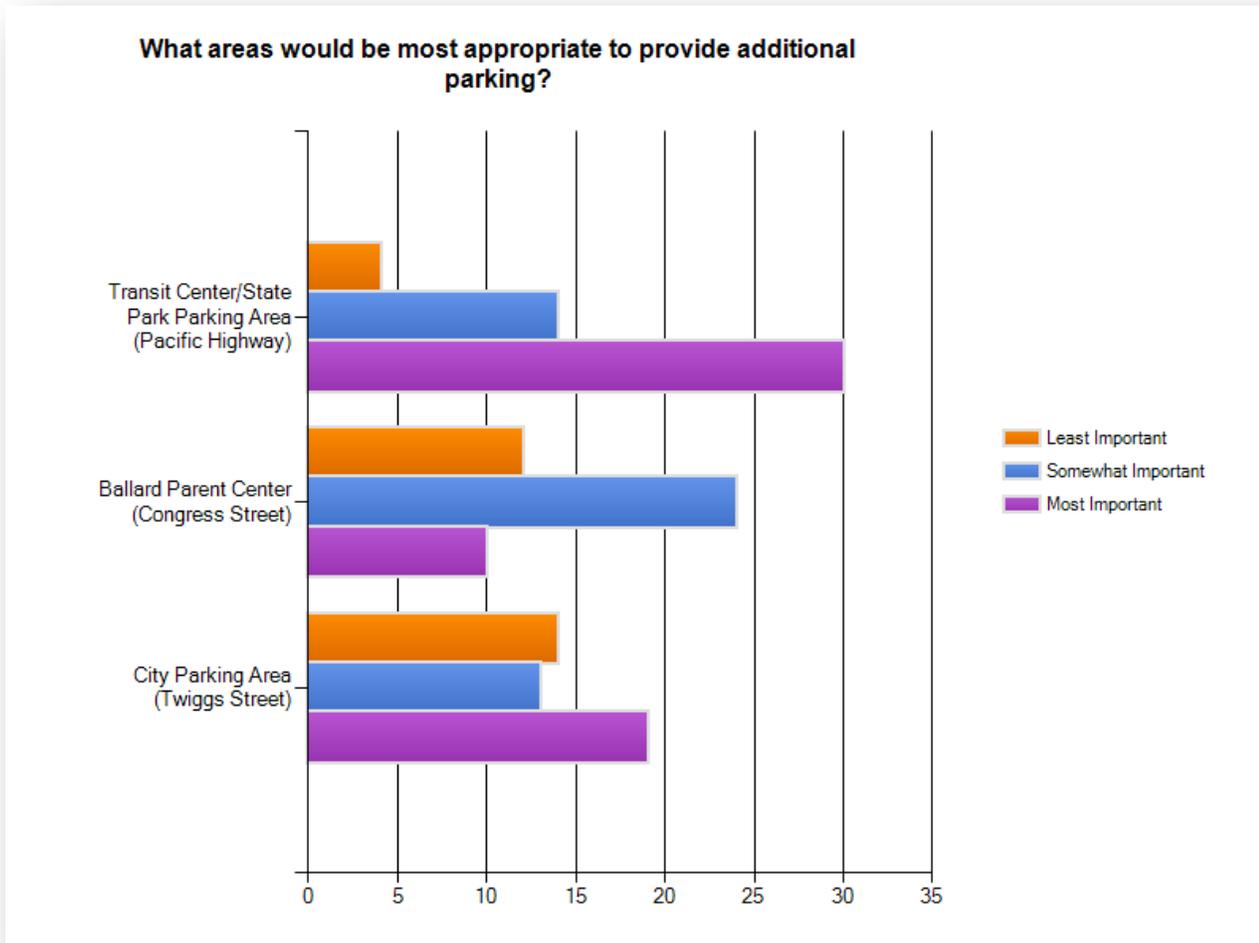
QUESTION 4



It was clear that the majority of the respondents felt additional vehicle parking would help improve overall mobility in the community.



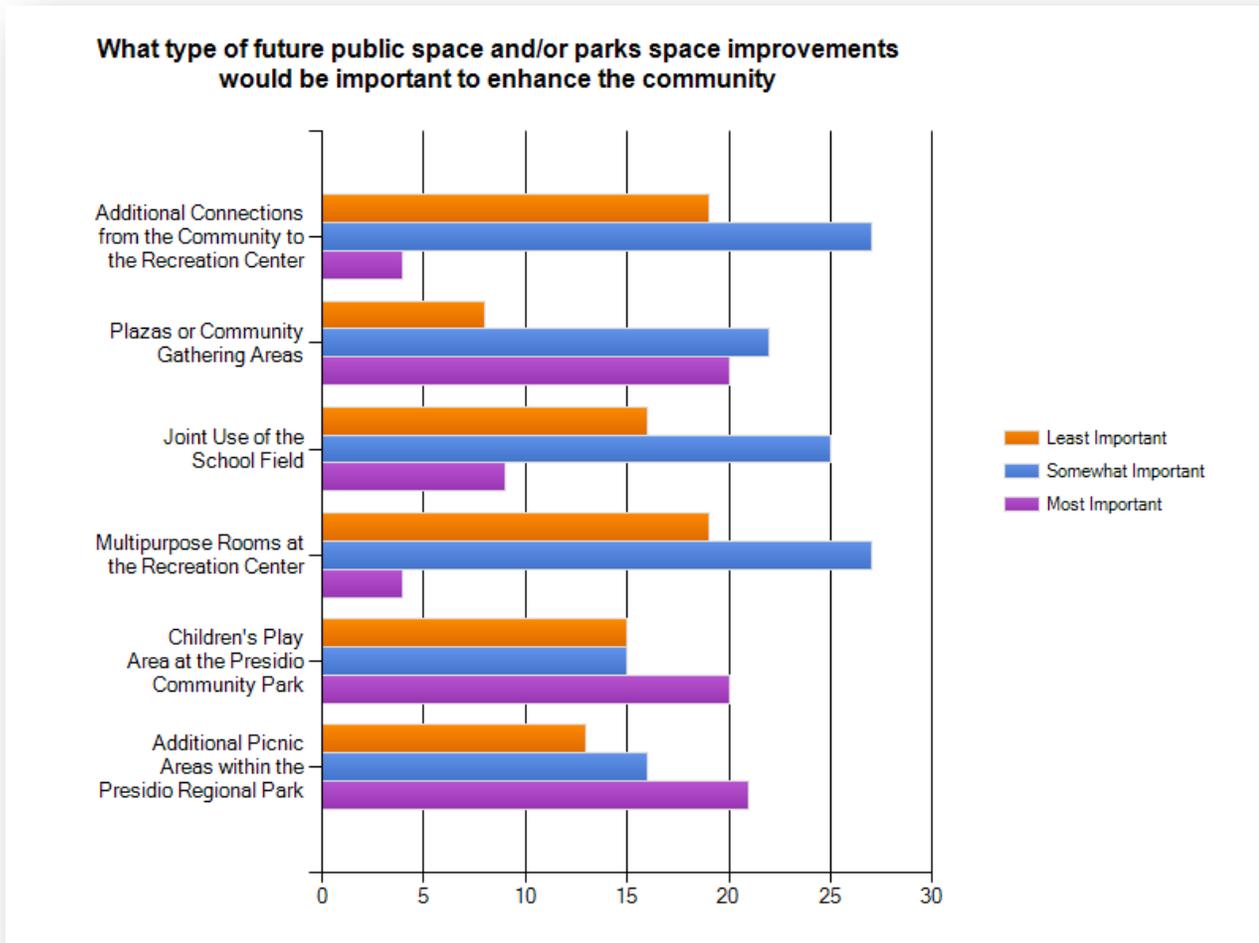
QUESTION 5



The majority of survey respondents felt that the most appropriate place to provide additional parking in the community is the Transit Center/State Park Parking Area, followed by the City parking area on Twiggs Street.



QUESTION 6

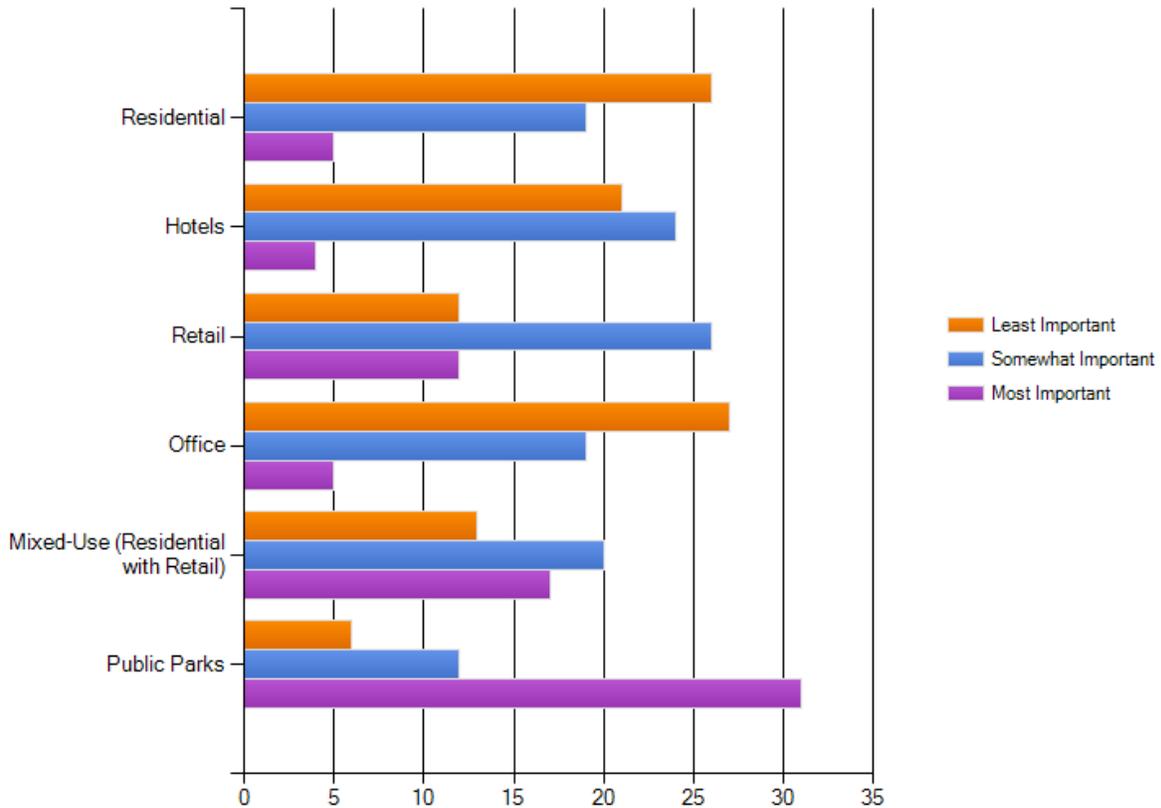


Respondents felt that additional picnic areas within Presidio Regional Park would be most important improvement to enhance the community's public and park spaces, followed by the addition of a children's play area at Presidio Park and the addition of plazas and community gathering areas.



QUESTION 7

What additional types of future land uses would be important to enhance the community?



Overwhelmingly, the survey respondents felt public parks were the most critical future land uses to enhance the community.



QUESTION 8

Page 1, Q8. What other type of future changes or improvements would enhance the community?

1	Preserve historic sites as much as possible.	Oct 16, 2012 12:27 AM
2	Seek a grant of stimulus funding with a contribution from businesses to redo the store fronts, sidewalk enhancements, lamps, street improvements, signage controls.	Oct 10, 2012 2:34 PM
3	Better freeway signage of the Old Town District from I 8 E/W & I 5 N/S And make it happen right away.	Oct 10, 2012 8:26 AM
4	public art that would reflect the theme of the community, Better vehicular signage, gateways, .developing the Presidio as a more important visitor destination	Oct 9, 2012 7:04 PM
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8	Keep the charm going. Love it.	Oct 9, 2012 11:24 AM
9	Work to embrace what it is that makes Old Town different than all other neighborhoods. restore, recapture, focus on what is appropriate.	Oct 9, 2012 11:16 AM
10	combining all the different community organizations and committees into one effective group meeting twice monthly.	Oct 9, 2012 11:12 AM
11	Streets currently in bad state of repair. Need to be resurfaced - San Diego Avenue and Congress. Sidewalks stamped to resemble boardwalks. Street lighting. The Cobra lights need to go. This is a historic district (1850-1930) and we have modern lights.	Oct 9, 2012 10:51 AM
12	Keep Old Town historic! It is its historical feel that makes OT a special and unique experience in San Diego. Any new construction should complement the historic buildings.	Sep 30, 2012 10:00 AM
13	Lessen or get rid of adult entertainment facilities. It makes the area not family friendly - and is not appropriate to walk around the community with my kids.	Sep 28, 2012 11:12 AM
14	Make Old Town free of cars by closing street access.	Sep 27, 2012 7:00 PM
15	Quit trying to squeeze the locals into unaffordable impact changes, to increase the equity of special interest owners, and their developers.	Sep 27, 2012 4:35 PM
16	Better street lights and traffic flows. Opening up the area so it flows better, currently too choppy	Sep 20, 2012 4:19 PM
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18	Preserve and protect the old world feel of Old Town - that's what is most precious.	Sep 19, 2012 10:48 AM
19	the State Park should address upkeeping the areas - fences, etc and parking should be limited to outside of the neighborhood areas (there is enough	Sep 17, 2012 10:33 AM



	congestion already).	
20	Bringing back the old spanish revival charm to Old Town	Sep 17, 2012 9:31 AM
21	The Serra Museum is one of the most beautiful and prominent public buildings in San Diego, and it could really use some love. A power wash or fresh coat of paint would go a long way in restoring its appearance.	Sep 15, 2012 8:32 PM
22	To open the restrooms and improve there appearance. The restrooms need to look tourist friendly.	Sep 12, 2012 10:55 PM

This question gave the opportunity for respondents to provide additional feedback in a comment box. There was a variety of input given, but consistent feedback was provided for the City to maintain Old Town San Diego's historic charm and community character and to invest in pedestrian and street improvements in the community.

FOR MORE INFORMATION:

Visit the Old Town San Diego Community Plan Update website:

<http://www.sandiego.gov/planning/community/cpu/oldtownmidway/>

Contact: Tait Galloway, Senior Planner

tgalloway@sandiego.gov or (619) 533-4550

1. What best describes your interest with the community plan update? (You may choose more than one)

		Response Percent	Response Count
Community Resident		43.2%	19
Community Business Owner		36.4%	16
Community Property Owners (Non-Resident)		13.6%	6
Advocacy Group Member		6.8%	3
Government Agency Representative		4.5%	2
Employee of a Business or Organization within the Community		15.9%	7
	Other (please specify)		10
		answered question	44
		skipped question	7

2. What do you consider to be an important existing asset to the community?

	Least Important	Somewhat Important	Most Important	Rating Average	Response Count
Historical and Multi Cultural Importance	0.0% (0)	12.0% (6)	88.0% (44)	2.88	50
Distinct Community Character	0.0% (0)	22.4% (11)	77.6% (38)	2.78	49
Unique Stores	16.3% (8)	40.8% (20)	42.9% (21)	2.27	49
Entertainment	16.0% (8)	44.0% (22)	40.0% (20)	2.24	50
Dining Experience	8.0% (4)	40.0% (20)	52.0% (26)	2.44	50
Hotels	18.0% (9)	54.0% (27)	28.0% (14)	2.10	50
Heritage Park	0.0% (0)	26.0% (13)	74.0% (37)	2.74	50
Adobe Chapel	8.0% (4)	24.0% (12)	68.0% (34)	2.60	50
Presidio Park	4.0% (2)	14.0% (7)	82.0% (41)	2.78	50
Community Park & Recreation Center	18.0% (9)	42.0% (21)	40.0% (20)	2.22	50
El Campo Santo Cemetery	14.3% (7)	26.5% (13)	59.2% (29)	2.45	49
Old Town San Diego State Historic Park	0.0% (0)	12.2% (6)	87.8% (43)	2.88	49
Whaley House	6.0% (3)	26.0% (13)	68.0% (34)	2.62	50
Old Town Transit Center	4.2% (2)	31.3% (15)	64.6% (31)	2.60	48
			Other (please specify)		4
answered question					51
skipped question					0

3. What do you consider to be an important existing issue or concern to the community?

	Least Important	Somewhat Important	Most Important	Rating Average	Response Count
Buildings or Signs that do not Reflect the Community Character	18.8% (9)	29.2% (14)	52.1% (25)	2.33	48
Traffic Congestion	10.2% (5)	40.8% (20)	49.0% (24)	2.39	49
Public Parking for Vehicles	8.3% (4)	33.3% (16)	58.3% (28)	2.50	48
Ability to Walk in the Community	6.1% (3)	42.9% (21)	51.0% (25)	2.45	49
Ability to Ride a Bicycle in the Community	20.8% (10)	52.1% (25)	27.1% (13)	2.06	48
Pedestrian Access to the Community Recreation Center	34.7% (17)	34.7% (17)	30.6% (15)	1.96	49
			Other (please specify)		5
answered question					49
skipped question					2

4. What types of future improvements would be important to improve mobility in the community?

	Least Important	Somewhat Important	Most Important	Rating Average	Response Count
Additional Vehicle Parking	10.2% (5)	40.8% (20)	49.0% (24)	2.39	49
Way Finding Signs	25.0% (12)	45.8% (22)	29.2% (14)	2.04	48
Wider Sidewalks	25.0% (12)	50.0% (24)	25.0% (12)	2.00	48
Additional Bicycle Routes/Lanes	32.7% (16)	49.0% (24)	18.4% (9)	1.86	49
Enhancing Accessibility	28.6% (14)	40.8% (20)	30.6% (15)	2.02	49
			Other (please specify)		3
answered question					49
skipped question					2

5. What areas would be most appropriate to provide additional parking?

	Least Important	Somewhat Important	Most Important	Rating Average	Response Count
Transit Center/State Park Parking Area (Pacific Highway)	8.3% (4)	29.2% (14)	62.5% (30)	2.54	48
Ballard Parent Center (Congress Street)	26.1% (12)	52.2% (24)	21.7% (10)	1.96	46
City Parking Area (Twiggs Street)	30.4% (14)	28.3% (13)	41.3% (19)	2.11	46
			Other (please specify)		4
answered question					48
skipped question					3

6. What type of future public space and/or parks space improvements would be important to enhance the community

	Least Important	Somewhat Important	Most Important	Rating Average	Response Count
Additional Connections from the Community to the Recreation Center	38.0% (19)	54.0% (27)	8.0% (4)	1.70	50
Plazas or Community Gathering Areas	16.0% (8)	44.0% (22)	40.0% (20)	2.24	50
Joint Use of the School Field	32.0% (16)	50.0% (25)	18.0% (9)	1.86	50
Multipurpose Rooms at the Recreation Center	38.0% (19)	54.0% (27)	8.0% (4)	1.70	50
Children's Play Area at the Presidio Community Park	30.0% (15)	30.0% (15)	40.0% (20)	2.10	50
Additional Picnic Areas within the Presidio Regional Park	26.0% (13)	32.0% (16)	42.0% (21)	2.16	50
			Other (please specify)		3
answered question					50
skipped question					1

7. What additional types of future land uses would be important to enhance the community?

	Least Important	Somewhat Important	Most Important	Rating Average	Response Count
Residential	52.0% (26)	38.0% (19)	10.0% (5)	1.58	50
Hotels	42.9% (21)	49.0% (24)	8.2% (4)	1.65	49
Retail	24.0% (12)	52.0% (26)	24.0% (12)	2.00	50
Office	52.9% (27)	37.3% (19)	9.8% (5)	1.57	51
Mixed-Use (Residential with Retail)	26.0% (13)	40.0% (20)	34.0% (17)	2.08	50
Public Parks	12.2% (6)	24.5% (12)	63.3% (31)	2.51	49

Other (please specify) 7

answered question 51

skipped question 0

8. What other type of future changes or improvements would enhance the community?

	Response Count
	22
answered question	22
skipped question	29

9. Would you be interested in receiving updates from the City about this ongoing process?

		Response Percent	Response Count
NO		49.0%	25
YES. Enter email address or mailing address		51.0%	26
		answered question	51
		skipped question	0

Page 1, Q1. What best describes your interest with the community plan update? (You may choose more than one)

1	proud San Diegan wanting the best for our city	Oct 10, 2012 8:26 AM
2	San Diego resident	Oct 9, 2012 5:13 PM
3	Regular visitor	Oct 9, 2012 12:14 PM
4	NA	Oct 9, 2012 11:55 AM
5	Visitor	Oct 9, 2012 11:24 AM
6	Frequent visitor	Sep 28, 2012 10:46 PM
7	Neighbor of this district	Sep 20, 2012 4:19 PM
8	resident advocate	Sep 17, 2012 10:33 AM
9	A/E oportinties	Sep 17, 2012 9:31 AM
10	frequent visitor who lives close by	Sep 13, 2012 5:13 PM

Page 1, Q2. What do you consider to be an important existing asset to the community?

1	Mormon Battalion Historic Site	Oct 10, 2012 2:34 PM
2	Cultural events not just events	Oct 9, 2012 11:16 AM
3	Accessibility to Downtown and Major Freeways	Oct 7, 2012 12:54 PM
4	keeping the community/residential aspect!	Sep 17, 2012 10:33 AM

Page 1, Q3. What do you consider to be an important existing issue or concern to the community?

1	homeless and trash, dirty sidewalks	Oct 9, 2012 11:16 AM
2	Vacant structures and lots partially due to adverse zoning	Oct 7, 2012 12:54 PM
3	Access/connection to the Old Town Transit Center	Sep 18, 2012 8:51 AM
4	resident cohesiveness with businesses	Sep 17, 2012 10:33 AM
5	Handicapped access to historic sites like the Junipero Serra Museum in Presidio Park	Sep 15, 2012 8:32 PM

Page 1, Q4. What types of future improvements would be important to improve mobility in the community?

1	Enhance sidewalk designs (at intersections, widen, lamps, smooth surfaces.	Oct 10, 2012 2:34 PM
2	cleaner community!	Oct 9, 2012 11:16 AM
3	Parking should be outside of the community area and walking in should be encouraged	Sep 17, 2012 10:33 AM

Page 1, Q5. What areas would be most appropriate to provide additional parking?

1	Area down pacific Hwy---where warehouses are now	Oct 10, 2012 3:18 PM
2	transit: big place Ballard: medium Twiggs: small	Oct 10, 2012 8:26 AM
3	Where Naval Building is on Pac. Hwy.	Oct 9, 2012 11:23 AM
4	Additional parking should not be within residential areas!	Sep 17, 2012 10:33 AM

Page 1, Q6. What type of future public space and/or parks space improvements would be important to enhance the community

1	Meet needs to owners of empty lot on Congress/Harney and help them turn that golden space into parking. Archeologic digs? Come on! It's gravel for heaven's sake!	Oct 10, 2012 8:26 AM
2	the school field should be used as a park but not parking	Sep 17, 2012 10:33 AM
3	Better accessibility and trail improvements in Presidio Park. Also, better signage for the archaeological ruins of the Presidio itself.	Sep 15, 2012 8:32 PM

Page 1, Q7. What additional types of future land uses would be important to enhance the community?

1	allow office first floor in core area on Congress Street	Oct 18, 2012 6:39 AM
2	allow office on first floor on Congress Street	Oct 15, 2012 3:31 PM
3	Ability to replace office/retail/residential with enhanced sq footage	Oct 10, 2012 2:34 PM
4	Small office uses on street front ground floors on Congress	Oct 7, 2012 12:54 PM
5	Leave as is. This area is least important in this city.	Sep 27, 2012 4:35 PM
6	Area shuttle, jump on, jump off.	Sep 20, 2012 4:19 PM
7	let's keep the character on mixed residential, this is an historic community!	Sep 17, 2012 10:33 AM

Page 1, Q8. What other type of future changes or improvements would enhance the community?

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