



Mira Mesa Community Plan Update: **Draft** Community Engagement Report - Phase 1

INTRODUCTION

“I have always loved Mira Mesa, and would love to see it lead by example to become one of the finest places to live and visit in the entire City of San Diego.”

The City of San Diego is updating the Mira Mesa Community Plan, last adopted in 1992, to address growth, identify ways to enhance quality of life, align infrastructure needs with community priorities, and take action for the environment. In fall 2018, the City’s Planning Department launched the plan update process by reviewing existing conditions, hosting an open house, forming an advisory committee, attending major community events, and conducting an online survey to:

- a. Better understand community issues and priorities;
- b. Establish a vision and principles for the plan area; and
- c. Specific ways to achieve it.

This report summarizes what’s important to the broad cross-section of people that live, work, and visit the community. These findings will inform the next phase of the community plan update process and help guide the development of land use scenarios, mobility solutions, and urban design concepts.



METRICS*



1,216 online survey visits

754 online surveys completed



More than **295+** people engaged
(Street fair, open house & location specific outreach)

4 Plan Update Advisory Committee meetings held



More than **1,440+** comments received

14,322 data points analyzed



More than **20,600+** views on social media

868+ unique visitors to PlanMiraMesa.org



Over **28+** flyers posted

More than **10+** presentations given

*As of 12/30/2018

WHAT'S IMPORTANT TO YOU?

“One of the most incredible things about Mira Mesa is the active and passionate community that is comprised not only of residents, but others who work, play, dine, and shop there. Creating some vibrant village areas would provide more opportunity to connect and build upon the community character that already exists, but has few places for gathering in that manner. This is a huge opportunity for the future of Mira Mesa.”

The Mira Mesa Community Plan Update will include considerations for a variety of community elements. Online survey respondents were asked,

“With the understanding that each topic is important and will be addressed in the plan, which of the following three elements are most important to you?”

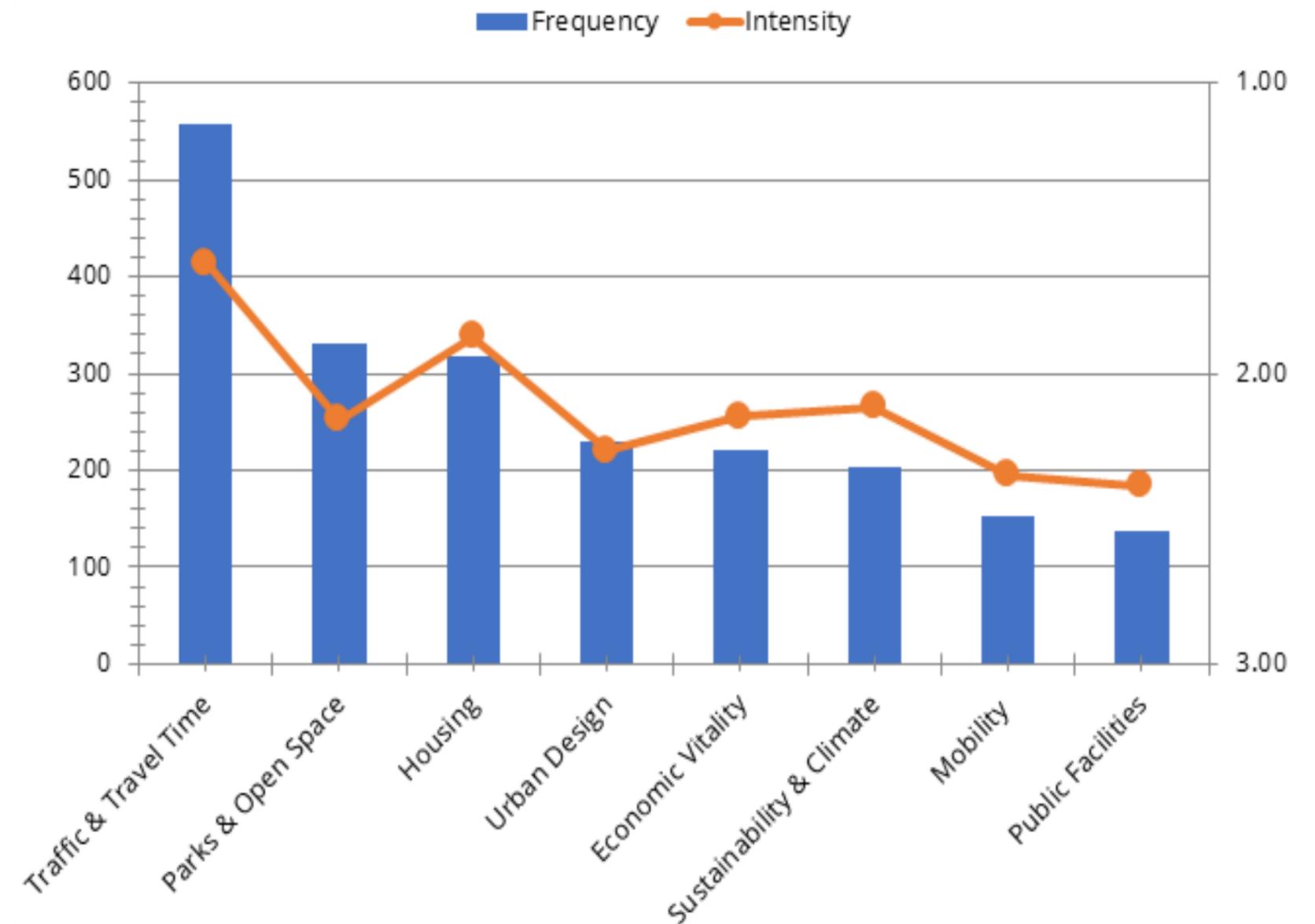
The top three community priorities from the online survey were:

1. Traffic and Travel Time;
2. Parks & Open Space; and
3. Housing.

Figure 1 illustrates the major community priorities. The frequency (bar graph in blue) is how often the category ranked in the top 3, while intensity (line in orange) is what was the category's average ranking when ranked in the top 3. Sometimes there is a gap between frequency and intensity, which suggests that while not everyone thinks a particular category is important, those that do, believe it is very important. For example, although parks and open space were ranked slightly higher than housing in frequency, the intensity suggests a lack of affordable housing was rated higher for many people.



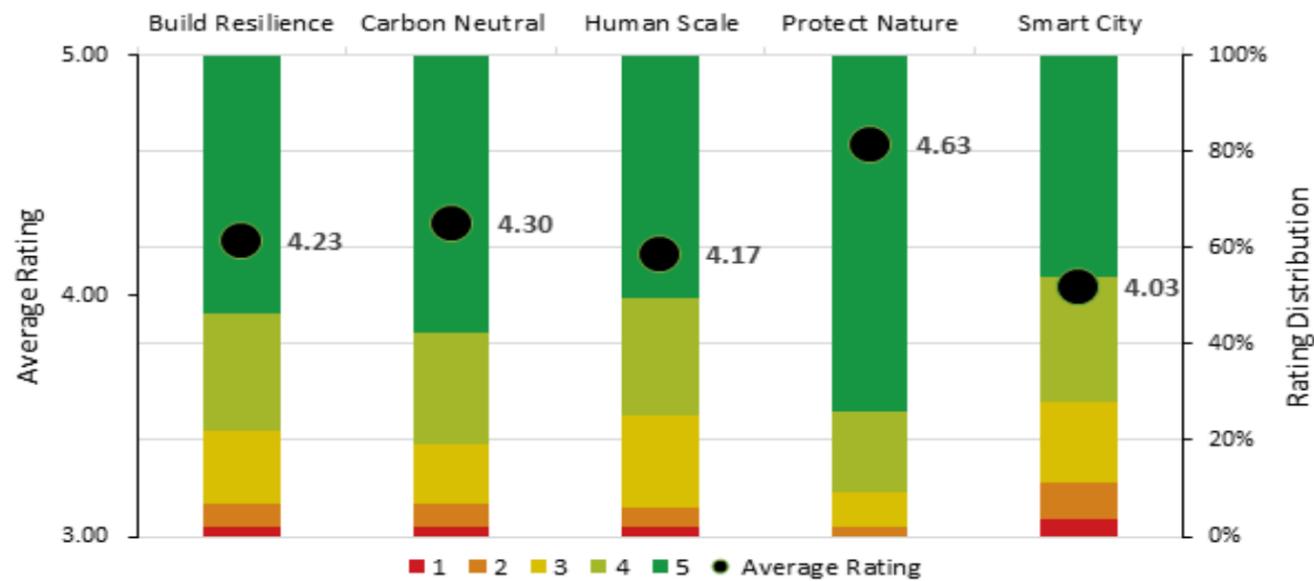
Figure 1: Community Priorities



COMMUNITY ELEMENT - TELL US MORE!

The survey respondents were asked to rate some ideas around categories selected as their top three priorities. Chart for each community element shows the average rating and rating distribution for each statement. These charts illustrate how people responded to each topic.

SUSTAINABILITY & CLIMATE focuses on making better use of resources, such as water, energy and waste; designing walkable, bikable, and livable neighborhoods; and investing in the future by supporting pollution free technology, innovation, and jobs.



Item	Description	Lowest					Highest		Average Rating
		1	2	3	4	5			
Build Resilience	Encourage development patterns that mitigate the risk from natural disasters.	3	8	24	39	85			4.23
Carbon Neutral	Develop a pathway to a carbon neutral pollution free community.	3	8	19	37	91			4.30
Human Scale	Shift from auto-centric development to more compact walkable neighborhoods.	3	7	31	40	82			4.17
Protect Nature	Focus on protecting sensitive habitats, trees, and the open space network.	0	3	12	27	119			4.63
Smart City	Embrace innovation for a connected, electric, shared, and autonomous future.	6	12	27	41	74			4.03

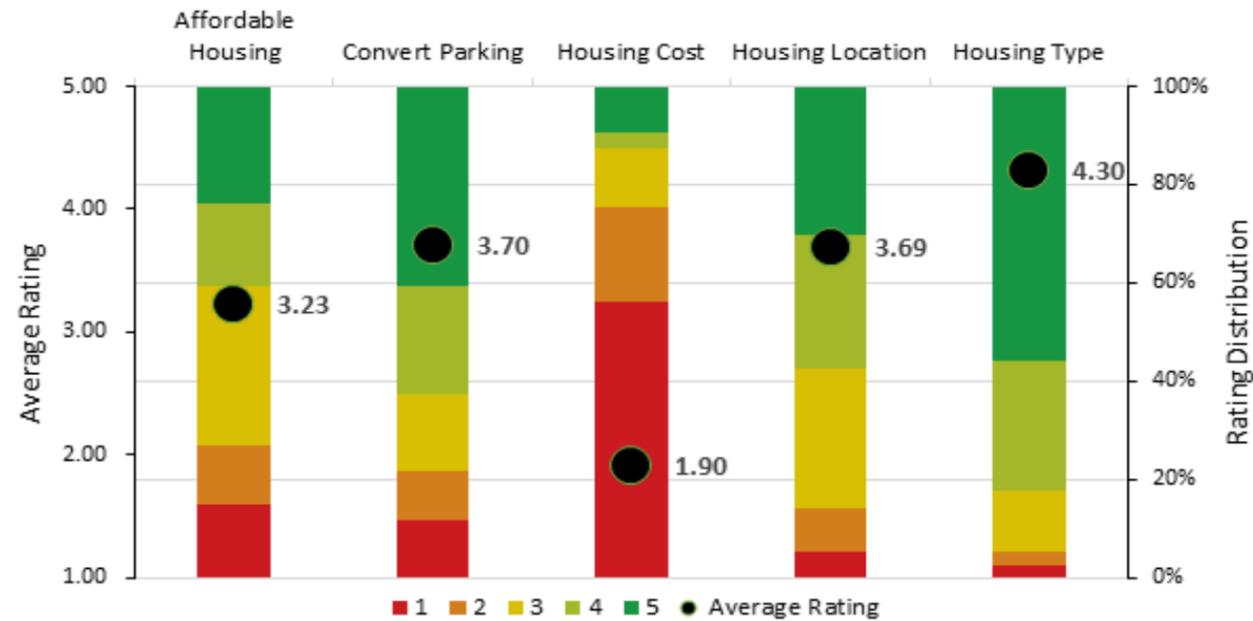
PUBLIC FACILITIES emphasizes planning that encourages safe and active use of these facilities to enhance quality of life in the Mira Mesa CPA. All citizens rely on public facilities—from libraries to police and fire stations.



Item	Description	Lowest					Highest		Average Rating
		1	2	3	4	5			
Access to Public Facilities	Most residents can conveniently access public facilities.	5	15	36	16	21			3.35
Current Facilities	Current public facilities are meeting community needs.	10	24	32	14	13			2.96
Location	Future community facilities should be centrally located in the community.	0	5	19	26	41			4.13
New Facilities	Invest in new facilities to meet community needs.	0	5	11	23	51			4.33
School Connections	Improve biking and walking path connection to schools.	3	3	12	27	45			4.20

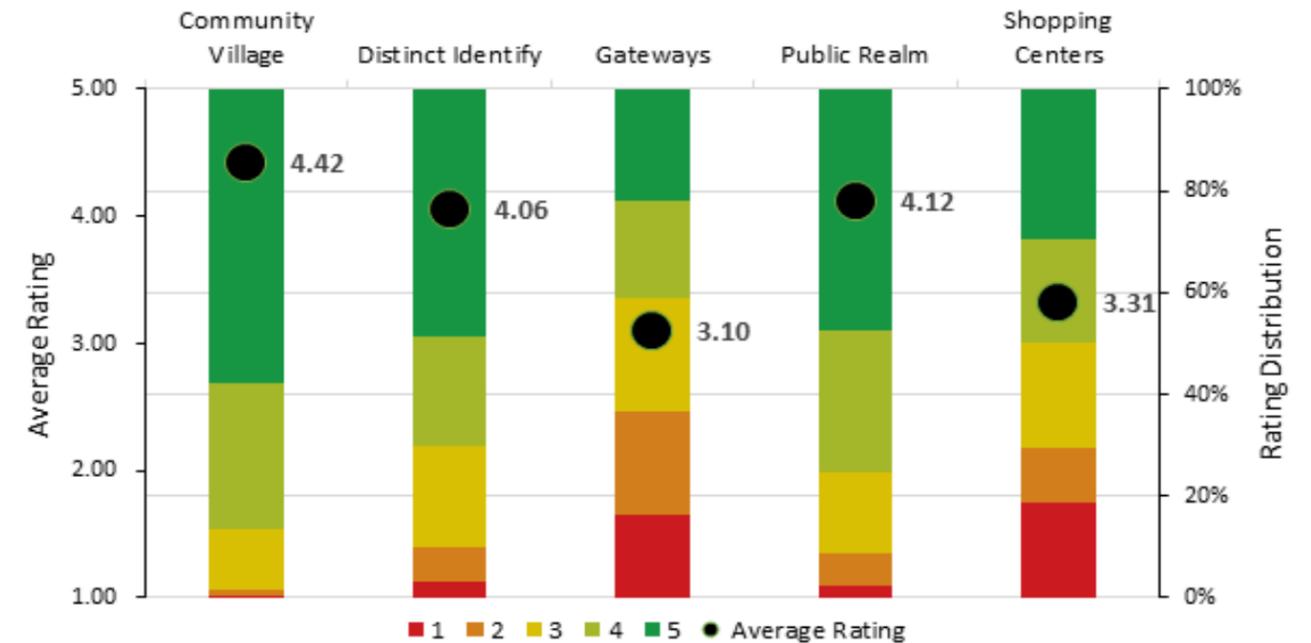
COMMUNITY ELEMENT - TELL US MORE!

HOUSING emphasizes a mix of housing types and prices for young people, family, and seniors. What does our housing market look like, and where are there gaps?



Theme	Description	Lowest					Highest					Average Rating
		1	2	3	4	5	1	2	3	4	5	
Affordable Housing	Maintain older apartments and mobile homes.	35	28	76	39	56						3.23
Convert Parking	Allow new housing on parking lots and build parking vertically/underground.	27	23	36	50	94						3.70
Housing Cost	Housing affordability is not a problem in our community.	133	46	28	8	22						1.90
Housing Location	Provide more diverse housing near job centers to reduce commuter traffic.	12	21	66	64	71						3.69
Housing Type	Develop diverse housing types for young people, families, and seniors.	6	6	29	60	129						4.30

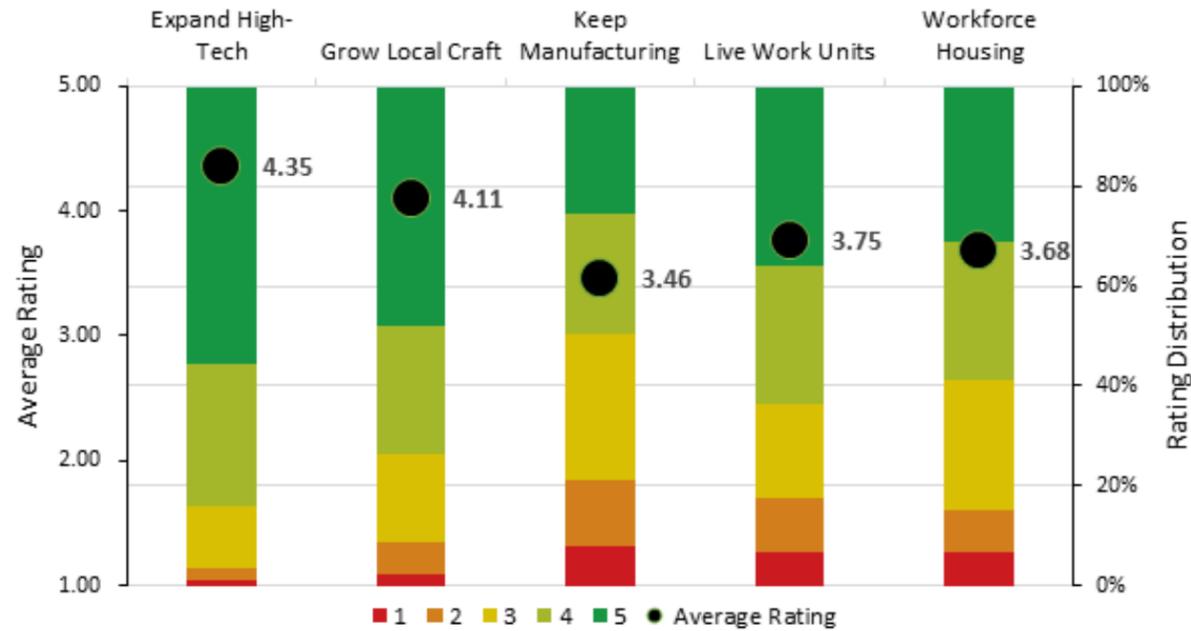
URBAN DESIGN seeks to create desirable places within the Mira Mesa CPA for people to live, work, play, and engage with each other and the natural and built environments that surround them. Urban design speaks to how development is arranged and how it appears.



Theme	Description	Lowest					Highest					Average Rating
		1	2	3	4	5	1	2	3	4	5	
Community Village	Encourage vibrant mix of uses, entertainment, and a walkable streetscape.	1	2	22	53	106						4.42
Distinct Identify	Build on unique thematic districts and neighborhood identity of Plan Area.	6	12	36	39	88						4.06
Gateways	The community has recognizable, attractive gateways at its key entrances.	30	37	41	35	40						3.10
Public Realm	Our community needs more plazas, public square, and street trees.	4	12	29	51	87						4.12
Shopping Centers	Discourage the addition of mixed-use housing at existing retail centers.	33	19	36	36	52						3.31

COMMUNITY ELEMENT - TELL US MORE!

ECONOMIC VITALITY speaks to how the Mira Mesa CPA takes specific actions to encourage a diverse, resilient, and vibrant economy that attracts employers and employees and encourages private investment in the community.



Item	Description	Lowest					Highest					Average Rating
		1	2	3	4	5	1	2	3	4	5	
Expand High-Tech	Encourage more start-ups and knowledge-based jobs.	2	4	21	49	96						4.35
Grow Local Craft	Promote jobs related to food, beverage, and other locally-made products.	4	11	30	44	82						4.11
Keep Manufacturing	Protect industrial lands for warehousing and manufacturing jobs.	13	22	48	40	42						3.46
Live Work Units	Allow live/work building in an industrial area for small business and artists.	11	18	32	46	60						3.75
Workforce Housing	Locate new workforce housing near jobs and transit.	11	14	44	47	52						3.68

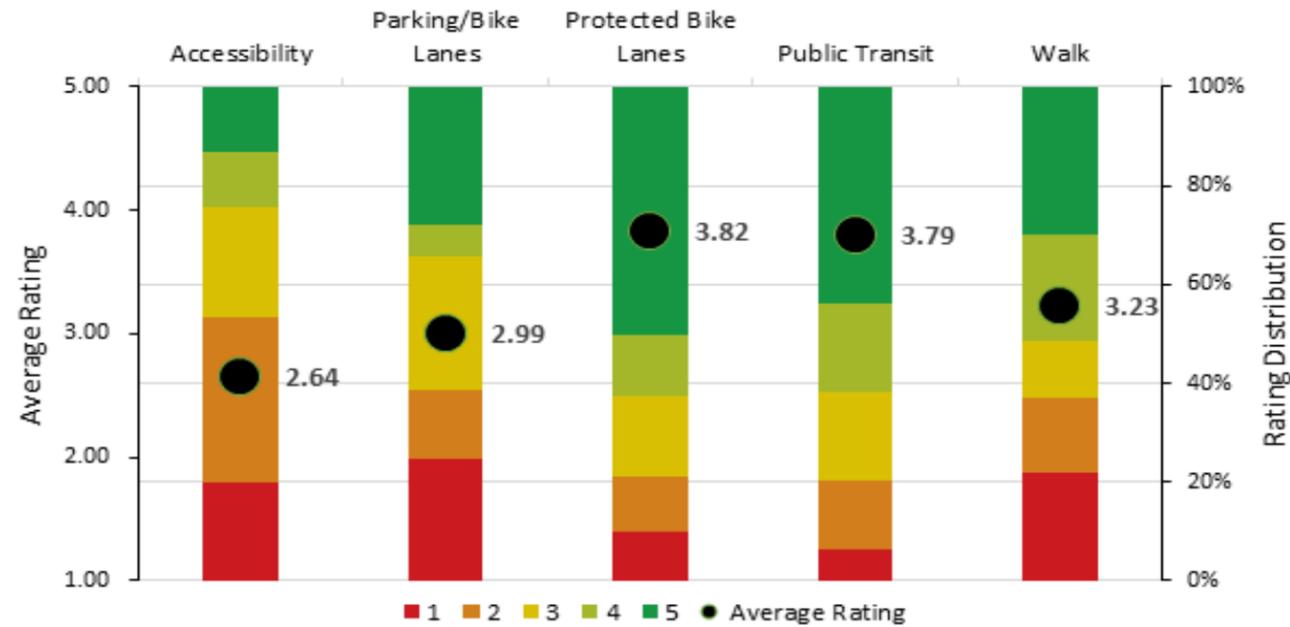
PARKS & OPEN SPACE speaks to the intentional ways we promote parks and active lifestyles. The community's parks and open space contribute to health and quality of life by connecting people with recreational and social opportunities.



Item	Description	Lowest					Highest					Average Rating
		1	2	3	4	5	1	2	3	4	5	
Access to Parks	Most residents have access to neighborhood parks within a 10-minute walk.	10	15	60	86	100						3.93
Connect Neighborhoods	Create interconnected biking and walking path to parks and canyons.	13	19	54	55	124						3.97
Looking Forward	The number of parks being planned is keeping up with community needs.	20	28	82	62	71						3.52
Maintenance	Existing parks facilities are well maintained.	19	26	77	69	80						3.61
Open Space Trail	There are adequate opportunities to walk in natural open space areas.	21	31	87	53	80						3.51

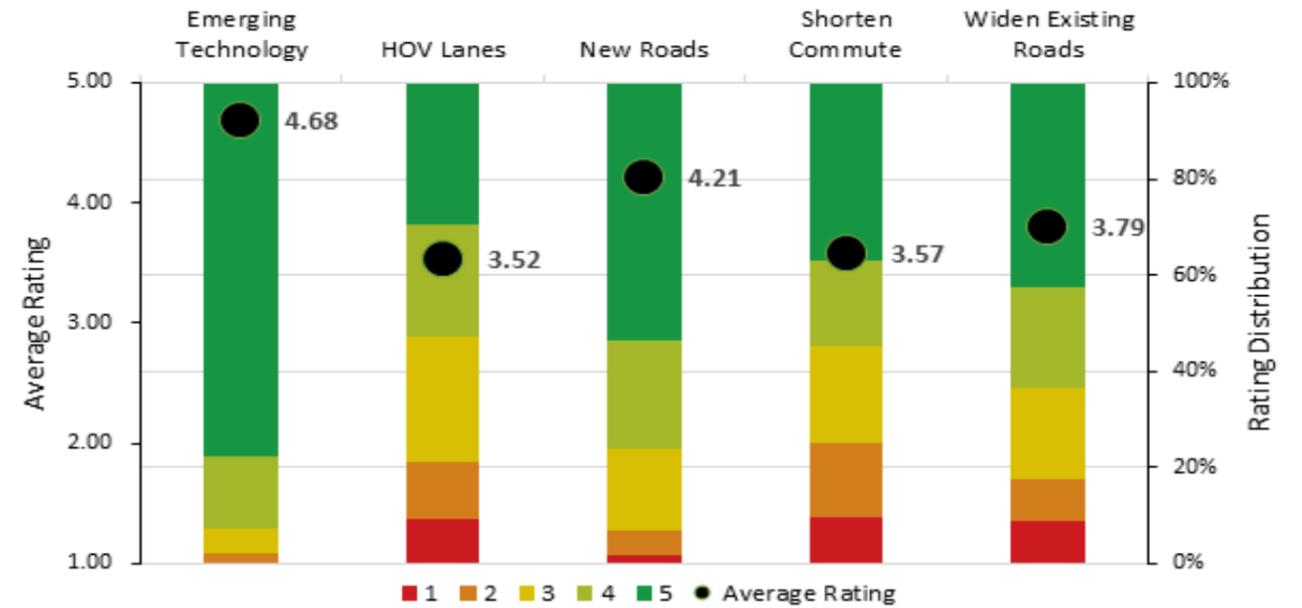
COMMUNITY ELEMENT - TELL US MORE!

MOBILITY recognizes the need for more diverse transportation options that promote an inclusive, connected community and links to regional amenities. Active transportation, including walking, biking, and taking transit, are emphasized.



Item	Description	Lowest					Highest		Average Rating
		1	2	3	4	5			
Accessibility	Mira Mesa is easily accessible by biking, walking, or transit.	24	40	27	13	16			2.64
Parking/Bike Lanes	I prefer to have enhanced bike facilities instead of street parking.	30	17	33	8	34			2.99
Protected Bike Lanes	Add protected bike lanes, whenever feasible.	12	14	20	15	62			3.82
Public Transit	Focus on building dedicated transit lanes or HOV lanes for faster travel.	8	17	22	22	54			3.79
Walk	I frequently walk in my neighborhood/work location.	27	19	14	27	37			3.23

TRAFFIC & TRAVEL TIME reflects the need to develop a balanced, efficient transportation system that minimizes the impact of traffic and reduces travel times. This transportation system minimizes environmental impacts and supports desired development patterns.



Item	Description	Lowest					Highest		Average Rating
		1	2	3	4	5			
Emerging Technology	Use technology to synchronize traffic signals and improve traffic flow.	1	9	22	67	346			4.68
HOV Lanes	Carpool lanes have improved traffic and travel times.	41	52	115	104	130			3.52
New Roads	Complete Carroll Canyon Road from I-15 to I-805.	8	23	75	100	240			4.21
Shorten Commute	Allow new housing near job centers to reduce commuter traffic.	41	68	88	77	161			3.57
Widen Existing Roads	Focus on widening existing roads to accommodate more cars and higher speeds.	39	39	83	93	187			3.79

COMMUNITY PLACES - MAP IT!

Mira Mesa Community Planning Area has neighborhoods with great places and emerging opportunities. Participants were asked at the Open House and Online Survey to map community's special places, future opportunities, and identify any transportation concerns. In addition, the mapping exercise generated 790+ comments. Sample comments are presented with each topic. All comments are included in Appendix A. Majority of concern related to walking issues were to improve pedestrian crossing, especially along Mira Mesa Boulevard, better street lighting, and enhancing accessibility.

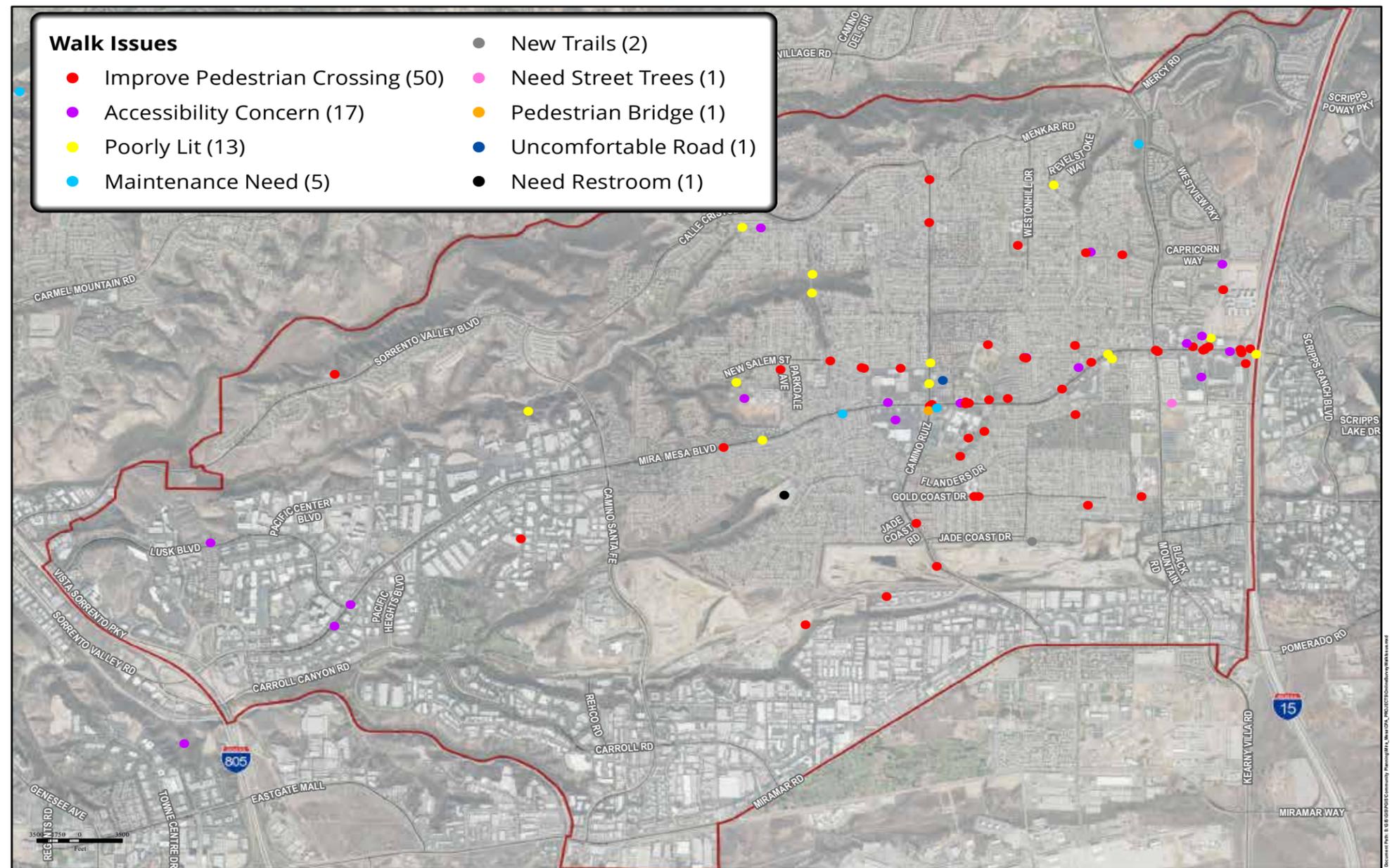
Figure 2: Walk Issues

“Make our community more walker and bike friendly please. Too many pedestrians are killed on our streets.”

“Please try enhance to walkability at and east of the USPS office. Connect retail centers into an attractively walkable strip from I-15 to central shopping center.”

“All sidewalks need lowered ramp for strollers.”

“When I was a kid I was walking in the crosswalk to Wagenheim Middle School when I was hit by a car. This crossing has not been improved since that time.”



COMMUNITY PLACES - MAP IT!

People feel uncomfortable biking on Mira Mesa Boulevard, and they would like to see better bike facilities, such as protected bike lanes and bike-friendly intersections, to provide safety and comfort for children, adults, and seniors biking.

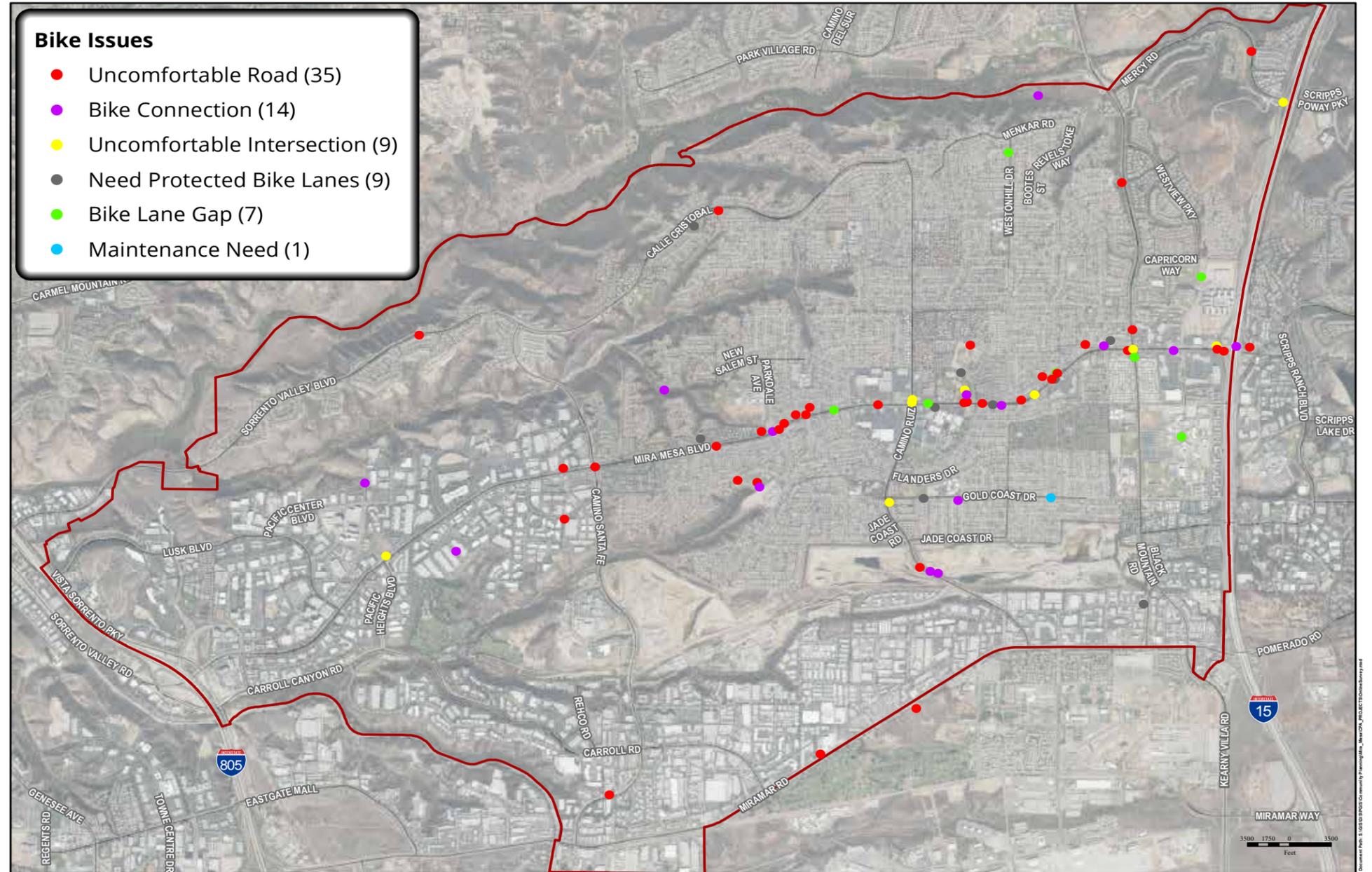
“Bike lanes aren't continuous. Please ensure that they remain in existence throughout the entire course of the corridor. Please build them, and to modern standards (ie protected).”

“Make protected bike lanes for the entire length of Calle Cristobal. Many bikers use this road to connect from the coast and along the canyon. People drive way too fast on this road. A protected bike lane would be a huge improvement here.”

“Again no bike lane near a huge school! Students commute on these roads with high volume traffic. Just asking for bad events to occur.”



Figure 3: Bike Issues



The City of **SAN DIEGO** **Bike Issues**
Mira Mesa Open House and Online Survey

DRAFT



Date: 12/18/2018

COMMUNITY PLACES - MAP IT!

There were variety of public transit concerns. Some respondents wanted improvement to the existing bus stop, while others wanted to see more dedicated bus lane, and even a light rail line built along Mira Mesa Boulevard. One respondent suggested utilizing the undergrounding boring technology for future transportation investment.

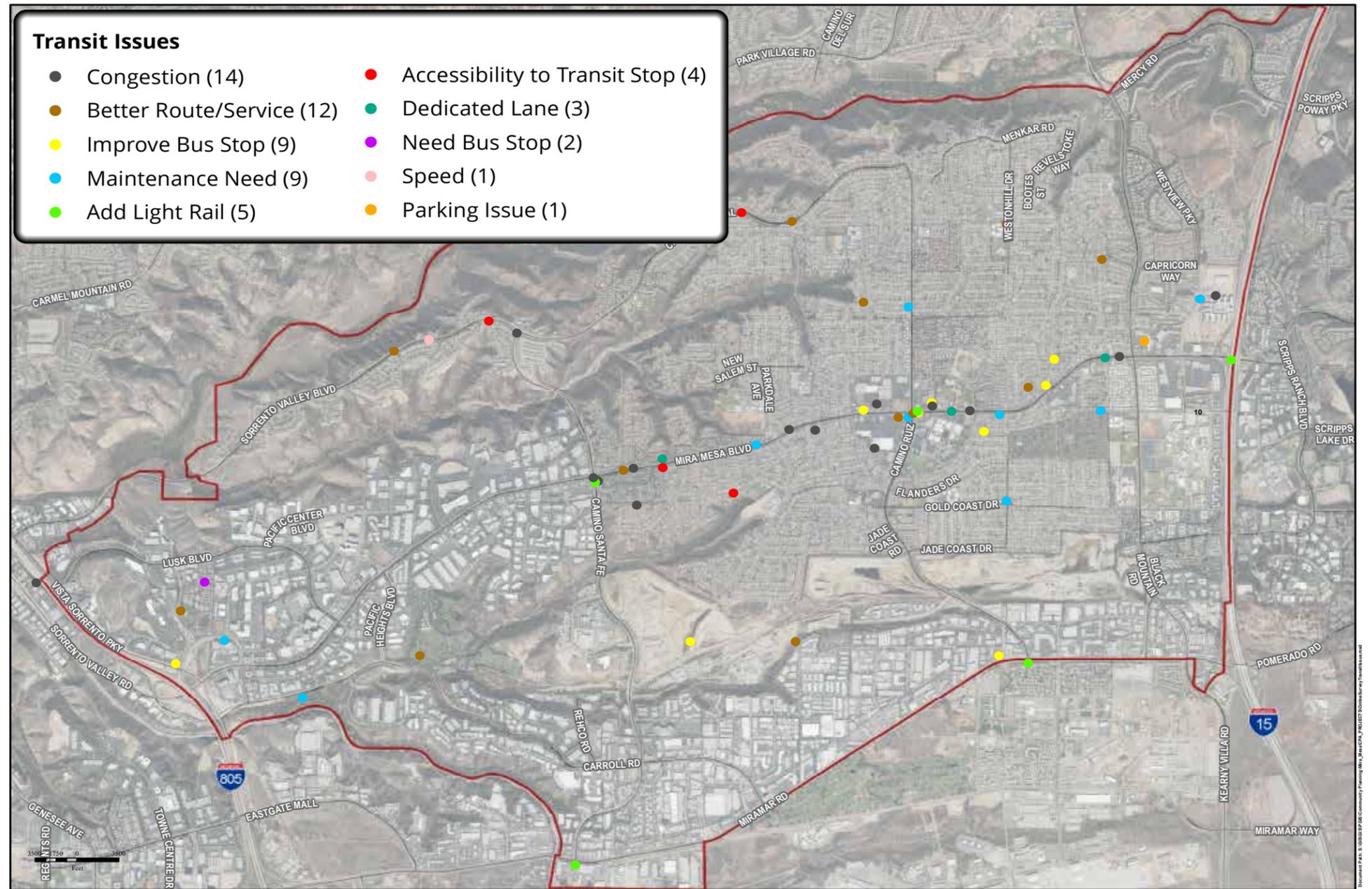
“The addition of Miramar Transit Center and Rapid 235 has made my life much easier. With the blue line extension to UCSD, there are more opportunities than ever to link Mira Mesa to the city's growing transit network.”

“Increase the bus routes and frequencies.”

“Add stops to 237 for UCSD students living in Mira Mesa. There are more and more students living out here because of rising costs in La Jolla.”

“Poor public transportation options.”

Figure 4: Transit Issues



COMMUNITY PLACES - MAP IT!

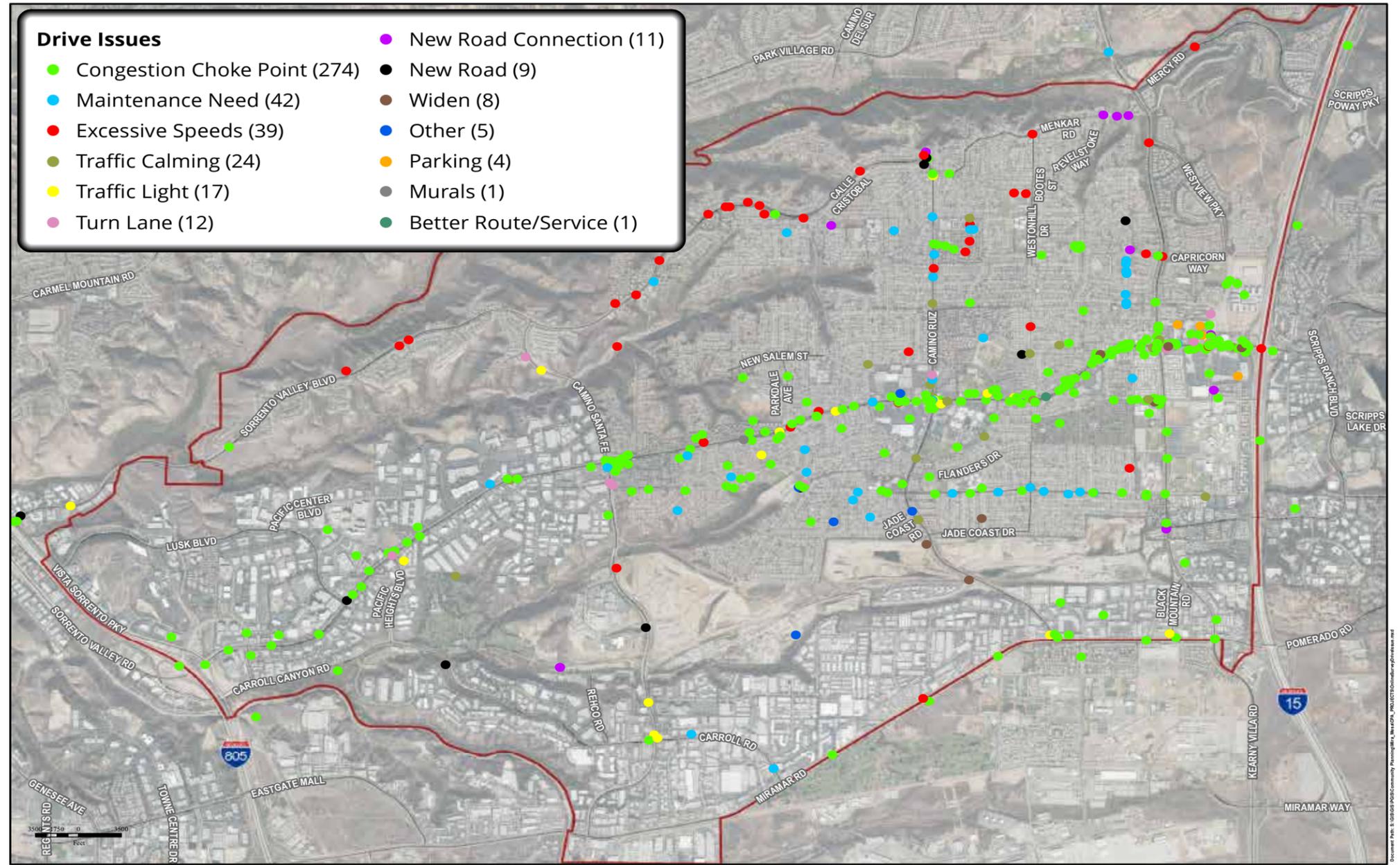
People are experiencing significant congestion, especially during peak hours, along all segments of Mira Mesa Boulevard, western side of Miramar Road, Black Mountain Road, Gold Coast Drive, and Flanders Drive. Excessive automobile speeds on Calle Cristobal and Sorrento Valley Boulevard is also a major concern.

Figure 5: Drive Issues

“We need to connect Camino Santa Fe to the 805 ASAP. It should not be difficult to do.”

“Traffic during rush hours is absolutely ridiculous on Capricorn. This is a residential street! Traffic is so bad on Mira Mesa Blvd, that people use Capricorn to avoid it. Now Capricorn is just as bad. This cannot be good for the home values on this street or area.”

“The road conditions on Gold Coast Drive between Black Mountain Road and Greenford is horrible and the road needs to be improved.”



The City of **SAN DIEGO** Drive Issues
Mira Mesa Open House and Online Survey

DRAFT



Date: 12/18/2018

COMMUNITY PLACES - MAP IT!

People love the abundance of parks, trails, and canyons in the community while appreciating the thriving businesses within community and neighborhood shopping centers.

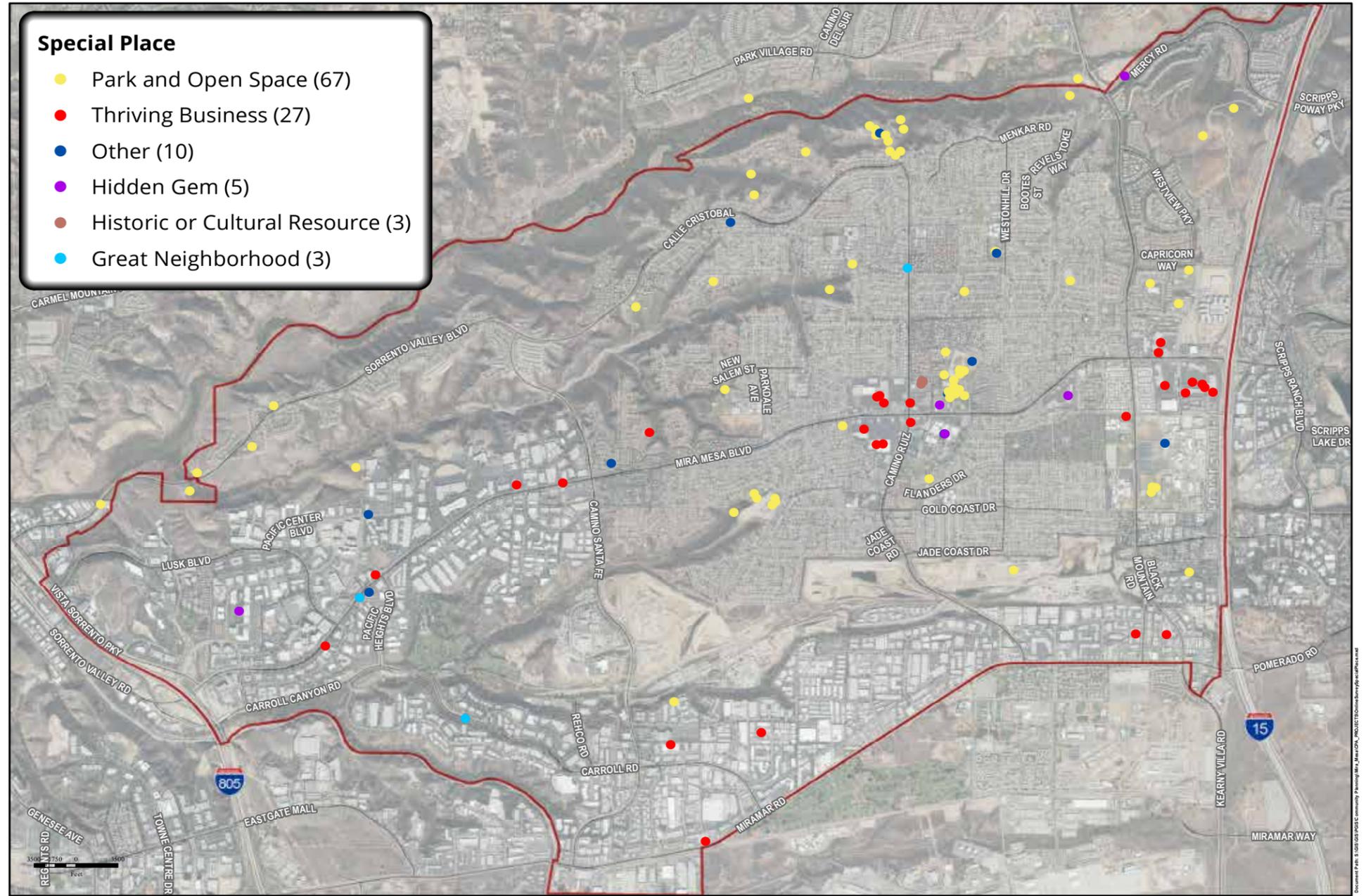
“The trails of Los Penasquitos Canyon are so wonderful. They offer a quiet break from the busy streets around them. The canyon also houses a plethora of wildlife, which is wonderful to experience.”

“85 degrees, Annapurna, & Square Bar cafe seem to be very popular and - based on yelp reviews- draw people into Mira Mesa.”

“The parks are generally well maintained, although older facilities would benefit from revitalization efforts and/or upgrades.”



Figure 6: Special Place



The City of **SAN DIEGO** Special Place
Mira Mesa Open House and Online Survey

DRAFT



Date: 12/18/2018

COMMUNITY PLACES - MAP IT!

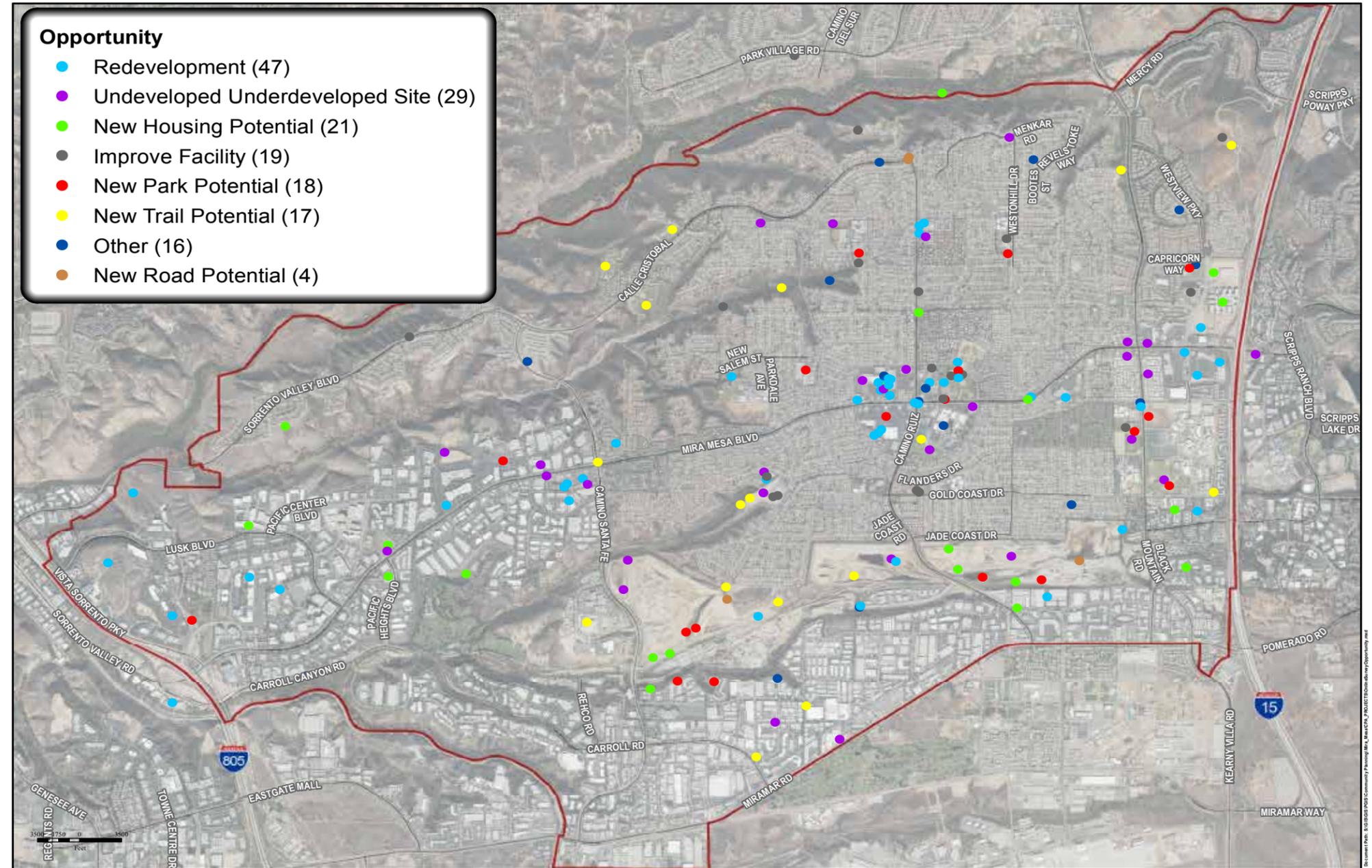
People identified potentials for redevelopment at Mira Mesa Mall, Mira Mesa Marketplace, Carroll Canyon, and various areas in Sorrento Mesa & Sorrento Valley. People also identified several areas that might be suitable for new trails.

“The site of the mall, located in the heart of Mira Mesa, has endless opportunity for a new development that is respectful of the existing community of residents and business, but embraces placemaking in a timeless way to look to the future.”

“Locating workforce housing near jobs and transit makes sense. Not only does it reduce commute and traffic congestion, it also has the potential to increase ridership in public transportation. This is a boon for our community and the city as a whole.”

“Mira Mesa is unique in having a mix of rich culture as well as representation from a number of age groups, including seniors. What about looking for opportunities to embrace parks and open spaces that embrace this identity? Ideas might include fountains, koi ponds, lush gardens with benches and other places for seniors to gather and be outside enjoying the outdoors.”

Figure 7: Opportunities



The City of **SAN DIEGO** Opportunity
Mira Mesa Open House and Online Survey

DRAFT

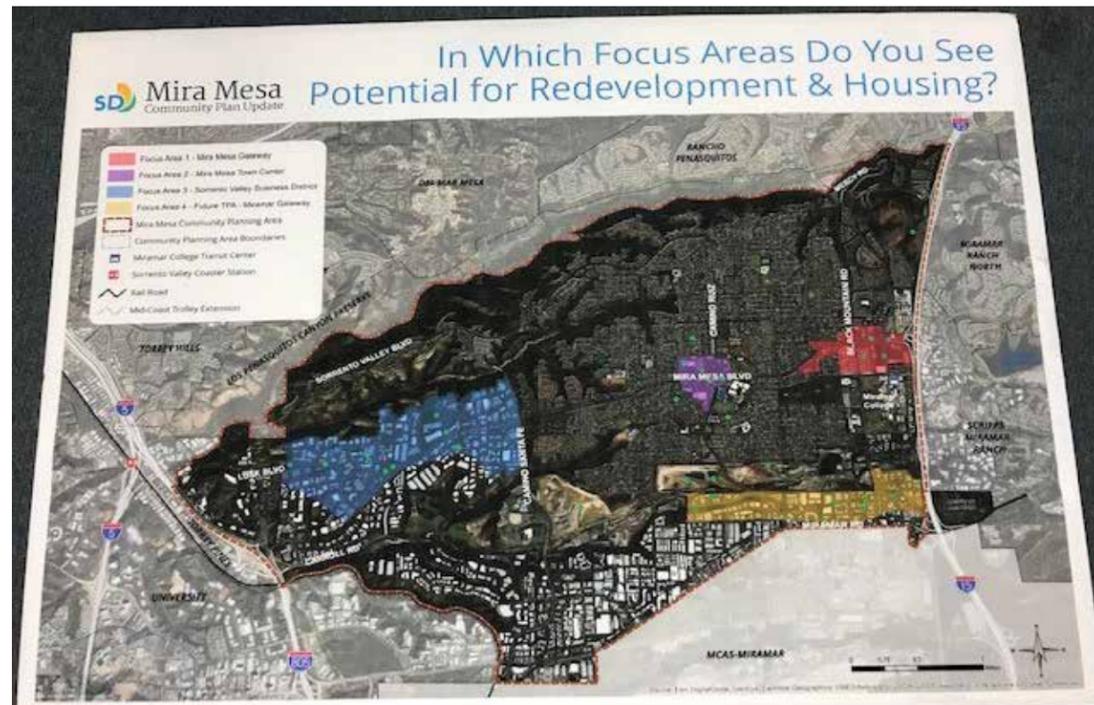


Date: 12/18/2018

OPEN HOUSE - COMMUNITY FOCUS AREA AND CHARACTER

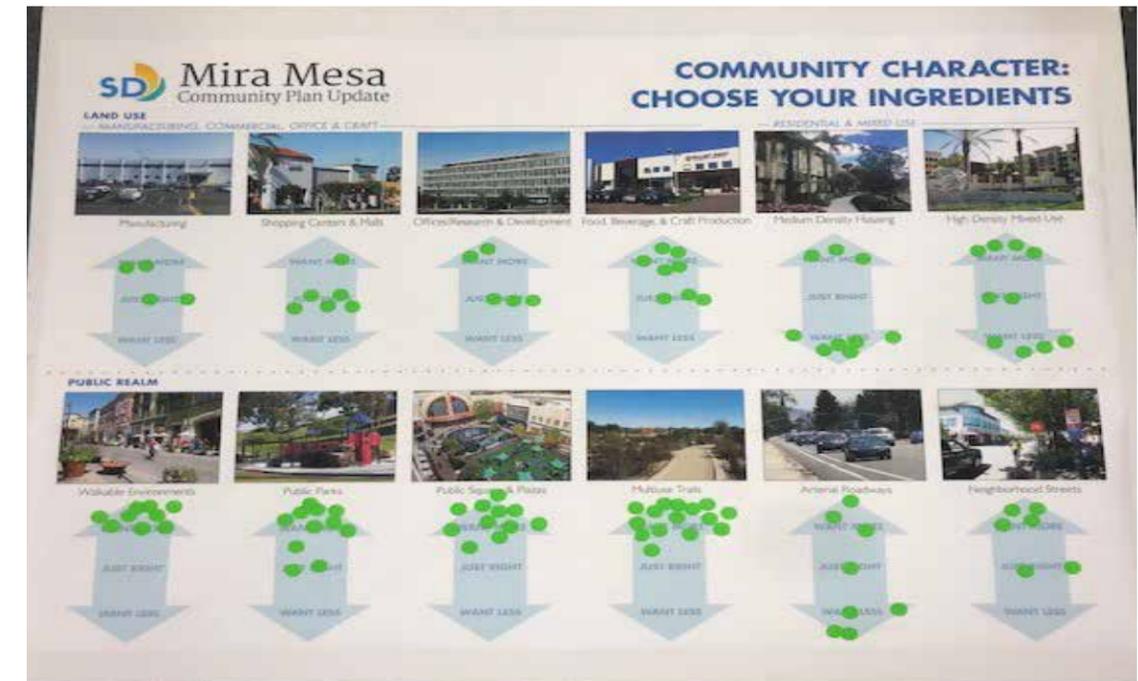
Open house participants were asked to identify potential areas for redevelopment and housing while choosing preferred land use and public realm enhancement. Community members thought the most significant opportunity for redevelopment was in Sorrento Mesa Business District, followed by Miramar Gateway, Mira Mesa Gateway, and Mira Mesa Town Center. Overall, people wanted to see more multi-use trails, public squares, plazas, and walkable environment.

Focus Area



Focus Area	Dots Within	Dots Nearby
Sorrento Mesa Business District	8	
Miramar Gateway	6	
Mira Mesa Gateway	4	1
Mira Mesa Town Center	4	3
Carroll Canyon	4	

Community Character

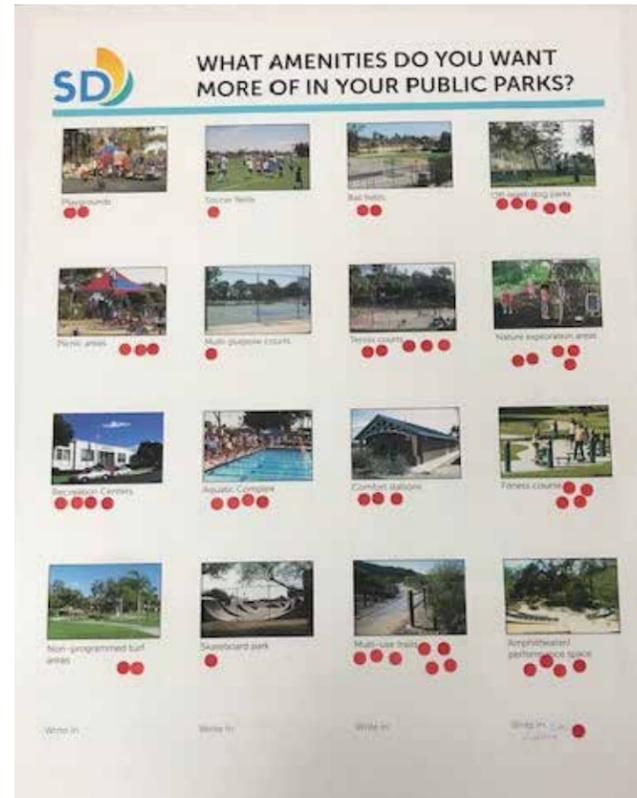


Category	Type	Want Less	Just Right	Want More
Land Use	Manufacturing	0	2	2
	Shopping Centers and Malls	0	5	1
	Offices/Research and Development	0	3	2
	Food, Beverage, and Craft Production	0	3	5
	Medium Density Housing	6	0	3
	High Density Mixed-Use	4	2	4
Public Realm	Walkable Environments	0	0	9
	Public Parks	0	2	9
	Public Squares and Plazas	0	0	11
	Multi-use Trails	0	0	15
	Arterial Roadways	4	1	3
	Neighborhood Streets	0	2	4

OPEN HOUSE - PARK & TRAIL AMENITIES

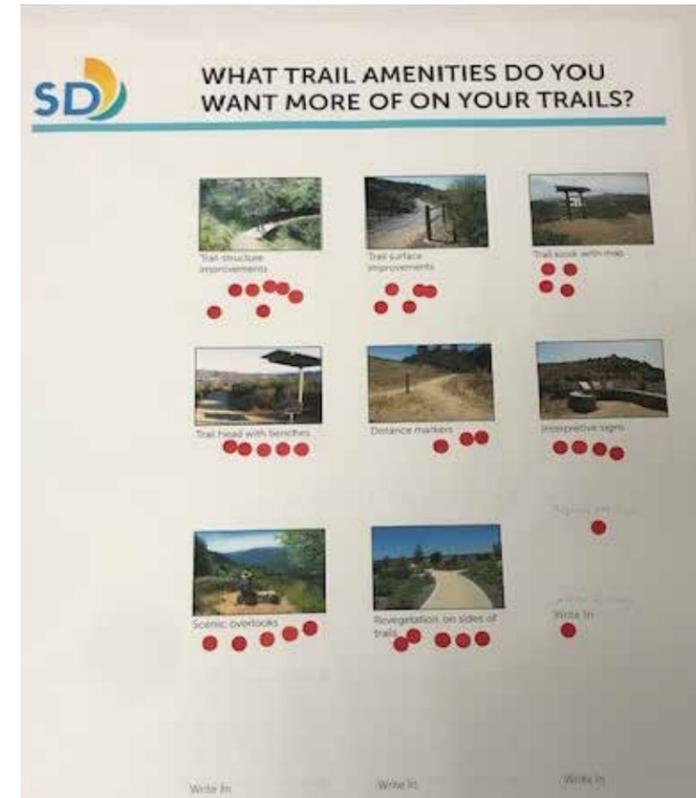
Open house participants were asked to identify preferred amenities for public parks and trails. Better multi-use trail facilities were the top priority, closely followed by more off-leash dog parks, tennis courts, and natural exploration areas.

Park Amenities



Type	Dots
Multi-use trails	7
Off-leash dog parks	5
Tennis courts	5
Natural exploration areas	5
Recreation centers	4
Aquatic complex	4
Fitness course	4
Amphitheater/performance space	4
Picnic areas	3
Comfort station	3
Playgrounds	2
Ball fields	2
Non-programmed turf areas	2
Soccer fields	1
Multi-purpose courts	1
Skateboard park	1
Write in: Better lighting	1

Trail Amenities



Type	Dots
Trail structure improvements	7
Trail surface improvements	5
Trail kiosk with map	4
Trail head with benches	5
Distance markers	3
Interpretive signs	4
Scenic overlooks	5
Revegetation on sides of trails	5
Write in: Replace old signs	1
Write in: Wide and bike friendly	1



COMMUNITY VOICES - SUMMARY OF COMMENTS

Overall, 642 additional comments were summarized from Open House and Online Survey - Screen 2, 3, and 5. These comments were coded, clustered, and quantified. The table below illustrates key thematic areas and subcategories. Number one priority from these comments were related to improving transit, bike, and walk facilities. Please refer to Appendix A to see all individual comments.

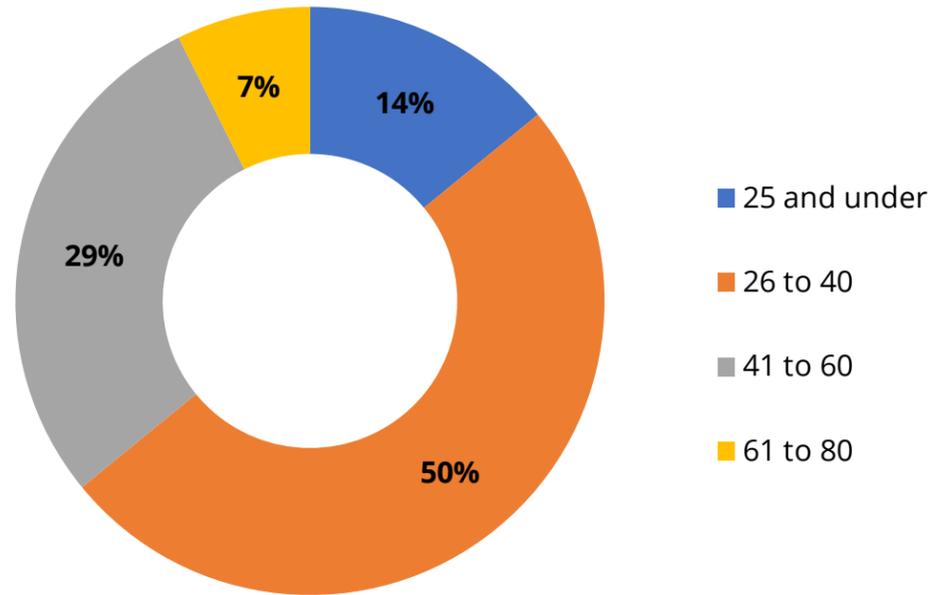
Summary of Comments

Theme	Code	Description	Total Comments	Total Percent
MOBILITY	Active	Improve Transit, Bike and Walk Facilities	149	23.2%
	Auto	Improve Vehicular Travel	113	17.6%
LAND USE & URBAN DESIGN	Lu	Better Land Use and Urban Design	72	11.2%
HOUSING	Hu	Improve Housing Affordability	99	15.4%
	No	Don't Built Anymore Housing	24	3.7%
	Homeless	Tackle Homeless	11	1.7%
PARKS AND RECREATION	Park	Better Parks and Recreation	65	10.1%
	No Park	No New Park, Maintain Existing Park	1	0.2%
PUBLIC FACILITIES	Public	Invest in Public Facilities	21	3.3%
ECONOMY	Grow	More Business Development	17	2.6%
	No Grow	No More Business Development	3	0.5%
SUSTAINABILITY	Green	Take Climate Action and Conserve Nature	25	3.9%
OTHER	Value	What's Special About Mira Mesa	13	2.0%
	Z_Other	General Comment	29	4.5%
			642	100.0%

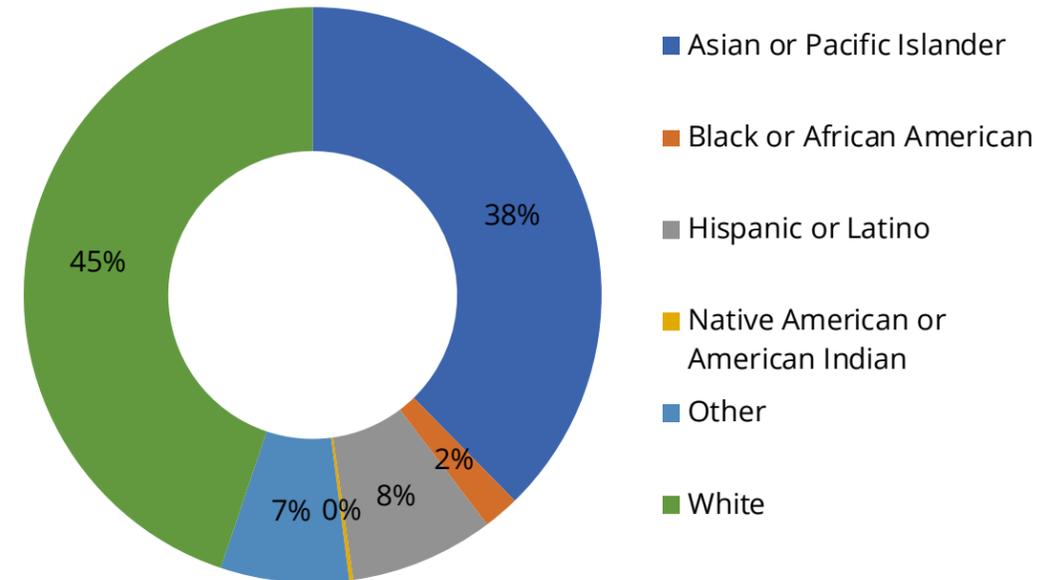


WHO RESPONDED TO ONLINE SURVEY?

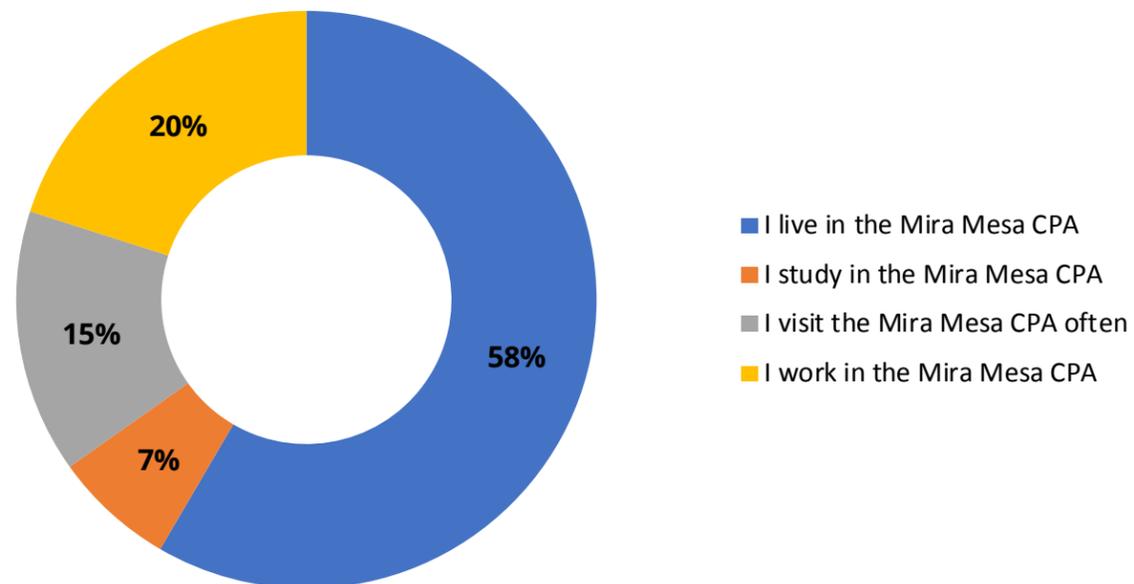
What is your age?



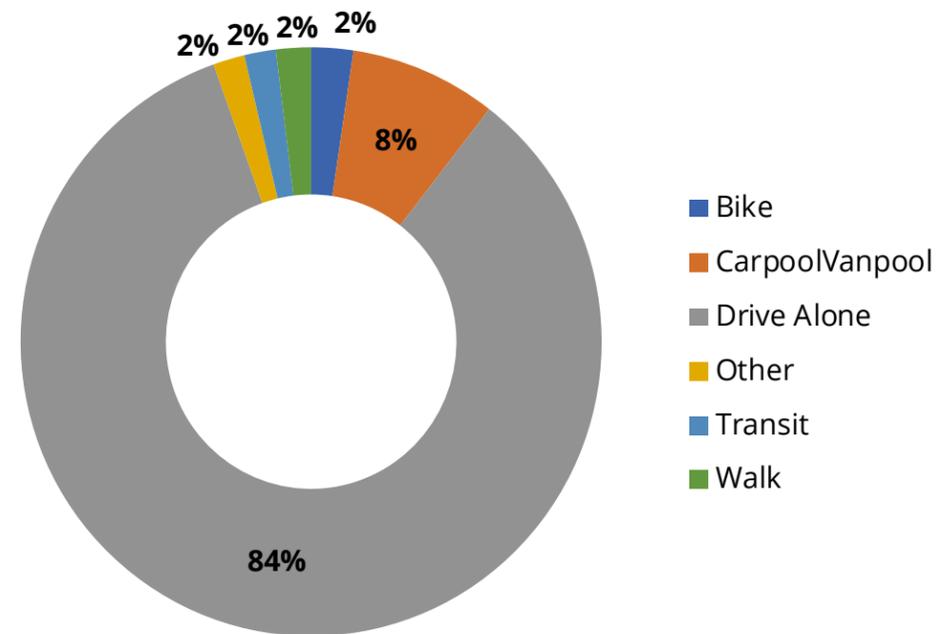
What is your race/ethnicity?



Do you live, study, visit or work?



How Do You Get Around?



CONCLUSION - DRAFT COMMUNITY VISION AND PRINCIPLES

The results from community engagement, technical studies, and citywide policies were summarized to draft the initial community vision and guiding principles. The draft community vision and principles will inform the next phase of the community plan update process and help guide the development of land use scenarios, mobility solutions, and urban design concepts.

DRAFT VISION

Vibrant employment centers, eclectic community villages, and active neighborhoods.

DRAFT GUIDING PRINCIPLES

LAND USE AND URBAN DESIGN

- Walkable, compact, mixed-use villages of different scales.
- Public plazas, squares, and walkable streetscape that enhance community identity.

HOUSING

- Diverse housing types for variety of incomes and ages located near transit, jobs, activity centers, and other amenities.

PARKS, RECREATION, AND OPEN SPACE

- Parks, trails and open spaces are easily accessible to residents through the community.
- Restoration of community's creeks and protection of sensitive habitats, canyons, and open space network.

PUBLIC FACILITIES

- Investment in new public facilities to meet community needs.

MOBILITY

- A transportation network ensures safe, accessible, and efficient travel.
- Convenient, frequent, and user-friendly public transit network.
- Comfortable neighborhoods for people walking and biking, with continuous sidewalks and bicycle paths, a variety of routes, and good access to schools, parks, shopping, jobs, transit, and villages.

ECONOMY

- Employment centers that include, when appropriate, shopping and after-hour activities as well as housing, so they become richer more vibrant places throughout the day and night.
- Land use and infrastructure investments that promote more start-ups, craft businesses, and knowledge-based jobs.
- Preservation of industrial land for manufacturing and warehousing.

CLIMATE ACTION AND SUSTAINABILITY

- A resilient carbon-neutral community powered by 100% renewable energy and a pollution-free transportation system.



www.PlanMiraMesa.org

Prepared by:



Online survey charts and community element tables by:

