UNIVERSITY

Community Plan Update

UNIVERSITY COMMUNITY PLAN UPDATE SURVEY

DECEMBER 2019

The City of
SAN DIEGO

This page intentionally left blank.

CONTENTS

FIGURES

1. Introduction

1.1 COMMUNITY PLAN CONTEXT

The City of San Diego is in the process of updating the University Community Plan. Community plans work in concert with the City's General Plan to guide growth and development in San Diego's 52 community planning areas. Community plans describe the community's vision and identify strategies for enhancing existing assets and managing change. They establish goals and policies, implement strategies, and inform local decision-making and investment. Community plans provide parcel-level land use designations to be implemented through corresponding zoning and tailored policies that address issues of importance to the community. Community plans also play a key role in helping the City to meet its Climate Action Plan (CAP) targets by planning for an urban form conducive to alternative modes of transportation.

The current University Community Plan was originally adopted in 1987 and has undergone several amendments to address changing conditions. The Community Plan Update (CPU) will:

- Establish an updated vision and key objectives that align with community priorities;

- Analyze current land use designations and changes in demographics;

- Evaluate demand for housing and development while accounting for climate change and environmental impacts,

- Factor in the extension of the Blue Line Trolley service to University and other transit connections; and

- Ensure that Community Plan policies and recommendations remain consistent with the General Plan, citywide, and regional policies.

The University of California, San Diego (UC San Diego) campus is located within the University Community Plan area but is planned under the UC San Diego 2018 Long Range Development Plan and is therefore not a focus of the CPU.

For more information on the CPU planning process, visit:

https://www.planuniversity.org/

1.2 COMMUNITY ENGAGEMENT & SURVEY

Community engagement is a fundamental part of the community planning process. It's an exciting opportunity for residents, employees, and visitors of the area to give feedback on ways their community can be more connected, sustainable, and economically vibrant.

The University community is being engaged in the update process through a variety of outreach techniques. A non-scientific online community survey was undertaken from May 22 through June 29, 2019, focused on identifying community priorities and recommendations for mobility, housing, non-residential development, and parks and public spaces within the Planning Area. The survey was promoted through various sources: The Planning Department CPU website, University CPU website, an email notice distributed to community members subscribed to the CPU interest list, meetings of the University Community Planning Group (UCPG) and University CPU Subcommittee (CPUS), social media advertisements, and an ad placed in the UCCA University News Newsletter. In addition to check-the-box, and prioritization/ranking questions, the survey included several interactive mapping questions.

This report summarizes the analysis and findings from the survey. These findings will serve as a valuable reference to guide City staff, the UCPG, CPUS, Planning Commission, the City Council, the consultant team, and others in directly formulating recommendations and policy concepts for the CPU.

1.3 SURVEY RESPONDENT DEMOGRAPHICS

The survey received 1,607 responses. Respondents were asked to describe their relationship to the University Community and were permitted to identify more than one relationship. Figure 1-1, displays responses. Seventy percent of the respondents are University residents. Those employed in the University Community represented 35% of respondents, while 33% are property owners.

Figure 1-2, displays respondent's reported relationship with the University Community. Thirty-one percent identified as residents only, 20% identified only as University Community employees only, and 19% identified as both residents and property owners.

Of the respondents that provided their zip code, 70% were from zip code 92122, 6% from 92121, and 5% from 92037. The remaining respondents hailed from a range of other San Diego-area zip codes.

Seven percent of respondents reported being between the age of 19 and 29, a significantly lower percent than was reported in the census figures for the University Community (Figure 1-3). According to SANDAG 2018 census estimates, 55% of residents of the University Community Planning Area are thirty years old or older.

Forty-one percent of survey respondents reported having lived or worked in the University Community for more than 20 years. Fifty-six percent of respondents reported a tenure in the University Community of 20 years or fewer, and 2% of respondents said that they did not live in the area (Figure 1-4).

Respondents were also asked to provide information regarding their gender and race/ethnicity. Of those who replied, 56% identified as female, 40% as male, and 4% as other. According to 2018 census estimates, the University Community Planning Area is 51% female and 49% male. Among survey respondents, 70% identified as Caucasian, with members of the Asian, Black/African American, Hispanic/Latinx/Spanish, Native American and Alaska Native Hawaiian and Pacific Islander, and Middle Eastern or North African communities also represented (Figure 1-5). In contrast, 2018 census figures estimate that the University Community Planning Area is 48% Caucasian (white), 30% Asian, and 14% Hispanic, with members of other ethnic groups, including black, American Indian, and Pacific Islander also represented.

The survey received **1607** responses

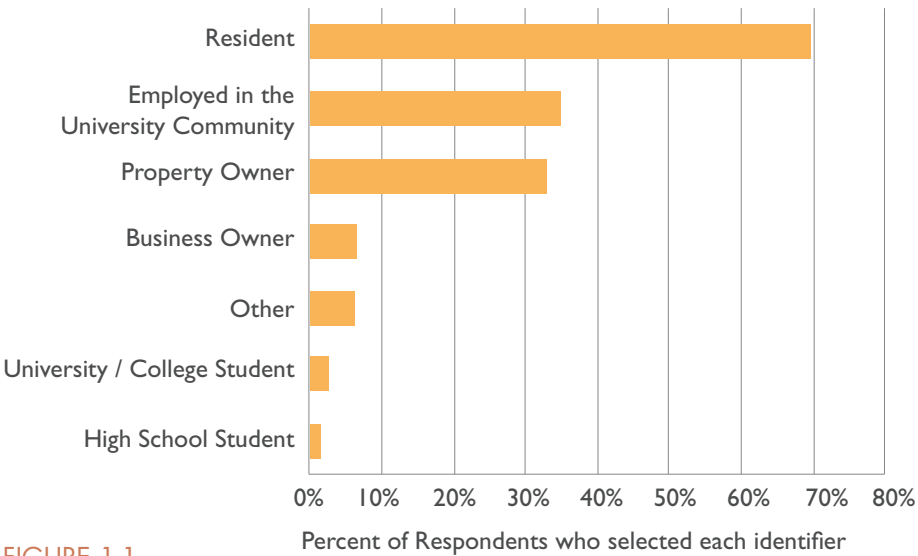### QUESTION: What is your connection to the University Community?

FIGURE 1-1
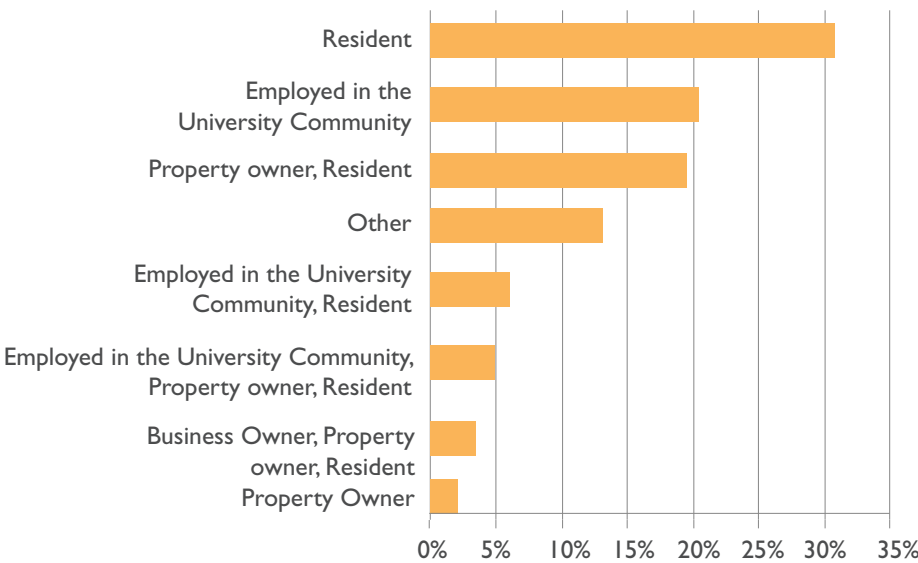
Percent of Respondents who selected each identifier

QUESTION: What is your connection to the University Community?

FIGURE 1-2

QUESTION: What is your age?

65 years and older
45 to 64 years
30-44 years
19 to 29 years
18 or younger
I prefer not to answer

0%   10%   20%   30%   40%   50%
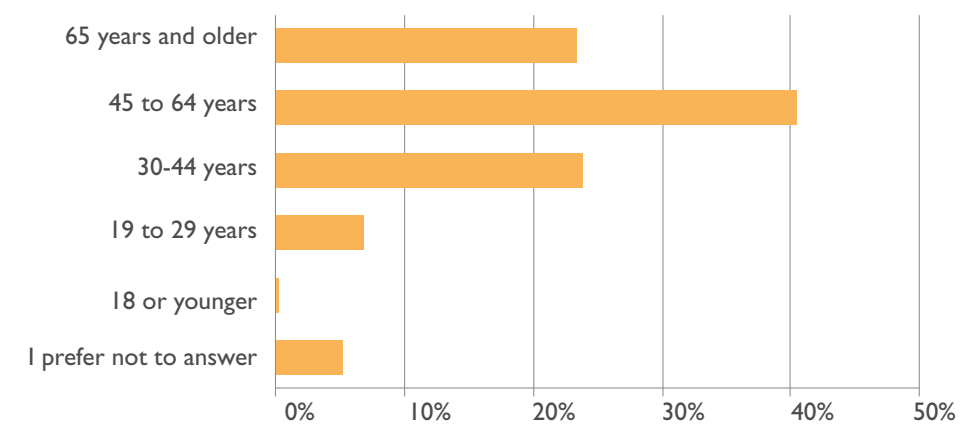
FIGURE 1-3

QUESTION: How long have you lived/or worked in the University Community?

More than 20 years
16-20 years
11-15 years
6-10 years
1-5 years
less than one year
I prefer not to respond
I do not live in the University Community

0%   10%   20%   30%   40%   50%

FIGURE 1-4

QUESTION: Which of the following best describes your race/ethnicity?

White
Prefer not to answer
Asian
Hispanic, Latinx, or Spanish origin
Mixed, more than one
Other
Native Hawaiian or Other Pacific Islander
Middle Eastern or North African
Native American or Alaska Native
Black or African American

0% 10% 20% 30% 40% 50% 60% 70% 80%

FIGURE 1-5

2. SURVEY RESULTS

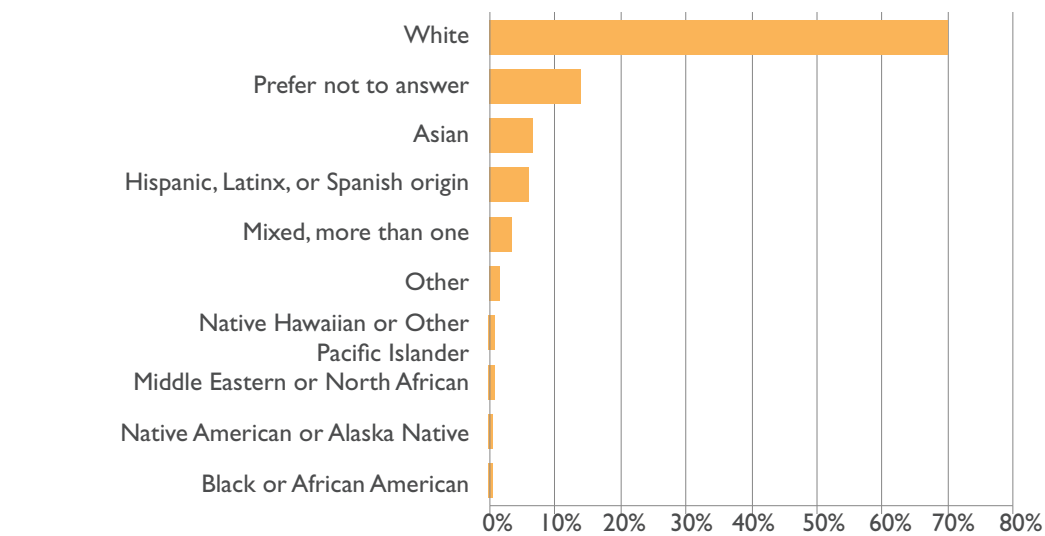Highlights of the online survey are discussed and summarized below. The full set of responses to open-ended questions is included in the Appendix.

2.1 ANALYSIS OF SURVEY RESPONSES

Survey participants were asked eight questions about their ideas and priorities for the University Community and were also asked to identify locations that they thought could benefit from new transportation infrastructure, additional housing, mixed-use development, and new parks. Some questions were open-ended while others provided multiple choices, prompting respondents to select one or multiple answers. Open-ended responses were synthesized and summarized to reveal broader patterns of responses.

The percentages refer to the number of responses for that particular question, or named the given subject in their response to an open-ended question. Many questions allowed participants to check multiple topics as priorities, and in some instances respondents did not fully answer a question; thus totals may not add up, or may add to more than 100 percent.

2.2 PRIORITIES

The survey began by providing respondents with a list of priorities to be included in the Community Plan Update. For each of the priorities provided, respondents were asked to provide a numerical score of 1 to 5, with 1 meaning "not very important" and 5 meaning "very important." The priorities listed were:

- canyons and open space are protected as community assets
- new park and recreation facilities are provided with future population growth
- affordable housing is built
- existing street infrastructure should be improved to encourage more walking and biking
- the office and scientific research areas are a major source of jobs for the region, and residents can live, work, shop, and play.

FIGURE 2.1: With the understanding that each topic is important and will be addressed in the plan, please rate the following elements from not very important (1), to very important (5).

All priorities provided in the survey evoked high levels of respondent interest, with all possible priorities earning scores of 4 or 5 from at least half of all respondents, and five of the six priorities earning an average score of 4 or above. Ninety-one percent of respondents gave the priority "Residents can live, work, shop, and play," a score of 4 or 5, with an average score of 4.38 (Figure 2-1). Eighty-nine percent of respondents gave the priority "Canyons and open space are protected as community assets" a score of 4 or 5, and with an average score of 4.46, this priority generated the highest proportion of "very important" scores (Figure 2-2).

Respondents were also given the opportunity to suggest their own priorities for the Community Plan. Four hundred-seventy-seven respondents provided suggestions for additional priorities. Of these, 241 reflected transportation priorities, including road maintenance, traffic safety and congestion, and access to active and public transportation. One hundred and ten comments expressed concern for potential loss of the Community's natural and scenic resources. Forty-seven respondents made comments that alluded to the overall character of the neighborhood and associated development and zoning impacts. A complete list of comments provided is available in the Appendix.

QUESTION: With the understanding that each topic is important and will be addressed in the plan, please rate the following elements from not very important (1), to very important (5).
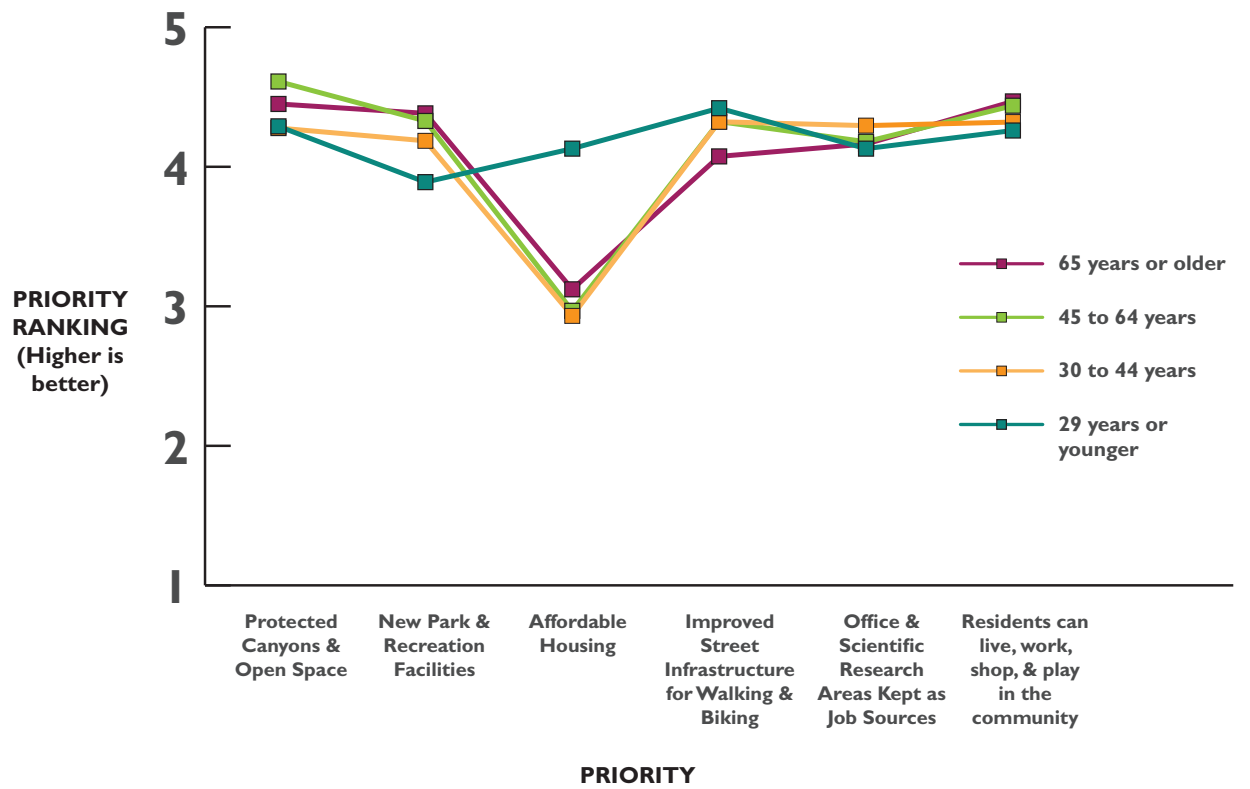

FIGURE 2-1 PRIORITIES RANKED BY AGE

2.3   DEVELOPMENT

MULTI-FAMILY HOUSING

Respondents were asked to place pins on the map, indicating where in the University Community Plan Area they would like to see new multi-family housing. Respondents were allowed to place any number of pins; 283 multi-family housing pins were placed in all.

Locations identified for potential new multi-family housing were diffuse. Areas that attracted a high degree of respondent attention included the area circumscribed by Eastgate Mall, Miramar Road, and I-805; the area west of La Jolla Commons, bounded by Executive Drive at the south and Genesee at the west; the Rose Canyon Open Space Park; and area around the intersection of Genesee Avenues and Nobel Drive. These areas represent a high diversity of underlying land uses. While many of the pins were placed in areas that already feature residential development, pins were also placed in the current locations of shopping centers, on empty lots, and near office parks. Many pins were placed in the area between the Voigt Drive and Executive Drive trolley stops, and along the western and southern edges of the UC San Diego campus (Figure 2-2).
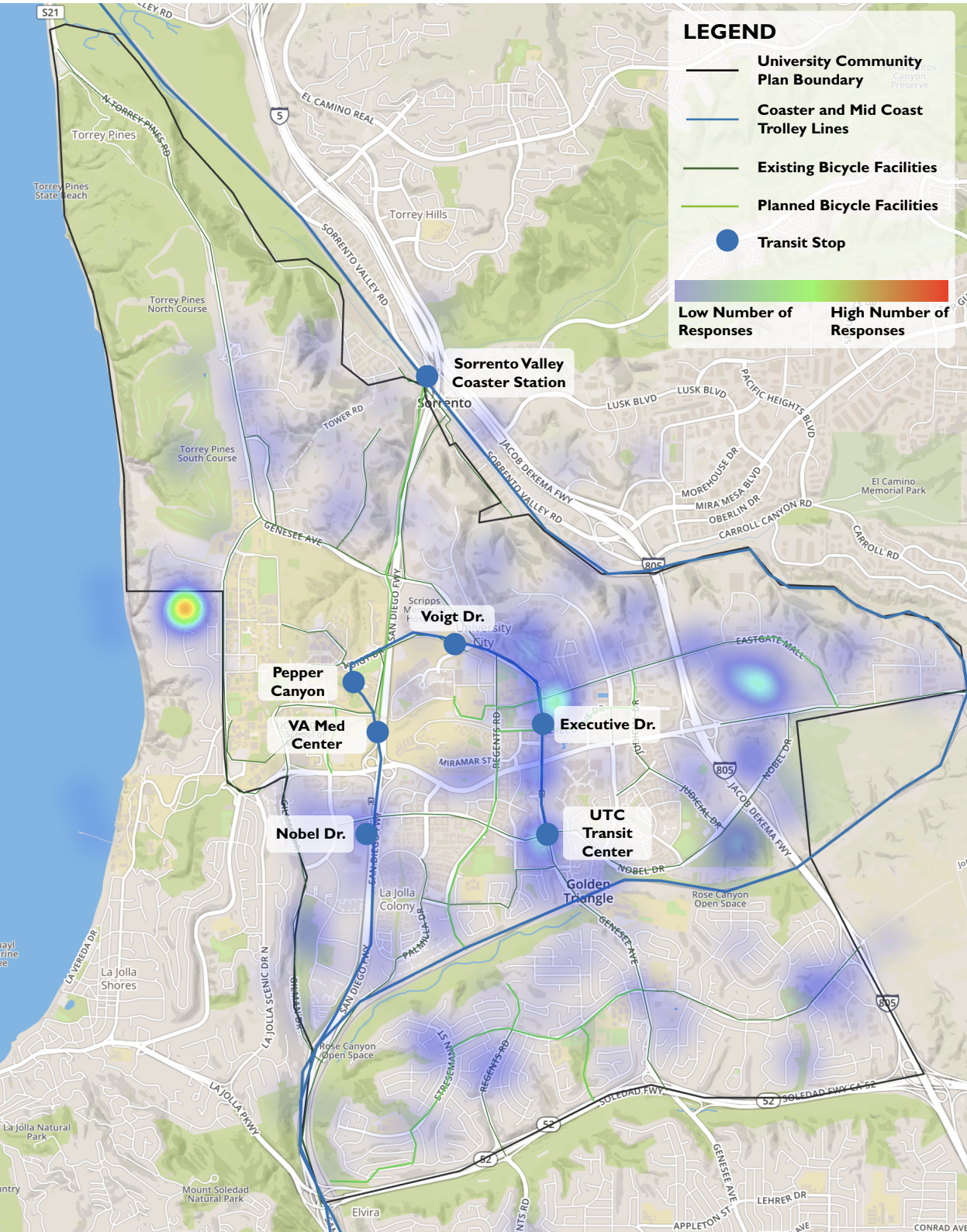
FIGURE 2-2 LOCATIONS FOR MULTI FAMILY HOUSING

MIXED-USE

Respondents were asked to place pins in locations where they would like to see additional mixed-use (retail, office, and multi-family) development. Respondents could place any number of pins on the map; 352 were placed in total.

Areas that attracted significant respondent interest included the intersection of Regents Road and Governor Drive; the intersection of Genesee Avenue and Governor Drive; La Jolla Village Drive between Villa La Jolla Drive and the San Diego Freeway; the area circumscribed by Eastgate Mall, Miramar Road, and I-805; the intersection of Governor Drive and Genesee Avenue; and the area falling between Nobel Drive, Towne Center Drive, Eastgate Mall, and Regents Road. Most pins were placed in areas where retail or office uses already exist, including the area immediately surrounding the Nobel Drive Trolley Station and the area between the Executive Drive Trolley Station and the UTC Transit Center Station (Figure 2-3).
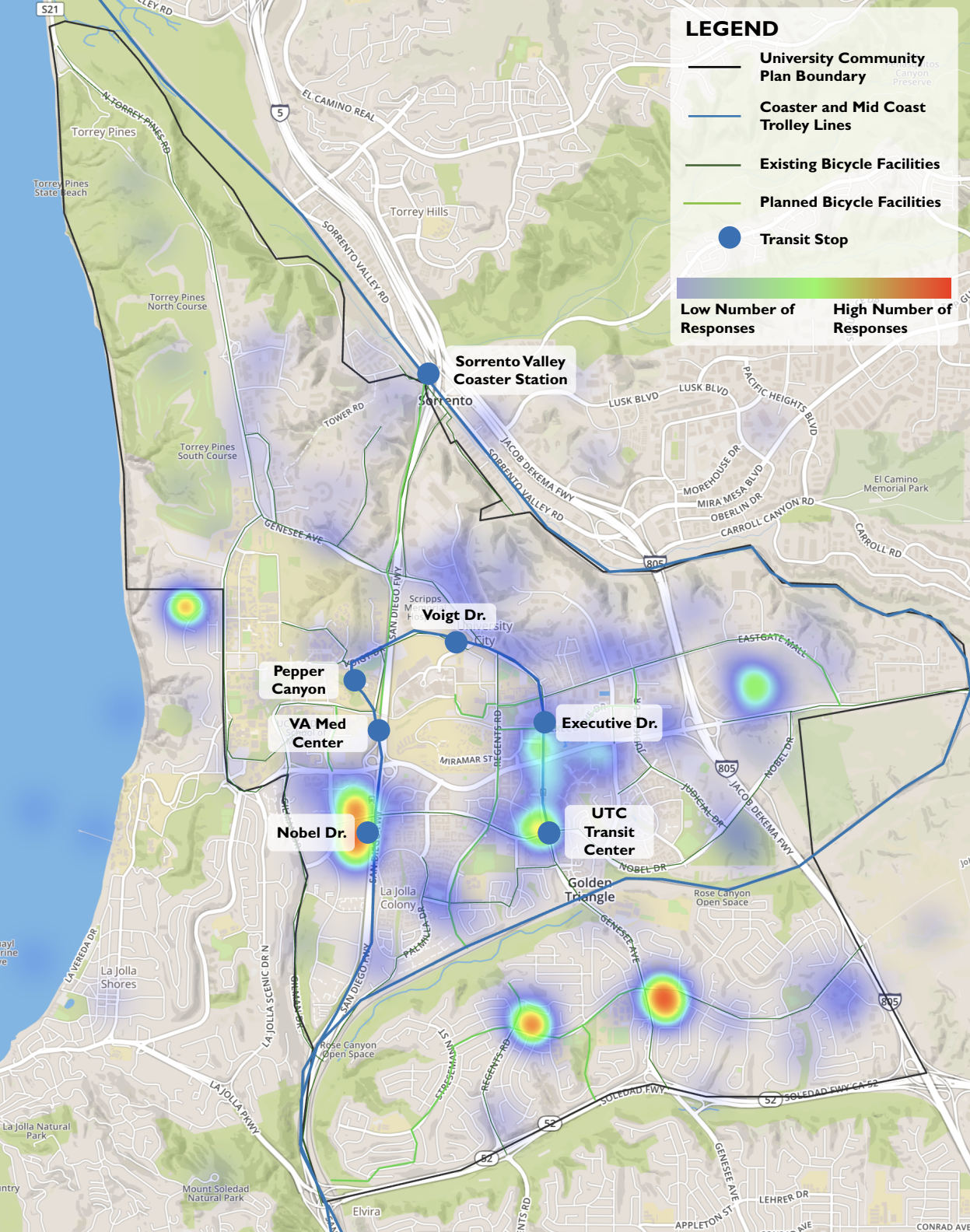
FIGURE 2-2 LOCATIONS FOR MIXED-USE

OTHER DEVELOPMENT OPPORTUNITIES

Respondents were given the opportunity to place additional pins on the map in any location they would like, then describe the type of development they would like to see occur in that area. One hundred ninety-seven of these open-ended pins were placed in total.

The locations in which respondents placed open-ended pins were diverse and covered a large expanse of the Community Planning Area. However, some clustering was observed around existing shopping centers—particularly those located along Governor Drive at Genesee Avenue and Regents Road, along Genesee Avenue at Nobel Drive and La Jolla Village Drive, and at Nobel Drive and La Villa Jolla Drive. Respondents expressed a diversity of desired development types for these areas, including retail, bars and restaurants, entertainment venues, office development, and housing. Another area of significant interest was the office park at the east end of Governor Drive near Interstate 805, where respondents expressed interest in high-tech offices, restaurants, housing, and a senior center (Figure 2-3).

Respondents left 173 comments describing the type of development they would like to see at their pinned locations. Of these, about 40% expressed a desire for additional restaurant and bar development, 20% for increased retail, 12% for office use, and 9% for entertainment venues. Additional comments addressed development desires such as parks, hotels, public services facilities such as libraries and fire stations, and housing—including senior and student housing. Four percent of pins identified locations where respondents would like to see no additional development occur. The specific types of desired retail establishments that respondents described included grocery stores, hardware stores, and general-purpose stores such as Target. When respondents provided detailed commentary about the specific type of office development they would like to see, they frequently specified high rise, high/bio-tech, and corporate headquarters offices. Complete responses to this open-ended question are provided in the Appendix.

QUESTION: Where should other development opportunities be located within the University Community?
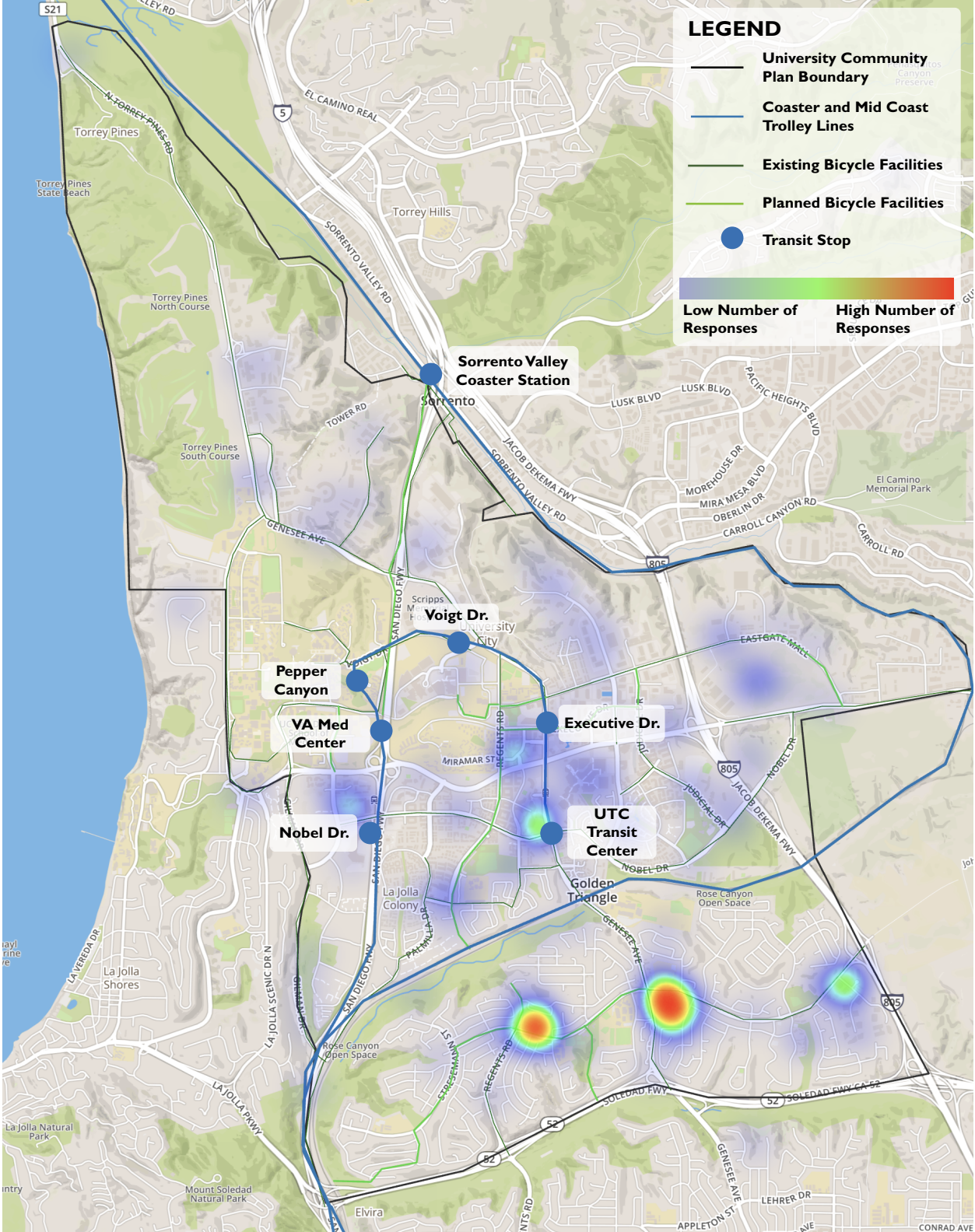

FIGURE 2-4 LOCATIONS FOR OTHER DEVELOPMENT OPPORTUNITIES

NON-RESIDENTIAL DEVELOPMENT

Respondents were provided with a suite of potential types of non-residential development to be increased within the University Community, including Research and Development/High-tech; Hotels; Corporate Headquarters; Office Services; Regional Serving Shopping; Restaurants, Cafes, and Bars; and Arts and Entertainment. Respondents were asked to score each of these potential development types on a scale of 1 to 5, with 5 indicating that they would like to see a high increase in this type of development, and 1 indicating that they would like to see no increase.

Question 4: What types of office and commercial developments do you think should be increased within the University Community?

The type of non-residential development that received the highest average score was Restaurants, Cafes, and Bars. This development type received an average score of 3.79 and, at 77%, also obtained the highest proportion of 4 and 5 scores. Arts and Entertainment, Research and Development/High Tech, and Neighborhood Serving Shopping also generated substantial respondent support, with average scores of 3.55, 3.54, and 3.48, respectively. Other non-residential development types did not receive as much respondent support (Figure 2-5) . Interest in Restaurants, Cafes, and Bars and Arts and Entertainment were generally strong across demographic variables

QUESTION: What types of office and commercial developments do you think might be increased within the University Community?
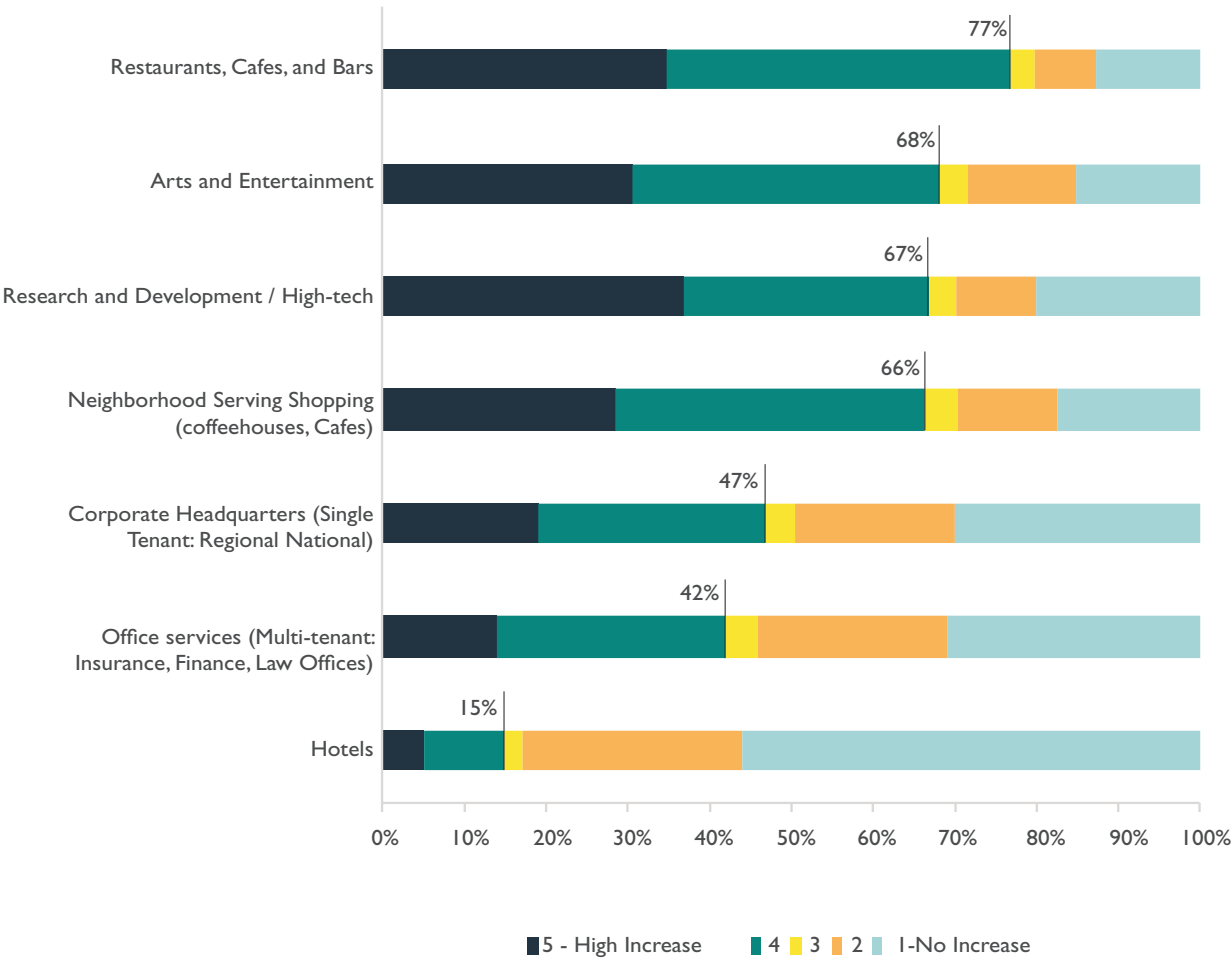

FIGURE 2-5 NON-RESIDENTIAL DEVELOPMENT USES

2.4   PARKS & PUBLIC SPACES

PARKS

Respondents were asked to place pins in locations where they would like to see new parks, or where they felt existing parks could be improved. Respondents could place any number of pins on the map; 482 were placed in total.

Areas that attracted significant attention for park development included Marcy Park, the area between Spreckels Elementary School and Standley Middle School, the area circumscribed by Eastgate Mall between La Jolla Village Drive and Interstate 805, University Gardens Park, the Nobel Athletic Area, Doyle Community Park, and Rose Canyon Open Space Park between the segments of Regents Road (Figure 2-6). Many locations identified were those of pre-existing park facilities or open space. The park areas that received the highest numbers of pins, typically located along or south of Rose Canyon, were predominately surrounded by low density or single-family residential land uses. However, several park and open areas, including the Nobel Athletic Area, Doyle Community Park, and Mandell-Weiss Eastgate City Park, share significant borders with medium to high-density residential areas. The immediate north of Rose Canyon is also predominately medium-density residential development.

QUESTION: Where they would like to see new parks, or where they felt existing parks could be improved?
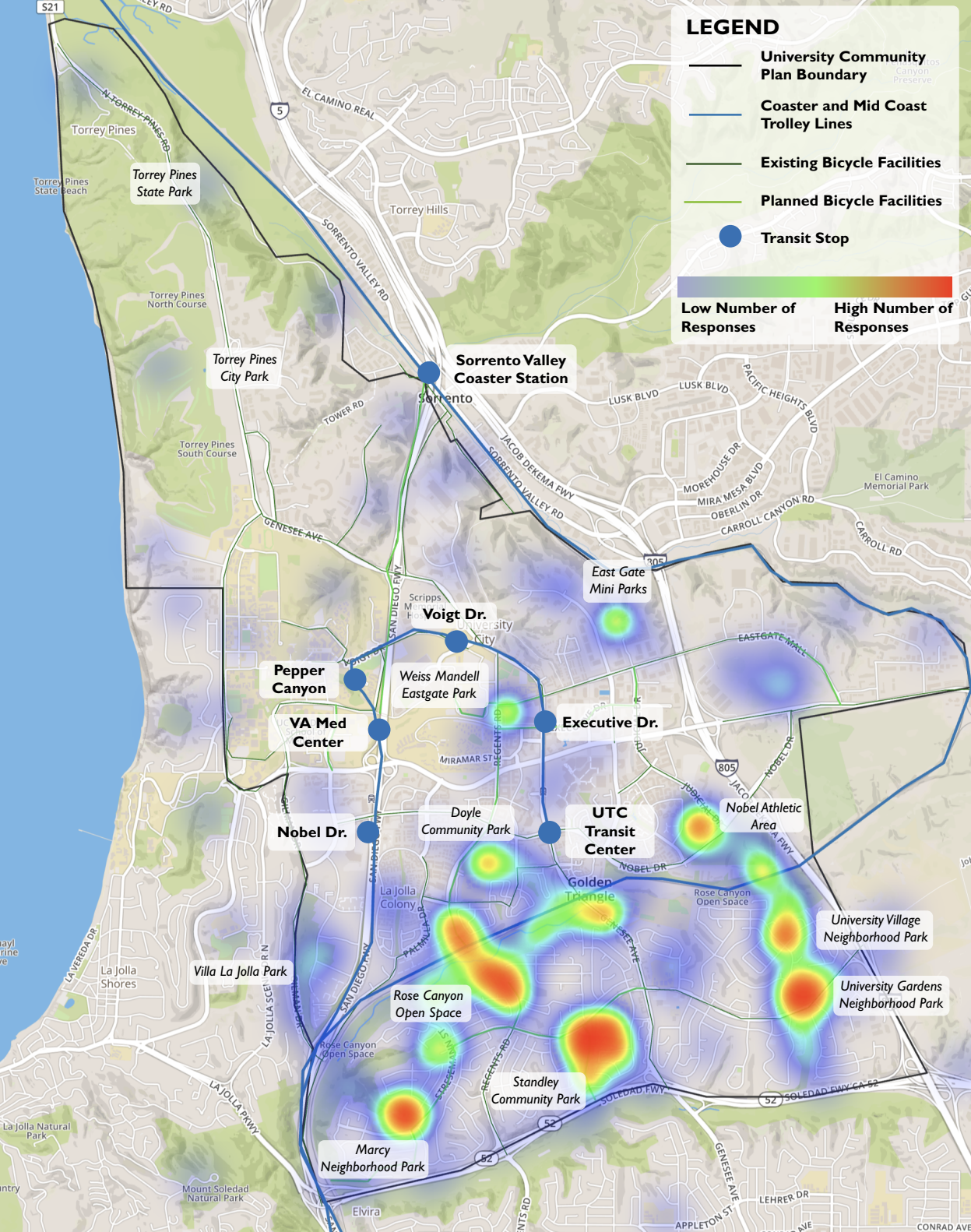

FIGURE 2-6 LOCATIONS FOR PARK DEVELOPMENT AND IMPROVEMENT

PARKS AND PUBLIC SPACES

Respondents were presented with a map displaying the parks within the University Community Plan Area, and were asked which types of amenities they felt would enhance the Community's existing parks and recreation infrastructure. Amenities options included integrated pedestrian connections from parks to surrounding areas, transit connections to parks, active sports fields, tennis courts, basketball courts, skate park, aquatic complex, non-programmed grass areas, picnic areas and benches, children's play areas, hiking/walking natural trails, off-leash dog parks, recreation center, senior center, bathrooms, informational displays, and community meeting spaces. Respondents were allowed to select as many of these amenities as they desired, as well as write in their own suggestions. A total of 5,413 potential amenities were provided by 966 respondents

Question: What types of amenities would enhance existing parks and recreation in the University Community over the next 20 years?

Hiking and walking trails were the most-desired parks and recreation amenities, with 68% of respondents indicating that they would appreciate these features. Sixty percent of respondents said that they would like integrated pedestrian connections from parks to surrounding areas (Figure 2-7).

As respondents were permitted to select more than one potential identifier, the sum of all percentages above exceeds 100%.

Respondents were also given the option to volunteer their own suggestions for parks and recreation amenities. One hundred and seventy respondents chose to provide additional suggestions. Comments were diverse, however, one overarching theme that emerged was a desire for increase maintenance and ongoing renovation of existing facilities. Fourteen respondents made suggestions that alluded the park upkeep, maintenance, and renovation. Nine made requests for improved park safety features, including traffic management. Seven made requests for new arts and entertainment venues. Six requested landscaping changes, including native and drought-tolerant species and more trees and flower beds. Twenty-seven comments alluded to the fate of Rose Canyon, a sizable proportion expressing interest in the construction of a park overlooking the dead ends of Regents Road. A complete list of comments provided is available in the Appendix.

QUESTION: What types of amenities would enhance existing parks and recreation in the University Community over the next 20 years?
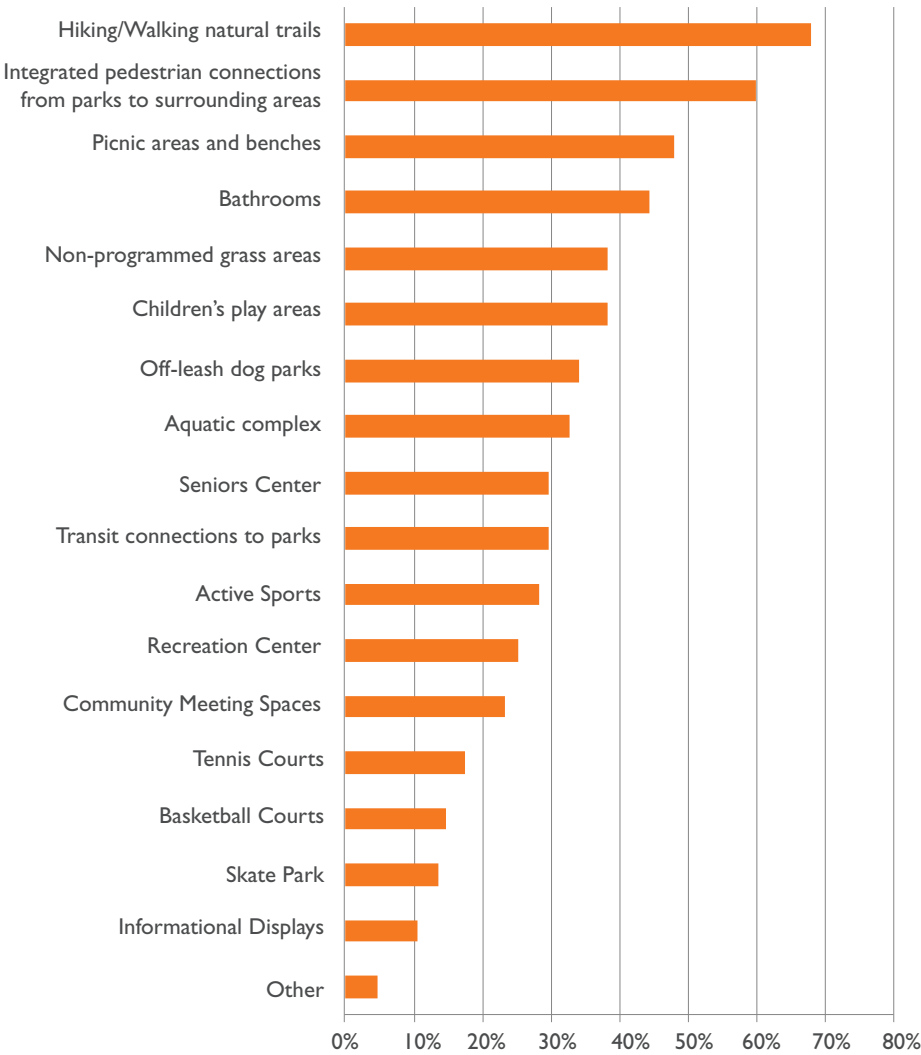

FIGURE 2-7 PARK AMENITIES

2.5   MOBILITY

MOBILITY IMPROVEMENTS

Respondents were asked to place pins on a map of the University Community Plan Area indicating where they would like to see bicycle network, transit, vehicle/roadway, and pedestrian improvements. Respondents were allowed to place any number of pins; 2,873 mobility pins were placed in all.

Members of the University Community were presented with an interactive map of the University Community Planning area and were given the opportunity to place pins in locations where they desired improvements in vehicle roadways, bikeway infrastructure, and transit and pedestrian facilities. Figure 2-8 represents the composite of all 2,873 pins where respondents indicated interest in mobility improvements.

QUESTION: Where would you like to see the following mobility improvements: bicycle network, transit, vehicle/roadway and pedestrian?
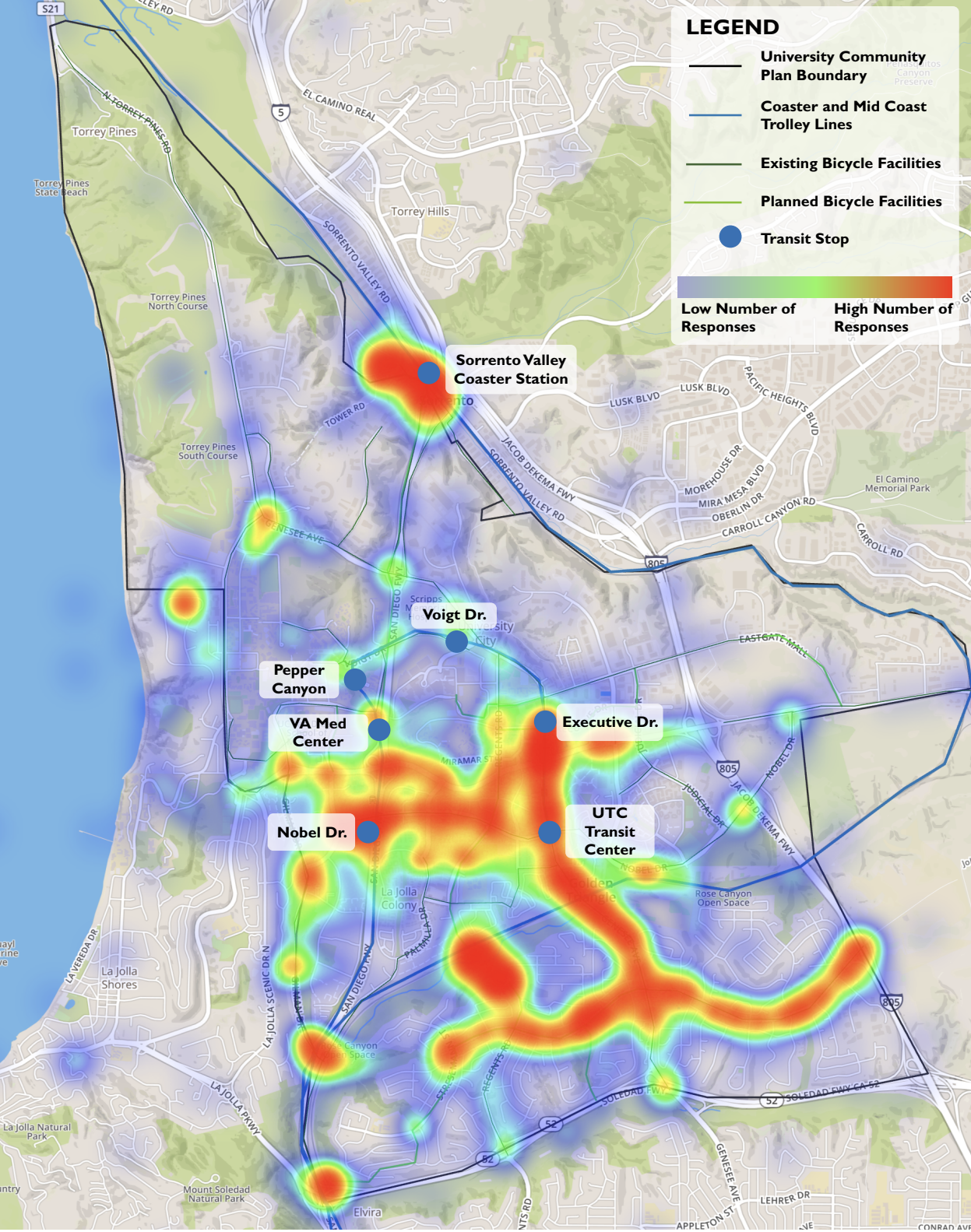

FIGURE 2-8 MOBILITY IMPROVEMENTS

TRANSIT IMPROVEMENTS

Respondents used 455 pins to identify locations where they would be interested in seeing transit improvements. Areas that received high densities of pin placement included the area surrounding Sorrento Valley Station, Genesee Avenue—particularly where it intersects with La Jolla Village Drive, Nobel Drive and Governor Drive—the Rose Canyon Open Space Park at its intersections with Genesee Avenue and Regents Road, the southern tip of Gilman and La Jolla Colony Drive, and Governor Drive—especially its intersections with Genesee Avenue and Regents Road, and east of its intersection with Genesee (Figure 2-10). Those employed in the University Community expressed the most interest in seeing transit improvements around the Sorrento Valley Station (Figure 2-9).
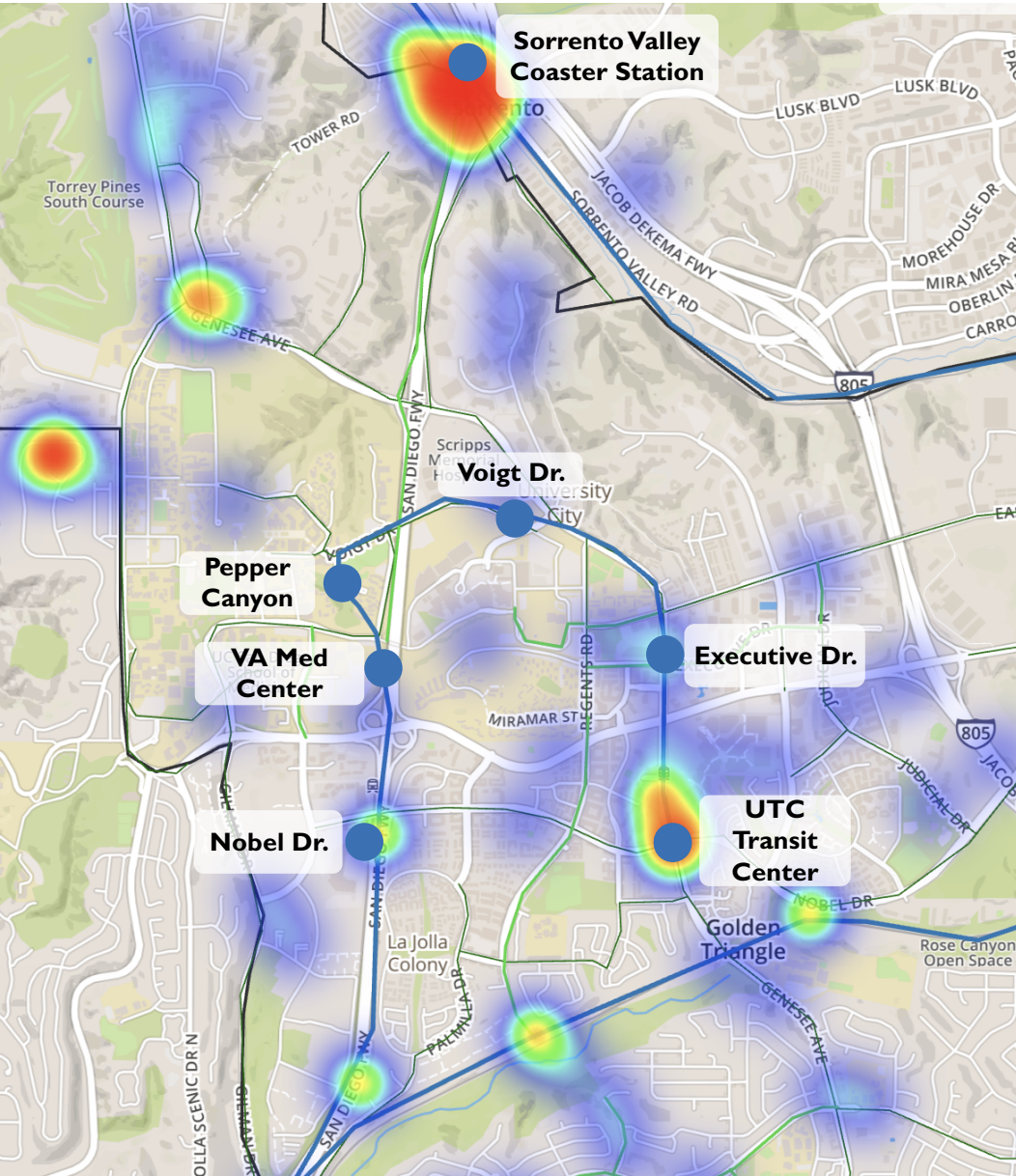
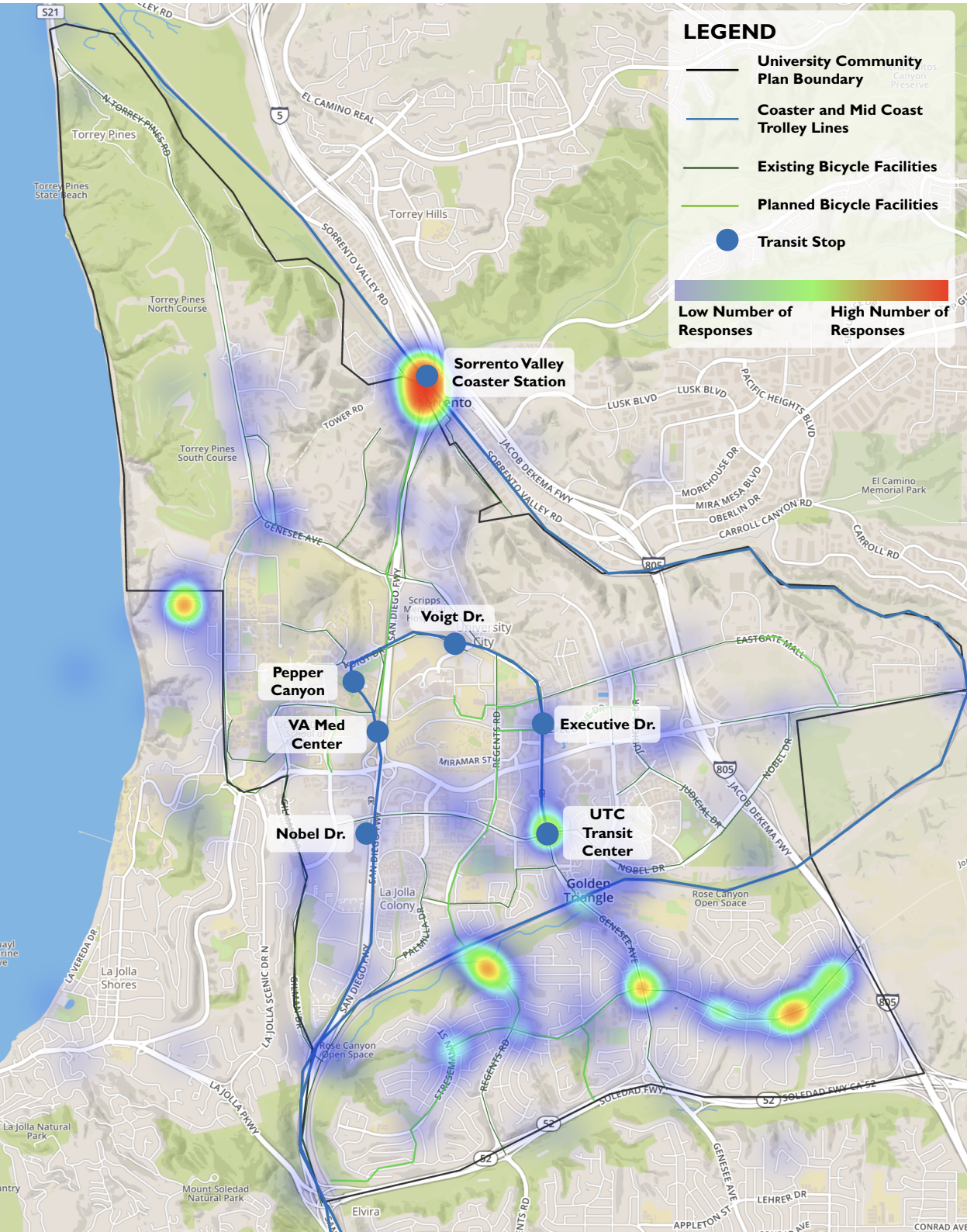FIGURE 2-9 TRANSIT IMPROVEMENTS (UNIVERSITY COMMUNITY EMPLOYEES)

FIGURE 2-10 TRANSIT IMPROVEMENTS

VEHICLE AND ROADWAY IMPROVEMENTS

Respondents used 761 pins to identify locations of interest for vehicle and roadway improvements. High densities of pins were placed along Governor Drive, Genesee Avenue, La Jolla Village Drive, and on Interstate 5 (I-5), particularly around Nobel Drive, La Jolla Village Drive, and Genesee Avenue. The area bounded by Nobel Drive, Regents Road, La Jolla Village Drive, and Lebon Drive also attracted participant attention. Other areas of high interest were the area surrounding the Sorrento Valley Station and the Rose Canyon Open Space Park at Regents Road. (Figure 2-12).

As with bikeway and transit improvements, those who expressed the most interest in seeing vehicle and roadway improvements around the Sorrento Valley Station were University Community employees (Figure 2-11).
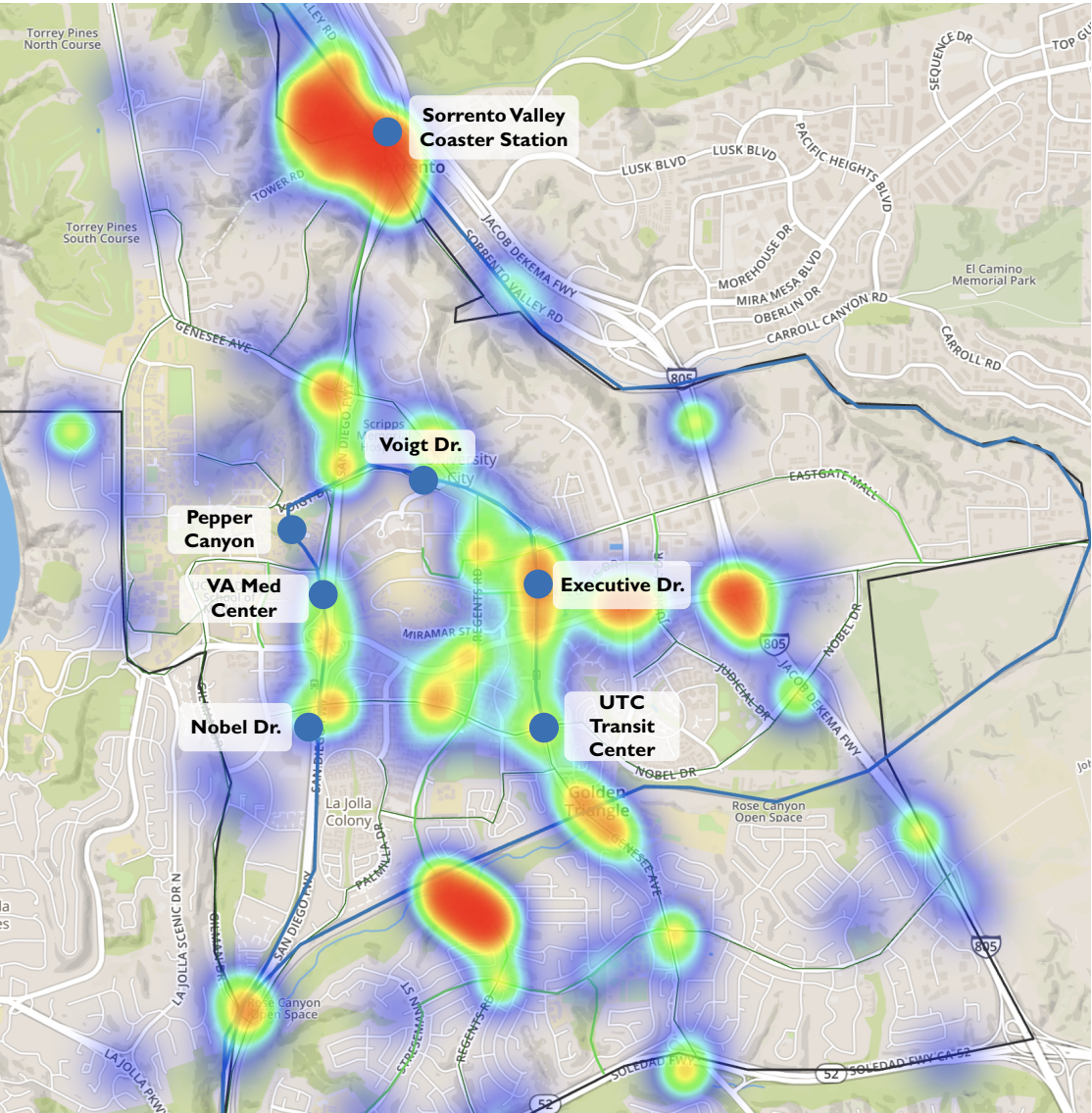

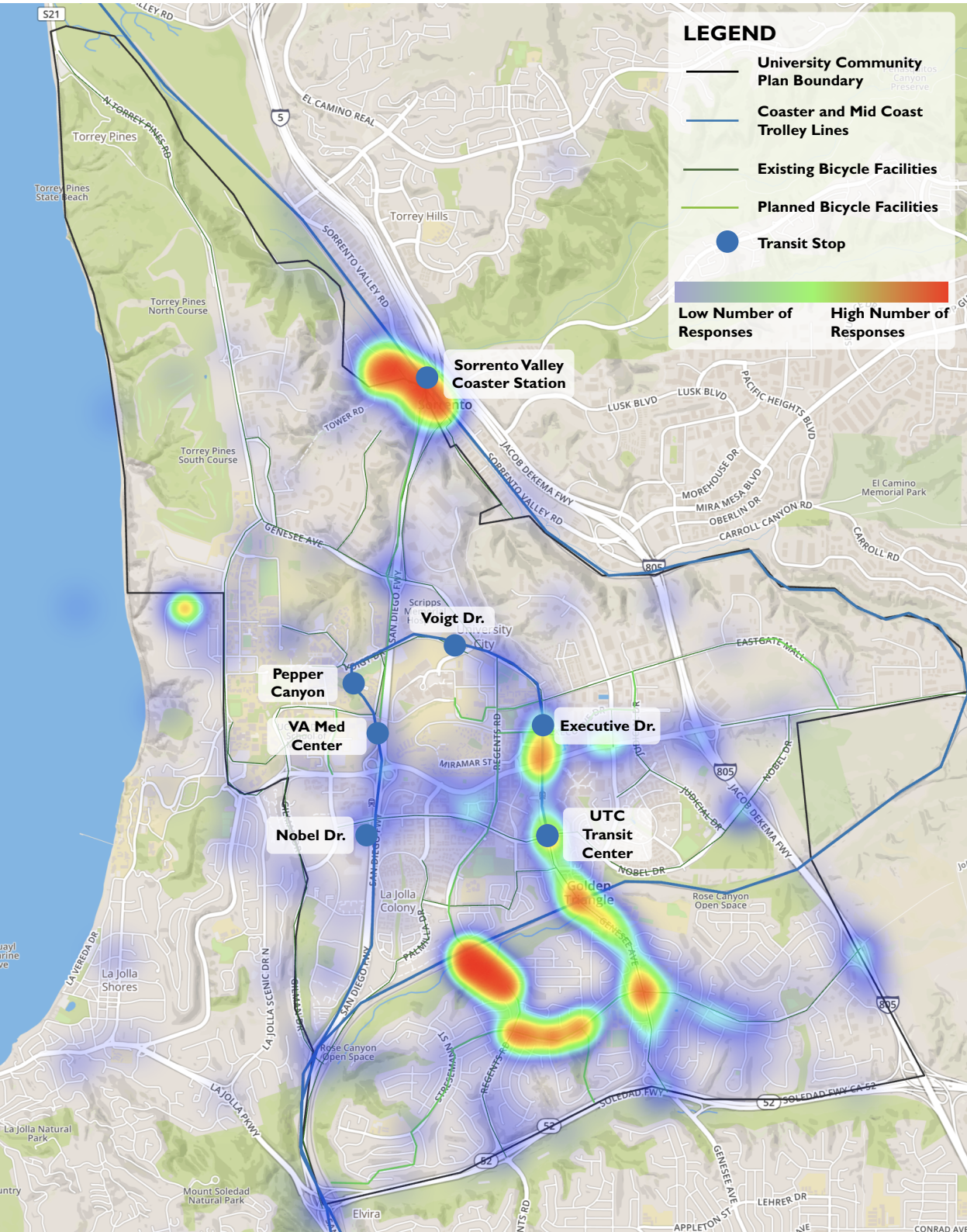FIGURE 2-11 VEHICLE AND ROADWAY IMPROVEMENTS (UNIVERSITY COMMUNITY EMPLOYEES)

FIGURE 2-12 VEHICLE AND ROADWAY IMPROVEMENTS

BICYCLE NETWORK IMPROVEMENTS

Respondents used 1,064 pins to identify locations of interest for bicycle network improvements. Many of these pins fell along or at the intersection of major roadways, including Governor Drive, Genesee Avenue, Gilman Drive, Regents Road north of Nobel Drive, Nobel Drive, and Villa La Jolla Drive between Nobel Drive and La Jolla Village Drive. Other points of high interest include the southern tip of Gilman and La Jolla Colony Drive, Rose Canyon Bike Path near the intersection of I-5 and CA-52, the Rose Canyon Open Space along Regents Road, and the area around the Sorrento Valley Station (Figure 2-15).

Most pins placed by university and college students and by those aged between 19 and 29 were located in the vicinity of the UC San Diego campus (Figure 2-13).

Those who stated that they are employed within the University Community expressed notable interest in seeing bikeway improvements around the Sorrento Valley Station (Figure 2-14).
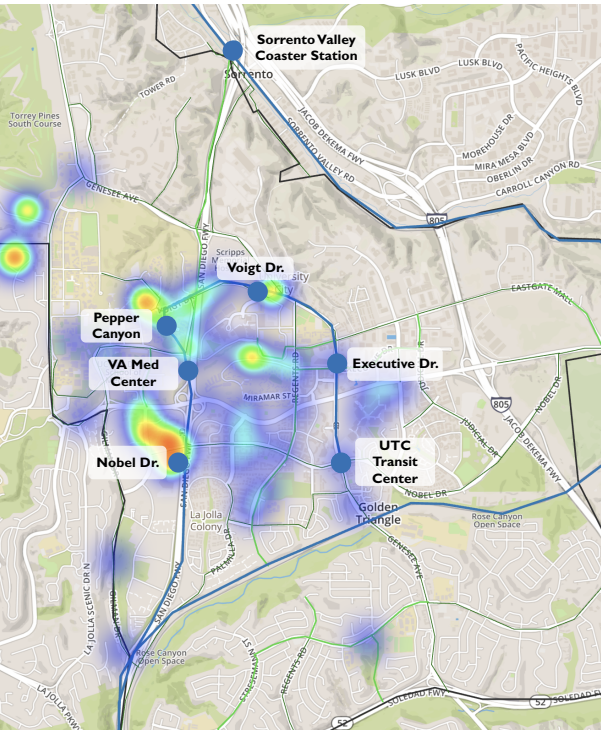

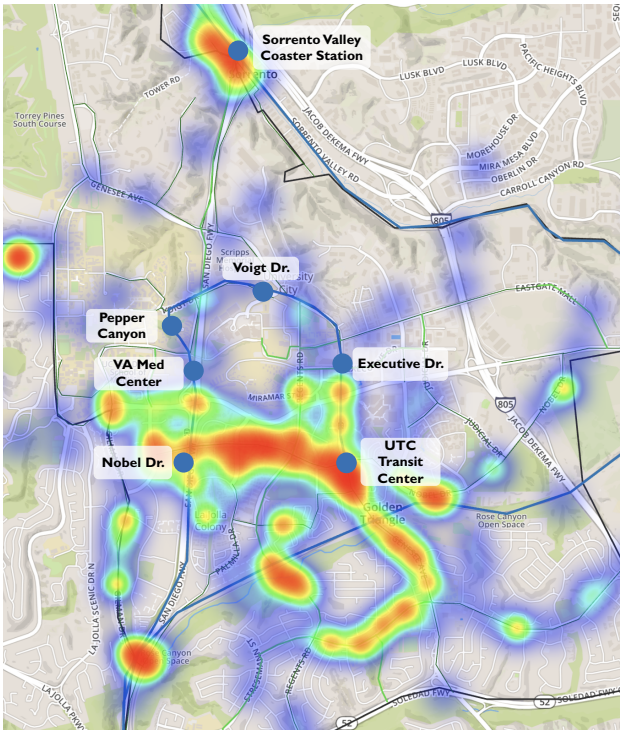FIGURE 2-13 BICYCLE IMPROVEMENTS (UNIVERSITY COMMUNITY AGES 19-29)

FIGURE 2-14 BICYCLE IMPROVEMENTS (UNIVERSITY COMMUNITY EMPLOYEES)

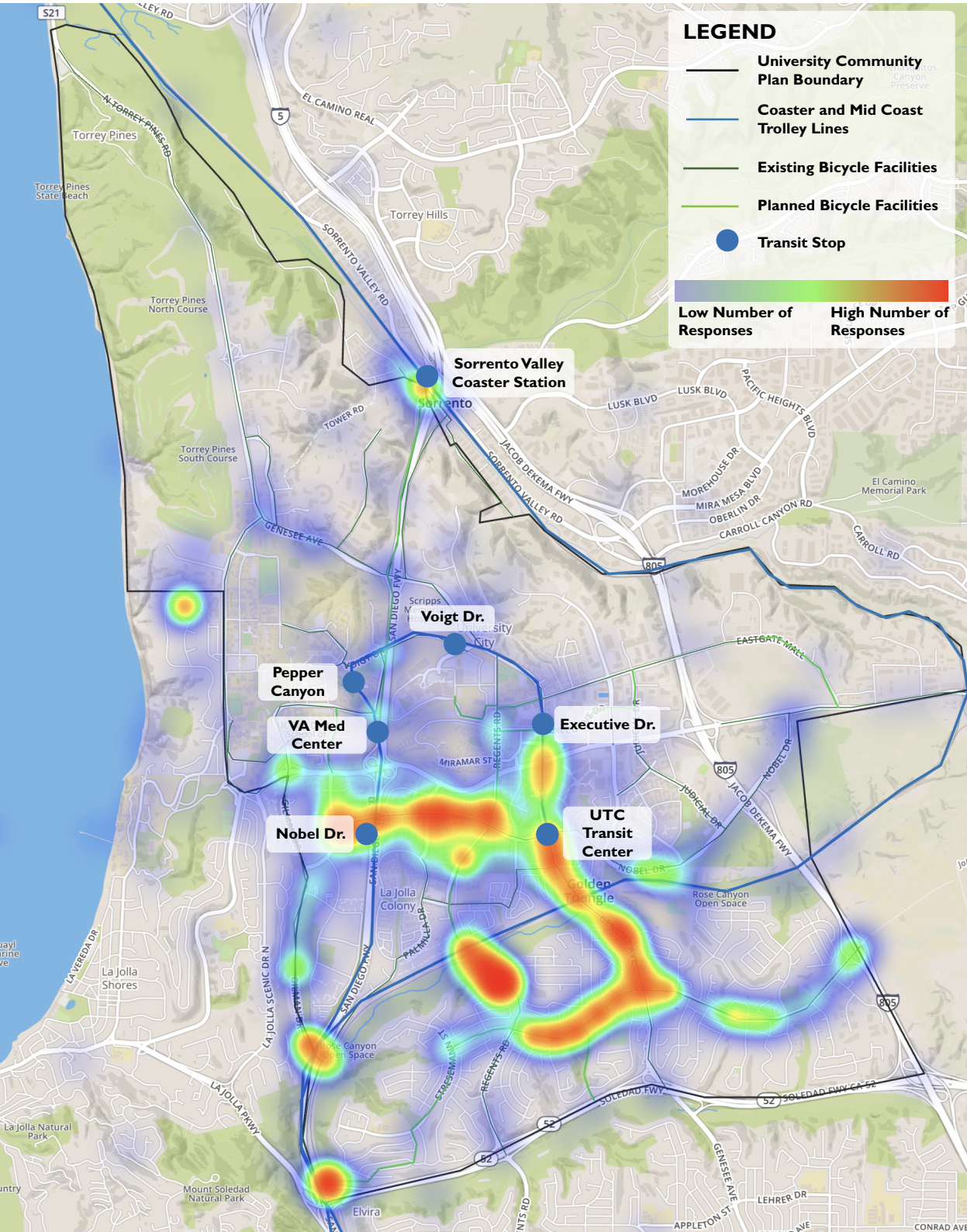QUESTION: Where would you like to see bicycle network improvements?

FIGURE 2-15 BICYCLE IMPROVEMENTS

PEDESTRIAN IMPROVEMENTS

Respondents used 578 pins to identify locations for potential pedestrian improvements. Areas of high point density included Governor Drive—particularly its intersection with Genesee Avenue and Stadium Street; Genesee Avenue—particularly at the intersections of Nobel Drive, La Jolla Village Drive, and Executive Drive where Nobel Drive passes over I-5; the southern tip of Gilman and La Jolla Colony Drive; the Rose Canyon Open Space at Regents Road; and La Jolla Village Drive, between Gilman Drive and Lebon Drive (Figure 2-18).

Generally, those who identified as residents were the most likely to identify locations for pedestrian improvements outside of major transportation and employment hubs (Figure 2-16). Employees of the University Community were the only group to express significant interest in seeing pedestrian improvements around the Sorrento Valley Station (Figure 2-17).
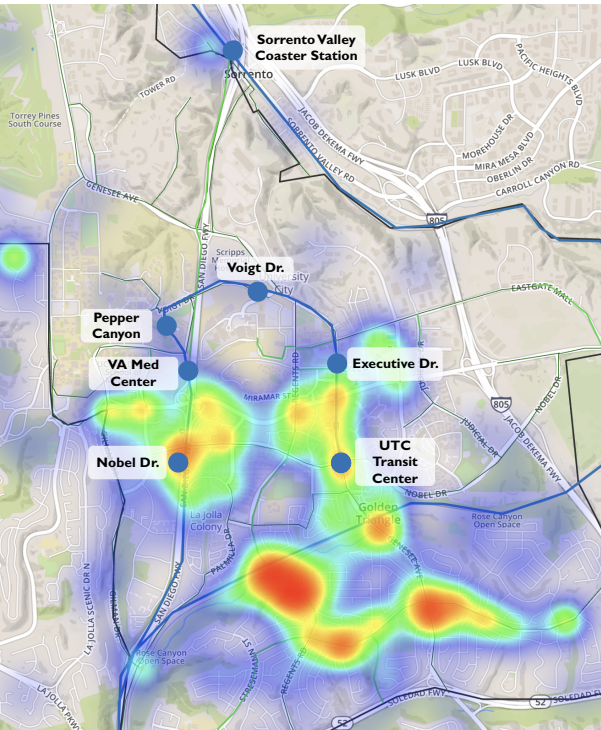

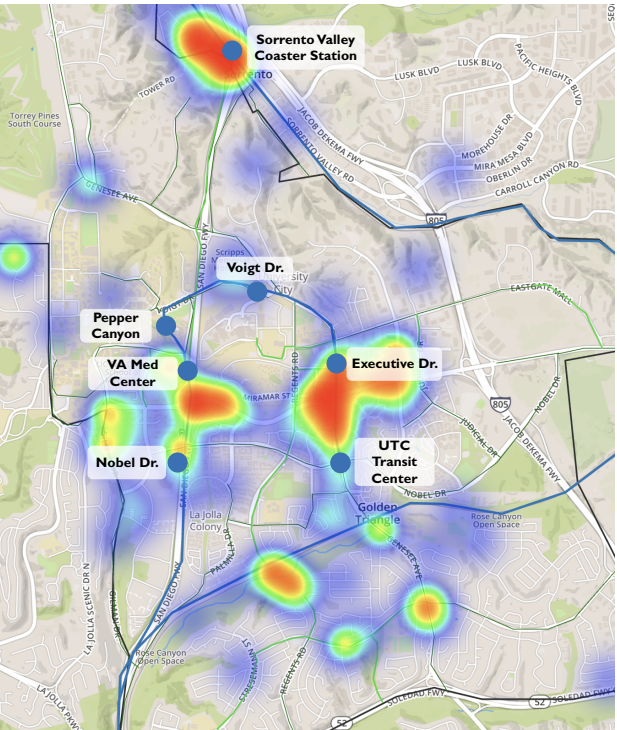FIGURE 2-16 PEDESTRIAN IMPROVEMENTS (UNIVERSITY COMMUNITY RESIDENTS)

FIGURE 2-17 PEDESTRIAN IMPROVEMENTS (UNIVERSITY COMMUNITY EMPLOYEES)

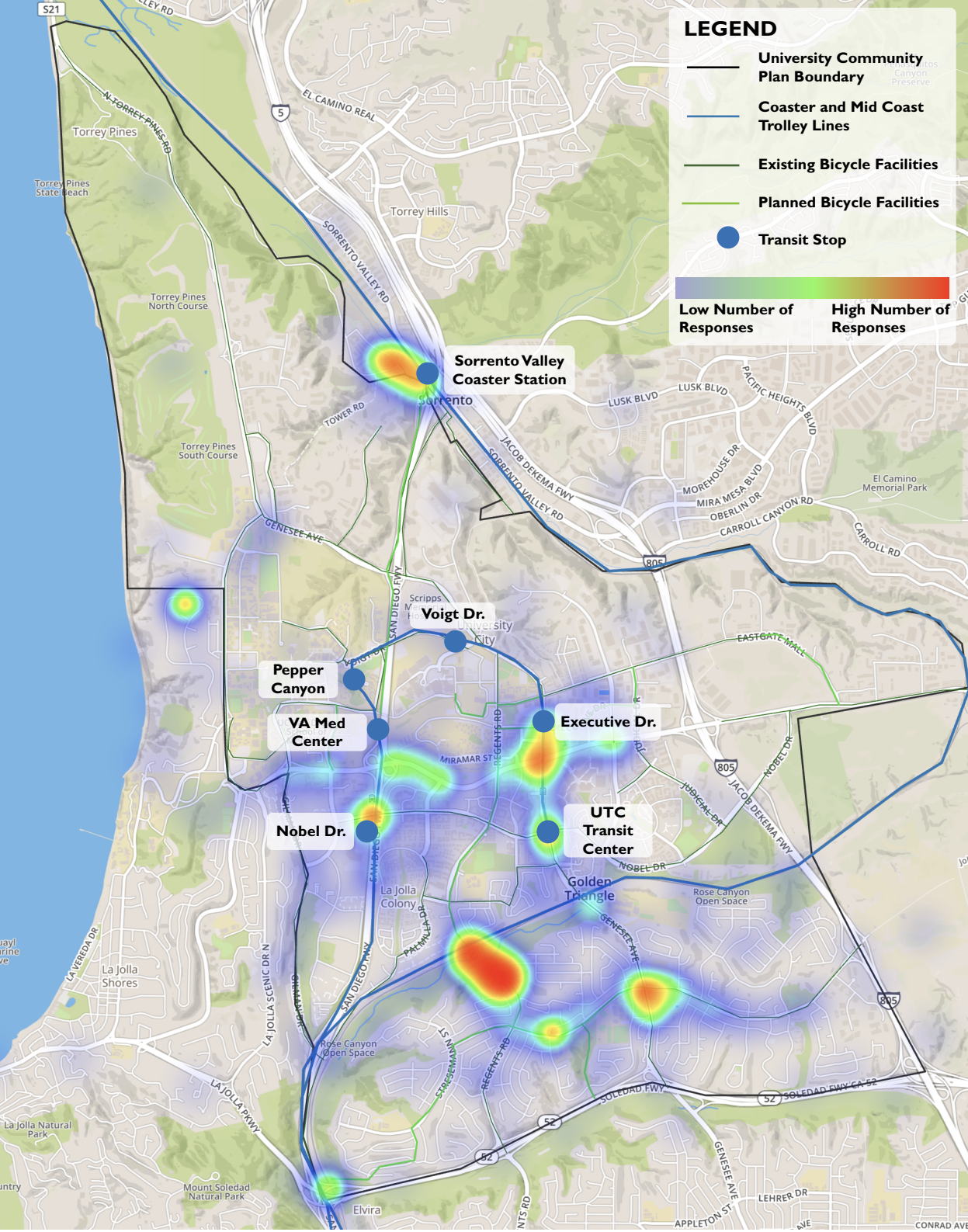QUESTION: Where would you like to see pedestrian improvements?

FIGURE 2-18 PEDESTRIAN IMPROVEMENTS

2.6   NEXT STEPS

Responses from this online survey and input from other community outreach activities will help inform the development of alternatives for the University CPU. Alternatives will represent ways in which the overall development of the University Community could be improved and projected growth accommodated over the next 20 years.

Noting the high level of respondent interest regarding changes to be made in transportation infrastructure to the area surrounding the Sorrento Valley Station, the results of the survey will be shared with SANDAG as part of the update process.

UNIVERSITY
Community Plan Update

The City of
SAN DIEGO