



# UNIVERSITY COMMUNITY PLAN UPDATE SURVEY

SEPTEMBER 2019



PREPARED BY  
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# University Community Plan Update Survey

## COMMUNITY PLAN CONTEXT

The City of San Diego is in the process of updating the University Community Plan. Community plans work with the City’s General Plan to guide growth and development within community planning areas over the next 20 to 30 years.

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.

For access to the full survey report and more information on the CPU planning process, visit: <https://www.planuniversity.org>

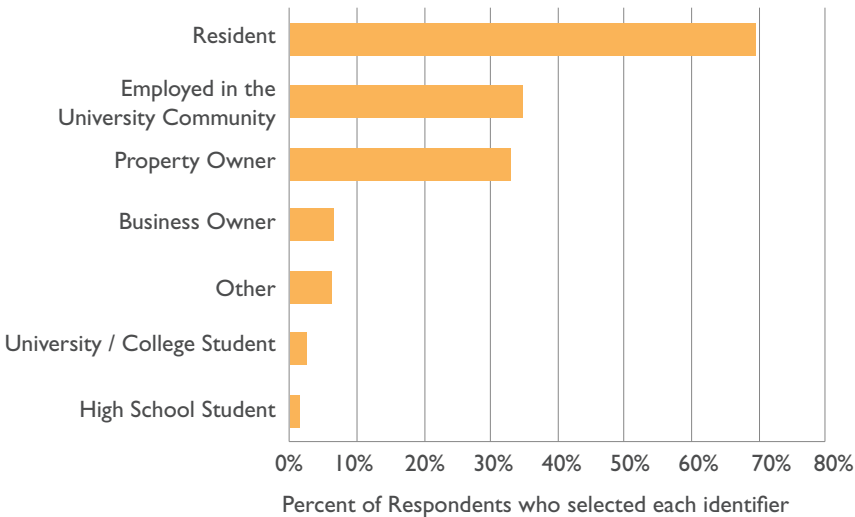
## COMMUNITY SURVEY

In May 2019, an online survey was made public to the University community and remained open till the end of June. The survey provided a chance for people who live and/or work in the University Community to identify key priorities and recommendations to include in the Plan Update.

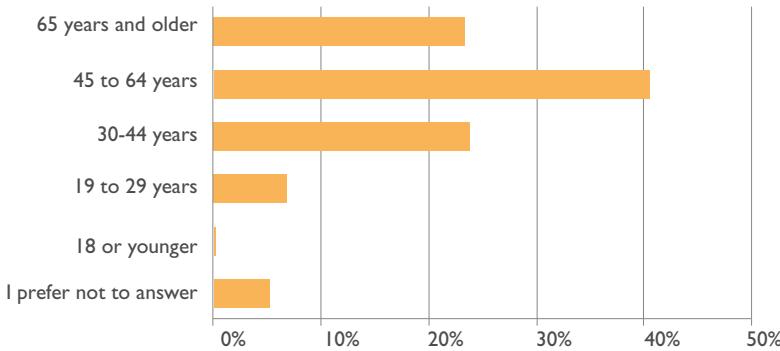
The survey received 1,607 responses. Overall, 70 percent of respondents identified as University Community residents, 35 percent are employed in the University Community, and 33 percent are property owners.

Over 88 percent of the respondents reported being age 30 or older and over 41 percent reported having lived or worked in the University Community for more than 20 years.

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



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





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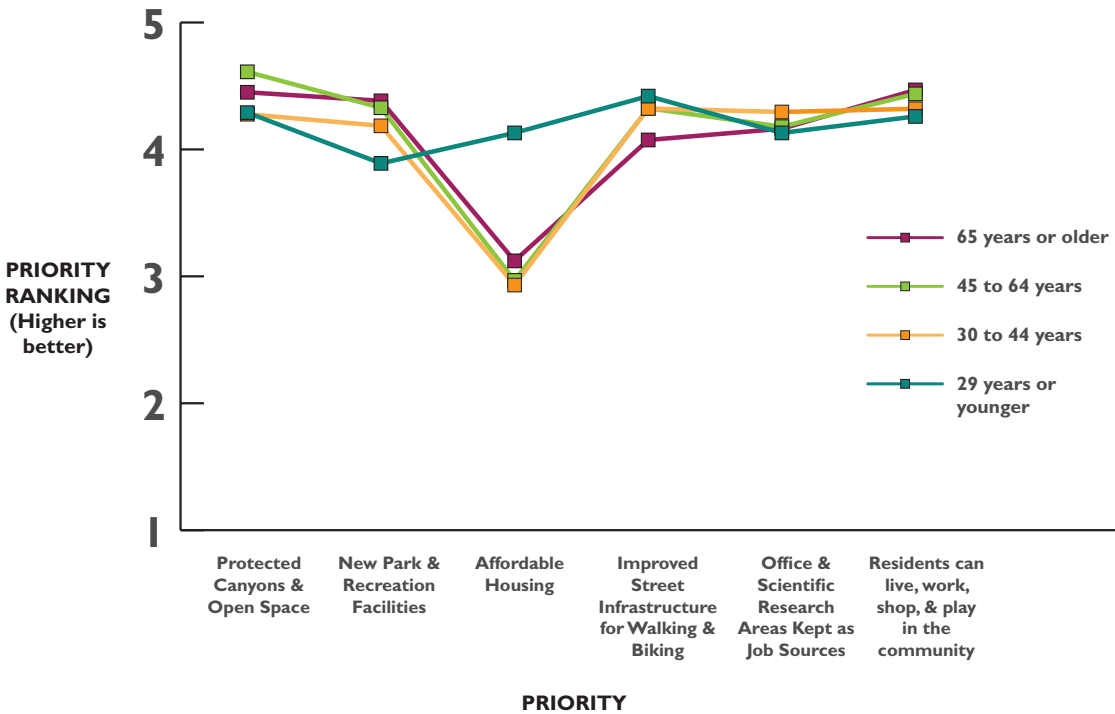
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### PRIORITIES

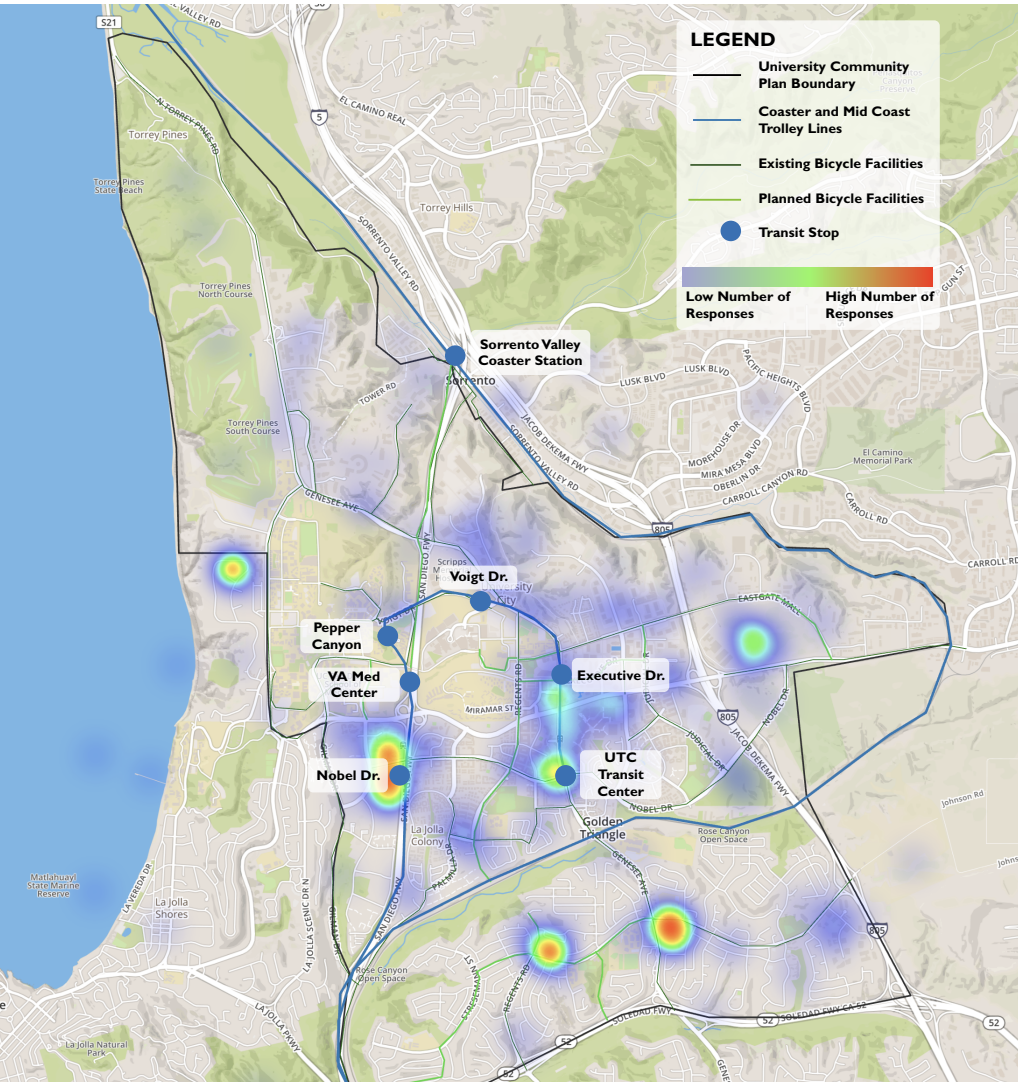
The survey provided a list of six key priorities:

- Canyons and open space are protected as community assets



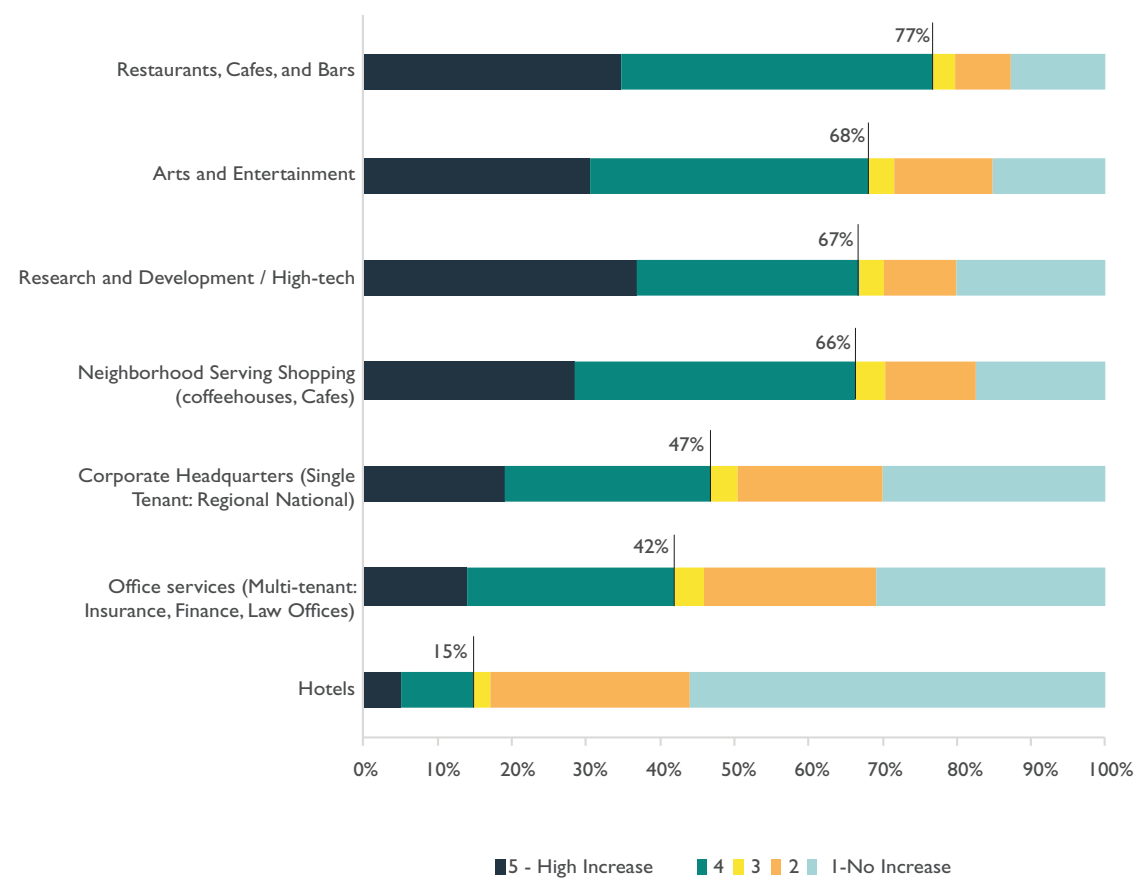
### MIXED-USE DEVELOPMENT

Survey respondents placed pins on locations they would like to see mixed-use (retail, office, and multi-family) development within the University Community Plan Area. Most pins were placed in areas where retail or office uses already exist, including the area surrounding Nobel Drive and the areas between Executive Drive and the UTC Transit Center. A high concentration of pins were placed along Governor Drive at the Regents Road and Genesee Avenue intersections.



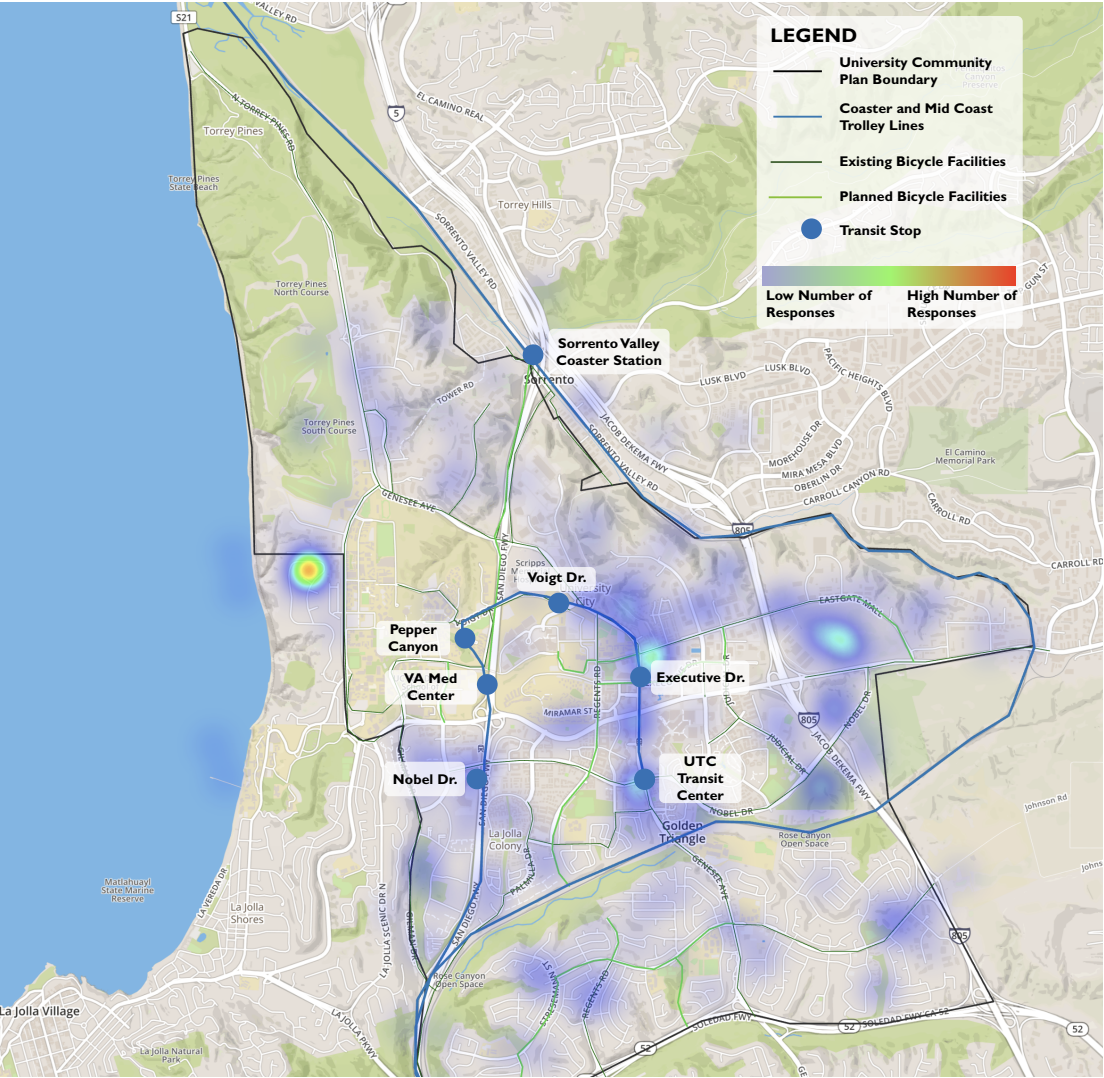
## NON-RESIDENTIAL USES TO INCREASE

Survey respondents were provided with seven potential types of non-residential development and had to indicate the level of increase they preferred for each type on a scale from 1 to 5, with 5 being a high increase and 1 being no increase. Restaurants, Cafes, and Bars received the highest average score, with over 77 percent of respondents indicating a high increase in development (4 or 5 score). Hotel development received the lowest average score, with only 15 percent indicating a high increase in development (4 or 5 score).



## MULTI-FAMILY HOUSING

Survey respondents placed pins on areas they would like to see multi-family housing development within the University Community Plan Area. Locations identified for multi-family housing were dispersed throughout the Plan Area. Many pins were placed along the area west of the UC San Diego campus and in the area surrounded by Eastgate Mall, Miramar Road, and I-805. While many pins were placed in existing residential areas, respondents also identified locations of shopping centers, on empty lots, and near office parks.

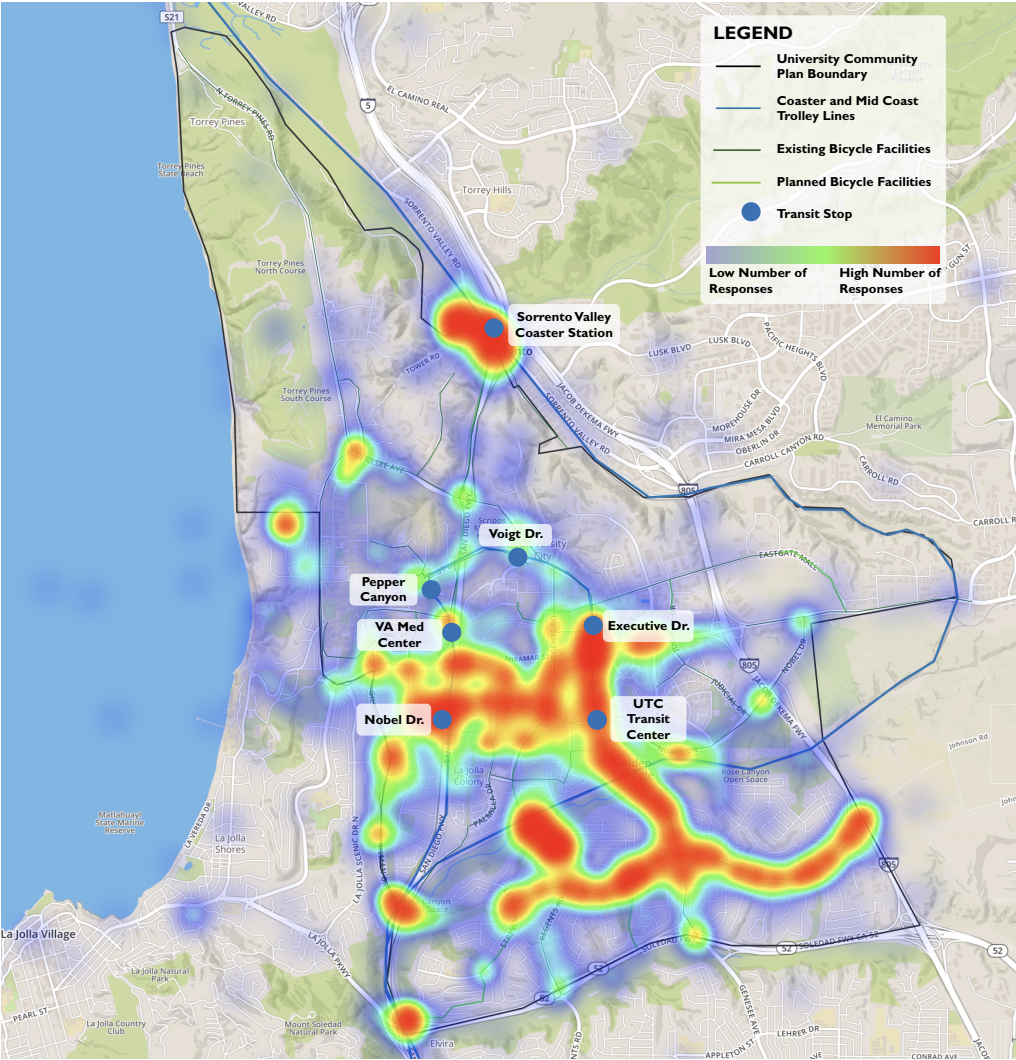




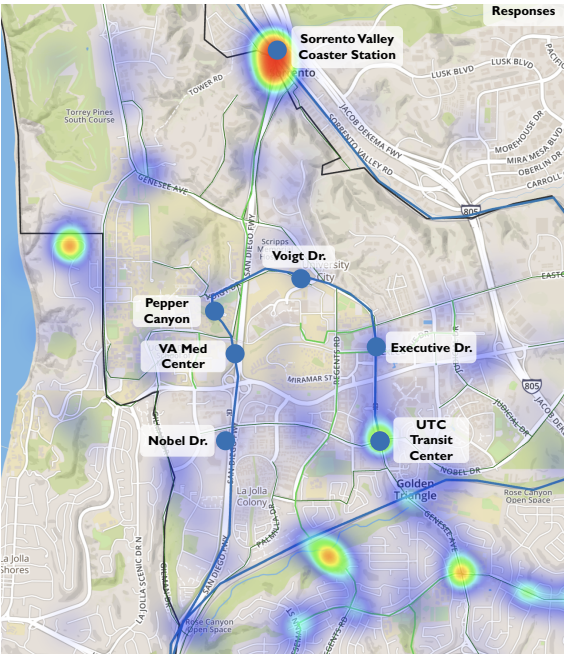
# MOBILITY

The survey allowed respondents to place pins on a map to indicate where they would like to see transit, vehicle/roadway, bicycle network, and pedestrian improvements. The following heatmaps show the concentration of survey responses and mobility improvements within the University Community Plan Boundary.

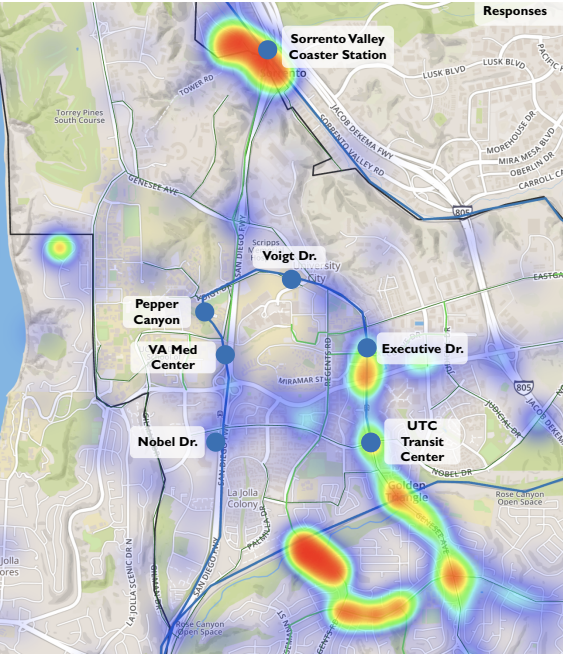
## ALL MOBILITY IMPROVEMENTS



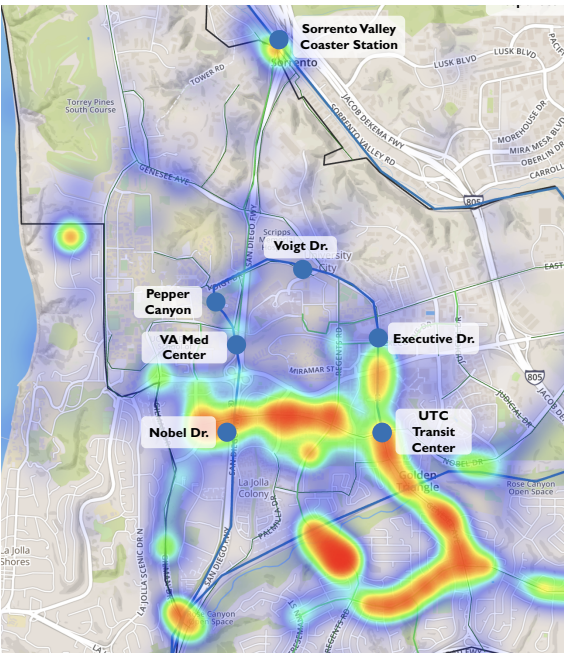
## TRANSIT IMPROVEMENTS



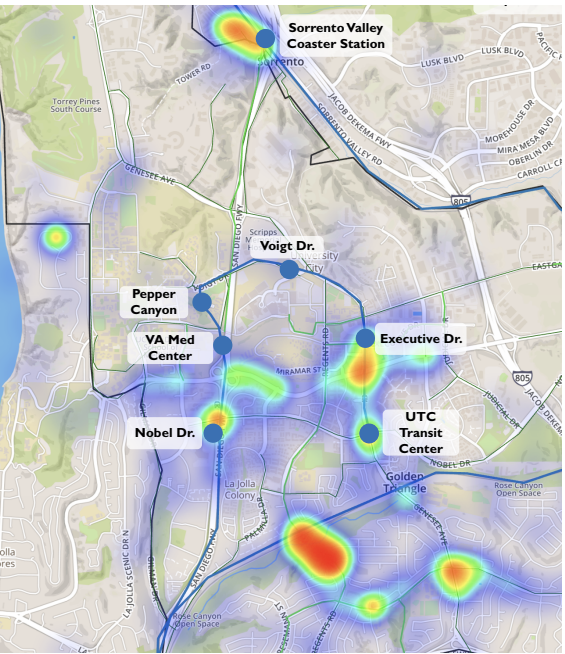
## VEHICLE/ROADWAY IMPROVEMENTS



## BICYCLE NETWORK IMPROVEMENTS



## PEDESTRIAN IMPROVEMENTS

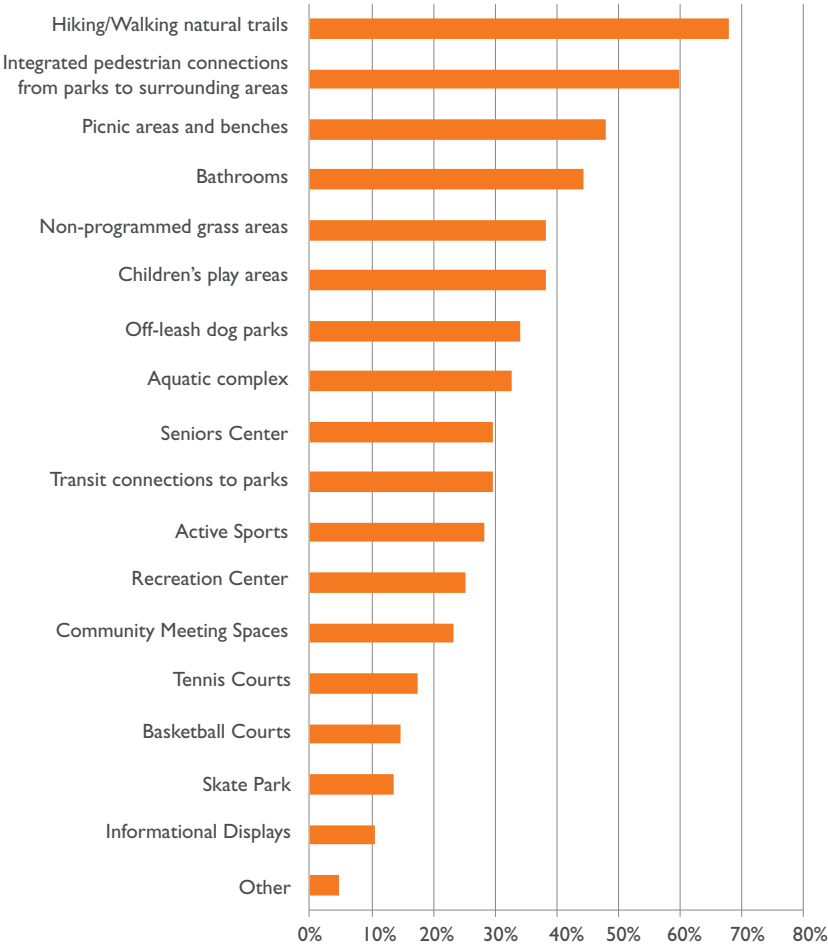




## PARKS

Survey respondents placed pins on locations they would like to see new parks developed or existing parks improved. The highest concentration of pins were placed on areas close to existing park facilities including Marcy Park, Rose Canyon Open Space, Standley Park, and University Gardens Park. Improved hiking/walking trails, integrated pedestrian connections, picnic areas and benches were among the top park amenities identified by survey respondents.

## DESIRED PARK AMENITIES



## PARK DEVELOPMENT/IMPROVEMENTS

