Boulevard Transit Plaza Area Development Survey

Background: Construction of the Mid-City segment of State Route 15 was a watershed event for the community, which had long suffered the impacts of cars passing through its neighborhoods. Recognizing the extraordinary circumstances surrounding this project, the design of the freeway was intensely negotiated, with the goal of making the new freeway both a regional asset and a catalyst for neighborhood reinvestment. Many design amenities resulted from this process, including construction of the freeway in a below-grade channel to minimize the division of the community; creation of a four acre park over one block of the freeway; enhanced pedestrian linkages across the freeway; and integration of the CenterLine Bus Rapid Transit into the median of the freeway, supported by expanded overcrossings to serve as transit plazas at the interchanges of SR-15 at University Avenue and El Cajon Boulevard. For over 20 years the parcels on the northwest and northeast corners of El Cajon Boulevard and the 15 Freeway have sat vacant with the idea of creating a transit oriented development that supports transit and the community's needs.

The sites are currently owned by public entities. The northwest parcels are under control of Civic San Diego and the City of San Diego owns the northeast parcel. The Economic Development Committee of The El Cajon Boulevard Business Improvement association has been working with the two entities with a goal of having a simultaneous release of request for proposals (RFPs) to develop the properties. The intent is to capitalize on any synergies which can be created through a joint or complementary development of the parcels.

Survey Development: In preparation for the long-term development of the parcels, community input on desired uses was sought to inform the RFP process. A survey was developed through The Boulevard's Economic Development Committee. The committee is made up of community stakeholders including; residents, partner non-profit organizations, community planning group members, local business owners, Civic San Diego, and The City of San Diego.

The northwest parcels are in the Normal Heights Community Planning area and within Council District Three. The northeast parcel falls within the Kensington-Talmadge Planning area and is in Council District Nine. Representatives from both planning areas attended meetings and contributed to the development of the survey. Representatives from both Council offices were also consulted.

The survey focus was on potential uses for the sites (Commercial, Office, Housing, Multi-Modal Connections, Civic/Community, Other). A stakeholder category question was also included (Local Resident, Property Owner, Community Group Member, El Cajon Boulevard Business Owner, Other). There were 10 questions in total, with an estimated five minute completion time.

Survey Distribution: The survey was available to complete online. Paper copies were also printed and given to residents near the lots and were available through Bikes Del Pueblo, which is located on the northeast parcel. An option to deliver a paper survey and translation services were also made available for anyone who requested it. The goal was to focus the outreach around the development area as much as possible. Representatives from the two planning groups the parcels are located in (Normal Heights and Kensington-Talmadge) were emailed the survey flyer and link to their distribution groups and announcements were made at the planning group meetings. The survey link was also shared with the City Heights Area Planning Committee, which is located adjacent to the sites. A link was also posted on Next Door and The Boulevard BIA website (theboulevard.org).

Survey Response: 108 responses were collected. All have been completed online. A large majority (91%) of the responses have been from local residents and property owners. Civic/Community was the highest ranking use overall, Commercial came in second and Housing was third. A rendering showing a mixed-use development with housing above community or commercial uses was seen as a good or really good fit by a majority (55%) of the respondents. An open air event space with commercial tenants was also seen as a positive use, with (59%) declaring it a good fit.
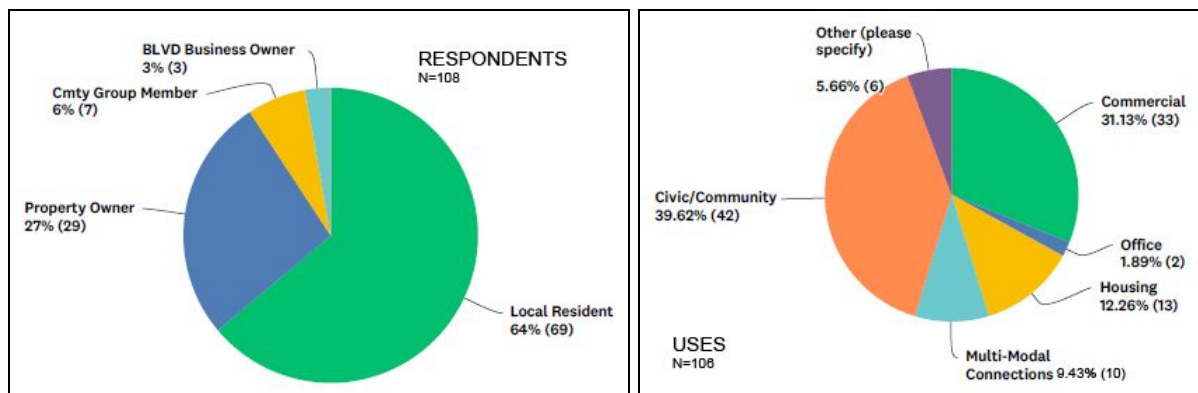
Attachments: *A. Survey Results   B. Survey Instrument*

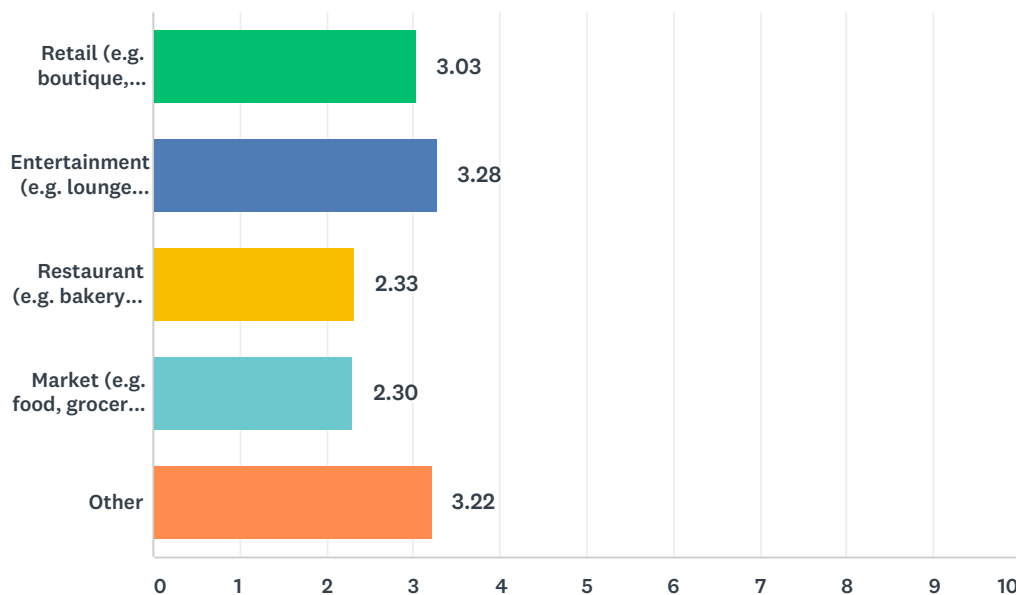# Q1 I am completing this survey as a: (Select the one that best fits)

Answered: 108   Skipped: 0
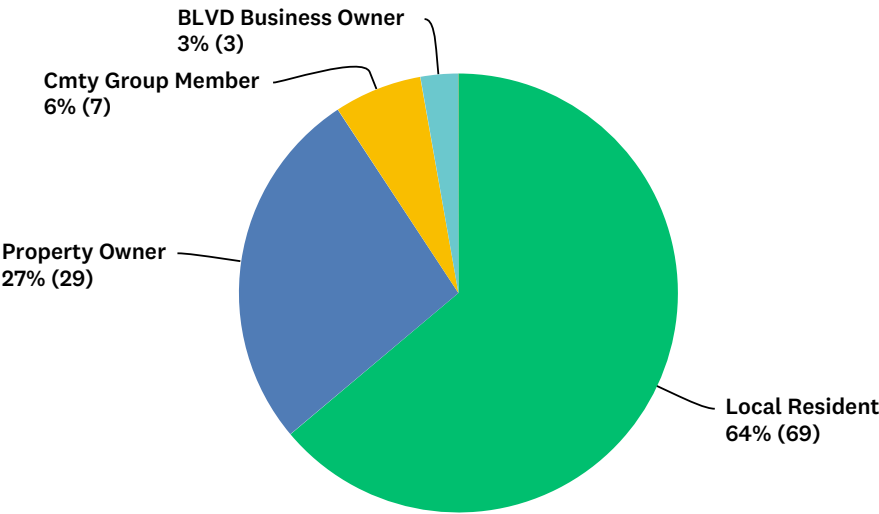
ANSWER CHOICES	RESPONSES	
Local Resident	64%	69
Property Owner	27%	29
Cmty Group Member	6%	7
BLVD Business Owner	3%	3
Other (please specify)	0%	0
TOTAL		108

# Q2 Commercial (Rank the following options 1-5, with 1 being the best)

Answered: 107   Skipped: 1

	1- BEST FIT	2	3	4	5- NOT A GOOD FIT	TOTAL	WEIGHTED AVERAGE
Retail (e.g. boutique, newsstand)	15.38% 14	17.58% 16	23.08% 21	36.26% 33	7.69% 7	91	3.03
Entertainment (e.g. lounge, music venue, theater)	16.49% 16	14.43% 14	22.68% 22	17.53% 17	28.87% 28	97	3.28
Restaurant (e.g. bakery, cafe, dining)	20.43% 19	44.09% 41	20.43% 19	11.83% 11	3.23% 3	93	2.33
Market (e.g. food, grocery store)	38.38% 38	17.17% 17	25.25% 25	14.14% 14	5.05% 5	99	2.30
Other	31.71% 13	9.76% 4	7.32% 3	7.32% 3	43.90% 18	41	3.22

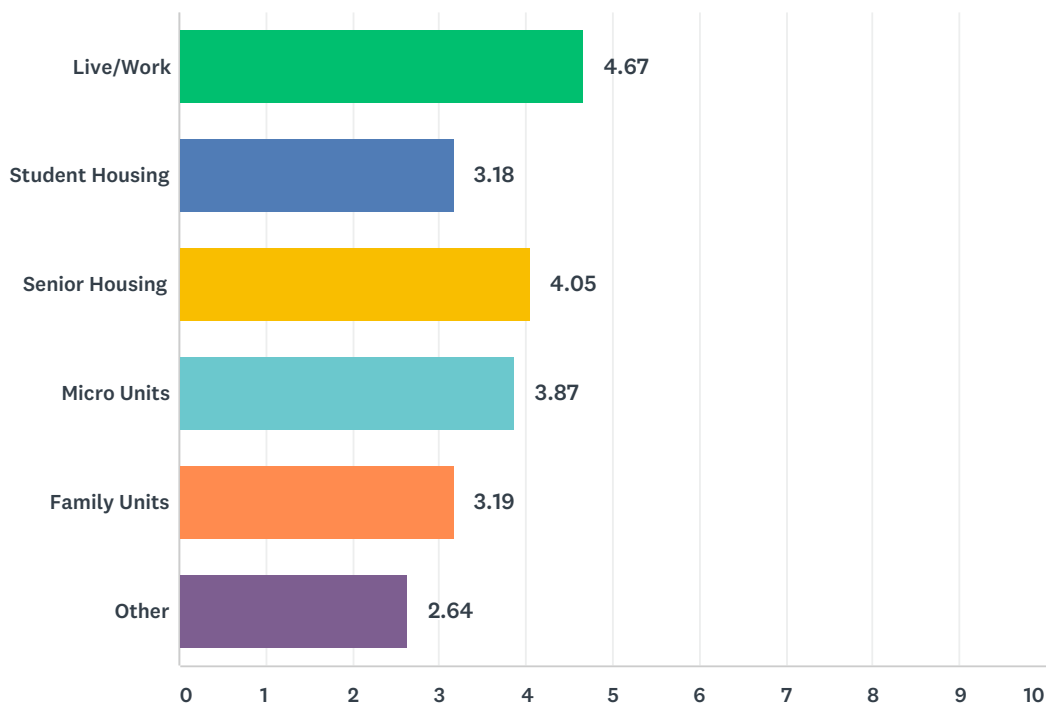## Q3 Office (Rank the following options 1-3, with 1 being the best)

Answered: 100   Skipped: 8
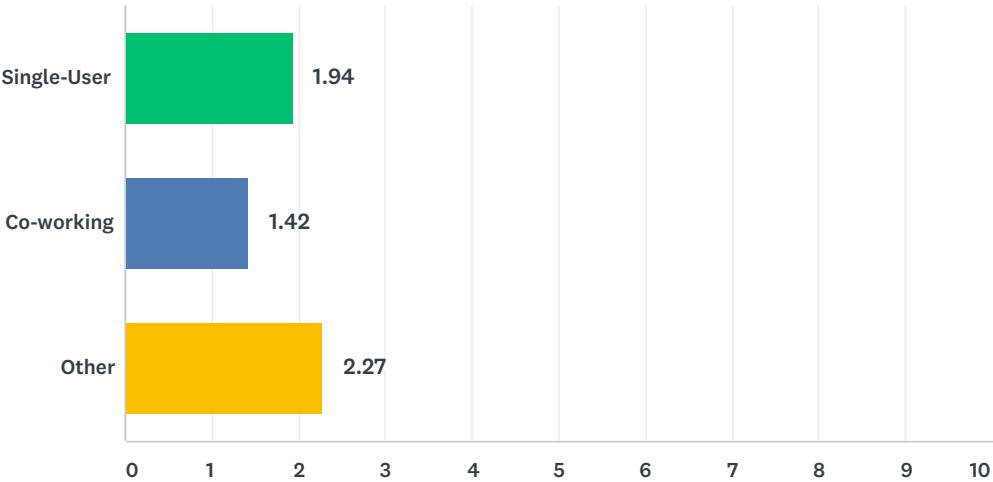
	1- BEST FIT	2	3- NOT A GOOD FIT	TOTAL	WEIGHTED AVERAGE
Single-User	26.44% 23	52.87% 46	20.69% 18	87	1.94
Co-working	61.29% 57	35.48% 33	3.23% 3	93	1.42
Other	32.43% 12	8.11% 3	59.46% 22	37	2.27

# Q4 Housing (Rank the following options 1-6, with 1 being the best)

Answered: 102   Skipped: 6

	1- BEST FIT	2	3	4	5	6- NOT A GOOD FIT	TOTAL	WEIGHTED AVERAGE
Live/Work	35.16% 32	25.27% 23	19.78% 18	12.09% 11	6.59% 6	1.10% 1	91	4.67
Student Housing	2.25% 2	20.22% 18	19.10% 17	23.60% 21	21.35% 19	13.48% 12	89	3.18
Senior Housing	21.74% 20	23.91% 22	17.39% 16	19.57% 18	9.78% 9	7.61% 7	92	4.05
Micro Units	15.38% 14	18.68% 17	23.08% 21	25.27% 23	15.38% 14	2.20% 2	91	3.87
Family Units	12.63% 12	10.53% 10	20.00% 19	12.63% 12	28.42% 27	15.79% 15	95	3.19
Other	27.27% 9	0.00% 0	3.03% 1	3.03% 1	12.12% 4	54.55% 18	33	2.64

# Q5 Multi-modal Connections (Rank the following options 1-4, with 1 being the best)

Answered: 102   Skipped: 6
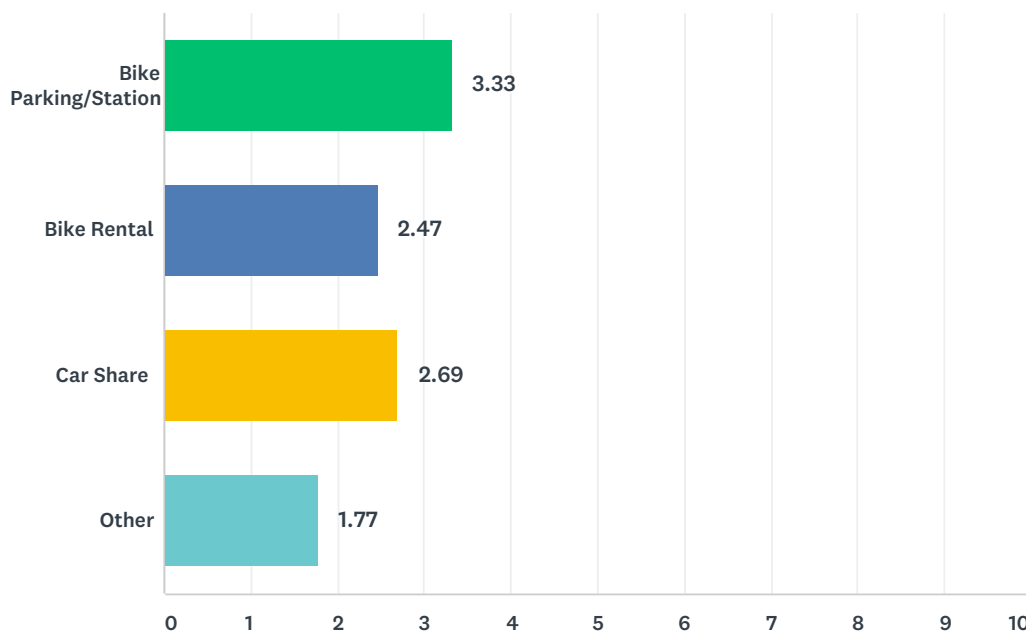
	1- BEST FIT	2	3	4- NOT A GOOD FIT	TOTAL	WEIGHTED AVERAGE
Bike Parking/Station	56.99% 53	25.81% 24	10.75% 10	6.45% 6	93	3.33
Bike Rental	10.00% 9	40.00% 36	36.67% 33	13.33% 12	90	2.47
Car Share	25.51% 25	25.51% 25	41.84% 41	7.14% 7	98	2.69
Other	19.23% 5	7.69% 2	3.85% 1	69.23% 18	26	1.77

Q6 Civic/Community (Rank the following options 1-6, with 1 being the best)
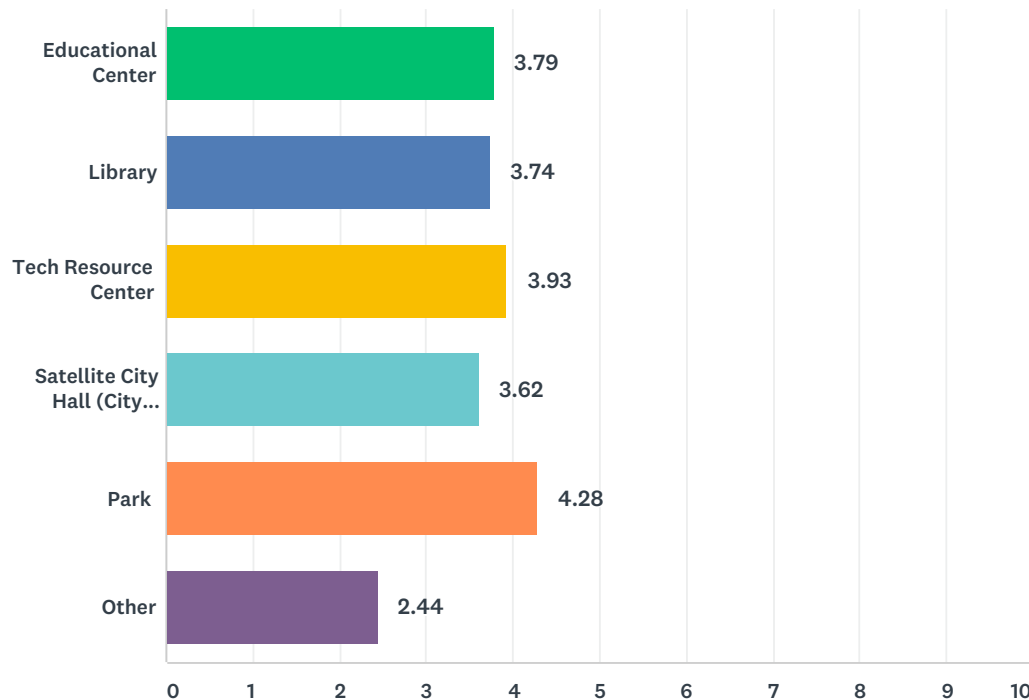
	1- BEST FIT	2	3	4	5	6- NOT A GOOD FIT	TOTAL	WEIGHTED AVERAGE
Educational Center	10.53% 10	18.95% 18	31.58% 30	21.05% 20	13.68% 13	4.21% 4	95	3.79
Library	10.42% 10	21.88% 21	21.88% 21	25.00% 24	18.75% 18	2.08% 2	96	3.74
Tech Resource Center	8.25% 8	22.68% 22	31.96% 31	28.87% 28	7.22% 7	1.03% 1	97	3.93
Satellite City Hall (City services)	20.21% 19	20.21% 19	7.45% 7	11.70% 11	34.04% 32	6.38% 6	94	3.62
Park	43.14% 44	15.69% 16	6.86% 7	5.88% 6	17.65% 18	10.78% 11	102	4.28
Other	24.00% 6	0.00% 0	4.00% 1	4.00% 1	4.00% 1	64.00% 16	25	2.44

# Q7 Which of the following do you feel is the best fit: (Select only one)

Answered: 106   Skipped: 2
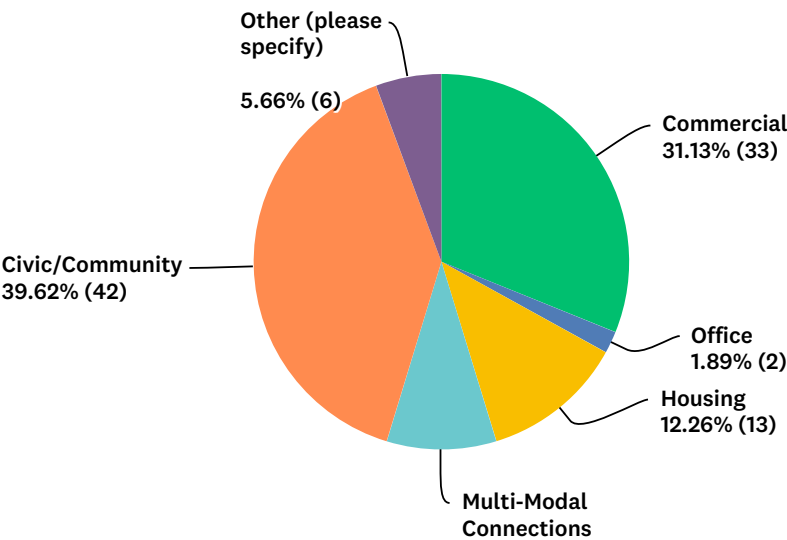
ANSWER CHOICES	RESPONSES	
Commercial	31.13%	33
Office	1.89%	2
Housing	12.26%	13
Multi-Modal Connections	9.43%	10
Civic/Community	39.62%	42
Other (please specify)	5.66%	6
TOTAL		106

# Q8 Bike Station with indoor bicycle parking, bike rentals, professional repair services, or a retail bike shop. (Select One)

Answered: 104   Skipped: 4
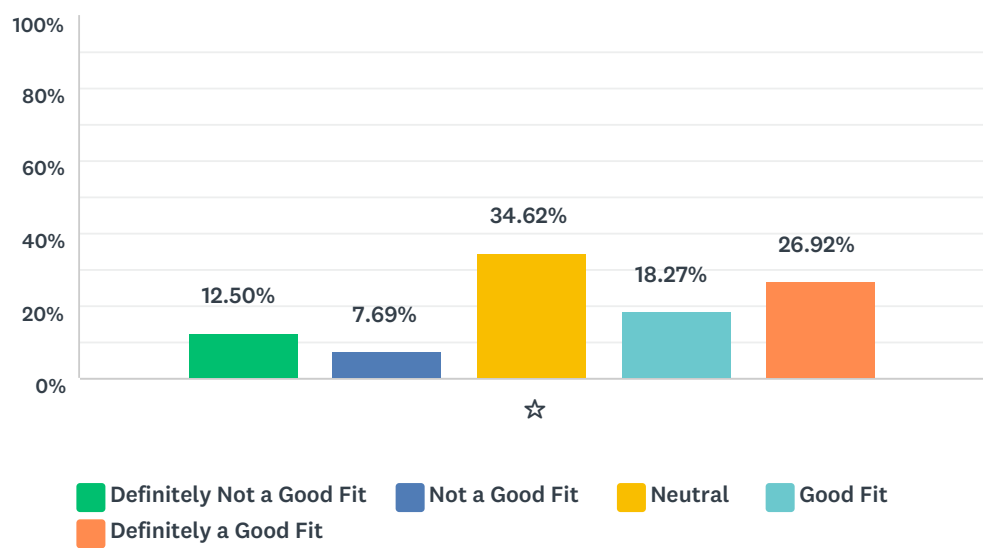
Legend:
- Definitely Not a Good Fit
- Not a Good Fit
- Neutral
- Good Fit
- Definitely a Good Fit

	DEFINITELY NOT A GOOD FIT	NOT A GOOD FIT	NEUTRAL	GOOD FIT	DEFINITELY A GOOD FIT	TOTAL	WEIGHTED AVERAGE
☆	12.50% 13	7.69% 8	34.62% 36	18.27% 19	26.92% 28	104	3.39

Q9 Mixed-Use development with residential units, ground floor retail, civic, or office. (Select One)

Answered: 104   Skipped: 4
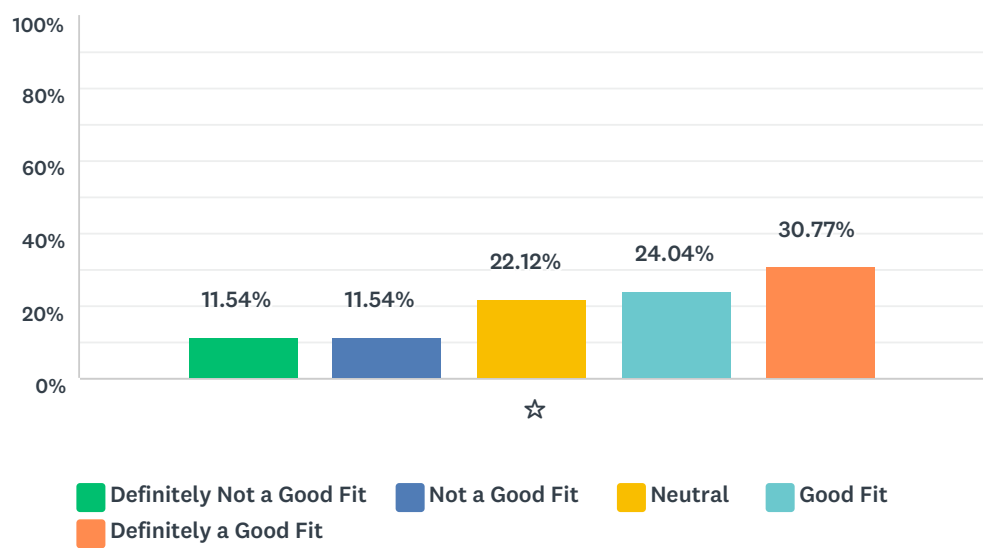
	DEFINITELY NOT A GOOD FIT	NOT A GOOD FIT	NEUTRAL	GOOD FIT	DEFINITELY A GOOD FIT	TOTAL	WEIGHTED AVERAGE
☆	11.54% 12	11.54% 12	22.12% 23	24.04% 25	30.77% 32	104	3.51

Q10 Open air event space with commercial tenants. (Select One)

Answered: 105   Skipped: 3
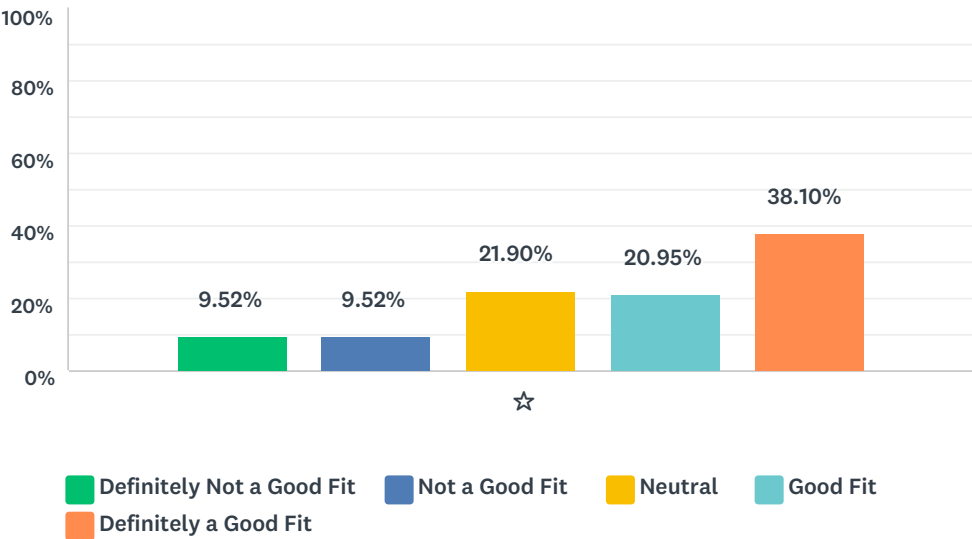
	DEFINITELY NOT A GOOD FIT	NOT A GOOD FIT	NEUTRAL	GOOD FIT	DEFINITELY A GOOD FIT	TOTAL	WEIGHTED AVERAGE
☆	9.52% 10	9.52% 10	21.90% 23	20.95% 22	38.10% 40	105	3.69

Boulevard Transit Plaza Area Development

Site Map

Construction of the Mid-City segment of State Route 15 was a watershed event for the community, which had long suffered the impacts of cars passing through its neighborhoods. Recognizing the extraordinary circumstances surrounding this project, the design of the freeway was intensely negotiated, with the goal of making the new freeway both a regional asset and a catalyst for neighborhood reinvestment. Many design amenities resulted from this process, including construction of the freeway in a below-grade channel to minimize the division of the community; creation of a four acre park over one block of the freeway; enhanced pedestrian linkages across the freeway; and integration of the CenterLine Bus Rapid Transit into the median of the freeway, supported by expanded overcrossings to serve as transit plazas at the interchanges of SR-15 at University Avenue and El Cajon Boulevard. For over 20 years the parcels on the northwest and northeast corners of El Cajon Boulevard and the 15 Freeway have sat vacant with the idea of creating a transit oriented development that supports transit and the community's needs.

Purpose: In preparation for long-term development of the parcels, we are requesting input from the community on desired uses.

1. I am completing this survey as a: (Select the one that best fits)

- ( ) Local Resident
- ( ) El Cajon Boulevard Business Owner
- ( ) Property Owner
- ( ) Community Group Member
- ( ) Other (please specify)

  [   ]

For the followings questions, please rank the development types that would best fit the site. Keep in mind the feasibility considering the location and size of the parcels.

2. Commercial (Rank the following options 1-5, with 1 being the best)

	1- Best Fit	2	3	4	5- Not a Good Fit
Retail (e.g. boutique, newsstand)	( )	( )	( )	( )	( )
Entertainment (e.g. lounge, music venue, theater)	( )	( )	( )	( )	( )
Restaurant (e.g. bakery, cafe, dining)	( )	( )	( )	( )	( )
Market (e.g. food, grocery store)	( )	( )	( )	( )	( )
Other	( )	( )	( )	( )	( )

Other (please specify)

[   ]

3. Office (Rank the following options 1-3, with 1 being the best)

	1- Best Fit	2	3- Not a Good Fit
Single-User	( )	( )	( )
Co-working	( )	( )	( )
Other	( )	( )	( )

Other (please specify)

[   ]

4. Housing (Rank the following options 1-6, with 1 being the best)

	1- Best Fit	2	3	4	5	6- Not a Good Fit
Live/Work	○	○	○	○	○	○
Student Housing	○	○	○	○	○	○
Senior Housing	○	○	○	○	○	○
Micro Units	○	○	○	○	○	○
Family Units	○	○	○	○	○	○
Other	○	○	○	○	○	○

Other (please specify)

[   ]

5. Multi-modal Connections (Rank the following options 1-4, with 1 being the best)

	1- Best Fit	2	3	4- Not a Good Fit
Bike Parking/Station	○	○	○	○
Bike Rental	○	○	○	○
Car Share	○	○	○	○
Other	○	○	○	○

Other (please specify)

[   ]

6. Civic/Community (Rank the following options 1-6, with 1 being the best)

	1- Best Fit	2	3	4	5	6- Not a Good Fit
Educational Center	○	○	○	○	○	○
Library	○	○	○	○	○	○
Tech Resource Center	○	○	○	○	○	○
Satellite City Hall (City services)	○	○	○	○	○	○
Park	○	○	○	○	○	○
Other	○	○	○	○	○	○

Other (please specify)

[   ]

7. Which of the following do you feel is the best fit: (Select only one)

○ Commercial

○ Office

○ Housing

○ Multi-Modal Connections

○ Civic/Community

○ Other (please specify)

[ ]

Rate the following concepts as being a good fit for the SR15 parcels:

8. Bike Station with indoor bicycle parking, bike rentals, professional repair services, or a retail bike shop. (Select One)

Definitely Not a Good Fit	Not a Good Fit	Neutral	Good Fit	Definitely a Good Fit
☆	☆	☆	☆	☆

9. Mixed-Use development with residential units, ground floor retail, civic, or office. (Select One)

Definitely Not a Good Fit	Not a Good Fit	Neutral	Good Fit	Definitely a Good Fit
☆	☆	☆	☆	☆

10. Open air event space with commercial tenants. (Select One)

Definitely Not a Good Fit	Not a Good Fit	Neutral	Good Fit	Definitely a Good Fit
☆	☆	☆	☆	☆