



TOWN CENTER MASTER PLAN

SURVEY RESPONSES

2016

UC San Diego
Extension

JACOBS 
CENTER FOR NEIGHBORHOOD INNOVATION®

2016 MASTER PLAN SURVEY

METHODOLOGY:

- Data collected through online and on-the-ground surveys
- Random sampling
- Involvement of 50+ community partners and 20 youth researchers
- Statistical significance in all Diamond District geographies

2016 MASTER PLAN SURVEY

KEY HIGHLIGHTS:

- **1,359** respondents completed the survey between June 2016 and August 2016.
- Perception regarding the **quality of life** decreased with respondents' increasing age, from a mean of 6.4* (19 or under) to 6.2* (60 and over).
- Residents reported largely utilizing playgrounds, BBQ/picnic tables/game tables, and recreational centers/youth centers; however, respondents would like to see more dog parks, community gardens, multi-use trails, and skate parks.

* On a 10-point Scale.

2016 MASTER PLAN SURVEY

KEY HIGHLIGHTS (continued):

- The top **entertainment activities** residents, regardless of age, would like to see were festivals/events, music/concerts, and children/youth activities. Respondents between the ages of 30 to 59 placed greater emphasis on children/youth activities.
- Residents preferred walkable retail building designs followed by big box stores. Strip mall stores were the least favored.
- The majority of respondents would like to see **more** restaurants and **the same** amount of or **fewer** office buildings.

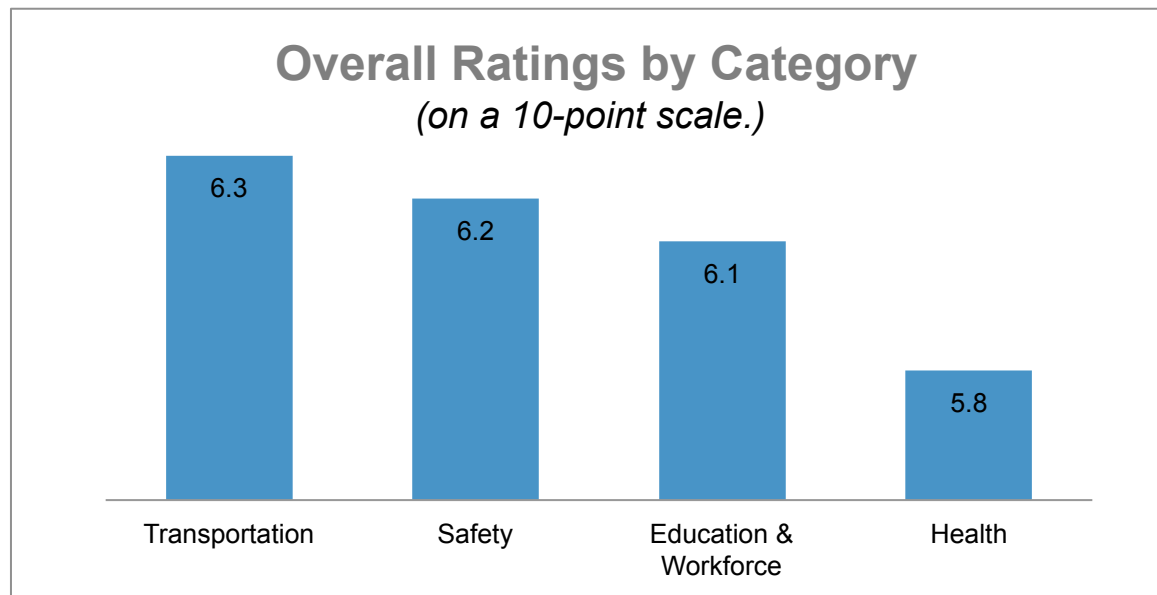
2016 MASTER PLAN SURVEY

KEY HIGHLIGHTS (continued):

- The top **retailers/service providers** desired were entertainment, restaurants, and health/wellness. More emphasis was placed on health and wellness by the older population segment compared to respondents under 19.
- **73%** would support the introduction of an additional charter school in the area.
- Respondents would like to see **more** low-income/affordable housing and believed that there should be a greater distribution of **affordable** housing.
- A greater distribution of market rate housing was preferred with increasing age.

2016 MASTER PLAN SURVEY

KEY HIGHLIGHTS (continued):

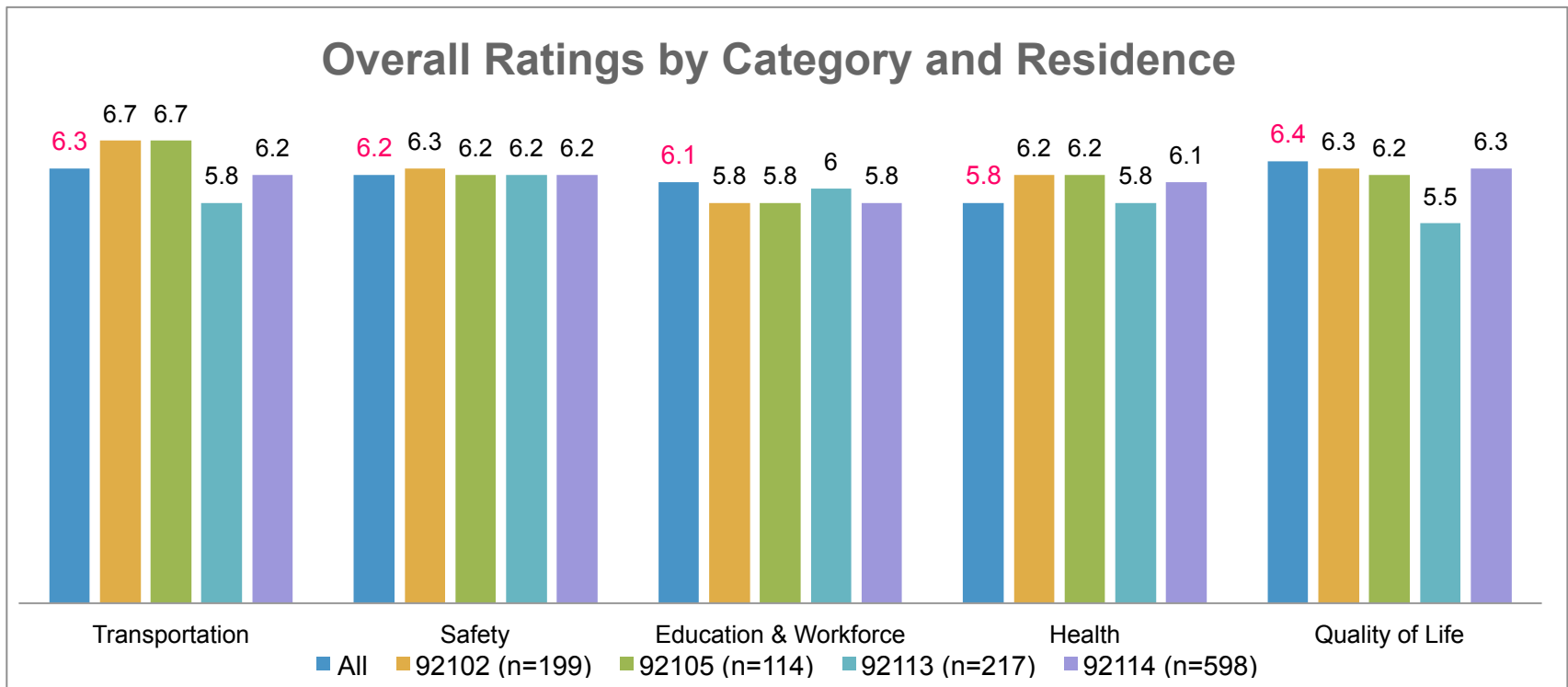


Least Favorably Rated Factors by Category:

- **Transportation:** Distance to Amenities and Bike Paths
- **Safety:** Law Enforcement and Crime Rate
- **Education & Workforce:** Availability of Training Programs and Colleges
- **Health:** Elder Care Facilities and Child Day Care

2016 MASTER PLAN SURVEY

KEY HIGHLIGHTS (continued):

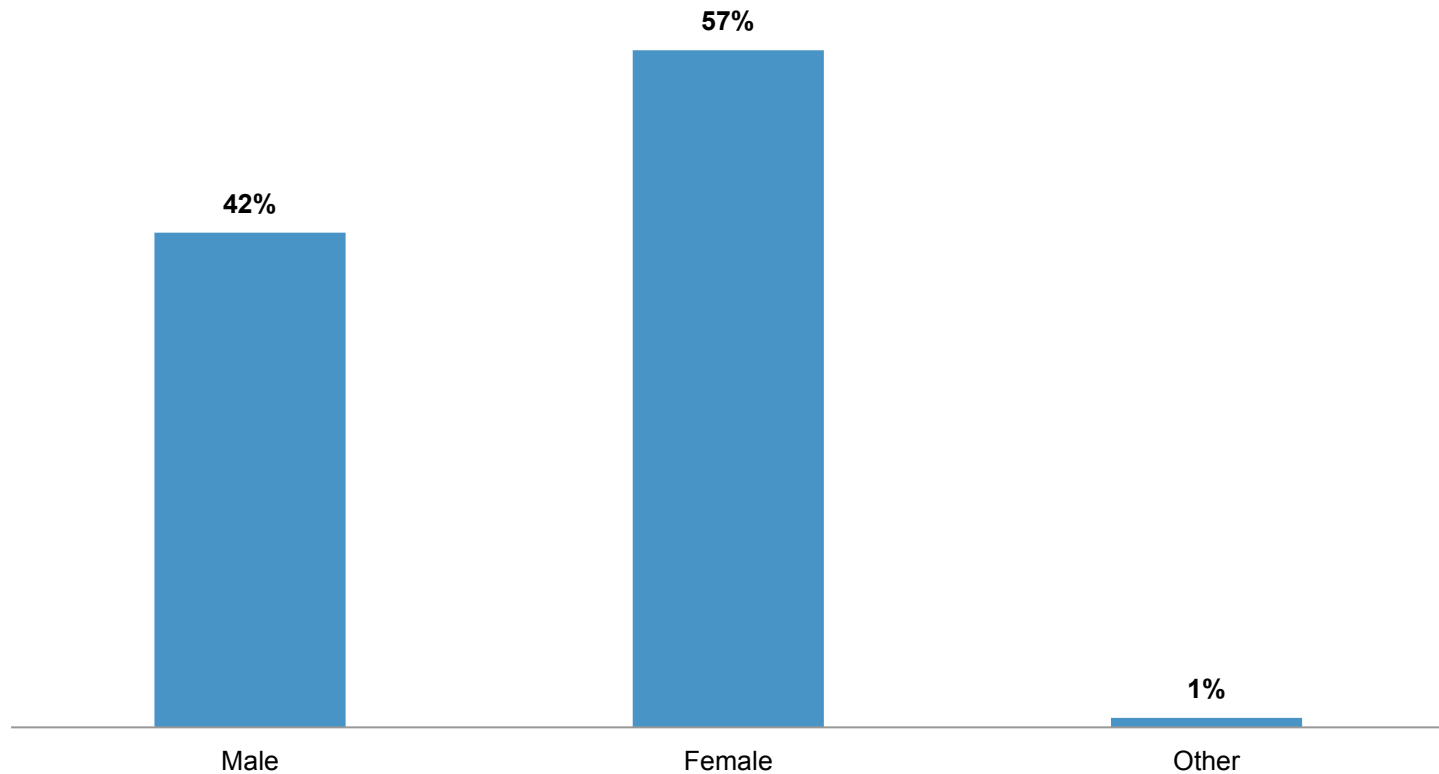


- Respondents residing in **92113** rated transportation, health, and quality of life lower than other zip codes in the Diamond Neighborhood.
- The majority had an equal perception of safety in their communities.

DEMOGRAPHICS

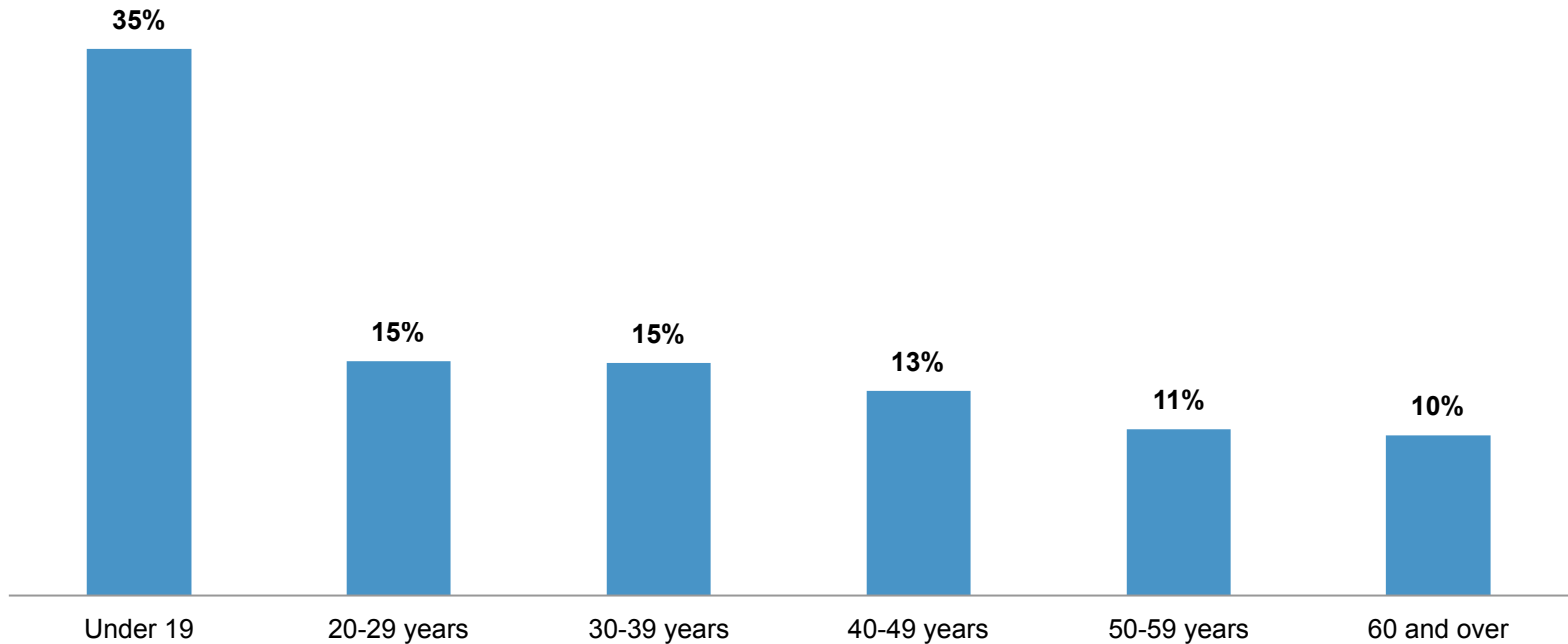
2016 MASTER PLAN SURVEY

GENDER (n=1,302):



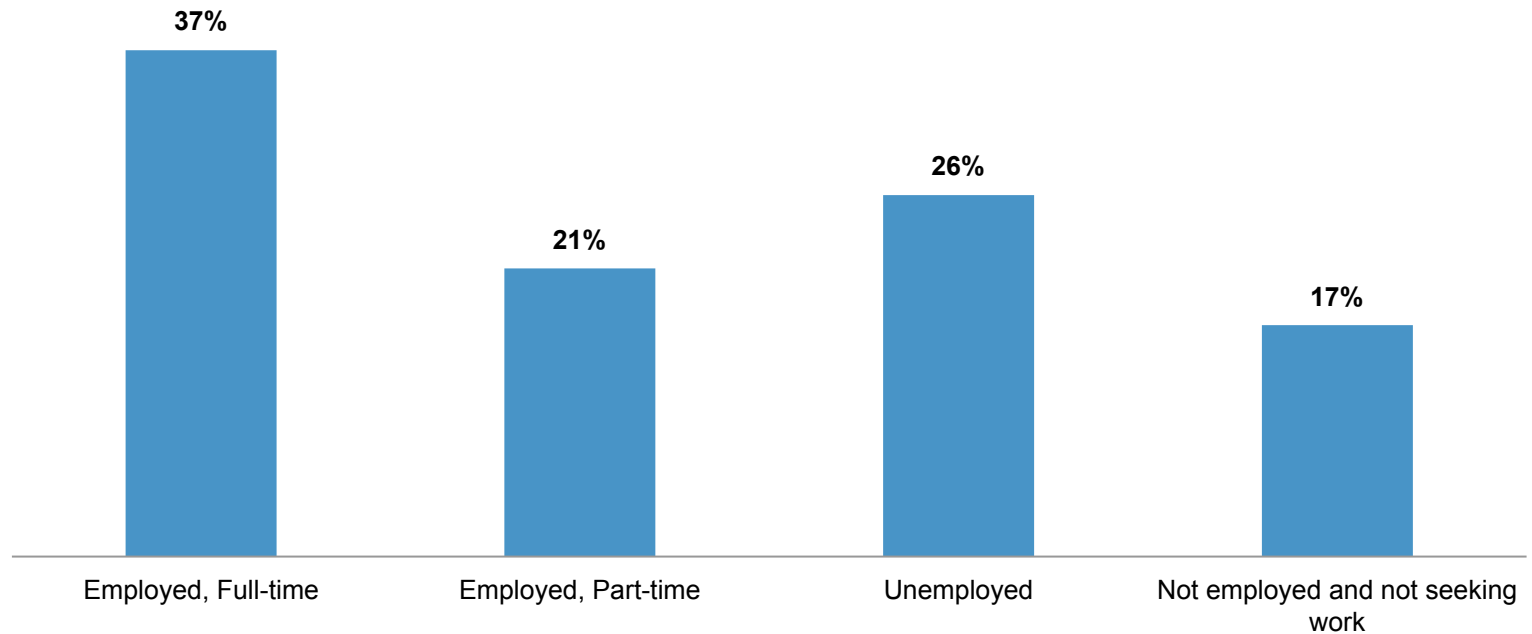
2016 MASTER PLAN SURVEY

AGE DISTRIBUTION (n=1,302):



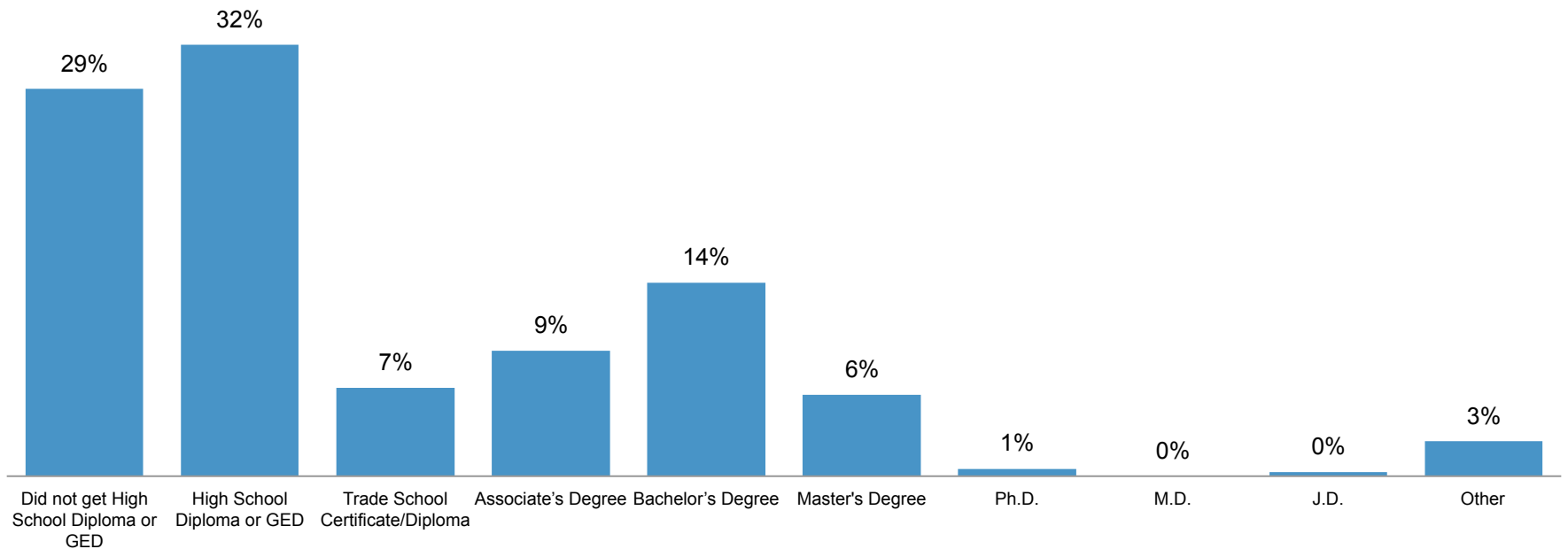
2016 MASTER PLAN SURVEY

EMPLOYMENT STATUS (n=1,291):



2016 MASTER PLAN SURVEY

EDUCATIONAL ATTAINMENT (n=1,286):



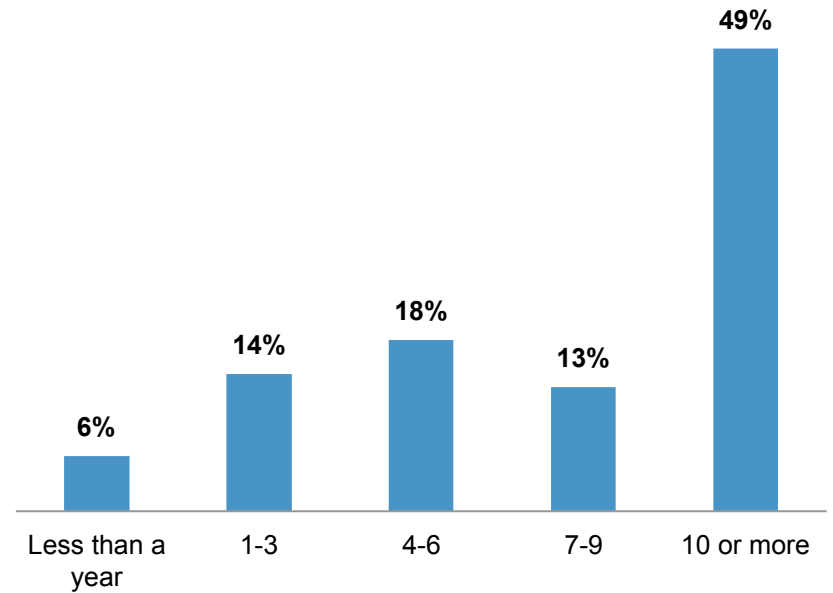
Note: Percentages have been rounded to the nearest whole number.

2016 MASTER PLAN SURVEY

RESIDENCE (n=1,314):



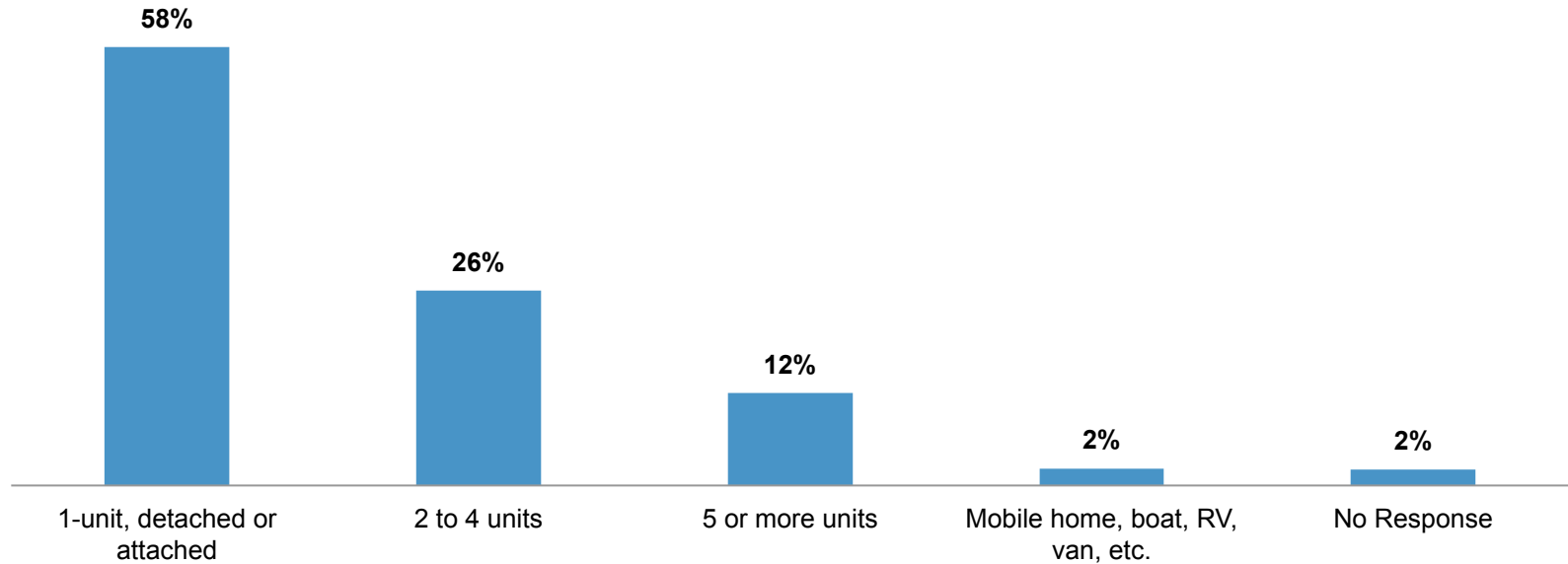
Length of Residence



2016 MASTER PLAN SURVEY

HOUSING UNIT (n=1,299):

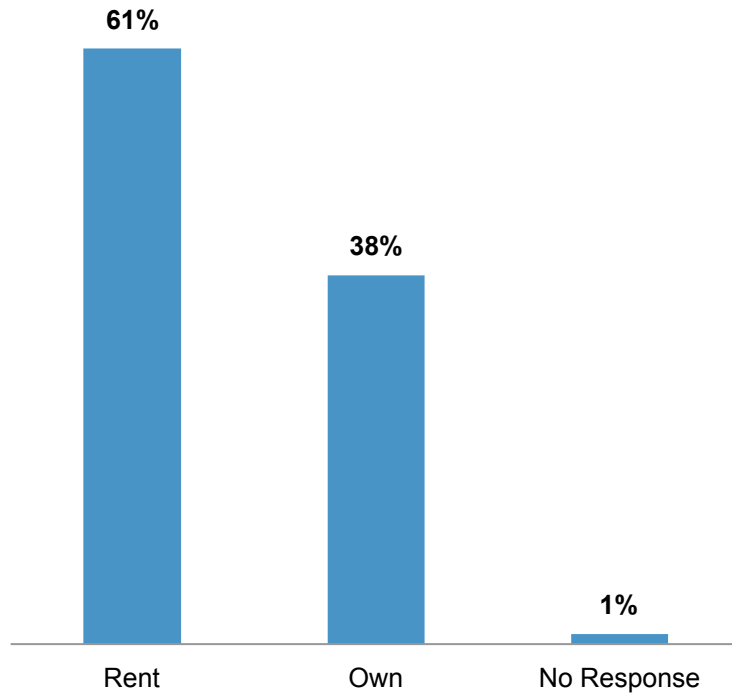
Type of Housing



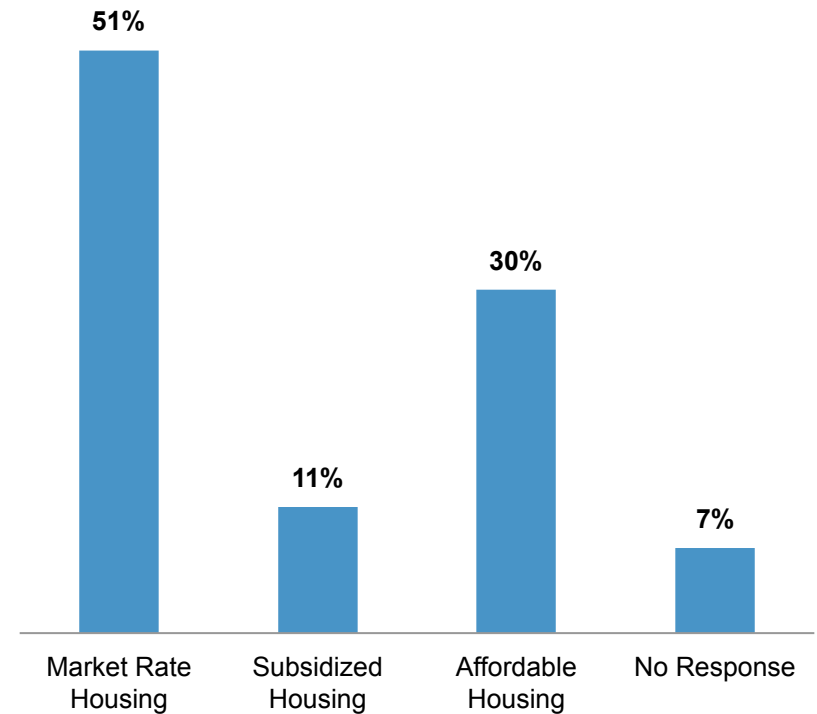
2016 MASTER PLAN SURVEY

HOUSING UNIT (n=1,299):

Ownership Status



Type of Assistance



COMMUNITY

2016 MASTER PLAN SURVEY

COMMUNITY AMENITIES – RATING:

5.7

**Arts and Cultural
Amenities**

5.9

**Parks, Playgrounds,
and Trails**

6.4

Quality of Life

6.0

**Foods and
Restaurants**

6.2

**Relationship with
Neighbors**

5.8

**Community
Centers**

6.2

**Walkability of
Neighborhood**

(on a 10-point scale.)

2016 MASTER PLAN SURVEY

USAGE OF RECREATIONAL AMENITIES:

	Currently Use	Would Like To See
BBQ/Picnic Tables/Game Tables	41%	61%
Community Garden	17%	83%
Dog Park	15%	85%
Open Field Area	38%	62%
Multi-use Trails	25%	76%
Playgrounds	53%	49%

	Currently Use	Would Like To See
Recreational Center/Youth Center	41%	60%
Skate Park	25%	76%
Swimming Pool	28%	73%
Volleyball Tennis Basketball	38%	63%
Other (Tracks, Community Pools, Karaoke, Senior Centers, Libraries)	19%	81%

Note: Percentages may not equal 100 due to rounding. Refer to note section for N figures.

2016 MASTER PLAN SURVEY

COMMUNITY AMENITIES – RATING:

52%

Art Galleries

51%

Museums

Other...

- Game Stop
- Movie Theater
- Multi-Cultural Center
- Charity Events

66%

**Children/Youth
Activities**

71%

**Music
Concerts**

71%

Festivals/Events

8%

Other

RETAIL & OFFICE SPACE

2016 MASTER PLAN SURVEY

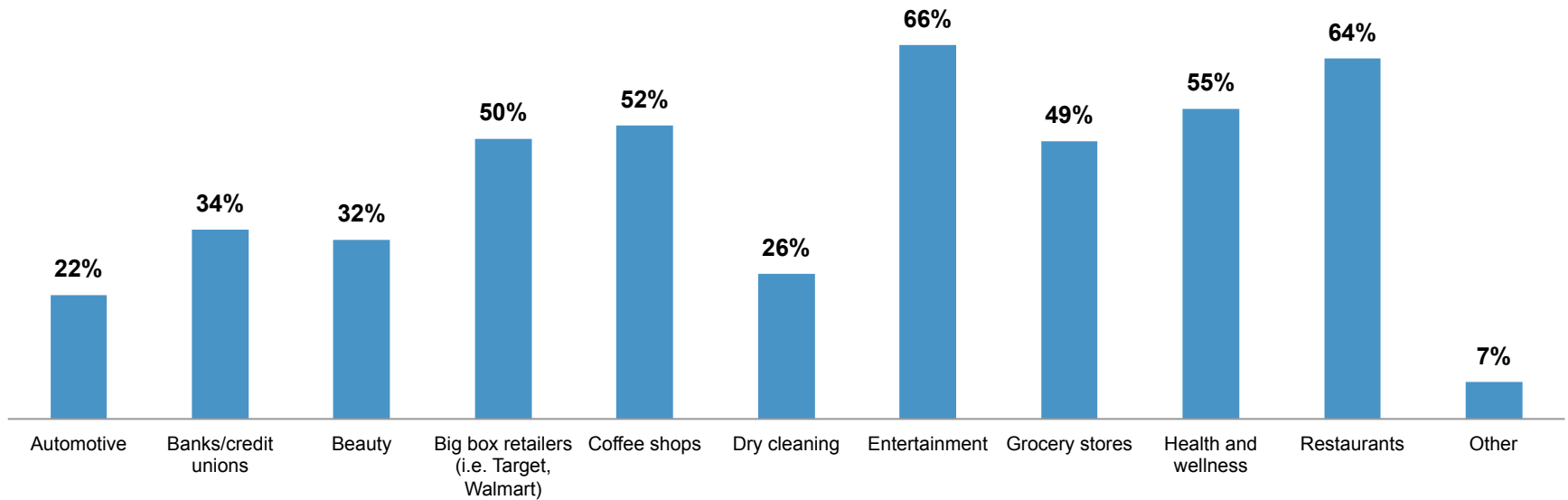
WHICH WOULD YOU LIKE TO SEE...

	More	Same	Fewer	No Opinion
Office Buildings (n=, 1264)	28.3%	31.6%	18.3%	21.9%
Retail Services (n=1,287)	48.9%	29.9%	7.9%	13.4%
Restaurants (n=1,287)	68.3%	20.1%	3.3%	8.3%

2016 MASTER PLAN SURVEY

WHICH WOULD YOU LIKE TO SEE...

What type of providers would you like to see more of in your community? (n=1,298)



2016 MASTER PLAN SURVEY



7.8

6.4



(on a 10-point scale.)

2016 MASTER PLAN SURVEY

5.3



2016 MASTER PLAN SURVEY



6.5



8.3

2016 MASTER PLAN SURVEY

7.7



HOUSING

2016 MASTER PLAN SURVEY

WHICH WOULD YOU LIKE TO SEE...

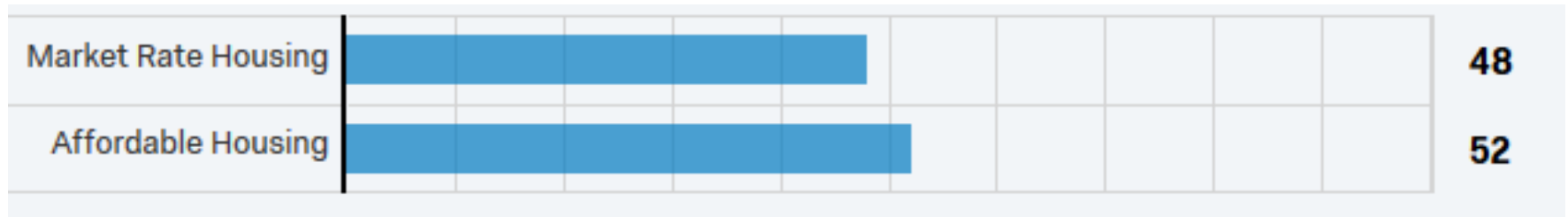
	More	Same	Fewer	No Opinion
Mixed use developments (live/work)	42.9%	30.2%	6.8%	20.1%
Apartments	30.0%	38.2%	21.7%	10.4%
Townhouses Condominiums	45.1%	32.3%	11.4%	11.1%
Single Family Homes	52.3%	29.6%	5.5%	12.5%
Mobile Homes	12.7%	24.1%	40.1%	23.2%
Low-Income Affordable Housing	55.0%	21.3%	10.6%	13.1%

Note: Refer to note section for N figures.

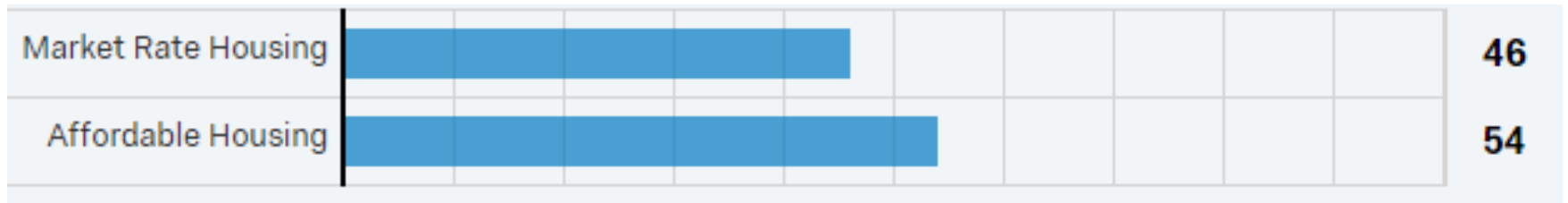
2016 MASTER PLAN SURVEY

MARKET RATE VS. AFFORDABLE HOUSING

Market Rate vs. Affordable Housing Distribution (n=1,349): Mean Percentage



19 and under (n=489)

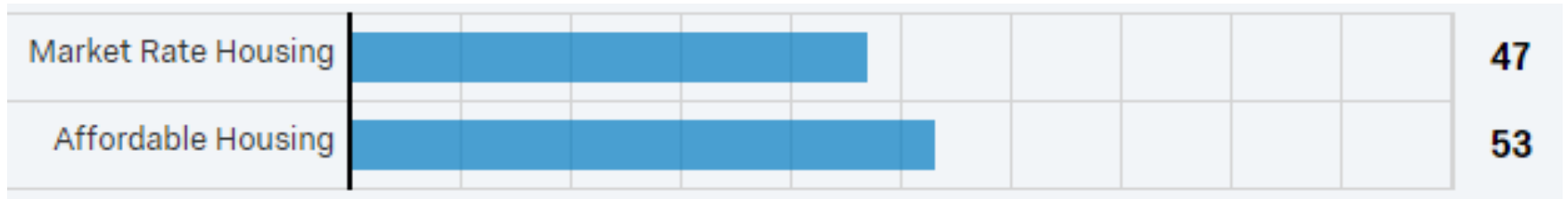


Note: Percentages may not equal 100 due to rounding.

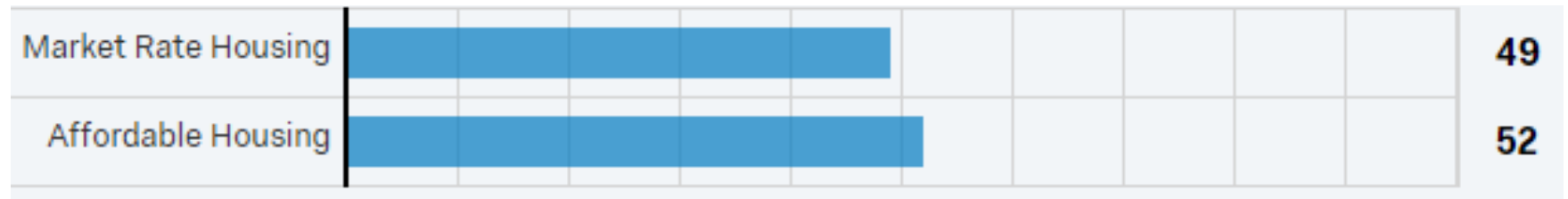
(CONTINUED)

2016 MASTER PLAN SURVEY

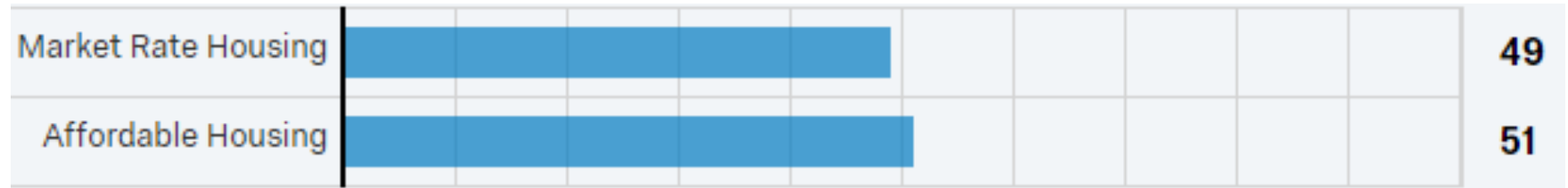
20-39 years old (n=398)



40-59 years old (n=316)



60 and over (n=135)



Note: Percentages may not equal 100 due to rounding.

2016 MASTER PLAN SURVEY



7.8



7.1

(on a 10-point scale.)

2016 MASTER PLAN SURVEY

7.9



TRANSPORTATION

2016 MASTER PLAN SURVEY

TRANSPORTATION – RATING

6.2

Bike Paths

6.1

Distance to Amenities

6.6

Bus

6.4

Sidewalks

6.8

Trolley

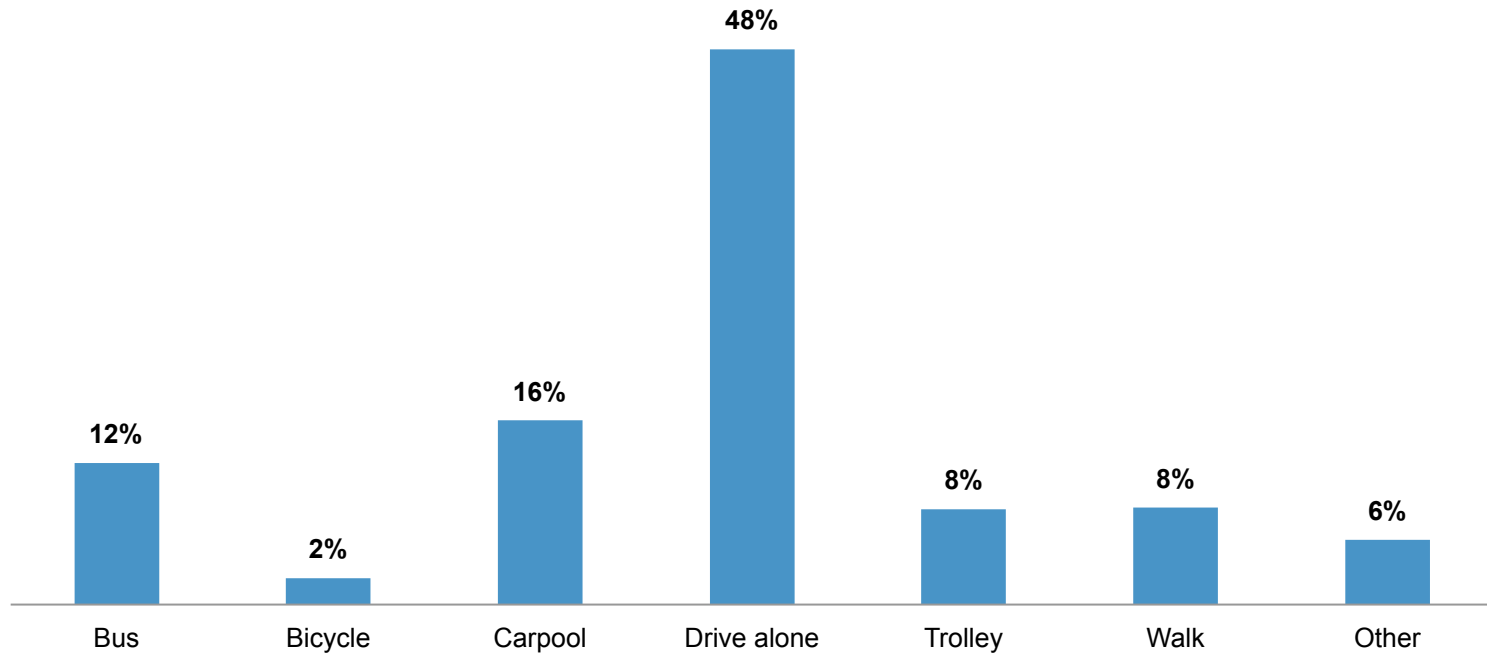
OVERALL

6.3

(on a 10-point scale.)

2016 MASTER PLAN SURVEY

TRANSPORTATION FREQUENTLY USED (n=1,310)



Other: Skateboard, Car, Motorcycle...

SAFETY

2016 MASTER PLAN SURVEY

SAFETY – RATING

6.2

Law Enforcement

6.5

Street Lights

6.7

Fire Protection

6.0

Crime Rate

OVERALL

6.2

(on a 10-point scale.)

HEALTH

2016 MASTER PLAN SURVEY

HEALTH – RATING

5.9

Health Clinics

5.8

Elder Care Facilities

5.9

Hospitals

5.6

Child Day Care

OVERALL

5.8

(on a 10-point scale.)

EDUCATION & WORKFORCE

2016 MASTER PLAN SURVEY

EDUCATION & WORKFORCE – RATING

6.4

**Neighborhood
Schools (K-12)**

5.9

Job Opportunities

5.8

**Availability of Training
Programs and Colleges**

OVERALL

6.1

73% (n=1,301) would support the introduction of an additional charter school in the area

(on a 10-point scale.)